

# Facts About Stockholm's Tourism Industry

Statistics for 2014



 **Stockholm**  
The Capital of Scandinavia

## Content

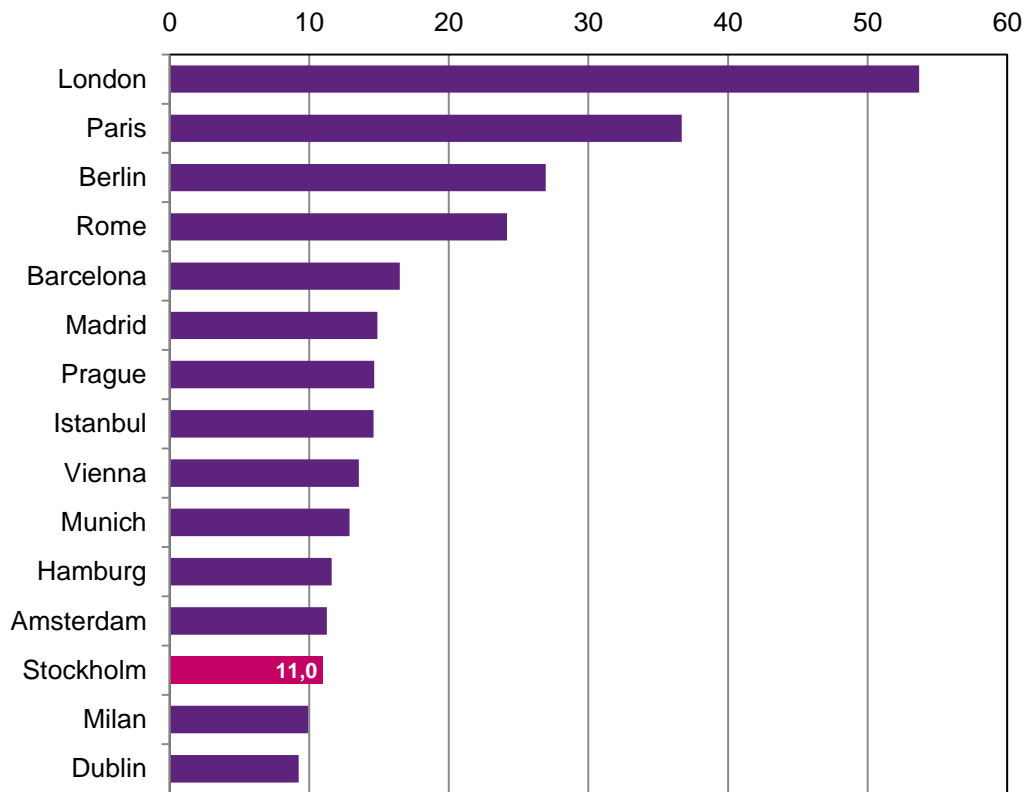
- Stockholm's international position
- Where visitors come from
- How visitors travel to Stockholm
- Where visitors stay
- Why people travel to Stockholm
- International meetings and conventions
- Major attractions in Stockholm
- How much visitors spend

## **Stockholm's International Position**

**With close to 11 million commercial overnight stays in 2013,  
Stockholm ranks number thirteen on the list of most attractive  
destinations in Europe**

# Stockholm – Number Thirteen on the List of the Most Attractive Destinations in Europe 2013

Top 15 European cities. Total bednights 2013 (in millions)



With close to 11 million commercial overnight stays in 2013 in the county, Stockholm ranks thirteen on the list of most attractive destinations in Europe according to the European Cities Marketing Benchmarking Report 2013-2014.

This is a drop compared to last years rank as the tenth most attractive destination in Europe.

\*The 2013 EMC is the latest report.

\*\*Accommodation definition:

London, Dublin = Bednights in all accommodation establishments in greater city area

Paris, Rome, Barcelona, Madrid, Munich, Amsterdam = Bednights in hotels and similar establishments in city area only

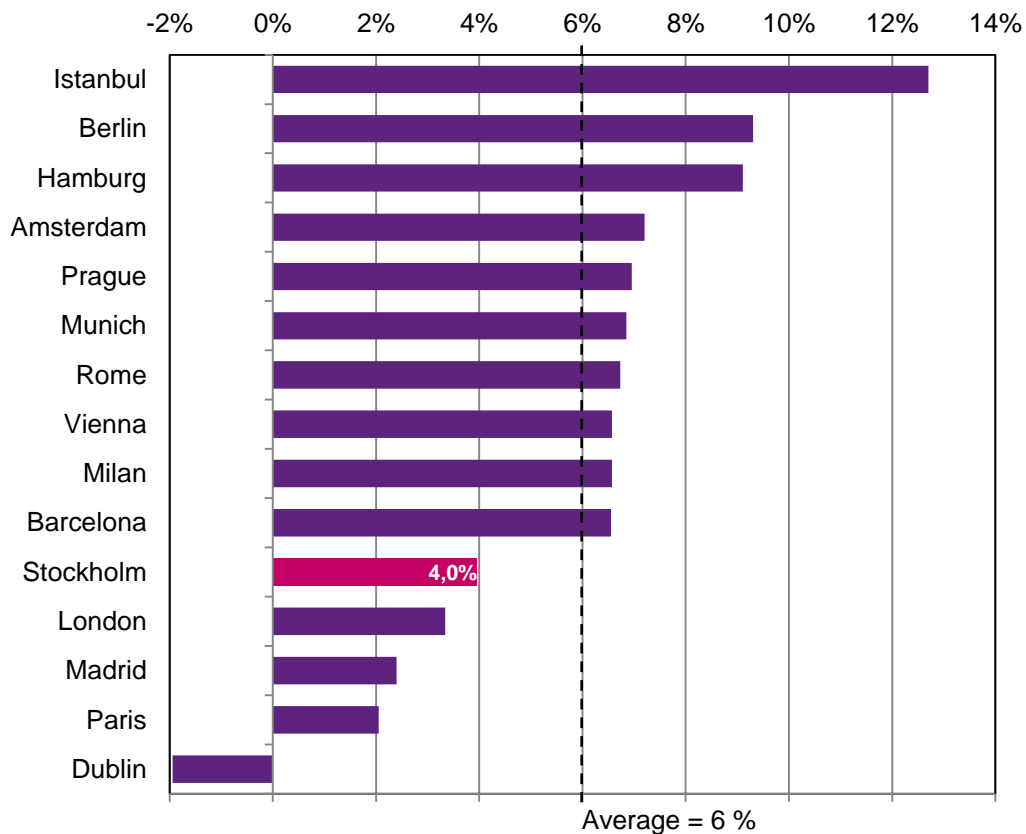
Berlin, Prague, Istanbul, Hamburg, Milan = ednights in all paid forms of accommodation establishments in city area

Vienna, Stockholm = Bednights in all paid forms of accommodation establishments in greater city area

**Source: ECM, The European Cities Marketing Benchmarking Report 2013-2014**

## A Growth Rate Below Average

**Top 15 European cities. Total average annual bednights growth 2009-2013**



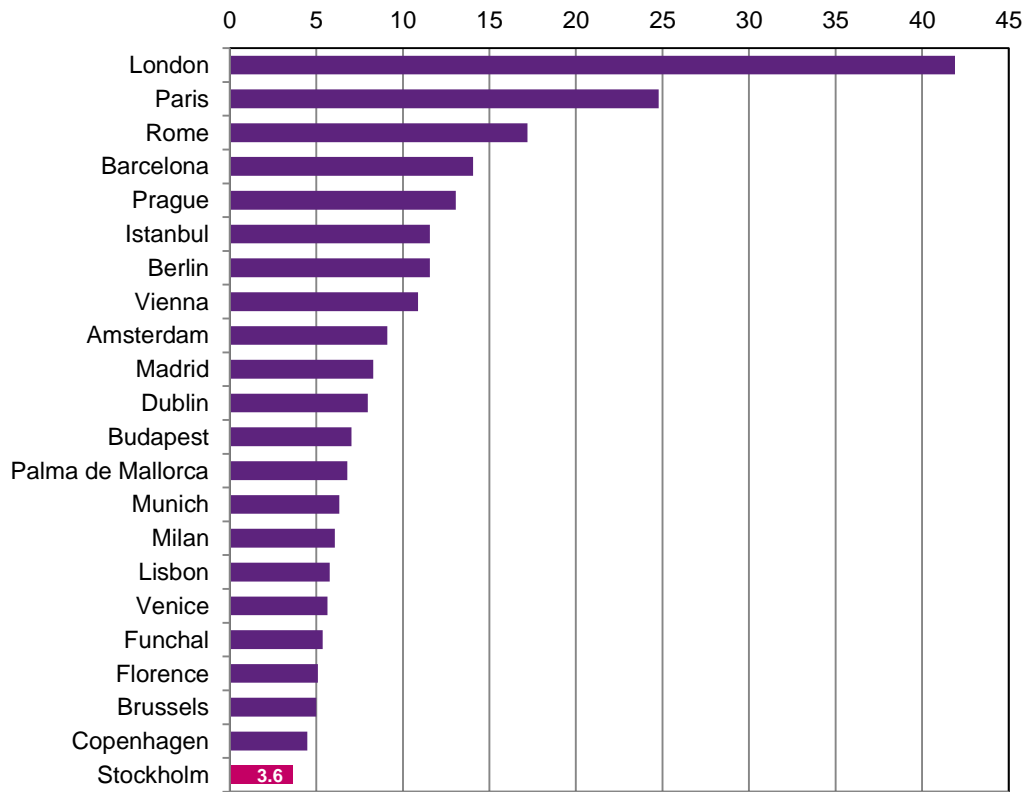
Over the past four years Istanbul has by far had the largest average annual growth in number of bednights. Also a lot of German cities have experienced an above average growth in number of bednights.

For Europe's two dominant travel destinations, London and Paris, the trend has been more moderate.

The rate of growth for Stockholm county is also below average by 2 per cent.

# Stockholm – Drop to Twenty-three When Looking at International Bednights

**Top 23 European cities. International bednights 2013 (in millions)**

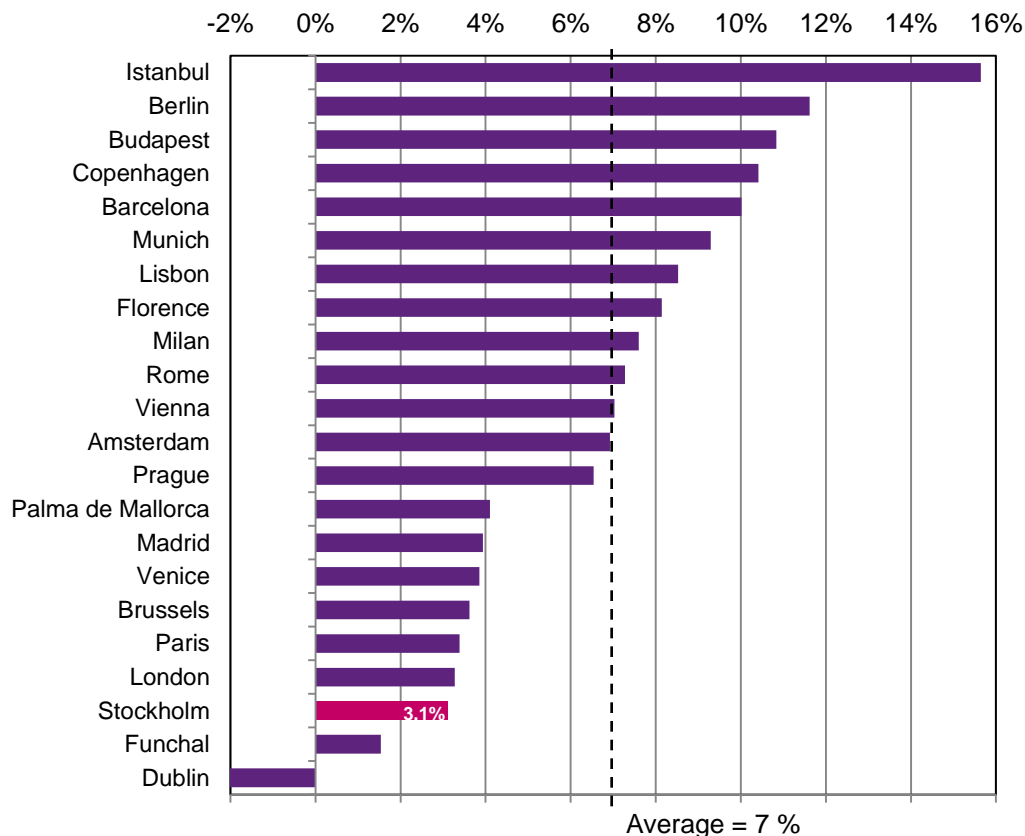


When instead looking at international bednights Stockholm drop to twenty-third in the ranking of the most attractive destinations in Europe. Thus, a lot of the registered bednights in Stockholm County came from domestic demand, a larger share compared to other European cities.

London and Paris still remain in the top of the ranking.

# Again, a Growth Rate Below Average

**Top 23 European cities. Total average annual international bednights growth 2009-2013**



Stockholm is also below average regarding the average annual growth over the past four years in international bednights.

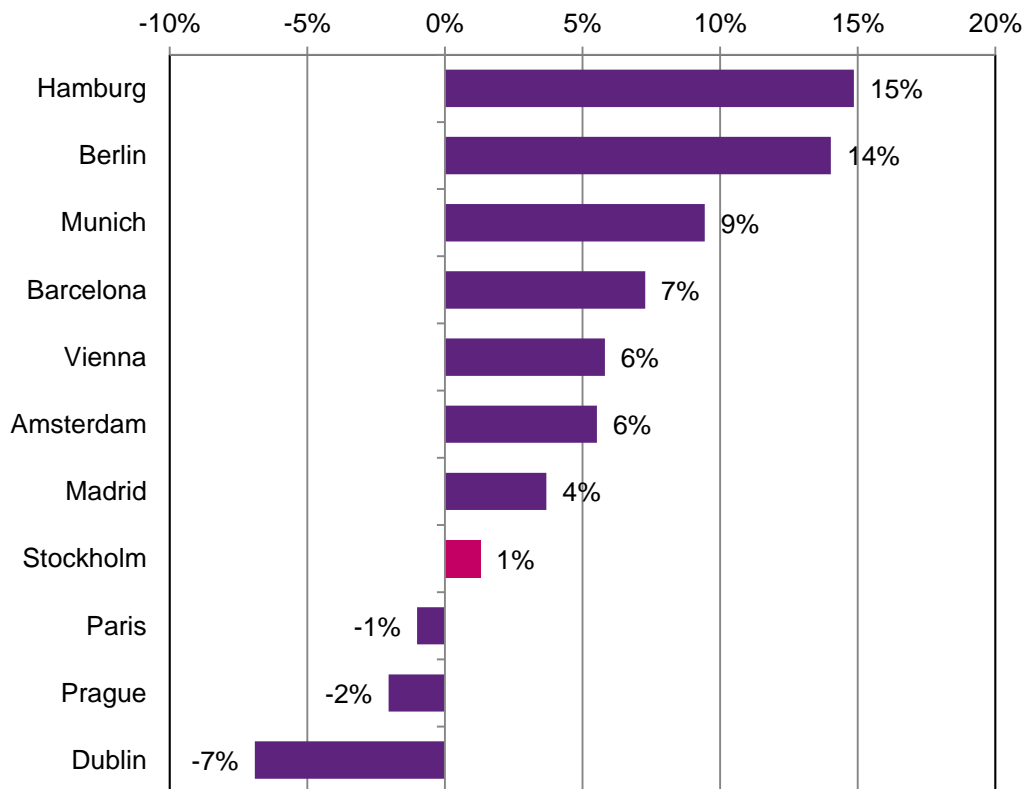
Istanbul is again in the very top along with Berlin.

Copenhagen who was ranked twenty-second, just above Stockholm, has the fourth highest average annual growth over the past four years.

# Europe's Source Markets

## The British Market

**Top 15 European cities. Total average annual British bednights growth 2009-2013**



Paris, Amsterdam and Dublin were the most popular cities to travel to in 2013, although both Paris and Dublin are experiencing negative growth.

The cities with the highest growth were the three German cities Hamburg, Berlin and Munich.

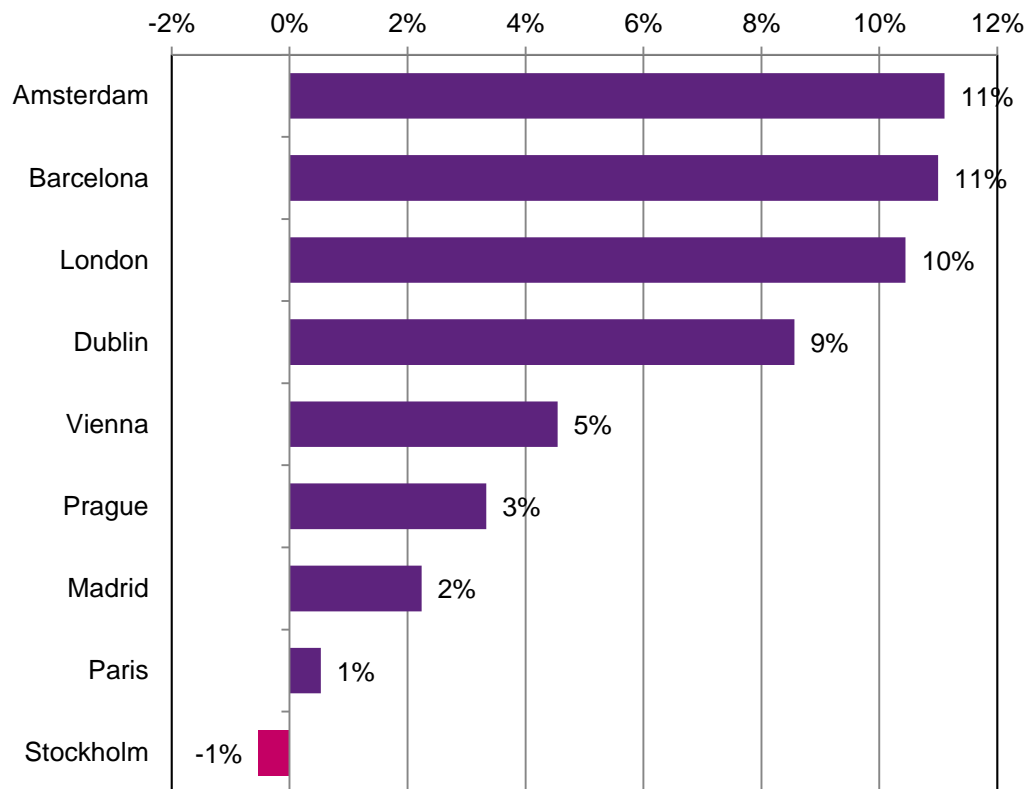
Stockholm has increased on average by 1 per cent per year.



# Europe's Source Markets

## The German Market

### Top 15 European cities. Total average annual German bednights growth 2009-2013



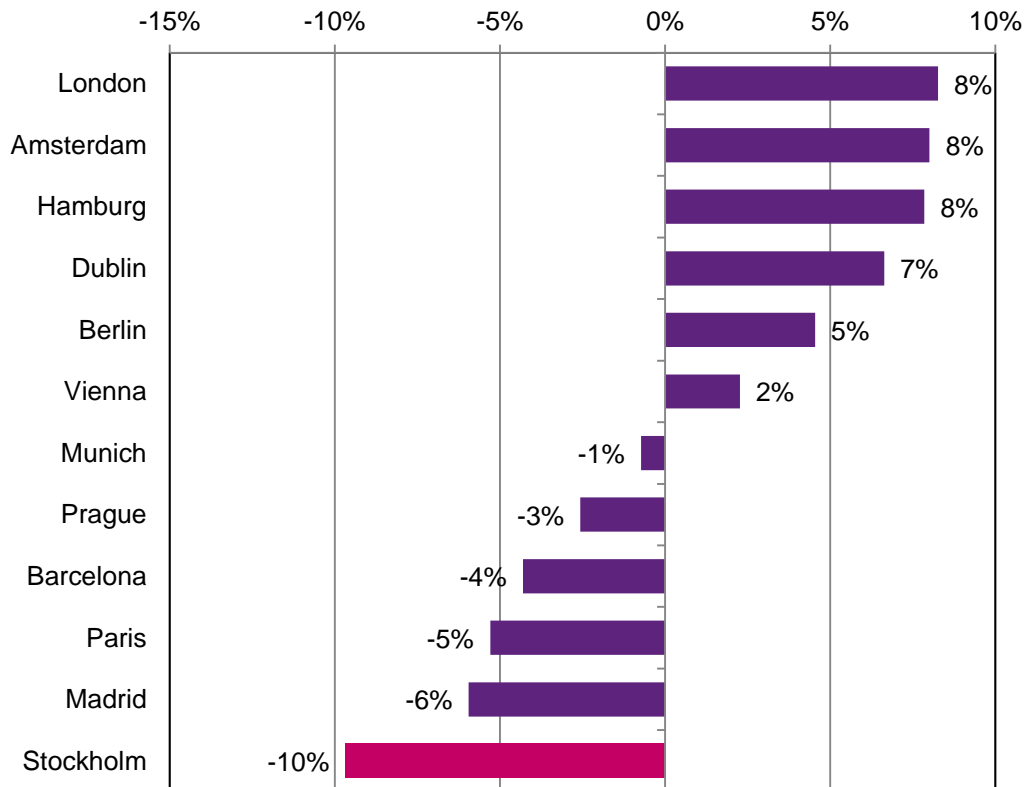
Vienna, London and Prague were the most popular cities to travel to in 2013. All of these cities have also had a large annual growth over the past four years. Although, the cities with the highest growth were Amsterdam and Barcelona.

Stockholm has had a negative growth over the past four year.

# Europe's Source Markets

## The Italian Market

**Top 15 European cities. Total average annual Italian bednights growth 2009-2013**



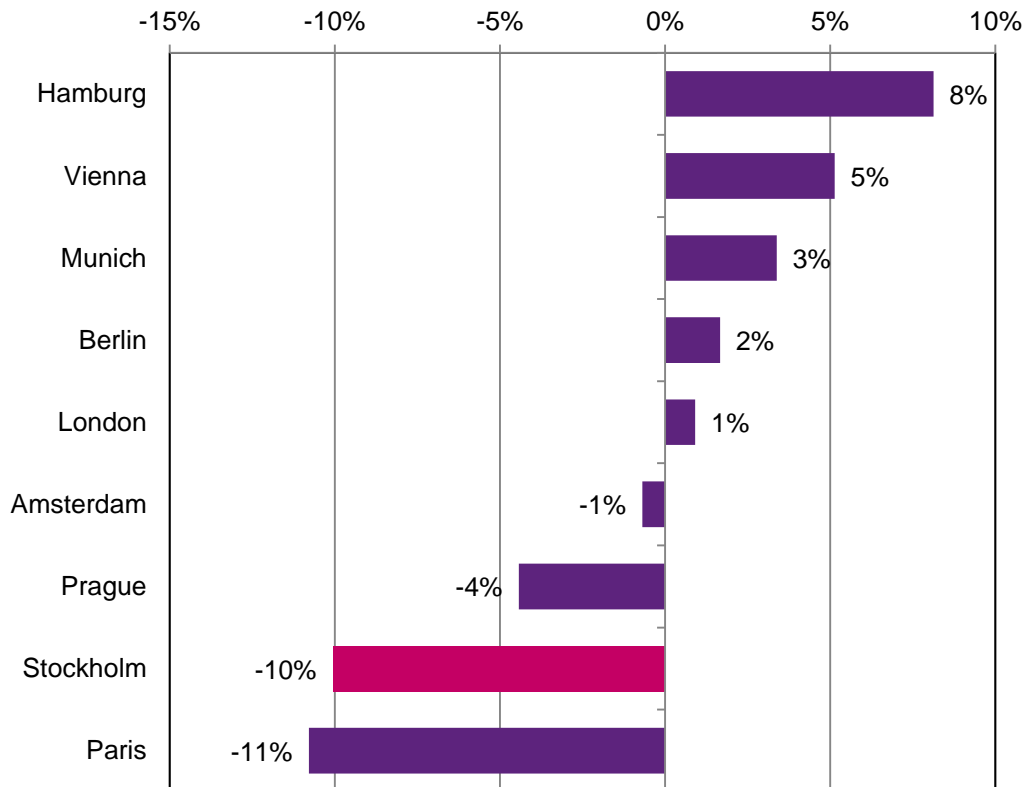
London, Paris and Barcelona were the most popular cities to travel to in 2013. London has also been the city with the highest growth in the past four years whilst Paris and Barcelona have decreased.

Stockholm has had the highest negative growth, decreasing on average by 10 per cent per year in number of bednights by the Italian market.

# Europe's Source Markets

## The Spanish Market

Top 15 European cities. Total average annual Spanish bednights growth 2009-2013



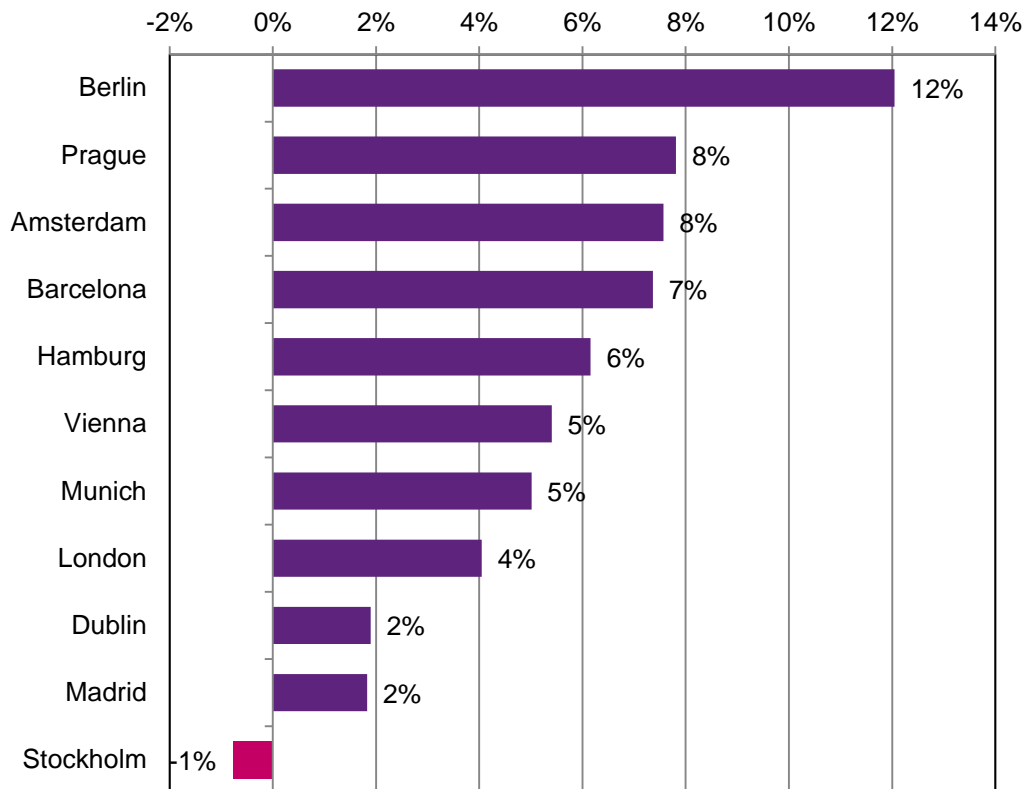
London, Paris and Berlin were the most popular cities to travel to in 2013. Berlin and London have also increase on average in the past four years whilst Paris has had a significant negative trend.

Stockholm has also had a negative trend, decreasing on average by 10 per cent per year in number of bednights by the Spanish market.

# Europe's Source Markets

## The French Market

### Top 15 European cities. Total average annual French bednights growth 2009-2013



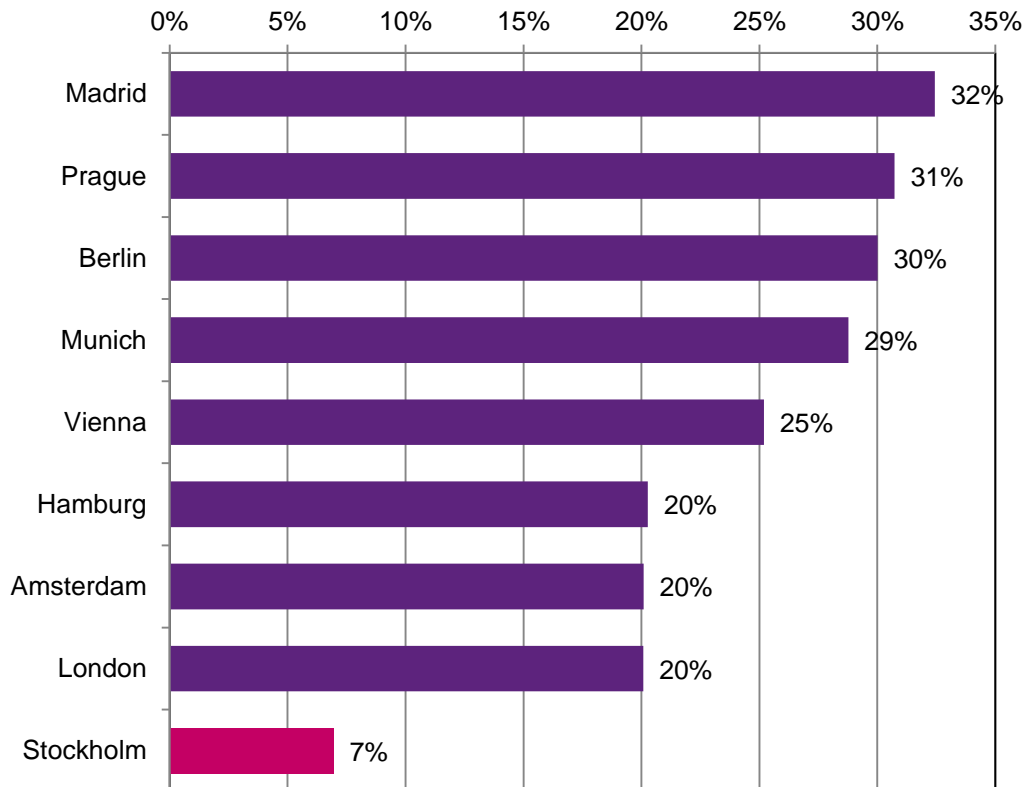
London, Barcelona and Dublin were the most popular cities to travel to in 2013. All three cities have also had a positive growth trend over the past four years.

Stockholm is on the other hand decreasing by 1 per cent annually on average.

# Europe's Source Markets

## The Russian Market

### Top 15 European cities. Total average annual Russian bednights growth 2009-2013



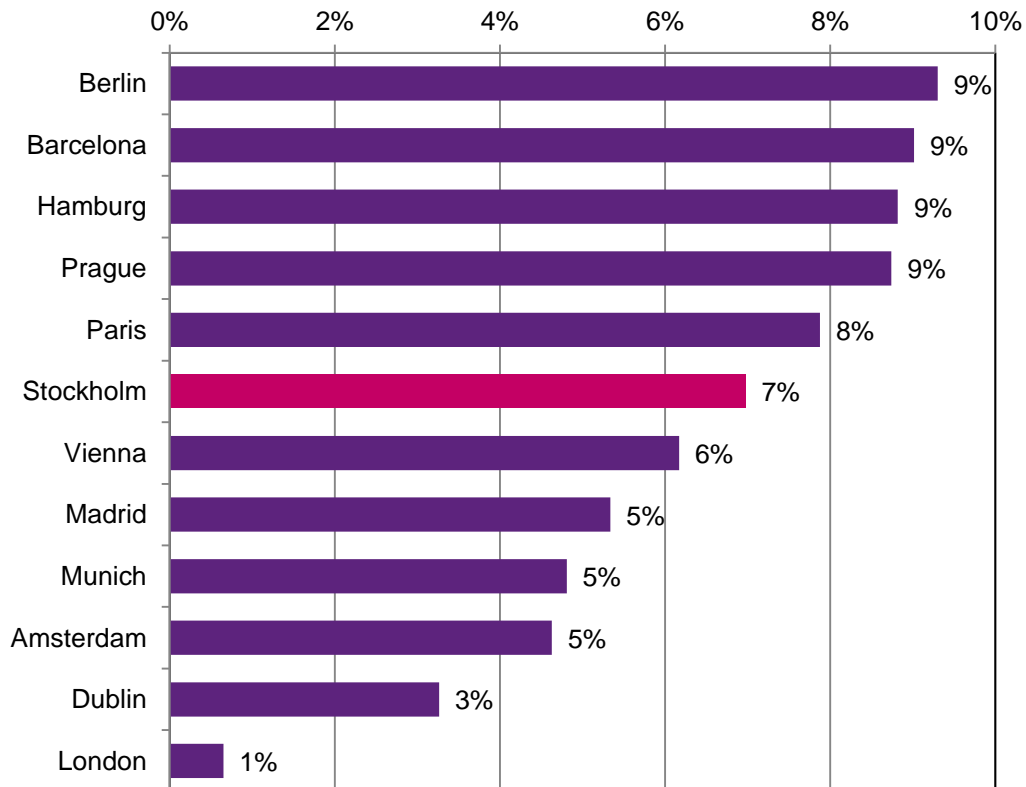
Prague, Vienna and Munich were the most popular cities to travel to in 2013. All three cities have also had a strong positive growth trend over the past four years. This seems to be the fact for most cities in regard to the Russian market.

Stockholm has increased by 7 per cent on average over the last four years.

# Europe's Source Markets

## The US Market

Top 15 European cities. Total average annual US bednights growth 2009-2013



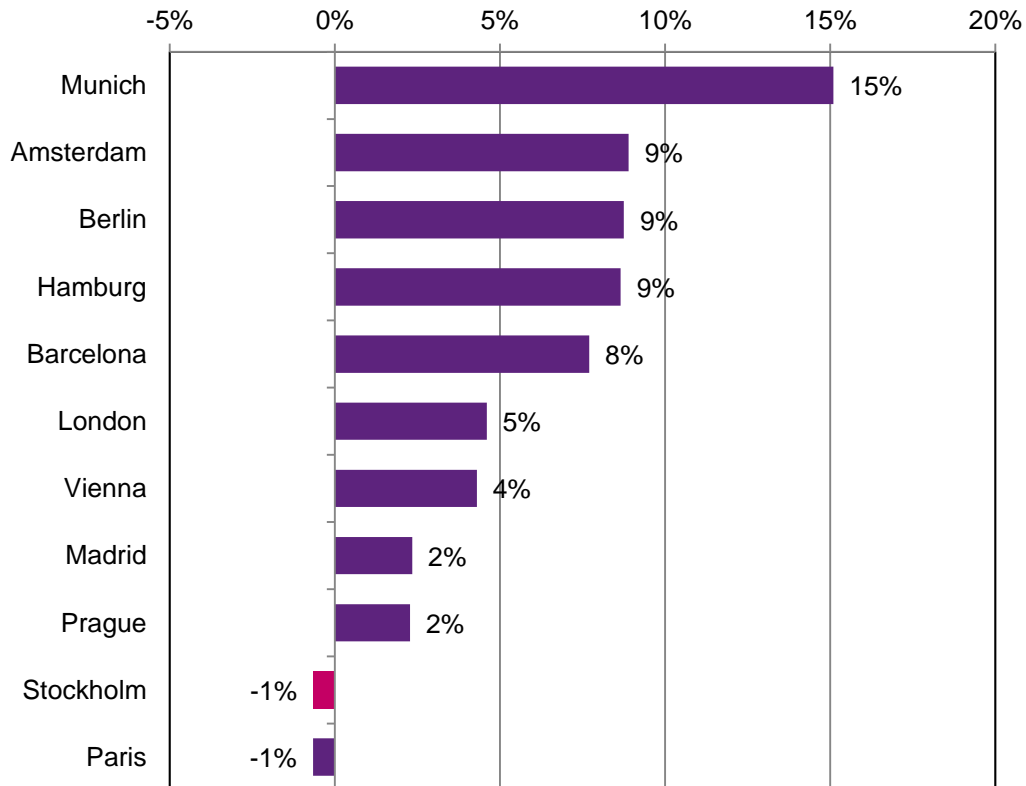
Paris, London and Barcelona were the most popular cities to travel to in 2013. All three cities have also had a positive growth trend over the past four years, although London is lagging behind with an average annual growth of only 1 per cent per year.

Stockholm has increased by 7 per cent on average over the last four years.

# Europe's Source Markets

## The Japanese Market

**Top 15 European cities. Total average annual Japanese bednights growth 2009-2013**



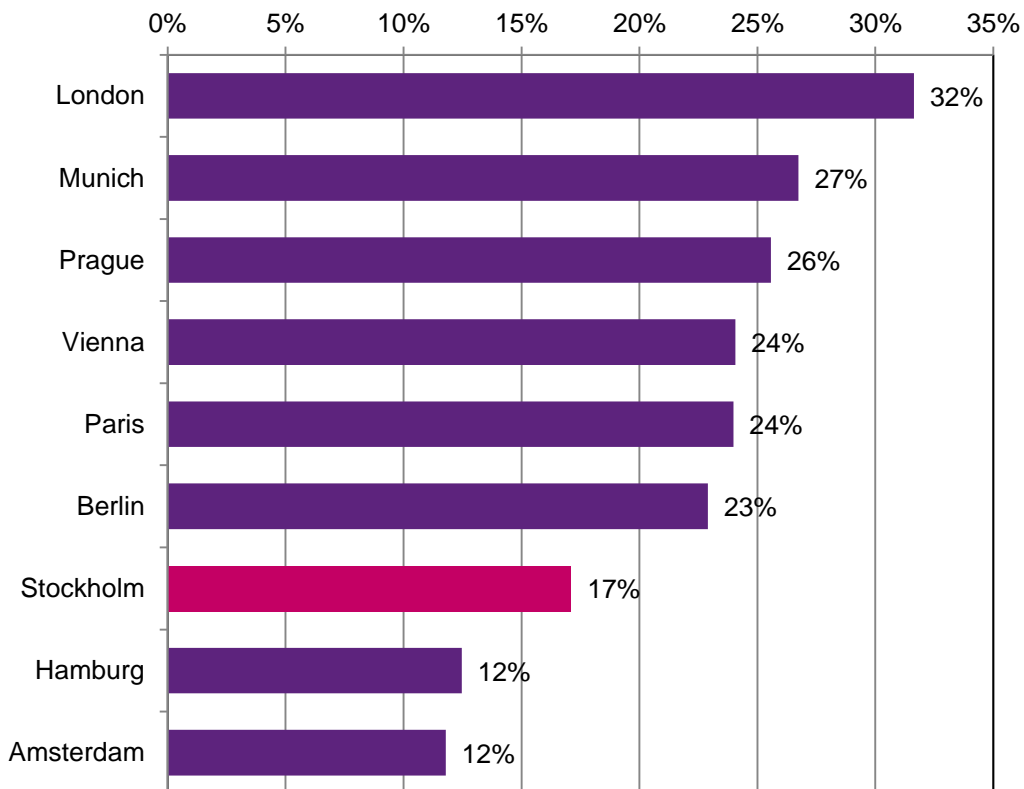
Paris, London and Barcelona were the most popular cities to travel to in 2013. London and Barcelona have experienced a positive growth trend over the past four years whilst Paris is decreasing.

Stockholm is also decreasing by about 1 per cent per year.

# Europe's Source Markets

## The Chinese Market

### Top 15 European cities. Total average annual Chinese bednights growth 2009-2013



Paris, London and Vienna were the most popular cities to travel to in 2013. All three cities have also experienced a positive growth trend over the past four years. This seems to be the fact for most cities in regard to the Chinese market.

Stockholm has also had a strong trend over the past four years, increasing by an average of 17 per cent annually.



## Where Visitors Come From

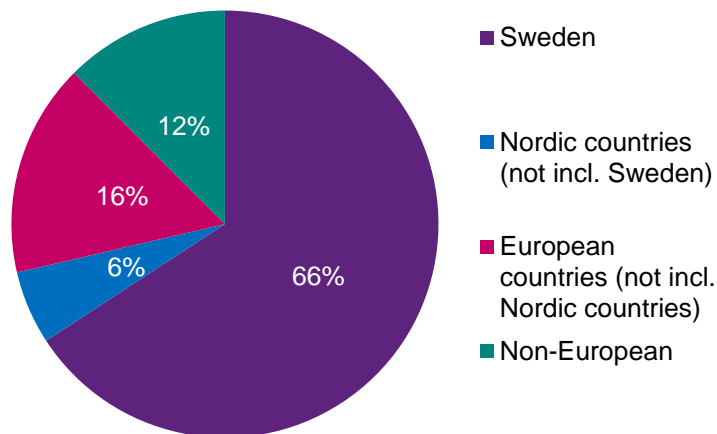
**Stockholm is at the center of the tourism industry with close to 12 million overnight stays in commercial establishments in 2014. Three of ten foreign visitors choose to locate their nights here.**

## Steady Growth for Swedish and Foreign Visitors

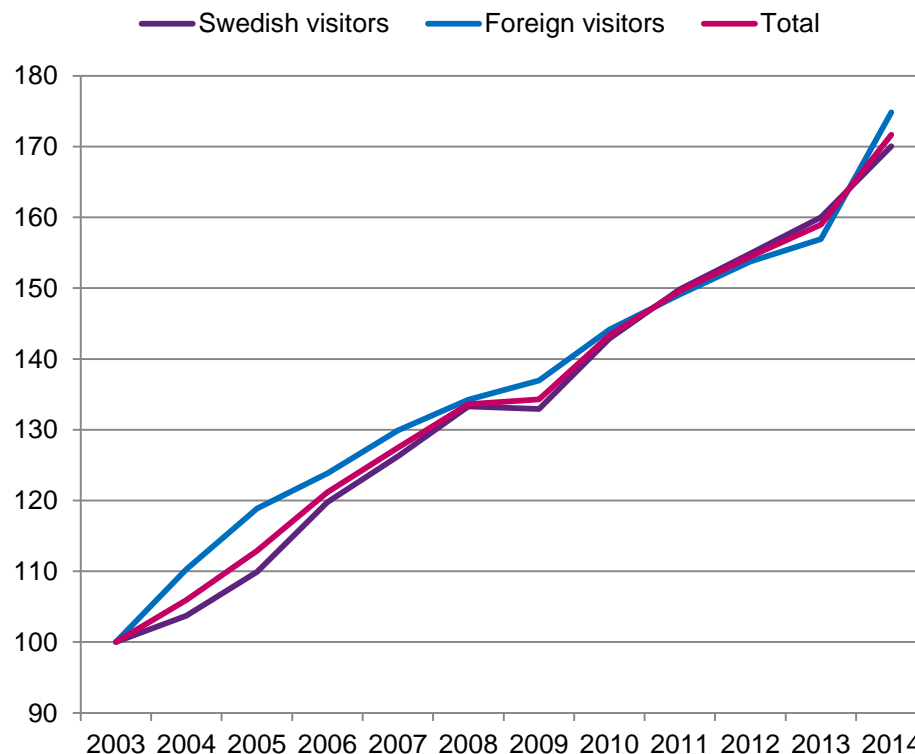
A large part of the number of commercial overnight stays in Stockholm County can be accounted for by domestic demand. Most foreign visitors come from European countries, other than the Nordic countries, or from outside of Europe.

In 2014 compared to 2013 guest nights from domestic visitors increased by 8 per cent and by 11 per cent from foreign visitors.

### Swedish and foreign commercial overnight stays at hotels, hostels and vacation villages, Stockholm County 2014



### Swedish and foreign commercial overnight stays at hotels, hostels and vacation villages in Stockholm County, 2003-2014 (Index 100=2003)



## Close to 12 Million Commercial Overnight Stays

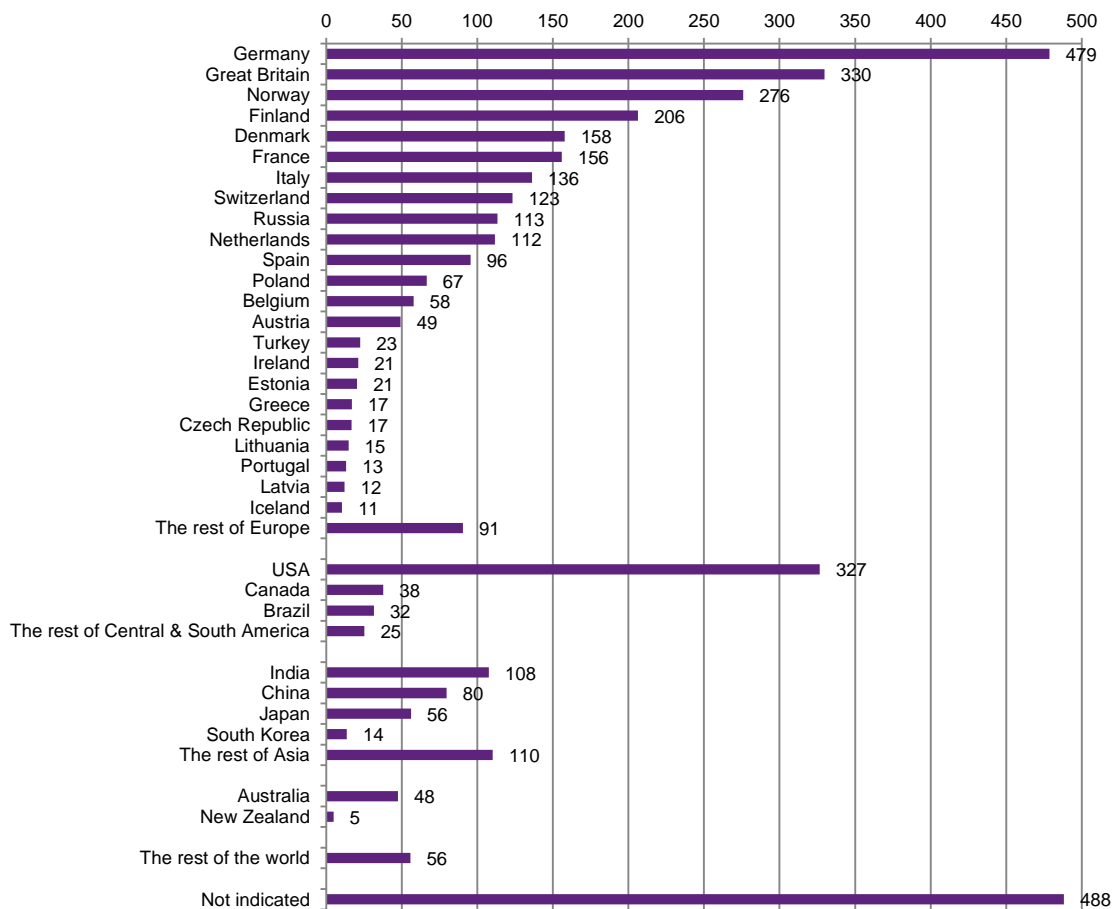
Close to 12 million guest nights were made in all forms of commercial accommodation in the county, an increase of almost 1 million since 2013. Stockholm County accounts more than every fifth commercial overnight stay in Sweden. The number of overnight stays from Nordic visitors have increased by 5 per cent since 2013. Guest nights from Europe have increased by 8 per cent whilst Non-European guest nights have increased by 19 per cent.

### All forms of commercial overnight stays by nationality 2014, Stockholm County

	2014	Distribution	Share in Sweden	% change since 2010	% change since 2013
<b>Total</b>	11,822,869	100%	21%	18%	8%
<b>Sweden</b>	7,840,006	66%	18%	17%	6%
<b>Totals from abroad</b>	3,982,863	34%	29%	18%	11%
Nordic countries excl. Sweden	650,618	6%	13%	10%	5%
Europe excl. Nordic countries and Sweden	1,946,973	16%	31%	4%	8%
Non-European countries	1,385,272	12%	54%	55%	18%
Germany	478,659	4%	17%	2%	12%
Great Britain	329,686	3%	49%	7%	7%
Norway	275,900	2%	8%	20%	3%
Finland	206,320	2%	38%	10%	7%
Denmark	157,850	1%	14%	-4%	7%
France	155,956	1%	53%	-2%	4%
Italy	136,161	1%	57%	-28%	2%
Switzerland	123,413	1%	40%	33%	8%
Russia	113,420	1%	54%	3%	-11%
Netherlands	111,633	1%	18%	-6%	7%
Spain	95,673	1%	64%	-22%	24%
Poland	66,517	1%	29%	73%	-10%
Belgium	57,951	0%	43%	12%	31%
Austria	49,263	0%	44%	-2%	1%
Turkey	22,530	0%	71%	75%	8%
Ireland	21,186	0%	55%	25%	-6%
Estonia	20,522	0%	33%	60%	33%
Greece	16,955	0%	68%	3%	28%
Czech Republic	16,749	0%	29%	52%	9%
Lithuania	14,824	0%	37%	75%	-2%
Portugal	13,302	0%	48%	7%	4%
Latvia	12,210	0%	33%	40%	-3%
Iceland	10,556	0%	45%	6%	7%
Hungary	9,931	0%	41%	12%	-6%
Luxembourg	6,373	0%	53%	63%	57%
Slovakia	6,084	0%	25%	24%	-5%
The rest of Europe	68,157	1%	38%	40%	26%
USA	326,618	3%	64%	31%	10%
Canada	37,870	0%	64%	34%	2%
Brazil	31,572	0%	78%	101%	-8%
The rest of Central & South America	25,335	0%	66%	42%	7%
India	107,665	1%	68%	281%	29%
China	79,704	1%	39%	46%	-2%
Japan	56,116	0%	63%	-2%	-3%
South Korea	13,735	0%	41%	43%	-9%
The rest of Asia	110,243	1%	66%	113%	28%
Australia	47,514	0%	64%	51%	15%
New Zealand	4,995	0%	67%	85%	16%
The rest of the world	55,792	0%	54%	60%	31%
Not indicated	488,113	4%	45%	56%	31%

# Foreign Visitors

All forms of commercial overnight stays by nationality 2014, Stockholm County (in thousands)



Germany is the dominant foreign market in Stockholm, followed by Great Britain, the US and Norway. Most major nationalities among the visitors to Stockholm are European.

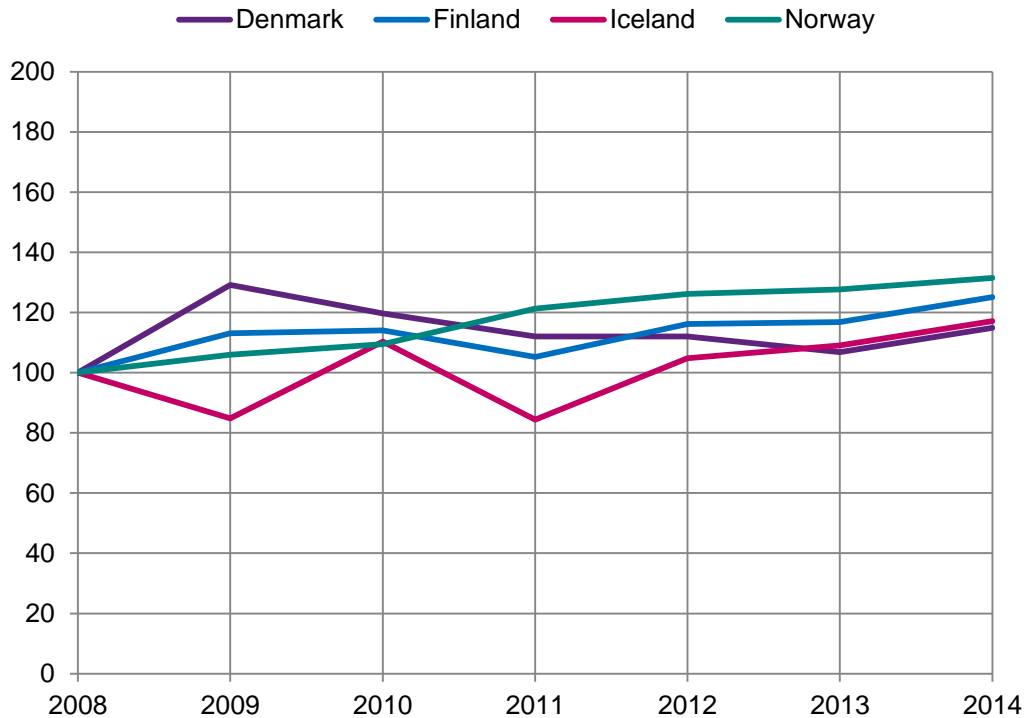
Over the past three years, markets in Asia have grown by 100 per cent. This may be compared to a 54 per cent increase for North and South America and a 5 per cent increase from Europe outside Scandinavia.

Notably, in 2014, as in 2013, Indian visitors accounted for more guest nights than visitors from China.

**Source: Swedish Agency for Economic and Regional Growth / Statics Sweden**

## The Nordic Countries

All forms of commercial overnight stays in Stockholm County 2008-2014.  
Nordic markets (Index 100=2008)



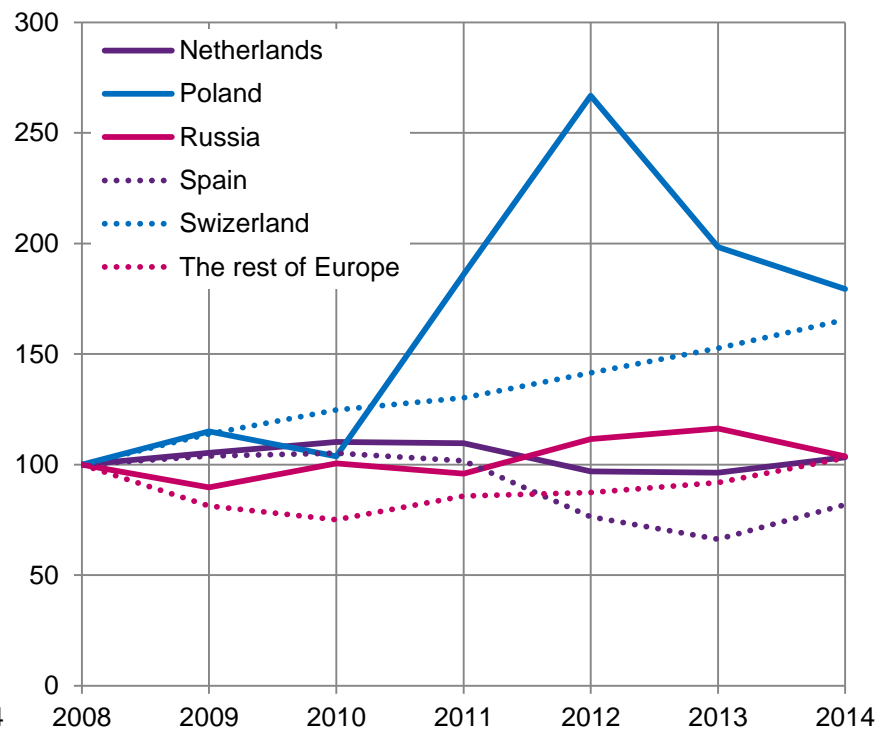
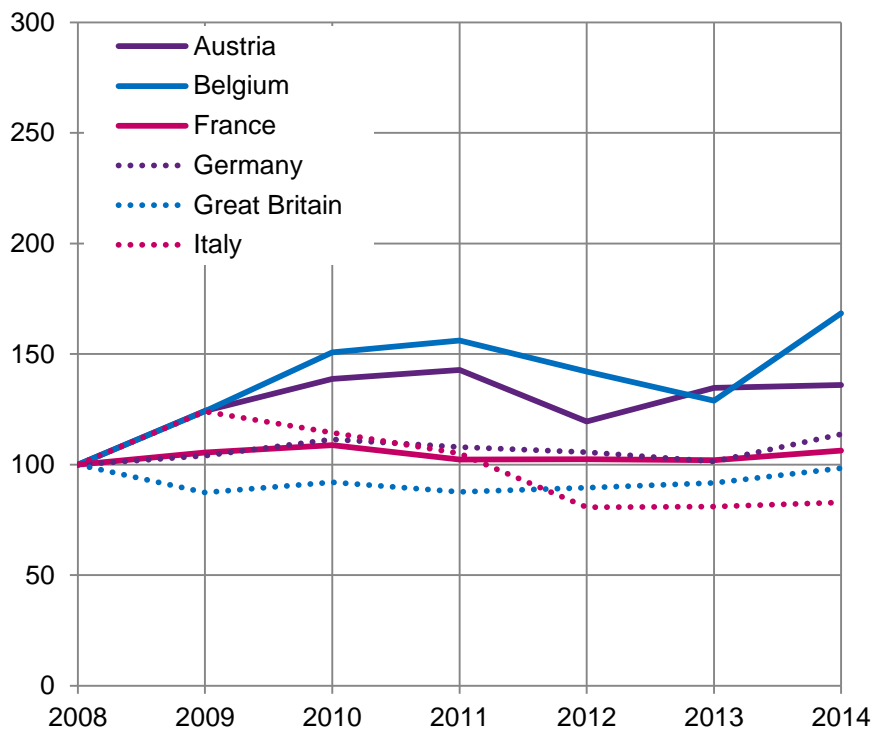
Norwegian, Finnish and Danish visitors belong to the ten major foreign target groups in Stockholm. The development over the past six years has been most positive for Norwegian visitors and Finnish visitors.

# The European Markets

Countries that have had a positive trend in the past six years are Belgium, Austria, Poland and Switzerland. Countries that have had a less favorable trend over the past six years are Italy, Great Britain, Spain and the Rest of Europe.

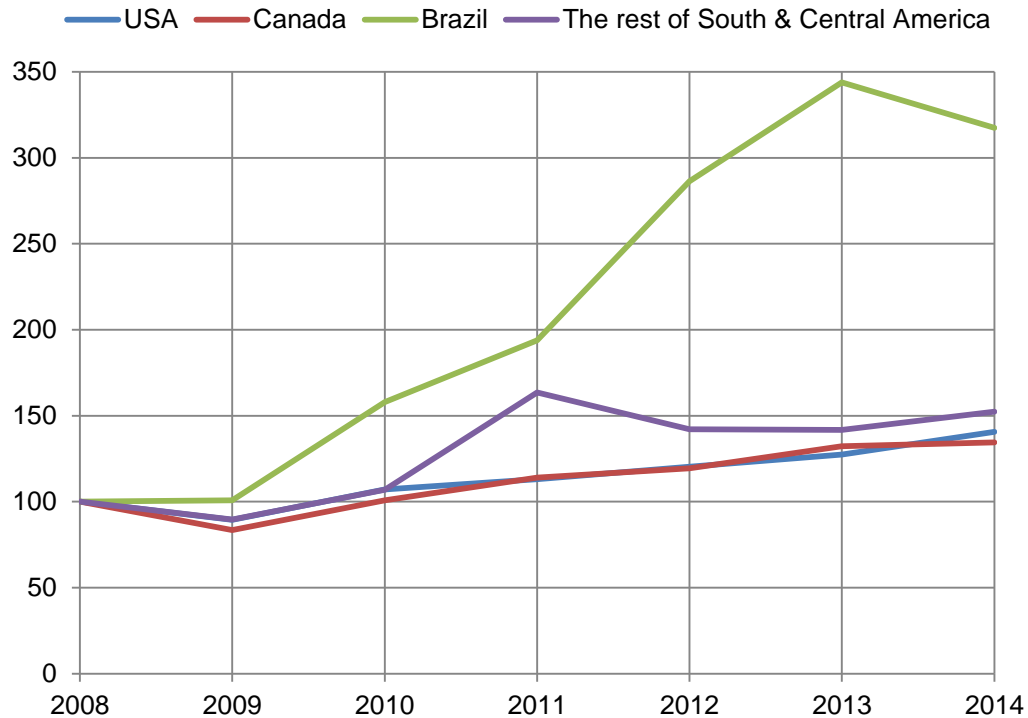
\*The rest of Europe contain commercial overnight stays for all European countries not individually specified in the graphs below.

## All forms of commercial overnight stays in Stockholm County 2008-2014. Major European markets (Index 100=2008)



## North and South America

All forms of commercial overnight stays in Stockholm County 2008-2014.  
North and South America (Index 100=2008)

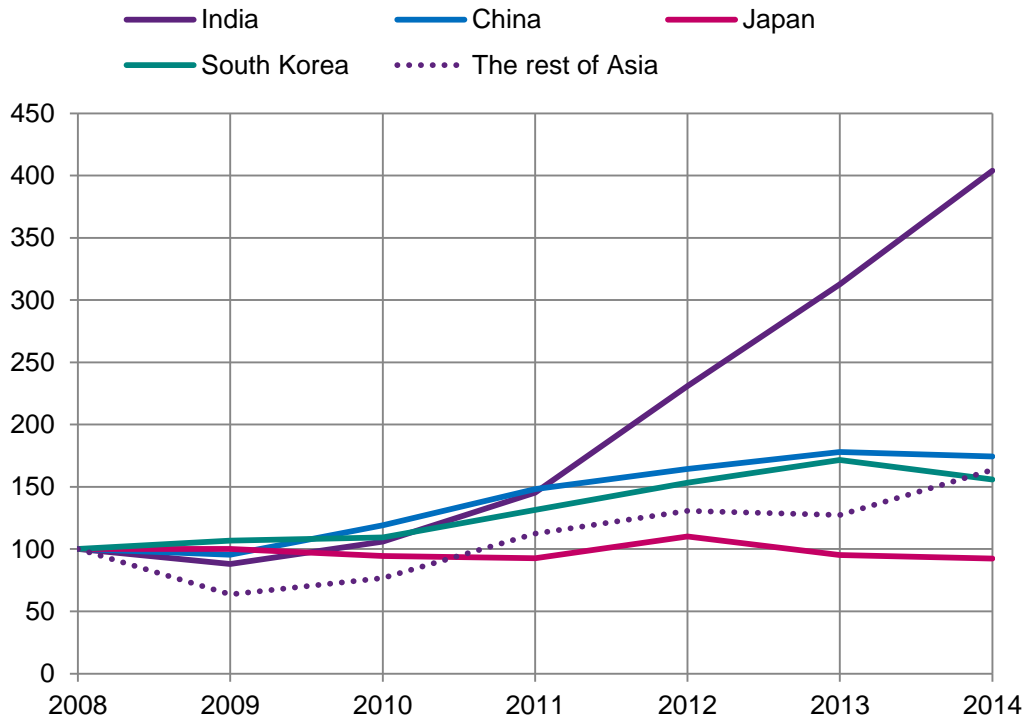


The United States is the third largest foreign target group in Stockholm. Due to the financial crises, the number of visitors from USA and Canada decreased in 2009. Since 2009 the number has increased again.

Guest nights by visitors from Brazil are increasing at a rapid pace but have during 2014 decreased compared to 2013.

## The Asian Markets

All forms of commercial overnight stays in Stockholm County 2008-2014.  
Asian markets (Index 100=2008)



Source: Swedish Agency for Economic and Regional Growth / Statics Sweden

With the exception of Japan, the development for visitors from Asia have been very positive.

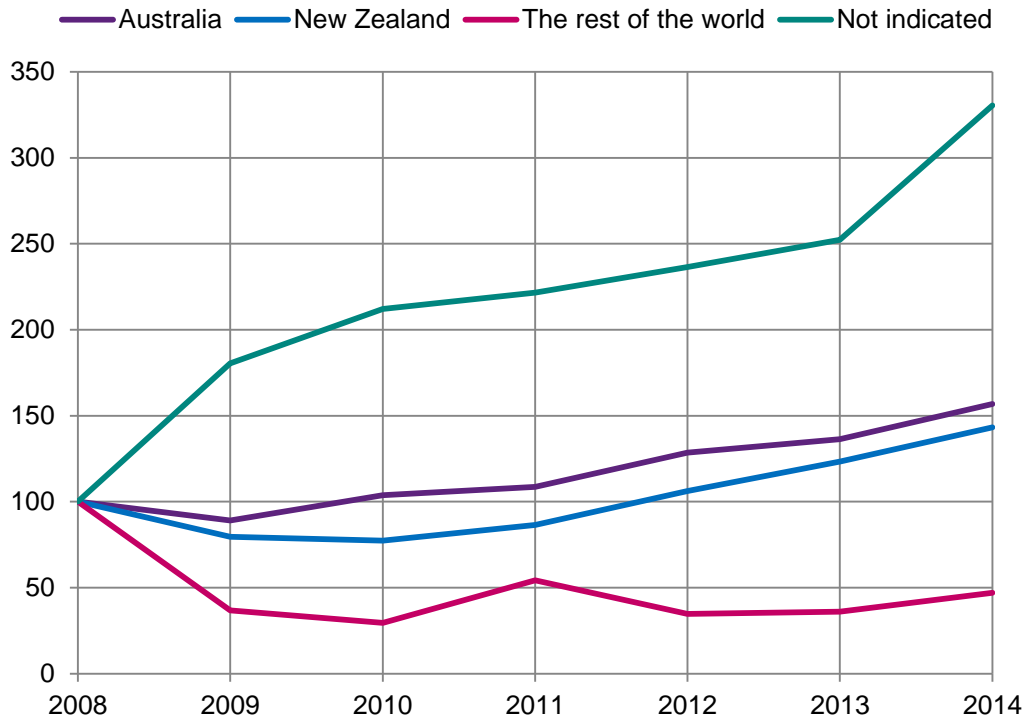
Since 2010 the number of overnight stays from visitors from India have increased significantly.

The number of guest nights regarding visitors from China and South Korea have had an increasing trend since 2009 but have decreased somewhat in 2014 compared to 2013.



## Australia and New Zealand

All forms of commercial overnight stays in Stockholm County 2008-2014.  
Australia and New Zealand (Index 100=2008)



Australia and New Zealand were among the countries that were affected negatively in 2009 but since 2010 the number of overnight stays have increased.

\*The rest of the world contain commercial overnight stays for countries not assigned to a specific continent, Africa in total and the rest of Oceania.

## How Visitors Travel to Stockholm

**Stockholm is the natural center of Scandinavia. Every year millions of visitors travel to Stockholm.**

## Air Traffic

The number of air passengers at Stockholm's airports exceeded 26.5 million during 2014, this is an increase by 5.1 per cent compared to 2013.

Over the past twelve years the number of air passengers have increased by 51 per cent. Since 2003 there has been a large increase of over 200 per cent in passengers to and from non-European destinations. The number of passengers to and from other European cities increased by 65 per cent. Destinations in Europe accounted for 63 per cent of all travels.

Arlanda airport accounted for 84 per cent of all air passengers in Stockholm in 2014.

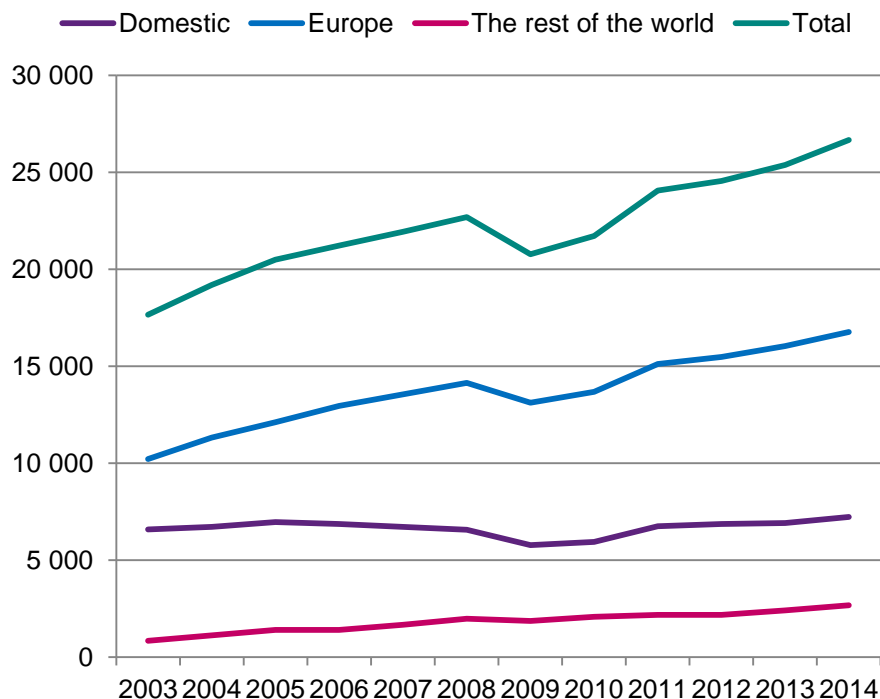
### Arriving and departing airline passengers 2014 (in thousands).

Airports in the Stockholm region	2014
Stockholm-Arlanda	22,420
Stockholm-Skavsta	1,657
Stockholm-Bromma	2,378
Stockholm-Västerås	117
Örebro Airport	96
<b>Total</b>	<b>26,668</b>

Source: Swedish Transport Agency

### Arriving and departing airline passengers 2003-2014 (in thousands).

Stockholm-Arlanda, Stockholm-Skavsta, Stockholm-Bromma, Stockholm-Västerås and Örebro Airport



## Ferry Connections

The number of ferry passengers passing through the ports of Stockholm have decreased somewhat in the last three years. The number of passengers heading to and from Finland have declined gradually over the past five years.

In a longer perspective, since 2003, ferry passengers have increased by 13 per cent. The increase has been remarkably high for destinations in the Baltic region and for cruise traffic.

### Arriving and departing ferry passengers 2003, 2008-2014. Stockholm port (in thousands)

	2003	2008	2009	2010	2011	2012	2013	2014
Finland	8,077	8,449	8,545	8,446	8,286	8,089	7,819	7,581
Baltic countries	588	1,222	1,441	1,601	1,755	1,809	1,840	1,796
Poland	118	174	144	153	147	146	125	123
Russia	n/a	n/a	n/a	n/a	137	170	187	151
Cruise visitors*	204	363	447	412	452	469	486	467
<b>Total</b>	<b>8,985</b>	<b>10,208</b>	<b>10,577</b>	<b>10,612</b>	<b>10,777</b>	<b>10,683</b>	<b>10,458</b>	<b>10,118</b>

*\*Cruise passengers are only counted once (arriving vessel), but in so-called turnarounds both arriving and departing passengers are included.*

*Source: Port of Stockholm*

## Where Visitors Stay

More than 32 million overnight stays were made in various forms of accommodation in Stockholm. Most nights was spent at friends and relatives.

# All type of Accommodation and Day trips

Overnight stays in all type of accommodations and day trips  
2003, 2008, 2011-2014, Stockholm County (in thousands)

	2003	2008	2011	2012	2013	2014	City of Stockholm 2014
Hotel	5,939	7,884	8,962	9,214	9,536	10,324	7,189
Vacation village	105	90	117	121	107	76	(n/a)
Camping	806	912	762	646	587	617	171
Hostel	470	716	734	771	745	784	589
<b>Commercial accommodation</b>	<b>7,320</b>	<b>9,602</b>	<b>10,575</b>	<b>10,752</b>	<b>10,975</b>	<b>11,801</b>	7,949
City of Stockholm's share	4,602	6,241	7,144	7,412	7,511	7,949	
Weekend cottage	5,968	3,330	3,452	4,146	5,936	5,793	699
Friends and relatives	14,055	10,362	10,864	12,166	13,480	13,533	6,540
Pleasure boat	702	337	447	407	470	514	51
Other overnight stays	1,986	159	255	491	246	889	295
<b>Other accommodation</b>	<b>22,711</b>	<b>14,704</b>	<b>15,018</b>	<b>17,210</b>	<b>20,132</b>	<b>20,729</b>	7,585
City of Stockholm's share	6,825	4,551	4,653	4,896	6,566	7,585	
<b>Total overnight stays</b>	<b>30,031</b>	<b>24,182</b>	<b>25,593</b>	<b>27,962</b>	<b>31,107</b>	<b>32,530</b>	15,534
City of Stockholm's share	11,427	10,792	11,797	12,308	14,077	15,534	
<b>Day trips</b>	<b>7,457</b>	<b>5,225</b>	<b>5,367</b>	<b>5,832</b>	<b>5,880</b>	<b>5,867</b>	4,151
City of Stockholm's share	5,852	4,234	4,372	4,682	4,121	4,151	

More than 32 million overnight stays were made in various forms of accommodation in Stockholm County. This is a new record for overnight stays in Stockholm and an increase of 27 per cent since 2011. The increase was mainly due to an increase of overnight stays with friends and relatives and overnight stays in weekend cottages.

Almost 12 million were overnight stays in commercial accommodations like hotels, hostels, vacation villages and camping sites.

The number of day trips (over 100 km) were relatively unchanged from the previous year.

## Commercial Accommodations

There has been an increase in number of guest nights compared to 2013 which is mainly due to the growing number of guest nights at hotels. The growth is evenly distributed between Swedish and foreign visitors.

The number of guest nights in hostels and camping have also increased, mainly due to an increase in domestic overnight stays.

### Overnight stays in all type of commercial accommodation 2014, Stockholm County

	Hotels	Hostels	Vacation villages	Camping	Commercially arranged private apartments and cottages	Total
Total	10,301,593	76,653	781,247	615,644	47,732	11,822,869
Sweden	6,827,166	66,119	465,663	474,339	6,719	7,840,006
Abroad	3,474,427	10,534	315,584	141,305	41,013	3,982,863
Nordic countries (not incl. Sweden)	593,904	3,719	26,688	23,528	2,779	650,618
Europe excl. Nordic countries	1,579,576	6,197	209,285	114,759	37,156	1,946,973
Rest of world (excl. Europe)	1,300,947	618	79,611	3,018	1,078	1,385,272

## Commercial Accommodations

### European visitors. Commercial overnight stays in all type of accommodation 2014, Stockholm County

	Hotels	Hostels	Vacation villages	Camping	Commercially arranged private apartments and cottages	Total
Germany	329,965	1,563	53,435	64,920	28,776	478,659
Great Britain	305,923	115	20,117	2,149	1,382	329,686
Norway	254,466	2,032	8,296	10,384	722	275,900
Finland	190,111	364	9,906	5,713	226	206,320
Denmark	139,460	1,321	7,874	7,418	1,777	157,850
France	119,612	120	28,106	7,743	375	155,956
Italy	117,823	38	14,505	3,747	48	136,161
Switzerland	97,925	232	13,500	8,382	3,374	123,413
Russia	104,495	76	8,584	265	0	113,420
Netherlands	85,386	1,431	8,450	14,561	1,805	111,633
Spain	85,095	38	10,067	435	38	95,673
Poland	48,751	1,835	14,155	1,610	166	66,517
Belgium	50,044	58	6,720	803	326	57,951
Austria	43,370	72	4,144	909	768	49,263
Turkey	20,664	0	1,864	2	0	22,530
Ireland	19,194	8	1,920	64	0	21,186
Estonia	15,253	113	4,803	296	57	20,522
Greece	15,493	5	1,451	6	0	16,955
Czech Republic	13,183	21	1,452	2,093	0	16,749
Lithuania	13,591	69	696	170	0	14,526
Portugal	11,810	0	1,333	18	0	13,161
Latvia	10,700	49	1,165	105	0	12,019
Iceland	9,867	2	612	13	54	10,548
Hungary	8,549	0	1,181	37	0	9,767
Luxembourg	6,495	5	398	59	27	6,984
Slovakia	5,422	10	653	0	0	6,085
The rest of Europe	50,833	339	10,586	6,385	14	68,157

Visitors from Germany account for 12 per cent of all foreign commercial overnight stays in Stockholm County and they dominate every form of accommodation except vacation villages where Norwegian visitors have the most guest nights. Also Polish, Danish, and visitors from the Netherlands have a high number of overnight stays in vacation villages.

Visitors from France and Great Britain instead relatively often choose to stay in hostels whilst the Swiss often stay in commercially arranged private apartments and cottages.

**Source: Swedish Agency for Economic and Regional Growth / Statics Sweden**



# Commercial Accommodations

## Non-European visitors. Commercial overnight stays in all type of accommodation 2014, Stockholm County

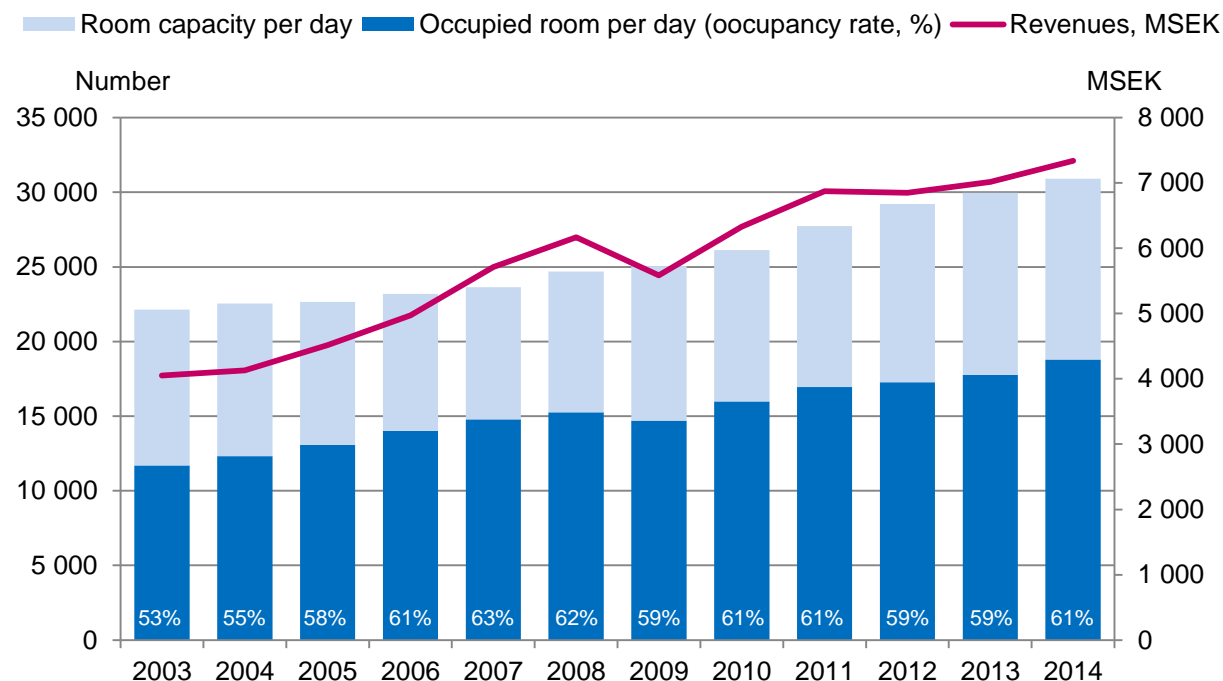
	Hotels	Hostels	Vacation villages	Camping	Commercially arranged private apartments and cottages	Total
USA	304,848	45	21,301	194	230	326,618
Canada	32,566	0	5,259	45	0	37,870
Brazil	26,849	1	4,722	0	0	31,572
The rest of Central & South America	21,471	41	3,813	10	0	25,335
India	106,263	1	1,392	9	0	107,665
China	71,882	5	7,807	2	8	79,704
Japan	52,175	11	3,925	5	0	56,116
South Korea	10,429	0	3,301	5	0	13,735
The rest of Asia	103,655	5	6,496	66	21	110,243
Australia	36,868	3	10,369	262	12	47,514
New Zealand	3,804	0	1,177	14	0	4,995
The rest of the world	47,874	3	5,509	2,406	0	55,792
Not indicated	482,263	503	4,540	0	807	488,113

Visitors from the United States is by far the largest Non-European market.

More than nine out of ten commercial overnight stays by Non-European visitors are made in hotels.

## Commercial Accommodations - Hotels

**Capacity, occupancy and lodging revenues in hotels 2003-2014, Stockholm County**



The hotel capacity in Stockholm is steadily increasing, both in terms of number of hotels and in available rooms. In 2014, there were 301 hotels in Stockholm County. About half of them were located in the City of Stockholm.

Hotel revenues for the rooms sold were over SEK 7.3 billion – an increase of 4.7 per cent compared to 2013.

## Commercial Accommodation - Hotels

On average, there were 30,900 hotel rooms available in the Stockholm County – an increase of over 3 per cent compared to 2013 and 25 per cent since 2008.

The number of occupied rooms per day increased to 18,800, which equals an occupancy rate of 61 per cent.

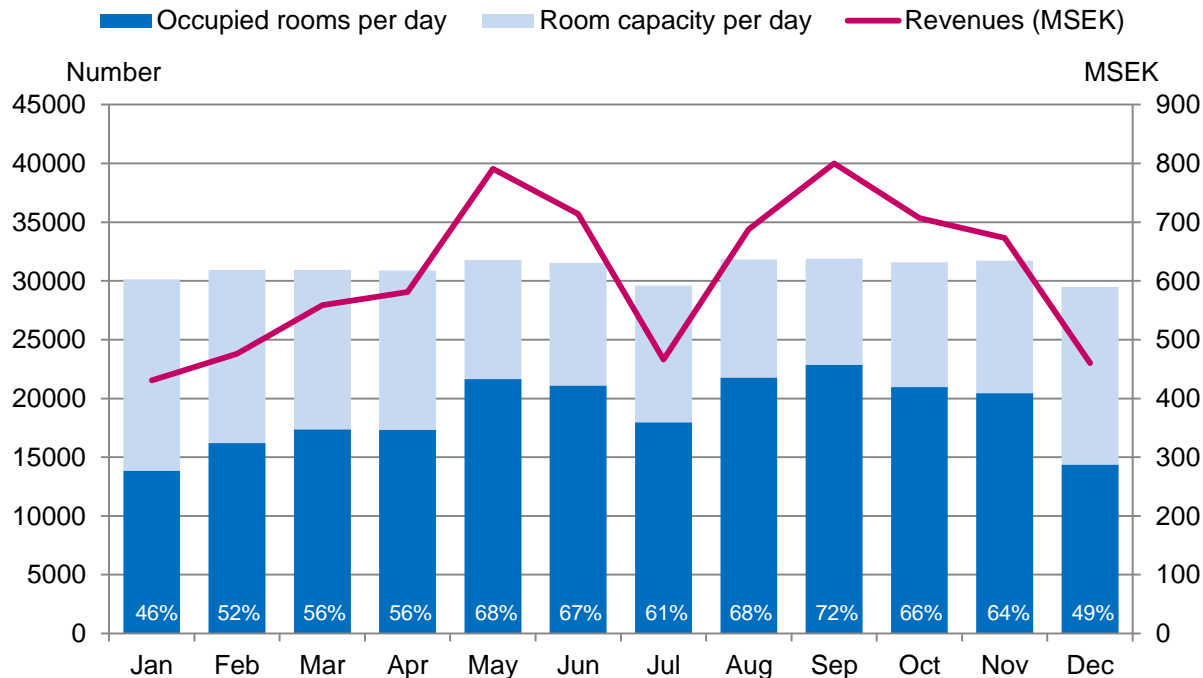
### Hotels. Key figures 2008-2014, Stockholm County and City of Stockholm

	Stockholm County							City of Stockholm						
	2008	2009	2010	2011	2012	2013	2014	2008	2009	2010	2011	2012	2013	2014
Number of hotels	270	263	285	293	297	298	301	127	132	139	148	149	148	150
Room capacity (in thousands) per day	24.7	25.0	26.1	27.7	29.2	30.0	30.9	15	15	16	17	18	18	19
Occupied rooms (in thousands) per day	15.2	14.7	16.0	16.9	17.3	17.8	18.8	10.4	10.4	11.1	11.8	12.2	12.4	12.9
Occupancy rate, %	62	59	61	61	59	59	61	70	67	69	68	66	67	65
Mon-Thurs, %	70	65	68	69	67	66	68	77	73	75	75	73	73	72
Fri-Sun, %	51	50	52	51	49	50	52	60	60	62	60	58	60	57
Revenues (MSEK)	6,166	5,582	6,327	6,877	6,847	7,014	7,341	4,389	4,060	4,538	4,957	4,981	5,079	5,151
Revenues per occupied room, SEK	1,108	1,040	1,085	1,112	1,086	1,082	1,070	1,154	1,071	1,117	1,148	1,116	1,122	1,095
Revenues per available room, SEK	684	611	663	679	642	641	651	805	722	775	783	739	755	749

Source: Swedish Agency for Economic and Regional Growth / Statics Sweden

# Commercial Accommodations - Hotels

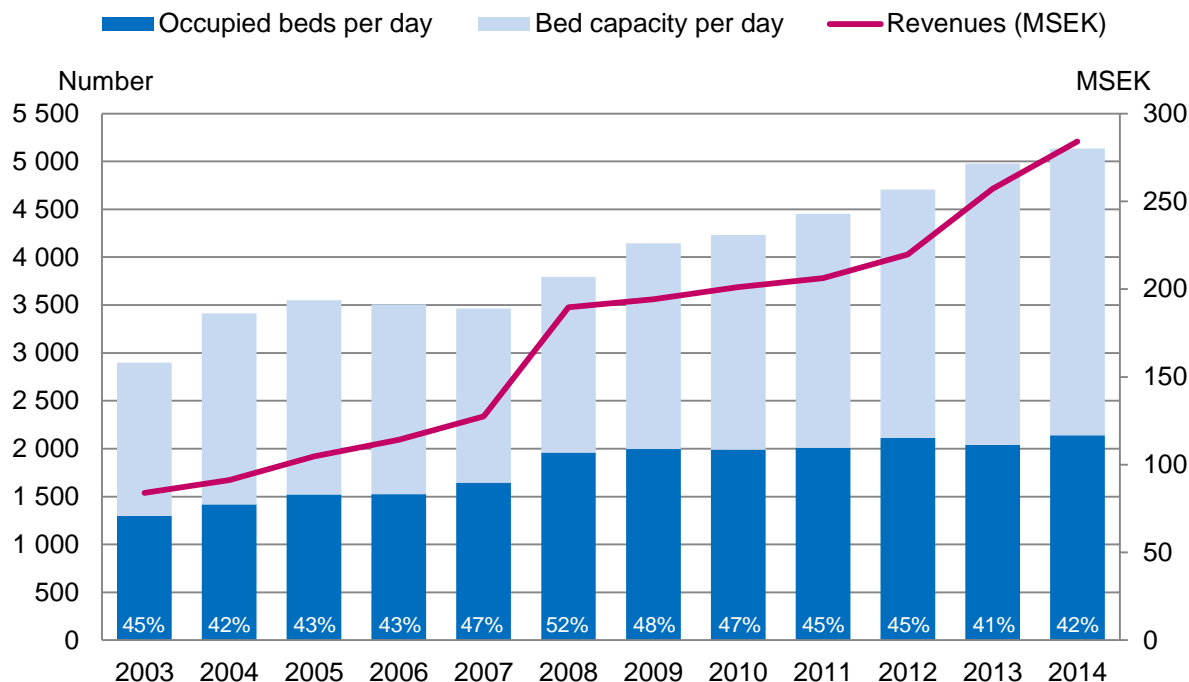
Capacity, occupancy and lodging revenues by month 2014, Stockholm County



During the early summer and autumn, the utilization rate for hotels reaches its peak along with revenues.

## Commercial Accommodations - Hostels

Capacity, occupancy and lodging revenues in hostels 2003-2014, Stockholm County



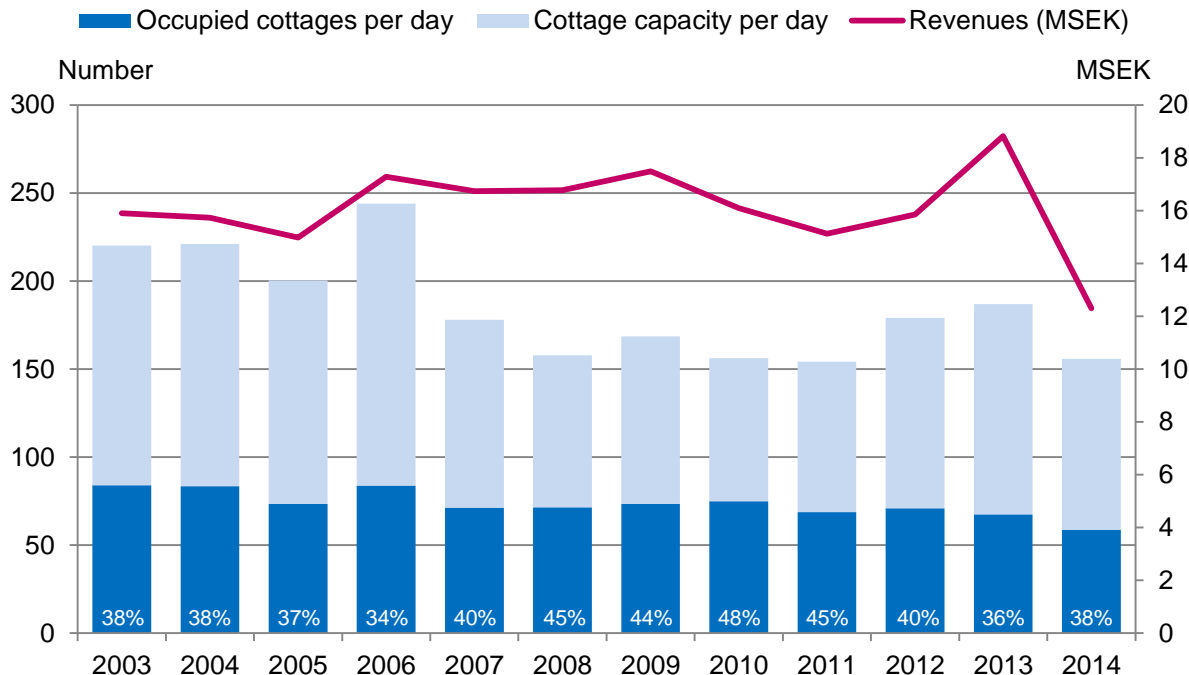
At the County's hostels the bed capacity is increasing year by year. In 2014, there was an average of over 5,000 available beds per night.

Bed capacity has increased by 3 per cent from previous year and by almost 80 per cent since 2003. The occupancy rate has declined slightly in the last five years to circa 42 per cent in 2014.

Compared to 2013, turnover increased by 10 per cent to SEK 254 million.

# Commercial Accommodations – Vacation Villages

**Capacity, occupancy and lodging revenues in vacation villages 2003-2014, Stockholm County**



Most vacation villages are located in the Stockholm Archipelago and they almost exclusively attract Swedish visitors.

The capacity, in terms of the average number of available cottages per day, has had a strong decrease since 2013.

Revenues has also dropped considerably to just over SEK 12 million from SEK 19 million in 2013.

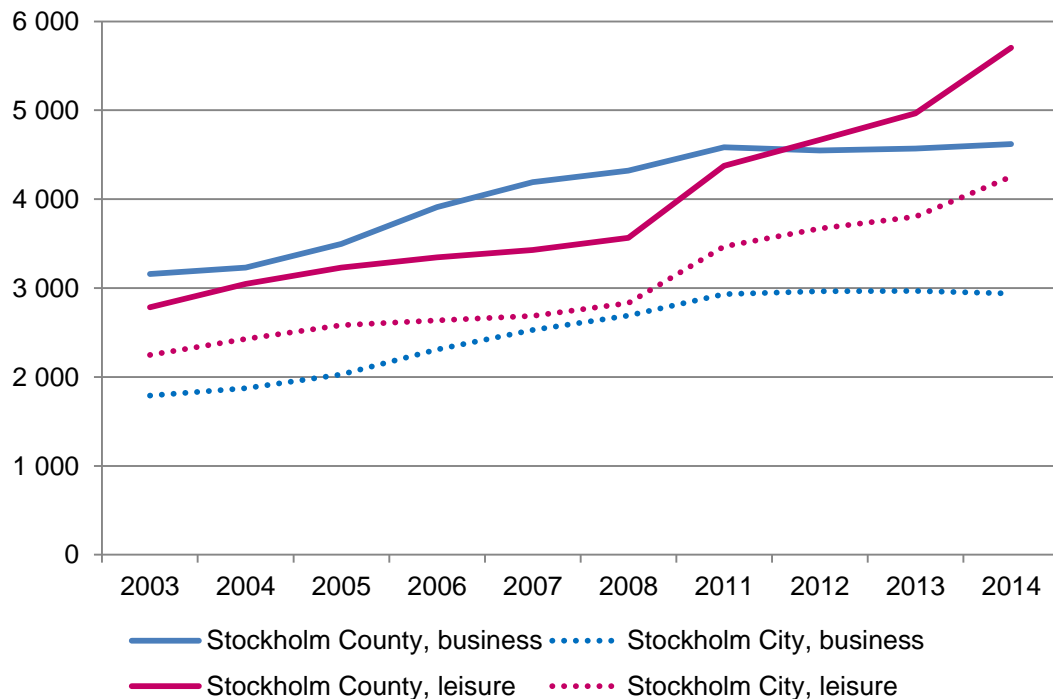
In terms of occupation rate it has somewhat increased since 2013.

## **Why People Travel to Stockholm - Leisure and Business Visitors**

**Stockholm is home to a rich culture life and a great variety of national and international events, restaurants and shopping experiences. Stockholm is also Scandinavia's leading city for business, with many internationally competitive industries**

## Leisure and Business Visitors

Overnight stays at hotels by business and leisure visitors 2003-2014,  
Stockholm County and City (in thousands)



Stockholm is attractive both as a tourist destination and as a city for business. Together they create an exciting, dynamic and progressive city that attracts millions of leisure and business visitors every year.

The number of guest nights from leisure visitors have increased a lot in the past five years whilst guest nights from business visitors have developed more slowly.



## **International Meetings and Conventions**

**Stockholm is one of the world's most popular international convention destinations.**

# International Meetings and Conventions

## Number of international convention participants per city, 2013

Rank	City	No. of participants	Rank	City	No. of participants
1	Barcelona	122,877	23	Beijing	42,206
2	Amsterdam	114,166	24	Melbourne, VIC	41,601
3	Istanbul	112,175	25	Hamburg	40,946
4	Vienna	101,714	26	Washington, DC	38,876
5	Singapore	96,620	27	Rome	37,980
6	London	83,358	28	Montreal, QC	37,776
7	Paris	82,447	29	Shanghai	37,225
8	Berlin	72,570	30	Lima	36,956
9	Seoul	67,768	31	Sao Paulo	33,541
10	Lisbon	63,131	<b>32</b>	<b>Stockholm</b>	<b>33,137</b>
11	Milan	62,712	33	Brussels	32,729
12	Madrid	56,750	34	Taipei	31,542
13	Kuala Lumpur	55,876	35	Cape Town	31,026
14	Buenos Aires	55,399	36	Warsaw	30,600
15	Prague	51,827	37	Munich	29,874
16	Bangkok	51,707	38	Budapest	29,757
17	Boston, MA	48,743	39	Toronto, ON	29,722
18	Hong Kong	48,621	40	Tokyo	29,137
19	Copenhagen	48,232	41	Vancouver, BC	28,683
20	Dublin	47,439	42	Florence	27,441
21	Sydney, NSW	45,770	43	Santiago de Chile	25,770
22	Rio de Janeiro	42,837	44	Geneva	23,704

Stockholm is ranked number 32 of the 44 biggest cities in the world in terms of the numbers of congress delegates attending association meetings. The statistics are based on numbers of delegates attending meetings organized by international associations which take place on a regular basis and which rotate between a minimum of three countries.

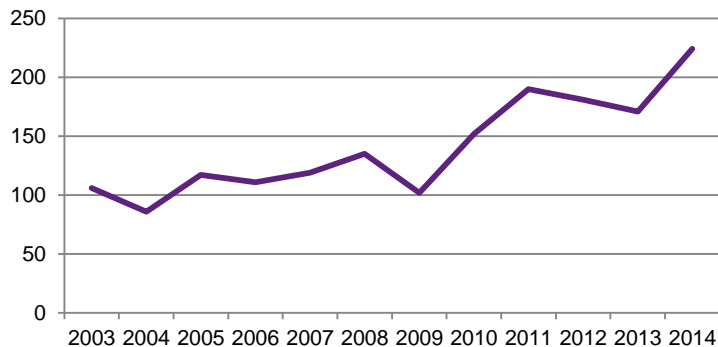
One reason is that Stockholm has excellent capacity for meetings and conventions. It is home to Stockholmsmässan, northern Europe's largest convention facility, the Stockholm City Conference Centre, Kistamässan, the Brewery and Stockholm Waterfront Congress Centre with its spectacular architecture in the heart of Stockholm.

**Source: International Congress and convention Association, ICCA**

# International Meetings and Conventions

In total Stockholm attracted 224 international association meetings with some 77,000 delegates and generated 283,000 overnight stays during 2014.

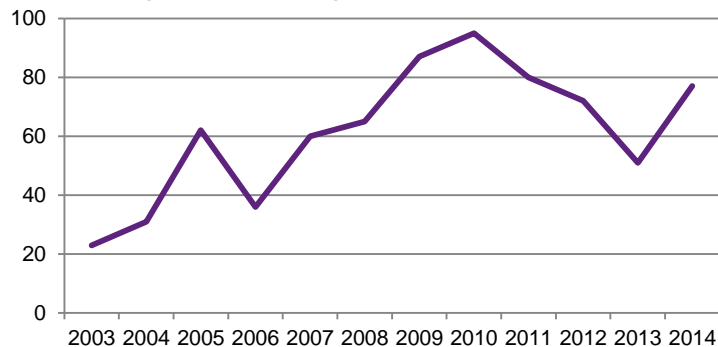
**International conventions in Stockholm, 2003-2014**



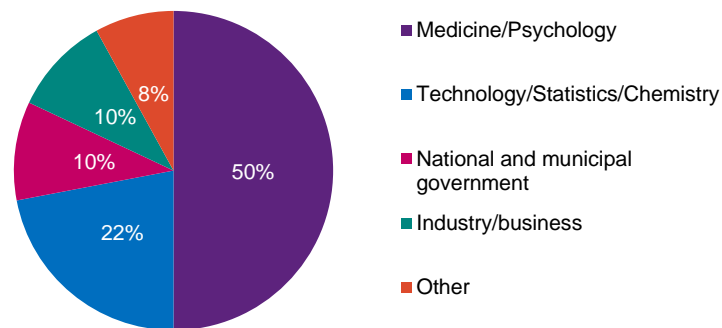
**International convention-related overnight stays in Stockholm, 2003-2014 (in thousands)**



**International convention participants in Stockholm, 2003-2014 (in thousands)**



**International convention participants by subject area in Stockholm, 2014**



## Major Attractions in Stockholm

There are a large number of events and exhibitions organized every day, and they attract millions of visitors to Stockholm every year.

# Major attractions in Stockholm

## Major attractions in Stockholm County, 2014

Rank	Destination	Number of visitors (in thousands)
1	Kulturhuset City Theatre	3,100
2	Stockholm Globe Arenas (incl. Skyview)	1,800
3	Sightseeing, Strömma Group	1,403
4	Skansen	1,372
5	Gröna Lund	1,344
6	Stockholmsmässan	1,256
7	The Vasa Museum	1,220
8	Eriksdalsbadet, Swimming Center	1,161
9	Friends Arena	845
10	Fotografiska	500
11	Moderna Museet	488
12	Swedish Museum of Natural History (incl. Cosmonova)	465
13	Casino Cosmopol	434
14	City Hall	378
15	Junibacken	370
16	Museum of Science and Technology	355
17	Royal Palace, The Royal Apartments	349
18	The Royal Dramatic Theatre	303
19	Abba the Museum (incl. Swedish Music Hall of Fame)	300
20	The Butterfly House Haga Ocean	300
21	Museum of Mediterranean and Near Eastern Antiquities	298
22	The Royal Armoury	286
23	Kaknästornet	280
24	The Royal Chapel	279
25	Stockholm Concert Hall	272

Events and exhibitions attract millions of visitors to Stockholm. Together with the city's various sights, regular events create an attractive destination for both visitors and Stockholmers alike.

Kulturhuset City Theatre keeps being the cultural attraction with the most visitors. Vasa Museum and Skansen – the world's first open-air museum – are the two museums that attract the most visitors.

## How Much Visitors Spend

Tourism is of great importance for the economy in Stockholm.

## Consumption During the Visit

Consumption (SEK) per visitor and day in Stockholm County and City, 2003, 2008, 2011-2014.

	2003	2008	2011	2012	2013	2014	City of Stockholm 2014
Hotel	1,326	1,841	1,665	1,776	1,807	1,657	1,739
Business Visitors	1,512	2,289	2,148	2,150	1,966	1,896	2,051
Leisure Visitors	1,115	1,299	1,158	1,412	1,661	1,466	1,541
Vacation village	438	511	607	669	598	588	
Camping	249	305	325	382	337	346	374
Hostel	370	420	595	642	635	635	662
Weekend cottage	112	173	180	181	218	218	
Friends and Relatives	322	317	345	430	388	383	482
Pleasure boats	135	199	280	226	238	187	216
Other	396	522	635	560	455	378	726
Day trips	431	452	475	479	480	527	573

The consumption has decreased somewhat since 2013, especially from those visitors staying at hotels. In a longer perspective, since 2003, visitors expenditure in Stockholm County has increased by an average of 36 per cent.

Business visitors staying at hotels are the target group that spends most money during their visit to Stockholm.