

Facts About Stockholm's Tourism Industry

Statistics for 2015



Content

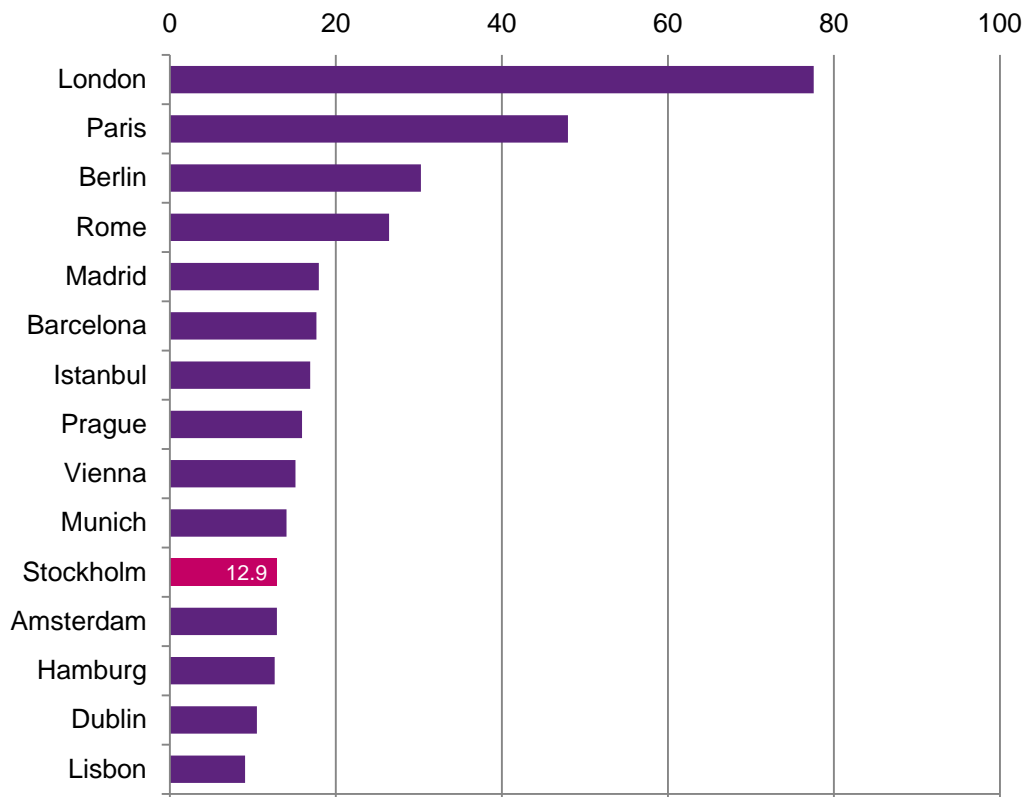
- Stockholm's international position
- Where visitors come from
- How visitors travel to Stockholm
- Where visitors stay
- Why people travel to Stockholm
- International meetings and conventions
- Major attractions in Stockholm
- How much visitors spend

Stockholm's International Potential

With close to 13 million commercial overnight stays in 2015, Stockholm ranks number eleven on the list of most attractive destinations in Europe.

Stockholm – Number Eleven on the List of the Most Attractive Destinations in Europe 2015

Top 15 European cities. Total bednights 2015 (in millions).



With close to 13 million commercial overnight stays in 2015 in the county, Stockholm ranks eleventh on the list of most attractive destinations in Europe according to the European Cities Marketing Benchmarking Report 2015-2016.

This is an improvement compared to 2013 when Stockholm was ranked number thirteen.

*The 2015 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

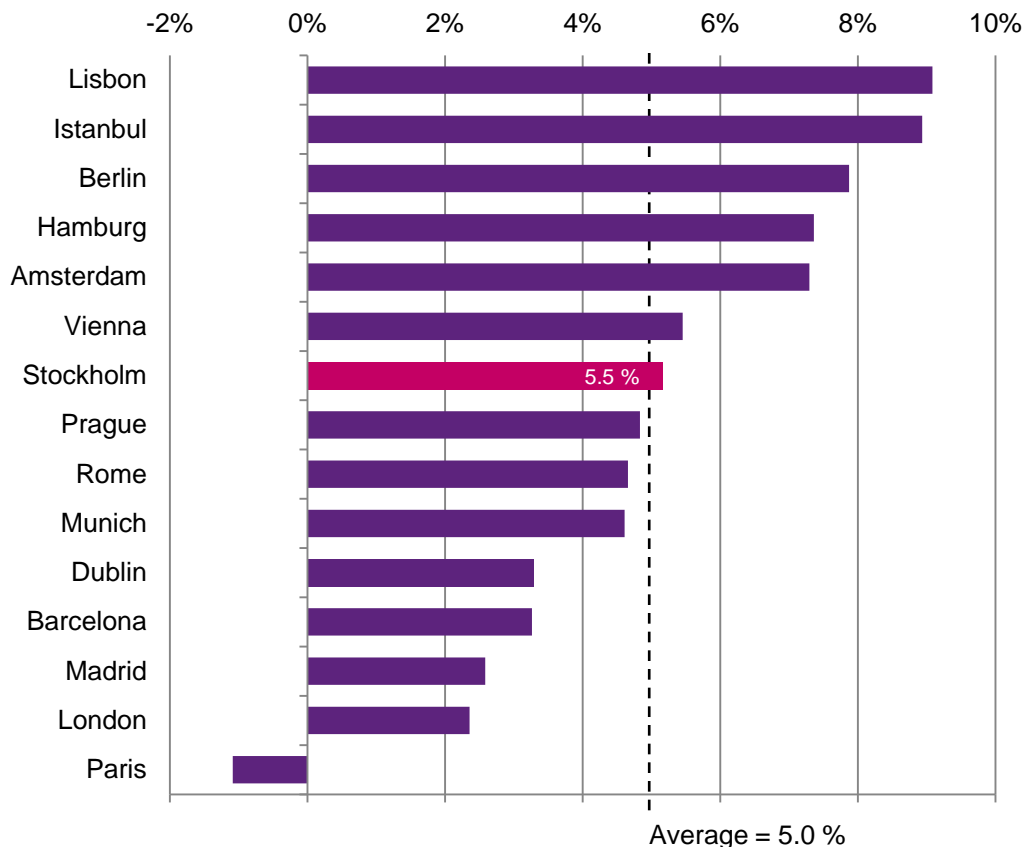
Berlin, Prague, Istanbul, Hamburg, Milan = Bednights in all paid forms of accommodation establishments in city area

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

Source: ECM, The European Cities Marketing Benchmarking Report 2015-2016

A Growth Rate Above Average

Top 15 European cities. Total average annual bednights growth 2011-2015.



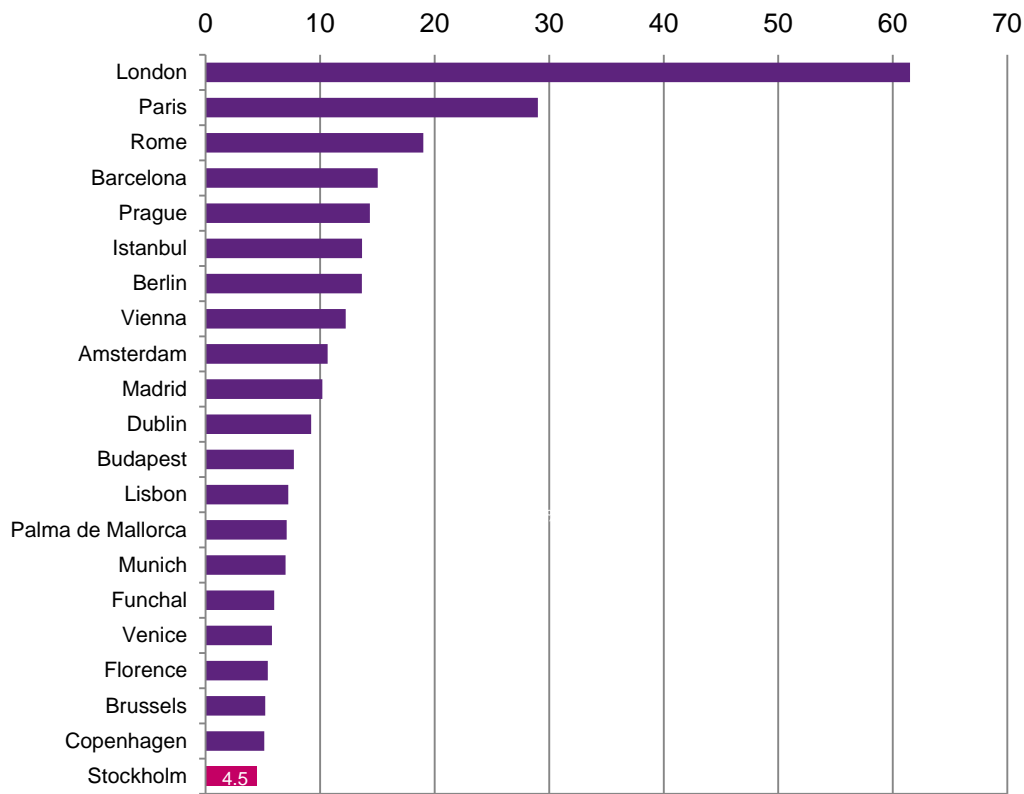
Over the past five years Lisbon and Istanbul has had the highest average annual growth in number of bednights. The German cities Berlin and Hamburg have also had a high growth in number of bednights along with Amsterdam.

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

The average annual rate of growth for Stockholm in 2011-2015 is above the average by 0.5 percentage points. This give Stockholm the seventh largest growth rate of the most attractive destinations in Europe. This is an increase of 1.5 percentage points compared to the average annual growth rate in 2009-2013.

Stockholm – Climbs to Spot Twenty-One When Looking at International Bednights

Top 21 European cities. International bednights 2015 (in millions).

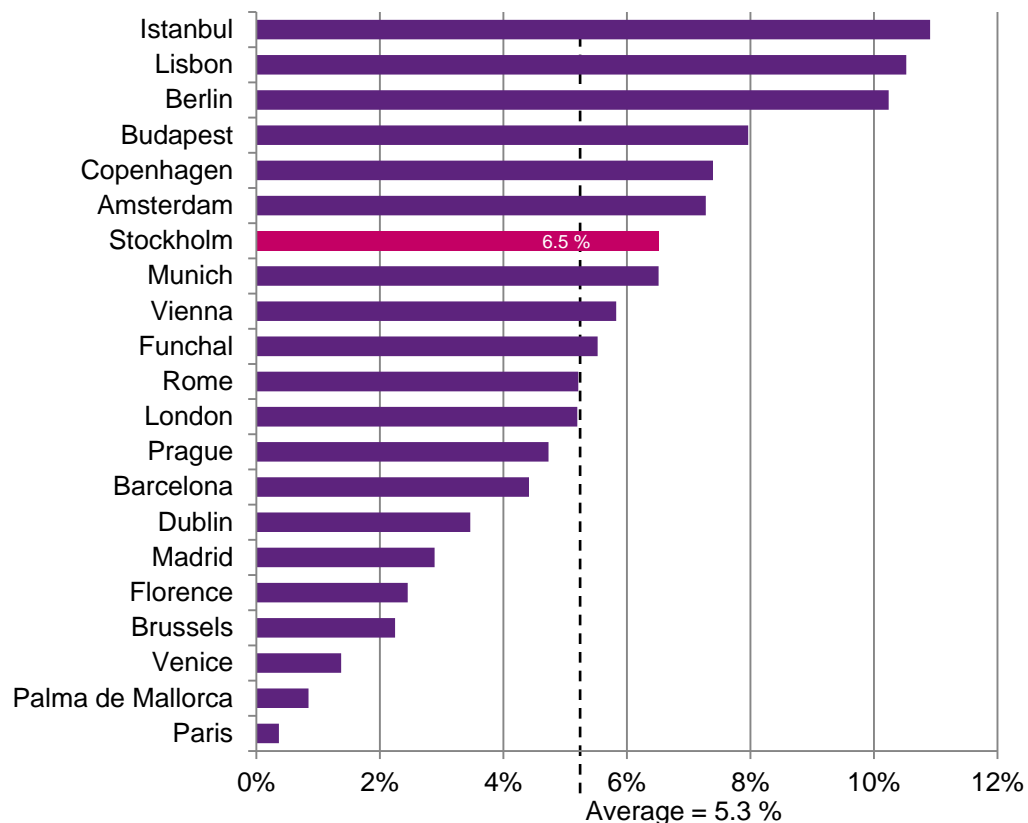


When looking at international bednights Stockholm has climbed from spot twenty-two in 2013 to spot twenty-one in 2015 in the ranking of the most attractive destinations in Europe. But Stockholm is still a far way from the top indicating that a large share of the registered bednights comes from domestic demand, a larger share compared to other European cities.

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

Again, a Growth Rate Above Average

Top 21 European cities. Total average annual international bednights growth 2011-2015.



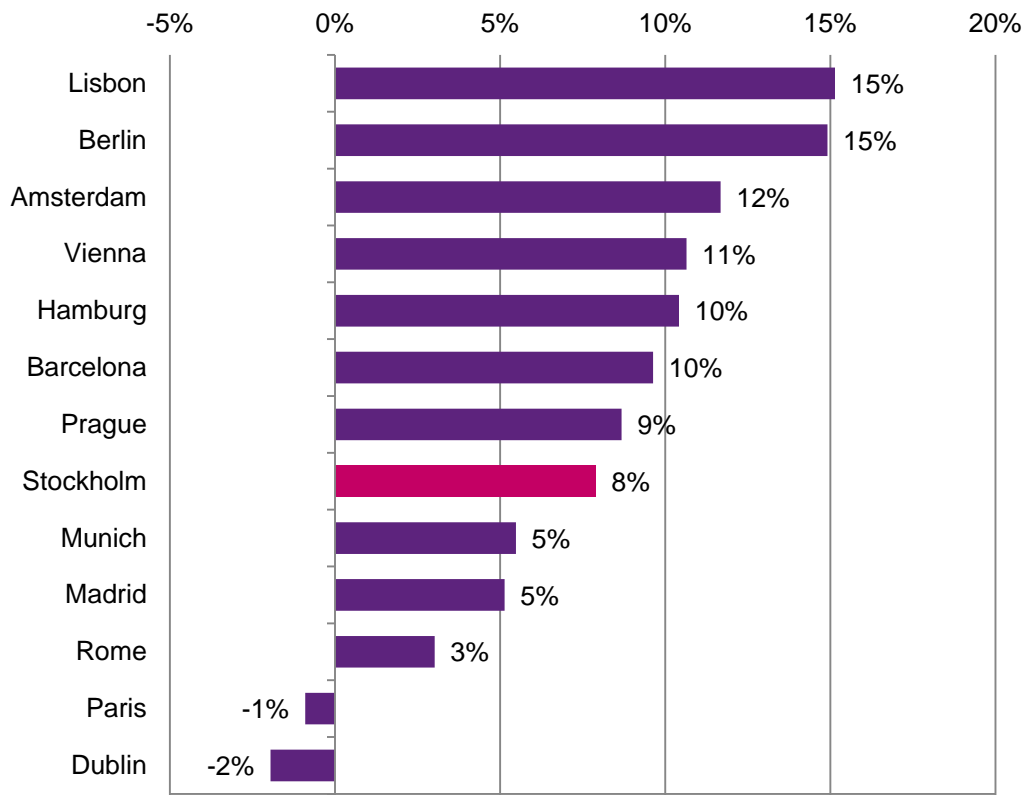
Stockholm is above the average annual growth over the past four years in international bednights by ca 1.2 percentage points. This means that Stockholm has more than doubled its average annual growth rate compared to the average annual growth rate 2009-2013 with 3.1 percent.

Istanbul and Lisbon are once again in the very top along with Berlin.

Europe's Source Markets

The British Market

Top 15 European cities. Total average annual British bednights growth 2011-2015.



Paris, Amsterdam and Rome were the most popular cities to travel to in 2015.

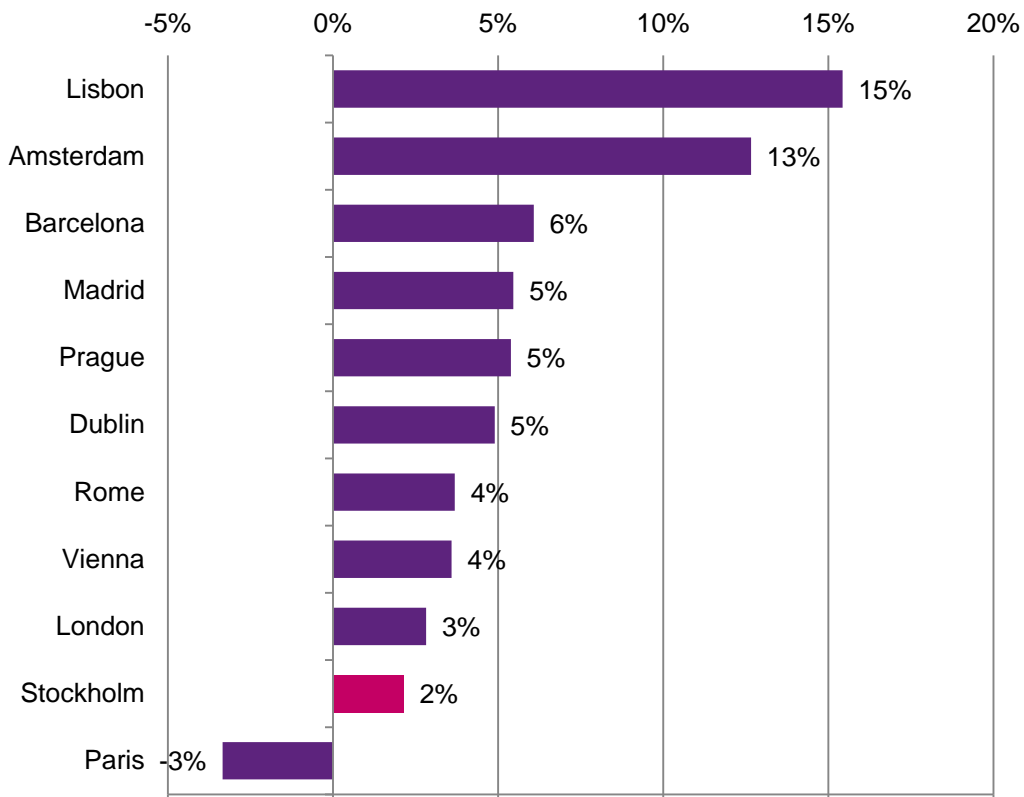
The cities with the highest average annual growth were Lisbon and Berlin.

Stockholm's average annual growth has increased from 1 per cent in 2009-2013 to 8 per cent in 2011-2015.

Europe's Source Markets

The German Market

Top 15 European cities. Total average annual German bednights growth 2011-2015.



London and Vienna were the most popular cities to travel to in 2015.

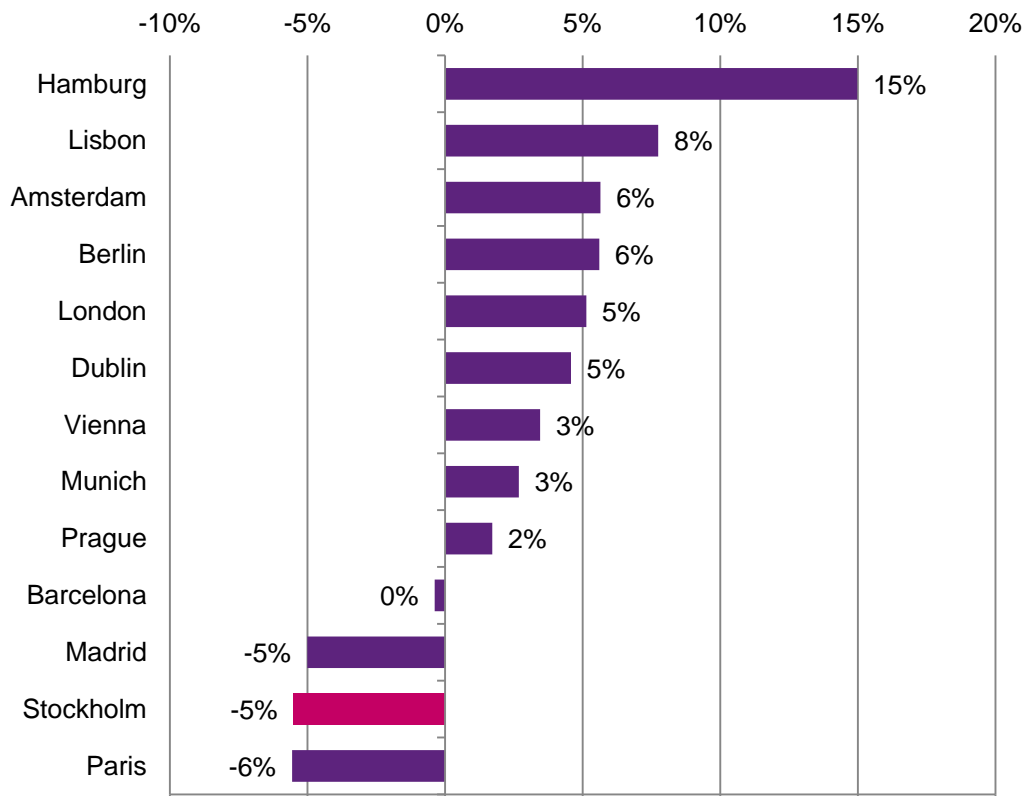
The cities with the highest average annual growth were Lisbon and Amsterdam.

Stockholm's average annual growth has increased from -1 per cent in 2009-2013 to +2 per cent in 2011-2015.

Europe's Source Markets

The Italian Market

Top 15 European cities. Total average annual Italian bednights growth 2011-2015.



London and Paris were the most popular cities to travel to in 2015.

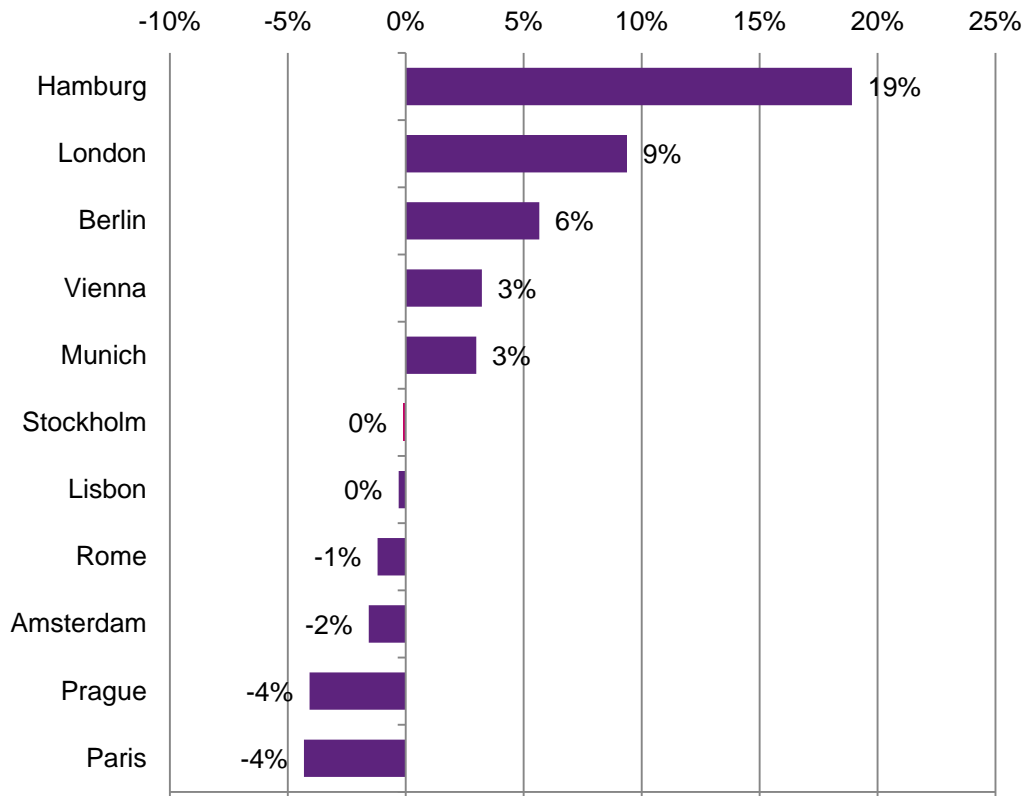
The city with by far the highest average annual growth was Hamburg.

Stockholm's average annual growth, although still negative, has increased from -10 per cent in 2009-2013 to -5 per cent in 2011-2015.

Europe's Source Markets

The Spanish Market

Top 15 European cities. Total average annual Spanish bednights growth 2011-2015.



London and Paris were the most popular cities to travel to in 2015.

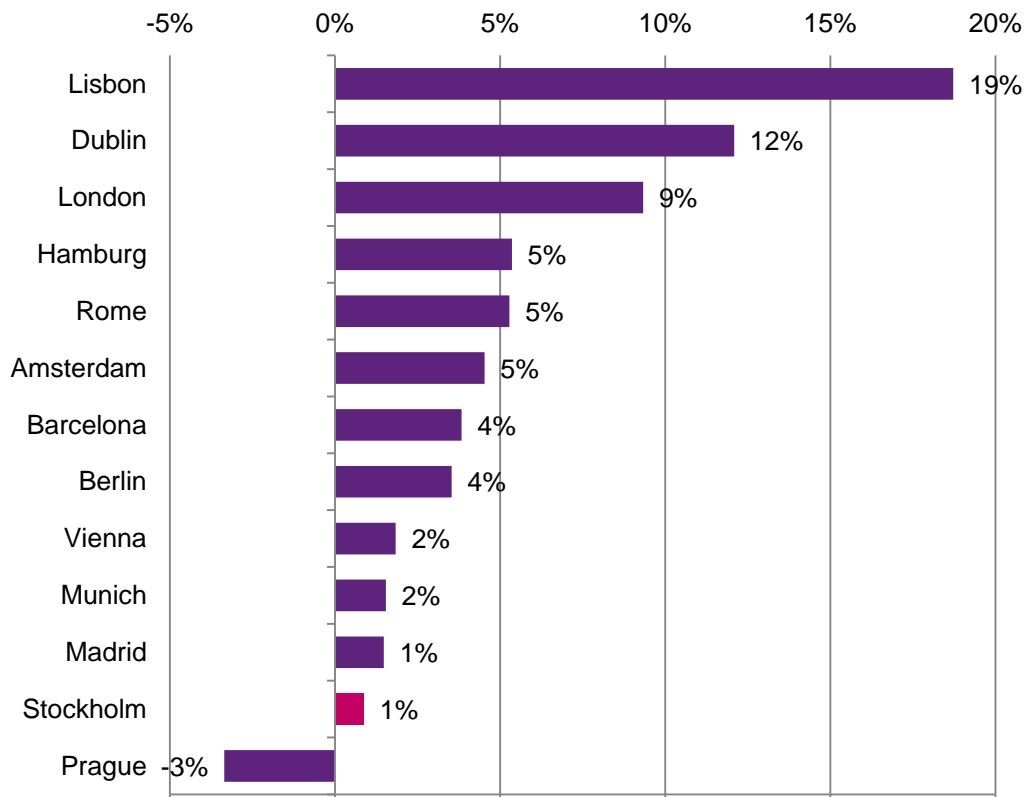
The city with by far the highest average annual growth was Hamburg.

Stockholm's average annual growth, although stagnant in 2011-2015, has increased from -10 per cent in 2009-2013.

Europe's Source Markets

The French Market

Top 15 European cities. Total average annual French bednights growth 2011-2015.



London was by far the most popular city to travel to in 2015 with more than four times as many visitors as Barcelona in second place.

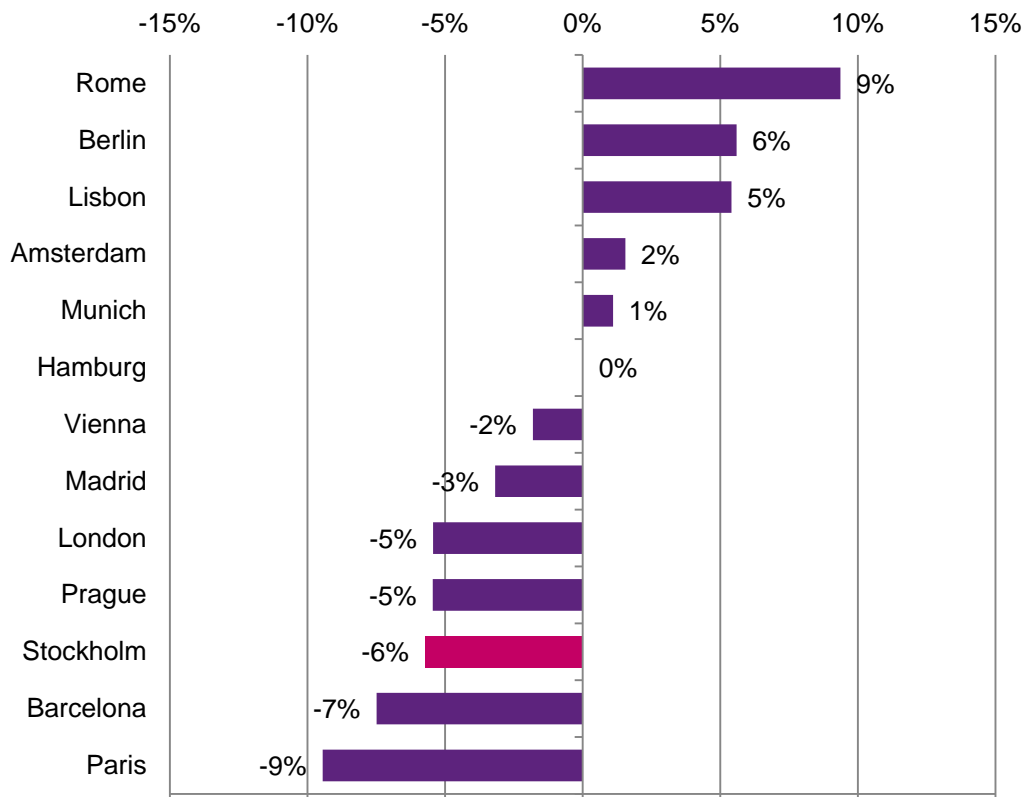
The cities with the highest average annual growth were Lisbon and Dublin.

Stockholm's average annual growth has increased from -10 per cent in 2009-2013 to +1 per cent in 2011-2015.

Europe's Source Markets

The Russian Market

Top 15 European cities. Total average annual Russian bednights growth 2011-2015.



Prague and Rome were the most popular cities to travel to in 2015.

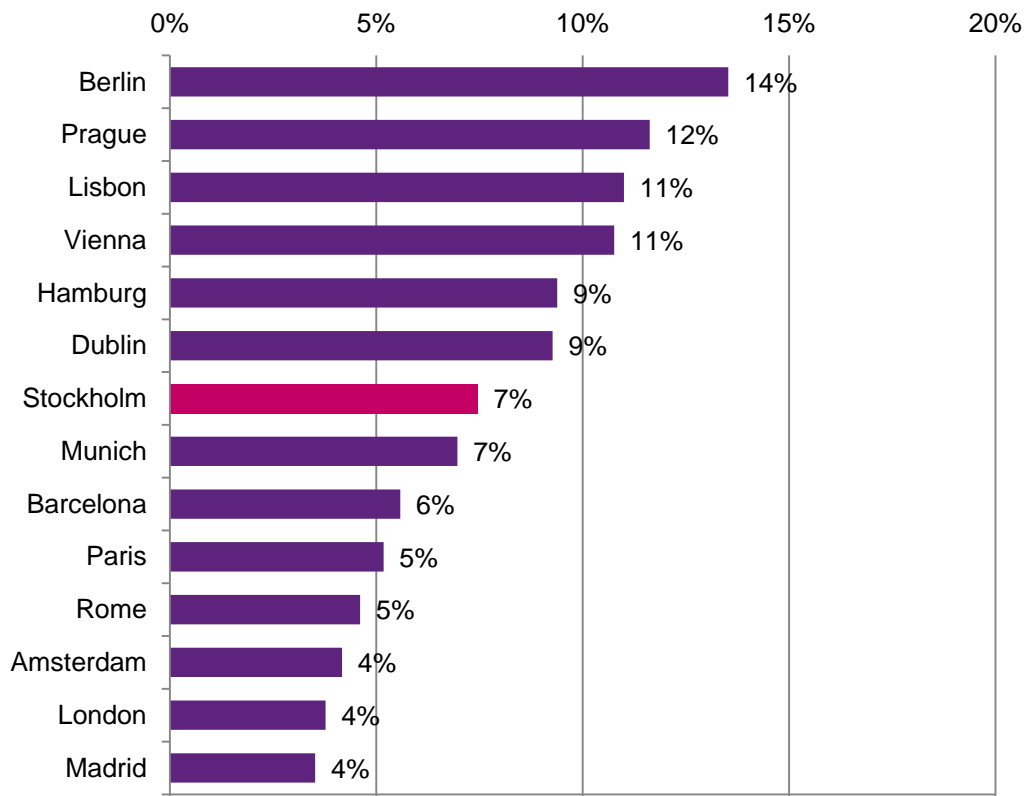
Rome was also the city with the highest average annual growth in 2011-2015.

Stockholm's average annual growth has experienced a significant decrease from +10 per cent in 2009-2013 to -6 per cent in 2011-2015.

Europe's Source Markets

The US Market

Top 15 European cities. Total average annual US bednights growth 2011-2015.



London, Paris and Rome were the most popular cities to travel to in 2015.

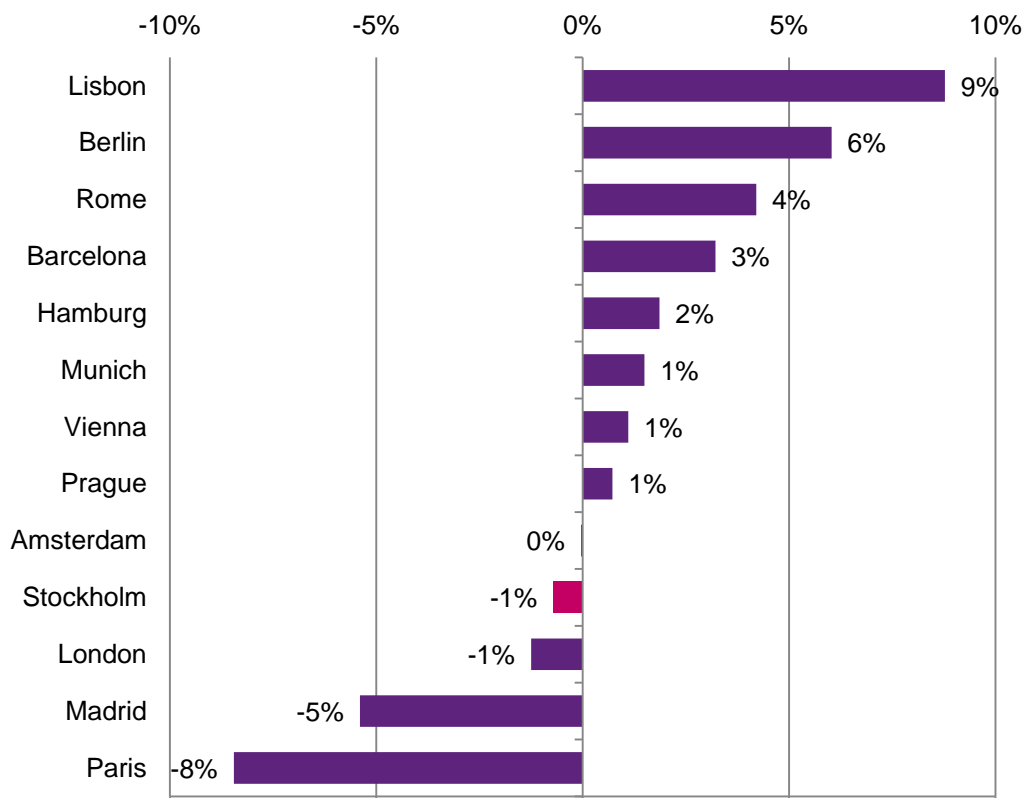
The cities with the highest average annual growth were Berlin and Prague.

Stockholm's average annual growth still remains high in 2011-2015 with +7 per cent, the same growth rate as in 2009-2013.

Europe's Source Markets

The Japanese Market

Top 15 European cities. Total average annual Japanese bednights growth 2011-2015.



Paris and Rome were the most popular cities to travel to in 2015.

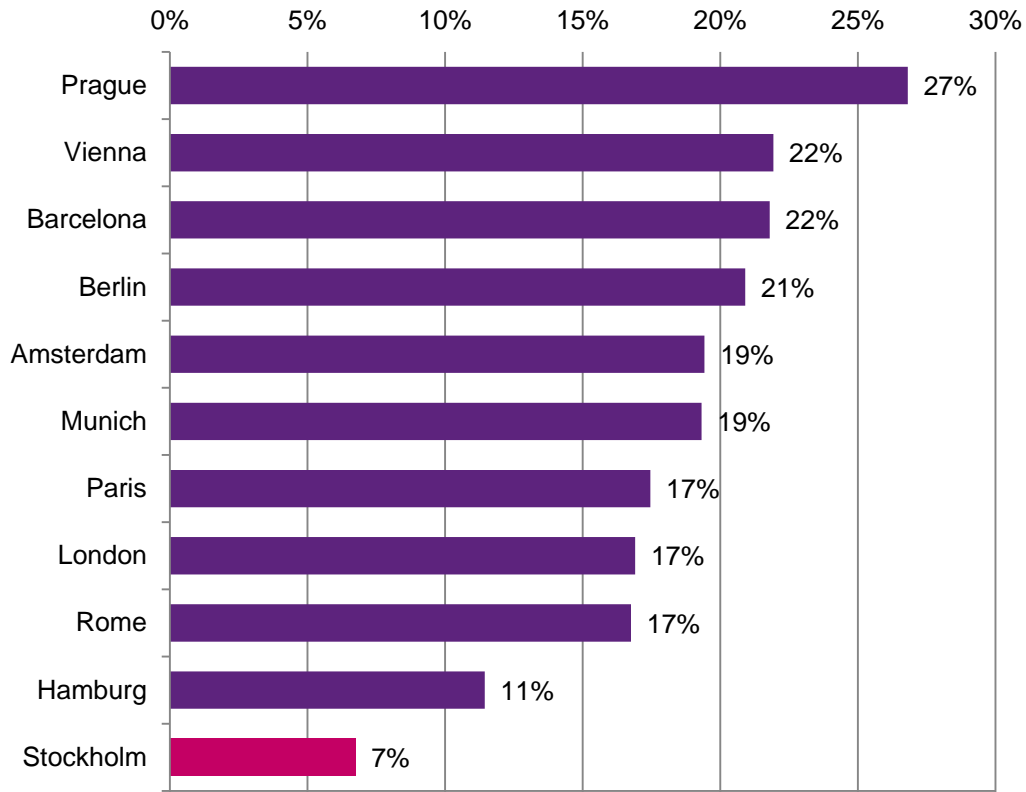
The cities with the highest average annual growth were Lisbon and Berlin.

Stockholm's average annual growth in 2011-2015 was decreasing with the same trend as in 2009-2013, -1 per cent.

Europe's Source Markets

The Chinese Market

Top 15 European cities. Total average annual Chinese bednights growth 2011-2015.



Paris was by far the most popular city to travel to in 2015 with more than twice as many visitors as London in second place.

The cities with the highest average annual growth were Prague, Vienna and Barcelona.

Stockholm's average annual growth has experienced a significant decrease, although still positive, from +17 per cent in 2009-2013 to +7 per cent in 2011-2015.

Where Visitors Come From

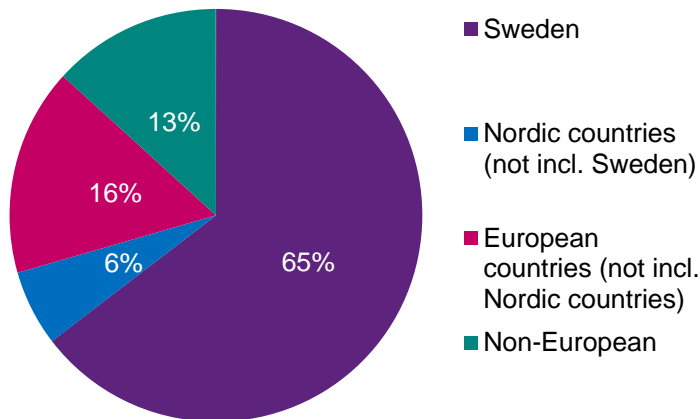
Stockholm is at the center of the tourism industry with close to 13 million overnight stays in commercial establishments in 2015. Three of ten foreign visitors choose to locate their nights here.

Steady Growth for Swedish and Foreign Visitors

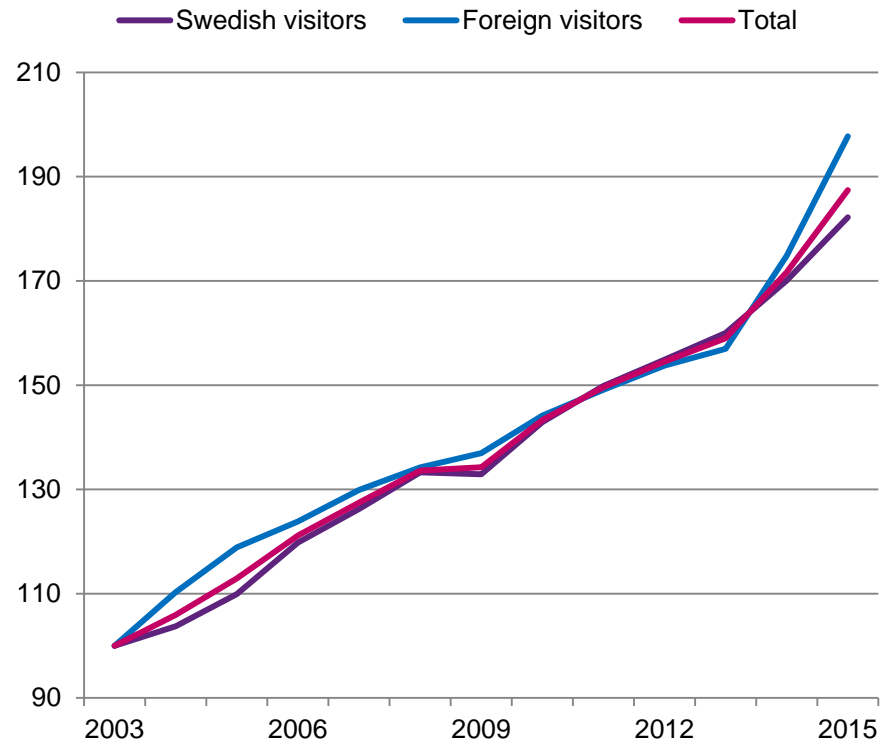
A large part of the number of commercial overnight stays in Stockholm County can be accounted for by domestic demand but the foreign demand has had a stronger increase. Most foreign visitors come from European countries, other than the Nordic countries, or from outside of Europe.

In 2015 compared to 2014 guest nights from domestic visitors increased by 8 per cent and by 14 per cent from foreign visitors.

Swedish and foreign commercial overnight stays at hotels, hostels and vacation villages, Stockholm County 2015



Swedish and foreign commercial overnight stays at hotels, hostels and vacation villages in Stockholm County. 2003-2015 (Index 100=2003)



Close to 13 Million Commercial Overnight Stays

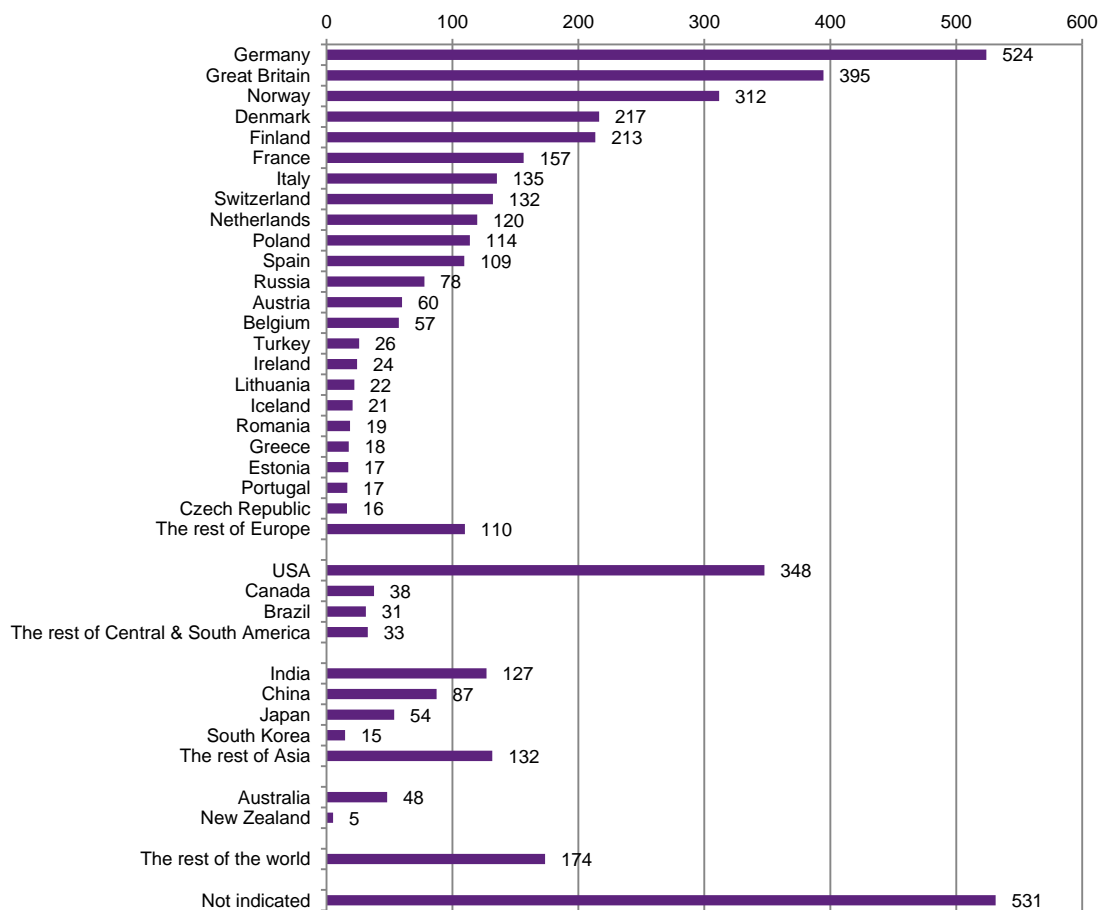
Close to 13 million guest nights were made in all forms of commercial accommodation in the county, an increase of over 1 million since 2014. Stockholm County accounts for more than every fifth commercial overnight stay in Sweden. The number of overnight stays from Nordic visitors have increased by 17 per cent since 2014. Guest nights from Europe have increased by 10 per cent whilst Non-European guest nights have increased by 17 per cent.

All forms of commercial overnight stays by nationality 2015, Stockholm County

	2015 Distribution Share in % change % change					2015 Distribution Share in % change % change					
		Sweden	since 2010	since 2014		Sweden	since 2010	since 2014		Sweden	since 2010
Total	12,975,568	100%	22%	29%	10%	Greece	17,610	0%	69%	7%	4%
Sweden	8,442,078	65%	19%	26%	8%	Estonia	17,255	0%	23%	35%	-16%
Totals from abroad	4,533,490	35%	30%	35%	14%	Portugal	16,542	0%	52%	33%	26%
Nordic countries excl. Sweden	762,471	6%	14%	29%	17%	Czech Republic	16,273	0%	25%	47%	-3%
Europe excl. Nordic countries and Sweden	2,148,909	17%	31%	15%	10%	Latvia	13,541	0%	35%	56%	13%
Non-European countries	1,622,110	13%	53%	81%	17%	Hungary	11,261	0%	33%	27%	15%
Germany	523,942	4%	18%	12%	9%	Luxembourg	9,878	0%	65%	153%	41%
Great Britain	394,566	3%	51%	28%	20%	The rest of Europe	75,210	1%	33%	64%	29%
Norway	311,800	2%	9%	36%	13%	USA	347,656	3%	65%	40%	6%
Denmark	216,506	2%	18%	32%	37%	Canada	37,667	0%	66%	33%	-1%
Finland	213,479	2%	37%	13%	3%	Brazil	31,306	0%	74%	99%	-1%
France	156,519	1%	50%	-2%	0%	The rest of Central & South America	32,778	0%	67%	84%	29%
Italy	135,270	1%	56%	-28%	-1%	India	126,987	1%	69%	349%	18%
Switzerland	132,119	1%	37%	42%	7%	China	87,435	1%	34%	61%	10%
Netherlands	119,615	1%	18%	0%	7%	Japan	53,794	0%	62%	-6%	-4%
Poland	113,840	1%	40%	196%	71%	South Korea	14,703	0%	34%	53%	7%
Spain	109,394	1%	66%	-11%	14%	The rest of Asia	131,641	1%	63%	155%	19%
Russia	77,744	1%	53%	-29%	-31%	Australia	48,165	0%	67%	53%	1%
Austria	59,948	0%	46%	19%	22%	New Zealand	5,164	0%	60%	91%	3%
Belgium	57,473	0%	40%	11%	-1%	The rest of the world	173,502	1%	51%	396%	211%
Turkey	25,881	0%	71%	101%	15%	Not indicated	531,312	4%	45%	70%	9%
Ireland	24,262	0%	53%	43%	15%						
Lithuania	22,081	0%	42%	161%	52%						
Iceland	20,686	0%	62%	108%	96%						
Romania	18,685	0%	45%	142%	16%						

Foreign Visitors

All forms of commercial overnight stays by nationality 2015, 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.

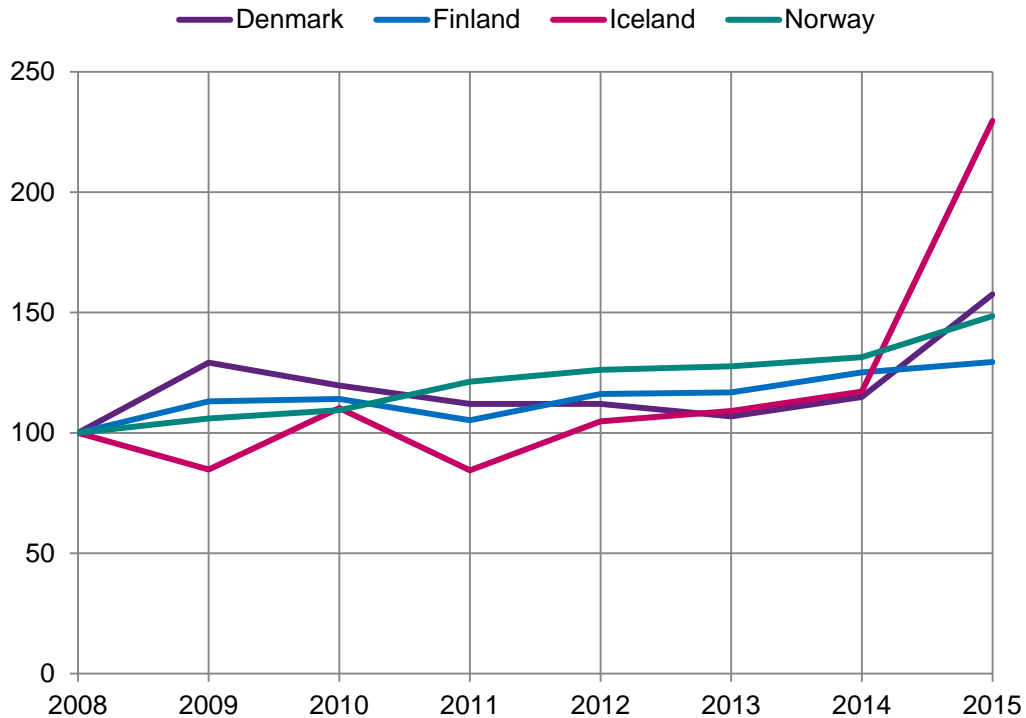
Since 2010, markets in Asia have grown by over 120 per cent. This may be compared to a 64 per cent increase for North and South America and a 15 per cent increase from Europe outside Scandinavia.

Notably, in 2015, as in 2014 and 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 2008-2015.
Nordic markets (Index 100=2008)



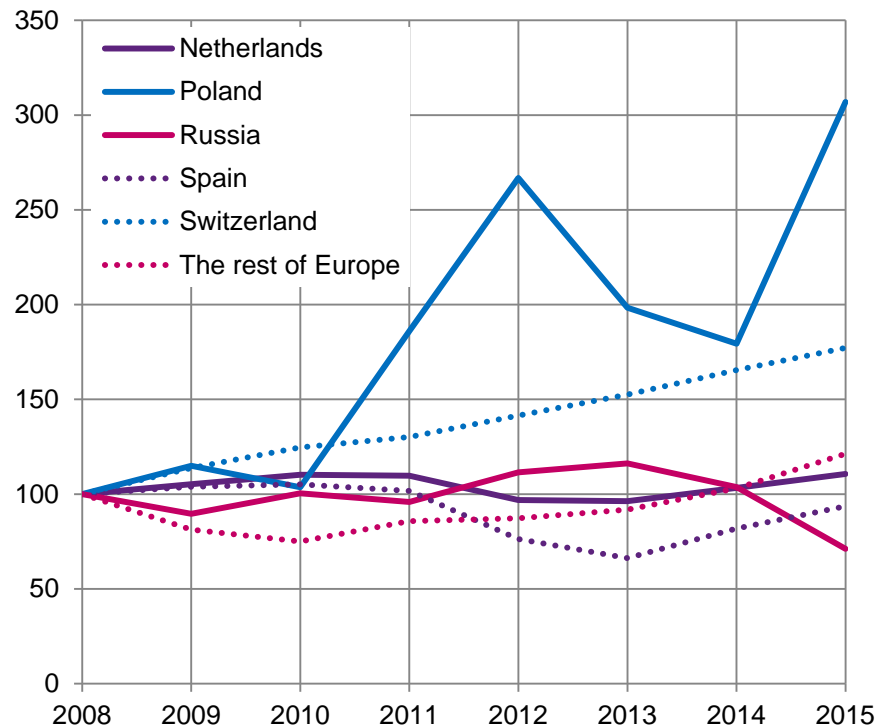
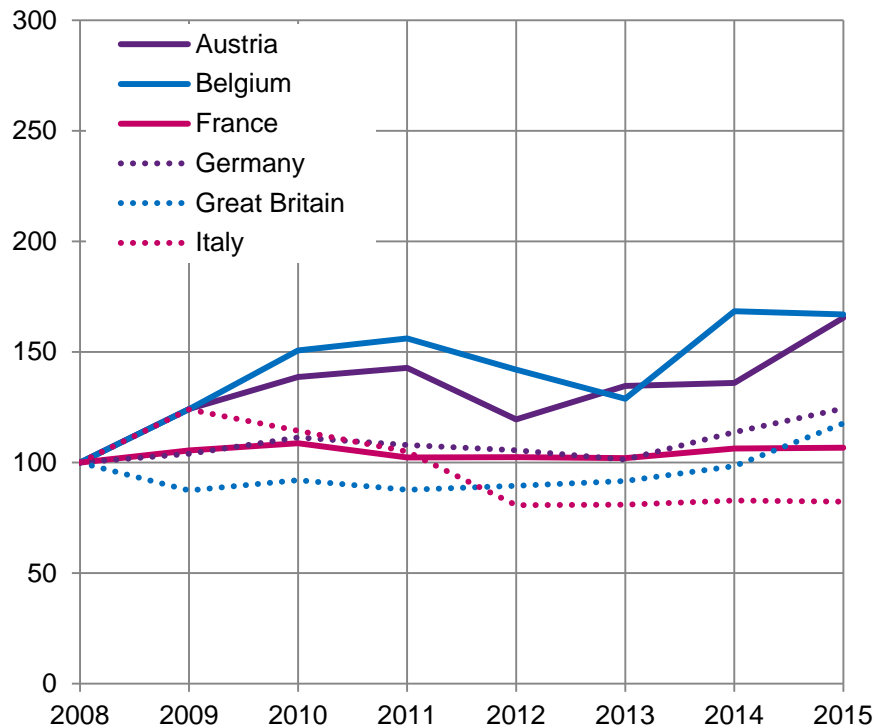
Norwegian, Finnish and Danish visitors belong to the ten major foreign target groups in Stockholm. Although the development over the past seven years has been most positive for Icelandic visitors.

The European Markets

Countries that have had the most positive trend in the past seven years are Belgium, Austria, Poland and Switzerland. Countries that have had a less favorable trend are Italy, Russia and Spain.

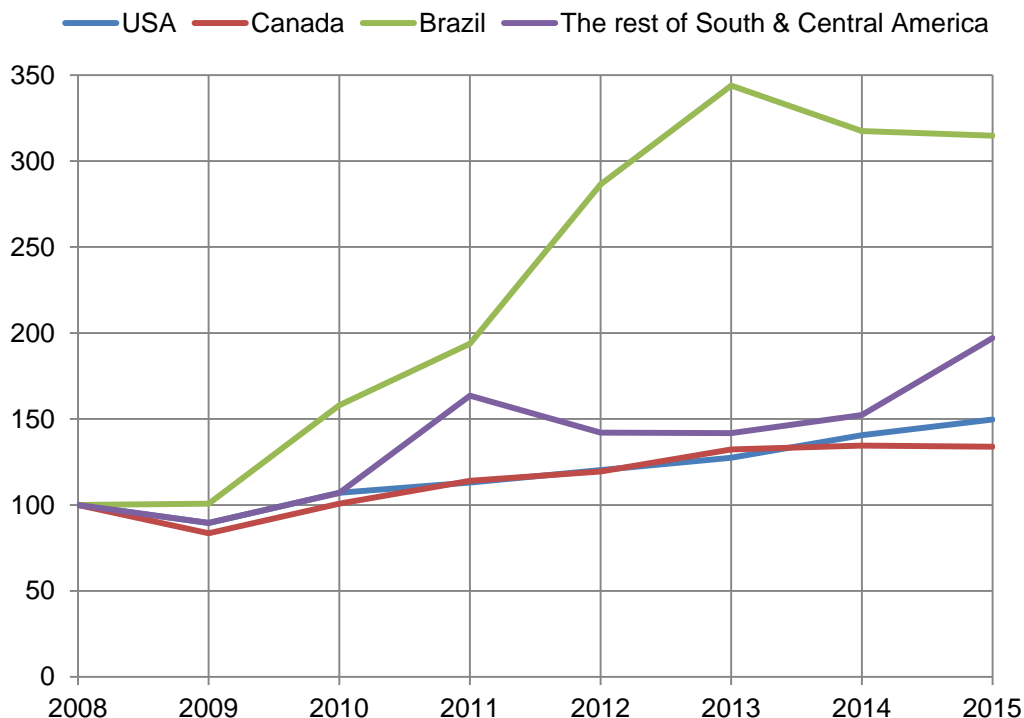
*The rest of Europe contain commercial overnight stays for all European countries not individually specified in the graphs below.

All forms of commercial overnight stays in Stockholm County 2008-2015. Major European markets (Index 100=2008)



North and South America

All forms of commercial overnight stays in Stockholm County 2008-2015.
North and South America (Index 100=2008)



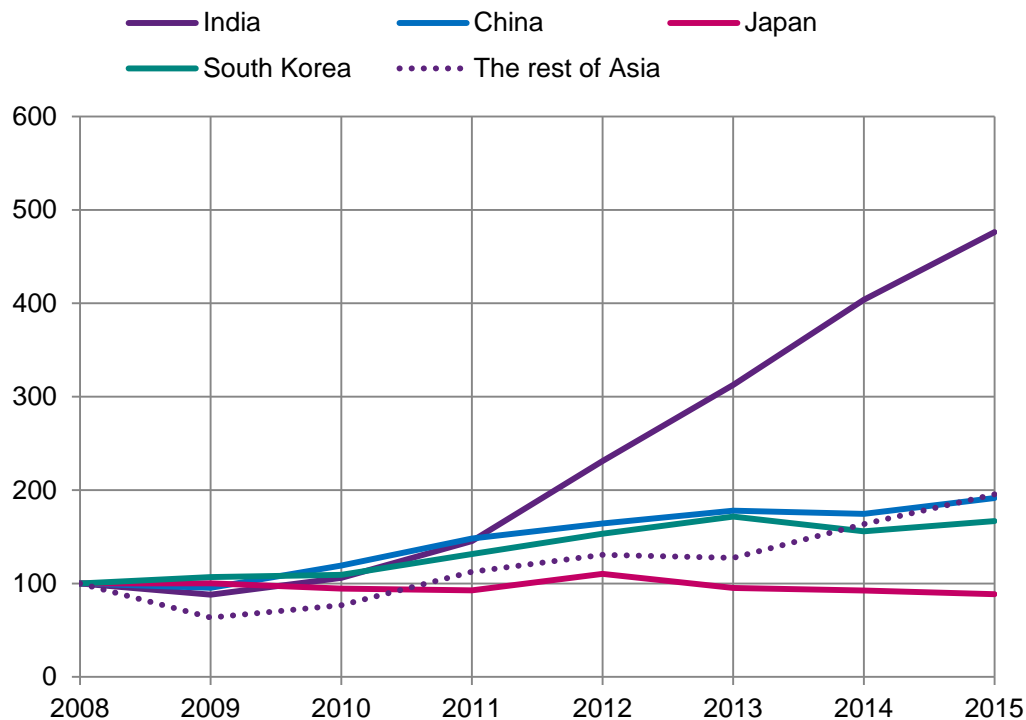
The United States is the third largest foreign target group in Stockholm. Due to the financial crises, the number of visitors from the USA and Canada decreased in 2009. Since 2009 the number has increased again.

Guest nights by visitors from Brazil have increased at a rapid pace but have during 2014 and 2015 decreased compared to 2013.

The Asian Markets

All forms of commercial overnight stays in Stockholm County 2008-2015.

Asian markets (Index 100=2008)



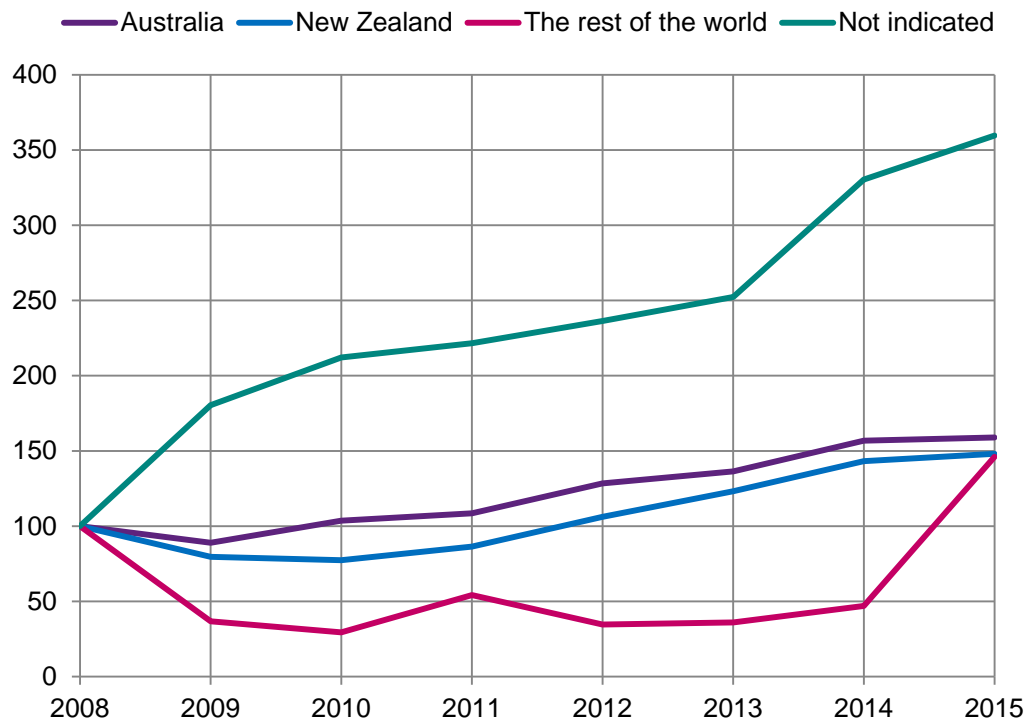
With the exception of Japan, the development for visitors from Asia have been very positive.

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.

Australia and New Zealand

All forms of commercial overnight stays in Stockholm County 2008-2015.
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 27.6 million during 2015, this is an increase by 3.7 per cent compared to 2014.

Over the past twelve years the number of air passengers have increased by 57 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 72 per cent. Destinations in Europe accounted for 64 per cent of all travels.

Arlanda airport accounted for 84 per cent of all air passengers in Stockholm in 2015.

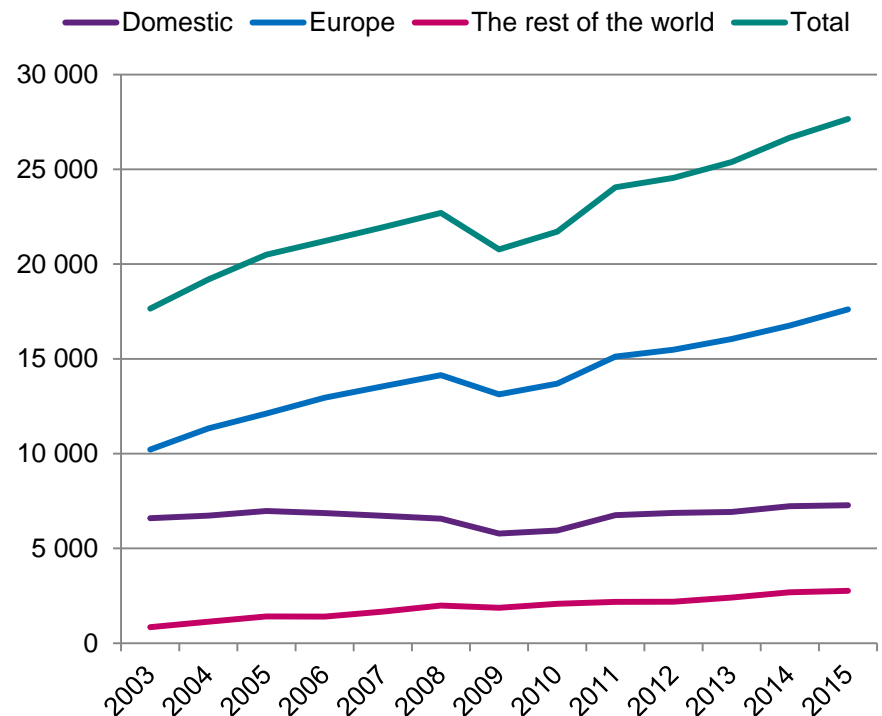
Arriving and departing airline passengers 2015 (in thousands).

Airports in the Stockholm region	2015
Stockholm-Arlanda	23,143
Stockholm-Skavsta	1,812
Stockholm-Bromma	2,489
Stockholm-Västerås	114
Örebro Airport	95
Total	27,653

Source: Swedish Transport Agency

Arriving and departing airline passengers 2003-2015 (in thousands).

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



Ferry Connections

The total number of ferry passengers passing through the ports of Stockholm have decreased somewhat in the last four years. Although the number of cruise passengers and those heading to and from Finland have increased since 2014.

In a longer perspective, since 2003, ferry passengers have increased by 11 per cent. The increase has been remarkably high for destinations in the Baltic region and for cruise traffic.

Arriving and departing ferry passengers 2003, 2008-2015. Stockholm port (in thousands)

	2003	2008	2009	2010	2011	2012	2013	2014	2015
Finland	8,077	8,449	8,545	8,446	8,286	8,089	7,819	7,581	7,635
Baltic countries	588	1,222	1,441	1,601	1,755	1,809	1,840	1,796	1,598
Poland	118	174	144	153	147	146	125	123	108
Russia	n/a	n/a	n/a	n/a	137	170	187	151	119
Cruise visitors*	204	363	447	412	452	469	486	467	530
Total	8,985	10,208	10,577	10,612	10,777	10,683	10,458	10,118	9,990

*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 34 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, 2011-2015, Stockholm County (in thousands)

	2003	2008	2011	2012	2013	2014	2015	City of Stockholm 2015
Hotel	5,939	7,884	8,962	9,214	9,536	10,324	11,281	7,771
Vacation village	105	90	117	121	107	76	73	(n/a)
Camping	806	912	762	646	587	617	709	198
Hostel	470	716	734	771	745	784	856	657
Commercial accommodation	7,320	9,602	10,575	10,752	10,975	11,801	12,919	8,626
City of Stockholm's share	4,602	6,241	7,144	7,412	7,511	7,949	8,626	
Weekend cottage	5,968	3,330	3,452	4,146	5,936	5,793	5,561	667
Friends and relatives	14,055	10,362	10,864	12,166	13,480	13,533	14,210	6,867
Pleasure boat	702	337	447	407	470	514	463	46
Other overnight stays	1,986	159	255	491	246	889	862	28
Other accommodation	22,711	14,704	15,018	17,210	20,132	20,729	21,096	7,608
City of Stockholm's share	6,825	4,551	4,653	4,896	6,566	7,585	7,608	
Total overnight stays	30,031	24,182	25,593	27,962	31,107	32,530	34,015	16,234
City of Stockholm's share	11,427	10,792	11,797	12,308	14,077	15,534	16,234	
Day trips	7,457	5,225	5,367	5,832	5,880	5,867	6,043	(n/a)
City of Stockholm's share	5,852	4,234	4,372	4,682	4,121	4,151	4,230	

More than 34 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 33 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 13 million overnight stays were registered 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 2014 which is mainly due to the growing number of guest nights at hotels. The growth was mostly attributed to an increase by 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 2015, Stockholm County

	Hotels	Hostels	Vacation villages	Camping	Commercially arranged private apartments and cottages	Total
Total	11,280,646	856,047	73,465	708,732	56,678	12,975,568
Sweden	7,282,029	531,795	70,272	549,524	8,458	8,442,078
Abroad	3,998,617	324,252	3,193	159,208	48,220	4,533,490
Nordic countries (not incl. Sweden)	691,277	34,618	812	30,698	5,066	762,471
Europe excl. Nordic countries	1,773,552	205,826	2,285	125,446	41,800	2,148,909
Rest of world (excl. Europe)	1,533,788	83,808	96	3,064	1,354	1,622,110

Commercial Accommodations

European visitors. Commercial overnight stays in all type of accommodation 2015, Stockholm County

	Hotels	Hostels	Vacation villages	Camping	Commercially arranged private apartments and cottages	Total
Germany	371,516	50,387	798	68,427	32,814	523,942
Great Britain	370,633	20,008	259	2,537	1,129	394,566
Norway	283,348	11,001	309	16,304	838	311,800
Denmark	191,605	11,039	396	9,308	4,158	216,506
Finland	196,557	11,659	107	5,086	70	213,479
France	124,884	22,869	352	7,889	525	156,519
Italy	117,101	14,235	17	3,783	134	135,270
Switzerland	108,106	12,183	1	8,623	3,206	132,119
Netherlands	92,580	8,745	195	16,571	1,524	119,615
Poland	89,360	20,779	146	2,631	924	113,840
Spain	98,145	10,806	64	239	140	109,394
Russia	70,763	6,808	6	154	13	77,744
Austria	54,161	4,505	2	755	525	59,948
Belgium	50,688	5,556	2	747	480	57,473
Turkey	23,929	1,952	0	0	0	25,881
Ireland	21,284	1,864	3	1,111	0	24,262
Lithuania	19,837	1,413	1	830	0	22,081
Iceland	19,767	919	0	0	0	20,686
Greece	16,444	1,166	0	0	0	17,610
Estonia	13,557	3,194	0	504	0	17,255
Portugal	15,379	1,145	0	18	0	16,542
Czech Republic	12,464	3,399	1	228	181	16,273
Latvia	11,807	1,100	137	497	0	13,541
Hungary	9,704	1,388	0	4	165	11,261
Luxembourg	9,570	268	0	0	40	9,878
Slovakia	3,755	1,074	0	2	0	4,831
The rest of Europe	67,885	10,982	301	9,896	0	89,064

Visitors from Germany account for 12 per cent of all foreign commercial overnight stays in Stockholm County and they dominate every form of accommodation.

Other countries with a large number of overnight stays divided upon accommodation type are visitors from Great Britain and Norway who often choose to stay in hotels. Hostels are often chosen by visitors from Great Britain, France and Poland. Vacation villages are often chosen by visitors from Denmark and France. Camping sites are often chosen by visitors from Norway and the Netherlands. Private apartments and cottages are often chosen by visitors from Denmark and Switzerland.

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

Commercial Accommodations

Non-European visitors. Commercial overnight stays in all type of accommodation 2015, Stockholm County

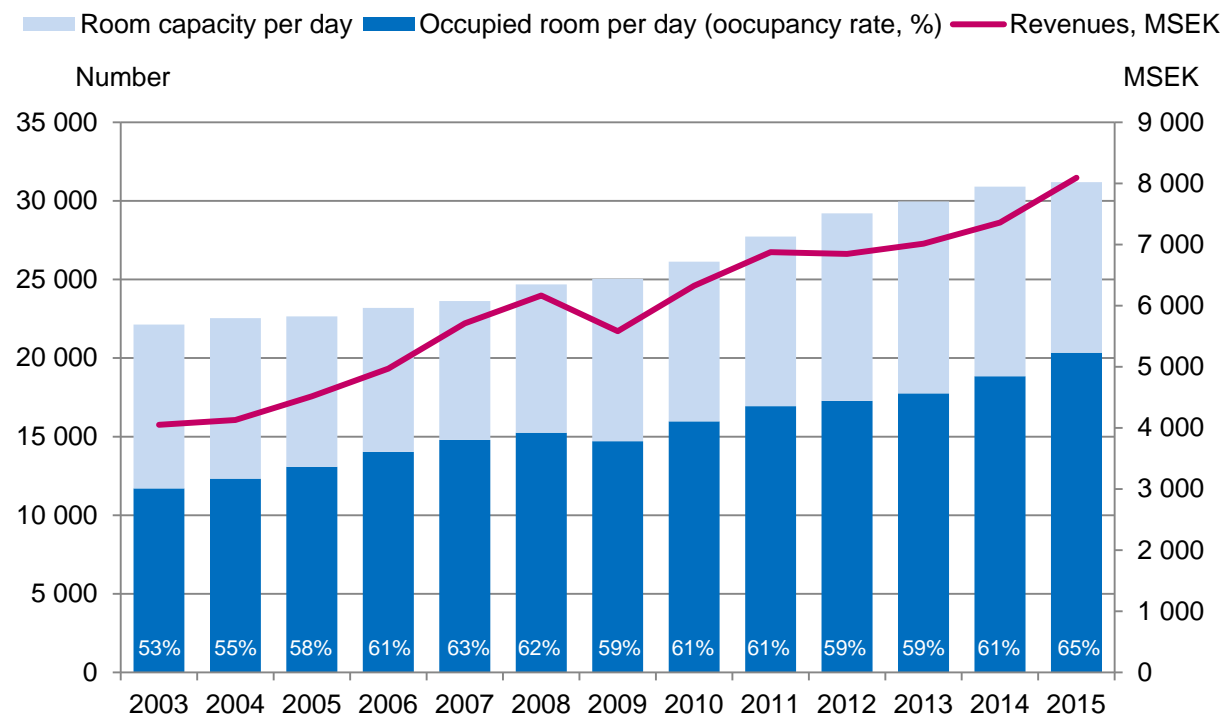
	Hotels	Hostels	Vacation villages	Camping	Commercially arranged private apartments and cottages	Total
USA	323,768	23,426	17	25	420	347,656
Canada	32,136	5,428	0	103	0	37,667
Brazil	27,009	4,297	0	0	0	31,306
The rest of Central & South America	27,828	4,877	65	8	0	32,778
India	124,974	1,948	0	0	65	126,987
China	79,763	7,666	3	3	0	87,435
Japan	50,307	3,486	1	0	0	53,794
South Korea	11,523	3,176	1	3	0	14,703
The rest of Asia	124,040	7,562	0	22	0	131,624
Australia	38,336	9,768	0	61	0	48,165
New Zealand	3,896	1,219	0	49	0	5,164
The rest of the world	163,353	7,376	0	2,790	0	173,519
Not indicated	526,855	3,579	9	0	869	531,312

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 2003-2015, Stockholm County



The hotel capacity in Stockholm is steadily increasing, both in terms of number of hotels and in available rooms. In 2015, 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 almost SEK 8.1 billion – an increase of 10 per cent compared to 2014.

Commercial Accommodations - Hotels

On average, there were 31,200 hotel rooms available in the Stockholm County – an increase of 1 per cent compared to 2014 and 26 per cent since 2008.

The number of occupied rooms per day increased to 20,300, which equals an occupancy rate of 65 per cent in Stockholm County.

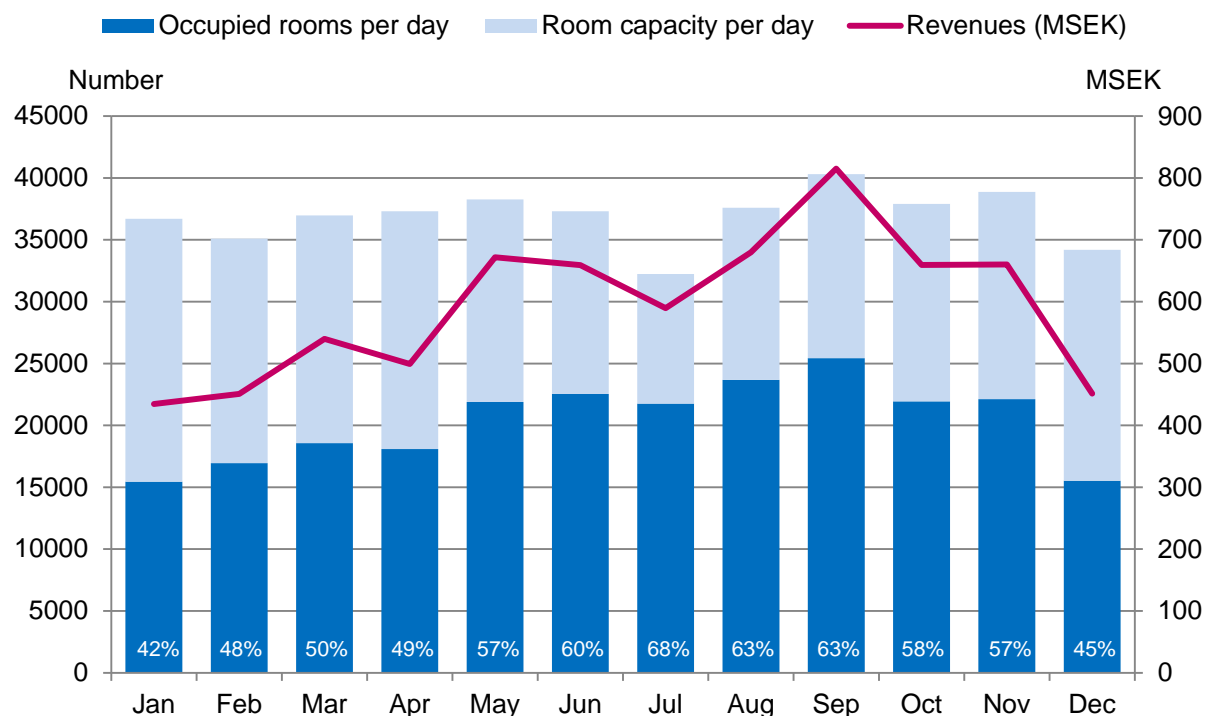
Hotels. Key figures 2008-2015, Stockholm County and City of Stockholm

	Stockholm County									City of Stockholm							
	2008	2009	2010	2011	2012	2013	2014	2015	2008	2009	2010	2011	2012	2013	2014	2015	
Number of hotels	270	263	285	293	297	298	301	301	127	132	139	148	149	148	150	149	
Room capacity (in thousands) per day	24.7	25.0	26.1	27.7	29.2	30.0	30.9	31.2	15	15	16	17	18	18	19	19	
Occupied rooms (in thousands) per day	15.2	14.7	16.0	16.9	17.3	17.8	18.8	20.3	10.4	10.4	11.1	11.8	12.2	12.4	12.9	13.7	
Occupancy rate, %	62	59	61	61	59	59	61	65	70	67	69	68	66	67	65	72	
Mon-Thurs, %	70	65	68	69	67	66	68	71	77	73	75	75	73	73	72	77	
Fri-Sun, %	51	50	52	51	49	50	52	57	60	60	62	60	58	60	57	64	
Revenues (MSEK)	6,166	5,582	6,327	6,877	6,847	7,014	7,341	8,035	4,389	4,060	4,538	4,957	4,981	5,079	5,151	5,754	
Revenues per occupied room, SEK	1,108	1,040	1,085	1,112	1,086	1,082	1,070	1,084	1,154	1,071	1,117	1,148	1,116	1,122	1,095	1,147	
Revenues per available room, SEK	684	611	663	679	642	641	651	706	805	722	775	783	739	755	749	824	

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

Commercial Accommodations - Hotels

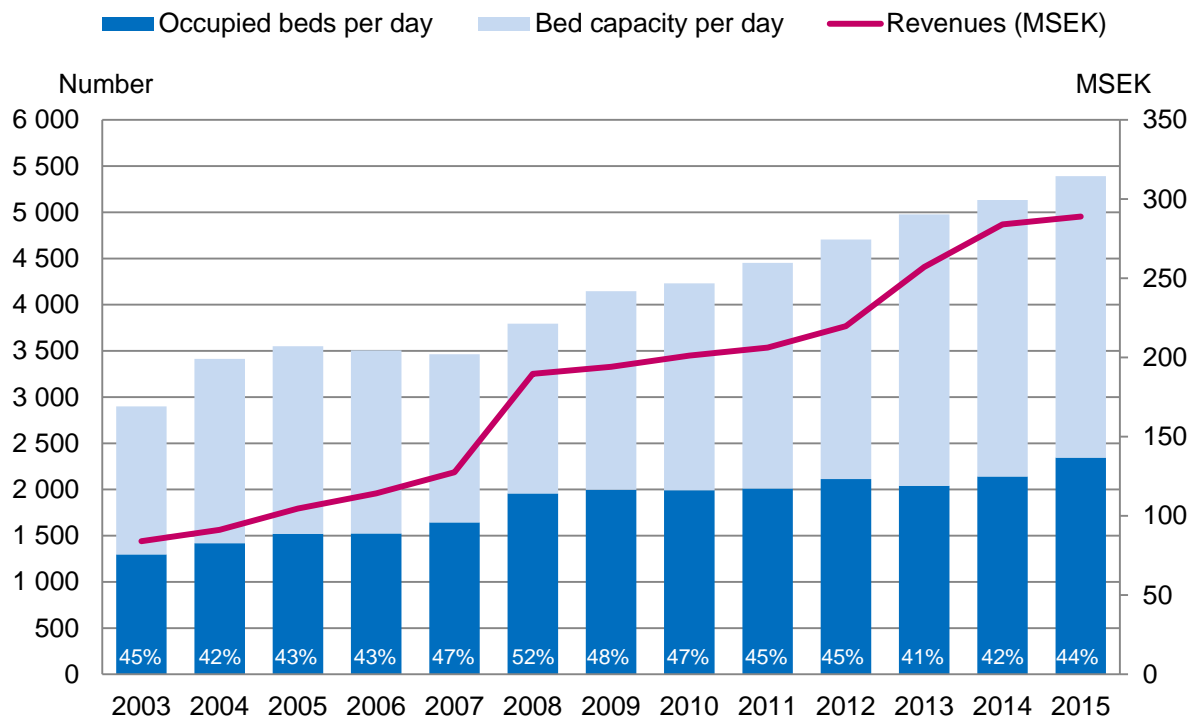
Capacity, occupancy and lodging revenues by month 2015, Stockholm County



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 2003-2015, Stockholm County



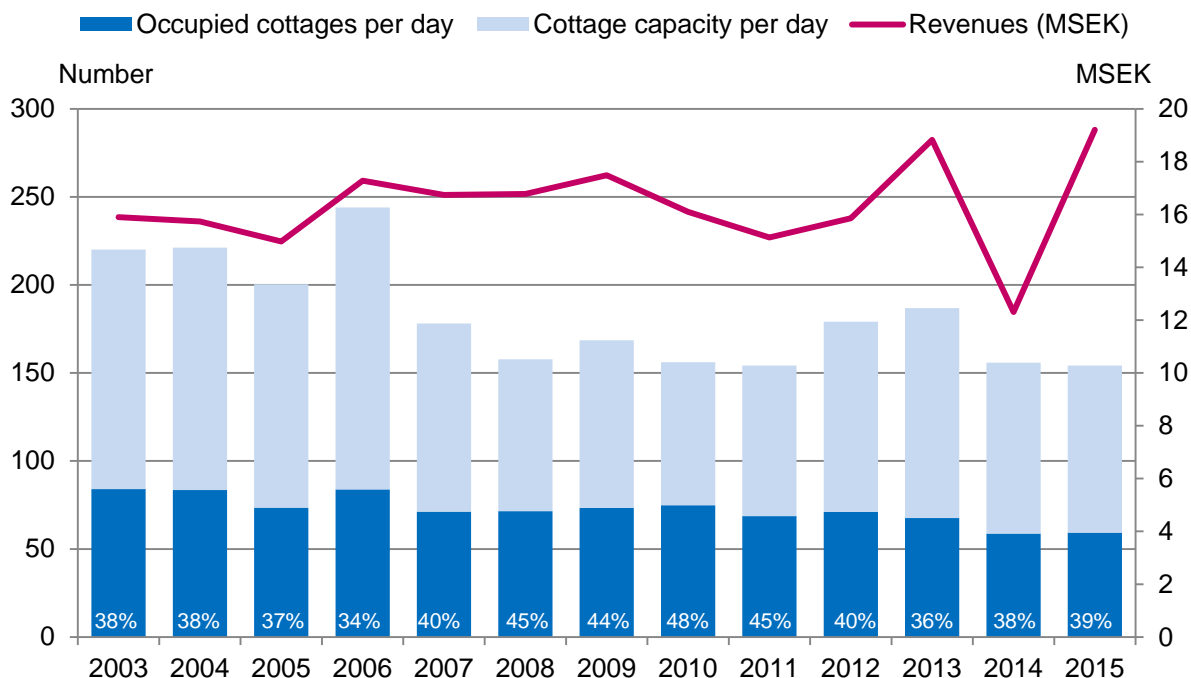
At the County's hostels the bed capacity is increasing year by year. In 2015, there was an average of almost 5,400 available beds per night.

Bed capacity has increased by 5 per cent from previous year and by 86 per cent since 2003. The occupancy rate has declined slightly in the last eight years but seems to increase again in 2015 compared to 2014 and 2013.

Compared to 2014, revenues increased by 2 per cent to SEK 289 million.

Commercial Accommodations – Vacation Villages

Capacity, occupancy and lodging revenues in vacation villages 2003-2015, 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 on the other hand has increased considerably compared to 2014 to SEK 19.2 million.

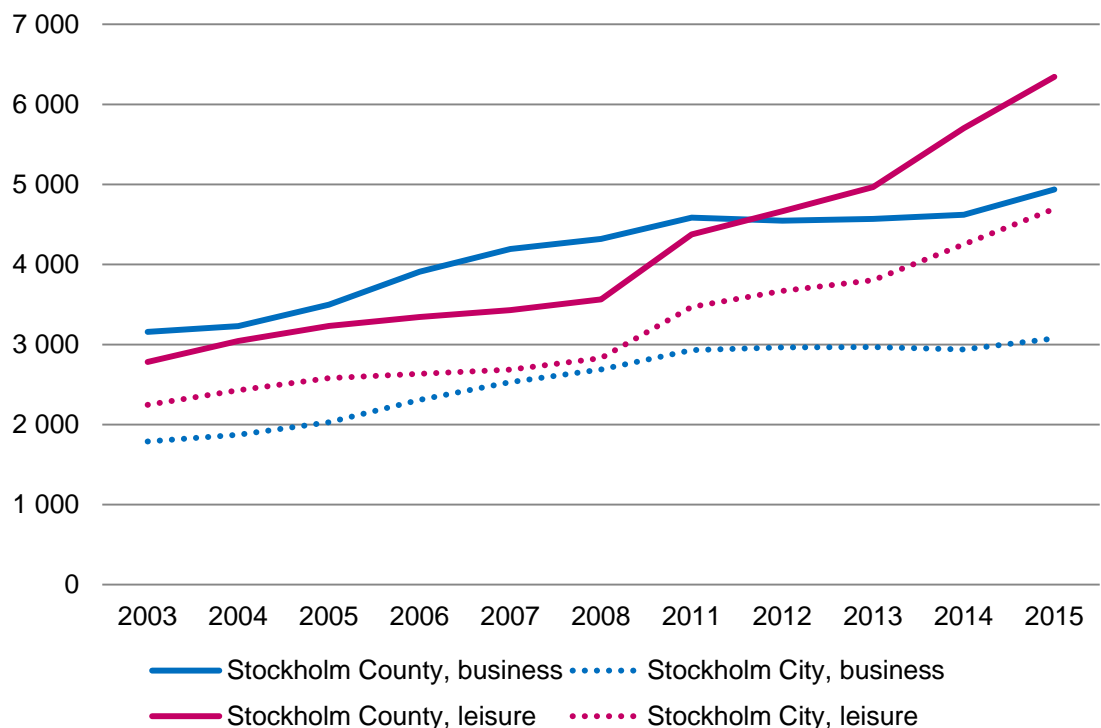
In terms of occupation rate it has somewhat increased since 2014.

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 2003-2015,
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 seven 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, 2015

Rank	City	No. of participants	Rank	City	No. of participants
1	Vienna	124,899	22	Taipei	39,785
2	London	117,397	23	Stockholm	39,681
3	Barcelona	108,961	24	Budapest	37,818
4	Berlin	104,299	25	Montreal, QC	37,402
5	Singapore	77,105	26	Rio de Janeiro	37,283
6	Paris	75,470	27	Brussels	37,256
7	Copenhagen	75,269	28	Glasgow	36,885
8	Prague	73,896	29	Beijing	35,942
9	Vancouver, BC	72,935	30	Dublin	33,178
10	Amsterdam	72,529	31	Santiago de Chile	33,020
11	Bangkok	68,394	32	Toronto, ON	32,902
12	Milan	64,110	33	San Diego, Ca	32,859
13	Madrid	62,447	34	Kuala Lumpur	31,198
14	Istanbul	62,442	35	Cape Town	30,928
15	Lisbon	62,322	36	Honolulu, HI	30,586
16	Lima	52,868	37	Sydney, NSW	29,899
17	Seoul	51,990	38	Buenos Aires	29,638
18	Rome	49,569	39	Hamburg	28,224
19	Sao Paulo	49,353	40	Melbourne, VIC	27,513
20	Daegu	43,092	41	Boston, MA	27,467
21	Hong Kong	42,279	42	Nice	26,746

Stockholm is ranked number 23 of the 42 biggest cities in the world in terms of the numbers of congress delegates attending association meetings. This is a drop from the previous spot 16 with 52,452 participants in 2014 but larger than spot 32 in 2013 with 33,137 participants. 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.

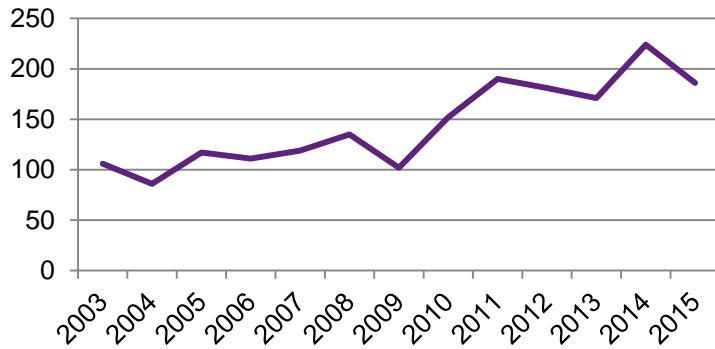
One reason for the high levels of participants is that Stockholm has excellent capacity for meetings and conventions. It is home to Stockholmsmässan, northern Europe's largest convention facility, the Stockholm City Conference Centre, Kistamässan, the Brewery and Stockholm Waterfront Congress Centre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

Source: International Congress and convention Association, ICCA

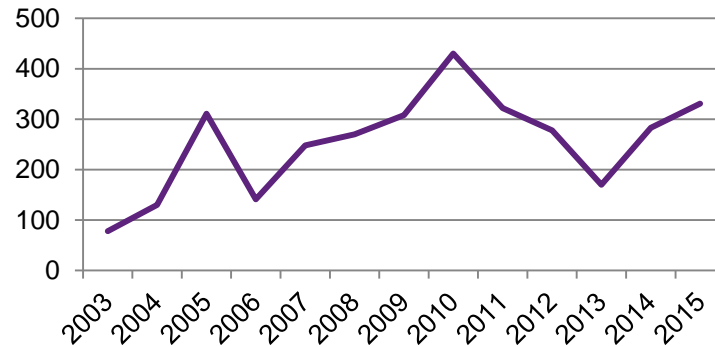
International Meetings and Conventions

In total Stockholm attracted 186 international association meetings with some 115,000 delegates and generated 331,000 overnight stays during 2015.

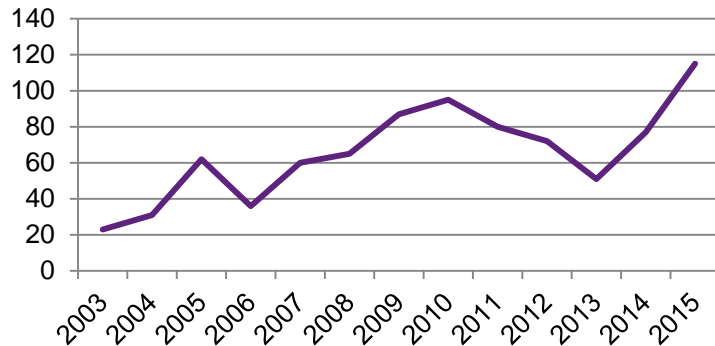
International conventions in Stockholm, 2003-2015



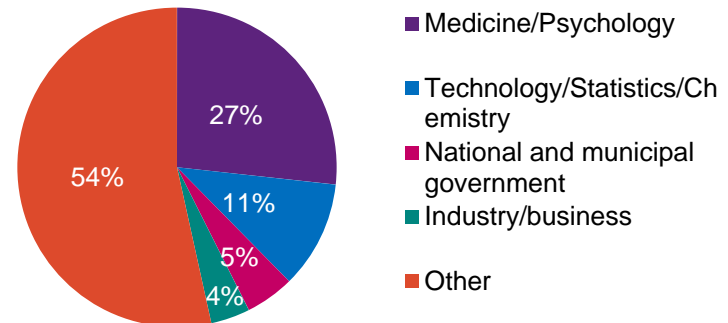
International convention-related overnight stays in Stockholm, 2003-2015 (in thousands)



International convention participants in Stockholm, 2003-2015 (in thousands)



International convention participants by subject area in Stockholm, 2015



Source: Stockholm Visitors Board

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, 2015

Rank	Destination	Number of visitors (in thousands)
1	Kulturhuset Stadsteatern (incl. Theatre in the Parks and Theatre Skärholmen)	3,200
2	Stockholm Globe Arenas (incl. Skyview)	2,000
3	Gröna Lund	1,491
4	Sightseeing, Strömma Group	1,470
5	Skansen	1,377
6	The Vasa Museum	1,320
7	Eriksdalsbadet, Swimming Center	1,226
8	Stockholmsmässan	1,152
9	Friends Arena	1,100
10	Slottsträdgården Ulriksdal	575
11	Swedish Museum of Natural History (incl. Cosmonova)	532
12	Moderna Museet	515
13	Fotografiska	500
14	City Hall	441
15	Casino Cosmopol	424
16	The Royal Chapel	406
17	Royal Palace, The Royal Apartments	370
18	The Swedish Centre for architecture and design	366
19	The Butterfly House Haga Ocean	352
20	Museum of Science and Technology	347
21	Junibacken	326
22	The Royal Opera	297
23	Kaknästornet	296
24	The Royal Dramatic Theatre	288
25	Stockholm Concert Hall	278

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 Stadsteatern keeps being the cultural attraction with the most visitors. The 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, 2011-2015.

	2003	2008	2011	2012	2013	2014	2015	City of Stockholm 2015
Hotel	1,326	1,841	1,665	1,776	1,807	1,657	1,796	1,807
Business Visitors	1,512	2,289	2,148	2,150	1,966	1,896	1,966	2,127
Leisure Visitors	1,115	1,299	1,158	1,412	1,661	1,466	1,601	1,659
Vacation village	438	511	607	669	598	588	623	
Camping	249	305	325	382	337	346	368	398
Hostel	370	420	595	642	635	635	643	668
Weekend cottage	112	173	180	181	218	218	234	
Friends and Relatives	322	317	345	430	388	383	406	497
Pleasure boats	135	199	280	226	238	187	196	237
Other	396	522	635	560	455	378	423	746
Day trips	431	452	475	479	480	527	546	594

The consumption has increased somewhat since 2014, especially from those visitors staying at hotels. In a longer perspective, since 2003, visitors expenditure in Stockholm County has increased by an average of 44 per cent.

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