

Stockholm's tourism industry. May 2017

During May, more than 1.3 million overnight stays took place at commercial accommodation in Stockholm County. That is 77,000, or 8%, more than in May 2016. Both domestic and foreign guest nights increased – domestic by 5% and foreign by 13%. Also during the first five months of 2017, foreign visits have increased fastest.

Nordic overnight stays increased by 3%. The month was most positive for guests from Denmark.

Despite a decline of 6% for German guest nights, 9% made more overnight stays was made by guests from Europe outside the Nordic region. British guest nights rose by 19% in May and by 12% so far in 2017.

Visitors from the Netherlands have increased significantly. Almost 22,000 guest nights in May are just over 9,000 more than May last year. Partly, it may have to do with the Europa League Final, but Dutch guest nights have risen sharply even for the year as a whole.

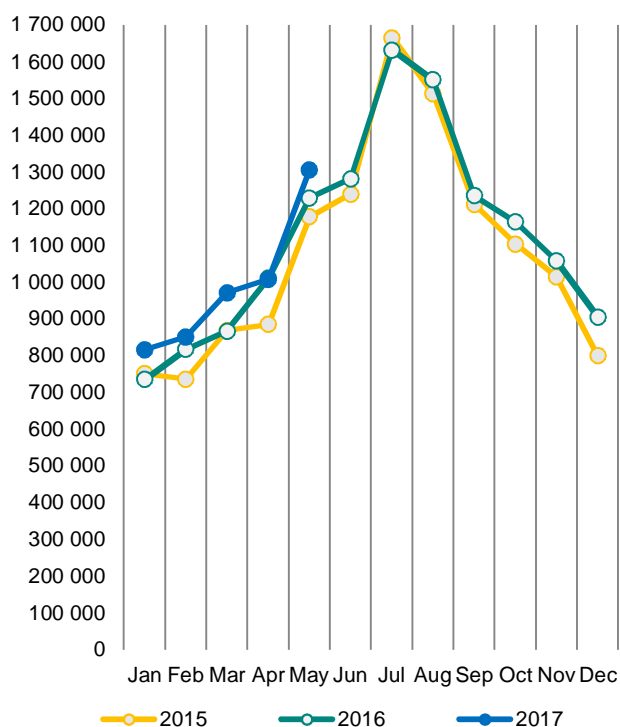
The positive development for visitors from the US continues. Overnight stays in May increased by 37% and during the first five months of the year by 30%.

For visitors from China, the number of guest nights has risen sharply, by 35% in May and by 39% so far in 2017. Indian guest nights, which have evolved slowly in 2017, increased by 8% in May.

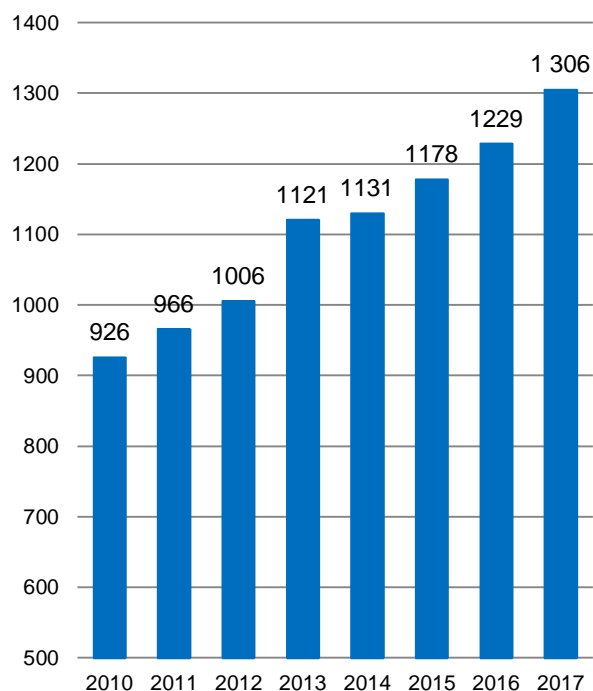
Commercial overnight stays in Stockholm's county May 2017, top 20.

Target group	Guest nights	Change, %			
Total	1,305,592	8%			
Sweden	817,062	5%			
Foreign	488,530	13%			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Not indicated	76,885	27%	11 Switzerland	11,514	0%
2 Great Britain	51,752	19%	12 China	10,740	35%
3 USA	49,178	37%	13 Italy	9,869	20%
4 Germany	45,653	-6%	14 Spain	9,121	-1%
5 Norway	26,990	3%	15 Russia	7,129	27%
6 The Netherlands	21,827	77%	16 Poland	6,434	-31%
7 Finland	18,856	0%	17 Austria	5,728	-12%
8 Denmark	16,101	6%	18 Belgium	5,560	10%
9 France	13,692	-4%	19 Japan	5,484	-2%
10 India	12,251	8%	20 Australia	4,368	-11%

Commercial overnight stays by month 2015, 2016 and 2017, Stockholm county



Commercial overnight stays, May 2010-2017, Stockholm county. (Thousands)



Commercial overnight stays 2017 compared with previous year.

	May 2017		YTD	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	1,305,592	8%	4,948,649	7%
Domestic	817,062	5%	3,343,460	6%
Foreign	488,530	13%	1,605,189	9%
Nordic countries, excl. Sweden	63,618	3%	246,140	4%
Europe excl. Nordic countries	223,243	9%	720,158	7%
Non-European	201,669	21%	638,891	14%
City of Stockholm	866,667	7%	3,361,046	7%
Domestic	482,194	6%	2,066,548	7%
Foreign	384,473	9%	1,294,498	8%
Nordic countries, excl. Sweden	49,767	2%	189,330	2%
Europe excl. Nordic countries	169,252	6%	571,283	8%
Non-European	165,454	14%	533,885	9%
Sweden	4,891,444	2%	20,656,751	4%

Commercial overnight stays: hotel, vacation villages, hostels, camping and commercially arranged private cottages and apartments.

Source: Statistics Sweden and Swedish Agency for Economic and Regional Growth, preliminary data.

Commercial overnight stays by nationality, Stockholm county and City of Stockholm.

Country	Stockholm county						City of Stockholm					
	Guest nights 2016	Share in Sweden	May 2017			YTD 2017		May 2017		YTD 2017		
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %	
Total	13,505,872	22%	1,305,592	8	27%	4,948,649	7	866,667	7	3,361,046	7	
Sweden	8,763,174	19%	817,062	5	22%	3,343,460	6	482,194	6	2,066,548	7	
Foreign	4,742,698	30%	488,530	13	41%	1,605,189	9	384,473	9	1,294,498	8	
Nordic countries excl. Sweden	690,563	13%	63,618	3	21%	246,140	4	49,767	2	189,330	2	
Europe excl. Nordic countries	2,246,459	32%	223,243	9	42%	720,158	7	169,252	6	571,283	8	
Non-European/ not indicated	1,805,676	53%	201,669	21	58%	638,891	14	165,454	14	533,885	9	
Europe	2,937,022	20%	286,861	8	34%	966,298	6	219,019	5	760,613	7	
Austria	59,112	45%	5,728	-12	52%	16,020	-1	4,982	-13	13,906	0	
Belarus	2,401	54%	217	-12	40%	1,033	16	198	-7	937	21	
Belgium	58,844	38%	5,560	10	53%	21,588	11	4,495	4	18,011	9	
Bulgaria	7,069	49%	587	80	78%	1,967	-1	494	74	1,631	6	
Croatia	4,111	33%	872	68	58%	2,596	43	508	11	1,987	26	
Czech Republic	15,032	22%	1,589	16	23%	5,598	1	1,158	24	4,175	3	
Denmark	167,880	15%	16,101	6	23%	59,734	1	12,300	5	44,070	0	
Estonia	19,619	28%	1,503	-12	35%	6,195	-20	860	-10	4,015	-24	
Finland	221,350	38%	18,856	0	46%	79,201	4	14,734	0	61,584	5	
France	154,873	52%	13,692	-4	57%	51,334	3	11,531	-4	44,255	3	
Georgia	5,250	52%	365	-44	62%	995	-10	204	-65	710	-25	
Germany	540,288	18%	45,653	-6	24%	134,620	8	34,911	-5	105,600	9	
Greece	14,903	63%	1,895	60	68%	6,751	37	1,580	57	5,849	38	
Hungary	13,300	41%	1,818	119	49%	7,715	117	1,003	44	4,161	40	
Iceland	13,931	53%	1,671	30	52%	6,568	21	1,334	19	5,540	16	
Ireland	36,987	69%	3,785	7	69%	13,574	-17	1,620	2	6,279	4	
Italy	135,255	54%	9,869	20	57%	41,374	19	8,108	16	35,097	16	
Latvia	17,272	42%	1,192	-14	32%	5,290	-25	728	-8	3,522	-23	
Lithuania	34,135	49%	2,612	-15	49%	12,385	-9	1,626	7	7,416	5	
Luxembourg	9,376	62%	931	-26	77%	3,001	-11	846	-23	2,717	-12	
Netherlands	119,178	18%	21,827	77	43%	55,090	43	16,387	70	43,283	42	
Norway	287,402	8%	26,990	3	15%	100,637	4	21,399	1	78,136	1	
Poland	99,230	31%	6,434	-31	24%	25,338	-31	3,934	-7	16,464	-3	
Portugal	13,246	44%	1,199	8	38%	4,749	11	1,034	5	4,089	8	
Romania	19,308	47%	1,706	7	28%	6,362	-7	1,414	9	5,391	-3	
Russia	58,004	45%	7,129	27	63%	27,769	21	5,982	37	23,407	28	
Slovakia	5,348	24%	415	0	23%	1,494	-22	337	17	1,219	-15	
Slovenia	3,467	36%	327	3	41%	1,232	-4	249	-3	1,026	-7	
Spain	118,080	64%	9,121	-1	65%	33,388	9	7,535	-6	28,648	7	
Switzerland	138,972	37%	11,514	0	45%	36,050	8	9,868	-1	30,862	5	
Turkey	33,688	71%	3,111	-23	70%	9,554	-20	2,622	-20	8,398	-15	
UK	443,999	52%	51,752	19	62%	163,444	12	39,601	12	131,622	9	
Ukraine	12,251	58%	892	-31	61%	4,285	-6	691	-32	3,522	-3	
Rest of Europe	53,861	42%	8,300	75	64%	14,541	-4	3,425	-18	9,026	-34	

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Country	Stockholm county						City of Stockholm				
	Guest nights 2016	Share in Sweden	May 2017			YTD 2017		May 2017		YTD 2017	
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %
North America	408,498	67%	53,499	36	70%	146,944	27	46,378	30	124,700	19
Canada	38,409	65%	4,321	29	66%	11,363	-4	3,747	29	9,867	-6
USA	370,089	67%	49,178	37	70%	135,581	30	42,631	31	114,833	22
Central & South America	60,796	64%	6,672	34	69%	17,146	8	5,861	34	14,846	6
Argentina	8,137	83%	802	16	79%	1,971	4	709	13	1,777	4
Brazil	25,873	65%	3,187	35	72%	7,403	16	2,858	45	6,595	20
Chile	3,113	67%	555	93	78%	1,083	21	445	73	896	10
Columbia	3,019	74%	245	32	76%	913	46	227	34	797	36
Mexico	9,431	72%	719	-22	62%	2,188	-10	658	-24	1,920	-14
Rest of Central & South America	11,223	47%	1,164	114	57%	3,588	0	964	109	2,861	-9
Asia	445,716	51%	42,116	13	48%	150,028	10	32,548	7	121,260	6
China	119,814	37%	10,740	35	33%	41,406	39	8,467	24	35,251	35
India	104,186	59%	12,251	8	60%	41,875	-8	9,145	-1	32,630	-16
Indonesia	5,037	75%	389	113	76%	1,513	50	340	106	1,392	52
Iran	5,614	61%	311	32	55%	1,101	13	211	11	891	6
Israel	12,400	67%	1,203	35	79%	3,470	13	1,076	35	2,909	9
Japan	57,820	62%	5,484	-2	66%	13,810	2	3,681	-7	10,676	2
Malaysia	5,184	65%	461	-11	62%	1,485	-4	371	-15	1,295	6
Qatar	17,512	92%	82	-93	56%	4,443	-29	79	-83	617	-71
Saudi Arabia	8,227	62%	571	-19	63%	1,499	-5	514	-21	1,279	-5
Singapore	10,116	58%	773	-31	58%	2,569	-14	633	-39	2,248	-19
South Korea	18,046	36%	1,783	39	27%	5,483	7	1,333	28	4,477	0
Taiwan	12,141	59%	1,429	47	60%	3,970	30	1,074	51	3,155	27
Thailand	25,451	74%	2,866	24	70%	13,069	21	2,352	7	11,612	14
United Arab Emirates	21,944	79%	1,396	1	85%	6,007	-1	1,282	0	5,496	-2
Rest of Asia	22,224	40%	2,377	42	42%	8,328	50	1,990	41	7,332	56
Africa	29,499	53%	2,072	-22	44%	7,572	-25	1,774	-26	6,638	-21
Egypt	3,107	44%	106	-57	25%	898	-25	84	-62	816	-25
Morocco	1,493	62%	240	60	62%	593	23	218	52	543	20
Namibia	7,027	85%	48	-96	24%	797	-58	35	-97	736	-60
South Africa	5,345	52%	664	57	57%	2,035	23	535	64	1,682	23
Rest of Africa	12,527	46%	1,014	68	39%	3,249	-33	902	77	2,861	-22
Oceania	57,056	65%	4,932	-10	66%	15,707	-5	4,435	-11	14,194	-3
Australia	50,435	66%	4,368	-11	65%	14,029	-3	3,957	-12	12,754	-4
New Zealand	6,184	63%	492	1	70%	1,485	-22	424	-5	1,310	-5
Rest of Oceania	437	35%	72	-43	64%	193	-7	54	391	130	210
Rest of the World	180,014	44%	15,493	-6	52%	56,245	-14	13,327	-11	50,791	-17
Not indicated	624,097	49%	76,885	27	59%	245,249	22	61,131	17	201,456	16