

Facts About Stockholm's Tourism Industry

Statistics for 2017



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Where Visitors Come From

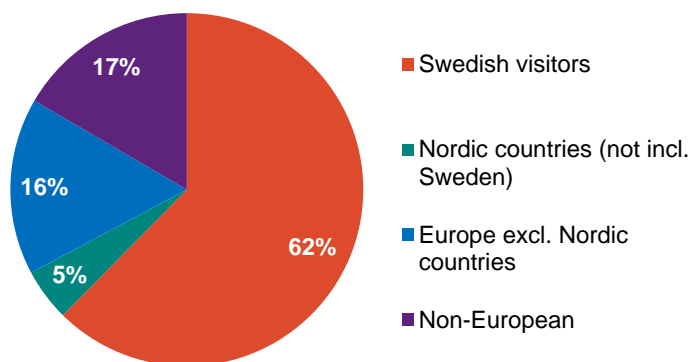
Stockholm is at the center of the tourism industry in Sweden with more than 14 million overnight stays in commercial establishments in 2017. More than three out of ten foreign visitors to Sweden choose to locate their nights here.

Steady Growth for Swedish and Foreign Visitors

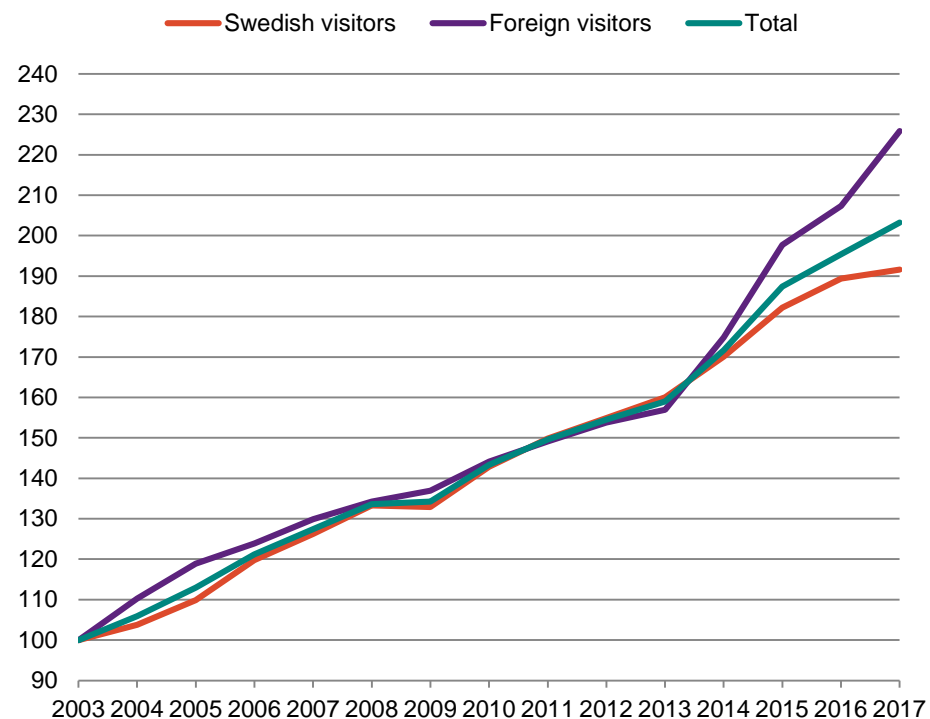
Six out of ten commercial overnight stays in Stockholm County is generated by domestic demand. But during the last four years foreign visitors has accounted for faster growth. In the past year it was especially evident as domestic overnight stays increased by 1 per cent and foreign by 11 per cent.

Most foreign visitors come from European countries.

Swedish and foreign commercial overnight stays at hotels, hostels and vacation villages, Stockholm County 2017



Swedish and foreign commercial overnight stays at hotels, hostels and vacation villages in Stockholm County. 2003-2017 (Index 100=2003)



More than 14 Million Commercial Overnight Stays

In 2017 more than 14 million guest nights were made in all forms of commercial accommodation in the Stockholm County, That is an increase in excess of 600,000 since 2016 and 3.3 million more then five years ago.

Stockholm County accounts for more than every fifth commercial overnight stay in Sweden and almost one of three foreign guest nights. The fastest increase in recent years is generated by guests from non-European countries.

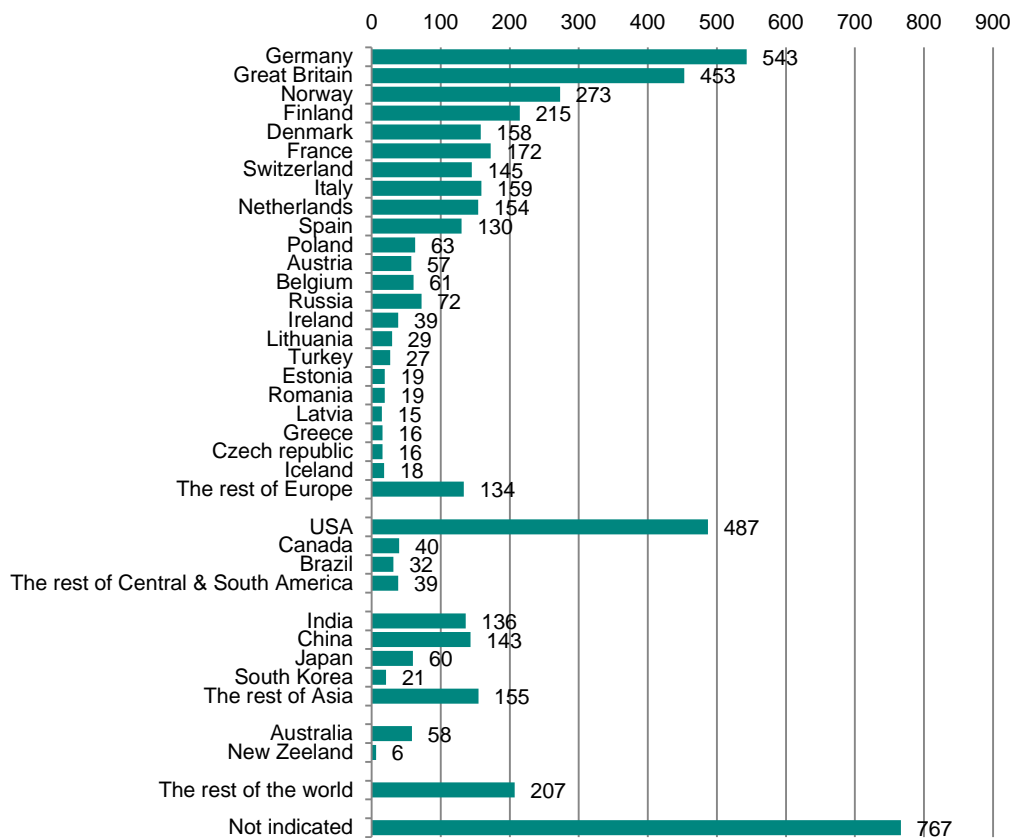
All forms of commercial overnight stays by nationality 2017, Stockholm County

	2017		2017 Distribution Share in Sweden		Change since 2012	Change since 2016
Total	14,048,353	100%	22%	22%	28%	5%
Sweden	8,843,554	63%	19%	19%	20%	2%
Totals from abroad	5,204,799	37%	32%	32%	45%	10%
Totals for Nordic countries (excl. Sweden)	663,656	5%	13%	13%	8%	-3%
Totals for Europe excl. Nordic countries	2,323,131	17%	32%	32%	28%	4%
Totals for non-European	2,218,012	16%	57%	57%	89%	22%
Germany	543,196	4%	18%	18%	22%	1%
Great Britain	452,926	3%	52%	52%	51%	3%
Norway	272,832	2%	8%	8%	3%	-5%
Finland	214,689	2%	38%	38%	12%	-2%
Denmark	158,137	1%	14%	14%	3%	-6%
France	172,350	1%	55%	55%	15%	13%
Switzerland	145,282	1%	39%	39%	38%	6%
Italy	158,919	1%	60%	60%	20%	19%
Netherlands	154,454	1%	21%	21%	47%	29%
Spain	130,159	1%	64%	64%	46%	11%
Poland	62,977	0%	26%	26%	-36%	-34%
Austria	57,250	0%	41%	41%	32%	-3%
Belgium	60,510	0%	36%	36%	24%	4%
Russia	72,072	1%	54%	54%	-41%	24%
Ireland	38,515	0%	64%	64%	74%	6%
Lithuania	29,431	0%	45%	45%	115%	-13%
Turkey	27,103	0%	64%	64%	57%	-19%
Estonia	19,080	0%	23%	23%	35%	-2%
Romania	19,037	0%	33%	33%	99%	0%
Latvia	14,808	0%	29%	29%	3%	-14%
Greece	15,979	0%	66%	66%	32%	6%
Czech republic	15,548	0%	21%	21%	9%	4%
Iceland	17,998	0%	53%	53%	91%	30%
Portugal	13,890	0%	46%	46%	17%	7%
Hungary	19,029	0%	50%	50%	87%	48%
Ukraine	12,549	0%	52%	52%	-3%	4%
The rest of Europe	88,067	1%	41%	41%	116%	-6%
USA	487,023	3%	61%	61%	74%	32%
Canada	39,936	0%	64%	64%	19%	5%
Brazil	31,606	0%	67%	67%	11%	25%
The rest of Central & South America	38,581	0%	57%	57%	63%	12%
India	136,304	1%	63%	63%	121%	32%
China	143,389	1%	39%	39%	91%	22%
Japan	59,965	0%	63%	63%	-10%	5%
South Korea	20,961	0%	38%	38%	55%	18%
The rest of Asia	154,679	1%	62%	62%	76%	7%
Australia	58,338	0%	64%	64%	50%	15%
Nya Zeeland	6,488	0%	65%	65%	75%	8%
The rest of the world	273,983	2%	57%	57%	566%	16%
Not indicated	766,759	5%	57%	57%	120%	25%

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

Foreign Visitors

All forms of commercial overnight stays by nationality 2017, Stockholm County (in thousands)



Three nations dominate among foreign visitors in Stockholm – Germany, the US and Great Britain. The majority of foreign visitors are still European, but more and more guests are coming from the rest of the world.

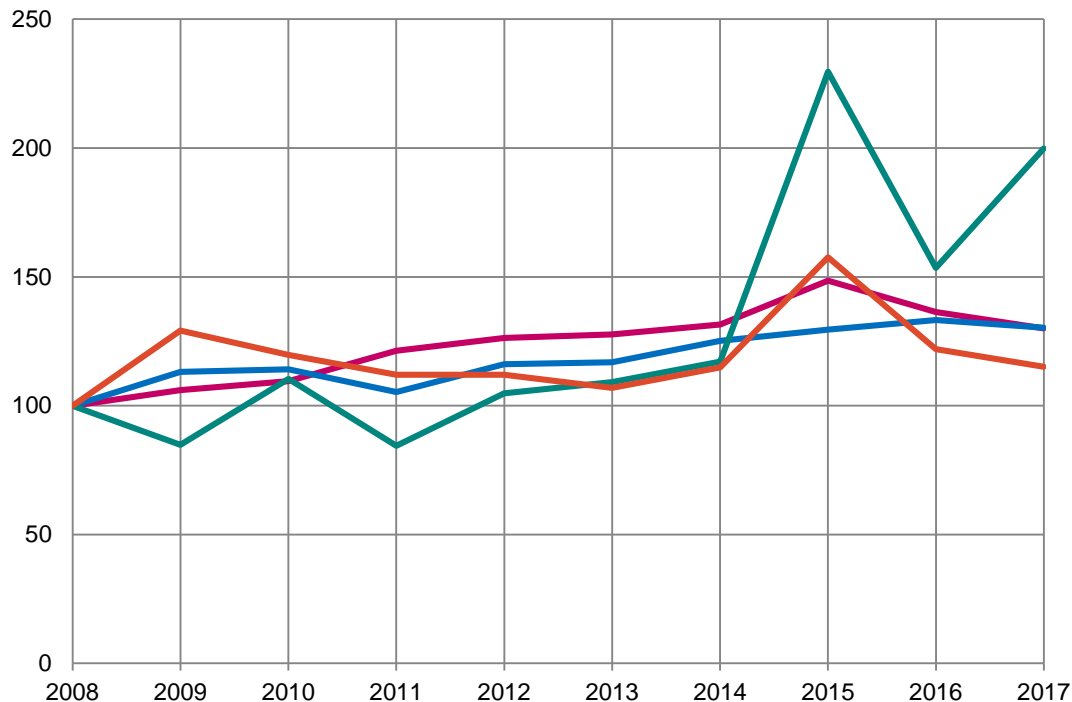
Visitors from the United States account for more than 80 per cent of all overnight stays from North and South America. Brazil, however, increases in importance.

In Asia, two target groups are fairly equal in number of guest nights – India and China. These nations also have the fastest growth in the region. Japan on the other hand has lost its position in a longer perspective.

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

The Nordic Countries

All forms of commercial overnight stays in Stockholm County 2008-2017.
Nordic markets (Index 100=2008)



For target groups from the Nordic region, developments in the last two years have been relatively weak, especially for Norway and Denmark.

Norwegian, Finnish and Danish visitors all belong to the ten major foreign target groups in Stockholm.

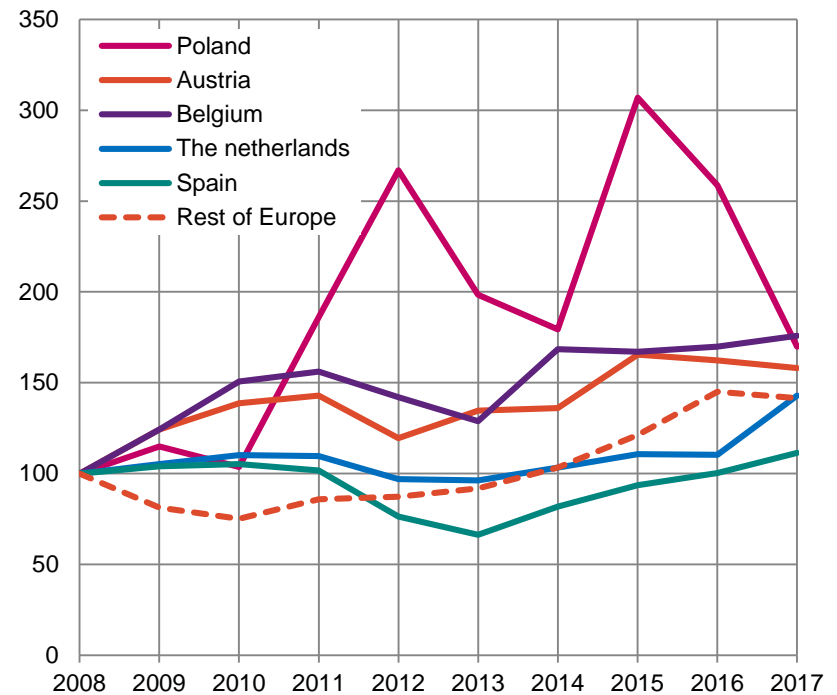
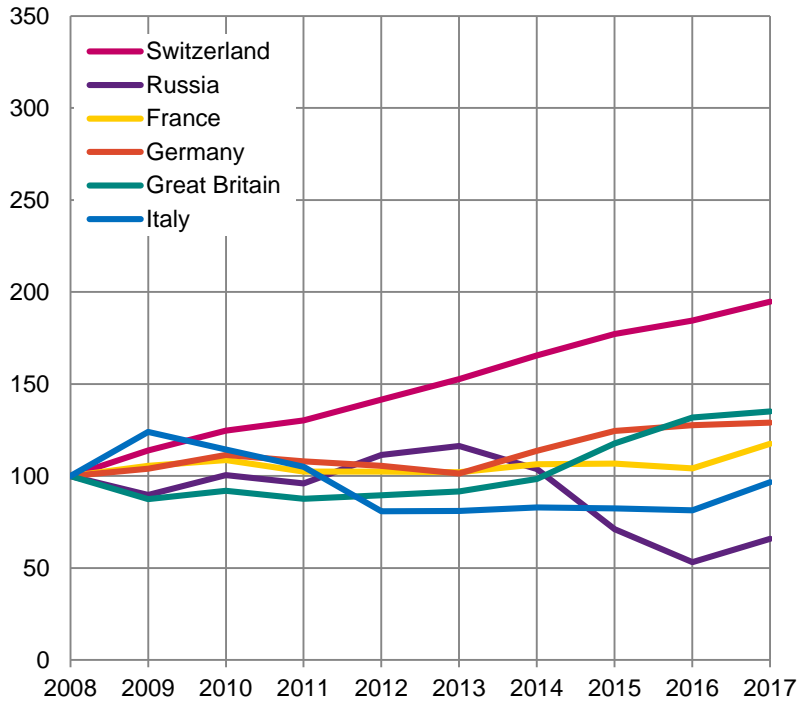


The European Markets

Most European markets have had a positive trend in the past nine years. For Switzerland, this is particularly noticeable. Markets with relatively weak development up to 2016 has shown a more positive trend in the last year. These markets include Russia, Italy, France

and the Netherlands. For the major target groups such as Germany and Great Britain, the increase in recent years have been more moderate. Data for Poland is characterized by large fluctuations.

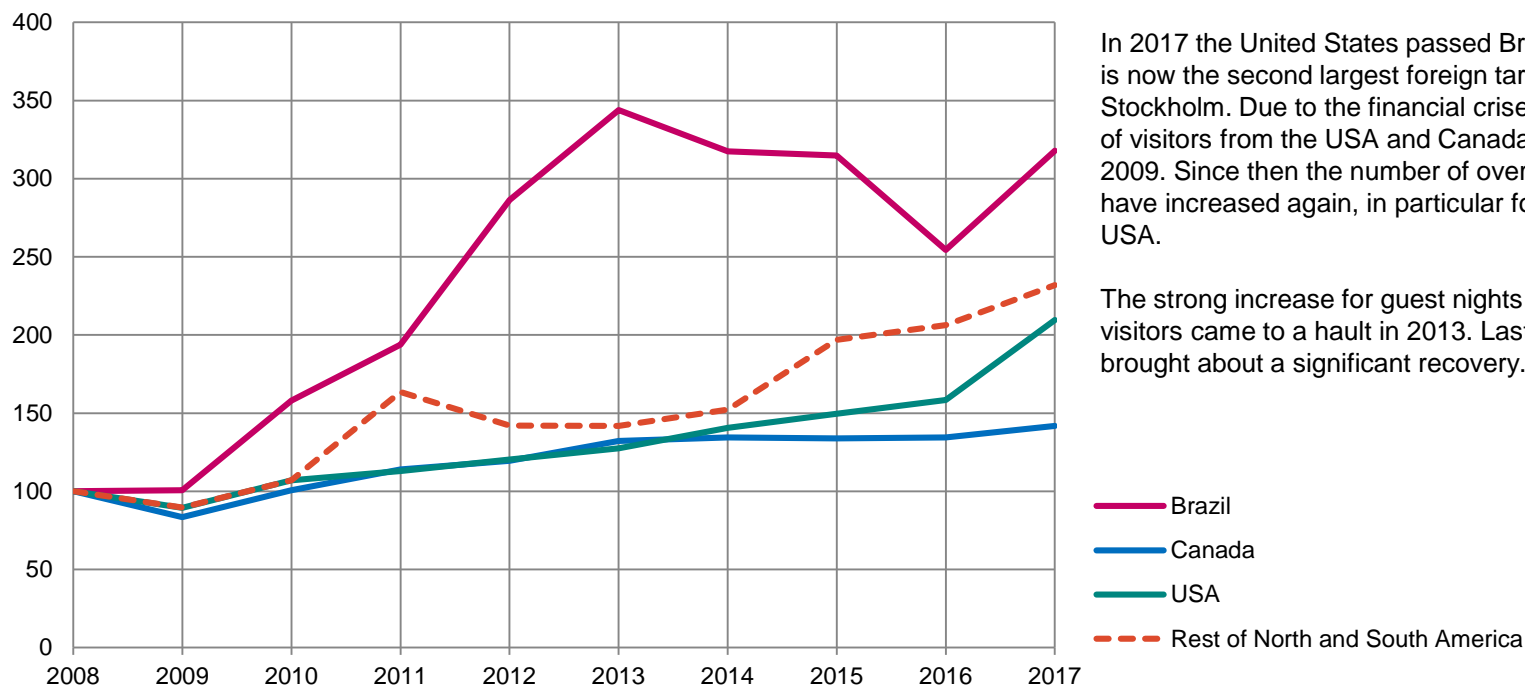
All forms of commercial overnight stays in Stockholm County 2008-2017. Major European markets (Index 100=2008)



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

North and South America

**All forms of commercial overnight stays in Stockholm County 2008-2017.
North and South America (Index 100=2008)**



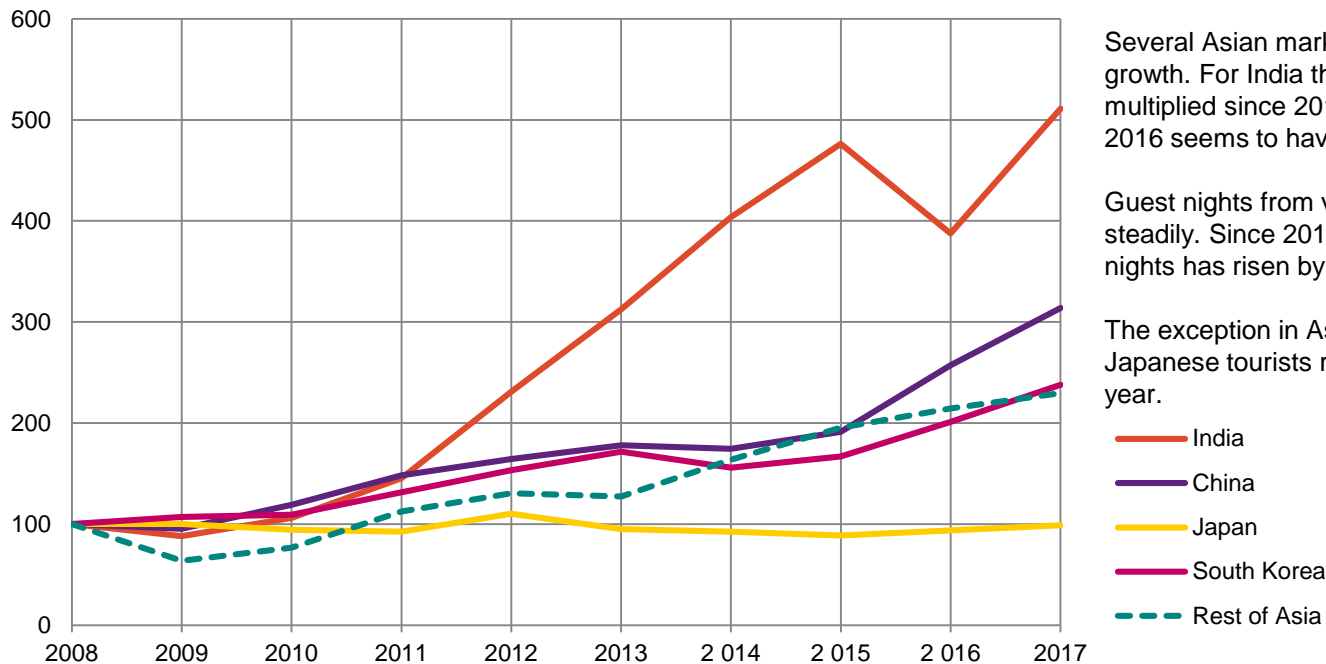
In 2017 the United States passed Britain and USA is now the second largest foreign target group in Stockholm. Due to the financial crises, the number of visitors from the USA and Canada decreased in 2009. Since then the number of overnight stays have increased again, in particular for visitors from USA.

The strong increase for guest nights by Brazilian visitors came to a halt in 2013. Last year has brought about a significant recovery.

*The rest of North and South America contain commercial overnight stays for all North and South American countries not individually specified in the graphs above.

The Asian Markets

**All forms of commercial overnight stays in Stockholm County 2008-2017.
Asian markets (Index 100=2008)**



Several Asian markets shows a sharp and sustainable growth. For India the number of guest nights have multiplied since 2010. The decline between 2015 and 2016 seems to have been temporary.

Guest nights from visitors from China have grown steadily. Since 2012 the number of Chinese guest nights has risen by more than 90 per cent.

The exception in Asia is Japan. Guest nights from Japanese tourists remain quite unchanged year after year.

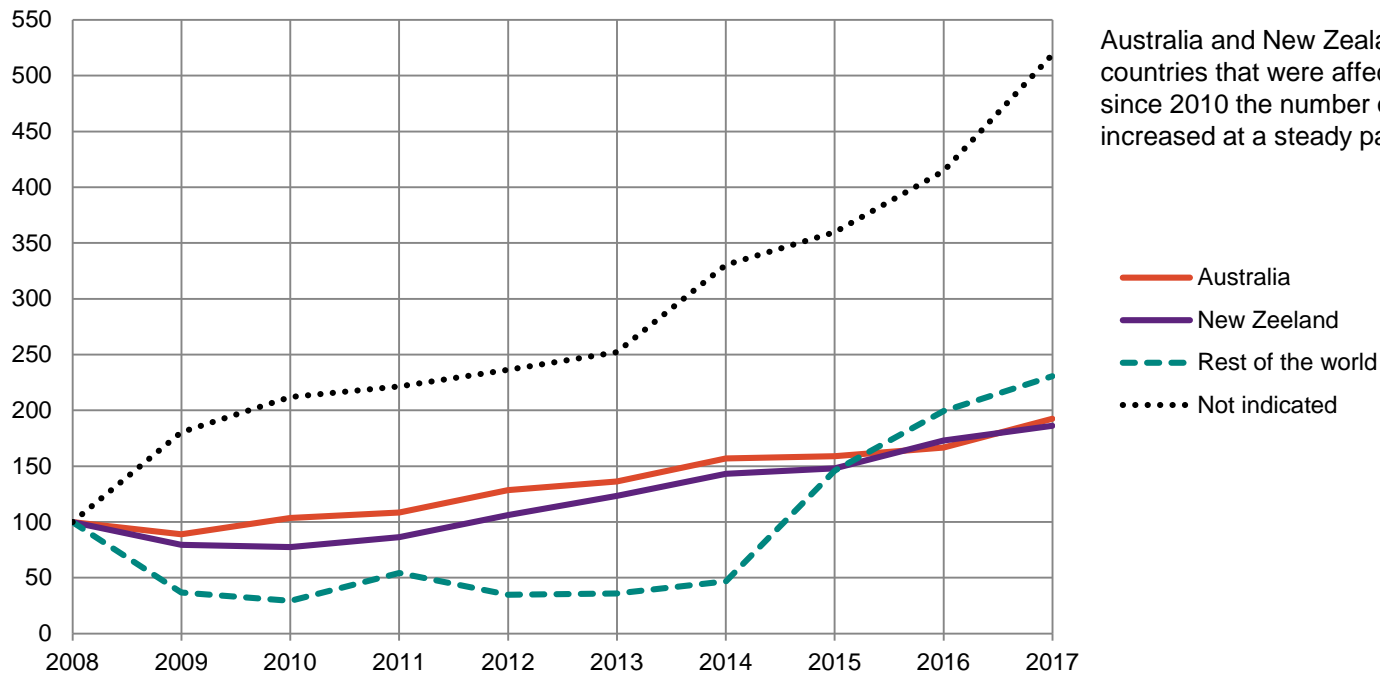
- India
- China
- Japan
- South Korea
- - - Rest of Asia

*The rest of Asia contain commercial overnight stays for all Asian countries not individually specified in the graphs above.

Australia, New Zealand and the rest of the world

All forms of commercial overnight stays in Stockholm County 2008-2017.

Australia, New Zealand and the rest of the world (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 at a steady pace.

— Australia
— New Zealand
- - - Rest of the world
..... Not indicated

*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.

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

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 was over 31.5 million in 2017. This is an increase of 7 per cent compared to 2016 and by 43 per cent in a ten year perspective.

European flights dominate in number. Passengers to and from European destinations have increased by over 50 per cent in the last ten years. Domestic flights increased by 15 per cent in the same period. Travel to and from non-European destinations still account for less than 10 per cent, but here we see the fastest growth, + 80 per cent since 2007.

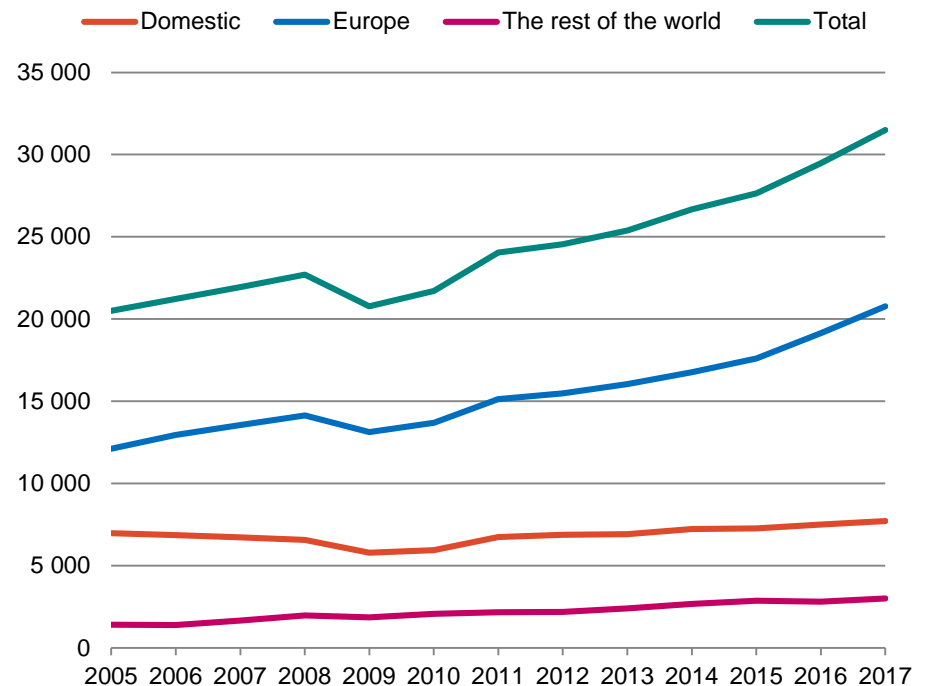
Arlanda airport accounted for 84 per cent of all air passengers in Stockholm in 2017.

Arriving and departing airline passengers 2015-2017 (in thousands).

Airports in the Stockholm region	2015	2016	2017	Change 16/17
Stockholm-Arlanda	23,143	24,682	26,623	+8 %
Stockholm-Skavsta	1,812	2,025	2,129	+5%
Stockholm-Bromma	2,489	2,504	2,532	+1%
Stockholm-Västerås	114	145	120	-17%
Örebro Airport	95	109	102	-6%
Total	27,652	29,465	31,507	+7%

Arriving and departing airline passengers 2005-2017 (in thousands).

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



Ferry Connections

More than 10.3 million ferry passengers were passing through the ports of Stockholm in 2017, an increase of 3 per cent compared to 2016. In a five year perspective the number of passengers have decreased by 3 per cent.

Arriving and departing passengers from and to Finland dominate. Almost three out of four trips have a destination in Finland. Ten years ago, the proportion was even higher. During 2017, destinations in the Baltic countries increased the most and destinations in the Baltic States now account for 20 per cent of all passengers. 2017 was also a successful year for cruise traffic

Arriving and departing ferry passengers 2000, 2005, 2010 and 2012-2017. Stockholm port (in thousands)

	2000	2005	2010	2012	2013	2014	2015	2016	2017
Finland	8,042	8,829	8,446	8,089	7,819	7,581	7,635	7,584	7,515
Baltic countries	507	863	1,601	1,809	1,840	1,796	1,598	1,704	2,022
Poland	132	163	153	146	125	123	108	105	106
Russia	n/a	n/a	n/a	170	187	151	119	154	78
Cruise visitors*	157	228	412	469	486	467	530	492	596
Total	8,838	10,083	10,612	10,683	10,458	10,118	9,990	10,039	10,317

*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 24 million overnight stays were made by Swedish visitors in various forms of accommodation in Stockholm County in 2017. Most nights was spent at friends and relatives.

All type of Accommodation and Day trips

Visits and overnight stays for Swedish visitors in all type of accommodations and day trips 2017
Stockholm County and City of Stockholm (in thousands)

	Stockholm County		City of Stockholm	
	Visits	Guest nights	Visits	Guest nights
Hotel	3,446	7,254	2,754	5,829
Hostel	110	213	55	103
Camping (commercial)	131	712	64	284
Rented cottage, apartment or other accommodation	161	576	76	302
Commercial accommodation	3,848	8,756	2,949	6,517
Camping (free)	18	72	15	53
Own vacation home or apartment	725	3,939	201	854
With relatives and friends at no cost	2,874	10,020	2,112	7,313
Other accommodation at no cost	302	1,351	120	869
Other accommodation	3,918	15,381	2,448	9,090
Total overnight stays	7,766	24,137	5,397	15,607
Day trips	2,912		2,130	

More than 24 million overnight stays were made by Swedish visitors in various forms of accommodation in Stockholm County in 2017.

Close to 8.8 million overnight stays were registered in commercial accommodations like hotels, hostels, rented cottages and camping sites.

Just over every third trip was a business trip. Leisure travelers are first and foremost here to meet relatives and friends and, secondly, for peace and quiet, relaxation.

The trips to Stockholm are mainly by car or train. Flights are chosen for just over every 10th trip.

The data is based on tourist database interviews for 2017. Statistics Sweden is currently carrying out the survey on Swedish travels on behalf of Swedish Agency for Economic and Regional Growth. The figures illustrate Swedish travels where Stockholm has been the destination. Most come from other counties, but there are also stockholmers traveling within the county

Commercial Accommodations

All forms of accommodation, with the exception of vacation villages, had a positive development in 2017. Nine out of ten guest nights at commercial accommodations in Stockholm County is made at hotels. Guest nights at hotels have increased by 5 per cent in the last year

The vast majority at vacation villages and camping sites are domestic guests. But foreign visitors account for more than one in three overnight stays in hotels and six out of ten at hostels.

Overnight stays in all type of commercial accommodation 2017, Stockholm County

	Hotels	Hostels	Vacation villages	Camping	Commercially arranged private apartments and cottages	Total
Total	12,407,720	869,496	54,521	663,142	53,474	14,048,353
Sweden	7,909,667	354,239	53,657	517,378	8,613	8,843,554
Abroad	4,498,053	515,257	864	145,764	44,861	5,204,799
Nordic countries (not incl. Sweden)	611,453	30,142	251	19,549	2,261	663,656
Europe excl. Nordic countries	1,903,349	255,698	513	123,033	40,538	2,323,131
Rest of world (excl. Europe)	1,983,251	229,417	100	3,182	2,062	2,218,012

Commercial Accommodations – European visitors

European visitors. Commercial overnight stays in all type of accommodation 2017, Stockholm County

	Hotels	Hostels	Vacation villages	Camping	Commercially arranged private apartments and cottages	Total
Germany	380,173	62,382	160	69,372	31,109	543,196
Great Britain	414,694	33,071	58	3,707	1,396	452,926
Norway	252,742	9,134	132	10,242	582	272,832
Finland	198,659	10,579	18	5,398	35	214,689
France	133,492	30,694	37	7,485	642	172,350
Italy	134,571	20,292	..	4,001	55	158,919
Denmark	142,805	9,687	101	3,900	1,644	158,137
The Netherlands	116,915	17,494	13	17,930	2,102	154,454
Switzerland	119,200	13,639	13	9,030	3,400	145,282
Spain	113,425	16,280	..	422	32	130,159
Russia	65,605	6,354	..	101	12	72,072
Poland	48,255	12,717	28	1,248	729	62,977
Belgium	50,847	8,801	37	614	211	60,510
Austria	50,794	5,281	..	516	659	57,250
Ireland	36,649	1,644	..	222	..	38,515
Lituania	27,675	1,633	2	90	31	29,431
Turkey	24,389	2,712	..	2	..	27,103
Estonia	16,716	1,975	11	378	..	19,080
Romania	16,299	2,695	3	40	..	19,037
Hungary	12,255	6,772	..	2	..	19,029
Iceland	17,247	742	..	9	..	17,998
Greece	14,987	990	..	2	..	15,979
Czech Republic	14,042	1,357	1	81	67	15,548
Latvia	13,615	878	148	167	..	14,808
Portugal	12,769	1,100	..	21	..	13,890
Luxembourg	9,540	420	..	2	..	9,962
The rest of Europe	76,442	6,517	2	7,600	93	90,654

Two nations have a special position among European visitors to Stockholm. Guests from Germany and the UK account for more than one out of five foreign commercial overnight stay in Stockholm County. After USA, Britain is the largest target group in the county's hotels. Including all accommodation types however, most overnight stays are made by German visitors.

At hostels visitors from Germany dominate among foreign guests. Guests from France, Hungary and Poland relatively often choose to stay at hostels.

Visitors from Germany accounts for close to half of all overnight stays by foreign visitors at camping sites. Visitors from The Netherlands frequently choose this form of accommodation.

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

.. = Data not available

Commercial Accommodations – Non European

Non-European visitors. Commercial overnight stays in all type of accommodation 2017, Stockholm County

	Hotels	Hostels	Vacation villages	Camping	Commercially arranged private apartments and cottages	Total
USA	455,021	31,516	60	48	378	487,023
Canada	33,621	6,118	..	29	168	39,936
Brazil	29,775	1,819	..	12	..	31,606
The rest of Central & South America	32,906	5,627	16	32	..	38,581
China	135,387	7,994	..	8	..	143,389
India	134,479	1,821	..	4	..	136,304
Japan	57,377	2,588	59,965
South Korea	16,641	3,936	..	384	..	20,961
The rest of Asia	146,842	7,814	2	21	..	154,679
Australia	47,092	11,167	21	58	..	58,338
New Zealand	5,308	1,118	..	62	..	6,488
The rest of the world	175,508	94,467	..	2,492	1,516	273,983
Not indicated	713,294	53,432	1	32	..	766,759

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

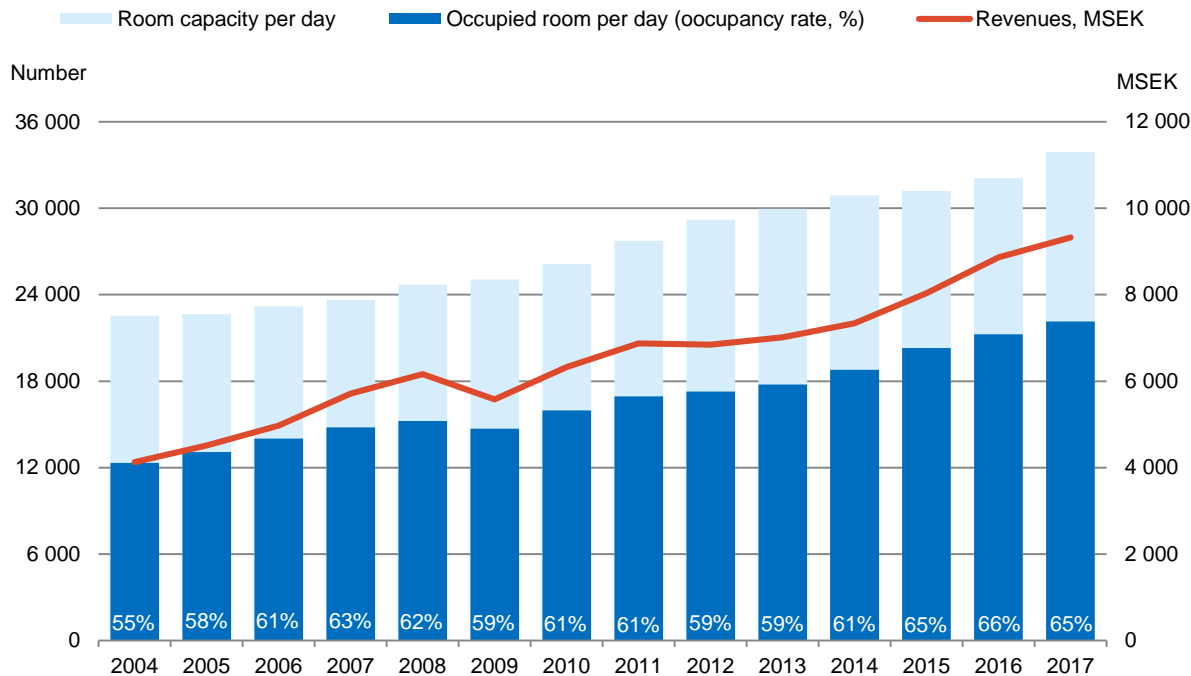
The positive trend for USA in recent years means that the United States now is the largest foreign nation at hotels in Stockholm County. US tourists also belong to the major foreign categories in hostels

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

.. = Data not available

Commercial Accommodations – Hotels

Capacity, occupancy and lodging revenues in hotels 2004-2017, Stockholm County



The hotel capacity in Stockholm is steadily increasing, but since 2009 not quite at the same rate as demand.

In 2017, there were 328 hotels in Stockholm County, of which 168 were located in the City of Stockholm.

Hotel revenues for the rooms sold were SEK 9.3 billion – an increase of 5 per cent compared to 2016. 72 per cent of revenues from rooms sold originated from hotels in the City of Stockholm.

The hotel's revenues suffered from the recession in 2009, but has since then risen by 67 per cent.

The occupancy rate increased in 2015 and has been stable over the last three years.

Commercial Accommodations – Hotels

In 2017 on average 33,900 hotel rooms were available in the Stockholm County – an increase of 6 per cent compared to 2016 and 30 per cent since 2010.

The number of occupied rooms per day increased to 22,100. This is an increase of almost 4 per cent and equals an occupancy rate

of 65 per cent in Stockholm County. The occupancy rate is notably higher during the working week days than during the weekend and higher in the city and increasingly so closer to central parts. Six out of ten of all available hotel rooms in the county is located in the city.

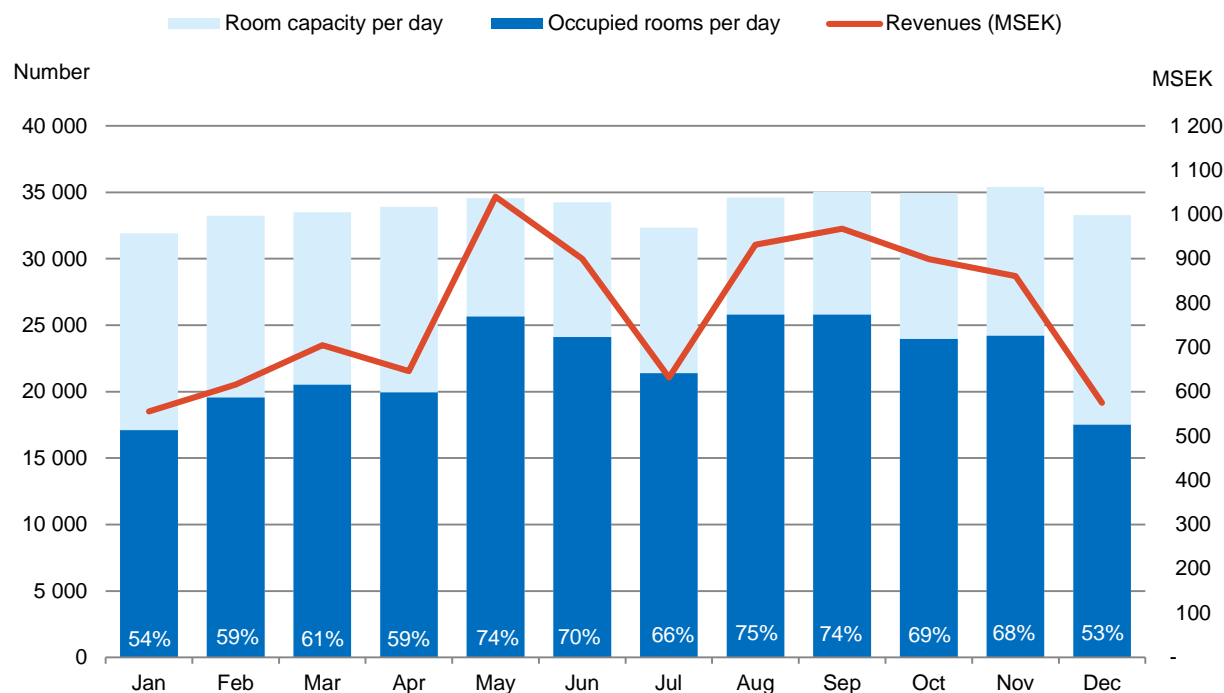
Hotels. Key figures 2010-2017, Stockholm County and City of Stockholm

	Stockholm County								City of Stockholm							
	2010	2011	2012	2013	2014	2015	2016	2017	2010	2011	2012	2013	2014	2015	2016	2017
Number of hotels	285	293	297	298	301	301	304	328	139	148	149	148	150	149	154	168
Room capacity (in thousands) per day	26.1	27.7	29.2	30.0	30.9	31.2	32.1	33.9	16,0	17,3	18,5	18,4	19,0	19,0	19,7	21,2
Occupied rooms (in thousands) per day	16.0	16.9	17.3	17.8	18.8	20.3	21.3	22.1	11.1	11.8	12.2	12.4	12.9	13.7	14.4	15.1
Occupancy rate, %	61	61	59	59	61	65	66	65	69	68	66	67	65	72	73	71
Mon-Thurs, %	68	69	67	66	68	71	73	72	75	75	73	73	72	77	79	77
Fri-Sun, %	52	51	49	50	52	57	58	57	62	60	58	60	57	64	66	65
Revenues (MSEK)	6,327	6,877	6,847	7,014	7,341	8,035	8,867	9,323	4,538	4,957	4,981	5,079	5,151	5,754	6,394	6,799
Revenues per occupied room, SEK	1,085	1,112	1,086	1,082	1,070	1,084	1,143	1,154	1,117	1,148	1,116	1,122	1,095	1,147	1,215	1,233
Revenues per available room, SEK	663	679	642	641	651	706	757	753	775	783	739	755	749	824	890	879

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

Commercial Accommodations – Hotels

Capacity, occupancy and lodging revenues by month 2017, Stockholm County



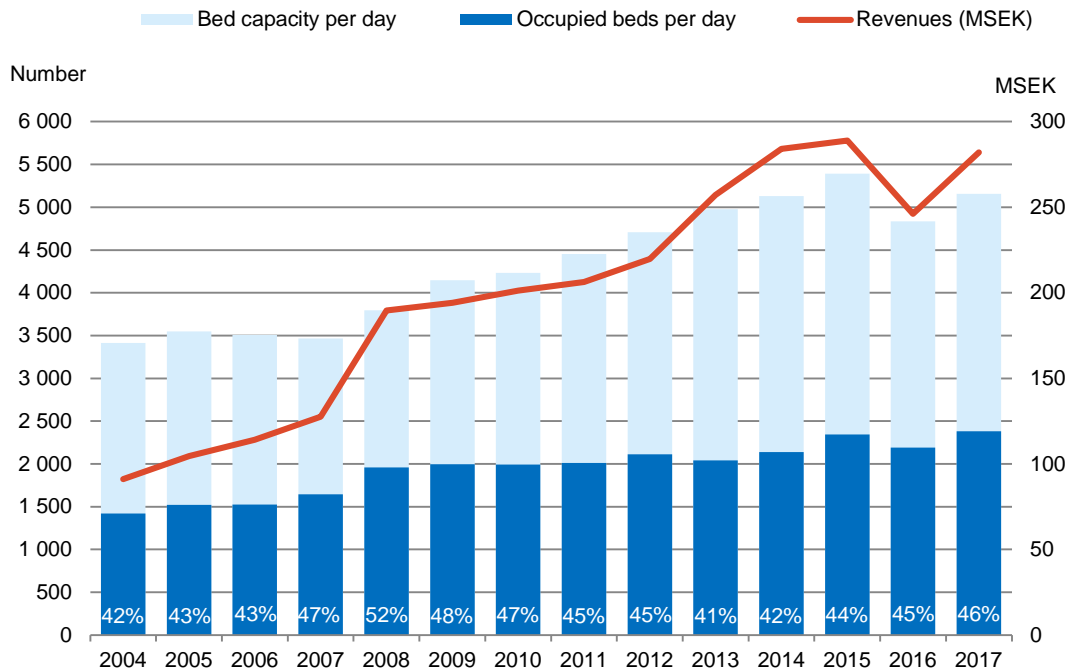
During May and in August and September, the utilization rate for hotels reaches its peak. During May the average price for a hotel room is at its highest, as is revenues for rooms sold.

Capacity does not vary significantly over the year. But there are variations in the number of rooms sold, and even more, in price level and revenue.

During the holidays in July prices are considerable lower, and so are revenues. Low season, measured in capacity utilization and revenues, is December and January.

Commercial Accommodations – Hostels

Capacity, occupancy and lodging revenues in hostels 2004-2017, Stockholm County



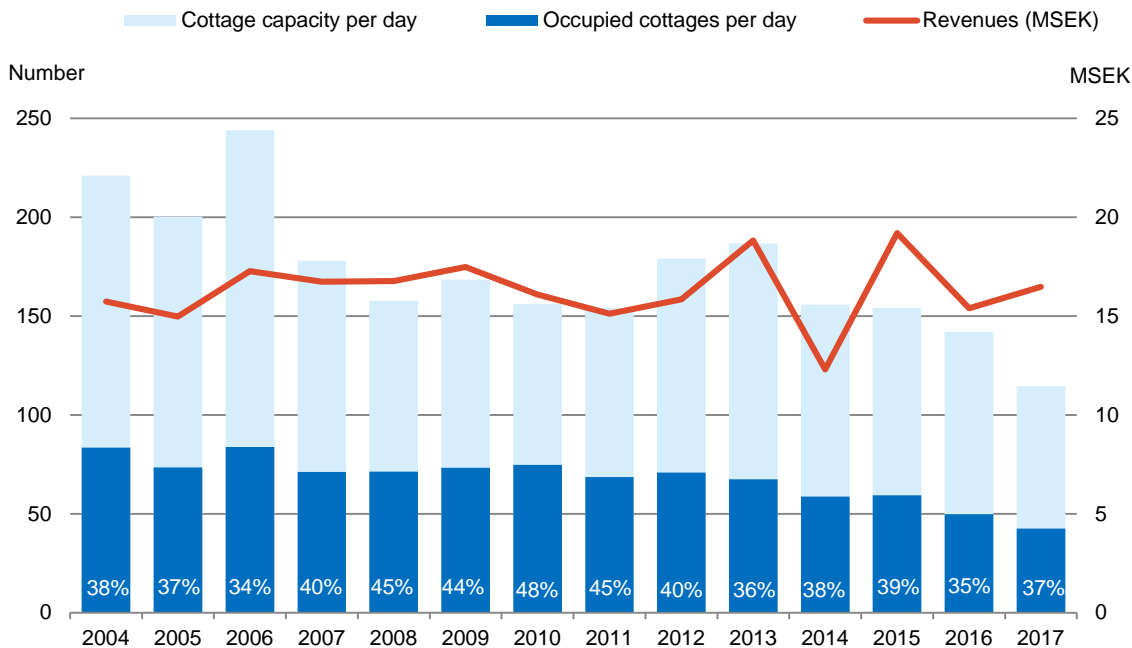
2016 was a weak year for hostels in the County of Stockholm. 2017 meant a substantial recovery, both in terms of capacity and revenues.

On average there are 5,200 beds available at hostels in the county. Since 2016 bed capacity has increased by 7 per cent and revenues by 15 per cent.

Capacity, as well as the occupancy rate, are considerably higher during the summer months. Over the entire year, 46 per cent of hostel beds were occupied.

Commercial Accommodations – Vacation Villages

Capacity, occupancy and lodging revenues in vacation villages 2004-2017, 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 gradually decreased since 2013. In 2017 capacity dropped by 19 per cent and occupied cottages by nearly as much.

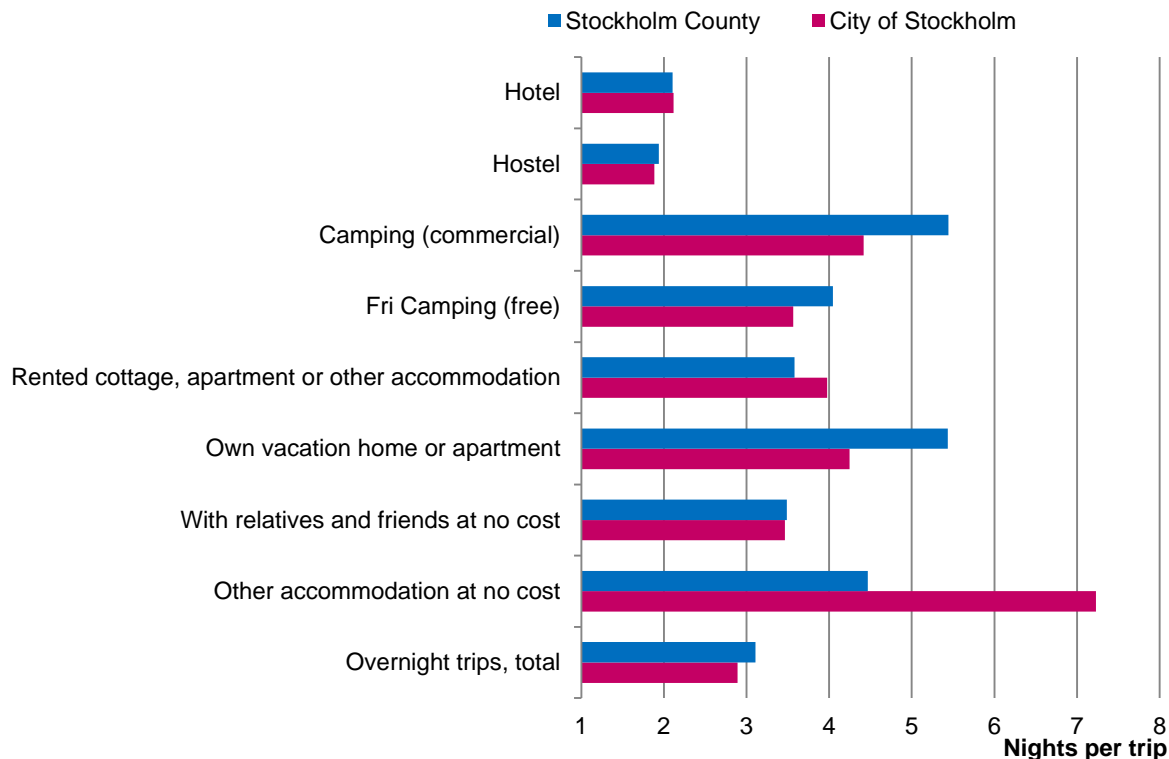
There has been a significant variation in revenues during the last years. Revenues for 2017 increased to SEK 16.4 million.

Length of stay

Visitors who stay overnight in Stockholm spend an average of 3.1 nights. Hotel guests stay close to 2 nights – foreign visitors more and domestic visitors less. Camping guests stay significantly longer as well as visitors who stay in their own cottage or pleasure boat during their visit in the Stockholm.

Length of stay

Average number of nights spent by Swedish visitors in different types of accommodation in Stockholm County and City, 2017



Statistics Sweden is currently carrying out the survey on Swedish travels on behalf of Swedish Agency for Economic and Regional Growth. Results for 2017 are now available

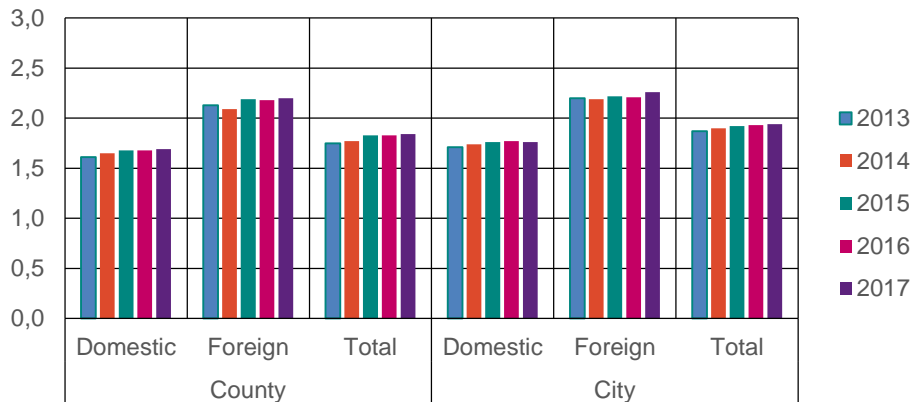
How many nights a visitor spends during their trip to Stockholm varies considerably between different types of accommodation.

The time spent is shortest for the commercial forms of accommodation – hotels and hostels.

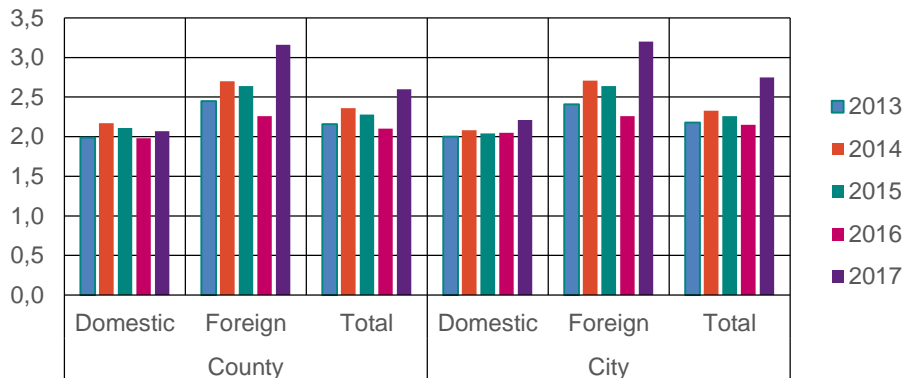
Most nights spend in conjunction with a visit to Stockholm is noted for camping and own vacation home or apartment.

Length of stay – hotel, hostel and vacation villages

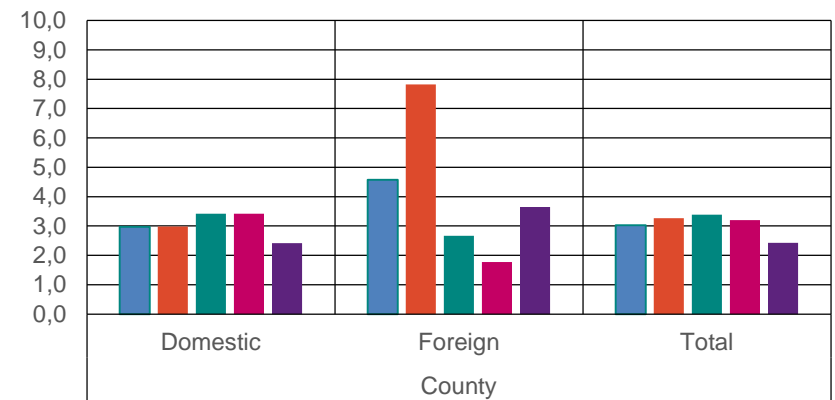
Average number of nights spent by visitors in hotels in Stockholm County and City 2013-2017



Average number of nights spent by visitors in hostels in Stockholm County and City 2013-2017



Average number of nights spent by visitors in vacation villages in Stockholm County 2013-2017

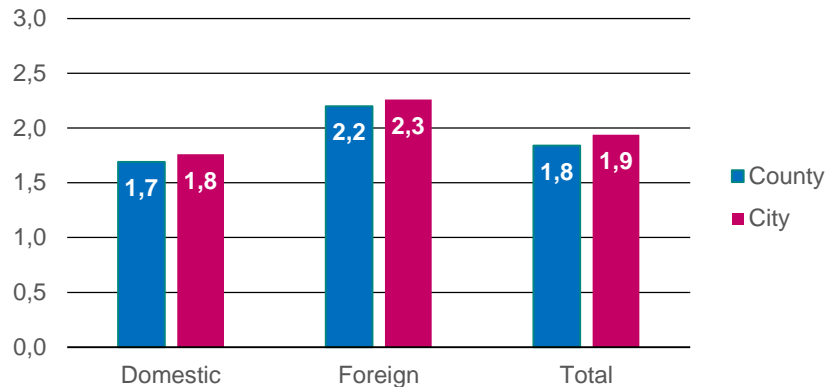


Foreign visitors stay longer than domestic guests while visiting Stockholm. This applies to both hotels, hostels and holiday villages. For hotels, the result is stable year by year. Hotel guests also have the shortest length of stay.

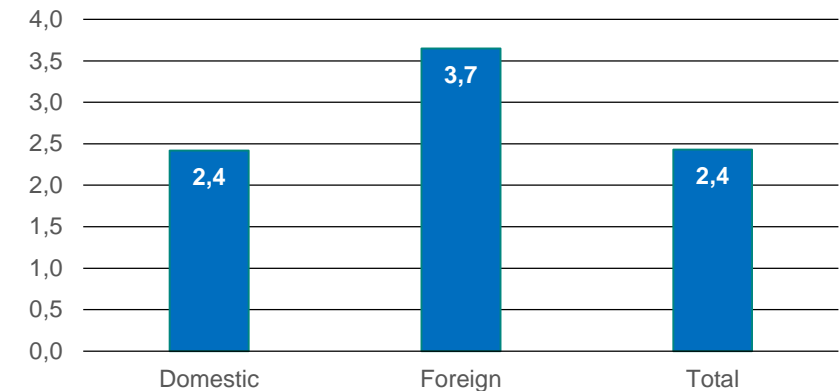
Foreign guest at hostels stayed considerably longer in 2017 than in 2016. Vacation villages did not have a brilliant year in 2017. This is also seen in the average length of stay.

Length of stay 2017 – hotel, hostel and vacation villages

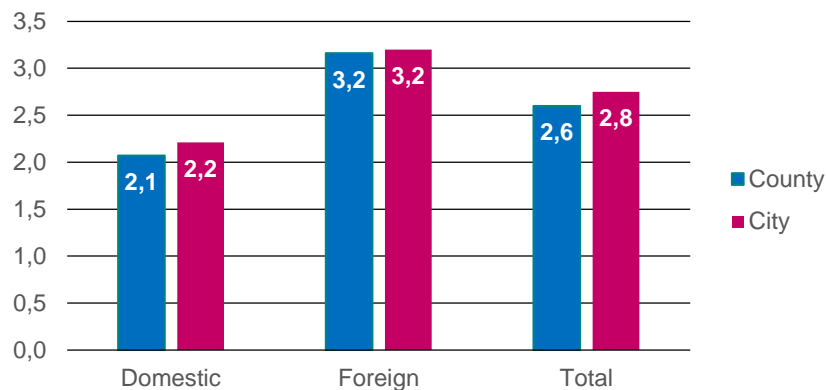
Average number of nights spent by visitors in hotels in Stockholm County and City 2017



Average number of nights spent by visitors in vacation villages in Stockholm County 2017



Average number of nights spent by visitors in hostels in Stockholm County and City 2017



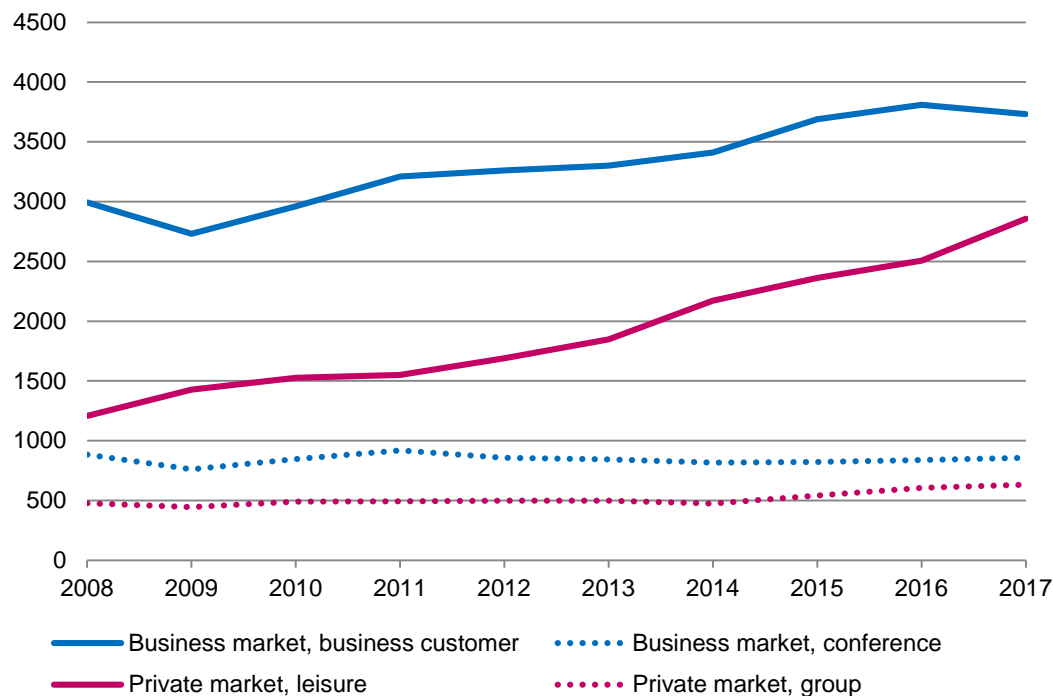
**Source: Swedish Agency for Economic and Regional Growth/
Statistics Sweden**

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

Rooms sold at hotels by business and leisure visitors 2008-2017, Stockholm County (in thousands)



Most hotel rooms are rented by business travelers.

A growing proportion of hotel rooms in the County are rented by visitors who are in Stockholm during their leisure.

The number of rooms rented by business travelers is also increasing, but not at the same rate as the private market.

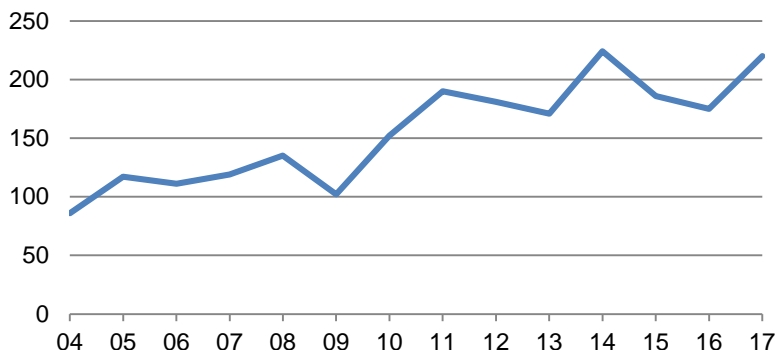
Group travelers account for a smaller – and decreasing – part of all rented hotel rooms.

International Meetings and Conventions

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

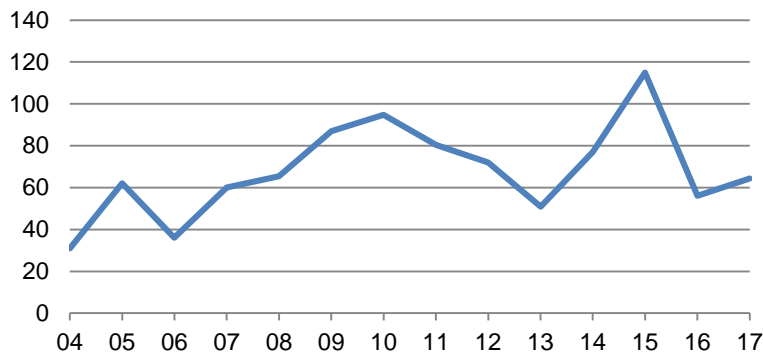
International Meetings and Conventions

International conventions in Stockholm, 2004-2017

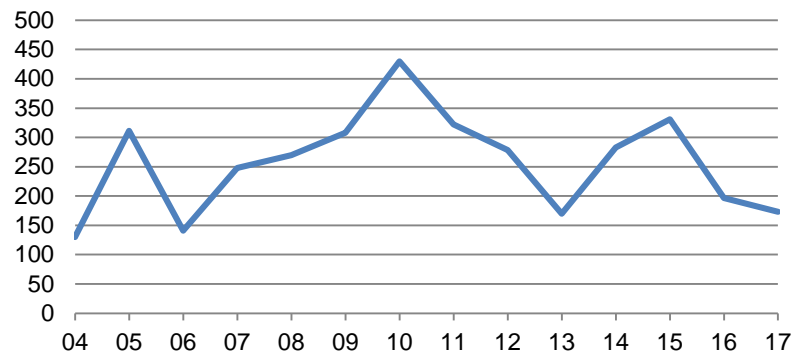


In 2017 Stockholm attracted 220 international association meetings. It is almost at the level of the peak year of 2014. 64,000 delegates generated 173,000 overnight stays. This refers to all international meetings, both those arranged by the ICCA framework and other meetings.

International convention participants in Stockholm, 2004-2017 (in thousands)

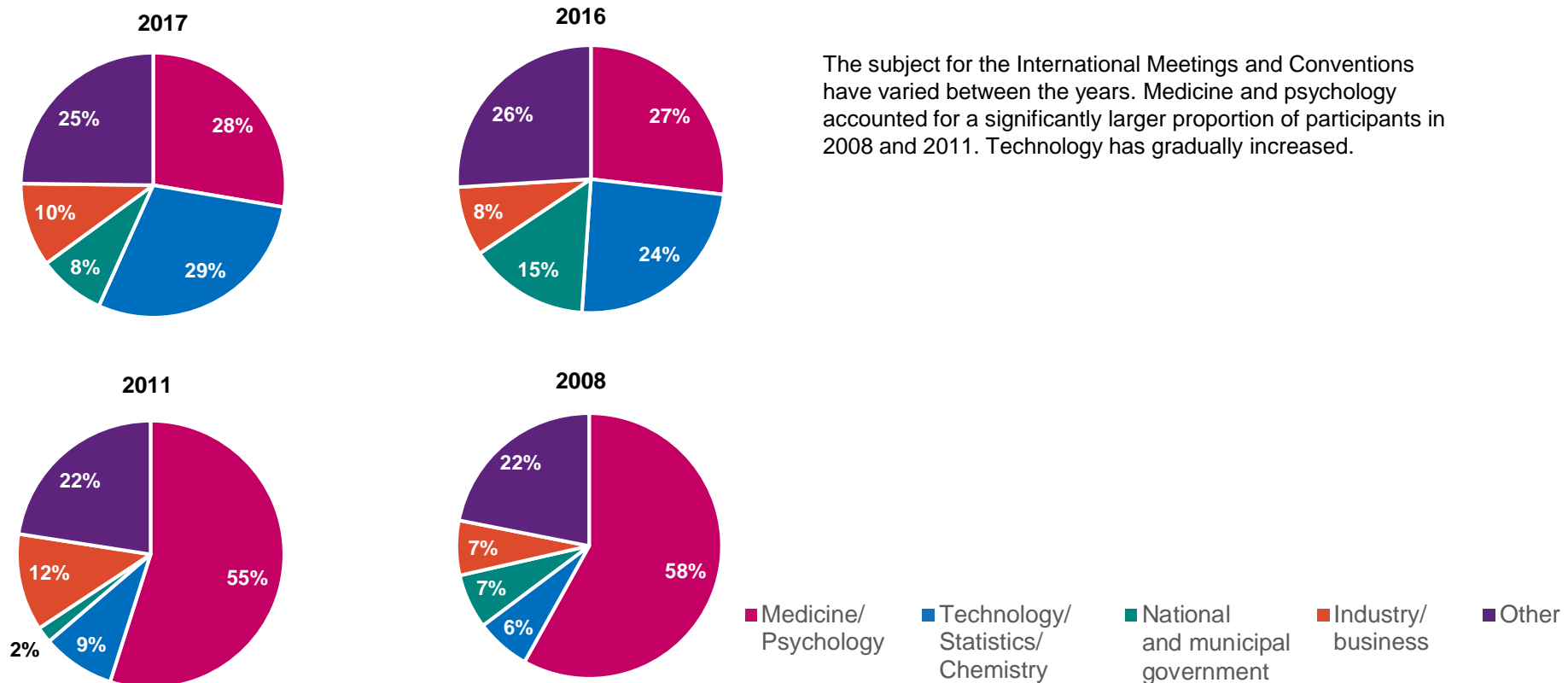


International convention-related overnight stays in Stockholm, 2004-2017 (in thousands)



International Meetings and Conventions

International convention participants by subject area in Stockholm



International Meetings and Conventions

Number of international conventions. Top 25 cities, 2015-2017

	2017		2016		2015	
	Rank	Meetings	Rank	Meetings	Rank	Meetings
Barcelona	1	195	3	181	3	180
Paris	2	190	1	196	2	186
Vienna	3	190	2	186	4	178
Berlin	4	185	4	176	1	195
London	5	177	5	153	5	171
Singapore	6	160	6	151	7	156
Madrid	7	153	7	144	5	171
Lisbon	8	149	9	138	9	145
Seoul	9	142	10	137	13	117
Buenos Aires	10	131	17	103	26	82
Budapest	11	128	16	108	19	95
Hong Kong	12	119	19	99	15	112
Dublin	13	117	13	118	18	95
Copenhagen	14	115	14	115	10	138
Amsterdam	15	112	7	144	12	120
Bangkok	16	110	12	121	16	103
Tokyo	17	101	21	95	28	80
Stockholm	18	97	18	101	23	89
Montreal	19	96	27	76	31	76
Rome	20	96	20	96	17	99
Brussels	21	90	23	91	13	117
Warsaw	22	89	30	71
Helsinki	23	87	22	92	33	71
Beijing	24	81	15	113	19	95
Athens	25	76	25	79	24	87
Sydney	26	76	25	86

The statistics on this page is based on ICCA Statistics, i.e meetings organized by international associations, with at least 50 participants, which take place on a regular basis and which rotate between a minimum of three destinations.

Stockholm defends its position among the more significant cities for meetings and conventions in the world. In 2017, Stockholm defended the 18th position and climbed to 12th in Europe, in the ICCA rankings measuring international meetings.

These are the city's best positions for a number of years. Stockholm held 97 ICCA-approved meetings in 2017. Stockholm has a position above cities such as Brussels and Rome in the world rankings.

Source: International Congress and convention Association, ICCA

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, 2017

Rank	Attraction	Number of visitors (in thousands)	Change compared to 2015
1.	Stockholm Globe Arenas (incl Skyview)	2,900	44%
2.	Kulturhuset Stadsteatern (Incl Theatre in the Parks and Theatre Skärholmen)	2,800	-3%
3.	Gröna Lund	1,691	8%
4.	The Vasa Museum	1,496	11%
5.	Eriksdalsbadet, Swimming Center	1,350	12%
6.	Skansen	1,343	-2%
7.	Redsightseeing (Touristry AB)	1,061	-5%
8.	Stockholmsmässan	947	7%
9.	Friends Arena	900	0%
10.	Swedish Museum of Natural History (incl. Cosmonova)	648	-10%
11.	Moderna museet	581	-8%
12.	City Hall	509	11%
13.	The Royal Armoury	421	-6%
14.	Casino Cosmopol	378	-4%
15.	Prince Eugen's Waldemarsudde	374	211%
16.	Stockholm Cathedral	372	65%
17.	The Butterfly House Haga Ocean	320	5%
18.	Junibacken	316	-1%
19.	Museum of Science and Tecnology	315	5%
20.	Artipelag	300	0%
21.	The Royal Opera	297	4%
22.	The Nordic Museum	290	14%
23.	The Museum of Mediterranean and near east antiquities	283	-16%
24.	The Royal Dramatic Theatre	272	..
25.	Abba the Museum	255	-8%

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.

Stockholm Globe Arenas and Kulturhuset Stadsteatern are the two cultural attractions with the most visitors. During the past year, visitors at Stockholm Globe Arenas increased, and – for the first time – exceeded that of Kulturhuset.

The Vasa Museum and Skansen – the world's first open-air museum – are the two museums that attract the most visitors. But a number of other museums can be found high on the list of popular attractions in Stockholm.

Source: Visit Stockholm

.. = Data not available

How Much Visitors Spend

Tourism is of great importance for the economy in Stockholm.

Consumption During the Visit

Consumption (SEK) per Swedish visitor in Stockholm County and City 2017

	Stockholm County		City of Stockholm	
	During the visit	Per day	During the visit	Per day
Hotel	5,776	2,744	6,409	3,029
Hostel	4,325	2,232	6,932	3,677
Camping (commercial)	5,531	1,016	9,631	2,179
Camping (free)	1,177	291	770	216
Rented cottage, apartment or other accommodation	2,886	806	3,388	852
Own vacation home or apartment	2,917	537	5,699	1,342
With relatives and friends at no cost	3,056	876	2,134	616
Other accommodation at no cost	1,821	407	3,425	474
Overnight trips, total	3,350	1,077	3,639	1,259
Day trips	939	939	1,129	1,129
Leisure travels	3,398	1,273	3,715	1,523
Commercial travels	3,262	2,146	3,535	2,224

The level of revenue volume is related to the type of accommodation. This may be due to the cost of the accommodation, but also the average length of stay.

Visitors staying in Stockholm city spend more than in the county as a whole. This applies to visitors in most forms of accommodation.

Leisure trips are longer than business travels. Business travelers have higher expenses per day, but considering the entire stay, there is no obvious difference between leisure and business travels.