



Stockholm's tourism industry

2012 January

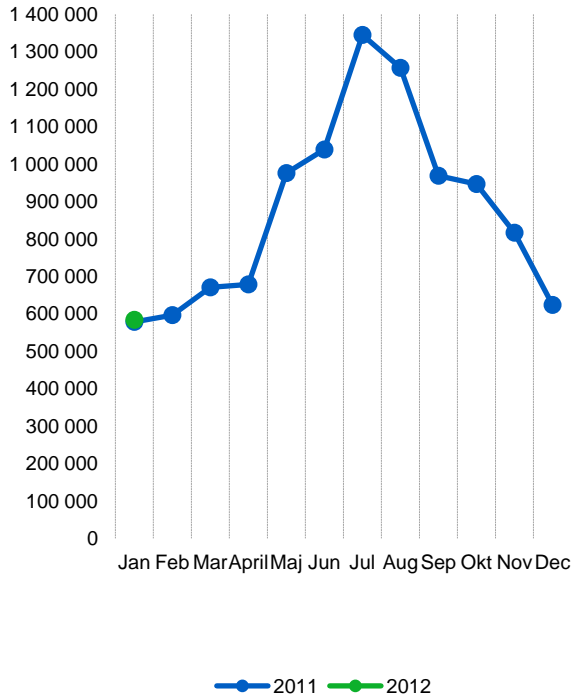
- 2012 opened with a slight increase in the number of overnight stays at the county commercial establishments. Close to 584 000 overnight stays were made during January. Compared to the same month in 2011 this means an increase of 1 % or 5 000 nights. The entire increase was localized to the county outside of Stockholm.
- Overnight stays from Swedish and foreign visitors rose at the same rate. The development at the hotels was more positive than in hostels and camping – in particular for visitors from abroad.
- The positive development for target groups outside of Europe that we have seen throughout most of 2011 continues. The U.S. market rose during January by 8 % and all major markets in Asia rose significantly.
- Guest nights from Scandinavian visitors have increased throughout the fall. This trend continues in the initial month for all the Nordic countries. Weaker is the development of target groups in Europe outside the Nordic region. Most major markets except the UK and Holland reduced. For the Russian visitors, who account for most foreign overnight stays in January, the number of overnight stays unchanged since last year.
- At the county's hotels, the number of rooms sold increased with 14 000, or 4 %. Business travelers, who during the month hired more than 70 % of the rooms, accounted for the increase. A rented room in the county cost during the month an average of 1 028 SEK. Hotels' revenue for rooms sold was just over 408 million SEK, which is an increase of 4 % from January 2011.

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

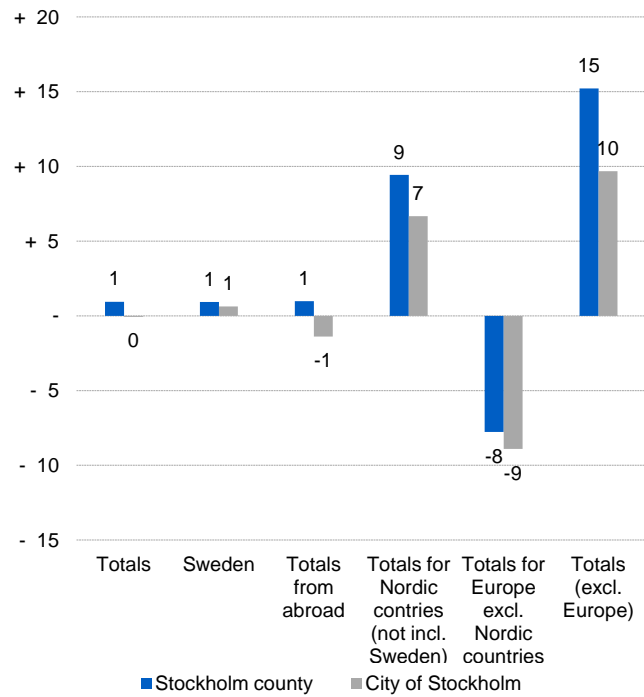
Source: Statistics Sweden and Swedish Agency for Economic and Regional Growth.



Commercial overnight stays, Stockholm county



Commercial overnight stays by market, Stockholm county and city of Stockholm



Commercial overnight stays 2012 compared with previous year

| | January 2012 | | YTD | |
|-------------------------------|------------------|------------|------------------|------------|
| | Guest nights | Change, % | Guest nights | Change, % |
| Stockholm County | 583 829 | + 1 | 583 829 | + 1 |
| Domestic | 421 132 | + 1 | 421 132 | + 1 |
| Foreign | 162 697 | + 1 | 162 697 | + 1 |
| Nordic countries excl. Sweden | 31 000 | + 9 | 31 000 | + 9 |
| Europe excl. Nordic countries | 85 393 | - 8 | 85 393 | - 8 |
| Non European | 46 304 | + 15 | 46 304 | + 15 |
| City of Stockholm | 389 336 | - 0 | 389 336 | - 0 |
| Domestic | 256 773 | + 1 | 256 773 | + 1 |
| Foreign | 132 563 | - 1 | 132 563 | - 1 |
| Nordic countries excl. Sweden | 24 730 | + 7 | 24 730 | + 7 |
| Europe excl. Nordic countries | 69 525 | - 9 | 69 525 | - 9 |
| Non European | 38 308 | + 10 | 38 308 | + 10 |
| Sweden | 2 934 023 | - 0 | 2 934 023 | - 0 |

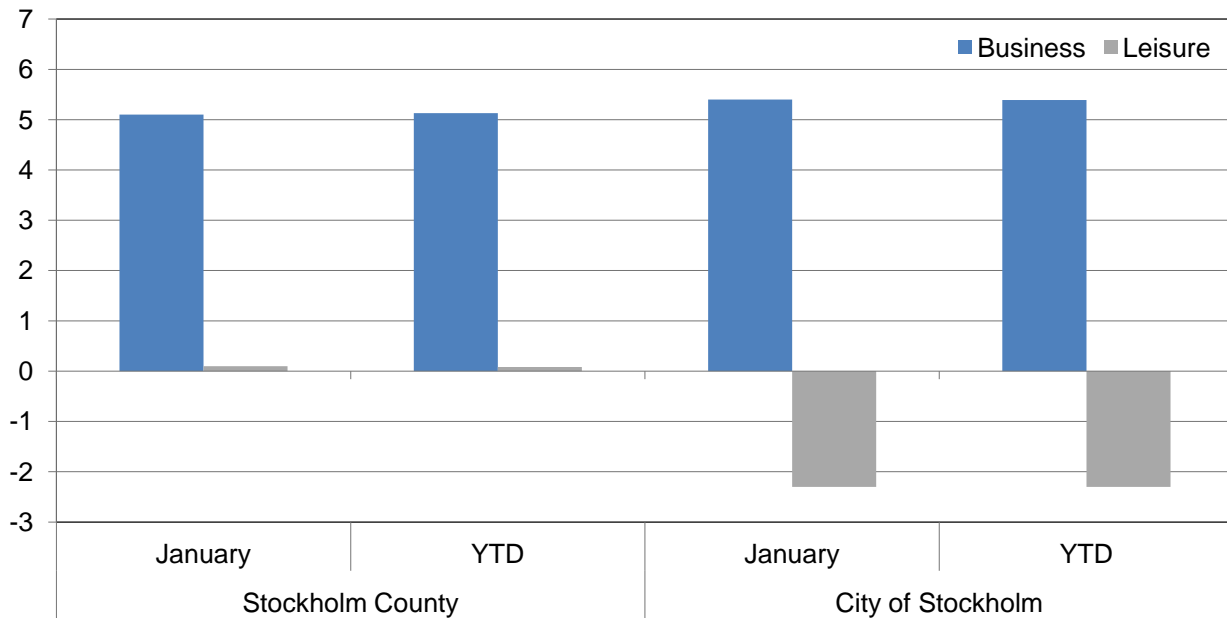


Commercial overnight stays by nationality, Stockholm county and city of Stockholm

| Country | Stockholm County | | | | | | City of Stockholm | | | | | |
|--------------------------------------|-------------------|-----------------|----------------|-------------|-----------------|----------------|-------------------|----------------|-------------|----------------|-------------|--|
| | Guest-nights 2011 | Share in Sweden | January 2012 | | | YTD | | January 2012 | | YTD | | |
| | | | Guest-nights | Change, % | Share in Sweden | Guest-nights | Change, % | Guest-nights | Change, % | Guest-nights | Change, % | |
| Totals | 10 580 670 | 20 % | 583 829 | + 1 | 20 % | 583 829 | + 1 | 389 336 | - 0 | 389 336 | - 0 | |
| Domestic | 7 081 048 | 18 % | 421 132 | + 1 | 18 % | 421 132 | + 1 | 256 773 | + 1 | 256 773 | + 1 | |
| Foreign | 3 499 622 | 27 % | 162 697 | + 1 | 29 % | 162 697 | + 1 | 132 563 | - 1 | 132 563 | - 1 | |
| Nordic countries excl. Sweden | 586 859 | 12 % | 31 000 | + 9 | 13 % | 31 000 | + 9 | 24 730 | + 7 | 24 730 | + 7 | |
| Europe excl. Nordic countries | 1 881 159 | 32 % | 85 393 | - 8 | 37 % | 85 393 | - 8 | 69 525 | - 9 | 69 525 | - 9 | |
| Non European | 1 031 604 | 54 % | 46 304 | + 15 | 47 % | 46 304 | + 15 | 38 308 | + 10 | 38 308 | + 10 | |
| Denmark | 154 589 | 12 % | 8 011 | + 18 | 7 % | 8 011 | + 18 | 5 669 | + 9 | 5 669 | + 9 | |
| Norway | 249 827 | 8 % | 12 266 | + 7 | 12 % | 12 266 | + 7 | 10 128 | + 4 | 10 128 | + 4 | |
| Finland | 174 997 | 35 % | 10 249 | + 6 | 41 % | 10 249 | + 6 | 8 502 | + 8 | 8 502 | + 8 | |
| Iceland | 7 446 | 46 % | 474 | + 39 | 55 % | 474 | + 39 | 431 | + 37 | 431 | + 37 | |
| Germany | 454 866 | 17 % | 12 331 | - 3 | 25 % | 12 331 | - 3 | 9 843 | - 5 | 9 843 | - 5 | |
| Great Britain | 292 352 | 49 % | 16 207 | + 4 | 43 % | 16 207 | + 4 | 13 224 | + 3 | 13 224 | + 3 | |
| Ireland | 21 583 | 55 % | 807 | - 34 | 47 % | 807 | - 34 | 697 | - 28 | 697 | - 28 | |
| The Netherlands | 118 837 | 19 % | 5 035 | + 14 | 33 % | 5 035 | + 14 | 4 193 | + 9 | 4 193 | + 9 | |
| Belgium | 52 430 | 45 % | 1 882 | - 26 | 45 % | 1 882 | - 26 | 1 656 | - 27 | 1 656 | - 27 | |
| Luxembourg | 4 375 | 51 % | 126 | - 33 | 56 % | 126 | - 33 | 120 | - 26 | 120 | - 26 | |
| France | 150 781 | 51 % | 6 330 | - 10 | 46 % | 6 330 | - 10 | 5 624 | - 9 | 5 624 | - 9 | |
| Switzerland | 96 782 | 40 % | 2 989 | - 3 | 58 % | 2 989 | - 3 | 2 610 | - 5 | 2 610 | - 5 | |
| Austria | 52 045 | 43 % | 1 071 | - 46 | 34 % | 1 071 | - 46 | 781 | - 41 | 781 | - 41 | |
| Italy | 174 195 | 61 % | 6 294 | - 33 | 49 % | 6 294 | - 33 | 5 693 | - 36 | 5 693 | - 36 | |
| Spain | 119 150 | 68 % | 2 873 | - 28 | 52 % | 2 873 | - 28 | 2 373 | - 30 | 2 373 | - 30 | |
| Portugal | 13 268 | 54 % | 484 | - 2 | 52 % | 484 | - 2 | 427 | - 3 | 427 | - 3 | |
| Greece | 14 628 | 66 % | 505 | - 31 | 63 % | 505 | - 31 | 464 | - 5 | 464 | - 5 | |
| Turkey | 13 222 | 61 % | 398 | - 31 | 54 % | 398 | - 31 | 361 | - 32 | 361 | - 32 | |
| Russia | 106 037 | 51 % | 18 616 | - 0 | 39 % | 18 616 | - 0 | 15 740 | + 4 | 15 740 | + 4 | |
| Estonia | 15 275 | 31 % | 937 | + 6 | 10 % | 937 | + 6 | 766 | + 31 | 766 | + 31 | |
| Latvia | 9 798 | 30 % | 721 | + 14 | 48 % | 721 | + 14 | 544 | + 17 | 544 | + 17 | |
| Lithuania | 12 844 | 34 % | 1 217 | + 23 | 62 % | 1 217 | + 23 | 470 | + 8 | 470 | + 8 | |
| Poland | 73 343 | 35 % | 3 378 | + 2 | 33 % | 3 378 | + 2 | 1 536 | - 11 | 1 536 | - 11 | |
| The Czech Republic | 11 562 | 27 % | 590 | + 2 | 29 % | 590 | + 2 | 294 | - 21 | 294 | - 21 | |
| Slovakia | 4 083 | 33 % | 237 | + 3 | 60 % | 237 | + 3 | 136 | - 17 | 136 | - 17 | |
| Hungary | 9 992 | 43 % | 477 | + 16 | 33 % | 477 | + 16 | 409 | + 16 | 409 | + 16 | |
| Rest of Europe | 59 711 | 47 % | 1 888 | - 35 | 25 % | 1 888 | - 35 | 1 564 | - 40 | 1 564 | - 40 | |
| USA | 264 636 | 62 % | 10 367 | + 8 | 54 % | 10 367 | + 8 | 8 953 | + 12 | 8 953 | + 12 | |
| Canada | 32 168 | 68 % | 1 281 | - 12 | 67 % | 1 281 | - 12 | 985 | - 25 | 985 | - 25 | |
| Brasil | 19 185 | 57 % | 478 | - 25 | 53 % | 478 | - 25 | 382 | - 18 | 382 | - 18 | |
| Central & South America | 27 020 | 68 % | 542 | - 16 | 51 % | 542 | - 16 | 456 | + 3 | 456 | + 3 | |
| Japan | 56 795 | 61 % | 1 542 | + 18 | 38 % | 1 542 | + 18 | 1 330 | + 20 | 1 330 | + 20 | |
| South Korea | 11 862 | 43 % | 684 | + 30 | 58 % | 684 | + 30 | 554 | + 53 | 554 | + 53 | |
| China | 67 553 | 46 % | 2 551 | + 13 | 43 % | 2 551 | + 13 | 2 309 | + 10 | 2 309 | + 10 | |
| India | 39 176 | 50 % | 2 887 | + 68 | 47 % | 2 887 | + 68 | 2 709 | + 66 | 2 709 | + 66 | |
| Rest of Asia | 72 772 | 63 % | 3 921 | + 17 | 67 % | 3 921 | + 17 | 3 318 | + 8 | 3 318 | + 8 | |
| Australia | 32 803 | 64 % | 1 933 | + 44 | 62 % | 1 933 | + 44 | 1 780 | + 43 | 1 780 | + 43 | |
| New Zealand | 3 004 | 54 % | 125 | + 21 | 59 % | 125 | + 21 | 112 | + 40 | 112 | + 40 | |
| Rest of the world | 64 925 | 42 % | 1 954 | + 43 | 42 % | 1 954 | + 43 | 1 325 | + 4 | 1 325 | + 4 | |
| Not indicated | 339 705 | 49 % | 18 039 | + 13 | 41 % | 18 039 | + 13 | 14 095 | + 2 | 14 095 | + 2 | |



Occupied hotel rooms by target group in Stockholm county and city of Stockholm, development (%) compared with previous year



Hotel – key figures

| | Stockholm County | | | | City of Stockholm | | | |
|-------------------------------|------------------|---------|---------|---------|-------------------|---------|---------|---------|
| | January | | YTD | | January | | YTD | |
| | 2012 | 2011 | 2012 | 2011 | 2012 | 2011 | 2012 | 2011 |
| Number of hotels | 287 | 278 | 287 | 278 | 147 | 139 | 147 | 139 |
| Room capacity | 865 271 | 798 815 | 865 271 | 798 815 | 545 926 | 500 933 | 545 926 | 500 933 |
| Occupied rooms | 397 531 | 383 454 | 397 531 | 383 454 | 267 477 | 259 689 | 267 477 | 259 689 |
| Capacity utilization (%) | 45,9 | 47,4 | 45,9 | 47,4 | 49,0 | 50,9 | 49,0 | 50,9 |
| Mon-thu (%) | 55,0 | 58,0 | 55,0 | 58,0 | 57,0 | 61,1 | 57,0 | 61,1 |
| Fri-sun (%) | 33,0 | 35,5 | 33,0 | 35,5 | 37,7 | 39,8 | 37,7 | 39,8 |
| Revenues (MSEK) | 408,7 | 393,4 | 408,7 | 393,4 | 274,2 | 269,3 | 274,2 | 269,3 |
| Rev. per occupied room (SEK) | 1 028 | 1 026 | 1 028 | 1 026 | 1 025 | 1 037 | 1 025 | 1 037 |
| Rev. per disp. room (SEK) | 472,3 | 492,5 | 472,3 | 492,5 | 502,2 | 537,6 | 502,2 | 537,6 |