



Stockholm's tourism industry

2012 February

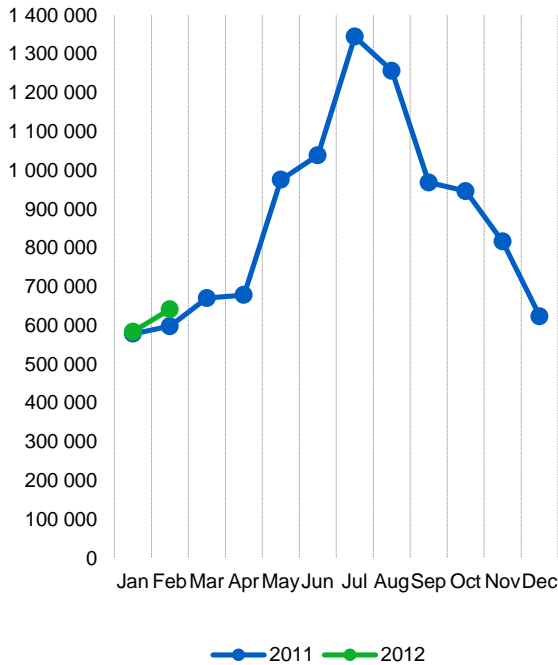
- After a modest increase in the number of guest nights spent in the county's commercial establishments during the first month, the development took off during February. The month's 642 000 overnight stays meant an increase of 7 % compared with February last year. Swedish and foreign overnight stays increased in approximately the same extent. 2012 is a leap year and February consisted of 29 days compared to last year's 28.
- The development at the hotels were more positive than for hostels and camping, especially for visitors from abroad. This month the City developed stronger than the county as a whole.
- In February it was target groups outside Europe which increased most significantly. This despite a small decline for the U.S. market. Large increases can be observed for several target groups in Asia, particularly India.
- Guest nights from Scandinavian visitors continues to rise. The positive trend is seen for all the Nordic countries. Also overnight stays by visitors from the rest of Europe increased, though to a lesser extent. Important target groups such as Germany (+11 %), UK (+5 %) and Russia (+3 %) showed positive trends. In Southern Europe there was tendency in the opposite direction.
- At the county's hotels, the number of rooms sold rose by almost 27 000, or 7 %. During the same period the number of available rooms has increased even faster, up 9 %. Capacity utilization fell slightly to 52 %. Also the average room price was lower than during the same month 2011. Hotels' revenue for rooms sold was closer to 471 million kronor, an increase of 4% from last February.

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

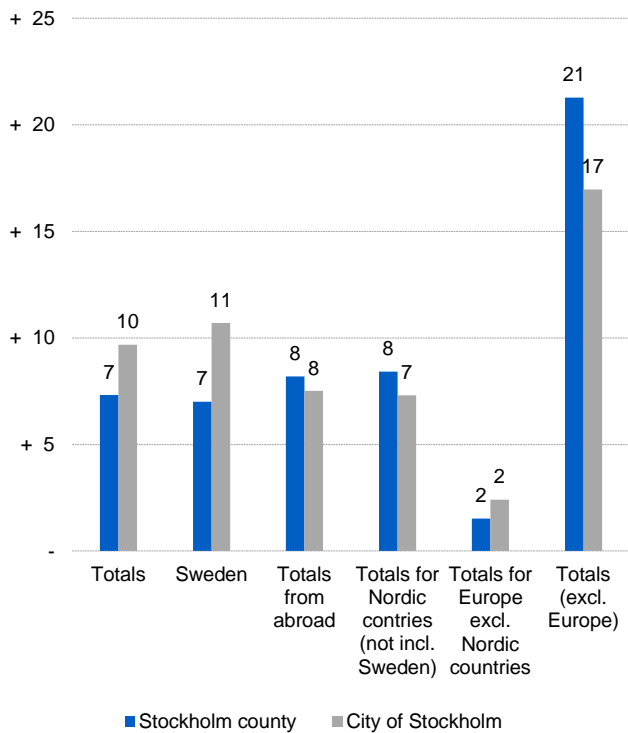
Source: Statistics Sweden and Swedish Agency for Economic and Regional Growth.



Commercial overnight stays, Stockholm county



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



Commercial overnight stays 2012 compared with previous year

	February 2012		YTD	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	641 535	+ 7	1 220 964	+ 4
Domestic	472 807	+ 7	891 462	+ 4
Foreign	168 728	+ 8	329 502	+ 4
Nordic countries excl. Sweden	35 657	+ 8	66 132	+ 8
Europe excl. Nordic countries	83 208	+ 2	168 283	- 3
Non European	49 863	+ 21	95 087	+ 17
City of Stockholm	438 308	+ 10	825 293	+ 4
Domestic	301 744	+ 11	556 363	+ 4
Foreign	136 564	+ 8	268 930	+ 2
Nordic countries excl. Sweden	27 908	+ 7	52 505	+ 6
Europe excl. Nordic countries	66 831	+ 2	136 816	- 4
Non European	41 825	+ 17	79 609	+ 12
Sweden	3 440 517	+ 6	6 381 965	+ 3

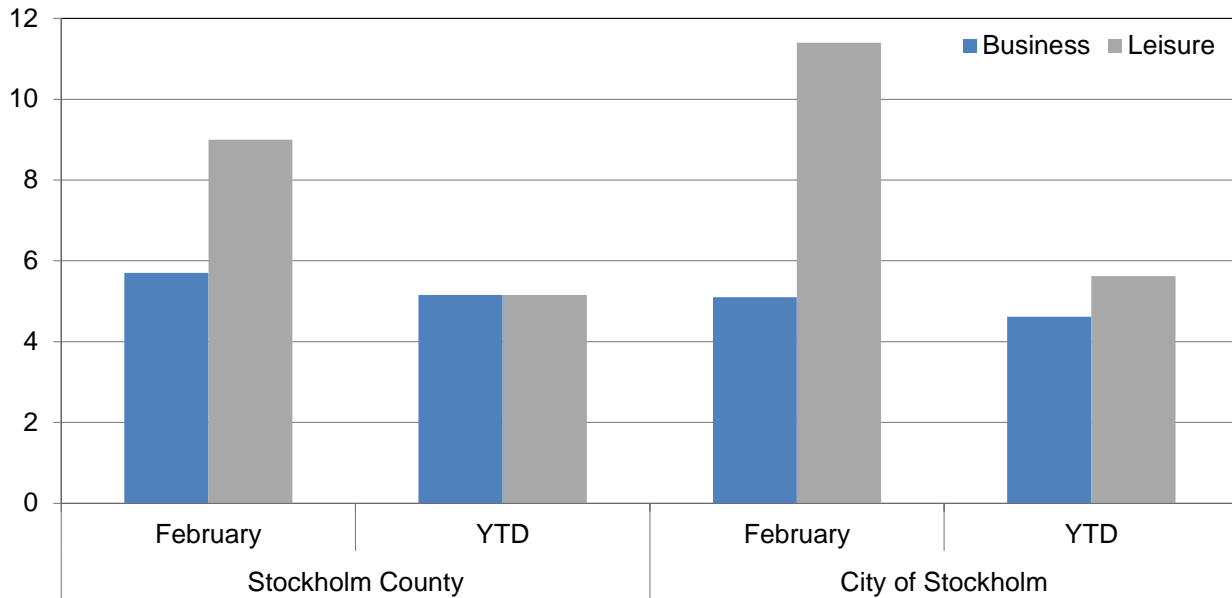


Commercial overnight stays by nationality, Stockholm county and city of Stockholm

Country	Stockholm County						City of Stockholm					
	Guest-nights 2011	Share in Sweden	February 2012			YTD		February 2012		YTD		
			Guest-nights	Change, %	Share in Sweden	Guest-nights	Change, %	Guest-nights	Change, %	Guest-nights	Change, %	
Totals	10 442 895	20 %	641 535	+ 7	19 %	1 220 964	+ 4	438 308	+ 10	825 293	+ 4	
Domestic	6 959 833	18 %	472 807	+ 7	17 %	891 462	+ 4	301 744	+ 11	556 363	+ 4	
Foreign	3 483 062	27 %	168 728	+ 8	24 %	329 502	+ 4	136 564	+ 8	268 930	+ 2	
Nordic countries excl. Sweden	589 673	12 %	35 657	+ 8	10 %	66 132	+ 8	27 908	+ 7	52 505	+ 6	
Europe excl. Nordic countries	1 874 522	32 %	83 208	+ 2	34 %	168 283	- 3	66 831	+ 2	136 816	- 4	
Non European	1 018 867	53 %	49 863	+ 21	47 %	95 087	+ 17	41 825	+ 17	79 609	+ 12	
Denmark	153 979	12 %	9 602	+ 9	5 %	17 350	+ 12	6 818	-	12 451	+ 4	
Norway	254 525	8 %	13 720	+ 5	12 %	25 801	+ 6	11 419	+ 8	21 453	+ 4	
Finland	173 564	35 %	11 494	+ 9	24 %	21 646	+ 7	8 880	+ 8	17 370	+ 8	
Iceland	7 605	47 %	841	+ 86	61 %	1 335	+ 69	791	+ 110	1 231	+ 80	
Germany	454 438	17 %	15 183	+ 11	23 %	27 438	+ 5	11 894	+ 12	21 794	+ 3	
Great Britain	293 792	49 %	19 319	+ 5	39 %	35 364	+ 4	16 063	+ 7	29 229	+ 5	
Ireland	21 854	56 %	1 007	- 44	42 %	1 808	- 40	911	- 24	1 610	- 28	
The Netherlands	118 566	19 %	5 398	- 10	25 %	10 459	+ 1	4 527	- 10	8 790	- 1	
Belgium	53 731	46 %	2 786	- 1	42 %	4 683	- 12	2 474	+ 6	4 160	- 14	
Luxembourg	4 370	51 %	267	+ 34	39 %	403	+ 4	257	+ 52	387	+ 10	
France	150 090	51 %	8 588	+ 12	41 %	14 993	+ 2	7 567	+ 16	13 315	+ 3	
Switzerland	97 059	40 %	3 203	- 6	50 %	6 239	- 3	2 821	- 5	5 502	- 5	
Austria	51 748	43 %	1 353	- 45	43 %	2 414	- 45	985	- 44	1 766	- 43	
Italy	172 554	61 %	4 385	- 16	38 %	10 738	- 26	3 480	- 21	9 285	- 31	
Spain	118 890	68 %	3 719	- 10	60 %	6 583	- 19	3 125	- 12	5 510	- 21	
Portugal	13 074	54 %	554	+ 6	44 %	1 044	+ 3	504	+ 25	942	+ 6	
Greece	14 708	66 %	497	- 7	65 %	1 003	- 20	459	+ 11	928	+ 2	
Turkey	13 252	61 %	909	+ 42	61 %	1 306	+ 7	854	+ 56	1 217	+ 11	
Russia	104 823	51 %	4 496	+ 3	44 %	22 760	- 1	3 657	+ 6	19 233	+ 3	
Estonia	15 287	31 %	1 018	+ 2	19 %	2 001	+ 7	796	+ 1	1 616	+ 16	
Latvia	9 606	30 %	1 012	+ 25	45 %	1 743	+ 21	722	+ 7	1 281	+ 11	
Lithuania	12 702	34 %	1 523	+ 121	45 %	2 682	+ 60	585	+ 39	1 049	+ 21	
Poland	69 014	34 %	3 978	+ 17	31 %	7 384	+ 10	1 946	+ 14	3 529	+ 1	
The Czech Republic	11 380	27 %	800	- 17	27 %	1 365	- 11	570	- 26	856	- 25	
Slovakia	4 044	33 %	354	+ 16	62 %	592	+ 11	144	- 50	283	- 38	
Hungary	9 846	43 %	256	- 46	15 %	746	- 16	224	- 42	649	- 14	
Rest of Europe	59 694	47 %	2 603	+ 4	44 %	4 535	- 16	2 266	+ 25	3 885	- 16	
USA	262 526	62 %	9 295	- 3	51 %	19 491	+ 2	7 888	- 3	16 763	+ 3	
Canada	32 108	68 %	1 151	+ 2	57 %	2 402	- 7	982	- 2	1 949	- 15	
Brasil	19 269	57 %	535	- 27	40 %	1 005	- 26	435	- 13	812	- 18	
Central & South America	27 205	68 %	822	-	57 %	1 368	- 7	597	- 9	1 058	- 7	
Japan	56 205	61 %	2 435	+ 36	39 %	3 967	+ 28	2 166	+ 41	3 498	+ 28	
South Korea	11 599	43 %	388	- 27	55 %	1 057	+ 0	308	- 24	854	+ 14	
China	67 681	46 %	3 014	+ 33	46 %	5 501	+ 22	2 681	+ 35	4 947	+ 21	
India	38 765	50 %	3 992	+ 134	51 %	6 781	+ 99	3 700	+ 149	6 341	+ 95	
Rest of Asia	75 799	64 %	4 536	+ 37	60 %	8 374	+ 26	3 693	+ 189	6 958	+ 21	
Australia	32 902	64 %	1 132	+ 8	58 %	3 049	+ 28	1 005	+ 24	2 784	+ 26	
New Zealand	3 015	54 %	72	- 18	50 %	205	+ 7	72	- 15	192	+ 16	
Rest of the world	64 405	41 %	1 795	+ 26	34 %	3 897	+ 40	1 288	- 52	2 808	+ 14	
Not indicated	327 388	47 %	20 696	+ 24	43 %	37 990	+ 17	17 010	+ 12	30 645	+ 6	



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			
	February		YTD		February		YTD	
	2012	2011	2012	2011	2012	2011	2012	2011
Number of hotels	286	277	287	279	146	139	146	139
Room capacity	840 183	767 954	1 699 518	1 565 959	525 852	478 237	1 068 170	979 663
Occupied rooms	436 775	409 781	833 736	792 879	301 928	282 469	568 656	542 007
Capacity utilization (%)	52,0	53,0	49,1	50,2	57,4	58,3	53,2	54,6
Mon-thu (%)	60,6	62,2	57,8	60,3	65,7	67,8	61,3	64,6
Fri-sun (%)	39,4	40,2	36,4	37,8	45,7	45,6	41,9	42,6
Revenues (MSEK)	470,8	450,8	878,8	843,6	330,6	316,9	604,5	585,4
Rev. per occupied room (SEK)	1 078	1 100	1 054	1 064	1 095	1 122	1 063	1 080
Rev. per disp. room (SEK)	560,4	587,0	517,1	538,7	628,7	662,7	565,9	597,5