



Stockholm's tourism industry

2012 March

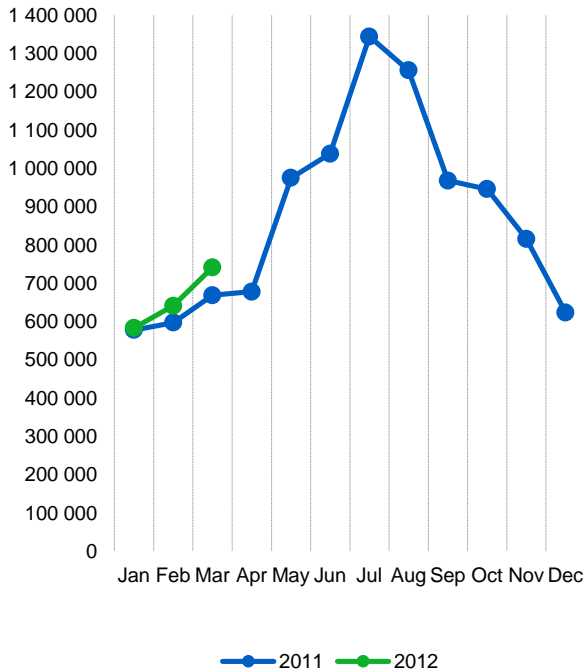
- 2012 has begun on a very positive manner for the county's commercial establishments. During March 742 000 overnight stays was made at hotels, hostels, holiday villages and camping sites and private mediated cottages and apartments – an increase of 11 % compared with the same month 2011. During the first three months of 2012, the number of overnight stays increased by 147 000, or 8 %.
- During March, it was visitors from the rest of Sweden which mainly accounted for the good development. Swedish guests accounted for 14 % more overnight stays than last year, while the rise for foreign guests stayed at 2 %. Earlier this year, Swedish and foreign overnight stays have increased at about the same extent.
- Overnight stays from Scandinavian visitors rose by 9 %. By contrast, guest nights spent by visitors from the rest of Europe decreased by 7 % – mainly due to a decline of visitors from southern Europe, while large markets like Germany and Great Britain increased from last year. Visitors from the rest of the world rose by 15 %, despite a minor setback for the U.S. market.
- At the county's hotels, the number of rooms sold rose by more than 45 000 (+10 %). 56 % of available rooms were occupied. A rented room cost an average of 1 117 SEK in the county and 1 144 SEK in the city – 4 % and 5 % more than during the same month last year. Hotels' revenue for rooms sold was closer to 566 million SEK, 14 % more than in March 2011.

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

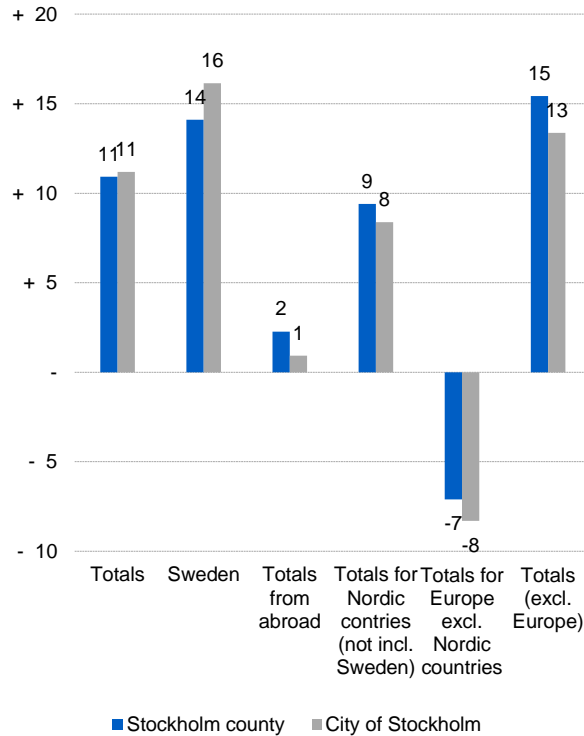
Source: Statistics Sweden and Swedish Agency for Economic and Regional Growth.



Commercial overnight stays, Stockholm county



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



Commercial overnight stays 2012 compared with previous year

	March 2012		YTD	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	741 995	+ 11	1 988 025	+ 8
Domestic	558 068	+ 14	1 459 939	+ 9
Foreign	183 927	+ 2	528 086	+ 7
Nordic countries excl. Sweden	35 924	+ 9	104 248	+ 11
Europe excl. Nordic countries	89 447	- 7	269 687	- 0
Non European	58 556	+ 15	154 151	+ 17
City of Stockholm	510 799	+ 11	1 348 212	+ 7
Domestic	360 032	+ 16	922 318	+ 10
Foreign	150 767	+ 1	425 894	+ 3
Nordic countries excl. Sweden	27 816	+ 8	82 338	+ 10
Europe excl. Nordic countries	73 236	- 8	213 514	- 4
Non European	49 715	+ 13	130 042	+ 13
Sweden	3 780 642	+ 4	10 214 236	+ 4

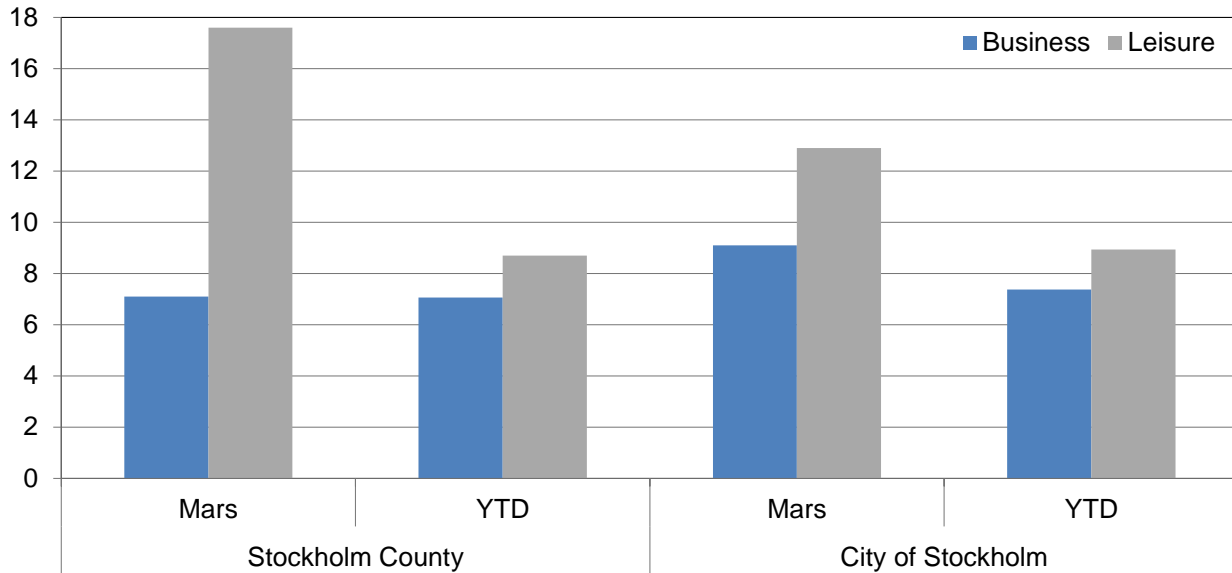


Commercial overnight stays by nationality, Stockholm county and city of Stockholm

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 %	741 995	+ 11	20 %	1 988 025	+ 8	510 799	+ 11	1 348 212	+ 7	
Domestic	6 959 833	18 %	558 068	+ 14	18 %	1 459 939	+ 9	360 032	+ 16	922 318	+ 10	
Foreign	3 483 062	27 %	183 927	+ 2	29 %	528 086	+ 7	150 767	+ 1	425 894	+ 3	
Nordic countries excl. Sweden	589 673	12 %	35 924	+ 9	14 %	104 248	+ 11	27 816	+ 8	82 338	+ 10	
Europe excl. Nordic countries	1 874 522	32 %	89 447	- 7	35 %	269 687	- 0	73 236	- 8	213 514	- 4	
Non European	1 018 867	53 %	58 556	+ 15	45 %	154 151	+ 17	49 715	+ 13	130 042	+ 13	
Denmark	153 979	12 %	9 414	+ 11	10 %	27 156	+ 13	6 643	+ 7	19 508	+ 7	
Norway	254 525	8 %	14 572	+ 8	12 %	41 627	+ 10	12 080	+ 11	34 761	+ 10	
Finland	173 564	35 %	11 471	+ 14	30 %	33 624	+ 11	8 712	+ 10	26 418	+ 10	
Iceland	7 605	47 %	467	- 36	40 %	1 841	+ 21	381	- 42	1 651	+ 23	
Germany	454 438	17 %	17 586	+ 6	23 %	45 384	+ 6	13 422	- 3	35 615	+ 2	
Great Britain	293 792	49 %	22 222	+ 8	45 %	58 689	+ 8	18 748	+ 9	49 069	+ 9	
Ireland	21 854	56 %	1 148	- 36	41 %	3 082	- 36	1 026	- 2	2 757	- 16	
The Netherlands	118 566	19 %	5 752	- 18	36 %	16 392	- 6	4 917	- 19	13 877	- 7	
Belgium	53 731	46 %	2 408	- 26	38 %	7 481	- 13	2 107	- 29	6 647	- 15	
Luxembourg	4 370	51 %	281	- 16	59 %	698	- 3	255	- 22	655	- 3	
France	150 090	51 %	7 280	- 11	45 %	22 525	- 1	6 448	- 9	20 028	+ 0	
Switzerland	97 059	40 %	3 059	- 4	46 %	9 513	- 1	2 655	- 7	8 356	- 4	
Austria	51 748	43 %	2 476	+ 29	58 %	4 962	- 22	2 028	+ 37	3 869	- 15	
Italy	172 554	61 %	5 252	- 41	41 %	16 172	- 31	4 207	- 48	13 672	- 37	
Spain	118 890	68 %	3 865	- 29	50 %	10 521	- 22	3 389	- 26	8 977	- 23	
Portugal	13 074	54 %	630	- 3	43 %	1 701	+ 2	531	- 8	1 494	+ 2	
Greece	14 708	66 %	509	- 19	52 %	1 573	- 17	449	- 3	1 438	+ 5	
Turkey	13 252	61 %	1 002	+ 62	59 %	2 296	+ 25	852	+ 54	2 060	+ 25	
Russia	104 823	51 %	5 749	+ 3	40 %	28 829	+ 1	4 893	+ 15	24 456	+ 7	
Estonia	15 287	31 %	1 096	+ 40	16 %	3 112	+ 17	778	+ 21	2 410	+ 19	
Latvia	9 606	30 %	778	+ 23	26 %	2 505	+ 21	616	+ 25	1 886	+ 14	
Lithuania	12 702	34 %	1 413	+ 44	56 %	4 064	+ 53	555	+ 4	1 619	+ 17	
Poland	69 014	34 %	2 521	- 31	18 %	18 403	+ 78	1 729	- 8	5 253	+ 1	
The Czech Republic	11 380	27 %	838	+ 53	32 %	2 202	+ 6	648	+ 74	1 509	- 5	
Slovakia	4 044	33 %	370	+ 1	53 %	973	+ 8	178	- 46	458	- 42	
Hungary	9 846	43 %	703	- 19	28 %	1 457	- 17	635	- 20	1 292	- 16	
Rest of Europe	59 694	47 %	2 509	- 33	28 %	7 153	- 22	2 170	- 37	6 117	- 23	
USA	262 526	62 %	11 037	- 2	52 %	31 024	+ 2	9 472	- 2	26 744	+ 3	
Canada	32 108	68 %	1 451	- 10	48 %	3 915	- 7	1 262	- 15	3 271	- 14	
Brasil	19 269	57 %	571	- 28	33 %	1 591	- 26	506	- 12	1 336	- 15	
Central & South America	27 205	68 %	595	- 32	45 %	2 039	- 13	492	- 38	1 625	- 16	
Japan	56 205	61 %	2 818	+ 14	43 %	6 812	+ 22	2 584	+ 15	6 105	+ 23	
South Korea	11 599	43 %	378	- 33	53 %	1 478	- 9	315	- 23	1 213	+ 5	
China	67 681	46 %	3 471	- 1	48 %	8 978	+ 12	3 271	- 0	8 224	+ 12	
India	38 765	50 %	4 887	+ 126	47 %	11 679	+ 109	4 588	+ 125	10 955	+ 107	
Rest of Asia	75 799	64 %	4 601	- 0	51 %	13 095	+ 16	3 710	- 5	10 800	+ 12	
Australia	32 902	64 %	1 300	+ 3	53 %	4 454	+ 22	1 119	+ 15	4 006	+ 26	
New Zealand	3 015	54 %	110	- 25	65 %	321	- 5	86	- 37	284	- 6	
Rest of the world	64 405	41 %	3 187	+ 43	43 %	7 102	+ 42	2 592	+ 26	5 431	+ 20	
Not indicated	327 388	47 %	24 150	+ 26	42 %	61 663	+ 19	19 718	+ 21	50 048	+ 11	



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			
	March		YTD		March		YTD	
	2012	2011	2012	2011	2012	2011	2012	2011
Number of hotels	290	279	290	280	146	140	146	141
Room capacity	902 893	857 158	2 609 004	2 425 699	564 994	527 435	1 641 730	1 509 446
Occupied rooms	506 441	461 383	1 348 444	1 254 262	349 323	317 050	926 354	859 057
Capacity utilization (%)	56,1	53,6	51,7	51,5	61,8	59,6	56,4	56,6
Mon-thu (%)	66,9	61,3	61,1	60,9	75,5	66,6	65,0	65,7
Fri-sun (%)	42,6	41,2	38,8	38,8	49,9	48,6	44,9	44,6
Revenues (MSEK)	565,6	496,3	1 456,3	1 339,6	399,8	344,7	1 015,6	930,4
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