



Stockholm's tourism industry

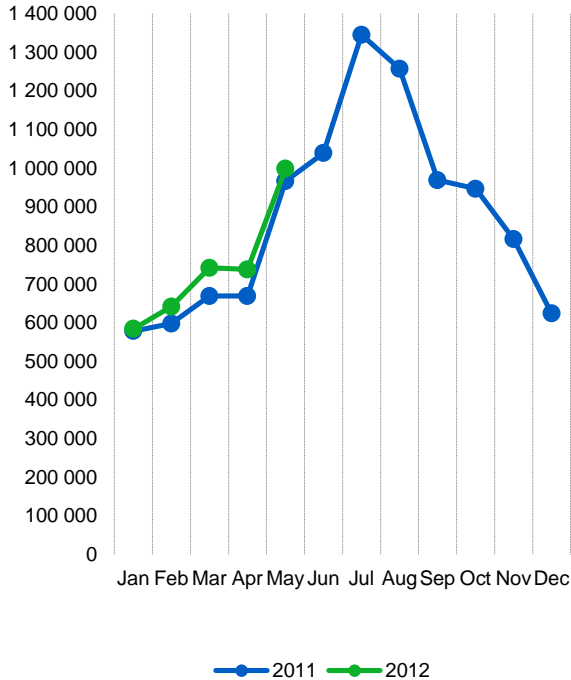
2012 May

- Also during May the number of guest nights from last year was exceeded at hotels, hostels, vacation villages, camping sites and commercially arranged private cottages and apartments in Stockholm County. 998 000 overnight stays during the month is over 20 000, or 3%, more than during the same month last year. In the country as a whole guest nights decreased by 6%. So far this year the number of overnight stays in the county is 3.7 million – an increase of 7%.
- The increase in the county is due to the rise of overnight stays by foreign visitors (+11%), while the Swedish guest nights remained unchanged since May 2011. In the city both Swedish and foreign overnight stays has increased, by 9% and 7%. Both hotels and youth hostels had an upswing during the month, while campsites had a more negative trend.
- Visitors from all continents, except from the U.S. / North America, have increased compared to May 2011. Of the major nations in the county's accommodation establishments a positive development is shown for Scandinavia and Germany, France and Russia, while overnight stays by guests from Britain, Italy and Spain was reduced. Polish guest nights increase the most. This applies to all forms of accommodation, but most notably in the county's camping facilities.
- At the county's hotels, the number of rooms sold rose by almost 14 000 (+2%). 67% of available rooms in the county and 75% in the city were occupied. A rented room cost an average of 1 205 SEK in the county and 1 249 SEK in the city, which is SEK 5 lower than the same month last year. Hotels' revenue for rooms sold was just over 747 million, of which 544 million was related to hotels in the city.

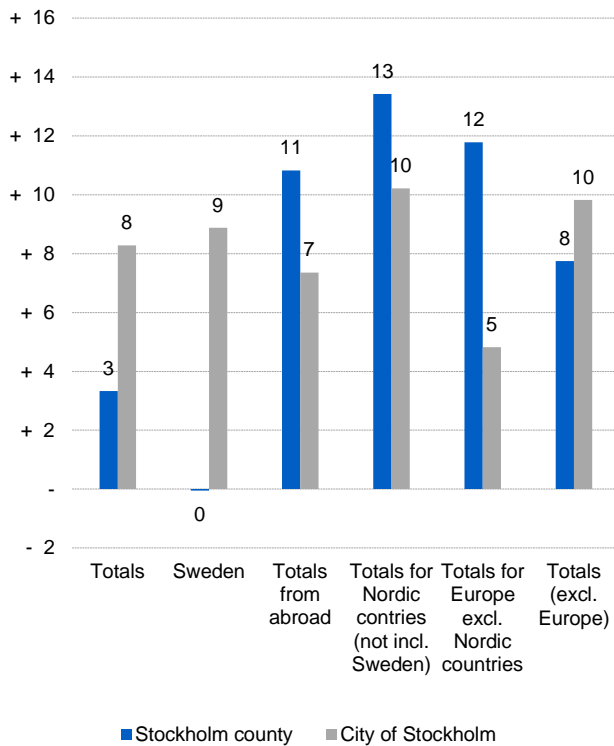
Commercial overnight stays: hotel, vacation villages, hostels, camping and commercially arranged private cottages and apartments.



Commercial overnight stays, Stockholm county



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



Commercial overnight stays 2012 compared with previous year

	May 2012		YTD	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	998 424	+ 3	3 734 730	+ 7
Domestic	665 642	- 0	2 622 110	+ 7
Foreign	332 782	+ 11	1 112 620	+ 9
Nordic countries excl. Sweden	60 572	+ 13	209 630	+ 11
Europe excl. Nordic countries	171 535	+ 12	587 328	+ 8
Non European	100 675	+ 8	315 662	+ 11
City of Stockholm	693 117	+ 8	2 579 069	+ 9
Domestic	421 185	+ 9	1 676 677	+ 11
Foreign	271 932	+ 7	902 392	+ 5
Nordic countries excl. Sweden	49 152	+ 10	168 586	+ 11
Europe excl. Nordic countries	134 563	+ 5	461 406	+ 0
Non European	88 217	+ 10	272 400	+ 10
Sweden	998 424	+ 3	3 734 730	+ 7

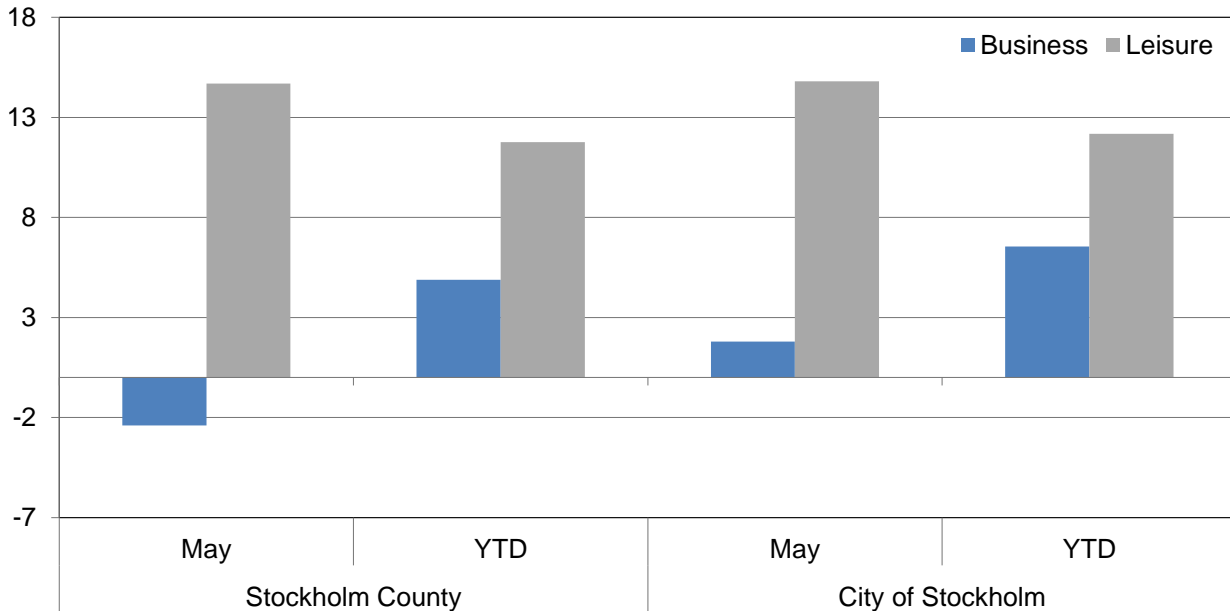


Commercial overnight stays by nationality, Stockholm county and city of Stockholm

Country	Stockholm County						City of Stockholm					
	Guest-nights 2011	Share in Sweden	May 2012			YTD		May 2012		YTD		
			Guest-nights	Change, %	Share in Sweden	Guest-nights	Change, %	Guest-nights	Change, %	Guest-nights	Change, %	
Totals	10 442 895	20 %	998 424	+ 3	26 %	3 734 730	+ 7	693 117	+ 8	2 579 069	+ 9	
Domestic	6 959 833	18 %	665 642	- 0	23 %	2 622 110	+ 7	421 185	+ 9	1 676 677	+ 11	
Foreign	3 483 062	27 %	332 782	+ 11	37 %	1 112 620	+ 9	271 932	+ 7	902 392	+ 5	
Nordic countries excl. Sweden	589 673	12 %	60 572	+ 13	22 %	209 630	+ 11	49 152	+ 10	168 586	+ 11	
Europe excl. Nordic countries	1 874 522	32 %	171 535	+ 12	39 %	587 328	+ 8	134 563	+ 5	461 406	+ 0	
Non European	1 018 867	53 %	100 675	+ 8	53 %	315 662	+ 11	88 217	+ 10	272 400	+ 10	
Denmark	153 979	12 %	16 331	+ 15	23 %	52 812	+ 9	12 389	+ 10	39 591	+ 6	
Norway	254 525	8 %	26 036	+ 9	16 %	86 487	+ 9	22 577	+ 8	74 041	+ 11	
Finland	173 564	35 %	17 242	+ 18	46 %	66 777	+ 15	13 432	+ 13	51 810	+ 15	
Iceland	7 605	47 %	963	+ 49	56 %	3 554	+ 20	754	+ 60	3 144	+ 26	
Germany	454 438	17 %	38 578	+ 8	23 %	109 307	+ 5	30 283	+ 3	86 929	- 0	
Great Britain	293 792	49 %	26 899	- 4	54 %	109 659	+ 7	23 340	- 0	93 085	+ 8	
Ireland	21 854	56 %	1 975	+ 14	55 %	6 933	- 16	1 488	+ 21	5 698	- 5	
The Netherlands	118 566	19 %	10 213	- 14	31 %	34 143	- 5	8 004	- 15	28 544	- 5	
Belgium	53 731	46 %	3 516	- 12	44 %	15 055	- 9	3 139	- 16	13 560	- 11	
Luxembourg	4 370	51 %	431	- 35	56 %	1 339	- 18	400	- 37	1 263	- 18	
France	150 090	51 %	13 453	+ 9	56 %	48 155	+ 5	11 997	+ 9	43 387	+ 6	
Switzerland	97 059	40 %	8 290	+ 19	53 %	23 833	+ 7	7 356	+ 18	21 247	+ 5	
Austria	51 748	43 %	4 692	- 11	51 %	13 035	- 18	4 106	- 8	11 063	- 14	
Italy	172 554	61 %	8 605	- 33	51 %	36 577	- 25	7 488	- 37	32 285	- 29	
Spain	118 890	68 %	6 424	- 21	57 %	25 398	- 19	5 881	- 19	22 507	- 19	
Portugal	13 074	54 %	850	- 14	55 %	3 621	+ 0	754	- 11	3 243	+ 0	
Greece	14 708	66 %	1 025	- 3	61 %	3 735	- 9	933	+ 11	3 381	+ 4	
Turkey	13 252	61 %	2 427	+ 63	78 %	5 952	+ 46	1 981	+ 54	5 218	+ 48	
Russia	104 823	51 %	15 208	+ 94	69 %	50 402	+ 17	12 132	+ 94	42 061	+ 21	
Estonia	15 287	31 %	1 254	- 23	26 %	5 246	- 3	862	- 14	4 010	+ 4	
Latvia	9 606	30 %	1 797	+ 119	50 %	5 438	+ 57	1 462	+ 115	4 257	+ 50	
Lithuania	12 702	34 %	1 386	+ 18	35 %	6 772	+ 39	1 048	+ 57	3 197	+ 16	
Poland	69 014	34 %	15 535	+ 364	53 %	56 937	+ 234	4 109	+ 97	15 041	+ 49	
The Czech Republic	11 380	27 %	2 646	+ 196	47 %	5 514	+ 50	2 162	+ 270	4 165	+ 43	
Slovakia	4 044	33 %	571	+ 14	58 %	1 751	- 1	505	+ 23	1 151	- 24	
Hungary	9 846	43 %	626	- 46	44 %	2 791	- 21	562	- 46	2 512	- 21	
Rest of Europe	59 694	47 %	5 134	+ 6	28 %	15 735	- 6	4 571	+ 9	13 602	- 5	
USA	262 526	62 %	21 016	- 11	59 %	65 253	- 4	18 954	- 7	57 308	- 3	
Canada	32 108	68 %	3 073	- 6	69 %	8 723	- 18	2 570	- 8	7 414	- 22	
Brasil	19 269	57 %	1 810	+ 18	60 %	4 427	- 4	1 696	+ 46	3 989	+ 15	
Central & South America	27 205	68 %	1 649	- 23	61 %	4 759	- 17	1 523	- 24	4 122	- 19	
Japan	56 205	61 %	5 176	+ 26	63 %	14 148	+ 20	4 469	+ 30	12 627	+ 23	
South Korea	11 599	43 %	856	- 31	30 %	2 927	- 27	750	- 27	2 371	- 25	
China	67 681	46 %	6 181	+ 19	48 %	19 537	+ 13	5 132	+ 17	17 476	+ 13	
India	38 765	50 %	8 082	+ 77	58 %	24 620	+ 97	7 490	+ 82	23 070	+ 98	
Rest of Asia	75 799	64 %	6 730	+ 10	66 %	26 731	+ 23	5 575	+ 19	22 745	+ 24	
Australia	32 902	64 %	2 721	- 9	63 %	8 845	+ 6	2 521	- 11	8 129	+ 8	
New Zealand	3 015	54 %	220	- 26	40 %	736	- 12	196	- 30	659	- 14	
Rest of the world	64 405	41 %	4 548	- 2	45 %	14 003	+ 9	4 310	+ 1	11 819	+ 0	
Not indicated	327 388	47 %	38 613	+ 14	48 %	120 953	+ 15	33 031	+ 14	100 671	+ 10	



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			
	May		YTD		May		YTD	
	2012	2011	2012	2011	2012	2011	2012	2011
Number of hotels	294	283	294	284	149	140	149	141
Room capacity	920 815	867 645	4 410 445	4 121 723	578 189	529 089	2 776 850	2 548 096
Occupied rooms	620 239	606 432	2 427 834	2 272 848	435 456	411 946	1 689 775	1 560 907
Capacity utilization (%)	67,4	69,3	55,0	55,0	75,3	76,4	60,9	61,0
Mon-thu (%)	76,9	79,5	64,3	64,8	83,2	85,5	69,0	70,2
Fri-sun (%)	55,5	54,8	43,0	42,5	65,7	63,8	50,5	49,5
Revenues (MSEK)	747,3	733,8	2 697,8	2 491,0	544,1	516,6	1 920,5	1 740,4
Rev. per occupied room (SEK)	1 205	1 210	1 111	1 096	1 249	1 254	1 137	1 115
Rev. per disp. room (SEK)	811,6	845,7	611,7	604,4	941,0	976,4	691,6	683,0