



# Stockholm's tourism industry

2012 June

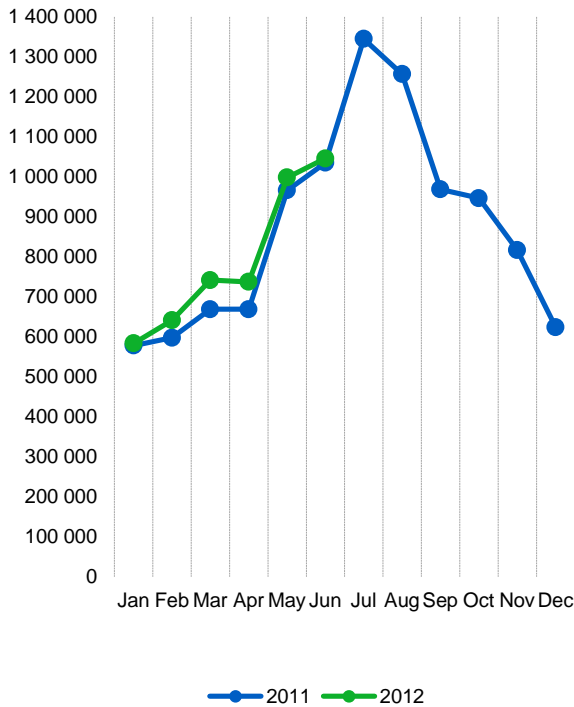
- In June, Swedish and foreign visitors did 1.046.000 overnight stays at the county's accommodation facilities – hotels, hostels, vacation villages, camping facilities, and privately conveyed cottages and apartments. It was a small increase compared to the same month 2011. Both Swedish and foreign guest nights rose by 1 %. In the country as a whole commercial guest nights decreased by 5 %.
- A weak month for the county's camping sites resulted in a more positive development in the city this month than in the rest of the county. Most notable is that the Swedish guest nights rose by 7 % in the city.
- During the first six months 4.8 million overnight stays was made in Stockholm County, 280 000, or 6 %, more than last year.
- Overnight stays by foreign guests rose overall by 1 %. More than half of all foreign visitors came from Europe outside of Scandinavia. For this category of visitors June was comparatively weak, with a decline of 6 %. The two major target groups, Germany and the UK fell by 5 % each and Italy and Spain by 35 % and 22 % respectively. The U.S. market remained unchanged, while all large target groups in Asia rose sharply compared to the same month 2011.
- At the county's hotels the number of rooms sold increased by close to 26 000 (+ 5 %). 65.6 % of all hotel rooms in the county were occupied during the month. In the city the same percentage was 74.8 %. The average revenue per rented room was 1 106 SEK in the county and 1 165 SEK in the city, 8 SEK higher respectively 1 SEK lower than in June 2011.

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

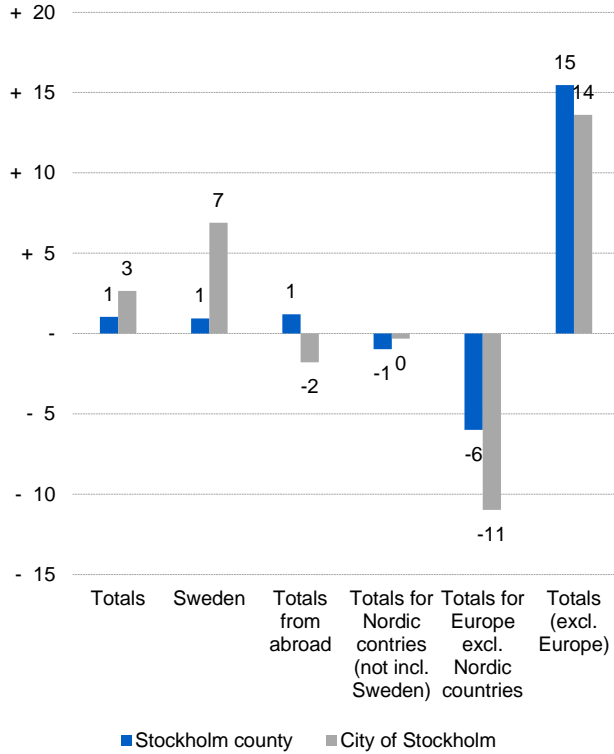
*Source: Statistics Sweden and Swedish Agency for Economic and Regional Growth.*



### Commercial overnight stays, Stockholm county



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



### Commercial overnight stays 2012 compared with previous year

	June 2012		YTD	
	Guest nights	Change, %	Guest nights	Change, %
<b>Stockholm County</b>	<b>1 045 828</b>	<b>+ 1</b>	<b>4 791 971</b>	<b>+ 6</b>
Domestic	629 153	+ 1	3 273 536	+ 6
Foreign	416 675	+ 1	1 518 435	+ 6
Nordic countries excl. Sweden	57 956	- 1	268 290	+ 9
Europe excl. Nordic countries	214 893	- 6	792 680	+ 2
Non European	143 826	+ 15	457 465	+ 12
<b>City of Stockholm</b>	<b>719 843</b>	<b>+ 3</b>	<b>3 302 388</b>	<b>+ 7</b>
Domestic	382 929	+ 7	2 065 323	+ 10
Foreign	336 914	- 2	1 237 065	+ 3
Nordic countries excl. Sweden	45 899	- 0	214 796	+ 8
Europe excl. Nordic countries	168 133	- 11	629 140	- 3
Non European	122 882	+ 14	393 129	+ 11
<b>Sweden</b>	<b>5 212 929</b>	<b>- 5</b>	<b>22 886 898</b>	<b>+ 1</b>

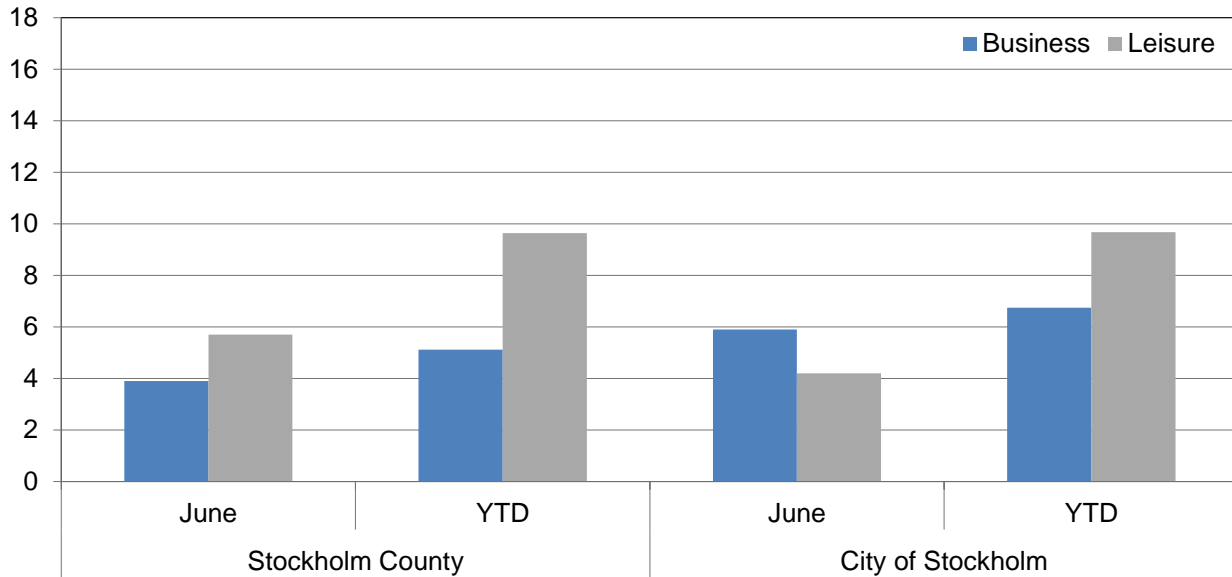


## Commercial overnight stays by nationality, Stockholm county and city of Stockholm

Country	Stockholm County						City of Stockholm					
	Guest-nights 2011	Share in Sweden	June 2012			YTD		June 2012		YTD		
			Guest-nights	Change, %	Share in Sweden	Guest-nights	Change, %	Guest-nights	Change, %	Guest-nights	Change, %	
<b>Totals</b>	<b>10 442 895</b>	<b>20 %</b>	<b>1 045 828</b>	<b>+ 1</b>	<b>20 %</b>	<b>4 781 707</b>	<b>+ 6</b>	<b>719 843</b>	<b>+ 3</b>	<b>3 302 388</b>	<b>+ 7</b>	
<b>Domestic</b>	<b>6 959 833</b>	<b>18 %</b>	<b>629 153</b>	<b>+ 1</b>	<b>17 %</b>	<b>3 271 648</b>	<b>+ 6</b>	<b>382 929</b>	<b>+ 7</b>	<b>2 065 323</b>	<b>+ 10</b>	
<b>Foreign</b>	<b>3 483 062</b>	<b>27 %</b>	<b>416 675</b>	<b>+ 1</b>	<b>29 %</b>	<b>1 510 059</b>	<b>+ 6</b>	<b>336 914</b>	<b>- 2</b>	<b>1 237 065</b>	<b>+ 3</b>	
<b>Nordic countries excl. Sweden</b>	<b>589 673</b>	<b>12 %</b>	<b>57 956</b>	<b>- 1</b>	<b>13 %</b>	<b>267 919</b>	<b>+ 9</b>	<b>45 899</b>	<b>- 0</b>	<b>214 796</b>	<b>+ 8</b>	
<b>Europe excl. Nordic countries</b>	<b>1 874 522</b>	<b>32 %</b>	<b>214 893</b>	<b>- 6</b>	<b>30 %</b>	<b>784 798</b>	<b>+ 2</b>	<b>168 133</b>	<b>- 11</b>	<b>629 140</b>	<b>- 3</b>	
<b>Non European</b>	<b>1 018 867</b>	<b>53 %</b>	<b>143 826</b>	<b>+ 15</b>	<b>57 %</b>	<b>457 342</b>	<b>+ 12</b>	<b>122 882</b>	<b>+ 14</b>	<b>393 129</b>	<b>+ 11</b>	
Denmark	153 979	12 %	13 932	- 13	17 %	66 768	+ 4	10 955	- 8	50 722	+ 3	
Norway	254 525	8 %	22 701	- 4	7 %	109 543	+ 6	18 656	- 3	93 005	+ 8	
Finland	173 564	35 %	20 325	+ 13	31 %	87 061	+ 15	15 503	+ 8	67 143	+ 13	
Iceland	7 605	47 %	998	+ 32	48 %	4 547	+ 22	785	+ 20	3 926	+ 25	
Germany	454 438	17 %	73 491	- 5	19 %	176 116	+ 0	53 531	- 12	140 495	- 5	
Great Britain	293 792	49 %	31 705	- 5	53 %	141 621	+ 4	26 138	- 6	119 453	+ 5	
Ireland	21 854	56 %	2 462	+ 9	56 %	9 353	- 11	1 896	- 3	7 587	- 4	
The Netherlands	118 566	19 %	11 895	- 13	17 %	45 586	- 8	9 098	- 15	37 678	- 8	
Belgium	53 731	46 %	4 535	- 34	43 %	19 615	- 16	4 023	- 37	17 616	- 18	
Luxembourg	4 370	51 %	310	- 12	43 %	1 667	- 16	255	- 23	1 536	- 18	
France	150 090	51 %	17 157	+ 15	58 %	65 111	+ 7	14 809	+ 12	58 178	+ 8	
Switzerland	97 059	40 %	12 839	+ 2	38 %	36 396	+ 5	10 685	- 2	31 934	+ 3	
Austria	51 748	43 %	4 807	- 40	40 %	17 807	- 24	4 149	- 41	15 221	- 24	
Italy	172 554	61 %	11 278	- 35	58 %	47 974	- 28	9 940	- 37	42 370	- 31	
Spain	118 890	68 %	9 248	- 22	67 %	34 727	- 20	8 478	- 23	31 065	- 20	
Portugal	13 074	54 %	1 265	- 15	63 %	4 869	- 5	1 099	- 21	4 328	- 7	
Greece	14 708	66 %	1 551	+ 16	65 %	5 290	- 3	1 364	+ 17	4 754	+ 7	
Turkey	13 252	61 %	2 202	+ 74	73 %	8 065	+ 51	1 775	+ 50	6 952	+ 48	
Russia	104 823	51 %	10 038	+ 22	48 %	60 619	+ 18	7 989	+ 28	50 212	+ 22	
Estonia	15 287	31 %	1 243	- 15	29 %	6 486	- 6	756	- 9	4 740	+ 1	
Latvia	9 606	30 %	969	- 2	39 %	6 419	+ 44	770	+ 15	5 039	+ 44	
Lithuania	12 702	34 %	1 185	- 15	31 %	8 715	+ 39	520	- 30	3 753	+ 7	
Poland	69 014	34 %	6 556	+ 23	34 %	52 627	+ 137	2 625	- 16	16 450	+ 24	
The Czech Republic	11 380	27 %	1 536	+ 27	36 %	7 359	+ 51	1 275	+ 76	5 608	+ 51	
Slovakia	4 044	33 %	584	+ 62	44 %	1 840	- 13	304	+ 0	1 458	- 20	
Hungary	9 846	43 %	1 135	+ 13	56 %	3 901	- 14	895	+ 1	3 386	- 17	
Rest of Europe	59 694	47 %	6 902	+ 13	32 %	22 635	- 1	5 759	+ 10	19 327	- 1	
USA	262 526	62 %	38 177	- 0	63 %	103 077	- 3	33 322	- 0	90 277	- 2	
Canada	32 108	68 %	4 361	- 1	69 %	13 025	- 13	3 819	- 3	11 186	- 17	
Brasil	19 269	57 %	4 633	+ 108	75 %	9 034	+ 32	4 292	+ 126	8 262	+ 54	
Central & South America	27 205	68 %	2 834	- 12	67 %	7 579	- 15	2 653	- 14	6 763	- 17	
Japan	56 205	61 %	11 883	+ 64	77 %	26 019	+ 37	9 887	+ 87	22 511	+ 43	
South Korea	11 599	43 %	1 338	+ 2	25 %	4 344	- 18	1 098	+ 3	3 529	- 16	
China	67 681	46 %	10 399	+ 51	41 %	29 825	+ 23	6 748	+ 30	24 074	+ 17	
India	38 765	50 %	5 809	+ 29	49 %	30 095	+ 77	5 119	+ 26	27 866	+ 78	
Rest of Asia	75 799	64 %	10 713	+ 53	70 %	37 294	+ 30	8 881	+ 49	31 488	+ 30	
Australia	32 902	64 %	5 316	+ 8	62 %	14 112	+ 6	4 777	+ 3	12 862	+ 6	
New Zealand	3 015	54 %	588	+ 32	64 %	1 317	+ 2	520	+ 37	1 172	+ 2	
Rest of the world	64 405	41 %	3 761	- 39	41 %	17 705	- 7	2 861	- 49	14 608	- 15	
Not indicated	327 388	47 %	44 014	+ 16	53 %	163 916	+ 14	38 905	+ 16	138 531	+ 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			
	June		YTD		June		YTD	
	2012	2011	2012	2011	2012	2011	2012	2011
Number of hotels	294	286	295	286	149	142	149	142
Room capacity	886 983	841 476	5 297 700	4 962 541	562 041	518 882	3 338 540	3 066 916
Occupied rooms	581 501	555 795	3 012 357	2 828 643	420 457	399 719	2 111 744	1 960 626
Capacity utilization (%)	65,6	65,8	56,9	57,0	74,8	76,6	63,3	63,9
Mon-thu (%)	72,9	73,7	65,6	66,3	81,6	83,0	70,9	72,4
Fri-sun (%)	58,1	56,6	45,9	45,2	68,0	69,3	53,8	63,3
Revenues (MSEK)	643,1	610,3	3 347,3	3 103,0	489,8	466,1	2 413,7	2 205,7
Rev. per occupied room (SEK )	1 106	1 098	1 111	1 097	1 165	1 166	1 143	1 125
Rev. per disp. room (SEK )	725,1	725,2	631,8	625,3	871,5	898,2	723,0	719,2