



Stockholm's tourism industry

2012 August

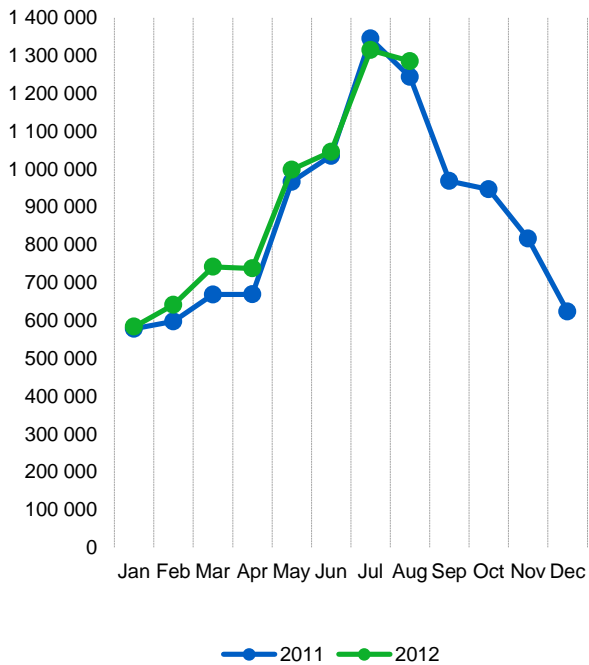
- After a minor setback in July the number of nights spent in the county's accommodation establishments – hotels, hostels, vacation villages, camping facilities, and privately conveyed cottages and apartments – guest nights increased again during August. The month's nearly 1.3 million guest nights meant an increase of 3 % compared to August 2011. At the same time guest nights decreased in the whole country.
- The county's hotels had 6 % more overnight stays than last year. On the other hand, the trend continued to be weak for the county's camping facilities (-13 %).
- Guest nights spent by Swedish visitors increased by 8 %, while overnight stays by foreign guests decreased slightly for the second month in a row (-3 %). Just as we have seen earlier during the summer overnight stays from visitors from Europe outside the Nordic region decreased. This applies particularly to visitors from southern Europe. In contrast 11 % more overnight stays were made by visitors from the United States. The total number of guest nights spent by non-European visitors rose by 16 %.
- The number of rooms sold at the county's hotels rose by 6 % compared to the same month in 2011. 68.9 % of all disposable hotel rooms in the county were occupied during the month. That's the same percentage as last year. Since August last year, the number of available rooms has increased by more than 1,400, most of which are located in the City.
- The average revenue per occupied room was 1,047 SEK in the county and 1,091 SEK in the city – which is slightly higher than in August 2011.

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

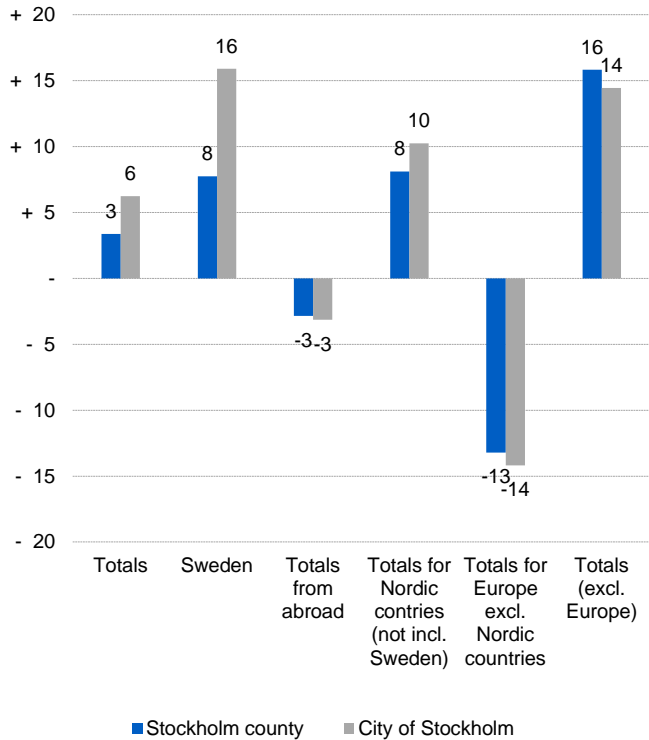
Source: Statistics Sweden and Swedish Agency for Economic and Regional Growth.



Commercial overnight stays, Stockholm county



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



Commercial overnight stays 2012 compared with previous year

	August 2012		YTD	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	1 285 456	+ 3	7 427 969	+ 5
Domestic	785 919	+ 8	4 857 824	+ 6
Foreign	499 537	- 3	2 570 145	+ 3
Nordic countries excl. Sweden	65 889	+ 8	447 475	+ 7
Europe excl. Nordic countries	272 753	- 13	1 343 733	- 3
Non European	160 895	+ 16	778 937	+ 11
City of Stockholm	871 206	+ 6	5 081 571	+ 7
Domestic	467 653	+ 16	3 000 986	+ 11
Foreign	403 553	- 3	2 080 585	+ 1
Nordic countries excl. Sweden	52 171	+ 10	352 470	+ 10
Europe excl. Nordic countries	213 532	- 14	1 057 679	- 6
Non European	137 850	+ 14	670 436	+ 9
Sweden	7 062 065	- 1	41 235 121	+ 0

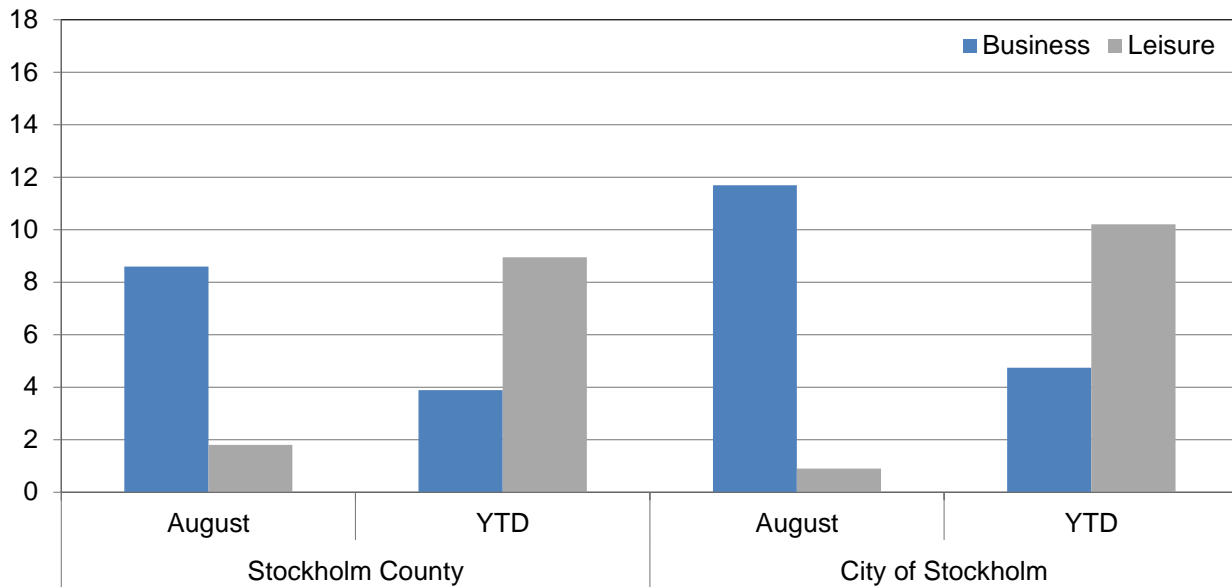


Commercial overnight stays by nationality, Stockholm county and city of Stockholm

Country	Stockholm County						City of Stockholm					
	Guest-nights 2011	Share in Sweden	August 2012			YTD			August 2012		YTD	
			Guest-nights	Change, %	Share in Sweden	Guest-nights	Change, %	Guest-nights	Change, %	Guest-nights	Change, %	
Totals	10 442 895	20 %	1 285 456	+ 3	18 %	7 427 969	+ 5	871 206	+ 6	5 081 571	+ 7	
Domestic	6 959 833	18 %	785 919	+ 8	16 %	4 857 824	+ 6	467 653	+ 16	3 000 986	+ 11	
Foreign	3 483 062	27 %	499 537	- 3	24 %	2 570 145	+ 3	403 553	- 3	2 080 585	+ 1	
Nordic countries excl. Sweden	589 673	12 %	65 889	+ 8	10 %	447 475	+ 7	52 171	+ 10	352 470	+ 10	
Europe excl. Nordic countries	1 874 522	32 %	272 753	- 13	24 %	1 343 733	- 3	213 532	- 14	1 057 679	- 6	
Non European	1 018 867	53 %	160 895	+ 16	61 %	778 937	+ 11	137 850	+ 14	670 436	+ 9	
Denmark	153 979	12 %	19 848	+ 10	17 %	111 902	+ 1	15 139	+ 10	84 664	+ 4	
Norway	254 525	8 %	27 887	+ 12	6 %	189 531	+ 7	22 215	+ 17	153 272	+ 11	
Finland	173 564	35 %	16 991	- 1	32 %	139 517	+ 12	13 871	+ 0	108 955	+ 12	
Iceland	7 605	47 %	1 163	+ 50	62 %	6 525	+ 29	946	+ 38	5 579	+ 31	
Germany	454 438	17 %	79 866	- 6	13 %	353 582	- 1	57 359	- 7	262 714	- 4	
Great Britain	293 792	49 %	31 875	- 8	50 %	205 440	+ 2	26 072	- 9	172 337	+ 2	
Ireland	21 854	56 %	2 701	+ 26	54 %	14 823	- 3	2 022	+ 14	11 700	+ 0	
The Netherlands	118 566	19 %	14 667	- 21	10 %	75 312	- 15	11 101	- 9	59 389	- 11	
Belgium	53 731	46 %	6 157	- 18	33 %	34 665	- 11	5 305	- 19	30 647	- 12	
Luxembourg	4 370	51 %	665	+ 13	46 %	2 768	- 7	455	- 8	2 357	- 12	
France	150 090	51 %	22 453	- 13	49 %	108 805	+ 1	19 111	- 13	95 940	+ 1	
Switzerland	97 059	40 %	15 687	+ 1	34 %	78 821	+ 7	12 896	- 1	64 916	+ 4	
Austria	51 748	43 %	7 162	- 16	42 %	32 398	- 21	5 863	- 19	27 234	- 21	
Italy	172 554	61 %	30 547	- 32	62 %	95 768	- 28	27 315	- 33	85 555	- 30	
Spain	118 890	68 %	15 576	- 42	65 %	63 643	- 30	14 047	- 44	57 700	- 30	
Portugal	13 074	54 %	1 631	- 21	62 %	8 539	+ 0	1 511	- 21	7 821	+ 0	
Greece	14 708	66 %	1 854	- 12	70 %	8 696	- 15	1 610	- 18	7 667	- 12	
Turkey	13 252	61 %	2 461	+ 71	79 %	12 631	+ 38	2 190	+ 62	10 852	+ 32	
Russia	104 823	51 %	16 609	+ 25	57 %	89 476	+ 17	13 440	+ 33	73 191	+ 22	
Estonia	15 287	31 %	1 231	- 38	34 %	9 447	- 9	975	- 9	7 166	+ 10	
Latvia	9 606	30 %	1 473	+ 18	26 %	8 849	+ 33	987	+ 15	6 890	+ 43	
Lithuania	12 702	34 %	1 174	- 9	34 %	10 802	+ 24	897	+ 53	5 473	+ 22	
Poland	69 014	34 %	8 676	- 2	35 %	71 940	+ 84	2 547	- 8	22 018	+ 17	
The Czech Republic	11 380	27 %	1 246	+ 5	24 %	10 110	+ 33	899	+ 26	7 593	+ 35	
Slovakia	4 044	33 %	677	+ 19	51 %	4 093	+ 27	441	- 14	2 692	- 2	
Hungary	9 846	43 %	792	- 23	44 %	5 854	- 11	680	- 24	5 142	- 9	
Rest of Europe	59 694	47 %	7 573	- 16	34 %	37 271	- 11	5 809	- 13	30 685	- 7	
USA	262 526	62 %	46 959	+ 11	67 %	200 691	+ 3	40 915	+ 10	176 099	+ 3	
Canada	32 108	68 %	4 493	+ 9	75 %	22 415	- 4	4 029	+ 6	19 601	- 7	
Brasil	19 269	57 %	5 785	+ 62	87 %	20 684	+ 51	5 483	+ 62	19 409	+ 64	
Central & South America	27 205	68 %	2 999	- 23	74 %	14 756	- 15	2 625	- 29	13 233	- 17	
Japan	56 205	61 %	9 531	- 3	72 %	45 833	+ 22	8 047	- 4	38 808	+ 24	
South Korea	11 599	43 %	1 502	- 1	42 %	8 154	- 3	1 398	+ 3	7 107	+ 2	
China	67 681	46 %	10 110	+ 12	45 %	50 246	+ 13	6 901	+ 4	37 664	+ 4	
India	38 765	50 %	5 837	+ 69	61 %	40 727	+ 71	5 546	+ 77	37 885	+ 73	
Rest of Asia	75 799	64 %	12 492	+ 18	66 %	62 959	+ 26	10 628	+ 23	53 447	+ 29	
Australia	32 902	64 %	5 231	+ 13	66 %	25 353	+ 7	4 727	+ 10	23 184	+ 6	
New Zealand	3 015	54 %	434	+ 9	62 %	2 571	+ 15	391	+ 6	2 220	+ 9	
Rest of the world	64 405	41 %	6 224	+ 4	50 %	27 955	- 41	4 937	- 8	22 893	- 44	
Not indicated	327 388	47 %	49 298	+ 24	55 %	256 593	+ 19	42 223	+ 23	218 886	+ 15	



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			
	August		YTD		August		YTD	
	2012	2011	2012	2011	2012	2011	2012	2011
Number of hotels	296	280	296	290	149	144	149	144
Room capacity	922 957	878 442	7 067 296	6 648 314	581 635	539 745	4 493 602	4 142 530
Occupied rooms	636 159	602 066	4 184 230	3 958 761	455 223	426 541	2 975 935	2 786 413
Capacity utilization (%)	68,9	68,9	59,2	59,8	78,3	79,3	66,2	67,5
Mon-thu (%)	73,0	73,4	66,5	67,7	81,2	82,5	72,5	74,6
Fri-sun (%)	63,3	61,6	48,8	49,6	74,2	74,4	58,3	58,5
Revenues (MSEK)	666,1	623,6	4 468,8	4 196,3	496,7	456,8	3 281,5	3 040,0
Rev. per occupied room (SEK)	1 047	1 036	1 068	1 060	1 091	1 071	1 103	1 091
Rev. per disp. room (SEK)	721,7	709,8	632,3	631,2	854,0	846,4	730,3	733,8