



Stockholm's tourism industry

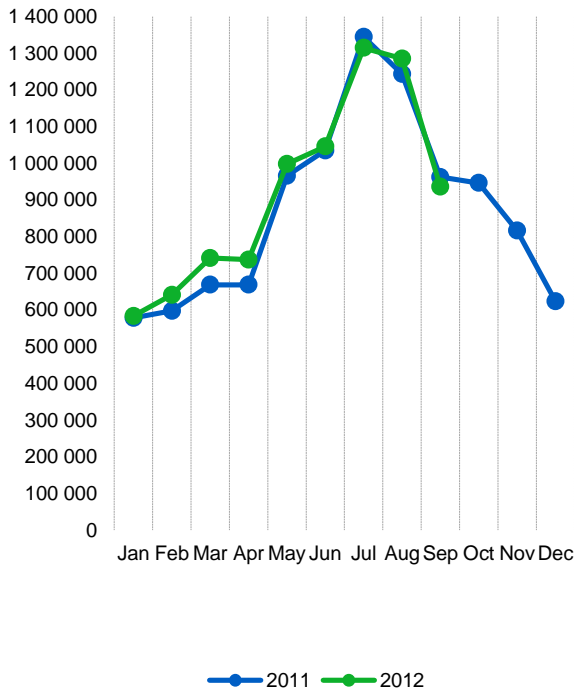
September 2012

- During September 2012 more than 0.9 million nights were spent in the county's accommodation establishments – hotels, hostels, vacation villages, camping facilities, and privately conveyed cottages and apartments. This was a decrease of 3 % compared to September 2011. Despite the negative trend in the county, the total number of guest nights during 2012 up until September was 4 % higher than during the comparable period 2011.
- The county's hostels and vacation villages had a 3 % more overnight stays than last year in September. On the other hand, the trend was weak for the hotels (-3 %).
- The number of guest nights from foreign visitors was at the same level as last year in September. However, guest nights spent by Swedish visitors decreased by 4 %.
- The number of rooms sold at the county's hotels decreased by 6 % compared to the same month in 2011. 67.0 % of all disposable hotel rooms in the county were occupied during the month. That is less last year. Since September last year, the number of available rooms has increased by about 1,100, most of which are located in the city.
- The average revenue per occupied room was 1,188 SEK in the county and 1,228 SEK in the city – which is lower than in September 2011.

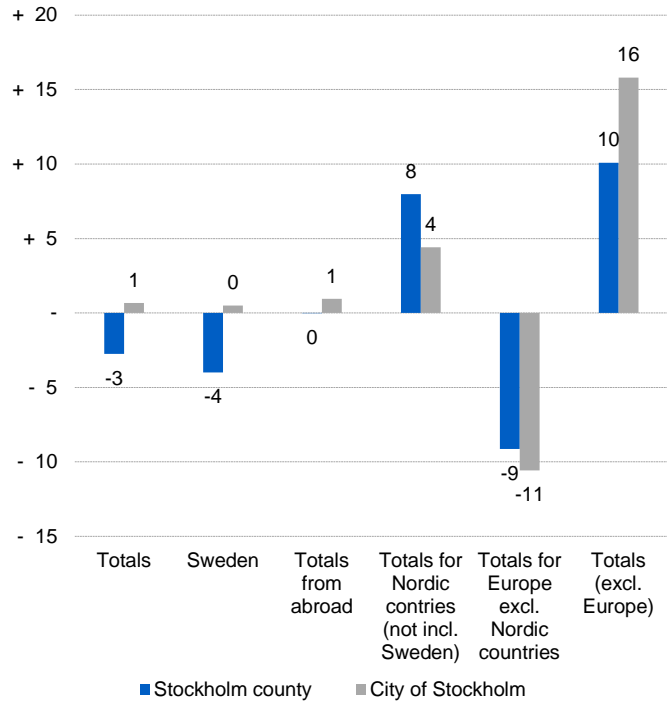
Commercial overnight stays in Stockholm's county Jan-Sep 2012, top 20							
Target group		Guest nights	Change, %				
Total		8 366 254	+ 4				
Sweden		5 463 771	+ 4				
Foreign		2 902 483	+ 3				
Ranking, Foreign		Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %	
1	Germany	385 637	- 2	11	Switzerland	87 867	+ 9
2	Not indicated	291 936	+ 18	12	The Netherlands	83 868	- 14
3	Great Britain	235 740	+ 2	13	Polen	80 804	+ 68
4	USA	234 431	+ 6	14	Rest of Asia	74 824	+ 30
5	Norway	210 929	+ 8	15	Spain	72 977	- 28
6	Finland	152 136	+ 12	16	China	59 301	+ 12
7	Denmark	123 722	+ 0	17	Japan	54 495	+ 16
8	France	122 112	+ 3	18	India	47 366	+ 69
9	Italy	105 437	- 28	19	Rest of Europe	42 095	- 10
10	Russia	96 790	+ 17	20	Belgium	38 644	- 10



Commercial overnight stays, Stockholm county



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



Commercial overnight stays 2012 compared with previous year

	September 2012		YDT	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	936 127	- 3	8 366 254	+ 4
Domestic	631 685	- 4	5 463 771	+ 4
Foreign	304 442	- 0	2 902 483	+ 3
Nordic countries excl. Sweden	45 738	+ 8	494 371	+ 7
Europe excl. Nordic countries	141 181	- 9	1 497 155	- 2
Non European	117 523	+ 10	910 957	+ 12
City of Stockholm	643 415	+ 1	5 728 123	+ 6
Domestic	391 626	+ 0	3 366 815	+ 9
Foreign	251 789	+ 1	2 361 308	+ 3
Nordic countries excl. Sweden	36 598	+ 4	389 894	+ 10
Europe excl. Nordic countries	112 178	- 11	1 183 790	- 5
Non European	103 013	+ 16	787 624	+ 12
Sweden	3 446 431	- 0	44 793 321	+ 1

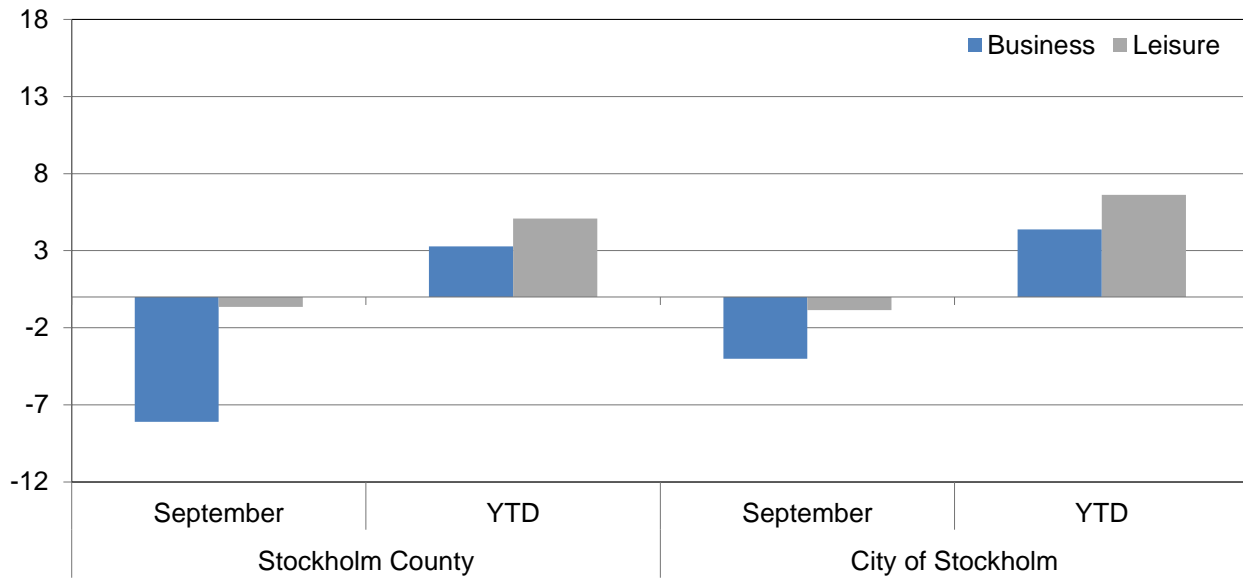


Kommersiella övernattningar fördelat på nationer, Stockholms län och Stockholms stad

Country	Stockholm County						City of Stockholm					
	Guest-nights 2011	Share in Sweden	September 2012			YTD			September 2012		YTD	
			Guest-nights	Change, %	Share in Sweden	Guest-nights	Change, %	Guest-nights	Change, %	Guest-nights	Change, %	
Totals	10 442 895	20 %	936 127	- 3	27%	8 366 254	+ 4	643 415	+ 1	5 728 123	+ 6	
Domestic	6 959 833	18 %	631 685	- 4	24%	5 463 771	+ 4	391 626	+ 0	3 366 815	+ 9	
Foreign	3 483 062	27 %	304 442	- 0	37%	2 902 483	+ 3	251 789	+ 1	2 361 308	+ 3	
Nordic countries excl. Sweden	589 673	12 %	45 738	+ 8	21%	494 371	+ 7	36 598	+ 4	389 894	+ 10	
Europe excl. Nordic countries	1 874 522	32 %	141 181	- 9	36%	1 497 155	- 2	112 178	- 11	1 183 790	- 5	
Non European	1 018 867	53 %	117 523	+ 10	56%	910 957	+ 12	103 013	+ 16	787 624	+ 12	
Denmark	153 979	12 %	11 843	- 9	21%	123 722	+ 0	8 854	- 15	93 695	+ 2	
Norway	254 525	8 %	21 447	+ 20	17%	210 929	+ 8	17 743	+ 15	170 637	+ 11	
Finland	173 564	35 %	11 341	+ 4	37%	152 136	+ 12	9 065	+ 4	119 089	+ 13	
Iceland	7 605	47 %	1 107	+ 80	59%	7 584	+ 34	936	+ 76	6 473	+ 35	
Germany	454 438	17 %	32 257	- 10	18%	385 637	- 2	25 083	- 14	289 443	- 4	
Great Britain	293 792	49 %	26 464	- 9	56%	235 740	+ 2	22 065	- 8	198 026	+ 3	
Ireland	21 854	56 %	2 131	+ 34	67%	17 503	+ 4	1 659	+ 12	13 902	+ 6	
The Netherlands	118 566	19 %	7 499	- 9	32%	83 868	- 14	6 273	- 6	66 647	- 9	
Belgium	53 731	46 %	3 551	- 19	42%	38 644	- 10	3 128	- 20	34 217	- 12	
Luxembourg	4 370	51 %	335	- 9	61%	3 135	- 6	300	- 8	2 670	- 11	
France	150 090	51 %	9 639	- 11	54%	122 112	+ 3	7 857	- 19	107 586	+ 3	
Switzerland	97 059	40 %	8 397	+ 22	53%	87 867	+ 9	7 363	+ 22	72 861	+ 6	
Austria	51 748	43 %	3 591	+ 1	55%	35 893	- 20	2 870	- 4	30 041	- 20	
Italy	172 554	61 %	9 048	- 32	58%	105 437	- 28	7 966	- 33	94 262	- 29	
Spain	118 890	68 %	8 392	- 25	70%	72 977	- 28	7 500	- 26	66 115	- 29	
Portugal	13 074	54 %	1 074	- 5	69%	9 769	+ 1	966	- 5	8 937	+ 2	
Greece	14 708	66 %	897	- 41	57%	9 581	- 18	693	- 47	8 342	- 17	
Turkey	13 252	61 %	1 033	- 16	61%	13 624	+ 31	890	- 15	11 688	+ 26	
Russia	104 823	51 %	7 150	+ 5	56%	96 790	+ 17	5 728	+ 7	79 008	+ 20	
Estonia	15 287	31 %	1 114	- 7	35%	10 676	- 8	805	+ 19	8 089	+ 12	
Latvia	9 606	30 %	1 098	+ 36	47%	10 010	+ 34	868	+ 69	7 825	+ 46	
Lithuania	12 702	34 %	725	- 38	34%	11 440	+ 16	615	+ 4	6 016	+ 19	
Poland	69 014	34 %	9 058	+ 1	40%	80 804	+ 68	2 976	+ 11	24 767	+ 15	
The Czech Republic	11 380	27 %	1 378	+ 15	31%	11 693	+ 33	1 144	+ 30	8 935	+ 37	
Slovakia	4 044	33 %	925	+ 218	66%	5 026	+ 43	708	+ 156	3 411	+ 13	
Hungary	9 846	43 %	875	+ 3	36%	6 834	- 8	751	- 1	5 985	- 7	
Rest of Europe	59 694	47 %	4 550	- 11	43%	42 095	- 10	3 970	- 4	35 017	- 6	
USA	262 526	62 %	25 872	+ 6	59%	234 431	+ 6	22 374	+ 5	206 185	+ 7	
Canada	32 108	68 %	3 228	- 4	69%	27 596	+ 3	2 848	- 3	24 351	+ 2	
Brasil	19 269	57 %	3 657	+ 50	80%	25 255	+ 56	3 155	+ 53	23 453	+ 69	
Central & South America	27 205	68 %	2 393	- 48	75%	17 794	- 19	2 140	- 50	15 998	- 21	
Japan	56 205	61 %	8 295	- 11	65%	54 495	+ 16	7 324	- 13	46 466	+ 22	
South Korea	11 599	43 %	1 991	+ 118	65%	10 551	+ 13	1 751	+ 115	9 255	+ 19	
China	67 681	46 %	8 755	+ 1	44%	59 301	+ 12	7 585	+ 11	45 488	+ 6	
India	38 765	50 %	6 884	+ 63	68%	47 366	+ 69	6 510	+ 72	44 143	+ 71	
Rest of Asia	75 799	64 %	9 016	+ 14	52%	74 824	+ 30	7 967	+ 15	64 203	+ 33	
Australia	32 902	64 %	4 061	+ 10	68%	31 544	+ 15	3 706	+ 10	28 926	+ 14	
New Zealand	3 015	54 %	333	+ 38	50%	3 043	+ 23	273	+ 26	2 624	+ 16	
Rest of the world	64 405	41 %	4 811	- 0	44%	32 821	- 37	4 078	+ 59	26 976	- 40	
Not indicated	327 388	47 %	38 227	+ 19	53%	291 936	+ 18	33 302	+ 31	249 556	+ 16	



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			
	September		YTD		September		YTD	
	2012	2011	2012	2011	2012	2011	2012	2011
Number of hotels	295	291	296	292	149	146	149	146
Room capacity	901 523	867 418	7 961 221	7 511 134	564 325	530 335	5 049 428	4 673 400
Occupied rooms	603 668	642 224	4 781 397	4 600 985	416 759	429 773	3 384 449	3 216 186
Capacity utilization (%)	67,0	74,3	60,1	61,4	73,9	81,4	67,0	69,0
Mon-thu (%)	76,9	82,1	67,6	69,5	82,3	86,5	73,5	69,0
Fri-sun (%)	55,3	64,0	50,5	51,3	64,1	74,5	58,9	75,9
Revenues (MSEK)	717,1	847,9	5 179,1	5 043,2	511,9	595,0	3 785,1	3 635,9
Rev. per occupied room (SEK)	1 188	1 320	1 083	1 096	1 228	1 385	1 118	1 130
Rev. per disp. room (SEK)	717	848	5 179	5 043	512	595	3 785	3 636