



Stockholm's tourism industry

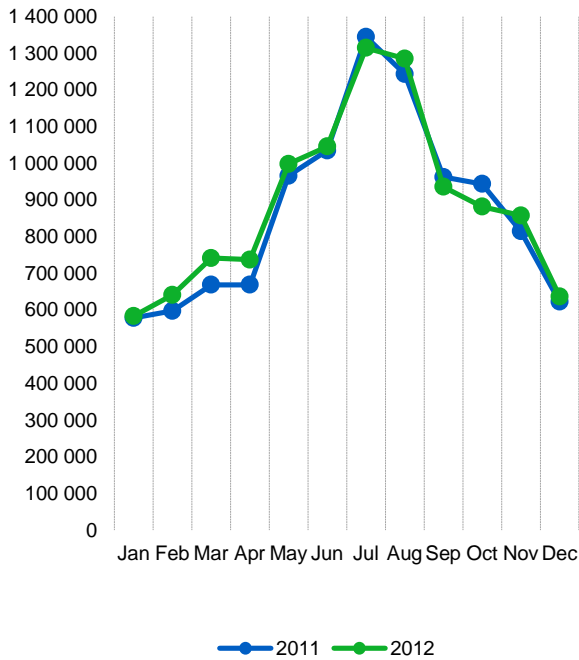
December 2012

- 2012 closed positively for accommodation establishments in the county - hotels, hostels, camping, vacation villages and commercially arranged cottages and apartments.
- In December, the number of overnight stays rose by 2 % to 637 000. For the year as a whole, that means a record high of nearly 10.8 million guest nights. One of three overnight stays was made by foreign visitors.
- During December domestic guest nights increased by 4 %, while nights by foreign visitors fell by 2 %. Over the whole 2012 both domestic and foreign overnight stays increased. Nordic and overseas markets performed well, while the trend for the rest of Europe, especially for southern Europe, was more negative.
- For major foreign markets a negative trend was noted for USA, Germany, UK and Norway during the month. Overnight stays by Russian guests, however, grew significantly, as well as for visitors from Asia, South America and Australia.
- Despite an increasing number of hotel nights, the number of rooms sold decreased compared to December 2011. There was a slight shift from business travelers to leisure travelers. The price for a rented room was also slightly lower than last year. Also for the whole of 2012, the room price dropped slightly while the capacity has increased.
- Hotel revenue for rooms sold during the year fell slightly, to just over 6.8 billion SEK, of which 5 billion SEK accrued to hotels in the city.

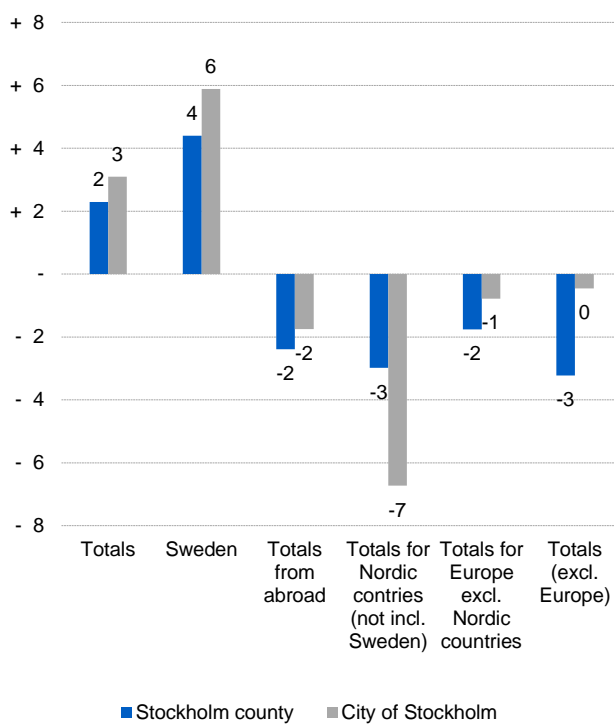
Commercial overnight stays in Stockholm's county Jan-Dec 2012, top 20					
Target group	Guest nights	Change, %			
Total	10 757 883	+ 3			
Sweden	7 218 349	+ 4			
Foreign	3 539 534	+ 2			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Germany	441 833	- 3	11 Switzerland	103 795	+7
2 Not indicated	363 425	+11	12 The Netherlands	102 973	-13
3 Great Britain	300 001	+2	13 Poland	99 590	+44
4 USA	275 517	+5	14 Spain	88 190	-26
5 Norway	263 427	+3	15 Rest of Asia	86 503	+14
6 Finland	190 742	+10	16 China	74 785	+10
7 Denmark	153 247	0	17 Japan	63 009	+12
8 France	149 170	-1	18 India	62 080	+60
9 Italy	131 070	-24	19 Rest of Europe	51 191	-14
10 Russia	120 974	+15	20 Belgium	48 233	-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

	December 2012		YDT	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	636 835	+ 2	10 757 883	+ 3
Domestic	448 397	+ 4	7 218 349	+ 4
Foreign	188 438	- 2	3 539 534	+ 2
Nordic countries excl. Sweden	33 788	- 3	616 775	+ 5
Europe excl. Nordic countries	102 296	- 2	1 819 285	- 3
Non European	52 354	- 3	1 103 474	+ 8
City of Stockholm	463 352	+ 3	7 412 886	+ 5
Domestic	301 891	+ 6	4 511 975	+ 7
Foreign	161 461	- 2	2 900 911	+ 1
Nordic countries excl. Sweden	27 324	- 7	488 462	+ 5
Europe excl. Nordic countries	87 285	- 1	1 453 248	- 5
Non European	46 852	- 0	959 201	+ 9
Sweden	2 580 072	+ 6	52 844 887	+ 0

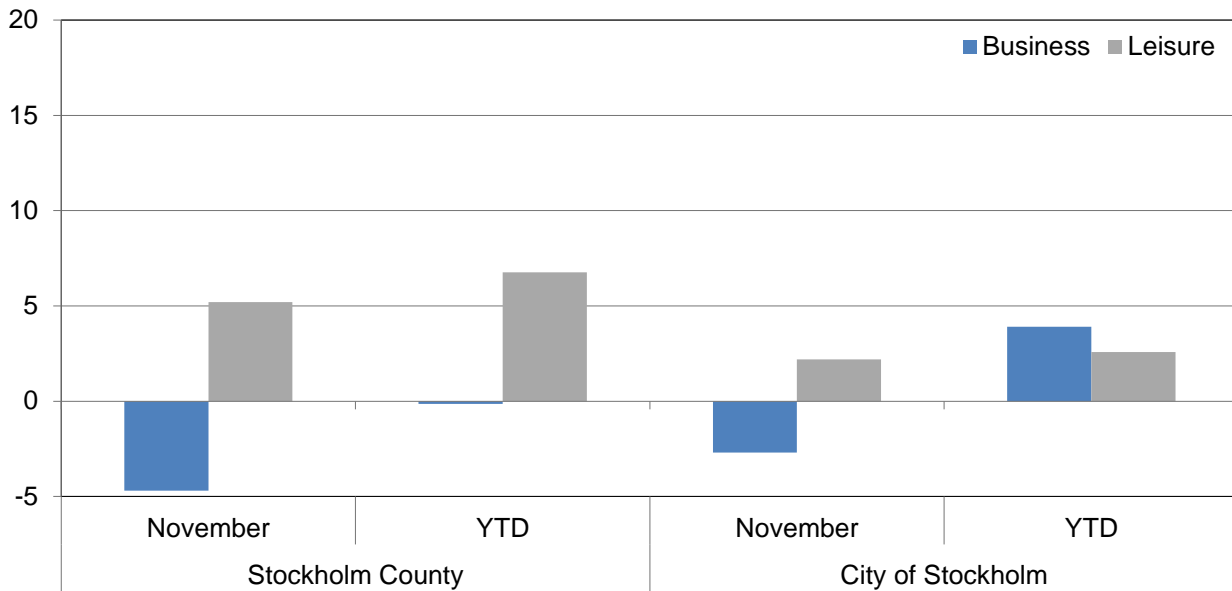


Kommersiella övernattningar fördelat på nationer, Stockholms län och Stockholms stad

Country	Stockholm County						City of Stockholm					
	Guest-nights 2011	Share in Sweden	December 2012			YTD		December 2012		YTD		
			Guest-nights	Change, %	Share in Sweden	Guest-nights	Change, %	Guest-nights	Change, %	Guest-nights	Change, %	
Totals	10 443 395	20 %	636 835	+ 2	25 %	10 757 883	+ 3	463 352	+ 9	7 412 886	+ 5	
Domestic	6 960 305	18 %	448 397	+ 4	22 %	7 218 349	+ 4	301 891	+ 10	4 511 975	+ 7	
Foreign	3 483 090	27 %	188 438	- 2	38 %	3 539 534	+ 2	161 461	+ 5	2 900 911	+ 1	
Nordic countries excl. Sweden	589 673	12 %	33 788	- 3	21 %	616 775	+ 5	27 324	- 11	488 462	+ 5	
Europe excl. Nordic countries	1 874 550	32 %	102 296	- 2	44 %	1 819 285	- 3	87 285	+ 12	1 453 248	- 5	
Non European	1 018 867	53 %	52 354	- 3	50 %	1 103 474	+ 8	46 852	+ 7	959 201	+ 9	
Denmark	153 979	12 %	7 339	- 2	13 %	153 247	- 0	5 295	- 15	115 433	+ 0	
Norway	254 525	8 %	14 063	- 6	17 %	263 427	+ 3	11 558	- 10	214 038	+ 4	
Finland	173 564	35 %	11 972	+ 1	52 %	190 742	+ 10	10 101	- 9	150 953	+ 10	
Iceland	7 605	47 %	414	- 17	56 %	9 359	+ 23	370	- 20	8 038	+ 23	
Germany	454 458	17 %	18 366	- 3	30 %	441 833	- 3	15 813	+ 2	336 043	- 4	
Great Britain	293 796	49 %	17 890	- 1	47 %	300 001	+ 2	15 667	+ 13	254 194	+ 4	
Ireland	21 854	56 %	1 178	+ 28	54 %	21 951	+ 0	1 092	- 5	17 875	+ 1	
The Netherlands	118 570	19 %	6 332	+ 3	34 %	102 973	- 13	5 448	- 5	82 935	- 10	
Belgium	53 731	46 %	2 642	- 2	41 %	48 233	- 10	2 449	+ 6	42 987	- 11	
Luxembourg	4 370	51 %	237	- 61	59 %	3 785	- 13	217	- 25	3 260	- 18	
France	150 090	51 %	10 205	- 17	49 %	149 170	- 1	9 519	+ 13	132 373	- 0	
Switzerland	97 059	40 %	5 504	+ 2	67 %	103 795	+ 7	5 075	+ 6	87 044	+ 4	
Austria	51 748	43 %	1 994	- 13	53 %	42 400	- 18	1 718	+ 19	35 573	- 18	
Italy	172 554	61 %	8 537	- 14	65 %	131 070	- 24	7 849	+ 58	117 483	- 26	
Spain	118 890	68 %	4 849	- 0	62 %	88 190	- 26	4 474	+ 31	80 017	- 26	
Portugal	13 074	54 %	675	+ 5	58 %	11 772	- 10	566	- 10	10 610	- 7	
Greece	14 708	66 %	864	+ 5	59 %	12 005	- 18	619	- 39	10 271	- 20	
Turkey	13 252	61 %	949	+ 49	57 %	17 149	+ 29	865	- 8	14 627	+ 23	
Russia	104 823	51 %	10 090	+ 33	58 %	120 974	+ 15	8 725	+ 17	99 874	+ 19	
Estonia	15 287	31 %	853	- 17	22 %	14 080	- 8	652	- 11	10 609	+ 9	
Latvia	9 606	30 %	961	+ 75	44 %	14 349	+ 49	779	+ 201	11 551	+ 65	
Lithuania	12 702	34 %	638	- 25	33 %	13 602	+ 7	302	- 22	7 533	+ 12	
Poland	69 014	34 %	4 977	- 7	44 %	99 590	+ 44	1 709	+ 2	31 489	+ 11	
The Czech Republic	11 380	27 %	460	- 36	25 %	14 051	+ 23	318	- 33	10 461	+ 28	
Slovakia	4 044	33 %	612	+ 695	72 %	7 428	+ 84	315	+ 205	4 893	+ 41	
Hungary	9 846	43 %	722	+ 41	46 %	9 693	- 2	656	+ 33	8 475	- 2	
Rest of Europe	59 694	47 %	2 761	- 16	44 %	51 191	- 14	2 458	- 4	43 071	- 10	
USA	262 526	62 %	11 887	- 4	60 %	275 517	+ 5	9 962	+ 15	241 943	+ 6	
Canada	32 108	68 %	1 466	+ 3	71 %	33 053	+ 3	1 325	+ 16	29 268	+ 3	
Brasil	19 269	57 %	596	+ 9	61 %	28 100	+ 46	531	- 19	26 016	+ 60	
Central & South America	27 205	68 %	778	+ 21	66 %	21 316	- 22	699	- 16	19 204	- 24	
Japan	56 205	61 %	2 505	+ 36	43 %	63 009	+ 12	2 313	- 19	53 976	+ 17	
South Korea	11 599	43 %	633	+ 1	62 %	13 282	+ 15	522	+ 4	11 692	+ 19	
China	67 681	46 %	4 735	+ 12	48 %	74 785	+ 10	4 349	+ 12	59 058	+ 6	
India	38 765	50 %	4 038	+ 23	56 %	62 080	+ 60	3 780	+ 43	58 160	+ 62	
Rest of Asia	75 799	64 %	3 373	- 31	35 %	86 503	+ 14	3 115	- 34	74 582	+ 15	
Australia	32 902	64 %	2 152	+ 23	57 %	38 221	+ 16	1 973	+ 54	35 160	+ 16	
New Zealand	3 015	54 %	238	+ 27	77 %	3 661	+ 21	217	+ 47	3 177	+ 16	
Rest of the world	64 405	41 %	2 085	- 16	48 %	40 522	- 37	1 778	- 8	33 882	- 38	
Not indicated	327 388	47 %	17 868	- 10	46 %	363 425	+ 11	16 288	+ 9	313 083	+ 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			
	December		YTD		December		YTD	
	2012	2011	2012	2011	2012	2011	2012	2011
Number of hotels	290	287	297	293	147	148	149	148
Room capacity	868 609	831 541	10 662 875	10 122 366	552 690	539 297	6 742 891	6 332 059
Occupied rooms	389 845	395 743	6 307 308	6 174 786	283 916	286 891	4 461 733	4 314 092
Capacity utilization (%)	44,9	47,0	59,2	61,1	51,4	52,5	66,2	68,2
Mon-thu (%)	55,0	53,4	67,1	69,3	60,9	57,4	73,0	75,1
Fri-sun (%)	36,9	39,8	49,2	50,6	44,0	47,1	57,8	59,5
Revenues (MSEK)	396,9	417,9	6 849,7	6 854,0	296,4	310,7	4 979,3	4 935,3
Rev. per occupied room (SEK)	1 018	1 056	1 086	1 110	1 044	1 083	1 116	1 144
Rev. per disp. room (SEK)	457	503	642	677	536	576	738	779