



Stockholm's tourism industry

February 2013

- February was a weak month for hotels, and other commercial forms of accommodations in Stockholm County. Just under 606,000 guest nights in February was 45 000 (7%) fewer than in the same month last year, and only marginally higher than in January. Also in country as a whole commercial overnight stays fell (-3%).
- All forms of accommodation decreased in the city and in the county.
- The decline of foreign guest nights was more steep than the domestic ones.
- Guest nights from Nordic visitors dropped by 6%. The development of Denmark, Norway and Finland were fairly similar.
- Overnight stays from target groups in Europe outside the Nordic countries has fallen steadily since June 2012, with the exception of one or two months This month, the decline was 13%. Major markets such as Germany and the UK fell by 21% and 12% respectively.
- The development of overseas markets is more heterogeneous. Visitors from the USA increased their overnight stays by 2 % in comparison with than February 2012. Also for Canada, Brazil, India and China more guest nights was recorded. The development in Japan and other Asian countries went in the opposite direction.
- The number of occupied hotel rooms fell by almost 33,000 to 407,000 during the month. The average room rate fell a well – by SEK 11 to SEK 1,068.
- Hotel revenue for rooms sold fell to SEK 435 million, of which SEK 314 million was spent at hotels in the city.

Commercial overnight stays in Stockholm's county Jan-Feb 2013, top 20

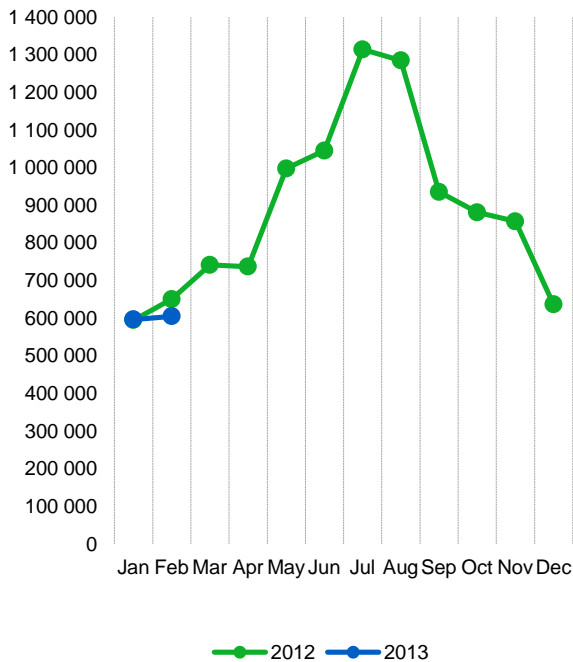
Target group	Guest nights	Change, %			
Total	1 204 562	- 3			
Sweden	874 847	- 2			
Foreign	329 715	- 6			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Great Britain	34 831	-8	11 The Netherlands	10 338	-6
2 Not indicated	34 246	-6	12 Italy	9 884	-12
3 Norway	28 766	+5	13 India	8 616	+29
4 Germany	23 945	-16	14 Spain	6 888	-1
5 Russia	23 384	+1	15 China	6 452	+15
6 Finland	21 299	-7	16 Switzerland	5 847	-13
7 USA	19 865	-0	17 The rest of Asia	5 101	-39
8 Denmark	16 726	-4	18 The rest of Europe	4 972	+2
9 France	14 210	-13	19 Belgium	4 531	-16
10 Poland	12 047	-23	20 Australia	3 744	+0

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

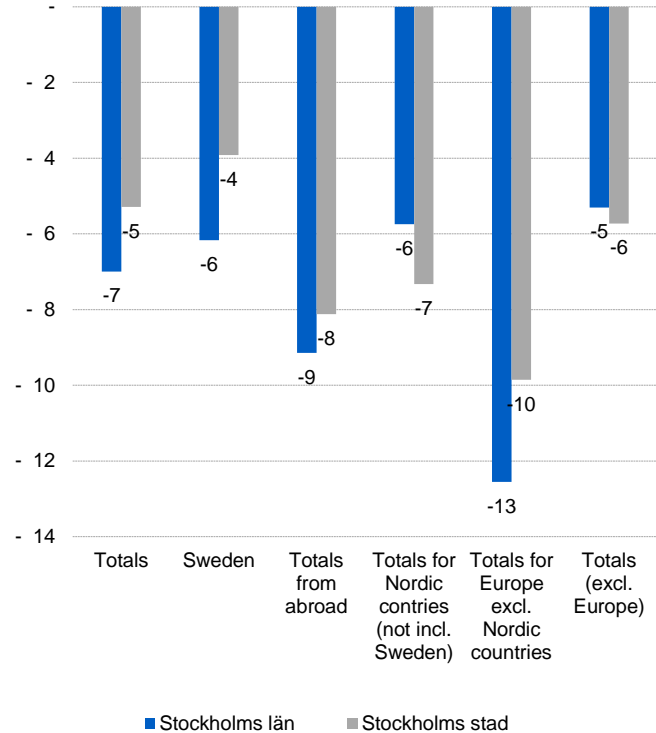
Source: Statistics Sweden and Swedish Agency for Economic and Regional Growth. Provisional data.



Commercial overnight stays, Stockholm county



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



Commercial overnight stays 2013 compared with previous year

	February 2012		YTD	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	605 619	- 7	1 204 562	- 3
Domestic	441 659	- 6	874 847	- 2
Foreign	163 960	- 9	329 715	- 6
Nordic countries excl. Sweden	35 444	- 6	67 658	- 2
Europe excl. Nordic countries	81 608	- 13	169 704	- 8
Non European	46 908	- 5	92 353	- 4
City of Stockholm	421 727	- 5	827 119	- 2
Domestic	288 544	- 4	556 916	- 1
Foreign	133 183	- 8	270 203	- 5
Nordic countries excl. Sweden	28 231	- 7	53 749	- 4
Europe excl. Nordic countries	65 159	- 10	137 412	- 6
Non European	39 793	- 6	79 042	- 3
Sweden	3 322 214	- 3	6 278 389	- 2

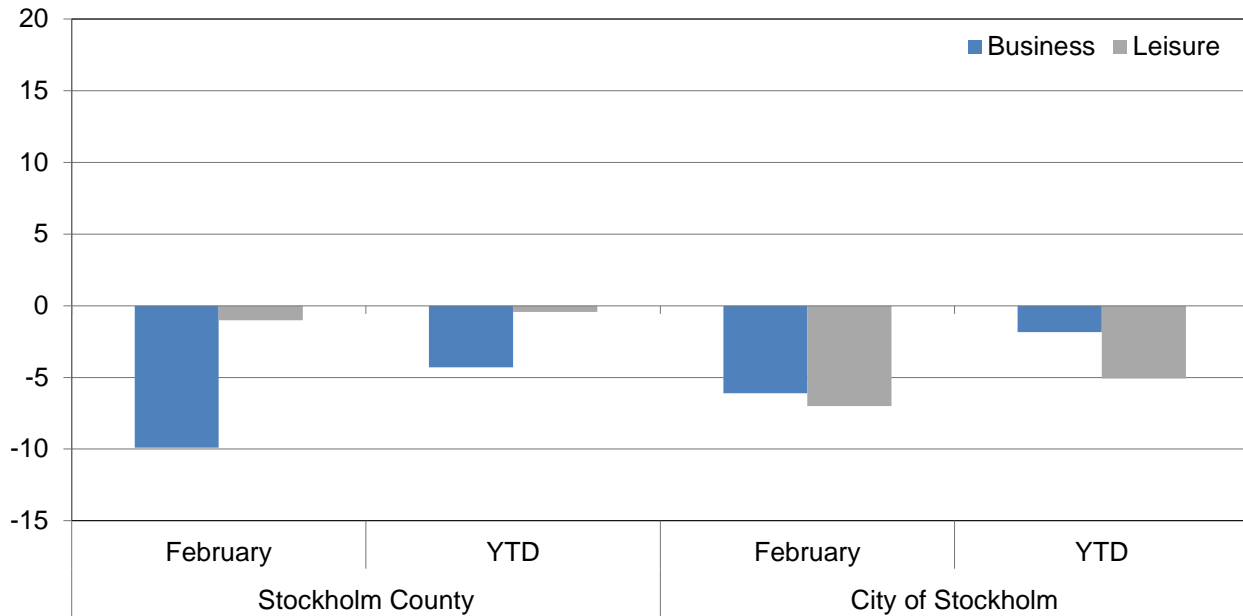


Commercial overnight stays by nationality, Stockholm county and city of Stockholm

Country	Stockholm County						City of Stockholm					
	Guest-nights 2012	Share in Sweden	February 2013			YTD		February 2013		YTD		
			Guest-nights	Change, %	Share in Sweden	Guest-nights	Change, %	Guest-nights	Change, %	Guest-nights	Change, %	
Totals	10 713 593	20 %	605 619	- 7	18 %	1 204 562	- 3	421 727	- 5	827 119	- 2	
Domestic	7 157 565	18 %	441 659	- 6	17 %	874 847	- 2	288 544	- 4	556 916	- 1	
Foreign	3 556 028	28 %	163 960	- 9	24 %	329 715	- 6	133 183	- 8	270 203	- 5	
Nordic countries excl. Sweden	619 846	12 %	35 444	- 6	10 %	67 658	- 2	28 231	- 7	53 749	- 4	
Europe excl. Nordic countries	1 832 917	32 %	81 608	- 13	33 %	169 704	- 8	65 159	- 10	137 412	- 6	
Non European	1 103 265	55 %	46 908	- 5	46 %	92 353	- 4	39 793	- 6	79 042	- 3	
Denmark	153 959	13 %	8 894	- 5	5 %	16 726	- 4	6 758	- 5	12 515	- 4	
Norway	264 934	8 %	14 414	- 4	12 %	28 766	+ 5	11 993	- 6	23 935	+ 3	
Finland	191 513	37 %	11 605	- 6	25 %	21 299	- 7	9 004	- 6	16 511	- 10	
Iceland	9 440	51 %	531	- 44	45 %	867	- 40	476	- 48	788	- 42	
Germany	444 420	17 %	12 314	- 21	19 %	23 945	- 16	9 942	- 21	19 214	- 16	
Great Britain	299 983	51 %	18 777	- 12	39 %	34 831	- 8	15 750	- 9	29 309	- 6	
Ireland	22 158	56 %	1 264	+ 18	56 %	2 280	+ 12	1 145	+ 17	2 042	+ 11	
The Netherlands	104 760	19 %	5 312	- 8	24 %	10 338	- 6	4 396	- 10	8 574	- 8	
Belgium	48 865	42 %	2 653	- 17	28 %	4 531	- 16	2 329	- 19	3 981	- 18	
Luxembourg	3 780	49 %	277	- 16	54 %	518	+ 12	247	- 23	482	+ 7	
France	150 216	53 %	7 535	- 20	46 %	14 210	- 13	6 466	- 23	12 510	- 15	
Switzerland	105 488	42 %	2 798	- 20	46 %	5 847	- 13	2 463	- 21	5 003	- 16	
Austria	43 294	46 %	1 592	+ 14	40 %	2 781	+ 11	1 329	+ 27	2 232	+ 19	
Italy	132 711	58 %	4 516	- 1	45 %	9 884	- 12	3 969	+ 7	8 864	- 10	
Spain	89 184	64 %	3 781	- 6	50 %	6 888	- 1	3 465	+ 3	6 222	+ 7	
Portugal	11 890	56 %	800	+ 34	71 %	1 319	+ 18	731	+ 41	1 183	+ 19	
Greece	12 073	65 %	802	+ 42	54 %	1 374	+ 25	517	- 3	835	- 19	
Turkey	17 294	67 %	768	- 14	53 %	1 681	+ 29	689	- 19	1 277	+ 4	
Russia	121 824	52 %	4 818	+ 1	44 %	23 384	+ 1	3 934	- 1	20 446	+ 3	
Estonia	14 109	25 %	1 079	- 7	20 %	2 238	+ 5	982	+ 4	1 729	- 2	
Latvia	14 328	40 %	844	- 19	48 %	1 736	- 2	744	- 2	1 542	+ 17	
Lithuania	13 680	35 %	581	- 59	47 %	1 253	- 51	408	- 30	803	- 23	
Poland	98 988	41 %	6 690	- 21	49 %	12 047	- 23	2 121	+ 5	4 203	+ 17	
The Czech Republic	14 222	30 %	666	- 21	17 %	1 146	- 23	511	- 2	809	- 13	
Slovakia	7 417	55 %	696	+ 86	60 %	1 430	+ 128	508	+ 230	1 064	+ 245	
Hungary	10 186	41 %	635	+ 108	38 %	1 071	+ 35	574	+ 108	968	+ 37	
Rest of Europe	52 047	37 %	2 410	- 15	24 %	4 972	+ 2	1 939	- 23	4 120	- 1	
USA	279 424	62 %	9 656	+ 2	52 %	19 865	- 0	7 876	- 3	16 293	- 6	
Canada	33 628	69 %	1 528	+ 26	67 %	2 629	+ 5	1 372	+ 32	2 321	+ 13	
Brasil	28 484	71 %	750	+ 15	60 %	1 515	+ 19	655	+ 19	1 311	+ 22	
Central & South America	23 640	69 %	838	- 12	50 %	1 568	- 0	764	+ 6	1 408	+ 11	
Japan	66 942	64 %	2 088	- 18	37 %	3 420	- 17	1 726	- 2	2 887	- 21	
South Korea	13 512	46 %	786	+ 61	43 %	1 701	+ 42	708	+ 76	1 300	+ 31	
China	75 041	46 %	3 125	+ 2	48 %	6 452	+ 15	2 965	+ 8	5 977	+ 17	
India	61 592	57 %	4 579	+ 18	56 %	8 616	+ 29	4 380	+ 21	8 275	+ 32	
Rest of Asia	88 022	66 %	2 823	- 38	52 %	5 101	- 39	2 494	- 33	4 400	- 38	
Australia	38 927	65 %	1 496	+ 14	59 %	3 744	+ 0	1 363	+ 14	3 460	- 0	
New Zealand	3 704	62 %	145	+ 7	55 %	272	- 9	126	- 5	249	- 12	
Rest of the world	41 167	44 %	1 766	- 11	45 %	3 224	- 21	1 536	- 26	2 782	- 10	
Not indicated	349 182	48 %	17 328	- 10	39 %	34 246	- 6	13 828	- 14	28 379	- 5	



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			
	February		YTD		February		YTD	
	2013	2012	2013	2012	2013	2012	2013	2012
Number of hotels	289	286	291	287	146	146	146	146
Room capacity	833 385	840 183	1 740 960	1 699 518	515 445	525 852	1 080 978	1 068 170
Occupied rooms	407 486	440 265	814 505	841 720	286 912	306 427	563 256	579 508
Capacity utilization (%)	48,9	52,0	46,8	49,1	55,7	57,4	52,1	53,2
Mon-thu (%)	57,7	60,6	55,4	57,8	64,8	65,7	60,6	61,3
Fri-sun (%)	36,8	39,4	34,8	36,4	43,4	45,7	40,5	41,9
Revenues (MSEK)	435,2	475,0	850,3	888,9	313,6	336,2	597,1	617,8
Rev. per occupied room (SEK)	1 068	1 079	1 044	1 056	1 093	1 097	1 060	1 066
Rev. per disp. room (SEK)	522	565	488	523	608	639	552	578