



Stockholm's tourism industry

April 2013

- April was a weak month for commercial accommodation in the country with 5% fewer guest nights than during the same month in 2012. However, in Stockholm County the number of guest nights increased by 13,700 to just over 754,000 – an increase of almost 2%.
- Guest nights from Swedish visitor increased by 9%. Foreign visitors' overnight stays decreased during the same time by 12%.
- The decline for foreign visitors affected target groups around the world. The largest decline was noted for visitors from Europe outside the Nordic countries (-17%). Overnight stays by visitors from Germany decreased eg by over 8,000 or 31%. Significantly fewer guest nights can be noted also from Italy, Spain and France. The development is not unambiguous. For the largest market during the month, the UK, the number of guest nights increased. The same applies to the U.S., India and Japan among non-European target groups. The Nordic market was weak.
- The number of occupied hotel rooms in the county increased by nearly 32,000 compared to April 2012. The proportion of rented rooms increased from 52.4% to 54.6%.
- More occupied rooms meant, despite lower prices than last year, that the hotels' revenue for rooms sold increased (MSEK 522.5 in the county, of which MSEK 372.6 in the City).

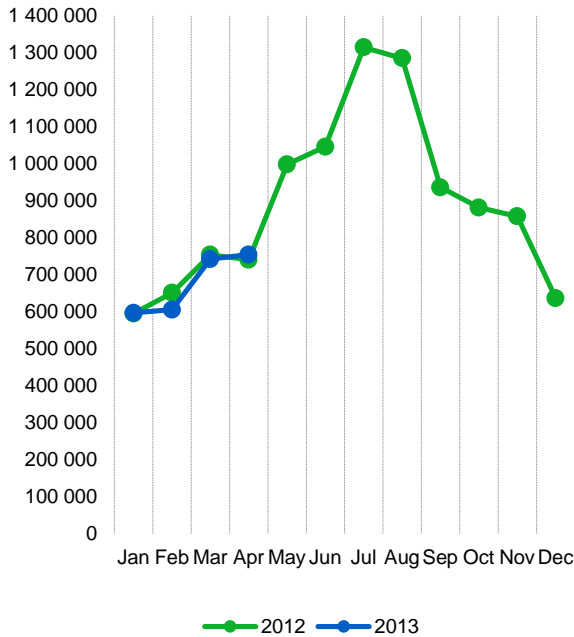
Commercial overnight stays in Stockholm's county Jan-Apr 2013, top 20					
Target group	Guest nights	Change, %			
Total	2 702 211	- 1			
Sweden	1 956 380	+ 1			
Foreign	745 831	- 6			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Great Britain	81 595	-4	11 Poland	24 099	-31
2 Not indicated	77 718	-5	12 The Netherlands	21 956	-11
3 Norway	61 976	-1	13 India	18 851	+15
4 Germany	61 293	-16	14 Spain	16 092	-18
5 Finland	48 228	-4	15 Switzerland	15 358	-7
6 USA	47 319	+5	16 China	14 933	+9
7 Russia	36 437	+3	17 Rest of Asia	13 848	-32
8 Denmark	36 224	-2	18 Rest of Europe	11 619	+4
9 France	33 838	-9	19 Belgium	9 978	-19
10 Italy	25 494	-12	20 Japan	8 856	-7

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

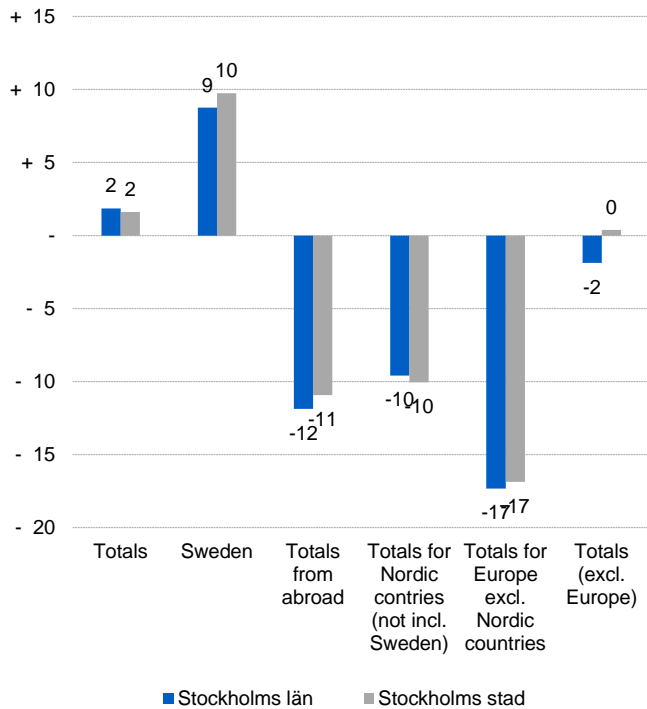
Source: Statistics Sweden and Swedish Agency for Economic and Regional Growth. Provisional data.



Commercial overnight stays, Stockholm county



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



Commercial overnight stays 2013 compared with previous year

	April 2012		YDT	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	754 288	+ 2	2 702 211	- 1
Domestic	535 635	+ 9	1 956 380	+ 1
Foreign	218 653	- 12	745 831	- 6
Nordic countries excl. Sweden	41 749	- 10	149 100	- 2
Europe excl. Nordic countries	113 598	- 17	384 415	- 9
Non European	63 306	- 2	212 316	- 4
City of Stockholm	535 374	+ 2	1 888 342	+ 0
Domestic	351 113	+ 10	1 269 138	+ 3
Foreign	184 261	- 11	619 204	- 4
Nordic countries excl. Sweden	33 341	- 10	116 941	- 4
Europe excl. Nordic countries	94 284	- 17	316 187	- 6
Non European	56 636	+ 0	186 076	- 2
Sweden	3 036 657	- 5	13 142 479	- 1

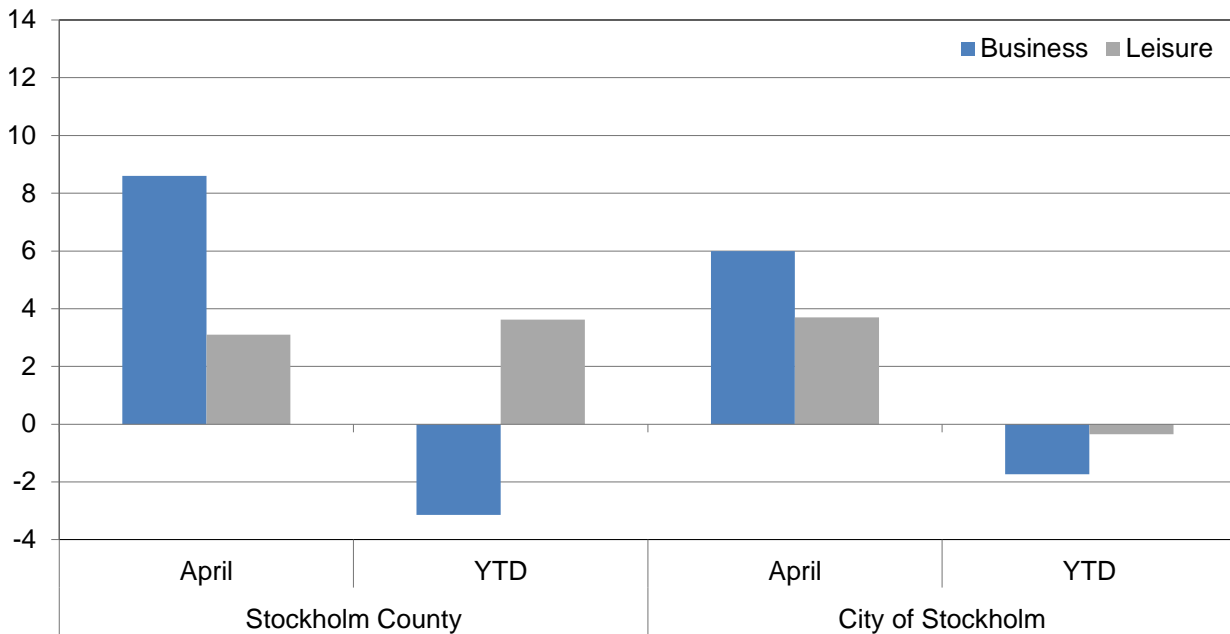


Commercial overnight stays by nationality, Stockholm county and city of Stockholm

Country	Stockholm County						City of Stockholm					
	Guest-nights 2012	Share in Sweden	April 2013			YTD		April 2013		YTD		
			Guest-nights	Change, %	Share in Sweden	Guest-nights	Change, %	Guest-nights	Change, %	Guest-nights	Change, %	
Totals	10 713 593	20 %	754 288	+ 2	25 %	2 702 211	- 1	535 374	+ 2	1 888 342	+ 0	
Domestic	7 157 565	18 %	535 635	+ 9	22 %	1 956 380	+ 1	351 113	+ 10	1 269 138	+ 3	
Foreign	3 556 028	28 %	218 653	- 12	39 %	745 831	- 6	184 261	- 11	619 204	- 4	
Nordic countries excl. Sweden	619 846	12 %	41 749	- 10	23 %	149 100	- 2	33 341	- 10	116 941	- 4	
Europe excl. Nordic countries	1 832 917	32 %	113 598	- 17	46 %	384 415	- 9	94 284	- 17	316 187	- 6	
Non European	1 103 265	55 %	63 306	- 2	48 %	212 316	- 4	56 636	+ 0	186 076	- 2	
Denmark	153 959	13 %	9 631	- 6	24 %	36 224	- 2	7 063	- 10	26 147	- 6	
Norway	264 934	8 %	18 103	- 9	17 %	61 976	- 1	14 907	- 14	50 993	- 4	
Finland	191 513	37 %	12 851	- 17	40 %	48 228	- 4	10 272	- 9	37 392	- 3	
Iceland	9 440	51 %	1 164	+ 68	78 %	2 672	+ 1	1 099	+ 66	2 409	- 2	
Germany	444 420	17 %	18 661	- 31	29 %	61 293	- 16	15 243	- 31	50 252	- 15	
Great Britain	299 983	51 %	24 933	+ 3	59 %	81 595	- 4	21 669	+ 3	70 088	- 2	
Ireland	22 158	56 %	1 602	- 16	64 %	7 584	+ 43	1 473	- 0	7 042	+ 55	
The Netherlands	104 760	19 %	6 650	- 12	39 %	21 956	- 11	5 701	- 14	18 395	- 13	
Belgium	48 865	42 %	2 937	- 32	41 %	9 978	- 19	2 555	- 36	8 715	- 22	
Luxembourg	3 780	49 %	286	+ 23	67 %	1 080	+ 12	257	+ 16	959	+ 5	
France	150 216	53 %	11 963	- 7	56 %	33 838	- 9	10 664	- 10	30 037	- 11	
Switzerland	105 488	42 %	5 766	- 12	66 %	15 358	- 7	5 301	- 12	13 622	- 8	
Austria	43 294	46 %	2 761	- 27	59 %	8 076	- 8	2 411	- 31	6 909	- 7	
Italy	132 711	58 %	10 118	- 17	57 %	25 494	- 12	8 980	- 21	22 763	- 12	
Spain	89 184	64 %	4 099	- 52	53 %	16 092	- 18	3 516	- 55	14 408	- 16	
Portugal	11 890	56 %	718	- 33	65 %	2 790	- 2	637	- 36	2 522	- 1	
Greece	12 073	65 %	890	- 19	56 %	2 998	+ 10	613	- 36	1 867	- 25	
Turkey	17 294	67 %	1 200	- 11	50 %	4 925	+ 36	864	- 32	4 004	+ 20	
Russia	121 824	52 %	6 253	+ 0	61 %	36 437	+ 3	5 301	+ 4	31 399	+ 4	
Estonia	14 109	25 %	1 121	+ 31	46 %	4 224	+ 2	870	+ 34	3 364	+ 2	
Latvia	14 328	40 %	976	+ 1	59 %	3 645	+ 0	895	+ 21	3 285	+ 18	
Lithuania	13 680	35 %	939	- 29	62 %	3 264	- 37	679	+ 30	2 150	+ 2	
Poland	98 988	41 %	6 436	- 36	43 %	24 099	- 31	2 401	- 12	8 810	+ 18	
The Czech Republic	14 222	30 %	748	- 6	38 %	2 771	- 12	532	- 3	1 934	- 7	
Slovakia	7 417	55 %	533	+ 154	23 %	2 804	+ 134	275	+ 48	1 607	+ 141	
Hungary	10 186	41 %	634	- 1	49 %	2 495	+ 14	592	+ 3	2 281	+ 16	
Rest of Europe	52 047	37 %	3 374	- 6	27 %	11 619	+ 4	2 855	- 6	9 774	+ 3	
USA	279 424	62 %	14 874	+ 8	60 %	47 319	+ 5	13 038	+ 9	40 223	+ 3	
Canada	33 628	69 %	1 948	+ 0	69 %	6 279	+ 3	1 811	+ 3	5 617	+ 7	
Brasil	28 484	71 %	1 112	- 6	67 %	3 266	+ 4	914	- 18	2 788	- 0	
Central & South America	23 640	69 %	1 147	- 7	61 %	3 639	+ 5	1 007	- 11	3 276	+ 11	
Japan	66 942	64 %	2 625	+ 9	58 %	8 856	- 7	2 406	- 1	7 609	- 13	
South Korea	13 512	46 %	964	+ 34	52 %	3 203	+ 32	866	+ 66	2 572	+ 32	
China	75 041	46 %	4 171	- 8	48 %	14 933	+ 9	3 683	- 12	13 675	+ 8	
India	61 592	57 %	5 545	+ 12	56 %	18 851	+ 15	5 240	+ 13	18 096	+ 17	
Rest of Asia	88 022	66 %	4 989	- 16	63 %	13 848	- 32	4 547	- 15	12 427	- 29	
Australia	38 927	65 %	1 750	- 6	47 %	6 545	- 8	1 628	- 7	6 068	- 7	
New Zealand	3 704	62 %	151	- 31	77 %	651	+ 1	121	- 40	575	- 2	
Rest of the world	41 167	44 %	1 823	- 39	28 %	7 208	- 29	1 569	- 35	6 239	- 24	
Not indicated	349 182	48 %	22 207	- 2	40 %	77 718	- 5	19 806	+ 4	66 911	- 1	



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			
	April		YTD		April		YTD	
	2013	2012	2013	2012	2013	2012	2013	2012
Number of hotels	296	293	297	293	146	148	146	148
Room capacity	901 161	880 795	3 571 817	3 489 292	552 062	556 940	2 204 541	2 198 670
Occupied rooms	492 445	460 790	1 791 555	1 813 468	344 712	327 537	1 243 727	1 260 223
Capacity utilization (%)	54,6	52,4	50,2	51,9	62,4	59,0	56,4	57,1
Mon-thu (%)	63,7	61,2	58,7	61,1	70,4	66,5	64,4	65,3
Fri-sun (%)	42,6	42,1	39,1	39,7	52,0	50,4	46,2	46,4
Revenues (MSEK)	522,5	499,5	1 874,0	1 956,7	372,6	364,2	1 324,6	1 386,2
Rev. per occupied room (SEK)	1 061	1 084	1 046	1 079	1 081	1 112	1 065	1 100
Rev. per disp. room (SEK)	580	567	525	561	675	654	601	630