



# Stockholm's tourism industry

## May 2013

- In May, the number of guest nights in commercial accommodation in Stockholm County increased by more than 118,000 to 1.1 million. This was almost 12% more than in May 2012. In the country as a whole, the increase stopped at 2%.
- The steep rise in overnight stays during the month is because Swedish guest nights have increased by 1%. For foreign visitors, however, the month meant a small decline.
- In particular, it was the Swedish private market at hotels, which increased, while hostels, holiday villages and especially campsites saw a decline compared to May last year.
- The decline for foreign visitors primarily affected markets in Europe outside Scandinavia. Large target groups such as Germany, Britain, France, Italy and Spain all decreased. However, a rise in Russian guest nights by 15%, is noted.
- Overnight stays from Nordic guests dropped by 1%.
- Overnight stays from non-European visitors increased by 1%. This despite fewer overnight stays by visitors from the U.S. and Japan.
- The number of occupied hotel rooms in the county increased by more than 50,000 compared to May 2012. The proportion of occupied rooms was high (71% in the county and 81% in the city).
- Compared to May 2012, the average room rate was SEK 13 higher in the city, but SEK 2 lower in the county. Hotel revenue for rooms sold increased by 8% to SEK 812 million, of which SEK 597 million related to hotels in the City.

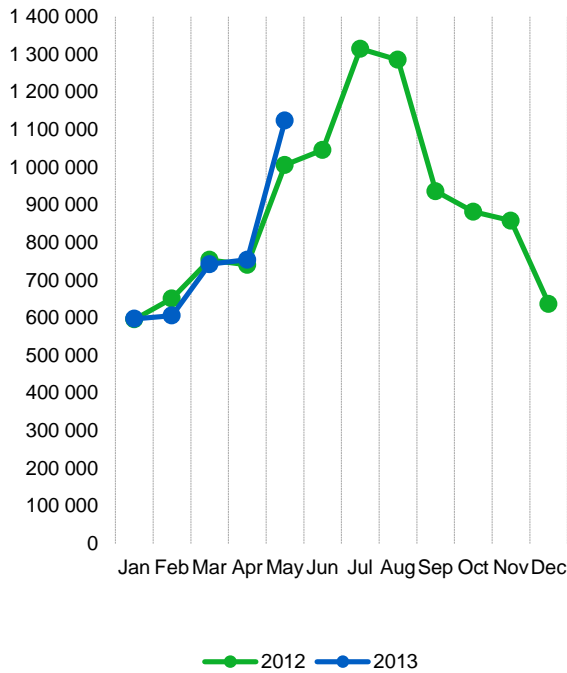
Commercial overnight stays in Stockholm's county Jan-May 2013, top 20							
Target group		Guest nights	Change, %				
<b>Total</b>		<b>3 823 361</b>	<b>+ 2</b>				
<b>Sweden</b>		<b>2 740 672</b>	<b>+ 5</b>				
<b>Foreign</b>		<b>1 082 689</b>	<b>- 5</b>				
Ranking, Foreign		Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %	
1	Not indicated	111 727	-5	11	Poland	33 096	-26
2	Great Britain	107 735	-5	12	The Netherlands	31 478	-9
3	Germany	100 448	-11	13	Switzerland	27 747	+9
4	Norway	91 623	+3	14	India	27 008	+14
5	USA	70 533	+2	15	China	22 843	+18
6	Finland	66 350	-2	16	Rest of Asia	21 923	-21
7	Russia	53 905	+6	17	Spain	21 446	-22
8	Denmark	49 480	-8	18	Rest of Europe	17 097	+6
9	France	47 641	-9	19	Belgium	13 383	-18
10	Italy	33 922	-13	20	Japan	13 328	-12

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

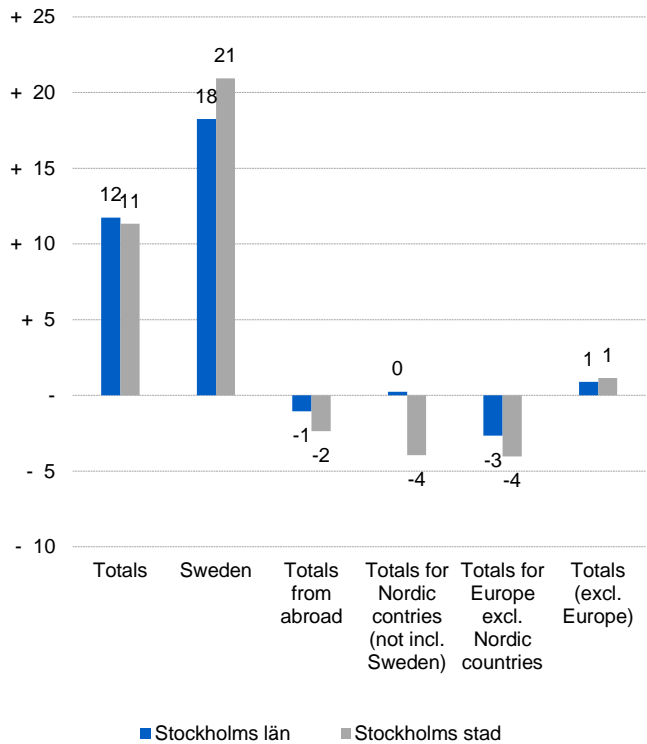
Source: Statistics Sweden and Swedish Agency for Economic and Regional Growth. Provisional data.



### Commercial overnight stays, Stockholm county



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



### Commercial overnight stays 2013 compared with previous year

	May 2013		YDT	
	Guest nights	Change, %	Guest nights	Change, %
<b>Stockholm County</b>	<b>1 124 279</b>	<b>+ 12</b>	<b>3 823 361</b>	<b>+ 2</b>
Domestic	788 697	+ 18	2 740 672	+ 5
Foreign	335 582	- 1	1 082 689	- 5
Nordic countries excl. Sweden	62 113	+ 0	211 181	- 2
Europe excl. Nordic countries	169 918	- 3	555 411	- 7
Non European	103 551	+ 1	316 097	- 2
<b>City of Stockholm</b>	<b>766 476</b>	<b>+ 11</b>	<b>2 656 750</b>	<b>+ 3</b>
Domestic	489 665	+ 21	1 759 367	+ 6
Foreign	276 811	- 2	897 383	- 4
Nordic countries excl. Sweden	48 279	- 4	165 347	- 4
Europe excl. Nordic countries	137 198	- 4	454 515	- 6
Non European	91 334	+ 1	277 521	- 1
<b>Sweden</b>	<b>4 288 690</b>	<b>+ 2</b>	<b>17 328 322</b>	<b>- 1</b>

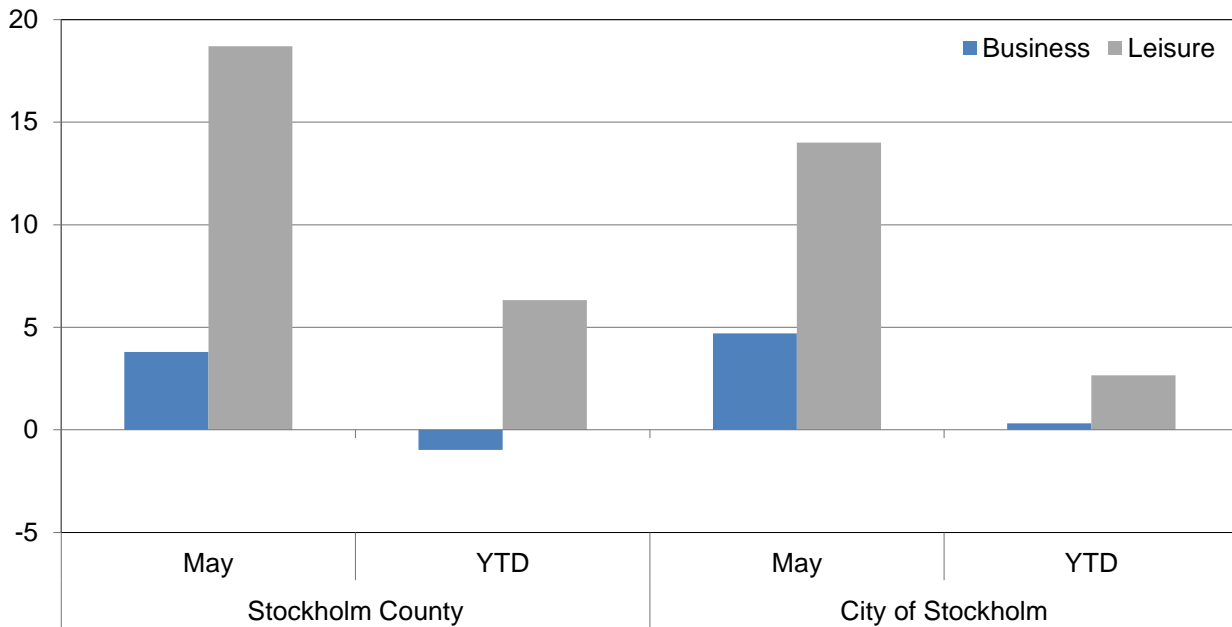


### Commercial overnight stays by nationality, Stockholm county and city of Stockholm

Country	Stockholm County						City of Stockholm					
	Guest-nights 2012	Share in Sweden	May 2013			YTD		May 2013		YTD		
			Guest-nights	Change, %	Share in Sweden	Guest-nights	Change, %	Guest-nights	Change, %	Guest-nights	Change, %	
<b>Totals</b>	<b>10 713 593</b>	<b>20 %</b>	<b>1 124 279</b>	<b>+ 12</b>	<b>26 %</b>	<b>3 823 361</b>	<b>+ 2</b>	<b>766 476</b>	<b>+ 11</b>	<b>2 656 750</b>	<b>+ 3</b>	
<b>Domestic</b>	<b>7 157 565</b>	<b>18 %</b>	<b>788 697</b>	<b>+ 18</b>	<b>24 %</b>	<b>2 740 672</b>	<b>+ 5</b>	<b>489 665</b>	<b>+ 21</b>	<b>1 759 367</b>	<b>+ 6</b>	
<b>Foreign</b>	<b>3 556 028</b>	<b>28 %</b>	<b>335 582</b>	<b>- 1</b>	<b>35 %</b>	<b>1 082 689</b>	<b>- 5</b>	<b>276 811</b>	<b>- 2</b>	<b>897 383</b>	<b>- 4</b>	
<b>Nordic countries excl. Sweden</b>	<b>619 846</b>	<b>12 %</b>	<b>62 113</b>	<b>+ 0</b>	<b>20 %</b>	<b>211 181</b>	<b>- 2</b>	<b>48 279</b>	<b>- 4</b>	<b>165 347</b>	<b>- 4</b>	
<b>Europe excl. Nordic countries</b>	<b>1 832 917</b>	<b>32 %</b>	<b>169 918</b>	<b>- 3</b>	<b>38 %</b>	<b>555 411</b>	<b>- 7</b>	<b>137 198</b>	<b>- 4</b>	<b>454 515</b>	<b>- 6</b>	
<b>Non European</b>	<b>1 103 265</b>	<b>55 %</b>	<b>103 551</b>	<b>+ 1</b>	<b>55 %</b>	<b>316 097</b>	<b>- 2</b>	<b>91 334</b>	<b>+ 1</b>	<b>277 521</b>	<b>- 1</b>	
Denmark	153 959	13 %	13 171	- 21	22 %	49 480	- 8	9 159	- 28	35 422	- 12	
Norway	264 934	8 %	29 704	+ 11	14 %	91 623	+ 3	24 081	+ 3	75 102	- 2	
Finland	191 513	37 %	18 178	+ 4	45 %	66 350	- 2	14 182	+ 5	51 558	- 2	
Iceland	9 440	51 %	1 060	+ 12	50 %	3 728	+ 4	857	+ 15	3 265	+ 2	
Germany	444 420	17 %	39 141	- 2	22 %	100 448	- 11	31 411	- 2	81 779	- 10	
Great Britain	299 983	51 %	26 210	- 7	54 %	107 735	- 5	21 767	- 11	91 894	- 5	
Ireland	22 158	56 %	1 419	- 35	56 %	9 008	+ 20	1 246	- 29	8 306	+ 31	
The Netherlands	104 760	19 %	9 345	- 5	31 %	31 478	- 9	7 424	- 9	25 991	- 11	
Belgium	48 865	42 %	3 438	- 14	43 %	13 383	- 18	2 759	- 24	11 461	- 22	
Luxembourg	3 780	49 %	275	- 33	60 %	1 369	- 0	252	- 34	1 226	- 5	
France	150 216	53 %	13 761	- 10	60 %	47 641	- 9	12 107	- 14	42 161	- 11	
Switzerland	105 488	42 %	12 385	+ 39	62 %	27 747	+ 9	11 059	+ 36	24 706	+ 8	
Austria	43 294	46 %	4 778	+ 6	56 %	12 813	- 4	4 239	+ 8	11 125	- 2	
Italy	132 711	58 %	8 397	- 15	50 %	33 922	- 13	7 166	- 18	30 022	- 13	
Spain	89 184	64 %	5 301	- 33	55 %	21 446	- 22	4 487	- 39	18 959	- 23	
Portugal	11 890	56 %	1 007	+ 9	36 %	3 789	+ 1	887	+ 7	3 405	+ 1	
Greece	12 073	65 %	1 129	+ 14	65 %	4 145	+ 11	757	- 16	2 642	- 22	
Turkey	17 294	67 %	1 842	- 23	60 %	6 760	+ 12	1 042	- 49	5 049	- 6	
Russia	121 824	52 %	17 455	+ 15	67 %	53 905	+ 6	14 629	+ 20	46 070	+ 9	
Estonia	14 109	25 %	1 313	+ 8	29 %	5 684	+ 6	890	+ 11	4 412	+ 8	
Latvia	14 328	40 %	1 222	- 38	48 %	4 907	- 13	1 050	- 36	4 380	- 1	
Lithuania	13 680	35 %	1 867	- 8	44 %	5 202	- 28	1 402	+ 36	3 562	+ 14	
Poland	98 988	41 %	8 466	- 15	40 %	33 096	- 26	3 168	+ 5	12 177	- 9	
The Czech Republic	14 222	30 %	4 117	+ 55	57 %	6 877	+ 18	3 641	+ 1	5 584	+ 29	
Slovakia	7 417	55 %	744	+ 25	35 %	3 521	+ 96	607	+ 15	2 211	+ 85	
Hungary	10 186	41 %	908	+ 43	46 %	3 438	+ 22	782	+ 36	3 100	+ 22	
Rest of Europe	52 047	37 %	5 398	+ 8	26 %	17 097	+ 6	4 426	+ 45	14 293	+ 2	
USA	279 424	62 %	23 212	- 4	63 %	70 533	+ 2	19 881	- 10	60 186	- 2	
Canada	33 628	69 %	4 146	+ 12	72 %	10 404	+ 6	3 824	+ 20	9 430	+ 11	
Brasil	28 484	71 %	2 344	+ 16	74 %	5 620	+ 9	2 113	+ 11	4 918	+ 4	
Central & South America	23 640	69 %	1 780	- 2	61 %	5 427	+ 2	1 576	- 7	4 870	+ 4	
Japan	66 942	64 %	4 491	- 21	69 %	13 328	- 12	3 987	+ 1	11 592	- 15	
South Korea	13 512	46 %	1 097	+ 10	37 %	4 301	+ 26	965	+ 9	3 549	+ 25	
China	75 041	46 %	7 795	+ 37	48 %	22 843	+ 18	6 103	+ 30	19 919	+ 15	
India	61 592	57 %	8 186	+ 12	67 %	27 008	+ 14	7 775	+ 16	25 866	+ 17	
Rest of Asia	88 022	66 %	8 125	+ 9	63 %	21 923	- 21	7 116	+ 13	19 502	- 18	
Australia	38 927	65 %	2 772	- 13	61 %	9 288	- 10	2 526	- 15	8 576	- 10	
New Zealand	3 704	62 %	225	- 20	56 %	874	- 5	213	- 17	787	- 7	
Rest of the world	41 167	44 %	5 538	+ 26	57 %	12 821	- 12	4 977	- 3	11 289	- 9	
Not indicated	349 182	48 %	33 840	- 6	46 %	111 727	- 5	30 278	- 0	97 037	- 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			
	May		YTD		May		YTD	
	2013	2012	2013	2012	2013	2012	2013	2012
Number of hotels	298	294	299	294	148	149	148	149
Room capacity	946 604	920 815	4 516 146	4 410 445	580 719	578 189	2 785 260	2 776 850
Occupied rooms	672 611	620 757	2 462 715	2 434 225	468 993	435 242	1 713 409	1 695 465
Capacity utilization (%)	71,1	67,4	54,5	55,0	80,8	75,3	64,5	60,9
Mon-thu (%)	78,9	76,9	62,6	64,3	86,1	83,2	68,7	69,0
Fri-sun (%)	62,5	55,5	44,5	43,0	75,1	65,7	52,7	50,5
Revenues (MSEK)	812,5	751,1	2 686,8	2 706,9	596,6	548,0	1 922,4	1 932,8
Rev. per occupied room (SEK )	1 208	1 210	1 091	1 112	1 272	1 259	1 122	1 140
Rev. per disp. room (SEK )	858	816	595	614	1027	948	690	696