



# Stockholm's tourism industry

## July 2013

- In July, there were more than 1.3 million overnight stays in commercial accommodation in the county. It was just over 10 000 fewer than in July 2012 - a decline of nearly 1%.
- This month's trend was negative for foreign visitors (-8 %), while Swedish guest nights increased (+ 4%). The decline is seen in establishments in the City.
- The decline affected both hotels and hostels and vacation villages, while the number of nights spent at the county's camping facilities increased, due to a favorable development for Swedish guests.
- Overnight stays from Nordic guests decreased by 3% in the county. Just as in June, the number of nights spent by Finnish visitors increased, whereas both Danish and Norwegian overnight stays decreased.
- For most target groups in Europe outside the Nordic region, the trend was negative. This applies to Germany, UK, France, Switzerland and Spain. A slight increase is noted for Italy.
- Also for overseas target groups July was a weak month. Guest nights spent from U.S. visitors fell by 3,600 or 7%. For Japan both June and July have been noticeably weak. Guest nights spent by Chinese visitors decreased this month by 2%. However, the number of overnight stays from India and Brazil continue to increase.
- The number of occupied hotel rooms fell by 2,500 in the county, and significantly more at hotels in the City. Hotel revenue for rooms sold during July was SEK 428 million.

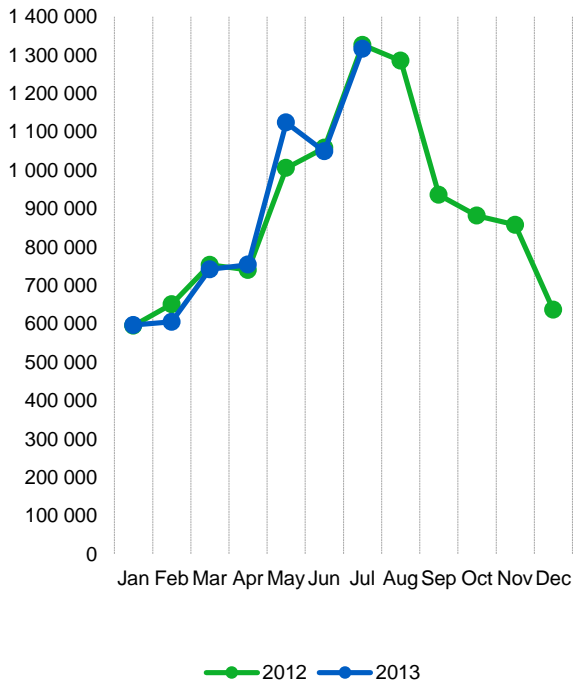
Commercial overnight stays in Stockholm's county Jan-July 2013, top 20							
Target group		Guest nights	Change, %				
<b>Total</b>		<b>6 192 258</b>	<b>+ 1</b>				
<b>Sweden</b>		<b>4 193 858</b>	<b>+ 4</b>				
<b>Foreign</b>		<b>1 998 400</b>	<b>- 5</b>				
Ranking, Foreign		Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %	
1	Germany	247 805	-11	11	Italy	62 560	-6
2	Not indicated	175 503	-11	12	The Netherlands	57 646	-8
3	Great Britain	168 849	-4	13	Poland	45 981	-26
4	USA	161 954	-1	14	India	44 720	+29
5	Norway	159 759	-2	15	China	44 694	+9
6	Finland	126 629	+2	16	Rest of Asia	44 677	-15
7	Denmark	86 400	-7	17	Spain	38 963	-21
8	France	82 642	-9	18	Rest of Europe	31 394	+3
9	Russia	76 245	+4	19	Japan	30 115	-24
10	Switzerland	68 124	+5	20	Austria	27 100	+5

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

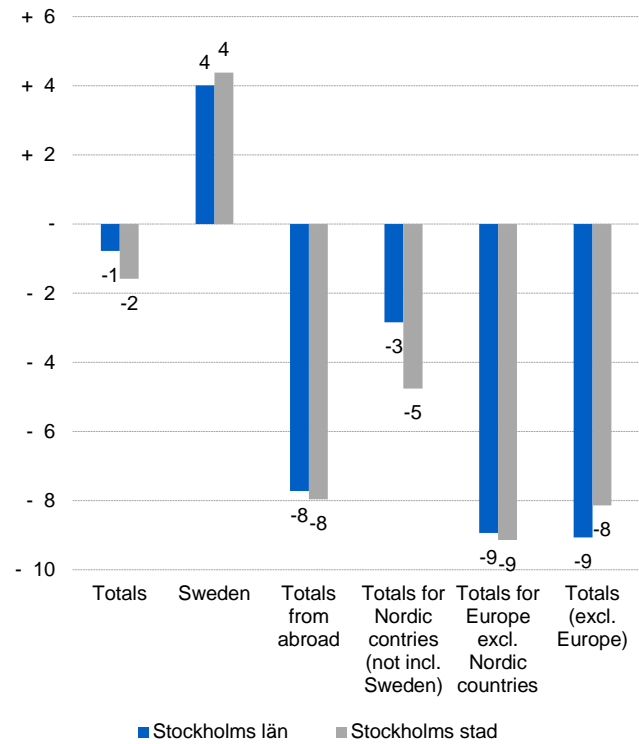
Source: Statistics Sweden and Swedish Agency for Economic and Regional Growth. Provisional data.



### Commercial overnight stays, Stockholm county



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



### Commercial overnight stays 2013 compared with previous year

	July 2013		YDT	
	Guest nights	Change, %	Guest nights	Change, %
<b>Stockholm County</b>	<b>1 316 024</b>	<b>- 1</b>	<b>6 192 258</b>	<b>+ 1</b>
Domestic	815 928	+ 4	4 193 858	+ 4
Foreign	500 096	- 8	1 998 400	- 5
Nordic countries excl. Sweden	108 269	- 3	378 145	- 2
Europe excl. Nordic countries	247 183	- 9	1 012 814	- 7
Non European	144 644	- 9	607 441	- 4
<b>City of Stockholm</b>	<b>857 403</b>	<b>- 2</b>	<b>4 219 613</b>	<b>+ 1</b>
Domestic	469 848	+ 4	2 594 731	+ 5
Foreign	387 555	- 8	1 624 882	- 5
Nordic countries excl. Sweden	77 699	- 5	287 029	- 5
Europe excl. Nordic countries	183 861	- 9	807 201	- 6
Non European	125 995	- 8	530 652	- 3
<b>Sweden</b>	<b>10 747 541</b>	<b>- 2</b>	<b>33 581 369</b>	<b>- 1</b>

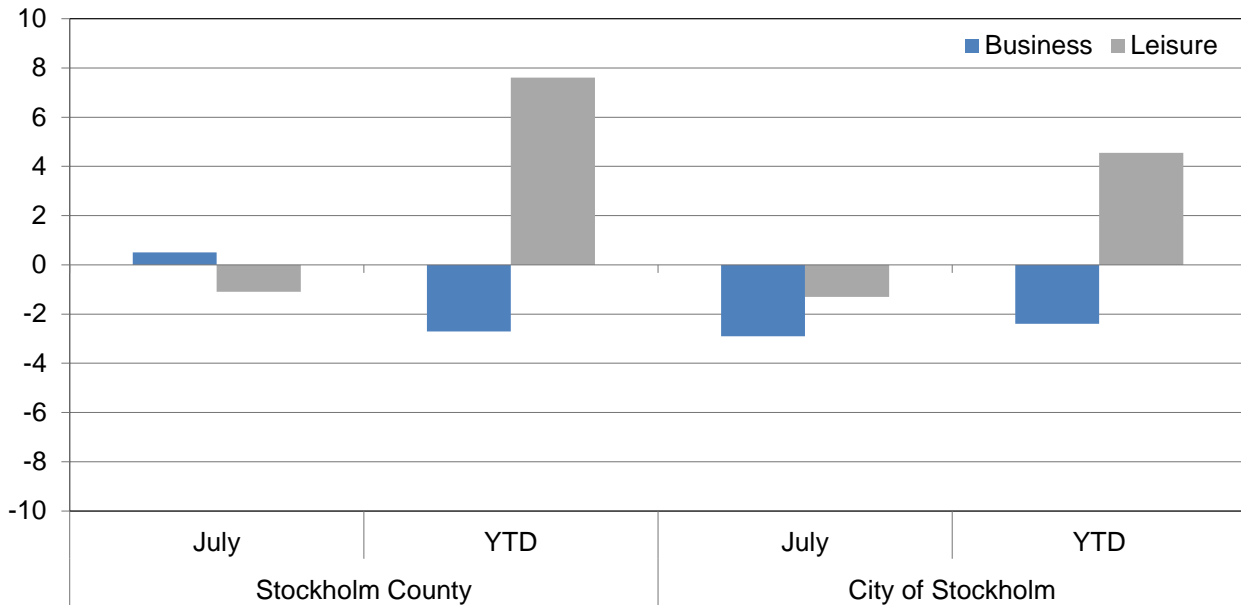


### Commercial overnight stays by nationality, Stockholm county and city of Stockholm

Country	Stockholm County						City of Stockholm					
	Guest-nights 2012	Share in Sweden	July 2013			YTD		July 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>1 316 024</b>	<b>- 1</b>	<b>12 %</b>	<b>6 192 258</b>	<b>+ 1</b>	<b>857 403</b>	<b>- 2</b>	<b>4 219 613</b>	<b>+ 1</b>	
<b>Domestic</b>	<b>7 157 565</b>	<b>18 %</b>	<b>815 928</b>	<b>+ 4</b>	<b>11 %</b>	<b>4 193 858</b>	<b>+ 4</b>	<b>469 848</b>	<b>+ 4</b>	<b>2 594 731</b>	<b>+ 5</b>	
<b>Foreign</b>	<b>3 556 028</b>	<b>28 %</b>	<b>500 096</b>	<b>- 8</b>	<b>17 %</b>	<b>1 998 400</b>	<b>- 5</b>	<b>387 555</b>	<b>- 8</b>	<b>1 624 882</b>	<b>- 5</b>	
<b>Nordic countries excl. Sweden</b>	<b>619 846</b>	<b>12 %</b>	<b>108 269</b>	<b>- 3</b>	<b>7 %</b>	<b>378 145</b>	<b>- 2</b>	<b>77 699</b>	<b>- 5</b>	<b>287 029</b>	<b>- 5</b>	
<b>Europe excl. Nordic countries</b>	<b>1 832 917</b>	<b>32 %</b>	<b>247 183</b>	<b>- 9</b>	<b>21 %</b>	<b>1 012 814</b>	<b>- 7</b>	<b>183 861</b>	<b>- 9</b>	<b>807 201</b>	<b>- 6</b>	
<b>Non European</b>	<b>1 103 265</b>	<b>55 %</b>	<b>144 644</b>	<b>- 9</b>	<b>58 %</b>	<b>607 441</b>	<b>- 4</b>	<b>125 995</b>	<b>- 8</b>	<b>530 652</b>	<b>- 3</b>	
Denmark	153 959	13 %	23 282	- 9	10 %	86 400	- 7	16 003	- 14	61 401	- 12	
Norway	264 934	8 %	45 954	- 7	4 %	159 759	- 2	31 573	- 9	124 309	- 5	
Finland	191 513	37 %	38 114	+ 7	33 %	126 629	+ 2	29 337	+ 6	96 670	+ 1	
Iceland	9 440	51 %	919	+ 20	30 %	5 357	+ 1	786	+ 22	4 649	+ 1	
Germany	444 420	17 %	85 349	- 7	13 %	247 805	- 11	57 682	- 7	188 039	- 9	
Great Britain	299 983	51 %	26 946	- 4	46 %	168 849	- 4	21 630	- 5	141 666	- 5	
Ireland	22 158	56 %	2 001	- 21	47 %	13 078	+ 4	1 687	- 8	11 728	+ 14	
The Netherlands	104 760	19 %	13 692	- 16	9 %	57 646	- 8	9 724	- 11	45 680	- 8	
Belgium	48 865	42 %	5 523	- 29	31 %	23 105	- 21	4 417	- 33	19 276	- 26	
Luxembourg	3 780	49 %	428	+ 6	35 %	2 111	- 1	401	+ 21	1 898	- 1	
France	150 216	53 %	18 115	- 10	47 %	82 642	- 9	14 867	- 14	71 434	- 12	
Switzerland	105 488	42 %	25 427	- 2	29 %	68 124	+ 5	19 309	+ 1	56 942	+ 6	
Austria	43 294	46 %	8 472	+ 11	36 %	27 100	+ 5	6 808	+ 8	22 822	+ 4	
Italy	132 711	58 %	16 353	+ 2	57 %	62 560	- 6	14 456	- 1	55 173	- 7	
Spain	89 184	64 %	8 727	- 27	58 %	38 963	- 21	7 761	- 31	34 633	- 23	
Portugal	11 890	56 %	1 070	- 46	32 %	6 428	- 10	965	- 50	5 729	- 12	
Greece	12 073	65 %	1 143	- 24	75 %	7 206	+ 5	864	- 31	5 170	- 15	
Turkey	17 294	67 %	1 815	- 6	81 %	11 098	+ 9	1 460	- 3	8 217	- 6	
Russia	121 824	52 %	12 394	+ 0	49 %	76 245	+ 4	9 214	- 4	62 731	+ 4	
Estonia	14 109	25 %	1 035	- 40	29 %	7 862	- 5	623	- 55	5 878	- 6	
Latvia	14 328	40 %	918	+ 12	32 %	6 721	- 10	767	+ 7	5 943	- 1	
Lithuania	13 680	35 %	644	- 41	18 %	7 528	- 20	523	- 39	5 364	+ 18	
Poland	98 988	41 %	6 511	- 35	28 %	45 981	- 26	2 719	- 18	17 545	- 10	
The Czech Republic	14 222	30 %	1 466	- 16	24 %	9 802	+ 8	1 154	+ 11	7 756	+ 12	
Slovakia	7 417	55 %	600	- 28	42 %	4 660	+ 36	363	- 35	2 951	+ 29	
Hungary	10 186	41 %	1 202	+ 8	44 %	5 906	+ 15	701	- 31	4 737	+ 4	
Rest of Europe	52 047	37 %	7 352	- 2	32 %	31 394	+ 3	5 766	- 5	25 889	+ 2	
USA	279 424	62 %	45 937	- 7	67 %	161 954	- 1	39 835	- 9	139 741	- 4	
Canada	33 628	69 %	4 591	- 6	73 %	20 337	+ 1	4 004	- 7	18 084	+ 2	
Brasil	28 484	71 %	6 305	+ 7	89 %	17 509	+ 9	5 983	+ 5	16 180	+ 7	
Central & South America	23 640	69 %	4 152	- 1	79 %	12 898	+ 2	3 878	+ 1	11 783	+ 3	
Japan	66 942	64 %	8 782	- 27	79 %	30 115	- 24	7 337	- 1	25 532	- 25	
South Korea	13 512	46 %	1 770	- 20	55 %	8 051	+ 10	1 607	- 23	6 970	+ 10	
China	75 041	46 %	10 960	- 2	43 %	44 694	+ 9	7 436	- 1	34 799	+ 11	
India	61 592	57 %	6 362	+ 43	64 %	44 720	+ 29	6 050	+ 47	42 522	+ 32	
Rest of Asia	88 022	66 %	11 370	- 14	72 %	44 677	- 15	10 085	- 11	39 526	- 12	
Australia	38 927	65 %	6 380	+ 1	65 %	22 100	- 3	5 857	+ 0	20 373	- 3	
New Zealand	3 704	62 %	662	- 8	74 %	2 172	- 6	537	- 2	1 881	- 5	
Rest of the world	41 167	44 %	4 719	+ 15	34 %	22 711	+ 1	3 885	- 32	19 604	+ 5	
Not indicated	349 182	48 %	32 654	- 19	44 %	175 503	- 11	29 501	- 16	153 657	- 9	



**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			
	July		YTD		July		YTD	
	2013	2012	2013	2012	2013	2012	2013	2012
Number of hotels	267	261	300	295	143	145	147	149
Room capacity	870 165	857 043	6 289 155	6 154 186	569 004	577 544	3 915 201	3 916 006
Occupied rooms	517 797	520 269	3 564 620	3 535 553	384 827	392 313	2 512 916	2 510 269
Capacity utilization (%)	59,5	61,1	56,7	57,6	67,6	68,6	64,2	64,3
Mon-thu (%)	59,5	62,8	63,4	65,4	67,5	70,3	70,1	71,1
Fri-sun (%)	59,6	58,7	48,3	47,7	67,8	66,4	56,8	55,8
Revenues (MSEK)	428,2	428,7	3 821,3	3 786,6	337,9	340,5	2 799,4	2 773,8
Rev. per occupied room (SEK )	827	824	1 072	1 071	878	868	1 114	1 105
Rev. per disp. room (SEK )	492	500	608	615	594	590	715	708