



# Stockholm's tourism industry

## August 2013

- In August, the number of guest nights in commercial accommodation facilities in the county increased with over 19 000, or just over 1 % compared to August last year. Of the month's over 1.3 million overnight stays, hotel stood for 80 %, camping for 11 % and hostels and vacation villages for 9 %.
- As earlier in the summer, domestic visitors accounted for the positive development.
- Compared to the rainy month of August last year, there was a significantly improvement for camping facilities, mainly due to more Swedish visitors.
- Foreign visitors accounted for more than half a million overnight stays in the county. This represents 25% of all foreign guest nights spent in the country.
- Nordic guest nights fell by 3 %, to a large extent due to fewer visitors from Denmark.
- For markets in Europe outside Scandinavia last year's results was surpassed in August, after many months of decline. For example, the number of overnight stays by visitors from Germany rose by 9 %, UK by 7 % and Italy with 18 %. Fewer guest nights than last year was however noted for Russia, France and Spain.
- For markets outside Europe, the trend continued to be weak. Visitors from the U.S. made more than 7,000 fewer overnight stays (-15 %)
- The number of occupied rooms increased by 2,500 in the county, despite fewer occupied rooms in the City. Hotel revenue for rooms sold was slightly lower than in the same month in 2012.

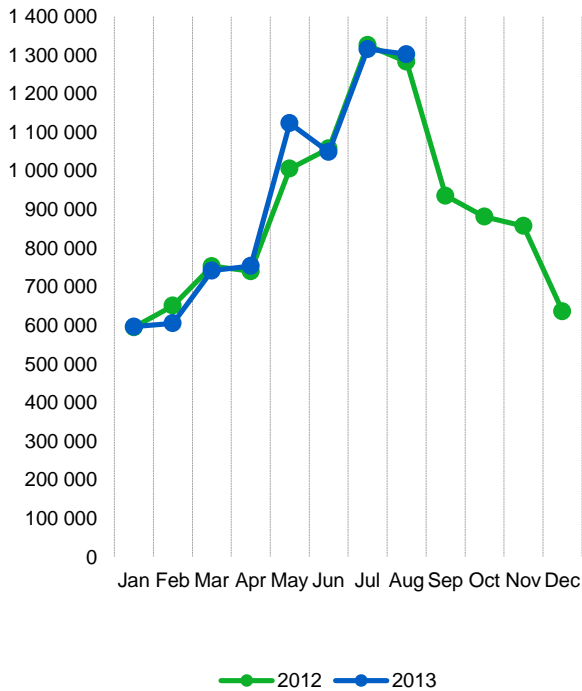
Commercial overnight stays in Stockholm's county Jan-Aug 2013, top 20					
Target group	Guest nights	Change, %			
<b>Total</b>	<b>7 520 143</b>	<b>+ 1</b>			
<b>Sweden</b>	<b>4 972 840</b>	<b>+ 4</b>			
<b>Foreign</b>	<b>2 547 303</b>	<b>- 2</b>			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Germany	333 875	-6	11 Switzerland	85 968	+7
2 Not indicated	245 129	+2	12 The Netherlands	73 021	-6
3 USA	207 741	-2	13 Rest of Asia	57 772	-14
4 Great Britain	206 939	-1	14 China	55 669	+9
5 Norway	191 016	+1	15 Poland	54 193	-23
6 Finland	142 875	+1	16 Spain	53 212	-19
7 France	105 625	-7	17 India	49 182	22
8 Denmark	103 306	-9	18 Japan	41 656	-17
9 Italy	100 369	+2	19 Rest of Europe	38 906	+2
10 Russia	91 169	+1	20 Austria	35 364	+7

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

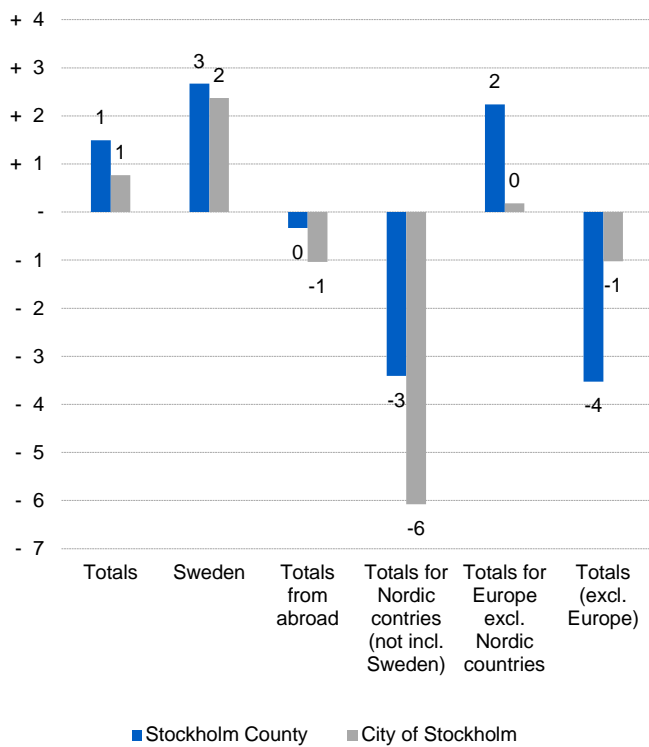
Source: Statistics Sweden and Swedish Agency for Economic and Regional Growth. Provisional data.



### Commercial overnight stays, Stockholm county



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



### Commercial overnight stays 2013 compared with previous year

	August 2013		YDT	
	Guest nights	Change, %	Guest nights	Change, %
<b>Stockholm County</b>	<b>1 302 749</b>	<b>+ 1</b>	<b>7 520 143</b>	<b>+ 1</b>
Domestic	802 035	+ 3	4 972 840	+ 4
Foreign	500 714	- 0	2 547 303	- 2
Nordic countries excl. Sweden	64 565	- 3	443 765	- 2
Europe excl. Nordic countries	283 222	+ 2	1 309 453	- 4
Non European	152 927	- 4	794 085	+ 0
<b>City of Stockholm</b>	<b>870 791</b>	<b>+ 1</b>	<b>5 112 238</b>	<b>+ 1</b>
Domestic	467 389	+ 2	3 030 354	+ 3
Foreign	403 402	- 1	2 081 884	- 2
Nordic countries excl. Sweden	49 769	- 6	338 075	- 5
Europe excl. Nordic countries	219 071	+ 0	1 042 195	- 4
Non European	134 562	- 1	701 614	+ 3
<b>Sweden</b>	<b>7 127 865</b>	<b>+ 1</b>	<b>41 111 361</b>	<b>+ 0</b>

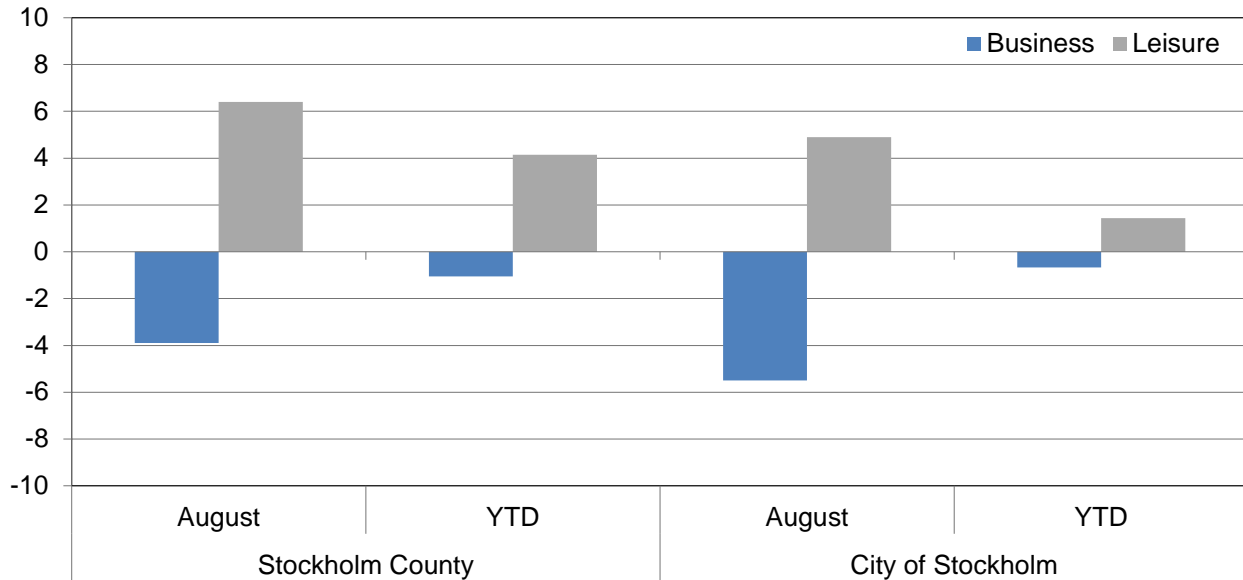


### Commercial overnight stays by nationality, Stockholm county and city of Stockholm

Country	Stockholm County						City of Stockholm					
	Guest-nights 2012	Share in Sweden	August 2013			YTD		August 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>1 302 749</b>	<b>+ 1</b>	<b>18 %</b>	<b>7 520 143</b>	<b>+ 1</b>	<b>870 791</b>	<b>+ 1</b>	<b>5 112 238</b>	<b>+ 1</b>	
<b>Domestic</b>	<b>7 157 565</b>	<b>18 %</b>	<b>802 035</b>	<b>+ 3</b>	<b>16 %</b>	<b>4 972 840</b>	<b>+ 4</b>	<b>467 389</b>	<b>+ 2</b>	<b>3 030 354</b>	<b>+ 3</b>	
<b>Foreign</b>	<b>3 556 028</b>	<b>28 %</b>	<b>500 714</b>	<b>- 0</b>	<b>25 %</b>	<b>2 547 303</b>	<b>- 2</b>	<b>403 402</b>	<b>- 1</b>	<b>2 081 884</b>	<b>- 2</b>	
<b>Nordic countries excl. Sweden</b>	<b>619 846</b>	<b>12 %</b>	<b>64 565</b>	<b>- 3</b>	<b>11 %</b>	<b>443 765</b>	<b>- 2</b>	<b>49 769</b>	<b>- 6</b>	<b>338 075</b>	<b>- 5</b>	
<b>Europe excl. Nordic countries</b>	<b>1 832 917</b>	<b>32 %</b>	<b>283 222</b>	<b>+ 2</b>	<b>24 %</b>	<b>1 309 453</b>	<b>- 4</b>	<b>219 071</b>	<b>+ 0</b>	<b>1 042 195</b>	<b>- 4</b>	
<b>Non European</b>	<b>1 103 265</b>	<b>55 %</b>	<b>152 927</b>	<b>- 4</b>	<b>58 %</b>	<b>794 085</b>	<b>+ 0</b>	<b>134 562</b>	<b>- 1</b>	<b>701 614</b>	<b>+ 3</b>	
Denmark	153 959	13 %	16 972	- 16	17 %	103 306	- 9	12 500	- 19	73 738	- 14	
Norway	264 934	8 %	27 923	+ 0	6 %	191 016	+ 1	21 493	- 2	148 953	- 2	
Finland	191 513	37 %	18 629	+ 5	34 %	142 875	+ 1	14 839	+ 2	109 604	- 1	
Iceland	9 440	51 %	1 041	- 10	50 %	6 568	+ 2	937	+ 0	5 780	+ 5	
Germany	444 420	17 %	86 535	+ 9	13 %	333 875	- 6	58 962	+ 3	247 423	- 7	
Great Britain	299 983	51 %	33 782	+ 7	49 %	206 939	- 1	27 485	+ 6	173 891	- 1	
Ireland	22 158	56 %	2 078	- 24	53 %	15 918	+ 4	1 794	- 14	14 333	+ 16	
The Netherlands	104 760	19 %	14 312	- 7	12 %	73 021	- 6	10 555	- 7	57 229	- 6	
Belgium	48 865	42 %	6 031	- 5	37 %	31 157	- 13	5 152	- 6	26 572	- 16	
Luxembourg	3 780	49 %	584	- 13	37 %	2 687	- 4	462	+ 3	2 356	- 1	
France	150 216	53 %	22 906	- 1	52 %	105 625	- 7	19 094	- 5	90 683	- 10	
Switzerland	105 488	42 %	15 939	+ 1	34 %	85 968	+ 7	13 286	+ 3	72 498	+ 9	
Austria	43 294	46 %	7 961	+ 10	43 %	35 364	+ 7	6 582	+ 11	29 810	+ 7	
Italy	132 711	58 %	37 755	+ 18	64 %	100 369	+ 2	33 845	+ 16	89 364	+ 1	
Spain	89 184	64 %	14 215	- 14	61 %	53 212	- 19	12 792	- 15	47 644	- 20	
Portugal	11 890	56 %	1 838	+ 5	68 %	8 646	- 3	1 708	+ 5	7 852	- 3	
Greece	12 073	65 %	2 123	+ 14	77 %	9 372	+ 7	1 819	+ 13	7 072	- 8	
Turkey	17 294	67 %	2 344	- 1	75 %	13 559	+ 8	1 626	- 23	9 992	- 8	
Russia	121 824	52 %	13 090	- 22	50 %	91 169	+ 1	10 239	- 25	74 992	+ 1	
Estonia	14 109	25 %	1 485	+ 16	29 %	9 366	- 2	970	- 5	6 878	- 6	
Latvia	14 328	40 %	945	- 36	21 %	7 681	- 14	779	- 23	6 721	- 4	
Lithuania	13 680	35 %	1 555	+ 19	40 %	9 047	- 16	829	- 21	6 182	+ 11	
Poland	98 988	41 %	7 192	- 17	25 %	54 193	- 23	3 198	+ 15	21 150	- 5	
The Czech Republic	14 222	30 %	1 453	+ 7	26 %	11 254	+ 8	981	- 13	8 793	+ 12	
Slovakia	7 417	55 %	420	- 39	25 %	5 020	+ 22	354	- 21	3 292	+ 21	
Hungary	10 186	41 %	1 271	+ 42	49 %	7 105	+ 17	796	+ 2	5 475	+ 3	
Rest of Europe	52 047	37 %	7 408	- 6	30 %	38 906	+ 2	5 763	- 5	31 993	+ 1	
USA	279 424	62 %	40 539	- 15	66 %	207 741	- 2	35 830	- 14	181 821	- 3	
Canada	33 628	69 %	3 933	- 11	65 %	25 154	+ 2	3 449	- 13	22 476	+ 3	
Brasil	28 484	71 %	6 686	+ 15	91 %	24 901	+ 14	6 489	+ 18	23 536	+ 14	
Central & South America	23 640	69 %	3 605	- 28	80 %	17 228	- 2	3 277	- 29	15 892	- 1	
Japan	66 942	64 %	10 322	- 2	78 %	41 656	- 17	9 071	+ 2	36 059	- 16	
South Korea	13 512	46 %	2 058	+ 31	39 %	10 704	+ 21	1 905	+ 29	9 465	+ 21	
China	75 041	46 %	11 602	+ 14	38 %	55 669	+ 9	8 179	+ 17	42 676	+ 11	
India	61 592	57 %	5 763	+ 4	59 %	49 182	+ 22	5 495	+ 5	46 911	+ 25	
Rest of Asia	88 022	66 %	11 730	- 18	65 %	57 772	- 14	10 432	- 16	51 621	- 10	
Australia	38 927	65 %	5 414	+ 3	63 %	28 392	+ 1	4 990	+ 4	26 431	+ 3	
New Zealand	3 704	62 %	736	+ 64	72 %	3 029	+ 10	680	+ 70	2 693	+ 13	
Rest of the world	41 167	44 %	4 989	- 17	44 %	27 528	- 4	4 079	- 18	23 651	+ 1	
Not indicated	349 182	48 %	45 550	+ 9	54 %	245 129	+ 2	40 686	+ 16	218 382	+ 8	



**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			
	August		YTD		August		YTD	
	2013	2012	2013	2012	2013	2012	2013	2012
Number of hotels	296	296	299	296	146	149	146	149
Room capacity	941 462	922 957	7 209 337	7 067 296	577 149	581 635	4 472 348	4 493 602
Occupied rooms	638 277	635 755	4 207 173	4 171 308	452 054	456 477	2 971 057	2 966 746
Capacity utilization (%)	67,8	68,9	58,4	59,2	78,3	78,3	66,4	66,2
Mon-thu (%)	72,8	73,0	64,8	66,5	81,9	81,2	72,0	72,5
Fri-sun (%)	61,7	63,3	50,3	48,8	74,0	74,2	59,6	58,3
Revenues (MSEK)	637,0	665,6	4 472,2	4 455,0	468,8	496,2	3 283,0	3 269,4
Rev. per occupied room (SEK )	998	1 047	1 063	1 068	1 037	1 087	1 105	1 102
Rev. per disp. room (SEK )	677	721	620	630	812	853	734	728