



# Stockholm's tourism industry

## September 2013

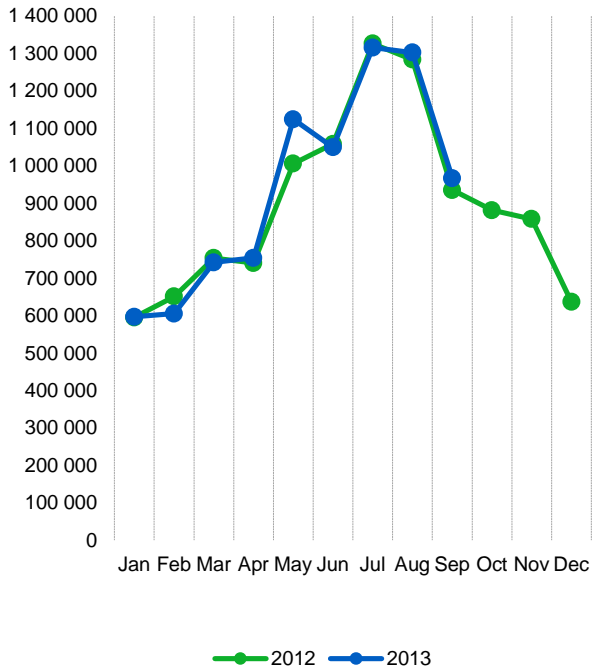
- More than 967,000 overnight stays was made during September in commercial establishments in the county. That was 32,000 more than in the same month in 2012 – an increase of 3.4 %.
- As so far this year, domestic visitors account for the positive development. Swedish guest nights increased by 6 % during the month. Foreign guest nights dropped by 2 %.
- The development was most positive for accommodation facilities outside the city.
- Guest nights from Scandinavian visitors increased by 3 %. The increase affected both Norwegian, Finnish and Danish guests. During the year so far Nordic guest nights has decreased by 2 %.
- Visitors from Europe outside the Nordic countries account for half of all foreign guest nights. In September, as well as during the year as a whole, the number of overnight stays decreased by 4 %. Increases is noted for the UK and Italy, while the development for example, Germany, France, Spain and Russia went in the opposite direction.
- Overseas guest nights decreased by 1 % compared to last September. However, the important target U.S. grew by 5 %.
- More than 634 000 hotel rooms were rented during the month. It was just over 28 000 more than during the same month in 2012. Capacity utilization was 68.0 % in the county and 74.5 % in the city.
- Hotel revenue for rooms sold was SEK 733 million in September and SEK 5.2 billion so far in 2013.

Commercial overnight stays in Stockholm's county Jan-Sep 2013, top 20					
Target group	Guest nights	Change, %			
<b>Total</b>	<b>8 449 102</b>	<b>+ 1</b>			
<b>Sweden</b>	<b>5 596 614</b>	<b>+ 3</b>			
<b>Foreign</b>	<b>2 852 488</b>	<b>- 2</b>			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Germany	364 185	-6	11 Switzerland	94 125	+6
2 Not indicated	279 144	+1	12 The Netherlands	82 126	-4
3 Great Britain	234 563	0	13 China	65 183	+10
4 USA	233 656	-2	14 Rest of Asia	64 880	-15
5 Norway	212 992	+1	15 Spain	62 459	-16
6 Finland	153 985	0	16 Poland	60 004	-25
7 Denmark	115 989	-7	17 India	58 700	+26
8 France	114 737	-7	18 Japan	49 626	-15
9 Italy	110 485	+3	19 Rest of Europa	43 775	+3
10 Russia	98 490	+1	20 Austria	38 859	+6

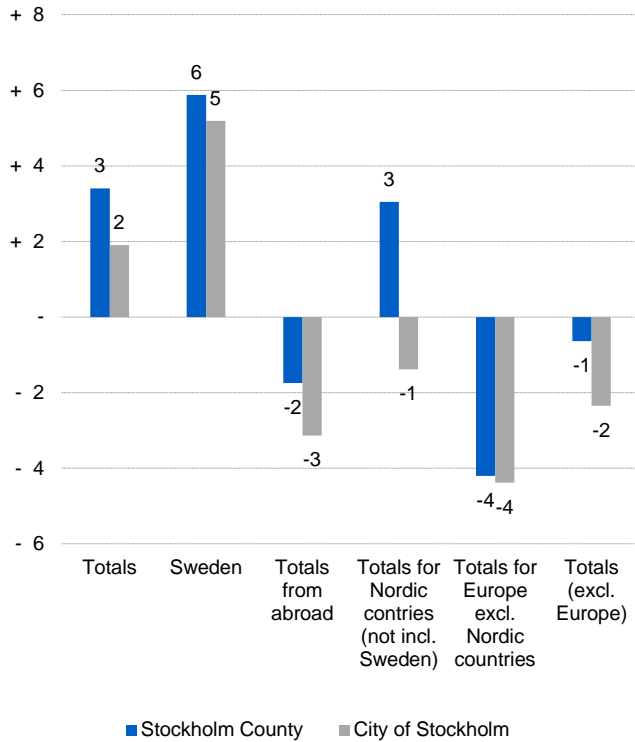
Commercial overnight stays: hotel, vacation villages, hostels, camping and commercially arranged private cottages and apartments.  
 Source: Statistics Sweden and Swedish Agency for Economic and Regional Growth.  
 Provisional data.



### Commercial overnight stays, Stockholm county



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



### Commercial overnight stays 2013 compared with previous year

	September 2013		YDT	
	Guest nights	Change, %	Guest nights	Change, %
<b>Stockholm County</b>	<b>967 261</b>	<b>+ 3</b>	<b>8 449 102</b>	<b>+ 1</b>
Domestic	669 835	+ 6	5 596 614	+ 3
Foreign	297 426	- 2	2 852 488	- 2
Nordic countries excl. Sweden	47 890	+ 3	490 512	- 2
Europe excl. Nordic countries	136 464	- 4	1 452 218	- 4
Non European	113 072	- 1	909 758	+ 0
<b>City of Stockholm</b>	<b>652 740</b>	<b>+ 2</b>	<b>5 728 210</b>	<b>+ 1</b>
Domestic	407 503	+ 5	3 391 644	+ 2
Foreign	245 237	- 3	2 336 566	- 2
Nordic countries excl. Sweden	36 989	- 1	374 496	- 4
Europe excl. Nordic countries	110 060	- 4	1 158 998	- 3
Non European	98 188	- 2	803 072	+ 2
<b>Sweden</b>	<b>3 468 004</b>	<b>+ 0</b>	<b>44 746 729</b>	<b>+ 1</b>

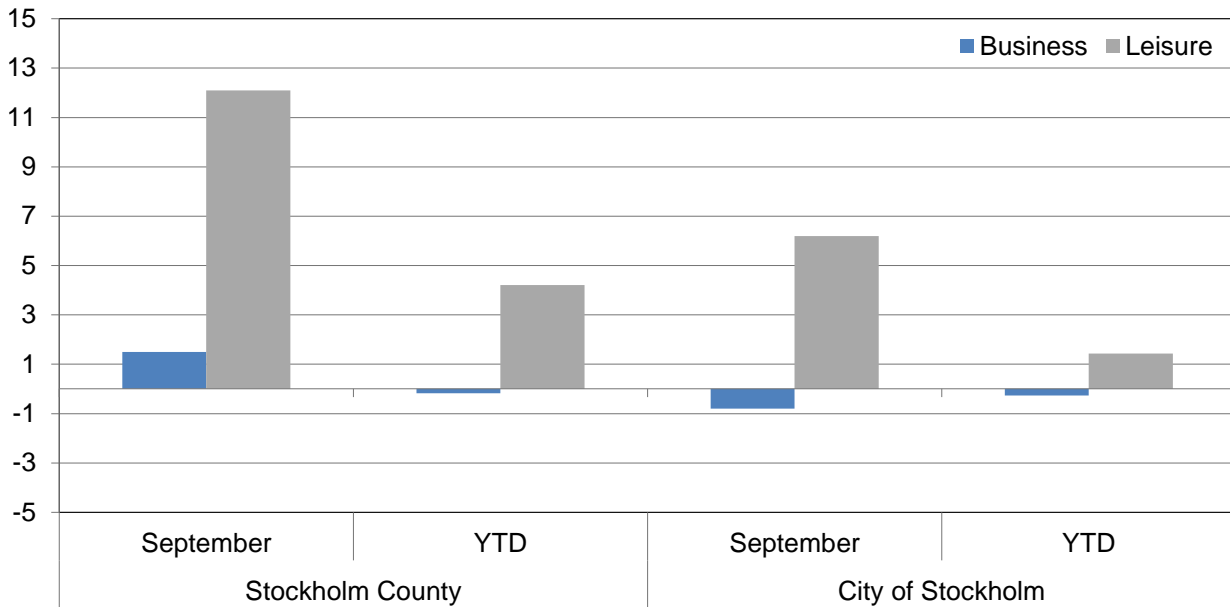


### Commercial overnight stays by nationality, Stockholm county and city of Stockholm

Country	Stockholm County						City of Stockholm				
	Guest-nights 2012	Share in Sweden	September 2013			YTD		September 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>967 261</b>	<b>+ 3</b>	<b>28 %</b>	<b>8 449 102</b>	<b>+ 1</b>	<b>652 740</b>	<b>+ 2</b>	<b>5 728 210</b>	<b>+ 1</b>
<b>Domestic</b>	<b>7 157 565</b>	<b>18 %</b>	<b>669 835</b>	<b>+ 6</b>	<b>25 %</b>	<b>5 596 614</b>	<b>+ 3</b>	<b>407 503</b>	<b>+ 5</b>	<b>3 391 644</b>	<b>+ 2</b>
<b>Foreign</b>	<b>3 556 028</b>	<b>28 %</b>	<b>297 426</b>	<b>- 2</b>	<b>36 %</b>	<b>2 852 488</b>	<b>- 2</b>	<b>245 237</b>	<b>- 3</b>	<b>2 336 566</b>	<b>- 2</b>
<b>Nordic countries excl. Sweden</b>	<b>619 846</b>	<b>12 %</b>	<b>47 890</b>	<b>+ 3</b>	<b>22 %</b>	<b>490 512</b>	<b>- 2</b>	<b>36 989</b>	<b>- 1</b>	<b>374 496</b>	<b>- 4</b>
<b>Europe excl. Nordic countries</b>	<b>1 832 917</b>	<b>32 %</b>	<b>136 464</b>	<b>- 4</b>	<b>34 %</b>	<b>1 452 218</b>	<b>- 4</b>	<b>110 060</b>	<b>- 4</b>	<b>1 158 998</b>	<b>- 3</b>
<b>Non European</b>	<b>1 103 265</b>	<b>55 %</b>	<b>113 072</b>	<b>- 1</b>	<b>56 %</b>	<b>909 758</b>	<b>+ 0</b>	<b>98 188</b>	<b>- 2</b>	<b>803 072</b>	<b>+ 2</b>
Denmark	153 959	13 %	12 577	+ 5	22 %	115 989	- 7	9 469	+ 6	83 536	- 11
Norway	264 934	8 %	22 059	+ 3	17 %	212 992	+ 1	17 333	- 4	166 387	- 3
Finland	191 513	37 %	12 252	+ 3	35 %	153 985	+ 0	9 470	- 2	118 099	- 2
Iceland	9 440	51 %	1 002	- 10	55 %	7 546	- 0	717	- 25	6 474	- 0
Germany	444 420	17 %	29 345	- 8	17 %	364 185	- 6	23 158	- 8	271 471	- 6
Great Britain	299 983	51 %	28 600	+ 5	53 %	234 563	- 0	23 614	+ 3	196 789	- 1
Ireland	22 158	56 %	1 475	- 30	59 %	17 345	- 1	1 297	- 24	15 664	+ 11
The Netherlands	104 760	19 %	8 071	+ 6	32 %	82 126	- 4	6 374	- 2	63 941	- 5
Belgium	48 865	42 %	3 493	- 12	46 %	34 720	- 12	2 996	- 15	29 606	- 16
Luxembourg	3 780	49 %	341	+ 4	53 %	3 196	+ 2	293	- 2	2 818	+ 6
France	150 216	53 %	8 706	- 10	53 %	114 737	- 7	7 600	- 6	99 157	- 9
Switzerland	105 488	42 %	8 476	- 0	54 %	94 125	+ 6	7 457	- 1	79 988	+ 8
Austria	43 294	46 %	3 513	- 2	53 %	38 859	+ 6	3 056	+ 6	32 820	+ 7
Italy	132 711	58 %	9 467	+ 3	55 %	110 485	+ 3	8 410	+ 3	98 631	+ 2
Spain	89 184	64 %	6 342	- 25	56 %	62 459	- 16	5 446	- 29	56 063	- 17
Portugal	11 890	56 %	1 064	- 4	65 %	9 756	- 2	962	- 4	8 860	- 3
Greece	12 073	65 %	791	- 11	56 %	10 257	+ 7	552	- 21	7 731	- 8
Turkey	17 294	67 %	1 461	+ 42	58 %	15 279	+ 12	973	+ 7	11 232	- 4
Russia	121 824	52 %	6 971	- 4	54 %	98 490	+ 1	5 637	- 4	81 039	+ 1
Estonia	14 109	25 %	1 369	+ 18	41 %	10 674	- 1	822	- 3	7 717	- 5
Latvia	14 328	40 %	1 182	+ 10	51 %	8 916	- 11	1 013	+ 19	7 783	- 1
Lithuania	13 680	35 %	2 368	+ 229	53 %	11 169	- 2	963	+ 56	7 082	+ 14
Poland	98 988	41 %	5 599	- 38	30 %	60 004	- 25	3 182	- 2	24 441	- 4
The Czech Republic	14 222	30 %	1 487	- 1	42 %	13 065	+ 10	1 123	+ 1	10 016	+ 10
Slovakia	7 417	55 %	415	- 55	21 %	5 439	+ 8	337	- 51	3 655	+ 7
Hungary	10 186	41 %	981	+ 9	39 %	8 594	+ 24	672	- 13	6 278	+ 3
Rest of Europe	52 047	37 %	4 947	+ 10	38 %	43 775	+ 3	4 123	- 1	36 216	+ 1
USA	279 424	62 %	27 122	+ 5	64 %	233 656	- 2	23 947	+ 6	204 710	- 2
Canada	33 628	69 %	3 072	- 11	68 %	28 182	+ 1	2 864	- 7	25 318	+ 2
Brasil	28 484	71 %	5 286	+ 36	85 %	30 685	+ 19	4 918	+ 44	28 975	+ 21
Central & South America	23 640	69 %	2 244	- 8	73 %	19 398	- 4	2 020	- 9	17 859	- 3
Japan	66 942	64 %	6 976	- 15	71 %	49 626	- 15	6 079	- 1	43 153	- 14
South Korea	13 512	46 %	1 318	- 31	51 %	11 985	+ 11	1 190	- 31	10 647	+ 12
China	75 041	46 %	9 377	+ 13	38 %	65 183	+ 10	7 078	- 2	49 936	+ 9
India	61 592	57 %	6 769	+ 6	61 %	58 700	+ 26	6 165	+ 1	55 814	+ 28
Rest of Asia	88 022	66 %	6 376	- 29	58 %	64 880	- 15	5 474	- 31	57 838	- 12
Australia	38 927	65 %	4 158	+ 2	69 %	32 451	+ 1	3 828	+ 0	30 209	+ 2
New Zealand	3 704	62 %	497	+ 46	67 %	3 477	+ 13	439	+ 52	3 101	+ 16
Rest of the world	41 167	44 %	4 435	- 3	52 %	32 391	- 2	4 009	- 21	28 282	+ 3
Not indicated	349 182	48 %	35 442	- 0	49 %	279 144	+ 1	30 177	- 3	247 230	+ 6



**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			
	September		YTD		September		YTD	
	2013	2012	2013	2012	2013	2012	2013	2012
Number of hotels	297	295	301	296	147	149	147	149
Room capacity	932 191	901 523	8 141 313	7 961 221	562 195	564 325	5 034 639	5 049 428
Occupied rooms	634 140	605 861	4 844 308	4 777 169	424 054	418 014	3 397 730	3 384 760
Capacity utilization (%)	68,0	67,0	59,5	60,1	74,5	73,9	67,5	67,0
Mon-thu (%)	76,0	76,9	66,2	67,6	81,8	82,3	73,1	73,5
Fri-sun (%)	57,3	55,3	51,1	50,5	67,1	64,1	60,5	58,9
Revenues (MSEK)	733,1	722,8	5 212,5	5 173,7	506,7	512,9	3 791,9	3 784,2
Rev. per occupied room (SEK )	1 156	1 193	1 076	1 083	1 195	1 227	1 116	1 118
Rev. per disp. room (SEK )	786	802	640	650	901	909	753	749