



Stockholm's tourism industry

November 2013

- In November 909 000 overnight stays was made in commercial accommodation in the county, an increase of 6 % compared to November 2012. The rate of increase in both October and November were higher than earlier in the year.
- Overnight stays from domestic visitors rose by 4 % and foreign by 9 %. The rise of the Swedish visitors mainly affects facilities in the county outside the city of Stockholm, while the increase of foreign visitors mainly has been localized to the city.
- Guest nights from Scandinavian visitors decreased by 3 %, primarily due to fewer overnight stays by visitors from Norway.
- Visitors from European countries outside Scandinavia made 103,000 overnight stays during the month, an increase of 1 %. Important target groups such as Germany, Russia and France increased. The development for the UK, Italy and Spain was - like last month - negative.
- Guest nights from non-European visitors increased by 29 % compared to November last year. Guest nights from U.S visitors increased by 8 %, China by 5 % and India by 55 %. Data for the rest of the world also includes unspecified nationality. That category has increased substantially in November.
- More than 605 000 hotel rooms were rented during the month, just over 37 000 higher than the same month in 2012. The average room rate in the county was SEK 1 118. Capacity utilization was 64.9 % in the county and 74.3 % in the city.

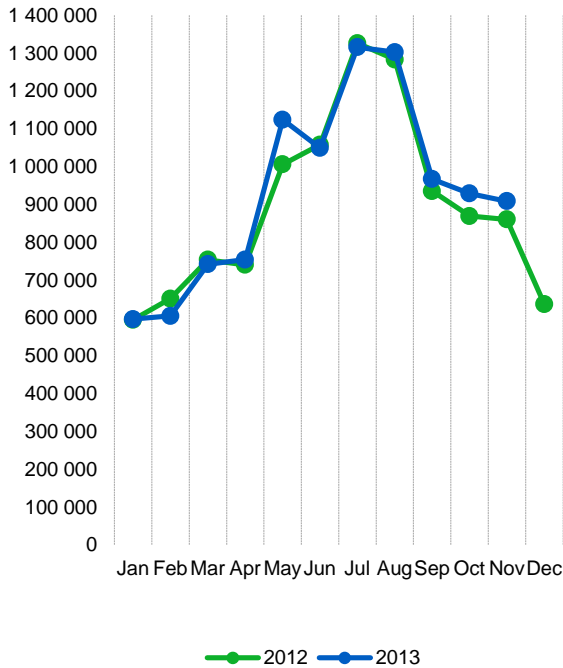
Commercial overnight stays in Stockholm's county Jan-Nov 2013, top 20					
Target group	Guest nights	Change, %			
Total	10 329 502	+ 2			
Sweden	6 954 004	+ 4			
Foreign	3 375 498	+ 0			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Germany	408 962	-4	11 Switzerland	105 741	+6
2 Not indicated	349 730	+5	12 The Netherlands	97 922	0
3 Great Britain	282 495	0	13 Rest of Asia	79 595	-6
4 USA	275 970	+3	14 India	77 569	+35
5 Norway	252 807	+1	15 China	76 916	+9
6 Finland	179 950	0	16 Spain	72 527	-14
7 Denmark	137 672	-6	17 Poland	70 612	-25
8 France	136 371	-3	18 Japan	55 906	-13
9 Italy	124 667	+1	19 Rest of Europe	51 060	+4
10 Russia	116 505	+4	20 Austria	45 827	+11

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

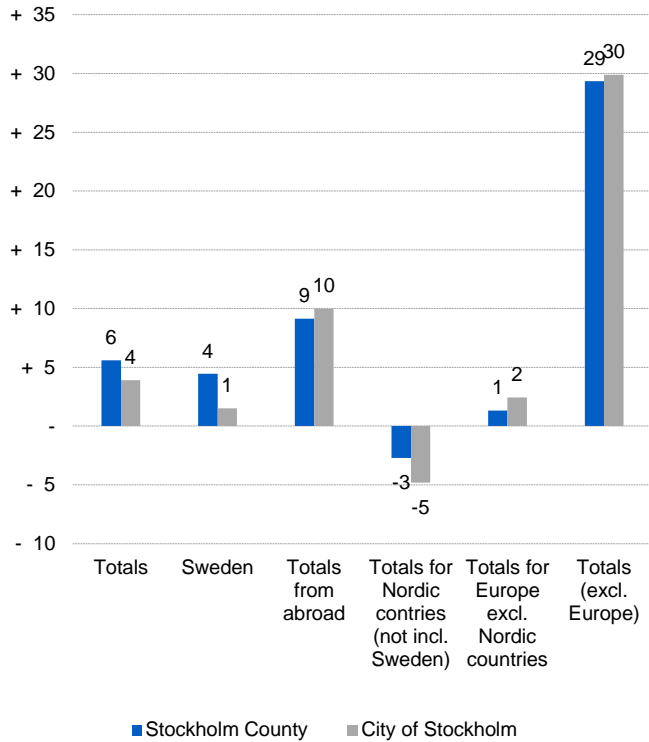
Source: Statistics Sweden and Swedish Agency for Economic and Regional Growth. Provisional data.



Commercial overnight stays, Stockholm county



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



Commercial overnight stays 2013 compared with previous year

	November 2013		YDT	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	908 884	+ 6	10 329 502	+ 2
Domestic	681 774	+ 4	6 954 004	+ 4
Foreign	227 110	+ 9	3 375 498	+ 0
Nordic countries excl. Sweden	40 401	- 3	579 686	- 1
Europe excl. Nordic countries	103 772	+ 1	1 693 157	- 2
Non European	82 937	+ 29	1 102 655	+ 5
City of Stockholm	635 676	+ 4	7 039 929	+ 2
Domestic	444 821	+ 1	4 256 944	+ 2
Foreign	190 855	+ 10	2 782 985	+ 1
Nordic countries excl. Sweden	31 854	- 5	444 832	- 4
Europe excl. Nordic countries	85 567	+ 2	1 359 549	- 1
Non European	73 434	+ 30	978 604	+ 7
Sweden	2 868 806	+ 5	51 279 541	+ 2

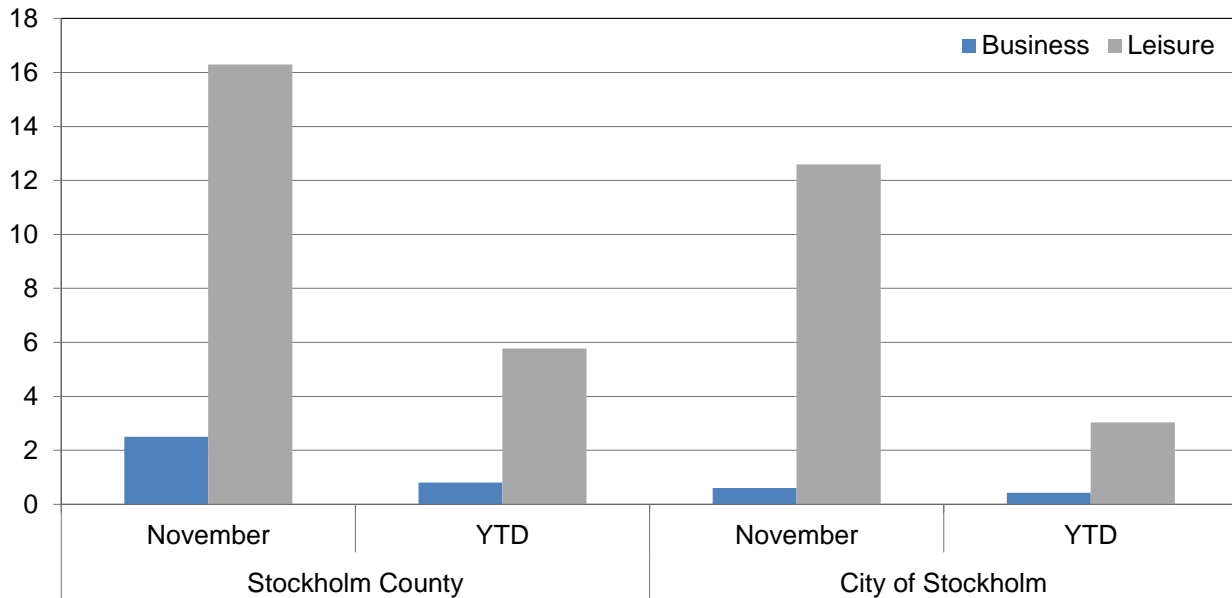


Commercial overnight stays by nationality, Stockholm county and city of Stockholm

Country	Stockholm County						City of Stockholm					
	Guest-nights 2012	Share in Sweden	November 2013			YTD		November 2013		YTD		
			Guest-nights	Change, %	Share in Sweden	Guest-nights	Change, %	Guest-nights	Change, %	Guest-nights	Change, %	
Totals	10 713 593	20 %	908 884	+ 6	32 %	10 329 502	+ 2	635 676	+ 4	7 039 929	+ 2	
Domestic	7 157 565	18 %	681 774	+ 4	29 %	6 954 004	+ 4	444 821	+ 1	4 256 944	+ 2	
Foreign	3 556 028	28 %	227 110	+ 9	41 %	3 375 498	+ 0	190 855	+ 10	2 782 985	+ 1	
Nordic countries excl. Sweden	619 846	12 %	40 401	- 3	24 %	579 686	- 1	31 854	- 5	444 832	- 4	
Europe excl. Nordic countries	1 832 917	32 %	103 772	+ 1	45 %	1 693 157	- 2	85 567	+ 2	1 359 549	- 1	
Non European	1 103 265	55 %	82 937	+ 29	55 %	1 102 655	+ 5	73 434	+ 30	978 604	+ 7	
Denmark	153 959	13 %	9 836	+ 2	29 %	137 672	- 6	6 832	- 4	98 794	- 11	
Norway	264 934	8 %	18 691	- 6	17 %	252 807	+ 1	15 257	- 9	198 794	- 2	
Finland	191 513	37 %	11 258	- 1	47 %	179 950	+ 0	9 221	+ 3	139 296	- 1	
Iceland	9 440	51 %	616	- 14	53 %	9 257	+ 3	544	- 15	7 948	+ 3	
Germany	444 420	17 %	16 336	+ 8	31 %	408 962	- 4	12 545	+ 4	307 259	- 4	
Great Britain	299 983	51 %	22 052	- 3	53 %	282 495	+ 0	19 017	- 5	238 650	+ 0	
Ireland	22 158	56 %	1 599	+ 18	67 %	20 991	+ 0	1 416	+ 18	18 900	+ 11	
The Netherlands	104 760	19 %	6 903	+ 18	49 %	97 922	- 0	5 605	+ 12	76 212	- 2	
Belgium	48 865	42 %	2 820	- 16	40 %	40 962	- 11	2 446	- 19	34 962	- 15	
Luxembourg	3 780	49 %	265	+ 50	44 %	3 736	+ 5	249	+ 54	3 323	+ 9	
France	150 216	53 %	8 809	+ 2	58 %	136 371	- 3	7 931	+ 2	118 695	- 4	
Switzerland	105 488	42 %	3 860	- 6	60 %	105 741	+ 6	3 286	- 8	90 040	+ 8	
Austria	43 294	46 %	2 293	+ 10	58 %	45 827	+ 11	2 080	+ 20	39 249	+ 13	
Italy	132 711	58 %	6 243	- 23	48 %	124 667	+ 1	5 716	- 20	111 978	+ 1	
Spain	89 184	64 %	4 263	- 5	53 %	72 527	- 14	3 542	- 12	64 992	- 15	
Portugal	11 890	56 %	958	+ 69	39 %	12 051	+ 7	880	+ 84	11 057	+ 9	
Greece	12 073	65 %	639	+ 20	51 %	12 092	+ 8	464	+ 2	9 168	- 6	
Turkey	17 294	67 %	2 279	+ 106	77 %	19 685	+ 21	1 674	+ 83	14 675	+ 6	
Russia	121 824	52 %	9 200	+ 15	64 %	116 505	+ 4	7 826	+ 15	95 877	+ 4	
Estonia	14 109	25 %	1 865	+ 68	60 %	14 534	+ 10	1 028	+ 26	9 850	- 1	
Latvia	14 328	40 %	1 783	- 3	35 %	11 795	- 12	1 529	- 6	10 282	- 5	
Lithuania	13 680	35 %	1 103	+ 37	33 %	13 787	+ 6	918	+ 102	8 668	+ 19	
Poland	98 988	41 %	4 717	- 35	27 %	70 612	- 25	2 639	+ 15	30 033	- 0	
The Czech Republic	14 222	30 %	899	+ 41	28 %	14 661	+ 7	691	+ 15	11 257	+ 10	
Slovakia	7 417	55 %	349	- 54	20 %	6 153	- 10	212	- 51	4 164	- 9	
Hungary	10 186	41 %	669	- 39	37 %	10 021	+ 9	574	- 22	7 471	- 5	
Rest of Europe	52 047	37 %	3 868	+ 37	37 %	51 060	+ 4	3 299	+ 47	42 787	+ 3	
USA	279 424	62 %	14 610	+ 8	62 %	275 970	+ 3	12 920	+ 8	242 698	+ 3	
Canada	33 628	69 %	2 583	+ 35	69 %	34 831	+ 9	2 273	+ 34	31 532	+ 11	
Brasil	28 484	71 %	868	+ 42	54 %	32 953	+ 18	733	+ 31	31 183	+ 20	
Central & South America	23 640	69 %	1 227	+ 25	63 %	22 513	- 1	1 148	+ 26	20 779	- 0	
Japan	66 942	64 %	2 070	- 6	53 %	55 906	- 13	1 846	+ 3	48 846	- 12	
South Korea	13 512	46 %	1 233	+ 43	73 %	14 540	+ 13	1 050	+ 33	12 970	+ 13	
China	75 041	46 %	4 990	+ 5	47 %	76 916	+ 9	4 391	+ 10	60 198	+ 9	
India	61 592	57 %	7 600	+ 55	62 %	77 569	+ 35	7 266	+ 55	74 297	+ 38	
Rest of Asia	88 022	66 %	4 059	+ 19	55 %	79 595	- 6	3 766	+ 21	71 658	- 2	
Australia	38 927	65 %	2 074	+ 9	69 %	37 705	+ 3	1 818	+ 3	35 142	+ 4	
New Zealand	3 704	62 %	238	+ 39	52 %	4 011	+ 16	201	+ 43	3 586	+ 20	
Rest of the world	41 167	44 %	3 538	+ 25	57 %	40 416	+ 3	3 152	+ 20	35 472	+ 8	
Not indicated	349 182	48 %	37 847	+ 45	50 %	349 730	+ 5	32 870	+ 46	310 243	+ 10	



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			
	November		YTD		November		YTD	
	2013	2012	2013	2012	2013	2012	2013	2012
Number of hotels	296	293	304	297	146	148	148	149
Room capacity	933 098	905 521	10 043 590	9 799 190	560 525	564 102	6 182 336	6 195 177
Occupied rooms	605 461	568 129	6 068 694	5 918 895	416 696	398 866	4 238 589	4 180 516
Capacity utilization (%)	64,9	62,6	60,4	60,4	74,3	70,5	68,6	67,5
Mon-thu (%)	74,3	70,4	67,3	67,9	81,7	76,3	74,3	73,8
Fri-sun (%)	53,8	52,2	51,6	50,5	65,9	62,9	61,4	59,3
Revenues (MSEK)	676,9	631,8	6 578,5	6 451,6	479,2	451,1	4 759,9	4 686,4
Rev. per occupied room (SEK)	1 118	1 112	1 084	1 090	1 150	1 131	1 123	1 121
Rev. per disp. room (SEK)	725	698	655	658	855	800	770	756