



Stockholm's tourism industry

December 2013

- 2013 was a new record year for overnight stays at the county's commercial establishments, with close to 11 million guest nights. This represents an increase from the previous year by 2.5%. The year ended with 660,000 guest nights in December – 4.0% more than in December 2012.
- During December overnight from Swedish visitor fell slightly, while the number of foreign guest nights rose significantly (+14%). Throughout 2013, however, the trend has been most positive for domestic visitors.
- 87 % of all overnight stays in 2013 were made at hotels, 7 % at hostels/vacation villages and 5 % at campsites.
- Guest nights from Scandinavian visitors rose by 9 % in December, which meant that the result for the whole of 2013 stayed unchanged from 2012.
- Guests from European countries outside Scandinavia is the category that has shown the weakest results in 2013 (-31,000 or -2 %). In December, however, the number of overnight stays rose by 3 %.
- Non European guest nights rose by 38 % during December. For example, the number of guest nights from U.S. visitor increased by 26 % and the growing Indian market by 60 %. Overall for last year 83 000 guest nights was spent by Indian visitors. This is more than from China.
- Compared with 2012, both the room capacity and the number of hotel rooms sold increased by more than 2.5%. The average room rate in the county was SEK 1 082 in 2013. Revenues for rooms sold was just over SEK 7 billion during the entire 2013.

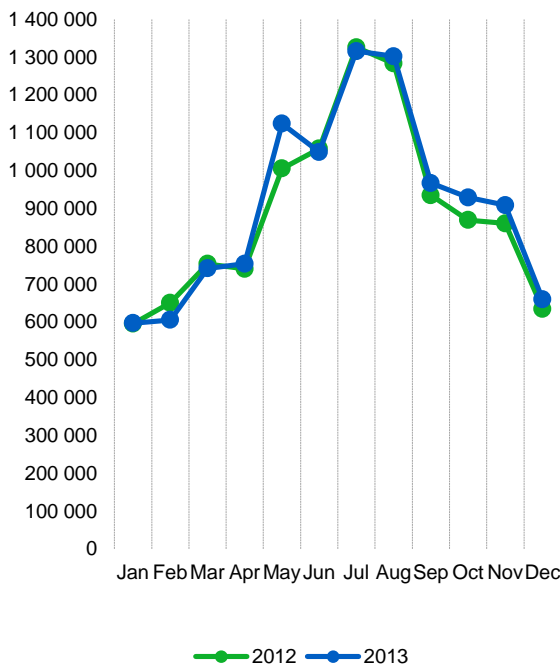
| Commercial overnight stays in Stockholm's county Jan-Dec 2013, top 20 | | | | | |
|---|-------------------|------------|--------------------|--------------|-----------|
| Target group | Guest nights | Change, % | | | |
| Total | 10 981 138 | + 2 | | | |
| Sweden | 7 389 114 | + 3 | | | |
| Foreign | 3 592 024 | + 1 | | | |
| Ranking, Foreign | Guest nights | Change, % | Ranking, Foreign | Guest nights | Change, % |
| 1 Germany | 426 790 | -4 | 11 Switzerland | 112 715 | +7 |
| 2 Not indicated | 375 783 | +8 | 12 The Netherlands | 104 163 | -1 |
| 3 Great Britain | 301 386 | +0 | 13 Rest of Asia | 86 102 | -2 |
| 4 USA | 290 849 | +4 | 14 India | 83 451 | +35 |
| 5 Norway | 268 383 | +1 | 15 China | 81 746 | +9 |
| 6 Finland | 193 225 | +1 | 16 Spain | 77 462 | -13 |
| 7 France | 148 927 | -1 | 17 Poland | 73 555 | -26 |
| 8 Denmark | 146 073 | -5 | 18 Japan | 57 942 | -13 |
| 9 Italy | 133 063 | +0 | 19 Rest of Europe | 54 249 | +4 |
| 10 Russia | 127 410 | +5 | 20 Austria | 48 391 | +12 |

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

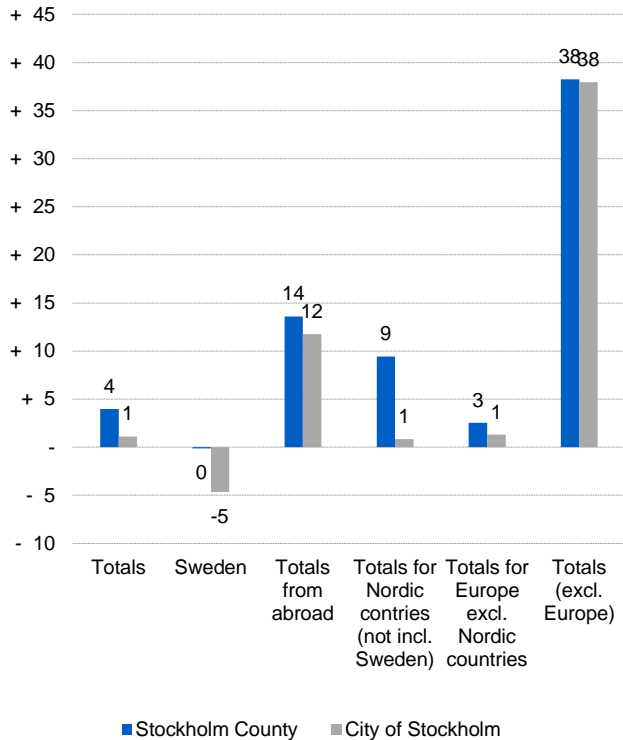
Source: Statistics Sweden and Swedish Agency for Economic and Regional Growth. Provisional data.



Commercial overnight stays, Stockholm county



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



Commercial overnight stays 2013 compared with previous year

| | December 2013 | | YDT | |
|-------------------------------|------------------|------------|-------------------|------------|
| | Guest nights | Change, % | Guest nights | Change, % |
| Stockholm County | 659 858 | + 4 | 10 981 138 | + 2 |
| Domestic | 444 872 | - 0 | 7 389 114 | + 3 |
| Foreign | 214 986 | + 14 | 3 592 024 | + 1 |
| Nordic countries excl. Sweden | 36 859 | + 9 | 617 552 | - 0 |
| Europe excl. Nordic countries | 106 125 | + 3 | 1 801 534 | - 2 |
| Non European | 72 002 | + 38 | 1 172 938 | + 6 |
| City of Stockholm | 467 653 | + 1 | 7 510 717 | + 2 |
| Domestic | 286 123 | - 5 | 4 542 217 | + 2 |
| Foreign | 181 530 | + 12 | 2 968 500 | + 2 |
| Nordic countries excl. Sweden | 27 737 | + 1 | 474 056 | - 3 |
| Europe excl. Nordic countries | 89 413 | + 1 | 1 453 425 | - 1 |
| Non European | 64 380 | + 38 | 1 041 019 | + 8 |
| Sweden | 2 650 725 | + 2 | 53 779 605 | + 2 |

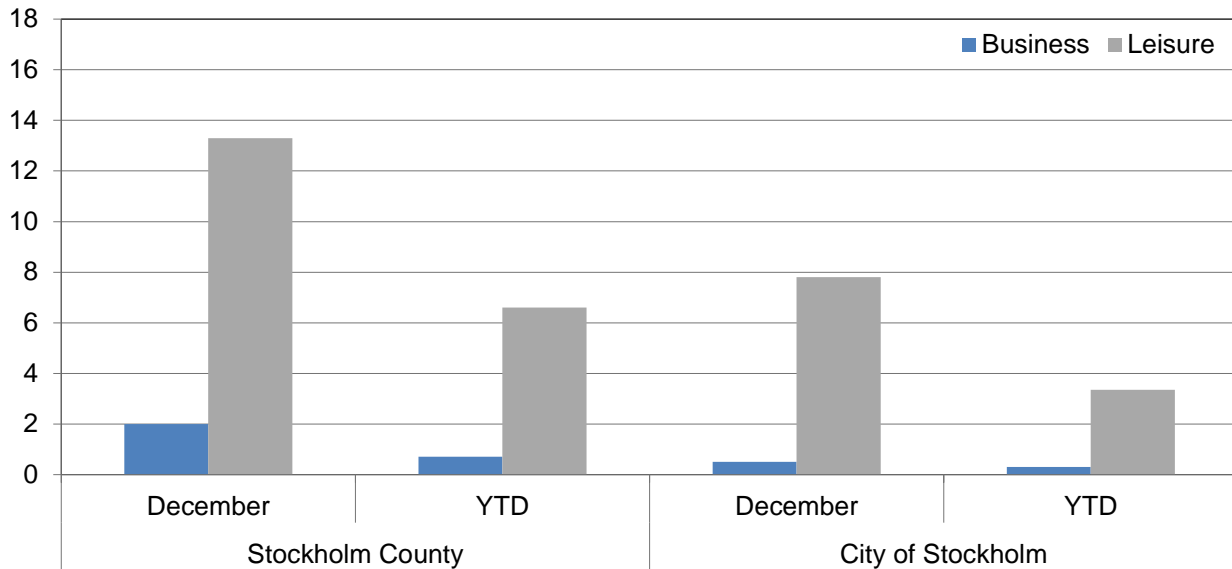


Commercial overnight stays by nationality, Stockholm county and city of Stockholm

| Country | Stockholm County | | | | | | City of Stockholm | | | | | |
|--------------------------------------|-------------------|-----------------|----------------|-------------|-----------------|-------------------|-------------------|----------------|-------------|------------------|------------|--|
| | Guest-nights 2012 | Share in Sweden | December 2013 | | | YTD | | December 2013 | | YTD | | |
| | | | Guest-nights | Change, % | Share in Sweden | Guest-nights | Change, % | Guest-nights | Change, % | Guest-nights | Change, % | |
| Totals | 10 713 593 | 20 % | 659 858 | + 4 | 25% | 10 981 138 | + 2 | 467 653 | + 1 | 7 510 717 | + 2 | |
| Domestic | 7 157 565 | 18 % | 444 872 | - 0 | 21% | 7 389 114 | + 3 | 286 123 | - 5 | 4 542 217 | + 2 | |
| Foreign | 3 556 028 | 28 % | 214 986 | + 14 | 40% | 3 592 024 | + 1 | 181 530 | + 12 | 2 968 500 | + 2 | |
| Nordic countries excl. Sweden | 619 846 | 12 % | 36 859 | + 9 | 23% | 617 552 | - 0 | 27 737 | + 1 | 474 056 | - 3 | |
| Europe excl. Nordic countries | 1 832 917 | 32 % | 106 125 | + 3 | 44% | 1 801 534 | - 2 | 89 413 | + 1 | 1 453 425 | - 1 | |
| Non European | 1 103 265 | 55 % | 72 002 | + 38 | 52% | 1 172 938 | + 6 | 64 380 | + 38 | 1 041 019 | + 8 | |
| Denmark | 153 959 | 13 % | 8 394 | + 19 | 18% | 146 073 | - 5 | 5 821 | + 10 | 104 756 | - 9 | |
| Norway | 264 934 | 8 % | 15 522 | + 10 | 18% | 268 383 | + 1 | 11 235 | - 4 | 210 534 | - 2 | |
| Finland | 191 513 | 37 % | 12 432 | + 3 | 48% | 193 225 | + 1 | 10 326 | + 1 | 150 374 | - 1 | |
| Iceland | 9 440 | 51 % | 511 | + 21 | 54% | 9 871 | + 5 | 355 | - 6 | 8 392 | + 3 | |
| Germany | 444 420 | 17 % | 18 872 | + 4 | 27% | 426 790 | - 4 | 15 116 | - 4 | 323 091 | - 4 | |
| Great Britain | 299 983 | 51 % | 18 671 | + 3 | 50% | 301 386 | + 0 | 15 867 | - 0 | 254 419 | + 0 | |
| Ireland | 22 158 | 56 % | 1 262 | + 4 | 68% | 22 658 | + 2 | 1 083 | - 4 | 20 385 | + 13 | |
| The Netherlands | 104 760 | 19 % | 6 618 | + 2 | 39% | 104 163 | - 1 | 5 415 | - 3 | 81 616 | - 2 | |
| Belgium | 48 865 | 42 % | 2 977 | + 12 | 43% | 44 097 | - 10 | 2 519 | + 2 | 37 656 | - 14 | |
| Luxembourg | 3 780 | 49 % | 288 | + 25 | 55% | 4 048 | + 7 | 251 | + 19 | 3 595 | + 10 | |
| France | 150 216 | 53 % | 12 190 | + 18 | 53% | 148 927 | - 1 | 10 834 | + 12 | 130 085 | - 3 | |
| Switzerland | 105 488 | 42 % | 6 321 | + 13 | 65% | 112 715 | + 7 | 5 691 | + 11 | 96 624 | + 9 | |
| Austria | 43 294 | 46 % | 2 217 | + 10 | 58% | 48 391 | + 12 | 1 943 | + 12 | 41 531 | + 14 | |
| Italy | 132 711 | 58 % | 7 840 | - 10 | 59% | 133 063 | + 0 | 7 158 | - 10 | 119 797 | + 1 | |
| Spain | 89 184 | 64 % | 4 645 | - 5 | 63% | 77 462 | - 13 | 4 076 | - 9 | 69 357 | - 14 | |
| Portugal | 11 890 | 56 % | 622 | - 7 | 21% | 12 822 | + 8 | 572 | + 3 | 11 731 | + 9 | |
| Greece | 12 073 | 65 % | 1 084 | + 28 | 64% | 13 254 | + 10 | 653 | + 8 | 9 899 | - 4 | |
| Turkey | 17 294 | 67 % | 1 365 | + 40 | 74% | 21 034 | + 22 | 991 | + 12 | 15 654 | + 6 | |
| Russia | 121 824 | 52 % | 10 372 | + 2 | 58% | 127 410 | + 5 | 8 949 | + 1 | 105 278 | + 5 | |
| Estonia | 14 109 | 25 % | 837 | - 5 | 23% | 15 399 | + 9 | 693 | - 0 | 10 513 | - 1 | |
| Latvia | 14 328 | 40 % | 675 | - 29 | 32% | 12 525 | - 13 | 556 | - 28 | 10 787 | - 7 | |
| Lithuania | 13 680 | 35 % | 1 379 | + 107 | 47% | 15 165 | + 11 | 921 | + 176 | 9 566 | + 25 | |
| Poland | 98 988 | 41 % | 2 948 | - 41 | 32% | 73 555 | - 26 | 1 915 | + 7 | 31 970 | + 0 | |
| The Czech Republic | 14 222 | 30 % | 750 | + 45 | 26% | 15 419 | + 8 | 589 | - 3 | 11 845 | + 12 | |
| Slovakia | 7 417 | 55 % | 268 | - 56 | 16% | 6 423 | - 13 | 191 | - 40 | 4 357 | - 11 | |
| Hungary | 10 186 | 41 % | 566 | - 41 | 54% | 10 579 | + 4 | 493 | - 25 | 7 964 | - 7 | |
| Rest of Europe | 52 047 | 37 % | 3 358 | + 21 | 57% | 54 249 | + 4 | 2 937 | + 34 | 45 705 | + 4 | |
| USA | 279 424 | 62 % | 15 148 | + 26 | 65% | 290 849 | + 4 | 13 205 | + 31 | 255 595 | + 4 | |
| Canada | 33 628 | 69 % | 1 860 | + 22 | 22% | 36 619 | + 9 | 1 693 | + 23 | 33 164 | + 11 | |
| Brasil | 28 484 | 71 % | 1 293 | + 117 | 76% | 34 252 | + 20 | 1 193 | + 125 | 32 387 | + 23 | |
| Central & South America | 23 640 | 69 % | 753 | - 7 | 70% | 23 327 | - 1 | 695 | - 4 | 21 512 | - 0 | |
| Japan | 66 942 | 64 % | 1 855 | - 27 | 36% | 57 942 | - 13 | 1 647 | + 4 | 50 641 | - 13 | |
| South Korea | 13 512 | 46 % | 726 | + 15 | 70% | 15 251 | + 13 | 681 | + 30 | 13 654 | + 14 | |
| China | 75 041 | 46 % | 4 984 | + 6 | 48% | 81 746 | + 9 | 4 622 | + 7 | 64 568 | + 9 | |
| India | 61 592 | 57 % | 6 318 | + 60 | 76% | 83 451 | + 35 | 5 768 | + 56 | 79 524 | + 38 | |
| Rest of Asia | 88 022 | 66 % | 6 329 | + 88 | 68% | 86 102 | - 2 | 5 864 | + 86 | 77 636 | + 2 | |
| Australia | 38 927 | 65 % | 2 757 | + 23 | 54% | 40 585 | + 4 | 2 529 | + 23 | 37 769 | + 5 | |
| New Zealand | 3 704 | 62 % | 203 | - 16 | 42% | 4 244 | + 15 | 188 | - 15 | 3 794 | + 18 | |
| Rest of the world | 41 167 | 44 % | 2 656 | + 29 | 54% | 42 787 | + 4 | 2 263 | - 10 | 37 554 | + 9 | |
| Not indicated | 349 182 | 48 % | 27 120 | + 56 | 46% | 375 783 | + 8 | 24 032 | + 52 | 333 221 | + 11 | |



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 | | | |
|------------------------------|------------------|---------|------------|------------|-------------------|---------|-----------|-----------|
| | December | | YTD | | December | | YTD | |
| | 2013 | 2012 | 2013 | 2012 | 2013 | 2012 | 2013 | 2012 |
| Number of hotels | 295 | 290 | 305 | 297 | 147 | 147 | 148 | 149 |
| Room capacity | 887 014 | 868 609 | 10 936 489 | 10 662 875 | 543 793 | 552 690 | 6 725 124 | 6 742 891 |
| Occupied rooms | 412 437 | 389 309 | 6 481 901 | 6 308 204 | 291 845 | 283 161 | 4 527 211 | 4 463 677 |
| Capacity utilization (%) | 46,5 | 44,9 | 59,3 | 59,2 | 53,7 | 51,4 | 67,3 | 66,2 |
| Mon-thu (%) | 55,9 | 55,0 | 66,4 | 67,1 | 63,0 | 60,9 | 73,4 | 73,0 |
| Fri-sun (%) | 38,0 | 36,9 | 50,3 | 49,2 | 45,4 | 44,0 | 59,8 | 57,8 |
| Revenues (MSEK) | 430,6 | 396,3 | 7 013,4 | 6 844,4 | 319,9 | 295,3 | 5 079,5 | 4 981,5 |
| Rev. per occupied room (SEK) | 1 044 | 1 018 | 1 082 | 1 085 | 1 096 | 1 043 | 1 122 | 1 116 |
| Rev. per disp. room (SEK) | 485 | 456 | 641 | 642 | 588 | 534 | 755 | 739 |