



Stockholm's tourism industry

Summer (June-August) 2013

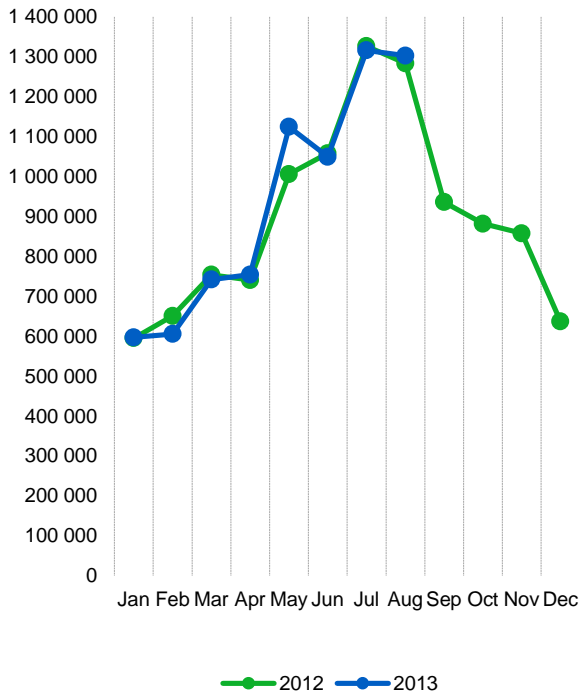
- During the three summer months of June, July and August almost 3.7 million overnight stays were made in commercial accommodation facilities in the county. The number of guest nights is almost identical to the summer of 2012.
- 2.3 million, or 62 % of the summer guest nights came from Swedish guests. That's an increase of almost 67 000 (+ 3 %) compared to last year. At the same time foreign guest nights fell with as much, which represents a decline of 5 %.
- The pattern was the same for all of three months – more Swedish guest nights and less foreign, especially from non - European markets.
- At accommodation facilities in the city overnight stays decreased by 2 %. In the rest of the county, there has been an increased of 3 %.
- Almost eight out of ten overnight stays are made at hotels. At hotels, the number of overnight stays in the city decreased while increasing slightly in the rest of the county. For camping the summer of 2013 was significantly better (+ 7 %) than last year.
- Overnight stays from Nordic guests dropped by 2 %. Visitors from Europe outside Scandinavia made 35,000 fewer overnight stays (- 4 %) compared to last summer. Most large target groups (except for Italy) decreased. Among non - European guests, a decline is noted for the U.S. (-7 %) and Japan (- 24%), while China, India and Brazil had an increase of overnight stays.
- The number of occupied rooms increased by 3400, despite a significant decline in the city. The average room rate was SEK 1,074 in the city and SEK 1,015 in the county as a whole. Hotel revenue for rooms sold was SEK 1.8 billion, of which SEK 1.3 billion was spent at hotels in the city

Commercial overnight stays in Stockholm's county June-August 2013, top 20					
Guest nights		Guest nights		Guest nights	
Total	3 668 260	-0			
Sweden	2 258 213	+3			
Foreign	1 410 047	-5			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Germany	232 275	-4	11 The Netherlands	40 756	-6
2 USA	132 743	-7	12 Russia	35 451	-10
3 Not indicated	109 089	-11	13 Rest of Asia	34 916	-11
4 Norway	96 643	-4	14 China	33 837	+7
5 Great Britain	94 334	-1	15 Spain	30 793	-19
6 Finland	78 932	+6	16 Japan	26 378	-24
7 Italy	66 359	+11	17 Austria	21 887	+10
8 France	56 406	-8	18 India	21 679	+30
9 Switzerland	55 417	+0	19 Rest of Europe	21 642	-2
10 Denmark	54 028	-9	20 Poland	20 870	-20

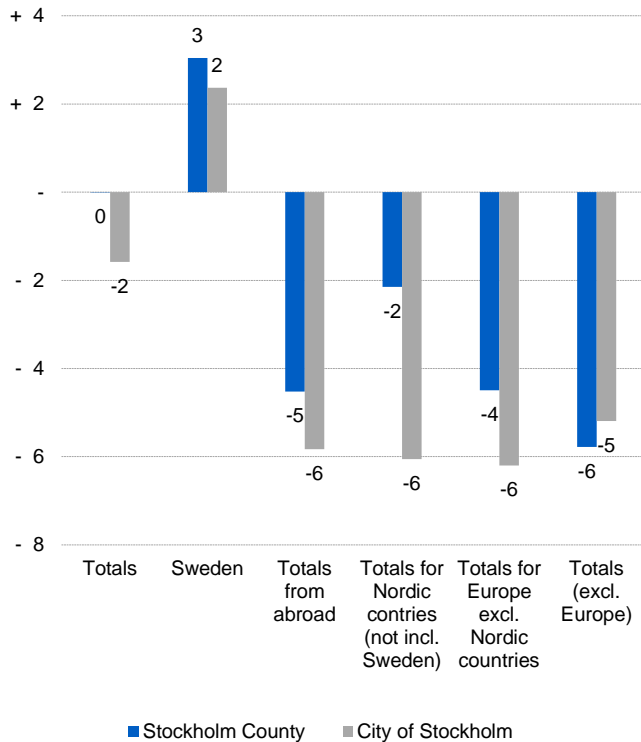
Commercial overnight stays: hotel, vacation villages, hostels, camping and commercially arranged private cottages and apartments.
 Source: Statistics Sweden and Swedish Agency for Economic and Regional Growth.
 Provisional data.



Commercial overnight stays, Stockholm county



Commercial overnight stays by market, Stockholm county and city of Stockholm June-August 2013



Commercial overnight stays 2013 compared with previous year

	June-August 2013		January-August 2013	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	3 668 260	- 0	7 520 143	+ 1
Domestic	2 258 213	+ 3	4 972 840	+ 4
Foreign	1 410 047	- 5	2 547 303	- 2
Nordic countries excl. Sweden	232 314	- 2	443 765	- 2
Europe excl. Nordic countries	735 398	- 4	1 309 453	- 4
Non European	442 335	- 6	794 085	+ 0
City of Stockholm	2 423 441	- 2	5 112 238	+ 1
Domestic	1 307 219	+ 2	3 030 354	+ 3
Foreign	1 116 222	- 6	2 081 884	- 2
Nordic countries excl. Sweden	170 594	- 6	338 075	- 5
Europe excl. Nordic countries	561 959	- 6	1 042 195	- 4
Non European	383 669	- 5	701 614	+ 3
Sweden	23 219 143	- 1	41 111 361	+ 0

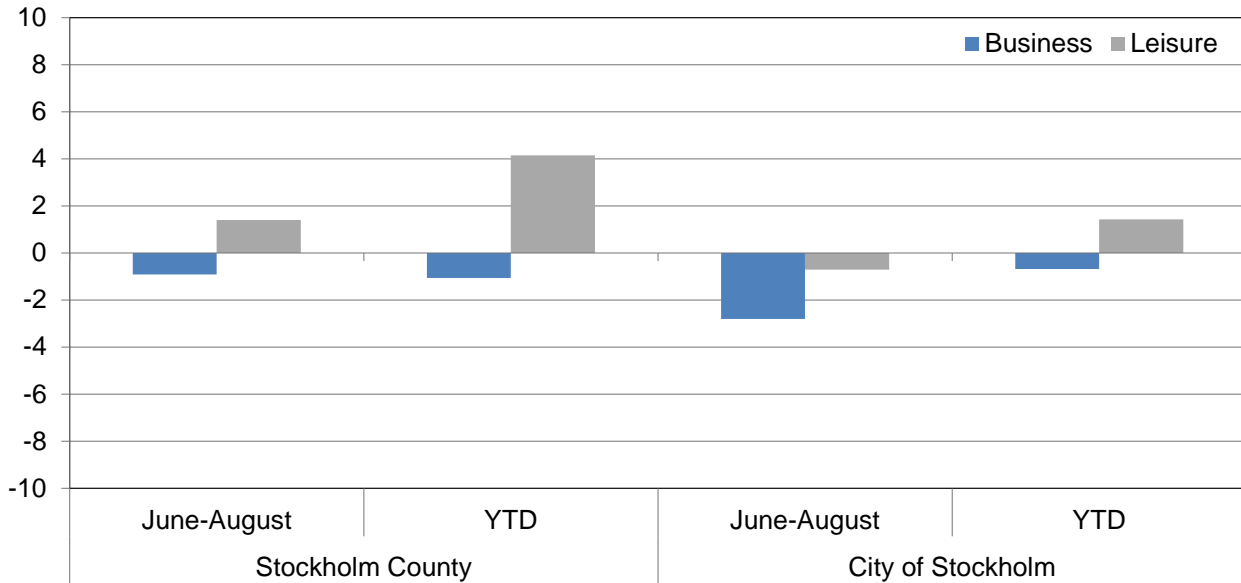


Commercial overnight stays by nationality, Stockholm county and city of Stockholm

Country	Stockholm County						City of Stockholm					
	Guest-nights 2012	Share in Sweden	Jun-Aug 2013			Jan-Aug 2013			Jun-Aug 2013		Jan-Aug 2013	
			Guest-nights	Change, %	Share in Sweden	Guest-nights	Change, %	Guest-nights	Change, %	Guest-nights	Change, %	
Totals	10 713 593	20 %	3 668 260	- 0	16 %	7 520 143	+ 1	2 423 441	- 2	5 112 238	+ 1	
Domestic	7 157 565	18 %	2 258 213	+ 3	14 %	4 972 840	+ 4	1 307 219	+ 2	3 030 354	+ 3	
Foreign	3 556 028	28 %	1 410 047	- 5	22 %	2 547 303	- 2	1 116 222	- 6	2 081 884	- 2	
Nordic countries excl. Sweden	619 846	12 %	232 314	- 2	9 %	443 765	- 2	170 594	- 6	338 075	- 5	
Europe excl. Nordic countries	1 832 917	32 %	735 398	- 4	24 %	1 309 453	- 4	561 959	- 6	1 042 195	- 4	
Non European	1 103 265	55 %	442 335	- 6	58 %	794 085	+ 0	383 669	- 5	701 614	+ 3	
Denmark	153 959	13 %	54 028	- 9	13 %	103 306	- 9	38 279	- 15	73 738	- 14	
Norway	264 934	8 %	96 643	- 4	5 %	191 016	+ 1	70 418	- 7	148 953	- 2	
Finland	191 513	37 %	78 932	+ 6	33 %	142 875	+ 1	59 550	+ 2	109 604	- 1	
Iceland	9 440	51 %	2 711	- 6	38 %	6 568	+ 2	2 347	+ 1	5 780	+ 5	
Germany	444 420	17 %	232 275	- 4	14 %	333 875	- 6	162 514	- 6	247 423	- 7	
Great Britain	299 983	51 %	94 334	- 1	50 %	206 939	- 1	76 187	- 3	173 891	- 1	
Ireland	22 158	56 %	6 025	- 23	50 %	15 918	+ 4	5 078	- 16	14 333	+ 16	
The Netherlands	104 760	19 %	40 756	- 6	12 %	73 021	- 6	30 007	- 5	57 229	- 6	
Belgium	48 865	42 %	15 625	- 19	34 %	31 157	- 13	12 820	- 24	26 572	- 16	
Luxembourg	3 780	49 %	1 285	- 10	38 %	2 687	- 4	1 093	+ 2	2 356	- 1	
France	150 216	53 %	56 406	- 8	51 %	105 625	- 7	46 514	- 13	90 683	- 10	
Switzerland	105 488	42 %	55 417	+ 0	32 %	85 968	+ 7	44 380	+ 2	72 498	+ 9	
Austria	43 294	46 %	21 887	+ 10	40 %	35 364	+ 7	17 815	+ 8	29 810	+ 7	
Italy	132 711	58 %	66 359	+ 11	61 %	100 369	+ 2	58 767	+ 9	89 364	+ 1	
Spain	89 184	64 %	30 793	- 19	60 %	53 212	- 19	27 411	- 22	47 644	- 20	
Portugal	11 890	56 %	4 433	- 13	52 %	8 646	- 3	3 964	- 17	7 852	- 3	
Greece	12 073	65 %	4 961	- 1	76 %	9 372	+ 7	4 102	- 5	7 072	- 8	
Turkey	17 294	67 %	6 720	+ 2	76 %	13 559	+ 8	4 764	- 13	9 992	- 8	
Russia	121 824	52 %	35 451	- 10	48 %	91 169	+ 1	26 669	- 16	74 992	+ 1	
Estonia	14 109	25 %	3 761	- 11	31 %	9 366	- 2	2 477	- 23	6 878	- 6	
Latvia	14 328	40 %	2 799	- 16	27 %	7 681	- 14	2 338	- 9	6 721	- 4	
Lithuania	13 680	35 %	3 850	+ 9	33 %	9 047	- 16	2 647	+ 8	6 182	+ 11	
Poland	98 988	41 %	20 870	- 20	29 %	54 193	- 23	8 692	- 3	21 150	- 5	
The Czech Republic	14 222	30 %	4 457	- 3	27 %	11 254	+ 8	3 169	+ 2	8 793	+ 12	
Slovakia	7 417	55 %	1 543	- 33	37 %	5 020	+ 22	1 035	- 33	3 292	+ 21	
Hungary	10 186	41 %	3 749	+ 16	45 %	7 105	+ 17	2 396	- 14	5 475	+ 3	
Rest of Europe	52 047	37 %	21 642	- 2	31 %	38 906	+ 2	17 120	- 6	31 993	+ 1	
USA	279 424	62 %	132 743	- 7	66 %	207 741	- 2	115 425	- 8	181 821	- 3	
Canada	33 628	69 %	13 855	- 6	70 %	25 154	+ 2	11 998	- 9	22 476	+ 3	
Brasil	28 484	71 %	18 349	+ 10	85 %	24 901	+ 14	17 457	+ 10	23 536	+ 14	
Central & South America	23 640	69 %	11 009	- 11	75 %	17 228	- 2	10 080	- 12	15 892	- 1	
Japan	66 942	64 %	26 378	- 24	76 %	41 656	- 17	22 169	- 0	36 059	- 16	
South Korea	13 512	46 %	5 845	+ 7	39 %	10 704	+ 21	5 319	+ 7	9 465	+ 21	
China	75 041	46 %	33 837	+ 7	40 %	55 669	+ 9	23 197	+ 10	42 676	+ 11	
India	61 592	57 %	21 679	+ 30	64 %	49 182	+ 22	20 256	+ 32	46 911	+ 25	
Rest of Asia	88 022	66 %	34 916	- 11	68 %	57 772	- 14	30 740	- 8	51 621	- 10	
Australia	38 927	65 %	18 092	+ 2	65 %	28 392	+ 1	16 527	+ 2	26 431	+ 3	
New Zealand	3 704	62 %	2 005	+ 10	66 %	3 029	+ 10	1 731	+ 12	2 693	+ 13	
Rest of the world	41 167	44 %	14 538	+ 3	42 %	27 528	- 4	12 022	- 34	23 651	+ 1	
Not indicated	349 182	48 %	109 089	- 11	48 %	245 129	+ 2	96 748	- 8	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			
	June-August		January-August		June-August		January-August	
	2013	2012	2013	2012	2013	2012	2013	2012
Number of hotels*	296	296	299	296	147	149	146	149
Room capacity	2 720 807	2 666 983	7 209 337	7 067 296	1 706 888	1 721 220	4 472 348	4 493 602
Occupied rooms	1 740 464	1 737 083	4 207 173	4 171 308	1 249 068	1 271 281	2 971 057	2 966 746
Capacity utilization (%)	64,0	65,1	58,4	59,2	73,2	73,9	66,4	66,2
Mon-thu (%)	68,0	69,5	64,8	66,5	76,4	77,5	72,0	72,5
Fri-sun (%)	59,0	60,0	50,3	48,8	69,1	69,5	59,6	58,3
Revenues (MSEK)	1 767	1 745	4 472	4 455	1 341	1 337	3 283	3 269
Rev. per occupied room (SEK)	1 015	1 005	1 063	1 068	1 074	1 052	1 105	1 102
Rev. per disp. room (SEK)	649	654	620	630	786	777	734	728

* Highest monthly figure for the period June-August