



# Stockholm's tourism industry

## January 2014

- 2014 opened positively for the tourism industry in Stockholm. 643,000 guest nights at the county's commercial accommodation facilities during January meant in an increase of 44,000, or 7 %.
  - The increase is significant for both domestic and foreign guests.
  - Overnight stays from Scandinavian visitors increased by 9 % compared to January 2013. In particular guests from Norway increased.
  - As usual in January, we find many Russian visitors. Russian visitors accounted for almost 19,000 overnight stays during the month. Yet this represents a decrease from January 2013.
  - Europe outside Scandinavia developed negatively during the month. In addition to Russia, the number of overnight stays by visitors from the UK, Italy, Spain and Poland decreased.
- By contrast, overnight stays from German (+12 %) and French visitors (+ 3 %) increased.
- Most non-European markets developed positively, however not the U.S. Overnight stays from Indian guests more than doubled compared to January 2013.
  - Compared with January of last year, hotel room capacity in the county has increased by 3 %. The number of rooms sold has risen even more rapidly – by more than 5.5 % . The occupancy rate has thus risen to 46 % in the county and 51 % in the city. Compared to January 2013 private visitors now account for a higher proportion of rooms sold.
  - The average room rate in the county was SEK 1,004. Revenues for rooms sold was SEK 431 million..

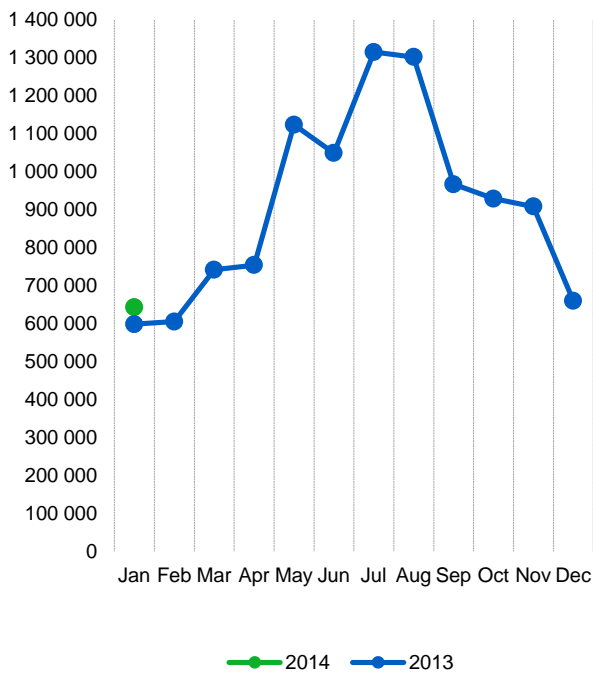
Commercial overnight stays in Stockholm's county January 2014, top 20							
Target group		Guest nights	Change, %				
<b>Total</b>		<b>642 942</b>	<b>+ 7</b>				
<b>Sweden</b>		<b>458 810</b>	<b>+ 7</b>				
<b>Foreign</b>		<b>184 132</b>	<b>+ 8</b>				
Ranking, Foreign		Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %	
1	Not indicated	25 655	+44	11	Italy	5 149	-7
2	Russia	18 865	-4	12	The Netherlands	4 511	-13
3	Norway	17 144	+21	13	Poland	3 770	-30
4	Great Britain	15 749	-4	14	Rest of Asia	3 677	+53
5	Germany	13 603	+12	15	China	3 309	+1
6	USA	10 434	-2	16	Switzerland	2 986	-5
7	Finland	9 900	+2	17	Rest of Europé	2 787	+6
8	India	8 361	+113	18	Spain	2 743	-14
9	Denmark	7 418	-4	19	Australia	2 449	+7
10	France	6 989	+3	20	Belgium	2 301	+16

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

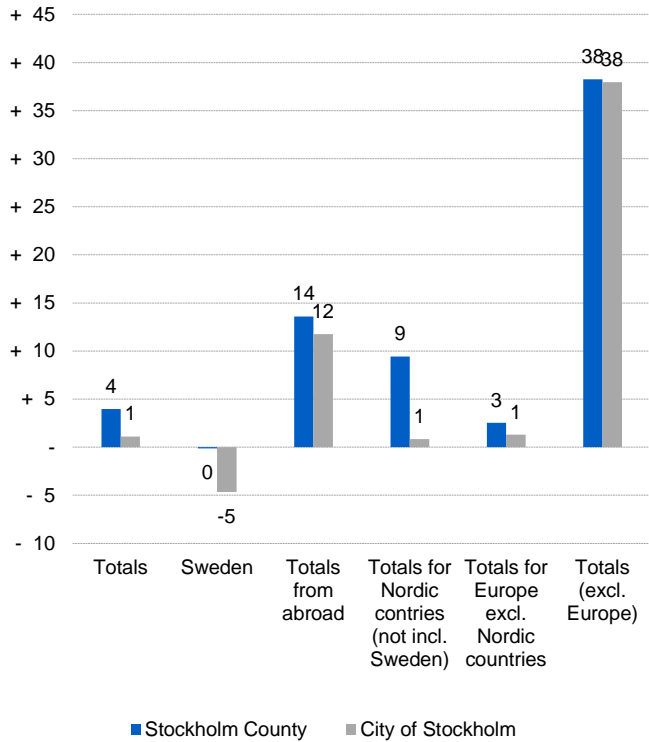
Source: Statistics Sweden and Swedish Agency for Economic and Regional Growth.  
Provisional data.



### Commercial overnight stays, Stockholm county



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



### Commercial overnight stays 2014 compared with previous year

	January 2014		YDT	
	Guest nights	Change, %	Guest nights	Change, %
<b>Stockholm County</b>	<b>642 942</b>	<b>+ 7</b>	<b>642 942</b>	<b>+ 7</b>
Domestic	458 810	+ 7	458 810	+ 7
Foreign	184 132	+ 8	184 132	+ 8
Nordic countries excl. Sweden	34 873	+ 9	34 873	+ 9
Europe excl. Nordic countries	88 649	- 3	88 649	- 3
Non European	60 610	+ 29	60 610	+ 29
<b>City of Stockholm</b>	<b>429 697</b>	<b>+ 6</b>	<b>429 697</b>	<b>+ 6</b>
Domestic	278 300	+ 5	278 300	+ 5
Foreign	151 397	+ 7	151 397	+ 7
Nordic countries excl. Sweden	26 379	+ 4	26 379	+ 4
Europe excl. Nordic countries	71 321	- 5	71 321	- 5
Non European	53 697	+ 31	53 697	+ 31
<b>Sweden</b>	<b>3 000 590</b>	<b>+ 4</b>	<b>3 000 590</b>	<b>+ 4</b>

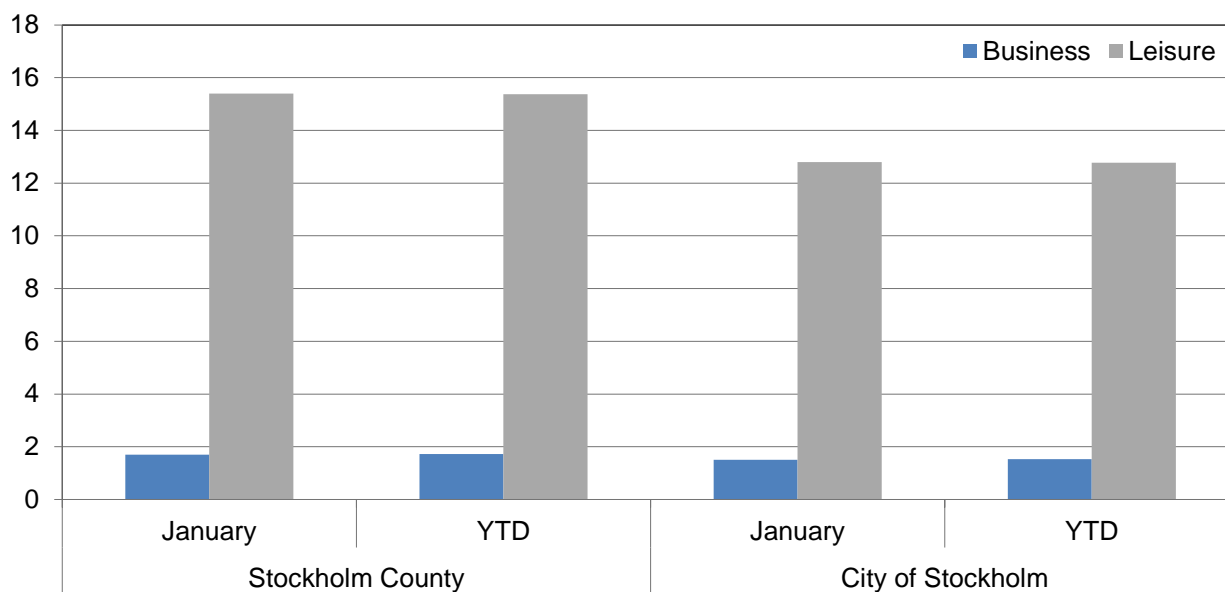


### Commercial overnight stays by nationality, Stockholm county and city of Stockholm

Country	Stockholm County						City of Stockholm					
	Guest-nights 2013	Share in Sweden	January 2014			YTD		January 2014		YTD		
			Guest-nights	Change, %	Share in Sweden	Guest-nights	Change, %	Guest-nights	Change, %	Guest-nights	Change, %	
<b>Totals</b>	<b>10 981 138</b>	<b>20 %</b>	<b>642 942</b>	<b>+ 7</b>	<b>21 %</b>	<b>642 942</b>	<b>+ 7</b>	<b>429 697</b>	<b>+ 6</b>	<b>429 697</b>	<b>+ 6</b>	
<b>Domestic</b>	<b>7 389 114</b>	<b>18 %</b>	<b>458 810</b>	<b>+ 7</b>	<b>19 %</b>	<b>458 810</b>	<b>+ 7</b>	<b>278 300</b>	<b>+ 5</b>	<b>278 300</b>	<b>+ 5</b>	
<b>Foreign</b>	<b>3 592 024</b>	<b>28 %</b>	<b>184 132</b>	<b>+ 8</b>	<b>31 %</b>	<b>184 132</b>	<b>+ 8</b>	<b>151 397</b>	<b>+ 7</b>	<b>151 397</b>	<b>+ 7</b>	
<b>Nordic countries excl. Sweden</b>	<b>617 552</b>	<b>12 %</b>	<b>34 873</b>	<b>+ 9</b>	<b>15 %</b>	<b>34 873</b>	<b>+ 9</b>	<b>26 379</b>	<b>+ 4</b>	<b>26 379</b>	<b>+ 4</b>	
<b>Europe excl. Nordic countries</b>	<b>1 801 534</b>	<b>31 %</b>	<b>88 649</b>	<b>- 3</b>	<b>37 %</b>	<b>88 649</b>	<b>- 3</b>	<b>71 321</b>	<b>- 5</b>	<b>71 321</b>	<b>- 5</b>	
<b>Non European</b>	<b>1 172 938</b>	<b>56 %</b>	<b>60 610</b>	<b>+ 29</b>	<b>50 %</b>	<b>60 610</b>	<b>+ 29</b>	<b>53 697</b>	<b>+ 31</b>	<b>53 697</b>	<b>+ 31</b>	
Denmark	146 073	13 %	7 418	- 4	8 %	7 418	- 4	5 167	- 9	5 167	- 9	
Norway	268 383	8 %	17 144	+ 21	16 %	17 144	+ 21	12 732	+ 8	12 732	+ 8	
Finland	193 225	36 %	9 900	+ 2	38 %	9 900	+ 2	8 167	+ 9	8 167	+ 9	
Iceland	9 871	50 %	411	+ 23	48 %	411	+ 23	313	+ 1	313	+ 1	
Germany	426 790	16 %	13 603	+ 12	23 %	13 603	+ 12	10 956	+ 13	10 956	+ 13	
Great Britain	301 386	51 %	15 749	- 4	48 %	15 749	- 4	13 103	- 6	13 103	- 6	
Ireland	22 658	61 %	1 123	+ 3	60 %	1 123	+ 3	992	+ 2	992	+ 2	
The Netherlands	104 163	19 %	4 511	- 13	33 %	4 511	- 13	3 613	- 16	3 613	- 16	
Belgium	44 097	38 %	2 301	+ 16	40 %	2 301	+ 16	2 041	+ 16	2 041	+ 16	
Luxembourg	4 048	48 %	156	- 35	24 %	156	- 35	140	- 40	140	- 40	
France	148 927	53 %	6 989	+ 3	47 %	6 989	+ 3	5 948	- 3	5 948	- 3	
Switzerland	112 715	41 %	2 986	- 5	51 %	2 986	- 5	2 572	- 2	2 572	- 2	
Austria	48 391	47 %	1 200	- 1	47 %	1 200	- 1	1 048	+ 13	1 048	+ 13	
Italy	133 063	56 %	5 149	- 7	48 %	5 149	- 7	4 518	- 11	4 518	- 11	
Spain	77 462	59 %	2 743	- 14	55 %	2 743	- 14	2 252	- 21	2 252	- 21	
Portugal	12 822	49 %	495	- 13	30 %	495	- 13	389	- 22	389	- 22	
Greece	13 254	65 %	646	+ 7	59 %	646	+ 7	403	+ 15	403	+ 15	
Turkey	21 034	68 %	779	- 19	57 %	779	- 19	559	- 13	559	- 13	
Russia	127 410	52 %	18 865	- 4	41 %	18 865	- 4	15 252	- 13	15 252	- 13	
Estonia	15 399	28 %	1 212	+ 3	16 %	1 212	+ 3	771	+ 1	771	+ 1	
Latvia	12 525	36 %	699	- 24	27 %	699	- 24	530	- 35	530	- 35	
Lithuania	15 165	42 %	1 471	+ 115	68 %	1 471	+ 115	887	+ 112	887	+ 112	
Poland	73 555	34 %	3 770	- 30	32 %	3 770	- 30	1 945	- 11	1 945	- 11	
The Czech Republic	15 419	33 %	740	+ 50	29 %	740	+ 50	508	+ 62	508	+ 62	
Slovakia	6 423	36 %	275	- 61	17 %	275	- 61	180	- 67	180	- 67	
Hungary	10 579	43 %	400	- 17	25 %	400	- 17	346	- 13	346	- 13	
Rest of Europe	54 249	32 %	2 787	+ 6	40 %	2 787	+ 6	2 368	+ 5	2 368	+ 5	
USA	290 849	64 %	10 434	- 2	51 %	10 434	- 2	9 274	+ 5	9 274	+ 5	
Canada	36 619	63 %	1 375	+ 18	18 %	1 375	+ 18	1 279	+ 26	1 279	+ 26	
Brasil	34 252	77 %	797	- 1	62 %	797	- 1	685	- 2	685	- 2	
Central & South America	23 327	70 %	849	+ 14	59 %	849	+ 14	768	+ 16	768	+ 16	
Japan	57 942	64 %	1 375	- 6	46 %	1 375	- 6	1 198	- 7	1 198	- 7	
South Korea	15 251	47 %	1 025	+ 13	76 %	1 025	+ 13	906	+ 54	906	+ 54	
China	81 746	43 %	3 309	+ 1	43 %	3 309	+ 1	2 863	- 4	2 863	- 4	
India	83 451	65 %	8 361	+ 113	79 %	8 361	+ 113	7 561	+ 99	7 561	+ 99	
Rest of Asia	86 102	65 %	3 677	+ 53	61 %	3 677	+ 53	3 309	+ 63	3 309	+ 63	
Australia	40 585	64 %	2 449	+ 7	60 %	2 449	+ 7	2 219	+ 3	2 219	+ 3	
New Zealand	4 244	63 %	184	+ 19	53 %	184	+ 19	157	+ 6	157	+ 6	
Rest of the world	42 787	48 %	1 120	- 27	42 %	1 120	- 27	952	- 27	952	- 27	
Not indicated	375 783	48 %	25 655	+ 44	47 %	25 655	+ 44	22 526	+ 46	22 526	+ 46	



**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			
	January		YTD		January		YTD	
	2014	2013	2014	2013	2014	2013	2014	2013
Number of hotels	291	289	291	289	147	146	147	146
Room capacity	933 975	906 732	933 975	906 732	572 167	565 498	572 167	565 498
Occupied rooms	429 490	406 964	429 490	406 964	289 641	276 449	289 641	276 449
Capacity utilization (%)	46,0	44,8	46,0	44,8	50,6	48,8	50,6	48,8
Mon-thu (%)	56,5	53,2	56,5	53,2	61,4	56,7	61,4	56,7
Fri-sun (%)	34,2	32,7	34,2	32,7	38,9	37,6	38,9	37,6
Revenues (MSEK)	431,2	416,7	431,2	416,7	323,5	312,4	323,5	312,4
Rev. per occupied room (SEK)	1 004	1 024	1 004	1 024	1 117	1 130	1 117	1 130
Rev. per disp. room (SEK)	462	460	462	460	565	552	565	552