



Stockholm's tourism industry

February 2014

- During February over 679 000 overnight stays was made at the County's commercial accommodation facilities. That was 64,000 more than during the same month in 2013.
- The increase rate was 10 %, which was significantly higher than in the country as a whole (+ 4 %). The increase affected guest nights from both domestic (+ 9 %) and foreign (+ 13 %) visitors.
- In February the market is dominated by overnight stays in hotels. The trend towards an increasing number of private guests continues, while the rise of business guests was more moderate.
- Overnight stays from Scandinavian visitors rose by 11% compared to February 2013. Norwegian visitors, so far this year, have made 20 % more overnights than the previous year.
- For Europe outside the Nordic region the development was more negative. Key markets such as Germany, United Kingdom, France, Russia and Poland fell in comparison to 2013.
- Visitors from the United States accounted for 12 500 overnight stays during the month – 26 % more than in February 2013. For China, India and the rest of Asia the growth was even more pronounced.
- 52.4% of the County's hotel rooms were rented during February. This is more than during the same month last year. Mainly it is the occupancy rate during the weekends that have risen.
- The average room rate in the County were SEK 1 049. Revenues from rooms sold was SEK 476 million, of which SEK 340 million concerned hotels in the city.

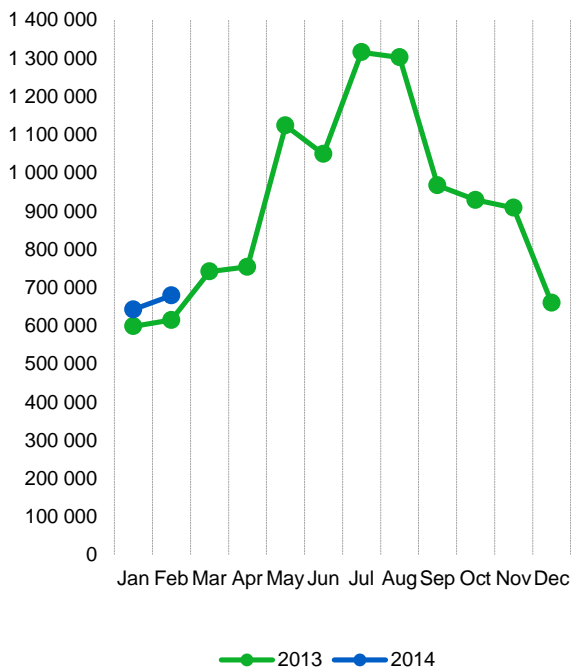
Commercial overnight stays in Stockholm's county February 2014, top 20							
Target group		Guest nights	Change, %				
Total		1 318 144	+ 8				
Sweden		940 999	+ 7				
Foreign		377 145	+ 11				
Ranking, Foreign		Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %	
1	Not indicated	55 039	+44	11	The Netherlands	9 866	-9
2	Great Britain	35 130	-3	12	Italy	9 336	-6
3	Norway	34 601	+20	13	China	8 095	+27
4	Germany	26 187	+5	14	Poland	7 766	-35
5	Russia	24 647	+0	15	Rest of Asia	7 682	+39
6	USA	23 018	+12	16	Spain	6 157	-11
7	Finland	22 008	+2	17	Switzerland	6 153	+0
8	India	17 560	+104	18	Rest of Europe	5 776	+14
9	Denmark	17 296	+4	19	Belgium	5 644	+13
10	France	14 034	-2	20	Australia	4 337	+12

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

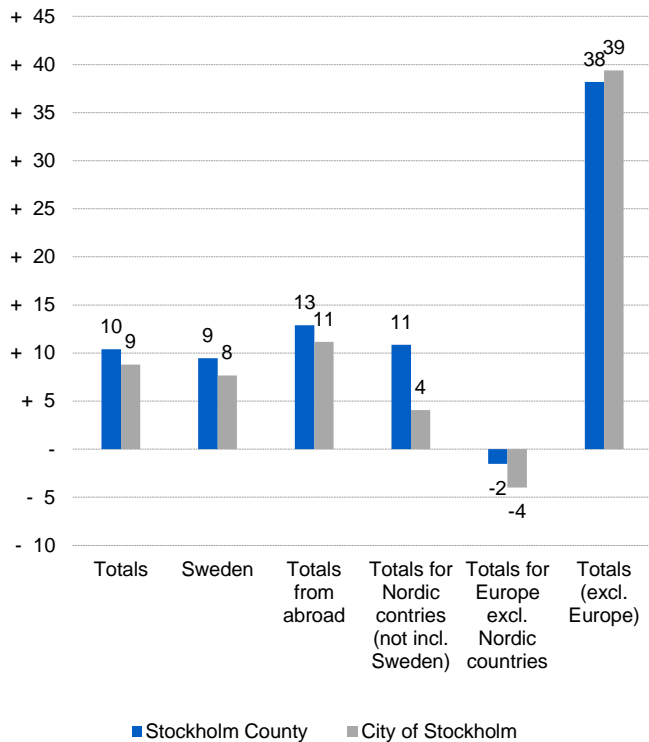
Source: Statistics Sweden and Swedish Agency for Economic and Regional Growth.
Provisional data.



Commercial overnight stays, Stockholm county



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



Commercial overnight stays 2014 compared with previous year

	February 2014		YDT	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	679 131	+ 10	1 318 144	+ 8
Domestic	485 922	+ 9	940 999	+ 7
Foreign	193 209	+ 13	377 145	+ 11
Nordic countries excl. Sweden	39 855	+ 11	74 848	+ 10
Europe excl. Nordic countries	83 012	- 2	172 072	- 2
Non European	70 342	+ 38	130 225	+ 33
City of Stockholm	466 692	+ 9	894 033	+ 7
Domestic	309 119	+ 8	584 001	+ 6
Foreign	157 573	+ 11	310 032	+ 9
Nordic countries excl. Sweden	30 153	+ 4	56 738	+ 5
Europe excl. Nordic countries	65 971	- 4	138 386	- 4
Non European	61 449	+ 39	114 908	+ 35
Sweden	3 442 493	+ 4	6 457 373	+ 4

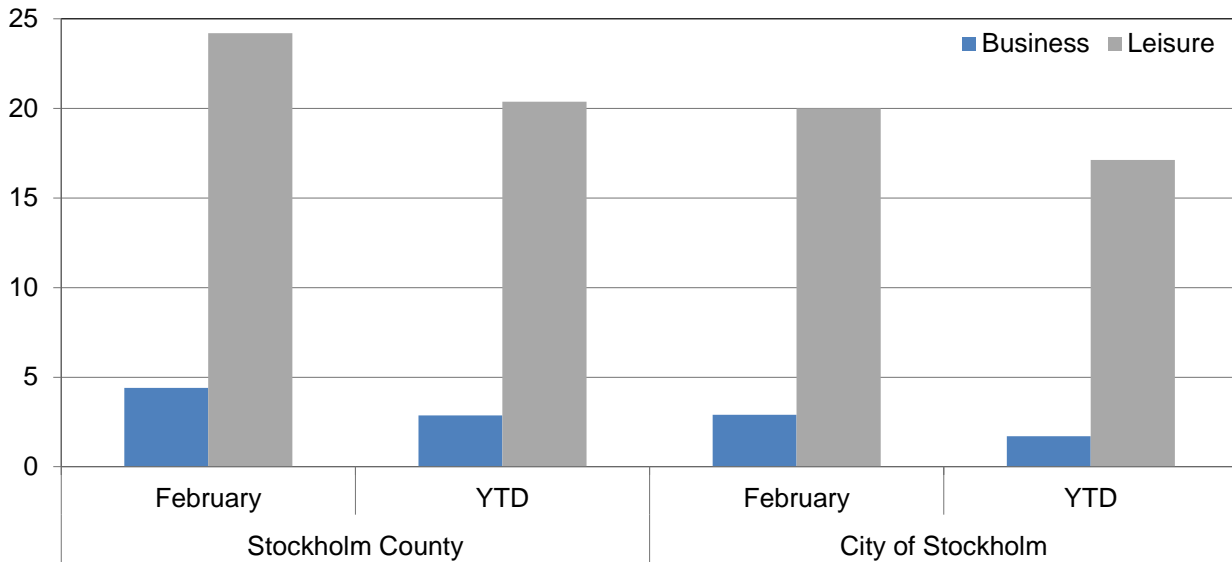


Commercial overnight stays by nationality, Stockholm county and city of Stockholm

Country	Stockholm County						City of Stockholm					
	Guest-nights 2013	Share in Sweden	February 2014			YTD		February 2014		YTD		
			Guest-nights	Change, %	Share in Sweden	Guest-nights	Change, %	Guest-nights	Change, %	Guest-nights	Change, %	
Totals	10 981 138	20 %	679 131	+ 10	20 %	1 318 144	+ 8	466 692	+ 9	894 033	+ 7	
Domestic	7 389 114	18 %	485 922	+ 9	18 %	940 999	+ 7	309 119	+ 8	584 001	+ 6	
Foreign	3 592 024	28 %	193 209	+ 13	27 %	377 145	+ 11	157 573	+ 11	310 032	+ 9	
Nordic countries excl. Sweden	617 552	12 %	39 855	+ 11	13 %	74 848	+ 10	30 153	+ 4	56 738	+ 5	
Europe excl. Nordic countries	1 801 534	31 %	83 012	- 2	33 %	172 072	- 2	65 971	- 4	138 386	- 4	
Non European	1 172 938	56 %	70 342	+ 38	51 %	130 225	+ 33	61 449	+ 39	114 908	+ 35	
Denmark	146 073	13 %	9 744	+ 9	7 %	17 296	+ 4	6 706	- 1	11 864	- 5	
Norway	268 383	8 %	17 665	+ 20	15 %	34 601	+ 20	13 783	+ 11	26 457	+ 9	
Finland	193 225	36 %	11 934	+ 1	28 %	22 008	+ 2	9 248	- 0	17 668	+ 5	
Iceland	9 871	50 %	512	- 11	38 %	943	+ 4	416	- 21	749	- 11	
Germany	426 790	16 %	12 633	- 1	17 %	26 187	+ 5	9 589	- 9	20 603	+ 2	
Great Britain	301 386	51 %	19 121	- 3	38 %	35 130	- 3	15 499	- 7	28 829	- 6	
Ireland	22 658	61 %	1 523	+ 4	55 %	2 648	+ 4	1 216	- 11	2 213	- 5	
The Netherlands	104 163	19 %	5 347	- 5	28 %	9 866	- 9	4 314	- 9	7 976	- 12	
Belgium	44 097	38 %	3 438	+ 15	44 %	5 644	+ 13	2 992	+ 11	4 964	+ 11	
Luxembourg	4 048	48 %	311	+ 1	26 %	467	- 15	289	+ 3	428	- 17	
France	148 927	53 %	7 115	- 7	40 %	14 034	- 2	6 061	- 9	11 991	- 6	
Switzerland	112 715	41 %	3 164	+ 6	45 %	6 153	+ 0	2 754	+ 4	5 310	+ 1	
Austria	48 391	47 %	1 812	+ 15	45 %	3 071	+ 11	1 428	+ 6	2 473	+ 9	
Italy	133 063	56 %	4 217	- 5	36 %	9 336	- 6	3 489	- 12	8 033	- 11	
Spain	77 462	59 %	3 412	- 9	48 %	6 157	- 11	2 731	- 22	4 999	- 21	
Portugal	12 822	49 %	736	- 9	62 %	1 237	- 10	677	- 10	1 072	- 15	
Greece	13 254	65 %	1 550	+ 94	80 %	2 188	+ 56	1 400	+ 168	1 802	+ 106	
Turkey	21 034	68 %	1 256	+ 53	72 %	2 008	+ 12	988	+ 31	1 533	+ 10	
Russia	127 410	52 %	4 890	- 2	50 %	24 647	+ 0	3 971	- 5	20 389	- 6	
Estonia	15 399	28 %	1 189	+ 5	31 %	2 295	- 1	795	- 25	1 509	- 17	
Latvia	12 525	36 %	1 007	+ 13	32 %	1 711	- 5	819	+ 6	1 360	- 14	
Lithuania	15 165	42 %	1 553	+ 164	63 %	2 979	+ 134	1 019	+ 143	1 876	+ 124	
Poland	73 555	34 %	4 142	- 36	32 %	7 766	- 35	2 314	+ 5	4 165	- 5	
The Czech Republic	15 419	33 %	702	+ 4	23 %	1 389	+ 19	469	- 8	958	+ 13	
Slovakia	6 423	36 %	210	- 68	22 %	471	- 66	165	- 66	336	- 68	
Hungary	10 579	43 %	521	- 26	31 %	912	- 23	437	- 22	778	- 19	
Rest of Europe	54 249	32 %	3 163	+ 29	46 %	5 776	+ 14	2 555	+ 24	4 789	+ 12	
USA	290 849	64 %	12 496	+ 26	53 %	23 018	+ 12	11 061	+ 34	20 255	+ 19	
Canada	36 619	63 %	1 608	+ 6	64 %	2 965	+ 11	1 453	+ 5	2 710	+ 13	
Brasil	34 252	77 %	698	- 9	50 %	1 438	- 9	626	- 9	1 292	- 7	
Central & South America	23 327	70 %	643	- 27	55 %	1 464	- 10	558	- 31	1 293	- 12	
Japan	57 942	64 %	1 784	- 17	36 %	3 152	- 13	1 525	- 6	2 700	- 13	
South Korea	15 251	47 %	681	- 13	55 %	1 653	- 2	613	- 15	1 501	+ 15	
China	81 746	43 %	4 427	+ 42	49 %	8 095	+ 27	3 989	+ 34	7 288	+ 23	
India	83 451	65 %	9 706	+ 107	80 %	17 560	+ 104	8 921	+ 96	16 126	+ 93	
Rest of Asia	86 102	65 %	4 085	+ 32	59 %	7 682	+ 39	3 505	+ 25	6 740	+ 39	
Australia	40 585	64 %	1 770	+ 12	54 %	4 337	+ 12	1 652	+ 11	3 991	+ 10	
New Zealand	4 244	63 %	121	- 19	42 %	311	+ 2	114	- 16	278	- 2	
Rest of the world	42 787	48 %	2 323	+ 29	50 %	3 511	+ 5	2 000	+ 13	2 920	+ 1	
Not indicated	375 783	48 %	30 000	+ 46	44 %	55 039	+ 44	25 432	+ 50	47 814	+ 48	



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			
	February		YTD		February		YTD	
	2014	2013	2014	2013	2014	2013	2014	2013
Number of hotels	292	289	293	291	147	146	147	146
Room capacity	866 036	833 385	1 801 522	1 740 960	526 233	515 445	1 100 433	1 080 978
Occupied rooms	454 000	412 250	883 428	819 175	313 322	290 217	601 825	566 666
Capacity utilization (%)	52,4	48,9	49,0	46,8	59,5	55,7	54,7	52,1
Mon-thu (%)	59,9	57,7	58,1	55,4	67,1	64,8	64,0	60,6
Fri-sun (%)	42,2	36,8	37,8	34,8	49,4	43,4	43,5	40,5
Revenues (MSEK)	476,2	439,5	909,0	856,0	339,6	317,2	633,1	601,8
Rev. per occupied room (SEK)	1 049	1 066	1 029	1 045	1 084	1 093	1 052	1 062
Rev. per disp. room (SEK)	550	527	505	492	645	615	575	557