



Stockholm's tourism industry

March 2014

- So far in 2014 the number of guest nights in commercial accommodation facilities in Stockholm County each month, with a good margin, surpassed the 2013 results. More than 810 000 overnight stays during March was just over 60 000 more than in the same month in 2013, an increase of 8 %.
- Swedish visitors accounted for nearly three out of four guest nights. Compared to March 2013, both Swedish and foreign visitors overnight stays increased in approximately the same extent.
- The number of overnight stays by Nordic visitors remained unchanged since March 2013. Overnight stays from Norwegian visitors increased by 10%, while overnight stays by visitors from Finland decreased by 11%.
- For Europe outside the Nordic region the development continued to be negative. Important markets, such as Germany, United Kingdom, France, Italy and Spain decreased compared to March 2013.
- Visitors from the United States accounted for nearly 21 000 overnight stays during the month – a massive increase of 51 percent from March last year. So far in 2014 visitors from the United States have accounted for 34 % more overnight stays than during the same period in 2013.
- Room capacity at the County's hotels increased by 4% compared to March 2013. The number of occupied rooms increased by 11%. This means that the capacity utilization rate rose from 52.4% to 56.2%.

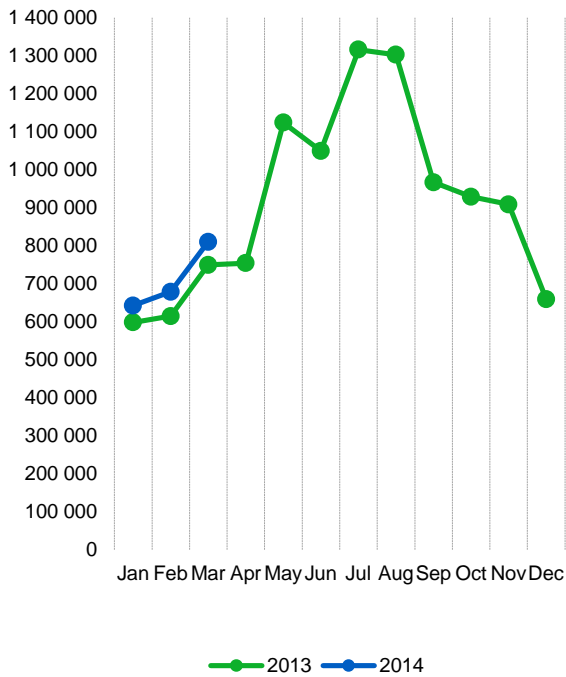
Commercial overnight stays in Stockholm's county January-March 2014, top 20					
Target group	Guest nights	Change, %			
Total	2 149 205	+ 9			
Sweden	1 527 050	+ 8			
Foreign	622 155	+ 13			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Not indicated	90 143	+42	11 Rest of Asia	18 108	+88
2 Great Britain	57 941	- 2	12 The Netherlands	16 363	+3
3 Norway	52 546	+18	13 Italy	14 674	-5
4 Germany	46 113	+6	14 Poland	13 366	-23
5 USA	46 070	+34	15 China	12 524	+15
6 Finland	34 745	-2	16 Spain	10 315	-15
7 Russia	32 357	+3	17 Switzerland	9 850	-3
8 Denmark	28 010	+5	18 Rest of Europe	9 757	+16
9 India	26 985	+104	19 Belgium	9 026	+17
10 France	23 054	+4	20 Japan	7 139	+9

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

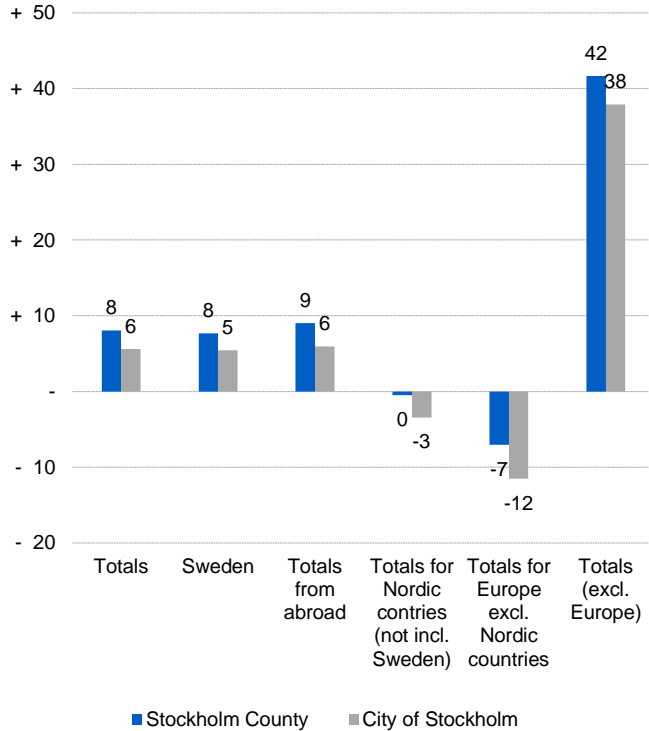
Source: Statistics Sweden and Swedish Agency for Economic and Regional Growth.
Provisional data.



Commercial overnight stays, Stockholm county



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



Commercial overnight stays 2014 compared with previous year

	March 2014		YTD	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	810 353	+ 8	2 149 205	+ 9
Domestic	584 516	+ 8	1 527 050	+ 8
Foreign	225 837	+ 9	622 155	+ 13
Nordic countries excl. Sweden	40 276	- 0	116 678	+ 8
Europe excl. Nordic countries	96 465	- 7	277 535	- 1
Non European	89 096	+ 42	227 942	+ 42
City of Stockholm	553 682	+ 6	1 456 077	+ 7
Domestic	369 754	+ 5	948 144	+ 5
Foreign	183 928	+ 6	507 933	+ 11
Nordic countries excl. Sweden	29 380	- 3	87 861	+ 4
Europe excl. Nordic countries	76 719	- 12	219 849	- 5
Non European	77 829	+ 38	200 223	+ 42
Sweden	3 635 274	- 3	10 110 518	+ 1

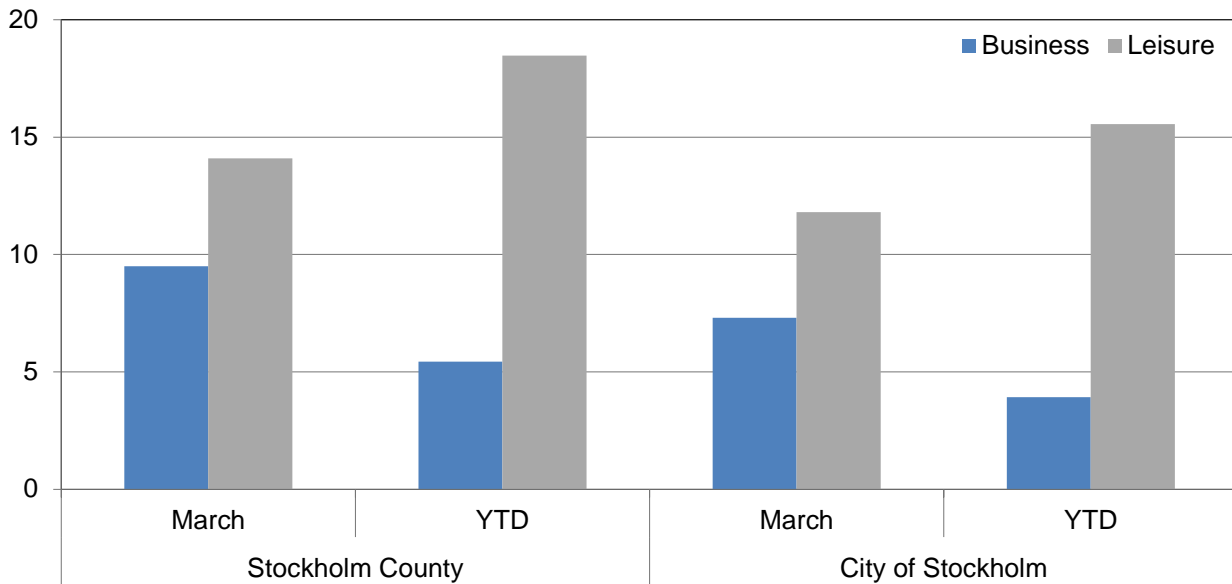


Commercial overnight stays by nationality, Stockholm county and city of Stockholm

Country	Stockholm County						City of Stockholm					
	Guest-nights 2013	Share in Sweden	March 2014			YTD		March 2014		YTD		
			Guest-nights	Change, %	Share in Sweden	Guest-nights	Change, %	Guest-nights	Change, %	Guest-nights	Change, %	
Totals	10 981 138	20 %	810 353	+ 8	22 %	2 149 205	+ 9	553 682	+ 6	1 456 077	+ 7	
Domestic	7 389 114	18 %	584 516	+ 8	20 %	1 527 050	+ 8	369 754	+ 5	948 144	+ 5	
Foreign	3 592 024	28 %	225 837	+ 9	34 %	622 155	+ 13	183 928	+ 6	507 933	+ 11	
Nordic countries excl. Sweden	617 552	12 %	40 276	- 0	18 %	116 678	+ 8	29 380	- 3	87 861	+ 4	
Europe excl. Nordic countries	1 801 534	31 %	96 465	- 7	37 %	277 535	- 1	76 719	- 12	219 849	- 5	
Non European	1 172 938	56 %	89 096	+ 42	52 %	227 942	+ 42	77 829	+ 38	200 223	+ 42	
Denmark	146 073	13 %	9 992	- 0	13 %	28 010	+ 5	6 703	- 1	19 291	+ 0	
Norway	268 383	8 %	17 392	+ 10	15 %	52 546	+ 18	12 913	+ 2	40 071	+ 9	
Finland	193 225	36 %	12 460	- 11	36 %	34 745	- 2	9 395	- 10	27 372	+ 1	
Iceland	9 871	50 %	432	- 32	44 %	1 377	- 11	369	- 28	1 127	- 16	
Germany	426 790	16 %	15 970	- 14	23 %	46 113	+ 6	11 719	- 25	32 589	- 9	
Great Britain	301 386	51 %	22 269	- 4	48 %	57 941	- 2	18 599	- 8	48 007	- 6	
Ireland	22 658	61 %	2 274	- 42	71 %	5 105	- 21	1 815	- 51	4 218	- 30	
The Netherlands	104 163	19 %	6 294	+ 22	36 %	16 363	+ 3	5 193	+ 22	13 338	+ 0	
Belgium	44 097	38 %	3 335	+ 22	42 %	9 026	+ 17	2 847	+ 18	7 857	+ 14	
Luxembourg	4 048	48 %	140	- 52	41 %	607	- 27	123	- 46	554	- 25	
France	148 927	53 %	7 591	- 3	42 %	23 054	+ 4	6 603	- 6	19 964	+ 1	
Switzerland	112 715	41 %	3 392	- 16	44 %	9 850	- 3	2 975	- 18	8 572	- 4	
Austria	48 391	47 %	1 825	- 30	44 %	4 868	- 10	1 501	- 36	3 966	- 14	
Italy	133 063	56 %	4 677	- 16	38 %	14 674	- 5	4 031	- 19	12 675	- 9	
Spain	77 462	59 %	3 982	- 24	49 %	10 315	- 15	3 432	- 28	8 625	- 22	
Portugal	12 822	49 %	976	+ 20	58 %	2 213	+ 1	775	+ 3	1 850	- 8	
Greece	13 254	65 %	569	- 22	46 %	2 838	+ 33	498	+ 23	2 369	+ 86	
Turkey	21 034	68 %	1 158	- 44	66 %	3 396	- 12	852	- 54	2 613	- 20	
Russia	127 410	52 %	7 207	+ 6	51 %	32 357	+ 3	5 832	+ 4	26 660	- 3	
Estonia	15 399	28 %	1 616	+ 89	20 %	3 889	+ 23	900	+ 25	2 389	- 6	
Latvia	12 525	36 %	721	- 23	16 %	2 438	- 11	583	- 30	1 956	- 19	
Lithuania	15 165	42 %	1 216	+ 16	42 %	4 135	+ 78	969	+ 63	2 804	+ 96	
Poland	73 555	34 %	5 134	- 7	36 %	13 366	- 23	2 849	+ 29	7 177	+ 9	
The Czech Republic	15 419	33 %	1 436	+ 53	39 %	3 005	+ 43	795	+ 2	1 753	+ 18	
Slovakia	6 423	36 %	313	- 61	22 %	793	- 64	196	- 28	531	- 59	
Hungary	10 579	43 %	509	- 42	38 %	1 432	- 30	464	- 32	1 260	- 24	
Rest of Europe	54 249	32 %	3 861	+ 15	34 %	9 757	+ 16	3 168	+ 16	8 122	+ 14	
USA	290 849	64 %	20 872	+ 51	62 %	46 070	+ 34	19 070	+ 59	41 555	+ 43	
Canada	36 619	63 %	2 253	+ 22	68 %	6 229	+ 38	2 077	+ 29	5 792	+ 44	
Brasil	34 252	77 %	824	+ 19	60 %	2 686	+ 18	704	+ 15	2 421	+ 21	
Central & South America	23 327	70 %	1 144	+ 19	56 %	2 592	+ 0	1 031	+ 15	2 312	- 2	
Japan	57 942	64 %	2 308	- 21	38 %	7 139	+ 9	1 916	+ 1	6 269	+ 14	
South Korea	15 251	47 %	691	+ 25	65 %	2 397	+ 7	560	+ 34	2 123	+ 23	
China	81 746	43 %	4 116	- 8	42 %	12 524	+ 15	3 493	- 15	11 130	+ 11	
India	83 451	65 %	9 824	+ 111	77 %	26 985	+ 104	8 801	+ 96	24 656	+ 92	
Rest of Asia	86 102	65 %	8 098	+ 97	69 %	18 108	+ 88	7 021	+ 85	16 066	+ 86	
Australia	40 585	64 %	1 790	+ 46	40 %	6 206	+ 22	1 644	+ 45	5 734	+ 20	
New Zealand	4 244	63 %	190	- 21	62 %	544	-	176	- 19	498	- 1	
Rest of the world	42 787	48 %	2 736	+ 29	47 %	6 319	+ 16	2 347	- 1	5 303	+ 12	
Not indicated	375 783	48 %	34 250	+ 36	43 %	90 143	+ 42	28 989	+ 27	76 364	+ 38	



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			
	March		YTD		March		YTD	
	2014	2013	2014	2013	2014	2013	2014	2013
Number of hotels	294	293	295	294	146	146	147	146
Room capacity	958 942	923 156	2 761 761	2 666 521	582 811	570 733	1 684 463	1 652 452
Occupied rooms	538 743	485 415	1 426 317	1 304 590	370 616	340 646	975 191	907 312
Capacity utilization (%)	56,2	52,4	51,6	48,7	63,6	59,1	57,9	54,4
Mon-thu (%)	64,5	60,6	60,5	57,0	71,1	66,6	66,6	62,4
Fri-sun (%)	45,8	43,4	40,7	38,0	54,4	51,1	47,3	44,4
Revenues (MSEK)	559,2	504,3	1 473,4	1 360,7	397,3	359,7	1 034,7	961,8
Rev. per occupied room (SEK)	1 038	1 039	1 033	1 043	1 072	1 056	1 061	1 060
Rev. per disp. room (SEK)	583	546	533	510	682	630	614	582