

Stockholm's tourism industry. April 2014

During the first four months nearly 3 million guest nights were made at commercial accommodation facilities in the county. That was more than a quarter of a million more than in the same period last year. 831,000 overnight stays for April meant an increase of 10 %. Guest nights from Swedish visitor rose by 5 % and foreign guest nights by 22 %.

Nordic guest nights rose by 15 % compared to April 2013. Both visitors from Denmark, Finland and Norway increased during April, as well as during the year as a whole.

For visitors from Europe outside the Nordic countries the development turned significantly in a positive direction. 143,000 overnight stays during April were 22 % more than last year and surpassed even the 2012 peak for the month of April.

Visitors from the United States accounted for just over 20,000 overnight stays during the month – an increase of 27 % from April of last year. So far in 2014 visitors from the United States have made 15,000 more overnight stays than last year (+ 30 %).

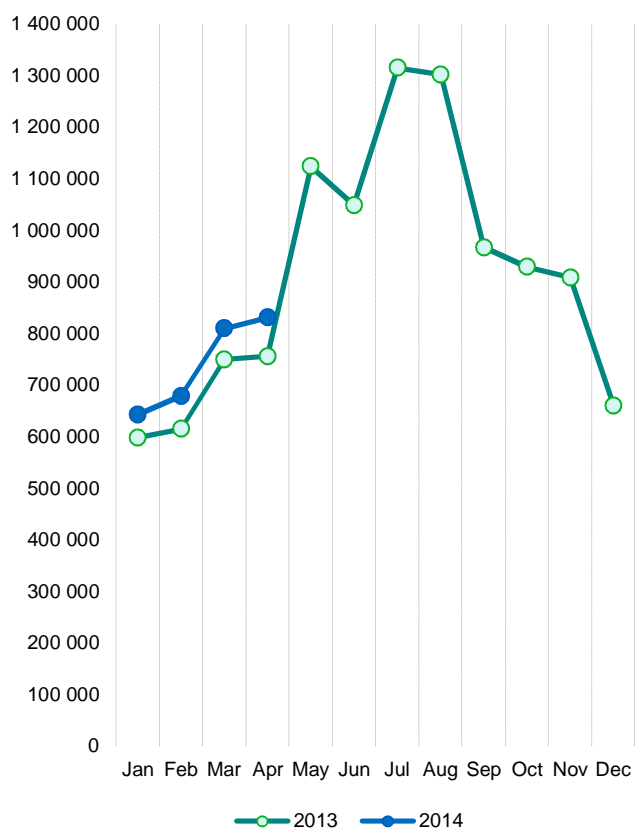
Room capacity at the County's hotels increased during the first four months by 3 % compared to 2013. The number of occupied rooms rose significantly more, with over 8 %. This means an increase in capacity utilization, both for weekdays and weekends. In April 56 % of available rooms in the County and 65 % in the city were occupied.

The average room rate in April was SEK 1 117 in the County and SEK 1 186 in the city. Revenue from room sales was SEK 582 million, of which SEK 432 million related to hotels in the city.

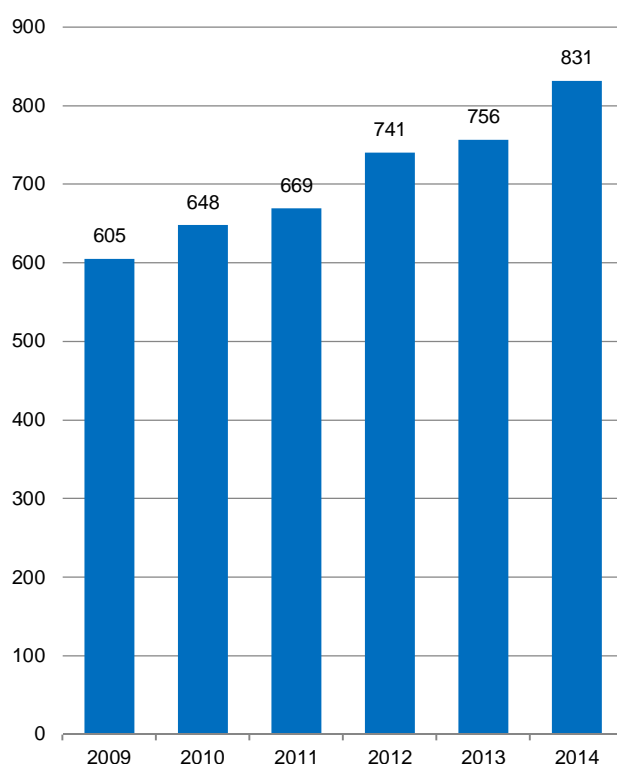
Commercial overnight stays in Stockholm's county January-April 2014, top 20

Target group	Guest nights	Change, %			
Total	2 986 433	+ 10			
Sweden	2 085 200	+ 7			
Foreign	901 233	+ 16			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Not indicated	124 751	+41	11 Rest of Asia	25 366	+72
2 Great Britain	82 270	-3	12 Italy	24 539	-4
3 Germany	78 737	+26	13 The Netherlands	23 309	+2
4 Norway	72 980	+15	14 Switzerland	18 509	+12
5 USA	65 665	+30	15 Spain	18 266	+11
6 Finland	49 750	+3	16 Poland	17 667	-27
7 Denmark	40 623	+11	17 China	17 410	+16
8 Russia	40 104	+6	18 Rest of Europe	14 850	+24
9 France	35 650	+5	19 Belgium	13 937	+28
10 India	31 504	+65	20 Japan	9 857	+7

Commercial overnight stays by month 2013 and 2014, Stockholm county



Commercial overnight April 2009-2014, Stockholm county. (Thousands)



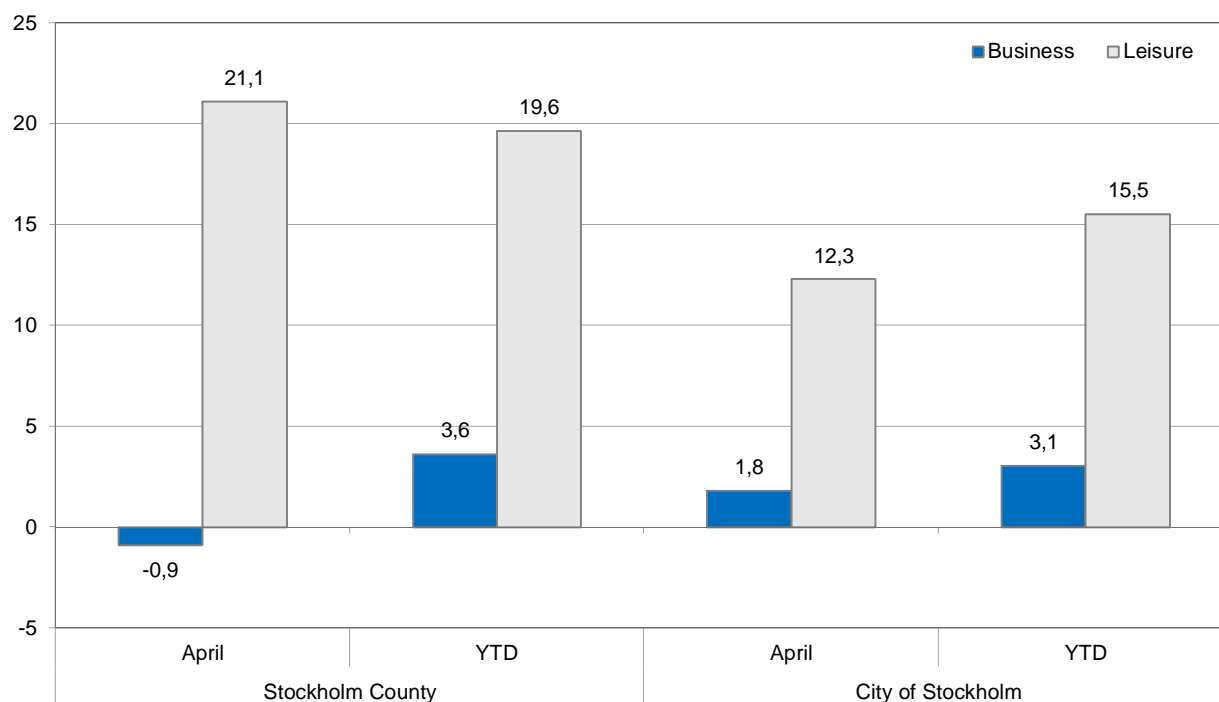
Commercial overnight stays 2014 compared with previous year

	April 2014		YTD	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	831 479	+ 10	2 986 433	+ 10
Domestic	552 295	+ 5	2 085 200	+ 7
Foreign	279 184	+ 22	901 233	+ 16
Nordic countries excl. Sweden	48 696	+ 15	165 427	+ 10
Europe excl. Nordic countries	142 893	+ 22	419 980	+ 6
Non European	87 595	+ 28	315 826	+ 38
City of Stockholm	582 297	+ 8	2 006 588	+ 8
Domestic	349 050	+ 2	1 287 945	+ 5
Foreign	233 247	+ 20	718 643	+ 14
Nordic countries excl. Sweden	36 966	+ 8	123 120	+ 5
Europe excl. Nordic countries	119 961	+ 21	323 647	+ 3
Non European	76 320	+ 24	271 876	+ 36
Sweden	3 367 165	+ 11	13 539 364	+ 4

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

Country	Stockholm county						City of Stockholm					
	Guest-nights 2013	Share in Sweden	April 2014			YTD		April 2014		YTD		
			Guest-nights	Change %	Share in Sweden	Guest-nights	Change %	Guest-nights	Change,%	Guest-nights	Change,%	
Total	10 981 138	20 %	831 479	+ 10	25 %	2 986 433	+ 10	582 297	+ 8	2 006 588	+ 8	
Domestic	7 389 114	18 %	552 295	+ 5	21 %	2 085 200	+ 7	349 050	+ 2	1 287 945	+ 5	
Foreign	3 592 024	28 %	279 184	+ 22	38 %	901 233	+ 16	233 247	+ 20	718 643	+ 14	
Nordic countries excl. Sweden	617 552	12 %	48 696	+ 15	18 %	165 427	+ 10	36 966	+ 8	123 120	+ 5	
Europe excl. Nordic countries	1 801 534	31 %	142 893	+ 22	49 %	419 980	+ 6	119 961	+ 21	323 647	+ 3	
Non European	1 172 938	56 %	87 595	+ 28	53 %	315 826	+ 38	76 320	+ 24	271 876	+ 36	
Denmark	146 073	13 %	12 836	+ 31	22 %	40 623	+ 11	9 181	+ 25	27 796	+ 6	
Norway	268 383	8 %	20 475	+ 11	11 %	72 980	+ 15	15 774	+ 1	55 230	+ 7	
Finland	193 225	36 %	14 708	+ 16	42 %	49 750	+ 3	11 460	+ 12	38 407	+ 5	
Iceland	9 871	50 %	677	- 41	43 %	2 074	- 23	551	- 49	1 687	- 30	
Germany	426 790	16 %	32 766	+ 74	35 %	78 737	+ 26	26 979	+ 73	56 413	+ 16	
Great Britain	301 386	51 %	24 855	- 4	55 %	82 270	- 3	20 935	- 8	67 168	- 7	
Ireland	22 658	61 %	1 734	- 3	65 %	6 812	- 17	1 410	- 15	5 502	- 27	
The Netherlands	104 163	19 %	7 156	+ 2	39 %	23 309	+ 2	6 049	- 1	18 646	+ 0	
Belgium	44 097	38 %	4 982	+ 57	56 %	13 937	+ 28	4 226	+ 50	11 289	+ 21	
Luxembourg	4 048	48 %	377	+ 21	62 %	997	- 13	346	+ 22	867	- 15	
France	148 927	53 %	12 469	+ 5	62 %	35 650	+ 5	10 816	+ 0	28 299	+ 3	
Switzerland	112 715	41 %	8 696	+ 38	72 %	18 509	+ 12	7 911	+ 34	15 416	+ 10	
Austria	48 391	47 %	3 559	+ 24	63 %	8 403	+ 2	3 154	+ 24	6 819	- 2	
Italy	133 063	56 %	9 926	- 1	63 %	24 539	- 4	9 011	+ 0	20 419	- 3	
Spain	77 462	59 %	7 979	+ 90	68 %	18 266	+ 11	6 905	+ 90	14 117	+ 0	
Portugal	12 822	49 %	1 445	+ 92	68 %	3 656	+ 24	1 349	+ 99	3 052	+ 20	
Greece	13 254	65 %	2 117	+ 126	75 %	4 928	+ 61	1 897	+ 185	3 723	+ 104	
Turkey	21 034	68 %	1 644	+ 33	78 %	5 205	+ 3	1 351	+ 47	3 919	- 4	
Russia	127 410	52 %	7 741	+ 23	66 %	40 104	+ 6	6 357	+ 19	32 459	+ 0	
Estonia	15 399	28 %	1 256	+ 1	37 %	5 210	+ 18	932	- 7	3 141	- 11	
Latvia	12 525	36 %	879	- 13	28 %	3 333	- 11	681	- 27	2 600	- 21	
Lithuania	15 165	42 %	1 231	+ 31	35 %	5 329	+ 63	1 002	+ 45	3 644	+ 73	
Poland	73 555	34 %	4 055	- 41	29 %	17 667	- 27	2 430	- 10	9 306	+ 10	
The Czech Rep.	15 419	33 %	1 626	+ 86	47 %	4 874	+ 63	915	- 5	2 719	+ 37	
Slovakia	6 423	36 %	516	- 2	29 %	1 305	- 52	367	+ 25	789	- 50	
Hungary	10 579	43 %	678	- 19	44 %	2 090	- 28	599	- 10	1 765	- 23	
Rest of Europe	54 249	32 %	5 206	+ 45	57 %	14 850	+ 24	4 339	+ 60	11 575	+ 19	
USA	290 849	64 %	20 392	+ 27	65 %	65 665	+ 30	18 381	+ 29	58 116	+ 36	
Canada	36 619	63 %	2 563	+ 26	74 %	8 699	+ 33	2 293	+ 20	7 629	+ 37	
Brasil	34 252	77 %	2 034	+ 79	79 %	4 716	+ 39	1 923	+ 102	3 931	+ 43	
Central & South America	23 327	70 %	2 502	+ 98	78 %	5 096	+ 33	2 324	+ 103	4 252	+ 29	
Japan	57 942	64 %	2 587	- 5	68 %	9 857	+ 7	2 321	+ 4	8 500	+ 8	
South Korea	15 251	47 %	1 286	+ 38	73 %	3 791	+ 19	1 197	+ 41	3 128	+ 29	
China	81 746	43 %	4 056	- 2	53 %	17 410	+ 16	3 578	- 3	15 004	+ 12	
India	83 451	65 %	3 078	- 47	41 %	31 504	+ 65	2 177	- 61	28 138	+ 55	
Rest of Asia	86 102	65 %	7 425	+ 44	71 %	25 366	+ 72	6 772	+ 44	22 167	+ 70	
Australia	40 585	64 %	2 274	+ 20	67 %	8 407	+ 20	2 058	+ 16	7 306	+ 19	
New Zealand	4 244	63 %	254	+ 51	80 %	793	+ 11	204	+ 46	634	+ 9	
Rest of the world	42 787	48 %	3 415	+ 78	55 %	9 771	+ 32	2 747	+ 41	7 504	+ 20	
Not indicated	375 783	48 %	35 729	+ 42	43 %	124 751	+ 41	30 345	+ 35	105 567	+ 36	

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			
	April		YTD		April		YTD	
	2014	2013	2014	2013	2014	2013	2014	2013
Number of hotels	296	296	297	297	146	146	147	146
Room capacity	926 184	901 161	3 686 312	3 571 817	563 918	552 062	2 248 352	2 204 541
Occupied rooms	520 719	492 099	1 948 169	1 796 689	364 299	345 973	1 340 154	1 253 285
Capacity utilization (%)	56,2	54,6	52,8	50,2	64,6	62,4	59,6	56,4
Mon-thu (%)	60,2	63,7	60,5	58,7	67,1	70,4	66,8	64,4
Fri-sun (%)	50,1	42,6	42,9	39,1	60,8	52,0	50,4	46,2
Revenues (MSEK)	581,6	525,1	2 053,4	1 884,7	432,1	376,8	1 467,5	1 338,5
Rev. per occupied room (SEK)	1 117	1 067	1 054	1 049	1 186	1 089	1 095	1 068
Rev. per disp. room (SEK)	628	583	557	528	766	682	653	607