

Stockholm's tourism industry. June 2014

During all months in the first half of 2014, the number of overnight stays in commercial accommodation in the county have exceeded last year's results. In June, nearly 1.2 million guest nights was made. This was 117 000 – or 11% – more than in June 2013. During the first half of 2014 nearly 5.3 million commercial overnight stays have been made in the county, an increase of 8 %.

For camping June was a weak month compared to June 2013. For hostels, vacation villages and hotels there was a considerable rise. Both foreign and domestic overnight stays increased by 11 % during the month. In the first half of 2014, overnight stays from domestic visitors increased by 6 % compared to 2013 and foreign overnight stays by 12 %.

For all Nordic markets June was very positive (+ 21 %). With some exceptions, there was an increase in the number of

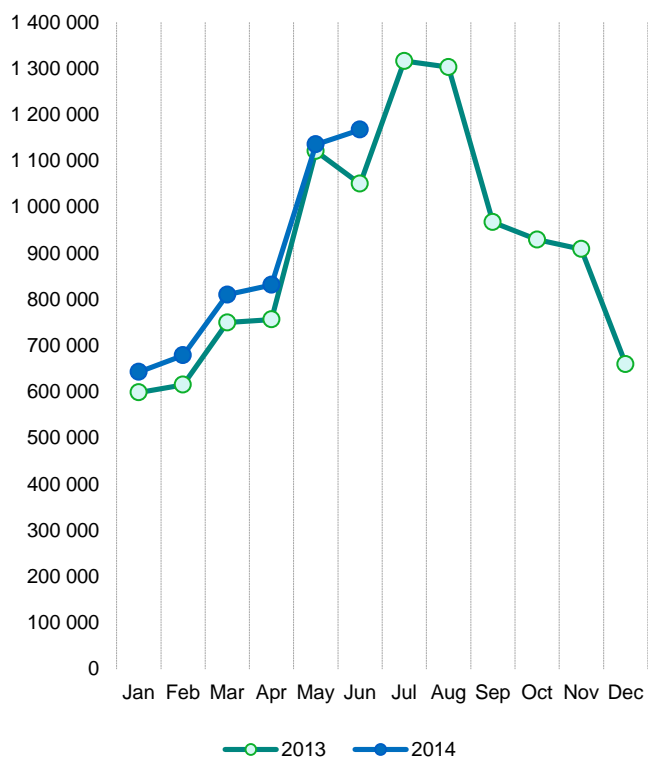
guest nights from all nationalities in Europe. For example, visitors from Germany made 12 000 more overnights than in June 2013, an increase of 20 %. Despite a decline for visitors from the United States non-European visitor's overnight stays increased with 7 % during the month. During the first half of the year, non-European guest nights has increased by 23 %.

The increase in the number of guest nights is largely due to more private visitors at the hotels. The number of hotel rooms that were rented by people who visited Stockholm privately rose by almost 20 % in June and by 15 % over the first half of 2014. The number of occupied rooms increased by 8 % in June. The average price of an occupied room fell from SEK 1 208 to SEK 1 129. Hotel revenues for rooms sold rose by 1 % to SEK 715 million.

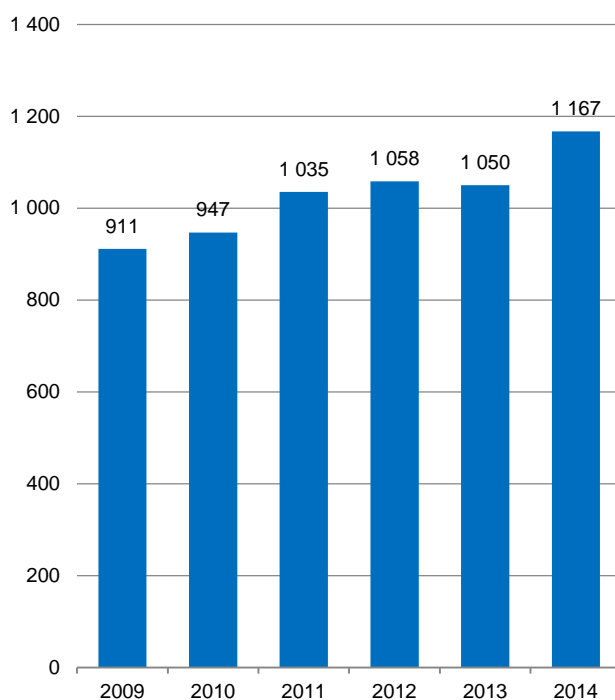
Commercial overnight stays in Stockholm's county January-June 2014, top 20

Target group	Guest nights	Change, %			
Total	5 275 769	+ 8			
Sweden	3 547 632	+ 6			
Foreign	1 728 137	+ 12			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Not indicated	218 543	+37	11 Italy	46 676	+0
2 Germany	188 830	+16	12 The Netherlands	45 574	+1
3 Great Britain	150 599	+1	13 Rest of Asia	44 184	+26
4 USA	139 929	+12	14 Switzerland	42 817	-6
5 Norway	125 375	+8	15 Spain	35 604	+17
6 Finland	97 067	+11	16 China	35 182	+6
7 Denmark	69 105	+9	17 Rest of Europe	30 656	+26
8 France	69 073	+6	18 Poland	29 127	-26
9 Russia	62 599	-6	19 Belgium	26 520	+37
10 India	58 368	+58	20 Japan	21 784	-1

Commercial overnight stays by month 2013 and 2014, Stockholm county



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



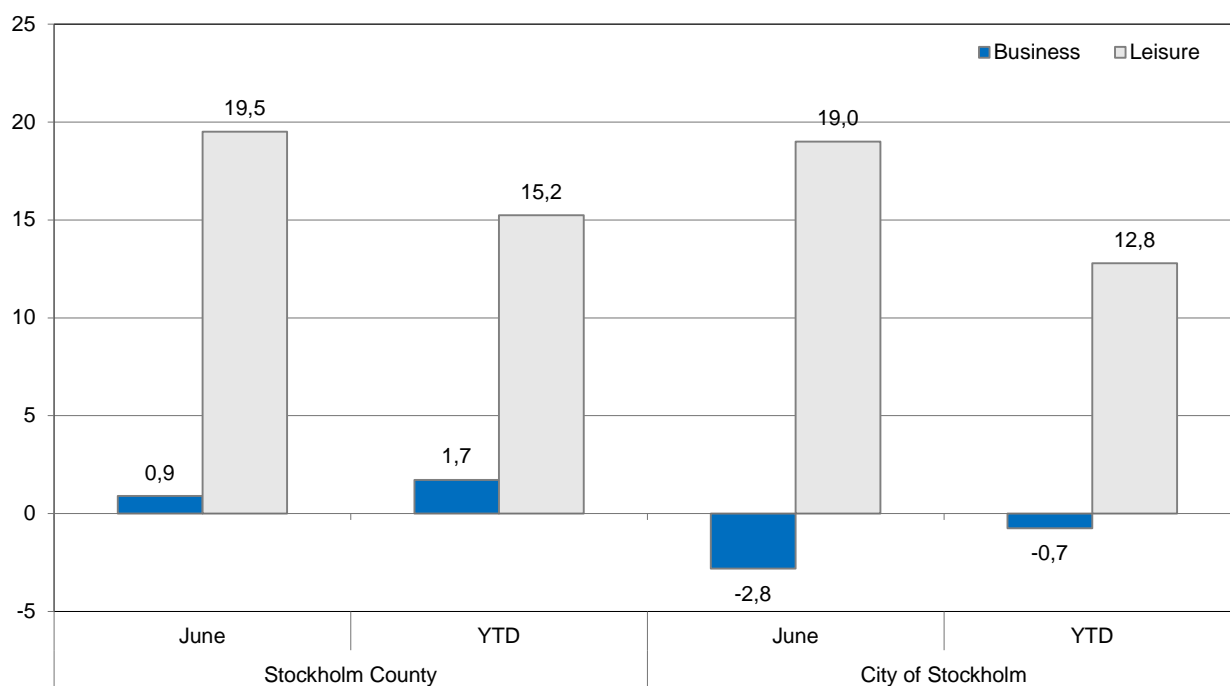
Commercial overnight stays 2014 compared with previous year

	June 2014		YTD	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	1 167 257	+ 11	5 275 769	+ 8
Domestic	706 072	+ 11	3 547 632	+ 6
Foreign	461 185	+ 11	1 728 137	+ 12
Nordic countries excl. Sweden	69 223	+ 21	295 503	+ 9
Europe excl. Nordic countries	231 681	+ 12	824 953	+ 5
Non European	160 281	+ 7	607 681	+ 23
City of Stockholm	780 192	+ 12	3 560 375	+ 6
Domestic	415 416	+ 16	2 159 764	+ 4
Foreign	364 776	+ 7	1 400 611	+ 8
Nordic countries excl. Sweden	51 626	+ 21	222 366	+ 5
Europe excl. Nordic countries	180 563	+ 9	657 517	+ 2
Non European	132 587	+ 1	520 728	+ 19
Sweden	5 606 063	+ 1	23 709 526	+ 4

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

Country	Stockholm county						City of Stockholm					
	Guest-nights 2013	Share in Sweden	June 2014			YTD		June 2014		YTD		
			Guest-nights	Change %	Share in Sweden	Guest-nights	Change %	Guest-nights	Change,%	Guest-nights	Change,%	
Total	10 981 138	20 %	1 167 257	+ 11	21 %	5 275 769	+ 8	780 192	+ 12	3 560 375	+ 6	
Domestic	7 389 114	18 %	706 072	+ 11	17 %	3 547 632	+ 6	415 416	+ 16	2 159 764	+ 4	
Foreign	3 592 024	28 %	461 185	+ 11	30 %	1 728 137	+ 12	364 776	+ 7	1 400 611	+ 8	
Nordic countries excl. Sweden	617 552	12 %	69 223	+ 21	15 %	295 503	+ 9	51 626	+ 21	222 366	+ 5	
Europe excl. Nordic countries	1 801 534	31 %	231 681	+ 12	31 %	824 953	+ 5	180 563	+ 9	657 517	+ 2	
Non European	1 172 938	56 %	160 281	+ 7	54 %	607 681	+ 23	132 587	+ 1	520 728	+ 19	
Denmark	146 073	13 %	14 851	+ 12	19 %	69 105	+ 9	10 345	+ 8	47 983	+ 5	
Norway	268 383	8 %	25 705	+ 16	8 %	125 375	+ 8	18 870	+ 8	95 468	+ 0	
Finland	193 225	36 %	27 803	+ 32	37 %	97 067	+ 11	21 691	+ 46	75 874	+ 14	
Iceland	9 871	50 %	864	+ 18	30 %	3 956	- 15	720	+ 15	3 041	- 25	
Germany	426 790	16 %	71 629	+ 20	19 %	188 830	+ 16	52 663	+ 13	141 618	+ 8	
Great Britain	301 386	51 %	36 980	+ 7	53 %	150 599	+ 1	29 811	+ 4	122 109	- 4	
Ireland	22 658	61 %	2 379	+ 15	62 %	10 531	- 12	2 030	+ 17	8 824	- 19	
The Netherlands	104 163	19 %	12 446	- 4	18 %	45 574	+ 1	9 658	- 3	36 661	- 1	
Belgium	44 097	38 %	6 089	+ 32	48 %	26 520	+ 37	4 836	+ 28	22 331	+ 34	
Luxembourg	4 048	48 %	697	+ 100	61 %	2 830	+ 50	611	+ 103	2 562	+ 52	
France	148 927	53 %	17 200	+ 8	57 %	69 073	+ 6	14 228	+ 5	59 101	+ 2	
Switzerland	112 715	41 %	14 912	+ 5	37 %	42 817	- 6	12 251	- 0	37 012	- 9	
Austria	48 391	47 %	6 336	+ 17	45 %	19 557	+ 3	5 338	+ 20	16 345	- 0	
Italy	133 063	56 %	12 440	+ 2	59 %	46 676	+ 0	10 666	+ 0	40 866	- 1	
Spain	77 462	59 %	9 901	+ 18	66 %	35 604	+ 17	8 764	+ 16	30 535	+ 12	
Portugal	12 822	49 %	1 781	+ 7	57 %	6 398	+ 14	1 595	+ 12	5 594	+ 12	
Greece	13 254	65 %	1 379	- 28	67 %	7 772	+ 28	1 264	- 24	6 750	+ 56	
Turkey	21 034	68 %	2 919	+ 22	72 %	10 357	+ 10	2 600	+ 65	8 705	+ 25	
Russia	127 410	52 %	10 728	+ 2	54 %	62 599	- 6	8 217	+ 4	50 669	- 9	
Estonia	15 399	28 %	2 377	+ 107	48 %	8 898	+ 29	1 118	+ 34	5 458	+ 4	
Latvia	12 525	36 %	1 343	+ 40	41 %	6 039	+ 1	687	- 17	4 256	- 19	
Lithuania	15 165	42 %	1 797	+ 15	37 %	8 005	+ 22	786	- 37	5 189	+ 10	
Poland	73 555	34 %	6 449	- 12	31 %	29 127	- 26	3 664	+ 25	16 377	+ 8	
The Czech Rep.	15 419	33 %	1 489	- 4	31 %	9 668	+ 14	1 080	+ 2	5 528	- 17	
Slovakia	6 423	36 %	536	- 1	35 %	2 510	- 37	388	+ 5	1 712	- 34	
Hungary	10 579	43 %	1 299	+ 4	47 %	4 313	- 16	1 108	+ 19	3 772	- 7	
Rest of Europe	54 249	32 %	8 575	+ 26	36 %	30 656	+ 26	7 200	+ 24	25 543	+ 25	
USA	290 849	64 %	44 059	- 6	63 %	139 929	+ 12	39 325	- 5	125 388	+ 15	
Canada	36 619	63 %	6 062	+ 10	72 %	18 078	+ 4	5 092	+ 5	16 030	+ 2	
Brasil	34 252	77 %	4 088	- 30	79 %	12 195	+ 2	3 702	- 33	11 261	+ 3	
Central & South America	23 327	70 %	3 009	- 16	70 %	10 020	+ 7	2 624	- 21	8 965	+ 5	
Japan	57 942	64 %	8 259	+ 0	75 %	21 784	- 1	6 424	+ 1	17 954	- 5	
South Korea	15 251	47 %	1 535	- 21	31 %	6 334	+ 2	1 285	- 28	5 547	+ 4	
China	81 746	43 %	11 630	+ 11	37 %	35 182	+ 6	7 532	+ 6	28 008	+ 3	
India	83 451	65 %	9 831	+ 3	70 %	58 368	+ 58	8 323	- 6	51 928	+ 47	
Rest of Asia	86 102	65 %	11 742	+ 1	60 %	44 184	+ 26	8 907	- 13	37 378	+ 20	
Australia	40 585	64 %	7 388	+ 13	69 %	19 505	+ 16	6 491	+ 6	17 412	+ 11	
New Zealand	4 244	63 %	754	+ 20	63 %	2 018	+ 27	670	+ 22	1 756	+ 23	
Rest of the world	42 787	48 %	5 722	+ 12	48 %	21 541	+ 21	4 176	- 16	16 819	+ 8	
Not indicated	375 783	48 %	46 202	+ 37	44 %	218 543	+ 37	38 036	+ 27	182 282	+ 28	

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		YTD		June		YTD	
	2014	2013	2014	2013	2014	2013	2014	2013
Number of hotels	297	295	299	298	148	147	149	147
Room capacity	946 320	909 180	5 597 191	5 416 915	574 328	560 735	3 405 239	3 344 806
Occupied rooms	632 962	584 891	3 241 905	3 054 595	436 172	412 389	2 215 794	2 135 148
Capacity utilization (%)	66,9	64,3	57,9	56,2	75,9	73,5	65,1	63,5
Mon-thu (%)	71,6	72,4	65,3	64,1	80,6	81,3	71,9	70,6
Fri-sun (%)	60,6	56,0	48,8	46,6	69,8	65,7	56,8	55,1
Revenues (MSEK)	714,6	706,5	3 546,6	3 408,9	533,4	537,3	2 559,2	2 478,9
Rev. per occupied room (SEK)	1 129	1 208	1 094	1 116	1 223	1 303	1 155	1 161
Rev. per disp. room (SEK)	755	777	634	629	929	958	752	741