

## Stockholm's tourism industry. July 2014

During July more than 1.4 million overnight stays was recorded at commercial accommodation establishments in Stockholm county – 92 000 more than in July 2013 and an increase of 7 %. This after three years of weak growth for the month of July. The number of guest nights in hotels rose by 14%, overnight stays at camping sites by 4%, while the number of overnight stays in hostels and holiday villages were unchanged compared with the same month last year.

Overnight stays by Swedish guests rose by 3 % and foreign visitors by 14 %.

July was a positive month for visitors from around the world. Guest nights by Nordic guest rose 10% despite a decline in visitors from Norway. For target groups from other

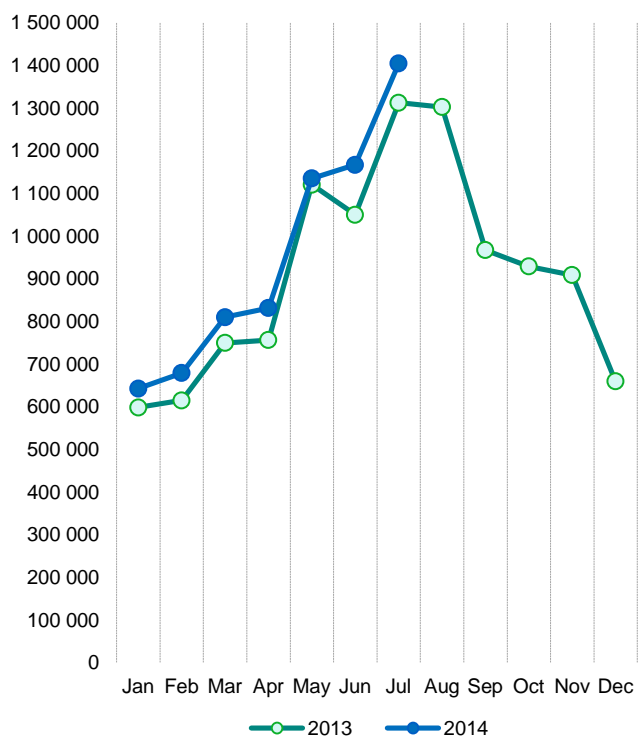
parts of Europe, the number of guest nights increased by 11%. A positive development is noted for Germany (+2%), the UK (+19%), France (+14%), Italy (+21%) and Spain (+38%). Overnight stays by visitors from the rest of the world rose by 20%. This result includes an increase for the United States market by 10%.

The number of available hotel rooms has increased by 5% compared with July 2013. The number of occupied rooms has increased still more, with 7%. The occupancy rate therefore rose somewhat (60.8%). The average price of an occupied hotel room fell from SEK 843 to SEK 837. Hotel revenue for rooms sold increased by 6% to SEK 467 million.

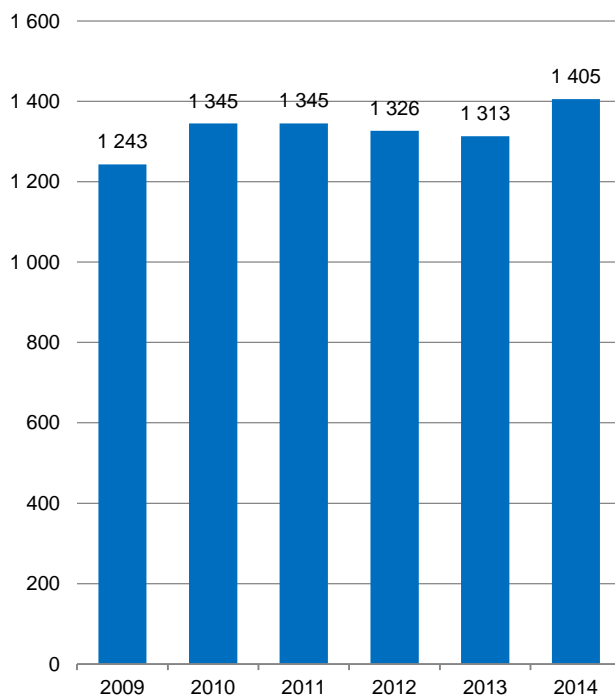
### Commercial overnight stays in Stockholm's county January-July 2014, top 20

Target group	Guest nights	Change, %			
<b>Total</b>	<b>6 695 680</b>	<b>+ 8</b>			
<b>Sweden</b>	<b>4 382 227</b>	<b>+ 6</b>			
<b>Foreign</b>	<b>2 313 453</b>	<b>+ 12</b>			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Not indicated	276 694	+40	11 Italy	66 506	+6
2 Germany	276 636	+12	12 India	64 738	+49
3 USA	193 585	+12	13 The Netherlands	62 247	+3
4 Great Britain	184 180	+4	14 Rest of Asia	58 696	+25
5 Norway	170 202	+5	15 Spain	49 414	+22
6 Finland	141 724	+15	16 Kina	45 735	+4
7 Denmark	94 576	+9	17 Rest of Europe	41 131	+31
8 France	90 553	+8	18 Belgium	35 264	+38
9 Russia	74 497	-6	19 Poland	34 767	-25
10 Switzerland	72 728	+2	20 Rest of the world	30 076	+32

### Commercial overnight stays by month 2013 and 2014, Stockholm county



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



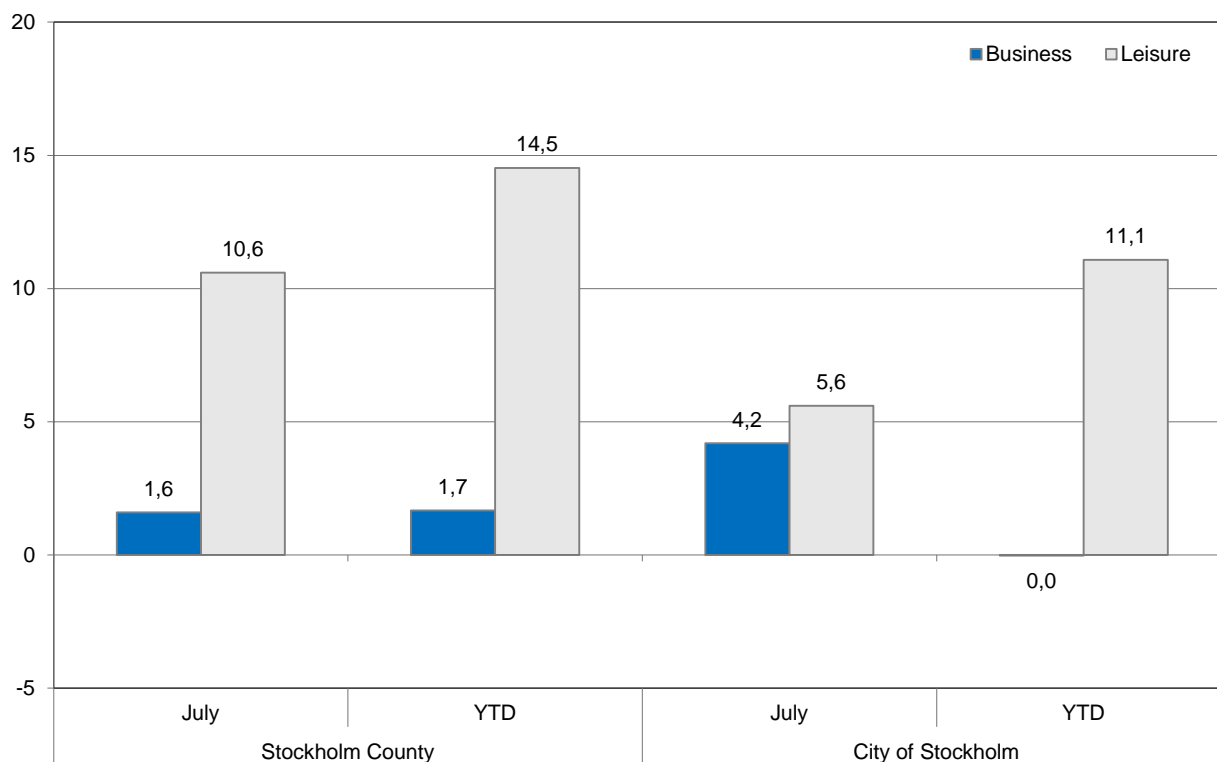
### Commercial overnight stays 2014 compared with previous year

	July 2014		YTD	
	Guest nights	Change, %	Guest nights	Change, %
<b>Stockholm County</b>	<b>1 405 232</b>	<b>+ 7</b>	<b>6 695 680</b>	<b>+ 8</b>
Domestic	818 545	+ 3	4 382 227	+ 6
Foreign	586 687	+ 14	2 313 453	+ 12
Nordic countries excl. Sweden	116 703	+ 10	411 713	+ 9
Europe excl. Nordic countries	283 930	+ 11	1 108 822	+ 7
Non European	186 054	+ 20	792 918	+ 22
<b>City of Stockholm</b>	<b>918 369</b>	<b>+ 7</b>	<b>4 490 177</b>	<b>+ 6</b>
Domestic	465 523	+ 3	2 635 616	+ 4
Foreign	452 846	+ 10	1 854 561	+ 9
Nordic countries excl. Sweden	86 117	+ 11	308 118	+ 7
Europe excl. Nordic countries	209 519	+ 7	868 221	+ 3
Non European	157 210	+ 14	678 222	+ 18
<b>Sweden</b>	<b>11 248 116</b>	<b>- 1</b>	<b>35 090 301</b>	<b>+ 2</b>

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

Country	Stockholm county						City of Stockholm					
	Guest-nights 2013	Share in Sweden	July 2014			YTD		July 2014		YTD		
			Guest-nights	Change %	Share in Sweden	Guest-nights	Change %	Guest-nights	Change,%	Guest-nights	Change,%	
<b>Total</b>	<b>10 981 138</b>	<b>20 %</b>	<b>1 405 232</b>	<b>+ 7</b>	<b>12 %</b>	<b>6 695 680</b>	<b>+ 8</b>	<b>918 369</b>	<b>+ 7</b>	<b>4 490 177</b>	<b>+ 6</b>	
<b>Domestic</b>	<b>7 389 114</b>	<b>18 %</b>	<b>818 545</b>	<b>+ 3</b>	<b>10 %</b>	<b>4 382 227</b>	<b>+ 6</b>	<b>465 523</b>	<b>+ 3</b>	<b>2 635 616</b>	<b>+ 4</b>	
<b>Foreign</b>	<b>3 592 024</b>	<b>28 %</b>	<b>586 687</b>	<b>+ 14</b>	<b>19 %</b>	<b>2 313 453</b>	<b>+ 12</b>	<b>452 846</b>	<b>+ 10</b>	<b>1 854 561</b>	<b>+ 9</b>	
<b>Nordic countries excl. Sweden</b>	<b>617 552</b>	<b>12 %</b>	<b>116 703</b>	<b>+ 10</b>	<b>7 %</b>	<b>411 713</b>	<b>+ 9</b>	<b>86 117</b>	<b>+ 11</b>	<b>308 118</b>	<b>+ 7</b>	
<b>Europe excl. Nordic countries</b>	<b>1 801 534</b>	<b>31 %</b>	<b>283 930</b>	<b>+ 11</b>	<b>23 %</b>	<b>1 108 822</b>	<b>+ 7</b>	<b>209 519</b>	<b>+ 7</b>	<b>868 221</b>	<b>+ 3</b>	
<b>Non European</b>	<b>1 172 938</b>	<b>56 %</b>	<b>186 054</b>	<b>+ 20</b>	<b>55 %</b>	<b>792 918</b>	<b>+ 22</b>	<b>157 210</b>	<b>+ 14</b>	<b>678 222</b>	<b>+ 18</b>	
Denmark	146 073	13 %	25 425	+ 9	10 %	94 576	+ 9	17 252	+ 7	65 210	+ 6	
Norway	268 383	8 %	45 119	- 3	4 %	170 202	+ 5	31 939	- 3	127 291	- 1	
Finland	193 225	36 %	44 887	+ 26	37 %	141 724	+ 15	35 820	+ 30	111 486	+ 18	
Iceland	9 871	50 %	1 272	+ 45	31 %	5 211	- 6	1 106	+ 44	4 131	- 15	
Germany	426 790	16 %	87 532	+ 2	14 %	276 636	+ 12	57 122	- 5	199 237	+ 4	
Great Britain	301 386	51 %	33 818	+ 19	49 %	184 180	+ 4	26 274	+ 12	148 293	- 2	
Ireland	22 658	61 %	1 849	- 10	57 %	12 363	- 12	1 434	- 22	10 258	- 20	
The Netherlands	104 163	19 %	16 612	+ 10	10 %	62 247	+ 3	11 142	+ 6	47 873	+ 0	
Belgium	44 097	38 %	8 696	+ 40	35 %	35 264	+ 38	6 894	+ 33	29 358	+ 34	
Luxembourg	4 048	48 %	770	+ 91	44 %	3 623	+ 58	675	+ 77	3 262	+ 57	
France	148 927	53 %	21 512	+ 14	52 %	90 553	+ 8	16 891	+ 7	76 134	+ 4	
Switzerland	112 715	41 %	29 830	+ 16	29 %	72 728	+ 2	21 825	+ 7	59 001	- 3	
Austria	48 391	47 %	9 442	+ 9	36 %	29 101	+ 5	7 674	+ 7	24 092	+ 2	
Italy	133 063	56 %	19 881	+ 21	63 %	66 506	+ 6	17 340	+ 17	58 262	+ 4	
Spain	77 462	59 %	13 812	+ 38	72 %	49 414	+ 22	12 520	+ 36	43 116	+ 18	
Portugal	12 822	49 %	1 306	+ 5	33 %	7 659	+ 12	1 196	+ 3	6 755	+ 9	
Greece	13 254	65 %	2 034	+ 63	70 %	9 781	+ 34	1 812	+ 81	8 552	+ 60	
Turkey	21 034	68 %	2 608	+ 25	77 %	12 887	+ 12	2 310	+ 31	10 989	+ 26	
Russia	127 410	52 %	11 953	- 6	47 %	74 497	- 6	9 312	- 2	60 052	- 8	
Estonia	15 399	28 %	1 391	+ 22	30 %	10 163	+ 26	788	+ 13	6 193	+ 4	
Latvia	12 525	36 %	958	+ 6	38 %	6 947	+ 1	568	- 24	4 812	- 20	
Lithuania	15 165	42 %	809	+ 21	19 %	8 732	+ 21	519	- 7	5 685	+ 7	
Poland	73 555	34 %	5 501	- 20	24 %	34 767	- 25	2 947	+ 1	19 484	+ 8	
The Czech Rep.	15 419	33 %	1 486	+ 1	21 %	11 152	+ 12	1 098	- 18	6 646	- 15	
Slovakia	6 423	36 %	696	+ 25	15 %	3 197	- 30	368	+ 8	2 080	- 29	
Hungary	10 579	43 %	978	- 17	39 %	5 294	- 16	870	+ 21	4 660	- 2	
Rest of Europe	54 249	32 %	10 456	+ 47	42 %	41 131	+ 31	7 940	+ 38	33 427	+ 26	
USA	290 849	64 %	52 470	+ 10	68 %	193 585	+ 12	46 689	+ 11	172 864	+ 14	
Canada	36 619	63 %	5 385	+ 13	78 %	23 517	+ 6	4 799	+ 14	20 910	+ 5	
Brasil	34 252	77 %	4 612	- 32	78 %	16 699	- 11	4 312	- 34	15 515	- 11	
Central & South America	23 327	70 %	4 302	- 5	82 %	14 356	+ 4	3 932	- 9	12 932	+ 0	
Japan	57 942	64 %	8 004	- 19	80 %	29 663	- 7	6 178	- 0	24 079	- 13	
South Korea	15 251	47 %	1 896	- 23	31 %	8 205	- 5	1 460	- 36	6 988	- 8	
China	81 746	43 %	10 815	+ 2	35 %	45 735	+ 4	7 703	+ 5	35 615	+ 3	
India	83 451	65 %	6 576	+ 0	66 %	64 738	+ 49	6 017	- 6	57 909	+ 39	
Rest of Asia	86 102	65 %	14 512	+ 23	68 %	58 696	+ 25	11 848	+ 10	49 381	+ 18	
Australia	40 585	64 %	8 634	+ 26	71 %	28 175	+ 19	7 713	+ 19	25 231	+ 14	
New Zealand	4 244	63 %	767	+ 9	68 %	2 779	+ 21	620	+ 4	2 373	+ 17	
Rest of the world	42 787	48 %	8 533	+ 71	60 %	30 076	+ 32	6 255	- 9	23 050	+ 15	
Not indicated	375 783	48 %	59 548	+ 60	43 %	276 694	+ 40	49 684	+ 47	231 375	+ 32	

## 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			
	July		YTD		July		YTD	
	2014	2013	2014	2013	2014	2013	2014	2013
Number of hotels	272	267	301	300	145	143	150	147
Room capacity	917 338	870 165	6 516 728	6 289 155	589 468	569 004	3 997 519	3 915 201
Occupied rooms	557 590	520 986	3 803 189	3 575 581	408 868	389 233	2 629 224	2 524 381
Capacity utilization (%)	60,8	59,5	58,4	56,7	69,4	67,6	65,8	64,2
Mon-thu (%)	61,8	59,5	64,8	63,4	70,7	67,5	71,7	70,1
Fri-sun (%)	59,1	59,6	50,1	48,3	67,2	67,8	58,3	56,8
Revenues (MSEK)	466,7	439,2	4 016,2	3 847,3	366,8	346,8	2 929,0	2 824,8
Rev. per occupied room (SEK )	837	843	1 056	1 076	897	891	1 114	1 119
Rev. per disp. room (SEK )	509	505	616	612	622	609	733	721