

Stockholm's tourism industry. August 2014

During July and August most guest nights are made at the commercial accommodation facilities in Stockholm County. During August 2014 over 1.4 million guest nights was recorded. It is the highest monthly figure so far. Compared to August 2013, this meant an increase of 9 %. The increase is due to both more domestic (+ 8 %) and foreign visitors (+ 10 %). The development was positive for hotels, hostels and camping.

There are guests who visit Stockholm privately that accounts for the increase. During August, the distribution of hotel rooms rented by business travelers and privately is fairly even.

Overnight stays from Nordic guests rose to a lesser extent (+ 1 %). The number of guest nights from target groups from

the rest of Europe increased by 13 %. A positive trend is evident for example Germany with 21% more overnights than in the same month last year. In August, German visitors account for close to a fifth of all foreign overnight stays.

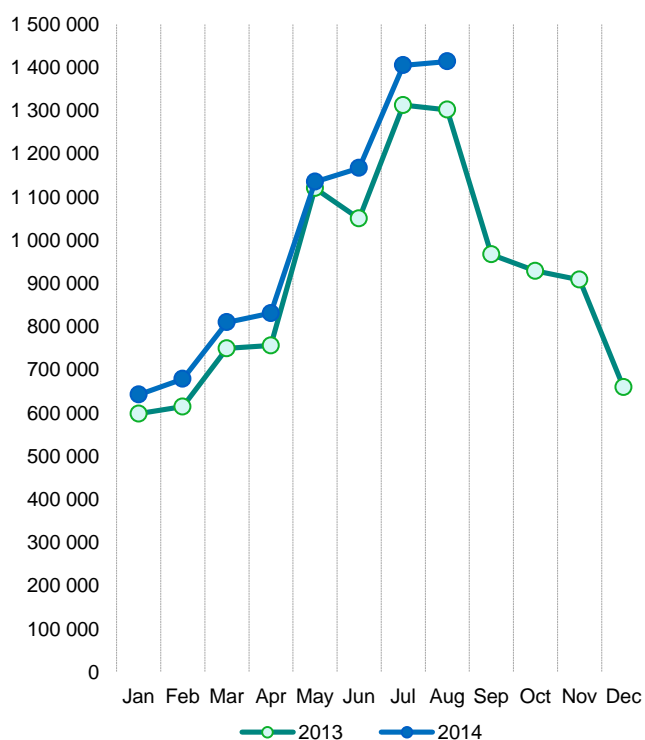
Also for major European target groups such as Spain, Holland, Great Britain and Switzerland there were positive developments.

The number of available hotel rooms as well as the number of rented rooms has increased by 5 % compared to August 2013. The occupancy rate in the whole County was 68.4 % and 78.2 % in the city. The average price of an occupied room was SEK 1 019 in the County and SEK 1 082 in the city. The hotels' revenue for rooms sold rose by 5 % to SEK 688 million during the month.

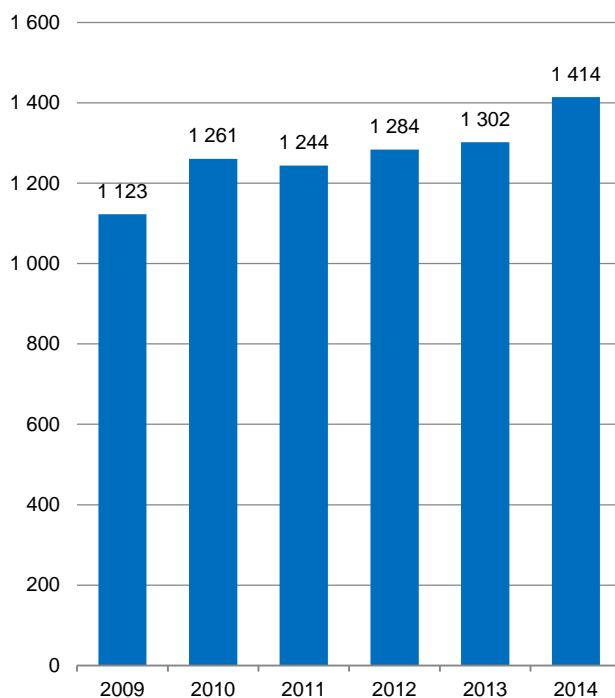
Commercial overnight stays in Stockholm's county January-August 2014, top 20

Target group	Guest nights	Change, %			
Total	8 109 445	+ 8			
Sweden	5 223 601	+ 6			
Foreign	2 885 844	+ 12			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Germany	379 010	+14	11 Russia	87 479	-6
2 Not indicated	333 951	+39	12 The Netherlands	80 625	+7
3 USA	238 300	+9	13 India	74 759	+45
4 Great Britain	225 074	+6	14 Spain	72 288	+27
5 Norway	197 464	+4	15 China	57 530	+3
6 Finland	159 680	+13	16 Poland	43 484	-19
7 France	115 205	+6	17 Belgium	41 945	+32
8 Denmark	111 756	+8	18 Japan	39 806	-7
9 Italy	102 444	+1	19 Austria	37 493	+4
10 Switzerland	91 585	+4	20 Australia	34 047	+16

Commercial overnight stays by month 2013 and 2014, Stockholm county



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



Commercial overnight stays 2014 compared with previous year

	August 2014		YTD	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	1 414 012	+ 9	8 109 445	+ 8
Domestic	840 697	+ 8	5 223 601	+ 6
Foreign	573 315	+ 10	2 885 844	+ 12
Nordic countries excl. Sweden	65 274	+ 1	475 292	+ 7
Europe excl. Nordic countries	329 313	+ 13	1 436 799	+ 8
Non European	178 728	+ 8	973 753	+ 20
City of Stockholm	932 702	+ 7	5 429 311	+ 6
Domestic	479 512	+ 9	3 116 100	+ 5
Foreign	453 190	+ 6	2 313 211	+ 9
Nordic countries excl. Sweden	48 721	- 3	356 520	+ 5
Europe excl. Nordic countries	251 690	+ 10	1 122 246	+ 5
Non European	152 779	+ 4	834 445	+ 16
Sweden	7 511 872	- 1	43 082 084	+ 4

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.

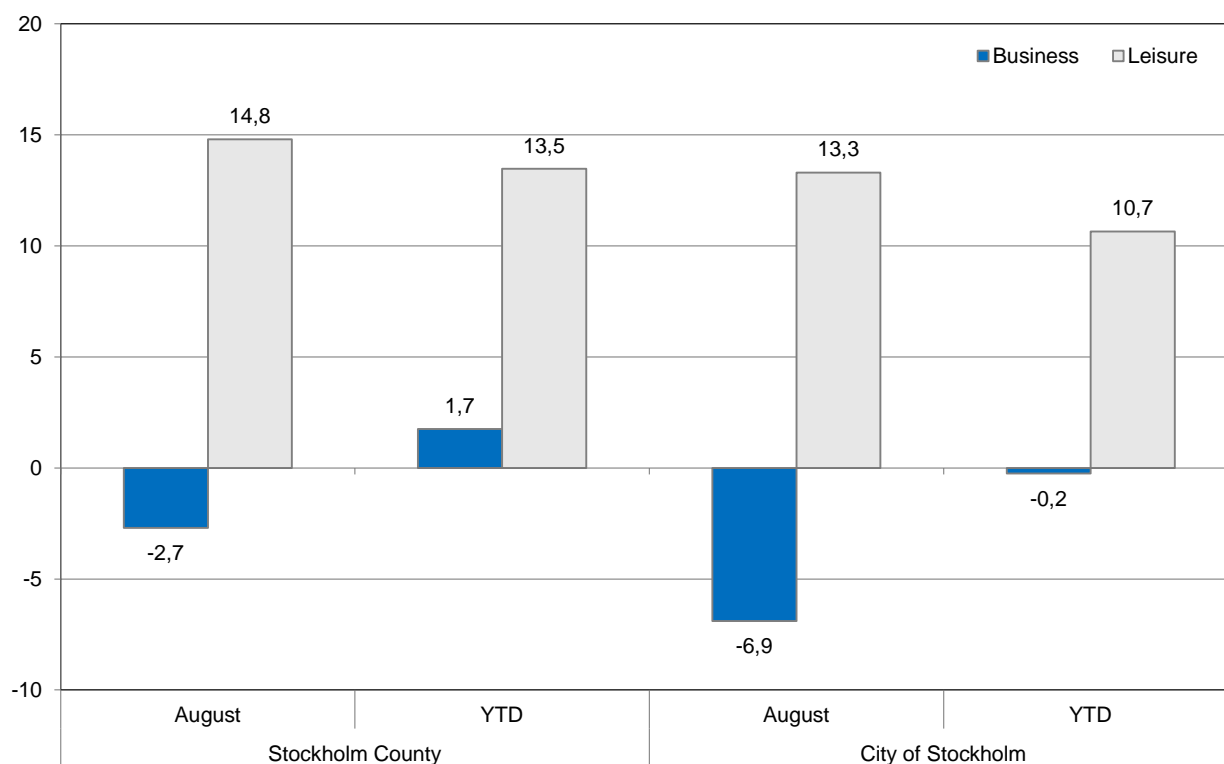
Provisional data.

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

Country	Stockholm county						Stockholm city				
	Guest nights 2013	Share in Sweden	August 2014			YTD 2014		August 2014		YTD 2014	
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %
Total	10 981 138	20 %	1 414 012	+ 9	19 %	8 109 445	+ 8	932 702	+ 7	5 429 311	+ 6
Domestic	7 389 114	18 %	840 697	+ 8	16 %	5 223 601	+ 6	479 512	+ 9	3 116 100	+ 5
Foreign	3 592 024	28 %	573 315	+ 10	25 %	2 885 844	+ 12	453 190	+ 6	2 313 211	+ 9
Nordic countries (excl. Sweden)	617 552	12 %	65 274	+ 1	11 %	475 292	+ 7	48 721	- 3	356 520	+ 5
Europe excl. Nordic countries	1 801 534	31 %	329 313	+ 13	23 %	1 436 799	+ 8	251 690	+ 10	1 122 246	+ 5
Non-European/ not indicated	1 172 938	56 %	178 728	+ 8	57 %	973 753	+ 20	152 779	+ 4	834 445	+ 16
Europe	2 419 086	22 %	394 587	+ 11	19 %	1 912 091	+ 8	300 411	+ 7	1 478 766	+ 5
Austria	48 391	47 %	8 449	+ 2	38 %	37 493	+ 4	7 143	+ 3	31 264	+ 3
Belarus	1 719	48 %	111	- 16	16 %	1 345	+ 11	97	- 11	1 111	- 3
Belgium	44 097	38 %	6 847	+ 10	37 %	41 945	+ 32	5 639	+ 7	34 947	+ 29
Bulgaria	2 701	36 %	413	+ 38	47 %	2 365	+ 44	330	+ 35	1 651	+ 20
Croatia	3 278	41 %	300	+ 12	27 %	3 150	+ 49	210	- 15	2 556	+ 29
Czech Republic	15 419	33 %	1 882	+ 33	28 %	12 871	+ 13	1 319	+ 37	7 904	- 10
Denmark	146 073	13 %	17 509	+ 2	17 %	111 756	+ 8	12 301	- 5	77 592	+ 4
Estonia	15 399	28 %	1 452	- 2	35 %	11 559	+ 21	968	- 1	7 142	+ 3
Finland	193 225	36 %	18 622	+ 3	35 %	159 680	+ 13	14 710	+ 2	125 704	+ 16
France	148 927	53 %	24 967	+ 2	52 %	115 205	+ 6	20 523	- 2	97 177	+ 3
Georgia	2 915	46 %	412	- 7	37 %	2 598	+ 28	294	- 22	1 747	+ 3
Germany	426 790	16 %	104 030	+ 21	13 %	379 010	+ 14	69 192	+ 15	268 522	+ 7
Great Britain	301 386	51 %	40 836	+ 16	51 %	225 074	+ 6	32 662	+ 13	181 320	+ 1
Greece	13 254	65 %	2 589	+ 23	84 %	12 286	+ 31	2 269	+ 25	10 787	+ 51
Hungary	10 579	43 %	1 272	+ 0	47 %	6 550	- 13	933	+ 16	5 593	+ 0
Iceland	9 871	50 %	1 133	+ 10	48 %	6 392	- 2	1 002	+ 9	5 189	- 10
Ireland	22 658	61 %	1 954	- 9	53 %	14 300	- 11	1 610	- 14	11 910	- 19
Italy	133 063	56 %	36 248	- 5	62 %	102 444	+ 1	31 886	- 8	90 241	- 1
Latvia	12 525	36 %	1 341	+ 32	33 %	8 259	+ 4	846	+ 2	5 669	- 17
Lithuania	15 165	42 %	1 119	- 25	29 %	9 891	+ 13	699	- 7	6 415	+ 6
Luxembourg	4 048	48 %	927	+ 49	45 %	4 558	+ 57	786	+ 58	4 067	+ 58
Norway	268 383	8 %	28 010	- 1	6 %	197 464	+ 4	20 708	- 5	148 035	- 1
Poland	73 555	34 %	7 031	- 8	28 %	43 484	- 19	4 649	+ 37	24 717	+ 15
Portugal	12 822	49 %	2 002	- 0	53 %	9 635	+ 9	1 666	- 11	8 427	+ 5
Romania	10 877	42 %	2 736	+ 108	59 %	11 295	+ 43	2 458	+ 133	10 085	+ 47
Russia	127 410	52 %	12 973	- 7	55 %	87 479	- 6	10 109	- 4	70 472	- 7
Slovakia	6 423	36 %	801	+ 88	20 %	3 962	- 20	381	-	2 469	- 25
Slovenia	2 669	9 %	328	+ 49	43 %	1 353	- 31	310	+ 72	1 222	- 27
Spain	77 462	59 %	22 646	+ 39	70 %	72 288	+ 27	19 843	+ 33	63 338	+ 23
Switzerland	112 715	41 %	19 289	+ 15	36 %	91 585	+ 4	15 909	+ 11	75 013	- 0
The Netherlands	104 163	19 %	17 911	+ 20	11 %	80 625	+ 7	12 722	+ 16	60 610	+ 3
Turkey	21 034	68 %	2 118	- 11	76 %	15 015	+ 8	1 596	- 5	12 664	+ 22
Ukraine	6 383	40 %	1 164	+ 85	22 %	5 585	+ 28	612	+ 3	3 399	- 11
Rest of Europe	23 707	34 %	5 165	+ 0	34 %	23 590	+ 35	4 029	+ 30	19 807	+ 44

Country	Stockholm county					Stockholm city					
	Guest nights 2013	Share in Sweden	August 2014			YTD 2014		August 2014		YTD 2014	
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %
North America	327 468	64 %	46 550	- 10	66 %	266 241	+ 8	42 127	- 10	237 807	+ 9
Canada	36 619	63 %	4 297	- 5	71 %	27 941	+ 5	3 847	- 5	24 997	+ 4
USA	290 849	64 %	42 253	- 10	66 %	238 300	+ 9	38 280	- 10	212 810	+ 10
Central & South America	57 579	74 %	8 966	- 17	77 %	39 753	- 8	8 182	- 21	36 488	- 10
Argentina	4 980	77 %	827	- 2	94 %	4 211	+ 6	780	- 6	3 923	+ 4
Brazil	34 252	77 %	5 890	- 15	88 %	22 442	- 12	5 402	- 21	20 846	- 14
Chile	2 084	65 %	265	- 22	67 %	1 532	- 4	249	- 24	1 445	- 4
Colombia	2 670	70 %	281	- 30	46 %	1 297	- 40	250	- 36	1 214	- 42
Mexico	6 295	80 %	691	- 26	79 %	5 138	+ 3	658	- 24	4 756	+ 3
Rest of Central & South America	7 298	60 %	1 012	- 24	48 %	5 133	+ 2	843	- 26	4 304	- 3
Asia	328 255	56 %	50 660	+ 7	55 %	262 034	+ 17	41 335	+ 1	219 606	+ 12
China	81 746	43 %	12 021	-	34 %	57 530	+ 3	8 403	- 2	44 010	+ 2
India	83 451	65 %	9 282	+ 19	74 %	74 759	+ 45	8 277	+ 10	67 095	+ 36
Indonesia	3 034	71 %	385	- 53	79 %	2 463	+ 2	348	- 57	2 237	- 1
Iran	2 539	56 %	406	+ 53	71 %	1 779	+ 9	355	+ 45	1 551	+ 2
Israel	9 791	64 %	3 701	+ 44	71 %	11 624	+ 53	3 311	+ 53	10 095	+ 51
Japan	57 942	64 %	10 207	- 8	79 %	39 806	- 7	8 185	- 16	32 309	- 13
Malaysia	3 080	65 %	394	- 10	73 %	2 923	+ 29	349	- 11	2 517	+ 17
Qatar	7 669	93 %	1 740	+ 25	83 %	4 430	- 10	1 209	- 11	3 310	- 31
Saudi Arabia	3 874	60 %	2 166	+ 184	75 %	5 218	+ 92	1 973	+ 193	4 802	+ 91
Singapore	7 118	55 %	695	- 18	66 %	5 001	+ 2	559	- 25	4 332	- 1
South Korea	15 251	47 %	1 897	- 8	32 %	10 090	- 6	1 649	- 16	8 702	- 9
Taiwan	8 516	73 %	1 061	- 12	78 %	5 966	- 18	880	- 15	4 506	- 25
Thailand	14 962	80 %	1 146	- 38	78 %	11 021	+ 4	952	- 48	9 981	- 2
United Arab Emirates	7 365	67 %	2 062	+ 50	75 %	10 665	+ 169	1 921	+ 54	9 127	+ 178
Rest of Asia	18 193	51 %	2 951	+ 16	44 %	15 435	+ 22	2 964	+ 8	12 642	+ 16
Africa	22 888	51 %	2 061	- 5	50 %	17 051	+ 19	1 907	- 1	14 090	+ 14
Egypt	3 308	57 %	240	+ 12	61 %	2 302	+ 16	219	+ 11	2 142	+ 27
Morocco	1 988	65 %	286	+ 51	66 %	1 027	+ 6	279	+ 59	954	+ 14
Namibia	2 178	64 %	47	- 83	21 %	1 764	+ 42	29	- 89	1 703	+ 38
South Africa	4 553	55 %	428	+ 28	57 %	3 242	+ 23	386	+ 32	2 786	+ 13
Rest of Africa	10 861	44 %	1 060	- 8	45 %	8 716	+ 16	994	+ 1	6 505	+ 6
Oceania	45 097	63 %	7 116	+ 7	70 %	40 188	+ 23	6 007	- 4	33 907	+ 11
Australia	40 585	64 %	5 865	-	69 %	34 047	+ 16	5 354	- 3	30 760	+ 11
New Zealand	4 244	63 %	792	+ 4	70 %	3 584	+ 17	620	- 14	3 018	+ 10
Rest of Oceania	262	29 %	459	+ 1 859	94 %	2 557	+ 3 096	33	+ 43	129	+ 74
Rest of the World	15 868	46 %	4 826	+ 80	56 %	14 535	+ 31	3 862	+ 68	12 530	+ 23
Not indicated	375 783	48 %	58 549	+ 35	50 %	333 951	+ 39	49 359	+ 27	280 017	+ 30

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			
	August		YTD		August		YTD	
	2014	2013	2014	2013	2014	2013	2014	2013
Number of hotels	299	296	301	299	149	146	150	146
Room capacity	987 176	941 462	7 505 776	7 209 337	596 546	577 149	4 595 731	4 472 348
Occupied rooms	675 290	642 767	4 479 981	4 218 348	466 335	455 252	3 099 916	2 979 633
Capacity utilization (%)	68,4	67,8	59,7	58,4	78,2	78,3	67,5	66,4
Mon-thu (%)	74,8	72,8	66,0	64,8	83,8	81,9	73,2	72,0
Fri-sun (%)	61,5	61,7	51,7	50,3	72,1	74,0	60,3	59,6
Revenues (MSEK)	688,1	656,3	4 708,5	4 505,2	504,6	485,3	3 434,7	3 310,4
Rev. per occupied room (SEK)	1 019	1 021	1 051	1 068	1 082	1 066	1 108	1 111
Rev. per disp. room (SEK)	697	697	627	625	846	841	747	740