

## Stockholm's tourism industry. September 2014

During September 1.068 million guest nights was made on commercial accommodation facilities in Stockholm County. That was 95 000, or 10 %, more than in September 2013, which, in turn, means that the number of guest nights have surpassed last year's during all months of 2014 so far.

The number of nights spent by domestic and foreign guests increased in about the same rate (10 % and 9 %). Also this month, it was primarily hotel guests who visited Stockholm privately that increased fastest, but in September close to 7 % more hotel rooms than in September 2013 was rented by business visitors or Congress visitors.

Overnight stays by Nordic guests increased by 1 %. Overnight stays from Norwegian and Icelandic visitors decreased, while Finnish and Danish guest nights increased.

The number of guest nights by visitors from the rest of Europe grew by 9 % and non-European visitors by 13 %. Most notably was the increase in the number of overnight stays by visitors from Germany (+ 20 %) and the UK (+ 5%). Over the first three quarters of 2014, the number of overnight stays by German visitors increased by 56,000 or 15 %.

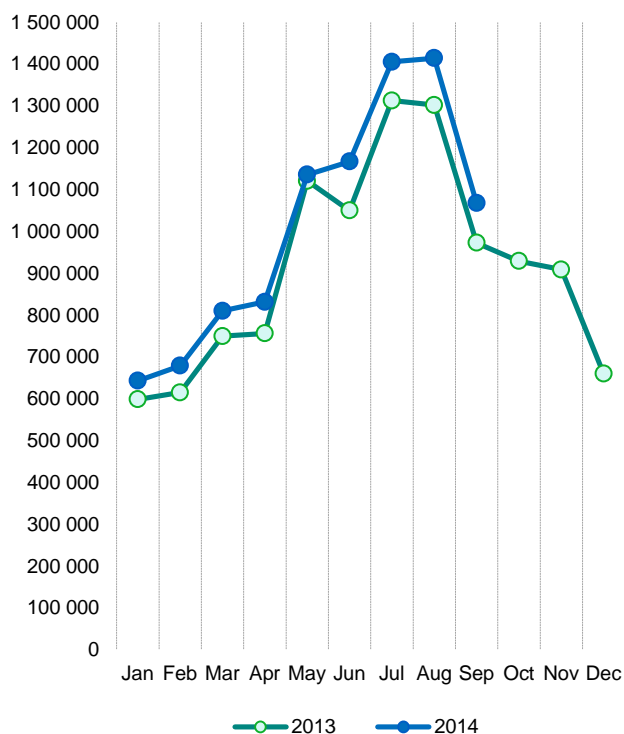
Visitors from the US made 5 % more overnight stays than in September 2013. So far this year the growth rate is 10 %. For Asia, the trend was weaker. For example, the rise of overnight stays by Indian guests was broken.

The number of occupied rooms increased by 8 %, while the number of available rooms increased by 3 %. Capacity utilization rose throughout the county and was during weekdays over 85 % in the City.

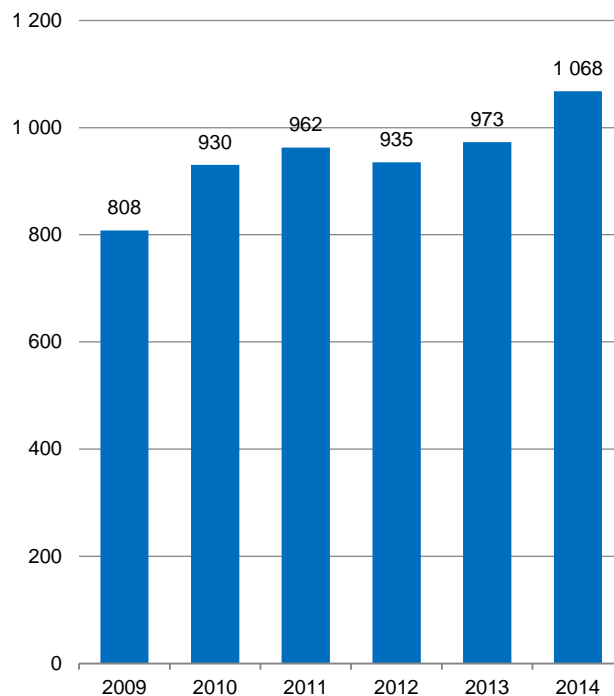
### Commercial overnight stays in Stockholm's county January-September 2014, top 20

Target group	Guest nights	Change, %			
<b>Total</b>	<b>9 127 503</b>	<b>+ 8</b>			
<b>Sweden</b>	<b>5 895 918</b>	<b>+ 6</b>			
<b>Foreign</b>	<b>3 231 585</b>	<b>+ 12</b>			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Germany	419 490	+ 15	11 Russia	93 200	- 7
2 Not indicated	377 490	+ 37	12 The Netherlands	91 216	+ 9
3 USA	272 886	+ 10	13 India	82 324	+ 35
4 Great Britain	257 384	+ 6	14 Spain	80 445	+ 26
5 Norway	218 474	+ 3	15 China	65 475	+ 1
6 Finland	171 596	+ 12	16 Poland	49 850	- 16
7 Denmark	125 660	+ 8	17 Belgium	47 647	+ 35
8 France	124 752	+ 6	18 Japan	46 799	- 7
9 Italy	111 121	+ 0	19 Austria	42 185	+ 6
10 Switzerland	102 974	+ 7	20 Australia	38 927	+ 15

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



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



### Commercial overnight stays 2014 compared with previous year

	September 2014		YTD	
	Guest nights	Change, %	Guest nights	Change, %
<b>Stockholm County</b>	<b>1 067 769</b>	<b>+ 10</b>	<b>9 127 503</b>	<b>+ 8</b>
Domestic	728 578	+ 10	5 895 918	+ 6
Foreign	339 191	+ 9	3 231 585	+ 12
Nordic countries excl. Sweden	48 806	+ 1	523 019	+ 7
Europe excl. Nordic countries	153 580	+ 9	1 601 201	+ 9
Non European	136 805	+ 13	1 107 365	+ 19
<b>City of Stockholm</b>	<b>714 658</b>	<b>+ 8</b>	<b>6 106 912</b>	<b>+ 6</b>
Domestic	439 955	+ 11	3 508 758	+ 4
Foreign	274 703	+ 5	2 598 154	+ 9
Nordic countries excl. Sweden	37 021	- 2	393 656	+ 4
Europe excl. Nordic countries	120 849	+ 4	1 254 542	+ 6
Non European	116 833	+ 8	949 956	+ 14
<b>Sweden</b>	<b>3 703 012</b>	<b>- 1</b>	<b>46 794 788</b>	<b>+ 4</b>

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.

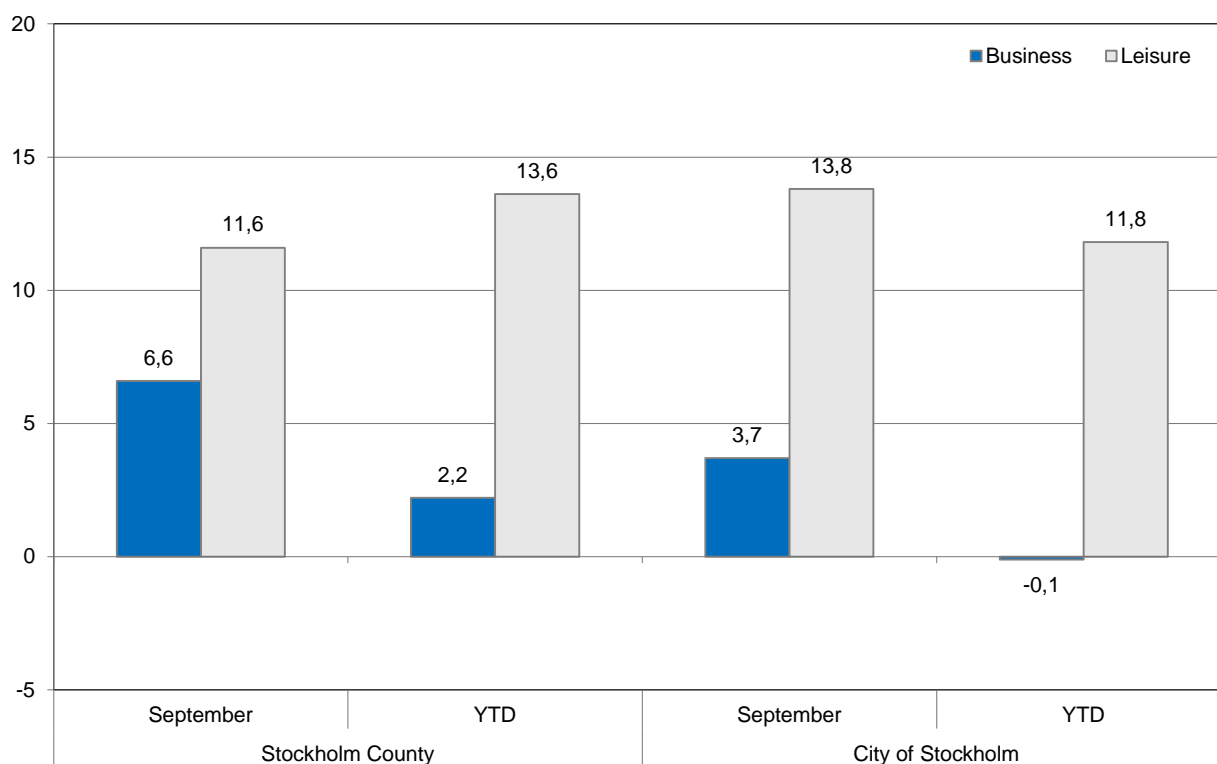
Provisional data.

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

Country	Stockholm county						Stockholm city				
	Guest nights 2013	Share in Sweden	September 2014			YTD 2014		September 2014		YTD 2014	
			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>1 067 769</b>	<b>+ 10</b>	<b>29 %</b>	<b>9 127 503</b>	<b>+ 8</b>	<b>714 658</b>	<b>+ 8</b>	<b>6 106 912</b>	<b>+ 6</b>
<b>Domestic</b>	<b>7 389 114</b>	<b>18 %</b>	<b>728 578</b>	<b>+ 10</b>	<b>26 %</b>	<b>5 895 918</b>	<b>+ 6</b>	<b>439 955</b>	<b>+ 11</b>	<b>3 508 758</b>	<b>+ 4</b>
<b>Foreign</b>	<b>3 592 024</b>	<b>28 %</b>	<b>339 191</b>	<b>+ 9</b>	<b>38 %</b>	<b>3 231 585</b>	<b>+ 12</b>	<b>274 703</b>	<b>+ 5</b>	<b>2 598 154</b>	<b>+ 9</b>
<b>Nordic countries (excl. Sweden)</b>	<b>617 552</b>	<b>12 %</b>	<b>48 806</b>	<b>+ 1</b>	<b>23 %</b>	<b>523 019</b>	<b>+ 7</b>	<b>37 021</b>	<b>- 2</b>	<b>393 656</b>	<b>+ 4</b>
<b>Europe excl. Nordic countries</b>	<b>1 801 534</b>	<b>31 %</b>	<b>153 580</b>	<b>+ 9</b>	<b>36 %</b>	<b>1 601 201</b>	<b>+ 9</b>	<b>120 849</b>	<b>+ 4</b>	<b>1 254 542</b>	<b>+ 6</b>
<b>Non-European/ not indicated</b>	<b>1 172 938</b>	<b>56 %</b>	<b>136 805</b>	<b>+ 13</b>	<b>55 %</b>	<b>1 107 365</b>	<b>+ 19</b>	<b>116 833</b>	<b>+ 8</b>	<b>949 956</b>	<b>+ 14</b>
<b>Europe</b>	<b>2 419 086</b>	<b>22 %</b>	<b>202 386</b>	<b>+ 7</b>	<b>32 %</b>	<b>2 124 220</b>	<b>+ 8</b>	<b>157 870</b>	<b>+ 3</b>	<b>1 648 198</b>	<b>+ 6</b>
Austria	48 391	47 %	4 192	+ 11	50 %	42 185	+ 6	3 558	+ 8	35 238	+ 4
Belarus	1 719	48 %	111	+ 28	40 %	1 452	+ 12	100	+ 19	1 207	- 2
Belgium	44 097	38 %	5 002	+ 41	50 %	47 647	+ 35	4 061	+ 31	39 708	+ 31
Bulgaria	2 701	36 %	292	+ 74	37 %	2 639	+ 46	268	+ 82	1 912	+ 25
Croatia	3 278	41 %	317	+ 3	65 %	3 410	+ 41	302	0	2 809	+ 23
Czech Republic	15 419	33 %	1 522	+ 8	23 %	14 201	+ 11	978	- 11	8 866	- 10
Denmark	146 073	13 %	13 396	+ 4	24 %	125 660	+ 8	9 375	- 2	87 406	+ 4
Estonia	15 399	28 %	2 017	+ 42	43 %	13 489	+ 23	1 206	+ 40	8 326	+ 7
Finland	193 225	36 %	12 804	+ 5	41 %	171 596	+ 12	9 915	+ 3	135 124	+ 14
France	148 927	53 %	8 753	- 8	50 %	124 752	+ 6	7 010	- 17	105 404	+ 2
Georgia	2 915	46 %	344	+ 108	66 %	2 876	+ 31	124	- 5	1 825	+ 0
Germany	426 790	16 %	35 292	+ 20	21 %	419 490	+ 15	26 243	+ 12	297 338	+ 8
Great Britain	301 386	51 %	31 251	+ 5	53 %	257 384	+ 6	25 728	+ 3	208 662	+ 2
Greece	13 254	65 %	1 446	+ 75	63 %	13 777	+ 35	1 204	+ 104	12 090	+ 56
Hungary	10 579	43 %	958	- 1	46 %	7 868	- 8	859	+ 24	6 826	+ 9
Iceland	9 871	50 %	801	- 22	44 %	7 289	- 4	685	- 9	5 977	- 8
Ireland	22 658	61 %	2 242	+ 27	64 %	16 755	- 6	1 692	+ 6	13 872	- 15
Italy	133 063	56 %	8 570	- 13	53 %	111 121	+ 0	7 221	- 20	98 203	- 2
Latvia	12 525	36 %	1 164	+ 2	49 %	9 371	+ 3	797	- 20	6 446	- 18
Lithuania	15 165	42 %	1 213	- 44	30 %	10 904	+ 0	788	- 5	7 058	+ 3
Luxembourg	4 048	48 %	582	+ 40	63 %	5 233	+ 57	546	+ 47	4 706	+ 60
Norway	268 383	8 %	21 805	- 2	17 %	218 474	+ 3	17 046	- 5	165 149	- 2
Poland	73 555	34 %	6 799	+ 20	28 %	49 850	- 16	4 314	+ 28	28 865	+ 16
Portugal	12 822	49 %	1 403	+ 16	40 %	11 150	+ 11	1 134	+ 1	9 709	+ 6
Romania	10 877	42 %	1 404	+ 49	41 %	12 589	+ 42	1 257	+ 64	11 277	+ 48
Russia	127 410	52 %	5 938	- 23	60 %	93 200	- 7	4 987	- 23	75 479	- 8
Slovakia	6 423	36 %	1 354	+ 199	48 %	5 302	- 2	537	+ 40	3 065	- 17
Slovenia	2 669	9 %	219	- 27	48 %	1 618	- 29	177	+ 1	1 449	- 22
Spain	77 462	59 %	8 052	+ 16	62 %	80 445	+ 26	6 732	+ 9	70 546	+ 23
Switzerland	112 715	41 %	8 749	+ 1	51 %	102 974	+ 7	7 786	+ 0	85 720	+ 3
The Netherlands	104 163	19 %	9 884	+ 25	33 %	91 216	+ 9	7 514	+ 18	68 329	+ 5
Turkey	21 034	68 %	1 708	+ 21	62 %	16 666	+ 9	1 442	+ 50	14 149	+ 25
Ukraine	6 383	40 %	771	+ 84	66 %	6 306	+ 32	616	53	3 978	- 6
Rest of Europe	23 707	34 %	2 031	- 15	44 %	25 331	+ 28	1 668	- 20	21 480	+ 35

Country	Stockholm county					Stockholm city					
	Guest nights 2013	Share in Sweden	September 2014			YTD 2014		September 2014		YTD 2014	
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %
<b>North America</b>	<b>327 468</b>	<b>64 %</b>	<b>33 887</b>	<b>+ 2</b>	<b>65 %</b>	<b>304 244</b>	<b>+ 9</b>	<b>30 335</b>	<b>+ 2</b>	<b>272 125</b>	<b>+ 10</b>
Canada	36 619	63 %	3 097	- 17	71 %	31 358	+ 3	2 757	- 22	28 079	+ 2
USA	290 849	64 %	30 790	+ 5	65 %	272 886	+ 10	27 578	+ 5	244 046	+ 11
<b>Central &amp; South America</b>	<b>57 579</b>	<b>74 %</b>	<b>7 288</b>	<b>+ 1</b>	<b>75 %</b>	<b>47 906</b>	<b>- 5</b>	<b>6 412</b>	<b>- 6</b>	<b>43 866</b>	<b>- 8</b>
Argentina	4 980	77 %	544	+ 19	87 %	4 837	+ 9	514	+ 19	4 533	+ 8
Brazil	34 252	77 %	4 629	- 6	82 %	27 501	- 10	4 276	- 9	25 632	- 12
Chile	2 084	65 %	124	- 44	54 %	1 741	- 4	116	- 44	1 648	- 4
Colombia	2 670	70 %	175	- 28	51 %	1 470	- 39	161	- 31	1 374	- 41
Mexico	6 295	80 %	791	+ 34	77 %	6 069	+ 9	615	+ 9	5 515	+ 7
Rest of Central & South America	7 298	60 %	1 025	+ 29	53 %	6 288	+ 8	730	+ 7	5 164	+ 1
<b>Asia</b>	<b>328 255</b>	<b>56 %</b>	<b>35 023</b>	<b>+ 0</b>	<b>53 %</b>	<b>291 117</b>	<b>+ 13</b>	<b>28 183</b>	<b>- 8</b>	<b>244 187</b>	<b>+ 8</b>
China	81 746	43 %	8 531	- 7	37 %	65 475	+ 1	6 644	- 6	50 300	+ 0
India	83 451	65 %	9 109	- 3	63 %	82 324	+ 35	7 698	- 14	73 451	+ 26
Indonesia	3 034	71 %	153	+ 29	56 %	2 632	+ 4	103	- 10	2 357	- 1
Iran	2 539	56 %	471	+ 32	73 %	2 248	+ 13	406	+ 45	1 956	+ 9
Israel	9 791	64 %	832	+ 1	64 %	12 371	+ 46	770	+ 5	10 793	+ 45
Japan	57 942	64 %	7 236	+ 1	63 %	46 799	- 7	5 573	- 13	37 725	- 14
Malaysia	3 080	65 %	456	+ 80	67 %	3 417	+ 36	412	+ 70	2 965	+ 24
Qatar	7 669	93 %	561	+ 9	94 %	4 941	- 9	134	- 73	3 477	- 35
Saudi Arabia	3 874	60 %	700	+ 157	70 %	5 947	+ 99	509	+ 117	5 351	94
Singapore	7 118	55 %	821	+ 29	62 %	5 850	+ 6	617	+ 2	4 985	+ 0
South Korea	15 251	47 %	1 491	+ 13	46 %	11 427	- 5	1 249	+ 4	9 851	- 9
Taiwan	8 516	73 %	675	+ 22	81 %	6 508	- 17	495	+ 32	4 902	- 24
Thailand	14 962	80 %	620	- 52	69 %	11 481	- 3	576	- 52	10 406	- 9
United Arab Emirates	7 365	67 %	846	- 15	80 %	11 649	+ 134	650	- 33	9 934	+ 134
Rest of Asia	18 193	51 %	2 521	+ 26	48 %	18 048	+ 23	2 347	+ 29	15 734	+ 19
<b>Africa</b>	<b>22 888</b>	<b>51 %</b>	<b>3 505</b>	<b>- 3</b>	<b>57 %</b>	<b>20 737</b>	<b>+ 15</b>	<b>3 015</b>	<b>- 10</b>	<b>17 126</b>	<b>+ 9</b>
Egypt	3 308	57 %	780	+ 166	67 %	3 116	+ 36	723	+ 174	2 902	+ 49
Morocco	1 988	65 %	146	- 49	64 %	1 170	- 7	142	- 40	1 095	+ 2
Namibia	2 178	64 %	32	- 96	15 %	1 755	- 14	28	- 96	1 693	- 17
South Africa	4 553	55 %	623	- 29	65 %	3 886	+ 10	564	- 33	3 385	+ 3
Rest of Africa	10 861	44 %	1 924	+ 43	54 %	10 810	+ 22	1 558	+ 27	8 051	+ 9
<b>Oceania</b>	<b>45 097</b>	<b>63 %</b>	<b>4 866</b>	<b>- 3</b>	<b>67 %</b>	<b>45 661</b>	<b>+ 21</b>	<b>4 286</b>	<b>- 9</b>	<b>38 987</b>	<b>+ 11</b>
Australia	40 585	64 %	4 283	- 4	66 %	38 927	+ 15	3 923	- 7	35 353	+ 11
New Zealand	4 244	63 %	421	- 18	65 %	4 125	+ 16	354	- 23	3 500	+ 9
Rest of Oceania	262	29 %	162	+ 459	97 %	2 609	+ 2 294	9	- 63	134	+ 37
<b>Rest of the World</b>	<b>15 868</b>	<b>46 %</b>	<b>3 004</b>	<b>+ 174</b>	<b>58 %</b>	<b>20 210</b>	<b>+ 36</b>	<b>2 368</b>	<b>+ 174</b>	<b>16 257</b>	<b>+ 28</b>
Not indicated	375 783	48 %	49 232	+ 38	49 %	377 490	+ 37	42 234	+ 34	317 408	+ 29

**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			
	September		YTD		September		YTD	
	2014	2013	2014	2013	2014	2013	2014	2013
Number of hotels	298	297	301	301	148	147	150	147
Room capacity	956 519	932 191	8 456 163	8 141 313	574 807	562 195	5 170 655	5 034 639
Occupied rooms	686 460	634 388	5 165 156	4 852 736	457 378	426 935	3 559 111	3 406 568
Capacity utilization (%)	71,8	68,0	61,1	59,5	79,6	74,5	68,8	67,5
Mon-thu (%)	78,8	76,0	67,6	66,2	85,3	81,8	74,6	73,1
Fri-sun (%)	61,0	57,3	52,8	51,1	70,9	67,1	61,5	60,5
Revenues (MSEK)	800,4	735,9	5 516,4	5 241,0	560,7	511,9	4 007,6	3 822,2
Rev. per occupied room (SEK )	1 166	1 160	1 068	1 080	1 226	1 199	1 126	1 122
Rev. per disp. room (SEK )	837	789	652	644	976	911	775	759