

Stockholm's tourism industry. November 2014

In November 2014 almost 951,000 overnight stays were made at commercial accommodations in Stockholm County, 44,000 more than in November 2013 and an increase of 5 %. November has shown a steady increase year by year.

This month the increase was mainly due to domestic visitors (6 % more guest nights), while overnight stays by foreign visitors increased by 1 %. In the city of Stockholm, the increase was lower (+2 %).

Nordic guest nights decreased by 4 %, primarily due to fewer Norwegian visitors.

For target groups in Europe outside the Nordic region an 1 percent decline is noted. The main target groups in the rest of Europe, Germany and the UK, developed in opposite directions. Guest nights spent by visitors from the UK rose

by 6 %, while German guest nights decreased by 3 %. During the year as a whole, however, German guest nights have risen by 12 % vs. 6 % for UK-visitors. The development for Russian guest nights is less positive. A decline of 22 % is noted for November and minus 8 % so far in 2014.

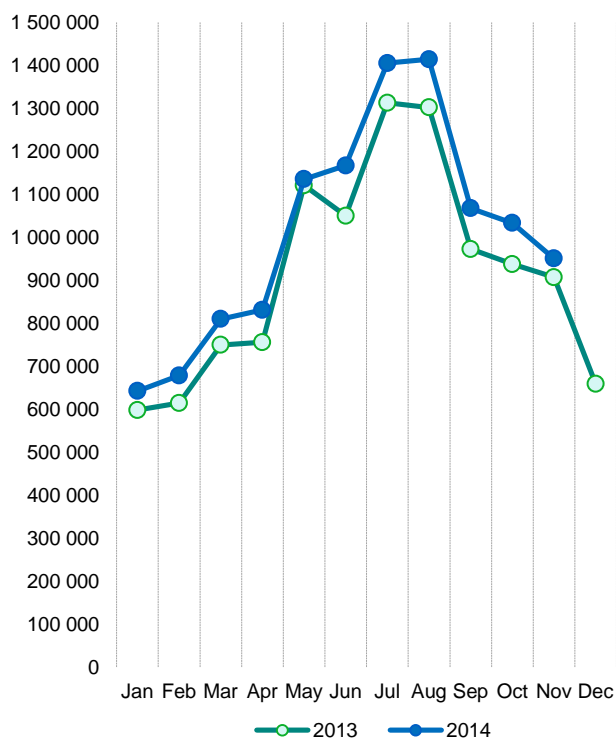
Visitors from the USA did 5 % fewer overnight stays than in November 2013. Among Asian guests the development were most positive for India (+ 27 %) and Japan (+ 2 %), while the number of overnight stays by visitors from China fell by 16 %.

The average price of a rented room was slightly lower than last year, but the number of rooms sold rose. The hotels' revenue for rooms sold declined marginally.

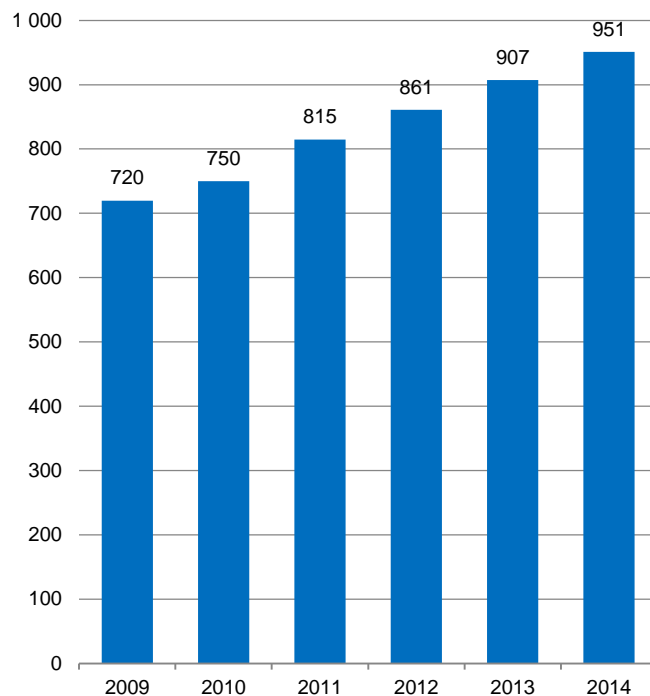
Commercial overnight stays in Stockholm's county January-November 2014, top 20

Target group	Guest nights	Change, %			
Total	11 101 849	+ 7			
Sweden	7 375 377	+ 6			
Foreign	3 726 472	+ 10			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Germany	458 568	+12	11 Russia	107 538	-8
2 Not indicated	455 138	+31	12 India	104 780	+37
3 Great Britain	306 132	+6	13 The Netherlands	104 543	+7
4 USA	302 838	+8	14 Spain	89 747	+23
5 Norway	257 226	+2	15 China	75 567	-1
6 Finland	198 000	+10	16 Poland	61 373	-13
7 Denmark	149 120	+8	17 Belgium	54 330	+31
8 France	140 977	+3	18 Japan	52 910	-5
9 Italy	124 669	+0	19 Austria	46 479	+0
10 Switzerland	113 807	+6	20 Australia	43 567	13

Commercial overnight stays by month 2013 and 2014, Stockholm county



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



Commercial overnight stays 2014 compared with previous year

	November 2014		YTD	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	950 888	+ 5	11 101 849	+ 7
Domestic	721 593	+ 6	7 375 377	+ 6
Foreign	229 295	+ 1	3 726 472	+ 10
Nordic countries excl. Sweden	39 740	- 4	614 031	+ 6
Europe excl. Nordic countries	103 413	- 1	1 823 804	+ 7
Non European	86 142	+ 7	1 288 637	+ 17
City of Stockholm	646 578	+ 2	7 440 473	+ 6
Domestic	464 447	+ 5	4 445 447	+ 5
Foreign	182 131	- 4	2 995 026	+ 7
Nordic countries excl. Sweden	30 049	- 8	462 403	+ 3
Europe excl. Nordic countries	79 251	- 9	1 428 660	+ 4
Non European	72 831	+ 2	1 103 963	+ 13
Sweden	2 983 889	+ 4	53 245 414	+ 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.

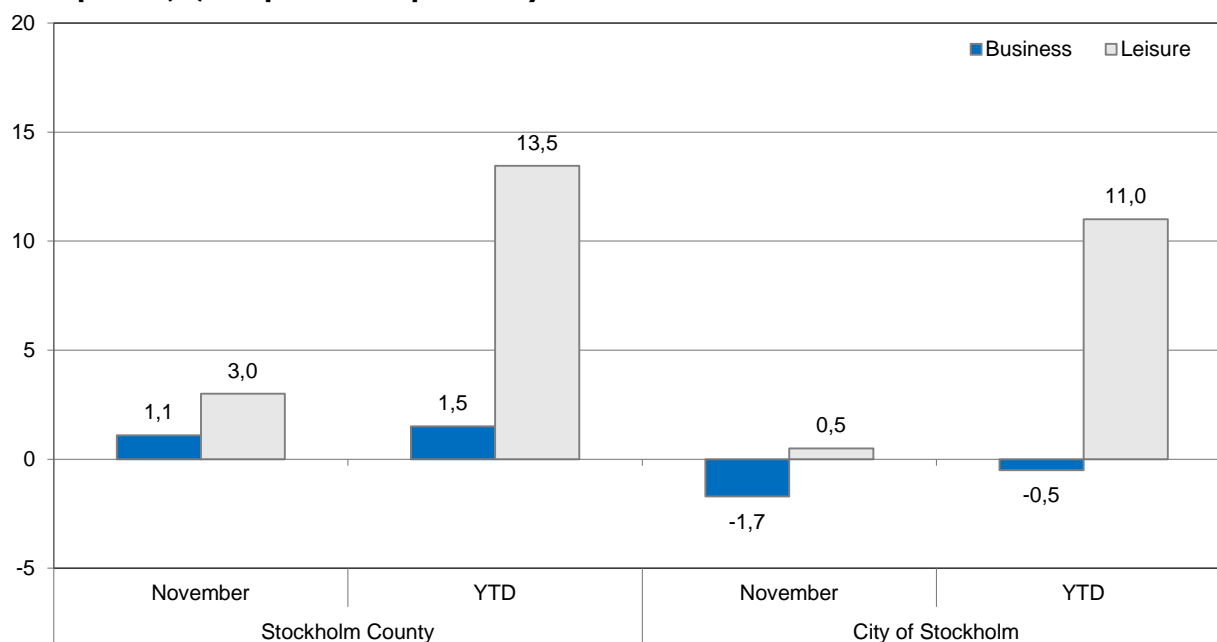
Provisional data.

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

Country	Stockholm county					Stockholm city					
	Guest nights 2013	Share in Sweden	November 2014			YTD 2014		November 2014		YTD 2014	
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %
Total	10 981 138	20 %	950 888	+ 5	32 %	11 101 849	+ 7	646 578	+ 2	7 440 473	+ 6
Domestic	7 389 114	18 %	721 593	+ 6	30 %	7 375 377	+ 6	464 447	+ 5	4 445 447	+ 5
Foreign	3 592 024	28 %	229 295	+ 1	40 %	3 726 472	+ 10	182 131	- 4	2 995 026	+ 7
Nordic countries (excl. Sweden)	617 552	12 %	39 740	- 4	24 %	614 031	+ 6	30 049	- 8	462 403	+ 3
Europe excl. Nordic countries	1 801 534	31 %	103 413	- 1	43 %	1 823 804	+ 7	79 251	- 9	1 428 660	+ 4
Non-European/ not indicated	1 172 938	56 %	86 142	+ 7	51 %	1 288 637	+ 17	72 831	+ 2	1 103 963	+ 13
Europe	2 419 086	22 %	143 153	- 2	35 %	2 437 835	+ 7	109 300	- 8	1 891 063	+ 4
Austria	48 391	47 %	1 957	- 18	46 %	46 479	- 0	1 620	- 22	38 749	- 3
Belarus	1 719	48 %	115	- 22	55 %	1 664	+ 7	90	- 38	1 368	- 8
Belgium	44 097	38 %	2 939	+ 2	49 %	54 330	+ 31	2 359	- 7	45 148	+ 27
Bulgaria	2 701	36 %	160	- 43	23 %	3 094	+ 26	127	- 47	2 284	+ 9
Croatia	3 278	41 %	384	+ 67	21 %	4 234	+ 43	360	+ 64	3 586	+ 29
Czech Republic	15 419	33 %	1 062	+ 20	24 %	16 264	+ 11	672	- 2	10 112	- 10
Denmark	146 073	13 %	10 203	- 1	28 %	149 120	+ 8	6 806	- 3	103 150	+ 4
Estonia	15 399	28 %	3 131	+ 69	61 %	19 104	+ 31	941	- 8	10 262	+ 4
Finland	193 225	36 %	11 909	+ 1	49 %	198 000	+ 10	9 738	+ 1	156 190	+ 12
France	148 927	53 %	7 779	- 14	53 %	140 977	+ 3	6 589	- 19	119 391	- 1
Georgia	2 915	46 %	185	- 25	40 %	3 481	+ 31	146	- 33	2 248	+ 0
Germany	426 790	16 %	15 773	- 3	29 %	458 568	+ 12	11 548	- 7	326 554	+ 5
Great Britain	301 386	51 %	23 603	+ 6	50 %	306 132	+ 6	19 467	+ 2	248 900	+ 2
Greece	13 254	65 %	706	+ 10	63 %	15 807	+ 30	582	+ 23	13 811	+ 50
Hungary	10 579	43 %	725	+ 12	48 %	9 204	- 8	624	+ 12	7 937	+ 6
Iceland	9 871	50 %	703	+ 6	49 %	9 685	+ 4	572	- 4	8 076	+ 1
Ireland	22 658	61 %	1 568	- 19	48 %	19 881	- 7	1 088	- 38	16 154	- 16
Italy	133 063	56 %	5 798	- 10	48 %	124 669	- 0	4 935	- 16	109 808	- 3
Latvia	12 525	36 %	1 045	- 41	35 %	11 404	- 5	690	- 55	7 788	- 25
Lithuania	15 165	42 %	1 406	+ 32	43 %	13 959	+ 2	875	- 0	8 817	+ 3
Luxembourg	4 048	48 %	286	+ 12	63 %	5 862	+ 56	262	+ 8	5 263	+ 57
Norway	268 383	8 %	16 925	- 9	16 %	257 226	+ 2	12 933	- 16	194 987	- 2
Poland	73 555	34 %	6 888	+ 48	30 %	61 373	- 13	3 353	+ 28	34 848	+ 16
Portugal	12 822	49 %	587	- 42	40 %	12 497	+ 3	543	- 42	10 902	- 2
Romania	10 877	42 %	1 366	+ 43	47 %	15 034	+ 46	1 217	+ 63	13 488	+ 52
Russia	127 410	52 %	7 321	- 22	70 %	107 538	- 8	5 792	- 28	87 246	- 9
Slovakia	6 423	36 %	234	- 33	16 %	5 937	- 3	162	- 24	3 411	- 18
Slovenia	2 669	9 %	130	+ 21	24 %	1 970	- 25	115	+ 20	1 724	- 17
Spain	77 462	59 %	3 886	- 9	51 %	89 747	+ 23	3 306	- 7	78 656	+ 20
Switzerland	112 715	41 %	4 347	+ 9	57 %	113 807	+ 6	3 733	+ 10	95 513	+ 4
The Netherlands	104 163	19 %	6 523	- 5	46 %	104 543	+ 7	5 278	- 6	78 788	+ 3
Turkey	21 034	68 %	1 881	- 14	66 %	20 752	+ 6	1 464	- 9	17 536	+ 20
Ukraine	6 383	40 %	549	- 12	63 %	7 366	+ 27	404	- 27	4 740	- 7
Rest of Europe	23 707	34 %	1 079	- 13	24 %	28 127	+ 24	909	- 12	23 628	+ 29

Country	Stockholm county						Stockholm city				
	Guest nights 2013	Share in Sweden	November 2014			YTD 2014		November 2014		YTD 2014	
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %
North America	327 468	64 %	15 718	- 8	60 %	338 291	+ 7	13 192	-12	301 519	+ 8
Canada	36 619	63 %	1 908	- 25	63 %	35 453	+ 0	1 749	-22	31 869	- 1
USA	290 849	64 %	13 810	- 5	60 %	302 838	+ 8	11 443	-10	269 650	+ 9
Central & South America	57 579	74 %	2 176	+ 6	65 %	53 956	- 3	1 889	+3	48 999	- 6
Argentina	4 980	77 %	107	- 48	57 %	5 100	+ 4	93	-50	4 775	+ 3
Brazil	34 252	77 %	1 076	+ 30	73 %	30 305	- 8	945	+36	28 107	- 10
Chile	2 084	65 %	138	- 1	73 %	2 060	+ 0	128	-7	1 949	+ 0
Colombia	2 670	70 %	71	- 26	59 %	1 804	- 32	65	-32	1 688	- 34
Mexico	6 295	80 %	397	+ 43	70 %	7 103	+ 14	354	+38	6 473	+ 13
Rest of Central & South America	7 298	60 %	387	- 25	49 %	7 584	+ 8	304	-35	6 007	- 3
Asia	328 255	56 %	19 691	+ 3	52 %	342 075	+ 13	16 816	-4	287 850	+ 8
China	81 746	43 %	3 953	- 16	41 %	75 567	- 1	3 409	-18	58 970	- 1
India	83 451	65 %	8 976	+ 27	60 %	104 780	+ 37	7 903	+16	93 537	+ 28
Indonesia	3 034	71 %	80	- 35	24 %	2 940	+ 1	74	-31	2 634	- 2
Iran	2 539	56 %	154	+ 13	47 %	2 697	+ 16	139	+11	2 373	+ 13
Israel	9 791	64 %	403	+ 20	64 %	13 740	+ 46	365	+25	11 989	+ 45
Japan	57 942	64 %	2 108	+ 2	51 %	52 910	- 5	1 705	-6	42 606	- 13
Malaysia	3 080	65 %	233	+ 33	70 %	3 819	+ 34	213	+28	3 341	+ 23
Qatar	7 669	93 %	459	- 6	95 %	5 840	- 18	29	-94	3 561	- 49
Saudi Arabia	3 874	60 %	207	- 18	36 %	6 504	+ 76	130	-45	5 734	+ 70
Singapore	7 118	55 %	383	- 5	48 %	6 892	+ 9	350	-5	5 924	+ 4
South Korea	15 251	47 %	813	- 31	46 %	12 970	- 10	711	-30	11 155	- 14
Taiwan	8 516	73 %	137	+ 1	69 %	6 925	- 16	109	-16	5 198	- 23
Thailand	14 962	80 %	290	+ 202	61 %	12 923	- 2	276	+197	11 670	- 8
United Arab Emirates	7 365	67 %	386	- 52	62 %	12 472	+ 95	347	-55	10 674	+ 91
Rest of Asia	18 193	51 %	1 109	+ 3	44 %	21 096	+ 22	1 056	+115	18 484	+ 18
Africa	22 888	51 %	2 297	+ 44	48 %	25 398	+ 18	1 724	+25	20 784	+ 10
Egypt	3 308	57 %	97	- 71	21 %	3 402	+ 16	82	-74	3 167	+ 23
Morocco	1 988	65 %	44	- 83	62 %	1 439	- 21	38	-85	1 347	- 17
Namibia	2 178	64 %	0	- 100	0 %	1 988	- 7	0	-100	1 920	- 10
South Africa	4 553	55 %	590	+ 140	63 %	4 799	+ 14	348	+60	4 035	+ 3
Rest of Africa	10 861	44 %	1 566	+ 110	50 %	13 770	+ 31	1 256	+115	10 315	+ 19
Oceania	45 097	63 %	2 108	- 8	57 %	50 977	+ 19	1 839	-8	43 803	+ 10
Australia	40 585	64 %	1 796	- 12	55 %	43 567	+ 13	1 658	-8	39 627	+ 10
New Zealand	4 244	63 %	201	- 13	72 %	4 691	+ 15	174	-12	4 020	+ 10
Rest of Oceania	262	29 %	111	+ 484	93 %	2 719	+ 1 610	7		156	+ 32
Rest of the World	15 868	46 %	1 178	- 36	43 %	22 802	+ 26	1 050	-33	18 571	+ 21
Not indicated	375 783	48 %	42 974	18	48 %	455 138	31	36 321	+13	382 437	24

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			
	November		YTD		November		YTD	
	2014	2013	2014	2013	2014	2013	2014	2013
Number of hotels	293	296	301	304	145	146	150	148
Room capacity	952 139	933 098	10 370 814	10 043 590	573 877	560 525	6 322 058	6 182 336
Occupied rooms	613 156	602 939	6 422 386	6 070 679	410 869	414 671	4 399 845	4 237 561
Capacity utilization (%)	64,4	64,9	61,9	60,4	71,6	74,3	69,6	68,6
Mon-thu (%)	71,4	74,3	68,9	67,3	81,6	81,7	75,8	74,3
Fri-sun (%)	51,5	53,8	53,0	51,6	60,1	65,9	61,8	61,4
Revenues (MSEK)	673,2	675,9	6 884,8	6 598,8	468,8	478,1	4 958,6	4 771,5
Rev. per occupied room (SEK)	1 098	1 121	1 072	1 087	1 141	1 153	1 127	1 126
Rev. per disp. room (SEK)	707	724	664	657	817	853	784	772