

Stockholm's tourism industry. April 2015

During the month of April approximately 885,000 guest nights were recorded at commercial accommodation in the county of Stockholm. This is an increase of 9 % compared to April 2014. Over two thirds of overnight stays came from domestic demand which increased by 12%. Foreign overnight stays in general increased by 3 %.

Nordic guest nights increased by 6 % where Norwegian visitors stood for the majority.

For the other European countries the number of

overnight stays increased by 2 %. The countries with the most recorded nights were the UK, which increased by 17 %, and Germany, that decrease by 12% compared to April in 2014.

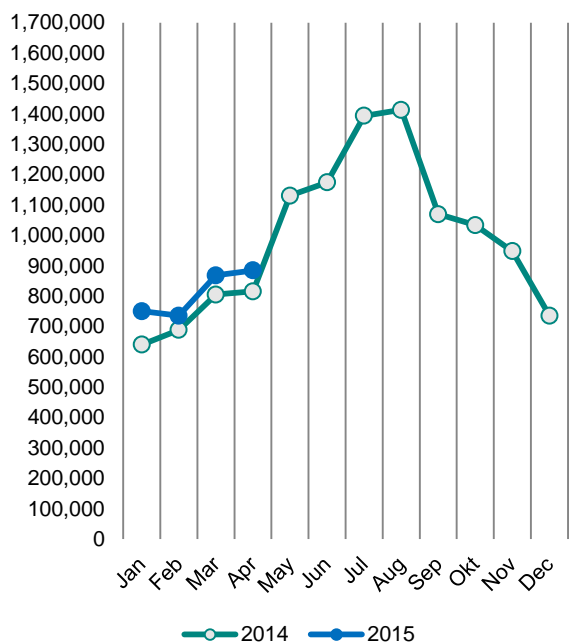
The number of overnight stays also increased for non-European countries, 3 %. The US accounted for the largest number of nights and decreased by 3 %.

In Stockholm's county, the average price of a hotel night has decreased along with the hotels' total revenues compared to April 2014.

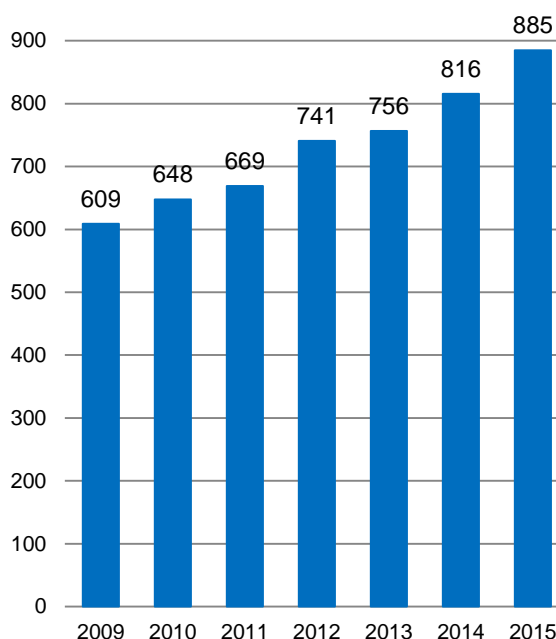
Commercial overnight stays in Stockholm's county April 2015, top 20.

Target group	Guest nights	Change, %			
Total	884,886	9%			
Sweden	598,304	12%			
Foreign	286,582	3%			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Not indicated	34,830	-1%	11 Poland	8,955	115%
2 UK	27,845	17%	12 Switzerland	8,503	1%
3 Germany	27,507	-12%	13 Netherlands	8,055	19%
4 Norway	19,854	0%	14 Spain	7,569	-2%
5 USA	18,357	-3%	15 Belgium	5,554	11%
6 Finland	16,006	7%	16 Austria	3,765	11%
7 Denmark	13,034	9%	17 Russia	3,740	-49%
8 France	9,887	-14%	18 China	3,506	-13%
9 Italy	9,298	-4%	19 Australia	2,058	-6%
10 India	9,005	-3%	20 Thailand	2,000	41%

**Commercial overnight stays by month
2014 and 2015, Stockholm county**



**Commercial overnight stays, April 2009-
2015, Stockholm county. (Thousands)**



Commercial overnight stays 2015 compared with previous year.

	April 2015		YTD	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	884,886	9%	3,245,817	10%
Domestic	598,304	12%	2,283,119	11%
Foreign	286,582	3%	962,698	8%
Nordic countries, excl. Sweden	50,256	6%	166,226	1%
Europe excl. Nordic countries	140,234	2%	453,316	9%
Non-European	96,092	3%	343,156	1%
City of Stockholm	583,647	4%	2,151,882	8%
Domestic	355,125	9%	1,380,160	9%
Foreign	228,522	-2%	771,722	5%
Nordic countries, excl. Sweden	36,329	1%	124,623	0%
Europe excl. Nordic countries	108,860	-5%	350,344	5%
Non-European	83,333	3%	296,755	8%
Sweden	3,593,034	10%	14,483,618	8%

Commercial overnight stays: hotel, vacation villages, hostels, camping and commercially arranged private cottages and apartments.

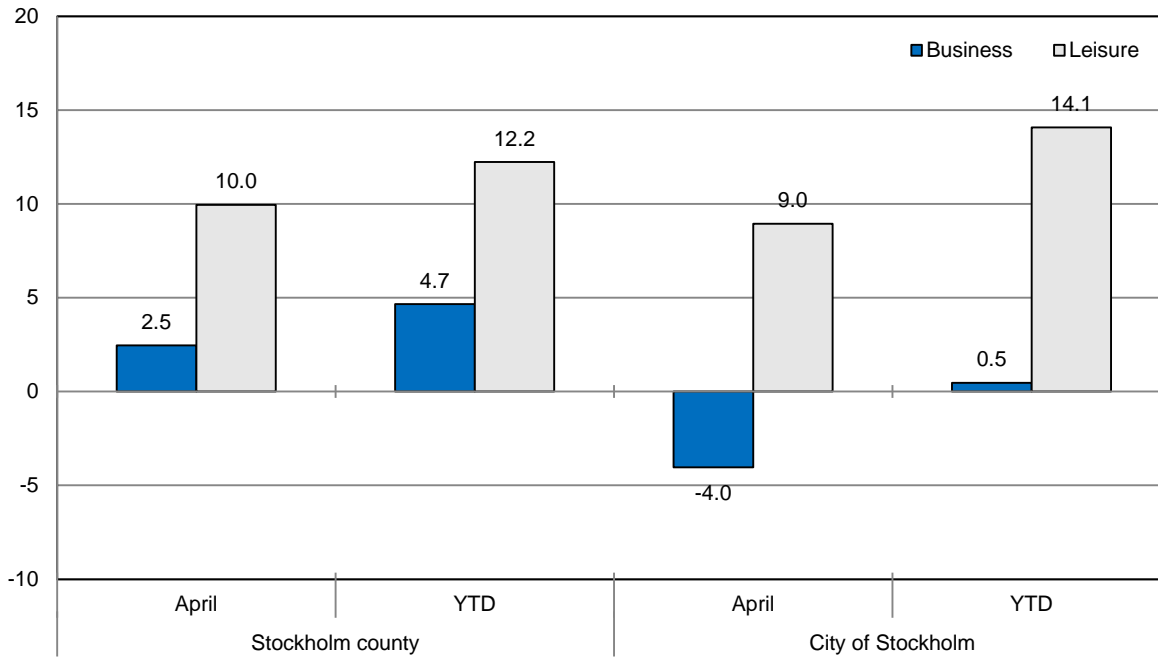
Source: Statistics Sweden and Swedish Agency for Economic and Regional Growth, preliminary data.

Commercial overnight stays by nationality, Stockholm county and City of Stockholm.

Country	Stockholm county						City of Stockholm					
	Guest nights 2014	Share in Sweden	April 2015			YTD 2015		April 2015		YTD 2015		
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %	
Total	11,848,763	20%	884,886	9	25%	3,245,817	10	583,647	4	2,151,882	8	
Sweden	7,839,252	18%	598,304	12	21%	2,283,119	11	355,125	9	1,380,160	9	
Foreign	4,009,511	28%	286,582	3	39%	962,698	8	228,522	-2	771,722	5	
Nordic countries excl. Sweden	648,277	12%	50,256	6	20%	166,226	1	36,329	1	124,623	0	
Europe excl. Nordic countries	1,961,141	31%	140,234	2	48%	453,316	9	108,860	-5	350,344	5	
Non-European/ not indicated	1,400,093	56%	96,092	3	52%	343,156	10	83,333	3	296,755	8	
Europe	2,609,418	22%	190,490	3	35%	619,542	7	145,189	-4	474,967	4	
Austria	50,104	47%	3,765	11	67%	9,737	19	3,021	2	7,814	14	
Belarus	1,859	48%	78	-47	76%	495	-1	75	-28	474	7	
Belgium	57,889	38%	5,554	11	55%	13,807	-1	4,764	11	11,666	-4	
Bulgaria	3,248	36%	320	61	46%	981	37	261	53	811	34	
Croatia	4,545	41%	270	-44	41%	934	-52	235	-28	807	-47	
Czech Republic	16,723	33%	899	-51	39%	4,224	-14	657	-17	2,622	6	
Denmark	157,729	13%	13,034	9	23%	42,644	9	8,551	5	29,381	9	
Estonia	20,604	28%	1,098	-20	24%	5,426	3	839	-14	3,313	-4	
Finland	208,776	36%	16,006	7	37%	52,735	7	11,290	-4	40,079	3	
France	156,572	53%	9,887	-14	59%	34,800	0	8,451	-16	29,985	-2	
Georgia	3,651	46%	349	10	57%	793	-11	282	61	591	27	
Germany	482,252	16%	27,507	-12	33%	78,160	2	21,764	-15	58,709	2	
Greece	17,051	65%	1,626	-24	78%	4,938	1	1,335	-30	4,305	2	
Hungary	9,931	43%	706	0	28%	2,439	7	507	-17	2,021	1	
Iceland	10,556	50%	1,362	115	59%	3,781	86	1,149	124	3,159	90	
Ireland	21,516	61%	1,438	-14	40%	5,906	-11	1,136	-19	4,232	-24	
Italy	135,923	56%	9,298	-4	58%	27,079	11	8,295	-6	23,169	7	
Latvia	12,210	36%	1,016	21	56%	3,649	12	735	16	2,623	2	
Lithuania	14,824	42%	1,587	34	43%	6,069	18	1,013	7	3,515	-2	
Luxembourg	6,373	48%	918	108	72%	2,140	51	860	109	2,003	51	
Netherlands	112,639	19%	8,055	19	45%	26,008	14	6,084	6	20,607	10	
Norway	271,216	8%	19,854	0	13%	67,066	-9	15,339	-1	52,004	-8	
Poland	67,534	34%	8,955	115	51%	33,133	92	2,982	22	13,084	38	
Portugal	13,302	49%	941	-28	69%	3,103	-10	827	-32	2,772	-8	
Romania	16,087	42%	1,577	110	59%	4,858	41	1,409	125	4,440	44	
Russia	114,047	52%	3,740	-49	59%	24,880	-37	3,036	-49	20,499	-37	
Slovakia	6,084	36%	347	-30	20%	1,189	-15	283	-22	970	-6	
Slovenia	2,210	9%	360	90	74%	710	82	310	75	602	67	
Spain	96,571	59%	7,569	-2	73%	20,558	14	6,656	-1	17,684	15	
Switzerland	124,191	41%	8,503	1	61%	19,653	6	7,476	-3	17,028	2	
Turkey	22,744	68%	1,821	21	65%	7,192	46	1,472	19	5,222	33	
UK	333,241	51%	27,845	17	55%	98,926	22	22,219	12	81,851	21	
Ukraine	7,976	40%	587	2	38%	2,104	20	374	6	1,590	44	
Rest of Europé	29,240	34%	3,618	49	43%	9,425	93	1,502	-34	5,335	19	

Country	Stockholm county						City of Stockholm					
	Guest nights 2014	Share in Sweden	April 2015			YTD 2015		April 2015		YTD 2015		
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %	
North America	370,249	64%	20,310	-5	64%	67,860	-5	17,352	-9	59,269	-8	
Canada	38,413	63%	1,953	-18	58%	6,287	-25	1,636	-24	5,475	-29	
USA	331,836	64%	18,357	-3	65%	61,573	-3	15,716	-7	53,794	-5	
Central & South America	57,294	74%	3,284	-28	63%	10,126	3	2,948	-31	8,579	-5	
Argentina	5,333	77%	605	-4	86%	1,172	2	559	-7	1,069	0	
Brazil	31,869	77%	1,481	-25	76%	4,896	6	1,319	-30	4,298	0	
Chile	2,204	65%	92	-50	63%	412	-3	88	-51	373	-9	
Columbia	2,040	70%	204	-2	70%	440	12	194	-4	409	10	
Mexico	7,755	80%	499	-41	65%	1,228	-12	417	-47	1,050	-20	
Rest of Central & South America	8,093	60%	403	-43	31%	1,978	9	371	-42	1,380	-12	
Asia	373,300	56%	24,270	-1	57%	88,015	-3	20,105	-9	73,198	-10	
China	81,414	43%	3,506	-13	39%	15,379	-8	2,813	-21	12,846	-14	
India	110,988	65%	9,005	-3	63%	30,976	-14	7,935	-4	27,356	-16	
Indonesia	3,238	71%	61	-79	48%	339	-49	54	-79	298	-51	
Iran	3,071	56%	130	-22	42%	655	12	109	-23	443	-11	
Israel	14,479	64%	745	21	66%	2,114	19	671	31	1,902	27	
Japan	56,446	64%	1,967	-18	57%	8,253	-13	1,650	-24	6,822	-19	
Malaysia	4,369	65%	455	303	72%	910	42	426	302	862	56	
Qatar	7,208	93%	992	119	99%	3,424	97	97	-78	380	-77	
Saudi Arabia	7,172	60%	437	-25	55%	1,435	39	281	-50	908	-4	
Singapore	8,186	55%	523	49	69%	1,942	51	463	42	1,728	49	
South Korea	13,849	47%	883	-23	44%	3,116	-12	782	-28	2,733	-15	
Taiwan	7,425	73%	421	10	56%	1,581	81	333	-10	1,292	79	
Thailand	14,868	80%	2,000	41	90%	7,408	19	1,760	39	6,929	20	
United Arab Emirates	17,194	67%	1,158	-6	72%	3,874	0	1,050	-10	3,616	-2	
Rest of Asia	23,393	51%	1,987	2	45%	6,609	6	1,681	-7	5,083	-1	
Africa	27,186	51%	1,927	-37	56%	7,868	15	1,477	-43	5,363	-3	
Egypt	3,738	57%	144	-83	43%	580	-55	138	-82	527	-56	
Morocco	1,537	65%	48	-80	35%	294	-28	46	-80	274	-28	
Namibia	1,978	64%	304	398	67%	867	131	290	383	825	129	
South Africa	5,514	55%	239	-47	69%	1,132	2	213	-45	966	2	
Rest of Africa	14,419	44%	1,192	-18	55%	4,995	38	790	-31	2,771	5	
Oceania	55,912	63%	2,301	-11	63%	9,499	1	2,090	-7	8,610	1	
Australia	48,024	64%	2,058	-6	64%	8,610	3	1,881	-6	7,853	2	
New Zealand	5,091	63%	163	-36	44%	776	-6	134	-36	650	-11	
Rest of Oceania	2,797	29%	80	-35	78%	113	-36	75	142	107	118	
Rest of the World	23,534	46%	9,170	443	53%	32,875	704	8,808	467	30,625	710	
Not indicated	492,618	48%	34,830	-1	43%	126,913	5	30,553	3	111,111	9	

Occupied hotel rooms by target group in Stockholm county and City of Stockholm, development (%) compared with previous year.



Hotels – key figures

	Stockholm county				City of Stockholm			
	April		YTD		April		YTD	
	2015	2014	2015	2014	2015	2014	2015	2014
Number of hotels	297	292	297	292	147	145	148	146
Room capacity	946,161	920,964	3,758,781	3,663,174	577,724	560,021	2,300,316	2,232,458
Occupied rooms	542,940	516,726	2,074,705	1,933,295	362,743	360,486	1,393,975	1,324,761
Capacity utilization (%)	57.4	56.1	55.2	52.8	62.8	64.4	60.6	59.3
Mon-Thu (%)	62.2	60.1	64.4	64.8	66.6	66.9	62.5	62.9
Fri-Sun (%)	50.0	49.9	38.2	37.9	57.1	60.5	39.4	39.2
Revenues (MSEK)	563.0	579.1	2137.7	2035.7	394.3	430.6	1489.6	1455.7
Rev. Per occupied room (SEK)	1,037	1,121	1,035	1,050	1,087	1,195	1,071	1,094
Rev. Per disp. room (SEK)	595	629	571	554	683	769	649	649