

Stockholm's tourism industry. May 2015

During the month of May approximately 1,200,000 guest nights were recorded at commercial accommodation in the county of Stockholm. This is an increase of 4 % compared to May 2014. Over two thirds of overnight stays came from domestic demand which increased by 2%. Foreign overnight stays in general increased by 8 %.

Nordic guest nights increased by 14 % where Norwegian visitors stood for the majority.

For the other European countries the number of

overnight stays increased by 7 %. The countries with the most recorded nights were Germany, which increased by 16 %, and the UK, that increased by 3 % compared to May in 2014.

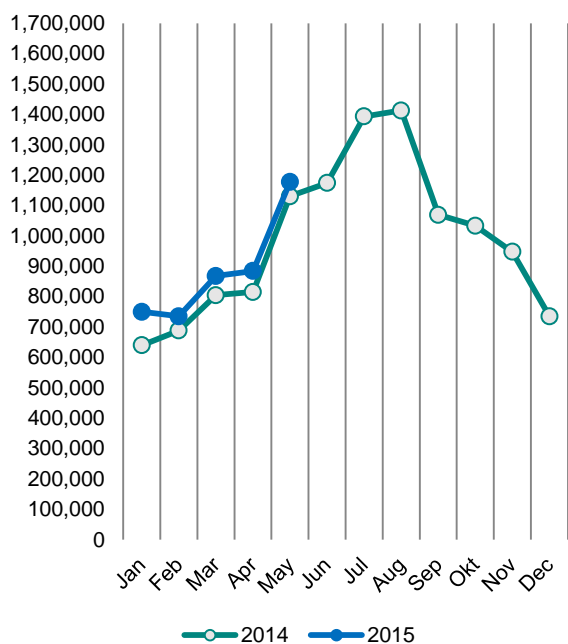
The number of overnight stays also increased for non-European countries, 7 %. The US accounted for the largest number of nights and decreased by 8 %.

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

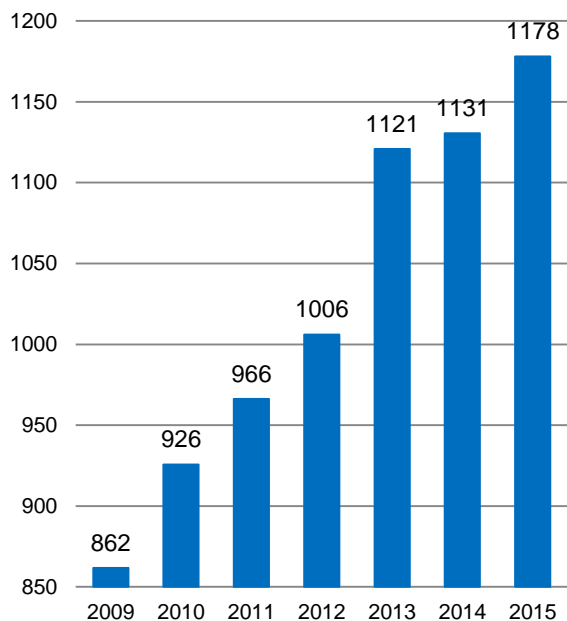
Commercial overnight stays in Stockholm's county May 2015, top 20.

Target group	Guest nights	Change, %			
Total	1,177,668	4%			
Sweden	779,706	2%			
Foreign	397,962	8%			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Germany	44,766	16%	11 Poland	11,802	113%
2 Not Indicated	44,229	-5%	12 Netherlands	11,539	17%
3 UK	32,966	3%	13 Italy	9,801	-2%
4 USA	30,974	-8%	14 Spain	9,215	15%
5 Norway	28,399	3%	15 Russia	7,228	-40%
6 Finland	20,829	12%	16 China	6,536	7%
7 Denmark	18,031	28%	17 Austria	6,502	27%
8 France	15,410	-11%	18 Belgium	5,256	-22%
9 India	12,336	12%	19 Japan	4,398	10%
10 Switzerland	11,978	17%	20 Canada	4,045	9%

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



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



Commercial overnight stays 2015 compared with previous year.

	May 2015		YTD	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	1,177,668	4%	4,418,322	9%
Domestic	779,706	2%	3,058,485	9%
Foreign	397,962	8%	1,359,837	8%
Nordic countries, excl. Sweden	69,598	14%	235,570	5%
Europe excl. Nordic countries	190,079	7%	643,004	9%
Non-European	138,285	7%	481,263	9%
City of Stockholm	771,430	3%	2,921,725	7%
Domestic	458,584	3%	1,837,260	8%
Foreign	312,846	4%	1,084,465	5%
Nordic countries, excl. Sweden	52,300	11%	176,839	3%
Europe excl. Nordic countries	145,111	0%	495,645	4%
Non-European	115,435	4%	411,981	7%
Sweden	4,652,130	1%	19,123,882	6%

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

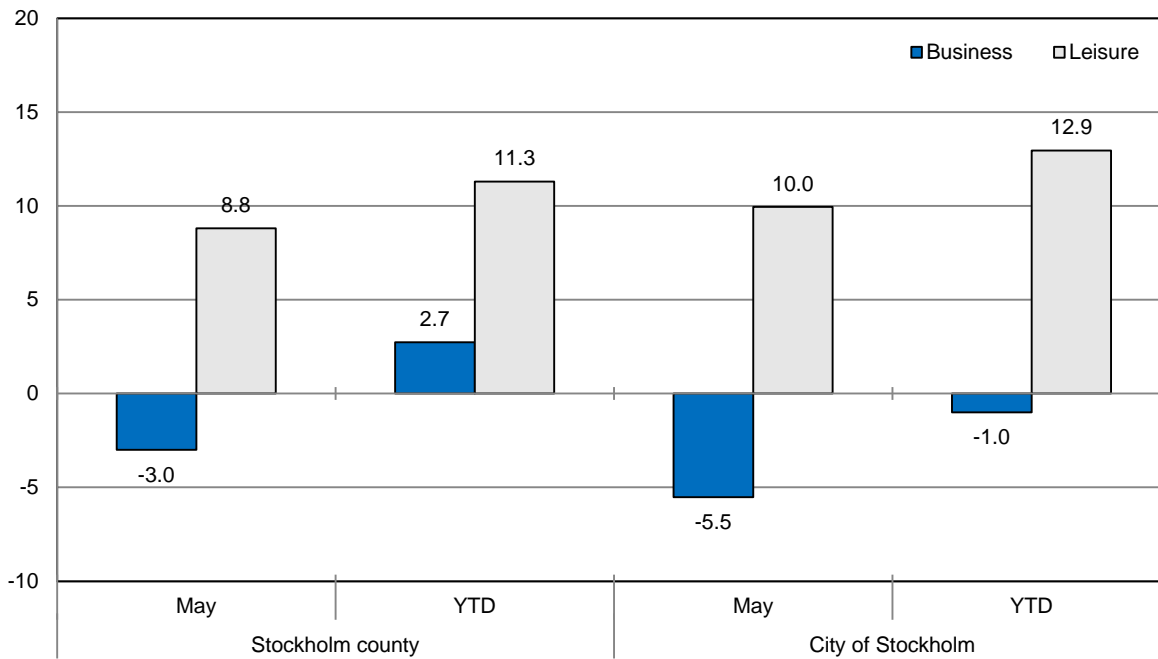
Source: Statistics Sweden and Swedish Agency for Economic and Regional Growth, preliminary data.

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

Country	Stockholm county						City of Stockholm					
	Guest nights 2014	Share in Sweden	May 2015			YTD 2015		May 2015		YTD 2015		
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %	
Total	11,848,763	20%	1,177,668	4	25%	4,418,322	9	771,430	3	2,921,725	7	
Sweden	7,839,252	18%	779,706	2	22%	3,058,485	9	458,584	3	1,837,260	8	
Foreign	4,009,511	28%	397,962	8	36%	1,359,837	8	312,846	4	1,084,465	5	
Nordic countries excl. Sweden	648,277	12%	69,598	14	21%	235,570	5	52,300	11	176,839	3	
Europe excl. Nordic countries	1,961,141	31%	190,079	7	38%	643,004	9	145,111	0	495,645	4	
Non-European/ not indicated	1,400,093	56%	138,285	7	51%	481,263	9	115,435	4	411,981	7	
Europe	2,609,418	22%	259,677	9	32%	878,574	8	197,411	3	672,484	3	
Austria	50,104	47%	6,502	27	65%	16,256	22	5,384	25	13,210	18	
Belarus	1,859	48%	129	-27	54%	622	-8	102	38	573	11	
Belgium	57,889	38%	5,256	-22	51%	18,975	-8	4,330	-25	15,929	-11	
Bulgaria	3,248	36%	336	-1	54%	1,314	24	282	4	1,090	24	
Croatia	4,545	41%	237	-25	15%	1,168	-48	194	-34	997	-45	
Czech Republic	16,723	33%	1,343	-49	28%	5,599	-26	809	-47	3,452	-14	
Denmark	157,729	13%	18,031	28	26%	60,701	14	12,924	31	42,353	15	
Estonia	20,604	28%	1,247	4	20%	6,810	6	860	-4	4,142	-4	
Finland	208,776	36%	20,829	12	49%	73,498	8	15,217	6	55,256	4	
France	156,572	53%	15,410	-11	63%	50,339	-4	12,939	-14	42,966	-6	
Georgia	3,651	46%	291	-33	64%	1,078	-19	257	15	845	22	
Germany	482,252	16%	44,766	16	22%	123,021	7	33,659	12	92,505	5	
Greece	17,051	65%	1,446	-4	70%	6,371	-1	999	-25	5,294	-5	
Hungary	9,931	43%	926	5	36%	3,361	7	754	-8	2,771	-2	
Iceland	10,556	50%	2,339	108	69%	6,115	94	1,957	165	5,112	113	
Ireland	21,516	61%	1,762	13	56%	7,648	-6	1,368	0	5,584	-19	
Italy	135,923	56%	9,801	-2	57%	36,886	7	8,267	-8	31,458	3	
Latvia	12,210	36%	1,196	-12	27%	4,828	4	885	-9	3,501	-1	
Lithuania	14,824	42%	2,565	173	51%	8,611	42	1,513	121	5,012	18	
Luxembourg	6,373	48%	995	36	81%	3,126	46	902	40	2,897	47	
Netherlands	112,639	19%	11,539	17	30%	37,448	15	8,940	10	29,486	10	
Norway	271,216	8%	28,399	3	13%	95,256	-6	22,202	1	74,118	-6	
Poland	67,534	34%	11,802	113	44%	44,611	96	3,938	26	16,849	34	
Portugal	13,302	49%	1,560	40	66%	4,652	2	1,209	27	3,971	0	
Romania	16,087	42%	1,520	24	48%	6,400	37	1,231	19	5,688	38	
Russia	114,047	52%	7,228	-40	70%	32,115	-38	5,825	-42	26,328	-38	
Slovakia	6,084	36%	455	-33	25%	1,641	-21	331	-25	1,298	-12	
Slovenia	2,210	9%	326	87	67%	1,029	82	245	58	840	63	
Spain	96,571	59%	9,215	15	74%	29,787	15	7,252	6	24,965	12	
Switzerland	124,191	41%	11,978	17	50%	31,599	10	9,976	8	26,987	4	
Turkey	22,744	68%	2,842	14	78%	10,035	35	2,128	-5	7,354	19	
UK	333,241	51%	32,966	3	55%	131,746	16	26,732	6	108,475	17	
Ukraine	7,976	40%	662	21	48%	2,767	20	561	58	2,152	47	
Rest of Europe	29,240	34%	3,778	-2	37%	13,161	51	3,239	-4	9,026	15	

Country	Stockholm county							City of Stockholm			
	Guest nights 2014	Share in Sweden	May 2015			YTD 2015		May 2015		YTD 2015	
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %
North America	370,249	64%	35,019	-7	67%	102,711	-6	30,617	-9	89,758	-8
Canada	38,413	63%	4,045	9	67%	10,305	-15	3,634	8	9,086	-18
USA	331,836	64%	30,974	-8	67%	92,406	-5	26,983	-11	80,672	-7
Central & South America	57,294	74%	5,083	-4	62%	15,190	0	4,593	-8	13,153	-6
Argentina	5,333	77%	563	12	73%	1,706	3	533	12	1,579	2
Brazil	31,869	77%	2,680	-21	73%	7,587	-5	2,456	-24	6,762	-10
Chile	2,204	65%	229	21	65%	641	4	209	15	582	-2
Columbia	2,040	70%	250	92	63%	686	31	234	89	639	29
Mexico	7,755	80%	600	49	70%	1,842	2	542	61	1,604	-2
Rest of Central & South America	8,093	60%	761	9	35%	2,728	9	615	1	1,987	-9
Asia	373,300	56%	36,383	19	53%	124,263	3	28,176	9	101,292	-6
China	81,414	43%	6,536	7	31%	21,926	-4	4,972	-1	17,836	-11
India	110,988	65%	12,336	12	66%	43,229	-8	10,126	5	37,416	-11
Indonesia	3,238	71%	222	-48	69%	560	-49	198	-51	495	-51
Iran	3,071	56%	132	-28	27%	788	2	115	-26	558	-14
Israel	14,479	64%	884	39	73%	2,997	24	785	48	2,687	32
Japan	56,446	64%	4,398	10	72%	12,675	-6	3,048	-3	9,894	-14
Malaysia	4,369	65%	468	-4	64%	1,365	21	445	1	1,296	31
Qatar	7,208	93%	981	1015	95%	4,389	140	83	77	457	-74
Saudi Arabia	7,172	60%	564	-16	65%	1,995	17	404	-37	1,309	-18
Singapore	8,186	55%	1,061	22	69%	3,005	39	840	7	2,569	32
South Korea	13,849	47%	1,814	60	29%	4,916	5	1,451	50	4,171	0
Taiwan	7,425	73%	824	78	66%	2,391	79	545	55	1,827	70
Thailand	14,868	80%	1,867	74	82%	9,243	27	1,635	66	8,539	26
United Arab Emirates	17,194	67%	1,073	-34	83%	4,953	-10	957	-18	4,580	-6
Rest of Asia	23,393	51%	3,223	87	56%	9,831	23	2,572	66	7,658	15
Africa	27,186	51%	2,861	-18	53%	10,703	3	2,303	-20	7,654	-9
Egypt	3,738	57%	313	-17	42%	894	-47	245	-31	772	-51
Morocco	1,537	65%	100	-40	38%	398	-31	93	-32	371	-28
Namibia	1,978	64%	1,027	12	85%	1,889	46	978	8	1,798	42
South Africa	5,514	55%	397	-10	51%	1,527	-2	364	-1	1,329	1
Rest of Africa	14,419	44%	1,024	-36	43%	5,995	15	623	-43	3,384	-10
Oceania	55,912	63%	4,268	-16	63%	13,763	-5	3,730	-6	12,322	-1
Australia	48,024	64%	3,702	-8	66%	12,307	-1	3,239	-9	11,077	-2
New Zealand	5,091	63%	550	9	53%	1,327	0	475	11	1,122	-3
Rest of Oceania	2,797	29%	16	-97	30%	129	-82	16	-11	123	84
Rest of the World	23,534	46%	10,442	1571	44%	43,425	821	8,987	1727	39,552	826
Not indicated	492,618	48%	44,229	-5	41%	171,208	2	37,029	-5	148,246	6

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			
	May		YTD		May		YTD	
	2015	2014	2015	2014	2015	2014	2015	2014
Number of hotels	299	295	299	295	148	147	148	147
Room capacity	993,765	980,057	4,752,904	4,643,231	600,353	594,702	2,901,228	2,827,160
Occupied rooms	676,760	668,048	2,751,156	2,600,005	453,215	452,256	1,847,126	1,777,017
Capacity utilization (%)	68.1	68.2	57.9	56.0	75.5	76.0	63.7	62.9
Mon-Thu (%)	77.6	78.9	62.2	62.7	83.6	84.6	60.4	60.7
Fri-Sun (%)	59.1	58.0	40.0	39.3	67.9	68.0	41.2	40.6
Revenues (MSEK)	762.3	788.7	2900.0	2824.4	544.2	571.7	2033.8	2027.4
Rev. Per occupied room (SEK)	1,126	1,181	1,053	1,076	1,201	1,264	1,097	1,128
Rev. Per disp. room (SEK)	767	805	610	603	907	961	698	709