

Stockholm's tourism industry. January 2015

During the month of January approximately 750,000 guest nights were recorded at commercial accommodation in the country of Stockholm. This is an increase of 17% compared to January 2014. Over two thirds of overnight stays came from domestic demand which is an increase of 18%. Foreign overnight stays increased by 14%.

Nordic guest nights increased by 2% and Norwegian visitors stood for the majority, even though they decreased by 11%.

For the other European countries the number of overnight stays increased by 14%. The countries with the most recorded nights were the UK and Germany, which also increased by 43% and 16% respectively.

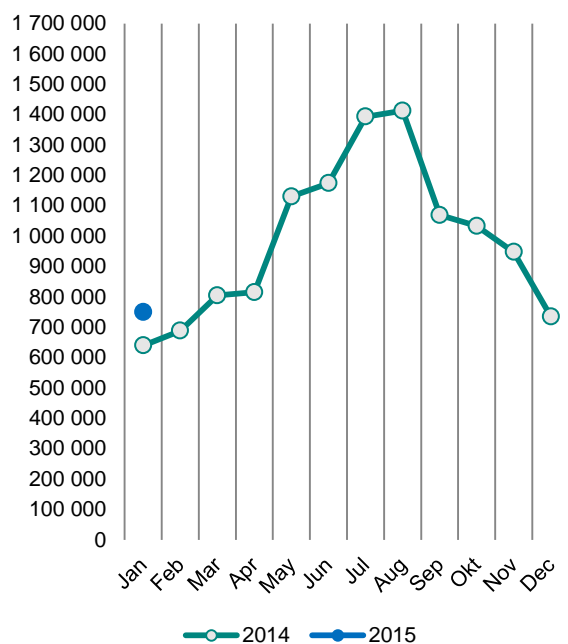
The number of overnight stays also increased for non-European countries, 20%. The US accounted for the largest number of nights and increased by 6%.

In Stockholm's county, the average price of a hotel night increased compared to January 2014, as did the hotels' total revenues.

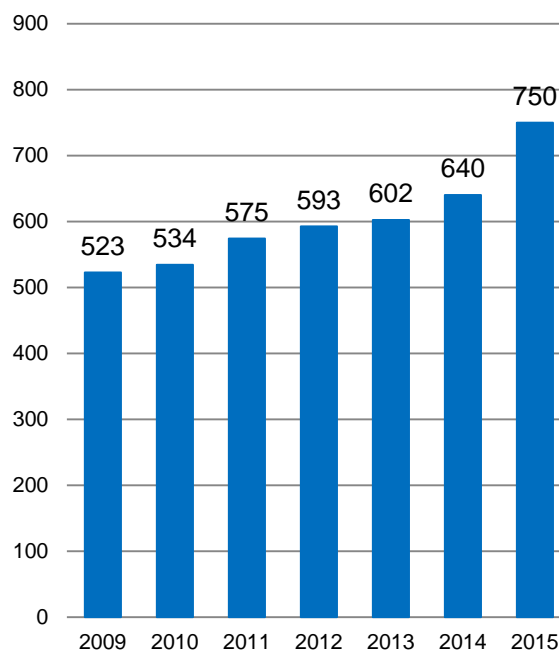
Commercial overnight stays in Stockholm's county January 2015, top 20.

Target group	Guest nights	Change, %			
Total	750 240	17%			
Sweden	532 539	18%			
Foreign	217 701	14%			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Not indicated	31 595	26%	11 Italy	6 528	18%
2 UK	22 729	43%	12 India	5 729	-22%
3 Germany	16 000	16%	13 Netherlands	4 988	9%
4 Norway	15 072	-11%	14 Spain	3 957	45%
5 Russia	13 856	-30%	15 China	3 697	0%
6 USA	12 677	6%	16 Switzerland	3 507	10%
7 Finland	11 323	13%	17 Australia	3 056	14%
8 Denmark	9 004	15%	18 Belgium	2 276	2%
9 France	7 816	-1%	19 Turkey	1 871	106%
10 Poland	6 602	83%	20 Austria	1 809	44%

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



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



Commercial overnight stays 2015 compared with previous year.

	January 2015		YTD	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	750 240	17%	750 240	17%
Domestic	532 539	18%	532 539	18%
Foreign	217 701	14%	217 701	14%
Nordic countries, excl. Sweden	36 094	2%	36 094	2%
Europe excl. Nordic countries	104 338	14%	104 338	14%
Non-European	77 269	20%	77 269	20%
City of Stockholm	496 544	17%	496 544	17%
Domestic	319 439	20%	319 439	20%
Foreign	177 105	12%	177 105	12%
Nordic countries, excl. Sweden	27 364	1%	27 364	1%
Europe excl. Nordic countries	82 178	10%	82 178	10%
Non-European	67 563	18%	67 563	18%
Sweden	3 276 601	9%	3 276 601	9%

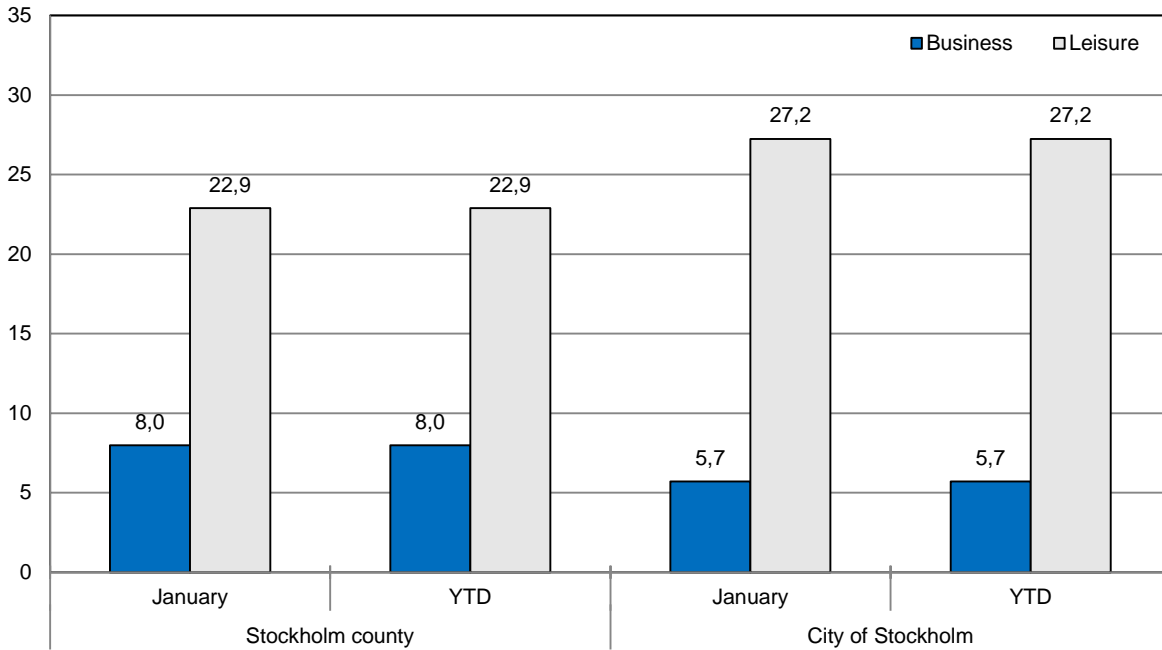
Commercial overnight stays: hotel, vacation villages, hostels, camping and commercially arranged private cottages and apartments.
Source: Statistics Sweden and Swedish Agency for Economic and Regional Growth, preliminary data.

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

Country	Stockholm county							City of Stockholm			
	Guest nights 2014	Share in Sweden	January 2015			YTD 2015		January 2015		YTD 2015	
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %
Total	11 848 763	20%	750 240	+17	23%	750 240	+17	496 544	+17	496 544	+17
Sweden	7 839 252	18%	532 539	+18	20%	532 539	+18	319 439	+20	319 439	+20
Foreign	4 009 511	28%	217 701	+14	33%	217 701	+14	177 105	+12	177 105	+12
Nordic countries excl. Sweden	648 277	12%	36 094	+2	15%	36 094	+2	27 364	+1	27 364	+1
Europe excl. Nordic countries	1 961 141	31%	104 338	+14	39%	104 338	+14	82 178	+10	82 178	+10
Non-European/ not indicated	1 400 093	56%	108 864	+22	52%	140 432	+22	95 405	+21	95 405	+21
Europe	2 609 418	22%	140 432	+11	27%	140 432	+11	109 542	+8	109 542	+8
Austria	50 104	47%	1 809	+44	41%	1 809	+44	1 500	+43	1 500	+43
Belarus	1 859	48%	271	+43	95%	271	+43	258	+39	258	+39
Belgian	57 889	38%	2 276	+2	38%	2 276	+2	1 879	-6	1 879	-6
Bulgarian	3 248	36%	221	+4	35%	221	+4	197	+2	197	+2
Croatia	4 545	41%	253	-32	44%	253	-32	213	-34	213	-34
Czech Republic	16 723	33%	1 026	+49	28%	1 026	+49	763	+57	763	+57
Denmark	157 729	13%	9 004	+15	9%	9 004	+15	6 075	+10	6 075	+10
Estonia	20 604	28%	1 368	+25	19%	1 368	+25	904	+29	904	+29
Finland	208 776	36%	11 323	+13	44%	11 323	+13	9 055	+7	9 055	+7
France	156 572	53%	7 816	-1	45%	7 816	-1	6 831	-1	6 831	-1
Georgia	3 651	46%	128	+2	38%	128	+2	105	+67	105	+67
Germany	482 252	16%	16 000	+16	23%	16 000	+16	10 852	-3	10 852	-3
Greece	17 051	65%	901	+38	71%	901	+38	809	+91	809	+91
Hungary	9 931	43%	588	+48	26%	588	+48	522	+50	522	+50
Iceland	10 556	50%	695	+59	50%	695	+59	503	+47	503	+47
Ireland	21 516	61%	1 107	-8	42%	1 107	-8	931	-14	931	-14
Italy	135 923	56%	6 528	+18	55%	6 528	+18	5 725	+16	5 725	+16
Latvia	12 210	36%	884	+31	32%	884	+31	696	+35	696	+35
Lithuania	14 824	42%	1 044	-24	54%	1 044	-24	625	-22	625	-22
Luxembourg	6 373	48%	291	+5	74%	291	+5	259	+0	259	+0
Netherlands	112 639	19%	4 988	+9	34%	4 988	+9	4 025	+7	4 025	+7
Norway	271 216	8%	15 072	-11	13%	15 072	-11	11 731	-8	11 731	-8
Poland	67 534	34%	6 602	+83	47%	6 602	+83	2 870	+54	2 870	+54
Portugal	13 302	49%	728	+49	40%	728	+49	670	+74	670	+74
Romania	16 087	42%	932	+19	47%	932	+19	845	+14	845	+14
Russia	114 047	52%	13 856	-30	38%	13 856	-30	11 692	-29	11 692	-29
Slovakia	6 084	36%	278	-1	25%	278	-1	252	+31	252	+31
Slovenia	2 210	9%	102	+92	41%	102	+92	71	+39	71	+39
Spain	96 571	59%	3 957	+45	59%	3 957	+45	3 509	+55	3 509	+55
Switzerland	124 191	41%	3 507	+10	47%	3 507	+10	3 019	+10	3 019	+10
Turkey	22 744	68%	1 871	+106	73%	1 871	+106	1 280	+81	1 280	+81
UK	333 241	51%	22 729	+43	49%	22 729	+43	19 215	+45	19 215	+45
Ukraine	7 976	40%	591	+85	63%	591	+85	481	+148	481	+148
Rest of Europe	29 240	34%	1 686	+166	39%	1 686	+166	1 180	+109	1 180	+109

Country	Stockholm county						City of Stockholm				
	Guest nights 2014	Share in Sweden	January 2015			YTD 2015		January 2015		YTD 2015	
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %
North America	370 249	64%	14 009	+3	59%	14 009	+3	12 310	+3	12 310	+3
Canada	38 413	63%	1 332	-18	60%	1 332	-18	1 187	-23	1 187	-23
USA	331 836	64%	12 677	+6	58%	12 677	+6	11 123	+7	11 123	+7
Central & South America	57 294	74%	2 586	+59	68%	2 586	+59	2 232	+51	2 232	+51
Argentina	5 333	77%	146	+6	75%	146	+6	138	+10	138	+10
Brazil	31 869	77%	1 270	+56	72%	1 270	+56	1 155	+55	1 155	+55
Chile	2 204	65%	99	+5	65%	99	+5	92	-1	92	-1
Columbia	2 040	70%	95	+239	63%	95	+239	87	+211	87	+211
Mexico	7 755	80%	227	+42	59%	227	+42	193	+32	193	+32
Rest of Central & South America	8 093	60%	749	+91	64%	749	+91	567	+69	567	+69
Asia	373 300	56%	17 759	-10	56%	17 759	-10	14 852	-18	14 852	-18
China	81 414	43%	3 697	+0	47%	3 697	+0	3 079	-7	3 079	-7
India	110 988	65%	5 729	-22	56%	5 729	-22	5 174	-24	5 174	-24
Indonesia	3 238	71%	113	40	77%	113	40	97	+35	97	+35
Iran	3 071	56%	188	+49	66%	188	+49	111	+23	111	+23
Israel	14 479	64%	421	+25	65%	421	+25	365	+37	365	+37
Japan	56 446	64%	1 172	-60	46%	1 172	-60	944	-65	944	-65
Malaysia	4 369	65%	195	+7	74%	195	+7	184	+12	184	+12
Qatar	7 208	93%	521	+17	93%	521	+17	48	-89	48	-89
Saudi Arabia	7 172	60%	308	+73	56%	308	+73	189	+20	189	+20
Singapore	8 186	55%	482	+98	61%	482	+98	419	+99	419	+99
South Korea	13 849	47%	813	-15	63%	813	-15	741	-16	741	-16
Taiwan	7 425	73%	233	+82	55%	233	+82	205	+123	205	+123
Thailand	14 868	80%	1 658	+7	90%	1 658	+7	1 570	+5	1 570	+5
United Arab Emirates	17 194	67%	955	+6	83%	955	+6	894	+4	894	+4
Rest of Asia	23 393	51%	1 274	+91	39%	1 274	+91	832	+34	832	+34
Africa	27 186	51%	934	+6	33%	934	+6	610	-9	610	-9
Egypt	3 738	57%	82	+1	21%	82	+1	73	-1	73	-1
Morocco	1 537	65%	47	+135	63%	47	+135	43	+115	43	+115
Namibia	1 978	64%	14	-88	9%	14	-88	14	-88	14	-88
South Africa	5 514	55%	227	+18	36%	227	+18	207	+23	207	+23
Rest of Africa	14 419	44%	564	+21	35%	564	+21	273	-7	273	-7
Oceania	55 912	63%	3 297	+14	64%	3 297	+14	2 941	+11	2 941	+11
Australia	48 024	64%	3 056	+14	65%	3 056	+14	2 733	+11	2 733	+11
New Zealand	5 091	63%	241	+20	62%	241	+20	208	+18	208	+18
Rest of Oceania	2 797	29%	0	-100	0%	0	-100	0	-100	0	-100
Rest of the World	23 534	46%	7 089	+2136	67%	7 089	+2136	6 776	+2467	6 776	+2467
Not indicated	492 618	48%	31 595	+26	48%	31 595	+26	27 842	+27	27 842	+27

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			
	January		YTD		January		YTD	
	2015	2014	2015	2014	2015	2014	2015	2014
Number of hotels	290	287	290	287	145	146	145	146
Room capacity	955 229	929 353	955 229	929 353	587 400	570 555	587 400	570 555
Occupied rooms	481 469	427 930	481 469	427 930	322 455	286 953	322 455	286 953
Capacity utilization (%)	50,4	46,0	50,4	46,0	54,9	50,3	54,9	50,3
Mon-Thu (%)	61,0	56,6	61,0	56,6	64,9	61,0	64,9	61,0
Fri-Sun (%)	40,1	34,3	40,1	34,3	45,3	38,6	45,3	38,6
Revenues (MSEK)	484,0	427,2	484,0	427,2	333,8	294,3	333,8	294,3
Rev. Per occupied room (SEK)	1 005	998	1 005	998	1 035	1 026	1 035	1 026
Rev. Per disp. room (SEK)	507	460	507	460	568	516	568	516