

## Stockholm's tourism industry. February 2015

During the month of February approximately 735,000 guest nights were recorded at commercial accommodation in the country of Stockholm. This is an increase of 7 % compared to February 2014. Over two thirds of overnight stays came from domestic demand which is an increase of 8%. Foreign overnight stays increased by 5 %.

Nordic guest nights decreased by 5 % and Norwegian visitors stood for the majority, they also decreased by 19 %.

For the other European countries the number of overnight stays increased by 6 %. The countries with the most recorded nights were the UK which increased by 15 % and Germany that decreased by 16% compared to February in 2014.

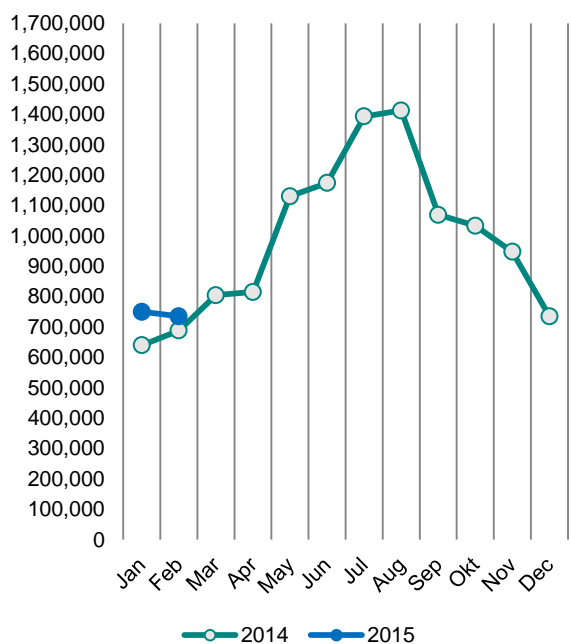
The number of overnight stays also increased for non-European countries, 8 %. The US accounted for the largest number of nights and decreased by 4 %.

In Stockholm's county, the average price of a hotel night has decreased but the hotels' total revenues have increased.

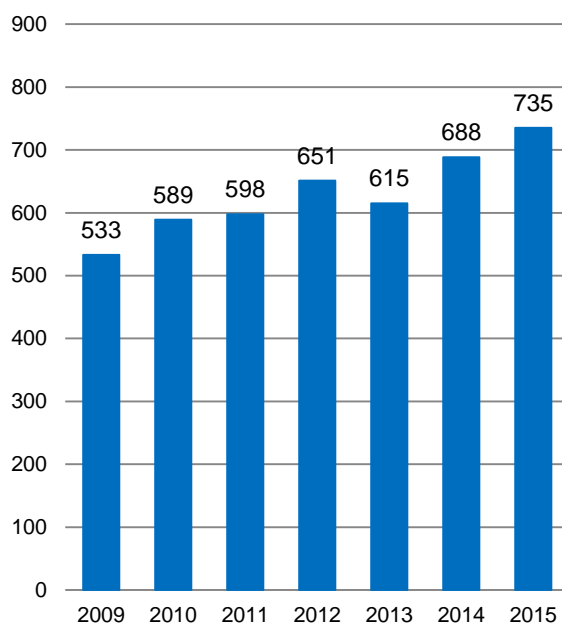
### Commercial overnight stays in Stockholm's county February 2015, top 20.

Target group	Guest nights	Change, %			
<b>Total</b>	<b>735,429</b>	<b>7%</b>			
<b>Sweden</b>	<b>523,848</b>	<b>8%</b>			
<b>Foreign</b>	<b>211,581</b>	<b>5%</b>			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Not indicated	28,289	-4%	11 Netherlands	6,017	10%
2 UK	22,733	15%	12 Italy	5,115	10%
3 Norway	14,257	-19%	13 China	4,741	7%
4 Germany	13,599	-16%	14 Spain	4,095	12%
5 USA	12,715	-4%	15 Switzerland	3,817	11%
6 Finland	12,673	7%	16 Russia	3,428	-37%
7 Denmark	9,784	-1%	17 Belgium	2,951	-13%
8 France	8,414	8%	18 Japan	2,431	35%
9 Poland	7,560	69%	19 Turkey	1,828	41%
10 India	6,856	-24%	20 Ireland	1,793	10%

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



### Commercial overnight February 2009-2015, Stockholm county. (Thousands)



### Commercial overnight stays 2015 compared with previous year.

	February 2015		YTD	
	Guest nights	Change, %	Guest nights	Change, %
<b>Stockholm County</b>	<b>735,429</b>	<b>7%</b>	<b>1,483,626</b>	<b>12%</b>
Domestic	523,848	8%	1,057,565	13%
Foreign	211,581	5%	426,061	9%
Nordic countries, excl. Sweden	37,655	-5%	74,180	-1%
Europe excl. Nordic countries	95,726	6%	199,118	10%
Non-European	78,200	8%	152,763	12%
<b>City of Stockholm</b>	<b>490,787</b>	<b>6%</b>	<b>985,432</b>	<b>11%</b>
Domestic	321,189	7%	640,465	13%
Foreign	169,598	4%	344,967	7%
Nordic countries, excl. Sweden	28,759	-6%	56,887	-1%
Europe excl. Nordic countries	73,819	6%	155,490	8%
Non-European	67,020	7%	132,590	11%
<b>Sweden</b>	<b>3,723,968</b>	<b>8%</b>	<b>6,988,403</b>	<b>8%</b>

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

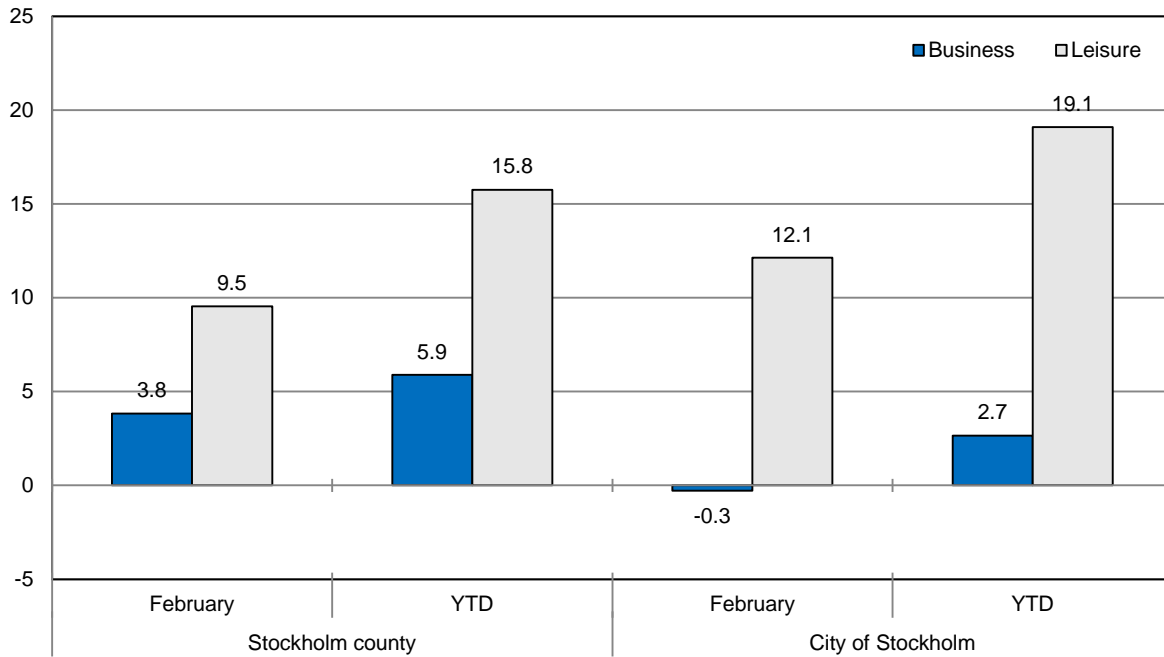
Source: Statistics Sweden and Swedish Agency for Economic and Regional Growth, preliminary data.

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

Country	Stockholm county							City of Stockholm			
	Guest nights 2014	Share in Sweden	February 2015			YTD 2015		February 2015		YTD 2015	
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %
<b>Total</b>	<b>11,848,763</b>	<b>20%</b>	<b>735,429</b>	<b>+7</b>	<b>20%</b>	<b>1,483,626</b>	<b>+12</b>	<b>490,787</b>	<b>+6</b>	<b>985,432</b>	<b>+11</b>
<b>Sweden</b>	<b>7,839,252</b>	<b>18%</b>	<b>523,848</b>	<b>+8</b>	<b>18%</b>	<b>1,057,565</b>	<b>+13</b>	<b>321,189</b>	<b>+7</b>	<b>640,465</b>	<b>+13</b>
<b>Foreign</b>	<b>4,009,511</b>	<b>28%</b>	<b>211,581</b>	<b>+5</b>	<b>27%</b>	<b>426,061</b>	<b>+9</b>	<b>169,598</b>	<b>+4</b>	<b>344,967</b>	<b>+7</b>
<b>Nordic countries excl. Sweden</b>	<b>648,277</b>	<b>12%</b>	<b>37,655</b>	<b>-5</b>	<b>11%</b>	<b>74,180</b>	<b>-1</b>	<b>28,759</b>	<b>-6</b>	<b>56,887</b>	<b>-1</b>
<b>Europe excl. Nordic countries</b>	<b>1,961,141</b>	<b>31%</b>	<b>95,726</b>	<b>+6</b>	<b>35%</b>	<b>199,118</b>	<b>+10</b>	<b>73,819</b>	<b>+6</b>	<b>155,490</b>	<b>+8</b>
<b>Non-European/ not indicated</b>	<b>1,400,093</b>	<b>56%</b>	<b>106,489</b>	<b>+5</b>	<b>46%</b>	<b>210,365</b>	<b>+10</b>	<b>91,387</b>	<b>+5</b>	<b>182,886</b>	<b>+10</b>
<b>Europe</b>	<b>2,609,418</b>	<b>22%</b>	<b>133,381</b>	<b>+3</b>	<b>21%</b>	<b>273,298</b>	<b>+7</b>	<b>102,578</b>	<b>+3</b>	<b>212,377</b>	<b>+5</b>
Austria	50,104	47%	1,533	-13	29%	3,259	+8	1,228	-12	2,649	+8
Belarus	1,859	48%	93	+35	50%	365	+41	87	+36	348	+39
Belgium	57,889	38%	2,951	-13	35%	5,225	-7	2,419	-18	4,311	-13
Bulgaria	3,248	36%	204	+38	23%	404	+12	170	+59	348	+16
Croatia	4,545	41%	153	-65	23%	396	-51	133	-62	339	-50
Czech Republic	16,723	33%	953	+13	32%	1,969	+29	541	+14	1,305	+36
Denmark	157,729	13%	9,784	-1	6%	18,653	+5	7,143	+3	13,166	+6
Estonia	20,604	28%	1,431	+17	20%	2,734	+18	694	-17	1,552	+1
Finland	208,776	36%	12,673	+7	28%	23,579	+8	9,922	+8	18,639	+6
France	156,572	53%	8,414	+8	42%	16,400	+4	7,398	+9	14,456	+6
Georgia	3,651	46%	185	+49	52%	306	+23	123	+30	222	+41
Germany	482,252	16%	13,599	-16	20%	29,889	0	10,015	+4	21,107	+2
Greece	17,051	65%	1,395	-11	76%	2,323	+5	1,238	-12	2,082	+14
Hungary	9,931	43%	568	-19	20%	1,139	+4	503	-19	1,011	+5
Iceland	10,556	50%	941	+85	68%	1,604	+70	851	+104	1,332	+76
Ireland	21,516	61%	1,793	+10	55%	3,111	+10	1,056	-22	1,962	-19
Italy	135,923	56%	5,115	+10	43%	11,717	+15	4,032	+2	9,822	+11
Latvia	12,210	36%	733	-29	29%	1,557	-9	534	-37	1,180	+13
Lithuania	14,824	42%	1,510	+2	54%	2,482	-13	832	-14	1,400	-21
Luxembourg	6,373	48%	357	-17	54%	733	+3	335	-18	678	+2
Netherlands	112,639	19%	6,017	+10	27%	11,042	+10	4,859	+11	8,961	+10
Norway	271,216	8%	14,257	-19	10%	30,344	-12	10,843	-22	23,750	-11
Poland	67,534	34%	7,560	+69	41%	13,856	+72	3,883	+59	6,606	+54
Portugal	13,302	49%	647	-11	41%	1,350	+11	576	-14	1,226	+16
Romania	16,087	42%	1,181	+16	57%	2,087	+16	1,096	+22	1,923	+18
Russia	114,047	52%	3,428	-37	46%	16,634	-34	2,785	-38	13,870	-33
Slovakia	6,084	36%	261	-3	21%	542	-1	196	-9	453	+11
Slovenia	2,210	9%	122	+47	28%	227	+67	104	+47	179	+47
Spain	96,571	59%	4,095	+12	59%	7,962	+25	3,350	+12	6,795	+29
Switzerland	124,191	41%	3,817	+11	33%	7,352	+11	3,252	+8	6,330	+10
Turkey	22,744	68%	1,828	+41	78%	3,571	+62	1,274	+23	2,447	+41
UK	333,241	51%	22,733	+15	42%	45,196	+27	19,197	+19	38,376	+30
Ukraine	7,976	40%	481	+15	77%	1,063	+44	401	+48	878	+89
Rest of Europe	29,240	34%	2,569	+193	36%	4,227	+180	1,508	+100	2,674	+103

Country	Stockholm county						City of Stockholm					
	Guest nights 2014	Share in Sweden	February 2015			YTD 2015		February 2015		YTD 2015		
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %	
<b>North America</b>	<b>370,249</b>	<b>64%</b>	<b>14,048</b>	<b>-10</b>	<b>56%</b>	<b>27,794</b>	<b>-4</b>	<b>12,277</b>	<b>-13</b>	<b>24,455</b>	<b>-6</b>	
Canada	38,413	63%	1,333	-42	53%	2,634	-33	1,179	-45	2,349	-36	
USA	331,836	64%	12,715	-4	56%	25,160	0	11,098	-7	22,106	-1	
<b>Central &amp; South America</b>	<b>57,294</b>	<b>74%</b>	<b>2,002</b>	<b>+19</b>	<b>64%</b>	<b>4,516</b>	<b>+37</b>	<b>1,503</b>	<b>-2</b>	<b>3,687</b>	<b>+22</b>	
Argentina	5,333	77%	178	+112	63%	320	+44	148	+121	284	+47	
Brazil	31,869	77%	1,031	0	68%	2,252	+23	857	-10	1,975	+16	
Chile	2,204	65%	146	+85	70%	237	+37	121	+61	207	+23	
Columbia	2,040	70%	41	-16	61%	132	+71	32	-20	116	+71	
Mexico	7,755	80%	174	+9	77%	419	+31	136	-2	348	+22	
Rest of Central & South America	8,093	60%	432	+53	53%	1,156	+71	209	-17	757	+29	
<b>Asia</b>	<b>373,300</b>	<b>56%</b>	<b>22,295</b>	<b>+6</b>	<b>56%</b>	<b>40,490</b>	<b>-1</b>	<b>18,499</b>	<b>-3</b>	<b>33,893</b>	<b>-9</b>	
China	81,414	43%	4,741	+7	46%	8,571	+6	4,314	+6	7,501	+2	
India	110,988	65%	6,856	-24	66%	13,160	-19	5,834	-3	11,612	-23	
Indonesia	3,238	71%	81	+98	50%	185	+54	67	+81	156	-46	
Iran	3,071	56%	115	+9	35%	303	+31	56	-41	167	-10	
Israel	14,479	64%	433	+2	69%	843	+11	388	+4	745	+17	
Japan	56,446	64%	2,431	+35	45%	3,643	-23	2,062	+32	3,053	-28	
Malaysia	4,369	65%	146	+2	53%	337	+4	140	+25	322	+17	
Qatar	7,208	93%	988	+150	97%	1,486	+77	127	-67	175	-79	
Saudi Arabia	7,172	60%	313	+180	46%	611	+111	181	+85	365	+43	
Singapore	8,186	55%	456	+27	64%	920	+53	418	+36	821	+58	
South Korea	13,849	47%	814	+19	59%	1,595	-3	712	+14	1,427	-5	
Taiwan	7,425	73%	620	+155	81%	847	+128	523	+204	724	+174	
Thailand	14,868	80%	1,663	+15	93%	3,196	+7	1,606	+17	3,071	+7	
United Arab Emirates	17,194	67%	768	-8	82%	1,732	0	720	-9	1,630	-1	
Rest of Asia	23,393	51%	1,870	+93	40%	3,061	+87	1,351	+82	2,124	+56	
<b>Africa</b>	<b>27,186</b>	<b>51%</b>	<b>1,757</b>	<b>+41</b>	<b>41%</b>	<b>2,875</b>	<b>+36</b>	<b>1,201</b>	<b>+31</b>	<b>1,994</b>	<b>+26</b>	
Egypt	3,738	57%	174	+51	21%	255	+31	160	+42	232	+24	
Morocco	1,537	65%	117	+388	63%	162	+268	108	+350	149	+239	
Namibia	1,978	64%	193	+74	63%	418	+82	189	+84	409	+89	
South Africa	5,514	55%	316	+35	73%	532	+24	275	+42	473	+31	
Rest of Africa	14,419	44%	957	+26	37%	1,508	+23	469	-3	731	-6	
<b>Oceania</b>	<b>55,912</b>	<b>63%</b>	<b>1,858</b>	<b>-7</b>	<b>54%</b>	<b>5,110</b>	<b>+5</b>	<b>1,722</b>	<b>-9</b>	<b>4,622</b>	<b>+2</b>	
Australia	48,024	64%	1,663	-8	53%	4,679	+4	1,555	-9	4,249	+2	
New Zealand	5,091	63%	190	+5	76%	417	+9	162	-7	359	+2	
Rest of Oceania	2,797	29%	5	+150	22%	14	+27	5	+150	14	+56	
<b>Rest of the World</b>	<b>23,534</b>	<b>46%</b>	<b>7,951</b>	<b>+642</b>	<b>78%</b>	<b>14,376</b>	<b>+937</b>	<b>7,451</b>	<b>+614</b>	<b>13,643</b>	<b>+944</b>	
Not indicated	492,618	48%	28,289	-4	39%	57,602	+6	24,367	0	50,296	+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			
	February		YTD		February		YTD	
	2015	2014	2015	2014	2015	2014	2015	2014
Number of hotels	293	288	583	575	148	146	293	292
Room capacity	883,196	860,220	1,835,480	1,789,573	540,316	523,131	1,126,523	1,093,686
Occupied rooms	476,057	450,282	957,350	878,212	321,950	309,937	643,520	596,890
Capacity utilization (%)	53.9	52.4	52.2	49.1	59.6	59.3	57.1	54.6
Mon-Thu (%)	61.0	59.8	62.6	65.5	66.2	66.8	60.7	64.0
Fri-Sun (%)	44.2	42.1	40.8	37.0	50.8	49.1	42.4	38.0
Revenues (MSEK)	493.4	469.6	977.4	896.8	349.0	335.8	682.8	630.1
Rev. Per occupied room (SEK)	1,036	1,043	1,028	1,020	1,084	1,084	1,063	1,054
Rev. Per disp. room (SEK)	559	546	536	501	646	642	607	575