

Stockholm's tourism industry. March 2015

During the month of February approximately 870,000 guest nights were recorded at commercial accommodation in the country of Stockholm. This is an increase of 8 % compared to March 2014. Over two thirds of overnight stays came from domestic demand which is an increase of 7%. Foreign overnight stays increased by 11 %.

Nordic guest nights increased by 2 % and Norwegian visitors stood for the majority, they also decreased by 9 %.

For the other European countries the number of overnight stays increased by 15 %. The countries with the most recorded nights were the UK which increased by 19 % and Germany that increased by 27% compared to March in 2014.

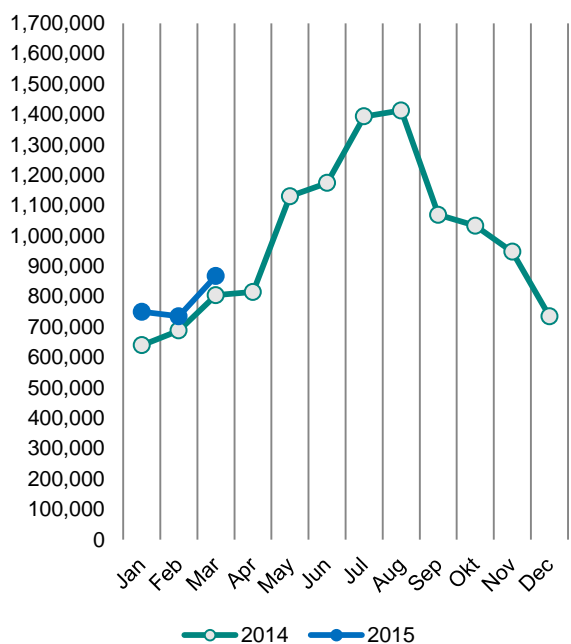
The number of overnight stays also increased for non-European countries, 10 %. The US accounted for the largest number of nights and decreased by 4 %.

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

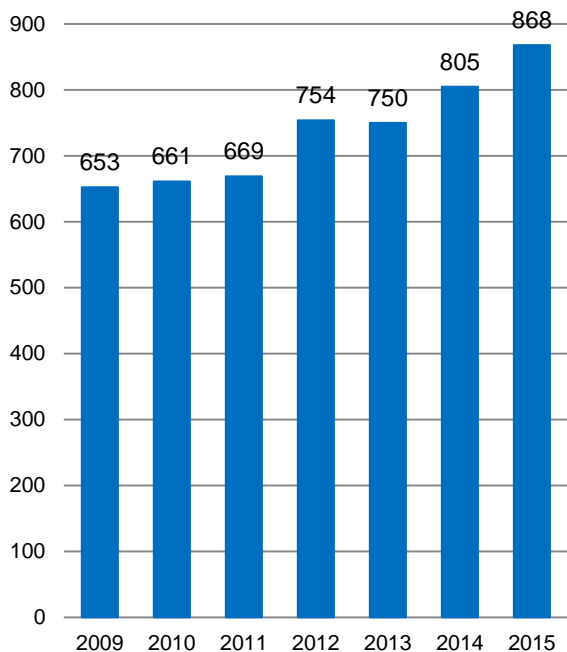
Commercial overnight stays in Stockholm's county March 2015, top 20.

Target group	Guest nights	Change, %			
Total	868,185	8%			
Sweden	623,068	7%			
Foreign	245,117	11%			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Not indicated	33,068	7%	11 Netherlands	6,839	15%
2 UK	26,133	19%	12 Italy	5,845	28%
3 Germany	20,060	27%	13 Spain	5,026	31%
4 USA	18,425	-4%	14 Russia	4,548	-37%
5 Norway	17,309	-9%	15 Switzerland	3,742	5%
6 Finland	13,297	8%	16 China	3,324	-28%
7 Denmark	11,020	16%	17 Belgium	3,050	-8%
8 France	8,343	8%	18 Austria	2,722	54%
9 India	7,611	-26%	19 Japan	2,675	14%
10 Poland	7,529	49%	20 Thailand	2,312	29%

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



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



Commercial overnight stays 2015 compared with previous year.

	March 2015		YTD	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	868,185	8%	2,353,197	11%
Domestic	623,068	7%	1,681,112	11%
Foreign	245,117	11%	672,085	10%
Nordic countries, excl. Sweden	42,380	2%	116,436	0%
Europe excl. Nordic countries	109,680	15%	310,818	12%
Non-European	93,057	10%	244,831	11%
City of Stockholm	582,162	7%	1,567,013	9%
Domestic	387,052	6%	1,027,557	10%
Foreign	195,110	9%	539,456	8%
Nordic countries, excl. Sweden	31,773	4%	88,511	0%
Europe excl. Nordic countries	84,166	12%	240,089	9%
Non-European	79,171	8%	210,856	9%
Sweden	3,886,227	7%	10,870,954	8%

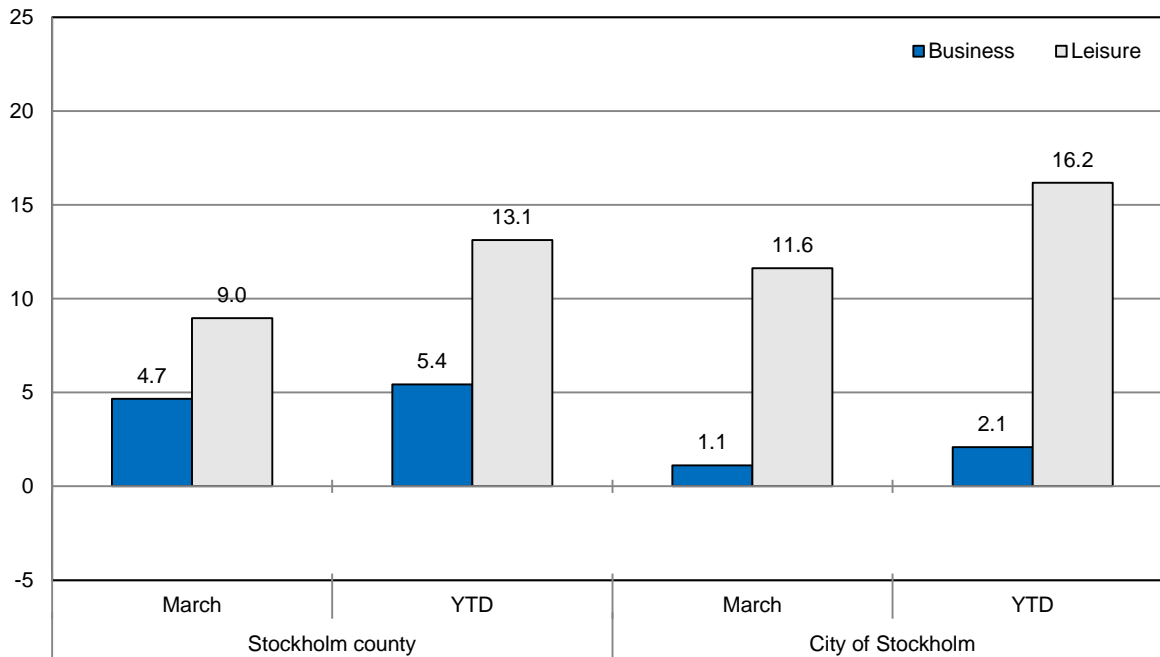
Commercial overnight stays: hotel, vacation villages, hostels, camping and commercially arranged private cottages and apartments.
Source: Statistics Sweden and Swedish Agency for Economic and Regional Growth, preliminary data.

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

Country	Stockholm county						City of Stockholm				
	Guest nights 2014	Share in Sweden	March 2015			YTD 2015		March 2015		YTD 2015	
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %
Total	11,848,763	20%	868,185	8	22%	2,353,197	11	582,162	7	1,567,013	9
Sweden	7,839,252	18%	623,068	7	20%	1,681,112	11	387,052	6	1,027,557	10
Foreign	4,009,511	28%	245,117	11	34%	672,085	10	195,110	9	539,456	8
Nordic countries excl. Sweden	648,277	12%	42,380	2	16%	116,436	0	31,773	4	88,511	0
Europe excl. Nordic countries	1,961,141	31%	109,680	15	38%	310,818	12	84,166	12	240,089	9
Non-European/ not indicated	1,400,093	56%	93,057	10	51%	244,831	11	79,171	8	210,856	9
Europe	2,609,418	22%	152,060	11	28%	427,254	9	115,939	10	328,600	7
Austria	50,104	47%	2,722	54	46%	5,976	25	2,143	47	4,790	23
Belarus	1,859	48%	55	-42	73%	418	18	54	-39	400	18
Belgium	57,889	38%	3,050	-8	39%	8,267	-7	2,636	-8	6,935	-11
Bulgaria	3,248	36%	260	66	38%	664	28	205	51	553	27
Croatia	4,545	41%	235	-64	55%	627	-57	201	-61	536	-55
Czech Republic	16,723	33%	1,322	-15	22%	3,287	6	627	-11	1,928	16
Denmark	157,729	13%	11,020	16	12%	29,691	9	7,695	21	20,855	11
Estonia	20,604	28%	1,684	7	16%	4,385	13	962	4	2,498	2
Finland	208,776	36%	13,297	8	34%	36,860	8	10,290	11	28,861	7
France	156,572	53%	8,343	8	47%	24,750	6	6,864	1	21,343	4
Georgia	3,651	46%	124	-62	33%	429	-26	73	-46	294	1
Germany	482,252	16%	20,060	27	26%	50,370	10	15,322	35	36,506	14
Greece	17,051	65%	951	70	60%	3,268	18	850	71	2,925	26
Hungary	9,931	43%	561	20	17%	1,717	10	471	12	1,495	8
Iceland	10,556	50%	754	66	57%	2,345	68	617	57	1,940	69
Ireland	21,516	61%	1,388	-34	48%	4,481	-9	1,120	-35	3,076	-26
Italy	135,923	56%	5,845	28	43%	17,766	20	4,892	24	14,764	15
Latvia	12,210	36%	950	33	22%	2,613	8	679	17	1,875	-3
Lithuania	14,824	42%	1,644	50	43%	4,209	7	910	6	2,403	-8
Luxembourg	6,373	48%	476	78	60%	1,221	25	458	84	1,147	25
Netherlands	112,639	19%	6,839	15	37%	17,968	12	5,470	15	14,522	12
Norway	271,216	8%	17,309	-9	13%	47,540	-11	13,171	-10	36,855	-11
Poland	67,534	34%	7,529	49	47%	22,552	72	2,668	-2	9,548	36
Portugal	13,302	49%	825	-12	53%	2,160	0	728	-2	1,938	7
Romania	16,087	42%	1,256	39	42%	3,315	23	1,154	39	3,054	24
Russia	114,047	52%	4,548	-37	55%	21,133	-35	3,611	-38	17,436	-35
Slovakia	6,084	36%	266	-24	13%	816	-9	200	-23	661	-1
Slovenia	2,210	9%	117	77	37%	352	74	107	75	294	61
Spain	96,571	59%	5,026	31	57%	12,919	26	4,193	26	10,928	27
Switzerland	124,191	41%	3,742	5	42%	11,135	10	3,180	1	9,520	7
Turkey	22,744	68%	1,820	48	70%	5,396	57	1,315	39	3,765	40
UK	333,241	51%	26,133	19	51%	71,472	24	21,526	18	59,908	26
Ukraine	7,976	40%	440	-1	50%	1,511	28	324	14	1,210	61
Rest of Europe	29,240	34%	1,469	54	21%	5,641	129	1,223	39	3,837	74

Country	Stockholm county						City of Stockholm					
	Guest nights 2014	Share in Sweden	March 2015			YTD 2015		March 2015		YTD 2015		
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %	
North America	370,249	64%	20,166	-5	62%	47,999	-5	17,824	-9	42,264	-7	
Canada	38,413	63%	1,741	-16	52%	4,384	-27	1,553	-20	3,877	-31	
USA	331,836	64%	18,425	-4	63%	43,615	-2	16,271	-8	38,387	-4	
Central & South America	57,294	74%	2,390	22	62%	6,868	30	1,981	14	5,641	19	
Argentina	5,333	77%	264	-12	66%	580	11	238	-14	519	11	
Brazil	31,869	77%	1,214	47	73%	3,444	29	1,036	44	2,997	24	
Chile	2,204	65%	81	21	76%	311	30	77	20	277	19	
Columbia	2,040	70%	108	2	82%	240	31	103	0	219	28	
Mexico	7,755	80%	303	26	50%	718	28	275	20	620	20	
Rest of Central & South America	8,093	60%	420	0	43%	1,575	44	252	-28	1,009	8	
Asia	373,300	56%	22,479	-12	55%	62,611	-5	18,228	-18	51,838	-13	
China	81,414	43%	3,324	-28	42%	11,822	-7	2,515	-37	9,954	-13	
India	110,988	65%	7,611	-26	61%	20,686	-22	6,617	-28	18,148	-25	
Indonesia	3,238	71%	97	-62	69%	282	-24	91	-62	247	-29	
Iran	3,071	56%	204	9	64%	518	23	146	-14	323	-9	
Israel	14,479	64%	544	37	72%	1,376	19	502	42	1,237	25	
Japan	56,446	64%	2,675	14	44%	6,277	-11	2,135	8	5,151	-18	
Malaysia	4,369	65%	116	-43	50%	451	-15	111	-35	432	-3	
Qatar	7,208	93%	1,028	132	99%	2,480	93	114	-73	287	-77	
Saudi Arabia	7,172	60%	402	147	54%	1,007	122	276	104	635	63	
Singapore	8,186	55%	534	58	52%	1,434	53	471	49	1,275	53	
South Korea	13,849	47%	641	-13	53%	2,221	-7	520	-17	1,934	-9	
Taiwan	7,425	73%	342	190	50%	1,175	140	257	186	969	174	
Thailand	14,868	80%	2,312	29	89%	5,480	14	2,190	31	5,235	16	
United Arab Emirates	17,194	67%	1,016	11	82%	2,735	3	966	9	2,583	2	
Rest of Asia	23,393	51%	1,633	-39	36%	4,667	9	1,317	-33	3,428	3	
Africa	27,186	51%	3,078	85	58%	5,918	56	1,853	35	3,826	29	
Egypt	3,738	57%	158	-43	33%	409	-14	135	-50	363	-20	
Morocco	1,537	65%	82	-31	38%	241	48	76	-25	223	53	
Namibia	1,978	64%	159	85	34%	574	82	135	59	541	80	
South Africa	5,514	55%	383	63	51%	910	37	300	52	768	37	
Rest of Africa	14,419	44%	2,296	143	68%	3,784	74	1,207	68	1,931	29	
Oceania	55,912	63%	2,140	12	58%	7,208	6	1,919	10	6,508	4	
Australia	48,024	64%	1,921	14	58%	6,562	6	1,744	12	5,963	4	
New Zealand	5,091	63%	206	10	63%	619	8	163	-7	519	-1	
Rest of Oceania	2,797	29%	13	-70	45%	27	-50	12	33	26	44	
Rest of the World	23,534	46%	9,736	859	74%	23,984	899	8,548	830	22,073	892	
Not indicated	492,618	48%	33,068	7	40%	90,243	6	28,818	12	78,706	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			
	March		YTD		March		YTD	
	2015	2014	2015	2014	2015	2014	2015	2014
Number of hotels	295	290	878	865	147	145	440	437
Room capacity	975,545	952,637	2,811,437	2,742,210	596,234	578,751	1,722,592	1,672,437
Occupied rooms	571,117	538,357	1,527,646	1,416,569	384,482	367,385	1,027,652	964,275
Capacity utilization (%)	58.5	56.5	54.3	51.7	64.5	63.4	59.7	57.7
Mon-Thu (%)	66.3	64.9	64.1	64.8	72.0	71.0	62.2	63.0
Fri-Sun (%)	47.5	46.1	38.8	38.2	54.0	54.3	40.2	39.3
Revenues (MSEK)	597.3	559.8	1574.7	1456.6	412.4	395.0	1095.3	1025.1
Rev. Per occupied room (SEK)	1,046	1,040	1,035	1,027	1,073	1,075	1,067	1,061
Rev. Per disp. room (SEK)	612	588	562	530	692	683	636	612