

Stockholm's tourism industry. June 2015

During the month of June over 1,200,000 guest nights were recorded at commercial accommodation in the county of Stockholm. This is an increase of 6 % compared to June 2014. About 60 % of overnight stays came from domestic demand which increased by 3 %. Foreign overnight stays in general increased by 11 %.

Nordic guest nights increased by 2 % 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 8 %, and the UK, which increased by 11 %, compared to June in 2014.

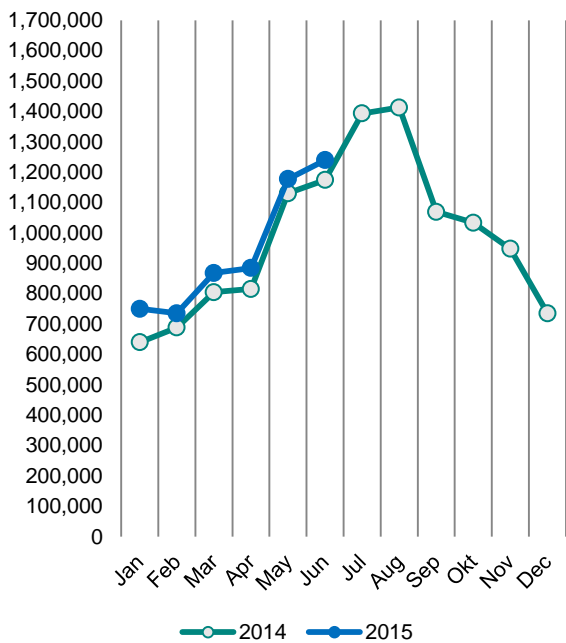
The number of overnight stays also increased for non-European countries, 20 %. The US accounted for the largest number of nights and increased by 7 %.

In Stockholm's county, the average price of a hotel night has decreased but the hotels' total revenues have increased compared to June 2014.

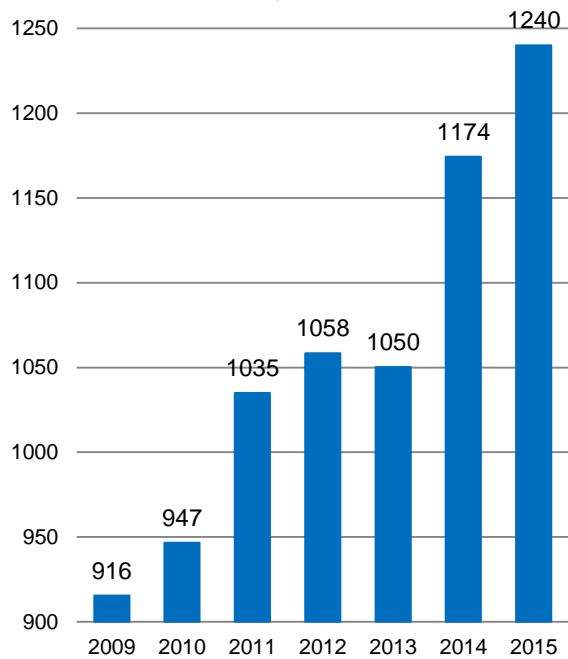
Commercial overnight stays in Stockholm's county June 2015, top 20.

Target group	Guest nights	Change, %			
Total	1,239,610	6%			
Sweden	723,338	3%			
Foreign	516,272	11%			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Germany	77,468	8%	11 Netherlands	12,921	6%
2 Not Indicated	56,431	31%	12 Italy	12,692	1%
3 UK	53,085	7%	13 China	12,685	13%
4 USA	40,202	11%	14 Poland	12,090	75%
5 Norway	24,948	-4%	15 Spain	11,375	12%
6 Finland	22,349	-15%	16 Japan	9,773	21%
7 Denmark	18,547	28%	17 Austria	7,427	18%
8 France	17,759	3%	18 Australia	7,177	-7%
9 Switzerland	16,006	-2%	19 Canada	6,984	8%
10 India	13,888	34%	20 Russia	6,140	-40%

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



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



Commercial overnight stays 2015 compared with previous year.

	June 2015		YTD	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	1,239,610	6%	5,661,349	8%
Domestic	723,338	3%	3,775,249	7%
Foreign	516,272	11%	1,886,100	9%
Nordic countries, excl. Sweden	68,709	2%	304,103	4%
Europe excl. Nordic countries	247,567	7%	894,613	9%
Non-European	199,996	20%	687,384	13%
City of Stockholm	817,077	5%	3,743,018	6%
Domestic	411,112	2%	2,251,736	7%
Foreign	405,965	8%	1,491,282	6%
Nordic countries, excl. Sweden	50,903	0%	227,869	3%
Europe excl. Nordic countries	185,135	1%	681,340	3%
Non-European	169,927	21%	582,073	11%
Sweden	5,865,024	0%	25,062,710	5%

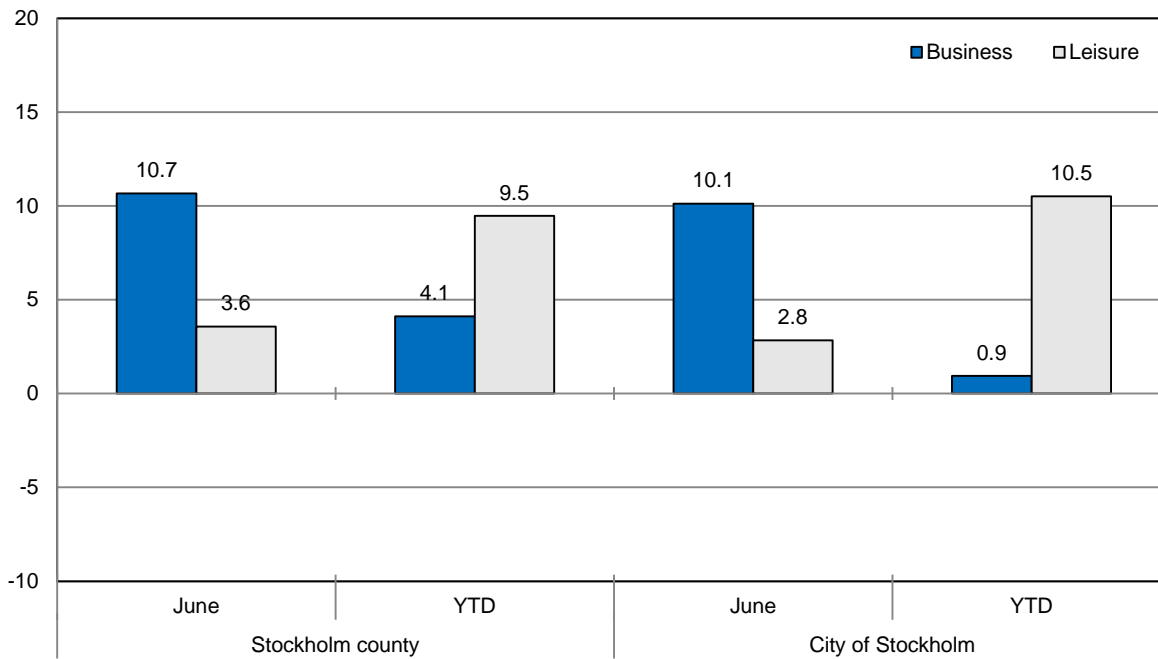
Commercial overnight stays: hotel, vacation villages, hostels, camping and commercially arranged private cottages and apartments.
Source: Statistics Sweden and Swedish Agency for Economic and Regional Growth, preliminary data.

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

Country	Stockholm county						City of Stockholm					
	Guest nights 2014	Share in Sweden	June 2015			YTD 2015		June 2015		YTD 2015		
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %	
Total	11,848,763	20%	1,239,610	6	21%	5,661,349	8	817,077	5	3,743,018	6	
Sweden	7,839,252	18%	723,338	3	17%	3,775,249	7	411,112	2	2,251,736	7	
Foreign	4,009,511	28%	516,272	11	31%	1,886,100	9	405,965	8	1,491,282	6	
Nordic countries excl. Sweden	648,277	12%	68,709	2	14%	304,103	4	50,903	0	227,869	3	
Europe excl. Nordic countries	1,961,141	31%	247,567	7	31%	894,613	9	185,135	1	681,340	3	
Non-European/ not indicated	1,400,093	56%	199,996	20	54%	687,384	13	169,927	21	582,073	11	
Europe	2,609,418	22%	316,276	6	24%	1,198,716	7	236,038	1	909,209	3	
Austria	50,104	47%	7,427	18	45%	23,676	21	6,170	15	19,388	17	
Belarus	1,859	48%	125	-45	56%	761	-16	67	-70	641	-13	
Belgium	57,889	38%	5,527	-12	42%	24,702	-8	4,532	-12	20,544	-11	
Bulgaria	3,248	36%	487	75	49%	1,793	34	427	89	1,516	37	
Croatia	4,545	41%	274	-28	27%	1,462	-44	237	-30	1,235	-42	
Czech Republic	16,723	33%	2,126	46	34%	7,790	-13	1,183	8	4,636	-9	
Denmark	157,729	13%	18,547	28	22%	79,322	17	12,832	27	55,197	18	
Estonia	20,604	28%	1,634	-25	20%	8,428	-2	1,180	14	5,322	-1	
Finland	208,776	36%	22,349	-15	31%	95,787	2	16,876	-17	72,151	-2	
France	156,572	53%	17,759	3	55%	68,545	-1	14,795	1	57,775	-4	
Georgia	3,651	46%	499	33	42%	1,600	-6	392	17	1,236	21	
Germany	482,252	16%	77,468	8	20%	200,810	8	53,993	1	146,629	4	
Greece	17,051	65%	1,884	30	68%	8,260	5	1,495	10	6,789	-2	
Hungary	9,931	43%	1,292	4	48%	4,700	7	991	-8	3,763	-3	
Iceland	10,556	50%	2,865	244	68%	8,912	123	2,401	246	7,515	143	
Ireland	21,516	61%	1,735	-27	53%	9,365	-11	1,358	-35	6,942	-23	
Italy	135,923	56%	12,692	1	55%	49,898	6	10,933	0	42,452	2	
Latvia	12,210	36%	1,242	1	43%	6,061	4	813	27	4,316	3	
Lithuania	14,824	42%	2,171	37	45%	10,754	41	1,528	121	6,540	32	
Luxembourg	6,373	48%	1,114	56	77%	4,510	58	990	56	3,888	49	
Netherlands	112,639	19%	12,921	6	17%	50,376	12	9,702	1	39,197	8	
Norway	271,216	8%	24,948	-4	8%	120,082	-5	18,794	-4	93,006	-5	
Poland	67,534	34%	12,090	75	45%	56,205	89	4,191	8	21,042	28	
Portugal	13,302	49%	2,528	47	68%	7,214	15	1,699	8	5,671	2	
Romania	16,087	42%	1,958	-7	47%	8,527	26	1,565	-15	7,254	21	
Russia	114,047	52%	6,140	-40	56%	38,575	-38	5,414	-32	31,760	-37	
Slovakia	6,084	36%	371	-26	18%	2,007	-22	281	-23	1,581	-14	
Slovenia	2,210	9%	312	32	49%	1,342	67	274	22	1,116	51	
Spain	96,571	59%	11,375	12	67%	41,260	14	9,198	1	34,175	9	
Switzerland	124,191	41%	16,006	-2	33%	48,007	6	12,668	-8	39,668	0	
Turkey	22,744	68%	2,674	-2	67%	12,755	26	1,860	-25	9,216	6	
UK	333,241	51%	40,202	11	50%	173,748	16	32,859	11	141,529	16	
Ukraine	7,976	40%	916	-3	44%	3,689	14	766	14	2,919	37	
Rest of Europe	29,240	34%	4,618	12	31%	17,793	38	3,574	-1	12,600	10	

Country	Stockholm county							City of Stockholm			
	Guest nights 2014	Share in Sweden	June 2015			YTD 2015		June 2015		YTD 2015	
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %
North America	370,249	64%	60,069	7	68%	164,954	0	52,988	6	142,778	-4
Canada	38,413	63%	6,984	8	73%	17,409	-6	6,301	13	15,392	-8
USA	331,836	64%	53,085	7	67%	147,545	0	46,687	5	127,386	-3
Central & South America	57,294	74%	8,448	8	71%	24,161	5	7,745	8	20,906	-1
Argentina	5,333	77%	919	9	79%	2,691	8	860	13	2,439	6
Brazil	31,869	77%	4,803	5	73%	12,751	1	4,374	2	11,139	-6
Chile	2,204	65%	372	29	75%	1,007	11	334	24	916	6
Columbia	2,040	70%	359	36	65%	1,044	33	339	40	978	32
Mexico	7,755	80%	1,037	-4	77%	2,883	0	945	-3	2,548	-3
Rest of Central & South America	8,093	60%	958	20	53%	3,785	14	893	35	2,886	1
Asia	373,300	56%	50,830	16	49%	175,706	7	39,149	15	140,470	-1
China	81,414	43%	12,685	13	31%	34,945	3	8,766	19	26,600	-3
India	110,988	65%	13,888	34	69%	57,154	0	11,728	29	49,153	-4
Indonesia	3,238	71%	422	47	62%	984	-29	389	46	885	-31
Iran	3,071	56%	194	-34	53%	1,013	-5	173	-39	733	-22
Israel	14,479	64%	1,452	-14	71%	4,462	9	1,326	-13	4,012	13
Japan	56,446	64%	9,773	21	71%	22,523	5	6,555	3	16,449	-8
Malaysia	4,369	65%	541	-39	63%	1,890	-6	487	-34	1,785	3
Qatar	7,208	93%	155	252	65%	4,543	143	147	374	604	-66
Saudi Arabia	7,172	60%	675	-37	73%	2,724	-2	591	-41	1,900	-27
Singapore	8,186	55%	1,599	37	66%	4,620	39	1,335	34	3,910	33
South Korea	13,849	47%	1,614	2	21%	6,520	4	1,430	4	5,602	1
Taiwan	7,425	73%	2,221	40	75%	4,587	57	1,491	55	3,319	63
Thailand	14,868	80%	2,216	118	74%	11,440	38	1,891	138	10,433	38
United Arab Emirates	17,194	67%	1,474	-16	74%	6,562	-10	1,368	8	5,951	-3
Rest of Asia	23,393	51%	1,921	-28	41%	11,739	10	1,472	-27	9,134	5
Africa	27,186	51%	2,305	-43	45%	13,097	-9	1,721	-53	9,379	-22
Egypt	3,738	57%	313	-14	40%	1,201	-41	286	-19	1,057	-45
Morocco	1,537	65%	127	31	55%	547	-19	114	21	485	-20
Namibia	1,978	64%	104	-94	46%	1,968	-35	97	-94	1,895	-36
South Africa	5,514	55%	638	8	48%	2,190	2	525	2	1,854	1
Rest of Africa	14,419	44%	1,123	-10	44%	7,191	11	699	-30	4,088	-14
Oceania	55,912	63%	7,941	-14	65%	21,732	-8	7,005	-10	19,335	-5
Australia	48,024	64%	7,177	-7	66%	19,526	-3	6,356	-9	17,439	-5
New Zealand	5,091	63%	760	-6	59%	2,070	-3	645	-12	1,769	-7
Rest of Oceania	2,797	29%	4	-99	7%	136	-90	4	-91	127	15
Rest of the World	23,534	46%	13,972	438	64%	57,490	686	12,781	517	52,344	725
Not indicated	492,618	48%	56,431	31	45%	230,244	9	48,538	34	196,861	12

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			
	June		YTD		June		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