

## Stockholm's tourism industry. July 2015

During the month of July over 1.6 million guest nights were recorded at commercial accommodation in the county of Stockholm. This is an increase of 20 % compared to July 2014. About 60 % of overnight stays came from domestic demand which increased by 21 %. Foreign overnight stays in general increased by 18 %.

Nordic guest nights increased by 60 %. Norwegian visitors stood for the majority of guest nights, an increase of 62 %, followed by Danish visitors, an increase by 160 %.

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

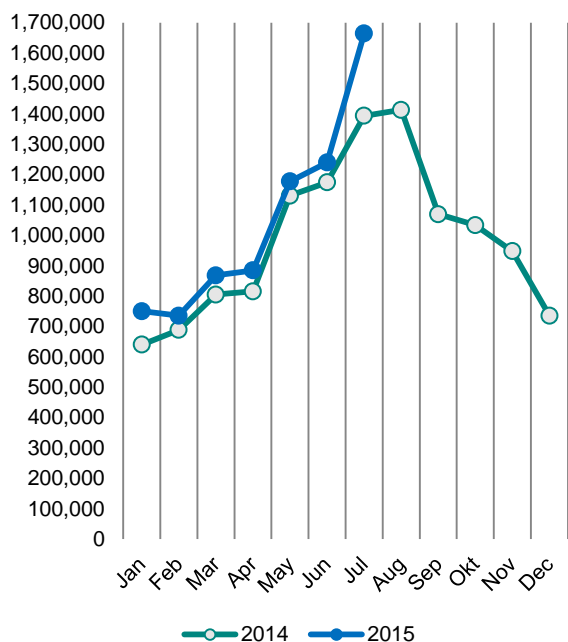
Target group	Guest nights	Change, %			
<b>Total</b>	<b>1,664,526</b>	<b>20%</b>			
<b>Sweden</b>	<b>981,259</b>	<b>21%</b>			
<b>Foreign</b>	<b>683,267</b>	<b>18%</b>			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Germany	89,994	5%	11 Spain	15,517	13%
2 Norway	73,801	62%	12 Italy	14,927	-24%
3 Not indicated	73,469	33%	13 China	10,814	5%
4 Denmark	65,615	160%	14 Austria	10,787	12%
5 US	47,038	-9%	15 Poland	10,252	72%
6 Finland	41,329	-4%	16 Belgium	8,965	2%
7 UK	39,958	18%	17 India	8,832	28%
8 Switzerland	31,160	3%	18 Japan	7,994	3%
9 France	20,456	-2%	19 Russia	7,810	-33%
10 Netherlands	17,502	-2%	20 Australia	7,326	-15%

For the other European countries the number of overnight stays increased by 5 %. The countries with the most recorded nights were Germany, which increased by 5 %, and the UK, which increased by 18 %, compared to July in 2014.

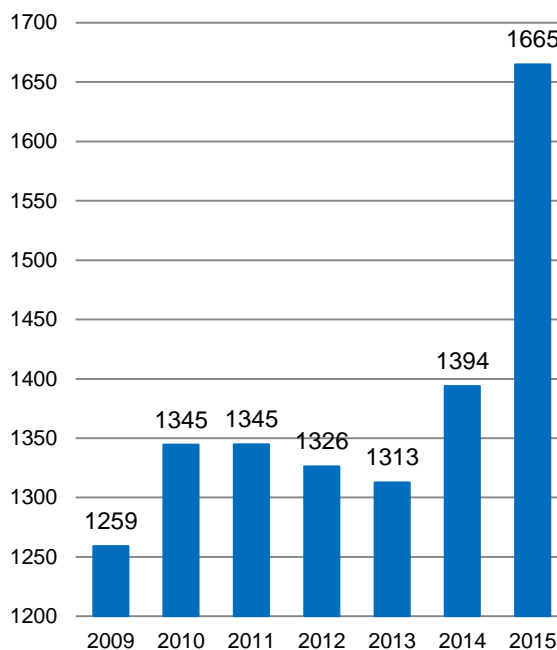
The number of overnight stays also increased for non-European countries, 13 %. The US accounted for the largest number of nights but decreased by 9 %.

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

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



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



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

	July 2015		YTD	
	Guest nights	Change, %	Guest nights	Change, %
<b>Stockholm County</b>	<b>1,664,526</b>	<b>20%</b>	<b>7,330,533</b>	<b>11%</b>
Domestic	981,259	21%	4,760,599	10%
Foreign	683,267	18%	2,569,934	12%
Nordic countries, excl. Sweden	184,327	60%	489,808	20%
Europe excl. Nordic countries	295,986	5%	1,191,055	8%
Non-European	202,954	13%	889,071	13%
<b>City of Stockholm</b>	<b>1,074,687</b>	<b>19%</b>	<b>4,830,337</b>	<b>9%</b>
Domestic	563,499	25%	2,815,716	10%
Foreign	511,188	14%	2,014,621	8%
Nordic countries, excl. Sweden	127,709	50%	355,386	16%
Europe excl. Nordic countries	212,120	1%	900,096	3%
Non-European	171,359	12%	759,139	12%
<b>Sweden</b>	<b>12,039,279</b>	<b>1%</b>	<b>37,247,433</b>	<b>4%</b>

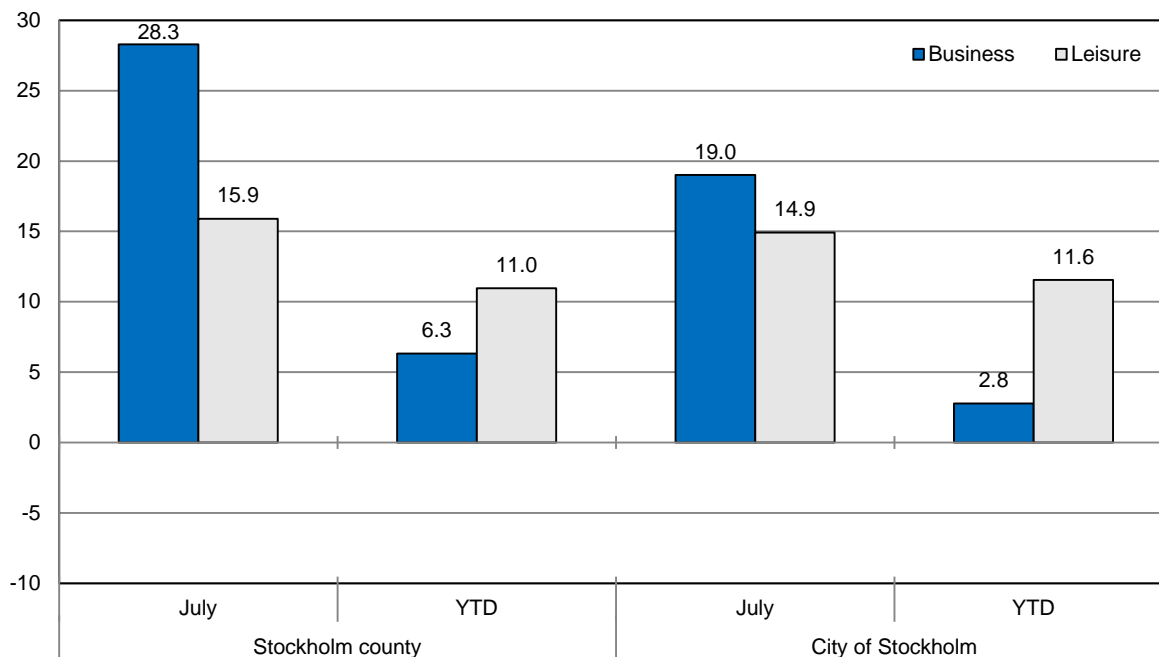
Commercial overnight stays: hotel, vacation villages, hostels, camping and commercially arranged private cottages and apartments.  
Source: Statistics Sweden and Swedish Agency for Economic and Regional Growth, preliminary data.

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

Country	Stockholm county						City of Stockholm					
	Guest nights 2014	Share in Sweden	July 2015			YTD 2015		July 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>1,664,526</b>	<b>20</b>	<b>14%</b>	<b>7,330,533</b>	<b>11</b>	<b>1,074,687</b>	<b>19</b>	<b>4,830,337</b>	<b>9</b>	
<b>Sweden</b>	<b>7,839,252</b>	<b>18%</b>	<b>981,259</b>	<b>21</b>	<b>12%</b>	<b>4,760,599</b>	<b>10</b>	<b>563,499</b>	<b>25</b>	<b>2,815,716</b>	<b>10</b>	
<b>Foreign</b>	<b>4,009,511</b>	<b>28%</b>	<b>683,267</b>	<b>18</b>	<b>19%</b>	<b>2,569,934</b>	<b>12</b>	<b>511,188</b>	<b>14</b>	<b>2,014,621</b>	<b>8</b>	
<b>Nordic countries excl. Sweden</b>	<b>648,277</b>	<b>12%</b>	<b>184,327</b>	<b>60</b>	<b>10%</b>	<b>489,808</b>	<b>20</b>	<b>127,709</b>	<b>50</b>	<b>355,386</b>	<b>16</b>	
<b>Europe excl. Nordic countries</b>	<b>1,961,141</b>	<b>31%</b>	<b>295,986</b>	<b>5</b>	<b>22%</b>	<b>1,191,055</b>	<b>8</b>	<b>212,120</b>	<b>1</b>	<b>900,096</b>	<b>3</b>	
<b>Non-European/ not indicated</b>	<b>1,400,093</b>	<b>56%</b>	<b>202,954</b>	<b>13</b>	<b>48%</b>	<b>889,071</b>	<b>13</b>	<b>171,359</b>	<b>12</b>	<b>759,139</b>	<b>12</b>	
<b>Europe</b>	<b>2,609,418</b>	<b>22%</b>	<b>480,313</b>	<b>21</b>	<b>15%</b>	<b>1,680,863</b>	<b>11</b>	<b>339,829</b>	<b>15</b>	<b>1,255,482</b>	<b>6</b>	
Austria	50,104	47%	10,787	12	39%	34,449	18	8,763	11	28,170	15	
Belarus	1,859	48%	193	-35	54%	947	-21	174	-29	810	-18	
Belgium	57,889	38%	8,965	2	34%	33,734	-6	7,080	1	27,849	-7	
Bulgaria	3,248	36%	486	-17	36%	2,268	18	419	115	1,916	47	
Croatia	4,545	41%	179	22	59%	1,638	-41	154	12	1,410	-38	
Czech Republic	16,723	33%	1,442	2	17%	9,342	-10	892	-14	5,651	-8	
Denmark	157,729	13%	65,615	160	21%	145,948	57	42,262	144	97,730	52	
Estonia	20,604	28%	1,417	-9	16%	9,894	-3	896	22	6,224	2	
Finland	208,776	36%	41,329	-4	34%	136,690	0	30,756	-9	102,539	-5	
France	156,572	53%	20,456	-2	46%	88,853	-2	15,936	-7	74,144	-4	
Georgia	3,651	46%	467	8	20%	2,070	-3	336	-16	1,586	11	
Germany	482,252	16%	89,994	5	13%	290,669	7	60,737	8	208,659	6	
Greece	17,051	65%	1,471	-24	75%	9,677	-1	1,193	-31	7,996	-8	
Hungary	9,931	43%	971	0	39%	5,608	5	733	-15	4,498	-5	
Iceland	10,556	50%	3,582	188	66%	12,427	137	2,692	150	10,072	141	
Ireland	21,516	61%	2,030	10	62%	11,315	-9	971	-34	7,896	-25	
Italy	135,923	56%	14,927	-24	55%	65,512	-1	12,778	-26	56,346	-4	
Latvia	12,210	36%	1,049	12	40%	7,049	4	612	15	4,878	3	
Lithuania	14,824	42%	1,107	45	29%	11,963	42	643	37	7,152	32	
Luxembourg	6,373	48%	1,275	44	57%	5,803	55	1,157	45	5,344	57	
Netherlands	112,639	19%	17,502	-2	9%	67,774	8	11,552	0	50,746	6	
Norway	271,216	8%	73,801	62	6%	194,743	13	51,999	58	145,045	11	
Poland	67,534	34%	10,252	72	34%	65,148	83	3,441	7	24,266	23	
Portugal	13,302	49%	2,972	136	68%	10,108	34	1,883	62	7,547	12	
Romania	16,087	42%	2,347	32	54%	10,835	27	1,667	-1	9,094	19	
Russia	114,047	52%	7,810	-33	45%	46,314	-37	6,267	-32	38,414	-36	
Slovakia	6,084	36%	596	-7	23%	2,604	-19	400	9	1,983	-10	
Slovenia	2,210	9%	271	-1	24%	1,610	50	192	-15	1,313	36	
Spain	96,571	59%	15,517	13	70%	56,258	13	12,871	2	46,950	7	
Switzerland	124,191	41%	31,160	3	26%	78,838	4	23,047	1	63,134	1	
Turkey	22,744	68%	3,590	37	73%	16,306	28	2,590	10	11,920	8	
UK	333,241	51%	39,958	18	45%	216,289	18	29,428	10	173,248	16	
Ukraine	7,976	40%	654	-41	44%	4,317	-1	462	-24	3,380	23	
Rest of Europe	29,240	34%	6,141	39	26%	18,780	43	4,846	16	17,572	13	

Country	Stockholm county						City of Stockholm				
	Guest nights 2014	Share in Sweden	July 2015			YTD 2015		July 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>51,446</b>	<b>-10</b>	<b>62%</b>	<b>215,971</b>	<b>-3</b>	<b>44,838</b>	<b>-13</b>	<b>189,958</b>	<b>-5</b>
Canada	38,413	63%	4,408	-17	67%	21,773	-9	3,650	-24	19,223	-11
USA	331,836	64%	47,038	-9	61%	194,198	-2	41,188	-11	170,735	-4
<b>Central &amp; South America</b>	<b>57,294</b>	<b>74%</b>	<b>10,270</b>	<b>15</b>	<b>74%</b>	<b>34,886</b>	<b>9</b>	<b>9,110</b>	<b>10</b>	<b>30,892</b>	<b>5</b>
Argentina	5,333	77%	1,158	25	77%	3,840	12	1,072	20	3,573	12
Brazil	31,869	77%	5,596	22	83%	18,336	7	5,070	17	16,597	3
Chile	2,204	65%	389	-9	84%	1,400	5	332	-18	1,256	-1
Columbia	2,040	70%	398	47	90%	1,432	36	323	23	1,296	29
Mexico	7,755	80%	1,542	-7	79%	4,429	-2	1,332	-16	3,897	-7
Rest of Central & South America	8,093	60%	1,187	10	43%	5,449	24	981	15	4,273	15
<b>Asia</b>	<b>373,300</b>	<b>56%</b>	<b>46,564</b>	<b>14</b>	<b>48%</b>	<b>221,856</b>	<b>8</b>	<b>36,136</b>	<b>10</b>	<b>177,032</b>	<b>2</b>
China	81,414	43%	10,814	5	26%	44,990	1	7,713	5	34,446	-1
India	110,988	65%	8,832	28	78%	66,105	3	7,428	16	56,549	-2
Indonesia	3,238	71%	717	1	79%	1,688	-19	620	0	1,499	-21
Iran	3,071	56%	529	67	47%	1,601	16	447	66	1,263	5
Israel	14,479	64%	2,827	-23	70%	7,238	-7	2,318	-25	6,316	-5
Japan	56,446	64%	7,994	3	75%	30,090	3	5,571	-7	21,853	-9
Malaysia	4,369	65%	491	-9	71%	2,415	-5	418	-10	2,231	2
Qatar	7,208	93%	1,812	155	93%	7,165	178	738	177	1,399	-31
Saudi Arabia	7,172	60%	1,061	181	72%	3,743	19	969	177	2,895	-1
Singapore	8,186	55%	658	-38	51%	5,269	20	598	-35	4,524	17
South Korea	13,849	47%	1,875	7	32%	8,340	4	1,539	11	7,126	3
Taiwan	7,425	73%	2,039	19	81%	6,774	46	1,594	17	5,120	51
Thailand	14,868	80%	2,110	80	77%	13,505	43	1,958	78	12,411	43
United Arab Emirates	17,194	67%	1,953	10	69%	8,436	-7	1,736	12	7,762	1
Rest of Asia	23,393	51%	2,852	38	39%	14,497	14	2,489	50	11,638	12
<b>Africa</b>	<b>27,186</b>	<b>51%</b>	<b>2,181</b>	<b>-20</b>	<b>37%</b>	<b>15,380</b>	<b>-10</b>	<b>1,883</b>	<b>-16</b>	<b>11,453</b>	<b>-20</b>
Egypt	3,738	57%	195	27	44%	1,417	-36	166	14	1,216	-41
Morocco	1,537	65%	21	-73	16%	586	-22	21	-72	544	-21
Namibia	1,978	64%	149	-69	42%	2,098	-40	125	-73	1,988	-42
South Africa	5,514	55%	422	-41	48%	2,605	-9	332	-49	2,211	-11
Rest of Africa	14,419	44%	1,394	6	35%	8,674	11	1,239	38	5,494	-3
<b>Oceania</b>	<b>55,912</b>	<b>63%</b>	<b>8,159</b>	<b>-19</b>	<b>65%</b>	<b>29,715</b>	<b>-12</b>	<b>7,132</b>	<b>-16</b>	<b>26,497</b>	<b>-8</b>
Australia	48,024	64%	7,326	-15	66%	26,669	-7	6,402	-19	23,861	-9
New Zealand	5,091	63%	801	2	67%	2,878	-2	714	11	2,490	-2
Rest of Oceania	2,797	29%	32	-95	13%	168	-92	16	-41	146	7
<b>Rest of the World</b>	<b>23,534</b>	<b>46%</b>	<b>10,865</b>	<b>148</b>	<b>30%</b>	<b>70,159</b>	<b>500</b>	<b>9,936</b>	<b>173</b>	<b>63,911</b>	<b>540</b>
Not indicated	492,618	48%	73,469	33	42%	301,104	13	62,324	37	259,396	17

**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			
	July		YTD		July		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