

Stockholm's tourism industry. August 2015

During the month of August over 1.5 million guest nights were recorded at commercial accommodation in the county of Stockholm. This is an increase of 7 % compared to August 2014. About 60 % of overnight stays came from domestic demand which increased by 6 %. Foreign overnight stays in general increased by 10 %.

Nordic guest nights increased by 11 %. Norwegian visitors stood for the majority of guest nights, and increased by 1 %, followed by Finnish visitors, which increased by 15 %.

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

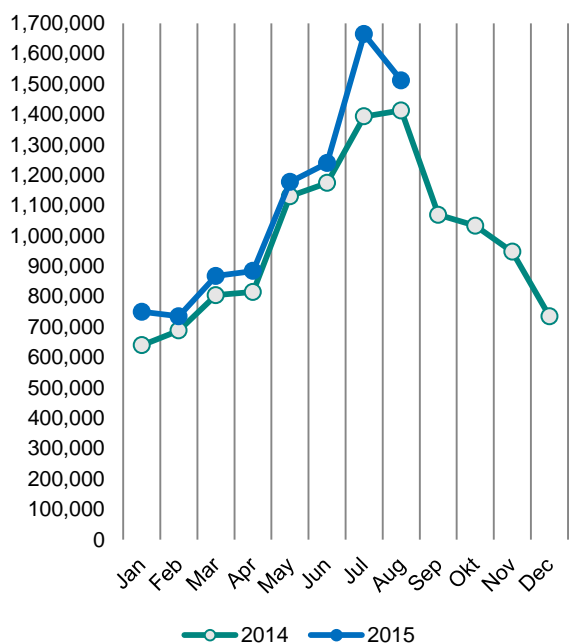
Target group	Guest nights	Change, %			
Total	1,512,423	7%			
Sweden	869,575	6%			
Foreign	642,848	10%			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Germany	117,967	9%	11 Switzerland	19,820	-2%
2 Not indicated	59,067	7%	12 Netherlands	18,091	1%
3 USA	57,636	20%	13 China	13,364	11%
4 UK	50,972	24%	14 Poland	11,195	68%
5 Italy	35,368	-2%	15 Austria	10,110	15%
6 Norway	28,203	1%	16 India	9,846	15%
7 France	25,121	-1%	17 Russia	9,596	-24%
8 Spain	24,150	6%	18 Japan	8,916	-16%
9 Finland	20,684	15%	19 Australia	7,580	20%
10 Denmark	20,321	15%	20 Belgium	6,328	-11%

For the other European countries the number of overnight stays increased by 8 %. The countries with the most recorded nights were Germany, which increased by 9 %, and the UK, which increased by 20 %, compared to August in 2014.

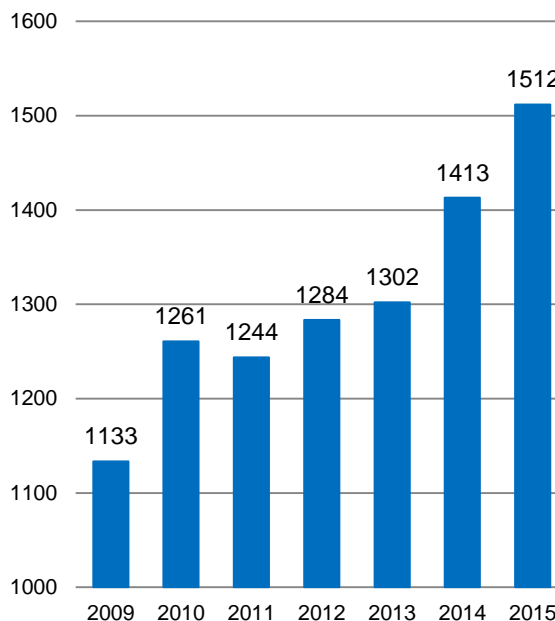
The number of overnight stays also increased for non-European countries, 13 %. The US accounted for the largest number of nights and increased by 20 %.

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

Commercial overnight stays by month 2014 and 2015, Stockholm county



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



Commercial overnight stays 2015 compared with previous year.

	August 2015		YTD	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	1,512,423	7%	8,867,673	10%
Domestic	869,575	6%	5,660,735	10%
Foreign	642,848	10%	3,206,938	11%
Nordic countries, excl. Sweden	72,082	11%	557,287	18%
Europe excl. Nordic countries	361,870	8%	1,555,870	8%
Non-European	208,896	13%	1,093,781	12%
City of Stockholm	976,044	6%	5,804,317	9%
Domestic	481,117	6%	3,296,085	9%
Foreign	494,927	6%	2,508,232	8%
Nordic countries, excl. Sweden	51,846	6%	406,729	14%
Europe excl. Nordic countries	266,520	4%	1,166,316	3%
Non-European	176,561	11%	935,187	12%
Sweden	8,189,161	6%	46,119,684	6%

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

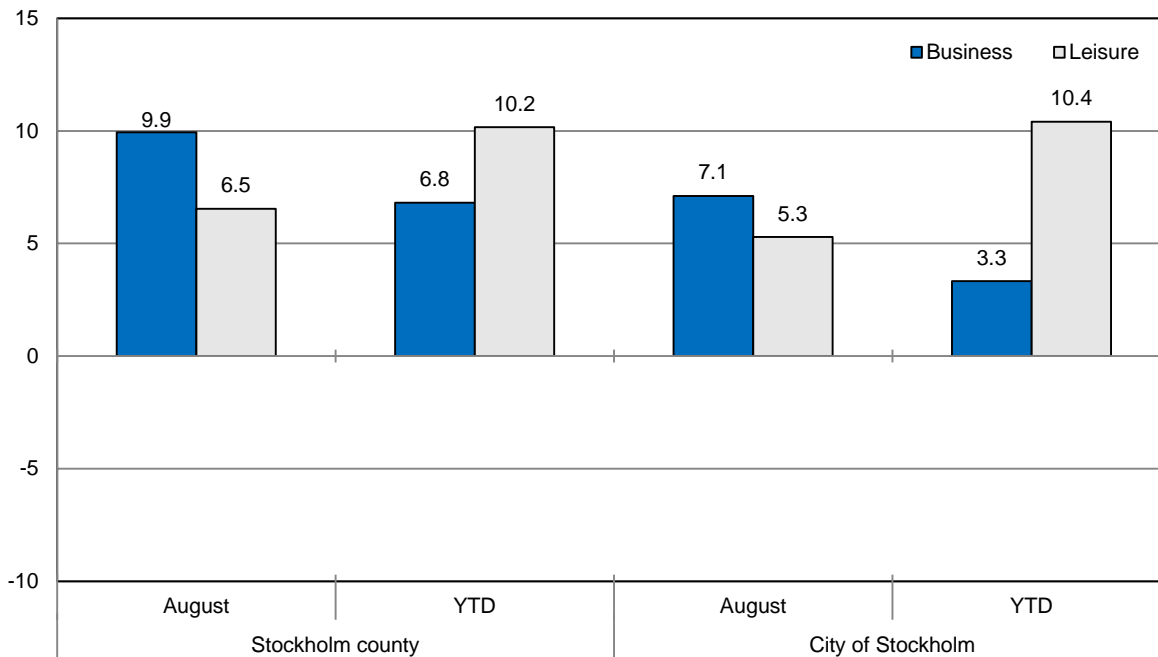
Source: Statistics Sweden and Swedish Agency for Economic and Regional Growth, preliminary data.

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

Country	Stockholm county						City of Stockholm				
	Guest nights 2014	Share in Sweden	August 2015			YTD 2015		August 2015		YTD 2015	
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %
Total	11,848,763	20%	1,664,526	20	14%	7,330,533	11	1,074,687	19	4,830,337	9
Sweden	7,839,252	18%	981,259	21	12%	4,760,599	10	563,499	25	2,815,716	10
Foreign	4,009,511	28%	683,267	18	19%	2,569,934	12	511,188	14	2,014,621	8
Nordic countries excl. Sweden	648,277	12%	184,327	60	10%	489,808	20	127,709	50	355,386	16
Europe excl. Nordic countries	1,961,141	31%	295,986	5	22%	1,191,055	8	212,120	1	900,096	3
Non-European/ not indicated	1,400,093	56%	202,954	13	48%	889,071	13	171,359	12	759,139	12
Europe	2,609,418	22%	480,313	21	15%	1,680,863	11	339,829	15	1,255,482	6
Austria	50,104	47%	10,110	15	39%	44,599	17	8,438	15	36,595	15
Belarus	1,859	48%	140	24	29%	1,093	-17	114	14	922	-15
Belgium	57,889	38%	6,328	-11	30%	40,398	-6	4,854	-18	32,672	-9
Bulgaria	3,248	36%	615	60	49%	2,856	24	552	77	2,462	53
Croatia	4,545	41%	416	49	36%	2,069	-32	249	29	1,657	-33
Czech Republic	16,723	33%	1,692	-7	21%	10,997	-10	1,345	5	6,996	-6
Denmark	157,729	13%	20,321	15	19%	164,856	49	14,879	20	112,475	47
Estonia	20,604	28%	1,608	1	23%	12,254	4	1,001	9	7,227	3
Finland	208,776	36%	20,684	15	37%	156,049	1	15,191	6	117,584	-3
France	156,572	53%	25,121	-1	48%	113,962	-2	19,860	-7	93,913	-5
Georgia	3,651	46%	366	-2	22%	2,404	-4	299	12	1,880	11
Germany	482,252	16%	117,967	9	13%	408,031	7	77,356	9	285,917	6
Greece	17,051	65%	2,658	11	76%	12,365	1	2,184	3	10,153	-6
Hungary	9,931	43%	1,659	12	40%	7,326	7	1,343	16	5,843	-1
Iceland	10,556	50%	2,874	134	63%	15,072	133	2,477	125	12,528	138
Ireland	21,516	61%	2,699	42	54%	13,897	-3	1,680	5	9,575	-21
Italy	135,923	56%	35,368	-2	63%	100,620	-2	30,251	-7	86,550	-5
Latvia	12,210	36%	1,362	7	27%	8,550	6	941	19	5,809	5
Lithuania	14,824	42%	1,953	82	44%	14,007	48	1,255	96	8,450	40
Luxembourg	6,373	48%	1,325	14	45%	7,068	44	1,148	13	6,492	47
Netherlands	112,639	19%	18,091	1	11%	85,900	7	12,985	3	63,654	5
Norway	271,216	8%	28,203	1	6%	221,310	11	19,299	-8	164,142	8
Poland	67,534	34%	11,195	68	34%	77,626	83	3,621	-17	28,122	17
Portugal	13,302	49%	2,804	29	59%	12,826	32	2,011	8	9,544	11
Romania	16,087	42%	2,116	-18	49%	12,976	17	1,415	-38	10,568	6
Russia	114,047	52%	9,596	-24	56%	58,011	-33	8,137	-18	46,511	-33
Slovakia	6,084	36%	446	-40	23%	3,064	-22	307	-18	2,318	-10
Slovenia	2,210	9%	646	97	40%	2,226	59	444	42	1,754	37
Spain	96,571	59%	24,150	6	71%	79,980	10	21,094	4	68,040	6
Switzerland	124,191	41%	19,820	-2	34%	98,543	3	15,984	-7	79,099	-1
Turkey	22,744	68%	2,035	0	61%	18,103	22	1,516	-4	13,401	6
UK	333,241	51%	50,972	24	52%	267,132	19	39,378	19	212,496	17
Ukraine	7,976	40%	967	-10	22%	5,287	-3	685	29	4,067	24
Rest of Europe	29,240	34%	7,645	54	38%	31,700	38	6,073	51	23,629	20

Country	Stockholm county						City of Stockholm				
	Guest nights 2014	Share in Sweden	August 2015			YTD 2015		August 2015		YTD 2015	
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %
North America	370,249	64%	62,282	18	70%	279,770	2	55,177	15	245,062	-1
Canada	38,413	63%	4,646	-2	68%	26,385	-8	3,873	-9	23,067	-10
USA	331,836	64%	57,636	20	70%	253,385	3	51,304	18	221,995	0
Central & South America	57,294	74%	8,534	-5	75%	43,241	6	7,596	-8	38,477	2
Argentina	5,333	77%	1,104	29	80%	4,937	15	1,036	26	4,605	15
Brazil	31,869	77%	4,269	-23	81%	22,471	-1	3,959	-23	20,545	-3
Chile	2,204	65%	385	37	77%	1,761	9	356	33	1,611	5
Columbia	2,040	70%	281	-32	65%	1,694	15	247	-35	1,542	11
Mexico	7,755	80%	1,062	35	84%	5,484	3	954	27	4,845	-2
Rest of Central & South America	8,093	60%	1,433	26	56%	6,894	25	1,044	10	5,329	15
Asia	373,300	56%	54,118	4	50%	276,209	7	42,777	-1	220,235	1
China	81,414	43%	13,364	11	28%	58,012	3	9,026	6	43,430	0
India	110,988	65%	9,846	15	67%	77,823	7	8,879	16	66,036	1
Indonesia	3,238	71%	134	-69	60%	1,800	-29	124	-69	1,626	-29
Iran	3,071	56%	402	-9	60%	2,003	10	301	-23	1,562	-2
Israel	14,479	64%	2,951	-20	67%	10,082	-12	2,533	-24	8,839	-11
Japan	56,446	64%	8,916	-16	77%	38,535	-3	6,367	-27	28,182	-13
Malaysia	4,369	65%	450	2	78%	2,877	-4	420	6	2,650	2
Qatar	7,208	93%	2,648	10	93%	9,395	89	1,703	-12	3,101	-22
Saudi Arabia	7,172	60%	1,793	-23	69%	5,484	0	1,615	-24	4,503	-11
Singapore	8,186	55%	719	2	66%	5,976	17	648	13	5,163	16
South Korea	13,849	47%	1,974	3	28%	10,241	3	1,653	-3	8,768	1
Taiwan	7,425	73%	1,031	1	68%	7,659	35	911	5	6,024	41
Thailand	14,868	80%	1,944	60	78%	15,261	43	1,752	73	14,135	46
United Arab Emirates	17,194	67%	4,208	37	81%	12,708	5	3,735	29	11,476	8
Rest of Asia	23,393	51%	3,738	18	52%	18,353	16	3,110	13	14,740	12
Africa	27,186	51%	4,006	40	59%	19,398	-3	3,340	32	14,809	-12
Egypt	3,738	57%	365	36	43%	1,769	-28	272	9	1,490	-36
Morocco	1,537	65%	288	2	71%	866	-16	236	-15	779	-19
Namibia	1,978	64%	35	-94	14%	2,086	-49	32	-94	2,015	-50
South Africa	5,514	55%	795	66	65%	3,428	3	715	60	2,921	0
Rest of Africa	14,419	44%	2,523	104	63%	11,249	25	2,085	113	7,604	15
Oceania	55,912	63%	8,303	11	68%	38,188	-7	7,222	11	33,702	-5
Australia	48,024	64%	7,580	20	70%	34,358	-2	6,604	13	30,448	-5
New Zealand	5,091	63%	676	-16	57%	3,614	-3	571	-10	3,061	-4
Rest of Oceania	2,797	29%	47	-88	27%	216	-91	47	52	193	15
Rest of the World	23,534	46%	12,586	157	37%	81,952	394	10,192	155	73,921	428
Not indicated	492,618	48%	59,067	7	46%	355,023	11	50,257	8	308,981	15

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			
	August		YTD		August		YTD	
	2015	2014	2015	2014	2015	2014	2015	2014
Number of hotels	297	298	300	298	147	148	148	148
Room capacity	987,159	984,212	7,602,205	7,481,605	600,442	593,843	4,671,388	4,582,595
Occupied rooms	733,594	677,339	4,832,056	4,468,183	496,432	467,508	3,290,427	3,091,047
Capacity utilization (%)	74.3	68.7	63.6	59.7	82.7	78.5	70.4	67.5
Mon-Thu (%)	80.0	74.9	61.4	61.5	87.0	84.0	60.0	60.0
Fri-Sun (%)	67.4	62.2	41.7	40.8	77.4	73.1	42.6	41.5
Revenues (MSEK)	778.3	694.5	4930.4	4636.3	558.8	510.2	3841.7	3679.6
Rev. Per occupied room (SEK)	1,061	1,025	1,043	1,048	1,126	1,091	1,101	1,108
Rev. Per disp. room (SEK)	788	706	663	626	931	859	775	747