

## Stockholm's tourism industry. September 2015

During the month of September over 1.2 million guest nights were recorded at commercial accommodation in the county of Stockholm. This is an increase of 13 % compared to September 2014. About 60 % of overnight stays came from domestic demand which increased by 8 %. Foreign overnight stays in general increased by 25 %.

Nordic guest nights increased by 13 %. Norwegian visitors stood for the majority of guest nights, and increased by 9 %, followed by Danish visitors, which increased by 8 %.

For the other European countries the number of overnight stays increased by 24 %. The countries with the most recorded nights were Germany, which increased by 24 %, and the UK, which increased by 16 %, compared to September in 2014.

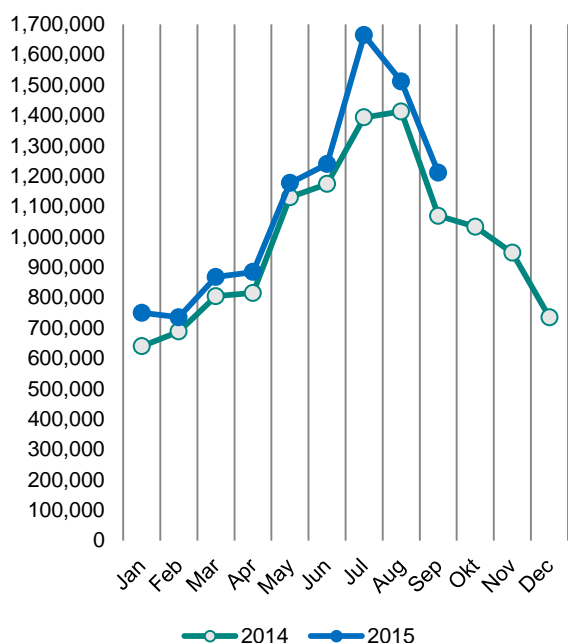
The number of overnight stays also increased for non-European countries, 30 %. The US accounted for the largest number of nights and increased by 7 %.

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

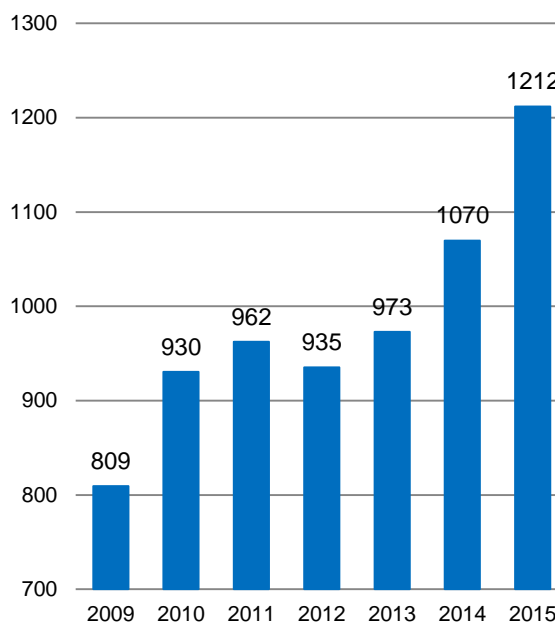
### Commercial overnight stays in Stockholm's county September 2015, top 20.

Target group	Guest nights	Change, %			
<b>Total</b>	<b>1,211,544</b>	<b>13%</b>			
<b>Sweden</b>	<b>781,875</b>	<b>8%</b>			
<b>Foreign</b>	<b>429,669</b>	<b>25%</b>			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Not indicated	62,812	38%	11 Poland	10,781	67%
2 Germany	43,846	24%	12 Spain	10,769	31%
3 UK	35,548	16%	13 Italy	9,732	11%
4 US	34,779	7%	14 Switzerland	9,641	8%
5 Norway	24,505	9%	15 Netherlands	9,211	-4%
6 Denmark	16,660	8%	16 Austria	7,313	77%
7 Finland	15,699	24%	17 Japan	7,128	-11%
8 India	14,533	42%	18 Russia	6,711	9%
9 France	11,906	32%	19 Australia	5,096	10%
10 China	11,141	29%	20 Belgium	4,597	-6%

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



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



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

	September 2015		YTD	
	Guest nights	Change, %	Guest nights	Change, %
<b>Stockholm County</b>	<b>1,211,544</b>	<b>13%</b>	<b>10,084,331</b>	<b>11%</b>
Domestic	781,875	8%	6,454,759	10%
Foreign	429,669	25%	3,629,572	12%
Nordic countries, excl. Sweden	58,358	13%	616,114	18%
Europe excl. Nordic countries	189,905	24%	1,744,237	9%
Non-European	181,406	30%	1,269,221	14%
<b>City of Stockholm</b>	<b>805,357</b>	<b>13%</b>	<b>6,609,674</b>	<b>9%</b>
Domestic	458,957	7%	3,755,042	9%
Foreign	346,400	23%	2,854,632	10%
Nordic countries, excl. Sweden	45,105	13%	451,834	14%
Europe excl. Nordic countries	147,449	21%	1,313,765	5%
Non-European	153,846	28%	1,089,033	14%
<b>Sweden</b>	<b>4,007,064</b>	<b>7%</b>	<b>50,421,926</b>	<b>7%</b>

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

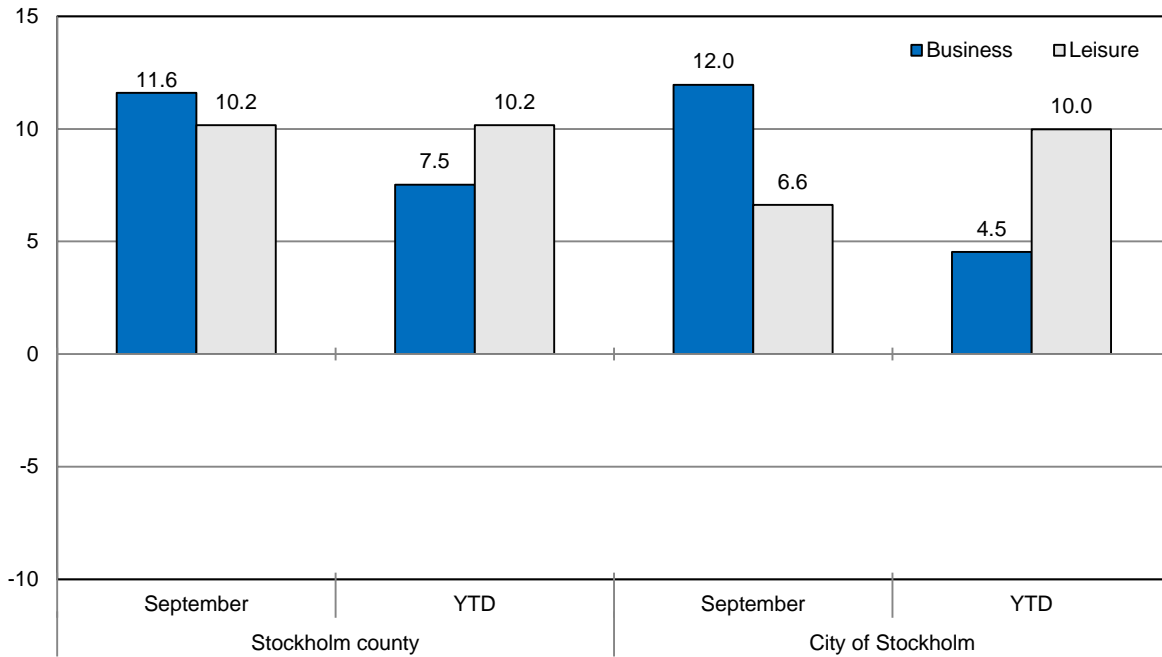
Source: Statistics Sweden and Swedish Agency for Economic and Regional Growth, preliminary data.

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

Country	Stockholm county							City of Stockholm			
	Guest nights 2014	Share in Sweden	September 2015			YTD 2015		September 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>1,211,544</b>	<b>13</b>	<b>10%</b>	<b>10,084,331</b>	<b>11</b>	<b>805,357</b>	<b>13</b>	<b>6,609,674</b>	<b>9</b>
<b>Sweden</b>	<b>7,839,252</b>	<b>18%</b>	<b>781,875</b>	<b>8</b>	<b>9%</b>	<b>6,454,759</b>	<b>10</b>	<b>458,957</b>	<b>7</b>	<b>3,755,042</b>	<b>9</b>
<b>Foreign</b>	<b>4,009,511</b>	<b>28%</b>	<b>429,669</b>	<b>25</b>	<b>12%</b>	<b>3,629,572</b>	<b>12</b>	<b>346,400</b>	<b>23</b>	<b>2,854,632</b>	<b>10</b>
<b>Nordic countries excl. Sweden</b>	<b>648,277</b>	<b>12%</b>	<b>58,358</b>	<b>13</b>	<b>3%</b>	<b>616,114</b>	<b>18</b>	<b>45,105</b>	<b>13</b>	<b>451,834</b>	<b>14</b>
<b>Europe excl. Nordic countries</b>	<b>1,961,141</b>	<b>31%</b>	<b>189,905</b>	<b>24</b>	<b>14%</b>	<b>1,744,237</b>	<b>9</b>	<b>147,449</b>	<b>21</b>	<b>1,313,765</b>	<b>5</b>
<b>Non-European/ not indicated</b>	<b>1,400,093</b>	<b>56%</b>	<b>181,406</b>	<b>30</b>	<b>43%</b>	<b>1,269,221</b>	<b>14</b>	<b>153,846</b>	<b>28</b>	<b>1,089,033</b>	<b>14</b>
<b>Europe</b>	<b>2,609,418</b>	<b>22%</b>	<b>248,263</b>	<b>21</b>	<b>8%</b>	<b>2,360,351</b>	<b>11</b>	<b>192,554</b>	<b>19</b>	<b>1,765,599</b>	<b>7</b>
Austria	50,104	47%	7,313	77	26%	51,785	23	6,325	79	42,920	21
Belarus	1,859	48%	136	25	38%	1,238	-13	124	27	1,046	-12
Belgium	57,889	38%	4,597	-6	17%	44,835	-6	3,858	-3	36,530	-9
Bulgaria	3,248	36%	808	143	59%	3,629	37	654	112	3,116	62
Croatia	4,545	41%	318	-16	105%	2,397	-30	277	-23	1,934	-32
Czech Republic	16,723	33%	2,087	42	24%	13,034	-5	1,606	71	8,602	3
Denmark	157,729	13%	16,660	8	5%	181,844	44	12,498	8	124,973	42
Estonia	20,604	28%	1,327	-33	15%	13,659	-1	1,003	-14	8,230	1
Finland	208,776	36%	15,699	24	13%	171,800	2	12,288	25	129,872	-1
France	156,572	53%	11,906	32	27%	124,745	0	9,968	35	103,881	-2
Georgia	3,651	46%	717	129	31%	3,629	29	620	485	2,500	39
Germany	482,252	16%	43,846	24	6%	454,862	9	33,177	26	319,094	8
Greece	17,051	65%	2,306	65	118%	14,696	8	2,015	73	12,168	2
Hungary	9,931	43%	1,404	50	56%	8,651	11	1,182	41	7,025	4
Iceland	10,556	50%	1,494	79	27%	16,478	126	1,272	77	13,800	130
Ireland	21,516	61%	2,546	12	78%	16,492	0	1,664	-5	11,239	-19
Italy	135,923	56%	9,732	11	36%	109,739	-2	8,353	12	94,903	-4
Latvia	12,210	36%	1,466	21	56%	9,950	7	790	-2	6,599	4
Lithuania	14,824	42%	1,900	58	49%	15,790	48	1,178	56	9,628	41
Luxembourg	6,373	48%	586	-12	26%	7,598	36	501	-20	6,993	39
Netherlands	112,639	19%	9,211	-4	4%	95,742	6	7,479	3	71,133	5
Norway	271,216	8%	24,505	9	2%	245,992	10	19,047	6	183,189	8
Poland	67,534	34%	10,781	67	36%	87,780	80	3,595	-12	31,717	13
Portugal	13,302	49%	1,525	7	35%	14,275	28	1,346	16	10,890	12
Romania	16,087	42%	2,215	64	51%	15,197	22	1,862	53	12,430	11
Russia	114,047	52%	6,711	9	39%	64,585	-30	6,019	15	52,530	-30
Slovakia	6,084	36%	580	-55	22%	3,697	-30	391	-28	2,709	-13
Slovenia	2,210	9%	423	95	37%	2,638	63	378	115	2,132	47
Spain	96,571	59%	10,769	31	49%	90,784	12	8,833	27	76,873	8
Switzerland	124,191	41%	9,641	8	8%	107,955	3	8,129	2	87,228	-1
Turkey	22,744	68%	2,835	53	57%	20,970	26	2,343	47	15,744	11
UK	333,241	51%	35,548	16	40%	301,023	18	28,411	12	240,907	16
Ukraine	7,976	40%	770	-1	51%	5,992	-3	588	-5	4,655	20
Rest of Europe	29,240	34%	5,901	184	26%	36,870	47	4,780	193	28,409	34

Country	Stockholm county						City of Stockholm				
	Guest nights 2014	Share in Sweden	September 2015			YTD 2015		September 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>38,425</b>	<b>7</b>	<b>46%</b>	<b>315,387</b>	<b>1</b>	<b>33,582</b>	<b>3</b>	<b>278,644</b>	<b>0</b>
Canada	38,413	63%	3,646	11	55%	29,726	-7	3,102	5	26,169	-9
USA	331,836	64%	34,779	7	45%	285,661	2	30,480	3	252,475	1
<b>Central &amp; South America</b>	<b>57,294</b>	<b>74%</b>	<b>8,714</b>	<b>19</b>	<b>63%</b>	<b>51,480</b>	<b>7</b>	<b>7,523</b>	<b>16</b>	<b>46,000</b>	<b>4</b>
Argentina	5,333	77%	687	26	45%	5,558	15	623	21	5,228	15
Brazil	31,869	77%	4,405	-3	65%	26,595	-3	3,849	-9	24,394	-4
Chile	2,204	65%	1,009	497	218%	2,743	54	786	388	2,397	41
Columbia	2,040	70%	357	73	81%	2,047	22	275	44	1,817	15
Mexico	7,755	80%	861	3	44%	6,272	2	764	16	5,609	0
Rest of Central & South America	8,093	60%	1,395	36	51%	8,265	26	1,226	68	6,555	22
<b>Asia</b>	<b>373,300</b>	<b>56%</b>	<b>47,843</b>	<b>24</b>	<b>49%</b>	<b>325,239</b>	<b>10</b>	<b>38,061</b>	<b>20</b>	<b>258,296</b>	<b>4</b>
China	81,414	43%	11,141	29	26%	68,847	6	7,843	15	51,273	2
India	110,988	65%	14,533	42	129%	94,694	14	12,977	47	79,013	7
Indonesia	3,238	71%	557	186	61%	2,411	-11	289	101	1,915	-21
Iran	3,071	56%	498	4	45%	2,491	8	294	-28	1,856	-7
Israel	14,479	64%	1,376	69	34%	11,421	-7	1,101	46	9,940	-7
Japan	56,446	64%	7,128	-11	67%	45,424	-5	5,653	-11	33,835	-13
Malaysia	4,369	65%	656	26	95%	3,517	0	518	9	3,168	3
Qatar	7,208	93%	1,102	101	57%	10,309	87	322	113	3,423	-17
Saudi Arabia	7,172	60%	780	7	53%	6,153	-1	649	20	5,152	-8
Singapore	8,186	55%	699	-17	54%	6,744	14	607	-5	5,770	14
South Korea	13,849	47%	1,504	1	26%	11,701	3	1,314	4	10,082	2
Taiwan	7,425	73%	1,070	38	42%	8,782	36	891	50	6,915	42
Thailand	14,868	80%	1,010	2	37%	16,168	38	928	-1	15,063	42
United Arab Emirates	17,194	67%	2,130	41	75%	14,673	8	1,906	46	13,382	12
Rest of Asia	23,393	51%	3,659	33	50%	21,904	18	2,769	13	17,509	12
<b>Africa</b>	<b>27,186</b>	<b>51%</b>	<b>3,990</b>	<b>-1</b>	<b>68%</b>	<b>23,473</b>	<b>-2</b>	<b>3,619</b>	<b>2</b>	<b>18,428</b>	<b>-10</b>
Egypt	3,738	57%	899	21	201%	2,647	-17	805	17	2,295	-24
Morocco	1,537	65%	157	11	116%	1,020	-13	152	11	931	-15
Namibia	1,978	64%	538	47	151%	2,686	-40	513	46	2,528	-42
South Africa	5,514	55%	631	-31	72%	4,017	-6	541	-36	3,462	-8
Rest of Africa	14,419	44%	1,765	-6	44%	13,103	20	1,608	6	9,212	13
<b>Oceania</b>	<b>55,912</b>	<b>63%</b>	<b>5,704</b>	<b>9</b>	<b>46%</b>	<b>43,470</b>	<b>-6</b>	<b>5,062</b>	<b>8</b>	<b>38,764</b>	<b>-3</b>
Australia	48,024	64%	5,096	10	46%	39,081	-2	4,492	5	34,940	-4
New Zealand	5,091	63%	484	8	40%	4,050	-3	453	18	3,514	-1
Rest of Oceania	2,797	29%	124	-17	51%	339	-87	117	1571	310	77
<b>Rest of the World</b>	<b>23,534</b>	<b>46%</b>	<b>13,918</b>	<b>405</b>	<b>38%</b>	<b>94,873</b>	<b>391</b>	<b>13,077</b>	<b>478</b>	<b>86,998</b>	<b>435</b>
Not indicated	492,618	48%	62,812	38	36%	415,299	13	52,922	36	361,903	18

**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			
	September		YTD		September		YTD	
	2015	2014	2015	2014	2015	2014	2015	2014
Number of hotels	299	297	300	298	148	147	148	148
Room capacity	970,029	953,427	8,565,467	8,435,032	585,199	572,250	5,252,424	5,154,845
Occupied rooms	761,432	685,632	5,588,704	5,153,761	500,745	455,495	3,787,662	3,549,223
Capacity utilization (%)	78.5	72.0	65.2	61.1	85.6	79.6	72.1	68.8
Mon-Thu (%)	85.5	78.8	62.0	62.2	90.8	85.3	60.4	60.6
Fri-Sun (%)	67.9	61.2	41.2	40.2	77.8	70.8	42.2	41.0
Revenues (MSEK)	1020.4	796.9	5632.8	5284.5	726.2	557.4	4663.4	4451.4
Rev. Per occupied room (SEK)	1,340	1,162	1,076	1,061	1,450	1,224	1,139	1,121
Rev. Per disp. room (SEK)	1052	836	702	648	1241	974	822	772