

Stockholm's tourism industry. October 2015

During the month of October over 1.1 million guest nights were recorded at commercial accommodation in the county of Stockholm. This is an increase of 7 % compared to October 2014. Circa 68 % of overnight stays came from domestic demand which increased by 1 %. Foreign overnight stays in general increased by 22 %.

Nordic guest nights increased by 10 %. Norwegian visitors stood for the majority of guest nights, and increased by 12 %, followed by Finnish visitors, which increased by 13 %.

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

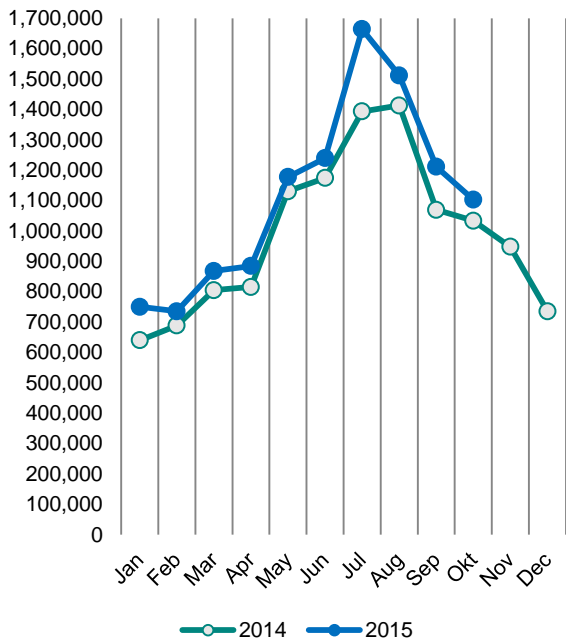
Target group	Guest nights	Change, %			
Total	1,103,191	7%			
Sweden	750,058	1%			
Foreign	353,133	22%			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Not indicated	52,497	20%	11 Netherlands	8,716	13%
2 UK	34,542	28%	12 Italy	8,516	3%
3 Germany	29,816	17%	13 Switzerland	8,490	22%
4 Norway	24,575	12%	14 Spain	8,115	35%
5 USA	24,312	24%	15 China	7,392	29%
6 Finland	18,018	13%	16 Russia	5,176	-29%
7 India	15,144	55%	17 Belgium	3,768	-9%
8 Denmark	14,595	5%	18 Austria	3,709	36%
9 France	10,914	13%	19 Japan	3,428	-3%
10 Poland	10,426	88%	20 Australia	3,025	0%

For the other European countries the number of overnight stays increased by 20 %. The countries with the most recorded nights were the UK, which increased by 28 %, and Germany, which increased by 17 %, compared to October in 2014.

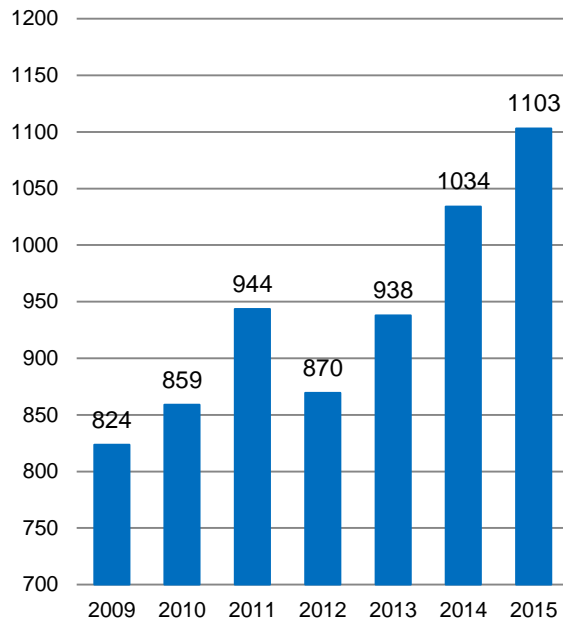
The number of overnight stays also increased for non-European countries, 30 %. The US accounted for the largest number of nights and increased by 24 %.

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

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



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



Commercial overnight stays 2015 compared with previous year.

	October 2015		YTD	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	1,103,191	7%	11,187,290	10%
Domestic	750,058	1%	7,207,141	9%
Foreign	353,133	22%	3,980,149	13%
Nordic countries, excl. Sweden	58,699	10%	672,905	17%
Europe excl. Nordic countries	156,083	20%	1,899,738	10%
Non-European	138,351	31%	1,407,506	16%
City of Stockholm	747,111	7%	7,356,785	22%
Domestic	460,523	-1%	4,215,565	22%
Foreign	286,588	22%	3,141,220	21%
Nordic countries, excl. Sweden	45,795	13%	497,629	26%
Europe excl. Nordic countries	120,596	16%	1,434,361	15%
Non-European	120,197	33%	1,209,230	26%
Sweden	3,634,686	9%	54,219,098	7%

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

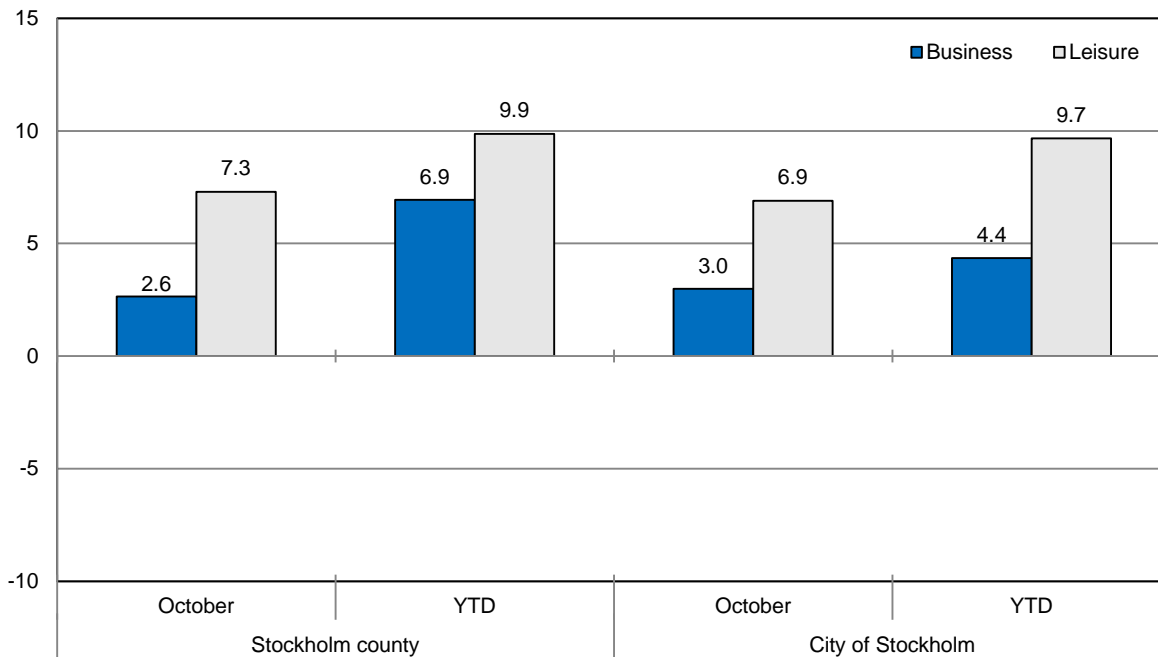
Source: Statistics Sweden and Swedish Agency for Economic and Regional Growth, preliminary data.

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

Country	Stockholm county						City of Stockholm				
	Guest nights 2014	Share in Sweden	October 2015			YTD 2015		October 2015		YTD 2015	
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %
Total	11,848,763	20%	1,103,191	7	30%	11,187,290	10	747,111	7	7,356,785	22
Sweden	7,839,252	18%	750,058	1	27%	7,207,141	9	460,523	-1	4,215,565	22
Foreign	4,009,511	28%	353,133	22	42%	3,980,149	13	286,588	22	3,141,220	21
Nordic countries excl. Sweden	648,277	12%	58,699	10	25%	672,905	17	45,795	13	497,629	26
Europe excl. Nordic countries	1,961,141	31%	156,083	20	44%	1,899,738	10	120,596	16	1,434,361	15
Non-European/ not indicated	1,400,093	56%	138,351	31	54%	1,407,506	16	120,197	33	1,209,230	26
Europe	2,609,418	22%	214,782	17	37%	2,572,643	12	166,391	15	1,931,990	17
Austria	50,104	47%	3,709	36	45%	55,318	23	3,083	39	46,003	30
Belarus	1,859	48%	103	-15	76%	1,375	-11	97	3	1,143	-4
Belgium	57,889	38%	3,768	-9	47%	48,524	-6	3,021	-10	39,551	-1
Bulgaria	3,248	36%	392	61	52%	4,011	39	334	73	3,450	73
Croatia	4,545	41%	312	-19	27%	2,692	-30	252	-31	2,186	-22
Czech Republic	16,723	33%	1,643	49	30%	14,651	-1	1,065	79	9,667	15
Denmark	157,729	13%	14,595	5	23%	196,148	40	10,795	14	135,768	54
Estonia	20,604	28%	1,406	-30	34%	14,963	-5	1,117	11	9,347	14
Finland	208,776	36%	18,018	13	46%	189,216	3	14,433	12	144,305	10
France	156,572	53%	10,914	13	53%	135,659	1	9,619	16	113,500	7
Georgia	3,651	46%	209	-49	44%	3,820	18	196	-26	2,696	52
Germany	482,252	16%	29,816	17	30%	484,864	10	22,932	19	342,026	16
Greece	17,051	65%	1,184	-19	56%	15,812	5	1,017	-20	13,185	11
Hungary	9,931	43%	1,209	69	32%	9,835	16	1,066	79	8,091	19
Iceland	10,556	50%	1,511	-9	68%	17,881	100	1,386	-7	15,186	154
Ireland	21,516	61%	2,853	59	54%	19,308	5	1,213	-13	12,452	-10
Italy	135,923	56%	8,516	3	49%	117,983	-1	7,445	4	102,348	4
Latvia	12,210	36%	1,321	38	47%	11,238	10	877	27	7,476	18
Lithuania	14,824	42%	2,697	66	43%	18,451	50	1,257	35	10,885	59
Luxembourg	6,373	48%	992	105	77%	8,551	41	840	94	7,833	52
Netherlands	112,639	19%	8,716	13	42%	104,630	7	6,843	14	77,976	15
Norway	271,216	8%	24,575	12	20%	269,660	10	19,181	14	202,370	19
Poland	67,534	34%	10,426	88	42%	99,155	82	3,520	9	35,237	25
Portugal	13,302	49%	1,002	13	48%	15,242	27	910	18	11,800	21
Romania	16,087	42%	1,419	13	39%	16,512	20	1,160	5	13,590	22
Russia	114,047	52%	5,176	-29	66%	69,785	-30	4,376	-30	56,906	-24
Slovakia	6,084	36%	414	-12	34%	4,088	-29	324	57	3,033	-5
Slovenia	2,210	9%	451	100	18%	3,083	67	418	156	2,550	58
Spain	96,571	59%	8,115	35	60%	98,686	14	6,380	20	83,253	17
Switzerland	124,191	41%	8,490	22	57%	116,242	4	7,618	21	94,846	8
Turkey	22,744	68%	1,646	-36	64%	22,554	17	1,445	-37	17,189	21
UK	333,241	51%	34,542	28	56%	335,177	19	28,713	29	269,620	30
Ukraine	7,976	40%	767	38	51%	6,768	0	687	69	5,342	35
Rest of Europe	29,240	34%	3,875	115	38%	40,761	52	2,771	112	31,180	42

Country	Stockholm county						City of Stockholm					
	Guest nights 2014	Share in Sweden	October 2015			YTD 2015		October 2015		YTD 2015		
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %	
North America	370,249	64%	27,212	23	64%	342,471	3	23,287	18	301,931	8	
Canada	38,413	63%	2,900	11	66%	32,832	-5	2,656	9	28,825	0	
USA	331,836	64%	24,312	24	63%	309,639	4	20,631	19	273,106	9	
Central & South America	57,294	74%	8,714	19	63%	51,480	7	7,523	16	46,000	4	
Argentina	5,333	77%	531	138	83%	6,092	21	475	128	5,703	22	
Brazil	31,869	77%	2,624	30	56%	29,245	0	2,416	36	26,810	5	
Chile	2,204	65%	411	158	78%	3,169	63	380	153	2,777	50	
Columbia	2,040	70%	180	-40	81%	2,221	12	135	-53	1,952	28	
Mexico	7,755	80%	368	-45	67%	6,664	-2	333	-48	5,942	7	
Rest of Central & South America	8,093	60%	1,830	112	65%	10,095	36	1,671	201	8,226	47	
Asia	373,300	56%	35,543	27	55%	360,141	11	30,347	29	288,643	16	
China	81,414	43%	7,392	29	39%	76,535	8	6,016	26	57,289	14	
India	110,988	65%	15,144	55	71%	109,165	18	13,859	62	92,872	25	
Indonesia	3,238	71%	200	-30	57%	2,618	-13	184	-31	2,099	-13	
Iran	3,071	56%	358	-8	40%	2,833	5	318	-14	2,174	9	
Israel	14,479	64%	830	-18	71%	12,210	-8	756	-14	10,696	0	
Japan	56,446	64%	3,428	-3	50%	48,555	-6	2,699	1	36,534	-6	
Malaysia	4,369	65%	493	108	70%	4,068	8	452	97	3,620	15	
Qatar	7,208	93%	1,040	100	93%	11,289	87	191	77	3,614	-14	
Saudi Arabia	7,172	60%	247	-45	38%	6,426	-3	228	-35	5,380	-3	
Singapore	8,186	55%	595	-20	51%	7,343	10	524	-22	6,294	24	
South Korea	13,849	47%	1,050	25	50%	12,838	5	952	43	11,034	11	
Taiwan	7,425	73%	473	39	54%	9,310	37	382	58	7,297	49	
Thailand	14,868	80%	1,203	23	69%	17,324	37	1,031	27	16,094	51	
United Arab Emirates	17,194	67%	1,168	0	78%	15,881	7	1,069	-3	14,451	21	
Rest of Asia	23,393	51%	1,922	-6	35%	23,746	15	1,686	-5	19,195	23	
Africa	27,186	51%	2,638	9	57%	26,112	-1	2,385	21	20,813	2	
Egypt	3,738	57%	419	74	43%	3,049	-12	348	55	2,643	-14	
Morocco	1,537	65%	78	-63	48%	1,093	-21	76	-62	1,007	-3	
Namibia	1,978	64%	355	52	79%	3,022	-36	340	49	2,868	-35	
South Africa	5,514	55%	1,014	232	72%	5,083	11	945	240	4,407	10	
Rest of Africa	14,419	44%	772	-46	48%	13,865	12	676	-35	9,888	22	
Oceania	55,912	63%	3,482	2	71%	47,038	-6	3,209	3	41,973	5	
Australia	48,024	64%	3,025	0	71%	42,159	-1	2,791	1	37,731	4	
New Zealand	5,091	63%	443	28	72%	4,525	0	407	26	3,921	9	
Rest of Oceania	2,797	29%	14	-59	31%	354	-86	11	-8	321	93	
Rest of the World	23,534	46%	11,035	115	38%	40,761	52	10,481	621	97,479	478	
Not indicated	492,618	48%	52,497	20	50%	464,160	13	45,078	21	406,981	32	

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			
	October		YTD		October		YTD	
	2015	2014	2015	2014	2015	2014	2015	2014
Number of hotels	297	294	300	298	149	145	149	148
Room capacity	988,881	980,439	9,554,645	9,415,471	605,463	589,963	5,859,043	5,744,808
Occupied rooms	678,714	650,543	6,261,208	5,804,237	459,559	439,892	4,244,709	3,985,902
Capacity utilization (%)	68.6	66.4	65.2	61.6	75.9	74.6	72.4	69.4
Mon-Thu (%)	76.2	73.3	61.8	62.4	82.2	80.0	60.2	60.8
Fri-Sun (%)	59.2	56.7	41.2	39.9	68.3	67.0	42.3	40.9
Revenues (MSEK)	749.4	707.0	6340.8	5940.1	530.7	496.9	5491.1	5229.8
Rev. Per occupied room (SEK)	1,104	1,087	1,080	1,064	1,155	1,130	1,142	1,122
Rev. Per disp. room (SEK)	758	721	708	656	877	842	828	778