

## Stockholm's tourism industry. December 2015

When we sum up 2015 we can see that close to 13 million guest nights were recorded at commercial accommodations in the county of Stockholm, an increase of 10 % compared to 2014. During December almost 0.8 million guest nights were recorded. This is an increase of 8 % compared to December in 2014. Circa 66 % of overnight stays came from domestic demand which increased by 4 %. Foreign overnight stays in general increased by 17 %.

Nordic guest nights increased by 20 %. Norwegian visitors stood for the majority of guest nights, and increased by 19 %, followed by Finnish visitors, which increased by 17 %.

For the other European countries the number of overnight stays increased by 11 %. The countries with the most recorded nights were the UK, which increased by 22 %, and Germany, which increased by 7 %, compared to December in 2014.

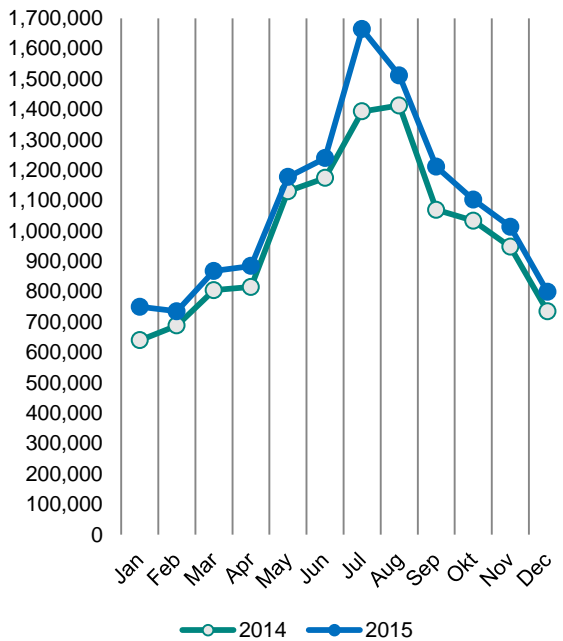
The number of overnight stays also increased for non-European countries, 26 %. The US accounted for the largest number of nights and increased by 34 %.

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

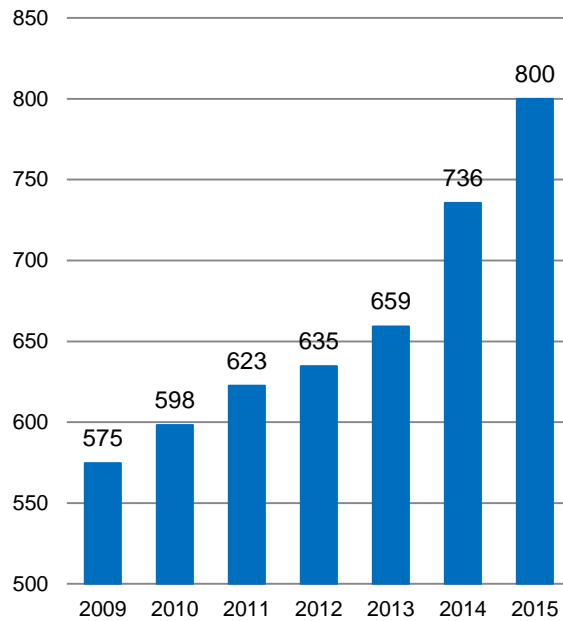
### Commercial overnight stays in Stockholm's county December 2015, top 20.

Target group	Guest nights	Change, %			
<b>Total</b>	<b>799,580</b>	<b>8%</b>			
<b>Sweden</b>	<b>527,354</b>	<b>4%</b>			
<b>Foreign</b>	<b>272,226</b>	<b>17%</b>			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Not indicated	39,509	12%	11 Netherlands	7,371	0%
2 UK	28,706	22%	12 Poland	6,172	9%
3 Germany	23,642	7%	13 Spain	6,160	25%
4 US	17,586	34%	14 China	5,824	14%
5 Norway	16,157	19%	15 India	4,727	-30%
6 Finland	12,666	17%	16 Russia	4,196	-31%
7 France	12,624	-4%	17 Belgium	3,946	30%
8 Italy	10,513	0%	18 Australia	3,332	12%
9 Denmark	9,702	27%	19 Austria	3,070	28%
10 Switzerland	7,968	8%	20 Canada	2,660	101%

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



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



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

	December 2015		YTD	
	Guest nights	Change, %	Guest nights	Change, %
<b>Stockholm County</b>	<b>799,580</b>	<b>8%</b>	<b>12,977,410</b>	<b>10%</b>
Domestic	527,354	4%	8,453,442	8%
Foreign	272,226	17%	4,523,968	14%
Nordic countries, excl. Sweden	39,259	20%	760,054	17%
Europe excl. Nordic countries	132,427	11%	2,147,258	10%
Non-European	100,540	26%	1,616,656	17%
<b>City of Stockholm</b>	<b>556,141</b>	<b>8%</b>	<b>8,600,473</b>	<b>9%</b>
Domestic	331,453	3%	5,008,660	7%
Foreign	224,688	17%	3,591,813	12%
Nordic countries, excl. Sweden	29,852	19%	564,498	15%
Europe excl. Nordic countries	106,638	9%	1,628,540	6%
Non-European	88,198	28%	1,398,775	17%
<b>Sweden</b>	<b>3,113,217</b>	<b>6%</b>	<b>60,428,358</b>	<b>7%</b>

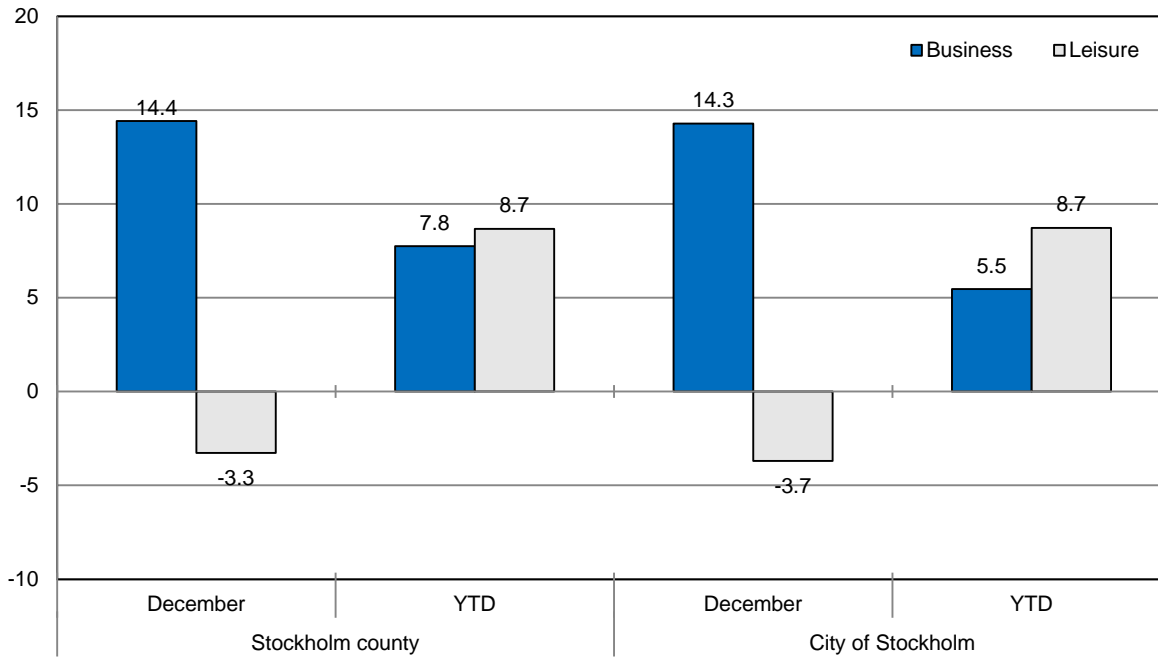
Commercial overnight stays: hotel, vacation villages, hostels, camping and commercially arranged private cottages and apartments.  
Source: Statistics Sweden and Swedish Agency for Economic and Regional Growth, preliminary data.

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

Country	Stockholm county						City of Stockholm				
	Guest nights 2014	Share in Sweden	December 2015			YTD 2015		December 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>799,580</b>	<b>8</b>	<b>26%</b>	<b>12,977,410</b>	<b>10</b>	<b>556,141</b>	<b>8</b>	<b>8,600,473</b>	<b>9</b>
<b>Sweden</b>	<b>7,839,252</b>	<b>18%</b>	<b>527,354</b>	<b>4</b>	<b>22%</b>	<b>8,453,442</b>	<b>8</b>	<b>331,453</b>	<b>3</b>	<b>5,008,660</b>	<b>7</b>
<b>Foreign</b>	<b>4,009,511</b>	<b>28%</b>	<b>272,226</b>	<b>17</b>	<b>41%</b>	<b>4,523,968</b>	<b>14</b>	<b>224,688</b>	<b>17</b>	<b>3,591,813</b>	<b>12</b>
<b>Nordic countries excl. Sweden</b>	<b>648,277</b>	<b>12%</b>	<b>39,259</b>	<b>20</b>	<b>23%</b>	<b>760,054</b>	<b>17</b>	<b>29,852</b>	<b>19</b>	<b>564,498</b>	<b>15</b>
<b>Europe excl. Nordic countries</b>	<b>1,961,141</b>	<b>31%</b>	<b>132,427</b>	<b>11</b>	<b>45%</b>	<b>2,147,258</b>	<b>10</b>	<b>106,638</b>	<b>9</b>	<b>1,628,540</b>	<b>6</b>
<b>Non-European/ not indicated</b>	<b>1,400,093</b>	<b>56%</b>	<b>100,540</b>	<b>26</b>	<b>51%</b>	<b>1,616,656</b>	<b>17</b>	<b>88,198</b>	<b>28</b>	<b>1,398,775</b>	<b>17</b>
<b>Europe</b>	<b>2,609,418</b>	<b>22%</b>	<b>171,686</b>	<b>13</b>	<b>37%</b>	<b>2,907,312</b>	<b>12</b>	<b>136,490</b>	<b>11</b>	<b>2,193,038</b>	<b>8</b>
Austria	50,104	47%	3,070	28	60%	60,120	22	2,778	34	50,240	22
Belarus	1,859	48%	379	128	71%	1,872	3	314	95	1,564	3
Belgium	57,889	38%	3,946	30	49%	56,731	-2	3,277	28	46,353	-4
Bulgaria	3,248	36%	303	116	48%	4,667	47	213	79	3,970	69
Croatia	4,545	41%	181	-37	26%	3,194	-29	166	-28	2,637	-31
Czech Republic	16,723	33%	656	-14	20%	16,303	-3	481	11	10,999	10
Denmark	157,729	13%	9,702	27	17%	218,082	38	6,912	32	151,683	38
Estonia	20,604	28%	1,176	-34	28%	17,373	-15	828	14	11,076	2
Finland	208,776	36%	12,666	17	46%	214,518	4	10,062	17	164,780	1
France	156,572	53%	12,624	-4	52%	155,850	0	10,984	-6	131,478	-1
Georgia	3,651	46%	155	-24	65%	4,076	13	137	-26	2,928	23
Germany	482,252	16%	23,642	7	35%	525,643	10	19,406	10	374,499	9
Greece	17,051	65%	1,112	-7	61%	17,673	4	934	-14	14,677	-1
Hungary	9,931	43%	549	-6	22%	11,352	16	473	-3	9,149	9
Iceland	10,556	50%	734	-9	52%	20,663	96	615	0	16,649	90
Ireland	21,516	61%	2,596	106	51%	24,413	15	830	-7	14,444	-16
Italy	135,923	56%	10,513	0	64%	134,554	-1	9,264	-1	117,120	-3
Latvia	12,210	36%	1,055	38	41%	13,319	11	734	27	9,180	11
Lithuania	14,824	42%	1,350	49	33%	22,056	52	799	40	12,886	42
Luxembourg	6,373	48%	652	28	79%	9,758	40	595	23	8,959	41
Netherlands	112,639	19%	7,371	0	33%	119,809	7	6,150	3	90,317	6
Norway	271,216	8%	16,157	19	19%	306,791	11	12,263	16	231,386	10
Poland	67,534	34%	6,172	9	40%	114,909	73	2,232	-16	40,699	9
Portugal	13,302	49%	804	45	40%	16,692	27	729	43	13,151	14
Romania	16,087	42%	1,151	14	36%	18,879	17	824	-1	15,468	8
Russia	114,047	52%	4,196	-31	67%	78,067	-31	3,498	-33	64,182	-30
Slovakia	6,084	36%	502	292	34%	4,861	-20	251	113	3,533	-2
Slovenia	2,210	9%	165	-2	8%	3,411	58	155	10	2,846	51
Spain	96,571	59%	6,160	25	61%	109,606	15	5,172	18	92,345	10
Switzerland	124,191	41%	7,968	8	63%	128,558	4	7,213	8	105,938	1
Turkey	22,744	68%	1,799	24	77%	25,929	15	1,421	28	19,976	5
UK	333,241	51%	28,706	22	48%	394,604	20	23,743	19	315,609	17
Ukraine	7,976	40%	767	44	68%	8,052	3	672	54	6,523	28
Rest of Europe	29,240	34%	2,707	158	45%	44,927	55	2,365	166	35,794	47

Country	Stockholm county						City of Stockholm					
	Guest nights 2014	Share in Sweden	December 2015			YTD 2015		December 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>20,246</b>	<b>40</b>	<b>68%</b>	<b>384,603</b>	<b>6</b>	<b>17,780</b>	<b>36</b>	<b>337,163</b>	<b>3</b>	
Canada	38,413	63%	2,660	101	69%	37,662	-1	2,437	99	33,120	-3	
USA	331,836	64%	17,586	34	68%	346,941	6	15,343	30	304,043	4	
<b>Central &amp; South America</b>	<b>57,294</b>	<b>74%</b>	<b>2,346</b>	<b>5</b>	<b>64%</b>	<b>63,571</b>	<b>12</b>	<b>1,974</b>	<b>1</b>	<b>56,584</b>	<b>9</b>	
Argentina	5,333	77%	135	108	73%	6,383	22	89	78	5,992	23	
Brazil	31,869	77%	1,032	-19	62%	31,231	-1	879	-24	28,310	-3	
Chile	2,204	65%	326	387	93%	3,780	76	283	335	3,351	64	
Columbia	2,040	70%	73	-27	74%	2,392	9	69	-27	2,106	2	
Mexico	7,755	80%	412	18	75%	7,302	-4	365	31	6,510	-5	
Rest of Central & South America	8,093	60%	368	1	45%	12,483	52	289	-7	10,315	57	
<b>Asia</b>	<b>373,300</b>	<b>56%</b>	<b>29,912</b>	<b>41</b>	<b>59%</b>	<b>390,053</b>	<b>13</b>	<b>26,026</b>	<b>42</b>	<b>314,669</b>	<b>8</b>	
China	81,414	43%	5,824	14	43%	88,188	11	5,142	14	68,282	9	
India	110,988	65%	4,727	-30	57%	124,145	15	4,249	-30	108,374	13	
Indonesia	3,238	71%	363	117	87%	3,166	-2	315	99	2,573	-12	
Iran	3,071	56%	182	-5	69%	3,277	4	160	22	2,565	-7	
Israel	14,479	64%	361	-21	52%	13,025	-8	323	-16	11,504	-7	
Japan	56,446	64%	2,119	-17	37%	53,195	-5	1,810	-22	40,087	-12	
Malaysia	4,369	65%	460	66	47%	4,844	14	402	55	4,333	15	
Qatar	7,208	93%	1,171	148	86%	13,444	91	263	396	4,148	-5	
Saudi Arabia	7,172	60%	104	-49	34%	6,976	-1	98	-17	5,843	-6	
Singapore	8,186	55%	1,096	16	65%	9,342	16	1,021	21	7,955	13	
South Korea	13,849	47%	865	18	62%	14,390	5	687	8	12,304	4	
Taiwan	7,425	73%	517	42	76%	10,045	38	475	51	7,968	45	
Thailand	14,868	80%	1,942	18	84%	21,808	35	1,800	15	18,960	28	
United Arab Emirates	17,194	67%	1,285	50	73%	18,190	9	1,199	51	16,728	13	
Rest of Asia	23,393	51%	1,296	-5	32%	27,082	17	1,147	18	22,136	15	
<b>Africa</b>	<b>27,186</b>	<b>51%</b>	<b>1,587</b>	<b>19</b>	<b>48%</b>	<b>30,877</b>	<b>3</b>	<b>1,444</b>	<b>40</b>	<b>24,064</b>	<b>-4</b>	
Egypt	3,738	57%	178	36	40%	3,429	-7	160	28	2,982	-13	
Morocco	1,537	65%	26	-68	20%	1,181	-21	25	-66	1,082	-23	
Namibia	1,978	64%	355	308	93%	3,406	-30	340	305	3,264	-31	
South Africa	5,514	55%	248	-29	41%	5,697	4	216	16	5,038	11	
Rest of Africa	14,419	44%	780	14	44%	17,164	19	703	25	11,698	7	
<b>Oceania</b>	<b>55,912</b>	<b>63%</b>	<b>3,702</b>	<b>10</b>	<b>66%</b>	<b>53,273</b>	<b>-4</b>	<b>3,210</b>	<b>8</b>	<b>47,207</b>	<b>-1</b>	
Australia	48,024	64%	3,332	12	65%	47,695	0	2,946	10	42,422	-2	
New Zealand	5,091	63%	357	28	76%	5,181	4	251	-3	4,436	3	
Rest of Oceania	2,797	29%	13	-88	76%	397	-86	13	-24	349	65	
<b>Rest of the World</b>	<b>23,534</b>	<b>46%</b>	<b>10,838</b>	<b>1032</b>	<b>42%</b>	<b>135,132</b>	<b>488</b>	<b>10,188</b>	<b>1086</b>	<b>118,122</b>	<b>503</b>	
Not indicated	492,618	48%	39,509	12	46%	538,083	10	34,511	16	481,875	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			
	December		YTD		December		YTD	
	2015	2014	2015	2014	2015	2014	2015	2014
Number of hotels	293	292	301	298	148	145	149	148
Room capacity	880,483	914,556	11,387,591	11,282,538	545,010	563,645	6,982,869	6,882,272
Occupied rooms	478,215	446,011	7,408,566	6,861,464	330,048	309,156	5,016,069	4,704,554
Capacity utilization (%)	54.3	48.8	65.1	60.8	60.6	54.8	71.8	68.4
Mon-Thu (%)	59.3	54.5	62.0	62.3	64.7	60.3	60.4	60.6
Fri-Sun (%)	48.1	42.2	41.0	39.9	55.4	48.7	42.1	40.9
Revenues (MSEK)	509.3	458.2	7762.5	7247.3	373.4	333.1	7151.4	6780.3
Rev. Per occupied room (SEK)	1,065	1,027	1,084	1,064	1,131	1,078	1,147	1,120
Rev. Per disp. room (SEK)	578	501	706	647	685	591	824	766