

## Stockholm's tourism industry. Summer 2015

During the summer months of June, July, and August over 4.4 million guest nights were recorded at commercial accommodation in the county of Stockholm. This is an increase of 12 % compared to the summer of 2014. About 60 % of overnight stays came from domestic demand which increased by 11 %. Foreign overnight stays in general increased by 13 %.

Nordic guest nights increased by 31 %. Norwegian visitors stood for the majority of guest nights, and increased by 28 %, followed by Danish visitors, which increased by 82 %.

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

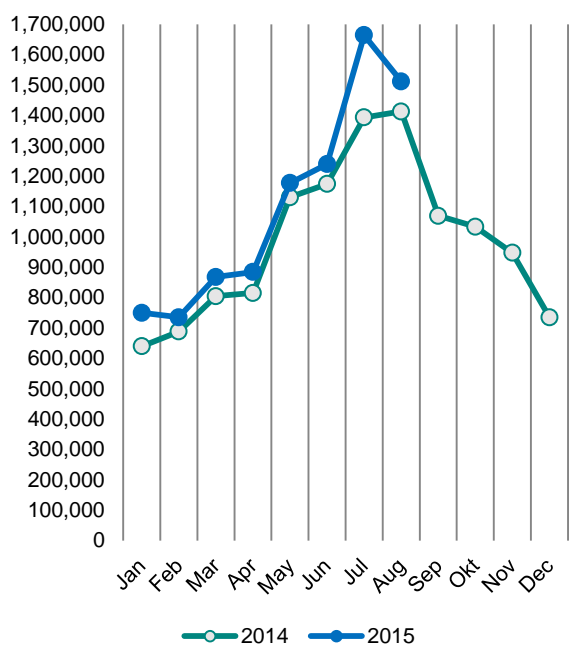
Target group	Guest nights	Change, %			
<b>Total</b>	<b>4,443,988</b>	<b>12%</b>			
<b>Sweden</b>	<b>2,600,957</b>	<b>11%</b>			
<b>Foreign</b>	<b>1,843,031</b>	<b>13%</b>			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Germany	284,999	7%	11 Spain	50,477	8%
2 Not Indicated	183,790	20%	12 Netherlands	48,784	2%
3 USA	159,289	6%	13 China	35,915	7%
4 UK	132,924	19%	14 India	33,780	31%
5 Norway	127,092	28%	15 Poland	33,281	70%
6 Denmark	104,746	82%	16 Austria	28,258	14%
7 Finland	83,044	-5%	17 Japan	26,031	-1%
8 Switzerland	66,704	0%	18 Russia	25,151	-27%
9 France	63,483	0%	19 Australia	22,075	-3%
10 Italy	63,481	-7%	20 Belgium	21,059	-5%

For the other European countries the number of overnight stays increased by 7 %. The countries with the most recorded nights were Germany, which increased by 9 %, and the UK, which increased by 24 %, compared to the summer of 2014.

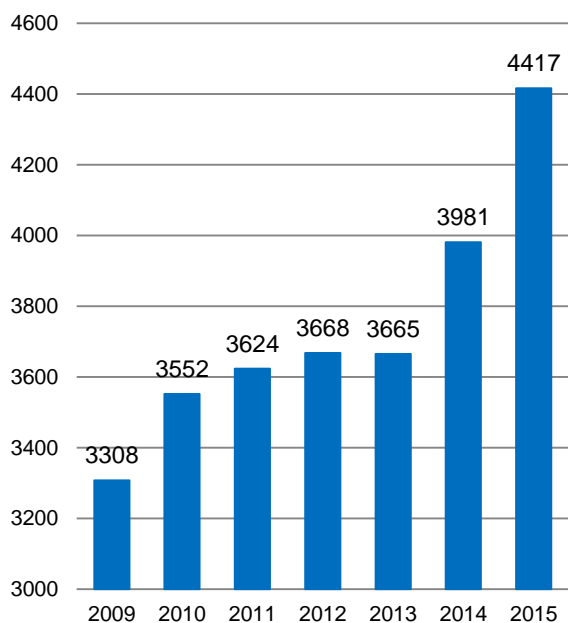
The number of overnight stays also increased for non-European countries, 15 %. The US accounted for the largest number of nights and increased by 20 %.

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

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



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



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

	June-August 2015		YTD	
	Guest nights	Change, %	Guest nights	Change, %
<b>Stockholm County</b>	<b>4,443,988</b>	<b>12%</b>	<b>8,867,673</b>	<b>10%</b>
Domestic	2,600,957	11%	5,660,735	10%
Foreign	1,843,031	13%	3,206,938	11%
Nordic countries, excl. Sweden	324,004	31%	557,287	18%
Europe excl. Nordic countries	908,604	7%	1,555,870	8%
Non-European	610,423	15%	1,093,781	12%
<b>City of Stockholm</b>	<b>2,872,885</b>	<b>10%</b>	<b>5,804,317</b>	<b>9%</b>
Domestic	1,459,751	11%	3,296,085	9%
Foreign	1,413,134	10%	2,508,232	8%
Nordic countries, excl. Sweden	230,063	25%	406,729	14%
Europe excl. Nordic countries	664,947	2%	1,166,316	3%
Non-European	518,124	15%	935,187	12%
<b>Sweden</b>	<b>26,846,231</b>	<b>6%</b>	<b>46,119,684</b>	<b>6%</b>

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

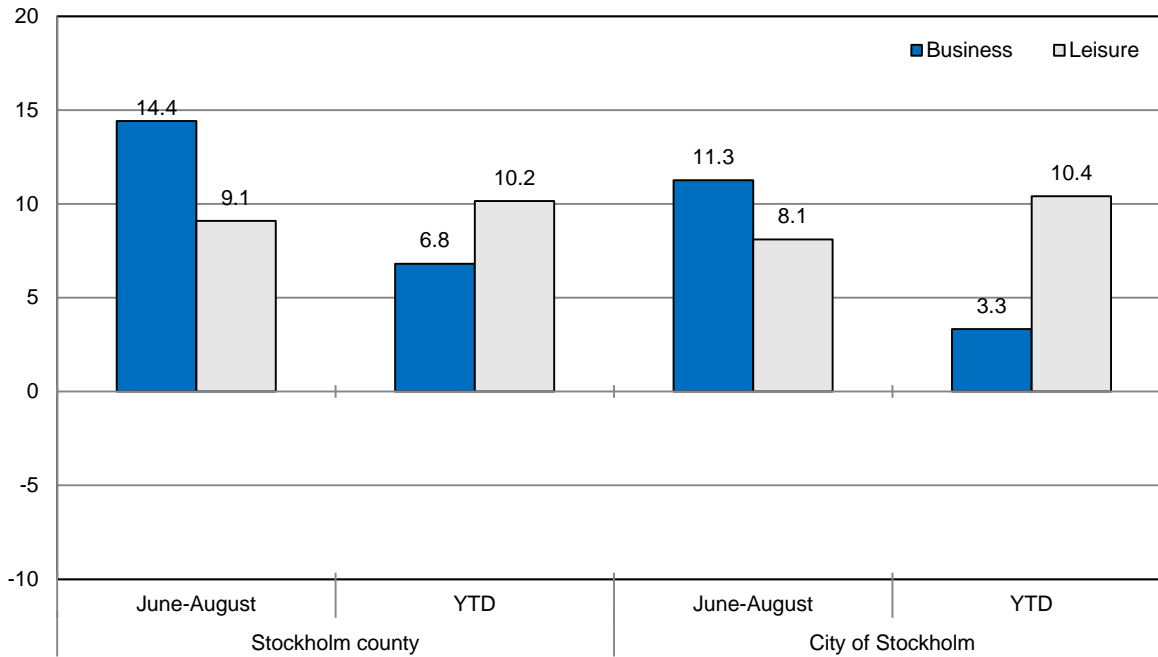
Source: Statistics Sweden and Swedish Agency for Economic and Regional Growth, preliminary data.

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

Country	Stockholm county						City of Stockholm					
	Guest nights 2014	Share in Sweden	June-August 2015			YTD 2015		June-August 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>4,443,988</b>	<b>12</b>	<b>17%</b>	<b>8,867,673</b>	<b>10</b>	<b>2,872,885</b>	<b>10</b>	<b>5,804,317</b>	<b>9</b>	
<b>Sweden</b>	<b>7,839,252</b>	<b>18%</b>	<b>2,600,957</b>	<b>11</b>	<b>14%</b>	<b>5,660,735</b>	<b>10</b>	<b>1,459,751</b>	<b>11</b>	<b>3,296,085</b>	<b>9</b>	
<b>Foreign</b>	<b>4,009,511</b>	<b>28%</b>	<b>1,843,031</b>	<b>13</b>	<b>23%</b>	<b>3,206,938</b>	<b>11</b>	<b>1,413,134</b>	<b>10</b>	<b>2,508,232</b>	<b>8</b>	
<b>Nordic countries excl. Sweden</b>	<b>648,277</b>	<b>12%</b>	<b>324,004</b>	<b>31</b>	<b>11%</b>	<b>557,287</b>	<b>18</b>	<b>230,063</b>	<b>25</b>	<b>406,729</b>	<b>14</b>	
<b>Europe excl. Nordic countries</b>	<b>1,961,141</b>	<b>31%</b>	<b>908,604</b>	<b>7</b>	<b>24%</b>	<b>1,555,870</b>	<b>8</b>	<b>664,947</b>	<b>2</b>	<b>1,166,316</b>	<b>3</b>	
<b>Non-European/ not indicated</b>	<b>1,400,093</b>	<b>56%</b>	<b>610,423</b>	<b>15</b>	<b>51%</b>	<b>1,093,781</b>	<b>12</b>	<b>518,124</b>	<b>15</b>	<b>935,187</b>	<b>12</b>	
<b>Europe</b>	<b>2,609,418</b>	<b>22%</b>	<b>1,232,608</b>	<b>12</b>	<b>18%</b>	<b>2,113,157</b>	<b>10</b>	<b>895,010</b>	<b>7</b>	<b>1,573,045</b>	<b>6</b>	
Austria	50,104	47%	28,258	14	40%	44,599	17	23,405	13	36,595	15	
Belarus	1,859	48%	451	-29	38%	1,093	-17	352	-38	922	-15	
Belgium	57,889	38%	21,059	-5	34%	40,398	-6	16,533	-9	32,672	-9	
Bulgaria	3,248	36%	1,564	25	44%	2,856	24	1,385	89	2,462	53	
Croatia	4,545	41%	850	5	27%	2,069	-32	636	-5	1,657	-33	
Czech Republic	16,723	33%	5,335	14	22%	10,997	-10	3,480	2	6,996	-6	
Denmark	157,729	13%	104,746	82	21%	164,856	49	70,002	76	112,475	47	
Estonia	20,604	28%	5,190	-3	22%	12,254	4	3,097	15	7,227	3	
Finland	208,776	36%	83,044	-5	34%	156,049	1	62,420	-9	117,584	-3	
France	156,572	53%	63,483	0	49%	113,962	-2	50,486	-5	93,913	-5	
Georgia	3,651	46%	1,321	12	26%	2,404	-4	1,020	2	1,880	11	
Germany	482,252	16%	284,999	7	14%	408,031	7	192,868	7	285,917	6	
Greece	17,051	65%	6,046	4	73%	12,365	1	4,870	-7	10,153	-6	
Hungary	9,931	43%	3,873	5	37%	7,326	7	3,039	-2	5,843	-1	
Iceland	10,556	50%	9,122	176	65%	15,072	133	7,508	162	12,528	138	
Ireland	21,516	61%	6,354	4	56%	13,897	-3	3,994	-22	9,575	-21	
Italy	135,923	56%	63,481	-7	59%	100,620	-2	54,683	-10	86,550	-5	
Latvia	12,210	36%	3,643	6	35%	8,550	6	2,336	19	5,809	5	
Lithuania	14,824	42%	5,454	59	39%	14,007	48	3,414	90	8,450	40	
Luxembourg	6,373	48%	3,666	33	56%	7,068	44	3,293	35	6,492	47	
Netherlands	112,639	19%	48,784	2	10%	85,900	7	34,148	1	63,654	5	
Norway	271,216	8%	127,092	28	6%	221,310	11	90,133	23	164,142	8	
Poland	67,534	34%	33,281	70	37%	77,626	83	11,261	-2	28,122	17	
Portugal	13,302	49%	8,186	59	64%	12,826	32	5,547	21	9,544	11	
Romania	16,087	42%	6,345	-2	50%	12,976	17	4,639	-20	10,568	6	
Russia	114,047	52%	25,151	-27	54%	58,011	-33	19,813	-27	46,511	-33	
Slovakia	6,084	36%	1,411	-25	22%	3,064	-22	998	-10	2,318	-10	
Slovenia	2,210	9%	1,215	45	36%	2,226	59	921	21	1,754	37	
Spain	96,571	59%	50,477	8	70%	79,980	10	42,969	2	68,040	6	
Switzerland	124,191	41%	66,704	0	29%	98,543	3	51,523	-4	79,099	-1	
Turkey	22,744	68%	8,057	9	68%	18,103	22	5,944	-7	13,401	6	
UK	333,241	51%	132,924	19	49%	267,132	19	101,847	14	212,496	17	
Ukraine	7,976	40%	2,532	-19	31%	5,287	-3	1,903	5	4,067	24	
Rest of Europe	29,240	34%	18,510	29	31%	31,700	38	14,543	23	23,629	20	

Country	Stockholm county						City of Stockholm				
	Guest nights 2014	Share in Sweden	June-August 2015			YTD 2015		June-August 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>175,194</b>	<b>5</b>	<b>67%</b>	<b>279,770</b>	<b>2</b>	<b>152,778</b>	<b>2</b>	<b>245,062</b>	<b>-1</b>
Canada	38,413	63%	15,905	-4	70%	26,385	-8	13,704	-6	23,067	-10
USA	331,836	64%	159,289	6	67%	253,385	3	139,074	3	221,995	0
<b>Central &amp; South America</b>	<b>57,294</b>	<b>74%</b>	<b>27,560</b>	<b>7</b>	<b>73%</b>	<b>43,241</b>	<b>6</b>	<b>24,843</b>	<b>4</b>	<b>38,477</b>	<b>2</b>
Argentina	5,333	77%	3,169	21	78%	4,937	15	2,964	20	4,605	15
Brazil	31,869	77%	14,551	-1	78%	22,471	-1	13,413	-2	20,545	-3
Chile	2,204	65%	1,127	13	78%	1,761	9	1,024	9	1,611	5
Columbia	2,040	70%	1,014	7	73%	1,694	15	908	2	1,542	11
Mexico	7,755	80%	3,658	4	80%	5,484	3	3,242	-2	4,845	-2
Rest of Central & South America	8,093	60%	4,041	26	52%	6,894	25	3,292	34	5,329	15
<b>Asia</b>	<b>373,300</b>	<b>56%</b>	<b>151,643</b>	<b>11</b>	<b>50%</b>	<b>276,209</b>	<b>7</b>	<b>117,959</b>	<b>7</b>	<b>220,235</b>	<b>1</b>
China	81,414	43%	35,915	7	28%	58,012	3	25,298	9	43,430	0
India	110,988	65%	33,780	31	72%	77,823	7	28,044	21	66,036	1
Indonesia	3,238	71%	1,233	-14	71%	1,800	-29	1,124	-12	1,626	-29
Iran	3,071	56%	1,187	13	54%	2,003	10	975	3	1,562	-2
Israel	14,479	64%	7,107	-22	69%	10,082	-12	6,151	-23	8,839	-11
Japan	56,446	64%	26,031	-1	74%	38,535	-3	18,267	-13	28,182	-13
Malaysia	4,369	65%	1,506	-19	71%	2,877	-4	1,372	-14	2,650	2
Qatar	7,208	93%	5,265	67	93%	9,395	89	2,597	17	3,101	-22
Saudi Arabia	7,172	60%	3,463	9	70%	5,484	0	3,154	-9	4,503	-11
Singapore	8,186	55%	3,017	-8	62%	5,976	17	2,596	4	5,163	16
South Korea	13,849	47%	5,402	3	27%	10,241	3	4,620	3	8,768	1
Taiwan	7,425	73%	5,299	3	76%	7,659	35	4,212	32	6,024	41
Thailand	14,868	80%	6,161	23	77%	15,261	43	5,660	95	14,135	46
United Arab Emirates	17,194	67%	7,650	81	76%	12,708	5	6,796	19	11,476	8
Rest of Asia	23,393	51%	8,627	16	46%	18,353	16	7,093	10	14,740	12
<b>Africa</b>	<b>27,186</b>	<b>51%</b>	<b>8,597</b>	<b>-11</b>	<b>46%</b>	<b>19,398</b>	<b>-3</b>	<b>7,055</b>	<b>-16</b>	<b>14,809</b>	<b>-12</b>
Egypt	3,738	57%	881	12	40%	1,769	-28	723	-4	1,490	-36
Morocco	1,537	65%	453	-1	58%	866	-16	389	-13	779	-19
Namibia	1,978	64%	277	-90	34%	2,086	-49	251	-91	2,015	-50
South Africa	5,514	55%	1,883	5	49%	3,428	3	1,568	-3	2,921	0
Rest of Africa	14,419	44%	5,103	34	46%	11,249	25	4,124	43	7,604	15
<b>Oceania</b>	<b>55,912</b>	<b>63%</b>	<b>24,477</b>	<b>-9</b>	<b>66%</b>	<b>38,188</b>	<b>-7</b>	<b>21,355</b>	<b>-6</b>	<b>33,702</b>	<b>-5</b>
Australia	48,024	64%	22,075	-3	67%	34,358	-2	19,332	-7	30,448	-5
New Zealand	5,091	63%	2,319	-3	61%	3,614	-3	1,956	-3	3,061	-4
Rest of Oceania	2,797	29%	83	-95	17%	216	-91	67	-34	193	15
<b>Rest of the World</b>	<b>23,534</b>	<b>46%</b>	<b>39,162</b>	<b>230</b>	<b>38%</b>	<b>81,952</b>	<b>394</b>	<b>159,589</b>	<b>24</b>	<b>308,981</b>	<b>15</b>
Not indicated	492,618	48%	183,790	20	44%	355,023	11	34,545	256	73,921	428

**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			
	June-August		YTD		June-August		YTD	
	2015	2014	2015	2014	2015	2014	2015	2014
Number of hotels	297	298	300	298	147	148	148	148
Room capacity	2,865,838	2,838,374	7,602,205	7,481,605	1,779,032	1,755,435	4,671,388	4,582,595
Occupied rooms	2,081,841	1,868,124	4,832,056	4,468,183	1,440,818	1,317,036	3,290,427	3,091,047
Capacity utilization (%)	72.6	65.8	63.6	59.7	81.0	75.0	70.4	67.5
Mon-Thu (%)	75.8	69.6	61.4	61.5	83.7	78.5	60.0	60.0
Fri-Sun (%)	68.3	60.8	41.7	40.8	77.2	70.3	42.6	41.5
Revenues (MSEK)	2138.1	1871.2	4930.4	4636.3	1590.5	1415.1	3841.7	3679.6
Rev. Per occupied room (SEK)	1,027	1,002	1,043	1,048	1,104	1,074	1,101	1,108
Rev. Per disp. room (SEK)	746	659	663	626	894	806	775	747