

## Stockholm's tourism industry. February 2016

During the month of February almost 820 thousand guest nights were recorded at commercial accommodation in the county of Stockholm. This is an increase of 12 % compared to February in 2015. Circa 70 % of overnight stays came from domestic demand which increased by 9 %. Foreign overnight stays in general increased by 19 %.

Nordic guest nights increased by 15 %. Norwegian visitors stood for the majority of guest nights, and increased by 19 %, followed by Finnish visitors, which increased by 5 %.

For the other European countries the number of overnight stays increased by 14 %. The countries with the most recorded nights were the UK, which increased by 16 %, and Germany, which increased by 17 %, compared to February in 2015.

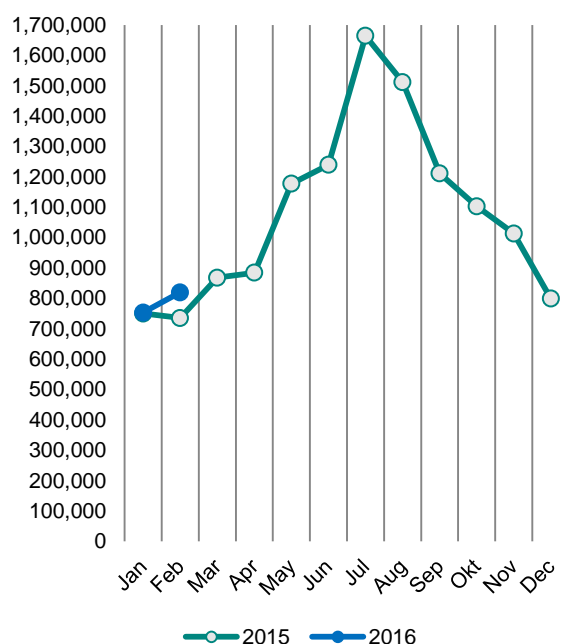
The number of overnight stays also increased for non-European countries, 28 %. The US accounted for the largest number of nights and increased by 16 %.

In Stockholm's county, the average price of a hotel night increased as well as the hotels' total revenues compared to February in 2015.

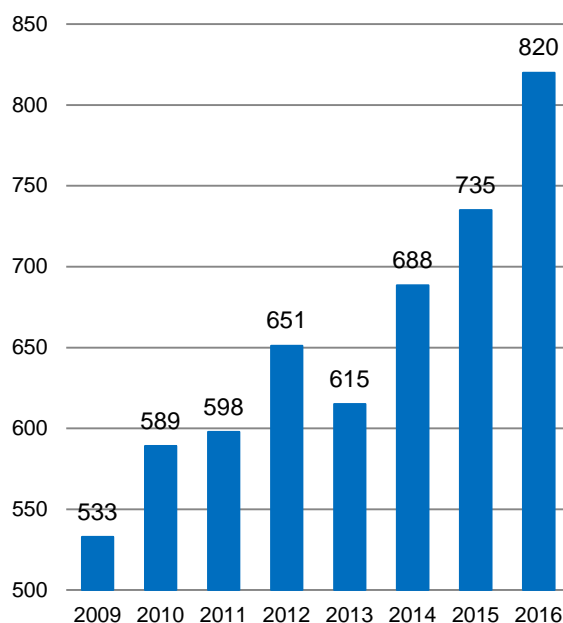
### Commercial overnight stays in Stockholm's county February 2016, top 20.

Target group	Guest nights	Change, %			
<b>Total</b>	<b>819,895</b>	<b>12%</b>			
<b>Sweden</b>	<b>570,172</b>	<b>9%</b>			
<b>Foreign</b>	<b>249,723</b>	<b>19%</b>			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Not indicated	34,501	31%	11 Netherlands	6,220	3%
2 UK	26,262	16%	12 China	6,180	34%
3 Norway	16,796	19%	13 Italy	5,613	7%
4 Germany	16,491	17%	14 Spain	4,796	19%
5 USA	14,409	16%	15 Switzerland	4,493	18%
6 Finland	13,276	5%	16 Belgium	3,311	9%
7 Denmark	11,829	23%	17 Lithuania	3,297	107%
8 India	9,313	25%	18 Ireland	3,111	77%
9 France	8,637	3%	19 Russia	2,816	-17%
10 Poland	7,358	-14%	20 Japan	2,571	9%

**Commercial overnight stays by month  
2015 and 2016, Stockholm county**



**Commercial overnight stays, February  
2009-2016, Stockholm county.  
(Thousands)**



**Commercial overnight stays 2016 compared with previous year.**

	February 2016		YTD	
	Guest nights	Change, %	Guest nights	Change, %
<b>Stockholm County</b>	<b>819,895</b>	<b>12%</b>	<b>1,559,922</b>	<b>5%</b>
Domestic	570,172	9%	1,087,206	3%
Foreign	249,723	19%	472,716	12%
Nordic countries, excl. Sweden	42,689	15%	80,244	9%
Europe excl. Nordic countries	110,519	14%	208,993	4%
Non-European	96,515	28%	183,479	23%
<b>City of Stockholm</b>	<b>553,210</b>	<b>13%</b>	<b>1,041,755</b>	<b>6%</b>
Domestic	353,241	10%	663,095	3%
Foreign	199,969	19%	378,660	11%
Nordic countries, excl. Sweden	32,494	14%	60,584	7%
Europe excl. Nordic countries	84,852	14%	160,575	3%
Non-European	82,623	28%	157,501	22%
<b>Sweden</b>	<b>3,867,525</b>	<b>5%</b>	<b>7,153,946</b>	<b>3%</b>

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

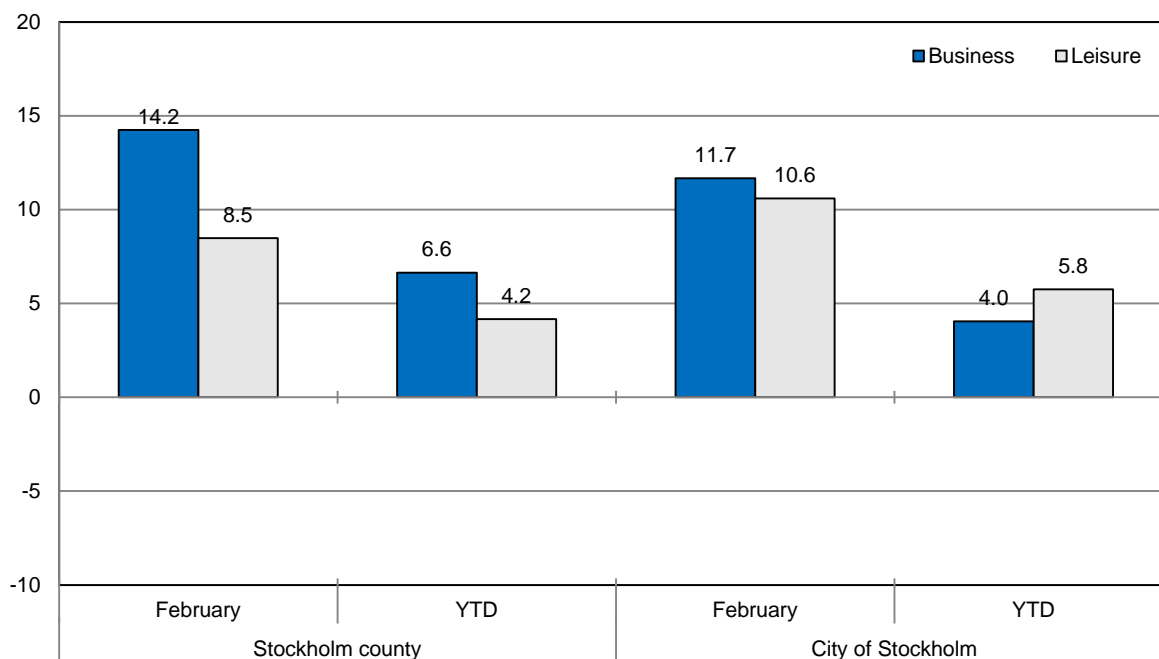
Source: Statistics Sweden and Swedish Agency for Economic and Regional Growth, preliminary data.

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

Country	Stockholm county							City of Stockholm			
	Guest nights 2015	Share in Sweden	February 2016			YTD 2016		February 2016		YTD 2016	
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %
<b>Total</b>	<b>12,977,410</b>	<b>21%</b>	<b>819,895</b>	<b>12</b>	<b>21%</b>	<b>1,559,922</b>	<b>5</b>	<b>553,210</b>	<b>13</b>	<b>1,041,755</b>	<b>6</b>
<b>Sweden</b>	<b>8,453,442</b>	<b>19%</b>	<b>570,172</b>	<b>9</b>	<b>19%</b>	<b>1,087,206</b>	<b>3</b>	<b>353,241</b>	<b>10</b>	<b>663,095</b>	<b>3</b>
<b>Foreign</b>	<b>4,523,968</b>	<b>30%</b>	<b>249,723</b>	<b>19</b>	<b>30%</b>	<b>472,716</b>	<b>12</b>	<b>199,969</b>	<b>19</b>	<b>378,660</b>	<b>11</b>
<b>Nordic countries excl. Sweden</b>	<b>760,054</b>	<b>14%</b>	<b>42,689</b>	<b>15</b>	<b>12%</b>	<b>80,244</b>	<b>9</b>	<b>32,494</b>	<b>14</b>	<b>60,584</b>	<b>7</b>
<b>Europe excl. Nordic countries</b>	<b>2,147,258</b>	<b>32%</b>	<b>110,519</b>	<b>14</b>	<b>37%</b>	<b>208,993</b>	<b>4</b>	<b>84,852</b>	<b>14</b>	<b>160,575</b>	<b>3</b>
<b>Non-European/ not indicated</b>	<b>1,616,656</b>	<b>52%</b>	<b>96,515</b>	<b>28</b>	<b>50%</b>	<b>183,479</b>	<b>23</b>	<b>82,623</b>	<b>28</b>	<b>157,501</b>	<b>22</b>
<b>Europe</b>	<b>2,907,312</b>	<b>24%</b>	<b>153,208</b>	<b>14</b>	<b>24%</b>	<b>289,237</b>	<b>6</b>	<b>117,346</b>	<b>14</b>	<b>221,159</b>	<b>4</b>
Austria	60,120	46%	2,027	33	48%	3,702	12	1,659	36	3,011	14
Belarus	1,872	53%	94	2	38%	287	-23	75	-13	243	-29
Belgium	56,731	40%	3,311	9	39%	6,157	17	2,728	9	5,114	17
Bulgaria	4,667	42%	424	112	39%	783	100	378	128	638	90
Croatia	3,194	29%	269	70	18%	487	22	216	55	367	7
Czech Republic	16,303	24%	1,176	24	32%	1,916	-2	851	63	1,393	9
Denmark	218,082	18%	11,829	23	7%	21,229	15	8,617	22	15,260	17
Estonia	17,373	23%	1,962	41	23%	3,215	17	1,456	119	2,269	50
Finland	214,518	38%	13,276	5	29%	24,563	5	10,233	4	18,590	0
France	155,850	50%	8,637	3	42%	16,734	2	7,302	-2	14,271	-1
Georgia	4,076	42%	127	-29	49%	193	-36	100	-15	155	-29
Germany	525,643	18%	16,491	17	24%	31,104	7	12,655	24	23,716	12
Greece	17,673	69%	1,060	-22	62%	1,839	-19	911	-25	1,560	-24
Hungary	11,352	33%	586	3	29%	1,104	-2	459	-8	900	-11
Iceland	20,663	63%	788	-14	43%	1,396	-10	669	-19	1,211	-7
Ireland	24,413	52%	3,111	77	70%	5,583	83	1,198	12	1,911	-3
Italy	134,554	55%	5,613	7	42%	12,273	4	4,876	19	10,529	7
Latvia	13,319	35%	1,776	111	54%	2,972	77	1,376	153	2,016	69
Lithuania	22,056	43%	3,297	107	52%	5,320	108	1,346	43	2,364	57
Luxembourg	9,758	64%	413	10	45%	765	2	373	6	694	0
Netherlands	119,809	18%	6,220	3	29%	11,765	6	4,976	2	9,167	2
Norway	306,791	9%	16,796	19	14%	33,056	10	12,975	20	25,523	8
Poland	114,909	41%	7,358	-14	39%	12,731	-20	3,787	-9	6,024	-19
Portugal	16,692	52%	673	8	52%	1,485	13	580	5	1,304	9
Romania	18,879	46%	1,451	50	46%	2,524	36	1,117	23	1,921	12
Russia	78,067	54%	2,816	-17	44%	10,943	-34	2,273	-18	8,854	-36
Slovakia	4,861	23%	504	74	35%	773	37	319	41	528	11
Slovenia	3,411	18%	160	22	15%	267	14	138	21	235	26
Spain	109,606	66%	4,796	19	49%	8,537	9	4,077	23	7,162	6
Switzerland	128,558	37%	4,493	18	37%	8,573	16	3,907	21	7,377	17
Turkey	25,929	71%	2,088	16	67%	3,852	10	1,766	42	3,165	32
UK	394,604	51%	26,262	16	39%	47,039	4	21,046	10	38,382	0
Ukraine	8,052	40%	714	41	63%	1,429	33	619	45	1,199	34
Rest of Europe	44,927	34%	2,041	15	49%	3,625	28	1,777	140	3,176	135

Country	Stockholm county						City of Stockholm					
	Guest nights 2015	Share in Sweden	February 2016			YTD 2016		February 2016		YTD 2016		
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %	
<b>North America</b>	<b>384,603</b>	<b>65%</b>	<b>16,205</b>	<b>18</b>	<b>59%</b>	<b>32,398</b>	<b>17</b>	<b>14,322</b>	<b>19</b>	<b>28,439</b>	<b>17</b>	
Canada	37,662	66%	1,796	38	58%	3,769	44	1,594	40	3,347	46	
USA	346,941	65%	14,409	16	60%	28,629	15	12,728	17	25,092	14	
<b>Central &amp; South America</b>	<b>63,571</b>	<b>70%</b>	<b>2,832</b>	<b>47</b>	<b>58%</b>	<b>5,306</b>	<b>20</b>	<b>2,467</b>	<b>69</b>	<b>4,634</b>	<b>28</b>	
Argentina	6,383	79%	275	70	69%	515	68	223	64	429	57	
Brazil	31,231	74%	1,100	11	56%	1,975	-10	981	17	1,751	-10	
Chile	3,780	82%	78	-43	43%	380	68	68	-40	332	67	
Columbia	2,392	72%	131	220	49%	221	63	121	278	202	74	
Mexico	7,302	72%	404	139	71%	764	89	352	165	680	101	
Rest of Central & South America	12,483	70%	844	96	54%	1,451	25	722	249	1,240	64	
<b>Asia</b>	<b>390,053</b>	<b>53%</b>	<b>26,802</b>	<b>20</b>	<b>55%</b>	<b>49,338</b>	<b>22</b>	<b>22,652</b>	<b>21</b>	<b>41,377</b>	<b>22</b>	
China	88,188	34%	6,180	34	44%	11,250	34	5,410	28	9,649	31	
India	124,145	68%	9,313	25	65%	17,494	28	8,322	30	15,415	27	
Indonesia	3,166	70%	151	86	66%	281	52	113	69	230	47	
Iran	3,277	53%	147	23	44%	384	23	131	108	311	72	
Israel	13,025	68%	457	10	70%	841	3	350	-6	677	-6	
Japan	53,195	62%	2,571	9	39%	3,846	8	2,004	0	3,044	2	
Malaysia	4,844	67%	319	126	63%	577	74	231	67	448	40	
Qatar	13,444	93%	1,417	55	98%	2,698	96	560	355	921	442	
Saudi Arabia	6,976	60%	156	-47	50%	357	-40	94	-43	257	-26	
Singapore	9,342	62%	464	8	52%	861	-3	417	4	776	-3	
South Korea	14,390	34%	1,054	29	72%	2,127	33	900	28	1,859	31	
Taiwan	10,045	69%	759	28	70%	1,162	44	681	36	1,016	47	
Thailand	21,808	67%	1,900	18	82%	3,729	19	1,774	14	3,485	16	
United Arab Emirates	18,190	78%	1,137	53	85%	2,142	26	1,022	47	1,956	22	
Rest of Asia	27,082	44%	777	-57	28%	1,589	-46	643	-51	1,333	-36	
<b>Africa</b>	<b>30,877</b>	<b>51%</b>	<b>1,606</b>	<b>-3</b>	<b>43%</b>	<b>2,879</b>	<b>4</b>	<b>1,405</b>	<b>20</b>	<b>2,535</b>	<b>30</b>	
Egypt	3,429	42%	177	5	33%	386	55	142	-8	315	39	
Morocco	1,181	50%	35	-68	55%	143	-8	30	-72	124	-16	
Namibia	3,406	66%	70	-62	95%	281	-31	64	-65	264	-34	
South Africa	5,697	52%	256	-16	38%	555	7	219	-17	486	6	
Rest of Africa	17,164	51%	1,068	20	45%	1,514	5	950	107	1,346	87	
<b>Oceania</b>	<b>53,273</b>	<b>65%</b>	<b>2,645</b>	<b>49</b>	<b>67%</b>	<b>6,776</b>	<b>35</b>	<b>1,980</b>	<b>19</b>	<b>5,670</b>	<b>24</b>	
Australia	47,695	66%	2,004	27	62%	5,800	27	1,781	19	5,172	23	
New Zealand	5,181	60%	593	224	87%	912	122	195	23	478	34	
Rest of Oceania	397	41%	48	860	65%	64	327	4	-20	20	43	
<b>Rest of the World</b>	<b>135,132</b>	<b>48%</b>	<b>11,924</b>	<b>55</b>	<b>45%</b>	<b>23,648</b>	<b>66</b>	<b>10,982</b>	<b>52</b>	<b>21,793</b>	<b>61</b>	
Not indicated	538,083	45%	34,501	31	45%	63,134	15	28,815	28	53,053	13	

**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			
	February		YTD		February		YTD	
	2016	2015	2016	2015	2016	2015	2016	2015
Number of hotels	299	291	299	291	150	146	150	146
Room capacity	940,567	946,621	940,567	946,621	579,980	570,555	579,980	570,555
Occupied rooms	478,654	478,928	478,654	478,928	316,111	320,622	316,111	320,622
Capacity utilization (%)	50.9	50.6	50.9	50.6	54.5	50.3	54.5	50.3
Mon-Thu (%)	61.9	61.0	61.9	61.0	65.3	61.0	65.3	61.0
Fri-Sun (%)	40.1	40.3	40.1	40.3	44.3	38.6	44.3	38.6
Revenues (MSEK)	492.7	483.6	492.7	483.6	337.4	334.0	337.4	334.0
Rev. Per occupied room (SEK)	1,029	1,010	1,029	1,010	1,067	1,042	1,067	1,042
Rev. Per disp. room (SEK)	524	511	524	511	582	585	582	585