

Stockholm's tourism industry. April 2016

During the month of April over 1 million guest nights were recorded at commercial accommodations in the county of Stockholm. This was an increase of 16 % compared to April in 2015. Circa 70 % of overnight stays came from domestic demand which increased by 19 %. Foreign overnight stays in general increased by 10 %.

Nordic guest nights increased by 6 %. Norwegian visitors stood for the majority of guest nights, which increased by 4 %, followed by Finnish visitors, which increased by 21 %.

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

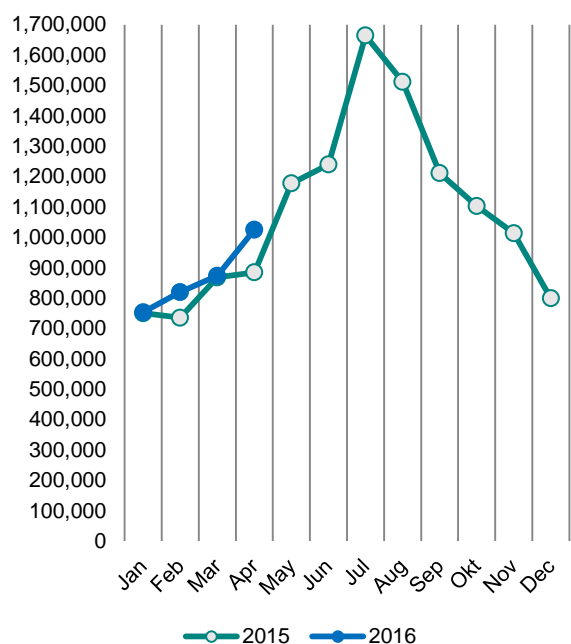
| Target group | Guest nights | Change, % | | | |
|------------------|------------------|------------|------------------|--------------|-----------|
| Total | 1,025,368 | 16% | | | |
| Sweden | 712,273 | 19% | | | |
| Foreign | 313,095 | 10% | | | |
| Ranking, Foreign | Guest nights | Change, % | Ranking, Foreign | Guest nights | Change, % |
| 1 Not indicated | 46,148 | 38% | 11 Italy | 8,958 | -4% |
| 2 UK | 30,623 | 10% | 12 Netherlands | 8,104 | 3% |
| 3 Germany | 23,527 | -16% | 13 Switzerland | 7,616 | -11% |
| 4 USA | 20,917 | 15% | 14 Spain | 5,954 | -20% |
| 5 Norway | 20,122 | 4% | 15 China | 5,433 | 35% |
| 6 Finland | 19,108 | 21% | 16 Belgium | 4,883 | -11% |
| 7 France | 11,283 | 12% | 17 Ireland | 3,785 | 173% |
| 8 Denmark | 11,048 | -15% | 18 Canada | 3,325 | 75% |
| 9 Poland | 9,814 | 17% | 19 Austria | 3,141 | -18% |
| 10 India | 9,181 | 5% | 20 Lithuania | 3,083 | 94% |

For the other European countries the number of overnight stays increased by 2 %. The countries with the most recorded nights were the UK, which increased by 10 %, and Germany, which decreased by 16 %, compared to April in 2015.

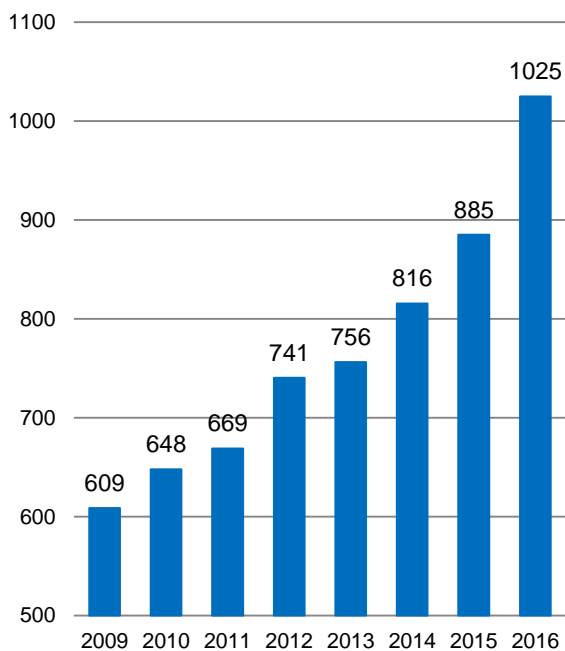
The number of overnight stays also increased for non-European countries, 25 %. The US accounted for the largest number of nights and increased by 15 %.

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

Commercial overnight stays by month 2015 and 2016, Stockholm county



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



Commercial overnight stays 2016 compared with previous year.

| | April 2016 | | YTD | |
|--------------------------------|------------------|------------|-------------------|-----------|
| | Guest nights | Change, % | Guest nights | Change, % |
| Stockholm County | 1,025,368 | 16% | 3,478,532 | 8% |
| Domestic | 712,273 | 19% | 2,415,381 | 6% |
| Foreign | 313,095 | 10% | 1,063,151 | 12% |
| Nordic countries, excl. Sweden | 52,249 | 6% | 178,914 | 8% |
| Europe excl. Nordic countries | 142,486 | 2% | 480,183 | 7% |
| Non-European | 118,360 | 25% | 404,054 | 20% |
| City of Stockholm | 695,717 | 19% | 2,331,863 | 9% |
| Domestic | 443,997 | 25% | 1,479,457 | 8% |
| Foreign | 251,720 | 10% | 852,406 | 11% |
| Nordic countries, excl. Sweden | 41,512 | 15% | 136,637 | 10% |
| Europe excl. Nordic countries | 109,368 | 0% | 368,038 | 7% |
| Non-European | 100,840 | 22% | 347,731 | 15% |
| Sweden | 3,650,899 | 2% | 15,143,599 | 6% |

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

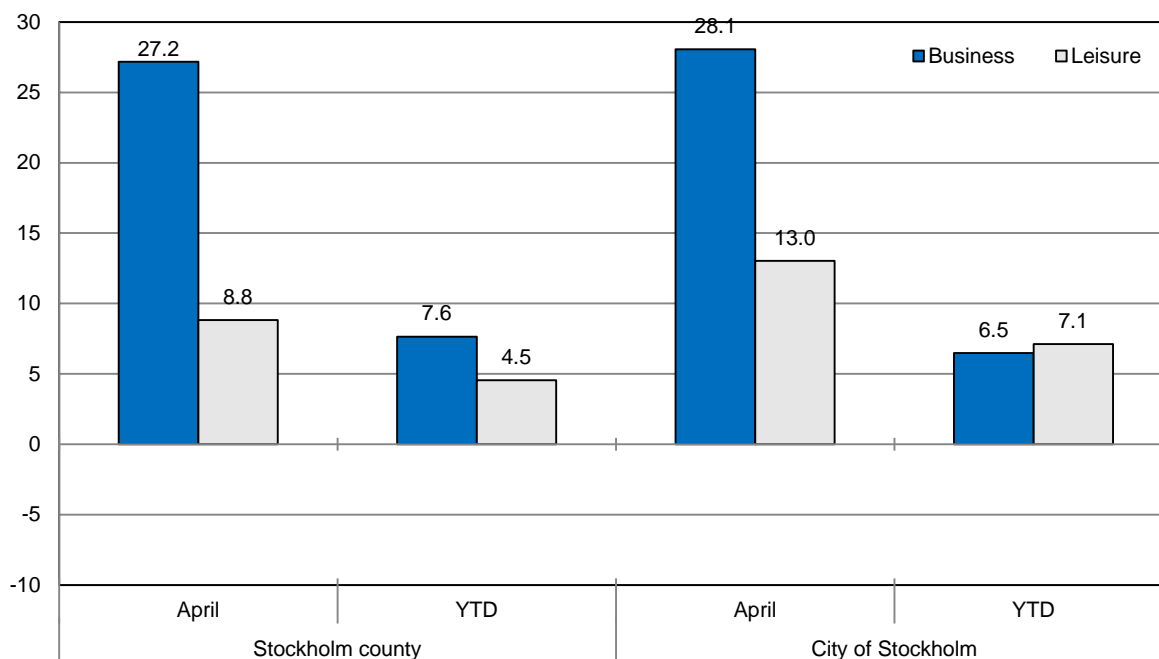
Source: Statistics Sweden and Swedish Agency for Economic and Regional Growth, preliminary data.

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

| Country | Stockholm county | | | | | | City of Stockholm | | | | |
|--------------------------------------|-------------------|-----------------|------------------|-----------|-----------------|------------------|-------------------|----------------|-----------|------------------|-----------|
| | Guest nights 2015 | Share in Sweden | April 2016 | | | YTD 2016 | | April 2016 | | YTD 2016 | |
| | | | Guest nights | Change % | Share in Sweden | Guest nights | Change % | Guest nights | Change % | Guest nights | Change % |
| Total | 12,977,410 | 21% | 1,025,368 | 16 | 28% | 3,478,532 | 8 | 695,717 | 19 | 2,331,863 | 9 |
| Sweden | 8,453,442 | 19% | 712,273 | 19 | 25% | 2,415,381 | 6 | 443,997 | 25 | 1,479,457 | 8 |
| Foreign | 4,523,968 | 30% | 313,095 | 10 | 41% | 1,063,151 | 12 | 251,720 | 10 | 852,406 | 11 |
| Nordic countries excl. Sweden | 760,054 | 14% | 52,249 | 6 | 24% | 178,914 | 8 | 41,512 | 15 | 136,637 | 10 |
| Europe excl. Nordic countries | 2,147,258 | 32% | 142,486 | 2 | 45% | 480,183 | 7 | 109,368 | 0 | 368,038 | 7 |
| Non-European/ not indicated | 1,616,656 | 52% | 118,360 | 25 | 52% | 404,054 | 20 | 100,840 | 22 | 347,731 | 15 |
| Europe | 2,907,312 | 24% | 194,735 | 3 | 37% | 659,097 | 7 | 150,880 | 3 | 504,675 | 8 |
| Austria | 60,120 | 46% | 3,141 | -18 | 50% | 9,939 | 1 | 2,673 | -12 | 8,281 | 7 |
| Belarus | 1,872 | 53% | 173 | 131 | 88% | 661 | 32 | 145 | 101 | 570 | 51 |
| Belgium | 56,731 | 40% | 4,883 | -11 | 55% | 14,981 | 9 | 3,922 | -17 | 12,336 | 1 |
| Bulgaria | 4,667 | 42% | 590 | 81 | 50% | 1,710 | 76 | 361 | 39 | 1,288 | 45 |
| Croatia | 3,194 | 29% | 570 | 122 | 41% | 1,380 | 46 | 501 | 121 | 1,159 | 56 |
| Czech Republic | 16,303 | 24% | 1,155 | 21 | 21% | 4,313 | 1 | 839 | 17 | 3,225 | 32 |
| Denmark | 218,082 | 18% | 11,048 | -15 | 23% | 44,552 | 5 | 8,454 | -3 | 32,596 | 9 |
| Estonia | 17,373 | 23% | 1,382 | 21 | 27% | 6,362 | 13 | 948 | 15 | 4,477 | 40 |
| Finland | 214,518 | 38% | 19,108 | 21 | 39% | 58,561 | 12 | 15,214 | 37 | 44,611 | 13 |
| France | 155,850 | 50% | 11,283 | 12 | 56% | 36,481 | 5 | 9,536 | 10 | 30,944 | 3 |
| Georgia | 4,076 | 42% | 126 | -62 | 27% | 462 | -42 | 78 | -71 | 365 | -34 |
| Germany | 525,643 | 18% | 23,527 | -16 | 32% | 79,060 | 3 | 17,813 | -20 | 60,988 | 4 |
| Greece | 17,673 | 69% | 1,104 | -30 | 61% | 3,782 | -22 | 978 | -25 | 3,222 | -20 |
| Hungary | 11,352 | 33% | 916 | 26 | 46% | 2,893 | 17 | 757 | 53 | 2,341 | 21 |
| Iceland | 20,663 | 63% | 1,971 | 48 | 79% | 4,242 | 13 | 1,802 | 59 | 3,713 | 15 |
| Ireland | 24,413 | 52% | 3,785 | 173 | 76% | 13,417 | 130 | 1,370 | 24 | 4,669 | 16 |
| Italy | 134,554 | 55% | 8,958 | -4 | 49% | 27,189 | 1 | 7,679 | -8 | 23,434 | 2 |
| Latvia | 13,319 | 35% | 1,779 | 78 | 62% | 5,865 | 62 | 1,124 | 59 | 3,874 | 52 |
| Lithuania | 22,056 | 43% | 3,083 | 94 | 53% | 10,840 | 81 | 1,809 | 80 | 5,594 | 43 |
| Luxembourg | 9,758 | 64% | 706 | -25 | 60% | 2,065 | -4 | 647 | -27 | 1,881 | -6 |
| Netherlands | 119,809 | 18% | 8,104 | 3 | 36% | 26,566 | 4 | 6,355 | 6 | 20,909 | 2 |
| Norway | 306,791 | 9% | 20,122 | 4 | 17% | 71,559 | 7 | 16,042 | 6 | 55,717 | 7 |
| Poland | 114,909 | 41% | 9,814 | 17 | 38% | 28,693 | -14 | 4,512 | 62 | 13,265 | 7 |
| Portugal | 16,692 | 52% | 816 | -10 | 48% | 3,259 | 8 | 672 | -15 | 2,827 | 1 |
| Romania | 18,879 | 46% | 1,404 | -15 | 43% | 5,620 | 17 | 1,110 | -25 | 4,373 | -1 |
| Russia | 78,067 | 54% | 2,970 | -20 | 51% | 17,449 | -30 | 2,496 | -18 | 13,836 | -13 |
| Slovakia | 4,861 | 23% | 327 | -5 | 23% | 1,598 | 35 | 246 | -12 | 1,184 | 27 |
| Slovenia | 3,411 | 18% | 418 | 21 | 50% | 1,017 | 49 | 360 | 21 | 870 | 45 |
| Spain | 109,606 | 66% | 5,954 | -20 | 60% | 22,376 | 10 | 5,040 | -24 | 19,169 | 11 |
| Switzerland | 128,558 | 37% | 7,616 | -11 | 62% | 22,181 | 13 | 6,709 | -11 | 19,302 | 11 |
| Turkey | 25,929 | 71% | 2,347 | 32 | 67% | 8,122 | 16 | 1,957 | 35 | 6,657 | 25 |
| UK | 394,604 | 51% | 30,623 | 10 | 50% | 104,024 | 5 | 24,455 | 9 | 84,539 | 6 |
| Ukraine | 8,052 | 40% | 1,183 | 115 | 83% | 3,385 | 65 | 863 | 153 | 2,646 | 60 |
| Rest of Europe | 44,927 | 34% | 3,749 | 3 | 48% | 14,493 | 56 | 3,413 | 73 | 9,813 | 53 |

| Country | Stockholm county | | | | | | City of Stockholm | | | | | |
|------------------------------------|-------------------|-----------------|---------------|------------|-----------------|----------------|-------------------|---------------|------------|---------------|-----------|--|
| | Guest nights 2015 | Share in Sweden | April 2016 | | | YTD 2016 | | April 2016 | | YTD 2016 | | |
| | | | Guest nights | Change % | Share in Sweden | Guest nights | Change % | Guest nights | Change % | Guest nights | Change % | |
| North America | 384,603 | 65% | 24,242 | 21 | 66% | 77,258 | 15 | 21,550 | 25 | 68,567 | 13 | |
| Canada | 37,662 | 66% | 3,325 | 75 | 67% | 8,800 | 43 | 2,941 | 83 | 7,801 | 31 | |
| USA | 346,941 | 65% | 20,917 | 15 | 66% | 68,458 | 13 | 18,609 | 19 | 60,766 | 11 | |
| Central & South America | 63,571 | 70% | 2,535 | -21 | 57% | 11,309 | 15 | 2,072 | -29 | 9,744 | 16 | |
| Argentina | 6,383 | 79% | 254 | -54 | 82% | 1,264 | 15 | 198 | -63 | 1,080 | -1 | |
| Brazil | 31,231 | 74% | 1,252 | -14 | 63% | 4,309 | -10 | 981 | -26 | 3,650 | -6 | |
| Chile | 3,780 | 82% | 129 | 43 | 49% | 619 | 56 | 119 | 37 | 553 | 2 | |
| Columbia | 2,392 | 72% | 75 | -62 | 50% | 472 | 10 | 70 | -62 | 425 | 8 | |
| Mexico | 7,302 | 72% | 241 | -52 | 55% | 1,542 | 30 | 192 | -54 | 1,351 | 18 | |
| Rest of Central & South America | 12,483 | 70% | 584 | 42 | 44% | 3,103 | 57 | 512 | 37 | 2,685 | 100 | |
| Asia | 390,053 | 53% | 27,978 | 15 | 55% | 101,771 | 16 | 23,051 | 13 | 84,937 | 11 | |
| China | 88,188 | 34% | 5,433 | 35 | 39% | 22,542 | 44 | 4,748 | 42 | 19,567 | 36 | |
| India | 124,145 | 68% | 9,181 | 5 | 60% | 34,282 | 11 | 7,631 | -1 | 29,473 | 2 | |
| Indonesia | 3,166 | 70% | 373 | 433 | 91% | 864 | 146 | 340 | 440 | 763 | 126 | |
| Iran | 3,277 | 53% | 118 | -12 | 42% | 741 | 13 | 103 | -5 | 630 | 25 | |
| Israel | 13,025 | 68% | 877 | 16 | 73% | 2,261 | 9 | 728 | 6 | 1,883 | 2 | |
| Japan | 53,195 | 62% | 2,195 | 15 | 54% | 8,113 | 0 | 1,724 | 7 | 6,469 | -4 | |
| Malaysia | 4,844 | 67% | 179 | -58 | 64% | 1,069 | 21 | 133 | -67 | 803 | -9 | |
| Qatar | 13,444 | 93% | 1,429 | 59 | 91% | 5,291 | 64 | 495 | 432 | 1,741 | 155 | |
| Saudi Arabia | 6,976 | 60% | 273 | -37 | 50% | 871 | -39 | 222 | -20 | 685 | -23 | |
| Singapore | 9,342 | 62% | 551 | 7 | 57% | 1,928 | 1 | 504 | 10 | 1,749 | 5 | |
| South Korea | 14,390 | 34% | 1,202 | 35 | 53% | 4,095 | 32 | 1,047 | 30 | 3,578 | 20 | |
| Taiwan | 10,045 | 69% | 637 | 53 | 66% | 2,211 | 45 | 505 | 52 | 1,847 | 32 | |
| Thailand | 21,808 | 67% | 2,633 | 34 | 80% | 8,850 | 22 | 2,373 | 38 | 8,136 | 16 | |
| United Arab Emirates | 18,190 | 78% | 1,561 | 31 | 89% | 4,807 | 25 | 1,409 | 30 | 4,389 | 21 | |
| Rest of Asia | 27,082 | 44% | 1,336 | -32 | 34% | 3,846 | -41 | 1,089 | -35 | 3,224 | -35 | |
| Africa | 30,877 | 51% | 2,933 | 53 | 59% | 7,773 | 0 | 1,839 | 24 | 6,120 | 9 | |
| Egypt | 3,429 | 42% | 341 | 137 | 50% | 1,027 | 80 | 311 | 125 | 897 | 44 | |
| Morocco | 1,181 | 50% | 113 | 102 | 68% | 358 | 21 | 106 | 96 | 319 | -4 | |
| Namibia | 3,406 | 66% | 211 | -28 | 51% | 679 | -25 | 198 | -30 | 634 | -25 | |
| South Africa | 5,697 | 52% | 327 | 41 | 54% | 1,241 | 13 | 242 | 17 | 1,037 | 3 | |
| Rest of Africa | 17,164 | 51% | 1,941 | 63 | 62% | 4,468 | -8 | 982 | 22 | 3,233 | 14 | |
| Oceania | 53,273 | 65% | 2,272 | 2 | 54% | 11,474 | 23 | 1,918 | -6 | 9,744 | 5 | |
| Australia | 47,695 | 66% | 2,001 | 1 | 57% | 18 | 23 | 1,688 | -8 | 8,750 | 4 | |
| New Zealand | 5,181 | 60% | 265 | 69 | 41% | 94 | 100 | 228 | 74 | 964 | 33 | |
| Rest of Oceania | 397 | 41% | 6 | -92 | 35% | -28 | 115 | 2 | -97 | 30 | -73 | |
| Rest of the World | 135,132 | 48% | 12,252 | 25 | 41% | 49,591 | 47 | 11,219 | 23 | 45,796 | 28 | |
| Not indicated | 538,083 | 45% | 46,148 | 38 | 48% | 144,878 | 20 | 39,191 | 34 | 122,823 | 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 | | | |
|------------------------------|------------------|---------|-----------|-----------|-------------------|---------|-----------|-----------|
| | April | | YTD | | April | | YTD | |
| | 2016 | 2015 | 2016 | 2015 | 2016 | 2015 | 2016 | 2015 |
| Number of hotels | 302 | 298 | 302 | 298 | 150 | 147 | 150 | 148 |
| Room capacity | 962,239 | 943,744 | 3,769,613 | 3,745,485 | 582,459 | 575,417 | 2,290,561 | 2,292,155 |
| Occupied rooms | 654,131 | 542,767 | 2,202,624 | 2,071,773 | 443,311 | 363,522 | 1,480,114 | 1,392,547 |
| Capacity utilization (%) | 68.0 | 57.5 | 58.4 | 55.3 | 76.1 | 63.2 | 60.7 | 60.8 |
| Mon-Thu (%) | 80.5 | 64.4 | 67.6 | 63.3 | 87.6 | 69.2 | 73.3 | 69.2 |
| Fri-Sun (%) | 53.3 | 48.2 | 47.2 | 45.2 | 62.9 | 55.1 | 54.3 | 55.1 |
| Revenues (MSEK) | 770.1 | 560.0 | 2480.4 | 2089.7 | 550.0 | 392.8 | 1657.9 | 1475.9 |
| Rev. Per occupied room (SEK) | 1,177 | 1,032 | 1,083 | 1,031 | 1,241 | 1,081 | 1,128 | 1,069 |
| Rev. Per disp. room (SEK) | 800 | 593 | 633 | 570 | 944 | 683 | 729 | 650 |