

Stockholm's tourism industry. June 2016

During the month of June almost 1.3 million guest nights were recorded at commercial accommodations in the county of Stockholm. This was an increase of 3 % compared to June in 2015. Circa 58 % of overnight stays came from domestic demand which was an increase of 2 % compared to 2015. Foreign overnight stays in general increased by 5 %.

Nordic guest nights decreased by 2 %. Norwegian visitors stood for the majority of guest nights, which increased by 8 %, followed by Finnish visitors, which increased by 2 %.

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

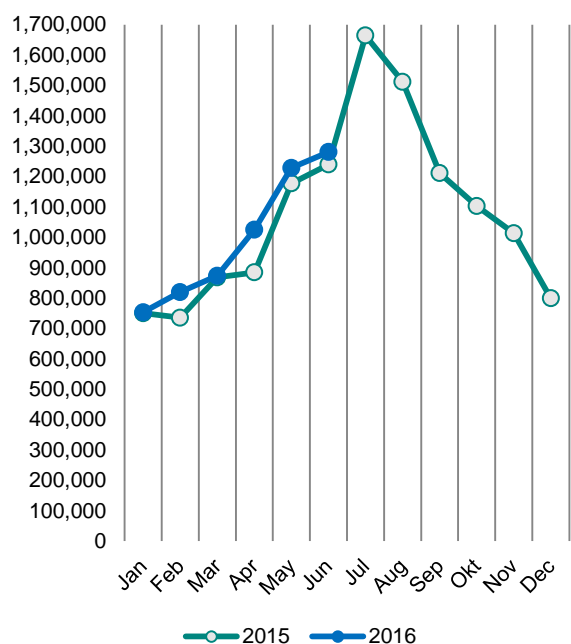
Target group	Guest nights	Change, %			
Total	1,280,945	3%			
Sweden	740,382	2%			
Foreign	540,563	5%			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Germany	75,868	-1%	11 Italy	13,929	6%
2 Not indicated	65,623	27%	12 Spain	12,459	13%
3 USA	58,233	9%	13 Netherlands	12,194	-4%
4 UK	50,538	22%	14 India	11,589	-16%
5 Norway	28,524	8%	15 Poland	10,140	-12%
6 Finland	22,196	2%	16 Japan	9,134	-2%
7 Denmark	17,099	-11%	17 Australia	7,379	3%
8 Switzerland	16,467	1%	18 Austria	6,238	-12%
9 France	16,133	-6%	19 Brazil	5,429	16%
10 China	14,726	29%	20 Canada	5,369	-21%

For the other European countries the number of overnight stays increased by 4 %. The countries with the most recorded nights were Germany, which decreased by 1 %, and the UK, which increased by 22 %, compared to June in 2015.

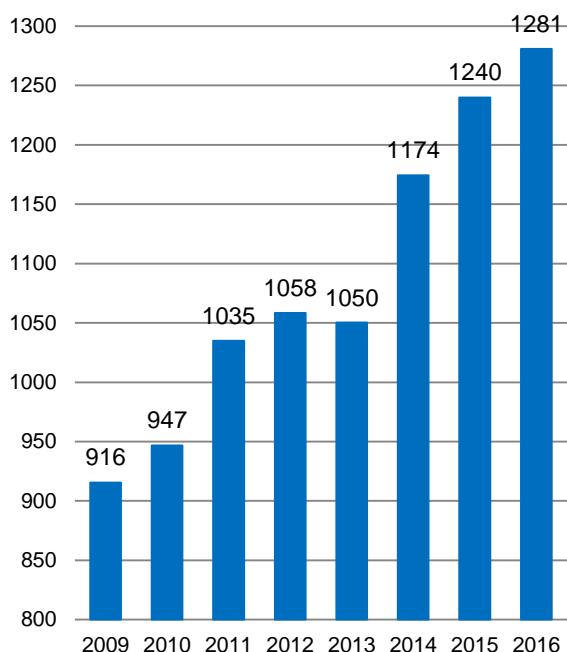
The number of overnight stays also increased for non-European countries, 8 %. The US accounted for the largest number of nights and increased by 9 %.

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

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



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



Commercial overnight stays 2016 compared with previous year.

	June 2016		YTD	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	1,280,945	3%	5,960,105	5%
Domestic	740,382	2%	3,927,460	4%
Foreign	540,563	5%	2,032,645	9%
Nordic countries, excl. Sweden	68,991	-2%	309,152	2%
Europe excl. Nordic countries	255,745	4%	938,547	5%
Non-European	215,827	8%	784,946	16%
City of Stockholm	851,821	4%	3,990,999	7%
Domestic	425,376	4%	2,357,218	5%
Foreign	426,445	5%	1,633,781	9%
Nordic countries, excl. Sweden	52,215	2%	237,958	5%
Europe excl. Nordic countries	189,857	3%	717,246	4%
Non-European	184,373	8%	678,577	17%
Sweden	5,919,240	-3%	25,837,150	2%

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

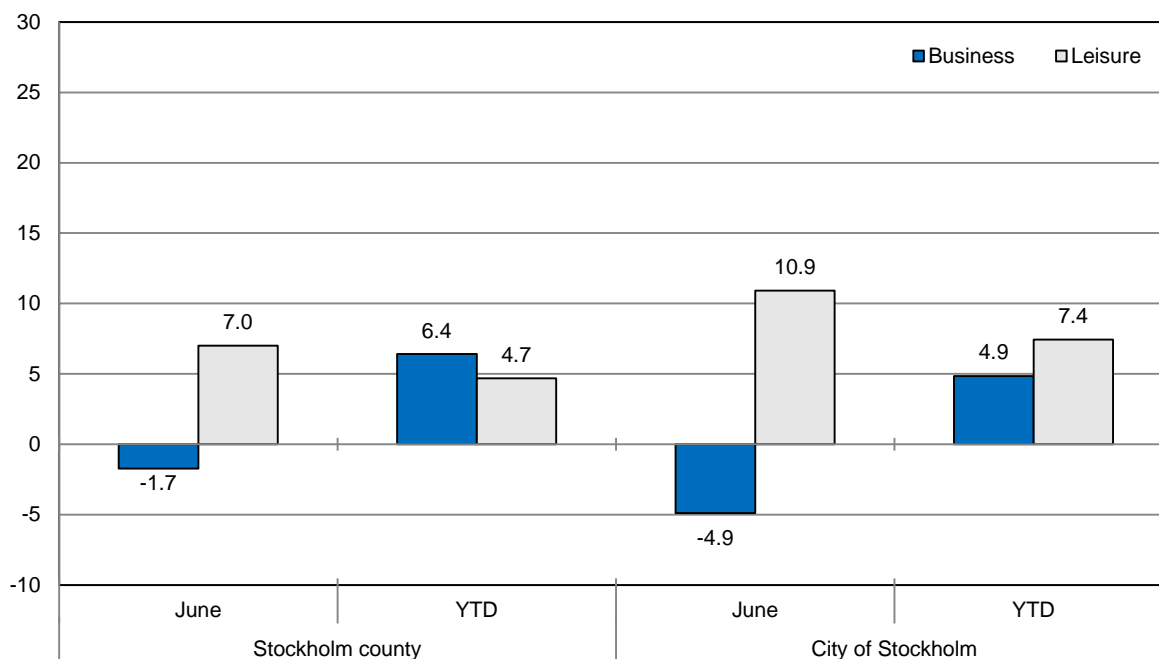
Source: Statistics Sweden and Swedish Agency for Economic and Regional Growth, preliminary data.

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

Country	Stockholm county						City of Stockholm				
	Guest nights 2015	Share in Sweden	June 2016			YTD 2016		June 2016		YTD 2016	
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %
Total	12,977,410	21%	1,280,945	3	22%	5,960,105	5	851,821	4	3,990,999	7
Sweden	8,453,442	19%	740,382	2	18%	3,927,460	4	425,376	4	2,357,218	5
Foreign	4,523,968	30%	540,563	5	32%	2,032,645	9	426,445	5	1,633,781	9
Nordic countries excl. Sweden	760,054	14%	68,991	-2	16%	309,152	2	52,215	2	237,958	5
Europe excl. Nordic countries	2,147,258	32%	255,745	4	30%	938,547	5	189,857	3	717,246	4
Non-European/ not indicated	1,616,656	52%	215,827	8	54%	784,946	16	184,373	8	678,577	17
Europe	2,907,312	24%	324,736	3	25%	1,247,699	4	242,072	3	955,204	4
Austria	60,120	46%	6,238	-12	40%	22,643	-3	4,889	-17	18,928	-1
Belarus	1,872	53%	92	-22	38%	1,003	34	71	16	865	37
Belgium	56,731	40%	5,248	-3	38%	25,117	2	4,315	-3	20,877	0
Bulgaria	4,667	42%	634	38	49%	2,653	51	526	36	2,078	42
Croatia	3,194	29%	388	55	56%	2,242	54	307	41	1,898	54
Czech Republic	16,303	24%	1,247	-40	21%	6,690	-14	919	-18	4,869	4
Denmark	218,082	18%	17,099	-11	21%	76,609	-3	12,530	-2	56,710	3
Estonia	17,373	23%	1,946	3	34%	9,993	13	924	-19	6,380	22
Finland	214,518	38%	22,196	2	34%	99,366	5	16,941	3	76,343	7
France	155,850	50%	16,133	-6	54%	66,932	-1	12,563	-13	55,224	-5
Georgia	4,076	42%	630	10	44%	1,761	6	533	19	1,496	14
Germany	525,643	18%	75,868	-1	18%	202,547	2	54,357	2	151,724	3
Greece	17,673	69%	1,516	-21	66%	6,492	-21	1,298	-17	5,571	-19
Hungary	11,352	33%	1,308	11	39%	4,957	8	1,059	17	4,047	9
Iceland	20,663	63%	1,172	-57	43%	6,684	-23	942	-58	5,821	-20
Ireland	24,413	52%	3,021	83	63%	19,813	116	1,369	4	7,565	11
Italy	134,554	55%	13,929	6	55%	49,108	-2	11,781	2	42,052	-3
Latvia	13,319	35%	1,528	28	38%	8,759	45	805	6	5,484	31
Lithuania	22,056	43%	3,242	44	54%	17,060	60	1,328	-5	8,450	35
Luxembourg	9,758	64%	1,140	12	72%	4,449	0	967	5	3,953	-5
Netherlands	119,809	18%	12,194	-4	16%	51,173	3	9,148	-3	40,057	3
Norway	306,791	9%	28,524	8	10%	126,493	5	21,802	13	99,084	6
Poland	114,909	41%	10,140	-12	28%	48,552	-14	4,594	7	21,985	0
Portugal	16,692	52%	1,370	-43	41%	5,751	-18	1,120	-30	4,942	-11
Romania	18,879	46%	2,259	23	42%	9,330	12	1,857	25	7,235	-1
Russia	78,067	54%	4,815	-23	53%	27,746	-29	3,893	-30	22,015	-33
Slovakia	4,861	23%	576	36	28%	2,583	27	310	-7	1,777	10
Slovenia	3,411	18%	362	19	49%	1,688	31	298	8	1,420	31
Spain	109,606	66%	12,459	13	66%	44,048	10	10,326	13	37,422	11
Switzerland	128,558	37%	16,467	1	35%	50,248	4	13,579	3	43,005	5
Turkey	25,929	71%	3,354	29	75%	15,507	24	2,851	52	12,733	39
UK	394,604	51%	50,538	22	55%	199,036	13	38,172	15	159,212	10
Ukraine	8,052	40%	1,176	33	67%	5,802	62	847	12	4,488	57
Rest of Europe	44,927	34%	5,927	40	50%	24,864	39	4,851	42	19,494	56

Country	Stockholm county						City of Stockholm					
	Guest nights 2015	Share in Sweden	June 2016			YTD 2016		June 2016		YTD 2016		
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %	
North America	384,603	65%	63,602	6	70%	181,057	10	56,881	6	162,052	11	
Canada	37,662	66%	5,369	-21	72%	17,446	1	4,775	-23	15,538	0	
USA	346,941	65%	58,233	9	70%	163,611	11	52,106	9	146,514	13	
Central & South America	63,571	70%	10,587	19	74%	26,670	10	9,621	17	23,585	9	
Argentina	6,383	79%	1,452	59	82%	3,424	30	1,338	54	3,041	23	
Brazil	31,231	74%	5,429	16	76%	11,970	-4	5,007	16	10,556	-7	
Chile	3,780	82%	644	71	76%	1,525	53	548	59	1,354	47	
Columbia	2,392	72%	489	21	82%	1,144	7	441	13	1,049	3	
Mexico	7,302	72%	1,201	10	77%	3,675	29	1,066	6	3,299	29	
Rest of Central & South America	12,483	70%	1,372	-4	58%	4,932	16	1,221	-5	4,286	30	
Asia	390,053	53%	50,694	1	46%	188,998	9	38,425	-1	153,811	9	
China	88,188	34%	14,726	29	28%	45,027	33	10,185	24	36,391	36	
India	124,145	68%	11,589	-16	67%	56,909	0	9,460	-18	48,324	-2	
Indonesia	3,166	70%	288	-33	77%	1,315	29	260	-35	1,178	27	
Iran	3,277	53%	614	132	64%	1,586	46	507	112	1,341	62	
Israel	13,025	68%	1,432	6	68%	4,541	6	1,302	4	3,954	1	
Japan	53,195	62%	9,134	-2	73%	22,785	5	6,401	1	16,941	6	
Malaysia	4,844	67%	476	-15	67%	2,062	5	415	-19	1,673	-10	
Qatar	13,444	93%	1,372	45	95%	7,795	55	383	159	2,590	302	
Saudi Arabia	6,976	60%	295	-51	51%	1,888	-29	270	-50	1,650	-14	
Singapore	9,342	62%	1,609	-2	70%	4,662	2	1,395	0	4,230	8	
South Korea	14,390	34%	1,898	11	29%	7,211	11	1,507	-4	6,050	7	
Taiwan	10,045	69%	2,184	-21	67%	5,336	6	1,817	-14	4,378	13	
Thailand	21,808	67%	2,042	-2	70%	13,120	19	1,840	0	12,138	19	
United Arab Emirates	18,190	78%	1,414	6	81%	7,571	17	1,284	2	6,980	16	
Rest of Asia	27,082	44%	1,621	-18	28%	7,190	-38	1,399	-14	5,993	-35	
Africa	30,877	51%	2,774	-37	55%	13,106	-13	2,383	-36	10,885	-5	
Egypt	3,429	42%	187	-41	55%	1,442	22	159	-40	1,262	23	
Morocco	1,181	50%	88	-37	66%	595	8	73	-42	536	5	
Namibia	3,406	66%	1,059	-47	96%	3,017	-21	993	-49	2,905	-21	
South Africa	5,697	52%	779	8	64%	2,426	7	668	8	2,026	3	
Rest of Africa	17,164	51%	661	-46	30%	5,626	-23	490	-37	4,156	-2	
Oceania	53,273	65%	8,276	3	67%	25,099	17	7,337	1	21,988	13	
Australia	47,695	66%	7,379	3	68%	22,043	14	6,534	0	19,725	13	
New Zealand	5,181	60%	869	3	65%	2,818	33	777	6	2,191	20	
Rest of Oceania	397	41%	28	300	35%	238	71	26	271	72	-45	
Rest of the World	135,132	48%	14,271	-7	36%	80,938	36	12,478	-10	73,633	36	
Not indicated	538,083	45%	65,623	27	52%	269,078	25	57,248	27	232,623	25	

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		YTD		June		YTD	
	2016	2015	2016	2015	2016	2015	2016	2015
Number of hotels	304	301	304	301	151	148	151	148
Room capacity	978,262	957,542	5,760,052	5,695,004	595,359	581,136	3,499,205	3,473,699
Occupied rooms	694,840	675,986	3,620,801	3,426,378	477,234	466,402	2,439,919	2,314,733
Capacity utilization (%)	71.0	70.6	62.7	60.1	80.2	80.3	69.5	66.5
Mon-Thu (%)	77.1	75.7	71.2	67.8	85.9	85.3	77.4	73.6
Fri-Sun (%)	63.0	62.6	52.2	50.5	72.6	72.5	60.0	57.9
Revenues (MSEK)	835.7	756.8	4249.7	3619.0	623.6	566.0	2958.6	2595.0
Rev. Per occupied room (SEK)	1,203	1,120	1,137	1,064	1,307	1,214	1,202	1,117
Rev. Per disp. room (SEK)	854	790	715	640	1047	974	838	745