

Stockholm's tourism industry. July 2016

During the month of July over 1.6 million guest nights were recorded at commercial accommodations in the county of Stockholm. This was a decrease of 3 % compared to July in 2015. Circa 57 % of overnight stays came from domestic demand which decreased by 6 % compared to July in 2015. Foreign overnight stays in general increased by 1 %.

Nordic guest nights decreased by 33 %. Norwegian visitors stood for the majority of guest nights, which decreased by 27 %, followed by Finnish visitors, which increased by 5 %.

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

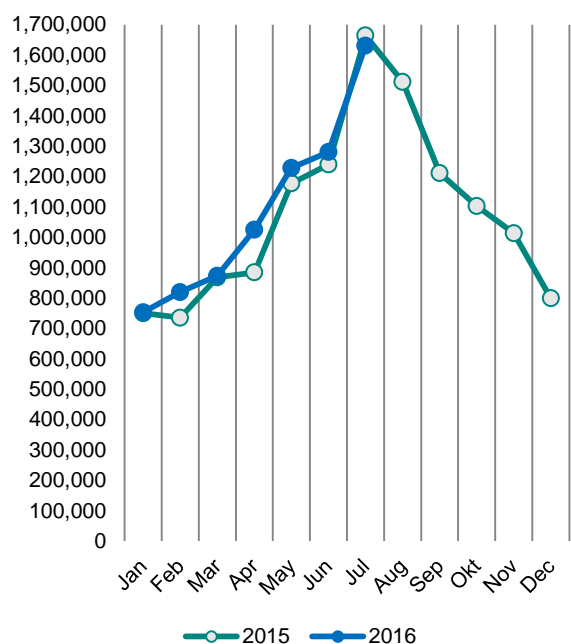
Target group	Guest nights	Change, %			
Total	1,631,234	-3%			
Sweden	934,645	-6%			
Foreign	696,589	1%			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Germany	109,814	19%	11 Netherlands	16,679	-10%
2 Not indicated	79,671	16%	12 China	16,676	57%
3 USA	56,317	14%	13 Italy	14,662	-2%
4 Norway	54,325	-27%	14 Austria	11,060	2%
5 UK	49,457	20%	15 Poland	9,392	-4%
6 Finland	42,305	5%	16 Belgium	9,051	-4%
7 Switzerland	34,915	6%	17 Australia	8,827	12%
8 Denmark	24,700	-61%	18 Japan	8,417	4%
9 France	20,045	-1%	19 Russia	6,048	-33%
10 Spain	18,225	17%	20 Turkey	5,318	49%

For the other European countries the number of overnight stays increased by 10 %. The countries with the most recorded nights were Germany, which increased by 19 %, and the UK, which increased by 20 %, compared to July in 2015.

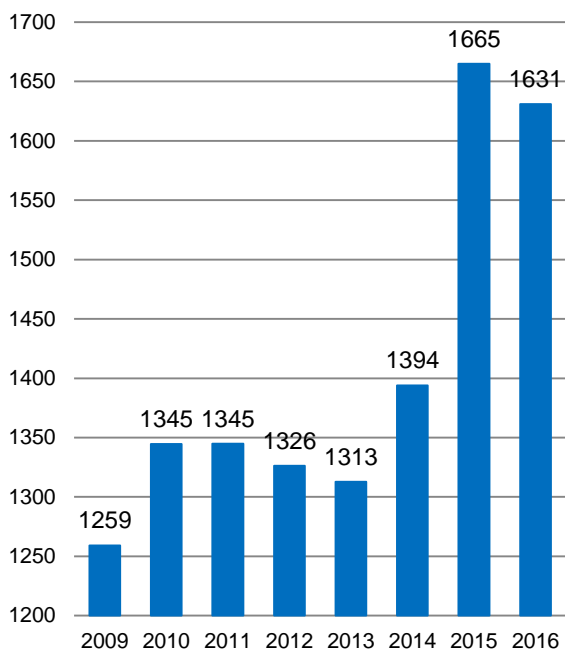
The number of overnight stays also increased for non-European countries, 17 %. The US accounted for the largest number of nights and increased by 14 %.

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

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



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



Commercial overnight stays 2016 compared with previous year.

	July 2016		YTD	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	1,631,234	-3%	7,590,697	3%
Domestic	934,645	-6%	4,870,171	2%
Foreign	696,589	1%	2,720,526	6%
Nordic countries, excl. Sweden	122,727	-33%	429,394	-11%
Europe excl. Nordic countries	334,273	10%	1,270,691	6%
Non-European	239,589	17%	1,020,441	16%
City of Stockholm	1,065,929	-2%	5,051,153	5%
Domestic	538,398	-4%	2,897,465	3%
Foreign	527,531	1%	2,153,688	7%
Nordic countries, excl. Sweden	88,465	-31%	324,776	-9%
Europe excl. Nordic countries	235,185	7%	950,248	5%
Non-European	203,881	16%	878,664	16%
Sweden	12,317,781	-2%	38,269,525	1%

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

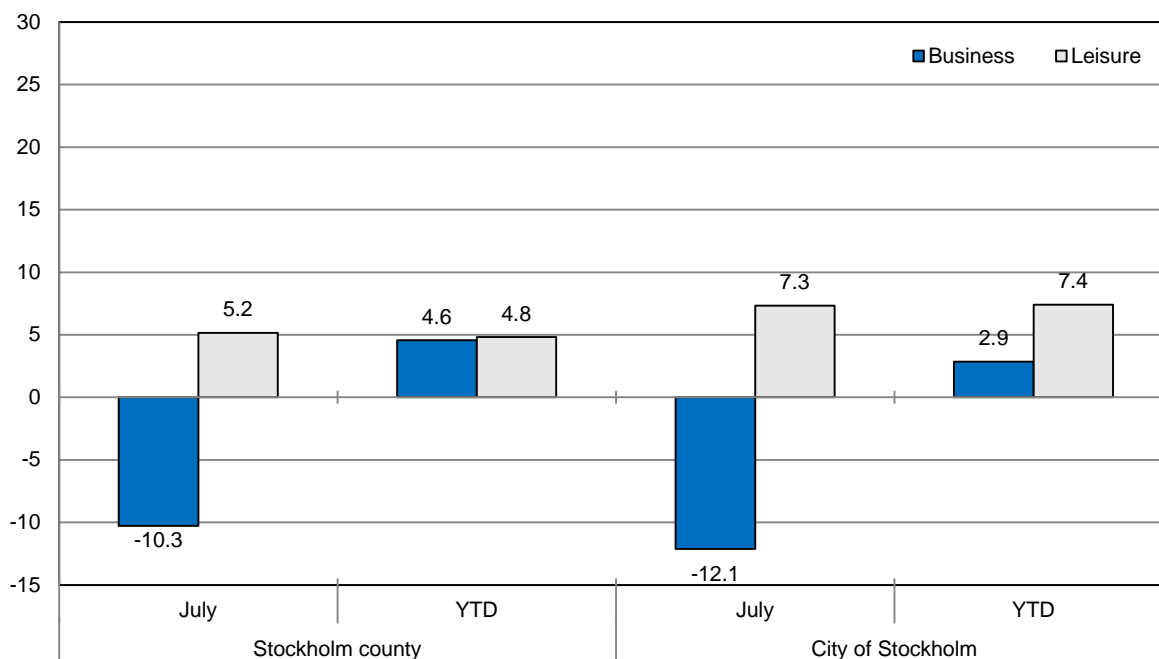
Source: Statistics Sweden and Swedish Agency for Economic and Regional Growth, preliminary data.

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

Country	Stockholm county						City of Stockholm				
	Guest nights 2015	Share in Sweden	July 2016			YTD 2016		July 2016		YTD 2016	
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %
Total	12,977,410	21%	1,631,234	-3	13%	7,590,697	3	1,065,929	-2	5,051,153	5
Sweden	8,453,442	19%	934,645	-6	11%	4,870,171	2	538,398	-4	2,897,465	3
Foreign	4,523,968	30%	696,589	1	19%	2,720,526	6	527,531	1	2,153,688	7
Nordic countries excl. Sweden	760,054	14%	122,727	-33	7%	429,394	-11	88,465	-31	324,776	-9
Europe excl. Nordic countries	2,147,258	32%	334,273	10	22%	1,270,691	6	235,185	7	950,248	5
Non-European/ not indicated	1,616,656	52%	239,589	17	52%	1,020,441	16	203,881	16	878,664	16
Europe	2,907,312	24%	457,000	-6	14%	1,700,085	1	323,650	-7	1,275,024	1
Austria	60,120	46%	11,060	2	35%	33,609	-2	8,728	1	27,464	-1
Belarus	1,872	53%	236	22	60%	1,239	32	198	11	1,053	30
Belgium	56,731	40%	9,051	-4	29%	34,122	0	7,371	-3	28,181	-1
Bulgaria	4,667	42%	681	46	49%	3,359	51	559	36	2,627	40
Croatia	3,194	29%	281	63	48%	2,536	56	226	50	2,118	53
Czech Republic	16,303	24%	1,313	-11	16%	7,992	-14	973	6	6,005	7
Denmark	218,082	18%	24,700	-61	10%	100,815	-30	17,390	-58	73,875	-24
Estonia	17,373	23%	2,070	34	28%	11,965	16	1,280	45	7,517	23
Finland	214,518	38%	42,305	5	33%	141,030	5	31,531	4	107,347	6
France	155,850	50%	20,045	-1	48%	86,693	-2	15,448	-6	70,759	-5
Georgia	4,076	42%	1,386	117	57%	3,123	36	1,193	137	2,670	47
Germany	525,643	18%	109,814	19	13%	313,323	8	71,050	15	223,024	7
Greece	17,673	69%	1,409	-11	67%	7,918	-19	1,081	-16	6,652	-18
Hungary	11,352	33%	1,617	26	43%	6,541	11	1,297	24	5,319	12
Iceland	20,663	63%	1,397	-59	37%	8,040	-33	1,181	-54	6,916	-30
Ireland	24,413	52%	3,168	53	66%	22,861	103	1,235	20	8,729	11
Italy	134,554	55%	14,662	-2	56%	63,814	-2	12,085	-8	54,141	-4
Latvia	13,319	35%	1,439	22	45%	10,191	41	839	33	6,265	30
Lithuania	22,056	43%	2,228	101	36%	19,172	63	856	21	9,178	32
Luxembourg	9,758	64%	1,197	-8	66%	5,646	-2	999	-16	4,957	-7
Netherlands	119,809	18%	16,679	-10	10%	67,608	-1	11,636	-5	51,293	1
Norway	306,791	9%	54,325	-27	4%	179,509	-8	38,363	-28	136,638	-7
Poland	114,909	41%	9,392	-4	29%	58,220	-12	3,743	7	25,756	1
Portugal	16,692	52%	1,847	-33	53%	7,570	-22	1,254	-28	6,186	-15
Romania	18,879	46%	2,345	2	60%	11,702	10	1,907	14	9,283	3
Russia	78,067	54%	6,048	-33	45%	33,700	-30	4,863	-32	26,819	-33
Slovakia	4,861	23%	534	-5	17%	3,113	20	384	1	2,168	8
Slovenia	3,411	18%	368	38	49%	2,067	33	287	48	1,715	34
Spain	109,606	66%	18,225	17	69%	61,917	11	15,119	15	52,271	11
Switzerland	128,558	37%	34,915	6	27%	84,875	5	24,606	-2	67,400	2
Turkey	25,929	71%	5,318	49	80%	20,821	30	4,439	66	17,204	45
UK	394,604	51%	49,457	20	51%	247,058	14	36,017	16	194,032	11
Ukraine	8,052	40%	1,159	73	53%	6,964	64	911	89	5,377	61
Rest of Europe	44,927	34%	6,329	9	34%	30,972	31	4,601	-4	24,085	40

Country	Stockholm county						City of Stockholm					
	Guest nights 2015	Share in Sweden	July 2016			YTD 2016		July 2016		YTD 2016		
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %	
North America	384,603	65%	60,977	13	67%	240,139	10	53,217	12	213,730	11	
Canada	37,662	66%	4,660	1	61%	22,049	1	4,005	3	19,342	0	
USA	346,941	65%	56,317	14	67%	218,090	11	49,212	13	194,388	12	
Central & South America	63,571	70%	11,405	8	75%	37,966	9	10,284	8	33,758	9	
Argentina	6,383	79%	2,094	51	92%	5,471	36	1,934	48	4,965	31	
Brazil	31,231	74%	4,347	-22	79%	16,204	-10	3,973	-22	14,430	-12	
Chile	3,780	82%	425	12	74%	1,929	40	381	16	1,705	37	
Columbia	2,392	72%	579	60	89%	1,707	19	519	78	1,544	18	
Mexico	7,302	72%	2,258	49	86%	5,902	35	2,026	52	5,288	36	
Rest of Central & South America	12,483	70%	1,702	28	49%	6,753	21	1,451	31	5,826	32	
Asia	390,053	53%	55,768	17	49%	243,353	10	43,094	13	195,579	9	
China	88,188	34%	16,676	57	33%	61,430	38	11,704	51	48,036	39	
India	124,145	68%	4,674	-51	56%	61,117	-8	3,422	-58	51,091	-11	
Indonesia	3,166	70%	1,096	38	85%	2,413	33	920	29	2,098	28	
Iran	3,277	53%	1,131	112	85%	2,724	68	1,005	117	2,335	81	
Israel	13,025	68%	3,074	13	74%	7,610	8	2,658	18	6,597	7	
Japan	53,195	62%	8,417	4	72%	30,907	4	5,931	3	22,555	4	
Malaysia	4,844	67%	553	16	75%	2,609	7	494	20	2,153	-6	
Qatar	13,444	93%	2,333	49	93%	10,040	52	1,273	85	3,811	186	
Saudi Arabia	6,976	60%	1,808	73	74%	3,708	0	1,528	59	3,160	10	
Singapore	9,342	62%	1,020	30	65%	5,622	5	937	31	5,087	10	
South Korea	14,390	34%	2,621	23	27%	9,792	13	2,192	20	8,243	10	
Taiwan	10,045	69%	1,818	-27	58%	7,094	-6	1,510	-27	5,827	-2	
Thailand	21,808	67%	2,790	38	68%	15,842	21	2,474	30	14,568	21	
United Arab Emirates	18,190	78%	4,018	101	72%	11,535	36	3,692	105	10,611	35	
Rest of Asia	27,082	44%	3,739	32	59%	10,910	-24	3,354	34	9,407	-19	
Africa	30,877	51%	3,984	5	59%	17,060	-10	3,639	16	14,412	-1	
Egypt	3,429	42%	478	138	60%	1,920	39	417	148	1,668	40	
Morocco	1,181	50%	264	654	92%	862	48	229	554	755	38	
Namibia	3,406	66%	1,870	42	92%	4,831	-6	1,759	39	4,575	-8	
South Africa	5,697	52%	500	10	72%	2,898	7	437	18	2,442	4	
Rest of Africa	17,164	51%	872	-51	30%	6,549	-28	797	-39	4,972	-10	
Oceania	53,273	65%	9,765	12	69%	34,725	15	8,539	9	30,334	11	
Australia	47,695	66%	8,827	12	69%	30,742	13	7,723	10	27,301	11	
New Zealand	5,181	60%	905	8	69%	3,712	26	787	3	2,935	14	
Rest of Oceania	397	41%	33	-43	19%	271	38	29	-29	98	-43	
Rest of the World	135,132	48%	18,019	53	37%	101,929	43	15,664	44	92,341	42	
Not indicated	538,083	45%	79,671	16	46%	345,269	21	69,444	18	298,510	22	

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			
	July		YTD		July		YTD	
	2016	2015	2016	2015	2016	2015	2016	2015
Number of hotels	283	275	304	301	148	143	151	148
Room capacity	943,816	917,681	6,704,282	6,612,685	611,827	595,101	4,111,327	4,068,800
Occupied rooms	662,138	674,447	4,285,817	4,100,825	473,508	481,666	2,914,849	2,796,399
Capacity utilization (%)	70.2	73.5	63.8	62.0	77.4	81.0	70.7	68.6
Mon-Thu (%)	70.3	71.5	71.1	68.3	77.1	79.0	77.4	74.4
Fri-Sun (%)	70.0	75.1	54.8	54.0	77.8	82.0	62.6	61.3
Revenues (MSEK)	639.0	611.1	4888.7	4230.1	490.8	469.3	3449.5	3064.3
Rev. Per occupied room (SEK)	965	906	1,112	1,041	1,037	974	1,178	1,097
Rev. Per disp. room (SEK)	677	666	711	646	802	789	835	754