

Stockholm's tourism industry. August 2016

During the month of August over 1.5 million guest nights were recorded at commercial accommodations in the county of Stockholm. This was an increase of 2 % compared to August in 2015. Circa 57 % of overnight stays came from domestic demand which increased by 2 % compared to August in 2015. Foreign overnight stays in general increased by 4 %.

Nordic guest nights decreased by 6 %. Norwegian visitors stood for the majority of guest nights, which decreased by 6 %, followed by Finnish visitors, which decreased by 1 %.

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

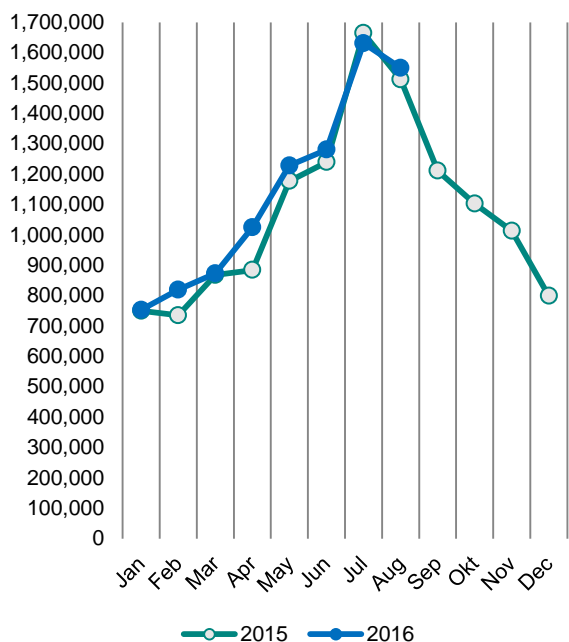
Target group	Guest nights	Change, %			
Total	1,550,381	2%			
Sweden	887,892	2%			
Foreign	662,489	4%			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Germany	111,772	-6%	11 Netherlands	18,826	1%
2 Not indicated	77,699	38%	12 Denmark	18,791	-7%
3 UK	60,082	21%	13 China	18,734	45%
4 USA	51,236	-10%	14 Austria	11,294	13%
5 Italy	34,326	-3%	15 Poland	11,046	-2%
6 Norway	27,504	-6%	16 Japan	9,440	8%
7 Spain	24,916	4%	17 Russia	7,161	-24%
8 France	24,416	-1%	18 Belgium	6,684	-1%
9 Switzerland	22,231	9%	19 Australia	5,528	-24%
10 Finland	19,870	-1%	20 India	4,902	-57%

For the other European countries the number of overnight stays increased by 1 %. The countries with the most recorded nights were Germany, which decreased by 6 %, and the UK, which increased by 21 %, compared to August in 2015.

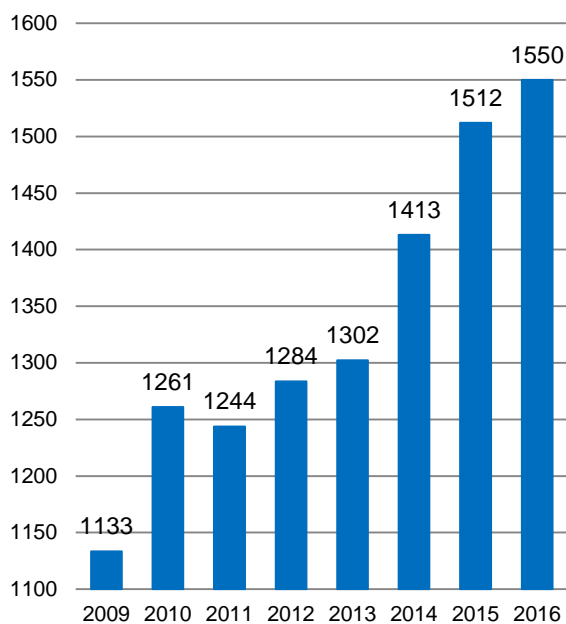
The number of overnight stays from non-European countries increased by 11 %. The US accounted for the largest number of nights but decreased by 10 %.

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

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



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



Commercial overnight stays 2016 compared with previous year.

	August 2016		YTD	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	1,550,381	2%	9,129,308	3%
Domestic	887,892	2%	5,754,304	2%
Foreign	662,489	4%	3,375,004	5%
Nordic countries, excl. Sweden	67,784	-6%	494,235	-11%
Europe excl. Nordic countries	364,449	1%	1,625,220	4%
Non-European	230,256	11%	1,255,549	16%
City of Stockholm	1,015,596	4%	6,066,791	5%
Domestic	501,301	5%	3,394,010	3%
Foreign	514,295	4%	2,672,781	6%
Nordic countries, excl. Sweden	50,560	-3%	374,533	-8%
Europe excl. Nordic countries	265,968	0%	1,213,533	3%
Non-European	197,767	13%	1,084,715	17%
Sweden	8,341,027	0%	47,039,138	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	August 2016			YTD 2016		August 2016		YTD 2016	
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %
Total	12,977,410	21%	1,550,381	2	19%	9,129,308	3	1,015,596	4	6,066,791	5
Sweden	8,453,442	19%	887,892	2	15%	5,754,304	2	501,301	5	3,394,010	3
Foreign	4,523,968	30%	662,489	4	26%	3,375,004	5	514,295	4	2,672,781	6
Nordic countries excl. Sweden	760,054	14%	67,784	-6	11%	494,235	-11	50,560	-3	374,533	-8
Europe excl. Nordic countries	2,147,258	32%	364,449	1	24%	1,625,220	4	265,968	0	1,213,533	3
Non-European/ not indicated	1,616,656	52%	230,256	11	56%	1,255,549	16	197,767	13	1,084,715	17
Europe	2,907,312	24%	432,233	0	20%	2,119,455	0	316,528	0	1,588,066	0
Austria	60,120	46%	11,294	13	40%	44,204	0	9,237	13	36,178	1
Belarus	1,872	53%	295	39	82%	1,597	38	252	39	1,354	37
Belgium	56,731	40%	6,684	-1	28%	40,335	-1	5,147	0	33,010	-2
Bulgaria	4,667	42%	380	-33	37%	4,009	43	318	-38	3,218	34
Croatia	3,194	29%	350	-14	32%	2,859	41	297	23	2,393	47
Czech Republic	16,303	24%	1,363	-17	18%	9,332	-14	975	-26	6,981	1
Denmark	218,082	18%	18,791	-7	18%	120,186	-27	13,771	-7	88,533	-21
Estonia	17,373	23%	1,832	9	34%	13,788	15	1,184	9	8,627	20
Finland	214,518	38%	19,870	-1	34%	159,177	3	14,704	0	120,966	4
France	155,850	50%	24,416	-1	51%	110,305	-2	19,126	-4	89,601	-5
Georgia	4,076	42%	1,161	17	61%	4,342	32	975	7	3,715	36
Germany	525,643	18%	111,772	-6	13%	421,399	3	74,697	-1	296,797	4
Greece	17,673	69%	1,887	-24	72%	10,213	-17	1,406	-31	8,475	-17
Hungary	11,352	33%	1,562	0	51%	8,061	8	1,278	1	6,546	9
Iceland	20,663	63%	1,619	-41	52%	9,690	-35	1,354	-42	8,322	-32
Ireland	24,413	52%	3,415	27	66%	25,979	87	1,228	-25	9,789	3
Italy	134,554	55%	34,326	-3	60%	98,643	-2	29,194	-5	84,071	-4
Latvia	13,319	35%	1,414	1	32%	11,483	33	838	-7	7,022	23
Lithuania	22,056	43%	2,973	60	49%	21,970	61	1,542	28	10,733	31
Luxembourg	9,758	64%	1,394	3	44%	6,962	-2	1,230	7	6,133	-5
Netherlands	119,809	18%	18,826	1	10%	85,614	-1	13,202	2	64,065	0
Norway	306,791	9%	27,504	-6	6%	205,182	-9	20,731	2	156,712	-6
Poland	114,909	41%	11,046	-2	29%	68,765	-11	4,201	6	29,801	2
Portugal	16,692	52%	1,756	-38	60%	9,201	-27	1,428	-30	7,528	-19
Romania	18,879	46%	2,207	7	63%	13,800	9	1,889	36	11,106	7
Russia	78,067	54%	7,161	-24	47%	40,817	-29	5,518	-31	32,359	-33
Slovakia	4,861	23%	523	22	27%	3,590	18	409	39	2,545	11
Slovenia	3,411	18%	243	-62	34%	2,281	3	182	-59	1,873	9
Spain	109,606	66%	24,916	4	69%	86,621	9	21,011	-1	73,315	8
Switzerland	128,558	37%	22,231	9	33%	105,574	4	17,099	3	83,594	1
Turkey	25,929	71%	1,872	-6	66%	22,319	24	1,493	0	18,422	38
UK	394,604	51%	60,082	21	55%	306,537	15	45,473	18	239,736	12
Ukraine	8,052	40%	1,094	18	27%	8,062	56	856	30	6,241	56
Rest of Europe	44,927	34%	5,974	-14	36%	36,558	19	4,283	-25	28,305	23

Visit Stockholm AB

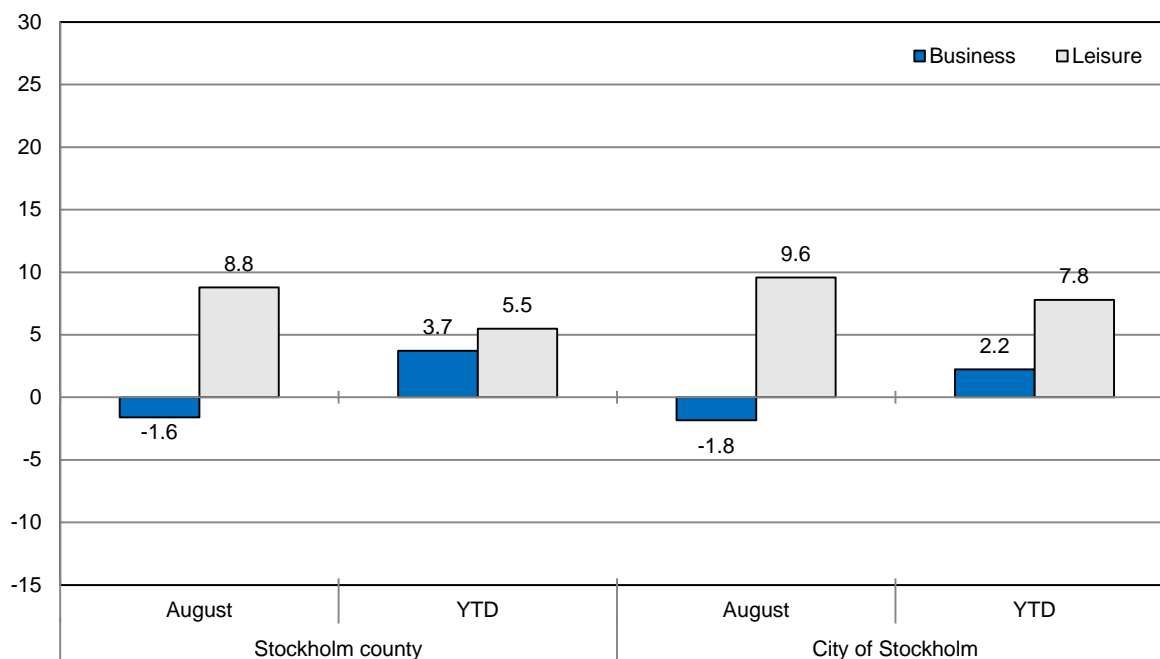
visit@stockholm.se

+46 8 508 280 00

www.visitstockholm.com

Country	Stockholm county						City of Stockholm					
	Guest nights 2015	Share in Sweden	August 2016			YTD 2016		August 2016		YTD 2016		
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %	
North America	384,603	65%	55,724	-9	71%	297,903	7	49,163	-9	265,781	8	
Canada	37,662	66%	4,488	-2	70%	26,465	0	3,818	0	23,186	0	
USA	346,941	65%	51,236	-10	72%	271,438	7	45,345	-10	242,595	8	
Central & South America	63,571	70%	6,604	-22	67%	44,805	4	5,992	-20	40,130	4	
Argentina	6,383	79%	1,113	3	93%	6,451	26	1,014	-1	5,880	22	
Brazil	31,231	74%	2,548	-40	61%	18,955	-15	2,361	-41	17,051	-17	
Chile	3,780	82%	397	11	76%	2,311	33	371	10	2,068	31	
Columbia	2,392	72%	294	11	89%	1,989	17	265	13	1,806	17	
Mexico	7,302	72%	978	-3	82%	6,709	25	875	-3	6,032	26	
Rest of Central & South America	12,483	70%	1,274	-16	51%	8,390	18	1,106	10	7,293	35	
Asia	390,053	53%	56,900	4	49%	305,113	10	44,557	1	245,804	10	
China	88,188	34%	18,734	45	35%	79,659	39	12,958	46	60,822	40	
India	124,145	68%	4,902	-57	49%	68,964	-12	3,694	-65	57,750	-15	
Indonesia	3,166	70%	366	91	84%	2,733	36	339	87	2,408	32	
Iran	3,277	53%	1,343	175	77%	4,042	92	1,220	211	3,546	111	
Israel	13,025	68%	1,763	-40	56%	9,714	-2	1,431	-43	8,392	-3	
Japan	53,195	62%	9,440	8	67%	40,924	6	7,493	19	30,716	10	
Malaysia	4,844	67%	377	-15	72%	3,212	11	300	-27	2,675	-1	
Qatar	13,444	93%	3,009	25	84%	12,827	42	2,201	42	5,924	106	
Saudi Arabia	6,976	60%	2,061	27	70%	5,970	12	1,777	21	5,150	19	
Singapore	9,342	62%	537	-33	58%	6,314	3	483	-33	5,732	7	
South Korea	14,390	34%	2,920	47	34%	12,596	18	2,440	44	10,619	15	
Taiwan	10,045	69%	2,035	73	63%	9,381	8	1,735	63	7,832	12	
Thailand	21,808	67%	1,902	2	71%	18,312	23	1,720	2	16,877	23	
United Arab Emirates	18,190	78%	4,086	4	81%	15,998	29	3,735	6	14,758	30	
Rest of Asia	27,082	44%	3,425	-6	47%	14,467	-20	3,031	0	12,603	-14	
Africa	30,877	51%	4,900	-15	61%	21,882	-11	4,391	-6	18,778	-2	
Egypt	3,429	42%	229	-31	34%	2,111	23	207	-16	1,846	29	
Morocco	1,181	50%	207	-23	84%	1,074	26	192	-13	954	24	
Namibia	3,406	66%	1,730	16	86%	6,427	-3	1,639	14	6,110	-5	
South Africa	5,697	52%	557	-33	65%	3,526	-1	510	-33	3,023	-2	
Rest of Africa	17,164	51%	2,177	-22	52%	8,744	-26	1,843	-8	6,845	-9	
Oceania	53,273	65%	6,458	-19	61%	41,106	7	5,640	-19	36,058	5	
Australia	47,695	66%	5,528	-24	62%	36,123	5	4,818	-25	32,117	4	
New Zealand	5,181	60%	895	41	60%	4,677	30	790	47	3,811	22	
Rest of Oceania	397	41%	35	-33	23%	306	23	32	-38	130	-42	
Rest of the World	135,132	48%	21,971	77	43%	128,729	54	19,474	93	116,582	55	
Not indicated	538,083	45%	77,699	38	56%	416,011	22	68,550	43	361,582	23	

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			
	August		YTD		August		YTD	
	2016	2015	2016	2015	2016	2015	2016	2015
Number of hotels	306	299	306	301	151	147	151	148
Room capacity	1,022,545	986,150	7,722,820	7,598,835	620,475	599,075	4,730,994	4,667,875
Occupied rooms	757,818	734,132	5,046,036	4,834,957	515,779	496,504	3,431,898	3,292,903
Capacity utilization (%)	74.1	74.5	65.1	63.5	83.1	82.9	72.3	70.4
Mon-Thu (%)	76.9	79.8	71.8	69.7	84.9	86.7	78.4	75.9
Fri-Sun (%)	69.7	67.8	56.8	55.7	80.3	77.8	64.8	63.4
Revenues (MSEK)	853.3	776.3	6107.0	5341.6	622.1	556.8	4655.6	4185.8
Rev. Per occupied room (SEK)	1,126	1,057	1,114	1,043	1,206	1,122	1,182	1,100
Rev. Per disp. room (SEK)	834	787	728	664	1003	929	858	776