

Stockholm's tourism industry. September 2016

During the month of September over 1.2 million guest nights were recorded at commercial accommodations in the county of Stockholm. This was an increase of 2 % compared to September in 2015. Circa 66 % of overnight stays came from domestic demand which increased by 4 %. Foreign overnight stays in general decreased by 2 %.

Nordic guest nights overall decreased by 13 %. Norwegian visitors stood for the majority of guest nights, which decreased by 10 %, followed by Finnish visitors, which decreased by 5 %.

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

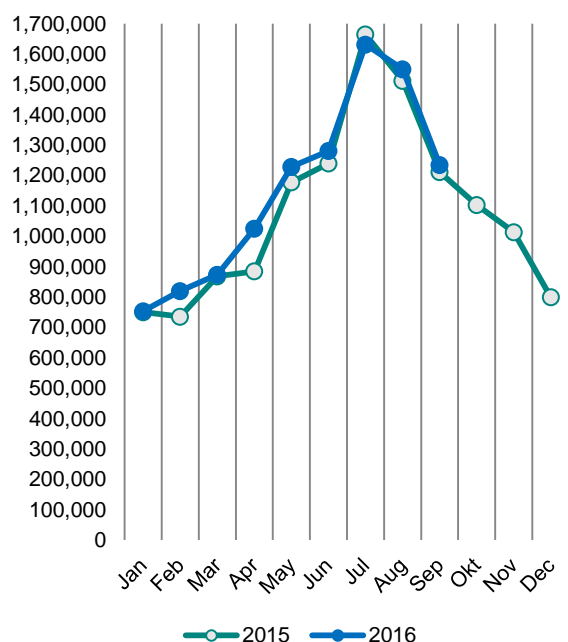
Target group	Guest nights	Change, %			
Total	1,234,717	2%			
Sweden	816,079	4%			
Foreign	418,638	-2%			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Not indicated	63,921	5%	11 India	10,092	-27%
2 Germany	42,555	-2%	12 France	9,525	-21%
3 UK	40,035	12%	13 Netherlands	9,310	3%
4 USA	38,567	11%	14 Japan	8,959	16%
5 Norway	21,998	-10%	15 Italy	8,924	-7%
6 Finland	14,936	-5%	16 Poland	8,871	-22%
7 China	13,276	23%	17 Australia	5,077	0%
8 Denmark	13,190	-21%	18 Belgium	5,039	12%
9 Spain	11,041	4%	19 Austria	4,863	-33%
10 Switzerland	10,241	6%	20 Turkey	4,832	73%

For the other European countries the number of overnight stays decreased by 3 %. The countries with the most recorded nights were Germany, which decreased by 2 %, and the UK, which increased by 12 %, compared to September in 2015.

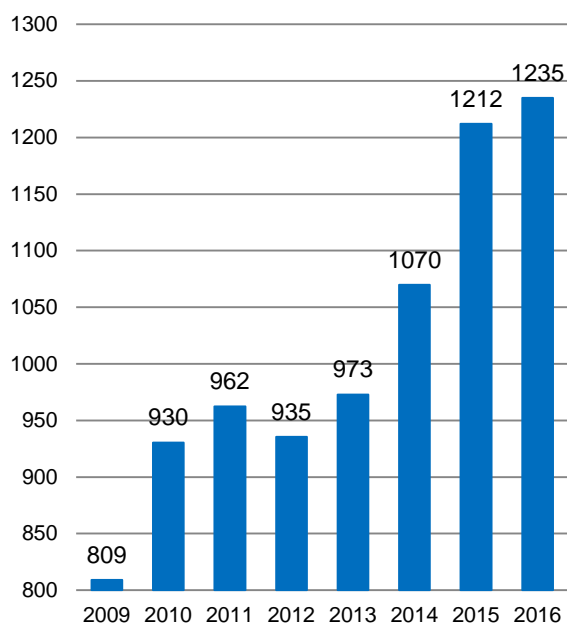
The number of overnight stays from non-European countries increased by 2 %. The US accounted for the largest number of nights and increased by 11 %.

In Stockholm's county, the average price of a hotel night decreased along with the hotels' total revenues compared to September in 2015.

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



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



Commercial overnight stays 2016 compared with previous year.

	September 2016		YTD	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	1,234,717	2%	10,375,654	3%
Domestic	816,079	4%	6,591,025	2%
Foreign	418,638	-2%	3,784,629	4%
Nordic countries, excl. Sweden	51,292	-13%	544,077	-12%
Europe excl. Nordic countries	183,871	-3%	1,801,973	3%
Non-European	183,475	2%	1,438,579	14%
City of Stockholm	831,401	3%	6,898,813	4%
Domestic	493,387	7%	3,888,379	4%
Foreign	338,014	-2%	3,010,434	5%
Nordic countries, excl. Sweden	40,368	-12%	414,920	-8%
Europe excl. Nordic countries	142,020	-3%	1,355,402	3%
Non-European	155,626	2%	1,240,112	14%
Sweden	4,229,259	5%	51,754,064	3%

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	September 2016			YTD 2016		September 2016		YTD 2016		
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %	
Total	12,977,410	21%	1,234,717	2	29%	10,375,654	3	831,401	3	6,898,813	4	
Sweden	8,453,442	19%	816,079	4	26%	6,591,025	2	493,387	7	3,888,379	4	
Foreign	4,523,968	30%	418,638	-2	39%	3,784,629	4	338,014	-2	3,010,434	5	
Nordic countries excl. Sweden	760,054	14%	51,292	-13	23%	544,077	-12	40,368	-12	414,920	-8	
Europe excl. Nordic countries	2,147,258	32%	183,871	-3	36%	1,801,973	3	142,020	-3	1,355,402	3	
Non-European/ not indicated	1,616,656	52%	183,475	2	56%	1,438,579	14	155,626	2	1,240,112	14	
Europe	2,907,312	24%	235,163	-5	32%	2,346,050	-1	182,388	-5	1,770,322	0	
Austria	60,120	46%	4,863	-33	56%	48,969	-5	4,152	-33	40,372	-4	
Belarus	1,872	53%	117	-17	69%	1,699	31	101	-22	1,461	30	
Belgium	56,731	40%	5,039	12	49%	45,220	0	4,206	11	37,187	0	
Bulgaria	4,667	42%	635	-20	50%	4,618	29	549	-14	3,764	24	
Croatia	3,194	29%	347	3	45%	3,238	37	275	-8	2,666	38	
Czech Republic	16,303	24%	1,483	-27	19%	11,071	-14	1,032	-34	8,007	-6	
Denmark	218,082	18%	13,190	-21	22%	132,802	-26	10,393	-16	98,934	-20	
Estonia	17,373	23%	1,125	-17	33%	14,844	11	803	-20	9,428	15	
Finland	214,518	38%	14,936	-5	42%	173,487	2	11,208	-9	132,171	3	
France	155,850	50%	9,525	-21	49%	119,195	-5	7,984	-21	97,535	-7	
Georgia	4,076	42%	433	-40	55%	4,717	18	399	-36	4,113	23	
Germany	525,643	18%	42,555	-2	20%	460,534	2	31,795	-4	328,507	4	
Greece	17,673	69%	917	-61	55%	11,070	-24	768	-63	9,235	-25	
Hungary	11,352	33%	884	-35	36%	8,945	1	737	-36	7,286	2	
Iceland	20,663	63%	1,168	-49	57%	10,906	-36	1,017	-50	9,336	-35	
Ireland	24,413	52%	3,529	41	76%	29,425	79	1,427	-12	11,231	1	
Italy	134,554	55%	8,924	-7	50%	107,020	-3	7,344	-11	91,398	-4	
Latvia	13,319	35%	2,013	48	67%	13,452	35	1,183	53	8,196	26	
Lithuania	22,056	43%	2,797	41	50%	24,589	58	1,405	16	12,153	29	
Luxembourg	9,758	64%	617	7	68%	7,587	-1	532	7	6,672	-4	
Netherlands	119,809	18%	9,310	3	30%	94,268	-2	7,264	-2	71,344	0	
Norway	306,791	9%	21,998	-10	17%	226,882	-9	17,750	-8	174,479	-7	
Poland	114,909	41%	8,871	-22	26%	76,673	-14	3,623	-13	33,389	0	
Portugal	16,692	52%	1,043	-29	35%	10,248	-27	891	-31	8,421	-21	
Romania	18,879	46%	1,459	-32	48%	15,312	3	1,160	-36	12,310	1	
Russia	78,067	54%	3,915	-41	51%	44,970	-30	3,252	-45	35,617	-34	
Slovakia	4,861	23%	817	39	35%	4,392	21	592	47	3,133	16	
Slovenia	3,411	18%	403	-3	44%	2,705	3	338	-9	2,211	5	
Spain	109,606	66%	11,041	4	58%	97,173	8	9,269	6	82,585	8	
Switzerland	128,558	37%	10,241	6	47%	115,721	4	8,690	6	92,248	2	
Turkey	25,929	71%	4,832	73	75%	27,264	31	4,220	83	22,671	45	
UK	394,604	51%	40,035	12	56%	345,650	14	33,007	15	272,684	12	
Ukraine	8,052	40%	950	26	45%	9,033	52	809	39	7,057	54	
Rest of Europe	44,927	34%	5,151	4	57%	42,371	19	4,213	3	32,521	20	

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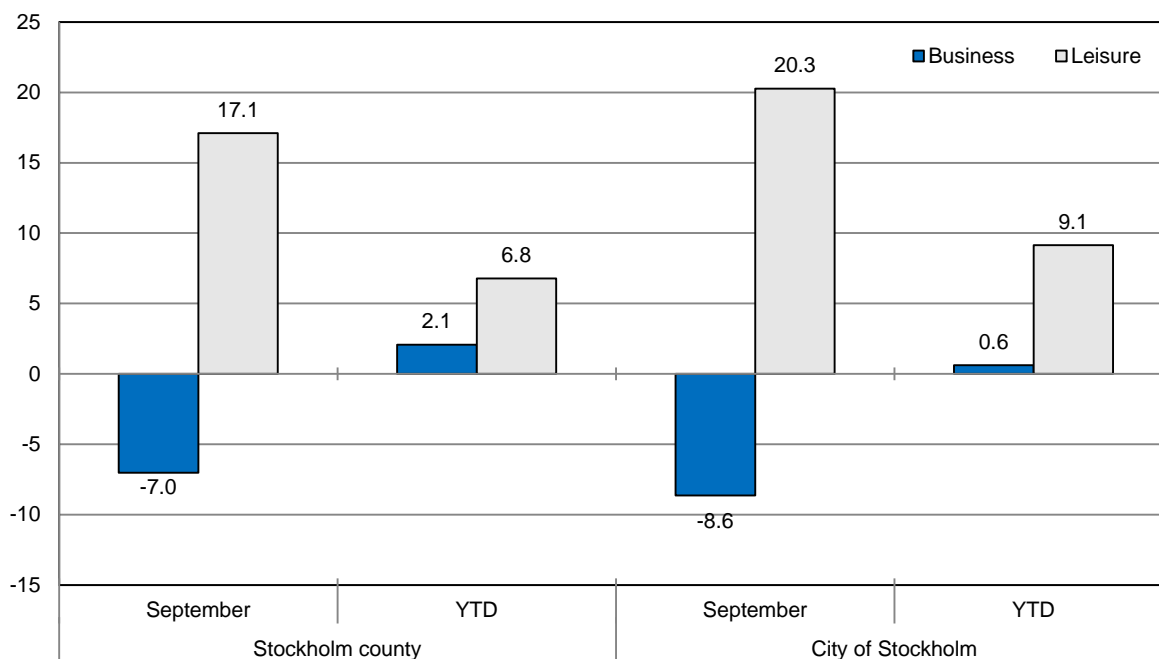
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Country	Stockholm county							City of Stockholm			
	Guest nights 2015	Share in Sweden	September 2016			YTD 2016		September 2016		YTD 2016	
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %
North America	384,603	65%	42,269	11	72%	340,397	7	37,088	12	302,798	8
Canada	37,662	66%	3,702	3	67%	30,143	0	3,208	5	26,379	0
USA	346,941	65%	38,567	11	72%	310,254	8	33,880	13	276,419	9
Central & South America	63,571	70%	6,767	-24	64%	51,951	0	6,057	-22	46,288	0
Argentina	6,383	79%	989	50	89%	7,591	32	901	49	6,796	26
Brazil	31,231	74%	3,191	-32	67%	22,223	-18	2,849	-32	19,900	-19
Chile	3,780	82%	327	-66	60%	2,721	1	292	-62	2,394	2
Columbia	2,392	72%	308	-12	58%	2,338	14	283	4	2,089	15
Mexico	7,302	72%	1,023	22	73%	7,708	24	922	25	6,968	26
Rest of Central & South America	12,483	70%	929	-33	43%	9,370	10	810	-33	8,141	23
Asia	390,053	53%	50,080	5	52%	358,403	11	40,613	6	286,507	10
China	88,188	34%	13,276	23	34%	93,024	36	10,583	39	71,463	40
India	124,145	68%	10,092	-27	59%	81,275	-12	8,173	-35	65,916	-18
Indonesia	3,166	70%	820	54	71%	3,604	42	694	154	3,101	48
Iran	3,277	53%	695	42	61%	4,788	84	605	104	4,164	110
Israel	13,025	68%	1,222	-8	72%	10,907	-3	1,088	2	9,476	-3
Japan	53,195	62%	8,959	16	72%	50,264	9	7,209	15	37,937	11
Malaysia	4,844	67%	607	-4	59%	3,865	10	546	10	3,224	1
Qatar	13,444	93%	1,736	65	97%	14,489	44	1,048	240	6,970	119
Saudi Arabia	6,976	60%	1,033	28	69%	7,224	18	888	30	6,041	20
Singapore	9,342	62%	892	26	55%	7,186	5	791	30	6,543	10
South Korea	14,390	34%	1,789	21	44%	14,458	19	1,500	15	12,112	15
Taiwan	10,045	69%	1,202	15	60%	10,455	7	819	-6	8,650	10
Thailand	21,808	67%	2,485	44	69%	20,827	25	2,181	35	19,055	24
United Arab Emirates	18,190	78%	2,134	4	82%	18,192	26	1,864	1	16,610	26
Rest of Asia	27,082	44%	3,138	-12	51%	17,845	-17	2,624	-3	15,245	-12
Africa	30,877	51%	2,797	-35	54%	24,701	-15	2,453	-33	21,244	-7
Egypt	3,429	42%	428	-50	56%	2,538	-2	386	-50	2,229	1
Morocco	1,181	50%	133	-12	64%	1,193	19	117	-20	1,074	18
Namibia	3,406	66%	535	2	96%	6,825	-5	499	-1	6,608	-4
South Africa	5,697	52%	558	-9	39%	4,090	-2	454	-14	3,473	-4
Rest of Africa	17,164	51%	1,143	-46	52%	10,055	-28	997	-42	7,860	-15
Oceania	53,273	65%	5,648	0	66%	46,684	6	4,998	-1	41,053	4
Australia	47,695	66%	5,077	0	67%	41,105	4	4,499	0	36,611	3
New Zealand	5,181	60%	541	14	63%	5,243	29	493	12	4,305	21
Rest of Oceania	397	41%	30	-75	45%	336	-9	6	-95	137	-59
Rest of the World	135,132	48%	11,993	-14	36%	138,511	42	10,223	-22	126,690	43
Not indicated	538,083	45%	63,921	5	55%	477,932	19	54,194	4	415,532	20

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			
	September		YTD		September		YTD	
	2016	2015	2016	2015	2016	2015	2016	2015
Number of hotels	307	300	307	301	152	148	152	148
Room capacity	1,001,421	970,570	8,727,765	8,569,405	606,790	585,262	5,339,153	5,253,137
Occupied rooms	767,716	763,100	5,815,817	5,598,057	507,637	501,428	3,941,383	3,794,331
Capacity utilization (%)	76.7	78.6	66.4	65.2	83.7	85.7	73.5	72.1
Mon-Thu (%)	84.2	85.4	73.2	71.5	89.3	90.7	79.6	77.6
Fri-Sun (%)	66.6	67.8	57.9	57.1	76.2	82.1	66.1	64.9
Revenues (MSEK)	961.1	1021.1	6627.4	6075.4	680.3	727.3	4779.1	4362.3
Rev. Per occupied room (SEK)	1,252	1,338	1,129	1,076	1,340	1,451	1,200	1,139
Rev. Per disp. room (SEK)	960	1052	753	703	1121	1243	886	823