

Stockholm's tourism industry. October 2016

During the month of October ca 1.2 million guest nights were recorded at commercial accommodations in the county of Stockholm. This was an increase of 5 % compared to October in 2015. Circa 69 % of overnight stays came from domestic demand which increased by 6 %. Foreign overnight stays in general increased by 3 %.

Nordic guest nights overall were in level with 2015. Norwegian visitors stood for the majority of guest nights, which decreased by 1 %, followed by Finnish visitors, which increased by 10 %.

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

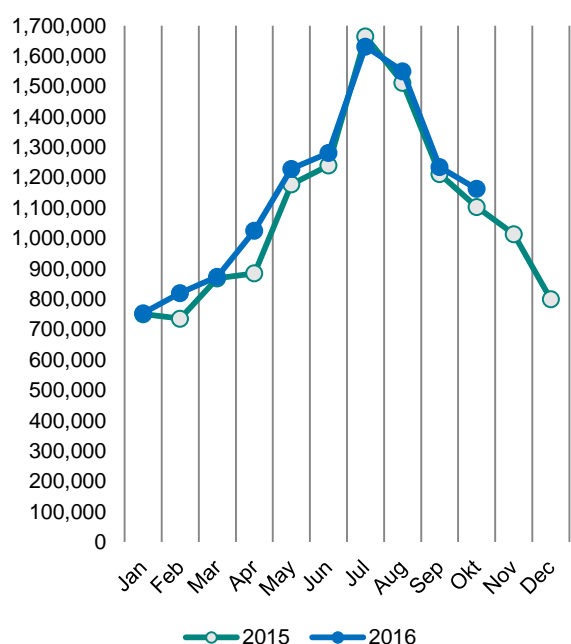
Target group	Guest nights	Change, %			
Total	1,163,070	5%			
Sweden	805,286	6%			
Foreign	357,784	3%			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Not indicated	51,893	8%	11 Netherlands	9,042	5%
2 UK	37,923	11%	12 Poland	8,762	-10%
3 Germany	33,259	14%	13 India	8,741	-37%
4 Norway	25,518	-1%	14 Switzerland	8,714	4%
5 USA	23,911	1%	15 Spain	8,385	4%
6 Finland	19,676	10%	16 Canada	4,835	63%
7 Denmark	13,068	-7%	17 Belgium	4,824	29%
8 France	9,908	-7%	18 Japan	3,677	8%
9 China	9,759	35%	19 Russia	3,675	-25%
10 Italy	9,366	12%	20 Austria	3,471	-8%

For the other European countries the number of overnight stays increased by 8 %. The countries with the most recorded nights were the UK, which increased by 11 %, and Germany, which increased by 14 %, compared to October in 2015.

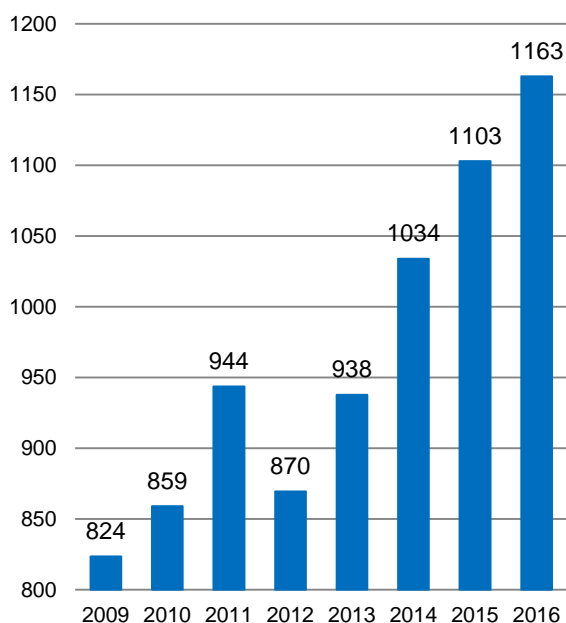
The number of overnight stays from non-European countries decreased by 1 %. The US accounted for the largest number of nights and increased by 1 %.

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

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



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



Commercial overnight stays 2016 compared with previous year.

	October 2016		YTD	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	1,163,070	5%	11,547,777	3%
Domestic	805,286	6%	7,404,960	3%
Foreign	357,784	3%	4,142,817	4%
Nordic countries, excl. Sweden	59,483	0%	603,594	-11%
Europe excl. Nordic countries	163,772	8%	1,966,670	4%
Non-European	134,529	-1%	1,572,553	12%
City of Stockholm	789,623	5%	7,531,295	5%
Domestic	499,566	7%	4,306,862	4%
Foreign	290,057	3%	3,224,433	5%
Nordic countries, excl. Sweden	46,579	-1%	453,075	-7%
Europe excl. Nordic countries	128,764	10%	1,416,935	3%
Non-European	114,714	-2%	1,354,423	13%
Sweden	3,705,563	2%	55,684,969	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	October 2016			YTD 2016		October 2016		YTD 2016		
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %	
Total	12,977,410	21%	1,163,070	5	31%	11,547,777	3	789,623	5	7,531,295	5	
Sweden	8,453,442	19%	805,286	6	28%	7,404,960	3	499,566	7	4,306,862	4	
Foreign	4,523,968	30%	357,784	3	41%	4,142,817	4	290,057	3	3,224,433	5	
Nordic countries excl. Sweden	760,054	14%	59,483	0	25%	603,594	-11	46,579	-1	453,075	-7	
Europe excl. Nordic countries	2,147,258	32%	163,772	8	44%	1,966,670	4	128,764	10	1,416,935	3	
Non-European/ not indicated	1,616,656	52%	134,529	-1	52%	1,572,553	12	114,714	-2	1,354,423	13	
Europe	2,907,312	24%	223,255	5	37%	2,570,264	0	175,343	7	1,870,010	0	
Austria	60,120	46%	3,471	-8	51%	52,446	-5	3,044	1	43,280	-4	
Belarus	1,872	53%	159	53	45%	1,859	33	150	53	1,598	31	
Belgium	56,731	40%	4,824	29	50%	50,087	2	4,100	36	41,329	3	
Bulgaria	4,667	42%	827	122	47%	5,453	38	756	141	4,513	35	
Croatia	3,194	29%	395	29	40%	3,630	36	359	46	3,054	41	
Czech Republic	16,303	24%	940	-39	16%	12,050	-17	688	-29	8,694	-8	
Denmark	218,082	18%	13,068	-7	21%	145,821	-25	10,064	-3	106,673	-19	
Estonia	17,373	23%	1,363	2	43%	16,351	11	899	-15	10,319	11	
Finland	214,518	38%	19,676	10	49%	193,402	3	15,298	6	145,696	3	
France	155,850	50%	9,908	-7	55%	129,000	-5	8,391	-11	100,712	-8	
Georgia	4,076	42%	332	54	63%	5,068	20	283	40	4,356	23	
Germany	525,643	18%	33,259	14	29%	493,685	2	25,476	14	313,489	3	
Greece	17,673	69%	1,359	12	65%	12,442	-21	1,186	13	10,417	-22	
Hungary	11,352	33%	1,180	2	52%	10,140	2	819	-20	8,144	0	
Iceland	20,663	63%	1,221	-32	64%	12,121	-36	1,096	-34	10,491	-34	
Ireland	24,413	52%	2,073	-24	68%	31,463	64	1,128	-5	12,418	1	
Italy	134,554	55%	9,366	12	53%	116,342	-2	7,928	8	97,019	-3	
Latvia	13,319	35%	1,552	23	41%	15,015	34	878	8	9,058	24	
Lithuania	22,056	43%	3,406	50	48%	28,075	57	1,656	41	13,759	30	
Luxembourg	9,758	64%	558	-39	78%	8,165	-5	510	-33	7,195	-7	
Netherlands	119,809	18%	9,042	5	42%	103,253	-1	7,466	11	71,025	2	
Norway	306,791	9%	25,518	-1	19%	252,250	-8	20,121	-2	190,215	-5	
Poland	114,909	41%	8,762	-10	34%	85,506	-13	3,660	17	36,670	2	
Portugal	16,692	52%	1,022	1	40%	11,261	-25	907	-1	9,388	-18	
Romania	18,879	46%	1,486	9	43%	16,800	4	1,270	15	13,675	3	
Russia	78,067	54%	3,675	-25	50%	48,748	-29	3,032	-27	39,038	-33	
Slovakia	4,861	23%	370	-5	27%	4,757	19	299	-1	3,432	14	
Slovenia	3,411	18%	406	-5	10%	3,104	2	319	-20	2,550	2	
Spain	109,606	66%	8,385	4	65%	105,504	7	7,402	18	89,849	8	
Switzerland	128,558	37%	8,714	4	61%	124,405	4	7,740	3	95,312	2	
Turkey	25,929	71%	2,699	67	68%	29,948	34	2,430	72	25,290	48	
UK	394,604	51%	37,923	11	57%	384,296	14	31,048	9	302,171	12	
Ukraine	8,052	40%	917	25	64%	9,964	50	783	23	7,909	52	
Rest of Europe	44,927	34%	5,399	46	57%	47,853	22	4,157	58	31,272	34	

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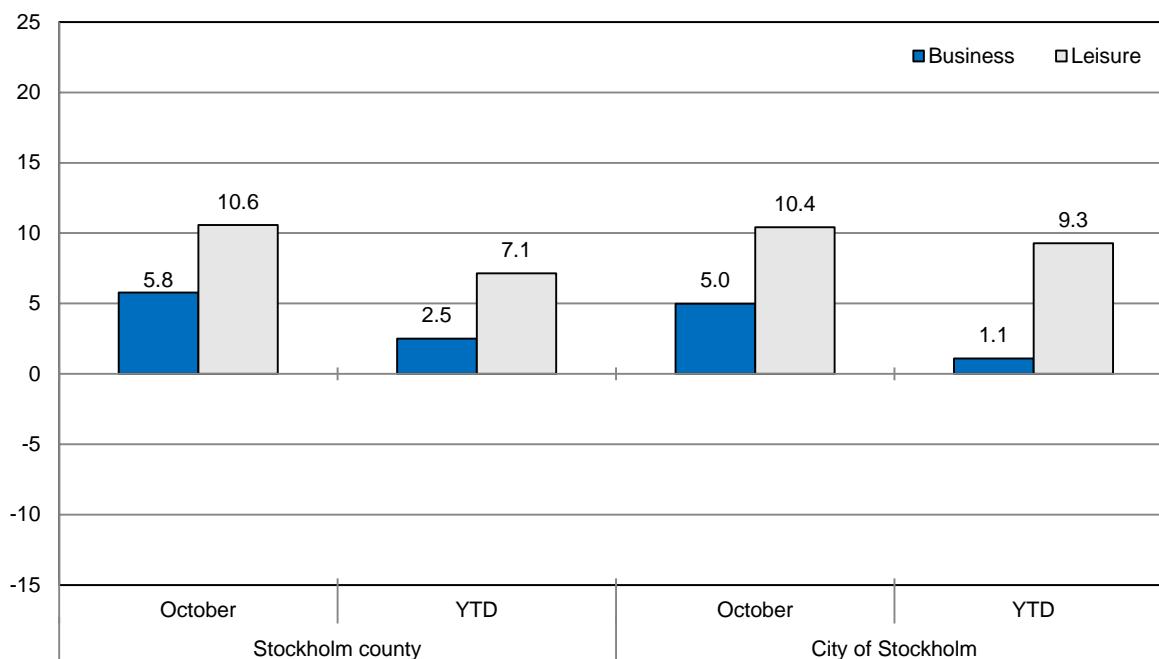
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Country	Stockholm county						City of Stockholm					
	Guest nights 2015	Share in Sweden	October 2016			YTD 2016		October 2016		YTD 2016		
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %	
North America	384,603	65%	28,746	8	69%	369,186	7	25,466	12	329,695	9	
Canada	37,662	66%	4,835	63	76%	34,950	6	4,430	63	30,927	7	
USA	346,941	65%	23,911	1	67%	334,236	7	21,036	5	298,768	9	
Central & South America	63,571	70%	4,266	-27	53%	56,192	-3	3,806	-28	50,463	-2	
Argentina	6,383	79%	353	-34	81%	7,935	26	326	-32	7,281	24	
Brazil	31,231	74%	1,633	-36	54%	23,847	-19	1,413	-40	21,420	-21	
Chile	3,780	82%	197	-51	50%	2,923	-6	184	-50	2,612	-4	
Columbia	2,392	72%	473	146	75%	2,813	25	440	203	2,585	32	
Mexico	7,302	72%	951	126	61%	8,653	30	869	126	7,834	33	
Rest of Central & South America	12,483	70%	659	-62	33%	10,021	-2	574	-64	8,731	7	
Asia	390,053	53%	34,268	-2	53%	392,533	9	27,878	-6	318,667	9	
China	88,188	34%	9,759	35	42%	102,901	36	8,247	40	80,185	41	
India	124,145	68%	8,741	-37	57%	89,921	-15	6,893	-46	75,244	-19	
Indonesia	3,166	70%	768	320	81%	4,365	60	666	299	3,824	69	
Iran	3,277	53%	235	-32	30%	5,042	71	178	-42	4,398	92	
Israel	13,025	68%	541	-34	64%	11,437	-6	466	-37	9,944	-5	
Japan	53,195	62%	3,677	8	60%	53,882	9	3,020	13	41,421	12	
Malaysia	4,844	67%	566	20	62%	4,426	11	498	16	3,761	4	
Qatar	13,444	93%	1,478	53	94%	15,938	45	477	173	7,498	123	
Saudi Arabia	6,976	60%	366	44	63%	7,589	19	331	41	6,590	25	
Singapore	9,342	62%	879	12	64%	8,060	5	788	12	7,326	10	
South Korea	14,390	34%	1,748	57	65%	16,190	22	1,483	47	13,730	19	
Taiwan	10,045	69%	789	59	34%	11,239	10	647	61	9,204	11	
Thailand	21,808	67%	1,869	-2	67%	22,676	22	1,681	-1	20,837	22	
United Arab Emirates	18,190	78%	1,217	13	79%	19,398	25	1,129	15	17,864	26	
Rest of Asia	27,082	44%	1,635	-18	48%	19,469	-17	1,374	-17	16,841	-12	
Africa	30,877	51%	1,654	-40	49%	26,341	-17	1,489	-40	22,807	-10	
Egypt	3,429	42%	273	-32	44%	2,814	-6	257	-19	2,505	-1	
Morocco	1,181	50%	129	52	54%	1,322	21	111	34	1,179	18	
Namibia	3,406	66%	128	-61	85%	6,948	-7	121	-61	6,626	-8	
South Africa	5,697	52%	432	-55	60%	4,513	-12	377	-58	3,859	-15	
Rest of Africa	17,164	51%	692	-31	42%	10,744	-28	623	-30	8,638	-15	
Oceania	53,273	65%	2,891	-26	60%	49,568	4	2,535	-30	43,699	2	
Australia	47,695	66%	2,620	-24	65%	43,721	2	2,320	-27	39,030	1	
New Zealand	5,181	60%	255	-45	58%	5,495	21	206	-52	4,534	14	
Rest of Oceania	397	41%	16	-6	6%	352	-9	9	-36	135	-62	
Rest of the World	135,132	48%	10,811	-19	40%	149,249	34	10,007	-21	133,686	35	
Not indicated	538,083	45%	51,893	8	47%	529,484	18	43,533	7	455,406	18	

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			
	October		YTD		October		YTD	
	2016	2015	2016	2015	2016	2015	2016	2015
Number of hotels	308	298	308	301	153	148	153	149
Room capacity	1,032,270	990,184	9,760,374	9,559,589	633,241	606,038	5,972,735	5,859,175
Occupied rooms	729,687	680,337	6,546,286	6,278,394	492,263	460,293	4,433,883	4,254,624
Capacity utilization (%)	70.7	68.7	66.8	65.6	77.7	75.9	74.0	72.5
Mon-Thu (%)	79.0	76.2	73.8	71.9	84.6	82.1	80.1	78.0
Fri-Sun (%)	60.4	59.3	58.1	57.3	69.4	84.2	66.4	65.3
Revenues (MSEK)	861.4	748.3	7488.7	6823.6	616.5	529.7	5395.6	4892.0
Rev. Per occupied room (SEK)	1,180	1,100	1,134	1,078	1,252	1,151	1,205	1,140
Rev. Per disp. room (SEK)	834	756	761	708	974	874	895	828