

Stockholm's tourism industry. November 2016

During the month of November ca 1.1 million guest nights were recorded at commercial accommodations in the county of Stockholm. This was an increase of 5 % compared to November in 2015. Circa 74 % of overnight stays came from domestic demand which increased by 8 %. Foreign overnight stays in general decreased by 3 %.

Nordic guest nights overall decreased by 2 %. Norwegian visitors stood for the majority of guest nights, which decreased by 7 %, followed by Finnish visitors, which increased by 5 %.

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

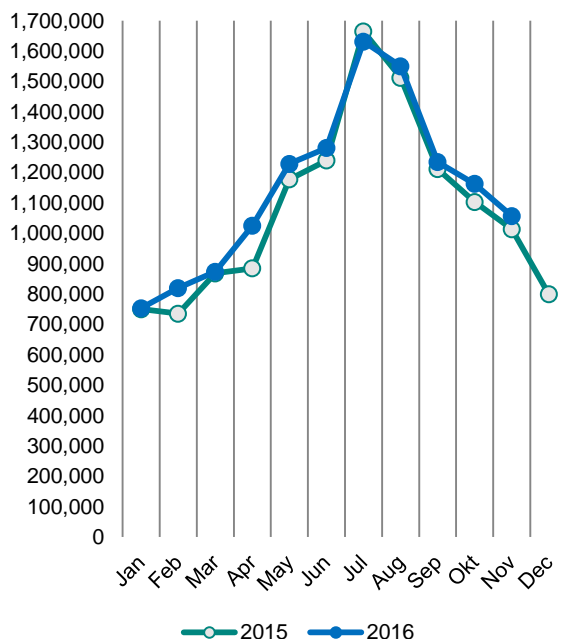
Target group	Guest nights	Change, %			
Total	1,056,974	5%			
Sweden	785,012	8%			
Foreign	271,962	-3%			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Not indicated	49,071	12%	11 Netherlands	6,956	-11%
2 UK	28,107	-5%	12 China	6,537	6%
3 Norway	19,692	-7%	13 Italy	6,351	-3%
4 Germany	16,955	-7%	14 Switzerland	4,927	4%
5 USA	15,966	-16%	15 Spain	4,715	-7%
6 Finland	13,419	5%	16 Belgium	4,585	4%
7 Denmark	12,434	0%	17 Russia	4,474	0%
8 Poland	8,261	-12%	18 Lithuania	3,680	33%
9 France	8,151	-1%	19 Ireland	2,628	2%
10 India	7,428	-36%	20 Austria	2,310	36%

For the other European countries the number of overnight stays decreased by 1 %. The countries with the most recorded nights were the UK, which decreased by 5 %, and Germany, which decreased by 7 %, compared to November in 2015.

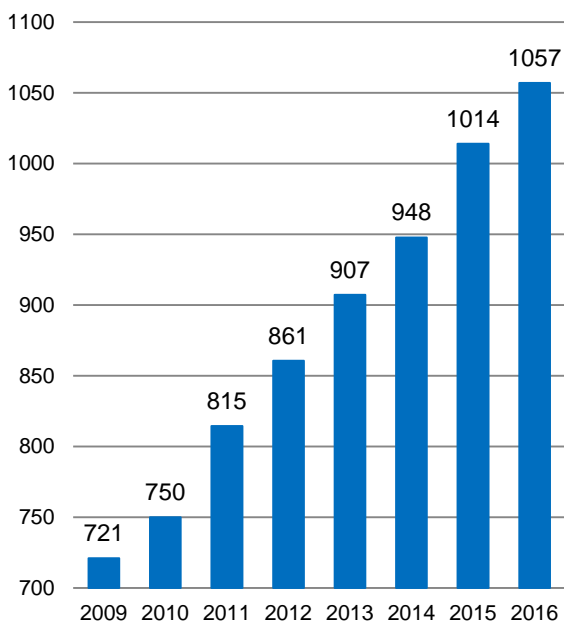
The number of overnight stays from non-European countries decreased by 7 %. The US accounted for the largest number of nights and decreased by 16 %.

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

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



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



Commercial overnight stays 2016 compared with previous year.

	November 2016		YTD	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	1,056,974	5%	12,612,019	4%
Domestic	785,012	8%	8,183,950	3%
Foreign	271,962	-3%	4,428,069	4%
Nordic countries, excl. Sweden	46,533	-2%	650,626	-10%
Europe excl. Nordic countries	118,919	-1%	2,094,361	4%
Non-European	106,510	-7%	1,683,082	11%
City of Stockholm	712,963	5%	8,245,814	5%
Domestic	495,651	10%	4,791,737	5%
Foreign	217,312	-4%	3,454,077	5%
Nordic countries, excl. Sweden	37,168	0%	491,034	-7%
Europe excl. Nordic countries	91,409	1%	1,517,042	4%
Non-European	88,735	-11%	1,446,001	11%
Sweden	3,299,784	8%	58,854,158	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	November 2016			YTD 2016		November 2016		YTD 2016		
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %	
Total	12,977,410	21%	1,056,974	5	32%	12,612,019	4	712,963	5	8,245,814	5	
Sweden	8,453,442	19%	785,012	8	30%	8,183,950	3	495,651	10	4,791,737	5	
Foreign	4,523,968	30%	271,962	-3	41%	4,428,069	4	217,312	-4	3,454,077	5	
Nordic countries excl. Sweden	760,054	14%	46,533	-2	26%	650,626	-10	37,168	0	491,034	-7	
Europe excl. Nordic countries	2,147,258	32%	118,919	-1	44%	2,094,361	4	91,409	1	1,517,042	4	
Non-European/ not indicated	1,616,656	52%	106,510	-7	51%	1,683,082	11	88,735	-11	1,446,001	11	
Europe	2,907,312	24%	165,452	-1	37%	2,744,987	0	128,577	1	2,008,076	1	
Austria	60,120	46%	2,310	36	43%	55,309	-3	2,004	37	45,838	-1	
Belarus	1,872	53%	323	169	65%	2,176	43	299	185	1,882	42	
Belgium	56,731	40%	4,585	4	41%	54,924	3	4,010	7	45,615	4	
Bulgaria	4,667	42%	1,122	189	68%	6,617	52	985	223	5,519	51	
Croatia	3,194	29%	309	4	43%	3,901	31	253	-7	3,276	34	
Czech Republic	16,303	24%	1,262	10	19%	14,080	-10	760	-13	9,467	-8	
Denmark	218,082	18%	12,434	0	27%	158,365	-23	9,690	8	116,542	-17	
Estonia	17,373	23%	1,607	21	30%	18,053	12	790	-13	11,192	10	
Finland	214,518	38%	13,419	5	49%	206,844	3	10,745	2	156,518	3	
France	155,850	50%	8,151	-1	52%	137,993	-4	6,826	-5	108,380	-7	
Georgia	4,076	42%	75	-32	24%	5,114	18	67	-34	4,399	21	
Germany	525,643	18%	16,955	-7	34%	514,727	3	13,141	-3	330,849	4	
Greece	17,673	69%	945	36	54%	13,397	-19	844	39	11,284	-19	
Hungary	11,352	33%	1,716	133	53%	11,838	10	925	48	9,059	3	
Iceland	20,663	63%	988	-4	53%	13,043	-35	895	10	11,332	-32	
Ireland	24,413	52%	2,628	2	65%	33,874	56	1,269	12	13,497	1	
Italy	134,554	55%	6,351	-3	45%	122,921	-2	5,102	-9	102,371	-3	
Latvia	13,319	35%	1,212	-3	34%	16,272	30	822	-14	9,937	20	
Lithuania	22,056	43%	3,680	33	48%	31,461	53	1,652	45	15,196	30	
Luxembourg	9,758	64%	502	-19	72%	8,751	-5	460	-17	7,736	-7	
Netherlands	119,809	18%	6,956	-11	44%	110,279	-2	5,645	-9	76,780	1	
Norway	306,791	9%	19,692	-7	19%	272,374	-8	15,838	-6	206,642	-5	
Poland	114,909	41%	8,261	-12	37%	93,986	-13	3,675	18	40,512	3	
Portugal	16,692	52%	891	28	37%	12,140	-23	578	-11	9,960	-18	
Romania	18,879	46%	1,046	-22	36%	18,232	4	879	-17	14,908	4	
Russia	78,067	54%	4,474	0	48%	53,438	-27	3,846	2	43,061	-30	
Slovakia	4,861	23%	291	-8	11%	5,010	16	235	1	3,638	12	
Slovenia	3,411	18%	206	-4	40%	3,299	1	148	-22	2,691	0	
Spain	109,606	66%	4,715	-7	52%	110,987	7	4,016	2	94,623	9	
Switzerland	128,558	37%	4,927	4	59%	130,029	5	4,341	5	100,385	3	
Turkey	25,929	71%	1,890	11	62%	31,934	32	1,588	14	26,975	46	
UK	394,604	51%	28,107	-5	51%	412,336	12	23,280	-2	325,624	11	
Ukraine	8,052	40%	938	47	72%	10,883	49	782	43	8,683	51	
Rest of Europe	44,927	34%	2,484	-4	32%	50,400	20	2,187	-2	33,705	31	

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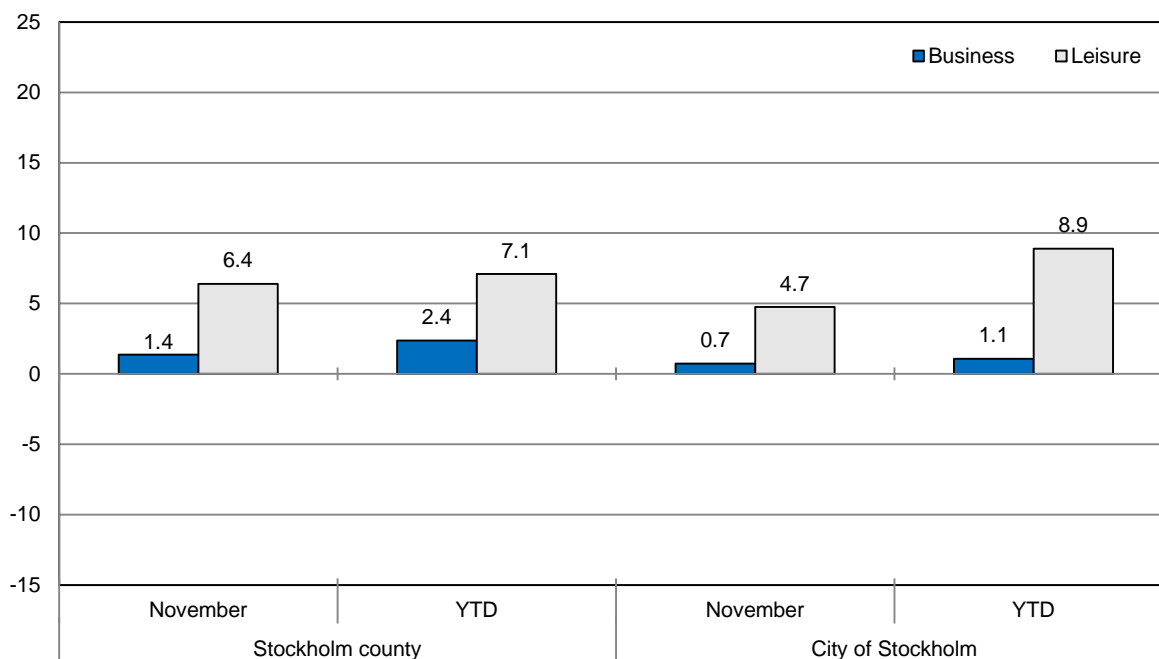
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Country	Stockholm county						City of Stockholm					
	Guest nights 2015	Share in Sweden	November 2016			YTD 2016		November 2016		YTD 2016		
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %	
North America	384,603	65%	17,725	-16	64%	389,358	7	15,709	-11	348,007	9	
Canada	37,662	66%	1,759	-16	58%	36,733	5	1,578	-17	32,564	5	
USA	346,941	65%	15,966	-16	64%	352,625	7	14,131	-11	315,443	9	
Central & South America	63,571	70%	2,284	-36	46%	58,584	-5	1,926	-40	52,520	-4	
Argentina	6,383	79%	133	-35	48%	8,016	23	117	-38	7,352	21	
Brazil	31,231	74%	967	25	49%	24,979	-18	804	22	22,400	-19	
Chile	3,780	82%	82	-73	42%	3,010	-12	75	-74	2,693	-11	
Columbia	2,392	72%	128	13	81%	2,909	24	103	7	2,653	29	
Mexico	7,302	72%	329	46	51%	8,985	31	293	34	8,135	33	
Rest of Central & South America	12,483	70%	645	-67	37%	10,685	-12	534	-69	9,287	-6	
Asia	390,053	53%	24,127	-16	48%	414,264	7	19,680	-21	336,347	6	
China	88,188	34%	6,537	6	46%	109,044	33	5,792	3	85,709	37	
India	124,145	68%	7,428	-36	48%	96,691	-18	5,757	-45	80,384	-22	
Indonesia	3,166	70%	295	35	65%	4,595	56	270	71	4,038	67	
Iran	3,277	53%	322	0	40%	5,304	62	295	24	4,642	84	
Israel	13,025	68%	560	9	61%	11,965	-5	492	4	10,409	-5	
Japan	53,195	62%	2,305	14	52%	55,877	8	2,011	13	43,174	11	
Malaysia	4,844	67%	255	-27	54%	4,644	7	230	-24	3,955	1	
Qatar	13,444	93%	1,417	33	99%	17,145	42	414	64	7,780	115	
Saudi Arabia	6,976	60%	337	-15	36%	7,886	16	297	-16	6,835	22	
Singapore	9,342	62%	574	-20	53%	8,589	3	525	-18	7,817	7	
South Korea	14,390	34%	925	43	33%	17,010	23	761	33	14,399	19	
Taiwan	10,045	69%	326	41	42%	11,493	10	282	50	9,423	12	
Thailand	21,808	67%	596	-45	48%	23,138	18	538	-48	21,261	17	
United Arab Emirates	18,190	78%	1,136	-4	76%	20,410	22	1,054	-4	18,805	23	
Rest of Asia	27,082	44%	1,114	-48	35%	20,473	-20	962	-48	17,716	-15	
Africa	30,877	51%	1,768	-17	58%	28,027	-17	1,585	-15	24,247	-11	
Egypt	3,429	42%	152	-36	45%	2,962	-8	134	-32	2,611	-4	
Morocco	1,181	50%	62	2	56%	1,377	20	51	-11	1,224	16	
Namibia	3,406	66%	179	214	63%	7,039	-7	169	213	6,714	-8	
South Africa	5,697	52%	415	-9	69%	4,921	-12	359	-16	4,215	-15	
Rest of Africa	17,164	51%	960	-28	56%	11,728	-28	872	-23	9,483	-16	
Oceania	53,273	65%	2,041	-10	61%	52,451	5	1,837	-10	46,349	3	
Australia	47,695	66%	1,767	-8	62%	46,249	3	1,587	-9	41,370	3	
New Zealand	5,181	60%	222	-24	57%	5,797	20	203	-21	4,796	13	
Rest of Oceania	397	41%	52	30	67%	405	-5	47	124	183	-51	
Rest of the World	135,132	48%	9,494	-26	41%	159,962	29	8,246	-32	143,110	28	
Not indicated	538,083	45%	49,071	12	51%	580,436	18	39,752	6	495,421	17	

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			
	November		YTD		November		YTD	
	2016	2015	2016	2015	2016	2015	2016	2015
Number of hotels	307	295	308	301	153	148	153	149
Room capacity	1,001,738	947,619	10,761,405	10,507,108	612,397	578,670	6,585,477	6,437,859
Occupied rooms	686,231	663,592	7,234,080	6,941,986	457,191	442,232	4,891,688	4,696,856
Capacity utilization (%)	68.5	70.0	67.0	66.0	74.7	76.4	74.0	72.8
Mon-Thu (%)	75.9	78.8	74.0	72.6	80.6	84.2	80.1	78.6
Fri-Sun (%)	57.1	57.8	58.1	57.3	65.6	65.4	66.4	65.3
Revenues (MSEK)	803.9	764.7	8292.3	7588.1	566.2	537.7	5961.8	5429.7
Rev. Per occupied room (SEK)	1,171	1,152	1,138	1,085	1,238	1,216	1,209	1,147
Rev. Per disp. room (SEK)	802	807	765	717	925	929	898	837