

Stockholm's tourism industry. December 2016

During the month of December ca 0.9 million guest nights were recorded at commercial accommodations in the county of Stockholm. This was an increase of 12 % compared to December in 2015. Circa 65 % of overnight stays came from domestic demand which increased by 12 %. Foreign overnight stays in general increased by 14 %.

Nordic guest nights overall increased by 5 %. Norwegian visitors stood for the majority of guest nights, which decreased by 3 %, followed by Finnish visitors, which increased by 16 %.

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

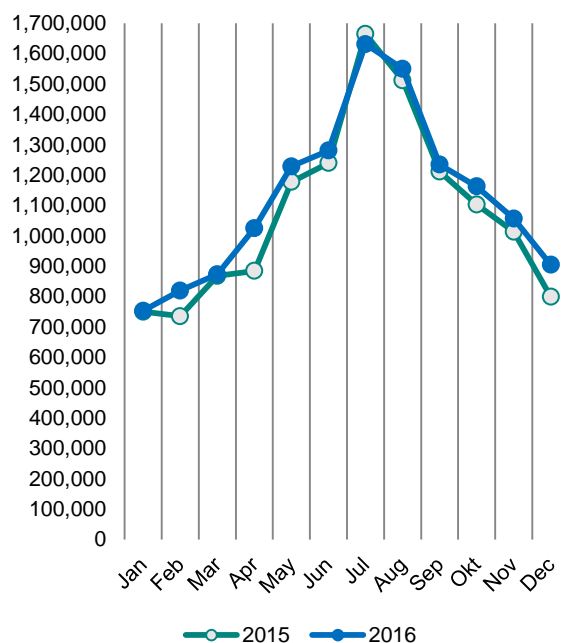
Target group	Guest nights	Change, %			
Total	904,471	12%			
Sweden	590,948	12%			
Foreign	313,523	14%			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Not indicated	44,797	18%	11 Switzerland	9,003	12%
2 UK	31,977	14%	12 Netherlands	8,835	20%
3 Germany	25,913	10%	13 India	7,558	-20%
4 USA	17,979	5%	14 Spain	7,302	20%
5 France	17,155	35%	15 Poland	5,517	-9%
6 Norway	15,336	-3%	16 Russia	4,656	11%
7 Finland	14,483	16%	17 Australia	4,276	29%
8 Italy	12,330	19%	18 Belgium	3,992	2%
9 China	10,958	92%	19 Austria	3,855	26%
10 Denmark	9,733	1%	20 Ireland	3,093	23%

For the other European countries the number of overnight stays increased by 17 %. The countries with the most recorded nights were the UK, which increased by 14 %, and Germany, which increased by 10 %, compared to December in 2015.

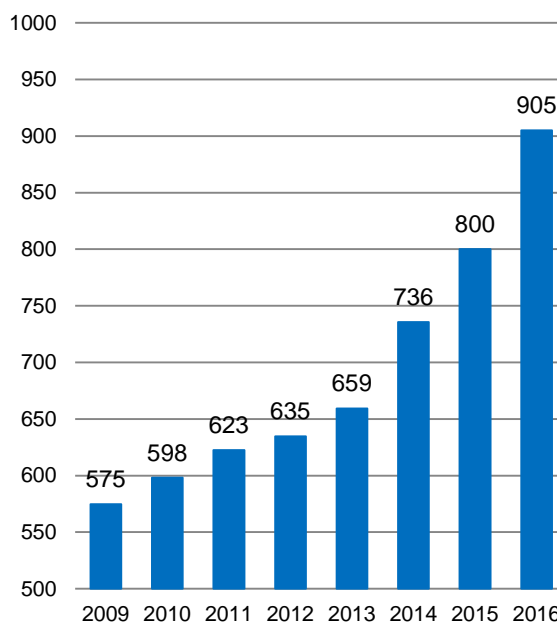
The number of overnight stays from non-European countries increased by 13 %. The US accounted for the largest number of nights and increased by 5 %.

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

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



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



Commercial overnight stays 2016 compared with previous year.

	December 2016		YTD	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	904,471	12%	13,505,872	4%
Domestic	590,948	12%	8,763,174	4%
Foreign	313,523	14%	4,742,698	5%
Nordic countries, excl. Sweden	40,464	5%	690,563	-9%
Europe excl. Nordic countries	153,959	17%	2,246,459	5%
Non-European	119,100	13%	1,805,676	11%
City of Stockholm	642,417	15%	8,888,442	5%
Domestic	379,178	15%	5,169,901	5%
Foreign	263,239	15%	3,718,541	6%
Nordic countries, excl. Sweden	33,026	13%	523,403	-6%
Europe excl. Nordic countries	127,464	21%	1,642,730	5%
Non-European	102,749	10%	1,552,408	12%
Sweden	3,094,314	1%	61,861,886	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	December 2016			YTD 2016		December 2016		YTD 2016		
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %	
Total	12,977,410	21%	904,471	12	29%	13,505,872	4	642,417	15	8,888,442	5	
Sweden	8,453,442	19%	590,948	12	25%	8,763,174	4	379,178	15	5,169,901	5	
Foreign	4,523,968	30%	313,523	14	44%	4,742,698	5	263,239	15	3,718,541	6	
Nordic countries excl. Sweden	760,054	14%	40,464	5	22%	690,563	-9	33,026	13	523,403	-6	
Europe excl. Nordic countries	2,147,258	32%	153,959	17	49%	2,246,459	5	127,464	21	1,642,730	5	
Non-European/ not indicated	1,616,656	52%	119,100	13	57%	1,805,676	11	102,749	10	1,552,408	12	
Europe	2,907,312	24%	194,423	14	39%	2,937,022	1	160,490	19	2,166,133	2	
Austria	60,120	46%	3,855	26	60%	59,112	-1	3,432	24	49,241	0	
Belarus	1,872	53%	229	-48	46%	2,401	23	213	-43	2,092	23	
Belgium	56,731	40%	3,992	2	47%	58,844	2	3,431	5	48,977	4	
Bulgaria	4,667	42%	459	51	62%	7,069	52	402	87	5,916	53	
Croatia	3,194	29%	216	21	25%	4,111	30	190	17	3,462	33	
Czech Republic	16,303	24%	907	36	23%	15,032	-8	648	32	10,144	-6	
Denmark	218,082	18%	9,733	1	17%	167,880	-22	7,693	13	124,027	-16	
Estonia	17,373	23%	1,518	26	24%	19,619	14	805	-6	12,041	9	
Finland	214,518	38%	14,483	16	52%	221,350	4	11,542	17	167,869	4	
France	155,850	50%	17,155	35	65%	154,873	-1	15,289	39	123,512	-3	
Georgia	4,076	42%	145	-8	43%	5,250	17	108	-22	4,498	19	
Germany	525,643	18%	25,913	10	36%	540,288	3	21,742	13	352,386	5	
Greece	17,673	69%	1,508	41	77%	14,903	-15	1,313	47	12,585	-15	
Hungary	11,352	33%	1,539	182	50%	13,300	18	977	108	10,005	8	
Iceland	20,663	63%	912	18	58%	13,931	-33	830	28	12,142	-30	
Ireland	24,413	52%	3,093	23	72%	36,987	52	1,310	71	14,779	4	
Italy	134,554	55%	12,330	19	66%	135,255	0	10,725	18	112,990	-2	
Latvia	13,319	35%	999	-6	39%	17,272	28	763	3	10,700	19	
Lithuania	22,056	43%	2,764	90	56%	34,135	55	1,259	42	16,431	31	
Luxembourg	9,758	64%	642	-2	58%	9,376	-5	589	-1	8,310	-7	
Netherlands	119,809	18%	8,835	20	41%	119,178	0	7,603	25	84,350	3	
Norway	306,791	9%	15,336	-3	16%	287,402	-8	12,961	8	219,365	-4	
Poland	114,909	41%	5,517	-9	37%	99,230	-13	2,773	25	43,197	4	
Portugal	16,692	52%	1,126	40	47%	13,246	-20	900	23	10,850	-16	
Romania	18,879	46%	1,088	-5	39%	19,308	3	931	13	15,840	4	
Russia	78,067	54%	4,656	11	47%	58,004	-25	3,938	13	46,931	-28	
Slovakia	4,861	23%	336	-33	28%	5,348	11	277	10	3,914	12	
Slovenia	3,411	18%	131	-17	12%	3,467	1	121	-18	2,815	0	
Spain	109,606	66%	7,302	20	61%	118,080	8	6,521	28	100,944	10	
Switzerland	128,558	37%	9,003	12	64%	138,972	5	8,070	11	108,290	4	
Turkey	25,929	71%	1,782	2	75%	33,688	30	1,619	17	28,587	44	
UK	394,604	51%	31,977	14	51%	443,999	13	27,090	17	352,165	11	
Ukraine	8,052	40%	1,375	80	76%	12,251	52	1,225	83	9,901	54	
Rest of Europe	44,927	34%	3,567	32	48%	53,861	21	3,200	40	36,877	32	

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Country	Stockholm county						City of Stockholm					
	Guest nights 2015	Share in Sweden	December 2016			YTD 2016		December 2016		YTD 2016		
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %	
North America	384,603	65%	19,722	0	63%	408,498	6	17,417	0	365,009	8	
Canada	37,662	66%	1,743	-33	64%	38,409	2	1,570	-34	34,085	2	
USA	346,941	65%	17,979	5	63%	370,089	6	15,847	6	330,924	9	
Central & South America	63,571	70%	2,274	-8	50%	60,796	-5	1,952	-7	54,431	-4	
Argentina	6,383	79%	136	3	68%	8,137	23	126	47	7,468	21	
Brazil	31,231	74%	939	-7	48%	25,873	-17	829	-4	23,198	-19	
Chile	3,780	82%	107	-67	64%	3,113	-17	98	-66	2,787	-15	
Columbia	2,392	72%	115	49	55%	3,019	24	100	37	2,750	29	
Mexico	7,302	72%	439	11	69%	9,431	30	384	9	8,526	32	
Rest of Central & South America	12,483	70%	538	1	38%	11,223	-12	415	-7	9,702	-7	
Asia	390,053	53%	32,036	20	57%	445,716	8	27,494	18	363,523	7	
China	88,188	34%	10,958	92	53%	119,814	37	9,573	90	95,212	41	
India	124,145	68%	7,558	-20	58%	104,186	-18	5,724	-34	86,095	-23	
Indonesia	3,166	70%	454	28	81%	5,037	53	422	37	4,453	63	
Iran	3,277	53%	323	76	73%	5,614	63	272	68	4,901	82	
Israel	13,025	68%	459	22	71%	12,400	-5	407	21	10,797	-4	
Japan	53,195	62%	2,026	-4	47%	57,820	7	1,821	1	44,930	11	
Malaysia	4,844	67%	550	11	60%	5,184	7	509	17	4,458	2	
Qatar	13,444	93%	463	-59	89%	17,512	32	429	73	8,182	112	
Saudi Arabia	6,976	60%	367	267	59%	8,227	19	310	226	7,122	25	
Singapore	9,342	62%	1,511	43	50%	10,116	7	1,395	41	9,228	11	
South Korea	14,390	34%	1,085	30	71%	18,046	23	973	48	15,344	20	
Taiwan	10,045	69%	631	24	72%	12,141	10	517	10	9,952	12	
Thailand	21,808	67%	2,331	25	83%	25,451	18	2,153	25	23,398	18	
United Arab Emirates	18,190	78%	1,581	27	81%	21,944	22	1,439	24	20,200	23	
Rest of Asia	27,082	44%	1,739	31	45%	22,224	-18	1,550	31	19,251	-13	
Africa	30,877	51%	1,521	-3	54%	29,499	-17	1,355	-5	25,557	-11	
Egypt	3,429	42%	143	-18	38%	3,107	-8	116	-26	2,726	-5	
Morocco	1,181	50%	120	362	72%	1,493	27	113	352	1,334	24	
Namibia	3,406	66%	3	-99	6%	7,027	-11	3	-99	6,702	-12	
South Africa	5,697	52%	430	79	62%	5,345	-8	377	80	4,586	-11	
Rest of Africa	17,164	51%	825	5	53%	12,527	-27	746	5	10,209	-15	
Oceania	53,273	65%	4,710	28	68%	57,056	6	4,263	34	50,536	5	
Australia	47,695	66%	4,276	29	69%	50,435	5	3,874	32	45,180	4	
New Zealand	5,181	60%	402	16	65%	6,184	20	359	49	5,143	15	
Rest of Oceania	397	41%	32	113	36%	437	-1	30	100	213	-45	
Rest of the World	135,132	48%	14,040	3	56%	180,014	31	12,717	-1	161,314	30	
Not indicated	538,083	45%	44,797	18	54%	624,097	17	37,551	14	532,038	17	

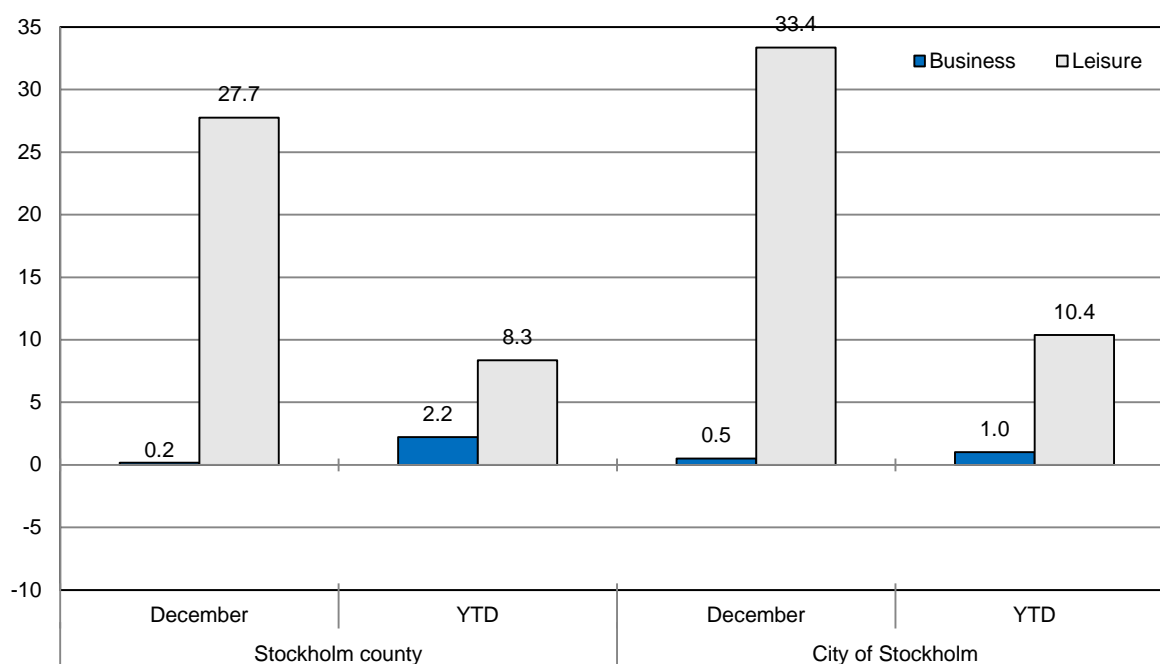
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Occupied hotel rooms by target group in Stockholm county and City of Stockholm, development (%) compared with previous year.



Hotels – key figures

	Stockholm county				City of Stockholm			
	December		YTD		December		YTD	
	2016	2015	2016	2015	2016	2015	2016	2015
Number of hotels	306	293	308	301	154	148	154	149
Room capacity	960,807	874,737	11,723,428	11,387,591	602,169	546,538	7,187,119	6,982,869
Occupied rooms	527,494	481,270	7,760,541	7,423,256	372,645	332,702	5,263,720	5,016,069
Capacity utilization (%)	54.9	55.0	66.0	65.1	61.9	60.9	73.0	71.8
Mon-Thu (%)	58.1	59.3	72.6	71.5	63.8	64.7	78.8	77.4
Fri-Sun (%)	51.3	48.1	57.5	56.6	59.8	55.4	65.8	64.5
Revenues (MSEK)	573.7	507.0	8866.0	8095.4	431.2	371.5	6393.0	5801.3
Rev. Per occupied room (SEK)	1,088	1,054	1,134	1,082	1,157	1,117	1,204	1,145
Rev. Per disp. room (SEK)	597	580	750	706	716	680	882	822