

Stockholm's tourism industry. Summer 2016

During the summer months of June, July, and August over 4.4 million guest nights were recorded at commercial accommodation in the county of Stockholm. This was an increase of 1 % compared to the summer of 2015. About 58 % of overnight stays came from domestic demand which decreased by 1 %. Foreign overnight stays in general increased by 2 %.

Nordic guest nights decreased by 22 %. Norwegian visitors stood for the majority of guest nights, but decreased by 17 %, followed by Finnish visitors, which was in level with 2015.

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

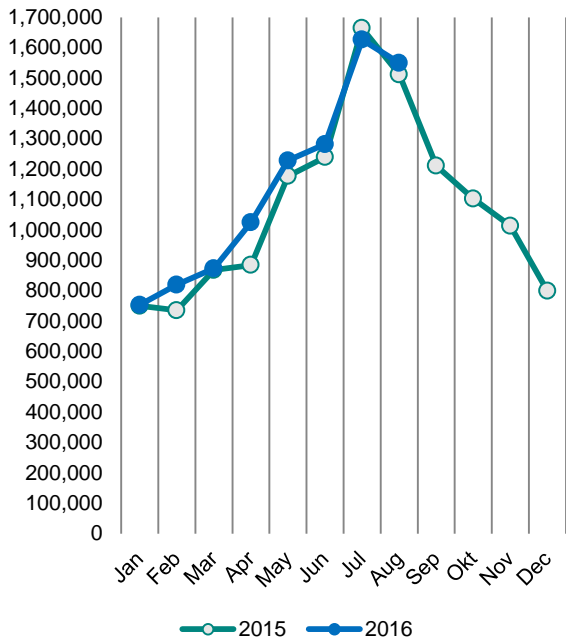
Target group	Guest nights	Change, %			
Total	4,459,426	1%			
Sweden	2,572,578	-1%			
Foreign	1,886,848	2%			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Germany	294,732	3%	11 Spain	55,138	9%
2 Not indicated	213,715	21%	12 China	49,461	41%
3 USA	166,455	4%	13 Netherlands	46,713	-6%
4 UK	158,362	19%	14 Poland	30,571	-6%
5 Norway	107,528	-17%	15 Austria	27,844	0%
6 Finland	82,141	0%	16 Japan	27,350	4%
7 Switzerland	71,826	3%	17 India	23,036	-34%
8 Italy	63,479	0%	18 Australia	21,500	-4%
9 Denmark	60,684	-41%	19 Belgium	20,471	-5%
10 France	59,456	-4%	20 Russia	17,947	-27%

For the other European countries the number of overnight stays increased by 4 %. The countries with the most recorded nights were Germany, which increased by 3 %, and the UK, which increased by 19 %, compared to the summer of 2015.

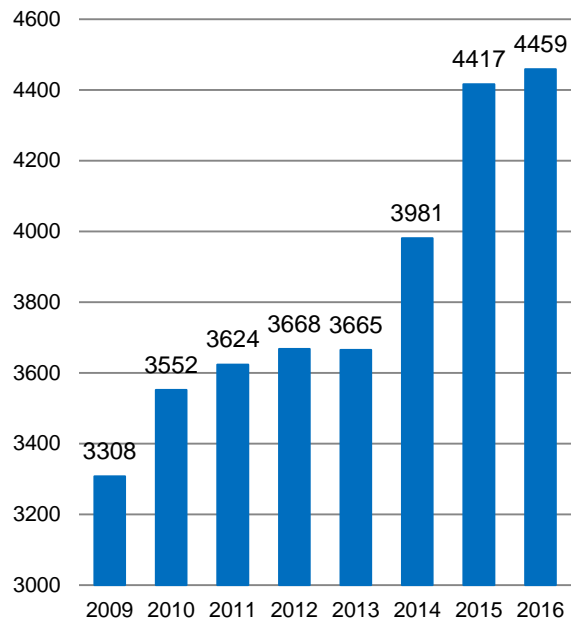
The number of overnight stays also increased for non-European countries, 13 %. US visitors accounted for most number of nights and increased by 4 %.

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

Commercial overnight stays by month 2015 and 2016, Stockholm county



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



Commercial overnight stays 2016 compared with previous year.

	June-August 2016		YTD	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	4,459,426	1%	9,129,308	3%
Domestic	2,572,578	-1%	5,754,304	2%
Foreign	1,886,848	2%	3,375,004	5%
Nordic countries, excl. Sweden	254,553	-22%	494,235	-11%
Europe excl. Nordic countries	944,095	4%	1,625,220	4%
Non-European	688,200	13%	1,255,549	16%
City of Stockholm	2,938,689	2%	6,066,791	5%
Domestic	1,467,737	1%	3,394,010	3%
Foreign	1,470,952	3%	2,672,781	6%
Nordic countries, excl. Sweden	189,672	-18%	374,533	-8%
Europe excl. Nordic countries	687,819	3%	1,213,533	3%
Non-European	593,461	14%	1,084,715	17%
Sweden	27,163,551	0%	46,119,684	6%

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	June-August 2016			YTD 2016		June-August 2016		YTD 2016	
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %
Total	12,977,410	21%	4,459,426	1	16%	9,129,308	3	2,938,689	2	6,066,791	5
Sweden	8,453,442	19%	2,572,578	-1	13%	5,754,304	2	1,467,737	1	3,394,010	3
Foreign	4,523,968	30%	1,886,848	2	23%	3,375,004	5	1,470,952	3	2,672,781	6
Nordic countries excl. Sweden	760,054	14%	254,553	-22	8%	494,235	-11	189,672	-18	374,533	-8
Europe excl. Nordic countries	2,147,258	32%	944,095	4	26%	1,625,220	4	687,819	3	1,213,533	3
Non-European/ not indicated	1,616,656	52%	688,200	13	48%	1,255,549	16	593,461	14	1,084,715	17
Europe	2,907,312	24%	1,198,648	-3	18%	2,119,455	0	877,491	-3	1,588,066	0
Austria	60,120	46%	27,844	0	38%	44,204	0	22,261	-2	36,178	1
Belarus	1,872	53%	689	32	17%	1,597	38	573	36	1,354	37
Belgium	56,731	40%	20,471	-5	30%	40,335	-1	16,459	-4	33,010	-2
Bulgaria	4,667	42%	2,000	34	46%	4,009	43	1,669	27	3,218	34
Croatia	3,194	29%	1,016	23	2%	2,859	41	803	31	2,393	47
Czech Republic	16,303	24%	3,911	-25	0%	9,332	-14	2,889	-14	6,981	1
Denmark	218,082	18%	60,684	-41	14%	120,186	-27	44,418	-36	88,533	-21
Estonia	17,373	23%	5,785	13	5%	13,788	15	3,299	6	8,627	20
Finland	214,518	38%	82,141	0	32%	159,177	3	61,823	1	120,966	4
France	155,850	50%	59,456	-4	34%	110,305	-2	46,647	-8	89,601	-5
Georgia	4,076	42%	3,219	46	6%	4,342	32	2,756	48	3,715	36
Germany	525,643	18%	294,732	3	14%	421,399	3	199,917	5	296,797	4
Greece	17,673	69%	5,234	-12	56%	10,213	-17	4,216	-14	8,475	-17
Hungary	11,352	33%	4,431	10	31%	8,061	8	3,579	11	6,546	9
Iceland	20,663	63%	4,200	-53	28%	9,690	-35	3,516	-51	8,322	-32
Ireland	24,413	52%	9,302	45	54%	25,979	87	3,651	-8	9,789	3
Italy	134,554	55%	63,479	0	56%	98,643	-2	53,845	-3	84,071	-4
Latvia	13,319	35%	4,306	14	34%	11,483	33	2,426	6	7,022	23
Lithuania	22,056	43%	8,249	58	44%	21,970	61	3,633	10	10,733	31
Luxembourg	9,758	64%	3,651	-1	29%	6,962	-2	3,137	-4	6,133	-5
Netherlands	119,809	18%	46,713	-6	10%	85,614	-1	33,541	-3	64,065	0
Norway	306,791	9%	107,528	-17	4%	205,182	-9	79,915	-14	156,712	-6
Poland	114,909	41%	30,571	-6	5%	68,765	-11	12,532	7	29,801	2
Portugal	16,692	52%	4,843	-39	10%	9,201	-27	3,728	-31	7,528	-19
Romania	18,879	46%	6,751	9	44%	13,800	9	5,614	24	11,106	7
Russia	78,067	54%	17,947	-27	44%	40,817	-29	14,283	-31	32,359	-33
Slovakia	4,861	23%	1,590	12	22%	3,590	18	1,088	8	2,545	11
Slovenia	3,411	18%	959	-21	23%	2,281	3	762	-17	1,873	9
Spain	109,606	66%	55,138	9	68%	86,621	9	46,336	7	73,315	8
Switzerland	128,558	37%	71,826	3	30%	105,574	4	54,210	-1	83,594	1
Turkey	25,929	71%	10,204	25	48%	22,319	24	8,556	41	18,422	38
UK	394,604	51%	158,362	19	48%	306,537	15	119,026	16	239,736	12
Ukraine	8,052	40%	3,422	38	0%	8,062	56	2,623	38	6,241	56
Rest of Europe	44,927	34%	17,994	6	9%	36,558	19	13,760	-1	28,305	23

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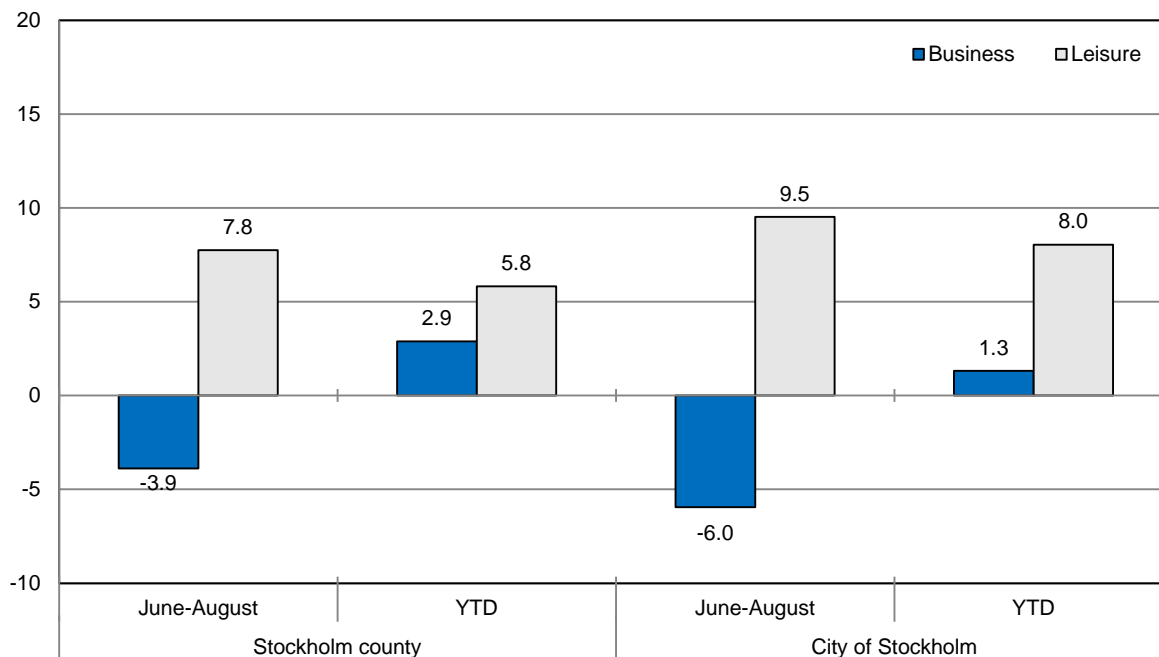
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Country	Stockholm county						City of Stockholm					
	Guest nights 2015	Share in Sweden	June-August 2016			YTD 2016		June-August 2016		YTD 2016		
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %	
North America	384,603	65%	180,861	3	69%	297,903	7	160,956	4	265,781	8	
Canada	37,662	66%	14,406	-10	66%	26,465	0	12,579	-10	23,186	0	
USA	346,941	65%	166,455	4	69%	271,438	7	148,377	5	242,595	8	
Central & South America	63,571	70%	28,776	3	71%	44,805	4	26,233	4	40,130	4	
Argentina	6,383	79%	4,495	33	0%	6,451	26	4,174	30	5,880	22	
Brazil	31,231	74%	12,425	-14	69%	18,955	-15	11,518	-14	17,051	-17	
Chile	3,780	82%	1,429	28	24%	2,311	33	1,278	26	2,068	31	
Columbia	2,392	72%	1,339	30	64%	1,989	17	1,217	32	1,806	17	
Mexico	7,302	72%	4,248	18	37%	6,709	25	3,810	18	6,032	26	
Rest of Central & South America	12,483	70%	4,840	13	6%	8,390	18	4,236	25	7,293	35	
Asia	390,053	53%	166,563	9	47%	305,113	10	130,515	8	245,804	10	
China	88,188	34%	49,461	41	29%	79,659	39	34,702	40	60,822	40	
India	124,145	68%	23,036	-34	53%	68,964	-12	18,549	-39	57,750	-15	
Indonesia	3,166	70%	1,695	20	14%	2,733	36	1,482	15	2,408	32	
Iran	3,277	53%	3,065	138	68%	4,042	92	2,721	148	3,546	111	
Israel	13,025	68%	6,587	-6	57%	9,714	-2	5,723	-5	8,392	-3	
Japan	53,195	62%	27,350	4	66%	40,924	6	20,360	11	30,716	10	
Malaysia	4,844	67%	1,636	11	3%	3,212	11	1,441	8	2,675	-1	
Qatar	13,444	93%	6,491	32	82%	12,827	42	3,749	57	5,924	106	
Saudi Arabia	6,976	60%	4,375	34	45%	5,970	12	3,793	28	5,150	19	
Singapore	9,342	62%	3,272	1	41%	6,314	3	2,951	4	5,732	7	
South Korea	14,390	34%	7,310	26	29%	12,596	18	6,088	20	10,619	15	
Taiwan	10,045	69%	6,246	-3	34%	9,381	8	5,314	1	7,832	12	
Thailand	21,808	67%	7,284	22	54%	18,312	23	6,618	22	16,877	23	
United Arab Emirates	18,190	78%	9,859	36	10%	15,998	29	9,097	38	14,758	30	
Rest of Asia	27,082	44%	8,896	5	40%	14,467	-20	7,927	11	12,603	-14	
Africa	30,877	51%	11,579	-17	48%	21,882	-11	10,386	-10	18,778	-2	
Egypt	3,429	42%	858	1	1%	2,111	23	755	11	1,846	29	
Morocco	1,181	50%	568	28	41%	1,074	26	500	31	954	24	
Namibia	3,406	66%	4,484	-7	85%	6,427	-3	4,260	-8	6,110	-5	
South Africa	5,697	52%	1,884	-6	39%	3,526	-1	1,673	-4	3,023	-2	
Rest of Africa	17,164	51%	3,785	-35	37%	8,744	-26	3,198	-22	6,845	-9	
Oceania	53,273	65%	24,330	-2	65%	41,106	7	21,559	-2	36,058	5	
Australia	47,695	66%	21,500	-4	53%	36,123	5	19,045	-5	32,117	4	
New Zealand	5,181	60%	2,733	18	21%	4,677	30	2,427	19	3,811	22	
Rest of Oceania	397	41%	97	-17	5%	306	23	87	-13	130	-42	
Rest of the World	135,132	48%	62,376	58	21%	128,729	54	55,647	60	116,582	55	
Not indicated	538,083	45%	213,715	21	49%	416,011	22	188,165	24	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			
	June-August		YTD		June-August		YTD	
	2016	2015	2016	2015	2016	2015	2016	2015
Number of hotels	306	301	306	301	151	148	151	148
Room capacity	2,944,959	2,861,373	7,722,820	7,598,835	1,827,157	1,775,312	4,730,994	4,667,875
Occupied rooms	2,120,968	2,084,565	5,046,036	4,834,957	1,469,132	1,444,572	3,431,898	3,292,903
Capacity utilization (%)	72.0	72.9	65.1	63.5	80.4	81.4	72.3	70.4
Mon-Thu (%)	74.9	75.7	71.8	69.7	82.8	83.7	78.4	75.9
Fri-Sun (%)	67.9	68.5	56.8	55.7	77.1	77.4	64.8	63.4
Revenues (MSEK)	2328.4	2142.2	6107.0	5341.6	1739.4	1593.6	4655.6	4185.8
Rev. Per occupied room (SEK)	1,098	1,028	1,114	1,043	1,184	1,103	1,182	1,100
Rev. Per disp. room (SEK)	791	749	728	664	952	898	858	776