

## Stockholm's tourism industry. February 2017

In February, the number of guest nights at commercial accommodation in Stockholm continued to increase, albeit somewhat slower than in the first month. 851 000 guest nights means an increase of 4 %, a rate of increase in the level of the country as a whole. During the month, domestic overnight stays rose by 6 %, while foreign guest nights decreased by 1 %. The City had a slightly better development than in the rest of the county, especially for domestic visitors.

Among Scandinavian visitors, it is primarily overnight stays from Finland that has increased. For Denmark and Norway, February meant a decline.

Notable among major target groups in Europe is a continued favorable trend for German visitors and guests from the Netherlands.

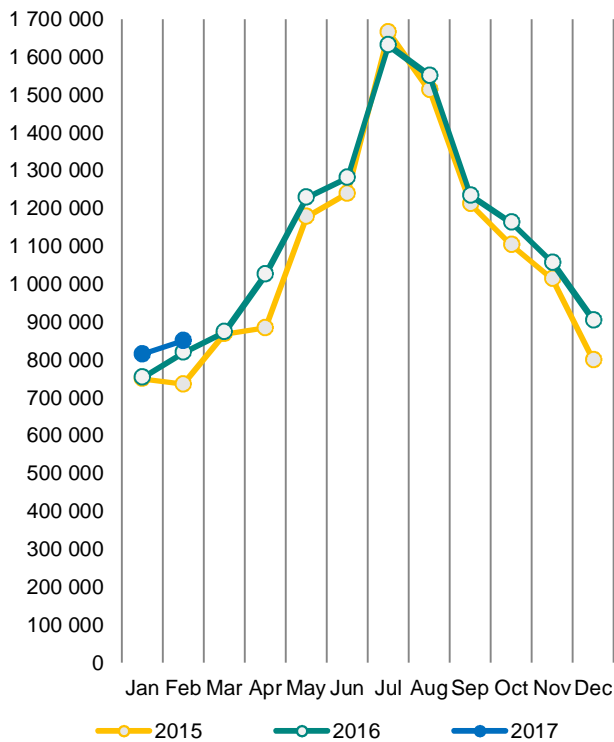
Visitors from the United States continues to increase – by 12 % in February and by 16 % so far in 2017.

Visitors from China and India are beside the USA the largest target groups outside Europe. The development has gone in different directions so far this year. Indian guest nights have fallen by 25 %. On the other hand, visitors from China have made 59 % more overnight stays than in the same period last year.

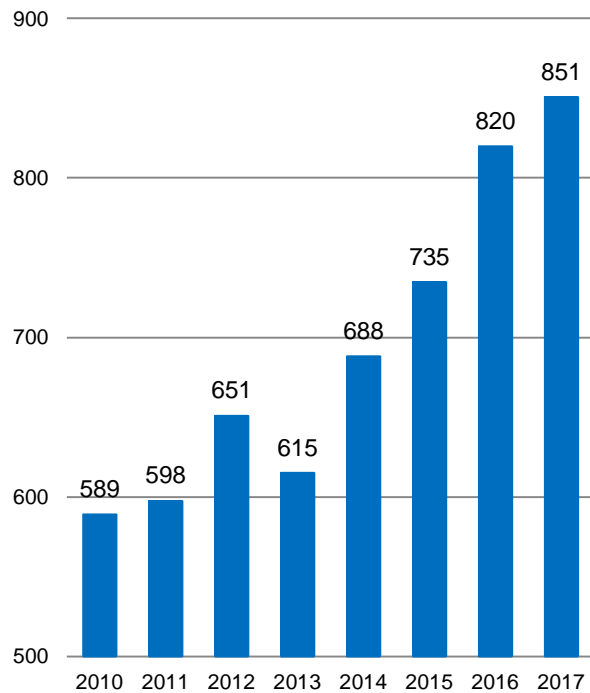
### Commercial overnight stays in Stockholm's county February 2017, top 20.

Target group	Guest nights	Change, %			
<b>Total</b>	<b>850,885</b>	<b>4%</b>			
<b>Sweden</b>	<b>606,318</b>	<b>6%</b>			
<b>Foreign</b>	<b>244,567</b>	<b>-1%</b>			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Not indicated	38,012	16%	11 India	6,911	-28%
2 UK	25,910	-1%	12 Italy	5,502	2%
3 Germany	17,236	8%	13 Switzerland	4,973	14%
4 USA	16,176	12%	14 Spain	4,539	2%
5 Norway	15 921	-2%	15 Poland	4,339	-35%
6 Finland	15,024	16%	16 Russia	4,028	50%
7 Denmark	9,991	-14%	17 Belgium	3,699	12%
8 France	9,646	10%	18 Ireland	2,811	-6%
9 China	8,462	38%	19 Japan	2,702	9%
10 The Netherlands	8,255	36%	20 Thailand	2,309	28%

**Commercial overnight stays by month 2015, 2016 and 2017, Stockholm county**



**Commercial overnight stays, February 2010-2016, Stockholm county. (Thousands)**



**Commercial overnight stays 2017 compared with previous year.**

	February 2017		YTD	
	Guest nights	Change, %	Guest nights	Change, %
<b>Stockholm County</b>	<b>850,885</b>	<b>4%</b>	<b>1,671,469</b>	<b>8%</b>
Domestic	606,318	6%	1,183,670	9%
Foreign	244,567	-1%	487,799	5%
Nordic countries, excl. Sweden	41,734	0%	83,239	6%
Europe excl. Nordic countries	107,139	-1%	214,636	5%
Non-European	95,694	-1%	189,924	5%
<b>City of Stockholm</b>	<b>581,203</b>	<b>6%</b>	<b>1,129,390</b>	<b>9%</b>
Domestic	383,186	10%	734,132	12%
Foreign	198,017	-1%	395,258	5%
Nordic countries, excl. Sweden	32,996	3%	64,061	7%
Europe excl. Nordic countries	85,650	1%	172,141	8%
Non-European	79,371	-6%	159,056	0%
<b>Sweden</b>	<b>3,969,948</b>	<b>4%</b>	<b>7,477,225</b>	<b>5%</b>

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 2016	Share in Sweden	February 2017			YTD 2017		February 2017		YTD 2017	
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %
<b>Total</b>	<b>13,505,872</b>	<b>22%</b>	<b>850,885</b>	<b>4</b>	<b>21%</b>	<b>1,671,469</b>	<b>8</b>	<b>581,203</b>	<b>6</b>	<b>1,129,390</b>	<b>9</b>
<b>Sweden</b>	<b>8,763,174</b>	<b>19%</b>	<b>606,318</b>	<b>6</b>	<b>19%</b>	<b>1,183,670</b>	<b>9</b>	<b>383,186</b>	<b>10</b>	<b>734,132</b>	<b>12</b>
<b>Foreign</b>	<b>4,742,698</b>	<b>30%</b>	<b>244,567</b>	<b>-1</b>	<b>29%</b>	<b>487,799</b>	<b>5</b>	<b>198,017</b>	<b>-1</b>	<b>395,258</b>	<b>5</b>
<b>Nordic countries excl. Sweden</b>	<b>690,563</b>	<b>13%</b>	<b>41,734</b>	<b>0</b>	<b>12%</b>	<b>83,239</b>	<b>6</b>	<b>32,996</b>	<b>3</b>	<b>64,061</b>	<b>7</b>
<b>Europe excl. Nordic countries</b>	<b>2,246,459</b>	<b>32%</b>	<b>107,139</b>	<b>-1</b>	<b>35%</b>	<b>214,636</b>	<b>5</b>	<b>85,650</b>	<b>1</b>	<b>172,141</b>	<b>8</b>
<b>Non-European/ not indicated</b>	<b>1,805,676</b>	<b>53%</b>	<b>95,694</b>	<b>-1</b>	<b>48%</b>	<b>189,924</b>	<b>5</b>	<b>79,371</b>	<b>-6</b>	<b>159,056</b>	<b>0</b>
<b>Europe</b>	<b>2,937,022</b>	<b>20%</b>	<b>148,873</b>	<b>-1</b>	<b>23%</b>	<b>297,875</b>	<b>5</b>	<b>118,646</b>	<b>2</b>	<b>236,202</b>	<b>8</b>
Austria	59,112	45%	1,702	-18	37%	3,289	-11	1,490	-14	2,874	-6
Belarus	2,401	54%	147	34	49%	329	11	133	43	296	14
Belgium	58,844	38%	3,699	12	43%	6,857	13	2,983	7	5,615	9
Bulgaria	7,069	49%	391	-2	51%	596	-20	327	-10	484	-22
Croatia	4,111	33%	294	18	30%	615	33	270	32	524	48
Czech Republic	15,032	22%	888	-17	21%	1,567	-12	687	-12	1,186	-9
Denmark	167,880	15%	9,991	-14	5%	20,248	-3	7,693	-10	14,763	-3
Estonia	19,619	28%	997	-47	16%	2,032	-34	754	-48	1,433	-36
Finland	221,350	38%	15,024	16	34%	29,193	22	11,984	19	23,194	27
France	154,873	52%	9,646	10	45%	17,218	4	8,238	7	14,896	2
Georgia	5,250	52%	118	-1	49%	276	48	94	-1	226	50
Germany	540,288	18%	17,236	8	23%	34,838	15	13,111	5	26,903	15
Greece	14,903	63%	693	-34	64%	2,072	15	610	-33	1,833	18
Hungary	13,300	41%	1,447	158	55%	2,669	153	816	84	1,444	65
Iceland	13,931	53%	798	6	46%	1,513	13	679	6	1,301	11
Ireland	36,987	69%	2,811	-6	62%	4,881	-9	1,230	8	2,207	20
Italy	135,255	54%	5,502	2	41%	13,218	12	4,580	-4	11,129	7
Latvia	17,272	42%	856	-49	22%	1,812	-36	702	-47	1,464	-25
Lithuania	34,135	49%	2,040	-35	54%	4,673	-8	1,539	19	2,873	25
Luxembourg	9,376	62%	491	13	67%	828	6	427	7	735	2
Netherlands	119,178	18%	8,255	36	30%	15,188	32	6,495	34	12,181	35
Norway	287,402	8%	15,921	-2	14%	32,285	0	12,640	-1	24,803	-2
Poland	99,230	31%	4,339	-35	32%	8,202	-30	3,044	-12	5,504	-1
Portugal	13,246	44%	856	31	51%	1,598	11	752	31	1,399	9
Romania	19,308	47%	1,143	-14	45%	2,089	-10	960	-10	1,804	-2
Russia	58,004	45%	4,028	50	48%	12,651	19	3,478	57	10,632	21
Slovakia	5,348	24%	356	-30	15%	579	-24	294	-17	467	-16
Slovenia	3,467	36%	142	-19	42%	235	-15	124	-18	193	-22
Spain	118,080	64%	4,539	2	54%	8,809	9	3,786	-3	7,437	7
Switzerland	138,972	37%	4,973	14	46%	9,602	15	4,049	4	7,914	8
Turkey	33,688	71%	1,579	-21	58%	2,984	-19	1,392	-19	2,648	-14
UK	443,999	52%	25,910	-1	40%	49,659	7	21,530	1	41,410	7
Ukraine	12,251	58%	820	11	73%	1,838	28	671	3	1,536	25
Rest of Europe	53,861	42%	697	-73	19%	2,042	-58	595	-66	1,661	-47

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Country	Stockholm county						City of Stockholm				
	Guest nights 2016	Share in Sweden	February 2017			YTD 2017		February 2017		YTD 2017	
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %
<b>North America</b>	<b>408,498</b>	<b>67%</b>	<b>18,076</b>	<b>11</b>	<b>52%</b>	<b>36,519</b>	<b>14</b>	<b>14,472</b>	<b>-1</b>	<b>30,045</b>	<b>5</b>
Canada	38,409	65%	1,900	9	53%	3,639	0	1,647	3	3,126	-6
USA	370,089	67%	16,176	12	52%	32,880	16	12,825	-2	26,919	6
<b>Central &amp; South America</b>	<b>60,796</b>	<b>64%</b>	<b>2,105</b>	<b>-25</b>	<b>34%</b>	<b>4,161</b>	<b>-19</b>	<b>1,796</b>	<b>-29</b>	<b>3,618</b>	<b>-21</b>
Argentina	8,137	83%	233	-14	53%	473	-5	199	-14	412	-4
Brazil	25,873	65%	702	-35	31%	1,709	-10	604	-40	1,545	-11
Chile	3,113	67%	145	81	76%	254	-26	135	108	240	-22
Columbia	3,019	74%	226	47	84%	306	30	177	20	249	11
Mexico	9,431	72%	185	-54	43%	456	-39	152	-58	392	-43
Rest of Central & South America	11,223	47%	614	-25	23%	963	-32	529	-25	780	-36
<b>Asia</b>	<b>445,716</b>	<b>51%</b>	<b>27,064</b>	<b>2</b>	<b>51%</b>	<b>52,476</b>	<b>8</b>	<b>22,260</b>	<b>-3</b>	<b>43,337</b>	<b>5</b>
China	119,814	37%	8,462	38	48%	17,531	59	7,429	37	15,384	61
India	104,186	59%	6,911	-28	49%	13,244	-25	5,632	-36	10,647	-33
Indonesia	5,037	75%	140	-5	67%	373	40	132	20	352	59
Iran	5,614	61%	185	39	66%	375	5	158	26	328	10
Israel	12,400	67%	386	-16	66%	760	-9	305	-14	642	-5
Japan	57,820	62%	2,702	9	46%	4,197	13	2,158	10	3,499	17
Malaysia	5,184	65%	238	-26	50%	396	-30	222	-7	352	-21
Qatar	17,512	92%	1,017	-23	95%	2,121	-18	97	-82	220	-75
Saudi Arabia	8,227	62%	201	35	41%	434	24	158	78	362	42
Singapore	10,116	58%	451	0	40%	923	11	399	-5	838	9
South Korea	18,046	36%	1,023	1	67%	1,984	-2	856	-5	1,644	-10
Taiwan	12,141	59%	931	30	49%	1,493	37	789	21	1,255	29
Thailand	25,451	74%	2,309	28	85%	4,274	19	2,038	20	3,860	14
United Arab Emirates	21,944	79%	1,097	1	79%	2,236	8	1,008	2	2,039	6
Rest of Asia	22,224	40%	1,011	35	29%	2,135	39	879	39	1,915	46
<b>Africa</b>	<b>29 499</b>	<b>53%</b>	<b>1 371</b>	<b>-12</b>	<b>35%</b>	<b>3 029</b>	<b>9</b>	<b>1 195</b>	<b>-14</b>	<b>2 726</b>	<b>9</b>
Egypt	3,107	44%	366	123	48%	584	64	342	161	537	81
Morocco	1,493	62%	63	80	47%	191	44	56	81	176	47
Namibia	7,027	85%	23	-66	68%	566	107	22	-65	535	107
South Africa	5,345	52%	403	38	58%	691	17	349	37	609	16
Rest of Africa	12,527	46%	516	-48	22%	997	-30	426	-53	869	-33
<b>Oceania</b>	<b>57,056</b>	<b>65%</b>	<b>2,002</b>	<b>-29</b>	<b>53%</b>	<b>5,462</b>	<b>-19</b>	<b>1,782</b>	<b>-19</b>	<b>4,937</b>	<b>-15</b>
Australia	50,435	66%	1,734	-20	52%	4,891	-15	1,562	-21	4,449	-16
New Zealand	6,184	63%	227	-62	71%	520	-42	186	-11	450	-6
Rest of Oceania	437	35%	41	-15	31%	51	-20	34	750	38	90
<b>Rest of the World</b>	<b>180,014</b>	<b>44%</b>	<b>7,064</b>	<b>-49</b>	<b>37%</b>	<b>16,416</b>	<b>-34</b>	<b>6,349</b>	<b>-51</b>	<b>14,966</b>	<b>-37</b>
Not indicated	624,097	49%	38,012	16	48%	71,861	17	31,517	13	59,427	14

