

Stockholm's tourism industry. March 2017

During March, the rise in guest nights at commercial accommodation facilities in Stockholm County was noticeable. 971,247 guest nights surpassed the same month last year by 12%. This while the nation as a whole lost 2% guest nights. Domestic overnight stays increased by 16% and foreign by 3%.

For Nordic visitors, the number of guest nights increased by 1%. Norway, the largest target group in Scandinavia, increased by 3% in March and by 2% so far this year. Overnight stays from Finland increased by 6% in March and by 15% so far in 2017. However, for Denmark, the decline continued during this month.

For the rest of Europe, the month was mainly negative (-7%). In particular, the month meant a backlash for German visitors (-16%), but also Poland and Switzerland lost guest nights. On the other hand, the positive development continued for Britain (+6% in March and +8% in the first quarter).

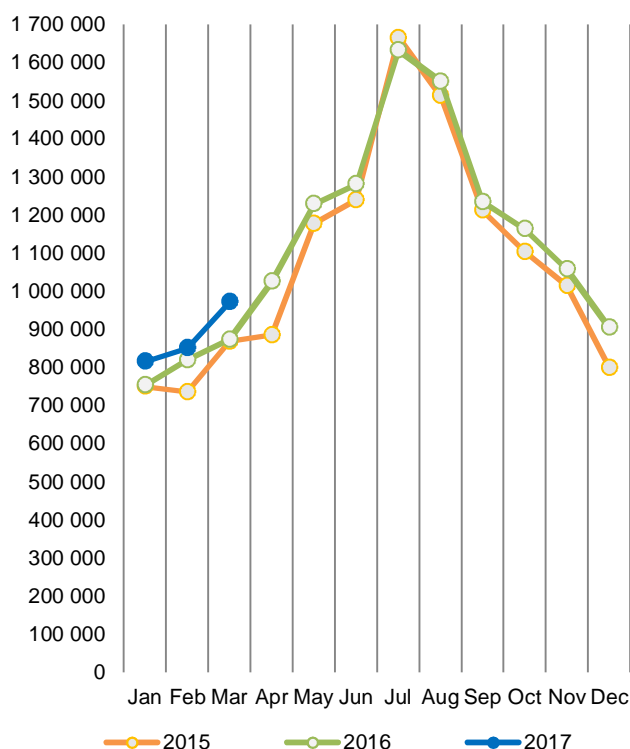
So far this year, visitors from the United States have made 28% more overnight stays than in the same period of 2017.

For both China and India, as well as Asia on the whole, March meant a positive development.

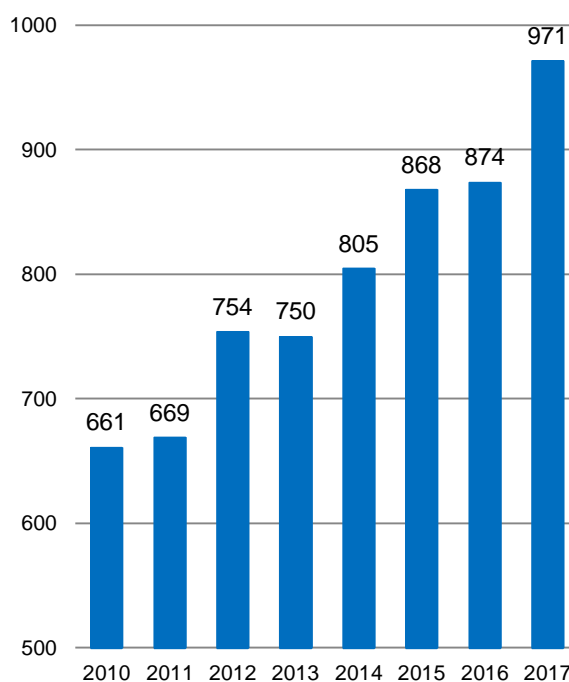
Commercial overnight stays in Stockholm's county March 2017, top 20.

Target group	Guest nights	Change, %			
Total	971,247	12%			
Sweden	695,463	16%			
Foreign	275,784	3%			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Not indicated	48,422	34%	11 China	6,593	16%
2 UK	27,997	6%	12 Italy	5,862	-1%
3 USA	24,963	33%	13 Poland	5,238	-23%
4 Germany	19,848	-16%	14 Switzerland	4,895	-18%
5 Norway	18,805	3%	15 Spain	4,813	-37%
6 Finland	15,636	6%	16 Russia	3,886	10%
7 Denmark	10,647	-12%	17 Belgium	3,652	0%
8 India	8,578	13%	18 Lithuania	2,875	17%
9 France	8,452	3%	19 Japan	2,678	28%
10 The Netherlands	7,625	15%	20 Thailand	2,516	3%

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



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



Commercial overnight stays 2017 compared with previous year.

	March 2017		YTD	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	971,247	12%	2,645,485	10%
Domestic	695,463	16%	1,871,546	11%
Foreign	275,784	3%	773,939	6%
Nordic countries, excl. Sweden	46,561	1%	130,632	5%
Europe excl. Nordic countries	114,983	-7%	331,365	1%
Non-European	114,240	16%	311,942	11%
City of Stockholm	659,022	12%	1,791,835	11%
Domestic	436,096	19%	1,162,966	13%
Foreign	222,926	2%	628,869	5%
Nordic countries, excl. Sweden	35,356	3%	99,689	5%
Europe excl. Nordic countries	92,029	-5%	266,357	4%
Non-European	95,541	10%	262,823	7%
Sweden	4,226,481	-2%	11,748,052	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	March 2017			YTD 2017		March 2017		YTD 2017	
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %
Total	13,505,872	22%	971,247	12	23%	2,645,485	10	659 022	12	1,791,835	11
Sweden	8,763,174	19%	695,463	16	20%	1,871,546	11	436,096	19	1,162,966	13
Foreign	4,742,698	30%	275,784	3	36%	773,939	6	222 926	2	628,869	5
Nordic countries excl. Sweden	690,563	13%	46,561	1	20%	130,632	5	35,356	3	99,689	5
Europe excl. Nordic countries	2,246,459	32%	114,983	-7	37%	331,365	1	92 029	-5	266,357	4
Non-European/ not indicated	1,805,676	53%	114,240	16	51%	311,942	11	95,541	10	262,823	7
Europe	2,937,022	20%	161,544	-5	30%	461,997	2	127,385	-3	366,046	4
Austria	59,112	45%	2,401	-16	51%	5,698	-13	1,970	-19	4,870	-11
Belarus	2,401	54%	380	113	94%	694	46	356	124	642	54
Belgium	58,844	38%	3,652	0	44%	10,524	8	3,034	-3	8,701	5
Bulgaria	7,069	49%	404	22	54%	1,005	-7	313	9	799	-12
Croatia	4,111	33%	525	66	34%	1,163	49	494	73	1,041	63
Czech Republic	15,032	22%	1,234	-1	25%	2,766	-9	928	-7	2,090	-10
Denmark	167,880	15%	10,647	-12	13%	31,349	-5	7,841	-11	22,709	-5
Estonia	19 619	28%	1,164	-27	12%	3,178	-32	856	-25	2,282	-33
Finland	221,350	38%	15,636	6	40%	44,744	15	12,007	11	35,215	21
France	154,873	52%	8,452	3	41%	25,829	4	7,363	4	22,537	4
Georgia	5 250	52%	210	39	63%	482	43	181	30	405	40
Germany	540,288	18%	19,848	-16	25%	54,764	2	15,563	-18	42,703	0
Greece	14,903	63%	1,371	64	55%	3,462	31	1,174	70	3,025	35
Hungary	13,300	41%	1,632	99	49%	4,150	121	855	30	2,202	43
Iceland	13,931	53%	1,473	68	70%	2,970	34	1,265	80	2,559	36
Ireland	36,987	69%	2,389	-40	59%	7,205	-23	1,263	-6	3,422	7
Italy	135,255	54%	5,862	-1	37%	18,996	7	4,907	-6	16,015	3
Latvia	17,272	42%	1,005	-7	18%	2,808	-28	660	-10	2,115	-21
Lithuania	34,135	49%	2,875	17	55%	7,453	-1	1,623	12	4,428	18
Luxembourg	9,376	62%	416	-30	69%	1,224	-11	382	-30	1,101	-13
Netherlands	119,178	18%	7,625	15	38%	22,775	26	6,106	14	18,302	27
Norway	287,402	8%	18,805	3	17%	51,569	2	14,243	0	39,206	-1
Poland	99,230	31%	5,238	-23	29%	14,044	-24	3,531	16	9,211	7
Portugal	13,246	44%	902	-3	41%	2,514	6	713	-16	2,129	0
Romania	19,308	47%	1,104	-28	41%	3,135	-19	988	-22	2,752	-11
Russia	58,004	45%	3,886	10	45%	16,478	16	3,306	33	13,933	24
Slovakia	5,348	24%	219	-48	15%	792	-33	179	-47	639	-28
Slovenia	3,467	36%	215	-30	48%	470	-20	190	-25	403	-19
Spain	118,080	64%	4,813	-37	50%	13,794	-12	4,110	-40	11,780	-15
Switzerland	138,972	37%	4,895	-18	50%	14,578	2	4,216	-19	12,232	-3
Turkey	33,688	71%	1,881	-2	68%	4,907	-12	1,702	11	4,393	-5
UK	443,999	52%	27,997	6	48%	78,852	8	23 023	5	65,759	9
Ukraine	12,251	58%	727	4	56%	2,539	19	640	22	2,158	23
Rest of Europé	53,861	42%	741	-73	16%	2,750	-64	630	-64	2,267	-53

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Country	Stockholm county						City of Stockholm				
	Guest nights 2016	Share in Sweden	March 2017			YTD 2017		March 2017		YTD 2017	
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %
North America	408,498	67%	26,649	31	62%	65,909	26	22,587	22	55,395	17
Canada	38,409	65%	1,686	5	54%	5,388	3	1,472	1	4,667	-2
USA	370,089	67%	24,963	33	63%	60,521	28	21,115	23	50,728	20
Central & South America	60,796	64%	2,531	-22	42%	6,904	-17	2,071	-29	5,917	-21
Argentina	8,137	83%	287	-38	59%	773	-20	270	-39	699	-20
Brazil	25,873	65%	922	-6	45%	2,788	-3	786	-8	2,486	-4
Chile	3,113	67%	138	17	66%	415	-10	109	1	372	-11
Columbia	3,019	74%	174	36	59%	472	30	146	23	392	14
Mexico	9,431	72%	300	-42	65%	786	-37	227	-52	652	-44
Rest of Central & South America	11,223	47%	710	-31	28%	1,670	-32	533	-41	1,316	-38
Asia	445,716	51%	27,401	14	52%	79,854	10	22,437	10	66,019	7
China	119,814	37%	6,593	16	45%	24,214	45	5,748	14	21,315	46
India	104,186	59%	8,578	13	52%	21,725	-14	6,934	8	17,557	-21
Indonesia	5,037	75%	303	52	81%	685	47	284	49	645	56
Iran	5,614	61%	285	19	41%	654	10	231	7	557	8
Israel	12,400	67%	513	-2	66%	1,262	-7	424	-9	1,060	-8
Japan	57,820	62%	2,678	28	54%	6,840	18	2,243	27	5,729	21
Malaysia	5,184	65%	379	29	48%	777	-9	339	65	695	7
Qatar	17,512	92%	1,077	-8	98%	3,165	-15	89	-74	309	-75
Saudi Arabia	8,227	62%	185	-26	46%	610	2	130	-38	487	5
Singapore	10,116	58%	455	-6	37%	1,398	6	405	-9	1,265	4
South Korea	18,046	36%	465	-32	36%	2,505	-8	400	-36	2,102	-14
Taiwan	12,141	59%	555	41	35%	2,046	38	400	25	1,655	28
Thailand	25,451	74%	2,516	3	83%	6,728	12	2,277	1	6,097	8
United Arab Emirates	21,944	79%	1,385	24	81%	3,587	13	1,272	23	3,286	12
Rest of Asia	22,224	40%	1,434	50	42%	3,658	46	1,261	52	3,260	52
Africa	29,499	53%	1,134	-40	44%	4,165	-11	996	-42	3,738	-11
Egypt	3,107	44%	78	-73	26%	652	2	70	-74	600	7
Morocco	1,493	62%	83	-14	40%	273	19	73	-15	248	20
Namibia	7,027	85%	105	-44	90%	670	46	97	-43	631	47
South Africa	5,345	52%	389	20	64%	1,114	22	333	19	980	22
Rest of Africa	12,527	46%	479	-52	35%	1,456	-40	423	-54	1,279	-42
Oceania	57,056	65%	2,405	19	56%	8,244	-6	2,207	19	7,519	-2
Australia	50,435	66%	2,142	21	55%	7,399	-2	1,967	21	6,778	-2
New Zealand	6,184	63%	242	0	67%	773	-32	223	3	686	-2
Rest of Oceania	437	35%	21	91	51%	72	-4	17	113	55	96
Rest of the World	180,014	44%	5,698	-47	33%	27,872	-22	5,100	-50	25,484	-25
Not indicated	624,097	49%	48,422	34	49%	118,994	22	40,143	30	98,751	19