

Stockholm's tourism industry. July 2017

July is usually the peak of the year, measured in the number of guest nights at commercial accommodation facilities in the county. However, the number of guest nights has fallen over the last two years. Just under 1.6 million overnight stays in July 2017, were 4% fewer than last year and 6 % less than in 2015.

During the month, fewer domestic visitors and fewer visitors from Nordic countries were attracted to the county's accommodation facilities, while more long-range visitors continued to increase. In the whole of Sweden, both Swedish and foreign guest nights fell.

All Nordic countries show negative figures both for July and for 2017 so far.

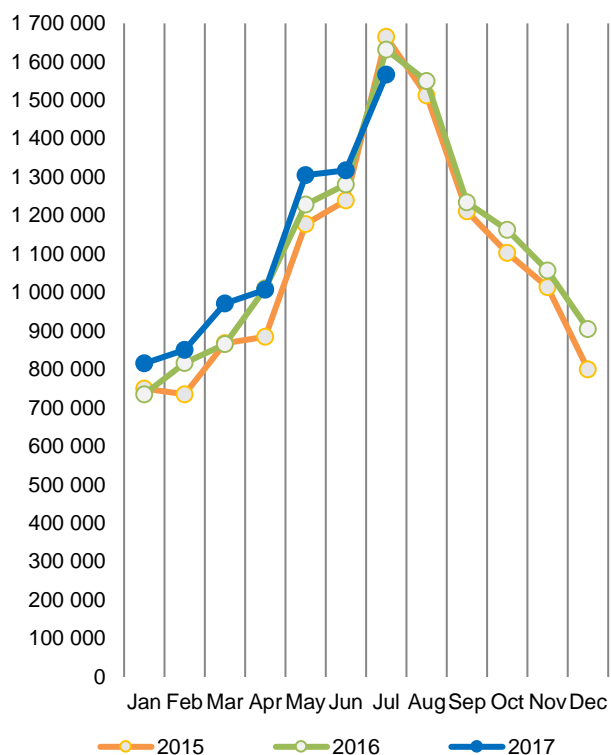
Target groups in Europe outside of Scandinavia have increased slightly (+ 1 %). This despite the fact that the month was weak for the two largest, Germany and the United Kingdom. A positive development is shown for Spain, Italy, France, the Netherlands and several other nationalities in Europe.

The large increase in the number of guest nights is found among visitors from countries outside of Europe. Visitors from the United States have so far in 2017 made 70,000 more overnight stays in the county, an increase of 32 %. Guest nights from Indian visitors increased by 48 % during the month, Chinese by 38 % and Japanese by 4 %.

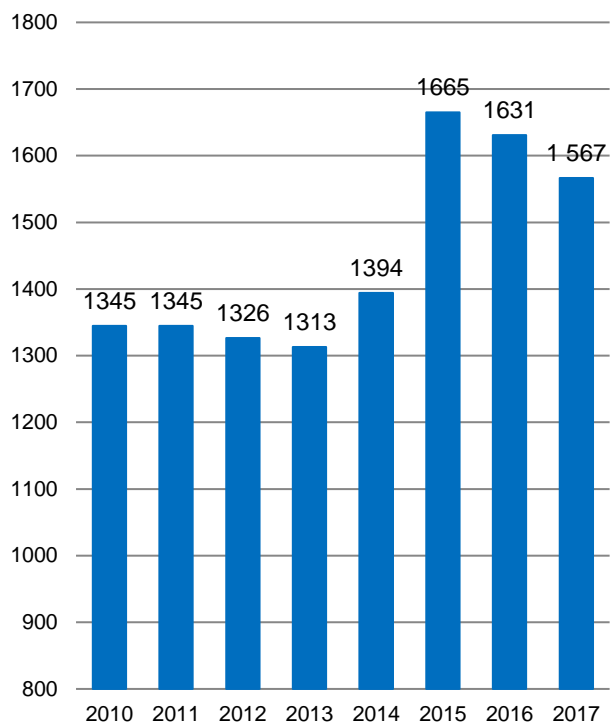
Commercial overnight stays in Stockholm's county July 2017, top 20.

Target group	Guest nights	Change, %			
Total	1,566,591	-4%			
Sweden	854,278	-8%			
Foreign	712,313	2%			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Germany	103,744	-3%	11 France	21,723	15%
2 Not indicated	80,260	9%	12 The Netherlands	18,553	18%
3 USA	80,004	37%	13 Italy	16,040	8%
4 Great Britain	46,855	-4%	14 India	10,171	48%
5 Norway	41,365	-20%	15 Austria	9,936	-5%
6 Finland	33,321	-17%	16 Japan	9,196	4%
7 Switzerland	33,277	1%	17 Belgium	9,127	5%
8 Denmark	23,478	-5%	18 Australia	9,028	0%
9 Spain	22,046	26%	19 Russia	7,366	23%
10 China	21,964	38%	20 Canada	5,497	19%

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



**Commercial overnight stays, July
2010-2017, Stockholm county. (Thousands)**



Commercial overnight stays 2017 compared with previous year.

	July 2017		YTD	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	1,566,591	-4%	7,823,478	4%
Domestic	854,278	-8%	4,923,500	2%
Foreign	712,313	2%	2,899,978	8%
Nordic countries, excl. Sweden	99,593	-16%	405,927	-4%
Europe excl. Nordic countries	327,626	1%	1,311,943	5%
Non-European	285,094	11%	1,182,108	15%
City of Stockholm	1,016,589	-5%	5,257,431	4%
Domestic	473,051	-10%	2,955,720	2%
Foreign	543,538	0%	2,301,711	6%
Nordic countries, excl. Sweden	72,417	-17%	308,719	-4%
Europe excl. Nordic countries	238,190	2%	1,014,240	7%
Non-European	232,931	4%	978,752	9%
Sweden	12,320,252	-3%	39,267,770	1%

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	July 2017			YTD 2017		July 2017		YTD 2017		
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %	
Total	13,505,872	22%	1,566,591	-4	13%	7,823,478	4	1,016,589	-5	5,257,431	4	
Sweden	8,763,174	19%	854,278	-8	10%	4,923,500	2	473,051	-10	2,955,720	2	
Foreign	4,742,698	30%	712,313	2	19%	2,899,978	8	543,538	0	2,301,711	6	
Nordic countries excl. Sweden	690,563	13%	99,593	-16	6%	405,927	-4	72,417	-17	308,719	-4	
Europe excl. Nordic countries	2,246,459	32%	327,626	1	21%	1,311,943	5	238,190	2	1,014,240	7	
Non-European/ not indicated	1,805,676	53%	285,094	11	55%	1,182,108	15	232,931	4	978,752	9	
Europe	2,937,022	20%	427,219	-3	13%	1,717,870	3	310,607	-3	1,322,959	4	
Austria	59,112	45%	9,936	-5	34%	33,127	1	7,783	-7	27,867	2	
Belarus	2,401	54%	339	22	48%	1,745	39	261	12	1,530	42	
Belgium	58,844	38%	9,127	5	24%	35,938	8	7,573	5	29,790	7	
Bulgaria	7,069	49%	764	-17	59%	3,475	-2	660	-19	2,940	3	
Croatia	4,111	33%	546	114	51%	3,508	42	409	101	2,747	33	
Czech Republic	15,032	22%	1,769	39	16%	8,970	11	1,208	27	6,484	9	
Denmark	167,880	15%	23,478	-5	10%	97,515	-3	16,633	-8	72,235	-3	
Estonia	19,619	28%	1,466	-26	22%	8,962	-22	683	-40	5,637	-23	
Finland	221,350	38%	33,321	-17	29%	133,385	-3	24,747	-18	101,764	-4	
France	154,873	52%	21,723	15	53%	90,910	8	17,083	12	76,628	8	
Georgia	5,250	52%	756	-47	47%	2,293	-27	614	-52	1,717	-37	
Germany	540,288	18%	103,744	-3	12%	324,177	5	68,977	-4	238,115	6	
Greece	14,903	63%	1,531	-17	81%	9,320	13	972	-36	7,786	11	
Hungary	13,300	41%	2,295	48	59%	11,701	85	1,665	35	7,010	34	
Iceland	13,931	53%	1,429	-1	29%	9,268	16	1,056	-15	7,638	10	
Ireland	36,987	69%	3,250	12	63%	20,608	-7	1,610	50	9,471	13	
Italy	135,255	54%	16,040	8	59%	72,197	14	13,629	7	61,722	13	
Latvia	17,272	42%	1,333	0	34%	7,781	-21	814	8	5,218	-15	
Lithuania	34,135	49%	1,768	-14	36%	16,903	-10	976	23	9,828	7	
Luxembourg	9,376	62%	1,172	7	54%	5,654	1	1,005	7	5,060	2	
Netherlands	119,178	18%	18,553	18	9%	87,173	32	13,041	18	66,856	32	
Norway	287,402	8%	41,365	-20	3%	165,759	-6	29,981	-20	127,082	-6	
Poland	99,230	31%	4,997	-42	22%	35,999	-35	3,318	1	23,511	-5	
Portugal	13,246	44%	1,722	10	63%	7,863	9	1,312	22	6,666	12	
Romania	19,308	47%	2,761	26	47%	11,644	4	1,788	0	9,037	-1	
Russia	58,004	45%	7,366	23	50%	41,421	23	6,141	25	34,746	28	
Slovakia	5,348	24%	367	-21	21%	2,303	-22	298	-12	1,871	-10	
Slovenia	3,467	36%	430	20	53%	2,068	3	292	10	1,577	-6	
Spain	118,080	64%	22,046	26	73%	68,236	13	18,005	21	57,139	11	
Switzerland	138,972	37%	33,277	1	26%	86,183	5	24,754	6	69,149	5	
Turkey	33,688	71%	2,658	-45	69%	14,945	-25	1,987	-52	12,707	-24	
UK	443,999	52%	46,855	-4	49%	256,900	6	34,295	-5	201,469	4	
Ukraine	12,251	58%	1,219	9	48%	7,012	3	972	7	5,709	7	
Rest of Europe	53,861	42%	6,085	16	46%	25,017	-2	4,537	2	17,408	-23	

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Country	Stockholm county						City of Stockholm					
	Guest nights 2016	Share in Sweden	July 2017			YTD 2017		July 2017		YTD 2017		
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %	
North America	408,498	67%	85,501	36	64%	309,985	29	72,526	28	265,543	23	
Canada	38,409	65%	5,497	19	62%	22,096	3	4,667	14	19,316	0	
USA	370,089	67%	80,004	37	64%	287,889	32	67,859	29	246,227	25	
Central & South America	60,796	64%	12,978	12	67%	40,999	8	11,677	8	36,177	6	
Argentina	8,137	83%	2,259	14	82%	6,159	17	2,040	8	5,564	14	
Brazil	25,873	65%	5,428	18	70%	17,559	8	4,998	15	15,867	7	
Chile	3,113	67%	682	71	73%	2,559	35	560	53	2,149	25	
Columbia	3,019	74%	596	9	67%	2,098	29	556	10	1,893	25	
Mexico	9,431	72%	1,844	-8	60%	5,468	-2	1,627	-12	4,867	-5	
Rest of Central & South America	11,223	47%	2,169	5	53%	7,156	0	1,896	3	5,837	-7	
Asia	445,716	51%	69,983	19	53%	276,712	13	54,018	13	218,500	9	
China	119,814	37%	21,964	38	39%	82,447	38	14,573	26	63,278	33	
India	104,186	59%	10,171	48	68%	64,401	2	7,990	41	49,896	-7	
Indonesia	5,037	75%	556	-45	75%	3,535	54	482	-45	3,174	56	
Iran	5,614	61%	739	-31	69%	2,470	-6	629	-36	2,074	-10	
Israel	12,400	67%	3,236	-3	67%	8,024	3	2,791	-7	6,913	0	
Japan	57,820	62%	9,196	4	81%	30,774	-1	6,511	0	22,476	-3	
Malaysia	5,184	65%	441	-42	61%	2,725	-2	395	-44	2,413	3	
Qatar	17,512	92%	646	-69	78%	5,378	-44	596	-49	1,474	-60	
Saudi Arabia	8,227	62%	1,806	-8	71%	4,158	8	1,541	-10	3,610	8	
Singapore	10,116	58%	1,342	17	67%	5,818	4	1,224	13	5,116	-1	
South Korea	18,046	36%	3,863	65	31%	11,725	27	3,428	70	9,913	24	
Taiwan	12,141	59%	2,395	19	76%	8,733	23	1,774	2	6,754	13	
Thailand	25,451	74%	2,276	-31	71%	16,585	3	2,001	-34	14,711	-2	
United Arab Emirates	21,944	79%	5,453	26	74%	13,230	13	4,851	19	11,974	10	
Rest of Asia	22,224	40%	5,899	55	58%	16,709	52	5,232	51	14,724	54	
Africa	29,499	53%	3,390	-11	40%	14,195	-15	2,840	-21	12,050	-16	
Egypt	3,107	44%	195	-55	52%	1,264	-30	159	-58	1,090	-32	
Morocco	1,493	62%	414	71	77%	1,208	48	321	46	1,052	41	
Namibia	7,027	85%	349	-79	86%	1,171	-74	265	-84	1,003	-77	
South Africa	5,345	52%	670	17	65%	3,571	21	577	13	3,003	19	
Rest of Africa	12,527	46%	1,762	98	29%	6,981	8	1,518	82	5,902	17	
Oceania	57,056	65%	10,316	3	64%	34,327	-1	9,158	1	30,872	-1	
Australia	50,435	66%	9,028	0	64%	30,418	-1	8,029	-2	27,462	-2	
New Zealand	6,184	63%	1,252	30	66%	3,634	-2	1,106	27	3,231	7	
Rest of Oceania	437	35%	36	9	42%	275	2	23	-21	179	85	
Rest of the World	180,014	44%	22,666	-37	49%	103,813	-13	16,741	-49	85,832	-22	
Not indicated	624 097	49%	80,260	9	50%	402,077	19	65,971	3	329,778	13	