

## Stockholm's tourism industry. August 2017

In August, close to 1.6 million overnight stays were made at commercial accommodation facilities in Stockholm County. It is all time high for August and more than in July, which is a bit unusual.

Fewer Swedish visitors, but an increase in foreign guest nights during the month – put together an increase of 21,000 guest nights or 1% compared to August 2016. In Sweden as a whole, guest nights fell by 2% in August.

Despite a slight rise for Finnish visitors, the Nordic market continues to develop weakly.

For target groups in Europe outside Scandinavia, the pattern is largely the same as the month of July.

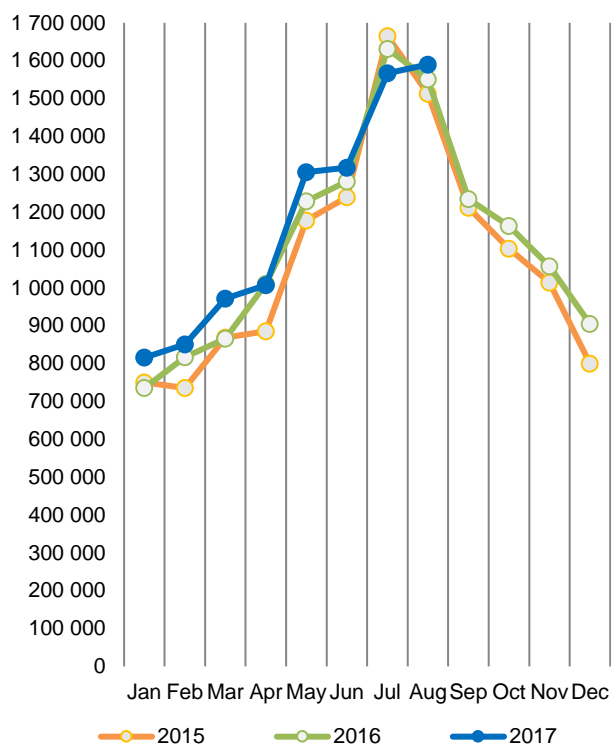
Key markets such as Germany and the UK decreased by 4% and 14% respectively. Significantly more positive was the trend for France (+14%), Spain (+19%), the Netherlands (+20%) and Italy (+3%).

As in 2017 up to date, we see a large increase in the number of guest nights from non-European guests. Overnight stays from North American visitors increased by 29%. Guests from the United States have so far made 33% more overnight stays in the county than last year at the same time. Guest nights from Asian visitors increased by 21% during the month – China (+31%) and India (+41%).

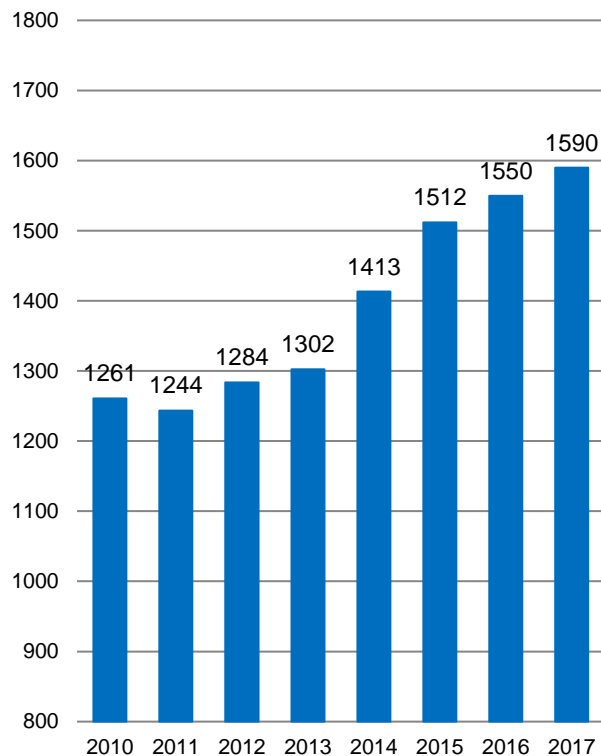
### Commercial overnight stays in Stockholm's county August 2017, top 20.

Target group	Guest nights	Change, %			
<b>Total</b>	<b>1,589,871</b>	<b>1%</b>			
<b>Sweden</b>	<b>864,343</b>	<b>-2%</b>			
<b>Foreign</b>	<b>725,528</b>	<b>6%</b>			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Germany	107,296	-4%	11 Switzerland	22,219	-4%
2 Not indicated	94,337	29%	12 Finland	20,090	3%
3 USA	68,561	29%	13 Denmark	17,344	-6%
4 Great Britain	51,817	-14%	14 Japan	11,124	16%
5 Italy	35,901	3%	15 India	10,441	41%
6 Spain	29,909	19%	16 Austria	9,994	-14%
7 France	28,100	14%	17 Australia	8,682	43%
8 Norway	25,796	-6%	18 Russia	7,305	-4%
9 China	23,870	31%	19 Belgium	7,302	5%
10 The Netherlands	23,498	20%	20 Poland	6,776	-36%

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



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



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

	August 2017		YTD	
	Guest nights	Change, %	Guest nights	Change, %
<b>Stockholm County</b>	<b>1,589,871</b>	<b>1%</b>	<b>9,510,672</b>	<b>4%</b>
Domestic	864,343	-2%	5,816,700	2%
Foreign	725,528	6%	3,693,972	9%
Nordic countries, excl. Sweden	64,665	-4%	472,497	-3%
Europe excl. Nordic countries	368,492	0%	1,701,560	5%
Non-European	292,371	18%	1,519,915	19%
<b>City of Stockholm</b>	<b>1,046,844</b>	<b>1%</b>	<b>6,409,879</b>	<b>5%</b>
Domestic	472,261	-3%	3,455,004	2%
Foreign	574,583	6%	2,954,875	9%
Nordic countries, excl. Sweden	50,017	-1%	362,102	-3%
Europe excl. Nordic countries	279,484	1%	1,319,920	8%
Non-European	245,082	13%	1,272,853	14%
<b>Sweden</b>	<b>8,387,699</b>	<b>-2%</b>	<b>47,879,440</b>	<b>1%</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	August 2017			YTD 2017		August 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>1,589,871</b>	<b>1</b>	<b>19%</b>	<b>9,510,672</b>	<b>4</b>	<b>1,046,844</b>	<b>1</b>	<b>6,409,879</b>	<b>5</b>
<b>Sweden</b>	<b>8,763,174</b>	<b>19%</b>	<b>864,343</b>	<b>-2</b>	<b>15%</b>	<b>5,816,700</b>	<b>2</b>	<b>472,261</b>	<b>-3</b>	<b>3,455,004</b>	<b>2</b>
<b>Foreign</b>	<b>4,742,698</b>	<b>30%</b>	<b>725,528</b>	<b>6</b>	<b>27%</b>	<b>3,693,972</b>	<b>9</b>	<b>574,583</b>	<b>6</b>	<b>2,954,875</b>	<b>9</b>
<b>Nordic countries excl. Sweden</b>	<b>690,563</b>	<b>13%</b>	<b>64,665</b>	<b>-4</b>	<b>10%</b>	<b>472,497</b>	<b>-3</b>	<b>50,017</b>	<b>-1</b>	<b>362,102</b>	<b>-3</b>
<b>Europe excl. Nordic countries</b>	<b>2,246,459</b>	<b>32%</b>	<b>368,492</b>	<b>0</b>	<b>24%</b>	<b>1,701,560</b>	<b>5</b>	<b>279,484</b>	<b>1</b>	<b>1,319,920</b>	<b>8</b>
<b>Non-European/ not indicated</b>	<b>1,805,676</b>	<b>53%</b>	<b>292,371</b>	<b>18</b>	<b>59%</b>	<b>1,519,915</b>	<b>19</b>	<b>245,082</b>	<b>13</b>	<b>1,272,853</b>	<b>14</b>
<b>Europe</b>	<b>2,937,022</b>	<b>20%</b>	<b>433,157</b>	<b>-1</b>	<b>20%</b>	<b>2,174,057</b>	<b>3</b>	<b>329,501</b>	<b>1</b>	<b>1,682,022</b>	<b>5</b>
Austria	59,112	45%	9,994	-14	34%	43,398	-3	8,388	-13	36,748	0
Belarus	2,401	54%	267	-5	46%	1,938	26	252	7	1,726	31
Belgium	58,844	38%	7,302	5	24%	44,395	10	5,959	9	36,911	11
Bulgaria	7,069	49%	354	-3	53%	3,924	0	274	-10	3,329	5
Croatia	4,111	33%	435	16	41%	3,750	32	337	5	2,933	23
Czech Republic	15,032	22%	2,077	43	18%	10,773	13	1,376	40	7,706	11
Denmark	167,880	15%	17,344	-6	16%	116,008	-2	13,962	3	87,551	-1
Estonia	19,619	28%	2,465	27	38%	11,365	-16	1,500	20	7,155	-16
Finland	221,350	38%	20,090	3	36%	153,602	-2	15,359	7	117,919	-2
France	154,873	52%	28,100	14	52%	122,206	12	22,922	14	103,325	14
Georgia	5,250	52%	484	-56	44%	2,867	-32	369	-60	2,183	-40
Germany	540,288	18%	107,296	-4	13%	433,684	3	73,899	-3	315,435	5
Greece	14,903	63%	1,647	-18	70%	10,952	7	1,413	-4	9,202	8
Hungary	13,300	41%	2,410	54	58%	13,230	67	1,579	21	7,875	21
Iceland	13,931	53%	1,435	-17	49%	10,822	12	1,161	-18	8,933	7
Ireland	36,987	69%	6,056	79	71%	26,683	4	2,564	99	12,161	25
Italy	135,255	54%	35,901	3	63%	111,583	14	31,110	3	96,451	14
Latvia	17,272	42%	1,363	-9	22%	9,009	-21	896	9	6,040	-13
Lithuania	34,135	49%	2,387	-15	43%	19,142	-11	1,358	-7	11,082	4
Luxembourg	9,376	62%	1,631	16	52%	7,175	3	1,413	12	6,400	3
Netherlands	119,178	18%	23,498	20	10%	113,802	33	16,416	18	86,266	34
Norway	287,402	8%	25,796	-6	6%	192,065	-5	19,535	-7	147,699	-6
Poland	99,230	31%	6,776	-36	25%	42,592	-35	4,000	0	27,430	-5
Portugal	13,246	44%	2,533	42	53%	10,281	15	2,267	56	8,845	19
Romania	19,308	47%	2,159	-4	31%	13,843	3	1,753	-10	10,830	-2
Russia	58,004	45%	7,305	-4	51%	48,946	19	5,994	1	41,124	24
Slovakia	5,348	24%	530	-9	13%	3,035	-14	453	3	2,505	-1
Slovenia	3,467	36%	462	80	36%	2,398	6	315	58	1,792	-4
Spain	118,080	64%	29,909	19	72%	98,201	15	25,726	19	83,374	14
Switzerland	138,972	37%	22,219	-4	34%	110,244	5	17,904	-2	89,168	6
Turkey	33,688	71%	3,292	47	71%	18,828	-16	2,633	42	15,977	-14
UK	443,999	52%	51,817	-14	52%	316,458	4	40,217	-13	250,143	4
Ukraine	12,251	58%	1,485	33	28%	8,349	5	1,116	27	6,710	8
Rest of Europe	53,861	42%	4,619	-17	38%	29,037	-7	3,688	-18	20,999	-22

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Country	Stockholm county						City of Stockholm					
	Guest nights 2016	Share in Sweden	August 2017			YTD 2017		August 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>74,456</b>	<b>29</b>	<b>66%</b>	<b>387,880</b>	<b>30</b>	<b>63,982</b>	<b>23</b>	<b>334,799</b>	<b>25</b>	
Canada	38,409	65%	5,895	24	76%	28,094	7	5,157	23	24,714	5	
USA	370,089	67%	68,561	29	65%	359,786	33	58,825	22	310,085	26	
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<b>Central &amp; South America</b>	<b>60,796</b>	<b>64%</b>	<b>9,710</b>	<b>43</b>	<b>74%</b>	<b>50,893</b>	<b>14</b>	<b>8,689</b>	<b>38</b>	<b>45,333</b>	<b>12</b>	
Argentina	8,137	83%	1,813	48	90%	7,892	22	1,672	47	7,219	20	
Brazil	25,873	65%	4,085	60	82%	21,810	16	3,745	55	19,926	16	
Chile	3,113	67%	625	53	72%	3,060	32	576	49	2,631	25	
Columbia	3,019	74%	550	74	81%	2,591	34	514	72	2,374	31	
Mexico	9,431	72%	1,002	5	81%	6,463	-1	910	4	5,818	-3	
Rest of Central & South America	11,223	47%	1,635	24	48%	9,077	7	1,272	9	7,365	-1	
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<b>Asia</b>	<b>445,716</b>	<b>51%</b>	<b>72,354</b>	<b>21</b>	<b>52%</b>	<b>351,058</b>	<b>16</b>	<b>58,176</b>	<b>21</b>	<b>279,794</b>	<b>13</b>	
China	119,814	37%	23,870	31	40%	107,502	37	17,423	34	82,061	35	
India	104,186	59%	10,441	41	60%	74,244	5	8,445	37	58,038	-3	
Indonesia	5,037	75%	486	17	72%	4,003	48	429	10	3,604	48	
Iran	5,614	61%	1,190	-11	77%	3,640	-8	1,075	-13	3,117	-12	
Israel	12,400	67%	2,954	71	67%	11,732	23	2,632	87	10,250	23	
Japan	57,820	62%	11,124	16	65%	42,157	4	9,023	16	31,984	3	
Malaysia	5,184	65%	439	11	71%	3,117	-2	372	16	2,770	4	
Qatar	17,512	92%	1,345	-53	86%	6,779	-46	1,268	-42	2,807	-52	
Saudi Arabia	8,227	62%	2,548	14	73%	6,648	9	2,108	9	5,680	8	
Singapore	10,116	58%	1,108	113	81%	6,864	12	1,000	111	6,077	7	
South Korea	18,046	36%	3,873	22	36%	15,722	27	3,389	23	13,513	26	
Taiwan	12,141	59%	1,875	1	71%	11,075	23	1,311	-17	8,593	14	
Thailand	25,451	74%	1,533	-21	74%	18,464	3	1,277	-29	16,384	-2	
United Arab Emirates	21,944	79%	4,818	14	73%	17,757	11	4,303	10	16,071	8	
Rest of Asia	22,224	40%	4,750	34	55%	21,354	47	4,121	29	18,845	48	
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<b>Africa</b>	<b>29,499</b>	<b>53%</b>	<b>3,735</b>	<b>-22</b>	<b>52%</b>	<b>17,825</b>	<b>-17</b>	<b>3,233</b>	<b>-25</b>	<b>15,275</b>	<b>-18</b>	
Egypt	3,107	44%	197	-8	38%	1,439	-29	185	-8	1,257	-31	
Morocco	1,493	62%	725	303	91%	1,900	90	663	281	1,694	84	
Namibia	7,027	85%	100	-94	35%	1,563	-75	26	-98	1,313	-78	
South Africa	5,345	52%	980	70	77%	4,471	26	875	65	3,833	26	
Rest of Africa	12,527	46%	1,733	-23	41%	8,452	-3	1,484	-22	7,178	3	
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<b>Oceania</b>	<b>57,056</b>	<b>65%</b>	<b>9,824</b>	<b>39</b>	<b>66%</b>	<b>45,741</b>	<b>9</b>	<b>8,751</b>	<b>38</b>	<b>41,367</b>	<b>11</b>	
Australia	50,435	66%	8,682	43	66%	40,785	11	7,773	43	37,033	11	
New Zealand	6,184	63%	1,091	12	65%	4,591	-2	955	10	4,096	6	
Rest of Oceania	437	35%	51	46	81%	365	20	23	-28	238	84	
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<b>Rest of the World</b>	<b>180,014</b>	<b>44%</b>	<b>27,955</b>	<b>-28</b>	<b>56%</b>	<b>153,702</b>	<b>-3</b>	<b>22,713</b>	<b>-37</b>	<b>129,643</b>	<b>-11</b>	
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Not indicated	624 097	49%	94,337	29	60%	512,816	25	79,538	24	426,642	20	