

Stockholm's tourism industry. September 2017

Close to 1.3 million overnight stays at commercial accommodation facilities in Stockholm County in September represented an increase of 1% compared to September 2016. During the last three years, only minor changes is seen for the month of September.

The number of guest nights from Swedish visitors decreased for the third month in succession, now by 3%. During the same period, overnight stays from foreign visitors increased by 10%.

Nordic guest nights increased by 3%, mainly due to more Norwegian guests than last year. However, when nine of the year's months can be summarized, Nordic visitors' overnight stays have fallen by 3%.

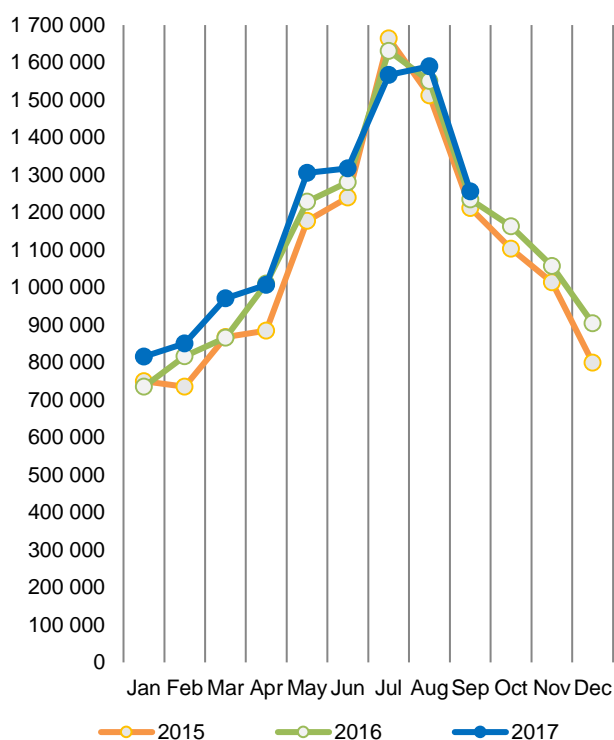
Target groups in Europe outside Scandinavia made 7,000, or 4%, more overnight stays than in September 2016. Germany and Great Britain are the major target groups. Visitors from Germany increased by 2%. British overnight stays fell by 4%. The most positive trends is noted for Italy (+31%), France (+24%), the Netherlands (+18%) and Switzerland (+16%).

For target groups outside Europe, development is still strong (+18% in September and +19% so far in 2017). Guest nights from US visitors increased by 21%, China with 8% and India with 10%.

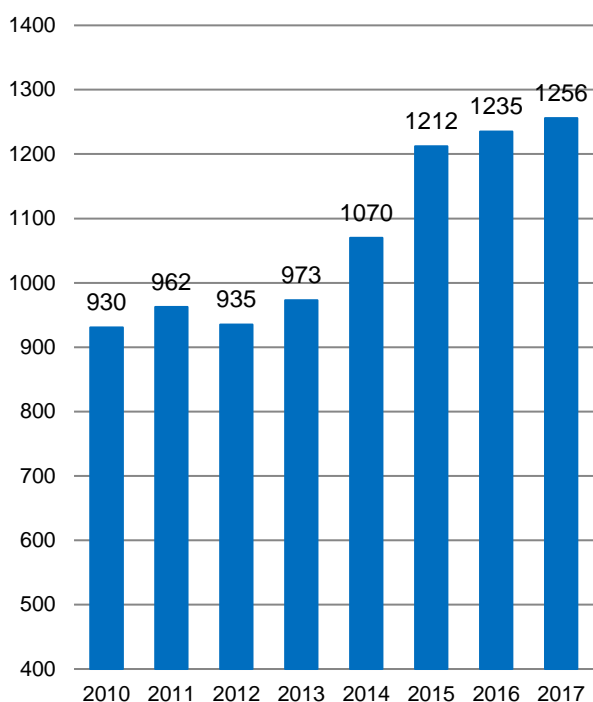
Commercial overnight stays in Stockholm's county September 2017, top 20.

Target group	Guest nights	Change, %			
Total	1,256,067	1%			
Sweden	793,536	-3%			
Foreign	462,531	10%			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Not indicated	72,543	17%	11 France	11,544	24%
2 USA	45,837	21%	12 The Netherlands	10,983	18%
3 Germany	43,213	2%	13 Spain	10,982	-3%
4 Great Britain	38,191	-4%	14 India	10,966	10%
5 Norway	23,808	9%	15 Japan	8,660	1%
6 Finland	15,514	1%	16 Australia	6,442	25%
7 China	14,441	8%	17 Poland	5,456	-37%
8 Denmark	12,446	-7%	18 Ireland	5,349	59%
9 Switzerland	11,761	16%	19 Austria	4,896	-2%
10 Italy	11,551	31%	20 Russia	4,871	20%

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



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



Commercial overnight stays 2017 compared with previous year.

	September 2017		YTD	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	1,256,067	1%	10,817,149	5%
Domestic	793,536	-3%	6,658,798	2%
Foreign	462,531	10%	4,158,351	9%
Nordic countries, excl. Sweden	53,129	3%	525,084	-3%
Europe excl. Nordic countries	192,037	4%	1,896,589	5%
Non-European	217,365	18%	1,736,678	19%
City of Stockholm	854,196	2%	7,274,453	5%
Domestic	479,623	-2%	3,933,488	2%
Foreign	374,573	8%	3,340,965	9%
Nordic countries, excl. Sweden	42,693	3%	403,768	-3%
Europe excl. Nordic countries	150,583	4%	1,475,130	8%
Non-European	181,297	14%	1,462,067	15%
Sweden	4,377,454	4%	53,016,853	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 2016	Share in Sweden	September 2017			YTD 2017		September 2017		YTD 2017		
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %	
Total	13,505,872	22%	1,256,067	1	29%	10,817,149	5	854,196	2	7,274,453	5	
Sweden	8,763,174	19%	793,536	-3	25%	6,658,798	2	479,623	-2	3,933,488	2	
Foreign	4,742,698	30%	462,531	10	40%	4,158,351	9	374,573	8	3,340,965	9	
Nordic countries excl. Sweden	690,563	13%	53,129	3	23%	525,084	-3	42,693	3	403,768	-3	
Europe excl. Nordic countries	2,246,459	32%	192,037	4	35%	1,896,589	5	150,583	4	1,475,130	8	
Non-European/ not indicated	1,805,676	53%	217,365	18	56%	1,736,678	19	181,297	14	1,462,067	15	
Europe	2,937,022	20%	245,166	4	31%	2,421,673	3	193,276	4	1,878,898	5	
Austria	59,112	45%	4,896	-2	48%	48,306	-2	4,256	0	40,927	-1	
Belarus	2,401	54%	156	33	50%	2,084	26	140	40	1,867	32	
Belgium	58,844	38%	4,523	-12	39%	48,849	8	3,740	-15	40,547	7	
Bulgaria	7,069	49%	535	-22	54%	4,455	-3	479	-19	3,797	1	
Croatia	4,111	33%	443	18	42%	4,164	30	390	48	3,315	25	
Czech Republic	15,032	22%	1,744	-6	24%	12,497	10	1,211	12	8,950	12	
Denmark	167,880	15%	12,446	-7	19%	128,073	-3	9,824	-9	97,077	-2	
Estonia	19,619	28%	1,137	-12	24%	12,488	-15	696	-18	7,838	-17	
Finland	221,350	38%	15,514	1	40%	168,942	-2	12,162	5	129,852	-1	
France	154,873	52%	11,544	24	55%	133,517	13	9,751	22	112,795	14	
Georgia	5,250	52%	255	-41	59%	3,102	-34	187	-52	2,357	-42	
Germany	540,288	18%	43,213	2	20%	476,230	3	32,425	0	347,019	4	
Greece	14,903	63%	1,028	9	60%	11,890	6	924	19	10,086	9	
Hungary	13,300	41%	1,542	64	38%	14,814	68	1,066	37	9,132	25	
Iceland	13,931	53%	1,361	19	56%	12,096	12	1,214	20	10,122	8	
Ireland	36,987	69%	5,349	59	70%	31,866	10	2,225	65	14,294	29	
Italy	135,255	54%	11,551	31	57%	122,212	14	9,843	33	105,876	15	
Latvia	17,272	42%	1,235	-38	28%	10,243	-23	798	-29	6,821	-15	
Lithuania	34,135	49%	2,773	-3	49%	21,780	-11	1,549	7	12,560	4	
Luxembourg	9,376	62%	724	16	68%	7,871	3	639	16	7,014	4	
Netherlands	119,178	18%	10,983	18	33%	124,633	31	8,815	19	94,937	32	
Norway	287,402	8%	23,808	9	18%	215,973	-4	19,493	8	166,717	-5	
Poland	99,230	31%	5,456	-37	23%	48,209	-35	3,375	-7	30,741	-5	
Portugal	13,246	44%	1,022	-4	53%	11,176	11	890	-4	9,700	16	
Romania	19,308	47%	1,473	-15	23%	15,194	0	1,298	-7	12,081	-3	
Russia	58,004	45%	4,871	20	56%	53,494	18	4,023	17	45,026	23	
Slovakia	5,348	24%	650	-17	40%	3,698	-14	507	-12	3,013	-3	
Slovenia	3,467	36%	291	-22	22%	2,703	3	251	-23	2,044	-7	
Spain	118,080	64%	10,982	-3	63%	108,117	12	8,946	-9	91,893	11	
Switzerland	138,972	37%	11,761	16	51%	121,348	5	9,943	14	98,787	6	
Turkey	33,688	71%	3,131	-37	57%	21,727	-20	2,573	-41	18,473	-20	
UK	443,999	52%	38,191	-4	52%	354,025	3	30,588	-7	280,008	3	
Ukraine	12,251	58%	967	3	42%	9,333	5	797	-1	7,500	7	
Rest of Europe	53,861	42%	8,571	83	38%	46,066	29	7,362	81	36,766	18	

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Country	Stockholm county						City of Stockholm					
	Guest nights 2016	Share in Sweden	September 2017			YTD 2017		September 2017		YTD 2017		
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %	
North America	408,498	67%	50,089	20	64%	436,587	29	43,158	16	376,875	23	
Canada	38,409	65%	4,252	16	68%	32,231	8	3,762	15	28,417	6	
USA	370,089	67%	45,837	21	63%	404,356	31	39,396	16	348,458	25	
Central & South America	60,796	64%	7,306	12	68%	57,721	13	6,549	11	51,711	11	
Argentina	8,137	83%	767	-17	88%	8,541	15	712	-18	7,890	14	
Brazil	25,873	65%	3,936	30	75%	25,511	17	3,662	33	23,521	18	
Chile	3,113	67%	279	-15	80%	3,330	26	257	-12	2,875	20	
Columbia	3,019	74%	438	55	84%	3,003	35	411	55	2,768	33	
Mexico	9,431	72%	788	-19	73%	7,224	-4	724	-19	6,527	-5	
Rest of Central & South America	11,223	47%	1,098	16	41%	10,112	7	783	-7	8,130	-2	
Asia	445,716	51%	49,587	1	47%	401,247	14	39,548	-2	321,566	12	
China	119,814	37%	14,441	8	34%	120,949	32	10,696	-1	92,343	29	
India	104,186	59%	10,966	10	54%	88,127	9	8,993	10	70,287	3	
Indonesia	5,037	75%	563	-27	77%	4,517	30	441	-33	4,029	31	
Iran	5,614	61%	1,022	49	66%	4,661	0	958	63	4,059	-2	
Israel	12,400	67%	1,235	4	69%	12,801	19	1,099	3	11,298	21	
Japan	57,820	62%	8,660	1	61%	50,311	2	6,680	-5	38,516	2	
Malaysia	5,184	65%	563	-3	74%	3,708	-1	428	-20	3,208	0	
Qatar	17,512	92%	492	-69	89%	7,217	-49	434	-56	3,221	-53	
Saudi Arabia	8,227	62%	882	-20	62%	7,456	4	824	-15	6,467	4	
Singapore	10,116	58%	926	6	58%	7,730	10	813	3	6,865	6	
South Korea	18,046	36%	1,791	5	29%	17,635	25	1,541	5	15,007	23	
Taiwan	12,141	59%	1,258	7	64%	12,216	20	798	-3	9,354	11	
Thailand	25,451	74%	1,906	-21	54%	20,224	-1	1,586	-26	17,909	-5	
United Arab Emirates	21,944	79%	2,262	10	85%	19,865	10	1,998	11	17,983	8	
Rest of Asia	22,224	40%	2,620	-14	49%	23,830	36	2,259	-13	21,020	37	
Africa	29,499	53%	2,570	-7	53%	20,309	-16	1,974	-19	17,196	-18	
Egypt	3,107	44%	238	-43	38%	1,663	-32	222	-40	1,472	-33	
Morocco	1,493	62%	155	18	69%	2,035	80	133	13	1,829	76	
Namibia	7,027	85%	213	-57	77%	1,754	-74	101	-79	1,404	-78	
South Africa	5,345	52%	727	35	61%	5,161	27	573	31	4,390	26	
Rest of Africa	12,527	46%	1,237	6	49%	9,696	-2	945	-8	8,101	2	
Oceania	57,056	65%	7,252	26	71%	52,476	10	6,497	25	47,666	12	
Australia	50,435	66%	6,442	25	72%	46,750	11	5,785	23	42,638	12	
New Zealand	6,184	63%	788	44	73%	5,340	2	696	40	4,774	9	
Rest of Oceania	437	35%	22	-31	18%	386	15	16	100	254	85	
Rest of the World	180,014	44%	28,018	69	64%	179,950	3	23,530	58	153,304	-5	
Not indicated	624,097	49%	72,543	17	55%	588,388	25	60,041	13	493,749	21	