

Stockholm's tourism industry. October 2017

In October, close to 1.2 million overnight stays were made in commercial accommodation facilities in Stockholm county. Compared to October 2016, it is almost unchanged. With two months remaining of the year the number of guest nights is 12 million – a half million or 4 % more than in the same period 2016.

Also this month the development of domestic visitors was weak (-2 %), while foreign visitor's overnight stays increased by 5 %. For the year as a whole, the picture is the same.

Nordic guest nights fell by 1 %. Norwegian visitors account for the highest number of Nordic guest nights, Island for considerably less. A large

increase of the Icelandic visitors compensates for a large part of the decline of Norwegian guests (-9 %).

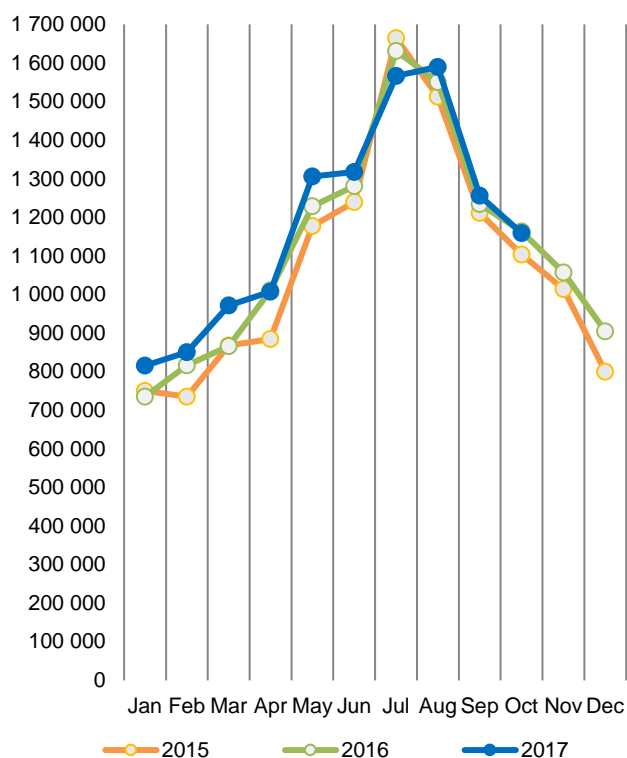
Europe outside the Nordic countries increased marginally (+1 %). For Germany and the Great Britain, the two main target groups, October meant a decline of 7% and 16% respectively. Considerable more positive was the development for France, the Netherlands and Switzerland.

For target groups outside of Europe the development is both strong and stable month after month (+13 % in October and +19 % so far for 2017). Guest nights from visitors from the USA increased by 17 % and China with 6 %.

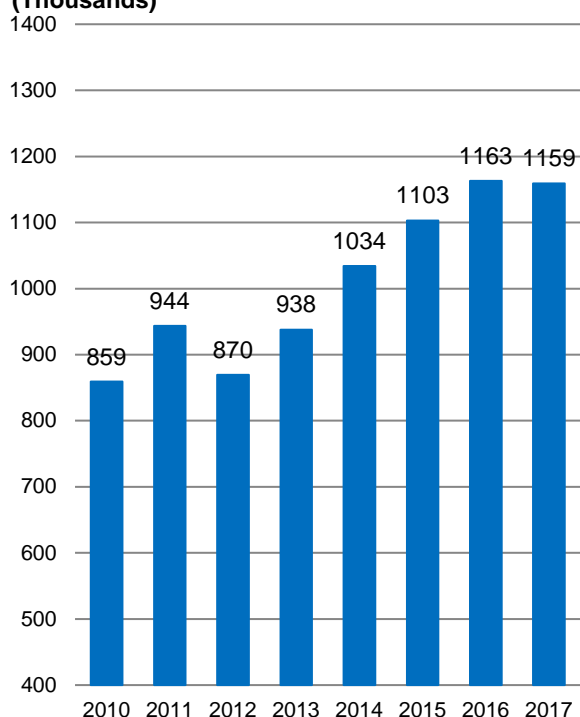
Commercial overnight stays in Stockholm's county October 2017, top 20.

| Target group | Guest nights | Change, % | | | |
|-------------------|------------------|------------|------------------|--------------|-----------|
| Total | 1,159,170 | 0% | | | |
| Sweden | 790,060 | -2% | | | |
| Foreign | 369,110 | 5% | | | |
| Ranking, Foreign | Guest nights | Change, % | Ranking, Foreign | Guest nights | Change, % |
| 1 Not indicated | 65,774 | 29% | 11 Italy | 9,898 | 9% |
| 2 Great Britain | 31,285 | -16% | 12 Switzerland | 9,788 | 15% |
| 3 Germany | 29,883 | -7% | 13 India | 8,706 | 2% |
| 4 USA | 27,309 | 17% | 14 Spain | 8,495 | -1% |
| 5 Norway | 22,509 | -9% | 15 Poland | 5,280 | -38% |
| 6 Finland | 19,598 | -1% | 16 Russia | 5,275 | 40% |
| 7 Denmark | 12,812 | 0% | 17 Japan | 4,427 | 27% |
| 8 France | 11,420 | 17% | 18 Ireland | 3,645 | 85% |
| 9 The Netherlands | 11,013 | 25% | 19 Belgium | 3,579 | -22% |
| 10 China | 10,011 | 6% | 20 Australia | 3,500 | 34% |

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



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



Commercial overnight stays 2017 compared with previous year.

| | October 2017 | | YTD | |
|--------------------------------|------------------|------------|-------------------|-----------|
| | Guest nights | Change, % | Guest nights | Change, % |
| Stockholm County | 1,159,170 | 0% | 11,972,256 | 4% |
| Domestic | 790,060 | -2% | 7,441,927 | 1% |
| Foreign | 369,110 | 5% | 4,530,329 | 9% |
| Nordic countries, excl. Sweden | 57,841 | -1% | 581,754 | -3% |
| Europe excl. Nordic countries | 162,579 | 1% | 2,056,772 | 5% |
| Non-European | 148,690 | 13% | 1,891,803 | 19% |
| City of Stockholm | 788,355 | 0% | 8,071,981 | 5% |
| Domestic | 489,382 | -2% | 4,423,778 | 1% |
| Foreign | 298,973 | 4% | 3,648,203 | 9% |
| Nordic countries, excl. Sweden | 46,084 | -1% | 449,624 | -3% |
| Europe excl. Nordic countries | 129,033 | -1% | 1,605,044 | 7% |
| Non-European | 123,856 | 10% | 1,593,535 | 15% |
| Sweden | 3,641,898 | -1% | 56,647,591 | 2% |

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 | October 2017 | | | YTD 2017 | | October 2017 | | YTD 2017 | | |
| | | | Guest nights | Change % | Share in Sweden | Guest nights | Change % | Guest nights | Change % | Guest nights | Change % | |
| Total | 13,505,872 | 22% | 1,159,170 | 0 | 32% | 11,972,256 | 4 | 788,355 | 0 | 8,071,981 | 5 | |
| Sweden | 8,763,174 | 19% | 790,060 | -2 | 28% | 7,441,927 | 1 | 489,382 | -2 | 4,423,778 | 1 | |
| Foreign | 4,742,698 | 30% | 369,110 | 5 | 43% | 4,530,329 | 9 | 298,973 | 4 | 3,648,203 | 9 | |
| Nordic countries excl. Sweden | 690,563 | 13% | 57,841 | -1 | 25% | 581,754 | -3 | 46,084 | -1 | 449,624 | -3 | |
| Europe excl. Nordic countries | 2,246,459 | 32% | 162,579 | 1 | 46% | 2,056,772 | 5 | 129,033 | -1 | 1,605,044 | 7 | |
| Non-European/ not indicated | 1,805,676 | 53% | 148,690 | 13 | 54% | 1,891,803 | 19 | 123,856 | 10 | 1,593,535 | 15 | |
| Europe | 2,937,022 | 20% | 220,420 | 0 | 38% | 2,638,526 | 3 | 175,117 | -1 | 2,054,668 | 5 | |
| Austria | 59,112 | 45% | 3,329 | -1 | 51% | 51,618 | -2 | 2,887 | -4 | 43,819 | -1 | |
| Belarus | 2,401 | 54% | 166 | -2 | 61% | 2,267 | 24 | 153 | 4 | 2,034 | 30 | |
| Belgium | 58,844 | 38% | 3,579 | -22 | 47% | 52,462 | 5 | 3,072 | -24 | 43,690 | 5 | |
| Bulgaria | 7,069 | 49% | 672 | -20 | 58% | 5,085 | -6 | 545 | -26 | 4,309 | -4 | |
| Croatia | 4,111 | 33% | 759 | 101 | 48% | 4,910 | 37 | 647 | 88 | 3,953 | 32 | |
| Czech Republic | 15,032 | 22% | 1,343 | -1 | 26% | 13,830 | 9 | 854 | 23 | 9,809 | 13 | |
| Denmark | 167,880 | 15% | 12,812 | 0 | 21% | 140,614 | -3 | 10,194 | 2 | 107,123 | -2 | |
| Estonia | 19,619 | 28% | 2,108 | 51 | 23% | 15,386 | -5 | 1,293 | 36 | 9,231 | -11 | |
| Finland | 221,350 | 38% | 19,598 | -1 | 50% | 188,312 | -2 | 15,442 | -1 | 145,309 | -1 | |
| France | 154,873 | 52% | 11,420 | 17 | 60% | 144,981 | 13 | 9,770 | 15 | 122,852 | 14 | |
| Georgia | 5,250 | 52% | 261 | -16 | 68% | 3,375 | -32 | 170 | -37 | 2,540 | -41 | |
| Germany | 540,288 | 18% | 29,883 | -7 | 30% | 504,199 | 2 | 23,221 | -8 | 370,336 | 3 | |
| Greece | 14,903 | 63% | 977 | -27 | 66% | 12,998 | 4 | 771 | -36 | 10,852 | 3 | |
| Hungary | 13,300 | 41% | 2,220 | 105 | 62% | 17,003 | 71 | 1,616 | 106 | 10,729 | 33 | |
| Iceland | 13,931 | 53% | 2,922 | 151 | 83% | 14,985 | 25 | 2,662 | 154 | 12,769 | 23 | |
| Ireland | 36,987 | 69% | 3,645 | 85 | 64% | 35,341 | 14 | 1,779 | 64 | 15,950 | 31 | |
| Italy | 135,255 | 54% | 9,898 | 9 | 62% | 132,252 | 14 | 8,621 | 9 | 114,817 | 15 | |
| Latvia | 17,272 | 42% | 1,792 | 3 | 35% | 12,086 | -20 | 1,112 | 6 | 7,936 | -13 | |
| Lithuania | 34,135 | 49% | 3,403 | 3 | 51% | 25,109 | -9 | 2,051 | 24 | 14,549 | 6 | |
| Luxembourg | 9,376 | 62% | 683 | 29 | 82% | 8,527 | 5 | 508 | 2 | 7,505 | 3 | |
| Netherlands | 119,178 | 18% | 11,013 | 25 | 49% | 135,688 | 31 | 8,856 | 20 | 104,147 | 31 | |
| Norway | 287,402 | 8% | 22,509 | -9 | 18% | 237,843 | -5 | 17,786 | -10 | 184,423 | -5 | |
| Poland | 99,230 | 31% | 5,280 | -38 | 29% | 53,557 | -36 | 3,449 | -10 | 34,277 | -5 | |
| Portugal | 13,246 | 44% | 844 | -13 | 52% | 11,984 | 9 | 718 | -19 | 10,392 | 13 | |
| Romania | 19,308 | 47% | 1,590 | -8 | 25% | 16,775 | -1 | 1,367 | -12 | 13,444 | -4 | |
| Russia | 58,004 | 45% | 5,275 | 40 | 59% | 58,798 | 20 | 4,526 | 43 | 49,605 | 25 | |
| Slovakia | 5,348 | 24% | 289 | -18 | 26% | 3,971 | -15 | 237 | -18 | 3,239 | -4 | |
| Slovenia | 3,467 | 36% | 273 | -26 | 12% | 2,982 | -1 | 215 | -30 | 2,258 | -10 | |
| Spain | 118,080 | 64% | 8,495 | -1 | 61% | 116,274 | 11 | 7,110 | -9 | 98,771 | 9 | |
| Switzerland | 138,972 | 37% | 9,788 | 15 | 68% | 130,885 | 6 | 8,346 | 9 | 107,204 | 7 | |
| Turkey | 33,688 | 71% | 2,098 | -20 | 66% | 23,860 | -20 | 1,925 | -19 | 20,451 | -19 | |
| UK | 443,999 | 52% | 31,285 | -16 | 56% | 385,067 | 1 | 24,240 | -21 | 304,389 | 0 | |
| Ukraine | 12,251 | 58% | 1,519 | 66 | 70% | 10,811 | 10 | 1,180 | 47 | 8,650 | 10 | |
| Rest of Europe | 53,861 | 42% | 7,945 | 65 | 72% | 53,476 | 32 | 7,125 | 77 | 43,690 | 23 | |

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| Country | Stockholm county | | | | | | City of Stockholm | | | | | |
|------------------------------------|-------------------|-----------------|---------------|------------|-----------------|----------------|-------------------|---------------|------------|----------------|------------|--|
| | Guest nights 2016 | Share in Sweden | October 2017 | | | YTD 2017 | | October 2017 | | YTD 2017 | | |
| | | | Guest nights | Change % | Share in Sweden | Guest nights | Change % | Guest nights | Change % | Guest nights | Change % | |
| North America | 408,498 | 67% | 30,350 | 9 | 58% | 465,505 | 27 | 25,054 | -1 | 401,013 | 21 | |
| Canada | 38,409 | 65% | 3,041 | -34 | 69% | 35,068 | 2 | 2,733 | -36 | 30,988 | 0 | |
| USA | 370,089 | 67% | 27,309 | 17 | 57% | 430,437 | 29 | 22,321 | 6 | 370,025 | 23 | |
| Central & South America | 60,796 | 64% | 4,040 | -2 | 53% | 61,456 | 11 | 3,485 | -8 | 54,963 | 9 | |
| Argentina | 8,137 | 83% | 408 | 23 | 68% | 8,935 | 15 | 381 | 19 | 8,261 | 14 | |
| Brazil | 25,873 | 65% | 1,732 | 8 | 59% | 27,045 | 15 | 1,505 | 5 | 24,876 | 16 | |
| Chile | 3,113 | 67% | 226 | 20 | 59% | 3,538 | 25 | 197 | 9 | 3,058 | 19 | |
| Columbia | 3,019 | 74% | 150 | -67 | 53% | 3,135 | 17 | 136 | -68 | 2,890 | 16 | |
| Mexico | 9,431 | 72% | 510 | -42 | 52% | 7,724 | -8 | 466 | -44 | 6,987 | -9 | |
| Rest of Central & South America | 11,223 | 47% | 1,014 | 50 | 42% | 11,079 | 10 | 800 | 32 | 8,891 | 0 | |
| Asia | 445,716 | 51% | 33,018 | 0 | 53% | 432,789 | 12 | 27,362 | 0 | 348,234 | 10 | |
| China | 119,814 | 37% | 10,011 | 6 | 46% | 131,090 | 30 | 8,138 | 1 | 100,795 | 27 | |
| India | 104,186 | 59% | 8,706 | 2 | 54% | 96,012 | 8 | 6,937 | 1 | 76,641 | 2 | |
| Indonesia | 5,037 | 75% | 425 | -40 | 78% | 4,913 | 17 | 373 | -42 | 4,379 | 18 | |
| Iran | 5,614 | 61% | 500 | 127 | 76% | 5,144 | 5 | 423 | 149 | 4,476 | 4 | |
| Israel | 12,400 | 67% | 693 | 27 | 50% | 13,467 | 19 | 621 | 31 | 11,901 | 21 | |
| Japan | 57,820 | 62% | 4,427 | 27 | 59% | 54,528 | 3 | 3,571 | 23 | 41,966 | 3 | |
| Malaysia | 5,184 | 65% | 398 | -26 | 48% | 4,097 | -4 | 357 | -26 | 3,561 | -3 | |
| Qatar | 17,512 | 92% | 124 | -91 | 77% | 7,189 | -53 | 113 | -75 | 3,304 | -55 | |
| Saudi Arabia | 8,227 | 62% | 390 | -14 | 44% | 7,772 | 2 | 323 | -23 | 6,731 | 1 | |
| Singapore | 10,116 | 58% | 852 | 3 | 60% | 8,578 | 9 | 768 | 1 | 7,638 | 6 | |
| South Korea | 18,046 | 36% | 1,669 | 3 | 66% | 19,204 | 22 | 1,491 | 5 | 16,423 | 21 | |
| Taiwan | 12,141 | 59% | 733 | 0 | 60% | 13,110 | 20 | 621 | 1 | 10,138 | 13 | |
| Thailand | 25,451 | 74% | 1,173 | -34 | 64% | 21,270 | -4 | 988 | -39 | 18,795 | -9 | |
| United Arab Emirates | 21,944 | 79% | 1,257 | 7 | 77% | 20,935 | 9 | 1,151 | 5 | 18,983 | 7 | |
| Rest of Asia | 22,224 | 40% | 1,660 | 5 | 45% | 25,480 | 33 | 1,487 | 10 | 22,503 | 35 | |
| Africa | 29,499 | 53% | 2,223 | 31 | 48% | 22,539 | -13 | 1,941 | 32 | 19,163 | -15 | |
| Egypt | 3,107 | 44% | 99 | -68 | 24% | 1,757 | -36 | 91 | -65 | 1,559 | -36 | |
| Morocco | 1,493 | 62% | 148 | 28 | 20% | 2,175 | 75 | 122 | 14 | 1,946 | 70 | |
| Namibia | 7,027 | 85% | 295 | 146 | 82% | 2,036 | -70 | 219 | 89 | 1,614 | -75 | |
| South Africa | 5,345 | 52% | 569 | 35 | 56% | 5,678 | 26 | 491 | 31 | 4,839 | 25 | |
| Rest of Africa | 12,527 | 46% | 1,112 | 51 | 52% | 10,893 | 3 | 1,018 | 64 | 9,205 | 7 | |
| Oceania | 57,056 | 65% | 3,974 | 39 | 63% | 56,337 | 12 | 3,518 | 36 | 51,145 | 13 | |
| Australia | 50,435 | 66% | 3,500 | 34 | 62% | 50,124 | 12 | 3,121 | 31 | 45,697 | 13 | |
| New Zealand | 6,184 | 63% | 452 | 94 | 71% | 5,800 | 6 | 387 | 97 | 5,179 | 13 | |
| Rest of Oceania | 437 | 35% | 22 | 38 | 42% | 413 | 17 | 10 | 11 | 269 | 84 | |
| Rest of the World | 180,014 | 44% | 9,311 | -13 | 45% | 187,851 | 2 | 8,172 | -19 | 160,393 | -6 | |
| Not indicated | 624,097 | 49% | 65,774 | 29 | 55% | 665,326 | 27 | 54,324 | 29 | 558,624 | 24 | |