

## Stockholm's tourism industry. November 2017

For the month of November, the number of overnight stays in commercial accommodation facilities in Stockholm county has increased steadily year after year. 1.1 million guest nights in November 2017 is 5 % more than in the previous year and 47 % more than in November 2010. Like most of the other months during 2017, foreign visitors increased more than domestic.

Nordic guest nights rose by 10 %. An increase is noted for all nationalities except Danish.

Visitors from Europe outside the nordic countries made 9 % more overnight stays than during the same month in 2016. For all major target groups the

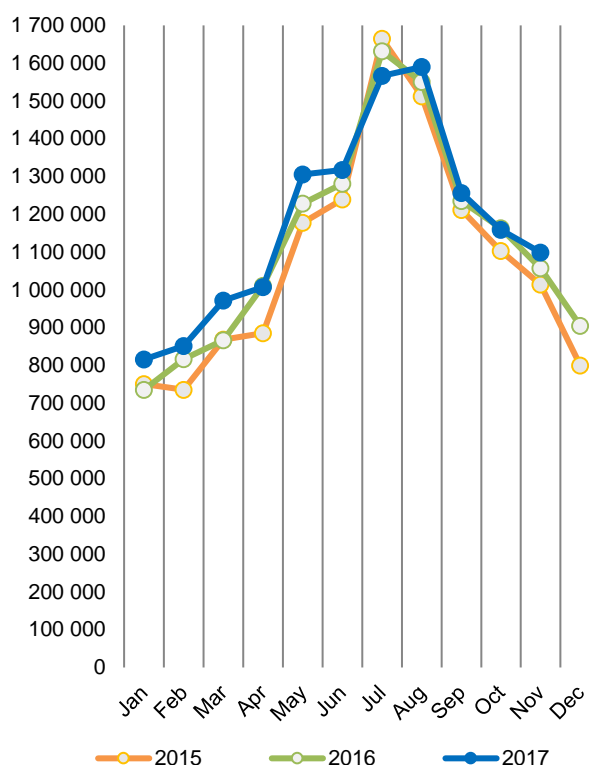
development during the month was positive. The two largest, the United Kingdom and Germany, increased by 2 % and 8 % respectively. Overnight stays from Italy rose by 39 % and the Netherlands by 25 %.

Most notable is the strong trend for non-European visits. During the month the number of guest nights increased by 36 %. It is equivalent to 37 000 overnight stays and it means that non-European markets for the month of November now is greater than Europe, except the nordic countries. Guest nights from visitors from the USA increased by 55 % during the month and by 30 % so far in 2017. The increase for India during November was 87 %, and for China 20 %.

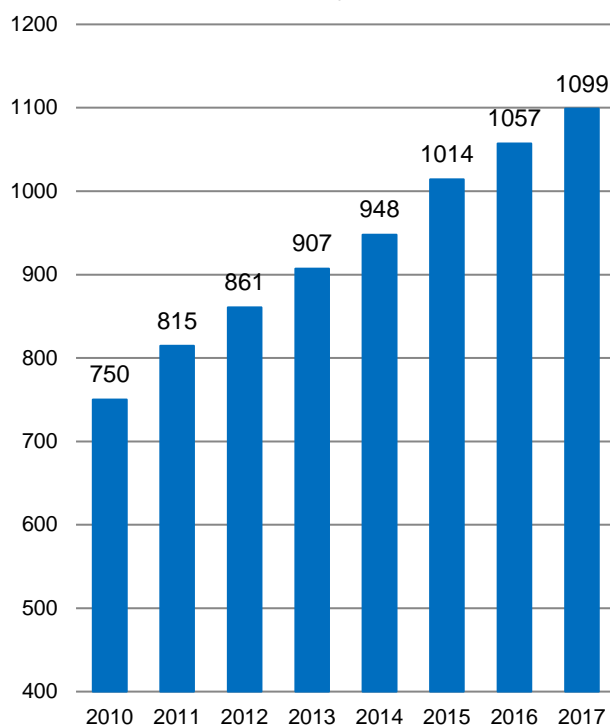
### Commercial overnight stays in Stockholm's county November 2017, top 20.

Target group	Guest nights	Change, %			
<b>Total</b>	<b>1,098,871</b>	<b>5%</b>			
<b>Sweden</b>	<b>782,802</b>	<b>0%</b>			
<b>Foreign</b>	<b>316,069</b>	<b>20%</b>			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Not indicated	66,556	42%	11 The Netherlands	8,445	25%
2 Great Britain	28,152	2%	12 China	7,631	20%
3 USA	23,842	55%	13 Spain	6,102	36%
4 Norway	21,300	10%	14 Russia	5,862	34%
5 Germany	17,838	8%	15 Switzerland	5,797	21%
6 Finland	16,097	22%	16 Poland	5,416	-30%
7 India	13,630	87%	17 Belgium	4,112	-10%
8 Denmark	11,064	-8%	18 Lithuania	3,330	-5%
9 France	9,766	26%	19 Canada	2,990	78%
10 Italy	8,485	39%	20 Ireland	2,853	14%

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



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



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

	November 2017		YTD	
	Guest nights	Change, %	Guest nights	Change, %
<b>Stockholm County</b>	<b>1,098,871</b>	<b>5%</b>	<b>13,121,023</b>	<b>5%</b>
Domestic	782,802	0%	8,272,140	2%
Foreign	316,069	20%	4,848,883	10%
Nordic countries, excl. Sweden	50,298	10%	631,226	-2%
Europe excl. Nordic countries	126,681	9%	2,162,681	4%
Non-European	139,090	36%	2,054,976	21%
<b>City of Stockholm</b>	<b>754,607</b>	<b>7%</b>	<b>8,893,163</b>	<b>5%</b>
Domestic	495,656	1%	4,968,191	2%
Foreign	258,951	21%	3,924,972	10%
Nordic countries, excl. Sweden	40,334	9%	489,463	-2%
Europe excl. Nordic countries	101,999	12%	1,695,412	6%
Non-European	116,618	35%	1,740,097	18%
<b>Sweden</b>	<b>3,424,676</b>	<b>4%</b>	<b>59,965,262</b>	<b>2%</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	November 2017			YTD 2017		November 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>1,098,871</b>	<b>5</b>	<b>32%</b>	<b>13,121,023</b>	<b>5</b>	<b>754,607</b>	<b>7</b>	<b>8,893,163</b>	<b>5</b>	
<b>Sweden</b>	<b>8,763,174</b>	<b>19%</b>	<b>782,802</b>	<b>0</b>	<b>29%</b>	<b>8,272,140</b>	<b>2</b>	<b>495,656</b>	<b>1</b>	<b>4,968,191</b>	<b>2</b>	
<b>Foreign</b>	<b>4,742,698</b>	<b>30%</b>	<b>316,069</b>	<b>20</b>	<b>45%</b>	<b>4,848,883</b>	<b>10</b>	<b>258,951</b>	<b>21</b>	<b>3,924,972</b>	<b>10</b>	
<b>Nordic countries excl. Sweden</b>	<b>690,563</b>	<b>13%</b>	<b>50,298</b>	<b>10</b>	<b>28%</b>	<b>631,226</b>	<b>-2</b>	<b>40,334</b>	<b>9</b>	<b>489,463</b>	<b>-2</b>	
<b>Europe excl. Nordic countries</b>	<b>2,246,459</b>	<b>32%</b>	<b>126,681</b>	<b>9</b>	<b>45%</b>	<b>2,162,681</b>	<b>4</b>	<b>101,999</b>	<b>12</b>	<b>1,695,412</b>	<b>6</b>	
<b>Non-European/ not indicated</b>	<b>1,805,676</b>	<b>53%</b>	<b>139,090</b>	<b>36</b>	<b>56%</b>	<b>2,054,976</b>	<b>21</b>	<b>116,618</b>	<b>35</b>	<b>1,740,097</b>	<b>18</b>	
<b>Europe</b>	<b>2,937,022</b>	<b>20%</b>	<b>176,979</b>	<b>9</b>	<b>38%</b>	<b>2,793,907</b>	<b>3</b>	<b>142,333</b>	<b>11</b>	<b>2,184,875</b>	<b>5</b>	
Austria	59,112	45%	2,306	3	43%	53,951	-2	1,992	2	45,942	0	
Belarus	2,401	54%	127	-59	23%	2,392	12	101	-65	2,139	15	
Belgium	58,844	38%	4,112	-10	46%	56,640	4	3,499	-11	47,325	3	
Bulgaria	7,069	49%	305	-72	32%	5,360	-18	257	-73	4,538	-17	
Croatia	4,111	33%	318	7	36%	5,258	35	274	12	4,269	32	
Czech Republic	15,032	22%	1,254	-1	17%	14,936	7	1,012	29	10,728	13	
Denmark	167,880	15%	11,064	-8	27%	152,242	-3	8,507	-10	116,073	-2	
Estonia	19,619	28%	1,694	-13	18%	18,131	0	1,166	2	10,384	-10	
Finland	221,350	38%	16,097	22	52%	204,466	0	13,560	28	158,868	1	
France	154,873	52%	9,766	26	56%	155,154	14	8,378	25	131,916	16	
Georgia	5,250	52%	191	136	58%	3,546	-30	153	132	2,675	-39	
Germany	540,288	18%	17,838	8	37%	521,438	2	14,224	9	385,291	4	
Greece	14,903	63%	936	0	55%	14,217	6	811	-2	11,787	4	
Hungary	13,300	41%	1,423	-8	49%	18,853	64	922	5	11,997	34	
Iceland	13,931	53%	1,837	94	71%	16,861	30	1,592	83	14,452	28	
Ireland	36,987	69%	2,853	14	53%	37,475	12	1,865	53	17,461	31	
Italy	135,255	54%	8,485	39	56%	141,850	16	7,326	47	123,460	17	
Latvia	17,272	42%	1,581	32	30%	14,079	-13	1,055	31	9,100	-8	
Lithuania	34,135	49%	3,330	-5	52%	28,796	-8	1,754	12	16,535	8	
Luxembourg	9,376	62%	514	7	65%	9,159	6	478	7	8,123	5	
Netherlands	119,178	18%	8,445	25	52%	145,528	32	6,955	24	112,814	33	
Norway	287,402	8%	21,300	10	20%	257,657	-4	16,675	4	200,070	-5	
Poland	99,230	31%	5,416	-30	31%	59,420	-35	3,639	2	38,828	-3	
Portugal	13,246	44%	750	-11	48%	12,897	9	667	19	11,213	14	
Romania	19,308	47%	1,559	45	41%	18,335	2	1,351	46	14,782	-1	
Russia	58,004	45%	5,862	34	62%	66,330	24	4,969	29	56,155	29	
Slovakia	5,348	24%	504	65	9%	4,580	-8	367	56	3,705	2	
Slovenia	3,467	36%	267	33	34%	3,214	0	173	19	2,408	-9	
Spain	118,080	64%	6,102	36	56%	123,290	13	5,196	33	104,935	11	
Switzerland	138,972	37%	5,797	21	64%	135,950	6	5,153	22	112,080	7	
Turkey	33,688	71%	1,744	-3	60%	25,483	-20	1,566	1	21,979	-18	
UK	443,999	52%	28,152	2	51%	411,608	1	22,486	-2	327,098	0	
Ukraine	12,251	58%	712	-20	43%	11,464	7	598	-21	9,209	7	
Rest of Europe	53,861	42%	3,437	50	47%	31,137	-27	2,798	35	26,036	-31	

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Country	Stockholm county						City of Stockholm					
	Guest nights 2016	Share in Sweden	November 2017			YTD 2017		November 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>26,832</b>	<b>57</b>	<b>57%</b>	<b>491,800</b>	<b>28</b>	<b>22,620</b>	<b>47</b>	<b>424,688</b>	<b>22</b>	
Canada	38,409	65%	2,990	78	72%	38,012	5	2,727	77	33,787	4	
USA	370,089	67%	23,842	55	55%	453,788	30	19,893	44	390,901	24	
<b>Central &amp; South America</b>	<b>60,796</b>	<b>64%</b>	<b>2,394</b>	<b>10</b>	<b>47%</b>	<b>64,161</b>	<b>12</b>	<b>1,962</b>	<b>3</b>	<b>57,329</b>	<b>10</b>	
Argentina	8,137	83%	143	16	76%	9,153	16	131	14	8,481	16	
Brazil	25,873	65%	849	-6	47%	27,593	13	674	-14	25,331	14	
Chile	3,113	67%	172	105	63%	3,754	29	150	90	3,252	23	
Columbia	3,019	74%	189	52	60%	3,322	19	164	59	3,058	18	
Mexico	9,431	72%	350	10	55%	8,037	-8	321	9	7,290	-9	
Rest of Central & South America	11,223	47%	691	9	37%	12,302	15	522	-1	9,917	5	
<b>Asia</b>	<b>445,716</b>	<b>51%</b>	<b>31,561</b>	<b>35</b>	<b>57%</b>	<b>484,327</b>	<b>18</b>	<b>25,594</b>	<b>32</b>	<b>394,790</b>	<b>18</b>	
China	119,814	37%	7,631	20	46%	137,481	28	6,646	17	106,858	25	
India	104,186	59%	13,630	87	69%	130,738	36	9,883	73	107,367	33	
Indonesia	5,037	75%	495	76	80%	5,333	19	465	77	4,793	20	
Iran	5,614	61%	433	41	51%	5,540	7	307	8	4,759	4	
Israel	12,400	67%	628	18	73%	14,056	19	520	9	12,417	20	
Japan	57,820	62%	1,942	-12	53%	55,881	2	1,640	-17	43,248	1	
Malaysia	5,184	65%	284	19	55%	4,334	-4	257	15	3,783	-3	
Qatar	17,512	92%	69	-95	73%	7,193	-57	65	-84	3,317	-57	
Saudi Arabia	8,227	62%	302	-20	31%	8,072	1	247	-27	6,990	0	
Singapore	10,116	58%	1,073	88	56%	9,733	16	994	85	8,729	13	
South Korea	18,046	36%	758	-13	55%	19,844	20	635	-14	17,007	18	
Taiwan	12,141	59%	330	-2	57%	13,305	18	265	-11	10,323	11	
Thailand	25,451	74%	938	64	58%	22,063	-3	819	55	19,523	-7	
United Arab Emirates	21,944	79%	1,383	27	85%	22,222	10	1,288	26	20,231	8	
Rest of Asia	22,224	40%	1,665	51	45%	28,532	41	1,563	62	25,445	44	
<b>Africa</b>	<b>29,499</b>	<b>53%</b>	<b>1,612</b>	<b>-7</b>	<b>54%</b>	<b>25,943</b>	<b>-6</b>	<b>1,282</b>	<b>-18</b>	<b>22,193</b>	<b>-8</b>	
Egypt	3,107	44%	137	-4	30%	2,145	-26	117	-9	1,908	-26	
Morocco	1,493	62%	60	2	32%	2,349	80	57	12	2,114	77	
Namibia	7,027	85%	227	32	82%	2,228	-68	38	-77	1,623	-76	
South Africa	5,345	52%	343	-19	60%	6,182	26	297	-18	5,304	26	
Rest of Africa	12,527	46%	845	-10	56%	13,039	13	773	-10	11,244	19	
<b>Oceania</b>	<b>57,056</b>	<b>65%</b>	<b>2,428</b>	<b>22</b>	<b>65%</b>	<b>58,580</b>	<b>12</b>	<b>2,090</b>	<b>14</b>	<b>53,234</b>	<b>13</b>	
Australia	50,435	66%	2,113	22	64%	52,046	12	1,804	13	47,469	13	
New Zealand	6,184	63%	261	25	65%	6,067	7	240	21	5,450	14	
Rest of Oceania	437	35%	54	6	77%	467	16	46	-2	315	63	
<b>Rest of the World</b>	<b>180,014</b>	<b>44%</b>	<b>7,707</b>	<b>-15</b>	<b>41%</b>	<b>194,432</b>	<b>0</b>	<b>7,034</b>	<b>-12</b>	<b>166,778</b>	<b>-7</b>	
Not indicated	624,097	49%	66,556	42	58%	735,733	29	56,036	46	621,085	27	