

## Stockholm's tourism industry. December 2017

When 2017 now can be summarized, over 14 million overnight stays were made at commercial accommodation facilities in the county. It is close to 620 000, or 5 %, more than in 2016. Almost 10 million of these guest nights were located to the city of Stockholm. December was typical for the year as a whole, with a small rise in domestic visitors, but a more positive development for foreign guests. During December, 926 000 overnight stays was registered – 3 % more than in December of last year.

Throughout the year, the development for Nordic visitors has remained weak. The number of guest nights have fallen slightly.

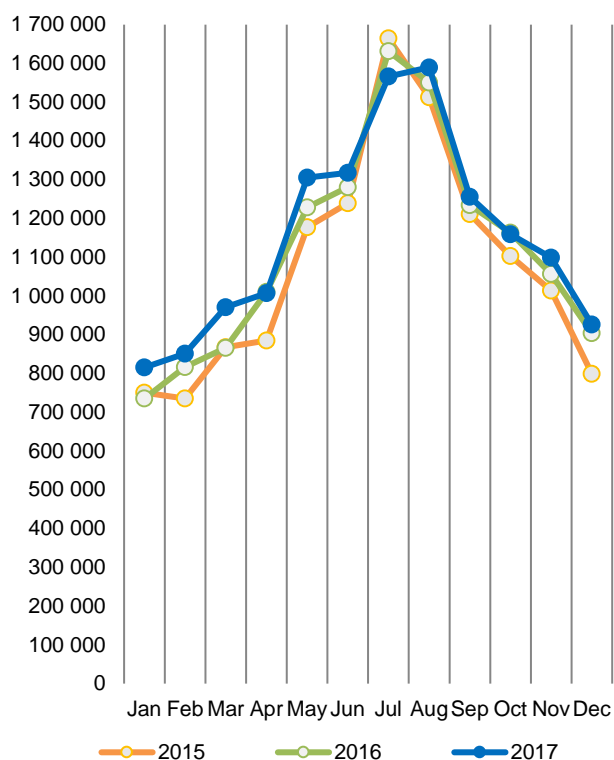
Overnight stays from visitors from Europe outside the Nordic region increased by 4 % during the year and by 5% in December. Key target groups such as France, Italy and Spain had a positive development in 2017. UK and Germany, the two most prominent, increased the number of guest nights compared with 2016 – but only with 1 % and 2 % respectively.

In December, as in the full year of 2017, non-European target groups have increased the most – by 18 % in December and by 21 % throughout 2017. Guest nights from the United States (+31 % compared with 2016), India (+35 %) and China (+23 %) illustrate this.

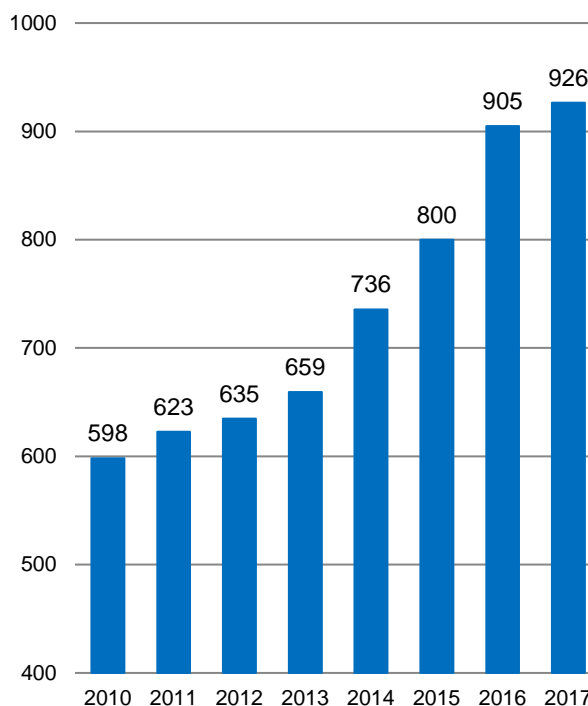
### Commercial overnight stays in Stockholm's county December 2017, top 20.

| Target group       | Guest nights   | Change, % |                  |              |           |
|--------------------|----------------|-----------|------------------|--------------|-----------|
| <b>Total</b>       | <b>926,409</b> | <b>3%</b> |                  |              |           |
| <b>Sweden</b>      | <b>588,063</b> | <b>1%</b> |                  |              |           |
| <b>Foreign</b>     | <b>338,346</b> | <b>8%</b> |                  |              |           |
| Ranking, Foreign   | Guest nights   | Change, % | Ranking, Foreign | Guest nights | Change, % |
| 1 Not indicated    | 55,297         | 31%       | 11 Spain         | 9,887        | 30%       |
| 2 Great Britain    | 30,301         | -10%      | 12 Switzerland   | 9,500        | 5%        |
| 3 USA              | 25,623         | 28%       | 13 China         | 8,447        | -17%      |
| 4 Germany          | 25,407         | -3%       | 14 Denmark       | 8,219        | -21%      |
| 5 France           | 16,594         | -1%       | 15 Russia        | 6,369        | 36%       |
| 6 Norway           | 16,089         | -4%       | 16 Poland        | 4,743        | -6%       |
| 7 Italy            | 14,146         | 21%       | 17 Australia     | 4,359        | 3%        |
| 8 Finland          | 13,562         | -7%       | 18 Austria       | 3,575        | -2%       |
| 9 India            | 10,832         | 56%       | 19 Belgium       | 3,355        | -14%      |
| 10 The netherlands | 10,149         | 15%       | 20 Thailand      | 2,347        | 10%       |

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



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



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

|                                | December 2017    |           | YTD               |           |
|--------------------------------|------------------|-----------|-------------------|-----------|
|                                | Guest nights     | Change, % | Guest nights      | Change, % |
| <b>Stockholm County</b>        | <b>926,409</b>   | <b>3%</b> | <b>14,056,246</b> | <b>5%</b> |
| Domestic                       | 588,063          | 1%        | 8,865,241         | 2%        |
| Foreign                        | 338,346          | 8%        | 5,191,005         | 10%       |
| Nordic countries, excl. Sweden | 39,128           | -9%       | 670,531           | -2%       |
| Europe excl. Nordic countries  | 161,518          | 5%        | 2,330,915         | 4%        |
| Non-European                   | 137,700          | 18%       | 2,189,559         | 21%       |
| <b>City of Stockholm</b>       | <b>654,481</b>   | <b>3%</b> | <b>9,575,324</b>  | <b>6%</b> |
| Domestic                       | 369,403          | -1%       | 5,355,605         | 2%        |
| Foreign                        | 285,078          | 8%        | 4,219,719         | 10%       |
| Nordic countries, excl. Sweden | 31,255           | -9%       | 521,490           | -2%       |
| Europe excl. Nordic countries  | 137,050          | 7%        | 1,840,353         | 7%        |
| Non-European                   | 116,773          | 15%       | 1,857,876         | 18%       |
| <b>Sweden</b>                  | <b>3,356,553</b> | <b>5%</b> | <b>63,030,334</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 | December 2017  |           |                 | YTD 2017          |                   | December 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>926,409</b> | <b>3</b>  | <b>28%</b>      | <b>14,056,246</b> | <b>5</b>          | <b>654,481</b> | <b>3</b>  | <b>9,575,324</b> | <b>6</b>  |  |
| <b>Sweden</b>                        | <b>8,763,174</b>  | <b>19%</b>      | <b>588,063</b> | <b>1</b>  | <b>23%</b>      | <b>8,865,241</b>  | <b>2</b>          | <b>369,403</b> | <b>-1</b> | <b>5,355,605</b> | <b>2</b>  |  |
| <b>Foreign</b>                       | <b>4,742,698</b>  | <b>30%</b>      | <b>338,346</b> | <b>8</b>  | <b>45%</b>      | <b>5,191,005</b>  | <b>10</b>         | <b>285,078</b> | <b>8</b>  | <b>4,219,719</b> | <b>10</b> |  |
| <b>Nordic countries excl. Sweden</b> | <b>690,563</b>    | <b>13%</b>      | <b>39,128</b>  | <b>-9</b> | <b>22%</b>      | <b>670,531</b>    | <b>-2</b>         | <b>31,255</b>  | <b>-9</b> | <b>521,490</b>   | <b>-2</b> |  |
| <b>Europe excl. Nordic countries</b> | <b>2,246,459</b>  | <b>32%</b>      | <b>161,518</b> | <b>5</b>  | <b>48%</b>      | <b>2,330,915</b>  | <b>4</b>          | <b>137,050</b> | <b>7</b>  | <b>1,840,353</b> | <b>7</b>  |  |
| <b>Non-European/ not indicated</b>   | <b>1,805,676</b>  | <b>53%</b>      | <b>137,700</b> | <b>18</b> | <b>57%</b>      | <b>2,189,559</b>  | <b>21</b>         | <b>116,773</b> | <b>15</b> | <b>1,857,876</b> | <b>18</b> |  |
| <b>Europe</b>                        | <b>2,937,022</b>  | <b>20%</b>      | <b>200,646</b> | <b>2</b>  | <b>39%</b>      | <b>3,001,446</b>  | <b>3</b>          | <b>168,305</b> | <b>3</b>  | <b>2,361,843</b> | <b>5</b>  |  |
| Austria                              | 59,112            | 45%             | 3,575          | -2        | 61%             | 57,156            | -3                | 3,267          | 0         | 48,832           | -1        |  |
| Belarus                              | 2,401             | 54%             | 377            | 75        | 69%             | 2,807             | 19                | 341            | 65        | 2,476            | 20        |  |
| Belgium                              | 58,844            | 38%             | 3,355          | -14       | 34%             | 59,967            | 3                 | 2,826          | -15       | 50,188           | 2         |  |
| Bulgaria                             | 7,069             | 49%             | 225            | -51       | 45%             | 5,526             | -21               | 187            | -52       | 4,682            | -20       |  |
| Croatia                              | 4,111             | 33%             | 171            | -22       | 26%             | 5,396             | 31                | 135            | -24       | 4,382            | 28        |  |
| Czech Republic                       | 15,032            | 22%             | 829            | -8        | 23%             | 15,687            | 5                 | 614            | -4        | 11,262           | 11        |  |
| Denmark                              | 167,880           | 15%             | 8,219          | -21       | 14%             | 160,366           | -4                | 6,513          | -21       | 122,538          | -3        |  |
| Estonia                              | 19,619            | 28%             | 1,687          | 22        | 17%             | 19,717            | 1                 | 1,158          | 55        | 11,442           | -7        |  |
| Finland                              | 221,350           | 38%             | 13,562         | -7        | 50%             | 217,616           | -1                | 10,797         | -8        | 169,564          | 0         |  |
| France                               | 154,873           | 52%             | 16,594         | -1        | 63%             | 171,789           | 13                | 14,616         | -3        | 146,756          | 14        |  |
| Georgia                              | 5,250             | 52%             | 264            | 48        | 63%             | 4,339             | -17               | 227            | 59        | 3,411            | -25       |  |
| Germany                              | 540,288           | 18%             | 25,407         | -3        | 32%             | 546,927           | 2                 | 21,297         | -3        | 406,969          | 4         |  |
| Greece                               | 14,903            | 63%             | 1,307          | -16       | 65%             | 16,075            | 7                 | 1,174          | -13       | 13,291           | 5         |  |
| Hungary                              | 13,300            | 41%             | 835            | -39       | 55%             | 19,575            | 52                | 696            | -20       | 12,608           | 28        |  |
| Iceland                              | 13,931            | 53%             | 1,258          | 44        | 71%             | 18,119            | 31                | 1,122          | 42        | 15,586           | 29        |  |
| Ireland                              | 36,987            | 69%             | 2,192          | -23       | 51%             | 39,440            | 9                 | 1,537          | 27        | 18,813           | 29        |  |
| Italy                                | 135,255           | 54%             | 14,146         | 21        | 70%             | 160,199           | 20                | 12,855         | 24        | 140,571          | 22        |  |
| Latvia                               | 17,272            | 42%             | 1,109          | 17        | 37%             | 15,232            | -12               | 721            | -1        | 9,701            | -9        |  |
| Lithuania                            | 34,135            | 49%             | 1,917          | -24       | 53%             | 30,388            | -10               | 910            | -18       | 17,235           | 5         |  |
| Luxembourg                           | 9,376             | 62%             | 809            | 32        | 79%             | 9,935             | 8                 | 751            | 31        | 8,831            | 7         |  |
| Netherlands                          | 119,178           | 18%             | 10,149         | 15        | 42%             | 154,830           | 30                | 8,724          | 15        | 120,866          | 31        |  |
| Norway                               | 287,402           | 8%              | 16,089         | -4        | 18%             | 274,430           | -4                | 12,823         | -6        | 213,802          | -5        |  |
| Poland                               | 99,230            | 31%             | 4,743          | -6        | 35%             | 63,803            | -33               | 3,169          | 21        | 41,715           | -2        |  |
| Portugal                             | 13,246            | 44%             | 1,234          | 12        | 64%             | 14,051            | 9                 | 1,132          | 32        | 12,236           | 15        |  |
| Romania                              | 19,308            | 47%             | 1,159          | 11        | 37%             | 19,450            | 2                 | 1,003          | 12        | 15,762           | -1        |  |
| Russia                               | 58,004            | 45%             | 6,369          | 36        | 62%             | 72,446            | 25                | 5,432          | 37        | 61,442           | 29        |  |
| Slovakia                             | 5,348             | 24%             | 397            | 23        | 13%             | 4,987             | -6                | 300            | 15        | 4,013            | 3         |  |
| Slovenia                             | 3,467             | 36%             | 150            | 19        | 32%             | 3,339             | 0                 | 135            | 13        | 2,517            | -9        |  |
| Spain                                | 118,080           | 64%             | 9,887          | 30        | 69%             | 132,032           | 13                | 8,952          | 29        | 112,943          | 11        |  |
| Switzerland                          | 138,972           | 37%             | 9,500          | 5         | 66%             | 145,320           | 6                 | 8,535          | 4         | 120,634          | 7         |  |
| Turkey                               | 33,688            | 71%             | 1,865          | 5         | 74%             | 27,287            | -19               | 1,703          | 6         | 23,684           | -17       |  |
| UK                                   | 443,999           | 52%             | 30,301         | -10       | 48%             | 447,835           | 1                 | 25,071         | -13       | 358,080          | 1         |  |
| Ukraine                              | 12,251            | 58%             | 1,149          | -14       | 60%             | 12,570            | 5                 | 1,039          | -13       | 10,220           | 4         |  |
| Rest of Europe                       | 53,861            | 42%             | 8,546          | 197       | 78%             | 39,398            | -14               | 7,472          | 179       | 33,272           | -17       |  |

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| Country                            | Stockholm county  |                 |               |           |                 |                | City of Stockholm |               |           |                |           |  |
|------------------------------------|-------------------|-----------------|---------------|-----------|-----------------|----------------|-------------------|---------------|-----------|----------------|-----------|--|
|                                    | Guest nights 2016 | Share in Sweden | December 2017 |           |                 | YTD 2017       |                   | December 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>27,290</b> | <b>26</b> | <b>56%</b>      | <b>521,415</b> | <b>29</b>         | <b>22,787</b> | <b>18</b> | <b>450,256</b> | <b>23</b> |  |
| Canada                             | 38,409            | 65%             | 1,667         | -1        | 63%             | 39,566         | 5                 | 1,462         | -5        | 35,181         | 3         |  |
| USA                                | 370,089           | 67%             | 25,623        | 28        | 56%             | 481,849        | 31                | 21,325        | 20        | 415,075        | 25        |  |
| <b>Central &amp; South America</b> | <b>60,796</b>     | <b>64%</b>      | <b>2,442</b>  | <b>9</b>  | <b>55%</b>      | <b>69,010</b>  | <b>16</b>         | <b>2,174</b>  | <b>12</b> | <b>61,863</b>  | <b>14</b> |  |
| Argentina                          | 8,137             | 83%             | 151           | 27        | 65%             | 9,221          | 15                | 143           | 24        | 8,556          | 15        |  |
| Brazil                             | 25,873            | 65%             | 870           | -5        | 49%             | 30,978         | 22                | 777           | -5        | 28,557         | 24        |  |
| Chile                              | 3,113             | 67%             | 108           | 4         | 78%             | 3,835          | 27                | 80            | -14       | 3,313          | 21        |  |
| Columbia                           | 3,019             | 74%             | 175           | 54        | 73%             | 3,480          | 20                | 163           | 65        | 3,193          | 18        |  |
| Mexico                             | 9,431             | 72%             | 562           | 22        | 70%             | 8,593          | -6                | 523           | 30        | 7,817          | -7        |  |
| Rest of Central & South America    | 11,223            | 47%             | 576           | 7         | 45%             | 12,903         | 15                | 488           | 16        | 10,427         | 6         |  |
| <b>Asia</b>                        | <b>445,716</b>    | <b>51%</b>      | <b>32,685</b> | <b>5</b>  | <b>57%</b>      | <b>522,233</b> | <b>19</b>         | <b>26,885</b> | <b>2</b>  | <b>427,454</b> | <b>18</b> |  |
| China                              | 119,814           | 37%             | 8,447         | -17       | 46%             | 144,679        | 23                | 7,494         | -18       | 113,326        | 20        |  |
| India                              | 104,186           | 59%             | 10,832        | 56        | 66%             | 139,969        | 35                | 7,363         | 36        | 113,590        | 32        |  |
| Indonesia                          | 5,037             | 75%             | 707           | 66        | 68%             | 5,986          | 22                | 603           | 49        | 5,355          | 22        |  |
| Iran                               | 5,614             | 61%             | 275           | -12       | 68%             | 5,769          | 5                 | 237           | -7        | 4,965          | 3         |  |
| Israel                             | 12,400            | 67%             | 640           | 27        | 65%             | 15,263         | 24                | 559           | 23        | 13,526         | 25        |  |
| Japan                              | 57,820            | 62%             | 2,011         | 0         | 51%             | 60,381         | 6                 | 1,664         | -8        | 47,372         | 6         |  |
| Malaysia                           | 5,184             | 65%             | 783           | 42        | 80%             | 5,085          | 0                 | 717           | 40        | 4,471          | 1         |  |
| Qatar                              | 17,512            | 92%             | 81            | -94       | 54%             | 7,353          | -59               | 78            | -81       | 3,474          | -57       |  |
| Saudi Arabia                       | 8,227             | 62%             | 220           | -36       | 36%             | 8,337          | 0                 | 185           | -36       | 7,214          | -1        |  |
| Singapore                          | 10,116            | 58%             | 1,859         | 25        | 50%             | 11,500         | 16                | 1,714         | 23        | 10,369         | 14        |  |
| South Korea                        | 18,046            | 36%             | 937           | -16       | 78%             | 20,832         | 18                | 849           | -17       | 17,910         | 16        |  |
| Taiwan                             | 12,141            | 59%             | 389           | -34       | 51%             | 13,756         | 16                | 307           | -38       | 10,716         | 9         |  |
| Thailand                           | 25,451            | 74%             | 2,347         | 10        | 79%             | 28,499         | 15                | 2,201         | 10        | 25,681         | 11        |  |
| United Arab Emirates               | 21,944            | 79%             | 1,586         | 6         | 68%             | 24,731         | 14                | 1,465         | 7         | 22,575         | 12        |  |
| Rest of Asia                       | 22,224            | 40%             | 1,571         | -5        | 48%             | 30,093         | 37                | 1,449         | -3        | 26,910         | 40        |  |
| <b>Africa</b>                      | <b>29,499</b>     | <b>53%</b>      | <b>1,978</b>  | <b>30</b> | <b>54%</b>      | <b>27,916</b>  | <b>-4</b>         | <b>1,744</b>  | <b>28</b> | <b>23,950</b>  | <b>-6</b> |  |
| Egypt                              | 3,107             | 44%             | 207           | 57        | 58%             | 2,374          | -21               | 156           | 41        | 2,066          | -23       |  |
| Morocco                            | 1,493             | 62%             | 366           | 179       | 72%             | 2,714          | 89                | 338           | 170       | 2,455          | 86        |  |
| Namibia                            | 7,027             | 85%             | 19            | -60       | 37%             | 2,274          | -67               | 5             | -88       | 1,663          | -75       |  |
| South Africa                       | 5,345             | 52%             | 480           | 20        | 54%             | 6,665          | 25                | 424           | 22        | 5,746          | 26        |  |
| Rest of Africa                     | 12,527            | 46%             | 906           | 12        | 48%             | 13,889         | 12                | 821           | 11        | 12,020         | 18        |  |
| <b>Oceania</b>                     | <b>57,056</b>     | <b>65%</b>      | <b>4,831</b>  | <b>5</b>  | <b>59%</b>      | <b>63,690</b>  | <b>12</b>         | <b>4,408</b>  | <b>3</b>  | <b>57,899</b>  | <b>13</b> |  |
| Australia                          | 50,435            | 66%             | 4,359         | 3         | 60%             | 56,759         | 12                | 3,983         | 2         | 51,780         | 13        |  |
| New Zealand                        | 6,184             | 63%             | 439           | 23        | 56%             | 6,431          | 7                 | 402           | 22        | 5,783          | 13        |  |
| Rest of Oceania                    | 437               | 35%             | 33            | 3         | 48%             | 500            | 15                | 23            | -21       | 336            | 51        |  |
| <b>Rest of the World</b>           | <b>180,014</b>    | <b>44%</b>      | <b>13,177</b> | <b>0</b>  | <b>48%</b>      | <b>205,423</b> | <b>-1</b>         | <b>12,260</b> | <b>0</b>  | <b>177,423</b> | <b>-7</b> |  |
| Not indicated                      | 624,097           | 49%             | 55,297        | 31        | 59%             | 779,872        | 27                | 46,515        | 30        | 659,031        | 25        |  |