

Stockholm's tourism industry. Summer 2017

During the summer months June-August 2017, nearly 4.5 million commercial guest nights were registered in Stockholm County. It was marginally higher than in the summer of 2016, but the summer 2017 was still the best in the number of guest nights so far.

Swedish visitors' overnight stays have fallen during both June, July and August. The total decline for the summer was just over 111,000 guest nights, which corresponds to 4%. Also for the rest of Scandinavia, development has been weak throughout the summer. The biggest decline was in July (-16%). Throughout the summer of 2017, 10% fewer overnight stays were made compared to the summer of 2016.

Also between 2016 and 2015, a marked decline for Nordic visitors was noted.

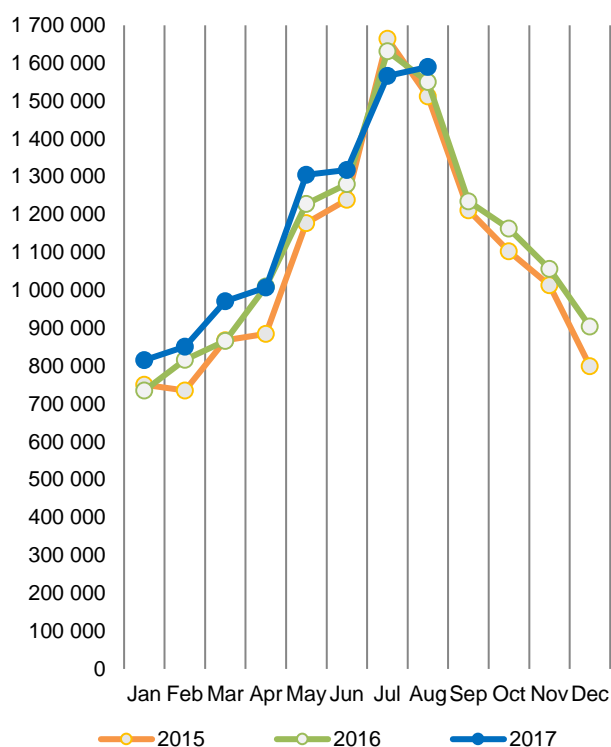
Visitors from Europe outside of Scandinavia made more than 960,000 overnight stays during the summer months, an increase of 16,000, or 2%. Germany is by far the most important target group during the summer months. The number of German guest nights was almost identical to last year's.

Most positive the summer months of 2017 was for non-European visitors. The number of guest nights was 18% higher than last summer. Most notably, the development for the United States (+34%), India (+33%) and China (+36%).

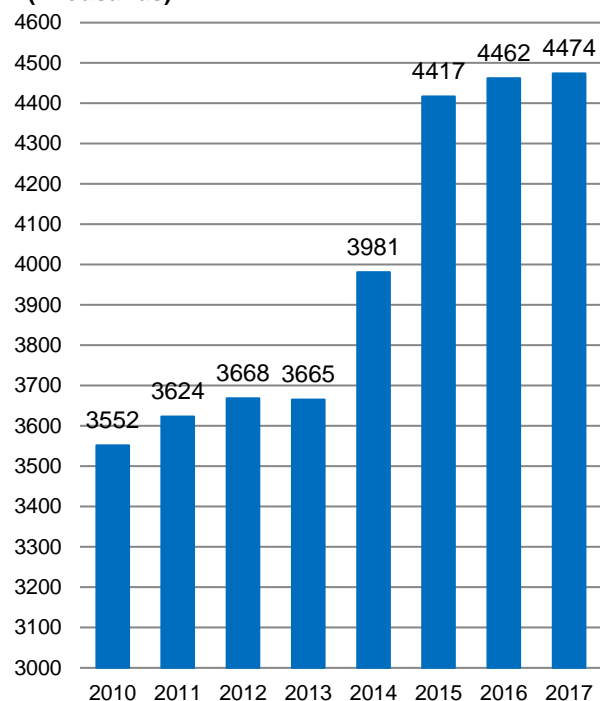
Commercial overnight stays in Stockholm's county June-August 2017, top 20.

Target group	Guest nights	Change, %			
Total	4,474,120	0%			
Sweden	2,445,136	-4%			
Foreign	2,028,984	6%			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Germany	295,977	0%	11 Spain	65,110	20%
2 Not indicated	253,619	21%	12 The Netherlands	56,242	19%
3 USA	223,264	34%	13 Denmark	55,865	-6%
4 Great Britain	146,786	-7%	14 India	33,543	33%
5 Norway	91,647	-14%	15 Japan	28,440	5%
6 Finland	74,948	-7%	16 Austria	27,156	-4%
7 Switzerland	72,172	1%	17 Australia	24,994	12%
8 France	67,836	15%	18 Belgium	21,696	5%
9 Italy	66,953	6%	19 Russia	20,774	13%
10 China	65,775	36%	20 Poland	17,106	-41%

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



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



Commercial overnight stays 2017 compared with previous year.

	June-August 2017		YTD	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	4,474,120	0%	9,510,672	4%
Domestic	2,445,136	-4%	5,816,700	2%
Foreign	2,028,984	6%	3,693,972	9%
Nordic countries, excl. Sweden	226,618	-10%	472,497	-3%
Europe excl. Nordic countries	960,090	2%	1,701,560	5%
Non-European	842,276	18%	1,519,915	19%
City of Stockholm	2,945,828	0%	6,409,879	5%
Domestic	1,365,905	-5%	3,455,004	2%
Foreign	1,579,923	5%	2,954,875	9%
Nordic countries, excl. Sweden	169,671	-10%	362,102	-3%
Europe excl. Nordic countries	717,846	3%	1,319,920	8%
Non-European	692,406	11%	1,272,853	14%
Sweden	26,773,418	-3%	47,879,440	1%

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	June-August 2017			YTD 2017		June-August 2017		YTD 2017	
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %
Total	13,505,872	22%	4,474,120	0	17%	9,510,672	4	2,945,828	0	6,409,879	5
Sweden	8,763,174	19%	2,445,136	-4	13%	5,816,700	2	1,365,905	-5	3,455,004	2
Foreign	4,742,698	30%	2,028,984	6	24%	3,693,972	9	1,579,923	5	2,954,875	9
Nordic countries excl. Sweden	690,563	13%	226,618	-10	8%	472,497	-3	169,671	-10	362,102	-3
Europe excl. Nordic countries	2,246,459	32%	960,090	2	24%	1,701,560	5	717,846	3	1,319,920	8
Non-European/ not indicated	1,805,676	53%	842,276	18	58%	1,519,915	19	692,406	11	1,272,853	14
Europe	2,937,022	20%	1,186,708	-1	17%	2,174,057	3	887,517	0	1,682,022	5
Austria	59,112	45%	27,156	-4	35%	43,398	-3	22,339	-3	36,748	0
Belarus	2,401	54%	936	44	52%	1,938	26	790	47	1,726	31
Belgium	58,844	38%	21,696	5	26%	44,395	10	17,693	5	36,911	11
Bulgaria	7,069	49%	1,868	-3	57%	3,924	0	1,575	-3	3,329	5
Croatia	4,111	33%	1,454	43	43%	3,750	32	1,147	42	2,933	23
Czech Republic	15,032	22%	5,455	37	19%	10,773	13	3,675	28	7,706	11
Denmark	167,880	15%	55,865	-6	13%	116,008	-2	42,405	-4	87,551	-1
Estonia	19,619	28%	5,244	-8	28%	11,365	-16	3,088	-5	7,155	-16
Finland	221,350	38%	74,948	-7	31%	153,602	-2	55,694	-9	117,919	-2
France	154,873	52%	67,836	15	54%	122,206	12	54,995	15	103,325	14
Georgia	5,250	52%	1,787	-43	48%	2,867	-32	1,375	-49	2,183	-40
Germany	540,288	18%	295,977	0	14%	433,684	3	204,743	1	315,435	5
Greece	14,903	63%	4,258	-20	70%	10,952	7	3,354	-21	9,202	8
Hungary	13,300	41%	6,742	55	55%	13,230	67	4,620	30	7,875	21
Iceland	13,931	53%	4,158	-3	37%	10,822	12	3,248	-9	8,933	7
Ireland	36,987	69%	13,267	45	69%	26,683	4	5,830	60	12,161	25
Italy	135,255	54%	66,953	6	61%	111,583	14	57,651	6	96,451	14
Latvia	17,272	42%	3,841	-11	27%	9,009	-21	2,520	6	6,040	-13
Lithuania	34,135	49%	6,462	-19	41%	19,142	-11	3,733	6	11,082	4
Luxembourg	9,376	62%	4,184	16	59%	7,175	3	3,637	15	6,400	3
Netherlands	119,178	18%	56,242	19	11%	113,802	33	40,187	18	86,266	34
Norway	287,402	8%	91,647	-14	4%	192,065	-5	68,324	-14	147,699	-6
Poland	99,230	31%	17,106	-41	23%	42,592	-35	10,893	-8	27,430	-5
Portugal	13,246	44%	5,618	20	53%	10,281	15	4,783	32	8,845	19
Romania	19,308	47%	7,446	12	37%	13,843	3	5,349	-4	10,830	-2
Russia	58,004	45%	20,774	13	51%	48,946	19	16,975	15	41,124	24
Slovakia	5,348	24%	1,312	-18	14%	3,035	-14	1,072	-2	2,505	-1
Slovenia	3,467	36%	1,306	35	44%	2,398	6	876	14	1,792	-4
Spain	118,080	64%	65,110	20	71%	98,201	15	54,244	17	83,374	14
Switzerland	138,972	37%	72,172	1	30%	110,244	5	55,814	2	89,168	6
Turkey	33,688	71%	8,693	-16	67%	18,828	-16	6,903	-21	15,977	-14
UK	443,999	52%	146,786	-7	51%	316,458	4	110,364	-7	250,143	4
Ukraine	12,251	58%	4,153	23	42%	8,349	5	3,225	24	6,710	8
Rest of Europe	53,861	42%	13,473	-15	38%	29,037	-7	10,275	-23	20,999	-22

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Country	Stockholm county						City of Stockholm					
	Guest nights 2016	Share in Sweden	June-August 2017			YTD 2017		June-August 2017		YTD 2017		
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %	
North America	408,498	67%	240,064	32	67%	387,880	30	205,417	25	334,799	25	
Canada	38,409	65%	16,800	16	68%	28,094	7	14,612	13	24,714	5	
USA	370,089	67%	223,264	34	67%	359,786	33	190,805	26	310,085	26	
Central & South America	60,796	64%	33,509	17	70%	50,893	14	29,999	13	45,333	12	
Argentina	8,137	83%	6,063	32	84%	7,892	22	5,501	27	7,219	20	
Brazil	25,873	65%	14,338	15	74%	21,810	16	12,991	11	19,926	16	
Chile	3,113	67%	2,089	48	75%	3,060	32	1,829	42	2,631	25	
Columbia	3,019	74%	1,767	34	74%	2,591	34	1,627	33	2,374	31	
Mexico	9,431	72%	4,310	5	70%	6,463	-1	3,849	3	5,818	-3	
Rest of Central & South America	11,223	47%	4,942	1	51%	9,077	7	4,202	-3	7,365	-1	
Asia	445,716	51%	201,336	21	51%	351,058	16	156,285	18	279,794	13	
China	119,814	37%	65,775	36	38%	107,502	37	45,872	33	82,061	35	
India	104,186	59%	33,543	33	64%	74,244	5	26,014	24	58,038	-3	
Indonesia	5,037	75%	2,558	50	81%	4,003	48	2,232	48	3,604	48	
Iran	5,614	61%	2,587	-14	66%	3,640	-8	2,272	-16	3,117	-12	
Israel	12,400	67%	7,501	16	67%	11,732	23	6,598	17	10,250	23	
Japan	57,820	62%	28,440	5	71%	42,157	4	20,978	3	31,984	3	
Malaysia	5,184	65%	1,735	7	70%	3,117	-2	1,517	5	2,770	4	
Qatar	17,512	92%	2,287	-63	83%	6,779	-46	2,120	-43	2,807	-52	
Saudi Arabia	8,227	62%	5,160	15	73%	6,648	9	4,386	12	5,680	8	
Singapore	10,116	58%	4,438	40	70%	6,864	12	3,908	35	6,077	7	
South Korea	18,046	36%	10,238	40	33%	15,722	27	8,857	42	13,513	26	
Taiwan	12,141	59%	6,776	14	73%	11,075	23	4,982	-2	8,593	14	
Thailand	25,451	74%	5,187	-28	71%	18,464	3	4,409	-33	16,384	-2	
United Arab Emirates	21,944	79%	12,093	22	75%	17,757	11	10,766	17	16,071	8	
Rest of Asia	22,224	40%	13,018	45	51%	21,354	47	11,374	41	18,845	48	
Africa	29,499	53%	10,368	-8	48%	17,825	-17	8,638	-15	15,275	-18	
Egypt	3,107	44%	541	-34	46%	1,439	-29	435	-40	1,257	-31	
Morocco	1,493	62%	1,341	160	81%	1,900	90	1,168	150	1,694	84	
Namibia	7,027	85%	485	-89	53%	1,563	-75	294	-93	1,313	-78	
South Africa	5,345	52%	2,545	35	67%	4,471	26	2,204	31	3,833	26	
Rest of Africa	12,527	46%	5,456	42	39%	8,452	-3	4,537	39	7,178	3	
Oceania	57,056	65%	28,336	12	64%	45,741	9	25,184	11	41,367	11	
Australia	50,435	66%	24,994	12	65%	40,785	11	22,266	10	37,033	11	
New Zealand	6,184	63%	3,227	16	64%	4,591	-2	2,847	14	4,096	6	
Rest of Oceania	437	35%	115	19	58%	365	20	71	-18	238	84	
Rest of the World	180,014	44%	75,044	-19	55%	153,702	-3	57,013	-33	129,643	-11	
Not indicated	624,097	49%	253,619	21	55%	512,816	25	209,870	15	426,642	20	