



Stockholm's tourism industry. March 2018

In March 1,034,914 overnight stays were spent at commercial accommodation in Stockholm County. It was just over 54,000 more than in March in 2017 – an increase of 6 %.

The positive development for foreign visitors continues, while Swedish visitors' overnight stays decreased slightly.

For Nordic guests, the year opened weakly. During March, however, Nordic visitors' guest nights rose by 5 %. This despite fewer Danish visitors. For the first quarter of the year, Nordic guest nights has remained unchanged compared with last year.

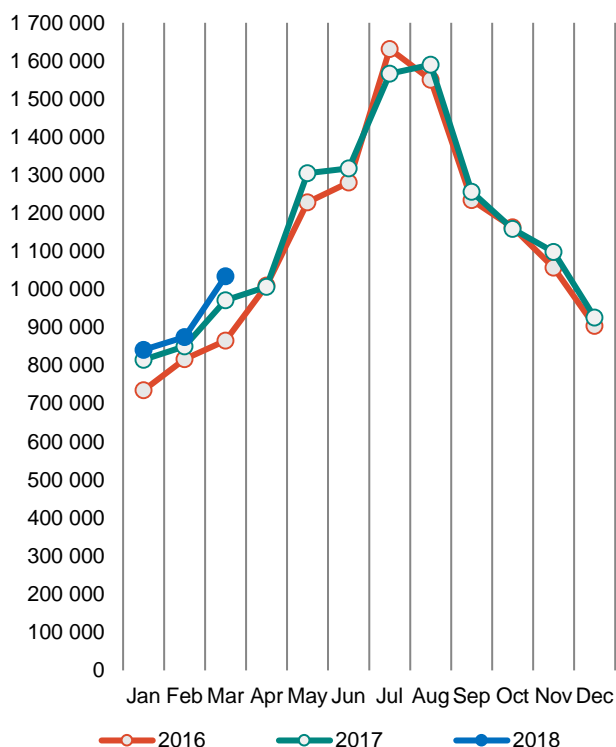
The biggest increase this month is noted for target groups in Europe outside the Nordic region. 30 % more guest nights in March correspond to 35,000. Significant increases are noted for major target groups such as Germany (+29 %), United Kingdom (+12 %) and France (+27%). For Italy and Spain, the increase was steeper yet.

Visitors from the US made 29,000 overnight stays in March, 15 % more than in the same month last year. Other major non-European target groups like India and China showed a very positive development – India +43 % and China +23 %.

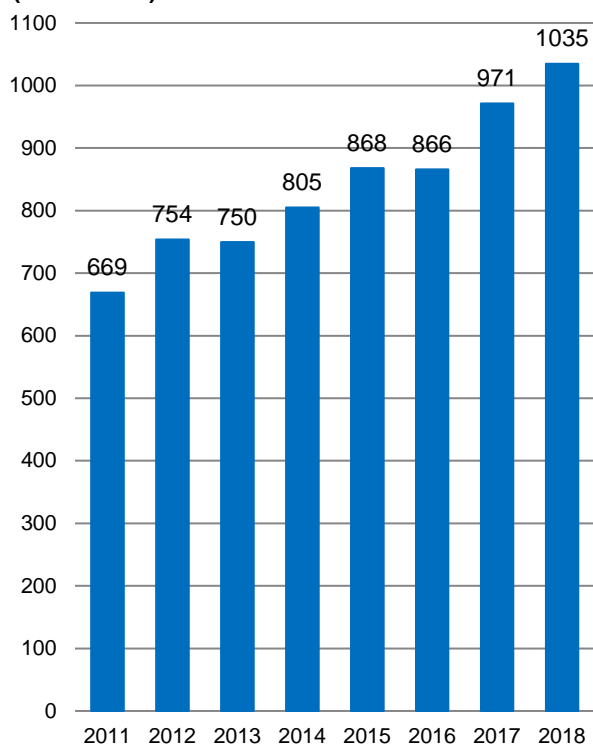
Commercial overnight stays in Stockholm's county March 2018, top 20

| Target group | Guest nights | Change, % | Target group | Guest nights | Change, % |
|------------------|------------------|------------|--------------------|--------------|-----------|
| Total | 1,034,914 | 6% | Not Indicated | 58,735 | 26% |
| Sweden | 681,418 | -1% | | | |
| Foreign | 353,496 | 22% | | | |
| Ranking, Foreign | Guest nights | Change, % | Ranking, Foreign | Guest nights | Change, % |
| 1 Great Britain | 31,958 | 12% | 11 The Netherlands | 8,730 | 15% |
| 2 USA | 28,910 | 15% | 12 China | 7,889 | 23% |
| 3 Germany | 26,345 | 29% | 13 Poland | 6,530 | 21% |
| 4 Norway | 19,365 | 6% | 14 Switzerland | 5,539 | 16% |
| 5 Finland | 17,070 | 12% | 15 Russia | 5,426 | 27% |
| 6 India | 15,351 | 43% | 16 Belgium | 4,531 | 26% |
| 7 France | 11,127 | 27% | 17 Austria | 3,873 | 72% |
| 8 Denmark | 10,113 | -8% | 18 Thailand | 3,301 | 32% |
| 9 Italy | 9,691 | 51% | 19 Australia | 2,815 | 16% |
| 10 Spain | 9,272 | 111% | 20 Turkey | 2,801 | 48% |

Commercial overnight stays by month 2016, 2017 and 2018, Stockholm county



Commercial overnight stays, March 2011-2018, Stockholm county. (Thousands)



Commercial overnight stays 2018 compared with previous year.

| | March 2018 | | YTD | |
|--------------------------------|------------------|-----------|------------------|-----------|
| | Guest nights | Change, % | Guest nights | Change, % |
| Stockholm County | 1,034,914 | 6% | 2,763,084 | 3% |
| Domestic | 681,418 | -1% | 1,845,872 | -1% |
| Foreign | 353,496 | 22% | 917,212 | 13% |
| Nordic countries, excl. Sweden | 48,161 | 5% | 127,747 | 0% |
| Europe excl. Nordic countries | 151,660 | 30% | 387,183 | 14% |
| Non-European | 153,675 | 20% | 402,282 | 16% |
| City of Stockholm | 704,440 | 5% | 1,860,010 | 2% |
| Domestic | 411,317 | -4% | 1,096,771 | -4% |
| Foreign | 293,123 | 21% | 763,239 | 12% |
| Nordic countries, excl. Sweden | 37,885 | 7% | 99,811 | 1% |
| Europe excl. Nordic countries | 127,639 | 35% | 323,551 | 17% |
| Non-European | 127,599 | 14% | 339,877 | 12% |
| Sweden | 4,074,901 | 3% | 7,755,881 | 4% |

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 2017 | Share in Sweden | March 2018 | | | YTD 2018 | | March 2018 | | YTD 2018 | | |
| | | | Guest nights | Change % | Share in Sweden | Guest nights | Change % | Guest nights | Change % | Guest nights | Change % | |
| Total | 14,056,246 | 22% | 1,034,914 | 6 | 23% | 2,763,084 | 3 | 704,440 | 5 | 1,860,010 | 2 | |
| Sweden | 8,865,241 | 19% | 681,418 | -1 | 19% | 1,845,872 | -1 | 411,317 | -4 | 1,096,771 | -4 | |
| Foreign | 5,191,005 | 32% | 353,496 | 22 | 36% | 917,212 | 13 | 293,123 | 21 | 763,239 | 12 | |
| Nordic countries excl. Sweden | 670,531 | 13% | 48,161 | 5 | 15% | 127,747 | 0 | 37,885 | 7 | 99,811 | 1 | |
| Europe excl. Nordic countries | 2,330,915 | 32% | 151,660 | 30 | 41% | 387,183 | 14 | 127,639 | 35 | 323,551 | 17 | |
| Non-European/ not indicated | 2,189,559 | 57% | 153,675 | 20 | 56% | 402,282 | 16 | 127,599 | 14 | 339,877 | 12 | |
| Europe | 2,330,915 | 20% | 199,821 | 23 | 28% | 514,930 | 11 | 165,524 | 27 | 423,362 | 13 | |
| Austria | 57,156 | 41% | 3,873 | 72 | 50% | 7,189 | 29 | 3,391 | 84 | 6,182 | 30 | |
| Belarus | 2,807 | 54% | 440 | 29 | 82% | 878 | 31 | 397 | 21 | 809 | 26 | |
| Belgium | 59,967 | 36% | 4,531 | 26 | 33% | 11,834 | 7 | 3,874 | 29 | 10,249 | 11 | |
| Bulgaria | 5,526 | 56% | 421 | -14 | 36% | 1,029 | -5 | 352 | -11 | 903 | 1 | |
| Croatia | 5,396 | 41% | 423 | -14 | 52% | 1,077 | -2 | 368 | -24 | 966 | -5 | |
| Czech Republic | 15,687 | 21% | 1,974 | 73 | 39% | 3,448 | 19 | 1,585 | 83 | 2,637 | 17 | |
| Denmark | 160,366 | 14% | 10,113 | -8 | 9% | 28,384 | -9 | 7,428 | -11 | 21,627 | -6 | |
| Estonia | 19,717 | 23% | 1,342 | -1 | 13% | 4,326 | 14 | 938 | 15 | 2,987 | 29 | |
| Finland | 217,616 | 38% | 17,070 | 12 | 38% | 43,772 | 1 | 13,576 | 15 | 33,779 | -3 | |
| France | 171,789 | 55% | 11,127 | 27 | 51% | 34,417 | 27 | 9,717 | 23 | 30,364 | 24 | |
| Georgia | 4,339 | 54% | 135 | -43 | 44% | 330 | -40 | 108 | -49 | 268 | -42 | |
| Germany | 546,927 | 18% | 26,345 | 29 | 28% | 57,235 | 2 | 21,972 | 35 | 46,569 | 6 | |
| Greece | 16,075 | 67% | 1,337 | -5 | 70% | 3,131 | -13 | 1,126 | -6 | 2,593 | -14 | |
| Hungary | 19,575 | 51% | 1,519 | 16 | 53% | 3,907 | 5 | 1,217 | 97 | 2,694 | 38 | |
| Iceland | 18,119 | 54% | 1,613 | 21 | 62% | 3,551 | 27 | 1,450 | 23 | 3,178 | 29 | |
| Ireland | 39,440 | 64% | 2,593 | 16 | 41% | 7,117 | 3 | 2,167 | 88 | 4,933 | 53 | |
| Italy | 160,199 | 61% | 9,691 | 51 | 54% | 26,422 | 32 | 8,537 | 53 | 23,477 | 35 | |
| Latvia | 15,232 | 30% | 1,937 | 88 | 25% | 4,047 | 38 | 1,303 | 106 | 2,709 | 34 | |
| Lithuania | 30,388 | 48% | 2,397 | -9 | 44% | 7,488 | -1 | 1,450 | -1 | 4,269 | 2 | |
| Luxembourg | 9,935 | 65% | 521 | 19 | 69% | 1,221 | -10 | 479 | 17 | 1,129 | -8 | |
| Netherlands | 154,830 | 21% | 8,730 | 15 | 37% | 24,406 | 4 | 6,939 | 12 | 19,851 | 4 | |
| Norway | 274,430 | 8% | 19,365 | 6 | 11% | 52,040 | 4 | 15,431 | 9 | 41,227 | 6 | |
| Poland | 63,803 | 27% | 6,530 | 21 | 36% | 15,719 | 13 | 4,626 | 31 | 11,099 | 22 | |
| Portugal | 14,051 | 46% | 1,221 | 33 | 47% | 2,987 | 21 | 1,096 | 53 | 2,700 | 29 | |
| Romania | 19,450 | 34% | 1,632 | 33 | 43% | 4,205 | 33 | 1,445 | 27 | 3,606 | 26 | |
| Russia | 72,446 | 54% | 5,426 | 27 | 49% | 19,698 | 17 | 4,713 | 26 | 17,142 | 17 | |
| Slovakia | 4,987 | 16% | 479 | 127 | 16% | 1,179 | 20 | 374 | 119 | 889 | 8 | |
| Slovenia | 3,339 | 26% | 258 | 4 | 45% | 776 | 55 | 123 | -45 | 302 | -29 | |
| Spain | 132,032 | 65% | 9,272 | 111 | 58% | 19,818 | 47 | 8,285 | 114 | 17,684 | 51 | |
| Switzerland | 145,320 | 38% | 5,539 | 16 | 48% | 15,180 | 3 | 4,963 | 20 | 13,618 | 7 | |
| Turkey | 27,287 | 64% | 2,801 | 48 | 69% | 6,254 | 26 | 2,577 | 45 | 5,809 | 26 | |
| UK | 447,835 | 51% | 31,958 | 12 | 49% | 82,202 | 2 | 27,062 | 14 | 69,578 | 2 | |
| Ukraine | 12,570 | 52% | 1,432 | 106 | 73% | 2,993 | 25 | 1,201 | 91 | 2,573 | 23 | |
| Rest of Europe | 52,810 | 44% | 5,776 | 261 | 51% | 16,670 | 241 | 5,254 | 281 | 14,962 | 255 | |

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|------------------------------------|-------------------|-----------------|---------------|------------|-----------------|---------------|-------------------|---------------|------------|---------------|-----------|--|
| | Guest nights 2017 | Share in Sweden | March 2018 | | | YTD 2018 | | | March 2018 | | YTD 2018 | |
| | | | Guest nights | Change % | Share in Sweden | Guest nights | Change % | Guest nights | Change % | Guest nights | Change % | |
| North America | 521,415 | 61% | 31,108 | 16 | 57% | 74,379 | 12 | 26,319 | 13 | 62,544 | 10 | |
| Canada | 39,566 | 64% | 2,198 | 34 | 65% | 5,646 | 6 | 1,945 | 32 | 5,089 | 7 | |
| USA | 481,849 | 61% | 28,910 | 15 | 57% | 68,733 | 13 | 24,374 | 12 | 57,455 | 10 | |
| Central & South America | 69,010 | 60% | 4,056 | 60 | 64% | 8,445 | 20 | 2,995 | 41 | 6,321 | 3 | |
| Argentina | 9,221 | 80% | 455 | 67 | 72% | 968 | 25 | 406 | 53 | 881 | 22 | |
| Brazil | 30,978 | 66% | 1,106 | 22 | 70% | 2,746 | 2 | 970 | 22 | 2,235 | -8 | |
| Chile | 3,835 | 70% | 696 | 423 | 64% | 1,000 | 136 | 176 | 60 | 414 | 14 | |
| Columbia | 3,480 | 71% | 173 | -1 | 62% | 354 | -21 | 164 | 21 | 340 | -8 | |
| Mexico | 8,593 | 66% | 535 | 60 | 68% | 1,146 | 25 | 453 | 71 | 1,023 | 31 | |
| Rest of Central & South America | 12,903 | 47% | 1,091 | 53 | 56% | 2,231 | 24 | 826 | 50 | 1,428 | -1 | |
| Asia | 522,233 | 53% | 39,063 | 33 | 63% | 97,922 | 12 | 30,161 | 20 | 78,060 | 4 | |
| China | 144,679 | 39% | 7,889 | 23 | 54% | 24,020 | 0 | 6,940 | 21 | 21,548 | 0 | |
| India | 139,969 | 64% | 15,351 | 43 | 73% | 37,695 | 25 | 9,299 | -1 | 23,935 | -9 | |
| Indonesia | 5,986 | 76% | 596 | 127 | 82% | 1,278 | 106 | 547 | 115 | 1,192 | 98 | |
| Iran | 5,769 | 59% | 404 | 58 | 64% | 674 | 11 | 336 | 58 | 592 | 12 | |
| Israel | 15,263 | 70% | 816 | 66 | 67% | 1,839 | 46 | 742 | 77 | 1,657 | 53 | |
| Japan | 60,381 | 63% | 2,658 | 3 | 54% | 6,382 | -1 | 2,309 | 3 | 5,691 | 2 | |
| Malaysia | 5,085 | 63% | 399 | 22 | 46% | 935 | 30 | 336 | 10 | 852 | 30 | |
| Qatar | 7,353 | 88% | 238 | -76 | 85% | 594 | -81 | 225 | 174 | 559 | 63 | |
| Saudi Arabia | 8,337 | 59% | 359 | 89 | 48% | 628 | 3 | 312 | 121 | 553 | 12 | |
| Singapore | 11,500 | 57% | 1,152 | 184 | 53% | 2,052 | 53 | 1,042 | 180 | 1,869 | 51 | |
| South Korea | 20,832 | 38% | 944 | 95 | 67% | 2,358 | -12 | 826 | 99 | 2,093 | -10 | |
| Taiwan | 13,756 | 62% | 986 | 79 | 64% | 2,849 | 35 | 720 | 78 | 2,208 | 25 | |
| Thailand | 28,499 | 75% | 3,301 | 32 | 78% | 7,151 | 11 | 2,937 | 26 | 6,567 | 10 | |
| United Arab Emirates | 24,731 | 75% | 1,862 | 48 | 81% | 4,286 | 29 | 1,702 | 46 | 3,952 | 27 | |
| Rest of Asia | 30,093 | 46% | 2,108 | 17 | 42% | 5,181 | 25 | 1,888 | 15 | 4,792 | 27 | |
| Africa | 27,916 | 50% | 2,357 | 77 | 55% | 5,402 | 25 | 1,947 | 62 | 4,629 | 17 | |
| Egypt | 2,374 | 42% | 402 | 117 | 54% | 577 | -25 | 380 | 139 | 547 | -22 | |
| Morocco | 2,714 | 63% | 259 | 125 | 73% | 398 | 18 | 242 | 124 | 371 | 16 | |
| Namibia | 2,274 | 61% | 75 | -17 | 49% | 266 | -57 | 28 | -67 | 54 | -91 | |
| South Africa | 6,665 | 62% | 438 | 22 | 49% | 1,145 | 10 | 367 | 17 | 1,008 | 7 | |
| Rest of Africa | 13,889 | 44% | 1,183 | 102 | 56% | 3,016 | 92 | 930 | 74 | 2,649 | 89 | |
| Oceania | 63,690 | 64% | 3,396 | 24 | 66% | 10,976 | 21 | 3,068 | 19 | 10,090 | 19 | |
| Australia | 56,759 | 64% | 2,815 | 16 | 64% | 9,711 | 18 | 2,550 | 12 | 8,962 | 17 | |
| New Zealand | 6,431 | 65% | 490 | 76 | 76% | 1,147 | 44 | 437 | 64 | 1,034 | 42 | |
| Rest of Oceania | 500 | 52% | 91 | 214 | 76% | 118 | 48 | 81 | 224 | 94 | 54 | |
| Rest of the World | 205,423 | 54% | 14,960 | -21 | 53% | 50,850 | -1 | 13,510 | -25 | 46,981 | -4 | |
| Not indicated | 779,872 | 57% | 58,735 | 26 | 50% | 154,308 | 27 | 49,599 | 26 | 131,252 | 26 | |