



Photographer: Henrik Trygg

Stockholm's tourism industry. July 2018

In July, for the first time over 1.7 million overnight stays were made at commercial accommodation in Stockholm County during a month. This was an increase of 7 % compared with July 2017.

In Sweden as a whole, the number of domestic guest nights decreased. In Stockholm, domestic guest nights as well as foreign increased, by 4 % and 12 % respectively.

Visitors from all Nordic countries increased significantly compared with July 2017. July last year was however a weak month for Nordic visits. Visitors from Finland are increasing the most – almost 12,000 or 36 % more guest nights than the same month last year.

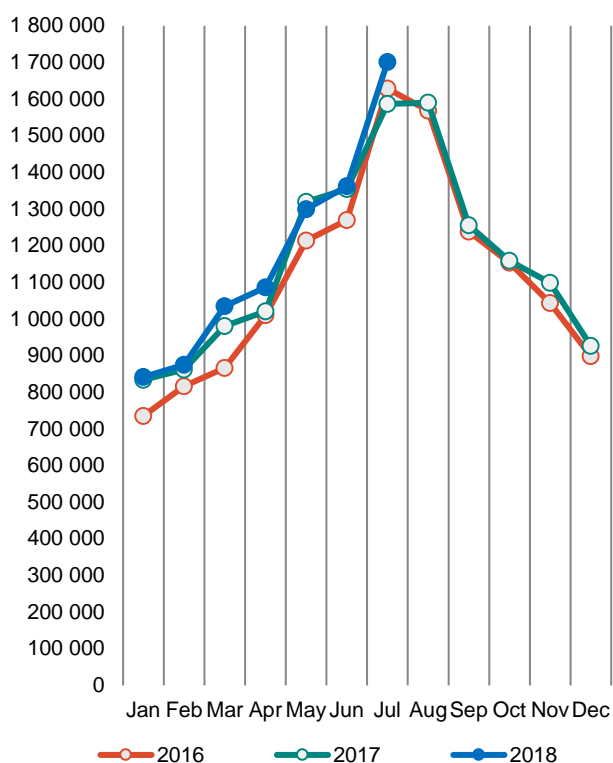
Also for Europe outside the Nordic region, July meant an increase in commercial overnight stays (+14 %). Guest nights from visitors from Germany increased by 18 %, French by 15 %, Netherlands with 9 % and Austrian by 35 %. On the other hand, overnight stays from British visitors decreased. This also applies to the whole year this far.

Notable from target groups outside of Europe, the number of guest nights from the US decreased for the third month in a row. However, 76,000 guest nights still place USA with a good margin as second largest nationality in July. The good trend for China (+8 %), Japan (+18 %) and India (+17 %) continued in July.

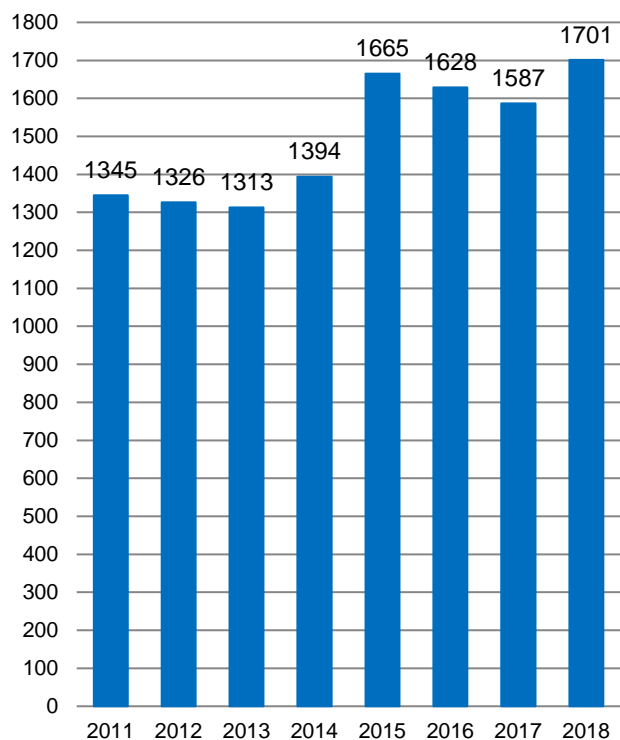
Commercial overnight stays in Stockholm's county July 2018, top 20

Target group	Guest nights	Change, %	Target group	Guest nights	Change, %
Total	1,701,212	7%	Not Indicated	111,726	32%
Sweden	901,644	4%			
Foreign	799,568	12%			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Germany	120,376	18%	11 Spain	21,178	2%
2 USA	76,082	-3%	12 Italy	15,970	-11%
3 Great Britain	44,288	-10%	13 Austria	13,049	35%
4 Finland	43,832	36%	14 India	12,787	17%
5 Norway	43,423	5%	15 Japan	10,943	18%
6 Switzerland	33,020	0%	16 Australia	10,061	8%
7 Denmark	25,836	7%	17 Belgium	9,706	4%
8 France	24,720	15%	18 Russia	9,672	33%
9 China	22,419	8%	19 Canada	5,678	4%
10 The Netherlands	21,211	9%	20 Poland	5,289	-3%

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



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



Commercial overnight stays 2018 compared with previous year.

	July 2018		YTD	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	1,701,212	7%	8,268,972	4%
Domestic	901,644	4%	5,038,277	1%
Foreign	799,568	12%	3,230,695	8%
Nordic countries, excl. Sweden	114,630	16%	416,074	4%
Europe excl. Nordic countries	356,598	8%	1,409,570	7%
Non-European	328,340	14%	1,405,051	12%
City of Stockholm	1,110,625	7%	5,568,110	3%
Domestic	501,745	4%	2,960,734	0%
Foreign	608,880	9%	2,607,376	8%
Nordic countries, excl. Sweden	78,946	8%	311,424	1%
Europe excl. Nordic countries	262,958	7%	1,124,207	8%
Non-European	266,976	10%	1,171,745	9%
Sweden	12,361,794	-2%	40,480,758	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 2017	Share in Sweden	July 2018			YTD 2018		July 2018		YTD 2018	
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %
Total	14,056,246	22%	1,701,212	7	14%	8,268,972	4	1,110,625	7	5,568,110	3
Sweden	8,865,241	19%	901,644	4	11%	5,038,277	1	501,745	4	2,960,734	0
Foreign	5,191,005	32%	799,568	12	20%	3,230,695	8	608,880	9	2,607,376	8
Nordic countries excl. Sweden	670,531	13%	114,630	16	6%	416,074	4	78,946	8	311,424	1
Europe excl. Nordic countries	2,330,915	32%	356,598	8	22%	1,409,570	7	262,958	7	1,124,207	8
Non-European/ not indicated	2,189,559	57%	328,340	14	57%	1,405,051	12	266,976	10	1,171,745	9
Europe	2,330,915	20%	471,228	10	14%	1,825,644	6	341,904	8	1,435,631	6
Austria	57,156	41%	13,049	35	38%	41,464	24	10,461	33	34,404	21
Belarus	2,807	54%	381	18	77%	1,890	13	316	24	1,697	14
Belgium	59,967	36%	9,706	4	29%	38,853	5	8,037	2	32,979	6
Bulgaria	5,526	56%	587	-13	33%	3,162	-6	473	-21	2,731	-6
Croatia	5,396	41%	433	-10	24%	3,359	3	386	5	3,035	17
Czech Republic	15,687	21%	2,748	68	30%	11,640	34	2,065	79	8,843	38
Denmark	160,366	14%	25,836	7	10%	92,741	-5	16,576	-4	67,285	-8
Estonia	19,717	23%	1,997	11	20%	10,736	5	1,192	74	7,306	30
Finland	217,616	38%	43,832	36	35%	149,311	14	33,875	40	113,377	12
France	171,789	55%	24,720	15	57%	108,092	14	19,140	9	92,010	13
Georgia	4,339	54%	779	-10	47%	2,677	-3	488	-34	1,947	-10
Germany	546,927	18%	120,376	18	14%	345,070	7	80,095	16	253,505	6
Greece	16,075	67%	1,598	-2	58%	9,880	1	1,192	7	8,498	7
Hungary	19,575	51%	2,146	3	48%	10,212	-5	1,771	13	7,680	20
Iceland	18,119	54%	1,539	3	26%	9,606	4	1,257	6	8,466	9
Ireland	39,440	64%	2,788	-12	51%	17,298	-13	1,857	15	12,150	33
Italy	160,199	61%	15,970	-11	57%	81,512	6	13,919	-13	72,596	7
Latvia	15,232	30%	1,169	-11	34%	10,751	37	744	-4	7,141	43
Lithuania	30,388	48%	1,980	14	28%	17,970	11	1,264	39	10,315	11
Luxembourg	9,935	65%	1,343	24	60%	5,613	0	1,128	19	4,990	-2
Netherlands	154,830	21%	21,211	9	12%	88,080	-2	14,152	2	67,433	-4
Norway	274,430	8%	43,423	5	3%	164,416	0	27,238	-10	122,296	-4
Poland	63,803	27%	5,289	-3	22%	41,379	14	3,822	12	28,240	21
Portugal	14,051	46%	1,918	19	41%	9,214	22	1,620	29	7,857	21
Romania	19,450	34%	3,196	28	55%	12,880	15	2,086	29	10,109	16
Russia	72,446	54%	9,672	33	56%	48,071	14	8,093	29	41,261	14
Slovakia	4,987	16%	703	100	12%	3,969	61	480	66	3,064	52
Slovenia	3,339	26%	474	29	44%	2,414	22	375	46	1,661	10
Spain	132,032	65%	21,178	2	73%	72,413	9	17,200	-1	62,276	10
Switzerland	145,320	38%	33,020	0	26%	86,710	-1	25,322	2	71,821	0
Turkey	27,287	64%	2,616	-12	59%	16,867	10	2,106	-12	14,371	8
UK	447,835	51%	44,288	-10	49%	248,129	-8	34,171	-10	204,795	-5
Ukraine	12,570	52%	2,023	73	58%	8,440	27	1,671	74	7,031	28
Rest of Europe	52,810	44%	9,240	27	45%	50,825	125	7,332	23	42,461	121

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Country	Stockholm county						City of Stockholm					
	Guest nights 2017	Share in Sweden	July 2018			YTD 2018			July 2018		YTD 2018	
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %	
North America	521,415	61%	81,760	-2	59%	320,935	3	67,494	-7	272,702	1	
Canada	39,566	64%	5,678	4	64%	23,973	7	4,762	0	21,017	6	
USA	481,849	61%	76,082	-3	58%	296,962	3	62,732	-8	251,685	0	
Central & South America	69,010	60%	11,162	-17	64%	40,841	-4	10,219	-19	35,133	-9	
Argentina	9,221	80%	2,036	-10	72%	6,928	13	1,912	-10	6,302	11	
Brazil	30,978	66%	4,944	-15	69%	15,711	-16	4,609	-17	13,906	-20	
Chile	3,835	70%	542	-17	81%	2,534	8	509	-6	1,845	-8	
Columbia	3,480	71%	662	15	86%	2,353	16	613	11	2,213	20	
Mexico	8,593	66%	1,404	-21	74%	5,499	0	1,245	-23	4,888	-2	
Rest of Central & South America	12,903	47%	1,574	-34	38%	7,816	-2	1,331	-38	5,979	-10	
Asia	522,233	53%	70,616	3	58%	314,765	7	51,265	-7	235,867	-2	
China	144,679	39%	22,419	8	43%	85,866	4	16,371	15	68,416	5	
India	139,969	64%	12,787	17	81%	93,866	17	6,463	-30	55,606	-17	
Indonesia	5,986	76%	316	-37	81%	4,513	35	277	-38	3,868	26	
Iran	5,769	59%	444	-37	57%	2,246	-5	391	-37	1,984	1	
Israel	15,263	70%	3,378	5	75%	8,929	-1	2,755	-3	7,614	-5	
Japan	60,381	63%	10,943	18	86%	36,136	15	7,376	6	25,656	8	
Malaysia	5,085	63%	425	8	70%	3,990	51	353	-2	3,651	55	
Qatar	7,353	88%	772	35	58%	2,260	-56	714	30	2,052	44	
Saudi Arabia	8,337	59%	1,840	9	68%	4,210	7	1,636	9	3,625	4	
Singapore	11,500	57%	1,367	8	75%	7,362	30	1,225	3	6,730	33	
South Korea	20,832	38%	3,874	8	39%	10,766	-8	3,367	2	9,118	-10	
Taiwan	13,756	62%	1,751	-23	71%	8,497	-9	1,362	-22	6,154	-19	
Thailand	28,499	75%	1,830	-35	54%	16,064	-8	1,475	-43	14,261	-11	
United Arab Emirates	24,731	75%	2,986	-41	59%	11,186	-10	2,687	-41	10,304	-10	
Rest of Asia	30,093	46%	5,484	-2	63%	18,874	7	4,813	-5	16,828	5	
Africa	27,916	50%	4,017	24	50%	20,505	34	3,202	15	17,117	29	
Egypt	2,374	42%	414	141	60%	1,709	21	228	59	1,451	18	
Morocco	2,714	63%	338	-17	85%	1,488	14	315	-3	1,319	12	
Namibia	2,274	61%	781	109	85%	1,756	24	444	47	811	-36	
South Africa	6,665	62%	1,320	112	72%	5,274	52	1,208	116	4,647	55	
Rest of Africa	13,889	44%	1,164	-30	28%	10,278	33	1,007	-31	8,889	34	
Oceania	63,690	64%	11,370	8	67%	39,210	7	10,073	4	35,610	6	
Australia	56,759	64%	10,061	8	67%	34,572	6	9,071	6	31,617	4	
New Zealand	6,431	65%	1,153	-1	66%	4,266	22	963	-10	3,800	18	
Rest of Oceania	500	52%	156	311	69%	372	18	39	56	193	-11	
Rest of the World	205,423	54%	37,689	58	58%	173,048	34	32,063	72	155,090	37	
Not indicated	779,872	57%	111,726	32	54%	495,747	16	92,660	29	420,226	17	