



Photographer: Yanan Li

## Stockholm's tourism industry. August 2018

In August close to 1.7 million overnight stays were made at commercial accommodations in Stockholm County. This was 74,000 or 5 % more than in August 2017. Just more than half (55 %) of all guest nights were generated from Swedish visitors.

In Sweden as a whole, the number of guest nights decreased by 1 % in August. In Stockholm, Domestic overnight stays increased by 3 % and foreign by 6 %.

Visitors from Nordic countries increased by 2 % in August and by 3 % so far in 2018. Both Denmark and Finland showed a strong development during the month. For Norway, August – as well as the year so far – meant a decline. For both Norway and Denmark,

the development was more negative in the city than in the rest of the county.

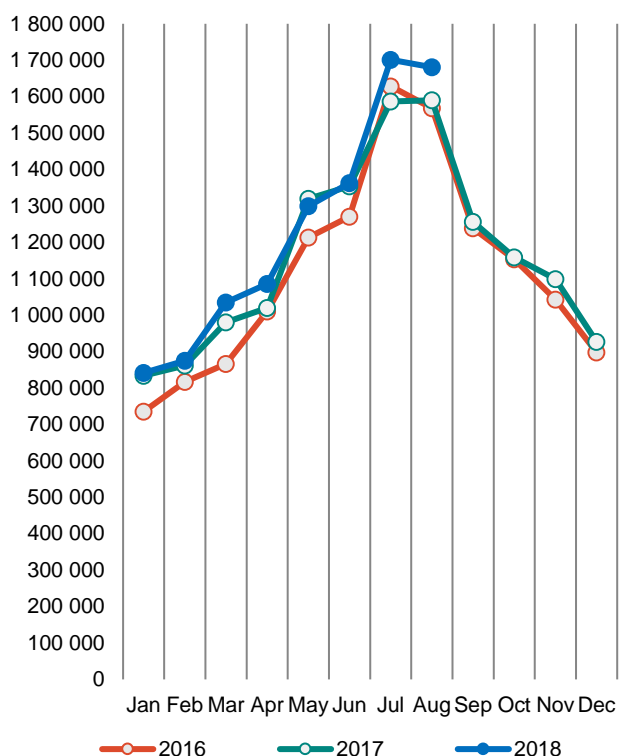
Guest nights from visitors from Europe outside the Nordic countries increased by 5 % during the month. This corresponds to 19,000 more overnight stays in August and 97,000 more for the whole of 2018. For larger target groups, increases for Germany (5 %), Spain (13 %), France (7 %) and Switzerland (8 %) are noted. In percentage terms, guest nights from Russia increased significantly (23 %). However, for UK, the trend is still weak.

Guest nights from the US increased by 6 %, India by 16 %, China by 2 % and Australia by 14 %.

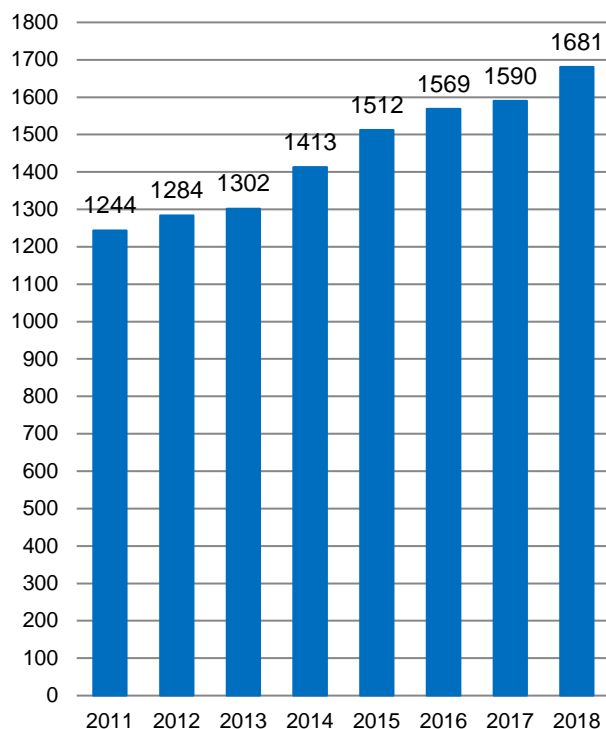
### Commercial overnight stays in Stockholm's county August 2018, top 20

Target group	Guest nights	Change, %	Target group	Guest nights	Change, %
<b>Total</b>	<b>1,680,753</b>	<b>5%</b>	Not Indicated	101,581	11%
<b>Sweden</b>	<b>916,186</b>	<b>3%</b>			
<b>Foreign</b>	<b>764,567</b>	<b>6%</b>			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Germany	110,814	5%	11 Finland	21,685	12%
2 USA	75,167	6%	12 Denmark	18,368	10%
3 Great Britain	52,286	-1%	13 India	12,531	16%
4 Italy	36,662	-3%	14 Austria	11,496	17%
5 Spain	32,303	13%	15 Japan	11,005	-4%
6 France	29,509	7%	16 Australia	9,492	14%
7 Switzerland	23,618	8%	17 Russia	9,144	23%
8 Norway	23,344	-9%	18 Belgium	8,123	11%
9 The Netherlands	22,759	-3%	19 Poland	6,773	2%
10 China	22,464	2%	20 United Arab Emirates	5,969	6%

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



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



**Commercial overnight stays 2018 compared with previous year.**

	August 2018		YTD	
	Guest nights	Change, %	Guest nights	Change, %
<b>Stockholm County</b>	<b>1,680,753</b>	<b>5%</b>	<b>9,917,328</b>	<b>4%</b>
Domestic	916,186	3%	5,946,279	2%
Foreign	764,567	6%	3,971,049	7%
Nordic countries, excl. Sweden	64,743	2%	476,475	3%
Europe excl. Nordic countries	385,280	5%	1,786,614	6%
Non-European	314,544	8%	1,707,960	10%
<b>City of Stockholm</b>	<b>1,119,841</b>	<b>5%</b>	<b>6,678,339</b>	<b>3%</b>
Domestic	517,035	7%	3,477,312	1%
Foreign	602,806	4%	3,201,027	7%
Nordic countries, excl. Sweden	46,920	-5%	355,807	-1%
Europe excl. Nordic countries	300,341	7%	1,424,188	7%
Non-European	255,545	3%	1,421,032	8%
<b>Sweden</b>	<b>8,456,935</b>	<b>-1%</b>	<b>49,192,626</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 2017	Share in Sweden	August 2018			YTD 2018		August 2018		YTD 2018		
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %	
<b>Total</b>	<b>14,056,246</b>	<b>22%</b>	<b>1,680,753</b>	<b>5</b>	<b>20%</b>	<b>9,917,328</b>	<b>4</b>	<b>1,119,841</b>	<b>5</b>	<b>6,678,339</b>	<b>3</b>	
<b>Sweden</b>	<b>8,865,241</b>	<b>19%</b>	<b>916,186</b>	<b>3</b>	<b>16%</b>	<b>5,946,279</b>	<b>2</b>	<b>517,035</b>	<b>7</b>	<b>3,477,312</b>	<b>1</b>	
<b>Foreign</b>	<b>5,191,005</b>	<b>32%</b>	<b>764,567</b>	<b>6</b>	<b>28%</b>	<b>3,971,049</b>	<b>7</b>	<b>602,806</b>	<b>4</b>	<b>3,201,027</b>	<b>7</b>	
<b>Nordic countries excl. Sweden</b>	<b>670,531</b>	<b>13%</b>	<b>64,743</b>	<b>2</b>	<b>9%</b>	<b>476,475</b>	<b>3</b>	<b>46,920</b>	<b>-5</b>	<b>355,807</b>	<b>-1</b>	
<b>Europe excl. Nordic countries</b>	<b>2,330,915</b>	<b>32%</b>	<b>385,280</b>	<b>5</b>	<b>26%</b>	<b>1,786,614</b>	<b>6</b>	<b>300,341</b>	<b>7</b>	<b>1,424,188</b>	<b>7</b>	
<b>Non-European/ not indicated</b>	<b>2,189,559</b>	<b>57%</b>	<b>314,544</b>	<b>8</b>	<b>59%</b>	<b>1,707,960</b>	<b>10</b>	<b>255,545</b>	<b>3</b>	<b>1,421,032</b>	<b>8</b>	
<b>Europe</b>	<b>2,330,915</b>	<b>20%</b>	<b>450,023</b>	<b>5</b>	<b>21%</b>	<b>2,263,089</b>	<b>5</b>	<b>347,261</b>	<b>5</b>	<b>1,779,995</b>	<b>6</b>	
Austria	57,156	41%	11,496	17	42%	52,570	22	9,518	16	43,882	20	
Belarus	2,807	54%	314	31	60%	2,194	15	296	29	1,989	16	
Belgium	59,967	36%	8,123	11	23%	46,584	5	6,981	18	39,725	7	
Bulgaria	5,526	56%	594	69	39%	3,762	1	543	116	3,284	4	
Croatia	5,396	41%	513	13	27%	3,865	4	437	26	3,476	18	
Czech Republic	15,687	21%	2,006	2	25%	13,450	26	1,495	13	10,191	32	
Denmark	160,366	14%	18,368	10	13%	110,215	-3	12,647	-6	79,407	-8	
Estonia	19,717	23%	1,957	-21	17%	12,853	1	1,457	5	8,904	27	
Finland	217,616	38%	21,685	12	35%	170,120	13	16,299	11	128,868	11	
France	171,789	55%	29,509	7	53%	138,084	13	23,945	4	116,619	12	
Georgia	4,339	54%	530	-18	31%	3,278	-4	417	-22	2,440	-10	
Germany	546,927	18%	110,814	5	15%	451,219	5	78,754	8	331,415	6	
Greece	16,075	67%	1,541	-10	58%	11,311	-2	1,304	-13	9,704	3	
Hungary	19,575	51%	2,100	-14	44%	12,217	-7	1,706	8	9,263	16	
Iceland	18,119	54%	1,346	-10	49%	10,883	2	1,207	-3	9,594	7	
Ireland	39,440	64%	3,714	-33	63%	20,810	-18	2,555	14	14,589	29	
Italy	160,199	61%	36,662	-3	61%	118,666	3	32,125	-4	105,368	4	
Latvia	15,232	30%	1,430	4	28%	12,055	31	1,112	25	8,173	39	
Lithuania	30,388	48%	2,820	26	37%	20,645	12	1,829	46	12,027	14	
Luxembourg	9,935	65%	1,507	-10	47%	7,063	-3	1,185	-18	6,096	-7	
Netherlands	154,830	21%	22,759	-3	11%	109,772	-3	16,021	-3	83,248	-4	
Norway	274,430	8%	23,344	-9	5%	185,257	-2	16,767	-15	137,938	-6	
Poland	63,803	27%	6,773	2	23%	47,739	11	4,535	11	32,595	19	
Portugal	14,051	46%	3,147	27	61%	12,378	23	2,635	16	10,413	19	
Romania	19,450	34%	2,643	30	40%	15,346	16	1,869	13	11,887	15	
Russia	72,446	54%	9,144	23	55%	56,757	15	7,710	24	48,670	15	
Slovakia	4,987	16%	738	37	11%	4,691	56	565	24	3,632	47	
Slovenia	3,339	26%	281	-37	41%	2,687	11	238	-18	1,895	5	
Spain	132,032	65%	32,303	13	70%	103,536	9	28,212	13	89,638	10	
Switzerland	145,320	38%	23,618	8	33%	110,801	2	19,075	7	91,684	3	
Turkey	27,287	64%	3,178	2	70%	19,880	8	2,344	-8	16,573	4	
UK	447,835	51%	52,286	-1	52%	301,012	-6	40,589	-3	246,560	-5	
Ukraine	12,570	52%	1,665	11	29%	10,021	23	1,412	27	8,392	27	
Rest of Europe	52,810	44%	11,115	72	51%	61,368	112	9,477	76	51,856	111	

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Country	Stockholm county						City of Stockholm					
	Guest nights 2017	Share in Sweden	August 2018			YTD 2018			August 2018		YTD 2018	
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %	
<b>North America</b>	<b>521,415</b>	<b>61%</b>	<b>79,834</b>	<b>5</b>	<b>62%</b>	<b>404,545</b>	<b>4</b>	<b>68,716</b>	<b>3</b>	<b>345,968</b>	<b>2</b>	
Canada	39,566	64%	4,667	-17	70%	29,054	4	4,163	-17	25,624	3	
USA	481,849	61%	75,167	6	61%	375,491	4	64,553	5	320,344	2	
<b>Central &amp; South America</b>	<b>69,010</b>	<b>60%</b>	<b>11,842</b>	<b>6</b>	<b>75%</b>	<b>52,598</b>	<b>-2</b>	<b>10,769</b>	<b>6</b>	<b>45,891</b>	<b>-6</b>	
Argentina	9,221	80%	1,599	-9	68%	8,574	9	1,463	-11	7,822	7	
Brazil	30,978	66%	5,104	-8	81%	20,719	-15	4,727	-10	18,584	-18	
Chile	3,835	70%	441	-27	65%	2,935	-1	373	-32	2,185	-15	
Columbia	3,480	71%	446	-19	80%	2,750	7	399	-17	2,577	11	
Mexico	8,593	66%	1,121	12	82%	6,673	3	1,026	12	5,978	1	
Rest of Central & South America	12,903	47%	3,131	86	69%	10,947	13	2,781	114	8,745	10	
<b>Asia</b>	<b>522,233</b>	<b>53%</b>	<b>74,115</b>	<b>2</b>	<b>55%</b>	<b>389,059</b>	<b>6</b>	<b>55,571</b>	<b>-7</b>	<b>293,123</b>	<b>-3</b>	
China	144,679	39%	22,464	2	39%	107,651	3	17,236	6	85,288	5	
India	139,969	64%	12,531	16	74%	104,916	16	5,844	-36	60,904	-20	
Indonesia	5,986	76%	395	-10	79%	4,844	28	318	-19	4,138	20	
Iran	5,769	59%	578	-50	58%	2,796	-21	517	-51	2,467	-18	
Israel	15,263	70%	3,243	13	73%	12,252	3	2,776	6	10,505	-1	
Japan	60,381	63%	11,005	-4	74%	47,185	10	8,344	-13	34,140	2	
Malaysia	5,085	63%	461	12	80%	4,398	44	315	-9	3,924	45	
Qatar	7,353	88%	1,944	44	67%	4,130	-36	1,757	37	3,750	39	
Saudi Arabia	8,337	59%	1,742	-30	51%	6,050	-6	1,433	-31	5,177	-7	
Singapore	11,500	57%	914	-14	42%	8,179	21	835	-15	7,491	24	
South Korea	20,832	38%	3,472	-14	40%	14,206	-10	3,041	-8	12,111	-10	
Taiwan	13,756	62%	1,517	-17	54%	9,831	-12	1,209	-7	7,224	-19	
Thailand	28,499	75%	2,400	14	69%	19,005	-3	1,855	-1	16,661	-6	
United Arab Emirates	24,731	75%	5,969	6	79%	19,115	6	5,270	3	17,460	6	
Rest of Asia	30,093	46%	5,480	15	60%	24,501	9	4,821	16	21,883	9	
<b>Africa</b>	<b>27,916</b>	<b>50%</b>	<b>4,810</b>	<b>24</b>	<b>57%</b>	<b>25,113</b>	<b>31</b>	<b>4,135</b>	<b>21</b>	<b>21,000</b>	<b>26</b>	
Egypt	2,374	42%	570	202	72%	2,243	40	519	185	1,931	36	
Morocco	2,714	63%	706	1	77%	2,163	8	624	-5	1,917	4	
Namibia	2,274	61%	883	252	92%	2,573	55	560	222	1,317	-8	
South Africa	6,665	62%	1,046	4	67%	6,243	39	929	2	5,490	41	
Rest of Africa	13,889	44%	1,605	-8	38%	11,891	26	1,503	0	10,345	27	
<b>Oceania</b>	<b>63,690</b>	<b>64%</b>	<b>10,571</b>	<b>12</b>	<b>69%</b>	<b>49,658</b>	<b>8</b>	<b>9,518</b>	<b>11</b>	<b>45,102</b>	<b>7</b>	
Australia	56,759	64%	9,492	14	69%	44,011	7	8,568	12	40,195	6	
New Zealand	6,431	65%	1,017	-1	72%	5,211	15	906	0	4,667	13	
Rest of Oceania	500	52%	62	22	69%	436	19	44	91	240	0	
<b>Rest of the World</b>	<b>205,423</b>	<b>54%</b>	<b>31,791</b>	<b>21</b>	<b>71%</b>	<b>201,913</b>	<b>30</b>	<b>20,593</b>	<b>-6</b>	<b>173,763</b>	<b>29</b>	
Not indicated	779,872	57%	101,581	11	54%	585,074	13	86,243	10	496,185	13	