



Photographer: Jeppe Wikström

Stockholm's tourism industry. September 2018

Overnight stays in September at Stockholm County's commercial accommodation facilities have increased slightly over the last three years. In September 2018, close to 1.3 million guest nights were recorded, 6,000 more than in the previous year. Swedish guest nights fell by 2 %, while foreign increased by 4 %. After three quarters of 2018, visitors from all parts of the world have increased. Swedish guests least and non-European most.

Guest nights from Nordic visitors fell by 1 % during September. There were 2,500 fewer Norwegian guest nights that reduced the result for Nordic target groups. Finland, Iceland and Denmark were all increasing.

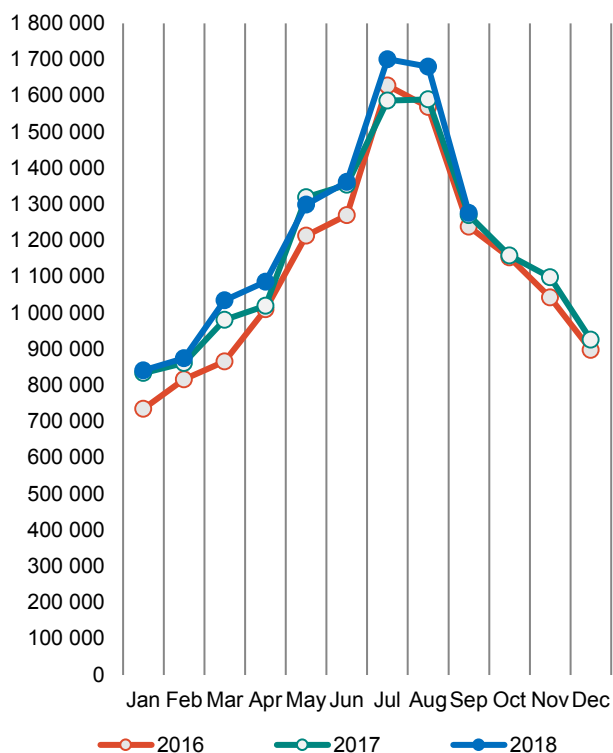
September was most positive for Europe outside the Nordic region. Nearly 206,000 overnight stays exceeded September last year by 19,000 – an increase of 10 %. Most notable is that German visitors made 11 000 (+26 %) more overnight stays than in the same month of 2017. For Spain, Italy, France, Russia and the Netherlands, the month was positive as well. However, for Britain, development still points in a negative direction.

For important target groups outside Europe, overnight stays from the US and India increased by 4% and China by 15 %, while Japan and Australia showed a slight decline.

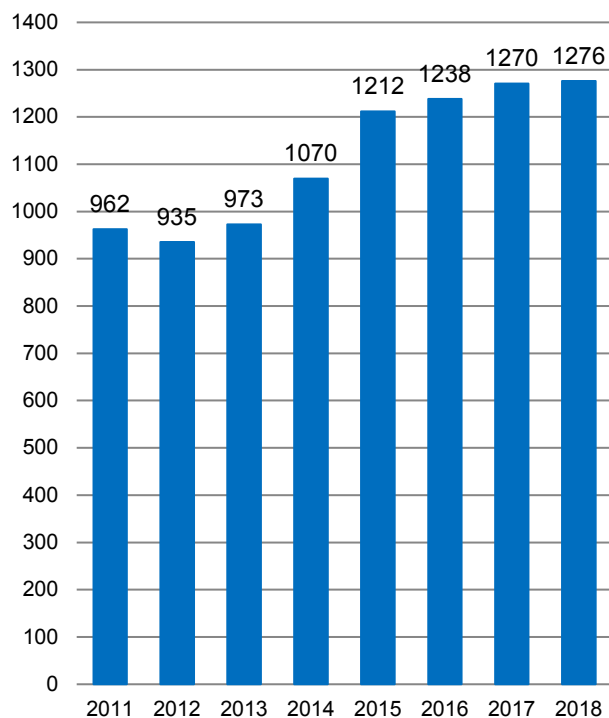
Commercial overnight stays in Stockholm's county September 2018, top 20

Target group	Guest nights	Change, %	Target group	Guest nights	Change, %
Total	1,276,210	0%	Not Indicated	73,555	4%
Sweden	802,360	-2%			
Foreign	473,850	4%			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Germany	53,404	26%	11 Italy	11,897	3%
2 USA	48,620	4%	12 The Netherlands	11,316	4%
3 Great Britain	37,235	-5%	13 Switzerland	10,797	-5%
4 Norway	20,764	-11%	14 Japan	8,000	-7%
5 Finland	15,915	2%	15 Russia	7,090	42%
6 China	15,774	15%	16 Poland	6,821	22%
7 Denmark	13,702	12%	17 Australia	6,199	-4%
8 India	12,400	4%	18 Belgium	5,691	26%
9 Spain	12,130	14%	19 Austria	5,002	4%
10 France	12,103	6%	20 Canada	4,420	6%

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



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



Commercial overnight stays 2018 compared with previous year.

	September 2018		YTD	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	1,276,210	0%	11,220,380	4%
Domestic	802,360	-2%	6,749,328	1%
Foreign	473,850	4%	4,471,052	8%
Nordic countries, excl. Sweden	51,851	-1%	528,734	2%
Europe excl. Nordic countries	205,559	10%	2,005,213	7%
Non-European	216,440	0%	1,937,105	10%
City of Stockholm	864,340	0%	7,551,104	3%
Domestic	479,296	-2%	3,945,634	0%
Foreign	385,044	3%	3,605,470	7%
Nordic countries, excl. Sweden	40,613	-5%	397,919	-1%
Europe excl. Nordic countries	165,672	12%	1,592,948	8%
Non-European	178,759	-3%	1,614,603	7%
Sweden	4,366,755	-2%	54,009,346	3%

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	September 2018			YTD 2018		September 2018		YTD 2018	
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %
Total	14,056,246	22%	1,276,210	0	29%	11,220,380	4	864,340	0	7,551,104	3
Sweden	8,865,241	19%	802,360	-2	25%	6,749,328	1	479,296	-2	3,945,634	0
Foreign	5,191,005	32%	473,850	4	41%	4,471,052	8	385,044	3	3,605,470	7
Nordic countries excl. Sweden	670,531	13%	51,851	-1	21%	528,734	2	40,613	-5	397,919	-1
Europe excl. Nordic countries	2,330,915	32%	205,559	10	38%	2,005,213	7	165,672	12	1,592,948	8
Non-European/ not indicated	2,189,559	57%	216,440	0	58%	1,937,105	10	178,759	-3	1,614,603	7
Europe	2,330,915	20%	257,410	8	33%	2,533,947	6	206,285	8	1,990,867	6
Austria	57,156	41%	5,002	4	48%	57,945	21	4,349	3	48,485	19
Belarus	2,807	54%	204	42	71%	2,406	17	166	26	2,164	17
Belgium	59,967	36%	5,691	26	46%	52,184	7	5,005	32	44,709	9
Bulgaria	5,526	56%	480	-3	58%	4,268	1	434	-4	3,755	4
Croatia	5,396	41%	445	6	23%	4,312	5	392	3	3,879	17
Czech Republic	15,687	21%	2,381	44	28%	15,820	28	1,855	60	12,068	36
Denmark	160,366	14%	13,702	12	21%	124,043	-2	10,159	4	89,686	-7
Estonia	19,717	23%	1,161	-11	20%	14,099	0	858	19	9,792	27
Finland	217,616	38%	15,915	2	42%	184,308	11	12,529	3	140,908	10
France	171,789	55%	12,103	6	57%	150,777	13	9,957	1	127,348	12
Georgia	4,339	54%	139	-51	32%	3,367	-9	82	-62	2,478	-15
Germany	546,927	18%	53,404	26	24%	504,058	7	42,661	30	372,990	8
Greece	16,075	67%	1,869	78	70%	13,232	5	1,076	12	10,846	4
Hungary	19,575	51%	1,165	-26	44%	13,426	-9	909	-18	10,226	13
Iceland	18,119	54%	1,470	11	69%	12,465	4	1,296	8	11,011	8
Ireland	39,440	64%	2,625	-47	66%	23,831	-21	1,827	-10	16,836	26
Italy	160,199	61%	11,897	3	55%	130,598	3	10,507	4	116,064	4
Latvia	15,232	30%	2,344	90	52%	14,554	40	1,244	57	9,407	41
Lithuania	30,388	48%	3,424	24	42%	24,084	14	1,689	8	13,707	13
Luxembourg	9,935	65%	829	18	75%	8,021	1	738	17	6,916	-4
Netherlands	154,830	21%	11,316	4	32%	131,265	6	8,847	-1	92,496	-3
Norway	274,430	8%	20,764	-11	15%	207,918	-2	16,629	-14	156,314	-6
Poland	63,803	27%	6,821	22	28%	55,779	15	4,127	15	37,431	20
Portugal	14,051	46%	1,572	56	41%	13,945	26	1,277	43	11,718	21
Romania	19,450	34%	1,798	23	33%	17,225	17	1,297	-1	13,283	14
Russia	72,446	54%	7,090	42	49%	64,207	18	5,782	37	54,829	18
Slovakia	4,987	16%	570	-15	11%	5,225	42	435	-20	4,043	34
Slovenia	3,339	26%	380	29	57%	3,049	12	313	26	2,192	7
Spain	132,032	65%	12,130	14	67%	115,417	9	10,946	25	100,668	12
Switzerland	145,320	38%	10,797	-5	44%	121,570	1	9,574	-3	101,153	2
Turkey	27,287	64%	2,517	-17	72%	22,525	5	2,270	-11	18,993	3
UK	447,835	51%	37,235	-5	57%	338,691	-6	30,284	-6	277,523	-4
Ukraine	12,570	52%	1,706	81	55%	11,771	29	1,377	73	9,833	33
Rest of Europe	52,810	44%	6,464	31	61%	67,562	99	5,394	38	57,116	100

Country	Stockholm county						City of Stockholm				
	Guest nights 2017	Share in Sweden	September 2018			YTD 2018		September 2018		YTD 2018	
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %
North America	521,415	61%	53,040	4	62%	458,526	5	45,979	2	393,381	3
Canada	39,566	64%	4,420	6	69%	33,950	6	3,763	0	29,889	4
USA	481,849	61%	48,620	4	61%	424,576	5	42,216	3	363,492	3
Central & South America	69,010	60%	7,909	6	73%	61,148	0	7,085	4	53,658	-3
Argentina	9,221	80%	721	-12	85%	9,502	9	655	-15	8,691	7
Brazil	30,978	66%	3,526	-10	76%	24,421	-13	3,254	-13	22,038	-16
Chile	3,835	70%	362	16	76%	3,413	4	294	1	2,594	-9
Columbia	3,480	71%	215	-48	57%	2,956	-1	200	-49	2,774	2
Mexico	8,593	66%	1,048	38	78%	7,808	8	950	33	7,007	6
Rest of Central & South America	12,903	47%	2,037	71	64%	13,048	20	1,732	94	10,554	20
Asia	522,233	53%	51,110	2	55%	442,387	6	37,245	-10	333,178	-3
China	144,679	39%	15,774	15	38%	123,584	4	12,883	24	98,507	8
India	139,969	64%	12,400	4	76%	118,117	15	5,453	-47	67,454	-22
Indonesia	5,986	76%	852	56	86%	5,825	35	783	80	5,047	30
Iran	5,769	59%	272	-71	51%	3,085	-31	241	-73	2,729	-30
Israel	15,263	70%	1,861	51	75%	14,154	8	1,646	48	12,223	4
Japan	60,381	63%	8,000	-7	73%	55,392	8	6,102	-11	40,522	1
Malaysia	5,085	63%	491	-13	65%	5,018	39	424	-3	4,453	42
Qatar	7,353	88%	566	12	89%	4,732	-32	532	17	4,332	37
Saudi Arabia	8,337	59%	559	-37	64%	6,734	-8	476	-43	5,781	-10
Singapore	11,500	57%	807	-19	59%	9,096	18	700	-22	8,310	19
South Korea	20,832	38%	2,027	13	42%	16,303	-7	1,583	1	13,787	-8
Taiwan	13,756	62%	1,388	10	66%	11,217	-10	990	20	8,207	-16
Thailand	28,499	75%	1,709	-30	67%	20,802	-6	1,538	-28	18,257	-9
United Arab Emirates	24,731	75%	1,652	-24	81%	20,763	3	1,537	-21	18,983	3
Rest of Asia	30,093	46%	2,752	8	50%	27,565	10	2,357	5	24,586	10
Africa	27,916	50%	3,216	13	50%	28,366	29	2,758	21	23,830	25
Egypt	2,374	42%	304	25	60%	2,584	40	273	18	2,243	36
Morocco	2,714	63%	187	19	75%	2,329	8	173	29	2,080	6
Namibia	2,274	61%	466	132	92%	3,000	61	234	152	1,520	-1
South Africa	6,665	62%	559	-30	48%	6,823	29	511	-22	6,029	32
Rest of Africa	13,889	44%	1,700	18	43%	13,630	25	1,567	35	11,958	29
Oceania	63,690	64%	6,884	-5	65%	56,725	7	6,217	-6	51,567	6
Australia	56,759	64%	6,199	-4	65%	50,358	6	5,619	-5	46,027	5
New Zealand	6,431	65%	664	-13	64%	5,914	11	584	-16	5,290	10
Rest of Oceania	500	52%	21	-5	34%	453	17	14	-13	250	-2
Rest of the World	205,423	54%	20,726	-22	73%	221,426	21	16,887	-26	189,711	20
Not indicated	779,872	57%	73,555	4	53%	668,527	13	62,588	6	569,278	15