



Photographer: Ola Ericson

## Stockholm's tourism industry. October 2018

During October, more than 1.2 million overnight stays were made at Stockholm County's commercial accommodation facilities. The number of guest nights for October has increased steadily over the past six years. The rate of increase has stopped slightly over the last two years at 2 %.

Domestic guest nights remained unchanged compared with 2017 and have only risen by 1% in 2018 so far. Developments for foreign guests were significantly more positive, + 24,000 or 6%.

More guest nights from visitors from Denmark, while fewer guests came from Norway and Finland meant a decline for the Nordic region of 7%.

The rise in October, as in 2018 so far, can be attributed to more visitors from the rest of Europe and – even more – from non-European guests.

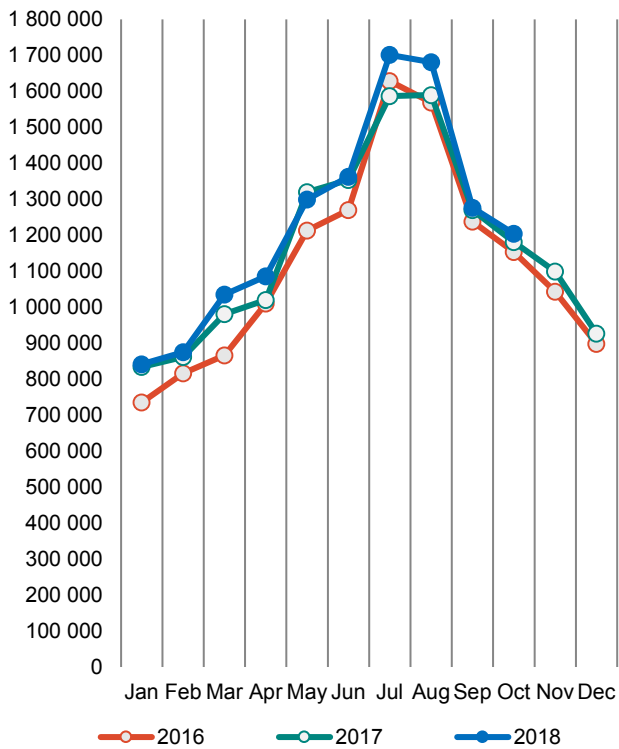
Overnight stays in Europe outside the Nordic countries rose by 5% in October. During the first 10 months of the year, overnight stays has increased by 132,000. German guest nights increased by 13% during the month and by 7% in 2018.

Non-European guest nights increased by 12% in October, with positive developments for both the United States, China and India. 194 000 more overnight stays so far in 2018 correspond to an increase of 10%.

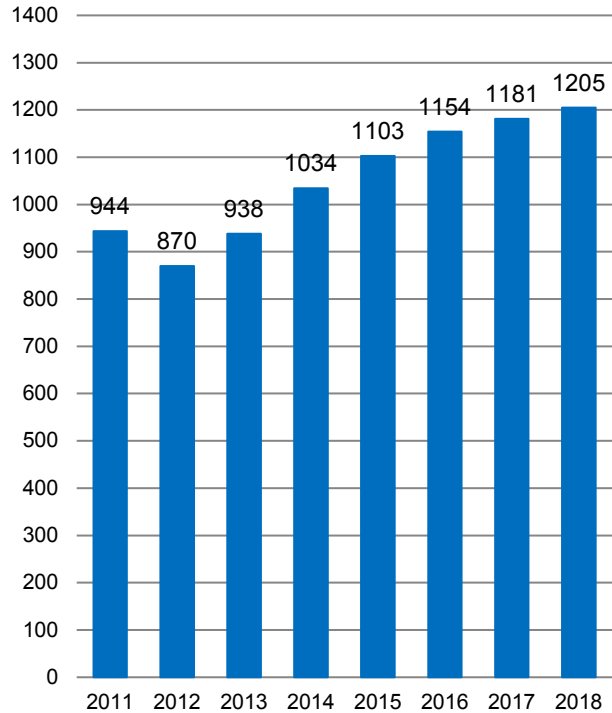
### Commercial overnight stays in Stockholm's county October 2018, top 20

Target group	Guest nights	Change, %	Target group	Guest nights	Change, %
<b>Total</b>	<b>1,204,690</b>	<b>2%</b>	Not Indicated	89,257	44%
<b>Sweden</b>	<b>795,763</b>	<b>0%</b>			
<b>Foreign</b>	<b>408,927</b>	<b>6%</b>			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Germany	33,553	13%	11 The Netherlands	10,367	-11%
2 USA	29,914	3%	12 Spain	9,369	4%
3 Great Britain	28,818	-11%	13 Switzerland	8,945	-5%
4 Norway	19,322	-14%	14 Russia	6,851	22%
5 Finland	18,348	-6%	15 Poland	6,334	24%
6 Denmark	14,631	9%	16 Japan	4,094	-5%
7 India	12,211	18%	17 Belgium	4,015	0%
8 China	11,171	15%	18 Austria	3,681	5%
9 France	11,086	-8%	19 Australia	3,412	-11%
10 Italy	10,505	9%	20 Canada	3,158	0%

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



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



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

	October 2018		YTD	
	Guest nights	Change, %	Guest nights	Change, %
<b>Stockholm County</b>	<b>1,204,690</b>	<b>2%</b>	<b>12,422,212</b>	<b>3%</b>
Domestic	795,763	0%	7,547,437	1%
Foreign	408,927	6%	4,874,775	7%
Nordic countries, excl. Sweden	54,486	-7%	581,812	1%
Europe excl. Nordic countries	168,688	5%	2,168,785	6%
Non-European	185,753	12%	2,124,178	10%
<b>City of Stockholm</b>	<b>827,422</b>	<b>2%</b>	<b>8,376,762</b>	<b>3%</b>
Domestic	497,243	1%	4,440,925	0%
Foreign	330,179	4%	3,935,837	6%
Nordic countries, excl. Sweden	43,017	-7%	439,861	-2%
Europe excl. Nordic countries	135,921	5%	1,728,659	8%
Non-European	151,241	6%	1,767,317	7%
<b>Sweden</b>	<b>3,889,355</b>	<b>6%</b>	<b>57,924,986</b>	<b>3%</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	October 2018			YTD 2018		October 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>1,204,690</b>	<b>2</b>	<b>31%</b>	<b>12,422,212</b>	<b>3</b>	<b>827,422</b>	<b>2</b>	<b>8,376,762</b>	<b>3</b>
<b>Sweden</b>	<b>8,865,241</b>	<b>19%</b>	<b>795,763</b>	<b>0</b>	<b>27%</b>	<b>7,547,437</b>	<b>1</b>	<b>497,243</b>	<b>1</b>	<b>4,440,925</b>	<b>0</b>
<b>Foreign</b>	<b>5,191,005</b>	<b>32%</b>	<b>408,927</b>	<b>6</b>	<b>43%</b>	<b>4,874,775</b>	<b>7</b>	<b>330,179</b>	<b>4</b>	<b>3,935,837</b>	<b>6</b>
<b>Nordic countries excl. Sweden</b>	<b>670,531</b>	<b>13%</b>	<b>54,486</b>	<b>-7</b>	<b>22%</b>	<b>581,812</b>	<b>1</b>	<b>43,017</b>	<b>-7</b>	<b>439,861</b>	<b>-2</b>
<b>Europe excl. Nordic countries</b>	<b>2,330,915</b>	<b>32%</b>	<b>168,688</b>	<b>5</b>	<b>44%</b>	<b>2,168,785</b>	<b>6</b>	<b>135,921</b>	<b>5</b>	<b>1,728,659</b>	<b>8</b>
<b>Non-European/ not indicated</b>	<b>2,189,559</b>	<b>57%</b>	<b>185,753</b>	<b>12</b>	<b>57%</b>	<b>2,124,178</b>	<b>10</b>	<b>151,241</b>	<b>6</b>	<b>1,767,317</b>	<b>7</b>
<b>Europe</b>	<b>2,330,915</b>	<b>20%</b>	<b>223,174</b>	<b>2</b>	<b>35%</b>	<b>2,750,597</b>	<b>5</b>	<b>178,938</b>	<b>2</b>	<b>2,168,520</b>	<b>6</b>
Austria	57,156	41%	3,681	5	46%	61,504	20	3,161	4	51,584	18
Belarus	2,807	54%	286	56	75%	2,673	20	250	58	2,398	19
Belgium	59,967	36%	4,015	0	48%	56,032	6	3,364	-3	47,972	8
Bulgaria	5,526	56%	389	-38	49%	4,662	-4	304	-41	4,063	-2
Croatia	5,396	41%	549	-27	27%	4,869	0	485	-25	4,373	10
Czech Republic	15,687	21%	1,610	27	22%	17,450	28	1,072	34	13,123	35
Denmark	160,366	14%	14,631	9	19%	138,432	-1	11,344	8	100,637	-6
Estonia	19,717	23%	1,474	-22	23%	15,536	-2	1,150	0	10,901	23
Finland	217,616	38%	18,348	-6	45%	201,521	9	14,264	-8	154,442	7
France	171,789	55%	11,086	-8	62%	161,655	11	9,822	-6	137,414	10
Georgia	4,339	54%	107	-68	47%	3,457	-14	88	-64	2,550	-20
Germany	546,927	18%	33,553	13	31%	534,421	7	26,686	13	398,452	8
Greece	16,075	67%	1,588	29	62%	14,768	7	1,184	20	12,028	6
Hungary	19,575	51%	1,166	-40	35%	14,577	-13	940	-34	11,187	6
Iceland	18,119	54%	2,185	-26	71%	14,629	-2	2,018	-26	13,017	1
Ireland	39,440	64%	2,919	-15	68%	27,777	-18	1,586	-5	18,499	23
Italy	160,199	61%	10,505	9	57%	141,408	4	9,520	12	126,083	5
Latvia	15,232	30%	2,434	32	48%	16,898	38	1,473	44	10,824	40
Lithuania	30,388	48%	2,849	-15	36%	26,786	9	1,426	-29	15,253	8
Luxembourg	9,935	65%	505	-25	75%	8,561	-1	438	-16	7,392	-4
Netherlands	154,830	21%	10,367	-11	45%	140,191	3	8,634	-10	101,124	-4
Norway	274,430	8%	19,322	-14	15%	227,230	-3	15,391	-12	171,765	-7
Poland	63,803	27%	6,334	24	27%	62,161	16	3,665	10	41,107	19
Portugal	14,051	46%	1,643	92	44%	15,524	30	1,337	86	12,990	25
Romania	19,450	34%	2,838	64	48%	20,029	22	2,571	69	15,824	20
Russia	72,446	54%	6,851	22	51%	71,217	18	5,562	17	60,637	18
Slovakia	4,987	16%	500	56	10%	5,686	42	371	45	4,381	34
Slovenia	3,339	26%	343	52	40%	3,377	15	299	63	2,480	11
Spain	132,032	65%	9,369	4	64%	124,901	9	8,439	9	109,422	12
Switzerland	145,320	38%	8,945	-5	58%	130,216	0	7,974	-1	109,054	2
Turkey	27,287	64%	1,329	-38	60%	23,780	1	1,143	-43	20,074	-2
UK	447,835	51%	28,818	-11	54%	367,420	-7	23,335	-9	301,177	-5
Ukraine	12,570	52%	1,976	26	67%	13,743	29	1,781	45	11,616	35
Rest of Europe	52,810	44%	10,659	139	64%	77,506	102	7,861	104	64,677	99

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Country	Stockholm county						City of Stockholm					
	Guest nights 2017	Share in Sweden	October 2018			YTD 2018			October 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>33,072</b>	<b>3</b>	<b>49%</b>	<b>493,851</b>	<b>5</b>	<b>27,173</b>	<b>-1</b>	<b>421,852</b>	<b>3</b>	
Canada	39,566	64%	3,158	0	53%	37,281	6	2,908	0	32,937	4	
USA	481,849	61%	29,914	3	48%	456,570	5	24,265	-1	388,915	3	
<b>Central &amp; South America</b>	<b>69,010</b>	<b>60%</b>	<b>3,794</b>	<b>-7</b>	<b>61%</b>	<b>64,951</b>	<b>-1</b>	<b>3,332</b>	<b>-7</b>	<b>57,073</b>	<b>-3</b>	
Argentina	9,221	80%	486	11	79%	10,050	10	449	7	9,205	8	
Brazil	30,978	66%	1,415	-18	64%	25,717	-14	1,213	-20	23,140	-17	
Chile	3,835	70%	360	44	69%	3,805	8	338	52	2,959	-4	
Columbia	3,480	71%	254	38	66%	3,214	1	204	20	2,984	3	
Mexico	8,593	66%	504	-2	74%	8,341	8	459	-5	7,497	6	
Rest of Central & South America	12,903	47%	775	-21	42%	13,824	17	669	-14	11,288	18	
<b>Asia</b>	<b>522,233</b>	<b>53%</b>	<b>39,178</b>	<b>11</b>	<b>60%</b>	<b>481,729</b>	<b>6</b>	<b>28,966</b>	<b>-4</b>	<b>363,129</b>	<b>-3</b>	
China	144,679	39%	11,171	15	50%	134,657	5	9,522	18	107,971	8	
India	139,969	64%	12,211	18	72%	129,853	15	5,720	-35	73,469	-23	
Indonesia	5,986	76%	464	20	73%	6,283	33	417	21	5,461	29	
Iran	5,769	59%	270	-44	54%	3,492	-29	199	-52	3,054	-30	
Israel	15,263	70%	811	18	70%	15,096	9	696	12	13,037	6	
Japan	60,381	63%	4,094	-5	64%	59,242	6	3,471	-3	43,739	0	
Malaysia	5,085	63%	342	-11	74%	5,362	34	281	-19	4,733	36	
Qatar	7,353	88%	182	37	92%	5,097	-28	175	51	4,684	43	
Saudi Arabia	8,337	59%	373	-6	60%	7,182	-7	226	-29	6,074	-9	
Singapore	11,500	57%	676	-20	64%	9,804	14	624	-19	8,966	16	
South Korea	20,832	38%	1,169	-32	49%	17,573	-9	1,015	-36	14,887	-10	
Taiwan	13,756	62%	625	-24	55%	11,767	-11	499	-30	8,642	-17	
Thailand	28,499	75%	2,056	0	67%	22,800	-6	1,848	0	20,050	-8	
United Arab Emirates	24,731	75%	1,138	-8	80%	22,194	4	1,074	-7	20,342	4	
Rest of Asia	30,093	46%	3,596	119	48%	31,327	18	3,199	113	28,020	17	
<b>Africa</b>	<b>27,916</b>	<b>50%</b>	<b>2,314</b>	<b>3</b>	<b>46%</b>	<b>30,701</b>	<b>26</b>	<b>1,857</b>	<b>-6</b>	<b>25,712</b>	<b>23</b>	
Egypt	2,374	42%	197	38	40%	2,755	38	166	33	2,386	35	
Morocco	2,714	63%	150	27	57%	2,455	8	141	40	2,199	6	
Namibia	2,274	61%	420	52	55%	3,368	57	139	-32	1,610	-7	
South Africa	6,665	62%	314	-50	21%	7,111	21	284	-49	6,287	23	
Rest of Africa	13,889	44%	1,233	13	61%	15,012	25	1,127	13	13,230	29	
<b>Oceania</b>	<b>63,690</b>	<b>64%</b>	<b>3,941</b>	<b>-8</b>	<b>70%</b>	<b>60,793</b>	<b>6</b>	<b>3,572</b>	<b>-9</b>	<b>55,308</b>	<b>5</b>	
Australia	56,759	64%	3,412	-11	70%	53,886	5	3,085	-13	49,252	4	
New Zealand	6,431	65%	473	11	66%	6,398	12	442	19	5,761	11	
Rest of Oceania	500	52%	56	133	82%	509	24	45	350	295	11	
<b>Rest of the World</b>	<b>205,423</b>	<b>54%</b>	<b>14,197</b>	<b>-45</b>	<b>69%</b>	<b>240,679</b>	<b>16</b>	<b>11,864</b>	<b>-49</b>	<b>206,475</b>	<b>14</b>	
Not indicated	779,872	57%	89,257	44	59%	751,474	15	74,477	42	637,768	16	