



Photographer: Jeppe Wikström

Stockholm's tourism industry. November 2018

More than 1.1 million overnight stays were made in November at commercial accommodation facilities in Stockholm County. Compared to November 2017, there was a moderate increase of 2%, but the number of guest nights for November has steadily increased year after year and is currently more than 50% above the 2010 level.

This month, again, foreign visitors are mainly responsible for the increase, both in terms of number and percentage.

For Nordic visitors, the month was weak (-13%), as both Norway and Finland showed a decline. With one month left of 2018, the commercial guest nights were overall unchanged compared to 2017.

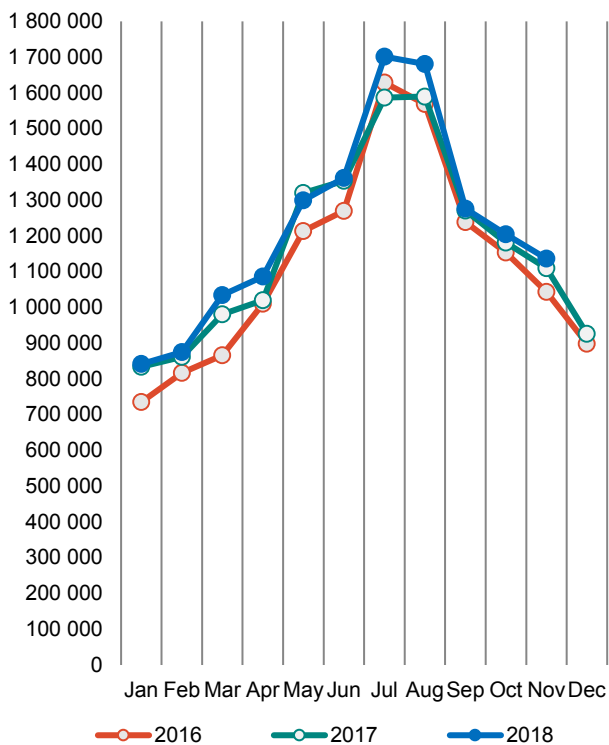
Guest nights from visitors from the rest of Europe increased by 8%. The most positive trend was displayed by Germany (+23%), Spain (+20%) and Poland (+41%). However, for several important target groups – especially for the UK – November was a weak month.

During the year so far, non-European guest nights have risen the most, by 10% or just over 200,000 guest nights. The development in November was also good (+8%). This despite a decrease for guest nights from the US. In November, Asia stands for more guest nights than America. India is the fifth largest target group with nearly 15,000 guest nights, which is 18%, more than in November last year.

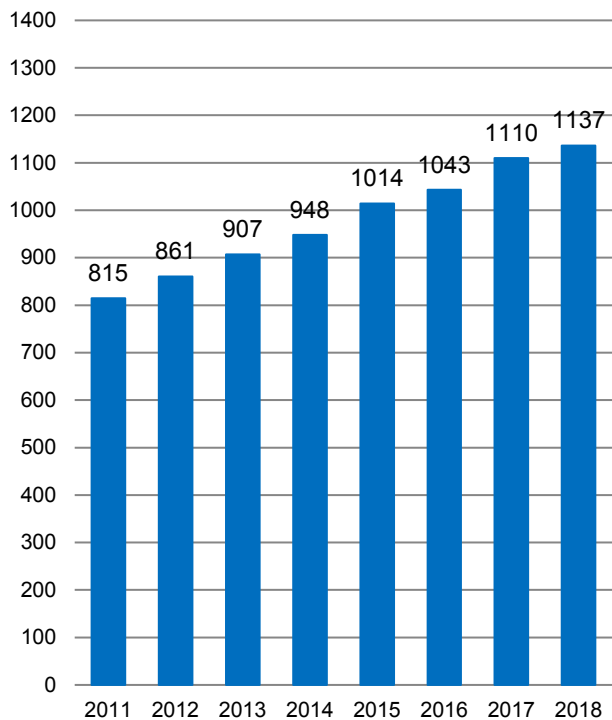
Commercial overnight stays in Stockholm's county November 2018, top 20

| Target group | Guest nights | Change, % | Target group | Guest nights | Change, % |
|-------------------|------------------|-----------|------------------|--------------|-----------|
| Total | 1,136,554 | 2% | Not Indicated | 81,878 | 38% |
| Sweden | 797,755 | 1% | | | |
| Foreign | 338,799 | 5% | | | |
| Ranking, Foreign | Guest nights | Change, % | Ranking, Foreign | Guest nights | Change, % |
| 1 Great Britain | 25,051 | -13% | 11 Spain | 7,141 | 20% |
| 2 USA | 22,194 | -14% | 12 Poland | 6,579 | 41% |
| 3 Germany | 21,424 | 23% | 13 China | 6,238 | -10% |
| 4 Norway | 17,547 | -19% | 14 Russia | 5,897 | 3% |
| 5 India | 14,894 | 18% | 15 Switzerland | 4,228 | -30% |
| 6 Finland | 13,884 | -12% | 16 Belgium | 4,075 | -3% |
| 7 Denmark | 10,551 | 2% | 17 Ireland | 3,127 | 20% |
| 8 France | 9,642 | -4% | 18 Lithuania | 3,002 | -2% |
| 9 The Netherlands | 8,487 | -1% | 19 Ukraine | 2,856 | 278% |
| 10 Italy | 8,356 | -3% | 20 Australia | 2,722 | 20% |

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



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



Commercial overnight stays 2018 compared with previous year.

| | November 2018 | | YTD | |
|--------------------------------|------------------|-----------|-------------------|-----------|
| | Guest nights | Change, % | Guest nights | Change, % |
| Stockholm County | 1,136,554 | 2% | 13,571,515 | 3% |
| Domestic | 797,755 | 1% | 8,347,424 | 1% |
| Foreign | 338,799 | 5% | 5,224,091 | 7% |
| Nordic countries, excl. Sweden | 43,156 | -13% | 625,580 | 0% |
| Europe excl. Nordic countries | 135,982 | 8% | 2,311,172 | 7% |
| Non-European | 159,661 | 8% | 2,287,339 | 10% |
| City of Stockholm | 785,099 | 3% | 9,167,915 | 3% |
| Domestic | 514,409 | 3% | 4,948,623 | 0% |
| Foreign | 270,690 | 1% | 4,219,292 | 6% |
| Nordic countries, excl. Sweden | 34,464 | -13% | 474,916 | -2% |
| Europe excl. Nordic countries | 107,237 | 6% | 1,843,088 | 8% |
| Non-European | 128,989 | 2% | 1,901,288 | 7% |
| Sweden | 3,539,709 | 3% | 61,668,859 | 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 | November 2018 | | | YTD 2018 | | November 2018 | | YTD 2018 | | |
| | | | Guest nights | Change % | Share in Sweden | Guest nights | Change % | Guest nights | Change % | Guest nights | Change % | |
| Total | 14,056,246 | 22% | 1,136,554 | 2 | 32% | 13,571,515 | 3 | 785,099 | 3 | 9,167,915 | 3 | |
| Sweden | 8,865,241 | 19% | 797,755 | 1 | 29% | 8,347,424 | 1 | 514,409 | 3 | 4,948,623 | 0 | |
| Foreign | 5,191,005 | 32% | 338,799 | 5 | 43% | 5,224,091 | 7 | 270,690 | 1 | 4,219,292 | 6 | |
| Nordic countries excl. Sweden | 670,531 | 13% | 43,156 | -13 | 23% | 625,580 | 0 | 34,464 | -13 | 474,916 | -2 | |
| Europe excl. Nordic countries | 2,330,915 | 32% | 135,982 | 8 | 44% | 2,311,172 | 7 | 107,237 | 6 | 1,843,088 | 8 | |
| Non-European/ not indicated | 2,189,559 | 57% | 159,661 | 8 | 56% | 2,287,339 | 10 | 128,989 | 2 | 1,901,288 | 7 | |
| Europe | 2,330,915 | 20% | 179,138 | 3 | 36% | 2,936,752 | 5 | 141,701 | 0 | 2,318,004 | 6 | |
| Austria | 57,156 | 41% | 2,132 | -4 | 40% | 63,653 | 19 | 1,772 | -6 | 53,361 | 17 | |
| Belarus | 2,807 | 54% | 354 | 130 | 85% | 3,015 | 26 | 323 | 223 | 2,703 | 28 | |
| Belgium | 59,967 | 36% | 4,075 | -3 | 44% | 60,527 | 6 | 3,599 | 2 | 51,935 | 9 | |
| Bulgaria | 5,526 | 56% | 272 | -3 | 31% | 5,016 | -2 | 228 | -3 | 4,313 | -1 | |
| Croatia | 5,396 | 41% | 252 | -17 | 16% | 5,198 | 0 | 228 | -11 | 4,685 | 11 | |
| Czech Republic | 15,687 | 21% | 1,283 | 10 | 22% | 18,941 | 28 | 870 | -6 | 14,154 | 33 | |
| Denmark | 160,366 | 14% | 10,551 | 2 | 20% | 149,113 | -1 | 8,167 | 3 | 108,940 | -5 | |
| Estonia | 19,717 | 23% | 1,891 | 22 | 21% | 17,771 | 2 | 1,268 | 20 | 12,335 | 24 | |
| Finland | 217,616 | 38% | 13,884 | -12 | 50% | 215,199 | 7 | 11,253 | -15 | 165,475 | 5 | |
| France | 171,789 | 55% | 9,642 | -4 | 55% | 171,676 | 10 | 8,495 | -3 | 146,468 | 10 | |
| Georgia | 4,339 | 54% | 368 | 56 | 72% | 3,809 | -11 | 288 | 46 | 2,826 | -16 | |
| Germany | 546,927 | 18% | 21,424 | 23 | 34% | 555,653 | 7 | 16,658 | 19 | 415,419 | 8 | |
| Greece | 16,075 | 67% | 999 | 16 | 56% | 15,726 | 7 | 904 | 20 | 12,934 | 7 | |
| Hungary | 19,575 | 51% | 979 | -23 | 38% | 15,775 | -12 | 749 | -7 | 12,012 | 6 | |
| Iceland | 18,119 | 54% | 1,174 | -34 | 69% | 15,963 | -5 | 979 | -36 | 14,146 | -2 | |
| Ireland | 39,440 | 64% | 3,127 | 20 | 70% | 31,502 | -13 | 1,760 | 6 | 20,815 | 25 | |
| Italy | 160,199 | 61% | 8,356 | -3 | 56% | 150,720 | 4 | 7,514 | 1 | 134,515 | 6 | |
| Latvia | 15,232 | 30% | 2,236 | 54 | 39% | 18,927 | 38 | 1,529 | 60 | 12,173 | 40 | |
| Lithuania | 30,388 | 48% | 3,002 | -2 | 40% | 29,944 | 9 | 1,860 | 21 | 17,095 | 9 | |
| Luxembourg | 9,935 | 65% | 275 | -46 | 57% | 8,841 | -3 | 243 | -49 | 7,623 | -7 | |
| Netherlands | 154,830 | 21% | 8,487 | -1 | 47% | 149,091 | 3 | 6,791 | -4 | 108,367 | -3 | |
| Norway | 274,430 | 8% | 17,547 | -19 | 17% | 245,305 | -5 | 14,065 | -18 | 186,355 | -7 | |
| Poland | 63,803 | 27% | 6,579 | 41 | 28% | 69,548 | 19 | 3,257 | 7 | 45,073 | 20 | |
| Portugal | 14,051 | 46% | 1,041 | 37 | 37% | 16,743 | 32 | 880 | 30 | 14,026 | 27 | |
| Romania | 19,450 | 34% | 1,204 | -19 | 33% | 21,176 | 18 | 1,001 | -24 | 16,786 | 16 | |
| Russia | 72,446 | 54% | 5,897 | 3 | 48% | 77,325 | 17 | 5,111 | 5 | 65,976 | 18 | |
| Slovakia | 4,987 | 16% | 419 | -8 | 8% | 6,127 | 38 | 333 | 1 | 4,727 | 31 | |
| Slovenia | 3,339 | 26% | 200 | -20 | 43% | 3,607 | 13 | 182 | 20 | 2,681 | 13 | |
| Spain | 132,032 | 65% | 7,141 | 20 | 62% | 132,479 | 10 | 6,240 | 22 | 116,203 | 13 | |
| Switzerland | 145,320 | 38% | 4,228 | -30 | 50% | 134,987 | -1 | 3,735 | -30 | 113,269 | 1 | |
| Turkey | 27,287 | 64% | 1,133 | -31 | 55% | 24,863 | -2 | 854 | -42 | 20,941 | -5 | |
| UK | 447,835 | 51% | 25,051 | -13 | 52% | 393,928 | -7 | 20,968 | -10 | 323,983 | -5 | |
| Ukraine | 12,570 | 52% | 2,856 | 278 | 70% | 16,636 | 46 | 2,437 | 281 | 14,087 | 52 | |
| Rest of Europe | 52,810 | 44% | 11,079 | 172 | 69% | 87,968 | 107 | 7,160 | 112 | 71,603 | 100 | |

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|------------------------------------|-------------------|-----------------|---------------|------------|-----------------|----------------|-------------------|---------------|------------|----------------|-----------|--|
| | Guest nights 2017 | Share in Sweden | November 2018 | | | YTD 2018 | | November 2018 | | YTD 2018 | | |
| | | | Guest nights | Change % | Share in Sweden | Guest nights | Change % | Guest nights | Change % | Guest nights | Change % | |
| North America | 521,415 | 61% | 24,133 | -16 | 45% | 519,427 | 4 | 18,405 | -25 | 441,787 | 2 | |
| Canada | 39,566 | 64% | 1,939 | -32 | 58% | 39,807 | 4 | 1,736 | -34 | 35,257 | 3 | |
| USA | 481,849 | 61% | 22,194 | -14 | 44% | 479,620 | 4 | 16,669 | -24 | 406,530 | 1 | |
| Central & South America | 69,010 | 60% | 3,835 | 64 | 61% | 69,497 | 3 | 3,358 | 75 | 61,149 | 0 | |
| Argentina | 9,221 | 80% | 254 | 75 | 62% | 10,461 | 13 | 233 | 71 | 9,590 | 11 | |
| Brazil | 30,978 | 66% | 1,040 | 26 | 56% | 26,962 | -12 | 887 | 35 | 24,226 | -15 | |
| Chile | 3,835 | 70% | 177 | 4 | 62% | 4,086 | 11 | 168 | 11 | 3,232 | 0 | |
| Columbia | 3,480 | 71% | 145 | -20 | 68% | 3,398 | 1 | 139 | -12 | 3,156 | 3 | |
| Mexico | 8,593 | 66% | 456 | 33 | 69% | 8,886 | 10 | 407 | 27 | 8,001 | 8 | |
| Rest of Central & South America | 12,903 | 47% | 1,763 | 164 | 61% | 15,704 | 26 | 1,524 | 207 | 12,944 | 28 | |
| Asia | 522,233 | 53% | 32,134 | 6 | 57% | 515,920 | 7 | 22,886 | -7 | 389,195 | -2 | |
| China | 144,679 | 39% | 6,238 | -10 | 43% | 141,629 | 5 | 5,198 | -14 | 114,023 | 8 | |
| India | 139,969 | 64% | 14,894 | 18 | 76% | 144,581 | 15 | 8,158 | -10 | 82,311 | -21 | |
| Indonesia | 5,986 | 76% | 228 | -49 | 62% | 6,691 | 30 | 175 | -59 | 5,810 | 25 | |
| Iran | 5,769 | 59% | 156 | -62 | 34% | 3,657 | -32 | 141 | -49 | 3,199 | -31 | |
| Israel | 15,263 | 70% | 586 | -5 | 69% | 15,758 | 9 | 523 | 2 | 13,625 | 6 | |
| Japan | 60,381 | 63% | 2,706 | 23 | 49% | 62,076 | 7 | 2,432 | 27 | 46,349 | 1 | |
| Malaysia | 5,085 | 63% | 279 | 2 | 49% | 5,648 | 32 | 264 | 6 | 5,013 | 34 | |
| Qatar | 7,353 | 88% | 157 | 162 | 68% | 5,374 | -25 | 145 | 154 | 4,946 | 49 | |
| Saudi Arabia | 8,337 | 59% | 234 | -20 | 46% | 7,489 | -6 | 189 | -17 | 6,344 | -9 | |
| Singapore | 11,500 | 57% | 674 | -32 | 54% | 10,503 | 10 | 632 | -32 | 9,633 | 11 | |
| South Korea | 20,832 | 38% | 745 | 0 | 51% | 18,564 | -7 | 655 | 7 | 15,759 | -8 | |
| Taiwan | 13,756 | 62% | 234 | -26 | 59% | 12,008 | -11 | 182 | -29 | 8,848 | -17 | |
| Thailand | 28,499 | 75% | 1,696 | 10 | 47% | 24,522 | -5 | 1,274 | -10 | 21,369 | -8 | |
| United Arab Emirates | 24,731 | 75% | 421 | -67 | 53% | 22,869 | 1 | 381 | -68 | 20,973 | 1 | |
| Rest of Asia | 30,093 | 46% | 2,886 | 76 | 50% | 34,551 | 22 | 2,537 | 65 | 30,993 | 22 | |
| Africa | 27,916 | 50% | 1,413 | -16 | 40% | 32,261 | 24 | 1,081 | -21 | 26,897 | 20 | |
| Egypt | 2,374 | 42% | 90 | -29 | 26% | 2,874 | 36 | 87 | -19 | 2,503 | 33 | |
| Morocco | 2,714 | 63% | 239 | 351 | 70% | 2,753 | 18 | 198 | 288 | 2,450 | 16 | |
| Namibia | 2,274 | 61% | 134 | -39 | 62% | 3,462 | 47 | 22 | -29 | 1,598 | -10 | |
| South Africa | 6,665 | 62% | 205 | -38 | 23% | 7,399 | 19 | 171 | -40 | 6,524 | 21 | |
| Rest of Africa | 13,889 | 44% | 745 | -22 | 43% | 15,773 | 22 | 603 | -32 | 13,822 | 24 | |
| Oceania | 63,690 | 64% | 3,052 | 17 | 66% | 64,769 | 8 | 2,740 | 21 | 58,873 | 7 | |
| Australia | 56,759 | 64% | 2,722 | 20 | 68% | 57,389 | 7 | 2,465 | 25 | 52,445 | 6 | |
| New Zealand | 6,431 | 65% | 298 | 12 | 55% | 6,833 | 14 | 251 | 2 | 6,102 | 12 | |
| Rest of Oceania | 500 | 52% | 32 | -49 | 38% | 547 | 15 | 24 | -56 | 326 | 2 | |
| Rest of the World | 205,423 | 54% | 13,216 | -44 | 45% | 255,728 | 10 | 11,003 | -49 | 219,453 | 8 | |
| Not indicated | 779,872 | 57% | 81,878 | 38 | 61% | 829,737 | 17 | 69,516 | 40 | 703,934 | 18 | |

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