



Photographer: Henrik Trygg

Stockholm's tourism industry. December 2018

Guest nights at commercial accommodation facilities in Stockholm County rose by 5% in December compared to December last year to 970,632.

Throughout 2018, more than 14,5 million overnight stays have been made. That's almost 500,000 more than last year. During 11 of the year's 12 months, the 2017 results have been surpassed.

Swedes accounted for two out of three overnight stays in 2018. Domestic guest nights increased by 4% in December, but only by 1% throughout 2018.

For Nordic visitors, the month was weak for Norwegian visits (-11%), but positive for visitors from Finland (+10%). That picture is true even for the year as a whole.

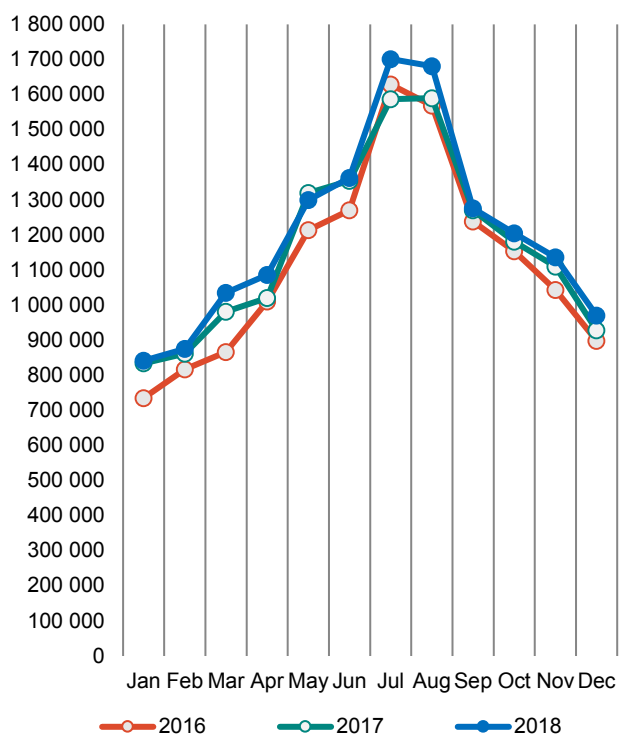
Guest nights from visitors traveling from the rest of Europe increased by 3% in December and by 6% during the full year. Germany and the UK are the largest target groups. The trend has moved in different directions during 2018. German visitors have increased strongly during the end of 2018 and made 8% more overnight stays in 2018 than the year before. British visitors, on the other hand, decreased – 7% fewer overnight stays during the year. Spain, France, Poland and Russia are target groups that have developed significantly well during the year.

However, the biggest increase is noted for non-European guests, mainly represented by the US, India and China.

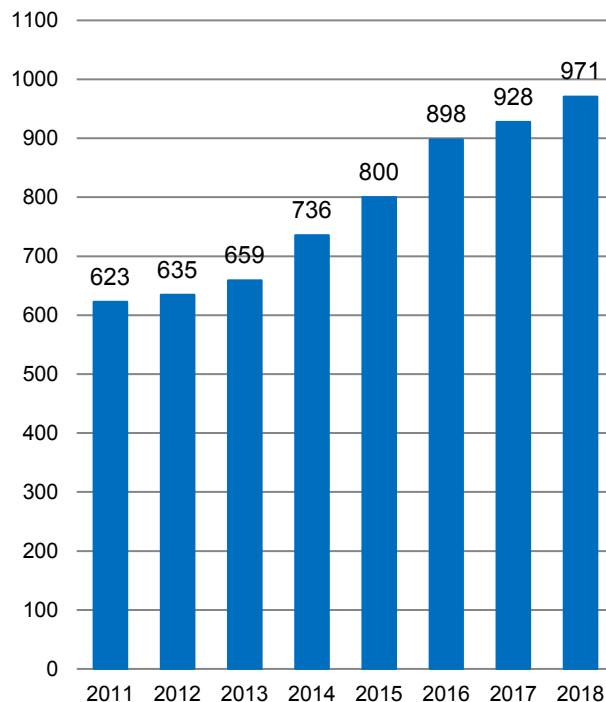
Commercial overnight stays in Stockholm's county December 2018, top 20

Target group	Guest nights	Change, %	Target group	Guest nights	Change, %
Total	970,632	5%	Not Indicated	68,624	23%
Sweden	615,142	4%			
Foreign	355,490	5%			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Germany	31,584	24%	11 Switzerland	8,537	-10%
2 Great Britain	27,368	-10%	12 China	8,367	-1%
3 USA	26,932	3%	13 Denmark	8,098	0%
4 France	17,419	4%	14 Russia	6,092	-2%
5 Finland	14,723	10%	15 Poland	5,215	14%
6 Norway	14,126	-11%	16 Australia	4,716	1%
7 Italy	13,022	-8%	17 Belgium	4,397	29%
8 Indien	12,553	19%	18 Austria	3,645	2%
9 Spain	11,331	17%	19 Ukraine	2,764	144%
10 The Netherlands	8,956	-11%	20 Thailand	2,757	20%

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



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



Commercial overnight stays 2018 compared with previous year.

	December 2018		YTD	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	970,632	5%	14,539,708	3%
Domestic	615,142	4%	8,962,597	1%
Foreign	355,490	5%	4,608,918	8%
Nordic countries, excl. Sweden	37,807	-2%	660,560	0%
Europe excl. Nordic countries	165,369	3%	2,472,327	6%
Non-European	152,314	9%	2,444,224	10%
City of Stockholm	684,780	5%	9,857,628	3%
Domestic	393,069	7%	5,344,492	1%
Foreign	291,711	2%	4,513,136	6%
Nordic countries, excl. Sweden	30,376	-1%	503,359	-3%
Europe excl. Nordic countries	140,087	2%	1,981,180	8%
Non-European	121,248	2%	2,028,597	7%
Sweden	3,438,533	2%	65,050,292	8%

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	December 2018			YTD 2018		December 2018		YTD 2018	
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %
Total	14,056,246	22%	970,632	5	28%	14,539,708	3	684,780	5	9,857,628	3
Sweden	8,865,241	19%	615,142	4	23%	8,962,597	1	393,069	7	5,344,492	1
Foreign	5,191,005	32%	355,490	5	46%	4,608,918	8	291,711	2	4,513,136	6
Nordic countries excl. Sweden	670,531	13%	37,807	-2	21%	660,560	0	30,376	-1	503,359	-3
Europe excl. Nordic countries	2,330,915	32%	165,369	3	50%	2,472,327	6	140,087	2	1,981,180	8
Non-European/ not indicated	2,189,559	57%	152,314	9	58%	2,444,224	10	121,248	2	2,028,597	7
Europe	2,330,915	20%	203,176	2	40%	3,132,887	5	170,463	2	2,484,539	5
Austria	57,156	41%	3,645	2	61%	66,888	17	3,255	0	56,300	15
Belarus	2,807	54%	460	19	90%	3,446	24	410	17	3,095	26
Belgium	59,967	36%	4,397	29	43%	64,749	7	3,846	34	55,736	10
Bulgaria	5,526	56%	222	3	39%	5,262	-2	188	4	4,527	0
Croatia	5,396	41%	222	28	23%	5,399	1	209	55	4,872	12
Czech Republic	15,687	21%	1,255	56	32%	19,989	29	1,062	79	15,117	35
Denmark	160,366	14%	8,098	0	12%	156,439	-1	6,600	3	115,080	-5
Estonia	19,717	23%	1,538	-4	22%	19,271	1	1,161	5	13,452	22
Finland	217,616	38%	14,723	10	53%	228,736	7	11,933	12	176,501	5
France	171,789	55%	17,419	4	69%	188,883	10	15,454	5	161,851	9
Georgia	4,339	54%	156	-40	48%	3,949	-13	116	-48	2,927	-18
Germany	546,927	18%	31,584	24	38%	586,919	8	26,662	25	441,307	9
Greece	16,075	67%	1,846	41	82%	17,582	10	1,621	37	14,570	10
Hungary	19,575	51%	819	-25	49%	16,455	-14	604	-20	12,525	4
Iceland	18,119	54%	860	-30	61%	16,803	-7	745	-32	14,890	-4
Ireland	39,440	64%	2,602	19	75%	34,083	-12	1,605	6	22,508	24
Italy	160,199	61%	13,022	-8	69%	163,665	3	11,728	-9	146,247	5
Latvia	15,232	30%	1,364	27	30%	20,125	36	857	23	13,002	39
Lithuania	30,388	48%	1,918	2	41%	31,597	7	1,306	47	18,267	11
Luxembourg	9,935	65%	419	-48	65%	9,247	-7	374	-50	8,012	-10
Netherlands	154,830	21%	8,956	-11	41%	157,678	2	7,461	-14	115,495	-4
Norway	274,430	8%	14,126	-11	17%	258,582	-5	11,098	-12	196,888	-8
Poland	63,803	27%	5,215	14	29%	74,364	18	2,964	-4	48,051	19
Portugal	14,051	46%	1,571	29	64%	18,250	31	1,403	24	15,416	27
Romania	19,450	34%	1,323	15	50%	22,336	17	1,146	14	17,853	15
Russia	72,446	54%	6,092	-2	65%	83,276	16	5,309	-1	71,257	16
Slovakia	4,987	16%	264	-31	7%	6,363	32	175	-39	4,887	26
Slovenia	3,339	26%	280	92	74%	3,869	16	237	78	2,914	16
Spain	132,032	65%	11,331	17	72%	143,790	10	10,109	15	126,412	13
Switzerland	145,320	38%	8,537	-10	61%	143,262	-1	7,627	-11	120,730	0
Turkey	27,287	64%	2,226	20	71%	27,122	0	1,307	-23	22,297	-6
UK	447,835	51%	27,368	-10	54%	421,200	-7	23,460	-7	347,697	-5
Ukraine	12,570	52%	2,764	144	73%	19,300	54	2,440	136	16,472	60
Rest of Europe	52,810	44%	6,554	-31	73%	94,008	81	5,991	-29	77,384	75

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Country	Stockholm county						City of Stockholm					
	Guest nights 2017	Share in Sweden	December 2018			YTD 2018		December 2018		YTD 2018		
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %	
North America	521,415	61%	28,732	3	51%	550,050	4	21,800	-7	465,677	2	
Canada	39,566	64%	1,800	2	64%	42,285	6	1,615	7	37,528	5	
USA	481,849	61%	26,932	3	51%	507,765	4	20,185	-8	428,149	1	
Central & South America	69,010	60%	2,447	-4	50%	72,558	3	2,103	-7	63,922	1	
Argentina	9,221	80%	228	40	73%	10,893	15	211	41	10,004	14	
Brazil	30,978	66%	968	10	62%	28,166	-11	830	5	25,299	-14	
Chile	3,835	70%	420	300	83%	4,591	21	368	372	3,675	11	
Columbia	3,480	71%	179	-6	73%	3,623	2	139	-22	3,345	4	
Mexico	8,593	66%	343	-45	66%	9,331	7	306	-47	8,401	5	
Rest of Central & South America	12,903	47%	309	-47	18%	15,954	22	249	-48	13,198	25	
Asia	522,233	53%	36,125	12	63%	551,141	7	25,759	-4	415,058	-2	
China	144,679	39%	8,367	-1	45%	149,738	4	7,024	-6	120,912	7	
India	139,969	64%	12,553	19	79%	156,849	15	5,635	-22	88,334	-21	
Indonesia	5,986	76%	802	12	77%	7,470	27	736	19	6,524	24	
Iran	5,769	59%	220	-24	72%	3,868	-31	190	-19	3,376	-30	
Israel	15,263	70%	1,111	73	85%	16,792	11	982	74	14,558	8	
Japan	60,381	63%	2,022	1	57%	63,912	7	1,839	11	48,024	1	
Malaysia	5,085	63%	646	-22	73%	6,271	23	600	-22	5,589	24	
Qatar	7,353	88%	237	200	24%	5,582	-23	226	194	5,143	51	
Saudi Arabia	8,337	59%	370	72	71%	7,837	-4	316	74	6,639	-7	
Singapore	11,500	57%	1,419	-23	57%	11,933	5	1,333	-21	10,977	6	
South Korea	20,832	38%	905	-9	64%	19,804	-6	839	-4	16,952	-6	
Taiwan	13,756	62%	358	-8	55%	12,390	-11	296	-4	9,170	-17	
Thailand	28,499	75%	2,757	20	78%	27,199	-3	2,459	13	23,760	-6	
United Arab Emirates	24,731	75%	1,235	-21	79%	24,022	-1	916	-37	21,811	-2	
Rest of Asia	30,093	46%	3,123	102	69%	37,474	26	2,368	66	33,289	24	
Africa	27,916	50%	2,311	15	56%	34,451	23	2,065	16	28,899	20	
Egypt	2,374	42%	165	-21	56%	3,056	31	138	-12	2,660	31	
Morocco	2,714	63%	264	-30	80%	3,014	11	247	-30	2,703	9	
Namibia	2,274	61%	76	300	72%	3,524	48	31	520	1,614	-9	
South Africa	6,665	62%	356	-26	46%	7,711	15	316	-26	6,816	17	
Rest of Africa	13,889	44%	1,450	58	55%	17,146	24	1,333	59	15,106	26	
Oceania	63,690	64%	5,211	0	64%	71,093	9	4,719	-1	64,781	8	
Australia	56,759	64%	4,716	1	65%	63,201	8	4,269	-1	57,849	8	
New Zealand	6,431	65%	426	-13	66%	7,272	12	386	-13	6,542	11	
Rest of Oceania	500	52%	69	109	26%	620	22	64	178	390	14	
Rest of the World	205 423	54%	8 864	-36	41%	270 932	10	8 168	-37	233 713	8	
Not indicated	779 872	57%	68 624	23	63%	893 999	17	56 634	19	756 547	17	