



Photo: Henrik Trygg

Stockholm's tourism industry. Summer 2018

During the summer – June to August – 2018 over 4.7 million overnight stays were made at commercial accommodation facilities in Stockholm County. It was 74,000, or 4 %, more than in the summer of 2017, and over one million (+29 %) more in a five-year perspective.

Domestic guest nights fell in June, but positive figures for July and August resulted in a total increase of 2 % from the summer of last year.

For Nordic visitors the summer started weak, but developed well during the latter part of the summer. In total, Nordic visitors made 6 % more overnight stays than 2017. Notably, it is in the county outside

Stockholm that the increase has been generated. It is foremost Finnish overnight stays that has increased.

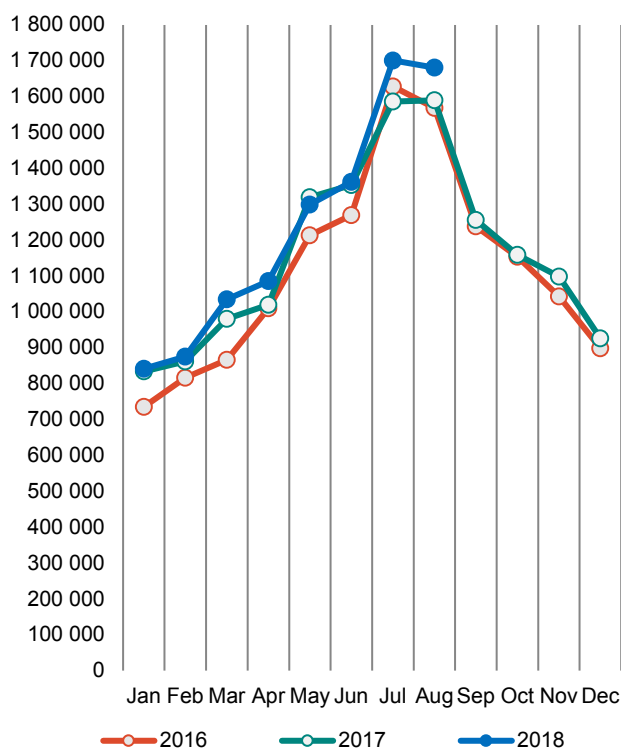
Over one million guest nights from visitors from Europe outside the Nordic countries were 4 % more than in the summer of 2017. During the summer months, Germany is by far the largest target group with over 300,000 guest nights.

Most positive was the summer of 2018 for non-European visitors. The number of guest nights was 10 % higher than last summer. The largest target group is the United States with 224,000 guest nights. Both June and July meant a decline for US visitors compared with 2017, but a positive result for August totaled a 1 % increase.

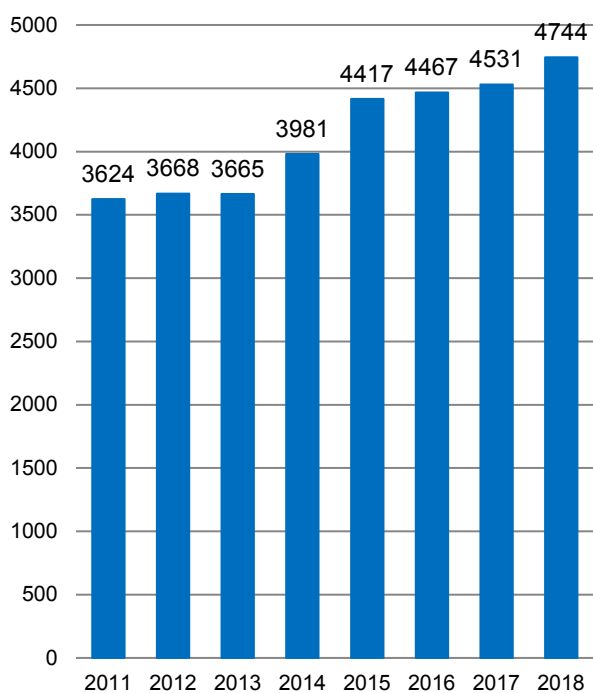
Commercial overnight stays in Stockholm's county June-August 2018, top 20.

Target group	Guest nights	Change, %	Target group	Guest nights	Change, %
Total	4,744,415	4%	Not indicated	306,719	19%
Sweden	2,569,782	2%			
Foreign	2,174,633	7%			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Germany	307,568	5%	11 The Netherlands	58,577	3%
2 USA	223,806	1%	12 Denmark	57,656	4%
3 Great Britain	149,341	-3%	13 India	39,439	11%
4 Norway	88,611	-4%	14 Austria	33,308	24%
5 Finland	87,617	21%	15 Japan	31,333	8%
6 Switzerland	73,029	2%	16 Australia	27,252	7%
7 France	71,086	4%	17 Russia	25,301	20%
8 Spain	65,354	5%	18 Belgium	22,830	4%
9 China	65,076	6%	19 Poland	17,954	0%
10 Italy	64,969	-9%	20 Canada	15,655	-5%

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



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



Commercial overnight stays 2018 compared with previous year.

	June-August 2018		YTD	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	4,744,415	4%	9,917,328	4%
Domestic	2,569,782	2%	5,946,279	2%
Foreign	2,174,633	7%	3,971,049	7%
Nordic countries, excl. Sweden	238,074	6%	476,475	3%
Europe excl. Nordic countries	1,003,937	4%	1,786,614	6%
Non-European	932,622	10%	1,707,960	10%
City of Stockholm	3,141,809	4%	6,678,339	3%
Domestic	1,445,716	3%	3,477,312	1%
Foreign	1,696,093	5%	3,201,027	7%
Nordic countries, excl. Sweden	169,512	0%	355,807	-1%
Europe excl. Nordic countries	766,284	4%	1,424,188	7%
Non-European	760,297	6%	1,421,032	8%
Sweden	27,101,333	-2%	49,192,626	2%

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	June-August 2018			YTD 2018		June-August 2018		YTD 2018		
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %	
Total	14,056,246	22%	4,744,415	4	18%	9,917,328	4	3,141,809	4	6,678,339	3	
Sweden	8,865,241	19%	2,569,782	2	14%	5,946,279	2	1,445,716	3	3,477,312	1	
Foreign	5,191,005	32%	2,174,633	7	25%	3,971,049	7	1,696,093	5	3,201,027	7	
Nordic countries excl. Sweden	670,531	13%	238,074	6	8%	476,475	3	169,512	0	355,807	-1	
Europe excl. Nordic countries	2,330,915	32%	1,003,937	4	25%	1,786,614	6	766,284	4	1,424,188	7	
Non-European/ not indicated	2,189,559	57%	932,622	10	58%	1,707,960	10	760,297	6	1,421,032	8	
Europe	2,330,915	20%	1,242,011	5	18%	2,263,089	5	935,796	3	1,779,995	6	
Austria	57,156	41%	33,308	24	41%	52,570	22	27,445	23	43,882	20	
Belarus	2,807	54%	907	8	56%	2,194	15	788	8	1,989	16	
Belgium	59,967	36%	22,830	4	27%	46,584	5	19,151	6	39,725	7	
Bulgaria	5,526	56%	1,704	0	37%	3,762	1	1,492	3	3,284	4	
Croatia	5,396	41%	1,509	6	26%	3,865	4	1,343	17	3,476	18	
Czech Republic	15,687	21%	6,934	37	28%	13,450	26	5,333	54	10,191	32	
Denmark	160,366	14%	57,656	4	12%	110,215	-3	39,204	-8	79,407	-8	
Estonia	19,717	23%	5,412	-9	16%	12,853	1	3,574	19	8,904	27	
Finland	217,616	38%	87,617	21	35%	170,120	13	66,409	22	128,868	11	
France	171,789	55%	71,086	4	55%	138,084	13	57,055	1	116,619	12	
Georgia	4,339	54%	2,269	-1	44%	3,278	-4	1,635	-14	2,440	-10	
Germany	546,927	18%	307,568	5	15%	451,219	5	212,864	4	331,415	6	
Greece	16,075	67%	4,641	5	60%	11,311	-2	3,850	7	9,704	3	
Hungary	19,575	51%	5,830	-9	42%	12,217	-7	4,743	7	9,263	16	
Iceland	18,119	54%	4,190	-5	36%	10,883	2	3,556	-1	9,594	7	
Ireland	39,440	64%	9,393	-24	57%	20,810	-18	6,375	20	14,589	29	
Italy	160,199	61%	64,969	-9	59%	118,666	3	56,714	-10	105,368	4	
Latvia	15,232	30%	4,058	7	34%	12,055	31	2,837	17	8,173	39	
Lithuania	30,388	48%	7,639	26	34%	20,645	12	4,627	36	12,027	14	
Luxembourg	9,935	65%	4,319	4	58%	7,063	-3	3,610	-1	6,096	-7	
Netherlands	154,830	21%	58,577	3	13%	109,772	-3	41,145	0	83,248	-4	
Norway	274,430	8%	88,611	-4	4%	185,257	-2	60,343	-13	137,938	-6	
Poland	63,803	27%	17,954	0	23%	47,739	11	11,961	7	32,595	19	
Portugal	14,051	46%	7,009	31	52%	12,378	23	5,743	23	10,413	19	
Romania	19,450	34%	8,073	16	42%	15,346	16	5,568	12	11,887	15	
Russia	72,446	54%	25,301	20	56%	56,757	15	21,133	20	48,670	15	
Slovakia	4,987	16%	2,144	60	12%	4,691	56	1,518	41	3,632	47	
Slovenia	3,339	26%	988	-21	43%	2,687	11	814	-1	1,895	5	
Spain	132,032	65%	65,354	5	70%	103,536	9	55,705	6	89,638	10	
Switzerland	145,320	38%	73,029	2	29%	110,801	2	57,787	2	91,684	3	
Turkey	27,287	64%	8,002	-10	65%	19,880	8	6,155	-16	16,573	4	
UK	447,835	51%	149,341	-3	53%	301,012	-6	117,917	-2	246,560	-5	
Ukraine	12,570	52%	4,982	24	41%	10,021	23	4,010	29	8,392	27	
Rest of Europe	52,810	44%	23,919	83	49%	51,170	159	19,229	79	42,971	158	

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Country	Stockholm county						City of Stockholm				
	Guest nights 2017	Share in Sweden	June-August 2018			YTD 2018		June-August 2018		YTD 2018	
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %
North America	521,415	61%	239,461	0	62%	404,545	4	202,456	-3	345,968	2
Canada	39,566	64%	15,655	-5	66%	29,054	4	13,590	-8	25,624	3
USA	481,849	61%	223,806	1	62%	375,491	4	188,866	-3	320,344	2
Central & South America	69,010	60%	34,612	-6	70%	52,598	-2	31,070	-8	45,891	-6
Argentina	9,221	80%	6,098	5	78%	8,574	9	5,554	3	7,822	7
Brazil	30,978	66%	13,938	-19	75%	20,719	-15	12,807	-21	18,584	-18
Chile	3,835	70%	1,433	-26	72%	2,935	-1	1,303	-24	2,185	-15
Columbia	3,480	71%	1,954	13	84%	2,750	7	1,792	14	2,577	11
Mexico	8,593	66%	4,290	0	79%	6,673	3	3,833	-2	5,978	1
Rest of Central & South America	12,903	47%	6,899	20	53%	10,947	13	5,781	21	8,745	10
Asia	522,233	53%	207,145	3	55%	389,059	6	149,970	-7	293,123	-3
China	144,679	39%	65,076	6	40%	107,651	3	47,770	10	85,288	5
India	139,969	64%	39,439	11	74%	104,916	16	19,629	-33	60,904	-20
Indonesia	5,986	76%	2,312	-2	82%	4,844	28	1,826	-14	4,138	20
Iran	5,769	59%	1,629	-34	61%	2,796	-21	1,446	-33	2,467	-18
Israel	15,263	70%	8,702	14	74%	12,252	3	7,356	7	10,505	-1
Japan	60,381	63%	31,333	8	78%	47,185	10	21,701	-3	34,140	2
Malaysia	5,085	63%	1,760	13	70%	4,398	44	1,461	6	3,924	45
Qatar	7,353	88%	3,128	44	66%	4,130	-36	2,814	37	3,750	39
Saudi Arabia	8,337	59%	4,542	-7	59%	6,050	-6	3,861	-9	5,177	-7
Singapore	11,500	57%	3,765	-10	61%	8,179	21	3,423	-10	7,491	24
South Korea	20,832	38%	9,220	-9	35%	14,206	-10	8,015	-9	12,111	-10
Taiwan	13,756	62%	5,576	-17	65%	9,831	-12	4,093	-21	7,224	-19
Thailand	28,499	75%	6,398	-7	61%	19,005	-3	5,228	-16	16,661	-6
United Arab Emirates	24,731	75%	10,382	-15	72%	19,115	6	9,261	-17	17,460	6
Rest of Asia	30,093	46%	13,883	5	60%	24,501	9	12,086	2	21,883	9
Africa	27,916	50%	12,488	18	55%	25,113	31	10,396	15	21,000	26
Egypt	2,374	42%	1,221	142	63%	2,243	40	971	135	1,931	36
Morocco	2,714	63%	1,304	-1	76%	2,163	8	1,146	-3	1,917	4
Namibia	2,274	61%	1,967	113	80%	2,573	55	1,147	56	1,317	-8
South Africa	6,665	62%	3,063	22	67%	6,243	39	2,727	22	5,490	41
Rest of Africa	13,889	44%	4,933	-8	40%	11,891	26	4,405	-1	10,345	27
Oceania	63,690	64%	30,686	7	66%	49,658	8	27,541	5	45,102	7
Australia	56,759	64%	27,252	7	66%	44,011	7	24,651	5	40,195	6
New Zealand	6,431	65%	3,183	5	67%	5,211	15	2,793	2	4,667	13
Rest of Oceania	500	52%	251	49	60%	436	19	97	-10	240	0
Rest of the World	205,423	54%	101,511	38	63%	201,913	30	79,718	37	173,763	29
Not indicated	779,872	57%	306,719	19	55%	585,074	13	259,146	19	496,185	13