



Photographer: Henrik Trygg

Stockholm's Tourism Industry: July 2019

The number of overnight stays in Stockholm for July 2019 demonstrates a continuous increase in comparison to the same period last year. A total of 1.75 million guest nights were reported for the month, which is a positive difference of 3% against the number on record for July 2018. There has never been that many bednights in Stockholm County before – July 2019 sets a new record. Guest nights by domestic travelers make up the majority of the increase.

Nights spent in Stockholm by Germans continue to show a strong upward trend for the year (+15%), while the number of overnight stays by visitors from the United States are similar to what they were last year. Guest nights by people from neighboring countries in the Nordic region are also equal to July

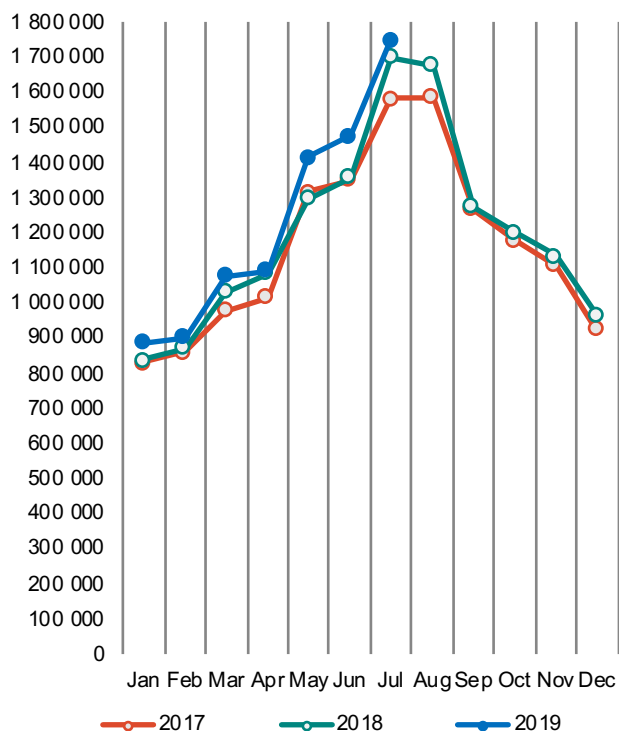
2018. Meanwhile, overnight stays by travelers from India stand out with a very strong increase (+27%).

Overnight stays where a country of origin is not recorded are, as a rule, included in the “Rest of the World” category, and thus are also automatically added to the “Foreign” and “Non-European” categories. These stays, which are designated as “Not indicated/unspecified”, are decreasing heavily (-77%), and thus responsible for noticeable decreases in the totals for all three categories. However, if the unspecified overnight stays are excluded from the total calculations, overnight stays by both foreign visitors and those from outside of Europe show an increase of 5% and 2% respectively.

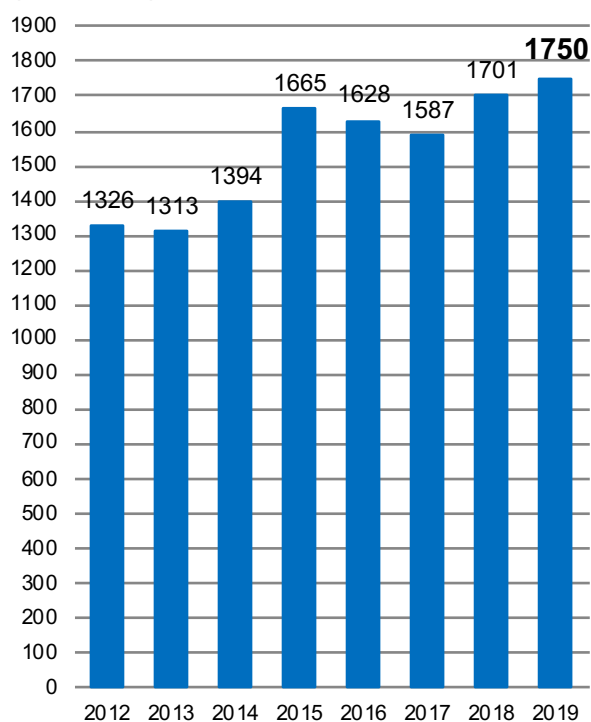
Commercial overnight stays in Stockholm County July 2019, top 20

| Target group | Guest nights | Change, % | Target group | Guest nights | Change, % |
|-------------------|------------------|------------|------------------|--------------|-----------|
| Total | 1 750 340 | 3% | Not Indicated | 30 552 | -77% |
| Sweden | 1 019 419 | 13% | | | |
| Foreign | 730 921 | -9% | | | |
| Ranking, Foreign | Guest nights | Change, % | Ranking, Foreign | Guest nights | Change, % |
| 1 Germany | 128 891 | 15% | 11 China | 20 254 | -7% |
| 2 USA | 79 986 | -1% | 12 Italy | 18 197 | 15% |
| 3 Finland | 42 286 | 2% | 13 India | 16 092 | 27% |
| 4 Norway | 38 746 | -4% | 14 Austria | 12 809 | 5% |
| 5 Great Britain | 38 326 | -15% | 15 Russia | 11 420 | 25% |
| 6 Switzerland | 35 525 | 8% | 16 Belgium | 10 127 | 12% |
| 7 France | 28 289 | 15% | 17 Australia | 9 555 | -5% |
| 8 Denmark | 27 650 | 12% | 18 Japan | 8 703 | -20% |
| 9 The Netherlands | 22 355 | -3% | 19 Poland | 7 399 | 43% |
| 10 Spain | 20 429 | 6% | 20 Canada | 5 815 | -6% |

Commercial overnight stays by month 2017, 2018 and 2019, Stockholm County



Commercial overnight stays, July 2012-2019, Stockholm County. (Thousands)



Commercial overnight stays 2019 compared with previous year.

| | July 2019 | | YTD | |
|--------------------------------|-------------------|-----------|-------------------|-----------|
| | Guest nights | Change, % | Guest nights | Change, % |
| Stockholm County | 1 750 340 | 3% | 8 620 535 | 4% |
| Domestic | 1 019 419 | 13% | 5 554 081 | 10% |
| Foreign | 730 921 | -9% | 3 066 454 | -6% |
| Nordic countries, excl. Sweden | 110 010 | 2% | 414 516 | 3% |
| Europe excl. Nordic countries | 369 229 | 8% | 1 498 288 | 9% |
| Non-European | 251 682 | -28% | 1 153 650 | -22% |
| City of Stockholm | 1 156 452 | 4% | 5 805 298 | 4% |
| Domestic | 600 801 | 24% | 3 373 427 | 15% |
| Foreign | 555 651 | -12% | 2 431 871 | -9% |
| Nordic countries, excl. Sweden | 81 041 | 5% | 316 150 | 3% |
| Europe excl. Nordic countries | 278 350 | 7% | 1 191 529 | 7% |
| Non-European | 196 260 | -34% | 924 192 | -26% |
| Sweden | 12 958 111 | 0% | 41 999 133 | 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 2018 | Share in Sweden | July 2019 | | | YTD 2019 | | July 2019 | | YTD 2019 | | |
| | | | Guest nights | Change % | Share in Sweden | Guest nights | Change % | Guest nights | Change % | Guest nights | Change % | |
| Total | 14 539 708 | 22% | 1 750 340 | 3 | 14% | 8 620 535 | 4 | 1 156 452 | 4 | 5 805 298 | 4 | |
| Sweden | 8 962 597 | 19% | 1 019 419 | 13 | 11% | 5 554 081 | 10 | 600 801 | 24 | 3 373 427 | 15 | |
| Foreign | 5 577 111 | 32% | 730 921 | -9 | 18% | 3 066 454 | -6 | 555 651 | -12 | 2 431 871 | -9 | |
| Nordic countries excl. Sweden | 660 560 | 12% | 110 010 | 2 | 6% | 414 516 | 3 | 81 041 | 5 | 316 150 | 3 | |
| Europe excl. Nordic countries | 2 472 327 | 33% | 369 229 | 8 | 21% | 1 498 288 | 9 | 278 350 | 7 | 1 191 529 | 7 | |
| Non-European/ not indicated | 2 444 224 | 57% | 251 682 | -28 | 49% | 1 153 650 | -22 | 196 260 | -34 | 924 192 | -26 | |
| Europe | 2 472 327 | 20% | 479 239 | 6 | 14% | 1 912 804 | 7 | 359 391 | 7 | 1 507 679 | 6 | |
| Austria | 66 888 | 44% | 12 809 | 5 | 39% | 40 977 | 2 | 10 685 | 5 | 34 880 | 3 | |
| Belarus | 3 446 | 72% | 406 | 13 | 32% | 2 325 | 28 | 356 | 16 | 2 082 | 25 | |
| Belgium | 64 749 | 33% | 10 127 | 12 | 21% | 39 287 | 4 | 8 262 | 7 | 33 098 | 2 | |
| Bulgaria | 5 262 | 40% | 670 | 13 | 39% | 3 713 | 19 | 564 | 13 | 3 089 | 13 | |
| Croatia | 5 399 | 30% | 369 | -14 | 41% | 3 914 | 15 | 210 | -46 | 3 262 | 4 | |
| Czech Republic | 19 989 | 26% | 2 642 | 5 | 25% | 13 848 | 27 | 2 192 | 13 | 10 761 | 29 | |
| Denmark | 156 439 | 12% | 27 650 | 12 | 10% | 101 932 | 12 | 19 925 | 25 | 77 492 | 18 | |
| Estonia | 19 271 | 18% | 2 128 | -1 | 20% | 13 666 | 26 | 1 267 | -6 | 8 023 | 8 | |
| Finland | 228 736 | 39% | 42 286 | 2 | 35% | 149 683 | 4 | 32 593 | -1 | 115 939 | 4 | |
| France | 188 883 | 57% | 28 289 | 15 | 55% | 120 481 | 12 | 22 602 | 14 | 102 330 | 10 | |
| Georgia | 3 949 | 46% | 1 130 | 40 | 40% | 2 790 | 8 | 964 | 80 | 2 281 | 18 | |
| Germany | 586 919 | 19% | 128 891 | 15 | 13% | 384 115 | 16 | 91 432 | 18 | 296 422 | 18 | |
| Greece | 17 582 | 65% | 1 718 | 17 | 75% | 9 547 | -1 | 1 550 | 39 | 8 507 | 2 | |
| Hungary | 16 455 | 42% | 1 494 | -26 | 40% | 9 658 | -7 | 1 200 | -30 | 7 665 | -1 | |
| Iceland | 16 803 | 55% | 1 328 | -12 | 21% | 8 887 | -7 | 1 082 | -12 | 7 633 | -10 | |
| Ireland | 34 083 | 57% | 3 363 | 22 | 54% | 19 838 | 14 | 1 950 | 5 | 12 197 | -2 | |
| Italy | 163 665 | 59% | 18 197 | 15 | 61% | 80 039 | -2 | 15 781 | 10 | 70 455 | -4 | |
| Latvia | 20 125 | 36% | 1 610 | 42 | 39% | 14 993 | 42 | 948 | 40 | 7 901 | 17 | |
| Lithuania | 31 597 | 39% | 1 647 | -13 | 32% | 19 247 | 11 | 874 | -27 | 10 247 | 3 | |
| Luxembourg | 9 247 | 64% | 757 | -45 | 38% | 3 269 | -41 | 591 | -47 | 2 804 | -44 | |
| Netherlands | 157 678 | 21% | 22 355 | -3 | 12% | 88 785 | -3 | 15 012 | 7 | 64 984 | -4 | |
| Norway | 258 582 | 7% | 38 746 | -4 | 3% | 154 014 | -3 | 27 441 | 3 | 115 086 | -5 | |
| Poland | 74 364 | 27% | 7 399 | 43 | 25% | 53 004 | 29 | 4 455 | 16 | 34 086 | 21 | |
| Portugal | 18 250 | 46% | 2 298 | 26 | 39% | 11 237 | 20 | 2 047 | 33 | 9 831 | 24 | |
| Romania | 22 336 | 38% | 2 517 | -12 | 42% | 14 222 | 15 | 1 933 | 1 | 11 540 | 17 | |
| Russia | 83 276 | 53% | 11 420 | 25 | 62% | 55 149 | 16 | 9 207 | 18 | 46 367 | 11 | |
| Slovakia | 6 363 | 14% | 870 | 36 | 19% | 4 638 | 22 | 619 | 40 | 3 551 | 19 | |
| Slovenia | 3 869 | 35% | 536 | 24 | 42% | 2 967 | 25 | 355 | 1 | 2 202 | 35 | |
| Spain | 143 790 | 66% | 20 429 | 6 | 72% | 81 336 | 16 | 17 871 | 10 | 72 297 | 17 | |
| Switzerland | 143 262 | 36% | 35 525 | 8 | 26% | 90 282 | 5 | 27 524 | 6 | 74 902 | 3 | |
| Turkey | 27 122 | 65% | 2 006 | -18 | 52% | 15 697 | -4 | 1 538 | -23 | 9 627 | -32 | |
| UK | 421 200 | 50% | 38 326 | -15 | 39% | 241 603 | -2 | 29 128 | -19 | 195 162 | -5 | |
| Ukraine | 19 300 | 55% | 3 048 | 61 | 53% | 21 858 | 166 | 2 413 | 50 | 19 477 | 182 | |
| Rest of Europe | 94 008 | 58% | 6 253 | -1 | 34% | 35 803 | -13 | 4 820 | -5 | 31 499 | -10 | |

Visit Stockholm AB

visit@stockholm.se

+46 8 508 280 00

www.visitstockholm.com

| Country | Stockholm County | | | | | | City of Stockholm | | | | | |
|------------------------------------|-------------------|-----------------|---------------|-----------|-----------------|----------------|-------------------|---------------|------------|----------------|------------|--|
| | Guest nights 2018 | Share in Sweden | July 2019 | | | YTD 2019 | | July 2019 | | YTD 2019 | | |
| | | | Guest nights | Change % | Share in Sweden | Guest nights | Change % | Guest nights | Change % | Guest nights | Change % | |
| North America | 550 050 | 59% | 85 801 | -1 | 49% | 323 982 | 0 | 65 863 | -11 | 259 399 | -7 | |
| Canada | 42 285 | 64% | 5 815 | -6 | 73% | 20 751 | -17 | 5 143 | -5 | 18 424 | -17 | |
| USA | 507 765 | 59% | 79 986 | -1 | 48% | 303 231 | 1 | 60 720 | -11 | 240 975 | -6 | |
| Central & South America | 72 558 | 66% | 11 731 | 3 | 62% | 39 100 | -6 | 10 530 | -2 | 34 736 | -4 | |
| Argentina | 10 893 | 78% | 2 285 | 3 | 79% | 6 283 | -12 | 2 015 | -6 | 5 619 | -15 | |
| Brazil | 28 166 | 71% | 4 840 | 0 | 77% | 15 322 | -2 | 4 403 | -5 | 13 907 | -2 | |
| Chile | 4 591 | 69% | 892 | 57 | 77% | 3 083 | 16 | 773 | 41 | 2 735 | 37 | |
| Columbia | 3 623 | 74% | 541 | -12 | 86% | 2 174 | -3 | 482 | -16 | 1 999 | -7 | |
| Mexico | 9 331 | 76% | 1 787 | 13 | 81% | 5 171 | -7 | 1 592 | 11 | 4 629 | -8 | |
| Rest of Central & South America | 15 954 | 47% | 1 386 | -14 | 25% | 7 067 | -14 | 1 265 | -9 | 5 847 | -5 | |
| Asia | 551 141 | 57% | 71 607 | 1 | 52% | 323 702 | 3 | 52 525 | -1 | 237 689 | 0 | |
| China | 149 738 | 43% | 20 254 | -7 | 36% | 88 294 | 5 | 14 994 | -8 | 70 846 | 4 | |
| India | 156 849 | 73% | 16 092 | 27 | 83% | 100 319 | 9 | 8 526 | 22 | 56 297 | 0 | |
| Indonesia | 7 470 | 79% | 643 | 103 | 77% | 4 216 | -6 | 586 | 113 | 3 608 | -7 | |
| Iran | 3 868 | 51% | 466 | 2 | 69% | 1 341 | -43 | 382 | -5 | 1 138 | -45 | |
| Israel | 16 792 | 67% | 2 738 | -19 | 71% | 9 730 | 10 | 2 300 | -18 | 8 359 | 9 | |
| Japan | 63 912 | 69% | 8 703 | -20 | 79% | 34 498 | -3 | 5 819 | -23 | 23 986 | -7 | |
| Malaysia | 6 271 | 68% | 424 | -1 | 55% | 3 155 | -20 | 363 | -2 | 2 865 | -22 | |
| Qatar | 5 582 | 68% | 1 992 | 161 | 66% | 2 933 | 34 | 1 823 | 159 | 2 675 | 35 | |
| Saudi Arabia | 7 837 | 57% | 1 783 | -6 | 55% | 4 395 | 3 | 1 555 | -9 | 3 667 | -3 | |
| Singapore | 11 933 | 58% | 1 072 | -20 | 66% | 6 529 | -11 | 946 | -22 | 5 789 | -14 | |
| South Korea | 19 804 | 40% | 2 928 | -25 | 27% | 11 279 | 4 | 2 525 | -26 | 9 989 | 7 | |
| Taiwan | 12 390 | 64% | 2 246 | 43 | 68% | 7 204 | -11 | 1 676 | 36 | 5 384 | -9 | |
| Thailand | 27 199 | 69% | 3 782 | 55 | 76% | 20 094 | 23 | 3 368 | 62 | 17 477 | 19 | |
| United Arab Emirates | 24 022 | 78% | 3 460 | -35 | 52% | 10 267 | -34 | 3 168 | -33 | 8 621 | -30 | |
| Rest of Asia | 37 474 | 54% | 5 024 | 39 | 46% | 19 448 | 13 | 4 494 | 35 | 16 988 | 8 | |
| Africa | 34 451 | 53% | 3 754 | 2 | 39% | 20 033 | 1 | 2 841 | -2 | 15 387 | -7 | |
| Egypt | 3 056 | 52% | 539 | 60 | 56% | 2 312 | 41 | 485 | 215 | 2 065 | 50 | |
| Morocco | 3 014 | 73% | 404 | 28 | 82% | 2 998 | 113 | 372 | 23 | 2 846 | 124 | |
| Namibia | 3 524 | 63% | 579 | -15 | 90% | 1 579 | -1 | 103 | -73 | 272 | -62 | |
| South Africa | 7 711 | 55% | 511 | -57 | 33% | 3 470 | -32 | 419 | -61 | 2 657 | -41 | |
| Rest of Africa | 17 146 | 48% | 1 721 | 50 | 29% | 9 674 | -4 | 1 462 | 49 | 7 547 | -13 | |
| Oceania | 71 093 | 66% | 10 959 | -3 | 62% | 38 854 | -2 | 9 626 | -6 | 34 817 | -4 | |
| Australia | 63 201 | 66% | 9 555 | -5 | 66% | 34 209 | -2 | 8 386 | -9 | 30 932 | -5 | |
| New Zealand | 7 272 | 65% | 1 368 | 25 | 60% | 4 347 | 3 | 1 210 | 27 | 3 718 | -3 | |
| Rest of Oceania | 620 | 52% | 36 | -76 | 4% | 298 | -18 | 30 | -17 | 167 | -12 | |
| Rest of the World | 270 932 | 54% | 37 278 | 12 | 64% | 146 825 | -19 | 30 514 | 4 | 126 177 | -25 | |
| Not indicated | 893 999 | 55% | 30 552 | -77 | 32% | 261 154 | -53 | 24 361 | -79 | 215 987 | -55 | |

Visit Stockholm AB

visit@stockholm.se

+46 8 508 280 00

www.visitstockholm.com