



Photographer: Anne Sofie Eriksson

## Stockholm's Tourism Industry: August 2019

August was a strong finish for the 2019 summer months, featuring continuous growth in overnight stays in Stockholm. The total number of guest nights increased to 1,771,000, which is 5% more than for the same period last year. This also beats the record from the previous month (July 2019). For the first time the month of August is a record month, never before has the county registered this many guest nights.

Not counting "Not Indicated/Unspecified" stays (explained below), guest nights are increasing from all geographical areas. The strongest growth was by domestic visitors. Overnight stays by Swedes were up 14% in comparison to August 2018. Overnight stays by visitors from neighboring Nordic countries rose by 7%, while European and non-European guest nights both increased by 2%.

Germany remains the country of origin for guests with the most overnight stays in total and has grown 2% since last year.

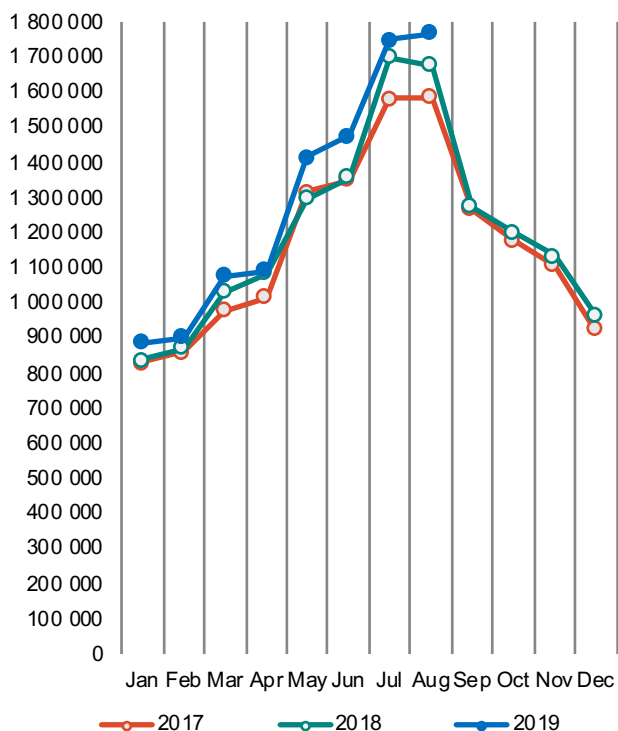
Looking at the rest of the European market, three nations show a rise of more than 20% from last year: France (+21%), Finland (+23%), and Russia (+26%). There was also a strong increase in overnight stays by those from farther away, with significant growth in overnight stays from China (+22%) and India (+19%). Overall, almost 20% of Sweden's total number of overnight stays happened in Stockholm county.

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 (-64%), 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 3% and 2% respectively.

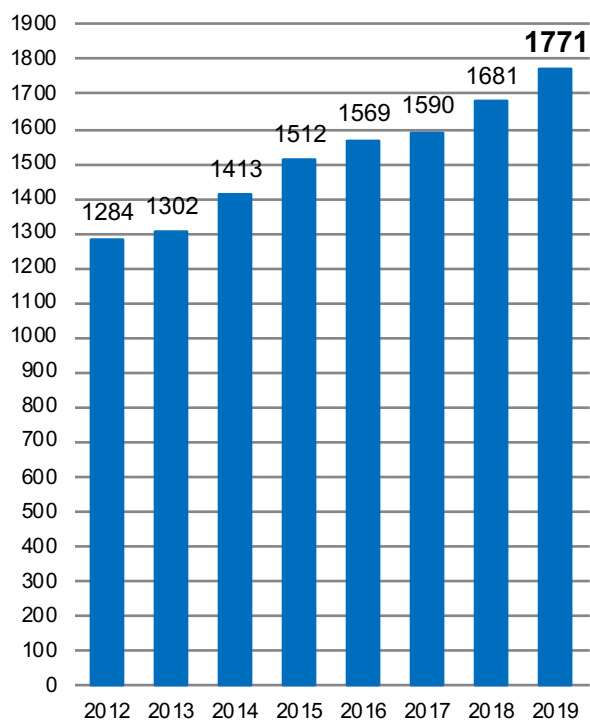
### Commercial overnight stays in Stockholm County August 2019, top 20

Target group	Guest nights	Change, %	Target group	Guest nights	Change, %
<b>Total</b>	<b>1 771 043</b>	<b>5%</b>	Not Indicated	40 381	-64%
<b>Sweden</b>	<b>1 062 951</b>	<b>14%</b>			
<b>Foreign</b>	<b>708 092</b>	<b>-7%</b>			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Germany	107 706	2%	11 Switzerland	20 592	-9%
2 USA	68 784	-7%	12 Denmark	17 393	-4%
3 Great Britain	50 561	-1%	13 India	15 927	19%
4 Italy	35 980	0%	14 Austria	12 356	8%
5 France	35 577	21%	15 Russia	11 399	26%
6 Spain	32 147	2%	16 Japan	10 950	2%
7 China	26 779	22%	17 Australia	8 672	-9%
8 Finland	24 566	23%	18 Belgium	7 871	2%
9 Norway	23 793	2%	19 Poland	7 633	0%
10 The Netherlands	23 757	-6%	20 Canada	5 228	6%

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



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



**Commercial overnight stays 2019 compared with previous year.**

	August 2019		YTD	
	Guest nights	Change, %	Guest nights	Change, %
<b>Stockholm County</b>	<b>1 771 043</b>	<b>5%</b>	<b>10 443 213</b>	<b>5%</b>
Domestic	1 062 951	14%	6 662 893	12%
Foreign	708 092	-7%	3 780 320	-6%
Nordic countries, excl. Sweden	67 085	7%	481 182	3%
Europe excl. Nordic countries	384 555	2%	1 876 245	7%
Non-European	256 452	-21%	1 422 893	-21%
<b>City of Stockholm</b>	<b>1 173 698</b>	<b>4%</b>	<b>7 006 264</b>	<b>4%</b>
Domestic	616 230	20%	3 981 096	16%
Foreign	557 468	-9%	3 025 168	-8%
Nordic countries, excl. Sweden	49 586	6%	365 889	4%
Europe excl. Nordic countries	301 184	1%	1 502 294	6%
Non-European	206 698	-23%	1 156 985	-24%
<b>Sweden</b>	<b>8 853 842</b>	<b>3%</b>	<b>51 866 164</b>	<b>4%</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 2018	Share in Sweden	August 2019			YTD 2019		August 2019		YTD 2019		
			Guest nights	chc %	Share in Sweden	Guest nights	chc %	Guest nights	chc %	Guest nights	chc %	
<b>Total</b>	<b>14 539 708</b>	<b>22%</b>	<b>1 771 043</b>	<b>5</b>	<b>20%</b>	<b>10 443 213</b>	<b>5</b>	<b>1 173 698</b>	<b>4</b>	<b>7 006 264</b>	<b>4</b>	
<b>Sweden</b>	<b>8 962 597</b>	<b>19%</b>	<b>1 062 951</b>	<b>14</b>	<b>17%</b>	<b>6 662 893</b>	<b>12</b>	<b>616 230</b>	<b>20</b>	<b>3 981 096</b>	<b>16</b>	
<b>Foreign</b>	<b>5 577 111</b>	<b>32%</b>	<b>708 092</b>	<b>-7</b>	<b>26%</b>	<b>3 780 320</b>	<b>-6</b>	<b>557 468</b>	<b>-9</b>	<b>3 025 168</b>	<b>-8</b>	
<b>Nordic countries excl. Sweden</b>	<b>660 560</b>	<b>12%</b>	<b>67 085</b>	<b>7</b>	<b>10%</b>	<b>481 182</b>	<b>3</b>	<b>49 586</b>	<b>6</b>	<b>365 889</b>	<b>4</b>	
<b>Europe excl. Nordic countries</b>	<b>2 472 327</b>	<b>33%</b>	<b>384 555</b>	<b>2</b>	<b>24%</b>	<b>1 876 245</b>	<b>7</b>	<b>301 184</b>	<b>1</b>	<b>1 502 294</b>	<b>6</b>	
<b>Non-European/ not indicated</b>	<b>2 444 224</b>	<b>57%</b>	<b>256 452</b>	<b>-21</b>	<b>53%</b>	<b>1 422 893</b>	<b>-21</b>	<b>206 698</b>	<b>-23</b>	<b>1 156 985</b>	<b>-24</b>	
<b>Europe</b>	<b>2 472 327</b>	<b>20%</b>	<b>451 640</b>	<b>3</b>	<b>20%</b>	<b>2 357 427</b>	<b>6</b>	<b>350 770</b>	<b>1</b>	<b>1 868 183</b>	<b>6</b>	
Austria	66 888	44%	12 356	8	38%	52 625	2	10 373	9	45 033	4	
Belarus	3 446	72%	342	16	59%	2 662	26	266	-7	2 366	21	
Belgium	64 749	33%	7 871	2	23%	47 169	4	6 338	-8	39 813	1	
Bulgaria	5 262	40%	896	62	33%	4 519	23	727	40	3 769	16	
Croatia	5 399	30%	690	46	48%	4 623	19	553	34	3 852	9	
Czech Republic	19 989	26%	2 762	40	27%	16 807	30	2 088	37	13 187	33	
Denmark	156 439	12%	17 393	-4	11%	119 307	9	13 263	5	91 516	17	
Estonia	19 271	18%	2 466	18	24%	16 330	26	1 506	-8	9 598	6	
Finland	228 736	39%	24 566	23	39%	173 126	5	18 240	15	133 661	5	
France	188 883	57%	35 577	21	53%	154 020	13	29 282	19	131 316	11	
Georgia	3 949	46%	542	8	26%	3 393	10	475	17	2 851	22	
Germany	586 919	19%	107 706	2	14%	484 755	11	78 340	1	373 873	14	
Greece	17 582	65%	2 046	32	64%	11 720	4	1 804	34	10 258	6	
Hungary	16 455	42%	2 313	8	46%	12 232	-2	1 972	7	9 995	4	
Iceland	16 803	55%	1 333	0	46%	10 194	-6	1 118	-8	8 773	-9	
Ireland	34 083	57%	3 273	-15	60%	22 692	6	2 026	-22	14 084	-6	
Italy	163 665	59%	35 980	0	59%	114 800	-2	31 417	-3	101 595	-4	
Latvia	20 125	36%	1 886	38	33%	16 930	42	1 006	-5	8 911	14	
Lithuania	31 597	39%	3 367	24	55%	22 467	12	1 524	-13	11 783	1	
Luxembourg	9 247	64%	871	-45	33%	4 114	-42	719	-42	3 503	-44	
Netherlands	157 678	21%	23 757	-6	11%	112 747	-4	16 390	-1	82 003	-3	
Norway	258 582	7%	23 793	2	6%	178 555	-2	16 965	-1	131 939	-4	
Poland	74 364	27%	7 633	0	22%	64 528	33	4 878	-2	42 890	29	
Portugal	18 250	46%	3 269	7	59%	14 339	15	2 897	11	12 594	20	
Romania	22 336	38%	3 463	34	49%	17 797	19	2 721	46	14 424	23	
Russia	83 276	53%	11 399	26	57%	66 558	17	9 775	24	56 708	15	
Slovakia	6 363	14%	994	44	26%	5 565	24	736	37	4 284	22	
Slovenia	3 869	35%	559	105	43%	3 545	34	386	62	2 615	40	
Spain	143 790	66%	32 147	2	70%	112 100	10	28 320	0	100 280	11	
Switzerland	143 262	36%	20 592	-9	28%	108 637	0	16 630	-10	90 773	-1	
Turkey	27 122	65%	2 067	-32	67%	17 823	-8	1 500	-34	11 329	-31	
UK	421 200	50%	50 561	-1	45%	295 505	-1	41 073	2	241 105	-2	
Ukraine	19 300	55%	3 818	129	64%	25 949	162	2 831	94	22 731	172	
Rest of Europe	94 008	58%	3 352	-62	22%	39 294	-21	2 631	-65	34 771	-18	

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	August 2019			YTD 2019			August 2019		YTD 2019	
			Guest nights	chc %	Share in Sweden	Guest nights	chc %	Guest nights	chc %	Guest nights	chc %	
<b>North America</b>	<b>550 050</b>	<b>59%</b>	<b>74 012</b>	<b>-6</b>	<b>56%</b>	<b>399 253</b>	<b>-1</b>	<b>60 754</b>	<b>-12</b>	<b>325 372</b>	<b>-7</b>	
Canada	42 285	64%	5 228	6	66%	25 390	-15	4 641	4	22 669	-15	
USA	507 765	59%	68 784	-7	55%	373 863	0	56 113	-13	302 703	-6	
<b>Central &amp; South America</b>	<b>72 558</b>	<b>66%</b>	<b>9 098</b>	<b>-10</b>	<b>60%</b>	<b>47 041</b>	<b>-9</b>	<b>7 928</b>	<b>-17</b>	<b>41 986</b>	<b>-8</b>	
Argentina	10 893	78%	1 592	-5	85%	7 588	-14	1 371	-14	6 827	-17	
Brazil	28 166	71%	3 408	-29	70%	18 122	-11	3 040	-33	16 573	-11	
Chile	4 591	69%	556	14	75%	3 519	12	509	19	3 174	31	
Columbia	3 623	74%	430	-8	73%	2 656	-2	393	-9	2 468	-4	
Mexico	9 331	76%	1 074	-6	81%	6 062	-9	975	-9	5 489	-10	
Rest of Central & South America	15 954	47%	2 038	31	35%	9 094	-7	1 640	15	7 455	-1	
<b>Asia</b>	<b>551 141</b>	<b>57%</b>	<b>79 412</b>	<b>8</b>	<b>50%</b>	<b>400 471</b>	<b>4</b>	<b>60 468</b>	<b>7</b>	<b>298 828</b>	<b>2</b>	
China	149 738	43%	26 779	22	38%	113 729	7	20 104	16	90 676	6	
India	156 849	73%	15 927	19	75%	117 720	12	10 033	43	68 835	9	
Indonesia	7 470	79%	283	-23	38%	4 332	-10	236	-21	3 740	-10	
Iran	3 868	51%	484	-12	53%	1 831	-37	441	-12	1 603	-38	
Israel	16 792	67%	2 912	-11	56%	12 507	3	2 370	-17	10 672	2	
Japan	63 912	69%	10 950	2	75%	44 354	-4	8 137	-2	31 410	-8	
Malaysia	6 271	68%	440	-16	58%	3 513	-22	403	9	3 217	-21	
Qatar	5 582	68%	1 367	-33	52%	4 064	-4	1 176	-38	3 676	-5	
Saudi Arabia	7 837	57%	1 588	-7	61%	5 924	-1	1 392	-3	5 028	-3	
Singapore	11 933	58%	1 154	29	61%	7 509	-9	996	19	6 677	-12	
South Korea	19 804	40%	2 865	-20	31%	14 226	-2	2 588	-20	12 831	2	
Taiwan	12 390	64%	1 886	18	55%	8 974	-8	1 264	-2	6 667	-8	
Thailand	27 199	69%	3 551	47	45%	23 368	24	3 111	69	20 270	23	
United Arab Emirates	24 022	78%	4 454	-31	68%	14 624	-34	4 000	-28	12 585	-30	
Rest of Asia	37 474	54%	4 772	23	46%	23 796	12	4 217	20	20 941	9	
<b>Africa</b>	<b>34 451</b>	<b>53%</b>	<b>3 468</b>	<b>-23</b>	<b>45%</b>	<b>23 301</b>	<b>-4</b>	<b>2 753</b>	<b>-30</b>	<b>18 016</b>	<b>-12</b>	
Egypt	3 056	52%	356	-29	61%	2 598	21	329	-30	2 346	27	
Morocco	3 014	73%	514	-17	74%	3 441	69	483	-15	3 299	79	
Namibia	3 524	63%	269	-66	71%	1 774	-26	51	-90	276	-77	
South Africa	7 711	55%	656	-33	40%	4 088	-33	587	-34	3 229	-40	
Rest of Africa	17 146	48%	1 673	4	38%	11 400	-3	1 303	-15	8 866	-13	
<b>Oceania</b>	<b>71 093</b>	<b>66%</b>	<b>9 817</b>	<b>-7</b>	<b>67%</b>	<b>47 836</b>	<b>-5</b>	<b>8 888</b>	<b>-9</b>	<b>43 346</b>	<b>-6</b>	
Australia	63 201	66%	8 672	-9	68%	42 151	-5	7 892	-10	38 517	-7	
New Zealand	7 272	65%	1 101	4	64%	5 297	0	963	0	4 593	-4	
Rest of Oceania	620	52%	44	-28	52%	388	-9	33	-23	236	1	
<b>Rest of the World</b>	<b>270 932</b>	<b>54%</b>	<b>40 264</b>	<b>17</b>	<b>66%</b>	<b>197 802</b>	<b>-9</b>	<b>33 687</b>	<b>39</b>	<b>172 308</b>	<b>-10</b>	
Not indicated	893 999	55%	40 381	-64	41%	307 189	-54	32 220	-66	257 129	-55	

Visit Stockholm AB

visit@stockholm.se

+46 8 508 280 00

www.visitstockholm.com