



Photographer: Helén Pe

Stockholm's Tourism Industry: September 2019

September 2019 started the fall off with a modest increase in overnight stays. 1,311,000 guest nights were registered in total which is a 1% increase over the same period last year. Almost 30% of Sweden's total number of overnight stays for September were made in Stockholm county.

Guest nights by domestic travelers showed the strongest growth and increased by 7% compared to September 2018. Overnight stays by guests from Europe grew by 3% and, if not counting "Not Indicated/Unspecified", the guest nights by visitors from outside of Sweden were up by 3%.

The United States took the lead when it comes to the most registered overnight stays, with an increase of 10% compared to the same period in 2018. The United Kingdom also

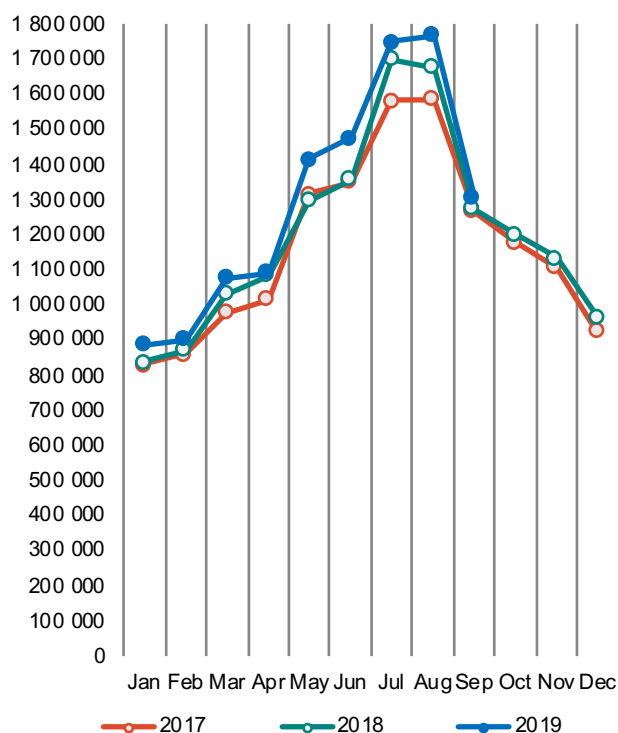
increased by 10%. China (+18%) and India (+17%) continued to climb in the rankings and were both part of the top 10 most registered guest nights this month. Switzerland stands out with an increase of 60%.

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 (-65%), 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 1% respectively.

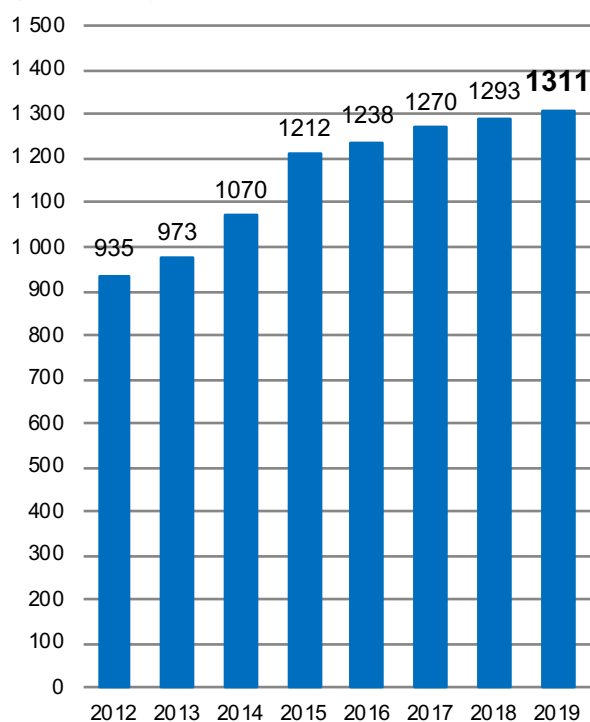
Commercial overnight stays in Stockholm County September 2019, top 20

Target group	Guest nights	Change, %	Target group	Guest nights	Change, %
Total	1 310 988	1%	Not Indicated	27 874	-65%
Sweden	870 445	7%			
Foreign	440 543	-8%			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 USA	54 393	10%	11 Italy	12 738	7%
2 Germany	47 103	-10%	12 Spain	12 581	7%
3 Great Britain	41 155	10%	13 The Netherlands	11 616	2%
4 Norway	20 438	-3%	14 Poland	9 109	28%
5 China	18 433	18%	15 Japan	7 409	-6%
6 Switzerland	17 194	60%	16 Australia	5 900	-8%
7 Finland	16 556	4%	17 Belgium	5 615	-2%
8 India	15 207	17%	18 Austria	5 459	11%
9 Denmark	14 035	1%	19 Russia	4 761	-31%
10 France	12 738	8%	20 Ireland	4 273	19%

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



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



Commercial overnight stays 2019 compared with previous year.

	September 2019		YTD	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	1 310 988	1%	11 741 734	4%
Domestic	870 445	7%	7 451 910	10%
Foreign	440 543	-8%	4 289 824	-5%
Nordic countries, excl. Sweden	52 533	0%	534 022	3%
Europe excl. Nordic countries	212 019	6%	2 116 505	8%
Non-European	175 991	-23%	1 639 297	-19%
City of Stockholm	865 882	-1%	7 861 055	3%
Domestic	513 721	7%	4 424 597	13%
Foreign	352 161	-12%	3 436 458	-7%
Nordic countries, excl. Sweden	41 388	0%	406 909	3%
Europe excl. Nordic countries	170 798	3%	1 688 813	7%
Non-European	139 975	-27%	1 340 736	-22%
Sweden	4 527 492	2%	56 611 438	4%

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	September 2019			YTD 2019		September 2019		YTD 2019	
			Guest nights	chc %	Share in Sweden	Guest nights	chc %	Guest nights	chc %	Guest nights	chc %
Total	14 539 708	22%	1 310 988	1	29%	11 741 734	4	865 882	-1	7 861 055	3
Sweden	8 962 597	19%	870 445	7	26%	7 451 910	10	513 721	7	4 424 597	13
Foreign	5 577 111	32%	440 543	-8	38%	4 289 824	-5	352 161	-12	3 436 458	-7
Nordic countries excl. Sweden	660 560	12%	52 533	0	22%	534 022	3	41 388	0	406 909	3
Europe excl. Nordic countries	2 472 327	33%	212 019	6	37%	2 116 505	8	170 798	3	1 688 813	7
Non-European/ not indicated	2 444 224	57%	175 991	-23	53%	1 639 297	-19	139 975	-27	1 340 736	-22
Europe	2 472 327	20%	264 552	4	32%	2 650 527	7	212 186	3	2 095 722	6
Austria	66 888	44%	5 459	11	46%	58 141	3	4 640	7	49 441	3
Belarus	3 446	72%	194	-1	75%	2 794	21	175	5	2 475	17
Belgium	64 749	33%	5 615	-2	40%	53 622	5	4 676	-9	45 048	1
Bulgaria	5 262	40%	356	-27	24%	5 148	24	325	-28	4 372	18
Croatia	5 399	30%	760	66	37%	5 354	23	656	57	4 488	13
Czech Republic	19 989	26%	2 813	16	35%	19 415	27	2 225	16	15 228	29
Denmark	156 439	12%	14 035	1	20%	134 984	10	11 334	11	103 738	17
Estonia	19 271	18%	1 400	18	23%	17 457	23	927	1	10 246	3
Finland	228 736	39%	16 556	4	44%	187 312	4	12 401	-3	143 675	3
France	188 883	57%	12 738	8	54%	168 584	13	10 906	9	143 592	12
Georgia	3 949	46%	265	84	26%	3 578	10	195	119	2 992	23
Germany	586 919	19%	47 103	-10	21%	539 866	11	37 328	-13	414 394	12
Greece	17 582	65%	1 502	-13	65%	13 060	1	1 304	29	11 395	7
Hungary	16 455	42%	1 095	-14	28%	13 387	-3	920	-12	10 992	3
Iceland	16 803	55%	1 504	-1	56%	11 702	-5	1 376	0	10 147	-8
Ireland	34 083	57%	4 273	19	72%	26 891	8	2 991	45	17 016	0
Italy	163 665	59%	12 738	7	58%	127 292	-1	10 749	-1	112 342	-4
Latvia	20 125	36%	1 130	-50	34%	17 738	25	626	-49	9 203	2
Lithuania	31 597	39%	3 096	-4	53%	25 012	8	1 296	-20	12 617	-5
Luxembourg	9 247	64%	363	-55	51%	4 607	-42	320	-56	3 935	-43
Netherlands	157 678	21%	11 616	2	32%	134 311	5	9 092	0	93 525	0
Norway	258 582	7%	20 438	-3	16%	200 024	-2	16 277	-3	149 349	-4
Poland	74 364	27%	9 109	28	25%	73 547	32	5 767	23	48 651	29
Portugal	18 250	46%	2 309	53	45%	16 471	18	1 735	42	14 209	21
Romania	22 336	38%	2 499	35	41%	19 883	19	2 106	50	16 135	23
Russia	83 276	53%	4 761	-31	55%	70 234	10	4 077	-30	59 800	8
Slovakia	6 363	14%	699	26	22%	6 178	22	542	26	4 741	20
Slovenia	3 869	35%	438	12	43%	3 953	30	364	6	2 951	33
Spain	143 790	66%	12 581	7	61%	125 725	11	10 972	0	112 505	11
Switzerland	143 262	36%	17 194	60	57%	129 606	9	15 087	55	109 565	8
Turkey	27 122	65%	2 090	-15	55%	19 713	-9	1 365	-41	12 541	-33
UK	421 200	50%	41 155	10	54%	344 433	3	33 966	10	282 650	2
Ukraine	19 300	55%	3 181	87	68%	28 670	147	2 746	93	25 166	157
Rest of Europe	94 008	58%	3 487	22	37%	41 835	-21	2 720	6	36 598	-19

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Country	Stockholm County							City of Stockholm			
	Guest nights 2018	Share in Sweden	September 2019			YTD 2019		September 2019		YTD 2019	
			Guest nights	chc %	Share in Sweden	Guest nights	chc %	Guest nights	chc %	Guest nights	chc %
North America	550 050	59%	58 611	9	57%	500 429	9	47 993	2	414 882	5
Canada	42 285	64%	4 218	-7	64%	33 179	-4	3 763	-6	29 887	-3
USA	507 765	59%	54 393	10	56%	467 250	10	44 230	3	384 995	5
Central & South America	72 558	66%	5 909	-18	56%	52 726	-10	5 034	-25	47 016	-10
Argentina	10 893	78%	742	-1	72%	8 150	-15	678	-4	7 370	-18
Brazil	28 166	71%	2 304	-32	61%	20 445	-14	1 925	-40	18 612	-15
Chile	4 591	69%	446	18	71%	3 916	11	385	21	3 508	28
Columbia	3 623	74%	279	23	65%	2 901	-1	246	15	2 694	-3
Mexico	9 331	76%	996	-11	79%	7 191	-8	825	-20	6 469	-9
Rest of Central & South America	15 954	47%	1 142	-16	34%	10 123	-9	975	-20	8 363	-5
Asia	551 141	57%	56 140	9	50%	469 554	7	42 003	8	354 696	6
China	149 738	43%	18 433	18	36%	135 438	11	14 589	11	108 907	10
India	156 849	73%	15 207	17	75%	133 078	13	9 461	35	78 801	12
Indonesia	7 470	79%	653	-34	76%	4 820	-17	592	-37	4 187	-18
Iran	3 868	51%	445	55	55%	2 275	-29	390	59	2 002	-29
Israel	16 792	67%	1 711	-6	60%	14 084	1	1 488	-10	12 057	-1
Japan	63 912	69%	7 409	-6	61%	52 668	-3	5 179	-16	37 595	-6
Malaysia	6 271	68%	518	10	54%	3 931	-21	473	13	3 608	-19
Qatar	5 582	68%	229	-57	33%	5 065	7	205	-60	4 594	4
Saudi Arabia	7 837	57%	558	8	69%	6 332	-3	453	3	5 332	-5
Singapore	11 933	58%	1 165	34	66%	8 638	-5	1 045	36	7 708	-8
South Korea	19 804	40%	1 643	-24	36%	16 201	-3	1 396	-21	14 581	2
Taiwan	12 390	64%	1 533	18	63%	10 532	-5	972	2	7 697	-6
Thailand	27 199	69%	3 216	87	44%	25 657	25	2 715	75	22 178	23
United Arab Emirates	24 022	78%	1 372	-30	74%	25 479	6	1 236	-20	23 064	18
Rest of Asia	37 474	54%	2 048	-5	42%	25 356	9	1 809	-6	22 385	6
Africa	34 451	53%	2 696	-20	42%	25 867	-7	2 198	-26	20 144	-14
Egypt	3 056	52%	179	-41	57%	2 677	9	164	-41	2 417	14
Morocco	3 014	73%	270	16	69%	3 586	58	249	12	3 442	67
Namibia	3 524	63%	206	-54	88%	1 891	-34	23	-90	222	-85
South Africa	7 711	55%	523	-9	49%	4 507	-32	408	-24	3 553	-40
Rest of Africa	17 146	48%	1 518	-16	34%	13 206	-2	1 354	-21	10 510	-12
Oceania	71 093	66%	6 624	-8	66%	56 015	-2	5 836	-13	50 752	-4
Australia	63 201	66%	5 900	-8	66%	49 499	-3	5 212	-13	45 193	-4
New Zealand	7 272	65%	668	-11	65%	6 073	0	589	-14	5 289	-3
Rest of Oceania	620	52%	56	81	48%	443	-3	35	46	270	5
Rest of the World	270 932	54%	18 137	-23	73%	206 395	-14	15 399	-24	179 462	-15
Not indicated	893 999	55%	27 874	-65	43%	328 311	-56	21 512	-69	273 784	-58

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