



Photographer: Henrik Trygg

Stockholm's Tourism Industry: October 2019

October 2019 showed strong growth in overnight stays within Stockholm County. The total number of registered guest nights was 1,278,000, which is an increase of 5% in comparison to October 2018. The last time such a strong gain was recorded was in 2015 (for the month of October).

If not counting "Not Indicated/Unspecified" overnight stays, guest nights by domestic travelers and those from outside of Europe increased by 12% and 11% respectively. Registered overnight stays by visitors from Europe increased by 7% from October 2018.

Germany has retaken the top spot for visitors' countries of origin with a total amount of registered guest nights in October 2019 of 35,800, a rise of 9% from October 2018. Increases of

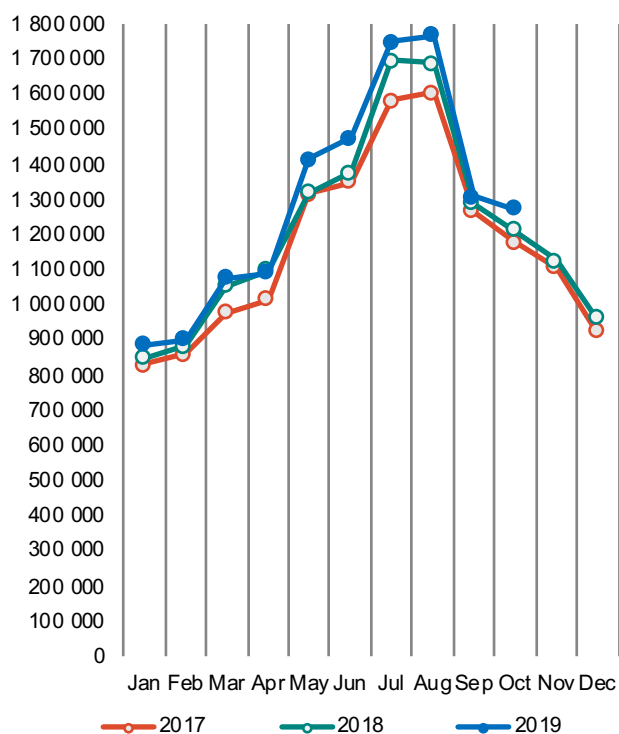
over 20% were documented for guests from both the United States (+21%) and France (+25%). And while India and China are still in the top 10, both show a decline of 6% in comparison to the same period last year.

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 (-61%), 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 7% and 11% respectively.

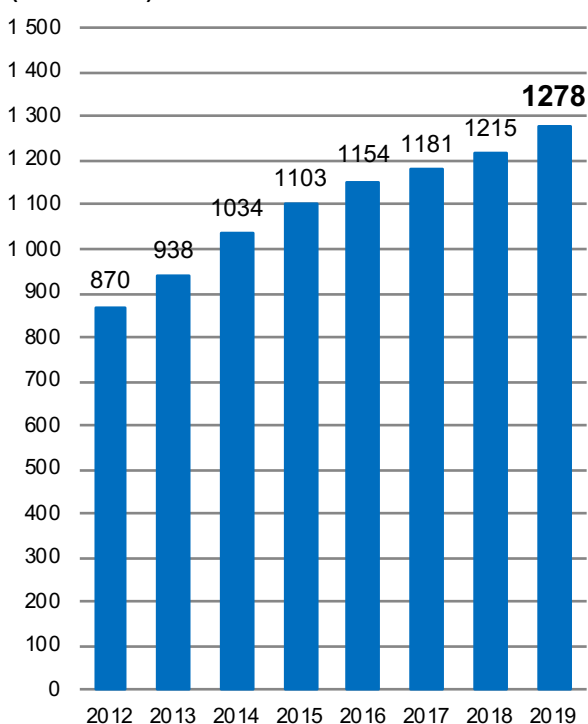
Commercial overnight stays in Stockholm County October 2019, top 20

Target group	Guest nights	Change, %	Target group	Guest nights	Change, %
Total	1 278 273	5%	Not Indicated	33 599	-61%
Sweden	904 442	12%			
Foreign	373 831	-8%			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Germany	35 813	9%	11 The Netherlands	10 723	3%
2 USA	34 155	21%	12 Spain	10 107	10%
3 Great Britain	31 508	3%	13 Switzerland	8 815	-2%
4 Finland	20 875	11%	14 Belgium	6 009	40%
5 Norway	18 156	-9%	15 Poland	5 832	-18%
6 Denmark	14 359	-4%	16 Russia	5 402	-23%
7 France	13 792	25%	17 Japan	4 845	25%
8 India	13 147	-6%	18 Thailand	4 767	118%
9 Italy	11 369	14%	19 Austria	4 391	15%
10 China	10 856	-6%	20 Romania	3 574	110%

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



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



Commercial overnight stays 2019 compared with previous year.

	October 2019		YTD	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	1 278 273	5%	13 024 385	4%
Domestic	904 442	12%	8 375 055	10%
Foreign	373 831	-8%	4 649 330	-5%
Nordic countries, excl. Sweden	54 974	-1%	587 123	2%
Europe excl. Nordic countries	179 316	7%	2 289 101	8%
Non-European	139 541	-23%	1 773 106	-20%
City of Stockholm	865 382	3%	8 730 402	3%
Domestic	557 948	10%	4 982 620	12%
Foreign	307 434	-7%	3 747 782	-7%
Nordic countries, excl. Sweden	44 377	-1%	451 029	3%
Europe excl. Nordic countries	147 846	8%	1 838 671	7%
Non-European	115 211	-23%	1 458 082	-22%
Sweden	4 071 923	4%	60 753 020	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.

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Commercial overnight stays by nationality, Stockholm County and City of Stockholm.

Country	Stockholm County						City of Stockholm					
	Guest nights 2018	Share in Sweden	October 2019			YTD 2019		October 2019		YTD 2019		
			Guest nights	chc %	Share in Sweden	Guest nights	chc %	Guest nights	chc %	Guest nights	chc %	
Total	14 594 719	22%	1 278 273	5	31%	13 024 385	4	865 382	3	8 730 402	3	
Sweden	8 993 339	19%	904 442	12	29%	8 375 055	10	557 948	10	4 982 620	12	
Foreign	5 601 380	32%	373 831	-8	41%	4 649 330	-5	307 434	-7	3 747 782	-7	
Nordic countries excl. Sweden	655 317	12%	54 974	-1	23%	587 123	2	44 377	-1	451 029	3	
Europe excl. Nordic countries	2 418 515	32%	179 316	7	45%	2 289 101	8	147 846	8	1 838 671	7	
Non-European/ not indicated	2 527 548	58%	139 541	-23	54%	1 773 106	-20	115 211	-23	1 458 082	-22	
Europe	2 418 515	20%	234 290	5	36%	2 876 224	7	192 223	5	2 289 700	6	
Austria	65 888	44%	4 391	15	52%	62 118	3	3 865	16	53 260	4	
Belarus	3 339	71%	178	-36	85%	2 956	14	160	-36	2 641	12	
Belgium	63 582	33%	6 009	40	56%	59 361	7	4 869	32	50 064	4	
Bulgaria	5 124	40%	508	5	42%	5 640	21	431	27	4 793	18	
Croatia	5 481	31%	1 810	165	71%	7 156	43	1 380	122	5 894	29	
Czech Republic	19 443	26%	2 482	54	44%	21 963	30	1 907	73	17 281	34	
Denmark	156 853	12%	14 359	-4	18%	149 955	9	11 319	-4	115 036	14	
Estonia	19 165	18%	2 225	25	42%	19 592	23	1 500	18	11 730	4	
Finland	226 833	39%	20 875	11	53%	206 944	4	16 540	11	160 061	3	
France	187 000	57%	13 792	25	62%	181 561	14	12 140	21	155 778	13	
Georgia	3 844	45%	196	65	37%	3 769	12	154	52	3 138	24	
Germany	573 633	19%	35 813	9	30%	572 965	10	29 953	12	444 727	12	
Greece	17 510	65%	1 757	7	66%	14 703	1	1 532	27	12 890	8	
Hungary	16 797	43%	1 597	28	48%	14 861	-1	1 440	38	12 408	6	
Iceland	16 592	54%	1 584	-24	64%	13 237	-9	1 425	-28	11 577	-11	
Ireland	33 572	57%	3 342	6	68%	30 224	8	1 880	1	18 919	0	
Italy	160 420	59%	11 369	14	57%	138 103	-1	10 027	8	122 574	-3	
Latvia	20 088	36%	1 546	-35	31%	19 274	17	969	-33	10 203	-2	
Lithuania	30 782	39%	2 872	-4	54%	27 657	5	1 610	8	14 196	-5	
Luxembourg	9 142	63%	353	-32	52%	4 972	-41	335	-28	4 273	-42	
Netherlands	156 037	21%	10 723	3	49%	143 889	4	8 944	1	102 531	0	
Norway	255 039	7%	18 156	-9	15%	216 987	-3	15 093	-7	164 355	-4	
Poland	74 493	27%	5 832	-18	21%	80 389	28	3 241	-22	52 038	24	
Portugal	18 243	45%	1 671	0	31%	18 072	16	1 497	9	15 745	20	
Romania	21 001	37%	3 574	110	50%	23 391	27	3 212	113	19 333	32	
Russia	82 196	53%	5 402	-23	55%	75 093	6	4 774	-19	64 592	6	
Slovakia	6 187	12%	629	22	25%	7 895	42	530	33	5 349	23	
Slovenia	3 837	35%	570	72	46%	4 587	36	399	34	3 395	35	
Spain	140 852	65%	10 107	10	63%	134 901	10	9 012	6	121 591	11	
Switzerland	140 933	35%	8 815	-2	55%	137 349	7	7 735	-6	117 399	7	
Turkey	26 397	65%	2 723	90	79%	22 457	-3	2 021	60	14 706	-26	
UK	420 667	50%	31 508	3	50%	376 335	3	25 606	0	308 597	2	
Ukraine	19 073	55%	3 299	66	77%	31 762	134	2 874	60	28 113	143	
Rest of Europe	73 789	51%	4 223	-45	55%	46 106	-24	3 849	-28	40 513	-20	

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Country	Stockholm County						City of Stockholm					
	Guest nights 2018	Share in Sweden	October 2019			YTD 2019		October 2019		YTD 2019		
			Guest nights	chc %	Share in Sweden	Guest nights	chc %	Guest nights	chc %	Guest nights	chc %	
North America	547 803	58%	36 825	17	49%	536 954	10	30 955	20	446 521	6	
Canada	41 719	63%	2 670	-17	64%	36 000	-4	2 445	-18	32 512	-3	
USA	506 084	58%	34 155	21	48%	500 954	11	28 510	25	414 009	7	
Central & South America	67 885	65%	5 524	34	66%	58 201	-8	4 846	32	52 019	-7	
Argentina	10 569	78%	789	46	84%	8 940	-12	713	43	8 136	-14	
Brazil	27 319	70%	2 152	38	73%	22 495	-11	1 827	32	20 522	-12	
Chile	4 452	69%	525	38	87%	4 422	13	506	40	4 006	29	
Columbia	3 484	73%	487	86	85%	3 379	6	378	74	3 083	3	
Mexico	9 161	76%	772	44	75%	7 930	-5	727	45	7 196	-6	
Rest of Central & South America	12 900	47%	799	-7	34%	11 035	-8	695	-3	9 076	-4	
Asia	548 039	57%	43 751	10	57%	514 205	8	34 895	17	390 943	8	
China	149 123	43%	10 856	-6	41%	144 971	9	9 259	-7	118 120	9	
India	161 235	73%	13 147	-6	72%	145 053	10	9 273	18	88 680	14	
Indonesia	7 334	79%	632	35	85%	5 429	-14	523	21	4 691	-16	
Iran	3 828	51%	155	-45	42%	2 414	-30	149	-30	2 154	-29	
Israel	16 589	67%	1 136	26	77%	15 244	3	1 034	30	13 162	2	
Japan	62 567	67%	4 845	25	67%	57 297	-1	3 493	5	41 137	-5	
Malaysia	6 198	68%	694	100	73%	4 695	-11	652	125	4 314	-10	
Qatar	5 261	66%	140	13	24%	5 185	6	137	10	4 730	5	
Saudi Arabia	7 510	56%	352	-8	50%	6 726	-2	251	5	5 589	-5	
Singapore	11 937	58%	983	41	58%	9 651	-1	921	41	8 639	-4	
South Korea	19 392	40%	1 662	56	65%	17 939	1	1 527	63	16 265	7	
Taiwan	12 426	64%	714	-4	25%	11 147	-5	635	2	8 379	-5	
Thailand	26 906	69%	4 767	118	74%	30 227	33	4 122	110	26 313	31	
United Arab Emirates	28 441	80%	1 707	82	85%	30 673	23	1 194	111	24 493	22	
Rest of Asia	29 292	48%	1 961	-7	48%	27 554	8	1 725	-9	24 277	5	
Africa	33 750	52%	3 523	61	55%	29 539	-1	2 715	54	22 909	-9	
Egypt	3 013	51%	197	-13	33%	2 867	7	167	-15	2 581	11	
Morocco	2 925	73%	198	12	21%	3 742	53	190	12	3 622	62	
Namibia	3 474	61%	150	-65	74%	2 017	-39	17	-90	235	-85	
South Africa	7 644	55%	811	106	70%	5 358	-24	717	97	4 281	-32	
Rest of Africa	16 694	47%	2 167	125	62%	15 555	7	1 624	87	12 190	-5	
Oceania	70 030	65%	4 085	-2	68%	60 191	-2	3 742	-2	54 820	-3	
Australia	62 134	65%	3 492	-3	66%	53 093	-3	3 213	-3	48 723	-4	
New Zealand	7 270	65%	564	11	81%	6 619	1	527	10	5 825	-2	
Rest of Oceania	626	52%	29	-51	32%	479	-7	2	-96	272	-11	
Rest of the World	278 604	55%	12 234	-13	63%	216 806	-15	11 164	-9	190 819	-15	
Not indicated	981 437	58%	33 599	-61	51%	357 210	-57	26 894	-63	300 051	-58	

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