



Photographer: Henrik Trygg

Stockholm’s Tourism Industry: November 2019

Stockholm County continued to see positive growth in the number of guest nights, compared to the same period from last year, for November 2019. There were a total of 1,179,000 nights registered, which is an increase of approximately 4% over November 2018.

The “Non-European” market showed the largest gain -- when not counting “Not Indicated/Unspecified” overnight stays – with an increase of 14% over November 2018. The increase for the domestic market was 10%; while the foreign market, as a whole, showed an improvement of 7%.

With 33,488 overnight stays registered, the United States was the country of origin for visitors with the most guest nights in Stockholm for November 2019. That’s an increase of 21% in comparison to last year. As a result, the total registered guest

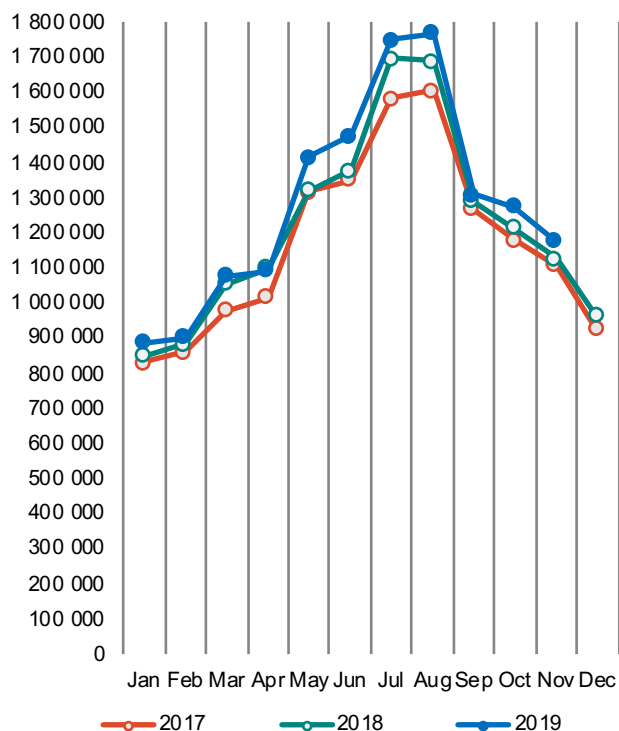
nights by travelers from the U.S. so far in 2019 now surpasses the amount recorded for all of 2018, with one full month still left in the year. Other countries of origin for visitors that showed strong growth in overnight stays include Germany (+9%), Finland (+27%), and France (+10%).

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 (-66%), 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 14% respectively.

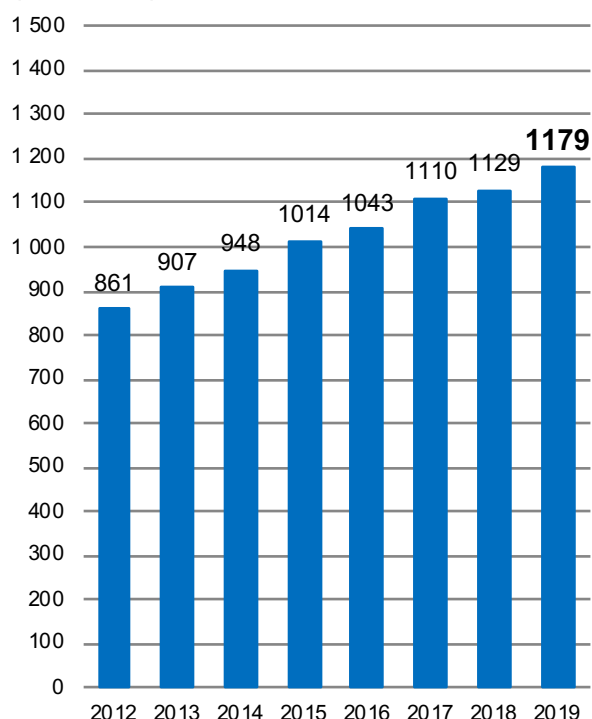
Commercial overnight stays in Stockholm County November 2019, top 20

Target group	Guest nights	Change, %	Target group	Guest nights	Change, %
Total	1 178 968	4%	Not Indicated	25 513	-66%
Sweden	872 944	10%			
Foreign	306 024	-9%			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 USA	33 488	21%	11 The Netherlands	7 975	-4%
2 Great Britain	27 558	0%	12 Spain	6 743	-7%
3 Germany	23 287	9%	13 Poland	6 132	-7%
4 Norway	18 055	1%	14 Switzerland	5 328	23%
5 Finland	17 418	27%	15 Russia	5 145	-11%
6 India	11 440	-28%	16 Belgium	4 414	9%
7 France	11 003	10%	17 Ukraine	3 150	17%
8 Denmark	10 024	-9%	18 Austria	3 139	44%
9 Italy	8 486	-2%	19 Ireland	3 050	1%
10 China	8 390	17%	20 Romania	3 030	137%

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



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



Commercial overnight stays 2019 compared with previous year.

	November 2019		YTD	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	1 178 968	4%	14 196 414	4%
Domestic	872 944	10%	9 226 656	10%
Foreign	306 024	-9%	4 969 758	-5%
Nordic countries, excl. Sweden	46 950	7%	633 203	2%
Europe excl. Nordic countries	138 988	2%	2 434 309	8%
Non-European	120 086	-24%	1 902 246	-20%
City of Stockholm	801 735	2%	9 534 174	3%
Domestic	555 707	10%	5 522 663	12%
Foreign	246 028	-11%	4 011 511	-7%
Nordic countries, excl. Sweden	38 542	9%	488 980	3%
Europe excl. Nordic countries	113 498	3%	1 960 038	7%
Non-European	93 988	-28%	1 562 493	-22%
Sweden	3 643 914	3%	64 382 574	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	November 2019			YTD 2019		November 2019		YTD 2019		
			Guest nights	chc %	Share in Sweden	Guest nights	chc %	Guest nights	chc %	Guest nights	chc %	
Total	14 594 719	22%	1 178 968	4	32%	14 196 414	4	801 735	2	9 534 174	3	
Sweden	8 993 339	19%	872 944	10	30%	9 226 656	10	555 707	10	5 522 663	12	
Foreign	5 601 380	32%	306 024	-9	42%	4 969 758	-5	246 028	-11	4 011 511	-7	
Nordic countries excl. Sweden	655 317	12%	46 950	7	24%	633 203	2	38 542	9	488 980	3	
Europe excl. Nordic countries	2 418 515	32%	138 988	2	45%	2 434 309	8	113 498	3	1 960 038	7	
Non-European/ not indicated	2 527 548	58%	120 086	-24	52%	1 902 246	-20	93 988	-28	1 562 493	-22	
Europe	2 418 515	20%	185 938	3	37%	3 067 512	7	152 040	4	2 449 018	6	
Austria	65 888	44%	3 139	44	45%	65 249	5	2 618	45	55 850	6	
Belarus	3 339	71%	530	63	77%	3 512	20	458	50	3 115	17	
Belgium	63 582	33%	4 414	9	49%	63 637	7	3 898	9	53 870	4	
Bulgaria	5 124	40%	231	-17	29%	5 849	19	205	-13	4 977	16	
Croatia	5 481	31%	1 327	451	65%	8 458	61	428	96	6 320	32	
Czech Republic	19 443	26%	1 775	38	34%	23 679	30	1 428	60	18 675	35	
Denmark	156 853	12%	10 024	-9	20%	159 304	7	7 917	-7	122 417	12	
Estonia	19 165	18%	1 744	-2	42%	21 252	20	1 166	-4	12 834	3	
Finland	226 833	39%	17 418	27	52%	223 451	5	13 722	22	173 014	4	
France	187 000	57%	11 003	10	56%	192 299	13	9 823	10	165 488	13	
Georgia	3 844	45%	516	52	75%	4 297	16	455	67	3 605	29	
Germany	573 633	19%	23 287	9	36%	598 334	10	19 325	14	466 369	13	
Greece	17 510	65%	2 076	88	75%	16 903	8	1 749	96	14 762	15	
Hungary	16 797	43%	1 161	21	42%	16 014	0	1 042	42	13 449	8	
Iceland	16 592	54%	1 453	22	66%	14 760	-6	1 353	35	12 983	-7	
Ireland	33 572	57%	3 050	1	68%	33 098	7	1 584	-6	20 429	-1	
Italy	160 420	59%	8 486	-2	54%	146 676	-1	7 436	-8	130 206	-3	
Latvia	20 088	36%	1 407	-35	24%	20 618	10	876	-41	11 059	-7	
Lithuania	30 782	39%	2 961	7	51%	30 495	5	1 510	-11	15 611	-7	
Luxembourg	9 142	63%	308	4	53%	5 289	-40	271	3	4 552	-41	
Netherlands	156 037	21%	7 975	-4	45%	151 927	3	6 552	-4	109 238	0	
Norway	255 039	7%	18 055	1	17%	235 688	-2	15 550	6	180 566	-3	
Poland	74 493	27%	6 132	-7	26%	87 285	26	3 604	7	56 522	24	
Portugal	18 243	45%	1 424	29	51%	19 610	17	1 271	31	17 127	21	
Romania	21 001	37%	3 030	137	42%	26 338	33	2 775	153	22 064	40	
Russia	82 196	53%	5 145	-11	60%	80 403	5	4 449	-14	69 272	4	
Slovakia	6 187	12%	720	86	49%	8 571	44	603	93	5 916	27	
Slovenia	3 837	35%	461	134	56%	5 023	41	313	78	3 689	37	
Spain	140 852	65%	6 743	-7	52%	142 629	10	5 902	-9	128 555	11	
Switzerland	140 933	35%	5 328	23	48%	142 447	7	4 788	22	122 087	8	
Turkey	26 397	65%	2 179	93	65%	24 635	1	1 732	96	16 497	-21	
UK	420 667	50%	27 558	0	49%	406 879	4	22 990	-4	334 797	2	
Ukraine	19 073	55%	3 150	17	75%	34 998	115	2 786	17	31 040	123	
Rest of Europe	73 789	51%	1 728	-80	29%	47 905	-31	1 461	-72	42 063	-24	

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Country	Stockholm County						City of Stockholm				
	Guest nights 2018	Share in Sweden	November 2019			YTD 2019		November 2019		YTD 2019	
			Guest nights	chc %	Share in Sweden	Guest nights	chc %	Guest nights	chc %	Guest nights	chc %
North America	547 803	58%	35 756	20	50%	585 487	13	30 570	25	489 726	10
Canada	41 719	63%	2 268	7	58%	38 276	-4	2 062	6	34 599	-3
USA	506 084	58%	33 488	21	50%	547 211	14	28 508	27	455 127	11
Central & South America	67 885	65%	3 161	27	56%	61 578	-6	2 730	25	54 992	-5
Argentina	10 569	78%	293	25	76%	9 186	-11	266	20	8 365	-13
Brazil	27 319	70%	1 127	15	62%	23 757	-10	986	16	21 653	-10
Chile	4 452	69%	183	12	74%	4 637	14	168	5	4 207	29
Columbia	3 484	73%	464	249	79%	3 827	15	388	192	3 457	10
Mexico	9 161	76%	455	3	67%	8 421	-4	406	1	7 643	-5
Rest of Central & South America	12 900	47%	639	18	34%	11 750	-7	516	24	9 667	-2
Asia	548 039	57%	31 243	-6	56%	545 140	7	25 609	5	416 990	8
China	149 123	43%	8 390	17	44%	154 498	10	7 330	17	126 661	10
India	161 235	73%	11 440	-28	68%	155 398	5	8 165	-14	96 289	10
Indonesia	7 334	79%	312	46	57%	5 769	-12	298	89	5 016	-12
Iran	3 828	51%	136	-6	49%	2 531	-30	78	-42	2 213	-30
Israel	16 589	67%	720	17	74%	15 983	3	596	6	13 794	2
Japan	62 567	67%	2 139	-17	53%	59 379	-2	1 840	-22	42 946	-6
Malaysia	6 198	68%	443	77	52%	5 095	-8	409	69	4 688	-6
Qatar	5 261	66%	139	-7	25%	5 292	5	136	0	4 835	4
Saudi Arabia	7 510	56%	213	-20	54%	6 893	-4	201	5	5 746	-5
Singapore	11 937	58%	892	39	59%	10 566	1	809	33	9 475	-2
South Korea	19 392	40%	951	37	55%	18 784	2	779	24	16 957	7
Taiwan	12 426	64%	547	82	37%	11 699	-3	487	101	8 886	-2
Thailand	26 906	69%	2 139	25	77%	32 287	32	2 007	66	28 279	33
United Arab Emirates	28 441	80%	1 154	9	78%	31 706	22	1 070	58	25 448	23
Rest of Asia	29 292	48%	1 628	2	50%	29 260	8	1 404	-1	25 757	5
Africa	33 750	52%	2 144	51	51%	31 607	1	1 652	53	24 510	-7
Egypt	3 013	51%	159	39	40%	3 045	9	140	43	2 738	13
Morocco	2 925	73%	171	-24	68%	3 918	47	164	-14	3 791	56
Namibia	3 474	61%	87	-29	66%	2 088	-39	34	127	253	-84
South Africa	7 644	55%	274	34	40%	5 671	-22	236	35	4 561	-30
Rest of Africa	16 694	47%	1 453	93	53%	16 885	11	1 078	79	13 167	-2
Oceania	70 030	65%	2 553	-14	61%	62 970	-2	2 336	-14	57 392	-4
Australia	62 134	65%	2 264	-14	61%	55 559	-3	2 081	-15	51 019	-4
New Zealand	7 270	65%	265	-10	67%	6 904	1	241	-5	6 085	-2
Rest of Oceania	626	52%	24	-41	38%	507	-9	14	-52	288	-14
Rest of the World	278 604	55%	19 716	53	57%	237 501	-11	10 314	-7	202 136	-14
Not indicated	981 437	58%	25 513	-66	47%	377 963	-58	20 777	-67	316 747	-60

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