

Stockholm's Tourism Industry: January 2020

Just over 909 000 guest nights were made at commercial accommodation facilities in Stockholm County during January 2020. This is basically unchanged compared to January last year.

Overnight stays from domestic visitors increased by 4%. Most major foreign target groups also showed a positive development.

For Nordic visitors, the year started off well. Visitors from Denmark, Norway and Iceland increased noticeably. Finnish guest nights decreased slightly.

Several important target groups in the rest of Europe increased compared to the same month last year. This applies to Germany (+23%), France (+15%) and Spain (+25%). As usual, at the beginning of the new year many

guests from Russia is visiting the city. Russian guest nights increased by 25%. UK is currently moving in a more negative direction.

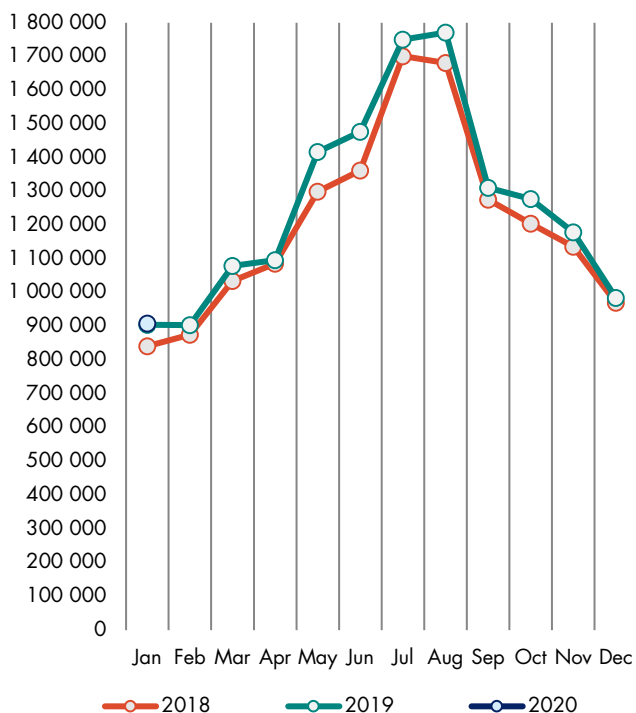
Most major non-European target groups had a good development at the beginning of the year. With just over 27.500 guest nights, the United States was the largest nationality in January. The month was also positive for India, China and Japan.

Comparisons with 2019 are complicated by the fact that the proportion of guest nights of unregistered nationality has dropped significantly since 2019. Since this category are included in the visitor statistics for the categories "foreign" and "non-European", these categories were overestimated during spring 2019 compared to 2020.

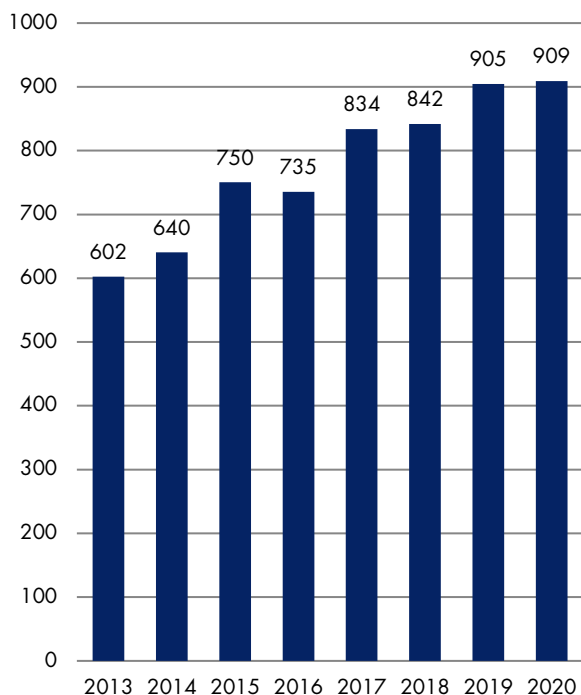
Commercial overnight stays in Stockholm County January 2020, top 20

Target group	Guest nights	Change, %	Target group	Guest nights	Change, %
Total	909.036	0%	Not indicated	18.294	-64%
Sweden	637.291	4%			
Foreign	271 745	-8%			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 USA	27.506	25%	11 Spain	7.757	25%
2 Germany	22.257	23%	12 Italy	7.628	-5%
3 Great Britain	20.868	-16%	13 The Netherlands	7.448	2%
4 Norway	17.748	8%	14 Poland	5.126	-18%
5 India	14.425	35%	15 Switzerland	4.394	14%
6 Finland	12.487	-1%	16 Australia	4.048	-8%
7 France	12.112	15%	17 Belgium	3.831	18%
8 Russia	11.963	25%	18 Ukraine	3.100	4%
9 Denmark	8.982	11%	19 Croatia	3.052	994%
10 China	7.989	6%	20 Ireland	2.667	48%

Commercial overnight stays by month 2018, 2019 and 2020, Stockholm County



Commercial overnight stays, January 2013-2020, Stockholm County. (Thousands)



Commercial overnight stays 2020 compared with previous year.

	January 2020		YTD	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	909.036	0%	909.036	0%
Domestic	637.291	4%	637.291	4%
Foreign	271.745	-8%	271.745	-8%
Nordic countries, excl. Sweden	39.842	5%	39.842	5%
Europe excl. Nordic countries	134.359	12%	134.359	12%
Non-European	97.544	-28%	97.544	-28%
City of Stockholm	602.589	0%	602.589	0%
Domestic	385.247	7%	385.247	7%
Foreign	217.342	-10%	217.342	-10%
Nordic countries, excl. Sweden	31.269	7%	31.269	7%
Europe excl. Nordic countries	108.926	10%	108.926	10%
Non-European	77.147	-32%	77.147	-32%
Sweden	3.835.336	1%	3.835.336	1%

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 2019	Share in Sweden	January 2020			YTD 2020		January 2020		YTD 2020		
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %	
Total	15.224.561	22%	909.036	0	24%	909.036	0	602.589	0	602.589	0	
Sweden	9.930.645	20%	637.291	4	21%	637.291	4	385.247	7	385.247	7	
Foreign	5.293.916	30%	271.745	-8	35%	271.745	-8	217.342	-10	217.342	-10	
Nordic countries excl. Sweden	671.850	12%	39.842	5	15%	39.842	5	31.269	7	31.269	7	
Europe excl. Nordic countries	2.599.245	32%	134.359	12	41%	134.359	12	108.926	10	108.926	10	
Non-European/ not indicated	2.022.821	53%	97.544	-28	53%	97.544	-28	77.147	-32	77.147	-32	
Europe	3.271.095	24%	174.201	10	30%	174.201	10	140.195	9	140.195	9	
Austria	70.437	45%	2.328	48	48%	2.328	48	1.991	47	1.991	47	
Belarus	3.934	59%	365	26	81%	365	26	341	35	341	35	
Belgium	68.871	33%	3.831	18	32%	3.831	18	3.079	5	3.079	5	
Bulgaria	6.132	47%	242	15	51%	242	15	212	16	212	16	
Croatia	8.877	50%	3.052	994	89%	3.052	994	1.029	288	1.029	288	
Czech Republic	24.779	30%	1.778	96	46%	1.778	96	1.428	103	1.428	103	
Denmark	167.458	12%	8.982	11	7%	8.982	11	7.338	16	7.338	16	
Estonia	22.633	29%	1.329	8	20%	1.329	8	888	27	888	27	
Finland	237.427	40%	12.487	-1	48%	12.487	-1	9.409	-6	9.409	-6	
France	212.199	57%	12.112	15	51%	12.112	15	10.752	12	10.752	12	
Georgia	4.712	36%	230	-14	43%	230	-14	215	-6	215	-6	
Germany	637.347	19%	22.257	23	31%	22.257	23	18.683	23	18.683	23	
Greece	19.737	70%	1.638	99	74%	1.638	99	1.516	113	1.516	113	
Hungary	16.989	44%	866	24	40%	866	24	754	40	754	40	
Iceland	15.493	47%	625	14	22%	625	14	537	15	537	15	
Ireland	36.206	64%	2.667	48	53%	2.667	48	1.332	6	1.332	6	
Italy	158.425	57%	7.628	-5	52%	7.628	-5	6.597	-11	6.597	-11	
Latvia	21.939	36%	1.192	-24	23%	1.192	-24	715	-22	715	-22	
Lithuania	32.988	49%	2.466	25	61%	2.466	25	1.297	5	1.297	5	
Luxembourg	5.699	48%	198	5	43%	198	5	181	8	181	8	
Netherlands	163.038	20%	7.448	2	36%	7.448	2	6.066	15	6.066	15	
Norway	251.472	7%	17.748	8	18%	17.748	8	13.985	13	13.985	13	
Poland	92.899	29%	5.126	-18	30%	5.126	-18	3.445	-13	3.445	-13	
Portugal	21.169	47%	1.213	66	64%	1.213	66	892	42	892	42	
Romania	28.392	42%	2.128	64	46%	2.128	64	1.953	124	1.953	124	
Russia	86.024	55%	11.963	25	48%	11.963	25	10.161	18	10.161	18	
Slovakia	9.117	20%	571	124	27%	571	124	490	168	490	168	
Slovenia	5.564	47%	739	371	56%	739	371	486	406	486	406	
Spain	152.294	66%	7.757	25	63%	7.757	25	6.690	21	6.690	21	
Switzerland	150.872	36%	4.394	14	26%	4.394	14	3.740	7	3.740	7	
Turkey	26.661	65%	1.874	12	62%	1.874	12	1.445	77	1.445	77	
UK	433.411	48%	20.868	-16	42%	20.868	-16	17.120	-16	17.120	-16	
Ukraine	38.636	69%	3.100	4	76%	3.100	4	2.751	-2	2.751	-2	

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Country	Stockholm County						City of Stockholm				
	Guest nights 2019	Share in Sweden	January 2020			YTD 2020		January 2020		YTD 2020	
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %
North America	616.941	55%	29.155	25	50%	29.155	25	23.744	28	23.744	28
Canada	39.878	62%	1.649	18	54%	1.649	18	1.392	10	1.392	10
USA	577.063	54%	27.506	25	49%	27.506	25	22.352	29	22.352	29
Central & South America	64.627	59%	2.689	6	53%	2.689	6	2.392	8	2.392	8
Argentina	9.360	77%	252	1	83%	252	1	235	5	235	5
Brazil	24.837	67%	1.055	20	57%	1.055	20	934	13	934	13
Chile	4.811	70%	297	36	83%	297	36	270	45	270	45
Columbia	4.057	69%	113	2	42%	113	2	103	2	103	2
Mexico	8.788	70%	445	62	73%	445	62	408	96	408	96
Rest of Central & South America	12.774	47%	527	-34	31%	527	-34	442	-34	442	-34
Asia	586.938	55%	33.571	18	63%	33.571	18	24.090	17	24.090	17
China	164.898	41%	7.989	6	48%	7.989	6	6.857	3	6.857	3
India	169.440	74%	14.425	35	85%	14.425	35	7.560	40	7.560	40
Indonesia	6.570	72%	449	24	77%	449	24	417	18	417	18
Iran	2.722	47%	149	31	39%	149	31	125	14	125	14
Israel	16.690	66%	451	-37	66%	451	-37	373	-41	373	-41
Japan	62.320	65%	2.153	33	60%	2.153	33	1.793	28	1.793	28
Malaysia	5.784	60%	359	23	44%	359	23	335	41	335	41
Qatar	5.407	43%	136	5	21%	136	5	132	36	132	36
Saudi Arabia	7.130	57%	316	36	53%	316	36	263	58	263	58
Singapore	12.402	58%	527	25	40%	527	25	478	25	478	25
South Korea	20.725	38%	1.067	25	48%	1.067	25	968	19	968	19
Taiwan	12.135	52%	450	47	38%	450	47	398	55	398	55
Thailand	35.091	66%	2.081	5	79%	2.081	5	1.938	5	1.938	5
United Arab Emirates	34.143	78%	1.951	11	79%	1.951	11	1.493	45	1.493	45
Rest of Asia	31.481	46%	1.068	-24	44%	1.068	-24	960	-20	960	-20
Africa	33.776	49%	1.310	4	51%	1.310	4	976	0	976	0
Egypt	3.189	51%	146	23	53%	146	23	131	15	131	15
Morocco	4.044	66%	198	71	70%	198	71	176	56	176	56
Namibia	2.242	63%	13	-91	13%	13	-91	0	-100	0	-100
South Africa	6.379	50%	310	28	48%	310	28	277	41	277	41
Rest of Africa	17.922	44%	643	2	52%	643	2	392	-29	392	-29
Oceania	68.238	61%	4.391	-11	50%	4.391	-11	4.019	-10	4.019	-10
Australia	60.314	64%	4.048	-8	52%	4.048	-8	3.709	-10	3.709	-10
New Zealand	7.364	63%	309	-35	50%	309	-35	281	-20	281	-20
Rest of Oceania	560	9%	34	-15	11%	34	-15	29	-19	29	-19
Rest of the World	229.574	50%	8.134	-68	48%	8.134	-68	7.435	-69	7.435	-69
Not indicated	422.727	49%	18.294	-64	45%	18.294	-64	14.491	-66	14.491	-66

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