

# Stockholm's Tourism Industry: March 2020

In March, the effects of the Corona pandemic were manifested by a reduction in the number of guest nights at the county's commercial accommodation facilities in a way that is unprecedented in previous crises. 501.886 overnight stays during the month were less than half compared to March 2019.

Overnight stays from domestic visitors decreased by 47%, from 743.000 to 391.000. Foreign guest nights fell by two-thirds, from 338.000 to 111.000.

The Stockholm region was hit harder than Sweden as a whole. In the City of Stockholm, overnight stays decreased by 60%, in the rest of the County by 40% and in Sweden as

a whole by 38%. Stockholm has a higher proportion of foreign visitors than the country as a whole, but also among Swedish guests, the decline was more tangible in Stockholm.

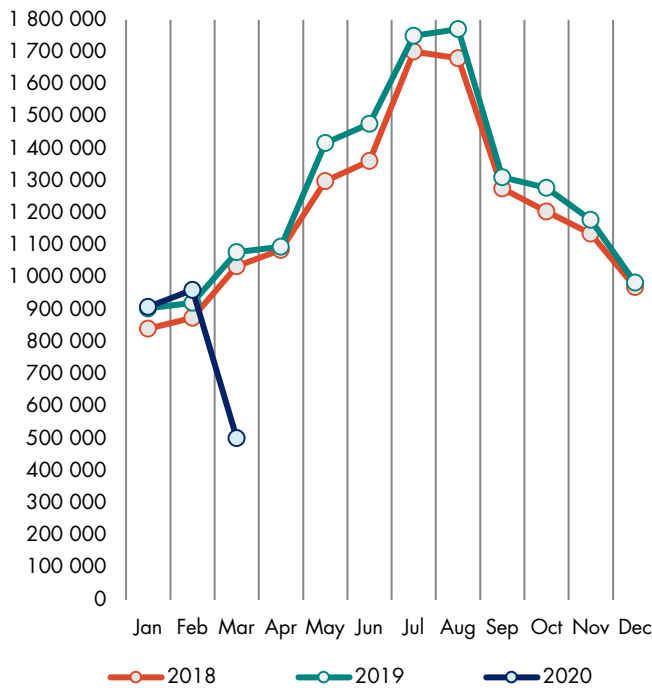
Travel decreased from all destinations and all foreign target groups show declines of approximately the same magnitude. The exception is India, which with just over 10,000 guest nights was the second largest nationality at the County's accommodation facilities in March.

For the first quarter, the decline in March means that the number of guest nights has decreased by 18%, from 2.9 million to just under 2.4 million. Domestic accommodation has fallen by 12% and foreign by 30%.

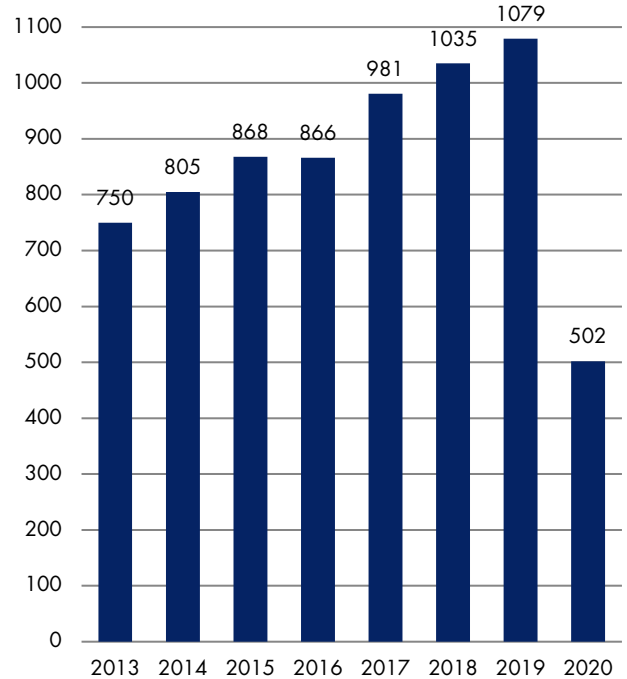
## Commercial overnight stays in Stockholm County March 2020, top 20

Target group	Guest nights	Change, %	Target group	Guest nights	Change, %
<b>Total</b>	<b>501.886</b>	<b>-54%</b>	Not indicated	10.140	-77%
<b>Sweden</b>	<b>391.018</b>	<b>-47%</b>			
<b>Foreign</b>	<b>110.868</b>	<b>-67%</b>			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 USA	14.268	-54%	11 Russia	2.527	-55%
2 India	10.021	-23%	12 Romania	2.195	-11%
3 Great Britain	9.430	-70%	13 Spain	2.151	-74%
4 Germany	9.075	-65%	14 Lithuania	2.030	-28%
5 Finland	5.496	-64%	15 China	1.550	-78%
6 Norway	4.833	-68%	16 Ukraine	1.529	-53%
7 France	3.549	-67%	17 Belgium	1.315	-66%
8 Denmark	3.149	-70%	18 Switzerland	1.260	-74%
9 The Netherlands	3.021	-67%	19 Italy	1.222	-84%
10 Poland	2.880	-59%	20 Estonia	1.193	-46%

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



### Commercial overnight stays, March 2013-2020, Stockholm County (Thousands)



### Commercial overnight stays 2020 compared with previous year

	March 2020		YTD	
	Guest nights	Change, %	Guest nights	Change, %
<b>Stockholm County</b>	<b>501.886</b>	<b>-54%</b>	<b>2.378.833</b>	<b>-18%</b>
Domestic	391.018	-47%	1.721.733	-12%
Foreign	110.868	-67%	657.100	-30%
Nordic countries, excl. Sweden	13.792	-67%	94.543	-21%
Europe excl. Nordic countries	51.196	-65%	308.448	-21%
Non-European	45.880	-69%	254.109	-41%
<b>City of Stockholm</b>	<b>298.681</b>	<b>-60%</b>	<b>1.538.033</b>	<b>-22%</b>
Domestic	215.297	-54%	1.005.852	-16%
Foreign	83.384	-70%	532.181	-31%
Nordic countries, excl. Sweden	9.928	-70%	73.200	-22%
Europe excl. Nordic countries	40.406	-66%	253.314	-20%
Non-European	33.050	-74%	205.667	-44%
<b>Sweden</b>	<b>2.785.973</b>	<b>-38%</b>	<b>10.958.047</b>	<b>-13%</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 2019	Share in Sweden	March 2020			YTD 2020			March 2020		YTD 2020	
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %	
<b>Total</b>	<b>15.224.561</b>	<b>22%</b>	<b>501.886</b>	<b>-54</b>	<b>18%</b>	<b>2.378.833</b>	<b>-18</b>	<b>298.681</b>	<b>-60</b>	<b>1.538.033</b>	<b>-22</b>	
<b>Sweden</b>	<b>9.930.645</b>	<b>20%</b>	<b>391.018</b>	<b>-47</b>	<b>16%</b>	<b>1.721.733</b>	<b>-12</b>	<b>215.297</b>	<b>-54</b>	<b>1.005.852</b>	<b>-16</b>	
<b>Foreign</b>	<b>5.293.916</b>	<b>30%</b>	<b>110.868</b>	<b>-67</b>	<b>29%</b>	<b>657.100</b>	<b>-30</b>	<b>83.384</b>	<b>-70</b>	<b>532.181</b>	<b>-31</b>	
<b>Nordic countries excl. Sweden</b>	<b>671.850</b>	<b>12%</b>	<b>13.792</b>	<b>-67</b>	<b>10%</b>	<b>94.543</b>	<b>-21</b>	<b>9.928</b>	<b>-70</b>	<b>73.200</b>	<b>-22</b>	
<b>Europe excl. Nordic countries</b>	<b>2.599.245</b>	<b>32%</b>	<b>51.196</b>	<b>-65</b>	<b>30%</b>	<b>308.448</b>	<b>-21</b>	<b>40.406</b>	<b>-66</b>	<b>253.314</b>	<b>-20</b>	
<b>Non-European/ not indicated</b>	<b>2.022.821</b>	<b>53%</b>	<b>45.880</b>	<b>-69</b>	<b>52%</b>	<b>254.109</b>	<b>-41</b>	<b>33.050</b>	<b>-74</b>	<b>205.667</b>	<b>-44</b>	
<b>Europe</b>	<b>3.271.095</b>	<b>24%</b>	<b>64.988</b>	<b>-66</b>	<b>22%</b>	<b>402.991</b>	<b>-21</b>	<b>50.334</b>	<b>-67</b>	<b>326.514</b>	<b>-21</b>	
Austria	70.437	45%	854	-67	38%	6.059	-5	707	-70	5.235	-4	
Belarus	3.934	59%	69	-85	65%	795	-24	64	-85	750	-20	
Belgium	68.871	33%	1.315	-66	15%	9.708	-9	1.055	-69	8.172	-13	
Bulgaria	6.132	47%	131	-68	46%	675	-30	115	-59	602	-17	
Croatia	8.877	50%	128	-71	16%	3.364	197	87	-76	1.555	56	
Czech Republic	24.779	30%	526	-65	23%	4.306	23	404	-66	3.452	24	
Denmark	167.458	12%	3.149	-70	5%	22.605	-23	2.267	-71	18.011	-21	
Estonia	22.633	29%	1.193	-46	28%	4.378	-17	648	-43	2.615	-9	
Finland	237.427	40%	5.496	-64	29%	33.608	-22	4.059	-67	25.102	-26	
France	212.199	57%	3.549	-67	41%	28.065	-17	3.111	-67	25.004	-17	
Georgia	4.712	36%	19	-92	46%	529	-23	9	-95	374	-23	
Germany	637.347	19%	9.075	-65	19%	50.467	-18	7.401	-66	42.286	-17	
Greece	19.737	70%	472	-62	62%	3.882	27	418	-62	3.384	28	
Hungary	16.989	44%	405	-62	29%	2.339	-8	299	-63	1.861	-6	
Iceland	15.493	47%	314	-76	54%	1.702	-34	273	-76	1.493	-33	
Ireland	36.206	64%	1.079	-64	39%	6.064	-15	503	-75	3.381	-25	
Italy	158.425	57%	1.222	-84	27%	15.338	-32	1.020	-85	13.480	-34	
Latvia	21.939	36%	382	-85	13%	2.760	-57	235	-80	1.619	-50	
Lithuania	32.988	49%	2.030	-28	56%	7.657	3	925	-41	3.666	-18	
Luxembourg	5.699	48%	104	-63	50%	704	-6	102	-60	630	-6	
Netherlands	163.038	20%	3.021	-67	32%	18.532	-24	2.255	-68	14.835	-17	
Norway	251.472	7%	4.833	-68	9%	36.628	-19	3.329	-72	28.594	-19	
Poland	92.899	29%	2.880	-59	26%	13.929	-29	1.807	-58	9.731	-20	
Portugal	21.169	47%	534	-66	48%	3.359	-1	427	-69	2.668	-9	
Romania	28.392	42%	2.195	-11	42%	7.146	43	2.049	2	6.704	69	
Russia	86.024	55%	2.527	-55	52%	18.406	-2	2.167	-55	15.991	-3	
Slovakia	9.117	20%	229	-50	29%	1.370	24	182	-48	1.196	48	
Slovenia	5.564	47%	144	-54	38%	1.292	87	77	-71	815	72	
Spain	152.294	66%	2.151	-74	46%	15.459	-25	1.849	-75	13.920	-25	
Switzerland	150.872	36%	1.260	-74	20%	9.056	-30	1.033	-77	7.787	-34	
Turkey	26.661	65%	539	-77	58%	4.409	-25	398	-67	3.589	21	
UK	433.411	48%	9.430	-70	36%	54.190	-36	7.624	-71	45.220	-35	
Ukraine	38.636	69%	1.529	-53	80%	7.589	-10	1.354	-56	6.837	-13	
Rest of Europe	39.264	36%	2.204	-26	49%	6.621	-36	2.081	-23	5.955	-36	

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Country	Stockholm County							City of Stockholm			
	Guest nights 2019	Share in Sweden	March 2020			YTD 2020		March 2020		YTD 2020	
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %
<b>North America</b>	<b>616.941</b>	<b>55%</b>	<b>14 671</b>	<b>-56</b>	<b>51%</b>	<b>79.859</b>	<b>0</b>	<b>10.172</b>	<b>-63</b>	<b>62.646</b>	<b>-3</b>
Canada	39.878	62%	403	-81	44%	3.936	-16	335	-82	3.417	-19
USA	577.063	54%	14.268	-54	51%	75.923	1	9.837	-61	59.229	-2
<b>Central &amp; South America</b>	<b>64.627</b>	<b>59%</b>	<b>1.475</b>	<b>-50</b>	<b>60%</b>	<b>7.136</b>	<b>-15</b>	<b>1.270</b>	<b>-52</b>	<b>6.515</b>	<b>-12</b>
Argentina	9.360	77%	190	-52	77%	956	6	176	-49	905	14
Brazil	24.837	67%	359	-66	50%	2.336	-16	322	-68	2.146	-17
Chile	4.811	70%	313	42	91%	870	20	275	35	788	20
Columbia	4.057	69%	34	-73	46%	462	-41	33	-73	438	-41
Mexico	8.788	70%	226	-40	72%	1.016	7	194	-44	935	12
Rest of Central & South America	12.774	47%	353	-53	47%	1.496	-32	270	-56	1.303	-27
<b>Asia</b>	<b>586.938</b>	<b>55%</b>	<b>15.542</b>	<b>-54</b>	<b>73%</b>	<b>74.844</b>	<b>-23</b>	<b>10.681</b>	<b>-58</b>	<b>56.416</b>	<b>-23</b>
China	164.898	41%	1.550	-78	60%	13.794	-44	1.240	-80	12.008	-46
India	169.440	74%	10.021	-23	89%	34.304	-4	6.118	-21	21.348	5
Indonesia	6.570	72%	94	-78	86%	695	-24	81	-80	642	-28
Iran	2.722	47%	62	-71	27%	317	-25	50	-73	282	-28
Israel	16.690	66%	149	-83	63%	1.371	-42	122	-85	1.167	-46
Japan	62.320	65%	1.167	-62	58%	6.407	-12	1.033	-59	5.483	-10
Malaysia	5.784	60%	50	-83	13%	644	-29	45	-84	599	-26
Qatar	5.407	43%	90	-22	24%	431	27	86	-7	406	46
Saudi Arabia	7.130	57%	162	-12	58%	960	61	147	3	622	51
Singapore	12.402	58%	105	-83	27%	1.180	-20	82	-85	1.077	-18
South Korea	20.725	38%	70	-92	30%	1.837	-30	62	-91	1.634	-30
Taiwan	12.135	52%	69	-88	18%	842	-41	47	-90	690	-41
Thailand	35.091	66%	1.002	-57	70%	5.172	-20	909	-58	4.875	-19
United Arab Emirates	34.143	78%	321	-87	73%	3.896	-33	138	-92	2.936	-21
Rest of Asia	31.481	46%	630	-64	61%	2.994	-46	521	-67	2.647	-46
<b>Africa</b>	<b>33.776</b>	<b>49%</b>	<b>639</b>	<b>-72</b>	<b>40%</b>	<b>3.553</b>	<b>-29</b>	<b>413</b>	<b>-76</b>	<b>2.726</b>	<b>-27</b>
Egypt	3.189	51%	84	-62	60%	558	33	76	-64	508	26
Morocco	4.044	66%	9	-94	45%	302	-21	9	-93	286	-23
Namibia	2.242	63%	75	-55	93%	144	-65	6	-76	12	-70
South Africa	6.379	50%	148	-66	38%	704	-40	109	-70	597	-27
Rest of Africa	17.922	44%	323	-76	33%	1.845	-30	213	-79	1.323	-37
<b>Oceania</b>	<b>68.238</b>	<b>61%</b>	<b>1.058</b>	<b>-57</b>	<b>51%</b>	<b>7.527</b>	<b>-24</b>	<b>889</b>	<b>-59</b>	<b>6.903</b>	<b>-23</b>
Australia	60.314	64%	948	-55	50%	6.881	-21	793	-57	6.322	-21
New Zealand	7.364	63%	82	-73	60%	553	-48	73	-72	504	-35
Rest of Oceania	560	9%	28	-43	58%	93	-20	23	-41	77	-24
<b>Rest of the World</b>	<b>229.574</b>	<b>50%</b>	<b>2.355</b>	<b>-93</b>	<b>26%</b>	<b>35.402</b>	<b>-58</b>	<b>2.191</b>	<b>-93</b>	<b>33.427</b>	<b>-59</b>
Not indicated	422.727	49%	10.140	-77	46%	45.788	-69	7.434	-80	37.034	-71

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