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Stockholm's Tourism Industry: July 2020

723.371 overnight stays were made at commercial accommodation facilities in Stockholm County in July. That was just over 1 million fewer than in July 2019, a decrease of 59%. The number of guest nights is higher than before during the pandemic, but the number of guest nights is usually highest during July and August.

Still, the decline in July is slightly smaller than in previous months for domestic visitors (-37%), while the decrease in foreign guest nights is as drastic as previous during the pandemic (-88%).

Most noticeable is the decline for hotels and other accommodation facilities in the city of Stockholm. 71%

fewer overnight stays are noted in July 2020 compared with the same month in 2019. In the rest of the county, the number of guest nights decreased by 35% and in the whole of Sweden by 32%.

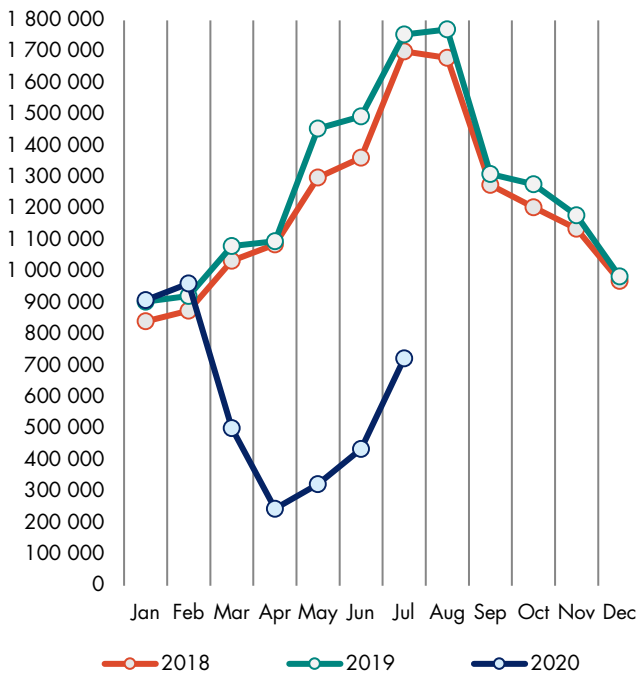
Virtually all foreign target groups continue to show very sharp declines, usually of 90% or more. India is the clearest exception with -30%. The number of guest nights from visitors from the USA fell by 85%, which places the USA as the largest target group during the month.

During the first seven months of the year, the number of guest nights in Stockholm County decreased by 4.6 million or 53%.

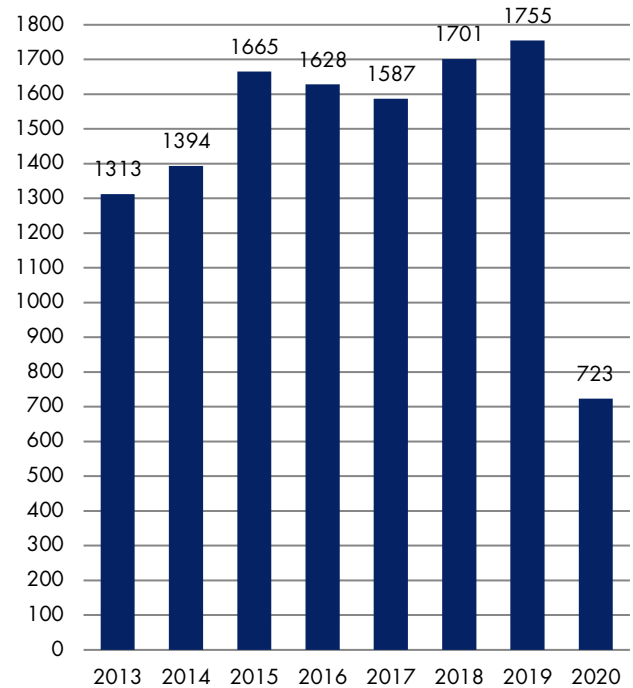
Commercial overnight stays in Stockholm County July 2020, top 20

Target group	Guest nights	Change, %	Target group	Guest nights	Change, %
Total	723.371	-59%	Not indicated	6.527	-81%
Sweden	634.707	-37%			
Foreign	88.664	-88%			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 USA	13.549	-85%	11 Spain	1.417	-93%
2 Germany	11.877	-91%	12 Belgium	1.303	-88%
3 India	9.881	-30%	13 Finland	1.241	-97%
4 Great Britain	6.488	-85%	14 Lithuania	1.174	-34%
5 Norway	6.306	-84%	15 Italy	1.024	-94%
6 The Netherlands	5.639	-78%	16 Romania	872	-63%
7 France	3.372	-87%	17 Estonia	842	-61%
8 Denmark	2.609	-91%	18 Namibia	672	43%
9 Poland	2.498	-73%	19 Portugal	659	-65%
10 Switzerland	2.215	-93%	20 Czech Republic	484	-81%

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



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



Commercial overnight stays 2020 compared with previous year

	July 2020		YTD	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	723.371	-59%	4.129.263	-53%
Domestic	634.707	-37%	3.153.792	-43%
Foreign	88.664	-88%	975.471	-70%
Nordic countries, excl. Sweden	10.236	-91%	117.204	-71%
Europe excl. Nordic countries	43.177	-88%	426.520	-71%
Non-European	35.251	-87%	431.747	-67%
City of Stockholm	333.393	-71%	2.352.434	-60%
Domestic	285.875	-49%	1.626.288	-50%
Foreign	47.518	-92%	726.146	-72%
Nordic countries, excl. Sweden	5.516	-93%	85.449	-73%
Europe excl. Nordic countries	20.151	-93%	308.567	-74%
Non-European	21.851	-91%	332.130	-70%
Sweden	9.211.240	-32%	27.703.143	-35%

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	July 2020			YTD 2020		July 2020		YTD 2020	
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %
Total	15.224.561	22%	723.371	-59	8%	4.129.263	-53	333.393	-71	2.352.434	-60
Sweden	9.930.645	20%	634.707	-37	8%	3.153.792	-43	285.875	-49	1.626.288	-50
Foreign	5.293.916	30%	88.664	-88	11%	975.471	-70	47.518	-92	726.146	-72
Nordic countries excl. Sweden	671.850	12%	10.236	-91	4%	117.204	-71	5.516	-93	85.449	-73
Europe excl. Nordic countries	2.599.245	32%	43.177	-88	11%	426.520	-71	20.151	-93	308.567	-74
Non-European/ not indicated	2.022.821	53%	35.251	-87	25%	431.747	-67	21.851	-91	332.130	-70
Europe	3.271.095	24%	53.413	-89	8%	543.724	-71	25.667	-93	394.016	-74
Austria	70.437	45%	326	-97	9%	6.691	-83	125	-99	5.479	-84
Belarus	3.934	59%	0	-100	0%	875	-62	0	-100	814	-61
Belgium	68.871	33%	1.303	-88	20%	11.696	-70	908	-89	9.652	-71
Bulgaria	6.132	47%	166	-77	26%	956	-75	151	-76	865	-74
Croatia	8.877	50%	466	29	61%	12.678	216	121	-47	1.993	-41
Czech Republic	24.779	30%	484	-81	18%	5.381	-60	195	-91	3.939	-63
Denmark	167.458	12%	2.609	-91	3%	29.800	-71	866	-96	21.477	-72
Estonia	22.633	29%	842	-61	37%	7.016	-47	546	-54	4.052	-46
Finland	237.427	40%	1.241	-97	22%	38.030	-73	790	-97	27.700	-75
France	212.199	57%	3.372	-87	51%	34.190	-71	2.560	-88	30.102	-70
Georgia	4.712	36%	15	-99	13%	559	-81	15	-99	388	-84
Germany	637.347	19%	11.877	-91	5%	75.144	-80	3.896	-96	51.500	-82
Greece	19.737	70%	84	-94	55%	4.277	-54	55	-96	3.729	-55
Hungary	16.989	44%	140	-93	26%	2.735	-72	99	-94	2.196	-72
Iceland	15.493	47%	80	-95	20%	2.240	-74	59	-95	1.746	-77
Ireland	36.206	64%	234	-92	22%	6.632	-65	186	-90	3.862	-67
Italy	158.425	57%	1.024	-94	32%	17.990	-77	654	-96	15.196	-78
Latvia	21.939	36%	170	-89	8%	3.962	-73	120	-88	2.326	-69
Lithuania	32.988	49%	1.174	-34	22%	15.347	-17	275	-73	5.020	-49
Luxembourg	5.699	48%	220	-71	40%	1.335	-58	212	-65	1.173	-57
Netherlands	163.038	20%	5.639	-78	16%	30.255	-68	1.270	-92	18.585	-73
Norway	251.472	7%	6.306	-84	3%	47.134	-69	3.801	-87	34.526	-70
Poland	92.899	29%	2.498	-73	16%	24.085	-55	1.799	-72	15.230	-57
Portugal	21.169	47%	659	-65	23%	4.525	-57	497	-71	3.440	-63
Romania	28.392	42%	872	-63	45%	11.379	-19	498	-73	9.609	-17
Russia	86.024	55%	117	-99	21%	20.397	-62	99	-99	17.819	-61
Slovakia	9.117	20%	326	-70	41%	2.345	-49	123	-82	1.520	-55
Slovenia	5.564	47%	385	-31	74%	1.758	-39	354	3	1.238	-42
Spain	152.294	66%	1.417	-93	39%	18.485	-77	1.045	-94	15.933	-78
Switzerland	150.872	36%	2.215	-93	13%	13.517	-85	992	-96	10.544	-86
Turkey	26.661	65%	45	-98	41%	4.854	-69	40	-97	3.897	-59
UK	433.411	48%	6.488	-85	22%	70.459	-72	2.963	-91	53.627	-74
Ukraine	38.636	69%	81	-97	22%	8.222	-62	47	-98	7.434	-62
Rest of Europe	39.264	36%	538	-90	11%	8.775	-65	306	-93	7.405	-66

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			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %
North America	616.941	55%	13.622	-86	28%	112.665	-68	8.918	-89	83.804	-72
Canada	39.878	62%	73	-99	37%	4.356	-81	61	-99	3.641	-82
USA	577.063	54%	13.549	-85	27%	108.309	-68	8.857	-88	80.163	-71
Central & South America	64.627	59%	312	-97	18%	8.212	-78	236	-98	7.426	-78
Argentina	9.360	77%	37	-98	90%	1.173	-79	33	-98	1.088	-79
Brazil	24.837	67%	59	-99	19%	2.417	-84	51	-99	2.221	-84
Chile	4.811	70%	23	-97	79%	1.130	-61	20	-97	1.029	-60
Columbia	4.057	69%	12	-98	27%	478	-78	11	-98	445	-79
Mexico	8.788	70%	0	-100	0%	1.088	-78	0	-100	1.010	-78
Rest of Central & South America	12.774	47%	181	-88	14%	1.926	-74	121	-91	1.633	-73
Asia	586.938	55%	10.881	-85	87%	122.258	-63	5.947	-90	80.335	-68
China	164.898	41%	448	-98	70%	15.615	-82	405	-98	13.464	-82
India	169.440	74%	9.881	-30	98%	76.356	-27	5.143	-37	40.790	-35
Indonesia	6.570	72%	7	-99	44%	780	-80	1	-100	697	-79
Iran	2.722	47%	18	-96	10%	437	-67	18	-96	394	-66
Israel	16.690	66%	13	-99	27%	1.466	-84	13	-99	1.297	-84
Japan	62.320	65%	14	-100	11%	6.586	-80	9	-100	5.656	-76
Malaysia	5.784	60%	4	-99	33%	751	-75	4	-99	663	-76
Qatar	5.407	43%	57	-97	88%	612	-79	43	-98	573	-79
Saudi Arabia	7.130	57%	12	-99	10%	1.621	-62	12	-99	1.255	-65
Singapore	12.402	58%	11	-99	28%	1.321	-79	7	-99	1.187	-79
South Korea	20.725	38%	10	-100	13%	1.931	-84	10	-100	1.732	-84
Taiwan	12.135	52%	10	-100	20%	949	-86	10	-99	754	-86
Thailand	35.091	66%	100	-97	28%	5.246	-73	84	-97	4.948	-71
United Arab Emirates	34.143	78%	60	-99	24%	4.752	-76	24	-100	3.691	-76
Rest of Asia	31.481	46%	236	-95	62%	3.835	-80	164	-96	3.234	-80
Africa	33.776	49%	916	-74	67%	5.617	-72	772	-71	4.485	-71
Egypt	3.189	51%	30	-94	63%	607	-73	27	-94	542	-74
Morocco	4.044	66%	8	-98	67%	419	-85	7	-98	386	-85
Namibia	2.242	63%	672	43	98%	1.316	-6	644	2476	1.131	738
South Africa	6.379	50%	81	-84	82%	955	-72	38	-91	786	-70
Rest of Africa	17.922	44%	125	-93	24%	2.320	-77	56	-96	1.640	-79
Oceania	68.238	61%	200	-98	34%	8.224	-79	150	-98	7.511	-79
Australia	60.314	64%	198	-98	39%	7.539	-78	149	-98	6.900	-78
New Zealand	7.364	63%	1	-100	4%	573	-86	1	-100	519	-86
Rest of Oceania	560	9%	1	-99	2%	112	-74	0	-100	92	-68
Rest of the World	229.574	50%	2.793	-94	14%	74.483	-71	2.172	-95	69.580	-70
Not indicated	422.727	49%	6.527	-81	11%	100.288	-63	3.656	-88	78.989	-66

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