



Photographer: Jeppe Wikström

## Stockholm's Tourism Industry: June to August 2019

June to August of 2019 set a new record in the amount of overnight stays in Stockholm. Over 5 million guest nights were registered during the period, which is a 5% increase over the summer of 2018 and 1 million more guest nights (+26%) than five years ago.

Domestic overnight stays had a strong summer with an increase of 15% in comparison to the summer of 2018. However, the jump in growth can partially be attributed as a result of a great improvement in data quality made over the spring of 2019. A new record for the number of guest nights in a month was set in July (the previous record month was July of 2018), and then immediately outdone by August. The growth has been strong but also sustainable.

Even overnight stays by foreign visitors increased. Not counting night stays classified as "Not Indicated/Unspecified",

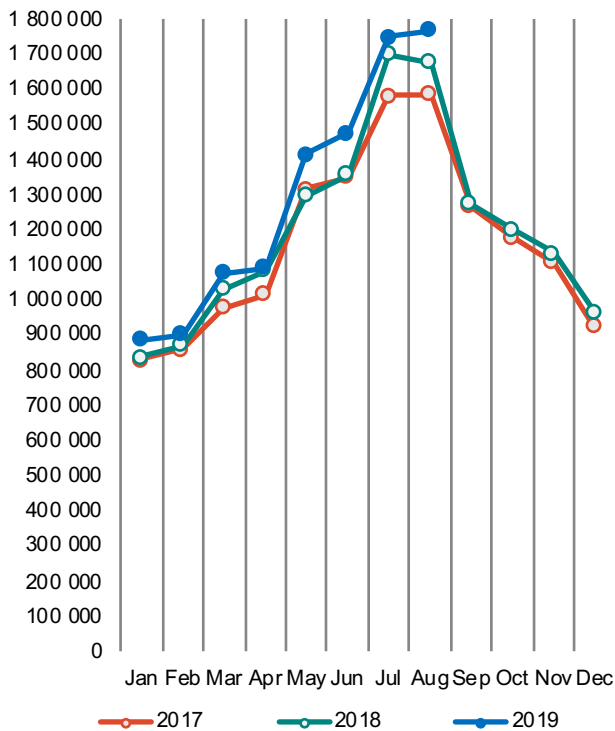
foreign guest nights increased by 4%. Overnight stays by visitors from Europe primarily generated the increase, with stays by travelers from neighboring Nordic countries up by 10% and nights by those from the rest of Europe showing a rise of 5%. Meanwhile, non-European overnight stays are at the same levels as the summer of 2018.

Looking in absolute terms, Germany is the biggest target group and showed robust growth for all of summer 2019 (+12%). The target groups from farther away, China and India, both saw positive net gains with overnight stays by the former up by 6% while those by the latter rose 25%. Guest nights by those from the United States have somewhat decreased (down by 3%), along with overnight stays by visitors from the United Kingdom (-8%) and the Netherlands (-4%).

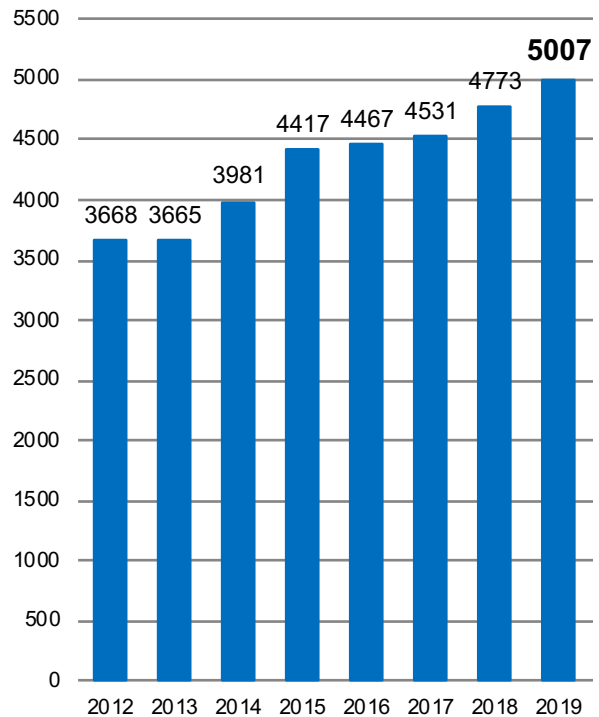
### Commercial overnight stays in Stockholm County June - August 2019, top 20

Target group	Guest nights	Change, %	Target group	Guest nights	Change, %
<b>Total</b>	<b>5 007 447</b>	<b>5%</b>	Not Indicated	101 479	-70%
<b>Sweden</b>	<b>2 990 005</b>	<b>15%</b>			
<b>Foreign</b>	<b>2 017 442</b>	<b>-7%</b>			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Germany	332 324	12%	11 Denmark	62 296	12%
2 USA	221 954	-3%	12 The Netherlands	62 246	-4%
3 Great Britain	135 245	-8%	13 India	50 077	25%
4 Finland	92 049	12%	14 Austria	33 761	4%
5 Norway	91 672	7%	15 Russia	30 138	22%
6 France	81 318	15%	16 Japan	27 025	-12%
7 Switzerland	72 677	1%	17 Poland	26 173	33%
8 China	66 771	6%	18 Australia	26 111	-6%
9 Spain	65 940	5%	19 Belgium	24 062	9%
10 Italy	65 051	1%	20 Canada	15 426	-8%

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



**Commercial overnight stays, June-August 2012-2019, Stockholm County. (Thousands)**



**Commercial overnight stays 2019 compared with previous year.**

	June - August 2019		YTD	
	Guest nights	Change, %	Guest nights	Change, %
<b>Stockholm County</b>	<b>5 007 447</b>	<b>5%</b>	<b>10 443 213</b>	<b>5%</b>
Domestic	2 990 005	15%	6 662 893	12%
Foreign	2 017 442	-7%	3 780 320	-6%
Nordic countries, excl. Sweden	250 321	10%	481 182	3%
Europe excl. Nordic countries	1 037 672	5%	1 876 245	7%
Non-European	729 449	-24%	1 422 893	-21%
<b>City of Stockholm</b>	<b>3 313 776</b>	<b>4%</b>	<b>7 006 264</b>	<b>4%</b>
Domestic	1 729 002	21%	3 981 096	16%
Foreign	1 584 774	-9%	3 025 168	-8%
Nordic countries, excl. Sweden	186 697	12%	365 889	4%
Europe excl. Nordic countries	810 996	6%	1 502 294	6%
Non-European	587 081	-27%	1 156 985	-24%
<b>Sweden</b>	<b>29 425 069</b>	<b>5%</b>	<b>51 866 164</b>	<b>4%</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 2018	Share in Sweden	Jun-Aug 2019			YTD 2019		Jun-Aug 2019		YTD 2019	
			Guest nights	chc %	Share in Sweden	Guest nights	chc %	Guest nights	chc %	Guest nights	chc %
<b>Total</b>	<b>14 539 708</b>	<b>22%</b>	<b>5 007 447</b>	<b>5</b>	<b>17%</b>	<b>10 443 213</b>	<b>5</b>	<b>3 313 776</b>	<b>4</b>	<b>7 006 264</b>	<b>4</b>
<b>Sweden</b>	<b>8 962 597</b>	<b>19%</b>	<b>2 990 005</b>	<b>15</b>	<b>15%</b>	<b>6 662 893</b>	<b>12</b>	<b>1 729 002</b>	<b>21</b>	<b>3 981 096</b>	<b>16</b>
<b>Foreign</b>	<b>5 577 111</b>	<b>32%</b>	<b>2 017 442</b>	<b>-7</b>	<b>23%</b>	<b>3 780 320</b>	<b>-6</b>	<b>1 584 774</b>	<b>-9</b>	<b>3 025 168</b>	<b>-8</b>
<b>Nordic countries excl. Sweden</b>	<b>660 560</b>	<b>12%</b>	<b>250 321</b>	<b>10</b>	<b>8%</b>	<b>481 182</b>	<b>3</b>	<b>186 697</b>	<b>12</b>	<b>365 889</b>	<b>4</b>
<b>Europe excl. Nordic countries</b>	<b>2 472 327</b>	<b>33%</b>	<b>1 037 672</b>	<b>5</b>	<b>24%</b>	<b>1 876 245</b>	<b>7</b>	<b>810 996</b>	<b>6</b>	<b>1 502 294</b>	<b>6</b>
<b>Non-European/ not indicated</b>	<b>2 444 224</b>	<b>57%</b>	<b>729 449</b>	<b>-24</b>	<b>51%</b>	<b>1 422 893</b>	<b>-21</b>	<b>587 081</b>	<b>-27</b>	<b>1 156 985</b>	<b>-24</b>
<b>Europe</b>	<b>2 472 327</b>	<b>20%</b>	<b>1 287 993</b>	<b>6</b>	<b>17%</b>	<b>2 357 427</b>	<b>6</b>	<b>997 693</b>	<b>7</b>	<b>1 868 183</b>	<b>6</b>
Austria	66 888	44%	33 761	4	39%	52 625	2	28 558	4	45 033	4
Belarus	3 446	72%	996	17	42%	2 662	26	865	14	2 366	21
Belgium	64 749	33%	24 062	9	25%	47 169	4	19 811	4	39 813	1
Bulgaria	5 262	40%	2 083	27	41%	4 519	23	1 746	19	3 769	16
Croatia	5 399	30%	1 798	17	46%	4 623	19	1 404	0	3 852	9
Czech Republic	19 989	26%	7 974	27	25%	16 807	30	5 995	25	13 187	33
Denmark	156 439	12%	62 296	12	11%	119 307	9	47 721	24	91 516	17
Estonia	19 271	18%	7 300	29	25%	16 330	26	4 494	14	9 598	6
Finland	228 736	39%	92 049	12	35%	173 126	5	70 201	8	133 661	5
France	188 883	57%	81 318	15	54%	154 020	13	67 028	14	131 316	11
Georgia	3 949	46%	2 295	6	34%	3 393	10	2 001	25	2 851	22
Germany	586 919	19%	332 324	12	14%	484 755	11	246 865	16	373 873	14
Greece	17 582	65%	4 927	11	65%	11 720	4	4 381	17	10 258	6
Hungary	16 455	42%	5 826	0	45%	12 232	-2	4 881	-1	9 995	4
Iceland	16 803	55%	4 304	3	33%	10 194	-6	3 604	0	8 773	-9
Ireland	34 083	57%	9 632	-1	55%	22 692	6	5 785	-14	14 084	-6
Italy	163 665	59%	65 051	1	57%	114 800	-2	56 934	-2	101 595	-4
Latvia	20 125	36%	5 057	29	34%	16 930	42	2 818	5	8 911	14
Lithuania	31 597	39%	8 928	22	48%	22 467	12	4 139	-6	11 783	1
Luxembourg	9 247	64%	2 240	-48	39%	4 114	-42	1 861	-48	3 503	-44
Netherlands	157 678	21%	62 246	-4	12%	112 747	-4	43 662	3	82 003	-3
Norway	258 582	7%	91 672	7	4%	178 555	-2	65 171	8	131 939	-4
Poland	74 364	27%	26 173	33	27%	64 528	33	17 403	35	42 890	29
Portugal	18 250	46%	7 585	9	54%	14 339	15	6 715	18	12 594	20
Romania	22 336	38%	8 391	10	44%	17 797	19	6 617	23	14 424	23
Russia	83 276	53%	30 138	22	59%	66 558	17	25 117	18	56 708	15
Slovakia	6 363	14%	2 506	25	20%	5 565	24	1 885	30	4 284	22
Slovenia	3 869	35%	1 675	74	44%	3 545	34	1 151	41	2 615	40
Spain	143 790	66%	65 940	5	70%	112 100	10	58 524	6	100 280	11
Switzerland	143 262	36%	72 677	1	27%	108 637	0	58 919	0	90 773	-1
Turkey	27 122	65%	6 747	-10	58%	17 823	-8	4 985	-15	11 329	-31
UK	421 200	50%	135 245	-8	44%	295 505	-1	108 109	-9	241 105	-2
Ukraine	19 300	55%	10 229	110	61%	25 949	162	8 297	106	22 731	172
Rest of Europe	94 008	58%	12 548	-45	30%	39 294	-21	10 046	-47	34 771	-18

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Country	Stockholm County						City of Stockholm					
	Guest nights 2018	Share in Sweden	Jun-Aug 2019			YTD 2019		Jun-Aug 2019		YTD 2019		
			Guest nights	chc %	Share in Sweden	Guest nights	chc %	Guest nights	chc %	Guest nights	chc %	
<b>North America</b>	<b>550 050</b>	<b>59%</b>	<b>237 380</b>	<b>-3</b>	<b>53%</b>	<b>399 253</b>	<b>-1</b>	<b>193 968</b>	<b>-8</b>	<b>325 372</b>	<b>-7</b>	
Canada	42 285	64%	15 426	-8	66%	25 390	-15	13 886	-7	22 669	-15	
USA	507 765	59%	221 954	-3	52%	373 863	0	180 082	-8	302 703	-6	
<b>Central &amp; South America</b>	<b>72 558</b>	<b>66%</b>	<b>28 817</b>	<b>-14</b>	<b>61%</b>	<b>47 041</b>	<b>-9</b>	<b>25 739</b>	<b>-17</b>	<b>41 986</b>	<b>-8</b>	
Argentina	10 893	78%	5 283	-18	80%	7 588	-14	4 735	-22	6 827	-17	
Brazil	28 166	71%	11 308	-17	72%	18 122	-11	10 322	-20	16 573	-11	
Chile	4 591	69%	2 002	29	73%	3 519	12	1 818	26	3 174	31	
Columbia	3 623	74%	1 280	-32	72%	2 656	-2	1 174	-34	2 468	-4	
Mexico	9 331	76%	3 762	-15	75%	6 062	-9	3 417	-15	5 489	-10	
Rest of Central & South America	15 954	47%	5 182	-6	34%	9 094	-7	4 273	-8	7 455	-1	
<b>Asia</b>	<b>551 141</b>	<b>57%</b>	<b>215 589</b>	<b>5</b>	<b>50%</b>	<b>400 471</b>	<b>4</b>	<b>161 197</b>	<b>5</b>	<b>298 828</b>	<b>2</b>	
China	149 738	43%	66 771	6	36%	113 729	7	49 762	5	90 676	6	
India	156 849	73%	50 077	25	77%	117 720	12	30 319	39	68 835	9	
Indonesia	7 470	79%	2 255	-1	70%	4 332	-10	1 904	3	3 740	-10	
Iran	3 868	51%	1 133	-34	54%	1 831	-37	998	-36	1 603	-38	
Israel	16 792	67%	7 825	-10	63%	12 507	3	6 481	-13	10 672	2	
Japan	63 912	69%	27 025	-12	73%	44 354	-4	18 749	-14	31 410	-8	
Malaysia	6 271	68%	1 622	-12	64%	3 513	-22	1 457	-7	3 217	-21	
Qatar	5 582	68%	3 433	9	53%	4 064	-4	3 118	8	3 676	-5	
Saudi Arabia	7 837	57%	4 788	5	60%	5 924	-1	4 212	7	5 028	-3	
Singapore	11 933	58%	4 016	5	63%	7 509	-9	3 473	-2	6 677	-12	
South Korea	19 804	40%	8 791	-7	30%	14 226	-2	7 917	-5	12 831	2	
Taiwan	12 390	64%	5 759	8	61%	8 974	-8	4 264	8	6 667	-8	
Thailand	27 199	69%	10 191	47	62%	23 368	24	9 005	57	20 270	23	
United Arab Emirates	24 022	78%	9 273	-32	61%	14 624	-34	8 413	-28	12 585	-30	
Rest of Asia	37 474	54%	12 630	19	43%	23 796	12	11 125	17	20 941	9	
<b>Africa</b>	<b>34 451</b>	<b>53%</b>	<b>10 698</b>	<b>-10</b>	<b>44%</b>	<b>23 301</b>	<b>-4</b>	<b>8 173</b>	<b>-18</b>	<b>18 016</b>	<b>-12</b>	
Egypt	3 056	52%	1 332	23	57%	2 598	21	1 165	39	2 346	27	
Morocco	3 014	73%	1 159	0	75%	3 441	69	1 083	4	3 299	79	
Namibia	3 524	63%	1 025	-41	66%	1 774	-26	172	-83	276	-77	
South Africa	7 711	55%	1 933	-33	44%	4 088	-33	1 666	-36	3 229	-40	
Rest of Africa	17 146	48%	5 249	6	37%	11 400	-3	4 087	-8	8 866	-13	
<b>Oceania</b>	<b>71 093</b>	<b>66%</b>	<b>29 524</b>	<b>-6</b>	<b>64%</b>	<b>47 836</b>	<b>-5</b>	<b>26 733</b>	<b>-7</b>	<b>43 346</b>	<b>-6</b>	
Australia	63 201	66%	26 111	-6	65%	42 151	-5	23 765	-8	38 517	-7	
New Zealand	7 272	65%	3 187	-4	61%	5 297	0	2 848	-4	4 593	-4	
Rest of Oceania	620	52%	226	-7	18%	388	-9	120	29	236	1	
<b>Rest of the World</b>	<b>270 932</b>	<b>54%</b>	<b>105 962</b>	<b>7</b>	<b>60%</b>	<b>197 802</b>	<b>-9</b>	<b>88 811</b>	<b>10</b>	<b>172 308</b>	<b>-10</b>	
Not indicated	893 999	55%	101 479	-70	38%	307 189	-54	82 460	-72	257 129	-55	

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