

# UEFA Europa League Stockholm Final 2017

Tourism economic evaluation



**STOCKHOLM  
FINAL 2017**

## Summary

- *The match had 46,961 spectators. 8% came from Stockholm county, while 9% came from other parts of Sweden and 83% were foreign guests. The proportion of tourists was 92% while the proportion of exports was 83%. The tourists came to Stockholm in parties of 2.7 people, consisting of 2.5 people who had tickets and were going to watch the match while 0.2 people did not have a ticket for the match. A total of about 46,600 tourists came to Stockholm as a result of the UEFA Europa League Stockholm Final 2017, comprising approx. 43,200 spectators and approx. 3,400 people accompanying the spectators.*
- *13% of the tourists came for the day, while the other 87% stayed overnight in connection with their visit to Stockholm. Those who stayed overnight primarily chose commercial accommodation (77%), while some found non-commercial alternatives (10%). Among the Swedish tourists, the proportion that came for the day was considerably larger than among the foreign tourists. 96% of those who stayed overnight stayed in Stockholm county (75% within Stockholm municipality), while 4% stayed outside Stockholm county.*
- *The event consistently received very good grades. The overall impression was 4.5, while the perceived value for money was at a high level of 4.3. Two highly impressive results. The event received the best grades for the arena (4.6), but the emotional experience (4.5), service & reception from the officials (4.4) and mood & atmosphere in the arena (4.4) also received excellent grades. The event was clearly above index for event experiences in Sweden.*
- *Supplementary activities were also held in Kungsträdgården Park, a so-called fan zone. This was highly rated by the visitors with an overall impression of 4.5. The location (Kungsträdgården Park) received the best grades at 4.8, closely followed by the emotional experience (4.6), the activities in the fan zone (4.6), mood & atmosphere in the fan zone (4.6), arrangement & organisation (4.5) and service & reception from the officials (4.4). A highly rated event.*
- *The tourists had a high opinion of Stockholm as host city, giving it a grade of 4.6. They also gave Stockholm an excellent grade as event destination in terms of "accessibility" (4.4), "range of restaurants & cafés" (4.3), "local communications" (4.3), "range of accommodation facilities" (4.2), "range of entertainments and culture" (4.2), and "shopping" (4.1). The tourists were active and the most popular excursions were "Gamla Stan/Old Town" (61%), "Sightseeing" (38%), "The Royal Palace" (31%), "Stockholm City Hall" (19%), "The Vasa Museum" (16%) and "The ABBA Museum" (10%), etc.*
- *The local residents considered that events such as the UEFA Europa League Stockholm Final 2017 were important to them (average value 4.4). They also felt that it was important for Stockholm's image to hold the UEFA Europa League Stockholm Final 2017 (average value 4.5), and also generally responded that it was important for them that major events were held in Stockholm (average value 4.4).*
- *The tourists' general consumption in connection with the UEFA Europa League Stockholm Final 2017 amounted to **approx. SEK 295 million**, which is divided into approx. 95 million for accommodation and 200 million for other consumption. Tourists from Sweden (excl. Sthlm) accounted for approx. 13 million of the turnover, while the foreign tourists accounted for approx. 282 million. A calculation of where the turnover went shows that approx. 290 million was spent in Stockholm county, while approx. 5 million was spent outside Stockholm county's borders. The specific turnover (those who came to Stockholm because of the UEFA Europa League Stockholm Final 2017) totalled approx. SEK 286 million. The remaining part of the consumption (9 million) was consequently made up of tourists who were in Stockholm for another reason and who then took the opportunity to include a visit to the UEFA Europa League Stockholm Final 2017 as they were in Stockholm anyway.*



## Technical description

The study is an evaluation of the tourism economic impact had by Solna/Stockholm as a result of the final of the Europa League played at Friends Arena. The study is based on the inflow of tourists, and the consumption that would not otherwise have occurred (had it not been for the event). The study has the following limitations:

- The study only takes into account the share of direct consumption related to tourist consumption, and does not therefore take into account local consumption or the region's investment in infrastructure etc.
- The study presents gross consumption, and does not take into account tax-equalization effects or any other impact from redistribution politics. Nor does the study present the equivalent of the economic consumption in terms of job opportunities, as these are normally of a temporary nature (project/employment by the hour) and are rarely long term.
- The research is carried out in Swedish and English, which may exclude certain visitors from being able to participate in the study.
- Quantification of key ratios for the whole population is significant for calculating the tourism economic turnover. The arranger provides Upplevelseinstitutet with information about the number of tickets sold to the event, and an estimation of the number of supporters coming to Stockholm without a ticket to the match.

Target groups: All visitors to the UEFA Europa League – Stockholm Final 2017. Men and women from 15 years old.  
All visitors to the fan zone in Kungsträdgården. Men and women from 15 years old.

Sample selection: A combination of on-site-recruiting and online-buyers through UEFA who have agreed to be contacted after the event.

Method visitors EL: On-site-interviews at the match with 805 visitors in order to collect data regarding who visited the event.  
Web-survey with 738 visitors to the match in order to determine information about the visit and consumption in the region in association with their visit. Frequency of reply 19% (738/3794).

Method visitors fan zone: On-site-interviews at the fan zone with 143 visitors in order to collect data about the event in fan zone and also about who visited the event.







## Demographics visitors UEFA Europa League – Stockholm Final 2017

### Gender

Man	92%
Woman	8%
Do not want to state	0%

### Age

Up to 25 years	9%
26-35 years	28%
36-45 years	24%
46-55 years	25%
56 years or older	14%
Do not want to state	0%

### Education

Compulsory school	3%
Folk high school or equivalent	3%
Upper secondary school or equivalent	22%
College/University	69%
Other	2%
Do not want to state	2%

### Personal annual income (before tax)

SEK 0–150.000	7%
SEK 151.000–300.000	12%
SEK 301.000-400.000	16%
SEK 401.000-500.000	15%
SEK 501.000 or more	33%
Do not want to state	17%

### Country

Sverige	33%
Annat land	67%

### County

Stockholm	48%
Skåne	7%
Västra Götaland	11%
Dalarna	3%
Uppsala	4%
Gävleborg	2%
Värmland	2%
Västmanland	5%
Södermanland	2%
Östergötland	2%
Västerbotten	2%
Västernorrland	1%
Örebro	2%
Kalmar	1%
Norrbottnen	2%
Jämtland	0%
Halland	1%
Kronoberg	2%
Jönköping	3%
Gotland	0%
Blekinge	0%

### Municipality within Stockholm County

Stockholm	44%
Solna	13%
Huddinge	7%
Järfälla	5%
Nacka	4%
Södertälje	4%
Sollentuna	3%
Haninge	3%
Botkyrka	2%

Danderyd	2%
Lidingö	2%
Norrtälje	2%
Sigtuna	2%
Sundbyberg	2%
Täby	2%
Vallentuna	2%
Österåker	2%
Nynäshamn	1%
Ekerö	0%
Nykvarn	0%
Salem	0%
Tyresö	0%
Upplands-Väsby	0%
Upplands-Bro	0%
Vaxholm	0%
Värmdö	0%



## Demographics visitors fan zone

### Gender

Man	71%
Woman	29%
Do not want to state	0%

### Age

Up to 25 years	51%
26-35 years	23%
36-45 years	15%
46-55 years	8%
56 years or older	3%
Do not want to state	0%

### Region

Reside Locally (Stockholm municipality)	20%
Stockholm County (excl. Stockholm municipality)	48%
Sweden (excl. Stockholm County)	4%
The Nordic Countries	1%
Great Britain	6%
Netherland/Holland	3%
Spain	0%
France	3%
Other country in Europe	13%
Other country outside Europe	3%

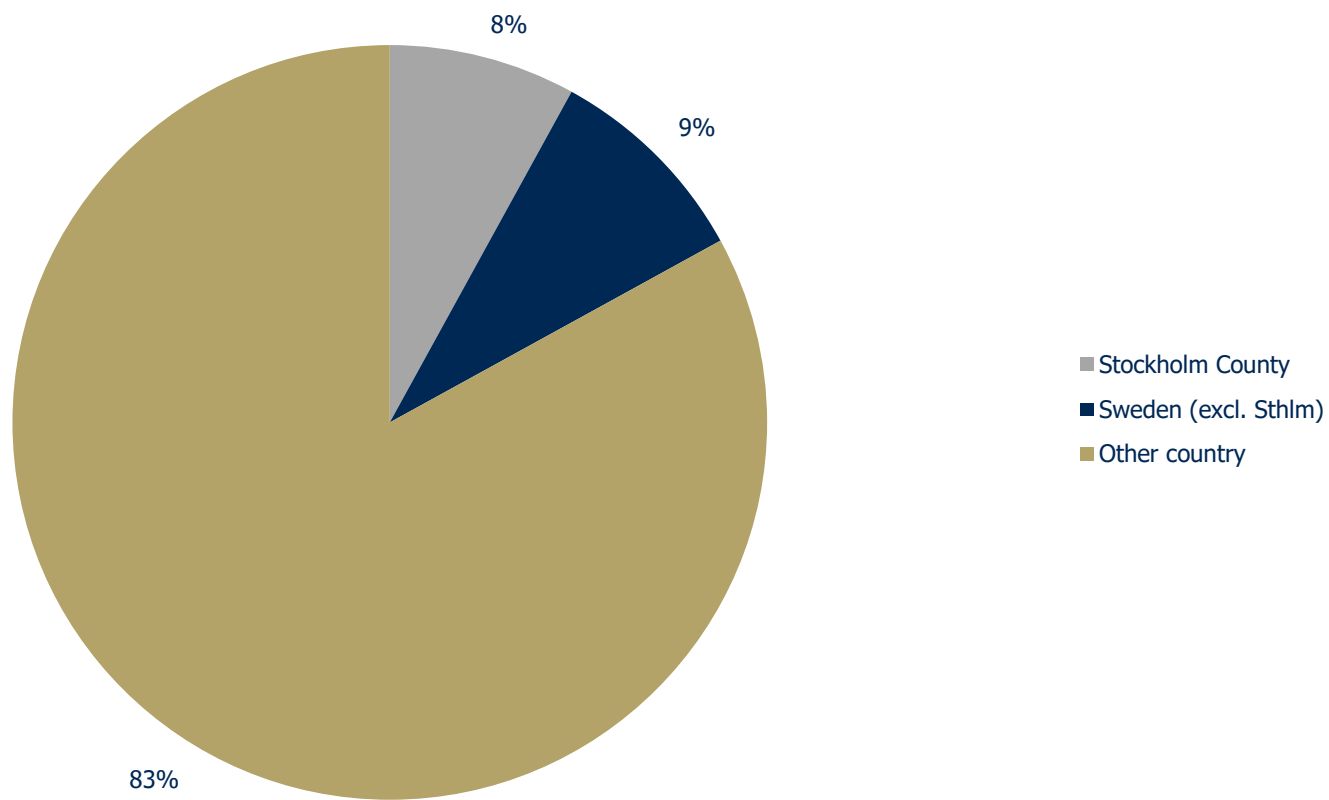




8% of the visitors at the match were local, i.e. living in Stockholm county. 9% came from other parts of Sweden and the vast majority, 83%, came from abroad. **This means that the proportion of tourists at the match was 92% and also that the proportion of exports was 83%.**

Base: All 805 on-site- interviews

Where do you come from?

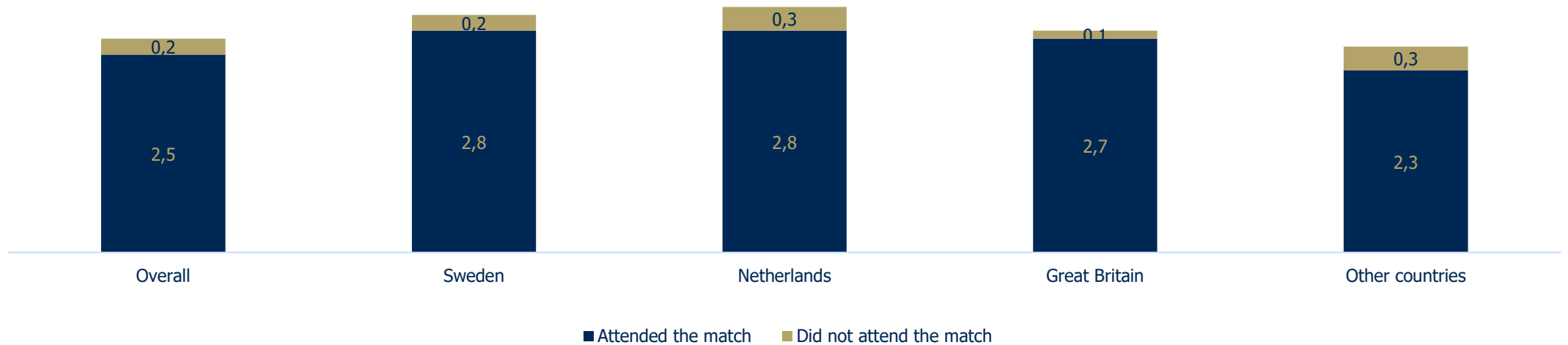




The average tourist came in a party of 2.7 people, 2.5 (93%) of whom comprised visitors to the match while 0.2 (7%) were accompanying them.

Base: All tourists

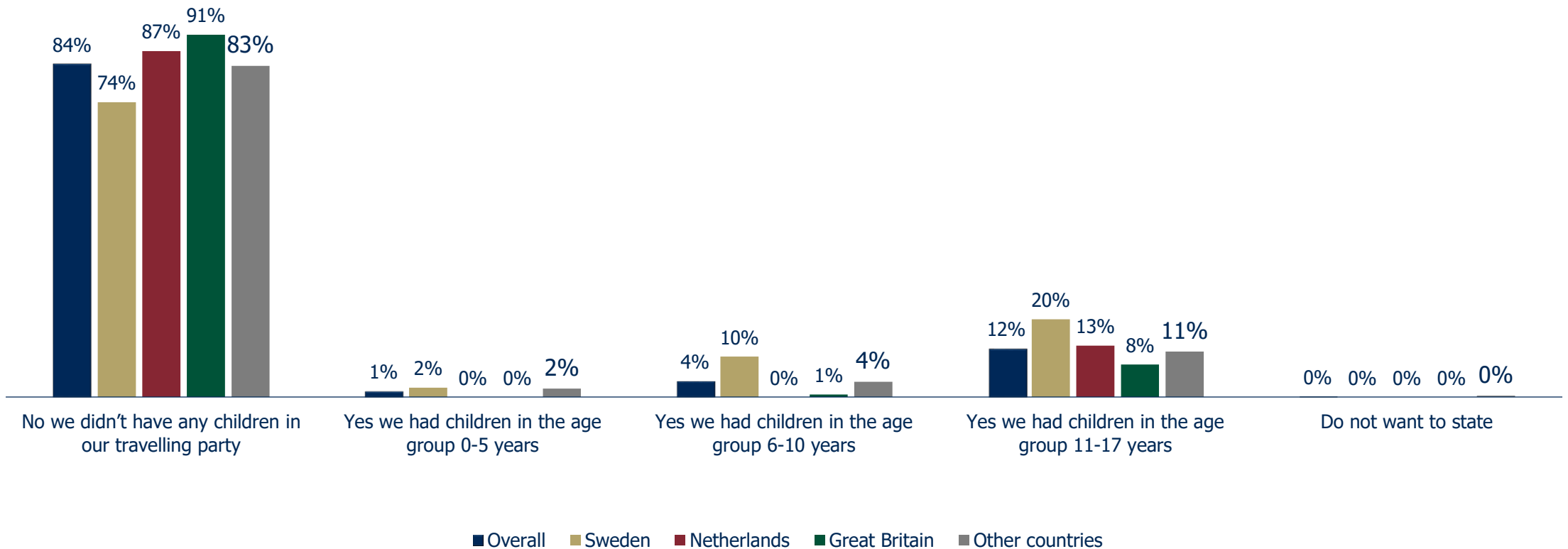
How many people were there in your travelling party when you visited Stockholm in connection with 'UEFA Europa League – Stockholm Final 2017'? With travelling party we mean the people with whom you planned and carried out the visit to Stockholm. (Do not forget to count yourself).



84% of the tourists were not accompanied by children.  
 Those who were accompanied by children usually had children aged 11-17.

Base: All tourists

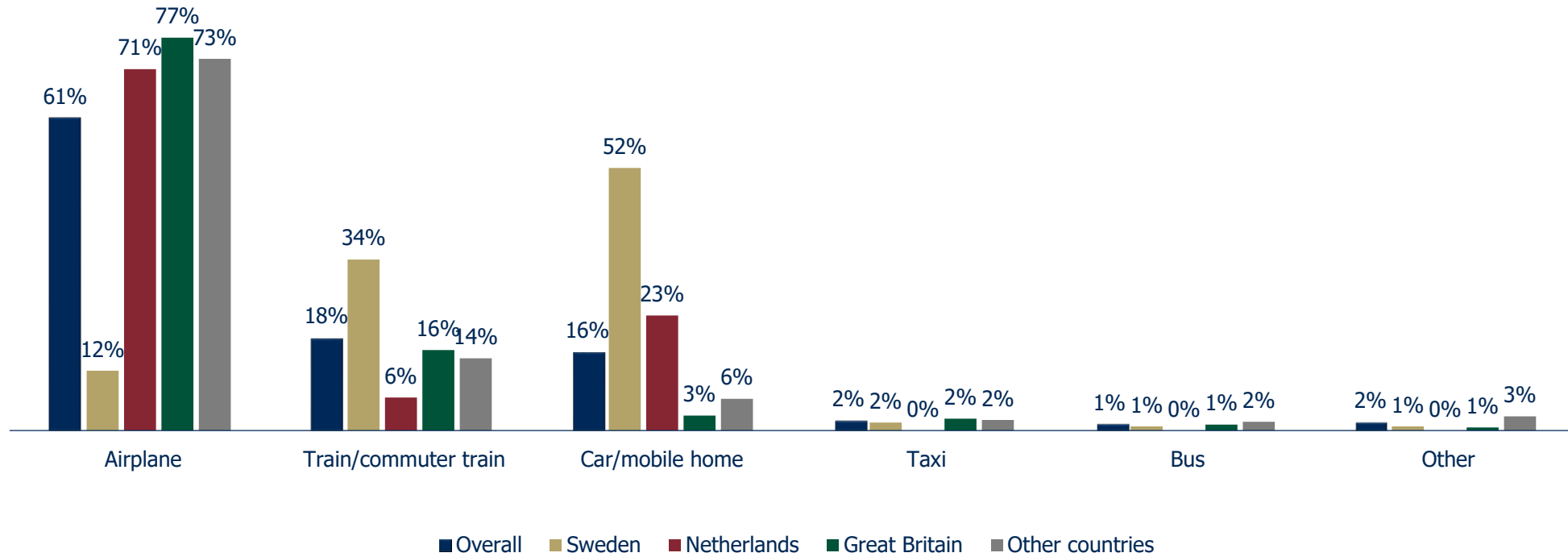
Did you have any children in your travelling party, and if so, what age group are the children?



The Swedish tourists preferred to travel to Stockholm by car or train.  
 Foreign tourists preferred to travel by air.

Base: All tourists

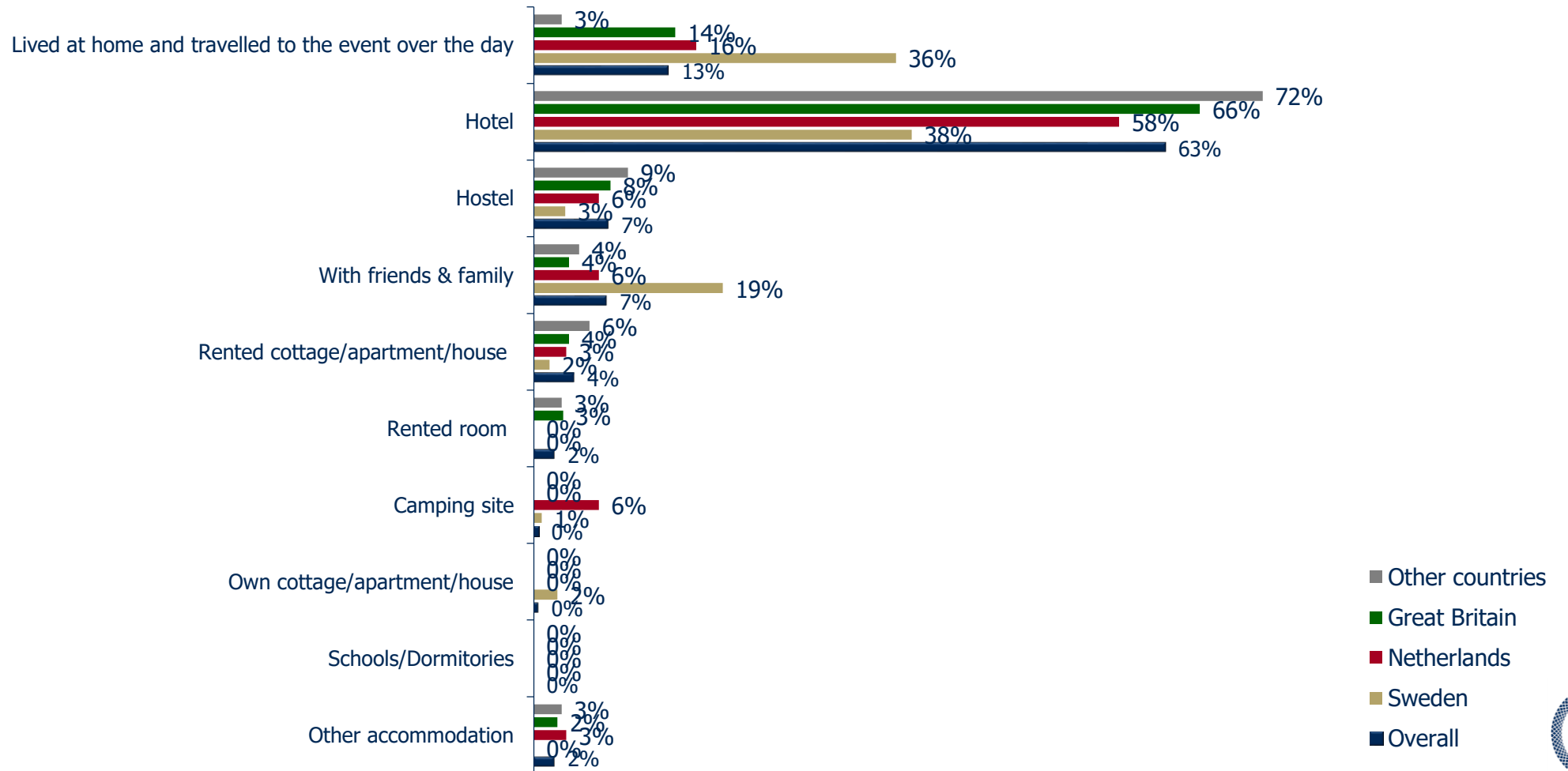
How did you travel to the event? (i.e. travel from your home to Stockholm)



13% of the tourists came for the day, i.e. went home to their residence in the evening after the match, while 87% stayed overnight. The proportion that came for the day was naturally largest among the Swedish tourists. 77% stayed overnight commercially while 10% stayed overnight non-commercially.

Base: All tourists

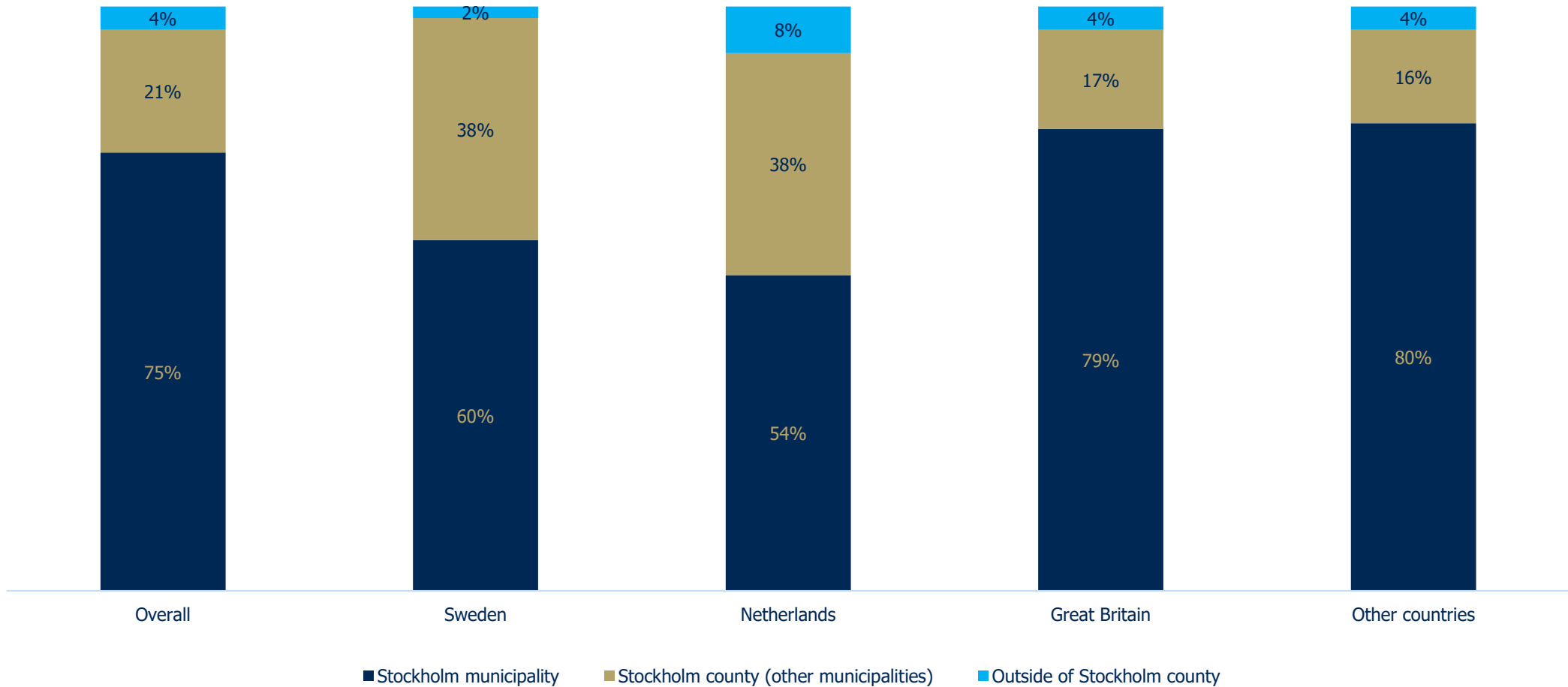
### Where did you stay in connection with your visit to Stockholm and 'UEFA Europa League – Stockholm Final 2017'?



A majority (75%) of the tourists who stayed overnight stayed within Stockholm municipality, while 21% stayed overnight in another municipality within Stockholm county and the remaining 4% stayed overnight outside the county.

Base: All overnighting tourists

### Where did you stay (municipality)?

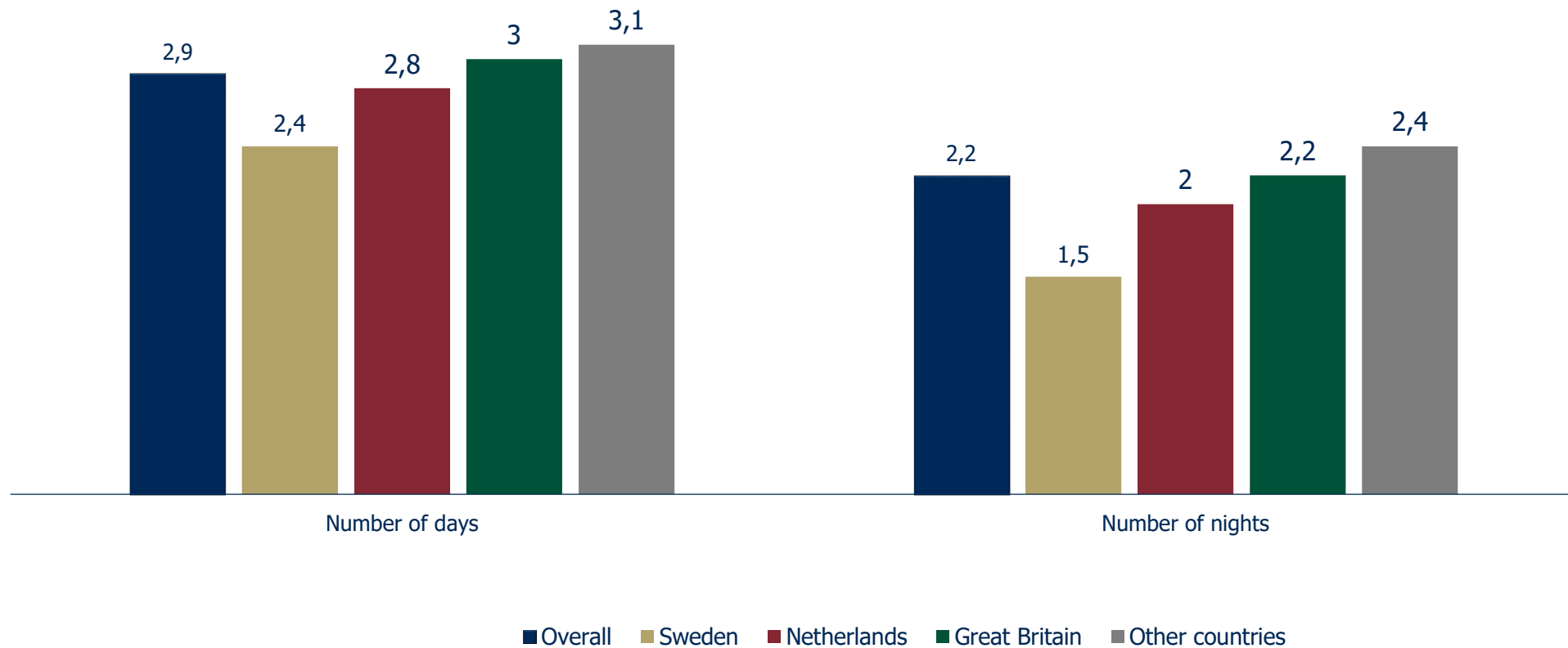




The average stay was 2.9 days and 2.2 nights in Stockholm and the surrounding area.

Base: All overnighting tourists

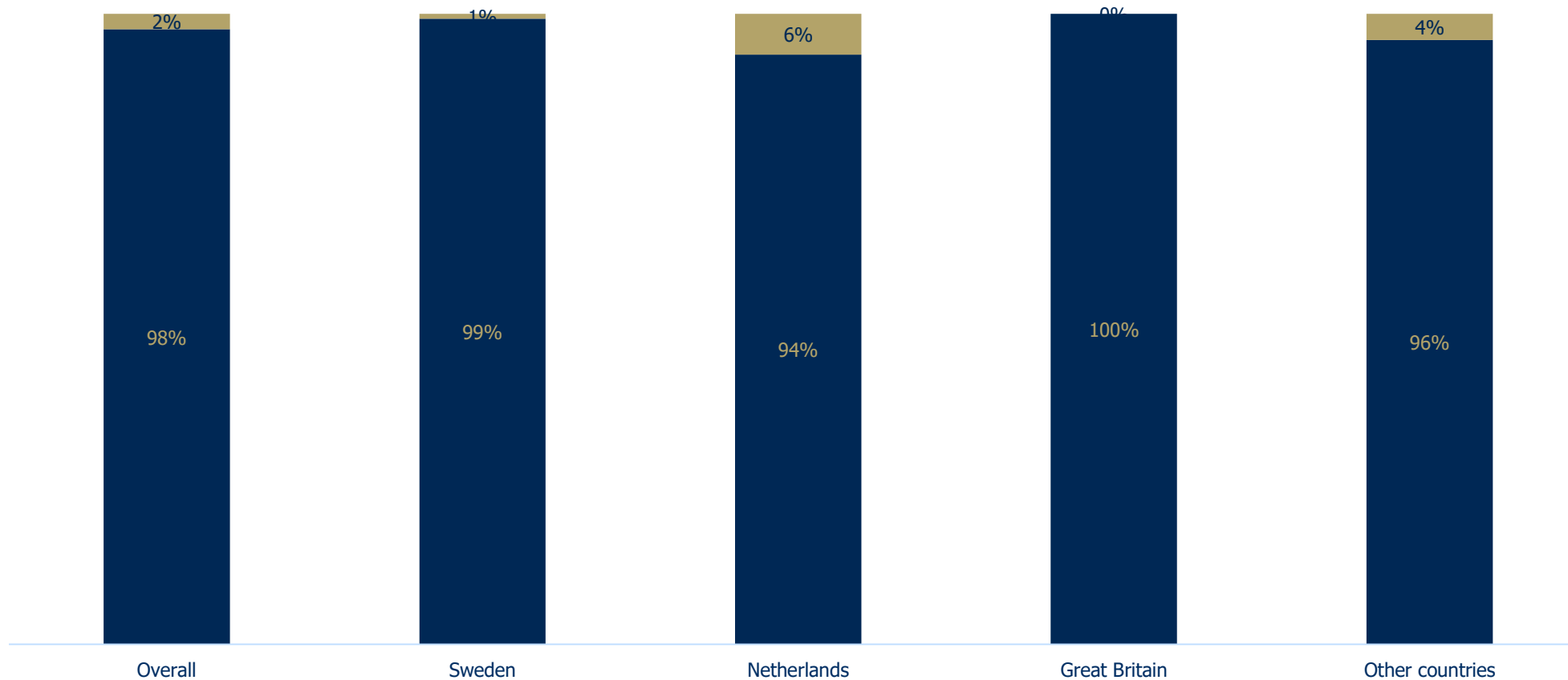
How many days and nights did you spend in total in Stockholm and the surrounding area (include also time before and after the event)?



A large proportion (98%) of the tourists came to Stockholm because of the UEFA Europa League Final Stockholm, and a smaller proportion (2%) took the opportunity to visit the event as they were going to be in Stockholm for another reason anyway.

Base: All tourists

### Which of the following two alternatives suit you best?



- I was going to Stockholm for another reason, and took the chance to visit 'UEFA Europa League - Stockholm Final 2017' whilst I was there.
- My visit to 'UEFA Europa League- Stockholm Final 2017' was the main reason for visiting Stockholm



## Summery "visitors arena"

- *The match had 46,961 spectators. 8% came from Stockholm county while 9% came from other parts of Sweden and the vast majority, 83%, were foreign guests. The proportion of tourists was 92% while the proportion of exports was 83%.*
- *The tourists came to Stockholm in parties of 2.7 people, consisting of 2.5 people who had tickets and were going to watch the match while 0.2 people did not have a ticket for the match.*
- *A large majority (84%) were not accompanied by children. Parties who travelled with children were mainly accompanied by somewhat older children.*
- *The Swedish tourists came to Stockholm by car or train, while the foreign tourists principally travelled by air.*
- *13% of the tourists came for the day, i.e. went home to their permanent residence at night, while the other 87% stayed overnight in Stockholm. Those who stayed overnight primarily chose commercial accommodation (77%), while some found non-commercial alternatives (10%). Among the Swedish tourists, the proportion that came for the day was considerably larger than among the foreign tourists.*
- *96% of those who stayed overnight stayed in Stockholm county (75% within Stockholm municipality), while 4% stayed outside Stockholm county.*
- *Those who stayed overnight spent an average of 2.9 days and 2.2 nights in the Stockholm region in connection with their visit to the UEFA Europa League Stockholm Final 2017. On average, the foreign tourists spent longer in the region than the Swedish tourists.*
- *A large majority (98%) of the tourists came to Stockholm because of the UEFA Europa League Stockholm Final 2017, while the rest (2%) took the opportunity to visit the event as they were going to be in Stockholm for another reason anyway.*

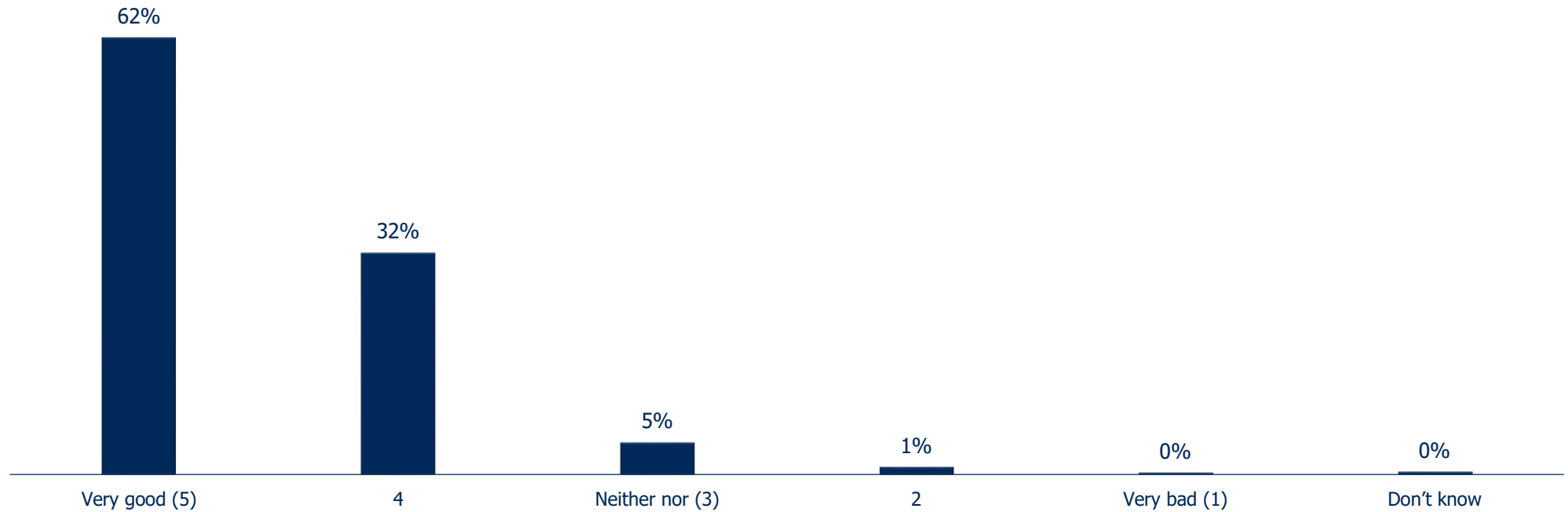




The UEFA Europa League Stockholm Final 2017 received very good grades in terms of the overall impression of the visitors (4.5)

Base: All respondents

We would like you to fill in how you viewed your experience of the 'UEFA Europa League – Stockholm Final 2017' in terms of: Your overall impression of the event



**Averages:**

Overall	Stockholm	Sweden	Netherlands	Great Britain	Other countries
4,5	4,3	4,4	4,4	4,7	4,6

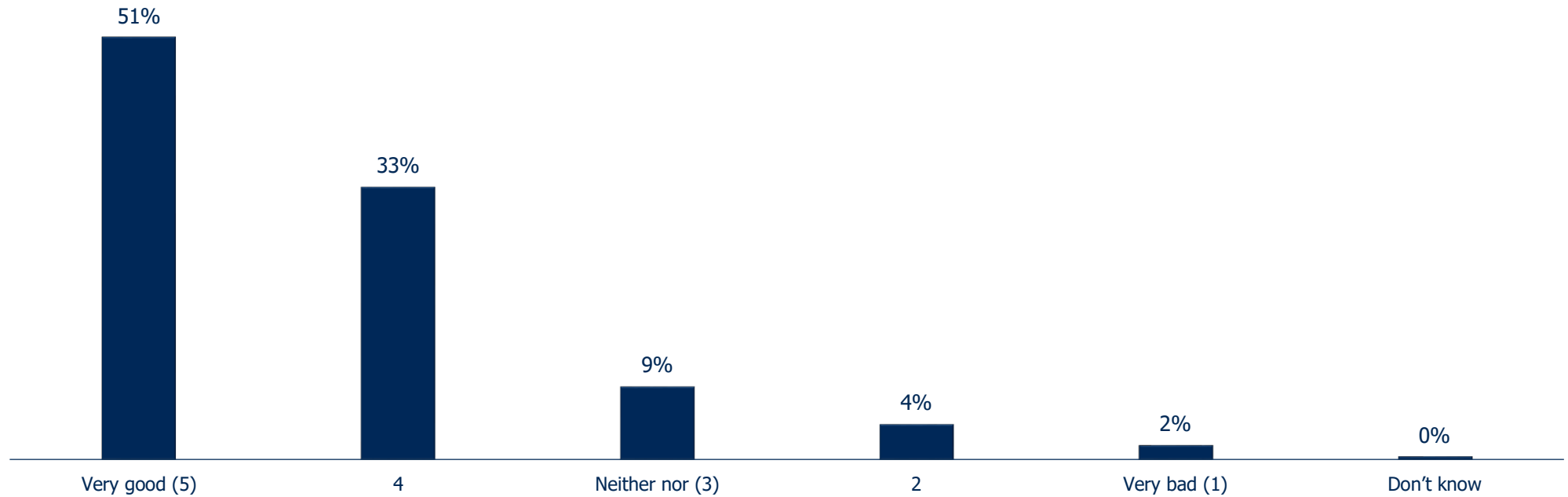




The arrangements worked smoothly, receiving a grade of 4.3.

Base: All respondents

We would like you to fill in how you viewed your experience of the 'UEFA Europa League – Stockholm Final 2017' in terms of: Arrangement & organisation



**Averages:**

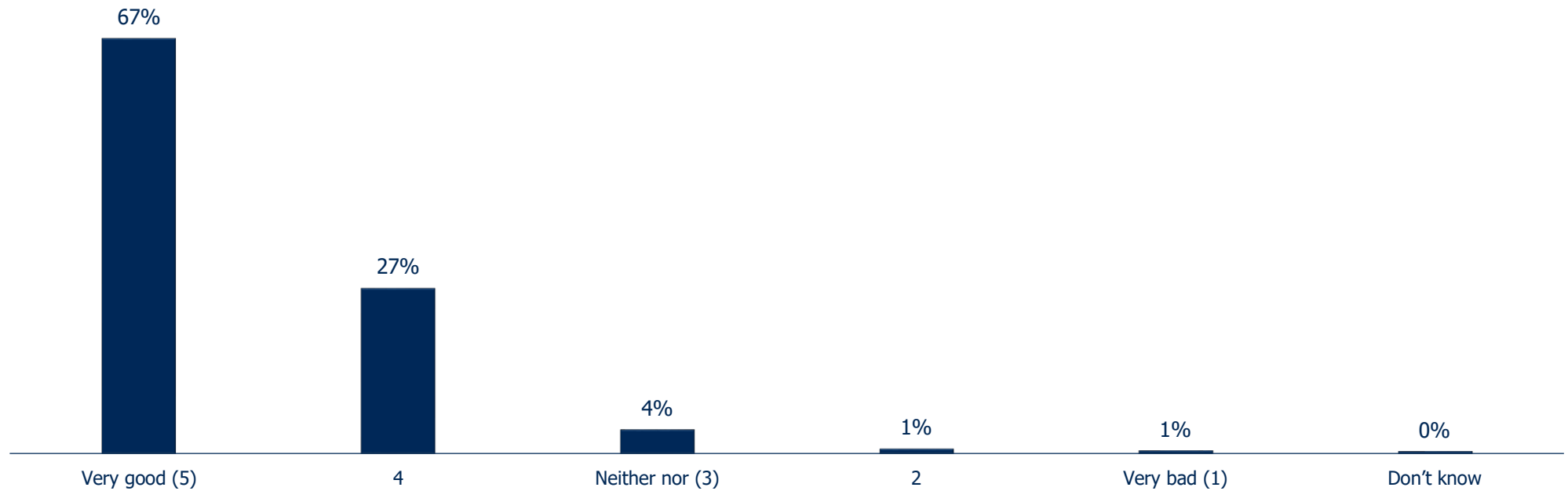
Overall	Stockholm	Sweden	Netherlands	Great Britain	Other countries
4,3	4,2	4,2	3,8	4,4	4,3



The arena received a very good grade of 4.6.

Base: All respondents

We would like you to fill in how you viewed your experience of the 'UEFA Europa League – Stockholm Final 2017' in terms of: Site (arena)



**Averages:**

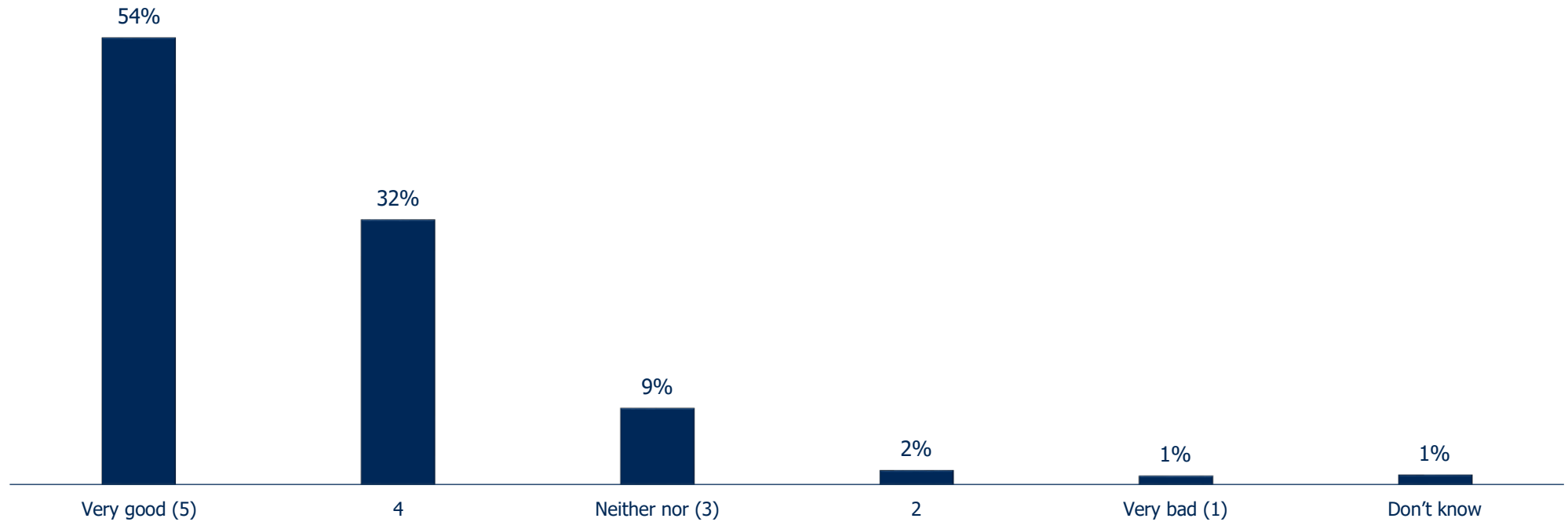
Overall	Stockholm	Sweden	Netherlands	Great Britain	Other countries
4,6	4,5	4,5	4,4	4,7	4,6



Service and welcome from the officials also received an excellent grade of 4.4.

Base: All respondents

We would like you to fill in how you viewed your experience of the 'UEFA Europa League – Stockholm Final 2017' in terms of: Service & welcome from staff and officials



**Averages:**

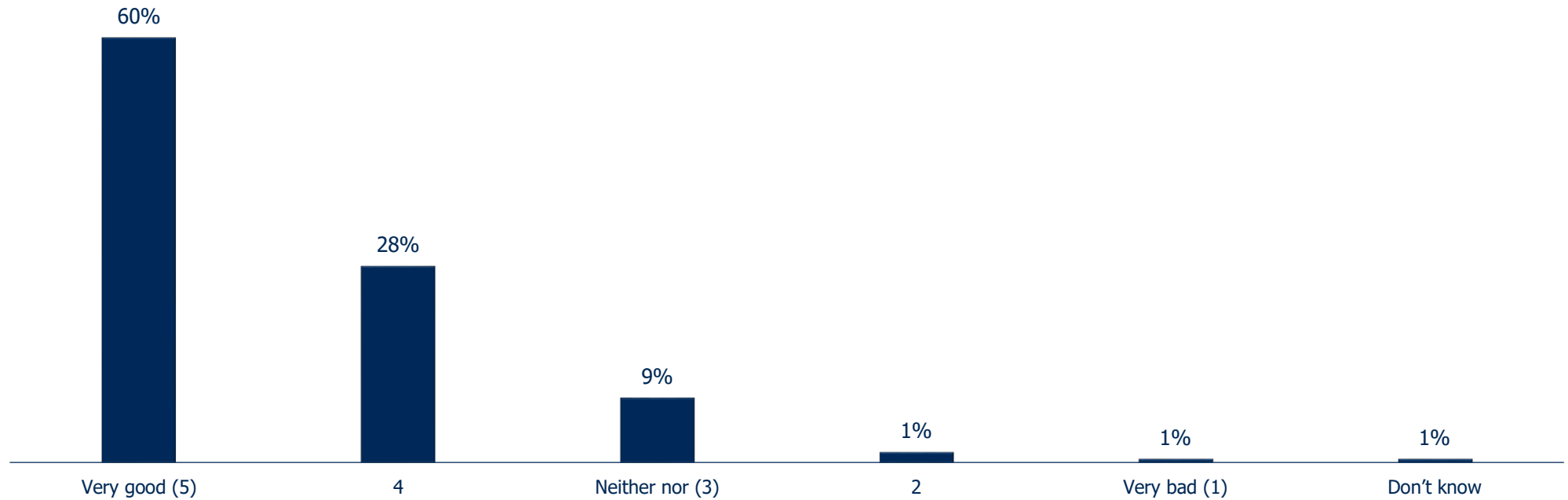
Overall	Stockholm	Sweden	Netherlands	Great Britain	Other countries
4,4	4,3	4,3	4,0	4,5	4,4



The emotional experience of the event was also graded highly at 4.5.

Base: All respondents

We would like you to fill in how you viewed your experience of the 'UEFA Europa League – Stockholm Final 2017' in terms of: The emotional experience



**Averages:**

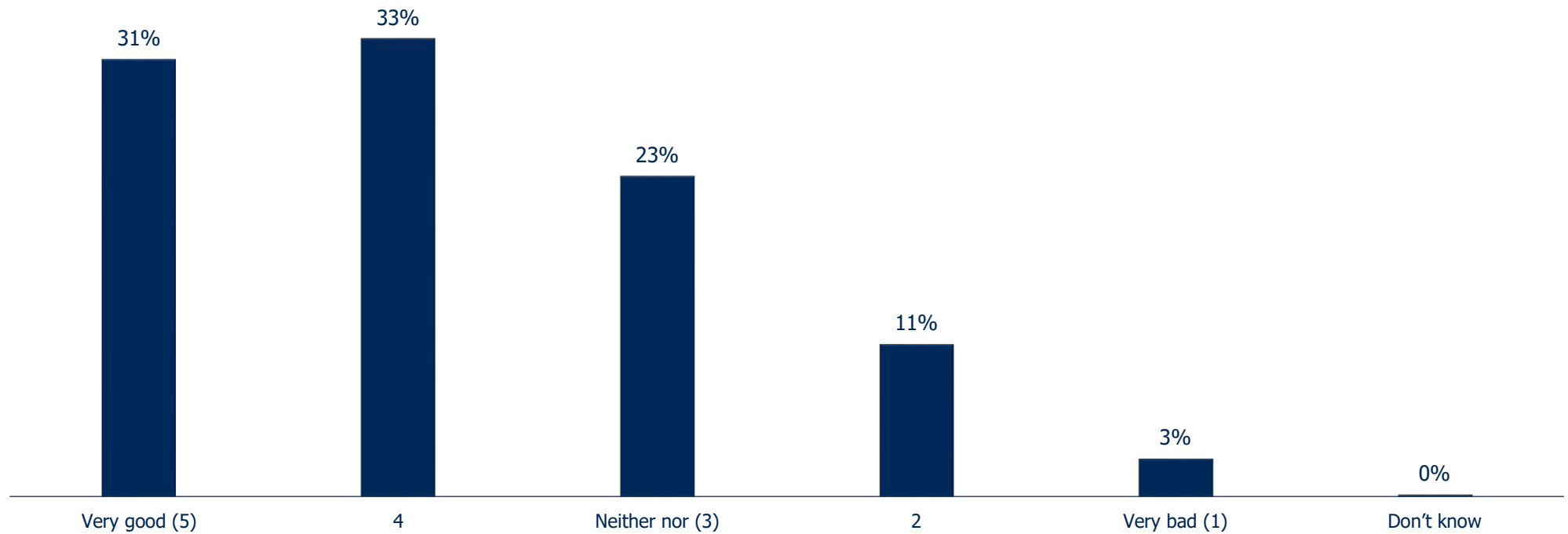
Overall	Stockholm	Sweden	Netherlands	Great Britain	Other countries
4,5	4,2	4,4	4,2	4,6	4,5



The sporting quality of the match received an acceptable grade without being outstanding in a positive sense; the grade was 3.8. The Dutch visitors gave lower grades than those from the UK.

Base: All respondents

We would like you to fill in how you viewed your experience of the 'UEFA Europa League – Stockholm Final 2017' in terms of: The sporting quality of the match



**Averages:**

Overall	Stockholm	Sweden	Netherlands	Great Britain	Other countries
3,8	3,5	3,8	2,5	4,1	3,9

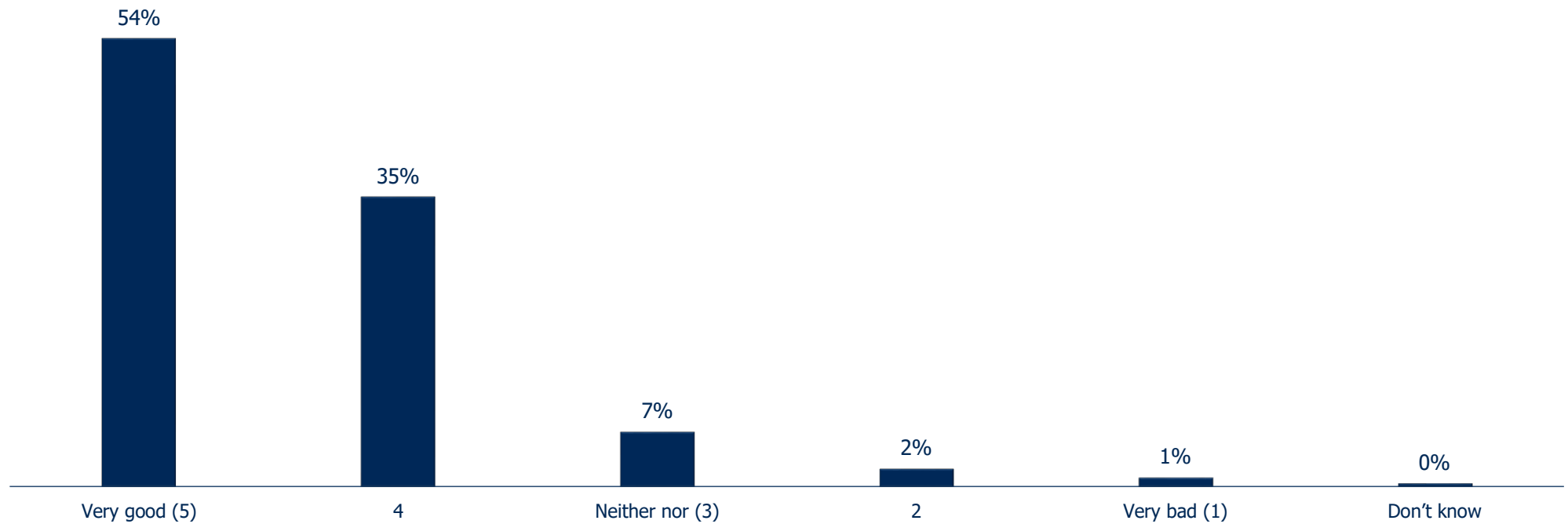




The mood and atmosphere at the arena received a very good grade of 4.4.

Base: All respondents

We would like you to fill in how you viewed your experience of the 'UEFA Europa League – Stockholm Final 2017' in terms of: Mood & atmosphere at the arena



**Averages:**

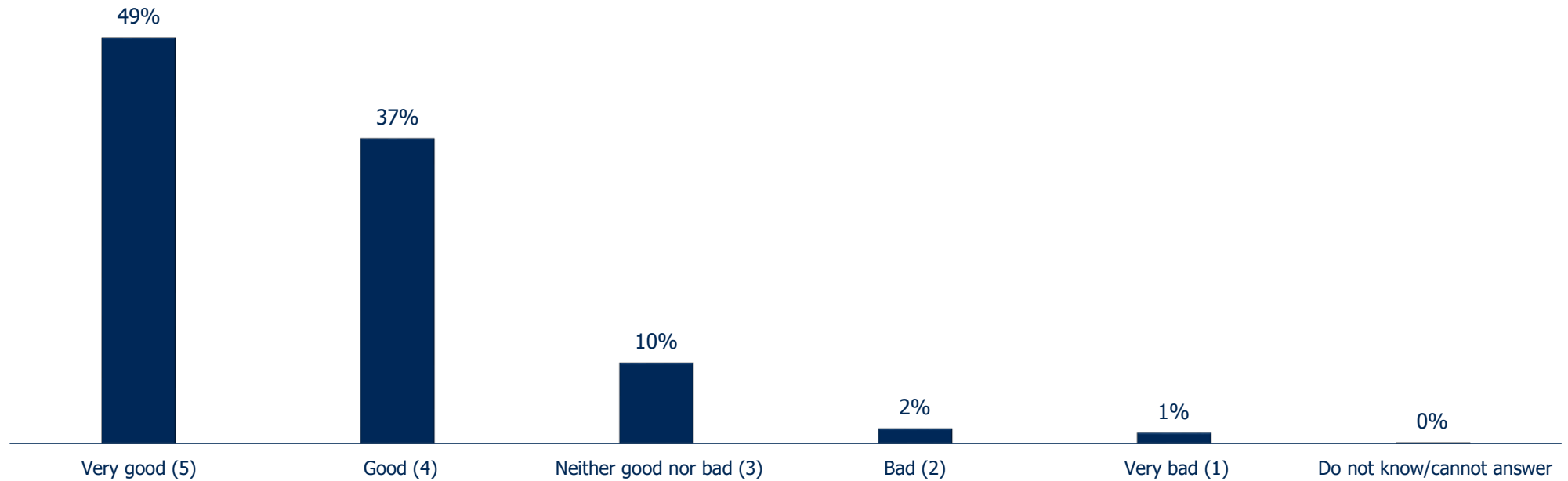
Overall	Stockholm	Sweden	Netherlands	Great Britain	Other countries
4,4	4,2	4,2	4,2	4,5	4,5



The visitors feel they obtained excellent "value for money" when they visited the UEFA Europa League Stockholm Final 2017, grading it at 4.3.

Base: All respondents

How well do you consider your experience of attending the 'UEFA Europa League – Stockholm Final 2017' to compare with what it cost to buy the ticket to the event?



**Averages:**

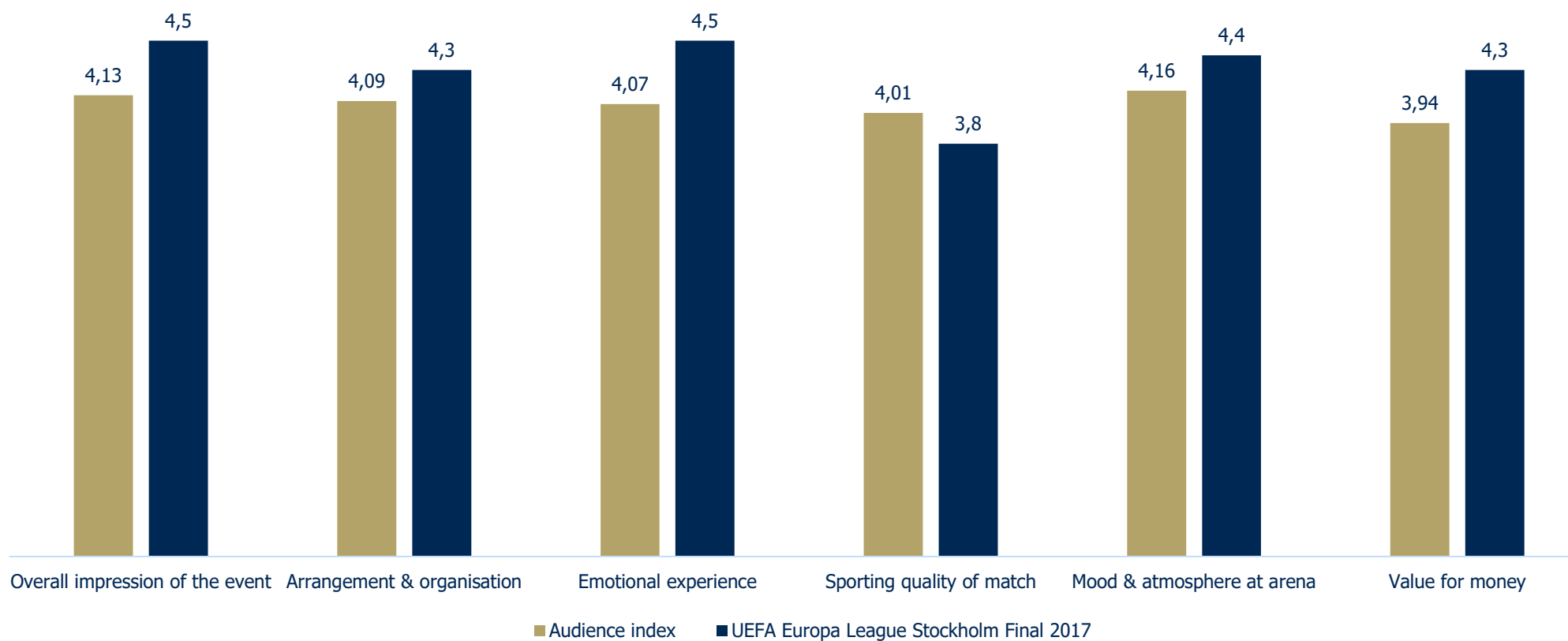
Overall	Stockholm	Sweden	Netherlands	Great Britain	Other countries
4,3	3,9	4,3	4,1	4,5	4,4



The event experience in connection with the UEFA Europa League Stockholm Final 2017 is clearly above index/average for large events in Sweden. The best results are obtained in relation to emotional experience, as well as the overall impression. The only parameter which is under index is sporting quality.

Base: All respondents

### The event experience; UEFA Europa League Stockholm Final 2017 compared to Upplevelseinstitutet index/database



## Summary "the event"

---

- *The event consistently received very good grades. The overall impression was 4.5, while the perceived value for money was at a high level of 4.3. Two highly impressive results. The event received the best grades for the arena (4.6), but the emotional experience (4.5), service & reception from the officials (4.4) and mood & atmosphere in the arena (4.4) also received excellent grades. The event is clearly above index for event experiences in Sweden.*



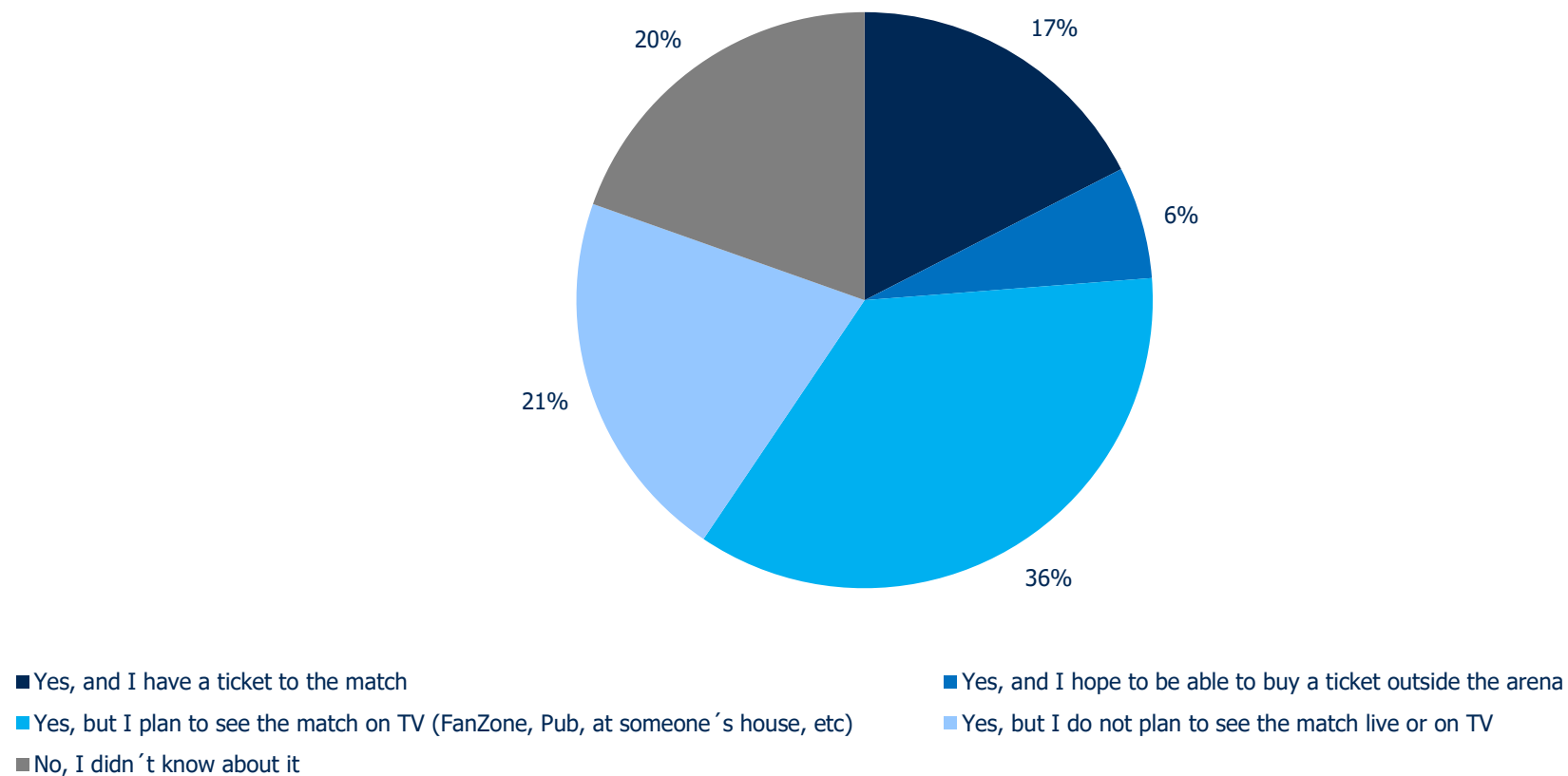




80% of the respondents were aware that the UEFA Europa League Stockholm Final 2017 was going to be played in Stockholm. 59% planned to watch the match, 17% of whom had a ticket to the match, 6% hoped to be able to buy a ticket outside the arena and 36% intended to watch it on TV.

Base: All respondents

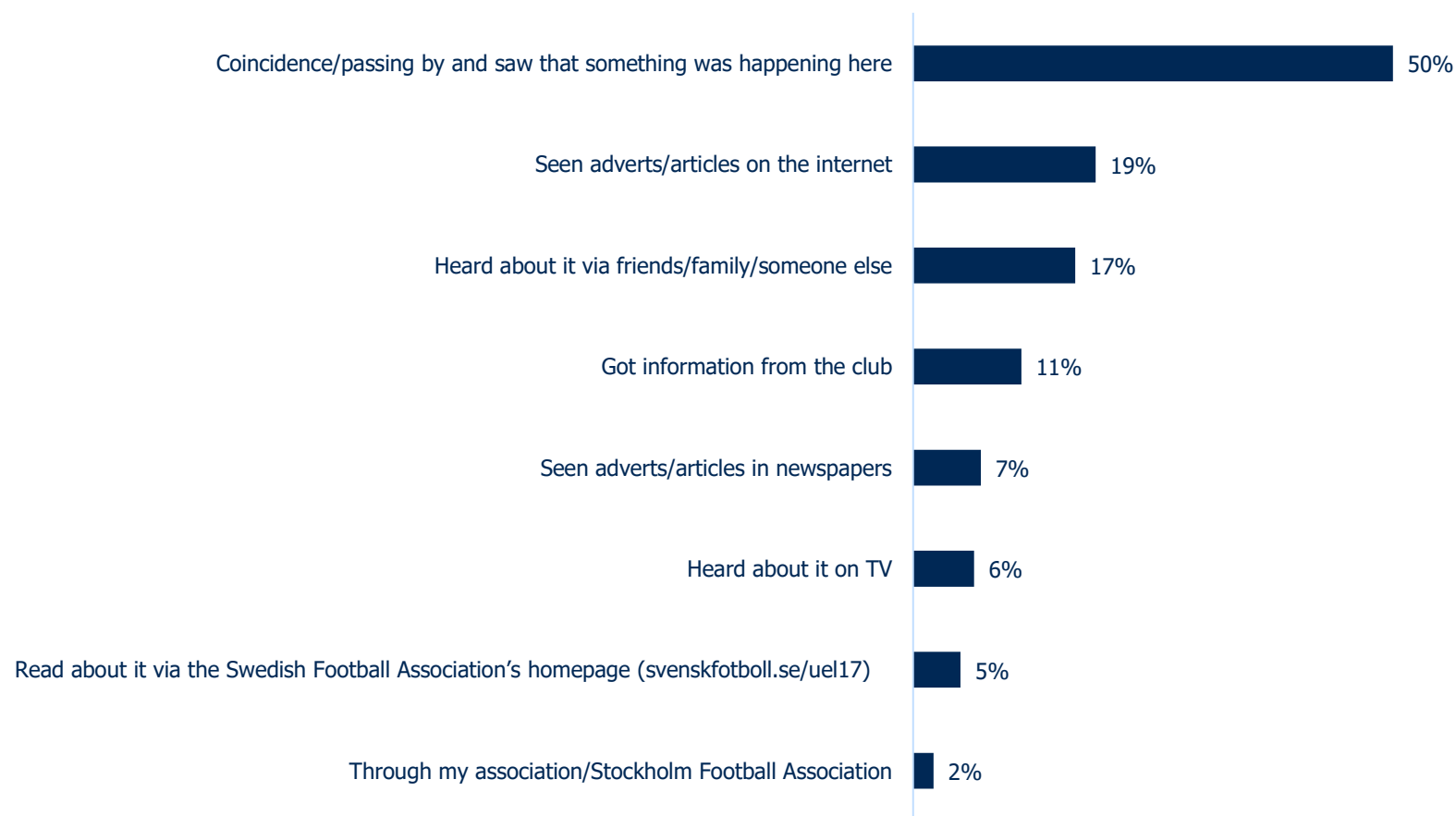
### Are you aware that the 'UEFA Europa League – Stockholm Final 2017' is being played in Stockholm? Do you plan to go to the match?



Half of the visitors to the fan zone had partaken of some form of information or marketing before the visit, while the other half discovered the event by chance when passing by.

Base: All respondents

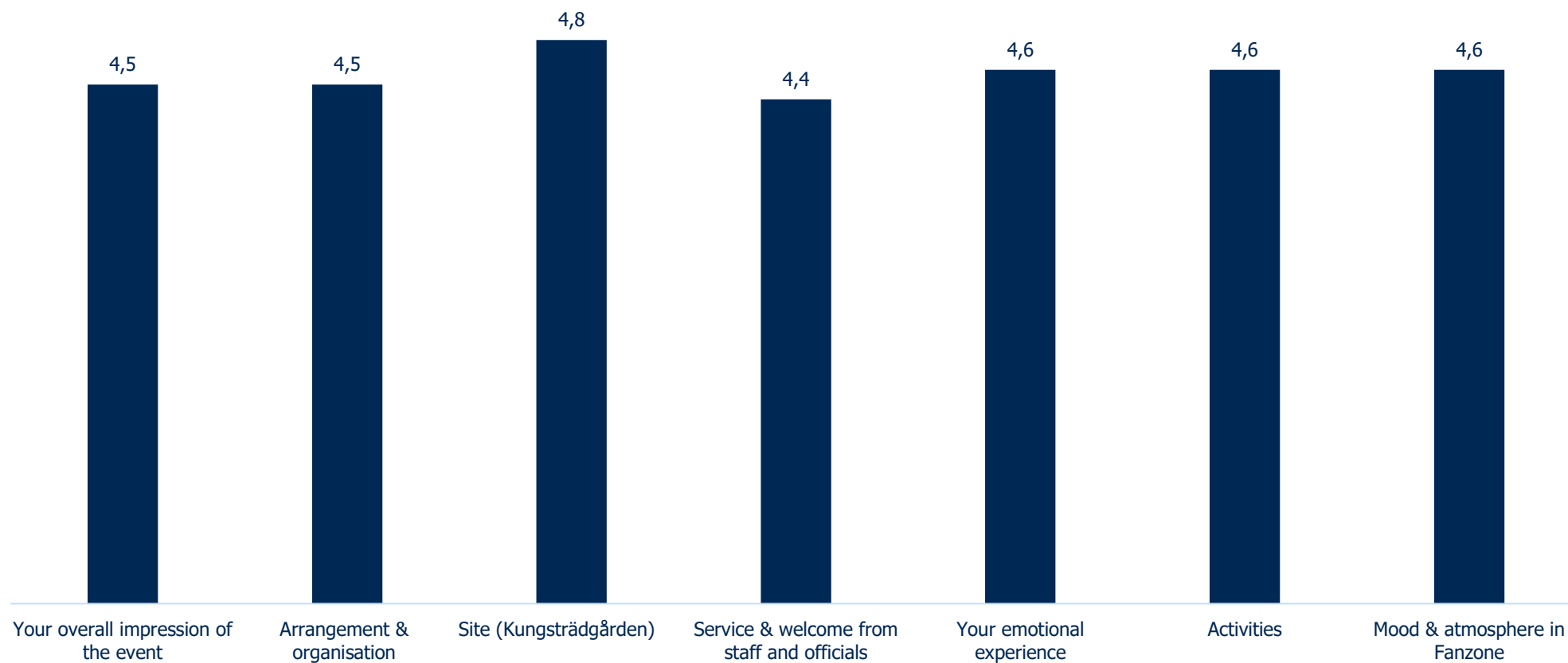
### How did you find out about the activities (fan zone etc.) in Kungsträdgården?



The event in the fan zone was very highly rated by the visitors with an overall impression of 4.5. The location received the best grade at 4.8.

Base: All respondents

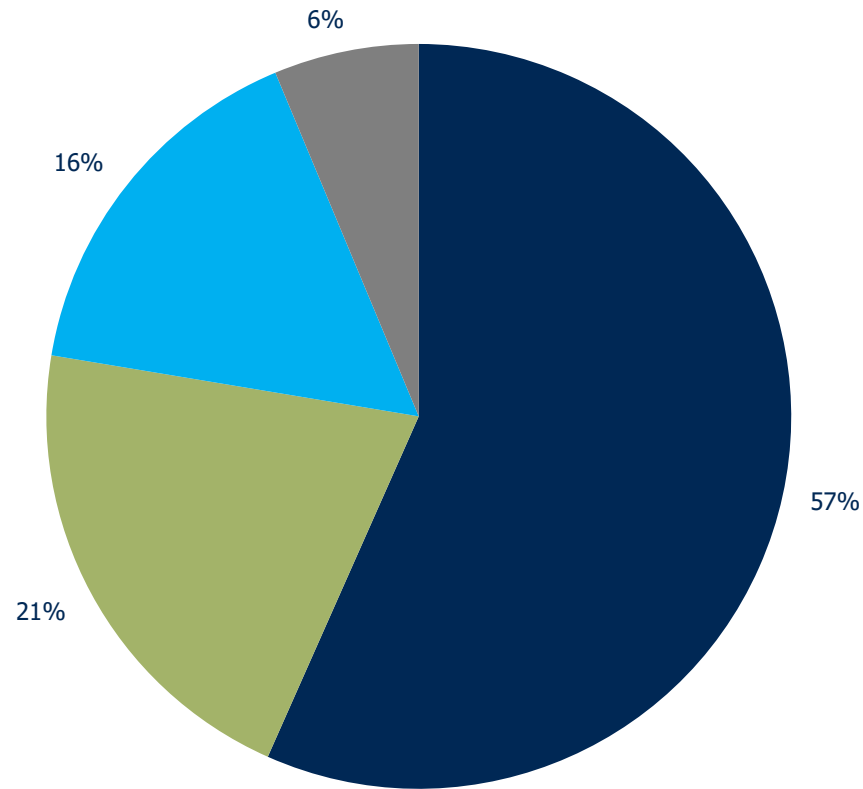
We would like you to fill in how you viewed your experience of the activities in fan zone in terms of:  
(Scale 1 to 5, where 1 = very bad and 5= very good)



57% of the visitors in the fan zone were sympathetic towards Manchester United while 21% were sympathetic towards Ajax.

Base: All respondents

With which team do you sympathise the most?



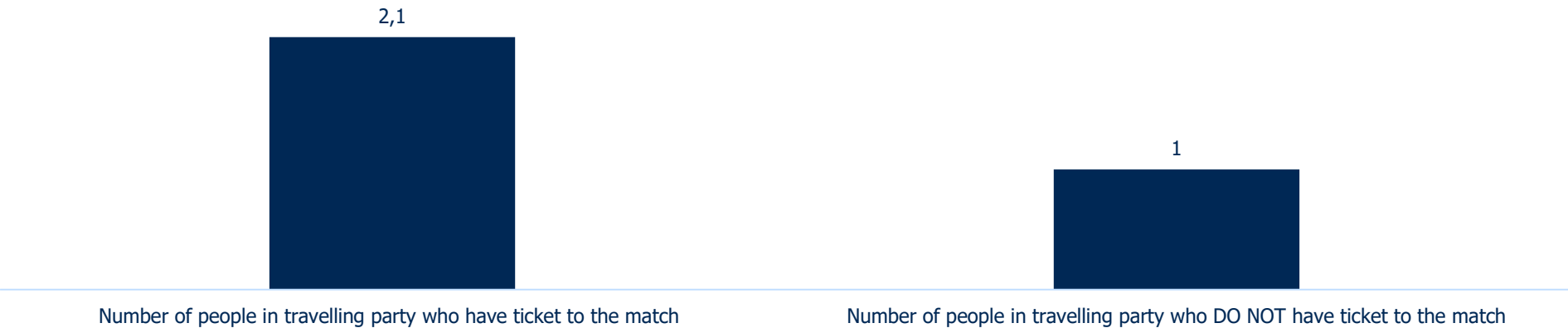
■ Manchester United ■ Ajax ■ Neither in particular/like both teams as much ■ Don't know/cannot answer



The average party of tourists comprised 3,1 people in connection with their stay in Stockholm, 2.1 of whom had a ticket to the match and 1.0 did not.

Base: All tourists

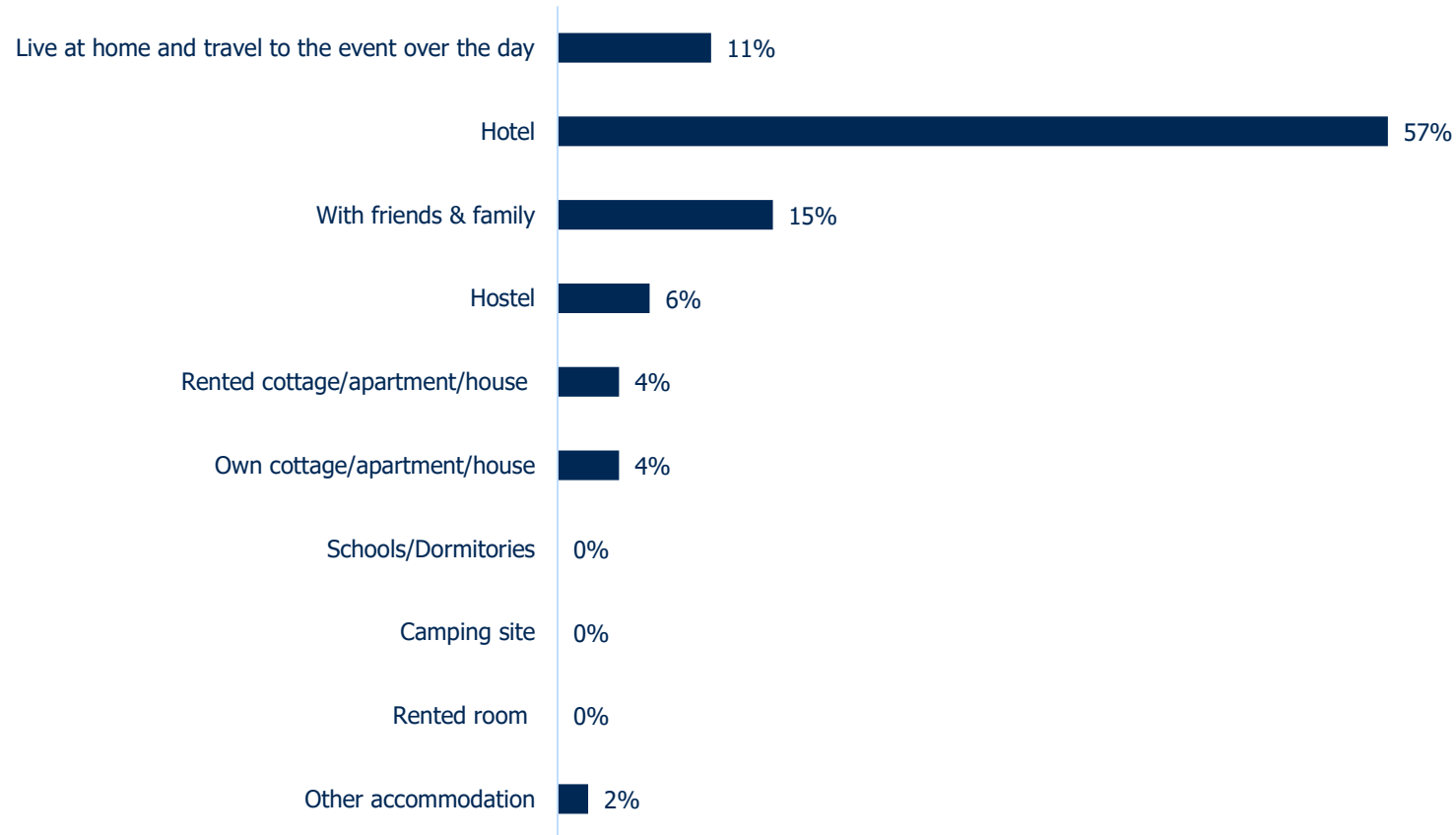
How many people are there in your travelling party in connection with your trip to Stockholm and the 'UEFA Europa League – Stockholm Final 2017'? (Do not forget to count yourself).



11% came for the day went home to their residence at night, while the remaining 89% stayed overnight. A large majority stayed overnight commercially (67%) while others found non-commercial alternatives (21%).

Base: All tourists

### How are you staying in connection with your visit to Stockholm and 'UEFA Europa League – Stockholm Final 2017'?

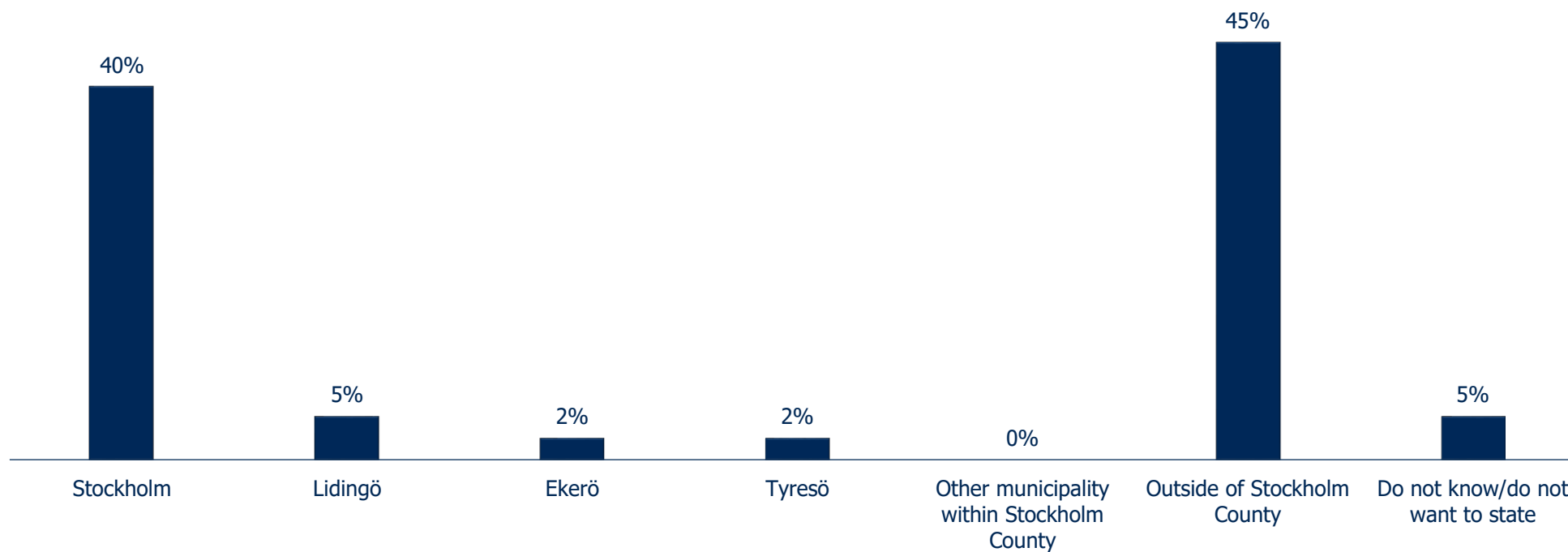




40% of the tourists in the fan zone who stayed overnight live in Stockholm municipality, while 5% live in Lidingö, 2% in Ekerö and 2% in Tyresö. Others live outside Stockholm county.

Base: All tourists that stayed overnight

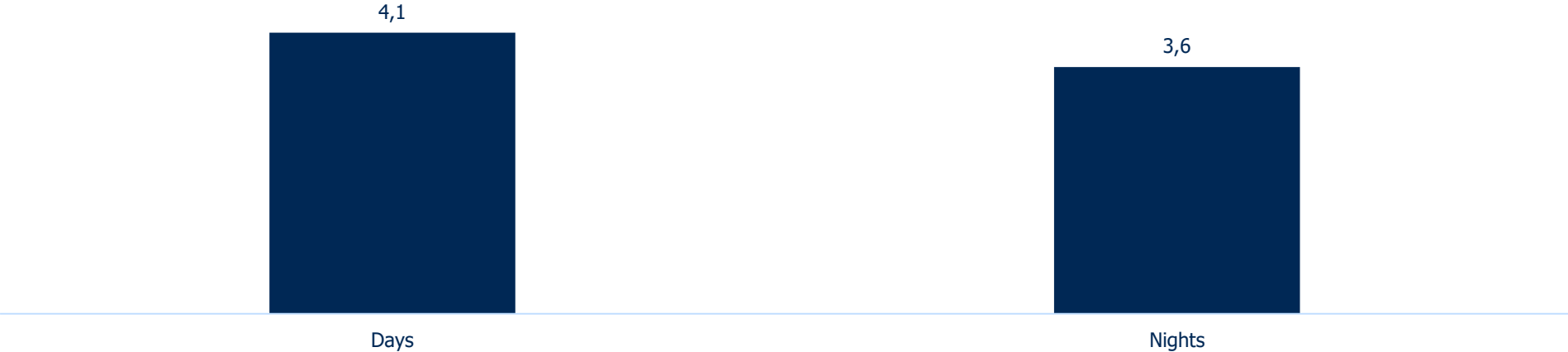
### Where do you live (municipality)?



The average stay was 4.1 days and 3.6 nights in Stockholm and the surrounding area.

Base: All tourists that stayed overnight

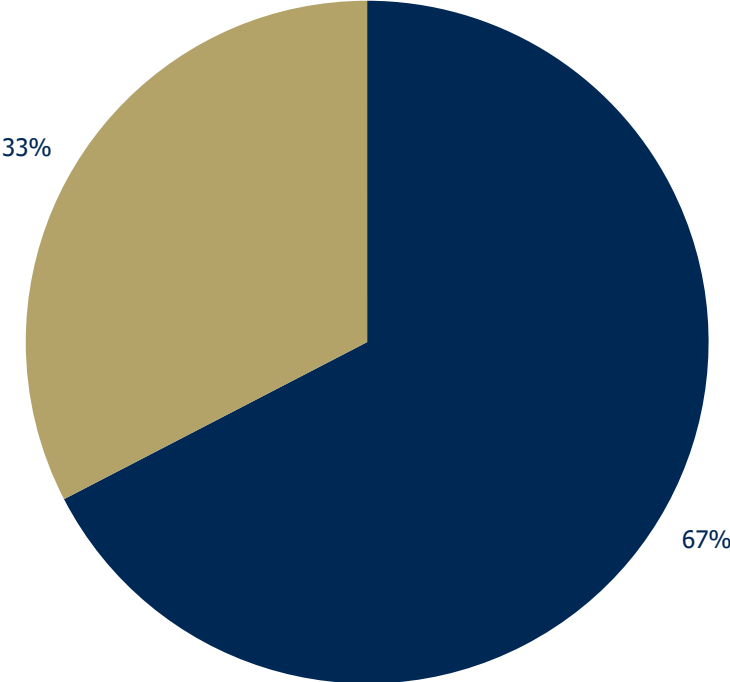
How many days and nights do you plan to spend in **Stockholm** and the surrounding area (include also time before and after the event)?



67% of the tourists came to Stockholm because of the Europa League Final.

Base: All tourists

Which of the following two alternatives suit you best? (one choice answer)



- My visit to 'UEFA Europa League – Stockholm Final 2017' was the main reason for visiting Stockholm
- I was going to Stockholm for another reason, and took the chance to visit 'UEFA Europa League – Stockholm Final 2017' when I was there.



## Summery "visitors fan zone"

- *80% of the visitors to the fan zone were aware that the Europa League Final was going to be played in Stockholm. 59% planned to watch the match, 17% of whom had a ticket to the match, 6% hoped to be able to buy a ticket outside the arena and 36% intended to watch it on TV.*
- *Half of the visitors to the fan zone had partaken of some form of information or marketing before the visit, while the other half discovered the event by chance when passing by.*
- *The event in the fan zone was very highly rated by the visitors with an overall impression of 4.5. The location (Kungsträdgården Park) received the best grades at 4.8, closely followed by the emotional experience (4.6), the activities in the fan zone (4.6), mood & atmosphere in the fan zone (4.6), arrangement & organisation (4.5) and service & reception from the officials (4.4). Consistently very high grades, which indicates a very highly rated event.*
- *57% of the visitors in the fan zone were sympathetic towards Manchester United while 21% were sympathetic towards Ajax. 16% felt the same about both teams, while 6% were not able to answer the question.*
- *The average party of tourists numbered 3.1 people, 2.1 of whom had a ticket to the match.*
- *11% of the tourists came for the day and went home to their residence at night, while the remaining 89% stayed overnight. A large majority stayed overnight commercially (67%) while others found non-commercial alternatives (21%). About 50-55% of those who stayed overnight stayed within Stockholm county.*
- *The tourists planned to stay for 4.1 days and 3.6 nights in the Stockholm region.*
- *67% of the tourists came to Stockholm because of the Europa League Final.*

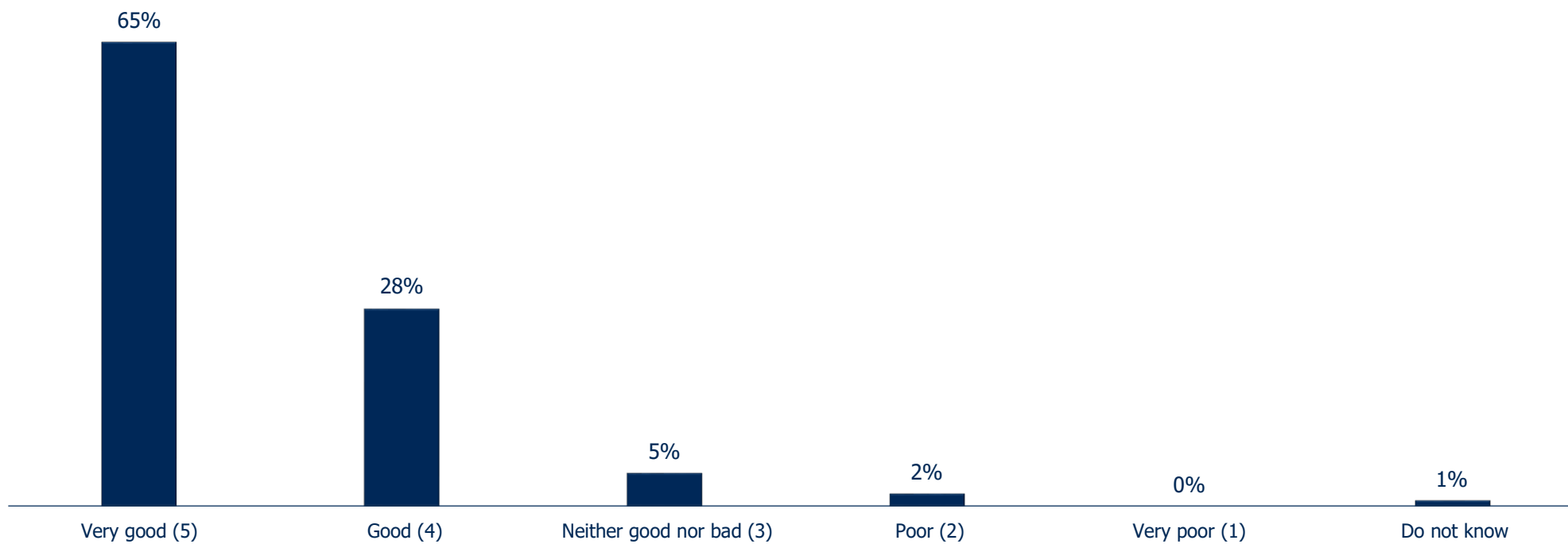




Stockholm as host city received a very good grade of 4.6 from the tourists.

Base: All tourists

What is your overall impression of Stockholm as host city to the 'UEFA Europa League – Stockholm Final 2017'?



**Averages:**

Overall	Sweden	Netherlands	Great Britain	Other countries
4,6	4,5	4,2	4,7	4,6

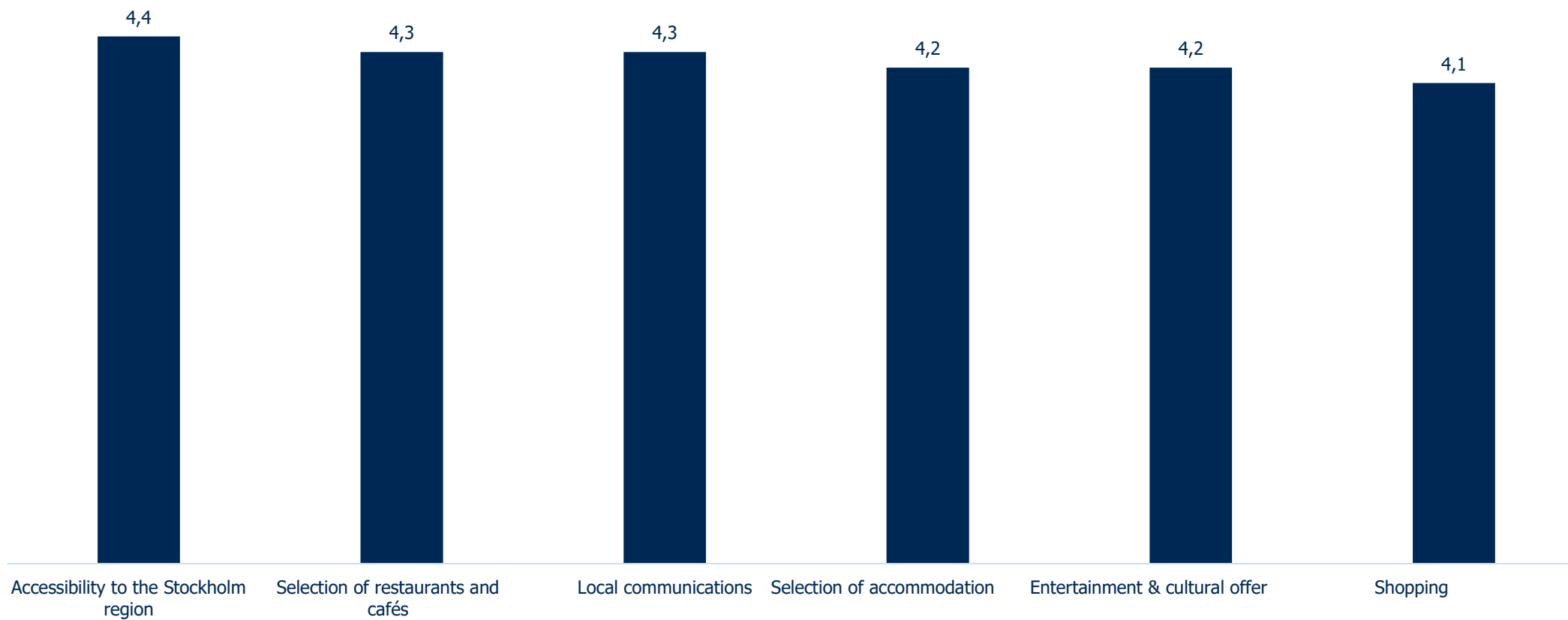




The tourists were consistently very satisfied with Stockholm as an event destination and gave grades within the interval 4.1 - 4.4 for all areas.

Base: All tourists

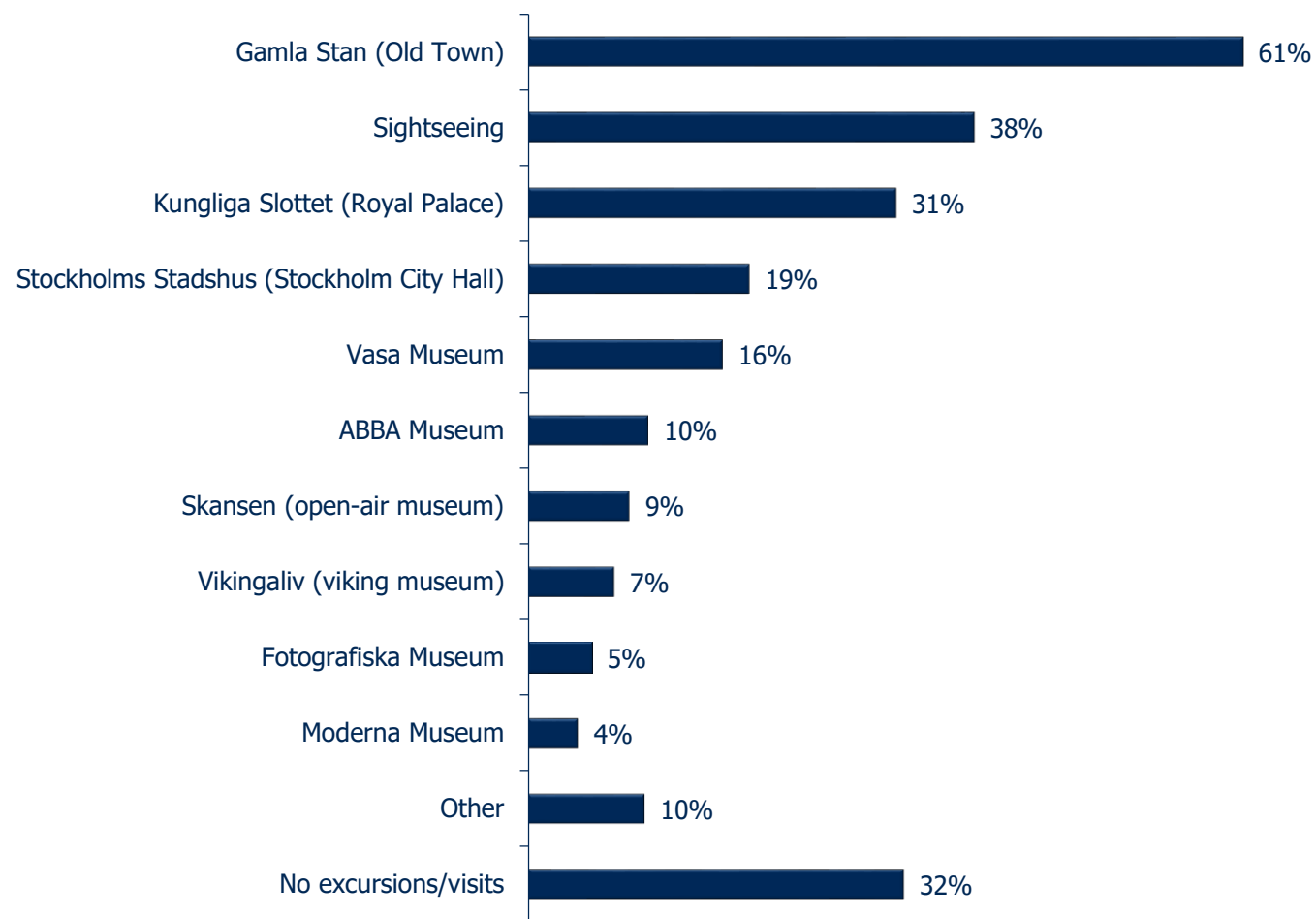
How satisfied are you with Stockholm as event destination in terms of ...  
(Scale 1-5 where 1 = very dissatisfied and 5 = very satisfied)



A third of the tourists did not make any special excursions or visits in connection with their stay in Stockholm. GamlaStan/Old Town (61%) was by far the most visited destination, followed by sightseeing (38%), The Royal Palace (31%) and Stockholm City Hall (19%), etc.

Base: All tourists

Which of the following have you done and/or visited during your stay in Stockholm and the surrounding area? (fill in the things that you have done/visited)

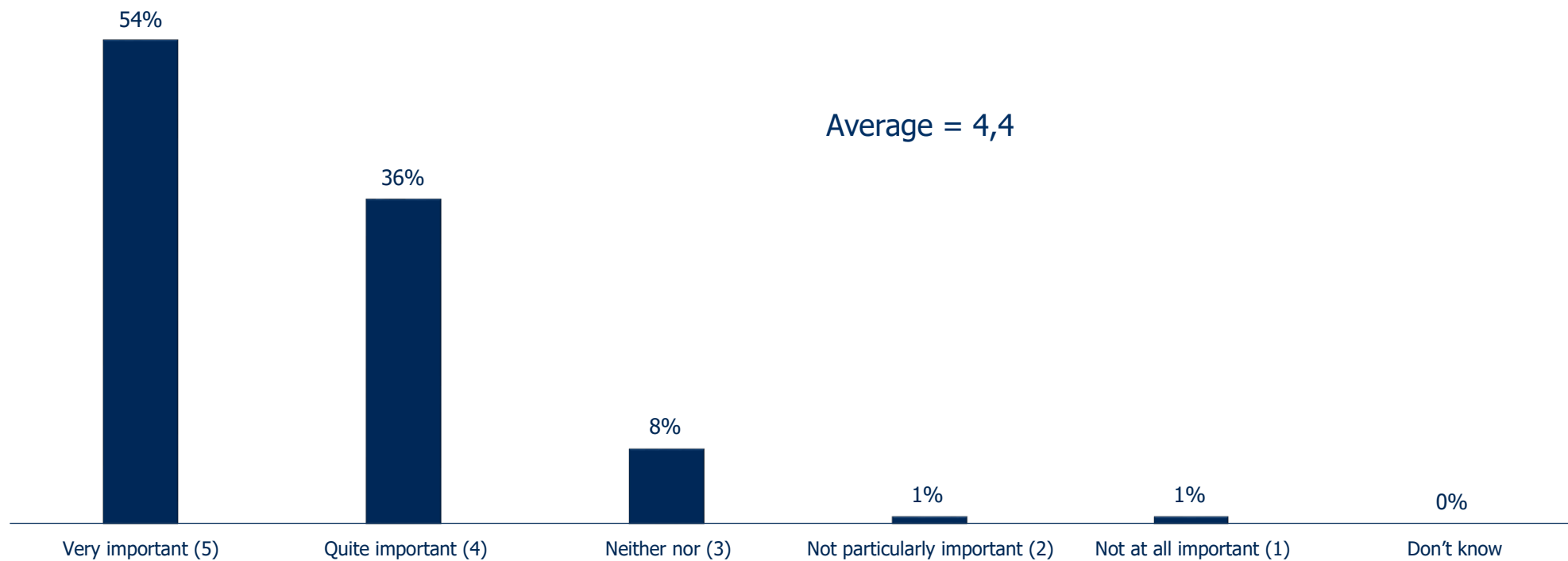


Events such as the UEFA Europa League Stockholm Final 2017 are important to the local residents. De som bor i Stockholms län ger ett evenemanget betyget 4,4.

Stockholm host city

Base: All local visitors (Stockholm county)

How important is an event like the 'UEFA Europa League – Stockholm Final 2017' for you?

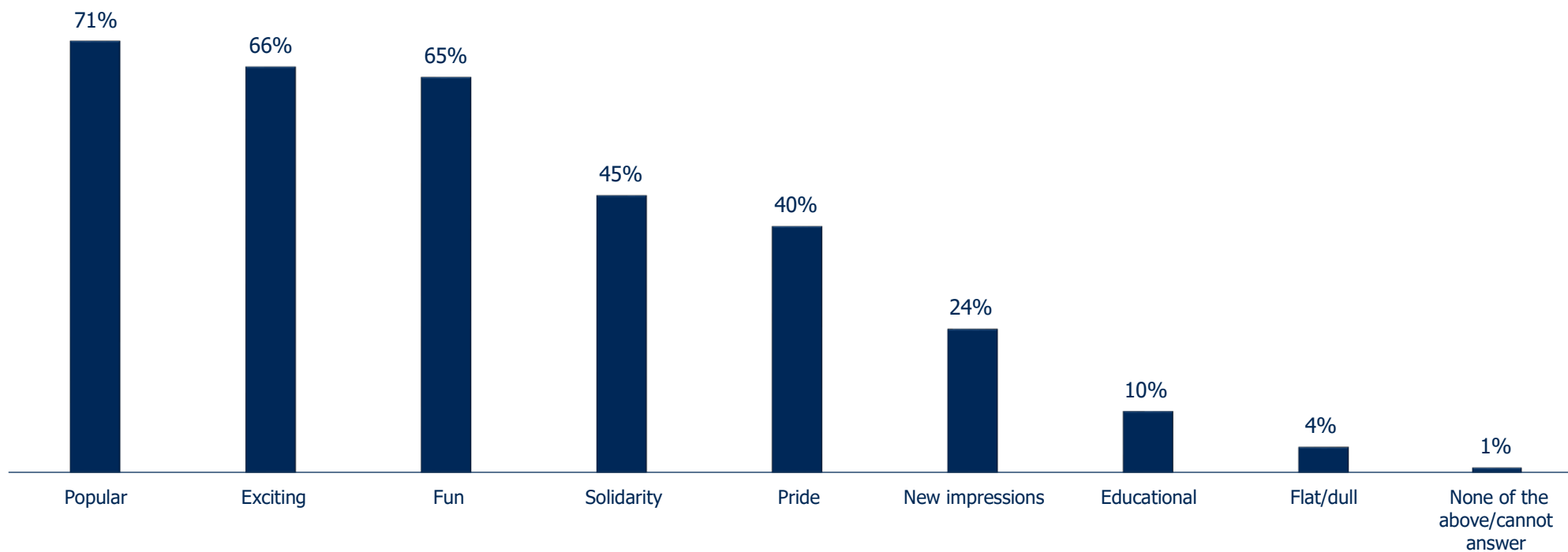


The UEFA Europa League Stockholm Final 2017 was perceived to a very high degree as a popular festival, exciting and fun, and also largely associated with solidarity and pride. To some degree the event was also associated with words such as new impressions and educational, but not with flat/dull to any appreciable extent.

Stockholm host city

Base: All local visitors (Stockholm county)

What is the cultural value of the 'UEFA Europa League – Stockholm Final 2017' for you?  
Which of the following emotional expressions fit how you felt in connection with the 'UEFA Europa League – Stockholm Final 2017' coming to Stockholm? (multiple)

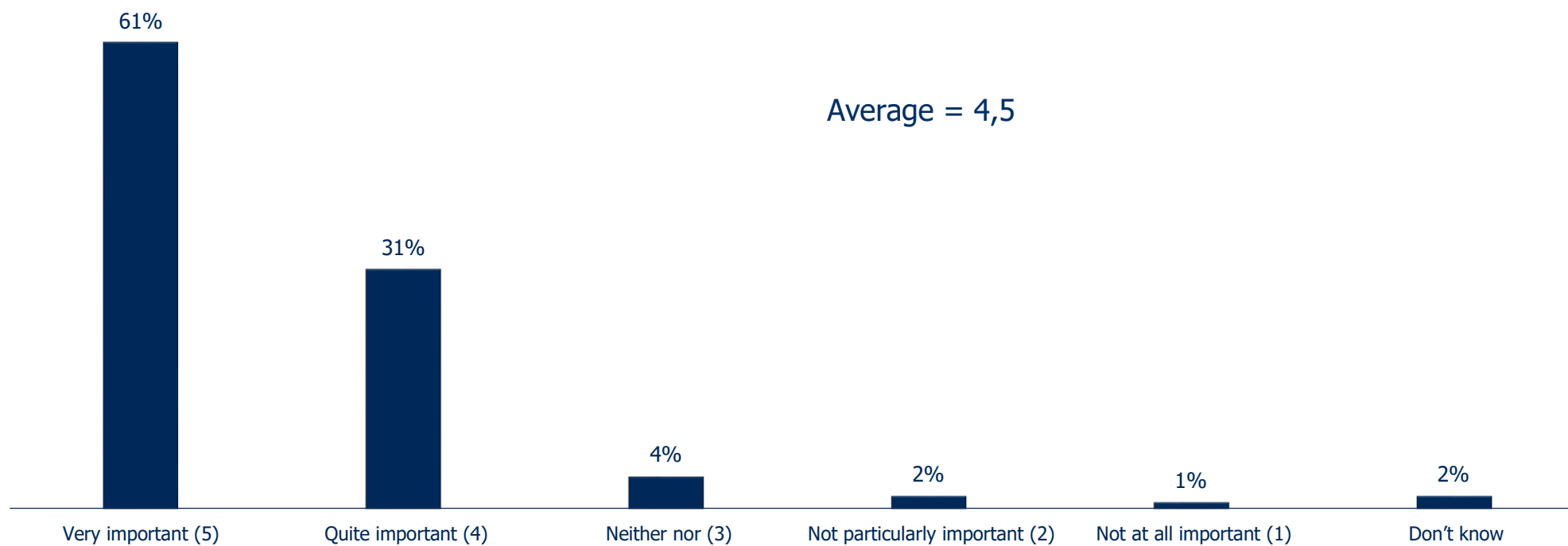


The UEFA Europa League Stockholm Final 2017 was regarded as important for Stockholm's image by the residents of the county. Overall they gave a grade of 4.5.

Stockholm host city

Base: All local visitors (Stockholm county)

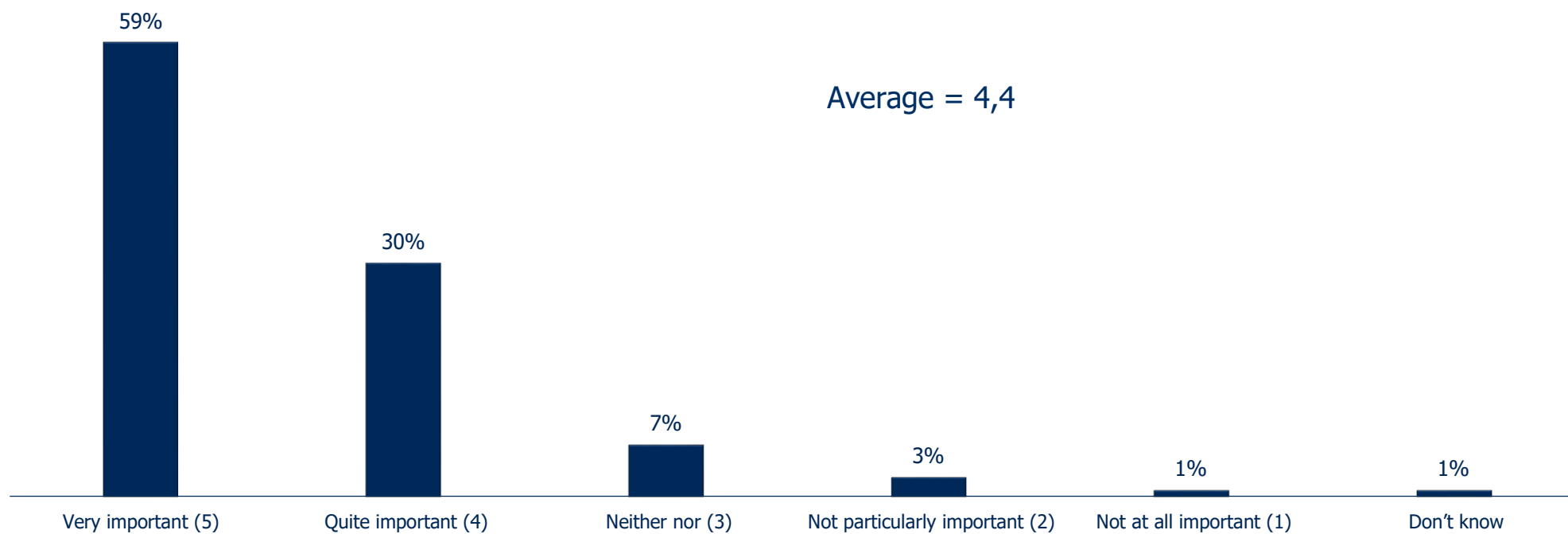
How important is it to Stockholm's image to arrange the 'UEFA Europa League – Stockholm Final 2017'?



Holding large event in Stockholm is important for the those who live in Stockholm county.  
Overall they gave a grade of 4.4.

Base: All local visitors (Stockholm county)

How important in general is it to you for Stockholm to hold major events?





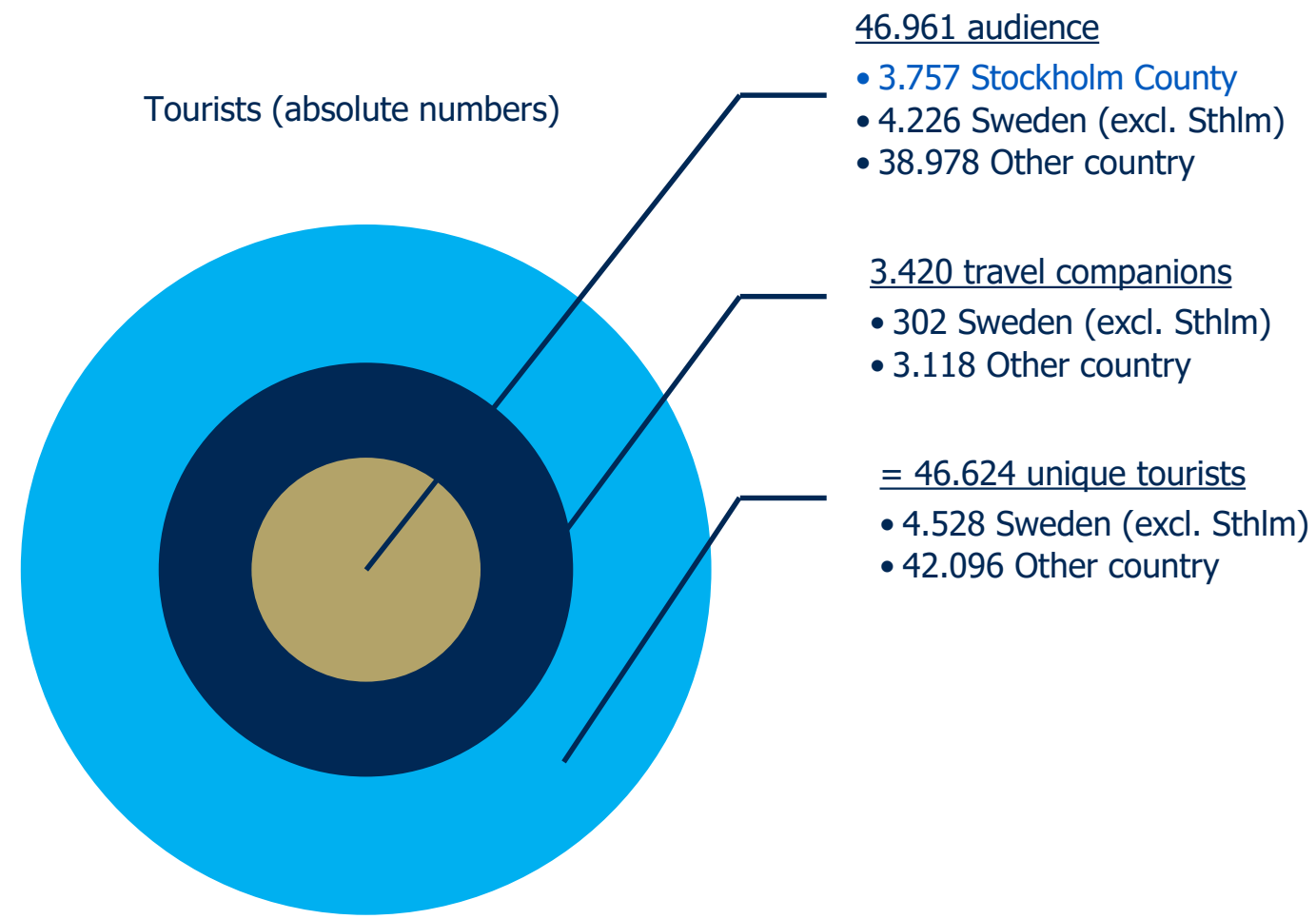
## Summery "Stockholm host city"

- *The tourists who live permanently outside Stockholm county had a high opinion of Stockholm as host city with a grade of 4.6 . They also gave Stockholm an excellent grade as event destination in terms of "accessibility" (4.4), "range of restaurants & cafés" (4.3), "local communications" (4.3), "range of accommodation facilities" (4.2), "range of entertainments and culture" (4.2), and "shopping" (4.1).*
- *A majority of the tourists who came from outside the county borders were active during their visit to Stockholm and made excursions/activities. Most popular were "Gamla Stan/Old Town" (61%), "Sightseeing" (38%), "The Royal Palace" (31%), "Stockholm City Hall(19%), "The Vasa Museum" (16%) and "The ABBA Museum" (10%), etc.*
- *The respondents who live permanently within Stockholm county considered that event such as the UEFA Europa League Stockholm Final 2017 were important for them (average value 4.4). They also felt that it was important for Stockholm's image to hold the UEFA Europa League Stockholm Final 2017 (average value 4.5), and also generally responded that it was important for them that major events were held in Stockholm (average value 4.4).*
- *The respondents who live permanently in Stockholm county responded that the UEFA Europa League Stockholm Final 2017 gave them a major sense of it being a popular festival (71%), excitement (66%), fun (65%), solidarity (45%) and pride (40%). Some felt that the event gave them new impressions (24%) and was also educational (10%). Only a small proportion (4%) felt that the event was flat/dull.*





A total of approx. 46,600 unique tourists came to Stockholm because of the UEFA Europa League Stockholm Final 2017. The proportion of tourists was 92% while the proportion of exports was 83%, which means that the vast majority of the tourists came from abroad.



The average tourist from Sweden spent SEK 1,167 per 24 hours during their stay, and those who stayed overnight also spent an additional SEK 613 per night on accommodation. Tourists from abroad spent SEK 1,578 per 24 hours and those who stayed overnight also spent an additional SEK 1,022 for accommodation.

Tourist turnover

Base: All tourists

### Tourists – consumption (per person & day)

## Sweden (excl. Sthlm)

- Restaurants/cafés 347 sek
- Entertainment/nightlife 139 sek
- Shopping/souvenirs 233 sek
- Local transport 138 sek
- Entrance fees/tickets 32 sek
- Groceries 86 sek
- Petrol & parking 94 sek
- Other 98 sek

= **1.167 sek**

## Other country

- Restaurants/cafés 428 sek
- Entertainment/nightlife 264 sek
- Shopping/souvenirs 317 sek
- Local transport 245 sek
- Entrance fees/tickets 103 sek
- Groceries 94 sek
- Petrol & parking 39 sek
- Other 88 sek

= **1.578 sek**

## Sweden (excl. Sthlm)

- Accommodation 613 sek

## Other country

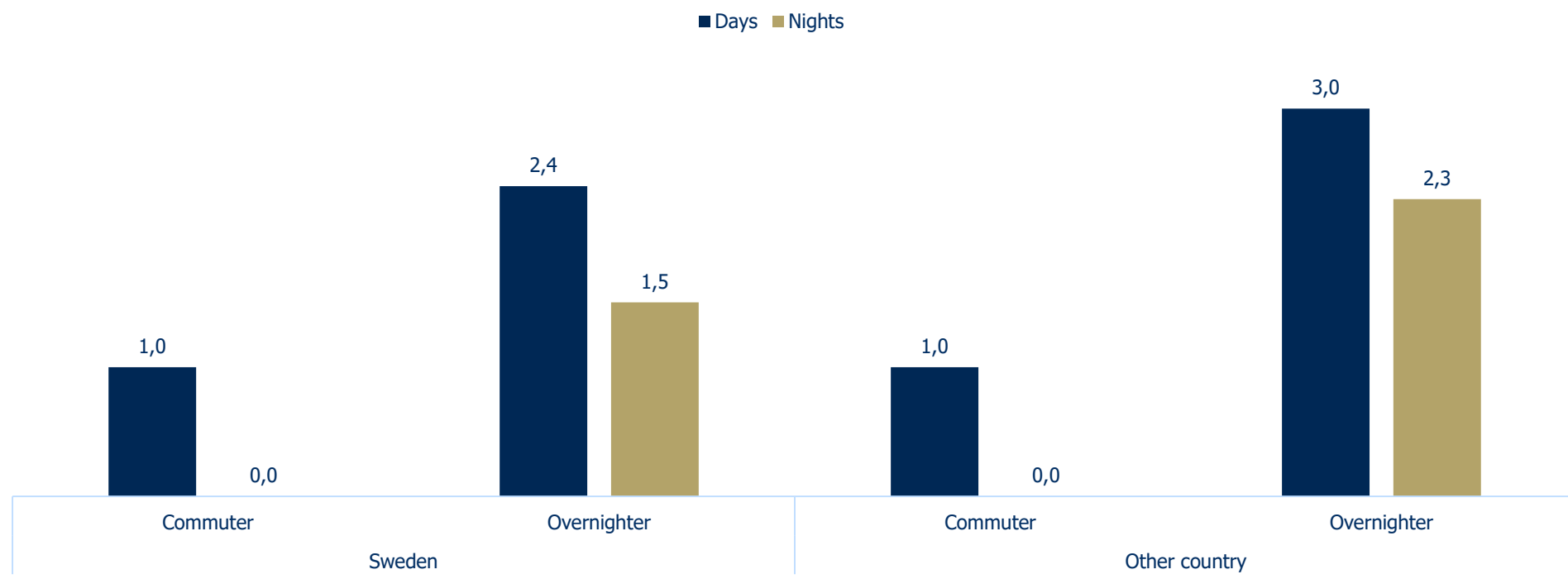
- Accommodation 1.022 sek



Those who came for the day spent 1 day in the Stockholm region. People from Sweden who stayed overnight spent an average of 2.4 days and 1.5 nights, while people from abroad who stayed overnight stayed somewhat longer at 3.0 days and 2.3 nights.

Base: All tourists

### Time spent in the Stockholm region



### Total tourist turnover connected to UEFA Europa League Stockholm Final 2017

	Accommodation	Consumption	Total turnover (general)	Total turnover (specific):
Tourists from Sweden (excl. Sthlm)	• 2.665.000 sek	• 10.019.000 sek	• 12.684.000 sek	12.557.000 kr (99%)
Tourists from other countries	• 92.024.000 sek	• 189.982.000 sek	• 282.006.000 sek	273.545.000 kr (97%)
Summa:	• 94.689.000 sek	• 200.001.000 sek	• <b>294.690.000 sek</b>	= 286.102.000 kr

### Consumption in Stockholm County or Other County

Stockholm County	Other County
• 290.034.000 sek	• 4.654.000 sek





## Summery "tourist turnover"

- *The UEFA Europa League Stockholm Final 2017 had 46,961 visitors. There was a large proportion of tourists (92%), the vast majority of whom (83%) came from abroad. A total of about 46,600 tourists came to Stockholm in connection with the UEFA Europa League Stockholm Final 2017; comprising about 43,200 spectators (visited the match) and about 3,400 accompanying the spectators.*
- *The proportion that came for the day (13%) was relatively low, which can naturally be linked to the high proportion of foreign tourists. Tourists from Sweden (excl. Sthlm county) spent SEK 1,167 SEK and the foreign tourists spent SEK 1,578. The Swedish tourists who stayed overnight spent an average of SEK 613 per night and person for accommodation while those from abroad spent SEK 1,022 SEK per night for their accommodation.*
- *The tourists' general consumption in connection with the UEFA Europa League Stockholm Final 2017 amounted to approx. SEK 295 million, which is divided into approx. 95 million for accommodation and 200 million for other consumption. Tourists from Sweden (excl. Sthlm) accounted for approx. 13 million of the turnover, while the foreign tourists accounted for approx. 282 million. A calculation of where the turnover went shows that approx. 290 million was spent in Stockholm county, while approx. 5 million was spent outside Stockholm county's borders.*
- *The specific turnover (those who came to Stockholm because of the UEFA Europa League Stockholm Final 2017) totalled approx. SEK 286 million. The remaining part of the consumption (9 million) was consequently made up of tourists who were in Stockholm for another reason and who then took the opportunity to include a visit to the UEFA Europa League Stockholm Final 2017 as they were in Stockholm anyway.*

