



Facts about Stockholm's tourism industry

Statistics for 2016

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Where Visitors Come From

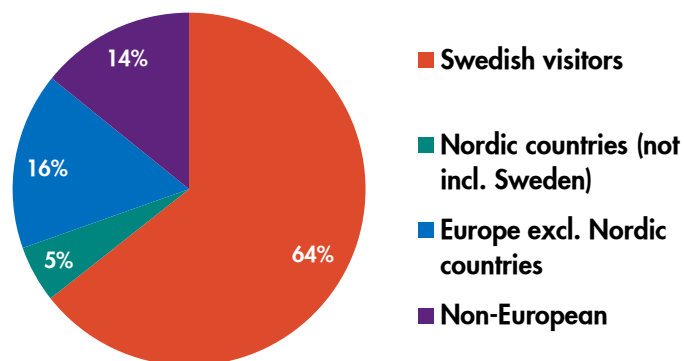
Stockholm is at the center of the tourism industry with close to 13.5 million overnight stays in commercial establishments in 2016. Three out of ten foreign visitors to Sweden choose to locate their nights here.

Steady Growth for Swedish and Foreign Visitors

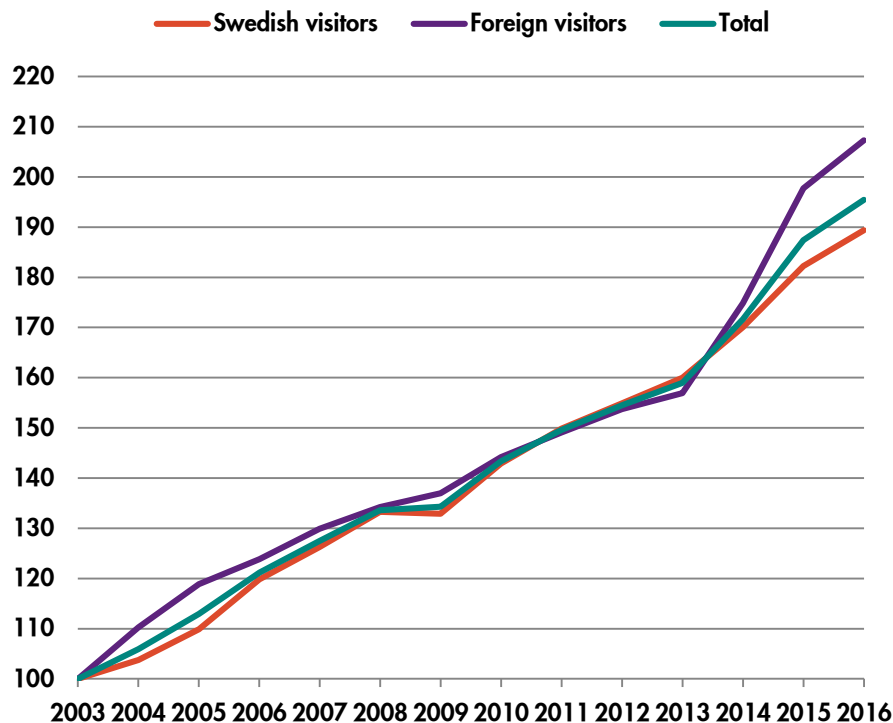
A large part of all commercial overnight stays in Stockholm County can be accounted for by domestic demand, but the foreign demand has had a stronger increase. Most foreign visitors come from European countries.

In 2016 compared to 2015 guest nights from domestic visitors increased by 3 per cent and by 4 per cent from foreign visitors.

Swedish and foreign commercial overnight stays at hotels, hostels and vacation villages, Stockholm County 2016



Swedish and foreign commercial overnight stays at hotels, hostels and vacation villages in Stockholm County. 2003-2016 (Index 100=2003)



Close to 13.5 Million Commercial Overnight Stays

In 2016 close to 13.5 million guest nights were made in all forms of commercial accommodation in the Stockholm County, an increase of almost 500,000 since 2015 and 3 million more than five years ago.

Stockholm County accounts for more than every fifth commercial overnight stay in Sweden and 30 per cent of all foreign guest nights. The fastest increase in recent years is generated by guests from non-European countries.

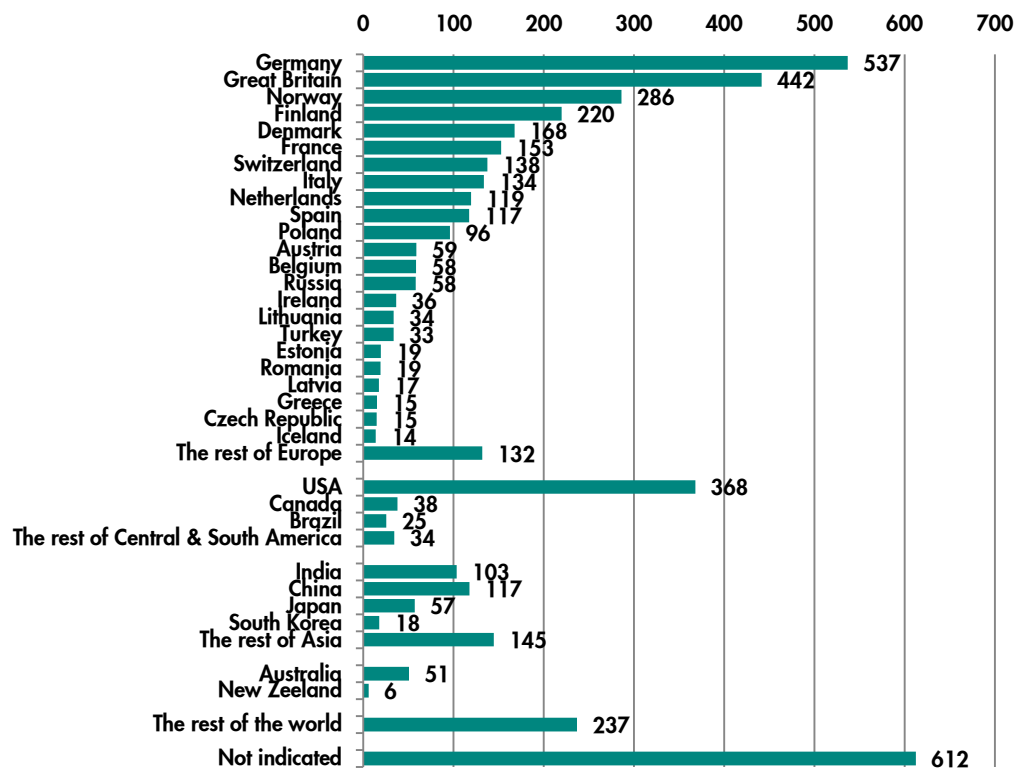
All forms of commercial overnight stays by nationality 2016, Stockholm County

	2016	Distribution	Share in	% change	% change		2016	Distribution	Share in	% change	% change
			Sweden	since	since				Sweden	since	since
				2011	2015					2011	2015
Total	13,438,009	100%	22%	29%	4%	Latvia	17,218	0%	42%	79%	27%
Sweden	8,708,632	65%	19%	25%	3%	Greece	15,010	0%	63%	2%	-15%
Totals from abroad	4,729,377	35%	30%	36%	4%	Czech Republic	14,895	0%	22%	31%	-8%
Totals for Nordic countries (excl. Sweden)	687,204	5%	13%	17%	-10%	Iceland	13,830	0%	53%	82%	-33%
Totals for Europe excl. Nordic countries	2,230,989	17%	32%	19%	4%	Portugal	12,948	0%	43%	-1%	-22%
Totals for non-European	1,811,184	13%	53%	78%	12%	Hungary	12,842	0%	41%	30%	14%
Germany	537,010	4%	18%	18%	2%	Ukraine	12,026	0%	58%	45%	49%
Great Britain	441,557	3%	51%	50%	12%	The rest of Europe	93,894	1%	44%	84%	22%
Norway	286,069	2%	8%	12%	-8%	USA	367,897	3%	67%	40%	6%
Finland	219,775	2%	38%	27%	3%	Canada	37,855	0%	65%	18%	0%
Denmark	167,530	1%	15%	9%	-23%	Brazil	25,296	0%	63%	31%	-19%
France	152,603	1%	51%	2%	-3%	The rest of Central & South America	34,337	0%	63%	26%	5%
Switzerland	137,522	1%	37%	42%	4%	India	103,389	1%	59%	167%	-19%
Italy	133,735	1%	54%	-22%	-1%	China	117,476	1%	36%	74%	34%
The Netherlands	119,326	1%	18%	1%	0%	Japan	56,948	0%	61%	1%	6%
Spain	117,211	1%	63%	-1%	7%	South Korea	17,719	0%	32%	53%	21%
Poland	95,904	1%	31%	39%	-16%	The rest of Asia	144,501	1%	63%	10%	9%
Austria	58,764	0%	45%	14%	-2%	Australia	50,528	0%	65%	54%	5%
Belgium	58,449	0%	38%	9%	2%	New Zealand	6,028	0%	62%	100%	17%
Russia	58,092	0%	45%	-45%	-25%	The rest of the world	236,801	0%	3%	268%	36%
Ireland	36,270	0%	69%	66%	49%	Not indicated	612,409	5%	49%	87%	15%
Lithuania	33,668	0%	49%	165%	52%						
Turkey	33,492	0%	70%	153%	29%						
Estonia	19,498	0%	27%	28%	13%						
Romania	19,055	0%	46%	116%	2%						

Source: Swedish Agency for Economic and Regional Growth / Statistics Sweden

Foreign Visitors

All forms of commercial overnight stays by nationality 2016, Stockholm County (in thousands)



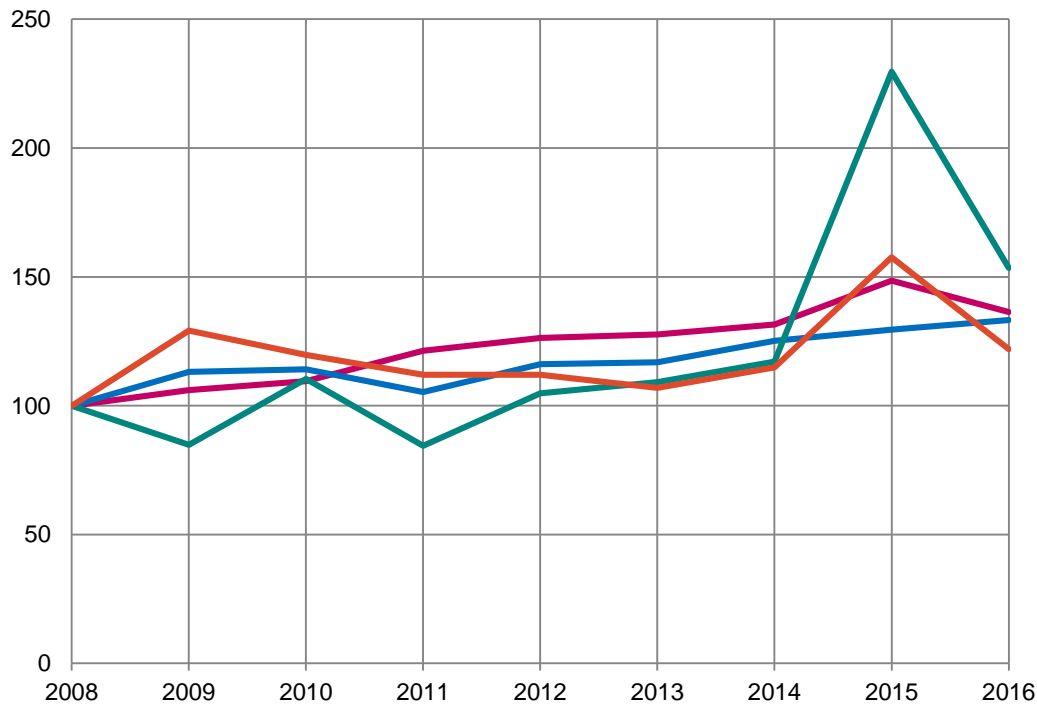
Germany is the dominant foreign market in Stockholm, followed by Great Britain, the US and Norway. Most major nationalities among the visitors to Stockholm are European. 19 of the 25 countries with the highest number of guest nights are European.

Visitors from the United States account for 80 per cent of all overnight stays from North and South America. Brazil, however, increases in importance.

In Asia, two target groups are fairly equal in number of guest nights – India and China. India is the market in Asia that has developed the most in recent years, especially between 2011 and 2015. Japan has lost market share in a longer perspective.

The Nordic Countries

All forms of commercial overnight stays in Stockholm County 2008-2016.
Nordic markets (Index 100=2008)



Norwegian, Finnish and Danish visitors belong to the ten major foreign target groups in Stockholm.

For all target groups in Scandinavia, with the exception of Finland, the sharp increase between 2014 and 2015 has been followed by a decline

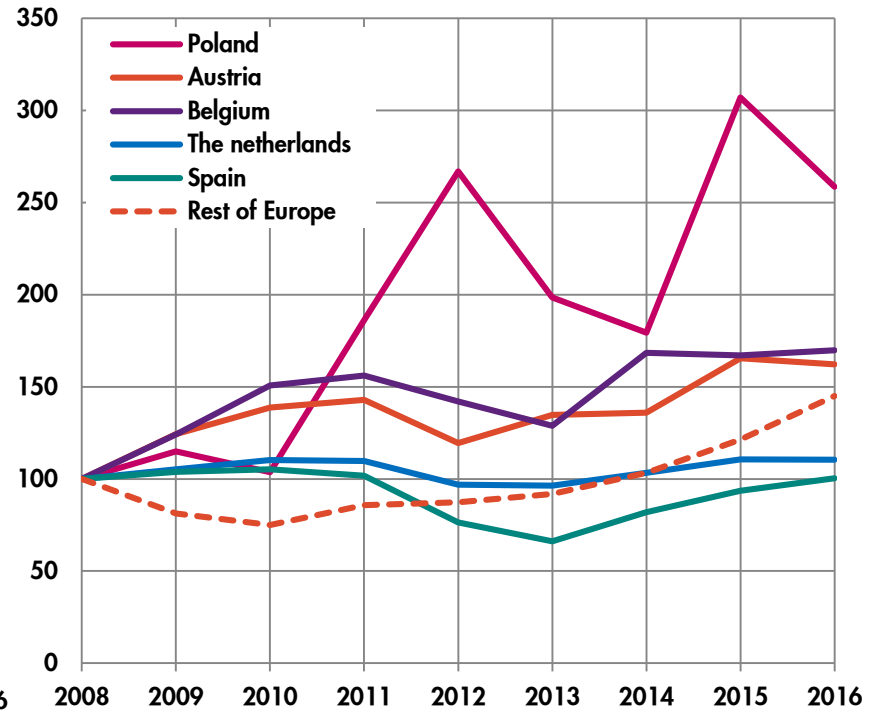
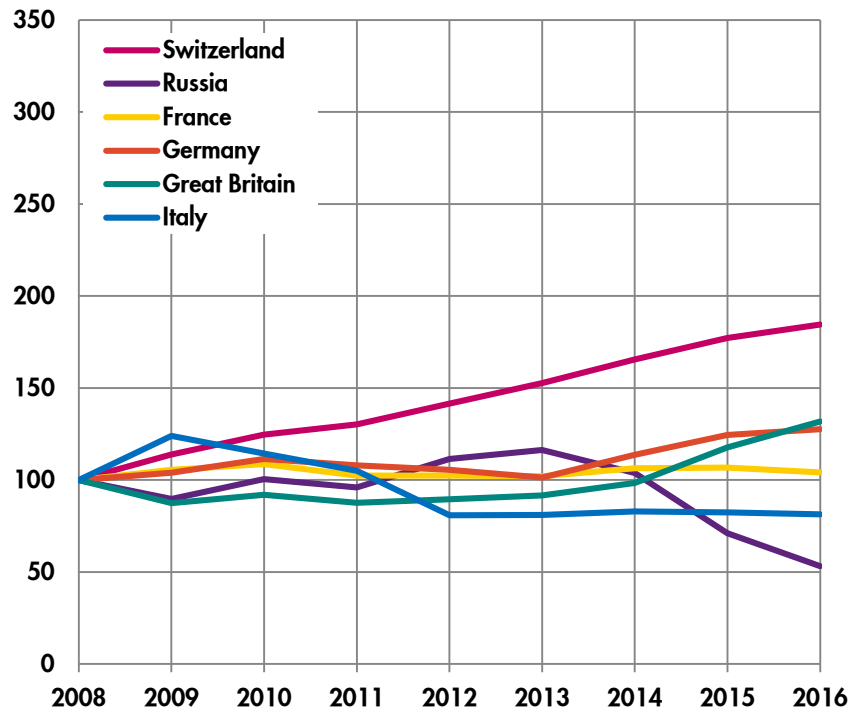
— Norway
— Finland
— Iceland
— Denmark

The European Markets

European markets with the most positive trend in the past years are Belgium, Austria, Poland and Switzerland. The Polish market fluctuates significantly over the years

Markets that have had a less favorable trend are mainly Russia, but a decline is noted for Italy as well, while the Spanish market to a large extent has recovered since 2013.

All forms of commercial overnight stays in Stockholm County 2008-2016. Major European markets (Index 100=2008)

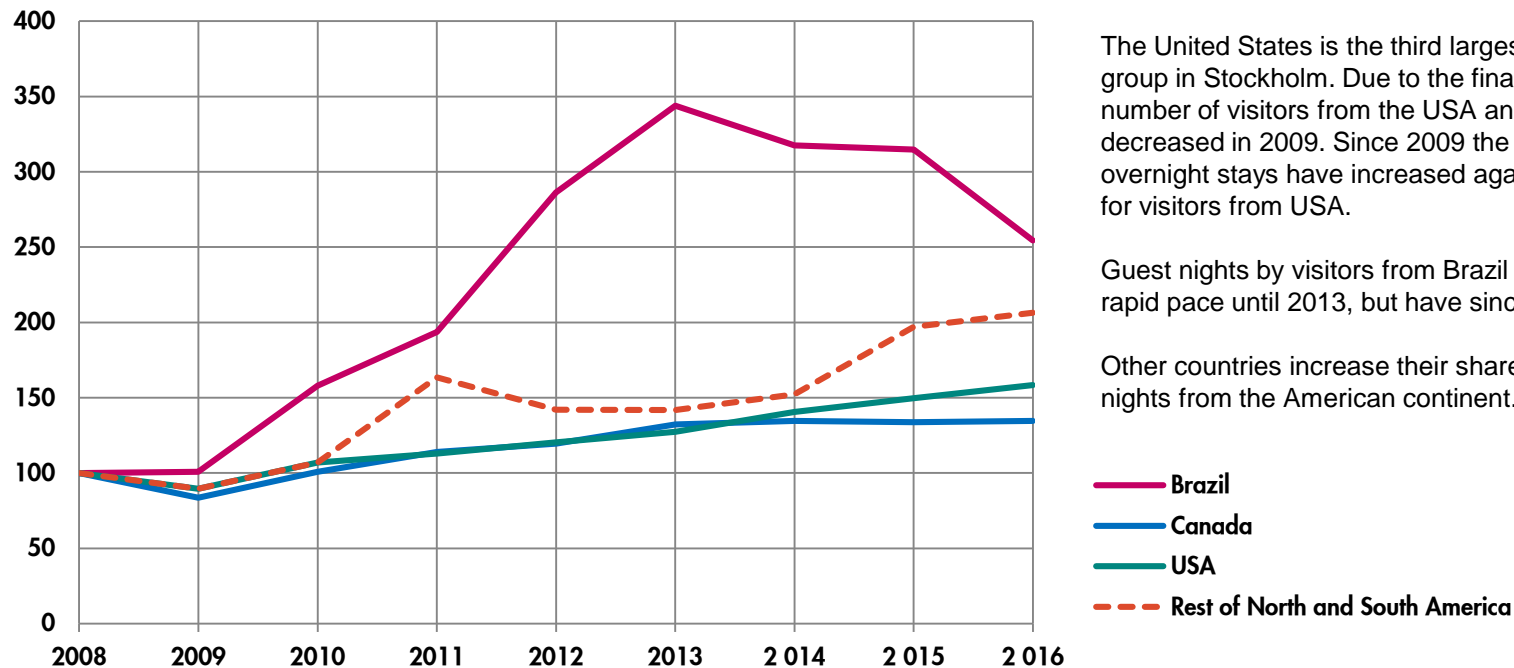


*The rest of Europe contain commercial overnight stays for all European countries not individually specified in the graphs above.

Source: Swedish Agency for Economic and Regional Growth / Statistics Sweden

North and South America

All forms of commercial overnight stays in Stockholm County 2008-2016.
North and South America (Index 100=2008)



The United States is the third largest foreign target group in Stockholm. Due to the financial crises, the number of visitors from the USA and Canada decreased in 2009. Since 2009 the number of overnight stays have increased again, in particular for visitors from USA.

Guest nights by visitors from Brazil did increase at a rapid pace until 2013, but have since decreased.

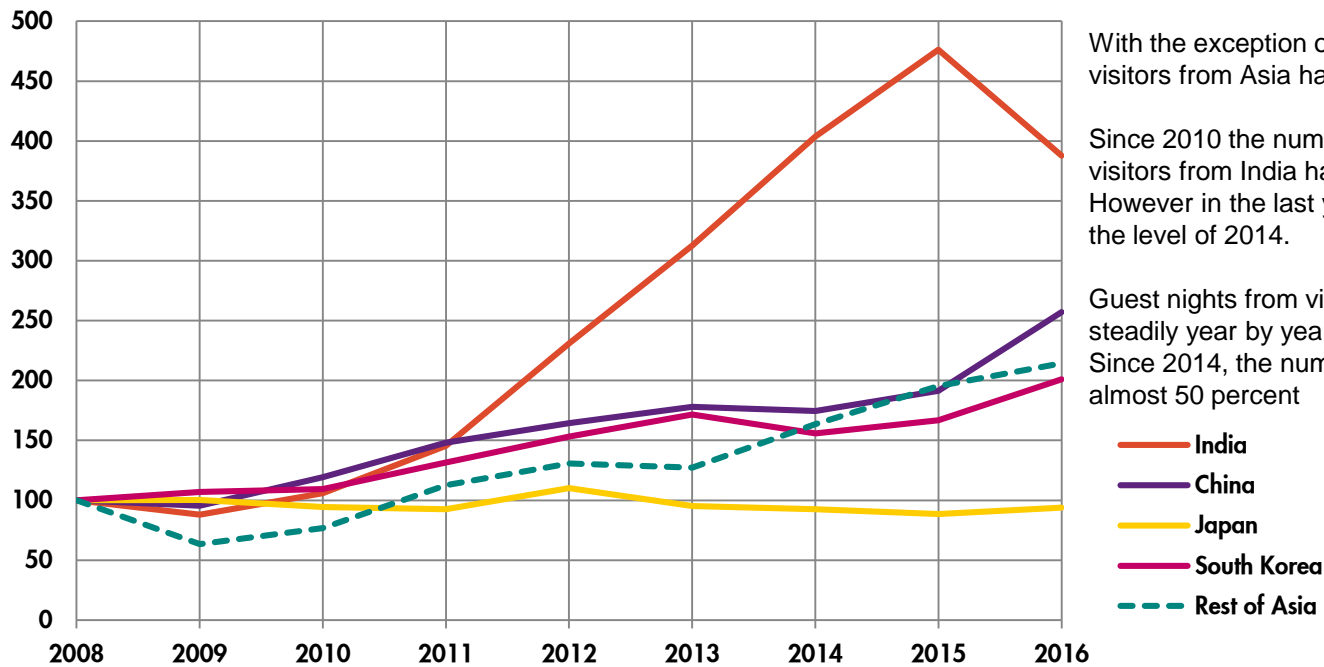
Other countries increase their share of all guest nights from the American continent.

*The rest of North and South America contain commercial overnight stays for all North and South American countries not individually specified in the graphs above.

Source: Swedish Agency for Economic and Regional Growth / Statistics Sweden

The Asian Markets

**All forms of commercial overnight stays in Stockholm County 2008-2016.
Asian markets (Index 100=2008)**



With the exception of Japan, the development for visitors from Asia have been very positive.

Since 2010 the number of overnight stays from visitors from India have increased significantly. However in the last year we have seen a decline to the level of 2014.

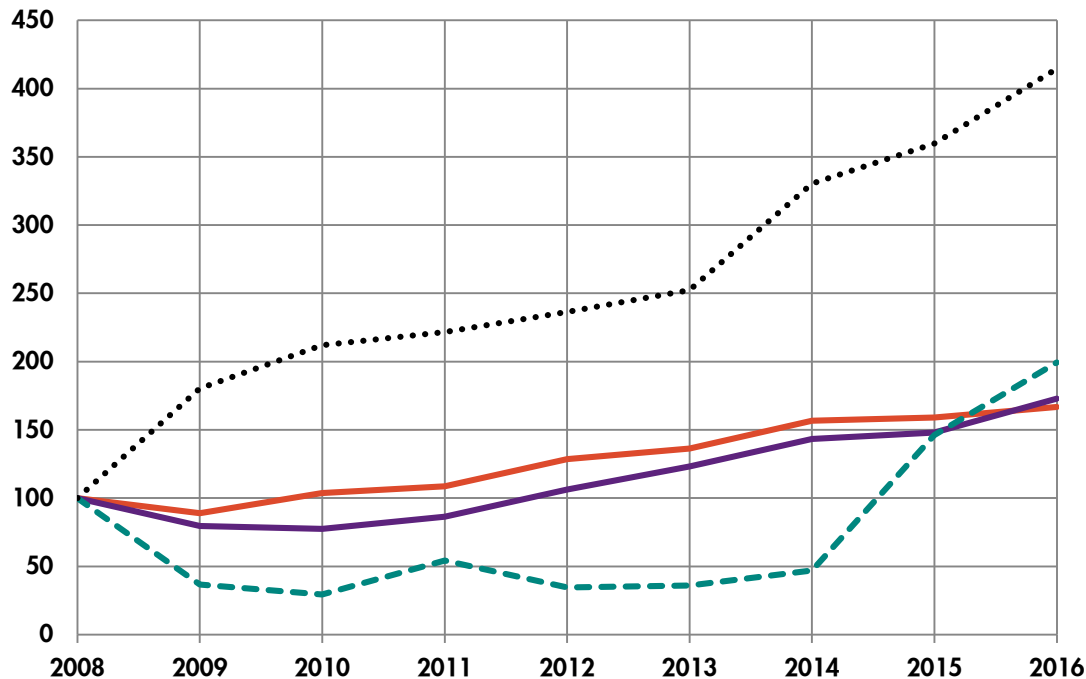
Guest nights from visitors from China have risen steadily year by year, with the exception of 2014. Since 2014, the number of guest nights has risen by almost 50 percent

*The rest of Asia contain commercial overnight stays for all Asian countries not individually specified in the graphs above.

Australia, New Zealand and the rest of the world

All forms of commercial overnight stays in Stockholm County 2008-2016.

Australia, New Zealand and the rest of the world (Index 100=2008)



Australia and New Zealand were among the countries that were affected negatively in 2009 but since 2010 the number of overnight stays have increased at a steady pace.

- Australia
- New Zealand
- - - Rest of the world
- Not indicated

*The rest of the world contain commercial overnight stays for countries not assigned to a specific continent, Africa in total and the rest of Oceania.

Source: Swedish Agency for Economic and Regional Growth / Statistics Sweden

How Visitors Travel to Stockholm

Stockholm is the natural center of Scandinavia. Every year millions of visitors travel to Stockholm.

Air Traffic

The number of air passengers at Stockholm's airports was close to 29.5 million in 2016. This is an increase by 7 per cent compared to 2015 and by almost 40 per cent in a ten year perspective.

The chart to the right illustrates that travels to and from destinations in Europe dominate in number. European destinations have had a good rate of growth for a long period. But, measured in per cent the growth rate have been highest for destinations outside of Europe. The number of passengers has doubled in the last ten years.

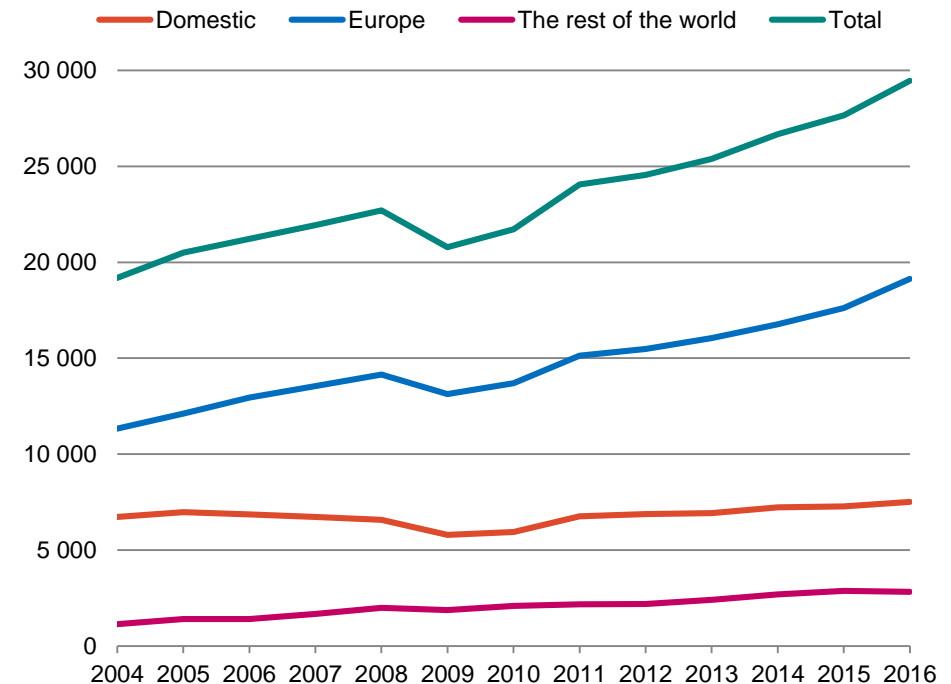
Arlanda airport accounted for 84 per cent of all air passengers in Stockholm in 2016.

Arriving and departing airline passengers 2014-2016 (in thousands).

Airports in the Stockholm region	2014	2015	2016
Stockholm-Arlanda	22 420	23 143	24 682
Stockholm-Skavsta	1 657	1 812	2 025
Stockholm-Bromma	2 378	2 489	2 504
Stockholm-Västerås	117	114	145
Örebro Airport	96	95	109
Total	26 668	27 652	29 465

Arriving and departing airline passengers 2004-2016 (in thousands).

Stockholm-Arlanda, Stockholm-Skavsta, Stockholm-Bromma, Stockholm-Västerås and Örebro Airport



Ferry Connections

More than 10 million ferry passengers were passing through the ports of Stockholm in 2016, a minor increase compared to 2015. In a five year perspective the number of passengers have decreased by 7 per cent. In a ten year perspective we find approximately the same volume as today.

Arriving and departing passengers from and to Finland dominate. Today three out of four trips have a destination in Finland. Ten years ago, the proportion was nine out of ten. During the last year destinations in Poland and Russia has become more important in terms of passenger volume.

Arriving and departing ferry passengers 2000, 2005 and 2010-2016. Stockholm port (in thousands)

	2000	2005	2010	2011	2012	2013	2014	2015	2016
Finland	8,042	8,829	8,446	8,286	8,089	7,819	7,581	7,635	7,584
Baltic countries	507	863	1,601	1,755	1,809	184	1,796	1,598	1,704
Poland	132	163	153	147	146	125	123	108	105
Russia	n/a	n/a	n/a	137	170	187	151	119	154
Cruise visitors*	157	228	412	452	469	486	467	530	492
Total	8,838	10,083	10,612	10,777	10,683	10,458	10,118	9,990	10,039

*Cruise passengers are only counted once (arriving vessel), but in so-called turnarounds both arriving and departing passengers are included.

Source: Port of Stockholm

Where Visitors Stay

More than 35 million overnight stays were made in various forms of accommodation in Stockholm. Most nights was spent at friends and relatives.

All type of Accommodation and Day trips

**Overnight stays in all type of accommodations and day trips
2003, 2008, 2012-2016, Stockholm County (in thousands)**

	2003	2008	2012	2013	2014	2015	2016	City of Stockholm 2016
Hotel	5,939	7,884	9,214	9,536	10,324	11,281	11,868	8,206
Vacation village	105	90	121	107	76	73	64	(n/a)
Camping	806	912	646	587	617	709	654	198
Hostel	470	716	771	745	784	856	800	667
Commercial accommodation	7,320	9,602	10,752	10,975	11,801	12,919	13,386	9,071
City of Stockholm's share	4,602	6,241	7,412	7,511	7,949	8,626	9,071	
Weekend cottage	5,968	3,330	4,146	5,936	5,793	5,561	5,701	684
Friends and relatives	14,055	10,362	12,166	13,480	13,533	14,210	14,707	7,107
Pleasure boat	702	337	407	470	514	463	506	58
Other overnight stays	1,986	159	491	246	889	862	782	36
Other accommodation	22,711	14,704	17,210	20,132	20,729	21,096	21,696	7,885
City of Stockholm's share	6,825	4,551	4,896	6,566	7,585	7,608	7,885	
Total overnight stays	30,031	24,182	27,962	31,107	32,530	34,015	35,082	16,956
City of Stockholm's share	11,427	10,792	12,308	14,077	15,534	16,234	16,956	
Day trips	7,457	5,225	5,832	5,880	5,867	6,043	6,255	4,378
City of Stockholm's share	5,852	4,234	4,682	4,121	4,151	4,230	4,378	

More than 35 million overnight stays were made in various forms of accommodation in Stockholm County. This is a new record for overnight stays in Stockholm. Both overnight stays in commercial and non-commercial forms of accommodation are increasing.

Close to 13.5 million overnight stays were registered in commercial accommodations like hotels, hostels, vacation villages and camping sites.

Two out of three commercial overnight stays in the county are located in the city of Stockholm. In other types of accommodation, the proportion is significantly lower, just over one in three. But the percentage of overnight stays that are being made in the city is gradually growing.

The number of day trips (over 100 km) increased by just over 3 per cent since 2015, but still does not reach the level from 13 years ago.

Commercial Accommodations

Nine out of ten guest nights at commercial accommodations in Stockholm County is made at hotels. The increase in number of commercial guest nights compared to 2015 is entirely due to a positive trend for hotels.

All other types of accommodation have decreased compared with the previous year. For foreign visitors this trend is somewhat different. Overnight stays are increasing in all forms, except for camping

Overnight stays in all type of commercial accommodation 2016, Stockholm County

	Hotels	Hostels	Vacation villages	Camping	Commercially arranged private apartments and cottages	Total
Total	11,867,701	800,051	63,630	654,491	52,136	13,438,009
Sweden	7,705,569	430,608	58,942	505,937	7,576	8,708,632
Abroad	4,162,132	369,443	4,688	148,554	44,560	4,729,377
Nordic countries (not incl. Sweden)	631,911	31,017	832	20,487	2,957	687,204
Europe excl. Nordic countries	1,849,866	212,520	3,815	124,913	39,875	2,230,989
Rest of world (excl. Europe)	1,680,355	125,906	41	3,154	1,728	1,811,184

Commercial Accommodations

European visitors. Commercial overnight stays in all type of accommodation 2016, Stockholm County

	Hotels	Hostels	Vacation villages	Camping	Commercially arranged private apartments and cottages	Total
Germany	381,981	54,715	668	69,507	30,139	537,010
Great Britain	412,568	22,861	1,061	4,335	732	441,557
Norway	263,348	11,173	243	10,817	488	286,069
Finland	202,972	11,367	439	4,969	28	219,775
Denmark	152,296	7,950	150	4,693	2,441	167,530
France	120,689	22,838	576	7,925	575	152,603
Switzerland	114,388	10,782	427	8,629	3,296	137,522
Italy	114,424	15,275	171	3,735	130	133,735
The Netherlands	91,798	10,410	514	14,553	2,051	119,326
Spain	103,783	12,678	199	432	119	117,211
Poland	76,269	17,678	99	1,300	558	95,904
Austria	51,855	5,203	1	494	1,211	58,764
Belgium	50,723	7,049	1	315	361	58,449
Russia	51,991	5,723	2	188	188	58,092
Ireland	34,844	1,199	..	178	49	36,270
Litauania	31,908	1,198	5	557	..	33,668
Turkey	29,941	3,547	..	4	..	33,492
Estonia	16,245	3,027	72	154	..	19,498
Romania	15,309	3,713	..	33	..	19,055
Latvia	15,341	1,225	8	644	..	17,218
Greece	13,886	1,124	..	-	..	15,010
Czech Republic	12,606	1,721	3	194	371	14,895
Iceland	13,295	527	..	8	..	13,830
Portugal	11,118	1,795	..	35	..	12,948
Hungary	9,715	3,085	..	42	..	12,842
Luxembourg	8,746	382	1	42	67	9,238
The rest of Europe	79,738	5,292	7	11,617	28	96,682

Visitors from Germany and the UK account for more than one out of five foreign commercial overnight stay in Stockholm County. Most foreign guest nights at hotels are made by visitors from Great Britain. British guests are less frequent at hostels, camping sites and private apartments and cottages.

Visitors from Germany dominate among foreign guests at hostels. Guests from France and Poland relatively often choose to stay at hostels.

Visitors from Germany accounts for close to half of all overnight stays by foreign visitors at camping sites in the county. Visitors from The Netherlands frequently choose this form of accommodation.

Source: Swedish Agency for Economic and Regional Growth / Statistics Sweden
 .. = Data not available

Commercial Accommodations

Non-European visitors. Commercial overnight stays in all type of accommodation 2016, Stockholm County

	Hotels	Hostels	Vacation villages	Camping	Commercially arranged private apartments and cottages	Total
USA	344,556	22,972	23	73	273	367,897
Canada	32,730	5,086	..	39	..	37,855
Brazil	22,886	2,410	25,296
The rest of Central & South Amerika	30,116	4,185	..	36	..	34,337
China	110,025	7,392	1	47	11	117,476
India	100,710	2,679	103,389
Japan	53,885	3,063	56,948
South Korea	13,777	3,940	..	2	..	17,719
The rest of Asia	138,360	6,076	..	83	..	144,519
Australia	41,956	8,484	1	83	4	50,528
New Zealand	4,895	1,133	6,028
The rest of the world	185,968	46,688	..	2,791	1,336	236,783
Not indicated	600,491	11,798	16	..	104	612,409

Visitors from the United States is by far the largest Non-European market.

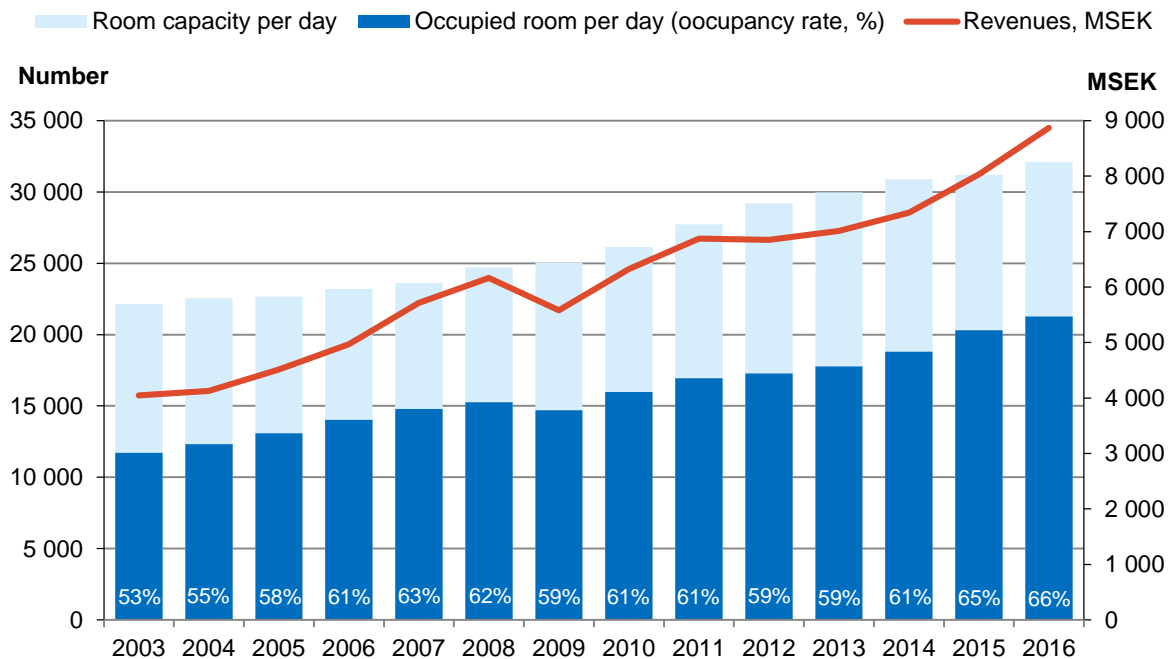
More than nine out of ten commercial overnight stays by Non-European visitors are made in hotels.

Source: Swedish Agency for Economic and Regional Growth / Statistics Sweden

.. = Data not available

Commercial Accommodations – Hotels

Capacity, occupancy and lodging revenues in hotels 2003-2016, Stockholm County



Source: Swedish Agency for Economic and Regional Growth / Statistics Sweden

The hotel capacity in Stockholm is steadily increasing, both in terms of number of hotels and in available rooms. In 2016, there were 304 hotels in Stockholm County, of which 154 were located in the City of Stockholm.

Hotel revenues for the rooms sold were close to SEK 8.9 billion – an increase of 10 per cent compared to 2015. More than 70 per cent of revenues from rooms sold came from hotels in the city of Stockholm.

The hotel's revenues suffered from the recession in 2009, but has since then risen by almost 60 per cent.

The occupancy rate has increased noticeably over the last two years.

Commercial Accommodations – Hotels

On average, there were 32,100 hotel rooms available in the Stockholm County – an increase of 3 per cent compared to 2015 and 28 per cent since 2009.

The number of occupied rooms per day increased to 21,300. This is an increase of almost 5 per cent and equals an occupancy rate of 66 per cent in Stockholm County. The occupancy rate is notably higher during the working week days than during the weekend.

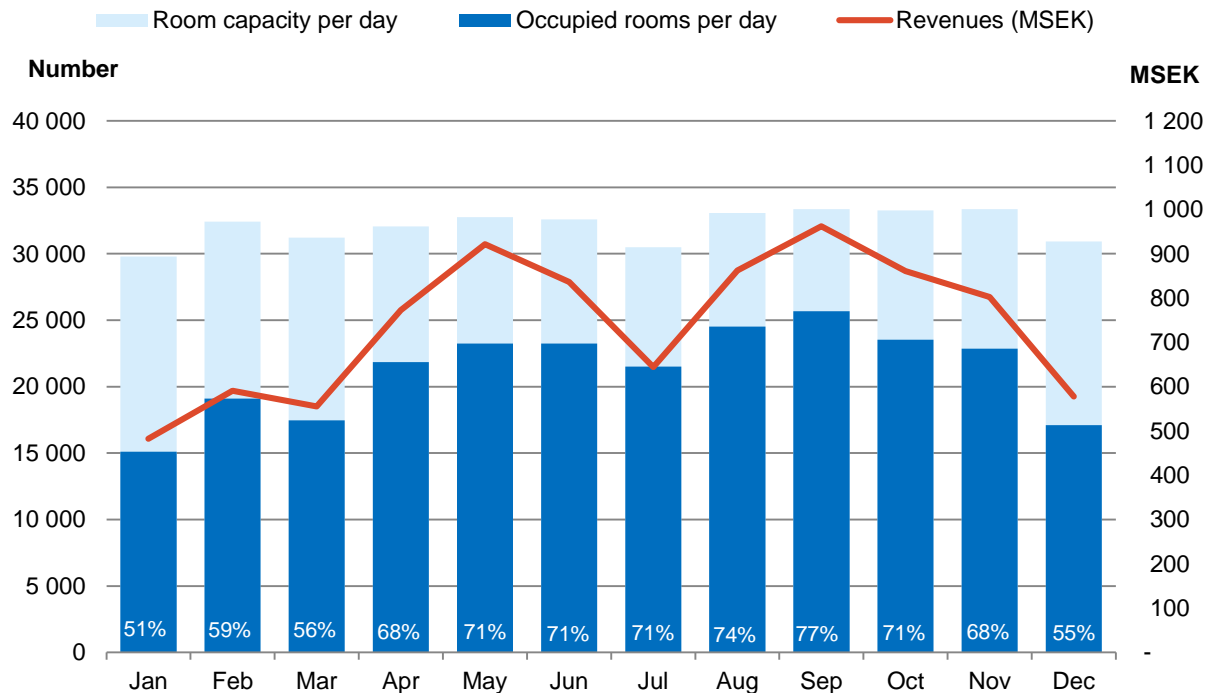
Hotels. Key figures 2009-2016, Stockholm County and City of Stockholm

	Stockholm County								City of Stockholm							
	2009	2010	2011	2012	2013	2014	2015	2016	2009	2010	2011	2012	2013	2014	2015	2016
Number of hotels	263	285	293	297	298	301	301	304	132	139	148	149	148	150	149	154
Room capacity (in thousands) per day	25.0	26.1	27.7	29.2	30.0	30.9	31.2	32.1	15	16	17	18	18	19	19	20
Occupied rooms (in thousands) per day	14.7	16.0	16.9	17.3	17.8	18.8	20.3	21.3	10.4	11.1	11.8	12.2	12.4	12.9	13.7	14.4
Occupancy rate, %	59	61	61	59	59	61	65	66	67	69	68	66	67	65	72	73
Mon-Thurs, %	65	68	69	67	66	68	71	73	73	75	75	73	73	72	77	79
Fri-Sun, %	50	52	51	49	50	52	57	58	60	62	60	58	60	57	64	66
Revenues (MSEK)	5,582	6,327	6,877	6,847	7,014	7,341	8,035	8,867	4,060	4,538	4,957	4,981	5,079	5,151	5,754	6,394
Revenues per occupied room, SEK	1,040	1,085	1,112	1,086	1,082	1,070	1,084	1,143	1,071	1,117	1,148	1,116	1,122	1,095	1,147	1,215
Revenues per available room, SEK	611	663	679	642	641	651	706	757	722	775	783	739	755	749	824	890

Source: Swedish Agency for Economic and Regional Growth / Statistics Sweden

Commercial Accommodations – Hotels

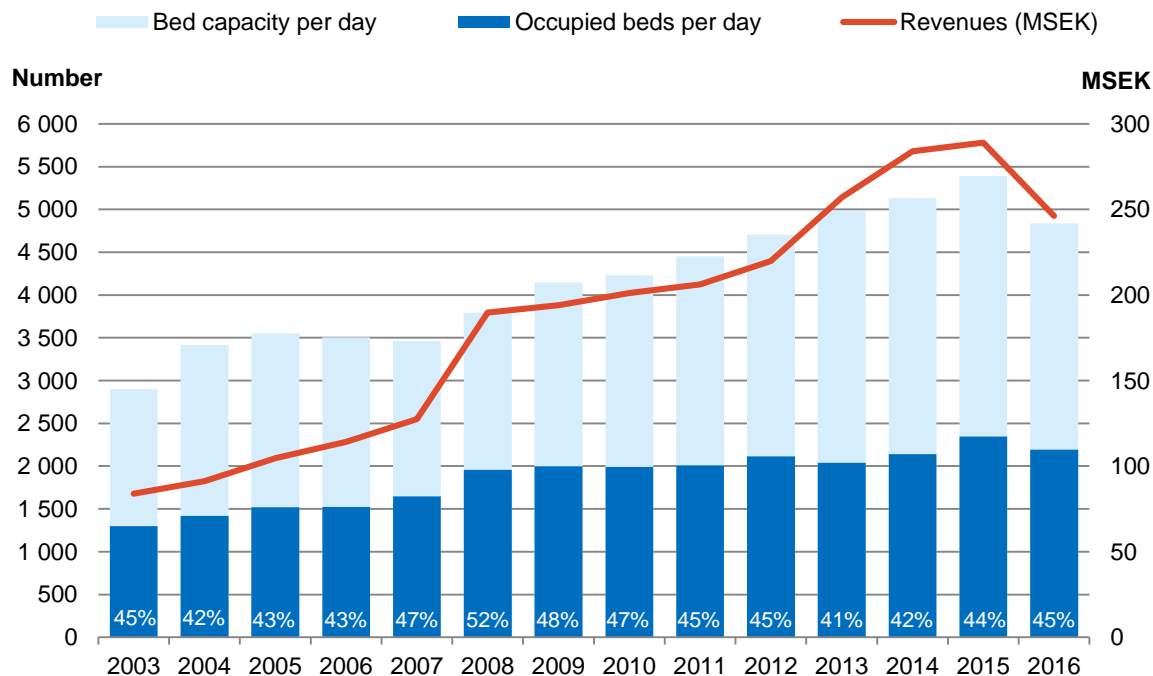
Capacity, occupancy and lodging revenues by month 2016, Stockholm County



During August and September, the utilization rate for hotels reaches its peak. During May and September the average price paid for a hotel room is at it highest, along with revenues for the hotels. During the holydays in July prices are considerable lower, and so are revenues.

Commercial Accommodations – Hostels

Capacity, occupancy and lodging revenues in hostels 2003-2016, Stockholm County

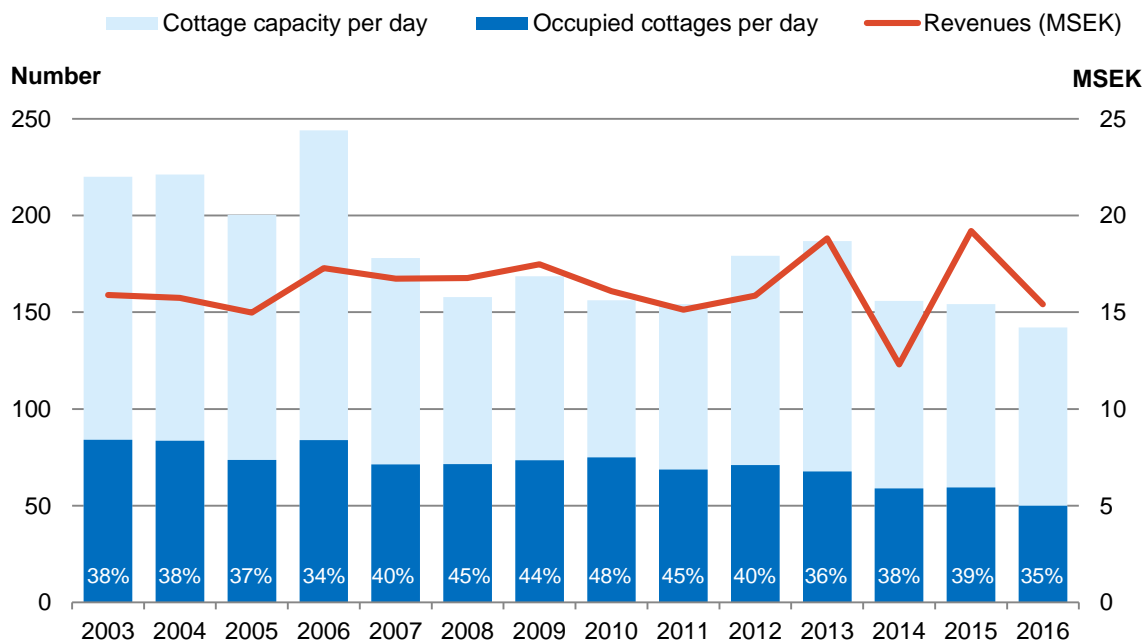


2016 was a weak year for hostels in the County of Stockholm. The increase in capacity that we have seen over a number of years was reversed during last year and revenues dropped from SEK 289 million to SEK 246 million.

On average there are 4,800 beds available at hostels in the county. Capacity, as well as the occupancy rate, are highest during the summer months. Over the entire year, 45 per cent of hostel beds are occupied.

Commercial Accommodations – Vacation Villages

Capacity, occupancy and lodging revenues in vacation villages 2003-2016, Stockholm County



Most vacation villages are located in the Stockholm Archipelago and they almost exclusively attract Swedish visitors.

The capacity, in terms of the average number of available cottages per day, has gradually decreased since 2013. The capacity utilization have developed in the same direction in the last year.

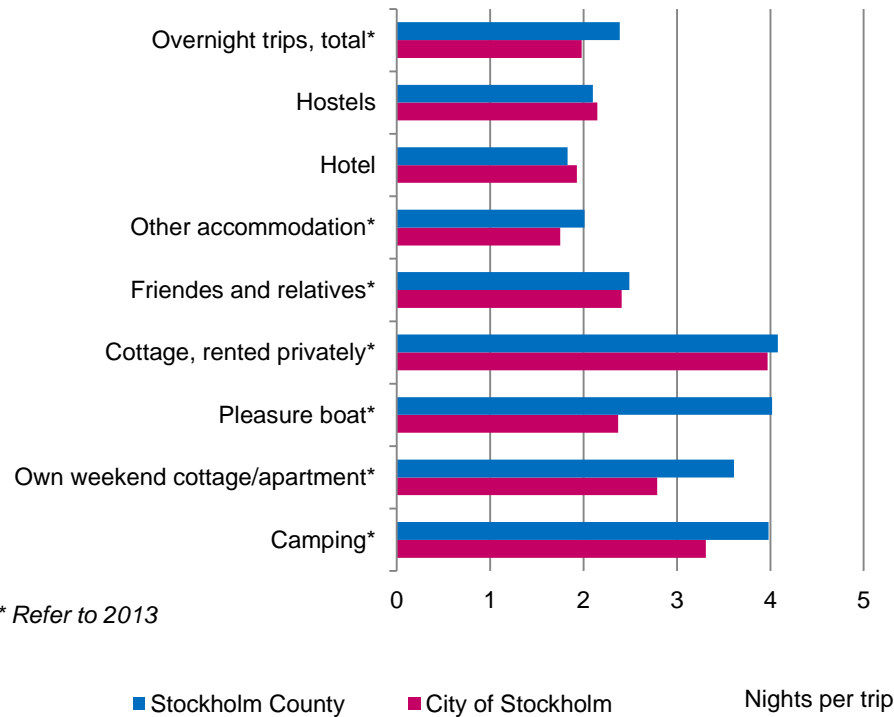
There has been a significant variation in revenues during the last years. Revenues for 2016 stopped at SEK 15.4 million.

Length of stay

Visitors who stay overnight in Stockholm spend an average of 2.4 nights. Camping guests stay significantly longer, 4.0 nights on average. Also visitors who stay in their own cottage or pleasure boat during their visit in the Stockholm region stay relatively longer, on average 3.6 and 4.1 nights respectively.

Length of stay

Average number of nights spent by visitors in different types of accommodation in Stockholm County and City, 2016

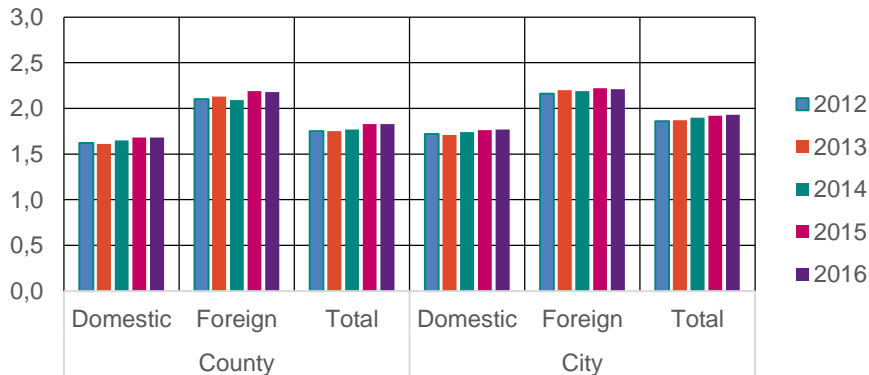


How many nights a visitor spends during their trip to Stockholm varies considerably between different types of accommodation. With the exception for hotels and hostels, the average length of stay is longer, and in some cases considerable longer, in the county as a whole than in the city.

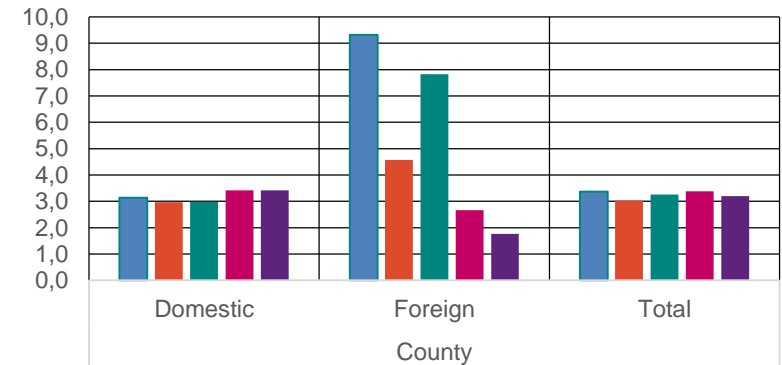
Most nights spend in conjunction with a visit to Stockholm is noted for cottages, both own and rented, as well as pleasure boats and camping.

Length of stay – hotel, hostel and vacation villages

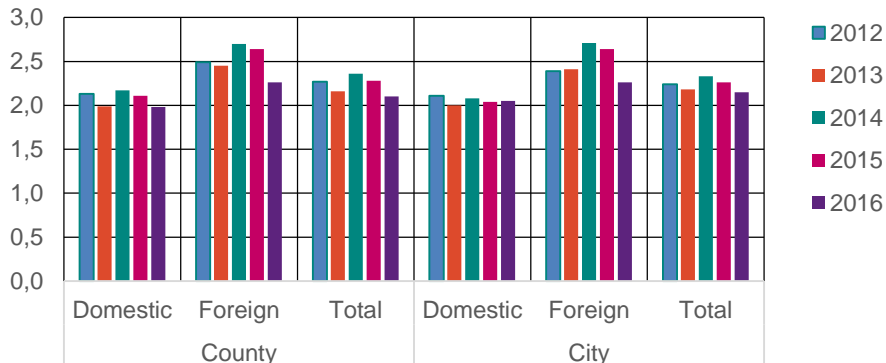
Average number of nights spent by visitors in hotels in Stockholm County and City 2012-2016



Average number of nights spent by visitors in vacation villages in Stockholm County 2012-2016



Average number of nights spent by visitors in hostels in Stockholm County and City 2012-2016

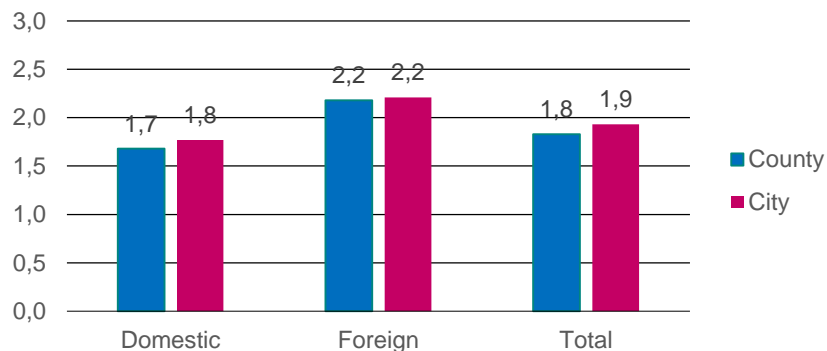


Foreign visitors stay longer than domestic guests while visiting Stockholm. This applies to both hotels, hostels and holiday villages. For hotels, the result is stable year by year. Hotel guests also have the shortest length of stay.

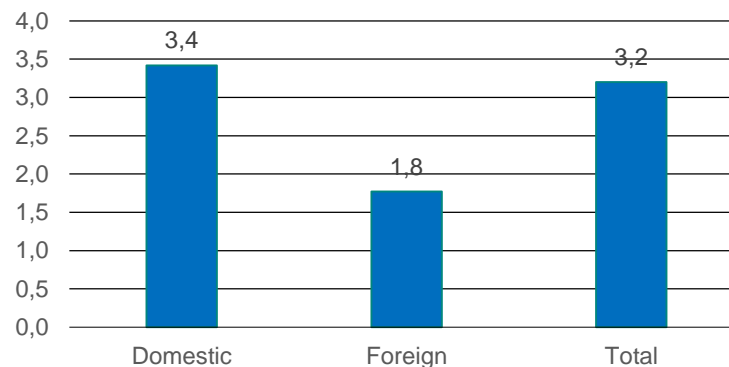
Hostels had a weaker year in 2016. This is also illustrated in the average length of stay. In vacation villages guests stayed longer than in hotels and hostels.

Length of stay 2016 – hotel, hostel and vacation villages

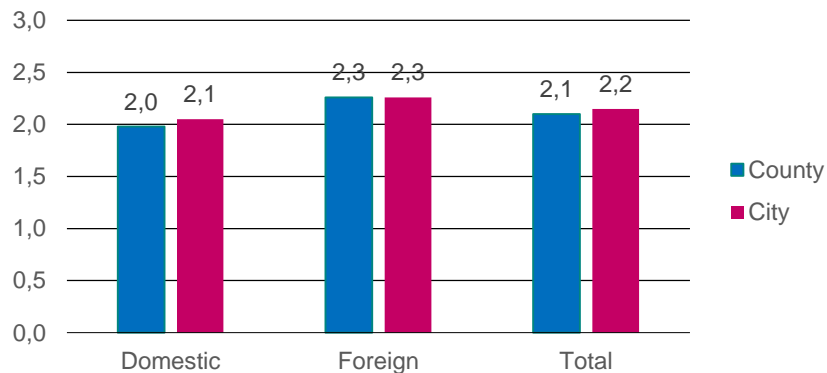
Average number of nights spent by visitors in hotels in Stockholm County and City 2016



Average number of nights spent by visitors in vacation villages in Stockholm County 2016



Average number of nights spent by visitors in hostels in Stockholm County and City 2016



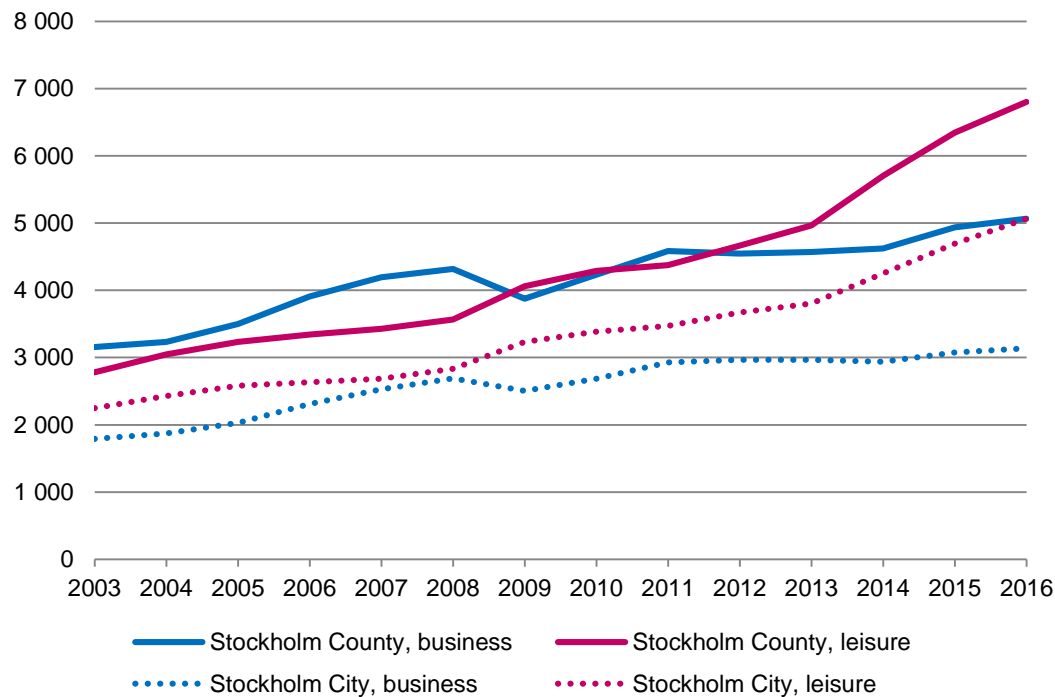
Source: Swedish Agency for Economic and Regional Growth/ Statistics Sweden

Why People Travel to Stockholm - Leisure and Business Visitors

Stockholm is home to a rich culture life and a great variety of national and international events, restaurants and shopping experiences. Stockholm is also Scandinavia's leading city for business, with many internationally competitive industries.

Leisure and Business Visitors

Overnight stays at hotels by business and leisure visitors 2003-2016, Stockholm County and City (in thousands)



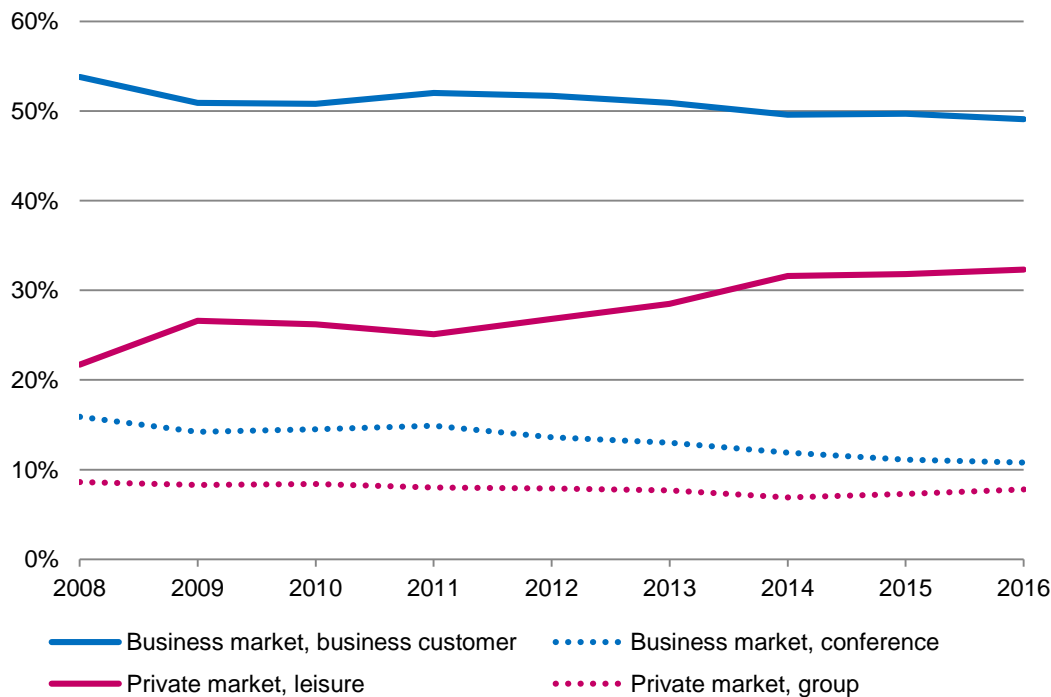
Stockholm is attractive both as a tourist destination and as a city for business. Together they create an exciting, dynamic and progressive city that attracts millions of leisure and business visitors every year.

The number of guest nights from leisure visitors have increased significantly in recent years. Also for business travelers, the number of guest nights increases, but at a lower rate.

In the city, leisure travelers have been in majority for a long time, since 2012 this is also the case for the whole county.

Leisure and Business Visitors

Occupied rooms at hotels by business and leisure visitors 2008-2016, Stockholm County (percent)



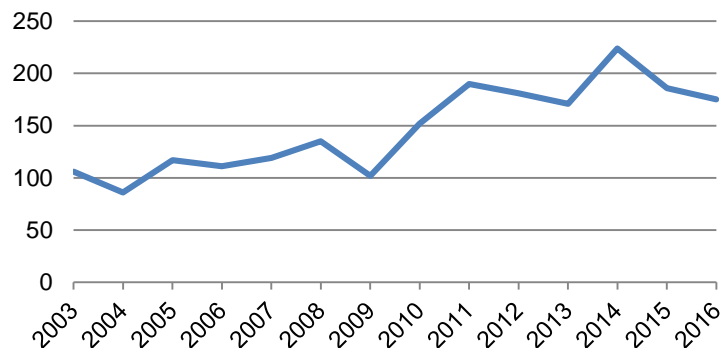
A growing proportion of hotel rooms in the County are rented by visitors who are in Stockholm during their leisure. The number of rooms rented by business travelers is also increasing, but not at the same rate as the private market. Group travelers account for a smaller – and decreasing – part of all rented hotel rooms.

International Meetings and Conventions

Stockholm is one of the world's most popular international convention destinations.

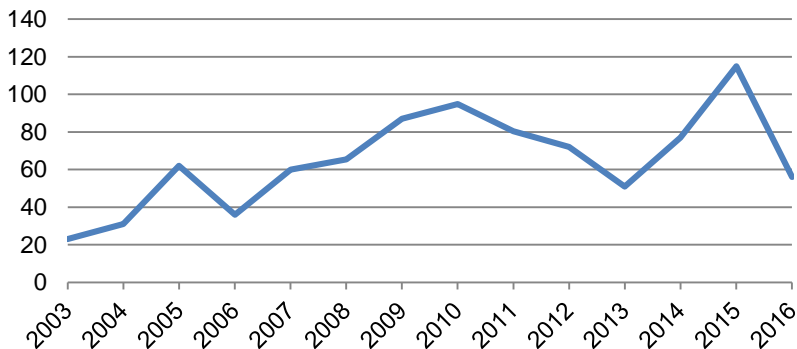
International Meetings and Conventions

International conventions in Stockholm, 2003-2016

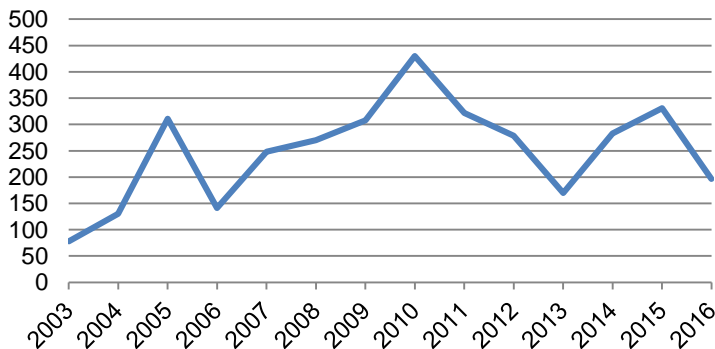


In 2016 Stockholm attracted 175 international association meetings with some 56,000 delegates and generated 196,000 overnight stays. This refers to all international meetings, both those arranged by the ICCA framework and other meetings.

International convention participants in Stockholm, 2003-2016 (in thousands)

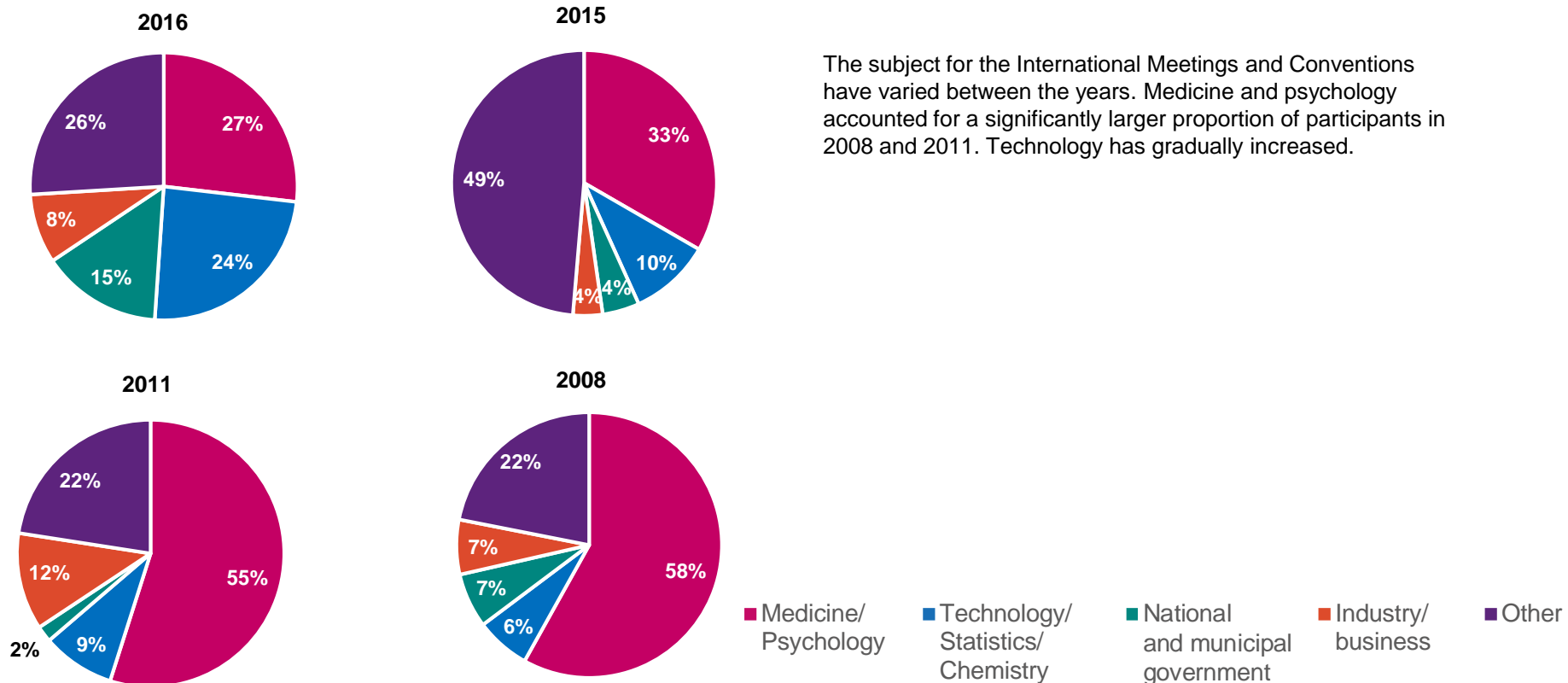


International convention-related overnight stays in Stockholm, 2003-2016 (in thousands)



International Meetings and Conventions

International convention participants by subject area in Stockholm



International Meetings and Conventions

Number of international conventions. Top 25 cities, 2014-2016

	2016		2015		2014	
	Rank	Meetings	Rank	Meetings	Rank	Meetings
Paris	1	196	2	186	1	214
Vienna	2	186	4	178	2	202
Barcelona	3	181	3	180	5	182
Berlin	4	176	1	195	4	193
London	5	153	5	171	6	166
Singapore	6	151	7	156	7	142
Amsterdam	7	144	12	120	8	133
Madrid	7	144	5	171	3	200
Lisbon	9	138	9	145	12	109
Seoul	10	137	13	117	15	99
Prague	11	126	11	123	10	118
Bangkok	12	121	16	103	29	73
Dublin	13	118	18	95	24	83
Copenhagen	14	115	10	138	13	105
Beijing	15	113	19	95	14	104
Budapest	16	108	19	95	17	97
Buenos Aires	17	103	26	82	21	91
Stockholm	18	101	23	89	19	95
Hong Kong	19	99	15	112	16	98
Rome	20	96	17	99	17	97
Tokyo	21	95	28	80	22	90
Helsinki	22	92	33	71	23	84
Brussels	23	91	13	117	11	112
Taipei	24	83	22	90	20	92
Athens	25	79	24	87	27	80
Shanghai	25	79	?	?	29	73

The statistics on this page is based on ICCA Statistics, i.e meetings organized by international associations, with at least 50 participants, which take place on a regular basis and which rotate between a minimum of three destinations.

Stockholm defends its position among the more significant cities for meetings and conventions in the world. In 2016, Stockholm climbed from 23rd to 18th globally, and from 17th to 13th in Europe, in the ICCA rankings measuring international meetings. These are the city's best positions for a number of years. Stockholm held 101 ICCA-approved meetings in 2016, compared to 89 the year before. Stockholm has now gone above cities such as Istanbul, Brussels, Rome and Milan in the world rankings.

Source: International Congress and convention Association, ICCA

Major Attractions in Stockholm

There are a large number of events and exhibitions organized every day, and they attract millions of visitors to Stockholm every year.

Major Attractions in Stockholm

Major attractions in Stockholm County, 2016

Rank	Attraction	Number of visitors (in thousands)	Change compared to 2015
1	Kulturhuset Stadsteatern (Incl. Theatre in the Parks and Theatre Skärholmen)	2,900	-9%
2	Stockholm Globe Arenas (incl. Skyview)	2,015	+1%
3	Gröna Lund	1,570	+5%
4	Skansen	1,369	-1%
5	Sightseeing, Stromma	1,352	-8%
6	The Vasa Museum	1,342	+2%
7	Eriksdalsbadet, Swimming Center	1,207	-2%
8	Redsightseeing, Touristry AB	1,116	..
9	Stockholmsmässan	1,015	-8%
10	Friends Arena	900	..
11	Swedish Museum of natural History (inkl Cosmonova)	718	+35%
12	Moderna Museet	652	+27%
13	Fotografiska	530	+74%
14	City Hall	458	+6%
15	The Royal Armoury	450	+4%
16	Casino Cosmopol	392	+67%
17	Solvalla	388	-7%
18	Royal Palace, The Royal Apartments	384	+47%
19	The Royal Chapel	360	+4%
20	The Museum of Mediterranean and near east antiquities	337	-11%
21	Junibacken	318	+41%
22	The Butterfly House Haga Ocean	305	-2%
23	Museum of Science and Technology	300	-13%
24	The Royal Opera	286	-13%
25	Historiska	279	-4%

Events and exhibitions attract millions of visitors to Stockholm. Together with the city's various sights, regular events create an attractive destination for both visitors and Stockholmers alike.

Kulturhuset Stadsteatern keeps being the cultural attraction with the most visitors. However, 2016 meant a decrease compared with 2015.

The Vasa Museum and Skansen – the world's first open-air museum – are the two museums that attract the most visitors. But a number of other museums can be found high on the list of popular attractions in Stockholm.

Source: Visit Stockholm

.. = Data not available

How Much Visitors Spend

Tourism is of great importance for the economy in Stockholm.

Consumption During the Visit

Consumption (SEK) per visitor and day in Stockholm County and City, 2003, 2008, 2012-2016.

	2003	2008	2012	2013	2014	2015	2016	City of Stockholm 2015
Hotel	1,326	1,841	1,776	1,807	1,657	1,796	1,882	1,903
Business Visitors	1,512	2,289	2,150	1,966	1,896	1,966	2,060	2,240
Leisure Visitors	1,115	1,299	1,412	1,661	1,466	1,601	1,678	1,747
Vacation village	438	511	669	598	588	623	658	n/a
Camping	249	305	382	337	346	368	374	414
Hostel	370	420	642	635	635	643	628	647
Weekend cottage	112	173	181	218	218	234	246	n/a
Friends and Relatives	322	317	430	388	383	406	417	493
Pleasure boats	135	199	226	238	187	196	207	243
Other	396	522	560	455	378	423	417	753
Day trips	431	452	479	480	527	546	553	603

The consumption has increased since 2015 for visitors in most forms of accommodation.

In a longer perspective, consumption among leisure visitors has risen significantly. On the other hand, business travelers staying at hotels today consume less than eight years ago. Still, they are the target group with the highest expenditure per day.

Visitors staying in Stockholm city spend more than in the county as a whole. This applies to visitors in all types of accommodation.

**Facts about Stockholm's tourism industry
is published by Visit Stockholm.**

**The report can be downloaded from:
<https://www.stockholmbusinessregion.com/facts-figures/>**

**Visit Stockholm AB
City of Stockholm
Drottninggatan 33, Po. Box 16282, SE-103 25 Stockholm
visitstockholm.com / stockholmbusinessregion.com**