



Stockholm's tourism industry

June 2013

- In June, the number of guest nights in commercial accommodation in the county decreased by 1 % 1 049 487. That means 4.9 million overnight stays during the first half of 2013, an increase of 1%.
- Both in June, and during the first six months of 2013, domestic guest nights has increased compared with 2011, while foreign guest nights decreases.
- The decline in the month affected accommodation facilities in the City. The rest of the county saw growth in both Swedish and foreign visitors.
- For hostels and holiday villages guest nights decreased by 10 %, while camping increased by 8 % compared to a weak month of June last year.
- This month, as well as during the first half of 2013 the decline among foreign guests primarily concerns Europe outside Scandinavia. Guest nights by German visitors dropped by 16%.
- Overnight stays from Nordic guests increased by 1 % in the county thanks to more Finnish guest nights. In the city Nordic guest nights fell by 8%. For overseas visitors the month was positive for the U.S. (+2 %), but also for Brazil, China, India and other Asian countries. This category includes unspecified nationality. This is where the decline is to be found this month.
- An average hotel room cost in June of SEK 1 201 in the county and SEK 1 297 in the city – respectably SEK 81 and SEK 113 higher than in June 2012. Throughout the first six months of 2013 the hotels' revenue for rooms sold was SEK 3.388 billion, an increase of less than 1%.

Commercial overnight stays in Stockholm's county Jan-June 2013, top 20

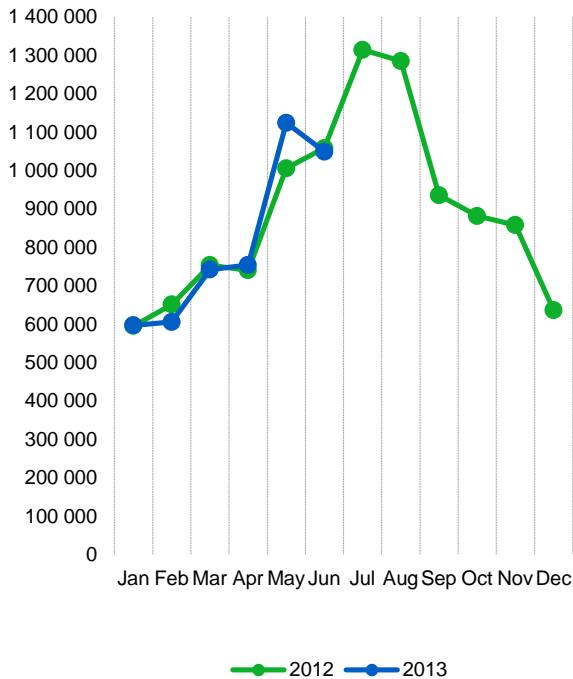
Target group	Guest nights	Change, %			
Total	4 869 576	+ 1			
Sweden	3 377 068	+ 4			
Foreign	1 492 508	- 5			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Germany	161 400	- 13	11 The Netherlands	44 056	- 5
2 Not indicated	142 602	- 10	12 Switzerland	41 928	+ 8
3 Great Britain	141 788	- 5	13 Poland	39 885	- 23
4 USA	116 965	+ 2	14 India	36 468	+ 20
5 Norway	114 294	+ 1	15 China	34 072	+ 15
6 Finland	88 484	- 0	16 Rest of Asia	33 682	- 15
7 Russia	63 769	+ 4	17 Spain	29 357	- 21
8 France	63 327	- 10	18 Rest of Europe	23 894	+ 5
9 Denmark	63 169	- 7	19 Japan	20 564	- 25
10 Italy	46 123	- 8	20 Austria	18 362	+ 1

Commercial overnight stays: hotel, vacation villages, hostels, camping and commercially arranged private cottages and apartments.

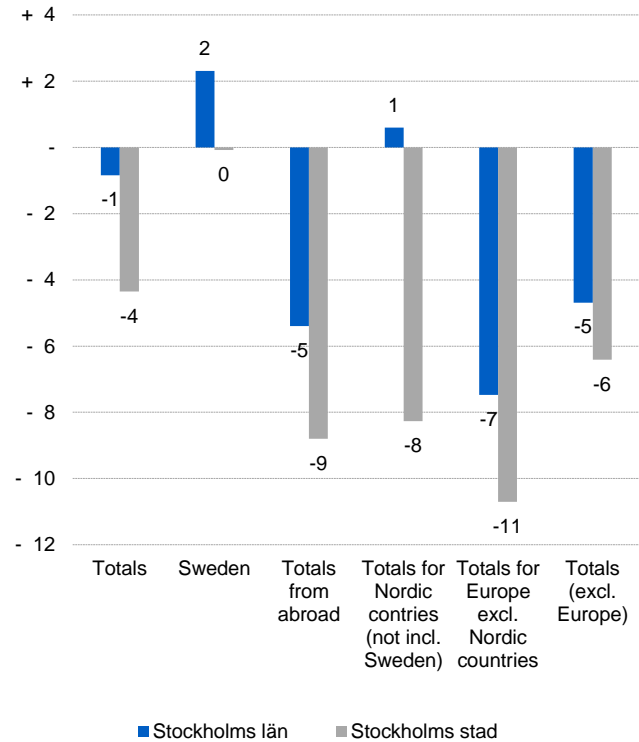
Source: Statistics Sweden and Swedish Agency for Economic and Regional Growth. Provisional data.



Commercial overnight stays, Stockholm county



Commercial overnight stays by market, Stockholm county and city of Stockholm



Commercial overnight stays 2013 compared with previous year

	June 2013		YDT	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	1 049 487	- 1	4 869 576	+ 1
Domestic	640 250	+ 2	3 377 068	+ 4
Foreign	409 237	- 5	1 492 508	- 5
Nordic countries excl. Sweden	59 480	+ 1	270 420	- 1
Europe excl. Nordic countries	204 993	- 7	761 301	- 7
Non European	144 764	- 5	460 787	- 3
City of Stockholm	695 247	- 4	3 352 769	+ 1
Domestic	369 982	- 0	2 127 505	+ 5
Foreign	325 265	- 9	1 225 264	- 5
Nordic countries excl. Sweden	43 126	- 8	208 637	- 5
Europe excl. Nordic countries	159 027	- 11	615 723	- 7
Non European	123 112	- 6	400 904	- 2
Sweden	5 343 737	- 1	22 687 550	- 1

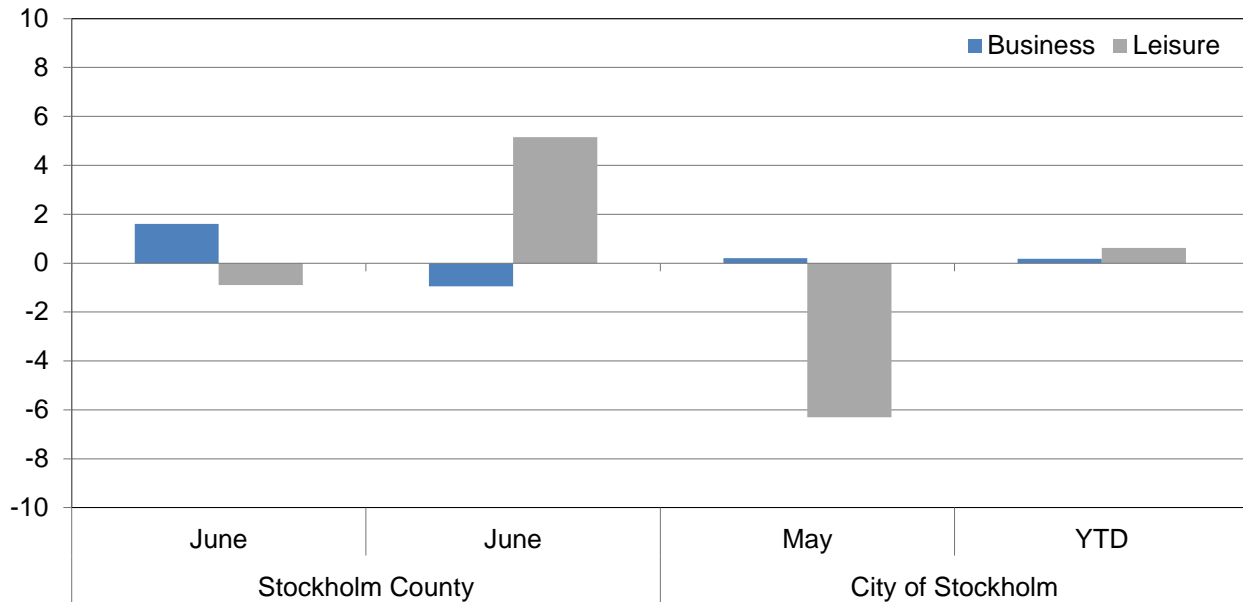


Commercial overnight stays by nationality, Stockholm county and city of Stockholm

Country	Stockholm County						City of Stockholm					
	Guest-nights 2012	Share in Sweden	June 2013			YTD		June 2013		YTD		
			Guest-nights	Change, %	Share in Sweden	Guest-nights	Change, %	Guest-nights	Change, %	Guest-nights	Change, %	
Totals	10 713 593	20 %	1 049 487	- 1	20 %	4 869 576	+ 1	695 247	- 4	3 352 769	+ 1	
Domestic	7 157 565	18 %	640 250	+ 2	16 %	3 377 068	+ 4	369 982	- 0	2 127 505	+ 5	
Foreign	3 556 028	28 %	409 237	- 5	28 %	1 492 508	- 5	325 265	- 9	1 225 264	- 5	
Nordic countries excl. Sweden	619 846	12 %	59 480	+ 1	13 %	270 420	- 1	43 126	- 8	208 637	- 5	
Europe excl. Nordic countries	1 832 917	32 %	204 993	- 7	28 %	761 301	- 7	159 027	- 11	615 723	- 7	
Non European	1 103 265	55 %	144 764	- 5	57 %	460 787	- 3	123 112	- 6	400 904	- 2	
Denmark	153 959	13 %	13 774	- 2	17 %	63 169	- 7	9 776	- 12	45 291	- 12	
Norway	264 934	8 %	22 766	- 3	7 %	114 294	+ 1	17 352	- 9	92 522	- 4	
Finland	191 513	37 %	22 189	+ 7	33 %	88 484	- 0	15 374	- 4	66 939	- 2	
Iceland	9 440	51 %	751	- 21	38 %	4 473	- 2	624	- 17	3 885	- 2	
Germany	444 420	17 %	60 391	- 16	16 %	161 400	- 13	45 870	- 16	128 529	- 12	
Great Britain	299 983	51 %	33 606	- 6	54 %	141 788	- 5	27 072	- 11	119 505	- 6	
Ireland	22 158	56 %	1 946	- 25	52 %	10 970	+ 9	1 597	- 24	9 923	+ 18	
The Netherlands	104 760	19 %	12 752	+ 8	18 %	44 056	- 5	9 728	+ 6	35 709	- 7	
Belgium	48 865	42 %	4 071	- 22	36 %	17 459	- 19	3 251	- 31	14 742	- 24	
Luxembourg	3 780	49 %	273	- 22	51 %	1 658	- 4	230	- 22	1 473	- 7	
France	150 216	53 %	15 385	- 14	56 %	63 327	- 10	12 553	- 21	55 128	- 13	
Switzerland	105 488	42 %	14 051	+ 5	37 %	41 928	+ 8	11 785	+ 3	36 707	+ 7	
Austria	43 294	46 %	5 454	+ 10	43 %	18 362	+ 1	4 425	+ 2	15 669	+ 0	
Italy	132 711	58 %	12 251	+ 7	56 %	46 123	- 8	10 466	+ 2	40 502	- 10	
Spain	89 184	64 %	7 851	- 19	60 %	29 357	- 21	6 858	- 23	25 895	- 23	
Portugal	11 890	56 %	1 525	+ 11	63 %	5 329	+ 4	1 291	+ 6	4 712	+ 3	
Greece	12 073	65 %	1 695	+ 3	77 %	5 837	+ 9	1 419	- 2	4 061	- 16	
Turkey	17 294	67 %	2 561	+ 13	73 %	9 341	+ 13	1 678	- 9	6 754	- 6	
Russia	121 824	52 %	9 967	- 3	46 %	63 769	+ 4	7 216	- 14	53 255	+ 5	
Estonia	14 109	25 %	1 241	+ 1	35 %	6 894	+ 5	884	+ 11	5 289	+ 8	
Latvia	14 328	40 %	936	- 8	32 %	5 825	- 12	792	- 4	5 174	- 2	
Lithuania	13 680	35 %	1 651	+ 46	39 %	6 986	- 16	1 295	+ 137	4 886	+ 33	
Poland	98 988	41 %	7 167	- 1	34 %	39 885	- 23	2 775	- 2	14 818	- 8	
The Czech Republic	14 222	30 %	1 538	+ 3	33 %	8 354	+ 15	1 034	+ 10	6 579	+ 18	
Slovakia	7 417	55 %	523	- 35	50 %	4 045	+ 56	318	- 40	2 546	+ 48	
Hungary	10 186	41 %	1 276	+ 5	44 %	4 714	+ 17	899	- 9	4 001	+ 13	
Rest of Europe	52 047	37 %	6 882	+ 2	31 %	23 894	+ 5	5 591	- 7	19 866	+ 1	
USA	279 424	62 %	46 267	+ 2	66 %	116 965	+ 2	39 760	- 2	100 194	- 2	
Canada	33 628	69 %	5 331	- 3	71 %	15 745	+ 3	4 545	- 8	14 000	+ 4	
Brasil	28 484	71 %	5 358	+ 7	74 %	10 971	+ 8	4 985	+ 7	9 904	+ 6	
Central & South America	23 640	69 %	3 252	+ 2	67 %	8 666	+ 2	2 925	- 3	7 792	+ 2	
Japan	66 942	64 %	7 274	- 40	70 %	20 564	- 25	5 761	- 2	17 331	- 27	
South Korea	13 512	46 %	2 017	+ 22	32 %	6 296	+ 24	1 807	+ 27	5 341	+ 25	
China	75 041	46 %	11 275	+ 10	38 %	34 072	+ 15	7 582	+ 14	27 481	+ 15	
India	61 592	57 %	9 554	+ 44	68 %	36 468	+ 20	8 711	+ 46	34 495	+ 23	
Rest of Asia	88 022	66 %	11 816	+ 1	67 %	33 682	- 15	10 223	+ 4	29 687	- 12	
Australia	38 927	65 %	6 298	+ 3	68 %	15 616	- 5	5 680	+ 1	14 296	- 6	
New Zealand	3 704	62 %	607	- 8	55 %	1 493	- 6	514	- 14	1 313	- 9	
Rest of the world	41 167	44 %	4 830	+ 21	52 %	17 647	- 5	4 058	- 46	15 366	- 1	
Not indicated	349 182	48 %	30 885	- 23	45 %	142 602	- 10	26 561	- 24	123 704	- 7	



Occupied hotel rooms by target group in Stockholm county and city of Stockholm, development (%) compared with previous year



Hotel – key figures

	Stockholm County				City of Stockholm			
	June		YTD		June		YTD	
	2013	2012	2013	2012	2013	2012	2013	2012
Number of hotels	295	294	298	295	147	149	147	149
Room capacity	909 180	886 983	5 416 915	5 297 700	560 735	562 041	3 344 806	3 338 540
Occupied rooms	584 390	581 059	3 044 135	3 015 284	412 187	422 491	2 124 842	2 117 956
Capacity utilization (%)	64,3	65,6	56,2	56,9	73,5	74,8	63,5	63,3
Mon-thu (%)	72,4	72,9	64,1	65,6	81,3	81,6	70,6	70,9
Fri-sun (%)	56,0	58,1	46,6	45,9	65,7	68,0	55,1	53,8
Revenues (MSEK)	701,9	650,8	3 388,1	3 359,0	534,6	500,2	2 456,3	2 433,5
Rev. per occupied room (SEK)	1 201	1 120	1 113	1 114	1 297	1 184	1 156	1 149
Rev. per disp. room (SEK)	772	734	625	634	953	890	734	729