



Stockholm's tourism industry

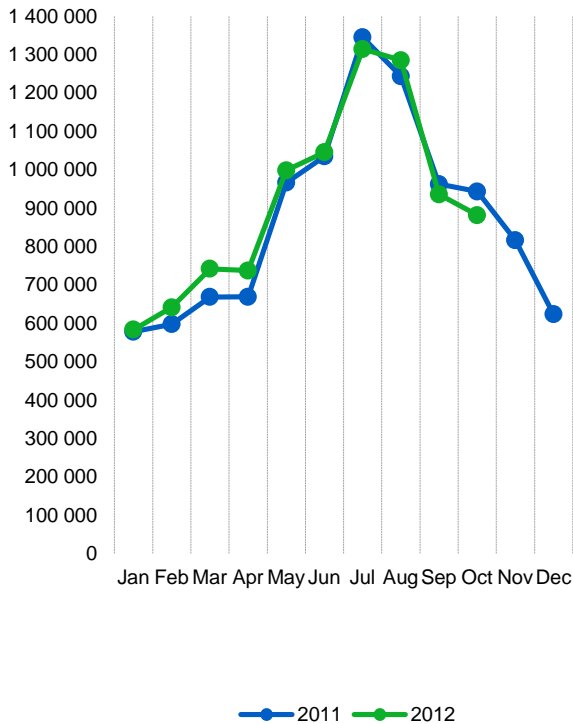
October 2012

- October was a weak month for the county's accommodation facilities, hotels, hostels, vacation villages and private commercial cabins and apartments. Nearly 882,000 overnight stays during the month was nearly 62,000 fewer (-7%) than in October 2011. However, one should bear in mind that October 2011 was a very good month for accommodation facilities.
- Guest nights of Swedish visitors decreased by 4%. For foreign guests there were a still greater decline (-13%) and the decline applies, with some exceptions, all parts of the world. While the country as a whole has been facing a decline, albeit less significant (-3%).
- The largest decline was for markets in Europe outside the Nordic countries (-18%). Overnight stays from Nordic guests decreased by 10% and from the rest of the world by 7%.
- The number of rooms sold in the county's hotels fell by 7% compared with the same month in 2011. 62.1% of hotel rooms in the county was occupied during October, compared with 69.0% during the same month last year.
- The average revenue per occupied room declined – from 1,230 SEK during October 2011 to 1 125 SEK this month. Hotel revenue for rooms sold, thus fell during the same period from 766 million SEK to 650 million SEK.

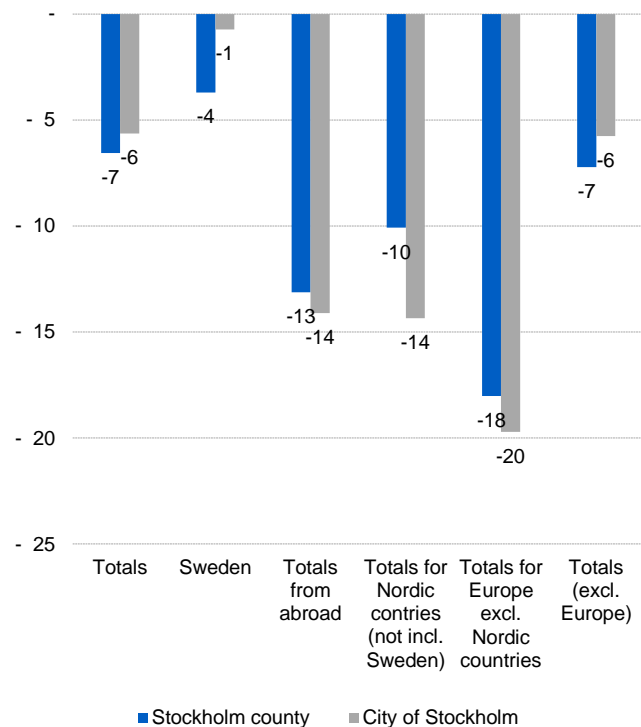
Commercial overnight stays in Stockholm's county Jan-Oct 2012, top 20					
Target group	Guest nights	Change, %			
Total	881 767	- 7			
Sweden	633 036	- 4			
Foreign	248 731	- 13			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Germany	408 994	- 3	11 Switzerland	94 331	+ 7
2 Not indicated	324 090	+ 15	12 The Netherlands	90 394	-15
3 Great Britain	260 204	+ 2	13 Poland	87 662	+ 52
4 USA	251 710	+ 6	14 Rest of Asia	80 116	+ 22
5 Norway	230 268	+ 5	15 Spain	78 451	-29
6 Finland	165 721	+ 10	16 China	65 776	+ 11
7 Denmark	135 972	0	17 Japan	58 801	+ 14
8 France	130 034	0	18 India	53 727	+ 69
9 Italy	113 498	-28	19 Rest of Europe	45 407	-14
10 Russia	102 641	+ 14	20 Belgium	42 038	-12



Commercial overnight stays, Stockholm county



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



Commercial overnight stays 2012 compared with previous year

	October 2012		YTD	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	881 767	- 7	9 252 456	+ 3
Domestic	633 036	- 4	6 103 058	+ 3
Foreign	248 731	- 13	3 149 398	+ 2
Nordic countries excl. Sweden	45 368	- 10	540 218	+ 6
Europe excl. Nordic countries	117 362	- 18	1 613 670	- 4
Non European	86 001	- 7	995 510	+ 10
City of Stockholm	619 986	- 6	6 351 286	+ 5
Domestic	412 844	- 1	3 781 357	+ 7
Foreign	207 142	- 14	2 569 929	+ 1
Nordic countries excl. Sweden	36 369	- 14	426 493	+ 7
Europe excl. Nordic countries	94 882	- 20	1 280 044	- 6
Non European	75 891	- 6	863 392	+ 10
Sweden	2 914 562	- 3	47 672 794	+ 0

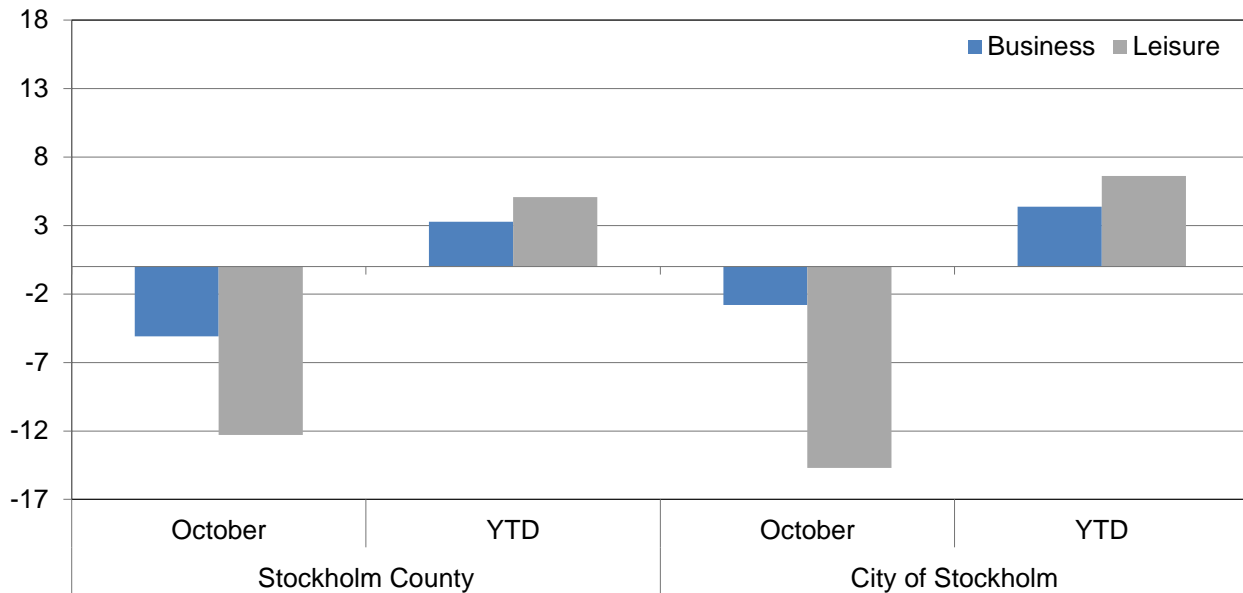


Kommersiella övernattnings fördelat på nationer, Stockholms län och Stockholms stad

Country	Stockholm County						City of Stockholm					
	Guest-nights 2011	Share in Sweden	October 2012			YTD		October 2012		YTD		
			Guest-nights	Change, %	Share in Sweden	Guest-nights	Change, %	Guest-nights	Change, %	Guest-nights	Change, %	
Totals	10 442 895	20 %	881 767	- 7	30 %	9 252 456	+ 3	619 986	- 6	6 351 286	+ 5	
Domestic	6 959 833	18 %	633 036	- 4	28 %	6 103 058	+ 3	412 844	- 1	3 781 357	+ 7	
Foreign	3 483 062	27 %	248 731	- 13	39 %	3 149 398	+ 2	207 142	- 14	2 569 929	+ 1	
Nordic countries excl. Sweden	589 673	12 %	45 368	- 10	22 %	540 218	+ 6	36 369	- 14	426 493	+ 7	
Europe excl. Nordic countries	1 874 522	32 %	117 362	- 18	43 %	1 613 670	- 4	94 882	- 20	1 280 044	- 6	
Non European	1 018 867	53 %	86 001	- 7	53 %	995 510	+ 10	75 891	- 6	863 392	+ 10	
Denmark	153 979	12 %	11 922	- 1	20 %	135 972	+ 0	8 948	- 7	102 728	+ 1	
Norway	254 525	8 %	19 239	- 18	17 %	230 268	+ 5	15 669	- 23	186 444	+ 8	
Finland	173 564	35 %	13 526	- 5	45 %	165 721	+ 10	11 175	- 7	130 274	+ 11	
Iceland	7 605	47 %	681	+ 6	51 %	8 257	+ 31	577	+ 4	7 047	+ 32	
Germany	454 438	17 %	23 511	- 10	26 %	408 994	- 3	19 116	- 15	308 794	- 5	
Great Britain	293 792	49 %	23 762	- 4	57 %	260 204	+ 2	20 342	- 1	219 089	+ 3	
Ireland	21 854	56 %	2 181	- 21	69 %	19 548	- 0	1 734	- 33	15 663	- 0	
The Netherlands	118 566	19 %	6 434	- 28	40 %	90 394	- 15	5 365	- 31	72 046	- 12	
Belgium	53 731	46 %	3 189	- 34	41 %	42 038	- 12	2 867	- 34	37 286	- 13	
Luxembourg	4 370	51 %	217	+ 20	60 %	3 349	- 5	185	+ 15	2 857	- 10	
France	150 090	51 %	7 856	- 30	51 %	130 034	- 0	6 911	- 30	114 667	+ 0	
Switzerland	97 059	40 %	6 343	- 15	61 %	94 331	+ 7	5 485	- 19	78 490	+ 4	
Austria	51 748	43 %	2 542	- 12	52 %	38 353	- 19	2 115	- 13	32 119	- 20	
Italy	172 554	61 %	8 262	- 30	58 %	113 498	- 28	7 208	- 34	101 427	- 30	
Spain	118 890	68 %	5 607	- 36	58 %	78 451	- 29	4 941	- 37	71 026	- 29	
Portugal	13 074	54 %	648	- 62	53 %	10 435	- 8	527	- 66	9 465	- 9	
Greece	14 708	66 %	1 024	- 28	67 %	10 569	- 19	827	- 38	9 148	- 19	
Turkey	13 252	61 %	1 524	+ 29	64 %	15 101	+ 30	1 165	+ 16	12 844	+ 25	
Russia	104 823	51 %	6 094	- 18	58 %	102 641	+ 14	5 107	- 19	84 005	+ 17	
Estonia	15 287	31 %	1 400	+ 15	52 %	12 072	- 6	970	+ 12	9 082	+ 13	
Latvia	9 606	30 %	1 602	+ 95	59 %	11 579	+ 40	1 360	+ 109	9 172	+ 53	
Lithuania	12 702	34 %	778	- 36	25 %	12 017	+ 8	658	- 5	6 655	+ 16	
Poland	69 014	34 %	7 452	- 24	41 %	87 662	+ 52	2 406	- 10	27 319	+ 13	
The Czech Republic	11 380	27 %	1 189	+ 18	31 %	12 861	+ 31	757	+ 33	9 673	+ 34	
Slovakia	4 044	33 %	1 065	+ 308	71 %	6 097	+ 61	779	+ 246	4 184	+ 29	
Hungary	9 846	43 %	1 208	- 8	59 %	8 035	- 8	1 030	- 14	7 018	- 8	
Rest of Europe	59 694	47 %	3 474	- 42	42 %	45 407	- 14	3 027	- 44	38 015	- 10	
USA	262 526	62 %	16 850	- 6	60 %	251 710	+ 6	14 720	- 6	221 415	+ 7	
Canada	32 108	68 %	2 046	- 7	64 %	29 700	+ 3	1 851	- 4	26 260	+ 2	
Brasil	19 269	57 %	1 484	- 13	68 %	27 059	+ 52	1 292	- 6	25 072	+ 64	
Central & South America	27 205	68 %	1 603	- 55	71 %	19 401	- 24	1 436	- 57	17 458	- 26	
Japan	56 205	61 %	4 216	- 12	60 %	58 801	+ 14	3 684	- 14	50 290	+ 19	
South Korea	11 599	43 %	1 286	+ 53	73 %	11 809	+ 16	1 144	+ 56	10 393	+ 22	
China	67 681	46 %	6 687	+ 7	45 %	65 776	+ 11	5 769	+ 7	51 117	+ 6	
India	38 765	50 %	6 556	+ 71	75 %	53 727	+ 69	6 209	+ 72	50 218	+ 71	
Rest of Asia	75 799	64 %	5 360	- 32	37 %	80 116	+ 22	4 702	- 37	68 850	+ 24	
Australia	32 902	64 %	2 659	+ 12	69 %	34 207	+ 15	2 412	+ 9	31 425	+ 14	
New Zealand	3 015	54 %	200	- 16	51 %	3 240	+ 20	180	- 18	2 806	+ 13	
Rest of the world	64 405	41 %	3 209	- 44	47 %	35 874	- 38	2 863	- 41	29 777	- 40	
Not indicated	327 388	47 %	33 845	- 4	49 %	324 090	+ 15	29 629	+ 1	278 311	+ 13	



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			
	October		YTD		October		YTD	
	2012	2011	2012	2011	2012	2011	2012	2011
Number of hotels	293	289	296	293	148	148	149	148
Room capacity	930 129	906 470	8 891 757	8 413 691	582 589	565 191	5 632 050	5 240 524
Occupied rooms	577 897	622 753	5 355 806	5 223 738	400 530	428 909	3 785 658	3 645 095
Capacity utilization (%)	62,1	69,0	60,2	62,2	68,8	76,1	67,2	69,7
Mon-thu (%)	69,7	79,0	67,8	70,5	75,0	83,8	73,7	76,8
Fri-sun (%)	49,8	56,4	50,4	51,8	58,8	66,8	58,9	61,0
Revenues (MSEK)	650,0	766,0	5 824,1	5 808,8	457,2	550,3	4 239,8	4 184,6
Rev. per occupied room (SEK)	1 125	1 230	1 087	1 112	1 141	1 283	1 120	1 148
Rev. per disp. room (SEK)	699	845	655	690	785	974	753	799