Stockholm's tourism industry

November 2012

- In November, the number of nights spent in the county's accommodation facilities, hotels, hostels, vacation villages and private cabins and apartments increased by 5 %. 858,000 overnight stays meant that the 10 million mark for 2012 was passed with a month left of the year.
- The rise during the month was localized to the city, while the rest of the county decreased slightly. Both Swedish and foreign visitors generated more overnight stays – 6 % and 4 % respectively. As during the year as a whole rooms rented by private visitors rose, whereas business travellers rented slightly fewer rooms.
- Of larger foreign target groups the month was negative for all Nordic countries, but significantly more positive for the rest of Europe and the rest of the world. Italy (+59 %), UK (+8 %), Russia (+13 %) and the USA (+13 %) illustrates the development of some key markets.
- The number of rooms sold at the county's hotels rose by 2 % compared to the same month in 2011. 62.6 % of hotel rooms in the county was occupied during the month.
- A rented room in the county, cost an average of 1 117 SEK. 8 SEK lower than last year. Hotel revenue for rooms sold rose to 633 million SEK, of which SEK 453 million was spent in the city.

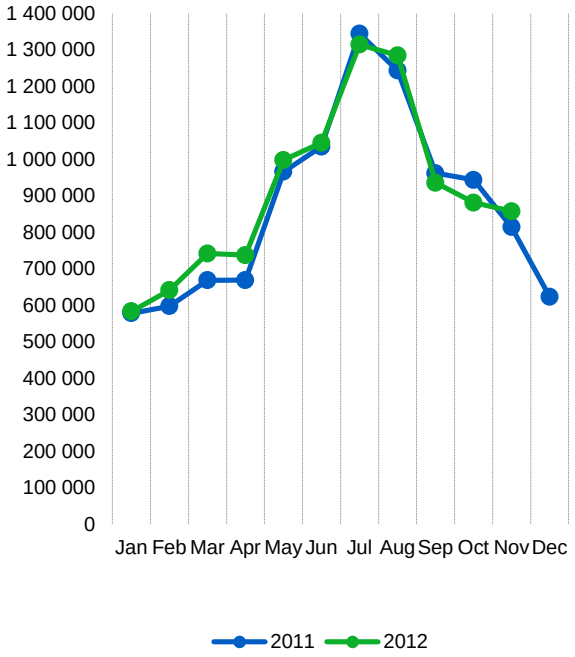
Commercial overnight stays in Stockholm's county Jan-Nov 2012, top 20

Target group	Guest nights	Change, %
Total	**10 125 420**	**+ 3**
Sweden	**6 776 379**	**+ 4**
Foreign	**3 349 041**	**+ 2**

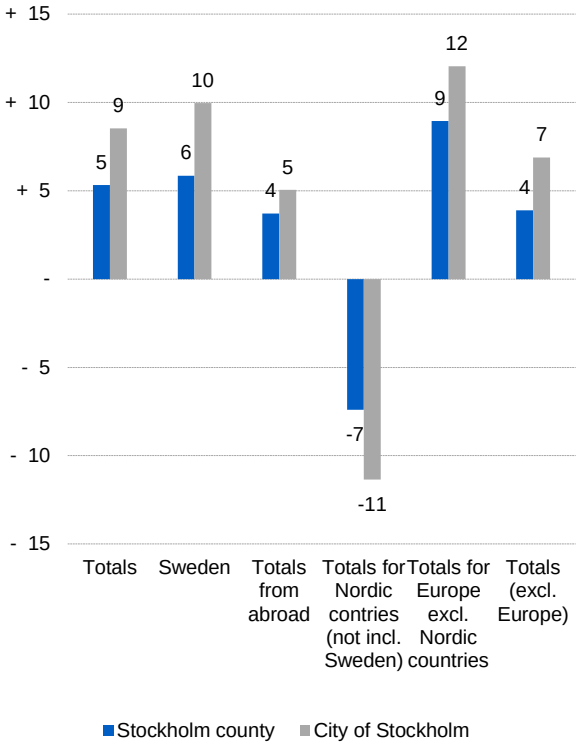
Ranking, Foreign		Guest nights	Change, %	Ranking, Foreign		Guest nights	Change, %
1	Germany	423 270	-3	11	Switzerland	98 229	7
2	Not indicated	345 631	12	12	The Netherlands	96 591	-14
3	Great Britain	282 025	2	13	Poland	94 254	48
4	USA	263 604	5	14	Spain	83 297	-27
5	Norway	249 214	4	15	Rest of Asia	83 162	17
6	Finland	178 712	11	16	China	70 080	10
7	Denmark	145 298	-1	17	Japan	60 511	11
8	France	138 801	1	18	Inda	58 033	64
9	Italy	122 337	-25	19	Rest of Europe	48 464	-14
10	Russia	110 818	14	20	Belgium	45 545	-11

Stockholm
The Capital of Scandinavia

Commercial overnight stays, Stockholm county



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



Commercial overnight stays 2012 compared with previous year

	November 2012		YDT	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	**857 990**	**+ 5**	**10 125 420**	**+ 3**
Domestic	651 640	+ 6	6 776 379	+ 4
Foreign	206 350	+ 4	3 349 041	+ 2
Nordic countries excl. Sweden	41 138	- 7	582 171	+ 5
Europe excl. Nordic countries	100 579	+ 9	1 715 688	- 3
Non European	64 633	+ 4	1 051 182	+ 9
City of Stockholm	**614 272**	**+ 9**	**6 950 599**	**+ 5**
Domestic	442 517	+ 10	4 212 422	+ 7
Foreign	171 755	+ 5	2 738 177	+ 1
Nordic countries excl. Sweden	32 940	- 11	460 450	+ 6
Europe excl. Nordic countries	82 092	+ 12	1 365 299	- 5
Non European	56 723	+ 7	912 428	+ 9
Sweden	**2 742 915**	**+ 3**	**50 310 142**	**+ 0**

Stockholm
Visitors Board

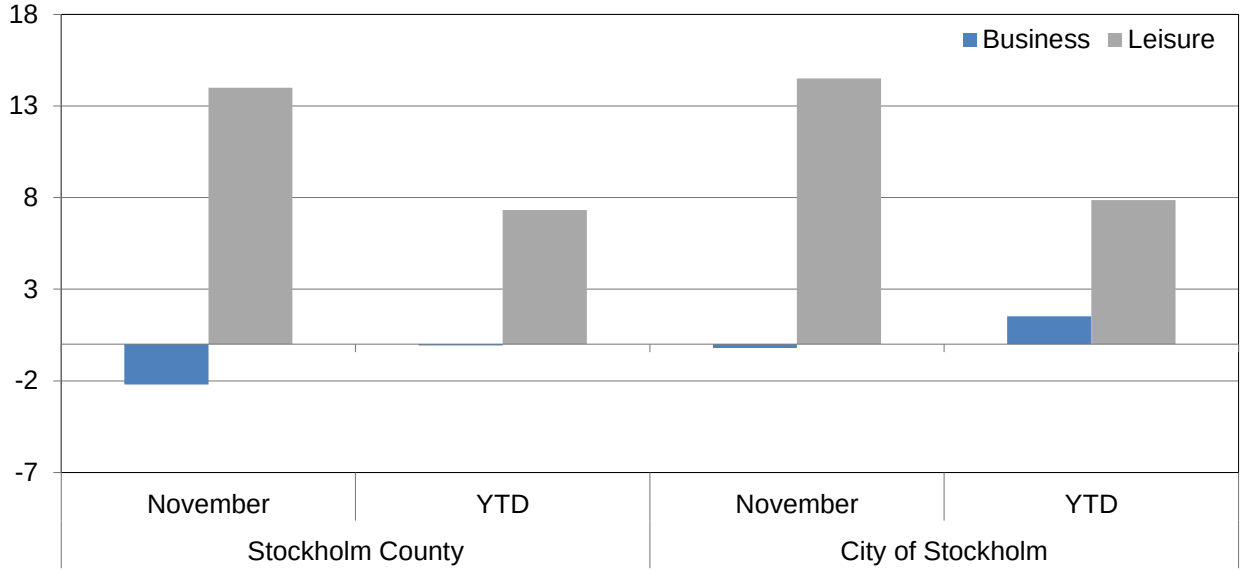
Stockholm
The Capital of Scandinavia

Kommersiella övernattningar fördelat på nationer, Stockholms län och Stockholms stad

Country	Stockholm County							City of Stockholm			
	Guest-nights 2011	Share in Swe-den	November 2012			YTD		November 2012		YTD	
			Guest-nights	Change, %	Share in Sweden	Guest-nights	Change, %	Guest-nights	Change, %	Guest-nights	Change, %
Totals	**10 442 895**	**20 %**	**857 990**	**+ 5**	**31 %**	**10 125 420**	**+ 3**	**614 272**	**+ 9**	**6 950 599**	**+ 5**
Domestic	**6 959 833**	**18 %**	**651 640**	**+ 6**	**29 %**	**6 776 379**	**+ 4**	**442 517**	**+ 10**	**4 212 422**	**+ 7**
Foreign	**3 483 062**	**27 %**	**206 350**	**+ 4**	**41 %**	**3 349 041**	**+ 2**	**171 755**	**+ 5**	**2 738 177**	**+ 1**
Nordic countries excl. Sweden	**589 673**	**12 %**	**41 138**	**- 7**	**25 %**	**582 171**	**+ 5**	**32 940**	**- 11**	**460 450**	**+ 6**
Europe excl. Nordic countries	**1 874 522**	**32 %**	**100 579**	**+ 9**	**47 %**	**1 715 688**	**- 3**	**82 092**	**+ 12**	**1 365 299**	**- 5**
Non European	**1 018 867**	**53 %**	**64 633**	**+ 4**	**50 %**	**1 051 182**	**+ 9**	**56 723**	**+ 7**	**912 428**	**+ 9**
Denmark	153 979	12 %	9 644	- 12	29 %	145 298	- 1	7 095	- 15	109 552	- 0
Norway	254 525	8 %	19 622	- 7	19 %	249 214	+ 4	16 450	- 10	202 385	+ 6
Finland	173 564	35 %	11 229	- 3	49 %	178 712	+ 11	8 830	- 9	140 844	+ 10
Iceland	7 605	47 %	643	- 19	56 %	8 947	+ 26	565	- 20	7 669	+ 27
Germany	454 438	17 %	15 144	+ 1	32 %	423 270	- 3	11 976	+ 2	320 039	- 5
Great Britain	293 792	49 %	22 564	+ 8	59 %	282 025	+ 2	19 812	+ 13	238 491	+ 4
Ireland	21 854	56 %	1 331	- 4	57 %	20 785	- 1	1 163	- 5	16 792	- 1
The Netherlands	118 566	19 %	5 678	- 8	46 %	96 591	- 14	4 834	- 5	77 477	- 10
Belgium	53 731	46 %	3 277	+ 6	44 %	45 545	- 11	2 967	+ 6	40 520	- 12
Luxembourg	4 370	51 %	180	- 26	62 %	3 548	- 6	164	- 25	3 043	- 10
France	150 090	51 %	8 447	+ 9	55 %	138 801	+ 1	7 591	+ 13	122 714	+ 1
Switzerland	97 059	40 %	4 092	+ 12	63 %	98 229	+ 7	3 514	+ 6	81 921	+ 4
Austria	51 748	43 %	2 026	+ 9	45 %	40 353	- 18	1 667	+ 19	33 800	- 18
Italy	172 554	61 %	7 883	+ 59	60 %	122 337	- 25	6 935	+ 58	109 446	- 26
Spain	118 890	68 %	4 347	+ 18	56 %	83 297	- 27	3 888	+ 31	75 498	- 27
Portugal	13 074	54 %	511	- 53	49 %	11 015	- 11	426	- 10	9 971	- 8
Greece	14 708	66 %	515	- 33	39 %	11 127	- 20	437	- 39	9 641	- 20
Turkey	13 252	61 %	1 107	+ 7	67 %	16 186	+ 28	924	- 8	13 760	+ 22
Russia	104 823	51 %	7 685	+ 13	61 %	110 818	+ 14	6 555	+ 17	91 111	+ 18
Estonia	15 287	31 %	1 125	- 21	41 %	13 241	- 7	817	- 11	9 962	+ 11
Latvia	9 606	30 %	1 915	+ 145	64 %	13 457	+ 49	1 690	+ 201	10 839	+ 65
Lithuania	12 702	34 %	848	+ 14	24 %	12 992	+ 10	461	- 22	7 252	+ 14
Poland	69 014	34 %	6 709	+ 15	43 %	94 254	+ 48	2 215	+ 2	29 826	+ 13
The Czech Republic	11 380	27 %	681	- 22	17 %	13 578	+ 27	405	- 33	10 142	+ 30
Slovakia	4 044	33 %	795	+ 330	57 %	6 838	+ 72	448	+ 205	4 591	+ 35
Hungary	9 846	43 %	856	+ 40	45 %	8 937	- 4	749	+ 33	7 825	- 5
Rest of Europe	59 694	47 %	2 863	- 19	30 %	48 464	- 14	2 454	- 4	40 638	- 10
USA	262 526	62 %	13 551	+ 13	59 %	263 604	+ 5	11 981	+ 15	232 015	+ 6
Canada	32 108	68 %	1 899	+ 10	58 %	31 559	+ 3	1 677	+ 16	27 923	+ 2
Brasil	19 269	57 %	567	- 35	46 %	27 494	+ 47	507	- 19	25 473	+ 60
Central & South America	27 205	68 %	966	- 15	59 %	20 484	- 23	891	- 16	18 456	- 25
Japan	56 205	61 %	2 144	- 16	46 %	60 511	+ 11	1 754	- 19	51 671	+ 16
South Korea	11 599	43 %	878	+ 6	50 %	12 634	+ 15	794	+ 4	11 151	+ 20
China	67 681	46 %	4 803	+ 18	49 %	70 080	+ 10	4 019	+ 12	54 725	+ 5
India	38 765	50 %	4 974	+ 37	67 %	58 033	+ 64	4 744	+ 43	54 375	+ 66
Rest of Asia	75 799	64 %	3 506	- 32	31 %	83 162	+ 17	3 068	- 34	71 500	+ 19
Australia	32 902	64 %	1 868	+ 40	68 %	36 068	+ 16	1 747	+ 54	33 194	+ 16
New Zeeland	3 015	54 %	174	+ 43	65 %	3 424	+ 21	143	+ 47	2 961	+ 15
Rest of the world	64 405	41 %	2 875	- 23	57 %	38 498	- 38	2 621	- 8	32 161	- 39
Not indicated	327 388	47 %	26 428	+ 6	47 %	345 631	+ 12	22 777	+ 9	296 823	+ 11

Stockholm
The Capital of Scandinavia

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			
	November		YTD		November		YTD	
	2012	2011	2012	2011	2012	2011	2012	2011
Number of hotels	293	288	297	293	148	148	149	148
Room capacity	905 521	878 171	9 799 190	9 291 954	564 102	551 608	6 195 177	5 792 762
Occupied rooms	566 877	555 305	5 917 039	5 779 043	397 690	382 106	4 179 302	4 027 201
Capacity utilization (%)	62,6	62,9	60,4	62,4	70,5	68,8	67,5	69,7
Mon-thu (%)	70,4	71,8	67,9	70,6	76,3	75,8	73,8	76,6
Fri-sun (%)	52,2	49,4	50,5	51,7	62,9	58,1	59,3	60,7
Revenues (MSEK)	633,2	624,7	6 449,6	6 432,1	453,0	440,2	4 685,0	4 627,3
Rev. per occupied room (SEK)	1 117	1 125	1 090	1 113	1 139	1 152	1 121	1 149
Rev. per disp. room (SEK)	699	711	658	692	803	798	756	799