



# Stockholm's tourism industry

## 2012 April

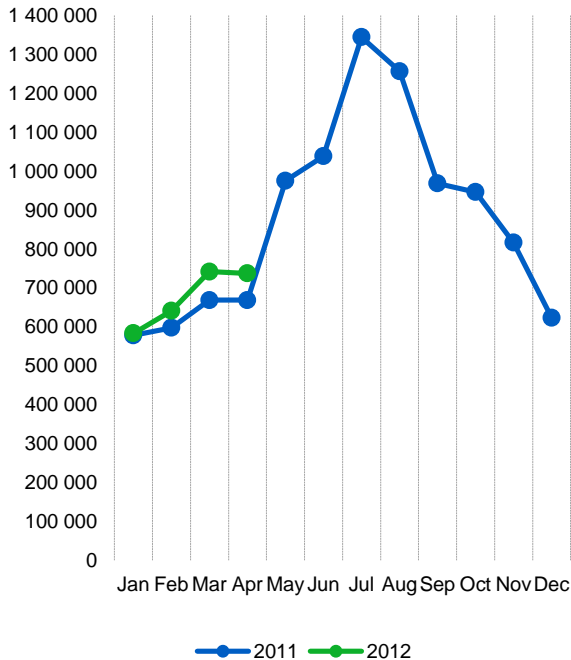
- During April 737 000 overnight stays were made in hotels, hostels, vacation villages, camping facilities, and privately-mediated cottages and apartments in Stockholm County. It is 10% more than during the same month 2011. Meanwhile, the number of guest nights spent in the country as a whole decreased. During each of the first four months of 2012, last years guest night numbers was surpassed in Stockholm County.
- Swedish guests stood during April for 12% more overnight stays than last year, while the rise for foreign guests stayed at 7%. Both the Nordic and other European countries as well as overseas target groups increased during the month.
- Of major nations mainly Britain and France increased significantly compared to the same month last year. Also Germany shows a positive development. By contrast, Southern Europe and Russia decreased. Among overseas target groups Asia continues to perform strongly, this applies especially for India. Guest nights by visitors from the U.S. remained unchanged compared to April 2011.
- At the county's hotels, the number of rooms sold increased by more than 49 000 (+12%). 52.4% of available rooms in the county were occupied. A rented room cost an average of 1 085 SEK in the county and 1 109 SEK in the city, which is 7% and 10% more than during the same month last year. Hotels' revenue for rooms sold was just over SEK 500 million, 20% more than in April 2011.

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

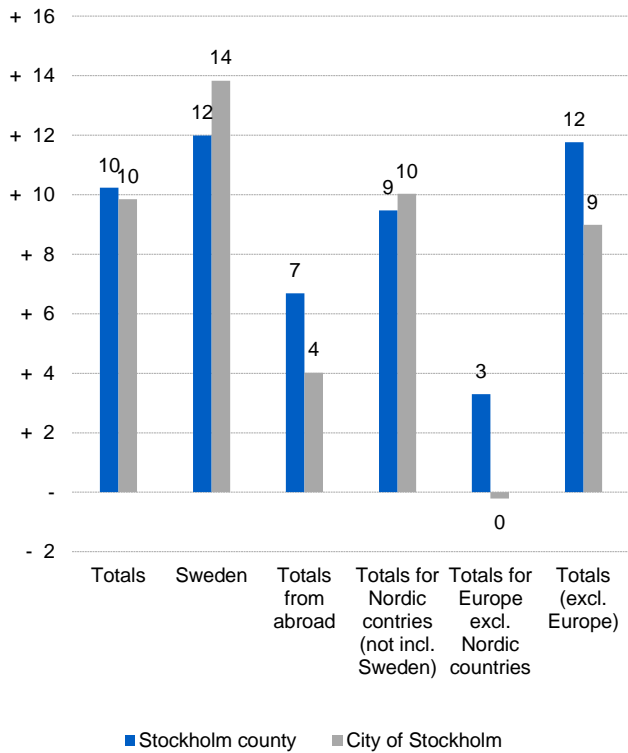
*Source: Statistics Sweden and Swedish Agency for Economic and Regional Growth.*



### Commercial overnight stays, Stockholm county



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



### Commercial overnight stays 2012 compared with previous year

	April 2012		YTD	
	Guest nights	Change, %	Guest nights	Change, %
<b>Stockholm County</b>	<b>737 492</b>	<b>+ 10</b>	<b>2 738 618</b>	<b>+ 9</b>
Domestic	501 122	+ 12	1 963 085	+ 9
Foreign	236 370	+ 7	775 533	+ 8
Nordic countries excl. Sweden	45 302	+ 9	149 513	+ 11
Europe excl. Nordic countries	125 629	+ 3	405 821	+ 4
Non European	65 439	+ 12	220 199	+ 16
<b>City of Stockholm</b>	<b>518 784</b>	<b>+ 10</b>	<b>1 866 230</b>	<b>+ 8</b>
Domestic	319 553	+ 14	1 239 579	+ 11
Foreign	199 231	+ 4	626 651	+ 4
Nordic countries excl. Sweden	35 471	+ 10	117 997	+ 10
Europe excl. Nordic countries	106 902	- 0	320 929	- 3
Non European	56 858	+ 9	187 725	+ 12
<b>Sweden</b>	<b>3 248 321</b>	<b>- 1</b>	<b>13 543 723</b>	<b>+ 4</b>

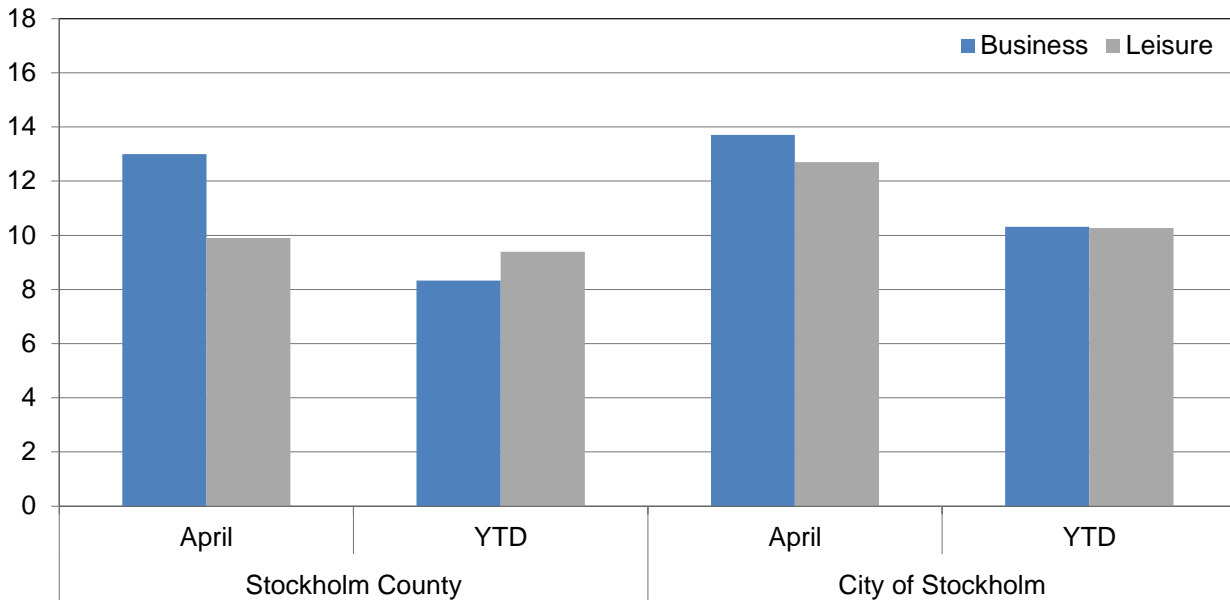


## Commercial overnight stays by nationality, Stockholm county and city of Stockholm

Country	Stockholm County						City of Stockholm					
	Guest-nights 2011	Share in Sweden	April 2012			YTD		April 2012		YTD		
			Guest-nights	Change, %	Share in Sweden	Guest-nights	Change, %	Guest-nights	Change, %	Guest-nights	Change, %	
<b>Totals</b>	<b>10 442 895</b>	<b>20 %</b>	<b>737 492</b>	<b>+ 10</b>	<b>23 %</b>	<b>2 738 618</b>	<b>+ 9</b>	<b>518 784</b>	<b>+ 10</b>	<b>1 866 230</b>	<b>+ 8</b>	
<b>Domestic</b>	<b>6 959 833</b>	<b>18 %</b>	<b>501 122</b>	<b>+ 12</b>	<b>20 %</b>	<b>1 963 085</b>	<b>+ 9</b>	<b>319 553</b>	<b>+ 14</b>	<b>1 239 579</b>	<b>+ 11</b>	
<b>Foreign</b>	<b>3 483 062</b>	<b>27 %</b>	<b>236 370</b>	<b>+ 7</b>	<b>35 %</b>	<b>775 533</b>	<b>+ 8</b>	<b>199 231</b>	<b>+ 4</b>	<b>626 651</b>	<b>+ 4</b>	
<b>Nordic countries excl. Sweden</b>	<b>589 673</b>	<b>12 %</b>	<b>45 302</b>	<b>+ 9</b>	<b>16 %</b>	<b>149 513</b>	<b>+ 11</b>	<b>35 471</b>	<b>+ 10</b>	<b>117 997</b>	<b>+ 10</b>	
<b>Europe excl. Nordic countries</b>	<b>1 874 522</b>	<b>32 %</b>	<b>125 629</b>	<b>+ 3</b>	<b>46 %</b>	<b>405 821</b>	<b>+ 4</b>	<b>106 902</b>	<b>- 0</b>	<b>320 929</b>	<b>- 3</b>	
<b>Non European</b>	<b>1 018 867</b>	<b>53 %</b>	<b>65 439</b>	<b>+ 12</b>	<b>51 %</b>	<b>220 199</b>	<b>+ 16</b>	<b>56 858</b>	<b>+ 9</b>	<b>187 725</b>	<b>+ 12</b>	
Denmark	153 979	12 %	10 222	- 0	18 %	37 295	+ 9	7 743	- 2	27 225	+ 4	
Norway	254 525	8 %	19 221	+ 10	11 %	60 963	+ 10	16 399	+ 14	51 364	+ 12	
Finland	173 564	35 %	15 256	+ 18	39 %	48 826	+ 13	10 758	+ 17	37 195	+ 12	
Iceland	7 605	47 %	603	- 25	35 %	2 429	+ 4	571	- 15	2 213	+ 10	
Germany	454 438	17 %	26 352	+ 4	33 %	71 540	+ 5	21 179	- 7	56 676	- 2	
Great Britain	293 792	49 %	24 246	+ 20	53 %	84 091	+ 12	20 988	+ 22	70 445	+ 13	
Ireland	21 854	56 %	1 495	- 15	60 %	4 627	- 29	1 346	+ 8	4 153	- 8	
The Netherlands	118 566	19 %	7 321	+ 9	41 %	23 752	- 2	6 245	+ 9	20 134	- 2	
Belgium	53 731	46 %	3 927	- 0	53 %	11 415	- 9	3 547	- 4	10 215	- 11	
Luxembourg	4 370	51 %	214	- 15	41 %	900	- 8	206	- 8	853	- 5	
France	150 090	51 %	12 259	+ 15	57 %	34 806	+ 4	11 180	+ 13	31 270	+ 5	
Switzerland	97 059	40 %	6 116	+ 7	63 %	15 690	+ 2	5 489	+ 3	13 904	- 1	
Austria	51 748	43 %	3 540	- 17	63 %	8 445	- 20	3 198	- 16	7 014	- 16	
Italy	172 554	61 %	11 743	- 7	62 %	27 887	- 23	10 851	- 10	24 499	- 27	
Spain	118 890	68 %	7 952	- 18	65 %	18 518	- 20	7 310	- 19	16 238	- 21	
Portugal	13 074	54 %	949	- 2	57 %	2 673	+ 2	882	- 5	2 377	- 1	
Greece	14 708	66 %	1 124	- 5	73 %	2 707	- 12	983	- 6	2 427	+ 0	
Turkey	13 252	61 %	1 251	+ 62	63 %	3 526	+ 36	1 166	+ 101	3 215	+ 44	
Russia	104 823	51 %	5 962	- 13	57 %	34 784	- 2	4 782	- 17	29 227	+ 2	
Estonia	15 287	31 %	754	- 33	25 %	3 808	+ 1	543	- 34	2 931	+ 3	
Latvia	9 606	30 %	921	+ 59	32 %	3 428	+ 30	649	+ 30	2 541	+ 18	
Lithuania	12 702	34 %	1 421	+ 39	42 %	5 461	+ 48	512	- 12	2 118	+ 8	
Poland	69 014	34 %	3 010	- 11	22 %	30 891	+ 125	1 679	- 27	7 130	- 2	
The Czech Republic	11 380	27 %	686	- 1	28 %	2 886	+ 4	477	- 2	1 979	- 8	
Slovakia	4 044	33 %	200	- 44	27 %	1 166	- 8	174	- 47	627	- 44	
Hungary	9 846	43 %	598	- 6	39 %	2 073	- 13	533	- 9	1 846	- 13	
Rest of Europe	59 694	47 %	3 588	+ 27	39 %	10 747	- 10	2 983	+ 22	9 110	- 11	
USA	262 526	62 %	14 056	- 0	57 %	45 333	+ 2	12 125	- 3	39 108	+ 1	
Canada	32 108	68 %	1 730	- 45	52 %	5 680	- 23	1 528	- 48	4 843	- 28	
Brasil	19 269	57 %	1 067	+ 14	61 %	2 648	- 14	983	+ 31	2 309	- 0	
Central & South America	27 205	68 %	1 099	- 11	54 %	3 139	- 12	993	- 14	2 614	- 15	
Japan	56 205	61 %	2 354	+ 13	47 %	9 141	+ 20	2 175	+ 15	8 274	+ 21	
South Korea	11 599	43 %	641	- 43	55 %	2 105	- 23	438	- 54	1 641	- 22	
China	67 681	46 %	4 592	+ 12	56 %	13 500	+ 11	4 220	+ 14	12 402	+ 12	
India	38 765	50 %	5 142	+ 119	50 %	16 779	+ 112	4 813	+ 117	15 701	+ 109	
Rest of Asia	75 799	64 %	5 831	+ 33	66 %	20 423	+ 31	5 170	+ 31	17 463	+ 28	
Australia	32 902	64 %	1 787	+ 5	58 %	6 257	+ 17	1 675	+ 8	5 697	+ 20	
New Zealand	3 015	54 %	210	+ 3	63 %	528	- 2	191	+ 2	472	- 4	
Rest of the world	64 405	41 %	2 401	- 25	40 %	9 410	+ 15	2 059	- 29	7 409	- 1	
Not indicated	327 388	47 %	24 529	+ 23	46 %	85 256	+ 19	20 488	+ 18	69 792	+ 12	



**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			
	April		YTD		April		YTD	
	2012	2011	2012	2011	2012	2011	2012	2011
Number of hotels	293	280	293	281	148	140	148	141
Room capacity	880 795	824 762	3 489 292	3 249 739	556 940	509 563	2 198 670	2 019 113
Occupied rooms	461 567	412 154	1 810 198	1 666 416	328 590	289 904	1 254 625	1 148 961
Capacity utilization (%)	52,4	50,4	51,9	51,3	59,0	57,8	57,1	57,0
Mon-thu (%)	61,2	59,7	61,1	60,6	66,5	66,4	65,3	65,9
Fri-sun (%)	42,1	41,0	39,7	39,5	50,4	49,1	46,4	45,9
Revenues (MSEK)	500,8	418,3	1 956,8	1 758,1	364,4	292,8	1 381,3	1 223,6
Rev. per occupied room (SEK )	1 085	1 015	1 081	1 055	1 109	1 010	1 101	1 065
Rev. per disp. room (SEK )	568,6	507,2	560,8	541,0	654,3	574,6	628,3	606,0