



Stockholm's tourism industry

October 2013

- The number of guest nights in commercial accommodation facilities in Stockholm County increased by 7 % in October to just over 929,000. That was nearly 60,000 more than during the same month in 2012 and in terms of numbers the largest increase in Sweden
 - October represented a gain for both Swedish and foreign guest nights. Private- more than business visitors are behind the increase.
 - Guest nights from Scandinavian visitors increased by 2 %. The increase is entirely localized to the accommodation facilities outside the City of Stockholm..
 - Nights spent by guests from Europe outside the Nordic region increased by 2 % to almost 120,000. Again, it is in the county outside the city of Stockholm that the increase has occurred.
- Increases are noted eg for Germany, France and Russia, while the trend for example, the UK, Italy and Spain was negative.
- Non-European guest nights increased by 7 % compared to October last year. Important target groups such as the U.S. and Japan declined by 4 % and 9 % respectively. China and India belonged to increasing markets during the month, but also during the year as a whole.
 - Close to 612 000 hotel rooms were rented during the month. The average room rate was slightly lower than in October 2012 (SEK 1 109 to SEK 1 120). Capacity utilization was 63.4 % in the county and 71.6 % in the city.
 - Hotel revenue for rooms sold was SEK 679 million in October and SEK 5.9 billion during the first 10 months of 2013.

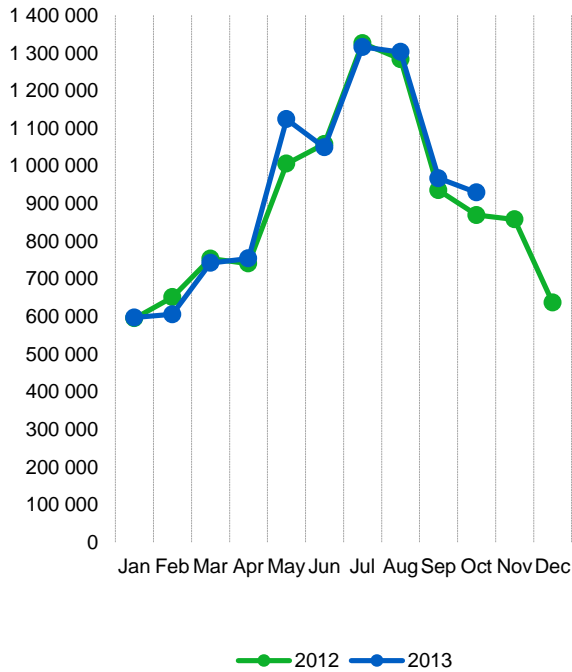
Commercial overnight stays in Stockholm's county Jan-Oct 2013, top 20					
Target group	Guest nights	Change, %			
Total	9 375 452	+ 2			
Sweden	6 242 215	+ 3			
Foreign	3 133 237	- 1			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Germany	391 122	-5	11 Switzerland	101 462	+6
2 Not indicated	311 469	+2	12 The Netherlands	89 525	-3
3 USA	260 198	+3	13 Rest of Asia	74 334	-9
4 Great Britain	259 311	0	14 China	71 687	+9
5 Norway	233 536	+1	15 India	70 501	+34
6 Finland	168 857	0	16 Spain	67 434	-16
7 Denmark	127 576	-7	17 Poland	65 610	-24
8 France	125 692	-4	18 Japan	53 380	-14
9 Italy	117 883	+2	19 Rest of Europa	47 320	+2
10 Russia	106 099	+2	20 Austria	43 305	+10

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

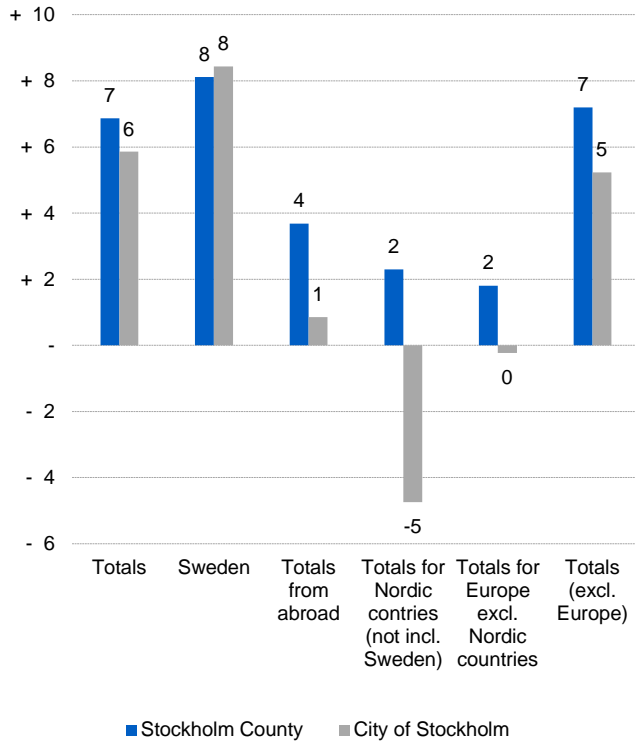
Source: Statistics Sweden and Swedish Agency for Economic and Regional Growth. Provisional data.



Commercial overnight stays, Stockholm county



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



Commercial overnight stays 2013 compared with previous year

	October 2013		YDT	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	929 275	+ 7	9 375 452	+ 2
Domestic	675 207	+ 8	6 242 215	+ 3
Foreign	254 068	+ 4	3 133 237	- 1
Nordic countries excl. Sweden	47 352	+ 2	538 555	- 1
Europe excl. Nordic countries	119 765	+ 2	1 578 919	- 3
Non European	86 951	+ 7	1 015 763	+ 3
City of Stockholm	638 727	+ 6	6 373 258	+ 1
Domestic	431 583	+ 8	3 800 094	+ 2
Foreign	207 144	+ 1	2 573 164	- 0
Nordic countries excl. Sweden	35 676	- 5	411 012	- 4
Europe excl. Nordic countries	95 932	- 0	1 263 793	- 2
Non European	75 536	+ 5	898 359	+ 5
Sweden	3 068 748	+ 4	48 263 144	+ 2

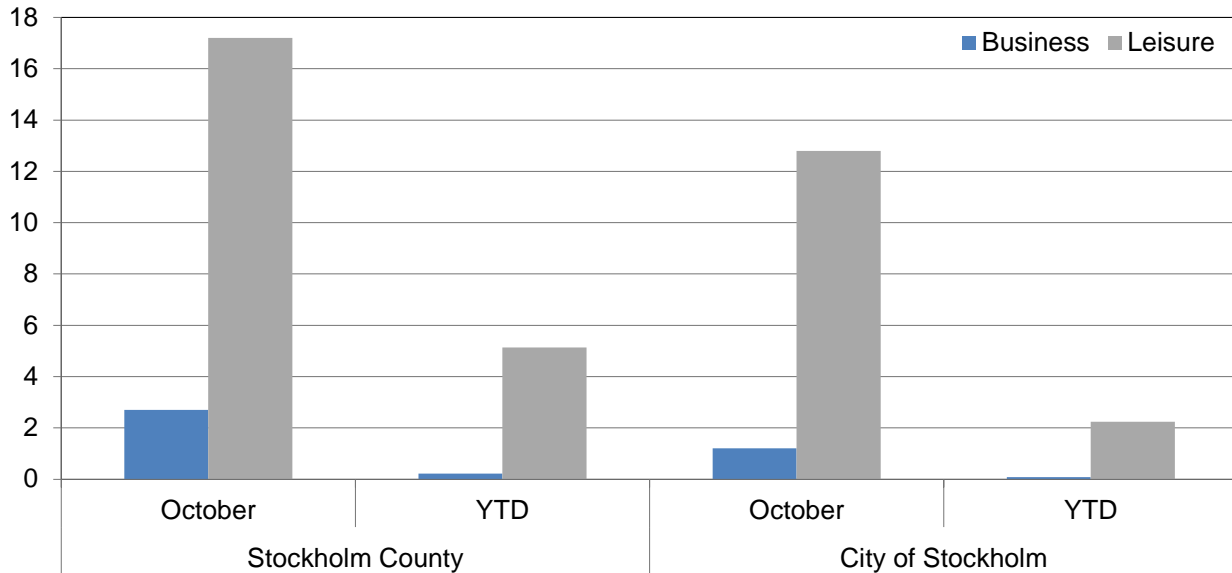


Commercial overnight stays by nationality, Stockholm county and city of Stockholm

Country	Stockholm County						City of Stockholm					
	Guest-nights 2012	Share in Sweden	October 2013			YTD		October 2013		YTD		
			Guest-nights	Change, %	Share in Sweden	Guest-nights	Change, %	Guest-nights	Change, %	Guest-nights	Change, %	
Totals	10 713 593	20 %	929 275	+ 7	30 %	9 375 452	+ 2	638 727	+ 6	6 373 258	+ 1	
Domestic	7 157 565	18 %	675 207	+ 8	28 %	6 242 215	+ 3	431 583	+ 8	3 800 094	+ 2	
Foreign	3 556 028	28 %	254 068	+ 4	38 %	3 133 237	- 1	207 144	+ 1	2 573 164	- 0	
Nordic countries excl. Sweden	619 846	12 %	47 352	+ 2	21 %	538 555	- 1	35 676	- 5	411 012	- 4	
Europe excl. Nordic countries	1 832 917	32 %	119 765	+ 2	42 %	1 578 919	- 3	95 932	- 0	1 263 793	- 2	
Non European	1 103 265	55 %	86 951	+ 7	53 %	1 015 763	+ 3	75 536	+ 5	898 359	+ 5	
Denmark	153 959	13 %	11 287	- 5	19 %	127 576	- 7	7 879	- 12	91 496	- 11	
Norway	264 934	8 %	20 113	+ 4	16 %	233 536	+ 1	15 292	- 4	182 408	- 2	
Finland	191 513	37 %	14 885	+ 4	45 %	168 857	+ 0	11 623	- 2	129 782	- 2	
Iceland	9 440	51 %	1 067	+ 48	63 %	8 586	+ 3	882	+ 41	7 326	+ 3	
Germany	444 420	17 %	27 112	+ 17	28 %	391 122	- 5	21 570	+ 15	293 157	- 5	
Great Britain	299 983	51 %	21 817	- 7	52 %	259 311	+ 0	18 517	- 9	218 222	- 0	
Ireland	22 158	56 %	1 346	- 37	61 %	19 034	- 3	1 121	- 35	17 127	+ 8	
The Netherlands	104 760	19 %	7 186	+ 4	43 %	89 525	- 3	5 810	- 1	70 096	- 4	
Belgium	48 865	42 %	2 857	- 13	40 %	37 619	- 12	2 482	- 17	32 216	- 15	
Luxembourg	3 780	49 %	161	- 34	44 %	3 445	+ 2	140	- 34	3 051	+ 6	
France	150 216	53 %	9 565	+ 22	58 %	125 692	- 4	8 238	+ 18	108 836	- 6	
Switzerland	105 488	42 %	6 343	- 4	66 %	101 462	+ 6	5 126	- 12	86 134	+ 8	
Austria	43 294	46 %	4 158	+ 65	67 %	43 305	+ 10	3 757	+ 78	36 824	+ 12	
Italy	132 711	58 %	7 410	- 12	52 %	117 883	+ 2	6 623	- 11	105 487	+ 1	
Spain	89 184	64 %	4 481	- 21	51 %	67 434	- 16	3 900	- 23	60 551	- 16	
Portugal	11 890	56 %	997	+ 47	50 %	11 040	+ 4	930	+ 65	10 091	+ 4	
Greece	12 073	65 %	1 107	+ 4	64 %	11 399	+ 7	856	- 3	8 617	- 7	
Turkey	17 294	67 %	1 976	+ 25	71 %	17 399	+ 14	1 532	+ 24	12 932	- 0	
Russia	121 824	52 %	6 873	+ 11	62 %	106 099	+ 2	5 788	+ 11	87 604	+ 3	
Estonia	14 109	25 %	1 789	+ 31	52 %	12 480	+ 3	1 006	+ 4	8 761	- 4	
Latvia	14 328	40 %	1 123	- 27	40 %	10 014	- 13	969	- 26	8 730	- 5	
Lithuania	13 680	35 %	1 828	+ 138	55 %	12 781	+ 5	872	+ 34	7 795	+ 14	
Poland	98 988	41 %	5 887	- 16	33 %	65 610	- 24	2 386	+ 5	26 911	- 3	
The Czech Republic	14 222	30 %	935	- 20	25 %	13 803	+ 6	655	- 10	10 519	+ 6	
Slovakia	7 417	55 %	348	- 66	17 %	5 829	- 3	243	- 67	3 950	- 5	
Hungary	10 186	41 %	810	- 31	33 %	9 313	+ 15	608	- 40	6 831	- 4	
Rest of Europe	52 047	37 %	3 656	- 2	37 %	47 320	+ 2	2 803	- 14	39 351	+ 1	
USA	279 424	62 %	15 666	- 4	57 %	260 198	+ 3	12 969	- 9	228 021	+ 2	
Canada	33 628	69 %	2 160	- 1	62 %	31 847	+ 5	1 982	- 1	28 794	+ 7	
Brasil	28 484	71 %	1 495	- 2	45 %	32 023	+ 17	1 397	+ 4	30 329	+ 20	
Central & South America	23 640	69 %	1 503	- 14	63 %	21 174	- 3	1 362	- 13	19 502	- 2	
Japan	66 942	64 %	3 773	- 9	63 %	53 380	- 14	3 331	+ 3	46 469	- 14	
South Korea	13 512	46 %	1 167	- 6	67 %	13 255	+ 10	1 069	- 4	11 825	+ 11	
China	75 041	46 %	6 391	+ 2	45 %	71 687	+ 9	5 223	- 4	55 355	+ 8	
India	61 592	57 %	9 082	+ 50	68 %	70 501	+ 34	8 710	+ 52	67 337	+ 37	
Rest of Asia	88 022	66 %	5 588	+ 6	63 %	74 334	- 9	4 914	+ 5	66 549	- 5	
Australia	38 927	65 %	2 302	- 15	67 %	35 321	+ 2	2 122	- 15	32 940	+ 3	
New Zealand	3 704	62 %	244	+ 21	45 %	3 746	+ 14	215	+ 17	3 342	+ 17	
Rest of the world	41 167	44 %	3 610	+ 16	60 %	36 828	+ 2	2 940	- 7	32 066	+ 6	
Not indicated	349 182	48 %	33 970	+ 12	46 %	311 469	+ 2	29 302	+ 10	275 830	+ 6	



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	
	2013	2012	2013	2012	2013	2012	2013	2012
Number of hotels	296	293	302	296	146	148	147	149
Room capacity	965 363	930 129	9 103 288	8 891 757	580 349	582 589	5 613 219	5 632 050
Occupied rooms	611 980	573 597	5 454 914	5 350 766	415 389	396 890	3 815 308	3 781 650
Capacity utilization (%)	63,4	62,1	59,9	60,2	71,6	68,8	68,0	67,2
Mon-thu (%)	69,7	69,7	66,6	67,8	76,6	75,0	73,5	73,7
Fri-sun (%)	53,1	49,8	51,3	50,4	64,0	58,8	60,9	58,9
Revenues (MSEK)	678,7	642,4	5 907,7	5 816,3	473,1	450,5	4 284,6	4 235,4
Rev. per occupied room (SEK)	1 109	1 120	1 083	1 087	1 139	1 135	1 123	1 120
Rev. per disp. room (SEK)	703	691	649	654	815	773	763	752