



Stockholm's tourism industry

January 2013

- During January 597,000 overnight stays was made in the county's commercial accommodation establishments. That was almost unchanged compared with January last year.
- At hotels, the number of overnight stays increased by more than 11 000. The development for hostels and camping sites were less positive.
- Domestic visitors accounted for nearly three out of four guest nights during the month. Swedish overnight stays rose compared with January 2012, mainly at the hotels in the city of Stockholm. The number of foreign guest nights decreased by 2%, largely due to a weak performance for Europe outside the Nordic region.
- In January, Russian visitors account for a large portion of overnight stays. Overnight stays by Russian visitors has increased by 2%. Among other target groups a rise is noted for Norway (+17%), Spain (+4%), China (+30%) and India (+47%). On the other hand, the number of guest nights decreased for eg Germany (-8%), the UK (-4%), France (-5%) and the USA (-3%).
- The number of occupied rooms increased by more than 4 000 to 406 000. During the same period, room capacity increased by over 5%. The price of an average room was 1 021 SEK, which is 10 SEK lower than last year.
- Hotel revenue for rooms sold rose marginally to 414.4 million SEK, of which 282.4 million SEK was spent at hotels in the city.

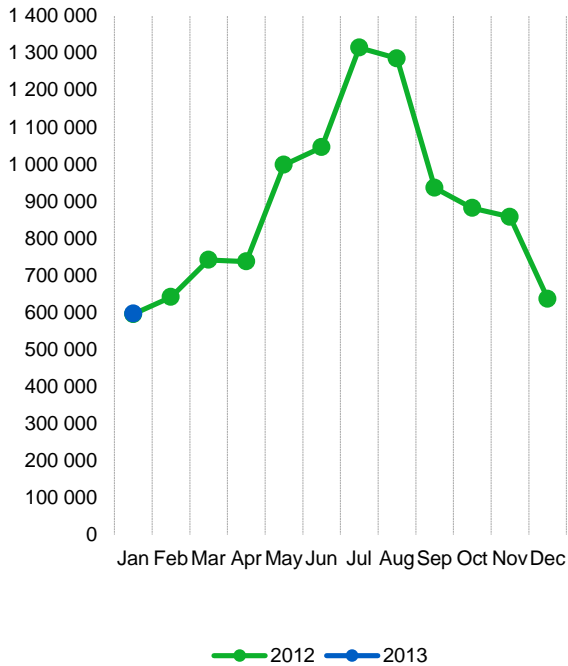
Commercial overnight stays in Stockholm's county Jan 2013, top 20					
Target group	Guest nights	Change, %			
Total	597 077	+ 0			
Sweden	431 164	+ 1			
Foreign	165 913	- 2			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Russia	18 631	+ 2	11 Italy	5 332	- 20
2 Not indicated	16 991	+ 1	12 The Netherlands	5 007	- 4
3 Great Britain	15 995	- 4	13 India	4 083	+ 47
4 Norway	14 428	+ 17	14 China	3 354	+ 30
5 Germany	11 650	- 8	15 Spain	3 053	+ 4
6 USA	10 180	- 3	16 Switzerland	3 017	- 5
7 Finland	9 729	- 8	17 The rest of Europe	2 545	+ 25
8 Denmark	7 911	- 2	18 The rest of Asia	2 284	- 41
9 France	6 642	- 5	19 Australia	2 231	- 8
10 Poland	5 435	- 25	20 Belgium	1 861	- 15

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

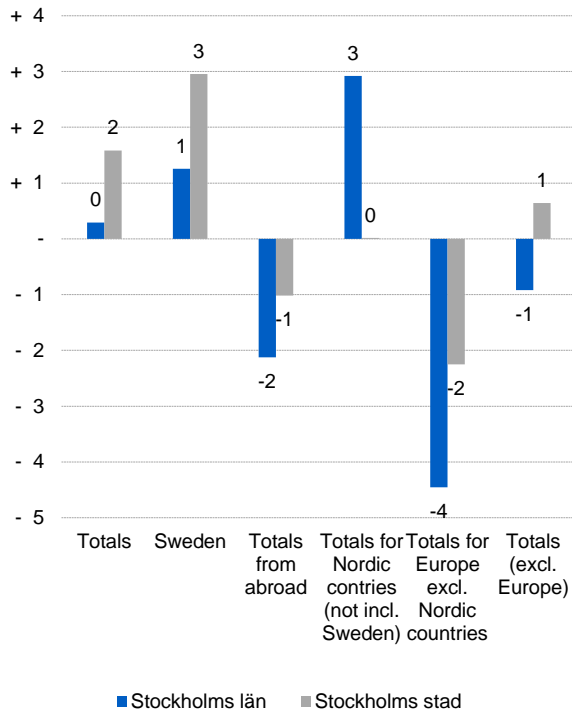
Source: Statistics Sweden and Swedish Agency for Economic and Regional Growth. Provisional data.



Commercial overnight stays, Stockholm county



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



Commercial overnight stays 2013 compared with previous year

	January 2012		YDT	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	597 077	+ 0	597 077	+ 0
Domestic	431 164	+ 1	431 164	+ 1
Foreign	165 913	- 2	165 913	- 2
Nordic countries excl. Sweden	32 395	+ 3	32 395	+ 3
Europe excl. Nordic countries	87 959	- 4	87 959	- 4
Non European	45 559	- 1	45 559	- 1
City of Stockholm	404 861	+ 2	404 861	+ 2
Domestic	268 259	+ 3	268 259	+ 3
Foreign	136 602	- 1	136 602	- 1
Nordic countries excl. Sweden	25 487	+ 0	25 487	+ 0
Europe excl. Nordic countries	71 856	- 2	71 856	- 2
Non European	39 259	+ 1	39 259	+ 1
Sweden	2 946 751	- 0	2 946 751	- 0

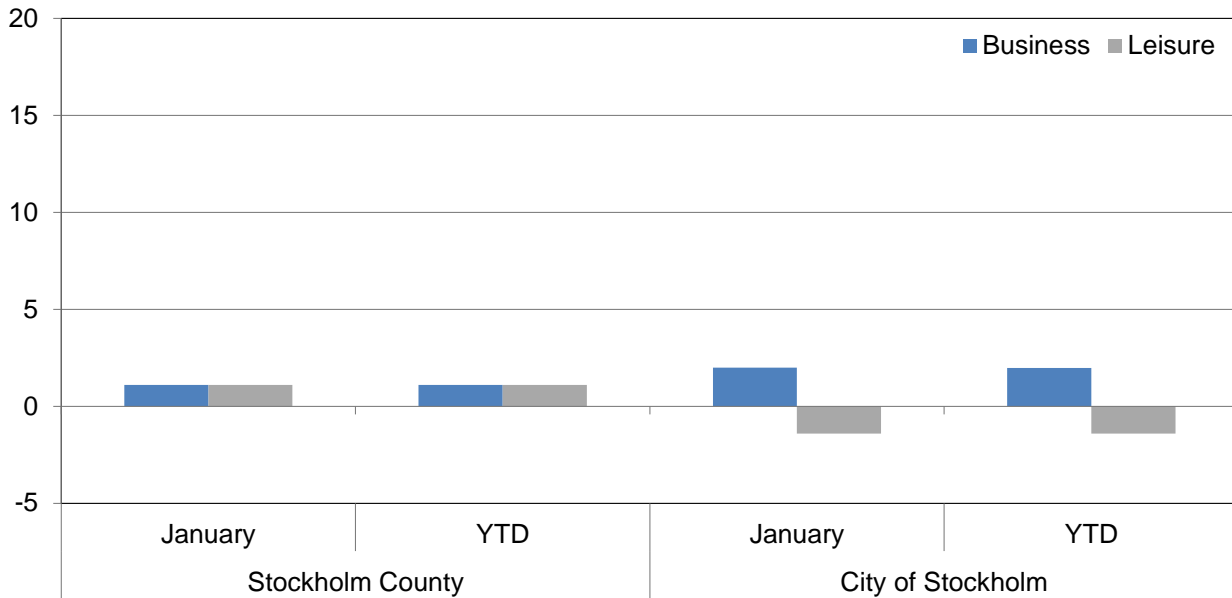


Commercial overnight stays by nationality, Stockholm county and city of Stockholm

Country	Stockholm County						City of Stockholm					
	Guest-nights 2012	Share in Sweden	January 2013			YTD		January 2013		YTD		
			Guest-nights	Change, %	Share in Sweden	Guest-nights	Change, %	Guest-nights	Change, %	Guest-nights	Change, %	
Totals	10 757 883	20 %	597 077	+ 0	20 %	597 077	+ 0	404 861	+ 2	404 861	+ 2	
Domestic	7 218 349	18 %	431 164	+ 1	18 %	431 164	+ 1	268 259	+ 3	268 259	+ 3	
Foreign	3 539 534	28 %	165 913	- 2	28 %	165 913	- 2	136 602	- 1	136 602	- 1	
Nordic countries excl. Sweden	616 775	12 %	32 395	+ 3	13 %	32 395	+ 3	25 487	+ 0	25 487	+ 0	
Europe excl. Nordic countries	1 819 285	32 %	87 959	- 4	36 %	87 959	- 4	71 856	- 2	71 856	- 2	
Non European	1 103 474	54 %	45 559	- 1	46 %	45 559	- 1	39 259	+ 1	39 259	+ 1	
Denmark	153 247	13 %	7 911	- 2	7 %	7 911	- 2	5 710	- 4	5 710	- 4	
Norway	263 427	8 %	14 428	+ 17	14 %	14 428	+ 17	11 966	+ 16	11 966	+ 16	
Finland	190 742	36 %	9 729	- 8	42 %	9 729	- 8	7 507	- 14	7 507	- 14	
Iceland	9 359	51 %	327	- 34	47 %	327	- 34	304	- 32	304	- 32	
Germany	441 833	17 %	11 650	- 8	21 %	11 650	- 8	9 251	- 11	9 251	- 11	
Great Britain	300 001	51 %	15 995	- 4	45 %	15 995	- 4	13 464	- 3	13 464	- 3	
Ireland	21 951	56 %	1 014	+ 4	60 %	1 014	+ 4	892	+ 3	892	+ 3	
The Netherlands	102 973	19 %	5 007	- 4	32 %	5 007	- 4	4 136	- 7	4 136	- 7	
Belgium	48 233	42 %	1 861	- 15	28 %	1 861	- 15	1 628	- 18	1 628	- 18	
Luxembourg	3 785	49 %	241	+ 80	78 %	241	+ 80	235	+ 82	235	+ 82	
France	149 170	52 %	6 642	- 5	42 %	6 642	- 5	5 996	- 5	5 996	- 5	
Switzerland	103 795	41 %	3 017	- 5	58 %	3 017	- 5	2 504	- 12	2 504	- 12	
Austria	42 400	45 %	1 183	+ 7	45 %	1 183	+ 7	895	+ 9	895	+ 9	
Italy	131 070	58 %	5 332	- 20	54 %	5 332	- 20	4 855	- 21	4 855	- 21	
Spain	88 190	63 %	3 053	+ 4	58 %	3 053	+ 4	2 695	+ 10	2 695	+ 10	
Portugal	11 772	56 %	510	- 2	57 %	510	- 2	443	- 6	443	- 6	
Greece	12 005	64 %	568	+ 7	49 %	568	+ 7	313	- 37	313	- 37	
Turkey	17 149	67 %	909	+ 121	51 %	909	+ 121	577	+ 52	577	+ 52	
Russia	120 974	52 %	18 631	+ 2	38 %	18 631	+ 2	16 532	+ 5	16 532	+ 5	
Estonia	14 080	25 %	1 160	+ 18	12 %	1 160	+ 18	739	- 11	739	- 11	
Latvia	14 349	40 %	891	+ 20	42 %	891	+ 20	799	+ 43	799	+ 43	
Lithuania	13 602	35 %	647	- 41	48 %	647	- 41	399	- 14	399	- 14	
Poland	99 590	41 %	5 435	- 25	44 %	5 435	- 25	2 091	+ 33	2 091	+ 33	
The Czech Republic	14 051	30 %	483	- 24	24 %	483	- 24	297	- 19	297	- 19	
Slovakia	7 428	55 %	747	+ 196	68 %	747	+ 196	561	+ 264	561	+ 264	
Hungary	9 693	40 %	438	- 10	40 %	438	- 10	395	- 8	395	- 8	
Rest of Europe	51 191	34 %	2 545	+ 25	46 %	2 545	+ 25	2 159	+ 29	2 159	+ 29	
USA	275 517	61 %	10 180	- 3	51 %	10 180	- 3	8 366	- 9	8 366	- 9	
Canada	33 053	68 %	1 097	- 15	65 %	1 097	- 15	944	- 7	944	- 7	
Brasil	28 100	71 %	770	+ 24	68 %	770	+ 24	660	+ 26	660	+ 26	
Central & South America	21 316	67 %	732	+ 17	62 %	732	+ 17	646	+ 19	646	+ 19	
Japan	63 009	62 %	1 340	- 14	30 %	1 340	- 14	1 164	- 1	1 164	- 1	
South Korea	13 282	49 %	927	+ 30	57 %	927	+ 30	598	+ 1	598	+ 1	
China	74 785	46 %	3 354	+ 30	49 %	3 354	+ 30	3 030	+ 28	3 030	+ 28	
India	62 080	57 %	4 083	+ 47	57 %	4 083	+ 47	3 925	+ 47	3 925	+ 47	
Rest of Asia	86 503	59 %	2 284	- 41	27 %	2 284	- 41	1 902	- 43	1 902	- 43	
Australia	38 221	65 %	2 231	- 8	53 %	2 231	- 8	2 078	- 8	2 078	- 8	
New Zealand	3 661	62 %	127	- 22	56 %	127	- 22	123	- 19	123	- 19	
Rest of the world	40 522	43 %	1 443	- 31	57 %	1 443	- 31	1 230	- 30	1 230	- 30	
Not indicated	363 425	49 %	16 991	+ 1	43 %	16 991	+ 1	14 593	+ 9	14 593	+ 9	



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			
	January		YTD		January		YTD	
	2013	2012	2013	2012	2013	2012	2013	2012
Number of hotels	289	287	289	287	146	147	146	147
Room capacity	906 732	865 271	906 732	865 271	565 498	545 926	565 498	545 926
Occupied rooms	405 903	401 458	405 903	401 458	275 762	273 081	275 762	273 081
Capacity utilization (%)	44,8	45,9	44,8	45,9	48,8	49,0	48,8	49,0
Mon-thu (%)	53,2	55,0	53,2	55,0	56,7	57,0	56,7	57,0
Fri-sun (%)	32,7	33,0	32,7	33,0	37,6	37,7	37,6	37,7
Revenues (MSEK)	414,4	413,9	414,4	413,9	282,4	281,8	282,4	281,8
Rev. per occupied room (SEK)	1 021	1 031	1 021	1 031	1 024	1 032	1 024	1 032
Rev. per disp. room (SEK)	457	478	457	478	499	516	499	516