

Stockholm's tourism industry. January 2016

During the month of January over 750 thousand guest nights were recorded at commercial accommodation in the county of Stockholm. This is an increase of 1 % compared to January in 2015. Circa 70 % of overnight stays came from domestic demand which decreased by 2 %. Foreign overnight stays in general increased by 7 %.

Nordic guest nights increased by 6 %. Norwegian visitors stood for the majority of guest nights, and increased by 4 %, followed by Finnish visitors, which increased by 6 %.

Commercial overnight stays in Stockholm's county January 2016, top 20.

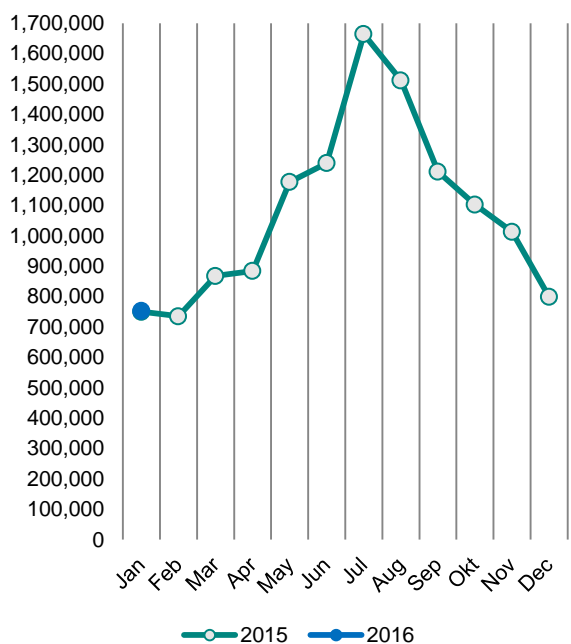
Target group	Guest nights	Change, %			
Total	753,281	1%			
Sweden	524,748	-2%			
Foreign	228,533	7%			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Not indicated	29,474	4%	11 Italy	6,858	4%
2 UK	21,423	-6%	12 Netherlands	5,696	13%
3 Norway	16,697	4%	13 China	5,236	38%
4 Germany	15,017	1%	14 Poland	4,909	-34%
5 USA	14,670	17%	15 Switzerland	4,212	18%
6 Finland	11,597	6%	16 Australia	3,917	30%
7 Denmark	9,698	9%	17 Spain	3,856	0%
8 India	8,457	35%	18 Belgium	2,930	30%
9 Russia	8,375	-36%	19 Ireland	2,546	96%
10 France	8,351	4%	20 Lithuania	2,082	115%

For the other European countries the number of overnight stays decreased by 3 %. The countries with the most recorded nights were the UK, which decreased by 6 %, and Germany, which increased by 1 %, compared to January in 2015.

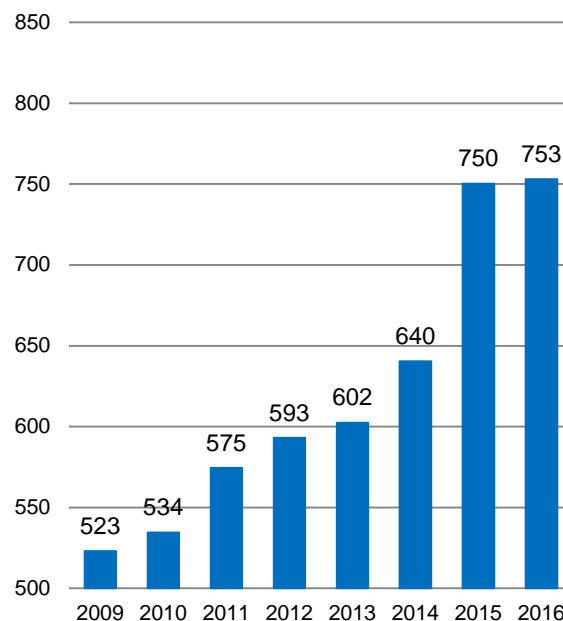
The number of overnight stays also increased for non-European countries, 22 %. The US accounted for the largest number of nights and increased by 17 %.

In Stockholm's county, the average price of a hotel night increased as well as the hotels' total revenues compared to January in 2015.

**Commercial overnight stays by month
2015 and 2016, Stockholm county**



**Commercial overnight stays, January
2009-2016, Stockholm county.
(Thousands)**



Commercial overnight stays 2016 compared with previous year.

	January 2016		YTD	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	753,281	1%	753,281	1%
Domestic	524,748	-2%	524,748	-2%
Foreign	228,533	7%	228,533	7%
Nordic countries, excl. Sweden	38,612	6%	38,612	6%
Europe excl. Nordic countries	100,284	-3%	100,284	-3%
Non-European	89,637	22%	89,637	22%
City of Stockholm	499,277	1%	499,277	1%
Domestic	317,054	-1%	317,054	-1%
Foreign	182,223	4%	182,223	4%
Nordic countries, excl. Sweden	28,767	2%	28,767	2%
Europe excl. Nordic countries	76,722	-6%	76,722	-6%
Non-European	76,734	19%	76,734	19%
Sweden	3,322,548	3%	3,322,548	3%

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

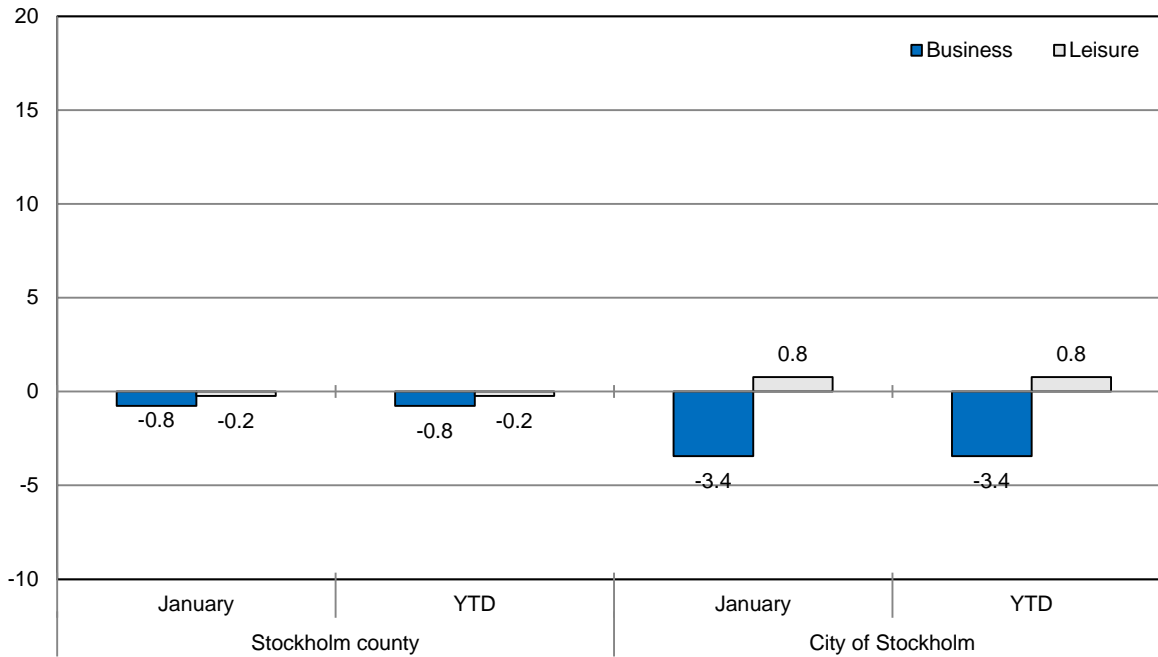
Source: Statistics Sweden and Swedish Agency for Economic and Regional Growth, preliminary data.

Commercial overnight stays by nationality, Stockholm county and City of Stockholm.

Country	Stockholm county						City of Stockholm				
	Guest nights 2015	Share in Sweden	January 2016			YTD 2016		January 2016		YTD 2016	
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %
Total	12,977,410	21%	753,281	1	23%	753,281	1	499,277	1	499,277	1
Sweden	8,453,442	19%	524,748	-2	20%	524,748	-2	317,054	-1	317,054	-1
Foreign	4,523,968	30%	228,533	7	34%	228,533	7	182,223	4	182,223	4
Nordic countries excl. Sweden	760,054	14%	38,612	6	17%	38,612	6	28,767	2	28,767	2
Europe excl. Nordic countries	2,147,258	32%	100,284	-3	37%	100,284	-3	76,722	-6	76,722	-6
Non-European/ not indicated	1,616,656	52%	89,637	22	53%	89,637	22	76,734	19	76,734	19
Europe	2,907,312	24%	138,896	-1	28%	138,896	-1	105,489	-4	105,489	-4
Austria	60,120	46%	1,720	-3	44%	1,720	-3	1,380	-2	1,380	-2
Belarus	1,872	53%	199	-29	83%	199	-29	172	-33	172	-33
Belgium	56,731	40%	2,930	30	45%	2,930	30	2,443	30	2,443	30
Bulgaria	4,667	42%	370	93	44%	370	93	267	57	267	57
Croatia	3,194	29%	227	-6	18%	227	-6	158	-23	158	-23
Czech Republic	16,303	24%	652	-35	18%	652	-35	455	-40	455	-40
Denmark	218,082	18%	9,698	9	11%	9,698	9	6,786	13	6,786	13
Estonia	17,373	23%	1,284	-6	17%	1,284	-6	831	-1	831	-1
Finland	214,518	38%	11,597	6	38%	11,597	6	8,557	-2	8,557	-2
France	155,850	50%	8,351	4	49%	8,351	4	7,138	1	7,138	1
Georgia	4,076	42%	68	-44	23%	68	-44	56	-43	56	-43
Germany	525,643	18%	15,017	1	23%	15,017	1	11,340	3	11,340	3
Greece	17,673	69%	806	-12	55%	806	-12	667	-20	667	-20
Hungary	11,352	33%	537	-5	21%	537	-5	452	-10	452	-10
Iceland	20,663	63%	620	-3	65%	620	-3	553	17	553	17
Ireland	24,413	52%	2,546	96	69%	2,546	96	753	-16	753	-16
Italy	134,554	55%	6,858	4	47%	6,858	4	5,795	0	5,795	0
Latvia	13,319	35%	1,217	45	38%	1,217	45	652	1	652	1
Lithuania	22,056	43%	2,082	115	55%	2,082	115	1,052	85	1,052	85
Luxembourg	9,758	64%	364	-3	67%	364	-3	329	-4	329	-4
Netherlands	119,809	18%	5,696	13	36%	5,696	13	4,272	5	4,272	5
Norway	306,791	9%	16,697	4	15%	16,697	4	12,871	0	12,871	0
Poland	114,909	41%	4,909	-34	32%	4,909	-34	1,849	-43	1,849	-43
Portugal	16,692	52%	839	21	62%	839	21	743	16	743	16
Romania	18,879	46%	1,064	20	44%	1,064	20	785	-4	785	-4
Russia	78,067	54%	8,375	-36	29%	8,375	-36	6,749	-39	6,749	-39
Slovakia	4,861	23%	272	-1	18%	272	-1	211	-16	211	-16
Slovenia	3,411	18%	74	-28	8%	74	-28	64	-12	64	-12
Spain	109,606	66%	3,856	0	53%	3,856	0	3,164	-8	3,164	-8
Switzerland	128,558	37%	4,212	18	49%	4,212	18	3,561	15	3,561	15
Turkey	25,929	71%	1,819	5	68%	1,819	5	1,436	24	1,436	24
UK	394,604	51%	21,423	-6	45%	21,423	-6	17,771	-8	17,771	-8
Ukraine	8,052	40%	734	28	82%	734	28	593	27	593	27
Rest of Europe	44,927	34%	1,783	8	36%	1,783	8	1,584	37	1,584	37

Country	Stockholm county						City of Stockholm					
	Guest nights 2015	Share in Sweden	January 2016			YTD 2016		January 2016		YTD 2016		
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %	
North America	384,603	65%	16,705	21	64%	16,705	21	14,461	18	14,461	18	
Canada	37,662	66%	2,035	55	69%	2,035	55	2,437	55	2,437	55	
USA	346,941	65%	14,670	17	63%	14,670	17	15,343	14	15,343	14	
Central & South America	63,571	70%	2,540	2	56%	2,540	2	2,211	2	2,211	2	
Argentina	6,383	79%	246	71	75%	246	71	211	53	211	53	
Brazil	31,231	74%	904	-25	49%	904	-25	790	-28	790	-28	
Chile	3,780	82%	306	244	85%	306	244	267	214	267	214	
Columbia	2,392	72%	91	-4	88%	91	-4	81	-4	81	-4	
Mexico	7,302	72%	374	58	58%	374	58	335	63	335	63	
Rest of Central & South America	12,483	70%	619	-15	48%	619	-15	527	-4	527	-4	
Asia	390,053	53%	23,262	29	57%	23,262	29	19,198	25	19,198	25	
China	88,188	34%	5,236	38	48%	5,236	38	4,350	38	4,350	38	
India	124,145	68%	8,457	35	69%	8,457	35	7,281	26	7,281	26	
Indonesia	3,166	70%	134	29	74%	134	29	120	35	120	35	
Iran	3,277	53%	243	27	71%	243	27	183	55	183	55	
Israel	13,025	68%	395	-1	49%	395	-1	334	-4	334	-4	
Japan	53,195	62%	1,312	9	38%	1,312	9	1,066	8	1,066	8	
Malaysia	4,844	67%	267	40	60%	267	40	222	22	222	22	
Qatar	13,444	93%	1,321	184	97%	1,321	184	372	691	372	691	
Saudi Arabia	6,976	60%	207	-30	40%	207	-30	167	-9	167	-9	
Singapore	9,342	62%	408	-11	49%	408	-11	367	-8	367	-8	
South Korea	14,390	34%	1,108	42	46%	1,108	42	981	36	981	36	
Taiwan	10,045	69%	415	95	76%	415	95	343	81	343	81	
Thailand	21,808	67%	1,890	24	85%	1,890	24	1,750	20	1,750	20	
United Arab Emirates	18,190	78%	1,036	8	86%	1,036	8	957	6	957	6	
Rest of Asia	27,082	44%	833	-5	24%	833	-5	705	-7	705	-7	
Africa	30,877	51%	1,294	19	38%	1,294	19	1,146	45	1,146	45	
Egypt	3,429	42%	216	167	54%	216	167	179	149	179	149	
Morocco	1,181	50%	109	142	61%	109	142	95	132	95	132	
Namibia	3,406	66%	218	-2	95%	218	-2	205	-6	205	-6	
South Africa	5,697	52%	308	44	35%	308	44	274	40	274	40	
Rest of Africa	17,164	51%	443	-19	25%	443	-19	393	51	393	51	
Oceania	53,273	65%	4,262	10	64%	4,262	10	3,777	30	3,777	30	
Australia	47,695	66%	3,917	12	65%	3,917	12	3,472	29	3,472	29	
New Zealand	5,181	60%	329	28	53%	329	28	289	45	289	45	
Rest of Oceania	397	41%	16	-88	76%	16	-88	16	78	16	78	
Rest of the World	135,132	48%	12,100	1032	51%	12,100	1032	11,065	75	11,065	75	
Not indicated	538,083	45%	29,474	12	46%	29,474	12	24,876	1	24,876	1	

Occupied hotel rooms by target group in Stockholm county and City of Stockholm, development (%) compared with previous year.



Hotels – key figures

	Stockholm county				City of Stockholm			
	January		YTD		January		YTD	
	2016	2015	2016	2015	2016	2015	2016	2015
Number of hotels	299	291	299	291	150	146	150	146
Room capacity	940,567	946,621	940,567	946,621	579,980	570,555	579,980	570,555
Occupied rooms	478,654	478,928	478,654	478,928	316,111	320,622	316,111	320,622
Capacity utilization (%)	50.9	50.6	50.9	50.6	54.5	50.3	54.5	50.3
Mon-Thu (%)	61.9	61.0	61.9	61.0	65.3	61.0	65.3	61.0
Fri-Sun (%)	40.1	40.3	40.1	40.3	44.3	38.6	44.3	38.6
Revenues (MSEK)	492.7	483.6	492.7	483.6	337.4	334.0	337.4	334.0
Rev. Per occupied room (SEK)	1,029	1,010	1,029	1,010	1,067	1,042	1,067	1,042
Rev. Per disp. room (SEK)	524	511	524	511	582	585	582	585