

Stockholm's tourism industry. March 2016

During the month of March over 870 thousand guest nights were recorded at commercial accommodations in the county of Stockholm. This is an increase of 0 % compared to March in 2015. Circa 70 % of overnight stays came from domestic demand which decreased by 4 %. Foreign overnight stays in general increased by 11 %.

Nordic guest nights increased by 11 %. Norwegian visitors stood for the majority of guest nights, and increased by 7 %, followed by Finnish visitors, which increased by 15 %.

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

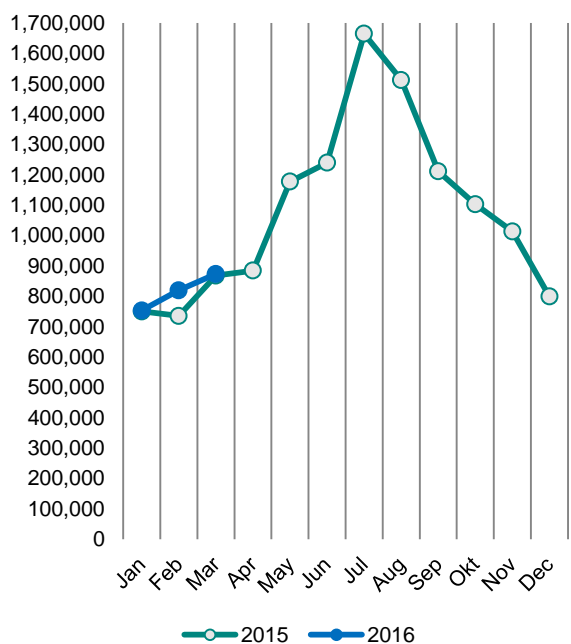
Target group	Guest nights	Change, %			
Total	873,626	0%			
Sweden	603,116	-4%			
Foreign	270,510	11%			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Not indicated	37,650	15%	11 Netherlands	6,824	2%
2 UK	24,970	-2%	12 Poland	6,568	-28%
3 Germany	24,627	24%	13 Switzerland	5,777	57%
4 Norway	18,557	7%	14 China	5,728	75%
5 USA	17,579	0%	15 Italy	5,698	-2%
6 Finland	14,998	15%	16 Ireland	4,177	199%
7 Denmark	12,335	14%	17 Belgium	3,803	27%
8 France	8,371	0%	18 Russia	3,442	-23%
9 India	7,971	-7%	19 Austria	3,023	11%
10 Spain	7,830	58%	20 Thailand	2,599	21%

For the other European countries the number of overnight stays increased by 12 %. The countries with the most recorded nights were the UK, which decreased by 2 %, and Germany, which increased by 24 %, compared to March in 2015.

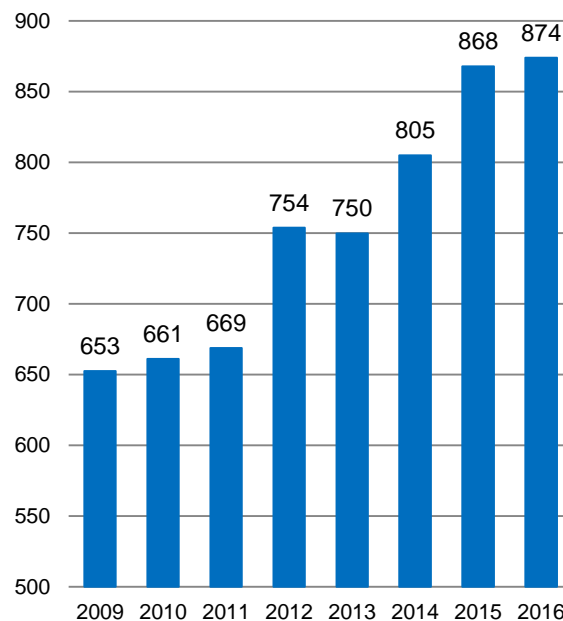
The number of overnight stays also increased for non-European countries, 8 %. The US accounted for the largest number of nights and increased by 0 %.

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

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



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



Commercial overnight stays 2016 compared with previous year.

	March 2016		YTD	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	873,626	0%	2,438,844	4%
Domestic	603,116	-4%	1,694,271	1%
Foreign	270,510	11%	744,573	12%
Nordic countries, excl. Sweden	46,795	11%	126,580	9%
Europe excl. Nordic countries	123,822	12%	332,644	7%
Non-European	99,893	8%	285,349	18%
City of Stockholm	590,834	2%	1,634,866	5%
Domestic	374,396	-3%	1,036,854	1%
Foreign	216,438	11%	598,012	11%
Nordic countries, excl. Sweden	34,426	8%	94,923	7%
Europe excl. Nordic countries	95,490	13%	256,705	7%
Non-European	86,522	10%	246,384	19%
Sweden	4,314,310	13%	11,445,354	6%

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

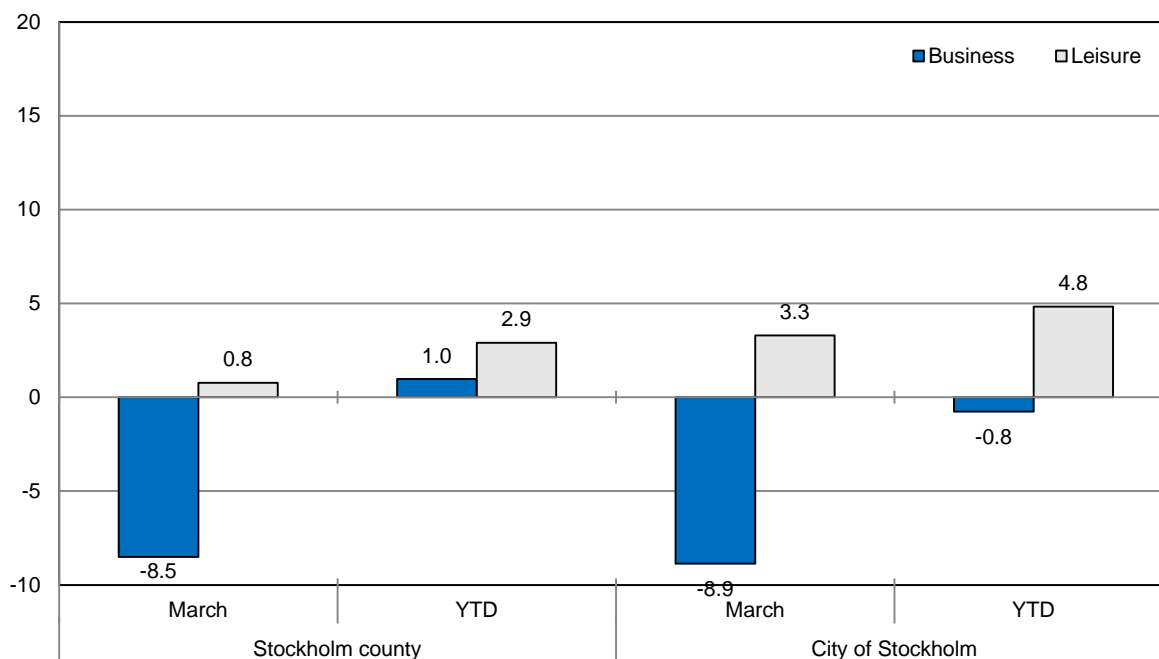
Source: Statistics Sweden and Swedish Agency for Economic and Regional Growth, preliminary data.

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

Country	Stockholm county						City of Stockholm				
	Guest nights 2015	Share in Sweden	March 2016			YTD 2016		March 2016		YTD 2016	
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %
Total	12,977,410	21%	873,626	0	20%	2,438,844	4	590,834	2	1,634,866	5
Sweden	8,453,442	19%	603,116	-4	17%	1,694,271	1	374,396	-3	1,036,854	1
Foreign	4,523,968	30%	270,510	11	33%	744,573	12	216,438	11	598,012	11
Nordic countries excl. Sweden	760,054	14%	46,795	11	15%	126,580	9	34,426	8	94,923	7
Europe excl. Nordic countries	2,147,258	32%	123,822	12	39%	332,644	7	95,490	13	256,705	7
Non-European/ not indicated	1,616,656	52%	99,893	8	49%	285,349	18	86,522	10	246,384	19
Europe	2,907,312	24%	170,617	12	27%	459,224	8	129,916	12	351,628	7
Austria	60,120	46%	3,023	11	57%	6,838	14	2,516	19	5,635	21
Belarus	1,872	53%	183	252	64%	493	16	165	224	430	74
Belgium	56,731	40%	3,803	27	44%	10,102	22	3,141	22	8,396	17
Bulgaria	4,667	42%	358	40	48%	1,131	75	305	50	936	50
Croatia	3,194	29%	326	13	27%	808	18	291	29	656	3
Czech Republic	16,303	24%	1,330	-2	26%	3,188	-4	1,063	63	2,413	0
Denmark	218,082	18%	12,335	14	12%	33,507	14	8,796	16	24,086	-11
Estonia	17,373	23%	1,774	2	20%	5,054	13	1,247	40	3,588	-24
Finland	214,518	38%	14,998	15	34%	39,413	8	10,815	7	29,369	7
France	155,850	50%	8,371	0	44%	25,227	2	6,967	0	21,407	-5
Georgia	4,076	42%	150	-5	39%	337	-27	137	27	288	4
Germany	525,643	18%	24,627	24	27%	55,737	14	19,423	27	43,262	15
Greece	17,673	69%	788	-18	46%	2,642	-19	626	-28	2,209	50
Hungary	11,352	33%	880	45	41%	1,977	14	687	37	1,584	56
Iceland	20,663	63%	905	4	51%	2,277	-6	720	-1	1,915	6
Ireland	24,413	52%	4,177	199	76%	9,708	118	1,433	24	3,321	2
Italy	134,554	55%	5,698	-2	42%	17,902	1	4,921	0	15,440	7
Latvia	13,319	35%	1,150	24	26%	4,097	57	774	17	2,772	-18
Lithuania	22,056	43%	2,533	38	47%	7,812	78	1,479	56	3,824	10
Luxembourg	9,758	64%	577	24	68%	1,329	10	520	17	1,206	13
Netherlands	119,809	18%	6,824	2	37%	18,521	4	5,425	1	14,582	-36
Norway	306,791	9%	18,557	7	11%	51,383	8	14,095	5	39,553	30
Poland	114,909	41%	6,568	-28	34%	19,042	-24	2,918	-11	8,768	36
Portugal	16,692	52%	913	13	55%	2,398	13	800	11	2,109	85
Romania	18,879	46%	1,780	35	52%	4,294	35	1,397	15	3,324	28
Russia	78,067	54%	3,442	-23	56%	14,310	-32	2,341	-35	11,173	-1
Slovakia	4,861	23%	451	62	34%	1,279	52	358	65	945	25
Slovenia	3,411	18%	319	213	50%	606	80	263	186	516	30
Spain	109,606	66%	7,830	58	62%	16,271	27	6,858	64	13,968	18
Switzerland	128,558	37%	5,777	57	55%	14,347	30	4,965	57	12,373	48
Turkey	25,929	71%	1,951	14	67%	5,783	11	1,539	25	4,704	5
UK	394,604	51%	24,970	-2	43%	72,064	2	20,133	-4	58,743	9
Ukraine	8,052	40%	740	76	70%	2,201	47	540	75	1,780	19
Rest of Europe	44,927	34%	2,509	71	41%	7,146	26	2,258	92	6,353	68

Country	Stockholm county						City of Stockholm					
	Guest nights 2015	Share in Sweden	March 2016			YTD 2016		March 2016		YTD 2016		
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %	
North America	384,603	65%	19,238	0	61%	52,005	11	17,136	0	46,013	11	
Canada	37,662	66%	1,659	1	61%	5,476	29	1,459	-1	4,855	29	
USA	346,941	65%	17,579	0	61%	46,529	9	15,677	0	41,158	9	
Central & South America	63,571	70%	3,213	44	67%	8,591	29	2,777	50	7,495	37	
Argentina	6,383	79%	508	113	90%	1,030	89	461	111	899	83	
Brazil	31,231	74%	1,046	-7	59%	3,060	-8	878	-9	2,669	-8	
Chile	3,780	82%	120	48	86%	497	62	111	44	440	59	
Columbia	2,392	72%	156	63	64%	405	75	132	42	362	73	
Mexico	7,302	72%	476	68	78%	1,245	81	418	60	1,106	85	
Rest of Central & South America	12,483	70%	907	122	62%	2,354	50	777	221	2,019	102	
Asia	390,053	53%	24,830	8	53%	73,769	17	20,566	9	61,765	17	
China	88,188	34%	5,728	75	51%	17,003	46	5,002	98	14,710	48	
India	124,145	68%	7,971	-7	53%	25,210	13	6,678	-12	21,929	11	
Indonesia	3,166	70%	214	123	71%	494	76	196	118	425	73	
Iran	3,277	53%	245	16	56%	619	18	217	40	522	55	
Israel	13,025	68%	536	6	71%	1,379	4	466	0	1,149	-3	
Japan	53,195	62%	2,070	-21	38%	5,876	-5	1,680	-20	4,703	-8	
Malaysia	4,844	67%	291	124	67%	870	88	199	59	652	47	
Qatar	13,444	93%	1,269	34	98%	3,926	69	352	232	1,250	353	
Saudi Arabia	6,976	60%	231	-43	38%	583	-42	193	-31	447	-29	
Singapore	9,342	62%	479	-7	38%	1,348	-4	431	-6	1,218	-3	
South Korea	14,390	34%	745	18	62%	2,900	30	648	26	2,534	31	
Taiwan	10,045	69%	443	46	45%	1,589	43	350	54	1,355	47	
Thailand	21,808	67%	2,599	21	86%	6,274	19	2,366	16	5,815	15	
United Arab Emirates	18,190	78%	1,076	12	78%	3,188	20	984	7	2,923	16	
Rest of Asia	27,082	44%	933	-40	25%	2,510	-44	804	-36	2,133	-36	
Africa	30,877	51%	1,793	-41	55%	4,651	-20	1,584	-15	4,109	8	
Egypt	3,429	42%	253	41	52%	628	47	223	43	531	39	
Morocco	1,181	50%	97	17	69%	242	1	84	9	209	-7	
Namibia	3,406	66%	197	-3	95%	474	-23	180	-3	442	-25	
South Africa	5,697	52%	304	-12	57%	880	2	258	-4	765	5	
Rest of Africa	17,164	51%	942	-58	50%	2,427	-34	839	-28	2,162	15	
Oceania	53,273	65%	2,076	1	55%	9,159	30	1,829	-2	7,776	21	
Australia	47,695	66%	1,808	-2	56%	7,877	23	1,603	-5	7,018	19	
New Zealand	5,181	60%	259	34	52%	1,209	100	220	44	732	43	
Rest of Oceania	397	41%	9	-53	24%	73	115	6	-67	26	-19	
Rest of the World	135,132	48%	11,093	14	39%	37,510	56	10,413	22	34,721	57	
Not indicated	538,083	45%	37,650	15	44%	99,664	14	32,217	12	84,505	11	

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			
	March		YTD		March		YTD	
	2016	2015	2016	2015	2016	2015	2016	2015
Number of hotels	299	296	299	296	149	147	150	148
Room capacity	970,737	975,067	2,807,471	2,801,741	588,163	596,468	1,707,835	1,716,738
Occupied rooms	540,422	575,442	1,547,316	1,529,006	367,192	387,244	1,036,179	1,029,025
Capacity utilization (%)	55.7	59.1	55.1	54.6	62.4	65.1	60.7	59.9
Mon-Thu (%)	60.6	66.6	63.2	62.9	67.0	72.1	68.5	67.8
Fri-Sun (%)	48.7	48.0	45.2	40.3	56.1	54.8	51.4	50.3
Revenues (MSEK)	551.4	601.2	1594.3	1563.9	388.0	414.6	1107.9	1083.1
Rev. Per occupied room (SEK)	1,020	1,045	1,051	1,031	1,057	1,071	1,089	1,066
Rev. Per disp. room (SEK)	568	617	579	563	660	695	661	639