

Stockholm's tourism industry. May 2016

During the month of May over 1.2 million guest nights were recorded at commercial accommodations in the county of Stockholm. This was an increase of 4 % compared to May in 2015. Circa 64 % of overnight stays came from domestic demand which was in level with 2015. Foreign overnight stays in general increased by 11 %.

Nordic guest nights decreased by 6 %. Norwegian visitors stood for the majority of guest nights, which decreased by 1 %, followed by Finnish visitors, which decreased by 3 %.

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

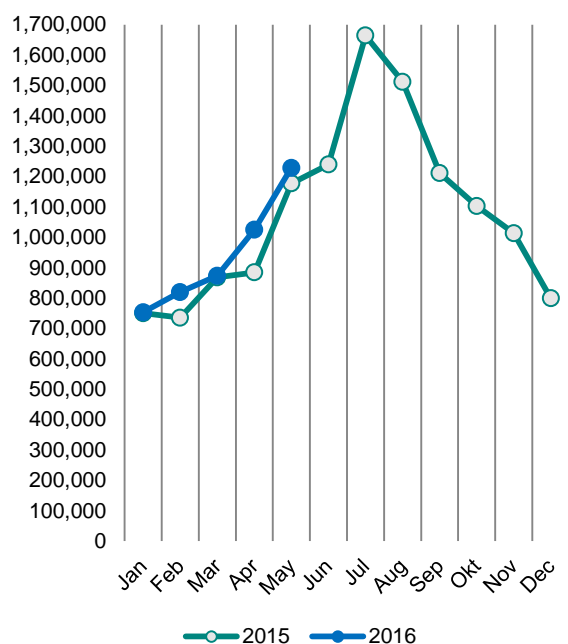
Target group	Guest nights	Change, %			
Total	1,228,565	4%			
Sweden	781,288	0%			
Foreign	447,277	11%			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Not indicated	62,805	47%	11 Switzerland	11,775	-5%
2 Germany	49,759	9%	12 Spain	9,689	10%
3 UK	44,831	25%	13 Poland	9,687	-15%
4 USA	36,679	12%	14 Italy	8,245	-18%
5 Norway	27,275	-1%	15 China	8,223	21%
6 Finland	19,632	-3%	16 Austria	6,724	4%
7 Denmark	15,372	-13%	17 Japan	5,850	39%
8 France	14,590	-8%	18 Russia	5,624	-31%
9 Netherlands	13,216	17%	19 Australia	5,023	36%
10 India	12,168	-1%	20 Belgium	4,997	-11%

For the other European countries the number of overnight stays increased by 7 %. The countries with the most recorded nights were Germany, which increased by 9 %, and the UK, which increased by 25 %, compared to May in 2015.

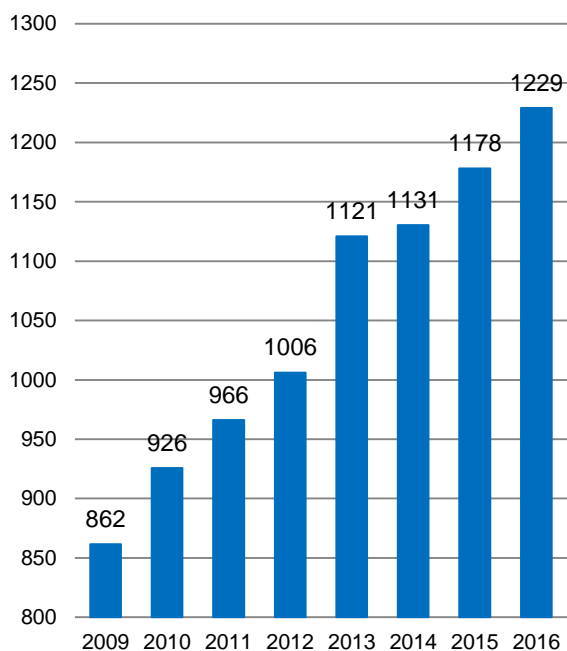
The number of overnight stays also increased for non-European countries, 25 %. The US accounted for the largest number of nights and increased by 12 %.

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

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



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



Commercial overnight stays 2016 compared with previous year.

	May 2016		YTD	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	1,228,565	4%	4,710,171	7%
Domestic	781,288	0%	3,201,055	5%
Foreign	447,277	11%	1,509,116	11%
Nordic countries, excl. Sweden	63,693	-6%	242,360	4%
Europe excl. Nordic countries	210,254	7%	689,630	7%
Non-European	173,330	25%	577,126	21%
City of Stockholm	821,312	6%	3,153,224	8%
Domestic	462,539	2%	1,941,318	6%
Foreign	358,773	11%	1,211,906	11%
Nordic countries, excl. Sweden	49,391	-4%	186,089	6%
Europe excl. Nordic countries	160,890	5%	529,500	5%
Non-European	148,492	25%	496,317	21%
Sweden	4,490,301	-7%	19,728,114	3%

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

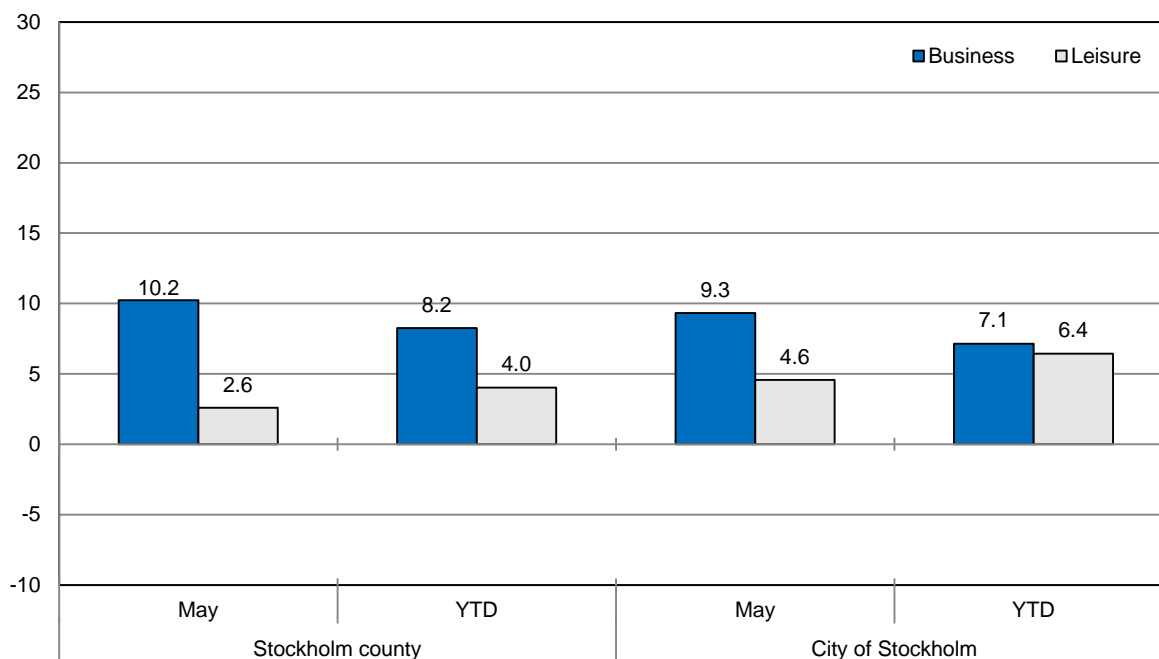
Source: Statistics Sweden and Swedish Agency for Economic and Regional Growth, preliminary data.

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

Country	Stockholm county						City of Stockholm				
	Guest nights 2015	Share in Sweden	May 2016			YTD 2016		May 2016		YTD 2016	
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %
Total	12,977,410	21%	1,228,565	4	27%	4,710,171	7	821,312	6	3,153,224	8
Sweden	8,453,442	19%	781,288	0	23%	3,201,055	5	462,539	2	1,941,318	6
Foreign	4,523,968	30%	447,277	11	40%	1,509,116	11	358,773	11	1,211,906	11
Nordic countries excl. Sweden	760,054	14%	63,693	-6	22%	242,360	4	49,391	-4	186,089	6
Europe excl. Nordic countries	2,147,258	32%	210,254	7	42%	689,630	7	160,890	5	529,500	5
Non-European/ not indicated	1,616,656	52%	173,330	25	54%	577,126	21	148,492	25	496,317	21
Europe	2,907,312	24%	273,947	4	34%	931,990	6	210,281	3	715,589	5
Austria	60,120	46%	6,724	4	65%	16,635	2	5,827	8	14,102	7
Belarus	1,872	53%	272	106	32%	928	47	232	119	798	40
Belgium	56,731	40%	4,997	-11	51%	20,009	3	4,285	-9	16,676	2
Bulgaria	4,667	42%	339	3	31%	2,037	56	285	2	1,566	45
Croatia	3,194	29%	520	99	32%	1,887	57	459	109	1,607	58
Czech Republic	16,303	24%	1,007	-30	21%	5,302	-7	778	-15	3,980	12
Denmark	218,082	18%	15,372	-13	24%	59,829	0	11,658	-10	44,258	5
Estonia	17,373	23%	1,929	49	35%	8,292	20	1,077	22	5,541	35
Finland	214,518	38%	19,632	-3	44%	78,090	8	14,982	1	59,571	9
France	155,850	50%	14,590	-8	60%	51,215	1	11,777	-14	42,879	-2
Georgia	4,076	42%	667	125	59%	1,127	4	596	125	958	11
Germany	525,643	18%	49,759	9	27%	128,494	5	37,218	7	97,955	5
Greece	17,673	69%	1,189	-21	65%	5,009	-21	1,002	-8	4,267	-19
Hungary	11,352	33%	852	-12	33%	3,713	8	701	-12	3,024	8
Iceland	20,663	63%	1,414	-35	58%	5,629	-5	1,195	-36	4,887	-2
Ireland	24,413	52%	3,721	122	71%	16,988	126	1,657	28	6,249	13
Italy	134,554	55%	8,245	-18	47%	35,483	-4	6,922	-20	30,438	-4
Latvia	13,319	35%	1,541	25	56%	7,425	53	875	-1	4,719	37
Lithuania	22,056	43%	3,348	39	56%	14,089	68	1,638	17	7,184	48
Luxembourg	9,758	64%	1,205	-7	81%	3,276	-5	1,057	-13	2,946	-9
Netherlands	119,809	18%	13,216	17	35%	39,833	8	10,039	12	31,009	6
Norway	306,791	9%	27,275	-1	15%	98,812	5	21,556	-2	77,373	4
Poland	114,909	41%	9,687	-15	29%	38,752	-13	4,450	8	17,807	1
Portugal	16,692	52%	1,159	-26	40%	4,428	-4	991	-19	3,831	-3
Romania	18,879	46%	1,456	-13	45%	7,044	8	1,150	-19	5,488	-6
Russia	78,067	54%	5,624	-31	55%	23,124	-30	4,296	-38	18,201	-33
Slovakia	4,861	23%	442	3	30%	2,028	25	304	-3	1,477	15
Slovenia	3,411	18%	338	10	40%	1,346	36	273	17	1,136	40
Spain	109,606	66%	9,689	10	69%	32,037	10	8,106	14	27,271	11
Switzerland	128,558	37%	11,775	-5	54%	34,050	7	10,016	-5	29,437	7
Turkey	25,929	71%	4,209	47	74%	12,334	25	3,293	49	9,959	37
UK	394,604	51%	44,831	25	60%	149,089	11	35,695	22	120,630	8
Ukraine	8,052	40%	1,284	100	57%	4,646	73	1,029	86	3,659	74
Rest of Europe	44,927	34%	5,639	30	46%	19,010	39	4,862	48	14,706	63

Country	Stockholm county						City of Stockholm					
	Guest nights 2015	Share in Sweden	May 2016			YTD 2016		May 2016		YTD 2016		
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %	
North America	384,603	65%	40,270	9	68%	118,220	14	35,723	8	105,065	14	
Canada	37,662	66%	3,591	-15	63%	12,381	19	3,029	-23	10,835	17	
USA	346,941	65%	36,679	12	69%	105,839	13	32,694	12	94,230	14	
Central & South America	63,571	70%	5,098	-7	65%	16,351	7	4,377	-12	14,084	5	
Argentina	6,383	79%	730	18	82%	1,983	15	634	8	1,708	6	
Brazil	31,231	74%	2,396	-19	69%	6,671	-14	1,993	-28	5,619	-19	
Chile	3,780	82%	308	37	70%	924	49	275	31	826	44	
Columbia	2,392	72%	216	-10	72%	685	3	191	-17	616	-2	
Mexico	7,302	72%	949	64	68%	2,496	41	871	63	2,230	44	
Rest of Central & South America	12,483	70%	499	-42	37%	3,592	27	413	-36	3,085	53	
Asia	390,053	53%	39,224	9	48%	140,332	13	31,336	9	115,871	14	
China	88,188	34%	8,223	21	30%	30,634	36	6,868	28	26,353	42	
India	124,145	68%	12,168	-1	63%	46,211	7	9,734	-5	39,039	3	
Indonesia	3,166	70%	168	-29	31%	1,034	76	160	-26	926	76	
Iran	3,277	53%	225	41	42%	978	20	190	32	831	41	
Israel	13,025	68%	885	3	72%	3,131	6	782	1	2,656	0	
Japan	53,195	62%	5,850	39	68%	13,940	13	4,101	40	10,565	10	
Malaysia	4,844	67%	530	1	66%	1,593	13	467	-8	1,265	-7	
Qatar	13,444	93%	1,340	52	98%	6,522	59	510	302	2,217	347	
Saudi Arabia	6,976	60%	752	19	69%	1,615	-22	683	44	1,362	-1	
Singapore	9,342	62%	1,213	20	66%	3,130	7	1,103	36	2,845	13	
South Korea	14,390	34%	1,344	-21	25%	5,408	12	1,053	-23	4,611	12	
Taiwan	10,045	69%	1,030	36	54%	3,225	41	763	57	2,599	50	
Thailand	21,808	67%	2,434	40	67%	11,216	25	2,258	46	10,338	24	
United Arab Emirates	18,190	78%	1,433	12	82%	6,205	21	1,318	13	5,679	19	
Rest of Asia	27,082	44%	1,629	-47	28%	5,490	-43	1,346	-47	4,585	-39	
Africa	30,877	51%	2,837	-4	52%	10,565	-1	2,478	3	8,569	11	
Egypt	3,429	42%	270	-9	47%	1,289	49	227	-3	1,120	48	
Morocco	1,181	50%	173	50	39%	528	29	154	44	470	22	
Namibia	3,406	66%	1,366	48	88%	2,039	11	1,284	43	1,913	8	
South Africa	5,697	52%	417	-6	38%	1,662	8	314	-24	1,354	0	
Rest of Africa	17,164	51%	611	-48	35%	5,047	-17	499	-34	3,712	8	
Oceania	53,273	65%	5,703	35	68%	17,187	27	4,994	33	14,765	21	
Australia	47,695	66%	5,023	36	68%	14,945	24	4,508	38	13,279	21	
New Zealand	5,181	60%	545	7	64%	2,026	60	470	5	1,440	32	
Rest of Oceania	397	41%	135	611	91%	216	64	16	-16	46	-63	
Rest of the World	135,132	48%	17,393	64	44%	67,934	53	15,318	65	61,843	53	
Not indicated	538,083	45%	62,805	47	53%	206,537	26	54,266	49	176,120	24	

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			
	May		YTD		May		YTD	
	2016	2015	2016	2015	2016	2015	2016	2015
Number of hotels	304	300	304	300	153	148	153	148
Room capacity	1,024,523	991,977	4,794,118	4,737,462	624,729	600,408	2,915,889	2,892,563
Occupied rooms	726,290	678,619	2,931,266	2,750,392	486,695	455,784	1,969,327	1,848,331
Capacity utilization (%)	70.9	68.4	60.9	57.9	77.9	75.9	67.3	63.8
Mon-Thu (%)	79.5	77.7	70.0	66.2	85.1	83.7	75.7	71.3
Fri-Sun (%)	60.3	59.6	49.9	48.0	69.1	68.6	57.3	55.0
Revenues (MSEK)	933.6	772.5	3414.0	2862.2	677.1	553.0	2335.1	2029.0
Rev. Per occupied room (SEK)	1,285	1,138	1,125	1,053	1,391	1,213	1,181	1,098
Rev. Per disp. room (SEK)	911	779	688	611	1084	921	798	702