

Stockholm's tourism industry. November 2015

During the month of October over 1.0 million guest nights were recorded at commercial accommodation in the county of Stockholm. This is an increase of 7 % compared to November in 2014. Circa 72 % of overnight stays came from domestic demand which increased by 2 %. Foreign overnight stays in general increased by 22 %.

Nordic guest nights increased by 18 %. Norwegian visitors stood for the majority of guest nights, and increased by 20 %, followed by Finnish visitors, which increased by 7 %.

For the other European countries the number of overnight stays increased by 14 %. The countries with the most recorded nights were the UK, which increased by 19 %, and Germany, which increased by 17 %, compared to November in 2014.

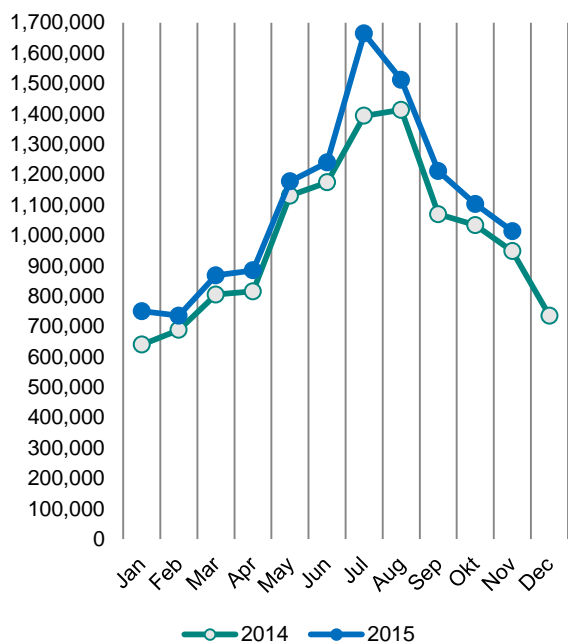
The number of overnight stays also increased for non-European countries, 33 %. The US accounted for the largest number of nights and increased by 29 %.

In Stockholm's county, the average price of a hotel night increased as well as the hotels' total revenues compared to November in 2014.

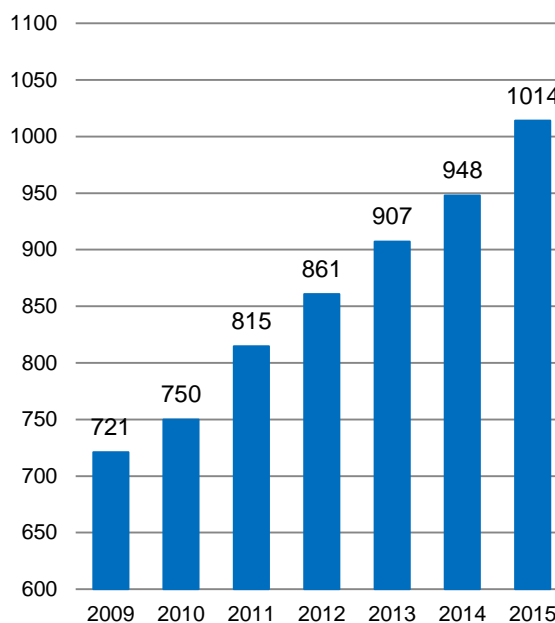
Commercial overnight stays in Stockholm's county November 2015, top 20.

Target group	Guest nights	Change, %			
Total	1,013,943	7%			
Sweden	732,025	2%			
Foreign	281,918	22%			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Not indicated	46,926	11%	11 Netherlands	7,778	23%
2 UK	28,245	19%	12 Italy	6,468	10%
3 Norway	21,194	20%	13 China	6,456	67%
4 USA	18,780	29%	14 Spain	5,070	28%
5 Germany	17,906	17%	15 Switzerland	4,542	3%
6 Finland	12,727	7%	16 Russia	4,514	-38%
7 Denmark	12,693	25%	17 Belgium	4,197	36%
8 India	12,451	52%	18 Lithuania	2,731	110%
9 Poland	9,641	48%	19 Ireland	2,694	73%
10 France	8,099	0%	20 Canada	2,041	0%

**Commercial overnight stays by month
2014 and 2015, Stockholm county**



**Commercial overnight stays, November
2009-2015, Stockholm county.
(Thousands)**



Commercial overnight stays 2015 compared with previous year.

	November 2015		YTD	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	1,013,943	7%	12,201,233	10%
Domestic	732,025	2%	7,939,166	8%
Foreign	281,918	22%	4,262,067	14%
Nordic countries, excl. Sweden	47,677	18%	720,582	17%
Europe excl. Nordic countries	117,647	14%	2,017,385	10%
Non-European	116,594	33%	1,524,100	17%
City of Stockholm	687,547	7%	8,044,332	9%
Domestic	461,642	1%	4,677,207	7%
Foreign	225,905	22%	3,367,125	11%
Nordic countries, excl. Sweden	37,017	19%	534,646	14%
Europe excl. Nordic countries	87,541	10%	1,521,902	6%
Non-European	101,347	35%	1,310,577	17%
Sweden	3,126,210	6%	57,232,256	7%

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

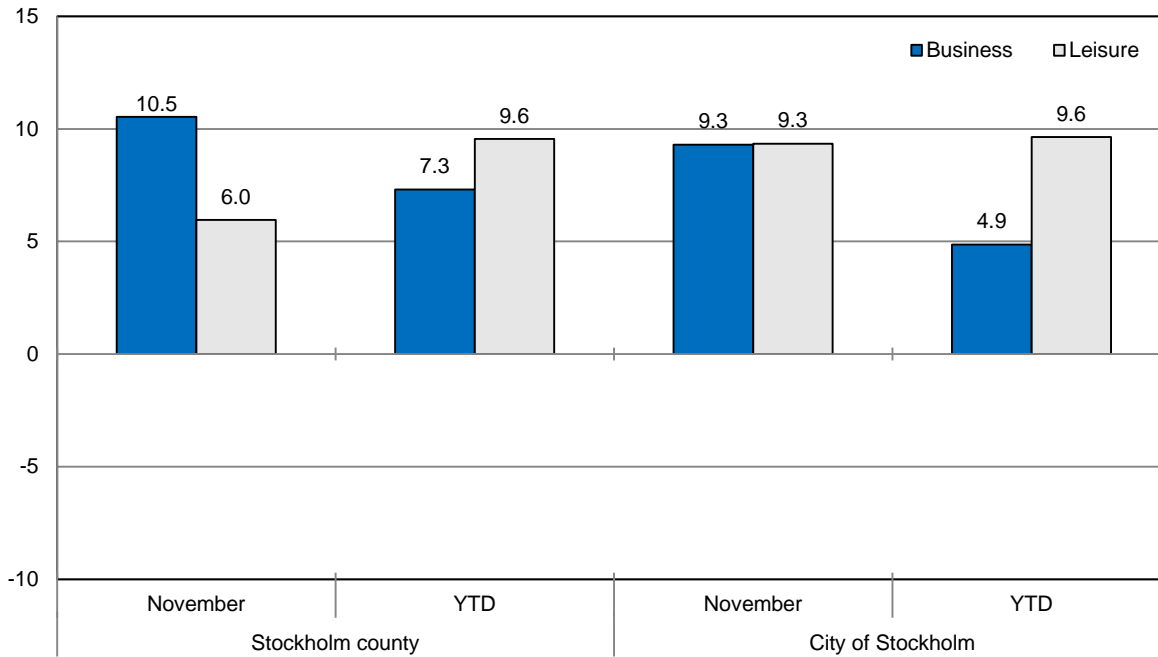
Source: Statistics Sweden and Swedish Agency for Economic and Regional Growth, preliminary data.

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

Country	Stockholm county							City of Stockholm			
	Guest nights 2014	Share in Sweden	November 2015			YTD 2015		November 2015		YTD 2015	
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %
Total	11,848,763	20%	1,013,943	7	32%	12,201,233	10	687,547	7	8,044,332	9
Sweden	7,839,252	18%	732,025	2	30%	7,939,166	8	461,642	1	4,677,207	7
Foreign	4,009,511	28%	281,918	22	43%	4,262,067	14	225,905	22	3,367,125	11
Nordic countries excl. Sweden	648,277	12%	47,677	18	28%	720,582	17	37,017	19	534,646	14
Europe excl. Nordic countries	1,961,141	31%	117,647	14	43%	2,017,385	10	87,541	10	1,521,902	6
Non-European/ not indicated	1,400,093	56%	116,594	33	55%	1,524,100	17	101,347	35	1,310,577	17
Europe	2,609,418	22%	165,324	15	37%	2,737,967	12	124,558	13	2,056,548	8
Austria	50,104	47%	1,727	-11	34%	57,045	22	1,459	-10	47,462	21
Belarus	1,859	48%	122	15	61%	1,497	-9	107	32	1,250	-8
Belgium	57,889	38%	4,197	36	55%	52,721	-4	3,525	40	43,076	-6
Bulgaria	3,248	36%	396	154	29%	4,407	45	307	148	3,757	68
Croatia	4,545	41%	311	-21	26%	3,003	-29	285	-24	2,471	-31
Czech Republic	16,723	33%	1,172	-2	21%	15,823	-1	851	30	10,518	10
Denmark	157,729	13%	12,693	25	32%	208,841	39	9,003	32	144,771	39
Estonia	20,604	28%	1,300	-56	29%	16,263	-13	901	0	10,248	2
Finland	208,776	36%	12,727	7	45%	201,943	3	10,413	7	154,718	0
France	156,572	53%	8,099	0	49%	143,758	1	6,994	1	120,494	-1
Georgia	3,651	46%	105	-40	58%	3,925	15	95	-31	2,791	27
Germany	482,252	16%	17,906	17	35%	502,770	10	13,067	16	355,093	9
Greece	17,051	65%	648	-7	44%	16,460	4	558	-3	13,743	0
Hungary	9,931	43%	698	2	28%	10,533	15	585	0	8,676	9
Iceland	10,556	50%	1,063	36	65%	18,944	94	848	30	16,034	97
Ireland	21,516	61%	2,694	73	45%	22,002	10	1,162	6	13,614	-16
Italy	135,923	56%	6,468	10	45%	124,451	-1	5,508	9	107,856	-3
Latvia	12,210	36%	1,236	22	42%	12,474	11	970	45	8,446	10
Lithuania	14,824	42%	2,731	110	44%	21,182	56	1,202	54	12,087	42
Luxembourg	6,373	48%	594	44	67%	9,145	41	531	38	8,364	43
Netherlands	112,639	19%	7,778	23	48%	112,408	8	6,191	20	84,167	7
Norway	271,216	8%	21,194	20	21%	290,854	11	16,753	22	219,123	9
Poland	67,534	34%	9,641	48	40%	108,796	79	3,230	3	38,467	11
Portugal	13,302	49%	671	18	23%	15,913	26	622	18	12,422	13
Romania	16,087	42%	1,340	1	34%	17,852	18	1,054	-12	14,644	9
Russia	114,047	52%	4,514	-38	63%	74,299	-31	3,778	-35	60,684	-30
Slovakia	6,084	36%	342	43	19%	4,430	-26	249	47	3,282	-6
Slovenia	2,210	9%	172	24	5%	3,255	64	141	14	2,691	55
Spain	96,571	59%	5,070	28	50%	103,756	14	3,920	15	87,173	9
Switzerland	124,191	41%	4,542	3	54%	120,784	4	3,879	2	98,725	1
Turkey	22,744	68%	1,675	-9	62%	24,229	15	1,366	-5	18,555	4
UK	333,241	51%	28,245	19	52%	363,422	19	22,246	13	291,866	17
Ukraine	7,976	40%	619	23	40%	7,387	2	509	40	5,851	26
Rest of Europe	29,240	34%	2,634	145	29%	43,395	55	2,249	153	33,429	42

Country	Stockholm county						City of Stockholm					
	Guest nights 2014	Share in Sweden	November 2015			YTD 2015		November 2015		YTD 2015		
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %	
North America	370,249	64%	20,821	26	62%	363,292	4	17,452	23	319,383	2	
Canada	38,413	63%	2,041	0	66%	34,873	-5	1,858	-1	30,683	-7	
USA	331,836	64%	18,780	29	62%	328,419	5	15,594	27	288,700	3	
Central & South America	57,294	74%	3,594	66	69%	61,080	12	3,200	69	54,610	10	
Argentina	5,333	77%	216	114	97%	6,308	22	200	125	5,903	22	
Brazil	31,869	77%	739	-26	45%	29,984	-1	621	-29	27,431	-3	
Chile	2,204	65%	311	125	89%	3,480	67	291	126	3,068	55	
Columbia	2,040	70%	101	-12	53%	2,322	11	85	-21	2,037	3	
Mexico	7,755	80%	210	-47	54%	6,874	-5	203	-43	6,145	-7	
Rest of Central & South America	8,093	60%	2,017	383	83%	12,112	55	1,800	436	10,026	60	
Asia	373,300	56%	29,912	41	59%	390,053	13	26,026	42	314,669	8	
China	81,414	43%	6,456	67	51%	82,991	11	5,851	75	63,140	9	
India	110,988	65%	12,451	52	64%	121,616	21	11,253	57	104,125	16	
Indonesia	3,238	71%	219	204	66%	2,837	-8	159	141	2,258	-18	
Iran	3,071	56%	315	20	85%	3,148	7	231	-6	2,405	-8	
Israel	14,479	64%	528	28	64%	12,738	-7	485	29	11,181	-7	
Japan	56,446	64%	2,017	-5	51%	50,572	-6	1,743	1	38,277	-12	
Malaysia	4,369	65%	362	65	73%	4,430	12	311	55	3,931	12	
Qatar	7,208	93%	1,115	119	97%	12,404	89	271	168	3,885	-10	
Saudi Arabia	7,172	60%	406	100	69%	6,832	0	365	187	5,745	-6	
Singapore	8,186	55%	718	54	61%	8,061	13	640	49	6,934	12	
South Korea	13,849	47%	678	-11	34%	13,516	4	583	-12	11,617	3	
Taiwan	7,425	73%	239	87	64%	9,549	38	196	96	7,493	44	
Thailand	14,868	80%	1,129	-39	79%	18,453	27	1,066	-41	17,160	30	
United Arab Emirates	17,194	67%	1,165	9	76%	17,046	7	1,078	7	15,529	11	
Rest of Asia	23,393	51%	2,114	97	44%	25,860	19	1,794	89	20,989	15	
Africa	27,186	51%	2,073	-6	55%	28,185	-2	1,807	10	22,620	-6	
Egypt	3,738	57%	220	129	38%	3,269	-8	179	121	2,822	-15	
Morocco	1,537	65%	54	35	36%	1,147	-19	50	47	1,057	-21	
Namibia	1,978	64%	59	-18	39%	3,081	-36	56	-21	2,924	-37	
South Africa	5,514	55%	443	-19	52%	5,526	8	415	34	4,822	11	
Rest of Africa	14,419	44%	1,297	-10	64%	15,162	10	1,107	-3	10,995	6	
Oceania	55,912	63%	2,256	8	60%	49,294	-5	2,024	10	43,997	-2	
Australia	48,024	64%	1,923	7	60%	44,082	-1	1,745	5	39,476	-3	
New Zealand	5,091	63%	299	53	61%	4,824	2	264	53	4,185	3	
Rest of Oceania	2,797	29%	34	-68	67%	388	-86	15	114	336	73	
Rest of the World	23,534	46%	11,012	924	48%	121,110	450	10,455	914	107,934	476	
Not indicated	492,618	48%	46,926	11	50%	511,086	13	40,383	12	447,364	17	

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			
	November		YTD		November		YTD	
	2015	2014	2015	2014	2015	2014	2015	2014
Number of hotels	296	293	301	298	149	145	149	148
Room capacity	955,767	952,511	10,518,296	10,367,982	586,604	573,819	6,446,195	6,318,627
Occupied rooms	666,440	611,216	6,933,367	6,415,453	447,628	421,994	4,693,319	4,411,109
Capacity utilization (%)	69.7	65.5	65.9	61.9	76.3	73.5	72.8	69.6
Mon-Thu (%)	78.6	75.1	62.0	62.5	84.4	81.4	60.5	60.8
Fri-Sun (%)	57.9	51.4	40.9	39.6	65.7	59.8	42.1	40.7
Revenues (MSEK)	766.7	673.8	7056.9	6600.4	543.6	484.0	6327.5	6014.6
Rev. Per occupied room (SEK)	1,151	1,102	1,086	1,067	1,214	1,147	1,149	1,124
Rev. Per disp. room (SEK)	802	707	716	660	927	843	836	785