



# Stockholm's tourism industry

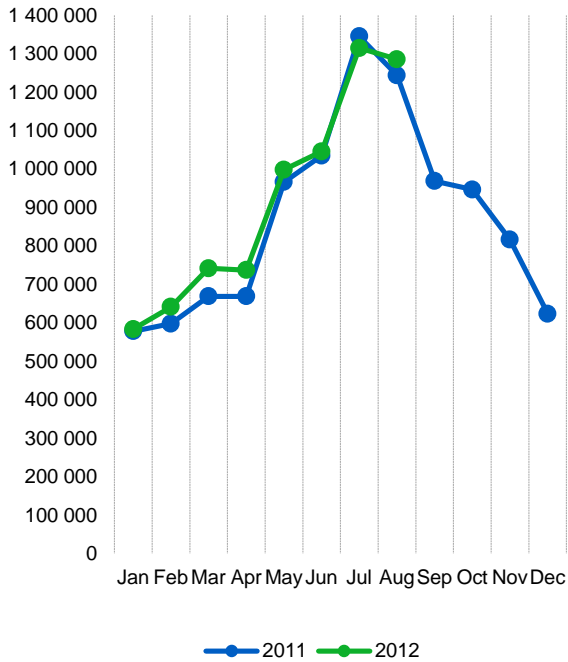
## Summer (June-August) 2012

- During the summer of 2012 (June-August) just over 3.6 million overnight stays was made in the county's accommodation facilities. Compared to the summer of 2011 there was an increase of 22,000, or 1 %. June and August exceeded the 2011 guest night numbers, while July was relatively weak. The whole country had a decline of 4 % compared to last year.
- The hotels had a good development compared to 2011 throughout the summer, with a total of 4 % more overnight stays than last year at the county's hotel establishments. Eight out of ten commercial guest nights in the county was made in a hotel. For hostels and vacation villages the change since last year was insignificant. At the county's campsites, the number of overnight decreased sharply. 372 000 overnight stays during the summer meant a decline of 73 000 or 17%.
- Guest nights from Swedish visitor increased by 2 %, but decreased to the same extent for foreign visitors. Visitors from Scandinavia made 2 % more overnight stays than during the summer of 2011. We saw an upturn for Norway, Finland and Iceland, while the number of Danish guest nights decreased. Europe outside the Nordic countries account for more than half of all foreign guest nights. Most of the major target groups had a negative development, mainly for southern Europe. Overnight stays from Italian visitors have dropped by 31% and Spanish by 38%. For Russia and Poland the development was considerably brighter.
- For non-European visitors, the positive trend that we have seen a while continued during the summer. Guests from the United States made 132,000 overnight stays in the county (+4 %). Japan and China rose by 25 % and 18 % respectively. For India and Brazil the rise was even more noticeable.
- 65% of the county's hotel rooms were leased during the summer. In Stockholm, capacity utilization was significantly higher (74 %). Rooms rented by business visitors increased by 1 % compared to the summer of 2011 after a weak July. Private Guests increased during the same period by 6 %.
- The average price for a leased hotel room in the county during the summer was 1002 SEK – 8 crowns lower than last year. Hotel revenue for rooms sold was just over 1.7 billion SEK, of which over three-quarters went to hotels in the city.

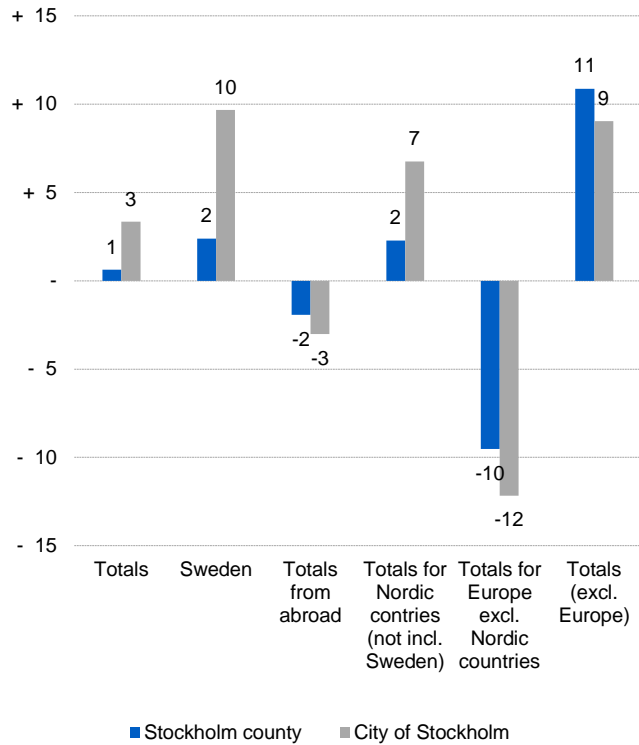
*Commercial overnight stays: hotel, vacation villages, hostels, camping and commercially arranged private cottages and apartments.*



### Commercial overnight stays, Stockholm county



### Commercial overnight stays by market, Stockholm county and city of Stockholm June-August 2012



### Commercial overnight stays 2011 compared with previous year

	June-August 2012		YTD	
	Guest nights	Change, %	Guest nights	Change, %
<b>Stockholm County</b>	<b>3 645 962</b>	<b>+ 1</b>	<b>7 427 969</b>	<b>+ 5</b>
Domestic	2 191 945	+ 2	4 857 824	+ 6
Foreign	1 454 017	- 2	2 570 145	+ 3
Nordic countries excl. Sweden	234 164	+ 2	447 475	+ 7
Europe excl. Nordic countries	754 900	- 10	1 343 733	- 3
Non European	464 953	+ 11	778 937	+ 11
<b>City of Stockholm</b>	<b>2 470 130</b>	<b>+ 3</b>	<b>5 081 571</b>	<b>+ 7</b>
Domestic	1 312 475	+ 10	3 000 986	+ 11
Foreign	1 157 655	- 3	2 080 585	+ 1
Nordic countries excl. Sweden	179 581	+ 7	352 470	+ 10
Europe excl. Nordic countries	580 115	- 12	1 057 679	- 6
Non European	397 959	+ 9	670 436	+ 9
<b>Sweden</b>	<b>22 950 269</b>	<b>- 4</b>	<b>41 235 121</b>	<b>+ 0</b>

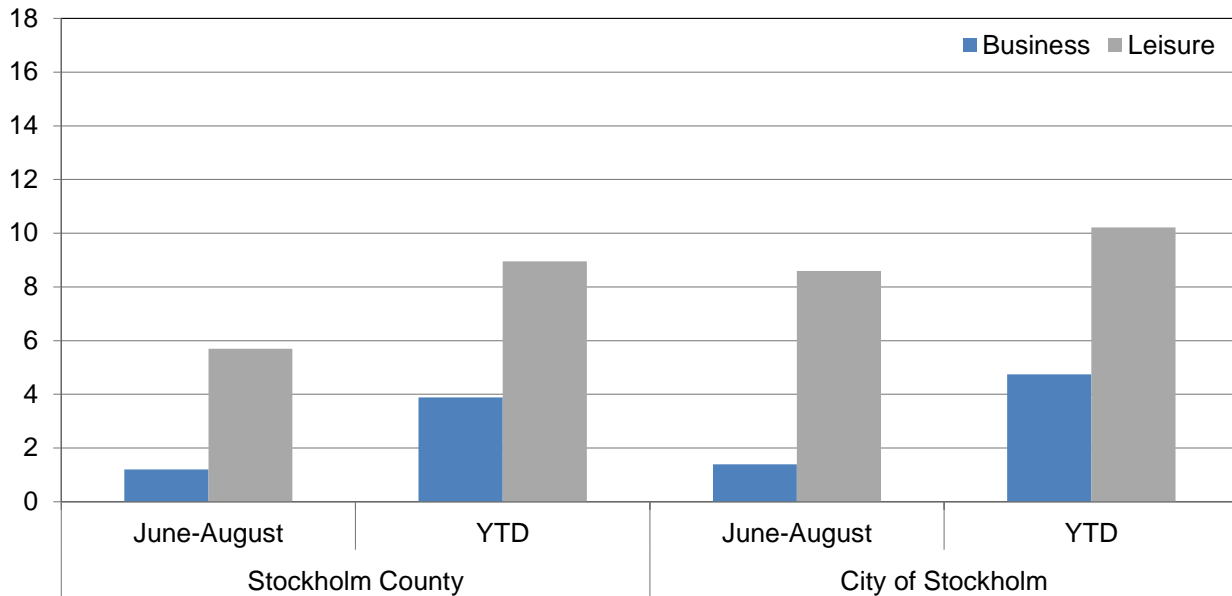


## Commercial overnight stays by nationality, Stockholm county and city of Stockholm

Country	Stockholm County						City of Stockholm					
	Guest-nights 2010	Share in Sweden	Jun-Aug 2012			YTD		Jun-Aug 2012		YTD		
			Guest-nights	Change, %	Share in Sweden	Guest-nights	Change, %	Guest-nights	Change, %	Guest-nights	Change, %	
<b>Totals</b>	<b>10 442 895</b>	<b>20 %</b>	<b>3 645 962</b>	<b>+ 1</b>	<b>16 %</b>	<b>7 427 969</b>	<b>+ 5</b>	<b>2 470 130</b>	<b>+ 3</b>	<b>5 081 571</b>	<b>+ 7</b>	
<b>Domestic</b>	<b>6 959 833</b>	<b>18 %</b>	<b>2 191 945</b>	<b>+ 2</b>	<b>13 %</b>	<b>4 857 824</b>	<b>+ 6</b>	<b>1 312 475</b>	<b>+ 10</b>	<b>3 000 986</b>	<b>+ 11</b>	
<b>Foreign</b>	<b>3 483 062</b>	<b>27 %</b>	<b>1 454 017</b>	<b>- 2</b>	<b>22 %</b>	<b>2 570 145</b>	<b>+ 3</b>	<b>1 157 655</b>	<b>- 3</b>	<b>2 080 585</b>	<b>+ 1</b>	
<b>Nordic countries excl. Sweden</b>	<b>589 673</b>	<b>12 %</b>	<b>234 164</b>	<b>+ 2</b>	<b>8 %</b>	<b>447 475</b>	<b>+ 7</b>	<b>179 581</b>	<b>+ 7</b>	<b>352 470</b>	<b>+ 10</b>	
<b>Europe excl. Nordic countries</b>	<b>1 874 522</b>	<b>32 %</b>	<b>754 900</b>	<b>- 10</b>	<b>24 %</b>	<b>1 343 733</b>	<b>- 3</b>	<b>580 115</b>	<b>- 12</b>	<b>1 057 679</b>	<b>- 6</b>	
<b>Non European</b>	<b>1 018 867</b>	<b>53 %</b>	<b>464 953</b>	<b>+ 11</b>	<b>58 %</b>	<b>778 937</b>	<b>+ 11</b>	<b>397 959</b>	<b>+ 9</b>	<b>670 436</b>	<b>+ 9</b>	
Denmark	153 979	12 %	58 633	- 5	13 %	111 902	+ 1	44 233	+ 1	84 664	+ 4	
Norway	254 525	8 %	99 216	+ 2	5 %	189 531	+ 7	75 362	+ 6	153 272	+ 11	
Finland	173 564	35 %	73 373	+ 9	32 %	139 517	+ 12	57 606	+ 11	108 955	+ 12	
Iceland	7 605	47 %	2 942	+ 41	48 %	6 525	+ 29	2 380	+ 34	5 579	+ 31	
Germany	454 438	17 %	245 602	- 4	14 %	353 582	- 1	172 857	- 7	262 714	- 4	
Great Britain	293 792	49 %	90 635	- 8	50 %	205 440	+ 2	74 103	- 10	172 337	+ 2	
Ireland	21 854	56 %	7 638	+ 10	55 %	14 823	- 3	5 607	- 1	11 700	+ 0	
The Netherlands	118 566	19 %	42 294	- 20	11 %	75 312	- 15	30 943	- 16	59 389	- 11	
Belgium	53 731	46 %	17 622	- 21	36 %	34 665	- 11	15 234	- 22	30 647	- 12	
Luxembourg	4 370	51 %	1 353	+ 2	41 %	2 768	- 7	1 047	- 9	2 357	- 12	
France	150 090	51 %	59 536	- 4	52 %	108 805	+ 1	50 704	- 6	95 940	+ 1	
Switzerland	97 059	40 %	53 269	+ 4	33 %	78 821	+ 7	42 135	- 0	64 916	+ 4	
Austria	51 748	43 %	19 226	- 24	39 %	32 398	- 21	15 964	- 26	27 234	- 21	
Italy	172 554	61 %	57 900	- 31	61 %	95 768	- 28	51 737	- 32	85 555	- 30	
Spain	118 890	68 %	36 649	- 38	66 %	63 643	- 30	33 577	- 39	57 700	- 30	
Portugal	13 074	54 %	4 771	- 2	55 %	8 539	+ 0	4 403	- 3	7 821	+ 0	
Greece	14 708	66 %	4 936	- 19	70 %	8 696	- 15	4 238	- 22	7 667	- 12	
Turkey	13 252	61 %	6 643	+ 31	73 %	12 631	+ 38	5 513	+ 17	10 852	+ 32	
Russia	104 823	51 %	39 175	+ 19	52 %	89 476	+ 17	31 150	+ 23	73 191	+ 22	
Estonia	15 287	31 %	4 270	- 15	33 %	9 447	- 9	3 182	+ 19	7 166	+ 10	
Latvia	9 606	30 %	3 287	+ 3	28 %	8 849	+ 33	2 506	+ 25	6 890	+ 43	
Lithuania	12 702	34 %	3 461	- 11	33 %	10 802	+ 24	2 304	+ 35	5 473	+ 22	
Poland	69 014	34 %	24 970	+ 13	34 %	71 940	+ 84	8 362	- 3	22 018	+ 17	
The Czech Republic	11 380	27 %	4 466	+ 14	27 %	10 110	+ 33	3 409	+ 35	7 593	+ 35	
Slovakia	4 044	33 %	2 129	+ 45	49 %	4 093	+ 27	1 315	+ 7	2 692	- 2	
Hungary	9 846	43 %	3 028	+ 1	47 %	5 854	- 11	2 579	+ 3	5 142	- 9	
Rest of Europe	59 694	47 %	22 040	- 12	33 %	37 271	- 11	17 246	- 9	30 685	- 7	
USA	262 526	62 %	132 496	+ 4	62 %	200 691	+ 3	115 452	+ 3	176 099	+ 3	
Canada	32 108	68 %	13 493	+ 6	73 %	22 415	- 4	11 921	+ 4	19 601	- 7	
Brasil	19 269	57 %	16 195	+ 78	79 %	20 684	+ 51	15 289	+ 83	19 409	+ 64	
Central & South America	27 205	68 %	9 857	- 15	75 %	14 756	- 15	8 912	- 19	13 233	- 17	
Japan	56 205	61 %	32 309	+ 25	78 %	45 833	+ 22	26 676	+ 31	38 808	+ 24	
South Korea	11 599	43 %	5 012	+ 14	37 %	8 154	- 3	4 507	+ 19	7 107	+ 2	
China	67 681	46 %	32 025	+ 18	44 %	50 246	+ 13	21 366	+ 3	37 664	+ 4	
India	38 765	50 %	16 199	+ 43	55 %	40 727	+ 71	14 847	+ 44	37 885	+ 73	
Rest of Asia	75 799	64 %	35 860	+ 28	69 %	62 959	+ 26	30 205	+ 31	53 447	+ 29	
Australia	32 902	64 %	16 088	+ 4	64 %	25 353	+ 7	14 515	+ 1	23 184	+ 6	
New Zealand	3 015	54 %	1 665	+ 20	65 %	2 571	+ 15	1 380	+ 9	2 220	+ 9	
Rest of the world	64 405	41 %	13 878	- 60	44 %	27 955	- 41	10 894	- 63	22 893	- 44	
Not indicated	327 388	47 %	139 876	+ 27	52 %	256 593	+ 19	121 995	+ 23	218 886	+ 15	



**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			
	June-August		YTD		June-August		YTD	
	2012	2011	2012	2011	2012	2011	2012	2011
Number of hotels*	296	286	296	290	149	144	149	144
Room capacity	2 666 983	2 514 763	7 067 296	6 648 314	1 721 220	1 589 972	4 493 602	4 142 530
Occupied rooms	1 740 980	1 685 913	4 184 230	3 958 761	1 272 112	1 225 506	2 975 935	2 786 413
Capacity utilization (%)	65,3	67,0	59,2	59,8	73,9	77,1	66,2	67,5
Mon-thu (%)	69,5	72,4	66,5	67,7	77,5	81,3	72,5	74,6
Fri-sun (%)	60,0	60,6	48,8	49,6	69,5	72,0	58,3	58,5
Revenues (MSEK)	1 744,1	1 703,3	4 468,8	4 196,3	1 333,8	1 301,4	3 281,5	3 040,0
Rev. per occupied room (SEK)	1 002	1 010	1 068	1 060	1 049	1 062	1 103	1 091
Rev. per disp. room (SEK)	654,0	677,3	632,3	631,2	774,9	818,5	730,3	733,8

\* Highest monthly figure for the period June-August