



Stockholm's tourism industry

March 2013

- During March 742,000 overnight stays was made in hotels, and other commercial accommodations in the county. Compared to March 2012 this was just under 12 000 less, a decrease of 2%. In the country as a whole overnight stays fell by 1%.
- Notably, the Easter week this year was in the last week of March, while last year it was a little later, in April. At hotels there has been a shift from business travelers to leisure travelers since March last year.
- Swedish visitors fell by more than 2%, while foreign visitor's overnight stays increased slightly. The decline has taken place in the county outside the city of Stockholm.
- Among the foreign visitors March was a predominantly positive month for all the Nordic countries. This is also true for the rest of Europe, although important markets such as Germany and Britain fell slightly. For visitors from Russia, France and several countries in southern Europe, March resulted in more overnight stays. This also applies to guests from the United States. China and India – the largest non-European target groups during the month.
- The number of occupied hotel rooms fell in both the city and county. The number of available rooms increased by 20 000 compared to March 2012 and the proportion of rented rooms fell – to 52.4% in the county and 59.1% in the city.
- Hotel revenue for rooms sold fell to SEK 500 million, of which SEK 356 million was spent at hotels in the city.

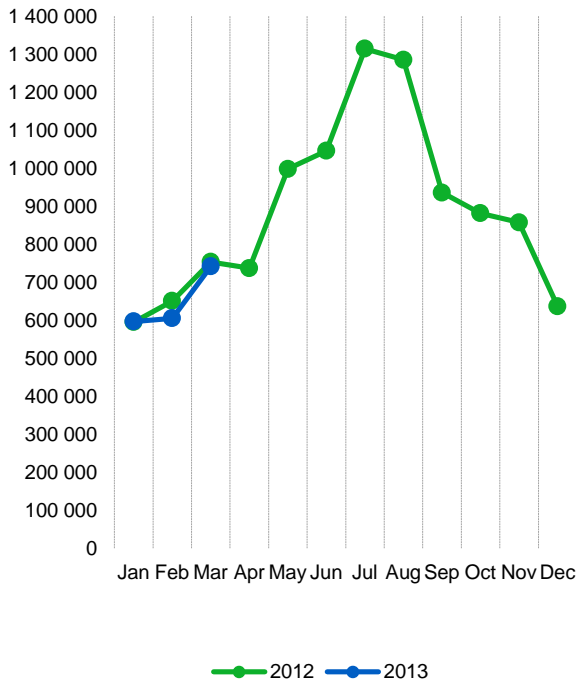
Commercial overnight stays in Stockholm's county Jan-Mar 2013, top 20							
Target group		Guest nights	Change, %				
Total		1 947 122	- 3				
Sweden		1 420 372	- 2				
Foreign		526 750	+ 4				
Ranking, Foreign		Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %	
1	Great Britain	56 928	-6	11	The Netherlands	15 277	-10
2	Not indicated	55 051	-7	12	Italy	15 239	-9
3	Norway	44 015	+3	13	India	13 421	+17
4	Germany	41 777	-10	14	Spain	11 792	+7
5	Finland	35 454	+2	15	China	10 854	+19
6	USA	32 763	+5	16	Switzerland	9 655	-3
7	Russia	30 156	+3	17	Rest of Asia	8 934	-38
8	Denmark	26 798	-0	18	Rest of Europe	8 249	+9
9	France	21 932	-9	19	Belgium	7 042	-11
10	Poland	17 648	-28	20	Japan	6 262	-12

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

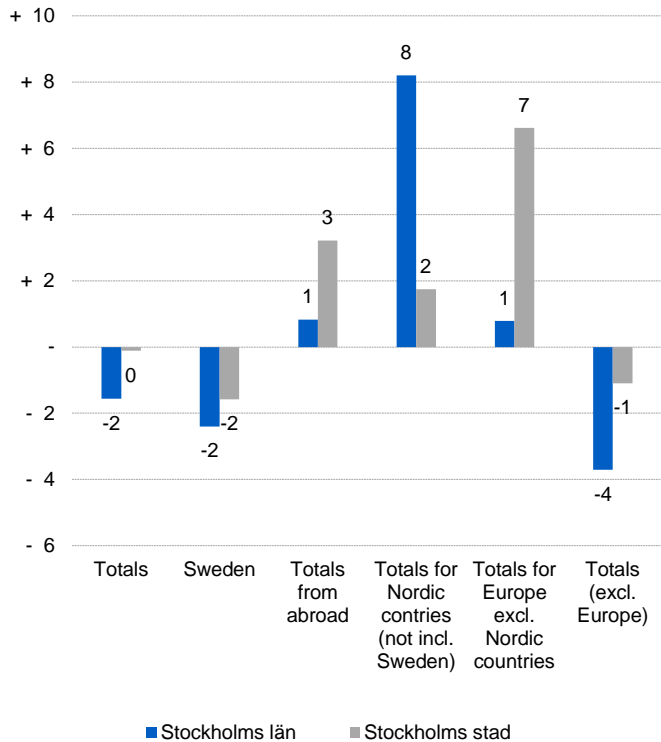
Source: Statistics Sweden and Swedish Agency for Economic and Regional Growth. Provisional data.



Commercial overnight stays, Stockholm county



Commercial overnight stays by market, Stockholm county and city of Stockholm



Commercial overnight stays 2013 compared with previous year

	March 2012		YTD	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	742 121	- 2	1 947 122	- 3
Domestic	544 092	- 2	1 420 372	- 2
Foreign	198 029	+ 1	526 750	- 4
Nordic countries excl. Sweden	40 307	+ 8	107 796	+ 1
Europe excl. Nordic countries	100 344	+ 1	269 691	- 5
Non European	57 378	- 4	149 263	- 4
City of Stockholm	518 030	- 0	1 345 138	- 1
Domestic	354 627	- 2	911 006	- 1
Foreign	163 403	+ 3	434 132	- 2
Nordic countries excl. Sweden	30 020	+ 2	83 979	- 2
Europe excl. Nordic countries	82 706	+ 7	220 650	- 1
Non European	50 677	- 1	129 503	- 3
Sweden	3 723 422	- 1	10 036 269	- 1

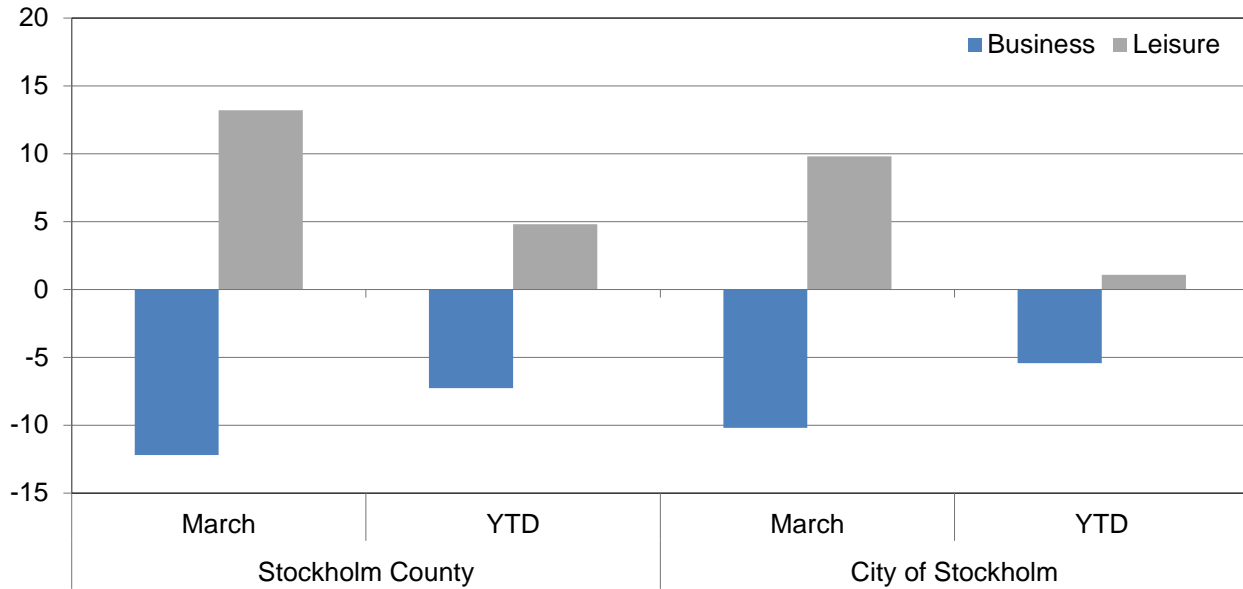


Commercial overnight stays by nationality, Stockholm county and city of Stockholm

Country	Stockholm County						City of Stockholm					
	Guest-nights 2012	Share in Sweden	March 2013			YTD		March 2013		YTD		
			Guest-nights	Change, %	Share in Sweden	Guest-nights	Change, %	Guest-nights	Change, %	Guest-nights	Change, %	
Totals	10 713 593	20 %	742 121	- 2	20 %	1 947 122	- 3	518 030	- 0	1 345 138	- 1	
Domestic	7 157 565	18 %	544 092	- 2	18 %	1 420 372	- 2	354 627	- 2	911 006	- 1	
Foreign	3 556 028	28 %	198 029	+ 1	30 %	526 750	- 4	163 403	+ 3	434 132	- 2	
Nordic countries excl. Sweden	619 846	12 %	40 307	+ 8	13 %	107 796	+ 1	30 020	+ 2	83 979	- 2	
Europe excl. Nordic countries	1 832 917	32 %	100 344	+ 1	41 %	269 691	- 5	82 706	+ 7	220 650	- 1	
Non European	1 103 265	55 %	57 378	- 4	48 %	149 263	- 4	50 677	- 1	129 503	- 3	
Denmark	153 959	13 %	10 149	+ 7	11 %	26 798	- 0	6 740	- 2	19 258	- 3	
Norway	264 934	8 %	15 438	+ 1	9 %	44 015	+ 3	12 291	- 5	36 179	+ 0	
Finland	191 513	37 %	14 064	+ 18	33 %	35 454	+ 2	10 462	+ 13	27 214	- 2	
Iceland	9 440	51 %	656	+ 28	46 %	1 529	- 22	527	+ 23	1 328	- 26	
Germany	444 420	17 %	17 908	- 1	29 %	41 777	- 10	14 999	+ 7	34 265	- 7	
Great Britain	299 983	51 %	22 171	- 3	48 %	56 928	- 6	19 228	- 1	48 633	- 4	
Ireland	22 158	56 %	3 475	+ 158	74 %	5 777	+ 70	3 283	+ 168	5 364	+ 75	
The Netherlands	104 760	19 %	4 943	- 18	34 %	15 277	- 10	4 062	- 23	12 665	- 13	
Belgium	48 865	42 %	2 487	- 4	31 %	7 042	- 11	2 142	- 7	6 149	- 14	
Luxembourg	3 780	49 %	290	+ 9	61 %	802	+ 10	230	- 6	710	+ 2	
France	150 216	53 %	7 751	+ 1	44 %	21 932	- 9	6 858	- 0	19 396	- 10	
Switzerland	105 488	42 %	3 794	+ 17	53 %	9 655	- 3	3 355	+ 18	8 386	- 5	
Austria	43 294	46 %	2 543	+ 3	49 %	5 314	+ 7	2 244	+ 10	4 488	+ 15	
Italy	132 711	58 %	5 339	- 2	46 %	15 239	- 9	4 708	+ 5	13 649	- 5	
Spain	89 184	64 %	4 920	+ 21	55 %	11 792	+ 7	4 410	+ 23	10 669	+ 13	
Portugal	11 890	56 %	789	+ 19	59 %	2 090	+ 17	721	+ 28	1 898	+ 22	
Greece	12 073	65 %	742	+ 36	52 %	2 120	+ 29	413	- 14	1 261	- 17	
Turkey	17 294	67 %	2 059	+ 110	70 %	3 727	+ 63	1 860	+ 120	3 135	+ 51	
Russia	121 824	52 %	6 686	+ 8	56 %	30 156	+ 3	5 446	+ 2	26 042	+ 4	
Estonia	14 109	25 %	819	- 28	22 %	3 069	- 6	703	- 19	2 458	- 7	
Latvia	14 328	40 %	906	+ 2	26 %	2 623	- 2	804	+ 9	2 338	+ 14	
Lithuania	13 680	35 %	1 108	- 15	51 %	2 349	- 39	631	+ 19	1 430	- 9	
Poland	98 988	41 %	5 800	- 35	46 %	17 648	- 28	2 254	+ 16	6 392	+ 15	
The Czech Republic	14 222	30 %	884	+ 3	36 %	2 017	- 14	586	+ 3	1 392	- 11	
Slovakia	7 417	55 %	855	+ 136	44 %	2 280	+ 131	269	+ 56	1 339	+ 179	
Hungary	10 186	41 %	757	+ 0	49 %	1 828	+ 18	676	- 2	1 653	+ 18	
Rest of Europe	52 047	37 %	3 318	+ 24	26 %	8 249	+ 9	2 824	+ 16	6 938	+ 7	
USA	279 424	62 %	13 118	+ 15	55 %	32 763	+ 5	11 232	+ 14	27 437	+ 1	
Canada	33 628	69 %	1 782	+ 8	65 %	4 372	+ 5	1 532	+ 4	3 836	+ 9	
Brasil	28 484	71 %	636	- 6	45 %	2 125	+ 9	545	- 11	1 843	+ 9	
Central & South America	23 640	69 %	895	+ 33	63 %	2 463	+ 10	825	+ 47	2 239	+ 22	
Japan	66 942	64 %	2 870	- 4	44 %	6 262	- 12	2 338	- 4	5 219	- 19	
South Korea	13 512	46 %	571	+ 13	54 %	2 256	+ 32	428	- 2	1 723	+ 20	
China	75 041	46 %	4 482	+ 27	53 %	10 854	+ 19	4 121	+ 24	10 060	+ 19	
India	61 592	57 %	4 904	+ 3	60 %	13 421	+ 17	4 718	+ 5	12 955	+ 20	
Rest of Asia	88 022	66 %	3 808	- 38	56 %	8 934	- 38	3 487	- 33	7 945	- 35	
Australia	38 927	65 %	1 117	- 26	50 %	4 840	- 8	1 010	- 24	4 471	- 7	
New Zealand	3 704	62 %	250	+ 98	81 %	524	+ 23	219	+ 117	473	+ 23	
Rest of the world	41 167	44 %	2 197	- 28	45 %	5 398	- 24	1 925	- 32	4 701	- 16	
Not indicated	349 182	48 %	20 748	- 8	40 %	55 051	- 7	18 297	- 1	46 601	- 4	



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			
	March		YTD		March		YTD	
	2013	2012	2013	2012	2013	2012	2013	2012
Number of hotels	293	290	294	290	146	146	146	146
Room capacity	923 156	902 893	2 666 521	2 609 004	570 733	564 994	1 652 452	1 641 730
Occupied rooms	483 603	510 958	1 299 117	1 352 678	337 398	353 178	899 724	932 686
Capacity utilization (%)	52,4	56,1	48,7	51,7	59,1	61,8	54,4	56,4
Mon-thu (%)	60,6	66,9	57,0	61,1	66,6	75,5	62,4	65,0
Fri-sun (%)	43,4	42,6	38,0	38,8	51,1	49,9	44,4	44,9
Revenues (MSEK)	500,5	568,2	1 352,4	1 456,8	356,0	403,7	952,8	1 021,3
Rev. per occupied room (SEK)	1 035	1 112	1 041	1 077	1 055	1 143	1 059	1 095
Rev. per disp. room (SEK)	542	629	507	558	624	714	577	622