

Stockholm's tourism industry. December 2014

During 2014 the record figures for commercial overnight stays in the county from 2013 were surpassed every month. More than 11.8 million overnight stays in 2014 was 8 % more than last year. In Sweden the corresponding increase was 5 %

In December 736,000 guest nights were made in Stockholm County. That was just over 76,000 (+ 12 %) more than in the same month of 2013. The increase was greater among domestic visitors than among foreign, but for 2014 the increase was stronger among foreign guests.

87 % of all commercial overnight stays during the year were made in hotels and the number of hotel nights exceeded in 2014 for the first time 10 million.

Nordic guest nights decreased significantly during December, but the increase throughout the year was 5 %. Guest nights from target groups in the rest of Europe rose by

11 % in December and by 8 % in 2014. For non-European guest nights, the increase was 17 % in December and 19 % for the full year.

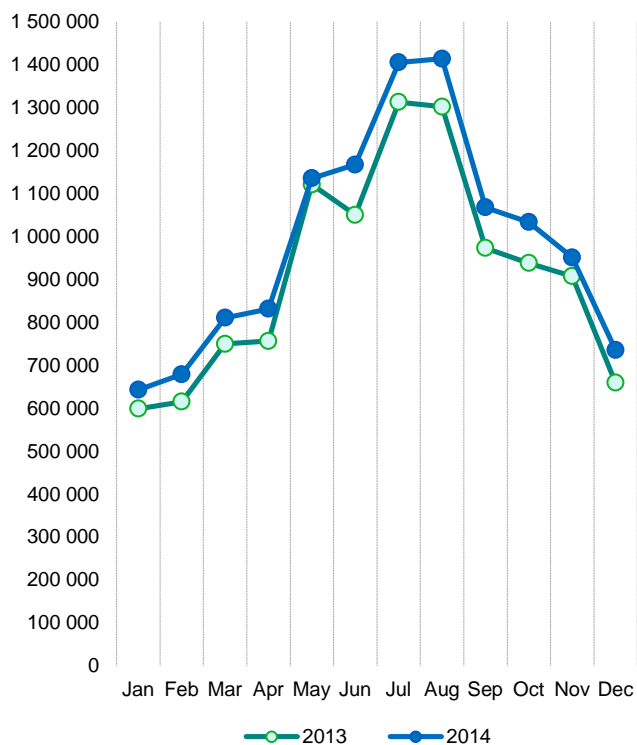
In 2014, the number of guest nights from most major markets increased compared with 2013 – Germany 13 %, US 12 %, UK 8 %. All the Nordic markets showed a positive development. India is a market that continues to grow significantly. Most negative the trend has been for Russian visitors in 2014 (-10 %).

Compared to 2013, the room capacity in the county increased by 3 %, while the number of rooms sold has risen by almost 6 %. The average room rate in the county was SEK 1 070 in 2014, which was slightly lower than in 2013. Capacity utilization was 60.8 % in the county and 68.4 % in the city. Revenues for rooms sold was SEK 7.3 billion in 2014.

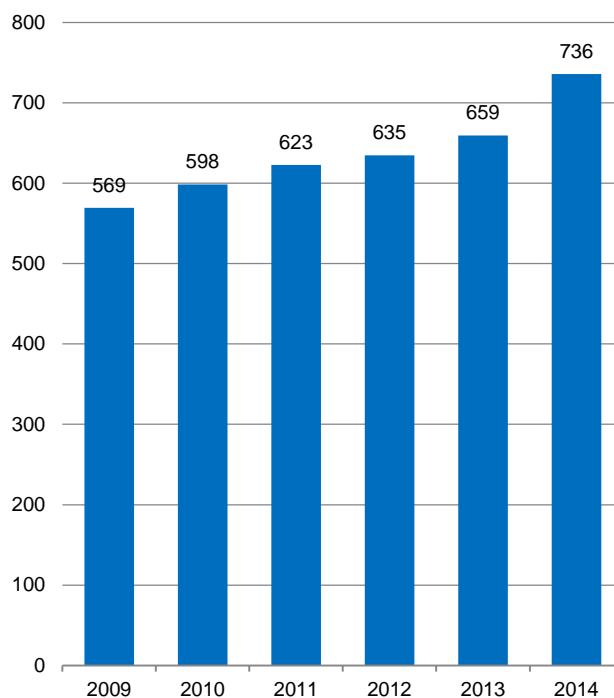
Commercial overnight stays in Stockholm's county January-December 2014, top 20

Target group	Guest nights	Change, %			
Total	11 848 763	+ 8			
Sweden	7 839 252	+ 6			
Foreign	4 009 511	+ 11			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Not indicated	492 618	+ 32	11 Russia	114 047	- 10
2 Germany	482 252	+ 13	12 The Netherlands	112 639	+ 8
3 Great Britain	333 241	+ 8	13 India	110 988	+ 33
4 USA	331 836	+ 12	14 Spain	96 571	+ 25
5 Norway	271 216	+ 1	15 China	81 414	+ 0
6 Finland	208 776	+ 8	16 Poland	67 534	- 8
7 Denmark	157 729	+ 7	17 Belgium	57 889	+ 31
8 France	156 572	+ 5	18 Japan	56 446	- 2
9 Italy	135 923	+ 2	19 Austria	50 104	+ 3
10 Switzerland	124 191	+ 9	20 Australia	48 024	+ 16

Commercial overnight stays by month 2013 and 2014, Stockholm county



Commercial overnight December 2009-2014, Stockholm county. (Thousands)



Commercial overnight stays 2014 compared with previous year

	December 2014		YTD	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	735 671	+ 12	11 848 763	+ 8
Domestic	500 501	+ 13	7 839 252	+ 6
Foreign	235 170	+ 9	4 009 511	+ 11
Nordic countries excl. Sweden	32 167	- 12	648 277	+ 5
Europe excl. Nordic countries	118 764	+ 11	1 961 141	+ 8
Non European	84 239	+ 17	1 400 093	+ 19
City of Stockholm	513 632	+ 9	7 949 740	+ 6
Domestic	319 633	+ 12	4 709 702	+ 4
Foreign	193 999	+ 6	3 240 038	+ 8
Nordic countries excl. Sweden	24 312	- 12	489 672	+ 3
Europe excl. Nordic countries	97 123	+ 7	1 546 139	+ 5
Non European	72 564	+ 12	1 204 227	+ 15
Sweden	2 920 876	+ 10	56 593 860	+ 5

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.

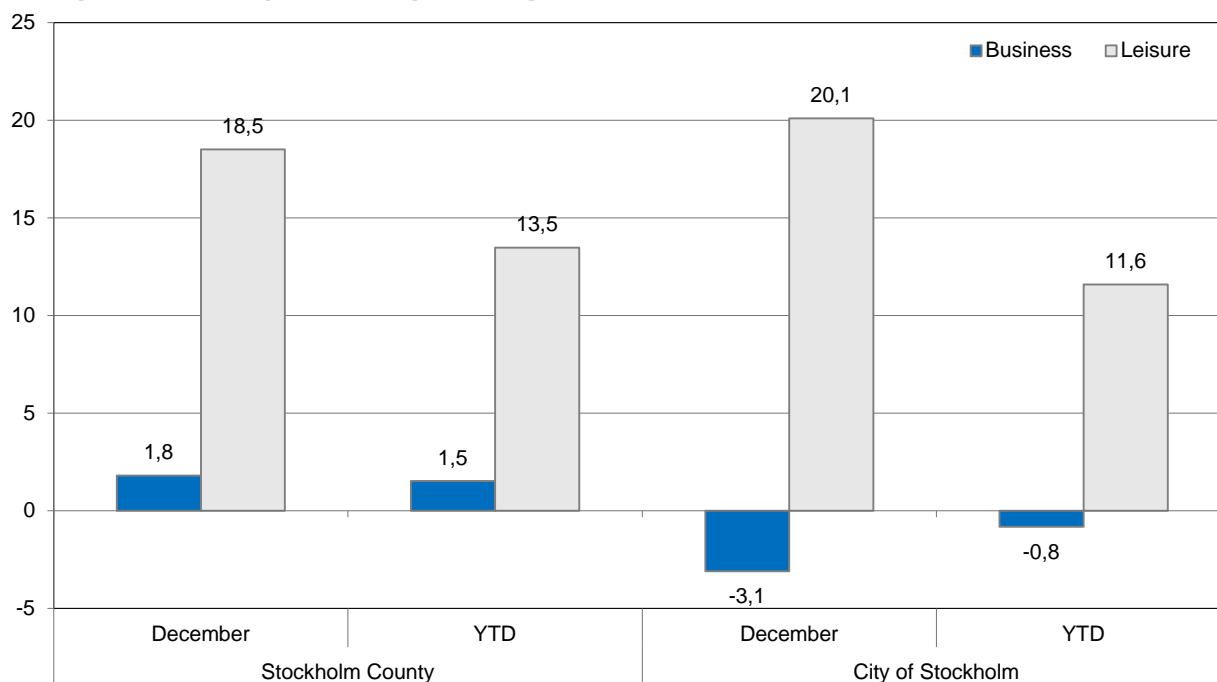
Provisional data.

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

Country	Stockholm county					Stockholm city					
	Guest nights 2013	Share in Sweden	December 2014			YTD 2014		December 2014		YTD 2014	
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %
Total	10 981 138	20 %	735 671	+ 12	25 %	11 848 763	+ 8	513 632	+ 9	7 949 740	+ 6
Domestic	7 389 114	18 %	500 501	+ 13	22 %	7 839 252	+ 6	319 633	+ 12	4 709 702	+ 4
Foreign	3 592 024	28 %	235 170	+ 9	39 %	4 009 511	+ 11	193 999	+ 6	3 240 038	+ 8
Nordic countries (excl. Sweden)	617 552	12 %	32 167	- 12	20 %	648 277	+ 5	24 312	- 12	489 672	+ 3
Europe excl. Nordic countries	1 801 534	31 %	118 764	+ 11	44 %	1 961 141	+ 8	97 123	+ 7	1 546 139	+ 5
Non-European/ not indicated	1 172 938	56 %	84 239	+ 17	52 %	1 400 093	+ 19	72 564	+ 12	1 204 227	+ 15
Europe	2 419 086	22 %	150 931	+ 5	35 %	2 609 418	+ 8	121 435	+ 3	2 035 811	+ 5
Austria	48 391	47 %	2 465	+ 8	56 %	50 104	+ 3	2 173	+ 13	42 077	+ 1
Belarus	1 719	48 %	173	+ 24	40 %	1 859	+ 9	167	+ 20	1 556	- 4
Belgium	44 097	38 %	3 080	+ 5	47 %	57 889	+ 31	2 596	+ 3	48 283	+ 27
Bulgaria	2 701	36 %	156	- 47	35 %	3 248	+ 18	135	- 50	2 419	+ 2
Croatia	3 278	41 %	319	+ 5	31 %	4 545	+ 40	258	- 2	3 839	+ 27
Czech Republic	15 419	33 %	617	- 15	18 %	16 723	+ 9	415	- 28	10 435	- 12
Denmark	146 073	13 %	7 794	- 9	14 %	157 729	+ 7	5 362	- 8	109 600	+ 4
Estonia	15 399	28 %	1 657	+ 100	22 %	20 604	+ 33	721	+ 4	10 936	+ 3
Finland	193 225	36 %	10 471	- 15	45 %	208 776	+ 8	8 306	- 19	164 988	+ 10
France	148 927	53 %	12 913	+ 6	56 %	156 572	+ 5	11 374	+ 4	133 604	+ 2
Georgia	2 915	46 %	198	- 12	76 %	3 651	+ 26	178	- 14	2 411	- 1
Germany	426 790	16 %	21 643	+ 14	29 %	482 252	+ 13	17 162	+ 12	346 293	+ 7
Great Britain	301 386	51 %	24 171	+ 25	50 %	333 241	+ 8	20 412	+ 23	272 586	+ 5
Greece	13 254	65 %	1 152	+ 7	74 %	17 051	+ 29	1 044	+ 58	14 954	+ 51
Hungary	10 579	43 %	613	+ 12	38 %	9 931	- 6	516	+ 6	8 569	+ 8
Iceland	9 871	50 %	765	+ 53	51 %	10 556	+ 7	560	+ 62	8 745	+ 5
Ireland	22 658	61 %	1 329	+ 6	53 %	21 516	- 5	941	- 13	17 447	- 15
Italy	133 063	56 %	9 886	+ 27	65 %	135 923	+ 2	8 697	+ 21	119 990	- 0
Latvia	12 525	36 %	790	+ 19	25 %	12 210	- 3	598	+ 8	8 424	- 23
Lithuania	15 165	42 %	959	- 28	52 %	14 824	- 2	626	- 31	9 367	- 1
Luxembourg	4 048	48 %	454	+ 53	63 %	6 373	+ 57	425	+ 65	5 747	+ 59
Norway	268 383	8 %	13 137	- 14	15 %	271 216	+ 1	10 084	- 10	206 339	- 2
Poland	73 555	34 %	5 885	+ 74	43 %	67 534	- 8	2 752	+ 34	37 881	+ 18
Portugal	12 822	49 %	558	- 10	54 %	13 302	+ 4	510	- 12	11 667	- 0
Romania	10 877	42 %	740	+ 51	43 %	16 087	+ 49	625	+ 41	14 388	+ 55
Russia	127 410	52 %	5 747	- 44	57 %	114 047	- 10	4 857	- 46	92 825	- 12
Slovakia	6 423	36 %	112	- 58	11 %	6 084	- 5	102	- 46	3 578	- 18
Slovenia	2 669	9 %	180	+ 319	55 %	2 210	- 17	152	+ 253	1 935	- 9
Spain	77 462	59 %	4 873	+ 6	65 %	96 571	+ 25	4 323	+ 6	85 008	+ 22
Switzerland	112 715	41 %	7 273	+ 14	62 %	124 191	+ 9	6 561	+ 14	105 247	+ 7
The Netherlands	104 163	19 %	7 675	+ 18	38 %	112 639	+ 8	6 251	+ 16	85 598	+ 4
Turkey	21 034	68 %	1 531	+ 16	75 %	22 744	+ 9	1 182	+ 22	19 194	+ 23
Ukraine	6 383	40 %	568	- 4	87 %	7 976	+ 25	471	+ 11	5 261	- 5
Rest of Europe	23 707	34 %	1 047	- 14	31 %	29 240	+ 23	899	- 20	24 620	+ 27

Country	Stockholm county						Stockholm city				
	Guest nights 2013	Share in Sweden	December 2014			YTD 2014		December 2014		YTD 2014	
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %
North America	327 468	64 %	15 241	- 12	65 %	370 249	+ 11	13 761	- 9	331 935	+ 13
Canada	36 619	63 %	1 392	- 26	67 %	38 413	+ 3	1 283	- 25	34 714	+ 3
USA	290 849	64 %	13 849	- 10	65 %	331 836	+ 12	12 478	- 7	297 221	+ 14
Central & South America	57 579	74 %	2 224	+ 10	68 %	57 294	- 1	1 949	+ 4	52 089	- 4
Argentina	4 980	77 %	71	- 33	75 %	5 333	+ 7	56	- 46	4 996	+ 5
Brazil	34 252	77 %	1 262	-0	74 %	31 869	- 7	1 135	- 4	29 565	- 9
Chile	2 084	65 %	71	+ 15	77 %	2 204	+ 4	69	+ 15	2 094	+ 5
Colombia	2 670	70 %	97	+ 90	52 %	2 040	- 25	92	+ 80	1 916	- 27
Mexico	6 295	80 %	358	+ 98	66 %	7 755	+ 21	287	+ 78	7 051	+ 19
Rest of Central & South America	7 298	60 %	365	+ 4	55 %	8 093	+ 10	310	- 2	6 467	- 1
Asia	328 255	56 %	23 467	+ 14	56 %	373 300	+ 15	20 302	+ 5	316 065	+ 10
China	81 746	43 %	5 283	+ 7	41 %	81 414	-0	4 631	-0	64 224	-0
India	83 451	65 %	7 430	+ 6	71 %	110 988	+ 33	6 638	+ 1	99 032	+ 24
Indonesia	3 034	71 %	176	+ 32	49 %	3 238	+ 7	166	+ 37	2 922	+ 4
Iran	2 539	56 %	195	+ 4	66 %	3 071	+ 22	131	+ 2	2 677	+ 21
Israel	9 791	64 %	498	+ 44	58 %	14 479	+ 49	422	+ 44	12 655	+ 48
Japan	57 942	64 %	2 657	+ 46	49 %	56 446	- 2	2 394	+ 48	45 889	- 9
Malaysia	3 080	65 %	291	+ 28	63 %	4 369	+ 42	272	+ 28	3 871	+ 32
Qatar	7 669	93 %	513	+ 1	85 %	7 208	- 5	58	- 88	4 474	- 40
Saudi Arabia	3 874	60 %	204	+ 2	46 %	7 172	+ 84	119	- 35	6 308	+ 77
Singapore	7 118	55 %	1 015	+ 21	53 %	8 186	+ 14	912	+ 13	7 114	+ 9
South Korea	15 251	47 %	693	- 2	48 %	13 849	- 8	595	- 11	11 965	- 12
Taiwan	8 516	73 %	381	+ 47	77 %	7 425	- 13	330	+ 37	5 659	- 19
Thailand	14 962	80 %	1 821	+ 7	85 %	14 868	-0	1 724	+ 7	13 524	- 5
United Arab Emirates	7 365	67 %	937	+ 6	79 %	17 194	+ 136	869	+ 1	15 258	+ 137
Rest of Asia	18 193	51 %	1 373	+ 45	48 %	23 393	+ 28	1 041	+ 11	20 493	+ 23
Africa	22 888	51 %	1 309	- 16	43 %	27 186	+ 17	1 008	- 21	22 286	+ 10
Egypt	3 308	57 %	144	- 61	32 %	3 738	+ 13	138	- 61	3 491	+ 19
Morocco	1 988	65 %	84	- 48	76 %	1 537	- 23	76	- 51	1 439	- 19
Namibia	2 178	64 %	5	- 81	3 %	1 978	- 9	5	- 80	1 911	- 11
South Africa	4 553	55 %	367	+ 5	75 %	5 514	+ 21	204	- 28	4 591	+ 9
Rest of Africa	10 861	44 %	709	+ 10	39 %	14 419	+ 29	585	+ 28	10 854	+ 19
Oceania	45 097	63 %	3 471	+ 9	62 %	55 912	+ 22	3 034	+ 7	48 383	+ 14
Australia	40 585	64 %	3 064	+ 8	60 %	48 024	+ 16	2 752	+ 5	43 820	+ 14
New Zealand	4 244	63 %	296	+ 29	70 %	5 091	+ 18	272	+ 27	4 401	+ 14
Rest of Oceania	262	29 %	111	+ 3	100 %	2 797	+ 948	10	- 64	162	+ 35
Rest of the World	15 868	46 %	1 058	- 7	41 %	23 534	+ 22	865	- 27	19 085	+ 17
Not indicated	375 783	48 %	37 469	+ 43	46 %	492 618	+ 32	31 645	+ 34	414 384	+ 25

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			
	December		YTD		December		YTD	
	2014	2013	2014	2013	2014	2013	2014	2013
Number of hotels	292	295	301	305	145	147	150	148
Room capacity	914 556	887 014	11 282 538	10 936 489	563 645	543 793	6 882 272	6 725 124
Occupied rooms	446 011	412 933	6 861 464	6 483 612	309 156	293 250	4 704 554	4 530 811
Capacity utilization (%)	48,8	46,5	60,8	59,3	54,8	53,7	68,4	67,3
Mon-thu (%)	54,5	55,9	67,7	66,4	60,3	63,0	74,5	73,4
Fri-sun (%)	42,2	38,0	52,1	50,3	48,7	45,4	60,6	59,8
Revenues (MSEK)	460,7	432,8	7 341,8	7 028,2	334,5	321,7	5 297,3	5 097,2
Rev. per occupied room (SEK)	1 033	1 048	1 070	1 084	1 082	1 097	1 126	1 125
Rev. per disp. room (SEK)	504	488	651	643	593	592	770	758