

## Stockholm's tourism industry. January 2017

2017 began positively with nearly 816,000 guest nights at commercial accommodations in the county of Stockholm – an increase of 11% compared to January 2016. Both Swedish and foreign overnight stays have increased to the same extent, by 11% for domestic visitors and by 10% for foreign guests.

Visitors from other Nordic countries accounted for 10% more guest nights. This increase is primarily due to more guests from Finland. Visitors from Europe outside the Nordic region accounted for 106,000 overnight stays, which is 9% more than during the same month last year. Single largest

markets are the United Kingdom (+ 15%) and Germany (+ 21%).

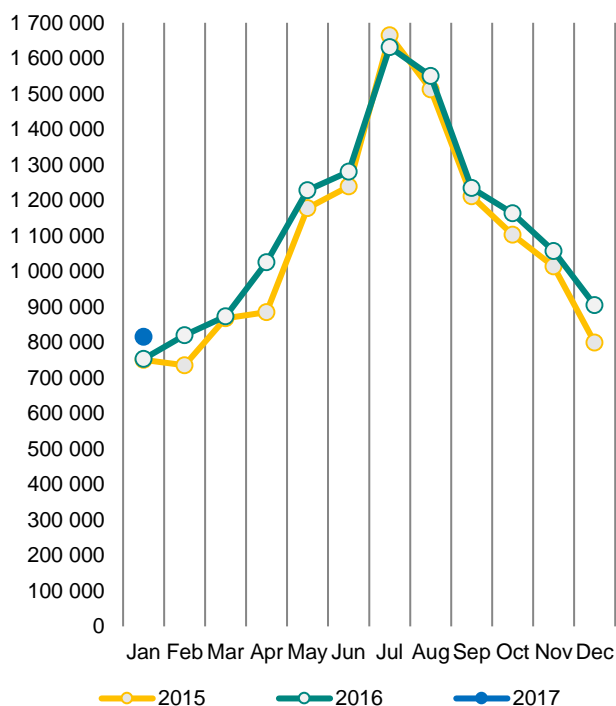
January was also very positive for visitors from the United States. Close to 17,000 guest nights means an increase of 21%.

Overnight stays by visitors from Asia rose by 15%. Worth noticing is a significant increase of visitors from China. The number of overnight stays rose from less than 5,000 in January last year to just over 9,000 this January. The Japanese market has performed well, while overnight stays by guests from India have fallen by a fifth since January 2016.

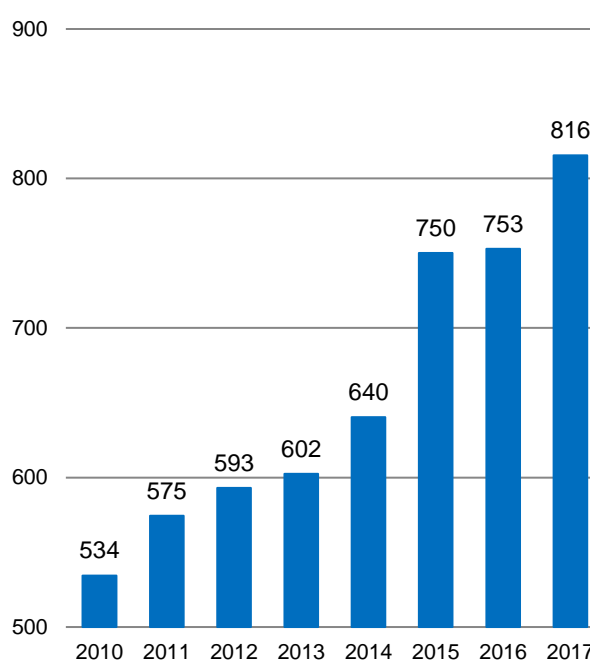
### Commercial overnight stays in Stockholm's county January 2017, top 20.

Target group	Guest nights	Change, %			
<b>Total</b>	<b>815,561</b>	<b>11%</b>			
<b>Sweden</b>	<b>574,593</b>	<b>11%</b>			
<b>Foreign</b>	<b>240,968</b>	<b>10%</b>			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Not indicated	34,357	21%	11 France	7,341	-8%
2 Great Britain	23,597	15%	12 The Netherlands	6,766	24%
3 Germany	17,394	21%	13 India	6,342	-21%
4 USA	16,926	21%	14 Switzerland	4,652	16%
5 Norway	16,172	0%	15 Spain	4,148	13%
6 Finland	14,143	28%	16 Poland	3,678	-29%
7 Denmark	9,800	5%	17 Belgium	3,196	13%
8 China	9,031	82%	18 Australia	3,147	-15%
9 Russia	8,603	7%	19 Lithuania	2,628	33%
10 Italy	7,586	16%	20 Ireland	2,053	-15%

**Commercial overnight stays by month 2015, 2016 and 2017, Stockholm county**



**Commercial overnight stays, January 2010-2016, Stockholm county. (Thousands)**



**Commercial overnight stays 2017 compared with previous year.**

	January 2017		YTD	
	Guest nights	Change, %	Guest nights	Change, %
<b>Stockholm County</b>	<b>815,561</b>	<b>11%</b>	<b>815,561</b>	<b>11%</b>
Domestic	574,593	11%	574,593	11%
Foreign	240,968	10%	240,968	10%
Nordic countries, excl. Sweden	40,798	10%	40,798	10%
Europe excl. Nordic countries	106,017	9%	106,017	9%
Non-European	94,153	10%	94,153	10%
<b>City of Stockholm</b>	<b>545,902</b>	<b>12%</b>	<b>545,902</b>	<b>12%</b>
Domestic	350,808	14%	350,808	14%
Foreign	195,094	10%	195,094	10%
Nordic countries, excl. Sweden	30,764	9%	30,764	9%
Europe excl. Nordic countries	85,313	14%	85,313	14%
Non-European	79,017	6%	79,017	6%
<b>Sweden</b>	<b>3,501,243</b>	<b>7%</b>	<b>3,501,243</b>	<b>7%</b>

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 2016	Share in Sweden	January 2017			YTD 2017		January 2017		YTD 2017		
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %	
<b>Total</b>	<b>13,505,872</b>	<b>22%</b>	<b>815,561</b>	<b>11</b>	<b>23%</b>	<b>815,561</b>	<b>11</b>	<b>545,902</b>	<b>12</b>	<b>545,902</b>	<b>12</b>	
<b>Sweden</b>	<b>8,763,174</b>	<b>19%</b>	<b>574,593</b>	<b>11</b>	<b>21%</b>	<b>574,593</b>	<b>11</b>	<b>350,808</b>	<b>14</b>	<b>350,808</b>	<b>14</b>	
<b>Foreign</b>	<b>4,742,698</b>	<b>30%</b>	<b>240,968</b>	<b>10</b>	<b>34%</b>	<b>240,968</b>	<b>10</b>	<b>195,094</b>	<b>10</b>	<b>195,094</b>	<b>10</b>	
<b>Nordic countries excl. Sweden</b>	<b>690,563</b>	<b>13%</b>	<b>40,798</b>	<b>10</b>	<b>17%</b>	<b>40,798</b>	<b>10</b>	<b>30,764</b>	<b>9</b>	<b>30,764</b>	<b>9</b>	
<b>Europe excl. Nordic countries</b>	<b>2,246,459</b>	<b>32%</b>	<b>106,017</b>	<b>9</b>	<b>39%</b>	<b>106,017</b>	<b>9</b>	<b>85,313</b>	<b>14</b>	<b>85,313</b>	<b>14</b>	
<b>Non-European/ not indicated</b>	<b>1,805,676</b>	<b>53%</b>	<b>94,153</b>	<b>10</b>	<b>51%</b>	<b>94,153</b>	<b>10</b>	<b>79,017</b>	<b>6</b>	<b>79,017</b>	<b>6</b>	
<b>Europe</b>	<b>2,937,022</b>	<b>20%</b>	<b>146,815</b>	<b>9</b>	<b>28%</b>	<b>146,815</b>	<b>9</b>	<b>116,077</b>	<b>13</b>	<b>116,077</b>	<b>13</b>	
Austria	59,112	45%	1,610	-3	45%	1,610	-3	1,398	4	1,398	4	
Belarus	2,401	54%	166	-12	54%	166	-12	148	-11	148	-11	
Belgium	58,844	38%	3,196	13	48%	3,196	13	2,660	12	2,660	12	
Bulgaria	7,069	49%	188	-46	30%	188	-46	145	-43	145	-43	
Croatia	4,111	33%	294	37	62%	294	37	250	68	250	68	
Czech Republic	15,032	22%	686	-5	19%	686	-5	504	-6	504	-6	
Denmark	167,880	15%	9,800	5	10%	9,800	5	6,879	3	6,879	3	
Estonia	19,619	28%	1,019	-16	14%	1,019	-16	672	-15	672	-15	
Finland	221,350	38%	14,143	28	46%	14,143	28	11,159	35	11,159	35	
France	154,873	52%	7,341	-8	47%	7,341	-8	6,421	-7	6,421	-7	
Georgia	5,250	52%	160	139	46%	160	139	133	138	133	138	
Germany	540,288	18%	17,394	21	25%	17,394	21	13,636	24	13,636	24	
Greece	14,903	63%	1,389	83	71%	1,389	83	1,229	93	1,229	93	
Hungary	13,300	41%	1,295	157	53%	1,295	157	678	56	678	56	
Iceland	13,931	53%	683	15	61%	683	15	606	13	606	13	
Ireland	36,987	69%	2,053	-15	69%	2,053	-15	959	38	959	38	
Italy	135,255	54%	7,586	16	55%	7,586	16	6,398	14	6,398	14	
Latvia	17,272	42%	939	-20	29%	939	-20	757	20	757	20	
Lithuania	34,135	49%	2,628	33	41%	2,628	33	1,317	32	1,317	32	
Luxembourg	9,376	62%	342	-2	62%	342	-2	309	-4	309	-4	
Netherlands	119,178	18%	6,766	24	35%	6,766	24	5,647	35	5,647	35	
Norway	287,402	8%	16,172	0	14%	16,172	0	12,120	-4	12,120	-4	
Poland	99,230	31%	3,678	-29	28%	3,678	-29	2,374	11	2,374	11	
Portugal	13,246	44%	678	-15	55%	678	-15	609	-15	609	-15	
Romania	19,308	47%	892	-14	44%	892	-14	789	2	789	2	
Russia	58,004	45%	8,603	7	41%	8,603	7	7,109	8	7,109	8	
Slovakia	5,348	24%	179	-31	15%	179	-31	143	-29	143	-29	
Slovenia	3,467	36%	95	-9	25%	95	-9	70	-26	70	-26	
Spain	118,080	64%	4,148	13	53%	4,148	13	3,564	17	3,564	17	
Switzerland	138,972	37%	4,652	16	56%	4,652	16	3,859	12	3,859	12	
Turkey	33,688	71%	1,237	-28	52%	1,237	-28	1,113	-19	1,113	-19	
UK	443,999	52%	23,597	15	46%	23,597	15	19,827	15	19,827	15	
Ukraine	12,251	58%	937	33	68%	937	33	801	39	801	39	
Rest of Europe	53,861	42%	1,442	-35	39%	1,442	-35	1,070	-23	1,070	-23	

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Country	Stockholm county						City of Stockholm				
	Guest nights 2016	Share in Sweden	January 2017			YTD 2017		January 2017		YTD 2017	
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %
<b>North America</b>	<b>408,498</b>	<b>67%</b>	<b>18,661</b>	<b>17</b>	<b>52%</b>	<b>18,661</b>	<b>17</b>	<b>15,670</b>	<b>12</b>	<b>15,670</b>	<b>12</b>
Canada	38,409	65%	1,735	-9	56%	1,735	-9	1,479	-14	1,479	-14
USA	370,089	67%	16,926	21	52%	16,926	21	14,191	15	14,191	15
<b>Central &amp; South America</b>	<b>60,796</b>	<b>64%</b>	<b>1,995</b>	<b>-16</b>	<b>41%</b>	<b>1,995</b>	<b>-16</b>	<b>1,761</b>	<b>-16</b>	<b>1,761</b>	<b>-16</b>
Argentina	8,137	83%	232	0	77%	232	0	205	3	205	3
Brazil	25,873	65%	993	18	42%	993	18	926	25	926	25
Chile	3,113	67%	112	-60	64%	112	-60	107	-57	107	-57
Columbia	3,019	74%	81	-6	46%	81	-6	72	-8	72	-8
Mexico	9,431	72%	259	-26	58%	259	-26	229	-28	229	-28
Rest of Central & South America	11,223	47%	318	-47	23%	318	-47	222	-57	222	-57
<b>Asia</b>	<b>445,716</b>	<b>51%</b>	<b>25,401</b>	<b>15</b>	<b>54%</b>	<b>25,401</b>	<b>15</b>	<b>20,928</b>	<b>13</b>	<b>20,928</b>	<b>13</b>
China	119,814	37%	9,031	82	49%	9,031	82	7,855	88	7,855	88
India	104,186	59%	6,342	-21	55%	6,342	-21	5,023	-29	5,023	-29
Indonesia	5,037	75%	236	89	61%	236	89	220	95	220	95
Iran	5,614	61%	193	-16	50%	193	-16	172	-2	172	-2
Israel	12,400	67%	378	1	61%	378	1	339	5	339	5
Japan	57,820	62%	1,492	20	45%	1,492	20	1,338	30	1,338	30
Malaysia	5,184	65%	159	-36	52%	159	-36	130	-38	130	-38
Qatar	17,512	92%	1,119	-11	97%	1,119	-11	123	-65	123	-65
Saudi Arabia	8,227	62%	235	16	56%	235	16	204	23	204	23
Singapore	10,116	58%	480	25	41%	480	25	445	26	445	26
South Korea	18,046	36%	963	-7	73%	963	-7	780	-16	780	-16
Taiwan	12,141	59%	555	43	54%	555	43	454	40	454	40
Thailand	25,451	74%	1,980	11	90%	1,980	11	1,821	7	1,821	7
United Arab Emirates	21,944	79%	1,134	15	84%	1,134	15	1,017	10	1,017	10
Rest of Asia	22,224	40%	1,104	38	28%	1,104	38	1,007	48	1,007	48
<b>Africa</b>	<b>29,499</b>	<b>53%</b>	<b>1,640</b>	<b>32</b>	<b>60%</b>	<b>1,640</b>	<b>32</b>	<b>1,505</b>	<b>35</b>	<b>1,505</b>	<b>35</b>
Egypt	3,107	44%	212	7	47%	212	7	187	12	187	12
Morocco	1,493	62%	94	-9	64%	94	-9	89	-1	89	-1
Namibia	7,027	85%	549	167	89%	549	167	514	161	514	161
South Africa	5,345	52%	293	-2	46%	293	-2	263	-3	263	-3
Rest of Africa	12,527	46%	492	13	54%	492	13	452	17	452	17
<b>Oceania</b>	<b>57,056</b>	<b>65%</b>	<b>3,462</b>	<b>-14</b>	<b>55%</b>	<b>3,462</b>	<b>-14</b>	<b>3,149</b>	<b>-14</b>	<b>3,149</b>	<b>-14</b>
Australia	50,435	66%	3,147	-15	54%	3,147	-15	2,873	-14	2,873	-14
New Zealand	6,184	63%	305	0	66%	305	0	272	0	272	0
Rest of Oceania	437	35%	10	-38	25%	10	-38	4	-75	4	-75
<b>Rest of the World</b>	<b>180,014</b>	<b>44%</b>	<b>8,637</b>	<b>-24</b>	<b>53%</b>	<b>8,637</b>	<b>-24</b>	<b>7,911</b>	<b>-25</b>	<b>7,911</b>	<b>-25</b>
Not indicated	624,097	49%	34,357	21	48%	34,357	21	28,093	16	28,093	16