

Stockholm's tourism industry. May 2014

During May close to 1 136 000 overnight stays were made at commercial accommodation establishments in the Stockholm County – almost 15 000 more (+ 1%) than during the same month in 2013. One should also bear in mind that for the month of May last year an increase of 12 % was noted compared to 2012.

All types of commercial accommodation had more guest nights than in May previous year. The increase in terms of percentage was highest for camping (+ 14%).

Overnight stays from domestic visitors rose during the month by 1% and foreign by 2%. Swedish guests made fewer overnight stays in hotels, but increased at campsites and hostels. Guest nights spent by visitors from Scandinavia and the rest of Europe fell by 3 % each. So far in 2014 however, Nordic visitors have made 6 % more overnights than in 2013,

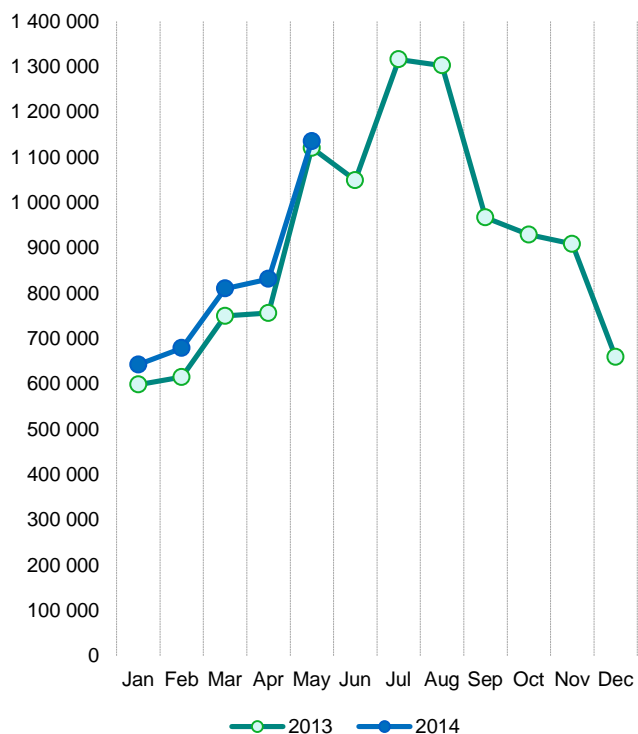
while the rate of increase from the rest of Europe stops at 3 %. The developments for many important target groups were positive. This includes Denmark, Finland, Great Britain, France, Italy, Spain, USA and India. However, Norway, Germany, Switzerland, Russia and China recorded fewer guest nights than in May 2013.

Room capacity at the County's hotels is steadily increasing. During May there were 985 000 room nights available, 4 % more than in the previous year. The number of occupied room decreased slightly compared to May 2013, as well as the average price of an occupied room. The hotels' revenue for rooms sold fell slightly, to MSEK 791. So far in 2014 2.6 million hotel rooms has been rented in the County at an average price of SEK 1 086 per night.

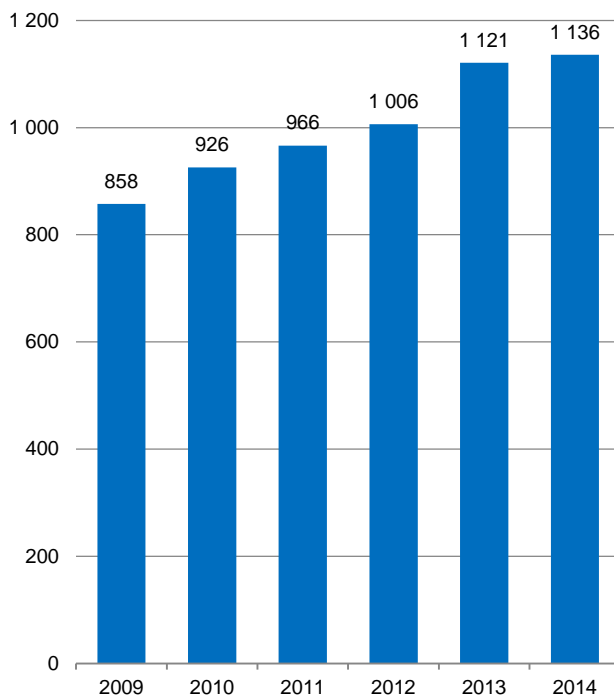
Commercial overnight stays in Stockholm's county January-May 2014, top 20

Target group	Guest nights	Change, %			
Total	4 127 083	+ 7			
Sweden	2 854 438	+ 5			
Foreign	1 272 645	+ 12			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Not indicated	173 044	+37	11 Italy	34 263	0
2 Germany	117 284	+14	12 The Netherlands	33 095	+2
3 Great Britain	114 372	0	13 Rest of Asia	32 599	+39
4 Norway	100 332	+7	14 Switzerland	28 102	-10
5 USA	96 672	+24	15 Spain	25 817	+17
6 Finland	69 565	+5	16 China	23 748	+4
7 Denmark	54 773	+10	17 Poland	22 770	-29
8 Russia	52 114	-7	18 Rest of Europe	22 176	+27
9 France	52 037	+6	19 Belgium	20 532	+39
10 India	48 979	+78	20 Rest of the world	15 876	+25

Commercial overnight stays by month 2013 and 2014, Stockholm county



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



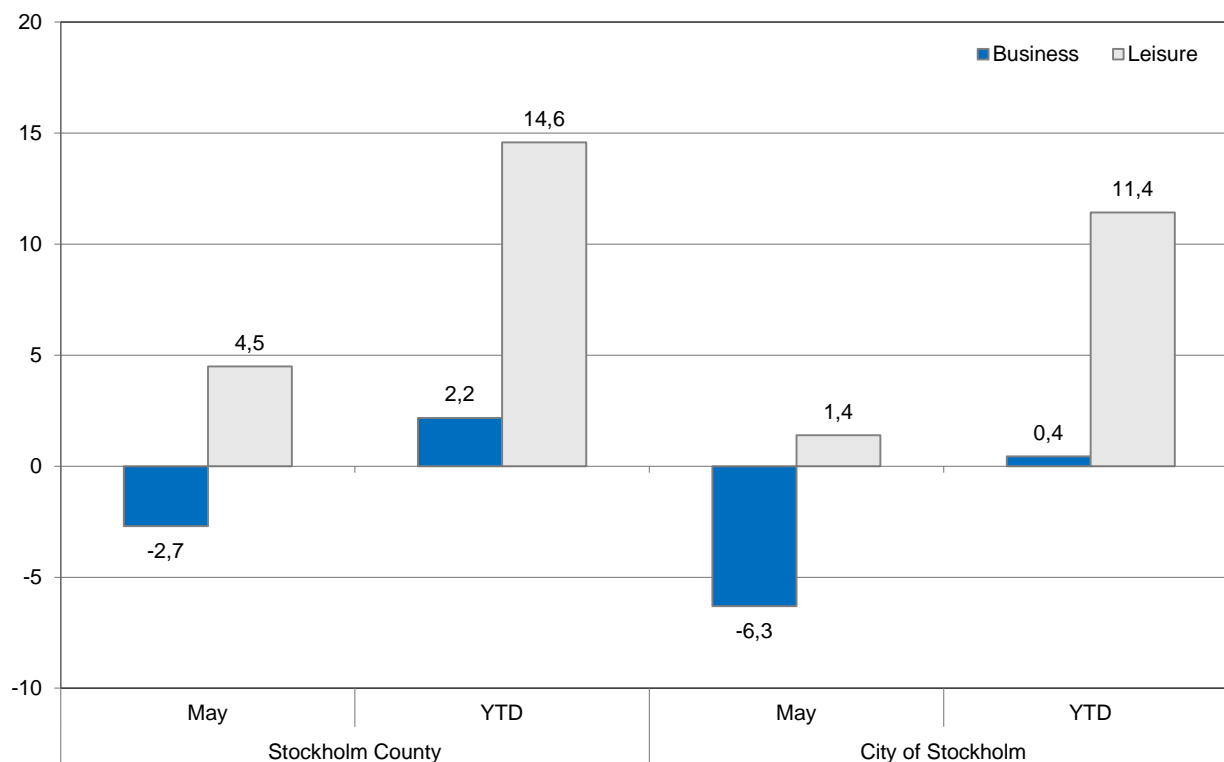
Commercial overnight stays 2014 compared with previous year

	May 2014		YTD	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	1 135 601	+ 1	4 127 083	+ 7
Domestic	771 266	+ 1	2 854 438	+ 5
Foreign	364 335	+ 2	1 272 645	+ 12
Nordic countries excl. Sweden	61 942	- 3	227 787	+ 6
Europe excl. Nordic countries	174 605	- 3	594 744	+ 3
Non European	127 788	+ 12	450 114	+ 31
City of Stockholm	749 646	- 2	2 796 994	+ 5
Domestic	454 006	- 2	1 755 544	+ 2
Foreign	295 640	- 2	1 041 450	+ 9
Nordic countries excl. Sweden	46 806	- 6	172 046	+ 2
Europe excl. Nordic countries	140 292	- 5	478 881	+ 0
Non European	108 542	+ 6	390 523	+ 28
Sweden	4 497 670	+ 4	18 045 789	+ 4

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

Country	Stockholm county						City of Stockholm					
	Guest-nights 2013	Share in Sweden	May 2014			YTD		May 2014		YTD		
			Guest-nights	Change %	Share in Sweden	Guest-nights	Change %	Guest-nights	Change,%	Guest-nights	Change,%	
Total	10 981 138	20 %	1 135 601	+ 1	25 %	4 127 083	+ 7	749 646	- 2	2 796 994	+ 5	
Domestic	7 389 114	18 %	771 266	+ 1	22 %	2 854 438	+ 5	454 006	- 2	1 755 544	+ 2	
Foreign	3 592 024	28 %	364 335	+ 2	37 %	1 272 645	+ 12	295 640	- 2	1 041 450	+ 9	
Nordic countries excl. Sweden	617 552	12 %	61 942	- 3	21 %	227 787	+ 6	46 806	- 6	172 046	+ 2	
Europe excl. Nordic countries	1 801 534	31 %	174 605	- 3	40 %	594 744	+ 3	140 292	- 5	478 881	+ 0	
Non European	1 172 938	56 %	127 788	+ 12	53 %	450 114	+ 31	108 542	+ 6	390 523	+ 28	
Denmark	146 073	13 %	14 422	+ 8	23 %	54 773	+ 10	9 928	+ 5	37 977	+ 5	
Norway	268 383	8 %	27 685	- 10	14 %	100 332	+ 7	21 753	- 14	77 276	- 1	
Finland	193 225	36 %	18 780	+ 3	46 %	69 565	+ 5	14 461	+ 1	54 446	+ 5	
Iceland	9 871	50 %	1 055	- 13	52 %	3 117	- 20	664	- 34	2 347	- 32	
Germany	426 790	16 %	38 877	- 4	22 %	117 284	+ 14	30 161	- 8	89 442	+ 6	
Great Britain	301 386	51 %	31 462	+ 7	57 %	114 372	- 0	24 285	- 2	92 939	- 6	
Ireland	22 658	61 %	1 449	- 12	56 %	8 204	- 17	1 234	- 17	6 813	- 26	
The Netherlands	104 163	19 %	9 916	+ 6	29 %	33 095	+ 2	8 092	+ 5	27 159	+ 0	
Belgium	44 097	38 %	6 702	+ 72	60 %	20 532	+ 39	5 646	+ 77	17 573	+ 36	
Luxembourg	4 048	48 %	578	+ 49	66 %	1 562	+ 2	492	+ 36	1 394	+ 0	
France	148 927	53 %	16 809	+ 12	65 %	52 037	+ 6	14 216	+ 5	44 986	+ 2	
Switzerland	112 715	41 %	9 690	- 34	56 %	28 102	- 10	8 601	- 36	24 970	- 12	
Austria	48 391	47 %	4 909	- 8	56 %	13 315	- 2	4 047	- 15	11 090	- 7	
Italy	133 063	56 %	9 733	+ 11	60 %	34 263	- 0	8 685	+ 15	30 261	- 1	
Spain	77 462	59 %	7 690	+ 34	64 %	25 817	+ 17	6 498	+ 32	21 899	+ 11	
Portugal	12 822	49 %	1 064	+ 6	66 %	4 657	+ 18	897	+ 0	4 035	+ 13	
Greece	13 254	65 %	1 420	+ 31	66 %	6 425	+ 55	1 235	+ 70	5 528	+ 107	
Turkey	21 034	68 %	2 340	+ 19	77 %	7 488	+ 6	2 068	+ 74	6 141	+ 14	
Russia	127 410	52 %	11 908	- 34	67 %	52 114	- 7	9 656	- 37	42 706	- 11	
Estonia	15 399	28 %	1 201	- 11	35 %	6 511	+ 13	896	+ 2	4 341	- 2	
Latvia	12 525	36 %	1 208	- 6	47 %	4 543	- 10	951	- 13	3 588	- 19	
Lithuania	15 165	42 %	899	- 49	28 %	6 222	+ 24	695	- 47	4 427	+ 27	
Poland	73 555	34 %	5 202	- 34	25 %	22 770	- 29	3 152	+ 7	12 723	+ 4	
The Czech Rep.	15 419	33 %	2 770	- 30	55 %	8 238	+ 18	1 583	- 14	4 437	- 20	
Slovakia	6 423	36 %	699	- 6	26 %	2 007	- 42	422	- 31	1 324	- 40	
Hungary	10 579	43 %	896	- 8	34 %	3 010	- 22	836	+ 10	2 668	- 15	
Rest of Europe	54 249	32 %	7 183	+ 32	49 %	22 176	+ 27	5 944	- 3	18 437	+ 25	
USA	290 849	64 %	31 436	+ 14	62 %	96 672	+ 24	28 050	+ 15	86 795	+ 28	
Canada	36 619	63 %	3 385	- 35	67 %	12 106	+ 3	3 016	- 39	11 030	+ 1	
Brasil	34 252	77 %	3 465	+ 29	83 %	8 138	+ 33	3 286	+ 33	7 593	+ 40	
Central & South America	23 327	70 %	1 859	- 3	66 %	7 030	+ 22	1 661	- 3	6 366	+ 22	
Japan	57 942	64 %	3 844	- 16	53 %	13 637	- 1	2 979	+ 1	11 634	- 4	
South Korea	15 251	47 %	1 076	- 3	33 %	4 833	+ 13	893	- 10	4 290	+ 20	
China	81 746	43 %	6 340	- 19	38 %	23 748	+ 4	5 204	- 16	20 644	+ 4	
India	83 451	65 %	11 571	+ 38	67 %	48 979	+ 78	10 129	+ 27	44 017	+ 67	
Rest of Asia	86 102	65 %	7 099	- 18	58 %	32 599	+ 39	5 843	- 24	28 627	+ 36	
Australia	40 585	64 %	3 740	+ 16	66 %	12 186	+ 19	3 228	+ 8	10 992	+ 15	
New Zealand	4 244	63 %	471	+ 88	74 %	1 266	+ 32	391	+ 64	1 089	+ 24	
Rest of the world	42 787	48 %	4 898	- 7	60 %	15 876	+ 25	3 477	- 41	12 693	+ 13	
Not indicated	375 783	48 %	48 604	+ 29	45 %	173 044	+ 37	40 385	+ 17	144 753	+ 29	

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			
	May		YTD		May		YTD	
	2014	2013	2014	2013	2014	2013	2014	2013
Number of hotels	296	298	298	299	148	148	149	148
Room capacity	985 097	946 604	4 666 694	4 516 146	598 990	580 719	2 847 348	2 785 260
Occupied rooms	670 868	673 015	2 618 223	2 469 704	452 332	469 474	1 790 979	1 722 759
Capacity utilization (%)	68,1	71,1	56,1	54,5	75,5	80,8	62,9	64,5
Mon-thu (%)	78,9	78,9	64,0	62,6	84,3	86,1	70,0	68,7
Fri-sun (%)	57,7	62,5	46,5	44,5	67,2	75,1	54,4	52,7
Revenues (MSEK)	791,0	817,0	2 843,4	2 701,9	569,5	602,8	2 038,1	1 941,5
Rev. per occupied room (SEK)	1 179	1 214	1 086	1 094	1 259	1 284	1 138	1 127
Rev. per disp. room (SEK)	803	863	609	598	951	1038	716	697