

Stockholm's tourism industry. October 2014

For the first time the number of guest nights at commercial establishments in the county reached over one million in October, and already in October over 10 million overnight stays have been made in 2014. October's 1.034 million overnight stays were 10 % more than in the same month in 2013 and 19 % more than in October 2012.

The number of overnight stays by domestic visitors increased by 12 % and foreign by 5 %. During the year as a whole, however, the growth rate has been higher for foreign visitors.

Nordic guest nights rose by 10 %. The increase was most significant for Danish visitors, but all Nordic target groups increased compared to October last year.

For markets in Europe excl. Scandinavia a decline of 2 % is noted. The main target groups in the rest of Europe

developed in different directions (Germany -10 % and the UK +11 %).

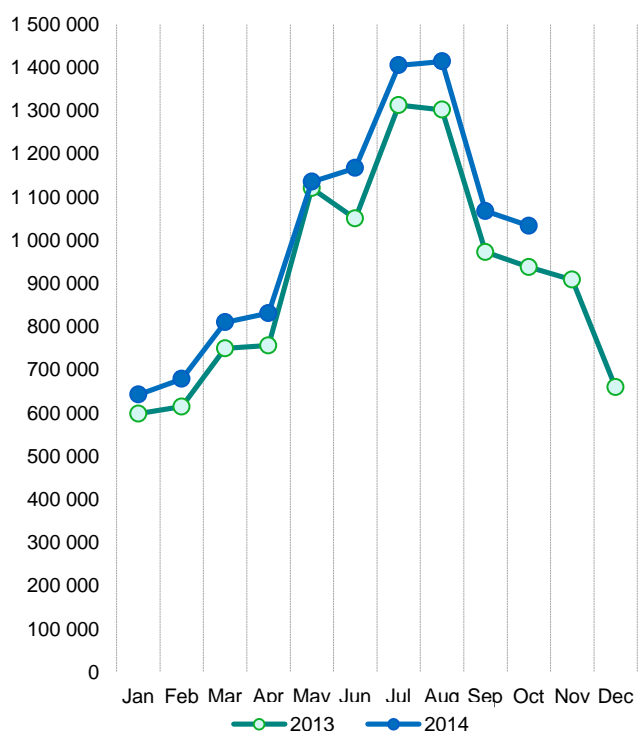
Visitors from the USA made 5 % more overnight stays than in October 2013. During the year to date, the growth rate of US visitors is 8 %, which corresponds to more than 22,000 overnight stays. For Asia, progress has slowed and the number of guest nights decreased by 5 % during October, with a decline for the largest markets, India, China and Japan.

The rise in October is mainly due to an increase for leisure visitors to the county's hotels. The average price of a rented room was slightly lower than last year, but the number (and the proportion) of rooms rented increased and hence the hotels' revenue for rooms sold – both in total but also in proportion of disposable rooms

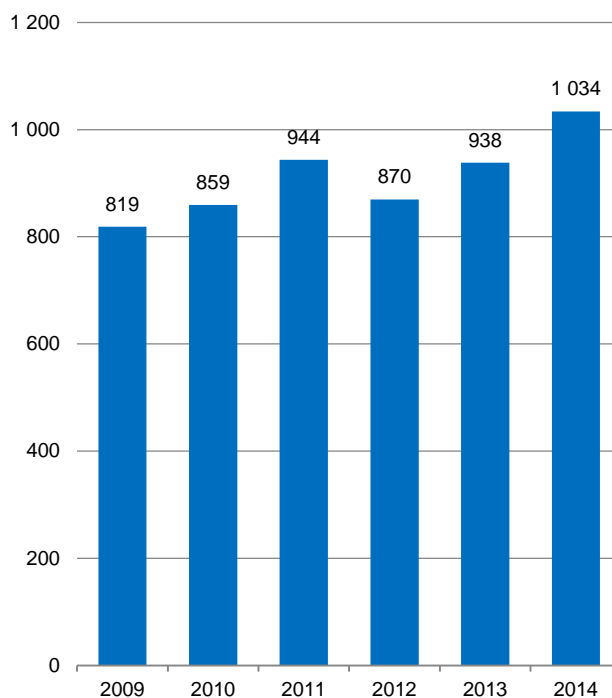
Commercial overnight stays in Stockholm's county January-October 2014, top 20

Target group	Guest nights	Change, %			
Total	10 156 434	+ 8			
Sweden	6 660 575	+ 6			
Foreign	3 495 859	+ 11			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Germany	443 547	+13	11 Russia	100 126	-7
2 Not indicated	413 499	+33	12 The Netherlands	98 073	+8
3 USA	288 448	+8	13 India	94 124	+36
4 Great Britain	281 709	+6	14 Spain	85 835	+25
5 Norway	240 671	+3	15 China	71 479	0
6 Finland	186 445	+11	16 Poland	54 584	-17
7 Denmark	139 181	+9	17 Belgium	51 212	+33
8 France	133 248	+4	18 Japan	50 876	-6
9 Italy	118 791	0	19 Austria	44 439	+1
10 Switzerland	108 999	+5	20 Australia	41 788	+15

Commercial overnight stays by month 2013 and 2014, Stockholm county



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



Commercial overnight stays 2014 compared with previous year

	October 2014		YTD	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	1 033 502	+ 10	10 156 434	+ 8
Domestic	757 573	+ 12	6 660 575	+ 6
Foreign	275 929	+ 5	3 495 859	+ 11
Nordic countries excl. Sweden	53 293	+ 10	575 284	+ 7
Europe excl. Nordic countries	123 364	- 2	1 719 008	+ 8
Non European	99 272	+ 11	1 201 567	+ 17
City of Stockholm	698 452	+ 9	6 170 128	+ 6
Domestic	477 272	+ 13	3 547 596	+ 4
Foreign	221 180	+ 0	2 622 532	+ 9
Nordic countries excl. Sweden	39 882	+ 6	395 820	+ 4
Europe excl. Nordic countries	97 427	- 6	1 269 545	+ 6
Non European	83 871	+ 6	957 167	+ 15
Sweden	3 373 872	- 1	50 223 309	+ 4

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.

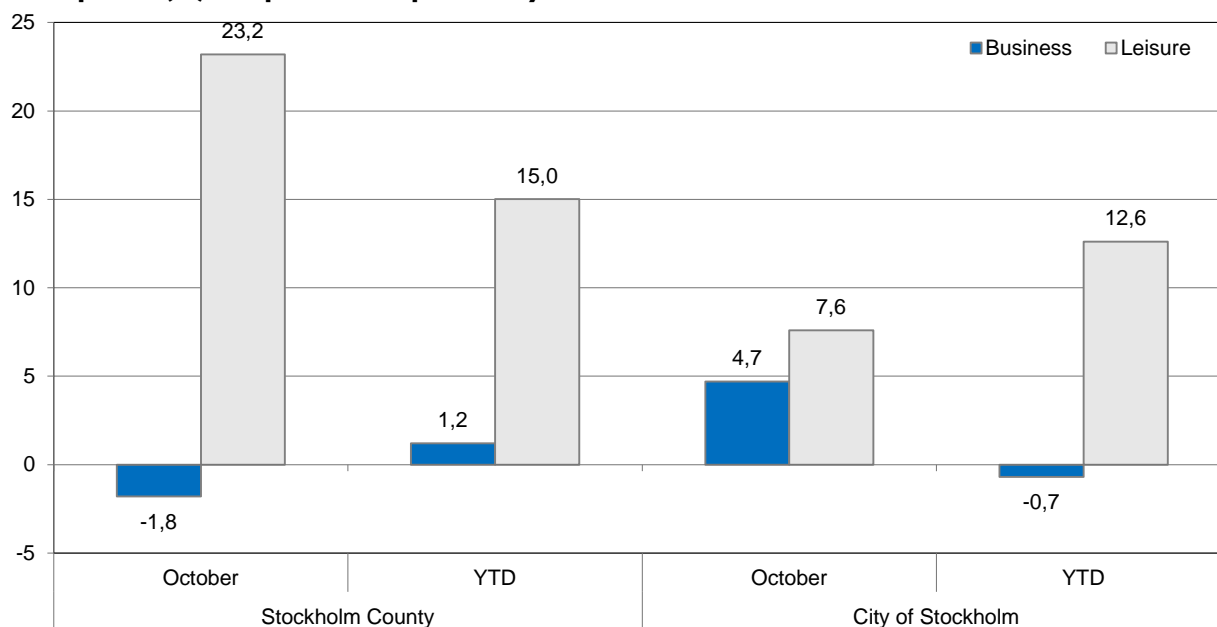
Provisional data.

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

Country	Stockholm county					Stockholm city					
	Guest nights 2013	Share in Sweden	October 2014			YTD 2014		October 2014		YTD 2014	
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %
Total	10 981 138	20 %	1 033 502	+ 10	31 %	10 156 434	+ 8	698 452	+ 9	6 170 128	+ 6
Domestic	7 389 114	18 %	757 573	+ 12	28 %	6 660 575	+ 6	477 272	+ 13	3 547 596	+ 4
Foreign	3 592 024	28 %	275 929	+ 5	39 %	3 495 859	+ 11	221 180	+ 0	2 622 532	+ 9
Nordic countries (excl. Sweden)	617 552	12 %	53 293	+ 10	24 %	575 284	+ 7	39 882	+ 6	395 820	+ 4
Europe excl. Nordic countries	1 801 534	31 %	123 364	- 2	41 %	1 719 008	+ 8	97 427	- 6	1 269 545	+ 6
Non-European/ not indicated	1 172 938	56 %	99 272	+ 11	51 %	1 201 567	+ 17	83 871	+ 6	957 167	+ 15
Europe	2 419 086	22 %	176 657	+ 1	34 %	2 294 292	+ 7	137 309	- 3	1 665 365	+ 5
Austria	48 391	47 %	2 580	- 41	47 %	44 439	+ 1	2 075	- 49	35 461	+ 3
Belarus	1 719	48 %	116	+ 2	39 %	1 550	+ 10	89	- 16	1 269	+ 2
Belgium	44 097	38 %	3 945	+ 26	51 %	51 212	+ 33	3 197	+ 15	40 022	+ 31
Bulgaria	2 701	36 %	236	- 36	30 %	2 935	+ 35	185	- 45	1 980	+ 29
Croatia	3 278	41 %	367	+ 23	18 %	3 835	+ 41	345	+ 26	2 886	+ 24
Czech Republic	15 419	33 %	881	- 6	24 %	15 000	+ 9	574	- 15	8 987	- 10
Denmark	146 073	13 %	13 727	+ 20	23 %	139 181	+ 9	9 078	+ 11	88 104	+ 4
Estonia	15 399	28 %	1 961	+ 7	43 %	15 889	+ 24	994	- 7	8 552	+ 6
Finland	193 225	36 %	15 834	+ 5	47 %	186 445	+ 11	12 586	+ 5	135 946	+ 14
France	148 927	53 %	8 825	- 16	52 %	133 248	+ 4	7 450	- 20	107 105	+ 2
Georgia	2 915	46 %	436	+ 90	78 %	3 315	+ 37	282	+ 48	1 823	-
Germany	426 790	16 %	25 280	- 10	26 %	443 547	+ 13	18 277	- 20	301 813	+ 8
Great Britain	301 386	51 %	26 032	+ 11	53 %	281 709	+ 6	21 707	+ 7	209 991	+ 2
Greece	13 254	65 %	1 437	+ 16	67 %	15 149	+ 32	1 242	+ 23	12 170	+ 56
Hungary	10 579	43 %	568	- 32	28 %	8 470	- 10	459	- 30	6 904	+ 9
Iceland	9 871	50 %	1 634	+ 51	67 %	8 987	+ 4	1 459	+ 59	6 120	- 7
Ireland	22 658	61 %	1 670	+ 11	53 %	18 348	- 6	1 254	- 4	14 010	- 15
Italy	133 063	56 %	7 819	- 1	54 %	118 791	-	6 643	- 7	99 320	- 2
Latvia	12 525	36 %	919	- 18	45 %	10 318	+ 1	646	- 34	6 516	- 19
Lithuania	15 165	42 %	1 535	- 12	40 %	12 432	- 2	940	+ 14	7 104	+ 2
Luxembourg	4 048	48 %	386	+ 108	65 %	5 569	+ 59	335	+ 101	4 758	+ 61
Norway	268 383	8 %	22 098	+ 6	18 %	240 671	+ 3	16 759	+ 2	165 650	- 2
Poland	73 555	34 %	4 845	- 17	27 %	54 584	- 17	2 735	+ 8	29 304	+ 14
Portugal	12 822	49 %	808	- 23	45 %	11 884	+ 7	689	- 31	9 811	+ 5
Romania	10 877	42 %	1 177	+ 127	38 %	13 665	+ 46	1 081	+ 130	11 769	+ 50
Russia	127 410	52 %	6 875	-0	63 %	100 126	- 7	5 819	- 1	76 375	- 8
Slovakia	6 423	36 %	376	+ 9	28 %	5 642	- 2	208	- 16	3 102	- 18
Slovenia	2 669	9 %	204	- 17	62 %	1 840	- 27	149	+ 12	1 503	- 22
Spain	77 462	59 %	5 544	+ 16	61 %	85 835	+ 25	4 821	+ 13	71 450	+ 23
Switzerland	112 715	41 %	6 356	- 8	60 %	108 999	+ 5	5 710	-0	86 610	+ 3
The Netherlands	104 163	19 %	7 649	+ 4	41 %	98 073	+ 8	5 864	- 3	68 810	+ 5
Turkey	21 034	68 %	2 290	+ 11	66 %	18 821	+ 8	2 006	+ 22	14 391	+ 25
Ukraine	6 383	40 %	515	+ 41	57 %	6 803	+ 32	365	+ 6	4 012	- 6
Rest of Europe	23 707	34 %	1 732	+ 12	50 %	26 980	+ 26	1 286	+ 20	21 737	+ 33

Country	Stockholm county						Stockholm city				
	Guest nights 2013	Share in Sweden	October 2014			YTD 2014		October 2014		YTD 2014	
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %
North America	327 468	64 %	20 425	+ 4	61 %	321 983	+ 8	17 881	+ 5	274 200	+ 10
Canada	36 619	63 %	2 344	- 4	66 %	33 535	+ 2	2 152	- 6	28 505	+ 2
USA	290 849	64 %	18 081	+ 5	60 %	288 448	+ 8	15 729	+ 7	245 695	+ 11
Central & South America	57 579	74 %	4 133	+ 32	61 %	51 736	- 4	3 535	+ 22	44 850	- 7
Argentina	4 980	77 %	200	- 25	71 %	4 999	+ 7	185	- 25	4 603	+ 7
Brazil	34 252	77 %	2 028	+ 31	73 %	29 268	- 9	1 788	+ 22	26 159	- 11
Chile	2 084	65 %	165	+ 77	62 %	1 919	-0	155	+ 85	1 709	- 3
Colombia	2 670	70 %	285	+ 79	93 %	1 738	- 32	270	+ 94	1 440	- 38
Mexico	6 295	80 %	673	+ 85	77 %	6 720	+ 13	631	+ 101	5 632	+ 8
Rest of Central & South America	7 298	60 %	782	+ 12	34 %	7 092	+ 9	506	- 20	5 307	+ 2
Asia	328 255	56 %	25 489	- 5	56 %	320 668	+ 13	20 843	- 15	246 285	+ 9
China	81 746	43 %	5 546	- 16	39 %	71 479	-0	4 559	- 17	50 910	-
India	83 451	65 %	8 393	- 1	66 %	94 124	+ 36	7 143	- 13	73 582	+ 26
Indonesia	3 034	71 %	224	- 5	70 %	2 858	+ 3	206	- 5	2 360	- 1
Iran	2 539	56 %	323	+ 62	57 %	2 548	+ 16	302	+ 75	1 962	+ 9
Israel	9 791	64 %	1 028	+ 72	81 %	13 298	+ 47	884	+ 66	10 859	+ 46
Japan	57 942	64 %	3 601	- 4	63 %	50 876	- 6	2 711	- 19	38 135	- 13
Malaysia	3 080	65 %	203	+ 25	55 %	3 596	+ 34	195	+ 23	2 982	+ 22
Qatar	7 669	93 %	551	- 53	98 %	5 432	- 18	105	- 91	3 477	- 35
Saudi Arabia	3 874	60 %	396	- 11	43 %	6 316	+ 84	302	- 21	5 351	+ 94
Singapore	7 118	55 %	711	+ 85	65 %	6 510	+ 10	632	+ 83	5 209	+ 2
South Korea	15 251	47 %	850	- 28	52 %	12 184	- 8	671	- 40	10 039	- 9
Taiwan	8 516	73 %	348	+ 39	74 %	6 806	- 16	247	+ 29	5 076	- 22
Thailand	14 962	80 %	896	- 26	74 %	12 654	- 3	729	- 36	10 542	- 8
United Arab Emirates	7 365	67 %	571	- 11	64 %	12 082	+ 115	522	- 10	9 976	+ 135
Rest of Asia	18 193	51 %	1 848	+ 18	51 %	19 905	+ 23	1 635	+ 19	15 825	+ 19
Africa	22 888	51 %	2 361	+ 15	50 %	23 088	+ 15	1 917	+ 4	17 405	+ 10
Egypt	3 308	57 %	222	- 30	36 %	3 315	+ 27	206	- 32	2 961	+ 50
Morocco	1 988	65 %	224	- 27	75 %	1 401	- 10	212	- 29	1 121	+ 1
Namibia	2 178	64 %	252	+ 168	71 %	1 992	- 7	245	+ 178	1 693	- 17
South Africa	4 553	55 %	293	- 32	51 %	4 225	+ 7	264	- 34	3 486	+ 5
Rest of Africa	10 861	44 %	1 370	+ 53	48 %	12 155	+ 25	990	+ 32	8 144	+ 10
Oceania	45 097	63 %	3 231	+ 15	65 %	48 873	+ 21	2 904	+ 11	40 161	+ 11
Australia	40 585	64 %	2 861	+ 14	64 %	41 788	+ 15	2 581	+ 10	36 437	+ 12
New Zealand	4 244	63 %	345	+ 29	79 %	4 469	+ 17	321	+ 33	3 590	+ 9
Rest of Oceania	262	29 %	25	- 19	39 %	2 616	+ 1 769	2	- 91	134	+ 37
Rest of the World	15 868	46 %	1 702	+ 14	38 %	21 720	+ 33	1 486	+ 44	16 632	+ 30
Not indicated	375 783	48 %	41 931	+25	45 %	413 499	+33	35 305	+20	317 634	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			
	October		YTD		October		YTD	
	2014	2013	2014	2013	2014	2013	2014	2013
Number of hotels	294	296	300	302	145	146	149	147
Room capacity	979 362	965 363	9 421 244	9 103 288	589 263	580 349	5 748 149	5 613 219
Occupied rooms	650 299	573 597	5 807 169	5 467 740	439 925	416 322	3 988 676	3 822 890
Capacity utilization (%)	66,4	63,4	61,6	59,9	74,7	71,6	69,4	68,0
Mon-thu (%)	73,3	69,7	68,2	66,6	80,2	76,6	75,2	73,5
Fri-sun (%)	56,7	53,1	53,1	51,3	67,0	64,0	62,0	60,9
Revenues (MSEK)	707,5	633,8	6 207,9	5 921,6	496,7	472,9	4 491,2	4 296,9
Rev. per occupied room (SEK)	1 088	1 105	1 069	1 083	1 129	1 136	1 126	1 124
Rev. per disp. room (SEK)	722	657	659	650	843	815	781	766