

## Stockholm's tourism industry. Summer 2014

During the three summer months (June-August) 2014 nearly 4.0 million overnight stays were made at commercial accommodation establishments in the county. Each month during the summer the figures from previous year was surpassed. Compared to the summer last year an addition of 321 000 overnight stays were made. That represents an increase of 9 %.

2.4 million, or 59 %, of all overnight stays this summer was made by Swedish guests. That's an increase of just over 151 000 (+ 7 %) compared to last year. Overnight stays by foreign guests rose by 170 000, which is an increase of 12 %. The development has accelerated again after a few years with relatively small variations between the summers 2010-2013. More than eight out of ten overnight stays were made at

hotels. Guest nights at hotels rose by 10 %. At camping and hostels/vacation villages guest nights grew by 4 %.

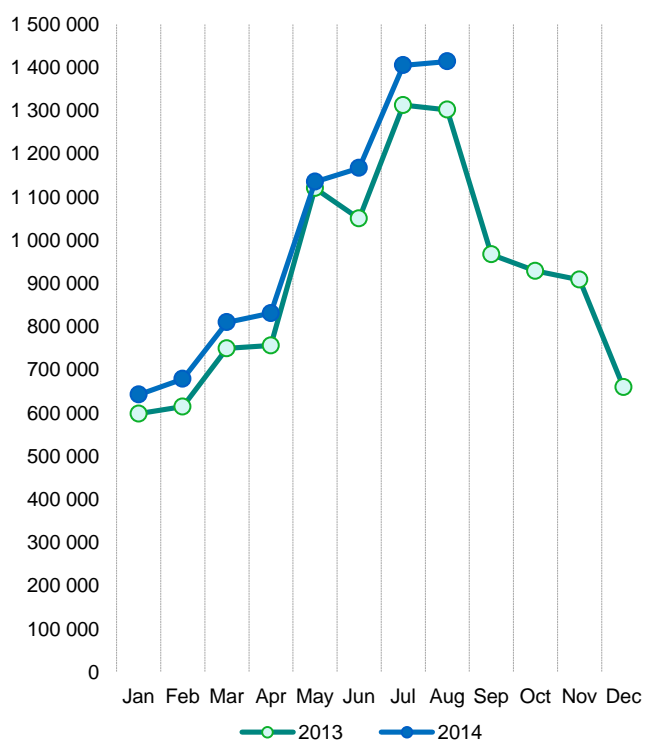
Overnight stays from Nordic guests increased by 10 %. Compared to the summer of 2013. Visitors from the rest of Europe did 12 % more overnight stays in the county. For almost all major target groups in Europe, the number of guest nights increased. In particular for the two largest; Germany and the UK (+ 14 % each). Among non-European visitors, a decline is noted for the United States (-2 %) Brazil (-25%) and Japan (-9 %), while an increase is noted for India (+ 7 %), China (+ 4 %) and Australia (+ 14 %).

The average room rate was SEK 1 071 in the city and SEK 1 002 in the county. Hotels' revenues for rooms sold were nearly SEK 1.9 billion, of which just over SEK 1.4 billion was spent at hotels in the city.

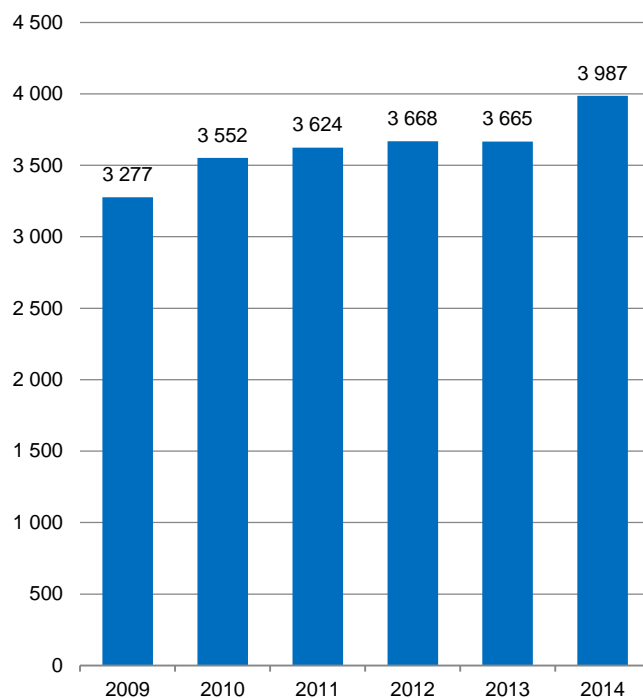
### Commercial overnight stays in Stockholm's county June-August 2014, top 20

Target group	Guest nights	Change, %			
<b>Total</b>	<b>3 986 501</b>	<b>+ 9</b>			
<b>Sweden</b>	<b>2 365 314</b>	<b>+ 7</b>			
<b>Foreign</b>	<b>1 621 187</b>	<b>+ 12</b>			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Germany	263 191	+14	11 The Netherlands	46 969	+9
2 Not indicated	164 299	+43	12 Spain	46 359	+34
3 USA	138 782	-2	13 Russia	35 654	-4
4 Great Britain	111 634	+14	14 China	34 466	+4
5 Norway	98 834	+2	15 Japan	26 470	-9
6 Finland	91 312	+22	16 India	25 689	+7
7 Italy	68 569	+3	17 Austria	24 227	+8
8 Switzerland	64 031	+13	18 Australia	21 887	+14
9 France	63 679	+7	19 Belgium	21 632	+27
10 Denmark	57 785	+7	20 Poland	18 981	-13

### Commercial overnight stays by month 2013 and 2014, Stockholm county



### Commercial overnight June-August 2009-2014, Stockholm county. (Thousands)



### Commercial overnight stays 2014 compared with previous year

	June-August 2014		January-August 2014	
	Guest nights	Change, %	Guest nights	Change, %
<b>Stockholm County</b>	<b>3 986 501</b>	<b>+ 9</b>	<b>8 109 445</b>	<b>+ 8</b>
Domestic	2 365 314	+ 7	5 223 601	+ 6
Foreign	1 621 187	+ 12	2 885 844	+ 12
Nordic countries excl. Sweden	251 200	+ 10	475 292	+ 7
Europe excl. Nordic countries	844 924	+ 12	1 436 799	+ 8
Non European	525 063	+ 12	973 753	+ 20
<b>City of Stockholm</b>	<b>2 631 263</b>	<b>+ 8</b>	<b>5 429 311</b>	<b>+ 6</b>
Domestic	1 360 451	+ 9	3 116 100	+ 5
Foreign	1 270 812	+ 8	2 313 211	+ 9
Nordic countries excl. Sweden	186 464	+ 10	356 520	+ 5
Europe excl. Nordic countries	641 772	+ 9	1 122 246	+ 5
Non European	442 576	+ 6	834 445	+ 16
<b>Sweden</b>	<b>24 366 051</b>	<b>- 1</b>	<b>43 082 084</b>	<b>+ 4</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.

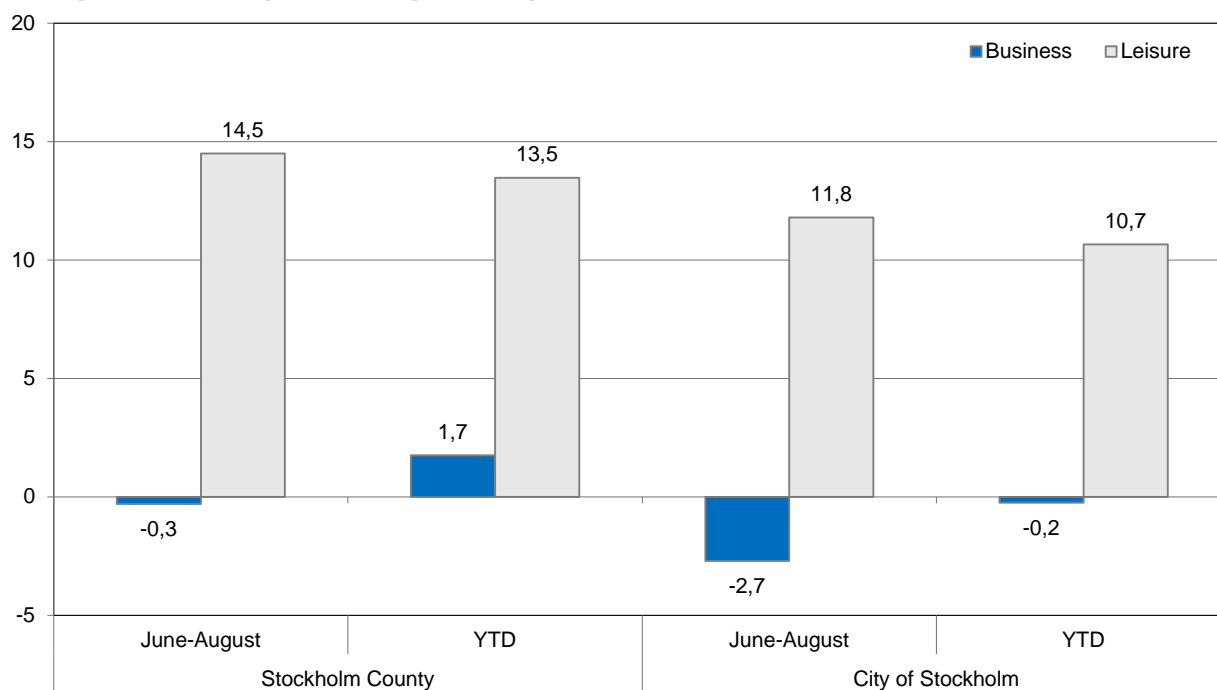
Provisional data.

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

Country	Stockholm county						City of Stockholm				
	Guest nights 2013	Share in Sweden	June-August 2014			Jan-Aug 2014		June-Aug 2014		Jan-Aug 2014	
			Guest nights	Change%	Share in Sweden	Guest nights	Change%	Guest nights	Change%	Guest nights	Change%
<b>Total</b>	<b>10 981 138</b>	<b>20 %</b>	<b>3 986 501</b>	<b>+ 9</b>	<b>19 %</b>	<b>8 109 445</b>	<b>+ 8</b>	<b>2 631 263</b>	<b>+ 8</b>	<b>5 429 311</b>	<b>+ 6</b>
<b>Domestic</b>	<b>7 389 114</b>	<b>18 %</b>	<b>2 365 314</b>	<b>+ 7</b>	<b>16 %</b>	<b>5 223 601</b>	<b>+ 6</b>	<b>1 360 451</b>	<b>+ 9</b>	<b>3 116 100</b>	<b>+ 5</b>
<b>Foreign</b>	<b>3 592 024</b>	<b>28 %</b>	<b>1 621 187</b>	<b>+ 12</b>	<b>26 %</b>	<b>2 885 844</b>	<b>+ 12</b>	<b>1 270 812</b>	<b>+ 8</b>	<b>2 313 211</b>	<b>+ 9</b>
<b>Nordic countries excl. Sweden</b>	<b>617 552</b>	<b>12 %</b>	<b>251 200</b>	<b>+ 10</b>	<b>11 %</b>	<b>475 292</b>	<b>+ 7</b>	<b>186 464</b>	<b>+ 10</b>	<b>356 520</b>	<b>+ 5</b>
<b>Europe excl. Nordic countries</b>	<b>1 801 534</b>	<b>31 %</b>	<b>844 924</b>	<b>+ 12</b>	<b>29 %</b>	<b>1 436 799</b>	<b>+ 8</b>	<b>641 772</b>	<b>+ 9</b>	<b>1 122 246</b>	<b>+ 5</b>
<b>Non European/ not indicated</b>	<b>1 172 938</b>	<b>56 %</b>	<b>525 063</b>	<b>+ 12</b>	<b>54 %</b>	<b>973 753</b>	<b>+ 20</b>	<b>442 576</b>	<b>+ 6</b>	<b>834 445</b>	<b>+ 16</b>
<b>Europe</b>	<b>2 419 086</b>	<b>22 %</b>	<b>1 096 124</b>	<b>+ 12</b>	<b>21 %</b>	<b>1 912 091</b>	<b>+ 8</b>	<b>828 236</b>	<b>+ 9</b>	<b>1 478 766</b>	<b>+ 5</b>
Austria	48 391	47 %	24 227	+ 8	43 %	37 493	+ 4	20 155	+ 9	31 264	+ 3
Belarus	1 719	48 %	662	+ 29	50 %	1 345	+ 11	585	+ 21	1 111	- 3
Belgium	44 097	38 %	21 632	+ 27	42 %	41 945	+ 32	17 369	+ 22	34 947	+ 29
Bulgaria	2 701	36 %	1 278	+ 37	42 %	2 365	+ 44	755	- 1	1 651	+ 20
Croatia	3 278	41 %	833	- 7	56 %	3 150	+ 49	684	- 16	2 556	+ 29
Czech Republic	15 419	33 %	4 857	+ 10	34 %	12 871	+ 13	3 497	+ 8	7 904	- 10
Denmark	146 073	13 %	57 785	+ 7	13 %	111 756	+ 8	39 898	+ 3	77 592	+ 4
Estonia	15 399	28 %	5 220	+ 38	29 %	11 559	+ 21	2 874	+ 14	7 142	+ 3
Finland	193 225	36 %	91 312	+ 22	37 %	159 680	+ 13	72 221	+ 27	125 704	+ 16
France	148 927	53 %	63 679	+ 7	53 %	115 205	+ 6	51 642	+ 3	97 177	+ 3
Georgia	2 915	46 %	1 233	+ 2	37 %	2 598	+ 28	1 030	- 1	1 747	+ 3
Germany	426 790	16 %	263 191	+ 14	16 %	379 010	+ 14	178 977	+ 7	268 522	+ 7
Great Britain	301 386	51 %	111 634	+ 14	49 %	225 074	+ 6	88 747	+ 10	181 320	+ 1
Greece	13 254	65 %	6 002	+ 14	70 %	12 286	+ 31	5 345	+ 19	10 787	+ 51
Hungary	10 579	43 %	3 549	- 4	39 %	6 550	- 13	2 911	+ 19	5 593	+ 0
Iceland	9 871	50 %	3 269	+ 24	39 %	6 392	- 2	2 828	+ 22	5 189	- 10
Ireland	22 658	61 %	6 182	- 1	57 %	14 300	- 11	5 074	- 7	11 910	- 19
Italy	133 063	56 %	68 569	+ 3	58 %	102 444	+ 1	59 892	- 1	90 241	- 1
Lettland	12 525	36 %	3 642	+ 26	31 %	8 259	+ 4	2 101	- 13	5 669	- 17
Lithuania	15 165	42 %	3 725	+ 0	37 %	9 891	+ 13	2 004	- 21	6 415	+ 6
Luxembourg	4 048	48 %	2 394	+ 74	50 %	4 558	+ 57	2 072	+ 75	4 067	+ 58
Norway	268 383	8 %	98 834	+ 2	7 %	197 464	+ 4	71 517	- 1	148 035	- 1
Poland	73 555	34 %	18 981	- 13	30 %	43 484	- 19	11 260	+ 22	24 717	+ 15
Portugal	12 822	49 %	5 089	+ 4	49 %	9 635	+ 9	4 457	- 0	8 427	+ 5
Romnia	10 877	42 %	6 609	+ 63	46 %	11 295	+ 43	5 951	+ 70	10 085	+ 47
Russia	127 410	52 %	35 654	- 4	52 %	87 479	- 6	27 638	- 1	70 472	- 7
Slovakia	6 423	36 %	2 033	+ 33	20 %	3 962	- 20	1 137	+ 4	2 469	- 25
Slovenia	2 669	9 %	800	- 1	30 %	1 353	- 31	715	+ 16	1 222	- 27
Spain	77 462	59 %	46 359	+ 34	65 %	72 288	+ 27	41 127	+ 30	63 338	+ 23
Switzerland	112 715	41 %	64 031	+ 13	36 %	91 585	+ 4	49 985	+ 6	75 013	- 0
The Netherlands	104 163	19 %	46 969	+ 9	16 %	80 625	+ 7	33 522	+ 6	60 610	+ 3
Turkey	21 034	68 %	7 645	+ 11	74 %	15 015	+ 8	6 506	+ 30	12 664	+ 22
Ukraine	6 383	40 %	3 259	+ 55	39 %	5 585	+ 28	1 901	+ 3	3 399	- 11
Rest of Europa	23 707	34 %	14 986	+ 40	35 %	23 590	+ 35	11 859	+ 38	19 807	+ 44

Country	Stockholm county						City of Stockholm				
	Guest nights 2013	Share in Sweden	June-August 2014			Jan-Aug 2014		June-Aug 2014		Jan-Aug 2014	
			Guest nights	Change%	Share in Sweden	Guest nights	Change%	Guest nights	Change%	Guest nights	Change%
<b>North America</b>	<b>327 468</b>	<b>64 %</b>	<b>154 526</b>	<b>- 1</b>	<b>64 %</b>	<b>266 241</b>	<b>+ 8</b>	<b>138 032</b>	<b>- 1</b>	<b>237 807</b>	<b>+ 9</b>
Canada	36 619	63 %	15 744	+ 6	63 %	27 941	+ 5	13 738	+ 5	24 997	+ 4
USA	290 849	64 %	138 782	- 2	64 %	238 300	+ 9	124 294	- 1	212 810	+ 10
<b>Central &amp; South America</b>	<b>57 579</b>	<b>74 %</b>	<b>24 977</b>	<b>- 21</b>	<b>74 %</b>	<b>39 753</b>	<b>- 8</b>	<b>22 752</b>	<b>- 24</b>	<b>36 488</b>	<b>- 10</b>
Argentina	4 980	77 %	2 609	- 6	85 %	4 211	+ 6	2 416	- 10	3 923	+ 4
Brazil	34 252	77 %	14 590	- 25	78 %	22 442	- 12	13 416	- 29	20 846	- 14
Chile	2 084	65 %	980	- 5	71 %	1 532	- 4	910	- 8	1 445	- 4
Colombia	2 670	70 %	754	- 46	63 %	1 297	- 40	699	- 48	1 214	- 42
Mexico	6 295	80 %	3 335	- 4	78 %	5 138	+ 3	3 095	- 4	4 756	+ 3
Rest of Central & South America	7 298	60 %	2 709	- 17	54 %	5 133	+ 2	2 216	- 25	4 304	- 3
<b>Asia</b>	<b>328 255</b>	<b>56 %</b>	<b>134 922</b>	<b>+ 4</b>	<b>57 %</b>	<b>258 710</b>	<b>+ 17</b>	<b>106 596</b>	<b>- 4</b>	<b>217 216</b>	<b>+ 12</b>
China	81 746	43 %	34 466	+ 4	39 %	57 530	+ 3	23 638	+ 2	44 010	+ 2
India	83 451	65 %	25 689	+ 7	73 %	74 759	+ 45	22 617	- 1	67 095	+ 36
Indonesia	3 034	71 %	1 417	+ 12	76 %	2 463	+ 2	1 266	+ 5	2 237	- 1
Iran	2 539	56 %	1 026	+ 16	61 %	1 779	+ 9	901	+ 7	1 551	+ 2
Israel	9 791	64 %	9 284	+ 65	69 %	11 624	+ 53	8 101	+ 63	10 095	+ 51
Japan	57 942	64 %	26 470	- 9	65 %	39 806	- 7	20 787	- 18	32 309	- 13
Malaysia	3 080	65 %	1 845	+ 56	76 %	2 923	+ 29	1 560	+ 39	2 517	+ 17
Qatar	7 669	93 %	2 554	+ 2	88 %	4 430	- 10	1 470	- 40	3 310	- 31
Saudi Arabia	3 874	60 %	3 604	+ 95	60 %	5 218	+ 92	3 288	+ 95	4 802	+ 91
Singapore	7 118	55 %	2 907	+ 9	56 %	5 001	+ 2	2 435	+ 3	4 332	- 1
South Korea	15 251	47 %	5 328	- 18	40 %	10 090	- 6	4 394	- 27	8 702	- 9
Taiwan	8 516	73 %	4 715	- 16	74 %	5 966	- 18	3 470	- 25	4 506	- 25
Thailand	14 962	80 %	3 474	- 45	76 %	11 021	+ 4	2 929	- 52	9 981	- 2
United Arab Emirates	7 365	67 %	5 090	+ 101	78 %	10 665	+ 169	4 175	+ 89	9 127	+ 178
Rest of Asia	18 193	51 %	7 053	+ 0	50 %	15 435	+ 22	5 565	- 9	12 642	+ 16
<b>Africa</b>	<b>22 888</b>	<b>51 %</b>	<b>7 046</b>	<b>+ 4</b>	<b>55 %</b>	<b>17 051</b>	<b>+ 19</b>	<b>6 060</b>	<b>+ 5</b>	<b>14 090</b>	<b>+ 14</b>
Egypt	3 308	57 %	696	- 30	59 %	2 302	+ 16	649	- 18	2 142	+ 27
Morocco	1 988	65 %	473	+ 6	61 %	1 027	+ 6	459	+ 30	954	+ 14
Namibia	2 178	64 %	562	- 31	66 %	1 764	+ 42	533	- 35	1 703	+ 38
South Africa	4 553	55 %	1 755	+ 31	54 %	3 242	+ 23	1 524	+ 23	2 786	+ 13
Rest of Africa	10 861	44 %	3 560	+ 13	52 %	8 716	+ 16	2 895	+ 13	6 505	+ 6
<b>Oceania</b>	<b>45 097</b>	<b>63 %</b>	<b>26 188</b>	<b>+ 22</b>	<b>66 %</b>	<b>40 188</b>	<b>+ 23</b>	<b>21 571</b>	<b>+ 8</b>	<b>33 907</b>	<b>+ 11</b>
Australia	40 585	64 %	21 887	+ 14	64 %	34 047	+ 16	19 558	+ 8	30 760	+ 11
New Zealand	4 244	63 %	2 313	+ 11	66 %	3 584	+ 17	1 910	+ 3	3 018	+ 10
Rest of Oceania	262	29 %	1 988	+4 042	97 %	2 557	+3 096	103	+129	129	+ 74
<b>Rest of the world</b>	<b>19 592</b>	<b>46 %</b>	<b>13 105</b>	<b>+ 50</b>	<b>49 %</b>	<b>17 859</b>	<b>+ 30</b>	<b>10 486</b>	<b>+ 34</b>	<b>14 920</b>	<b>+ 20</b>
Not indicated	375 783	48 %	164 299	+ 43	45 %	333 951	+ 39	137 079	+ 33	280 017	+ 30

## 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			
	June-August		January-August		June-August		January-August	
	2014	2013	2014	2013	2014	2013	2014	2013
Number of hotels	299	296	301	299	149	147	150	147
Room capacity	2 850 834	2 720 807	7 209 337	7 067 296	1 760 342	1 706 888	4 472 348	4 493 602
Occupied rooms	1 865 842	1 748 644	4 207 173	4 171 308	1 311 375	1 256 874	2 971 057	2 966 746
Capacity utilization (%)	65,4	64,3	58,4	59,2	74,5	73,6	66,4	66,2
Mon-thu (%)	69,2	68,0	64,8	66,5	78,0	76,4	72,0	72,5
Fri-sun (%)	60,5	59,0	50,3	48,8	69,9	69,1	59,6	58,3
Revenues (MSEK)	1 869	1 802	4 472	4 455	1 405	1 369	3 283	3 269
Rev. per occupied room (SEK)	1 002	1 031	1 063	1 068	1 071	1 090	1 105	1 102
Rev. per disp. room (SEK)	656	662	620	630	798	802	734	728