

# Facts about Stockholm's Tourism Industry

## Statistics for 2019



# Content

- Where visitors come from
- How visitors travel to Stockholm
- Where visitors stay
- Length of stay
- Why People Travel to Stockholm
- International meetings and conventions
- Major attractions in Stockholm
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# Where Visitors Come From

Stockholm is at the center of the tourism industry in Sweden with more than 15 million overnight stays in commercial establishments in 2019. More than three out of ten foreign visitors to Sweden choose to locate their nights here.

Photo: Henrik Trygg

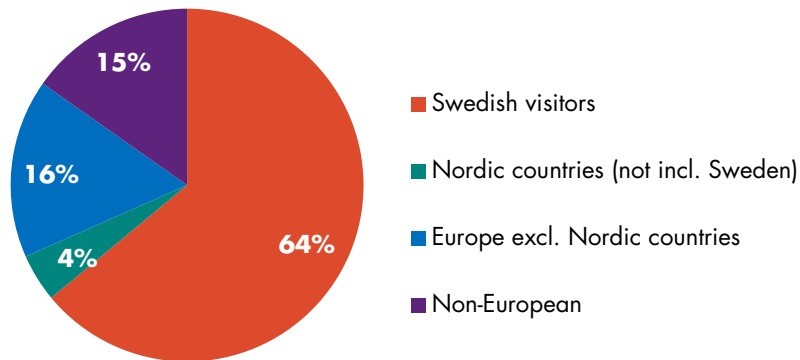


# Steady Growth for Swedish and Foreign Visitors

More than six out of ten commercial overnight stays in Stockholm county is generated by domestic demand. But over time foreign visitors has accounted for a faster growth.

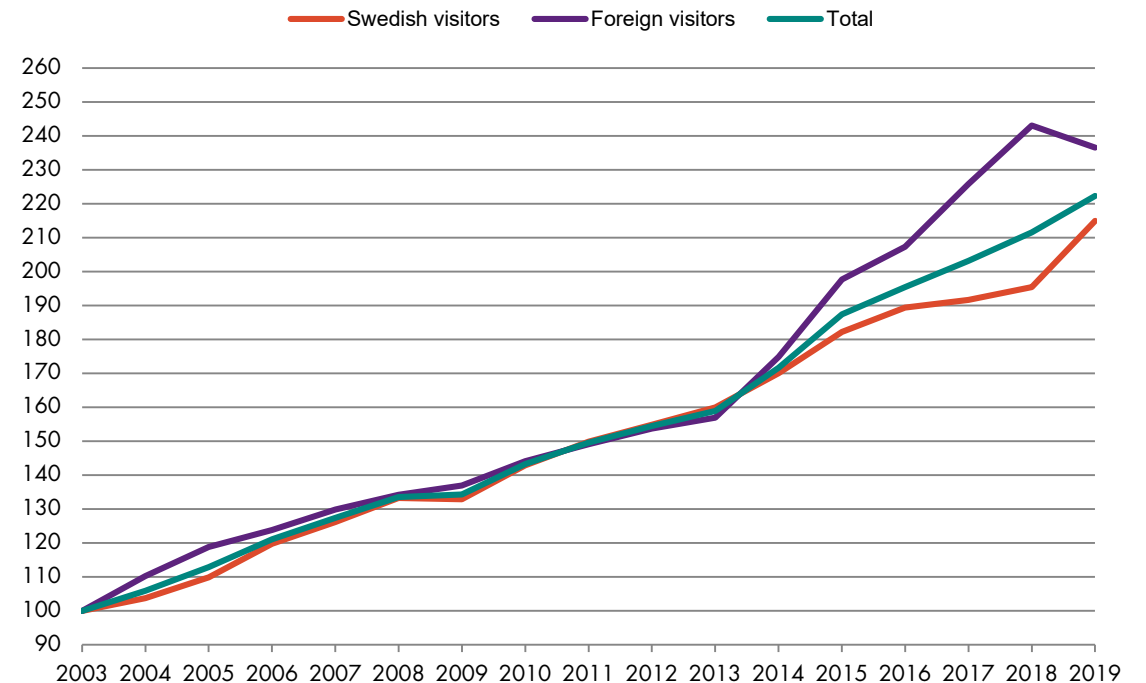
Visitors who cannot be attributed to a particular nationality are attributed as foreign guests in the statistics. But in recent years, comparisons between Swedish and foreign visitors are complicated by the fact that the number of visitors of unknown nationality has varied considerably.

## Swedish and foreign commercial overnight stays at hotels, hostels and vacation villages, Stockholm County 2019



Source: Swedish Agency for Economic and Regional Growth/Statistics Sweden

## Swedish and foreign commercial overnight stays at hotels, hostels and vacation villages in Stockholm County. 2003-2019 (Index 100=2003)



# 15.3 Million Commercial Overnight Stays

In 2019 15.3 million guest nights were made in all forms of commercial accommodation in the Stockholm county, That is an increase in excess of 705.000, or 5 per cent, since 2018 and 3.5 million more then five years ago.

Stockholm county accounts for close to every fourth commercial overnight stay in Sweden and almost one of three foreign guest night. The fastest increase in a five year perspective is generated by guests from non-European countries.

## All forms of commercial overnight stays by nationality 2019, Stockholm County

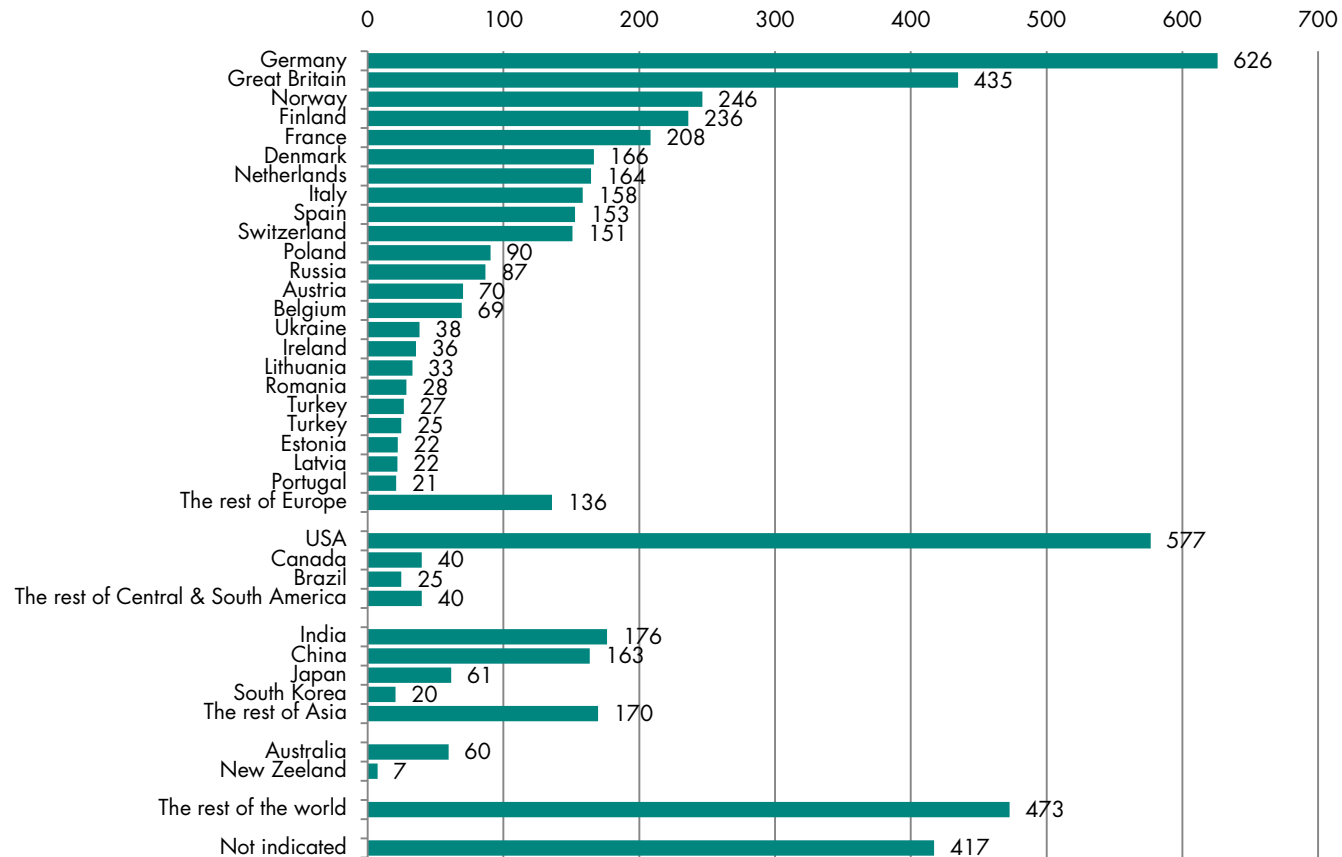
	2019	Distribution	Share in Sweden	Change since 2014	Change since 2018
<b>Total</b>	<b>15.299.924</b>	<b>100%</b>	<b>23%</b>	<b>29%</b>	<b>5%</b>
<b>Sweden</b>	<b>9.822.470</b>	<b>64%</b>	<b>20%</b>	<b>25%</b>	<b>9%</b>
<b>Totals from abroad</b>	<b>5.477.454</b>	<b>36%</b>	<b>31%</b>	<b>38%</b>	<b>-2%</b>
Totals for Nordic countries (excl. Sweden)	664.408	4%	12%	2%	1%
Totals for Europe excl. Nordic countries	2.583.931	17%	32%	33%	7%
Totals for non-European	2.229.115	15%	56%	61%	-12%
Germany	625.913	4%	19%	31%	9%
Great Britain	434.776	3%	48%	32%	3%
Norway	246.496	2%	7%	-11%	-3%
Finland	236.054	2%	40%	14%	4%
Denmark	166.494	1%	12%	5%	6%
France	208.406	1%	57%	34%	11%
Switzerland	150.790	1%	36%	22%	7%
Italy	158.372	1%	57%	16%	-1%
Netherlands	164.406	1%	21%	47%	5%
Spain	152.613	1%	66%	60%	8%
Poland	90.418	1%	28%	36%	21%
Austria	70.180	0%	45%	42%	7%
Belgium	69.343	0%	34%	20%	9%
Russia	86.762	1%	55%	-24%	6%
Ireland	35.559	0%	63%	68%	6%
Lithuania	32.846	0%	50%	126%	7%
Turkey	26.520	0%	65%	18%	0%
Estonia	22.212	0%	29%	8%	16%
Romania	28.483	0%	43%	77%	36%

	2019	Distribution	Share in Sweden	Change since 2014	Change since 2018
Latvia	21.909	0%	38%	82%	9%
Greece	19.618	0%	70%	16%	12%
Czech republic	24.772	0%	30%	48%	27%
Iceland	15.364	0%	47%	46%	-7%
Portugal	21.054	0%	47%	60%	15%
Hungary	16.952	0%	44%	74%	1%
Ukraine	38.176	0%	69%	390%	100%
The rest of Europe	83.851	1%	35%	29%	-24%
USA	576.721	4%	54%	77%	14%
Canada	39.737	0%	63%	5%	-5%
Brazil	24.744	0%	67%	-22%	-9%
The rest of Central & South America	39.855	0%	54%	57%	-2%
India	176.334	1%	75%	64%	9%
China	163.493	1%	41%	105%	10%
Japan	61.392	0%	65%	9%	-2%
South Korea	20.410	0%	38%	49%	5%
The rest of Asia	169.592	1%	60%	54%	9%
Australia	59.575	0%	64%	25%	-4%
Nya Zeeland	7.299	0%	63%	46%	0%
The rest of the world	472.713	3%	65%	748%	51%
Not indicated	417.250	3%	49%	-15%	-57%

Source: Swedish Agency for Economic and Regional Growth/Statistics Sweden

# Foreign Visitors

All forms of commercial overnight stays by nationality 2019, Stockholm County (in thousands)



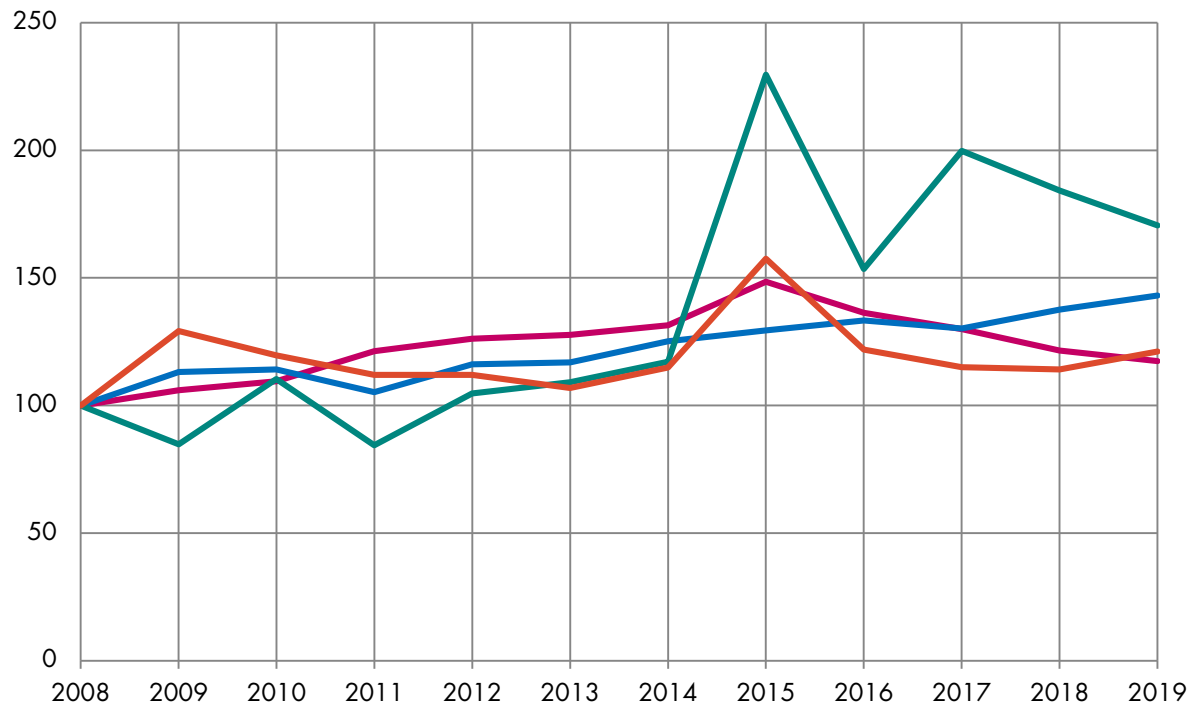
Three nationalities dominate among foreign visitors in Stockholm in terms of numbers of guest nights – Germany, United States and Great Britain. The majority of foreign visitors are still European, but more and more guests are coming from the rest of the world.

Visitors from the United States account for 84 per cent of all overnight stays from North and South America. The number of overnight stays of visitors from the United States has increased by as much as 77 per cent over the past five years

In Asia, two target groups are fairly equal in number of guest nights – India and China. These nations, and China in particular, have had the fastest growth in the region. Japan on the other hand has experienced a significantly weaker development.

# The Nordic Countries

**All forms of commercial overnight stays in Stockholm County 2008-2019.  
Nordic markets (Index 100=2008)**



For target groups from the Nordic region, developments in the last four years have been relatively weak, especially for Norway and Denmark.

Norwegian, Finnish and Danish visitors all belong to the ten major foreign target groups in Stockholm.

— Norway  
— Finland  
— Iceland  
— Denmark

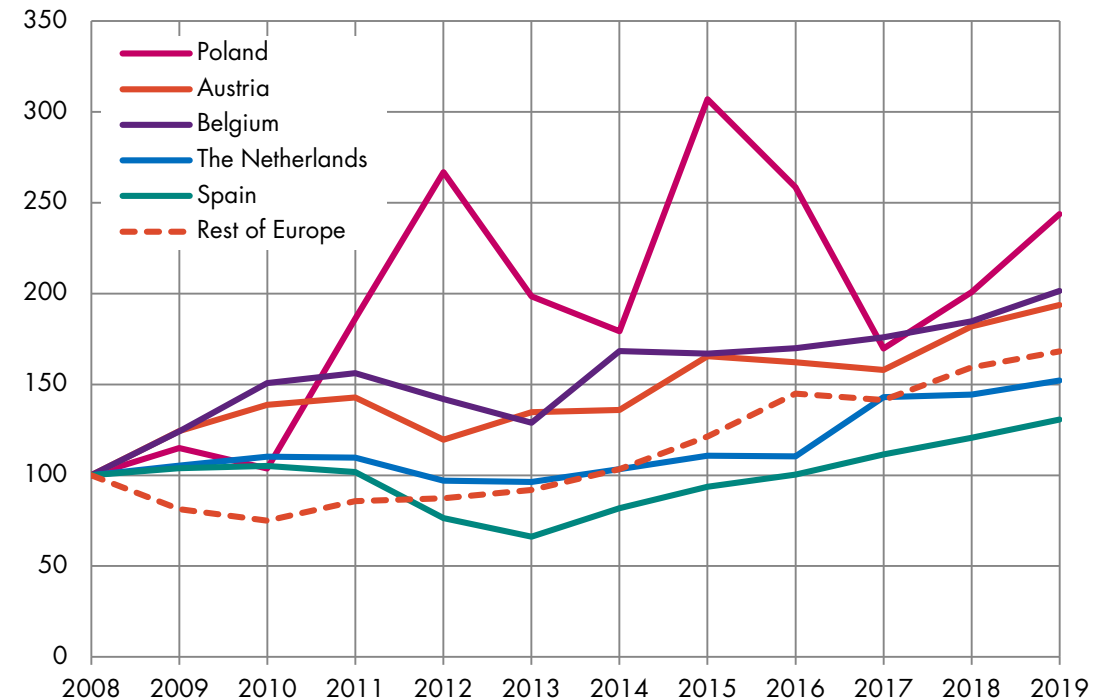
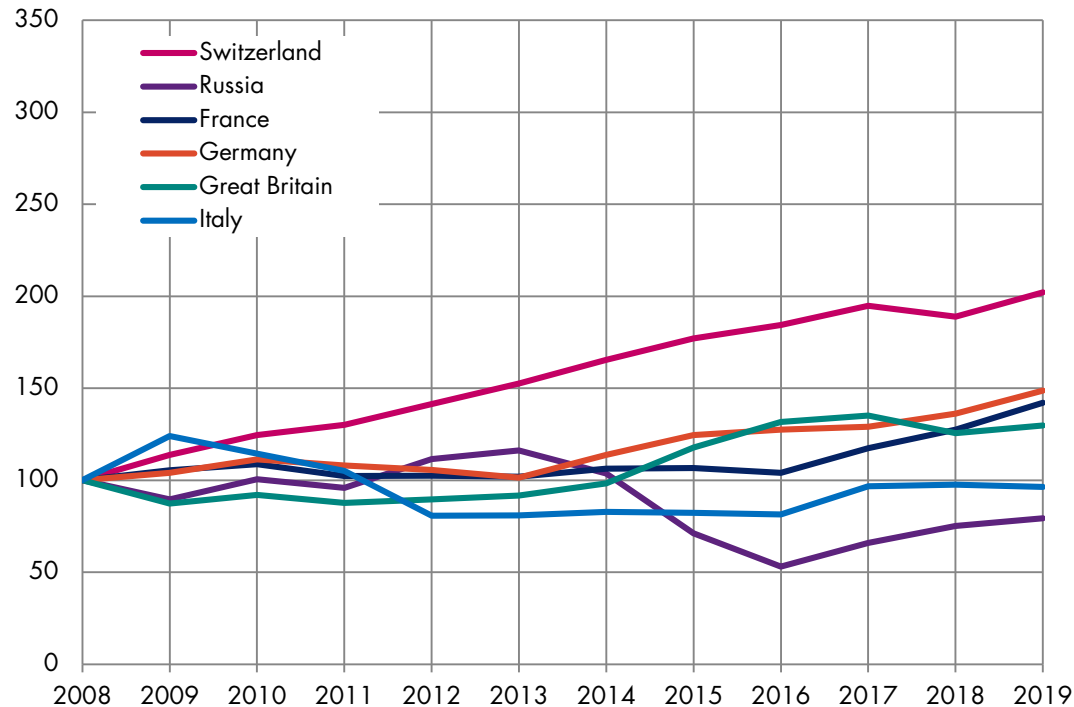
Source: Swedish Agency for Economic and Regional Growth/Statistics Sweden

# The European Markets

Most European markets have had a positive trend in the past nine years. For Switzerland, this is particularly noticeable. Markets with relatively weak development up to 2016 have shown a more positive trend in the last year.

These markets include Russia, Italy, France and the Netherlands. For the major target groups such as Germany and Great Britain, the increase in recent years have been more moderate. Data for Poland is characterized by large fluctuations.

**All forms of commercial overnight stays in Stockholm County 2008-2019. Major European markets (Index 100=2008)**

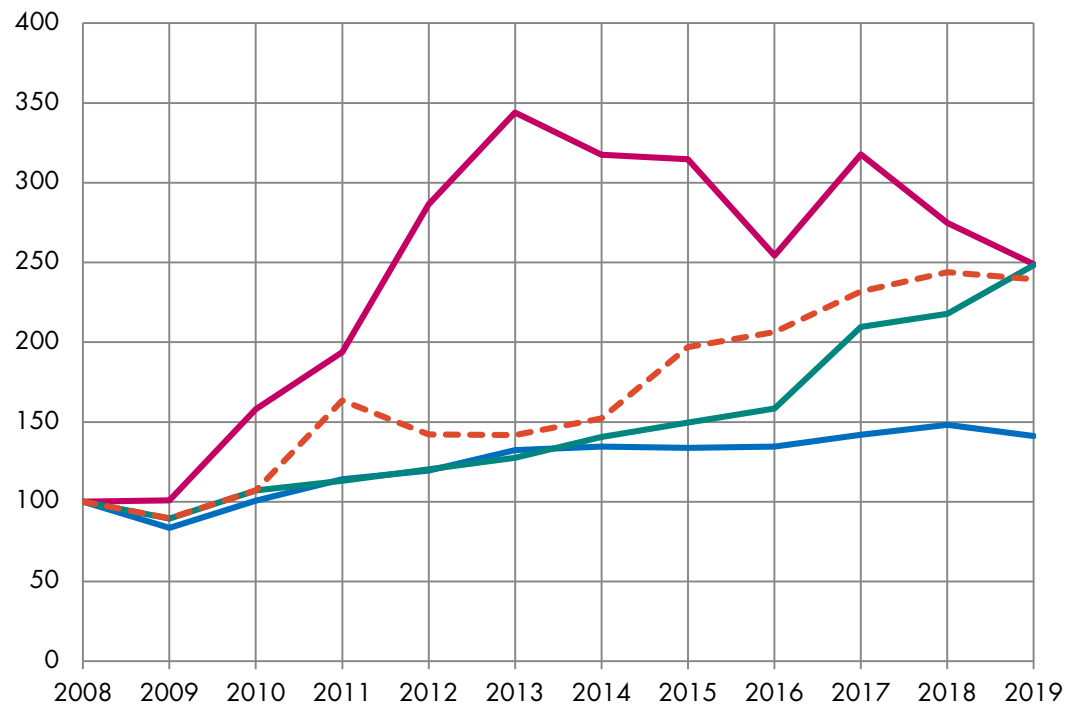


Source: Swedish Agency for Economic and Regional Growth/Statistics Sweden



# North and South America

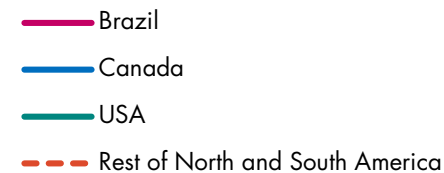
**All forms of commercial overnight stays in Stockholm County 2008-2019.**  
**North and South America (Index 100=2008)**



For a few years now the United States has been the second largest target group, with the exception of Germany, in Stockholm.

Since 2009 the number of overnight stays have increased for north American visitors, in particular for visitors from USA. Last year meant a significant increase.

The strong increase for guest nights by Brazilian visitors came to a halt in 2013. But in a longer perspective, development has still been very positive.

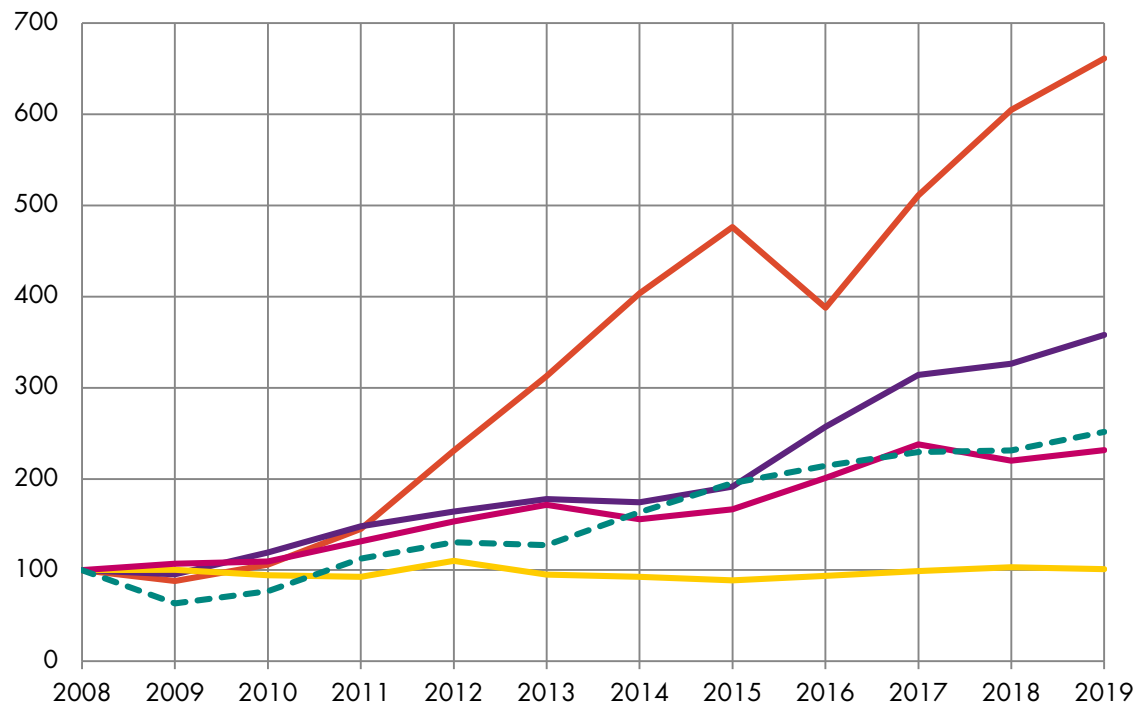


\*The rest of North and South America contain commercial overnight stays for all North and South American countries not individually specified in the graphs above.

**Source: Swedish Agency for Economic and Regional Growth/Statistics Sweden**

# The Asian Markets

## All forms of commercial overnight stays in Stockholm County 2008-2019. Asian markets (Index 100=2008)



Several Asian markets show a sharp and sustainable growth – especially the two largest, China and India. India has for a few years been the largest Asian target group. The number of Indian guest nights are more than five times higher than in 2008.

Guest nights from visitors from China have grown steadily. Since 2008 the number of Chinese guest nights has almost tripled.

The exception in Asia is Japan. Guest nights from Japanese tourists have remain virtually unchanged since 2008.

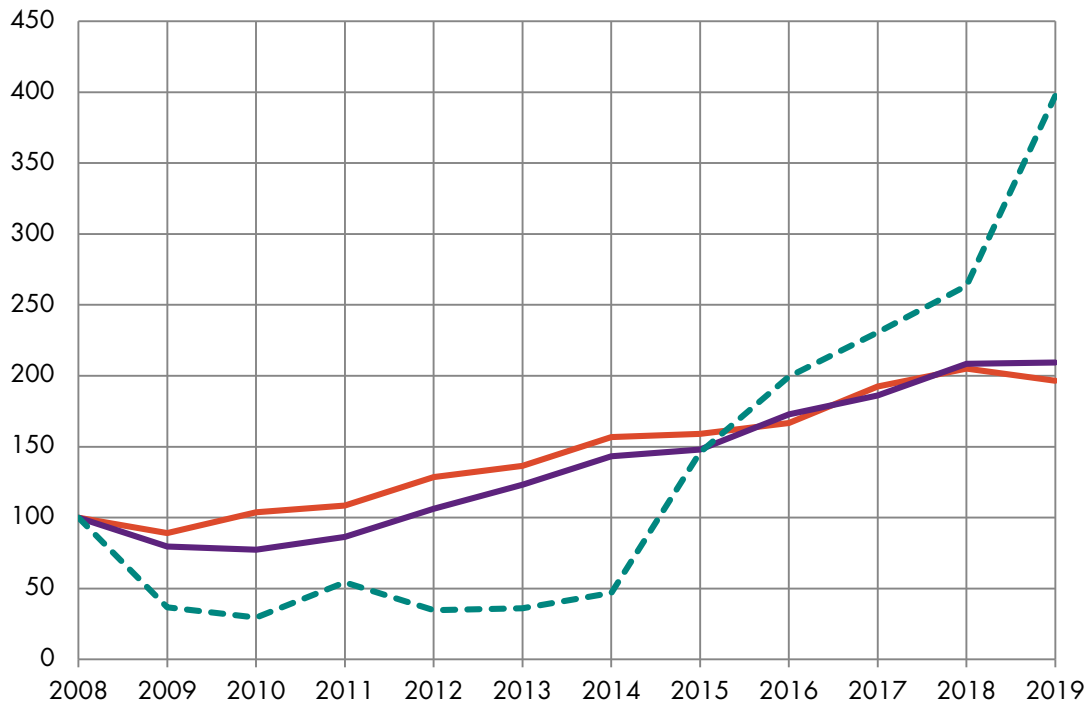
— India  
— China  
— Japan  
— South Korea  
- - Rest of Asia

\*The rest of Asia contain commercial overnight stays for all Asian countries not individually specified in the graphs above.

Source: Swedish Agency for Economic and Regional Growth/Statistics Sweden

# Australia, New Zealand and the rest of the world

**All forms of commercial overnight stays in Stockholm County 2008-2019.  
Australia, New Zealand and the rest of the world (Index 100=2008)**



Australia and New Zealand were among the countries that were affected negatively in 2009 due to the economic crises. But since 2010 the number of overnight stays have increased at a steady pace.

In recent years, data for unreported nationalities and the rest of the world have been unreliable.

— Australia  
— New Zealand  
- - - Rest of the world

\*The rest of the world contain commercial overnight stays for countries not assigned to a specific continent, Africa in total and the rest of Oceania.

**Source: Swedish Agency for Economic and Regional Growth/Statistics Sweden**



# How Visitors Travel to Stockholm

Stockholm is the natural center of Scandinavia. Every year millions of visitors travel to Stockholm.

Photo: Per-Erik Adamsson



# Air Traffic

The number of air passengers at Stockholm's airports was 30.5 million in 2019. This was a decrease of 4 per cent compared to 2018, but an increase of 47 per cent in a ten year perspective.

European flights dominate considerably in number with two thirds of all passengers. Passengers to and from European destinations have increased by 57 per cent in the last ten years. Travel to and from non-European destinations still account for less than 10 per cent, but here we see the fastest growth, 64 per cent since 2009. Domestic flights increased by 19 per cent in the same period.

Arlanda airport accounted for 84 per cent of all air passengers in Stockholm in 2019.

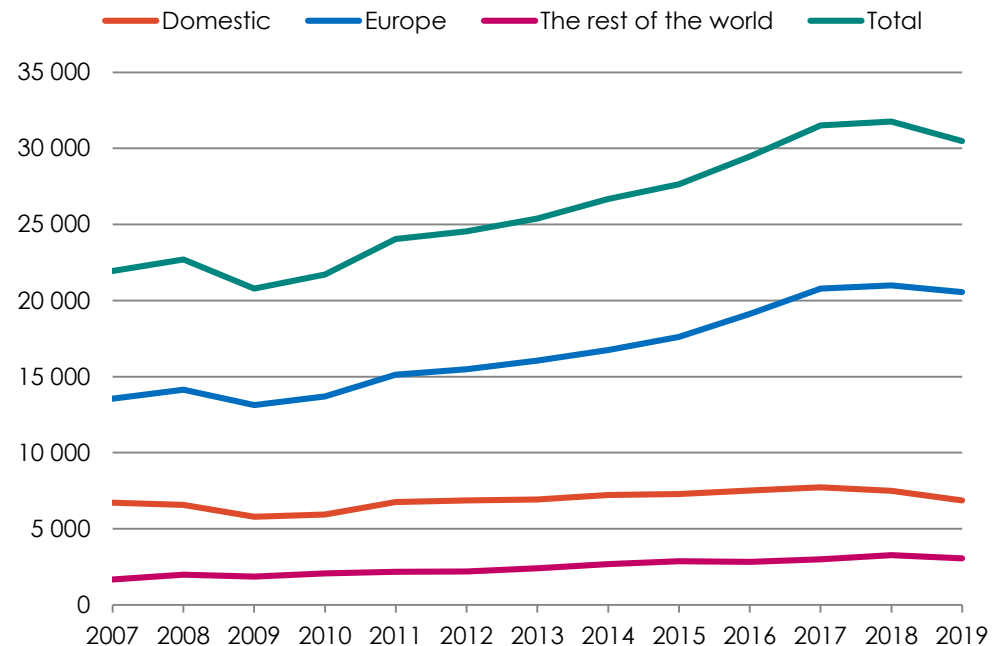
## Arriving and departing airline passengers 2017-2019 (in thousands).

Airports in the Stockholm region	2017	2018	2019	Change 18/19
Stockholm-Arlanda	26.623	26.845	25.643	-4%
Stockholm-Skavsta	2.129	2.503	2.354	-6%
Stockholm-Bromma	2.532	2.214	2.296	4%
Stockholm-Västerås	120	112	109	-3%
Örebro Airport	102	88	77	-12%
<b>Total</b>	<b>31.507</b>	<b>31.763</b>	<b>30.479</b>	<b>-4%</b>

Source: Swedish Transport Agency

## Arriving and departing airline passengers 2007-2019 (in thousands).

Stockholm-Arlanda, Stockholm-Skavsta, Stockholm-Bromma, Stockholm-Västerås and Örebro Airport



# Ferry Connections

More than 10.2 million ferry passengers were passing through the ports of Stockholm in 2019. This meant a decrease for the first time in four years. In a ten year perspective the number of passengers have been relatively unchanged.

Arriving and departing passengers from and to Finland dominate. 72 per cent of all trips have a destination in Finland. That proportion has decreased over time, whereas passengers to and from the Baltic countries has increased in importance and now account for 20 per cent of all passengers. For international cruise visits 2019 was the best year so far.

## Arriving and departing ferry passengers 2000, 2005, 2010 and 2012-2019. Ports of Stockholm (in thousands)

	2000	2005	2010	2012	2013	2014	2015	2016	2017	2018	2019
Finland	8.042	8.829	8.446	8.089	7.819	7.581	7.635	7.584	7.515	7.439	7.349
Baltic countries	507	863	1.601	1.809	1.840	1.796	1.598	1.704	2.022	2.086	2.004
Poland	132	163	153	146	125	123	108	105	106	120	166
Russia	n/a	n/a	n/a	170	187	151	119	154	78	83	66
Cruise visitors*	157	228	412	469	486	467	530	492	596	624	656
Total	<b>8.838</b>	<b>10.083</b>	<b>10.612</b>	<b>10.683</b>	<b>10.458</b>	<b>10.118</b>	<b>9.990</b>	<b>10.039</b>	<b>10.317</b>	<b>10.352</b>	<b>10.242</b>

\*Cruise passengers are only counted once (arriving vessel), but in so-called turnarounds both arriving and departing passengers are included.

Source: Port of Stockholm



# Where Visitors Stay

15.3 million overnight stays were made at commercial accommodation in the county. But many overnight stays are made, primarily by domestic visitors, at non commercial forms of lodging.

Swedish visitors made more than 22 million overnight stays and in excess of 3 million day visits in Stockholm county in 2019. Many nights were spent at friends and relatives.

Photo: Visit Stockholm



# All type of Accommodation and Day trips

**Visits and overnight stays for Swedish visitors in all type of accommodations and day trips 2019**  
**Stockholm County and City of Stockholm (in thousands)**

	Stockholm County		Stockholm City	
	Travels	Guest Nights	Travels	Guest nights
Hotel*	5.337	8.990	3.162	5.595
Hostel*	149	288	99	197
Camping (commercial)*	163	483	31	93
Rented cottage, apartment or other accommodation**	272	1.161	139	718
<b>Commercial accommodation</b>	<b>5.921</b>	<b>10.922</b>	<b>3.431</b>	<b>6.603</b>
Camping (free) **	-	-	-	-
Own vacation home or apartment**	1.029	4.378	216	688
With relatives and friends at no cost**	2.068	6.038	1.337	4.144
Other accommodation at no cost**	260	722	108	337
<b>Other accommodation</b>	<b>3.465</b>	<b>11.383</b>	<b>1.688</b>	<b>5.196</b>
<b>Total overnight stays</b>	<b>9.386</b>	<b>22.305</b>	<b>5.119</b>	<b>11.800</b>
Day trips**	3.297		2.376	

**Source: Swedish Agency for Economic and Regional Growth/Statistics Sweden**

\* Accommodation statistics

\*\*Survey on Swedish travels

- = Data not available

More than 22 million overnight stays were made by Swedish visitors in various forms of accommodation in Stockholm county in 2019.

Close to 11 million overnight stays were registered in commercial accommodations like hotels, hostels, rented cottages and camping sites.

Just over every third trip was a business trip. Leisure travelers are first and foremost here to meet relatives and friends and, secondly, for peace and quiet, relaxation.

The trips to Stockholm are mainly by car or train. Flights are chosen for just over every 10th trip.

The data for non-commercial accommodations and day visits is based on tourist database interviews for 2019. Statistics Sweden is currently carrying out the survey on Swedish travels on behalf of Swedish Agency for Economic and Regional Growth. The figures illustrate Swedish travels where Stockholm has been the destination. Most come from other counties, but there are also stockholmers traveling within the county. This is a sample survey, which means that there is some uncertainty, especially for less common types of accommodations.

# Commercial Accommodations

Hotels, hostels and vacation villages had a positive development in 2019. Guest nights at hotels have increased by 5 per cent in the last year and overnight stays at hostels by 6 per cent.

Guest nights at camping sites remained unchanged, while apartment and cottages decreased somewhat. Nine out of ten guest nights at commercial accommodations in Stockholm county are made at hotels. This applies to Swedish visitors and most other nationalities. For German and Dutch guests, the hotel accounts for three out of four

nights, and thus a relatively large proportion choose other forms of accommodation, mainly camping.

The vast majority at vacation villages and camping sites are domestic guests. But foreign visitors account for more than one in three overnight stays in hotels and two out of three at hostels. In 2019, foreign guest nights developed well in hostels and campsites, while domestic visitors made fewer overnight stays in hostels and camping sites than in 2018.

## Overnight stays in all type of commercial accommodation 2019, Stockholm County

	Hotels	Hostels	Vacation villages	Camping	Commercially arranged private apartments and cottages	Total
Total	13.683.763	845.788	53.106	674.170	43.097	15.299.924
Sweden	8.990.008	288.229	51.398	483.481	9.354	9.822.470
Abroad	4.693.755	557.559	1.708	190.689	33.743	5.477.454
Nordic countries (not incl. Sweden)	615.261	25.378	204	21.966	1.599	664.408
Europe (excl. Nordic countries)	2.163.975	224.037	1.362	164.203	30.354	2.583.931
Rest of world (excl. Europe)	1.914.519	308.144	142	4.520	1.790	2.229.115

Source: Swedish Agency for Economic and Regional Growth/Statistics Sweden



# Commercial Accommodations – European visitors

## European visitors. Commercial overnight stays in all type of accommodation 2019, Stockholm County

	Hotels	Hostels	Vacation villages	Camping	Commercially arranged private apartments and cottages	Total
Germany	458.338	51.971	466	91.413	23.725	625.913
Great Britain	403.486	22.450	161	7.567	1.112	434.776
Norway	226.660	7.757	75	11.675	329	246.496
Finland	221.335	9.804	38	4.877	0	236.054
France	168.518	32.072	508	6.928	380	208.406
Denmark	152.710	7.021	91	5.402	1.270	166.494
The Netherlands	125.483	10.017	17	27.778	1.111	164.406
Italy	138.160	15.680	94	4.403	35	158.372
Spain	134.763	16.288	5	1.485	72	152.613
Switzerland	126.189	10.242	44	11.723	2.592	150.790
Poland	74.221	12.793	-	3.293	111	90.418
Russia	78.824	7.756	-	162	20	86.762
Austria	62.471	5.402	41	1.666	600	70.180
Belgium	61.272	5.999	15	1.768	289	69.343
Ireland	33.475	1.795	-	276	13	35.559
Lithuania	30.753	1.848	-	245	-	32.846
Romania	26.574	1.903	-	6	-	28.483
Turkey	24.125	2.381	-	14	-	26.520
Czech Republic	22.146	2.354	-	262	10	24.772
Estonia	19.612	2.472	4	124	-	22.212
Latvia	20.405	1.223	2	179	100	21.909
Portugal	18.943	1.964	-	147	-	21.054
Greece	18.153	1.461	-	4	-	19.618
Hungary	15.117	1.817	3	15	-	16.952
Iceland	14.556	796	-	12	-	15.364
Croatia	9.036	741	-	4	-	9.781
The rest of Europe	93.911	13.408	2	4 741	184	112.246

For many years, two nations have been dominant among European visitors. Germany and the UK together account for nearly 1.1 million guest nights in the county, which corresponds to one of three European overnight stays. Nordic visitors account for 20 per cent of all European guest nights.

German guests dominate foreign overnight stays in all types of accommodation. British visitors mainly choose to stay at a hotel, but are also the third largest nation at hostels.

At hostels, visitors from Germany dominate among foreign guests. Guests from France and Poland relatively often choose to stay at hostels.

Camping is a popular choice among Dutch visitors. Nearly every fifth Dutch overnight stay is located to a camping facility.

Source: Swedish Agency for Economic and Regional Growth / Statistics Sweden

- = Data not available

# Commercial Accommodations – Non European

## Non-European visitors. Commercial overnight stays in all type of accommodation 2019, Stockholm County

	Hotels	Hostels	Vacation villages	Camping	Commercially arranged private apartments and cottages	Total
USA	553.882	22.387	117	257	78	576.721
Canada	35.232	4.491	-	14	-	39.737
Brazil	22.012	2.728	-	4	-	24.744
Rest of America	33.759	5.882	4	210	-	39.855
India	173.401	2.924	-	9	-	176.334
China	156.293	7.114	-	86	-	163.493
Japan	57.456	3.924	-	12	-	61.392
South Korea	17.341	3.052	-	17	-	20.410
Rest of Asia	161.782	7.510	3	261	56	169.612
Australia	50.980	8.297	17	281	-	59.575
New Zealand	5.920	1.164	-	188	27	7.299
The rest of the world	236.336	233.444*	1	1.283	1 629	472.693
Not indicated	410.125	5.227	-	1.898	-	417.250

More than nine out of ten commercial overnight stays by Non-European visitors are made at hotels.

96 per cent of all commercial overnight stays of guests from the United States are made at hotels. Nevertheless, they constitute the fourth largest foreign target group also in hostels.

The number of hotel nights from visitors from the US has risen by 16 per cent since 2018. However, the development of guest nights at hostels in 2019 has not been as positive for US visitors as what we have seen at hotels in the county.

Visitors from India, China and Japan rarely choose other form of accommodation than hotel. India is the sixth largest nationality in hotels and China is at place eight. Visitors from South Korea, Australia and New Zealand are more frequent guests at hostels.

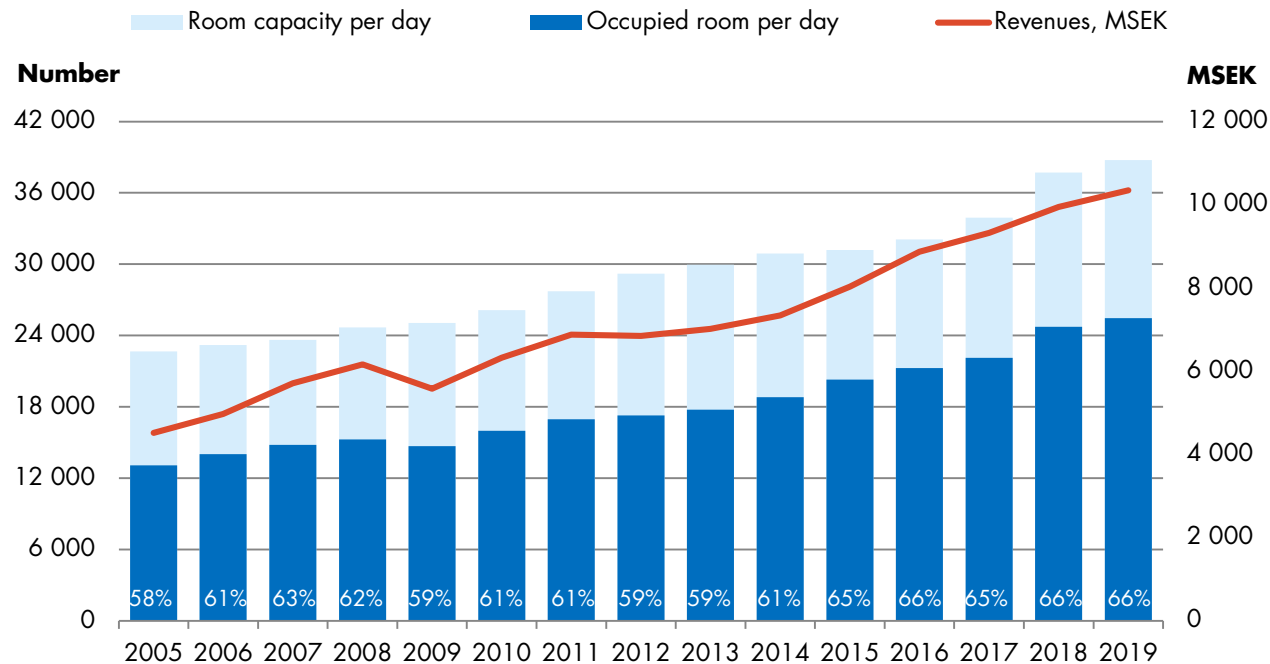
**Source: Swedish Agency for Economic and Regional Growth / Statistics Sweden**

- = Data not available

The number that is attributed to this category has increased, but the data is not entirely reliable as some guests where there is no home country recorded at the hostel sometimes are placed here.

# Commercial Accommodations – Hotels

## Capacity, occupancy and lodging revenues in hotels 2005-2019, Stockholm County



Hotel capacity in Stockholm is steadily increasing. Especially, the last two years have meant a significant supplement. But demand has increased faster than supply in the last ten years. Now, two of three hotel rooms are utilized and rooms in central locations and during high season to a greater degree than that. The occupancy rate increased in 2015 and has been stable at that higher level since then.

In 2019, there were 346 hotels in Stockholm county, of which 177 were located in the City of Stockholm.

Hotel revenues for the rooms sold were SEK 10.4 billion – an increase of 4 per cent compared to 2018. 73 per cent of revenues from rooms sold originated from hotels in the City of Stockholm.

The hotel's revenues suffered from the recession in 2009, but has in the last ten years risen by 85 per cent.

Source: Swedish Agency for Economic and Regional Growth / Statistics Sweden



# Commercial Accommodations – Hotels

## Hotels. Key figures 2012-2019, Stockholm County and City of Stockholm

	Stockholm County								City of Stockholm							
	2012	2013	2014	2015	2016	2017	2018	2019	2012	2013	2014	2015	2016	2017	2018	2019
Number of hotels	297	298	301	301	304	328	337	346	149	148	150	149	154	168	176	177
Room capacity (in thousands) per day	29.2	30.0	30.9	31.2	32.1	33.9	37.7	38.8	18.5	18.4	19.0	19.0	19.7	21.2	23.0	23.2
Occupied rooms (in thousands) per day	17.3	17.8	18.8	20.3	21.3	22.1	24.7	25.5	12.2	12.4	12.9	13.7	14.4	15.1	16.0	16.6
Occupancy rate, %	59	59	61	65	66	65	66	66	66	67	65	72	73	71	71	72
Mon-Thurs, %	67	66	68	71	73	72	70	73	73	73	72	77	79	77	74	78
Fri-Sun, %	49	50	52	57	58	57	60	60	58	60	57	64	66	65	67	67
Revenues (MSEK)	6.847	7.014	7.341	8.035	8.867	9.323	9.943	10.350	4.981	5.079	5.151	5.754	6.394	6.799	7.171	7.508
Revenues per occupied room, SEK	1.086	1.082	1.070	1.084	1.143	1.154	1.163	1.157	1.116	1.122	1.095	1.147	1.215	1.233	1.227	1.236
Revenues per available room, SEK	642	641	651	706	757	753	762	761	739	755	749	824	890	879	874	877

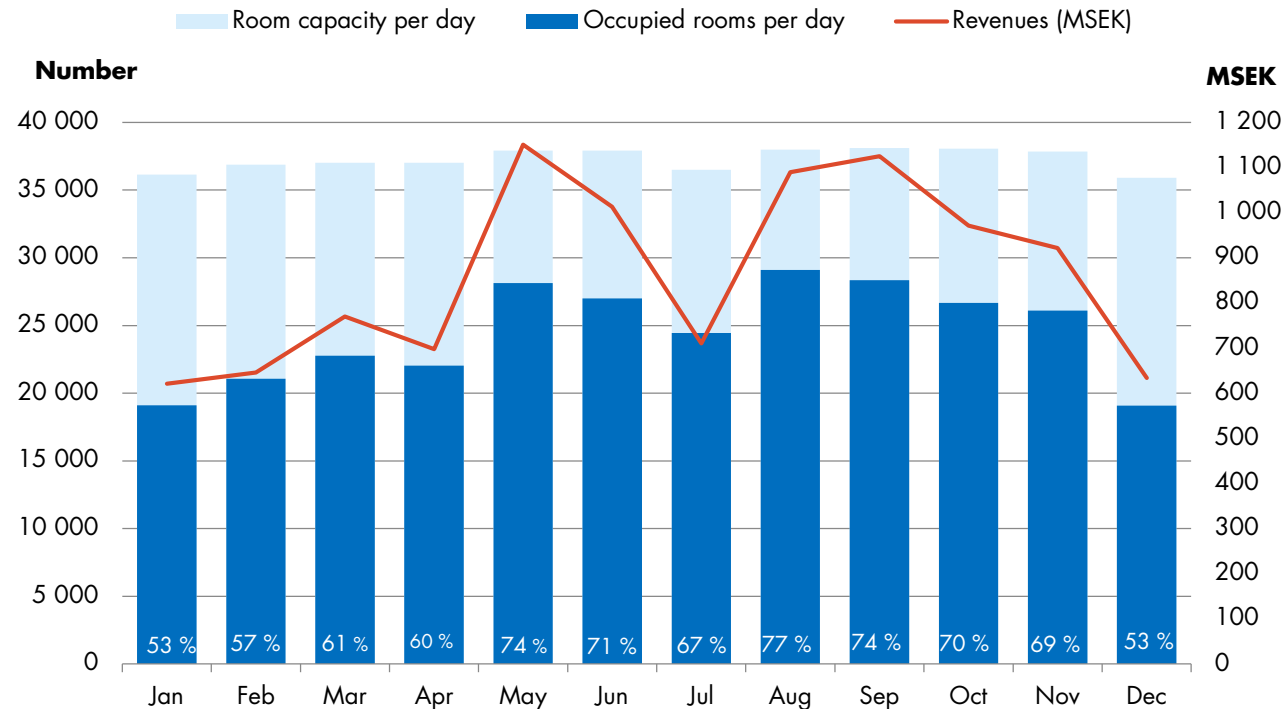
In 2019 on average 38.800 hotel rooms were available in the Stockholm county – an increase of 3 per cent compared to 2018 and 55 per cent in a ten year perspective.

The number of occupied rooms per day increased to 25.500. This is an increase of almost 3 per cent and equals an occupancy rate of 66 per cent in Stockholm county. The occupancy rate is notably higher during the working week days than during the weekend and higher in the city and increasingly so closer to central parts. Six out of ten of all available hotel rooms in the county are located in the city.

Source: Swedish Agency for Economic and Regional Growth / Statistics Sweden

# Commercial Accommodations – Hotels

## Capacity, occupancy and lodging revenues by month 2019, Stockholm County



Source: Swedish Agency for Economic and Regional Growth / Statistics Sweden

During May and in August and September, the utilization rate for hotels reaches its peak. During May the average price for a hotel room is at its highest, as is revenues for rooms sold.

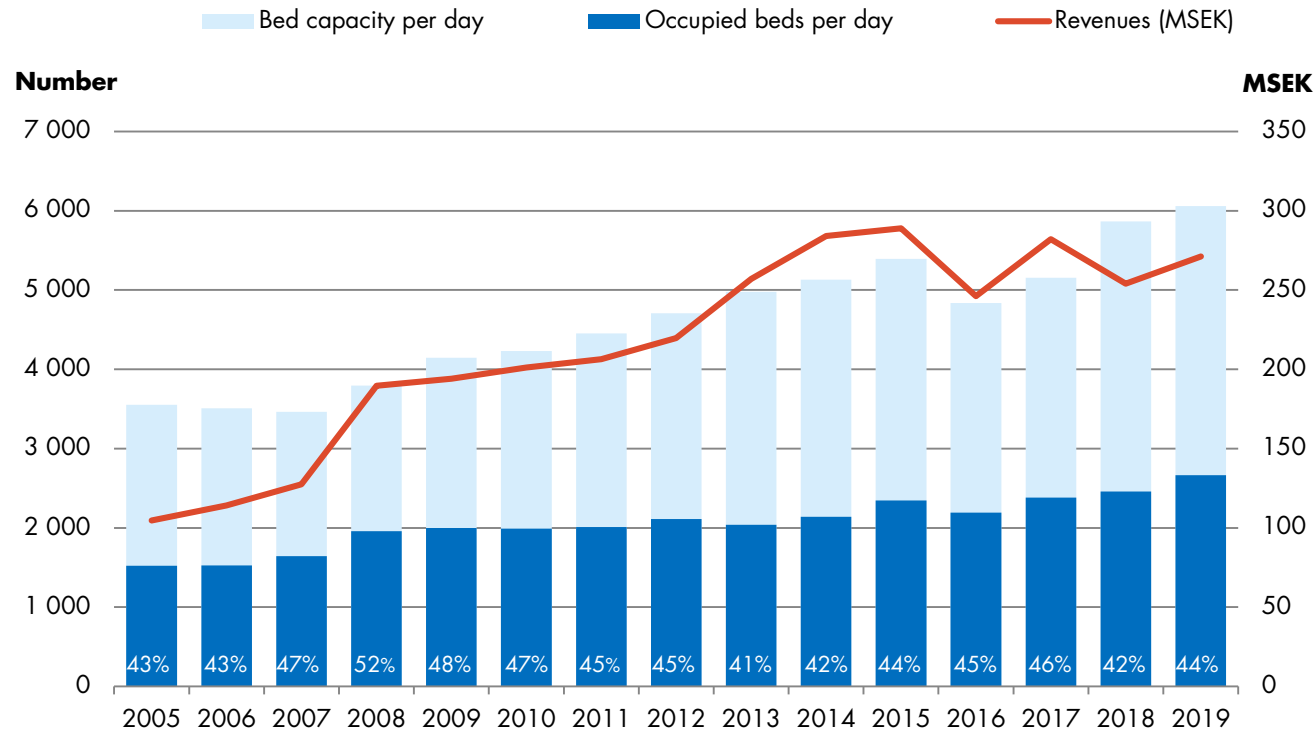
Capacity does not vary significantly over the year. But there are variations in the number of rooms sold, and even more, in price level and revenue.

During the holidays in July prices are considerably lower, and so are revenues. Many overnight stays are made in July, but with more residents per room during holiday times, the number of occupied rooms still decreases.

Low season, measured in capacity utilization and revenues, is December and January.

# Commercial Accommodations – Hostels

## Capacity, occupancy and lodging revenues in hostels 2005-2019, Stockholm County



73 accommodation facilities are open all year, or part of the year. Hostels in the county has over 6,000 beds available

During the last two years, bed capacity in hostels has increased by 17%, which is slightly more than the demand.

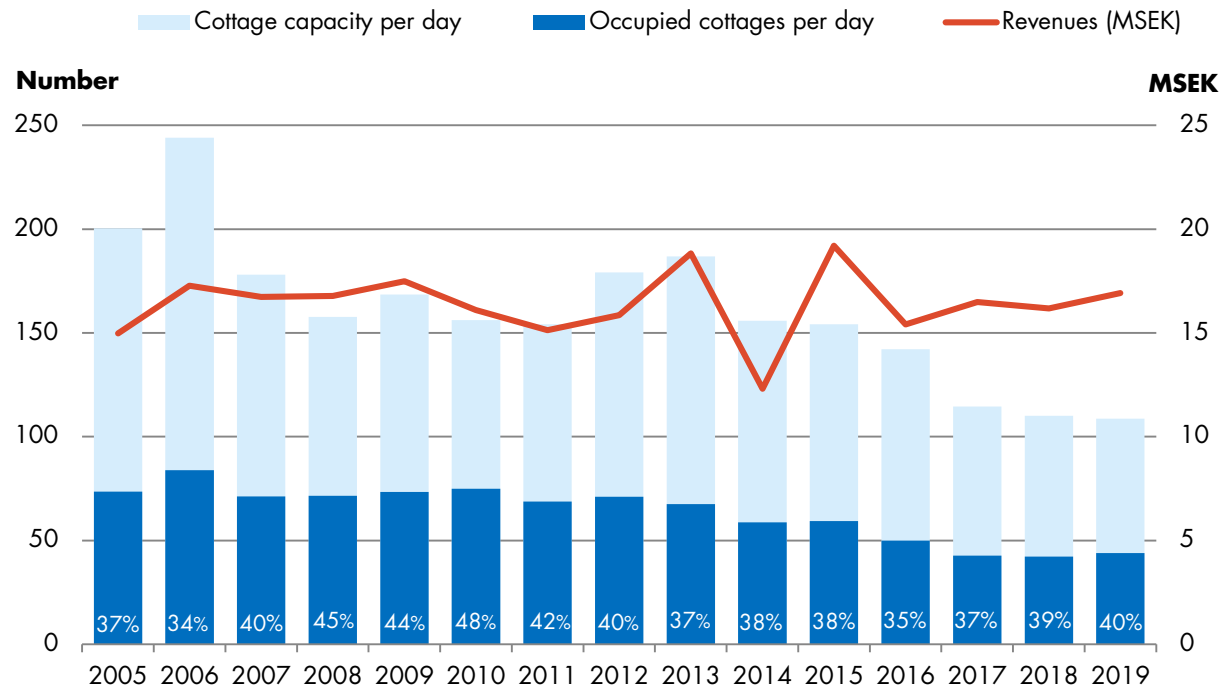
Revenue has had a weak development since 2015.

Capacity, as well as the occupancy rate, are considerably higher during the summer months (56 per cent in August). Over the entire year, 44 per cent of hostel beds were occupied.

Source: Swedish Agency for Economic and Regional Growth / Statistics Sweden

# Commercial Accommodations – Vacation Villages

## Capacity, occupancy and lodging revenues in vacation villages 2005-2019, Stockholm County



There are only 5 holiday villages in the county with 197 cottages for rent.

Most vacation villages are located in the Stockholm Archipelago and they almost exclusively attract Swedish visitors. Most of the five villages are open from May to September.

The capacity, in terms of the average number of available cottages per day, has gradually decreased since 2013.

Revenues for rooms sold has been weak for a longer period. Revenues for 2019 increased somewhat to SEK 16.9 million.

Source: Swedish Agency for Economic and Regional Growth / Statistics Sweden



# Length of stay

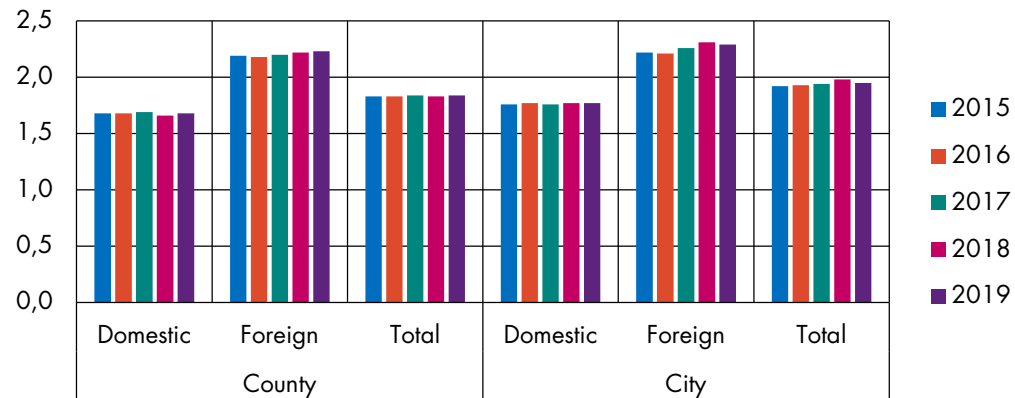
Swedish visitors who stay overnight in Stockholm spend an average of 2,7 nights. Camping guests stay significantly longer as well as visitors who stay in their own cottage or pleasure boat during their visit in the Stockholm.

Hotel guests stay close to 2 nights – foreign visitors longer and domestic visitors less.

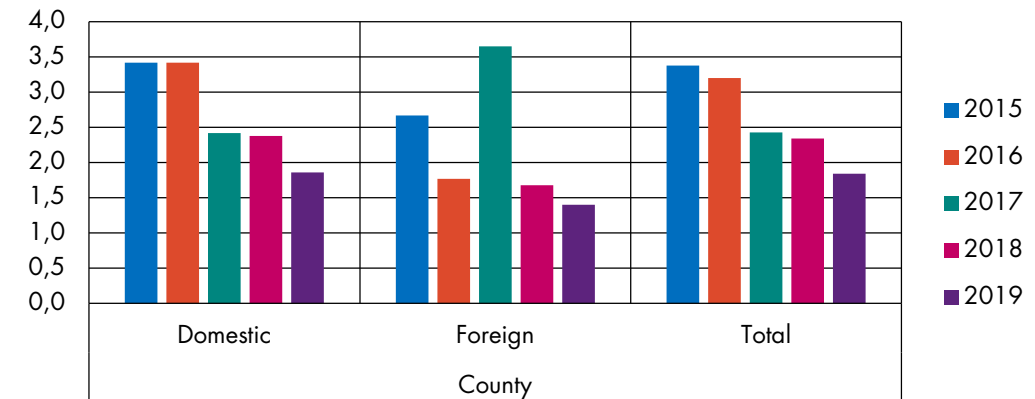


# Length of stay – hotel, hostel and vacation villages

**Average number of nights spent by visitors in hotels in Stockholm County and City 2015-2019**



**Average number of nights spent by visitors in vacation villages in Stockholm County and City 2015-2019**

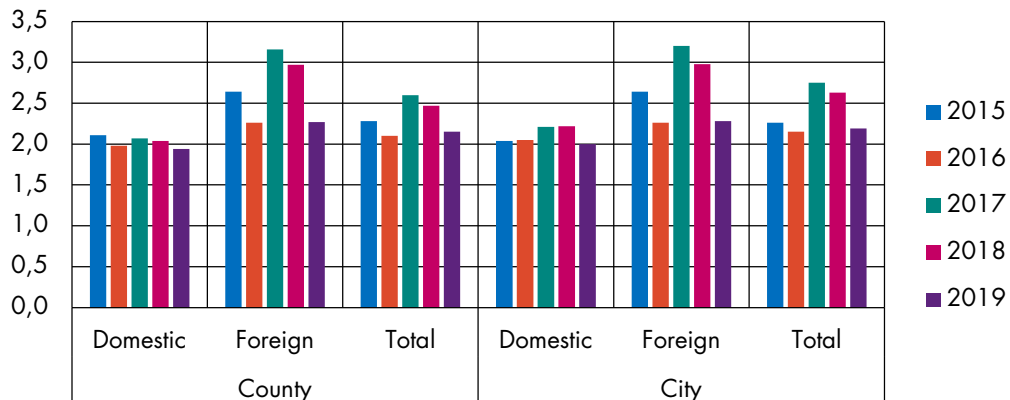


**Source: Swedish Agency for Economic and Regional Growth/Statistics Sweden**

Foreign visitors stay longer than domestic guests while visiting Stockholm. This applies to both hotels and hostels. For hotels, the result is stable year by year. Hotel guests also have the shortest length of stay.

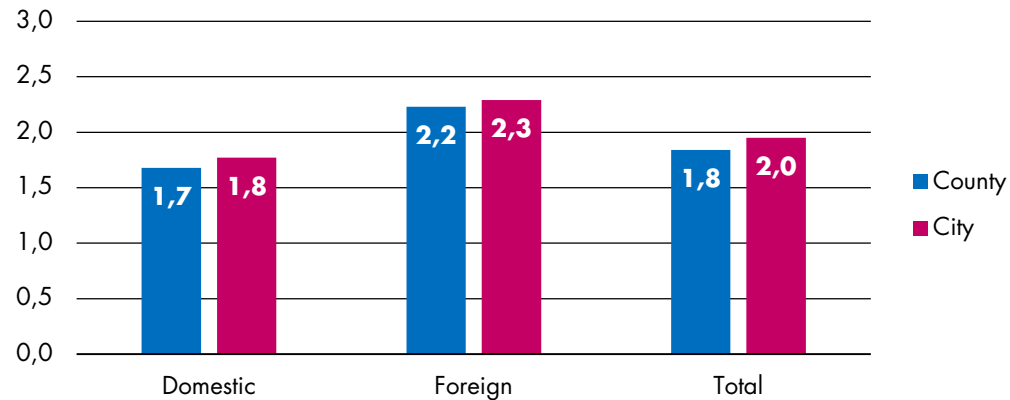
Foreign guest at hostels stayed considerably longer in 2017 and in 2018. 2019 meant a return to the previous year's slightly lower level. In the vacation villages, residence time has gradually decreased.

**Average number of nights spent by visitors in hostels in Stockholm County and City 2015-2019**

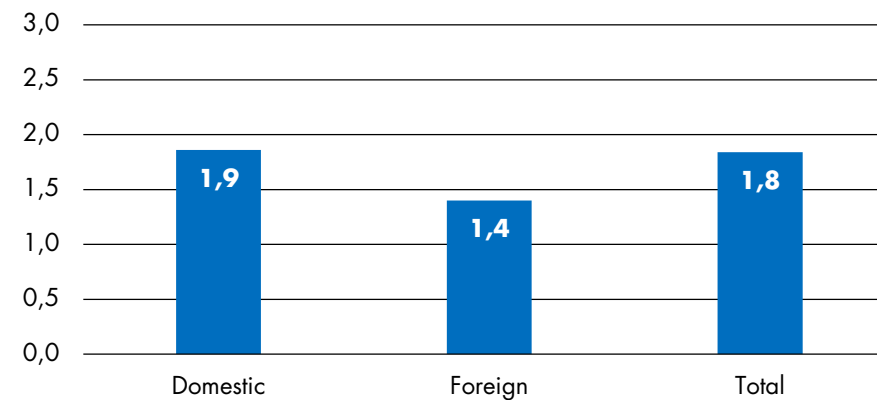


# Length of stay 2019 – hotel, hostel and vacation villages

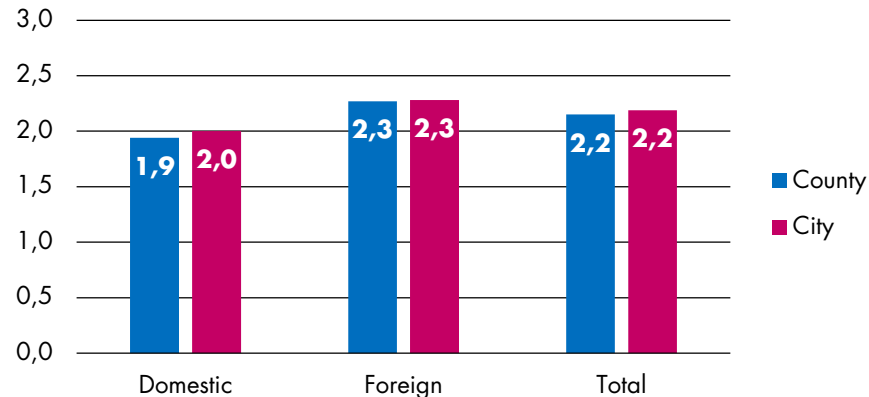
**Average number of nights spent by visitors in hotels in Stockholm County and City 2019**



**Average number of nights spent by visitors in vacation villages in Stockholm County 2019**



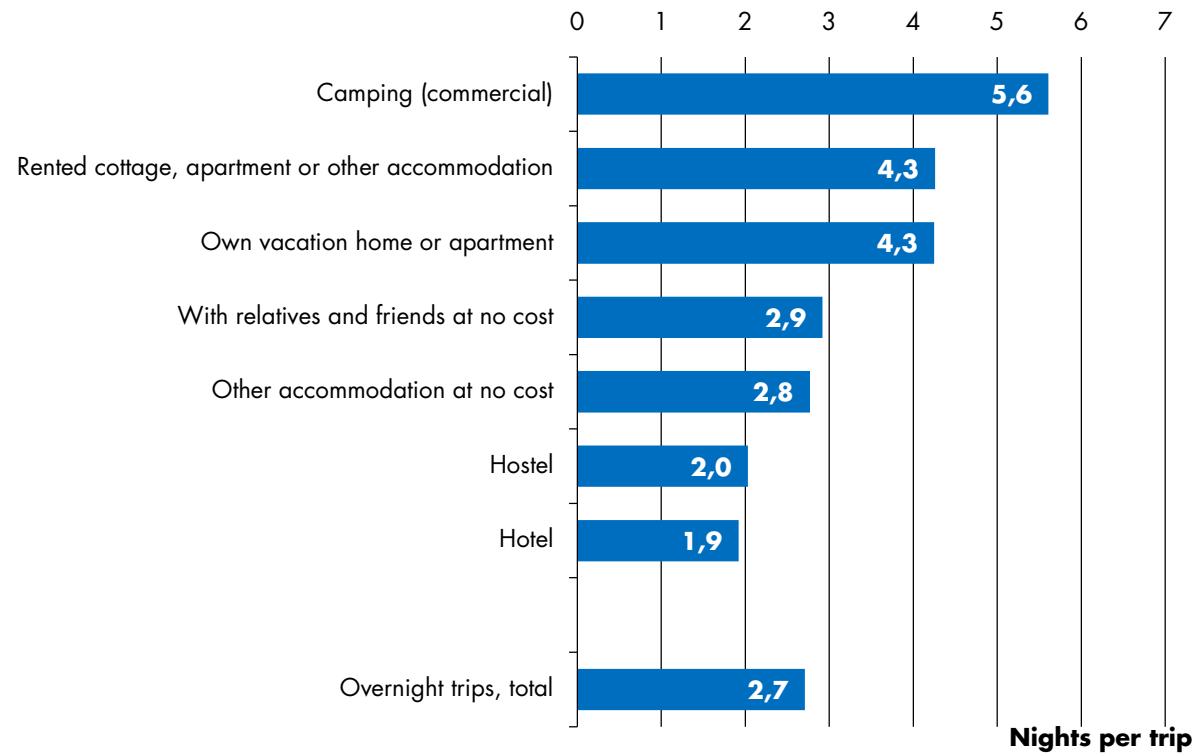
**Average number of nights spent by visitors in hostels in Stockholm County and City 2019**



Source: Swedish Agency for Economic and Regional Growth/Statistics Sweden

# Length of stay

**Average number of nights spent by Swedish visitors in different types of accommodation in Stockholm County, 2019**



Statistics Sweden is each year carrying out a survey on Swedish travels. This is done on behalf of Swedish Agency for Economic and Regional Growth.

How many nights a visitor spends during their trip to Stockholm varies considerably between different types of accommodation.

The time spent is shortest for the commercial forms of accommodation – hotels and hostels.

Most nights spend in conjunction with a visit to Stockholm is noted for camping, rented cottage or apartment and own vacation home or apartment.

**Source: The survey of Swedish travelers. Swedish Agency for Economic and Regional Growth/ Statistics Sweden**



# Why People Travel to Stockholm

## - Leisure and Business Visitors

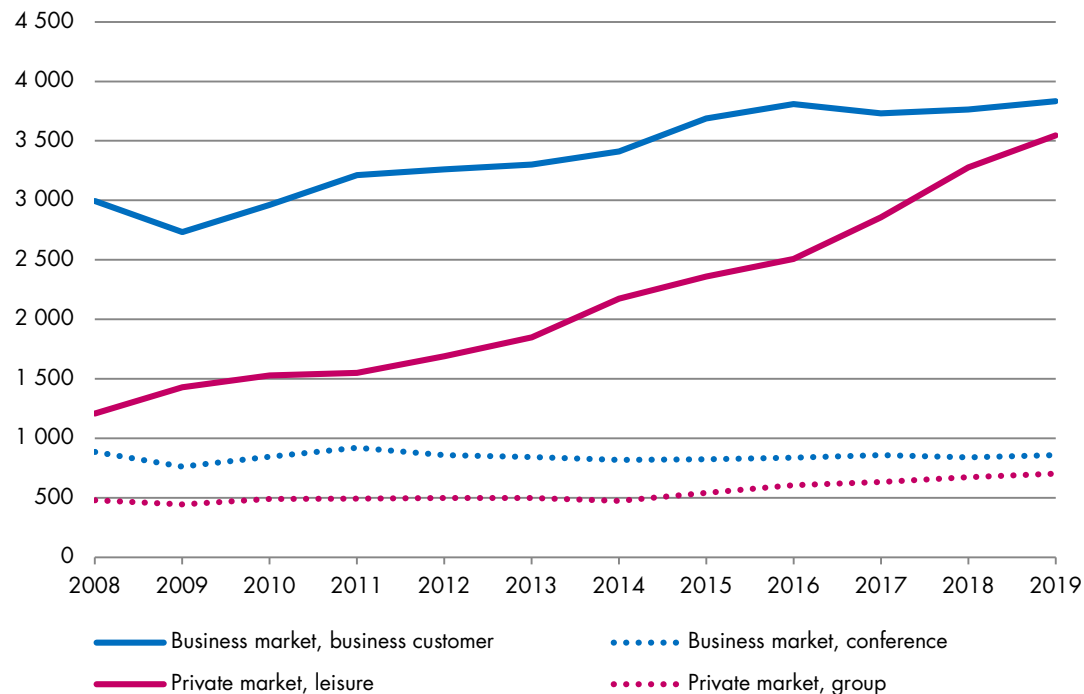
Stockholm is home to a rich culture life and a great variety of national and international events, restaurants and shopping experiences. Stockholm is also Scandinavia's leading city for business, with many internationally competitive industries.

Photo: Anna Hugosson



# Leisure and Business Visitors

**Rooms sold at hotels by business and leisure visitors 2008-2019,  
Stockholm County (in thousands)**



Most hotel rooms are rented by business travelers. But the difference between business travelers and private travelers is steadily diminishing.

A growing proportion of hotel rooms in the county are rented by visitors who are in Stockholm during their leisure. Private travelers, which accounted for 35 per cent of rented rooms 10 years ago, now make up 48 per cent. The number of rooms rented by business travelers is also increasing, but not at the same rate as the private market.

Source: Swedish Agency for Economic and Regional Growth/Statistics Sweden

# International Meetings and Conventions

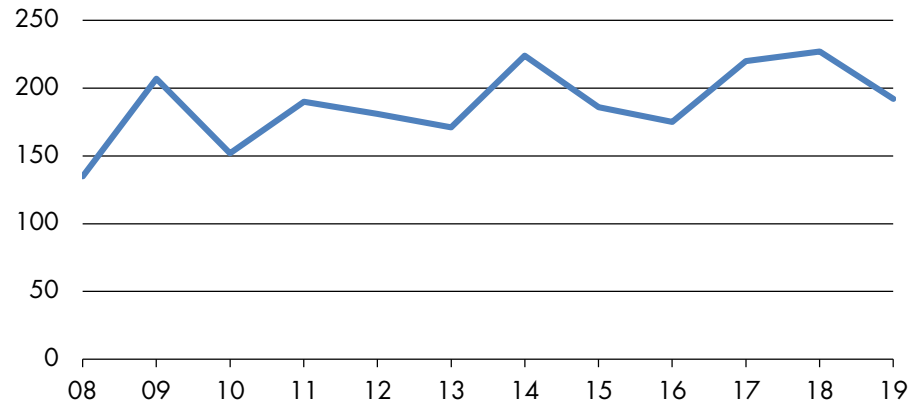
Stockholm is one of the world's most popular international convention destinations.

Photo: Yanan Li

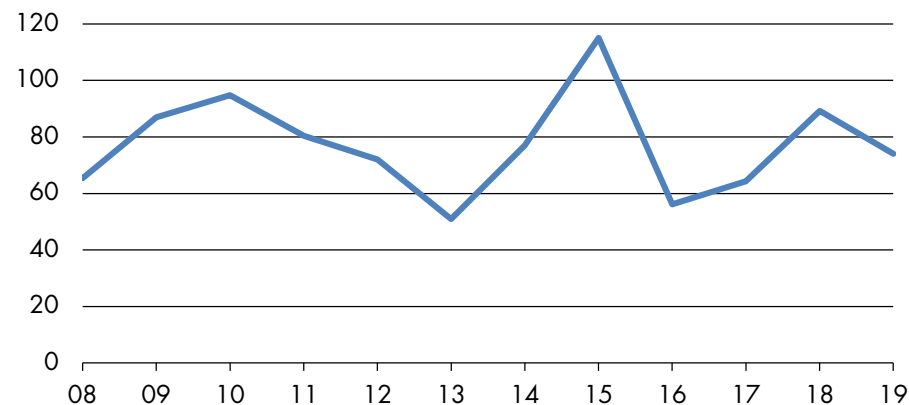


# International Meetings and Conventions

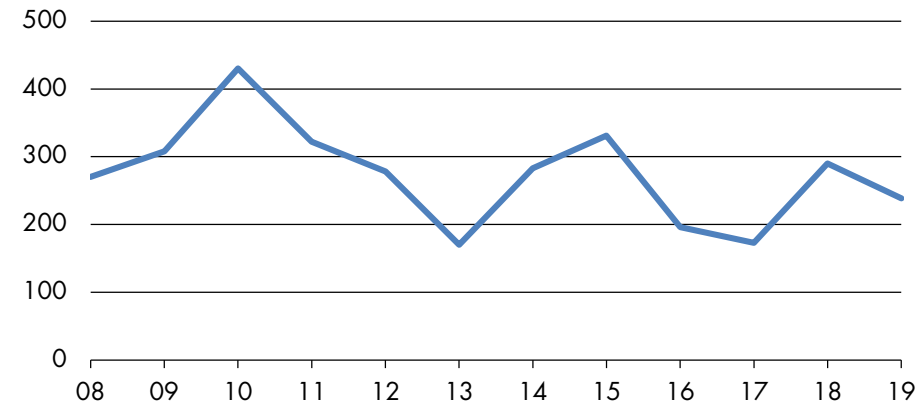
**International conventions in Stockholm, 2008-2019**



**International convention participants in Stockholm, 2008-2019 (in thousands)**



**International convention-related overnight stays in Stockholm, 2008-2019 (in thousands)**



**Source: Visit Stockholm**

In 2019 Stockholm attracted 192 international association meetings. The level has been just above and just below 200 meetings annually since 2011.

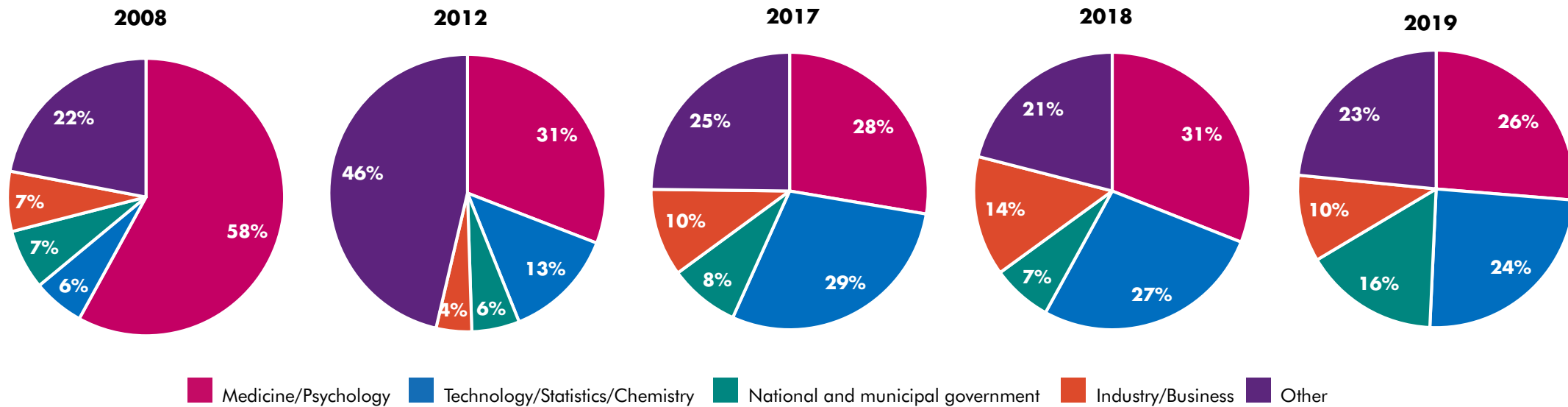
74,000 delegates generated 239,000 overnight stays. This refers to all international meetings, both those arranged by the ICCA framework and other meetings.



# International Meetings and Conventions

The subjects for international meetings and conventions have varied over the years. Medicine and psychology accounted for a significantly larger proportion of participants in 2008 than in recent years. Technology has increased. In 2019 meetings concerning national and municipal government accounted for a relatively large proportion of all meetings and conventions.

## International Meetings and Conventions 2008-2019



# International Meetings and Conventions

## Number of international conventions. Top 25 cities, 2017-2019

2019			2018			2017			2010-2019		
Rank	City	Meetings	Rank	City	Meetings	Rank	City	Meetings	Rank	City	Meetings
1	Paris	237	1	Paris	216	1	Paris	216	1	Paris	2.146
2	Lisbon	190	2	Vienna	184	2	Barcelona	214	2	Vienna	1.747
3	Berlin	176	3	Berlin	182	3	London	210	3	Berlin	1.732
4	Barcelona	156	4	Barcelona	179	4	Vienna	207	4	London	1.724
5	Madrid	154	5	Madrid	169	5	Berlin	203	5	Singapore	1.543
6	Vienna	149	6	London	164	6	Prague	167	6	Madrid	1.374
7	Singapore	148	7	Lisbon	155	7	Singapore	162	7	Lisbon	1.345
8	London	143	7	Singapore	155	8	Seoul	159	8	Seoul	1.343
9	Prague	138	9	Prague	146	9	Lisbon	158	9	Copenhagen	1.248
10	Tokyo	131	10	Bangkok	142	10	Madrid	150	10	Beijing	1.228
11	Buenos Aires	127	11	Hong Kong	141	11	Budapest	142	11	Amsterdam	1.215
12	Copenhagen	125	12	Amsterdam	137	12	Copenhagen	141	12	Hong Kong	1.155
13	Bangkok	124	13	Buenos Aires	136	13	Hong Kong	138	13	Brussels	1.102
14	Amsterdam	120	14	Copenhagen	129	14	Buenos Aires	128	14	Budapest	1.082
15	Seoul	114	14	Seoul	129	15	Bangkok	125	15	Rome	1.075
16	Dublin	109	16	Tokyo	127	16	Amsterdam	122	16	Buenos Aires	1.074
17	Athens	107	17	Brussels	124	17	Dublin	120	17	Istanbul	1.041
18	Rome	102	18	Budapest	113	18	Rome	116	18	Dublin	1.032
19	Taipei	101	19	Dublin	110	19	Tokyo	114	19	Tokyo	1.013
20	Sydney	93	20	Beijing	108	20	Stockholm	113	20	Bangkok	999
21	Montreal	92	21	Athens	103	21	Brussels	102	21	Stockholm	997
22	Hong Kong	91	21	Taipei	103	22	Beijing	100	22	Shanghai	847
22	Beijing	91	21	Stockholm	103	22	Helsinki	100	23	Helsinki	846
22	Stockholm	91	24	Rome	100	24	Montreal	99	24	Sydney	841
22	Kuala Lumpur	91	25	Sydney	93	25	Warsaw	96	25	Athens	795

The statistics on this page is based on ICCA Statistics, i.e meetings organized by international associations, with at least 50 participants, which take place on a regular basis and which rotate between a minimum of three destinations.

Stockholm defends its position among the more significant cities for meetings and conventions in the world. In 2019, Stockholm had the 22th ranking position. It is approximately that position Stockholm has occupied for the last ten years.

Stockholm is number 14 in Europe in the ICCA rankings.

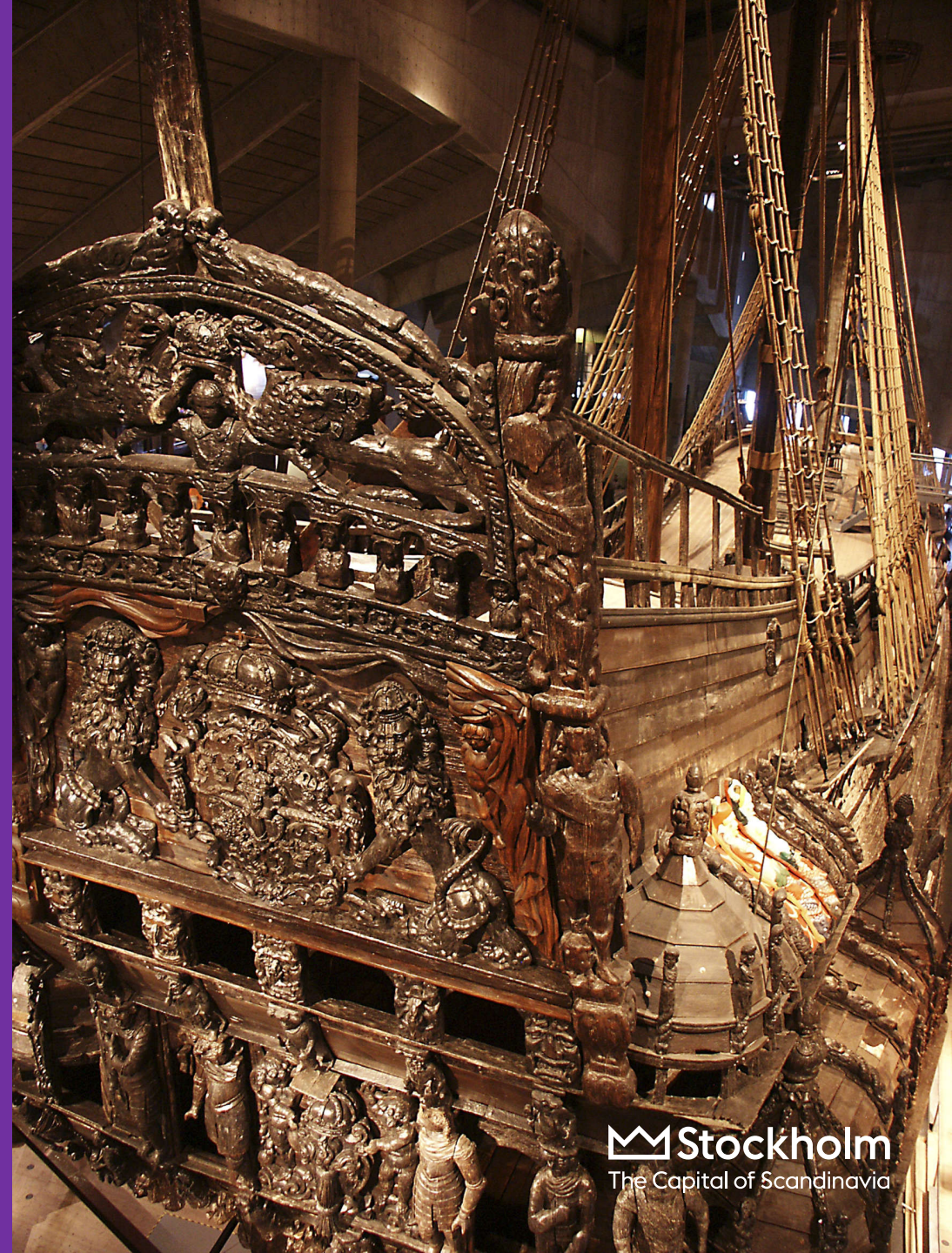
Paris, Barcelona, Vienna, Berlin, and in the past year Lisbon, are the cities which usually top the ICCA's ranking list.

Source: ICCA

# Major Attractions in Stockholm

There are a large number of events and exhibitions organized every day, and they attract millions of visitors to Stockholm every year.

Photo: Alexander Dokukin





# Major Attractions in Stockholm

Some examples of major attractions in Stockholm County, 2019

Rank	Attraction	Number of visitors (in thousands)
1.	Gröna Lund	1.632
2.	Vasamuseet	1.533
3.	Skansen	1.434
4.	Kungliga slottet	1.328
5.	Eriksdalsbadet	1.290
6.	Stockholmsmässan	850
7.	Nationalmuseum	842
8.	Naturhistoriska riksmuseet	714
9.	ArkDes/Moderna Museet	518
10.	Stockholms stadshus	489
11.	Fotografiska – The Museum of Photography	429
12.	Livrustkammaren	427
13.	Tekniska museet	388
14.	ABBA The Museum	356
15.	Storkyrkan	345
16.	Prins Eugens Waldemarsudde	333
17.	Casino Cosmopol Stockholm	333
18.	Nordiska Museet	313
19.	Junibacken	307
20.	Hallwylska museet	297
21.	Nobel Prize Museum	285
22.	Historiska museet	260
23.	Cosmonova	230
24.	Medelhavsmuseet	221
25.	Drottningholms slott	188

Events and exhibitions attract millions of visitors to Stockholm. Together with the city's various sights, regular events create an attractive destination for both visitors and Stockholmers alike.

Gröna Lund – the oldest amusement park in Sweden – had more than 1.6 million visitors in 2019. The Vasa Museum and Skansen – the world's first open-air museum – are the two museums that attract the most visitors. But a number of other museums can be found high on the list of popular attractions in Stockholm.

**Source: Visit Stockholm/Stockholm Tourism Barometer**



# How Much Visitors Spend

Tourism is of great importance for the economy in Stockholm.

Photo: Tove Freij



# Consumption During the Visit

## Consumption (SEK) per Swedish visitor in Stockholm County and City 2019

	Stockholm County		Stockholm City	
	During the vist	Per day	During the vist	Per day
Hotel	5.175	2.695	5.263	2.770
Hostel	3.111	1.533	3.901	2.155
Camping (commercial)	3.134	559	-	-
Fri Camping (free)	-	-	-	-
Rented cottage, apartment or other accommodation	5.724	1.344	4.429	857
Own vacation home or apartment	2.169	510	4.482	1.409
With relatives and friends at no cost	2.282	782	2.661	858
Other accommodation at no cost	2.053	741	3.379	1.086
Overnight trips, total	3.689	1.361	3.379	1.379
Day trips	1.189	1.189	1.400	1.400
Leisure travels	2.589	1.199	3.161	1.664
Commercial travels	3.482	2.786	3.602	2.859

The level of revenue is related to the type of accommodation. This may be due to the cost of the accommodation, but also the average length of stay.

Visitors staying in Stockholm city spend more than in the county as a whole. This applies to visitors in most forms of accommodation.

Business travelers have higher expenses per day.

**Source: The survey of Swedish travelers. Swedish Agency for Economic and Regional Growth/Statistics Sweden**

- = Data not available





# Stockholm

The Capital of Scandinavia

