

# Facts about Stockholm's tourism industry

## Statistics for 2020



 **Stockholm**  
The Capital of Scandinavia

# 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
- How much visitors spend

# 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.

However, 2020 was a year unlike any other, characterized by the effects of Covid-19. The number of overnight stays at commercial accommodation facilities fell by 55 percent.

Photographer: mediabank.visitstockholm.com/Visit Stockholm



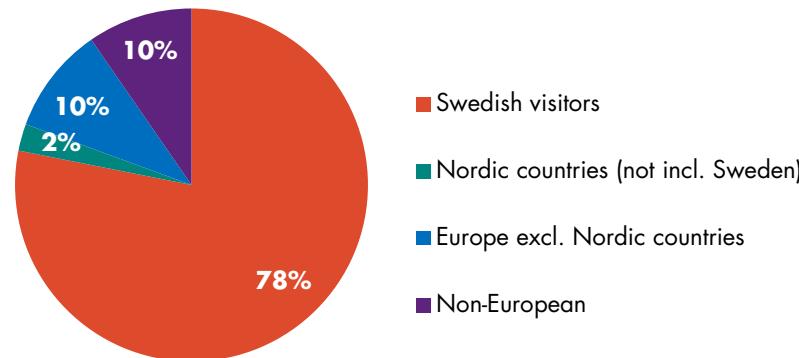
 **Stockholm**  
The Capital of Scandinavia

# Covid-19 hit the hospitality industry hard in 2020

The number of guest nights at commercial facilities in the County has increased steadily up until 2019. But the effects of the Covid-19 pandemic hit the hospitality industry extremely hard in 2020. Over 8 million guest nights disappeared compared to 2019. This corresponds to 55 per cent. The effects did not become apparent until March, so the decline during the rest of the year was in fact even more pronounced.

Normally 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 higher growth. In 2020, domestic guest nights decreased by 45 per cent and foreign guest nights by 72 per cent. Nearly eight out of ten commercial guest nights during this year can therefore be attributed to Swedish guests.

## Swedish and foreign commercial overnight stays in Stockholm County 2020

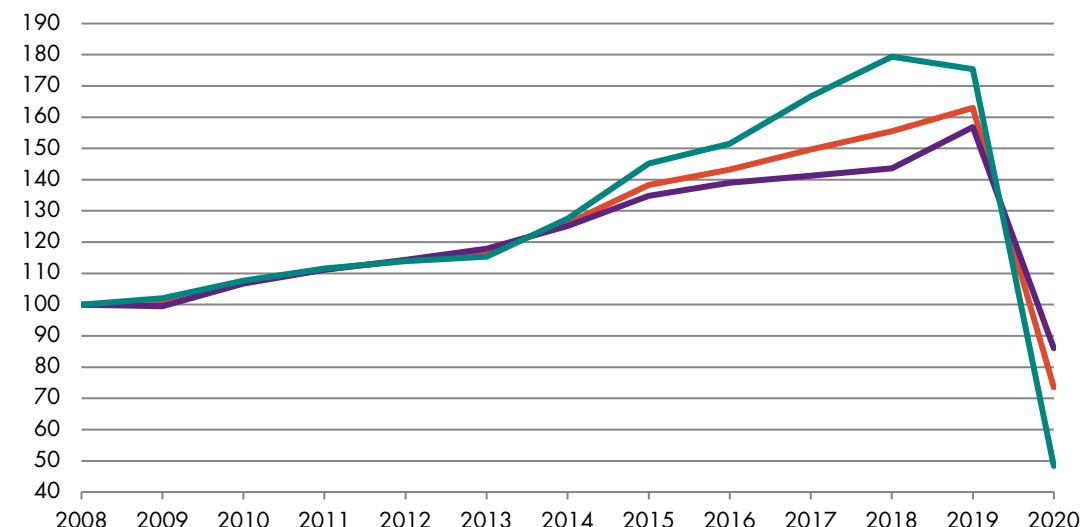


Source: Swedish Agency for Economic and Regional Growth/Statistics Sweden

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 in Stockholm County.  
2008-2020 (Index 100=2008)**

— Total — Swedish visitors — Foreign visitors



# Commercial overnight stays dropped by 8.4 Million

In 2019 15.3 million guest nights were made in all forms of commercial accommodation in the Stockholm County. In 2020 only 6.9 million – a decrease of 55 per cent. Normally 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 the five years leading up to

2020 is generated by guests from non-European countries.

All target groups have been dramatically affected by the pandemic. To a somewhat lesser extent, the effects are visible for guests from India, but also from Romania, Estonia and Lithuania.

## All forms of commercial overnight stays by nationality 2020, Stockholm County

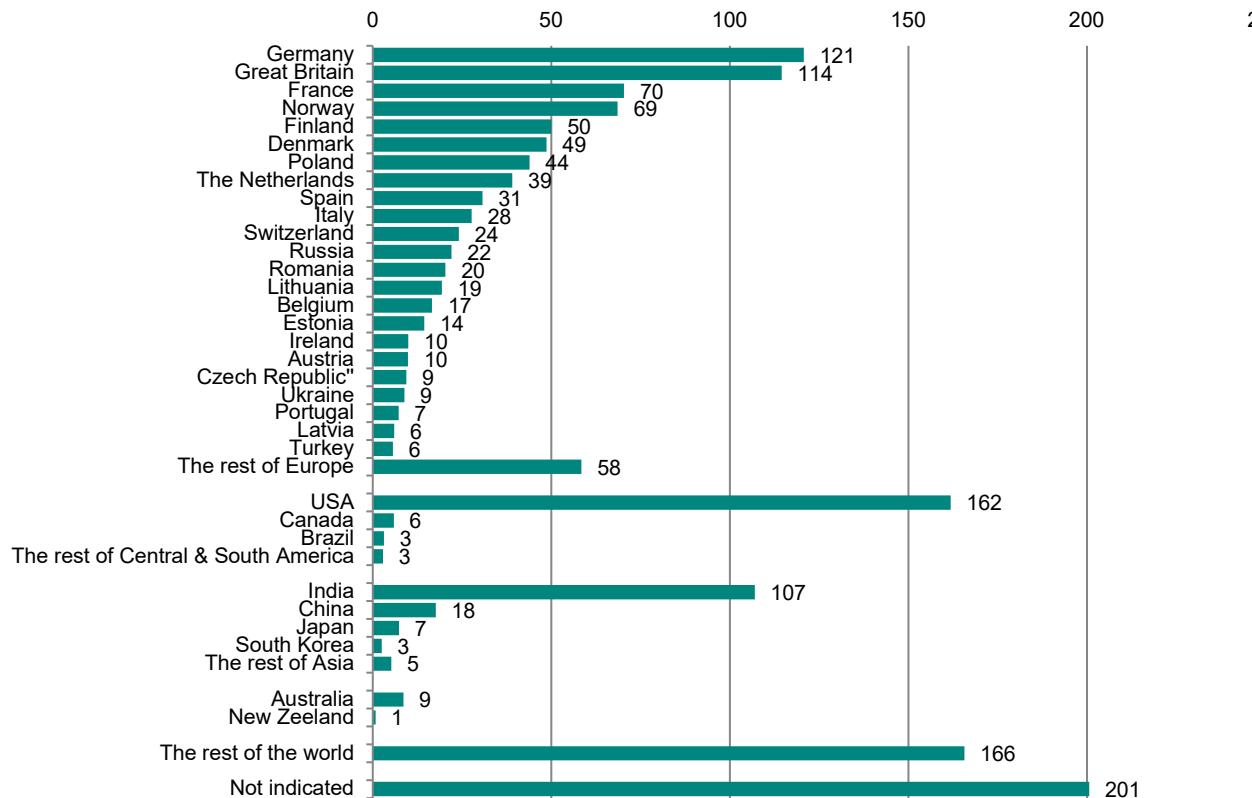
	2020	Distri- bution	Share in Sweden	Change since 2015	Change since 2019
<b>Total</b>	<b>6.901.901</b>	<b>100%</b>	<b>16%</b>	<b>-47%</b>	<b>-55%</b>
<b>Sweden</b>	<b>5.391.968</b>	<b>78%</b>	<b>14%</b>	<b>-36%</b>	<b>-45%</b>
<b>Totals from abroad</b>	<b>1.509.933</b>	<b>22%</b>	<b>29%</b>	<b>-67%</b>	<b>-72%</b>
Totals for Nordic countries (excl. Sweden)	170.064	2%	13%	-78%	-74%
Totals for Europe excl. Nordic countries	676.353	10%	27%	-69%	-74%
Totals for non-European	663.516	10%	49%	-59%	-70%
Germany	120.741	2%	13%	-77%	-81%
Great Britain	114.498	2%	36%	-71%	-74%
France	70.362	1%	54%	-55%	-66%
Norway	68.581	1%	15%	-78%	-72%
Finland	50.025	1%	34%	-77%	-79%
Denmark	48.651	1%	7%	-78%	-71%
Poland	43.888	1%	20%	-61%	-51%
The Netherlands	39.058	1%	26%	-67%	-76%
Spain	30.697	0%	50%	-72%	-80%
Italy	27.706	0%	41%	-80%	-83%
Switzerland	24.132	0%	22%	-82%	-84%
Russia	22.045	0%	50%	-72%	-75%
Romania	20.321	0%	38%	9%	-29%
Lithuania	19.345	0%	43%	-12%	-41%
Belgium	16.589	0%	26%	-71%	-76%
Estonia	14.394	0%	26%	-17%	-35%
Ireland	9.906	0%	40%	-59%	-72%
Austria	9.891	0%	37%	-84%	-86%
Czech Republic	9.402	0%	31%	-42%	-62%

	2020	Distri- bution	Share in Sweden	Change since 2015	Change since 2019
Ukraine	8.882	0%	61%	10%	-77%
Portugal	7.239	0%	30%	-56%	-66%
Latvia	6.010	0%	19%	-56%	-73%
Turkey	5.632	0%	56%	-78%	-79%
Greece	5.272	0%	61%	-70%	-73%
Hungary	3.610	0%	31%	-68%	-79%
Iceland	2.807	0%	33%	-86%	-82%
The rest of Europe	46.733	1%	39%	39%	-44%
USA	161.855	2%	41%	-53%	-72%
Canada	5.901	0%	55%	-84%	-85%
Brazil	3.119	0%	50%	-90%	-87%
The rest of Central & South America	2.892	0%	14%	-88%	-93%
India	106.984	2%	87%	-16%	-39%
China	17.616	0%	54%	-80%	-89%
Japan	7.351	0%	56%	-86%	-88%
South Korea	2.508	0%	52%	-83%	-88%
The rest of Asia	5.224	0%	8%	-94%	-97%
Australia	8.583	0%	52%	-82%	-86%
Nya Zeeland	768	0%	47%	-85%	-89%
The rest of the world	165.724	2%	71%	288%	-65%
Not indicated	200.660	3%	46%	-62%	-52%

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

# Foreign visitors

All forms of commercial overnight stays by nationality 2020, 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. In 2020 India had a less weak development than other nationalities and joined those major target groups. The majority of foreign visitors are still European, but more and more guests are coming from the rest of the world.

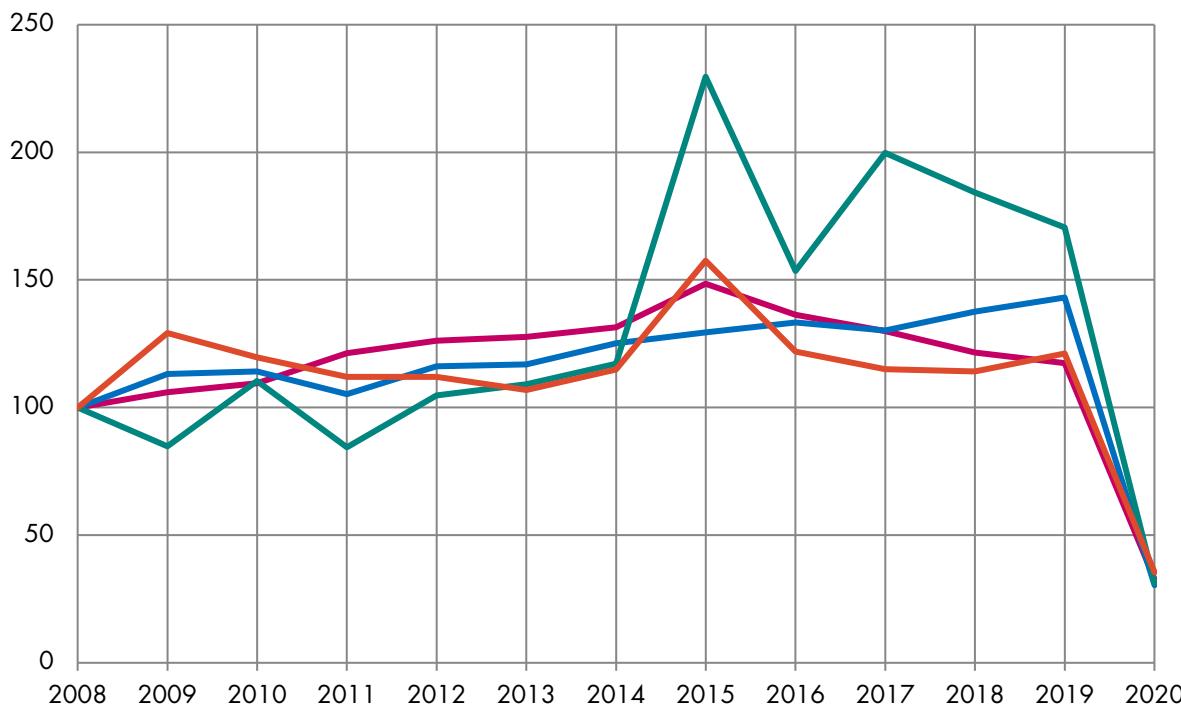
Visitors from the United States accounted for 93 per cent of all overnight stays from North and South America in 2020. That's unusually high, however the number of overnight stays of visitors from the United States has increased by as much as 77 per cent over the past five years leading up to 2020.

In Asia, two target groups normally are fairly equal in number of guest nights – India and China – although 2020 was a significant exception.

India and China have had the fastest growth in the region. Japan on the other hand has experienced a significantly weaker development for a number of years.

# The Nordic countries

**All forms of commercial overnight stays in Stockholm County 2008-2020.  
Nordic markets (Index 100=2008)**



For target groups from the Nordic region, developments in the last four years up to 2019 have been relatively weak, especially for Norway and Denmark.

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

- Norway
- Finland
- Iceland
- Denmark

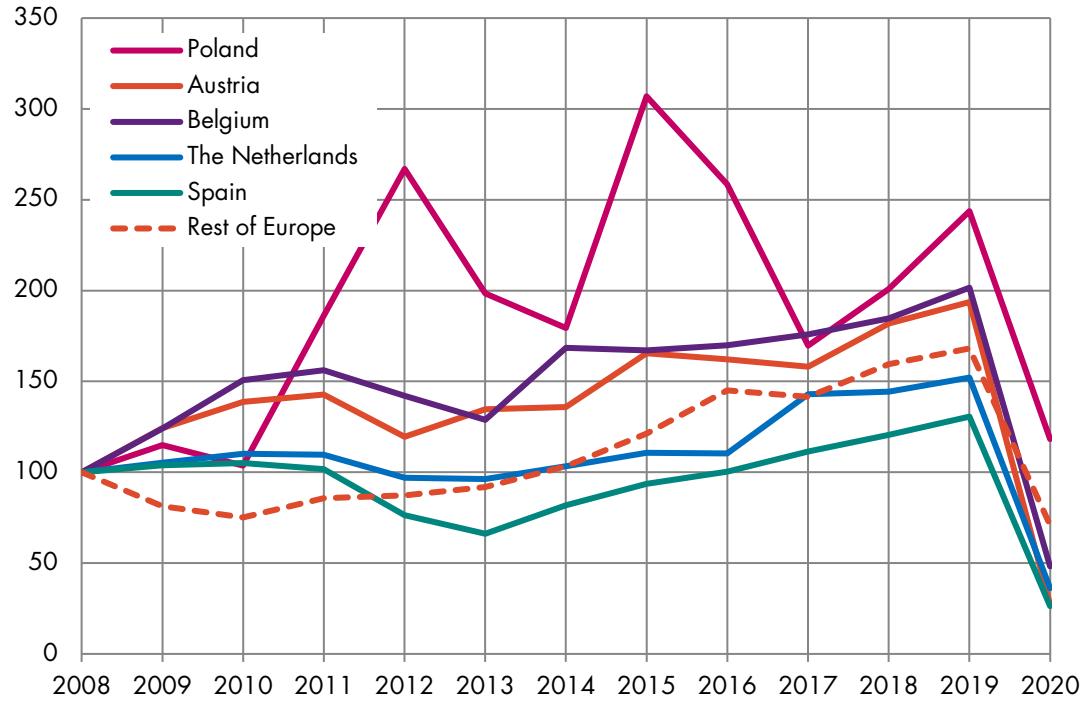
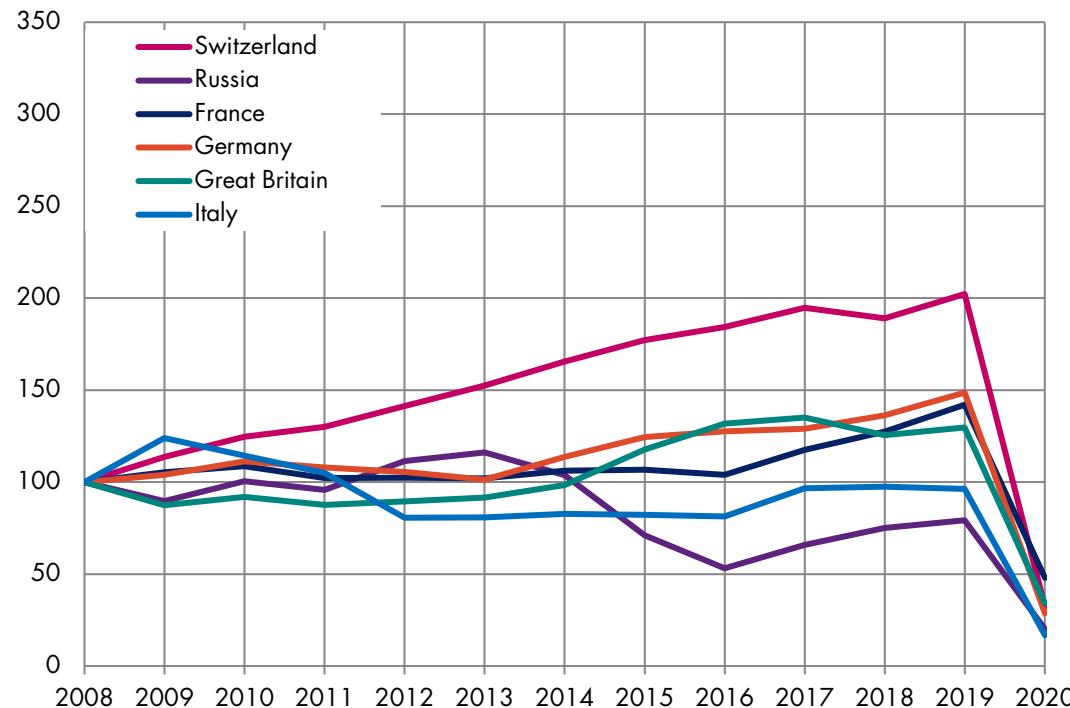
Source: Swedish Agency for Economic and Regional Growth/Statistics Sweden

# The European markets

Most European markets have had a positive trend in the past nine years before the pandemic. This is particularly noticeable for Switzerland. Markets with relatively weak development up to 2016 did show a more positive trend between 2016 and 2019.

These markets include Russia, Italy, France and the Netherlands. For the major target groups such as Germany and Great Britain, the increase in the years before 2020 has been more moderate. Data for Poland is characterized by large fluctuations.

**All forms of commercial overnight stays in Stockholm County 2008-2020. Major European markets (Index 100=2008)**

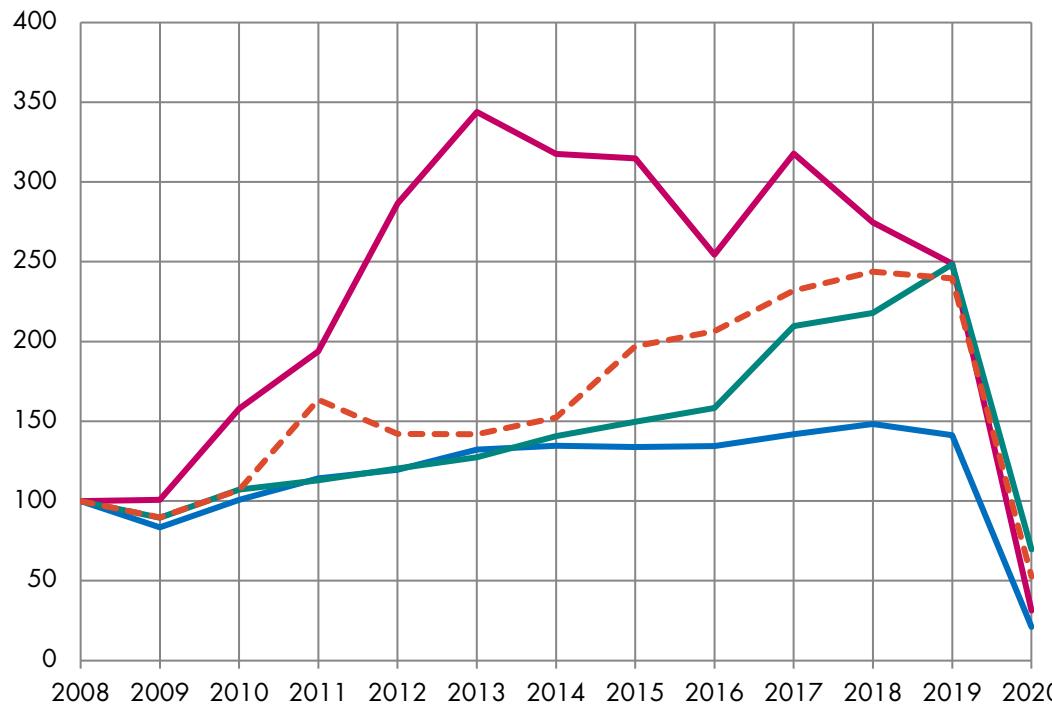


Source: Swedish Agency for Economic and Regional Growth/Statistics Sweden

# North and South America

All forms of commercial overnight stays in Stockholm County 2008-2020.

North and South America (Index 100=2008)



For a few years now the United States has been the second largest target group in Stockholm, with the exception of Germany. In 2020, USA was the foreign nation with most overnight stays.

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.

- Brazil
- Canada
- USA
- - Rest of North and South America

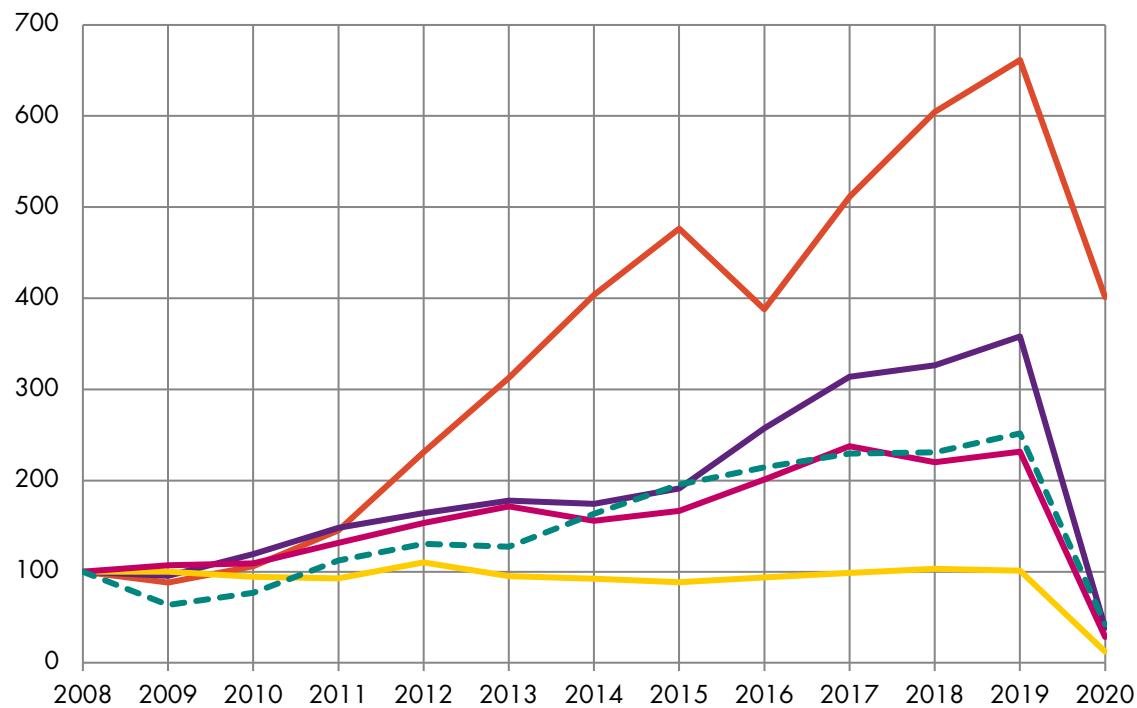
\*The rest of North and South America contain commercial overnight stays for all North and South American countries not individually specified in the graphs above.

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

# The Asian markets

All forms of commercial overnight stays in Stockholm County 2008-2020.

Asian markets (Index 100=2008)



Several Asian markets have shown a sharp and sustainable growth up to and including 2019 – especially the two largest, China and India. India has for a few years been the largest Asian target group. Visitors from India have made surprisingly many commercial overnight stays in 2020, given the Covid-19 pandemic.

Guest nights from visitors from China have grown steadily. Between 2008 and 2019 the number of Chinese guest nights has almost tripled. But between 2019 and 2020, the number of Chinese guest nights fell by 92 per cent

The exception in Asia is Japan. Guest nights from Japanese tourists have remain virtually unchanged between 2008 and 2019.

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

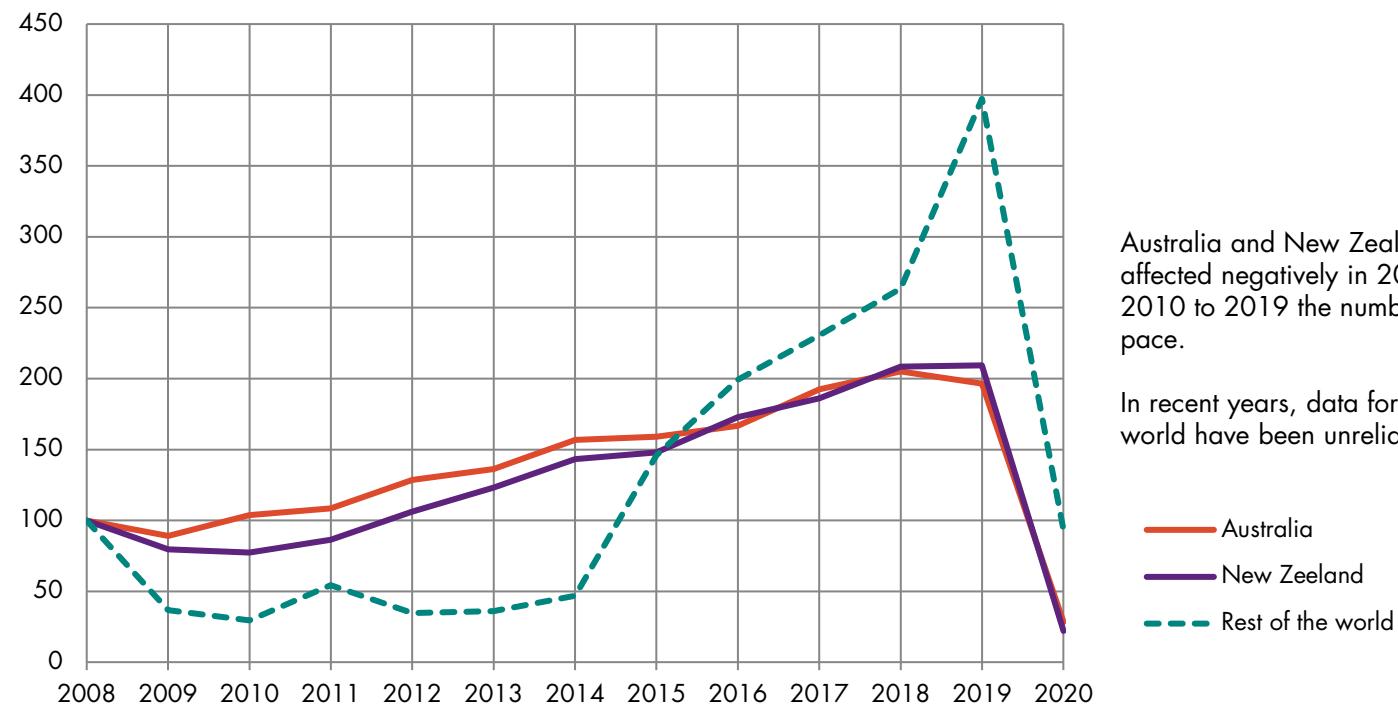
\*The rest of Asia contain commercial overnight stays for all Asian countries not individually specified in the graphs above.

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 2008-2020.

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 from 2010 to 2019 the number of overnight stays 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.

Photographer: mediabank.visitstockholm.com/Visit Stockholm



 Stockholm  
The Capital of Scandinavia

# Air traffic

The number of air passengers at Stockholm's airports was 30.5 million in 2019. In a ten-year perspective an increase of 47 per cent. In 2020, the corresponding figure was 7.6 million. The pandemic led to a reduction of passengers with as much as 75 per cent.

European flights dominate considerable in number with two thirds of all passengers. This is true also in 2020. Passengers to and from European destinations have increased by 57 per cent in the last ten years before the pandemic. Travel to and from non-European destinations still account for approximately 10 per cent. But here we see the fastest growth, 64 per cent between 2009 and 2019. Domestic flights increased by 19 per cent in the same period.

Arlanda airport accounted for 86 per cent of all air passengers in Stockholm in 2020. The proportion is usually at that level. From mid-March until June 2020, more than 95 per cent of all passengers disappeared. During the rest of the year, the decrease was in the order of 85 per cent.

## Arriving and departing airline passengers 2018-2020 (in thousands).

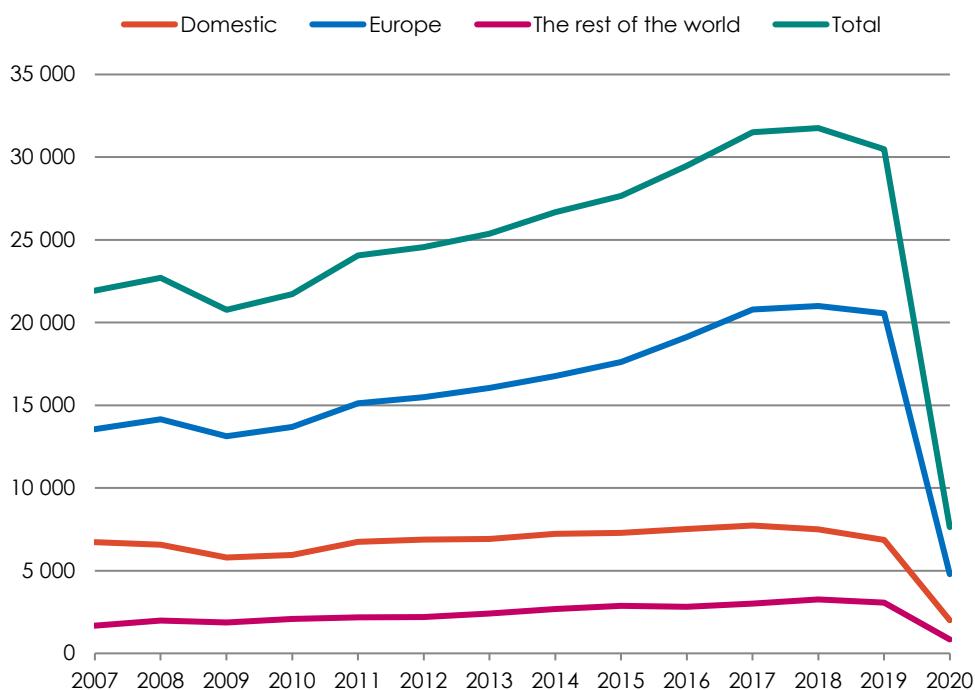
Airports in the Stockholm region	2018	2019	2020	Change 20/19
Stockholm-Arlanda	26.845	25.643	6.538	-75%
Stockholm-Skavsta	2.503	2.354	573	-76%
Stockholm-Bromma	2.214	2.296	479	-79%
Stockholm-Västerås	112	109	37	-66%
Örebro Airport	88	77	13	-83%
<b>Total</b>	<b>31.763</b>	<b>30.479</b>	<b>7.638</b>	<b>-75%</b>

Source: Swedish Transport Agency

## Arriving and departing airline passengers 2007-2020

(in thousands).

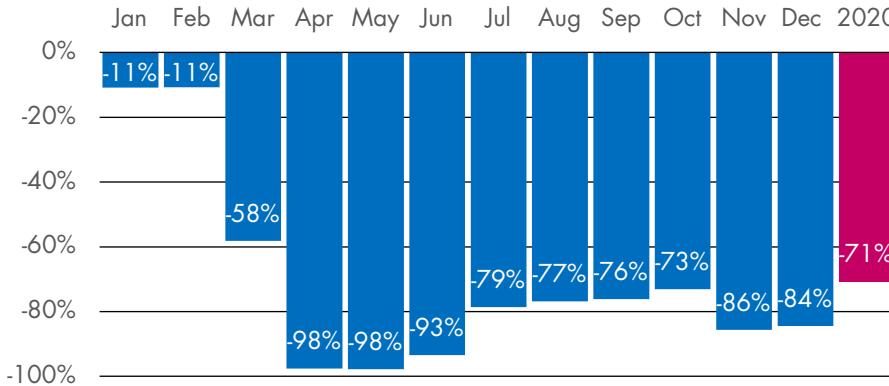
**Stockholm-Arlanda, Stockholm-Skavsta, Stockholm-Bromma, Stockholm-Västerås and Örebro Airport**



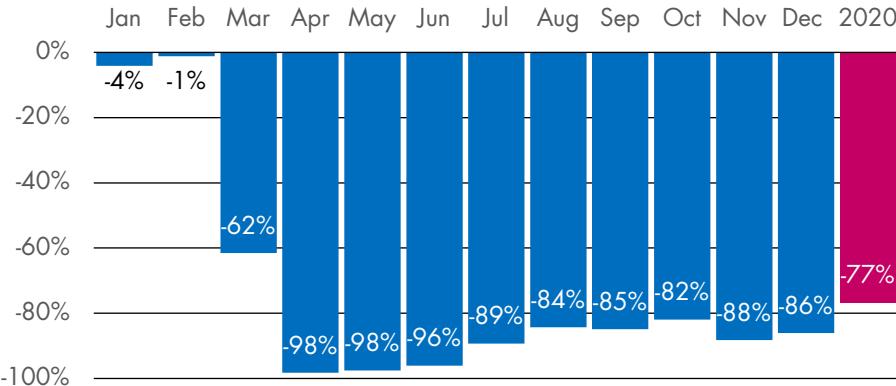
# Air traffic – development 2019 to 2020

Arriving and departing airline passengers. Change 2019 to 2020

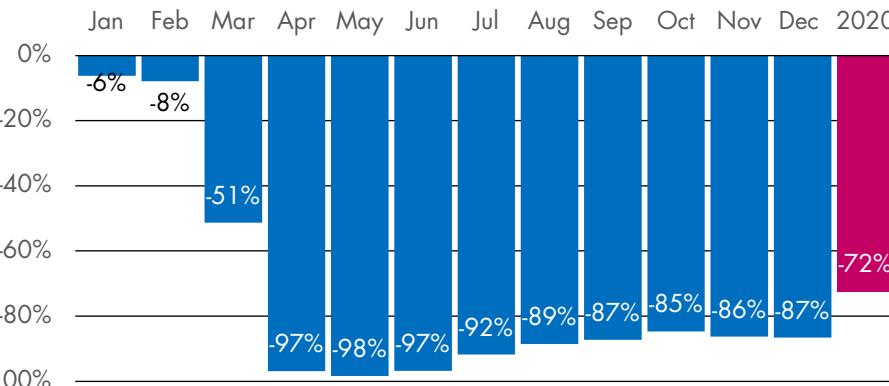
## Domestic



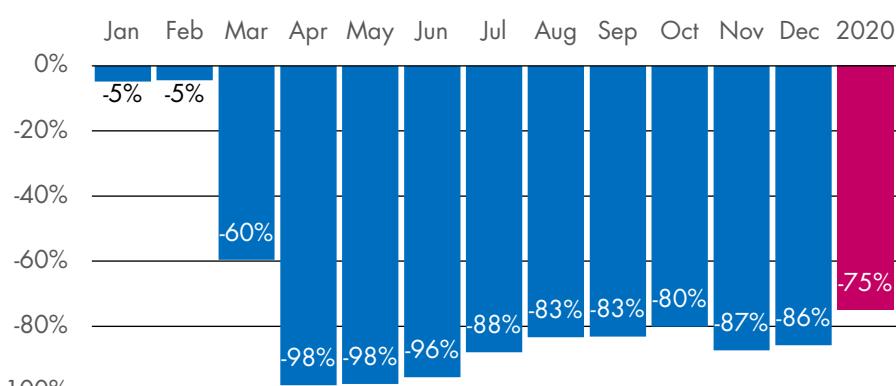
## Europe



## Rest of the world



## Total



Source: Swedish Transport Agency

# Ferry connections

More than 10.2 million ferry passengers were passing through the ports of Stockholm in 2019. In a ten-year perspective the number of passengers had been relatively unchanged. In 2020, the number of passengers decreased by 74 per cent to less than 2.7 million.

Arriving and departing passengers from and to Finland dominate. More than 70 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. In 2019 they accounted for 20 per cent of all passengers. For international cruise

visits 2019 was the best year so far. But last year cruise traffic decreased by staggering 97 per cent. Whereas the mainly work-related passenger traffic to and from Poland decreased by only 11 per cent.

The number of passengers shows the same pattern as air traffic in 2020. During April to June, the decline was well over 90 per cent. During the rest of the year just over 80 per cent.

**Arriving and departing ferry passengers 2000, 2005, 2010 and 2012-2020. Ports of Stockholm (in thousands)**

	2000	2005	2010	2012	2013	2014	2015	2016	2017	2018	2019	2020	Change 20/19
Finland	8.042	8.829	8.446	8.089	7.819	7.581	7.635	7.584	7.515	7.439	7.349	1.970	-73%
Baltic countries	507	863	1.601	1.809	1.840	1.796	1.598	1.704	2.022	2.086	2.004	536	-73%
Poland	132	163	153	146	125	123	108	105	106	120	166	148	-11%
Russia	n/a	n/a	n/a	170	187	151	119	154	78	83	66	0	-100%
Cruise visitors*	157	228	412	469	486	467	530	492	596	624	656	20	-97%
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>	<b>2.673</b>	<b>-74%</b>

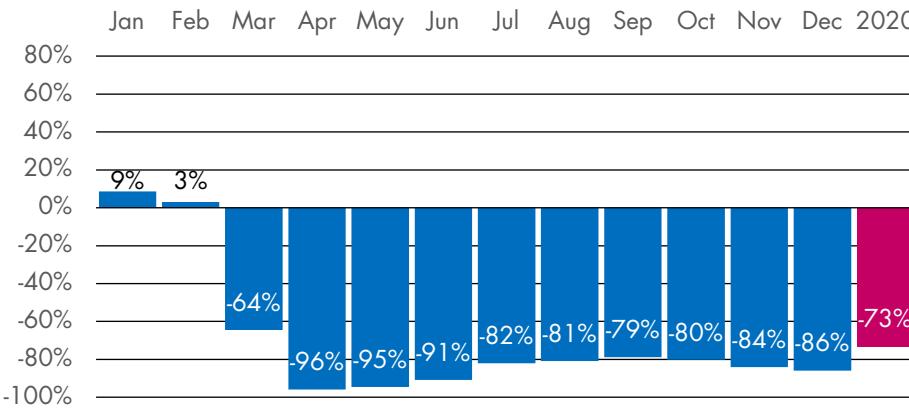
\*Cruise passengers are only counted once (arriving vessel), but in so-called turnarounds both arriving and departing passengers are included.

**Source:** Port of Stockholm

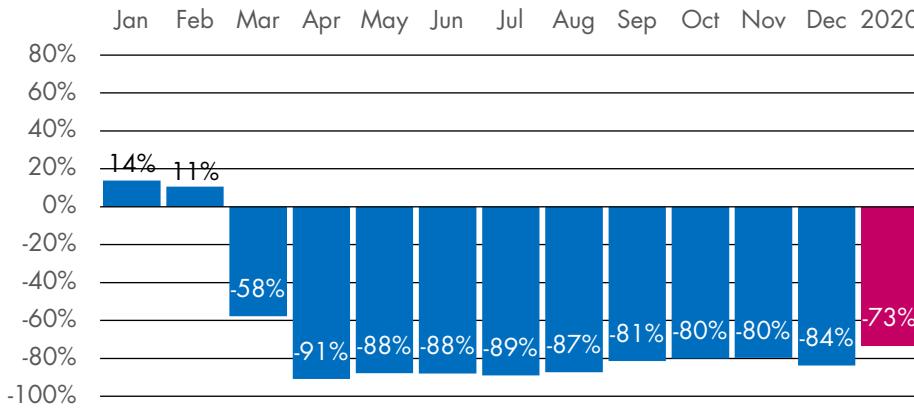
# Ferry connections – development 2019 to 2020

Arriving and departing ferry passengers. Ports of Stockholm. Change 2019 to 2020

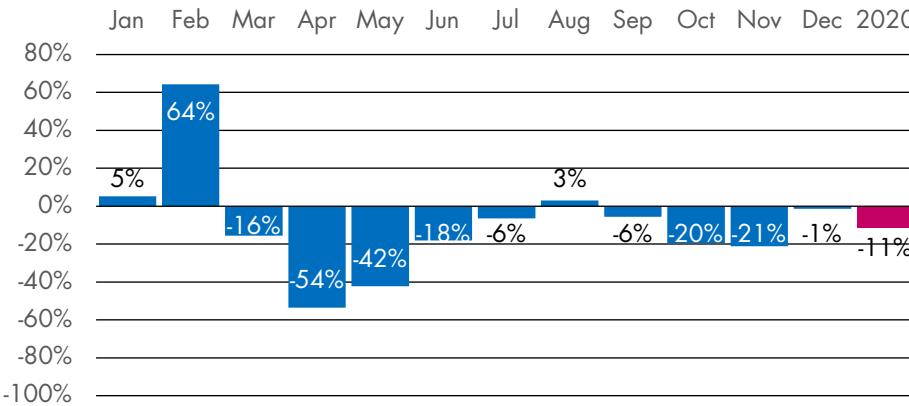
## Finland



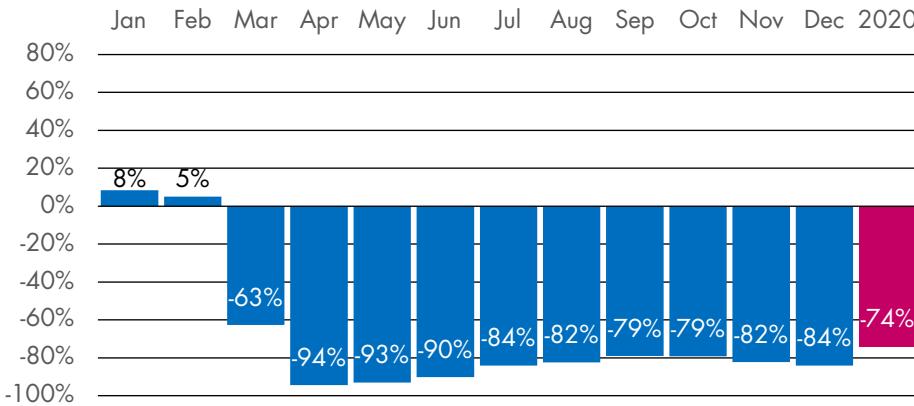
## Baltics



## Poland



## Total



Source: Port of Stockholm

# Where visitors stay

In commercial accommodation, the number of guest nights decreased by more than half compared with 2019. Under normal conditions most overnight stays are made, primarily by domestic visitors, at non commercial forms of lodging.

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

Photographer: mediabank.visitstockholm.com/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	

The annual survey on Swedes' travel has not yet been published. The information on this page therefore refers to 2019 and thus essentially reflects how domestic visitors' overnight stays normally are distributed between different forms of accommodation.

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.

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

\* Accommodation statistics

\*\*Survey on Swedish travels

- = Data not available

# Commercial accommodations

Different forms of commercial accommodation have been affected by Covid-19's effects to varying degrees. The absence of foreign visitors is evident for all forms of accommodation. But for holiday villages, camping and private apartments and cottages, foreign visitors make up a smaller part of all guests, which is why the total effect is lesser. In some cases, domestic visitors have chosen to spend their holidays in Sweden in vacation-related forms of lodging.

Hotels have lost more of their domestic guest nights from previous years than other forms of accommodation, including hostels.

## Overnight stays in all type of commercial accommodation 2020, Stockholm County

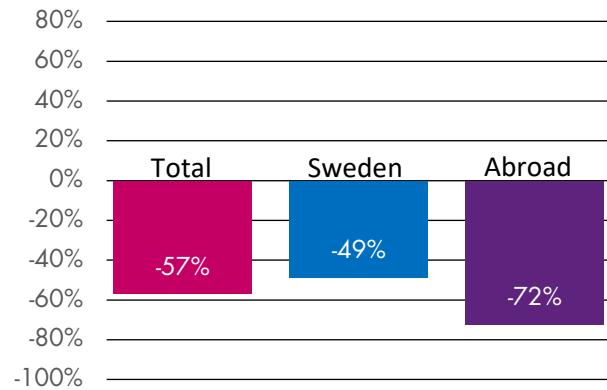
	<b>Hotels</b>	<b>Hostels</b>	<b>Vacation villages</b>	<b>Camping</b>	<b>Commercially arranged private apartments and cottages</b>	<b>Total</b>
<b>Total</b>	<b>5.897.378 (85%)</b>	<b>417.561 (6%)</b>	<b>54.624 (1%)</b>	<b>500.021 (7%)</b>	<b>32.317 (0%)</b>	<b>6.901.901 (100%)</b>
<b>Sweden</b>	<b>4.603.646 (85%)</b>	<b>228.320 (4%)</b>	<b>54.498 (1%)</b>	<b>481.164 (9%)</b>	<b>24.340 (0%)</b>	<b>5.391.968 (100%)</b>
<b>Abroad</b>	<b>1.293.732 (86%)</b>	<b>189.241 (13%)</b>	<b>126 (0%)</b>	<b>18.857 (1%)</b>	<b>7.977 (1%)</b>	<b>1.509.933 (100%)</b>
Nordic countries (not incl. Sweden)	159.005	10.116	8	553	382	170.064
Europe (excl. Nordic countries)	570.275	81.316	114	17.647	7.001	676.353
Rest of world (excl. Europe)	564.452	97.809	4	657	594	663.516

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

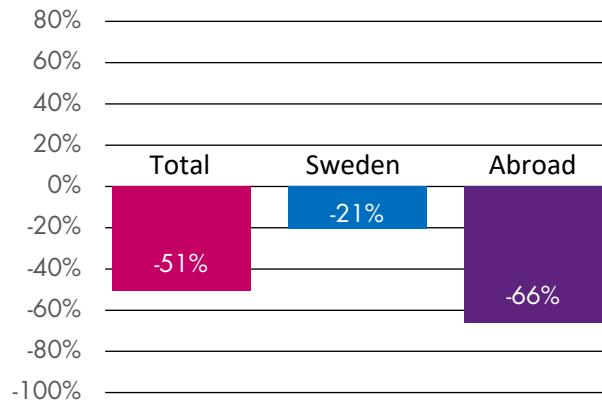
# Commercial accommodations – development

Overnight stays in all type of commercial accommodation. Stockholm County. Change 2019 to 2020

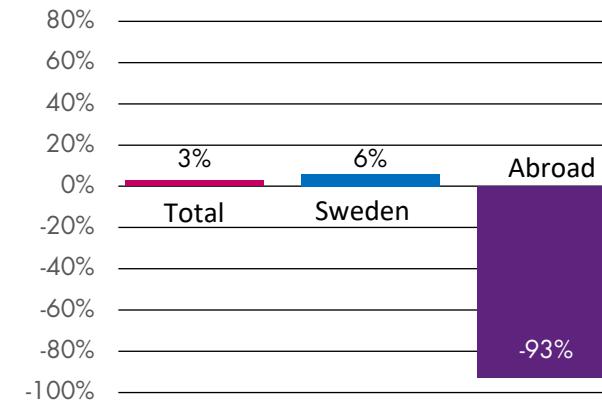
## Hotel



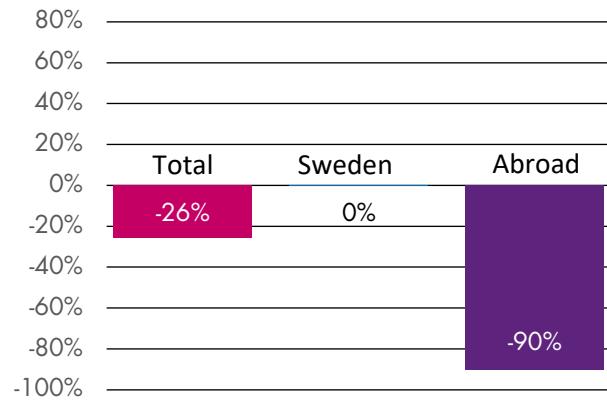
## Hostel



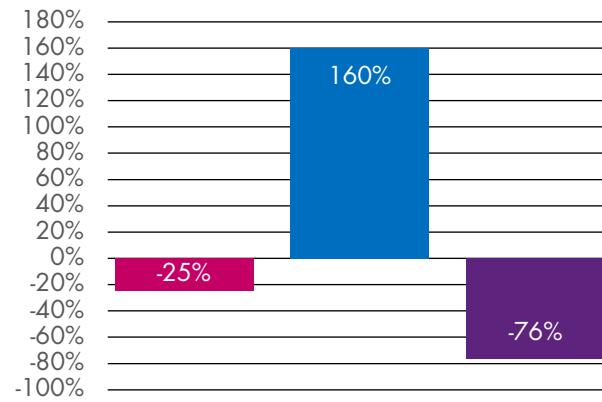
## Vacation villages



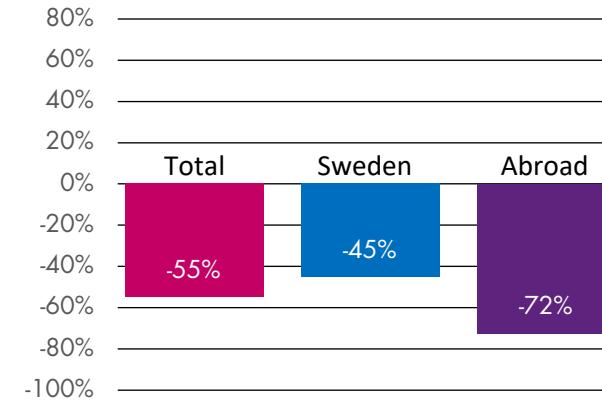
## Camping



## Private apartments and cottages



## Total



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

# Commercial accommodations – European visitors

**European visitors. Commercial overnight stays in all type of accommodation 2020, Stockholm County**

	Hotels	Hostels	Vacation villages	Camping	Commercially arranged private apartments and cottages	Total
Germany	93.753	11.932	4	9.178	5.874	120.741
Great Britain	105.214	8.029	2	1.073	180	114.498
France	57.181	11.962	20	1.171	28	70.362
Norway	66.862	1.615	-	104	-	68.581
Finland	44.440	5.426	-	159	-	50.025
Denmark	45.036	2.939	8	286	382	48.651
Poland	34.047	9.350	-	344	147	43.888
The Netherlands	33.488	3.072	4	2.180	314	39.058
Spain	25.314	5.274	-	87	22	30.697
Italy	23.273	4.160	-	273	-	27.706
Switzerland	21.514	1.557	-	843	218	24.132
Russia	20.132	1.910	-	3	-	22.045
Romania	18.338	1.981	-	2	-	20.321
Lithuania	18.267	1.009	-	69	-	19.345
Belgium	14.620	1.664	84	168	53	16.589
Estonia	12.767	1.095	-	532	-	14.394
Croatia	12.823	228	-	-	-	13.051
Ireland	9.338	568	-	-	-	9.906
Austria	8.772	1.044	-	14	61	9.891
Czech Republic	8.398	846	-	158	-	9.402
Portugal	6.128	1.111	-	-	-	7.239
Latvia	5.302	526	-	182	-	6.010
Turkey	4.668	964	-	-	-	5.632
Greece	4.685	587	-	-	-	5.272
Slovakia	4.046	876	-	-	44	4.966
Hungary	3.024	586	-	-	-	3.610
The rest of Europe	27.850	11.121	-	1.374	60	40.405

For many years, two nations have been dominant among European visitors. In 2019 Germany and the UK together accounted for one of three overnight stays from Europe outside of Scandinavia. Nordic visitors account for 20 per cent of all European guest nights.

German guests belong to the most frequent foreign guests in all forms of accommodation. British visitors mainly choose to spend their visits at hotels, but they also constitute the fourth largest nation at hostels.

At hostels, visitors from Germany normally dominate among foreign guests. In 2020 together with France. Guests from Poland often choose to stay at hostels.

Camping is always a popular choice among Dutch visitors.

**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 2020, Stockholm County**

	Hotels	Hostels	Vacation villages	Camping	Commercially arranged private apartments and cottages	Total
USA	154.612	7.201	4	4	34	161.855
Canada	5.080	821	-	-	-	5.901
Brazil	2.637	482	-	-	-	3.119
Rest of America	6.094	2.642	-	10	-	8.746
India	106.597	387	-	-	-	106.984
China	16.392	1.224	-	-	-	17.616
Japan	6.505	846	-	-	-	7.351
South Korea	2.010	498	-	-	-	2.508
Rest of Asia	27.232	1.193	-	66	-	28.491
Australia	7.072	1.403	-	108	-	8.583
New Zealand	590	178	-	-	-	768
The rest of the world	48.143	61.802	-	429	560	110.934
Not indicated	181.488	19.132	-	40	-	200.660

96 per cent of all commercial overnight stays of guests from the United States are made at hotels. Nevertheless, they constitute the fifth largest foreign target group also in hostels. Visitors from India almost exclusively choose a hotel stay.

In fact, in 2020, the United States and India were the two largest target groups in the county's hotels, ahead of, for example, Germany and the United Kingdom.

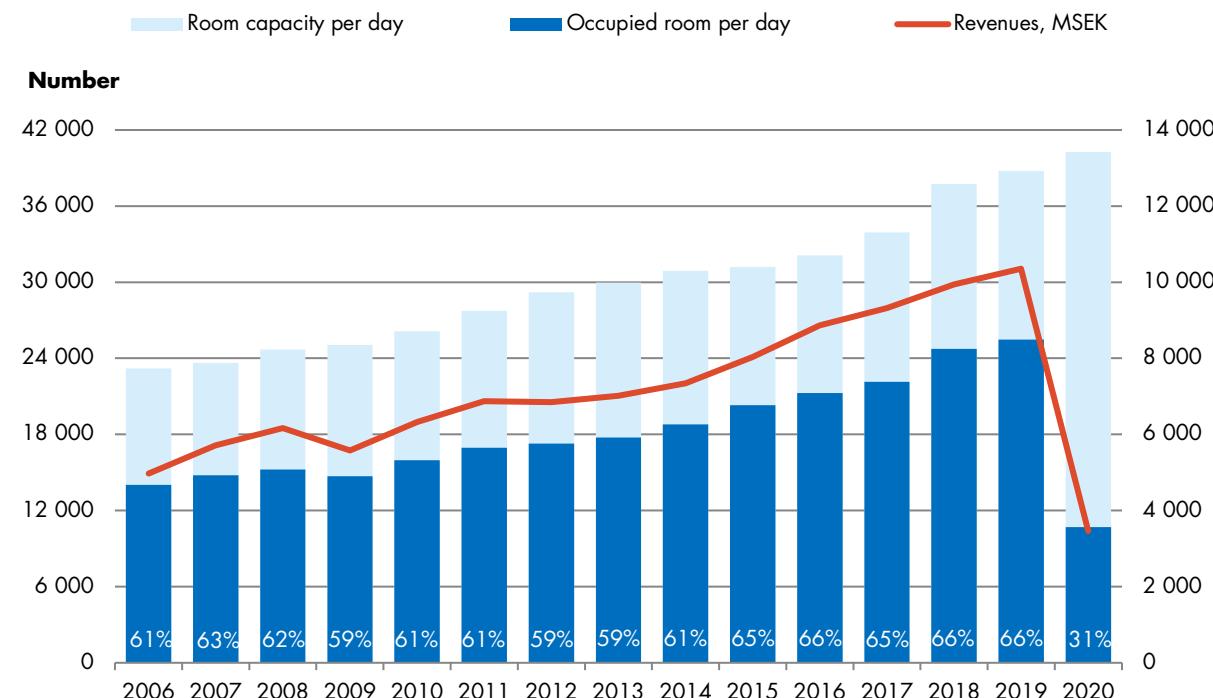
**Source:** Swedish Agency for Economic and Regional Growth / Statistics Sweden

- = 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 2006-2020, Stockholm County**



Hotel capacity in Stockholm is steadily increasing. But demand has increased faster than supply in the last ten years. For the last five years before the pandemic, two out of three hotel rooms were utilized and rooms in central locations and during high season to a greater degree than that.

In 2020, there were 351 hotels in Stockholm County, of which 177 were located in the City of Stockholm.

Hotel revenues for the rooms sold were fell from SEK 10.4 billion to SEK 3.5 billions between 2019 and 2020.

In 2019 more than 65 per cent of rooms sold and 73 per cent of revenues in the County was located to hotels in Stockholm City. In 2020 those shares had fallen to 60 per cent and 63 per cent respectively.

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

# Commercial accommodations – hotels

**Hotels. Key figures 2013-2020, Stockholm County and City of Stockholm**

	Stockholm County									City of Stockholm								
	2013	2014	2015	2016	2017	2018	2019	2020	2013	2014	2015	2016	2017	2018	2019	2020		
Number of hotels	298	301	301	304	328	337	346	351	148	150	149	154	168	176	177	177		
Room capacity (in thousands) per day	30.0	30.9	31.2	32.1	33.9	37.7	38.8	40.2	18.4	19.0	19.0	19.7	21.2	23.0	23.2	23.8		
Occupied rooms (in thousands) per day	17.8	18.8	20.3	21.3	22.1	24.7	25.5	10.7	12.4	12.9	13.7	14.4	15.1	16.0	16.6	6.4		
Occupancy rate, %	59	61	65	66	65	66	66	31	67	65	72	73	71	71	72	31		
Mon-Thurs, %	66	68	71	73	72	70	72	32	73	72	77	79	77	74	77	31		
Fri-Sun, %	50	52	57	58	57	60	58	29	60	57	64	66	65	67	65	30		
Revenues (MSEK)	7.014	7.341	8.035	8.867	9.323	9.943	10.350	3.458	5.079	5.151	5.754	6.394	6.799	7.171	7.508	2.177		
Revenues per occupied room, SEK	1.082	1.070	1.084	1.143	1.154	1.163	1.157	885	1.122	1.095	1.147	1.215	1.233	1.227	1.236	937		
Revenues per available room, SEK	641	651	706	757	753	762	761	272	755	749	824	890	879	874	877	287		

In 2020 on average 40.200 hotel rooms were available in the Stockholm County – an increase of 4 per cent compared to 2019 and by 54 per cent in a ten years perspective.

The number of occupied rooms per day fell from 25.500 to 10.700 (-58 per cent). The occupancy rate fell from 66 per cent in Stockholm County to 31 per cent.

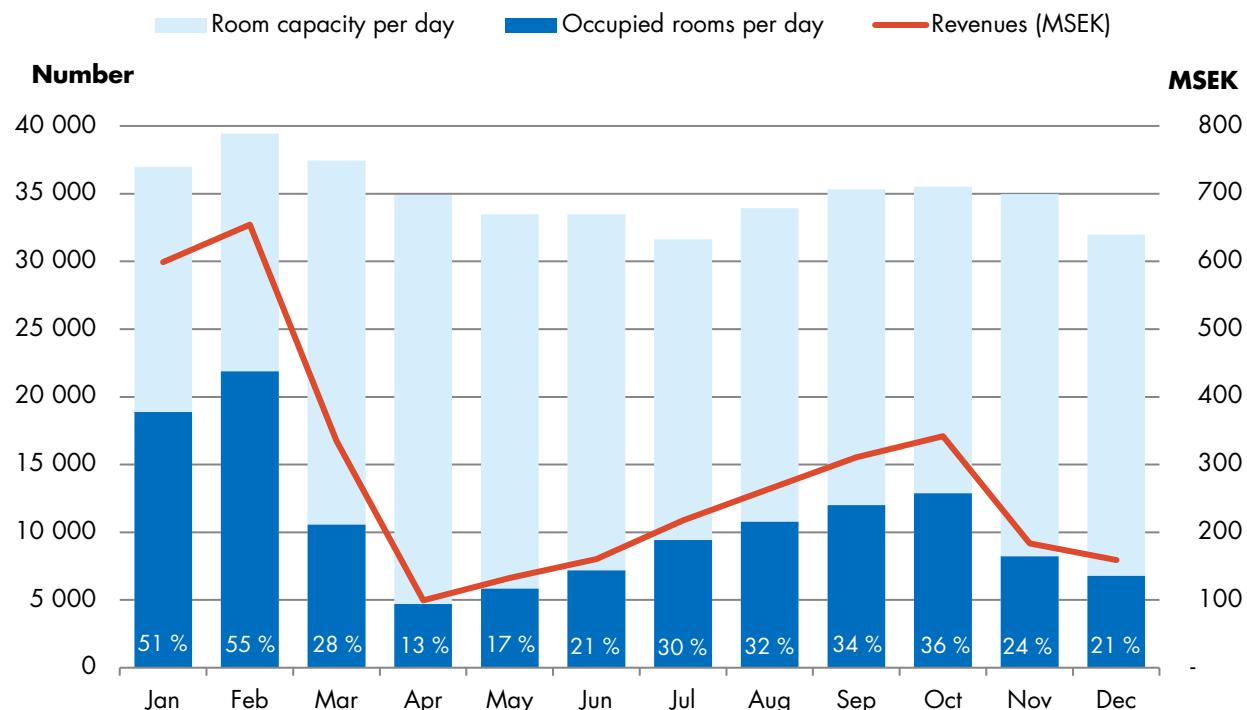
Normally the occupancy rate is notably higher during the working weekdays than during the weekend. Last year, the difference was insignificant.

Revenues for rooms sold fell by 67 per cent in 2020. Prices per occupied room fell by 23 per cent.

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

# Commercial accommodations – hotels

Capacity, occupancy and lodging revenues by month 2020, Stockholm County



Under normal circumstances the utilization rate for hotels reaches its peak during May and in August and September. Data for 2020, however, are unlike anything else. The best month of the year was now February, before the effects of Covid-19 became apparent. A slight recovery could be discerned from April to October, but with stricter restrictions the year ended remarkably weak.

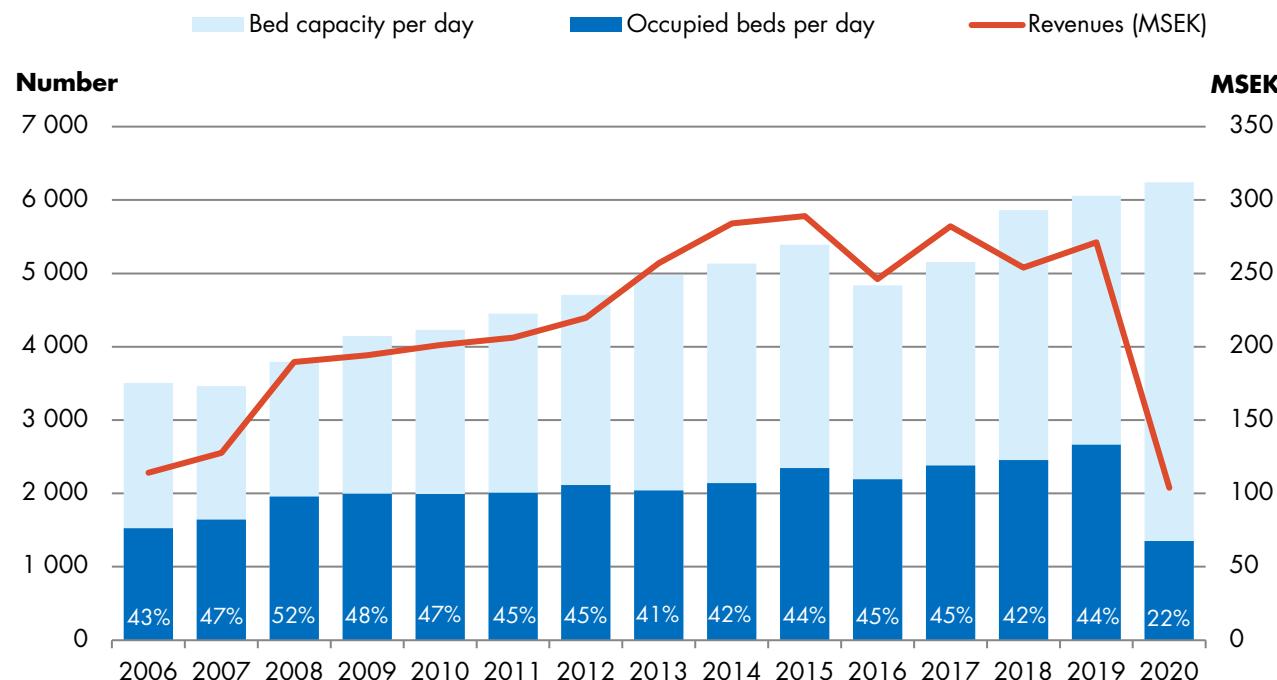
Capacity does not vary significantly over the year. But there are variations in the number of rooms sold, and even more, in price level and revenue.

During the holidays in July prices in an average year 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. 2020, once again, is an exception.

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

# Commercial accommodations – hostels

Capacity, occupancy and lodging revenues in hostels 2006-2020, Stockholm County



In the County 73 accommodation facilities are open all year, or part of the year. Hostels in the County has 6,240 beds available.

During the last four years, bed capacity in hostels has increased by 29 per cent. The capacity utilization of beds is normally between 40 and 45 per cent. In 2020, only 22 per cent of available beds was occupied.

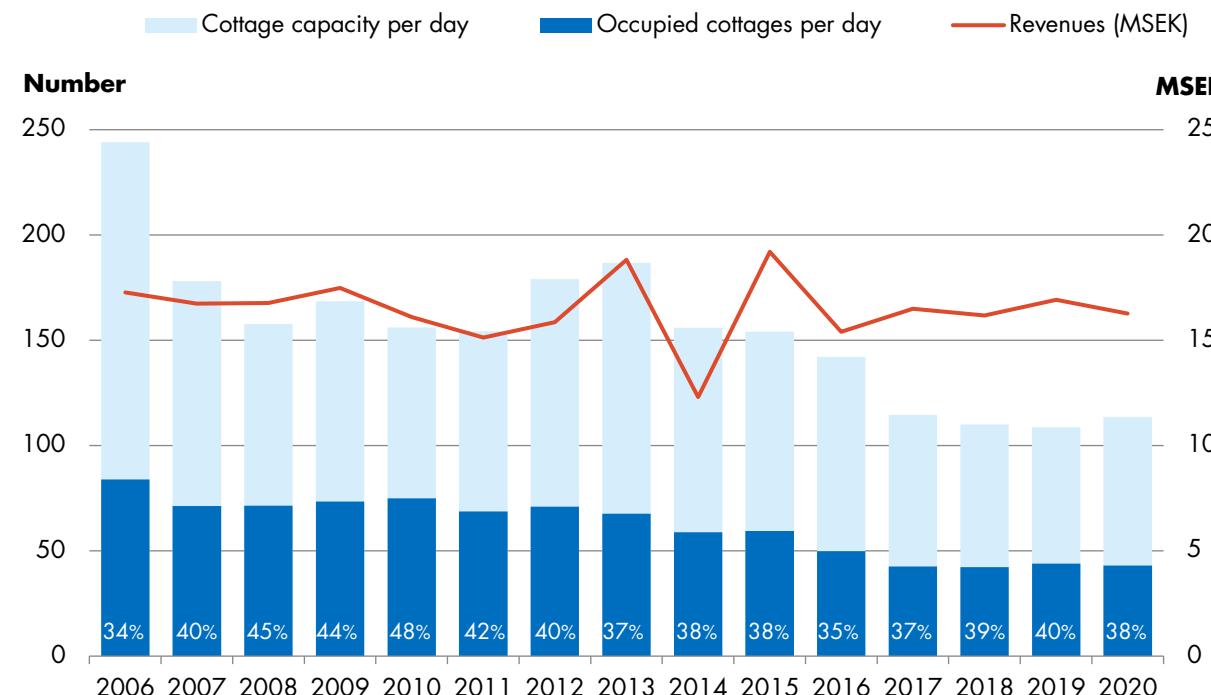
Revenues increased steadily until 2015. In the following years, revenues did not increase in relation to the growing in capacity. Revenues even fell slightly and then plummeted in 2020.

Capacity, as well as the occupancy rate, are considerably higher during the summer months (56 per cent in August in 2019). During the summer of 2020, at most 28 per cent of the beds were booked during the month of July.

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

# Commercial accommodations – vacation villages

Capacity, occupancy and lodging revenues in vacation villages 2006-2020, 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 with a clear peak in July. The number of overnight stays in the cottages was not negatively affected in 2020.

The capacity, in terms of the average number of available cottages per day, has gradually decreased since 2013 – a decline that stopped in 2020.

Revenues for rooms sold has been weak for a longer period. Revenues for 2020 decreased only marginally from previous year to SEK 16.3 million.

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

# Length of stay

Swedish visitors who stay overnight in Stockholm spent an average of 2,7 nights in 2019. Camping guests stay significantly longer as well as visitors who stay in their own cottage or pleasure boat during their visit in the Stockholm.

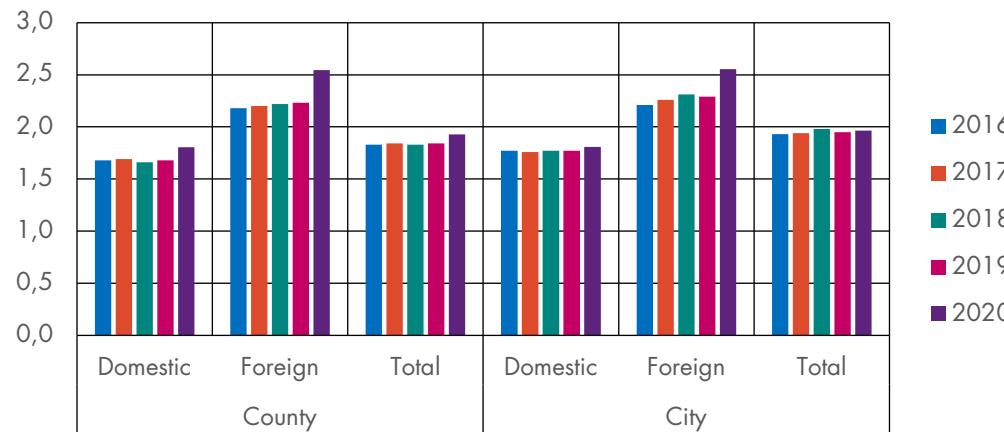
Hotel guests stay close to 2 nights – foreign visitors longer and domestic visitors less.

Photographer: mediabank.visitstockholm.com/Visit Stockholm

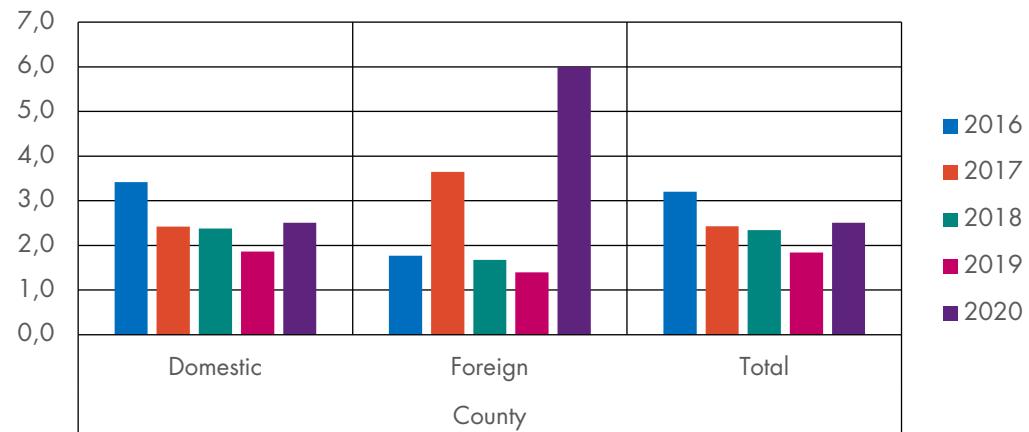


# Length of stay – hotel, hostel and vacation villages

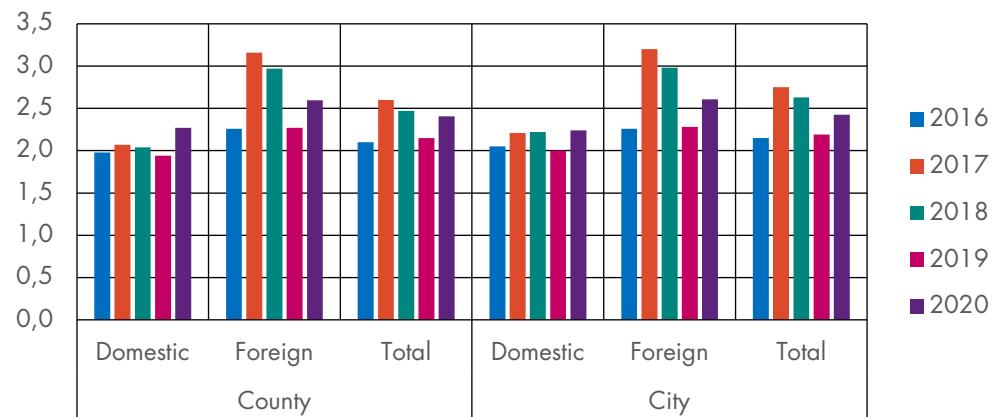
**Average number of nights spent by visitors in hotels  
in Stockholm County and City 2016-2020**



**Average number of nights spent by visitors in vacation  
villages in Stockholm County and City 2016-2020**



**Average number of nights spent by visitors in hostels  
in Stockholm County and City 2016-2020**



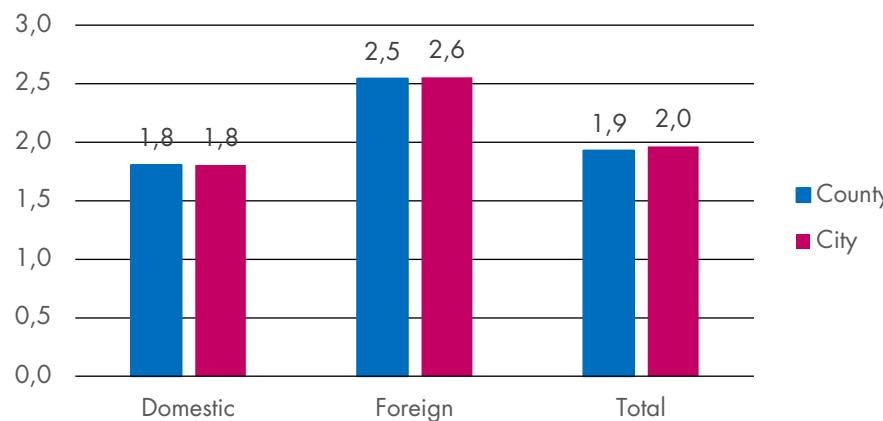
**Source:** Swedish Agency for Economic and Regional Growth/Statistics Sweden

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.

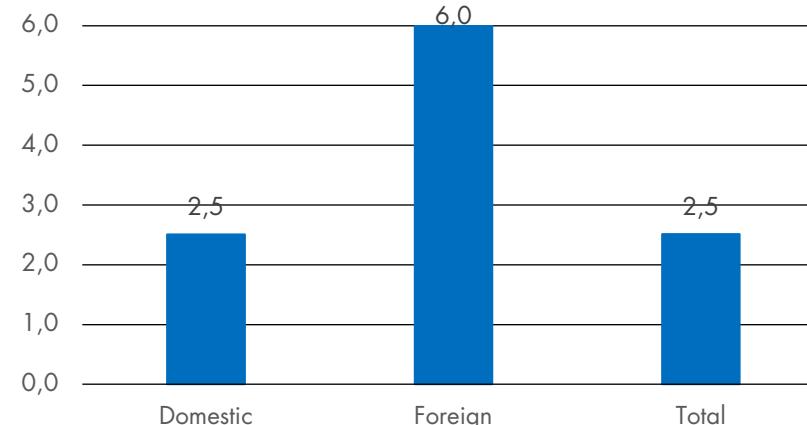
This is true even during a year marked by the covid-19 pandemic. The few foreign visitors of Stockholm stayed longer than usual.

# Length of stay 2020 – hotel, hostel and vacation villages

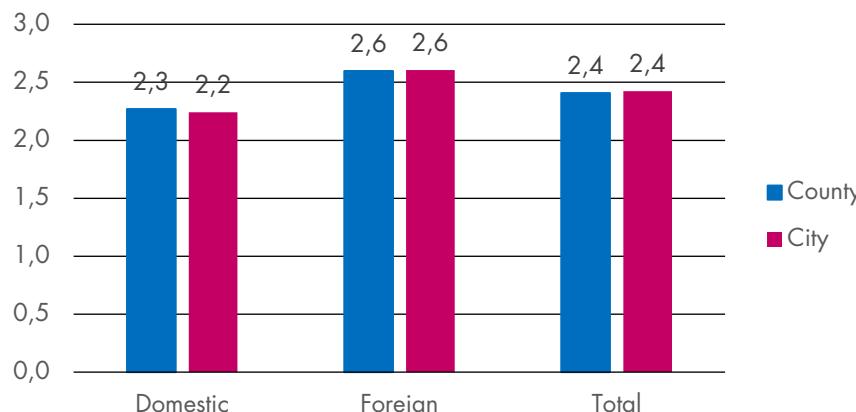
Average number of nights spent by visitors in hotels  
in Stockholm County and City 2020



Average number of nights spent by visitors in  
vacation villages in Stockholm County 2020



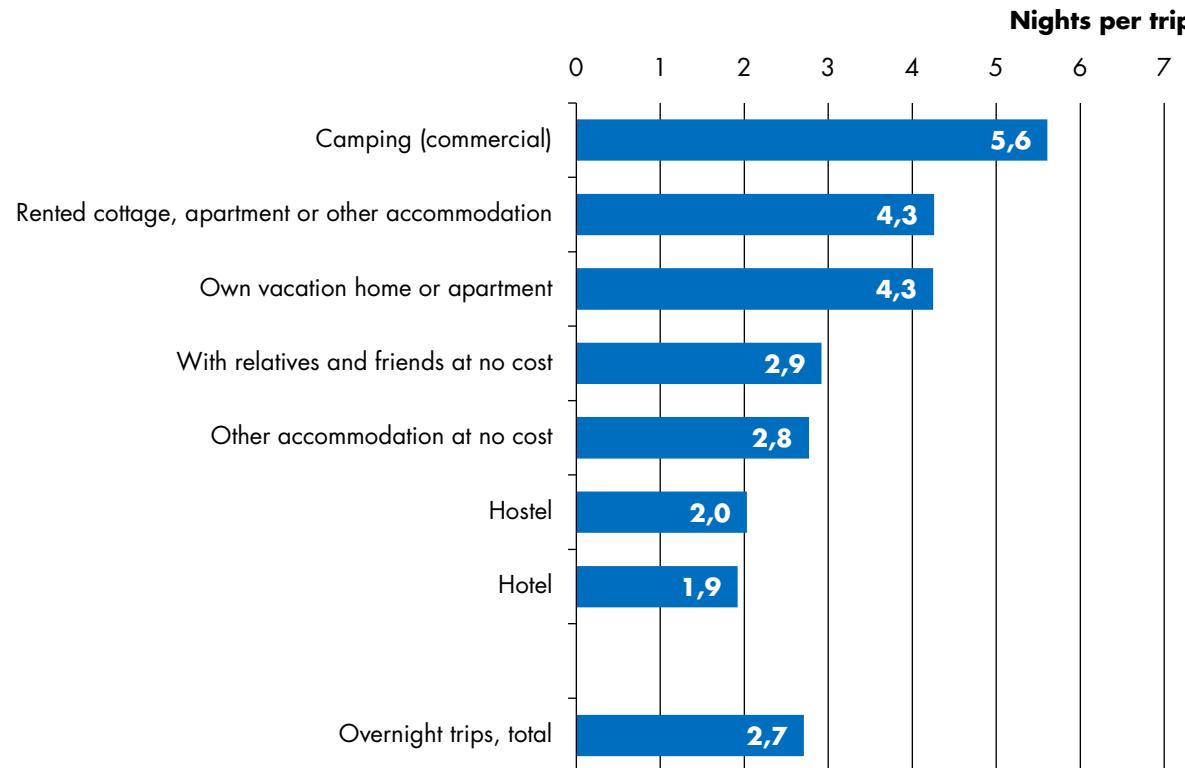
Average number of nights spent by visitors in hostels  
in Stockholm County and City 2020



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



The annual survey on Swedes' travel has not yet been published. The information on this page therefore refers to 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 spent in conjunction with a visit to Stockholm is noted for camping, rented cottage or apartment and own vacation home or apartment.

# 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.

Photographer: mediabank.visitstockholm.com/Visit Stockholm

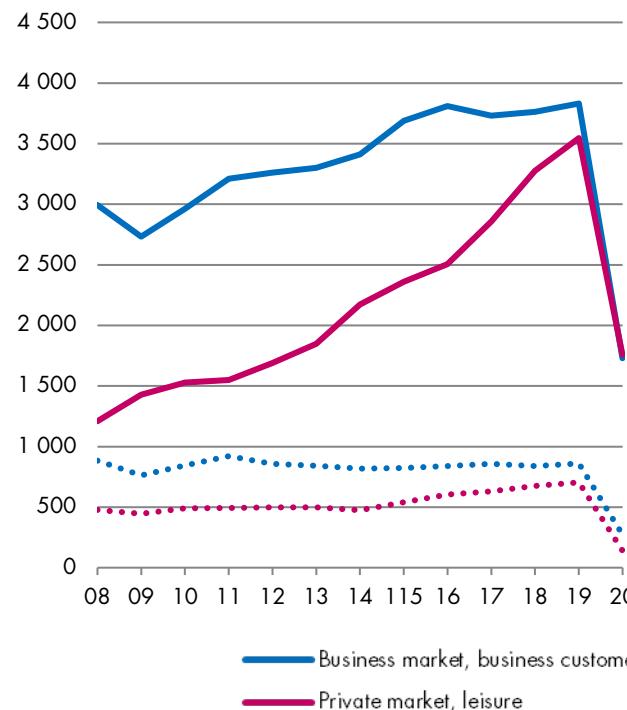


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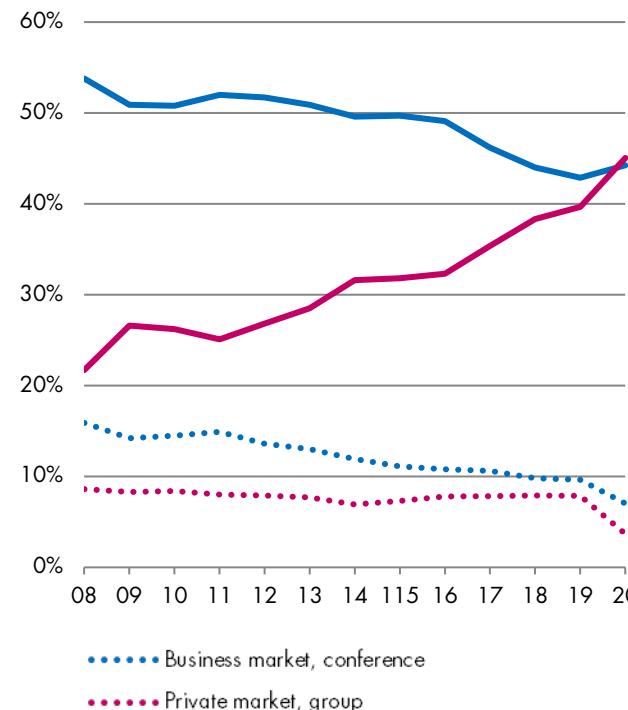
# Leisure and business visitors

Rooms sold at hotels by business and leisure visitors 2008-2020, Stockholm County

In thousands



Per Cent



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

Under the special conditions prevailing in 2020, the proportion of private visitors to hotels increased further. Group travel and conference travel accounted for a declining share of booked rooms in 2020.

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

# International meetings and conventions

Stockholm is a popular international convention destination.

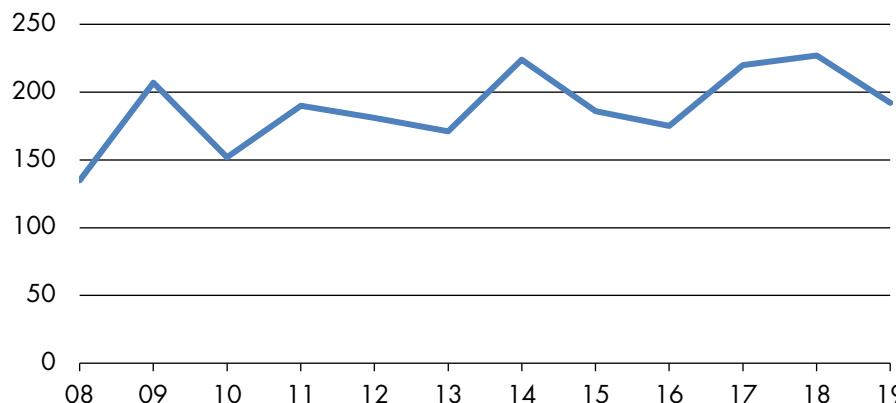
Photographer: mediabank.visitstockholm.com/Visit Stockholm



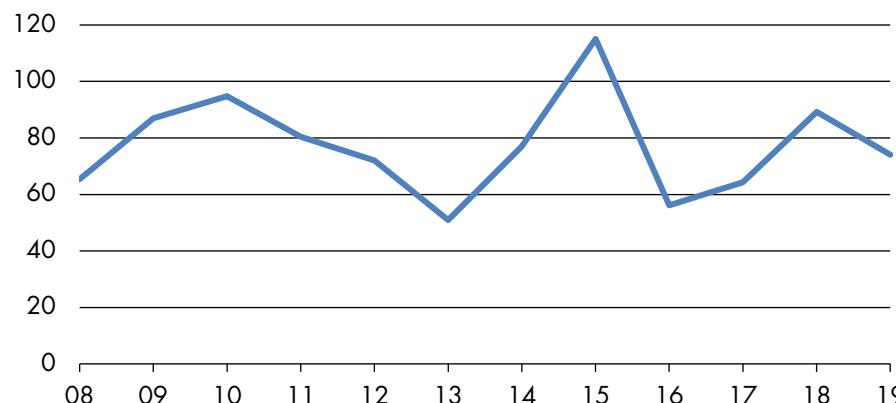
 Stockholm  
The Capital of Scandinavia

# International meetings and conventions

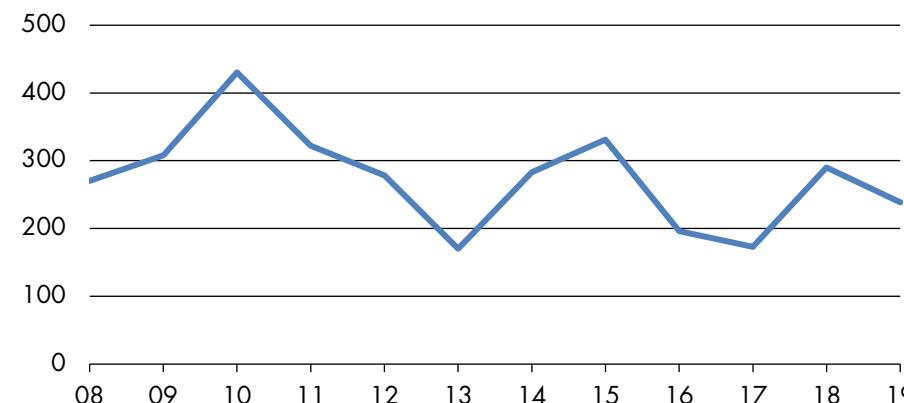
**International conventions in Stockholm, 2008-2019**



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



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



**Source:** Visit Stockholm

In 2020, many meetings and conventions have been postponed, arranged as hybrid meetings or purely digital meetings. Some have been completely canceled.

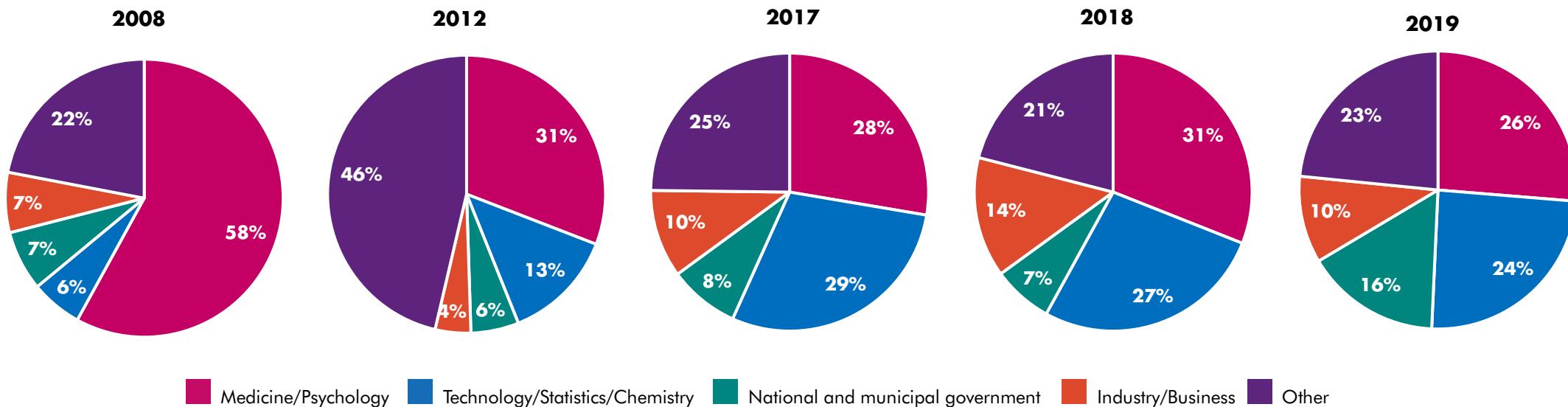
In 2019 Stockholm attracted 192 international association meetings. The level has been just above and just below 200 meetings annually since 2011.

74.000 delegates generated 239.000 overnight stays. This refers to all international association 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**



Source: Visit Stockholm

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# 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

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# 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.

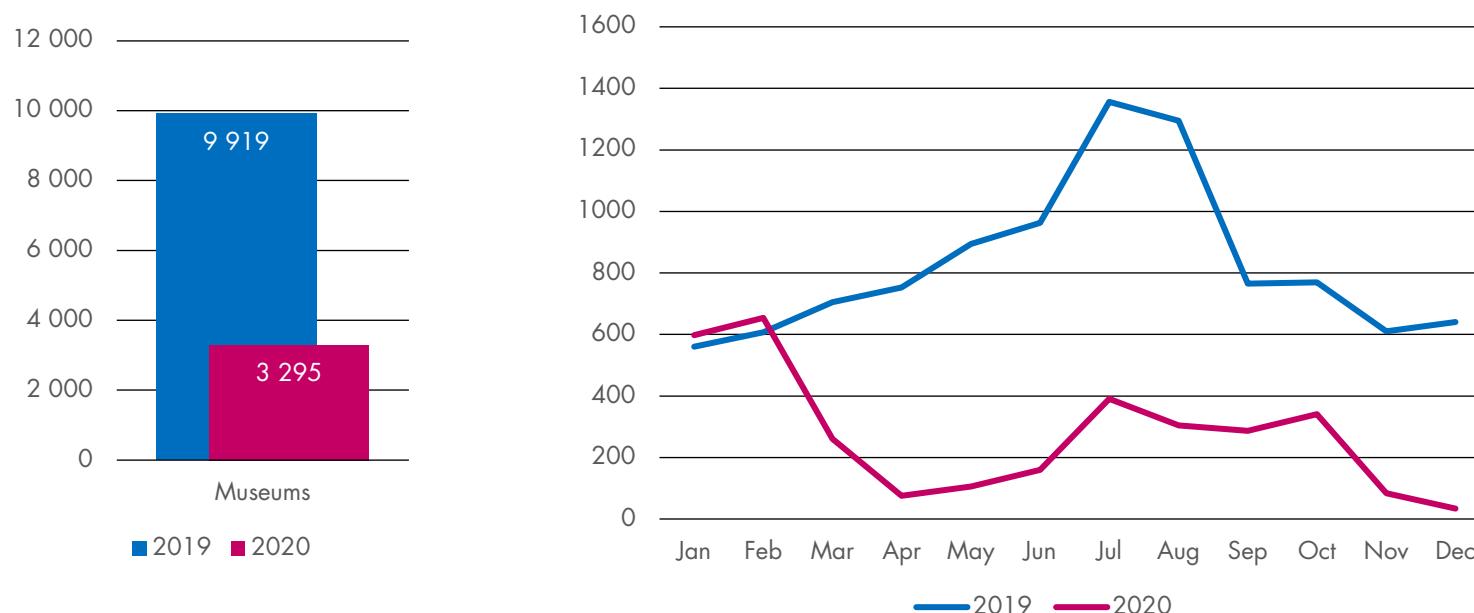
Photographer: mediabank.visitstockholm.com/Visit Stockholm



# Museums

The city's many museums attract visitors throughout the year. Just short of 10 million visits were made in 2019 to the 32 museums included in the Stockholm Tourism Barometer. The summer months are of course important. During three months just over a third of all visits in a year are made. Many museums were affected by shutdowns last year, though not as bad as city attractions. Between 2019 and 2020 the number of visitors fell by two thirds, but for several months museums lost up to nine out of ten visitors.

**Visits at major museums in Stockholm County, 2020 (Thousands)**



Source: Visit Stockholm/Stockholm Tourism Barometer

## Museums in the Stockholm Tourism Barometer

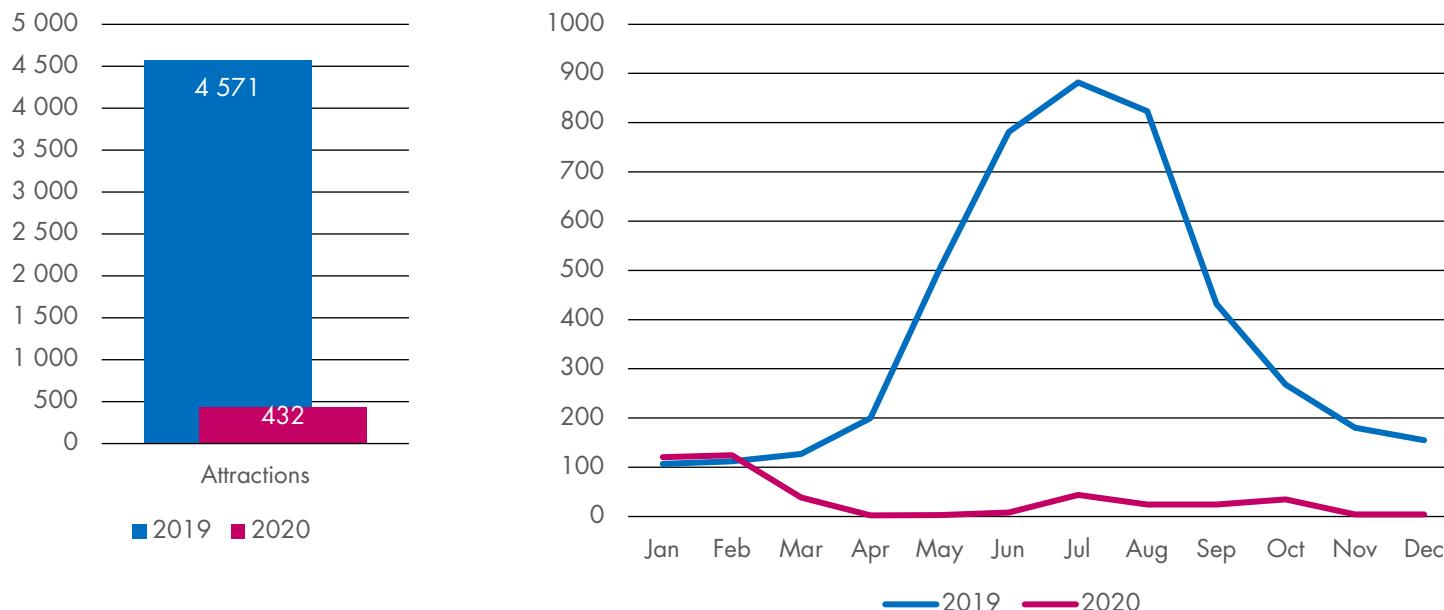
ABBA The Museum	Nobel Prize Museum
ArkDes	Nordiska Museet
Armémuseum	Polismuseet
Dansmuseet	Postmuseum
Etnografiska museet	Prins Eugens Waldemarsudde
Hallwylska museet	Riksidrottsmuseet
Historiska museet	Scenkonstmuseet
Junibacken	Sjöhistoriska museet
Liljevalchs	Skansen
Livrustkammaren	Spritmuseum & Absolut Art Collection
Medelhavsmuseet	Sven-Harrys konstmuseum
Medeltidsmuseet	Tekniska museet
Millesgården	The Viking Museum (Vikingaliv)
Moderna museet	Thielska Galleriet
Nationalmuseum	Vasamuseet
Naturhistoriska riksmuseet	Östasiatiska museet

# Attractions

Stockholm's major attractions usually appeal to millions of visitors, Stockholmers and tourists alike. Just over half of all visits in a year are located to the three summer months.

Restrictions in connection with Covid -19 meant that many attractions were closed for substantial parts of the year. Hence the city's attractions lost 91% of its visits between 2019 and 2020.

**Visits at major attractions in Stockholm County, 2020 (Thousands)**



Source: Visit Stockholm/Stockholm Tourism Barometer

## Attractions in the Stockholm Tourism Barometer

Bonniers Konsthall	Riddarholmskyrkan
Cosmonova	Riddarhuset
Drottningholms slott	Rosendals slott
Drottningholms slottsteater	Rosersbergs slott
Gröna Lund	Stockholm Adventures/ICEguide
Gustav III:s paviljong	Stockholms stadshus
Haga Parkmuseum	Storkyrkan
Hovstallet	Tom Tits Experiment
Kina slott	Ulriksdals slott
Kungliga slottet	

# 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

In 2020, attractions were largely closed due to restrictions related to the pandemic. Data in the table to the left refers to 2019.

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.

Photographer: mediabank.visitstockholm.com/Visit Stockholm



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# Consumption during the Visit

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

	Stockholm County		Stockholm City	
	During the visit	Per day	During the visit	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.

Data in the table refer to 2019.

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

- = Data not available

# Stockholm

The Capital of Scandinavia

