

Tourism in Sweden 2015



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Foreword

The Swedish Agency for Economic and Regional Growth (Tillväxtverket) is the authority responsible for tourism and issues related to the visitor industry and implements initiatives for the promotion of tourism enterprises and entrepreneurship. The Agency is also responsible for producing and disseminating information about the development of tourism in Sweden, and is specifically responsible for the accommodation statistics that are part of Sweden's official statistics.

In 2015, global travel continued to trend positively. In Sweden, tourism's total volume of trade increased by 7.0 percent to SEK 18.5 billion. The export value of tourism, i.e. consumption by visitors from abroad in Sweden, increased by all of 17.9 per cent or SEK 17.1 billion in 2015, thus contributing to Sweden's economic growth.

Global travel and tourism are expected to increase by approximately 3 per cent per annum up to 2030 according to international projections. Sweden is well placed to benefit from this increase, since our fundamental resources in the form of attractive destinations and facilities, as well as value-added forms of nature and culture, are in line with what both leisure and business travellers are likely to demand.

Many parties are reliant on decision material. Government agencies, sole proprietors, tourism organisations, tourism consultants, and research institutes often utilise the sources used in this publication for their analyses of specific questions.

Tourism is not a separate industry but is defined on the basis of the tourist's/visitor's consumption in a wide range of industries. This makes describing and measuring tourism in a simple way quite difficult. In this publication, tourism and travel are illuminated from a number of different perspectives.

Our objective is for the data in *Tourism in Sweden* to contribute knowledge and constitute a continuation of the development of tourism and travel as an important and growing market and export sector for the Swedish economy.

The principal author of this report is Martin Daniels with assistance from Axel Frisk. Many thanks to all who have contributed to the work presented in this report.

Stockholm, June 2015

Gunilla Nordlöf
Director-General

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Key figures 2015

Tourism in Sweden 2015 describes how tourism and travel have developed in volume from a number of aspects as well as their importance to the development of the economy, exports and employment in Sweden. The data has been gathered from a number of sources. These are listed at the end of the publication in the “Definitions and sources” chapter.

Below are a number of key figures that summarise the results reported in this publication. More detailed data on the results for 2015 and the trend in recent years is reported in each of the chapters.

Effects of tourism on the economy, exports and employment

(percentage change from 2014 and 2000, in current prices)

Key figures from pages 15 to 32

- SEK 281.7 billion in total consumption, up 7.0 per cent. (up 87.7 per cent from 2000)
- SEK 112.6 billion in export value (consumption by visitors from abroad in Sweden), up 17.9 per cent. (up 177.0 per cent from 2000)
- 165,400 average monthly covered employment, up 5.8 per cent. (up 35.4 per cent from 2000)
- SEK 14.6 billion in VAT revenue from foreign consumption in Sweden, up 17.1 per cent. (up 164.4 per cent from 2000)
- SEK 169.1 billion, total Swedish/domestic tourism consumption in Sweden, up 0.9 per cent. (up 54.5 per cent from 2000)
- SEK 122.3 billion, tourism consumption by Swedish households/leisure travellers in Sweden, up 0.5 per cent. (up 70.8 % from 2000)

- SEK 46.8 billion in tourism consumption by businesses and government agencies (Swedish business travellers) in Sweden, up 1.7 per cent (up 23.6 per cent from 2000)
- SEK 96.9 billion in added value, up 6.6 per cent. (up 86.8 per cent from 2000)
- 6.5 per cent of Swedish households' total consumption is tourism consumption in Sweden
- 2.7 per cent – tourism's relationship to/proportion of Sweden's total GDP

Tourism in Sweden and domestic tourism (percentage change from 2015 and 2008)

Key figures from pages 33 to 48

- SEK 60.0 million, total number of nights spent at hotels, holiday villages, youth hostels, camping sites and commercially arranged rentals in private cottages and apartments (PCAs) (footnote) up 6.4 per cent. (up 19.8 per cent from 2008)

of which:

- 44.9 million – number of Swedish/domestic nights spent, up 5.2 per cent. (up 17.6 per cent from 2008)
- SEK 23.2 billion in accommodation revenues from hotels, holiday villages, youth hostels and PCAs (footnote) , up 8.2 per cent. (up 28.9 per cent from 2008)
- 321,000 beds at hotels, holiday villages and youth hostels, down 2.3 per cent. (up 7.0 per cent from 2008)
- 938,000 nights spent in Swedish guest harbours.

Inbound tourism

(percentage change from 2015 and 2009)

Key figures from pages 9 to 72

- 15.2 million – total number of nights spent by foreigners at hotels, holiday villages, youth hostels, camping sites and PCAs¹, up 10.4 per cent. (up 23.1 per cent from 2009)

of which:

- 5.3 million nights spent from the Nordic region except Sweden, up 7.6 per cent. (up 4.8 per cent from 2009)
- 6.3 million nights spent by visitors from Europe outside the Nordic region, up 8.6 per cent. (up 16.1 per cent from 2009)
- 3.1 million nights spent by visitors from non-European countries, up 20.1 per cent. (up 118.2 per cent from 2009)
- 37,060 holiday homes with foreign owners in Sweden, up 2.6 per cent. (up 93.8 per cent from 2000)

¹ Commercially arranged rentals in private cottages and apartments

Summary of tourism in 2015

Tourism's share of the Swedish economy remained unchanged at 2.7 per cent in 2015, but continued to grow in relation to Sweden's total exports and employment. The main driver is a very strong influx of visitors from abroad.

Tourism continued to grow even during 2015, with consequential increases in exports and employment. In 2015, the export value of tourism (foreign visitor consumption in Sweden) grew by 17.9 per cent or SEK 17.1 billion. By comparison, Sweden's total exports of goods and services increased by 7.7 per cent. In 2015, the export value of tourism as a share of Sweden's total exports rose to 6.0 per cent, a share which is up 3.9 percent since 2000.

The effects of tourism on people in work in relation to total employment growth in Sweden also strengthened in 2015. The number of people employed as a result of tourism increased by 9,000 to 165,400. This corresponds to an increase of 5.8 percent, which may be compared to the total increase in employment for 2015 of 1.5 per cent.

Fastest growth in visitors from abroad

Tourism in Sweden has been growing for many years. Since 1995, the number of nights spent at hotels, holiday villages and youth hostels has increased by 71 per cent. The number of nights spent by foreigners increased by just over 111 per cent during this period, and the domestic volumes rose by 61 per cent. This trend grew stronger in 2015, and nights spent by foreigners increased by all of 10.4 per cent. Such strong growth has not been recorded for over 20 years. In the past 5 years, growth has come primarily from non-European markets, which has risen by 14 per cent per annum on average.

In 2015, non-European tourism rose by 20 per cent, of which nights spent by visitors from the USA increased by 5.8 per cent, China by 26.8 per cent and India by 18.9 per cent.

More nights spent in almost all regions

The number of nights spent increased in all regions of Sweden except Gävleborg County in 2015. In total, nights spent rose by 6.4 per cent. In percentage terms, the increase was greatest in Jämtland County (12.3 per cent), followed by Östergötland (11.6 per cent). In absolute figures, the increase was greatest in Stockholm County (1.2 million more nights spent), followed by Västra Götaland (600,000 more nights spent) in 2015. Since 2008, nights spent in Sweden's three metropolitan areas combined rose by 31 per cent, while the volumes in the rest of the country rose by 20 per cent. In Stockholm County, volumes have increased by 38 per cent, in Västra Götaland by 25 per cent and in Skåne by 25 per cent since 2008.

Between 1992 and 2014, the number of beds available in Sweden has increased for the three types of accommodation by 44 per cent, corresponding to roughly 100,000 beds. This upward trend turned during 2015 when the number of beds available decreased by 7,000, a decline of 2.3 per cent compared with 2014.

Continued strong growth for leisure travel

Another long-term trend that strengthened in 2015 was that the number of rooms sold at hotels to leisure travellers increased considerably more than those sold to business travellers. In 2015, the number of rooms sold to individual leisure travellers increased by just over 12 per cent and to business travellers by 4.7 per cent. Since 2008, the number of rooms sold to individual leisure travellers has increased by 71 per cent, while sales to business travellers increased by only 11 per cent. The long-term trend of a growing proportion of leisure travel is also apparent in the data that

reports Swedish leisure and business travellers' consumption in Sweden. Since 2000, tourism consumption by Swedish leisure travellers in Sweden has increased by SEK 50.7 billion or 71 per cent. During the same period, business travellers' consumption in Sweden increased by SEK 8.3 billion or 24 per cent.

Market trend in summary

Overall, the growth in 2015 strengthened the long-term trend. More visitors from abroad, in particular from non-European markets, an increased concentration on metropolitan regions, and stronger growth in private travel compared with business travel, gives a picture of the dominant market trend.

Challenges and development

The goal of the Swedish Government's tourism policy is for Sweden to be very attractive to tourists and to have a tourism industry that is competitive in the long term and contributes to sustainable growth and increased employment in all parts of the country. Sweden is well on track to meet this goal. Tourism, and in particular the number of visitors from abroad, is growing and there is potential for continued growth and development. However, destinations and enterprises are facing many challenges as well. These include both issues that need to be resolved concerning cooperation and joint development processes as well as actual barriers for individual enterprises. We also need to improve and spread knowledge of global trends in order for Sweden to stand a chance of keeping up with a dynamic global market subject to tough competition.

Why tourism?

Besides contributing to mutual understanding and building bridges between people from different places and cultures, tourism and travel help to generate trade and build prosperity. Sustainable tourism development creates a range of offerings of attractions and activities, hotels, restaurants and shops with a view to the long-term, and thus more attractive environments not only for visitors, but also for residents and the establishment of businesses. Tourism and travel generate income for many businesses and create jobs. Tourism generates tax revenues for the community and greatly contributes to the development of better and more attractive infrastructure.

A dynamic environment

Much of the development occurring in the area of tourism has a background in changes in consumer behaviour.

People are looking for, booking and sharing their travel in other ways than they did just a few years ago. People are also become more seasoned travellers, with their demands for service, comfort, sustainability and the content of the experience itself rising, whilst taking care of the planning and booking themselves to a greater extent.

Destination development requires coordination

The tourism industry is highly dependent on the interaction between the private and the public, since to a high degree visitors' experiences are built around the sites and services developed and provided by the public sector, such as transport and infrastructure, attractive urban and cultural environments, recreation areas and local public services.

It is often a public operator who is responsible for coordinating destination development, regionally or locally. For development activities to be successful, the needs of the tourism industry must be integrated into the public sector's planning processes, which take a long-term view. Tourism must also be taken into account in the short-term, so that even 'basic' public tasks such as waste management and signage capture the needs of the tourism industry.

Competitiveness and attractiveness

Another way of describing the need for interaction between the private and public sectors is based on the concepts of competitiveness and attractiveness, respectively. When it comes to tourism, the usual notion of competitiveness as something that is generated primarily in enterprises must include another component, namely the attractiveness of the location or the activity. Interacting with the enterprise, this is decisive for success. The enterprise's own efforts are not sufficient. One needs advanced cooperation between many different stakeholders to generate the competitiveness of a location or a destination.

Rules and their application a barrier to growth

Tourism's potential is influenced not only by regional and local planning and joint action, but also by legislation, rules and their application in a range of different policy areas. Some rules are industry-specific, others more general, and the overall regulatory burden contributes to tourism enterprises perceiving legislation and regulations as the biggest barrier to growth.¹

Knowledge and statistics fundamental to success

Development activities must be based on knowledge and analysis, which is perhaps particularly important when it comes to public financing and public decision-making processes, where the community has a responsibility to maximise the benefits from the resources invested. In pace with tourism's importance being recognised more widely and an increasing number of development actions have been initiated, the demand for knowledge, statistics and decision material has grown.

Furthermore, the tourism industry is largely made up of small entrepreneurs who have limited resources for producing and interpreting the market data necessary to develop their operations. For this, they are dependent on destination organisations and regional tourism organisations, which are in turn dependent on good statistics and market analyses.

All in all, knowledge in the form of statistics, surveys, indicators and models are needed to assess whether actions have been effective, and to act as tools for effective development. In addition, methods and models are needed in order to make the effects of tourism apparent and to include them in urban and regional planning.

¹ Förutsättningar för turistföretag i Sverige. Delrapport från Företagens villkor och verklighet 2014, Tillväxtverket, 2015.

Sustainable tourism – a global challenge

Probably the biggest challenge for tourism in the future is achieving sustainable development: economic, social and environmental. Global travel and environmental sustainability are going to require special attention in the light of climate change and local environmental loads in different parts of the world in combination with the rapid growth of global tourism.

International travel and tourism are cross-border by nature. Consequently, solutions for sustainable travel must be largely sought within the framework of international partnerships and regulatory frameworks. However, a global perspective does not discount the existence of national, regional, local, industry-related corporate responsibility for the development of sustainable solutions.

Sweden needs to follow the global trend, but equally we need to work towards contributing solutions ourselves. This is a matter of competitiveness, where demand by consumers for sustainable solutions is rising, and also a matter of responsibility.

Examples of areas where more work can be done are research and technology development for greener transport, the implementation of sustainability systems with the relevant indicators at the destination level, 'basic' and innovative solutions for the enterprise level in areas such as energy, waste management and chemicals consumption, and various forms of certification systems for sustainable tourism applicable to destinations as well as enterprises.

Coordination in order to meet the challenges

In order to achieve the Swedish government's tourism policy objectives and to manage the challenges encountered by destinations as well as enterprises demands coordination – not just at regional and destination levels but also at the national level. The community invests considerable resources in efforts to promote the development of tourism in Sweden,

and as far as possible these efforts need to be coordinated in order to be as effective as possible. This in turn requires commonality in knowledge, analyses and priorities.

To achieve this level of coordination, coordination initiatives are taken regularly by various stakeholders, sometimes at the request of the Swedish government, but at least as often on other grounds. Government agencies and state-owned enterprises, big and small industry organisations, those responsible for growth in the regions, and regional tourism organisations, the Swedish Association of Local Authorities and Regions (SALAR) and some of the universities and other higher education institutions that have tourism operations are examples of stakeholders that have and plan to conduct coordinated joint actions. This work is and must be ongoing and long-term, since it affects a large number of stakeholders and areas of policy and the community at different levels subject to dynamic development.

Effects of tourism on the economy

The information in this chapter and subsequent chapters Export value of tourism and Effects of tourism on employment is taken from the Tourism Satellite Accounts for Swedish tourism. For facts about the calculations, see page 78.

Tourism consumption in Sweden continues to rise

Total tourism consumption in Sweden increased by SEK 18.5 billion or 7.0 per cent in 2015. Since 2000, total tourism consumption in Sweden has increased by a total of SEK 131.6 billion or 87.7 per cent in current prices, equivalent to an average annual increase of 4.4 per cent over the past 16 years.

The export value of tourism, i.e. the value of consumption in Sweden by visitors from abroad, increased by SEK 17.1 billion or 17.9 per cent and amounted to SEK 112.6 billion in 2015. Since 2000, the export value of tourism has arisen by SEK 63.6 billion or 177.0 per cent at current prices. Since 2000, the export value proportion of total tourism consumption has increased from 27 to 40 per cent. Added value and the number of people employed in tourism have also increased since 2000. Since 2000, tourism's relation to/proportion of total GDP in Sweden has fluctuated between 2.6 and 2.8 per cent, which shows that tourism's share of GDP has remained at a fairly constant level in relation to the economy as whole.

Annual accounts for Swedish tourism
Key figures, 2000–2015
(current prices, SEK million)

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

	Tourism consumption in Sweden	Total tourism consumption by Swedes in Sweden	Consumption by visitors from abroad in Sweden (export)	Added value	People employed in tourism (average)	Proportion of/relationship to total GDP, %
2000	150 102	109 470	40 632	51 881	130 800	2.7
2001	165 434	118 089	47 344	55 407	138 700	2.8
2002	171 101	121 661	49 441	58 572	136 800	2.8
2003	169 779	124 912	44 867	59 952	132 500	2.8
2004	175 526	126 684	48 841	60 733	130 100	2.7
2005	192 052	135 583	56 469	63 220	130 900	2.7
2006	213 735	145 632	68 104	69 983	140 100	2.8
2007	222 550	146 736	75 814	72 528	143 800	2.7
2008	236 063	161 422	74 640	77 810	148 200	2.7
2009	237 613	165 576	72 038	79 066	149 900	2.8
2010	232 780	158 710	74 070	77 811	142 000	2.6
2011	246 311	168 291	78 020	83 654	145 700	2.7
2012	256 015	173 404	82 612	88 552	155 300	2.8
2013	255 796	170 875	85 101	88 514	154 100	2.7
2014	263 181	167 673	95 508	90 897	156 400	2.7
2015	281 669	169 108	112 561	96 929	165 400	2.7
14/15 %	7.0	0.9	17.9	6.6	5.8	
00/15 %	87.7	54.5	177.0	86.8	26.5	

* Preliminary data

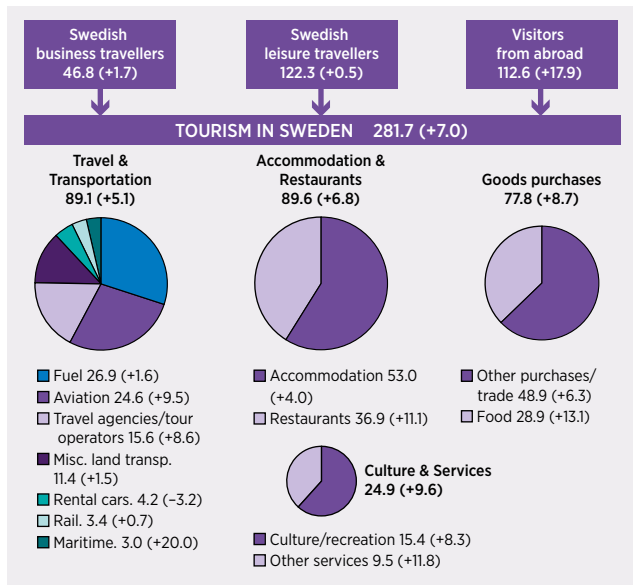
Tourism generates big revenues

In 2015, visitors from abroad spent SEK 112.6 billion and Swedish leisure and business travellers spent SEK 169.1 billion in Sweden. This money was distributed between different industries as shown in the figure below. Travellers spent the most money on accommodation and restaurants. These revenues amounted to SEK 89.9 billion or 31.9 per cent of the total. Almost as much was spent on travel and transport, for example train tickets, airline tickets, car hire and fuel. This part of the consumption corresponded to SEK 89.1 billion or 31.6 per cent of the total tourism consumption. Goods purchases, involving shopping and food purchases,

accounted for SEK 77.8 billion or 27.6 per cent of the total. Consumption of culture and other services was a smaller sector, with sales of SEK 24.9 billion. But this is one of the sectors that have grown the fastest since 2000. Value-added forms of culture and nature are also activities that contribute to the attractiveness that is driving growth in travel and thus also other sectors. Swedish travellers accounted for 60 per cent of the total consumption, of which leisure travellers spent the most. Export value – consumption by visitors from abroad, amounted to 40 per cent of the total consumption.

Distribution of tourism consumption in Sweden 2015 (SEK billion) with change from 2014 (per cent)

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

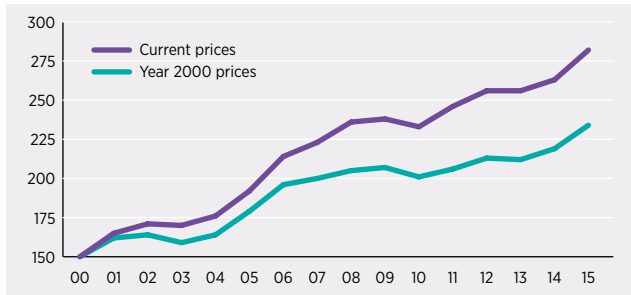


Big increase in tourism sales since 2000

Total sales for tourism in Sweden have increased by nearly 87.7 per cent in current prices since 2000. Expressed in constant prices (taking inflation into account), the increase has been nearly 56.2 per cent.

Development of tourism's total sales in Sweden (SEK billion)

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

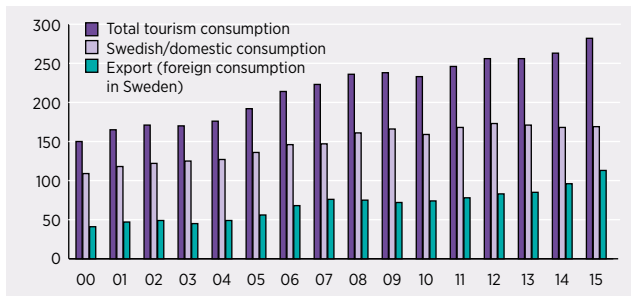


Foreign consumption in Sweden has increased more than three times as much as domestic consumption

While total sales for Swedish tourism have increased by 87.7 per cent since 2000, domestic tourism consumption in Sweden has increased by just over 54.5 per cent in current prices. During the same period, the export value of tourism, consumption by visitors from abroad in Sweden, has increased by 177 per cent, i.e. more than three times as much as domestic consumption.

Tourism consumption in Sweden (current prices, SEK billions)

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



Consumption by leisure travellers has increased more than consumption by business travellers

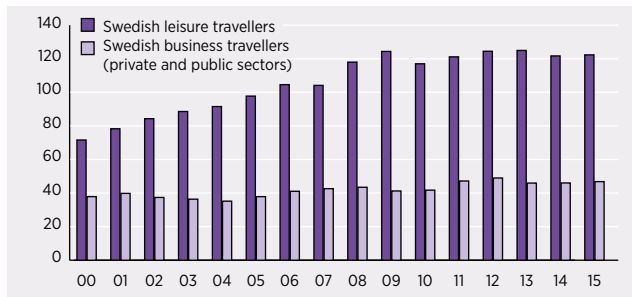
In 2015, consumption by domestic leisure travellers in Sweden increased by 0.5 per cent and consumption by domestic business travellers by 1.7 per cent. But since 2000, leisure

travellers’ consumption has risen significantly more than that of business travellers.

Since 2000, consumption by leisure travellers has increased by approximately 70 per cent compared with the increase for business travellers of approximately 24 per cent. Swedish leisure travellers accounted for nearly three-quarters of total tourism consumption by Swedes in Sweden during 2015. Since 2000, the proportion has increased from 65 per cent to 72 per cent. The proportion for business travellers in the same period has therefore decreased from nearly 35 per cent to around 28 per cent.

Swedish leisure and business travellers’ total tourism consumption in Sweden (current prices, SEK billions)

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

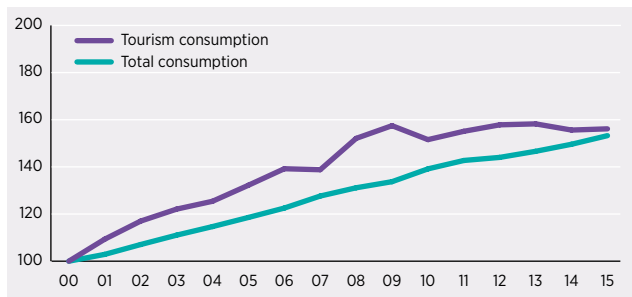


Households’ consumption of tourism in Sweden declining in relation to their total consumption

Private households’ consumption of tourism in Sweden has increased by 56 per cent since 2000. During the same

Index for Swedish households’ tourism consumption in Sweden in relation to households’ total consumption of goods and services (current prices). Index 2000 = 100

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



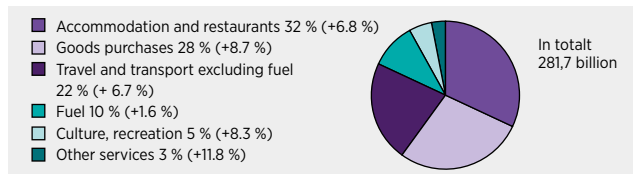
period, households' total consumption of goods and services increased by approximately 53 percent at current prices.

Accommodation and restaurants are the biggest expense item for travellers

Of the SEK 281.7 billion spent in Sweden by Swedish and foreign leisure and business travellers in 2015, just over 32 per cent was spent on accommodation and restaurants. For visitors from abroad and Swedish leisure travellers, this item includes some expenditure for nights spent in their own holiday homes. The next largest item is goods purchase, involving shopping and food. Goods purchases accounted for just over 28 per cent of total expenditure in 2014. Travel and transport, with expenditure for train tickets, air tickets and car hire, for example, but excluding expenditure for fuel, accounted for 22 per cent of total expenditure and is the item that has proportionally decreased the most since 2000. Fuel, primarily for private cars, accounted for approximately 10 per cent of expenditure and is an item that has decreased proportionally since 2000. Expenditure for culture and recreation is the smallest item after other services, but also the expenditure item that has increased most since 2000.

Total tourism consumption in Sweden distributed by expenditure items 2015 with change from 2014 in per cent

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



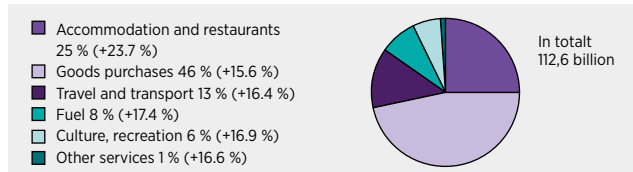
Visitors from abroad spend the most on goods purchases

Visitors from abroad, who spent a total of SEK 112.6 billion in Sweden during 2015, spent more time than their Swedish counterparts on shopping and purchasing goods.

Goods purchases and shopping comprised the biggest expenditure item for visitors from abroad, accounting for 46 per cent of their expenditure.

Consumption in Sweden by visitors from abroad distributed by expenditure items in 2015 with change from 2014 in per cent

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

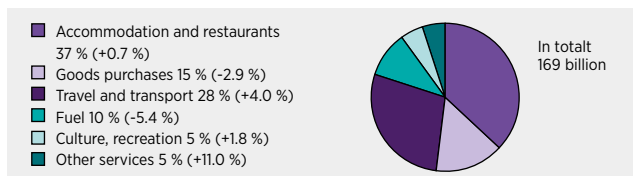


Swedish business travellers spend the most on travel and transport

The biggest expenditure item for Swedish business travellers in 2015 was accommodation and restaurants, accounting for 37 per cent of total consumption, which amounted to SEK 169.1 billion. Swedish leisure travellers' spending on culture and recreation was proportionally slightly lower than that of visitors from abroad. Swedish business travellers also spent a large proportion of their total consumption (in total SEK 43 billion) on accommodation and restaurants, but expenditure on travel and transport, including fuel, accounted for nearly half of their total consumption in 2015.

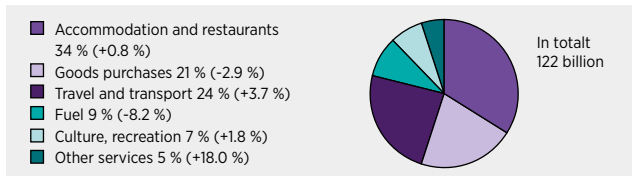
Swedish leisure and business travellers' total tourism consumption in Sweden distributed by expenditure items in 2015 with change from 2014 in per cent

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



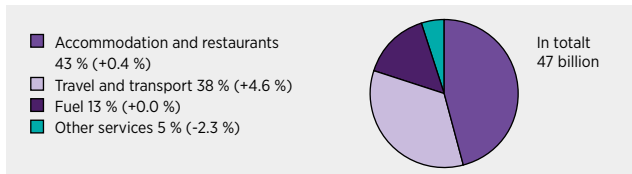
Swedish leisure travellers' tourism consumption in Sweden distributed by expenditure items in 2015 with change from 2014 in per cent

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



Swedish business travellers' tourism consumption in Sweden distributed by expenditure items in 2015 with change from 2014 in per cent

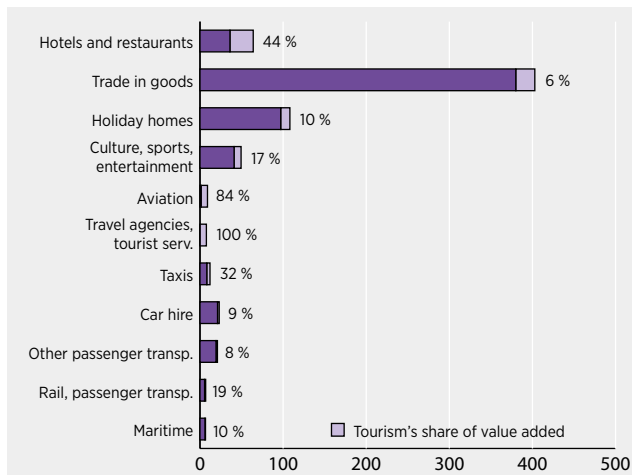
Source: Swedish Agency for Economic and Regional Growth/Statistics Sweden



Tourism most important for travel agents and tour operators

Many industries are impacted in some way by tourism and travelling. It is the most important for travel agencies and tour operators where tourism accounts for 100 per cent of

Total value added and tourism's share for different industries in 2015 (SEK billion)



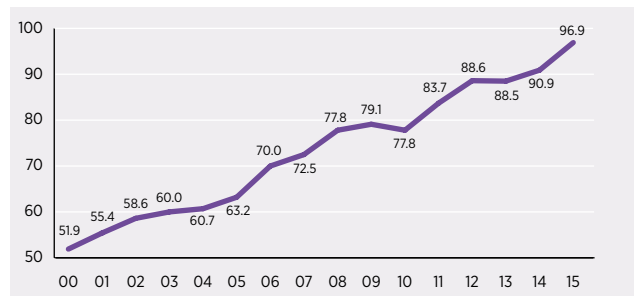
the value added.¹ This is followed by aviation where 84 per cent of the value added in 2015 came from tourism consumption. The reason why tourism in hotels and restaurants was not higher than 44 per cent is that the local population accounts for a large proportion of consumption at restaurants, which by definition does not come under tourism. The proportion of total added value for tourism in trade in goods was 6 per cent.

Added value of tourism

Tourism's total value added amounted to SEK 95.1 billion in 2015. Hotels and restaurants had the highest value added (SEK 28.0 billion), followed by trade in goods (SEK 22.9 billion). Since 2000, Swedish tourism's total value added has increased from SEK 51.9 billion to SEK 96.9 billion or by nearly 87 per cent in current prices. During the same period, the value added for all economic activity in Sweden increased by 75 per cent. Between 2014 and 2015, tourism's value added increased by 6.6 per cent, while the value added for all economic activity increased by 6 per cent.

Tourism's value added
(current prices, SEK
billions)

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



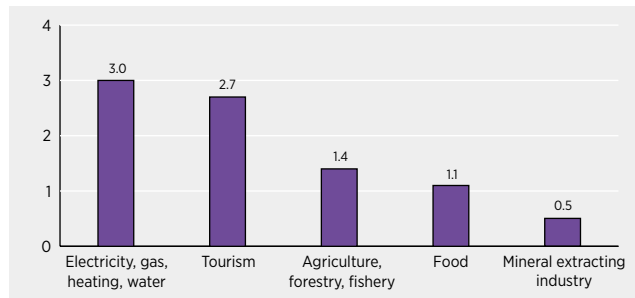
¹ Value added is the value of what an enterprise or sector adds via its activities, expressed as the value of the total production of an enterprise or sector, less the value of the inputs used.

Tourism's proportion of GDP higher than for agriculture, forestry, commercial fishery and the food industry combined

Since 2000, tourism's proportion of total GDP in Sweden has oscillated between 2.6 and 2.8 per cent, which shows that tourism's proportion remains fairly constant in relation to the overall economy. However, changes in the rest of the economy have a greater impact on tourism's proportion of GDP than upturns or downturns in tourism itself. The purpose of the figure below is to show tourism's proportion of GDP in relation to a number of comparable sectors/industries. In this context, the sectors/industries selected serve only as examples of the relationship of various parts of the total economy to the total GDP value and are not intended to provide a comprehensive picture.

Share of/relation to GDP for some comparable sectors/industries 2015 (per cent)

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



Export value of tourism

Tourism's export value is higher than for several important commodity sectors

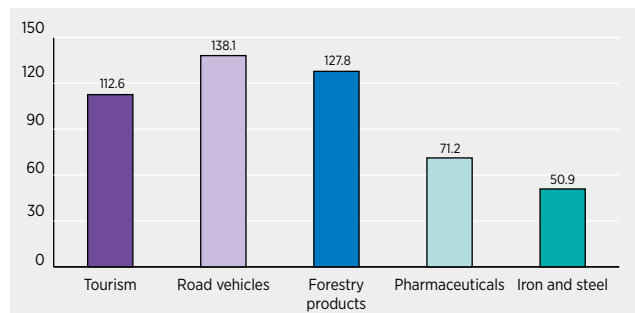
A foreign visitor who spends money in Sweden, by staying at a hotel, shopping and dining at restaurants, contributes to Swedish service exports through inflows of travel. The export of tourism services is substantial, and is very important for Sweden. The trend is very clear: it is above all consumption in Sweden by visitors from abroad, i.e. tourism exports, that is increasing, while the domestic tourism growth rate has been weak in recent years.

By way of comparison, in 2015, the export value of tourism was higher than the value of exports for several important commodity sectors. While tourism exports amounted to SEK 112.6 billion, the export value of road vehicles for example was SEK 138.1 billion and for pharmaceuticals SEK 71.2 billion.

The purpose of the figure below is to show tourism's export value in relation to the export value of a number of important commodity sectors and thus show the size of its export value in relation to other important Swedish exports. In this context, the sectors/industries selected serve only as examples and are not intended to provide a comprehensive picture of all Swedish exports.

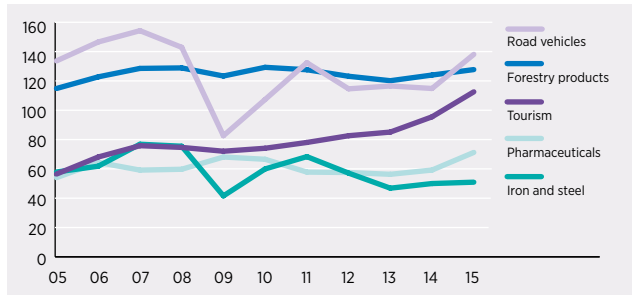
Tourism's export value (consumption in Sweden by visitors from abroad) 2015 in comparison with the export values of some important commodity sectors (SEK billion)

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



Tourism's export value (consumption in Sweden by visitors from abroad) in comparison with export values for a number of important commodity sectors (current prices, SEK billions)

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



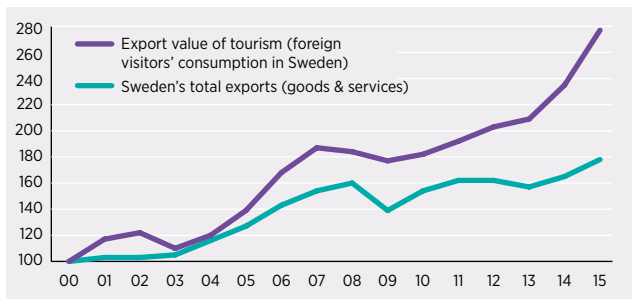
Tourism's export value is rising faster than Sweden's total exports

In 2015, the export value of tourism increased by 17.9 per cent, and total exports from Sweden increased by 7.7 per cent. Since 2000, Sweden's total exports of goods and services have grown by 78.2 per cent. During the same period, the export value of tourism has increased more than twice as much, by 177.0 per cent in current prices.

Index for tourism's export value compared to Sweden's total exports of goods and services (current prices)

Index 2000 = 100

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

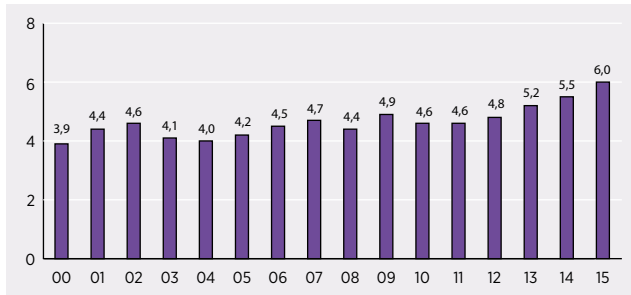


Tourism's proportion of total exports is increasing

The rapid growth in tourism's export value in relation to the total export value of goods and services meant that tourism's proportion of total exports increased during the period; from 3.9 per cent in 2000 to 6.0 per cent in 2014.

Tourism's export value as a proportion of Sweden's total exports of goods and services (per cent)

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

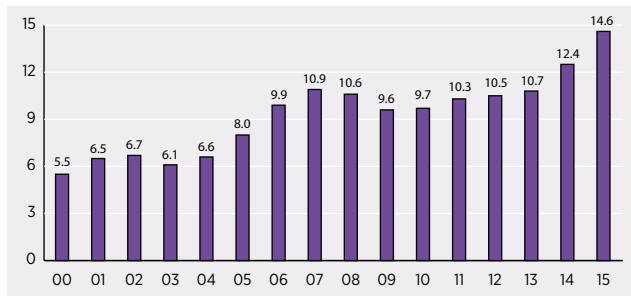


Tourism is the only export sector that generates direct VAT revenues to Treasury

In 2015, VAT on consumption by visitors from abroad in Sweden amounted to SEK 14.6 billion, representing a rise of SEK 9.1 billion or nearly 165.4 per cent since 2000.

VAT revenues from consumption in Sweden by visitors from abroad (current prices, SEK billions)

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



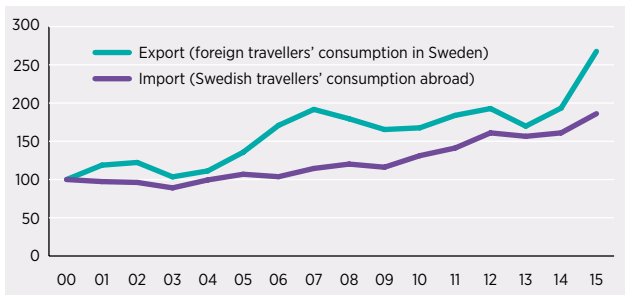
Export value of travel in the balance of payments is rising faster than the value of imports

Statistics Sweden (SCB) revised last year, time series for travel from 2006 onwards. The intention was to increase the quality of the estimates of Sweden's balance of payments and this has resulted in changes in the item Travel. In the new estimates, those parts that do not belong to the Travel item have been identified and removed and the absolute values of imports (Swedes' consumption on travel abroad)

and for exports (foreign consumption during trips to Sweden) have thus been written down. The value of exports has increased by 177.0 per cent since 2000 while the value of imports increased by 92.9 per cent.

Index for Travel trend
(SEK billion, current prices)

*The Riksbank/Statistics
Sweden*



Effects of tourism on employment

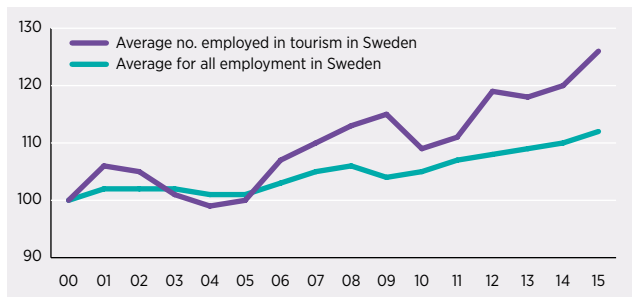
Tourism helps to create jobs

In 2015, the number of people employed in tourism increased by 5.8 per cent, while total employment in Sweden increased by 1.5 per cent. Since 2000, employment in tourism has increased by 26.5 per cent. During the same period, total employment in Sweden increased by 11.8 per cent.

Index for tourism's employment trend in comparison with total employment trend in Sweden

Index 2000 = 100

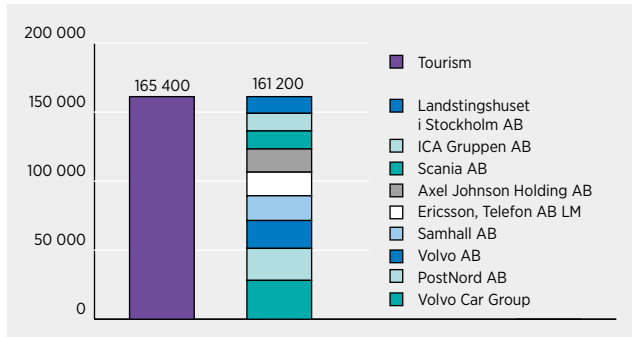
Source: Swedish Agency for Economic and Regional Growth/Statistics Sweden



To illustrate the importance of tourism to employment in Sweden, the average number of people employed in tourism in 2015 is compared with the corresponding figures for a number of large corporations and their operations in Sweden. As the figure on the next page shows, the number of people employed as a result of tourism exceeded the total number for Sweden's nine biggest employers.

Comparison of the number of people employed in Sweden 2015 with the nine biggest employers in Sweden

Source: The Swedish Agency for Economic and Regional Growth and respective companies

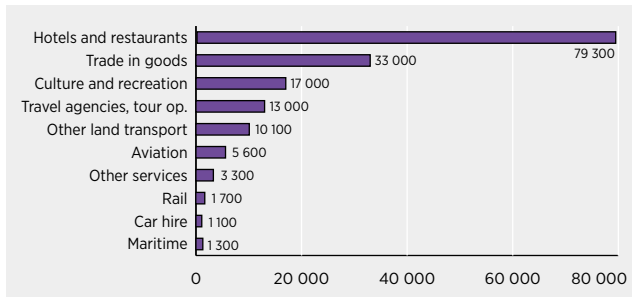


Largest numbers of people employed in tourism in hotel and restaurant industry

Of a total of 165,400 people employed as a result of tourism in 2015, the majority worked in the hotel and restaurant industry. This industry employed 79,300 people as a result

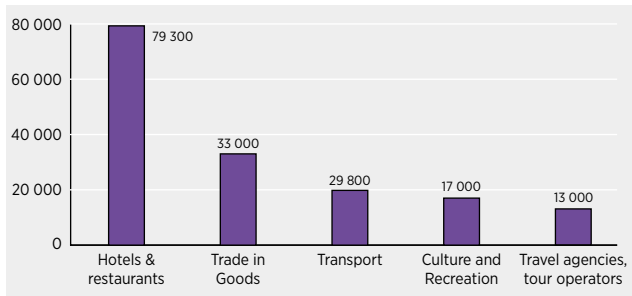
The number of people employed (average) by tourism in various industries in 2015

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



Number of people employed (average) by tourism in different sectors 2015

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



of tourism, which corresponds to 56.4 per cent of all people employed in tourism. The second biggest sector was trade in goods, with 33,000 people, followed by transport.

Most new jobs in hotels and restaurants

Since 2000, the number of people employed in tourism has risen the most in absolute terms in the hotel and restaurant industry. 28,600 more jobs have been created, equivalent to an increase of almost 56.4 per cent. In trade in goods, the corresponding increase was 11,000 people employed, an increase of just over 50 per cent. The sector with the strongest proportional growth is culture and recreation, which has increased by 88.9 per cent or by 8,000 people employed since 2000. In the travel agency and tour operator sectors and in the transport sector, employment has fallen by 3.7 and 19.2 per cent, respectively, since 2000.

Development of number of people employed (average) by tourism in different sectors

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

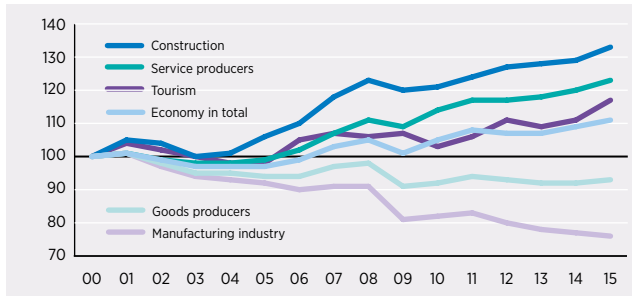


Employment is falling in many basic industries – but rising in tourism

While employment has fallen in many traditional basic industries in Sweden, tourism has contributed to more jobs in many service sectors. Since 2000, tourism has contributed 16.9 per cent of the increase in the number of hours worked. In the manufacturing industry, for example, the number of hours worked has fallen by 24 per cent in the same period. Within the economy in total, the number of hours worked

has increased by 11 per cent since 2000. Apart from tourism in the examples below, the sector that has shown a positive trend since 2000 is credit institutions and insurance companies as well as the economy in total.

Index for development of number of hours worked within tourism compared with a number of selected branches of the economy
Index 2000 = 100



Tourism in Sweden

Tourism in Sweden comprises the sum of domestic and inbound volumes in Sweden. See also the definitions on page 77. This chapter is based on data from accommodation statistics and from guest harbour statistics. For facts about the surveys, see page 79.

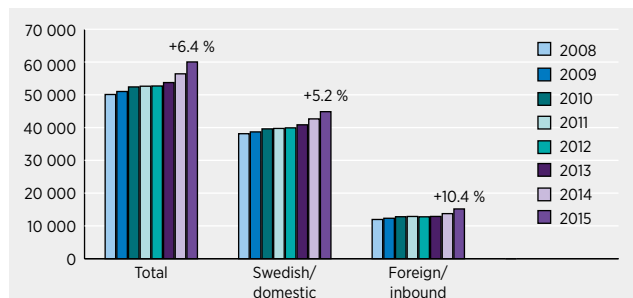
The number of commercial nights spent increased in 2015

The number of nights spent at Swedish hotels, holiday villages, youth hostels, commercially arranged rentals in private cottages and apartments (PCAs) and camping sites increased by 3.6 million or 6.4 per cent to a total of 60.0 million in 2015. Nights spent by Swedes increased by 5.2 per cent to 44.9 million and nights spent by foreigners increased by 10.4 per cent to 15.2 million. In the period 2008–2015, the number of nights spent rose by a total of 9.9 million or 19.8 per cent. Nights spent by Swedes rose by 17.6 per cent and nights spent by foreigners rose by 26.8 per cent.

Nights spent by market area at hotels, holiday villages, youth hostels, commercially arranged rentals in private cottages and apartments (PCAs)* and camping sites (thousands)

*Commercially arranged rentals in private cottages and apartments

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



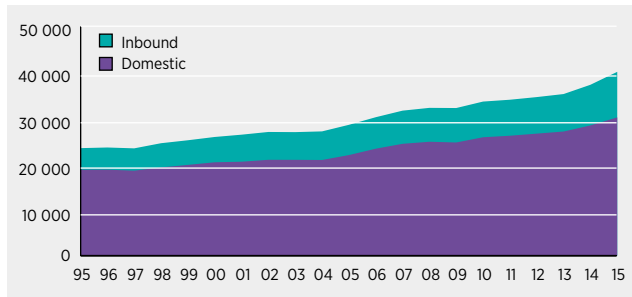
Volumes from abroad are rising the fastest

Tourism in Sweden has been growing for many years. Since 1995, the total volumes at hotels, holiday villages and youth hostels have increased by 71 per cent. In these forms of accommodation, foreign markets have increased the fastest

by just over 111 per cent, while the domestic market has increased by more than 61 per cent.

Nights spent at hotels, holiday villages and youth hostels (thousands)

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



Increases in virtually the entire country during 2015

The most nights spent at Swedish hotels, holiday villages, youth hostels, commercially arranged rentals in private cottages and apartments (PCAs) and camping sites in 2015 were in the three metropolitan regions. Stockholm County had the highest number, with 13.0 million nights spent, followed by the counties of Västra Götaland (9.7 million), Skåne (5.5 million), Dalarna (5.0 million), and Halland (2.9 million). Proportionally, the increase was greatest in Stockholm County (12.3 per cent), followed by Skåne (11.6 per cent). In absolute numbers, the increase was also greatest in Stockholm County (1,152,699 nights spent), followed by Västra Götaland (603,638 nights spent).

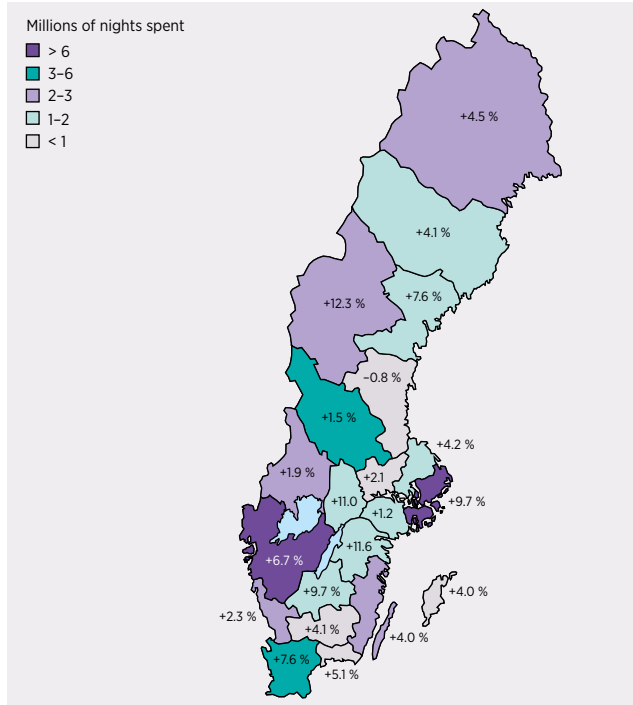
Metropolitan regions are increasing more than the rest of the country

The three metropolitan regions combined accounted for a large proportion, 59 per cent, of the total increase of just over 2.8 million nights spent in 2015 and increased their proportion of the total number from 46.2 per cent in 2014 to 46.9 per cent. Dalarna and Jämtland, which, along with the three metropolitan regions, make up the five biggest regions, recorded increases of 1.5 per cent and 12.3 per cent,

Nights spent per region at hotels, holiday villages, youth hostels, PCAs* and camping sites in 2015 as well as the percentage change from 2014

*Commercially arranged rentals in private cottages and apartments

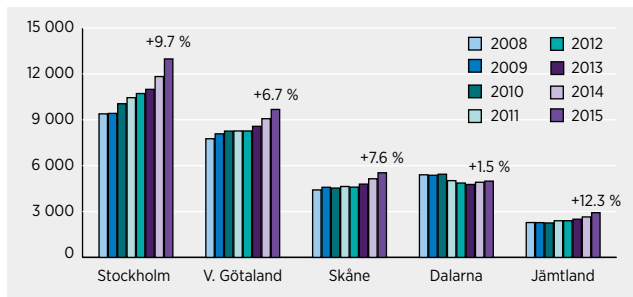
Source: Swedish Agency for Economic and Regional Growth/Statistics Sweden



Nights spent in the five biggest regions in Sweden at hotels, holiday villages, youth hostels, PCAs* and camping sites (thousands) with percentage change from 2014 to 2015

*Commercially arranged rentals in private cottages and apartments

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

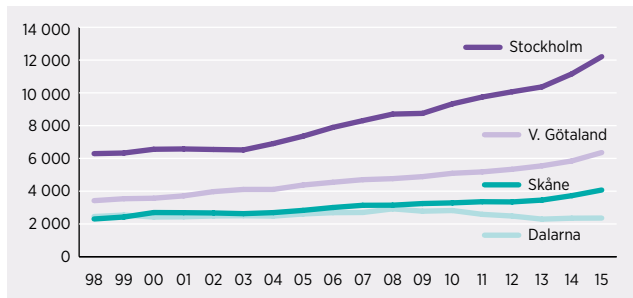


respectively, in 2015. However, taking the past seven-year period into account, growth has been more positive in the three metropolitan regions than in the two other regions.

Since 1998, nights spent at hotels, holiday villages and youth hostels in the three metropolitan regions combined have risen by 88.4 per cent. During the same period, the volumes in the rest of Sweden increased by 39.5 per cent. In Stockholm County, volumes have increased by 94 per cent, and in Västra Götaland by 86 per cent since 1998.

Nights spent in four of the largest regions in Sweden in hotels, holiday villages and youth hostels (thousands)

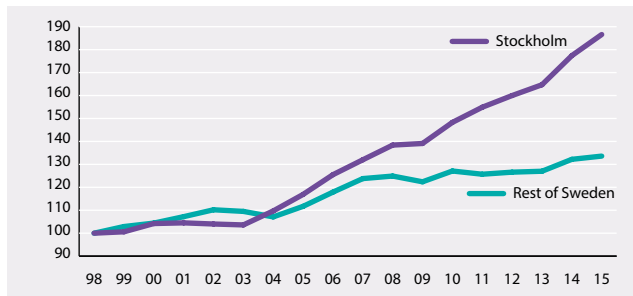
Source: Swedish Agency for Economic and Regional Growth/Statistics Sweden



Index for nights spent in Stockholm County and the rest of Sweden at hotels, holiday villages and youth hostels (thousands)

Index 1998=100

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



Biggest increase in hotels in 2015

The number of nights spent in Sweden at hotels, holiday villages, youth hostels, commercially arranged rentals in private cottages and apartments (PCAs) and camping sites rose in total by 6.4 per cent to 60 million in 2015.

The biggest proportional increase was for hotels with 7.9%, with almost as high growth for youth hostels and commercially arranged rentals in private cottages and apartments

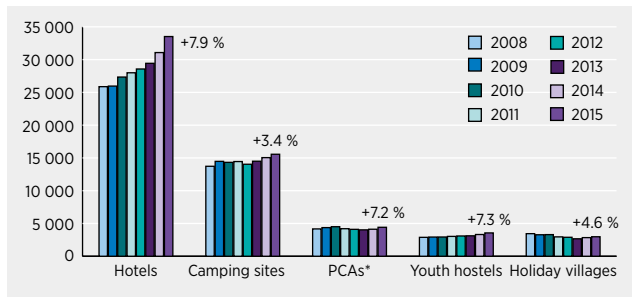
(PCAs) where the number of nights spent rose by 7.3 and 7.2 per cent, respectively. For holiday villages, nights spent rose by 4.6 per cent and for camping sites by 3.4 per cent.

During the year, hotels accounted for 33.5 million (56 per cent) of all nights spent, and camping sites accounted for 15.5 million (26 per cent).

In the period 2008–2015, nights spent at hotels rose by 29.5 per cent, and at youth hostels by 23.4 per cent. at camping sites by 13.9 percent and in commercially arranged rentals in private cottages and apartments (PCAs) by 5.9 per cent. On the other hand, nights spent in holiday villages declined by 13.7 per cent in the corresponding period.

Nights spent per type of accommodation (thousands) by percentage change from 2014 to 2015
 *Commercially arranged rentals in private cottages and apartments

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



Long-term trend increase in autumn and winter months

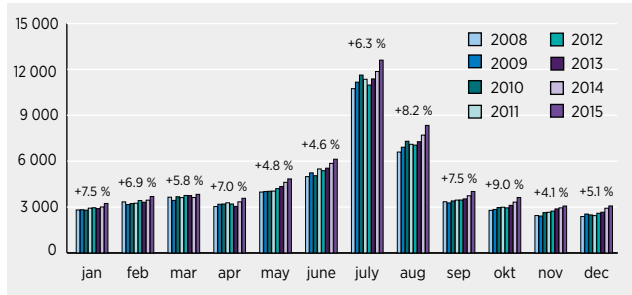
The summer months June to August 2015 generated a total of 25.4 million nights spent in Sweden, constituting 45 per cent of the total volumes at hotels, holiday villages, youth hostels, commercially arranged rentals in private cottages and apartments (PCAs) and camping sites. In 2015, the number of nights spent increased during all the months of the year. October and August were the months that increased the most, by 9 per cent and 8.2 per cent, respectively. In the period 2008 to 2015, the number of nights spent increased the most in the summer months of July and August, by 1.9 and 1.7 million nights spent, respectively. However, proportionally the autumn and winter months from October to

December have shown the greatest increase (28 per cent) since 2008.

Nights spent, month-to-month, in hotels, holiday villages, youth hostels, PCAs* and camping sites (thousands) with percentage change between 2014 and 2015

*Commercially arranged rentals in private cottages and apartments

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

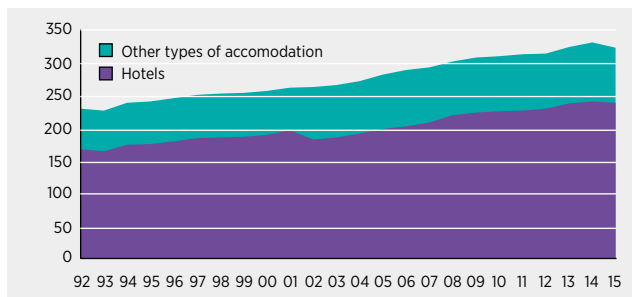


7 000 fewer beds in 2015

The number of beds at Swedish hotels, holiday villages and youth hostels decreased by a total of 2.3 per cent to just over 321,000 during 2015. At hotels, the number of beds decreased by 0.8 per cent, and at youth hostels and holiday villages by a total of 6.2 per cent. Hotels accounted for nearly 74 per cent of the total bed capacity at the three types of accommodation and for 60 per cent of the nights spent in 2015. Since 1992, the total number of beds for these three types of accommodation has increased by 40 per cent (93,000 beds). Despite the long-term upward trend, this is a decrease of 7,000 beds since 2014.

Beds at hotels, holiday villages and youth hostels (thousands)

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



Key figures for
capacity, 2015

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

	Hotels	Holiday villages	Youth hostels	Camping sites
Number of establishments	1 992	276	838	1 078
Number of rooms/ cottages/sites	117 707	8 225	-	119 488
Number of beds	236 555	40 468	44 050	-
Nights spent, millions	33.5	3.0	3.6	15.6
Occupancy rate rooms/cottages	55 %	37 %	-	-
Occupancy rate, beds	43 %	26 %	26 %	-

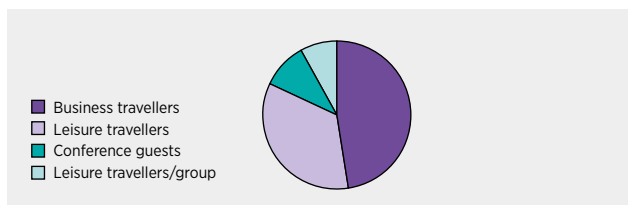
Increase in the number of rooms sold to leisure travellers

When conference and business travellers spend the night, there is usually one guest per room. When leisure travellers spend the night, it is much more common for there to be more than one person per room. Consequently, the number of rooms sold per target group is dominated by conference and business travellers, who together accounted for 58 per cent of the rooms sold at hotels in 2015. In 2015, the number of rooms sold to leisure travellers increased by 12 per cent, while the increase for conference and business travellers was only 2 per cent.

Since 2008, leisure travellers' proportion of total occupancy has increased considerably more (by nearly 57 per cent) than that of conference and business travellers, which only increased by 6.2 per cent during the same period.

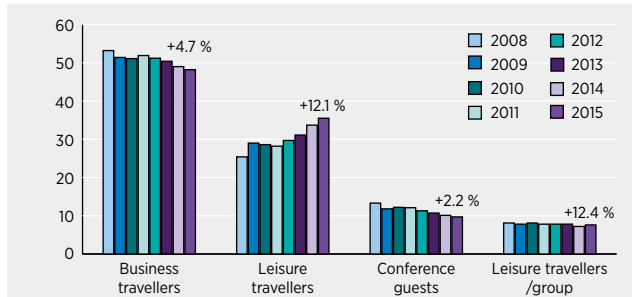
Target group distribution,
occupied/sold rooms at
hotels 2015 (per cent)

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



Trend in target group distribution, share of occupied/sold rooms at hotels (per cent)

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



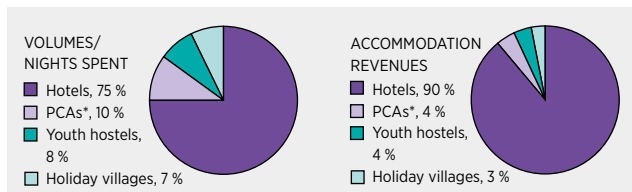
Greatest increase in accommodation revenues from holiday villages

Hotels accounted for 75 per cent of nights spent at Swedish hotels, holiday villages, youth hostels and commercially arranged rentals in private cottages and apartments, and for nearly 90 per cent of the total accommodation revenues in 2015. Commercially arranged rentals in private cottages and apartments (PCAs), which is the second largest type of accommodation of the four measured in numbers of nights spent, accounted for 10 per cent of the volume and for 4 per cent of accommodation revenues. Accommodation revenues increased in total in current prices for the four types of accommodation by 8.2 per cent or by nearly SEK 1.8 million in 2015. Accommodation revenues at hotels rose by nearly SEK 1.7 million or 8.7 per cent and at holiday villages by nearly SEK 58 million or 11 per cent. Accommodation revenues at holiday villages rose by just over SEK 34 million and, for commercially arranged rentals in private cottages and apartments (PCAs), accommodation revenues rose by nearly SEK 31 million in 2015.

Volumes and revenues distributed per accommodation type 2015 (per cent)

*Commercially arranged rentals in private cottages and apartments

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



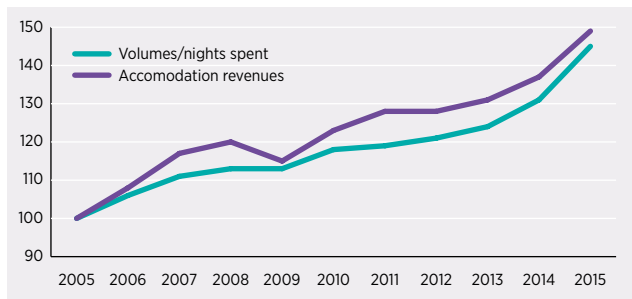
Accommodation revenues have increased more than the volumes since 2005

Measured in fixed prices (i.e. taking into account inflation) accommodation revenues in hotels, holiday villages and youth hostels have increased by just over 49 per cent since 2005. During the same period, the number of nights spent at these types of accommodation has increased by just over 45 per cent. Accommodation revenues fell during 2009, while volumes were largely the same as in 2008. Since 2009, both accommodation revenues and volumes have continued to increase. In 2015, volumes increased at the three types of accommodation by 11.1 per cent, and accommodation revenues by 8.4 per cent.

Index for accommodation revenues (2005 prices) and volumes/nights spent at hotels, holiday villages and youth hostels.

Index 2005 = 100

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



Accommodation revenues a measure of tourism’s regional importance

Volumes measured in number of commercial nights spent are commonly used as an indicator of tourism’s development locally and regionally. Using this variable however has limited explanatory value. At the national level, volume data can be supplemented by economic data on import and export values, value added, employment, etc. This is not possible to do in the same way locally and regionally. However, accommodation revenues reported in the accommodation statistics constitute another variable that can be used to measure the regional and local importance of tourism. Although accommodation revenues are highest in absolute

numbers in the metropolitan regions, the regional importance of tourism, measured in accommodation revenues per capita, is higher in Jämtland and on Gotland.

Total accommodation revenue at hotels, holiday villages, and youth hostels per region, distributed per inhabitant, 2015

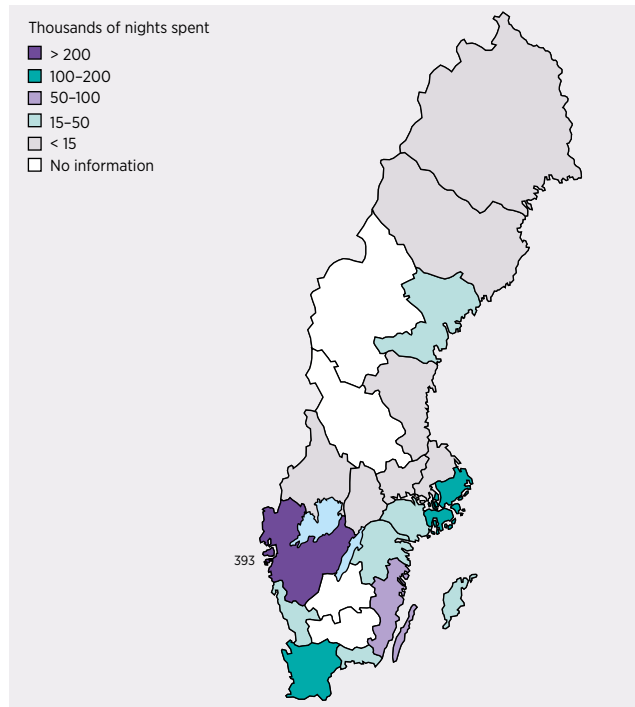
Source: Swedish Agency for Economic and Regional Growth/Statistics Sweden

Region	Region Accommodation revenues per inhabitant, SEK	Total accommodation revenues per region (T SEK)	2014/15 per cent
Gotland County	4 973	274 653	3.9
Jämtland County	3 987	468 172	8.5
Stockholm	3 766	7 658 033	9.7
Norrbottnen	3 030	744 423	1.6
Dalarna County	2 656	704 382	6.0
Västra Götaland County	2 149	3 155 996	12.3
Kalmar County	1 940	471 879	-2.3
Västerbotten County	1 935	496 221	2.7
Halland County	1 803	522 520	8.6
Västernorrland County	1 759	409 807	4.7
Skåne County	1 660	1 985 185	9.0
Värmland County	1 617	441 042	1.2
Östergötland County	1 572	642 890	9.0
Jönköping County	1 571	505 540	8.1
Örebro County	1 313	336 736	13.5
Uppsala County	1 311	438 568	5.9
Kronoberg County	1 299	241 934	2.7
Gävleborg County	1 273	327 121	9.6
Blekinge County	1 253	187 226	4.6
Södermanland County	1 166	332 213	-0.5
Västmanland County	1 041	261 935	5.0
The entire country	2 275	20 677 779	8.4

More than four out of ten nights spent in guest harbours are in Västra Götaland

A total of nearly 937,883 million nights spent (one guest, one night) and just over 366,300 boat nights (one boat, one night) were recorded at Swedish guest harbours in 2015. Just over 41 per cent of all nights spent were in Västra Götaland, followed by Stockholm County with 18 per cent. The other 41 per cent were well distributed across the country, with Skåne and Kalmar counties accounting for 11.4 per cent and 8.1 per cent, respectively, of the total number. No comparison has been made with data from previous years as the measurement methods were changed in 2015.

Boat nights/nights spent in guest harbours, private recreational craft per region, 2015.



Nights spent in guest harbours, private recreational craft per region, 2015.

* Östergötland includes guest harbours from Jönköping County.

** Västmanland includes guest harbours from Kopparberg County which is part of the Strömsholm's canal system.

Source: Swedish Agency for Economic and Regional Growth/RGS

Region	Number	Share in per cent
Västra Götaland	392 694	41.9
Stockholm	172 531	18.4
Skåne	102 973	11.0
Kalmar	73 734	7.9
Blekinge	43 992	4.7
Östergötland*	20 427	2.2
Södermanland	43 310	4.6
Västernorrland	11 014	1.2
Halland	18 321	2.0
Gotland	21 409	2.3
Gävleborg	8 152	0.9
Värmland	7 200	0.8
Uppsala	8 250	0.9
Norrbottn	7 267	0.8
Örebro	900	0.1
Västerbotten	2 059	0.2
Västmanland**	3 650	0.4
The entire country	937 883	100.0

Boat nights in guest harbours, private recreational craft per region, 2015.

* Östergötland includes guest harbours from Jönköping County.

** Västmanland includes guest harbours from Kopparberg County which is part of the Strömsholm's canal system.

Source: Swedish Agency for Economic and Regional Growth/RGS

Region	Number	Share in per cent
Västra Götaland	150 253	41.0
Stockholm	65 972	18.0
Skåne	41 777	11.4
Kalmar	29 506	8.1
Östergötland*	8 586	2.3
Blekinge	17 894	4.9
Södermanland	17 397	4.7
Västernorrland	4 214	1.2
Halland	6 982	1.9
Gotland	8 424	2.3
Gävleborg	3 273	0.9
Värmland	2 777	0.8
Uppsala	3 675	1.0
Norrbottn	3 109	0.8
Örebro	321	0.1
Västerbotten	804	0.2
Västmanland**	1 336	0.4
The entire country	366 300	100.0

Domestic tourism

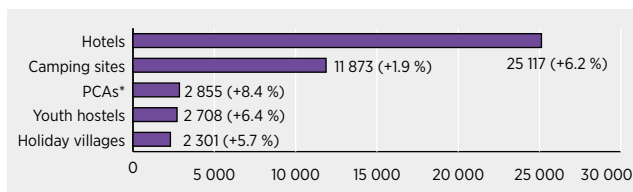
Domestic tourism involves residents of a given country travelling within that country. See also the definitions on page 77. This chapter is based on data from the accommodation statistics. For facts about the statistics, see page 78.

Domestic volume increased during 2015

The number of domestic nights spent (by Swedes) in Sweden at hotels, holiday villages, youth hostels, commercially arranged rentals in private cottages and apartments (PCAs) and camping sites increased by a total of 5.2 per cent to 44.9 million during 2015 and accounted for just over 75 per cent of all nights spent. All types of accommodation showed increases in 2015. The increases in 2015 were 6.4 per cent at youth hostels, 6.2 per cent at hotels, 5.7 per cent at holiday villages, 1.9 per cent at camping sites and 8.4 per cent for commercially arranged rentals in private cottages and apartments (PCAs).

Domestic nights spent (by Swedes) per type of accommodation 2015 (thousands) with percentage change 2014–2015

*Commercially arranged rentals in private cottages and apartments



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

Gävleborg and Gotland had the highest share of domestic tourism

The most domestic nights spent during 2015 were in Stockholm County (8.4 million) and Västra Götaland County (6.7 million), followed by Dalarna (4.3 million) and Skåne (4.2 million). Nearly all regions of Sweden reported increases in domestic nights spent in 2015. The percentage increases were highest in Jämtland (13.1 per cent) and in Östergötland (10.3 per cent). However, as the table below shows, the

proportion of domestic nights spent of the total nights spent varies greatly across Sweden. Gävleborg saw the highest proportion of domestic volumes at 91.1 per cent, followed by Västernorrland and Gotland, both with 88.4 per cent.

Number and proportion of domestic nights spent (by Swedes) at hotels, holiday villages, youth hostels, commercially arranged rentals in private cottages and apartments (PCAs)* and camping sites per region in 2015, with percentage change 2014-2015

*Commercially arranged rentals in private cottages and apartments

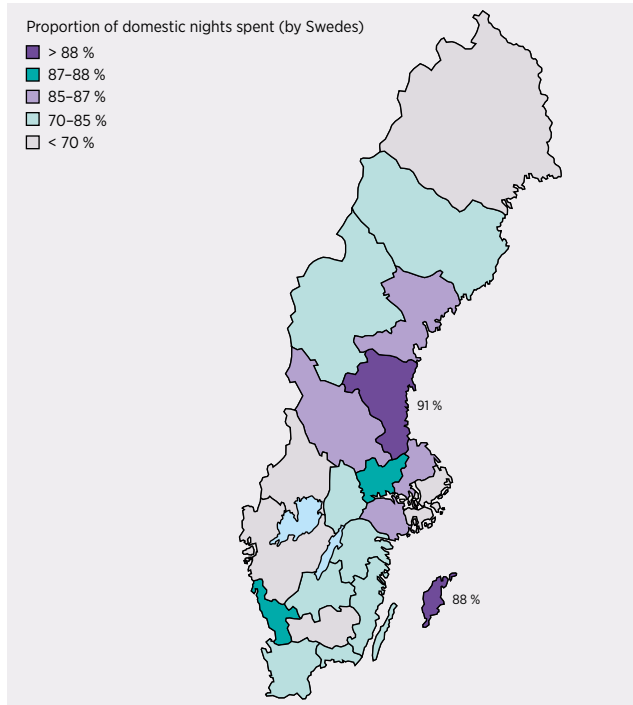
Source: Swedish Agency for Economic and Regional Growth/Statistics Sweden

	Domestic/Swedish			Total	
	Number	Share. % of region	Change 2014/15. %	Number	Change 2014/15. %
Gävleborg	908 893	91.1	-1.4	997 336	-0.8
Gotland	816 359	88.4	3.3	923 230	4.0
Västmanland	639 183	87.9	4.3	727 126	2.1
Halland	2 377 738	87.9	1.5	2 706 198	2.3
Södermanland	890 478	86.4	1.8	1 030 327	1.2
Dalarna	4 271 693	85.7	0.5	4 985 588	1.5
Västernorrland	1 023 174	85.6	3.4	1 195 803	7.6
Uppsala	995 123	85.3	4.5	1 166 695	4.2
Kalmar	2 247 509	82.7	4.6	2 718 591	4.0
Östergötland	1 457 311	82.1	10.3	1 774 486	11.6
Örebro	975 098	80.3	9.2	1 214 526	11.0
Jämtland	2 327 898	79.6	13.1	2 922 904	12.3
Västerbotten	1 269 550	77.0	2.9	1 648 562	4.1
Skåne	4 249 441	76.8	7.7	5 533 166	7.6
Blekinge	702 041	74.9	4.7	937 283	5.1
Jönköping	1 168 204	71.2	9.4	1 640 617	9.7
Västra Götaland	6 731 704	69.6	3.8	9 673 285	6.7
Norrbottnen	1 578 936	68.9	5.7	2 290 434	4.5
Stockholm	8 442 078	65.1	7.7	12 975 568	9.7
Värmland	1 262 304	60.9	0.6	2 072 038	1.9
Kronoberg	519 694	58.0	1.6	895 297	4.1
Entire country	44 854 409	74.7	5.2	60 029 060	6.4

Proportion of domestic nights spent (by Swedes) and total number of nights spent per region at hotels, holiday villages, youth hostels, PCAs* and camping sites 2015

*Commercially arranged rentals in private cottages and apartments

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



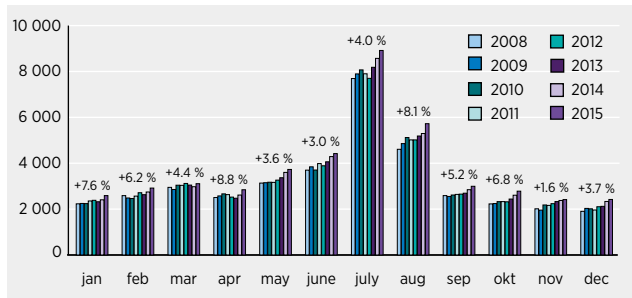
The summer months account for more than 40 per cent of volumes

The three summer months June–August account for 42.5 per cent of the total volumes for the year. The number of domestic nights spent increased during all the months of the year in 2015. Since 2008, December has increased the most in relative terms, by 27.2 per cent. In absolute terms, July has increased the most, by 1.22 million nights spent.

Number of domestic nights spent (by Swedes) per month in hotels, holiday villages, youth hostels, PCAs* and camping sites(thousands) with percentage change 2014–2015

*Commercially arranged rentals in private cottages and apartments

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



Inbound tourism

Inbound tourism means people who are resident in one country but travel in another country. See also the definitions on page 77. This chapter is based on data from the accommodation statistics, the guest harbour statistics, the statistics on foreign ownership of holiday homes in Sweden and the Inbound visitors to Sweden border surveys. For facts about the surveys, see pages 78 and 79.

A large increase in nights spent in Sweden by foreigners in 2015

The number of nights spent by foreigners in Sweden in hotels, holiday villages, youth hostels, commercially arranged rentals in private cottages and apartments (PCAs) and camping sites was 15.2 million in 2015.

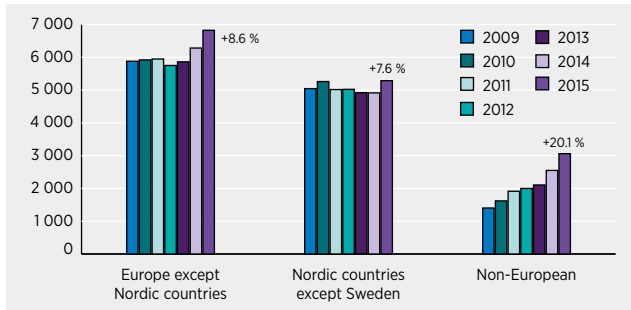
This corresponds to an increase of 1.4 million nights spent or 10.7%, an increase in the number of nights spent which was higher than the whole of the previous six years combined. Since 2009, nights spent in total have increased by 23.1 per cent. The non-European market area has grown continuously since 2009 by a total of nearly 118.2 per cent from 1.4 to 3.1 million. Compared with 2014, the increase in 2015 was all of 20.1 per cent. The non-European market area's proportion of the total number of nights spent increased from 11.4 per cent in 2009 to 20.2 per cent in 2015.

Nights spent by visitors from neighbouring Nordic countries have fallen by just over 242,000 nights spent or 4.8 per cent since 2009. Europe outside the Nordic region, which is tourism's largest single market area outside Sweden, has increased by just over 945,000 nights spent or by 16.4 per cent since 2009, and increased by 8.6 per cent between 2014 and 2015.

Nights spent from abroad per market area at hotels, holiday villages, youth hostels, PCAs* and camping sites in 2015 with percentage change 2014-2015

*Commercially arranged rentals in private cottages and apartments

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



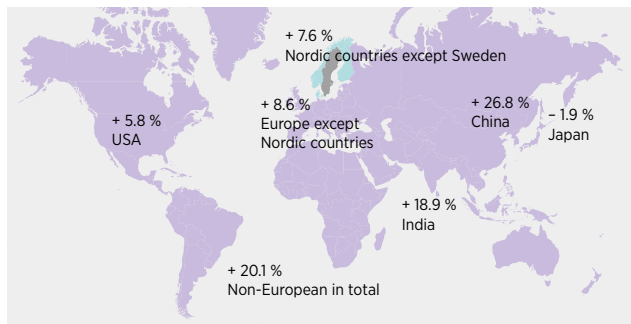
Distant markets are increasing the most

Of the four largest non-European markets, the USA, China and India have increased continuously since 2009. The USA has increased by 49 per cent, China by 163 per cent and India by 266 per cent. The fourth largest distant market, Japan, has shown uneven growth and accounted for 1.9 per cent fewer nights spent since 2014. In total, the nights spent by visitors from non-European markets have increased by nearly 118 per cent since 2009, while the total volumes from abroad increased by 23.1 per cent during the same period.

Nights spent from abroad per market area at hotels, holiday villages, youth hostels, PCAs* and camping sites in 2015 with percentage change 2014-2015

*Commercially arranged rentals in private cottages and apartments

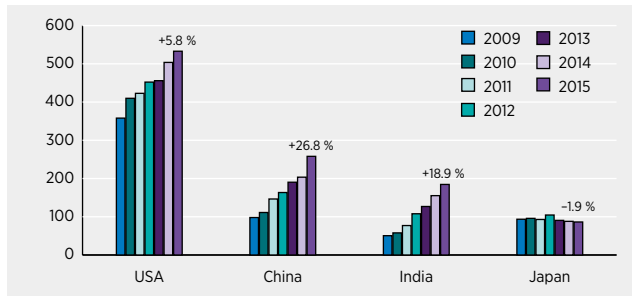
Source: Swedish Agency for Economic and Regional Growth/Statistics Sweden



Nights spent from the four largest non-European markets/countries at hotels, holiday villages, youth hostels, PCAs* and camping sites (thousands) with percentage change 2014–2015

*Commercially arranged rentals in private cottages and apartments

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



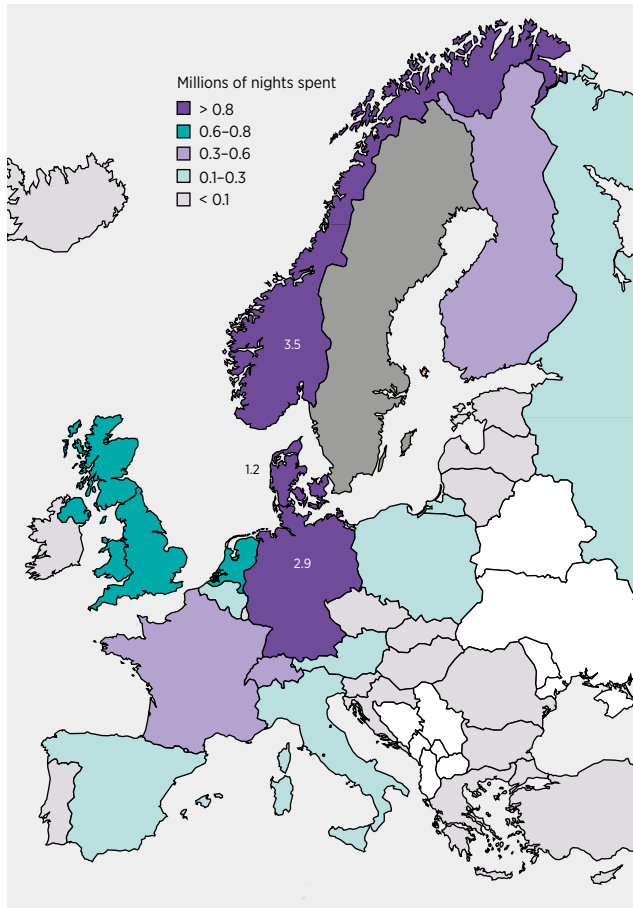
Norway and Germany the largest foreign markets

Also in 2015, the largest foreign markets were Norway with 3.5 million nights spent, followed by Germany (2.9 million) and Denmark (1.2 million). Nights spent by visitors from the fifteen largest foreign markets all increased apart from Russia. The markets that increased most in absolute numbers were Norway (+218,000 nights spent) Germany (+184,000 nights spent), followed by Denmark (+64,000 nights spent). In relative terms, Slovenia increased most (by 184.5 per cent) followed by Iceland (by 41 per cent) and Hungary (by 40 per cent).

The number of nights spent from abroad per market/country in hotels, holiday villages, hostels, PCAs* and camping sites in 2015

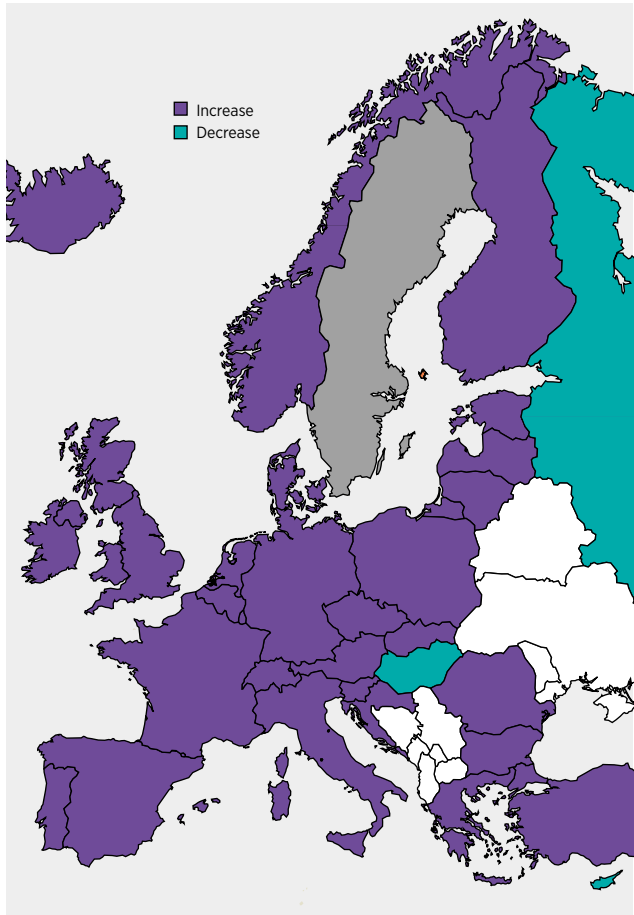
*Commercially arranged rentals in private cottages and apartments

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



Change in overnight stays from abroad per market/country at hotels, holiday villages, hostels, PCAs* and camping sites in 2015
*Commercially arranged rentals in private cottages and apartments

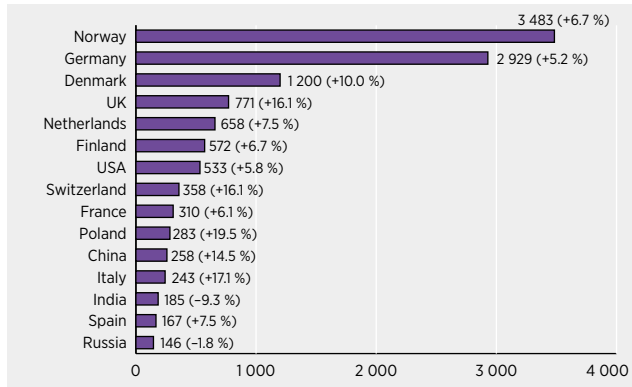
Source: Swedish Agency for Economic and Regional Growth/Statistics Sweden



Number of nights spent from the 15 largest foreign markets/countries in hotels, holiday villages, youth hostels, PCAs* and camping sites (thousands) with percentage change 2014-2015

*Commercially arranged rentals in private cottages and apartments

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



The UK and Denmark increased the most in 2015

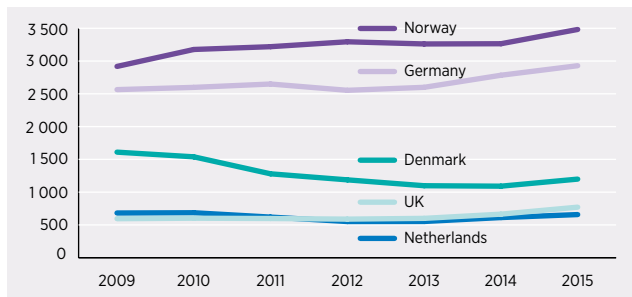
Visitors from all of the five largest foreign markets staying at hotels, holiday villages, youth hostels, commercially arranged rentals in private cottages and apartments and camping sites increased in 2015.

Since 2009, Norway has increased the most by 565,000 nights spent (19.4 per cent). The UK and Germany have also increased, by 29.7 per cent and 14.2 per cent, respectively. During this period, Denmark has decreased by 410,000 nights spent or just over 25.5 per cent, and the Netherlands has decreased by 24,000 nights spent or 3.5 per cent.

Number of nights spent by visitors from the five largest foreign markets/countries at hotels, holiday villages, youth hostels, PCAs* and camping sites (thousands)

*Commercially arranged rentals in private cottages and apartments

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

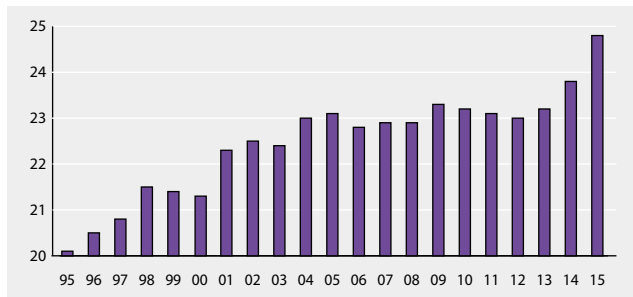


Rise in proportion of nights spent by visitors from abroad

The proportion of nights spent at hotels, holiday villages and youth hostels by visitors from abroad was 24.8 per cent in 2015. Between 1995 and 2005, the proportion rose from 20.1 per cent to 23.1 per cent and has then not changed appreciably between 2005 and 2013. However, between 2014 and 2015, the proportion increased from 23.8 per cent to 24.8 per cent.

Nights spent by visitors from abroad as a percentage of the total number of nights spent in hotels, holiday villages and youth hostels

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

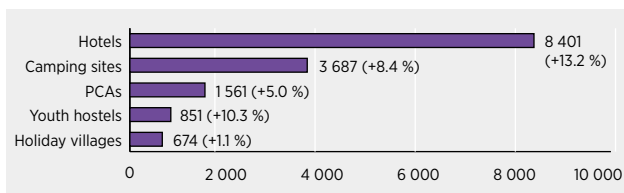


The number of nights spent by visitors from abroad increased the most at hotels

Of the commercial types of accommodation, hotels was the type that recorded the most nights spent by visitors from abroad and was also the type for which the number of nights spent by visitors from abroad increased most during 2015. The number of nights spent by visitors from abroad at hotels was 8.4 million or just over half of all nights spent by visitors from abroad, and the increase in 2015 was 13.2 per cent. Youth hostels was the type of accommodation that increased most after hotels in relative figures, by 10.3 per cent. The increase for camping sites was 8.4 per cent. Holiday villages, which accounted for 670,000 million nights spent, increased by 1.1 per cent, and for commercially arranged rentals in private cottages and apartments, the number of nights spent by visitors from abroad increased by 5.0 per cent to 1.6 million in 2015.

Nights spent by visitors from abroad per accommodation type 2015 (thousands), with change from 2014 in per cent

*Commercially arranged rentals in private cottages and apartments



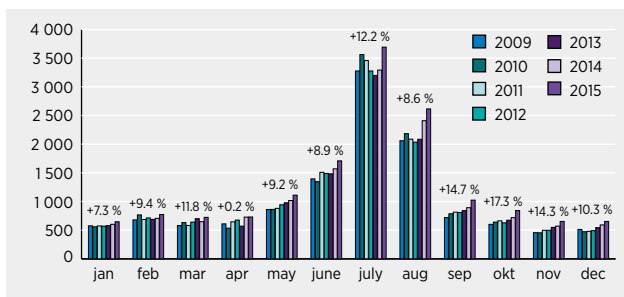
Source: Swedish Agency for Economic and Regional Growth/Statistics Sweden

Biggest increase in foreign nights spent during spring and autumn

In 2015, more than half or 8 million of the nights spent by visitors from abroad were spent during the summer months of June to August. This was a small increase in volume compared with 2014. Since 2009, the proportion of nights spent by visitors from abroad during the summer months has decreased, from 55.4 per cent to 52.8 per cent in 2015. July was the month that showed the smallest increase while August was the month that showed the biggest increases during the period. The spring and autumn months have had the biggest percentage increase during the period from 2009 to 2015.

Nights spent by visitors from abroad month by month at hotels, holiday villages, youth hostels, PCAs and camping sites (thousands) with percentage change 2014–2015

*Commercially arranged rentals in private cottages and apartments



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

High volumes from abroad in Sweden’s three metropolitan areas

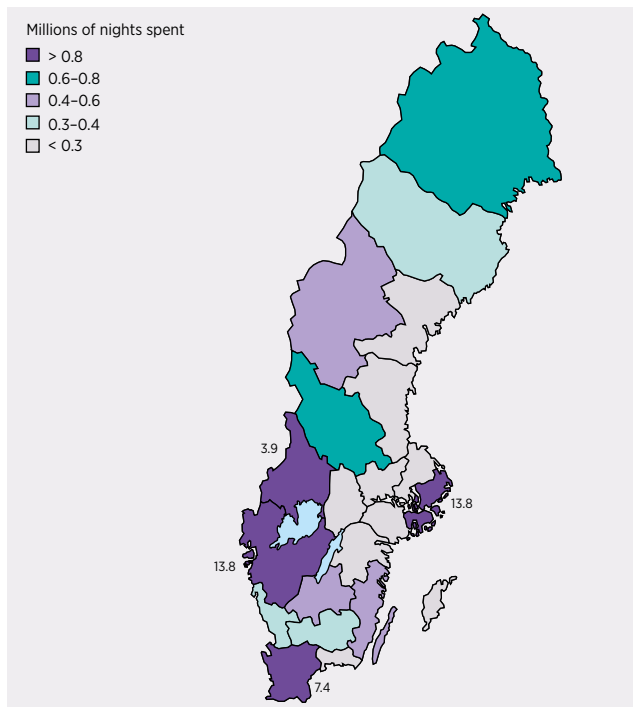
In addition to the high volumes in the three metropolitan areas, most nights spent by visitors from abroad were in the counties of Värmland, Norrbotten and Dalarna. Stockholm County, with more than 4.5 million nights spent, was the highest, followed by Västra Götaland, with 2.9 million, and

Skåne, with 1.3 million nights spent by visitors from abroad. The proportion of nights spent by visitors from abroad in relation to the total number of nights spent in each of the regions varies greatly across the country. Kronoberg had the highest volumes of visitors from abroad, with 42 per cent, followed by Värmland, with 39.1 per cent, and Stockholm County, with 34.9 per cent. Gävleborg had the lowest proportion, with 8.9 per cent. See also the table on page 58.

Number of nights spent by visitors from abroad per region at hotels, holiday villages, youth hostels, PCAs* and camping sites in 2015

*Commercially arranged rentals in private cottages and apartments

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



Highest increase in nights spent by visitors from abroad in Västernorrland

In total, the volumes of visitors from abroad staying at commercial types of accommodation increased by 10.4 per cent or by 860,000 million nights spent during 2015. In all regions

except Södermanland and Västmanland, the number of nights spent by visitors from abroad increased during 2015. Västernorrland had the highest percentage increase (41.7 per cent), followed by Örebro County, with 18.5 per cent. Sweden's three metropolitan regions all increased in 2015 and together accounted for 8.7 million or 58 per cent of all nights spent by visitors from abroad.

Nights spent by visitors from abroad and total number of nights spent per region at hotels, holiday villages, youth hostels, PCAs* and camping sites in 2015, with percentage change 2014-2015, and nights spent by visitors from abroad as a proportion of total number of nights spent per region
*Commercially arranged rentals in private cottages and apartments

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

Region	Foreign/Inbound			Totalt	
	Number 2015	Share, % per region	Change 2014/15, %	Number 2015	Change 2014/15, %
Kronoberg	375 603	42,0	7.7	895 297	4.1
Värmland	809 734	39,1	3.9	2 072 038	1.9
Stockholm	4 533 490	34,9	13.8	12 975 568	9.7
Norrbottnen	711 498	31,1	2.0	2 290 434	4.5
Västra Götaland	2 941 581	30,4	13.8	9 673 285	6.7
Jönköping	472 413	28,8	10.5	1 640 617	9.7
Blekinge	235 242	25,1	6.2	937 283	5.1
Skåne	1 283 725	23,2	7.4	5 533 166	7.6
Västerbotten	379 012	23,0	8.6	1 648 562	4.1
Jämtland	595 006	20,4	9.1	2 922 904	12.3
Örebro	239 428	19,7	18.5	1 214 526	11.0
Östergötland	317 175	17,9	17.9	1 774 486	11.6
Kalmar	471 082	17,3	1.3	2 718 591	4.0
Uppsala	171 572	14,7	2.8	1 166 695	4.2
Västernorrland	172 629	14,4	41.7	1 195 803	7.6
Dalarnas	713 895	14,3	7.6	4 985 588	1.5
Södermanland	139 849	13,6	-2.1	1 030 327	1.2
Hallands	328 460	12,1	8.1	2 706 198	2.3
Västmanland	87 943	12,1	-11.4	727 126	2.1
Gotland	106 871	11,6	9.3	923 230	4.0
Gävleborg	88 443	8,9	6.4	997 336	-0.8
Entire country	15 174 651	25,3	10.4	60 029 060	6.4

Nearly one third of nights spent by visitors from abroad in Stockholm County

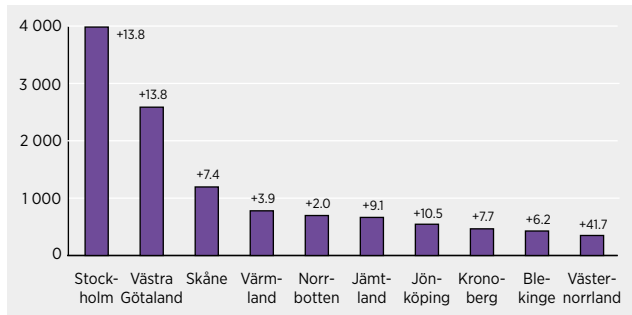
Stockholm County accounted for nearly 30 per cent of all nights spent by visitors from abroad in Sweden and the volumes increased by 13.8 per cent in 2015. Of the ten larg-

est regions, nights spent increased most in relative figures in Västernorrland (+41.7 per cent), followed by Stockholm County and Västra Götaland County, which each increased by 13.8 per cent.

Nights spent by visitors from abroad in the 10 largest regions at hotels, holiday villages, youth hostels, PCAs* and camping sites (thousands) with percentage change 2014–2015

*Commercially arranged rentals in private cottages and apartments

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



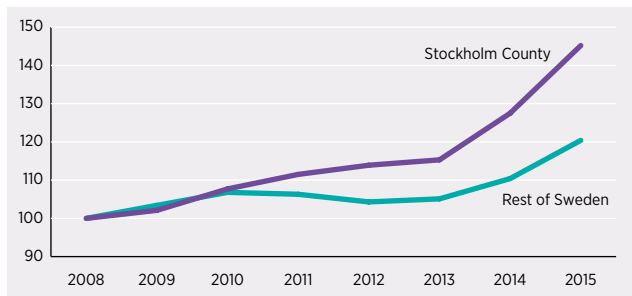
Almost half of the increase has occurred in Stockholm County

Since 2008, the number of nights spent by visitors from abroad in Sweden has increased by nearly 27 per cent in total. In the regions outside Sweden’s three metropolitan regions, the number of nights spent by visitors from abroad increased by nearly 1.8 million or 20.4 per cent. During the same period, the number of nights spent by visitors from abroad in Stockholm County increased by 1.4 million or 45.2 per cent. Consequently, close to half of the total increase in nights spent by visitors from abroad in Sweden since 2008 was in Stockholm County.

Index for percentage increase in nights spent by visitors from abroad in Stockholm County compared with the rest of the country at hotels, holiday villages, youth hostels, PCAs* and camping sites Index 2008 = 100

*Commercially arranged rentals in private cottages and apartments*Commercially arranged

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

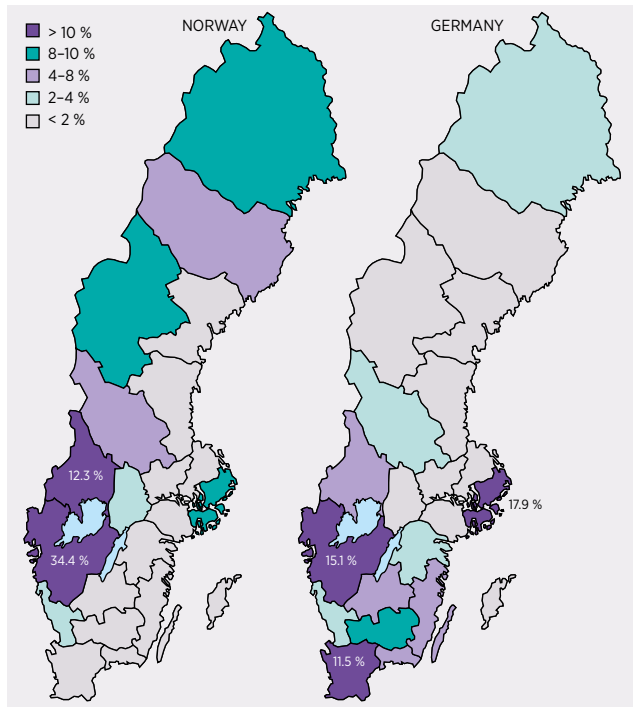


Västra Götaland top choice of Norwegians

The number of nights spent by visitors from abroad varies across Sweden. Norwegians, who accounted for 3.5 million or 23 per cent of all nights spent by visitors from abroad in Sweden in 2015, and were thus the single largest foreign market, primarily spent nights in Västra Götaland, Värmland and Jämtland. Of the four largest regions, Jämtland, with an increase of 50 per cent in the number of nights spent by Norwegians, has increased the most since 2008. For Germany, the second largest foreign market with nearly 2.9 million or just over 19 per cent of nights spent by visitors from abroad in Sweden, the most nights spent were recorded in Sweden’s metropolitan regions, in total 44 per cent. The region in Sweden in which the number of nights spent by Germans has increased the most since 2008 is Norrbotten, by just over 44 per cent.

Regional proportion of total number of nights spent in Sweden by visitors from Norway and Germany in 2015 in per cent

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

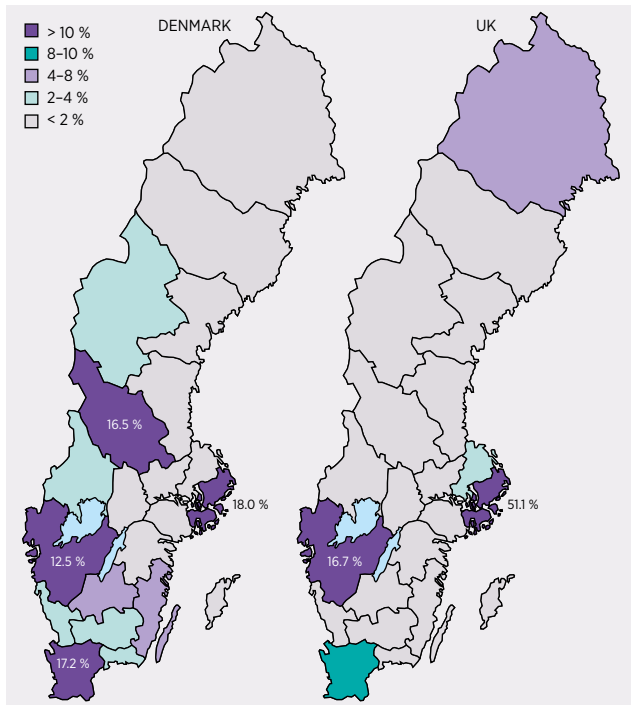


Most nights spent by visitors from Denmark in Stockholm

With 1.2 million nights spent, Danish visitors were the third largest foreign market in 2015. Stockholm received 18 per cent of all nights spent by visitors from Denmark, followed by Skåne, Dalarna and Västra Götaland. Since 2008, nights spent by visitors from Denmark have fallen by 9.8 per cent in Sweden. Nearly half of the total of 771,000 nights spent by visitors from the UK were recorded in Stockholm County, followed by Västra Götaland, which accounted for 16.7 per cent of these nights spent in 2015. The two regions that have shown the biggest increases in relative terms from the UK since 2008 are Gotland and Uppsala, which both more than doubled their guest nights.

Regional share of total number of nights spent in Sweden by visitors from Denmark and the UK in 2015 in per cent

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

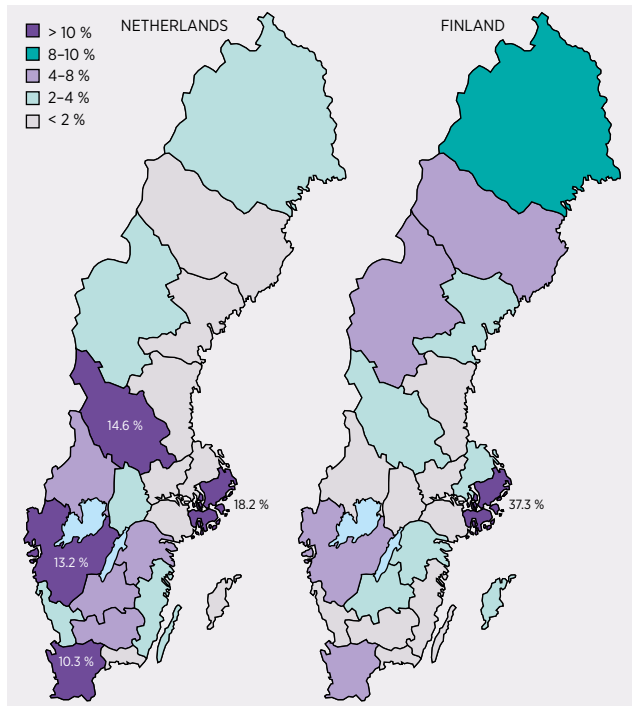


Good distribution of nights spent by visitors from the Netherlands and Finland

With 658,000 nights spent by visitors from the Netherlands during 2015, besides Stockholm County, Dalarna received the most of these visitors. Since 2008, the number of nights spent by visitors from the Netherlands has decreased by 8 per cent. The region with the highest fall was Dalarna, with 30,000 fewer nights spent. Of the regions that recorded increases, Östergötland has increased the most (+13,800 nights spent or 89 per cent) since 2008. During 2014, the most nights spent by visitors from Finland were spent in Stockholm County, followed by Norrbotten. Since 2008, the number of nights spent by visitors from Finland has increased by 100,000 or 23 per cent.

Regional share of total number of nights spent in Sweden by visitors from Netherlands and Finland in 2015 in percent

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

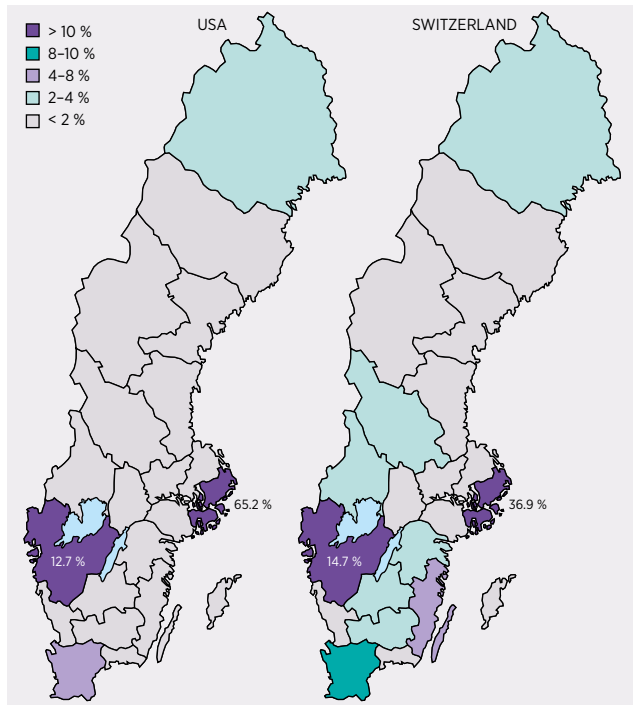


High concentration on Stockholm County from the USA and Switzerland

With just over half a million nights spent in 2015, the USA was the seventh largest foreign market. Here, the number of nights spent is mainly concentrated on Stockholm County – over 65 per cent. Since 2008, the number of nights spent by visitors from the USA has increased by 35 per cent. This increase has been greatest in Stockholm County, where the number of nights spent by visitors from the USA has increased by 85 percent. The number of nights spent by visitors from Switzerland in 2015 was also highest in Stockholm County, but the remainder of nights spent were widely distributed across Sweden. Switzerland is one of the European markets that has grown fastest since 2008, with an increase of just over 86 per cent.

Regional share of total number of nights spent in Sweden by visitors from the USA and Switzerland in 2015 in percent

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

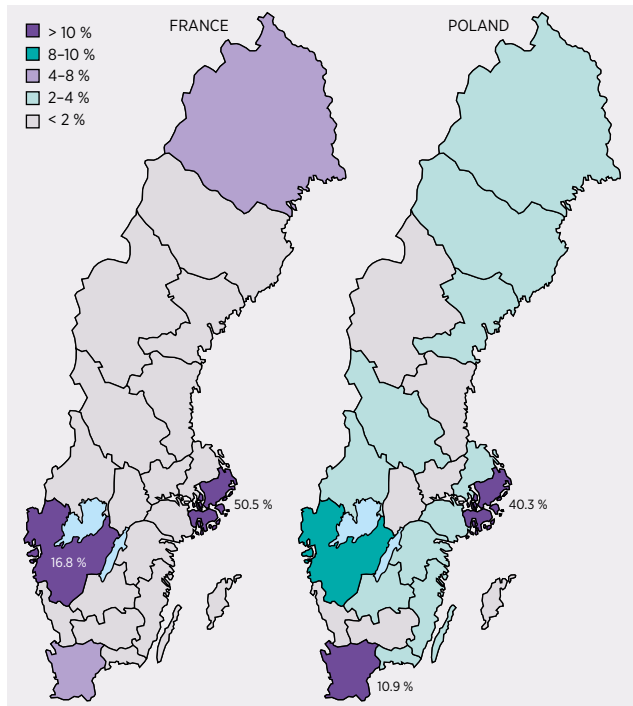


France and Poland increasing in Norrbotten

Of the just over 310,000 nights spent by visitors from France in 2015, just over half were spent in Stockholm County. Nights spent by visitors from France has demonstrated rather uneven growth since 2008 and has increased by a total of 14 percent. Apart from Stockholm County and Västra Götaland, Norrbotten saw the highest increase in nights spent by visitors from France since 2008. With 283 000 nights spent during the 2015, Poland has climbed from the 11th to 10th largest foreign market. The proportion of nights spent by visitors from Poland varied greatly across Sweden. Since 2008, the number of nights spent by visitors from Poland has increased by over 60 per cent. Apart from increases in Stockholm County and Norrbotten, there have been great increases in Jönköping and Östergötland since 2008.

Regional share of total number of nights spent in Sweden by visitors from France and Poland during 2015 in per cent

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

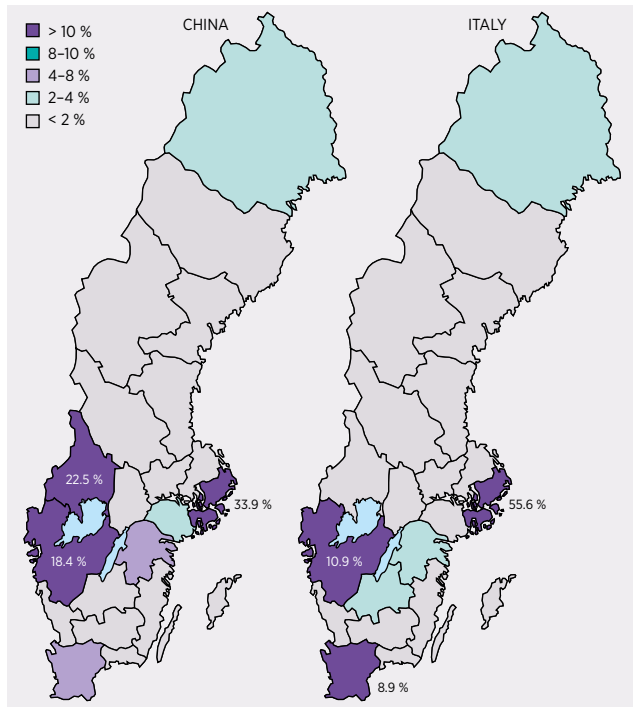


China and Italy

Nights spent by visitors from China were more widely distributed across Sweden than those by visitors from other non-European markets, and were many in Värmland and Östergötland, in addition to Sweden’s three metropolitan regions. The regions that have grown the fastest in relative figures are Norrbotten and Södermanland by over 400 per cent each since 2008. The number of nights spent has increased most in Stockholm County, Värmland and Västra Götaland since 2008. Total nights spent by visitors from Italy have fallen by 8 per cent since 2008. Nights spent in Stockholm County have decreased, remained the same in Västra Götaland and increased sharply in Västernorrland and in Halland by almost 114 percent and 82 per cent, respectively, since 2008.

Regional share of total number of nights spent in Sweden by visitors from China and Italy in 2015 in per cent

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



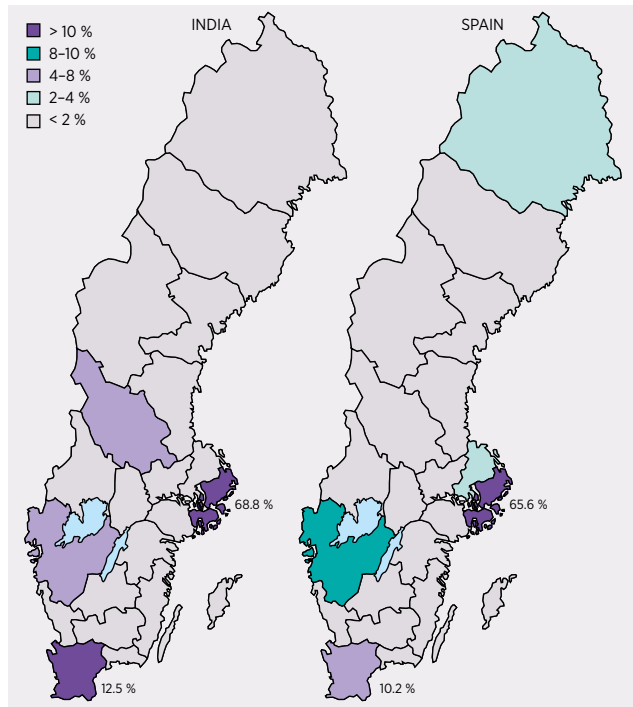
India and Spain

It was characteristic that nights spent by visitors from India and Spain were concentrated on Stockholm County, with nearly 70 per cent of the total volumes. The most additional nights spent by visitors from India were recorded in Stockholm County (+81,000 or nearly 80 per cent of the total growth since 2008).

Like China, India has grown strongly since 2008 in relative terms by over 240 per cent. The number of nights spent by visitors from Spain has declined by 3 per cent in relative terms. Jämtland and Uppsala are growing while Stockholm County and Västra Götaland have declined.

Regional share of total number of nights spent in Sweden by visitors from India and Spain in 2015 in per cent

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



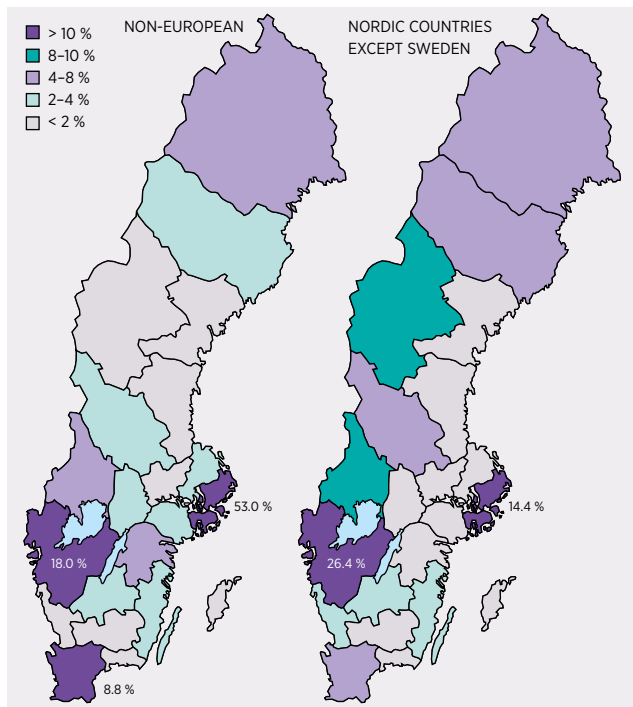
Four out of five long-distance visitors spent nights in Sweden's metropolitan regions

With 3 million nights spent in 2015, the non-European markets accounted for 20 per cent of all nights spent by visitors from abroad. The biggest increases were recorded in Stockholm County along with Västra Götaland and Skåne. The number of nights spent has also increased greatly in Värmland, Norrbotten and Östergötland.

The majority of nights spent by visitors from our Nordic neighbouring countries are spent outside Sweden's three metropolitan regions, but Västra Götaland is the single largest region, with a 26 per cent share. In 2015, nights spent by visitors from our Nordic neighbouring countries accounted for 35 per cent of all nights spent by visitors from abroad.

Regional share of total number of nights spent in Sweden from all non-European markets/countries and from the Nordic countries except Sweden during 2015 in per cent

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



A high proportion of foreign boat nights in guest harbours

During 2015, the number of foreign boat nights (one boat, one night) spent in Swedish guest harbours was 135,541 or 37 per cent of all boat nights spent. The largest foreign markets measured as a proportion of the total number of foreign boat nights spent were Norway with 32 per cent, Germany with 27 per cent and Denmark with just over 19 per cent. The number of nights spent by visitors from abroad (one guest, one night) also increased by 37 per cent in 2015. In total, 347,017 nights spent by visitors from abroad were registered during 2015.

Boat nights spent in Swedish guest harbours, private recreational craft per foreign market/country, 2015

Source: Swedish Agency for Economic and Regional Growth/RGS

Market/Country	Number
Norway	43 956
Germany	36 630
Denmark	25 651
Finland	10 989
Netherlands	7 326
Rest of EU	7 326
World	3 663
Total	135 541

Number of nights spent in Swedish guest harbours, private recreational craft per foreign market/country, 2015

Source: Swedish Agency for Economic and Regional Growth/RGS

Market/Country	Number
Norway	112 546
Germany	93 788
Denmark	65 652
Finland	28 136
Netherlands	18 758
Rest of EU	18 758
World	9 379
Total	347 017

Foreign ownership of holiday homes is increasing

During 2015, there were a total of 575,384 holiday homes in Sweden, of which 37,438 or 6.5 per cent had foreign owners. Compared with 2014, the number of holiday homes with owners from abroad increased by nearly 380 which corre-

sponds to one per cent. During 2015, the number of holiday homes with owners from Norway, Germany and the rest of the world increased, while the number with owners from Denmark and the Netherlands decreased somewhat.

Holiday homes in Sweden with foreign owners, 2015

Source: SCB

Holiday homes with foreign owners from:	Number	Proportion of total number holiday homes with foreign owners (%)	2014/15, %
Denmark	11 267	30.1	-1.6
Norway	11 474	30.6	4.2
Germany	10 114	27.0	0.2
Netherlands	1 413	3.8	-0.7
Other countries + unknown country	3 170	8.5	3.6
Total	37 438	100.0	1.0

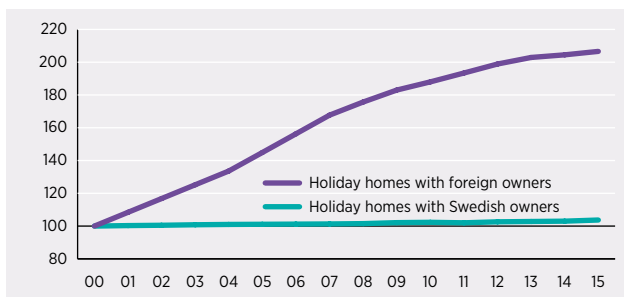
The number of holiday homes with foreign owners has doubled since 2000

Since 2000, the number of holiday homes in Sweden has increased by a total of 38,438, from 536,946 to 575,348, equivalent to 7.2 per cent. During the same period, the number of holiday homes with foreign owners has increased dramatically, from 19,316 to 37,438, an increase of 106.6 per cent. The corresponding increase in the number of holiday homes with Swedish owners was 19,122, from 518,824 to 537,646, equivalent to 3.7 per cent. Of the foreign owners, a total of nearly 92 per cent came from Denmark, Norway, Germany and the Netherlands.

Index for the development of the number of holiday homes with foreign and Swedish owners, respectively, in Sweden.

Index 2000 = 100

Source: SCB

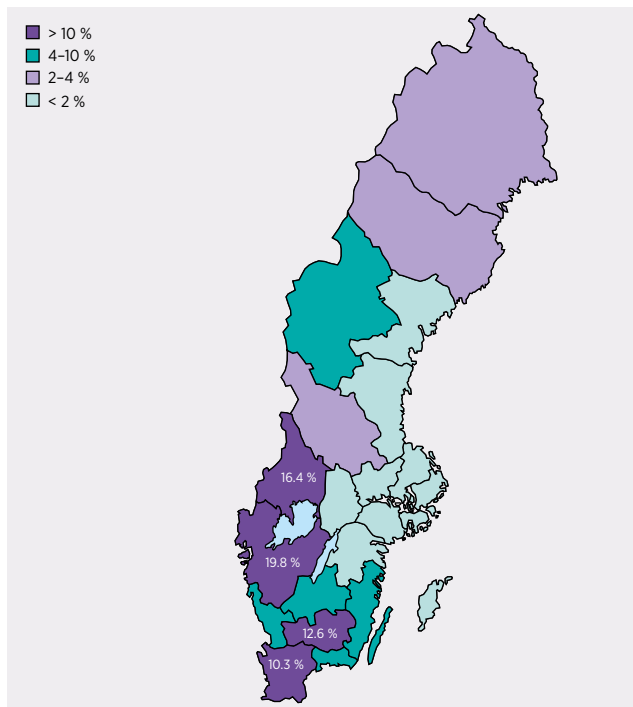


The largest number of holiday homes with foreign owners in Västra Götaland

Holiday homes with foreign owners are located primarily in the southern and western parts of Sweden. In 2015, the number was greatest in Västra Götaland with 7,408 or almost 20 per cent of all holiday homes in Sweden with foreign owners. Värmland also had a high proportion, with 16.2 per cent, as did Kronoberg, with 12.6 per cent and Skåne, with 10.3 per cent. Just over 41 per cent of holiday homes in the Kronoberg region had foreign owners. Another region where a large proportion of holiday homes had foreign owners was Värmland, with 24 per cent. Stockholm County and Uppsala, Södermanland, Gotland and Norrbotten were the regions in Sweden which had the lowest shares of holiday homes with foreign owners.

Regional share of total number of holiday homes with foreign owners in Sweden, 2015 in per cent

Source: SCB



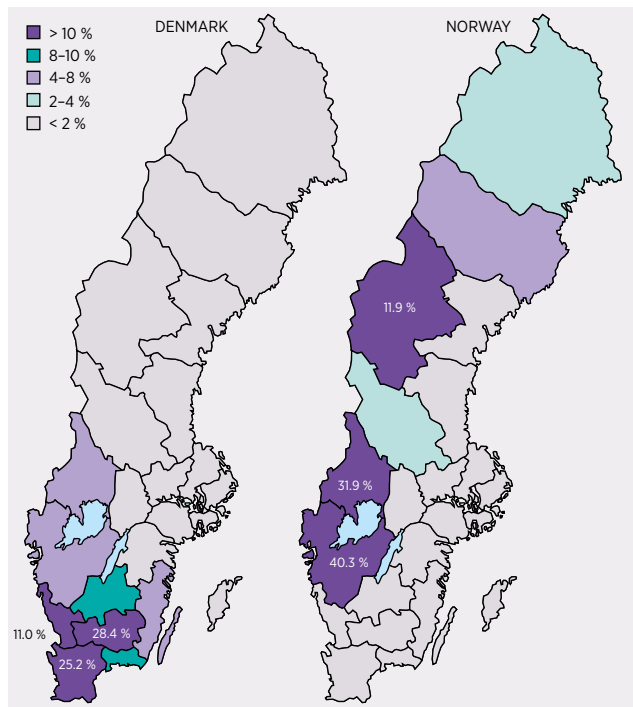
The majority of foreign owners of holiday homes from Norway

In 2015, 11,474 holiday homes in Sweden had owners from Norway, particularly those in the western and northern parts of the country. Out of all holiday homes with Norwegian owners, Västra Götaland had the highest proportion, with 40.3 per cent. This was followed by Värmland, with 31.10 per cent, and Jämtland, with 11.9 per cent.

During the same period, 11,267 Swedish holiday homes had Danish owners. Ownership was concentrated in regions in southern and western Sweden. The proportions of Danish owned holiday homes in Sweden was highest in Kronoberg (28.2 per cent), followed by Skåne (25.2 per cent).

Regional share of total number of holiday homes with foreign owners from Denmark and Norway, 2015 in percent

Source: SCB



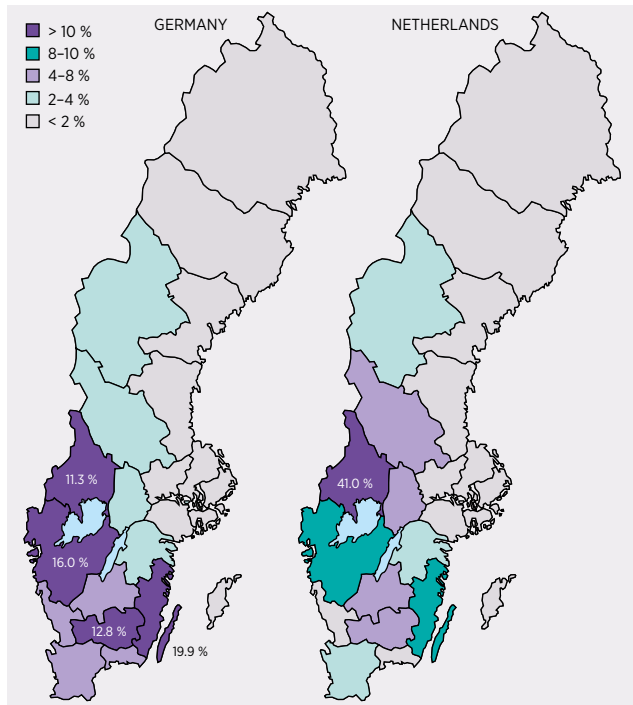
Holiday home owners from Germany and the Netherlands the majority in southern and western Sweden

The number of holiday homes with German owners was 10,114 in 2015. Ownership was concentrated in regions in southern and western Sweden, with the highest proportions in Kalmar County (19.9 per cent), Västra Götaland (16 per cent), and Kronoberg (12.8 per cent).

The 1,413 holiday homes with owners from the Netherlands were strongly concentrated in Värmland, where their share was 41.0 per cent, and Västra Götaland (9.6 per cent).

Regional share of total number of holiday homes with foreign owners from Germany and the Netherlands, 2015 in per cent

Source: SCB



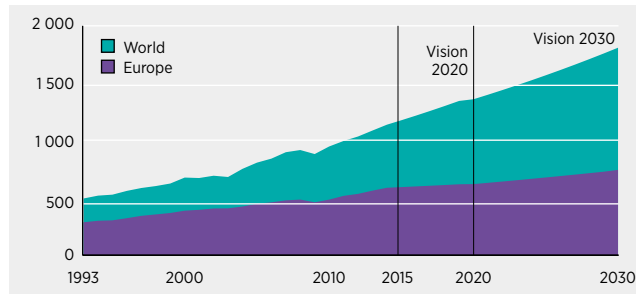
International tourism

The World Tourism Organization predicts continued growth

In 2011, the UN World Tourism Organization (UNWTO) published a new prediction for the anticipated trends in global travel to 2020 and 2030: “Tourism Toward 2030”. The UNWTO predicts a global rise in international travel of nearly 45 per cent to a total of 1.36 billion journeys by 2020. By 2030, global travel is expected to have risen by just over 90 per cent to a total of 1.8 billion journeys. An increase of nearly 30 per cent to a total of 620 million journeys is predicted for travel to and within Europe, and by just over 50 per cent to a total of 744 million journeys by 2030.

UNWTO's vision for the trends in international travel per part of the world from 2010 to 2030 and the outcome to 2015. Number of journeys

Source: UNWTO



Europe, North and South America expected to increase less than the rest of the world

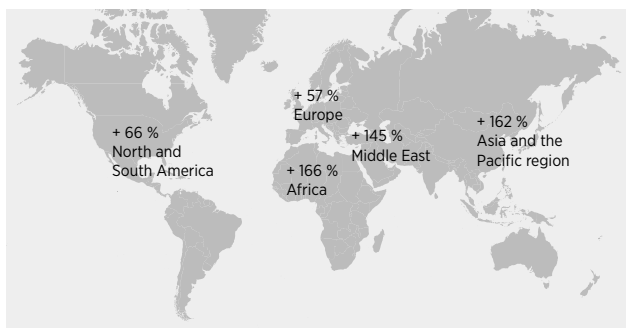
As illustrated in the map below, with the exception of Asia and the Pacific region, the parts of the world that currently have the lowest proportions of international travel will increase most up to 2030. Africa, with annual growth of approximately 5 per cent, is anticipated to be the region where travel will increase most up to 2030. Asia and the Pacific region, which already account for approximately 22

per cent of global travel, are expected to increase by nearly as much (4.9 per cent per annum).

The Middle East is also expected to have high growth of 4.6 per cent per annum. North and South America and Europe are expected to increase least, with annual growth rates of 2.6 per cent and 2.3 per cent, respectively, up to 2030.

UNWTO's vision for the trends in international travel per part of the world from 2010 to 2030

Source: UNWTO



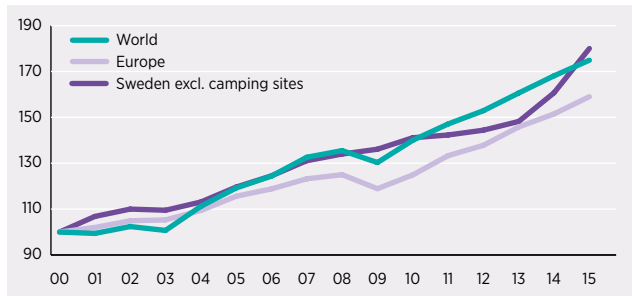
Long-term increase in Sweden

According to the UN World Tourism Organization (UNWTO), international travel worldwide has increased by 75 per cent since 2000. The total number of international arrivals worldwide was estimated at just over 1.2 billion in 2015. In recent years, strong growth in Asia, in particular, has accounted for a large portion of the worldwide increase. In Europe, the increase since 2000 has been just over 60 per cent. Foreign tourism to Sweden, measured in the number of nights spent by visitors from abroad in hotels, holiday villages and youth hostels, has increased by just over 80 per cent in the same period. In 2015, international travel increased by 4.0 per cent globally and by 5.0 per cent in Europe, while the number of nights spent by foreigners in Sweden increased by a total of 10.4 per cent.

Index of International travel in the world and in Europe with overnight stays (UNWTO) as well as volumes of foreign visitors staying at hotels, holiday villages and youth hostels in Sweden (Swedish Agency for Economic and Regional Growth/Statistics Sweden).

Index 2000 = 100

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

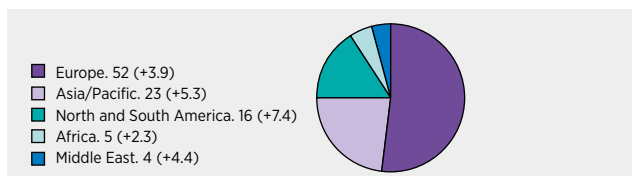


The number of arrivals increased the most in Europe in 2015

Global travel reached 1.2 billion international arrivals during 2015 – an increase of 46 million or 4.0 per cent compared with 2014. Travel to and within all parts of the world increased. Europe was the part of the world where travel increased most in 2015 (+29 million international arrivals) which corresponds to an increase of 5 per cent. Travel also increased by 4.3 per cent in each of Asia and the Pacific Region and North and South America. The Middle East increased by 2.3 per cent and Africa by 2.0 per cent during 2015.

Share of international arrivals with overnight stays distributed by part of the world in 2015, with change from 2014 in per cent

Source: UNWTO



Definitions and sources

What is tourism?

According to the United Nations and the internationally accepted definition, “Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes” Consequently, the definition comprises in principle all activities and consumption directly linked to travel, including business travel.

By definition, it is the consumer and not what is produced that determines what is tourism. This should be seen in the light of the usual method of reporting the effects of various sectors, industries or trades on the economy, in which the effects are measured from the production side. The economy arising as a result of tourism and travel is distributed over a wide range of different sectors. However, in principle there is just one sector in which 100 per cent of the value is attributable to tourism and travel, and that is the travel agency and tour operator sector. For the same reasons, only around half of the activities in the hotel and restaurant sector are attributable to tourism, since the remaining value, in particular at restaurants, arises as a result of consumption by the local population and is therefore, by definition, not tourism.

Consistency in terminology

Consistency in terminology is critical for a successful information culture and the development of knowledge. It is difficult to develop and work with tourism statistics and statistics-based information if the terms and definitions used are not distinctive and established among those who both produce and use the information. The UN World Tourism Organization (UNWTO) has worked with several international organisations to prepare recommendations for the terms to use in tourism statistics. These recommendations

are reported in the publication (in Swedish) “Turismens begreppsnyckel” which can be downloaded from www.tillvaxtverket.se/publikationer. Definitions of some of these basic concepts are provided below.

Forms of tourism

When referring to travel that crosses national borders, tourism is divided into three basic forms: domestic tourism, inbound tourism and outbound tourism. “Country” in this definition may be replaced by region, municipality or any other administrative area.

In this publication, information with reference to the first two basic forms of tourism is reported separately, but also as the sum of domestic and inbound volumes in Sweden under the heading “Tourism in Sweden”.

Domestic tourism

Domestic tourism comprises the activities of a resident visitor within the country of reference, either as part of a domestic tourism trip or part of an outbound tourism trip.

Inbound tourism

Inbound tourism comprises the activities of a non-resident visitor within the country of reference on an inbound tourism trip.

In the chapter “International tourism” the volumes I reported in terms of the number of international arrivals.

Sources for Tourism in Sweden 2015

Below are brief descriptions of the sources, studies and statistics used in Tourism in Sweden.

World Tourism Organization (UNWTO)

The United Nations World Tourism Organization (UNWTO) is based in Madrid. UNWTO collects, analyses and publishes data on the growth of tourism at the global level. UNWTO has also worked with several international organisations to

prepare recommendations for the terms and definitions to be used in tourism statistics.

Tourism Satellite Accounts (TSA)

Sweden has adopted the United Nations internationally accepted definition of tourism. Since 2000, tourism's effects on the economy, exports and employment are measured in Sweden through Tourism Satellite Accounts, which aggregate the portions of consumption derived from tourism within various industries in the national accounts. Each TSA measures the value of the direct consumption of Swedish goods and services by both domestic and foreign travellers. The Tourism Satellite Account (TSA) method is an internationally accepted method developed by the World Tourism Organization (UNWTO), a United Nations body, in cooperation with the OECD and industry organisations. In Sweden, these accounts are prepared by the National Accounts division at Statistics Sweden (SCB) on assignment from the Swedish Agency for Economic and Regional Growth. In the same way as with other national accounts, the time series are revised each year, and consequently previous time series are not comparable with the most recently published data.

Travel expenditure statistics in the balance of payments

Statistics Sweden (SCB) produces quarterly statistics on travel expenditure growth, on assignment from the Riksbank, as part of the statistics on the balance of payments. The travel expenditure statistics show purchases and sales of currency. Purchases of Swedish currency generate an export value and purchases of foreign currency generate an import value. Swedes' expenditure when travelling abroad is therefore an import, and expenditure in Sweden by visitors from abroad is an export. Statistics Sweden (SCB) has recently revised the time series for travel expenditure.

Accommodation statistics

Accommodation statistics are part of Sweden's official statistics and are produced by Statistics Sweden (SCB) on assignment from the Swedish Agency for Economic and Regional Growth. The statistics include hotels, holiday villages, youth hostels, camping sites and commercially arranged rentals in private cottages and apartments (PCAs). They show among other things volumes for the number of nights spent (guest nights), the guests nationality, the number of sold rooms, the average income per room and the occupancy rate distributed over time and for different parts of Sweden. Just over 4,000 establishments supply data each month. The statistics are reported back to those who supply the data. On assignment from the Swedish Agency for Economic and Regional Growth, SCB publishes parts of the accommodation statistics in a statistics database that is freely available on the Internet. Data at municipality level or for other special groupings can be ordered directly from SCB.

Guest harbour statistics

Guest harbour statistics are collected by Riksföreningen Gästhamnar Sverige, Sweden's national association of guest harbours on assignment from the Swedish Agency for Economic and Regional Growth. The statistics, which show boat nights (one boat, one night) and nights spent (one guest, one night) distributed by region and the home country of the guest, are collected in classified guest harbours along the coast of Sweden and are reported annually.

Guest harbour statistics for 2015 are not comparable with those of previous years due to the fact Riksföreningen Gästhamnar Sverige have changed their collection method between 2014 and 2015 in order to increase the quality of the statistics.

Statistics on holiday homes

Statistics Sweden (SCB) compiles statistics on the ownership of holiday homes in Sweden. The statistics contain information on the nationality of owners and where the holiday homes are located.

Data sources

Swedish Agency for Economic and Regional Growth and data from:

- World Tourism Organization (UNWTO)
- National Accounts at SCB
- Sveriges Riksbank/SCB
- Riksföreningen Gästhamnar Sverige (RGS)
- Statistics Sweden (SCB)

**The report may be quoted, but
you must always indicate the source**

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Facts about Swedish tourism

The Swedish Agency for Economic and Regional Growth is the authority responsible for tourism and issues related to the tourism industry and carries out initiatives for the promotion of tourism enterprises and entrepreneurship. The Swedish Agency for Economic and Regional Growth is also responsible for producing and disseminating knowledge about tourism's development in Sweden with a particular responsibility for the accommodation statistics that form part of Sweden's official statistics.

You can find more facts in Swedish about the development of tourism in Sweden on the website of the Swedish Agency for Economic and Regional Growth www.tillvaxtverket.se under the headings Fakta och statistik and Turism where you can also download this publication.