

24/09

# HOTEL MARKET UPDATE

NORDIC  
HOTEL  
MARKET  
TRENDS  
AND  
ECONOMIC  
INDICATORS



**Annordia**

HOSPITALITY CONSULTING



## Annordia is conducting an operator search for Sälen's Högfjällshotell on behalf of Skistar

Located in Sälen, one of the most popular winter destinations in the country, this well-established hotel has an excellent ski-in/ski-out location on Högfjället. The hotel comprises 106 guest rooms, several restaurants and bars, six conference rooms, and an event venue with a capacity for up to 1,500 people. The hotel also features a cinema, a wellness area, and staff accommodations.

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#### Market analysis

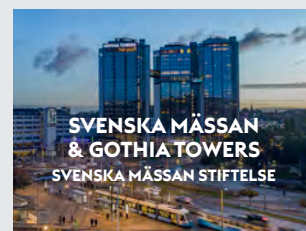
Establish the feasibility of a potential hotel investment.



CLARION HOTEL  
SÖDERTÄLJE  
STADSRUM

#### Concept development

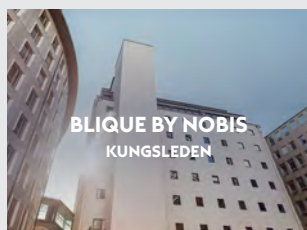
Hotel planning and optimisation based on market characteristics.



SVENSKA MÄSSAN  
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#### Lease advisory

Adding value in rent review, lease renewals and valuations.



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Recruitment of suitable hotel operators on favourable terms.



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## HOTEL MARKET UPDATE

*Welcome to Annordia's monthly market snapshot Hotel Market Update. In this report you'll find important statistical information in respect of the Swedish and Nordic hotel markets.*

Annordia has undertaken significant research and analysis of every aspect of the hospitality industry. Over time, we have built comprehensive databases with the latest market information in order to support our consultancy services. We therefore have a unique insight into current market dynamics that we gladly share and which we hope helps to grow your interest in the hotel sector.

### TALKING POINTS OF THE MONTH

The hotel market statistics for Sweden in July 2024 were practically identical to July 2023 for the main key metrics. The number of rooms sold increased by almost 2 percent while occupancy rate, ADR and RevPAR remained the same.

However, we saw larger variations among the 25 largest hotel municipalities in Sweden. Gothenburg for example saw a 2.1 percent increase in the number of rooms sold despite the fact that there were no concerts at Ullevi, compared to in July 2023 when Coldplay had four concerts with 67 000 spectators each and most hotels were fully booked for a week. The consequences of the lack of concerts were instead that the ADR decreased by 20.4 percent which led to a decrease in RevPAR by 21.4 percent.

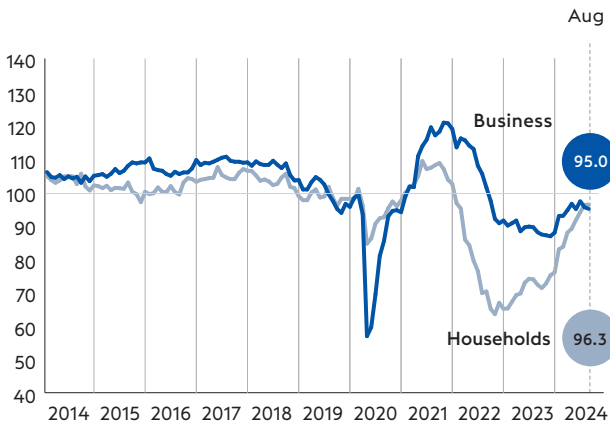
Stockholm and neighboring municipality Solna saw single-digit increases in the number of rooms sold and occupancy rate and larger increases in ADR and RevPAR. Solna in particular saw a 32 percent increase in ADR and a 40 percent increase in RevPAR compared to July 2023.

Furthermore, none of the Nordic countries and capitals saw a decrease in any of the main key metrics compared to July 2023, nor were there any significant increases.

- The value of the Swedish Krona increased relative to both the Euro and the US Dollar – see exchange rates on page 2.
- The unemployment rate in Sweden remains at 8.3 percent.
- 15 out of the 25 largest municipalities in Sweden had a negative development in ADR. However, it remained unchanged in Sweden as a whole compared to the same month last year.

## MACRO INDICATORS IN SWEDEN

In August, the business confidence indicator decreased by 0.5 units to 95.0, while the household indicator continued its nine-month upward trend, reaching 96.3 units. Both indicators still reflect a weak sentiment.

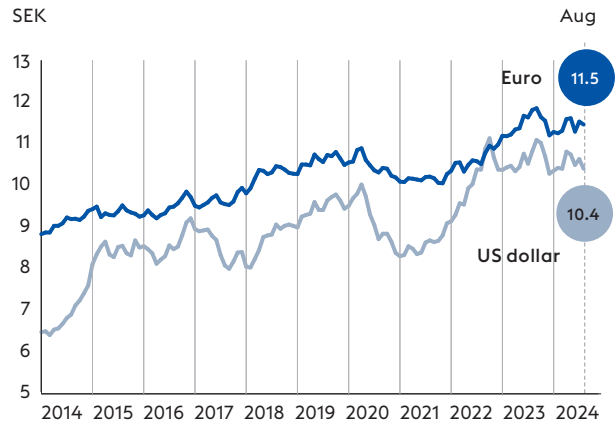


Confidence indicators for business and households in Sweden, up to and including August.

Source: The National Institute of Economic Research

Confidence indicators are an overall measure of the overall perceptions and expectations of business and households.

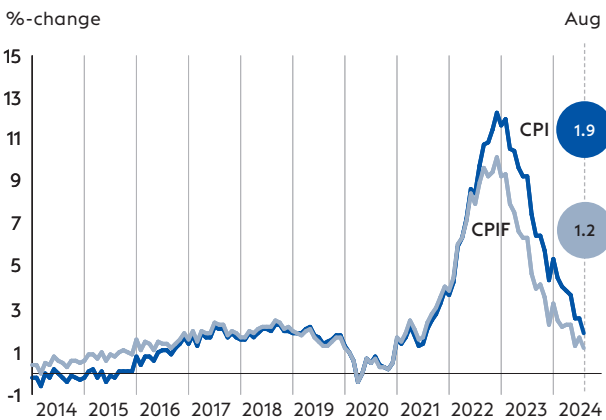
In August, the exchange rates for the Swedish Krona strengthened by 0.23 krona against the US Dollar and 0.07 krona against the Euro.



The development of the Swedish Krona against the Euro and the US dollar, up to and including August.

Source: The Central Bank of Sweden

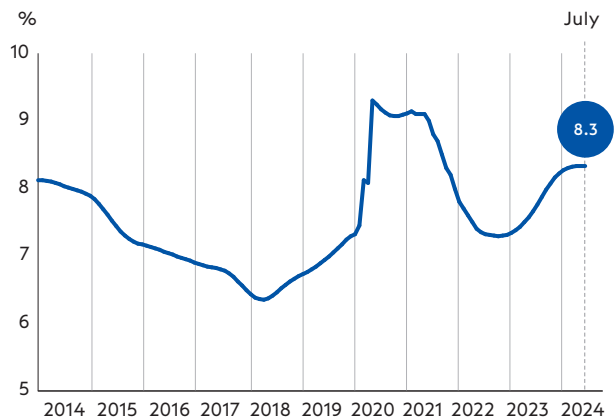
The inflation rate according to the Consumer Price Index (CPI) was 1.9 percent in August, which was 0.7 percentage units lower than in July. Meanwhile, the Consumer Price Index with fixed interest rates (CPIF) decreased from 1.7 in July to 1.2 in August.



The inflation rate (CPI and CPIF) in the Swedish economy, up to and including August.

Source: Statistics Sweden

According to the trend, the unemployment rate remained the same in July compared to June.



Unemployment (trend) as a percentage of the Swedish market up to and including July.

Source: The laborforce survey (Statistics Sweden)

1.9%

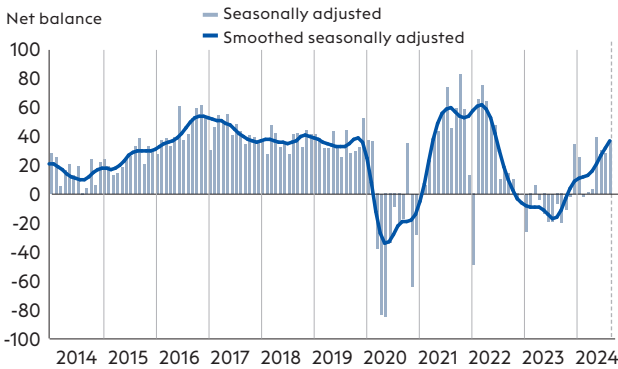
AUGUST INFLATION RATE CPI

1.2%

AUGUST INFLATION RATE CPIF

## SWEDISH HOTEL MARKET SUMMARY

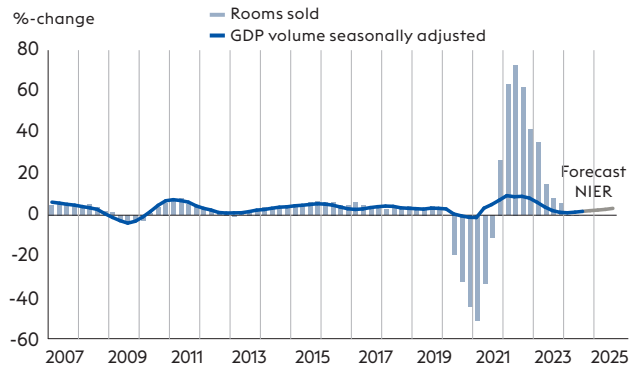
The seasonally adjusted and smoothed expectation of future demand increased to 37 units. About 51 percent of the surveyed companies in August anticipate an unchanged demand in the next three months.



Swedish hotel companies' expectations of demand for their services in the next 3 months, up to and including August.

Source: The National Institute of Economic Research  
Net balance: See definitions on page 8

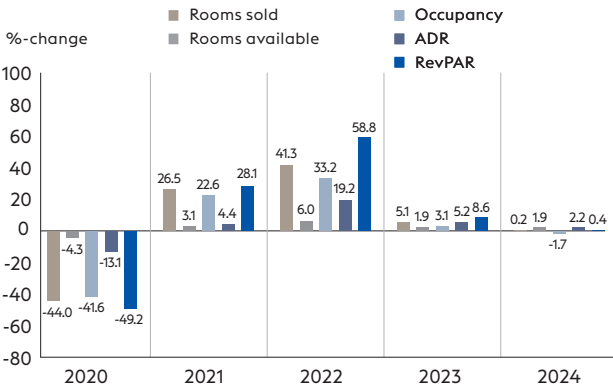
The GDP forecast anticipates a slow positive trend for the coming few quarters. Historically, the connection between GDP and the hotel industry has been strong.



Development of occupied hotel rooms and GDP (volume) in Sweden, 4-quarter rolling averages.

Source: The Swedish Growth Agency/Statistics Sweden & the National Institute of Economic Research

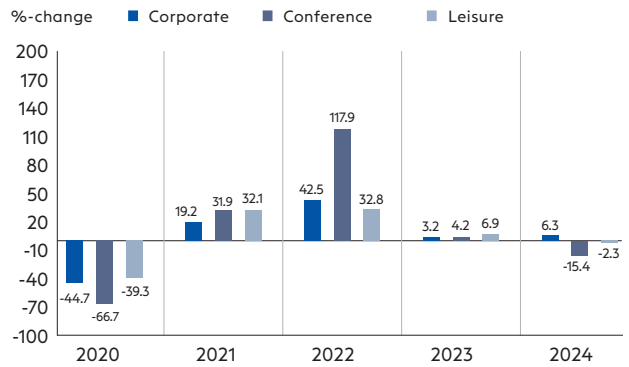
The number of rooms sold increased slightly while the number of rooms available increased by 1.9 percent in Jan-July 2024 compared to the previous year. Despite a decline in the occupancy rate by 1.7 percent, the ADR continued to rise.



Development of key performance indicators in the Swedish hotel market, compared to the previous year, up to and including July.

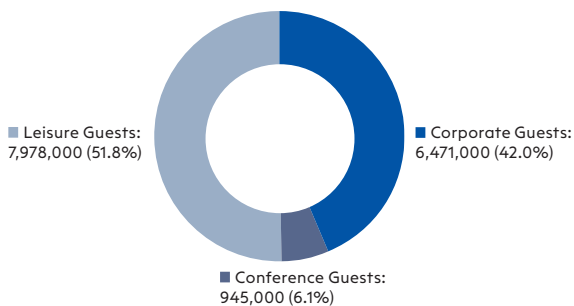
Source: The Swedish Growth Agency/Statistics Sweden

The conference and leisure segments year-to-date in 2024 decreased in the number of rooms sold compared to the same period in 2023, with reductions of 15.4 and 2.3 percent respectively. However, the corporate segment saw an increase of approximately 6.3 percent.



Percentage change of occupied hotel rooms by demand segmentation in the Swedish hotel market compared to the previous year, up to and including July.

Source: The Swedish Growth Agency/Statistics Sweden



The business segment accounted for 42 percent of the occupied rooms in Sweden year-to-date 2024.

Distribution of occupied hotel rooms between different demand segments in the Swedish hotel market, Jan-July 2024.

Source: The Swedish Growth Agency/Statistics Sweden

## TRENDS IN SWEDEN'S 25 LARGEST HOTEL MUNICIPALITIES

	MONTH JULY											
	ROOMS SOLD			OCCUPANCY			ADR			REVPAR		
	2024	2023		2024	2023		2024	2023		2024	2023	
	000s		%-CHANGE	%	%	%-CHANGE	SEK	SEK	%-CHANGE	SEK	SEK	%-CHANGE
STOCKHOLM	537	518	3.6	75.5	75.2	0.4	1,464	1,301	12.6	1,105	978	13.0
GOTHENBURG	297	290	2.1	85.4	86.5	-1.3	1,413	1,776	-20.4	1,207	1,537	-21.4
MALMÖ	137	139	-1.7	81.4	82.6	-1.4	1,033	1,041	-0.8	841	861	-2.2
SIGTUNA	66	67	-0.8	64.6	67.0	-3.6	876	871	0.6	566	583	-3.0
SOLNA	49	46	7.7	55.8	52.7	5.9	1,028	779	32.0	574	410	39.8
JÖNKÖPING	51	52	-2.6	71.1	74.0	-3.9	1,004	1,026	-2.2	714	759	-6.0
HELSINGBORG	54	56	-3.5	80.9	84.0	-3.7	1,347	1,389	-3.0	1,090	1,167	-6.6
UMEÅ	46	44	3.1	68.8	66.5	3.4	803	892	-10.0	552	593	-6.9
UPPSALA	38	36	3.7	62.8	61.0	2.9	785	812	-3.3	493	495	-0.4
LINKÖPING	43	41	5.2	67.2	64.2	4.7	946	909	4.1	636	584	9.0
LUND	37	37	-1.6	67.0	68.4	-2.0	1,011	972	3.9	677	665	1.8
KARLSTAD	41	37	9.2	84.8	85.8	-1.2	1,049	1,054	-0.5	889	905	-1.7
ÖREBRO	36	35	2.6	70.8	68.7	3.0	941	949	-0.8	666	652	2.2
VÄSTERÅS	29	29	-1.9	63.4	65.1	-2.5	1,002	1,030	-2.8	635	670	-5.2
SUNDSVALL	39	38	2.3	71.1	68.8	3.3	988	972	1.6	702	669	4.9
NORRKÖPING	39	38	3.1	75.6	73.6	2.7	1,339	1,404	-4.7	1,012	1,034	-2.1
LULEÅ	28	25	10.0	72.5	66.2	9.5	963	954	0.9	698	631	10.5
GOTLAND	48	50	-3.7	78.7	79.9	-1.5	1,865	1,859	0.3	1,468	1,484	-1.1
NACKA	30	27	10.8	74.6	64.0	16.5	1,242	1,368	-9.2	926	875	5.8
HALMSTAD	39	36	8.3	81.5	77.7	4.9	1,600	1,774	-9.8	1,305	1,378	-5.4
GÄVLE	24	25	-0.9	75.0	74.4	0.7	1,079	1,042	3.6	809	775	4.3
ÖSTERSUND	25	24	6.4	88.8	83.5	6.3	1,160	1,176	-1.4	1,029	982	4.8
VÄXJÖ	19	18	3.9	64.4	62.4	3.3	922	930	-0.8	593	580	2.4
KALMAR	26	26	-1.4	92.3	93.7	-1.5	1,662	1,544	7.6	1,535	1,447	6.0
SÖDERTÄLJE	16	16	0.5	50.5	50.0	0.9	1,056	913	15.6	533	457	16.6
SWEDEN	2,852	2,806	1.7	69.9	69.7	0.3	1,253	1,253	0.0	875	873	0.2

The most positive rate of change for each variable is highlighted in grey.

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

## YEAR-TO-DATE, JANUARY – JULY

	ROOMS SOLD			OCCUPANCY			ADR			REVPAR		
	2024	2023		2024	2023		2024	2023		2024	2023	
	000s		%-CHANGE	%	%	%-CHANGE	SEK	SEK	%-CHANGE	SEK	SEK	%-CHANGE
STOCKHOLM	3,236	3,176	1.9	67.3	67.3	0.0	1,508	1,382	9.1	1,015	930	9.1
GOTHENBURG	1,490	1,512	-1.5	63.9	68.4	-6.5	1,177	1,360	-13.5	752	929	-19.1
MALMÖ	741	748	-0.9	65.7	66.1	-0.7	1,067	998	6.9	701	660	6.2
SIGTUNA	454	463	-1.9	60.8	62.6	-2.8	1,054	1,055	-0.1	641	661	-2.9
SOLNA	342	326	4.7	56.8	52.1	9.2	1,099	1,036	6.0	625	540	15.8
JÖNKÖPING	271	251	7.6	56.3	53.8	4.7	1,045	1,027	1.7	588	553	6.4
HELSINGBORG	252	252	0.0	55.7	57.6	-3.2	1,110	1,111	-0.1	619	640	-3.3
UMEÅ	266	271	-1.9	58.8	60.8	-3.4	937	930	0.8	550	565	-2.6
UPPSALA	246	259	-5.0	60.2	63.4	-5.0	959	1,025	-6.5	577	650	-11.2
LINKÖPING	248	242	2.5	57.2	55.9	2.3	938	909	3.2	536	508	5.7
LUND	220	206	6.9	57.9	57.2	1.2	1,082	1,047	3.4	626	599	4.6
KARLSTAD	203	189	7.2	64.9	63.8	1.8	1,061	984	7.8	689	628	9.7
ÖREBRO	214	210	1.9	61.2	60.9	0.6	1,066	1,048	1.7	653	638	2.3
VÄSTERÅS	205	205	0.3	66.2	67.7	-2.2	1,135	1,055	7.6	752	714	5.2
SUNDSVALL	196	197	-0.9	51.9	52.2	-0.5	932	933	-0.1	484	487	-0.6
NORRKÖPING	193	181	6.8	56.7	54.0	4.9	1,114	1,140	-2.3	632	616	2.6
LULEÅ	168	167	0.6	64.5	64.8	-0.4	1,063	1,018	4.4	686	660	3.9
GOTLAND	154	157	-1.5	49.2	51.2	-4.0	1,411	1,391	1.4	694	713	-2.6
NACKA	168	156	7.5	59.9	53.6	11.8	1,354	1,457	-7.1	811	781	3.9
HALMSTAD	167	157	6.3	54.9	53.5	2.6	1,212	1,327	-8.7	665	710	-6.3
GÄVLE	131	140	-6.3	61.4	63.2	-2.8	1,046	1,000	4.6	642	632	1.7
ÖSTERSUND	129	127	1.4	66.3	66.4	-0.1	987	980	0.7	654	650	0.6
VÄXJÖ	115	119	-3.1	58.3	60.7	-4.1	1,050	1,028	2.2	612	624	-2.0
KALMAR	111	116	-3.8	59.1	63.5	-6.9	1,171	1,140	2.7	692	724	-4.4
SÖDERTÄLJE	102	107	-4.5	50.8	48.5	4.7	1,118	1,013	10.4	568	492	15.6
SWEDEN	15,393	15,370	0.2	56.0	56.9	-1.7	1,202	1,177	2.2	673	670	0.4

The most positive rate of change for each variable is highlighted in grey.

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

	12-MONTH ROLLING, AVERAGE AUGUST - JULY											
	ROOMS SOLD			OCCUPANCY			ADR			REVPAR		
	2024	2023		2024	2023		2024	2023		2024	2023	
	000s		%-CHANGE	%	%	%-CHANGE	SEK	SEK	%-CHANGE	SEK	SEK	%-CHANGE
STOCKHOLM	5,667	5,625	0.8	69.0	68.6	0.6	1,492	1,382	8.0	1,030	948	8.6
GOTHENBURG	2,625	2,588	1.4	65.8	69.3	-5.1	1,202	1,352	-11.1	790	937	-15.6
MALMÖ	1,300	1,288	0.9	66.7	66.2	0.8	1,053	998	5.5	702	660	6.3
SIGTUNA	800	796	0.5	61.8	63.1	-2.0	1,049	1,054	-0.5	648	665	-2.5
SOLNA	599	577	3.8	57.5	52.6	9.3	1,081	1,033	4.7	621	543	14.4
JÖNKÖPING	464	444	4.6	56.1	55.6	0.9	1,065	1,086	-1.9	597	604	-1.0
HELSINGBORG	435	429	1.3	56.2	56.9	-1.2	1,107	1,101	0.5	622	626	-0.7
UMEÅ	464	464	0.0	60.3	61.7	-2.3	945	914	3.4	571	564	1.1
UPPSALA	436	441	-1.1	61.8	64.8	-4.7	997	1,013	-1.6	616	657	-6.2
LINKÖPING	430	422	1.8	58.6	57.1	2.8	941	908	3.6	552	518	6.5
LUND	381	354	7.6	58.8	56.2	4.7	1,069	1,045	2.3	628	587	7.1
KARLSTAD	353	329	7.1	67.2	64.8	3.6	1,050	1,006	4.4	705	652	8.2
ÖREBRO	373	367	1.6	62.4	62.4	-0.1	1,100	1,062	3.6	686	663	3.5
VÄSTERÅS	364	362	0.7	68.4	68.7	-0.4	1,130	1,051	7.5	774	723	7.0
SUNDSVALL	348	354	-1.6	53.6	54.5	-1.6	947	921	2.8	507	502	1.1
NORRKÖPING	334	322	3.9	57.3	55.8	2.7	1,123	1,136	-1.1	644	634	1.6
LULEÅ	279	287	-2.6	62.6	63.8	-1.8	1,045	970	7.7	654	619	5.7
GOTLAND	267	275	-3.0	49.7	51.6	-3.8	1,340	1,341	-0.1	666	692	-3.8
NACKA	295	285	3.4	60.8	57.0	6.6	1,410	1,464	-3.7	858	835	2.7
HALMSTAD	285	279	2.0	54.6	54.5	0.2	1,215	1,257	-3.4	663	685	-3.2
GÄVLE	234	247	-5.3	62.4	64.1	-2.7	1,054	1,011	4.2	658	648	1.5
ÖSTERSUND	216	219	-1.1	66.4	66.5	-0.1	991	960	3.2	658	639	3.1
VÄXJÖ	203	212	-3.9	60.1	62.7	-4.1	1,064	1,027	3.6	639	644	-0.7
KALMAR	196	203	-3.4	60.6	63.6	-4.7	1,137	1,096	3.7	689	697	-1.1
SÖDERTÄLJE	178	182	-1.8	52.2	50.7	2.9	1,115	1,012	10.1	582	513	13.3
<b>SWEDEN</b>	<b>26,796</b>	<b>26,798</b>	<b>0.0</b>	<b>56.9</b>	<b>57.8</b>	<b>-1.6</b>	<b>1,197</b>	<b>1,170</b>	<b>2.3</b>	<b>681</b>	<b>677</b>	<b>0.7</b>

The most positive rate of change for each variable is highlighted in grey.

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



## NORDIC HOTEL MARKET – COUNTRIES AND CAPITAL CITIES

### MONTH JULY

	ROOMS SOLD			OCCUPANCY			ADR			REVPAR		
	2024	2023		2024	2023		2024	2023		2024	2023	
	000s		%-CHANGE	%	%	%-CHANGE	SEK	SEK	%-CHANGE*	SEK	SEK	%-CHANGE*
<b>SWEDEN</b>	2,852	2,806	1.7	69.9	69.7	0.3	1,253	1,253	0.0	875	873	0.2
<b>DENMARK</b>	1,458	1,411	3.4	71.0	69.0	2.9	N/A	N/A	N/A	N/A	N/A	N/A
<b>FINLAND</b>	1,127	1,105	1.9	61.8	60.9	1.5	1,257	1,225	3.6	777	746	5.1
<b>NORWAY</b>	1,858	1,766	5.2	65.7	63.6	3.3	1,415	1,363	8.0	930	867	11.7
STOCKHOLM	537	518	3.6	75.5	75.2	0.4	1,464	1,301	12.6	1,105	978	13.0
COPENHAGEN	601	586	2.5	79.0	78.0	1.3	N/A	N/A	N/A	N/A	N/A	N/A
HELSINKI	266	244	9.0	66.7	64.2	3.9	1,257	1,223	3.7	839	785	7.8
OSLO	330	319	3.6	69.6	67.9	2.6	1,385	1,396	3.3	964	947	6.0

Source: The Swedish Agency for Economic and Regional Growth/Statistics Sweden, Statistics Norway, Statistics Denmark, Statistics Finland  
\*Changes in ADR and RevPAR are as per the respective changes in local currencies

### YEAR-TO-DATE JANUARY – JULY

	ROOMS SOLD			OCCUPANCY			ADR			REVPAR		
	2024	2023		2024	2023		2024	2023		2024	2023	
	000s		%-CHANGE	%	%	%-CHANGE	SEK	SEK	%-CHANGE*	SEK	SEK	%-CHANGE*
<b>SWEDEN</b>	15,393	15,370	0.2	56.0	56.9	-1.7	1,202	1,177	2.2	673	670	0.4
<b>DENMARK</b>	7,897	7,683	2.8	57.5	56.2	2.3	N/A	N/A	N/A	N/A	N/A	N/A
<b>FINLAND</b>	6,456	6,363	1.5	52.5	52.1	0.7	1,278	1,260	2.4	671	657	3.1
<b>NORWAY</b>	10,152	9,658	5.1	55.1	52.2	5.6	1,331	1,318	5.1	733	688	11.0
STOCKHOLM	3,236	3,176	1.9	67.3	67.3	0.0	1,508	1,382	9.1	1,015	930	9.1
COPENHAGEN	3,489	3,349	4.2	67.7	65.7	3.0	N/A	N/A	N/A	N/A	N/A	N/A
HELSINKI	1,521	1,412	7.7	56.3	53.9	4.3	1,301	1,297	1.2	732	700	5.5
OSLO	2,053	1,986	3.4	64.9	61.6	5.4	1,428	1,471	1.0	927	906	6.4

Source: The Swedish Agency for Economic and Regional Growth/Statistics Sweden, Statistics Norway, Statistics Denmark, Statistics Finland  
\*Changes in ADR and RevPAR are as per the respective changes in local currencies

## 12-MONTH ROLLING AVERAGE AUGUST – JULY

	ROOMS SOLD			OCCUPANCY			ADR			REVPAR		
	2024	2023		2024	2023		2024	2023		2024	2023	
	000s		%-CHANGE	%	%	%-CHANGE	SEK	SEK	%-CHANGE*	SEK	SEK	%-CHANGE*
SWEDEN	26,796	26,798	0.0	56.9	57.8	-1.6	1,197	1,170	2.3	681	677	0.7
DENMARK	13,897	13,615	2.1	58.9	58.2	1.1	N/A	N/A	N/A	N/A	N/A	N/A
FINLAND	11,126	11,025	0.9	52.7	52.4	0.5	1,270	1,255	2.1	669	658	2.6
NORWAY	17,420	16,804	3.7	55.3	52.6	5.0	1,311	1,293	5.6	725	680	10.9
STOCKHOLM	5,667	5,625	0.8	69.0	68.6	0.6	1,492	1,382	8.0	1,030	948	8.6
COPENHAGEN	6,178	5,904	4.6	70.0	67.4	3.8	N/A	N/A	N/A	N/A	N/A	N/A
HELSINKI	2,668	2,535	5.3	57.9	56.0	3.3	1,311	1,321	0.1	759	740	3.5
OSLO	3,652	3,494	4.5	67.1	63.3	6.0	1,427	1,454	2.1	957	921	8.2

Source: The Swedish Agency for Economic and Regional Growth/Statistics Sweden, Statistics Norway, Statistics Denmark, Statistics Finland  
 \*Changes in ADR and RevPAR are as per the respective changes in local currencies

## DEFINITIONS

**Net balance:** Net balance is the difference between the number of positive versus negative responses received from hotels regarding their demand expectations for their services.

**Occupancy:** Rooms sold/Available rooms.

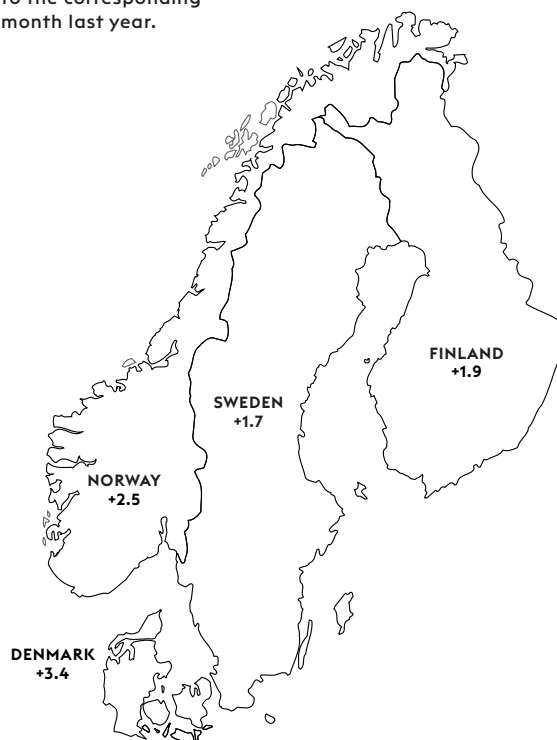
**ADR:** Accommodation revenue/Rooms sold.

**RevPAR:** Occupancy x ADR.

**N/A:** Not available.

## ROOMS SOLD IN THE NORDICS IN JULY

%-change compared to the corresponding month last year.



**21.4%**  
 DECREASE IN REVPAR  
 IN GOTHENBURG, JULY 2024

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Please contact us if you want to know more.

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