

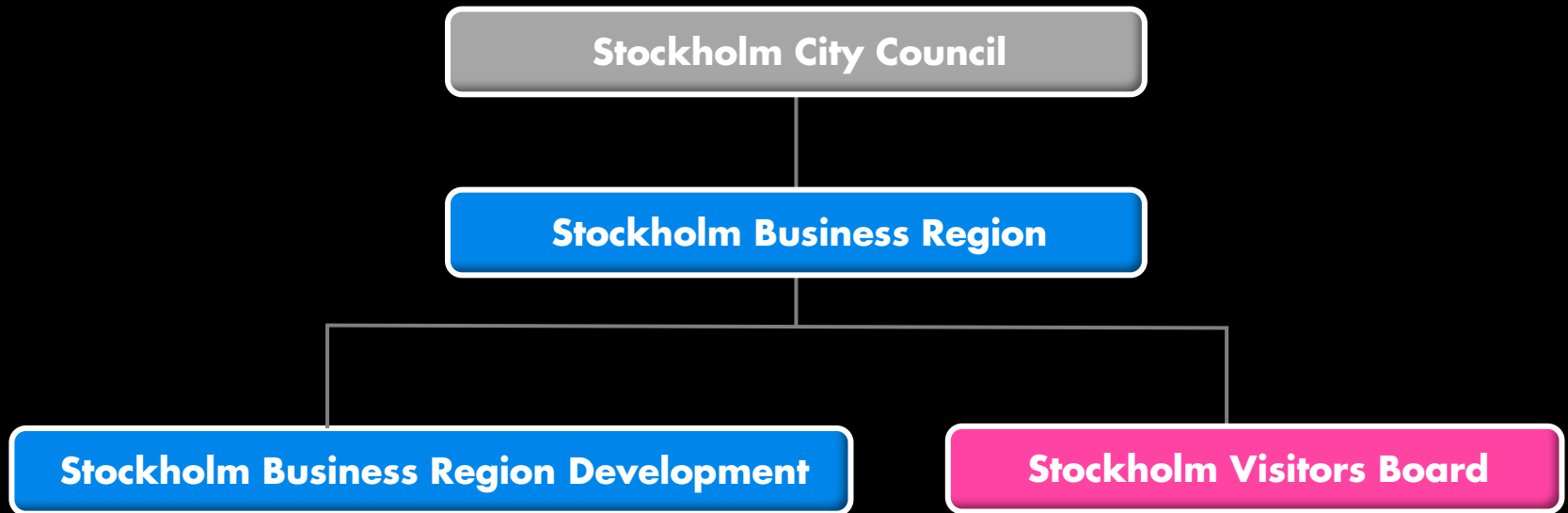
An aerial photograph of Stockholm, Sweden, taken during the golden hour of sunset. The sky is a mix of soft oranges, pinks, and pale blues. In the foreground on the left, the Belfry tower stands prominently, its brick structure and ornate, gilded top with three crowns clearly visible. The city's dense architecture, featuring a mix of red brick and white buildings, stretches across the water. The water reflects the warm colors of the sky. In the background, the city continues to the horizon under the fading light.

# Welcome to Stockholm

Sabine Dubreuil  
Stockholm Visitors Board

 **Stockholm**  
The Capital of Scandinavia

# Organisation:



## **Our mission:**

“International marketing of Stockholm as a destination  
in close co-operation with the travel industry  
to increase the number of commercial bednights”



**Our mission:**

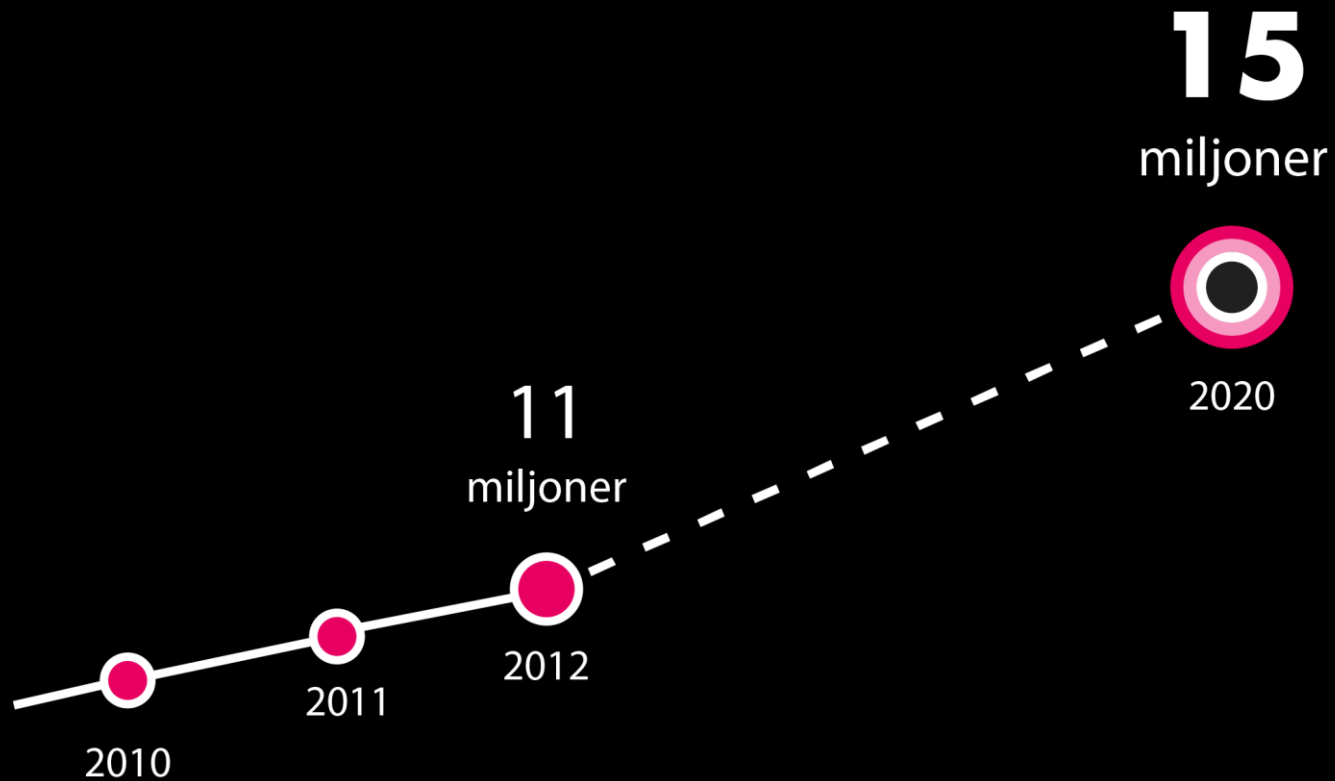


Share our love for Stockholm

# Stockholm Visitors Board:

- Work for increased tourism to Stockholm
- Attract international events to Stockholm
- Attract international conventions & corporate meetings
- Provide tourist services and information

## Target 2020: 15 million bednights









# Stockholm - Product

Stockholm as a City Break destination:

“ A unique combination of modern quality  
of life and  
creative atmosphere in a natural and  
sustainable city”



## Stockholm – target group

- Well-travelled, socially conscious (and internet-savvy) people travelling with their partner or friends
- DRIVE: To have fun, relax and seek new, genuine destinations and learning experiences
- Are interested in culture, food, architecture, design, event and shopping experiences



- 1. Germany**
- 2. UK**
- 3. US**
- 4. Norway**
- 5. Finland**
- 6. France**
- 7. Denmark**
- 8. Italy**
- 9. Russia**
- 10. Switzerland**

14. India

15. China



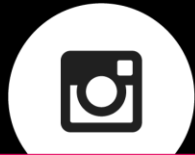


 **Stockholm**  
The Capital of Scandinavia

# Visit Stockholm



Facebook



Instagram



www.



Youtube



Twitter



VK



Blogg

visitstockholm.com

 **Stockholm**  
The Capital of Scandinavia **BETA**

 GOOD TO KNOW  SEE & DO  EAT & DRINK

# This is Stockholm

Modernity meets tranquility. Trend-setting restaurants and vibrant nightclubs next to idyllic archipelago. Welcome to a city where it is easy to breathe – and to feel your pulse.



facebook [Gå med](#)

E-post eller telefon

Lösenord

[Logga in](#)

Håll mig inloggad

[Har du glömt ditt lösenord?](#)

Photos/Videos of Visit Stockholm

[Tillbaka till album](#)

[Föregående](#) · [Nästa](#)



**Jay B Roxx** [► Visit Stockholm](#)

Hello! I'm from Rio de Janeiro, Brazil and I went to Stockholm last year. It was the most amazing time of my life and this is my tribute to this wonderful city and how I miss it. I hope you like it.

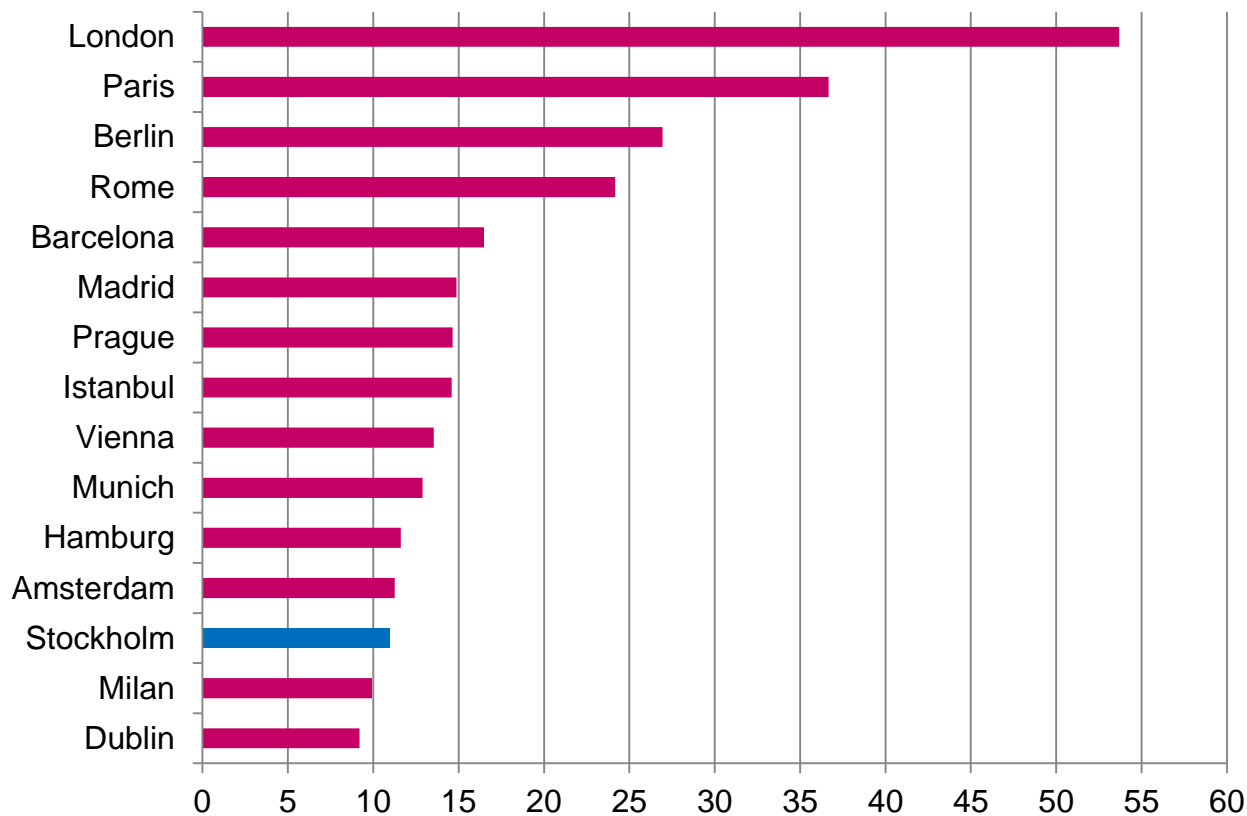






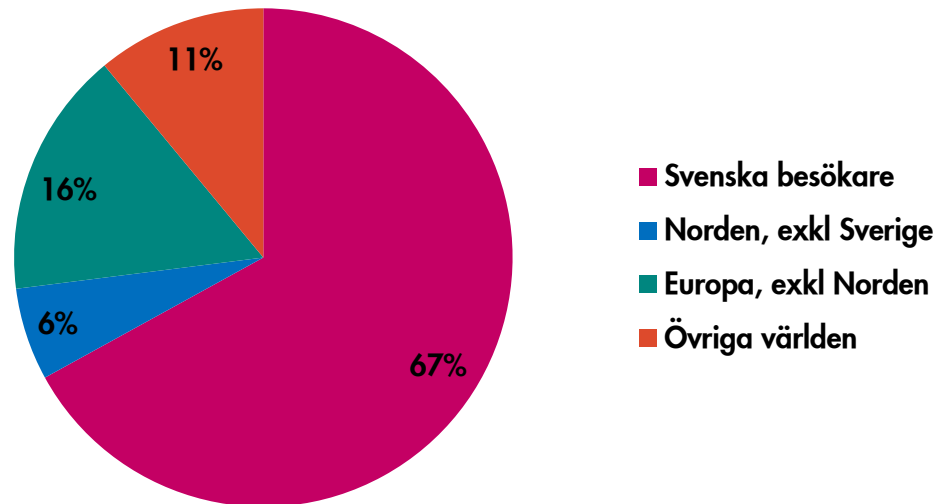
# #13 in Europe

**Top 15 European cities. Bed nights 2013 (million)**



# Origin of visitors

## Domestic and foreign bed nights 2013





# STOCKHOLM VISITOR CENTER

SERGELS TORG 5

## Öppettider

### Mån - Fre

Mån - Fre 9am - 7pm

Sat 9am - 4pm

Sun 10am - 4pm

Sep 16 - 30 apr

Mån - Fre 9am - 6pm

Sat 9am - 4pm

Sun 10am - 4pm

Closed Dec 24 - 25, Jan 1

Stängt 24-25 dec, 1 jan

Welcome!

Välkommen!

[www.visitstockholm.com](http://www.visitstockholm.com)

## Öppettider

### Mån - Fre

Mån - Fre 9 - 19

Lör 9 - 16

Sön 10 - 16

16 sep - 30 apr

Mån - Fre 9 - 18

Lör 9 - 16

Sön 10 - 16

Stängt 24-25 dec, 1 jan

Stängt 24-25 dec, 1 jan

Stängt 24-25 dec, 1 jan

Stängt 24-25 dec, 1 jan

Stängt 24-25 dec, 1 jan

Stängt 24-25 dec, 1 jan

Stängt 24-25 dec, 1 jan

Stängt 24-25 dec, 1 jan

Stängt 24-25 dec, 1 jan

Stängt 24-25 dec, 1 jan

Stängt 24-25 dec, 1 jan

Stängt 24-25 dec, 1 jan

Stängt 24-25 dec, 1 jan

Stängt 24-25 dec, 1 jan

Stängt 24-25 dec, 1 jan

Stängt 24-25 dec, 1 jan

Stängt 24-25 dec, 1 jan

Stängt 24-25 dec, 1 jan

Stängt 24-25 dec, 1 jan

Stängt 24-25 dec, 1 jan

Stängt 24-25 dec, 1 jan

Stängt 24-25 dec, 1 jan

Stängt 24-25 dec, 1 jan

Stängt 24-25 dec, 1 jan



# Tack



 **Stockholm**  
The Capital of Scandinavia