

SURVEY ON TOURIST ESTABLISHMENTS (EETR) JULY 2011

## **Number of visitors to the Basque Country rose by 9% in July 2011**

### ***Overnight stays saw an increase of 10% on July 2010***

There were 264,045 visitors registered in the hotel establishments of the Basque Country in July 2011, 22,880 up on the same month of the previous year, which is an increase of 9%, according to Eustat data. The number of visitors increased by 7% in Álava/Araba, 16% in Bizkaia and 3% in Gipuzkoa.

The number of Spanish visitors rose by 10% and foreign visitors were up by 8%. The number of Spanish visitors rose in the three provinces: In Álava/Araba they were up by 9%, in Bizkaia 18% and in Gipuzkoa 1%. There was an increase of foreign visitors in the three territories, with a rise of 3% in Álava/Araba, 12% in Bizkaia and 6% in Gipuzkoa.

The greatest increase in Spanish visitors came from Asturias, Castilla y León, Catalonia, Madrid and from the Basque Country itself, whilst there was a drop in visitors from Aragón, Extremadura and La Rioja, amongst others. The greatest number of foreign visitors came from France, Latin America, Holland and USA-Canada, whilst visitor numbers from Portugal and Belgium fell.

Registered overnight stays in July 2011 totalled 515,960, a 10% increase on the same month of the previous year, that is, there were 48,366 more overnight stays. The year-on-year figures for overnight stays were positive in the three provinces: in Álava/Araba they rose by 5%, Bizkaia posted an increase of 20% and Gipuzkoa 2%.

The average length of stay rose slightly with respect to July 2010, going from 1.94 days in July 2010 to 1.95 days in July 2011, for the Basque Country as a whole. By territory, in Álava/Araba it fell from 1.74 to 1.71, in Bizkaia it rose from 1.85 to 1.92 days and in Gipuzkoa it also fell from 2.12 to 2.10 days.

The bed occupancy rate saw an increase of 8%, standing at 60.57% in July 2011. This rise was evident in the three provinces. In Álava/Araba there was a rise of 4%, Bizkaia posted an increase of 16% and Gipuzkoa 1%. The bed occupancy rate in Álava/Araba rose from 48.49% in July 2010 to 50.57% in July 2011, in Bizkaia it went from 50.17% to 57.95% and in Gipuzkoa it rose from 67.83% in July 2010 to 68.81% in the same month of this year.

### **RURAL TOURISM**

#### ***Visitor numbers fell by 5% and there was no change in overnight stays (0%) in the Basque Country, compared to July 2010***

In July, 15,130 visitors to rural tourism establishments in the Basque Country were recorded, 5% down on the previous year, with the only increase, of 6%, posted in

Álava/Araba, whereas Bizkaia and Gipuzkoa both saw a drop of 7%. Spanish visitors were down 2% as a whole in the Basque Country. they rose 4% in Álava/Araba, but in Bizkaia and Gipuzkoa there was a drop of 3%. There was a 22% reduction in the number of foreign visitors to the Basque Country as a whole, with a fall of 24% in Bizkaia and 28% in Gipuzkoa, whereas Álava/Araba saw an increase of 30%.

In July, there were 47,664 overnight stays recorded in rural tourism establishments in the Basque Country, which is practically a repetition of the figures for the previous year, with negative year-on-year growth rates in Álava/Araba and Bizkaia, dropping by 1% in both provinces, whilst in Gipuzkoa there was no change.

The average length of stay increased 5% in the Basque Country as a whole with respect to July 2010, going from 3.00 days one year ago to 3.15 days in July 2011. By province, there was a decrease in Álava/Araba (6%), with the average visitor stay going from 2.77 days in July 2010 to 2.59 days in the same month of this year. In Bizkaia the average stay rose by 7%, going from 2.63 days in July 2010 to 2.81 days in July 2011, and Gipuzkoa also saw an increase of 8%, with the average stay rising from 3.26 days to 3.52 days for the month of July.

The bed occupancy rate saw a drop of 2% in the Basque Country as a whole, going from 38.29% to 37.70%, as a consequence of the decrease in Álava/Araba, where it fell by 10%, whereas in Bizkaia there was a rise of 2% and Gipuzkoa did not register a change.

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**For further information:**

*Basque Statistics Office*

*C/ Donostia-San Sebastián, 1 01010 Vitoria-Gasteiz*

*Tel: +34-945-01 75 00 Fax:+34-945-01 75 01 E-mail: [eustat@eustat.es](mailto:eustat@eustat.es)*

*Contact: Gerardo Pérez Aja*

*Tel: +34-945-01 75 06 Fax:+34-945-01 75 01*

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*Databank on [EETR – Survey on tourist establishments](#)*

Table 1: Hotel and Rural Tourism Establishments in the Basque Country. Monthly results

|                                  | BASQUE COUNTRY       |     |            |     |     |  | ARABA / ÁLAVA |     |            |     |     |  | BIZKAIA    |     |            |     |     |  | GIPUZKOA   |     |            |     |     |  |
|----------------------------------|----------------------|-----|------------|-----|-----|--|---------------|-----|------------|-----|-----|--|------------|-----|------------|-----|-----|--|------------|-----|------------|-----|-----|--|
|                                  | 07<br>2011           | (%) | 07<br>2010 | (%) | Δ % |  | 07<br>2011    | (%) | 07<br>2010 | (%) | Δ % |  | 07<br>2011 | (%) | 07<br>2010 | (%) | Δ % |  | 07<br>2011 | (%) | 07<br>2010 | (%) | Δ % |  |
|                                  | HOTEL ESTABLISHMENTS |     |            |     |     |  |               |     |            |     |     |  |            |     |            |     |     |  |            |     |            |     |     |  |
| <b>OVERNIGHT STAYS</b>           | 515.960              | 100 | 467.594    | 100 | 10  |  | 71.365        | 100 | 67.959     | 100 | 5   |  | 237.300    | 100 | 197.286    | 100 | 20  |  | 207.295    | 100 | 202.349    | 100 | 2   |  |
| National                         | 315.910              | 61  | 287.501    | 61  | 10  |  | 50.033        | 70  | 46.950     | 69  | 7   |  | 147.986    | 62  | 121.773    | 62  | 22  |  | 117.891    | 57  | 118.778    | 59  | -1  |  |
| Foreigners                       | 200.050              | 39  | 180.093    | 39  | 11  |  | 21.332        | 30  | 21.009     | 31  | 2   |  | 89.314     | 38  | 75.513     | 38  | 18  |  | 89.404     | 43  | 83.571     | 41  | 7   |  |
| Capital                          | 315.926              | 61  | 287.575    | 62  | 10  |  | 54.498        | 76  | 50.995     | 75  | 7   |  | 147.253    | 62  | 122.089    | 62  | 21  |  | 114.175    | 55  | 114.491    | 57  | 0   |  |
| Coast                            | 60.872               | 12  | 62.589     | 13  | -3  |  | -             | -   | -          | -   | -   |  | 21.016     | 9   | 22.973     | 12  | -9  |  | 39.856     | 19  | 39.616     | 20  | 1   |  |
| Inland                           | 139.162              | 27  | 117.430    | 25  | 19  |  | 16.867        | 24  | 16.964     | 25  | -1  |  | 69.031     | 29  | 52.224     | 26  | 32  |  | 53.264     | 26  | 48.242     | 24  | 10  |  |
| <b>ENTRY OF TRAVELLERS</b>       | 264.045              | 100 | 241.165    | 100 | 9   |  | 41.685        | 100 | 39.004     | 100 | 7   |  | 123.525    | 100 | 106.663    | 100 | 16  |  | 98.835     | 100 | 95.498     | 100 | 3   |  |
| National                         | 159.391              | 60  | 144.531    | 60  | 10  |  | 27.412        | 66  | 25.156     | 64  | 9   |  | 76.497     | 62  | 64.672     | 61  | 18  |  | 55.482     | 56  | 54.703     | 57  | 1   |  |
| Foreigners                       | 104.654              | 40  | 96.634     | 40  | 8   |  | 14.273        | 34  | 13.848     | 36  | 3   |  | 47.028     | 38  | 41.991     | 39  | 12  |  | 43.353     | 44  | 40.795     | 43  | 6   |  |
| Capital                          | 155.650              | 59  | 145.478    | 60  | 7   |  | 30.181        | 72  | 27.576     | 71  | 9   |  | 73.107     | 59  | 66.636     | 62  | 10  |  | 52.362     | 53  | 51.266     | 54  | 2   |  |
| Coast                            | 26.538               | 10  | 27.672     | 11  | -4  |  | -             | -   | -          | -   | -   |  | 9.969      | 8   | 10.441     | 10  | -5  |  | 16.569     | 17  | 17.231     | 18  | -4  |  |
| Inland                           | 81.857               | 31  | 68.015     | 28  | 20  |  | 11.504        | 28  | 11.428     | 29  | 1   |  | 40.449     | 33  | 29.586     | 28  | 37  |  | 29.904     | 30  | 27.001     | 28  | 11  |  |
| <b>AVERAGE STAY</b>              | 1,95                 |     | 1,94       |     | 1   |  | 1,71          |     | 1,74       |     | -2  |  | 1,92       |     | 1,85       |     | 4   |  | 2,10       |     | 2,12       |     | -1  |  |
| <b>OCCUPANCY LEVEL BY PLACES</b> | 60,57                |     | 56,22      |     | 8   |  | 50,57         |     | 48,49      |     | 4   |  | 57,95      |     | 50,17      |     | 16  |  | 68,81      |     | 67,83      |     | 1   |  |
| Capital                          | 67,41                |     | 63,15      |     | 7   |  | 57,13         |     | 53,24      |     | 7   |  | 64,64      |     | 55,83      |     | 16  |  | 78,48      |     | 81,26      |     | -3  |  |
| Coast                            | 63,69                |     | 67,48      |     | -6  |  | -             |     | -          |     | -   |  | 51,91      |     | 57,54      |     | -10 |  | 72,35      |     | 75,00      |     | -4  |  |
| Inland                           | 48,39                |     | 41,41      |     | 17  |  | 36,89         |     | 38,24      |     | -4  |  | 48,90      |     | 38,79      |     | 26  |  | 52,90      |     | 46,12      |     | 15  |  |
| <b>OCCUPANCY LEVEL BY ROOMS</b>  | 67,82                |     | 62,49      |     | 9   |  | 58,25         |     | 54,89      |     | 6   |  | 65,80      |     | 57,81      |     | 14  |  | 75,03      |     | 72,43      |     | 4   |  |
| Capital                          | 75,56                |     | 70,71      |     | 7   |  | 67,27         |     | 62,04      |     | 8   |  | 73,67      |     | 65,13      |     | 13  |  | 84,18      |     | 85,70      |     | -2  |  |
| Coast                            | 69,08                |     | 71,41      |     | -3  |  | -             |     | -          |     | -   |  | 58,29      |     | 60,35      |     | -3  |  | 76,67      |     | 78,93      |     | -3  |  |
| Inland                           | 55,00                |     | 46,36      |     | 19  |  | 38,48         |     | 39,68      |     | -3  |  | 55,36      |     | 45,02      |     | 23  |  | 61,60      |     | 50,99      |     | 21  |  |
| <b>AGRI-TOURISM</b>              |                      |     |            |     |     |  |               |     |            |     |     |  |            |     |            |     |     |  |            |     |            |     |     |  |
| <b>OVERNIGHT STAYS</b>           | 47.664               | 100 | 47.828     | 100 | 0   |  | 6.478         | 100 | 6.544      | 100 | -1  |  | 12.699     | 100 | 12.767     | 100 | -1  |  | 28.487     | 100 | 28.517     | 100 | 0   |  |
| National                         | 40.429               | 85  | 38.358     | 80  | 5   |  | 5.586         | 86  | 5.564      | 85  | 0   |  | 10.183     | 80  | 9.796      | 77  | 4   |  | 24.660     | 87  | 22.998     | 81  | 7   |  |
| Foreigners                       | 7.235                | 15  | 9.470      | 20  | -24 |  | 892           | 14  | 980        | 15  | -9  |  | 2.516      | 20  | 2.971      | 23  | -15 |  | 3.827      | 13  | 5.519      | 19  | -31 |  |
| <b>ENTRY OF TRAVELLERS</b>       | 15.130               | 100 | 15.968     | 100 | -5  |  | 2.505         | 100 | 2.359      | 100 | 6   |  | 4.526      | 100 | 4.861      | 100 | -7  |  | 8.099      | 100 | 8.748      | 100 | -7  |  |
| National                         | 13.124               | 87  | 13.394     | 84  | -2  |  | 2.240         | 89  | 2.155      | 91  | 4   |  | 3.804      | 84  | 3.916      | 81  | -3  |  | 7.080      | 87  | 7.323      | 84  | -3  |  |
| Foreigners                       | 2.006                | 13  | 2.574      | 16  | -22 |  | 265           | 11  | 204        | 9   | 30  |  | 722        | 16  | 945        | 19  | -24 |  | 1.019      | 13  | 1.425      | 16  | -28 |  |
| <b>AVERAGE STAY</b>              | 3,15                 |     | 3,00       |     | 5   |  | 2,59          |     | 2,77       |     | -6  |  | 2,81       |     | 2,63       |     | 7   |  | 3,52       |     | 3,26       |     | 8   |  |
| <b>OCCUPANCY LEVEL BY PLACES</b> | 37,70                |     | 38,29      |     | -2  |  | 22,84         |     | 25,43      |     | -10 |  | 31,39      |     | 30,71      |     | 2   |  | 49,46      |     | 49,51      |     | 0   |  |
| <b>OCCUPANCY LEVEL BY ROOMS</b>  | 39,89                |     | 40,30      |     | -1  |  | 25,08         |     | 27,29      |     | -8  |  | 33,16      |     | 32,26      |     | 3   |  | 52,05      |     | 52,45      |     | -1  |  |

Source: EUSTAT. Survey on Tourist Establishments of the Basque Country (EETR)