

SURVEY ON TOURIST ESTABLISHMENTS. JUNE 2018

Visitors to hotel establishments in the Basque Country rose by 4.5% in June 2018

The average daily rate (ADR) of hotels in the Basque Country stood at 96.1 euros in June 2018, 7.4% up on the year before.

There were 285,853 visitors registered in the hotel establishments of the Basque Country in June 2018, 12,374 up on the same month of the previous year, which is an increase of 4.5%, according to Eustat data. The number of visitors rose by 6.2% in Gipuzkoa, 6.0% in Álava, and 2.8% in Bizkaia.

Furthermore, overnight stays registered in hotel establishments of the Basque Country in June 2018 reached 552,193, which was an increase of 6.8% on those registered in June of the previous year, that is, there were 35,235 more overnight stays. The year-on-year figures for overnight stays performed positively in all three provinces. In Álava they rose by 8.2%, in Gipuzkoa they were up 7.2% and in Bizkaia there was an increase of 6.1%.

Table 1.- Overnight stays, visitor numbers, average stay and bed occupancy rates in hotel establishments in the Basque Country. June 2018

	Overnight stays		Visitors		Average length		Degree of occupation (%)				Cost effectiveness by rooms	
	06/2018	m/m-12 (%)	06/2018	m/m-12 (%)	06/2018	06/2017	by places		by rooms		ADR (euro)	RevPar (euro)
BASQUE COUNTRY	552.193	6,8	285.853	4,5	1,93	1,89	62,0	3,0	74,3	1,4	96,1	71,4
State	287.953	5,7	154.409	3,5	1,86	1,83	-	-	-	-	-	-
Foreigners	264.240	8,0	131.444	5,7	2,01	1,97	-	-	-	-	-	-
ARABA/ÁLAVA	70.721	8,2	39.274	6,0	1,80	1,76	54,9	4,4	67,1	4,3	76,0	51,0
State	49.602	9,8	27.523	6,8	1,80	1,75	-	-	-	-	-	-
Extranjeros	21.119	4,6	11.751	4,0	1,80	1,79	-	-	-	-	-	-
Vitoria-Gasteiz	53.032	15,5	27.609	9,8	1,92	1,83	59,0	7,5	73,6	7,8	65,7	48,3
BIZKAIA	254.544	6,1	134.682	2,8	1,89	1,83	60,9	3,0	75,4	1,1	86,5	65,1
State	135.650	1,1	74.486	-0,9	1,82	1,78	-	-	-	-	-	-
Foreigners	118.894	12,5	60.196	7,7	1,98	1,89	-	-	-	-	-	-
Bilbao	160.663	3,3	85.210	2,0	1,89	1,86	67,2	1,9	82,5	-0,1	96,8	79,8
GIPUZKOA	226.928	7,2	111.897	6,2	2,03	2,01	65,9	2,4	75,7	0,6	114,3	86,6
State	102.701	10,3	52.400	8,6	1,96	1,93	-	-	-	-	-	-
Foreigners	124.227	4,7	59.497	4,1	2,09	2,08	-	-	-	-	-	-
Donostia / San Sebastián	138.246	6,9	66.437	6,6	2,08	2,08	75,7	0,7	86,1	-1,9	147,9	127,3

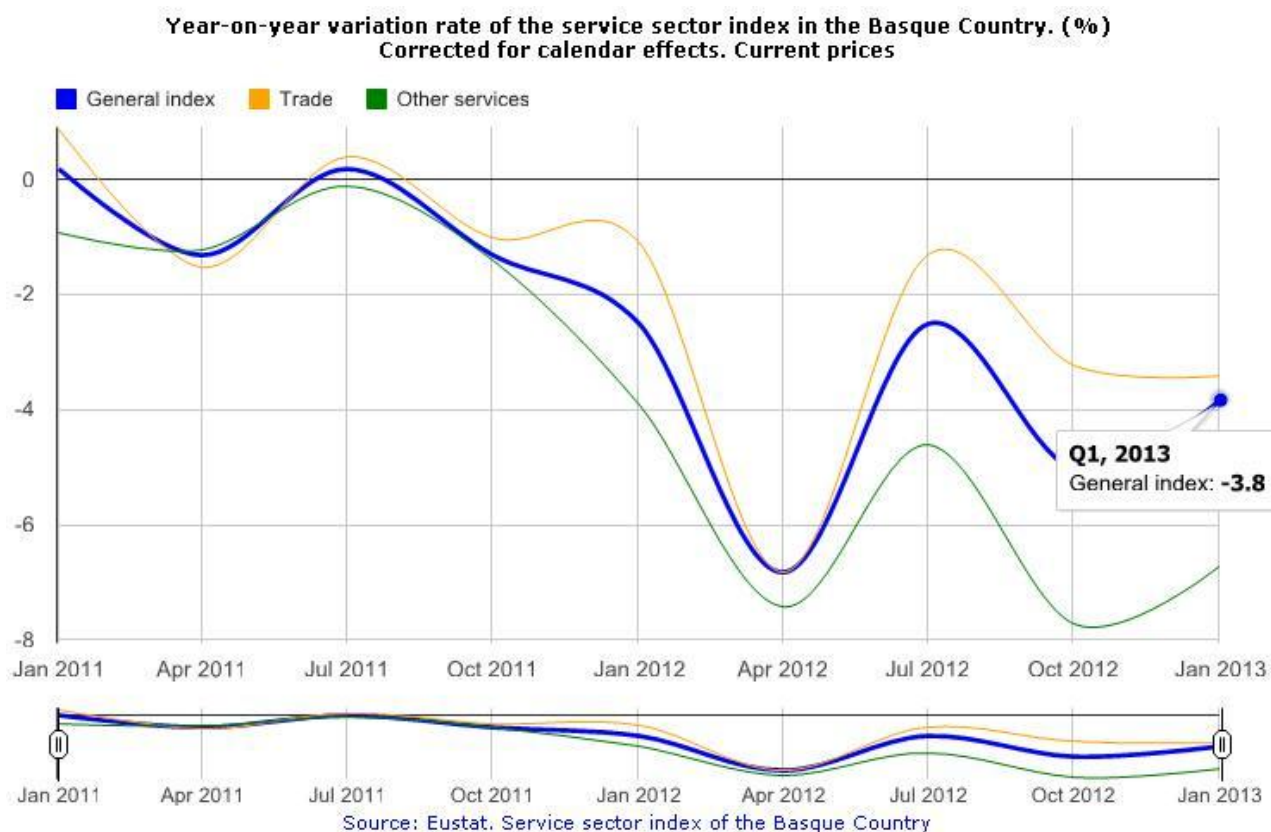
p.p.*= difference in percentage points on the same month of the previous year

Source: Eustat. Survey on tourist establishments

The number of visitors from within Spain rose by 3.5% in the Basque Country compared to June of the previous year, and the number of visitors from abroad increased by 5.7%. In the case of Álava, entries of Spanish visitors saw a 6.8% upturn and a 4.0% increase in the case of foreign visitors. In Bizkaia, the number of Spanish visitors was down by 0.9%, whereas the number of visitors from abroad rose by 7.7%. In Gipuzkoa there was an increase in Spanish visitor numbers of 8.6%, whereas the number of foreign visitors rose by 4.1%.

This June the average length of stay was 1.93 days, above the average length of stay of 1.89 days registered in June 2017. In Álava there was an increase from 1.76 days last year to 1.80 days in June of this year; in Bizkaia it rose from 1.83 days to 1.89 days; and in Gipuzkoa, the average length of stay increased from 2.01 days in June 2017 to 2.03 days in June 2018.

There was an increase of 3.0 percentage points in the bed occupancy rate for the Basque Country overall, where it went from 59.0% in June 2017 to 62.0% in June this year. In Álava the bed occupancy rate rose by 4.4 percentage points, standing at 54.9% in June 2018. Bizkaia registered an increase of 3.0 percentage points, with a bed occupancy rate of 60.9% this June. In Gipuzkoa the occupancy rate was up 2.4 percentage points, achieving a bed occupancy rate of 65.9% in June 2018.



The occupancy rate per room also registered an increase, with a 1.4 percentage point rise for the Basque Country overall, reaching 74.3%. In Álava it was up by 4.3 percentage points, standing at 67.1%, and in Bizkaia it increased by 1.1 percentage points, reaching 75.4%. Meanwhile, in Gipuzkoa there was a rise of 0.6 percentage points, registering 75.7% occupancy per room.

The highest hotel bed occupancy rate in June this year was in Donostia/San Sebastián (75.7%), followed by Bilbao (67.2%) and Gipuzkoa Costa (65.4%).

Taking into account the day of the week, at weekends there was a higher occupancy in the Basque Country as a whole in June 2018, with 70.7% of places occupied, whilst the registered occupancy stood at 57.6% on weekdays.

Finally, with regards to the **profitability indicators of the sector**, the average daily rate (ADR) of hotels in the Basque Country stood at 96.1 euros in June 2018, 7.4% up on the year before. The average rate stood at 76.0 euros in Álava, where it rose by 2.9%; 86.5 euros in Bizkaia, with an increase of 9.6%, and 114.3 euros in Gipuzkoa, where it was up by 6.4%.

The revenue per available room (RevPAR) in the Basque Country overall, which is dependent on the occupancy rate of hotel establishments, stood at 71.4 euros in June 2018, a 9.4% increase on

June 2017. The RevPAR stood at 51.0 euros in Álava, 65.1 euros in Bizkaia, and 86.6 euros in Gipuzkoa.

The occupancy rate per room during the Azkena Rock Festival stood at 88.4% in the hotel establishments of Vitoria-Gasteiz

Visitor numbers during the Azkena Rock Festival, from 22 to 23 June (2 nights), rose to 2,303 in hotel establishments in Vitoria-Gasteiz. In this same period, the number of overnight stays in Vitoria-Gasteiz was 5,124, with an occupancy rate per room of 88.4%. In Álava there were 3,091 visitors and 6,286 overnight stays, with a room occupancy rate of 76.5% over the two given days.

In rural accommodation, visitor numbers increased by 6.1% and overnight stays rose by 15.1% in June 2018

There were 16,474 visitors to rural tourism establishments in the Basque Country in June, 6.1% more than the same month of the previous year. By province, in Álava the number of visitors rose by 12.9%, in Bizkaia there was an increase of 10.5%, and in Gipuzkoa visitor numbers were up by 0.8%. The 3,362 visitors originating from abroad signified a rise of 4.2% with regards to those received a year ago and represented 20.4% of the total number of visitors. For its part, the number of visitors from within Spain rose by 6.5%.

Rural tourism establishments and country cottages in the Basque Country recorded a total of 35,432 overnight stays in June, with an increase of 15.1% with respect to the same month of the previous year. At provincial level, they were up 22.7% in Bizkaia, there was a rise of 12.4% in Gipuzkoa and in Álava they increased by 11.3%.

The bed occupancy rate stood at 27.3% with an increase of 3.5 percentage points from the figures obtained in June 2017. Álava recorded a rise of 2.0 percentage points, with a bed occupancy rate of 20.4%. In Bizkaia the occupancy rate was 27.1%, which meant an increase of 4.6 percentage points in relation to June 2017, and Gipuzkoa saw a rise of 3.6 percentage points to an occupancy rate this June of 30.5%.

Finally, the average length of stay per visitor increased this June with respect to June 2017, going from 1.98 days a year ago to 2.15 this last month.

Table 2.- Overnight stays, visitor numbers, average stay and occupancy rates in rural accommodation in the Basque Country. June 2018

	Overnight stays		Visitors		Average length		Degree of occupation by places (%)	
	06/2018	m/m-12 (%)	06/2018	m/m-12 (%)	06/2018	06/2017	06/2018	p.p.*
BASQUE COUNTRY	35.432	15,1	16.474	6,1	2,15	1,98	27,3	3,5
Araba/Álava	5.685	11,3	3.334	12,9	1,71	1,73	20,4	2,0
Bizkaia	10.770	22,7	5.219	10,5	2,06	1,86	27,1	4,6
Gipuzkoa	18.977	12,4	7.921	0,8	2,40	2,15	30,5	3,6

p.p.* = difference in percentage points on the same month of the previous year

Source: Eustat. Survey on tourist establishments

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