

## SURVEY ON TOURIST ESTABLISHMENTS. Hotels. January 2022

**In January 2022, there were 149,078 more overnight stays at hotel establishments in the Basque Country than in January 2021**

***Bed and room occupancy rates surpassed those obtained in January 2021 by 13 percentage points***

In **January 2022**, visitor numbers at hotel establishments in the Basque Country increased by 168.4% in year-on-year terms and overnight stays were up 167.3%, according to Eustat data. The total number of visitors, which rose to 131,984, led to a total of 238,165 overnight stays.

Visitor numbers and overnight stays for people from abroad, which were almost quadruple those obtained in January 2021, accounted for 29.9% and 31.1% of the total, respectively.

**Visitors, overnight stays and average stay in hotel establishments in the Basque Country. January 2022**

	Visitors		Overnight stays		Average stay	
	01/2022	m/m-12 (%)	01/2022	m/m-12 (%)	01/2022	01/2021
<b>BASQUE COUNTRY</b>	<b>131.984</b>	<b>168,4</b>	<b>238.165</b>	<b>167,3</b>	<b>1,80</b>	<b>1,81</b>
State origin	92.513	136,6	164.042	134,2	1,77	1,79
Foreign origin	39.471	291,5	74.123	289,5	1,88	1,89
<b>Araba/Álava</b>	<b>18.892</b>	<b>119,1</b>	<b>37.030</b>	<b>118,5</b>	<b>1,96</b>	<b>1,97</b>
State origin	14.973	116,0	29.664	121,5	1,98	1,93
Foreign origin	3.919	132,0	7.366	107,0	1,88	2,11
Vitoria-Gasteiz	15.154	99,0	31.137	102,6	2,05	2,02
<b>Bizkaia</b>	<b>54.602</b>	<b>149,4</b>	<b>101.658</b>	<b>145,8</b>	<b>1,86</b>	<b>1,89</b>
State origin	41.113	116,4	73.415	111,1	1,79	1,83
Foreign origin	13.489	366,7	28.243	329,7	2,09	2,27
Bilbao	39.054	177,9	70.726	196,4	1,81	1,70
<b>Gipuzkoa</b>	<b>58.490</b>	<b>213,3</b>	<b>99.477</b>	<b>223,1</b>	<b>1,70</b>	<b>1,65</b>
State origin	36.427	176,7	60.963	178,6	1,67	1,66
Foreign origin	22.063	300,9	38.514	332,7	1,75	1,62
Donostia / San Sebastian	40.102	280,3	67.904	330,6	1,69	1,50

m/m12 Rate of year-on-year change in the last observed month (m) compared to the same month of the previous year (m-12)

Date February 22, 2022

Source: Eustat Tourist accommodating establishments survey

14.3% of visitor numbers for the month were recorded in Álava, 41.4% in Bizkaia and 44.3% in Gipuzkoa. As regards overnight stays, in Álava there were 37,030, 15.5% of the total, in Bizkaia they rose to 101,658, representing 42.7% of the total, and in Gipuzkoa the total number of overnight stays amounted to 99,477, 41.8% of total overnight stays registered in the Basque Country as a whole.

The increase in both the number of visitors and overnight stays was very significant in the three provincial capitals. The rise in visitor numbers stood at 99.0% in the case of Vitoria-Gasteiz, 177.9%

in Bilbao and 280.3% in San Sebastián. Likewise, overnight stays were up 102.6% in Vitoria-Gasteiz, 196.4% in Bilbao and 330.6% in San Sebastián.

The average length of stay in January 2022 was 1.80 days in the Basque Country as a whole, very similar to that obtained in the same month of 2021, which was 1.81 days.

## Bed occupancy rates and profitability in hotel establishments in the Basque Country. January 2022

	Occupancy rates (%)				Profitability			
	by seats		by rooms		ADR (euros)		RevPAR (euros)	
	01/2022	p.p. *	01/2022	p.p. *	01/2022	m/m-12 (%)	01/2022	m/m-12 (%)
<b>BASQUE COUNTRY</b>	<b>26,9</b>	<b>12,9</b>	<b>33,2</b>	<b>13,2</b>	<b>65,04</b>	<b>10,1</b>	<b>21,57</b>	<b>82,5</b>
Araba/Álava	29,1	11,4	38,5	12,5	60,05	9,8	23,14	62,8
Vitoria-Gasteiz	29,9	10,1	40,8	11,6	54,93	1,0	22,40	41,1
Bizkaia	24,3	10,9	30,8	11,2	63,47	10,6	19,56	73,7
Bilbao	25,1	12,7	30,7	12,8	67,06	9,1	20,62	86,9
Gipuzkoa	29,3	15,9	34,2	16,0	68,77	7,4	23,50	102,2
Donostia / San Sebastian	32,5	19,2	36,0	18,4	77,83	2,8	28,03	110,4

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

m/m12 Rate of year-on-year change in the last observed month (m) compared to the same month of the previous year (m-12)

Date February 22, 2022

Source: Eustat Tourist accommodating establishments survey

In January 2022, occupancy rates for the Basque Country as a whole reached 26.9% in the case of beds and 33.2% in that of rooms. Compared to January 2021, the increases stood at 12.9 and 13.2 percentage points, respectively.

Profitability, measured using the ADR or average daily rate, in the Basque Country as a whole reached 65.04 euros in January 2022. At the provincial level, Gipuzkoa stood out with 68.77 euros, followed by Bizkaia with 63.47 euros and Álava with 60.05 euros. By provincial capitals, the ADR rose to 77.83 euros in San Sebastián, 67.06 euros in Bilbao and 54.93 euros in Vitoria-Gasteiz. All these figures imply positive year-on-year increases with regard to January 2021.

The revenue per available room (RevPar) at the Basque Country level was 21.57 euros in January 2022, 9.75 euros above that registered in January 2021.

### Notes

#### [Data browser for tourism in the Basque Country. Hotel establishments](#)

Eustat would like to announce that it now offers a new visualisation tool, which provides access to all the information on hotel establishments held in its Databank in a visual and intuitive way, in addition to that offered up to now.

The coverage of the ETR for Hotels in January 2022 was **87.8%**. Eustat would like to thank all establishments that participated in this survey for their effort.

#### For further information:

Eustat - Euskal Estatistika Erakundea / Basque Statistics Institute  
C/ Donostia-San Sebastián, 1 01010 Vitoria-Gasteiz  
Press Service: [servicioprensa@eustat.eus](mailto:servicioprensa@eustat.eus) Tel.: 945 01 75 62