

SURVEY ON TOURIST ESTABLISHMENTS. Hotels. March 2022

In March 2022, there were 232,815 more overnight stays at hotel establishments in the Basque Country than in the previous year

The number of tourists from abroad quintuplicated in March 2022

In **March 2022**, visitor numbers at hotel establishments in the Basque Country increased by 132.5% and overnight stays were up 146.5% in year-on-year terms, according to Eustat data.

The total number of visitors, which rose to 209,119, led to a total of 391,781 overnight stays. In March 2021, the number of visitors and overnight stays stood at 89,930 and 158,966, respectively.

Visitors from abroad accounted for 31.6% of the total number of visitors and 32.9% of overnight stays. A year ago, however, visitors from abroad represented 14.7% of the total number of visitors and 16.2% of overnight stays .

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

	Visitors		Overnight stays		Average stay	
	03/2022	m/m-12 (%)	03/2022	m/m-12 (%)	03/2022	03/2021
BASQUE COUNTRY	209.119	132.5	391.781	146.5	1.87	1.77
State origin	143.055	86.5	263.029	97.4	1.84	1.74
Foreign origin	66.064	399.7	128.752	400.1	1.95	1.95
Araba/Álava	30.441	97.2	58.902	101.6	1.93	1.89
State origin	24.384	79.8	45.825	79.6	1.88	1.88
Foreign origin	6.057	222.9	13.077	253.2	2.16	1.97
Vitoria-Gasteiz	23.568	113.7	47.769	115.0	2.03	2.01
Bizkaia	91.382	146.8	171.384	152.2	1.88	1.84
State origin	64.240	95.6	115.262	97.6	1.79	1.78
Foreign origin	27.142	547.8	56.122	483.4	2.07	2.30
Bilbao	65.131	179.0	118.946	196.7	1.83	1.72
Gipuzkoa	87.296	133.0	161.495	161.3	1.85	1.65
State origin	54.431	79.6	101.942	106.4	1.87	1.63
Foreign origin	32.865	359.4	59.553	379.4	1.81	1.74
Donostia / San Sebastian	55.714	158.2	100.702	196.0	1.81	1.58

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 April 21, 2022

Source: Eustat Tourist accommodating establishments survey

14.6% of visitors registered in hotel establishments for the month were recorded in Álava, 43.7% in Bizkaia and 41.7% in Gipuzkoa. As regards overnight stays, in Álava there were 58,902, 15.0% of the total; in Bizkaia they rose to 171,384, representing 43.7% of the total; and in Gipuzkoa overnight stays reached 161,495, 41.2% of total overnight stays registered in the Basque Country as a whole.

The increases in both visitor numbers and overnight stays were noteworthy in all three provinces, especially with regard to foreign tourists. In terms of visitor numbers, Bizkaia stood out with a total increase of 146.8%, followed by Gipuzkoa (133.0%) and, slightly behind, Álava (97.2%). The rise in overnight stays was led by Gipuzkoa (161.3%), followed by Bizkaia (152.2%) and Álava (101.6%). The increase in the number of visitors and overnight stays was also significant in the three provincial capitals. As regards visitor numbers, the rise stood at 113.7% in the case of Vitoria-Gasteiz, 179.0% in Bilbao and 158.2% in San Sebastián. Likewise, overnight stays were up 115.0% in Vitoria-Gasteiz, 196.7% in Bilbao and 196.0% in San Sebastián.

The average length of stay in March 2022 was 1.87 days in the Basque Country as a whole, above that obtained in the same month of 2021, which was 1.77 days.

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

	Occupancy rates (%)				Profitability			
	by seats		by rooms		ADR (euros)		RevPAR (euros)	
	03/2022	p.p. *	03/2022	p.p. *	03/2022	m/m-12 (%)	03/2022	m/m-12 (%)
BASQUE COUNTRY	40,3	18,0	50,2	19,8	73,24	17,5	36,74	94,3
Araba/Álava	42,7	18,0	56,1	22,1	71,55	20,9	40,12	99,6
Vitoria-Gasteiz	44,7	20,0	61,4	25,7	62,97	7,2	38,64	84,4
Bizkaia	38,3	18,2	48,4	20,0	73,55	24,1	35,57	112,0
Bilbao	41,4	22,5	51,1	25,6	76,98	26,7	39,31	153,6
Gipuzkoa	41,8	17,5	50,3	18,9	73,54	8,9	36,96	74,3
Donostia / San Sebastian	44,3	18,0	50,3	17,5	86,11	10,6	43,34	69,6

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 April 21, 2022

Source: Eustat Tourist accommodating establishments survey

Occupancy rates in March 2022 for the Basque Country as a whole reached 40.3% in the case of beds and 50.2% in that of rooms. Compared to March 2021, the increases stood at 17.9 and 19.9 percentage points, respectively.

Profitability, measured using the ADR or average daily rate, in the Basque Country as a whole stood at 73.24 euros in March 2022. At a provincial level the values were similar: in Álava it stood at 71.55 euros, in Bizkaia at 73.55 euros and in Gipuzkoa at 73.54 euros. By provincial capitals, the ADR rose to 86.11 euros in San Sebastián, 76.98 euros in Bilbao and 62.97 euros in Vitoria-Gasteiz.

The revenue per available room (RevPar) at the Basque Country level was 36.74 euros in March 2022, far exceeding the 18.91 euros obtained in March 2021.

Notes

The ADR and RevPAR series have been re-estimated from October 2020 after incorporating adjustments for controlling the effect of short-term changes in the relationship between the ADR observed and the tariffs gathered via online booking platforms into the estimation model.

The coverage of the ETR for Hotels in March was **92.0%**. Eustat would like to thank all establishments that participated in this survey for their effort.

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

For further information:

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