

SURVEY ON TOURIST ESTABLISHMENTS. Hotels. October 2022.

Visitor numbers increased by 12.5% and overnight stays rose by 17.4% in hotel establishments in the Basque Country

The room occupancy rate in the Basque Country stood at 71.6% in October 2022, exceeding that registered in October 2021 by 7.1 percentage points

In **October 2022**, visitor numbers at hotel establishments in the Basque Country increased by 12.5% and overnight stays rose by 17.4% in year-on-year terms, according to Eustat data. The total number of visitors, which rose to 322,320, led to a total of 630,361 overnight stays. These figures have far exceeded October 2019 levels, prior to the pandemic, with growth of 8.7% in visitor numbers and 9.5% in overnight stays, 25,782 more visitors and almost 55,00 more overnight stays.

Foreign visitors accounted for 43.3% of total visitor numbers and 44.1% of total overnight stays in October 2022. In October 2021, however, foreign visitors represented 34.3% of total visitor numbers and 33.8% of total overnight stays. Consequently, both the number of visitors and overnight stays originating from the rest of Spain fell slightly in year-on-year terms, by 3.0% and 0.8%, respectively.

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

	Visitors		Overnight stays		Average stay	
	10/2022	m/m-12 (%)	10/2022	m/m-12 (%)	10/2022	10/2021
BASQUE COUNTRY	322.320	12,5	630.361	17,4	1,96	1,87
State origin	182.597	-3,0	352.435	-0,8	1,93	1,89
Foreign origin	139.723	42,3	277.926	53,1	1,99	1,85
Álava	41.226	5,8	79.400	3,3	1,93	1,97
State origin	29.637	-3,9	57.823	-6,2	1,95	2,00
Foreign origin	11.589	42,5	21.577	42,2	1,86	1,87
Vitoria-Gasteiz	29.034	7,7	58.111	3,1	2,00	2,09
Bizkaia	144.243	14,7	281.290	20,8	1,95	1,85
State origin	82.984	-1,6	155.286	-0,3	1,87	1,85
Foreign origin	61.259	47,7	126.004	63,2	2,06	1,86
Bilbao	99.849	16,8	196.180	23,2	1,96	1,86
Gipuzkoa	136.851	12,5	269.671	18,8	1,97	1,87
State origin	69.976	-4,2	139.326	1,1	1,99	1,89
Foreign origin	66.875	37,6	130.345	46,2	1,95	1,83
Donostia / San Sebastian	88.758	14,2	177.205	20,4	2,00	1,89

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 November 22, 2022

Source: Eustat Tourist accommodating establishments survey

12.8% of visitors to hotel establishments in October 2022 were recorded in Álava, 44.8% in Bizkaia and 42.5% in Gipuzkoa. As regards overnight stays, in Álava there were 79,400, 12.6% of the total; in Bizkaia they rose to 281,290, representing 44.6% of the total; and in Gipuzkoa they reached 269,671, 42.8% of total overnight stays registered in the Basque Country as a whole.

The year-on-year increase in the number of visitors to hotel establishments during October 2022 reached 14.7% in Bizkaia, 12.5% in Gipuzkoa and 5.8% in Álava. In the case of overnight stays, the year-on-year variations were 20.8% in Bizkaia, 18.8% in Gipuzkoa and 3.3% in Álava.

By capitals, visitor numbers rose by 16.8% in Bilbao, 14.2% in San Sebastián and 7.7% in Vitoria-Gasteiz. Likewise, the increase in overnight stays in relation to October 2021 reached 23.2% in Bilbao, 20.4% in San Sebastián and 3.1% in Vitoria-Gasteiz.

The average length of stay in October 2022 was 1.96 days in the Basque Country as a whole, above that obtained in the same month of 2021, which was 1.87 days.

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

	Occupancy rates (%)				Profitability			
	by seats		by rooms		ADR (euros)		RevPAR (euros)	
	10/2022	p.p. *	10/2022	p.p. *	10/2022	m/m-12 (%)	10/2022	m/m-12 (%)
BASQUE COUNTRY	59.9	5.7	71.6	7.1	102.02	17.1	73.01	30.0
Araba/Álava	55.1	0.6	70.0	0.5	90.39	12.5	63.23	13.3
Vitoria-Gasteiz	53.9	-0.3	72.3	-0.6	71.15	9.4	51.44	8.5
Bizkaia	57.3	7.0	69.8	8.9	96.90	16.1	67.59	33.2
Bilbao	63.9	9.1	77.4	12.3	108.85	17.6	84.19	39.7
Gipuzkoa	64.6	5.9	74.2	7.2	111.26	19.0	82.58	31.7
Donostia / San Sebastian	72.0	6.8	81.0	8.9	135.27	20.8	109.58	35.7

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 November 22, 2022

Source: Eustat Tourist accommodating establishments survey

Occupancy rates in October 2022 for the Basque Country as a whole reached 59.9% in the case of beds and 71.6% in that of rooms. In relation to October 2021 the increases stood at 5.7 and 7.1 percentage points, respectively.

Profitability, measured using the ADR or average daily rate, reached 102.02 euros in October 2022 in the Basque Country as a whole, which was a rise of 17.1% compared to October of the previous year. In the case of Gipuzkoa, the ADR reached 111.26 euros, in Bizkaia it was 96.90 euros and in Álava it stood at 90.39 euros. By capitals, the differences were greater, given that the ADR was 135.27 euros in San Sebastián, 108.85 euros in Bilbao and, lastly, 71.15 euros in Vitoria-Gasteiz.

The RevPar, or average revenue per available room, in the Basque Country was 73.01 euros in October 2022, 30.1% higher than in the same month of the previous year.

Informative note

The coverage of the ETR for Hotels in October was **92.4%**. 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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