

SURVEY ON TOURIST ESTABLISHMENTS. Hotels. February 2023

Overnight stays in hotel establishments in the Basque Country rose by 25.9% in February 2023

The average daily rate increased by 12.1% compared to February of the previous year

In **February 2023**, visitor numbers at hotel establishments in the Basque Country increased by 18.5% and overnight stays rose by 25.9% in year-on-year terms, according to Eustat data. The 212,846 registered visitors gave rise to a total of 401,066 overnight stays.

Foreign visitors accounted for 32.7% of the total number of visitors and 33.9% of overnight stays, following rises of 32.9% in the case of visitors and 41.7% in that of overnight stays. In turn, the number of visitors and overnight stays from the rest of Spain increased in year-on-year terms by 12.6% and 19.2% respectively.

Visitors, overnight stays and average stay in hotel establishments in the Basque Country. February 2023

	Visitors		Overnight stays		Average stay	
	02/2023	m/m-12 (%)	02/2023	m/m-12 (%)	02/2023	02/2022
BASQUE COUNTRY	212.846	18,5	401.066	25,9	1,88	1,77
State origin	143.314	12,6	265.161	19,2	1,85	1,75
Foreign origin	69.532	32,9	135.905	41,7	1,95	1,83
Araba/Álava	27.814	14,1	59.983	29,6	2,16	1,90
State origin	21.824	11,0	44.200	17,9	2,03	1,91
Foreign origin	5.990	26,8	15.783	79,4	2,63	1,86
Vitoria-Gasteiz	22.186	18,1	50.805	34,8	2,29	2,01
Bizkaia	97.467	28,8	185.800	39,6	1,91	1,76
State origin	68.206	20,3	125.806	30,3	1,84	1,70
Foreign origin	29.261	54,3	59.994	64,3	2,05	1,93
Bilbao	70.976	31,8	135.535	46,8	1,91	1,71
Gipuzkoa	87.565	10,0	155.283	11,6	1,77	1,75
State origin	53.284	4,6	95.155	7,5	1,79	1,74
Foreign origin	34.281	19,7	60.128	18,8	1,75	1,77
Donostia / San Sebastian	58.326	10,2	100.661	12,0	1,73	1,70

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 March 21, 2023

Source: Eustat Tourist accommodating establishments survey

In Álava, there were 27,814 visitors and 59,983 overnight stays, 14.1% and 29.6% more than in February the previous year. In Bizkaia, growth reached 28.8% in the case of visitors and 39.6% in that of overnight stays, with a total of 97,467 visitors and 185,800 overnight stays. In Gipuzkoa, 87,565 visitors were recorded in February 2023 (10.0% more than in February 2022) and there were 155,283 overnight stays (11.6% more than in the same month of the previous year).

By provincial capitals, visitor numbers rose by 31.8% in Bilbao, 18.1% in Vitoria-Gasteiz and 10.2% in San Sebastián. Likewise, the increase in overnight stays compared to February of the previous year reached 46.8% in Bilbao, 34.8% in Vitoria-Gasteiz and 12.0% in San Sebastián.

The average length of stay in hotel establishments in the Basque Country during February 2023 was 1.88 days, higher than that obtained in the same month of 2022, which was 1.77 days.

The average length of stay refers to the number of days that, on average, travellers remain in each of the establishments where they stay overnight, and not the total length of their stay in the Basque Country.

Bed occupancy rates and profitability in hotel establishments in the Basque Country. February 2023

	Occupancy rates (%)				Profitability			
	by seats		by rooms		ADR (euros)		RevPAR (euros)	
	02/2023	p.p. *	02/2023	p.p. *	02/2023	m/m-12 (%)	02/2023	m/m-12 (%)
BASQUE COUNTRY	44,7	6,4	55,5	8,6	76,89	12,1	42,70	32,6
Araba/Álava	44,9	6,5	58,7	8,2	70,06	4,2	41,11	21,2
Vitoria-Gasteiz	46,8	7,3	63,0	9,2	62,84	5,0	39,57	23,0
Bizkaia	43,8	9,7	55,8	13,0	78,30	13,8	43,71	48,3
Bilbao	49,0	13,1	61,2	17,7	84,63	15,9	51,75	63,0
Gipuzkoa	45,8	2,4	54,0	3,3	77,79	13,1	42,01	20,4
Donostia / San Sebastián	48,3	1,6	54,5	2,4	87,35	11,6	47,61	16,9

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 March 21, 2023

Source: Eustat Tourist accommodating establishments survey

The occupancy rate in February 2023 for the Basque Country as a whole was 44.7% in the case of beds and 55.5% in that of rooms. This was an increase of 6.4 and 8.6 percentage points respectively, compared to February 2022.

Profitability, measured using the ADR or average daily rate (applied to a double room with a bathroom offered as room only accommodation), was 76.89 euros in February 2023 in the Basque Country, which was a rise of 12.1% in respect of February 2022. In the case of Bizkaia, the ADR reached 78.30 euros, in Gipuzkoa it was 77.79 euros and in Álava it stood at 70.06 euros. By provincial capital, the differences were greater, given that the ADR was 87.35 euros in San Sebastián, 84.63 euros in Bilbao and, lastly, 62.84 euros in Vitoria-Gasteiz.

The RevPar, or average revenue per available room, was 42.70 euros in hotel establishments in the Basque Country in February 2023, 32.6% higher than that obtained in the same month of the previous year.

Informative note

The coverage of the ETR for Hotels in February 2023 was **94.7%**. 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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