

SURVEY ON TOURIST ESTABLISHMENTS. Hotels. January 2024

In hotel establishments in the Basque Country in January 2024, visitor numbers increased by 3.0% and overnight stays by 3.4%

The number of visitors from abroad increased by 10.5% giving rise to 15.2% more overnight stays

In **January 2024** visitor numbers at hotel establishments in the Basque Country increased by 3.0% and overnight stays rose by 3.4% in year-on-year terms, according to Eustat data. The 197,170 registered visitors gave rise to a total of 365,844 overnight stays.

Visitors from abroad accounted for 33.5% of visitors and 36.0% of overnight stays, following rises of 10.5% in the case of visitors and 15.2% in that of overnight stays.

Visitors, overnight stays and average stay in hotel establishments in the Basque Country. January 2024

| | Visitors | | Overnight stays | | Average stay | |
|--------------------------|----------------|-------------|-----------------|-------------|--------------|-------------|
| | 01/2024 | m/m-12 (%) | 01/2024 | m/m-12 (%) | 01/2024 | 01/2023 |
| BASQUE COUNTRY | 197.170 | 3,0 | 365.844 | 3,4 | 1,86 | 1,85 |
| State origin | 131.036 | -0,4 | 234.218 | -2,3 | 1,79 | 1,82 |
| Foreign origin | 66.134 | 10,5 | 131.626 | 15,2 | 1,99 | 1,91 |
| Araba/Álava | 29.671 | 5,5 | 61.348 | 8,1 | 2,07 | 2,02 |
| State origin | 22.968 | 2,1 | 44.268 | -0,3 | 1,93 | 1,97 |
| Foreign origin | 6.703 | 18,9 | 17.080 | 38,5 | 2,55 | 2,19 |
| Vitoria-Gasteiz | 25.574 | 5,8 | 54.896 | 10,4 | 2,15 | 2,06 |
| Bizkaia | 85.589 | -3,3 | 155.193 | -4,6 | 1,81 | 1,84 |
| State origin | 59.409 | -6,2 | 101.743 | -9,5 | 1,71 | 1,77 |
| Foreign origin | 26.180 | 4,0 | 53.450 | 6,3 | 2,04 | 2,00 |
| Bilbao | 62.595 | -3,6 | 114.409 | -4,0 | 1,83 | 1,83 |
| Gipuzkoa | 81.910 | 9,5 | 149.303 | 11,0 | 1,82 | 1,80 |
| State origin | 48.659 | 6,4 | 88.207 | 6,4 | 1,81 | 1,81 |
| Foreign origin | 33.251 | 14,5 | 61.096 | 18,3 | 1,84 | 1,78 |
| Donostia / San Sebastian | 58.347 | 12,1 | 104.710 | 14,4 | 1,79 | 1,76 |

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 21, 2024

Source: Eustat Tourist accommodating establishments survey

In Álava, there were 29,671 visitors and 61,348 overnight stays, 5.5% and 8.1% more than the previous January. In Gipuzkoa, 81,910 visitors were recorded in January 2024 (9.5% more than in January 2023) which gave rise to 149,303 overnight stays (11.0% more than the same month of the previous year). However, in Bizkaia, there was a 3.3% decrease in visitor numbers and a 4.6% drop in overnight stays, with a total of 85,589 visitors and 155,193 overnight stays, after an exceptional January in 2023 where both visitor numbers and overnight stays increased by more than 60%.

By provincial capital, visitor numbers rose by 5.8% in Vitoria-Gasteiz and 12.1% in San Sebastián, while they fell by 3.6% in Bilbao. The number of overnight stays, compared to the previous January, increased by 10.4% in Vitoria-Gasteiz, 14.4% in San Sebastián and decreased by 4.0% in Bilbao.

The average length of stay in hotel establishments in the Basque Country during January 2024 was 1.86 days, slightly higher than that observed in the same month of the previous year, which was 1.85 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. January 2024

| | Occupancy rates (%) | | | | Profitability | | | |
|--------------------------|---------------------|--------|----------|--------|---------------|------------|----------------|------------|
| | by seats | | by rooms | | ADR (euros) | | RevPAR (euros) | |
| | 01/2024 | p.p. * | 01/2024 | p.p. * | 01/2024 | m/m-12 (%) | 01/2024 | m/m-12 (%) |
| BASQUE COUNTRY | 38,5 | 1,3 | 48,1 | 2,4 | 75,74 | 3,9 | 36,45 | 9,3 |
| Araba/Álava | 41,1 | 1,0 | 52,3 | -0,7 | 61,45 | -3,4 | 32,16 | -4,6 |
| Vitoria-Gasteiz | 43,7 | 2,4 | 56,7 | 0,8 | 58,54 | -3,7 | 33,21 | -2,4 |
| Bizkaia | 35,5 | -0,3 | 45,8 | 1,2 | 80,41 | 10,5 | 36,83 | 13,4 |
| Bilbao | 40,4 | 1,2 | 51,2 | 3,8 | 86,84 | 10,7 | 44,46 | 19,7 |
| Gipuzkoa | 41,1 | 3,2 | 49,3 | 4,8 | 76,39 | -1,0 | 37,65 | 9,7 |
| Donostia / San Sebastian | 43,4 | 2,3 | 49,7 | 4,0 | 84,51 | -2,8 | 42,04 | 5,8 |

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 21, 2024

Source: Eustat Tourist accommodating establishments survey

The occupancy rate for the Basque Country as a whole in January 2024 was 38.5% in the case of beds and 48.1% in that of rooms. This was an increase of 1.3 and 2.4 percentage points, respectively, compared to January 2023.

The average daily rate (applied to a double room with a bathroom offered as room only accommodation), or ADR was 75.74 euros in January 2024 in the Basque Country, which was a rise of 3.9% in respect of the previous January. The ADR stood at 80.41 euros in Bizkaia, 76.39 euros in Gipuzkoa and 61.45 euros in Álava. By capital, values obtained for the ADR were: 86.84 euros in Bilbao, 84.51 euros in San Sebastián and 58.54 euros in Vitoria-Gasteiz.

The RevPar, or average revenue per available room in hotel establishments in the Basque Country in January 2024 was 36.45 euros, 9.3% higher than the same month of the previous year.

Note:

The response rate for the ETR for Hotels in January 2024 was **94.9%**. 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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