

SURVEY ON TOURIST ESTABLISHMENTS. Hotels. February 2024

Visitors to hotel establishments in the Basque Country increased by 4.4% and overnight stays were up 1.9% in February 2024

The room occupancy rate reached 54.8% and the bed occupancy rate stood at 44.0%

In **February 2024**, visitor numbers at hotel establishments in the Basque Country increased by 4.4% in year-on-year terms and overnight stays were up 1.9%, according to Eustat data. The 222,106 registered visitors gave rise to a total of 408,489 overnight stays.

Foreign tourists accounted for 33.7% of visitors and 35.4% of overnight stays, following increases of 7.8% in the case of visitors and 6.4% in that of overnight stays.

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

	Visitors		Overnight stays		Average stay	
	02/2024	m/m-12 (%)	02/2024	m/m-12 (%)	02/2024	02/2023
BASQUE COUNTRY	222.106	4,4	408.489	1,9	1,84	1,88
State origin	147.164	2,7	263.909	-0,5	1,79	1,85
Foreign origin	74.942	7,8	144.580	6,4	1,93	1,95
Araba/Álava	29.467	5,9	65.123	8,6	2,21	2,16
State origin	23.434	7,4	46.722	5,7	1,99	2,03
Foreign origin	6.033	0,7	18.401	16,6	3,05	2,63
Vitoria-Gasteiz	24.063	8,5	56.577	11,4	2,35	2,29
Bizkaia	100.198	2,8	180.399	-2,9	1,80	1,91
State origin	67.838	-0,5	117.358	-6,7	1,73	1,84
Foreign origin	32.360	10,6	63.041	5,1	1,95	2,05
Bilbao	73.013	2,9	131.009	-3,3	1,79	1,91
Gipuzkoa	92.441	5,6	162.967	4,9	1,76	1,77
State origin	55.892	4,9	99.829	4,9	1,79	1,79
Foreign origin	36.549	6,6	63.138	5,0	1,73	1,75
Donostia / San Sebastián	63.336	8,6	110.139	9,4	1,74	1,73

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 20, 2024

Source: Eustat Tourist accommodating establishments survey

In Álava, there were 29,467 visitors and 65,123 overnight stays, 5.9% and 8.6% more than in February of the previous year. In Gipuzkoa, 92,441 visitors were recorded in February 2024 (5.6% more than in January 2023) which gave rise to 162,967 overnight stays (4.9% more than in the same month of the previous year). In Bizkaia, visitor numbers rose by 2.8%, although overnight stays decreased by 2.9%, with a total of 100,198 visitors and 180,399 overnight stays recorded.

By provincial capital, visitor numbers rose by 8.6% in San Sebastián, 8.5% in Vitoria-Gasteiz and 2.9% in Bilbao. Compared to the previous February, the number of overnight stays increased by 11.4% in Vitoria-Gasteiz and 9.4% in San Sebastián, while it decreased by 3.3% in Bilbao.

The average length of stay in hotel establishments in the Basque Country during February 2024 was 1.84 days, slightly lower than that observed in the same month of the previous year (1.88 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 2024

	Occupancy rates (%)				Profitability			
	by seats		by rooms		ADR (euros)		RevPAR (euros)	
	02/2024	p.p. *	02/2024	p.p. *	02/2024	m/m-12 (%)	02/2024	m/m-12 (%)
BASQUE COUNTRY	44.0	-0.7	54.8	-0.7	76.25	-0.8	41.78	-2.2
Araba/Álava	43.7	-1.3	57.2	-1.5	65.68	-6.3	37.55	-8.7
Vitoria-Gasteiz	46.2	-0.6	61.9	-1.1	58.15	-7.5	35.98	-9.1
Bizkaia	42.5	-1.3	54.7	-1.2	78.74	0.6	43.03	-1.6
Bilbao	49.0	0.0	61.9	0.7	84.01	-0.7	51.96	0.4
Gipuzkoa	45.9	0.1	54.0	0.0	77.65	-0.2	41.94	-0.2
Donostia / San Sebastian	48.5	0.1	55.6	1.1	87.99	0.7	48.90	2.7

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 March 20, 2024

Source: Eustat Tourist accommodating establishments survey

The occupancy rate for the Basque Country as a whole in February 2024 was 44.0% in the case of beds and 54.8% in that of rooms. Compared to February 2023, a decrease of 0.7 percentage points was observed in both variables.

The average daily rate (applied to a double room with a bathroom offered as room only accommodation), or ADR was 76.25 euros in February 2024 in the Basque Country, which was a drop of 0.8% in respect of the previous February. The ADR stood at 78.74 euros in Bizkaia, 77.65 euros in Gipuzkoa and 65.68 euros in Álava. By provincial capital, the ADR reached 87.99 euros in San Sebastián, 84.01 euros in Bilbao and 58.15 euros in Vitoria-Gasteiz.

The RevPar, or average revenue per available room in hotel establishments in the Basque Country in February 2024 was 41.78 euros, 2.2% lower than in the same month of the previous year.

Note:

The response rate for the ETR for Hotels in February 2024 was **90.4%**. 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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