

Overnight stays in hotel establishments in the Basque Country fell by 3.5% in April 2024

The average daily rate was 102.5 euros in April 2024 in the Basque Country, 3.6% higher than in April of the previous year

In, **April 2024** visitor numbers at hotel establishments in the Basque Country were down 1.7% and overnight stays fell by 3.5%, according to Eustat data. The 317,224 registered visitors gave rise to a total of 596,368 overnight stays. When evaluating the data, it must be taken into account that in 2023, Easter took place in April, while in 2024, it was in March.

Foreign tourists accounted for 48.2% of visitors and 49.9% of overnight stays, following rises of 8.0% in the case of visitors and 9.2% in that of overnight stays. In turn, the number of visitors and overnight stays from the rest of Spain decreased in year-on-year terms by 9.3% and 13.5%, respectively.

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

| | Visitors | | Overnight stays | | Average stay | |
|--------------------------|----------------|-------------|-----------------|-------------|--------------|-------------|
| | 04/2024 | m/m-12 (%) | 04/2024 | m/m-12 (%) | 04/2024 | 04/2023 |
| BASQUE COUNTRY | 317.224 | -1,7 | 596.368 | -3,5 | 1,88 | 1,92 |
| State origin | 164.267 | -9,3 | 298.722 | -13,5 | 1,82 | 1,91 |
| Foreign origin | 152.957 | 8,0 | 297.646 | 9,2 | 1,95 | 1,93 |
| Araba/Álava | 40.368 | -5,7 | 83.791 | 3,9 | 2,08 | 1,88 |
| State origin | 28.305 | -9,1 | 56.861 | -5,1 | 2,01 | 1,92 |
| Foreign origin | 12.063 | 3,4 | 26.930 | 29,9 | 2,23 | 1,78 |
| Vitoria-Gasteiz | 30.897 | -5,0 | 68.319 | 7,6 | 2,21 | 1,95 |
| Bizkaia | 138.104 | -4,5 | 253.663 | -9,1 | 1,84 | 1,93 |
| State origin | 73.408 | -9,4 | 125.958 | -17,0 | 1,72 | 1,87 |
| Foreign origin | 64.696 | 1,8 | 127.705 | 0,3 | 1,97 | 2,00 |
| Bilbao | 94.501 | -6,7 | 178.781 | -9,5 | 1,89 | 1,95 |
| Gipuzkoa | 138.752 | 2,7 | 258.914 | 0,2 | 1,87 | 1,91 |
| State origin | 62.554 | -9,1 | 115.903 | -13,4 | 1,85 | 1,94 |
| Foreign origin | 76.198 | 14,9 | 143.011 | 14,8 | 1,88 | 1,88 |
| Donostia / San Sebastian | 91.711 | 7,6 | 176.952 | 5,8 | 1,93 | 1,96 |

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 May 22, 2024

Source: Eustat Tourist accommodating establishments survey

In Álava there were 40,368 visitors and 83,791 overnight stays, 5.7% fewer visitors but 3.9% more overnight stays than in April of the previous year. In Bizkaia, there was a decrease of 4.5% in the case of visitors and 9.1% in that of overnight stays, with a total of 138,104 visitors and 253,663 overnight stays. In Gipuzkoa, 138,752 visitors were recorded in April 2024 (2.7% more than in April 2023) and there were 258,914 overnight stays (0.2% more than in the same month of the previous year).

By provincial capital, visitor numbers were down 5.0% in Vitoria-Gasteiz and 6.7% in Bilbao, however they were up 7.6% in San Sebastián. Compared to April of the previous year, overnight stays increased by 7.6% in Vitoria-Gasteiz and 5.8% in San Sebastián, whereas in Bilbao they were down 9.5%.

The average length of stay in hotel establishments in the Basque Country during April 2024 was 1.88 days, lower than that obtained in the same month of 2023, which was 1.92 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. April 2024

| | Occupancy rates (%) | | | | Profitability | | | |
|--------------------------|---------------------|-------------|-------------|-------------|---------------|------------|----------------|------------|
| | by seats | | by rooms | | ADR (euros) | | RevPAR (euros) | |
| | 04/2024 | p.p. * | 04/2024 | p.p. * | 04/2024 | m/m-12 (%) | 04/2024 | m/m-12 (%) |
| BASQUE COUNTRY | 55,8 | -3,2 | 68,5 | 0,3 | 102,54 | 3,6 | 70,22 | 4,0 |
| Araba/Álava | 51,7 | -1,2 | 65,5 | 1,1 | 84,60 | 0,8 | 55,42 | 2,5 |
| Vitoria-Gasteiz | 54,0 | -0,3 | 71,0 | 2,6 | 69,59 | 1,1 | 49,38 | 4,9 |
| Bizkaia | 53,8 | -3,9 | 67,9 | -0,3 | 100,51 | 4,7 | 68,24 | 4,3 |
| Bilbao | 62,4 | -2,8 | 77,5 | 2,2 | 110,22 | 4,1 | 85,47 | 7,2 |
| Gipuzkoa | 59,5 | -3,2 | 70,2 | 0,7 | 110,56 | 3,0 | 77,57 | 4,0 |
| Donostia / San Sebastian | 65,4 | -3,2 | 76,2 | 1,7 | 128,80 | 1,4 | 98,15 | 3,8 |

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 May 22, 2024

Source: Eustat Tourist accommodating establishments survey

Occupancy rates for April 2024 in the Basque Country as a whole stood at 55.8% in the case of beds, and 68.5% in that of rooms, down 3.2 percentage points on that obtained in April 2023 by beds and up 0.3 points by rooms.

Profitability, measured using the ADR or average daily rate (applied to a double room with a bathroom offered as room only accommodation), was 102.5 euros in April 2024 in the Basque Country, which was a rise of 3.6% compared to April of the previous year. In the case of Gipuzkoa, the ADR reached 110.6 euros, in Bizkaia it was 100.5 euros and in Álava it stood at 84.6 euros. By provincial capital, the differences were greater, given that the ADR was 128.8 euros in San Sebastián, 110.2 euros in Bilbao and, lastly, 69.6 euros in Vitoria-Gasteiz.

The RevPar, or average revenue per available room, was 70.2 euros in April 2024 in hotel establishments in the Basque Country, 4.0% higher than that obtained in the same month of the previous year.

Note:

The response rate for the ETR for Hotels in April 2024 was **93.6%**. 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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