

SURVEY ON TOURIST ESTABLISHMENTS. Hotels. May 2024

Overnight stays in hotel establishments in the Basque Country rose by 8.7% in May 2024

The average daily rate was 120.5 euros, 8.8% more than during the same month of the previous year

In **May 2024**, visitor numbers at hotel establishments in the Basque Country were down 7.3% and overnight stays fell by 8.7%, according to Eustat data. The 356,457 registered visitors gave rise to a total of 686,851 overnight stays.

Foreign tourists accounted for 54.0% of visitors and 55.5% of overnight stays, following increases of 8.4% in the case of visitors and 10.5% 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 6.1% and 6.5% respectively.

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

	Visitors		Overnight stays		Average stay	
	05/2024	m/m-12 (%)	05/2024	m/m-12 (%)	05/2024	05/2023
BASQUE COUNTRY	356.457	7,3	686.851	8,7	1,93	1,90
State origin	164.050	6,1	305.585	6,5	1,86	1,85
Foreign origin	192.407	8,4	381.266	10,5	1,98	1,94
Araba/Álava	48.728	15,9	93.723	18,3	1,92	1,88
State origin	32.789	21,1	62.531	19,5	1,91	1,93
Foreign origin	15.939	6,6	31.192	16,0	1,96	1,80
Vitoria-Gasteiz	36.418	16,5	73.589	19,0	2,02	1,98
Bizkaia	158.173	5,3	296.772	4,9	1,88	1,88
State origin	73.162	2,8	131.762	3,8	1,80	1,78
Foreign origin	85.011	7,5	165.010	5,8	1,94	1,97
Bilbao	102.887	1,2	199.399	1,5	1,94	1,93
Gipuzkoa	149.556	6,9	296.356	9,8	1,98	1,93
State origin	58.099	3,0	111.292	3,4	1,92	1,91
Foreign origin	91.457	9,6	185.064	14,0	2,02	1,94
Donostia / San Sebastian	95.560	6,2	199.849	10,9	2,09	2,00

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 June 20, 2024

Source: Eustat Tourist accommodating establishments survey

In Álava, there were 48,728 visitors and 93,723 overnight stays, 15.9% more visitors and 18.3% more overnight stays than in the previous May. In Bizkaia, there was an increase of 5.3% in the case of visitors and 4.9% in that of overnight stays, with a total of 158,173 visitors and 296,772 overnight stays. In Gipuzkoa, 149,556 visitors were recorded in May 2024 (6.9% more than in May 2023) and there were 296,356 overnight stays (9.8% more than in the same month of the previous year).

By provincial capital, visitor numbers rose by 16.5% in Vitoria-Gasteiz, 6.2% in San Sebastián and 1.2% in Bilbao. Compared to the previous May, overnight stays increased by 19.0% in Vitoria-Gasteiz and 10.9% in San Sebastián and 1.5% in Bilbao.

The average length of stay in hotel establishments in the Basque Country during May 2024 was 1.93 days, higher than that obtained in the same month of 2023, which was 1.90 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. May 2024

	Occupancy rates (%)				Profitability			
	by seats		by rooms		ADR (euros)		RevPAR (euros)	
	05/2024	p.p. *	05/2024	p.p. *	05/2024	m/m-12 (%)	05/2024	m/m-12 (%)
BASQUE COUNTRY	61,6	3,0	74,0	2,5	120,51	8,8	89,11	12,6
Araba/Álava	55,9	5,0	70,0	4,3	92,02	4,4	64,37	11,2
Vitoria-Gasteiz	56,2	4,6	73,0	3,7	71,81	1,8	52,40	7,2
Bizkaia	59,8	3,0	74,3	2,9	117,31	9,0	87,14	13,4
Bilbao	65,9	2,6	82,2	3,6	131,91	7,9	108,49	12,9
Gipuzkoa	65,8	2,2	75,0	1,4	133,36	9,9	99,99	12,0
Donostia / San Sebastian	71,1	-0,6	79,6	-1,0	161,18	8,4	128,33	7,1

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 June 20, 2024

Source: Eustat Tourist accommodating establishments survey

Occupancy rates for May 2024 in the Basque Country as a whole stood at 61.6% in the case of beds, and 74.0% in that of rooms, 3.0 percentage points above that obtained in May 2023 for beds and up 2.5 points for rooms.

Profitability, measured using the ADR or average daily rate (applied to a double room with a bathroom offered as room only accommodation), was 120.5 euros in May 2024 in the Basque Country, which was a rise of 8.8% in respect of May 2023. In the case of Gipuzkoa, the ADR reached 133.4 euros, in Bizkaia it was 117.3 euros and in Álava it stood at 92 euros. By capitals, the ADR was 161.2 euros in San Sebastián, 131.9 euros in Bilbao and lastly 71.8 euros in Vitoria-Gasteiz.

The RevPar, or average revenue per available room, was 89.1 euros in May 2024 in hotel establishments in the Basque Country, 12.6% higher than that obtained in the same month of the previous year.

Note:

The response rate of the ETR for Hotels in May 2024 was **91.0%**. 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:

Eustat - Euskal Estatistika Erakundea / Basque Statistics Institute

C/ Donostia-San Sebastián, 1 01010 Vitoria-Gasteiz

Press Service: servicioprensa@eustat.eus Tel.: 945 01 75 62