

SURVEY ON TOURIST ESTABLISHMENTS. Hotels. May 2025

Overnight stays in hotel establishments in the Basque Country rose by 7.9% in May 2025

The bed occupancy rate reached 64.2% and the room occupancy rate 77.9%.

In **May 2025**, visitor numbers at hotel establishments in the Basque Country rose by 6.9% and overnight stays by 7.9%, according to Eustat data. The 380,984 registered visitors gave rise to a total of 741,344 overnight stays.

Foreign tourists accounted for 54.6% of visitors and 56.0% of overnight stays, following rises of 8.1% in the case of visitors and 8.9% 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 5.4% and 6.7%, respectively.

Visitors, overnight stays and average stay in hotel establishments in the Basque Country. May 2025

	Visitors		Overnight stays		Average stay	
	05/2025	m/m-12 (%)	05/2025	m/m-12 (%)	05/2025	05/2024
BASQUE COUNTRY	380.984	6,9	741.344	7,9	1,95	1,93
State origin	172.975	5,4	326.125	6,7	1,89	1,86
Foreign origin	208.009	8,1	415.219	8,9	2,00	1,98
Araba/Álava	46.737	-4,1	100.044	6,7	2,14	1,92
State origin	31.280	-4,6	65.994	5,5	2,11	1,91
Foreign origin	15.457	-3,0	34.050	9,2	2,20	1,96
Vitoria-Gasteiz	33.589	-7,8	77.271	5,0	2,30	2,02
Bizkaia	181.524	14,8	339.115	14,3	1,87	1,88
State origin	79.656	8,9	141.149	7,1	1,77	1,80
Foreign origin	101.868	19,8	197.966	20,0	1,94	1,94
Bilbao	119.369	16,0	228.091	14,4	1,91	1,94
Gipuzkoa	152.723	2,1	302.185	2,0	1,98	1,98
State origin	62.039	6,8	118.982	6,9	1,92	1,92
Foreign origin	90.684	-0,8	183.203	-1,0	2,02	2,02
Donostia / San Sebastian	93.936	-1,7	195.376	-2,2	2,08	2,09

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 19, 2025

Source: Eustat Tourist accommodating establishments survey

In Álava, there were 46,737 visitors and 100,044 overnight stays, a decrease of 4.1% and an increase of 6.7%, respectively, compared to May of the previous year. In Bizkaia, growth reached 14.8% in the case of visitor numbers and 14.3% in that of overnight stays, with a total of 181,524 visitors and 339,115 overnight stays. In Gipuzkoa, 152,723 visitors were recorded in May 2025 (2.1% more than in May 2024) and there were 302,185 overnight stays (2.0% more than in the same month of the previous year).

By provincial capital, visitor numbers fell in comparison with May 2024 by 7.8% in Vitoria-Gasteiz and 1.7% in San Sebastián; and increased by 16.0% in Bilbao. Overnight stays rose by 5.0% in Vitoria-Gasteiz, 14.4% in Bilbao and fell by 2.2% in San Sebastián.

The average length of stay in hotel establishments in the Basque Country during May 2025 was 1.95 days, slightly higher than the 1.93 days observed in the same month of the previous year.

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 2025

	Occupancy rates (%)				Profitability			
	by seats		by rooms		ADR (euros)		RevPAR (euros)	
	05/2025	p.p. *	05/2025	p.p. *	05/2025	m/m-12 (%)	05/2025	m/m-12 (%)
BASQUE COUNTRY	64,2	2,6	77,9	3,9	129,46	7,4	100,81	13,1
Araba/Álava	59,2	3,3	78,0	8,0	97,89	6,4	76,34	18,6
Vitoria-Gasteiz	58,8	2,5	81,4	8,4	80,37	11,9	65,43	24,9
Bizkaia	65,2	5,4	80,1	5,8	126,24	7,6	101,09	16,0
Bilbao	69,7	3,8	84,9	2,7	144,04	9,2	122,28	12,7
Gipuzkoa	64,9	-0,9	75,4	0,4	144,53	8,4	108,90	8,9
Donostia / San Sebastian	69,4	-1,7	78,7	-0,9	181,48	12,6	142,85	11,3

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 19, 2025

Source: Eustat Tourist accommodating establishments survey

The occupancy rate in May 2025 for the Basque Country as a whole was 64.2% in the case of beds and 77.9% in that of rooms. Compared to May 2024, this was an increase of 2.6 percentage points in the case of beds and 3.9 percentage points in that of rooms.

Profitability, measured using the ADR or average daily rate (applied to a double room with a bathroom offered as room only accommodation), was 129.5 euros in May 2025 in the Basque Country, which was a rise of 7.4% in respect of May 2024. In the case of Gipuzkoa, the ADR reached 144.5 euros, in Bizkaia it was 126.2 euros and in Álava it stood at 97.9 euros. By provincial capital, the differences were greater, given that the ADR was 181.5 euros in San Sebastián, 144.0 euros in Bilbao and, lastly, 80.4 euros in Vitoria-Gasteiz.

The RevPar, or average revenue per available room in hotel establishments in the Basque Country in May 2025 was 100.8 euros, 13.1% higher than in the same month of the previous year.

Annual cumulative total

In the cumulative period in the year to date (**January-May 2025**), in comparison to the same cumulative period of the previous year, visitor numbers rose by 3.3%, and overnight stays by 4.6%. The average length of stay during these five months was 1.91 days in 2025, compared to the 1.89 days observed in the same cumulative period of the previous year.

The occupancy rate during the first 5 months of the year stood at 51.7% in the case of beds and 62.8% in that of rooms, 0.5 and 0.3 percentage points more than in the same cumulative period of the previous year.

Note:

The response rate of the ETR for Hotels in May 2025 was **92.4%**. 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:

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