

SURVEY ON TOURIST ESTABLISHMENTS (EETR) JANUARY 2011

## The number of visitors to the Basque Country rose by 5% in January 2011

### *Overnight stays were up by 8%*

There were 117,797 visitors registered in the hotel establishments of the Basque Country in January 2011, 5,182 up on the same month of the previous year, in other words, a 5% increase, according to Eustat data. The number of visitors rose by 5% in Álava, 10% in Bizkaia, but fell by 4% in Gipuzkoa.

The number of visitors from within Spain was up 5% and the number of overseas visitors rose by 3%. The number of visitors from within Spain increased in Álava, up by 5%, and in Bizkaia, where there was a 10% rise, while it fell in Gipuzkoa by 2%. Foreign visitors also increased in number in Álava and Bizkaia, up 7% and 12% respectively, but fell in Gipuzkoa by 7%.

With regard to visitors from other Autonomous Communities, the greatest percentage increase was among those from Asturias, Castilla-La Mancha, Cantabria, Cataluña and Madrid, while there was a drop in number in the visitors from Andalusia, the Balearic Islands, Galicia and Extremadura. As far as visitors from abroad were concerned, there was a rise in those from France, Italy, the Netherlands and Portugal. However, the greatest percentage fall was among those from Germany, Finland and Greece.

Registered overnight stays in January 2011 stood at 210,414, which was 8% up on the same month of the previous year, in other words, there were 15,298 more overnight stays. The year-on-year performance of overnight stays was positive in Álava and Bizkaia, up by 26% and 11%, respectively, but fell by 3% in Gipuzkoa.

The average length of stay rose compared to January 2010, up from an average stay of 1.73 days in January 2010 to 1.79 days for January this year, for the Basque Country as a whole. By provinces, it increased from 1.65 to 1.97 days in Álava, from 1.72 to 1.73 days in Bizkaia, while it fell in Gipuzkoa from the 1.78 days registered in January 2010 to the 1.79 days in the same month of this year.

The bed occupancy rate was up 10% to 28.12% for the Basque Country overall in January 2011. This rise in number affected all three territories: in Álava, the occupancy rate rose by 28%, up from 21.18% in January 2010 to 27.02% in the same month of this year. In Bizkaia, there was a 11% rise, from 25.51% in January 2010 to 28.22% in January 2011, while in Gipuzkoa, the increase was 2%, up from an occupancy rate of 28.12% in January 2010 to 28.56% in the same month of this year.

## RURAL TOURISM

***The number of visitors was up by 2% and overnight stays increased by 8%, compared to January 2010***

There were 4,330 visitors in rural tourism establishments of the Basque Country in January, up 2% on the number of visitors in rural tourism establishments in January 2010. By provinces, the number was down by 19% in Álava, 5% in Bizkaia, but it rose by 17% in Gipuzkoa. The number of visitors from within Spain fell by 4% in the Basque Country: it fell by 23% in Álava, by 12% in Bizkaia and rose by 12% in Gipuzkoa. The number of foreign visitors increased significantly for the Basque Country overall. The percentage rise was significant in all three provinces.

There were 11,484 overnight stays in rural tourism establishments in the Basque Country in January, which was 8% up on the previous year, with year-on-year positive growth being recorded in Bizkaia (9%) and Gipuzkoa (6%), but the number fell in Álava by 11%.

The average length of stay per visitor in the Basque Country overall increased with respect to January 2010, rising from 2.50 days a year ago to 2.65 days in the same month of this year. In Álava, the average stay rose by 10% from 2.49 days in January 2010 to 2.75 days in January 2011. In Bizkaia, the figure increased by 30% and the average stay was up from 2.15 days in January 2010 to 2.79 days in January 2011. The average stay in Gipuzkoa fell by 9% from 2.78 days in January 2010 to 2.53 in the same month of this year.

The bed occupancy rate was up by 8%, rising from 9.55% occupancy to 10.28%, as a result of the increase registered in Bizkaia (20%) and Gipuzkoa (13%), that offsets the downturn in Álava (-19%).

**Table 1: Hotel and Rural Tourism Establishments in the Basque Country. Monthly results**

	BASQUE COUNTRY						ÁLAVA						BIZKAIA						GIPUZKOA					
	01 2011	(%)	01 2010	(%)	Δ %		01 2011	(%)	01 2010	(%)	Δ %		01 2011	(%)	01 2010	(%)	Δ %		01 2011	(%)	01 2010	(%)	Δ %	
	HOTEL ESTABLISHMENTS																							
<b>OVERNIGHT STAYS</b>	210.414	100	195.116	100	8		35.746	100	28.386	100	26		105.128	100	94.959	100	11		69.540	100	71.771	100	-3	
National	153.521	73	140.545	72	9		27.786	78	22.332	79	24		77.061	73	68.656	72	12		48.674	70	49.557	69	-2	
Foreigners	56.893	27	54.571	28	4		7.960	22	6.054	21	31		28.067	27	26.303	28	7		20.866	30	22.214	31	-6	
Capital	136.582	65	124.588	64	10		28.687	80	22.016	78	30		68.548	65	63.616	67	8		39.347	57	38.956	54	1	
Coast	16.336	8	14.866	8	10		-	-	-	-	-		6.143	6	6.257	7	-2		10.193	15	8.609	12	18	
Inland	57.496	27	55.662	29	3		7.059	20	6.370	22	11		30.437	29	25.086	26	21		20.000	29	24.206	34	-17	
<b>ENTRY OF TRAVELLERS</b>	117.797	100	112.615	100	5		18.167	100	17.233	100	5		60.860	100	55.168	100	10		38.770	100	40.214	100	-4	
National	89.327	76	85.045	76	5		14.794	81	14.087	82	5		47.030	77	42.831	78	10		27.503	71	28.127	70	-2	
Foreigners	28.470	24	27.570	24	3		3.373	19	3.146	18	7		13.830	23	12.337	22	12		11.267	29	12.087	30	-7	
Capital	74.262	63	72.024	64	3		13.475	74	12.602	73	7		38.804	64	36.530	66	6		21.983	57	22.892	57	-4	
Coast	9.887	8	9.109	8	9		-	-	-	-	-		3.478	6	3.457	6	1		6.409	17	5.652	14	13	
Inland	33.648	29	31.482	28	7		4.692	26	4.631	27	1		18.578	31	15.181	28	22		10.378	27	11.670	29	-11	
<b>AVERAGE STAY</b>	1,79		1,73		3		1,97		1,65		19		1,73		1,72		1		1,79		1,78		1	
<b>OCCUPANCY LEVEL BY PLACES</b>	28,12		25,62		10		27,02		21,18		28		28,22		25,51		11		28,56		28,12		2	
Capital	31,37		28,22		11		30,33		23,29		30		31,63		29,21		8		31,72		30,14		5	
Coast	25,57		22,55		13		-		-		-		21,66		18,60		16		28,69		26,65		8	
Inland	23,09		21,92		5		18,73		16,13		16		23,90		20,77		15		23,83		25,84		-8	
<b>OCCUPANCY LEVEL BY ROOMS</b>	35,86		33,86		6		34,92		27,52		27		36,98		35,24		5		34,66		35,19		-2	
Capital	40,17		37,81		6		39,28		31,63		24		42,17		41,19		2		37,41		36,41		3	
Coast	32,24		28,15		15		-		-		-		27,89		22,56		24		35,58		33,53		6	
Inland	29,07		28,21		3		22,83		18,10		26		30,09		27,35		10		30,14		34,00		-11	
<b>AGRI-TOURISM</b>																								
<b>OVERNIGHT STAYS</b>	11.484	100	10.642	100	8		1.961	100	2.209	100	-11		3.914	100	3.163	100	24		5.609	100	5.270	100	6	
National	9.793	85	9.468	89	3		1.709	87	2.099	95	-19		3.326	85	2.804	89	19		4.758	85	4.565	87	4	
Foreigners	1.691	15	1.174	11	44		252	13	110	5	129		588	15	359	11	64		851	15	705	13	21	
<b>ENTRY OF TRAVELLERS</b>	4.330	100	4.257	100	2		714	100	886	100	-19		1.402	100	1.473	100	-5		2.214	100	1.898	100	17	
National	3.904	90	4.056	95	-4		656	92	851	96	-23		1.234	88	1.410	96	-12		2.014	91	1.795	95	12	
Foreigners	426	10	201	5	112		58	8	35	4	66		168	12	63	4	167		200	9	103	5	94	
<b>AVERAGE STAY</b>	2,65		2,50		6		2,75		2,49		10		2,79		2,15		30		2,53		2,78		-9	
<b>OCCUPANCY LEVEL BY PLACES</b>	10,28		9,55		8		7,71		9,48		-19		10,86		9,04		20		11,16		9,92		13	
<b>OCCUPANCY LEVEL BY ROOMS</b>	11,86		11,13		7		8,48		10,13		-16		13,00		10,54		23		12,77		11,98		7	

Source: EUSTAT. Survey on Tourist Establishments of the Basque Country (EETR)

**For further information:**

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