

[SURVEY ON TOURIST ESTABLISHMENTS \(EETR \) JULY 2011](#)

## Number of visitors to the Basque Country rose by 9% in July 2011

### ***Overnight stays saw an increase of 10% on July 2010***

There were 264,045 visitors registered in the hotel establishments of the Basque Country in July 2011, 22,880 up on the same month of the previous year, which is an increase of 9%, according to Eustat data. The number of visitors increased by 7% in Álava/Araba, 16% in Bizkaia and 3% in Gipuzkoa.

The number of Spanish visitors rose by 10% and foreign visitors were up by 8%. The number of Spanish visitors rose in the three provinces: In Álava/Araba they were up by 9%, in Bizkaia 18% and in Gipuzkoa 1%. There was an increase of foreign visitors in the three territories, with a rise of 3% in Álava/Araba, 12% in Bizkaia and 6% in Gipuzkoa.

The greatest increase in Spanish visitors came from Asturias, Castilla y León, Catalonia, Madrid and from the Basque Country itself, whilst there was a drop in visitors from Aragón, Extremadura and La Rioja, amongst others. The greatest number of foreign visitors came from France, Latin America, Holland and USA-Canada, whilst visitor numbers from Portugal and Belgium fell.

Registered overnight stays in July 2011 totalled 515,960, a 10% increase on the same month of the previous year, that is, there were 48,366 more overnight stays. The year-on-year figures for overnight stays were positive in the three provinces: in Álava/Araba they rose by 5%, Bizkaia posted an increase of 20% and Gipuzkoa 2%.

The average length of stay rose slightly with respect to July 2010, going from 1.94 days in July 2010 to 1.95 days in July 2011, for the Basque Country as a whole. By territory, in Álava/Araba it fell from 1.74 to 1.71, in Bizkaia it rose from 1.85 to 1.92 days and in Gipuzkoa it also fell from 2.12 to 2.10 days.

The bed occupancy rate saw an increase of 8%, standing at 60.57% in July 2011. This rise was evident in the three provinces. In Álava/Araba there was a rise of 4%, Bizkaia posted an increase of 16% and Gipuzkoa 1%. The bed occupancy rate in Álava/Araba rose from 48.49% in July 2010 to 50.57% in July 2011, in Bizkaia it went from 50.17% to 57.95% and in Gipuzkoa it rose from 67.83% in July 2010 to 68.81% in the same month of this year.

### **RURAL TOURISM**

#### ***Visitor numbers fell by 5% and there was no change in overnight stays (0%) in the Basque Country, compared to July 2010***

In July, 15,130 visitors to rural tourism establishments in the Basque Country were recorded, 5% down on the previous year, with the only increase, of 6%, posted in

Álava/Araba, whereas Bizkaia and Gipuzkoa both saw a drop of 7%. Spanish visitors were down 2% as a whole in the Basque Country. they rose 4% in Álava/Araba, but in Bizkaia and Gipuzkoa there was a drop of 3%. There was a 22% reduction in the number of foreign visitors to the Basque Country as a whole, with a fall of 24% in Bizkaia and 28% in Gipuzkoa, whereas Álava/Araba saw an increase of 30%.

In July, there were 47,664 overnight stays recorded in rural tourism establishments in the Basque Country, which is practically a repetition of the figures for the previous year, with negative year-on-year growth rates in Álava/Araba and Bizkaia, dropping by 1% in both provinces, whilst in Gipuzkoa there was no change.

The average length of stay increased 5% in the Basque Country as a whole with respect to July 2010, going from 3.00 days one year ago to 3.15 days in July 2011. By province, there was a decrease in Álava/Araba (6%), with the average visitor stay going from 2.77 days in July 2010 to 2.59 days in the same month of this year. In Bizkaia the average stay rose by 7%, going from 2.63 days in July 2010 to 2.81 days in July 2011, and Gipuzkoa also saw an increase of 8%, with the average stay rising from 3.26 days to 3.52 days for the month of July.

The bed occupancy rate saw a drop of 2% in the Basque Country as a whole, going from 38.29% to 37.70%, as a consequence of the decrease in Álava/Araba, where it fell by 10%, whereas in Bizkaia there was a rise of 2% and Gipuzkoa did not register a change.

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**For further information:**

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

	BASQUE COUNTRY				ARABA / ÁLAVA				BIZKAIA				GIPUZKOA							
	07 2011	(%)	07 2010	(%)	Δ %	07 2011	(%)	07 2010	(%)	Δ %	07 2011	(%)	07 2010	(%)	Δ %					
	HOTEL ESTABLISHMENTS																			
<b>OVERNIGHT STAYS</b>	515.960	100	467.594	100	10	71.365	100	67.959	100	5	237.300	100	197.286	100	20	207.295	100	202.349	100	2
National	315.910	61	287.501	61	10	50.033	70	46.950	69	7	147.986	62	121.773	62	22	117.891	57	118.778	59	-1
Foreigners	200.050	39	180.093	39	11	21.332	30	21.009	31	2	89.314	38	75.513	38	18	89.404	43	83.571	41	7
Capital	315.926	61	287.575	62	10	54.498	76	50.995	75	7	147.253	62	122.089	62	21	114.175	55	114.491	57	0
Coast	60.872	12	62.589	13	-3	-	-	-	-	-	21.016	9	22.973	12	-9	39.856	19	39.616	20	1
Inland	139.162	27	117.430	25	19	16.867	24	16.964	25	-1	69.031	29	52.224	26	32	53.264	26	48.242	24	10
<b>ENTRY OF TRAVELLERS</b>	264.045	100	241.165	100	9	41.685	100	39.004	100	7	123.525	100	106.663	100	16	98.835	100	95.498	100	3
National	159.391	60	144.531	60	10	27.412	66	25.156	64	9	76.497	62	64.672	61	18	55.482	56	54.703	57	1
Foreigners	104.654	40	96.634	40	8	14.273	34	13.848	36	3	47.028	38	41.991	39	12	43.353	44	40.795	43	6
Capital	155.650	59	145.478	60	7	30.181	72	27.576	71	9	73.107	59	66.636	62	10	52.362	53	51.266	54	2
Coast	26.538	10	27.672	11	-4	-	-	-	-	-	9.969	8	10.441	10	-5	16.569	17	17.231	18	-4
Inland	81.857	31	68.015	28	20	11.504	28	11.428	29	1	40.449	33	29.586	28	37	29.904	30	27.001	28	11
<b>AVERAGE STAY</b>	1,95		1,94		1	1,71		1,74		-2	1,92		1,85		4	2,10		2,12		-1
<b>OCCUPANCY LEVEL BY PLACES</b>	60,57		56,22		8	50,57		48,49		4	57,95		50,17		16	68,81		67,83		1
Capital	67,41		63,15		7	57,13		53,24		7	64,64		55,83		16	78,48		81,26		-3
Coast	63,69		67,48		-6	-		-	-	-	51,91		57,54		-10	72,35		75,00		-4
Inland	48,39		41,41		17	36,89		38,24		-4	48,90		38,79		26	52,90		46,12		15
<b>OCCUPANCY LEVEL BY ROOMS</b>	67,82		62,49		9	58,25		54,89		6	65,80		57,81		14	75,03		72,43		4
Capital	75,56		70,71		7	67,27		62,04		8	73,67		65,13		13	84,18		85,70		-2
Coast	69,08		71,41		-3	-		-	-	-	58,29		60,35		-3	76,67		78,93		-3
Inland	55,00		46,36		19	38,48		39,68		-3	55,36		45,02		23	61,60		50,99		21
<b>AGRI-TOURISM</b>																				
<b>OVERNIGHT STAYS</b>	47.664	100	47.828	100	0	6.478	100	6.544	100	-1	12.699	100	12.767	100	-1	28.487	100	28.517	100	0
National	40.429	85	38.358	80	5	5.586	86	5.564	85	0	10.183	80	9.796	77	4	24.660	87	22.998	81	7
Foreigners	7.235	15	9.470	20	-24	892	14	980	15	-9	2.516	20	2.971	23	-15	3.827	13	5.519	19	-31
<b>ENTRY OF TRAVELLERS</b>	15.130	100	15.968	100	-5	2.505	100	2.359	100	6	4.526	100	4.861	100	-7	8.099	100	8.748	100	-7
National	13.124	87	13.394	84	-2	2.240	89	2.155	91	4	3.804	84	3.916	81	-3	7.080	87	7.323	84	-3
Foreigners	2.006	13	2.574	16	-22	265	11	204	9	30	722	16	945	19	-24	1.019	13	1.425	16	-28
<b>AVERAGE STAY</b>	3,15		3,00		5	2,59		2,77		-6	2,81		2,63		7	3,52		3,26		8
<b>OCCUPANCY LEVEL BY PLACES</b>	37,70		38,29		-2	22,84		25,43		-10	31,39		30,71		2	49,46		49,51		0
<b>OCCUPANCY LEVEL BY ROOMS</b>	39,89		40,30		-1	25,08		27,29		-8	33,16		32,26		3	52,05		52,45		-1

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