

SURVEY ON TOURIST ESTABLISHMENTS. JUNE 2017

Visitors to hotel establishments in the Basque Country rose by 6.0% in June 2017

The average daily rate (ADR) for hotels stood at 89.5 euros in June 2017, 7.9% up on the previous year

There were 273,479 visitors registered in the hotel establishments of the Basque Country in June 2017, 15,599 up on the same month of the previous year, which is an increase of 6.0%, according to Eustat data. The number of visitors rose by 0.9% in Álava, 9.8% in Bizkaia, and 3.5% in Gipuzkoa.

Furthermore, overnight stays registered in hotel establishments of the Basque Country in June 2017 reached 516,958, which was an increase of 3.3% on those registered in June of the previous year, that is, there were 16,700 more overnight stays. There was also a positive year-on-year change in overnight stays in Bizkaia, where they rose by 5.9% and in Gipuzkoa, where they were up 1.9%, but in Álava they were down 1.0%.

Table 1.- Overnight stays, visitor numbers, average stay and bed occupancy rates in hotel establishments in the Basque Country. June 2017

	Overnight stays		Visitors		Average length		Degree of occupation (%)				Cost effectiveness by rooms		
	06/2017	m/m-12 (%)	06/2017	m/m-12 (%)	06/2017	06/2016	06/2017	p.p.*		06/2017	p.p.*	ADR (euro)	RevPar (euro)
								by places	by rooms				
BASQUE COUNTRY	516.958	3,3	273.479	6,0	1,89	1,94	59,0	1,1	72,9	1,4	89,5	65,3	
State	272.366	1,1	149.151	5,6	1,83	1,91	-	-	-	-	-	-	
Foreigners	244.592	6,0	124.328	6,6	1,97	1,98	-	-	-	-	-	-	
ARABA/ÁLAVA	65.362	-1,0	37.059	0,9	1,76	1,80	50,4	1,6	62,8	2,6	73,9	46,4	
State	45.164	6,0	25.765	9,1	1,75	1,80	-	-	-	-	-	-	
Extranjeros	20.198	-13,6	11.294	-13,8	1,79	1,78	-	-	-	-	-	-	
Vitoria-Gasteiz	45.912	-3,3	25.149	1,4	1,83	1,91	51,5	1,3	65,8	1,3	62,6	41,2	
BIZKAIA	239.842	5,9	131.056	9,8	1,83	1,90	58,0	2,5	74,3	2,3	78,9	58,6	
State	134.121	2,2	75.150	7,4	1,78	1,88	-	-	-	-	-	-	
Foreigners	105.721	11,0	55.906	13,1	1,89	1,93	-	-	-	-	-	-	
Bilbao	155.592	6,5	83.567	8,0	1,86	1,89	65,4	2,6	82,5	2,8	87,5	72,2	
GIPUZKOA	211.754	1,9	105.364	3,5	2,01	2,04	63,6	-1,3	75,1	-0,4	107,5	80,8	
State	93.081	-2,6	48.236	1,1	1,93	2,00	-	-	-	-	-	-	
Foreigners	118.673	5,8	57.128	5,7	2,08	2,07	-	-	-	-	-	-	
Donostia / San Sebastián	129.309	4,5	62.308	5,2	2,08	2,09	75,0	0,7	87,9	1,8	136,9	120,3	

p.p.*= difference in percentage points on the same month of the previous year

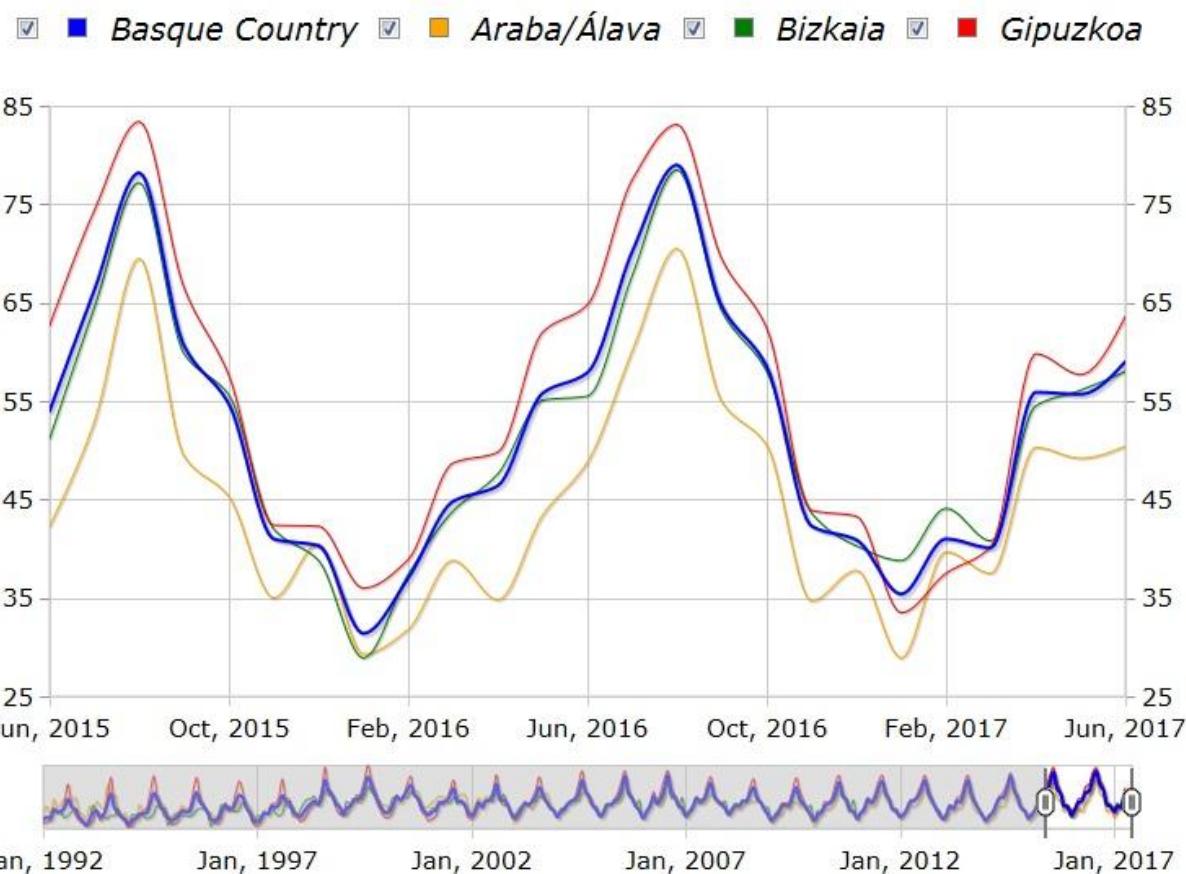
Source: Eustat. Survey on tourist establishments

The number of visitors from within Spain rose by 5.6% in the Basque Country compared to June of the previous year, and the number of visitors from abroad increased by 6.6%. In the case of Álava, entries of Spanish visitors saw a 9.1% upturn and a 13.8% decrease in the case of foreign visitors. In Bizkaia, the number of Spanish visitors was up by 7.4%, whereas the number of visitors from abroad rose by 13.1%. In Gipuzkoa there was an increase both in Spanish visitor numbers, of 1.1%, and in the number of foreign visitors, which went up by 5.7%.

This June the average length of stay was 1.89 days, below the average length of stay of 1.94 days registered in June 2016. In Álava there was a drop from 1.80 days last year to 1.76 days in June of this year; in Bizkaia it fell from 1.90 days to 1.83 days; and finally in Gipuzkoa, the average length of stay in June 2017 was 2.01 days compared to 2.04 days in June 2016.

There was an increase of 1.1 percentage points in the bed occupancy rate for the Basque Country overall, where it went from 57.9% in June 2016 to 59.0% in June this year. In Álava there was a rise of 1.6 percentage points, where it went from 48.8% to 50.4% this June. Bizkaia saw an increase of 2.5 percentage points, going from a bed occupancy rate of 55.5% in June 2016 to a rate of 58.0% in June 2017. In Gipuzkoa the occupancy rate fell 1.3 percentage points, going from 64.8% to 63.6%.

Evolution of the bed occupancy rate of the hotel establishments of the Basque Country by province (%)



Source: Eustat. Survey on tourist establishments

The occupancy rate per room also registered an increase, with a 1.4 percentage point rise for the Basque Country overall, reaching 72.9%. In Álava it was up by 2.6 percentage points, standing at 62.8%, and in Bizkaia it increased by 2.3 percentage points, reaching 74.3%. Meanwhile, in Gipuzkoa there was a drop of 0.4 percentage points, registering 75.1% occupancy per room.

The highest hotel bed occupancy rate in June this year was in Donostia/San Sebastián (75.0%), followed by Bilbao (65.4%) and Gipuzkoa Costa (63.9%).

Taking into account the day of the week, at weekends there was a higher occupancy in the Basque Country as a whole in June 2017, with 68.1% of places occupied, whilst the registered occupancy stood at 55.0% on weekdays.

Finally, with regards to the **profitability indicators of the sector**, the average daily rate (ADR) of hotels in the Basque Country stood at 89.5 euros in June 2017, 7.9% up on the year before. The average rate stood at 73.9 euros in Álava, where it increased by 5.4%; 78.9 euros in Bizkaia, with an increase of 6.5%, and 107.5 euros in Gipuzkoa, where it went up by 9.7%.

The revenue per available room (RevPAR) in the Basque Country overall, which is dependent on the occupancy rate of hotel establishments, stood at 65.3 euros in June 2017, a 10.0% increase on June 2016. The RevPAR stood at 46.4 euros in Álava, 58.6 euros in Bizkaia, and 80.8 euros in Gipuzkoa.

The occupancy rate per room during Ferroforma stood at 86.5% in the hotel establishments of Bizkaia

Visitor numbers during the Ferroforma Fair, from 6 to 8 June (3 nights), rose to 12,934 in hotel establishments in Bizkaia. In this same period, the total number of overnight stays in Bizkaia was 24,598, with an occupancy rate per room of 86.5%.

In Bilbao there were 8,068 visitors and 15,374 overnight stays, with a room occupancy rate of 92.5% over the three given days.

In rural accommodation, visitor numbers increased by 9.6% and overnight stays rose by 8.7% in June 2017

There were 15,533 visitors to rural tourism establishments in the Basque Country in June, 9.6% more than the same month of the previous year. By province, the number of visitors was up by 21.8% in Gipuzkoa, in Bizkaia there was a rise of 9.6%, but in Álava there was a decrease of 13.5%. The 3,225 visitors originating from abroad signified a decrease of 2.3% with regards to those received a year ago and represented 20.8% of the total number of visitors. For its part, the number of visitors from within Spain rose by 13.2%.

Rural tourism establishments and country cottages in the Basque Country recorded a total of 30,775 overnight stays in June, with an increase of 8.7% with respect to the same month of the previous year. At provincial level, in Gipuzkoa they increased by 22.3% and in Bizkaia they rose by 9.4%; in Álava, however, they fell by 21.1%.

The bed occupancy rate stood at 23.7% with a rise of 0.7 percentage points from the figures obtained in June 2016. Álava also recorded a decrease of 5.9 percentage points, with a bed occupancy rate of 18.4%. In Bizkaia the occupancy rate was 22.5%, which meant an increase of 0.5 percentage points in relation to June 2016, and Gipuzkoa saw a rise of 3.7 percentage points to an occupancy rate this June of 26.9%.

Finally, the average length of stay per visitor decreased this June with respect to June 2016, going from 2.00 days a year ago to 1.98 this last month.

Table 2.- Overnight stays, visitor numbers, average stay and occupancy rates in rural accommodation in the Basque Country. June 2017

	Overnight stays		Visitors		Average length		Degree of occupation by places (%)	
	06/2017	m/m-12 (%)	06/2017	m/m-12 (%)	06/2017	06/2016	06/2017	p.p.*
BASQUE COUNTRY	30.775	8,7	15.533	9,6	1,98	2,00	23,7	0,7
Araba/Álava	5.107	-21,1	2.952	-13,5	1,73	1,90	18,4	-5,9
Bizkaia	8.778	9,4	4.723	9,6	1,86	1,86	22,5	0,5
Gipuzkoa	16.890	22,3	7.858	21,8	2,15	2,14	26,9	3,7

p.p.*= difference in percentage points on the same month of the previous year

Source: Eustat. Survey on tourist establishments

For further information:

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