

## SURVEY ON TOURIST ESTABLISHMENTS. JANUARY 2018

## Visitors to hotel establishments in the Basque Country increased by 0.1% in January 2018

**The average daily rate (ADR) for hotels stood at 67.2 euros in January 2018, 1.6% up on the previous year**

There were 157,125 visitors registered in the hotel establishments of the Basque Country in January 2018, 102 up on the same month of the previous year, which is an increase of 0.1%. The number of visitors was up 8.5% in Álava and 6.6% in Gipuzkoa, whereas in Bizkaia there was a drop of 6.5%.

Furthermore, overnight stays registered in hotel establishments of the Basque Country in January 2018 reached 291,643, which was an increase of 1.7% on those registered in January of the previous year, that is, there were 4,955 more overnight stays. There was also a year-on-year upward trend in overnight stays in Álava, where they rose by 14.7% and in Gipuzkoa, where they were up 10.5%, but in Bizkaia they were down 6.7%.

**Table 1.- Overnight stays, visitor numbers, average stay and bed occupancy rates in hotel establishments in the Basque Country. January 2018**

	Overnight stays		Visitors		Average length		Degree of occupation (%)				Cost effectiveness by rooms	
	01/2018	m/m-12 (%)	01/2018	m/m-12 (%)	01/2018	01/2017	01/2018	p.p.*	01/2018	p.p.*		
<b>BASQUE COUNTRY</b>	<b>291.643</b>	<b>1,7</b>	<b>157.125</b>	<b>0,1</b>	<b>1,86</b>	<b>1,83</b>	<b>36,1</b>	<b>0,6</b>	<b>46,2</b>	<b>-1,4</b>	<b>67,2</b>	<b>31,1</b>
State	194.259	3,3	108.355	2,0	1,79	1,77	-	-	-	-	-	-
Foreigners	97.384	-1,2	48.770	-3,9	2,00	1,94	-	-	-	-	-	-
<b>ARABA/ÁLAVA</b>	<b>40.451</b>	<b>14,7</b>	<b>22.329</b>	<b>8,5</b>	<b>1,81</b>	<b>1,71</b>	<b>33,6</b>	<b>4,7</b>	<b>44,2</b>	<b>8,0</b>	<b>60,4</b>	<b>26,7</b>
State	31.163	11,2	17.340	4,1	1,80	1,68	-	-	-	-	-	-
Extranjeros	9.288	28,2	4.989	27,6	1,86	1,85	-	-	-	-	-	-
Vitoria-Gasteiz	33.851	15,5	18.069	8,7	1,87	1,76	36,8	4,8	49,3	8,6	56,8	28,0
<b>BIZKAIA</b>	<b>144.308</b>	<b>-6,7</b>	<b>76.139</b>	<b>-6,5</b>	<b>1,90</b>	<b>1,90</b>	<b>36,4</b>	<b>-2,4</b>	<b>47,7</b>	<b>-7,1</b>	<b>66,6</b>	<b>31,8</b>
State	95.329	-3,6	53.143	-2,3	1,79	1,82	-	-	-	-	-	-
Foreigners	48.979	-12,2	22.996	-14,9	2,13	2,07	-	-	-	-	-	-
Bilbao	93.836	-7,4	49.940	-9,7	1,88	1,83	39,1	-2,9	50,6	-7,7	71,1	36,0
<b>GIPUZKOA</b>	<b>106.884</b>	<b>10,5</b>	<b>58.657</b>	<b>6,6</b>	<b>1,82</b>	<b>1,76</b>	<b>36,6</b>	<b>3,1</b>	<b>45,1</b>	<b>2,5</b>	<b>70,8</b>	<b>31,9</b>
State	67.767	10,8	37.872	7,6	1,79	1,74	-	-	-	-	-	-
Foreigners	39.117	10,1	20.785	4,8	1,88	1,79	-	-	-	-	-	-
Donostia / San Sebastián	64.935	3,6	35.781	1,7	1,81	1,78	40,9	1,4	49,0	0,1	83,8	41,1

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

Source: Eustat. Survey on tourist establishments

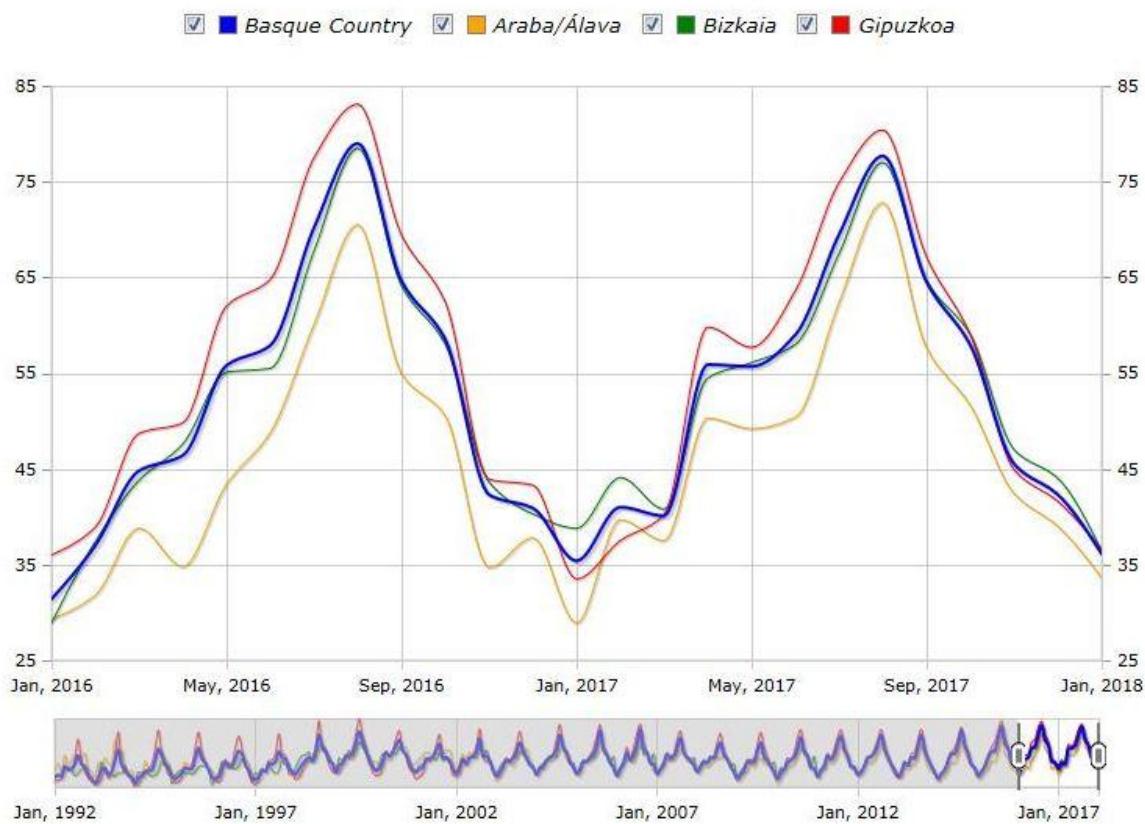
The number of visitors from within Spain rose by 2.0% in the Basque Country compared to January of the previous year, whilst the number of visitors from abroad rose by 3.9%. Álava registered a 4.1% increase in visitors from Spain, and a 27.6% increase in foreign visitors. In Bizkaia, the number of Spanish visitors was down by 2.3%, whereas the number of visitors from abroad rose by 14.9%. In Gipuzkoa there was an increase in Spanish visitor numbers of 7.6%, and the number of foreign visitors rose by 4.8%.

This January the average length of stay was 1.86 days, an improvement upon the 1.83 days average length of stay that was registered in January 2017. In Álava there was an increase from

1.71 days last year to 1.81 days in January 2018; in Bizkaia the average length of stay was the same as in January 2017, being 1.90 days in both cases; and for its part, the average length of stay in Gipuzkoa rose from 1.76 days in January 2017 to 1.82 days this January.

There was an increase of 0.6 percentage points in the bed occupancy rate for the Basque Country overall, where it went from 35.4% in January 2017 to 36.1% in January this year. In Álava there was a rise of 4.7 percentage points, where it went from 28.9% occupancy in January 2017 to 33.6% this January. Bizkaia saw a decrease of 2.4 percentage points, going from a bed occupancy rate of 38.8% in January 2017 to a rate of 36.4% this January. In Gipuzkoa the occupancy rate rose 3.1 percentage points, from the 33.5% achieved in January 2017 to 36.6% this January.

### 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 was negative, down by 1.4 percentage points, for the Basque Country overall, where the occupancy rate per room stood at 46.2%. In Álava it was up by 8.0 percentage points, standing at 44.2%; in Bizkaia it fell by 7.1 percentage points to reach 47.7%; whereas in Gipuzkoa it rose by 2.5 percentage points, standing at 45.1% occupancy per room.

The highest hotel bed occupancy rate in January 2018 was in Donostia/San Sebastián (40.9%), followed by Bilbao (39.1%) and Gipuzkoa Costa (37.6%).

Taking into account the day of the week, at weekends there was a higher occupancy in the Basque Country as a whole in January 2018, with 41.1% of places occupied, whilst the registered occupancy stood at 34.3% 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 67.2 euros in January 2018, 1.6% up on the year before. The average rate stood at 60.4 euros in Álava, where it rose by 6.0%; 66.6 euros in Bizkaia, with an increase of 1.5%, and 70.8 euros in Gipuzkoa, where it rose 0.7%.

The revenue per available room (RevPAR) in the Basque Country overall, which is dependent on the occupancy rate of hotel establishments, stood at 31.1 euros in January 2018, 1.3% less than in January 2017. The RevPAR stood at 26.7 euros in Álava, 31.8 euros in Bizkaia, and 31.9 euros in Gipuzkoa.

***In rural accommodation, visitor numbers increased by 12.7% and overnight stays rose by 1.1% in January***

There were 4,865 visitors to rural accommodation in the Basque Country, 12.7% more than the same month of the previous year. By province, in Álava the number of visitors was down by 19.8%, in Bizkaia there was a drop of 14.6%, but in Gipuzkoa there was an increase of 46.8%.

The 588 visitors originating from abroad signified a rise of 57.2% with regards to those received a year ago and represented 12.1% of the total number of visitors. For its part, the number of visitors from within Spain rose by 8.4%.

Rural tourism establishments and country cottages in the Basque Country recorded a total of 9,825 overnight stays in January, with an increase of 1.1% with respect to the same month of the previous year. By province, in Álava they were up by 18.7%, in Bizkaia 10.7% but in Gipuzkoa they were down 24.3%.

The bed occupancy rate stood at 8.9%, repeating the figures obtained in January 2017. In Álava it increased by 1.3 percentage points, standing at 7.8%. In Gipuzkoa, the occupancy rate stood at 11.0%, with an increase of 1.5 percentage points in relation to January 2017, whereas in Bizkaia rates fell by 3.1 percentage points, reaching an occupancy rate of 6.6% this January.

Finally, the average length of stay per visitor decreased this January, going from 2.25 days a year ago to 2.02 this last month.

**Table 2.- Overnight stays, visitor numbers, average stay and occupancy rates in rural accommodation in the Basque Country. January 2018**

	Overnight stays		Visitors		Average length		Degree of occupation by places (%)	
	01/2018	m/m-12 (%)	01/2018	m/m-12 (%)	01/2018	01/2017	01/2018	p.p.*
<b>BASQUE COUNTRY</b>	<b>9.825</b>	<b>1,1</b>	<b>4.865</b>	<b>12,7</b>	<b>2,02</b>	<b>2,25</b>	<b>8,9</b>	<b>0,0</b>
Araba/Álava	1.933	18,7	863	-19,8	2,24	1,51	7,8	1,3
Bizkaia	2.303	-24,3	1.055	-14,6	2,18	2,46	6,6	-3,1
Gipuzkoa	5.589	10,7	2.947	46,8	1,90	2,52	11,0	1,5

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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