

SURVEY ON TOURIST ESTABLISHMENTS. Hotels. January 2023

Overnight stays in hotel establishments in the Basque Country recorded a year-on-year increase of 48.6% in January 2023

The average daily rate increased by 12.1% compared to the previous year

In **January 2023** visitor numbers at hotel establishments in the Basque Country increased by 45.0% and overnight stays rose by 48.6% in year-on-year terms, according to Eustat data. The 191,439 registered visitors gave rise to a total of 353,908 overnight stays.

Foreign visitors accounted for 31.3% of the total number of visitors and 32.3% of overnight stays, following rises of 51.6% in the case of visitors and 54.1% 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 42.2% and 46.1% respectively.

Visitors, overnight stays and average stay in hotel establishments in the Basque Country. January 2023

	Visitors		Overnight stays		Average stay	
	01/2023	m/m-12 (%)	01/2023	m/m-12 (%)	01/2023	01/2022
BASQUE COUNTRY	191.439	45,0	353.908	48,6	1,85	1,80
State origin	131.588	42,2	239.666	46,1	1,82	1,77
Foreign origin	59.851	51,6	114.242	54,1	1,91	1,88
Araba/Álava	28.129	48,9	56.736	53,2	2,02	1,96
State origin	22.490	50,2	44.407	49,7	1,97	1,98
Foreign origin	5.639	43,9	12.329	67,4	2,19	1,88
Vitoria-Gasteiz	24.163	59,4	49.732	59,7	2,06	2,05
Bizkaia	88.526	62,1	162.640	60,0	1,84	1,86
State origin	63.355	54,1	112.368	53,1	1,77	1,79
Foreign origin	25.171	86,6	50.272	78,0	2,00	2,09
Bilbao	64.956	66,3	119.121	68,4	1,83	1,81
Gipuzkoa	74.784	27,9	134.532	35,2	1,80	1,70
State origin	45.743	25,6	82.891	36,0	1,81	1,67
Foreign origin	29.041	31,6	51.641	34,1	1,78	1,75
Donostia / San Sebastian	52.058	29,8	91.547	34,8	1,76	1,69

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 February 21, 2023

Source: Eustat Tourist accommodating establishments survey

In Álava, there were 28,129 visitors and 56,736 overnight stays, 48.9% and 53.2% more than in January of the previous year. In Bizkaia, growth reached 62.1% in the case of visitors and 60.0% in that of overnight stays, with a total of 88,526 visitors and 162,640 overnight stays. In Gipuzkoa, 74,784 visitors were recorded in January 2023 (27.9% more than in January 2022) and there were 134,532 overnight stays (35.2% more than in the same month of the previous year).

By provincial capital, visitor numbers rose by 29.8% in San Sebastián, 59.4% in Vitoria-Gasteiz and 66.3% in Bilbao. Likewise, the increase in overnight stays compared to the previous January reached 34.8% in San Sebastián, 59.7% in Vitoria-Gasteiz and 68.4% in Bilbao.

The average length of stay in hotel establishments in the Basque Country during January 2023 was 1.85 days, slightly higher than that obtained in the same month of 2022, which was 1.80 days.

The average length of stay refers to the number of days that, on average, travellers stay 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. January 2023

	Occupancy rates (%)				Profitability			
	by seats		by rooms		ADR (euros)		RevPAR (euros)	
	01/2023	p.p. *	01/2023	p.p. *	01/2023	m/m-12 (%)	01/2023	m/m-12 (%)
BASQUE COUNTRY	37.2	10.4	45.7	12.6	72.90	12.1	33.34	54.6
Araba/Álava	40.1	11.0	53.0	14.5	63.62	6.0	33.71	45.7
Vitoria-Gasteiz	41.3	11.4	56.0	15.2	60.78	10.8	34.01	52.0
Bizkaia	35.8	11.6	44.6	13.8	72.79	14.6	32.47	65.9
Bilbao	39.2	14.1	47.4	16.6	78.42	17.0	37.14	80.3
Gipuzkoa	37.9	8.6	44.5	10.3	77.15	12.3	34.32	46.2
Donostia / San Sebastian	41.1	8.6	45.7	9.7	86.91	11.8	39.72	41.9

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 February 21, 2023

Source: Eustat Tourist accommodating establishments survey

The occupancy rate in January 2023 for the Basque Country as a whole was 37.2% for beds and 45.7% for rooms. This was an increase of 10.4 and 12.6 percentage points respectively, compared to January 2022.

Profitability, measured using the ADR or average daily rate, was 72.90 euros in January 2023 in the Basque Country, which was a rise of 12.1% in respect of January 2022. In the case of Gipuzkoa, the ADR reached 77.15 euros, in Bizkaia it was 72.79 euros and in Álava it stood at 63.62 euros. By provincial capital, the differences were greater, given that the ADR was 86.91 euros in San Sebastián, 78.42 euros in Bilbao and, lastly, 60.78 euros in Vitoria-Gasteiz.

The RevPar, or average revenue per available room, was 33.34 euros in hotel establishments in the Basque Country in January 2023, 54.6% higher than in the same month of the previous year.

Informative note

The coverage of the ETR for Hotels in January 2023 was **89.3%**. 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:

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