

SURVEY ON TOURIST ESTABLISHMENTS. Hotels. September 2023

In September 2023, there were 12.7% more overnight stays at hotel establishments in the Basque Country than in 2022

Over the three summer months, visitors from abroad increased by 13.6% in respect of summer 2022 and overnight stays rose by 16.8%

In **September 2023**, visitor numbers at hotel establishments in the Basque Country increased by 10.9% and overnight stays were up 12.7% in year-on-year terms, according to Eustat data. The 366,217 registered visitors gave rise to a total of 733,225 overnight stays.

Foreign tourists accounted for 54.4% of visitors and 55.1% of overnight stays, following rises of 21.6% in the case of visitors and 23.9% in that of overnight stays.

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

	Visitors		Overnight stays		Average stay	
	09/2023	m/m-12 (%)	09/2023	m/m-12 (%)	09/2023	09/2022
BASQUE COUNTRY	366.217	10,9	733.225	12,7	2,00	1,97
State origin	167.134	0,3	329.007	1,4	1,97	1,95
Foreign origin	199.083	21,6	404.218	23,9	2,03	1,99
Araba/Álava	48.559	12,5	99.784	27,6	2,05	1,81
State origin	30.998	13,2	64.054	25,2	2,07	1,87
Foreign origin	17.561	11,3	35.730	32,2	2,03	1,71
Vitoria-Gasteiz	35.199	16,7	76.273	32,3	2,17	1,91
Bizkaia	170.160	12,0	327.446	10,6	1,92	1,95
State origin	74.805	-3,0	137.999	-6,8	1,84	1,92
Foreign origin	95.355	27,4	189.447	28,0	1,99	1,98
Bilbao	110.176	5,8	222.713	10,9	2,02	1,93
Gipuzkoa	147.498	9,1	305.995	10,7	2,07	2,05
State origin	61.331	-1,2	126.954	1,4	2,07	2,02
Foreign origin	86.167	17,9	179.041	18,4	2,08	2,07
Donostia / San Sebastian	90.199	10,1	198.808	10,9	2,20	2,19

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 October 19, 2023

Source: Eustat Tourist accommodating establishments survey

In Álava, there were 48,559 visitors and 99,784 overnight stays, 12.5% and 27.6% more than in September the previous year. In Bizkaia, growth reached 12.0% in the case of visitors and 10.6% in that of overnight stays, with a total of 170,160 visitors and 327,446 overnight stays. In Gipuzkoa, 147,498 visitors were registered in September 2023 (9.1% more than in September 2022) and there were 305,995 overnight stays (10.7% more than in the same month of the previous year).

By provincial capital, visitor numbers rose by 16.7% in Vitoria-Gasteiz, 10.1% in San Sebastián and 5.8% in Bilbao. Likewise, the increase in overnight stays compared to September of the previous year reached 32.3% in Vitoria-Gasteiz and 10.9% in both San Sebastián and Bilbao.

The average length of stay in hotel establishments in the Basque Country during September 2023 was 2.0 days, higher than the 1.97 days observed in the same month of the previous year. The average length of stay refers to the number of days that, on average, travellers remain 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. September 2023

	Occupancy rates (%)				Profitability			
	by seats		by rooms		ADR (euros)		RevPAR (euros)	
	09/2023	p.p. *	09/2023	p.p. *	09/2023	m/m-12 (%)	09/2023	m/m-12 (%)
BASQUE COUNTRY	69,0	5,0	82,9	6,2	129,81	11,3	107,55	20,3
Araba/Álava	64,8	8,8	81,2	10,4	94,04	4,0	76,39	19,3
Vitoria-Gasteiz	64,3	9,0	84,2	10,7	73,36	4,4	61,78	19,6
Bizkaia	67,6	5,6	82,4	7,1	114,46	13,1	94,35	23,8
Bilbao	73,8	6,2	89,6	8,2	130,65	13,0	117,09	24,5
Gipuzkoa	72,3	2,9	83,9	3,7	159,06	12,2	133,46	17,3
Donostia / San Sebastian	77,9	1,6	89,6	2,3	199,83	11,7	179,08	14,6

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 October 19, 2023

Source: Eustat Tourist accommodating establishments survey

The occupancy rate for the Basque Country as a whole in September stood at 69.0% in the case of beds and 82.9% in that of rooms. In relation to September 2022, the increases stood at 5.0 and 6.2 percentage points respectively.

The average daily rate (applied to a double room with a bathroom offered as room only accommodation), or ADR was 129.81 euros in September 2023 in the Basque Country, which was a rise of 11.3% in respect of September 2022. The ADR stood at 159.06 euros in Gipuzkoa, 114.46 euros in Bizkaia and 94.04 euros in Álava. The differences were greater by provincial capital, given that the ADR reached 199.83 euros in San Sebastián, 130.65 euros in Bilbao and, lastly, 73.36 euros in Vitoria-Gasteiz.

The RevPar, or average revenue per available room, was 107.55 euros in hotel establishments in the Basque Country in September 2023, 20.3% higher than that obtained in the same month of the previous year.

Balance for summer 2023

Over the three summer months, the room occupancy rate was 84.1%, 3.2 percentage points higher than summer 2022

During the summer months of July, August and September 2023, visitors to hotel establishments in the Basque Country numbered 1,171,886, resulting in 2,434,027 overnight stays, which represented increases of 5.5% and 7.9%, respectively, compared to the same period of 2022.

Entries, overnight stays, average stay and occupancy rates in hotel establishments in the Basque Country by origin. Summer(*). 2023

	Visitors		Overnight stays		Average stay		Degrees of occupation			
							by seats		by rooms	
	2023	2023/2022 %	2023	2023/2022 %	2023	2022	m	p.p.	m	p.p.
BASQUE COUNTRY	1.171.886	5,5	2.434.027	7,9	2,08	2,03	74,1	2,5	84,1	3,2
Residents in the state	548.828	-2,4	1.160.991	-0,4	2,12	2,07	-	-	-	-
Foreign residents	623.058	13,6	1.273.036	16,8	2,04	1,99	-	-	-	-
Álava	165.799	10,1	326.893	18,7	1,97	1,83	69,0	5,7	81,8	5,7
Residents in the state	101.519	13,4	212.007	19,0	2,09	1,99	-	-	-	-
Foreign residents	64.280	5,1	114.886	18,0	1,79	1,59	-	-	-	-
Vitoria-Gasteiz	123.915	14,1	252.239	24,0	2,04	1,87	74,0	10,7	87,3	8,2
Bizkaia	539.268	4,9	1.084.650	6,2	2,01	1,99	72,2	2,9	82,7	4,0
Residents in the state	252.417	-6,9	511.897	-6,3	2,03	2,02	-	-	-	-
Foreign residents	286.851	18,2	572.753	20,7	2,00	1,95	-	-	-	-
Bilbao	355.787	3,2	723.701	6,7	2,03	1,97	73,8	-7,3	89,6	4,0
Gipuzkoa	466.819	4,5	1.022.484	6,6	2,19	2,15	78,3	1,0	86,6	1,3
Residents in the state	194.892	-3,5	437.087	-1,0	2,24	2,19	-	-	-	-
Foreign residents	271.927	11,2	585.397	13,0	2,15	2,12	-	-	-	-
Donostia / San Sebastian	282.099	7,3	649.611	8,0	2,30	2,29	84,2	-0,8	90,8	0,2

(*)Months of July, August and September

p.p.= difference in percentage points with the equivalent period of the previous year

Date October 19, 2023

Source: Eustat Tourist accommodating establishments survey

Visitors from abroad increased by 13.6% in respect of Summer 2022 and overnight stays rose by 16.8%

Álava accumulated 326,893 overnight stays during these three months, which was 18.7% more than during the previous summer. In Gipuzkoa, with 1,022,484 overnight stays, the increase stood at 6.6% and in Bizkaia, with 1,084,650 overnight stays, there was a rise of 6.2%.

The average length of stay calculated for summer 2023 reached 2.08 days, slightly above the 2.03 days observed during the previous summer.

The occupancy rate in hotel establishments in the Basque Country as a whole reached 74.1% in the case of beds and 84.1% in the case of rooms, showing respective increases of 2.5 and 3.2 percentage points.

The figure obtained in summer 2023 followed the same trend in all three provinces. In terms of the bed occupancy rate, Gipuzkoa stands out with 78.3%, followed by Bizkaia with 72.2% and Álava with 69.0%. In the case of the room occupancy rate, all three provinces had an occupancy rate in excess of 80.0%: 86.6% in Gipuzkoa, 82.7% in Bizkaia and 81.8% in Álava.

As regards the capitals, San Sebastián stood out with an occupancy rate of 84.2% in the case of beds and 90.8% in that of rooms. In Bilbao, the bed occupancy rate stood at 73.8% and the room occupancy rate at 89.6%, and in Vitoria-Gasteiz these rates were 74.0% and 87.3%, respectively.

Informative note

The response rate for the ETR for Hotels in September 2023 was **90.0%**. 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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