

Visits and overnight stays in hotel establishments in the Basque Country increased by over 6% in October 2023

The room occupancy rate reached 74.5% in the Basque Country as a whole and the average daily rate increased by 9.3%

In **October 2023**, visitor numbers at hotel establishments in the Basque Country increased by 6.4% and overnight stays rose by 6.7% in year-on-year terms, according to Eustat data. The 342,848 registered visitors gave rise to a total of 672,345 overnight stays.

Foreign tourists accounted for 47.9% of visitors and 49.4% of overnight stays, following rises of 17.6% in the case of visitors and 19.5% in that of overnight stays.

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

	Visitors		Overnight stays		Average stay	
	10/2023	m/m-12 (%)	10/2023	m/m-12 (%)	10/2023	10/2022
BASQUE COUNTRY	342.848	6,4	672.345	6,7	1,96	1,96
State origin	178.468	-2,3	340.279	-3,4	1,91	1,93
Foreign origin	164.380	17,6	332.066	19,5	2,02	1,99
Araba/Álava	44.060	6,9	90.740	14,3	2,06	1,93
State origin	30.487	2,9	62.262	7,7	2,04	1,95
Foreign origin	13.573	17,1	28.478	32,0	2,10	1,86
Vitoria-Gasteiz	31.465	8,4	70.013	20,5	2,23	2,00
Bizkaia	158.273	9,7	300.820	6,9	1,90	1,95
State origin	83.645	0,8	149.120	-4,0	1,78	1,87
Foreign origin	74.628	21,8	151.700	20,4	2,03	2,06
Bilbao	103.999	4,2	205.877	4,9	1,98	1,96
Gipuzkoa	140.515	2,7	280.785	4,1	2,00	1,97
State origin	64.336	-8,1	128.897	-7,5	2,00	1,99
Foreign origin	76.179	13,9	151.888	16,5	1,99	1,95
Donostia / San Sebastian	92.671	4,4	188.581	6,4	2,03	2,00

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 November 21, 2023

Source: Eustat Tourist accommodating establishments survey

In Álava, there were 44,060 visitors and 90,740 overnight stays, 6.9% and 14.3% more than in October the previous year. In Bizkaia, growth reached 9.7% in the case of visitors and 6.9% in that of overnight stays, with a total of 158,273 visitors and 300,820 overnight stays. In Gipuzkoa, 140,515 visitors were registered in October 2023 (2.7% more than in October 2022) which gave rise to 280,785 overnight stays (4.1% more than in the same month of the previous year).

By provincial capital, visitor numbers rose by 8.4% in Vitoria-Gasteiz, 4.4% in San Sebastián and 4.2% in Bilbao. Likewise, the increase in overnight stays compared to October the previous year reached 20.5% in Vitoria-Gasteiz, 6.4% in San Sebastián and 4.9% in Bilbao.

The average length of stay in hotel establishments in the Basque Country during October 2023 was 1.96 days, identical to that 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. October 2023

	Occupancy rates (%)				Profitability			
	by seats		by rooms		ADR (euros)		RevPAR (euros)	
	10/2023	p.p.*	10/2023	p.p.*	10/2023	m/m-12 (%)	10/2023	m/m-12 (%)
BASQUE COUNTRY	61,7	1,8	74,5	2,9	111,54	9,3	83,06	13,8
Araba/Álava	57,0	1,9	71,8	1,9	92,37	2,2	66,35	4,9
Vitoria-Gasteiz	57,2	3,3	75,3	3,0	71,45	0,4	53,82	4,6
Bizkaia	60,2	3,0	74,0	4,2	108,40	11,9	80,18	18,6
Bilbao	66,2	2,3	82,5	5,1	121,37	11,5	100,07	18,9
Gipuzkoa	65,1	0,5	76,0	1,8	121,41	9,1	92,25	11,7
Donostia / San Sebastian	72,1	0,2	83,0	2,0	146,56	8,3	121,63	11,0

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 November 21, 2023

Source: Eustat Tourist accommodating establishments survey

The occupancy rate for the Basque Country as a whole in October stood at 61.7% in the case of beds and 74.5% in that of rooms. In relation to October 2022 the increases stood at 1.8 and 2.9 percentage points, respectively.

The average daily rate (applied to a double room with a bathroom offered as room only accommodation), or ADR was 111.54 euros in October 2023 in the Basque Country, which was a rise of 9.3% in respect of October 2022. The ADR stood at 121.41 euros in Gipuzkoa, 108.40 euros in Bizkaia and 92.37 euros in Álava. The differences were greater by provincial capital, given that the ADR reached 146.56 euros in San Sebastián, 121.37 euros in Bilbao and lastly, it stood at 71.45 euros in Vitoria-Gasteiz.

The RevPar, or average revenue per available room, was 83.06 euros in hotel establishments in the Basque Country in October 2023, 13.8% higher than that obtained in the same month of the previous year.

Informative note

The response rate for the ETR for Hotels in October 2023 was **90.8%**. 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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