

SURVEY ON TOURIST ESTABLISHMENTS. Hotels. November 2023

In hotel establishments in the Basque Country in November 2023 visitor numbers increased by 7.3% and overnight stays by 8.8%

The cumulative total for November 2023 exceeds 2022 figures, both for visitor number and overnight stays

In **November 2023**, visitor numbers at hotel establishments in the Basque Country increased by 7.3% and overnight stays rose by 8.8% in year-on-year terms, according to Eustat data. The 265,072 registered visitors gave rise to a total of 498,053 overnight stays.

Foreign tourists accounted for 34.8% of visitors and 36.8% of overnight stays, following rises of 14.5% in the case of visitors and 18.8% in that of overnight stays.

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

	Visitors		Overnight stays		Average stay	
	11/2023	m/m-12 (%)	11/2023	m/m-12 (%)	11/2023	11/2022
BASQUE COUNTRY	265.072	7,3	498.053	8,8	1,88	1,85
State origin	172.943	3,8	314.918	3,8	1,82	1,82
Foreign origin	92.129	14,5	183.135	18,8	1,99	1,92
Araba/Álava	36.849	3,3	76.303	13,8	2,07	1,88
State origin	28.811	1,4	56.850	7,4	1,97	1,86
Foreign origin	8.038	10,5	19.453	38,1	2,42	1,94
Vitoria-Gasteiz	28.810	2,7	63.775	17,3	2,21	1,94
Bizkaia	124.767	10,5	223.342	7,0	1,79	1,85
State origin	82.395	4,7	140.770	-0,2	1,71	1,79
Foreign origin	42.372	23,9	82.572	21,8	1,95	1,98
Bilbao	86.631	11,2	155.646	10,6	1,80	1,81
Gipuzkoa	103.456	5,1	198.408	9,2	1,92	1,85
State origin	61.737	3,8	117.298	7,1	1,90	1,84
Foreign origin	41.719	7,1	81.110	12,3	1,94	1,85
Donostia / San Sebastian	70.321	9,1	130.002	11,1	1,85	1,82

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 December 20, 2023

Source: Eustat Tourist accommodating establishments survey

In Álava, there were 36,849 visitors and 76,303 overnight stays, 3.3% and 13.8% more than in November the previous year. In Bizkaia, growth reached 10.5% in the case of visitors and 7.0% in that of overnight stays, with a total of 124,767 visitors and 223,342 overnight stays. In Gipuzkoa, 103,456 visitors were registered in November 2023 (5.1% more than in November 2022) which gave rise to 198,408 overnight stays (9.2% more than in the same month of the previous year).

By provincial capital, visitor numbers rose by 2.7% in Vitoria-Gasteiz, 9.1% in San Sebastián and 11.2% in Bilbao. Likewise, the increase in overnight stays compared to the previous November reached 17.3% in Vitoria-Gasteiz, 11.1% in San Sebastián and 10.6% in Bilbao.

The average length of stay in hotel establishments in the Basque Country during November 2023 was 1.88 days, higher than that observed in the same month of the previous year, which was 1.85 days. 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. November 2023

f t e Euskal Estatistika Erakundea/Instituto Vasco de Estadística



	Occupancy rates (%)				Profitability			
	by seats		by rooms		ADR (euros)		RevPAR (euros)	
	11/2023	p.p. *	11/2023	p.p. *	11/2023	m/m-12 (%)	11/2023	m/m-12 (%)
BASQUE COUNTRY	47,9	2,7	60,0	3,2	86,04	7,3	51,58	13,3
Araba/Álava	48,7	3,5	64,2	4,3	77,01	2,8	49,42	10,3
Vitoria-Gasteiz	51,6	4,7	69,8	5,0	66,35	3,0	46,29	11,0
Bizkaia	46,9	2,2	59,6	2,2	88,03	7,3	52,47	11,4
Bilbao	51,8	4,2	66,4	5,8	93,65	4,6	62,16	14,7
Gipuzkoa	48,8	3,0	58,8	3,9	87,26	9,1	51,32	16,8
Donostia / San Sebastian	52,6	2,9	62,5	5,5	98,72	8,6	61,68	19,1

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 December 20, 2023

Source: Eustat Tourist accommodating establishments survey

The occupancy rate for the Basque Country as a whole in November stood at 47.9% in the case of beds and 60.0% in that of rooms. Compared to November 2022, this was an increase of 2.7 and 3.2 percentage points, respectively.

The average daily rate (applied to a double room with a bathroom offered as room only accommodation), or ADR was 86.04 euros in November 2023 in the Basque Country, which was a rise of 7.3% in respect of November 2022. The ADR stood at 88.03 euros in Bizkaia, 87.26 euros in Gipuzkoa and 77.01 euros in Álava. By capital, values obtained for the ADR were: 98.72 euros in San Sebastián, 93.65 euros in Bilbao and 66.35 euros in Vitoria-Gasteiz.

The RevPar, or average revenue per available room, was 51.58 euros in hotel establishments in the Basque Country in November 2023, 13.3% higher than that obtained in the same month of the previous year.

Informative note

The response rate for the ETR for Hotels in November 2023 was **87.8%**. 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:

Eustat - Euskal Estatistika Erakundea / Basque Statistics Institute

C/ Donostia-San Sebastián, 1 01010 Vitoria-Gasteiz

Press Service: servicioprensa@eustat.eus Tel.: 945 01 75 62