

SURVEY ON TOURIST ESTABLISHMENTS. Hotels. June 2024

Overnight stays in hotel establishments in the Basque Country rose by 3% in June 2024

The average daily rate was 128.1 euros, 5.2% more than the same month of the previous year

In **June 2024**, visitor numbers at hotel establishments in the Basque Country were up 0.1% and overnight stays rose by 3.0%, according to Eustat data. The 335,375 registered visitors gave rise to a total of 671,654 overnight stays.

Foreign tourists accounted for 51.8% of visitors and 53.6% of overnight stays, following decreases of 1.9% in the case of visitors and a 1.6% increase 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 2.5% and 4.6% respectively.

Visitors, overnight stays and average stay in hotel establishments in the Basque Country. June 2024

	Visitors		Overnight stays		Average stay	
	06/2024	m/m-12 (%)	06/2024	m/m-12 (%)	06/2024	06/2023
BASQUE COUNTRY	335.375	0,1	671.654	3,0	2,00	1,95
State origin	161.517	2,5	311.740	4,6	1,93	1,89
Foreign origin	173.858	-1,9	359.914	1,6	2,07	2,00
Araba/Álava	44.736	1,6	91.086	7,4	2,04	1,93
State origin	29.647	1,4	60.992	8,1	2,06	1,93
Foreign origin	15.089	2,0	30.094	5,9	1,99	1,92
Vitoria-Gasteiz	33.095	1,3	72.014	7,8	2,18	2,05
Bizkaia	151.220	0,0	289.242	1,4	1,91	1,89
State origin	74.641	3,4	139.257	6,0	1,87	1,82
Foreign origin	76.579	-3,0	149.985	-2,5	1,96	1,95
Bilbao	99.704	0,7	192.157	-0,2	1,93	1,94
Gipuzkoa	139.419	-0,2	291.326	3,3	2,09	2,02
State origin	57.229	1,9	111.491	1,1	1,95	1,96
Foreign origin	82.190	-1,6	179.835	4,6	2,19	2,06
Donostia / San Sebastian	88.381	0,6	194.335	5,6	2,20	2,09

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 July 23, 2024

Source: Eustat Tourist accommodating establishments survey

In Álava, there were 44,736 visitors and 91,086 overnight stays, 1.6% more visitors and 7.4% more overnight stays than in June the previous year. In Bizkaia, the number of visitors was similar to that of June 2023, and overnight stays increased by 1.4%, with 151,220 visitors and 289,242 overnight stays. In Gipuzkoa, 139,419 visitors were recorded in June 2024 (0.2% less than in June 2023) and there were 291,326 overnight stays (3.3% more than in the same month of the previous year).

By provincial capital, visitor numbers rose by 1.3% in Vitoria-Gasteiz, 0.7% in Bilbao and 0.6% in San Sebastián. Compared to the previous June, overnight stays increased by 7.8% in Vitoria-Gasteiz and 5.6% in San Sebastián, whereas in Bilbao they were down 0.2%.

The average length of stay in hotel establishments in the Basque Country during June 2024 was 2.00 days, higher than that obtained in the same month of 2023, which was 1.95 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. June 2024

	Occupancy rates (%)				Profitability			
	by seats		by rooms		ADR (euros)		RevPAR (euros)	
	06/2024	p.p. *	06/2024	p.p. *	06/2024	m/m-12 (%)	06/2024	m/m-12 (%)
BASQUE COUNTRY	61,9	0,0	75,4	0,4	128,05	5,2	96,53	5,7
Araba/Álava	56,3	0,7	71,5	1,4	91,48	2,0	65,43	4,0
Vitoria-Gasteiz	56,9	0,0	75,1	0,7	72,97	0,7	54,77	1,6
Bizkaia	59,5	0,5	75,3	1,3	118,84	4,4	89,52	6,2
Bilbao	64,2	0,3	80,8	0,1	133,23	2,6	107,63	2,7
Gipuzkoa	66,6	-1,1	76,8	-1,1	150,06	6,7	115,25	5,3
Donostia / San Sebastian	71,2	-2,9	80,9	-2,7	184,96	4,3	149,58	0,9

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 July 23, 2024

Source: Eustat Tourist accommodating establishments survey

The occupancy rate in June 2024 for the Basque Country as a whole was 61.9% in the case of beds and 75.4% in that of rooms. The bed occupancy rate was the same as June 2023, while the room occupancy rate was 0.4 percentage points higher.

Profitability, measured using the ADR or average daily rate (applied to a double room with a bathroom offered as room only accommodation), was 128.1 euros in June 2024 in the Basque Country, which was a rise of 5.2% in respect of June 2023. In the case of Gipuzkoa, the ADR reached 150.1 euros, in Bizkaia it was 118.8 euros and in Álava it stood at 91.5 euros. By capitals, the ADR was 185 euros in San Sebastián, 133.2 euros in Bilbao and lastly 73 euros in Vitoria-Gasteiz.

The RevPar, or average revenue per available room, was 96.5 euros in June 2024 in hotel establishments in the Basque Country, 5.7% higher than that obtained in the same month of the previous year.

Note:

The response rate for the ETR for Hotels in June 2024 was **94.6%**. 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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