

SURVEY ON TOURIST ESTABLISHMENTS. Hotels. JULY 2024

Overnight stays in hotel establishments in the Basque Country rose by 1.8% in July 2024, but visitor numbers fell

The average daily rate was 138.38 euros, 7.7% more than the same month of the previous year

In **July 2024**, visitor numbers at hotel establishments in the Basque Country were down 1.8% while overnight stays were up by 1.8%, according to Eustat data. The 387,004 registered visitors gave rise to a total of 818,058 overnight stays.

Foreign tourists accounted for 55.4% of visitors and 55.1% of overnight stays, following increases of 1.8% in the case of visitors and 4.0% in the case of overnight stays. In turn, the number of visitors and overnight stays from the rest of Spain decreased in year-on-year terms by 6.0% and 0.9%, respectively.

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In Álava, there were 55,402 visitors and 112,533 overnight stays, 5.2% less visitors and 3.5% more overnight stays than in July of the previous year. In Bizkaia, the number of visitors was 2.6% lower than that of July 2023, while overnight stays increased by 0.3%, with 173,746 visitors and 349,520 overnight stays. In Gipuzkoa, 157,856 visitors were recorded in July 2024 (0.2% more than in July 2023) and there were 356,005 overnight stays (2.7% more than in the same month of the previous year).

By provincial capital, visitor numbers rose by 4.5% in San Sebastián and fell by 4.8% in Vitoria-Gasteiz and 3.1% in Bilbao. Compared to the previous June, the total number of overnight stays increased by 8.1% in Vitoria-Gasteiz and 5.9% in San Sebastián, whereas in Bilbao it decreased by 0.9%.

The average length of stay in hotel establishments in the Basque Country during July 2024 was 2.11 days, higher than that obtained in the same month of 2023, which was 2.04 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.

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The occupancy rate in July 2024 for the Basque Country as a whole was 71.6% in the case of beds and 80.7% in that of rooms. Compared to July 2023, occupancy rates fell by 1.2 percentage points in the case of beds and 1.3 points in that of rooms.

Profitability, measured using the ADR or average daily rate (applied to a double room with a bathroom offered as room only accommodation), was 138.38 euros in July 2024 in the Basque Country, which was a rise of 7.7% in respect of the previous July. In the case of Gipuzkoa, the ADR

reached 175.49 euros, in Bizkaia it was 117.56 euros and in Álava it stood at 90.40 euros. By capitals, the ADR was 212.30 euros in San Sebastián, 128.48 euros in Bilbao and lastly 77.51 euros in Vitoria-Gasteiz.

The RevPar, or average revenue per available room, was 111.71 euros in July 2024 in hotel establishments in the Basque Country, 6.0% higher than that obtained in the same month of the previous year.

Note

The response rate for the ETR for Hotels in July 2024 was **86.0%**. 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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