

SURVEY ON TOURIST ESTABLISHMENTS. Hotels. August 2024

In August 2024 there were increases of 3.6% in visitor numbers and 1.6% in overnight stays in hotels in the Basque Country

The room occupancy rate reached 85.8% and prices increased by 5.8% in August 2024

In **August 2024**, visitor numbers at hotel establishments in the Basque Country rose by 3.6% and overnight stays by 1.6% in year-on-year terms, according to Eustat data. The 426,038 registered visitors gave rise to a total of 911,049 overnight stays.

Foreign tourists accounted for 53.4% of visitors and 50.4% of overnight stays, following rises of 6.5% in the case of visitors and 5.5% in that of overnight stays.

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

	Visitors		Overnight stays		Average stay	
	08/2024	m/m-12 (%)	08/2024	m/m-12 (%)	08/2024	08/2023
BASQUE COUNTRY	426.038	3,6	911.049	1,6	2,14	2,18
State origin	198.578	0,4	451.466	-2,1	2,27	2,33
Foreign origin	227.460	6,5	459.583	5,5	2,02	2,04
Araba/Álava	63.344	7,7	127.134	7,4	2,01	2,01
State origin	38.161	5,7	86.963	7,2	2,28	2,25
Foreign origin	25.183	10,8	40.171	7,7	1,60	1,64
Vitoria-Gasteiz	49.359	12,9	100.721	11,0	2,04	2,08
Bizkaia	188.780	-1,1	398.380	-2,5	2,11	2,14
State origin	86.776	-5,7	193.097	-7,2	2,23	2,26
Foreign origin	102.004	3,3	205.283	2,3	2,01	2,03
Bilbao	125.543	-1,8	260.625	-3,3	2,08	2,11
Gipuzkoa	173.914	7,5	385.535	4,3	2,22	2,29
State origin	73.641	5,7	171.406	-0,3	2,33	2,47
Foreign origin	100.273	8,9	214.129	8,3	2,14	2,15
Donostia / San Sebastian	105.068	7,4	249.636	8,1	2,38	2,36

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 September 19, 2024

Source: Eustat Tourist accommodating establishments survey

In Álava, there were 63,344 visitors and 127,134 overnight stays, 7.7% and 7.4% more than in August the previous year. In Gipuzkoa, growth reached 7.5% in the case of visitor numbers and 4.3% in that of overnight stays, with a total of 173,914 visitors and 385,535 overnight stays.

In Bizkaia, however, visitor numbers were down 1.1%, standing at 188,780 in August 2024, and there were 398,380 overnight stays, a decrease of 2.5% compared to the same month of the previous year.

By provincial capitals, visitor numbers rose by 12.9% in Vitoria-Gasteiz and 7.4% in San Sebastián. In Bilbao, visitor numbers were down 1.8%. Likewise, the increase in overnight stays compared to August of the previous year reached 11.0% in Vitoria-Gasteiz and 8.1% in San Sebastián. In Bilbao, however, overnight stays fell by 3.3%.

The average length of stay in hotel establishments in the Basque Country during August 2024 was 2.14 days, below the 2.18 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. August 2024

	Occupancy rates (%)				Profitability			
	by seats		by rooms		ADR (euros)		RevPAR (euros)	
	08/2024	p.p. *	08/2024	p.p. *	08/2024	m/m-12 (%)	08/2024	m/m-12 (%)
BASQUE COUNTRY	78,8	-1,5	85,8	-1,6	143,81	5,8	123,45	3,8
Araba/Álava	74,6	0,8	83,8	-0,5	97,48	3,1	81,71	2,5
Vitoria-Gasteiz	75,6	1,6	86,7	-0,6	88,19	3,5	76,46	2,8
Bizkaia	76,9	-2,8	84,4	-2,8	126,97	8,2	107,18	4,7
Bilbao	81,7	-3,1	88,1	-3,2	138,00	6,8	121,63	3,1
Gipuzkoa	82,4	-0,9	88,1	-0,7	177,00	3,8	155,99	3,0
Donostia / San Sebastian	86,8	0,2	92,5	1,2	212,92	1,2	196,95	2,5

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 September 19, 2024

Source: Eustat Tourist accommodating establishments survey

The occupancy rate for the Basque Country as a whole in August stood at 78.8% in the case of beds and 85.8% in that of rooms. In relation to August 2024, the increases stood at 1.5 and 1.6 percentage points, respectively.

The average daily rate (applied to a double room with a bathroom offered as room only accommodation), or ADR was 143.8 euros in August 2024 in the Basque Country, which was a rise of 5.8% in respect of August the previous year. The ADR stood at 177.0 euros in Gipuzkoa, 127.0 euros in Bizkaia and 97.5 euros in Álava. The differences were greater by provincial capital, given that the ADR reached 212.9 euros in San Sebastián, 138.0 euros in Bilbao and, lastly, 88.2 euros in Vitoria-Gasteiz.

The RevPar, or average revenue per available room, was 123.5 euros in hotel establishments in the Basque Country in August 2024, 3.8% higher than that obtained in the same month of the previous year.

In August, all three provincial capitals of the Basque Country celebrated their patron saint festivities or *Semana Grande* (Big Week) festivals. During the **Virgen Blanca festival** (4 to 9 August), there were 9,181 visitors and 20,317 overnight stays in hotel establishments in Vitoria-Gasteiz, 0.7% and 7.3% higher than those recorded during the same period of the previous year. This year, occupancy rates in this type of establishment reached 78.0% in the case of beds and 90.8% in that of rooms during the festivities.

San Sebastián's Aste Nagusia (Big Week) was celebrated from 10 to 17 August in 2024. During this period, a total of 27,258 visitors and 65,722 overnight stays were registered. Compared to the previous year's Aste Nagusia, there was an increase in both visitor numbers (1.5%) and overnight stays (5.3%). The occupancy rate was 88.5% in the case of beds and 94.3% in the case of rooms.

Lastly, **Bilbao's Aste Nagusia** celebrations took place between 17 and 25 August 2024, during which the number of visitors to hotel establishments was 36,054 and overnight stays 75,907. Both figures are lower than those observed the previous year: 1.9% in the case of visitor numbers and 2.4% in that of overnight stays. The bed occupancy rate was 81.9% and the room occupancy rate reached 88.6%.

Note:

The response rate for the ETR for Hotels in August 2024 was **90.9%**. 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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