

**SURVEY ON TOURIST ESTABLISHMENTS. Hotels. October 2024**

## **In October 2024, visitor numbers at hotel establishments in the Basque Country increased by 0.5% and overnight stays were up 1.7%**

***The ADR reached 115.45 euros and the room occupancy rate stood at 75.2%***

In **October 2024**, visitor numbers at hotel establishments in the Basque Country increased by 0.5% in year-on-year terms and overnight stays were up 1.7%, according to Eustat data. The 344,733 registered visitors gave rise to a total of 683,665 overnight stays.

Visitors from abroad accounted for 49.8% of visitors and 50.7% of overnight stays, following increases in relation to October 2023 of 4.4% and 4.5%, respectively.

### **Visitors, overnight stays and average stay in hotel establishments in the Basque Country. October 2024**

|                          | Visitors       |             | Overnight stays |             | Average stay |             |
|--------------------------|----------------|-------------|-----------------|-------------|--------------|-------------|
|                          | 10/2024        | m/m-12 (%)  | 10/2024         | m/m-12 (%)  | 10/2024      | 10/2023     |
| <b>BASQUE COUNTRY</b>    | <b>344.733</b> | <b>0,5</b>  | <b>683.665</b>  | <b>1,7</b>  | <b>1,98</b>  | <b>1,96</b> |
| State origin             | 173.043        | -3,0        | 336.773         | -1,0        | 1,95         | 1,91        |
| Foreign origin           | 171.690        | 4,4         | 346.892         | 4,5         | 2,02         | 2,02        |
| <b>Araba/Álava</b>       | <b>46.589</b>  | <b>5,7</b>  | <b>93.825</b>   | <b>3,4</b>  | <b>2,01</b>  | <b>2,06</b> |
| State origin             | 31.009         | 1,7         | 62.976          | 1,1         | 2,03         | 2,04        |
| Foreign origin           | 15.580         | 14,8        | 30.849          | 8,3         | 1,98         | 2,10        |
| Vitoria-Gasteiz          | 34.896         | 10,9        | 73.225          | 4,6         | 2,10         | 2,23        |
| <b>Bizkaia</b>           | <b>152.114</b> | <b>-3,9</b> | <b>296.799</b>  | <b>-1,3</b> | <b>1,95</b>  | <b>1,90</b> |
| State origin             | 78.909         | -5,7        | 148.747         | -0,3        | 1,89         | 1,78        |
| Foreign origin           | 73.205         | -1,9        | 148.052         | -2,4        | 2,02         | 2,03        |
| Bilbao                   | 100.794        | -3,1        | 203.971         | -0,9        | 2,02         | 1,98        |
| <b>Gipuzkoa</b>          | <b>146.030</b> | <b>3,9</b>  | <b>293.041</b>  | <b>4,4</b>  | <b>2,01</b>  | <b>2,00</b> |
| State origin             | 63.125         | -1,9        | 125.050         | -3,0        | 1,98         | 2,00        |
| Foreign origin           | 82.905         | 8,8         | 167.991         | 10,6        | 2,03         | 1,99        |
| Donostia / San Sebastián | 98.689         | 6,5         | 200.196         | 6,2         | 2,03         | 2,03        |

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 20, 2024

Source: Eustat Tourist accommodating establishments survey

In Álava, there were 46,589 visitors and 93,825 overnight stays, 5.7% and 3.4% more than in October the previous year. In Gipuzkoa, growth reached 3.9% in the case of visitor numbers and 4.4% in that of overnight stays, with a total of 146,030 visitors and 293,041 overnight stays. In Bizkaia, 152,114 visitors were recorded in October 2024 (3.9% fewer than in October 2023) and there were 296,799 overnight stays (1.3% fewer than in the same month of the previous year).

By provincial capital, visitor numbers rose by 10.9% in Vitoria-Gasteiz and 6.5% in San Sebastián, while they fell by 3.1% in Bilbao. Likewise, the increase in overnight stays compared to the previous October reached 4.6% in Vitoria-Gasteiz and 6.2% in San Sebastián, with a decrease of 0.9% in Bilbao.

The average length of stay in hotel establishments in the Basque Country during October 2024 was 1.98 days, slightly higher than the 1.96 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. October 2024

|                          | Occupancy rates (%) |             |             |            | Profitability |            |                |            |
|--------------------------|---------------------|-------------|-------------|------------|---------------|------------|----------------|------------|
|                          | by seats            |             | by rooms    |            | ADR (euros)   |            | RevPAR (euros) |            |
|                          | 10/2024             | p.p. *      | 10/2024     | p.p. *     | 10/2024       | m/m-12 (%) | 10/2024        | m/m-12 (%) |
| <b>BASQUE COUNTRY</b>    | <b>60,1</b>         | <b>-1,5</b> | <b>75,2</b> | <b>0,7</b> | <b>115,45</b> | <b>3,5</b> | <b>86,77</b>   | <b>4,5</b> |
| Araba/Álava              | 55,6                | -1,4        | 73,4        | 1,6        | 91,00         | -1,5       | 66,83          | 0,7        |
| Vitoria-Gasteiz          | 55,6                | -1,6        | 76,7        | 1,4        | 72,15         | 1,0        | 55,37          | 2,9        |
| Bizkaia                  | 58,7                | -1,6        | 75,4        | 1,5        | 115,65        | 6,7        | 87,24          | 8,8        |
| Bilbao                   | 64,6                | -1,7        | 83,4        | 0,9        | 129,24        | 6,5        | 107,74         | 7,7        |
| Gipuzkoa                 | 63,4                | -1,6        | 75,5        | -0,5       | 123,51        | 1,7        | 93,19          | 1,0        |
| Donostia / San Sebastian | 70,9                | -1,2        | 82,8        | -0,2       | 146,68        | 0,1        | 121,49         | -0,1       |

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 November 20, 2024

Source: Eustat Tourist accommodating establishments survey

The occupancy rate in October in the Basque Country as a whole stood at 60.1% in the case of beds (1.5 percentage points lower than that observed in October 2023) and 75.2% in that of rooms (0.7 points more than that obtained a year ago).

The average daily rate (applied to a double room with a bathroom offered as room only accommodation), or ADR was 115.5 euros in October 2024 in the Basque Country, which was a rise of 3.5% in respect of the previous October. The ADR stood at 123.5 euros in Gipuzkoa, 115.7 euros in Bizkaia and 91 euros in Álava. The differences were greater by provincial capital, given that the ADR reached 146.7 euros in San Sebastián, 129.2 euros in Bilbao and, lastly, it stood at 72.2 euros in Vitoria-Gasteiz.

The RevPar, or average revenue per available room, was 86.8 euros in hotel establishments in the Basque Country in October 2024, 4.5% higher than that obtained in the same month of the previous year.

### Note:

The response rate for the ETR for Hotels in October 2024 was **92.0%**. 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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