

SURVEY ON TOURIST ESTABLISHMENTS. Hotels. November 2024

In November 2024, overnight stays at hotel establishments in the Basque Country increased by 8.3% and visitor numbers were up 3.7%

The average daily rate (ADR) reached 93.50 euros, up 8.7% on the previous year

In **November 2024**, visitor numbers at hotel establishments in the Basque Country increased by 3.7% in year-on-year terms and overnight stays were up 8.3%, according to Eustat data. The 274,751 registered visitors gave rise to a total of 539,629 overnight stays.

Visitors from abroad accounted for 35.2% of visitors and 36.7% of overnight stays in November 2024, following increases in relation to the same month of the previous year of 5.0% and 8.2%, respectively.

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

	Visitors		Overnight stays		Average stay	
	11/2024	m/m-12 (%)	11/2024	m/m-12 (%)	11/2024	11/2023
BASQUE COUNTRY	274.751	3,7	539.629	8,3	1,96	1,88
State origin	178.027	2,9	341.547	8,5	1,92	1,82
Foreign origin	96.724	5,0	198.082	8,2	2,05	1,99
Araba/Álava	37.780	2,5	81.381	6,7	2,15	2,07
State origin	29.527	2,5	62.074	9,2	2,10	1,97
Foreign origin	8.253	2,7	19.307	-0,8	2,34	2,42
Vitoria-Gasteiz	28.752	-0,2	65.987	3,5	2,30	2,21
Bizkaia	123.551	-1,0	235.502	5,4	1,91	1,79
State origin	81.972	-0,5	148.626	5,6	1,81	1,71
Foreign origin	41.579	-1,9	86.876	5,2	2,09	1,95
Bilbao	85.509	-1,3	166.649	7,1	1,95	1,80
Gipuzkoa	113.420	9,6	222.746	12,3	1,96	1,92
State origin	66.528	7,8	130.847	11,6	1,97	1,90
Foreign origin	46.892	12,4	91.899	13,3	1,96	1,94
Donostia / San Sebastián	76.883	9,3	150.747	16,0	1,96	1,85

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, 2024

Source: Eustat Tourist accommodating establishments survey

In Álava, there were 37,780 visitors and 81,381 overnight stays, 2.5% and 6.7% more than in November the previous year. In Gipuzkoa, growth reached 9.6% in the case of visitor numbers and 12.3% in that of overnight stays, with a total of 113,420 visitors and 222,746 overnight stays. In Bizkaia, 123,551 visitors were registered in November 2024 (1.0% fewer than in November 2023) which gave rise to 235,502 overnight stays (5.4% more than in the same month of the previous year).

By provincial capitals, visitor numbers rose by 9.3% in San Sebastián, while in Bilbao they fell by 1.3% and in Vitoria-Gasteiz they were down 0.2%. Overnight stays increased in all three capitals: by 16.0% in San Sebastián, 7.1% in Bilbao and 3.5% in Vitoria-Gasteiz.

The average length of stay in hotel establishments in the Basque Country during November 2024 was 1.96 days, slightly higher than the 1.88 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. November 2024

	Occupancy rates (%)				Profitability			
	by seats		by rooms		ADR (euros)		RevPAR (euros)	
	11/2024	p.p.*	11/2024	p.p.*	11/2024	m/m-12 (%)	11/2024	m/m-12 (%)
BASQUE COUNTRY	49,8	1,9	62,3	2,3	93,50	8,7	58,22	12,9
Araba/Álava	50,3	1,6	67,4	3,2	80,65	4,7	54,37	10,0
Vitoria-Gasteiz	51,6	0,0	72,1	2,3	69,71	5,1	50,23	8,5
Bizkaia	48,8	1,9	63,2	3,6	96,38	9,5	60,93	16,1
Bilbao	54,4	2,6	70,0	3,7	103,44	10,5	72,44	16,5
Gipuzkoa	50,7	2,0	59,4	0,6	95,22	9,1	56,58	10,2
Donostia / San Sebastian	55,9	3,4	64,0	1,5	108,01	9,4	69,11	12,0

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, 2024

Source: Eustat Tourist accommodating establishments survey

The occupancy rate in November in the Basque Country as a whole stood at 49.8% in the case of beds (1.9 percentage points higher than observed in November 2023) and 62.3% in that of rooms (2.3 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 93.50 euros in November 2024 in the Basque Country, which was a rise of 8.7% in respect of November 2023. The ADR stood at 95.22 euros in Gipuzkoa, 96.38 euros in Bizkaia and 80.65 euros in Álava. By capitals the values were slightly higher than those of their provinces in the case of Gipuzkoa and Bizkaia, given that the ADR reached 108.01 euros in San Sebastián and 103.44 euros in Bilbao. However, it was less in Vitoria-Gasteiz where it stood at 69.71 euros.

The RevPar, or average revenue per available room, was 58.22 euros in hotel establishments in the Basque Country in November 2024, 12.9% higher than that obtained in the same month of the previous year.

Note:

The response rate for the ETR for Hotels in November 2024 was **90.8%**. Eustat would like to thank all establishments that participated in this survey for their effort.

You can consult the entire statistical series, from January 2011 in :

[Data browser for tourism in the Basque Country. Hotel establishments](#)

For further information:

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