

SURVEY ON TOURIST ESTABLISHMENTS. Except hotels. January 2025

The number of visitors in rural accommodation in the Basque Country rose by 26.8% in January 2025 and overnight stays were up 46.8%

Visitor numbers increased by 50.2% in tourist apartments and 28.0% in tourist hostels

The number of visitors in **rural accommodation** in the Basque Country rose by 26.8% in **January 2025** compared to the same month of the previous year, according to Eustat data. With this year-on-year increase, the total number of visitors in January stood at 4,815. Meanwhile, the number of overnight stays increased by 46.8% in year-on-year terms in January 2025, standing at 11,568 for the month as a whole.

Visitors, overnight stays, average length of stay and bed occupancy rates in rural tourism establishments in the Basque Country. January 2025

	Visitors		Overnight stays		Average stay		Occupancy rates (%)			
							by seats		by rooms	
	01/2025	m/m-12 (%)	01/2025	m/m-12 (%)	01/2025	01/2024	01/2025	p.p. *	01/2025	p.p. *
BASQUE COUNTRY	4.815	26,8	11.568	46,8	2,40	2,08	11,8	3,8	15,5	5,7
State origin	4.079	16,6	9.386	31,4	2,30	2,04	-	-	-	-
Foreign origin	736	146,2	2.182	196,1	2,96	2,46	-	-	-	-
Araba/Álava	1.167	25,9	2.797	57,5	2,40	1,92	10,4	3,6	13,3	5,2
State origin	1.024	13,7	2.299	32,3	2,25	1,93	-	-	-	-
Foreign origin	143	450,0	498	1.210,5	3,48	1,46	-	-	-	-
Bizkaia	1.322	12,6	3.060	26,6	2,31	2,06	11,3	2,5	14,3	3,9
State origin	1.139	-0,8	2.708	18,8	2,38	1,99	-	-	-	-
Foreign origin	183	603,8	352	155,1	1,92	5,31	-	-	-	-
Gipuzkoa	2.326	37,1	5.711	54,9	2,46	2,17	12,9	4,7	17,5	7,3
State origin	1.916	32,2	4.379	40,0	2,29	2,16	-	-	-	-
Foreign origin	410	66,0	1.332	137,4	3,25	2,27	-	-	-	-

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 February 21, 2025

Source: Eustat Tourist accommodating establishments survey

84.7% of visitors registered at rural accommodation in the Basque Country in January 2025 were from within Spain, which was an increase of 16.6% in relation to the same month of the previous year. The number of overnight stays by visitors from within Spain rose by 31.4% in year-on-year terms to stand at 9,386, 81.1% of the total number of overnight stays.

The year-on-year increase in visitor numbers reached 12.6% in Bizkaia and 25.9% in Álava, while in Gipuzkoa the number of visitors rose by 37.1%. As regards overnight stays, in Bizkaia they were up 26.6%, standing at 3,060. In Álava they rose by 57.5%, reaching 2,797 and, finally, in Gipuzkoa, with 5,711 overnight stays, the increase was 54.9%.

The average length of stay in this type of establishment in the Basque Country was 2.40 days in January 2025, a figure higher than the average length of stay of 2.08 days observed in the same month of 2024. 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 and room occupancy rates experienced a year-on-year increase of 3.8 and 5.7 percentage points respectively, the bed occupancy rate standing at 11.8% and that of rooms at 15.5%.

As regards **tourist apartments**, in January 2025 they welcomed a total of 11,918 visitors, resulting in 45,387 overnight stays. Compared to the previous January, the increases were 50.2% in the case of visitor numbers and 19.8% in that of overnight stays.

Each of the accommodation units offered under a business operating unit, managed under the block or combined mode, is referred to as a tourist apartment. Private dwellings offered, marketed or temporarily relinquished for reasons of tourism **are not included under the heading of dwellings for tourism use**.

Visitors, overnight stays, average length of stay and bed occupancy rates in tourist apartments of the Basque Country. January 2025

	Visitors		Overnight stays		Average stay		Occupancy rates (%)			
							by seats		by apartments	
	01/2025	m/m-12 (%)	01/2025	m/m-12 (%)	01/2025	01/2024	01/2025	p.p. *	01/2025	p.p. *
BASQUE COUNTRY	11.918	50,2	45.387	19,8	3,81	4,77	30,0	2,8	58,1	2,9
State origin	9.863	63,5	33.231	27,7	3,37	4,32	-	-	-	-
Foreign origin	2.054	7,9	12.156	2,6	5,92	6,22	-	-	-	-
Araba/Álava	563	16,1	8.300	13,9	14,73	15,01	26,5	3,1	71,5	-1,6
State origin	496	14,0	5.420	9,3	10,93	11,39	-	-	-	-
Foreign origin	67	34,1	2.879	23,4	31,00	31,00	-	-	-	-
Bizkaia	8.856	65,1	18.950	41,3	2,14	2,50	27,3	5,6	38,6	7,1
State origin	7.676	89,6	15.478	71,2	2,02	2,23	-	-	-	-
Foreign origin	1.180	-10,3	3.472	-20,7	2,94	3,33	-	-	-	-
Gipuzkoa	2.498	19,7	18.138	5,6	7,26	8,23	35,9	-1,5	73,5	1,9
State origin	1.692	9,2	12.333	2,5	7,29	7,77	-	-	-	-
Foreign origin	807	50,0	5.805	13,0	7,19	9,55	-	-	-	-

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 February 21, 2025

Source: Eustat Tourist accommodating establishments survey

Visitors from within Spain accounted for 82.8% of visitors and 73.2% of overnight stays in tourist apartments in the Basque Country, after registering year-on-year increases of 63.5% and 27.7%, respectively.

The average length of stay for this type of establishment was 3.81 days in January 2025, below that obtained in January 2024, which stood at 4.77 days.

At provincial level, the average length of stay in January 2025 was 2.14 days in Bizkaia, 7.26 days in Gipuzkoa and 14.73 days in Álava.

The bed occupancy rate at the Basque Country level reached 30.0% after an increase of 2.8 percentage points in relation to January 2024. The apartment occupancy rate rose by 2.9 percentage points to stand at 58.1%.

In **tourist hostels**, during **January 2025** visitor numbers and overnight stays totalled 7,019 and 12,059, respectively. In relation to January of the previous year, these totals meant an increase of 28.0% in the case of visitor numbers and 0.9% in that of overnight stays.

Visitors, overnight stays, average length of stay and bed occupancy rates in tourist hostels of the Basque Country. January 2025

	Visitors		Overnight stays		Average stay		Degree of occupation by places (%)	
	01/2025	m/m-12 (%)	01/2025	m/m-12 (%)	01/2025	01/2024	01/2025	p.p.
BASQUE COUNTRY	7.019	28,0	12.059	0,9	1.72	2.18	14,9	0,3
State origin	4.229	48,9	6.991	29,4	1,65	1,90	-	-
Foreign origin	2.790	5,6	5.069	-22,7	1,82	2,48	-	-
Araba/Álava	392	91,1	506	48,5	1,29	1,66	11,3	3,9
State origin	323	72,1	437	42,3	1,35	1,64	-	-
Foreign origin	69	293,5	69	104,6	1,00	1,92	-	-
Bizkaia	3.154	-10,0	5.918	-29,1	1,88	2,38	16,1	-4,5
State origin	1.477	-13,5	2.580	-21,5	1,75	1,92	-	-
Foreign origin	1.676	-6,5	3.339	-34,0	1,99	2,82	-	-
Gipuzkoa	3.473	95,6	5.635	72,4	1,62	1,84	14,2	5,3
State origin	2.429	157,2	3.975	119,7	1,64	1,92	-	-
Foreign origin	1.045	25,6	1.660	13,7	1,59	1,76	-	-

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 February 21, 2025

Source: Eustat Tourist accommodating establishments survey

The average length of stay was 1.72 days, as opposed to the 2.18 days observed in January 2024, and the occupancy rate was 14.9%, 0.3 points higher than that registered in the same month of the previous year.

Note:

The response rate of the Survey on Tourist Establishments in January 2025 was **97.6%** for Rural Accommodation, **85.4%** for Tourist Apartments and **91.3%** in the case of Tourist Hostels.

Eustat would like to thank all establishments that participated in this survey for their effort.

For further information:

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