

SURVEY ON TOURIST ESTABLISHMENTS. Except hotels. July 2025

Overnight stays in rural accommodation in the Basque Country in July 2025 rose by 3.7% and they were up 22.1% in tourist apartments, however they fell by 10.8% in tourist hostels

The bed occupancy rate in the three types of establishments exceeded 50.0% in July 2025

In **July 2025**, visitor numbers in **rural accommodation** in the Basque Country fell by 1.6% compared to the same month of the previous year, while overnight stays rose by 3.7%, according to Eustat data. With these year-on-year variations, in July the number of visitors reached 23,652 and the number of overnight stays stood at 76,044.

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

	Visitors		Overnight stays		Average stay		Occupancy rates (%)			
	07/2025	m/m-12 (%)	07/2025	m/m-12 (%)	07/2025	07/2024	07/2025	p.p. *	07/2025	p.p. *
BASQUE COUNTRY	23,652	-1.6	76,044	3.7	3.22	3.05	52.6	1.9	58.7	2.7
State origin	15,211	-7.5	48,967	-5.9	3.22	3.17	-	-	-	-
Foreign origin	8,441	11.0	27,077	27.3	3.21	2.80	-	-	-	-
Araba/Álava	4,115	2.6	11,015	-0.3	2.68	2.75	34.0	1.6	40.5	1.5
State origin	2,649	-10.2	6,945	-16.9	2.62	2.83	-	-	-	-
Foreign origin	1,466	38.2	4,070	51.2	2.78	2.54	-	-	-	-
Bizkaia	7,520	-1.7	21,425	-1.3	2.85	2.84	51.6	-0.7	56.8	-0.6
State origin	4,515	-12.5	13,187	-13.3	2.92	2.95	-	-	-	-
Foreign origin	3,005	20.8	8,238	27.0	2.74	2.61	-	-	-	-
Gipuzkoa	12,017	-2.9	43,604	7.5	3.63	3.28	61.7	3.0	68.6	5.1
State origin	8,047	-3.4	28,835	1.3	3.58	3.42	-	-	-	-
Foreign origin	3,970	-2.1	14,769	22.1	3.72	2.98	-	-	-	-

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 August 22, 2025

Source: Eustat Tourist accommodating establishments survey

After rising by 11.0% in relation to July of the previous year, visitors from abroad accounted for 35.7% of the total number of visitors in rural accommodation in the Basque Country. As regards overnight stays, those by visitors from abroad represented 35.6% of the total, following an increase of 27.3% compared to July 2024.

By province, visitor numbers in July 2025 increased by 2.6% in Álava, whereas in Bizkaia and Gipuzkoa they were down by 1.7% and 2.9%, respectively. Regarding overnight stays, these increased by 7.5% in Gipuzkoa, and were down 0.3% in Álava and 1.3% in Bizkaia.

The average length of stay (1) in this type of establishment in the Basque Country was 3.22 days during July, a figure slightly higher than the average length of stay of 3.05 days observed in July 2024.

Bed and room occupancy rates experienced a year-on-year increase of 1.9 and 2.7 percentage points respectively, the bed occupancy rate standing at 52.6% and that of rooms at 58.7%.

As regards **tourist apartments (2)**, in July 2025 there were a total of 35,436 visitors, resulting in 97,610 overnight stays. Compared to July of the previous year, there was a 32.3% increase in the case of visitor numbers and 22.1% in that of overnight stays.

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

	Visitors		Overnight stays		Average stay		Occupancy rates (%)			
	07/2025	m/m-12 (%)	07/2025	m/m-12 (%)	07/2025	07/2024	by seats		by apartaments	
							07/2025	p.p.*	07/2025	p.p.*
BASQUE COUNTRY	35,436	32.3	97,610	22.1	2.75	2.99	52.0	-0.5	83.5	21.1
State origin	17,686	29.7	49,499	19.3	2.80	3.04	-	-	-	-
Foreign origin	17,749	35.0	48,110	25.1	2.71	2.93	-	-	-	-
Araba/Álava	1,092	-21.6	11,108	-4.3	10.17	8.34	31.6	-4.0	74.3	-10.0
State origin	833	-19.3	8,589	5.8	10.31	7.86	-	-	-	-
Foreign origin	259	-28.1	2,519	-27.8	9.72	9.68	-	-	-	-
Bizkaia	23,066	47.9	48,028	31.1	2.08	2.35	52.1	-2.8	80.7	16.1
State origin	11,561	41.6	22,743	20.2	1.97	2.32	-	-	-	-
Foreign origin	11,504	54.8	25,285	42.6	2.20	2.38	-	-	-	-
Gipuzkoa	11,278	15.3	38,474	21.4	3.41	3.24	63.5	3.9	90.8	38.8
State origin	5,292	19.4	18,167	25.6	3.43	3.26	-	-	-	-
Foreign origin	5,986	11.9	20,307	17.8	3.39	3.22	-	-	-	-

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 August 22, 2025

Source: Eustat Tourist accommodating establishments survey

Visitors from abroad accounted for 50.1% of the total number of visitors and 49.3% of the total number of overnight stays in tourist apartments in the Basque Country, after registering year-on-year increases of 35.0% and 25.1%, respectively, during July 2025.

The average length of stay in tourist apartments in the Basque Country was 2.75 days in July 2025, below that obtained in July 2024, which stood at 2.99 days. The average length of stay in this type of establishment was 10.17 days in Álava, 3.41 days in Gipuzkoa and 2.08 days in Bizkaia.

The bed occupancy rate in the Basque Country reached 52.0%, following a loss of 0.5 percentage points compared to July 2024. The apartment occupancy rate increased by 21.1 percentage points to stand at 83.5%.

In respect of **tourist hostels** in the Basque Country, in July 2025 there was a year-on-year decrease of 8.9% in visitor numbers, to stand at a total of 29,618 visitors who generated a total of 59,882 overnight stays. 31,853 overnight stays were registered in Bizkaia, 25,806 in Gipuzkoa and lastly, in Álava, the number of overnight stays was 2,223.

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

	Visitors		Overnight stays		Average stay		Degree of occupation by places (%)	
	07/2025	m/m-12 (%)	07/2025	m/m-12 (%)	07/2025	07/2024	07/2025	p.p.
BASQUE COUNTRY	29,618	-8.9	59,882	-10.8	2.02	2.06	53.4	-7.9
State origin	10,753	2.9	25,725	8.2	2.39	2.27	-	-
Foreign origin	18,865	-14.5	34,157	-21.2	1.81	1.96	-	-
Araba/Álava	1,571	204.8	2,223	81.7	1.42	2.37	41.9	18.3
State origin	1,059	129.8	1,687	53.1	1.59	2.39	-	-
Foreign origin	512	840.0	536	341.3	1.05	2.23	-	-
Bizkaia	15,397	-10.3	31,853	-7.0	2.07	1.99	55.5	-5.3
State origin	5,708	-3.3	14,152	19.1	2.48	2.01	-	-
Foreign origin	9,689	-14.0	17,701	-20.8	1.83	1.98	-	-
Gipuzkoa	12,650	-14.8	25,806	-18.5	2.04	2.13	52.2	-13.6
State origin	3,986	-2.5	9,886	-8.4	2.48	2.64	-	-
Foreign origin	8,664	-19.4	15,920	-23.8	1.84	1.94	-	-

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 August 22, 2025

Source: Eustat Tourist accommodating establishments survey

The average length of stay in this type of accommodation was 2.02 days in the Basque Country as a whole and the bed occupancy rate, following a year-on-year decrease of 7.9 percentage points, reached 53.4%.

Cumulative data (January - July 2025)

For 2025 to date in **rural accommodation** in the Basque Country there were 99,085 visitors and 243,909 overnight stays; 5.1% and 6.0% higher than the figures for the same cumulative period in 2024. The average length of stay was 2.46 days, similar to the 2.44 days of the previous year. As regards the bed occupancy rate, it stood at 28.8% compared to 26.6% in the same comparative period of 2024. The room occupancy rate was also over 31.1% in 2024, standing at 33.9% in the first seven months of 2025.

In relation to **tourist apartments**, in the cumulative period until July there were 157,284 visitors, resulting in 461,471 overnight stays; this was an increase in respect of the same period of 2024 of 36.9% in visitor numbers and 18.8% in overnight stays. The average length of stay was 2.93 days in the first seven months of 2025, compared to 3.38 in the same period of 2024. The occupancy rate reached 38.7% for beds and 69.4% for rooms, 0.4 and 5.6 percentage points higher than in the equivalent period of 2024.

As regards **tourist hostels**, in 2025 to date, they have accumulated 142,486 visits and 259,018 overnight stays, following decreases of 0.1% in the case of visitor numbers and 3.8% in that of overnight stays, compared with the same seven months of 2024. The average stay was 1.82 days, down from 1.89 days the previous year. The bed occupancy rate was 37.4%, down 2.0 percentage points on that obtained during the same cumulative period of 2024.

Note:

The response rate for the Survey on Tourist Establishments this month was **85.0%** for Rural Accommodation, **73.6%** for Tourist Apartments and **75.6%** for Tourist Hostels. Eustat would like to thank all establishments that participated in this survey for their effort.

(1) 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..

(2) 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.

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