

Hotel Tourism Short-Term Trends (HOS/HPI/IPHS) March 2024. Provisional data

Main results

- Overnight stays in hotel establishments increased by 19.1% in March compared to the same month in 2023.
- The Hotel Price Index rose by 10.0% in annual rate.
- Hotels invoiced an average of 109.2 euros per occupied room, 9.7% more than in the same month of the previous year.

More information

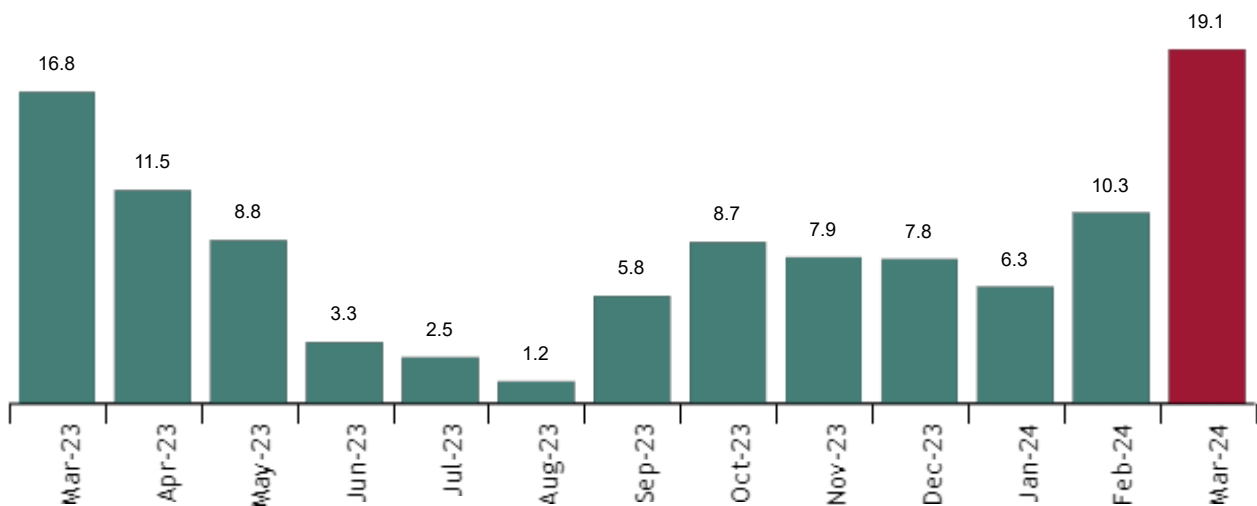
- [Tables annex](#) (includes information on Autonomous Communities, provinces, tourist areas and sites)
- [EOH, IPH and IRSH detailed monthly results](#)
- [Main indicators by accommodation type / Infographic: tourism indicators](#)

Overnight stays in hotel establishments increased by 19.1% in March compared to the same month in 2023, and exceeded 24.5 million.

Those of travellers resident in Spain grew by 16.4%, and those of non-residents by 20.8%.

Annual variation rate for overnight stay. March 2024¹

Percentage



¹ As Easter was celebrated in March in 2024 and in April in 2023, it is advisable to wait for the results of this survey next month in order to analyse the two months together.

During the first three months of 2024, overnight stays increased by 12.6% compared to the same period of the previous year. Those of travellers resident in Spain increased by 7.4% and those of non-residents by 15.8%.

Destinations

Andalucía, Cataluña and Comunidad Valenciana were the main destinations for travellers resident in Spain in March, with 20.3%, 13.5% and 12.9% of the total number of overnight stays, respectively.

The main destinations for non-residents were Canarias, Cataluña and Andalucía, with 38.3%, 16.0% and 15.2% of the total, respectively.

By tourist areas, Tenerife recorded the highest number of overnight stays, with more than 2.3 million. On the other hand, the tourist destinations with the most overnight stays were Barcelona, Madrid and San Bartolomé de Tirajana.

Overnight stays according to the country of origin of travellers

Travellers from the United Kingdom and Germany accounted for 22.7% and 19.8%, respectively, of total non-resident overnight stays in March.

Overnight stays by travellers from France, the United States and Italy (the next largest source markets) accounted for 6.3%, 5.3% and 4.6% of the total, respectively.

Hotel occupancy

In March, 55.1% of the places offered were filled, an annual increase of 6.8%. The weekend occupancy rate by bedplaces rose by 3.0% to 60.8%.

Canarias presented the highest occupancy rate by bedplaces during March (76.6%).

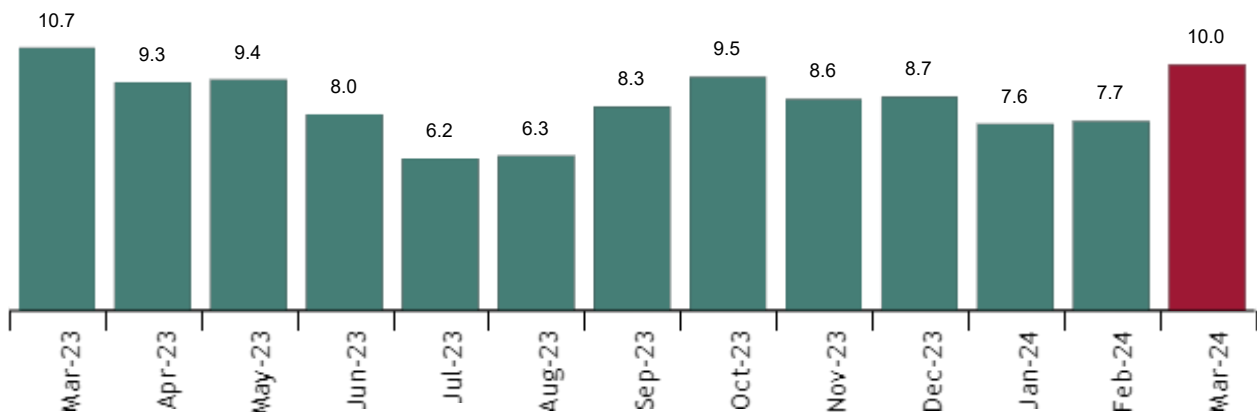
By tourist areas, Sur de Gran Canaria reached the highest occupancy rate per bedplaces (79.8%). Sur de Tenerife had the greatest weekend occupancy rate (79.9%).

The tourist area with the highest occupancy rate by bedplaces was Teguiise (81.9%), which also had the highest weekend occupancy rate (83.2%).

Hotel Prices

The Hotel Price Index rose by 10.0% in March compared to the same month in 2023.

Hotel Price Index. March 2024
Annual variation rate. Percentage



By autonomous communities and cities, the highest increase was recorded in the País Vasco (22.2%) and the lowest in Ceuta (1.2%).

Current press release at: <https://www.ine.es/dyngs/Prensa/en/CTH0324.htm>

By categories, the greatest price increase occurred in the one gold star establishments (12.2%).

Hotel Sector Profitability

The average hotel revenue per occupied room (ADR) was 109.2 euros in March, an increase of 9.7% compared to the same month in 2023.

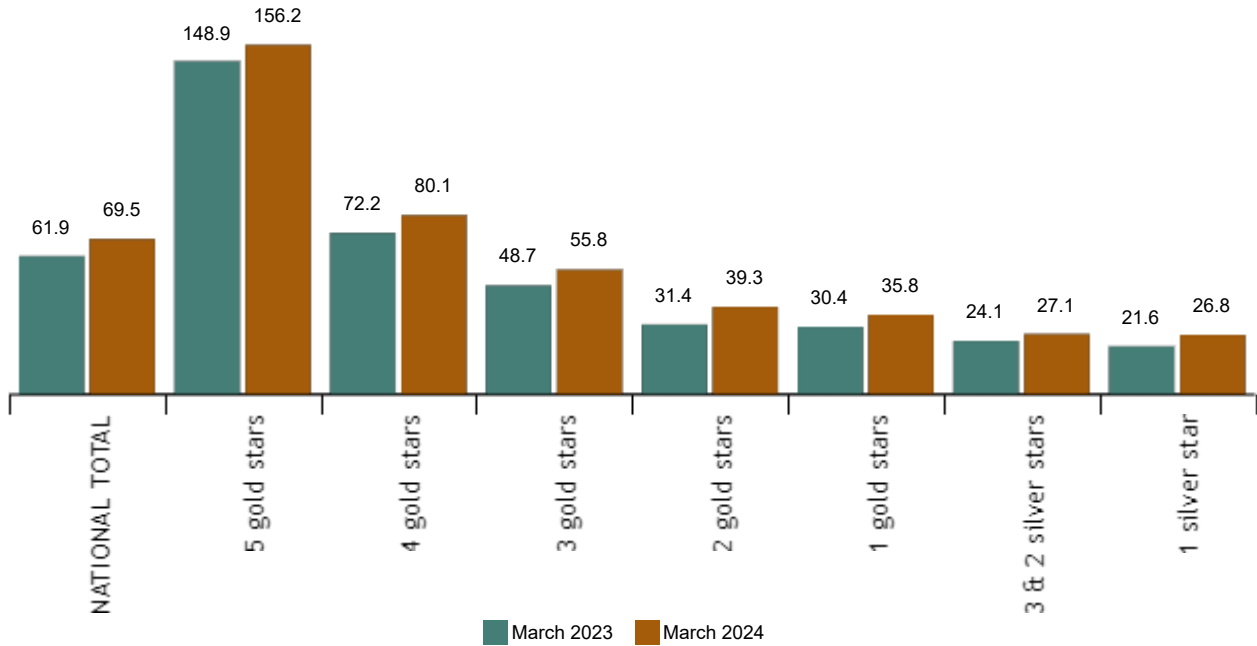
The average daily revenue per available room (RevPAR), which is conditioned by the occupancy of these establishments, reached 69.5 euros, an increase of 12.2%.

By category, the ADR was 243.4 euros for five-star hotels, 113.3 euros for four-star hotels and 85.8 euros for three-star hotels. RevPAR these same categories was 156.2, 80.1 and 55.8 euros, respectively.

The tourist destination with the highest ADR was Adeje, with 189.2 euros. It also had the highest RevPar of 169.8 euros.

Average revenue per available room according to categories

Euros



Reviews and data updates

The INE has today updated the data for March 2023 of the Hotel Occupancy Survey, the Hotel Price Index and the Hotel Sector Profitability Indicators. All results of this operation are available on [INEBase](#).

Current press release at: <https://www.ine.es/dyngs/Prensa/en/CTH0324.htm>

Methodological note

The objective of the **Hotels Occupancy Survey (EOH)** is to ascertain a series of variables that make it possible to describe the fundamental characteristics of the hotel sector, both from the point of view of supply and demand.

The **Hotel Price Index (IPH)** is a statistical measure of the monthly evolution of prices applied to clients that hotel entrepreneurs apply to their customers.

The objective of the **Indicators of Profitability of the Hotel Sector (IRSH)** is to facilitate decision-making in the hotel sector. These are the *Average Daily Rate (ADR)*, which collects the average daily income per occupied room, and the *Revenue per Available Room (RevPAR)*, which collects the average daily revenue per available room.

Type of operation: monthly continuous survey.

Population scope: all hotel establishments.

Geographical scope: the entire national territory.

Reference period of the results: one month.

Reference period of the information: seven consecutive days of each month, chosen randomly in such a way that between all the establishments they cover the whole month.

Sample design: stratified sampling by province and establishment category, with 4 and 5-gold star categories being exhaustive.


Sample size: approximately 9,250 establishments in winter and 11,200 in summer.

Collection method: questionnaire filled in directly by the hotel establishment.

For additional information, you can access the methodologies (**EOH**, **IPH** and **IRSH**) and the standard methodological reports (**EOH**, **IPH** and **IRSH**).

INE statistics are produced in accordance with the Code of Good Practice for European Statistics. More information in [Quality at INE and Code of Best Practices](#).

For further information see **INEbase**

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