

24 January 2020

Hotel Tourism Short-Term Trends (HOS/HPI/IPHS)
January 2020. Provisional data

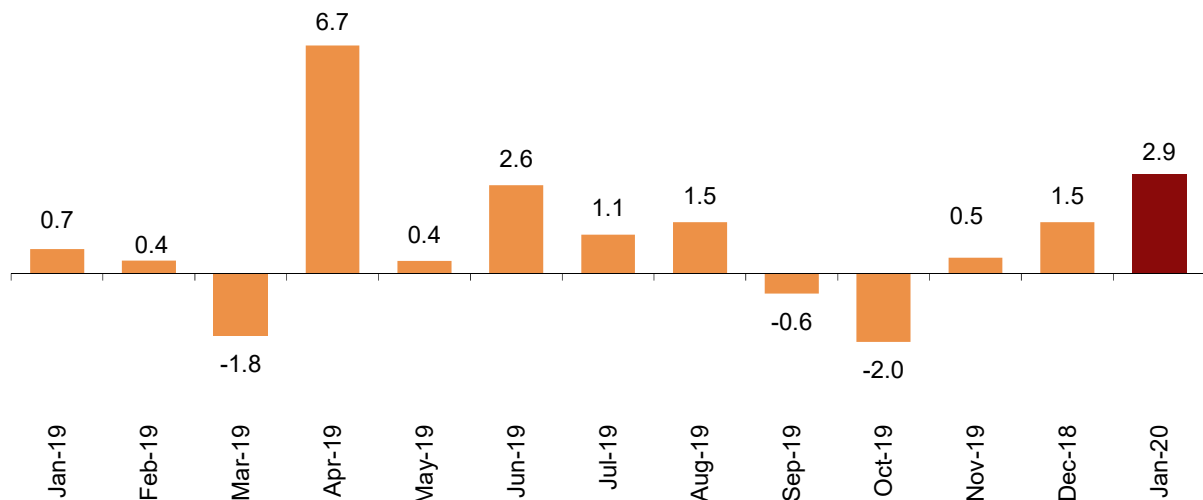
Overnight stays in hotel establishments increase 2.9% in January with respect to the same month in 2019

Hotels invoice an average of 82.0 euros per occupied room, representing an annual increase of 0.8%

In January, overnight stays in hotel establishments exceeded 15.9 million, 2.9% more than in the same month of 2019. Overnight stays by residents in Spain increased by 3.5% and those of non-residents, by 2.6%.

The average stay decreased 3.0% as compared with January 2019, standing at 2.9 overnight stays per traveller.

Annual variation rate for overnight stays
Percentage

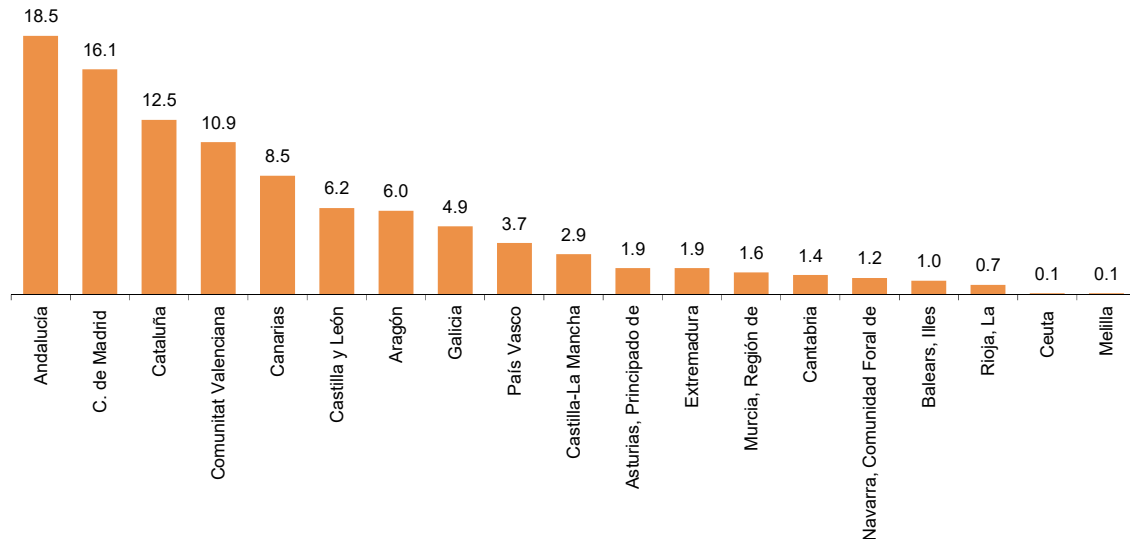


Destinations

Andalucía, Comunidad de Madrid and Cataluña were the main destinations for residents in Spain in January, with annual variation rates in the number of overnight stays of 4.0%, 4.1%, and 5.1% respectively.

Distribution of overnight stays: residents

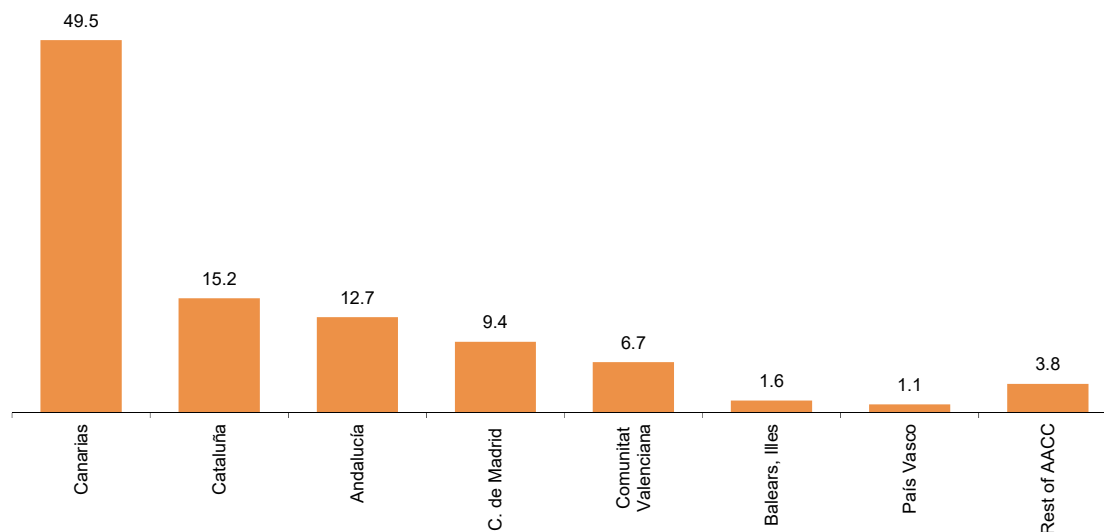
Percentage



The main destination chosen by non-residents was Canarias, with 49.5% of total overnight stays. In this Autonomous Community, overnight stays of foreign nationals decreased by 0.3% as compared with January 2019. The next most popular destinations of non-residents were Cataluña (with 15.2% of the total overnight stays and an increase of 3.5%) and Andalucía (with 12.7% of the total and an increase of 6.7%).

Distribution of overnight stays: non-residents

Percentage

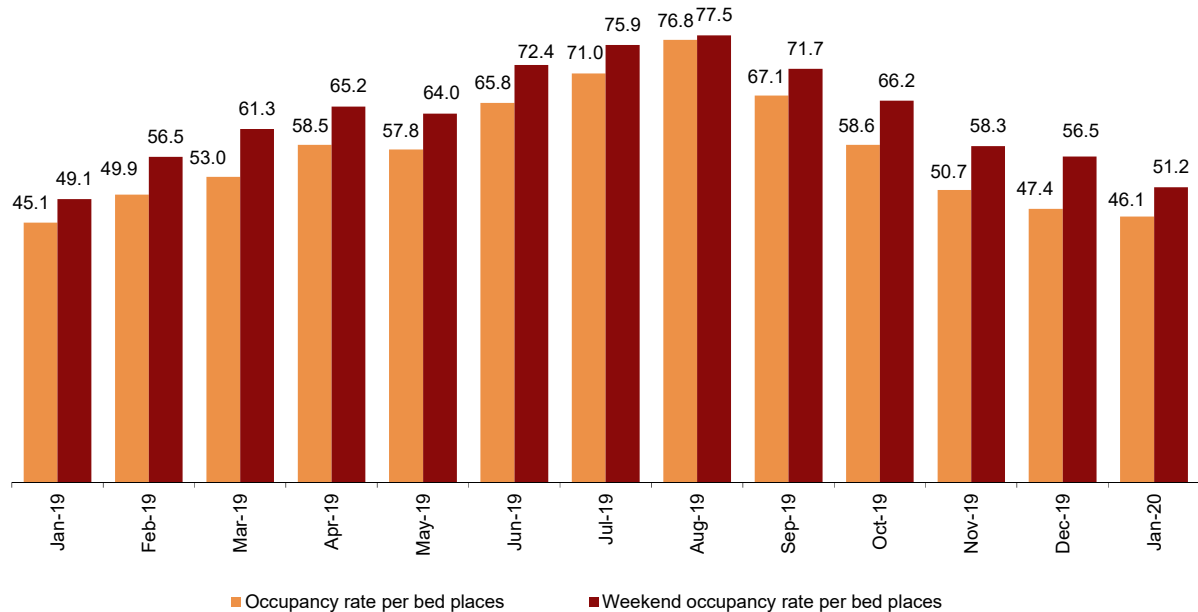


Hotel occupancy

In January, 46.1% of the available bedplaces were occupied, indicating an annual increase of 2.4%. The weekend occupancy rate by bedplaces increased 4.2%, and stood at 51.2%.

Occupancy rate

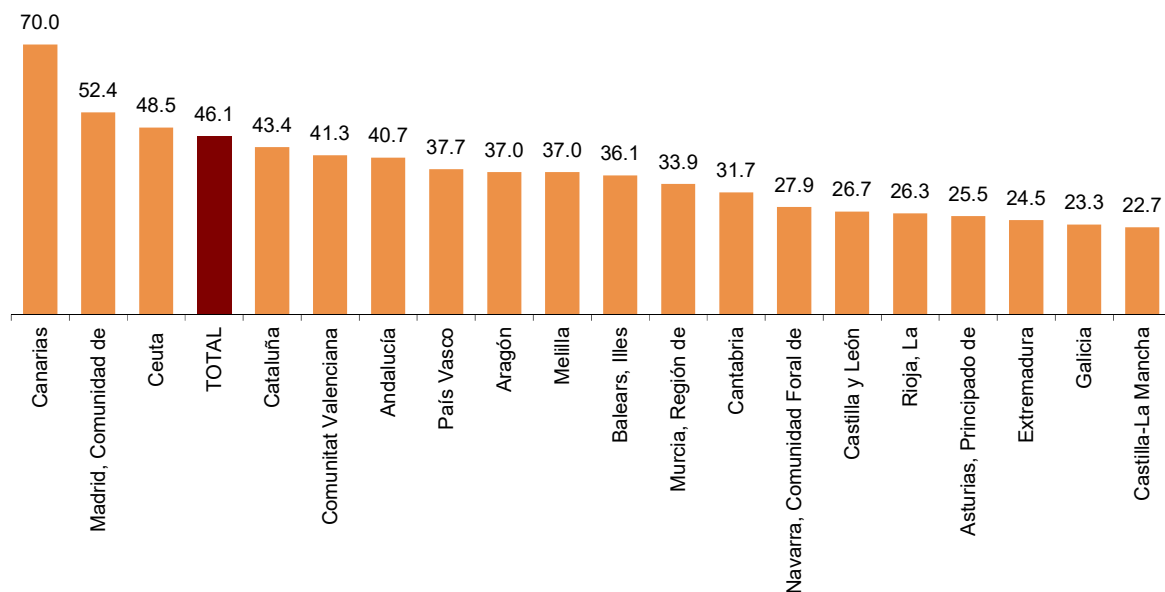
Percentage



Canarias showed the highest occupancy rate by bed-places in January (70.0%). It was followed by Comunidad de Madrid (52.4%) and the autonomous city of Ceuta (48.5%).

Occupancy rate per bed-places by Autonomous Community

Percentage



By tourist areas, the South of Gran Canaria reached the highest occupancy rate by bed-places (78.3%), and the highest weekend occupancy rate (77.1%). The island of Tenerife registered the highest number of overnight stays, with 2.1 million.

The tourist sites with the most overnight stays were Madrid, Barcelona and San Bartolomé de Tirajana. San Bartolomé de Tirajana also registered the highest occupancy by bedplaces (79.2%) and Adeje the highest weekend occupancy rate (78.3%).

Overnight stays according to the country of origin of the travellers

In January, travellers from the United Kingdom and Germany accounted for 21.6% and 16.7% of total overnight stays of non-residents in hotel establishments, respectively. The British market had an annual variation rate of -3.2%, and the German market a rate of -2.4%.

Overnight stays of travellers from France, Italy and Sweden (the following countries of origin) registered annual rates of 0.1%, 7.7% and 5.3% respectively.

Distribution of non-residents overnight stays. Main country of residence

Percentage

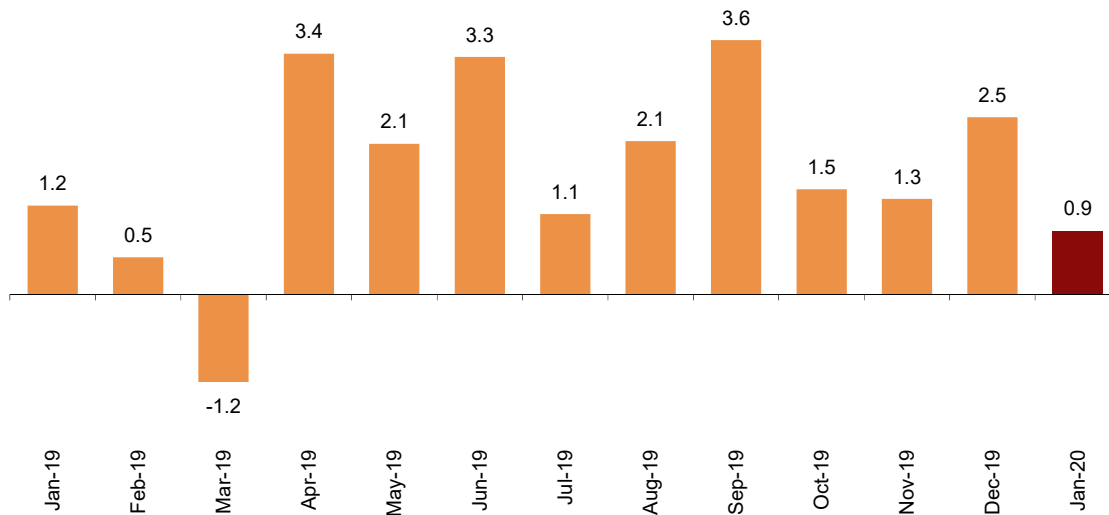


Hotel Prices

The annual rate of the Hotel Price Index (HPI) stood at 0.9% in January, which is 1.6 points less than the previous month and 0.3 points below that registered a year ago.

Hotel Prices Index

Annual variation rate. Percentage



By Autonomous Community, the greatest increases in hotel prices were recorded in Cantabria (7.9% in annual rate).

By categories, the greatest price increase was registered in one-silver star establishments (5.5%).

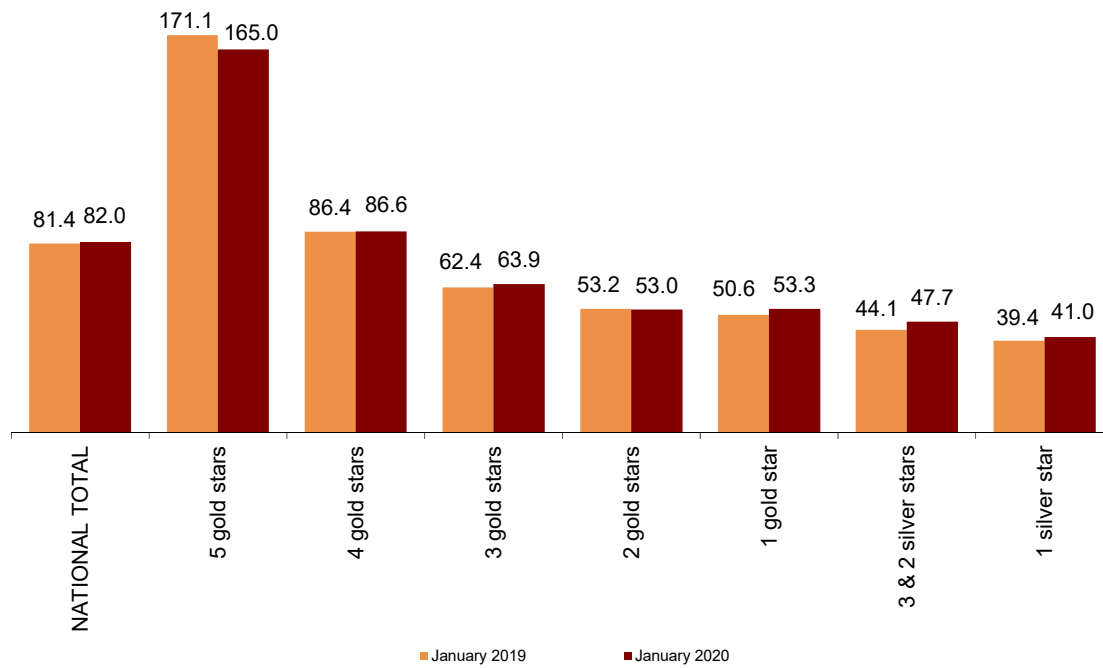
Profitability of the Hotel Sector

The average daily rate per occupied room (ADR) of hotels was 82.0 euros in January, representing a 0.8% increase as compared with the same month of 2019.

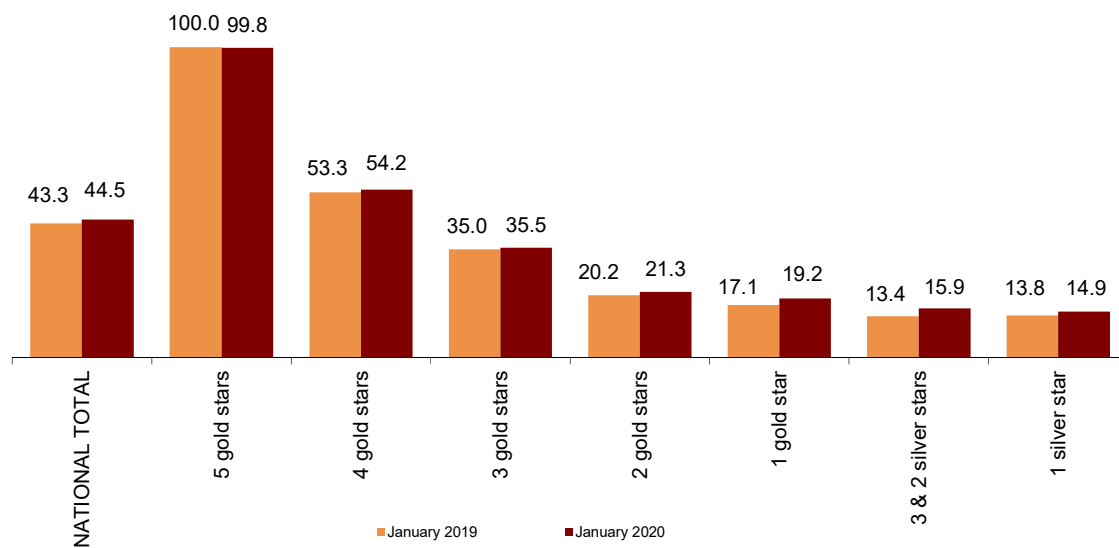
Meanwhile, the average daily revenue per available room (RevPAR), which is conditioned by the occupancy registered in hotel establishments, reached 44.5 euros, with an increase of 2.8%.

By category, the average rate was 165.0 euros for five-star hotels, 86.6 euros for four-star hotels and 63.9 euros for three-star hotels. Revenues per available room for these same categories were 99.8, 54.2, and 35.5 euros respectively.

Average daily rate by hotel category
Euros



Revenue per available room by hotel category
Euros



Revision and updating of data

Coinciding with today's publication, the INE has updated the data corresponding to the month of January 2019 of the Hotel Occupancy Survey (HOS), the Hotel Price Index (HPI) and of the Indicators on the Profitability of the Hotel Sector (IPHS).

Methodological note

The main objective of the Hotel Occupancy Survey (HOS) is to ascertain the behaviour of 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, and thus meet the need for knowledge of the sector by national institutions and the requirements of international organisations.

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

The main 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: on-going monthly survey.

Population scope: all hotel establishments.

Geographical scope: the entire national territory.

Reference period for the results: monthly.

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

Sample design: stratified sampling by province and category of the establishment, being comprehensive those strata of 4 and 5 gold star categories.

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

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

For more information on these statistical operations, you can consult the [methodology and the standardised methodological report](#) for each of them in INEbase.

For further information see **INEbase:** www.ine.es/en/ Twitter: [@es_ine](https://twitter.com/es_ine)

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Tourist Accommodation Occupancy Survey (Hotels and similar establishments)

January 2020

Provisional Data

24th February 2020

1. Guests, overnight stays and average stay by category of establishment

Category	Number of guests			Number of overnight stays			Average stay
	Total	Residents in Spain	Residents abroad	Total	Residents in Spain	Residents abroad	
TOTAL	5,570,235	2,925,232	2,645,003	15,959,217	5,692,536	10,266,681	2.87
HOTELS: Golden stars							
Five	395,985	119,884	276,101	1,458,273	253,474	1,204,799	3.68
Four	2,717,666	1,322,770	1,394,896	8,323,293	2,555,544	5,767,749	3.06
Three	1,317,158	738,084	579,074	3,686,932	1,469,886	2,217,045	2.80
Two	401,654	271,070	130,585	860,739	472,095	388,644	2.14
One	167,774	108,063	59,711	357,004	198,841	158,164	2.13
INNS: Silver stars							
Two and three	311,053	202,155	108,897	623,346	371,784	251,562	2.00
One	258,945	163,208	95,738	649,630	370,912	278,718	2.51
Annual rate	6.07	6.15	5.97	2.92	3.50	2.60	-2.97
Cumulative annual rate	6.07	6.15	5.97	2.92	3.50	2.60	-2.97

2. Open establishments, capacity, occupancy and employed personnel by category of establishment

Category	Estimated open establishments	Estimated bedrooms	Estimated bed-places	Occupancy rate			Employed personnel
				Of bed-places	Of bed-places at weekend	Of bedrooms	
TOTAL	11,987	534,405	1,106,289	46.14	51.22	54.44	155,521
HOTELS: Golden stars							
Five	267	42,325	89,537	51.96	56.49	61.22	26,868
Four	1,854	239,859	510,811	52.11	57.31	62.62	78,127
Three	1,789	114,030	241,834	48.67	53.59	56.18	29,993
Two	1,444	41,842	82,987	33.32	39.52	40.53	6,944
One	914	20,045	38,999	29.44	36.83	35.30	2,895
INNS: Silver stars							
Two and three	2,514	38,530	72,940	27.46	32.14	32.93	5,687
One	3,205	37,774	69,181	30.18	33.35	37.19	5,007
Annual rate	-0.07	0.24	0.46	2.42	4.22	2.22	1.27

3. Guests, overnight stays, occupancy, average stay and employed personnel

Results by area and tourist site

	Guests		Overnight stays		Occupancy rate			Average stay	Employed personnel
	Residents in Spain	Residents abroad	Residents in Spain	Residents abroad	Of bed-places	Of bed-places at weekend	Of bedrooms		
Tourist area with a greater occupancy rate per month									
Sur de Gran Canaria	12,915	166,430	61,716	1,422,883	78.26	77.10	88.59	8.28	11,399
Isla de Gran Canaria	30,407	185,391	109,353	1,503,056	76.39	75.93	86.87	7.47	12,466
Isla de La Gomera	1,746	5,849	3,548	39,237	76.29	78.65	84.61	5.63	416
Sur de Tenerife	20,469	196,142	108,663	1,576,170	74.51	75.90	85.51	7.78	15,935
Isla de Tenerife	57,356	242,259	250,810	1,900,190	73.63	75.23	84.18	7.18	19,709
Isla de Lanzarote	14,843	85,976	77,685	703,758	64.86	66.64	79.23	7.75	6,868
Isla de La Palma	2,862	10,215	11,799	79,263	59.70	63.15	78.29	6.96	708
Isla de Fuerteventura	7,914	97,752	31,257	859,152	58.93	58.92	71.23	8.43	7,833

Tourist area with a greater number of overnight stays per month¹

Barcelona	132,970	462,771	219,118	1,243,417	53.23	57.04	63.40	2.45	15,264
Costa del Sol	99,734	161,513	211,077	614,521	47.42	51.88	57.18	3.16	8,317
Costa Blanca	108,792	95,354	353,101	449,804	46.19	54.33	54.12	3.93	7,379
Costa Barcelona	75,986	82,358	131,725	171,510	36.04	38.29	48.70	1.92	3,100
Isla de Mallorca	19,176	36,395	41,151	159,559	38.67	45.01	47.89	3.61	3,221
Pirineo Aragonés	60,475	3,286	162,883	6,210	47.67	60.89	45.64	2.65	1,237
Palma - Calvià	15,140	27,395	32,897	106,706	35.15	40.20	44.95	3.28	2,450
Costa Brava	34,323	40,007	58,001	74,427	27.79	38.33	35.03	1.78	1,825

¹Sin considerar los incluidos en la tabla anterior, por aparecer también con mayor grado de ocupación.

Tourist site with a greater occupancy rate per month

San Bartolomé de Tirajana	10,660	119,028	53,283	1,027,310	79.22	77.43	87.78	8.33	8,750
Puerto de la Cruz	18,070	31,398	102,328	264,114	76.76	78.33	84.69	7.41	2,765
Adeje	7,429	101,128	38,837	844,827	75.79	76.81	85.86	8.14	9,133
Mogán	2,173	47,355	8,377	394,522	75.57	75.98	90.93	8.13	2,640
Arona	3,911	58,254	24,249	479,269	75.34	73.31	86.42	8.10	3,495
Benasque	11,052	376	37,704	742	69.11	77.92	65.03	3.36	278
Tías	2,487	27,666	10,970	226,579	66.60	67.22	83.06	7.88	1,627
Yaiza	5,099	37,247	36,475	311,519	66.39	68.91	79.66	8.22	3,449
Benalmádena	7,721	18,100	20,366	110,025	64.78	66.36	71.19	5.05	716
Pájara	3,432	54,442	17,121	527,934	62.47	62.39	73.05	9.42	4,597

Tourist site with a greater number of overnight stays per month¹

Madrid	389,549	358,860	659,886	911,993	56.65	62.70	69.23	2.10	11,950
Barcelona	124,636	448,877	205,563	1,204,389	54.56	58.77	64.20	2.46	14,746
Benidorm	51,397	45,587	233,270	307,691	51.24	59.77	57.87	5.58	4,581
Sevilla	92,659	101,640	164,633	237,864	56.26	66.74	65.18	2.07	3,841
Valencia	62,229	62,235	112,962	157,293	47.32	54.26	59.54	2.17	2,307
Granada	77,024	77,159	137,538	127,796	55.41	74.29	59.35	1.72	1,810
Oliva, La	1,432	23,712	4,995	186,945	57.97	57.59	75.69	7.63	1,864
Málaga	41,946	57,976	67,599	116,100	51.88	58.15	64.19	1.84	1,650
Teguise	4,993	18,474	23,653	154,711	60.75	62.23	75.02	7.60	1,603
Torremolinos	11,147	18,225	31,426	103,222	42.91	50.85	49.40	4.58	1,249

¹Sin considerar los incluidos en la tabla anterior, por aparecer también con mayor grado de ocupación.

4. Guests and overnight stays by country of residence

Results by country

Countries	Number of guests		Overnight stays	
	Total	%	Total	%
TOTAL	5,570,235	100.00	15,959,217	100.00
Residentes en España	2,925,232	52.52	5,692,536	35.67
Residentes en el extranjero	2,645,003	47.48	10,266,681	64.33
TOTAL residentes en el extranjero	2,645,003	100.00	10,266,681	100.00
TOTAL residentes en U.E. (sin España)	1,595,287	60.31	7,537,090	73.41
- Alemania	256,329	9.69	1,709,666	16.65
- Austria	17,829	0.67	90,352	0.88
- Bélgica	59,681	2.26	298,565	2.91
- Dinamarca	35,814	1.35	214,831	2.09
- Finlandia	33,417	1.26	190,383	1.85
- Francia	228,234	8.63	635,034	6.19
- Grecia	8,760	0.33	25,613	0.25
- Irlanda	40,178	1.52	192,759	1.88
- Italia	168,323	6.36	540,781	5.27
- Luxemburgo	3,643	0.14	22,490	0.22
- Países Bajos	88,225	3.34	378,122	3.68
- Polonia	43,847	1.66	202,800	1.98
- Portugal	75,748	2.86	157,268	1.53
- Reino Unido	387,539	14.65	2,214,187	21.57
- República Checa	8,767	0.33	30,444	0.30
- Suecia	68,602	2.59	420,483	4.10
- Resto de la UE ¹	70,350	2.66	213,310	2.08
Noruega	36,298	1.37	245,021	2.39
Rusia	55,386	2.09	185,752	1.81
Suiza	31,068	1.17	132,150	1.29
Resto de Europa	73,988	2.80	226,550	2.21
Japón	49,085	1.86	89,457	0.87
Estados Unidos	126,649	4.79	313,986	3.06
Resto de América	235,180	8.89	643,872	6.27
Países africanos	70,013	2.65	157,610	1.54
Resto del mundo	372,049	14.07	735,194	7.16

¹ Countries included in Other EU countries: Bulgaria, Cyprus, Croatia, Slovakia, Slovenia, Estonia, Hungary, Latvia, Lithuania, Malta and Romania

Hotel Price Index (HPI). 2008 Base

January 2020

Provisional data

1. National General Index and breakdown by Autonomous Cities and Communities

	Index	Annual growth rate
TOTAL	106.34	0.89
Andalucía	102.62	1.05
Aragón	89.49	7.60
Asturias, Principado de	83.14	0.43
Balears, Illes	111.21	-4.61
Canarias	125.83	0.61
Cantabria	96.52	7.88
Castilla y León	92.88	0.11
Castilla - La Mancha	93.14	1.67
Cataluña	91.17	0.80
Comunitat Valenciana	106.63	-0.29
Extremadura	84.87	1.27
Galicia	95.20	1.01
Madrid, Comunidad de	90.11	1.89
Murcia, Región de	79.41	-1.35
Navarra, Comunidad Foral de	85.75	4.92
País Vasco	93.03	1.80
Rioja, La	92.77	0.72
Ceuta	97.16	2.00
Melilla	89.71	0.01

2. National General Index and breakdown by categories

	Index	Annual growth rate
TOTAL	106.34	0.89
HOTELS: Gold stars		
Five	99.93	0.46
Fourth	106.85	0.54
Three	107.60	1.30
Two	101.34	0.91
One	110.27	0.62
HOSTALS: Silver stars		
Three and two	104.30	5.16
One	119.37	5.54

Indicators on the Profitability of the Hotel Sector

January 2020

Provisional data

National ADR and RevPAR¹ and breakdown by Autonomous Cities and Communities

	ADR (in euros)	Annual growth rate	RevPar (in euros)	Annual growth rate
TOTAL	82.02	0.80	44.51	2.79
Andalucía	67.80	1.40	33.14	3.37
Aragón	62.09	10.10	25.84	35.79
Asturias, Principado de	55.56	5.71	16.97	24.83
Balears, Illes	78.83	-5.92	35.90	2.55
Canarias	103.46	1.75	84.73	2.40
Cantabria	63.56	5.88	24.12	20.25
Castilla y León	53.24	0.06	16.78	1.92
Castilla - La Mancha	53.79	1.67	14.91	-0.15
Cataluña	87.01	-0.64	45.74	1.95
Comunitat Valenciana	60.06	-1.73	30.26	-4.15
Extremadura	52.62	-0.43	15.80	5.86
Galicia	50.18	0.82	13.70	5.61
Madrid, Comunidad de	85.91	-0.64	55.18	1.70
Murcia, Región de	56.52	-0.01	22.86	-8.65
Navarra, Comunidad Foral de	61.43	4.29	22.33	8.82
País Vasco	68.14	4.96	32.55	7.17
Rioja, La	62.11	-0.45	20.24	2.38
Ceuta	66.79	-1.20	35.87	-4.07
Melilla	67.21	1.43	33.91	15.01

¹ ADR: Average Daily Rate
RevPAR: Revenue per Available Room

National ADR and RevPar¹ and breakdown by categories

	ADR (in euros)	Annual growth rate	RevPar (in euros)	Annual growth rate
TOTAL	82.02	0.80	44.51	2.79
HOTELS: Gold stars				
Five	165.03	-3.54	99.81	-0.15
Four	86.60	0.25	54.16	1.68
Three	63.92	2.36	35.46	1.36
Two	52.99	-0.38	21.31	5.40
One	53.27	5.30	19.21	12.62
GUESTHOUSES: Silver stars				
Three and two	47.69	8.08	15.93	18.68
One	41.01	4.13	14.94	8.42

¹ ADR: Average Daily Rate
RevPAR: Revenue per Available Room