

Hotel Tourism Short-Term Trends (HOS/HPI/IPHS)
July 2023. Provisional data

Overnight stays in hotel establishments increased by 2.5% in July with respect to the same month in 2022

Hotels invoice an average of 128.8 euros per occupied room, representing an increase of 6.3% compared to the previous year

During the month of July, overnight stays in hotel establishments exceeded 43.1 million. This represents an increase of 2.5% compared to the same month in 2022, when there were 42.1 million.

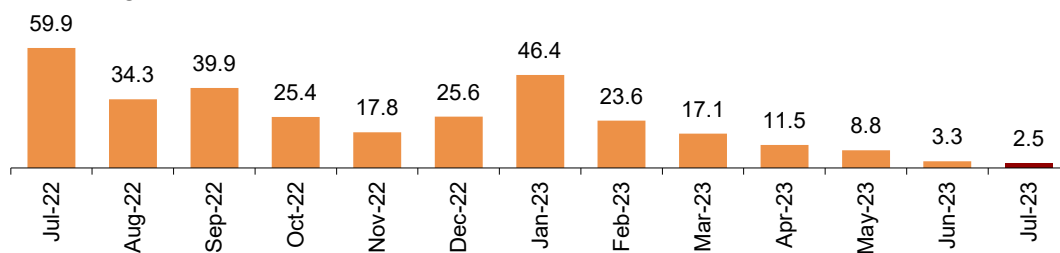
Based on place of origin, overnight stays by travellers residing in Spain exceeded 15.3 million, representing 35.6% of the total. In turn, overnight stays by non-residents stood at over 27.7 million.

On the other hand, the average stay decreased 0.6% compared to July 2022, standing at 3.4 overnight stays per traveller.

During the first seven months of 2023, overnight stays increased by 10.8% compared to the same period in the previous year. Moreover, they surpass those of the first seven months of 2019.

Annual variation rate for overnight stays

Percentage

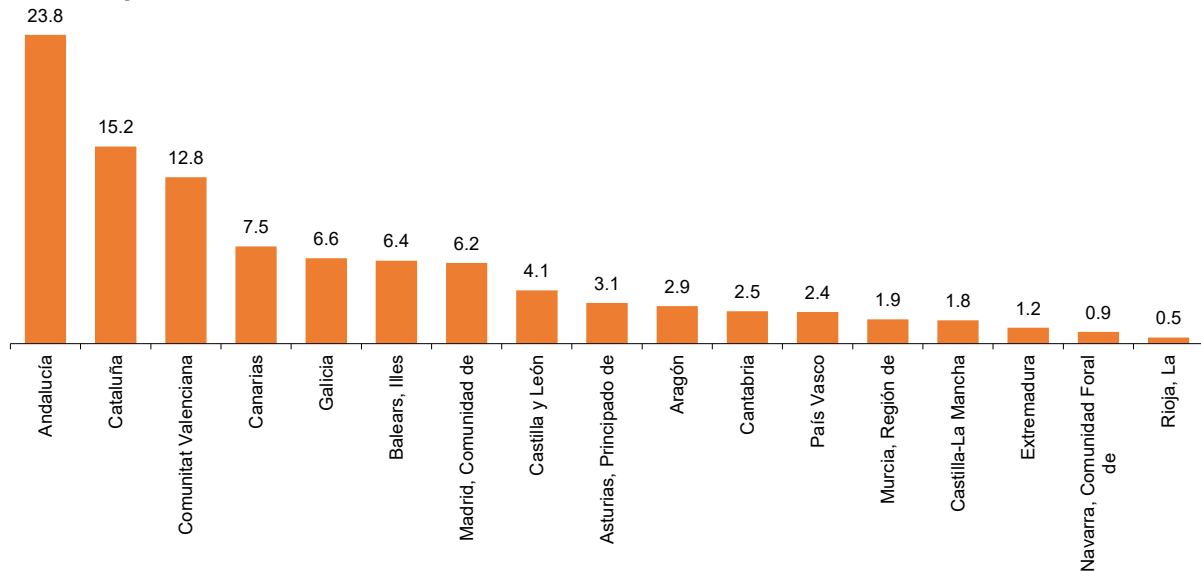


Destinations

Andalucía, Cataluña and Comunitat Valenciana were the main destinations in July for travellers who are residents in Spain, with 23.8%, 15.2% and 12.8% of total overnight stays, respectively.

Distribution of overnight stays: residents

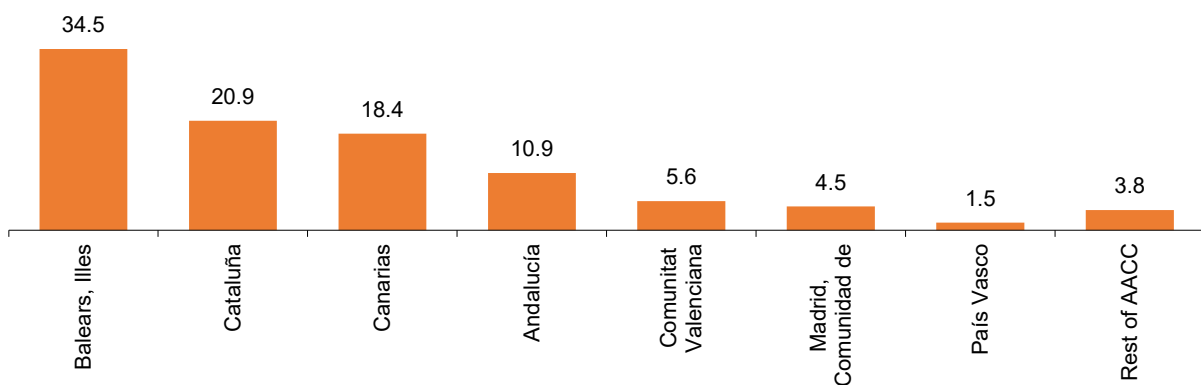
Percentage



The main destination chosen by non-residents was Illes Balears, with 34.5% of total overnight stays. Following that, the main destinations were Cataluña and Canarias, with 20.9% and 18.4% of the total, respectively.

Distribution of overnight stays: non-residents

Percentage

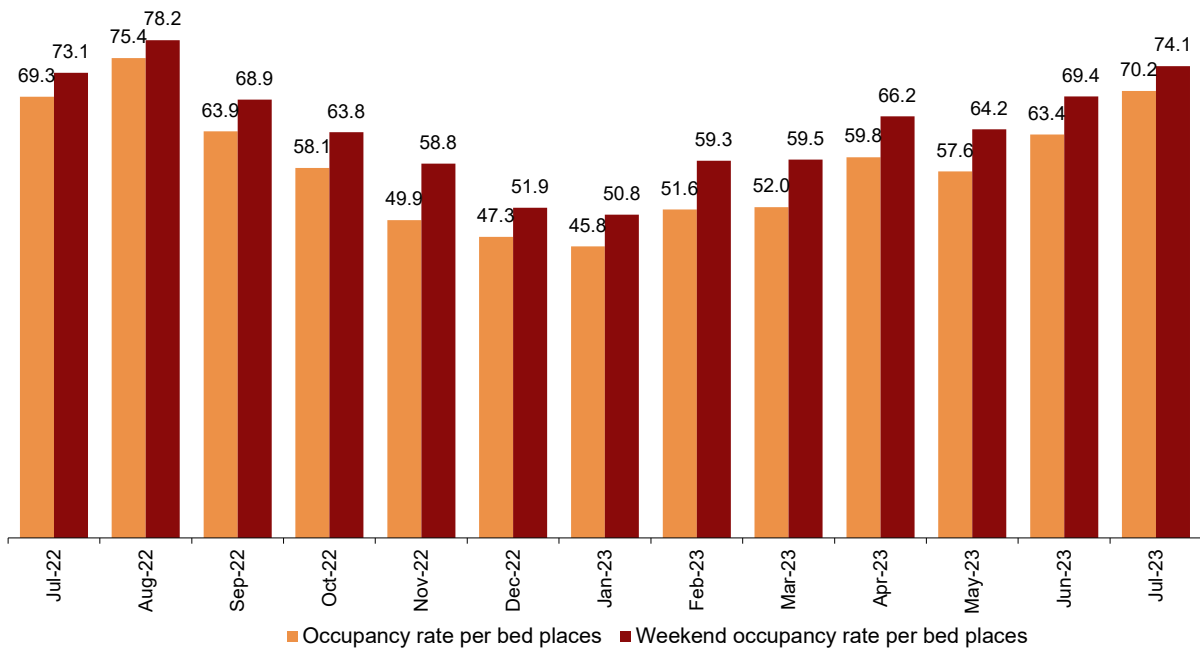


Hotel occupancy

In July, 70.2% of the available bed-places were occupied, a year-on-year increase of 1.3%. The weekend occupancy rate by bed places increased 1.5%, and stood at 74.1%.

Occupancy rate

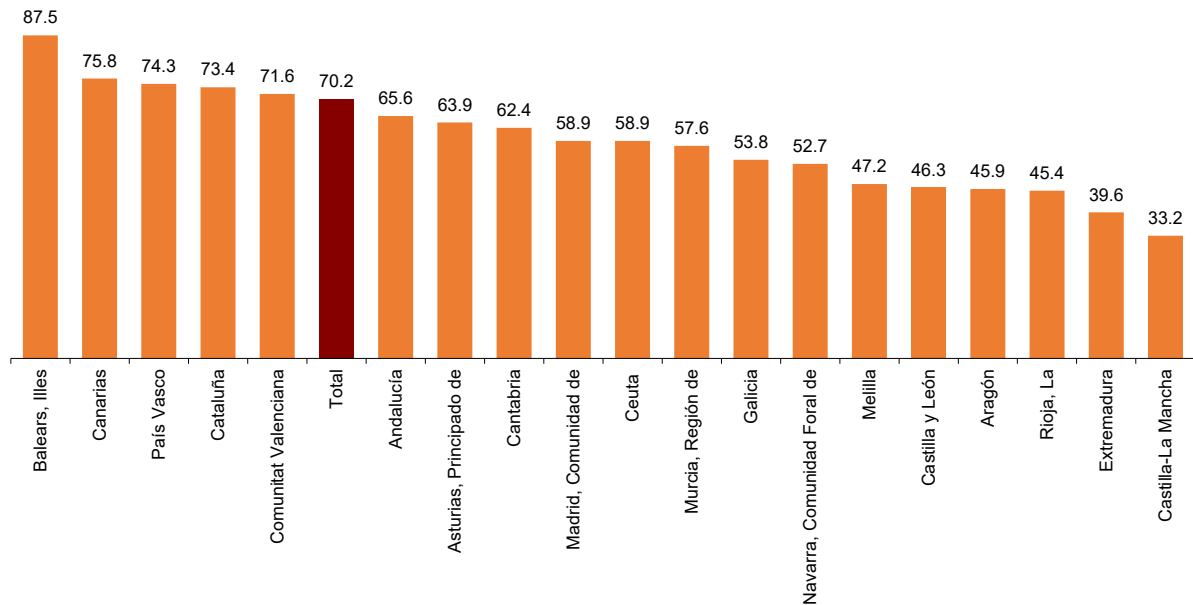
Percentage



Illes Balears recorded the highest occupancy rate by bed-places in July (87.5%). This was followed by Canarias, with 75.8%.

Occupancy rate per bed places by autonomous community

Percentage



By tourist areas, Palma-Calvià reached the greatest occupancy rate by bed-places (90.2%) as well as the greatest weekend occupancy rate (89.5%). The island of Mallorca recorded the highest number of overnight stays in July, with 7,914,778.

The tourist places with most overnight stays were Barcelona, Madrid and Calvià. Santa Margalida had the highest occupancy rate by bed places (93.8%) along with the highest weekend occupancy rate (94.8%).

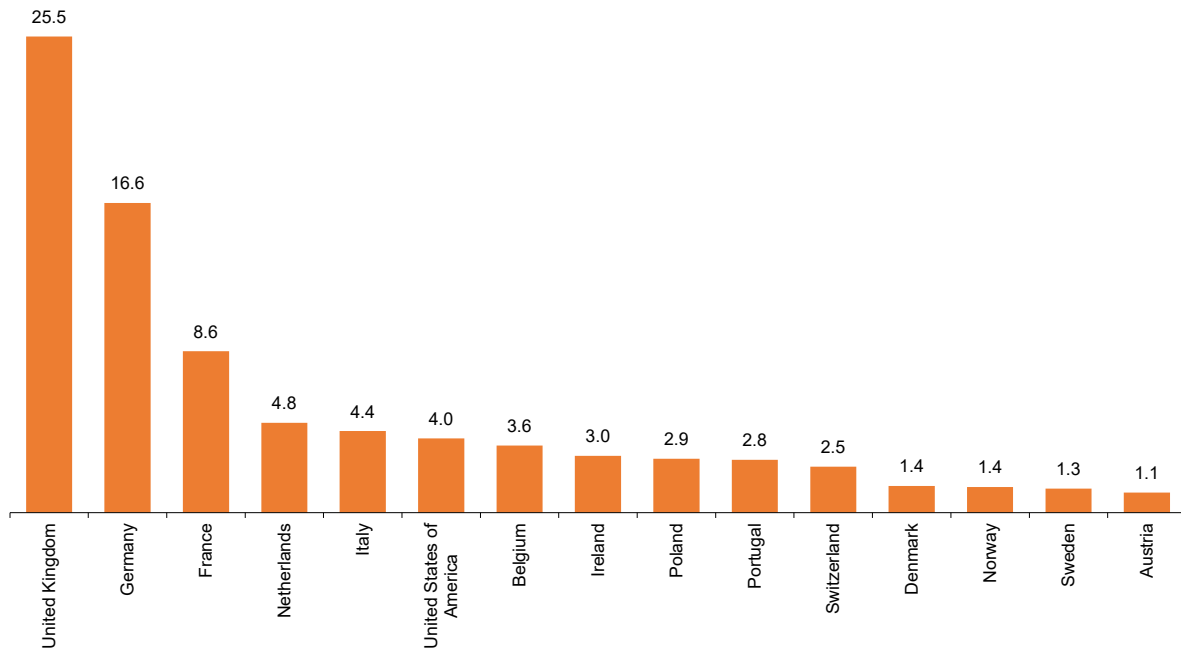
Overnight stays according to the country of origin of travellers

Travellers from the United Kingdom and Germany accounted for 25.5% and 16.6%, respectively, of total overnight stays of non-residents in hotel establishments in July.

Overnight stays by travellers from France, the Netherlands and Italy (the following source markets) accounted for 8.6%, 4.8% and 4.4% of the total, respectively.

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

Percentage

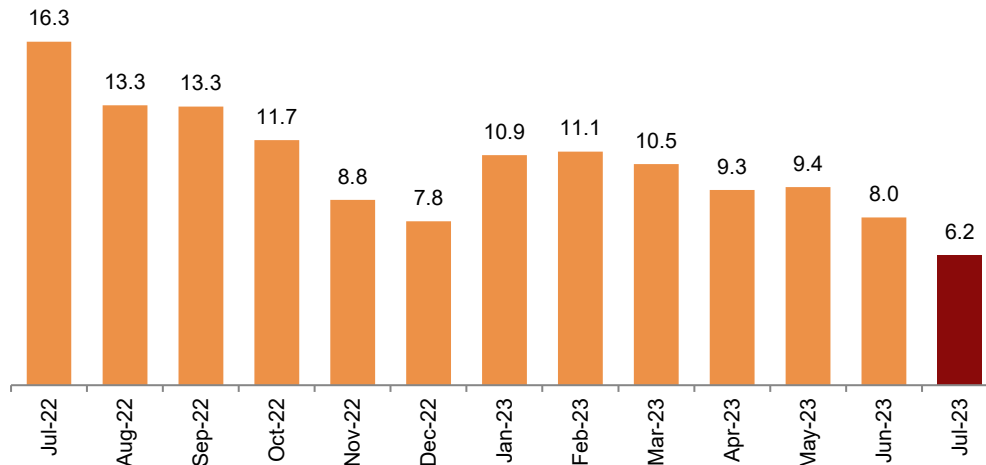


Hotel Prices

The annual rate of the Hotel Prices Index (HPI) stood at 6.2%, which was 10.1 points below that registered in the same month of 2022 and 1.8 points less than that registered last month.

Hotel Prices Index

Annual variation rate. Percentage



By Autonomous Community, the greatest increases of hotel prices compared to July of 2022 were in the autonomous city of Melilla (24.7%) and in Comunidad Foral de Navarra (14.3%). The smallest increase was recorded in Cantabria, with an annual rate of 1.7%.

By categories, the greatest price increase was registered in one-silver star establishments (10.7%).

Hotel Sector Profitability

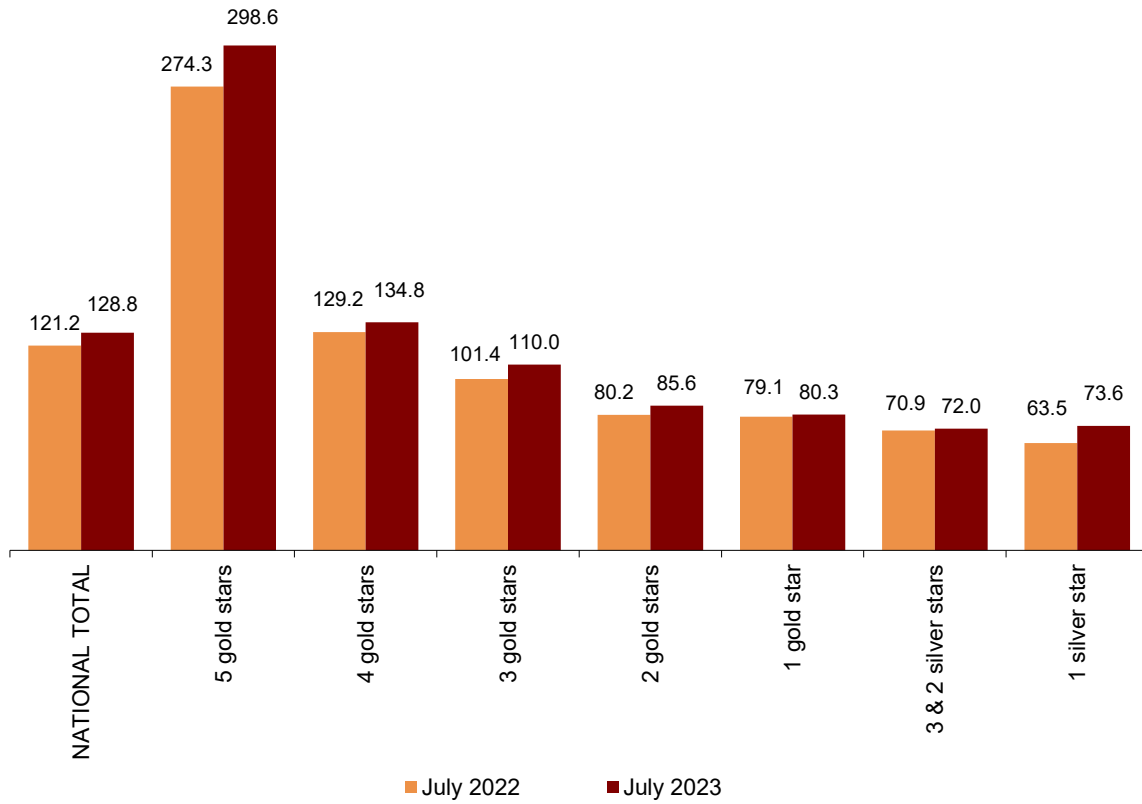
The average daily rate of hotels per occupied room (ADR) was 128.8 euros in July, which is an increase of 6.3% compared to the same month in 2022.

On the other hand, the average daily revenue per available room (RevPAR), which is determined by the occupancy registered in hotel establishments, reached 96.5 euros, increasing by 7.5%.

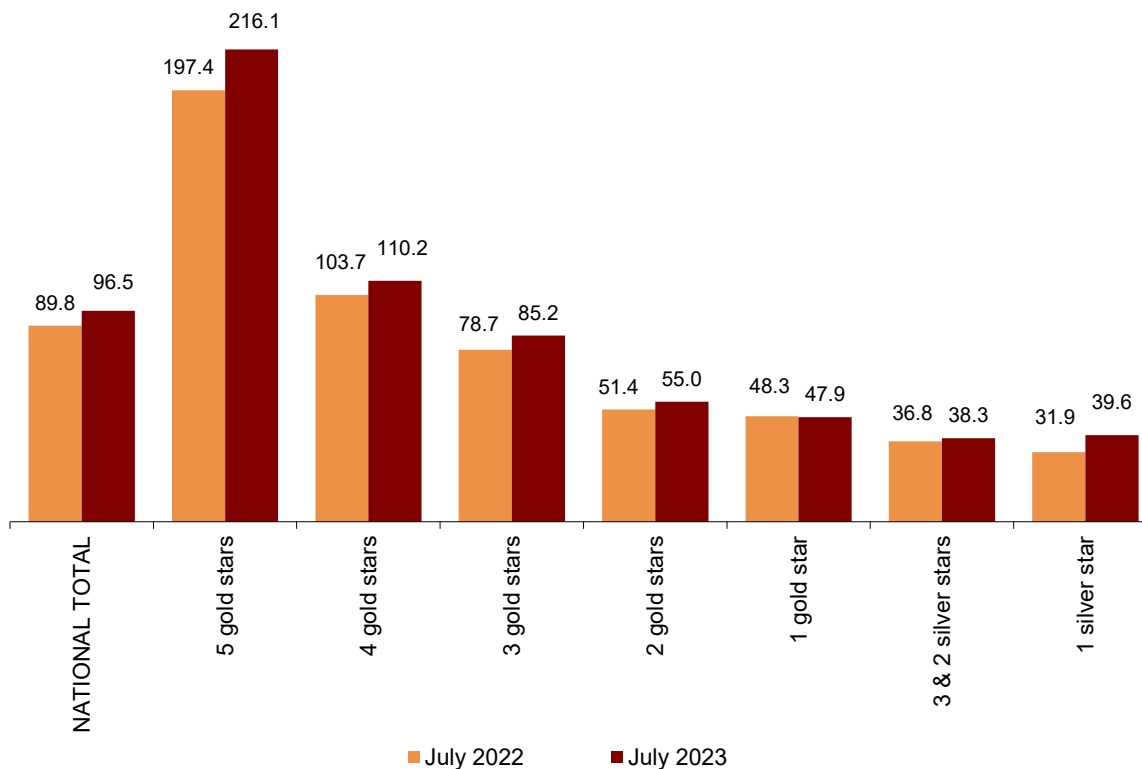
By category, the average rate was 298.6 euros for five-star hotels, 134.8 euros for four-star hotels and 110.0 euros for three-star hotels. Revenue per available room for these same categories was 216.1, 110.2 and 85.2 euros, respectively.

The tourist spot with the highest ADR is Estepona, with an average daily rate per occupied room of 298.0 euros. Furthermore, it had the highest RevPar, with revenue per available room of 250.4 euros.

Average daily rate by hotel
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 for July 2022 in the Hotel Occupancy Survey (HOS), the Hotel Price Index (HPI) and 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, from the viewpoint of both supply and demand, thus meeting the needs of national institutions and the requirements of international organisations for knowledge regarding the sector.

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

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: monthly continuous survey.

Population scope: all hotel establishments.

Geographical scope: the entire national territory.

Reference period of the results: the month.

Reference period of the information: seven consecutive days of each month, chosen randomly in such a way that, between all the establishments, the entire month is covered.

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

INE statistics are produced in accordance with the Code of Good Practice for European Statistics, which is the basis for the institution's quality policy and strategy. For more information, see the section on [Quality at INE and the Code of Best Practices](#) on the INE website.

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Tourist Accommodation Occupancy Survey (Hotels and similar establishments)

July 2023

Provisional Data

23rd August 2023

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	12.664.627	6.031.375	6.633.252	43.156.470	15.379.389	27.777.081	3,41
HOTELS: Golden stars							
Five	720.415	208.926	511.489	2.638.250	562.679	2.075.571	3,66
Four	6.070.434	2.682.771	3.387.663	22.683.359	7.491.638	15.191.721	3,74
Three	3.289.587	1.500.277	1.789.309	11.764.306	3.835.134	7.929.172	3,58
Two	959.310	582.822	376.487	2.432.352	1.274.229	1.158.124	2,54
One	425.724	253.173	172.551	1.022.813	558.348	464.466	2,40
INNS: Silver stars							
Two and three	628.693	417.748	210.945	1.337.565	843.079	494.486	2,13
One	570.463	385.657	184.806	1.277.824	814.283	463.541	2,24
Annual rate	3,02	-0,72	6,68	2,46	-1,47	4,77	-0,55
Cumulative annual rate	11,47	4,77	18,88	10,83	3,83	15,07	-0,58

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	16.667	889.352	1.892.157	70,22	74,13	74,64	296.553
HOTELS: Golden stars							
Five	390	56.699	122.031	68,08	72,93	72,06	43.965
Four	2.934	412.064	904.778	76,57	79,73	81,43	155.212
Three	2.885	225.015	486.879	73,73	76,96	77,68	64.721
Two	2.136	67.934	134.174	57,67	64,54	64,13	12.943
One	1.303	30.405	59.849	54,62	61,33	60,03	4.964
INNS: Silver stars							
Two and three	3.121	48.622	93.199	45,99	52,50	52,08	8.035
One	3.899	48.613	91.246	44,90	49,71	52,39	6.713
Annual rate	0,79	1,16	1,34	1,32	1,46	1,73	6,46

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									
Palma - Calvià	57.845	623.265	192.201	2.949.961	90,18	89,49	91,40	4,61	20.252
Isla de Mallorca	121.837	1.280.762	488.941	7.425.837	87,72	87,06	89,55	5,64	50.091
Islas de Ibiza-Formentera	63.731	318.521	229.142	1.457.100	87,58	88,12	88,32	4,41	13.041
Costa de Gipuzkoa	40.875	69.759	92.758	168.502	85,57	88,12	92,05	2,36	1.531
Isla de Menorca	54.483	108.046	265.730	699.364	85,31	82,41	90,01	5,94	5.355
Sur de Gran Canaria	62.749	158.836	273.311	1.265.710	80,24	82,77	83,42	6,95	12.342
Isla de Lanzarote	35.040	112.591	177.848	877.387	80,17	80,09	87,44	7,15	8.139
Barcelona	158.125	692.437	325.929	1.964.013	78,95	81,34	86,84	2,69	15.361

Tourist area with a greater number of overnight stays per month¹

Costa del Sol	277.860	366.261	787.124	1.702.403	77,67	79,76	83,99	3,86	17.455
Isla de Tenerife	113.936	260.801	439.043	1.815.397	76,80	81,70	81,54	6,02	20.292
Costa Brava	198.443	353.620	523.228	1.482.632	73,85	80,21	76,52	3,63	11.380
Costa Blanca	266.447	226.065	928.242	1.025.528	76,03	81,97	81,83	3,97	11.463
Costa Daurada	263.041	225.223	765.976	1.082.701	78,29	82,08	82,93	3,79	8.286
Sur de Tenerife	54.252	221.264	219.159	1.566.597	77,62	82,56	83,84	6,48	16.339
Isla de Gran Canaria	90.510	171.648	342.537	1.323.969	77,08	80,82	81,02	6,36	13.548
Costa Barcelona	162.175	304.100	343.401	1.173.600	75,62	77,85	79,91	3,25	7.378

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

Santa Margalida	3.043	54.916	12.358	411.273	93,82	94,83	92,74	7,31	2.309
Alaior	4.924	15.746	19.169	78.908	92,59	76,27	87,82	4,75	607
Palma de Mallorca	24.412	311.502	71.779	1.359.696	91,35	91,78	92,31	4,26	9.478
Torremolinos	77.280	79.544	253.107	460.540	91,09	90,26	89,59	4,55	3.580
Eivissa	15.270	67.081	39.699	236.496	90,68	91,95	94,61	3,35	2.344
Santa Eulària des Riu	13.665	57.965	73.306	324.128	90,44	87,38	86,42	5,55	2.726
Teguise	10.251	24.237	51.462	198.541	90,30	89,91	96,14	7,25	1.546
Felanitx	4.627	15.900	13.983	104.344	89,31	71,93	88,39	5,76	819
Muro	6.863	60.947	45.417	428.782	89,15	87,45	91,27	6,99	3.685
Ciutadella de Menorca	23.596	51.881	113.182	326.727	89,09	85,18	90,69	5,83	2.392

Tourist site with a greater number of overnight stays per month¹

Barcelona	142.980	650.702	294.699	1.857.548	79,58	81,90	86,84	2,71	14.837
Madrid	381.068	512.127	620.192	1.138.237	61,72	67,53	70,72	1,97	12.777
Calvià	25.580	264.721	105.876	1.486.532	87,41	86,51	89,37	5,49	9.735
Benidorm	128.224	126.799	535.991	691.457	78,32	84,09	83,02	4,81	7.367
San Bartolomé de Tirajana	48.972	113.759	218.735	897.266	81,45	84,83	83,38	6,86	9.424
Salou	105.694	128.912	327.483	716.653	80,72	85,05	83,06	4,45	4.269
Adeje	18.269	116.256	82.242	855.949	78,63	83,18	86,18	6,97	9.312
Lloret de Mar	36.502	130.333	120.488	717.651	80,56	87,31	78,89	5,02	3.165
Sant Llorenç des Cardassar	5.931	93.264	29.172	688.045	87,43	86,73	89,73	7,23	4.070
Pájara	15.993	69.988	77.024	594.804	71,23	70,47	70,01	7,81	6.240

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	12.664.627	100,00	43.156.470	100,00
Residents in Spain	6.031.375	47,62	15.379.389	35,64
Residents abroad	6.633.252	52,38	27.777.081	64,36
Total Residents abroad	6.633.252	100,00	27.777.081	100,00
TOTAL Residents in EU (without Spain)	3.501.417	52,79	15.250.710	54,90
- Germany	816.717	12,31	4.596.030	16,55
- Austria	66.163	1,00	296.469	1,07
- Belgium	226.657	3,42	997.505	3,59
- Denmark	80.556	1,21	398.360	1,43
- Finland	22.444	0,34	84.310	0,30
- France	739.358	11,15	2.395.435	8,62
- Greece	14.795	0,22	45.434	0,16
- Ireland	155.002	2,34	845.490	3,04
- Italy	348.872	5,26	1.212.342	4,36
- Luxembourg	10.304	0,16	47.623	0,17
- Netherlands	309.265	4,66	1.332.988	4,80
- Poland	147.553	2,22	800.577	2,88
- Portugal	238.473	3,60	784.475	2,82
- Czech Republic	52.985	0,80	291.234	1,05
- Sweden	82.936	1,25	355.199	1,28
-Other EU countries ¹	189.338	2,85	767.240	2,76
Norway	71.338	1,08	379.853	1,37
United Kingdom	1.257.579	18,96	7.070.506	25,45
Switzerland	147.863	2,23	681.952	2,46
Rest of Europe	196.559	2,96	771.366	2,78
Japan	22.832	0,34	47.680	0,17
Republic of China	64.822	0,98	128.007	0,46
United States of America	441.861	6,66	1.101.340	3,96
Rest of America	489.473	7,38	1.160.993	4,18
Africa	99.729	1,50	251.042	0,90
Other countries	339.778	5,12	933.632	3,36

Note: Since March 2022, "Russia" is included in the aggregate "Rest of Europe".

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

Hotel Price Index (HPI). 2008 Base July 2023

Provisional data

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

	Index	Annual growth rate
TOTAL	150,80	6,17
Andalucía	135,71	3,21
Aragón	76,60	4,11
Asturias, Principado de	124,02	2,76
Balears, Illes	192,74	6,73
Canarias	162,07	7,35
Cantabria	123,14	1,67
Castilla y León	109,68	3,24
Castilla - La Mancha	102,96	3,53
Cataluña	142,27	7,57
Comunitat Valenciana	147,56	7,96
Extremadura	112,57	2,42
Galicia	125,89	3,51
Madrid, Comunidad de	111,03	4,11
Murcia, Región de	108,01	6,31
Navarra, Comunidad Foral de	117,18	14,28
País Vasco	151,75	7,68
Rioja, La	106,91	4,36
Ceuta	117,25	5,61
Melilla	119,97	24,69

2. National General Index and breakdown by categories

	Index	Annual growth rate
TOTAL	150,80	6,17
HOTELS: Gold stars		
Five	148,66	3,28
Fourth	141,78	5,68
Three	166,75	8,41
Two	156,43	8,06
One	142,48	4,51
HOSTALS: Silver stars		
Three and two	142,65	6,08
One	168,72	10,67

Indicators on the Profitability of the Hotel Sector

July 2023

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	128,80	6,30	96,48	7,49
Andalucía	135,68	3,59	95,94	4,74
Aragón	70,17	6,43	37,17	9,70
Asturias, Principado de	86,93	7,34	59,46	11,27
Balears, Illes	163,20	7,33	145,71	7,25
Canarias	119,92	6,47	96,42	7,16
Cantabria	104,06	3,22	70,70	0,09
Castilla y León	68,77	6,98	34,71	8,56
Castilla - La Mancha	61,32	2,12	24,66	1,36
Cataluña	130,98	6,38	104,00	8,84
Comunitat Valenciana	120,55	8,58	94,16	9,65
Extremadura	67,50	3,62	30,81	4,76
Galicia	76,85	3,67	44,13	-1,66
Madrid, Comunidad de	111,43	5,40	77,11	14,47
Murcia, Región de	87,64	6,38	53,64	6,07
Navarra, Comunidad Foral de	111,33	14,33	65,98	13,47
País Vasco	137,71	10,18	114,04	13,11
Rioja, La	78,57	7,38	40,53	5,94
Ceuta	77,33	13,03	49,91	16,39
Melilla	83,97	28,84	49,12	38,42

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	128,80	6,30	96,48	7,49
HOTELS: Gold stars				
Five	298,63	8,85	216,11	9,46
Four	134,84	4,41	110,22	6,28
Three	109,95	8,45	85,16	8,20
Two	85,59	6,77	54,96	6,92
One	80,30	1,51	47,93	-0,71
GUESTHOUSES: Silver stars				
Three and two	71,97	1,45	38,29	4,05
One	73,59	15,91	39,60	24,27

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