

Hotel Tourism Short-Term Trends (HOS/HPI/IPHS)
August 2019. Provisional data

Overnight stays in hotel establishments registered an increase of 1.5% in August, as compared with the same month in 2018

Hotels invoice an average of 109.7 euros per occupied room, representing an annual increase of 2.4%

In August, overnight stays in hotel establishments exceeded 46.9 million, 1.5% more than in the same month of 2018. Overnight stays by residents in Spain increased by 3.7% and those of non-residents did so by 0.1%.

The average stay decreased 1.6% as compared with August 2018, standing at 3.7 overnight stays per traveller.

During the aggregate July-August period, the number of overnight stays increased 1.3% as compared with the same period in 2018. Overnight stays by residents increased 4.1%, while those by non-residents decreased by 0.2%.

During the first eight months of 2019, overnight stays increased by 1.5% as compared with the same period of the previous year.

Annual overnight stay variation rate

Percentage

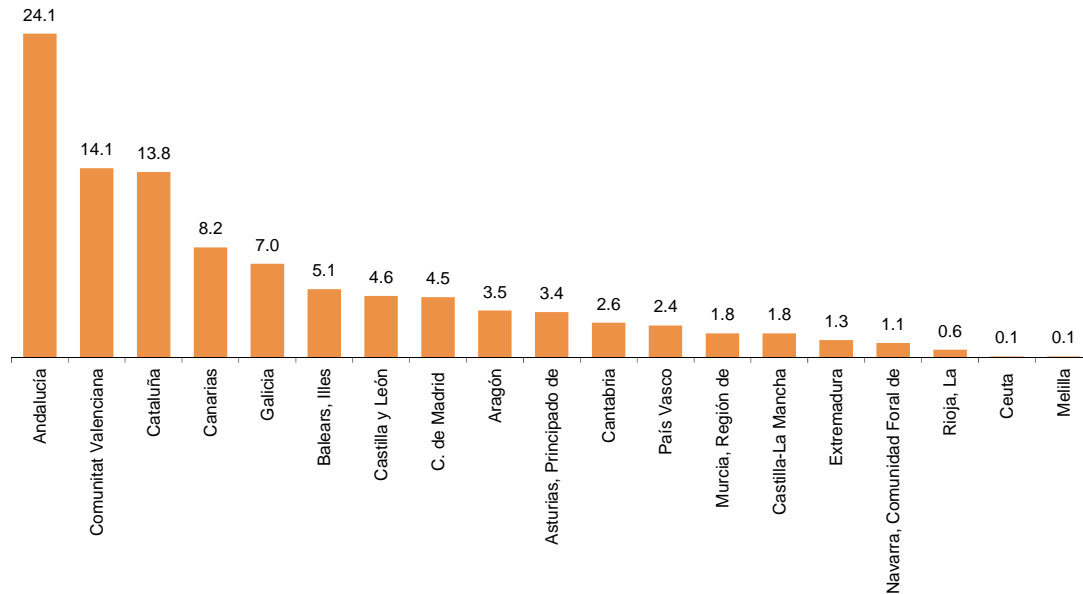


Destinations

Andalucía, Comunitat Valenciana and Cataluña were the main destinations of Spanish residents in August, with annual variation rates in the number of overnight stays of 6.8%, 5.8% and -1.6% respectively.

Distribution of overnight stays: residents

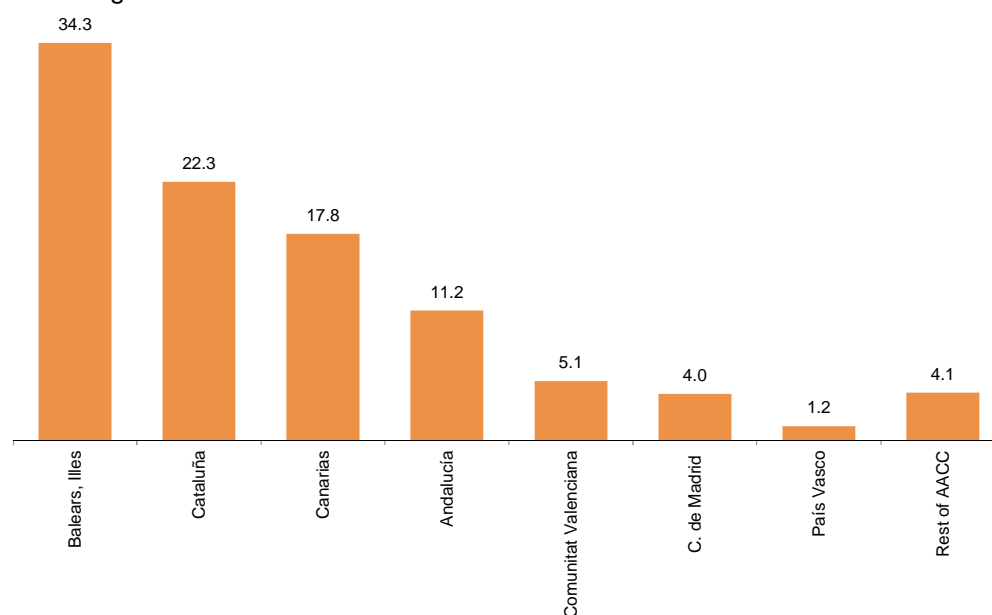
Percentage



The main destination chosen by non-residents was Illes Balears, with 34.3% of total overnight stays. In this Autonomous Community, overnight stays by foreign nationals decreased by 0.7% compared to August 2018. The following destinations of non-residents were Cataluña (with 22.3% of the total overnight stays and an increase of 4.7%) and Canarias (with 17.8% of the total and a decrease of 6.3%).

Distribution of overnight stays: non-resident

Percentage

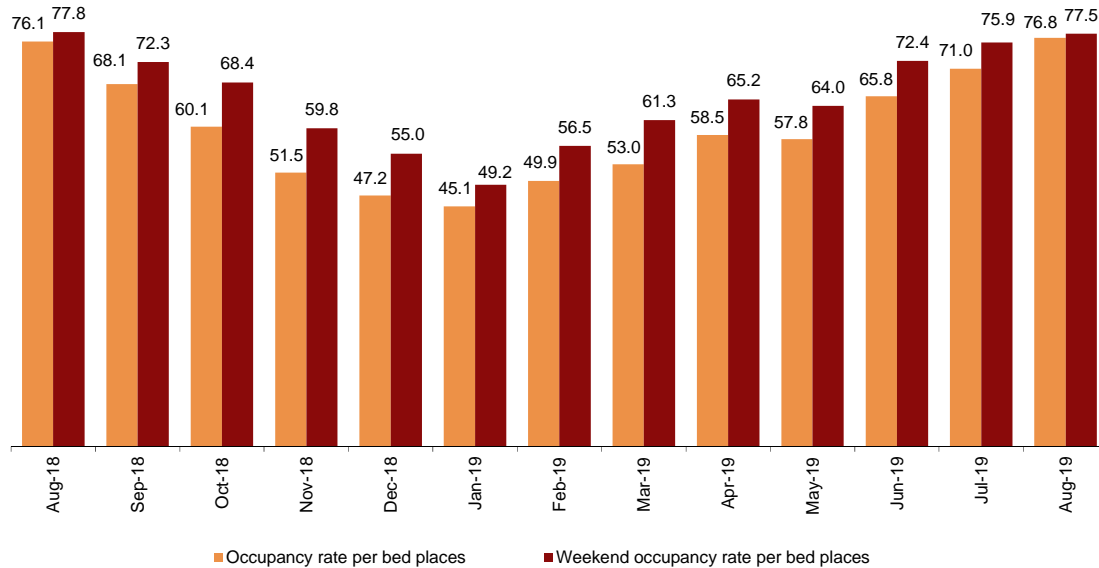


Hotel occupancy

In August, 76.8% of the available bed-places were occupied, indicating an annual increase of 0.9%. The weekend occupancy rate by bed-places decreased by 0.4%, standing at 77.5%.

Degree of Occupation

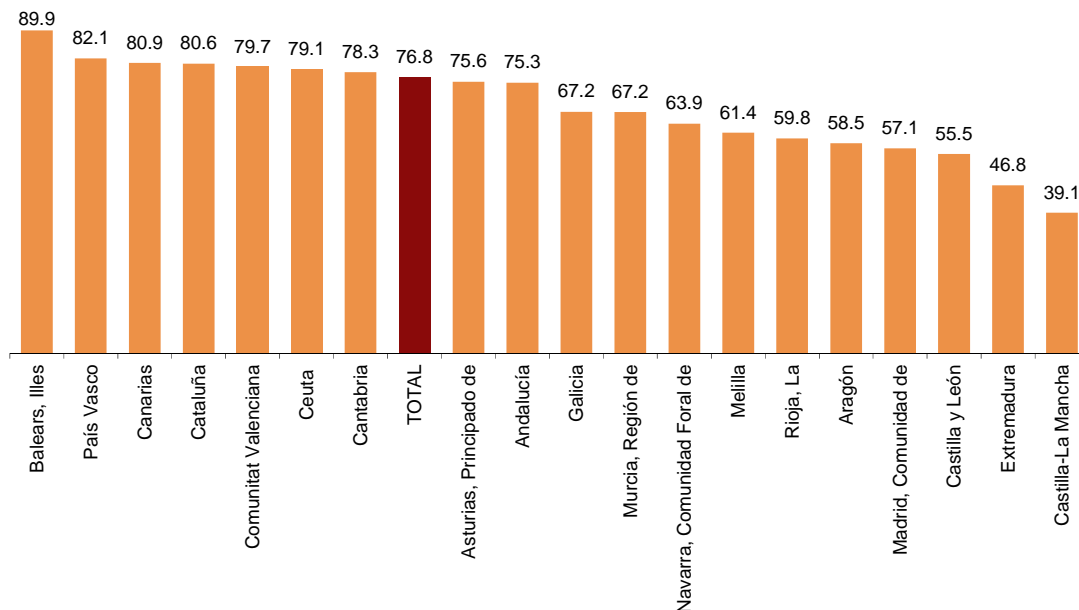
Percentage



Illes Balears showed the highest occupancy rate by bed-places during August (89.9%). It was followed by País Vasco (82.1%) and Canarias (80.9%).

Occupation rate by bed-places by Autonomous Community

Percentage



By tourist areas, the islands of Ibiza-Formentera reached the highest occupancy rate by bed-places (91.6%), and the Costa de Gipúzkoa registered the highest weekend occupancy rate (90.0%). The island of Mallorca registered the highest number of overnight stays, with 8.0 million.

The tourist sites with more overnight stays were Barcelona, Calvià and Madrid. Santa Susana reached the highest occupancy rate by bed-places (97.4%) and Chipiona registered the greatest weekend occupancy rate (96.2%).

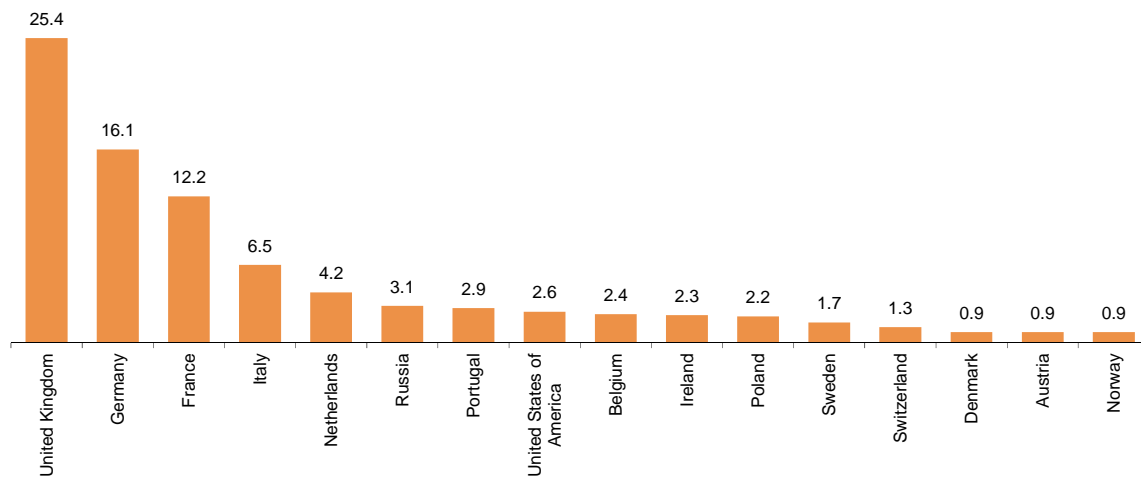
Overnight stays according to the country of origin of the travellers

In August, travellers from the United Kingdom and Germany concentrated 25.4% and 16.1% of total overnight stays of non-residents in hotel establishments, respectively. The British market increased by 0.7%, while the German market decreased by 12.1%.

Overnight stays of travellers from France, Italy, and Netherlands (the following countries of origin) registered annual rates of 4.1%, 4.2% and -4.7% respectively.

Distribution of non-resident overnight stays Main countries of residence

Percentage

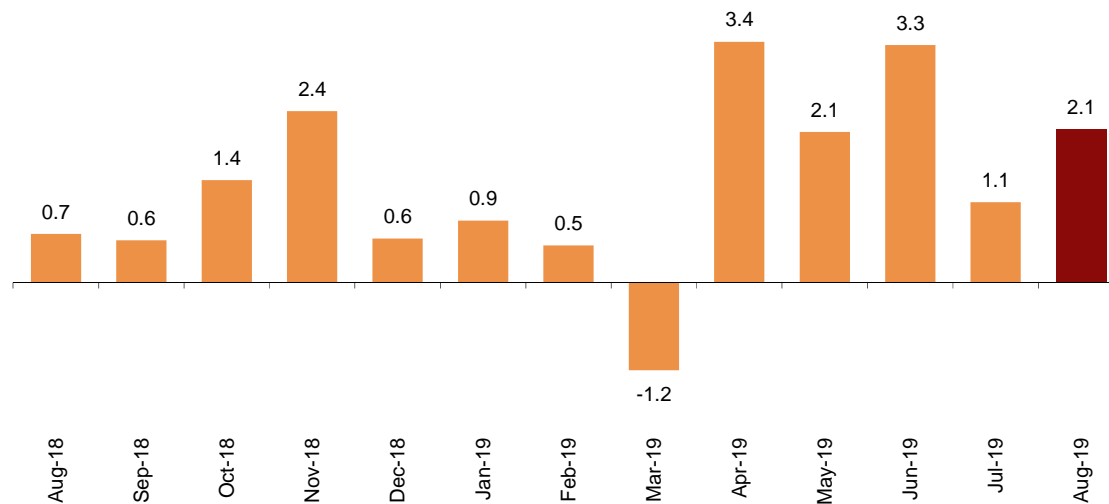


Hotel Prices

The annual rate of the Hotel Price Index (HPI) stood at 2.1% in August, 1.0 point more than that registered last month and 1.4 points above that registered one year ago.

Hotel Prices Indices

Annual variation rate. Percentage



By Autonomous Community, the greatest increases in the annual rates of hotel prices were in Illes Balears (4.2%) and Comunidad Foral de Navarra (3.8%).

By category, the largest price increase took place in one-gold-star establishments (4.0%), followed by three- and two-silver-star establishments (3.2%).

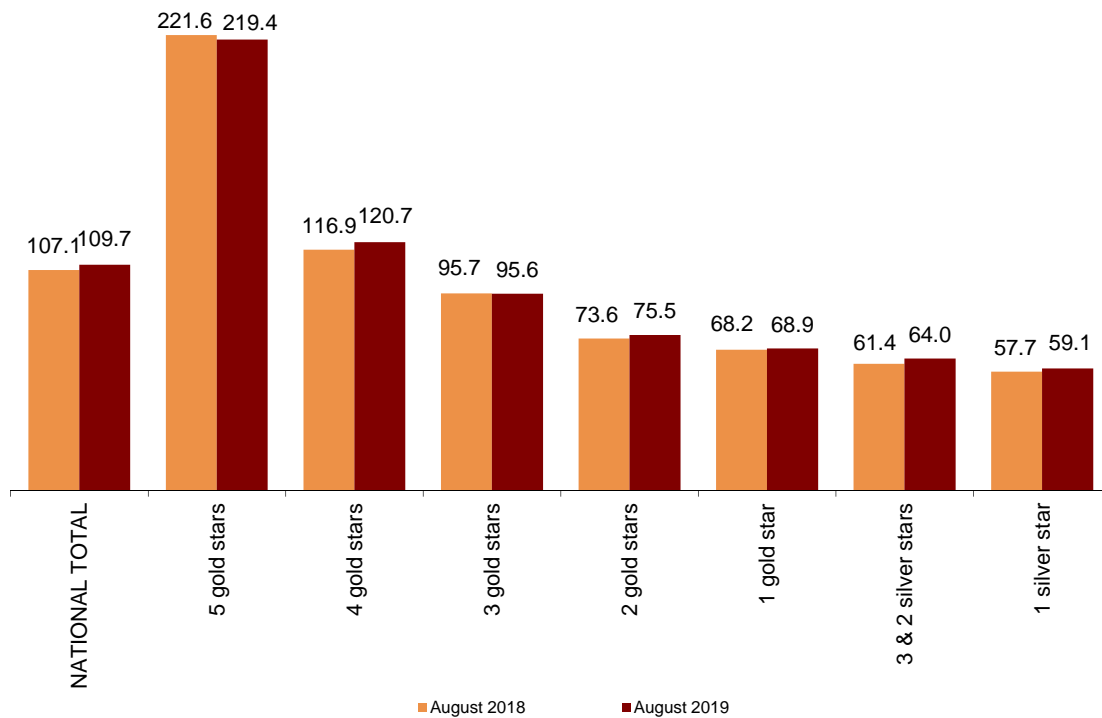
Profitability of the Hotel Sector

The average daily rate per occupied room (ADR) of hotels was 109.7 euros in August, indicating an increase of 2.4% as compared with the same month of 2018.

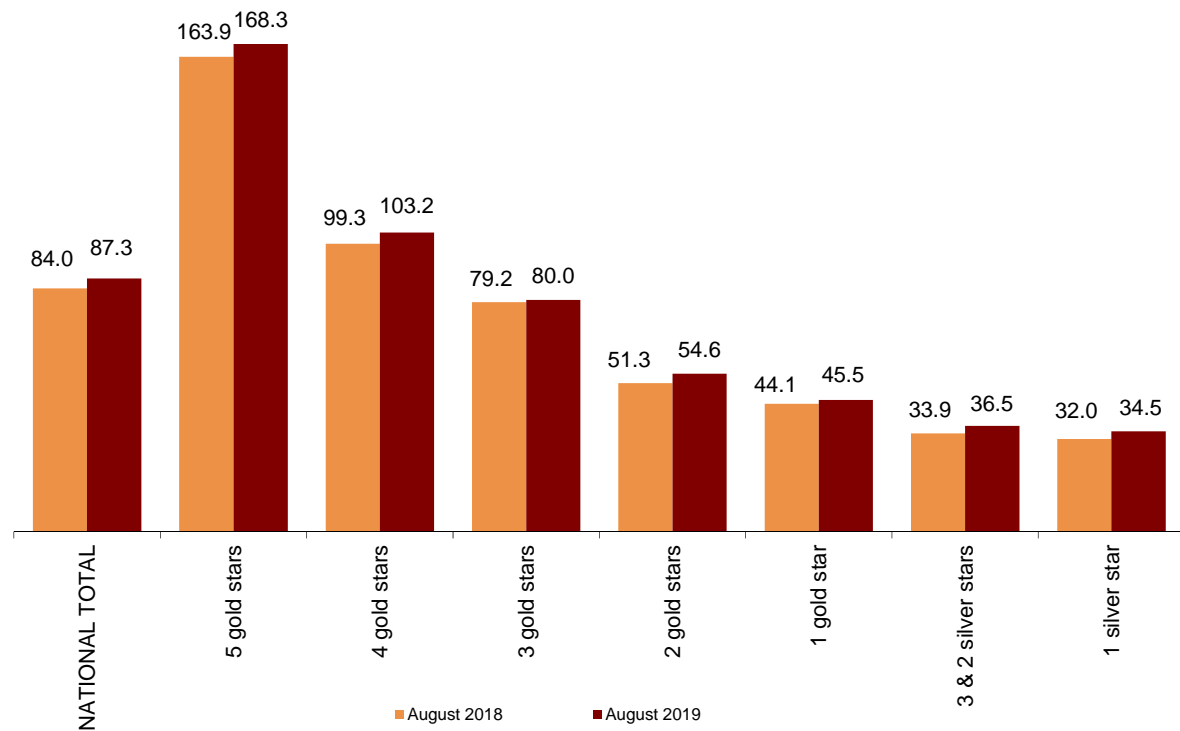
On the other hand, the average daily revenue per available room (RevPAR), which is determined by the occupancy registered in hotel establishments, reached 87.3 Euros, increasing by 4.0%.

By category, the average rate was 219.4 euros for five-star hotels, 120.7 euros for four-star hotels and 95.6 euros for three-star hotels. Revenues per available room for these same categories were 168.3, 103.2 and 80.0 euros respectively.

Average daily rate per occupied room by category
Euros



Average income per available room by category
Euros



Revision and updating of data

Coinciding with today's publication, the INE has updated the data corresponding to the month of August 2018 of the Hotel Price Index (HPI) and of the Indicators on the Profitability of the Hotel Sector (IPHS).

It has also revised data from the 2018 Hotel Occupancy Survey (HOS) corresponding to the August-December period, which have become definitive.

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: 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 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

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Tourist Accommodation Occupancy Survey (Hotels and similar establishments)

August 2019

Provisional Data

24th September 2019

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	12,893,366	6,371,876	6,521,490	46,998,612	18,185,405	28,813,207	3.65
HOTELS: Golden stars							
Five	676,678	205,652	471,026	2,729,555	651,675	2,077,880	4.03
Four	5,728,760	2,656,023	3,072,737	23,197,292	8,494,195	14,703,097	4.05
Three	3,609,552	1,744,179	1,865,373	13,781,884	4,929,776	8,852,108	3.82
Two	1,101,135	652,954	448,181	2,961,916	1,567,716	1,394,200	2.69
One	450,753	278,817	171,936	1,164,219	669,965	494,254	2.58
INNS: Silver stars							
Two and three	699,905	474,335	225,570	1,581,932	1,018,805	563,127	2.26
One	626,583	359,916	266,667	1,581,815	853,273	728,542	2.52
Annual rate	3.14	3.08	3.20	1.50	3.71	0.14	-1.60
Cumulative annual rate	3.78	4.09	3.50	1.54	3.93	0.28	-2.16

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	16,900	880,561	1,855,939	76.77	77.54	79.19	285,578
HOTELS: Golden stars							
Five	343	52,228	112,703	74.87	75.30	76.36	39,886
Four	2,718	387,439	847,122	82.28	82.58	85.15	140,610
Three	2,996	239,494	507,974	81.33	81.52	83.53	69,112
Two	2,191	69,934	138,165	67.29	70.36	71.91	14,215
One	1,405	30,887	60,502	61.14	63.65	65.35	5,803
INNS: Silver stars							
Two and three	3,283	51,100	97,581	51.64	54.82	55.21	8,482
One	3,964	49,479	91,891	54.32	55.86	58.07	7,470
Annual rate	0.17	0.68	1.24	0.86	-0.38	1.50	2.49

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									
Islas de Ibiza-Formentera	51,753	320,755	207,287	1,679,640	91.60	89.04	91.43	5.07	11,213
Isla de Mallorca	116,504	1,155,821	521,150	7,499,854	89.74	89.44	91.86	6.30	46,727
Palma - Calvià	48,354	510,779	194,387	2,855,650	88.97	89.97	90.39	5.45	19,031
Costa de Gipuzkoa	37,312	51,826	95,466	119,294	88.81	90.01	93.11	2.41	1,366
Isla de Menorca	39,907	101,813	205,247	707,955	88.03	85.91	92.17	6.44	4,856
Costa Daurada	218,382	232,643	733,388	1,272,960	85.91	85.12	88.23	4.45	7,742
Costa de La Luz de Cádiz	228,502	78,771	876,019	319,758	84.16	83.89	87.61	3.89	7,907
Sur de Gran Canaria	68,828	137,336	344,203	1,193,742	83.88	86.22	88.05	7.46	10,797

Tourist area with a greater number of overnight stays per month¹

Costa del Sol	275,031	331,892	1,004,249	1,556,785	83.26	82.60	89.67	4.22	17,386
Isla de Tenerife	131,042	228,149	587,767	1,862,008	81.23	82.44	81.62	6.82	19,311
Costa Brava	222,342	381,552	686,515	1,632,952	82.58	81.70	85.29	3.84	10,803
Barcelona	94,352	719,807	184,162	2,110,019	82.63	83.16	87.18	2.82	16,225
Costa Blanca	336,418	199,218	1,299,370	934,049	83.86	85.92	88.00	4.17	10,976
Sur de Tenerife	75,438	192,681	335,630	1,604,245	82.43	84.15	83.59	7.24	15,661
Costa Barcelona	135,867	294,477	376,824	1,323,549	81.90	79.26	82.96	3.95	7,780
Isla de Gran Canaria	86,725	148,216	401,256	1,248,652	81.65	84.14	85.74	7.02	11,641

¹ Sin 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 Susanna	14,623	44,144	57,049	306,358	97.37	89.91	88.50	6.18	1,476
Muro	6,547	67,266	34,643	493,891	95.88	92.11	95.15	7.16	2,986
Santa Margalida	3,647	53,462	16,659	397,660	94.67	95.05	96.78	7.25	2,153
Santa Eulària des Riu	11,144	76,985	44,951	470,012	93.72	90.11	91.53	5.84	2,779
Formentera	8,467	20,046	32,450	128,470	93.70	90.84	92.81	5.64	955
Santanyí	5,545	62,488	27,461	453,059	92.80	89.84	92.00	7.06	2,662
Chipiona	15,798	2,205	65,462	10,814	92.07	96.20	94.47	4.24	374
Sóller	1,916	14,069	6,098	69,858	91.66	88.27	88.55	4.75	772
Cambrils	27,556	16,591	130,634	111,354	91.36	95.17	95.83	5.48	1,112
Eivissa	17,124	56,897	58,939	218,226	90.86	88.94	93.31	3.74	1,745

Tourist site with a greater number of overnight stays per month¹

Barcelona	86,454	680,130	170,346	2,018,114	83.91	83.78	88.03	2.85	15,569
Calvià	16,031	232,415	87,383	1,519,007	89.40	89.14	91.01	6.47	9,665
Madrid	275,462	428,474	475,527	1,079,251	59.90	63.57	63.47	2.21	12,040
Benidorm	163,778	118,242	704,359	692,283	86.55	86.58	88.81	4.95	6,433
Palma de Mallorca	37,022	284,769	120,293	1,253,227	88.79	91.05	90.64	4.27	8,928
Salou	89,168	143,499	308,342	885,368	90.26	89.21	93.03	5.13	3,879
San Bartolomé de Tirajana	49,525	93,476	255,411	814,863	84.76	87.73	88.01	7.48	8,053
Adeje	36,714	101,932	168,283	868,749	85.50	83.25	85.71	7.48	9,004
Lloret de Mar	44,431	157,241	161,158	837,124	88.93	85.35	89.90	4.95	3,613
Pájara	22,145	71,563	123,259	661,373	82.18	80.98	80.21	8.37	5,223

¹ Sin 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	12,893,366	100.00	46,998,612	100.00
Residentes en España	6,371,876	49.42	18,185,405	38.69
Residentes en el extranjero	6,521,490	50.58	28,813,207	61.31
TOTAL residentes en el extranjero	6,521,490	100.00	28,813,207	100.00
TOTAL residentes en U.E. (sin España)	4,805,451	73.69	23,493,201	81.54
- Alemania	768,586	11.79	4,643,642	16.12
- Austria	54,137	0.83	268,159	0.93
- Bélgica	159,731	2.45	697,217	2.42
- Dinamarca	50,213	0.77	271,195	0.94
- Finlandia	23,254	0.36	87,975	0.31
- Francia	989,435	15.17	3,503,240	12.16
- Grecia	14,928	0.23	39,278	0.14
- Irlanda	117,658	1.80	658,537	2.29
- Italia	499,691	7.66	1,884,350	6.54
- Luxemburgo	12,333	0.19	66,776	0.23
- Países Bajos	247,889	3.80	1,222,214	4.24
- Polonia	111,973	1.72	626,518	2.17
- Portugal	261,937	4.02	842,398	2.92
- Reino Unido	1,206,551	18.50	7,331,089	25.44
- República Checa	41,517	0.64	244,632	0.85
- Suecia	90,739	1.39	482,048	1.67
- Resto de la UE ¹	154,879	2.37	623,935	2.17
Noruega	46,411	0.71	245,718	0.85
Rusia	148,275	2.27	902,849	3.13
Suiza	85,130	1.31	380,622	1.32
Resto de Europa	129,035	1.98	534,792	1.86
Japón	56,139	0.86	112,964	0.39
Estados Unidos	301,000	4.62	734,267	2.55
Resto de América	371,109	5.69	959,465	3.33
Países africanos	122,256	1.87	335,183	1.16
Resto del mundo	456,685	7.00	1,114,143	3.87

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