

22 September 2023

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

**Overnight stays in hotel establishments increased by 1.2% in August with respect to the same month in 2022**

**Hotels invoice an average of 136.5 euros per occupied room, representing an increase of 6.7% compared to the previous year**

During the month of August, overnight stays in hotel establishments exceeded 46.6 million. This represents an increase of 1.2% compared to the same month in 2022, when there were 46.1 million.

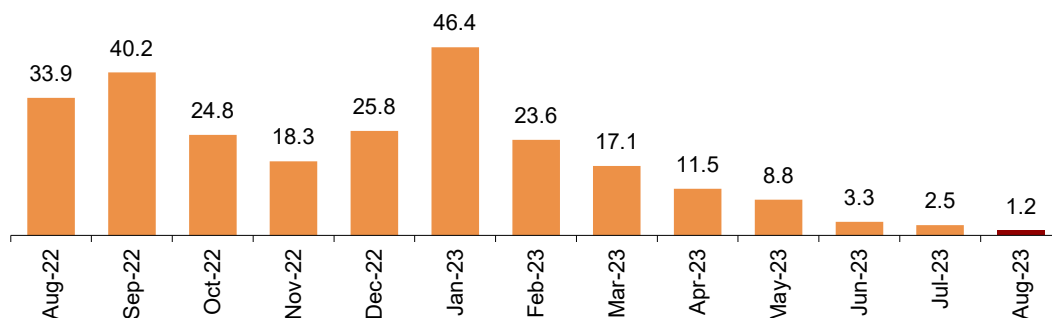
Based on place of origin, overnight stays by travellers residing in Spain exceeded 17.5 million, representing 37.6% of the total. In turn, overnight stays by non-residents stood at over 29.1 million.

On the other hand, the average stay decreased 1.2% compared to August 2022, standing at 3.5 overnight stays per traveller.

During the first seven months of 2023, overnight stays increased by 8.8% compared to the same period in the previous year. Moreover, they surpass those of the first eight months of 2019.

**Annual variation rate for overnight stays**

Percentage

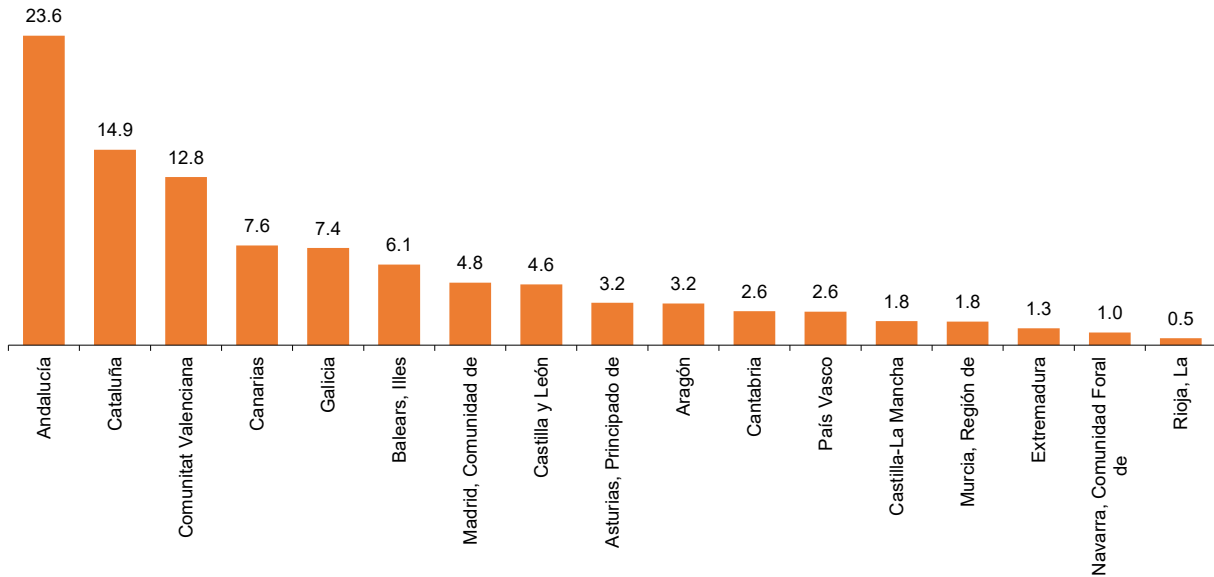


## Destinations

Andalucía, Cataluña and Comunitat Valenciana were the main destinations in August for travellers who are residents in Spain, with 23.6%, 14.9% and 12.8% of total overnight stays, respectively.

### Distribution of overnight stays: residents

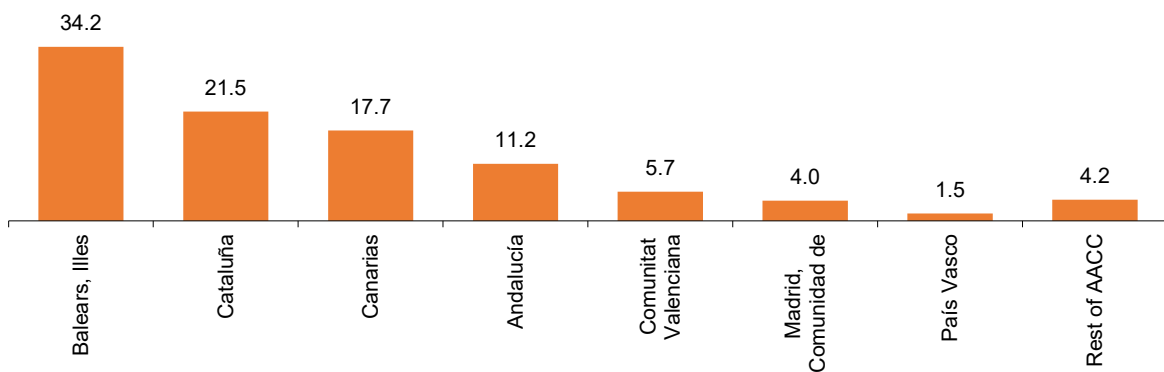
Percentage



The main destination chosen by non-residents was Illes Balears, with 34.2% of total overnight stays. Following that, the main destinations were Cataluña and Canarias, with 21.5% and 17.7% of the total, respectively.

### Distribution of overnight stays: non-residents

Percentage

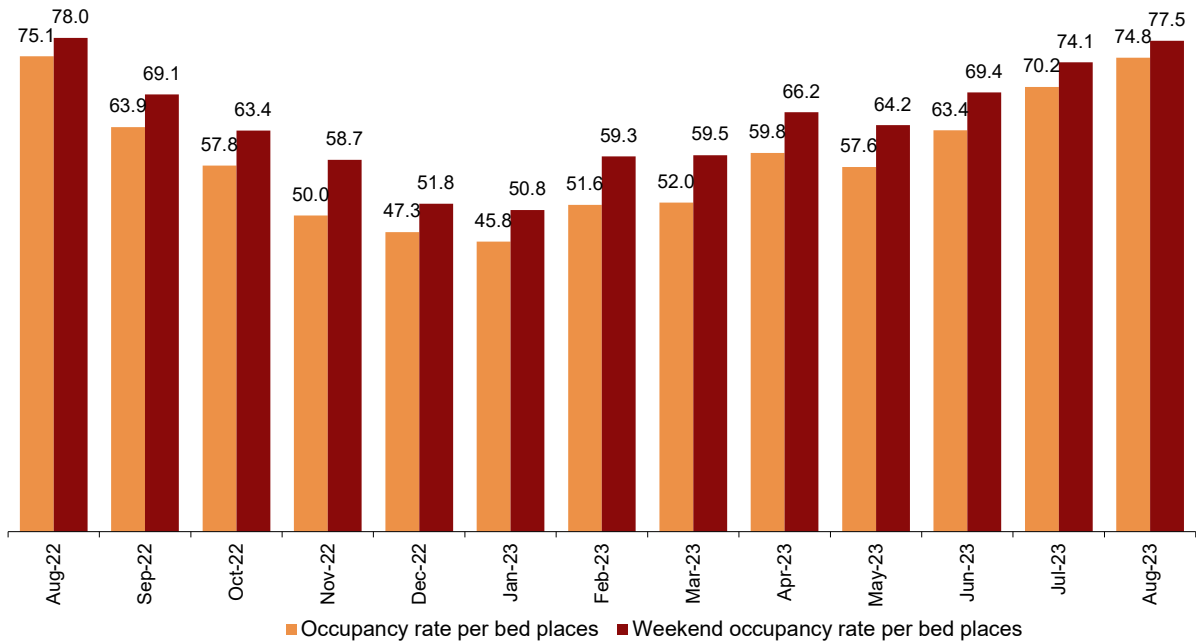


### Hotel occupancy

In August, 74.8% of the available bed-places were covered, with an annual decrease of 0.3%. The weekend occupancy rate by bed-places fell by 0.6%, and stood at 77.5%.

### Occupancy rate

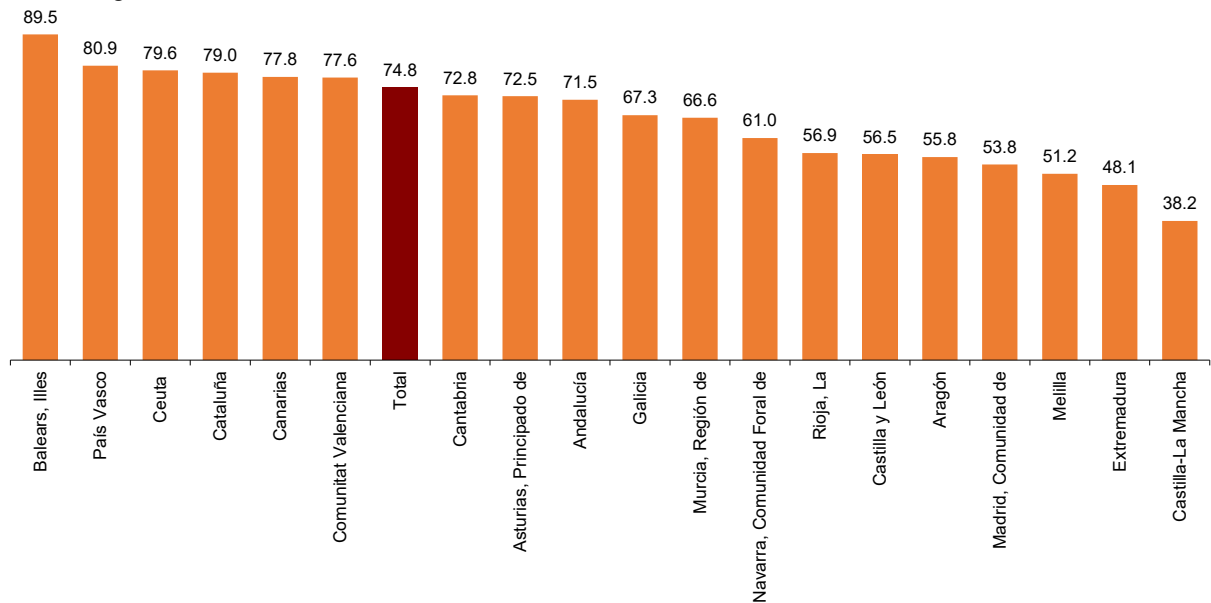
Percentage



Illas Baleares recorded the highest occupancy rate by bed-places in August (89.5%). It is followed by País Vasco, with 80.9%.

### Occupancy rate per bed places by autonomous community

Percentage



By tourist areas, Palma-Calvià reached the greatest occupancy rate by bed-places (90.1%) as well as the greatest weekend occupancy rate (90.3%). The island of Mallorca recorded the highest number of overnight stays in August, with 8,278,041.

The tourist places with most overnight stays are Barcelona, Madrid and Calvià. Santa Margalida had the highest occupancy rate by bed places (97.6%), while Ibiza had the highest weekend occupancy rate (95.3%).

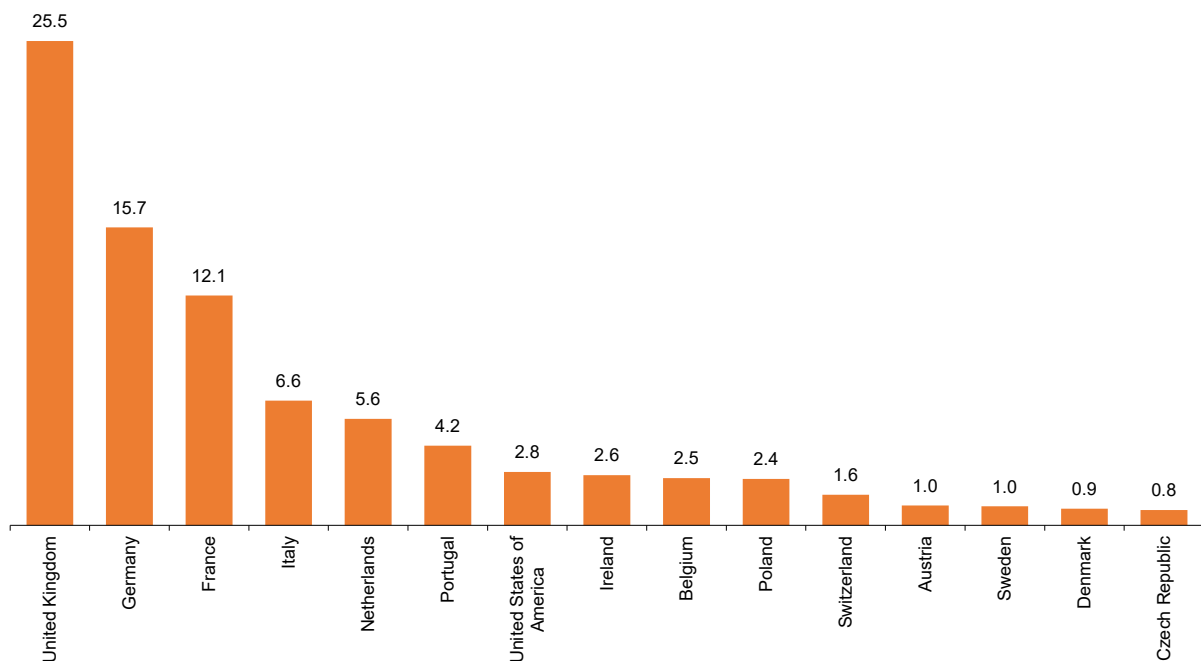
## Overnight stays according to the country of origin of travellers

Travellers from the United Kingdom and Germany accounted for 25.5% and 15.7%, respectively, of total overnight stays of non-residents in hotel establishments in August.

Overnight stays by travellers from France, Italy and the Netherlands (the following source markets) accounted for 12.1%, 6.6% and 5.6% of the total, respectively.

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

Percentage

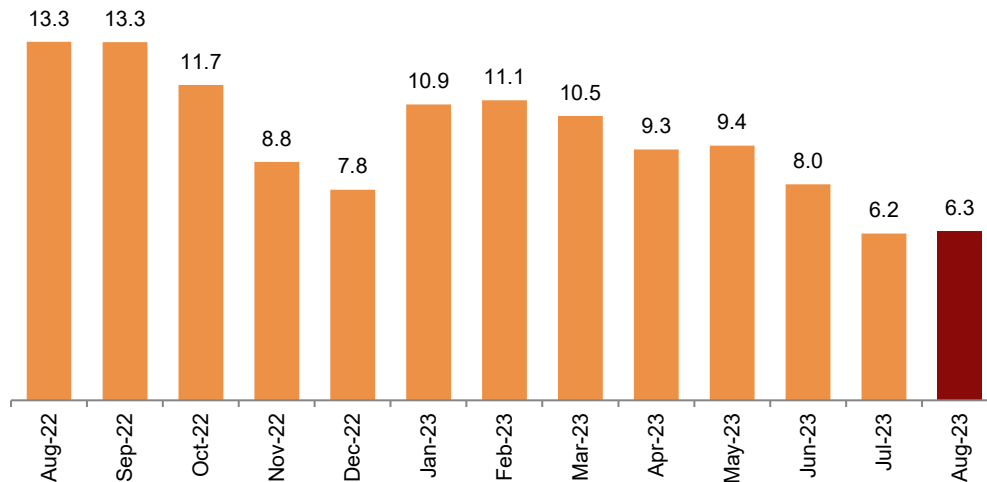


## Hotel Prices

The annual rate of the Hotel Prices Index (HPI) stood at 6.3%, which was 7.0 points above that registered in the same month of 2022 and 0.1 of a point more than that registered last month.

### Hotel Prices Index

Annual variation rate. Percentage



By Autonomous Community, the greatest increases of hotel prices compared to August 2022 was in the Illes Balears (9.6%). The only decrease was recorded in Extremadura, with an annual rate of -0.2%.

By categories, the greatest price increase was registered in three-gold star establishments (11.2%).

## Hotel Sector Profitability

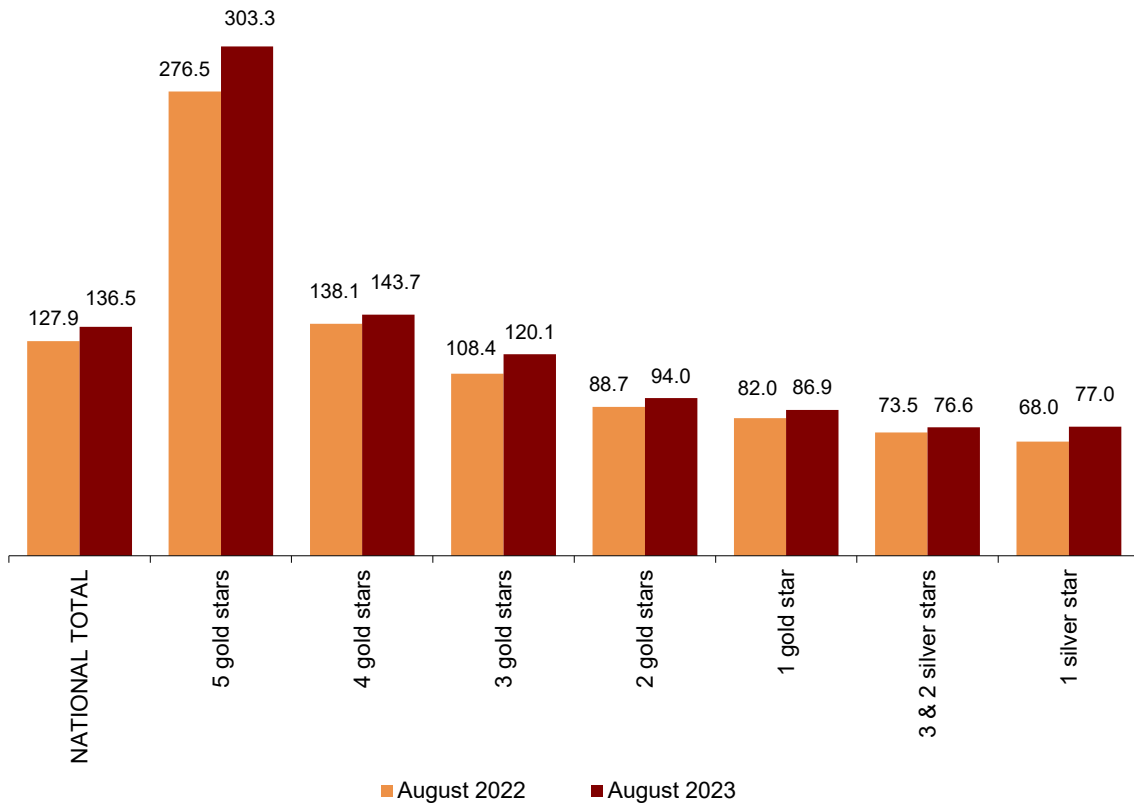
The average daily rate of hotels per occupied room (ADR) was 136.5 euros in August, which is an increase of 6.7% compared to the same month in 2022.

On the other hand, the average daily revenue per available room (RevPAR), which is determined by the occupancy registered in hotel establishments, reached 108.2 euros, increasing by 6.8%.

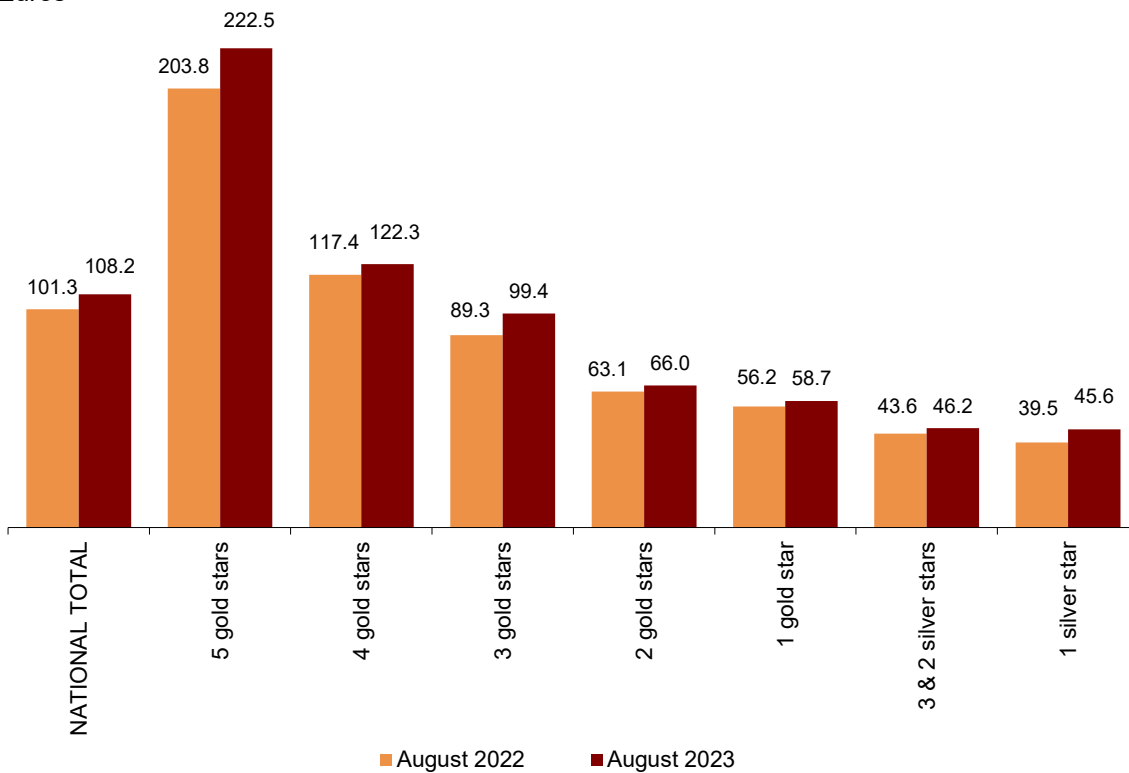
By category, the average rate was 303.3 euros for five-star hotels, 143.7 euros for four-star hotels and 120.1 euros for three-star hotels. Revenue per available room for these same categories was 222.5, 122.3 and 99.4 euros, respectively.

The tourist spot with the highest ADR is Estepona, with an average daily rate per occupied room of 302.9 euros. Furthermore, it had the highest RevPar, with revenue per available room of 254.8 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 corresponding to the month of August 2022 of 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, 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 [Quality at INE and the Code of Best Practices](#) on the INE web page.

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## Tourist Accommodation Occupancy Survey (Hotels and similar establishments)

August 2023

Provisional Data

22nd September 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	
<b>TOTAL</b>	13,196,928	6,355,329	6,841,598	46,669,159	17,527,325	29,141,834	3.54
<b>HOTELS: Golden stars</b>							
Five	698,936	198,237	500,699	2,738,993	594,659	2,144,333	3.92
Four	6,209,981	2,755,285	3,454,696	24,317,996	8,464,029	15,853,968	3.92
Three	3,370,028	1,561,299	1,808,730	12,667,832	4,357,410	8,310,422	3.76
Two	1,081,178	651,936	429,243	2,777,928	1,512,751	1,265,177	2.57
One	477,035	289,742	187,293	1,164,324	679,426	484,898	2.44
<b>INNS: Silver stars</b>							
Two and three	717,430	469,324	248,106	1,545,823	966,256	579,567	2.15
One	642,338	429,507	212,832	1,456,263	952,794	503,469	2.27
Annual rate	2.38	-2.62	7.51	1.15	-4.06	4.56	-1.21
Cumulative annual rate	9.79	3.44	16.72	8.80	2.12	12.92	-0.91

### 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	
<b>TOTAL</b>	16,650	891,351	1,898,087	74.84	77.52	78.86	302,003
<b>HOTELS: Golden stars</b>							
Five	389	57,049	122,810	69.17	73.77	72.33	46,451
Four	2,945	413,933	909,184	80.68	82.37	84.88	156,704
Three	2,899	225,289	487,667	78.16	80.49	82.34	65,381
Two	2,162	68,561	135,503	64.86	69.84	69.98	13,322
One	1,315	30,383	59,884	62.00	67.46	67.29	5,164
<b>INNS: Silver stars</b>							
Two and three	3,059	48,128	92,501	53.25	57.91	59.45	7,979
One	3,881	48,007	90,537	51.41	55.99	57.94	7,003
Annual rate	0.66	1.23	1.45	-0.34	-0.61	0.27	6.51



### 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		
<b>Tourist area with a greater occupancy rate per month</b>									
Palma - Calvià	50,688	599,761	201,716	3,030,298	90.14	90.31	92.85	4.97	21,159
Isla de Mallorca	129,041	1,266,563	604,432	7,673,609	89.90	89.78	92.16	5.93	52,015
Islas de Ibiza-Formentera	63,542	321,905	229,898	1,538,051	89.08	89.22	91.81	4.59	12,909
Isla de Menorca	49,871	109,563	242,618	756,456	86.70	87.27	91.59	6.27	5,820
Costa de Gipuzkoa	42,495	67,868	106,374	156,416	84.87	86.28	90.58	2.38	1,519
Costa Daurada	244,926	226,861	823,175	1,201,336	83.82	84.45	90.31	4.29	8,332
Isla de Lanzarote	38,507	113,689	215,739	915,658	83.60	84.40	91.50	7.43	8,103
Costa Brava	219,983	369,623	688,217	1,562,397	81.85	84.27	84.83	3.82	11,275

#### Tourist area with a greater number of overnight stays per month<sup>1</sup>

Costa del Sol	268,730	386,067	861,080	1,799,005	81.56	82.93	88.62	4.06	17,913
Barcelona	106,866	715,717	221,354	2,109,343	79.30	82.78	85.61	2.83	15,448
Isla de Tenerife	111,830	252,357	487,190	1,833,747	79.08	83.62	84.11	6.37	21,086
Costa Blanca	281,505	225,605	1,071,971	1,088,459	81.12	83.83	86.36	4.26	11,551
Sur de Tenerife	57,038	213,212	252,839	1,584,462	79.82	84.53	85.89	6.80	17,253
Isla de Gran Canaria	93,266	167,656	382,519	1,299,357	76.51	81.57	82.26	6.45	13,232
Costa Barcelona	148,706	315,468	371,532	1,283,927	80.40	82.05	83.69	3.57	7,675
Sur de Gran Canaria	68,861	153,244	313,629	1,229,986	78.77	83.59	84.53	6.95	12,031

<sup>1</sup>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 Margalida	4,281	59,365	22,267	419,693	97.59	93.85	95.78	6.94	2,385
Santa Susanna	9,586	46,760	38,646	325,687	95.92	90.70	95.38	6.47	1,407
Chipiona	18,143	1,927	72,060	9,326	95.74	73.25	94.40	4.06	493
Capdepera	17,469	71,987	84,435	479,592	94.54	90.12	97.04	6.31	3,315
Sóller	2,019	15,765	6,035	55,700	94.35	94.92	90.28	3.47	820
Santa Eulària des Riu	12,450	65,253	52,800	384,225	93.74	93.13	92.15	5.62	2,867
Son Servera	1,804	40,784	8,188	334,400	93.55	90.78	93.19	8.04	2,089
Arnuer	20,243	943	42,627	1,798	93.55	92.30	92.42	2.10	329
Llucmajor	11,107	54,807	45,597	302,861	93.13	95.28	90.65	5.29	1,464
Torremolinos	65,546	80,057	252,871	477,724	92.96	92.36	92.68	5.02	3,582

#### Tourist site with a greater number of overnight stays per month<sup>1</sup>

Barcelona	92,249	672,650	191,067	1,993,905	80.28	83.83	86.14	2.86	14,913
Calvià	23,699	260,268	114,061	1,568,373	88.62	88.05	91.68	5.92	10,809
Madrid	297,726	466,648	516,776	1,032,677	54.87	57.58	60.77	2.03	12,783
Palma De Mallorca	22,440	317,898	74,743	1,384,308	91.70	92.33	94.55	4.29	9,777
Benidorm	136,676	131,074	596,013	754,863	82.95	84.95	87.30	5.05	7,355
Salou	101,210	134,064	367,767	809,779	88.39	88.92	92.42	5.00	4,315
San Bartolomé de Tirajana	50,982	110,854	243,980	900,474	80.86	85.17	84.49	7.07	8,918
Adeje	21,177	112,465	105,978	854,582	80.38	85.92	87.75	7.19	9,742
Lloret de Mar	41,991	138,860	156,875	766,689	89.05	89.55	88.19	5.11	3,192
Sant Llorenç des Cardassar	6,192	101,863	31,924	742,751	92.83	91.10	95.18	7.17	4,174

<sup>1</sup>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	13,196,928	100.00	46,669,159	100.00
Residents in Spain	6,355,329	48.16	17,527,325	37.56
Residents abroad	6,841,598	51.84	29,141,834	62.44
Total Residents abroad	6,841,598	100.00	29,141,834	100.00
TOTAL Residents in EU (without Spain)	3,949,393	57.73	17,094,932	58.66
- Germany	812,413	11.87	4,573,732	15.69
- Austria	62,638	0.92	302,373	1.04
- Belgium	170,254	2.49	722,655	2.48
- Denmark	48,722	0.71	256,560	0.88
- Finland	14,147	0.21	56,660	0.19
- France	1,014,668	14.83	3,526,089	12.10
- Greece	17,499	0.26	51,106	0.18
- Ireland	149,403	2.18	770,590	2.64
- Italy	535,162	7.82	1,915,383	6.57
- Luxembourg	13,408	0.20	69,068	0.24
- Netherlands	329,926	4.82	1,631,938	5.60
- Poland	132,233	1.93	709,761	2.44
- Portugal	352,966	5.16	1,219,603	4.19
- Czech Republic	44,297	0.65	233,976	0.80
- Sweden	62,678	0.92	291,026	1.00
-Other EU countries <sup>1</sup>	188,980	2.76	764,412	2.62
Norway	35,727	0.52	190,830	0.65
United Kingdom	1,264,790	18.49	7,431,177	25.50
Switzerland	98,693	1.44	467,929	1.61
Rest of Europe	177,492	2.59	675,555	2.32
Japan	26,382	0.39	57,114	0.20
Republic of China	58,073	0.85	116,835	0.40
United States of America	337,281	4.93	819,596	2.81
Rest of America	459,019	6.71	1,096,360	3.76
Africa	117,449	1.72	325,829	1.12
Other countries	317,300	4.64	865,676	2.97

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

<sup>1</sup> Countries included in Other UE countries: Bulgaria, Cyprus, Croatia, Slovakia, Slovenia, Estonia, Hungary, Latvia, Lithuania, Malta and Romania

## Hotel Price Index (HPI). 2008 Base

August 2023

Provisional data

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

	Index	Annual growth rate
TOTAL	153.00	6.25
Andalucía	134.31	2.74
Aragón	86.05	3.94
Asturias, Principado de	129.29	5.77
Balears, Illes	199.77	9.56
Canarias	157.44	7.08
Cantabria	129.95	0.78
Castilla y León	111.69	5.56
Castilla - La Mancha	103.50	6.23
Cataluña	145.10	4.87
Comunitat Valenciana	148.09	6.90
Extremadura	110.59	-0.19
Galicia	127.51	3.93
Madrid, Comunidad de	106.42	4.06
Murcia, Región de	113.46	5.14
Navarra, Comunidad Foral de	123.78	6.59
País Vasco	154.21	6.35
Rioja, La	111.84	0.49
Ceuta	96.67	3.46
Melilla	117.08	11.29

### 2. National General Index and breakdown by categories

	Index	Annual growth rate
TOTAL	153.00	6.25
HOTELS: Gold stars		
Five	142.66	3.10
Fourth	143.74	4.58
Three	175.08	11.18
Two	156.00	8.86
One	149.16	4.54
HOSTALS: Silver stars		
Three and two	143.65	6.68
One	163.86	9.22

## Indicators on the Profitability of the Hotel Sector August 2023

Provisional data

### National ADR and RevPAR<sup>1</sup> and breakdown by Autonomous Cities and Communities

	ADR (in euros)	Annual growth rate	RevPar (in euros)	Annual growth rate
TOTAL	136.45	6.67	108.23	6.84
Andalucía	147.75	3.84	113.42	3.89
Aragón	78.34	6.68	47.05	6.70
Asturias, Principado de	108.09	3.55	84.36	3.63
Balears, Illes	177.66	10.92	163.84	11.89
Canarias	127.47	7.06	106.87	5.08
Cantabria	118.39	1.21	93.63	0.80
Castilla y León	70.73	6.94	41.80	6.72
Castilla - La Mancha	63.23	5.58	27.11	4.94
Cataluña	136.46	3.78	115.88	4.06
Comunitat Valenciana	130.33	7.29	107.62	6.35
Extremadura	68.75	0.66	36.60	1.43
Galicia	87.88	4.32	61.55	2.58
Madrid, Comunidad de	93.59	5.91	56.46	15.48
Murcia, Región de	92.66	4.34	62.11	1.82
Navarra, Comunidad Foral de	86.48	11.18	60.25	12.12
País Vasco	141.51	6.68	122.63	8.75
Rioja, La	77.17	5.16	47.31	-0.77
Ceuta	82.41	15.93	51.91	15.05
Melilla	82.85	10.55	48.77	-4.49

<sup>1</sup> ADR: Average Daily Rate

RevPAR: Revenue per Available Room

### National ADR and RevPar<sup>1</sup> and breakdown by categories

	ADR (in euros)	Annual growth rate	RevPar (in euros)	Annual growth rate
TOTAL	136.45	6.67	108.23	6.84
HOTELS: Gold stars				
Five	303.26	9.68	222.48	9.15
Four	143.70	4.05	122.34	4.25
Three	120.06	10.72	99.37	11.25
Two	93.95	5.95	65.99	4.52
One	86.86	5.98	58.74	4.50
GUESTHOUSES: Silver stars				
Three and two	76.60	4.17	46.17	5.94
One	76.97	13.22	45.55	15.35

<sup>1</sup> ADR: Average Daily Rate

RevPAR: Revenue per Available Room