

Hotel Tourism Short-Term Trends (HOS/HPI/IPHS)

January 2025. Provisional data

Main results

- Overnight stays in hotel establishments increased by 2.5% in January compared to the same month in 2024.
- The Hotel Price Index rose by 6.1% in terms of the annual rate.
- Hotels invoiced an average of 112.8 euros per occupied room, 7.6% more than in the same month of the previous year.

More information

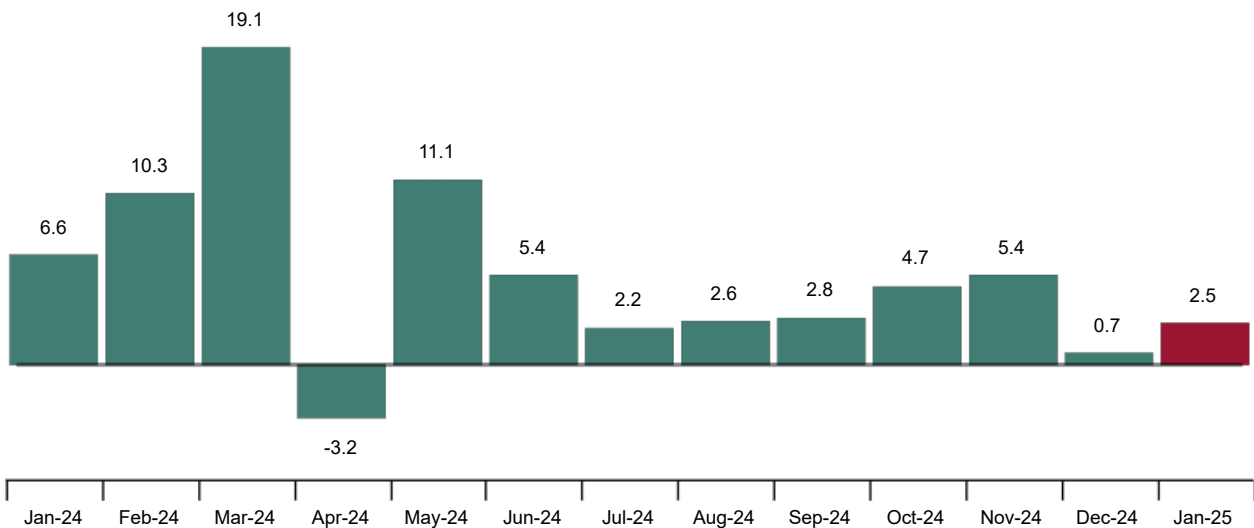
- [Tables annex](#) (includes information on Autonomous Communities, provinces, tourist areas and sites)
- [EOH, IPH and IRSH detailed monthly results](#)
- [Main indicators by accommodation type / Infographic: tourism indicators](#)

Overnight stays in hotel establishments increased by 2.5% in January compared to the same month in 2024, exceeding 16.9 million.

Those of travellers resident in Spain decreased by 0.5%, while those of non-residents increased by 4.2%.

Annual variation rate for overnight stay

Percentage



Destinations

Andalucía, Comunidad de Madrid and Cataluña were the main destinations for travellers resident in Spain in January, with 17.1%, 15.9% and 14.1% of total overnight stays, respectively.

The main destinations for non-residents were Canarias, Cataluña and Andalucía, with 51.6%, 14.2% and 11.6% of the total, respectively.

By tourist areas, Isla de Tenerife recorded the highest number of overnight stays, with almost 2.2 million. On the other hand, the tourist spots with the most overnight stays were Madrid, Barcelona and San Bartolomé de Tirajana.

Overnight stays according to the country of origin of travellers

Travellers from the United Kingdom and Germany accounted for 23.2% and 15.3%, respectively, of total non-resident overnight stays in January.

Overnight stays by travellers from France, Italy and the Netherlands (the next largest source markets) accounted for 6.4%, 5.4% and 4.3% of the total respectively.

Hotel occupancy

In January, 48.0% of the places offered were filled, an annual increase of 1.2%. The weekend occupancy rate by bed-places increased by 3.2%, to 53.0%.

Canarias presented the highest occupancy rate by bedplaces during January (75.2%).

By tourist areas, Sur de Gran Canaria reached the highest occupancy rate per bedplaces (78.4%). Isla de Gran Canaria had the highest weekend occupancy (78.5%).

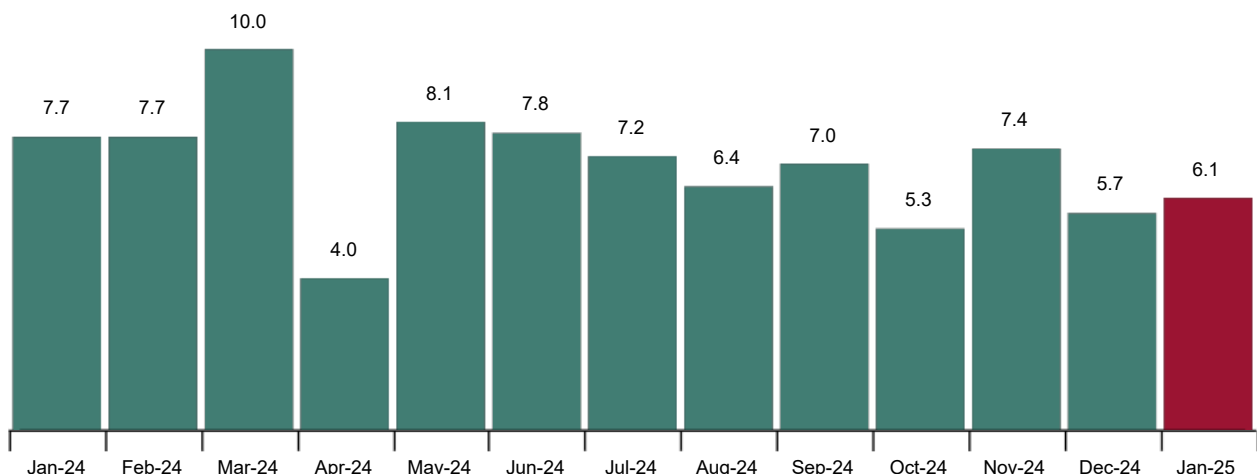
The tourist destination with the highest level of occupancy by places and at weekends was Adeje, with 80.6% and 80.9%, respectively.

Hotel Prices

The Hotel Price Index rose by 6.1% in January compared to the same month in 2024.

Hotel Price Index

Annual variation rate. Percentage



Current press release at: <https://www.ine.es/dyngs/Prensa/en/CTH0125.htm>

By autonomous communities and cities, the highest increase was recorded in Comunidad de Madrid (12.0%). And the sharpest fall was in País Vasco (-0.9%).

By category, the highest price increase occurred in one silver star establishments (11.0%).

Hotel Sector Profitability

The average hotel turnover per occupied room (ADR) was 112.8 euros in January, an increase of 7.6% compared to the same month in 2024.

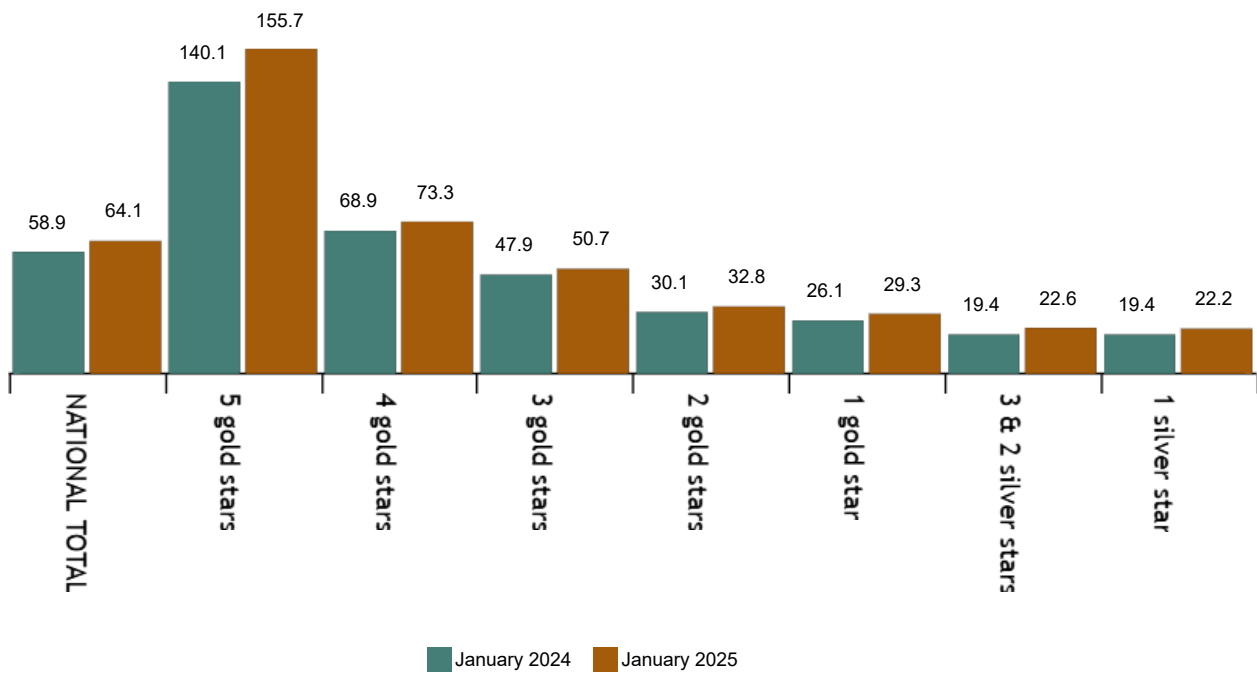
The average daily revenue per available room (RevPAR), which is determined by the occupancy of these establishments, reached 64.1 euros, an increase of 8.9%.

By category, the ADR was 257.4 euros for five-star hotels, 114.8 euros for four-star hotels and 87.2 euros for three-star hotels. RevPAR these same categories was 155.7, 73.3 and 50.7 euros, respectively.

The touristic area with the greatest ADR was Naut Aran, with 204.3 euros. Adeje presented the greatest RevPar of 176.0 euros.

Average revenue per available room according to categories

Euros



Current press release at: <https://www.ine.es/dyngs/Prensa/en/CTH0125.htm>

Data revisions and updates

INE has today updated the data for January 2024 of the Hotel Occupancy Survey, the Hotel Price Index and the Hotel Sector Profitability Indicators. All results of this operation are available on [INEBase](#).

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 8,000 establishments in winter and 10,000 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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