

24 January 2025

## Hotel Tourism Short-Term Trends (HOS/HPI/IPHS) December 2024 and Year 2024. Provisional data

### Main Results

- Overnight stays in hotel establishments increased 0.7% in December compared to the same month in 2023.
- The Hotel Price Index rose by 5.7% in its annual rate.
- Hotels invoiced an average of 117.4 euros per occupied room, 8.0% more than the same month of the previous year.
- In 2024 as a whole, overnight stays increased by 4.9% compared to 2023.

### More information

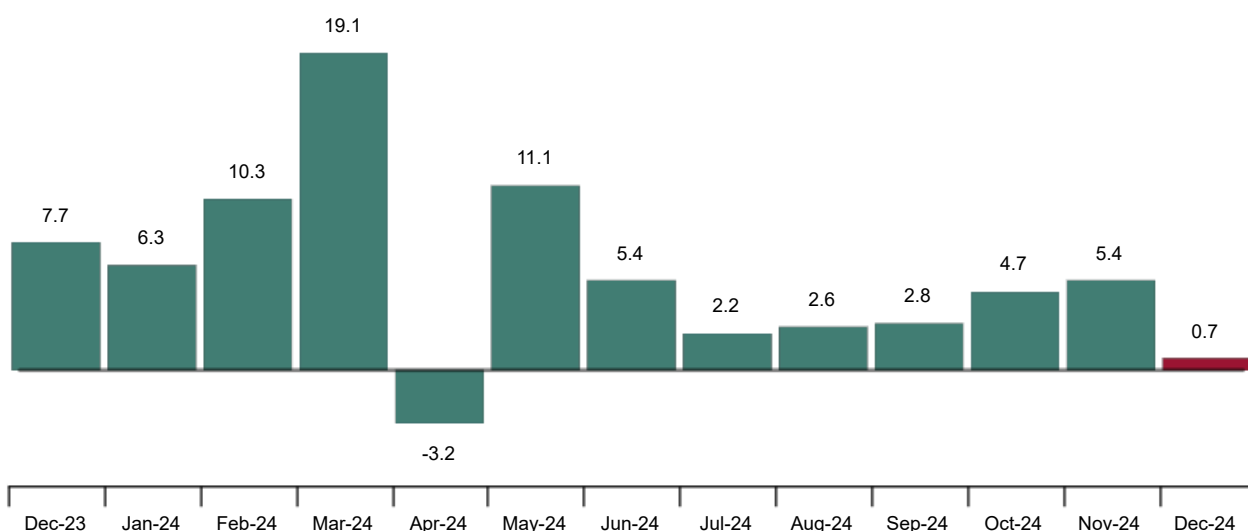
- [Tables annex](#) (includes information on Autonomous Communities, provinces, tourist areas and sites)
- [EOH, IPH and IRSH detailed monthly results](#)
- [Main indicators by accommodation type / Infographic: tourism indicators](#)
- [Summary of 2024](#)

Overnight stays in hotel establishments increased 0.7% in December compared to the same month in 2023, and exceeded the 18.0 million.

Those of travellers resident in Spain fell by 2.1%, while those of non-residents increased by 2.6%.

#### Annual variation rate for overnight stay

Percentage



By tourist areas. Isla de Tenerife registered the highest number of overnight stays, with more than 2.1 million. On the other hand, the tourist spots with the most overnight stays were Madrid, Barcelona and San Bartolomé de Tirajana.

## Destinations

In December, Andalucía, Comunidad de Madrid and Cataluña were the main destinations for travellers who are residents in Spain, with 17.4%, 15.6% and 12.4% of total overnight stays, respectively.

The main destinations for non-residents were Canarias, Cataluña and Andalucía, with 49.6%, 14.7% and 11.6% of the total, respectively.

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

Travellers from the United Kingdom and Germany accounted for 23.0% and 16.4%, respectively, of total overnight stays by non-residents in December.

Overnight stays by travellers from France, Italy and the United States (the following source markets) accounted for 6.5%, 4.9% and 4.5% of the total, respectively.

## Hotel occupancy

In December, 49.0% of the available bed-places were covered, with an annual decrease of 1.3%. The weekend occupancy rate by bed places rose by 3.3% to 57.6%.

Canarias showed the highest occupancy rate by bed places during December (71.2%).

By tourist areas, Sur de Gran Canaria reached the highest occupancy rate by bed places (74.0%). And Sur de Tenerife had the greatest weekend occupancy rate (75.4%).

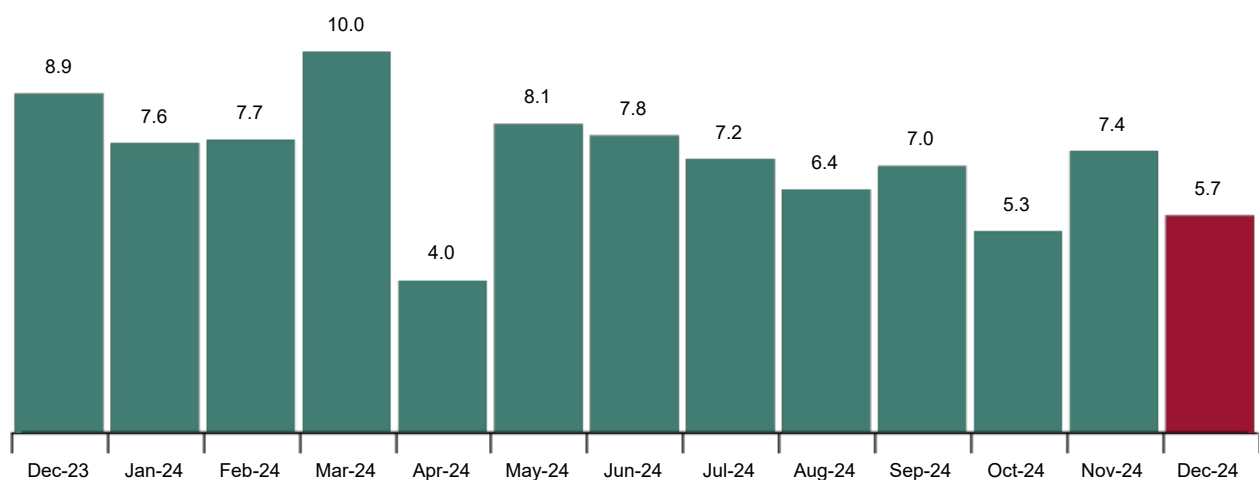
The tourist area with the highest occupancy rate by bedplaces was Mogán (79.4%), which also had the highest weekend occupancy rate (84.3%).

## Hotel Prices

The Hotel Price Index increased by 5.7% in December compared with the same month in 2023.

### Índice de Precios Hoteleros

Annual variation rate. Percentage



By autonomous communities and cities, the highest increase was recorded in the autonomous city of Melilla (12.7%) and the lowest in Galicia (0.4%).

By category, the highest price increase occurred in the four-star gold establishments (6.5%).

### Hotel Sector Profitability

The average daily hotel turnover per occupied room (ADR) was 117.4 euros in December, an increase of 8.0% compared to the same month in 2023.

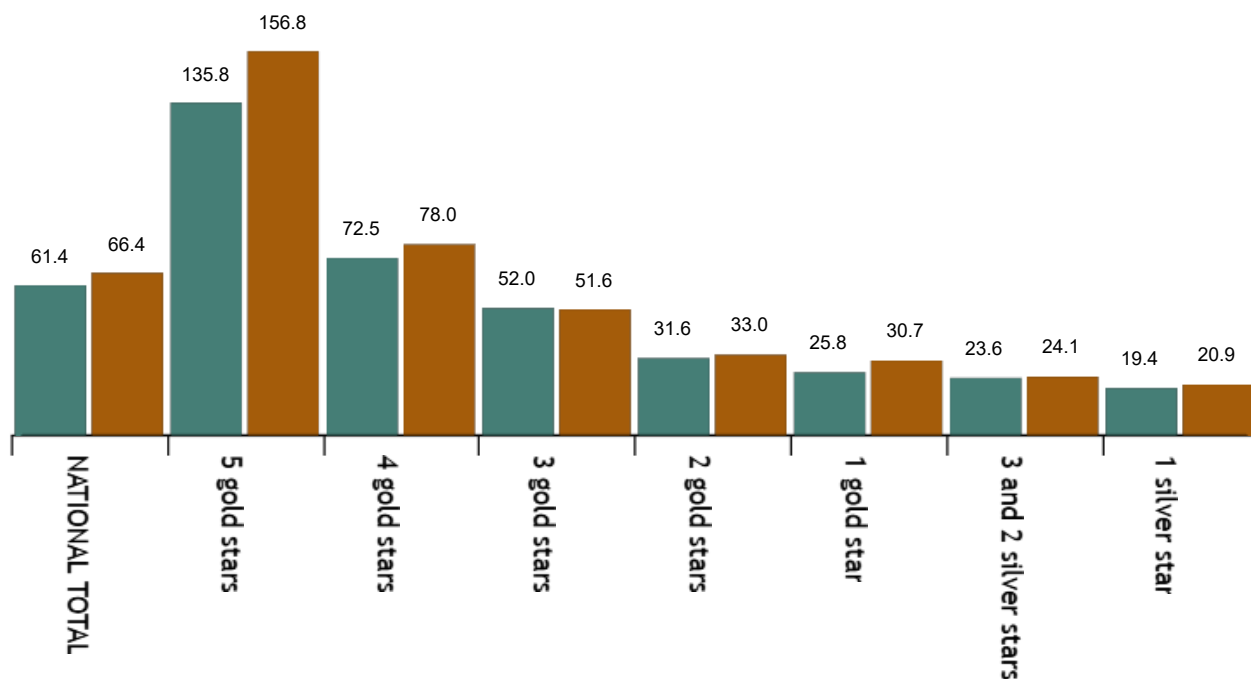
The average daily revenue per available room (RevPAR), which is determined by the occupancy of these establishments, reached 66.4 euros, an increase of 8.1%.

By category, the ADR was 279.6 euros for five-star hotels, 121.6 euros for four-star hotels and 88.9 euros for three-star hotels. RevPAR these same categories was 156.8, 78.0 and 51.6 euros, respectively.

The tourist destination with the highest ADR was Marbella, with 298.6 euros. Adeje presented the greatest RevPar of 181.2 euros.

### Average revenue per available room according to categories

Euros

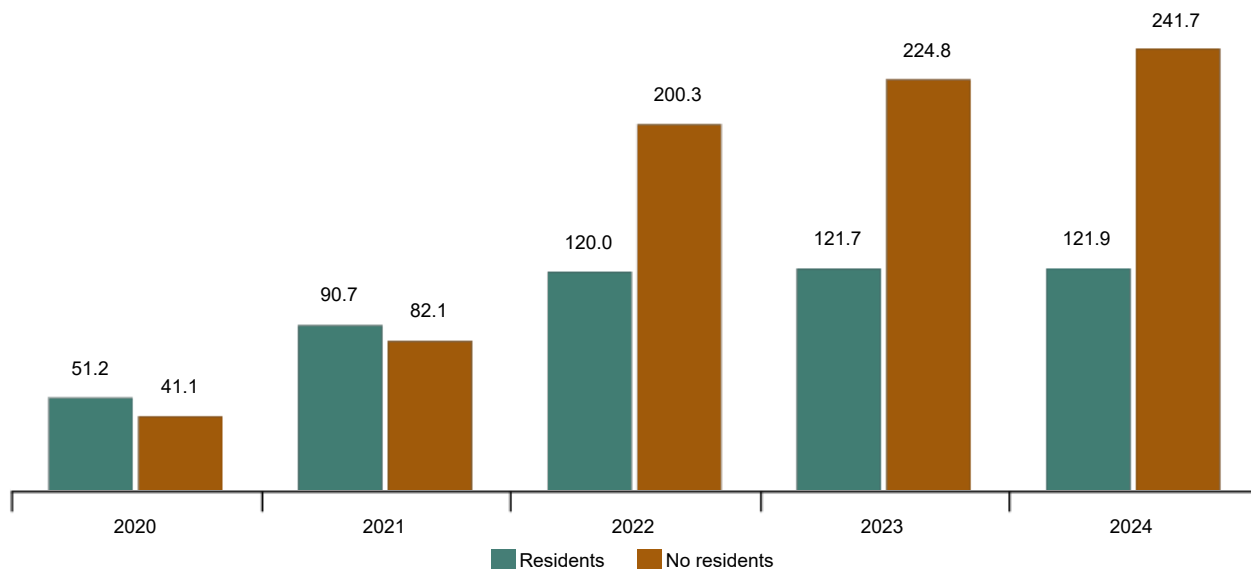


## Results for the whole of 2024

Overnight stays in hotel establishments reached 363.6 million in 2024 as a whole, with an increase of 4.9% compared to 2023. Those by residents grew by 0.2% and those by non-residents by 7.5%.

### Annual overnight stays

Million



Andalucía, Cataluña and Comunitat Valenciana were the main destinations of residents in Spain in 2024, with variation rates in the number of overnight stays of -1.4%, -4.2% and 2.9% respectively.

The main destination chosen by non-residents was Canarias, with 26.3% of total overnight stays. In this Autonomous Community, overnight stays by foreigners increased by 5.0%. The following destinations were Illes Balears (23.9% of the total) and Cataluña (18.2%).

In 2024, on average, 61.4% of the bed places were occupied, a 2.2% increase compared to 2023. The weekend occupancy rate by bed-places reached 66.7%, an increase of 1.6%.

Isla de Mallorca was the tourist area with the most overnight stays, with 49.5 million stays. The tourist sites with the most overnight stays, however, are Barcelona, Madrid and San Bartolomé de Tirajana. Adeje presented the highest occupancy rate by bed places (78.3%), along with the highest average weekend occupancy rate (80.3%).

Travellers from the United Kingdom and Germany made 102.9 million overnight stays, 42.6% of the total by non-resident travellers. Those of travellers from the United Kingdom increased by 4.3% and those from Germany by 8.2%.

## Prices and profitability indicators

The Hotel Price Index (IPH) increased in average by 7.0% in 2024, 1.6 points lower than 2023.

The average daily invoicing rate of hotels for each occupied room (ADR) was 121.5 euros in 2024. On the other hand, the average daily revenue per available room (RevPAR) reached 84.6 euros on average.

## Data revisions and updates

INE updated the December data of 2023 of 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 9,250 establishments in winter and 11,200 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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