

29 June 2021



**Estimation of occupancy in holiday and other short-stay accommodations  
(group 55.2 of the CNAE-2009) based on information provided by digital  
platforms  
Year 2019**

**In 2019, 8.5 million short-stay tourist accommodations were  
occupied in Spain, 16.2% more than in 2018**

**The cities with the highest number of occupied accommodations  
were Barcelona and Madrid, with almost one million stays**

As part of its committed to increasing the dissemination of socially relevant data, the National Statistics Institute (INE) today publishes the results of this experimental operation regarding the occupancy of tourist accommodations classified within group 55.2<sup>1</sup> of the CNAE-2009 using information provided directly by the main European digital tourist accommodation platforms.

### **Results by Autonomous Communities and Cities**

The number of holiday and other short-stay accommodations (hereinafter, tourist accommodations) occupied was 8,545,000<sup>2</sup> in 2019, 16.2% more than in the previous year. A total of 40.7% were occupied by people residing in Spain and 59.3% by residents abroad.

These accommodations were occupied for 35,617,000 nights, with an average stay of 4.2 nights per tourist accommodation.

The autonomous communities with the highest number of lodgings occupied were Andalucía (2,187,000), Cataluña (1,548,000) and Canarias (1,000,000). Comunitat Valenciana and Comunidad de Madrid also had more than 900,000 occupied accommodations.

Accommodations in Canarias registered the longest average stay, with 6.0 nights, and those in Extremadura, the shortest (2.1 nights).

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<sup>1</sup> The population framework for this operation includes tourist apartments, holiday homes, rural houses and tourist lodges.

<sup>2</sup> Data rounded to the units of a thousand. Values less than 1,000 are indicated as <1,000. Due to rounding, the sum of the breakdowns may not be exactly the total data.

## Occupied tourist accommodations, nights occupied and average stay according to autonomous communities and cities. Year 2019

Autonomous City and Community	Number of stays			Number of nights			Average stay
	Total	Residents in Spain	Residents abroad	Total	Residents in Spain	Residents abroad	
<b>TOTAL</b>	<b>8,545,000</b>	<b>3,477,000</b>	<b>5,066,000</b>	<b>35,619,000</b>	<b>10,998,000</b>	<b>24,620,000</b>	<b>4.2</b>
Andalucía	2,187,000	951,000	1,237,000	8,269,000	2,902,000	5,367,000	3.8
Aragón	123,000	97,000	26,000	350,000	267,000	83,000	2.8
Asturias, Principado de	112,000	91,000	20,000	395,000	315,000	80,000	3.5
Balears, Illes	567,000	116,000	450,000	2,921,000	455,000	2,467,000	5.2
Canarias	1,000,000	368,000	632,000	6,022,000	1,436,000	4,585,000	6.0
Cantabria	110,000	85,000	25,000	378,000	281,000	97,000	3.4
Castilla y León	183,000	137,000	46,000	443,000	310,000	133,000	2.4
Castilla - La Mancha	102,000	77,000	25,000	226,000	166,000	61,000	2.2
Cataluña	1,548,000	366,000	1,182,000	6,487,000	1,147,000	5,340,000	4.2
Comunitat Valenciana	979,000	431,000	548,000	4,774,000	1,613,000	3,161,000	4.9
Extremadura	61,000	51,000	10,000	129,000	106,000	23,000	2.1
Galicia	228,000	155,000	72,000	734,000	510,000	223,000	3.2
Madrid, Comunidad de	975,000	350,000	625,000	3,271,000	900,000	2,371,000	3.4
Murcia, Región de	82,000	52,000	30,000	400,000	195,000	206,000	4.9
Navarra, Comunidad Foral de	45,000	28,000	17,000	117,000	73,000	44,000	2.6
País Vasco	197,000	86,000	111,000	590,000	236,000	354,000	3.0
Rioja, La	44,000	35,000	9,000	104,000	81,000	22,000	2.4
Ceuta	2,000	1,000	1,000	6,000	3,000	3,000	3.0
Melilla	< 1,000	< 1,000	< 1,000	3,000	2,000	< 1,000	..
Annual rate	16.2	19.4	14.1	15.9	20.9	13.8	-0.3

The number of overnight stays in 2019 in tourist accommodation exceeded 111.7 million. This represents 12.9% more than in the previous year.

A total of 32.5% of overnight stays were made by residents in Spain (19.8% more) and 67.5% by foreign tourists (9.8% more than in 2018).

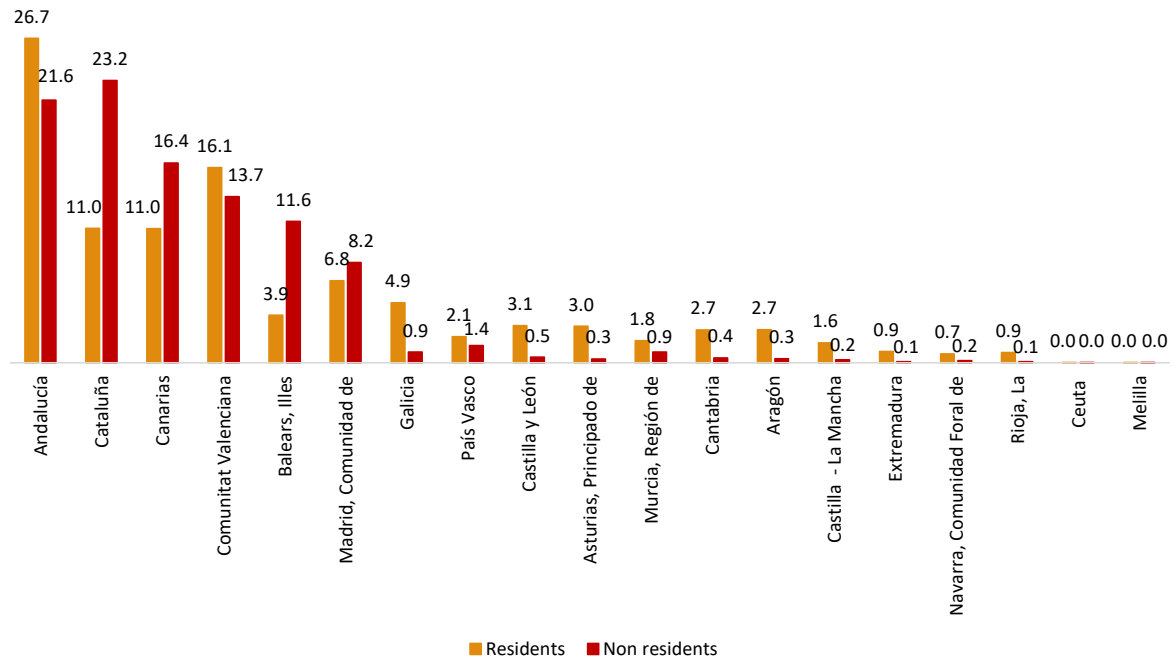
The Autonomous Communities with the most overnight stays were Andalucía (with 23.2% of the total), Cataluña (19.2%) and Canarias (14.7%).

For their part, the autonomous communities with the most overnight stays by tourists residing in Spain were Andalucía (26.7% of the total), Comunitat Valenciana (16.1%), Cataluña and Canarias (both with 11.0%).

The communities with the most overnight stays by tourists residing abroad were Cataluña (23.2% of the total), Andalucía (21.6%) and Canarias (16.4%).

**Distribution of total overnight stays by residents and non-residents in Spain by autonomous communities and cities. Year 2019**

Percentage



The Autonomous Communities with the highest percentage of overnight stays by residents in Spain were Extremadura (84.4%), La Rioja (82.4%) and Principado de Asturias (82.1%).

Those with the highest percentage of overnight stays by foreigners were Illes Balears (86.0%), Cataluña (81.3%) and Canarias (75.6%).

**Annual results by cities<sup>3</sup>**

The ranking of cities with the highest number of occupied accommodations in 2019 was led by Barcelona, with more than 950 thousand (90.2% by non-residents in Spain), followed by Madrid, with 940 thousand (65.6% by non-residents). These two were followed by Sevilla, Valencia and Malaga.

The main cities in which residents stayed were Madrid, Sevilla, Valencia, Barcelona and Granada. In the case of non-residents, the primary cities were Barcelona, Madrid, Valencia, Sevilla and Malaga.

Of the complete list of cities published, the one with the longest average stay was Torrevieja (7.0). The shortest average stay was registered in Vitoria/Gasteiz and Toledo (2.1 in both).

<sup>3</sup> Cities published meet one of the following requirements:

- capital city of Spain,
- cities with at least 200,000 inhabitants, or
- other cities that, together, represent 90% of the annual overnight stays in cities in Spain.

## Occupied tourist accommodations, nights occupied and average stay according to cities. Year 2019

Cities	Number of stays			Number of nights			Average stay
	Total	Residents in Spain	Residents abroad	Total	Residents in Spain	Residents abroad	
Barcelona (*)	953,000	93,000	860,000	3,892,000	302,000	3,590,000	4.1
Madrid (*)	940,000	323,000	617,000	3,162,000	831,000	2,330,000	3.4
Sevilla (*)	452,000	138,000	314,000	1,370,000	341,000	1,029,000	3.0
Valencia (*)	376,000	117,000	258,000	1,454,000	315,000	1,139,000	3.9
Málaga	331,000	103,000	229,000	1,194,000	279,000	915,000	3.6
Granada (*)	255,000	117,000	137,000	661,000	283,000	378,000	2.6
Alicante/Alacant	106,000	33,000	73,000	498,000	105,000	393,000	4.7
Córdoba	105,000	53,000	52,000	228,000	119,000	109,000	2.2
Benidorm	97,000	39,000	59,000	473,000	151,000	321,000	4.9
Marbella	97,000	23,000	74,000	525,000	85,000	440,000	5.4
Palma de Mallorca	82,000	11,000	71,000	339,000	36,000	303,000	4.1
Benalmádena	79,000	31,000	48,000	431,000	107,000	324,000	5.5
Cádiz	71,000	37,000	34,000	212,000	106,000	105,000	3.0
Bilbao (*)	67,000	28,000	39,000	193,000	74,000	118,000	2.9
Torremolinos	67,000	27,000	40,000	349,000	93,000	256,000	5.2
San Sebastián/Donostia	66,000	19,000	47,000	212,000	53,000	159,000	3.2
Las Palmas	63,000	32,000	31,000	337,000	118,000	219,000	5.3
Eivissa	56,000	11,000	45,000	195,000	30,000	165,000	3.5
Santiago de Compostela	48,000	25,000	23,000	117,000	62,000	55,000	2.4
Fuengirola	48,000	17,000	31,000	287,000	63,000	224,000	6.0
Toledo	46,000	29,000	17,000	96,000	59,000	37,000	2.1
Salamanca	44,000	27,000	16,000	115,000	57,000	58,000	2.6
Santa Cruz de Tenerife (*)	42,000	20,000	23,000	204,000	77,000	127,000	4.9
Puerto de la Cruz (*)	40,000	20,000	20,000	224,000	74,000	151,000	5.6
Torrevieja	38,000	18,000	20,000	265,000	84,000	180,000	7.0
Zaragoza	36,000	22,000	14,000	94,000	50,000	43,000	2.6
Cartagena	26,000	17,000	9,000	106,000	59,000	47,000	4.1
Jerez de la Frontera	25,000	15,000	10,000	77,000	40,000	37,000	3.1
Pamplona/Iruña (*)	23,000	14,000	10,000	62,000	34,000	28,000	2.7
Gijón	22,000	18,000	4,000	76,000	58,000	18,000	3.5
Puerto de Santa María, El	22,000	17,000	5,000	81,000	58,000	23,000	3.7
Vigo	19,000	12,000	7,000	67,000	38,000	29,000	3.5
A Coruña	17,000	12,000	5,000	58,000	38,000	20,000	3.4
Chiclana de la Frontera	16,000	13,000	3,000	79,000	58,000	21,000	4.9
Murcia	15,000	9,000	6,000	62,000	25,000	37,000	4.1
Vitoria/Gasteiz	15,000	11,000	4,000	31,000	22,000	9,000	2.1
Oviedo	15,000	11,000	5,000	48,000	32,000	16,000	3.2
Valladolid	12,000	9,000	3,000	36,000	22,000	13,000	3.0
Elche/Elx	8,000	4,000	4,000	48,000	16,000	32,000	6.0

(\*) Grouping of municipalities. The definition of each can be consulted in the experimental statistic's technical project

The cities with the highest number of overnight stays were Barcelona, Madrid, Valencia, Sevilla and Malaga. The five represented 27.8% of the total.

Madrid, Sevilla, Granada, Valencia and Malaga had more overnight stays by residents. Barcelona, Madrid, Valencia, Sevilla and Malaga had more stays by non-residents.

Based on the number of overnight stays, the cities residents in Spain preferred to stay in these types of lodgings were Gijón (79.3% of the total), Chiclana de la Frontera (75.6%) and Vitoria/Gasteiz (75.3%). In the case of non-residents, the preference was for Barcelona (93.1% of the total), Palma de Mallorca (90.3%) and Eivissa (84.9%).

## Overnight stays by cities. Year 2019

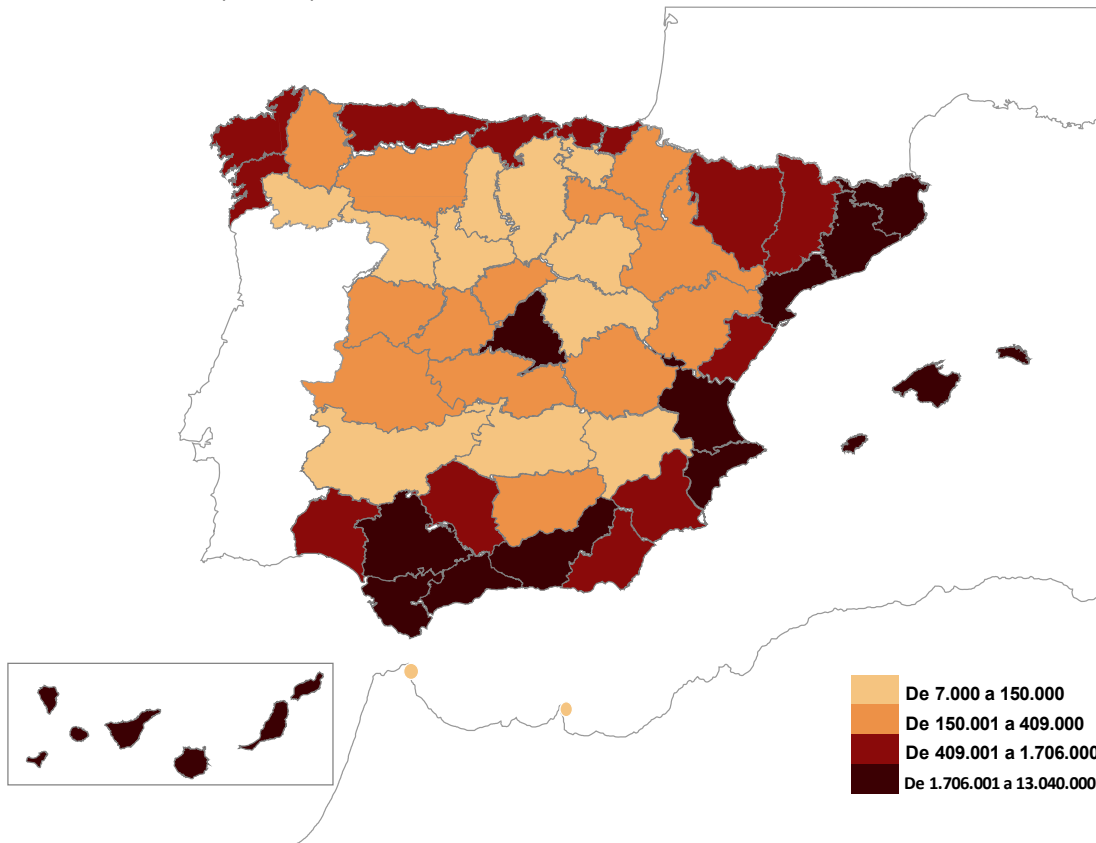
Cities	Number of guest nights		
	Total	Residents in Spain	Residents abroad
Barcelona (*)	11,337,000	781,000	10,556,000
Madrid (*)	8,326,000	2,219,000	6,107,000
Valencia (*)	4,166,000	968,000	3,198,000
Sevilla (*)	3,944,000	1,055,000	2,889,000
Málaga	3,336,000	852,000	2,483,000
Granada (*)	2,044,000	980,000	1,064,000
Marbella	1,889,000	287,000	1,602,000
Benidorm	1,593,000	520,000	1,073,000
Alicante/Alacant	1,477,000	340,000	1,137,000
Benalmádena	1,338,000	345,000	994,000
Palma de Mallorca	986,000	96,000	890,000
Torremolinos	937,000	267,000	670,000
Torre Vieja	868,000	300,000	568,000
Fuengirola	845,000	200,000	645,000
Las Palmas	800,000	291,000	509,000
Córdoba	716,000	407,000	309,000
San Sebastián/Donostia	683,000	182,000	501,000
Cádiz	587,000	321,000	266,000
Eivissa	564,000	85,000	479,000
Bilbao (*)	546,000	229,000	317,000
Puerto de la Cruz (*)	535,000	178,000	356,000
Santa Cruz de Tenerife (*)	490,000	193,000	297,000
Santiago de Compostela	349,000	199,000	150,000
Cartagena	343,000	189,000	154,000
Chiclana de la Frontera	308,000	233,000	75,000
Salamanca	301,000	171,000	130,000
Toledo	300,000	194,000	106,000
Puerto de Santa María, El	295,000	217,000	78,000
Zaragoza	265,000	156,000	110,000
Gijón	241,000	191,000	50,000
Jerez de la Frontera	228,000	132,000	96,000
Pamplona/Iruña (*)	183,000	107,000	76,000
Vigo	172,000	102,000	70,000
Elche/Elx	170,000	57,000	113,000
Murcia	167,000	69,000	98,000
A Coruña	157,000	107,000	50,000
Oviedo	137,000	98,000	39,000
Valladolid	88,000	60,000	28,000
Vitoria/Gasteiz	77,000	58,000	19,000

(\*) Grouping of municipalities. The definition of each can be consulted in the experimental statistic's technical project

### Annual overnight stays by province

The provinces that registered the highest number of overnight stays in 2019 were the coasts of the Mediterranean arc, the two archipelagos and Madrid. Those that topped the list were Barcelona (11.7% of the total), Malaga (11.6%) and Illes Balears (9.1%).

Residents preferred to stay at lodgings in Malaga (8.6% of the total), Alicante / Alacant (8.0%) and Madrid (6.8%). Non-residents preferred Barcelona (15.8% of the total), Malaga (13.0%) and Illes Balears (11.6%).



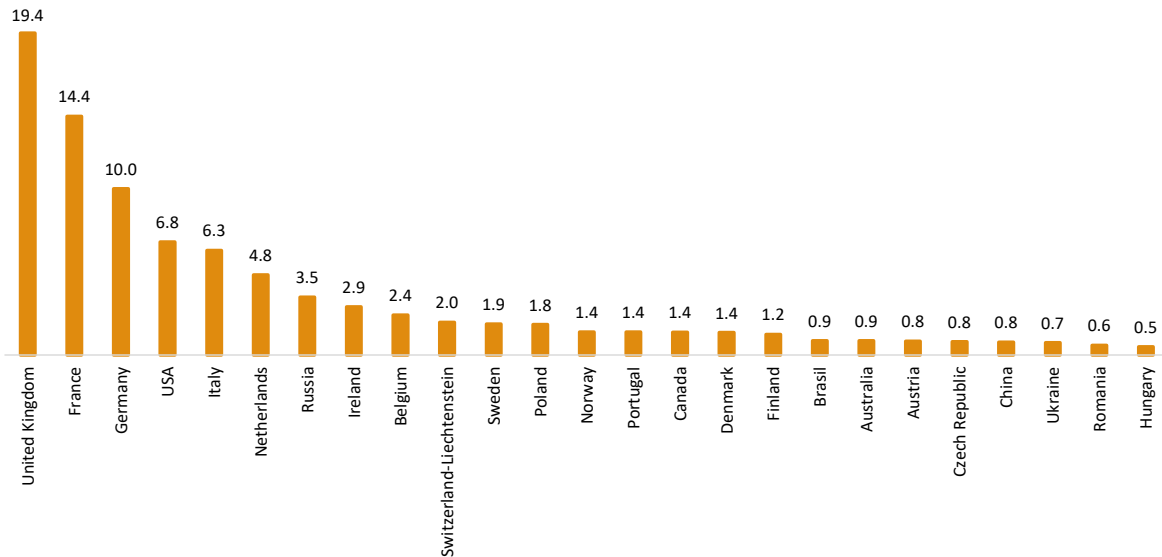
### Annual overnight stays by traveller origin

Travellers from the United Kingdom stayed in these establishments the most in 2019, representing 19.4% of the total (5.0% more than in 2018).

They were followed by France (with 14.4% of the total), Germany (10.0%), the United States (6.8%) and Italy (6.3%).

## Distribution of total overnight stays by tourists from abroad, by country of origin. Year 2019

Percentage



## Annual overnight stays by accommodation characteristics

More than 90.5% of overnight stays in 2019 were in private (fully rented) accommodations.

On the other hand, 92.3% of overnight stays were in accommodations with less than 10 bed-places.

## Overnight stays according to accommodation characteristics. Year 2019

	Number of guest nights	
	Total	%
<b>TOTAL</b>	111,704,000	100.00
Type of booking		
- Entire accommodation	101,145,000	90.55
- Shared accommodation	10,559,000	9.45
Size		
- Less than 10 bedplaces	103,076,000	92.28
- 10 or more bedplaces	8,628,000	7.72

## Monthly National Results

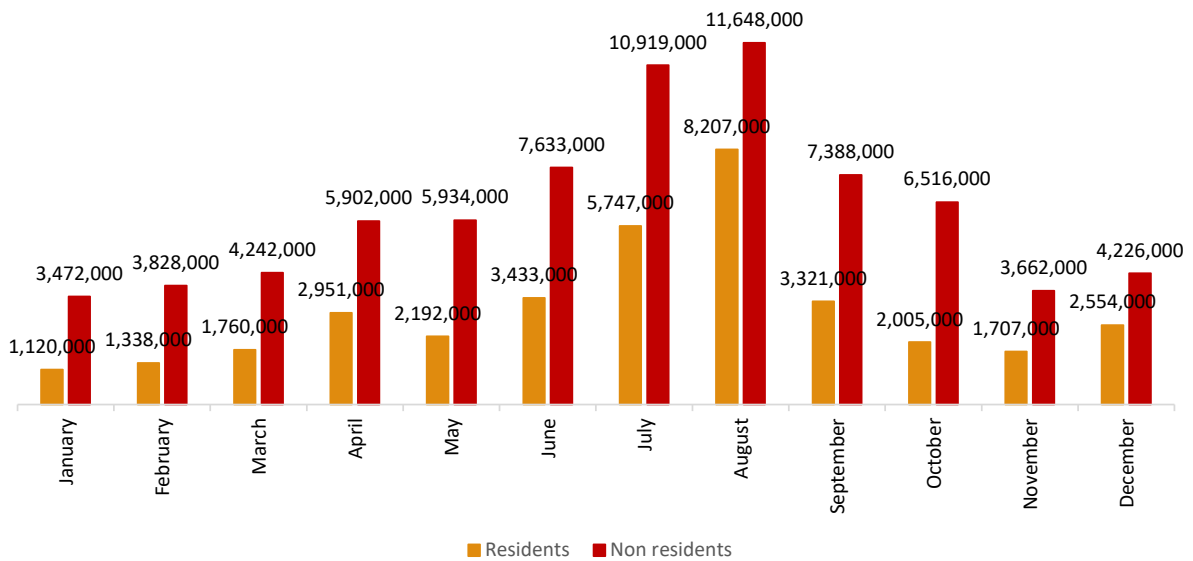
In the months of June to September 2019 (both inclusive), 44.6% of tourist accommodations offered on the platforms were occupied. The record was slightly higher for residents (46.4%) than for non-residents (43.3%).

**Number of monthly occupied accommodations in 2019**



Overnight stays in the summer months represented 52.2% of the total (57.0% for those made by residents in Spain and 49.9% for foreigners).

**Number of monthly overnight stays in 2019**



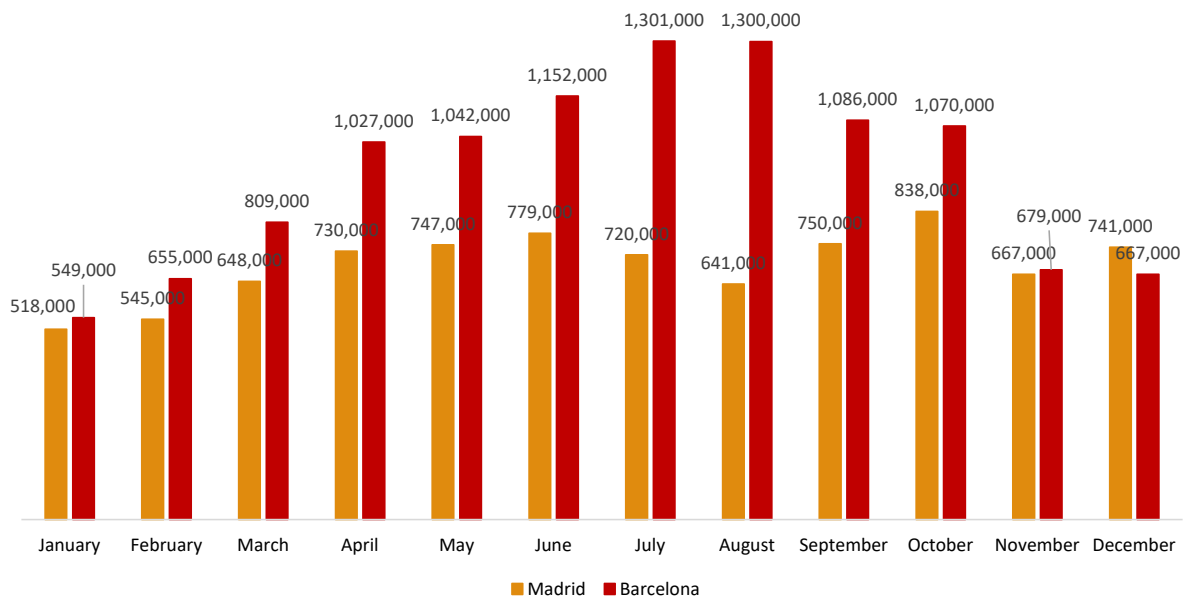


## Monthly results for Barcelona and Madrid

Comparing the 2019 monthly data for Barcelona and Madrid (the two most important cities, taking into account the number of overnight stays in the tourist accommodation type examined in this experimental statistic), a distinct seasonal behaviour is observed.

Thus, while Barcelona had a high season from April to October, reaching its maximum in July, Madrid exhibited more regular behaviour throughout the year, with the maximum number of overnight stays concentrated in the month of October.

## Monthly overnight stays in Madrid and Barcelona. Year 2019



## Results and project

This project is developed at the European level, at the initiative of Eurostat, which in 2018 initiated a series of contacts with the main digital platforms for tourist accommodation: Airbnb, Booking, Expedia Group and Tripadvisor. In March 2020, Eurostat and the four platforms signed a collaboration agreement, whereby Eurostat receives data on short-term and holiday accommodation directly from these digital platforms (all tourist accommodations, except for hotel establishments and campsites). Eurostat thus receives aggregated yet highly geographically detailed information from each platform for all of the European Union and the EFTA countries.

On the other hand, Eurostat signed bilateral agreements with the statistical offices of the Member States of the European Union for the exchange of data from digital platforms on short-term accommodations. The INE thus receives aggregate information from the four platforms, which has been processed by Eurostat to comply with a series of agreed upon confidentiality and secrecy criteria.

The data sent to the platforms relate to both supply (number of accommodations and capacity) and demand (accommodation occupied and overnight stays), on a wide range of accommodation types including tourist apartments, tourist lodges, rural houses,... as well as holiday homes, whose growth in the In recent years is linked to the collaborative economy and the rise of these platforms.

The results of this experimental statistic focus only on the variables of demand and occupancy. Eurostat has yet to develop a tool that allows accommodations advertised simultaneously on two or more platforms to be counted only once, meaning that no precise information is available on total accommodation capacity.

The objective of this experimental statistic is to have a detailed understanding of occupancy in the holiday and other short-stay accommodations (group 55.2 of the CNAE-2009) offered on these digital platforms.

All information is available in the 'Experimental statistics' section of the INE website. The technical project and the results of this operation can be accessed at:

[https://www.ine.es/experimental/ocupacion/experimental\\_ocupacion.htm](https://www.ine.es/experimental/ocupacion/experimental_ocupacion.htm)

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. Para más información, véase la sección de [Calidad en el INE y Código de Buenas Prácticas](#) en la página web del INE

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