

## Summer season tourism trends in 2011

### 35 million more nights spent in EU hotels in summer season 2011 compared with 2010

**In the 2011 summer season<sup>1</sup>, tourism recorded positive growth rates in most of the EU and EFTA countries, compared with the same period in 2010. This trend is confirmed both by the number of nights spent in hotels and similar establishments, and by the net occupancy rates of bed-places in these establishments.**

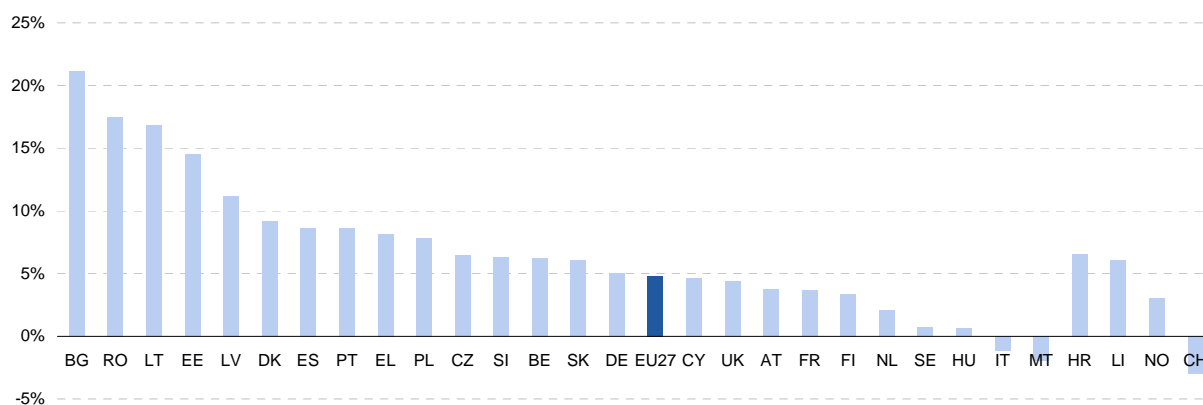
Comparing the monthly figures for the 2011 summer season with the previous year, nearly 35 million more nights (+4.8%) were spent in hotels and similar establishments in the European Union. The highest increases were observed in Bulgaria (+21.1%), Romania (+17.5%) and Lithuania (+16.8%), while Malta

and Italy reported a decline (-1.9% and -1.2% respectively).

71.0% of the nights in hotels and similar establishments in the EU-27 were spent in five countries: Spain (18.8%), Italy (17.8%), Germany (13.1%), France (11.4%) and the United Kingdom (9.7%).

The most popular destinations for non-residents (tourists travelling outside their country of residence) were Spain, Italy and Greece, together accounting for more than half of all nights spent by non-residents in the EU-27.

**Figure 1: Percentage change in number of nights spent in hotels and similar establishments, non-residents and residents, June-September 2011 compared with the same period in 2010.**



(<sup>1</sup>) Note: EU-27 estimate made for the purpose of this publication, not including IE and LU.

Source: Eurostat (online data code: [tour\\_occ\\_nim](#))

<sup>1</sup> Summer season comprises June to September

## Noticeable rise of 8.3% in non-residents nights in the EU while residents nights increased by 1.8%

In the European Union, the number of nights spent by non-residents in hotels and similar establishments strongly increased by 8.3% in summer 2011 compared with the same period of 2010. This tendency was observed in all Member States, except for Malta (-1.4%) and Sweden (-1.3%). In Malta and Cyprus, the share of non-residents was more than 90%, (96.9% and 91.2% respectively), while it was particularly low in Romania (14.7%).

In terms of nights spent by residents (tourists travelling inside their country of residence) in hotels and similar establishments, domestic tourism increased during the 2011 summer season in the European Union (+1.8%). This was also true in most Member States, with the exception of Malta (-15.1%), Cyprus (-14.6%), Greece (-9.3%), Italy (-4.8%), Hungary (-2.8%) and Slovenia (-1.3%).

**Table 1: Nights spent in hotels and similar establishments, non-residents and residents, June-September 2011 compared with the same period in 2010.**

('000)	June - September 2011				June - September 2010				2011/2010 change (in %)		
	Total	of which:		Non-residents as % of Total	Total	of which:		Non-residents as % of Total	Total	of which:	
		Non-residents	Residents			Non-residents	Residents			Non-residents	Residents
<b>EU-27<sup>(1)</sup></b>	757 134	367 750	389 384	48.6	722 256	339 619	382 637	47.0	4.8	8.3	1.8
<b>BE</b>	6 995	4 361	2 634	62.3	6 583	4 110	2 473	62.4	6.3	6.1	6.5
<b>BG</b>	12 989	10 256	2 734	79.0	10 724	8 427	2 296	78.6	21.1	21.7	19.1
<b>CZ</b>	11 579	7 395	4 183	63.9	10 877	6 783	4 094	62.4	6.5	9.0	2.2
<b>DK</b>	5 428	2 730	2 698	50.3	4 973	2 493	2 480	50.1	9.2	9.5	8.8
<b>DE</b>	99 133	21 143	77 990	21.3	94 410	20 389	74 021	21.6	5.0	3.7	5.4
<b>EE</b>	2 029	1 610	419	79.3	1 772	1 389	384	78.4	14.5	15.9	9.4
<b>IE</b>	:	:	:	:	:	:	:	:	:	:	:
<b>EL</b>	49 539	41 085	8 454	82.9	45 807	36 486	9 321	79.7	8.1	12.6	-9.3
<b>ES</b>	142 424	89 445	52 979	62.8	131 094	78 212	52 882	59.7	8.6	14.4	0.2
<b>FR</b>	86 428	32 112	54 316	37.2	83 396	31 176	52 220	37.4	3.6	3.0	4.0
<b>IT</b>	135 040	58 206	76 835	43.1	136 644	55 923	80 721	40.9	-1.2	4.1	-4.8
<b>CY</b>	7 925	7 226	700	91.2	7 575	6 756	819	89.2	4.6	7.0	-14.6
<b>LV</b>	1 306	994	312	76.1	1 174	883	291	75.2	11.2	12.6	7.1
<b>LT</b>	1 288	878	410	68.2	1 103	754	349	68.4	16.8	16.5	17.5
<b>LU</b>	:	:	:	:	483	453	30	93.8	:	:	:
<b>HU</b>	7 170	3 837	3 333	53.5	7 126	3 697	3 429	51.9	0.6	3.8	-2.8
<b>MT</b>	3 525	3 414	111	96.9	3 594	3 463	130	96.4	-1.9	-1.4	-15.1
<b>NL</b>	13 643	6 735	6 908	49.4	13 364	6 460	6 904	48.3	2.1	4.3	0.1
<b>AT</b>	32 762	23 226	9 536	70.9	31 578	22 201	9 378	70.3	3.7	4.6	1.7
<b>PL</b>	12 052	3 778	8 274	31.3	11 176	3 584	7 592	32.1	7.8	5.4	9.0
<b>PT</b>	19 583	12 701	6 883	64.9	18 029	11 297	6 732	62.7	8.6	12.4	2.2
<b>RO</b>	8 962	1 321	7 641	14.7	7 628	1 176	6 451	15.4	17.5	12.3	18.4
<b>SI</b>	2 781	1 952	829	70.2	2 615	1 775	839	67.9	6.3	9.9	-1.3
<b>SK</b>	2 909	1 410	1 499	48.5	2 743	1 299	1 444	47.3	6.0	8.6	3.7
<b>FI</b>	6 580	1 885	4 695	28.6	6 364	1 730	4 635	27.2	3.4	9.0	1.3
<b>SE</b>	11 942	3 250	8 692	27.2	11 857	3 294	8 563	27.8	0.7	-1.3	1.5
<b>UK</b>	73 122	26 802	46 320	36.7	70 052	25 863	44 189	36.9	4.4	3.6	4.8
<b>IS</b>	:	:	:	:	1 220	1 036	184	84.9	:	:	:
<b>LI</b>	45	43	3	93.9	43	41	1	96.5	6.1	3.3	84.0
<b>NO</b>	8 515	2 795	5 720	32.8	8 263	2 709	5 554	32.8	3.1	3.2	3.0
<b>CH</b>	14 630	8 319	6 311	56.9	15 082	8 769	6 313	58.1	-3.0	-5.1	0.0
<b>ME</b>	2 414	2 229	185	92.3	:	:	:	:	:	:	:
<b>HR</b>	14 993	13 838	1 155	92.3	14 071	12 953	1 118	92.1	6.6	6.8	3.3
<b>MK</b>	:	:	:	:	326	216	110	66.3	:	:	:

<sup>(1)</sup> EU-27 estimate made for the purpose of this publication, not including IE and LU.

Source: Eurostat (online data code: [tour\\_occ\\_nim](#))

## Net occupancy rate of bed places in EU-27 reached 60% in August 2011

Compared with the same months of the previous year, net occupancy rates of bed places in the European Union increased by 2.5 percentage points during the 2011 summer season. These rates ranged from 28.4% in Romania (June) to 91.7% in Cyprus (August).

In most of the countries August was the month with the highest occupancy rates. With 91.7%, 83.4% and 79.1%, respectively, Cyprus, Malta and Greece were the countries with the highest net occupancy rates during their peak summer month.

**Table 2: Net occupancy rates of bed places in hotels and similar establishments.**

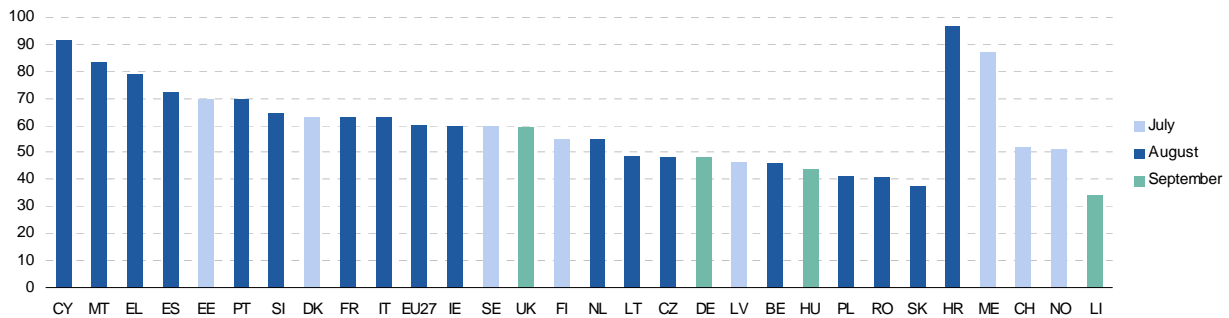
%	Summer season 2011					Summer season 2010					Change in percentage points				
	Jun	Jul	Aug	Sep	Entire season	Jun	Jul	Aug	Sep	Entire season	Jun	Jul	Aug	Sep	Entire season
<b>EU-27<sup>(1)</sup></b>	<b>49.4</b>	<b>57.3</b>	<b>60.0</b>	<b>51.5</b>	<b>54.7</b>	<b>46.3</b>	<b>54.8</b>	<b>58.3</b>	<b>48.6</b>	<b>52.2</b>	<b>3.0</b>	<b>2.5</b>	<b>1.8</b>	<b>2.9</b>	<b>2.5</b>
<b>BE</b>	43.8	45.5	46.1	43.1	<b>44.6</b>	38.6	43.7	46.0	42.2	<b>42.7</b>	5.2	1.8	0.1	0.9	<b>2.0</b>
<b>BG<sup>(2)</sup></b>	29.0	53.9	53.9	53.9	<b>45.7</b>	23.6	43.5	43.5	43.5	<b>37.2</b>	5.4	10.4	10.4	10.4	<b>8.5</b>
<b>CZ</b>	40.7	44.8	48.2	40.8	<b>43.7</b>	36.7	42.2	45.2	40.3	<b>41.2</b>	4.0	2.6	3.0	0.5	<b>2.5</b>
<b>DK</b>	48.0	63.0	54.0	44.0	<b>52.3</b>	46.0	61.0	54.0	42.0	<b>50.9</b>	2.0	2.0	0.0	2.0	<b>1.5</b>
<b>DE</b>	44.6	46.4	47.2	47.9	<b>46.5</b>	41.9	44.6	46.2	47.1	<b>45.0</b>	2.7	1.8	1.0	0.8	<b>1.6</b>
<b>EE</b>	52.0	70.0	59.0	43.0	<b>56.3</b>	45.0	62.0	53.0	38.0	<b>49.8</b>	7.0	8.0	6.0	5.0	<b>6.5</b>
<b>IE</b>	51.0	58.0	60.0	51.0	<b>55.0</b>	50.0	57.0	62.0	52.0	<b>55.3</b>	1.0	1.0	-2.0	-1.0	<b>-0.3</b>
<b>EL</b>	66.2	74.9	79.1	66.6	<b>72.1</b>	54.3	68.2	73.8	58.6	<b>64.1</b>	11.9	6.7	5.3	8.0	<b>8.0</b>
<b>ES</b>	58.9	67.3	72.3	61.7	<b>65.3</b>	54.8	60.1	66.9	53.7	<b>59.1</b>	4.1	7.2	5.4	8.0	<b>6.1</b>
<b>FR</b>	56.9	61.1	62.9	54.5	<b>58.9</b>	53.5	59.0	61.8	53.4	<b>57.0</b>	3.4	2.1	1.1	1.1	<b>1.9</b>
<b>IT</b>	42.2	57.9	62.7	46.0	<b>52.6</b>	42.7	57.8	63.0	43.5	<b>52.1</b>	-0.5	0.1	-0.3	2.5	<b>0.5</b>
<b>CY</b>	73.3	83.2	91.7	77.8	<b>81.6</b>	68.8	78.2	88.9	74.8	<b>77.8</b>	4.5	5.0	2.8	3.0	<b>3.8</b>
<b>LV</b>	35.1	46.8	43.8	30.2	<b>39.1</b>	33.9	46.0	45.7	33.8	<b>40.1</b>	1.2	0.8	-1.9	-3.6	<b>-1.0</b>
<b>LT</b>	41.3	47.5	48.9	37.5	<b>43.9</b>	35.1	41.0	41.9	32.4	<b>37.7</b>	6.2	6.5	7.0	5.1	<b>6.2</b>
<b>LU</b>	:	:	:	:	:	29.4	24.1	27.3	23.4	26.0	:	:	:	:	:
<b>HU</b>	33.2	40.7	42.8	43.7	<b>40.0</b>	42.7	41.4	46.1	35.3	<b>41.5</b>	-9.5	-0.7	-3.3	8.4	<b>-1.4</b>
<b>MT</b>	69.4	81.0	83.4	71.6	<b>76.5</b>	67.6	82.6	85.6	71.1	<b>77.0</b>	1.8	-1.6	-2.2	0.5	<b>-0.5</b>
<b>NL</b>	52.0	53.9	55.0	50.4	<b>52.9</b>	48.2	52.7	57.5	50.1	<b>52.2</b>	3.8	1.2	-2.5	0.3	<b>0.7</b>
<b>AT</b>	:	:	:	:	:	37.4	51.5	58.7	42.2	47.7	:	:	:	:	:
<b>PL</b>	38.6	39.5	41.3	39.1	<b>39.6</b>	36.6	38.9	40.2	38.1	<b>38.5</b>	2.0	0.6	1.1	1.0	<b>1.2</b>
<b>PT</b>	48.0	56.0	69.8	53.1	<b>56.8</b>	42.9	53.0	64.7	50.6	<b>53.0</b>	5.1	3.0	5.1	2.5	<b>3.8</b>
<b>RO</b>	28.4	32.0	40.7	29.5	<b>32.9</b>	29.6	29.6	35.7	29.5	<b>31.2</b>	-1.2	2.4	5.0	0.0	<b>1.7</b>
<b>SI</b>	47.2	56.7	64.3	47.8	<b>54.1</b>	43.4	55.0	62.4	45.0	<b>51.6</b>	3.8	1.7	1.9	2.8	<b>2.5</b>
<b>SK</b>	29.9	34.8	37.4	30.7	<b>33.3</b>	28.1	32.8	35.1	28.8	<b>31.3</b>	1.8	2.0	2.3	1.9	<b>2.0</b>
<b>FI</b>	41.8	55.0	45.7	39.1	<b>45.6</b>	40.3	55.2	44.0	38.4	<b>44.7</b>	1.5	-0.2	1.7	0.7	<b>1.0</b>
<b>SE</b>	41.8	59.6	47.7	39.8	<b>47.3</b>	38.5	59.6	48.2	38.3	<b>46.2</b>	3.3	0.0	-0.5	1.5	<b>1.1</b>
<b>UK</b>	59.0	59.0	59.0	55.0	<b>58.0</b>	53.0	59.0	59.0	55.0	<b>56.7</b>	6.0	0.0	0.0	0.0	<b>1.3</b>
<b>IS</b>	:	:	:	:	:	46.2	64.8	58.7	33.7	<b>52.2</b>	:	:	:	:	:
<b>LI</b>	34.2	30.8	33.7	27.5	<b>31.6</b>	24.6	30.1	38.2	31.1	<b>31.2</b>	9.6	0.7	-4.5	-3.6	<b>0.4</b>
<b>NO</b>	42.7	51.1	45.5	35.6	<b>43.9</b>	43.1	50.2	44.9	35.9	<b>43.7</b>	-0.4	0.9	0.6	-0.3	<b>0.2</b>
<b>CH</b>	46.0	52.0	48.2	44.0	<b>47.6</b>	45.0	54.1	51.7	45.8	<b>49.3</b>	1.0	-2.1	-3.5	-1.8	<b>-1.7</b>
<b>ME</b>	46.2	87.3	84.0	47.5	<b>66.0</b>	:	:	:	50.5	:	:	:	:	-3.0	:
<b>HR</b>	67.3	90.8	96.9	66.3	<b>80.7</b>	60.8	89.5	94.5	63.4	<b>77.5</b>	6.5	1.3	2.4	2.9	<b>3.2</b>

<sup>(1)</sup> EU-27: Figures estimated for the purpose of this publication, calculated using estimated average monthly capacities for each Member State; not including IE, LU and AT (due to incomplete data).

<sup>(2)</sup> BG: Figures based on quarterly data

Source: Eurostat (online data code: [tour\\_occ\\_ubnet](#))

**Figure 2: Net occupancy rates of bed places in hotels and similar establishments in the peak month, summer season 2011**



Note: BG, LU, AT and IS: Information on peak month not available

Source: Eurostat (online data code : [tour\\_occ\\_ubnet](#))

## Methodology

### CONCEPTS AND DEFINITIONS

#### Net occupancy rate

The net occupancy rate of bed places in one month is obtained by dividing total overnight stays by the product of the bed places on offer and the number of days when the bed places are actually available for use (net of seasonal closures and other temporary closures for decoration, by police order, etc.) for the same group of establishments, multiplying the quotient by 100 to express the result as a percentage.

#### Hotels and similar establishments

Hotels, apartment hotels, motels, roadside inns, beach hotels and other similar establishments which provide hotel services including more than bed-making and cleaning of the room and sanitary facilities. Similar establishments are other similar types of accommodation which is let per room and has a limited number of hotel-type services, including bed-making and cleaning of rooms and sanitary facilities, on a daily basis.

#### Country codes

EU-27: European Union	IE: Ireland	LT: Lithuania	PT: Portugal	IS: Iceland
BG: Bulgaria	EL: Greece	LU: Luxembourg	RO: Romania	LI: Liechtenstein
BE: Belgium	ES: Spain	HU: Hungary	SI: Slovenia	NO: Norway
CZ: Czech Republic	FR: France	MT: Malta	SK: Slovakia	CH: Switzerland
DK: Denmark	IT: Italy	NL: Netherlands	FI: Finland	ME: Montenegro
DE: Germany	CY: Cyprus	AT: Austria	SE: Sweden	HR: Croatia
EE: Estonia	LV: Latvia	PL: Poland	UK: United Kingdom	MK: FYR of Macedonia

#### Symbols

": " data unavailable or unreliable

## Further information

Eurostat Website: <http://ec.europa.eu/eurostat>

Data on Tourism statistics: <http://epp.eurostat.ec.europa.eu/portal/page/portal/tourism/data/database>

Further information about Tourism statistics: <http://epp.eurostat.ec.europa.eu/portal/page/portal/tourism/introduction>

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