

BARCELONA: SUMMER HOTEL OCCUPANCY IS DOWN 4%



The hotels in Barcelona had an 85% occupancy rate during July and August, which was 3.9% lower than during the previous summer. The average price per night reached a record high of 195 euros, about 10 euros more than the 184 euros charged last year. There were 45,000 fewer overnight stays this summer compared to last year.

Compared to the data from 2019, when the average price was 150 euros, the hotel occupancy decreased 5.4%, with 60,000 fewer overnight stays. **This contrasts with the 90.4% occupancy rate during the summer before the pandemic.**

Experts point out that the decrease in occupancy is related to the rise in prices. However, they mentioned that the summer data is not the same as the overall figures for 2024. In this context, they predicted that September would perform better than last year. They also noted that the America's Cup Sailing event, which will continue until the end of October, will increase the hotel occupancy rates along the seafront.

From January to August

The city's hotels recorded an occupancy of 82.1% from January to August, a 0.5% decrease from 2023 and a 1.7% decrease from 2019. The average price during this period was 190 euros, increasing from 173 euros in 2023 to 149 euros in 2019.

Experts highlight that tourists visiting Barcelona tend to be foreigners with high purchasing power. They often attend business, sports, cultural, and trade fair events. The rise in average prices has led to an increase in this type of visitor, while a different kind of tourist, who prefers lower prices and is less concerned about the specific location of their vacation, has seen a decrease.

The various events held at the Fira de Barcelona exhibition center, such as the Mobile World Congress (MWC) and the Integrated Systems Europe (ISE), will further attract this visitor profile and support the expansion of Barcelona-El Prat Airport.

Protests and Robberies

Regarding the protests in Barcelona against mass tourism, experts have pointed out that **these demonstrations could significantly impact tourist numbers in the future**, mainly because the international media has reported on some aggressive actions.

Additionally, the high rate of robberies in the city is also a concern and is not helping to attract tourists. However, this issue is not specific to Barcelona; it affects Spain overall.

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