HOTELS AT SPANISH DESTINATIONS REPORT STRONG GAINS THROUGH SEPTEMBER 2026



The average daily rate (ADR) and revenue per available room (RevPAR) in Spain have seen strong growth in the first 9 months of 2026. ADR has increased by 5.5% compared to 2025, to reach €177.7. RevPAR has seen even stronger growth of 6.4% year-on-year, reaching €137.2.

Occupancy at Spanish destinations has also increased slightly by 0.9% to 77.2%. This information comes from the latest Hotel Barometer, provided by STR and Cushman & Wakefield.

Experts point out that the sector is performing very well. If this trend continues, 2026 could well be a record year, as Spanish tourism continues to be a safe option.

Leading Spanish Destinations by Rate and Revenue

Marbella had the highest ADR in Spain of €408.3 (+5.9%) and highest RevPAR of €297.7 (+11%). The Balearic Islands followed with an ADR of €258.2 (+9.3%). Guipúzcoa had the highest price growth nationally, of 12.5%, to reach an ADR of €243.8. Guipúzcoa also had the highest RevPAR growth of 13.9% to reach €186.1.

Barcelona saw ADR of €195 (+1.9%) and RevPAR of €159.2 (+4.4%). Madrid had strong growth, with an increase in average daily rate of 4.5% to reach €180.8. RevPAR increased by 7% to reach €139.2. On the other hand, Zaragoza had the lowest average daily rate of €85, followed by Córdoba at €105.5.

Occupancy Leaders and Soft Spots

Alicante had the highest occupancy rate of 86.7% (+4%). Málaga followed closely behind at 84.5%, and Valencia at 83.6% (+2.9%). Barcelona saw an occupancy rate of 81.6% (+2.5%) and Madrid had 77% (+2%). Marbella had the highest increase in occupancy of any destination, increasing by 4.8%.

Only three Spanish destinations saw a decrease in occupancy in the first 3 quarters of 2026. The Canary Islands saw a decrease in occupancy of -0.9% due to an increase in airfares. Córdoba followed with a decrease of -0.8%, and Vizcaya had a decrease of -0.2%.

Investment Outlook for Spanish Hotel Sector Remains Positive

With prices continuing to increase, **Spain is becoming increasingly attractive for both local and international investors.** This price growth means the market is becoming increasingly attractive. The market is continuing to increase with improvements to properties and new international brands entering.

Overall, the Spanish hotel sector appears to be in good health. With high performance coming from premium destinations and several urban areas, 2026 is shaping up to be a strong year.

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