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Spain’s hotel prices accelerated to 7.4% annual growth in October

Overnight stays reached 34.7 million after a 1.6% rise, helping lift revenue per available room to 93.9 euros

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Spain’s hotel sector posted another month of modest growth in guest stays and faster price increases, as hotels recorded more than 34.7 million overnight stays in October while raising rates well above the pace of demand growth.

On Monday, November 23, Spain’s National Statistics Institute, known as the INE, said overnight stays at hotels rose 1.6% in October from the same month a year earlier, according to provisional data in its monthly hotel tourism survey. The gain was slightly weaker than the 1.7% annual increase reported for September.

At the same time, the hotel price index climbed 7.4% in October from a year earlier. That marked an acceleration from the 6.7% increase recorded in September, a rise of 0.7 percentage points in the pace of price growth.

The figures point to a continued gap between physical demand and pricing. Hotel stays kept growing, but only modestly, while room prices rose much faster. That pattern helped lift revenue across the sector.

The INE said the average revenue per occupied room reached 130.4 euros in October, up 7.9% from a year earlier. Revenue per available room, a broader measure that reflects both prices and occupancy, rose 9.0% to 93.9 euros. In October 2025, that figure stood at 86.1 euros, meaning hotels earned 7.8 euros more per available room than a year before.

From January through October, overnight stays increased 1.5% compared with the same period in 2025, the agency said. That shows the market has continued to expand in 2026, though at a measured pace.

The October data cover Spain’s hotel market as a whole and were published as part of the INE’s hotel tourism report for the month. The release tracks overnight stays as a measure of actual demand and includes hotel prices and room revenue in current euros.

The latest numbers suggest that revenue gains in Spain’s hotel industry are being supported mainly by higher rates rather than by a strong jump in guest volumes. With overnight stays increasing only slightly and prices accelerating, the sector’s income improved even as demand growth softened from September.