

## Summer season tourism trends in 2010

**In the 2010 summer season, tourism recorded positive growth rates in most of the EU and EFTA countries, compared with the same period in 2009. 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 2010 summer season with the previous year, 21 million more nights (+3.0%) were spent in hotels and similar establishments in the European Union. The highest increases were observed in Latvia (+17.6%), Estonia (+14.9%) and Lithuania (+14.7%), while Romania, the

United Kingdom and Greece reported a decline (-11.9%, -5.5% and -1.6% respectively).

70% of the nights in hotels and similar establishments in the EU-27 were spent in five countries: Italy (18.3%), Spain (18.1%), Germany (12.9%), France (11.4%) and the United Kingdom (9.6%).

The most popular destinations for foreign tourists were Spain, Italy and Greece, together accounting for nearly 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 2010 compared with the same period in 2009.**



(<sup>1</sup>) 2010 data not available for IE and LU. 2009 data have been used instead to estimate EU-27 aggregate for 2010.

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

## Nights spent by residents and non-residents

In all Member States, except the United Kingdom, the number of nights spent by non-residents (foreign visitors) increased in 2010.

In Malta and Cyprus, the share of non-residents was more than 80%, (96.4% and 89.7% respectively), while it was particularly low in Romania (15.4%).

In terms of nights spent by residents (people travelling inside their own country) in hotels and similar establishments, domestic tourism increased during the 2010 summer season in most Member States, with the exception of Romania (-14.8%), Greece (-12.3%), Cyprus (-10.7%), the United Kingdom (-8.1%), Slovenia (-6.7%), Malta (-6.2%) and Italy (-2.9%).

**Table 1: Nights spent in hotels and similar establishments, non-residents and residents, June-September 2010 compared with the same period in 2009.**

('000)	June - September 2009				June - September 2010				2010/2009 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>	708 750	325 581	383 169	45.9%	730 045	346 547	383 498	47.5%	3.0%	6.4%	0.1%
<b>BE</b>	6 054	3 822	2 232	63.1%	6 570	4 106	2 463	62.5%	8.5%	7.5%	10.3%
<b>BG</b>	9 641	7 458	2 183	77.4%	10 724	8 427	2 296	78.6%	11.2%	13.0%	5.2%
<b>CZ</b>	10 419	6 368	4 050	61.1%	10 879	6 781	4 098	62.3%	4.4%	6.5%	1.2%
<b>DK</b>	4 426	2 124	2 302	48.0%	4 973	2 493	2 480	50.1%	12.4%	17.4%	7.7%
<b>DE</b>	88 477	17 685	70 793	20.0%	94 410	20 389	74 021	21.6%	6.7%	15.3%	4.6%
<b>EE</b>	1 541	1 187	354	77.0%	1 770	1 388	382	78.4%	14.9%	16.9%	8.1%
<b>IE<sup>(2)</sup></b>	10 989	7 373	3 616	67.1%	:	:	:	:	:	:	:
<b>EL</b>	44 673	34 453	10 220	77.1%	43 967	35 003	8 964	79.6%	-1.6%	1.6%	-12.3%
<b>ES</b>	122 747	71 038	51 709	57.9%	131 843	78 961	52 882	59.9%	7.4%	11.2%	2.3%
<b>FR</b>	80 890	29 945	50 945	37.0%	83 396	31 176	52 220	37.4%	3.1%	4.1%	2.5%
<b>IT</b>	133 558	53 006	80 551	39.7%	133 852	55 641	78 211	41.6%	0.2%	5.0%	-2.9%
<b>CY</b>	7 123	6 270	853	88.0%	7 367	6 606	762	89.7%	3.4%	5.4%	-10.7%
<b>LV</b>	999	762	237	76.3%	1 174	883	291	75.2%	17.6%	15.9%	23.0%
<b>LT</b>	963	665	298	69.1%	1 104	755	350	68.3%	14.7%	13.5%	17.4%
<b>LU</b>	483	457	27	94.5%	:	:	:	:	:	:	:
<b>HU</b>	6 900	3 515	3 385	50.9%	7 126	3 697	3 429	51.9%	3.3%	5.2%	1.3%
<b>MT</b>	3 181	3 042	139	95.6%	3 594	3 463	131	96.4%	13.0%	13.8%	-6.2%
<b>NL</b>	12 337	5 707	6 630	46.3%	13 616	6 569	7 046	48.2%	10.4%	15.1%	6.3%
<b>AT</b>	30 739	21 729	9 010	70.7%	31 578	22 201	9 378	70.3%	2.7%	2.2%	4.1%
<b>PL</b>	10 039	3 335	6 704	33.2%	11 176	3 584	7 592	32.1%	11.3%	7.5%	13.2%
<b>PT</b>	17 378	10 888	6 490	62.7%	18 168	11 436	6 732	62.9%	4.5%	5.0%	3.7%
<b>RO</b>	8 658	1 085	7 573	12.5%	7 628	1 176	6 451	15.4%	-11.9%	8.4%	-14.8%
<b>SI</b>	2 614	1 715	899	65.6%	2 615	1 775	839	67.9%	0.0%	3.5%	-6.7%
<b>SK</b>	2 550	1 209	1 341	47.4%	2 743	1 299	1 444	47.3%	7.6%	7.4%	7.7%
<b>FI</b>	6 086	1 651	4 435	27.1%	6 365	1 730	4 635	27.2%	4.6%	4.8%	4.5%
<b>SE</b>	11 171	3 054	8 117	27.3%	11 883	3 313	8 570	27.9%	6.4%	8.5%	5.6%
<b>UK</b>	74 113	26 038	48 075	35.1%	70 052	25 863	44 189	36.9%	-5.5%	-0.7%	-8.1%
<b>IS</b>	1 180	1 000	180	84.7%	:	:	:	:	:	:	:
<b>LI</b>	46	44	2	96.3%	43	41	1	96.5%	-7.4%	-7.2%	-13.1%
<b>NO</b>	7 821	2 453	5 368	31.4%	8 263	2 709	5 554	32.8%	5.7%	10.4%	3.5%
<b>CH</b>	14 677	8 450	6 227	57.6%	15 069	8 764	6 305	58.2%	2.7%	3.7%	1.3%
<b>HR</b>	13 336	12 166	1 170	91.2%	14 071	12 953	1 118	92.1%	5.5%	6.5%	-4.5%
<b>MK</b>	341	220	121	64.4%	:	:	:	:	:	:	:

<sup>(1)</sup> EU-27: 2010 IE and LU data not available. 2009 data have been used instead to estimate EU-27 aggregate for 2010.

<sup>(2)</sup> IE: Data come from the demand side survey and might therefore not be comparable.

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

## Net occupancy rates of bed places

Compared with the same months of the previous year, net occupancy rates of bed places in the European Union increased by 1.4% during the 2010 summer season. These rates ranged from 28.1% in Slovakia (June) to 85.7% in Malta (August).

In most of the countries August was the month with the highest occupancy rates. With 94.5%, 85.7% and 83.9% respectively, Croatia, Malta and Cyprus 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.**

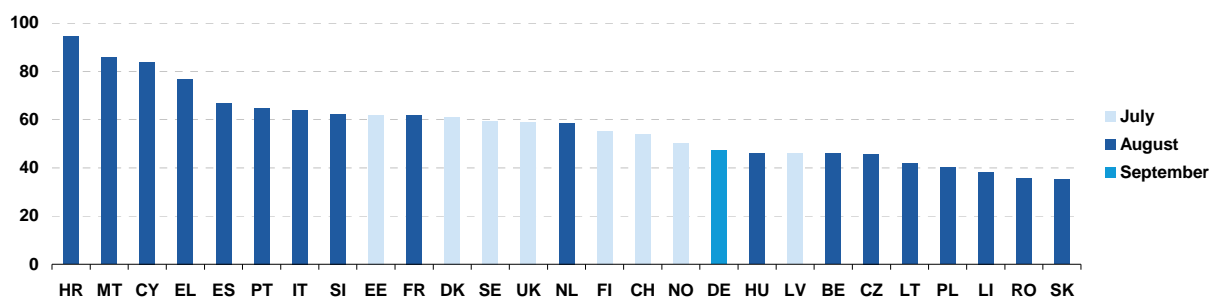
%	Summer season 2009					Summer season 2010					Change in percentage points				
	Jun	Jul	Aug	Sep	Entire season	Jun	Jul	Aug	Sep	Entire season	Jun	Jul	Aug	Sep	Entire season
<b>EU-27<sup>(1)</sup></b>	<b>45.1</b>	<b>53.4</b>	<b>57.6</b>	<b>47.4</b>	<b>51.1</b>	<b>46.6</b>	<b>55.1</b>	<b>58.5</b>	<b>48.9</b>	<b>52.5</b>	<b>1.5</b>	<b>1.7</b>	<b>0.9</b>	<b>1.4</b>	<b>1.4</b>
<b>BE</b>	35.8	41.1	44.1	39.5	<b>40.2</b>	38.8	43.5	46.0	41.9	<b>42.6</b>	2.9	2.3	1.8	2.3	<b>2.3</b>
<b>BG<sup>(2)</sup></b>	23.4	39.7	39.7	39.7	<b>34.6</b>	23.6	43.5	43.5	43.5	<b>37.2</b>	0.2	3.8	3.8	3.8	<b>2.6</b>
<b>CZ</b>	34.2	39.7	43.3	36.3	<b>38.5</b>	36.7	42.4	45.7	40.7	<b>41.5</b>	2.5	2.7	2.4	4.4	<b>3.0</b>
<b>DK</b>	45.0	58.0	51.0	42.0	<b>49.1</b>	46.0	61.0	54.0	42.0	<b>50.9</b>	1.0	3.0	3.0	0.0	<b>1.8</b>
<b>DE</b>	39.4	42.9	44.3	44.6	<b>42.8</b>	41.9	44.6	46.2	47.1	<b>45.0</b>	2.5	1.7	1.9	2.5	<b>2.1</b>
<b>EE</b>	40.0	56.0	46.0	31.0	<b>43.4</b>	45.0	62.0	53.0	38.0	<b>49.8</b>	5.0	6.0	7.0	7.0	<b>6.4</b>
<b>IE</b>	47.0	55.0	61.0	45.0	<b>51.9</b>	:	:	:	:	:	:	:	:	:	:
<b>EL</b>	58.3	69.5	75.0	61.2	<b>66.4</b>	56.9	71.3	76.8	63.3	<b>67.5</b>	-1.4	1.8	1.8	2.1	<b>1.1</b>
<b>ES</b>	53.1	61.7	67.6	55.5	<b>59.7</b>	54.8	60.1	66.9	53.7	<b>59.1</b>	1.7	-1.6	-0.7	-1.8	<b>-0.5</b>
<b>FR</b>	50.3	56.9	61.4	51.4	<b>55.1</b>	53.5	59.0	61.8	53.4	<b>57.0</b>	3.2	2.1	0.4	2.0	<b>1.9</b>
<b>IT</b>	43.6	55.7	63.6	43.6	<b>52.0</b>	43.5	59.0	64.0	44.1	<b>53.1</b>	-0.1	3.3	0.4	0.5	<b>1.1</b>
<b>CY</b>	65.5	74.7	82.1	69.4	<b>73.0</b>	65.4	74.1	83.9	69.8	<b>73.4</b>	-0.1	-0.6	1.8	0.4	<b>0.3</b>
<b>LV</b>	26.2	36.2	34.3	26.4	<b>30.8</b>	33.9	46.0	45.7	33.8	<b>40.1</b>	7.7	9.8	11.4	7.4	<b>9.3</b>
<b>LT</b>	34.0	37.2	37.8	28.0	<b>34.3</b>	35.3	40.9	41.8	32.4	<b>37.7</b>	1.3	3.7	4.0	4.4	<b>3.4</b>
<b>LU</b>	26.7	29.6	28.7	27.4	<b>28.1</b>	:	:	:	:	:	:	:	:	:	:
<b>HU</b>	30.9	39.7	43.9	32.0	<b>36.9</b>	42.7	41.4	46.1	35.3	<b>41.5</b>	11.8	1.7	2.2	3.3	<b>4.6</b>
<b>MT</b>	57.9	72.6	77.9	64.4	<b>68.4</b>	67.9	83.1	85.7	71.2	<b>77.2</b>	10.0	10.5	7.8	6.8	<b>8.8</b>
<b>NL</b>	46.3	51.5	54.3	47.1	<b>49.8</b>	49.4	54.1	58.6	50.7	<b>53.2</b>	3.1	2.6	4.3	3.6	<b>3.4</b>
<b>AT</b>	37.2	49.7	57.3	41.1	<b>46.5</b>	31.4	:	:	:	:	-5.8	:	:	:	:
<b>PL</b>	36.8	38.6	40.4	37.5	<b>38.4</b>	36.6	38.9	40.2	38.1	<b>38.5</b>	-0.2	0.3	-0.2	0.6	<b>0.1</b>
<b>PT</b>	44.3	49.5	62.6	48.2	<b>51.3</b>	42.9	53.0	64.7	50.6	<b>53.0</b>	-1.4	3.5	2.1	2.4	<b>1.8</b>
<b>RO</b>	31.6	38.9	43.4	31.4	<b>36.7</b>	29.6	29.6	35.7	29.5	<b>31.2</b>	-2.0	-9.3	-7.7	-1.9	<b>-5.5</b>
<b>SI</b>	44.5	54.6	61.3	44.7	<b>51.4</b>	43.4	55.0	62.4	45.0	<b>51.6</b>	-1.1	0.4	1.1	0.3	<b>0.2</b>
<b>SK</b>	27.5	30.7	33.2	28.0	<b>29.9</b>	28.1	32.8	35.1	28.8	<b>31.3</b>	0.6	2.1	1.9	0.8	<b>1.3</b>
<b>FI</b>	41.4	51.0	41.5	36.2	<b>42.7</b>	40.3	55.2	44.0	38.4	<b>44.7</b>	-1.1	4.2	2.5	2.2	<b>2.0</b>
<b>SE</b>	38.7	58.1	43.9	35.3	<b>44.0</b>	38.5	59.5	48.1	38.3	<b>46.2</b>	-0.2	1.4	4.2	3.0	<b>2.1</b>
<b>UK</b>	49.0	55.0	58.0	51.0	<b>53.4</b>	53.0	59.0	59.0	55.0	<b>56.7</b>	4.0	4.0	1.0	4.0	<b>3.3</b>
<b>IS</b>	49.0	70.3	67.0	37.6	<b>57.3</b>	:	:	:	:	:	:	:	:	:	:
<b>LI</b>	28.0	31.2	36.8	30.4	<b>31.6</b>	24.6	30.1	38.2	31.1	<b>31.2</b>	-3.4	-1.1	1.4	0.7	<b>-0.4</b>
<b>NO</b>	41.7	51.1	43.3	35.1	<b>42.9</b>	43.1	50.2	44.9	35.9	<b>43.7</b>	1.4	-0.9	1.6	0.8	<b>0.7</b>
<b>CH</b>	42.7	52.2	52.9	45.8	<b>48.6</b>	45.0	54.1	51.7	45.8	<b>49.3</b>	2.3	1.9	-1.2	0.0	<b>0.7</b>
<b>HR</b>	62.7	82.3	90.4	60.9	<b>74.5</b>	60.8	89.5	94.5	63.4	<b>77.5</b>	-1.9	7.2	4.1	2.5	<b>3.0</b>

<sup>(1)</sup> EU-27: estimated figures, 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 2010.**



Note: BG, IE, 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	HR: Croatia
DE: Germany	CY: Cyprus	AT: Austria	SE: Sweden	MK: The former Yugoslav Republic of Macedonia
EE: Estonia	LV: Latvia	PL: Poland	UK: United Kingdom	

#### 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>

#### Journalists can contact the media support service:

Bech Building, Office A4/125, L-2920 Luxembourg

Tel.: (352) 4301 33408

Fax: (352) 4301 35349

E-mail: [eurostat-mediasupport@ec.europa.eu](mailto:eurostat-mediasupport@ec.europa.eu)

#### European Statistical Data Support:

With the members of the 'European statistical system', Eurostat has set up a network of support centres in nearly every Member State and in some EFTA countries.

Their role is to provide help and guidance to Internet users of European statistics.

Contact details for this support network can be found on the Eurostat website at:

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

All Eurostat publications can be ordered via the 'EU Bookshop':

<http://bookshop.europa.eu/>.

Manuscript completed on: 11.04.2011

Data extracted on: 22.02.2011

ISSN 1977-0316

Catalogue number: KS-SF-11-019-EN-N

© European Union, 2011