

## Winter season tourism trends 2010-2011

**In the 2010-11 winter season, tourism recorded positive growth rates in most of the EU and EFTA countries, compared with the same period in 2009-2010. 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.**

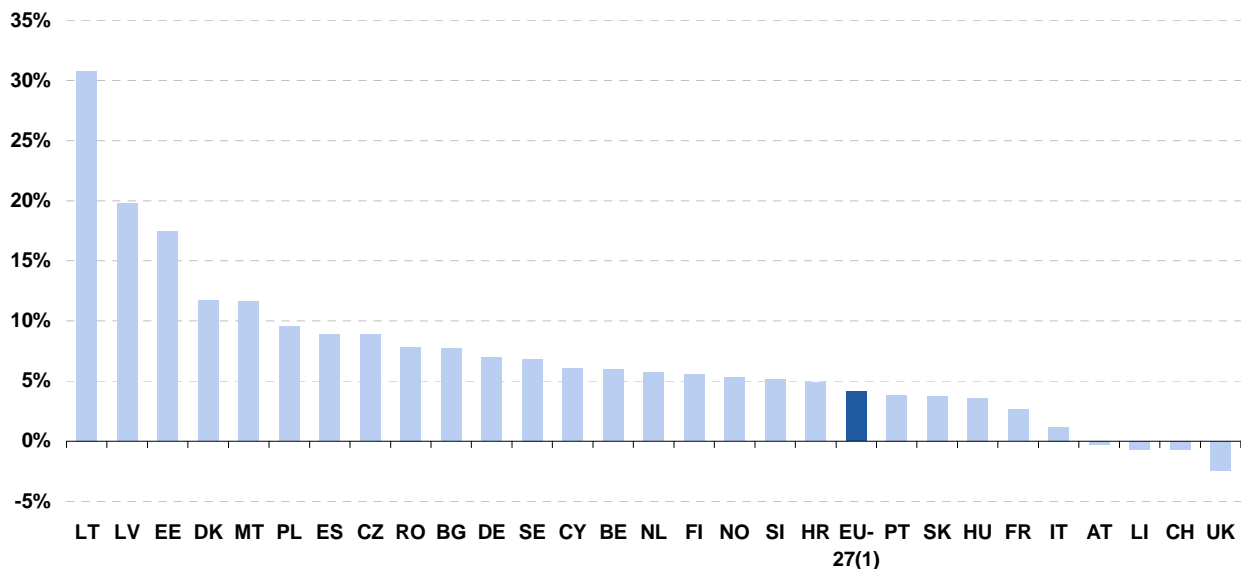
Comparing the monthly figures for the 2010-2011 winter season with the previous year, 22 million more nights (+4.2 %) were spent in hotels and similar establishments in the European Union. The highest increase was observed in Lithuania (+30.8 %), followed by Latvia (+19.8 %) and

Estonia (+17.5 %), while a decline was reported by the United Kingdom (-2.5 %) and Austria (-0.3 %).

Almost three-quarters of the total nights in hotels and similar establishments in the EU-27 were spent in five countries: Germany, Spain (both 16.8 %), France (14.2 %), Italy (14.1 %) and the United Kingdom (11.4 %).

The most popular destinations for foreign tourists during the winter season 2010-2011 were Spain, Italy and Austria, together accounting for half of all nights spent by non-residents in the EU-27.

**Figure 1: Change in number of nights spent in hotels and similar establishments, non-residents and residents, November 2010 - April 2011 compared with November 2009 - April 2010 (%)**



(<sup>1</sup>) EU-27 aggregate not including Ireland, Greece and Luxembourg, due to incomplete data.  
 Source: Eurostat (online data code: [tour\\_occ\\_nim](#))

## Nights spent by residents and non-residents

In all Member States, except Austria, the number of nights spent by non-residents (foreign visitors) increased in the winter season 2010-2011.

The highest share of non-residents was recorded in Malta and Cyprus (93.7 % and 89.5 % respectively), while it was particularly low in Sweden (19.4 %), Romania (20.0 %) and Germany (21.6 %).

In terms of nights spent by residents (people travelling inside their own country) in hotels and similar establishments, domestic tourism increased during the 2010-2011 winter season in most Member States, with the exception of the United Kingdom (-6.6 %), Cyprus (-6.2 %), Portugal (-4.2 %), Italy (-2.8%) and Malta (-0.3 %).

**Table 1: Nights spent in hotels and similar establishments, non residents and residents, November 2010 - April 2011 compared with November 2009 - April 2010**

	Winter season 2010-2011				Winter season 2009-2010				2010-11 / 2009-10 change		
	Total (1 000)	of which:			Total (1 000)	of which:			Total (%)	of which:	
		Non-residents (1 000)	Residents (1 000)	Non-residents (% of total)		Non-residents (1 000)	Residents (1 000)	Non-residents (% of total)		Non-residents (%)	Residents (%)
<b>EU-27<sup>(1)</sup></b>	562 340	239 025	323 315	42.5	539 918	222 061	317 857	41.1	4.2	7.6	1.7
<b>BE</b>	7 542	4 841	2 701	64.2	7 118	4 603	2 515	64.7	6.0	5.2	7.4
<b>BG</b>	2 974	1 294	1 681	43.5	2 762	1 169	1 593	42.3	7.7	10.7	5.5
<b>CZ</b>	11 460	7 405	4 055	64.6	10 527	6 716	3 811	63.8	8.9	10.3	6.4
<b>DK</b>	4 309	1 734	2 575	40.2	3 858	1 458	2 400	37.8	11.7	19.0	7.3
<b>DE</b>	94 237	20 310	73 927	21.6	88 111	18 746	69 365	21.3	7.0	8.3	6.6
<b>EE</b>	1 714	1 208	506	70.5	1 459	1 014	445	69.5	17.5	19.2	13.6
<b>IE</b>	:	:	:	:	:	:	:	:	:	:	:
<b>EL</b>	:	:	:	:	8 566	2 945	5 621	34.4	:	:	:
<b>ES</b>	94 193	52 389	41 804	55.6	86 503	44 812	41 691	51.8	8.9	16.9	0.3
<b>FR</b>	79 885	23 339	56 547	29.2	77 834	22 738	55 097	29.2	2.6	2.6	2.6
<b>IT</b>	79 493	36 976	42 517	46.5	78 546	34 792	43 754	44.3	1.2	6.3	-2.8
<b>CY</b>	3 130	2 802	329	89.5	2 951	2 601	350	88.1	6.1	7.7	-6.2
<b>LV</b>	990	686	304	69.3	827	565	262	68.3	19.8	21.5	16.1
<b>LT</b>	1 004	589	415	58.7	768	440	328	57.3	30.8	33.9	26.6
<b>LU</b>	:	:	:	:	558	517	41	92.7	:	:	:
<b>HU</b>	6 069	3 093	2 976	51.0	5 859	3 071	2 788	52.4	3.6	0.7	6.7
<b>MT</b>	2 648	2 481	168	93.7	2 373	2 205	168	92.9	11.6	12.5	-0.3
<b>NL</b>	14 577	6 913	7 664	47.4	13 789	6 555	7 234	47.5	5.7	5.5	5.9
<b>AT</b>	40 168	30 002	10 167	74.7	40 289	30 174	10 115	74.9	-0.3	-0.6	0.5
<b>PL</b>	11 611	2 953	8 658	25.4	10 601	2 809	7 793	26.5	9.5	5.2	11.1
<b>PT</b>	13 338	8 427	4 911	63.2	12 843	7 715	5 128	60.1	3.9	9.2	-4.2
<b>RO</b>	5 265	1 055	4 210	20.0	4 881	958	3 923	19.6	7.9	10.1	7.3
<b>SI</b>	2 402	1 389	1 013	57.8	2 284	1 321	963	57.8	5.1	5.1	5.2
<b>SK</b>	2 842	1 256	1 587	44.2	2 738	1 237	1 502	45.2	3.8	1.5	5.7
<b>FI</b>	7 255	2 153	5 102	29.7	6 875	1 954	4 921	28.4	5.5	10.2	3.7
<b>SE</b>	11 303	2 189	9 114	19.4	10 577	2 094	8 482	19.8	6.9	4.5	7.4
<b>UK</b>	63 929	23 542	40 387	36.8	65 545	22 318	43 227	34.1	-2.5	5.5	-6.6
<b>IS</b>	:	:	:	:	523	373	150	71.4	:	:	:
<b>LI</b>	55	54	1	97.6	55	54	1	98.0	-0.7	-1.1	19.7
<b>NO</b>	7 682	1 527	6 155	19.9	7 296	1 511	5 785	20.7	5.3	1.0	6.4
<b>CH</b>	15 819	8 751	7 068	55.3	15 932	8 948	6 985	56.2	-0.7	-2.2	1.2
<b>HR</b>	2 549	1 788	762	70.1	2 431	1 636	795	67.3	4.9	9.3	-4.2

<sup>(1)</sup> EU-27 aggregate not including Ireland, Greece and Luxembourg, due to incomplete data.

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

## Net occupancy rates of bed places highest in Austria

Compared with the same months of the previous year, net occupancy rates of bed places in the European Union increased by 0.7 percentage points during the 2010-2011 winter season. These rates ranged from 13.2 % in Cyprus (January) to 59.7 % in Austria (February).

In most of the countries April (Easter) was the month with the highest occupancy rates. Austria, Malta, Spain and the Netherlands reached net occupancy rates of bed places of more than 50 % in the peak month, while in Romania, Latvia, Slovakia and Lithuania the corresponding rates were less than 30 %.

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

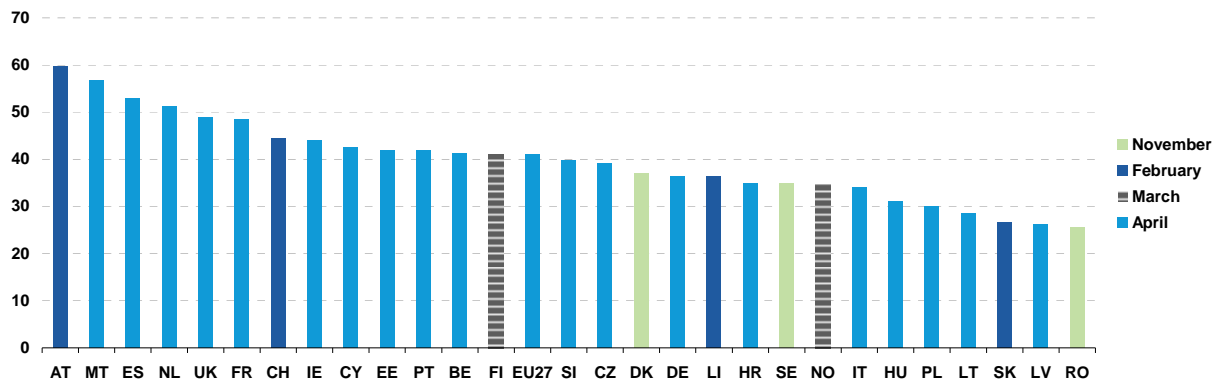
	Winter season 2010-2011 (%)							Winter season 2009-2010 (%)							2010-2011 - 2009-2010 change (percentage points)						
	Nov	Dec	Jan	Feb	Mar	Apr	Entire season	Nov	Dec	Jan	Feb	Mar	Apr	Entire season	Nov	Dec	Jan	Feb	Mar	Apr	Entire season
<b>EU-27<sup>(1)</sup></b>	31.0	29.0	31.2	35.6	37.2	41.0	34.2	31.5	31.4	29.2	34.9	35.3	37.8	33.5	-0.5	-2.3	2.0	0.6	1.9	3.1	0.7
<b>BE</b>	35.5	34.3	26.8	32.0	35.2	41.2	34.3	33.6	34.2	25.7	31.6	31.5	38.5	32.6	1.9	0.1	1.1	0.4	3.7	2.7	1.7
<b>BG<sup>(2)</sup></b>	:	15.2	:	:	17.0	:	:	:	14.5	:	:	15.7	:	:	:	0.7	:	:	1.3	:	:
<b>CZ</b>	29.7	26.3	24.9	28.6	29.8	39.1	29.6	26.7	26.1	25.1	28.4	30.1	32.7	28.2	3.0	0.2	-0.2	0.2	-0.3	6.4	1.4
<b>DK</b>	37.0	28.0	23.0	28.0	31.0	35.0	30.3	33.0	28.0	23.0	26.0	30.0	32.0	28.7	4.0	0.0	0.0	2.0	1.0	3.0	1.6
<b>DE</b>	32.6	29.6	26.3	30.3	32.2	36.4	31.3	30.1	29.1	24.4	29.5	30.4	34.3	29.7	2.5	0.5	1.9	0.8	1.8	2.1	1.6
<b>EE</b>	35.0	35.0	33.0	32.0	33.0	42.0	35.0	28.0	29.0	27.0	28.0	29.0	37.0	29.7	7.0	6.0	6.0	4.0	4.0	5.0	5.4
<b>IE</b>	32.0	32.0	26.0	36.0	34.0	44.0	:	32.0	33.0	26.0	34.0	38.0	40.0	:	0.0	-1.0	0.0	2.0	-4.0	4.0	:
<b>EL</b>	25.4	26.4	:	:	:	:	:	26.6	27.5	24.6	27.3	27.4	27.8	27.0	-1.2	-1.1	:	:	:	:	:
<b>ES</b>	26.4	22.6	36.3	43.5	46.3	53.0	36.4	40.1	36.4	34.4	41.1	44.2	48.0	41.1	-13.7	-13.8	1.9	2.4	2.2	5.0	-4.7
<b>FR</b>	38.2	39.2	36.1	39.8	42.6	48.5	40.9	36.6	39.8	34.5	39.8	41.8	45.9	39.9	1.6	-0.5	1.6	0.0	0.8	2.6	1.0
<b>IT</b>	25.1	24.6	28.7	29.8	32.4	34.1	29.3	23.7	25.1	26.1	30.0	30.1	31.5	28.0	1.4	-0.5	2.6	-0.2	2.3	2.6	1.4
<b>CY</b>	41.8	28.2	13.2	18.9	24.1	42.5	26.7	39.6	26.3	29.1	36.6	40.1	40.8	36.0	2.2	1.9	-15.9	-17.7	-16.0	1.7	-9.3
<b>LV</b>	19.1	18.5	20.5	19.0	19.8	26.3	20.5	16.5	17.9	17.3	17.9	18.2	20.6	18.1	2.6	0.6	3.2	1.1	1.6	5.7	2.5
<b>LT</b>	25.1	21.9	22.6	22.3	26.3	28.6	24.5	18.8	18.3	16.4	17.3	20.2	20.7	18.6	6.3	3.6	6.2	5.0	6.1	7.9	5.8
<b>LU</b>	:	:	:	:	:	:	:	23.9	19.3	16.6	20.1	21.8	24.1	20.9	:	:	:	:	:	:	:
<b>HU</b>	28.3	23.2	20.3	23.2	26.9	31.0	25.5	24.8	22.2	20.3	23.2	26.9	31.0	24.8	3.5	1.0	0.0	0.0	0.0	0.0	0.7
<b>MT</b>	40.6	30.7	32.8	43.4	47.9	56.7	42.2	38.0	30.0	31.6	39.3	42.8	50.6	38.9	2.6	0.7	1.2	4.1	5.1	6.1	3.3
<b>NL</b>	40.5	35.1	31.2	35.5	39.0	51.2	38.8	39.3	34.1	29.9	35.4	37.4	48.5	37.5	1.2	1.0	1.3	0.1	1.6	2.7	1.3
<b>AT</b>	22.9	40.1	54.3	59.7	49.6	30.1	43.4	22.9	40.1	52.6	62.8	48.8	29.8	43.6	0.0	0.0	1.7	-3.1	0.8	0.3	-0.2
<b>PL</b>	28.4	24.0	24.8	28.4	28.9	30.0	27.4	27.1	24.3	23.8	28.1	27.3	27.8	26.4	1.3	-0.4	1.0	0.3	1.6	2.2	1.0
<b>PT</b>	25.9	22.4	20.5	26.0	31.7	41.8	28.2	26.9	22.7	21.5	27.2	30.6	36.5	27.7	-1.0	-0.3	-1.0	-1.2	1.1	5.3	0.5
<b>RO</b>	25.7	19.0	19.0	19.5	19.9	20.9	20.8	25.8	18.3	15.5	17.5	18.4	20.9	19.5	-0.1	0.7	3.5	2.0	1.5	0.0	1.2
<b>SI</b>	30.0	29.6	36.5	38.2	34.8	39.8	34.8	30.7	29.8	34.9	37.8	32.4	35.0	33.3	-0.7	-0.2	1.6	0.4	2.4	4.8	1.4
<b>SK</b>	21.5	18.5	22.2	26.7	24.7	22.9	22.7	20.6	18.3	21.1	26.3	23.6	22.8	22.1	0.9	0.2	1.1	0.4	1.1	0.1	0.6
<b>FI</b>	34.8	33.9	35.0	37.9	41.1	36.4	36.5	31.1	32.2	32.6	38.0	40.9	36.1	35.2	3.7	1.7	2.4	-0.1	0.2	0.3	1.4
<b>SE</b>	34.8	28.8	27.7	31.8	32.7	32.4	31.4	31.8	28.0	24.6	30.2	31.3	30.8	29.5	3.0	0.8	3.1	1.6	1.4	1.6	1.9
<b>UK</b>	41.0	36.0	32.0	40.0	41.0	49.0	40.1	37.0	35.0	27.0	36.0	36.0	43.0	36.0	4.0	1.0	5.0	4.0	5.0	6.0	4.2
<b>IS</b>	21.7	17.4	:	:	:	:	:	22.3	17.6	16.6	25.3	27.4	27.3	22.9	-0.6	-0.2	:	:	:	:	:
<b>LI</b>	21.9	23.0	33.3	36.3	35.6	19.4	28.5	20.5	24.6	27.1	37.0	35.4	22.5	28.1	1.4	-1.6	6.2	-0.7	0.2	-3.1	0.4
<b>NO</b>	31.2	25.2	26.7	33.7	34.7	29.1	30.2	30.2	24.8	25.9	33.2	32.9	29.1	29.4	1.0	0.4	0.8	0.5	1.8	0.0	0.8
<b>CH</b>	33.0	35.8	39.2	44.5	43.6	36.1	39.0	32.0	37.4	38.6	48.2	42.5	36.5	39.5	1.0	-1.6	0.6	-3.7	1.1	-0.4	-0.5
<b>HR</b>	20.8	15.4	13.4	18.2	20.3	34.9	23.0	18.8	16.4	14.8	19.2	21.0	29.5	21.6	2.0	-1.0	-1.4	-1.0	-0.7	5.4	1.4

<sup>(1)</sup> EU27: estimated figures based on average monthly capacities for each Member State; not including BG, IE, EL and LU (due to incomplete data).

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

Source: Eurostat (online data codes : [tour\\_occ\\_ubnet](#), [tour\\_occ\\_nim](#))

**Figure 2: Net occupancy rates of bed-places in hotels and similar establishments in the peak month, winter season 2010-2011 (%)**



Note: EU27 estimate made for the purpose of this publication.

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. Not to be confused with the bedroom occupancy rate, obtained by dividing the total number of bedrooms used during the reference period by the total number of bedrooms available for the reference period (i.e. a single person in a double room counts as 50% bed-places occupancy but 100% bedroom occupancy).

#### 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	
EE: Estonia	LV: Latvia	PL: Poland	UK: United Kingdom	

#### Symbols

":." data unavailable or unreliable

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