Seasonality in the tourist accommodation sector

Statistics Explained

Highlights

Nearly one-third of tourism nights in 2024 were spent in July and August.

Strongest tourism seasonality in 2024 observed in Croatia, Greece, Bulgaria, Albania and Montenegro.

Tourism nights spent at campsites were heavily concentrated in the third quarter of 2024 (65% of the annual nights).

Monthly arrivals and nights spent in tourist accommodation, EU, 2024 (share in the entire year)
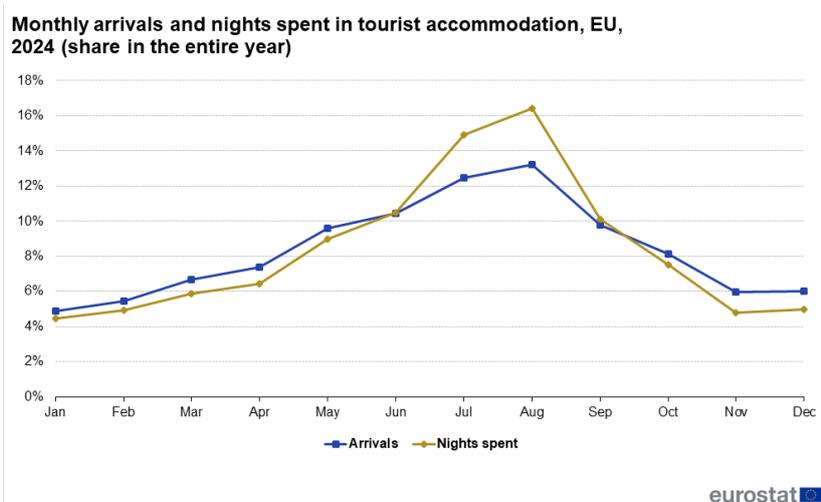
This article focuses on the tourist accommodation sector in the European Union (EU) Member States, candidate and EFTA countries and looks at the seasonality of arrivals and nights spent in accommodation establishments. This analysis from the point of view of the supply side complements another article on seasonality in tourism demand in which the seasonal bias in tourism trips of Europeans is discussed. The most recent monthly data on tourist accommodation can be found in the article " Tourism statistics - nights spent at tourist accommodation establishments ". In the last quarter of the year, Eurostat also publishes an article on seasonality at regional level .

Arrivals and nights spent in tourist accommodation

July and August accounted for 31% of all annual nights spent in EU tourist accommodation in 2024

Many tourist activities have always been highly seasonal. Leading reasons are environmental factors, such as climate conditions or geographical location, together with social and cultural factors, such as school holidays. During peak vacation times, tourist areas may face overcrowding and resource strain. Conversely, quieter periods can lead to underutilised facilities and job instability due to fluctuating demand. Figure 1 and Table 1 summarise the monthly data and seasonal pattern in 2024. The most popular months were August (16% of all nights spent at EU tourist accommodation in 2024, corresponding to 493 million nights spent) and July (15%, 449 million nights). The number of nights spent during the peak summer month was nearly 4 times higher than in the off-peak month January (134 million). Figure 1 shows that the seasonal pattern for nights spent was a bit more pronounced than for arrivals, with 26% of annual arrivals recorded in July or August. This suggests that the length of stay is longer during these busier months, likely corresponding with many tourists' main holiday period.
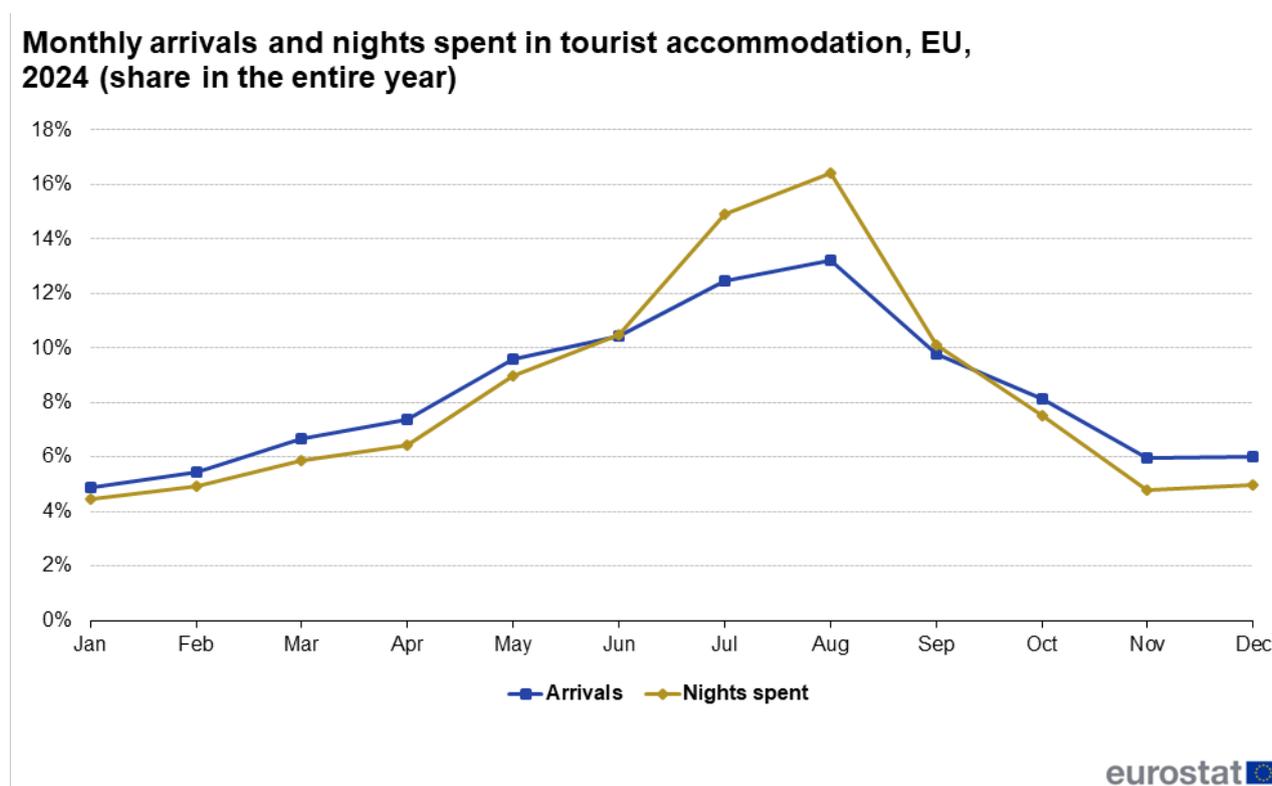

Monthly arrivals and nights spent in tourist accommodation, EU, 2024 (share in the entire year)

Figure 1: Monthly arrivals and nights spent in tourist accommodation, EU, 2024 Source: Eurostat (tour_occ_nim) (tour_occ_arm)

Nights spent in tourist accommodation establishments, distribution per month, 2024

	Total nights spent in 2024	Distribution per month (share in the entire year)												Seasonal deviation [1]	Gini coefficient [2]
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		
EU	3 008 122 433	4.5	4.9	5.9	6.5	9.0	10.5	14.9	16.4	10.1	7.5	4.8	5.0	3.21	0.25
Belgium	44 722 884	4.5	5.5	7.0	8.0	9.7	8.6	13.6	13.4	8.4	8.3	6.4	6.5	2.03	0.18
Bulgaria	27 646 201	3.7	4.3	3.9	3.7	5.2	12.8	21.6	22.9	11.1	3.9	3.4	3.6	5.83	0.40
Czechia	57 236 084	5.2	6.4	6.7	6.4	8.9	9.2	14.2	14.2	8.3	7.9	6.1	6.4	2.19	0.18
Denmark	39 872 271	3.6	4.1	5.7	7.1	9.9	10.6	18.0	14.9	8.8	7.4	5.3	4.7	3.41	0.27
Germany	441 345 621	4.8	5.4	7.0	7.3	10.0	9.9	11.9	12.3	9.9	9.2	6.2	6.1	2.21	0.17
Estonia	6 645 908	5.3	6.2	6.6	6.5	8.2	10.4	14.4	12.4	7.7	7.8	6.7	7.8	2.04	0.16
Ireland	41 677 959	4.0	4.7	6.5	6.7	8.8	12.0	11.7	16.0	9.1	8.4	5.5	6.6	2.67	0.22
Greece	152 338 675	1.1	1.1	1.7	4.4	9.9	15.2	19.9	21.5	15.1	7.2	1.5	1.5	6.65	0.49
Spain	506 289 469	4.5	5.0	6.7	7.1	9.3	10.4	13.0	14.6	10.5	8.7	5.3	4.9	2.75	0.21
France	450 975 124	4.4	4.8	5.5	7.0	9.2	9.5	16.5	20.0	9.0	5.5	4.1	4.7	3.74	0.29
Croatia	93 643 696	0.6	0.8	1.4	3.0	7.4	13.4	26.9	29.0	11.9	3.7	1.1	0.9	7.98	0.59
Italy	458 360 609	4.1	4.3	5.1	5.7	8.2	11.4	16.1	18.1	11.5	7.3	3.9	4.3	3.97	0.30
Cyprus	16 368 077	1.6	2.4	4.8	7.1	9.3	12.5	15.9	14.8	12.8	11.9	4.5	2.4	4.54	0.34
Latvia	4 692 213	4.6	4.8	6.0	6.5	8.2	10.9	15.3	14.4	8.4	7.4	6.4	7.0	2.62	0.21
Lithuania	8 640 124	5.4	5.4	6.4	6.6	8.2	10.7	13.9	14.1	8.7	7.4	6.5	6.7	2.34	0.18
Luxembourg	3 392 569	3.7	4.4	5.0	8.0	11.0	11.3	14.5	16.1	8.5	6.9	5.3	5.4	3.28	0.26
Hungary	31 676 817	5.1	5.2	6.4	6.7	8.5	9.7	14.2	14.8	8.3	7.9	6.7	6.7	2.30	0.19
Malta	11 320 179	4.7	5.7	7.2	8.3	9.1	9.2	11.1	11.7	9.5	9.8	7.7	6.1	1.74	0.14
Netherlands	146 215 056	4.9	4.9	6.1	7.8	10.9	9.7	12.6	14.7	9.4	8.3	5.4	5.2	2.62	0.21
Austria	131 201 233	9.7	11.2	8.9	4.5	6.4	7.9	12.0	13.5	7.6	6.2	3.9	8.2	2.27	0.19
Poland	97 648 143	5.8	6.2	5.9	6.3	8.5	9.8	13.5	14.0	9.0	8.0	6.7	6.4	2.18	0.17
Portugal	88 018 008	4.2	5.2	6.9	7.9	9.4	9.7	11.7	14.3	10.5	9.1	6.0	5.0	2.44	0.20
Romania	30 191 205	4.8	5.4	5.3	5.6	7.0	9.4	15.4	17.7	9.2	7.7	6.5	6.0	3.06	0.24
Slovenia	16 835 403	4.4	4.9	5.0	5.6	8.3	9.8	17.1	19.4	9.5	6.7	4.5	4.9	3.73	0.29
Slovakia	14 662 945	6.2	7.5	7.0	6.0	8.1	9.0	13.1	13.7	8.2	8.2	6.8	6.1	1.81	0.15
Finland	22 678 358	6.6	7.9	8.2	6.3	6.6	10.1	14.1	10.2	7.6	7.3	6.8	8.3	1.57	0.13
Sweden	63 827 602	5.0	5.6	6.2	5.8	8.5	10.8	19.9	13.5	7.2	6.7	5.7	5.1	3.23	0.25
Iceland	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
Liechtenstein	227 392	7.2	8.7	7.7	5.3	7.7	8.9	12.9	13.2	8.8	8.3	4.9	6.3	1.82	0.16
Norway	38 587 930	4.8	5.8	6.6	5.7	8.1	12.1	17.6	13.7	8.4	6.6	5.9	4.9	3.06	0.24
Switzerland	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
Montenegro	5 200 576	1.3	1.7	2.7	6.1	9.6	14.1	19.9	20.9	12.7	6.7	2.6	1.6	5.93	0.45
North Macedonia	2 180 510	4.4	3.9	5.1	6.9	9.1	11.1	14.2	15.0	10.6	9.1	6.0	4.7	3.17	0.25
Albania	7 445 714	2.3	2.3	3.0	5.3	6.9	11.7	18.5	22.8	13.4	6.6	4.2	3.2	5.50	0.41
Serbia	12 662 151	6.5	6.5	7.3	8.1	9.5	9.1	10.9	11.7	8.3	8.4	6.8	7.0	1.32	0.11
Türkiye	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
Kosovo*	1 518 268	10.0	6.9	5.1	6.8	7.9	7.9	8.8	10.6	10.3	9.1	7.9	8.6	1.24	0.10

[1] Seasonal deviation is estimated as the average of the absolute deviations of monthly data points from their mean.

[2] Gini coefficient is a measure of the inequality in a distribution, here applied to the seasonal variation of monthly nights spent. See also Figure 2.

":" - no data available.

* This designation is without prejudice to positions on status, and is in line with UNSCR 1244/1999 and the ICJ Opinion on the Kosovo Declaration of Independence.

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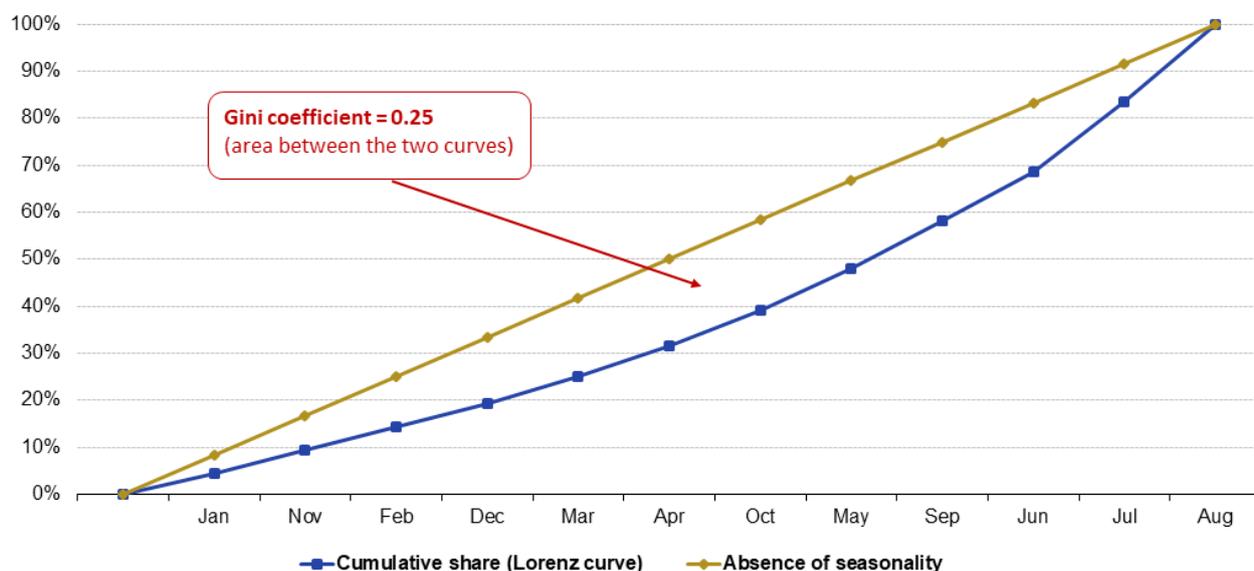Source: Eurostat (online data code: tour_occ_nim)

Table 1: Nights spent in tourist accommodation establishments, distribution per month, 2024 Source: Eurostat (tour_occ_nim)

Wide variety of seasonality measures

Independently of the method used, Croatia recorded the highest seasonality

A first approach is the Gini coefficient, measuring the inequality in a frequency distribution. Originally used to study income inequality, it can also be applied to tourism seasonality. A detailed discussion on the Gini coefficient is outside the scope of this article, but it basically measures the difference between the cumulative share of monthly nights spent (ranking the months from lowest to peak) and the distribution in absence of seasonality (or uniform distribution of the annual nights spent over the twelve months), as illustrated in Figure 2. The value of this seasonality measure is shown for all countries in Figure 3a and in the last column of Table 1. The discrepancy between the observed seasonality and a situation without any seasonality was more than twice as high in Croatia (0.59) compared with the EU average (0.25). High seasonality was also observed in Greece (0.49) and Bulgaria (0.40).

Seasonality in nights spent, EU, 2024: Lorenz curve and Gini coefficient

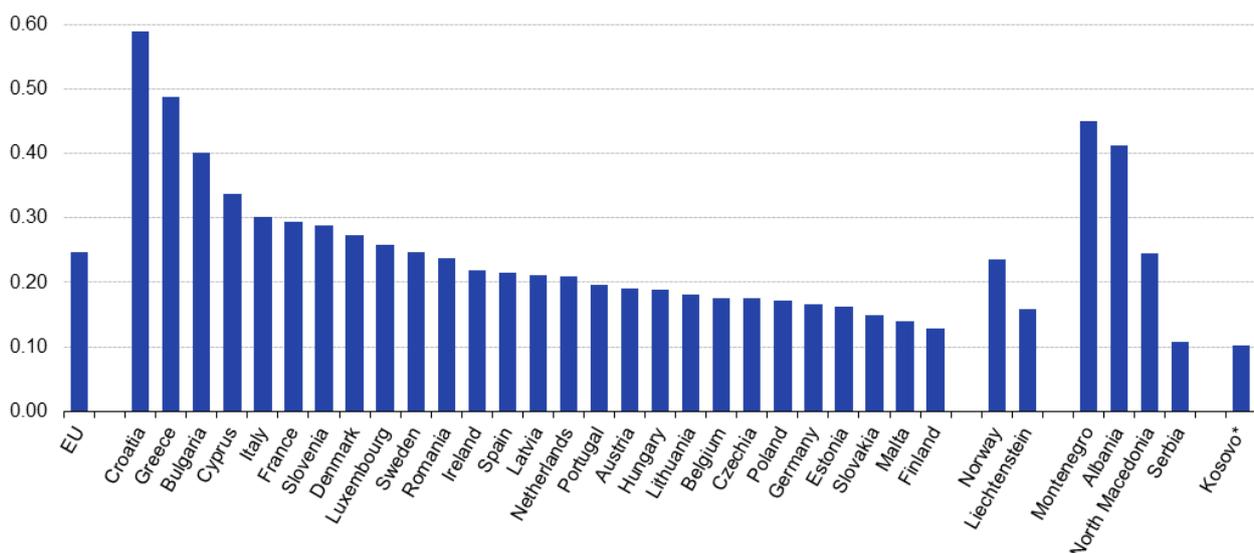**Gini coefficient = 0.25**
(area between the two curves)

Source: Eurostat (online data code: tour_occ_nim)

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Figure 2: Seasonality in nights spent, EU, 2024: Lorenz curve and Gini coefficient Source: Eurostat (tour_occ_nim)

Monthly nights spent in tourist accommodation, 2024, Gini coefficient

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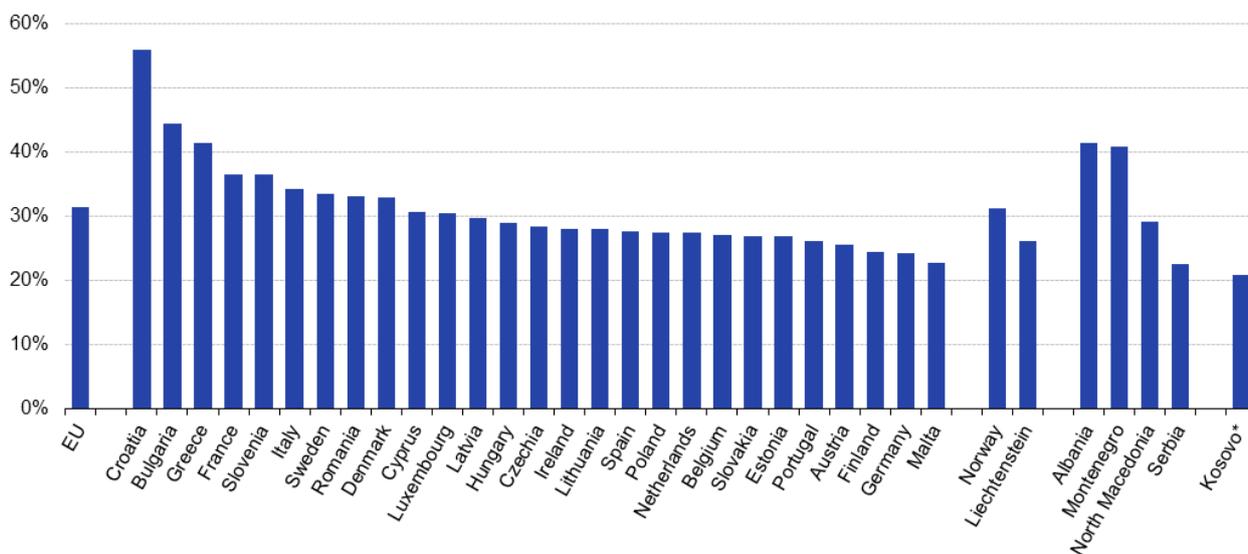Source: Eurostat (online data code: tour_occ_nim)

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Figure 3a: Monthly nights spent in tourist accommodation, 2024, Gini coefficient Source: Eurostat (tour_occ_nim)

A second approach looks at the share of the 2 dominant months in the annual number of nights spent and is shown in Figure 3b and Table 2. While this measure is more intuitive for users, it can be affected by extreme values in the peak month(s). The seasonal pattern was most pronounced in Croatia (56% of nights spent in 2024 were recorded in July and August), Bulgaria (44%) and Greece (41%). Meanwhile, the seasonal pattern was least pronounced in Malta (23%) and in Germany and Finland (both 24%).

Monthly nights spent in tourist accommodation, 2024, share of the two busiest months
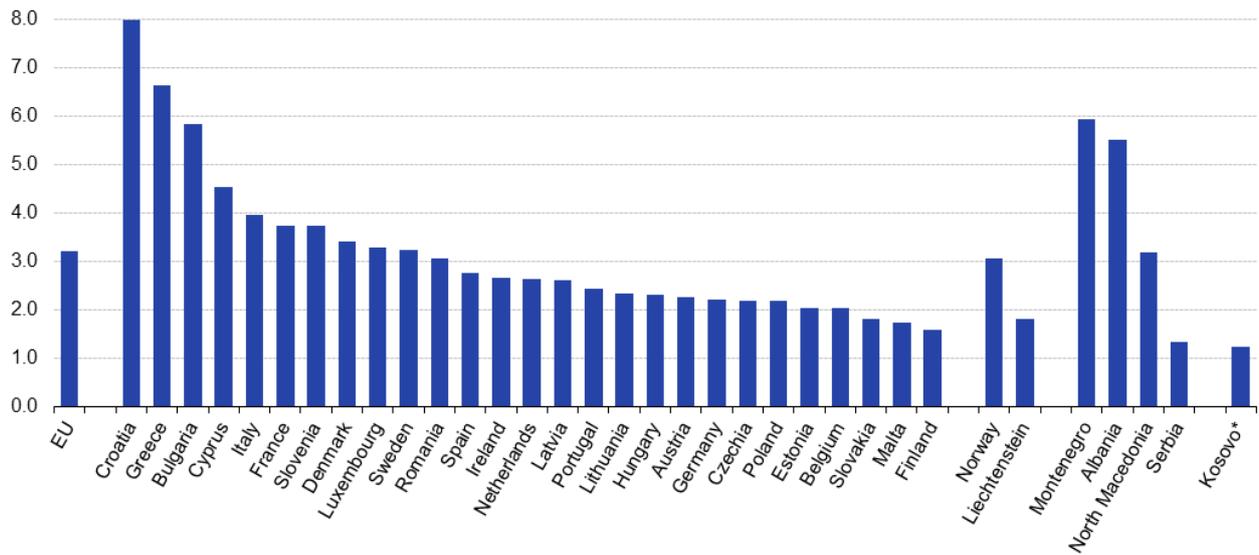

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Source: Eurostat (online data code: tour_occ_nim)

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Figure 3b: Monthly nights spent in tourist accommodation, 2024 Source: Eurostat (tour_occ_nim)

A third approach is the seasonal deviation, defined as the average of the (absolute) deviations of the monthly data points from their annual mean. The highest seasonal deviations in 2024, as shown in Figure 3c and Table 1 (last but one column), were observed in
Croatia and Greece, with 8.0 and 6.6 points respectively, the lowest seasonal deviation was observed in Finland (1.6).

Monthly nights spent in tourist accommodation, 2024, seasonal deviation

Figure 3c: Monthly nights spent in tourist accommodation, 2024, seasonal deviation Source: Eurostat (tour_occ_nim)

Finally, one can look at the difference between the peak and low month, although this peak/low ratio can be strongly influenced by extreme values in those two months, ignoring the seasonal pattern in the remaining 10 months. Table 3 shows that at EU level, the number of nights spent in the peak month (August, 493 million nights) was 3.7 times higher than in the low month (January, 134 million). For Croatia, this ratio was 45.7, while for Greece it was 20.3.

Nights spent in tourist accommodation establishments, share of the busiest and the slowest months of the year, 2024 (%)

	Share of the nights spent in the two busiest months (%)				Cumulative share of the 2 busiest months	Share of the tourism nights spent in the two slowest months (%)				Cumulative share of the 2 slowest months
EU	16.4	Aug	14.9	Jul	31.3	4.8	Nov	4.5	Jan	9.3
Belgium	13.6	Jul	13.4	Aug	27.0	5.5	Feb	4.5	Jan	9.9
Bulgaria	22.9	Aug	21.6	Jul	44.4	3.6	Dec	3.4	Nov	7.0
Czechia	14.2	Jul	14.2	Aug	28.4	6.1	Nov	5.2	Jan	11.3
Denmark	18.0	Jul	14.9	Aug	32.8	4.1	Feb	3.6	Jan	7.7
Germany	12.3	Aug	11.9	Jul	24.2	5.4	Feb	4.8	Jan	10.1
Estonia	14.4	Jul	12.4	Aug	26.8	6.2	Feb	5.3	Jan	11.5
Ireland	16.0	Aug	12.0	Jun	28.0	4.7	Feb	4.0	Jan	:
Greece	21.5	Aug	19.9	Jul	41.4	1.1	Feb	1.1	Jan	2.2
Spain	14.6	Aug	13.0	Jul	27.6	4.9	Dec	4.5	Jan	9.4
France	20.0	Aug	16.5	Jul	36.5	4.4	Jan	4.1	Nov	8.5
Croatia	29.0	Aug	26.9	Jul	55.9	0.8	Feb	0.6	Jan	1.4
Italy	18.1	Aug	16.1	Jul	34.2	4.1	Jan	3.9	Nov	8.0
Cyprus	15.9	Jul	14.8	Aug	30.7	2.4	Dec	1.6	Jan	4.1
Latvia	15.3	Jul	14.4	Aug	29.7	4.8	Feb	4.6	Jan	9.5
Lithuania	14.1	Aug	13.9	Jul	28.0	5.4	Feb	5.4	Jan	10.9
Luxembourg	16.1	Aug	14.5	Jul	30.5	4.4	Feb	3.7	Jan	8.1
Hungary	14.8	Aug	14.2	Jul	29.0	5.2	Feb	5.1	Jan	10.3
Malta	11.7	Aug	11.1	Jul	22.8	5.7	Feb	4.7	Jan	10.4
Netherlands	14.7	Aug	12.6	Jul	27.4	4.9	Jan	4.9	Feb	9.8
Austria	13.5	Aug	12.0	Jul	25.5	4.5	Apr	3.9	Nov	8.4
Poland	14.0	Aug	13.5	Jul	27.5	5.9	Mar	5.8	Jan	11.7
Portugal	14.3	Aug	11.7	Jul	26.1	5.0	Dec	4.2	Jan	9.3
Romania	17.7	Aug	15.4	Jul	33.1	5.3	Mar	4.8	Jan	10.1
Slovenia	19.4	Aug	17.1	Jul	36.4	4.5	Nov	4.4	Jan	8.9
Slovakia	13.7	Aug	13.1	Jul	26.9	6.1	Dec	6.0	Apr	12.1
Finland	14.1	Jul	10.2	Aug	24.3	6.6	May	6.3	Apr	12.8
Sweden	19.9	Jul	13.5	Aug	33.5	5.1	Dec	5.0	Jan	10.1
Iceland	:	:	:	:	:	:	:	:	:	:
Liechtenstein	13.2	Aug	12.9	Jul	26.1	5.3	Apr	4.9	Nov	10.3
Norway	17.6	Jul	13.7	Aug	31.2	4.9	Dec	4.8	Jan	9.7
Switzerland	:	:	:	:	:	:	:	:	:	:
Montenegro	20.9	Aug	19.9	Jul	40.8	1.6	Dec	1.3	Jan	2.9
North Macedonia	15.0	Aug	14.2	Jul	29.2	4.4	Jan	3.9	Feb	8.3
Albania	22.8	Aug	18.5	Jul	41.3	2.3	Jan	2.3	Feb	4.6
Serbia	11.7	Aug	10.9	Jul	22.6	6.5	Jan	6.5	Feb	13.0
Türkiye	:	:	:	:	:	:	:	:	:	:
Kosovo*	10.6	Aug	10.3	Sep	20.9	6.8	Apr	5.1	Mar	11.9

* This designation is without prejudice to positions on status, and is in line with UNSCR 1244/1999 and the ICJ Opinion on the Kosovo Declaration of Independence.

Source: Eurostat (online data code: tour_occ_nim)

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Table 2: Nights spent in tourist accommodation establishments, share of the busiest and the slowest months of the year, 2024 (%) Source: Eurostat (tour_occ_nim)

Nights spent in tourist accommodation establishments, peak and bottom month, 2024

	Nights spent in the peak month		Nights spent in the bottom month		Ratio peak/bottom
EU	493 440 810	Aug	134 358 787	Jan	3.7
Belgium	6 097 599	Jul	1 993 653	Jan	3.1
Bulgaria	6 329 567	Aug	944 680	Nov	6.7
Czechia	8 145 945	Jul	3 001 943	Jan	2.7
Denmark	7 160 548	Jul	1 415 554	Jan	5.1
Germany	54 169 810	Aug	20 969 914	Jan	2.6
Estonia	960 083	Jul	354 167	Jan	2.7
Ireland	6 677 969	Aug	1 677 529	Jan	4.0
Greece	32 810 019	Aug	1 613 804	Jan	20.3
Spain	74 094 964	Aug	22 827 221	Jan	3.2
France	90 165 531	Aug	18 370 664	Nov	4.9
Croatia	27 171 764	Aug	594 306	Jan	45.7
Italy	83 170 580	Aug	17 907 438	Nov	4.6
Cyprus	2 603 465	Jul	269 500	Jan	9.7
Latvia	719 142	Jul	217 624	Jan	3.3
Lithuania	1 220 439	Aug	467 419	Jan	2.6
Luxembourg	544 770	Aug	126 397	Jan	4.3
Hungary	4 680 138	Aug	1 610 937	Jan	2.9
Malta	1 320 338	Aug	529 557	Jan	2.5
Netherlands	21 524 532	Aug	7 137 176	Feb	3.0
Austria	17 714 380	Aug	5 139 618	Nov	3.4
Poland	13 701 968	Aug	5 633 012	Jan	2.4
Portugal	12 613 343	Aug	3 718 363	Jan	3.4
Romania	5 346 209	Aug	1 441 231	Jan	3.7
Slovenia	3 261 909	Aug	748 586	Jan	4.4
Slovakia	2 014 751	Aug	883 517	Apr	2.3
Finland	3 197 518	Jul	1 425 262	Apr	2.2
Sweden	12 713 882	Jul	3 165 894	Jan	4.0
Iceland	:	:	:	:	:
Liechtenstein	29 997	Aug	11 228	Nov	2.7
Norway	6 773 484	Jul	1 849 681	Jan	3.7
Switzerland	:	:	:	:	:
Montenegro	1 086 372	Aug	69 585	Jan	15.6
North Macedonia	327 291	Aug	84 648	Feb	3.9
Albania	1 697 784	Aug	168 989	Feb	10.0
Serbia	1 478 094	Aug	817 174	Feb	1.8
Türkiye	:	:	:	:	:
Kosovo*	162 064	Aug	77 800	Mar	2.1

* This designation is without prejudice to positions on status, and is in line with UNSCR 1244/1999 and the ICJ Opinion on the Kosovo Declaration of Independence.

Source: Eurostat (online data code: tour_occ_nim)
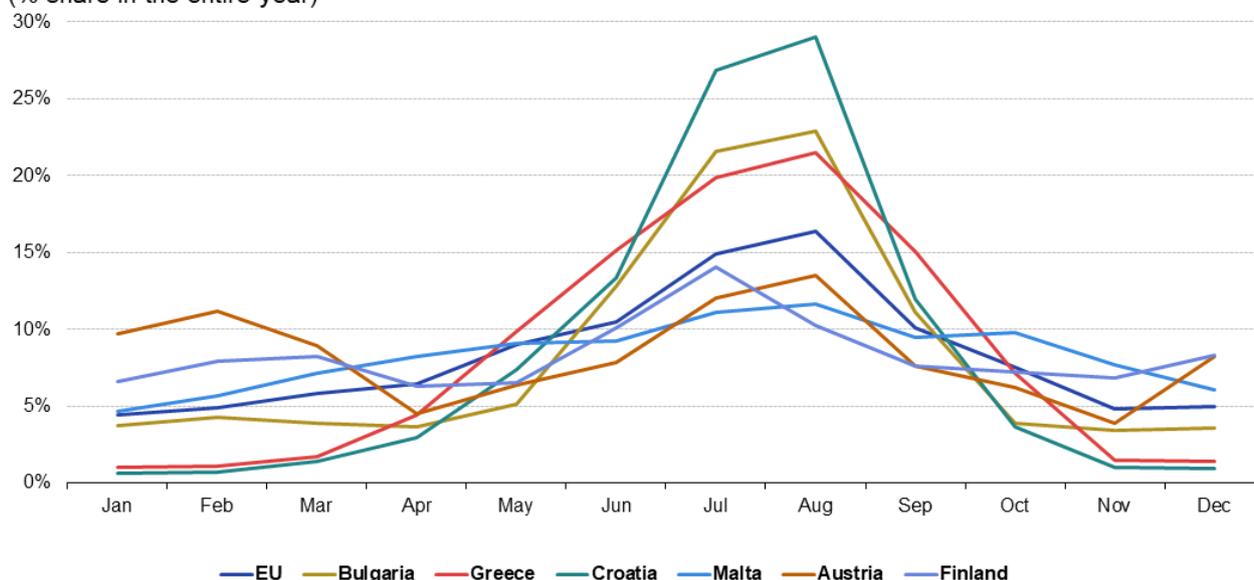
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Table 3: Nights spent in tourist accommodation establishments, peak and low month, 2024 Source: Eurostat (tour_occ_nim)

Seasonality at country level

Different seasonal impact across Europe

The overall observation that July and August are the peak months for EU tourism holds for all countries. Table 2 shows that in all EU countries these 2 summer months are dominant. In 19 EU countries, most tourism nights were spent in August. In 8 EU countries July was the month with the highest number of nights spent (see also Table 3). However, the significance of July and August was not the same in all countries. In Croatia, more than half (56%) of all nights spent in 2024 were recorded in these 2 months. Also in Greece and Bulgaria, July and August accounted for more than 40% of the annual tourism nights. In Malta, Finland, Germany and Austria, around 1 in 4 tourism nights was observed in July or August. The different seasonal pattern in these countries is illustrated in Figure 4, showing the near-absence of tourism flows during the winter months in the highly seasonal countries (with January, February, March, November and December jointly accounting for less than 5% of the annual nights spent in Croatia). Countries with skiing tourism, like Austria and Finland, can benefit from a second, albeit lower peak in the winter to obtain a better spread of tourism flows throughout the year.

Monthly nights spent in tourist accommodation, selected countries, 2024
(% share in the entire year)

Source: Eurostat (online data code: tour_occ_nim)

eurostat

Figure 4: Monthly nights spent in tourist accommodation, selected countries, 2024 Source: Eurostat (tour_occ_nim)

Given the large variety of tourism destinations, even within a country, it is relevant to analyse the seasonality of tourism not only at the country level, but also at the regional level. At the time of writing of this article, monthly data at regional level for 2024 was not yet available, but for a regional analysis of seasonality, please consult the article " Tourism statistics - seasonality at regional level ".

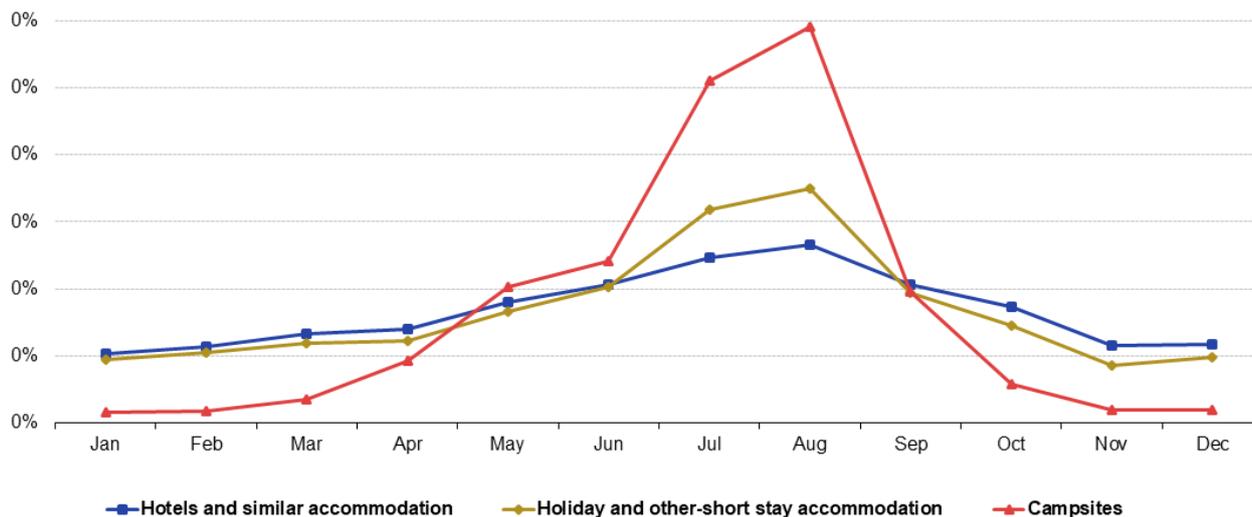# Seasonality by type of accommodation

Two-thirds of nights spent at campsites were recorded in the third quarter

In the previous sections, the tourist accommodation sector was analysed as a whole. The breakdown by type of

accommodation shown in Figure 5 and Table 4 reveals that seasonal fluctuations were less prominent for hotels than for other tourist accommodation. The sharpest summer peak was registered in campsites (including recreational vehicle parks and trailer parks), which depend much more on the weather and are often closed in winter.

Monthly nights spent in tourist accommodation, by type of accommodation, EU, 2024
(% share in the entire year)

Source: Eurostat (online data code: tour_occ_nim)

eurostat

Figure 5: Monthly nights spent in tourist accommodation, by type of accommodation, EU, 2024 Source: Eurostat (tour_occ_nim)

The third quarter, spanning the summer months July, August and September, was the peak season for all 3 types of accommodation considered. This was the case in all countries. The dominance of the summer quarter was, however, much stronger for the campsites, with nearly two-thirds (65%) of all nights spent recorded during those 3 months, with almost non-existent tourism flows in the first and fourth quarter (respectively 3% and 5% of the annual nights spent). For the hotels segment, the third quarter accounted for 36% of the nights spent in 2024, for the segment of holiday and other short-stay accommodation this was 43%. In 3 EU countries - Bulgaria, Croatia and Greece - hotels had to rely on the third quarter for more than half of their overnight stays. This was also true for Montenegro and Albania. In Denmark, France and Luxembourg, more tourism nights were spent on campsites in July and August than in any other type of accommodation in those 2 months; in Sweden this was the case in July. In France, nearly 92 million nights were spent on campsites in
July and August, accounting for more 20% of the annual number of tourism nights spent in France (451 million nights).

Nights spent in tourist accommodation establishments by type of accommodation and quarter, 2024 (%)

	Hotels and similar accommodation					Holiday and other short-stay accommodation					Camping grounds, recreational vehicle parks and trailer parks				
	Share in total nights spent	Distribution per quarter				Share in total nights spent	Distribution per quarter				Share in total nights spent	Distribution per quarter			
		Q1	Q2	Q3	Q4		Q1	Q2	Q3	Q4		Q1	Q2	Q3	Q4
EU	63	17	26	36	20	24	16	25	43	16	13	3	27	65	5
Belgium	46	20	26	29	25	46	16	26	38	20	8	5	28	60	8
Bulgaria	92	12	22	55	11	8	13	18	57	12	1	12	15	70	2
Czechia	77	20	25	32	23	16	17	24	43	16	7	1	18	80	1
Denmark	50	17	27	33	23	19	18	25	36	21	31	4	30	59	7
Germany	68	19	26	30	24	22	16	28	37	19	10	5	32	54	10
Estonia	78	19	25	33	23	21	16	25	40	18	<1	1	27	70	2
Ireland	64	17	29	35	20	29	15	25	35	25	7	1	26	67	6
Greece	76	4	31	53	11	22	2	25	66	6	1	0	23	75	2
Spain	72	16	28	36	20	18	18	24	39	19	10	12	24	53	12
France	48	20	27	31	22	21	24	23	36	17	31	0	26	74	0
Croatia	27	7	30	52	12	50	2	20	75	4	23	1	25	71	3
Italy	62	16	25	42	17	28	12	26	47	15	10	3	27	65	6
Cyprus	>99	9	29	43	19	:	:	:	:	:	<1	0	8	92	0
Latvia	77	17	26	34	23	19	13	24	48	16	4	2	28	67	3
Lithuania	58	19	26	32	23	41	14	25	43	18	1	3	28	65	4
Luxembourg	58	19	27	29	24	9	14	28	35	23	33	2	36	57	5
Hungary	79	19	25	33	24	15	12	26	47	15	6	3	24	68	5
Malta	98	18	27	32	24	2	17	27	33	24	:	:	:	:	:
Netherlands	44	20	27	29	23	38	17	27	37	20	18	3	34	56	7
Austria	70	30	19	31	20	23	36	16	31	17	6	6	25	62	6
Poland	62	20	25	32	24	37	15	24	43	18	1	1	19	78	2
Portugal	74	17	28	34	21	18	16	27	38	19	8	12	21	54	13
Romania	84	15	22	42	20	15	17	23	40	21	1	3	13	79	5
Slovenia	49	18	25	36	21	36	13	22	51	14	14	4	22	68	6
Slovakia	73	22	24	32	23	24	19	22	40	19	3	3	16	78	4
Finland	82	24	23	30	24	11	27	20	31	21	8	9	27	57	8
Sweden	66	20	25	33	23	9	25	24	37	14	25	6	27	63	5
Iceland	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
Liechtenstein	79	26	21	31	22	14	24	25	39	13	8	3	22	62	13
Norway	69	20	25	34	21	10	22	24	38	16	21	6	30	59	6
Switzerland	:	22	24	32	21	:	:	:	:	:	:	:	:	:	:
Montenegro	93	6	30	53	11	6	9	26	51	13	1	0	17	83	0
North Macedonia	90	13	28	39	20	9	14	23	45	19	1	0	10	88	2
Albania	93	8	24	54	14	6	5	25	58	12	1	1	22	69	7
Serbia	47	20	27	29	24	53	20	27	32	21	<1	2	25	67	6
Türkiye	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
Kosovo*	96	22	23	29	26	4	24	11	43	23	:	:	:	:	:

Note: Due to rounding, deviations can occur between total and subtotals.

":" - no data available.

* This designation is without prejudice to positions on status, and is in line with UNSCR 1244/1999 and the ICJ Opinion on the Kosovo Declaration of Independence.

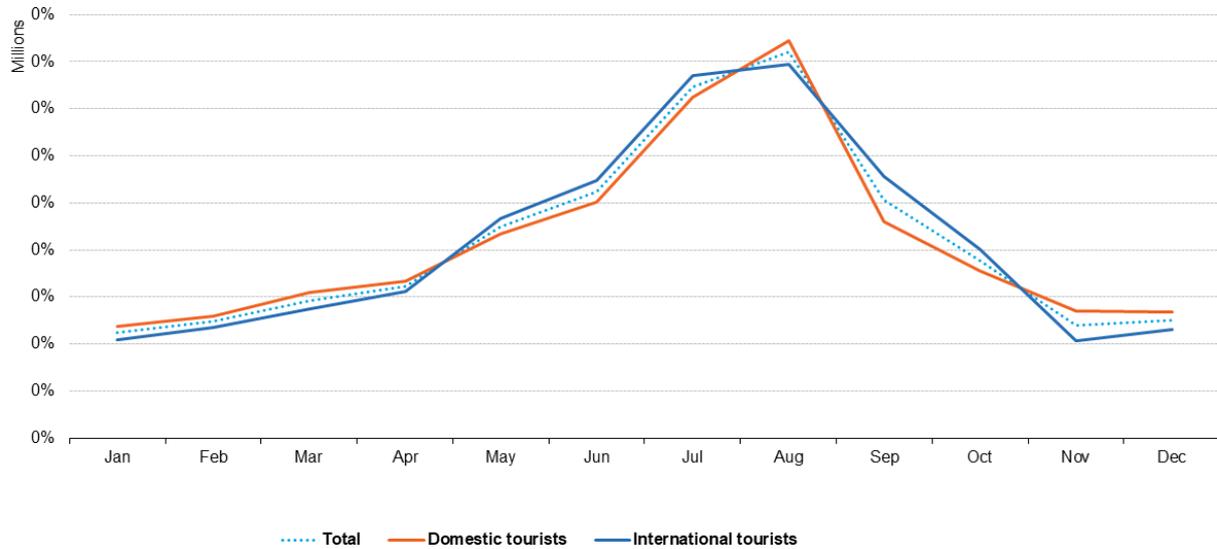*Source:* Eurostat (online data code: tour_occ_nim)

eurostat

Table 4: Nights spent in tourist accommodation establishments by type of accommodation and quarter, 2024
Source: Eurostat (tour_occ_nim)

Seasonality by origin of the guest

Slightly longer summer season in the segment of international tourists

Figure 6 and Table 5 show the spread of nights spent throughout the year, separately for domestic guests and for international tourists. Although no significant differences in seasonal patterns for these 2 tourist flows can be observed for 2024, the August peak was a bit more pronounced for domestic tourism flows. Still, the share of the third quarter in the annual nights spent was slightly higher for the international segment (42%) than for the domestic segment (41%), partly due to the main seasons extending more significantly into September for international tourists (with September accounting for 11.1% of the annual nights spent by foreigners, compared with 9.2% for domestic tourism flows). This relatively sharper drop in September, can also be observed in Figure 6, but in general the distribution of nights spent by domestic and by international tourists broadly followed the same pattern.

Monthly nights spent in tourist accommodation, by origin of the guest, EU, 2024

Source: Eurostat (online data code: tour_occ_nim)

eurostat

Figure 6: Monthly nights spent in tourist accommodation, by origin of the guest, EU, 2024 Source: Eurostat (tour_occ_nim)

In the countries identified earlier as having a strong seasonal bias in the accommodation sector, there were large differences between the spread of domestic and international guests over the 4 quarters of the year. For instance, in Croatia nearly 70% of international nights spent were recorded in the third quarter. The first and fourth quarter combined, accounted for only 7% of the annual nights spent by international tourists in Croatia, compared with 24% for Croatian residents travelling in Croatia.

Nights spent in tourist accommodation establishments by origin of the guest and quarter, 2024 (%)

	Nights spent by domestic tourists					Nights spent by international tourists				
	Share in total nights spent	Distribution per quarter				Share in total nights spent	Distribution per quarter			
		Q1	Q2	Q3	Q4		Q1	Q2	Q3	Q4
EU	52	16	25	41	18	48	14	26	42	17
Belgium	51	16	26	38	20	49	18	27	33	22
Bulgaria	46	17	21	45	17	54	8	22	64	6
Czechia	55	18	24	42	17	45	19	25	31	25
Denmark	60	15	28	39	18	40	11	27	45	17
Germany	81	17	27	34	21	19	17	26	34	22
Estonia	45	20	25	34	22	55	17	26	35	23
Ireland	42	15	26	40	20	58	16	29	35	21
Greece	16	14	23	46	16	84	2	31	59	9
Spain	36	16	25	41	18	64	16	28	36	20
France	69	15	26	45	14	31	14	26	46	14
Croatia	9	10	23	54	13	91	2	24	69	5
Italy	45	15	22	48	15	55	13	28	44	16
Cyprus	7	16	21	46	17	93	8	29	43	19
Latvia	39	17	25	38	20	61	14	26	38	21
Lithuania	64	17	25	38	20	36	18	27	35	21
Luxembourg	13	18	32	29	20	87	12	30	40	17
Hungary	52	16	24	41	19	48	17	26	34	23
Malta	6	24	22	26	28	94	17	27	33	23
Netherlands	58	15	29	38	18	42	16	28	36	20
Austria	28	23	24	33	20	72	32	17	33	18
Poland	81	18	25	37	20	19	18	24	34	25
Portugal	32	16	24	41	19	68	17	28	34	20
Romania	84	15	21	44	20	16	19	26	32	23
Slovenia	27	21	23	35	21	73	12	24	50	14
Slovakia	67	20	23	35	22	33	22	23	35	20
Finland	72	21	25	34	20	28	28	18	27	27
Sweden	73	17	25	39	18	27	15	24	46	16
Iceland	:	:	:	:	:	:	:	:	:	:
Liechtenstein	2	18	29	26	27	98	24	22	35	19
Norway	68	18	26	37	19	32	15	25	45	15
Switzerland	:	:	:	:	:	:	:	:	:	:
Montenegro	11	13	33	38	16	89	5	29	55	10
North Macedonia	30	18	25	36	21	70	11	28	41	19
Albania	30	10	20	55	15	70	7	25	55	13
Serbia	52	21	28	31	20	48	19	26	30	24
Türkiye	:	:	:	:	:	:	:	:	:	:
Kosovo*	46	21	24	28	27	54	23	22	31	24

Note: Due to rounding, deviations can occur between total and subtotals.

":" - no data available.

* This designation is without prejudice to positions on status, and is in line with UNSCR 1244/1999 and the ICJ Opinion on the Kosovo Declaration of Independence.

Source: Eurostat (online data code: tour_occ_nim)

eurostat

Table 5: Nights spent in tourist accommodation establishments by origin of the guest and quarter, 2024

Source data for tables and graphs

* Download Excel file

Data sources

Regulation (EU) No 692/2011 concerning European statistics on tourism, organises the European statistical system of tourism statistics. This system consists of two main components: statistics on capacity and occupancy of tourist accommodation and statistics on tourism demand. The former are collected in most EU Member States via regular reporting by accommodation establishments, while the latter are mostly collected by means of traveller surveys at the border or via traditional household surveys. Statistics on the occupancy of tourist accommodation refer to the number of arrivals (at accommodation establishments) and the number of nights spent by residents and non-residents, broken down by type of establishment or by region. Both annual and monthly series are available. Statistics on the use of bedplaces and bedrooms (occupancy rates) are also compiled. This article is based on the monthly accommodation data. Statistics on the demand for tourism look at participation, i.e. the number of residents that make at least one trip of at least one overnight stay during the reference period. They also look at the number of tourism trips made (and the number of nights spent on those trips), broken down by tourism-related variables such as country of destination, month of departure, length of stay, type of organisation of the trip, mode of transport, type of accommodation or expenditure, and by socio-demographic variables, such as age or gender.

Context

In June 2010, the European Commission released a Communication entitled Europe, the world's No 1 tourist destination - a new political framework for tourism in Europe . One of the challenges and opportunities facing the European tourism industry is the seasonal distribution of demand for tourism. Better use of existing tourist infrastructure and staff in the low season could help businesses improve their productivity and benefit from a more stable and motivated workforce. Extending the tourism season or spreading tourism activities more evenly throughout the year can boost the sustainability and competitiveness of European tourist destinations.

Explore further

Other articles

- Tourism entry page in Statistics Explained

Database

- Tourism (tour)

Thematic section

- Tourism statistics

Publications

- Recent Eurostat publications on tourism

Selected datasets

- Tourism (t_tour)

Methodology

- Capacity and occupancy of tourist accommodation establishments (ESMS metadata file — tour_occ_esms)

External links

- [https://op.europa.eu/en/publication-detail/-/publication/
  404a8144-8892-11ec-8c40-01aa75ed71a1 Transition pathway for tourism, 2022)

- [https://transport.ec.europa.eu/tourism_en - Directorate-General for Mobility and Transport -
  Tourism]

Legislation

Regulation (EU) No 692/2011 of the European Parliament and of the Council of 6 July 2011 concerning European
statistics on tourism and repealing Council Directive 95/57/EC. (Summary)

Commission Implementing Regulation (EU) No 1051/2011 of 20 October 2011 implementing Regulation (EU) No
692/2011 of the European Parliament and of the Council concerning European statistics on tourism, as
regards the structure of the quality reports and the transmission of the data.