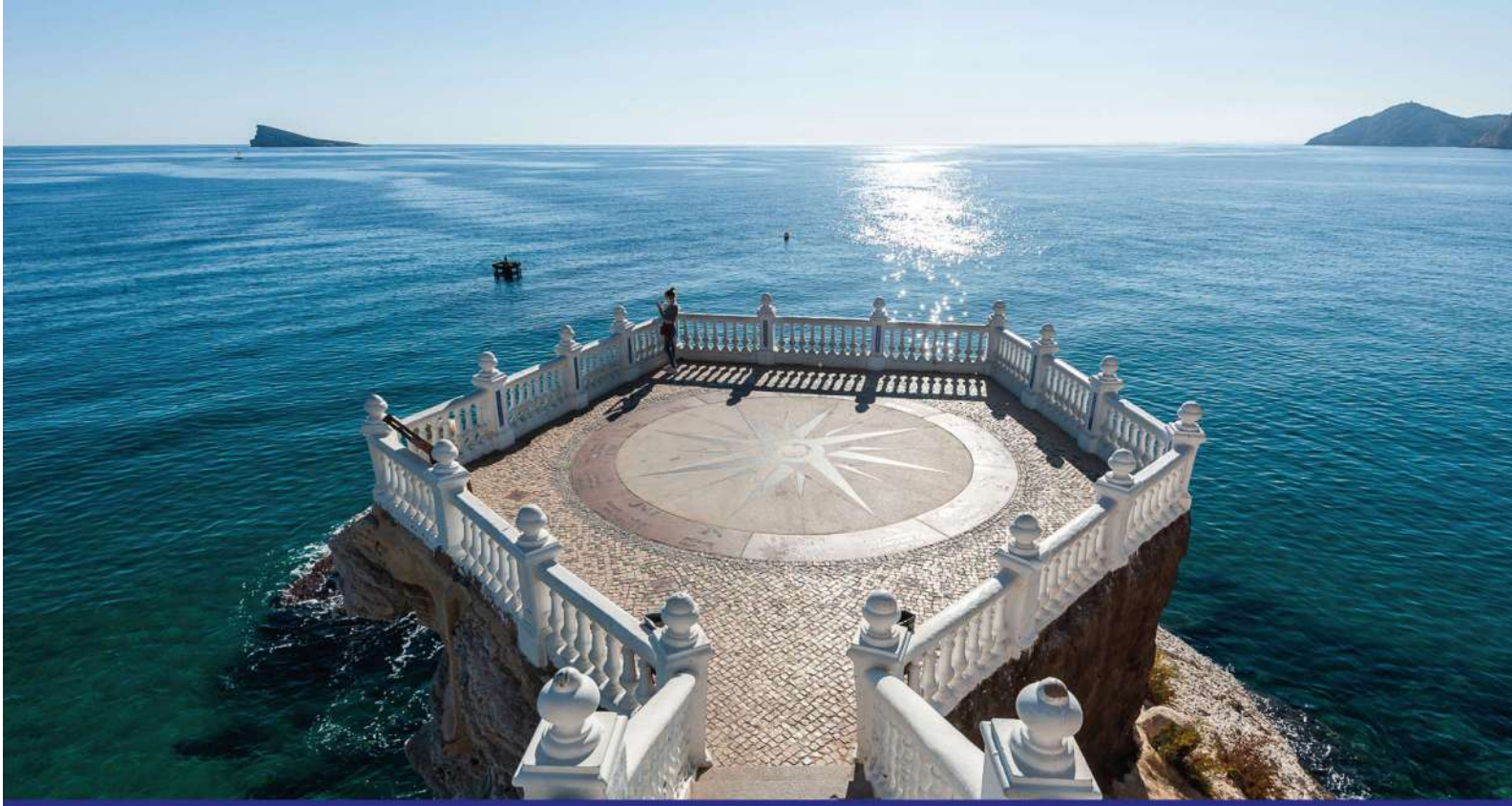


TOURISM IN THE REGION OF VALENCIA

2025



GENERALITAT VALENCIANA

TURISME COMUNITAT VALENCIANA

INTRODUCTION

Tourism in the Region of Valencia showed moderate growth in 2025 following several years of expansion. Although the number of tourists fell slightly to 29.5 million, the rise in international demand helped to maintain the sector's momentum and resulted in total tourist spending of 20,607 million euros, 4.1 per cent more than in 2024. Against this backdrop, tourism reaffirmed its status as a strategic sector for the Valencian economy, generating 19 per cent of GDP and 17.4 per cent of employment.

Foreign **demand** gained ground in 2025 and the main international markets maintained their positions in the ranking of source markets, led by the United Kingdom and France. Whilst domestic demand saw a decline in the number of trips, spending per trip continued to grow and remained stable, with residents of the Region of Valencia and Madrid being the main source markets.

In the **hotel** sector, results were favourable. Hotels accommodated 10 million travellers, 3.3 per cent more than in 2024, and recorded 31.6 million overnight stays, an increase of 1.8 per cent. This growth was driven by international demand and an increase in supply, which reached 137,079 beds, accounting for 8.6 per cent of the national total. Seasonal fluctuations continued to diminish, and hotel profitability saw a 3.3 per cent increase in RevPAR.

Holiday apartments performed well, with 2.3 million visitors – 17.3 per cent more than in 2024 – and 12.5 million overnight stays (+8.4 per cent). These figures cement the Region's position as the leading domestic destination for overnight stays by Spanish visitors and the second-ranked destination for total overnight stays.

Campsites recorded a slight decline. The number of visitors stood at 1.3 million, representing a decrease of 1.0 per cent, whilst overnight stays totalled 9.6 million, down 4.2 per cent. Despite this, the Region remained the second most popular domestic destination for overnight stays at campsites, accounting for 19.5 per cent of the national total.

In **rural accommodation**, the situation was less favourable, with falls of 16.6 per cent in visitor numbers and 5.1 per cent in overnight stays. However, the number of open establishments (740 in 2025) and employment linked to this sector increased, whilst total expenditure by domestic visitors continued to grow.

The commitment to **excellence** in tourism continued to strengthen the Region of Valencia's competitiveness in 2025. The Qualitur programme reaached 546 members and 901 certified services and resources, whilst the System for Tourism Quality in Destinations (SICTED) maintained 41 participating destinations and 1,564 accredited services. These results place Region of Valencia as the second autonomous community in Spain in terms of the number of accreditations and reflect the sector's commitment to quality and continuous improvement.

Overall, 2025 confirms the strength of Valencian tourism against a backdrop of stabilising demand. The growth in tourist spending, progress in international markets, improved hotel profitability, and the implementation of quality systems all reinforce the Region of Valencia's competitiveness as a leading year-round tourist destination.

Marian Cano García
Presidenta de Turisme Comunitat Valenciana

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Trends in tourism
REGION OF VALENCIA

2025

GENERALITAT VALENCIANA

TURISME COMUNITAT VALENCIANA

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1. TOURIST DEMAND IN THE REGION OF VALENCIA

TOURISTS, OVERNIGHT STAYS AND EXPENDITURE* IN ALL TYPES OF ACCOMMODATION IN THE REGION OF VALENCIA

Source: Own elaboration based on INE data: *Frontur/Egatur-ETR*. *Includes expenditure incurred at origin and destination

Millions	2025	2024	Difference (millions)
tourists	29,5	29,9	-0,4
overnight stays	196,1	201,0	-4,9
expenditure	20.607,1	19.801,5	805,5

ECONOMIC IMPACT OF TOURISM IN THE REGION OF VALENCIA

Source: Exceltur-Turisme Comunitat Valenciana. *Impactur-CV, 2024*

19% contribution to GDP

17,4% share of employment

Tourists in all types of accommodation

The year 2025 was characterised by a slight decline in tourism demand.

The decrease in the share of tourists resident in Spain (57.9%) was offset by an increase in the share of foreign tourists (42.1%).

With a total of 29.5 million **tourists**, **domestic demand** recorded a negative trend (-4.9%), while **foreign** demand increased by 4.3%.

In addition, **total expenditure** by residents in Spain decreased by 2.5%, whereas expenditure by foreign tourists increased by 6.1%.

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Private and collective accommodation

According to the Frontur-Egatur and ETR sources, the number of overnight stays in **private accommodation** (second homes, rented accommodation, and accommodation provided by relatives and friends) is estimated at 153.3 million, 1.3% fewer than in the previous year. This type of accommodation accounted for 78.2% of the total, representing 76.3% of demand from residents in Spain and 79.5% of demand from foreign residents.

Foreign tourists recorded 91.1 million **overnight stays** in private accommodation, an increase of 2.5% compared with 2024.

Residents in Spain recorded 62.2 million overnight stays in private accommodation (-6.3% year-on-year). The trend was negative across all three types of accommodation for residents in Spain, whereas foreign demand increased the number of overnight stays.

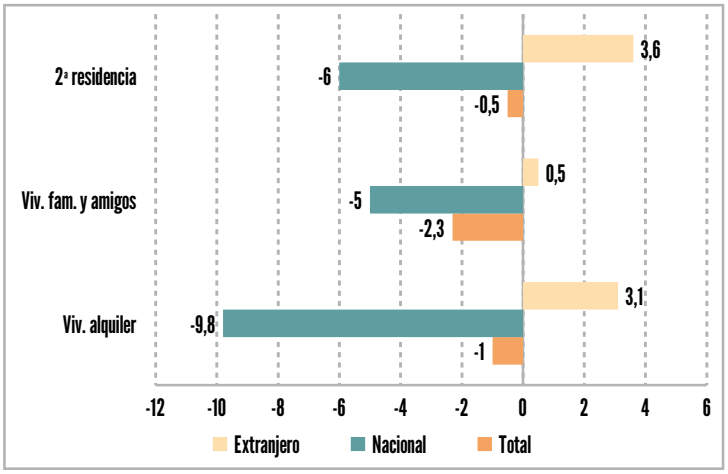
A detailed analysis of developments in private accommodation can be found in Booklet 6 of this publication.

Tourist accommodation establishments (hotels, tourist apartments, campsites and rural accommodation) recorded 54.2 million overnight stays, 2.1% more than in 2024.



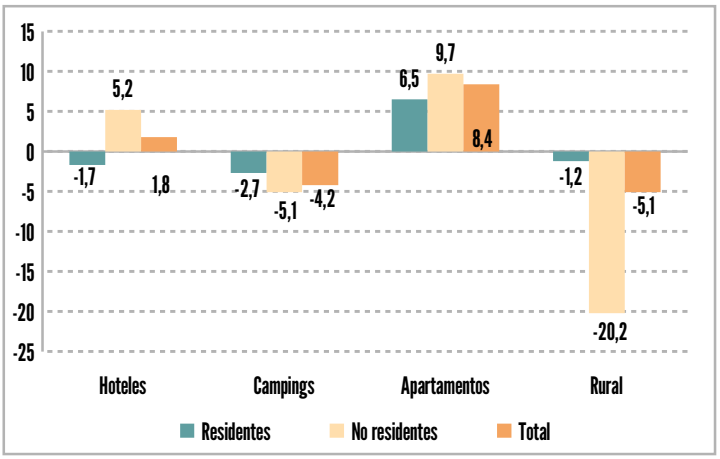
% CHANGE 2025-24 IN OVERNIGHT STAYS IN PRIVATE ACCOMMODATION, BY ORIGIN, IN THE REGION OF VALENCIA

Source: Turisme Comunitat Valenciana based on INE data



% CHANGE 2025-24 IN OVERNIGHT STAYS IN TOURIST ACCOMMODATION IN THE REGION OF VALENCIA

Fuente: Turisme Comunitat Valenciana a partir del INE

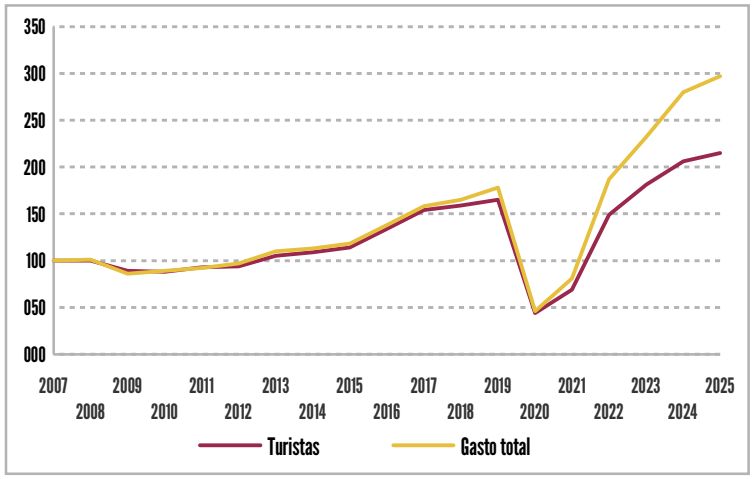


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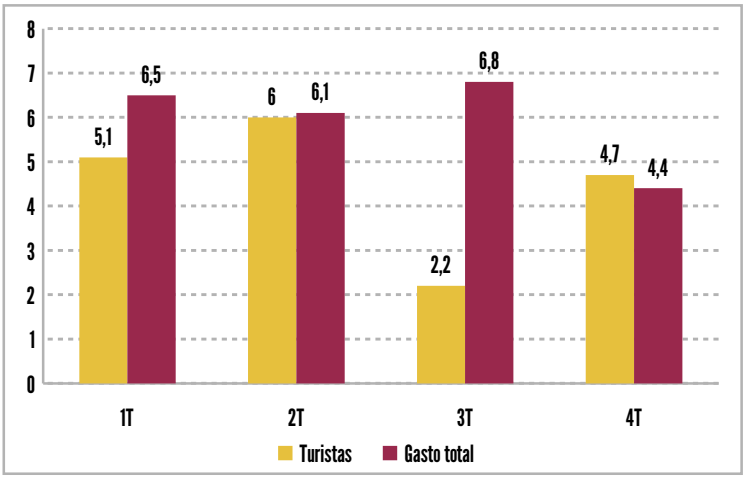
FOREIGN TOURISTS AND TOTAL EXPENDITURE TIME SERIES. Índex number base year 2007

Fuente: Turisme Comunitat Valenciana based on data from Turespaña e INE *Frontur-Egatur*



% CHANGE 2025-24 IN OVERNIGHT STAYS IN TOURIST ACCOMMODATION ESTABLISHMENTS

Fuente: Turisme Comunitat Valenciana based on data from INE *Frontur-Egatur*



Foreign demand

In 2025, foreign demand in the tourism sector of the Region of Valencia increased by 4.3%.

Foreign tourists spent 6.1% more than in the previous year. The **average length of stay** decreased by 4.1%, which, together with the increase in **expenditure per trip** (1.8%), resulted in a 6.1% increase in average daily expenditure.

The positive trend in both the number of tourists and total expenditure was maintained throughout the year.

Trips to visit **relatives and friends** increased by 7.4%, while **leisure trips** rose by 5.8%.

Package holidays, which accounted for 12.0% of the total, decreased by 2.6% (-15.1% in the British market).

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The **United Kingdom**, the leading source market for the Region of Valencia, regained first place with a market share of 24.3%, ahead of **France** (17.0%).

Further information on foreign source markets is available in the Tourism Statistics section on source markets
www.turisme.gva.es/es/estadistiquesdeturisme

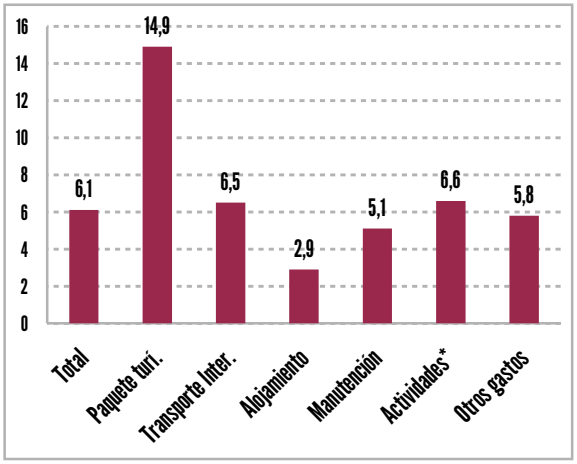
Arrivals by air increased by 9.4%, while arrivals by **road** fell by 13.7%. Alicante-Elche Airport recorded an increase of 8.0%, while Valencia Airport grew by 3.9%.

Low-cost airlines carried 80.9% of international passenger arrivals to the Region of Valencia (13.2 million), representing a year-on-year increase of 12.0%, against a backdrop of 7.2% growth in Spain as a whole.

Expenditure per trip increased by 1.8%, while the **average length of stay** declined by 4.1%, resulting in a 6.1% increase in **average daily expenditure**.

% CHANGE 2025-24 IN AVERAGE DAILY EXPENDITURE BY FOREIGN TOURISTS, BY EXPENDITURE CATEGORY

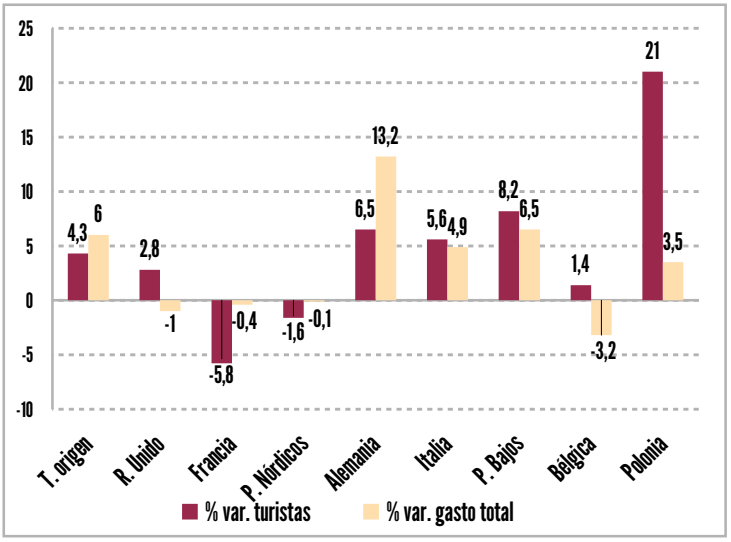
Source: INE *Frontur-Egatur.*



*includes shopping.

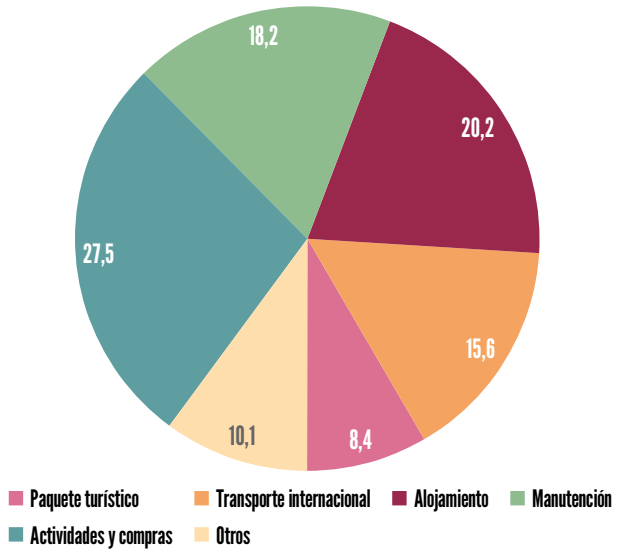
% CHANGE 2025-24 IN TOURISTS AND TOTAL EXPENDITURE, BY COUNTRY OF ORIGIN

Source: Turisme Comunitat Valenciana based on data from INE *Frontur-Egatur.*



% DISTRIBUTION OF FOREIGN TOURISTS' EXPENDITURE, BY EXPENDITURE CATEGORY, 2025

Source: Turisme Comunitat Valenciana based on data from INE *Frontur-Egatur.*

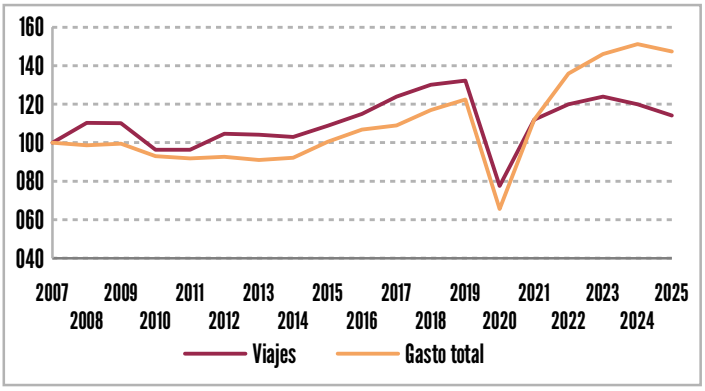


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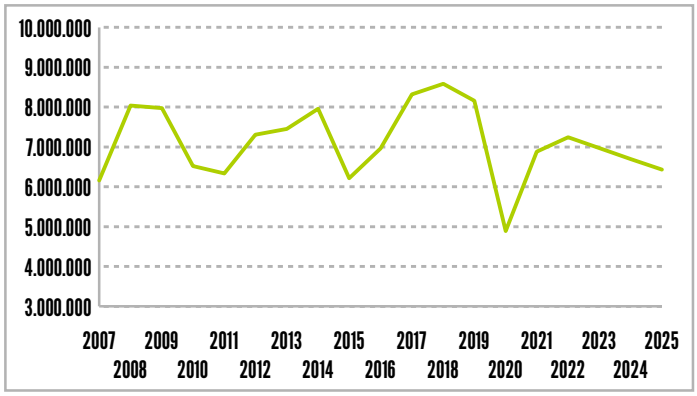
TRIPS AND TOTAL EXPENDITURE TIME SERIES. Index numbers, base year 2007

Source: Turisme Comunitat Valenciana based on data from INE *ETR-Familitur*



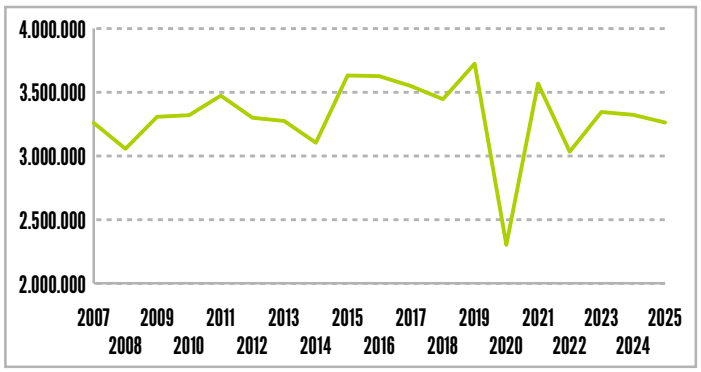
WEEKEND TRIPS TIME SERIES

Source: Turisme Comunitat Valenciana based on data from INE *ETR-Familitur*



SUMMER HOLIDAY TRIPS TIME SERIES

Source: Turisme Comunitat Valenciana based on data from INE *ETR-Familitur*



Estadístiques de Turisme de la Comunitat Valenciana

Domestic demand

The year 2025 was characterised by a decline in domestic tourism demand. The number of trips to the Region of Valencia **decreased by 4.9%**, compared with a decline of 22.5% in trips within Spain as a whole. The number of overnight stays fell by 5.8%.

The **first quarter**, which accounted for 18.0% of all trips, recorded the sharpest decline (-11.0%). By contrast, the **second** quarter, with a share of 28.0%, was the only quarter to register positive growth (+1.4%).

Weekend trips accounted for 37.7% of all trips and decreased by 4.0%.

Bank holiday trips (1,357,779) increased by 8.8%.

Summer holiday trips (3.3 million trips and 39.6 million overnight stays) decreased both in terms of the number of trips (-1.9%) and overnight stays (-10.5%).

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The **average length of stay** (4.8 days) decreased by 0.9%, while expenditure per trip increased by 2.6%, resulting in an increase in average daily expenditure (€56.0). Total **expenditure** (€4,561.8 million) decreased by 2.5%.

The **Region of Valencia** source market recorded a decline of 5.5% in the number of trips, below the average. The **Madrid** market, with a share of 20.6%, increased by 16.3%.

In 2025, **overnight stays** generated by residents from other autonomous communities accounted for 66.5% of the total and decreased by 4.5%.

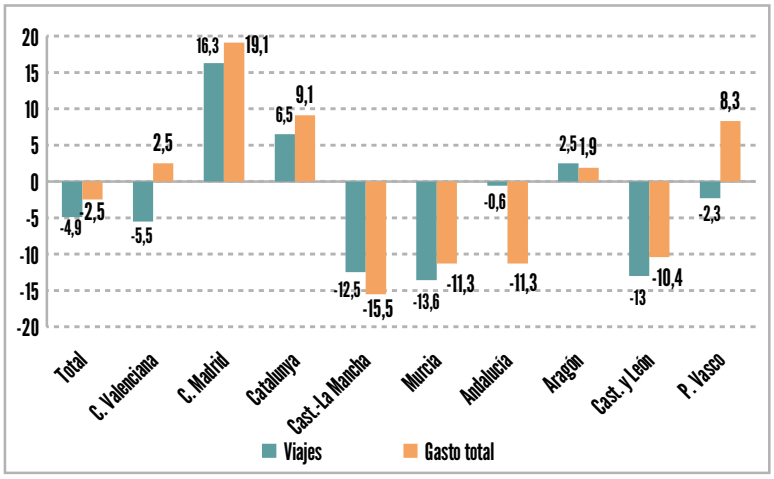
Further information on foreign source markets is available in the Tourism Statistics section on source markets www.turisme.gva.es/es/estadistiquesdeturisme

Leisure and holiday trips decreased slightly (-2.3%), as did trips to visit **relatives and friends** (-2.4%), while **business and other professional trips** contracted more sharply (-35.6%).

The breakdown of **expenditure** shows that, compared with 2024, the main expenditure categories were accommodation (28.6%) and spending in bars and restaurants (27.1%).

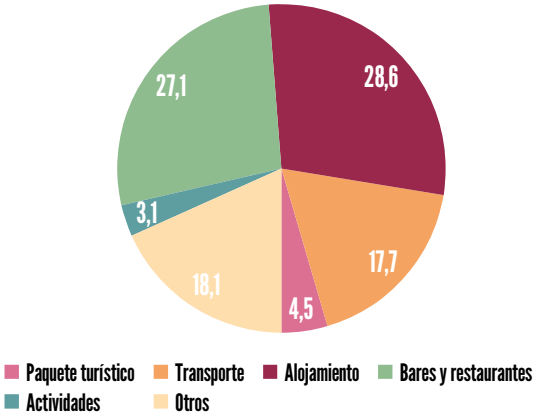
% CHANGE 2025-24 IN TRIPS AND TOTAL EXPENDITURE, BY ORIGIN

Source: Turisme Comunitat Valenciana based on data from INE *ETR-FAMILITUR*



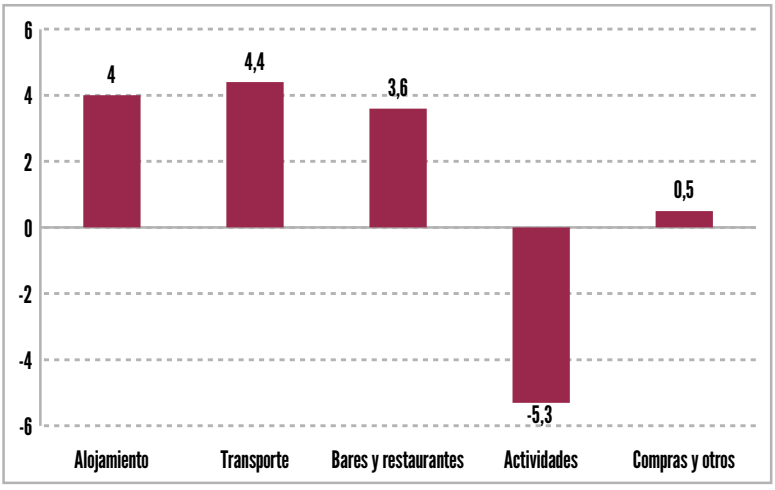
% DISTRIBUTION OF DOMESTIC TOURISTS' EXPENDITURE BY EXPENDITURE CATEGORY, 2025

Source: Turisme Comunitat Valenciana based on data fromI INE *ETR-Familitur*



% CHANGE 2025-24 IN AVERAGE DAILY EXPENDITURE BY RESIDENTS, BY CATEGORY

Source: Turisme Comunitat Valenciana based on data from INE: *ETR-Familitur*

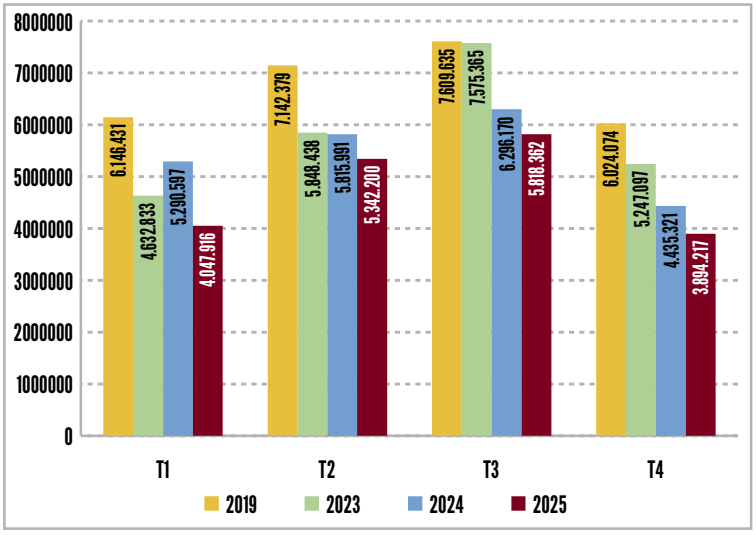


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EXCURSIONS BY QUARTER 2019, 2023, 2024 AND 2025

Source: Turisme Comunitat Valenciana based on data from INE *ETR-FAMILITUR*



Excursions by residents in Spain

In 2025, the number of **excursions** (same-day visits) made by residents in Spain aged 15 and over to the Region of Valencia (19.1 million) decreased by 12.5%.

30.5% of **same-day visitors** chose the third quarter for their trips. The second quarter recorded a similar share, accounting for 28.0%.

Average expenditure per person amounted to €42.1, 9.0% higher than in 2024. **Total expenditure** on excursions is estimated at €803.8 million, representing a negative variation of 4.7% compared with the previous year.

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2. TOURISM EMPLOYMENT IN THE REGION OF VALENCIA

Social Security affiliation

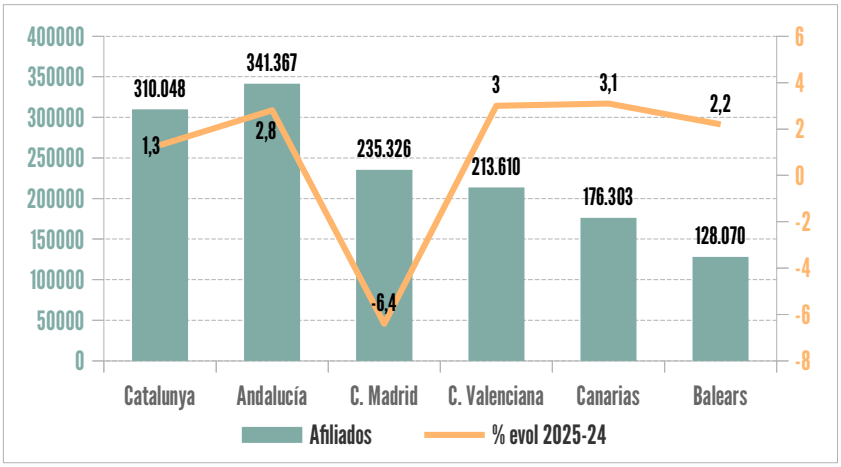
In 2025, the average number of **workers registered** with the Social Security system and in employment in the hospitality and travel agency sectors in the Region of Valencia stood at 213,610, representing an increase of 3.0% compared with the previous year.

A quarterly analysis shows that the highest number of affiliates was recorded in the third quarter, coinciding with the summer season.

Particularly noteworthy was the year-on-year growth in the number of affiliates in the fourth quarter of 2025 (+3.8%).

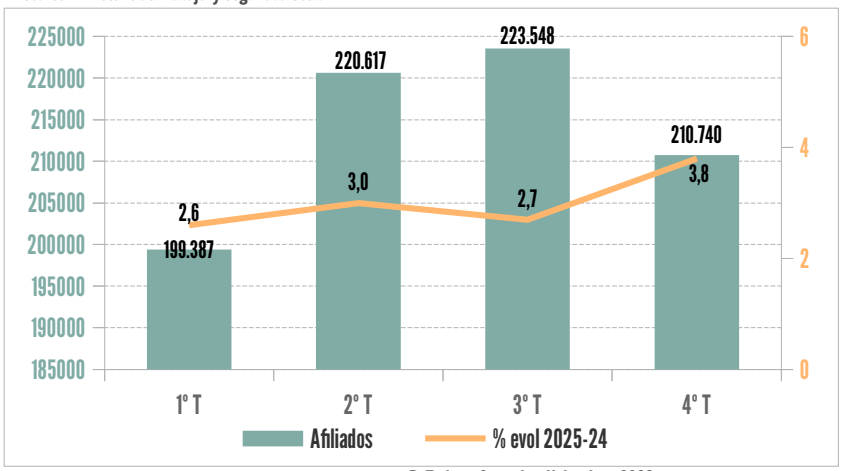
NUMBER OF SOCIAL SECURITY AFFILIATES AND YEAR-ON-YEAR CHANGE 2025-24 IN THE HOSPITALITY AND TRAVEL AGENCY SECTOR

Source: Ministerio de Trabajo y Seguridad Social



ANALYSIS OF SOCIAL SECURITY AFFILIATES IN THE HOSPITALITY AND TRAVEL AGENCY SECTOR IN THE REGION OF VALENCIA. 2025

Source: Ministerio de Trabajo y Seguridad Social



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Provincial trends

In 2025, 43.5% of all tourism-related Social Security affiliates in the Region of Valencia worked in the province of Alicante and 45.6% in the province of Valencia. A year-on-year increase in the number of affiliates was recorded in all three provinces.

Further information on trends in tourism employment at provincial level is available in the following publications:

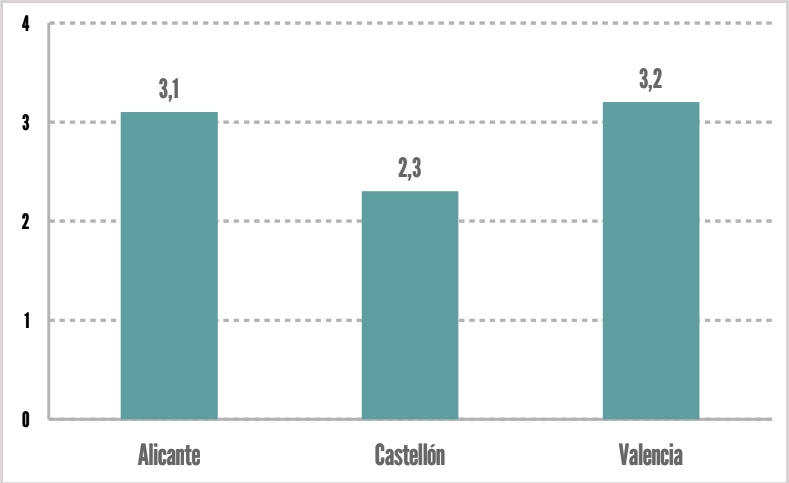
Trends in tourism activity in the province of Alicante

Trends in tourism activity in the province of Castellón

Trends in tourism activity in the province of Valencia

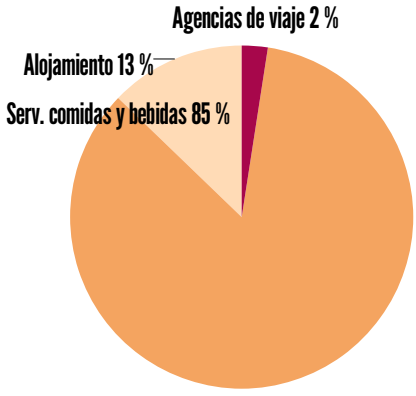
% CHANGE 2025-24 IN SOCIAL SECURITY AFFILIATES IN THE HOSPITALITY AND TRAVEL AGENCY SECTOR, BY PROVINCE

Source: Ministerio de Trabajo y Seguridad Social



% DISTRIBUTION OF SOCIAL SECURITY AFFILIATES BY SUBSECTOR. 2025

Source: Ministerio de Trabajo y Seguridad Social

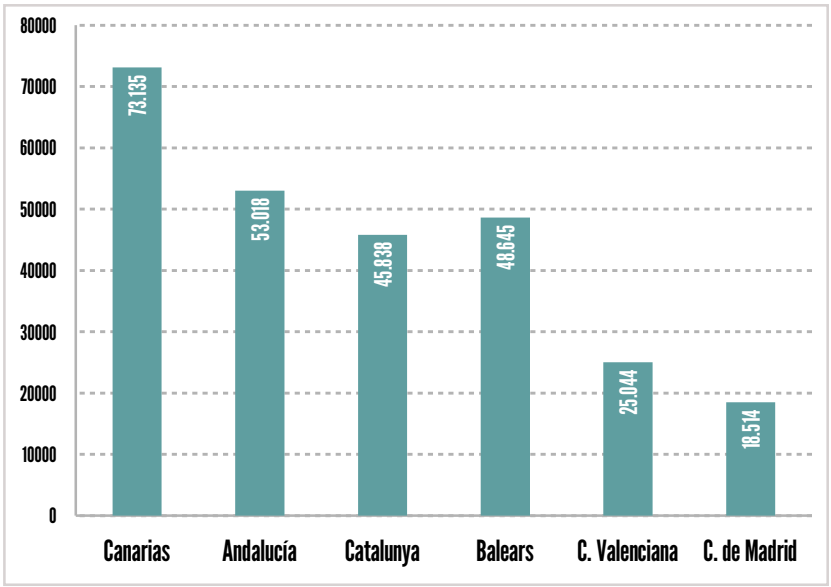


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NUMBER OF PERSONS EMPLOYED IN REGULATED TOURIST ACCOMMODATION ESTABLISHMENTS. 2025*

Source: Turisme Comunitat Valenciana based on data from INE. *Encuestas de ocupación en alojamientos turísticos. EOAT*



*Collective tourist accommodation establishments: hotels, tourist apartments managed by companies, campsites and rural accommodation establishments

Persons employed in the different types of tourist accommodation in the Region of Valencia

According to the tourist accommodation occupancy surveys conducted by the National Statistics Institute (INE), employment in regulated tourist accommodation establishments in Spain (hotels, tourist apartments managed by companies, campsites and rural accommodation establishments) reached 325,041 persons in 2025, 4.4% higher than in 2024. Of this total, 7.7% were employed in the Region of Valencia.

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In 2025, the number of **persons employed** in tourist accommodation establishments increased by 6.6%, contrasting with the stability recorded in the number of bedplaces open (0.0%).

Particularly noteworthy was the positive performance of employment in tourist apartments, which increased by 33.2%, alongside a decrease in the number of estimated bedplaces (-3.5%).

In hotel establishments, the category accounting for 71.7% of all persons employed in collective tourist accommodation establishments, employment increased by 3.0%. This trend was consistent with the 2.8% increase in the number of bedplaces. Proporcione sus comentarios sobre BizChat

PERSONS EMPLOYED IN THE REGION OF VALENCIA, BY TYPE OF ACCOMMODATION. YEAR 2025

Source: Turisme Comunitat Valenciana based on data from *Encuestas de ocupación en alojamiento reglado* (INE)

	Personal empleado	% Year-on-year change
Hotels	17.956	3,0
Campsites	1.665	-4,7
Tourist apartments *	4.374	33,2
Rural accommodation	1.049	1,5
Total	23.044	6,6

*managed by tourism companies

OPEN BEDPLACES IN THE REGION OF VALENCIA, BY TYPE OF ACCOMMODATION. 2025

Source: Turisme Comunitat Valenciana based on data from *Encuestas de ocupación en alojamiento reglado* (INE)

	Open bedplaces	% Year-on-year change
Hotels	137.079	2,7
Campsites	78.831	0,5
Tourist apartments *	122.936	-3,5
Rural accommodation	6.611	5,1
Total	345.457	0,0

*managed by tourism companies

However, it should be noted that the number of persons employed in tourist apartments managed by companies increased sharply (33.2%), in contrast to the decline in the number of bedplaces open in this type of accommodation (-3.8%).

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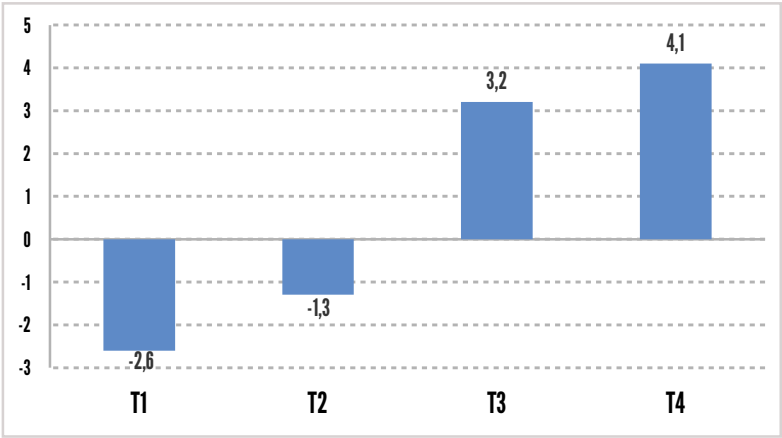
Labour Force Survey

According to the Labour Force Survey (LFS), the number of persons **employed** in the tourism sector in the Region of Valencia in 2025, including transport, accommodation, food and beverage serving activities, tour operators and travel agencies, vehicle rental, and cultural and leisure activities, was estimated at 304,600, representing an increase of 0.9% compared with 2024. The **labour force** decreased by 0.6%.

The unemployment rate stood at 10.4%, 1.3 percentage points lower than in 2024.

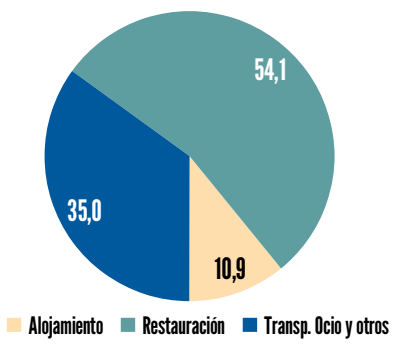
% CHANGE 2025-24 IN TOURISM EMPLOYMENT BY QUARTER

Source: Turisme Comunitat Valenciana based on data from *EPA*. (See branches of activity included in the Methodology section).



% DISTRIBUTION OF EMPLOYMENT IN THE TOURISM SECTOR. 2025

Source: Turisme Comunitat Valenciana based on data from EPA. (See branches of activity included in the Methodology section).



The food and beverage serving sector, which includes food service activities, accounted for 54.1% of total employment, provided 9,200 fewer persons employed on a quarterly average basis and recorded a negative variation of 5.3% compared with the previous year.

The **accommodation** sector accounted for 10.9% of total employment and recorded a year-on-year increase of 2.9%.

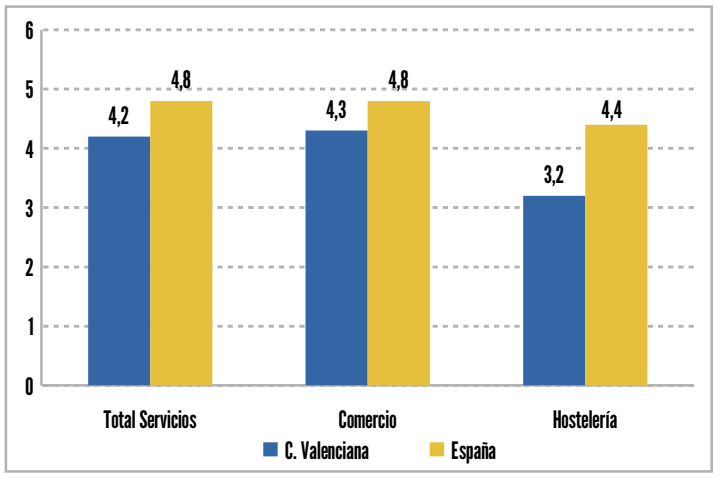
Employment in the remaining branches of the sector (**transport, travel agencies, vehicle rental, and cultural and leisure activities**) accounted for 35.0% of the total and increased by 11.5%.

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3. ACTIVITY IN THE HOSPITALITY SECTOR

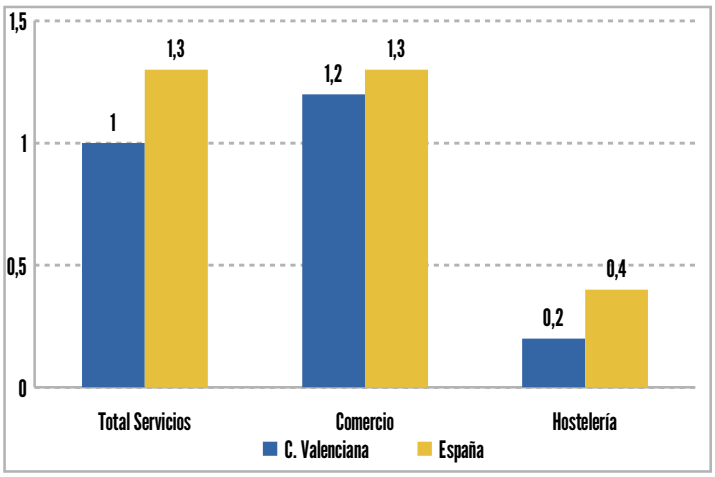
% CHANGE 2025-2024 IN TURNOVER

Source: Turisme Comunitat Valenciana based on data from INE and Conselleria d'Economia *IAAS*



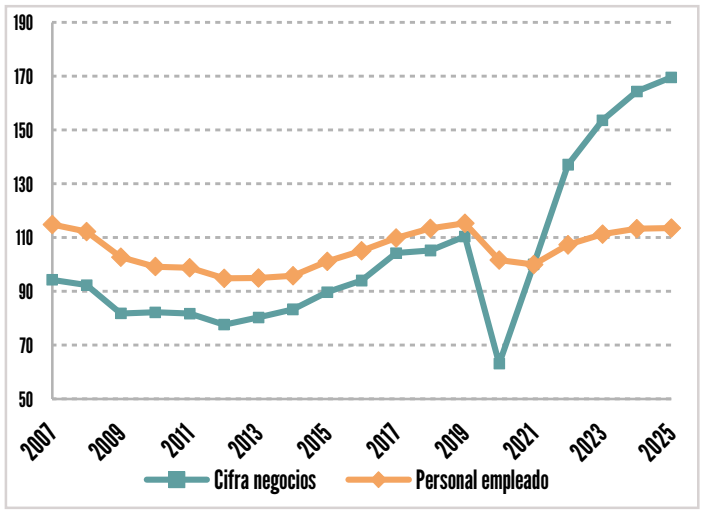
% CHANGE 2025-24 IN EMPLOYMENT

Source: Turisme Comunitat Valenciana based on data from INE and Conselleria d'Economia *IAAS*



ANNUAL AVERAGE HOSPITALITY INDICATOR. Base year 2021

Source: Turisme Comunitat Valenciana based on data from Conselleria d'Economia



In 2025, **turnover*** in the market services sector as a whole in the Region of Valencia increased by 4.2%, below the national average. The hospitality sector recorded an increase of 3.2%, lower than that registered by the hospitality sector as a whole in Spain.

In Spain as a whole, turnover increased in the accommodation (6.8%), food and beverage serving activities (3.1%), and travel agencies and tour operators (3.3%) subsectors.

Employment in the services sector in the Region of Valencia increased by 1.0%, a figure slightly below the Spanish average. Employment in the hospitality sector remained virtually unchanged (0.2%) compared with the previous year.

The turnover indicator recovered in 2025, recording a year-on-year increase of 3.2%, reflecting an improvement in activity. The employment index increased slightly compared with the previous year (0.2%), pointing to moderate employment growth.

*Turnover: total amount invoiced by the sector for goods and services supplied to third parties.

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SOURCES

Tourism Competitiveness Area of Turisme Comunitat Valenciana based on information from:

Instituto Nacional de Estadística (INE). *Encuestas de Ocupación en Alojamientos Turísticos*. *Frontur-Egatur* (since October 2015), *Encuesta de Turismo de Residentes -ETR* (since Frebruary 2015); **Institut Valencià d'Estadística (IVE):** *Encuesta de población activa* (based on INE data); **Ministerio de Trabajo y Economía Social:** Social security affiliation data; **Turespaña** *Frontur-Egatur* (up to September 2015), *Familitur* (up to January 2015).

METHODOLOGICAL NOTES

Social Security affiliation: Monthly Social Security affiliation data for workers in employment are obtained from the affiliation records corresponding to the last day of each month.

Labour Force Survey (EPA): The unemployment rate for the economy as a whole includes, in addition to unemployed persons classified by sector, several groups that are not broken down by activity, such as first-time jobseekers and the long-term unemployed. In the case of tourism and other sectors, it is more appropriate to refer to the proportion of unemployed persons within the labour force rather than to unemployment rates, since not all unemployed persons can be classified by sector of activity.

In accordance with international recommendations, the following CNAE 2009 branches of activity are considered tourism characteristic activities: 55 and 56 Accommodation and Food Service Activities; 491 Interurban Passenger Rail Transport; 493 Other Passenger Land Transport; 501 Sea and Coastal Passenger Water Transport; 503 Inland Passenger Water Transport; 511 Passenger Air Transport; 522 Activities Incidental to Transportation; 791 Travel Agency and Tour Operator Activities; 771 Rental and Leasing of Motor Vehicles; 773 Rental and Leasing of Other Machinery, Equipment and Tangible Goods; 799 Other Reservation Service and Related Activities; 900 Creative, Arts and Entertainment Activities; 910 Libraries, Archives, Museums and Other Cultural Activities; 931 Sports Activities; and 932 Amusement and Recreation Activities. This approach may result in an underestimation, as it does not take into account other economic activities that may partially contribute to tourism activity. At the same time, it may also lead to an overestimation insofar as the branches considered do not carry out their activities exclusively for tourism purposes.

ETR-Familitur: The series on trips by residents in Spain has been constructed by linking data through growth rates. The series has undergone several methodological changes: in 2009 and 2011 (when Turespaña revised downwards the figures for 2009 and 2010, affecting recurrent business trips); in 2014 (when Turespaña incorporated the new 2011 Labour Force Survey population figures and revised the data for 2012 and 2013); and finally in 2015 (following the transfer of responsibility to INE). The statistical tables annexed to this publication provide further details of the estimates made.

Frontur-Egatur: The break in the series from October 2015 onwards made it necessary to link the data using growth rates. The statistical tables annexed to this publication provide further details of the estimates made.

FURTHER INFORMATION

Web: www.turisme.gva.es/es/estadistiquesdeturisme; **Email:** estadistiques@turismecv.es

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Trends in tourism
PROVINCE OF ALICANTE

2026

GENERALITAT VALENCIANA

TURISME COMUNITAT VALENCIANA

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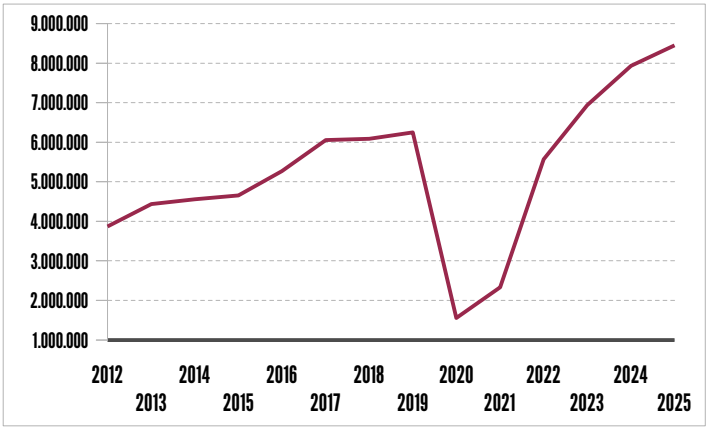
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1. TOURIST DEMAND

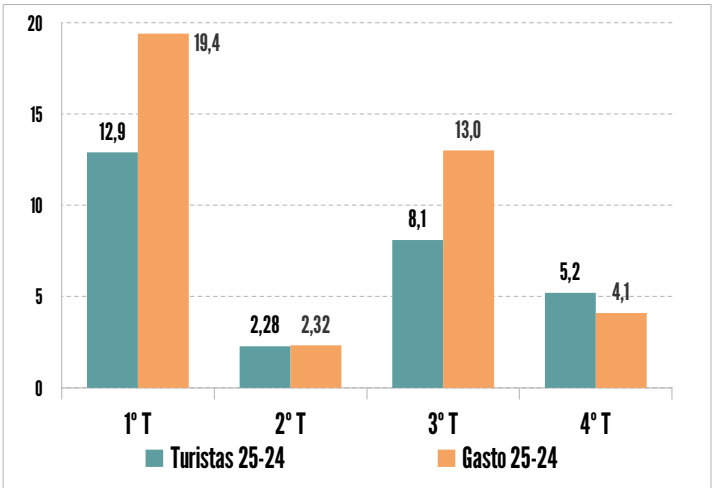
FOREIGN TOURISTS SERIES. PROVINCE OF ALICANTE

Source: Turisme Comunitat Valenciana based on data from Turespaña and INE, *Frontur-Egatur*



% CHANGE 2025-24 IN FOREIGN TOURISTS AND EXPENDITURE

Source: Turisme Comunitat Valenciana based on data from INE *Frontur-Egatur*



In 2025, a total of 15.6 **million tourists** visited the province of Alicante, 0.4% fewer than in the previous year.

Foreign tourists

Foreign demand accounted for 54.1% of all tourists and 69.4% of overnight stays in the province.

The number of foreign tourists (8.5 million) increased by 6.6%, while total expenditure (€11,498.1 million) rose by 9.3%. Quarterly performance was also positive throughout the year.

The number of overnight stays in **second homes** (25.9 million) remained stable (+0.2%); overnight stays in accommodation provided by **relatives and friends** (12.3 million) recorded a stronger increase (+8.6%), while overnight stays in rented accommodation (25.5 million) fell slightly by 0.7%.

The average length of stay (9.8 days) fell by 3.7%, while expenditure per trip (€1,360.2) increased 2.5%, resulting in a 6.4% rise in **average daily expenditure** (€138.4). The number of tourists showed mixed performance across source markets. The United Kingdom, Germany, Ireland, the Netherlands and Poland recorded year-on-year growth, whereas France, Norway, Sweden and Belgium experienced declines. Particularly noteworthy was the increase in tourists from Germany (+18.9%), which accounted for 5.3% of the market, as well as the growth of the Algerian market (+178.5%), with a market share of 4.0%.

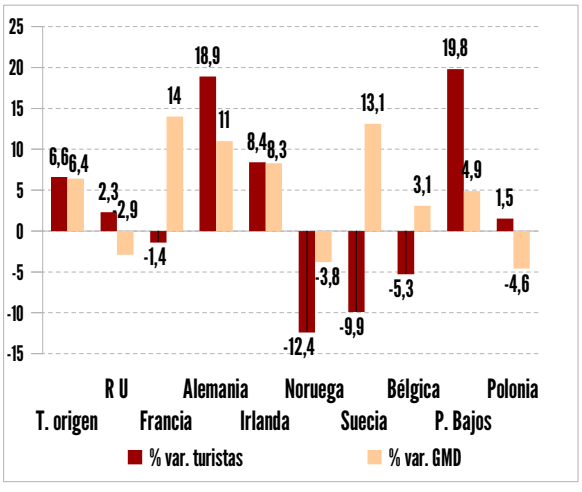
Leisure, recreation and holiday trips represented 91.2% of all visits and increased by 7.2%. Trips for personal reasons (health, family visits, etc.), which accounted for 5.3% of the total, declined by 6.0%, while business trips, with a share of 2.2%, rose by 37.3%.

Tourists arriving through Alicante-Elche **Airport** (6.9 million) increased by 9.5%.

Benidorm concentrated 22.2% of all tourists visiting the province and recorded a year-on-year decrease of 2.7%.

% CHANGE 2025-24 IN TOURISTS AND AVERAGE DAILY EXPENDITURE, BY COUNTRY OF ORIGIN

Fuente: Turisme Comunitat Valenciana based on data from INE *Frontur-Egatur*.





AVERAGE LENGTH OF STAY AND AVERAGE DAILY EXPENDITURE OF THE MAIN FOREIGN SOURCE MARKETS, 2025

Source: Turisme Comunitat Valenciana based on data from Turespaña. *Egatur*

	Average length of stay (days)	Average daily expenditure (euro)
Total	9,8	138,4
United Kingdom	7,1	157
France	12,3	103,6
Germany	12,3	112
Ireland	7,9	150,2
Norway	14	130,8
Sweden	11,6	134,4
Belgium	13	111,2
The Netherlands	11,9	122,6
Poland	7.2	156,8
Argelia	8,5	216,9

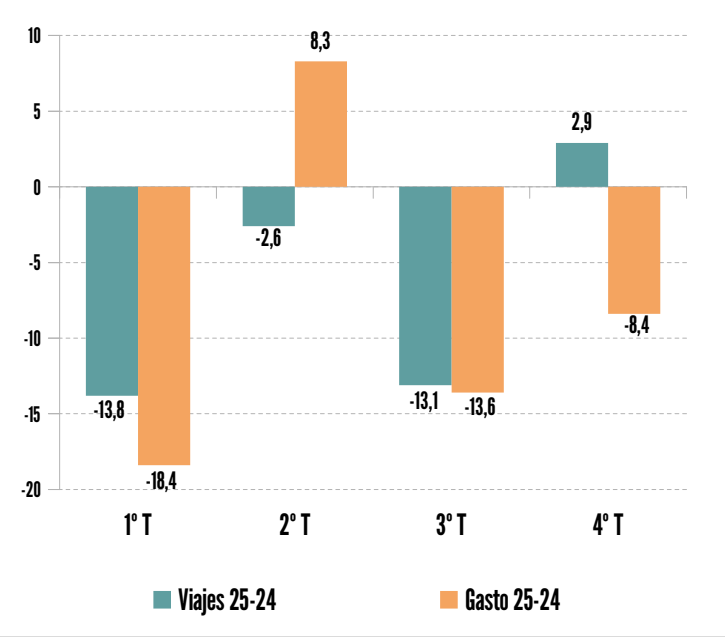
Link to foreign demand statistical tables

Link to the profile of foreign tourists visiting the Region of Valencia

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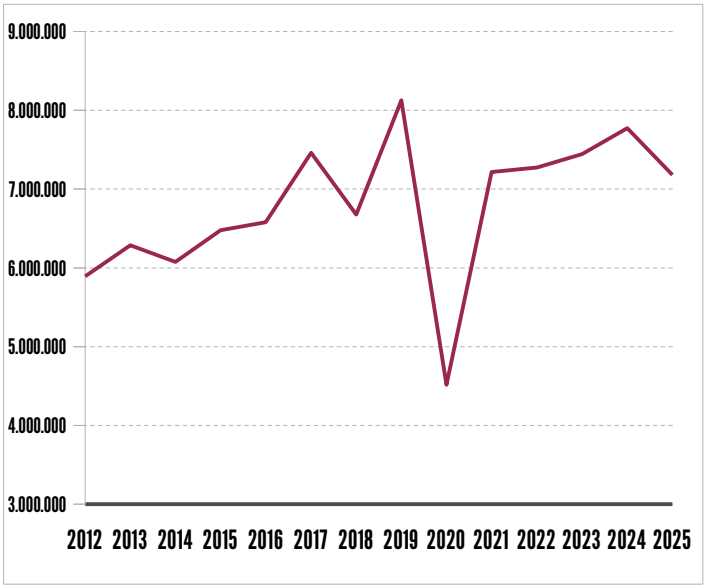
% CHANGE 2025-24 IN TRIPS AND TOTAL EXPENDITURE

Source: Turisme Comunitat Valenciana based on data from INE *ETR*



RESIDENTS' TRIPS TIME SERIES. PROVINCE OF ALICANTE

Source: Turisme Comunitat Valenciana based on data from Turespaña and INE, *ETR-Familitur*



Tourists resident in Spain

The number of trips, 7.2 million, was 7.6% lower than in 2024.

Domestic demand accounted for 45.9% of trips and 30.6% of overnight stays in the province.

Weekend trips represented 32.5% of all trips and decreased by 11%; **summer holiday** trips accounted for 20.5% of trips and also declined year-on-year by 6.3%; the number of overnight stays in this category represented 47.2% of the total, although it fell by 17.7%; finally, **bank holiday** trips, with a share of 8.0%, increased by 4.1%.

The third quarter accounted for 37.6% of trips and recorded a year-on-year decline of 13.1%.

The number of overnight stays in **second homes** (10.2 million) fell by 17.4%, while overnight stays in accommodation provided by **relatives and friends** (12.6 million) decreased by 4.2%.

Total **expenditure**, estimated at €2,135.3 million, decreased by 8.3%.

Expenditure per trip, estimated at €297.4, fell by 0.7%, and the average length of stay (5.1 days) also declined by 4.8%, resulting in a 4.2% increase in average daily expenditure (€58.3).

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The **Region of Valencia source market**, which accounted for 40.0% of trips, declined by 3.3%, as did the Madrid source market (-9.4%), with a share of 24.3%. The main source markets recorded a year-on-year decrease in the number of trips.

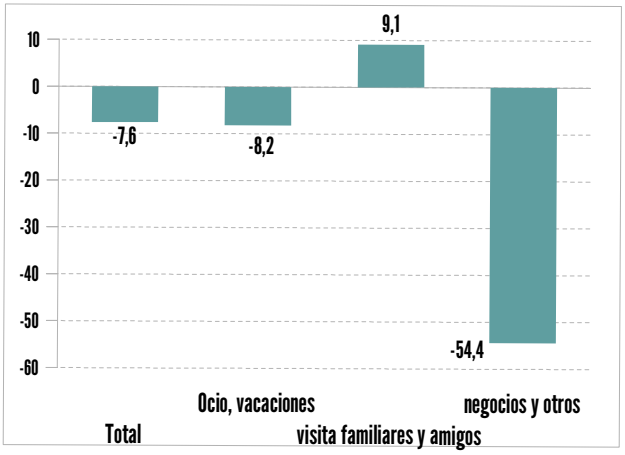
Leisure and holiday trips, accounting for 64.6% of all trips, decreased by 8.2%, while business trips fell by 54.4%. Trips to visit relatives and friends, which represented 27.7% of all trips to the province, increased by 9.1%.

Travel by **private vehicle** accounted for 83.1% of trips and decreased by 9.8%, while rail travel, with a share of 8.0% (ahead of coach travel), increased by 25.8%.

With more than 1.5 million trips in 2025, **Benidorm** accounted for 20.6% of the provincial total. Compared with 2024, visitors made fewer trips (-1.3%) and recorded a shorter average length of stay (-7.9%). Expenditure per trip (€463.0) fell by 1.5%, while average daily expenditure (€82.1) increased by 7.0%.

% CHANGE 2025-24 IN TRIPS BY PURPOSE OF TRIP IN THE PROVINCE OF ALICANTE

Source: Turisme Comunitat Valenciana based on data from INE *ETR-FAMILITUR*



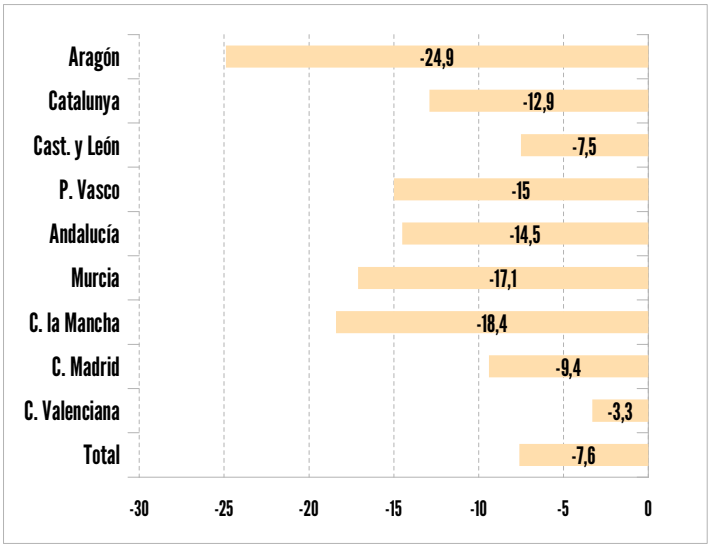
AVERAGE LENGTH OF STAY AND AVERAGE DAILY EXPENDITURE OF THE MAIN DOMESTIC SOURCE MARKETS, 2025

Source: Turisme Comunitat Valenciana based on data from INE *ETR-Familitur*

	Average length of stay (days)	Average daily expenditure (euro)
Total	5,1	58,3
C. Valenciana	3,1	49,5
C. Madrid	7,2	53,7
C. La Mancha	3,9	66,9
Murcia	4,0	40,4
Andalucía	5,2	79,2
País Vasco	10,2	73,1
C. y León	8,7	67,6
Catalunya	6,5	66,7
Aragón	6,1	75,1

% CHANGE 2025-24 IN THE MAIN DOMESTIC SOURCE MARKETS

Source: Turisme Comunitat Valenciana based on data from I INE *ETR-FAMILITUR*



Link to domestic demand statistical tables

Link to the profile of tourists resident in Spain visiting the Region of Valencia

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2. TRENDS IN HOTEL ESTABLISHMENTS

The number of travellers staying in hotel establishments in the province of Alicante in 2025 increased by 4.5% compared with 2024. The number of overnight stays rose by 2.3% compared with the previous year.

The number of bedplaces open, estimated for the year as a whole, reached 78,475, representing an increase of 2.9% compared with the previous year. The annual average occupancy rate stood at 63.55%, remaining virtually unchanged (-0.2%) compared with the estimate for 2024. Average weekend occupancy reached 70.19%, 0.6% higher than the previous year.

The average length of stay estimated for all hotel establishments in the province was 3.7 nights per traveller, 2.1% lower than in 2024.

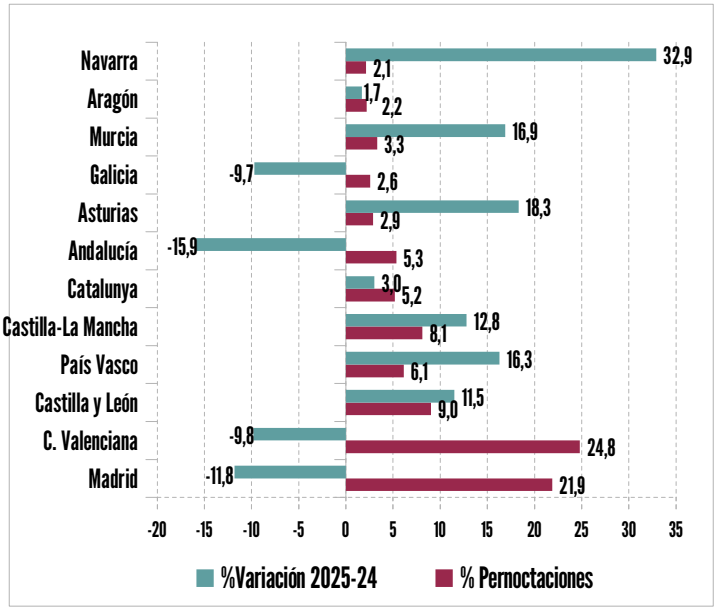
Overnight stays by foreign residents increased by 6.2%, while those by residents in Spain fell by 3.3%.

RevPAR (revenue per available room) in the province of Alicante, estimated at €78.7, increased by 4.2%. Average daily room rates increased by 4.3%, while room occupancy remained virtually unchanged (-0.4%). In Benidorm, RevPAR increased by 5.0%, average daily room rates by 5.7%, while room occupancy remained stable (-0.1%).

Link to hotel accommodation statistical tables

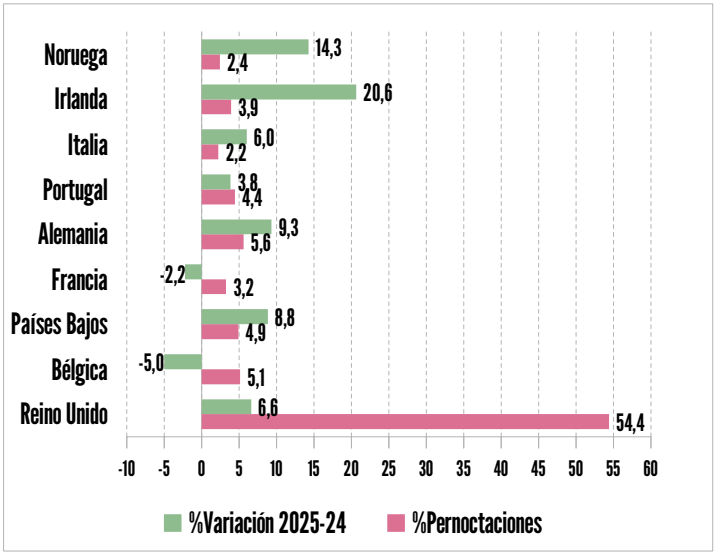
DISTRIBUTION OF OVERNIGHT STAYS IN THE PROVINCE OF ALICANTE, BY REGION OF ORIGIN

Source: Turisme Comunitat Valencianan based on data from INE, *Encuesta de ocupación en Alojamientos Turísticos 2025*



DISTRIBUTION OF OVERNIGHT STAYS IN THE PROVINCE OF ALICANTE, BY COUNTRY OF ORIGIN

Source: Turisme Comunitat Valencianan based on data from INE, *Encuesta de ocupación en Alojamientos Turísticos 2025*



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3. TRENDS IN TOURIST APARTMENTS



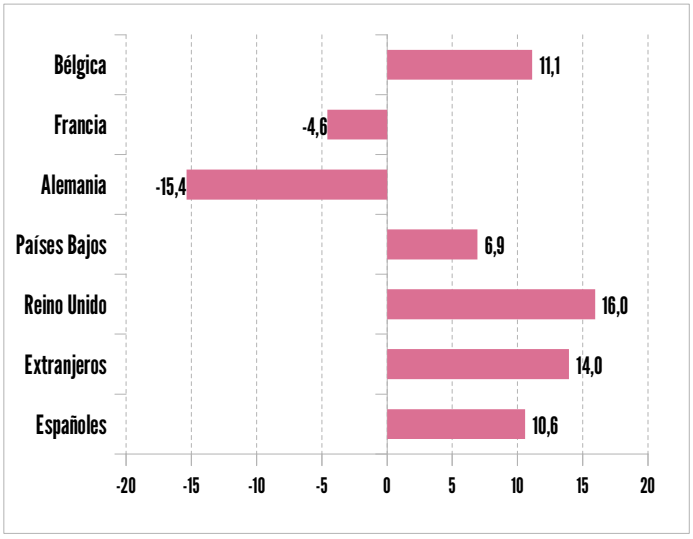
MAIN INDICATORS FOR TOURIST APARTMENTS IN THE PROVINCE OF ALICANTE

Source: Turisme Comunitat Valencianan based on data from INE, *Encuesta de ocupación en Alojamientos Turísticos 2025*

	2025	Year-on-year change 2054/24
Travellers	1.613.782	29,0
Overnight stays	8.842.147	12,9
Occupancy rate of bedplaces	28,25	14,9
Estimated bedplaces	84.368	-2,6

% CHANGE 2025-24 IN OVERNIGHT STAYS IN TOURIST APARTMENTS IN THE PROVINCE OF ALICANTE, BY ORIGIN OF DEMAND

Source: Turisme Comunitat Valencianan based on data from INE, *Encuesta de ocupación en Alojamientos Turísticos 2025*



The data for 2025 as a whole for tourist apartments managed by companies in the province of Alicante showed increases in both the number of travellers (+29.2%) and overnight stays (+12.9%) compared with 2024.

By origin of demand, the number of **Spanish travellers** increased by 29.6%, while the number of **foreign travellers** rose by 28.6%. **Overnight stays** by Spanish travellers increased by 10.6%, and those by foreign travellers grew by 13.7%.

In tourist apartments, overnight stays by foreign travellers accounted for 70.0% of the total.

The province of Alicante recorded the highest volume of overnight stays in tourist apartments in the Region of Valencia. Benidorm, the leading destination on the Alicante coast, accounted for 29.0% of all overnight stays in the province in 2025.

In **Benidorm**, a total of 2,562,729 overnight stays were recorded in tourist apartments in 2025, 9.4% more than in 2024. Of these overnight stays, 70.73% were by foreign travellers and 29.27% by Spanish travellers.

The average **occupancy rate** of bedplaces in tourist apartments in the province stood at 28.25%, 14.9% higher than in 2024. The **average length of stay** was 5.48 days, 12.5% lower than the previous year.

The number of **bedplaces open**, estimated at 86,368 for the year as a whole, decreased by 2.6%.

Link to tourist apartments statistical tables

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4. TRENDS IN CAMPSITES

The data for 2025 as a whole for campsites in the province of Alicante showed virtually no change in the number of travellers (+0.1%), while overnight stays decreased by 3.1% compared with 2024.

The number of pitches fell by 0.9%, while the occupancy rate stood at 73.31%, remaining virtually unchanged compared with 2024 (-0.1%).

The **average length of stay** at campsites in the province was 8.53 days, 3.3% lower than the previous year. This was the highest average length of stay among the main Spanish provinces in this type of accommodation.

The number of **travellers resident in Spain** staying at campsites in the province increased by 5.2%. Overnight stays by these travellers rose by 1.6%.

As regards **foreign demand**, the number of travellers staying at campsites fell by 5.9%, while their overnight stays decreased by 5.2%.

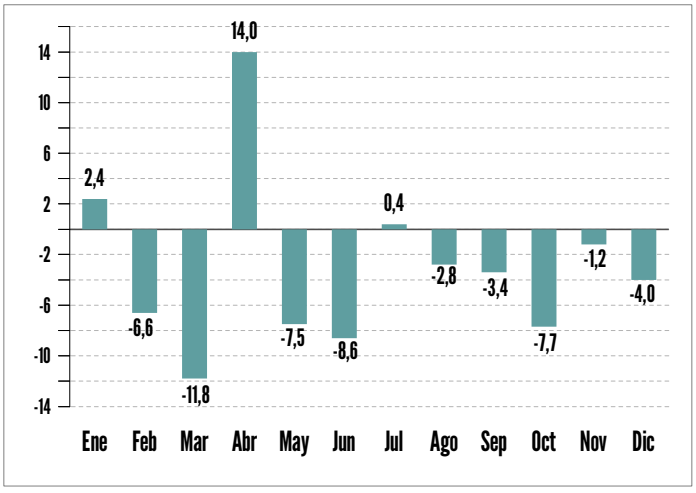
MAIN INDICATORS FOR CAMPSITES IN THE PROVINCE OF ALICANTE

Source: Turisme Comunitat Valencianan based on data from INE, *Encuesta de ocupación en Alojamientos Turísticos 2025*

	2025	% Year-on-year change 2025/24
Travellers	672.479	0,1
Overnight stays	5.739.072	-3,1
Pitch occupancy rate (%)	73,31	-0,1
Estimated pitches	11.470	-0,9

MONTHLY EVOLUTION OF OVERNIGHT STAYS IN CAMPSITES IN THE PROVINCE OF ALICANTE. 2025 (% CHANGE)

Source: Turisme Comunitat Valenciana based on data from INE, *Encuesta de ocupación en Alojamientos Turísticos 2025*

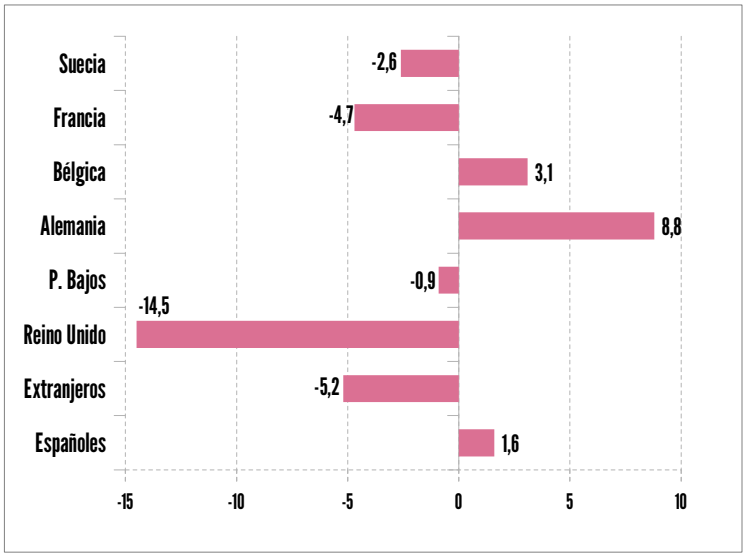


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% CHANGE 2025-24 IN OVERNIGHT STAYS IN CAMPSITES IN THE PROVINCE OF ALICANTE, BY ORIGIN OF DEMAND

Source: Turisme Comunitat Valencianan based on data from INE, *Encuesta de ocupación en Alojamientos Turísticos 2025*



The highest **occupancy rate** by tourist area was recorded on the Costa Blanca, at 79.91%. Benidorm was also the tourist destination with the highest pitch occupancy rate, at 91.05%.

Benidorm also recorded the longest average length of stay, at 16.27 days. This high average length of stay was associated with foreign demand, as Benidorm was also the tourist destination recording the highest number of overnight stays by foreign travellers (1,733,405).

Link to campsite accommodation statistical tables



5. TRENDS IN RURAL ACCOMMODATION

The data for 2025 as a whole for rural tourism accommodation showed a decrease in both the number of **travellers** (-31.9%) and **overnight stays** (-19.9%) compared with 2024.

Overnight stays by domestic demand decreased by 22.8%, while those by foreign demand fell by 12.4%.

Domestic demand accounted for 69.9% of all overnight stays recorded in rural accommodation establishments in the province.

The **occupancy rate** of bedplaces in rural accommodation stood at 18.16%, representing a decrease of 8.6% compared with the previous year. The number of bedplaces in this type of accommodation, estimated at 1,574, decreased by 14.5%.

MAIN INDICATORS FOR RURAL ACCOMMODATION IN THE PROVINCE OF ALICANTE

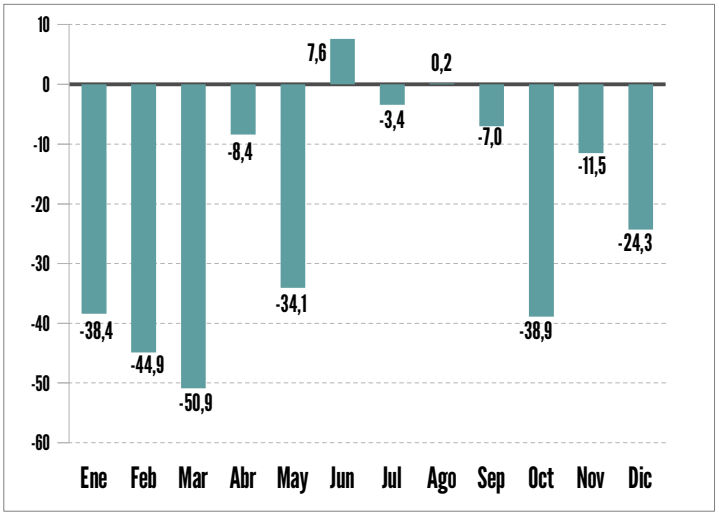
Source: Turisme Comunitat Valenciana based on data from INE, *Encuesta de ocupación en Alojamientos Turísticos 2025*

	2025	% Year-on-year change 2025/24
Travellers	39.864	-31,9
Overnight stays	107.514	-19,9
Bedplace occupancy rate*	18,16	-8,6
Estimated bedplaces	1.574	-14,5

*Unweighted average

MONTHLY EVOLUTION OF OVERNIGHT STAYS IN RURAL ACCOMMODATION IN THE PROVINCE OF ALICANTE. 2025 (% CHANGE)

Source: Turisme Comunitat Valencianan based on data from INE, *Encuesta de ocupación en Alojamientos Turísticos 2025*

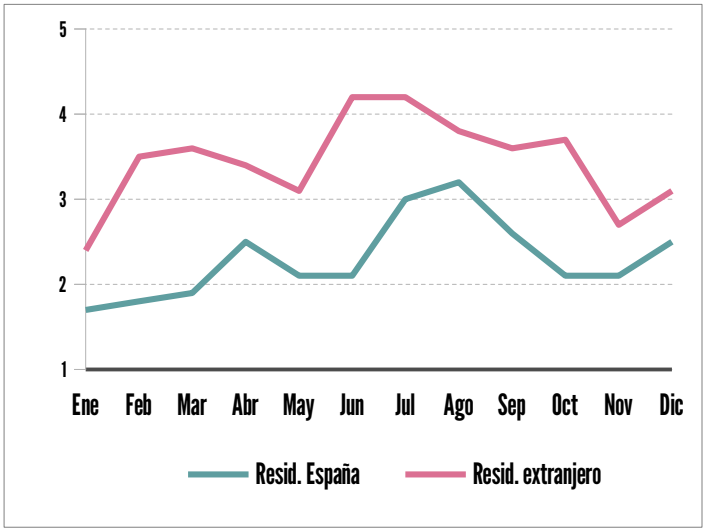


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AVERAGE LENGTH OF STAY OF TRAVELLERS IN RURAL ACCOMMODATION IN THE PROVINCE OF ALICANTE. 2025

Source: Turisme Comunitat Valenciana based on data from INE, *Encuesta de ocupación en Alojamientos Turísticos 2025*



The **average length of stay** was 2.7 days, 17.6% higher than in 2024.

The behaviour of travellers staying in rural accommodation in the province of Alicante was clearly seasonal and varied according to the origin of demand. Residents in Spain concentrated their stays in the peak summer months and recorded shorter average stays than foreign travellers.

Link to rural accommodation statistical tables

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6. TOURISM EMPLOYMENT IN THE PROVINCE OF ALICANTE

Social Security affiliation

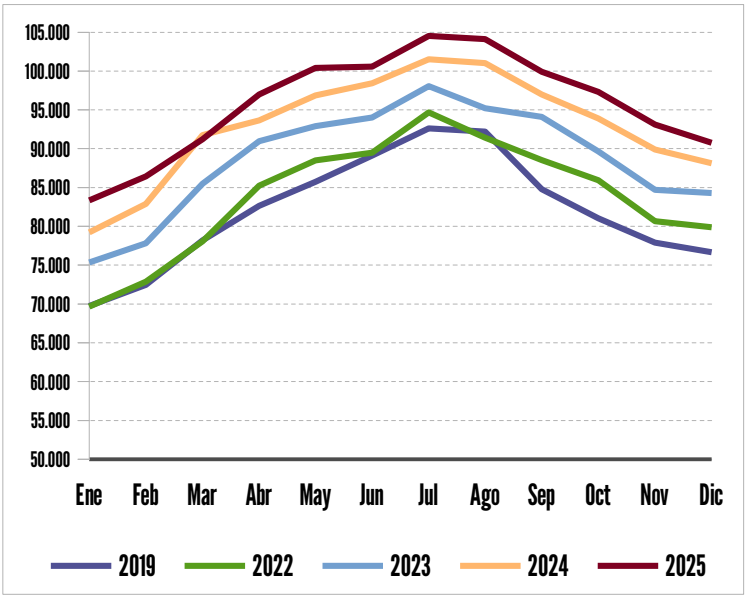
In 2025, the number of **workers registered** with the Social Security system and in employment in the hospitality and travel agency sectors in the province of Alicante stood at 95,728, representing a year-on-year increase of 3.1%.

An analysis of the different activities included under the heading of Hospitality and Travel Agencies shows that all **sectors** recorded positive year-on-year growth compared with 2024. The travel agency sector (1.8% share) recorded the highest increase (5.5%), followed by the accommodation sector, which, with a share of 20.0%, registered a year-on-year increase of 4.5%, and the food and beverage serving sector (2.7%), which accounted for the largest share (78.2%).

The total number of Social Security affiliates in tourism-related activities in the province of Alicante accounted for 12.6% of all Social Security affiliates in the province and 44.8% of all tourism-related affiliates in the Region of Valencia.

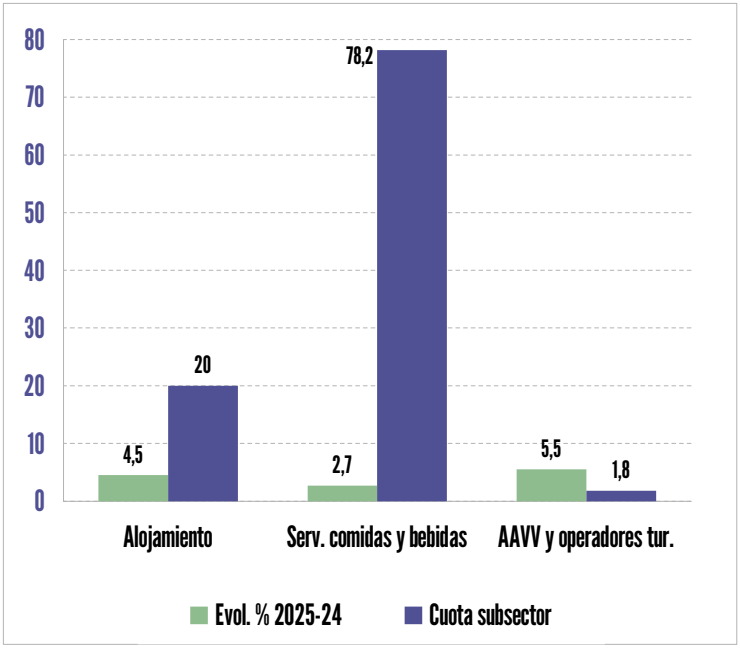
NUMBER OF SOCIAL SECURITY AFFILIATES IN THE HOSPITALITY AND TRAVEL AGENCY SECTOR IN THE PROVINCE OF ALICANTE.

Source: Turisme Comunitat Valenciana based on data from Ministerio de Trabajo y Economía Social



% CHANGE 2025-24 IN SOCIAL SECURITY AFFILIATES AND SHARE, BY SUBSECTOR WITHIN THE HOSPITALITY AND TRAVEL AGENCY SECTOR IN THE PROVINCE OF ALICANTE

Source: Turisme Comunitat Valenciana based on data from Ministerio de Trabajo y Economía Social



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PERSONAL EMPLOYED IN COLLECTIVE TOURIST ACCOMMODATION ESTABLISHMENTS IN 2025 AND % CHANGE 2025-24

Source: Turisme Comunitat Valenciana based on data from INE *Encuestas de ocupación en alojamiento turístico 2025*

	Personal employed	% Year-on-year change
Hotels	10.447	1,8
Campsites	941	-10,3
Tourist apartments	3.081	30,4
Rural accommodation	264	-2,8
Total	14.732	5,7

Personal employed in collective accommodation establishments

According to the results of the tourist accommodation occupancy surveys conducted by the National Statistics Institute (INE), the number of **persons employed** in collective accommodation establishments in the province of Alicante stood at 14,732 in 2025, representing a year-on-year increase of 5.7%. This figure accounted for 58.8% of all persons employed in tourist accommodation establishments in the Region of Valencia.

Labour Force Survey

According to the Labour Force Survey (EPA), the number of persons employed in the tourism sector in the province of Alicante in 2025, including transport, accommodation, food and beverage serving activities, tour operators and travel agencies, vehicle rental, and cultural and leisure activities, was estimated at 113,900, representing a year-on-year increase of 6.3%.

The labour force increased by 1.4%, while the number of unemployed persons decreased by 29.7% compared with the previous year.

The **unemployment rate** stood at 9.5%, 4.2 percentage points lower than in 2024.

The province of Alicante accounted for 37.4% of total tourism employment in the Region of Valencia.

Over the period 2014-2025, the number of persons employed increased by 2.1%.

Link to tourism employment statistical tables

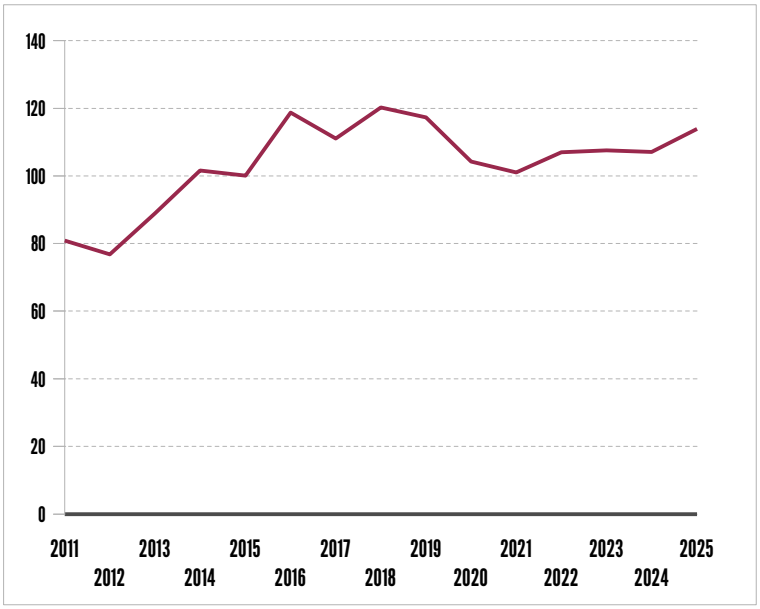
LABOUR FORCE SURVEY. MAIN RESULTS IN THE PROVINCE OF ALICANTE (THOUSANDS). 2025

Source: Turisme Comunitat Valenciana based on data from Institut Valencià d'Estadística and the EPA (INE). See the Methodology section for the branches of activity included

(thousands)	2025	% Year-on-year change	Unemployment rate
Labour force	125,9	1,4	
Employed	113,9	6,3	
Unemployed	12,0	-29,7	9,5

EVOLUTION OF TOURISM EMPLOYMENT. ALICANTE

Source: Turisme Comunitat Valenciana based on data from Institut Valencià d'Estadística and the EPA (INE). See the Methodology section for the branches of activity included



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SOURCES

Tourism Competitiveness Area of Turisme Comunitat Valenciana based on information from:

Instituto Nacional de Estadística (INE). *Encuestas de Ocupación en Alojamientos Turísticos*. *Frontur-Egatur* (since October 2015), *Encuesta de Turismo de Residentes -ETR* (since Frebruary 2015); **Institut Valencià d'Estadística (IVE):** *Encuesta de población activa* (based on INE data); **Ministerio de Trabajo y Economía Social:** Social security affiliation data; **Turespaña** *Frontur-Egatur* (up to September 2015), *Familitur* (up to January 2015).

METHODOLOGICAL NOTES

Social Security affiliation: Monthly Social Security affiliation data for workers in employment are obtained from the affiliation records corresponding to the last day of each month.

Labour Force Survey (EPA): The unemployment rate for the economy as a whole includes, in addition to unemployed persons classified by sector, several groups that are not broken down by activity, such as first-time jobseekers and the long-term unemployed. In the case of tourism and other sectors, it is more appropriate to refer to the proportion of unemployed persons within the labour force rather than to unemployment rates, since not all unemployed persons can be classified by sector of activity.

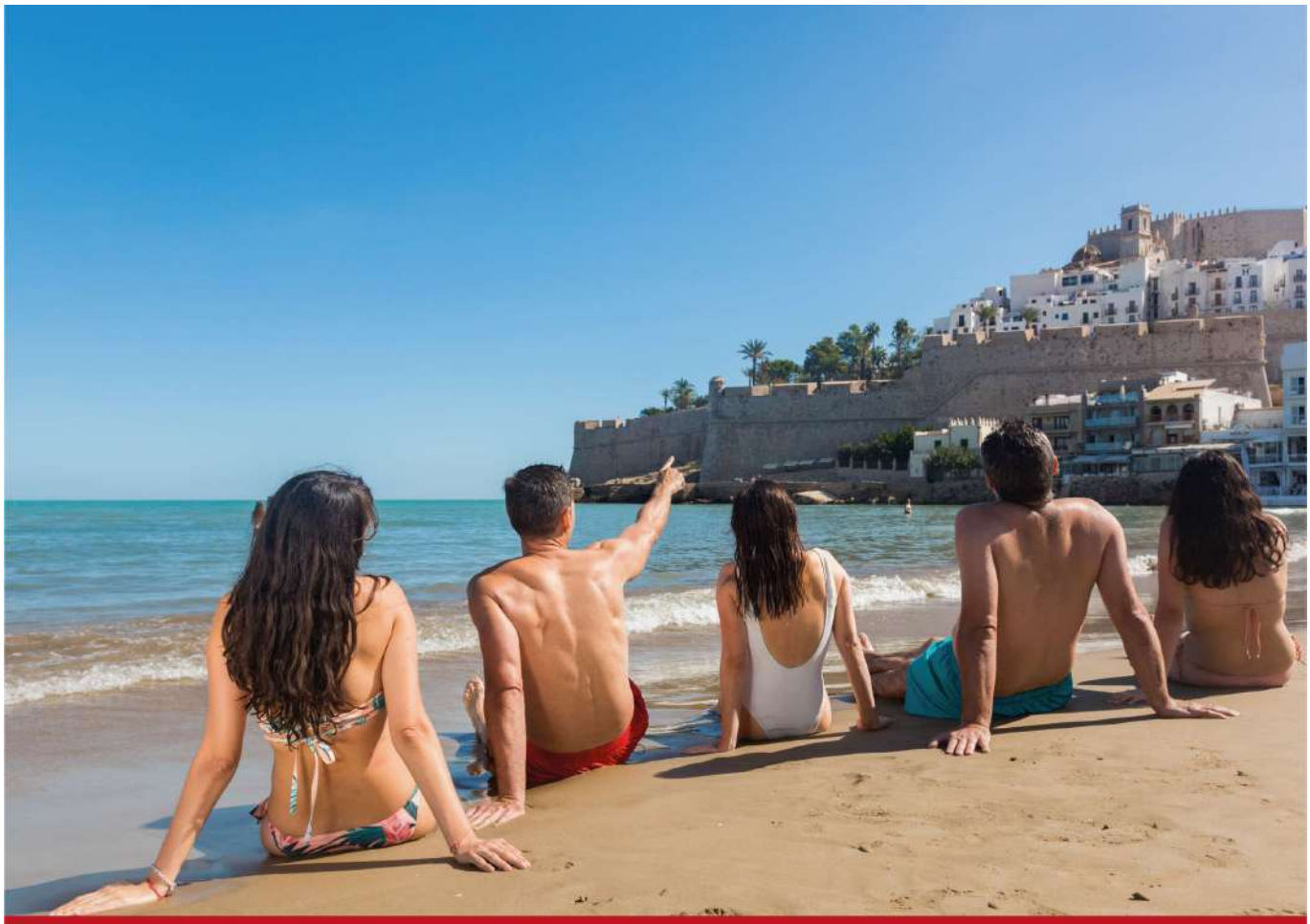
In accordance with international recommendations, the following CNAE 2009 branches of activity are considered tourism characteristic activities: 55 and 56 Accommodation and Food Service Activities; 491 Interurban Passenger Rail Transport; 493 Other Passenger Land Transport; 501 Sea and Coastal Passenger Water Transport; 503 Inland Passenger Water Transport; 511 Passenger Air Transport; 522 Activities Incidental to Transportation; 791 Travel Agency and Tour Operator Activities; 771 Rental and Leasing of Motor Vehicles; 773 Rental and Leasing of Other Machinery, Equipment and Tangible Goods; 799 Other Reservation Service and Related Activities; 900 Creative, Arts and Entertainment Activities; 910 Libraries, Archives, Museums and Other Cultural Activities; 931 Sports Activities; and 932 Amusement and Recreation Activities. This approach may result in an underestimation, as it does not take into account other economic activities that may partially contribute to tourism activity. At the same time, it may also lead to an overestimation insofar as the branches considered do not carry out their activities exclusively for tourism purposes.

ETR-Familitur: The series on trips by residents in Spain has been constructed by linking data through growth rates. The series has undergone several methodological changes: in 2009 and 2011 (when Turespaña revised downwards the figures for 2009 and 2010, affecting recurrent business trips); in 2014 (when Turespaña incorporated the new 2011 Labour Force Survey population figures and revised the data for 2012 and 2013); and finally in 2015 (following the transfer of responsibility to INE). The statistical tables annexed to this publication provide further details of the estimates made.

Frontur-Egatur: The break in the series from October 2015 onwards made it necessary to link the data using growth rates. The statistical tables annexed to this publication provide further details of the estimates made.

FURTHER INFORMATION

Web: www.turisme.gva.es/es/estadistiquesdeturisme; **Email:** estadistiques@turismecv.es



Trends in tourism
PROVINCE OF CASTELLÓN

2025

GENERALITAT VALENCIANA

TURISME COMUNITAT VALENCIANA

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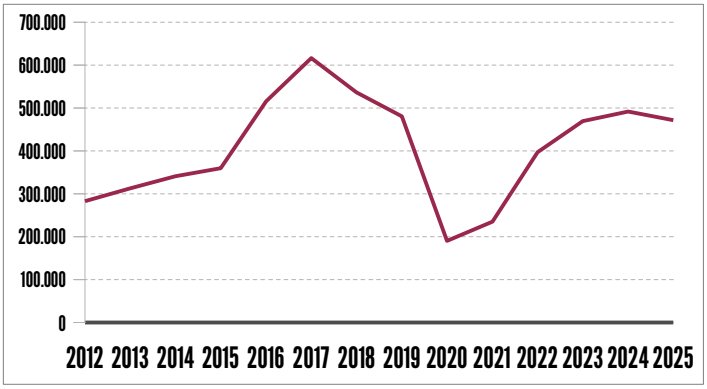
Sources and methodological notes **14**



1. TOURIST DEMAND

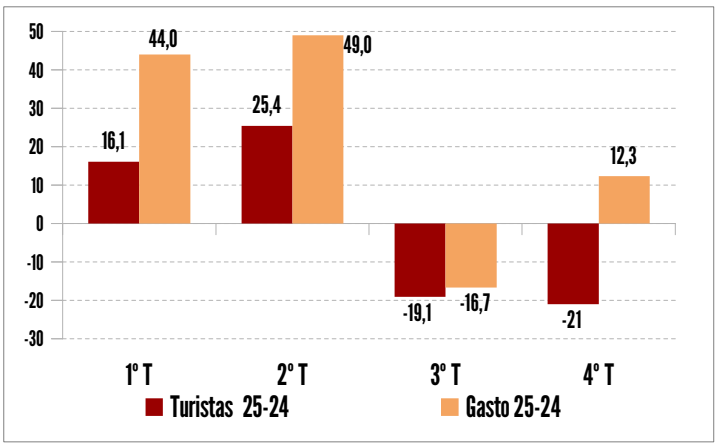
FOREIGN TOURISTS SERIES. PROVINCE OF CASTELLÓN

Source: Turisme Comunitat Valenciana based on data from Turespaña and INE, *Frontur-Egatur*



% CHANGE 2025-24 IN FOREGN TOURISTS AND EXPENDITURE

Source: Turisme Comunitat Valenciana based on data from INE *Frontur-Egatur*



In 2025, a total of 3.6 **million tourists** visited the province of Castellón, a figure that remained virtually unchanged compared with the previous year (-0.5%).

Foreign tourists

The number of foreign tourists[1], estimated at 471,726, accounted for 13.3% of all tourists visiting the province and increased by 0.5%.

Quarterly performance showed significant increases in the second quarter (25.4%) and the first quarter (16.1%), while year-on-year change declined in the third (-19.1%) and fourth quarters (-21.0%). The number of overnight stays (5.8 million) decreased by 1.7%.

The number of overnight stays in accommodation provided by **relatives and friends**, which accounted for 16.8% of the total, fell by 30.2% year-on-year.

[1] The Frontur-Egatur source does not include tourists arriving through Castellón Airport.

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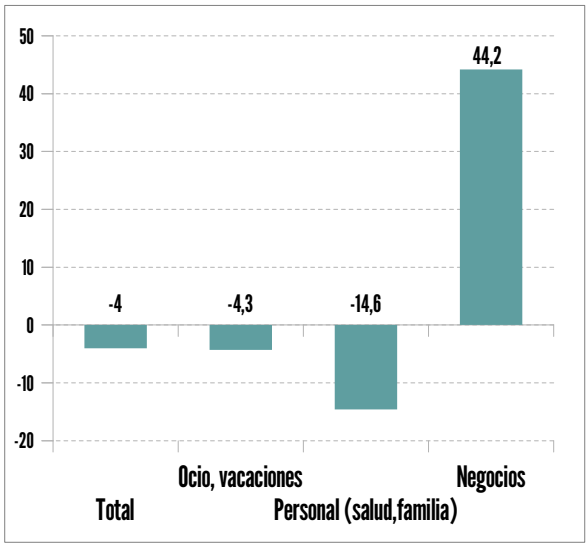
The **average length of stay** (12.4 days) increased by 2.4%, while expenditure per trip (€1,299.5) rose significantly by 14.5%, resulting in a marked increase of 11.8% in **average daily expenditure** (€105.0).

The number of tourists from **France**, which accounted for a 56.8% market share, fell by 9.8%. Germany, the United Kingdom and Belgium, despite having lower market shares, recorded notable year-on-year increases of 18.0%, 4.8% and 8.6% respectively.

Leisure, recreation and holiday trips accounted for 79.7% of all visits and decreased by 4.3%. Trips for **personal reasons (health, family visits, etc.)**, which represented 12.4% of the total, also declined by 14.6%, while business trips, with a share of 6.2%, increased by 44.2%.

% CHANGE 2025-24 IN TRIPS BY PURPOSE OF TRIP IN THE PROVINCE OF CASTELLÓN

Source: Turisme Comunitat Valenciana based on data from INE *ETR-FAMILITUR*





AVERAGE LENGTH OF STAY AND AVERAGE DAILY EXPENDITURE OF THE MAIN FOREIGN SOURCE MARKETS, 2025

Source: Turisme Comunitat Valenciana based on data from Turespaña *Egatur*

	Average length of stay (days)	Average daily expenditure (euro)
Total	12,4	105
France	12,6	99,9
United Kingdom	10,4	98,8
Belgium	13,9	102,1

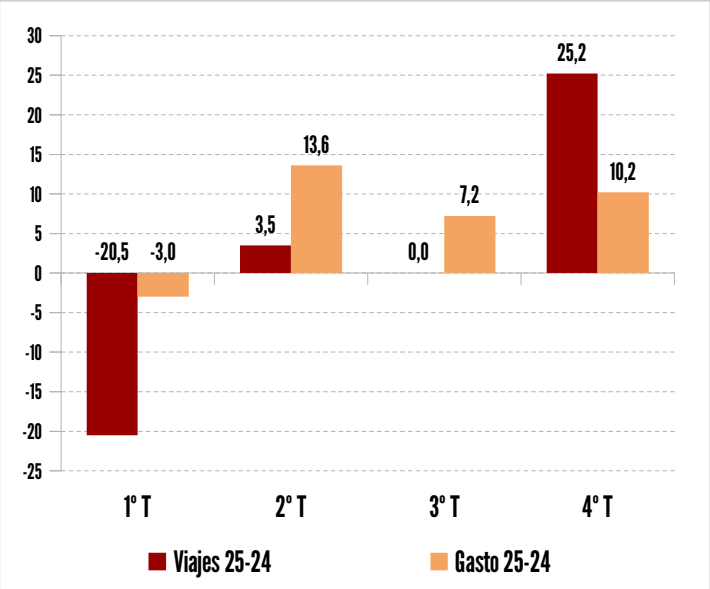
Link to foreign demand statistical tables

Link to the profile of foreign tourists visiting the Region of Valencia

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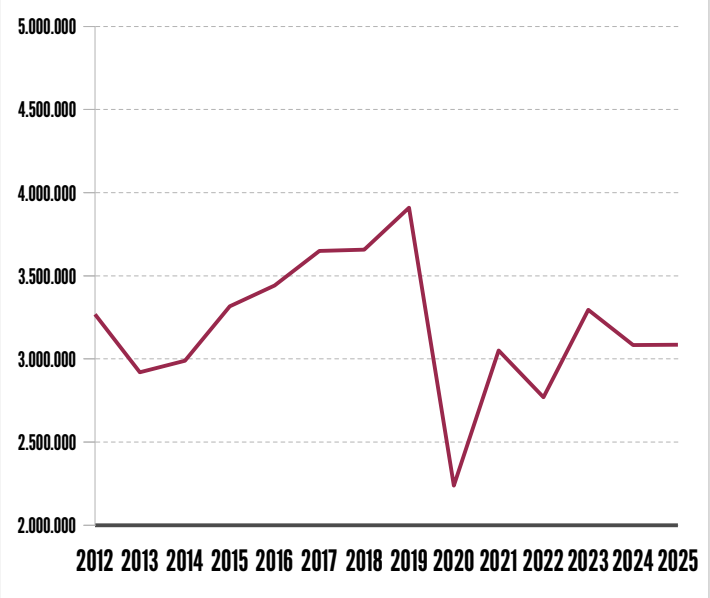
% CHANGE 2025-24 IN TRIPS AND TOTAL EXPENDITURE

Source: Turisme Comunitat Valenciana based on data from INE, *ETR-Familitur*



RESIDENT'S TRIPS TIME SERIES. PROVINCE OF CASTELLÓN

Source: Turisme Comunitat Valenciana based on data from Turespaña and INE, *ETR-Familitur*



Tourists resident in Spain

The number of trips, estimated at 3.1 million, remained stable compared with the previous year (+0.1%). Year-on-year growth was positive in the second quarter (+3.5%) and the fourth quarter (+25.2%).

Weekend trips accounted for 32.2% of all trips and decreased by 4.2%. However, **bank holiday trips**, with a share of 8.0%, and **summer holiday** trips, which represented 29.7% of all trips, increased by 21.1% and 10.2%, respectively.

The number of overnight stays in **second homes** (6.6 million) increased by 13.7%, as did those in **rented accommodation** (3.1 million). Overnight stays in accommodation provided by **relatives and friends** (3.9 million) decreased by 15.9%.

Total expenditure, estimated at €966 million, increased by 7.9%.

The **average length of stay** (5.9 days) increased by 4.2%, while **expenditure per trip** (€313.0) rose by 7.8%, resulting in a 3.4% increase in **average daily expenditure** (€53.2).

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In 2025, the number of trips made by residents for **leisure purposes** increased by 10.9%, while those related to visits to **relatives and friends** decreased by 14.6%.

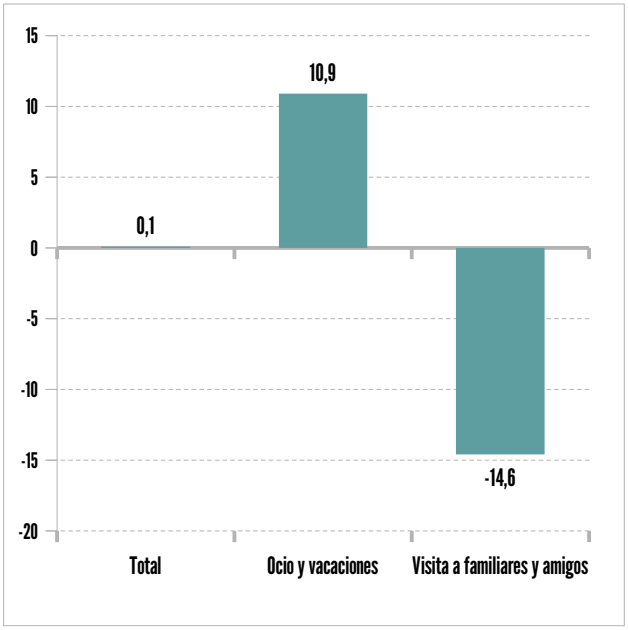
Residents of the Region of Valencia accounted for 38.4% of all trips and recorded the shortest average length of stay.

Residents of the **Madrid** region accounted for 20.7% of all trips and recorded the longest average length of stay (6.8 days).

Private vehicles were used for 92.9% of all trips, with the number of journeys remaining virtually unchanged compared with the previous year (+0.6%).

% CHANGE 2025-24 IN TRIPS BY PURPOSE OF TRIP IN THE PROVINCE OF CASTELLÓN

Source: Turisme Comunitat Valenciana based on data from INE *ETR-FAMILITUR*



Link to domestic demand statistical tables

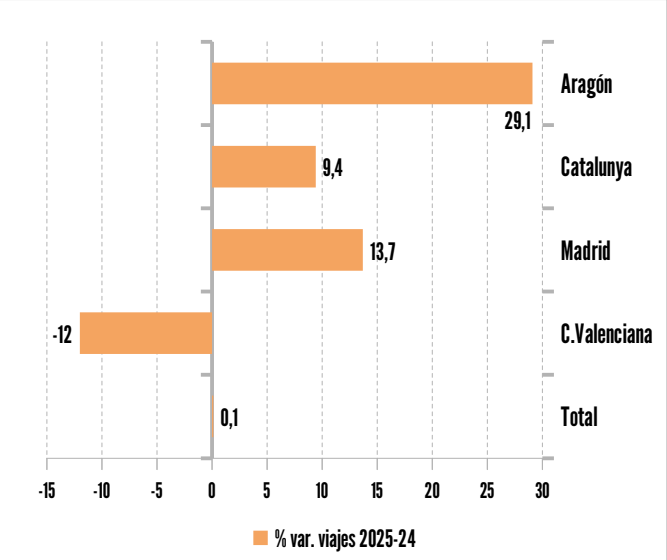
AVERAGE LENGTH OF STAY AND AVERAGE DAILY EXPENDITURE OF THE MAIN DOMESTIC SOURCE MARKETS, 2025

Source: Turisme Comunitat Valenciana based on data from INE *ETR-Familitur*

	Average length of stay (days)	Average daily expenditure (euro)
Total	5,9	53,2
C. Valenciana	4,9	41,1
C. Madrid	6,8	54,9
Catalunya	5,4	49,1
Aragón	6,1	51,4

% CHANGE 2025-24 IN THE MAIN DOMESTIC SOURCE MARKETS

Source: Turisme Comunitat Valenciana based on data from INE *ETR-FAMILITUR*



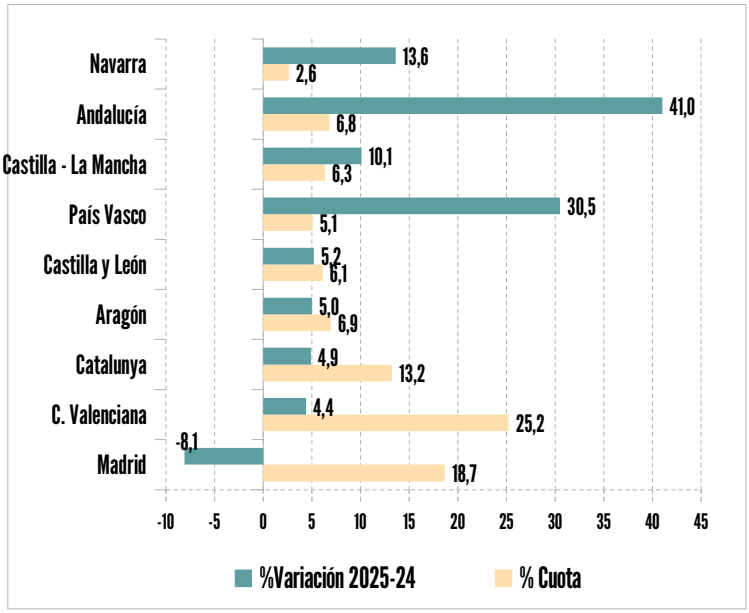
Link to the profile of tourists resident in Spain visiting the Region of Valencia

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2. TRENDS IN HOTEL ESTABLISHMENTS

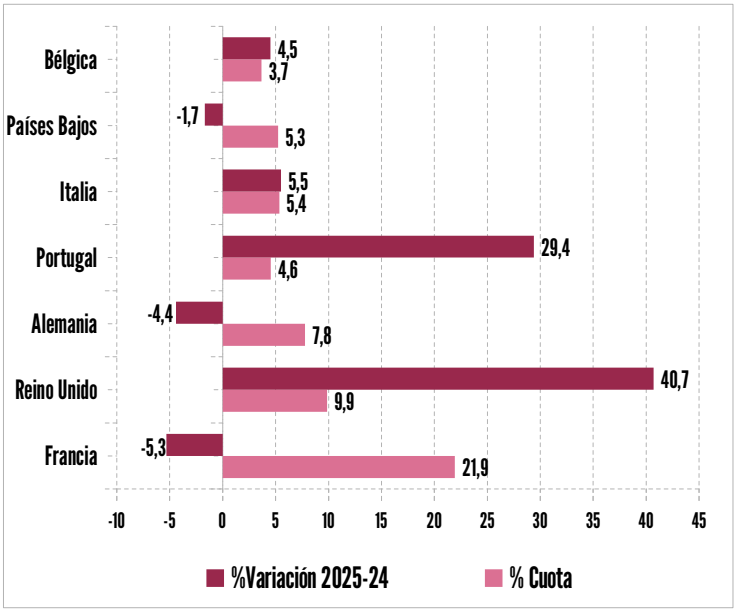
DISTRIBUTION OF OVERNIGHT STAYS IN THE PROVINCE OF CASTELLÓN, BY REGION OF ORIGIN

Source: Turisme Comunitat Valenciana based on data from INE *Encuesta de ocupación en Alojamientos Turísticos 2025*



DISTRIBUTION OF OVERNIGHT STAYS IN THE PROVINCE OF CASTELLÓN, BY COUNTRY OF ORIGIN

Source: Turisme Comunitat Valenciana based on data from INE *Encuesta de ocupación en Alojamientos Turísticos 2025*



In 2025, hotel establishments in the province of Castellón recorded year-on-year growth in both the number of travellers (+6.9%) and overnight stays (+6.3%).

As regards the trend in overnight stays, this was positive for both residents in Spain (+6.1%) and foreign residents, whose overnight stays increased by 7.3% compared with 2024.

The number of bedplaces open, estimated for the year as a whole, reached 18,990, representing an increase of 2.4% compared with the previous year. The annual average occupancy rate stood at 52.13%, 1.3% higher than in 2024. Average weekend occupancy reached 61.58%, 3.3% higher than the previous year.

The average length of stay estimated for all hotel establishments in the province was 3.0 nights per traveller, 0.6% lower than in 2024.

RevPAR (revenue per available room) in the province of Castellón, estimated at €56.9, increased by 15.7%. Room occupancy rose by 4.4%, while average daily room rates increased by 9.3% compared with 2024.

Link to hotel accommodation statistical tables

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3. TRENDS IN TOURIST APARTMENTS

The data for the whole of 2025 for tourist apartments managed by companies in the province of Castellón showed decreases in both the number of **travellers** (-11.0%) and **overnight stays** (-13.2%) compared with 2024.

By origin of demand, the number of Spanish travellers fell by 10.8%, while the number of foreign travellers also decreased (-11.7%). Overnight stays likewise declined, both for Spanish travellers (-15.0%) and foreign travellers (-7.1%). In this type of collective accommodation, overnight stays by Spanish travellers accounted for 75.27% of the total.

The **average occupancy rate** of bedplaces in tourist apartments in the province stood at 21.76%, 15.7% higher than that recorded in 2024. The average annual **length of stay** was 5.80 days, 2.5% lower than in 2024.

The average number of bedplaces open in 2025, estimated at 18,888, decreased by 26.6% compared with the previous year.

Link to tourist apartments statistical tables

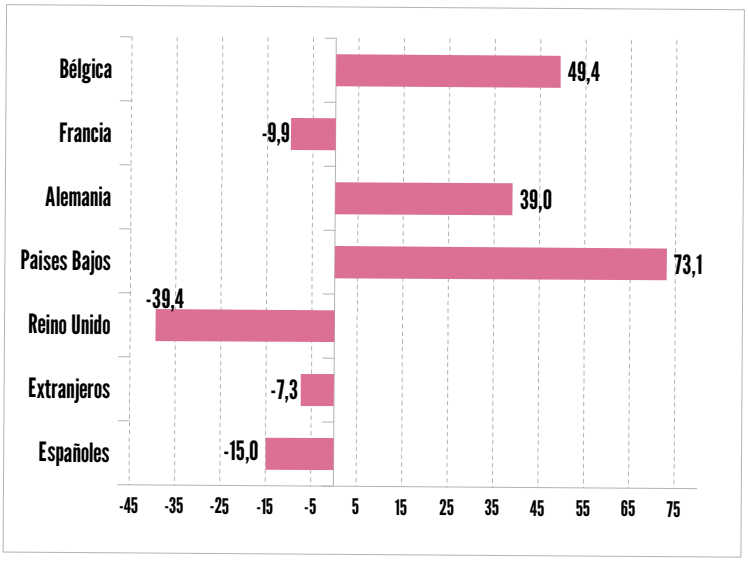
MAIN INDICATORS FOR TOURIST APARTMENTS IN THE PROVINCE OF CASTELLÓN

Source: Turisme Comunitat Valenciana based on data from INE *Encuesta de ocupación en Alojamientos Turísticos 2025*

	2025	Year-on-year change 2025-24
Travellers	233.412	-11,0
Overnight stays	1.546.037	13,2
Occupancy rate of bedplaces	21,76	15,7
Estimated bedplaces	18.888	-26,6

% CHANGE 2025-24 IN OVERNIGHT STAYS IN TOURIST APARTMENTS IN THE PROVINCE OF CASTELLÓN, BY ORIGIN OF DEMAND

Source: Turisme Comunitat Valenciana based on data from INE *Encuesta de ocupación en Alojamientos Turísticos 2025*



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4. TRENDS IN CAMPSITES

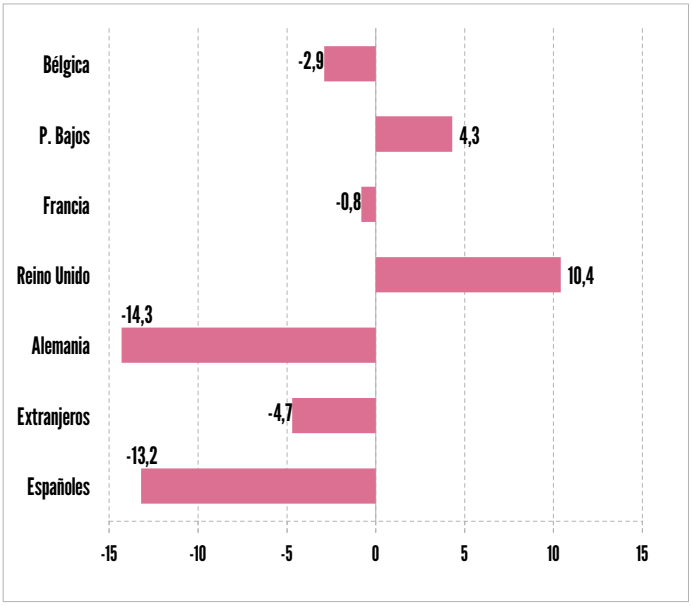
MAIN INDICATORS FORM CAMPSITES IN THE PROVINCE OF CASTELLÓN

Source: Turisme Comunitat Valenciana a partir del INE *Encuesta de ocupación en Alojamientos Turísticos 2025*

	2025	% Year-on-year change 2025-24
Travellers	324.193	-2,1
Overnight stays	2.147.966	-8,2
Pitch occupancy rate	47,88	-10,2
Estimated pitches	6.624	0,9

% CHANGE 2025-24 IN OVERNIGHT STAYS IN CAMPSITES IN THE PROVINCE OF CASTELLÓN, BY ORIGIN OF DEMAND

Source: Turisme Comunitat Valenciana based on data from INE *Encuesta de ocupación en Alojamientos Turísticos 2025*



Link to campsite accommodation statistical tables

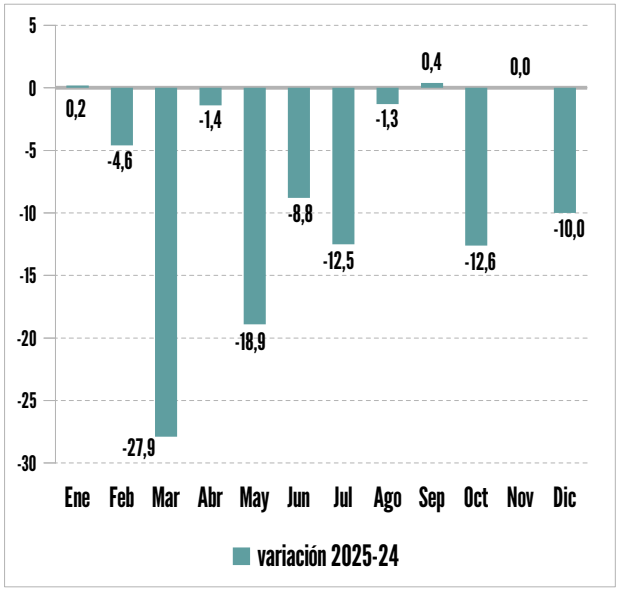
In 2025, the number of **travellers** staying in campsites in the province of Castellón decreased by 2.1%, while **overnight stays** fell by 8.2% compared with 2024.

In 2025, **overnight stays** generated by domestic demand decreased by 13.2%, while those generated by foreign demand fell by 4.7%.

The pitch **occupancy rate** estimated for 2025 stood at 47.88%, 10.2% lower than in 2024. The average annual length of stay was 6.63 days, the third highest among the main Spanish provinces, after Alicante and Murcia.

MONTHLY EVOLUTION OF OVERNIGHT STAYS IN CAMPSITES IN THE PROVINCE OF CASTELLÓN. 2025 (% CHANGE)

Source: Turisme Comunitat Valenciana based on data from INE *Encuesta de ocupación en Alojamientos Turísticos 2025*



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5. TRENDS IN RURAL ACCOMMODATION

The data for the whole of 2025 for rural tourism accommodation showed increases in both the number of **travellers** (+4.3%) and **overnight stays** (+6.7%) compared with 2024. Overnight stays generated by domestic demand increased by 17.3%, while those generated by foreign demand decreased by 47.7%.

Domestic demand accounted for 92.2% of all overnight stays recorded in rural accommodation establishments in the province.

The **occupancy rate** of bedplaces in rural accommodation stood at 13.32%, representing a decrease of 9.4% compared with the previous year. The number of bedplaces, estimated at 2,746, increased by 20.5%.

The average length of stay was 2.9 days, 2.3% higher than in 2024.

Link to rural accommodation statistical tables

MAIN INDICATORS FOR RURAL ACCOMMODATION IN THE PROVINCE OF CASTELLÓN

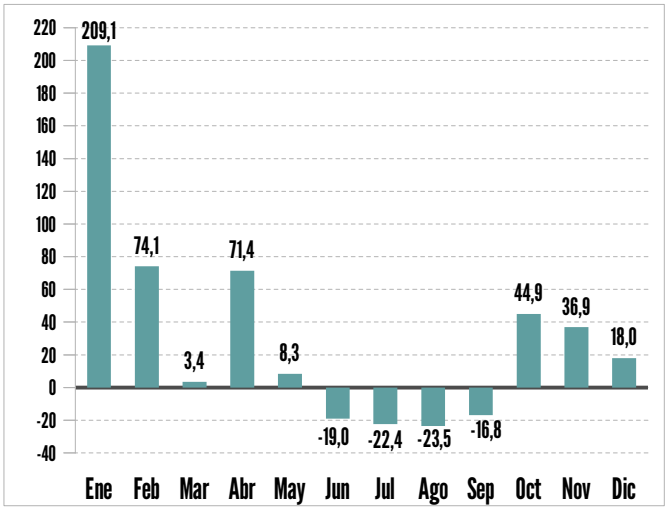
Source: Turisme Comunitat Valenciana based on data from INE *Encuesta de ocupación en Alojamientos Turísticos 2025*

	2025	% Year-on-year change 2025/24
Travellers	46.183	4,3
Overnight stays	134.486	6,7
Bedplace occupancy rate*	13,32	-9,4
Estimated bedplaces	2.746	20,5

*Unweighted average

MONTHLY EVOLUTION OF OVERNIGHT STAYS IN RURAL ACCOMMODATION IN THE PROVINCE OF CASTELLÓN. 2025 (% CHANGE)

Source: Turisme Comunitat Valenciana based on data from INE *Encuesta de ocupación en Alojamientos Turísticos 2025*



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6. TOURISM EMPLOYMENT IN THE PROVINCE OF CASTELLÓN

Social Security affiliation

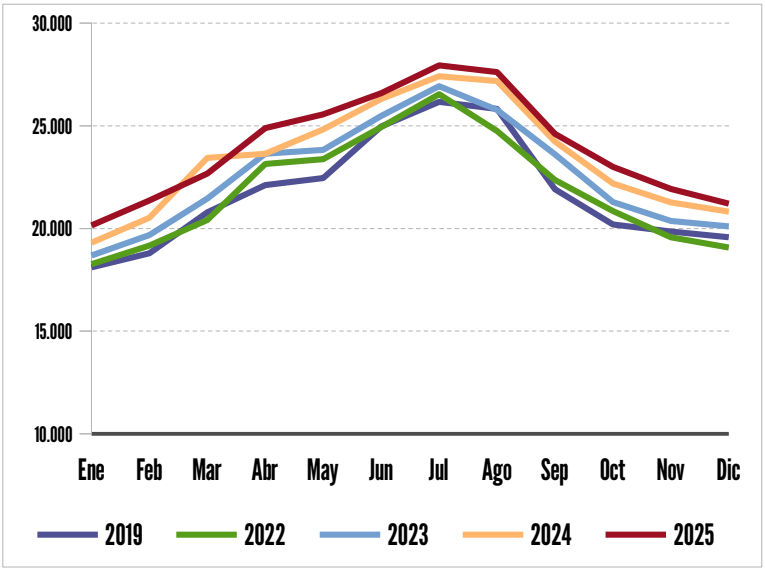
In 2025, the number of **workers registered** with the Social Security system and in employment in the hospitality and travel agency sectors in the province of Castellón stood at 23,965, representing a year-on-year increase of 2.3%.

An analysis of the different **activities** included under the heading of Hospitality and Travel Agencies shows that the accommodation sector recorded the highest increase (+3.0%), together with the food and beverage serving sector (+2.2%), while the travel agency sector registered a year-on-year decrease of 3.6%.

The total number of Social Security affiliates in tourism-related activities in the province of Castellón accounted for 9.2% of all Social Security affiliates in the province and 11.2% of all tourism-related affiliates in the Region of Valencia.

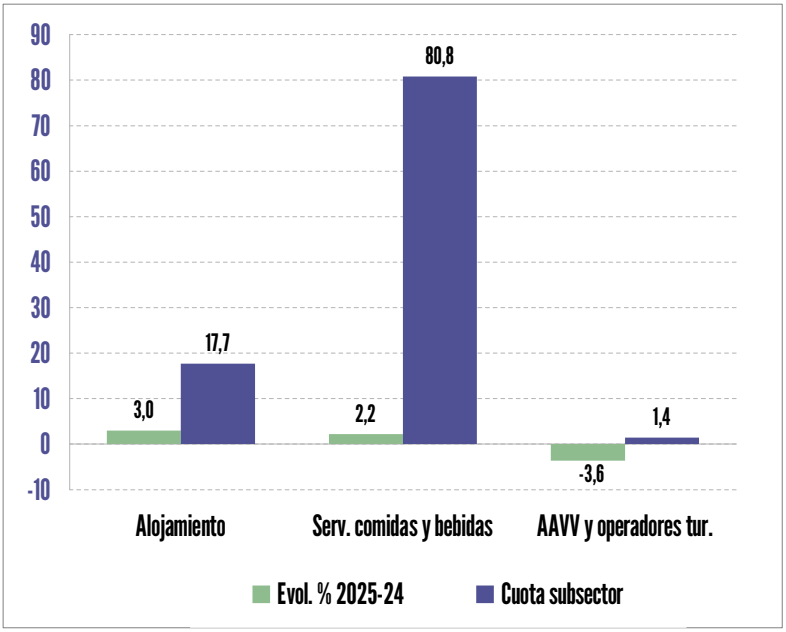
NUMBER OF SOCIAL SECURITY AFFILIATES IN THE HOSPITALITY AND TRAVEL AGENCY SECTOR IN THE PROVINCE OF CASTELLÓN.

Source: Turisme Comunitat Valenciana based on data from *Ministerio de Trabajo y Economía Social*



% CHANGE 2025-24 IN SOCIAL SECURITY AFFILIATES AND SHARE, BY SUBSECTOR WITHIN THE HOSPITALITY AND TRAVEL AGENCY SECTOR IN THE PROVINCE OF CASTELLÓN

Source: Turisme Comunitat Valenciana based on data from *Ministerio de Trabajo y Economía Social*



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PERSONAL EMPLOYED IN COLLECTIVE TOURIST ACCOMMODATION ESTABLISHMENTS IN 2025 AND % CHANGE 2025-24

Source: Turisme Comunitat Valenciana based on data from INE *Encuesta de ocupación en Alojamientos Turísticos 2025*

PROVINCE OF CASTELLÓN	Personal employed	% Year-on-year change
Hotels	1.937	-2,8
Campsites	364	-0,2
Tourist apartments	384	3,2
Rural accommodation	465	15,9
Total	3.150	0,6

Persons employed in collective accommodation establishments

According to the results of the tourist accommodation occupancy surveys conducted by the National Statistics Institute (INE), the number of **persons employed** in collective accommodation establishments in the province of Castellón stood at 3,150 in 2025, representing a year-on-year increase of 0.6%.

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Labour Force Survey

According to the Labour Force Survey (EPA), the number of persons **employed** in the tourism sector in the province of Castellón in 2025, including transport, accommodation, food and beverage serving activities, tour operators and travel agencies, vehicle rental, and cultural and leisure activities, was estimated at 31,000, representing a year-on-year decrease of 1.1%.

The **labour force** remained virtually unchanged compared with the previous year (-0.5%).

The **unemployment rate** stood at 15.3%, 0.5 percentage points higher than in 2024.

The province of Castellón accounted for 10.2% of total tourism employment in the Region of Valencia.

Over the period 2014-2025, the number of persons employed increased by 10.6%.

Link to tourism employment statistical tables

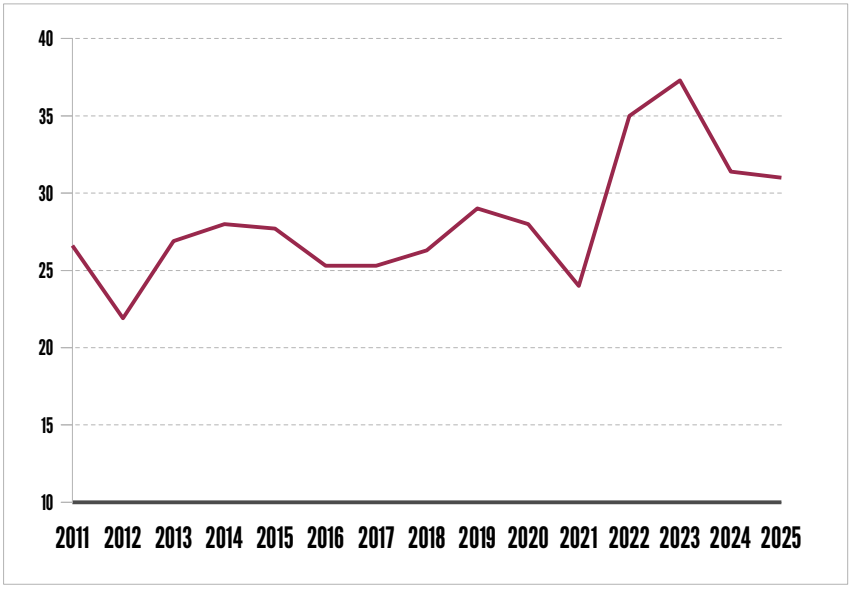
LABOUR FORCE SURVEY. MAIN RESULTS IN THE PROVINCE OF CASTELLÓN (THOUSANDS). 2025

Source: Turisme Comunitat Valenciana based on data from Institut Valencià d'Estadística and data the *EPA*. See the Methodology section for the branches of activity included

(thousands)	2024	% Year-on-year change	Unemployment rate
Labour force	36,6	-0,5	
Employed	31,0	-1,1	
Unemployed	5,6	3,2	15,3

EVOLUTION OF TOURISM EMPLOYMENT. CASTELLÓN

Source: Turisme Comunitat Valenciana based on data from *EPA*. See the Methodology section for the branches of activity included



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SOURCES

Tourism Competitiveness Area of Turisme Comunitat Valenciana based on information from:

Instituto Nacional de Estadística (INE). *Encuestas de Ocupación en Alojamientos Turísticos*. *Frontur-Egatur* (since October 2015), *Encuesta de Turismo de Residentes -ETR* (since Frebruary 2015); **Institut Valencià d'Estadística (IVE):** *Encuesta de población activa* (based on INE data); **Ministerio de Trabajo y Economía Social:** Social security affiliation data; **Turespaña** *Frontur-Egatur* (up to September 2015), *Familitur* (up to January 2015).

METHODOLOGICAL NOTES

Social Security affiliation: Monthly Social Security affiliation data for workers in employment are obtained from the affiliation records corresponding to the last day of each month.

Labour Force Survey (EPA): The unemployment rate for the economy as a whole includes, in addition to unemployed persons classified by sector, several groups that are not broken down by activity, such as first-time jobseekers and the long-term unemployed. In the case of tourism and other sectors, it is more appropriate to refer to the proportion of unemployed persons within the labour force rather than to unemployment rates, since not all unemployed persons can be classified by sector of activity.

In accordance with international recommendations, the following CNAE 2009 branches of activity are considered tourism characteristic activities: 55 and 56 Accommodation and Food Service Activities; 491 Interurban Passenger Rail Transport; 493 Other Passenger Land Transport; 501 Sea and Coastal Passenger Water Transport; 503 Inland Passenger Water Transport; 511 Passenger Air Transport; 522 Activities Incidental to Transportation; 791 Travel Agency and Tour Operator Activities; 771 Rental and Leasing of Motor Vehicles; 773 Rental and Leasing of Other Machinery, Equipment and Tangible Goods; 799 Other Reservation Service and Related Activities; 900 Creative, Arts and Entertainment Activities; 910 Libraries, Archives, Museums and Other Cultural Activities; 931 Sports Activities; and 932 Amusement and Recreation Activities. This approach may result in an underestimation, as it does not take into account other economic activities that may partially contribute to tourism activity. At the same time, it may also lead to an overestimation insofar as the branches considered do not carry out their activities exclusively for tourism purposes.

ETR-Familitur: The series on trips by residents in Spain has been constructed by linking data through growth rates. The series has undergone several methodological changes: in 2009 and 2011 (when Turespaña revised downwards the figures for 2009 and 2010, affecting recurrent business trips); in 2014 (when Turespaña incorporated the new 2011 Labour Force Survey population figures and revised the data for 2012 and 2013); and finally in 2015 (following the transfer of responsibility to INE). The statistical tables annexed to this publication provide further details of the estimates made.

Frontur-Egatur: The break in the series from October 2015 onwards made it necessary to link the data using growth rates. The statistical tables annexed to this publication provide further details of the estimates made.

FURTHER INFORMATION

Web: www.turisme.gva.es/es/estadistiquesdeturisme; **Email:** estadistiques@turismecv.es



Trends in tourism
PROVINCE OF VALENCIA

2025

GENERALITAT VALENCIANA

TURISME COMUNITAT VALENCIANA

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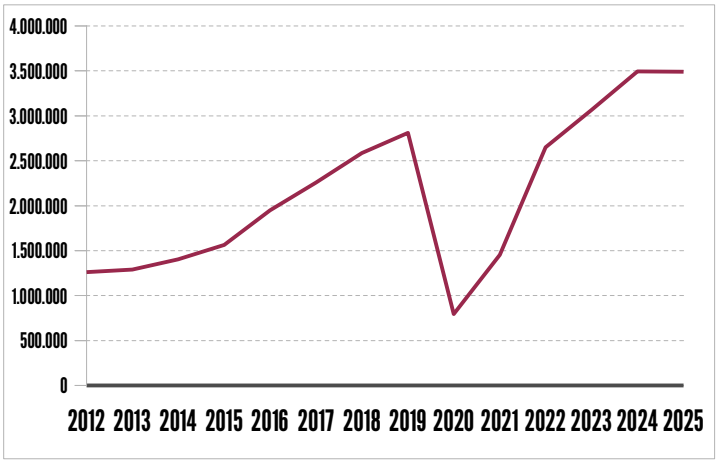
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1. TOURIST DEMAND

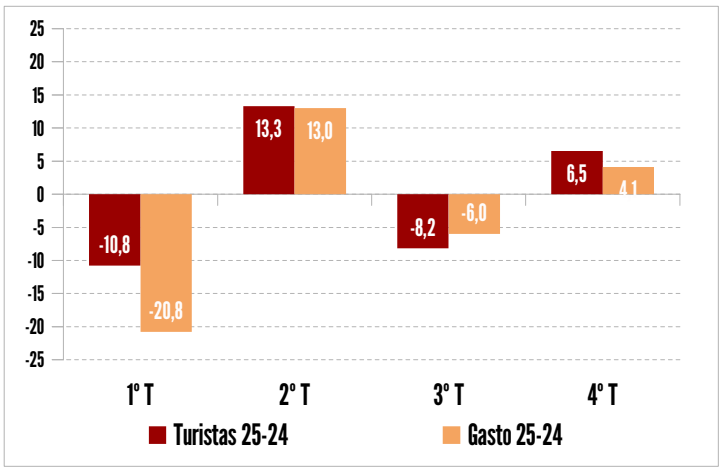
FOREIGN TOURISTS SERIES. PROVINCE OF VALENCIA

Source: Turisme Comunitat Valenciana based on data from Turespaña and INE, *Frontur-Egatur*



% CHANGE 2025-24 IN FOREIGN TOURISTS AND EXPENDITURE

Fuente: Turisme Comunitat Valenciana a partir del INE *Frontur-Egatur*



In 2025, a total of 10.3 **million tourists** visited the province of Valencia, 2.8% fewer than in the previous year.

Foreign tourists

The number of foreign tourists, estimated at 3.5 million, remained virtually unchanged compared with the previous year (-0.2%).

The **second quarter**, which accounted for 28.6% of all tourists, recorded the strongest year-on-year growth (+13.3%), followed by the fourth quarter, with a share of 22.6% and an increase of 6.5%.

The number of overnight stays in all types of accommodation (25.5 million) decreased by 7.8%.

Overnight stays in **rented accommodation**, which accounted for 17.6% of the total, fell by 38.8%, while overnight stays in accommodation provided by **relatives and friends**, with a share of 25.2%, increased by 7.8%. Finally, overnight stays in **second homes** represented 17.4% of the total and increased by 21.7%.

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Expenditure per trip (€1,124.0) decreased by 2.9%, while the **average length of stay** fell by 7.7%, resulting in a 5.1% increase in **average daily expenditure.**

The main source markets recorded decreases in the number of tourists, with the exception of **Italy**, which, with a market share of 15.6%, increased by 27.6%, and the **United Kingdom**, which accounted for 8.3% of tourists and grew by 10.4%. **France**, the leading source market with a share of 24.1%, recorded a decline of 11.9%.

Leisure, recreation and holiday trips represented 77.8% of all visits and decreased by 1.1%.

The number of trips for **personal reasons** (health, family visits, etc.) increased by 14.6%, while **business** trips decreased by 14.6% and **study trips** fell by 28.9%.

The **city of València**, with 3.3 million tourists, concentrated 95.0% of tourism demand in the province and recorded a positive year-on-year variation of 1.0%. The **average length of stay** in the city, estimated at 6.8 days, decreased by 9.2%, while **expenditure per trip**, estimated at €1,114.2, was 3.5% lower than in the previous year. As a result, **average daily expenditure**, estimated at €163.3, increased by 6.4%.

Link to foreign demand statistical tables

Link to the profile of foreign tourists visiting the Region of Valencia



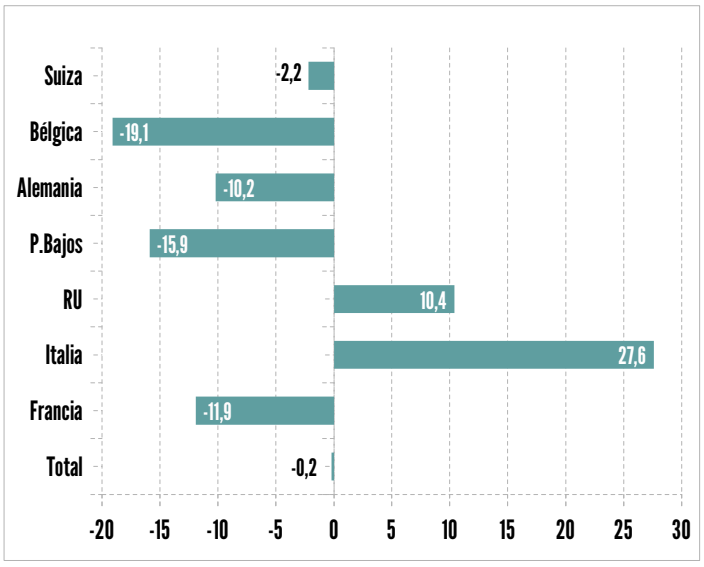
AVERAGE LENGHT OF STAY AND AVERAGE DAILY EXPENDITURE OF THE MAIN FOREIGN SOURCE MARKETS, 2025

Source: Turisme Comunitat Valenciana based on data from INE *Egatur*

	Average length of stay (days)	Average daily expenditure (euro)
Total	7,3	153,7
France	9,6	97,6
Italy	4,0	162,3
United Kingdom	5,4	172,7
The Netherlands	6,0	186,9
Germany	9,7	129,1
Belgium	8,6	136
Switzerland	5,9	163,0

% CHANGE 2025-24 IN TRIPS BY MAIN FOREIGN SOURCE MARKETS IN THE PROVINCE OF VALENCIA

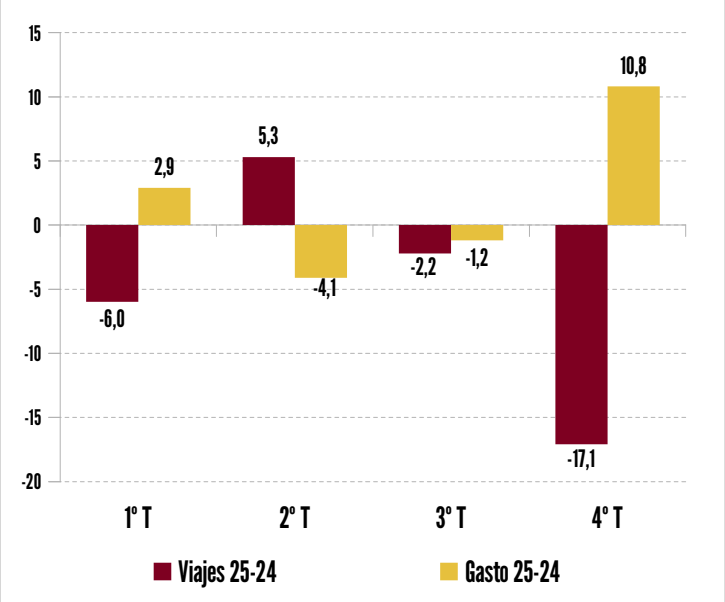
Source: Turisme Comunitat Valenciana based on data froml INE *Egatur*



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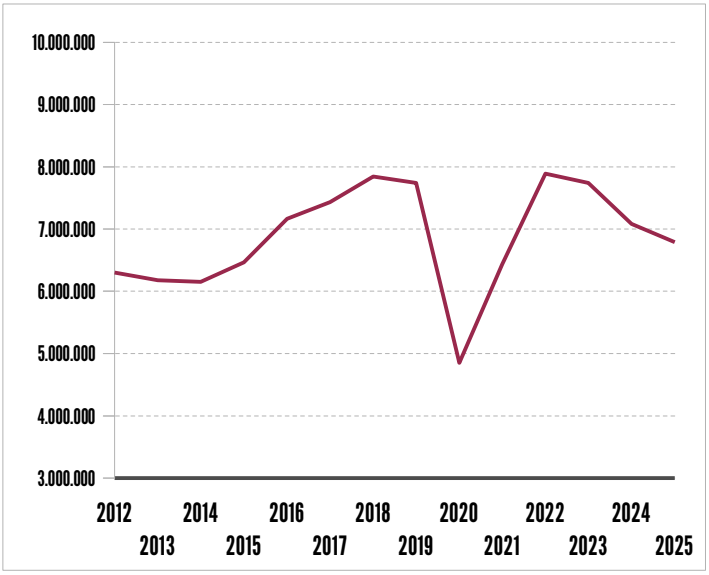
% CHANGE 2025-24 IN TRIPS AND TOTAL EXPENDITURE

Source: Turisme Comunitat Valenciana based on data from INE, *ETR-Familitur*



RESIDENT'S TRIPS TIME SERIES. PROVINCE OF VALENCIA

Source: Turisme Comunitat Valenciana based on data from Turespaña and INE, *ETR-Familitur*



Tourists resident in Spain

Domestic demand accounted for 69.7% of all **trips** and 51.1% of **overnight stays** in the province.

The number of trips, estimated at 6.8 million, decreased by 4.2%, while total expenditure, estimated at €1,460.5 million, remained virtually unchanged (+0.5%).

The **second quarter**, which accounted for 28.0% of all trips, was the only quarter to record growth in the number of trips (+5.3%), whereas the year-on-year variation was negative during the rest of the year. The **third quarte**r, with the highest share of trips (31.5%), recorded a year-on-year decrease of 2.2%.

Weekend trips accounted for 45.7% of all trips and increased by 2.1%. **Summer holiday trips** represented 12.8% of all trips and decreased by 5.2%; overnight stays in this category, which accounted for 42.1% of the total, fell by 2.6%. **Bank holiday trips**, which represented 7.9% of all trips, increased by 9.0%.

The number of overnight stays in **second homes** (7.8 million) decreased by 2.6% compared with the previous year, as did overnight stays in accommodation provided by **relatives and friends** (10.2 million), which fell by 1.2%, and overnight stays in rented accommodation (2.9 million), which declined by 13.7%.

The **average length of stay** (3.9 days) increased slightly by 1.6%, while **expenditure per trip** (€215.1) rose by 4.8%, resulting in a 3.2% increase in **average daily expenditure.**

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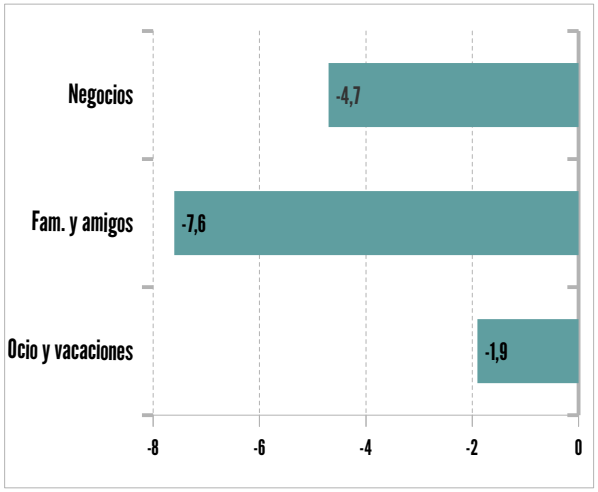
In 2025, the **Region of Valencia source market** declined by 4.9%. Residents from the **Madrid** region accounted for 16.7% of all trips and recorded a decrease of 11.1%. Particularly noteworthy was the growth of the **Catalan** market (+18.6%) and the **Andalusian** market (+51.9%), with shares of 7.3% and 3.9%, respectively.

Private vehicles were used for 80.5% of all trips, with a year-on-year decrease of 3.3%.

The **city of València** accounted for 26.2% of all trips to the province (1.8 million), recording a year-on-year decline of 13.0%. **Total expenditure** (€482 million) decreased by 8.4%, while the **average length of stay** (3.0 days) fell by 2.2%. **Expenditure per trip** (€271.3) increased by 5.3%, resulting in a 7.7% increase in **average daily expenditure**, estimated at €90.8.

% CHANGE 2025-24 IN TRIPS BY PURPOSE OF TRIP IN THE PROVINCE OF CASTELLÓN

Source: Turisme Comunitat Valenciana based on data from INE *ETR-FAMILITUR*



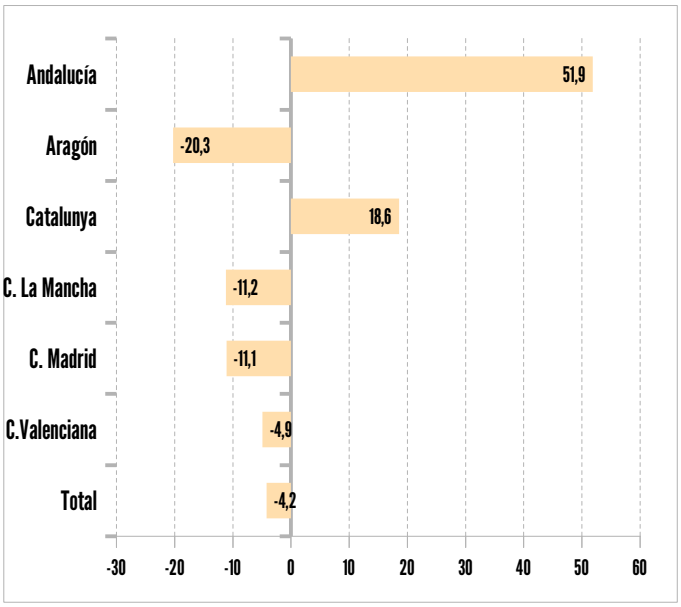
AVERAGE LENGTH OF STAY AND AVERAGE DAILY EXPENDITURE OF THE MAIN DOMESTIC SOURCE MARKETS, 2025

Fuente: Turisme Comunitat Valenciana based on data from INE *ETR-Familitur*

	Average lenght of stay (days)	Average daily expenditure (euro)
Total	3,9	54,7
C. Valenciana	3,3	32,3
C. Madrid	5,5	64,6
C.-La Mancha	4,5	62,7
Cataluña	3,5	84

% CHANGE 2025-24 IN THE MAIN DOMESTIC SOURCE MARKETS

Source: Turisme Comunitat Valenciana based on data from INE *ETR-FAMILITUR*



Link to domestic demand statistical tables

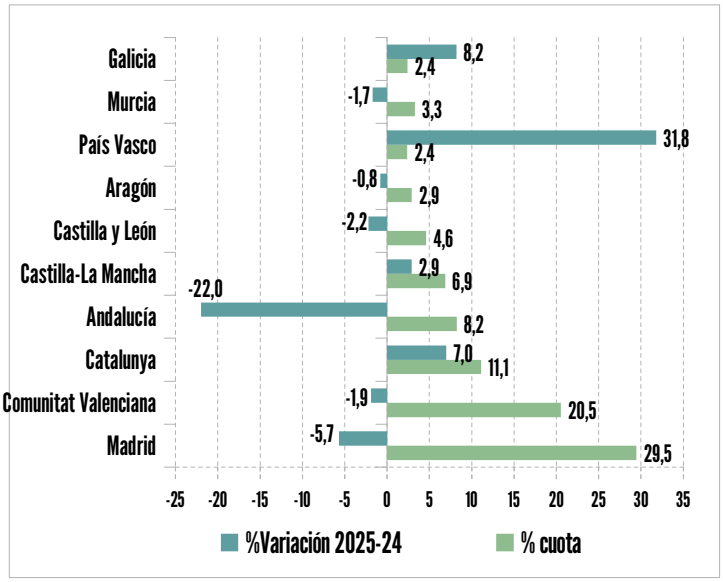
Link to the profile of tourists resident in Spain visiting the Region of Valencia

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2. TRENDS IN HOTEL ESTABLISHMENTS

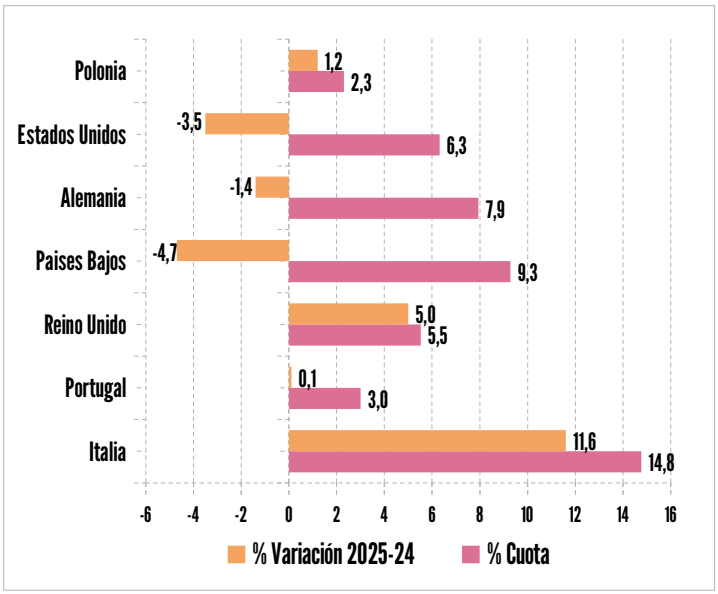
DISTRIBUTION OF OVERNIGHT STAYS IN THE PROVINCE OF VALENCIA, BY REGION OF ORIGIN

Source: Turisme Comunitat Valenciana based on data from INE *Encuesta de ocupación en Alojamientos Turísticos 2025*



DISTRIBUTION OF OVERNIGHT STAYS IN THE PROVINCE OF VALENCIA, BY COUNTRY OF ORIGIN

Source: Turisme Comunitat Valenciana based on data from INE *Encuesta de ocupación en Alojamientos Turísticos 2025*



Link to hotel accommodation statistical tables

The number of **travellers** staying in hotel establishments in the province of Valencia in 2025 increased by 0.6% compared with the previous year, while the number of **overnight stays** decreased by 1.0%.

Compared with 2024, the trend in overnight stays was negative for residents in Spain (-4.3%) and positive for foreign residents (+2.5%).

The number of **bedplaces open,** estimated for the year as a whole, reached 39,614, representing an increase of 2.7% compared with 2024. The **annual average occupancy rate** stood at 59.32%, 3.2% lower than in the previous year. Average weekend occupancy reached 69.09%, 2.4% lower than in 2024.

The **average length of stay** estimated for all hotel establishments in the province was 2.4 nights per traveller, 1.6% lower than in 2024.

RevPAR (revenue per available room) in the province of Valencia, estimated at €72.4, decreased by 2.1%, reflecting both a decline in room occupancy (-1.2%) and in average daily room rates (-1.4%). In the **city of València**, RevPAR decreased by 3.6%.

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3. TRENDS IN TOURIST APARTMENTS



The data for the whole of 2025 for tourist apartments managed by companies showed increases in both the number of **travellers** (+4.3%) and **overnight stays** (+10.1%) compared with 2024.

By origin of demand, overnight stays by Spanish travellers increased by 29.3%, while those by foreign travellers decreased by 5.0%.In this type of collective accommodation, overnight stays by Spanish travellers accounted for 51.76% of the total.

The **average occupancy rate** of bedplaces in tourist apartments stood at 29.67%, 15.9% lower than in 2024. The average annual **length of stay** was 4.4 days, 5.6% higher than the previous year.

The average number of **bedplaces open** in 2025, estimated at 19,680, increased by 30.8% compared with the previous year.

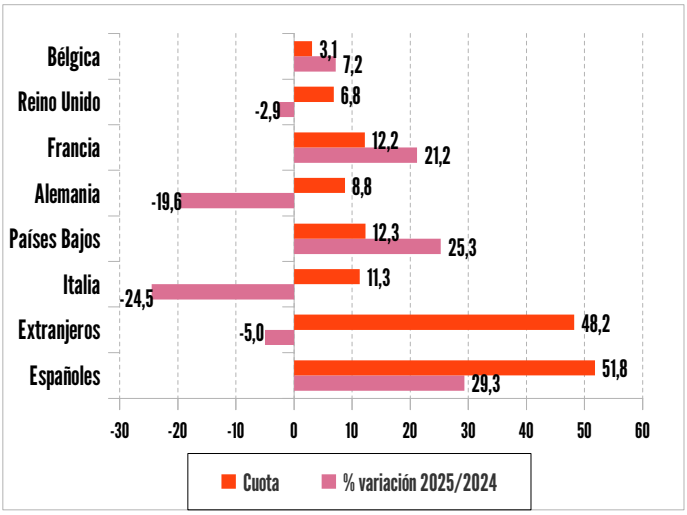
MAIN INDICATORS FOR TOURIST APARTMENTS IN THE PROVINCE OF VALENCIA

Source: Turisme Comunitat Valenciana based on data from INE *Encuesta de ocupación en Alojamientos Turísticos 2025*

	2025	Year-on-year change 2025/24
Travellers	496.127	4,3
Overnight stays	2.162.143	10,1
Occupancy rate of bedplaces	29,67	-15,9
Estimated bedplaces	19.680	30,8

% CHANGE 2025-24 IN OVERNIGHT STAYS IN TOURIST APARTMENTS IN THE PROVINCE OF VALENCIA, BY ORIGIN OF DEMAND

Source: Turisme Comunitat Valenciana based on data from INE *Encuesta de ocupación en Alojamientos Turísticos 2025*



Link to tourist apartments statistical tables

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4. TRENDS IN CAMPSITES

MAIN INDICATORS FORM CAMPSITES IN THE PROVINCE OF VALENCIA

Source: Turisme Comunitat Valenciana a partir del INE *Encuesta de ocupación en Alojamientos Turísticos 2025*

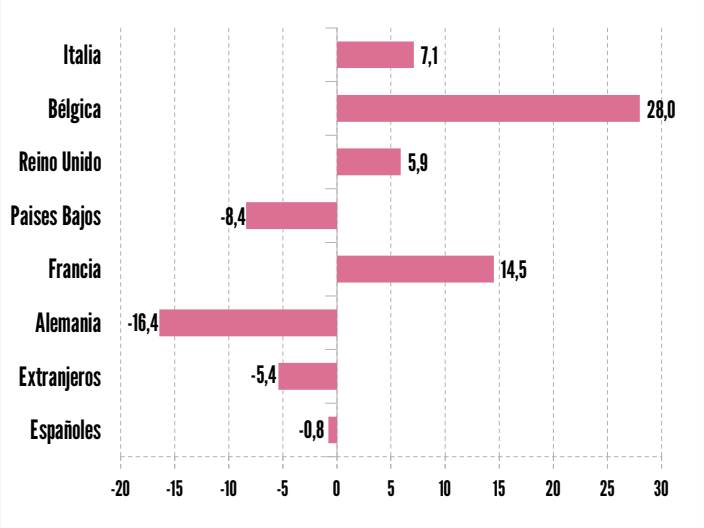
	2025	% Year-on-year change 2025/2024
Travellers	373.548	-2,1
Overnight stays	1.793.682	-2,7
Pitch occupancy rate	53,63	-6,4
Estimated pitches	6.204	3,0

In 2025, the number of **travellers** staying in campsites in the province of Valencia decreased by 2.1%, while **overnight stays** fell by 2.7% compared with 2024. Overnight stays generated by domestic demand decreased by 0.8%, while those generated by foreign demand fell by 5.4% compared with the previous year.

The **pitch occupancy rate** estimated for 2025 stood at 53.63%, 6.4% lower than in 2024. The **average annual length of stay** was 4.8 days, 0.7% lower than that recorded in the previous year.

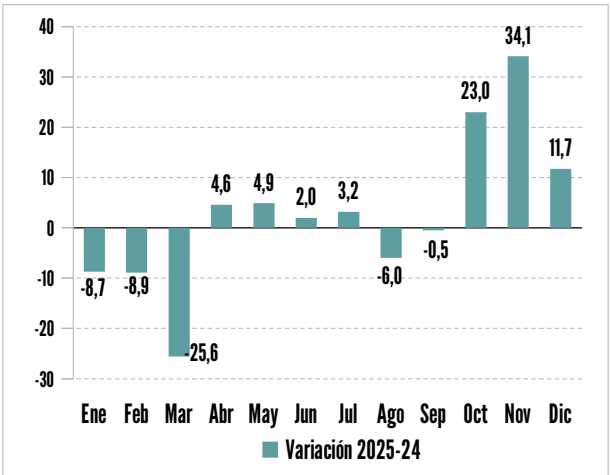
% CHANGE 2025-24 IN OVERNIGHT STAYS IN CAMPSITES IN THE PROVINCE OF VALENCIA, BY ORIGIN OF DEMAND

Source: Turisme Comunitat Valenciana based on data from INE *Encuesta de ocupación en Alojamientos Turísticos 2025*



MONTHLY EVOLUTION OF OVERNIGHT STAYS IN CAMPSITES IN THE PROVINCE OF VALENCIA. 2025 (% CHANGE)

Source: Turisme Comunitat Valenciana based on data from INE *Encuesta de ocupación en Alojamientos Turísticos 2025*



Link to campsite accommodation statistical tables

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5. TRENDS IN RURAL ACCOMMODATION

The data for the whole of 2025 for rural tourism accommodation showed decreases in both the number of **travellers** (-17.0%) and **overnight stays** (-1.5%) compared with 2024.

Compared with 2024, overnight stays generated by domestic demand remained virtually unchanged (+0.2%), while those generated by foreign demand decreased by 9.0%.

Domestic demand accounted for 83.0% of all overnight stays recorded in rural accommodation establishments in the province.

The **occupancy rate** of bedplaces in rural accommodation stood at 15.47%, representing a decrease of 6.8% compared with the previous year. The number of **bedplaces** in this type of accommodation, estimated at 2,291, increased by 5.7% compared with 2024.

The **average length of stay** was 2.7 days, 18.7% higher than in the previous year.

Link to rural accommodation statistical tables

MAIN INDICATORS FOR RURAL ACCOMMODATION IN THE PROVINCE OF VALENCIA

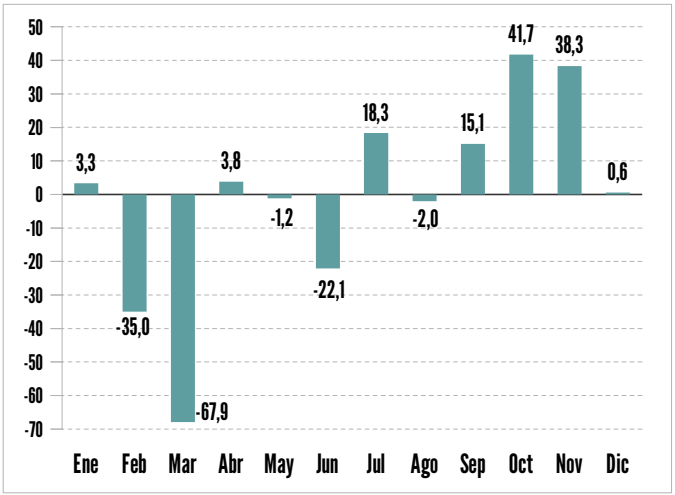
Source: Turisme Comunitat Valenciana based on data from INE *Encuesta de ocupación en Alojamientos Turísticos 2025*

	2025	% Year-on-year change 2025-24
Travellers	49.300	-17,0
Overnight stays	130.963	-1,5
Bedplace occupancy rate *	15,47	-6,8
Estimated bedplaces	2.291	5,7

*Unweighted average

MONTHLY EVOLUTION OF OVERNIGHT STAYS IN RURAL ACCOMMODATION IN THE PROVINCE OF VALENCIA. 2025 (% CHANGE)

Source: Turisme Comunitat Valenciana based on data from INE *Encuesta de ocupación en Alojamientos Turísticos 2025*



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6. TOURISM EMPLOYMENT IN THE PROVINCE OF VALENCIA

Social Security affiliation

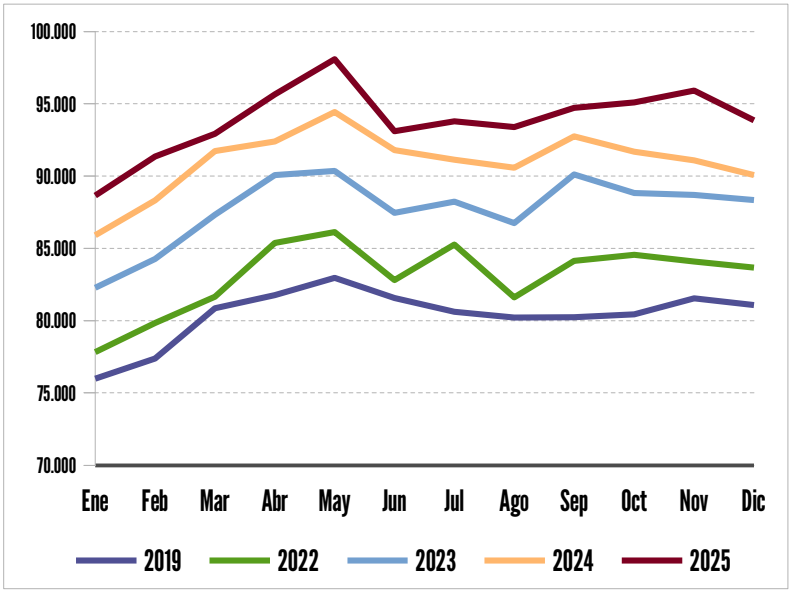
In 2025, the number of workers registered with the Social Security system and in employment in the hospitality and travel agency sectors in the province of Valencia stood at 93,880, representing a year-on-year increase of 3.2%.

An analysis of the different activities included under the heading of Hospitality and Travel Agencies shows that the **accommodation** sector recorded the highest year-on-year increase (+5.9%), followed by the **travel agency** sector (+4.2%) and the **food and beverage serving** sector (+2.8%).

The total number of Social Security affiliates in tourism-related activities in the province of Valencia accounted for 7.9% of all Social Security affiliates in the province and 44.0% of all tourism-related affiliates in the Region of Valencia.

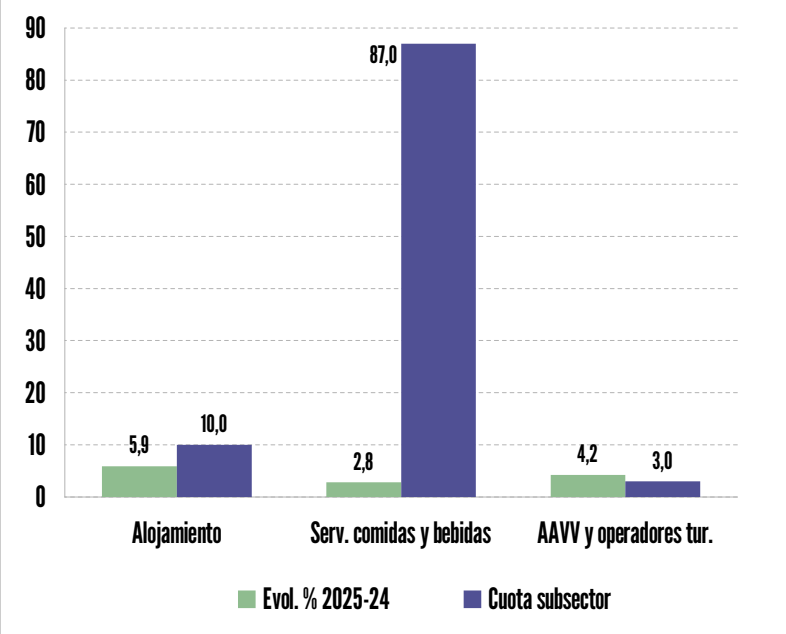
NUMBER OF SOCIAL SECURITY AFFILIATES IN THE HOSPITALITY AND TRAVEL AGENCY SECTOR IN THE PROVINCE OF VALENCIA.

Source: Turisme Comunitat Valenciana based on data from *Ministerio de Trabajo y Economía Social*



% CHANGE 2025-24 IN SOCIAL SECURITY AFFILIATES AND SHARE, BY SUBSECTOR WITHIN THE HOSPITALITY AND TRAVEL AGENCY SECTOR IN THE PROVINCE OF VALENCIA

Source: Turisme Comunitat Valenciana based on data from *Ministerio de Trabajo y Economía Social*



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PERSONAL EMPLOYED IN COLLECTIVE TOURIST ACCOMMODATION ESTABLISHMENTS IN 2025 AND % CHANGE 2025-24

Source: Turisme Comunitat Valenciana based on data from INE *Encuesta de ocupación en Alojamientos Turísticos 2025*

PROVINCE OF VALENCIA	Personal employed	% Year-on-year change 2025-24
Hoteles	5.573	7,7
Campsites	360	8,0
Tourist apartments	909	65,9
Rural accommodation	320	-11,3
Total	7.161	11,6

Persons employed in collective accommodation establishments

According to the results of the tourist accommodation occupancy surveys conducted by the National Statistics Institute (INE), the number of **persons employed** in collective accommodation establishments in the province of Valencia stood at 7,161 in 2025, representing a year-on-year increase of 11.6%.

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Labour Force Survey

According to the Labour Force Survey (LFS), the number of persons employed in the tourism sector in the province of Valencia in 2025, including transport, accommodation, food and beverage serving activities, tour operators and travel agencies, vehicle rental, and cultural and leisure activities, was estimated at 159,700, representing a year-on-year decrease of 2.3%.

The **labour force** decreased by 2.1%, while the number of **unemployed** persons remained virtually unchanged compared with the previous year (-0.3%).

The **unemployment rate** stood at 9.9%, 0.2 percentage points higher than in 2024.

The province of Valencia accounted for 52.4% of total tourism employment in the Region of Valencia.

Over the period 2014-2025, the number of persons employed increased by 48.2%.

Link to tourism employment statistical tables

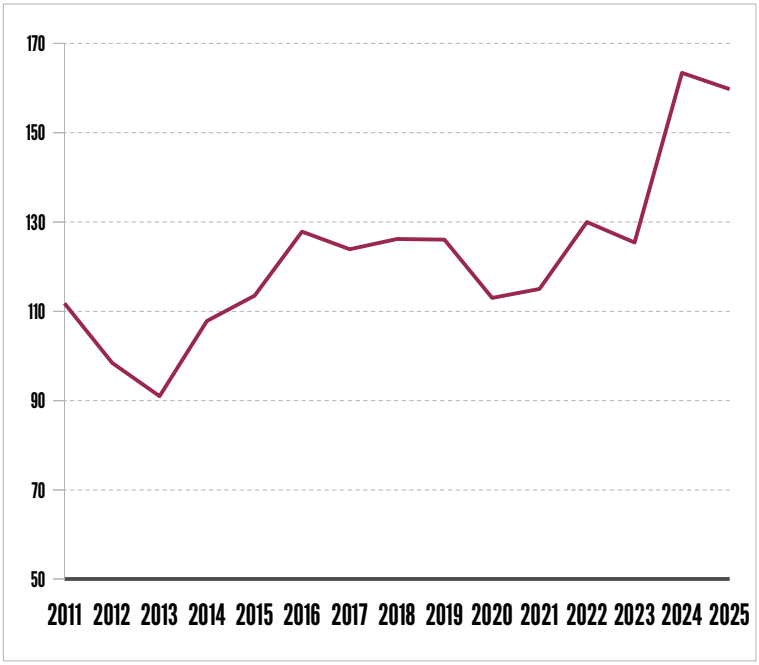
LABOUR FORCE SURVEY. MAIN RESULTS IN THE PROVINCE OF VALENCIA (THOUSANDS). 2025

Source: Turisme Comunitat Valenciana based on data from Institut Valencià d'Estadística and data the *EPA*. See the Methodology section for the branches of activity included

	2025	% Year-on-year change	Unemployment rate
Labour force	177,3	-2,1	
Employed	159,7	-2,3	
Unemployed	17,6	2,2	59,9

EVOLUTION OF TOURISM EMPLOYMENT. VALENCIA

Source: Turisme Comunitat Valenciana based on data from *EPA*. See the Methodology section for the branches of activity included



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SOURCES

Tourism Competitiveness Area of Turisme Comunitat Valenciana based on information from:

Instituto Nacional de Estadística (INE). *Encuestas de Ocupación en Alojamientos Turísticos*. *Frontur-Egatur* (since October 2015), *Encuesta de Turismo de Residentes -ETR* (since Frebruary 2015); **Institut Valencià d'Estadística (IVE):** *Encuesta de población activa* (based on INE data); **Ministerio de Trabajo y Economía Social:** Social security affiliation data; **Turespaña** *Frontur-Egatur* (up to September 2015), *Familitur* (up to January 2015).

METHODOLOGICAL NOTES

Social Security affiliation: Monthly Social Security affiliation data for workers in employment are obtained from the affiliation records corresponding to the last day of each month.

Labour Force Survey (EPA): The unemployment rate for the economy as a whole includes, in addition to unemployed persons classified by sector, several groups that are not broken down by activity, such as first-time jobseekers and the long-term unemployed. In the case of tourism and other sectors, it is more appropriate to refer to the proportion of unemployed persons within the labour force rather than to unemployment rates, since not all unemployed persons can be classified by sector of activity.

In accordance with international recommendations, the following CNAE 2009 branches of activity are considered tourism characteristic activities: 55 and 56 Accommodation and Food Service Activities; 491 Interurban Passenger Rail Transport; 493 Other Passenger Land Transport; 501 Sea and Coastal Passenger Water Transport; 503 Inland Passenger Water Transport; 511 Passenger Air Transport; 522 Activities Incidental to Transportation; 791 Travel Agency and Tour Operator Activities; 771 Rental and Leasing of Motor Vehicles; 773 Rental and Leasing of Other Machinery, Equipment and Tangible Goods; 799 Other Reservation Service and Related Activities; 900 Creative, Arts and Entertainment Activities; 910 Libraries, Archives, Museums and Other Cultural Activities; 931 Sports Activities; and 932 Amusement and Recreation Activities. This approach may result in an underestimation, as it does not take into account other economic activities that may partially contribute to tourism activity. At the same time, it may also lead to an overestimation insofar as the branches considered do not carry out their activities exclusively for tourism purposes.

ETR-Familitur: The series on trips by residents in Spain has been constructed by linking data through growth rates. The series has undergone several methodological changes: in 2009 and 2011 (when Turespaña revised downwards the figures for 2009 and 2010, affecting recurrent business trips); in 2014 (when Turespaña incorporated the new 2011 Labour Force Survey population figures and revised the data for 2012 and 2013); and finally in 2015 (following the transfer of responsibility to INE). The statistical tables annexed to this publication provide further details of the estimates made.

Frontur-Egatur: The break in the series from October 2015 onwards made it necessary to link the data using growth rates. The statistical tables annexed to this publication provide further details of the estimates made.

FURTHER INFORMATION

Web: www.turisme.gva.es/es/estadistiquesdeturisme; **Email:** estadistiques@turismecv.es

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Trends in HOTEL ACTIVITY

2025

GENERALITAT VALENCIANA

TURISME COMUNITAT VALENCIANA

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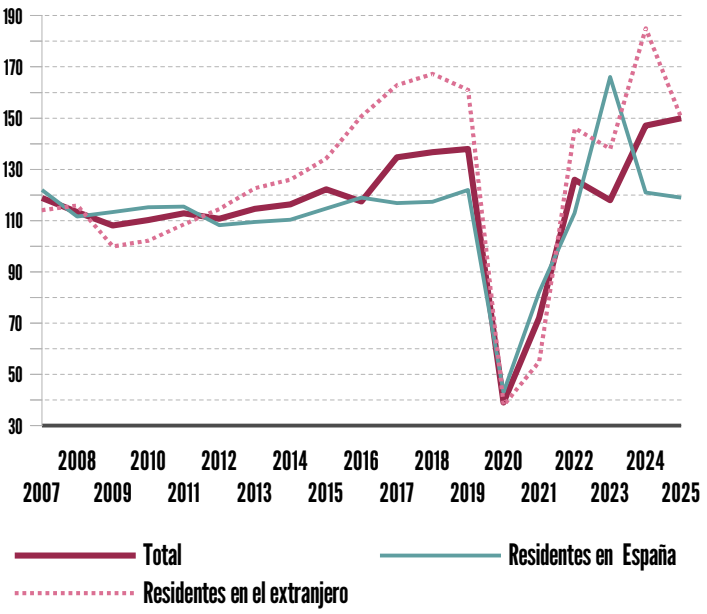
1. TRENDS IN KEY TOURIST DEMAND INDICATORS

In 2025, hotel establishments accommodated 10,044,909 travellers, 3.3% more than in the previous year. The number of **overnight stays,** estimated at 31,612,214, increased by 1.8% compared with 2024.

Spanish travellers accounted for 47.4% of all travellers staying in hotels. This segment registered 5,481,855 travellers, representing an increase of 1.4% compared with 2024. **Foreign demand** grew by 5.6%, reaching 4,583,054 travellers.

TIME SERIES OF HOTEL TRAVELLERS IN THE REGION OF VALENCIA. INDEX NUMBERS, BASE YEAR 2004

Source: Turisme Comunitat Valenciana based on data from INE. Hotel Occupancy Survey. Time series 2004-2025.

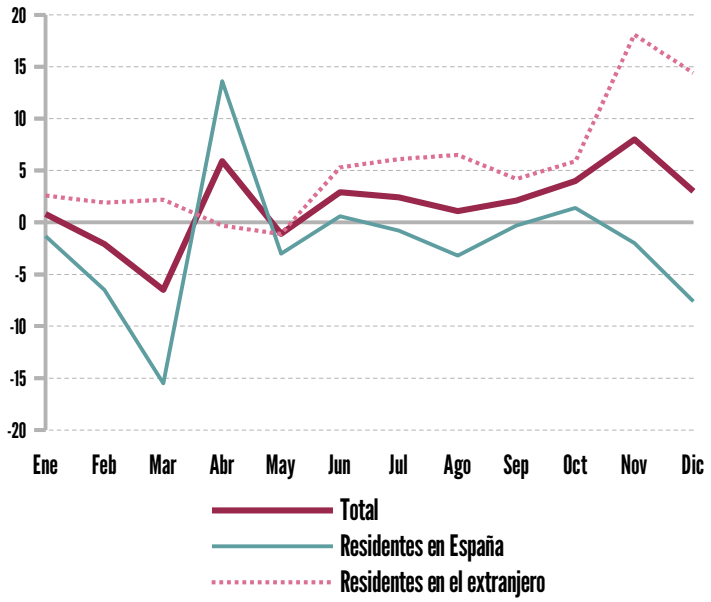


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% CHANGE 2025-24 IN HOTEL OVERNIGHT STAYS IN THE REGION OF VALENCIA

Source: Turisme Comunitat Valenciana based on data from INE. Hotel Occupancy Survey 2025.



Hotel overnight stays generated by **domestic demand**, which accounted for 47.7% of the total, increased by 1.4% compared with 2024. **Foreign demand** grew by 5.6% compared with the previous year.

The **average length of stay**, estimated for all hotel establishments in the **Region of Valencia**, stood at 3.2 overnight stays per traveller, 1.4% lower than in 2024.

Compared with other Spanish destinations, hotel establishments in the Region of Valencia accounted for 8.6% of all hotel overnight stays in Spain, ranking fifth among the leading destination regions.

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Seasonality

The table shows **seasonality trends** by origin of overnight stays, indicating the percentage recorded during the peak season months (July, August and September) relative to the annual total.

In 2013, 38.0% of overnight stays were recorded during the peak season. In 2025, this percentage stood at 34.9%, representing a decrease of 3.1 percentage points. Seasonality declined by 3.2 percentage points in the case of Spanish travellers and by 1.7 percentage points for foreign travellers.

Total overnight stays during the summer months (July to September) increased by 1.8%, reflecting a 1.6% increase in domestic demand and a 5.6% increase in foreign demand.

TRENDS IN HOTEL SEASONALITY, BY ORIGIN OF OVERNIGHT STAYS

Source: Turisme Comunitat Valenciana based on data from INE. Hotel Occupancy Survey 2025.

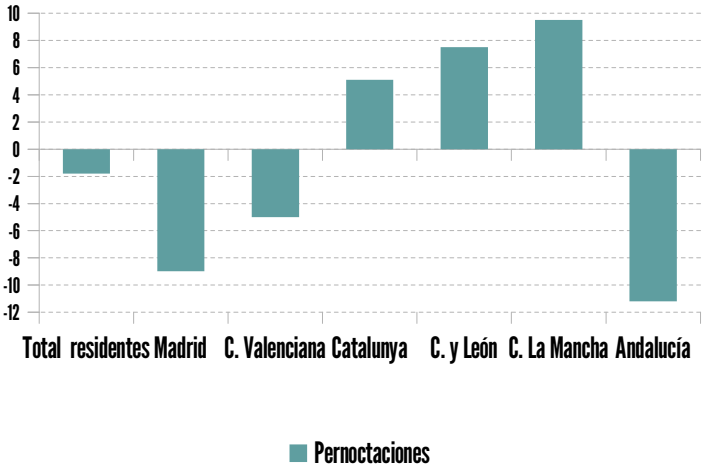
Year	% Overnight stays by Spanish travellers during peak season	% Overnight stays by foreign travellers during peak season	% Total overnight stays during peak season
2013	40,5	34,5	38,0
2014	40,7	33,6	37,7
2015	40,1	34,3	37,7
2016	40,0	33,6	37,1
2017	39,0	33,7	36,5
2018	39,0	32,1	35,7
2019	39,0	31,8	35,7
2020	51,1	23,9	42,2
2021	52,6	45,7	55,6
2022	41,0	35,7	38,6
2023	41,0	35,7	38,6
2024	37,2	32,7	34,9
2025	37,3	32,8	34,9

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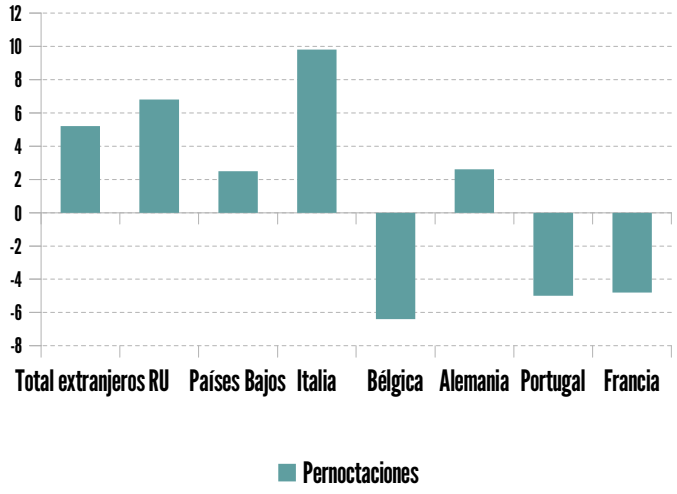
% CHANGE 2025-24 IN HOTEL OVERNIGHT STAYS BY DOMESTIC SOURCE MARKET

Source: Turisme Comunitat Valenciana based on data from INE. Hotel Occupancy Survey 2025.



% CHANGE 2025-24 IN HOTEL OVERNIGHT STAYS BY FOREIGN SOURCE MARKET

Source: Turisme Comunitat Valenciana based on data from INE. Hotel Occupancy Survey 2025.



Demand by source market

The breakdown of demand by nationality shows that 47.4% of **overnight stays** were generated by **Spanish travellers**. The remaining overnight stays were generated by **foreign travellers**. Of these, 40.18% corresponded to travellers from the United Kingdom, followed in importance by travellers from the Netherlands, who accounted for 6.08% of foreign overnight stays. Italy and France ranked as the third and fourth most important source markets, respectively.

The number of overnight stays generated by travellers from the **United Kingdom** increased by 6.8% compared with 2024.

Regarding overnight stays by **Spanish travellers**, analysed by source market, the largest shares corresponded to travellers from the **Region of Madrid** and the **Region of Valencia**, with shares of 23.37% and 26.65%, respectively.

Catalonia ranked as the third most important domestic source market, accounting for 8.61% of overnight stays, followed by **Castile and León** and **Andalusia**.

The **Region of Valencia** source market recorded a 1.7% increase in trips but a 5.0% decrease in overnight stays.

The **Madrid** source market recorded a 5.8% decrease in trips and a 9.0% decrease in overnight stays.

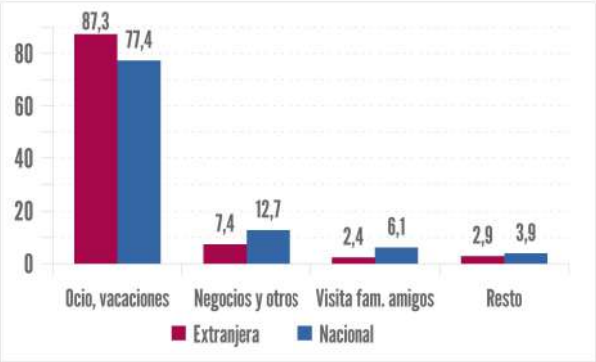
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Profile and expenditure of tourists staying in hotel establishments in the Region of Valencia

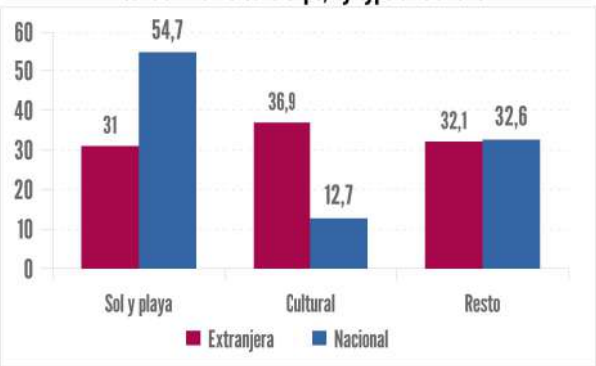
Source: Turisme Comunitat Valenciana based on data from Frontur-Egatur and ETR (INE). Expenditure refers to all expenditure items (transport, accommodation, shopping, restaurants, etc.), both at origin and destination.

EXPENDITURE 2025	FOREIGN	DOMESTIC
Per trip	1.095,6	438,8
Per day	224,7	118,6
Average length of stay	4,9	3,7

Main purpose of the trip, by type of traveller

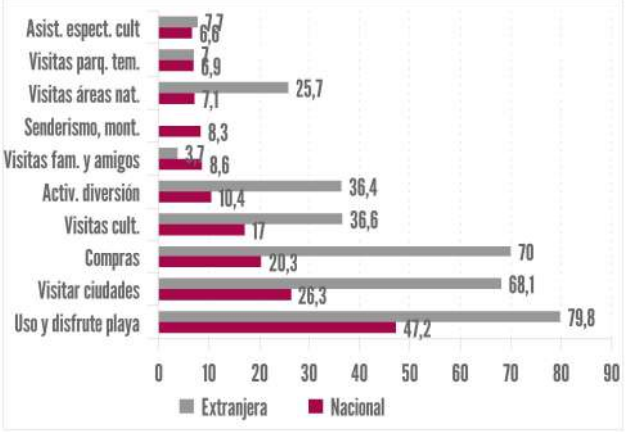


Breakdown of leisure trips, by type of traveller

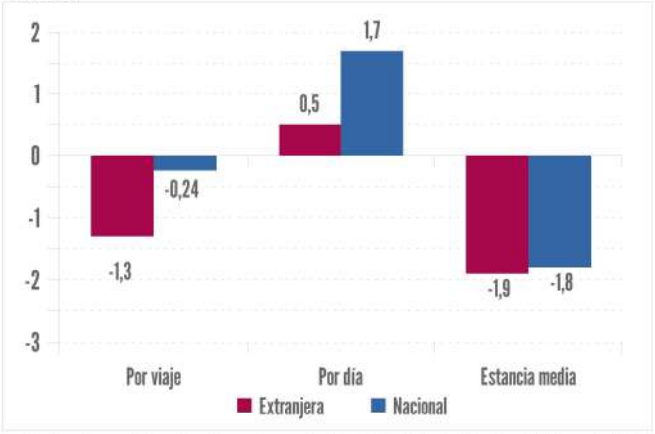


Main activities, by origin*

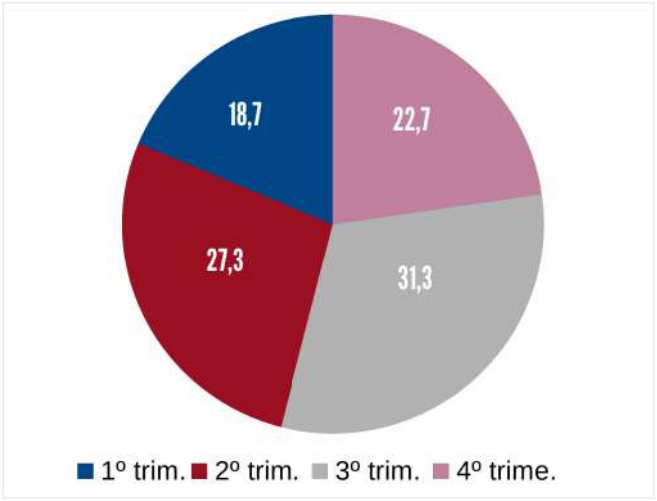
*See methodological section



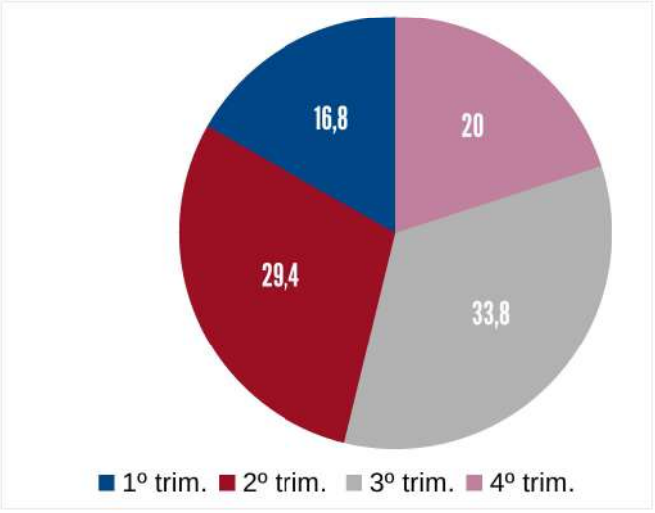
% Change 2025-24, in expenditure and average length of stay, by type of traveller



Quarterly share of foreign travellers staying in hotels in the R. of Valencia 2025



Quarterly share of spanish travellers staying in hotels in the R. of Valencia. 2025



The majority of tourists staying in hotel establishments in the Region of Valencia, both in the case of domestic demand (83.2%) and foreign demand (71.1%), travelled independently. Spanish travellers mainly travelled by private vehicle (73.6%), whereas foreign travellers mainly travelled by air (90.6%).

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2. TRENDS IN KEY HOTEL SUPPLY INDICATORS

Bedplaces open

The number of bedplaces open, estimated for the year as a whole, reached 137,079. This figure was 2.7% higher than in 2024.

During the low season months, the percentage of bedplaces open represented 80.6% of the average number of bedplaces open during the peak season.

Hotel supply in the Region of Valencia accounted for 8.6% of all bedplaces available in Spain.

Occupancy rates

The bedplace occupancy rate in 2025 was estimated at 60.76%, 0.9 percentage points lower than in 2024.

The average weekend occupancy rate stood at 68.10%, virtually unchanged from 2024 (+0.1 percentage points).

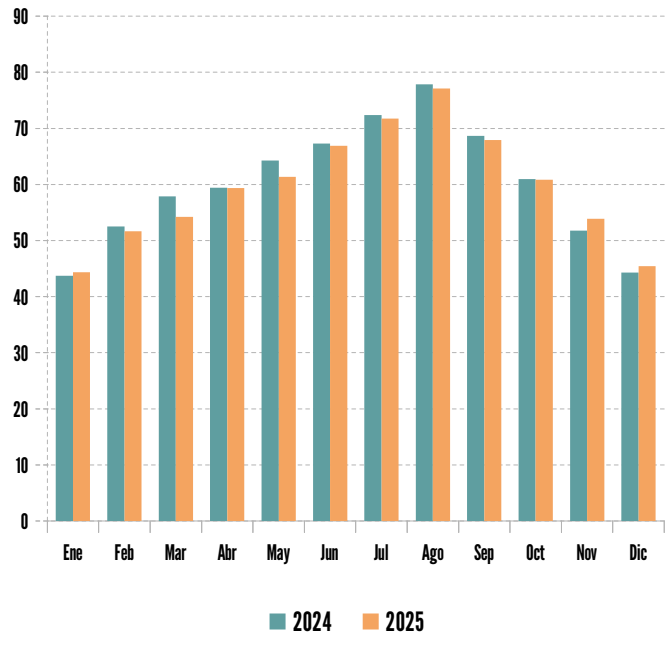
By hotel category, four-star and three-star hotels recorded the highest occupancy rates, at 64.78% and 62.51%, respectively, followed by five-star hotels, with 54.91%.

By category, all hotels recorded negative year-on-year trends, with the exception of five-star and two-star hotels, which registered increases.



MONTHLY BEDPLACE OCCUPANCY RATE. 2025-24

Source: Turisme Comunitat Valenciana based on data from INE. Hotel Occupancy Survey 2025.



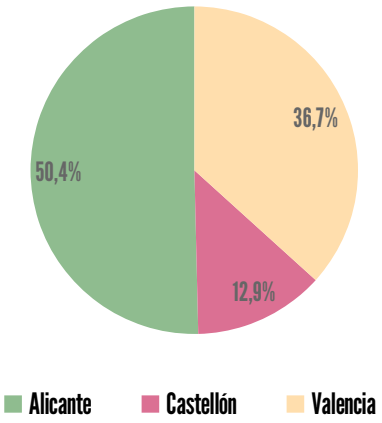
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3. TRENDS BY PROVINCE



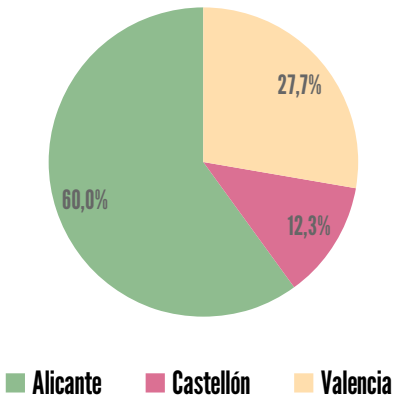
PROVINCIAL DISTRIBUTION OF HOTEL TRAVELLERS

Source: Turisme Comunitat Valenciana based on data from INE. Hotel Occupancy Survey 2025.



PROVINCIAL DISTRIBUTION OF HOTEL OVERNIGHT STAYS

Source: Turisme Comunitat Valenciana based on data from INE. Hotel Occupancy Survey 2025.



The province of Alicante accounted for the largest share of both hotel travellers and hotel overnight stays.

Further information on trends in hotel activity at provincial level is available in the following sections of Tourism in the Region of Valencia 2025:

Trends in Tourism Activity in the Province of Alicante

Trends in Tourism Activity in the Province of Castellón

Trends in Tourism Activity in the Province of Valencia

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4. TRENDS BY TOURIST AREA



Benidorm: The number of travellers increased by 4.0%, while overnight stays rose by 0.6%. Foreign demand increased by 5.9%, whereas domestic demand declined by 7.7%. Benidorm was the second leading tourist destination in Spain, after Madrid, in terms of overnight stays by Spanish travellers.

The bedplace occupancy rate, estimated at 66.20%, decreased by 4.1%. The number of bedplaces open, estimated at 43,665, was 3.2% higher than in 2024.

Alicante coast excluding Benidorm: The number of travellers increased by 3.1% and overnight stays by 4.3%. Foreign demand increased by 5.3% and domestic demand by 3.0%.

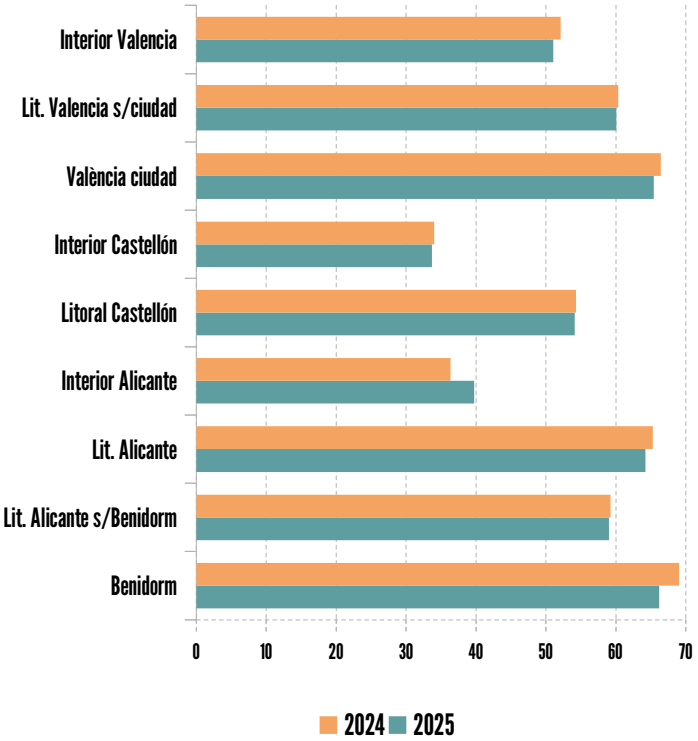
The average annual bedplace occupancy rate stood at 68.99%, remaining virtually unchanged compared with 2024 (-0.4%). The number of bedplaces open, estimated at 29,595, increased by 5.0%.

Inland Alicante: The number of travellers increased by 10.9% and overnight stays by 17.6%. Domestic demand increased by 13.8% and foreign demand by 26.0%.

The occupancy rate, estimated at 39.71%, increased by 9.3%. The number of bedplaces open, estimated at 5,214, increased by 5.4%.

BEDPLACE OCCUPANCY RATE BY TOURIST AREA. 2025-24

Source: Turisme Comunitat Valenciana based on data from INE. Hotel Occupancy Survey 2025.



Castellón coast: The number of travellers increased by 6.5% and overnight stays by 6.1%. Domestic demand increased by 5.4% and foreign demand by 6.3%.

The bedplace occupancy rate stood at 54.09%, remaining virtually unchanged compared with 2024 (-0.4%). The average number of bedplaces open, estimated at 16,477, increased by 3.5%.

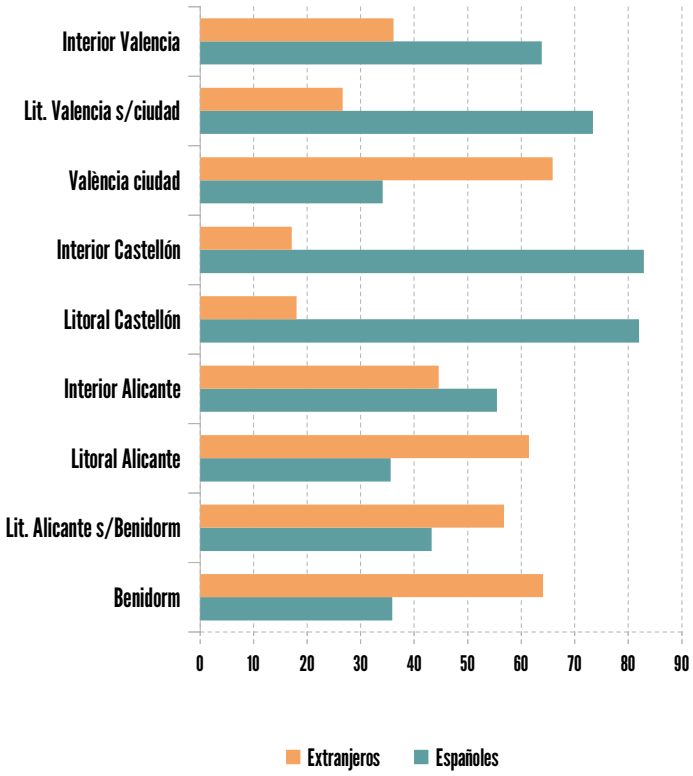
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SHARE OF HOTEL OVERNIGHT STAYS BY SOURCE MARKET

Source: Turisme Comunitat Valenciana based on data from INE. Hotel Occupancy Survey 2025.



Inland Castellón: The number of travellers increased by 9.3% and overnight stays by 8.3%.

Overnight stays by Spanish travellers increased by 4.4%, while those by foreign travellers rose by 32.9%.

The bedplace occupancy rate, estimated at 33.67%, decreased by 1.0%. The number of bedplaces open, estimated at 2,513, decreased by 4.7% compared with 2024.

City of València: The number of travellers increased by 3.5%, while overnight stays decreased by 1.1%.

Overnight stays by Spanish travellers remained virtually unchanged (-0.3%), while those by foreign travellers decreased by 1.5%.

The bedplace occupancy rate, estimated at 64.40%, decreased by 1.5%. The number of bedplaces open, estimated at 20,620, increased by 1.9%.

Valencia coast: The number of travellers decreased by 5.1% and overnight stays by 1.4%. Domestic demand decreased by 6.6%, while foreign demand increased by 16.8%.

The bedplace occupancy rate, estimated at 60.05%, remained virtually unchanged compared with 2024 (-0.4%). The average number of bedplaces open, estimated at 9,532, increased by 1.4%.

Inland Valencia: Occupancy levels in this tourist area are influenced by hotels located in the metropolitan area of the city of València. The number of travellers increased by 1.7%, while overnight stays remained virtually unchanged (-0.2%).

The bedplace occupancy rate stood at 51.05%, 2.0% lower than in 2024. The number of bedplaces open, estimated at 9,532, increased by 5.8%.

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5. HOTEL REVPAR TRENDS AND CUSTOMER MIX BY ROOM TYPE



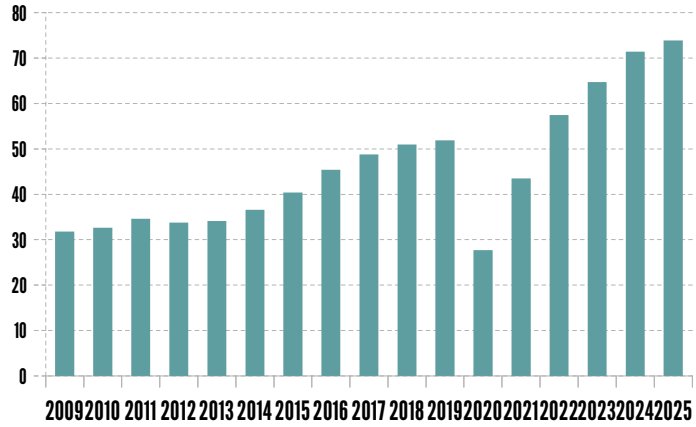
In the Region of Valencia, RevPAR (revenue per available room), estimated at €73.89, increased by 3.3%.

The **average daily rate** (ADR) increased by 3.0%, while the room occupancy rate remained virtually unchanged (-0.1%).

At provincial level, profitability increased by 5.0% in Benidorm, whereas in the city of València it decreased by 3.6%.

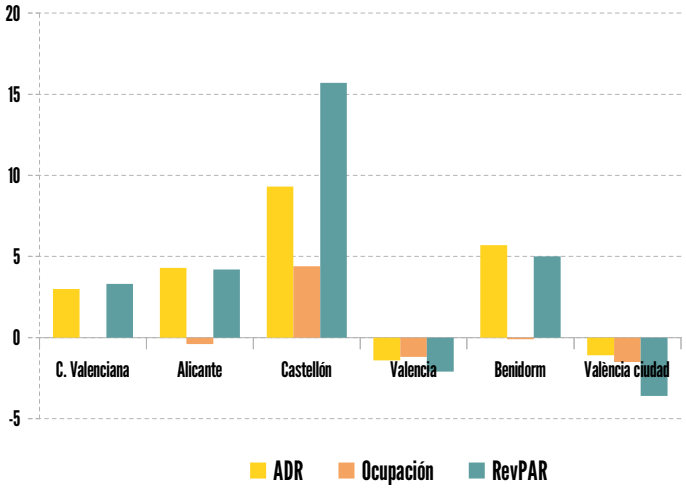
REVPAR TIME SERIES (€). REGION OF VALENCIA

Source: Turisme Comunitat Valenciana based on data from INE.

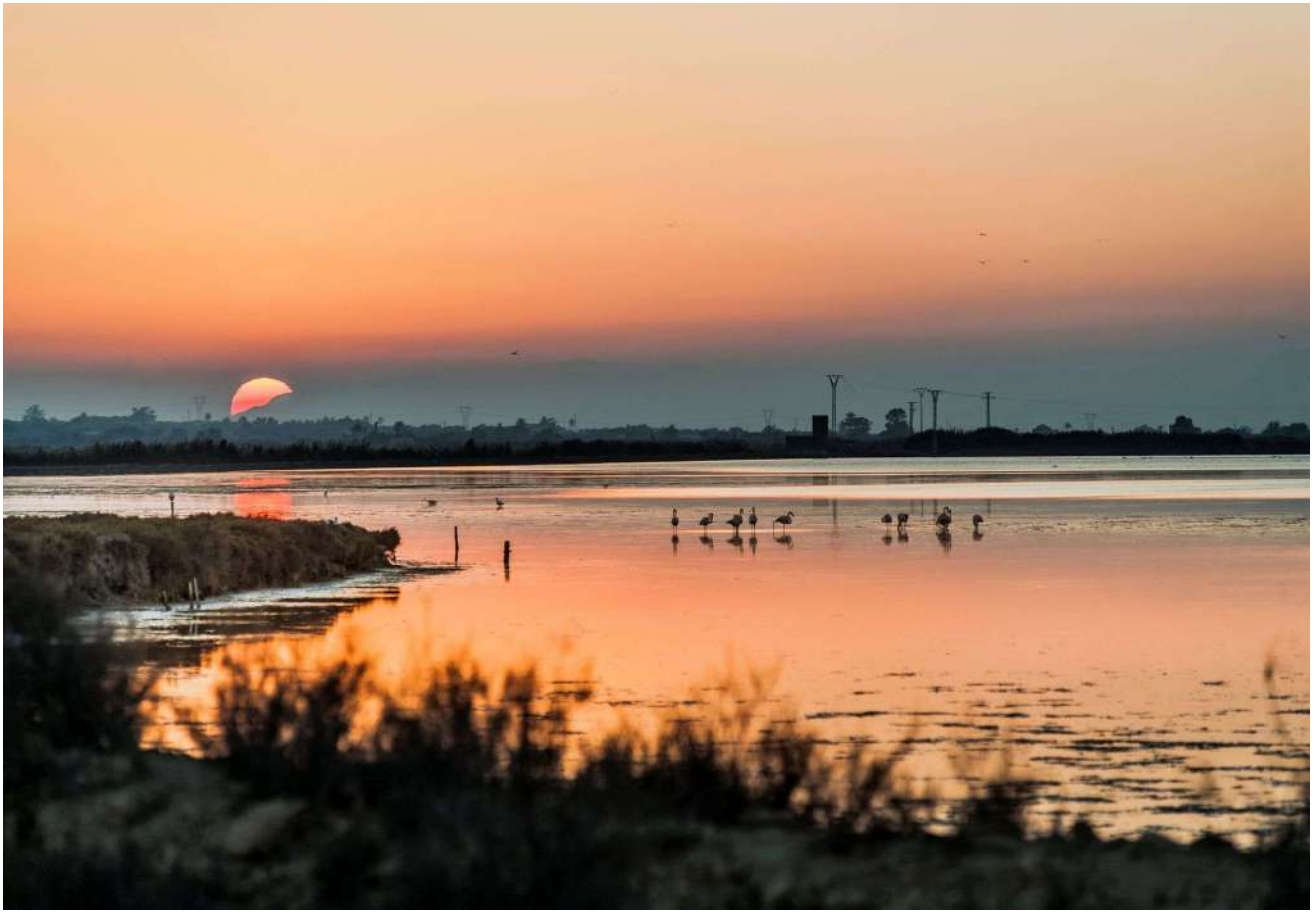


% CHANGE 2025-24 BY PROVINCE, BENIDORM AND THE CITY OF VALÈNCIA

Source: Turisme Comunitat Valenciana based on data from INE.

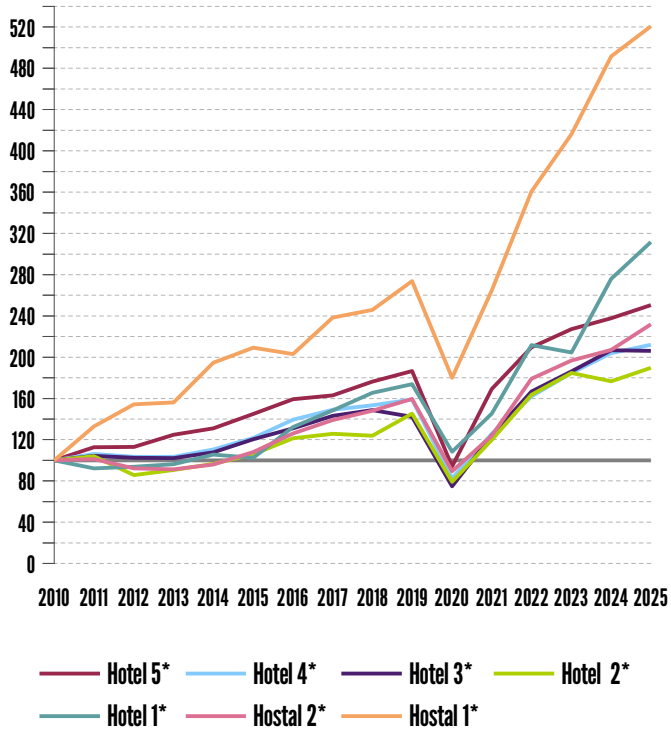


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REVPAR TIME SERIES. 2025-24. INDEX 2010=100

Source: Turisme Comunitat Valenciana based on data from INE.



In 2025, profitability increased across all hotel categories in the Region of Valencia, with the exception of three-star hotels, where it remained virtually unchanged (-0.2%).

Four-star hotels, which accounted for 53.1% of hotel bedplaces, recorded a RevPAR of €147.4 in 2025, representing a 3.4% year-on-year increase. The province of Alicante achieved the highest profitability (€93.2), with an increase of 6.0%.

Three-star hotels, which accounted for 30.2% of hotel bedplaces, recorded a RevPAR of €65.8 in 2025, virtually unchanged from 2024 (-0.2%). The province of Valencia achieved the highest profitability (€71.9), despite a 2.0% decrease.

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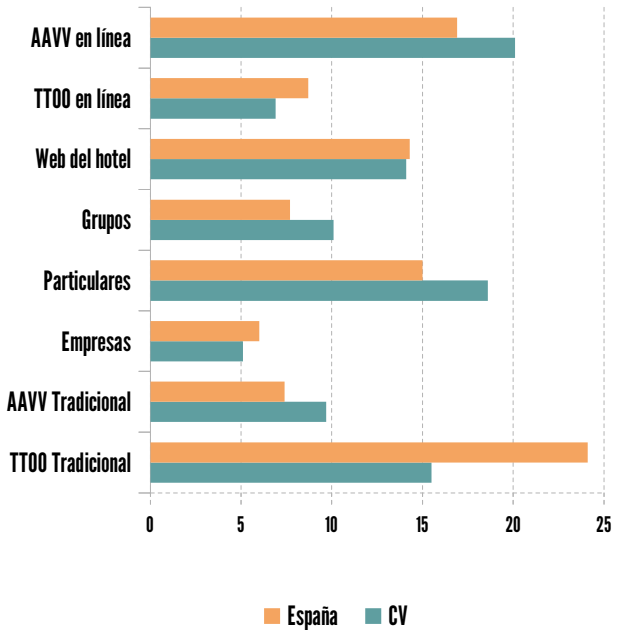
In hotel establishments in the Region of Valencia, 33.7% of occupied rooms were booked by individual travellers. Bookings made through the hotel website accounted for 29.8% of occupied rooms, followed by tour operators (22.4%), groups (10.1%) and companies (5.1%).

The customer segments with the strongest performance were traditional travel agencies (18.3%) and individual travellers (4.1%).

By contrast, the weakest performing segments were companies (-5.6%) and hotel website bookings (-4.7%).

SHARE OF OCCUPIED ROOMS BY CUSTOMER TYPE. 2025

Source: Turisme Comunitat Valenciana based on data from INE.



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SOURCES

This document has been prepared by the Tourism Competitiveness Area of Turisme Comunitat Valenciana, based on information from:

* Instituto Nacional de Estadística (INE)
- *Encuesta de Ocupación Hotelera*
- *Indicadores de Rentabilidad del Sector Hotelero*.
- *Estadística de Movimientos turísticos en frontera (Frontur)*
- *Encuesta de gasto turístico (Egatur)*
- *Encuesta de turismo de residentes (ETR)*

METHODOLOGY

*Main activities, by type of traveller:

Based on INE EGATUR and ETR - .Multiresponse questionnaire.

EGATUR: Base population: all tourists.

ETR: Base population: leisure trips, visits to relatives and friends, conferences and trade fairs, which, in the case of hotel establishments, account for 95.8% of all trips.

FURTHER INFORMATION:

Web: www.turisme.gva.es/es/estadistiquesdeturisme

Email:estadistiques@turismecv.es

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Trends in

RENTED ACCOMMODATION, SECOND HOMES, ACCOMMODATION WITH FRIENDS AND RELATIVES AND FREE ACCOMMODATION

2023

GENERALITAT VALENCIANA

TURISME COMUNITAT VALENCIANA

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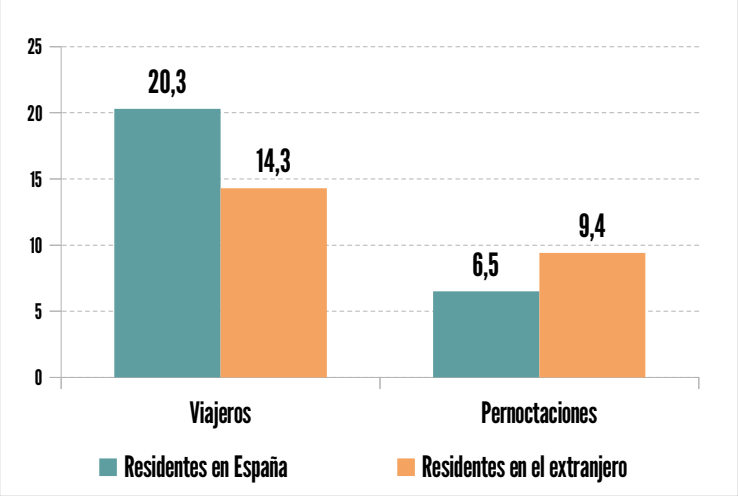
6.15 Rented accommodation, second homes and accommodation with friends and relatives

6.16 Tourists in rented accommodation, second homes and accommodation with friends and relatives, by destination

1. RENTED ACCOMMODATION MANAGED BY COMPANIES (EOAT). DEMAND

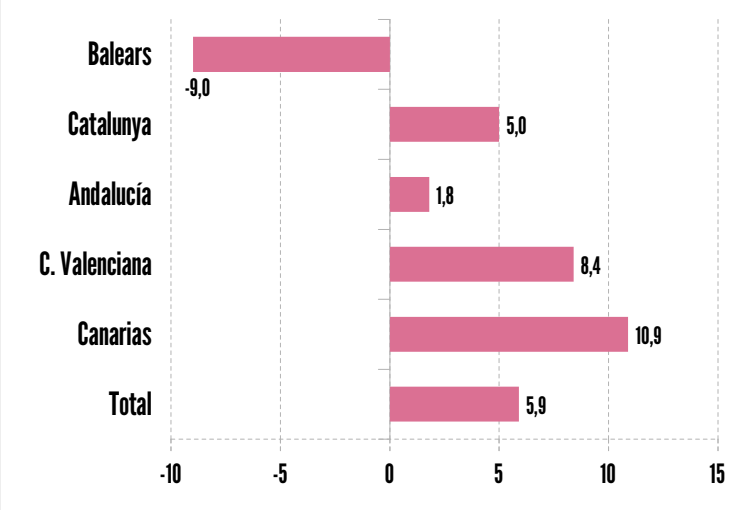
CHANGE (%) 2025-24 IN TRAVELLERS AND OVERNIGHT STAYS IN RENTED ACCOMMODATION IN THE REGION OF VALENCIA. 2025

Source: Turisme Comunitat Valenciana based on INE. EOAT



CHANGE (%) 2025-24 IN OVERNIGHT STAYS BY DOMESTIC DESTINATION. 2025

Source: Turisme Comunitat Valenciana based on INE. EOAT



Tourist apartments in the Region of Valencia managed by companies recorded a total of 2,376,321 **travellers** in 2025, representing a 17.3% increase compared with 2024.

The number of **overnight stays,** estimated at 12,550,326, increased by 8.4% year-on-year.

The number of travellers resident in Spain rose to 1,098,561, a figure 20.3% higher than in 2024. The number of overnight stays generated by **domestic demand**, accounting for 39.3% of the total, reached 4,935,744, representing an increase of 6.5% compared with 2024.

As regards **foreign demand**, the number of travellers was 1,277,753, 14.3% higher than in the previous year. Overnight stays increased to 7,614,581, a figure 9.4% higher than in 2024.

The supply of **bedplaces** in rented accommodation managed by companies remained stable (0.0%) compared with 2024.

National ranking

The Region of Valencia ranked as the leading domestic destination in terms of overnight stays by residents in Spain, ahead of Andalusia.

In terms of total overnight stays, it ranked as the second destination, behind the Canary Islands.

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Tourist demand by origin

With regard to the origin of overnight stays by Spanish tourists, it is estimated that 22.7% of the total were generated by travellers resident in the Region of Valencia, while travellers from the Region of Madrid accounted for a 35.1% share.

In 2025, overnight stays by travellers from the Region of Madrid increased by 7.3%, while those generated by travellers from the Region of Valencia decreased by 2.1%.

The leading foreign source market in terms of overnight stays in 2025 was the United Kingdom, with a market share of 27.9%, representing an increase of 14.2%. The Netherlands ranked as the second most important foreign source market, with overnight stays increasing by 11.0%.

Trends by province

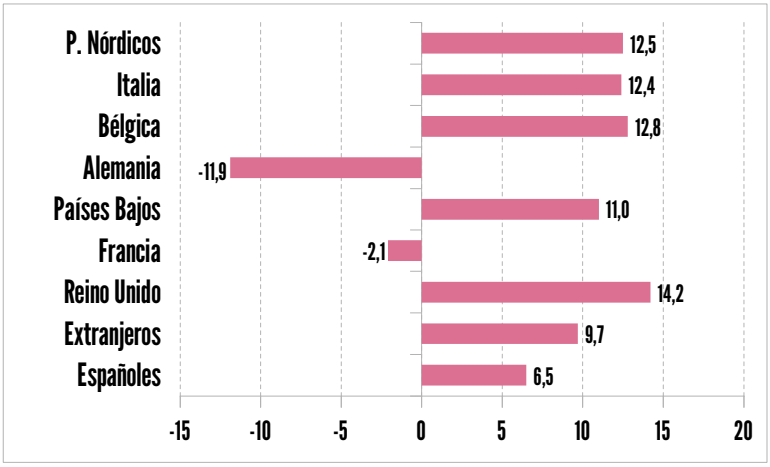
In the provinces of Alicante and Valencia, both overnight stays and the number of travellers increased, whereas in the province of Castellón they decreased compared with 2024. Further information on trends in tourism activity at provincial level is available in the following sections of Tourism in the Region of Valencia 2025:

"Trends in Tourism Activity in the Province of Alicante"
"Trends in Tourism Activity in the Province of Castellón"
"Trends in Tourism Activity in the Province of Valencia"



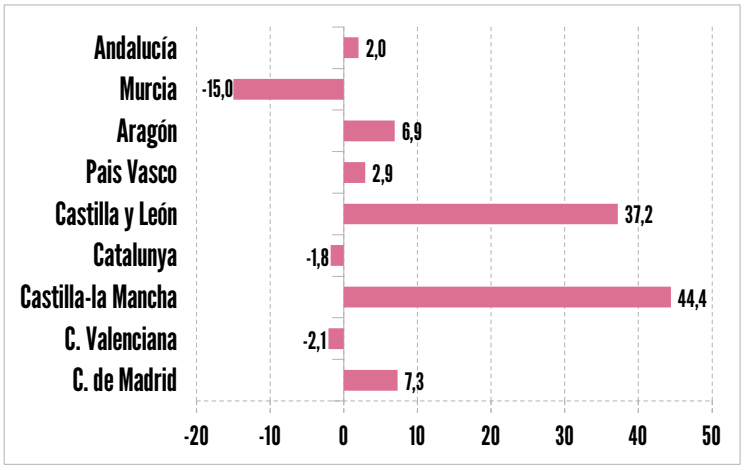
CHANGE (%) 2025-24 IN OVERNIGHT STAYS IN RENTED ACCOMMODATION IN THE REGION OF VALENCIA, BY FOREIGN SOURCE MARKET

Source: Turisme Comunitat Valenciana based on INE. EOAT



CHANGE (%) 2025-24 IN OVERNIGHT STAYS IN RENTED ACCOMMODATION IN THE REGION OF VALENCIA, BY DOMESTIC SOURCE MARKET

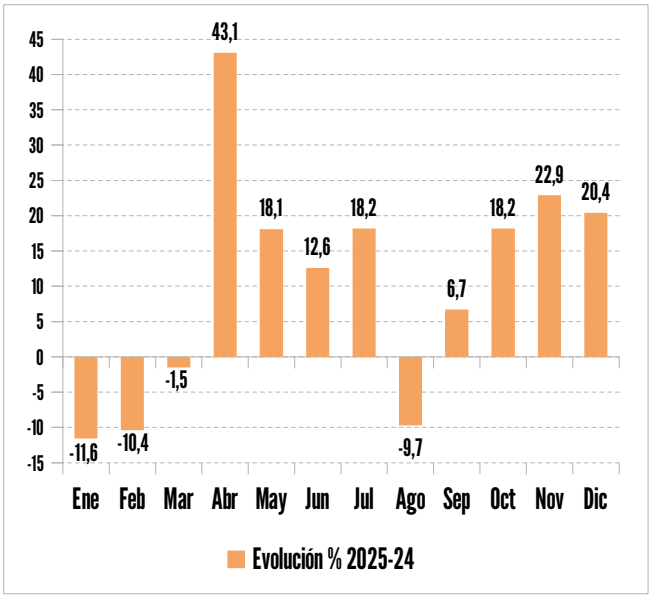
Source: Turisme Comunitat Valenciana a partir del INE. EOAT



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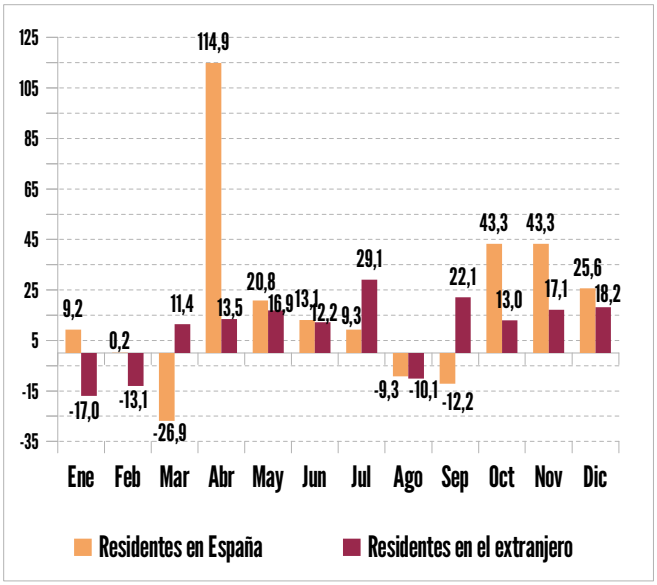
CHANGE (%) 2025-24 IN OVERNIGHT STAYS IN RENTED ACCOMMODATION IN THE REGION OF VALENCIA

Source: Turisme Comunitat Valenciana based on INE. EOAT



CHANGE (%) 2025-24 IN OVERNIGHT STAYS IN RENTED ACCOMMODATION IN THE REGION OF VALENCIA

Source: Turisme Comunitat Valenciana based on INE. EOAT



Monthly trends in overnight stays

During most months of 2025, overnight stays by residents in Spain and residents abroad followed different patterns.

The data show highly uneven trends in overnight stays in tourist apartments. The first quarter began with declines, which gradually eased until April, when the trend changed and growth was recorded, remaining positive until August, when demand declined again before returning to growth.

The breakdown by origin of demand reveals differing patterns between residents in Spain and residents abroad, with growth led primarily by the domestic market, compared with more moderate growth in international demand.



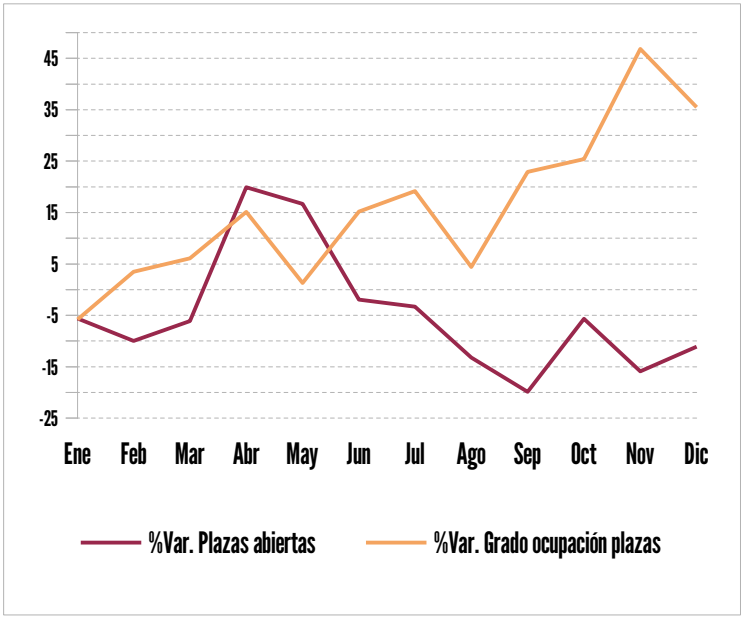
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RENTED ACCOMMODATION MANAGED BY COMPANIES (EOAT). SUPPLY



CHANGE (%) 2025-24 IN OPEN BEDPLACES AND BEDPLACE OCCUPANCY RATE IN APARTMENTS IN THE REGION OF VALENCIA

Source: Turisme Comunitat Valenciana based on INE. EOAT



The number of establishments open, managed by companies and estimated for the year as a whole, stood at 25,858, representing a 3.2% decrease compared with 2024, with an average capacity of 122,936 bedplaces, unchanged from the previous year.

The supply of bedplaces in tourist apartments in the Region of Valencia accounted for 24.0% of total Spanish supply in this type of accommodation, making it the second-largest destination in terms of supply, after the Canary Islands.

The annual average bedplace occupancy rate in the Region of Valencia stood at 27.48% in 2025, representing an increase of 11.3% compared with 2024.

The weekend bedplace occupancy rate reached 30.40%, 14.6% higher than that recorded in the previous year.

The average length of stay stood at 5.3 days, 7.5% lower than in 2024.

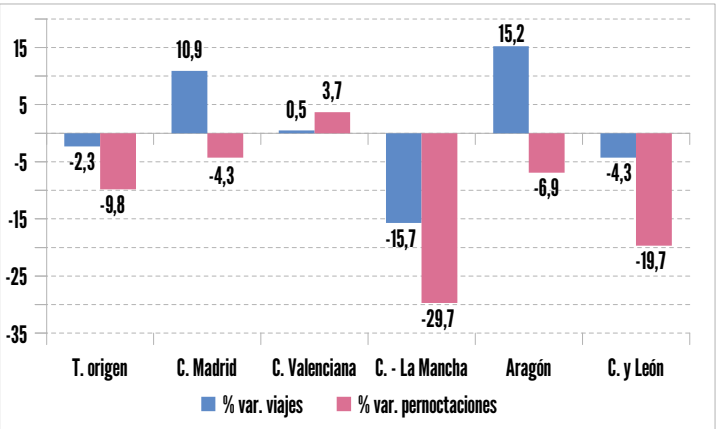
In 2025, 4,374 persons were employed in tourist apartments in the Region of Valencia. This figure accounted for 17.5% of total employment in collective accommodation establishments and was 33.2% higher than in 2024.

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2. TOURISTS IN RENTED ACCOMMODATION (Frontur-Egatur and ETR)

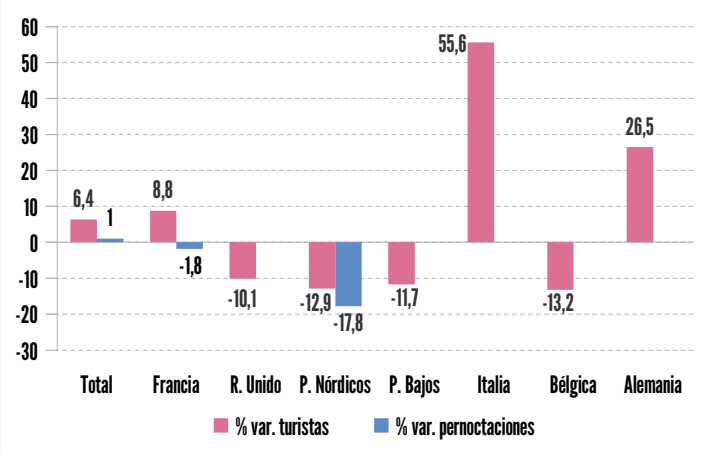
TRENDS IN THE MAIN DOMESTIC SOURCE MARKETS FOR RENTED ACCOMMODATION. 2025-24

Source: Turisme Comunitat Valenciana, based on INE. *ETR. Trips* data



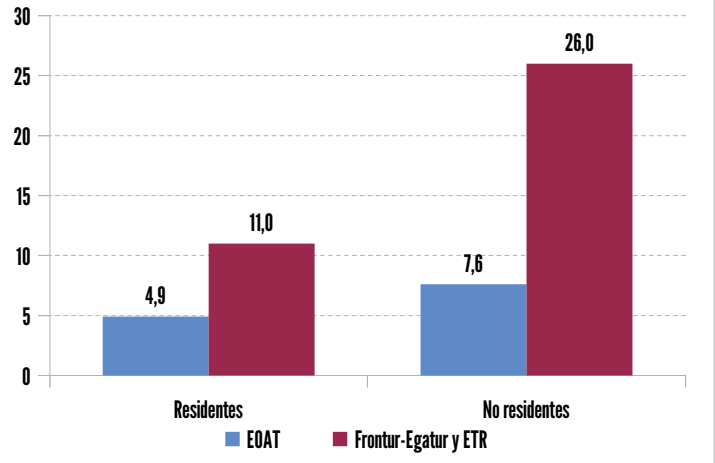
TRENDS IN THE MAIN FOREIGN SOURCE MARKETS FOR RENTED ACCOMMODATION. 2025-24

Source: Turisme Comunitat Valenciana based on INE. *Frontur-Egatur. Tourists* data



COMPARISON OF SUPPLY AND DEMAND SOURCES: OVERNIGHT STAYS (MILLIONS), BY ORIGIN

Source: Turisme Comunitat Valenciana, based on INE. *EOAT, Frontur-Egatur* and *ETR*



Demand surveys conducted by the INE (Frontur, Egatur and ETR) provide information on the total number of tourists staying in rented accommodation, regardless of the type of management.

The number of overnight stays (37 million) decreased by 2.4%, corresponding to 29.6% domestic demand and 70.4% foreign demand.

The INE experimental statistic Tourist dwellings and digital platforms estimated that, in November, there were 242,426 bedplaces, of which 61.2% were located in Alicante. The year-on-year trend was negative across the Region of Valencia (-26.6%). (See methodology.)

In 2025, the Region of Valencia ranked as the second destination in terms of overnight stays, for both domestic and foreign demand, within this accommodation segment.

The number of trips by residents in Spain, estimated at 2 million, increased by 2.3%, while the average length of stay decreased (-7.7%). The number of overnight stays (11 million) fell by 9.8%. The number of trips generated by the Region of Valencia source market remained stable (0.5%) compared with 2024.

The number of foreign tourists (2,365,683) increased by 6.4%, while the number of overnight stays (26 million) rose by 1.1%. The average length of stay decreased by 5.1%. The Italian, German and French source markets recorded the strongest year-on-year increases.

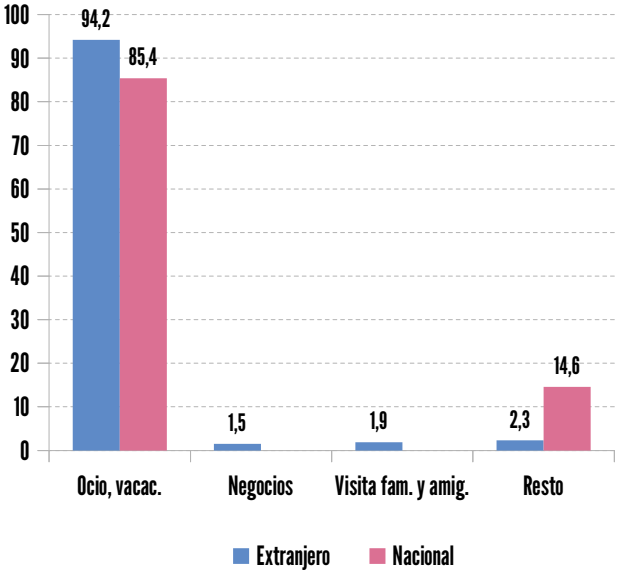
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Profile and expenditure of tourists staying in rented accommodation

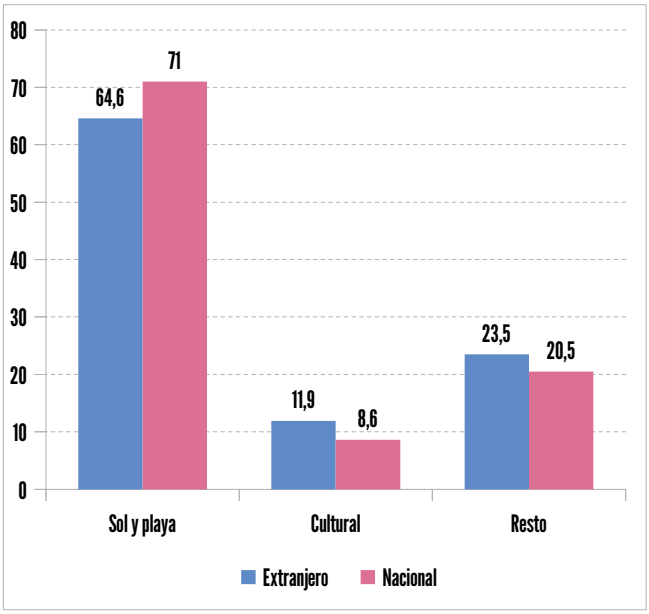
Source: Own elaboration based on INE Frontur-Egatur and ETR data. Expenditure refers to all expenditure items (transport, accommodation, shopping, food and beverage services, leisure activities, etc.), both at origin and destination.

EXPENDITURE 2025	FOREIGN	DOMESTIC
Per trip	1.678,9	453,6
Per day	153,1	83,8
Average length of stay	11,0	5,4

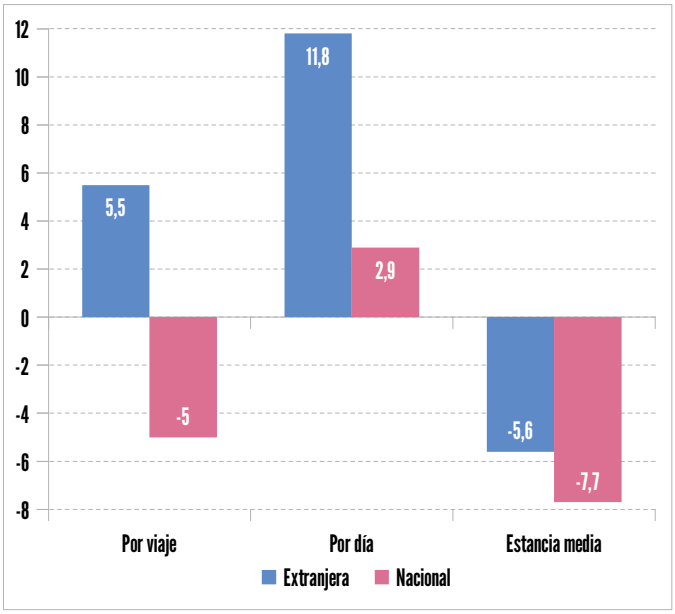
MAIN PURPOSE OF TRIP, BY ORIGIN OF DEMAND



BREAKDOWN OF LEISURE TRIPS, BY ORIGIN OF DEMAND

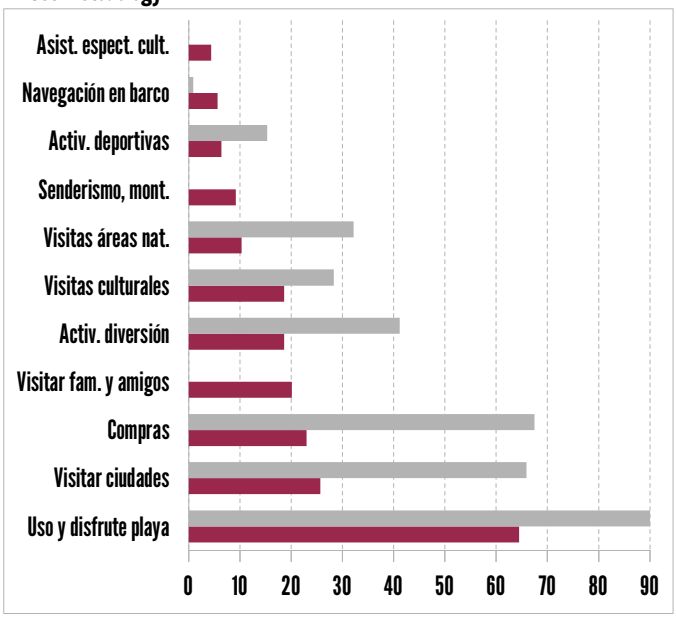


CHANGE (%) 2025-2024 IN AVERAGE EXPENDITURE, BY ORIGIN OF DEMAND



MAIN ACTIVITIES*, BY ORIGIN OF DEMAND

*See Metodology



A total of 11.9% of leisure trips by foreign tourists were motivated by cultural tourism. Among the activities undertaken, the most important was enjoying the beach (92.4%), followed by visiting cities and shopping.

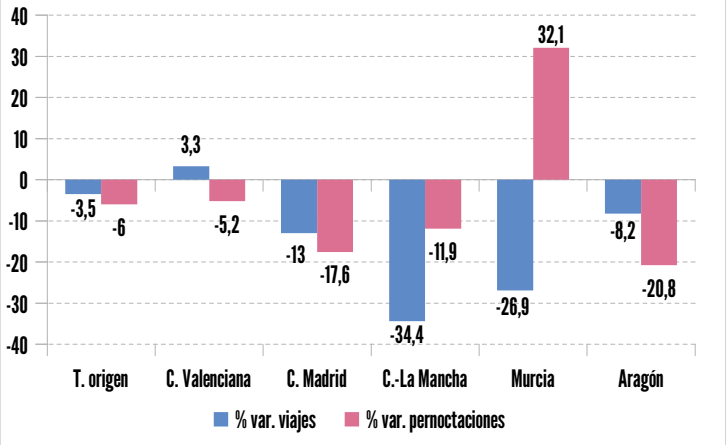
Most tourists using rented accommodation in the Region of Valencia, both domestic (98.3%) and foreign (96.7%), travelled independently rather than as part of a package holiday. Domestic tourists travelled mainly by private vehicle (83.6%) and by train (9.6%), whereas foreign tourists travelled primarily by air (74.8%) and by road (24.8%).

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3. TOURISTS STAYING IN SECOND HOMES

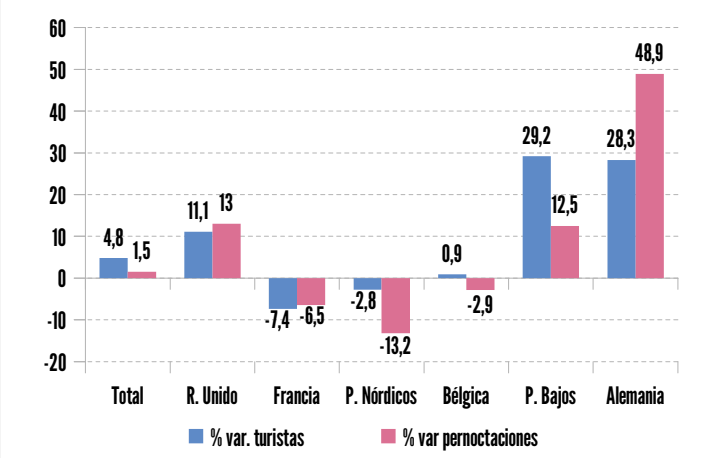
TRENDS IN THE MAIN DOMESTIC SOURCE MARKETS FOR SECOND HOMES. 2025-24

Source: Turisme Comunitat Valenciana, based on INE. *ETR*. Viajes



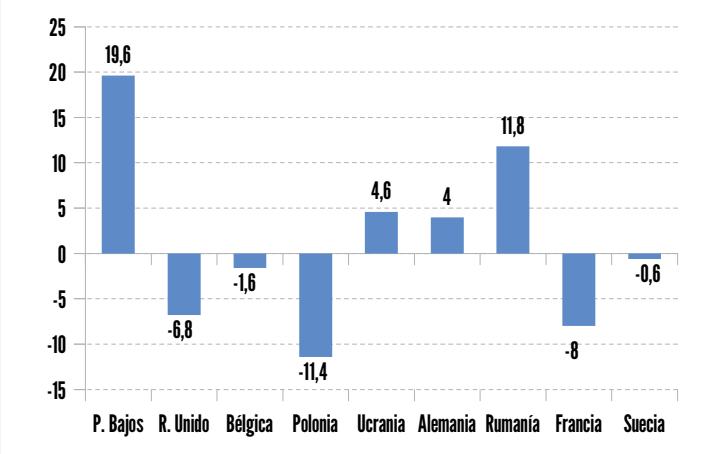
TRENDS IN THE MAIN FOREIGN SOURCE MARKETS FOR SECOND HOMES. 2025-24

Source: Turisme Comunitat Valenciana based on del INE. *Frontur-Egatur*. Turistas



TRENDS IN HOUSE PURCHASES, BY PURCHASER NATIONALITY. 2025-24

Source: Turisme Comunitat Valenciana, based on *Estadística Registral Inmobiliaria*. Anuario 2025



Tourism in second homes generated a total of 61 million overnight stays, representing a 1.7% year-on-year decrease. Of these, 40.3% corresponded to domestic demand and 59.7% to foreign demand.

In 2025, the Region of Valencia ranked as the leading destination for tourists staying in second homes, both for foreign demand and for residents in Spain, in terms of overnight stays.

The number of trips by residents in Spain, estimated at 3.9 million, decreased by 3.5%, together with the average length of stay (-2.5%). The number of overnight stays (24.6 million) also decreased by 6.0%.

The number of foreign tourists (2,040,670) increased by 4.8%. The United Kingdom source market recorded the largest increase in trips (402,199), while the German market remained the largest in terms of average length of stay (22.4 days). The Dutch market recorded the strongest growth (29.2%). Overall, the average length of stay, estimated at 17.8 days, decreased by 3.2%.

According to the Spanish Association of Registrars, the number of house purchases made by foreign buyers in 2025 (30,030) decreased by 0.9%, following several years of continuous growth. At provincial level, Alicante (1.6%) and Castellón (6.0%) recorded growth, whereas Valencia showed a decrease of 7.5%.

Of all foreign purchasers, the Netherlands accounted for 10.2%, followed by the United Kingdom (8.5%) and Belgium (7.5%).

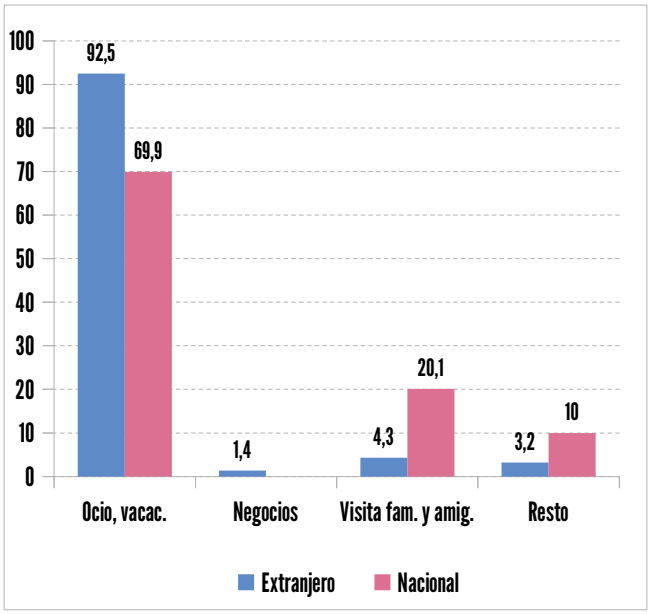
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Profile and expenditure of tourists staying in second homes

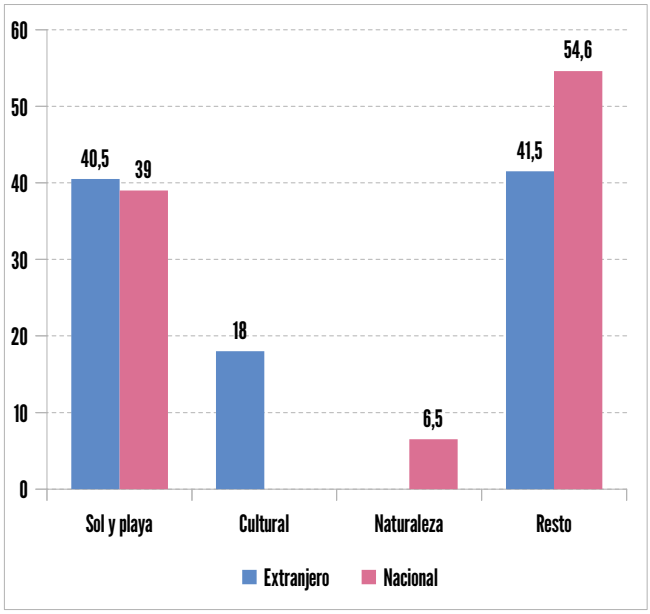
Source: Own elaboration based on INE Frontur-Egatur and ETR data. Expenditure refers to all expenditure items (transport, accommodation, shopping, food and beverage services, leisure activities, etc.), both at origin and destination.

EXPENDETURE 2025	FOREIGN	DOMESTIC
Per trip	1.431,8	171,5
Per day	80,6	27,1
Average length of stay	17,8	6,3

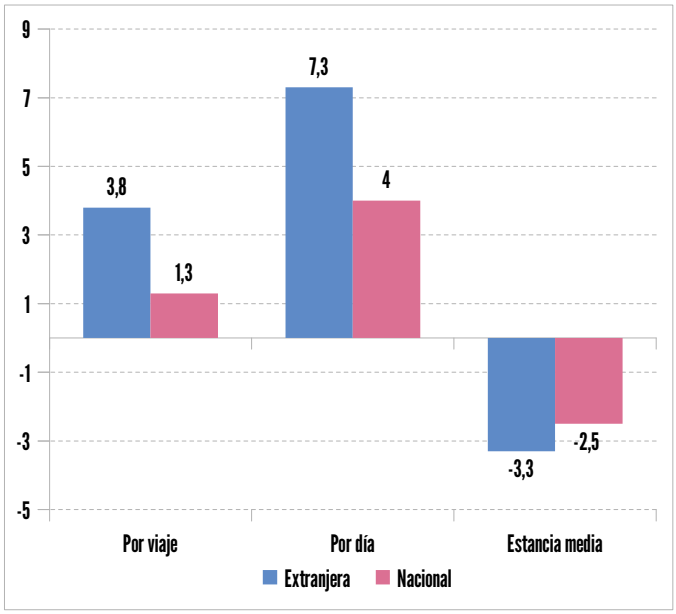
MAIN PURPOSE OF TRIP, BY ORIGIN OF DEMAND



BREAKDOWN OF LEISURE TRIPS, BY ORIGIN OF DEMAND

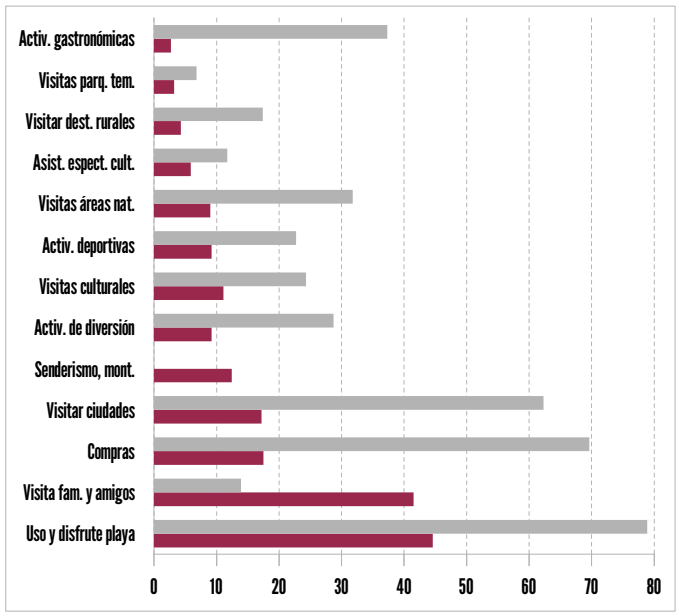


CHANGE (%) 2025-2024 IN AVERAGE EXPENDITURE, BY ORIGIN OF DEMAND



MAIN ACTIVITIES*, BY ORIGIN OF DEMAND

*See Methodology



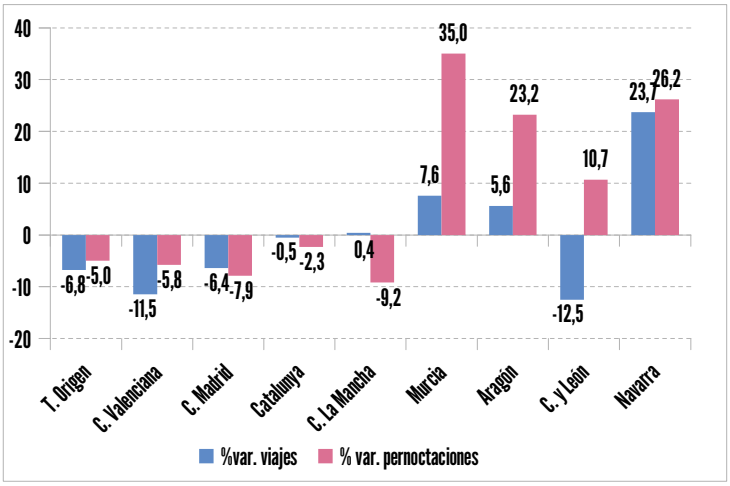
Domestic tourists travelled mainly by private vehicle (90.7%), whereas foreign tourists travelled predominantly by air (79.5%).

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4. TOURISTS STAYING WITH FRIENDS AND RELATIVES

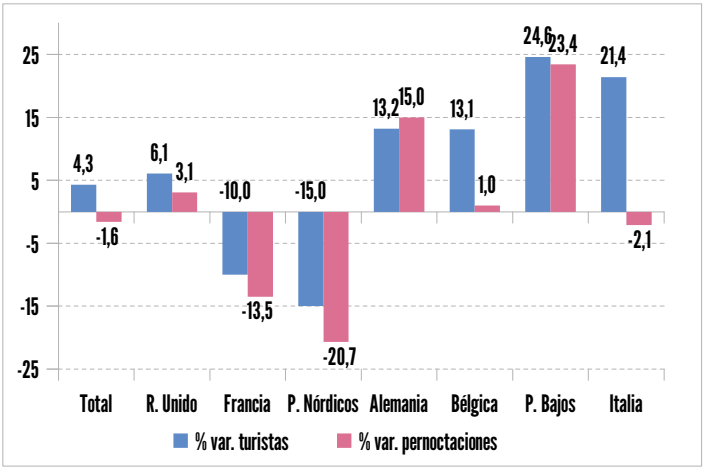
TRENDS IN THE MAIN DOMESTIC SOURCE MARKETS FOR ACCOMMODATION WITH FRIENDS AND RELATIVES. 2025-24

Source: Turisme Comunitat Valenciana, based on INE. *ETR*. Viajes



TRENDS IN THE MAIN FOREIGN SOURCE MARKETS FOR ACCOMMODATION WITH FRIENDS AND RELATIVES. 2025-24

Source: Turisme Comunitat Valenciana based on INE. *Frontur-Egatur*. Turistas





Tourism in accommodation with friends and relatives generated a total of 53.5 million overnight stays, representing a 3.3% year-on-year decrease. Of these, 49.9% corresponded to domestic demand and 50.1% to foreign demand.

In 2025, the Region of Valencia ranked as the leading destination in this segment for foreign demand and the second destination, after Andalusia, for domestic demand.

The number of trips by residents in Spain, estimated at 6.1 million, decreased by 6.8%, while the average length of stay increased by 1.9%. The number of overnight stays, estimated at 26.7 million, decreased by 5.0%. The Navarre source market recorded the highest growth in trips, followed by Murcia and Aragón.

The number of foreign tourists (2,644,720) increased by 4.3%, while the average length of stay decreased by 5.7%. The number of overnight stays, estimated at 26.8 million, decreased by 1.6%. The United Kingdom, with a market share of 19.6%, recorded a 6.1% increase in the number of tourists.

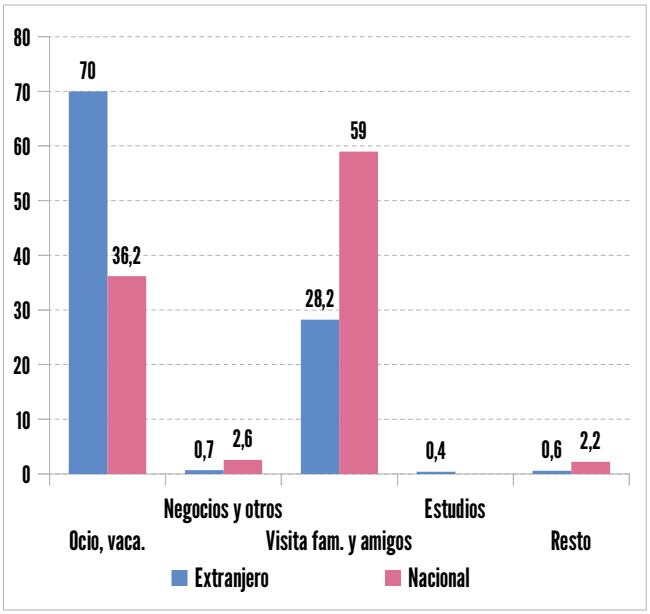
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Profile and expenditure of tourists staying with friends and relatives

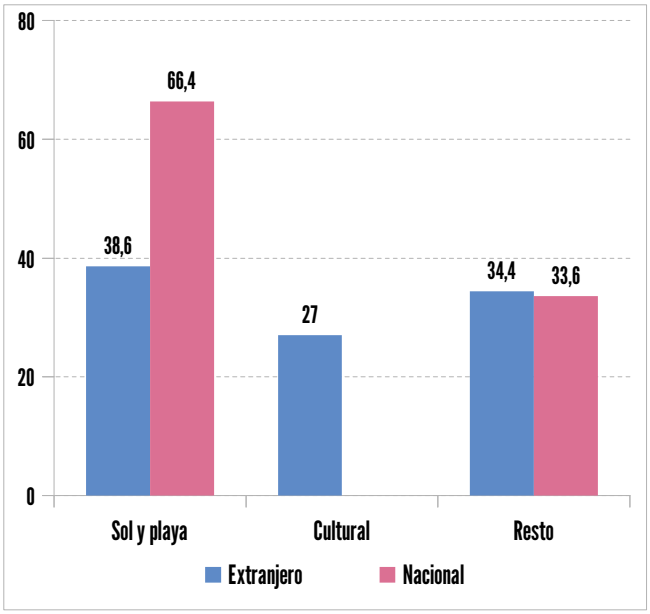
Source: Own elaboration based on INE Frontur-Egatur and ETR data. Expenditure refers to all expenditure items (transport, accommodation, shopping, food and beverage services, leisure activities, etc.), both at origin and destination.

EXPENDITURE 2025	FOREIGN	DOMESTIC
Per trip	1.089,2	155,5
Per day	107	35,7
Average length of stay	10,2	4,4

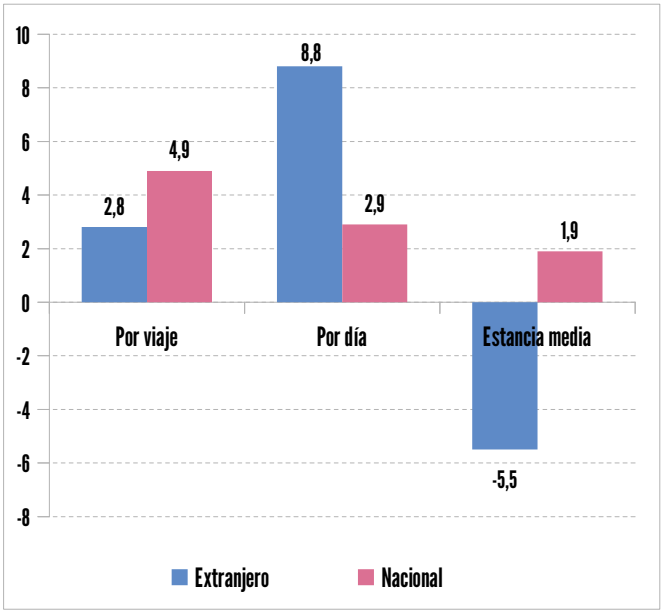
MAIN PURPOSE OF TRIP, BY ORIGIN OF DEMAND



BREAKDOWN OF LEISURE TRIPS, BY ORIGIN OF DEMAND

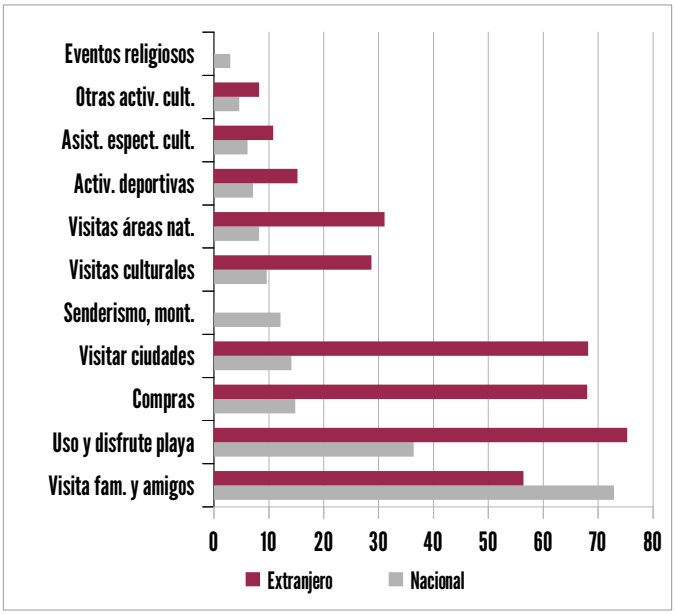


CHANGE (%) 2025-24 IN AVERAGE EXPENDITURE, BY ORIGIN OF DEMAND



MAIN ACTIVITIES*, BY ORIGIN OF DEMAND

*See Methodology

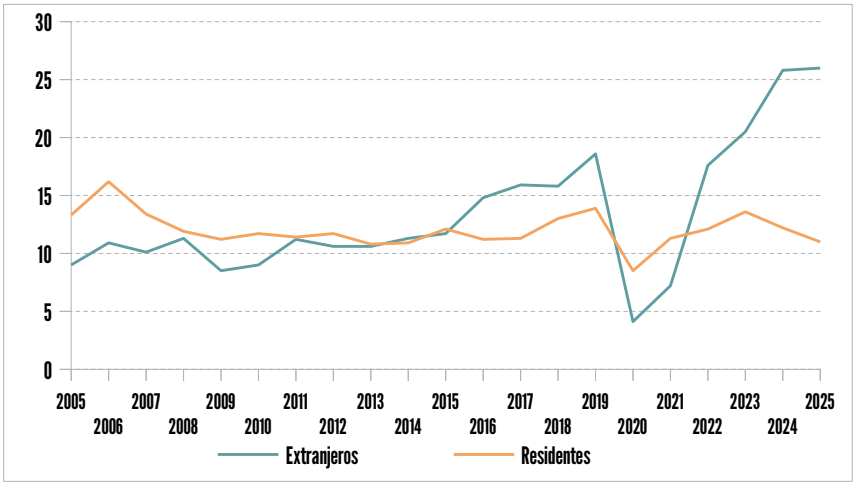


Most domestic tourists travelled by private vehicle (84.1%), whereas foreign tourists travelled predominantly by air (78.5%).

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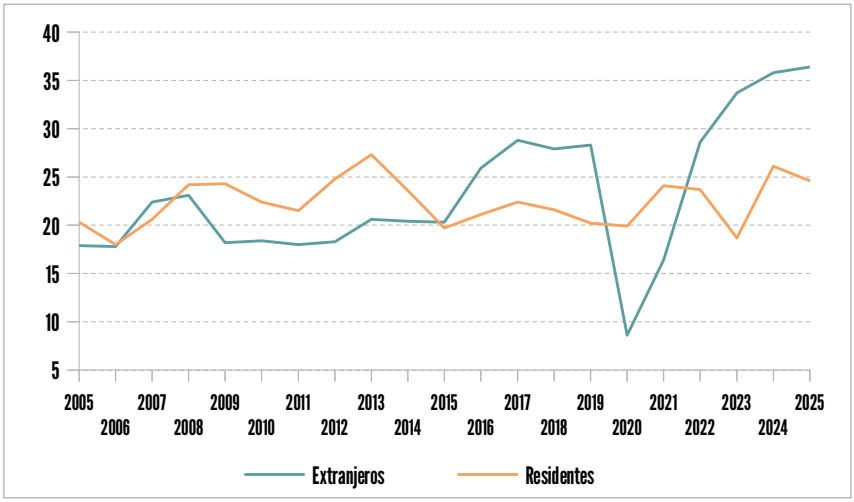
OVERNIGHT STAYS TIME SERIES (MILLIONS) IN RENTED ACCOMMODATION

Source: Turisme Comunitat Valenciana based on Turespaña and INE



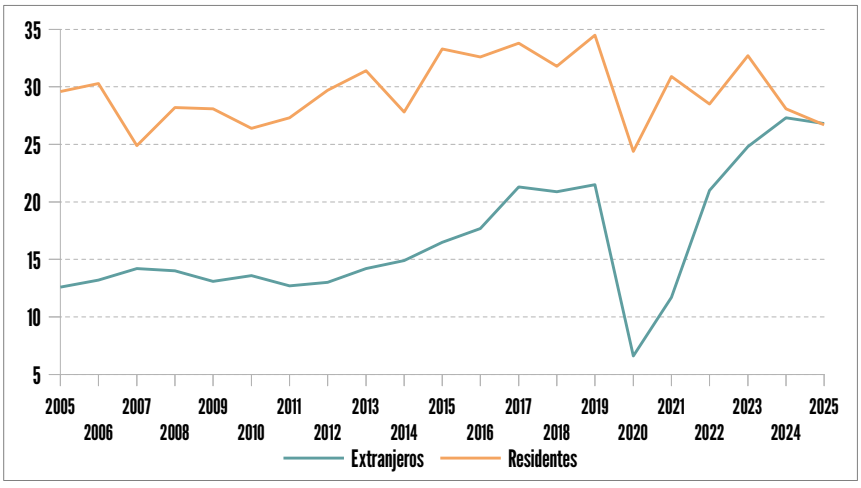
OVERNIGHT STAYS TIME SERIES (MILLIONS) IN SECOND HOMES

Source: Turisme Comunitat Valenciana based on Turespaña and INE



OVERNIGHT STAYS TIME SERIES (MILLIONS) IN ACCOMMODATION WITH FRIENDS AND RELATIVES

Source: Turisme Comunitat Valenciana based on Turespaña and NE



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SOURCES

This document has been prepared by the Tourism Competitiveness Area of Turisme Comunitat Valenciana based on information from:

- Spanish Association of Registrars. Annual Real Estate Statistics 2025.
- National Statistics Institute (INE). Tourist Apartment Occupancy Survey. The survey covers rented accommodation managed by companies.
- National Statistics Institute (INE). Frontur-Egatur and ETR-Familitur. Processing of microdata received through the IVE.
- National Statistics Institute (INE). Experimental Statistics: Tourist Dwellings in Spain. November 2025.

METODOLOGÍA

* Main activities by origin of demand:
Based on EGATUR and ETR del INE. Multiresponse questionnaire.
EGATUR: Base population: all tourists.
ETR: Base population: leisure trips, visits to friends and relatives, conferences and trade fairs.

Methodological change in the INE Experimental Statistics: in the second half of 2024, a change was agreed in the reference dates used for this Experimental Statistics publication, from August and February to May and November each year. This change was introduced for technical reasons, As bookings for this type of accommodation are generally made several months in advance of the periods of highest tourism activity.

FURTHER INFORMATION:

Web: www.turisme.gva.es/es/estadistiquesdeturisme

Email:estadistiques@turismecv.es

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Trends in CAMPSITES

2023

GENERALITAT VALENCIANA

TURISME COMUNITAT VALENCIANA

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7.3 Overnight stays in campsites in the Region of Valencia, by source country

7.4 Overnight stays in campsites in the Region of Valencia, by domestic source market

7.5 Distribution of overnight stays in campsites in the province of Alicante, by source country

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7.10 Overnight stays in campsites in the Region of Valencia

7.11 Overnight stays in campsites in Spain

7.12 Travellers in campsites in the Region of Valencia, by destination

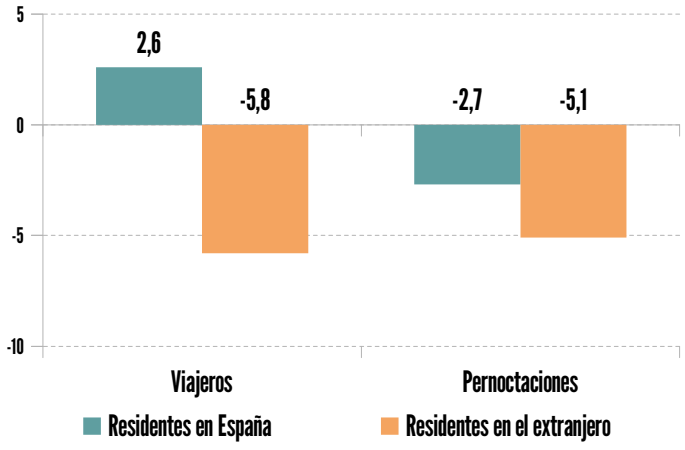
7.13 Overnight stays in campsites in the Region of Valencia, by destination



1. TRENDS IN KEY TOURIST DEMAND INDICATORS

% CHANGE 2025-24 IN TRAVELLERS AND OVERNIGHT STAYS IN CAMPSITES IN THE REGION OF VALENCIA

Source: Turisme Comunitat Valenciana based on INE. EOAC



In 2025, the number of travellers staying in campsites in the Region of Valencia reached 1,370,219, representing a slight decrease of 1.0% compared with 2024.

The number of Spanish travellers increased by 2.6% compared with 2024, whereas the number of foreign travellers decreased by 5.8% compared with the previous year.

The number of overnight stays, estimated for the year as a whole, reached 9,680,718, representing a decrease of 4.2% compared with 2024.

Foreign demand declined by 5.1% compared with 2024, while domestic demand decreased by 2.7% compared with the previous year.

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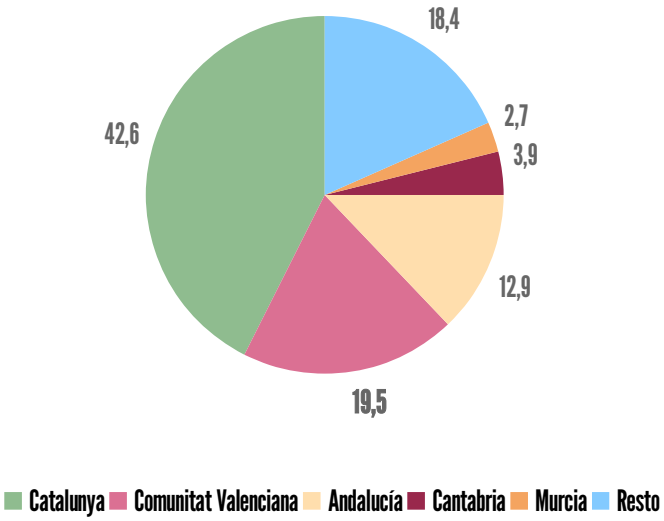
National ranking

Campsites in the Region of Valencia ranked as the second leading destination in Spain in terms of overnight stays, after Catalonia. This position was also maintained in terms of overnight stays by foreign travellers.

The Region of Valencia accounted for 19.5% of all overnight stays in campsites in Spain, representing a 5.5% decrease compared with the previous year.

DISTRIBUTION OF OVERNIGHT STAYS IN CAMPSITES, BY DESTINATION REGION. 2025

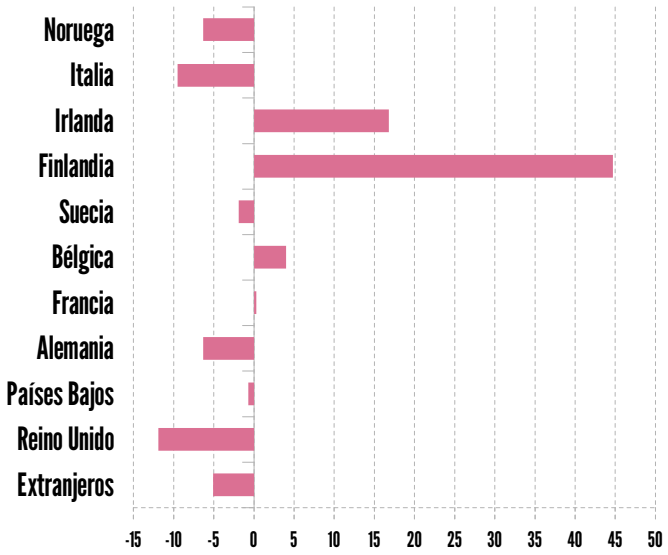
Source: Turisme Comunitat Valenciana based on INE. EOAC



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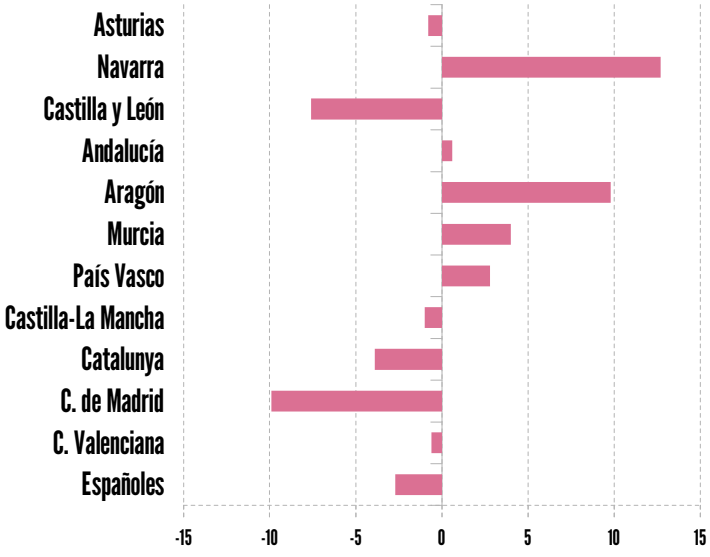
% CHANGE 2025-24 IN OVERNIGHT STAYS IN CAMPSITES IN THE REGION OF VALENCIA, BY FOREIGN SOURCE MARKET

Source: Turisme Comunitat Valenciana based on INE. EOAC



% CHANGE 2025-24 IN OVERNIGHT STAYS IN CAMPSITES IN THE REGION OF VALENCIA, BY DOMESTIC SOURCE MARKET

Source: Turisme Comunitat Valenciana based on INE. EOAC





Tourist demand by origin

The Region of Valencia source market accounted for 59.32% of overnight stays by Spanish travellers in campsites in the Region of Valencia. Overnight stays generated by this source market decreased by 0.6% compared with 2024.

Travellers from the Region of Madrid were the second most important domestic source market, accounting for 11.52% of overnight stays, and recorded a 9.9% decrease compared with the previous year.

The United Kingdom, with a share of 30.6% of overnight stays, recorded a 11.9% decrease compared with 2024. The performance of the main foreign source markets varied during 2025.

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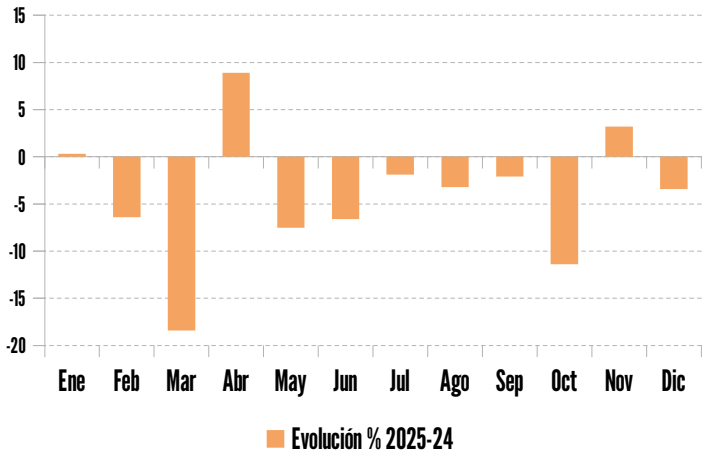


Monthly trends in overnight stays

Total overnight stays, as well as those generated by Spanish travellers and foreign travellers, generally recorded a negative trend throughout the year.

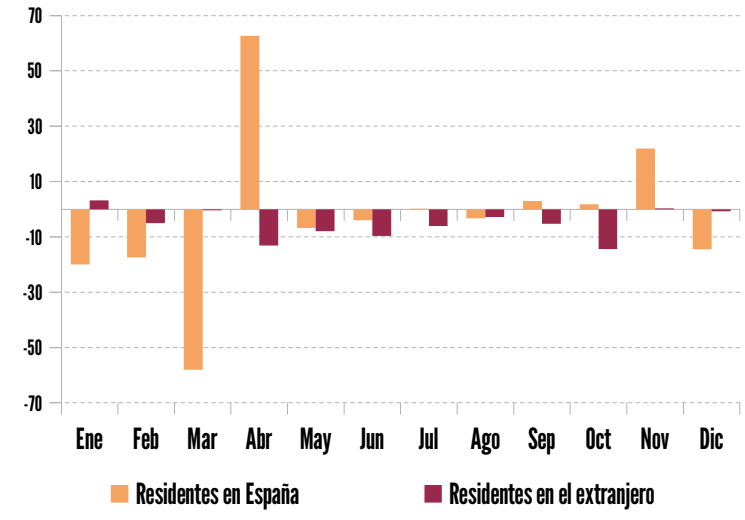
MONTHLY CHANGE (%) 2025-24 IN OVERNIGHT STAYS IN CAMPSITES IN THE REGION OF VALENCIA

Source: Turisme Comunitat Valenciana based on INE. EOAC.



MONTHLY CHANGE (%) 2025-24 IN OVERNIGHT STAYS IN CAMPSITES IN THE REGION OF VALENCIA, BY ORIGIN OF DEMAND

Source: Turisme Comunitat Valenciana based on INE. EOAC

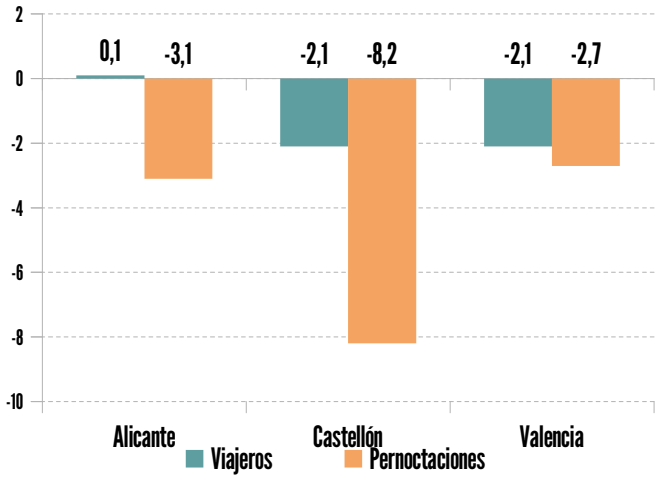


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% CHANGE 2025-24 IN TRAVELLERS AND OVERNIGHT STAYS IN CAMPSITES IN THE REGION OF VALENCIA

Source: Turisme Comunitat Valenciana based on INE. EOAC



Trends by province

Further information on trends in tourism activity at provincial level is available in the following sections of Tourism in the Region of Valencia 2025:

"Trends in Tourism Activity in the Province of Alicante"

"Trends in Tourism Activity in the Province of Castellón"

"Trends in Tourism Activity in the Province of Valencia"

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Profile and expenditure of tourists staying in campsites in the Region of Valencia

Source: Turisme Comunitat Valenciana based on INE Frontur-Egatur and ETR data. Expenditure includes all expenditure items (transport, accommodation, shopping, food and beverage services, leisure activities, etc.), both at origin and destination.

EXPENDITURE 2025	FOREIGN	DOMESTIC
Per trip	1,755,4	279,6
Per day	101,3	58,4
Average length of stay	17,3	4,8

The main purpose of the trip was leisure, accounting for 96.6% of foreign demand and 91.6% of domestic demand.

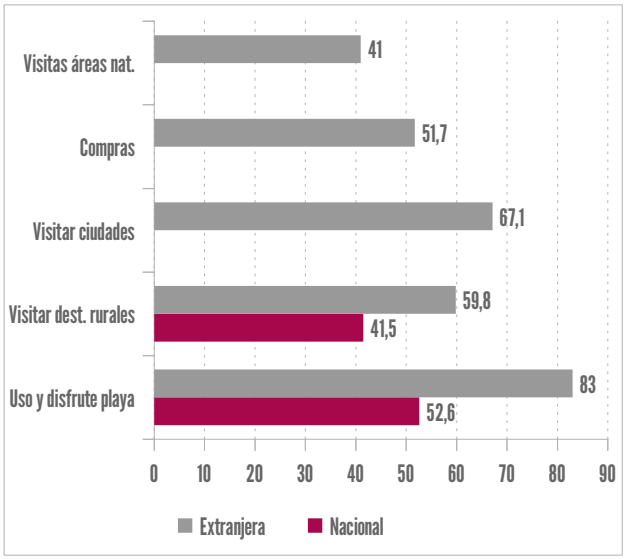
Sun and beach tourism accounted for 53.1% of foreign demand and 51.4% of domestic demand.

In 2025, both Spanish travellers (91.9%) and foreign travellers (77.4%) travelled independently rather than as part of a package holiday.

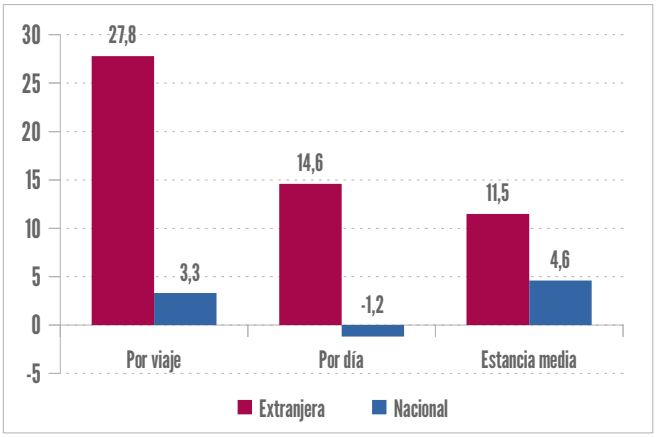
In the case of domestic demand, the main mode of transport was the private vehicle. Among foreign travellers, 16.8% travelled by air.

MAIN ACTIVITIES*, BY TYPE OF TRAVELLER , SEGÚN ORIGEN

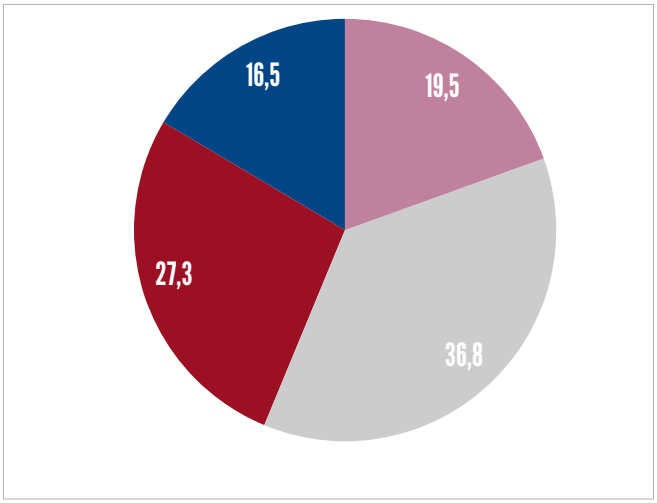
*See Methodology



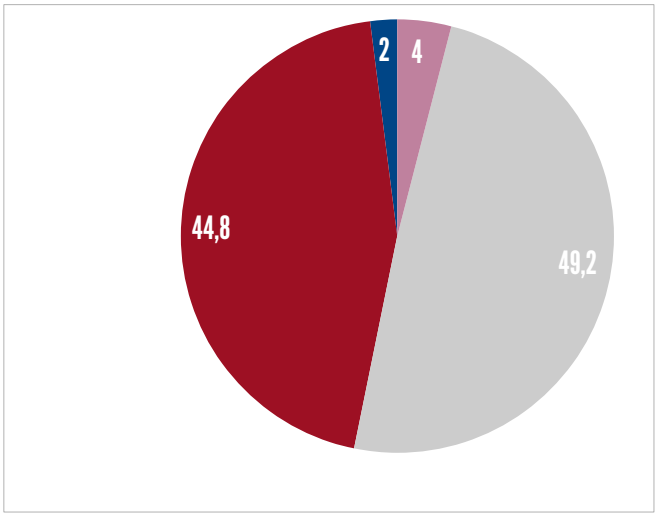
% change 2025-24 in expenditure and average lenght of stay, by type of traveller



Quarterly share of foreign travellers staying in campsites in the Region of Valencia. 2025



Quarterly share of spanish travellers staying in campsites in the Region of Valencia. 2025



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2. TRENDS IN KEY CAMPSITE SUPPLY INDICATORS

The number of establishments open, estimated for the year as a whole, was 2.6% higher than in 2024.

The estimated number of bedplaces reached 78,831, representing an increase of 0.5% compared with the previous year, while the number of pitches reached 24,299, also 0.6% higher than in 2024.

The average annual pitch occupancy rate for the Region of Valencia stood at 61.38% in 2025, representing a decrease of 4.0% compared with the previous year.

The weekend occupancy rate stood at 63.22%, 4.1% lower than in 2024.

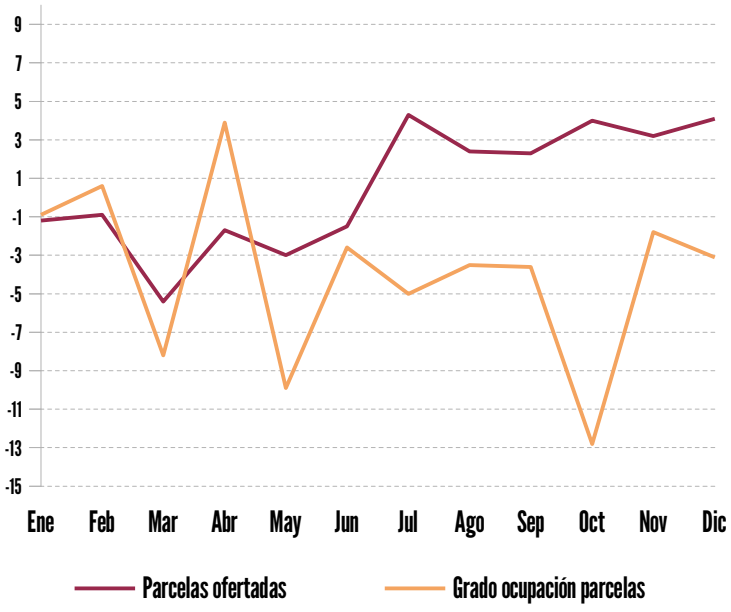
The average length of stay was 7.1 days, 3.2% lower than in 2024.

In 2025, 1,665 persons were employed in campsites in the Region of Valencia. This figure accounted for 6.6% of all persons employed in tourist accommodation establishments and was 4.7% lower than in 2024.



% CHANGE 2025-24 IN PITCHES OPEN AND PITCH OCCUPANCY RATE IN CAMPSITES IN THE REGION OF VALENCIA

Fuente: Turisme Comunitat Valenciana a partir del INE. EOAC



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SOURCES

This document has been prepared by the Tourism Competitiveness Area of Turisme Comunitat Valenciana based on information from:

*Instituto Nacional de Estadística.

- *Encuesta de ocupación en campings.*
- *Estadística de movimientos turísticos en fronteras (Frontur)*
- *Encuesta de gasto turístico (Egatur)*
- *Encuesta de turismo de residentes (ETR)*

METHODOLOGY

*Main activities, by type of traveller
Based on INE EGATUR and ETR data- Multiple-response questionnaire.
EGATUR: Base population: all tourists.
ETR: Base population: leisure trips, visits to friends and relatives, conferences and trade fairs

FURTHER INFORMATION

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Trends in tourism
RURAL ACCOMODATION

2025

GENERALITAT VALENCIANA

TURISME COMUNITAT VALENCIANA

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8.3 Overnight stays in rural accommodation in the Region of Valencia, by domestic source market

8.4 Key figures by province

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8.6 Overnight stays in rural accommodation in the Region of Valencia

8.7 Travellers and overnight stays in rural accommodation in Spain

8.8 Travellers in rural accommodation in the Region of Valencia, by province of destination

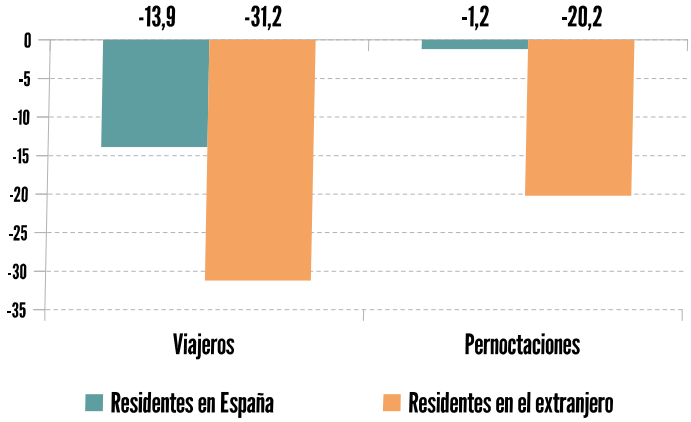
8.9 Overnight stays in rural accommodation in the Region of Valencia, by province of destination



1. TRENDS IN KEY TOURIST DEMAND INDICATORS

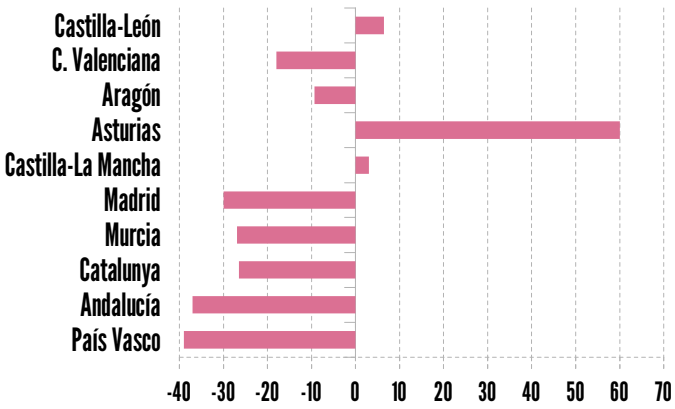
% CHANGE 2025-24 IN TRAVELLERS AND OVERNIGHT STAYS IN RURAL ACCOMMODATION IN THE REGION OF VALENCIA

Source: Turisme Comunitat Valenciana based on INE. EOAR



% CHANGE 2025-24 IN OVERNIGHT STAYS IN RURAL ACCOMMODATION IN THE REGION OF VALENCIA, BY DOMESTIC SOURCE MARKET

Source: Turisme Comunitat Valenciana based on INE. EOAR



In 2025, the number of travellers staying in rural accommodation in the Region of Valencia reached 135,350, representing a 16.6% decrease compared with 2024. The number of Spanish travellers decreased by 13.9%, while the number of foreign travellers declined by 31.2%.

The number of overnight stays, estimated for the year as a whole, stood at 372,962, representing a 5.1% decrease compared with the previous year.

Domestic demand accounted for 82.5% of overnight stays and decreased by 1.2% compared with 2024.

Foreign demand, with a share of 17.5%, decreased by 20.2% compared with the previous year.

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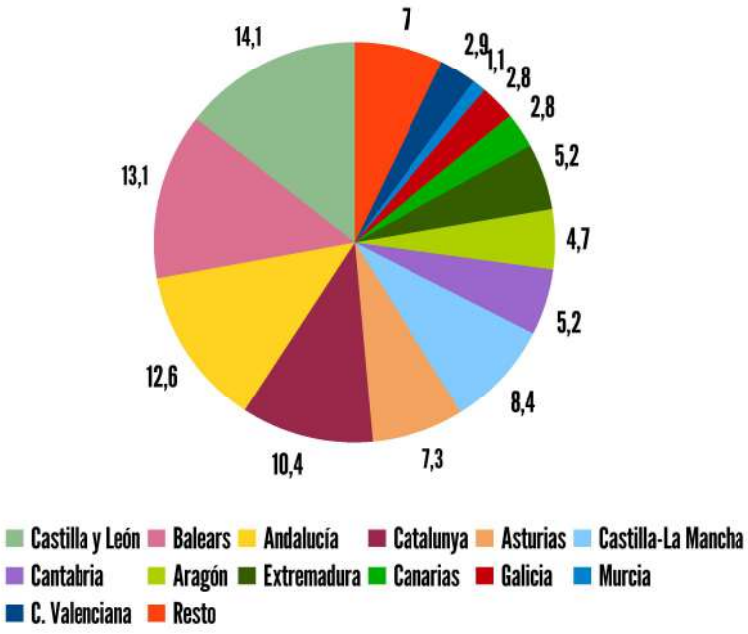


National ranking

Rural accommodation establishments in the Region of Valencia ranked as the twelfth leading destination in Spain in terms of overnight stays, one position higher than in 2024.

% DISTRIBUTION OF OVERNIGHT STAYS IN RURAL ACCOMMODATION, BY DESTINATION REGION. 2025

Source: Turisme Comunitat Valenciana based on INE. EOAR



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Trends by province

During 2025, overnight stays recorded positive growth only in the province of Castellón.

Further information on trends in tourism activity at provincial level is available in the following sections of *Tourism in the Region of Valencia 2025:*

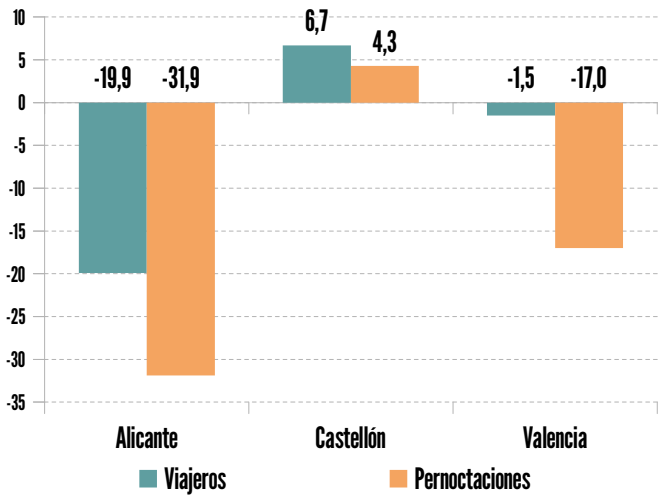
"Trends in Tourism Activity in the Province of Alicante"

"Trends in Tourism Activity in the Province of Castellón"

"Trends in Tourism Activity in the Province of Valencia"

% CHANGE 2025-24 IN TRAVELLERS AND OVERNIGHT STAYS IN RURAL ACCOMMODATION IN THE REGION OF VALENCIA, BY PROVINCE OF DESTINATION

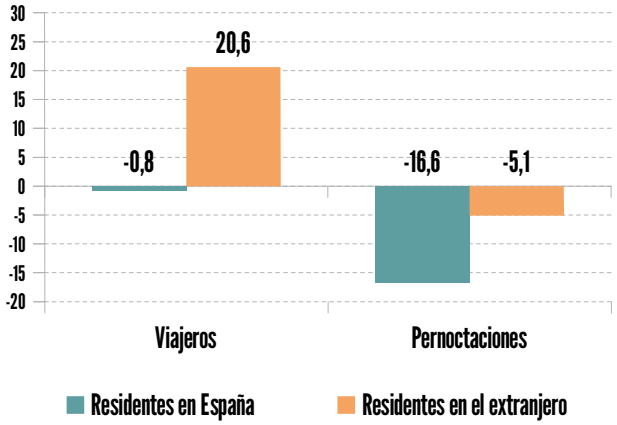
Source: Turisme Comunitat Valenciana based on INE. EOAR



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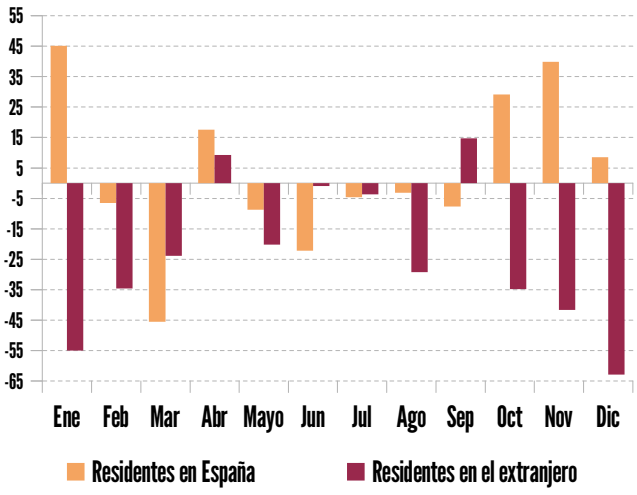
% CHANGE 2025-24 IN TRAVELLERS AND OVERNIGHT STAYS IN RURAL ACCOMMODATION IN THE REGION OF VALENCIA

Source: Turisme Comunitat Valenciana based on INE. EOAR



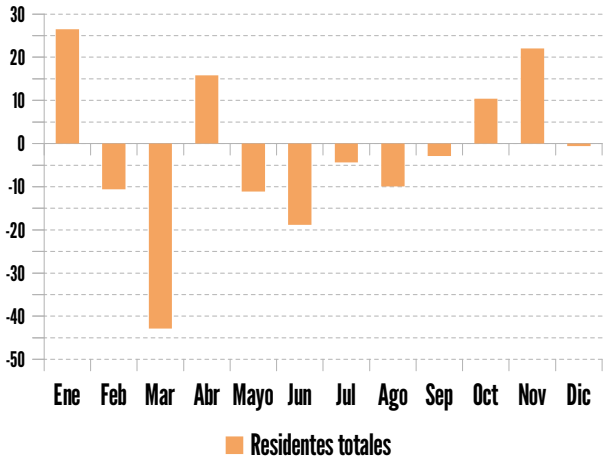
MONTHLY CHANGE (%) 2025-24 IN TOTAL OVERNIGHT STAYS IN RURAL ACCOMMODATION IN THE REGION OF VALENCIA

Source: Turisme Comunitat Valenciana based on INE. EOAR



MONTHLY CHANGE (%) 2025-24 IN OVERNIGHT STAYS IN RURAL ACCOMMODATION IN THE REGION OF VALENCIA, BY ORIGIN OF DEMAND

Source: Turisme Comunitat Valenciana based on INE. EOAR





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Profile and expenditure of tourists staying in rural accommodation

Source: Based on INE Frontur-Egatur and ETR data. Expenditure includes all expenditure items (transport, accommodation, shopping, food and beverage services, leisure activities, etc.), both at origin and destination.

EXPENDITURE 2025	FOREIGN	DOMESTIC
Per trip	n.a.	268,8
Per day	n.a.	107,4
Average lenght of stay	n.a.	2,5

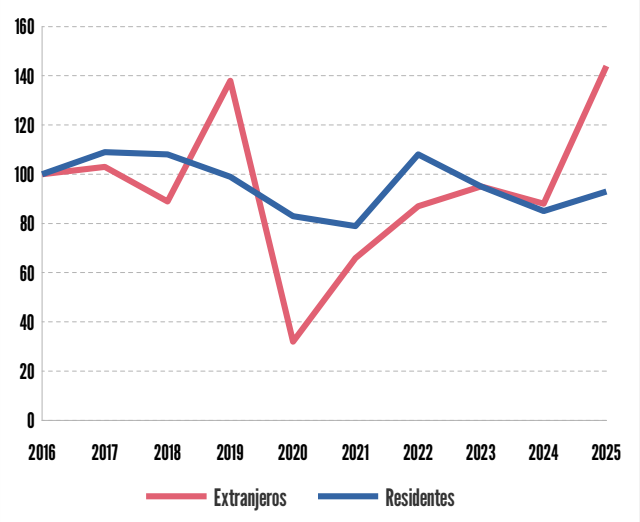
n.a: Data not available. Not representative

The origin of tourists staying in rural accommodation is predominantly domestic.

The foreign demand surveys do not provide a sufficient sample to allow further analysis of the profile of foreign travellers.*

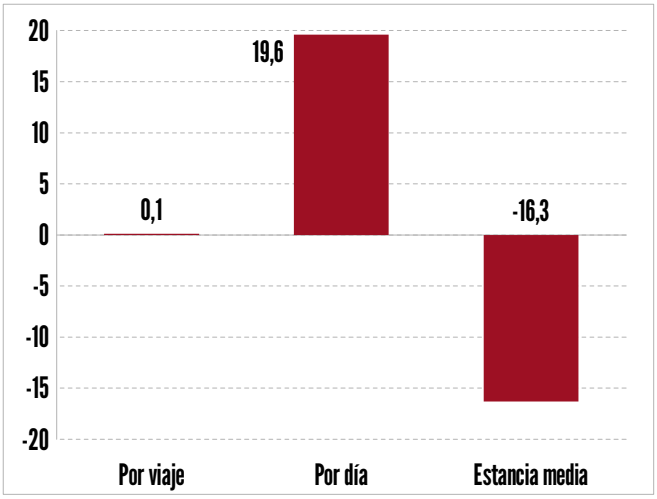
The purpose of leisure and holiday trips accounted for 79.4% of domestic demand.

Rural accommodation trends, by origin of demand. Index numbers, base year 2016=100



* The last year with a sufficient sample for foreign demand (2020) accounted for 12.1% of total foreign demand.

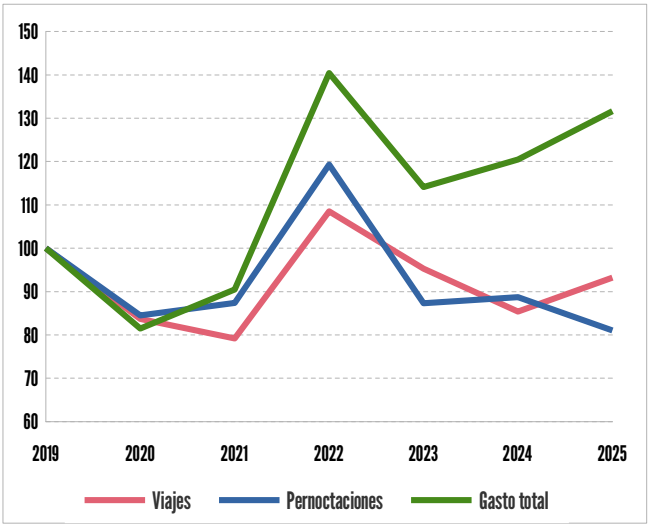
% Change 2025-24 in expenditure and average lenght of stay among spanish travellers



In 2025, expenditure per trip by Spanish travellers remained virtually unchanged (0.1%), while the average length of stay decreased by 16.3% and average daily expenditure increased by 19.6% compared with the previous year.

Total expenditure by Spanish travellers increased by 9.2% year-on-year.

Trends in domestic demand in rural accommodation. Index numbers, base year 2019=100



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2. TRENDS IN KEY SUPPLY INDICATORS



The number of establishments open, estimated for the year as a whole, stood at 740, representing 53 more establishments than in 2024, with an average capacity of 6,611 bedplaces, 5.1% lower than the previous year.

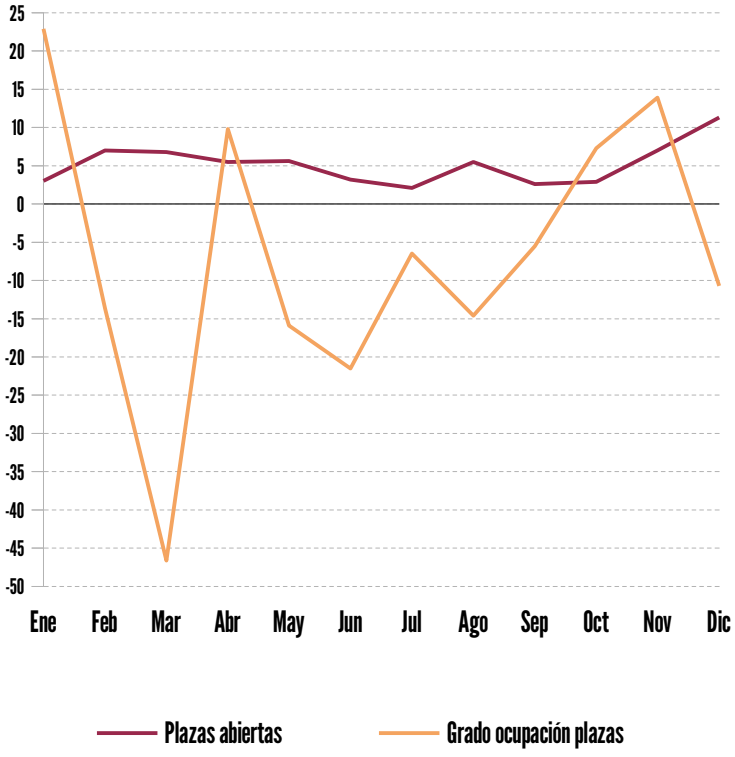
In 2025, the average annual bedplace occupancy rate for the Region of Valencia stood at 15.38%, representing a 9.6% decrease compared with 2024.

The average length of stay was 2.8 days, 12.3% higher than in the previous year.

In 2025, 1,049 persons were employed in rural accommodation establishments in the Region of Valencia. This figure accounted for 4.5% of all persons employed in collective accommodation establishments and was 1.5% higher than in 2024.

% CHANGE 2025-24 IN BEDPLACES OPEN AND BEDPLACE OCCUPANCY RATE IN RURAL ACCOMMODATION IN THE REGION OF VALENCIA

Source: Turisme Comunitat Valenciana based on INE. EOAR



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SOURCES

This document has been prepared by the Tourism Competitiveness Area of Turisme Comunitat Valenciana based on information from:

*Instituto Nacional de Estadística.

- *Encuesta de ocupación en alojamientos rurales.*
- *Estadística de movimientos turísticos en frontera. Frontur*
- *Encuesta de gasto turístico. Egatur*
- *Encuesta de Turismo de Residentes (ETR)*

METHODOLOGY

*Main activities, by type of traveller:
Based on INE ETR data – Multiple-response questionnaire.
Base population: leisure trips, visits to friends and relatives, conferences and trade fairs.

FURTHER INFORMATION

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EXCELLENCE IN TOURISM ACTIVITY

2025

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1. INTRODUCTION



The promotion and dissemination of a culture of excellence, environmentally responsible behaviour, and the improvement of facilities and infrastructure supporting services and tourism resources in the **Region of Valencia**, for the enjoyment of all, are implemented through the **Qualitur Programme**.

The ultimate objective of **Qualitur** is to continuously and sustainably improve the services offered to tourists and to make excellence the hallmark of the tourism sector. To this end, the programme strengthens initiatives aimed at business modernisation and integrated destination management. **Qualitur** operates through two main lines of action:

1, Qualitur Club: encourages tourism businesses and services in the **Region of Valencia** to obtain certification in quality management, environmental management and universal accessibility. These certifications ensure compliance with standards established under recognised quality schemes.

2. SICTED - Integrated Tourism Quality System for Destinations: a project promoted by the **Spanish State Secretariat for Tourism** and implemented by **Turisme Comunitat Valenciana**, which fosters inter-administrative cooperation at three levels (national, regional and local), as well as collaboration between the public and private sectors. Its objective is to improve tourist expectations and satisfaction throughout the visitor journey.

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2. QUALITUR



Qualitur Club

The Qualitur Club brings together tourism businesses and organisations in the Region of Valencia that hold a recognised certification in quality management, environmental management, accessibility and/or sustainability, accredited by Turisme Comunitat Valenciana.The excellence models recognised by Turisme Comunitat Valenciana include:

Quality management: ISO 9001 international standards and the standards associated with the Q for Tourism Quality certification awarded by the ICTE.
Environmental management: ISO 14001 international standard, the EMAS European Eco-Management and Audit Scheme, the European Ecolabel, the Biosphere Reserve certification, as well as sustainability schemes linked to Natural Parks, ISO 14067 Carbon Footprint and ISO 14046 Water Footprint.
Accessibility: UNE 170001/170002 standards and ISO 21902.
Sustainability: ISO 21401 Sustainable Accommodation standard. At national level: the ICTES S Sustainability Specification, the Sustainability Strategy aligned with the SDGs, and the UNE 178501 Smart Tourism Destination Management Systems standard.

CERTIFICATION MODELS RECOGNISED BY QUALITUR

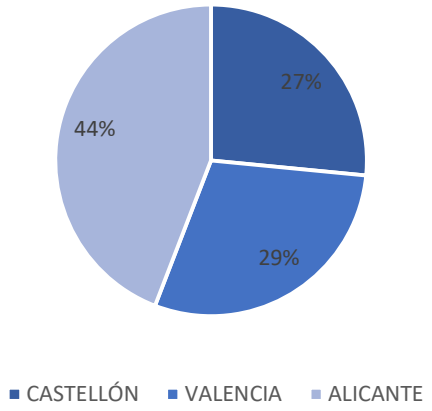
Source: Turisme Comunitat Valenciana

Sello	Nombre	Ámbito	Aplicación	Enlace
EN MATERIA DE GESTIÓN DE LA CALIDAD				
ISO 9001	ISO 9001 GESTIÓN DE CALIDAD	internacional	intersectorial	ISO 9001
Q	Q DE CALIDAD	en función de la norma	subsectorial	ICTES
EN GESTIÓN AMBIENTAL				
ISO 14001	ISO 14001 GESTIÓN AMBIENTAL	internacional	intersectorial	ISO 14001
ISO 14067	ISO 14067 HUELLA DE CARBONO	nacional	intersectorial	HUELLA DE CARBONO
ISO 14046	ISO 14046 HUELLA HÍDRICA	internacional	intersectorial	HUELLA HÍDRICA
RESERVA DE LA BIOSFERA	RESERVA DE LA BIOSFERA	internacional	municipios	RESERVA DE LA BIOSFERA
EMAS	REGLAMENTO EMAS	europeo	intersectorial	EMAS
Ecolabel	ETIQUETA ECOLABEL	europeo	alojamiento	ECOLABEL
PARCS NATURALS DE LA CV	PARCS NATURALS DE LA CV	autonómico	Alojamiento Turismo activo	PARCS NATURALS
EN SOSTENIBILIDAD				
BIOSPHERE	BIOSPHERE	internacional	intersectorial	Reserva de la Biosfera
S	S DE SOSTENIBILIDAD	nacional	intersectorial	ICTES
ISO 21401	ISO 21401 ALTOS SOSTENIBLES	nacional	alojamientos	UNE-ISO 21401
EN ACCESIBILIDAD				
UNE	UNE 170001 Accesibilidad Universal	internacional	intersectorial	UNE 170001

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PROVINCIAL DISTRIBUTION OF CERTIFIED TOURISM SERVICES. 2025

Source: Turisme Comunitat Valenciana based on the Qualitur database



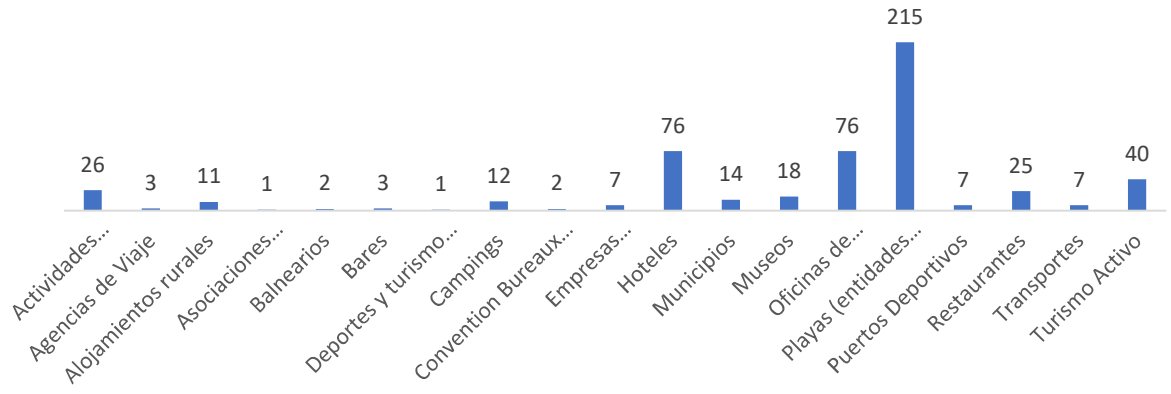
The Qualitur Club closed the 2025 financial year with a total of 546 members.At provincial level, Alicante recorded the highest number of certified tourism services and resources (241), accounting for 44.14% of the total in the Region of Valencia. The province of Valencia accounted for 29.30%, with 160 certified tourism services, while Castellón, with 145, represented 26.56% of the regional total.

The sectoral distribution shows that beaches are the sector most committed to obtaining excellence certifications, with a total of 215 certified tourism services (39.38% of the total), followed by the hotel sector, with 76 hotels holding this type of certification, representing 13.92% of the total. The Tourist Info offices subsector also accounts for 13.92%, with 76 certified offices, while active tourism companies, with 40 certified services, represent 7.33% of the total.

Overall, it can be stated that public management resources (beaches and tourist information offices) and the tourist accommodation subsector are the areas most actively involved in obtaining excellence certifications. Public management resources account for 59.16% of the total, while accommodation subsectors represent 19.78%.

SUBSECTOR DISTRIBUTION OF CERTIFIED TOURISM SERVICES. 2025

Source: Turisme Comunitat Valenciana based on the Qualitur database



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Although the Qualitur Club comprises 546 members, the number of certifications is considerably higher, reaching 901 certifications. This means that each certified tourism business or organisation in the Region of Valencia holds, on average, two or more certifications. This is particularly the case for beaches, which tend to adopt integrated models, generally combining quality and environmental management certifications.

The distribution of certifications by area of excellence shows that, of the 901 certifications currently in place:

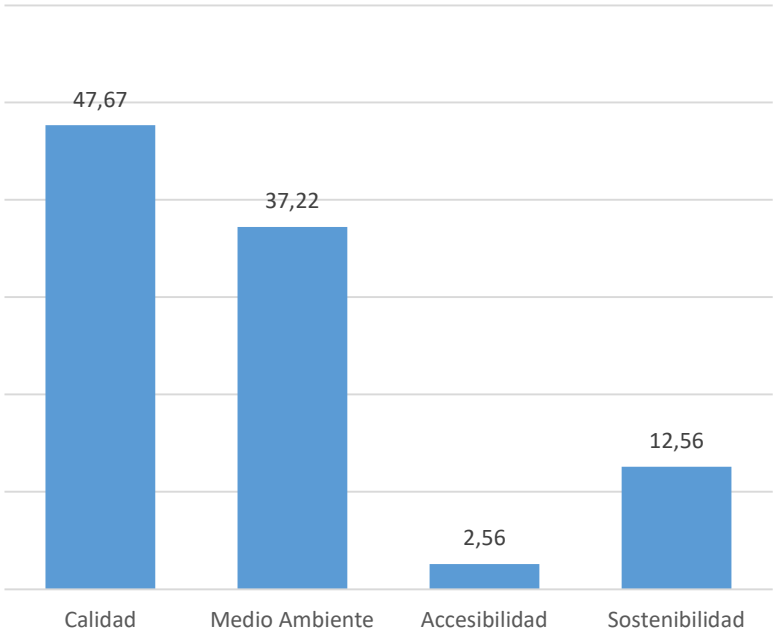
- 47.67% correspond to quality management (429 certifications).
- 37.22% correspond to environmental management (335 certifications).
- Approximately 2.56% correspond to accessibility (23 certifications).
- 12.56% correspond to sustainability management (113 certifications).

Regarding the provincial distribution of certifications, the pattern is similar to that observed for certified tourism services. The province of Alicante leads with 425 certifications (46% of the total), followed by the province of Valencia with 264 certifications (29.30%) and the province of Castellón with 212 certifications, representing 23.53% of the total



DISTRIBUTION OF CERTIFICATIONS BY AREA. 2025

Source: Turisme Comunitat Valenciana based on the Qualitur database

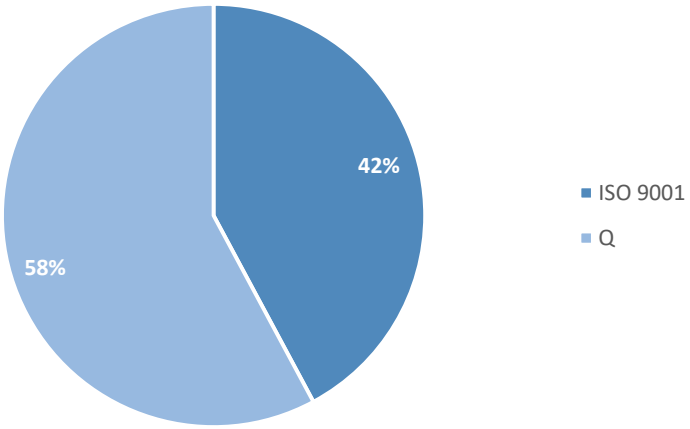


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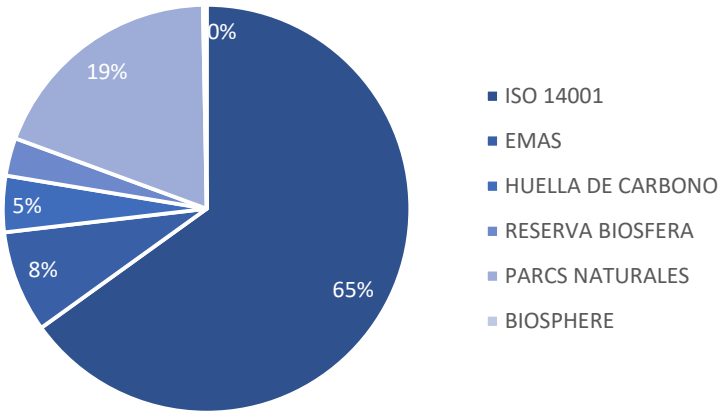
PERCENTAGE DISTRIBUTION BY QUALITY MANAGEMENT MODEL. 2025

Source: Turisme Comunitat Valenciana based on the Qualitur database



DISTRIBUTION OF ENVIRONMENTAL CERTIFICATIONS BY CERTIFICATION MODEL. 2025

Source: Turisme Comunitat Valenciana based on the Qualitur database



Quality management

Within the field of quality management, Qualitur recognises quality models based on the ISO 9001 international standard and the standards associated with the Q for Tourism Quality certification.In this area, the tourism sector continues to place greater trust in the Q for Tourism Quality certification, which accounts for 58% of all quality certifications (247 certifications), compared with 42% (182 certifications) that opt for ISO 9001.

Environmental management

Since 2024, the Qualitur programme has recognised six environmental certification models: ISO 14001 international standard, EMAS European Eco-Management and Audit Scheme, European Ecolabel, Biosphere Reserve, Carbon Footprint, the regional brand Natural Parks of the Region of Valencia.

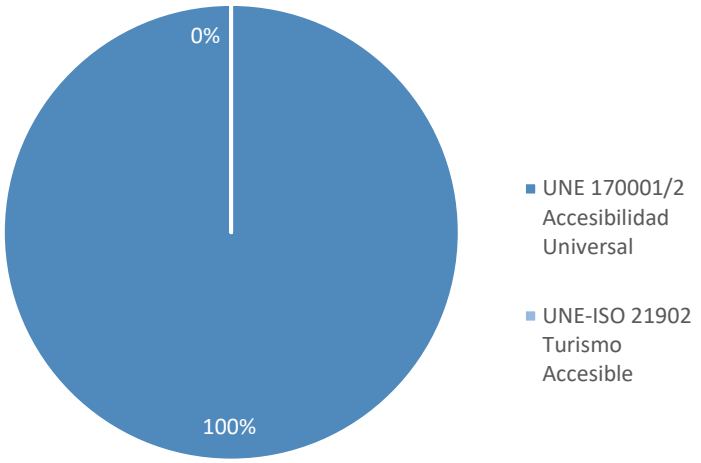
Environmental certifications accounted for 37% of all certifications in the Region of Valencia in 2025.The ISO 14001 certification remained the preferred option among certified tourism services, representing 65% of environmental certifications, followed by the regional Natural Parks of the Region of Valencia brand (19%) and the EMAS Regulation (8%).

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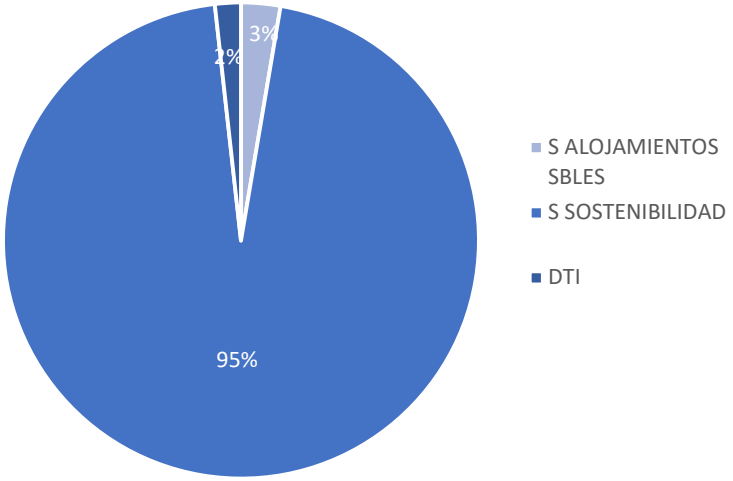
DISTRIBUTION OF ACCESSIBILITY CERTIFICATIONS BY CERTIFICATION MODEL. 2025

Source: Turisme Comunitat Valenciana based on the Qualitur database



DISTRIBUTION OF SUSTAINABILITY CERTIFICATIONS BY CERTIFICATION MODEL. 2025

Source: Turisme Comunitat Valenciana based on the Qualitur database



Estadístiques de Turisme de la Comunitat Valenciana

Accessibility management

Within the field of accessibility management, Qualitur recognises two certification models:UNE 170001-2 Universal AccessibilityUNE-ISO 21902 Accessible TourismIn this area, the tourism sector in the Region of Valencia has opted exclusively for UNE 170001-2, which accounts for 100% of accessibility certifications (23 certifications).

Sustainability management

Since 2024, the Qualitur programme has recognised four sustainability certification models: ISO 21401 Sustainable Accommodation international standard, at national level, the S Sustainability Technical Specification, which certifies an organisation's contribution to sustainability strategies and its commitment to the Sustainable Development Goals (SDGs); and UNE 178501 Smart Tourism Destination (STD) Management System.

These certifications accounted for 12.54% of all certifications in the Region of Valencia in 2025.The S Sustainability Technical Specification is the preferred option among tourism services, representing 95% (108 certifications), followed by Sustainable Accommodation with 3% (3 certifications) and the STD Management System with 2% (2 certifications).

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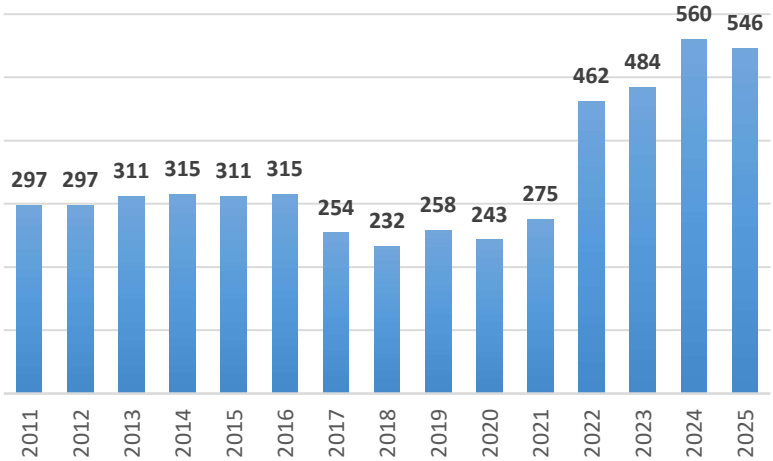
The 2025 data show a decrease in the number of certified tourism services and resources. This reduction is due to the fact that the Qualitur programme database is continuously updated and that some certifications were pending renewal.

In addition, there has been a change in the methodology used for data extraction. Whereas beaches were previously counted within the municipality, they are now recorded as individual resources.

In summary, in 2025 the number of certified tourism services and resources reached 546, while the number of certifications totalled 901.

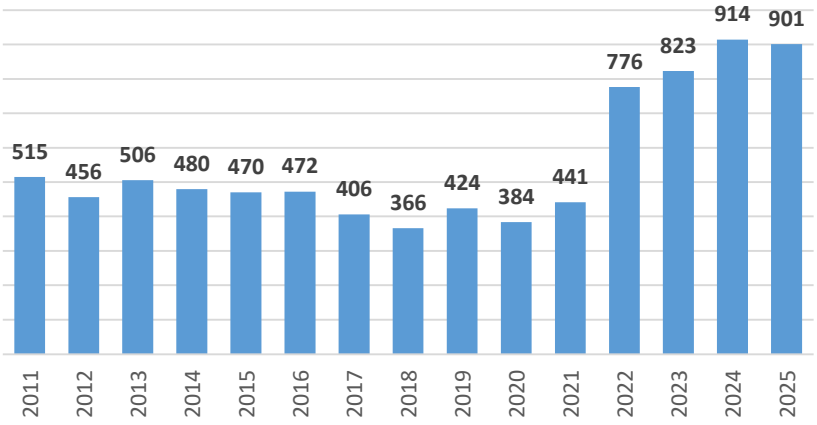
TRENDS IN CERTIFIED TOURISM SERVICES AND RESOURCES OF THE QUALITUR CLUB

Source: Turisme Comunitat Valenciana based on the Qualitur database



TRENDS IN THE NUMBER OF QUALITUR CLUB CERTIFICATIONS

Source: Turisme Comunitat Valenciana based on Qualitur database



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3. INTEGRATED TOURISM QUALITY SYSTEM FOR DESTINATIONS (SICTED)

The Integrated Tourism Quality System for Destinations (SICTED) is based on the principle of integrated destination management through quality management. Its ultimate objective is to harmonise the quality standards of the services and products consumed by tourists throughout their visitor journey within the chosen destination.

Turisme Comunitat Valenciana promotes this initiative through the training of strategic stakeholders in the methodology, advisory services delivered through annual agreements with Chambers of Commerce, promotional campaigns and public events that publicise and extend the project throughout the territory. It is a well-established initiative at national level, involving more than 250 destinations and around 15,000 tourism services.

In 2025, the Region of Valencia had 41 SICTED destinations actively participating in the project. These destinations represented 14.3% of all destinations participating nationwide.

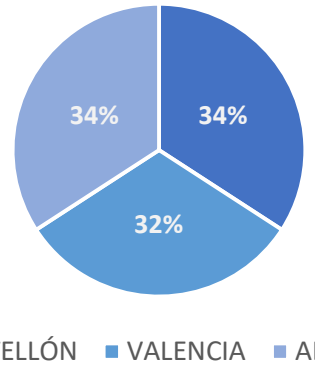
- In the province of Alicante, which accounts for 34% of all destinations in the Region of Valencia, the participating destinations are: Alcoi, Alicante, Altea, Biar, Benidorm, Calp, Dénia, El Campello, Elx, Finestrat, Guardamar del Segura, Orihuela, Torrevieja and Villena.

- In the province of Castellón, which also accounts for 34% of the destinations in the Region of Valencia, the participating destinations are: Alcalà de Xivert-Alcossebre, Benicarló, Benicàssim, Castelló de la Plana, Castelló Sud, Maestrat, Alt Maestrat, l'Ànima Interior, Montanejos, Morella-Els Ports, Orpesa del Mar, Peníscola, Pla de l'Arc, Segorbe, Torreblanca and Vinaròs.

- In the province of Valencia, whose destinations represent 32% of the total, the participating destinations are: Alboraia-Alboraya, Alto Turia, Buñol, Cullera, El Puig de Santa Maria, Gandia, La Canal de Navarrés, La Ribera del Xúquer, Sagunto, Tierra Bobal, València, Vall d'Albaida and Xàtiva.

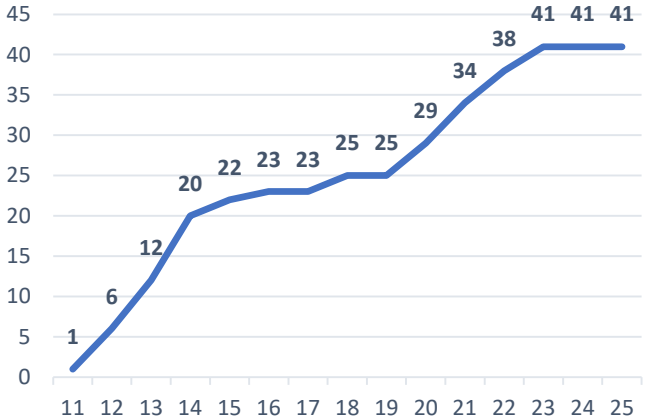
PROVINCIAL DISTRIBUTION OF DESTINATIONS PARTICIPATING IN SICTED. 2025

Source: Qualitur based on www.calidadendestino.org, Spanish State Secretariat for Tourism.



ANNUAL TRENDS IN SICTED DESTINATIONS IN THE REGION OF VALENCIA

Source: Qualitur based on www.calidadendestino.org, Spanish State Secretariat for Tourism.



As shown in the graph, the number of destinations participating in SICTED in 2025 remained unchanged compared with 2024.

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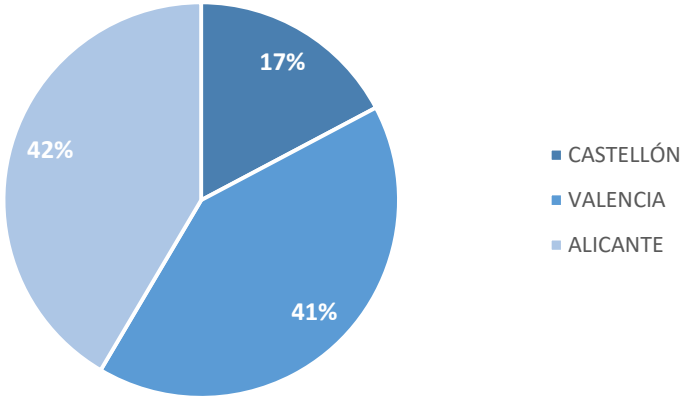
In 2025, the year closed with 1,564 establishments awarded the Commitment to Tourism Quality distinction, representing a slight decrease compared with the previous year and positioning the Region of Valencia as the second region in Spain in terms of the number of distinctions awarded, behind Andalusia.

As shown in the graph, the trend has remained positive over the years, recording continuous growth between 2019 and 2025, with the exception of the change resulting from the SICTED methodological revision.

Regarding the provincial distribution of distinguished tourism services, the province of Alicante accounted for more than 42% of the total number of distinctions, followed by the province of Valencia with 41%, and Castellón with 17%.

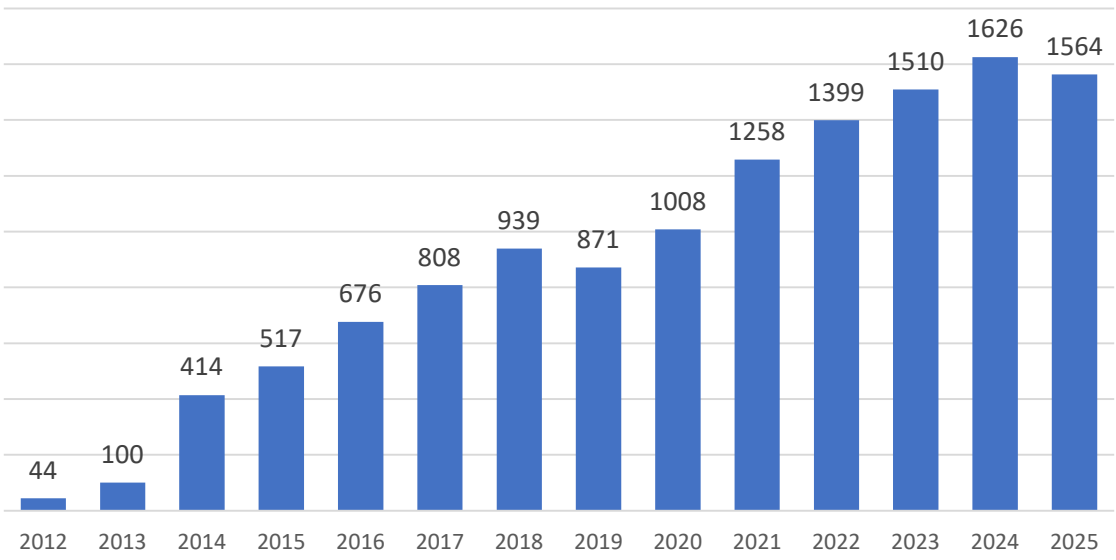
PROVINCIAL DISTRIBUTION OF DISTINGUISHED TOURISM SERVICES. 2025

Source: SICTED database and www.calidadendestino.es, Spanish State Secretariat for Tourism.



ANNUAL TREND IN THE NUMBER OF SICTED DISTINCTIONS

Source: SICTED database and www.calidadendestino.es, Spanish State Secretariat for Tourism.



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The destinations with the largest number of tourism services awarded the Commitment to Tourism Quality distinction in the Region of Valencia are the city of València, with 169 distinguished tourism services, Gandia, with 147, and the city of Alicante, with 126.

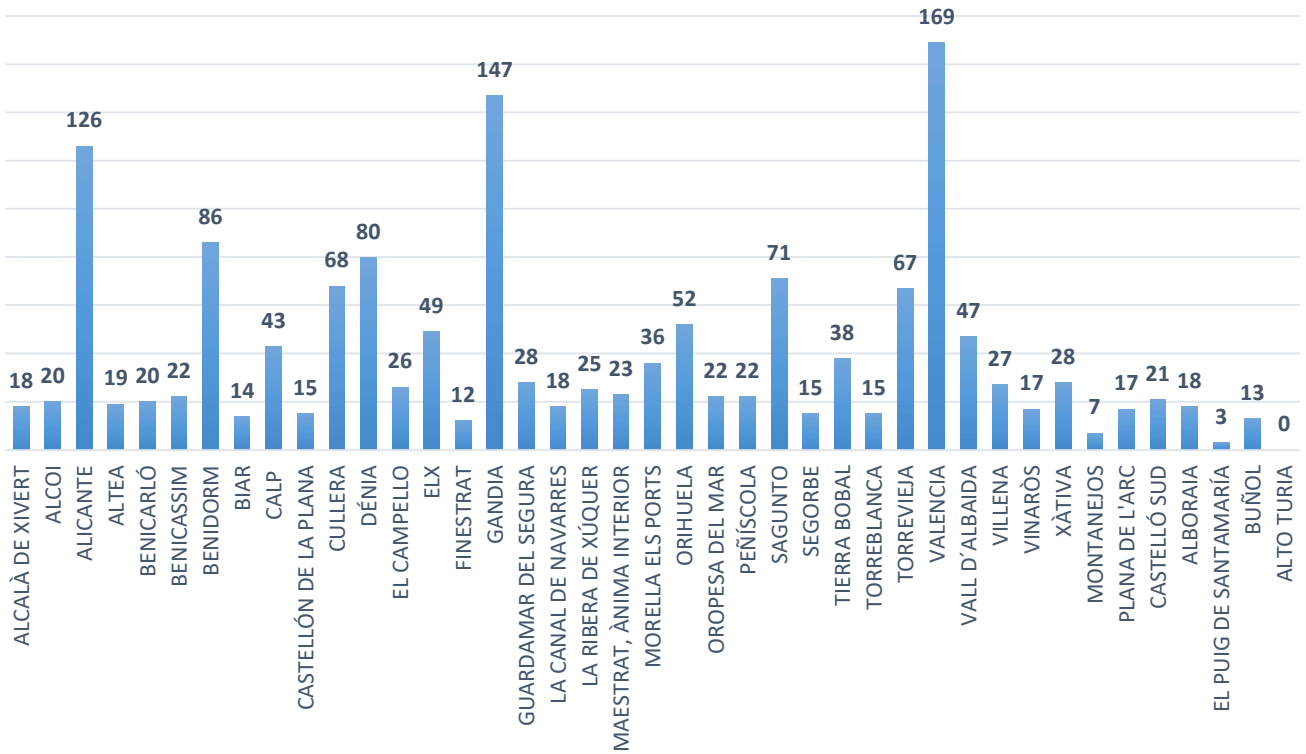
In the province of Castellón, the destinations with the highest number of distinguished tourism services are Morella-Els Ports, with 36, and Maestrat, Ànima Interior, with 23.

In the province of Valencia, in addition to València and Gandia, Sagunto stands out with 71 distinguished tourism services.

In the province of Alicante, in addition to the city of Alicante, the destinations of Benidorm (86) and Dénia (80) recorded the highest number of distinguished tourism services.

DISTINGUISHED TOURISM SERVICES BY DESTINATION. 2025

Source: SICTED database and www.calidadendestino.es, Spanish State Secretariat for Tourism.



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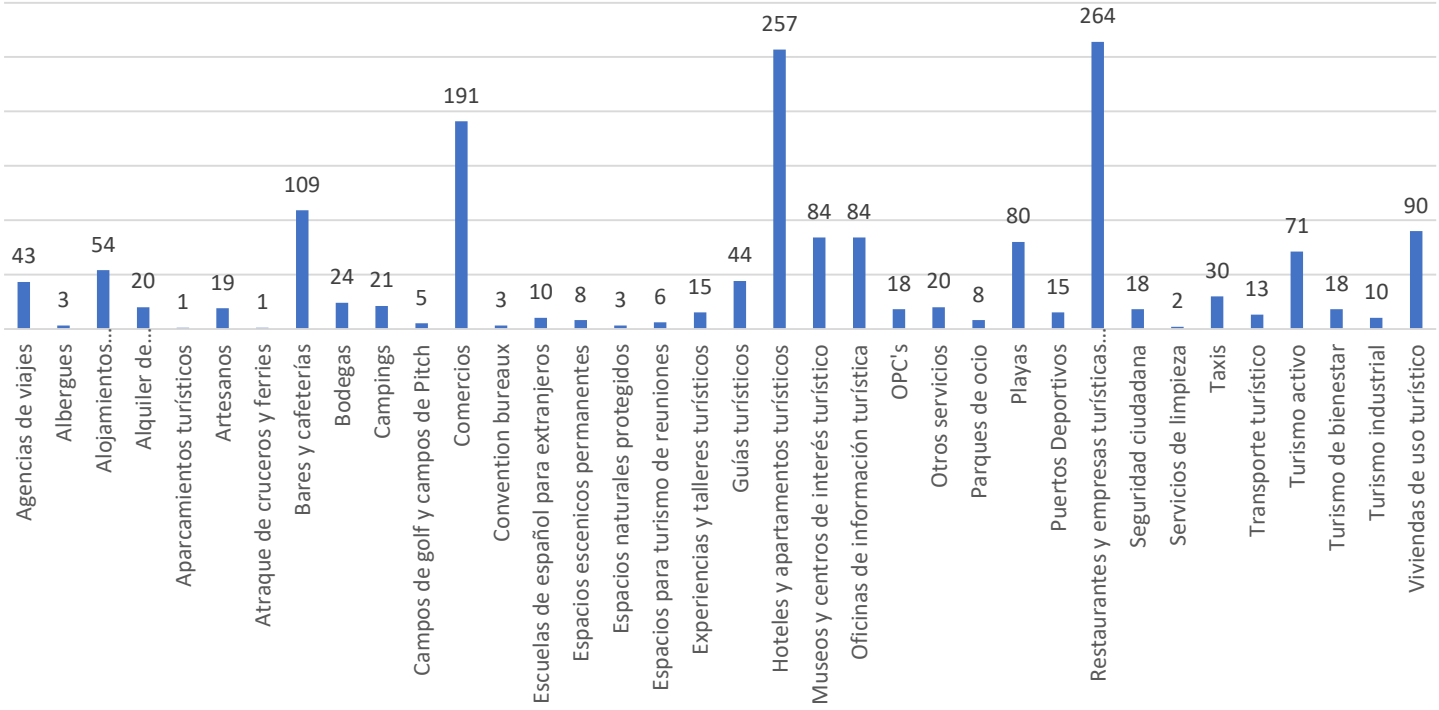
By sector, of the 37 business categories eligible to participate, the largest number of distinguished tourism services were found in: Restaurants, with 264 distinguished tourism services; Hotels, with 257; Bars and cafés, with 109; Retail businesses, with 191.This reflects the same pattern observed at national level.

Particular mention should be made of the 84 distinguished Tourist Info offices throughout the Region of Valencia, which rank as the leading publicly managed tourism resource in terms of the number of distinctions awarded.

In addition, the Region of Valencia holds first place nationally in 15 of the 37 business categories, including: CraftsBars and cafés, Campsites and motorhome areas, Golf and pitch & putt courses, Retail businesses (joint first place with Murcia), Convention bureaux (joint first place with Andalusia and Galicia), Meeting tourism venues, Destination management companies (DMCs), Other tourism services, Leisure parks, Marinas, Restaurants, Catering tourism companies, Public safety services, Active tourism businesses, Wellness tourism businesses.

SERVICIOS TURÍSTICOS DISTINGUIDOS POR OFICIOS EN 2025

Fuente: Qualitur a partir de www.calidadendestino.org, de la Secretaria de Estado de Turismo



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SOURCES

This document has been prepared by the Tourism Competitiveness Area of Turisme Comunitat Valenciana based on information from:

Turisme Comunitat Valenciana: www.qualitur.gva.es *Qualitur* database

Secretaría de Estado de Turismo: www.calidadendestino.org

Instituto para la Calidad Turística Española, ICTE

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