

Boletín de Coyuntura Turística de Castilla y León

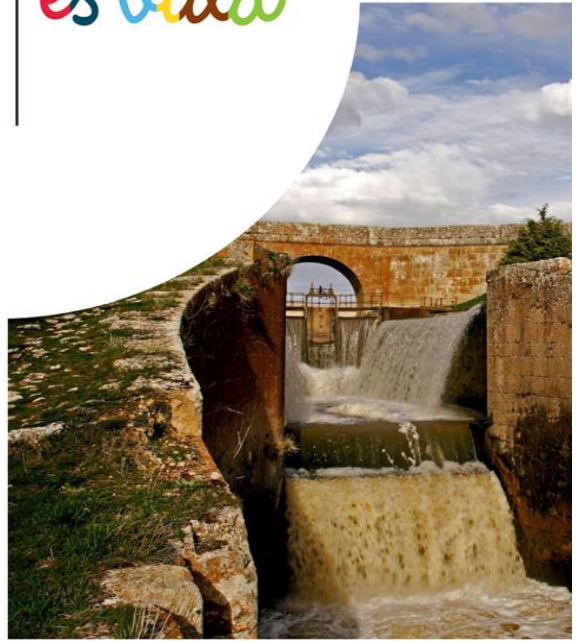
MARZO 2026





CASTILLA Y LEÓN

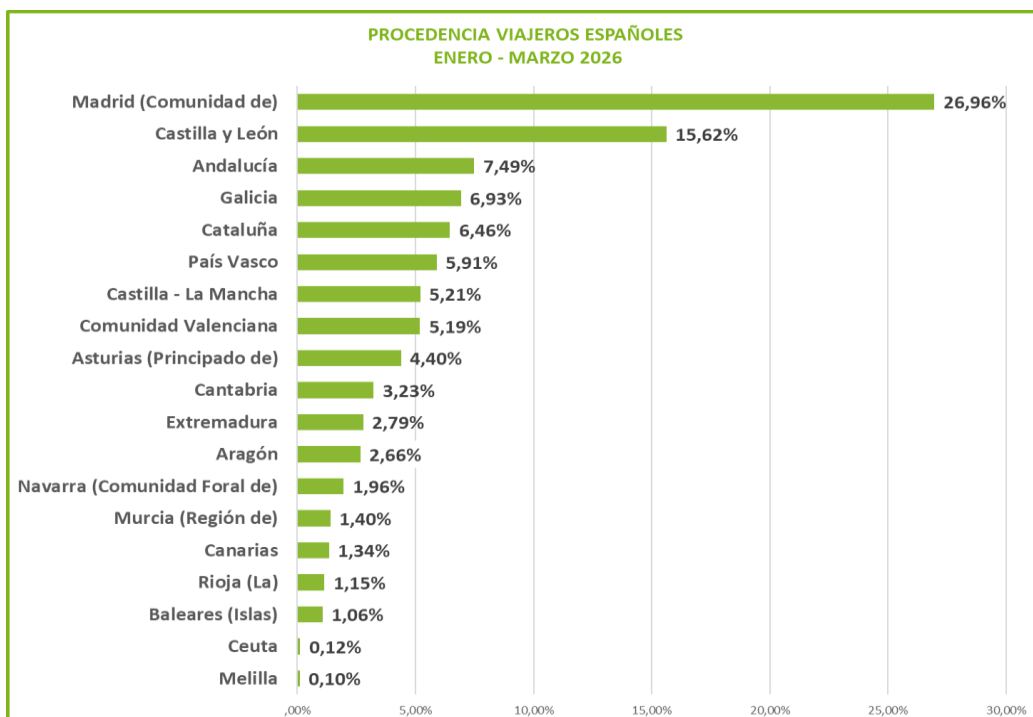
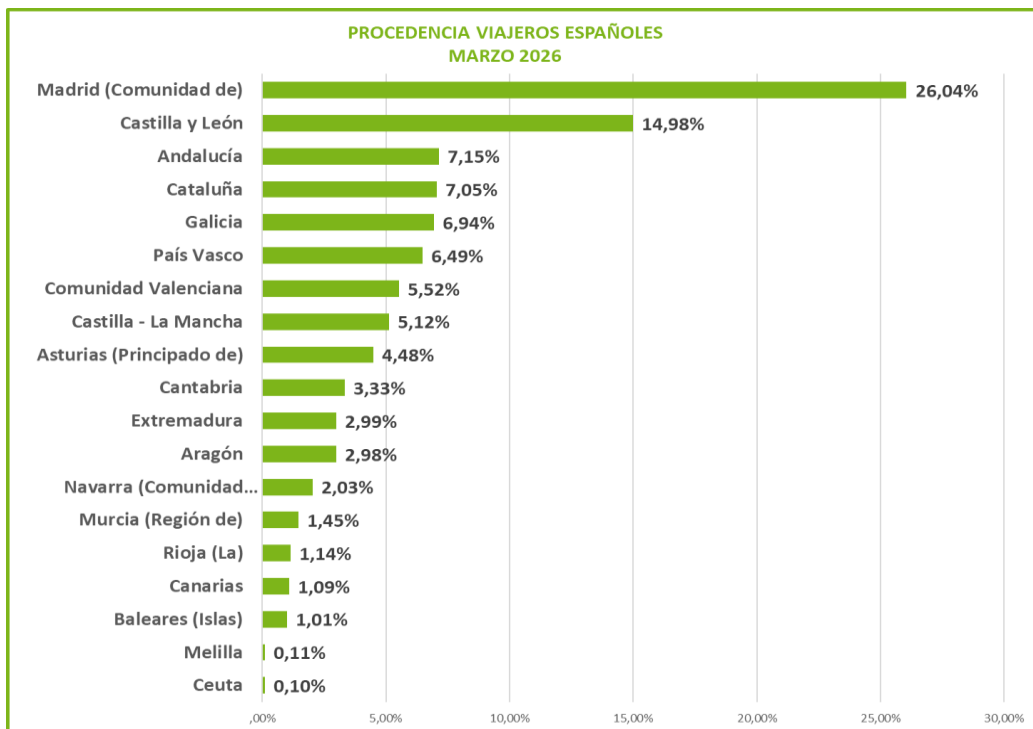
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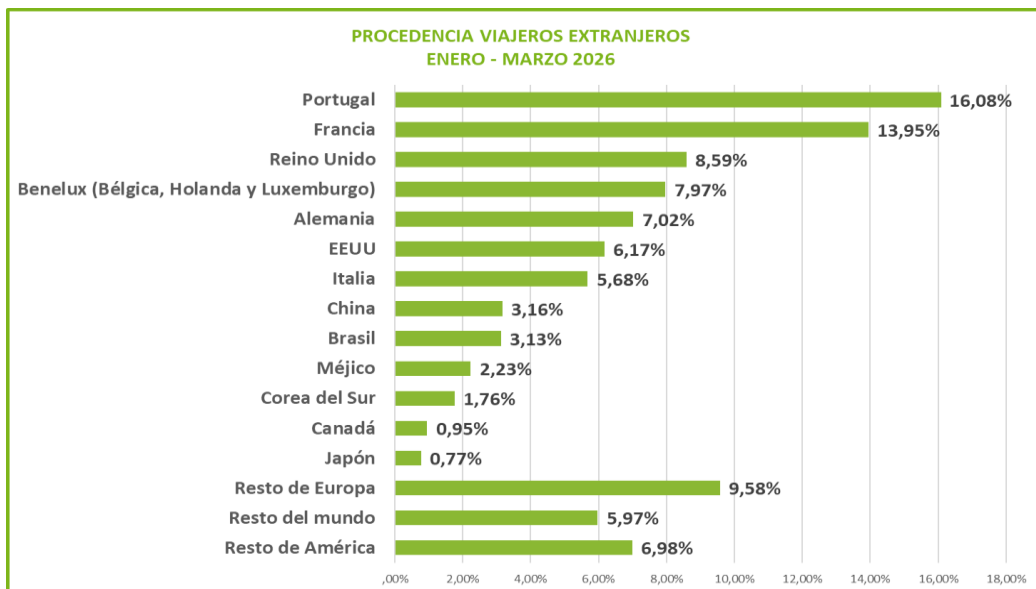
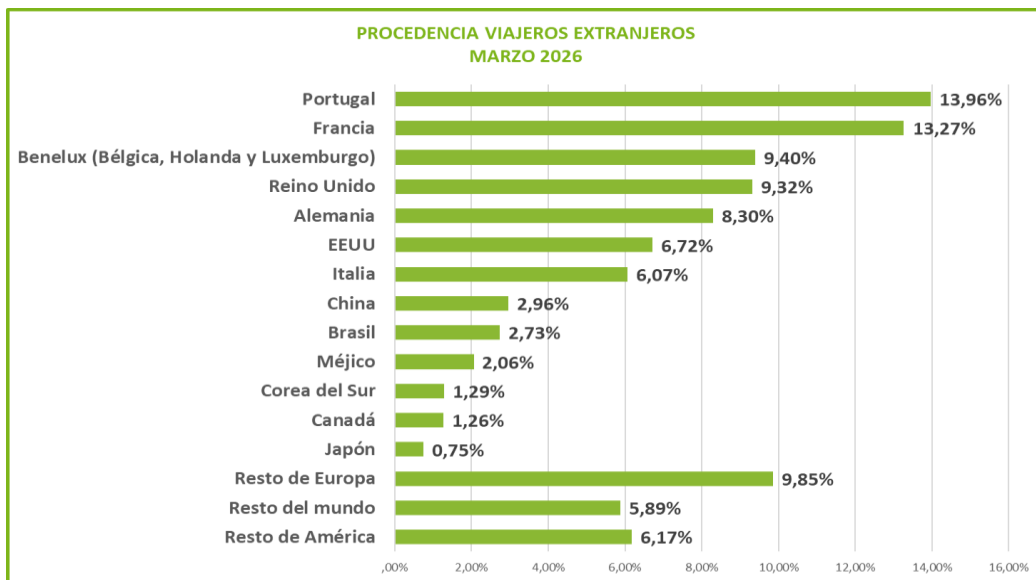


I MOVIMIENTO DE VIAJEROS

1.- DATOS GENERALES DE CASTILLA Y LEÓN

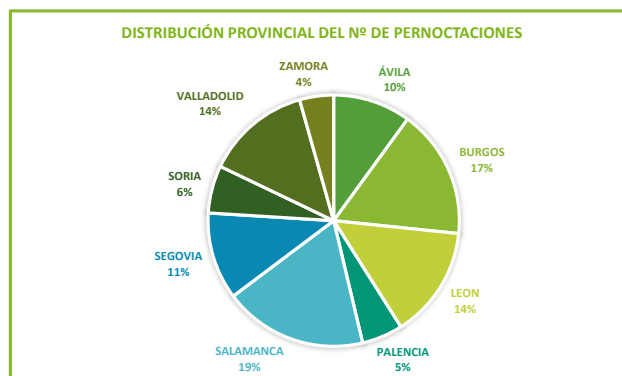
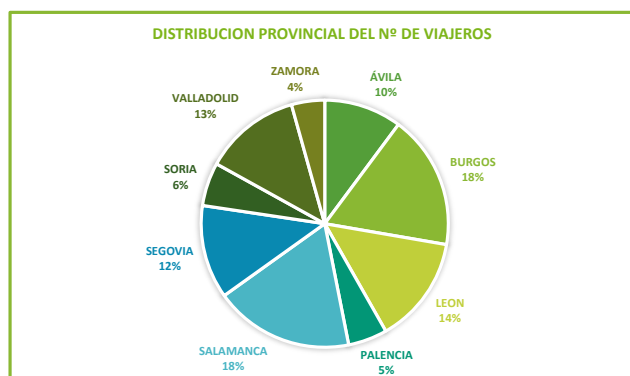
| | |
|-----------------------------|----------------|
| VIAJEROS ESPAÑOLES | 493.803 |
| VIAJEROS EXTRANJEROS | 114.602 |
| TOTAL VIAJEROS | 608.405 |
| PERNOCTACIONES ESPAÑOLES | 819.805 |
| PERNOCTACIONES EXTRANJEROS | 176.308 |
| TOTAL PERNOCTACIONES | 996.113 |
| GRADO DE OCUPACION | 21,69% |
| ESTANCIA MEDIA | 1,64 |





1a.- DATOS POR PROVINCIAS

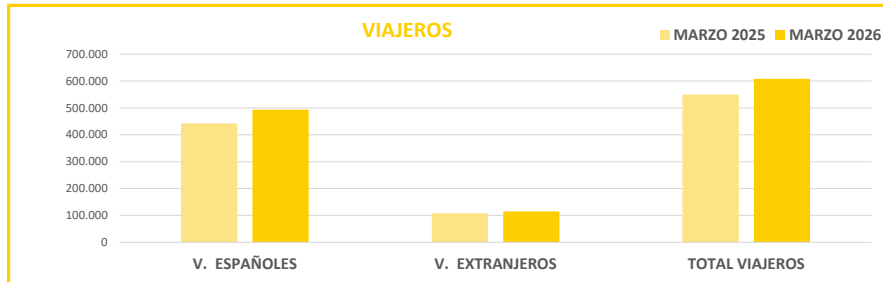
| | ÁVILA | BURGOS | LEON | PALENCIA | SALAMANCA | SEGOVIA | SORIA | VALLADOLID | ZAMORA | TOTAL |
|-------------------------|--------|---------|---------|----------|-----------|---------|--------|------------|--------|---------|
| Nº VIAJEROS | 61.887 | 106.723 | 85.550 | 31.133 | 110.859 | 74.512 | 34.561 | 76.807 | 26.373 | 608.405 |
| VIAJEROS ESPAÑOLES | 56.278 | 79.314 | 72.604 | 23.433 | 78.050 | 65.311 | 31.778 | 63.890 | 23.145 | 493.803 |
| VIAJEROS EXTRANJEROS | 5.609 | 27.409 | 12.946 | 7.700 | 32.809 | 9.201 | 2.783 | 12.917 | 3.228 | 114.602 |
| Nº DE PERNOCTAC. | 99.777 | 165.552 | 143.370 | 52.440 | 183.848 | 111.889 | 61.057 | 134.611 | 43.569 | 996.113 |
| PERNOCT. ESPAÑOLES | 90.839 | 126.722 | 122.967 | 42.513 | 131.547 | 96.619 | 57.546 | 112.289 | 38.763 | 819.805 |
| PERNOCT. EXTRANJEROS | 8.938 | 38.830 | 20.403 | 9.927 | 52.301 | 15.270 | 3.511 | 22.322 | 4.806 | 176.308 |
| GRADO OCUPACION | 16,37% | 23,76% | 20,07% | 23,48% | 28,57% | 21,24% | 13,41% | 28,84% | 17,03% | 21,69% |
| ESTANCIA MEDIA | 1,61 | 1,55 | 1,68 | 1,68 | 1,66 | 1,50 | 1,77 | 1,75 | 1,65 | 1,64 |
| ESTANCIA M. ESPAÑOLES | 1,61 | 1,60 | 1,69 | 1,81 | 1,69 | 1,48 | 1,81 | 1,76 | 1,67 | 1,66 |
| ESTANCIA M. EXTRANJEROS | 1,59 | 1,42 | 1,58 | 1,29 | 1,59 | 1,66 | 1,26 | 1,73 | 1,49 | 1,54 |



1B.- COMPARACIONES MARZO 2025 Y MARZO 2026

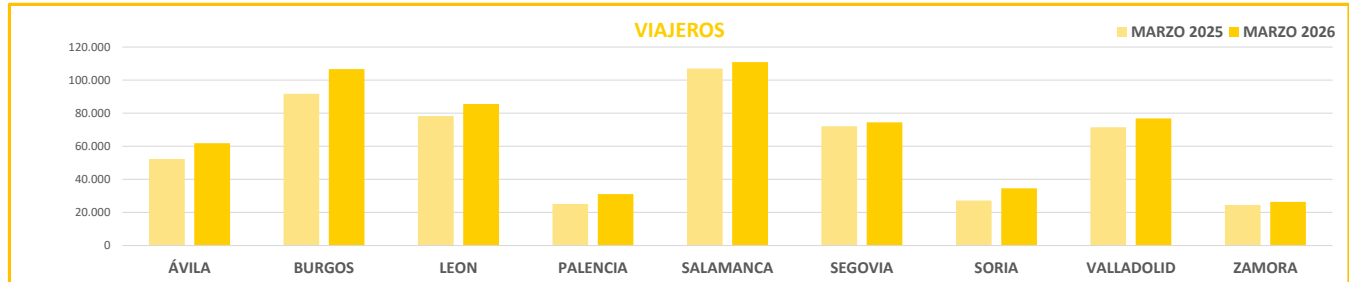
COMPARATIVA VIAJEROS

| PERIODO | V. ESPAÑOLES | V. EXTRANJEROS | TOTAL VIAJEROS |
|------------|--------------|----------------|----------------|
| MARZO 2025 | 442.194 | 107.807 | 550.001 |
| MARZO 2026 | 493.803 | 114.602 | 608.405 |
| VARIACIÓN | 11,67% | 6,30% | 10,62% |



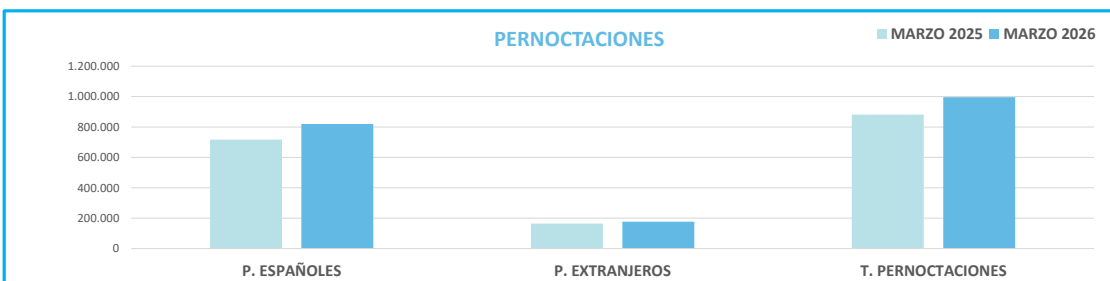
COMPARACIÓN PROVINCIAL DEL N° DE VIAJEROS

| PERIODO | ÁVILA | BURGOS | LEON | PALENCIA | SALAMANCA | SEGOVIA | SORIA | VALLADOLID | ZAMORA | TOTAL |
|------------|--------|---------|--------|----------|-----------|---------|--------|------------|--------|---------|
| MARZO 2025 | 52.352 | 91.722 | 78.282 | 25.182 | 107.011 | 72.159 | 27.244 | 71.540 | 24.509 | 550.001 |
| MARZO 2026 | 61.887 | 106.723 | 85.550 | 31.133 | 110.859 | 74.512 | 34.561 | 76.807 | 26.373 | 608.405 |
| VARIACIÓN | 18,21% | 16,35% | 9,28% | 23,63% | 3,60% | 3,26% | 26,86% | 7,36% | 7,61% | 10,62% |



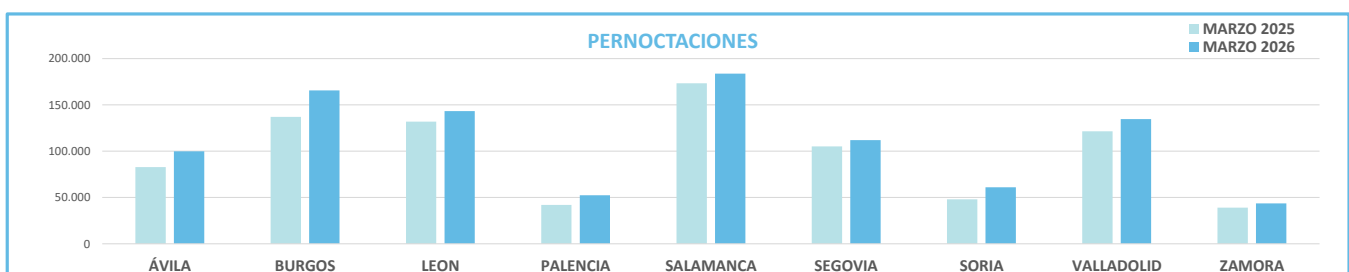
COMPARATIVA PERNOCTACIONES

| PERIODO | P. ESPAÑOLES | P. EXTRANJEROS | T. PERNOCTACIONES | GRADO OCUPACIÓN |
|------------|--------------|----------------|-------------------|-----------------|
| MARZO 2025 | 717.038 | 164.196 | 881.234 | 19,58% |
| MARZO 2026 | 819.805 | 176.308 | 996.113 | 21,69% |
| VARIACIÓN | 14,33% | 7,38% | 13,04% | 10,80% |



COMPARACIÓN PROVINCIAL DEL N° DE PERNOCTACIONES

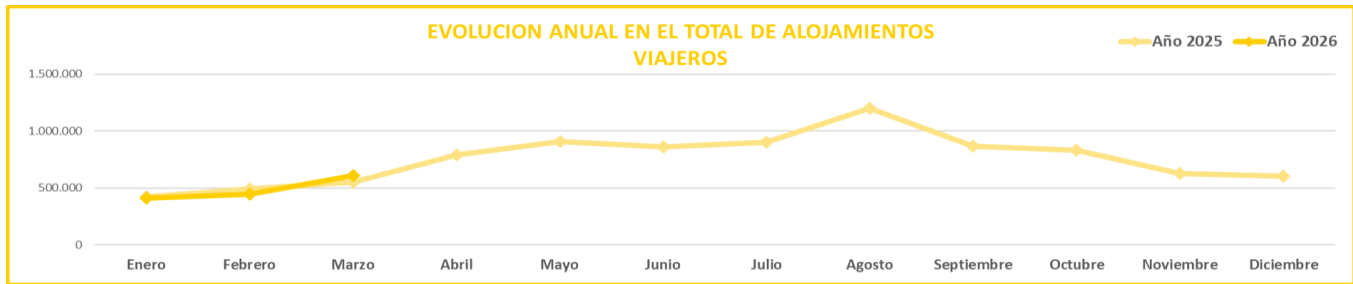
| PERIODO | ÁVILA | BURGOS | LEON | PALENCIA | SALAMANCA | SEGOVIA | SORIA | VALLADOLID | ZAMORA | TOTAL |
|------------|--------|---------|---------|----------|-----------|---------|--------|------------|--------|---------|
| MARZO 2025 | 82.911 | 137.104 | 131.994 | 41.984 | 173.387 | 105.209 | 48.077 | 121.500 | 39.068 | 881.234 |
| MARZO 2026 | 99.777 | 165.552 | 143.370 | 52.440 | 183.848 | 111.889 | 61.057 | 134.611 | 43.569 | 996.113 |
| VARIACIÓN | 20,34% | 20,75% | 8,62% | 24,90% | 6,03% | 6,35% | 27,00% | 10,79% | 11,52% | 13,04% |



1C.- COMPARACIONES DE DATOS ACUMULADOS DE ENERO - MARZO 2025 - 2026

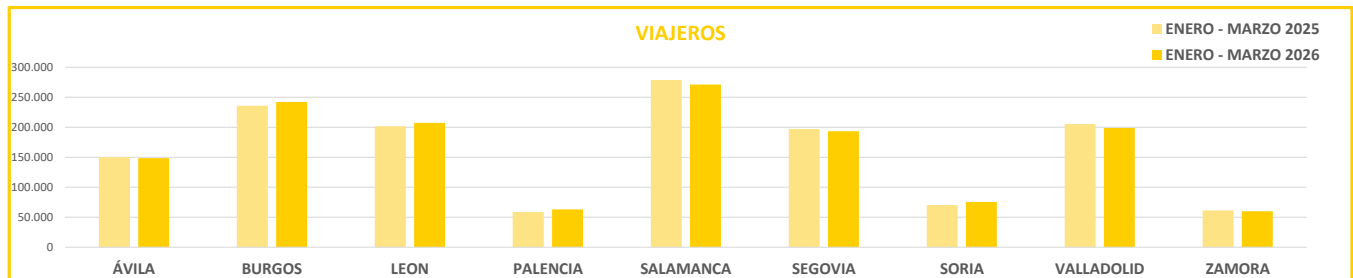
COMPARATIVA VIAJEROS

| PERIODO | V. ESPAÑOLES | V. EXTRANJEROS | TOTAL VIAJEROS |
|--------------------|--------------|----------------|----------------|
| ENERO - MARZO 2025 | 1.193.265 | 266.840 | 1.460.105 |
| ENERO - MARZO 2026 | 1.184.780 | 275.419 | 1.460.199 |
| VARIACIÓN | -0,71% | 3,22% | 0,01% |

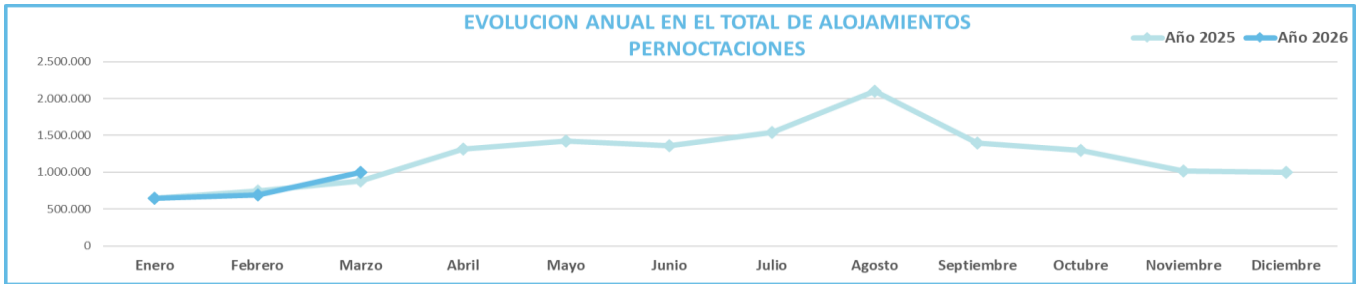
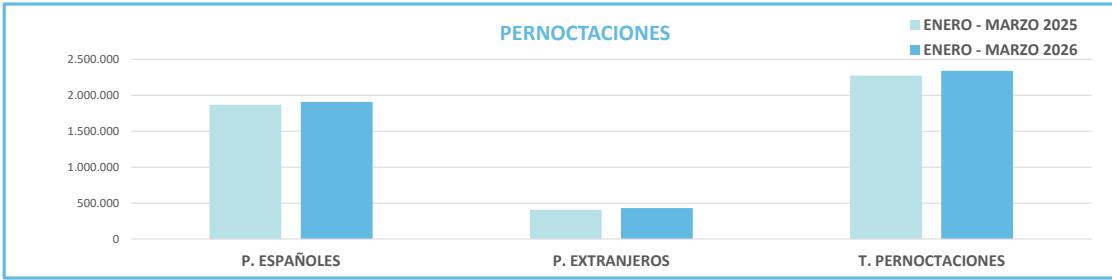


COMPARACIÓN PROVINCIAL DEL Nº DE VIAJEROS

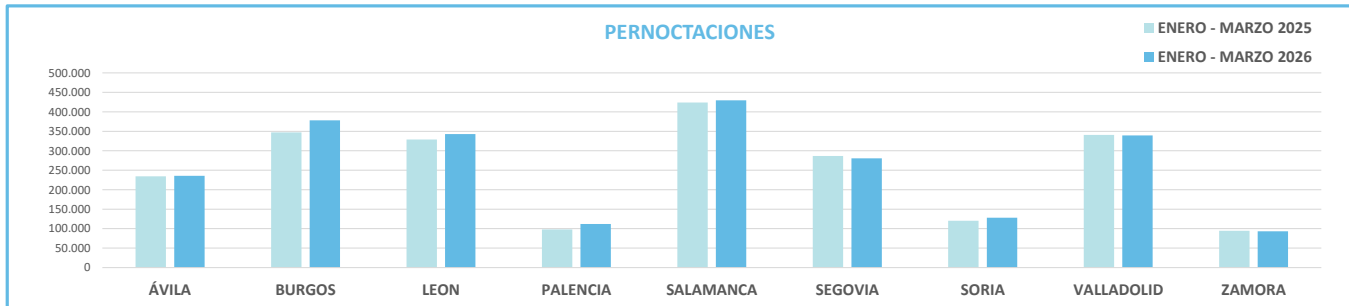
| PERIODO | ÁVILA | BURGOS | LEON | PALENCIA | SALAMANCA | SEGOVIA | SORIA | VALLADOLID | ZAMORA | TOTAL |
|--------------------|---------|---------|---------|----------|-----------|---------|--------|------------|--------|-----------|
| ENERO - MARZO 2025 | 150.152 | 236.056 | 201.739 | 58.886 | 278.983 | 197.120 | 70.500 | 205.255 | 61.414 | 1.460.105 |
| ENERO - MARZO 2026 | 148.545 | 242.181 | 207.306 | 63.153 | 271.155 | 193.603 | 75.478 | 198.883 | 59.895 | 1.460.199 |
| VARIACIÓN | -1,07% | 2,59% | 2,76% | 7,25% | -2,81% | -1,78% | 7,06% | -3,10% | -2,47% | 0,01% |



| COMPARATIVA PERNOCTACIONES | | | | |
|----------------------------|--------------|----------------|-------------------|-----------------|
| PERIODO | P. ESPAÑOLES | P. EXTRANJEROS | T. PERNOCTACIONES | GRADO OCUPACIÓN |
| ENERO - MARZO 2025 | 1.867.933 | 406.752 | 2.274.685 | 18,24% |
| ENERO - MARZO 2026 | 1.908.827 | 431.157 | 2.339.984 | 19,16% |
| VARIACIÓN | 2,19% | 6,00% | 2,87% | 5,05% |



| COMPARACIÓN PROVINCIAL DEL Nº DE PERNOCTACIONES | | | | | | | | | | |
|---|---------|---------|---------|----------|-----------|---------|---------|------------|--------|-----------|
| PERIODO | ÁVILA | BURGOS | LEON | PALENCIA | SALAMANCA | SEGOVIA | SORIA | VALLADOLID | ZAMORA | TOTAL |
| ENERO - MARZO 2025 | 234.333 | 347.206 | 328.952 | 97.993 | 424.083 | 286.600 | 120.432 | 340.693 | 94.393 | 2.274.685 |
| ENERO - MARZO 2026 | 235.800 | 378.018 | 342.707 | 111.813 | 429.686 | 280.691 | 128.280 | 339.559 | 93.430 | 2.339.984 |
| VARIACIÓN | 0,63% | 8,87% | 4,18% | 14,10% | 1,32% | -2,06% | 6,52% | -0,33% | -1,02% | 2,87% |



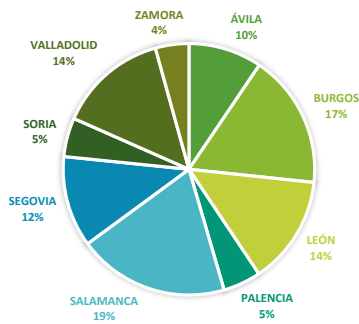
2.- ALOJAMIENTOS HOTELEROS

2a.- DATOS POR PROVINCIAS

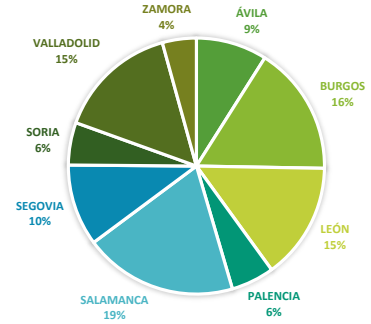
HOTELES Y
HOSTALES

| PROVINCIAS | HOTELES Y HOSTALES | | | | | | | |
|--------------|--------------------|---------------|----------------|----------------|----------------|----------------|---------------|-------------|
| | VIAJEROS | | | PERNOCTACIONES | | | OCUPAC. | EST. MEDIA |
| | V.ESP. | V. EXTR. | T. VIAJER. | P. ESP. | P. EXTR. | T. PERNOCT. | % | DIAS |
| ÁVILA | 36.006 | 4.823 | 40.829 | 52.440 | 7.388 | 59.828 | 40,42% | 1,47 |
| BURGOS | 52.513 | 21.767 | 74.280 | 79.001 | 29.748 | 108.749 | 41,60% | 1,46 |
| LEÓN | 51.827 | 8.386 | 60.213 | 84.302 | 13.896 | 98.198 | 35,16% | 1,63 |
| PALENCIA | 16.442 | 4.535 | 20.977 | 30.492 | 5.820 | 36.312 | 36,66% | 1,73 |
| SALAMANCA | 58.420 | 25.387 | 83.807 | 91.842 | 37.233 | 129.075 | 42,97% | 1,54 |
| SEGOVIA | 43.168 | 7.378 | 50.546 | 57.289 | 11.442 | 68.731 | 39,82% | 1,36 |
| SORIA | 20.021 | 1.535 | 21.556 | 33.773 | 2.034 | 35.807 | 32,12% | 1,66 |
| VALLADOLID | 51.063 | 9.724 | 60.787 | 84.496 | 16.907 | 101.403 | 41,43% | 1,67 |
| ZAMORA | 16.434 | 2.107 | 18.541 | 25.100 | 3.490 | 28.590 | 29,61% | 1,54 |
| TOTAL | 345.894 | 85.642 | 431.536 | 538.735 | 127.958 | 666.693 | 38,91% | 1,54 |

DISTRIBUCION PROVINCIAL DEL Nº DE VIAJEROS



DISTRIBUCIÓN PROVINCIAL DEL Nº DE PERNOCTACIONES

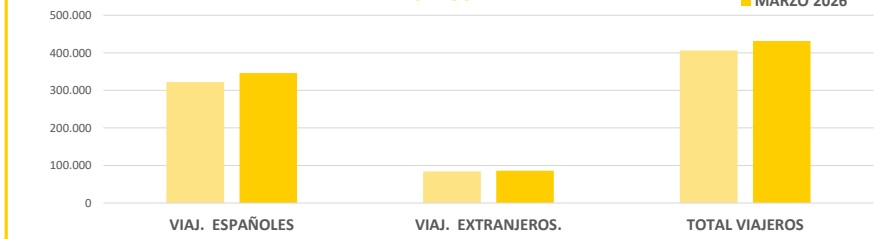


2B.- COMPARACIONES MARZO 2025 Y MARZO 2026

COMPARATIVA VIAJEROS

| PERIODO | VIAJ. ESPAÑOLES | VIAJ. EXTRANJEROS. | TOTAL VIAJEROS |
|------------------|-----------------|--------------------|----------------|
| MARZO 2025 | 322.109 | 84.037 | 406.146 |
| MARZO 2026 | 345.894 | 85.642 | 431.536 |
| VARIACIÓN | 7,38% | 1,91% | 6,25% |

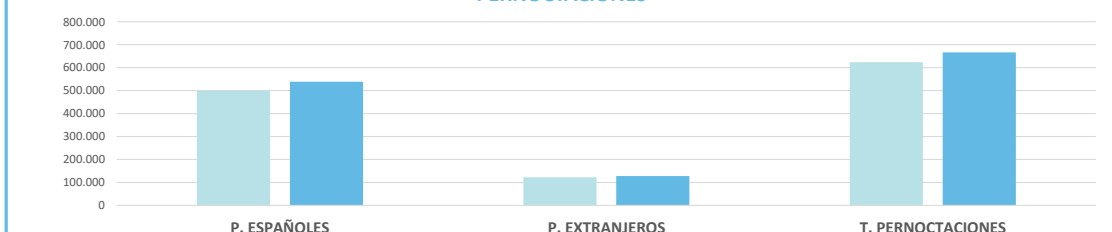
VIAJEROS



COMPARATIVA PERNOCTACIONES

| PERIODO | P. ESPAÑOLES | P. EXTRANJEROS | T. PERNOCTACIONES | GRADO OCUPACIÓN |
|------------------|--------------|----------------|-------------------|-----------------|
| MARZO 2025 | 500.274 | 122.897 | 623.171 | 36,55% |
| MARZO 2026 | 538.735 | 127.958 | 666.693 | 38,91% |
| VARIACIÓN | 7,69% | 4,12% | 6,98% | 6,46% |

PERNOCTACIONES

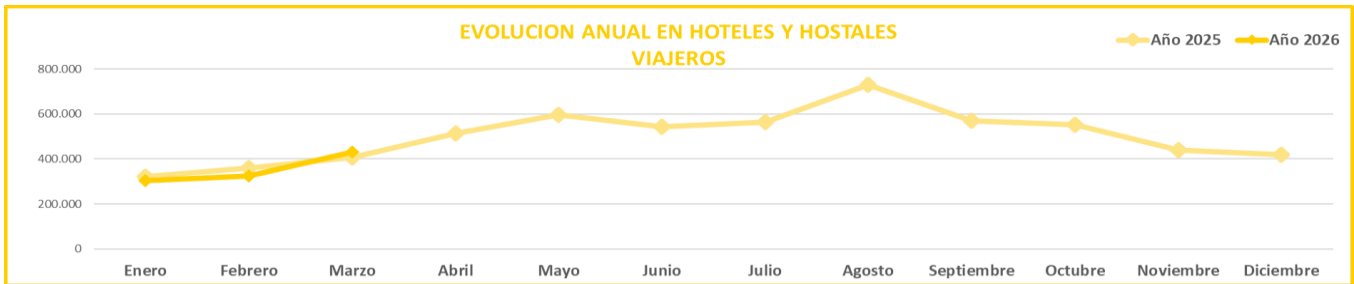
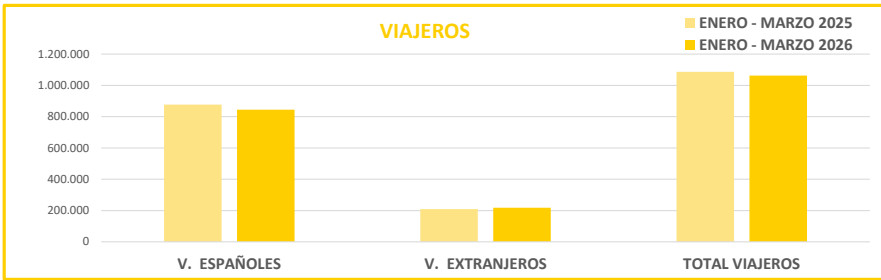


2C.- COMPARACIONES DE DATOS ACUMULADOS DE ENERO - MARZO 2025 - 2026

HOTELES Y
HOSTALES

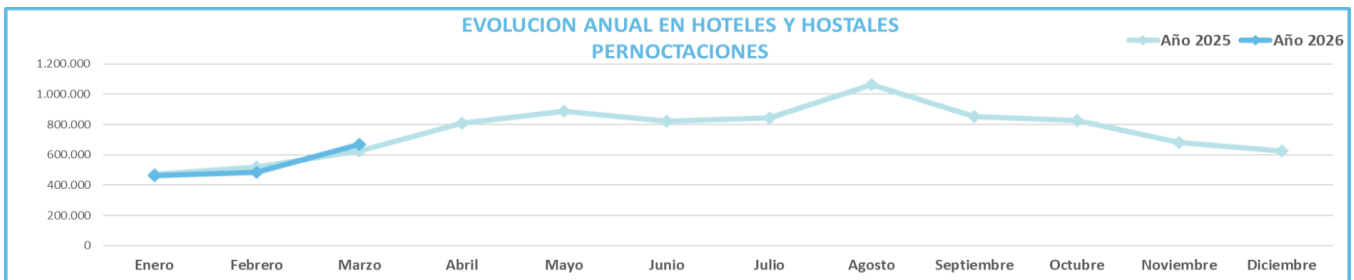
COMPARATIVA VIAJEROS

| PERIODO | V. ESPAÑOLES | V. EXTRANJEROS | TOTAL VIAJEROS |
|--------------------|--------------|----------------|----------------|
| ENERO - MARZO 2025 | 877.483 | 209.451 | 1.086.934 |
| ENERO - MARZO 2026 | 845.011 | 217.503 | 1.062.514 |
| VARIACIÓN | -3,70% | 3,84% | -2,25% |



COMPARATIVA PERNOCTACIONES

| PERIODO | P. ESPAÑOLES | P. EXTRANJEROS | T. PERNOCTACIONES | GRADO OCUPACIÓN |
|--------------------|--------------|----------------|-------------------|-----------------|
| ENERO - MARZO 2025 | 1.305.116 | 309.774 | 1.614.890 | 33,71% |
| ENERO - MARZO 2026 | 1.285.556 | 331.768 | 1.617.324 | 33,92% |
| VARIACIÓN | -1,50% | 7,10% | 0,15% | 0,63% |

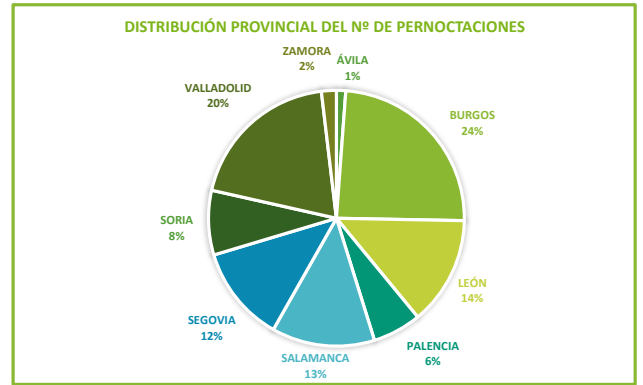
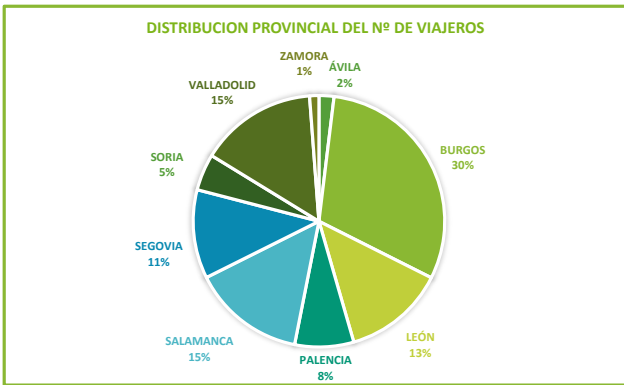


3.- PENSIONES

3a.- DATOS POR PROVINCIAS

PENSIONES

| PROVINCIAS | PENSIONES | | | | | | | |
|--------------|--------------|--------------|---------------|----------------|--------------|---------------|---------------|-------------|
| | VIAJEROS | | | PERNOCTACIONES | | | OCUPAC. | EST. MEDIA |
| | V.ESP. | V. EXTR. | T. VIAJER. | P. ESP. | P. EXTR. | T. PERNOCT. | % | DIAS |
| ÁVILA | 212 | 0 | 212 | 212 | 0 | 212 | 8,95% | 1,00 |
| BURGOS | 2.480 | 870 | 3.350 | 3.432 | 912 | 4.344 | 24,21% | 1,30 |
| LEÓN | 1.244 | 197 | 1.441 | 1.929 | 545 | 2.474 | 11,89% | 1,72 |
| PALENCIA | 258 | 575 | 833 | 392 | 716 | 1.108 | 17,85% | 1,33 |
| SALAMANCA | 1.047 | 548 | 1.595 | 1.400 | 944 | 2.344 | 28,47% | 1,47 |
| SEGOVIA | 1.008 | 247 | 1.255 | 1.809 | 381 | 2.190 | 36,49% | 1,75 |
| SORIA | 447 | 70 | 517 | 1.342 | 126 | 1.468 | 33,88% | 2,84 |
| VALLADOLID | 1.363 | 292 | 1.655 | 2.872 | 657 | 3.529 | 23,39% | 2,13 |
| ZAMORA | 108 | 23 | 131 | 301 | 38 | 339 | 4,23% | 2,59 |
| TOTAL | 8.167 | 2.822 | 10.989 | 13.689 | 4.319 | 18.008 | 20,23% | 1,64 |



3B.- COMPARACIONES MARZO 2025 Y MARZO 2026

| COMPARATIVA VIAJEROS | | | |
|----------------------|-----------------|--------------------|----------------|
| PERIODO | VIAJ. ESPAÑOLES | VIAJ. EXTRANJEROS. | TOTAL VIAJEROS |
| MARZO 2025 | 6.380 | 1.601 | 7.981 |
| MARZO 2026 | 8.167 | 2.822 | 10.989 |
| VARIACIÓN | 28,01% | 76,26% | 37,69% |



| COMPARATIVA PERNOCTACIONES | | | | |
|----------------------------|---------------|----------------|-------------------|-----------------|
| PERIODO | P. ESPAÑOLES | P. EXTRANJEROS | T. PERNOCTACIONES | GRADO OCUPACIÓN |
| MARZO 2025 | 11.202 | 2.778 | 13.980 | 16,51% |
| MARZO 2026 | 13.689 | 4.319 | 18.008 | 20,23% |
| VARIACIÓN | 22,20% | 55,47% | 28,81% | 22,60% |

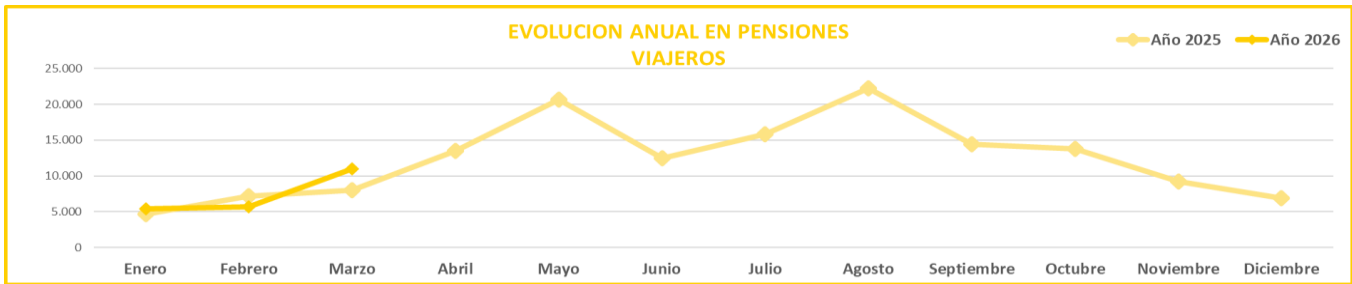
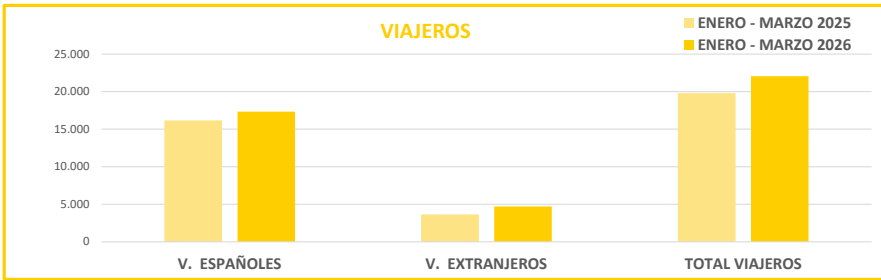


3C.- COMPARACIONES DE DATOS ACUMULADOS DE ENERO - MARZO 2025 - 2026

PENSIONES

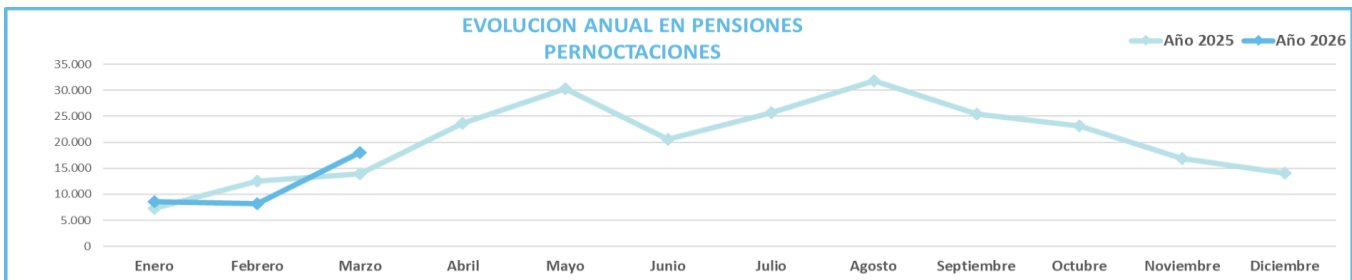
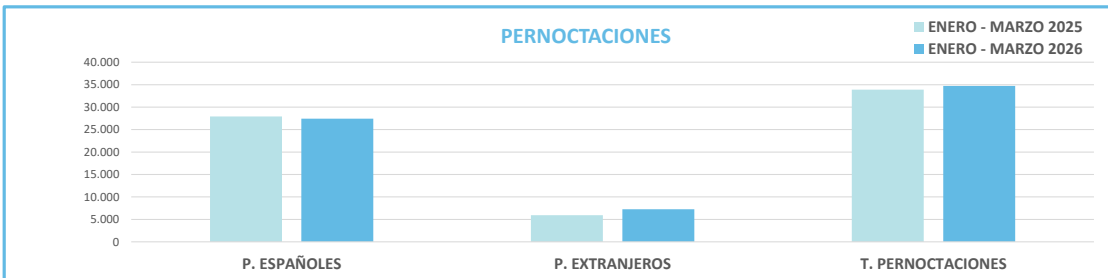
COMPARATIVA VIAJEROS

| PERIODO | V. ESPAÑOLES | V. EXTRANJEROS | TOTAL VIAJEROS |
|--------------------|--------------|----------------|----------------|
| ENERO - MARZO 2025 | 16.166 | 3.638 | 19.804 |
| ENERO - MARZO 2026 | 17.337 | 4.716 | 22.053 |
| VARIACIÓN | 7,24% | 29,63% | 11,36% |



COMPARATIVA PERNOCTACIONES

| PERIODO | P. ESPAÑOLES | P. EXTRANJEROS | T. PERNOCTACIONES | GRADO OCUPACIÓN |
|--------------------|--------------|----------------|-------------------|-----------------|
| ENERO - MARZO 2025 | 27.934 | 5.935 | 33.869 | 14,36% |
| ENERO - MARZO 2026 | 27.444 | 7.268 | 34.712 | 14,14% |
| VARIACIÓN | -1,75% | 22,46% | 2,49% | -1,52% |



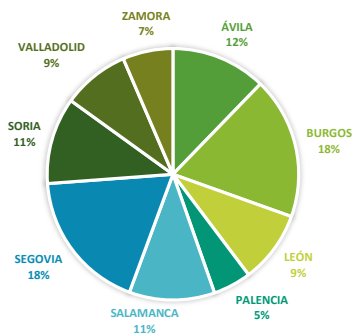
4.- TURISMO RURAL

4a.- DATOS POR PROVINCIAS

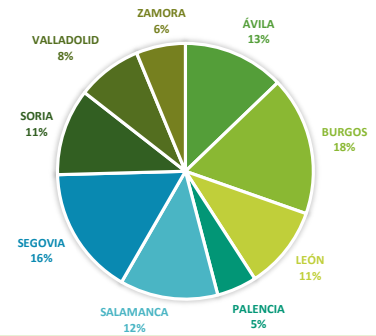
TURISMO RURAL

| TURISMO RURAL | | | | | | | | |
|---------------|---------------|--------------|---------------|----------------|---------------|----------------|---------------|-------------|
| PROVINCIAS | VIAJEROS | | | PERNOCTACIONES | | | OCUPAC. | EST. MEDIA |
| | V. ESP. | V. EXTR. | T. VIAJER. | P. ESP. | P. EXTR. | T. PERNOCT. | % | DIAS |
| ÁVILA | 7.505 | 217 | 7.722 | 13.568 | 330 | 13.898 | 10,06% | 1,80 |
| BURGOS | 10.366 | 1.118 | 11.484 | 16.716 | 2.317 | 19.033 | 13,98% | 1,66 |
| LEÓN | 4.898 | 954 | 5.852 | 10.280 | 1.109 | 11.389 | 11,94% | 1,95 |
| PALENCIA | 2.324 | 768 | 3.092 | 4.426 | 1.050 | 5.476 | 10,71% | 1,77 |
| SALAMANCA | 5.866 | 1.066 | 6.932 | 11.336 | 2.102 | 13.438 | 12,90% | 1,94 |
| SEGOVIA | 10.616 | 860 | 11.476 | 15.708 | 1.918 | 17.626 | 15,98% | 1,54 |
| SORIA | 6.067 | 954 | 7.021 | 10.848 | 1.053 | 11.901 | 13,00% | 1,70 |
| VALLADOLID | 4.976 | 441 | 5.417 | 8.398 | 516 | 8.914 | 14,92% | 1,65 |
| ZAMORA | 3.454 | 619 | 4.073 | 6.124 | 628 | 6.752 | 9,80% | 1,66 |
| TOTAL | 56.072 | 6.997 | 63.069 | 97.404 | 11.023 | 108.427 | 12,68% | 1,72 |

DISTRIBUCION PROVINCIAL DEL Nº DE VIAJEROS



DISTRIBUCIÓN PROVINCIAL DEL Nº DE PERNOCTACIONES



4B.- COMPARACIONES MARZO 2025 Y MARZO 2026

COMPARATIVA VIAJEROS

| PERIODO | VIAJ. ESPAÑOLES | VIAJ. EXTRANJEROS. | TOTAL VIAJEROS |
|------------------|-----------------|--------------------|----------------|
| MARZO 2025 | 44.515 | 5.132 | 49.647 |
| MARZO 2026 | 56.072 | 6.997 | 63.069 |
| VARIACIÓN | 25,96% | 36,34% | 27,03% |

VIAJEROS



COMPARATIVA PERNOCTACIONES

| PERIODO | PER. ESPAÑOLES | PER. EXTRANJEROS | T. PERNOCTACIONES | OCUPACIÓN |
|------------------|----------------|------------------|-------------------|---------------|
| MARZO 2025 | 74.236 | 8.156 | 82.392 | 9,71% |
| MARZO 2026 | 97.404 | 11.023 | 108.427 | 12,68% |
| VARIACIÓN | 31,21% | 35,15% | 31,60% | 30,55% |

PERNOCTACIONES

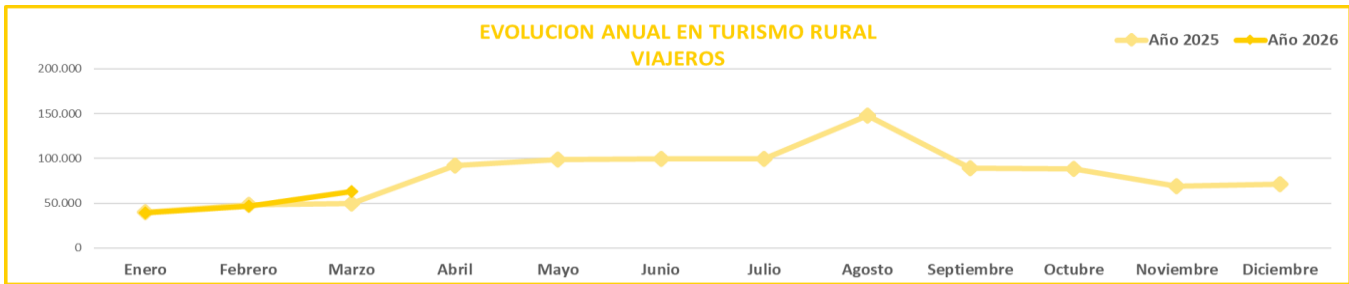


4C.- COMPARACIONES DE DATOS ACUMULADOS DE ENERO - MARZO 2025 - 2026

TURISMO RURAL

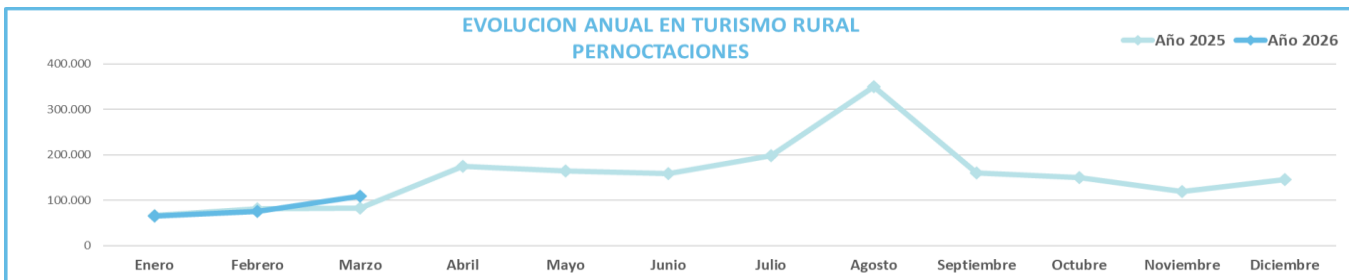
COMPARATIVA VIAJEROS

| PERIODO | VIAJ. ESPAÑOLES | VIAJ. EXTRANJEROS. | TOTAL VIAJEROS |
|--------------------|-----------------|--------------------|----------------|
| ENERO - MARZO 2025 | 125.390 | 12.807 | 138.197 |
| ENERO - MARZO 2026 | 135.785 | 13.129 | 148.914 |
| VARIACIÓN | 8,29% | 2,51% | 7,75% |



COMPARATIVA PERNOCTACIONES

| PERIODO | P. ESPAÑOLES | P. EXTRANJEROS | T. PERNOCTACIONES | GRADO OCUPACIÓN |
|--------------------|--------------|----------------|-------------------|-----------------|
| ENERO - MARZO 2025 | 211.115 | 19.237 | 230.352 | 9,19% |
| ENERO - MARZO 2026 | 228.561 | 20.610 | 249.171 | 10,57% |
| VARIACIÓN | 8,26% | 7,14% | 8,17% | 15,04% |



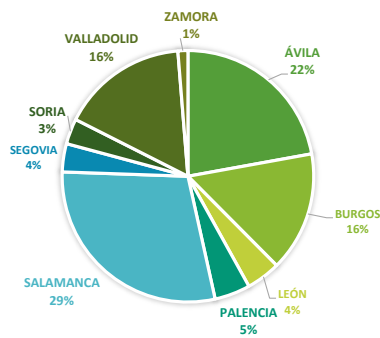
5.- CAMPING

5a.- DATOS POR PROVINCIAS

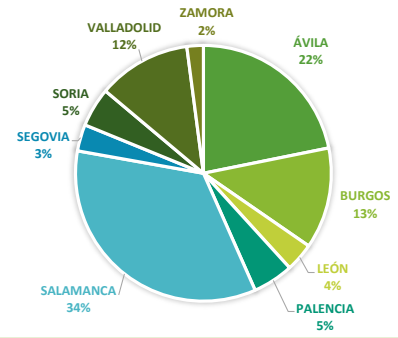
CAMPING

| CAMPING | | | | | | | | |
|--------------|--------------|--------------|---------------|----------------|---------------|---------------|--------------|-------------|
| PROVINCIAS | VIAJEROS | | | PERNOCTACIONES | | | OCUPAC. | EST. MEDIA |
| | V.ESP. | V. EXTR. | T. VIAJER | P. ESP. | P. EXTR. | T. PERNOCT. | % | DIAS |
| ÁVILA | 3.429 | 11 | 3.440 | 6.552 | 17 | 6.569 | 4,59% | 1,91 |
| BURGOS | 578 | 1.815 | 2.393 | 1.275 | 2.575 | 3.850 | 3,43% | 1,61 |
| LEÓN | 497 | 187 | 684 | 903 | 187 | 1.090 | 0,95% | 1,59 |
| PALENCIA | 680 | 31 | 711 | 1.499 | 46 | 1.545 | 5,33% | 2,17 |
| SALAMANCA | 1.615 | 2.895 | 4.510 | 4.466 | 5.898 | 10.364 | 9,68% | 2,30 |
| SEGOVIA | 408 | 156 | 564 | 808 | 204 | 1.012 | 3,23% | 1,79 |
| SORIA | 508 | 0 | 508 | 1.491 | 0 | 1.491 | 0,85% | 2,94 |
| VALLADOLID | 570 | 1.957 | 2.527 | 915 | 2.636 | 3.551 | 10,79% | 1,41 |
| ZAMORA | 193 | 6 | 199 | 616 | 9 | 625 | 3,13% | 3,14 |
| TOTAL | 8.478 | 7.058 | 15.536 | 18.525 | 11.572 | 30.097 | 3,93% | 1,94 |

DISTRIBUCION PROVINCIAL DEL Nº DE VIAJEROS



DISTRIBUCIÓN PROVINCIAL DEL Nº DE PERNOCTACIONES



5B.- COMPARACIONES MARZO 2025 Y MARZO 2026

COMPARATIVA VIAJEROS

| PERIODO | VIAJ. ESPAÑOLES | VIAJ. EXTRANJEROS. | TOTAL VIAJEROS |
|------------------|-----------------|--------------------|----------------|
| MARZO 2025 | 5.758 | 6.854 | 12.612 |
| MARZO 2026 | 8.478 | 7.058 | 15.536 |
| VARIACIÓN | 47,24% | 2,98% | 23,18% |

VIAJEROS



COMPARATIVA PERNOCTACIONES

| PERIODO | PER. ESPAÑOLES | PER. EXTRANJEROS | T. PERNOCTACIONES | OCUPACIÓN |
|------------------|----------------|------------------|-------------------|---------------|
| MARZO 2025 | 10.481 | 10.023 | 20.504 | 2,84% |
| MARZO 2026 | 18.525 | 11.572 | 30.097 | 3,93% |
| VARIACIÓN | 76,75% | 15,45% | 46,79% | 38,39% |

PERNOCTACIONES

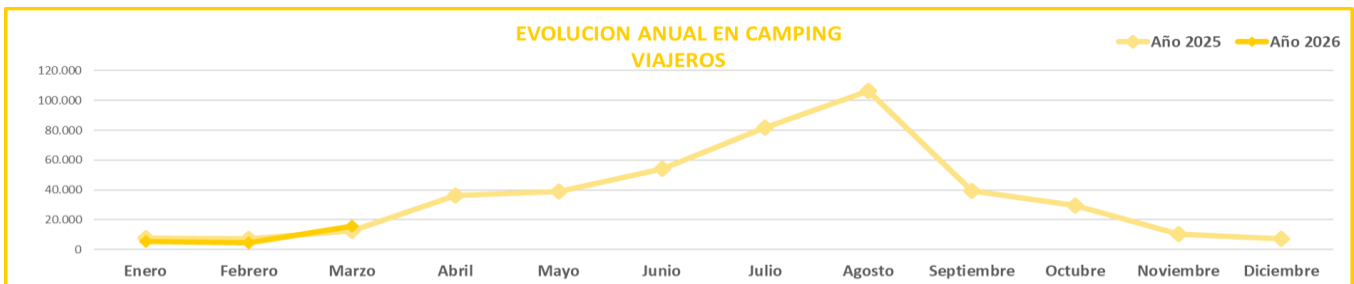


5C.- COMPARACIONES DE DATOS ACUMULADOS DE ENERO - MARZO 2025 - 2026

CAMPING

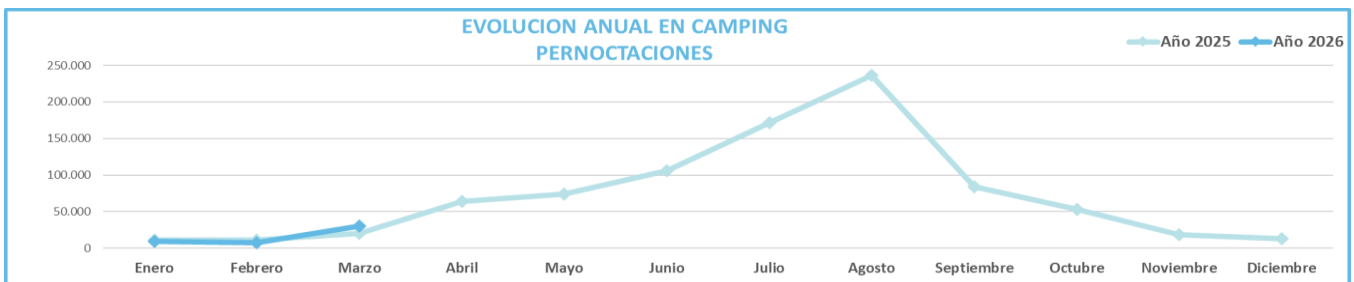
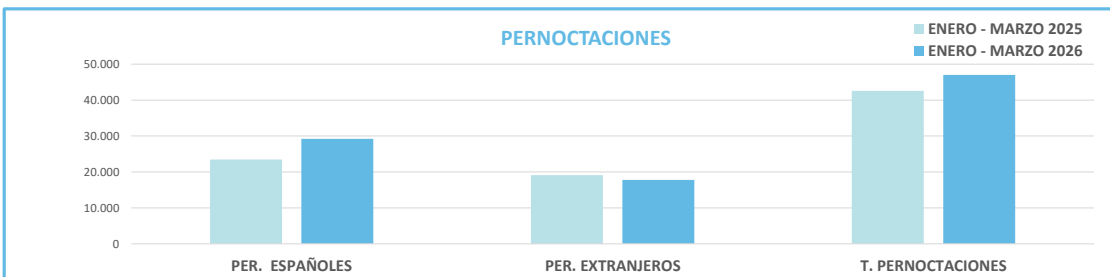
COMPARATIVA VIAJEROS

| PERIODO | VIAJ. ESPAÑOLES | VIAJ. EXTRANJEROS. | TOTAL VIAJEROS |
|--------------------|-----------------|--------------------|----------------|
| ENERO - MARZO 2025 | 13.957 | 13.453 | 27.410 |
| ENERO - MARZO 2026 | 14.222 | 11.650 | 25.872 |
| VARIACIÓN | 1,90% | -13,40% | -5,61% |



COMPARATIVA PERNOCTACIONES

| PERIODO | PER. ESPAÑOLES | PER. EXTRANJEROS | T. PERNOCTACIONES | OCUPACIÓN |
|--------------------|----------------|------------------|-------------------|-----------|
| ENERO - MARZO 2025 | 23.480 | 19.111 | 42.591 | 2,58% |
| ENERO - MARZO 2026 | 29.222 | 17.808 | 47.030 | 3,07% |
| VARIACIÓN | 24,45% | -6,82% | 10,42% | 19,21% |

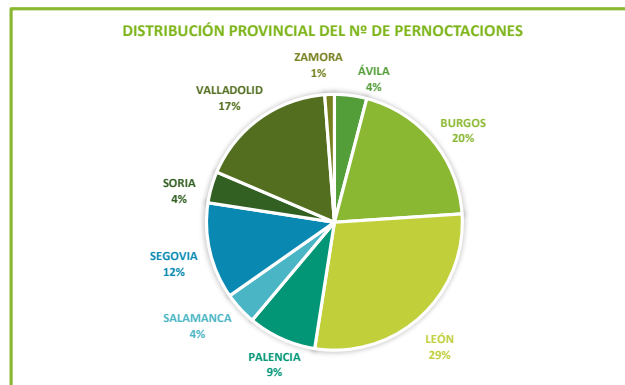
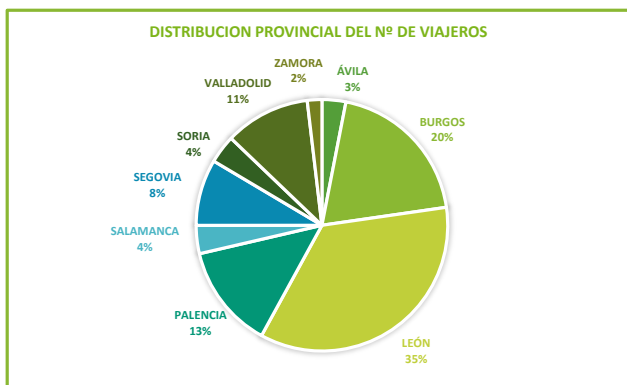


6.- ALBERGUES

6a.- DATOS POR PROVINCIAS

ALBERGUES

| ALBERGUES | | | | | | | | |
|--------------|---------------|--------------|---------------|----------------|--------------|---------------|---------------|-------------|
| PROVINCIAS | VIAJEROS | | | PERNOCTACIONES | | | OCUPAC. | EST. MEDIA |
| | V.ESP. | V. EXTR. | T. VIAJER | P. ESP. | P. EXTR. | T. PERNOCT. | % | DIAS |
| ÁVILA | 354 | 412 | 766 | 823 | 752 | 1.575 | 10,34% | 2,06 |
| BURGOS | 4.121 | 783 | 4.904 | 6.900 | 783 | 7.683 | 12,63% | 1,57 |
| LEÓN | 6.187 | 2.615 | 8.802 | 7.844 | 3.178 | 11.022 | 15,83% | 1,25 |
| PALENCIA | 1.980 | 1.363 | 3.343 | 1.980 | 1.363 | 3.343 | 21,23% | 1,00 |
| SALAMANCA | 662 | 243 | 905 | 1.360 | 243 | 1.603 | 9,55% | 1,77 |
| SEGOVIA | 2.030 | 101 | 2.131 | 4.409 | 298 | 4.707 | 11,72% | 2,21 |
| SORIA | 905 | 0 | 905 | 1.536 | 0 | 1.536 | 9,99% | 1,70 |
| VALLADOLID | 2.632 | 107 | 2.739 | 6.286 | 429 | 6.715 | 22,43% | 2,45 |
| ZAMORA | 112 | 356 | 468 | 112 | 356 | 468 | 14,58% | 1,00 |
| TOTAL | 18.983 | 5.980 | 24.963 | 31.250 | 7.402 | 38.652 | 14,48% | 1,55 |



6B.- COMPARACIONES MARZO 2025 Y MARZO 2026

| COMPARATIVA VIAJEROS | | | |
|----------------------|-----------------|-------------------|----------------|
| PERIODO | VIAJ. ESPAÑOLES | VIAJ. EXTRANJEROS | TOTAL VIAJEROS |
| MARZO 2025 | 15.215 | 4.382 | 19.597 |
| MARZO 2026 | 18.983 | 5.980 | 24.963 |
| VARIACIÓN | 24,77% | 36,47% | 27,38% |



| COMPARATIVA PERNOCTACIONES | | | | |
|----------------------------|-----------------|-------------------|----------------------|---------------|
| PERIODO | PERN. ESPAÑOLES | PERN. EXTRANJEROS | TOTAL PERNOCTACIONES | OCUPACIÓN |
| MARZO 2025 | 25.447 | 6.485 | 31.932 | 11,87% |
| MARZO 2026 | 31.250 | 7.402 | 38.652 | 14,48% |
| VARIACIÓN | 22,80% | 14,14% | 21,04% | 21,99% |

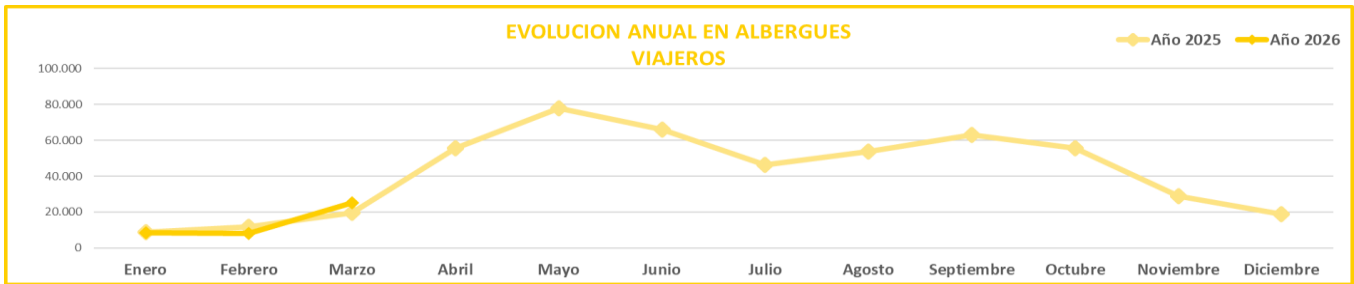


6C.- COMPARACIONES DE DATOS ACUMULADOS DE ENERO - MARZO 2025 - 2026

ALBERGUES

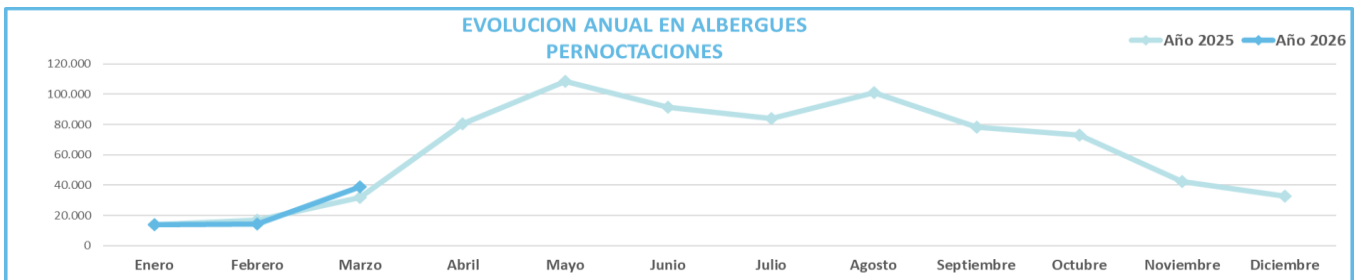
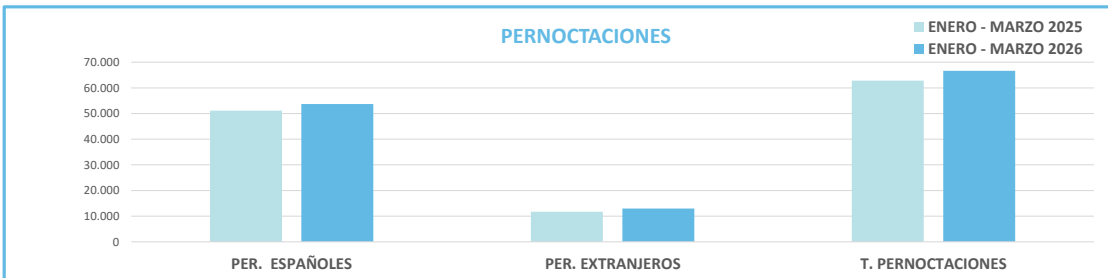
COMPARATIVA VIAJEROS

| PERIODO | VIAJ. ESPAÑOLES | VIAJ. EXTRANJEROS. | TOTAL VIAJEROS |
|--------------------|-----------------|--------------------|----------------|
| ENERO - MARZO 2025 | 31.480 | 8.568 | 40.048 |
| ENERO - MARZO 2026 | 31.653 | 9.527 | 41.180 |
| VARIACIÓN | 0,55% | 11,19% | 2,83% |



COMPARATIVA PERNOCTACIONES

| PERIODO | PER. ESPAÑOLES | PER. EXTRANJEROS | T. PERNOCTACIONES | OCUPACIÓN |
|--------------------|----------------|------------------|-------------------|-----------|
| ENERO - MARZO 2025 | 51.117 | 11.703 | 62.820 | 8,48% |
| ENERO - MARZO 2026 | 53.665 | 12.993 | 66.658 | 9,74% |
| VARIACIÓN | 4,98% | 11,02% | 6,11% | 14,77% |



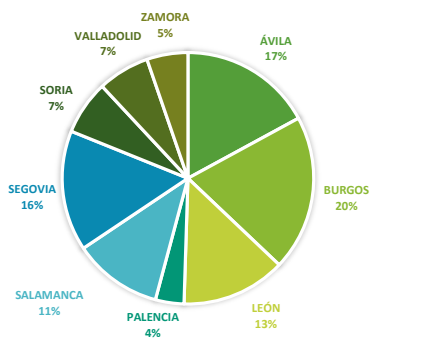
7.- VIVIENDAS DE USO TURÍSTICO

7a.- DATOS POR PROVINCIAS

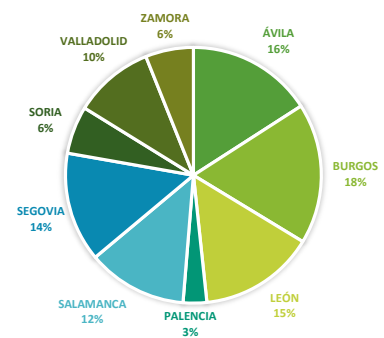
VIVIENDAS DE USO TURÍSTICO

| PROVINCIAS | VIVIENDAS DE USO TURÍSTICO | | | | | | | |
|--------------|----------------------------|--------------|---------------|----------------|--------------|---------------|---------------|-------------|
| | VIAJEROS | | | PERNOCTACIONES | | | OCUPAC. | EST. MEDIA |
| | V.ESP. | V. EXTR. | T. VIAJER | P. ESP. | P. EXTR. | T. PERNOCT. | % | DIAS |
| ÁVILA | 6.511 | 65 | 6.576 | 12.695 | 261 | 12.956 | 10,50% | 1,97 |
| BURGOS | 7.134 | 568 | 7.702 | 13.190 | 1.296 | 14.486 | 18,80% | 1,88 |
| LEÓN | 4.816 | 350 | 5.166 | 11.104 | 818 | 11.922 | 13,02% | 2,31 |
| PALENCIA | 1.301 | 113 | 1.414 | 2.206 | 227 | 2.433 | 17,34% | 1,72 |
| SALAMANCA | 3.658 | 748 | 4.406 | 8.231 | 2.050 | 10.281 | 21,98% | 2,33 |
| SEGOVIA | 5.783 | 180 | 5.963 | 10.866 | 420 | 11.286 | 8,97% | 1,89 |
| SORIA | 2.491 | 187 | 2.678 | 4.733 | 187 | 4.920 | 14,36% | 1,84 |
| VALLADOLID | 2.231 | 337 | 2.568 | 7.172 | 1.080 | 8.252 | 19,21% | 3,21 |
| ZAMORA | 1.967 | 65 | 2.032 | 4.756 | 181 | 4.937 | 11,28% | 2,43 |
| TOTAL | 35.892 | 2.613 | 38.505 | 74.953 | 6.520 | 81.473 | 13,59% | 2,12 |

DISTRIBUCION PROVINCIAL DEL Nº DE VIAJEROS



DISTRIBUCIÓN PROVINCIAL DEL Nº DE PERNOCTACIONES

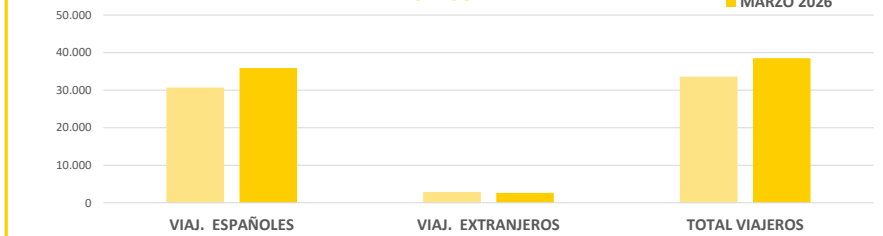


7B.- COMPARACIONES MARZO 2025 Y MARZO 2026

COMPARATIVA VIAJEROS

| PERIODO | VIAJ. ESPAÑOLES | VIAJ. EXTRANJEROS | TOTAL VIAJEROS |
|------------|-----------------|-------------------|----------------|
| MARZO 2025 | 30.708 | 2.860 | 33.568 |
| MARZO 2026 | 35.892 | 2.613 | 38.505 |
| VARIACIÓN | 16,88% | -8,64% | 14,71% |

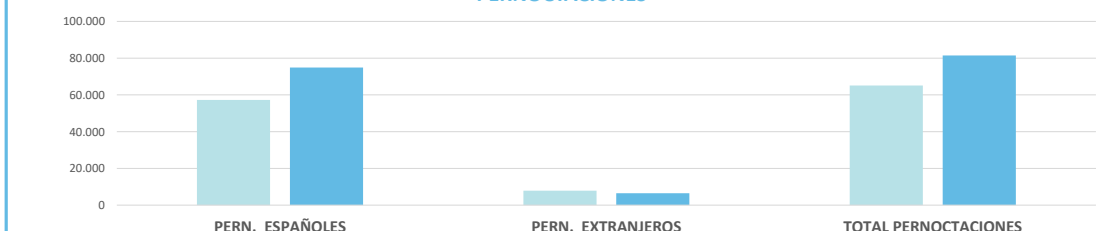
VIAJEROS



COMPARATIVA PERNOCTACIONES

| PERIODO | PERN. ESPAÑOLES | PERN. EXTRANJEROS | TOTAL PERNOCTACIONES | OCUPACIÓN |
|------------|-----------------|-------------------|----------------------|-----------|
| MARZO 2025 | 57.310 | 7.843 | 65.153 | 10,74% |
| MARZO 2026 | 74.953 | 6.520 | 81.473 | 13,59% |
| VARIACIÓN | 30,79% | -16,87% | 25,05% | 26,53% |

PERNOCTACIONES

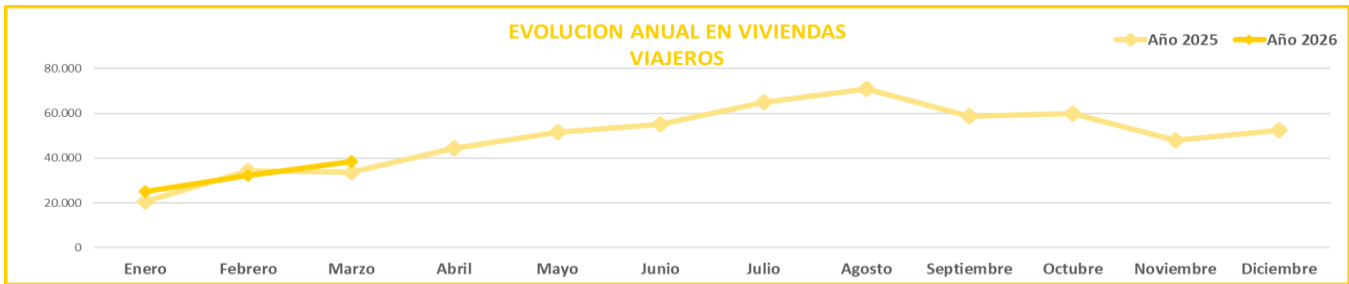


7C.- COMPARACIONES DE DATOS ACUMULADOS DE ENERO - MARZO 2025 - 2026

VIVIENDAS
DE USO
TURÍSTICO

COMPARATIVA VIAJEROS

| PERIODO | V. ESPAÑOLES | V. EXTRANJEROS | TOTAL VIAJEROS |
|--------------------|--------------|----------------|----------------|
| ENERO - MARZO 2025 | 78.002 | 10.303 | 88.305 |
| ENERO - MARZO 2026 | 87.540 | 8.289 | 95.829 |
| VARIACIÓN | 12,23% | -19,55% | 8,52% |



COMPARATIVA PERNOCTACIONES

| PERIODO | P. ESPAÑOLES | P. EXTRANJEROS | T. PERNOCTACIONES | GRADO OCUPACIÓN |
|--------------------|--------------|----------------|-------------------|-----------------|
| ENERO - MARZO 2025 | 144.549 | 24.700 | 169.249 | 9,67% |
| ENERO - MARZO 2026 | 170.819 | 19.158 | 189.977 | 10,71% |
| VARIACIÓN | 18,17% | -22,44% | 12,25% | 10,79% |



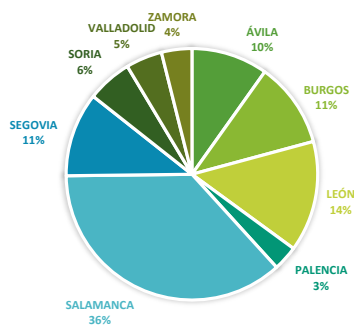
8.- APARTAMENTOS TURÍSTICOS

8a.- DATOS POR PROVINCIAS

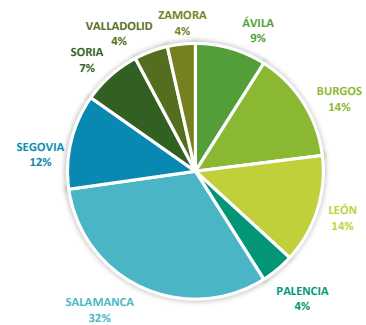
APARTAM.
TURÍSTICOS

| APARTAMENTOS TURÍSTICOS | | | | | | | | |
|-------------------------|---------------|--------------|---------------|----------------|--------------|---------------|---------------|-------------|
| PROVINCIAS | VIAJEROS | | | PERNOCTACIONES | | | OCUPAC. | EST. MEDIA |
| | V.ESP. | V. EXTR. | T. VIAJER | P. ESP. | P. EXTR. | T. PERNOCT. | % | DIAS |
| ÁVILA | 2.261 | 81 | 2.342 | 4.549 | 190 | 4.739 | 12,01% | 2,02 |
| BURGOS | 2.122 | 488 | 2.610 | 6.208 | 1.199 | 7.407 | 23,85% | 2,84 |
| LEÓN | 3.135 | 257 | 3.392 | 6.605 | 670 | 7.275 | 17,10% | 2,14 |
| PALENCIA | 448 | 315 | 763 | 1.518 | 705 | 2.223 | 27,02% | 2,91 |
| SALAMANCA | 6.782 | 1.922 | 8.704 | 12.912 | 3.831 | 16.743 | 27,79% | 1,92 |
| SEGOVIA | 2.298 | 279 | 2.577 | 5.730 | 607 | 6.337 | 15,64% | 2,46 |
| SORIA | 1.339 | 37 | 1.376 | 3.823 | 111 | 3.934 | 17,85% | 2,86 |
| VALLADOLID | 1.055 | 59 | 1.114 | 2.150 | 97 | 2.247 | 5,42% | 2,02 |
| ZAMORA | 877 | 52 | 929 | 1.754 | 104 | 1.858 | 12,02% | 2,00 |
| TOTAL | 20.317 | 3.490 | 23.807 | 45.249 | 7.514 | 52.763 | 17,53% | 2,22 |

DISTRIBUCION PROVINCIAL DEL Nº DE VIAJEROS



DISTRIBUCIÓN PROVINCIAL DEL Nº DE PERNOCTACIONES

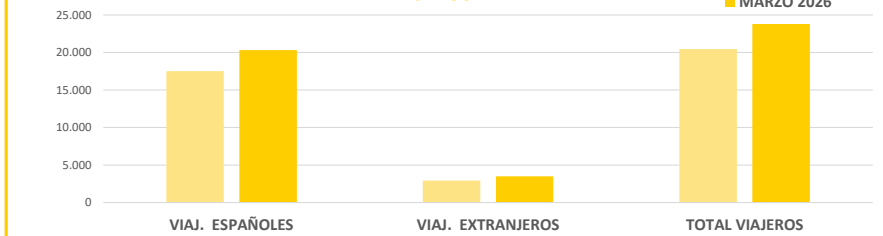


8B.- COMPARACIONES MARZO 2025 Y MARZO 2026

COMPARATIVA VIAJEROS

| PERIODO | VIAJ. ESPAÑOLES | VIAJ. EXTRANJEROS | TOTAL VIAJEROS |
|------------------|-----------------|-------------------|----------------|
| MARZO 2025 | 17.509 | 2.941 | 20.450 |
| MARZO 2026 | 20.317 | 3.490 | 23.807 |
| VARIACIÓN | 16,04% | 18,67% | 16,42% |

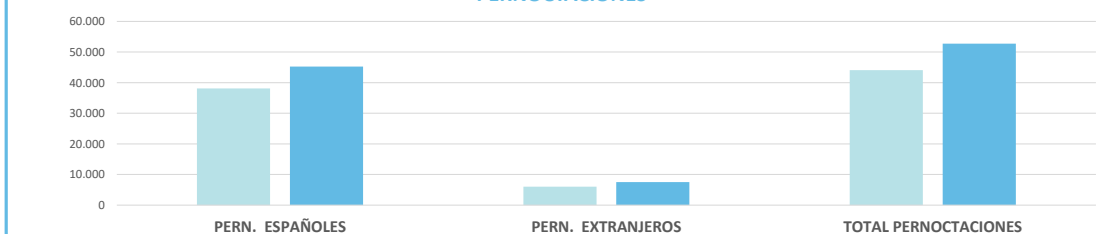
VIAJEROS



COMPARATIVA PERNOCTACIONES

| PERIODO | PERN. ESPAÑOLES | PERN. EXTRANJEROS | TOTAL PERNOCTACIONES | OCUPACIÓN |
|------------------|-----------------|-------------------|----------------------|--------------|
| MARZO 2025 | 38.088 | 6.014 | 44.102 | 16,69% |
| MARZO 2026 | 45.249 | 7.514 | 52.763 | 17,53% |
| VARIACIÓN | 18,80% | 24,94% | 19,64% | 5,05% |

PERNOCTACIONES

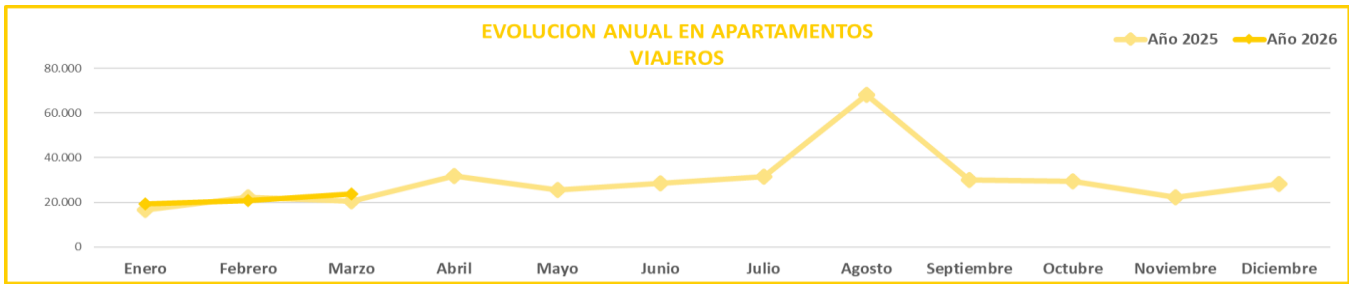


8C.- COMPARACIONES DE DATOS ACUMULADOS DE ENERO - MARZO 2025 - 2026

APARTAM.
TURÍSTICOS

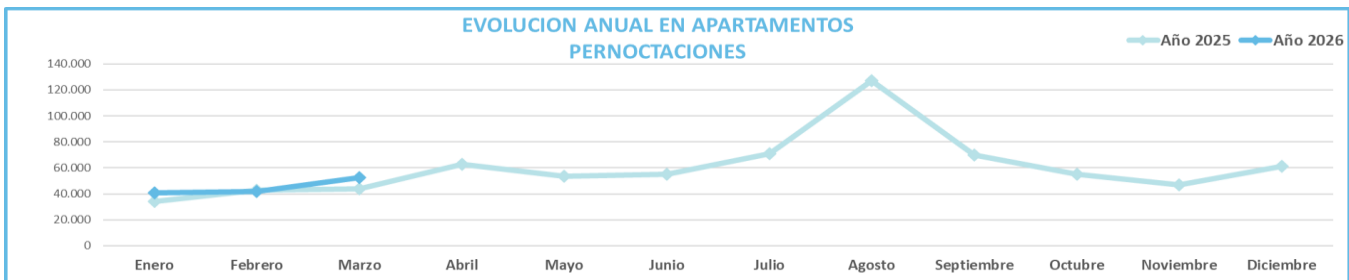
COMPARATIVA VIAJEROS

| PERIODO | V. ESPAÑOLES | V. EXTRANJEROS | TOTAL VIAJEROS |
|--------------------|--------------|----------------|----------------|
| ENERO - MARZO 2025 | 50.787 | 8.620 | 59.407 |
| ENERO - MARZO 2026 | 53.232 | 10.605 | 63.837 |
| VARIACIÓN | 4,81% | 23,03% | 7,46% |



COMPARATIVA PERNOCTACIONES

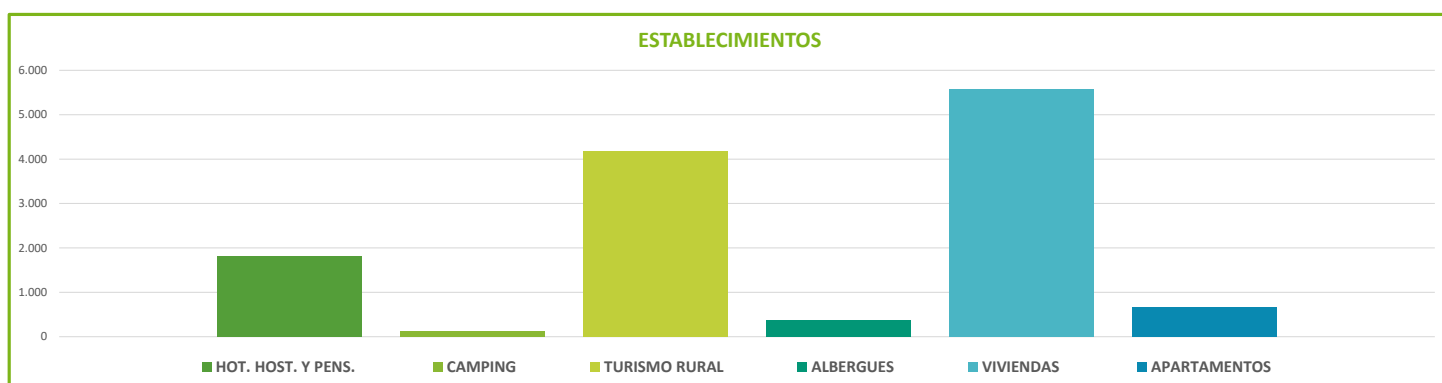
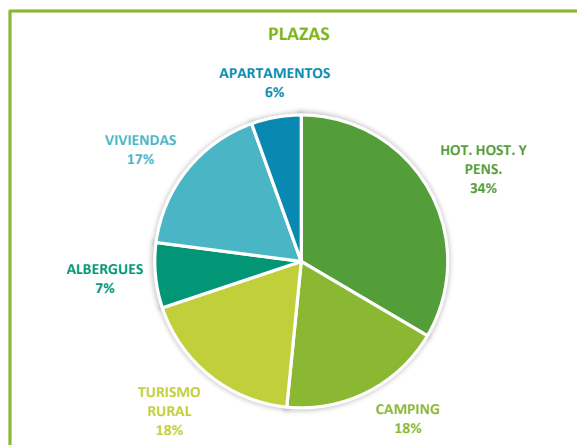
| PERIODO | P. ESPAÑOLES | P. EXTRANJEROS | T. PERNOCTACIONES | GRADO OCUPACIÓN |
|--------------------|--------------|----------------|-------------------|-----------------|
| ENERO - MARZO 2025 | 104.622 | 16.292 | 120.914 | 15,24% |
| ENERO - MARZO 2026 | 113.560 | 21.552 | 135.112 | 15,85% |
| VARIACIÓN | 8,54% | 32,29% | 11,74% | 4,02% |



II OFERTA

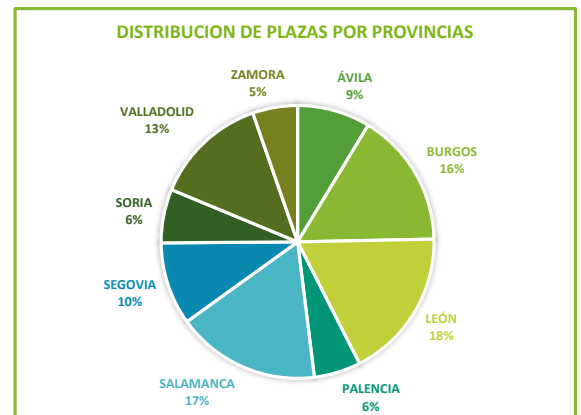
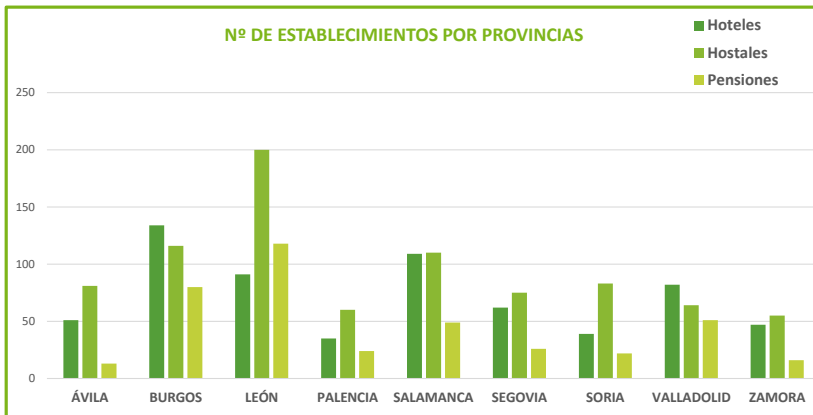
1.- EVOLUCIÓN DE LA OFERTA DE ALOJAMIENTOS

| MARZO | | AÑO 2025 | AÑO 2026 | VARIACIÓN |
|--------------------|------------------|----------|----------|-----------|
| HOT. HOST. Y PENS. | ESTABLECIMIENTOS | 1.798 | 1.805 | 0,39% |
| | PLAZAS | 69.839 | 69.741 | -0,14% |
| CAMPING | ESTABLECIMIENTOS | 118 | 120 | 1,69% |
| | PLAZAS | 37.647 | 37.715 | 0,18% |
| TURISMO RURAL | ESTABLECIMIENTOS | 4.195 | 4.181 | -0,33% |
| | PLAZAS | 38.192 | 38.097 | -0,25% |
| ALBERGUES | ESTABLECIMIENTOS | 359 | 371 | 3,34% |
| | PLAZAS | 14.649 | 15.000 | 2,40% |
| VIVIENDAS | ESTABLECIMIENTOS | 5.015 | 5.575 | 11,17% |
| | PLAZAS | 32.199 | 36.321 | 12,80% |
| APARTAMENTOS | ESTABLECIMIENTOS | 600 | 671 | 11,83% |
| | PLAZAS | 10.478 | 11.455 | 9,32% |
| TOTAL | ESTABLECIMIENTOS | 12.085 | 12.723 | 5,28% |
| | PLAZAS | 203.004 | 208.329 | 2,62% |



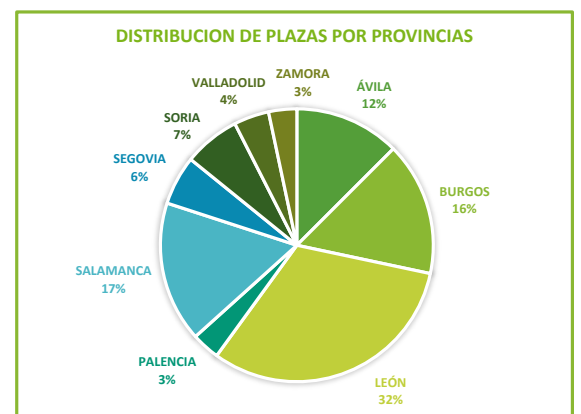
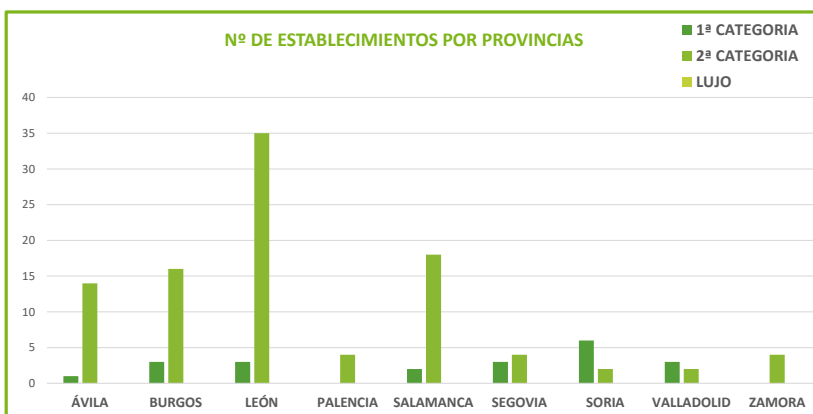
2.- HOTELES, HOSTALES Y PENSIONES

| PROVINCIAS | HOTELES | | HOSTALES | | PENSIONES | | TOTAL | |
|--------------|------------------|---------------|------------------|---------------|------------------|--------------|------------------|---------------|
| | ESTABLECIMIENTOS | PLAZAS | ESTABLECIMIENTOS | PLAZAS | ESTABLECIMIENTOS | PLAZAS | ESTABLECIMIENTOS | PLAZAS |
| ÁVILA | 58 | 4.055 | 81 | 1.836 | 10 | 147 | 149 | 6.038 |
| BURGOS | 121 | 7.470 | 108 | 2.621 | 70 | 1.078 | 299 | 11.169 |
| LEÓN | 93 | 6.750 | 193 | 4.364 | 113 | 1.326 | 399 | 12.440 |
| PALENCIA | 36 | 2.235 | 58 | 1.342 | 22 | 274 | 116 | 3.851 |
| SALAMANCA | 106 | 8.806 | 107 | 2.556 | 40 | 513 | 253 | 11.875 |
| SEGOVIA | 65 | 4.456 | 78 | 2.041 | 29 | 358 | 172 | 6.855 |
| SORIA | 44 | 2.318 | 81 | 1.921 | 16 | 198 | 141 | 4.437 |
| VALLADOLID | 76 | 7.150 | 56 | 1.469 | 38 | 745 | 170 | 9.364 |
| ZAMORA | 41 | 2.222 | 50 | 1.215 | 15 | 275 | 106 | 3.712 |
| TOTAL | 640 | 45.462 | 812 | 19.365 | 353 | 4.914 | 1.805 | 69.741 |



3.- CAMPING

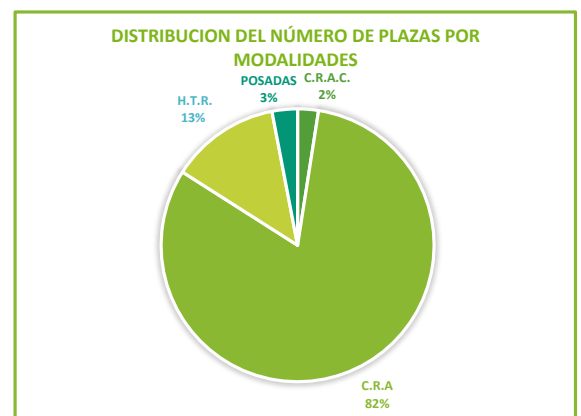
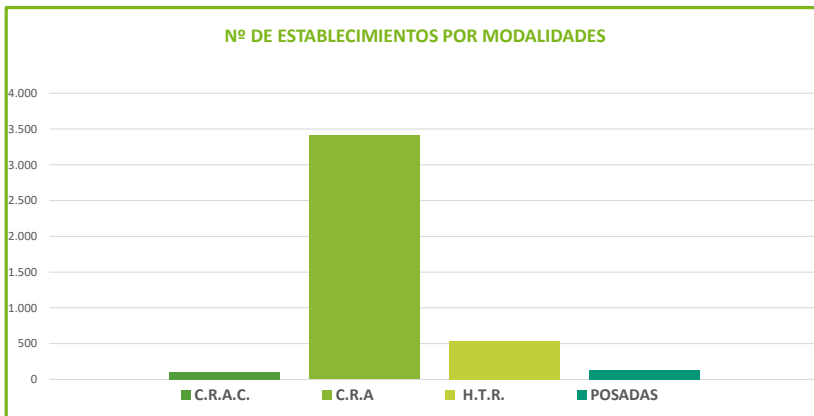
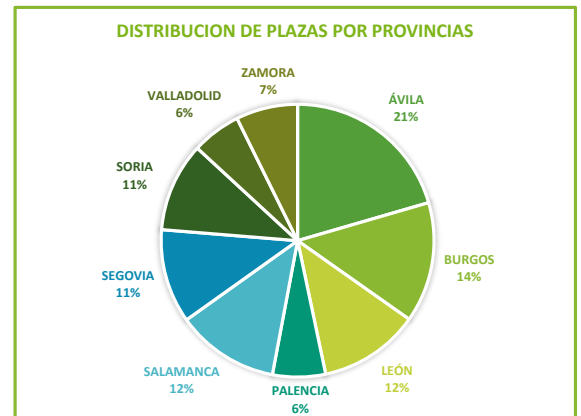
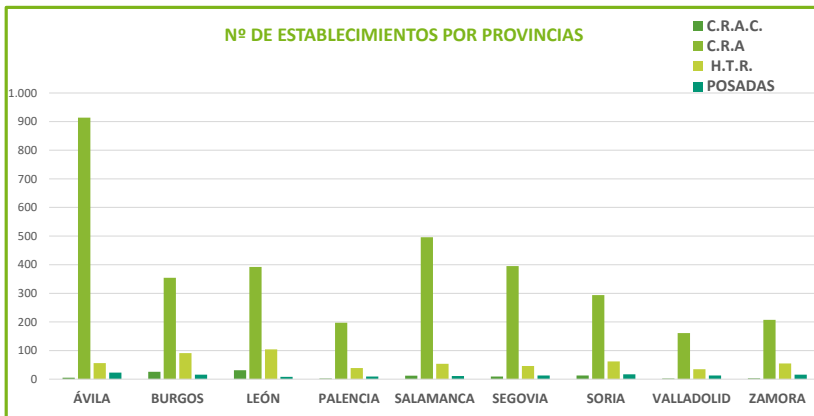
| PROVINCIAS | 1ª CATEGORIA | | 2ª CATEGORIA | | LUJO | | TOTAL | |
|--------------|------------------|---------------|------------------|---------------|------------------|----------|------------------|---------------|
| | ESTABLECIMIENTOS | PLAZAS | ESTABLECIMIENTOS | PLAZAS | ESTABLECIMIENTOS | PLAZAS | ESTABLECIMIENTOS | PLAZAS |
| ÁVILA | 1 | 528 | 14 | 5.073 | 0 | 0 | 15 | 5.601 |
| BURGOS | 3 | 2.238 | 16 | 4.377 | 0 | 0 | 19 | 6.615 |
| LEÓN | 3 | 1.135 | 35 | 7.465 | 0 | 0 | 38 | 8.600 |
| PALENCIA | 0 | 0 | 4 | 1.283 | 0 | 0 | 4 | 1.283 |
| SALAMANCA | 2 | 1.062 | 18 | 4.150 | 0 | 0 | 20 | 5.212 |
| SEGOVIA | 3 | 1.303 | 4 | 657 | 0 | 0 | 7 | 1.960 |
| SORIA | 6 | 5.278 | 2 | 840 | 0 | 0 | 8 | 6.118 |
| VALLADOLID | 3 | 1.248 | 2 | 38 | 0 | 0 | 5 | 1.286 |
| ZAMORA | 0 | 0 | 4 | 1.040 | 0 | 0 | 4 | 1.040 |
| TOTAL | 21 | 12.792 | 99 | 24.923 | 0 | 0 | 120 | 37.715 |



4.- ALOJAMIENTOS DE TURISMO RURAL

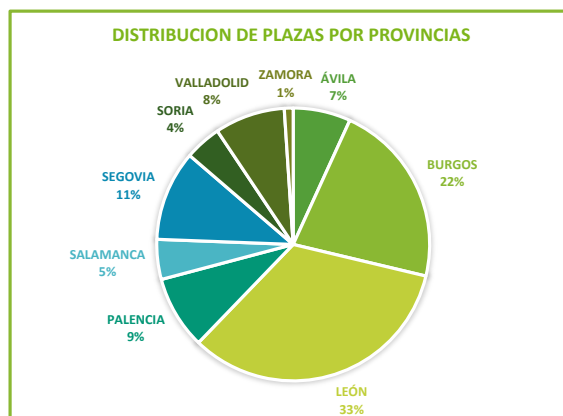
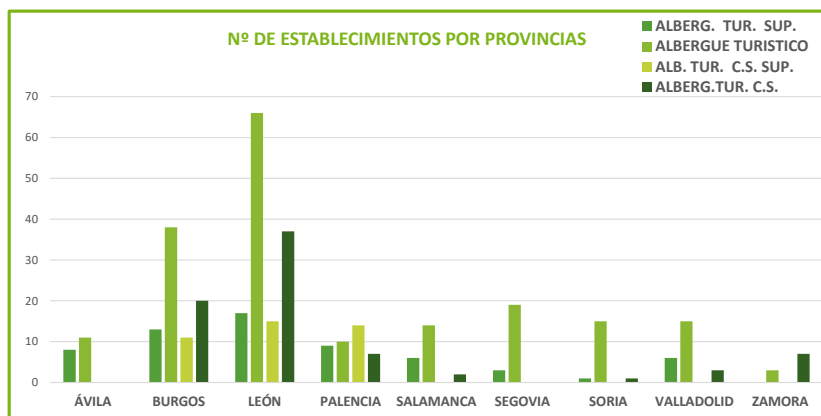
| PROVINCIAS | C.R.A.C. | | C.R.A | | H.T.R. | | POSADAS | | TOTAL | |
|--------------|------------|------------|--------------|---------------|------------|---------------|------------|--------------|--------------|---------------|
| | ESTABLEC. | PLAZAS | ESTABLEC. | PLAZAS | ESTABLEC. | PLAZAS | ESTABLEC. | PLAZAS | ESTABLEC. | PLAZAS |
| ÁVILA | 5 | 47 | 914 | 5.834 | 56 | 1.199 | 23 | 732 | 998 | 7.812 |
| BURGOS | 26 | 218 | 354 | 3.225 | 91 | 1.631 | 16 | 362 | 487 | 5.436 |
| LEÓN | 31 | 249 | 392 | 2.199 | 104 | 1.919 | 8 | 175 | 535 | 4.542 |
| PALENCIA | 2 | 18 | 197 | 1.413 | 39 | 760 | 9 | 197 | 247 | 2.388 |
| SALAMANCA | 12 | 76 | 496 | 3.228 | 54 | 1.045 | 11 | 290 | 573 | 4.639 |
| SEGOVIA | 9 | 80 | 395 | 2.998 | 46 | 910 | 13 | 260 | 463 | 4.248 |
| SORIA | 13 | 113 | 294 | 2.348 | 62 | 1.184 | 17 | 382 | 386 | 4.027 |
| VALLADOLID | 2 | 17 | 161 | 1.221 | 35 | 713 | 13 | 267 | 211 | 2.218 |
| ZAMORA | 3 | 22 | 207 | 1.405 | 55 | 1.007 | 16 | 353 | 281 | 2.787 |
| TOTAL | 103 | 840 | 3.410 | 23.871 | 542 | 10.368 | 126 | 3.018 | 4.181 | 38.097 |

C.R.A.C.: Casa Rural de Alojamiento Compartido **C.R.A.:** Casa Rural de Alquiler **H.T.R.:** Hoteles de Turismo Rural



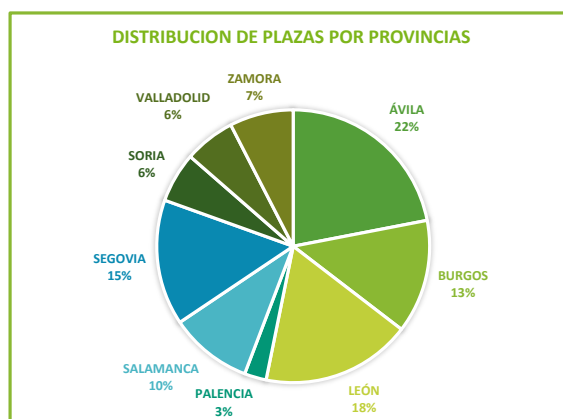
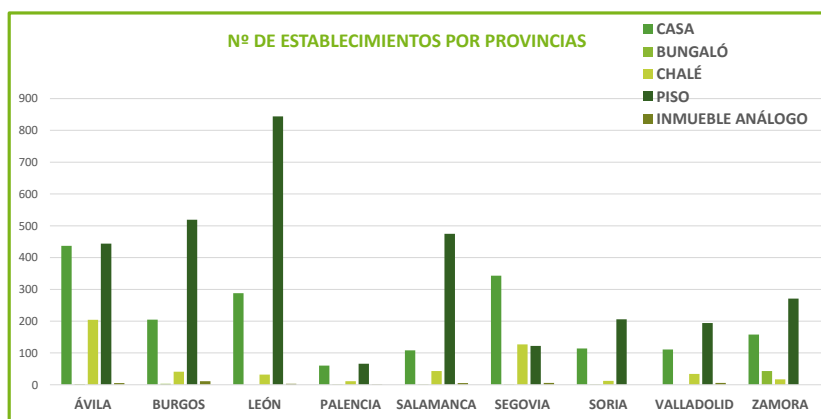
5.- ALBERGUES

| PROVINCIAS | ALBERG. TUR. SUP. | | ALBERGUE TURISTICO | | ALB. TUR. C.S. SUP. | | ALBERG.TUR. C.S. | | TOTAL | |
|--------------|-------------------|--------------|--------------------|--------------|---------------------|--------------|------------------|--------------|------------|---------------|
| | ESTABLEC. | PLAZAS | ESTABLEC. | PLAZAS | ESTABLEC. | PLAZAS | ESTABLEC. | PLAZAS | ESTABLEC. | PLAZAS |
| ÁVILA | 8 | 583 | 11 | 439 | 0 | 0 | 0 | 0 | 19 | 1.022 |
| BURGOS | 13 | 672 | 38 | 1.741 | 11 | 294 | 20 | 580 | 82 | 3.287 |
| LEÓN | 17 | 930 | 66 | 2.349 | 15 | 447 | 37 | 1.296 | 135 | 5.022 |
| PALENCIA | 9 | 487 | 10 | 186 | 14 | 394 | 7 | 232 | 40 | 1.299 |
| SALAMANCA | 6 | 245 | 14 | 427 | 0 | 0 | 2 | 38 | 22 | 710 |
| SEGOVIA | 3 | 274 | 19 | 1.331 | 0 | 0 | 0 | 0 | 22 | 1.605 |
| SORIA | 1 | 60 | 15 | 581 | 0 | 0 | 1 | 8 | 17 | 649 |
| VALLADOLID | 6 | 352 | 15 | 804 | 0 | 0 | 3 | 93 | 24 | 1.249 |
| ZAMORA | 0 | 0 | 3 | 26 | 0 | 0 | 7 | 131 | 10 | 157 |
| TOTAL | 63 | 3.603 | 191 | 7.884 | 40 | 1.135 | 77 | 2.378 | 371 | 15.000 |



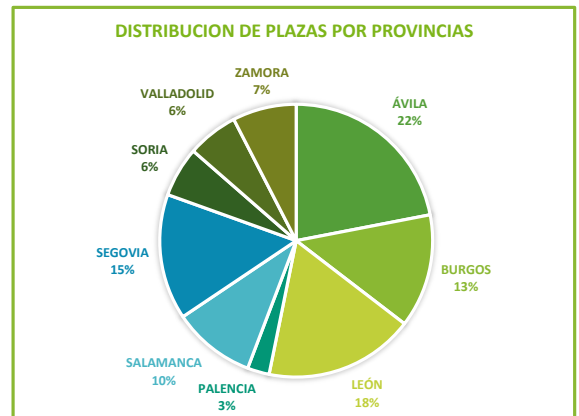
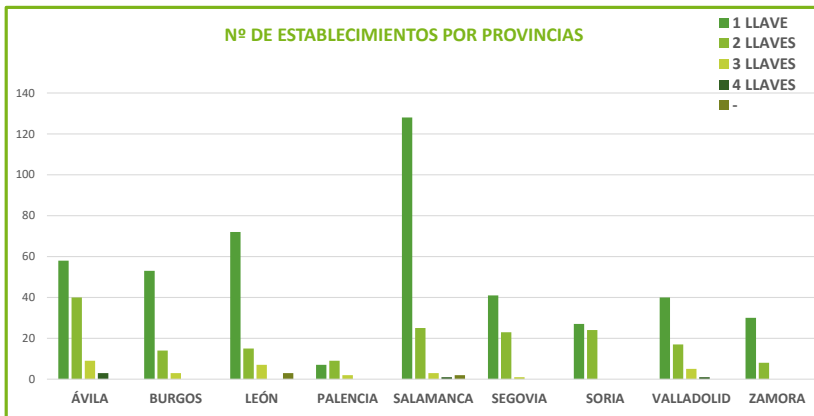
6.- VIVIENDAS DE USO TURÍSTICO

| PROVINCIAS | | ÁVILA | BURGOS | LEÓN | PALENCIA | SALAMANCA | SEGOVIA | SORIA | VALLADOLID | ZAMORA | TOTAL |
|------------------|-----------|-------|--------|-------|----------|-----------|---------|-------|------------|--------|--------|
| CASA | ESTABLEC. | 437 | 205 | 288 | 60 | 108 | 343 | 114 | 111 | 158 | 1.824 |
| | PLAZAS | 3.560 | 1.829 | 1.944 | 556 | 779 | 3.537 | 933 | 861 | 1.111 | 15.110 |
| BUNGALÓ | ESTABLEC. | 2 | 3 | 0 | 1 | 1 | 1 | 1 | 0 | 43 | 52 |
| | PLAZAS | 9 | 12 | 0 | 2 | 4 | 4 | 23 | 0 | 159 | 213 |
| CHALÉ | ESTABLEC. | 204 | 41 | 32 | 11 | 43 | 127 | 12 | 34 | 17 | 521 |
| | PLAZAS | 2.074 | 374 | 237 | 87 | 398 | 1.246 | 101 | 283 | 154 | 4.954 |
| PISO | ESTABLEC. | 444 | 519 | 844 | 66 | 475 | 122 | 206 | 194 | 271 | 3.141 |
| | PLAZAS | 2.242 | 2.613 | 4.260 | 294 | 2.361 | 587 | 1.097 | 1.001 | 1.322 | 15.777 |
| INMUEBLE ANÁLOGO | ESTABLEC. | 5 | 11 | 3 | 1 | 5 | 6 | 0 | 6 | 0 | 37 |
| | PLAZAS | 90 | 61 | 14 | 5 | 18 | 34 | 0 | 45 | 0 | 267 |
| TOTAL | ESTABLEC. | 1.092 | 779 | 1.167 | 139 | 632 | 599 | 333 | 345 | 489 | 5.575 |
| | PLAZAS | 7.975 | 4.889 | 6.455 | 944 | 3.560 | 5.408 | 2.154 | 2.190 | 2.746 | 36.321 |



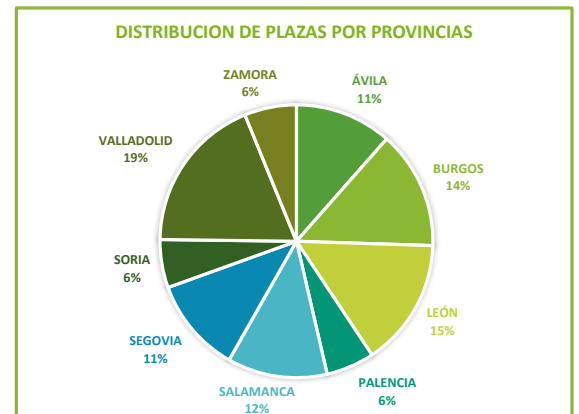
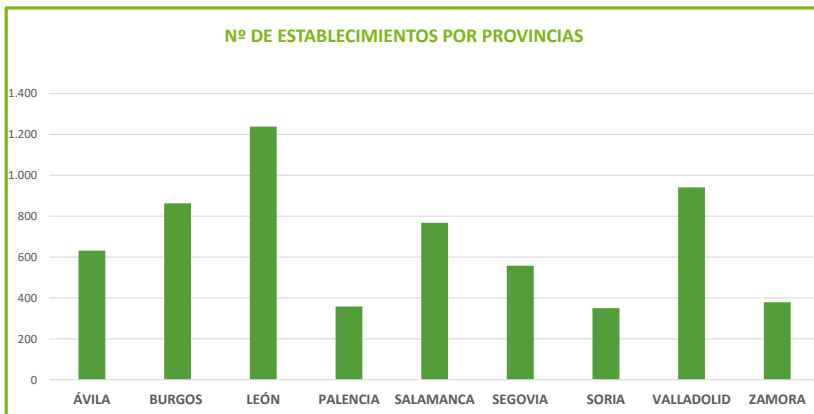
7.- APARTAMENTOS TURÍSTICOS

| PROVINCIAS | | ÁVILA | BURGOS | LEÓN | PALENCIA | SALAMANCA | SEGOVIA | SORIA | VALLADOLID | ZAMORA | TOTAL |
|------------|-----------|-------|--------|-------|----------|-----------|---------|-------|------------|--------|--------|
| 1 LLAVE | ESTABLEC. | 58 | 53 | 72 | 7 | 128 | 41 | 27 | 40 | 30 | 456 |
| | PLAZAS | 825 | 979 | 1.279 | 175 | 1.740 | 852 | 426 | 773 | 549 | 7.598 |
| 2 LLAVES | ESTABLEC. | 40 | 14 | 15 | 9 | 25 | 23 | 24 | 17 | 8 | 175 |
| | PLAZAS | 574 | 239 | 304 | 151 | 415 | 439 | 408 | 275 | 82 | 2.887 |
| 3 LLAVES | ESTABLEC. | 9 | 3 | 7 | 2 | 3 | 1 | 0 | 5 | 0 | 30 |
| | PLAZAS | 245 | 28 | 166 | 76 | 41 | 16 | 0 | 261 | 0 | 833 |
| 4 LLAVES | ESTABLEC. | 3 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 5 |
| | PLAZAS | 61 | 0 | 0 | 0 | 8 | 0 | 0 | 28 | 0 | 97 |
| - | ESTABLEC. | 0 | 0 | 3 | 0 | 2 | 0 | 0 | 0 | 0 | 5 |
| | PLAZAS | 0 | 0 | 27 | 0 | 13 | 0 | 0 | 0 | 0 | 40 |
| TOTAL | ESTABLEC. | 110 | 70 | 97 | 18 | 159 | 65 | 51 | 63 | 38 | 671 |
| | PLAZAS | 1.705 | 1.246 | 1.776 | 402 | 2.217 | 1.307 | 834 | 1.337 | 631 | 11.455 |



8.- RESTAURANTES

| RESTAURANTES | ÁVILA | BURGOS | LEÓN | PALENCIA | SALAMANCA | SEGOVIA | SORIA | VALLADOLID | ZAMORA | TOTAL |
|------------------|--------|--------|--------|----------|-----------|---------|--------|------------|--------|---------|
| ESTABLECIMIENTOS | 632 | 863 | 1.238 | 359 | 768 | 558 | 350 | 941 | 379 | 6.088 |
| PLAZAS | 61.783 | 75.292 | 81.450 | 30.728 | 63.601 | 60.605 | 30.660 | 100.136 | 33.094 | 537.349 |



DEFINICIONES EMPLEADAS

| | |
|---------------------------|---|
| VIAJERO | Persona que realiza una o más pernoctaciones seguidas en el mismo alojamiento |
| PERNOCTACIÓN | Ocupación por una persona de una plaza dentro de una jornada hotelera y en un mismo establecimiento. |
| GRADO DE OCUPACIÓN | Relación, en porcentaje, entre el total medio diario de plazas ocupadas en el mes y el total de plazas disponibles. |
| ESTANCIA MEDIA | Relación entre el total de pernoctaciones realizadas y los viajeros entrados. |

FICHA TÉCNICA GENERAL

| | |
|-----------------------------------|--|
| ÁMBITO DE LA INVESTIGACIÓN | Comunidad de Castilla y León |
| UNIVERSO | Alojamientos Turísticos Reglados (Alojamientos Hoteleros, Alojamientos de Turismo Rural, Campamentos, Albergues, Viviendas de uso turístico y Apartamentos). |
| UNIDAD INFORMANTE | Director o Gerente del Alojamiento Turístico. |
| TÉCNICA DE INVESTIGACIÓN | Encuestas postal con apoyo de internet, fax y teléfono |
| PERIODO DE ESTUDIO | Mensual |
| DISEÑO MUESTRAL | Muestreo aleatorio estratificado en función de la provincia y el tipo de alojamiento |
| TAMAÑO Y ERROR MUESTRAL | 932 encuestas, fijado un nivel de error máximo para datos globales del 2,0%, en condiciones normales de muestreo ($p=q=0,5$, $\sigma=1,64$). |



CASTILLA Y LEÓN

es vida