



**Boletín de Coyuntura Turística  
de Castilla y León**



**DICIEMBRE 2018**



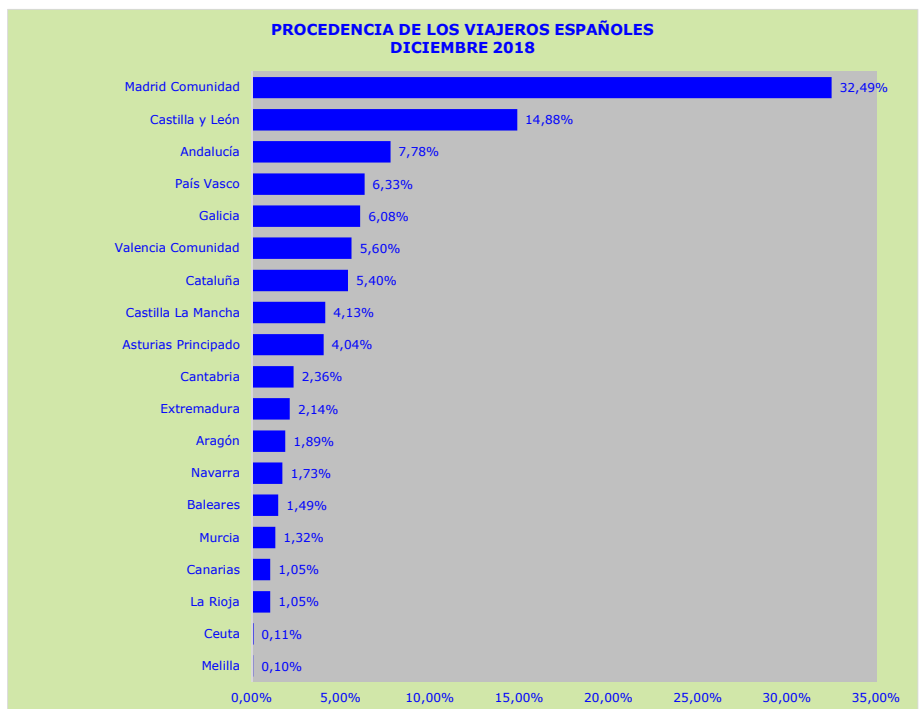
# I MOVIMIENTO DE VIAJEROS

## 1.- DATOS GENERALES DE CASTILLA Y LEÓN

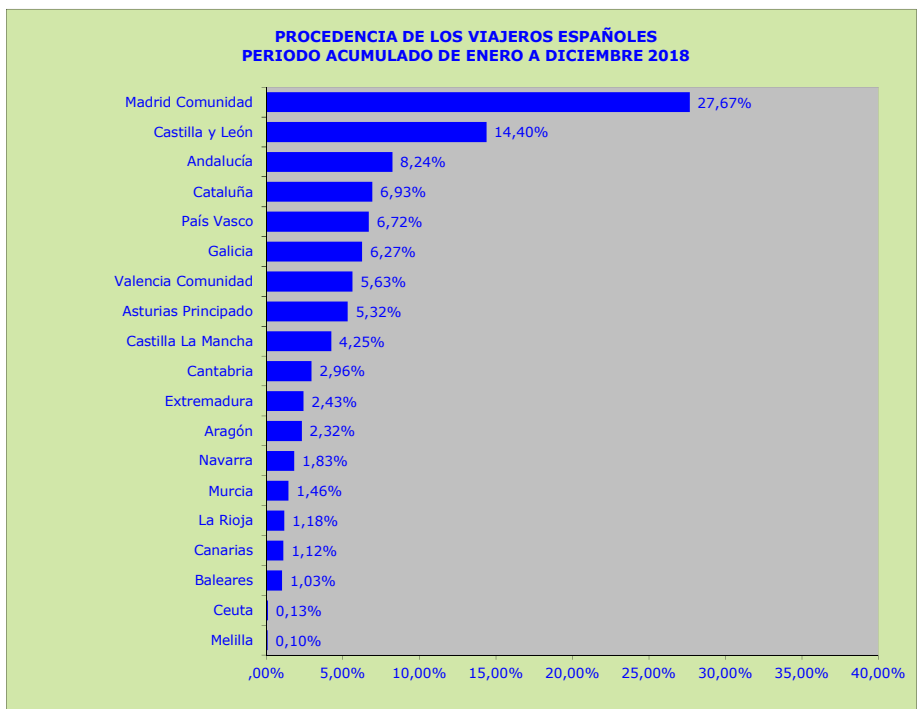
|                             |                  |
|-----------------------------|------------------|
| VIAJEROS ESPAÑOLES          | 504.191          |
| VIAJEROS EXTRANJEROS        | 80.523           |
| <b>TOTAL VIAJEROS</b>       | <b>584.714</b>   |
| PERNOCTACIONES ESPAÑOLES    | 903.466          |
| PERNOCTACIONES EXTRANJEROS  | 129.202          |
| <b>TOTAL PERNOCTACIONES</b> | <b>1.032.668</b> |
| <b>GRADO DE OCUPACION</b>   | <b>24,10%</b>    |
| <b>ESTANCIA MEDIA</b>       | <b>1,77</b>      |

NOTA (\*): En Julio de 2018 se modifica el universo del estudio al incorporar al análisis las viviendas de uso turístico y apartamentos.

| VIAJEROS ESPAÑOLES<br>DICIEMBRE 2018 |        |
|--------------------------------------|--------|
| Melilla                              | 0,10%  |
| Ceuta                                | 0,11%  |
| La Rioja                             | 1,05%  |
| Canarias                             | 1,05%  |
| Murcia                               | 1,32%  |
| Baleares                             | 1,49%  |
| Navarra                              | 1,73%  |
| Aragón                               | 1,89%  |
| Extremadura                          | 2,14%  |
| Cantabria                            | 2,36%  |
| Asturias Principado                  | 4,04%  |
| Castilla La Mancha                   | 4,13%  |
| Cataluña                             | 5,40%  |
| Valencia Comunidad                   | 5,60%  |
| Galicia                              | 6,08%  |
| País Vasco                           | 6,33%  |
| Andalucía                            | 7,78%  |
| Castilla y León                      | 14,88% |
| Madrid Comunidad                     | 32,49% |



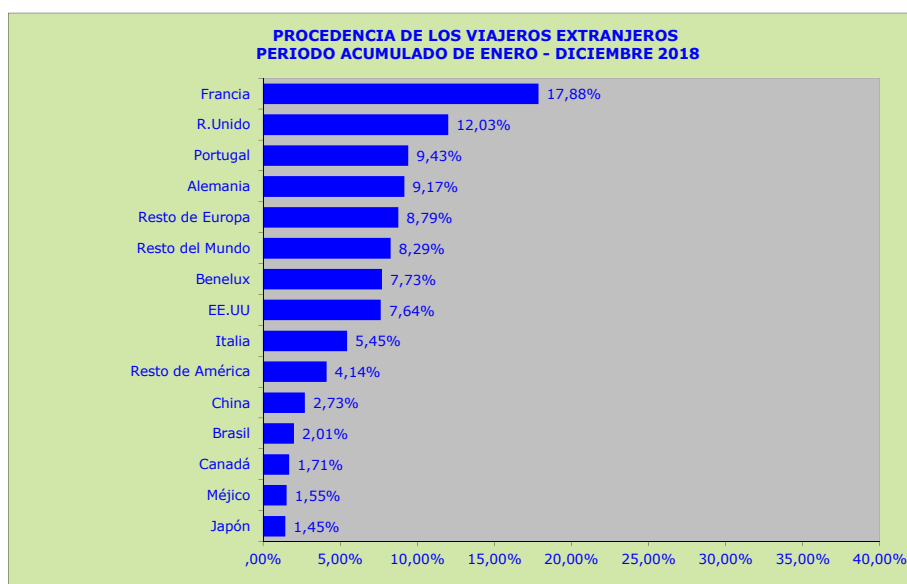
| VIAJEROS ESPAÑOLES<br>ENERO - DICIEMBRE 2018 |        |
|--|--------|
| Melilla                                      | 0,10%  |
| Ceuta  | 0,13%  |
| Baleares                                     | 1,03%  |
| Canarias                                     | 1,12%  |
| La Rioja                                     | 1,18%  |
| Murcia                                       | 1,46%  |
| Navarra                                      | 1,83%  |
| Aragón                                       | 2,32%  |
| Extremadura                                  | 2,43%  |
| Cantabria                                    | 2,96%  |
| Castilla La Mancha                           | 4,25%  |
| Asturias Principado                          | 5,32%  |
| Valencia Comunidad                           | 5,63%  |
| Galicia                                      | 6,27%  |
| País Vasco                                   | 6,72%  |
| Cataluña                                     | 6,93%  |
| Andalucía                                    | 8,24%  |
| Castilla y León                              | 14,40% |
| Madrid Comunidad                             | 27,67% |



| VIAJEROS EXTRANJEROS<br>DICIEMBRE 2018 |        |
|--|--------|
| Canadá                                 | 0,73%  |
| Méjico                                 | 1,27%  |
| Japón                                  | 2,22%  |
| Brasil                                 | 2,62%  |
| China                                  | 3,28%  |
| Benelux                                | 5,26%  |
| Resto de América                       | 5,50%  |
| EE. UU.                                | 5,75%  |
| Alemania                               | 5,87%  |
| Italia                                 | 6,10%  |
| Resto del Mundo                        | 8,97%  |
| Resto de Europa                        | 9,31%  |
| R. Unido                               | 9,66%  |
| Francia                                | 15,31% |
| Portugal                               | 18,15% |

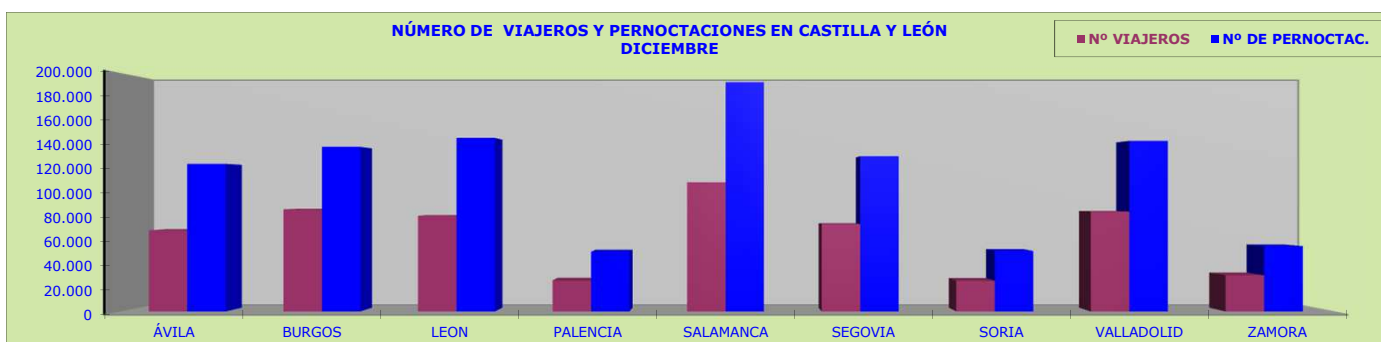


| VIAJEROS EXTRANJEROS<br>ENERO - DICIEMBRE 2018 |        |
|--|--------|
| Japón  | 1,45%  |
| Méjico   | 1,55%  |
| Canadá   | 1,71%  |
| Brasil   | 2,01%  |
| China  | 2,73%  |
| Resto de América                               | 4,14%  |
| Italia   | 5,45%  |
| EE.UU  | 7,64%  |
| Benelux  | 7,73%  |
| Resto del Mundo                                | 8,29%  |
| Resto de Europa                                | 8,79%  |
| Alemania                                       | 9,17%  |
| Portugal                                       | 9,43%  |
| R.Unido  | 12,03% |
| Francia  | 17,88% |



### 1a.- DATOS POR PROVINCIAS

|                         | ÁVILA          | BURGOS         | LEON           | PALENCIA      | SALAMANCA      | SEGOVIA        | SORIA         | VALLADOLID     | ZAMORA        | TOTAL            |
|-------------------------|----------------|----------------|----------------|---------------|----------------|----------------|---------------|----------------|---------------|------------------|
| <b>Nº VIAJEROS</b>      | <b>68.441</b>  | <b>86.146</b>  | <b>80.711</b>  | <b>26.122</b> | <b>108.964</b> | <b>73.626</b>  | <b>25.907</b> | <b>84.218</b>  | <b>30.579</b> | <b>584.714</b>   |
| VIAJEROS ESPAÑOLES      | 64.320         | 66.068         | 71.184         | 23.408        | 83.447         | 69.031         | 24.743        | 73.121         | 28.869        | <b>504.191</b>   |
| VIAJEROS EXTRANJEROS    | 4.121          | 20.078         | 9.527          | 2.714         | 25.517         | 4.595          | 1.164         | 11.097         | 1.710         | <b>80.523</b>    |
| <b>Nº DE PERNOCTAC.</b> | <b>124.332</b> | <b>138.561</b> | <b>146.086</b> | <b>50.421</b> | <b>192.731</b> | <b>130.732</b> | <b>51.029</b> | <b>143.675</b> | <b>55.101</b> | <b>1.032.668</b> |
| PERNOCT. ESPAÑOLES      | 117.087        | 113.954        | 127.302        | 45.028        | 153.518        | 123.777        | 48.930        | 121.823        | 52.047        | <b>903.466</b>   |
| PERNOCT. EXTRANJEROS    | 7.245          | 24.607         | 18.784         | 5.393         | 39.213         | 6.955          | 2.099         | 21.852         | 3.054         | <b>129.202</b>   |
| <b>GRADO OCUPACION</b>  | <b>20,79%</b>  | <b>21,42%</b>  | <b>21,10%</b>  | <b>21,61%</b> | <b>29,23%</b>  | <b>26,03%</b>  | <b>18,20%</b> | <b>33,30%</b>  | <b>22,82%</b> | <b>24,10%</b>    |
| <b>ESTANCIA MEDIA</b>   | <b>1,82</b>    | <b>1,61</b>    | <b>1,81</b>    | <b>1,93</b>   | <b>1,77</b>    | <b>1,78</b>    | <b>1,97</b>   | <b>1,71</b>    | <b>1,80</b>   | <b>1,77</b>      |
| ESTANCIA M. ESPAÑOLES   | 1,82           | 1,72           | 1,79           | 1,92          | 1,84           | 1,79           | 1,98          | 1,67           | 1,80          | 1,79             |
| ESTANCIA M. EXTRANJEROS | 1,76           | 1,23           | 1,97           | 1,99          | 1,54           | 1,51           | 1,80          | 1,97           | 1,79          | 1,60             |



## 1b.- COMPARACIONES DICIEMBRE 2017 Y DICIEMBRE 2018

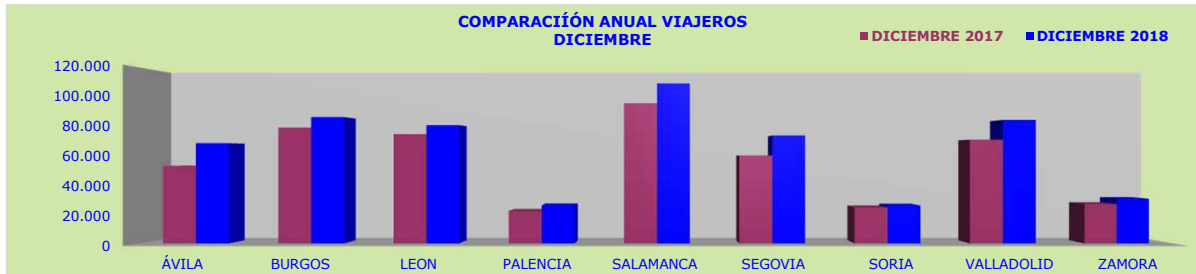
### COMPARATIVA VIAJEROS

| PERIODO        | V. ESPAÑOLES | V. EXTRANJEROS | TOTAL VIAJEROS |
|----------------|--------------|----------------|----------------|
| DICIEMBRE 2017 | 432.418      | 74.547         | 506.965        |
| DICIEMBRE 2018 | 504.191      | 80.523         | 584.714        |
| VARIACIÓN      | 16,60%       | 8,02%          | 15,34%         |



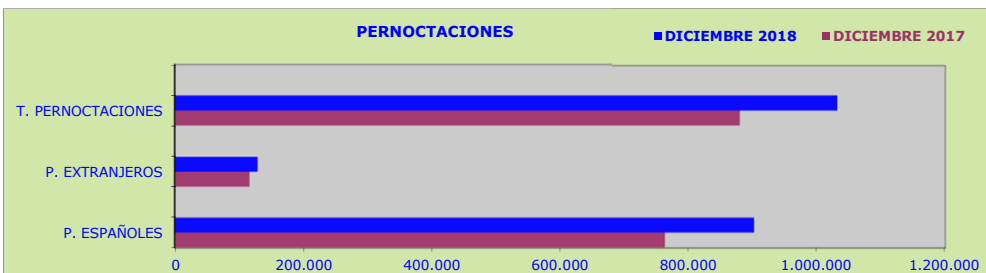
### COMPARACIÓN PROVINCIAL DEL Nº DE VIAJEROS

| PERIODO        | ÁVILA  | BURGOS | LEON   | PALENCIA | SALAMANCA | SEGOVIA | SORIA  | VALLADOLID | ZAMORA | TOTAL   |
|----------------|--------|--------|--------|----------|-----------|---------|--------|------------|--------|---------|
| DICIEMBRE 2017 | 52.926 | 79.039 | 74.660 | 22.221   | 95.632    | 60.120  | 24.601 | 70.828     | 26.938 | 506.965 |
| DICIEMBRE 2018 | 68.441 | 86.146 | 80.711 | 26.122   | 108.964   | 73.626  | 25.907 | 84.218     | 30.579 | 584.714 |
| VARIACIÓN      | 29,31% | 8,99%  | 8,10%  | 17,56%   | 13,94%    | 22,47%  | 5,31%  | 18,90%     | 13,52% | 15,34%  |



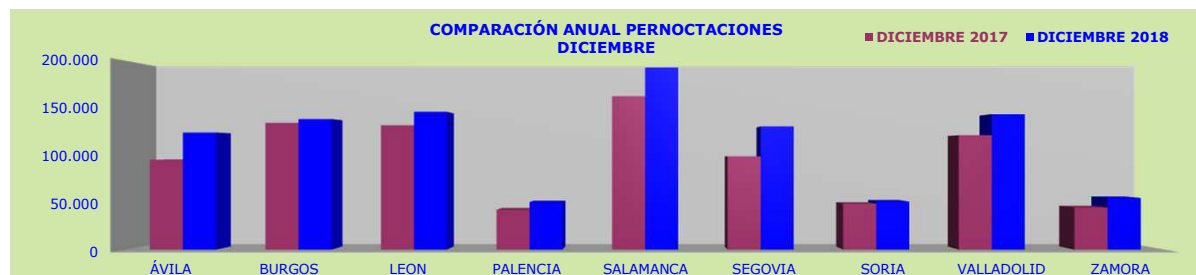
### COMPARATIVA PERNOCTACIONES

| PERIODO        | P. ESPAÑOLES | P. EXTRANJEROS | T. PERNOCTACIONES | GRADO OCUPACIÓN |
|----------------|--------------|----------------|-------------------|-----------------|
| DICIEMBRE 2017 | 764.669      | 116.533        | 881.202           | 23,47%          |
| DICIEMBRE 2018 | 903.466      | 129.202        | 1.032.668         | 24,10%          |
| VARIACIÓN      | 18,15%       | 10,87%         | 17,19%            | 2,68%           |



### COMPARACIÓN PROVINCIAL DEL Nº DE PERNOCTACIONES

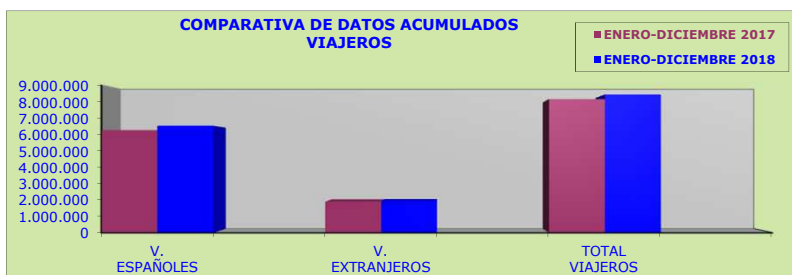
| PERIODO        | ÁVILA   | BURGOS  | LEON    | PALENCIA | SALAMANCA | SEGOVIA | SORIA  | VALLADOLID | ZAMORA | TOTAL     |
|----------------|---------|---------|---------|----------|-----------|---------|--------|------------|--------|-----------|
| DICIEMBRE 2017 | 95.703  | 134.544 | 131.856 | 42.294   | 162.652   | 99.100  | 48.787 | 121.455    | 44.811 | 881.202   |
| DICIEMBRE 2018 | 124.332 | 138.561 | 146.086 | 50.421   | 192.731   | 130.732 | 51.029 | 143.675    | 55.101 | 1.032.668 |
| VARIACIÓN      | 29,91%  | 2,99%   | 10,79%  | 19,22%   | 18,49%    | 31,92%  | 4,60%  | 18,29%     | 22,96% | 17,19%    |



## 1c.- COMPARACIÓN DE DATOS ACUMULADOS DE ENERO - DICIEMBRE DE 2017-2018

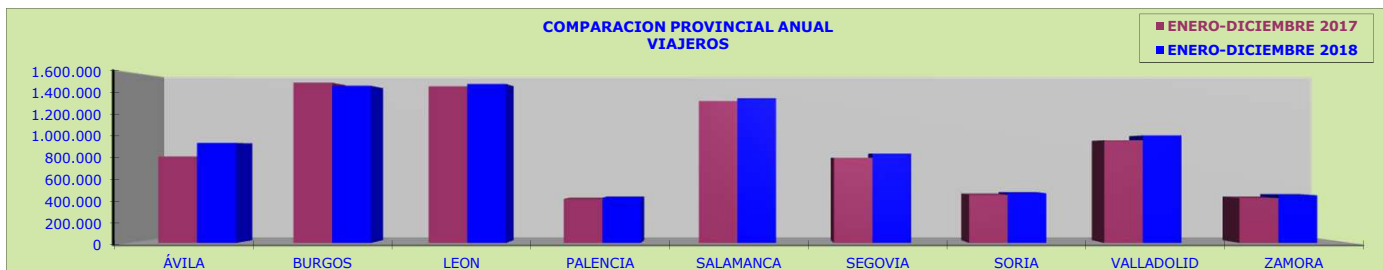
### COMPARATIVA VIAJEROS

| PERIODO              | V. ESPAÑOLES | V. EXTRANJEROS | TOTAL VIAJEROS   |
|----------------------|--------------|----------------|------------------|
| ENERO-DICIEMBRE 2017 | 6.259.626    | 1.894.892      | <b>8.154.518</b> |
| ENERO-DICIEMBRE 2018 | 6.526.073    | 1.913.684      | <b>8.439.757</b> |
| <b>VARIACIÓN</b>     | <b>4,26%</b> | <b>0,99%</b>   | <b>3,50%</b>     |



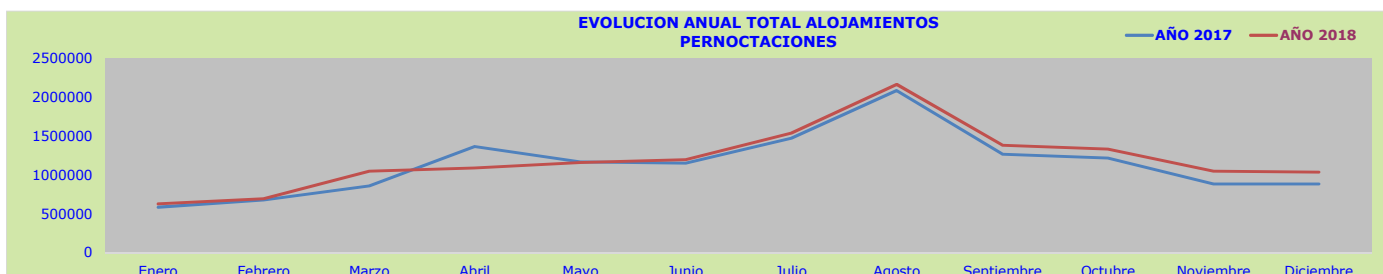
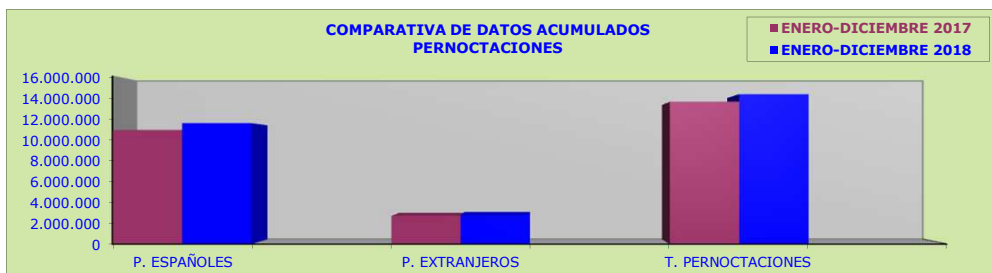
### COMPARATIVA PROVINCIAL DEL Nº DE VIAJEROS

| PERIODO              | ÁVILA         | BURGOS        | LEON         | PALENCIA     | SALAMANCA    | SEGOVIA      | SORIA        | VALLADOLID   | ZAMORA       | TOTAL            |
|----------------------|---------------|---------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------------------|
| ENERO-DICIEMBRE 2017 | 809.889       | 1.502.691     | 1.468.658    | 412.044      | 1.330.204    | 796.860      | 450.830      | 962.081      | 421.261      | <b>8.154.518</b> |
| ENERO-DICIEMBRE 2018 | 936.973       | 1.473.962     | 1.492.106    | 422.523      | 1.358.319    | 836.912      | 465.318      | 1.007.539    | 446.105      | <b>8.439.757</b> |
| <b>VARIACIÓN</b>     | <b>15,69%</b> | <b>-1,91%</b> | <b>1,60%</b> | <b>2,54%</b> | <b>2,11%</b> | <b>5,03%</b> | <b>3,21%</b> | <b>4,72%</b> | <b>5,90%</b> | <b>3,50%</b>     |



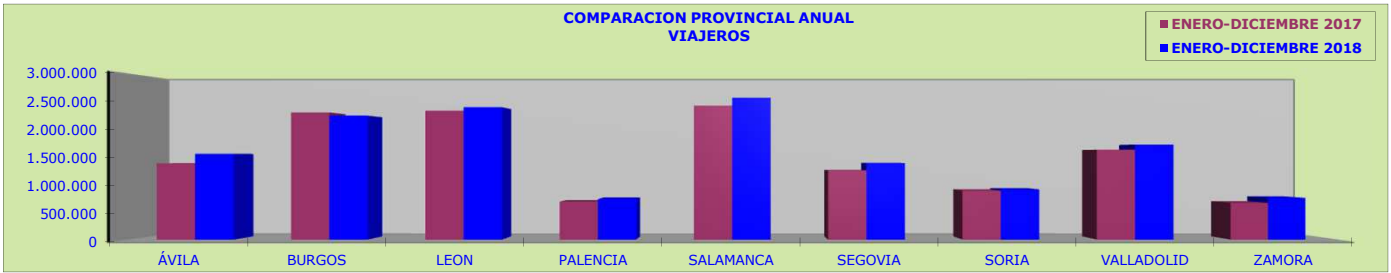
### COMPARATIVA PERNOCTACIONES

| PERIODO              | P. ESPAÑOLES | P. EXTRANJEROS | T. PERNOCTACIONES | GRADO OCUPACIÓN |
|----------------------|--------------|----------------|-------------------|-----------------|
| ENERO-DICIEMBRE 2017 | 10.885.684   | 2.684.898      | <b>13.570.582</b> | <b>27,19%</b>   |
| ENERO-DICIEMBRE 2018 | 11.519.455   | 2.761.001      | <b>14.280.456</b> | <b>27,06%</b>   |
| <b>VARIACIÓN</b>     | <b>5,82%</b> | <b>2,83%</b>   | <b>5,23%</b>      | <b>-0,48%</b>   |



**COMPARATIVA PROVINCIAL DEL N° DE PERNOCTACIONES**

| PERIODO                     | ÁVILA         | BURGOS        | LEON         | PALENCIA     | SALAMANCA    | SEGOVIA       | SORIA        | VALLADOLID   | ZAMORA        | TOTAL             |
|-----------------------------|---------------|---------------|--------------|--------------|--------------|---------------|--------------|--------------|---------------|-------------------|
| <b>ENERO-DICIEMBRE 2017</b> | 1.381.584     | 2.304.616     | 2.334.701    | 686.134      | 2.429.025    | 1.252.894     | 887.100      | 1.629.042    | 665.486       | <b>13.570.582</b> |
| <b>ENERO-DICIEMBRE 2018</b> | 1.554.248     | 2.246.388     | 2.399.463    | 731.994      | 2.572.954    | 1.386.778     | 910.016      | 1.723.514    | 755.101       | <b>14.280.456</b> |
| <b>VARIACIÓN</b>            | <b>12,50%</b> | <b>-2,53%</b> | <b>2,77%</b> | <b>6,68%</b> | <b>5,93%</b> | <b>10,69%</b> | <b>2,58%</b> | <b>5,80%</b> | <b>13,47%</b> | <b>5,23%</b>      |



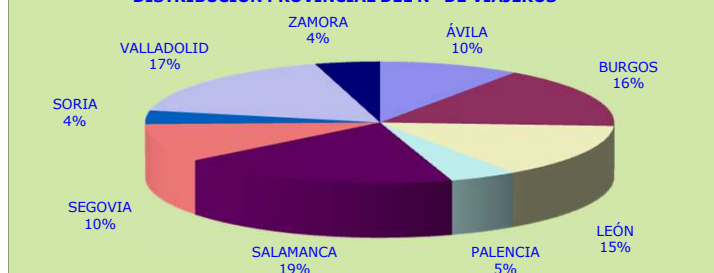
## 2.- ALOJAMIENTOS HOTELEROS

### 2a.- DATOS POR PROVINCIAS

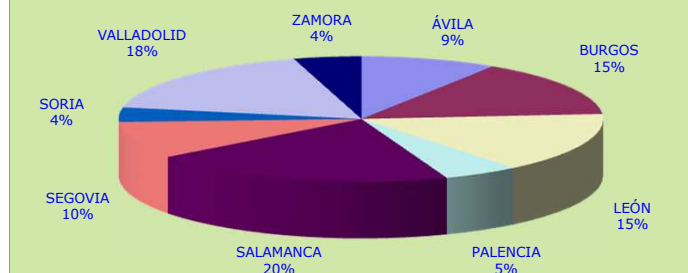
#### HOTELES Y HOSTALES

| PROVINCIAS   | VIAJEROS       |               |                | PERNOCTACIONES |                |                | OCUPAC.       | EST. MEDIA  |
|--------------|----------------|---------------|----------------|----------------|----------------|----------------|---------------|-------------|
|              | V. ESP.        | V. EXTR.      | T. VIAJER.     | P. ESP.        | P. EXTR.       | T. PERNOCT.    | %             | DIAS        |
| ÁVILA        | 36.832         | 3.624         | <b>40.456</b>  | 54.310         | 5.876          | <b>60.186</b>  | 34,22%        | <b>1,49</b> |
| BURGOS       | 49.175         | 18.000        | <b>67.175</b>  | 74.579         | 21.566         | <b>96.145</b>  | 29,28%        | <b>1,43</b> |
| LEÓN         | 52.748         | 7.469         | <b>60.217</b>  | 86.800         | 15.079         | <b>101.879</b> | 26,79%        | <b>1,69</b> |
| PALENCIA     | 17.347         | 1.979         | <b>19.326</b>  | 29.962         | 3.503          | <b>33.465</b>  | 30,55%        | <b>1,73</b> |
| SALAMANCA    | 60.179         | 20.076        | <b>80.255</b>  | 105.034        | 29.173         | <b>134.207</b> | 37,22%        | <b>1,67</b> |
| SEGOVIA      | 38.839         | 3.463         | <b>42.302</b>  | 58.288         | 4.638          | <b>62.926</b>  | 32,56%        | <b>1,49</b> |
| SORIA        | 13.945         | 1.021         | <b>14.966</b>  | 22.797         | 1.861          | <b>24.658</b>  | 20,00%        | <b>1,65</b> |
| VALLADOLID   | 62.146         | 9.952         | <b>72.098</b>  | 96.642         | 18.851         | <b>115.493</b> | 41,53%        | <b>1,60</b> |
| ZAMORA       | 17.229         | 1.369         | <b>18.598</b>  | 27.214         | 2.462          | <b>29.676</b>  | 25,47%        | <b>1,60</b> |
| <b>TOTAL</b> | <b>348.440</b> | <b>66.953</b> | <b>415.393</b> | <b>555.626</b> | <b>103.009</b> | <b>658.635</b> | <b>31,88%</b> | <b>1,59</b> |

DISTRIBUCIÓN PROVINCIAL DEL Nº DE VIAJEROS



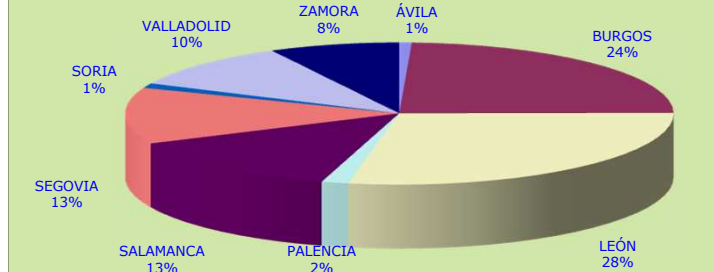
DISTRIBUCIÓN PROVINCIAL DEL Nº DE PERNOCTACIONES



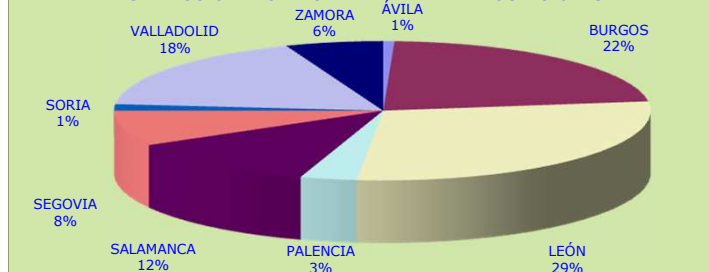
#### PENSIONES

| PROVINCIAS   | VIAJEROS     |              |               | PERNOCTACIONES |              |               | OCUPAC.       | EST. MEDIA  |
|--------------|--------------|--------------|---------------|----------------|--------------|---------------|---------------|-------------|
|              | V. ESP.      | V. EXTR.     | T. VIAJER.    | P. ESP.        | P. EXTR.     | T. PERNOCT.   | %             | DIAS        |
| ÁVILA        | 88           | 0            | <b>88</b>     | 211            | 0            | <b>211</b>    | 3,87%         | <b>2,40</b> |
| BURGOS       | 2.468        | 440          | <b>2.908</b>  | 6.395          | 585          | <b>6.980</b>  | 19,96%        | <b>2,40</b> |
| LEÓN         | 2.530        | 852          | <b>3.382</b>  | 7.510          | 1.518        | <b>9.028</b>  | 20,68%        | <b>2,67</b> |
| PALENCIA     | 189          | 0            | <b>189</b>    | 1.062          | 0            | <b>1.062</b>  | 13,18%        | <b>5,62</b> |
| SALAMANCA    | 1.148        | 475          | <b>1.623</b>  | 2.897          | 818          | <b>3.715</b>  | 19,20%        | <b>2,29</b> |
| SEGOVIA      | 1.460        | 84           | <b>1.544</b>  | 2.387          | 200          | <b>2.587</b>  | 25,84%        | <b>1,68</b> |
| SORIA        | 120          | 9            | <b>129</b>    | 436            | 31           | <b>467</b>    | 6,28%         | <b>3,62</b> |
| VALLADOLID   | 1.024        | 222          | <b>1.246</b>  | 4.500          | 1.043        | <b>5.543</b>  | 27,98%        | <b>4,45</b> |
| ZAMORA       | 886          | 43           | <b>929</b>    | 1.765          | 87           | <b>1.852</b>  | 30,17%        | <b>1,99</b> |
| <b>TOTAL</b> | <b>9.913</b> | <b>2.125</b> | <b>12.038</b> | <b>27.163</b>  | <b>4.282</b> | <b>31.445</b> | <b>20,30%</b> | <b>2,61</b> |

DISTRIBUCIÓN PROVINCIAL DEL Nº DE VIAJEROS



DISTRIBUCIÓN PROVINCIAL DEL Nº DE PERNOCTACIONES





## 2b.- COMPARACIONES DICIEMBRE 2017 Y DICIEMBRE 2018

### COMPARATIVA VIAJEROS

| PERIODO        | HOTELES Y HOSTALES |          |                | PENSIONES |          |               | T. ALOJAMIENTOS HOTELEROS |          |                |
|----------------|--------------------|----------|----------------|-----------|----------|---------------|---------------------------|----------|----------------|
|                | V. ESP.            | V. EXTR. | T. VIAJER.     | V. ESP.   | V. EXTR. | T. VIAJER.    | V. ESP.                   | V. EXTR. | T. VIAJER.     |
| DICIEMBRE 2017 | 333.626            | 66.898   | <b>400.524</b> | 9.388     | 1.840    | <b>11.228</b> | 343.014                   | 68.738   | <b>411.752</b> |
| DICIEMBRE 2018 | 348.440            | 66.953   | <b>415.393</b> | 9.913     | 2.125    | <b>12.038</b> | 358.353                   | 69.078   | <b>427.431</b> |
| VARIACIÓN      | 4,44%              | 0,08%    | 3,71%          | 5,59%     | 15,49%   | 7,21%         | 4,47%                     | 0,49%    | 3,81%          |

### COMPARATIVA EN ALOJAMIENTOS HOTELEROS VIAJEROS



### COMPARATIVA PERNOCTACIONES

| PERIODO        | HOTELES Y HOSTALES |          |                |         | PENSIONES |          |               |         | TOTAL ALOJAMIENTOS HOTELEROS |          |                |         |
|----------------|--------------------|----------|----------------|---------|-----------|----------|---------------|---------|------------------------------|----------|----------------|---------|
|                | P. ESPAÑ.          | P. EXTR. | T. PERNOC.     | OCUPAC. | P. ESPAÑ. | P. EXTR. | T. PERNOC.    | OCUPAC. | P. ESPAÑ.                    | P. EXTR. | T. PERNOC.     | OCUPAC. |
| DICIEMBRE 2017 | 537.780            | 101.181  | <b>638.961</b> | 31,01%  | 20.636    | 3.673    | <b>24.309</b> | 15,74%  | 558.416                      | 104.854  | <b>663.270</b> | 29,94%  |
| DICIEMBRE 2018 | 555.626            | 103.009  | <b>658.635</b> | 31,88%  | 27.163    | 4.282    | <b>31.445</b> | 20,30%  | 582.789                      | 107.291  | <b>690.080</b> | 31,07%  |
| VARIACIÓN      | 3,32%              | 1,81%    | 3,08%          | 2,81%   | 31,63%    | 16,58%   | 29,36%        | 28,97%  | 4,36%                        | 2,32%    | 4,04%          | 3,77%   |

### COMPARATIVA EN ALOJAMIENTOS HOTELEROS PERNOCTACIONES

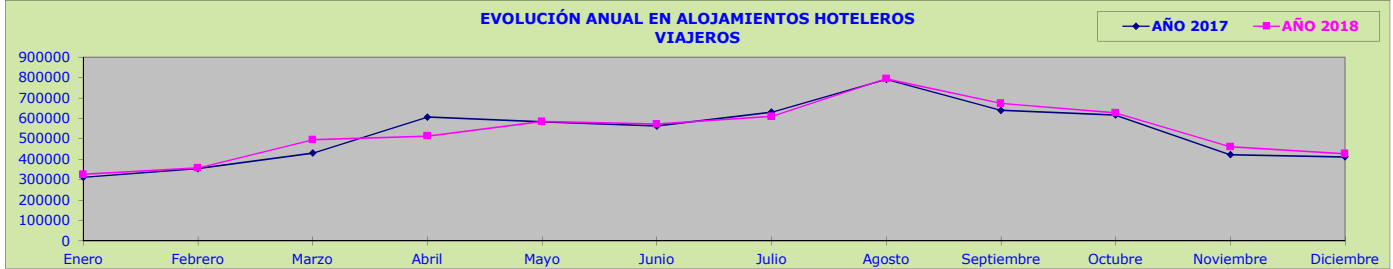


## 2c.- COMPARACION DE DATOS ACUMULADOS DE ENERO - DICIEMBRE 2017-2018

### COMPARATIVA VIAJEROS

| PERIODO              | HOTELES Y HOSTALES |              |                  | PENSIONES    |              |                | T. ALOJAMIENTOS HOTELEROS |              |                  |
|----------------------|--------------------|--------------|------------------|--------------|--------------|----------------|---------------------------|--------------|------------------|
|                      | V. ESP.            | V. EXTR.     | T. VIAJER.       | V. ESP.      | V. EXTR.     | T. VIAJER.     | V. ESP.                   | V. EXTR.     | T. VIAJER.       |
| ENERO-DICIEMBRE 2017 | 4.726.588          | 1.434.042    | <b>6.160.630</b> | 148.265      | 55.655       | <b>203.920</b> | 4.874.853                 | 1.489.697    | <b>6.364.550</b> |
| ENERO-DICIEMBRE 2018 | 4.767.440          | 1.468.583    | <b>6.236.023</b> | 151.252      | 57.399       | <b>208.651</b> | 4.918.692                 | 1.525.982    | <b>6.444.674</b> |
| VARIACIÓN            | <b>0,86%</b>       | <b>2,41%</b> | <b>1,22%</b>     | <b>2,01%</b> | <b>3,13%</b> | <b>2,32%</b>   | <b>0,90%</b>              | <b>2,44%</b> | <b>1,26%</b>     |

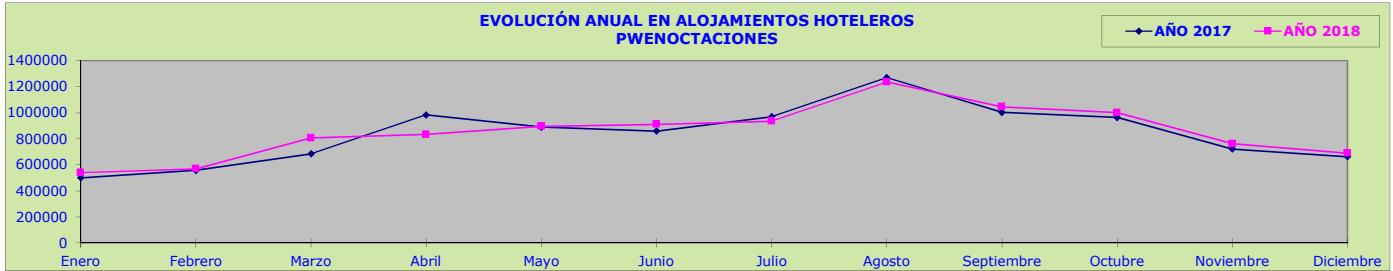
### EVOLUCIÓN ANUAL EN ALOJAMIENTOS HOTELEROS VIAJEROS



### COMPARATIVA PERNOCTACIONES

| PERIODO              | HOTELES Y HOSTALES |              |                  |              | PENSIONES    |              |                |              | TOTAL ALOJAMIENTOS HOTELEROS |              |                   |               |
|----------------------|--------------------|--------------|------------------|--------------|--------------|--------------|----------------|--------------|------------------------------|--------------|-------------------|---------------|
|                      | P. ESPAÑ.          | P. EXTR.     | T. PERNOC.       | OCUPAC.      | P. ESPAÑ.    | P. EXTR.     | T. PERNOC.     | OCUPAC.      | P. ESPAÑ.                    | P. EXTR.     | T. PERNOC.        | OCUPAC.       |
| ENERO-DICIEMBRE 2017 | 7.630.155          | 2.042.510    | <b>9.672.665</b> | 39,90%       | 310.759      | 82.806       | <b>393.565</b> | 21,61%       | 7.940.914                    | 2.125.316    | <b>10.066.230</b> | <b>38,62%</b> |
| ENERO-DICIEMBRE 2018 | 7.717.198          | 2.096.903    | <b>9.814.101</b> | 40,37%       | 323.276      | 89.938       | <b>413.214</b> | 22,86%       | 8.040.474                    | 2.186.841    | <b>10.227.315</b> | <b>39,16%</b> |
| VARIACIÓN            | <b>1,14%</b>       | <b>2,66%</b> | <b>1,46%</b>     | <b>1,18%</b> | <b>4,03%</b> | <b>8,61%</b> | <b>4,99%</b>   | <b>5,78%</b> | <b>1,25%</b>                 | <b>2,89%</b> | <b>1,60%</b>      | <b>1,40%</b>  |

### EVOLUCIÓN ANUAL EN ALOJAMIENTOS HOTELEROS PERNOCTACIONES



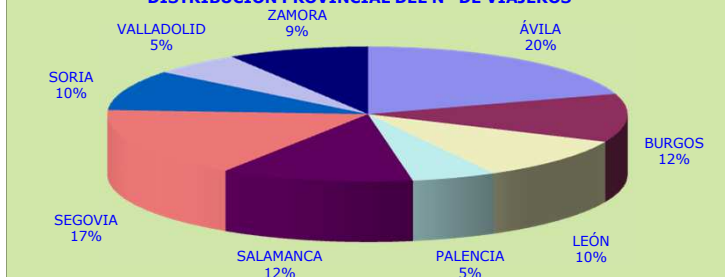
### 3.- TURISMO RURAL

#### 3a.- DATOS POR PROVINCIAS

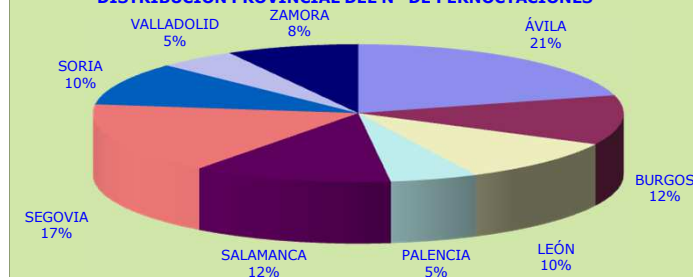
##### TURISMO RURAL

| PROVINCIAS   | VIAJEROS      |              |               | PERNOCTACIONES |              |                | OCUPAC.       | EST. MEDIA  |
|--------------|---------------|--------------|---------------|----------------|--------------|----------------|---------------|-------------|
|              | V. ESP.       | V. EXTR.     | T. VIAJER.    | P. ESP.        | P. EXTR.     | T. PERNOCT.    | %             | DIAS        |
| ÁVILA        | 18.846        | 342          | <b>19.188</b> | 44.419         | 853          | <b>45.272</b>  | 19,89%        | <b>2,36</b> |
| BURGOS       | 10.607        | 400          | <b>11.007</b> | 24.609         | 617          | <b>25.226</b>  | 17,51%        | <b>2,29</b> |
| LEÓN         | 9.618         | 187          | <b>9.805</b>  | 21.977         | 350          | <b>22.327</b>  | 15,00%        | <b>2,28</b> |
| PALENCIA     | 4.557         | 447          | <b>5.004</b>  | 10.742         | 856          | <b>11.598</b>  | 17,15%        | <b>2,32</b> |
| SALAMANCA    | 10.982        | 388          | <b>11.370</b> | 25.828         | 593          | <b>26.421</b>  | 19,33%        | <b>2,32</b> |
| SEGOVIA      | 15.641        | 357          | <b>15.998</b> | 35.894         | 705          | <b>36.599</b>  | 27,67%        | <b>2,29</b> |
| SORIA        | 9.144         | 78           | <b>9.222</b>  | 21.858         | 148          | <b>22.006</b>  | 19,67%        | <b>2,39</b> |
| VALLADOLID   | 5.045         | 241          | <b>5.286</b>  | 10.009         | 312          | <b>10.321</b>  | 16,37%        | <b>1,95</b> |
| ZAMORA       | 8.186         | 186          | <b>8.372</b>  | 17.240         | 340          | <b>17.580</b>  | 22,37%        | <b>2,10</b> |
| <b>TOTAL</b> | <b>92.626</b> | <b>2.626</b> | <b>95.252</b> | <b>212.576</b> | <b>4.774</b> | <b>217.350</b> | <b>19,57%</b> | <b>2,28</b> |

DISTRIBUCIÓN PROVINCIAL DEL Nº DE VIAJEROS



DISTRIBUCIÓN PROVINCIAL DEL Nº DE PERNOCTACIONES



#### 3b.- COMPARACIONES DICIEMBRE 2017 Y DICIEMBRE 2018

##### COMPARATIVA VIAJEROS

| PERIODO          | VIAJ. ESPAÑOLES | VIAJ. EXTRANJEROS. | TOTAL VIAJEROS |
|------------------|-----------------|--------------------|----------------|
| DICIEMBRE 2017   | 83.524          | 3.358              | <b>86.882</b>  |
| DICIEMBRE 2018   | 92.626          | 2.626              | <b>95.252</b>  |
| <b>VARIACIÓN</b> | <b>10,90%</b>   | <b>-21,80%</b>     | <b>9,63%</b>   |

COMPARATIVA EN ALOJAMIENTOS DE TURISMO RURAL VIAJEROS



##### COMPARATIVA PERNOCTACIONES

| PERIODO          | PER. ESPAÑOLES | PER. EXTRANJEROS | T. PERNOCTACIONES | OCUPACIÓN    |
|------------------|----------------|------------------|-------------------|--------------|
| DICIEMBRE 2017   | 194.740        | 8.476            | <b>203.216</b>    | 18,77%       |
| DICIEMBRE 2018   | 212.576        | 4.774            | <b>217.350</b>    | 19,57%       |
| <b>VARIACIÓN</b> | <b>9,16%</b>   | <b>-43,68%</b>   | <b>6,96%</b>      | <b>4,26%</b> |

COMPARATIVA EN ALOJAMIENTOS DE TURISMO RURAL PERNOCTACIONES

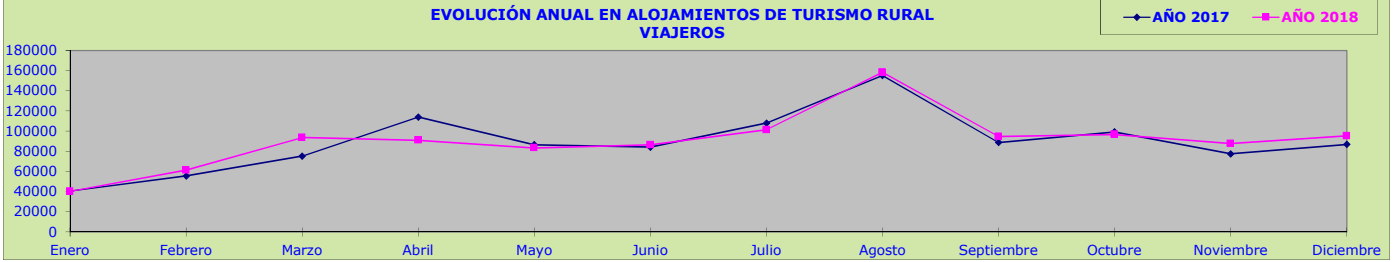


### 3c.- COMPARACION DE DATOS ACUMULADOS DE ENERO - DICIEMBRE 2017-2018

#### COMPARATIVA VIAJEROS

| PERIODO              | VIAJ. ESPAÑOL. | VIAJ. EXTRANJ. | TOTAL VIAJEROS   |
|----------------------|----------------|----------------|------------------|
| ENERO-DICIEMBRE 2017 | 973.103        | 99.041         | <b>1.072.144</b> |
| ENERO-DICIEMBRE 2018 | 997.211        | 93.245         | <b>1.090.456</b> |
| <b>VARIACIÓN</b>     | <b>2,48%</b>   | <b>-5,85%</b>  | <b>1,71%</b>     |

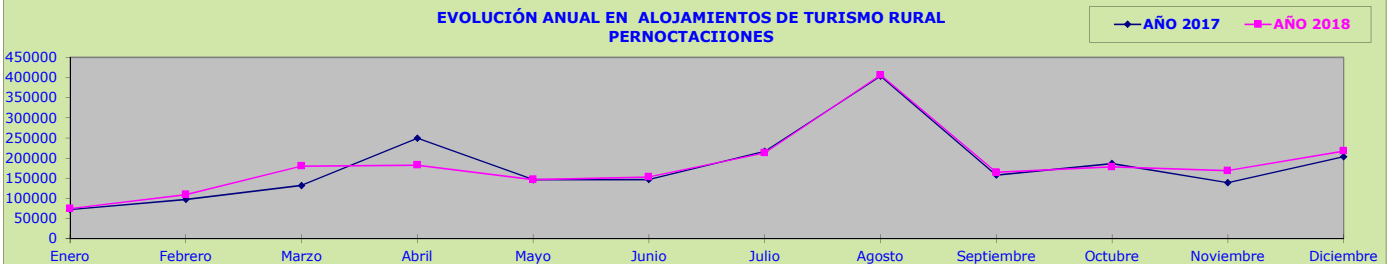
#### EVOLUCIÓN ANUAL EN ALOJAMIENTOS DE TURISMO RURAL VIAJEROS



#### COMPARATIVA PERNOCTACIONES

| PERIODO              | PERNOCT. ESP. | PERNOCT. EXTR. | T. PERNOCTACIONES | OCUPACIÓN     |
|----------------------|---------------|----------------|-------------------|---------------|
| ENERO-DICIEMBRE 2017 | 1.984.436     | 166.579        | <b>2.151.015</b>  | <b>17,10%</b> |
| ENERO-DICIEMBRE 2018 | 2.045.093     | 148.796        | <b>2.193.889</b>  | <b>17,01%</b> |
| <b>VARIACIÓN</b>     | <b>3,06%</b>  | <b>-10,68%</b> | <b>1,99%</b>      | <b>-0,53%</b> |

#### EVOLUCIÓN ANUAL EN ALOJAMIENTOS DE TURISMO RURAL PERNOCTACIONES

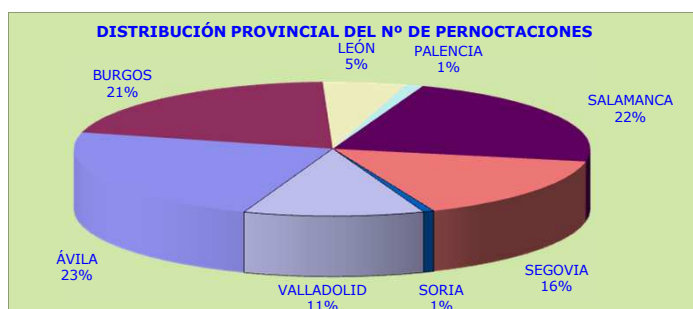
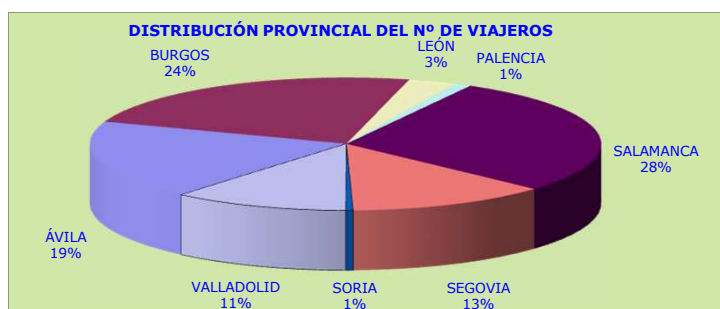


## 4.- CAMPING

### 4a.- DATOS POR PROVINCIAS

| CAMPING      |              |              |              |                |              |              |              |             |
|--------------|--------------|--------------|--------------|----------------|--------------|--------------|--------------|-------------|
| PROVINCIAS   | VIAJEROS     |              |              | PERNOCTACIONES |              |              | OCUPAC.      | EST. MEDIA  |
|              | V. ESP.      | V. EXTR.     | T. VIAJER    | P. ESP.        | P. EXTR.     | T. PERNOCT.  | %            | DIAS        |
| ÁVILA        | 762          | 0            | 762          | 1.557          | 0            | 1.557        | 2,02%        | 2,04        |
| BURGOS       | 400          | 528          | 928          | 587            | 774          | 1.361        | 1,67%        | 1,47        |
| LEÓN         | 118          | 0            | 118          | 347            | 0            | 347          | 1,13%        | 2,94        |
| PALENCIA     | 22           | 21           | 43           | 43             | 29           | 72           | 0,35%        | 1,67        |
| SALAMANCA    | 29           | 1.108        | 1.137        | 41             | 1.448        | 1.489        | 3,23%        | 1,31        |
| SEGOVIA      | 437          | 64           | 501          | 949            | 90           | 1.039        | 2,35%        | 2,07        |
| SORIA        | 18           | 0            | 18           | 45             | 0            | 45           | 0,40%        | 2,50        |
| VALLADOLID   | 232          | 205          | 437          | 465            | 284          | 749          | 2,38%        | 1,71        |
| ZAMORA       | 0            | 0            | 0            | 0              | 0            | 0            | 0,00%        | 0,00        |
| <b>TOTAL</b> | <b>2.018</b> | <b>1.926</b> | <b>3.944</b> | <b>4.034</b>   | <b>2.625</b> | <b>6.659</b> | <b>1,94%</b> | <b>1,69</b> |

Los Campamentos de Zamora durante el mes de diciembre de 2018 han estado cerrados.



### 4b.- COMPARACIONES DICIEMBRE 2017 Y DICIEMBRE 2018

| COMPARATIVA VIAJEROS |                 |                   |                |
|----------------------|-----------------|-------------------|----------------|
| PERIODO              | VIAJ. ESPAÑOLES | VIAJ. EXTRANJEROS | TOTAL VIAJEROS |
| DICIEMBRE 2017       | 1.439           | 1.751             | 3.190          |
| DICIEMBRE 2018       | 2.018           | 1.926             | 3.944          |
| <b>VARIACIÓN</b>     | <b>40,24%</b>   | <b>9,99%</b>      | <b>23,64%</b>  |



| COMPARATIVA PERNOCTACIONES |                 |                   |                      |               |
|----------------------------|-----------------|-------------------|----------------------|---------------|
| PERIODO                    | PERN. ESPAÑOLES | PERN. EXTRANJEROS | TOTAL PERNOCTACIONES | OCUPACIÓN     |
| DICIEMBRE 2017             | 2.996           | 2.104             | 5.100                | 1,46%         |
| DICIEMBRE 2018             | 4.034           | 2.625             | 6.659                | 1,94%         |
| <b>VARIACIÓN</b>           | <b>34,65%</b>   | <b>24,76%</b>     | <b>30,57%</b>        | <b>32,88%</b> |

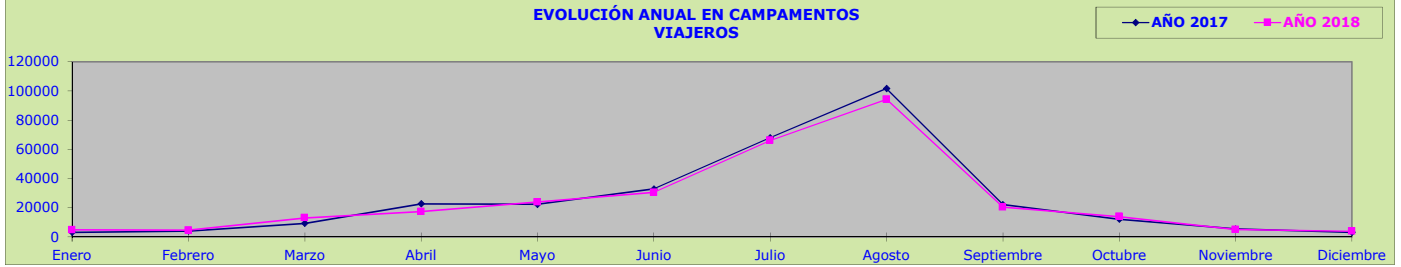


#### 4c.- COMPARACION DE DATOS ACUMULADOS DE ENERO - DICIEMBRE 2017-2018

##### COMPARATIVA VIAJEROS

| PERIODO              | VIAJ. ESPAÑOL. | VIAJ. EXTRANJ. | TOTAL VIAJEROS |
|----------------------|----------------|----------------|----------------|
| ENERO-DICIEMBRE 2017 | 204.796        | 102.717        | 307.513        |
| ENERO-DICIEMBRE 2018 | 204.364        | 94.015         | 298.379        |
| VARIACIÓN            | -0,21%         | -8,47%         | -2,97%         |

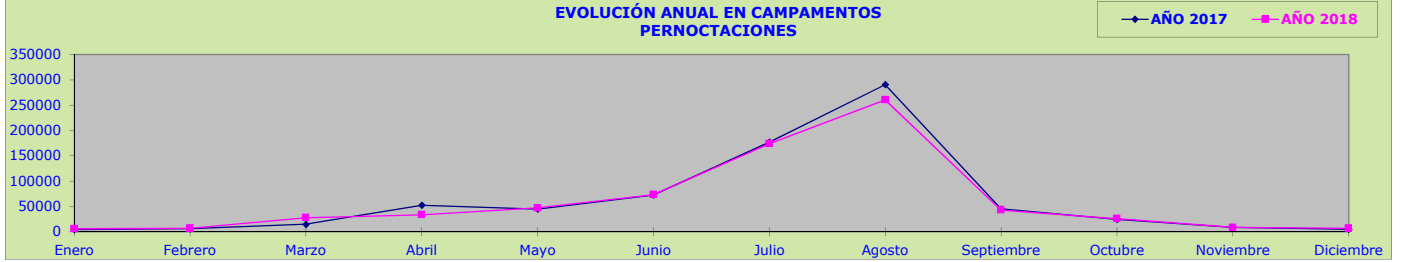
##### EVOLUCIÓN ANUAL EN CAMPAMENTOS VIAJEROS



##### COMPARATIVA PERNOCTACIONES

| PERIODO              | PERNOCT. ESP. | PERNOCT. EXTR. | T. PERNOCTACIONES | OCUPACIÓN |
|----------------------|---------------|----------------|-------------------|-----------|
| ENERO-DICIEMBRE 2017 | 573.816       | 170.243        | 744.059           | 8,78%     |
| ENERO-DICIEMBRE 2018 | 555.952       | 155.092        | 711.044           | 8,33%     |
| VARIACIÓN            | -3,11%        | -8,90%         | -4,44%            | -5,13%    |

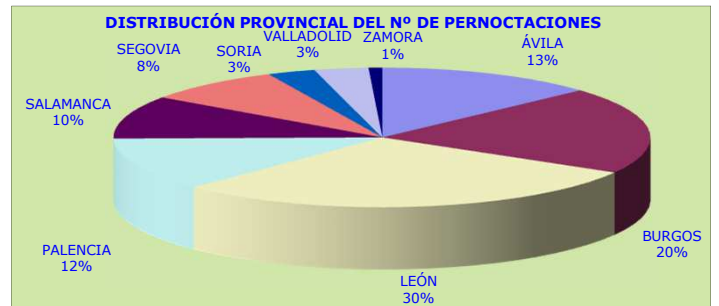
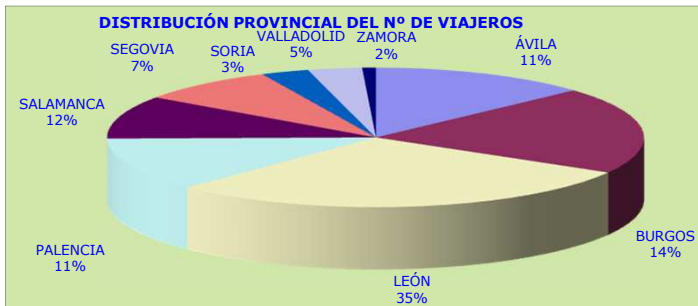
##### EVOLUCIÓN ANUAL EN CAMPAMENTOS PERNOCTACIONES



## 5.- ALBERGUES

### 5a.- DATOS POR PROVINCIAS

| ALBERGUES    |              |              |              |                |              |               |              |             |
|--------------|--------------|--------------|--------------|----------------|--------------|---------------|--------------|-------------|
| PROVINCIAS   | VIAJEROS     |              |              | PERNOCTACIONES |              |               | OCUPAC.      | EST. MEDIA  |
|              | V. ESP.      | V. EXTR.     | T. VIAJER    | P. ESP.        | P. EXTR.     | T. PERNOCT.   | %            | DIAS        |
| ÁVILA        | 546          | 42           | 588          | 1.340          | 43           | 1.383         | 11,95%       | 2,35        |
| BURGOS       | 754          | 32           | 786          | 2.032          | 78           | 2.110         | 9,17%        | 2,68        |
| LEÓN         | 1.077        | 858          | 1.935        | 1.536          | 1.497        | 3.033         | 11,88%       | 1,57        |
| PALENCIA     | 379          | 221          | 600          | 1.076          | 221          | 1.297         | 6,74%        | 2,16        |
| SALAMANCA    | 579          | 104          | 683          | 900            | 144          | 1.044         | 17,30%       | 1,53        |
| SEGOVIA      | 371          | 4            | 375          | 864            | 8            | 872           | 4,73%        | 2,33        |
| SORIA        | 153          | 0            | 153          | 301            | 0            | 301           | 6,74%        | 1,97        |
| VALLADOLID   | 300          | 2            | 302          | 340            | 2            | 342           | 6,49%        | 1,13        |
| ZAMORA       | 67           | 19           | 86           | 67             | 19           | 86            | 2,51%        | 1,00        |
| <b>TOTAL</b> | <b>4.226</b> | <b>1.282</b> | <b>5.508</b> | <b>8.456</b>   | <b>2.012</b> | <b>10.468</b> | <b>8,95%</b> | <b>1,90</b> |



### 5b.- COMPARACIONES DICIEMBRE 2017 Y DICIEMBRE 2018

| COMPARATIVA VIAJEROS |                 |                   |                |
|----------------------|-----------------|-------------------|----------------|
| PERIODO              | VIAJ. ESPAÑOLES | VIAJ. EXTRANJEROS | TOTAL VIAJEROS |
| DICIEMBRE 2017       | 4.441           | 700               | 5.141          |
| DICIEMBRE 2018       | 4.226           | 1.282             | 5.508          |
| <b>VARIACIÓN</b>     | <b>-4,84%</b>   | <b>83,14%</b>     | <b>7,14%</b>   |



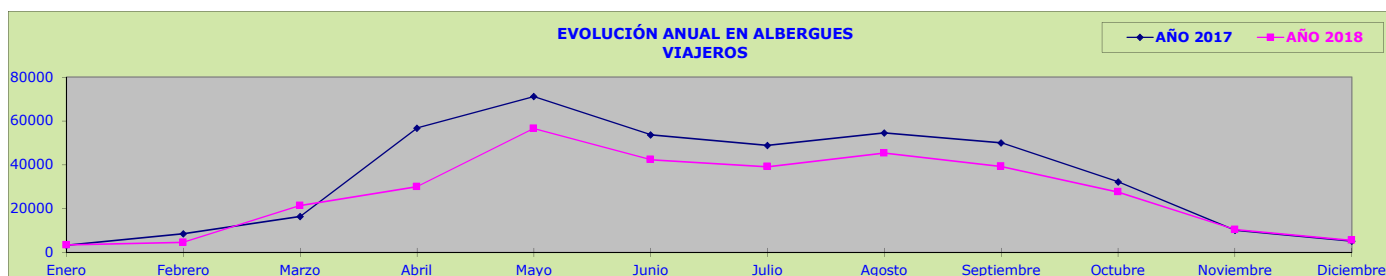
| COMPARATIVA PERNOCTACIONES |                 |                   |                      |               |
|----------------------------|-----------------|-------------------|----------------------|---------------|
| PERIODO                    | PERN. ESPAÑOLES | PERN. EXTRANJEROS | TOTAL PERNOCTACIONES | OCUPACIÓN     |
| DICIEMBRE 2017             | 8.517           | 1.099             | 9.616                | 9,01%         |
| DICIEMBRE 2018             | 8.456           | 2.012             | 10.468               | 8,95%         |
| <b>VARIACIÓN</b>           | <b>-0,72%</b>   | <b>83,08%</b>     | <b>8,86%</b>         | <b>-0,67%</b> |



## 5c.- COMPARACION DE DATOS ACUMULADOS DE ENERO - DICIEMBRE 2017-2018

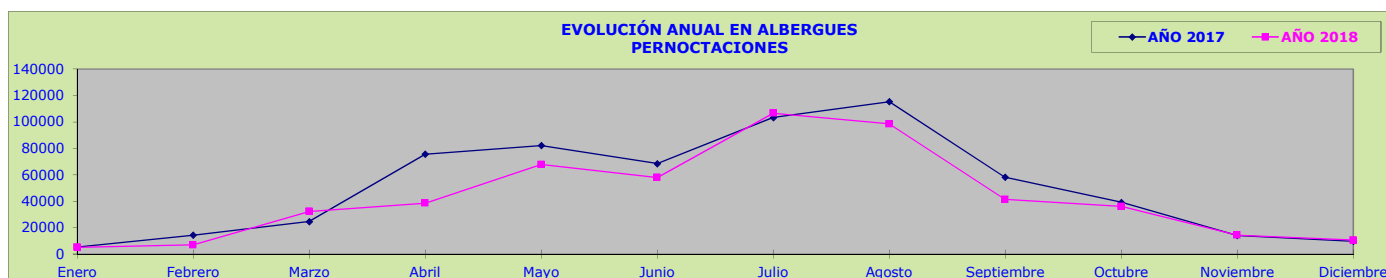
### COMPARATIVA VIAJEROS

| PERIODO              | VIAJ. ESPAÑOL. | VIAJ. EXTRANJ. | TOTAL VIAJEROS |
|----------------------|----------------|----------------|----------------|
| ENERO-DICIEMBRE 2017 | 206.874        | 203.437        | 410.311        |
| ENERO-DICIEMBRE 2018 | 160.303        | 164.971        | 325.274        |
| <b>VARIACIÓN</b>     | <b>-22,51%</b> | <b>-18,91%</b> | <b>-20,73%</b> |



### COMPARATIVA PERNOCTACIONES

| PERIODO              | PERNOCT. ESP.  | PERNOCT. EXTR. | T. PERNOCTACIONES | OCUPACIÓN     |
|----------------------|----------------|----------------|-------------------|---------------|
| ENERO-DICIEMBRE 2017 | 386.518        | 222.760        | 609.278           | 21,80%        |
| ENERO-DICIEMBRE 2018 | 333.983        | 181.009        | 514.992           | 21,05%        |
| <b>VARIACIÓN</b>     | <b>-13,59%</b> | <b>-18,74%</b> | <b>-15,48%</b>    | <b>-3,44%</b> |



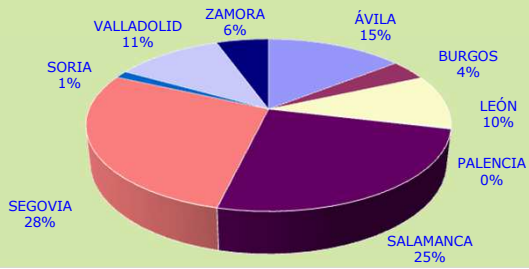


## 6.- VIVIENDAS DE USO TURÍSTICO

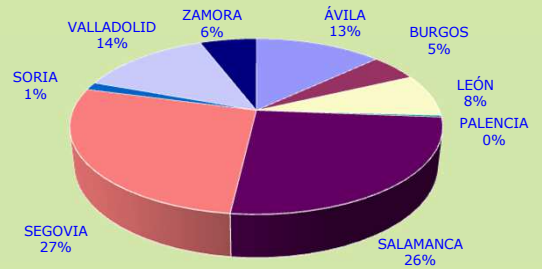
### 5a.- DATOS POR PROVINCIAS

| PROVINCIAS   | VIAJEROS      |              |               | PERNOCTACIONES |              |               | OCUPAC. | EST. MEDIA  |
|--------------|---------------|--------------|---------------|----------------|--------------|---------------|---------|-------------|
|              | V. ESP.       | V. EXTR.     | T. VIAJER     | P. ESP.        | P. EXTR.     | T. PERNOCT.   | %       | DIAS        |
| ÁVILA        | 4.414         | 75           | <b>4.489</b>  | 8.249          | 379          | <b>8.628</b>  | 11,85%  | <b>1,92</b> |
| BURGOS       | 1.057         | 147          | <b>1.204</b>  | 2.943          | 281          | <b>3.224</b>  | 18,64%  | <b>2,68</b> |
| LEÓN         | 3.067         | 86           | <b>3.153</b>  | 4.997          | 171          | <b>5.168</b>  | 15,80%  | <b>1,64</b> |
| PALENCIA     | 65            | 0            | <b>65</b>     | 218            | 0            | <b>218</b>    | 10,99%  | <b>3,35</b> |
| SALAMANCA    | 5.398         | 2.393        | <b>7.791</b>  | 11.881         | 4.925        | <b>16.806</b> | 38,67%  | <b>2,16</b> |
| SEGOVIA      | 8.217         | 483          | <b>8.700</b>  | 16.796         | 1.110        | <b>17.906</b> | 25,07%  | <b>2,06</b> |
| SORIA        | 378           | 42           | <b>420</b>    | 896            | 42           | <b>938</b>    | 9,82%   | <b>2,23</b> |
| VALLADOLID   | 3.132         | 386          | <b>3.518</b>  | 7.649          | 1.271        | <b>8.920</b>  | 38,99%  | <b>2,54</b> |
| ZAMORA       | 1.643         | 74           | <b>1.717</b>  | 3.731          | 108          | <b>3.839</b>  | 14,20%  | <b>2,24</b> |
| <b>TOTAL</b> | <b>27.371</b> | <b>3.686</b> | <b>31.057</b> | <b>57.360</b>  | <b>8.287</b> | <b>65.647</b> | 21,94%  | <b>2,11</b> |

DISTRIBUCIÓN PROVINCIAL DEL Nº DE VIAJEROS



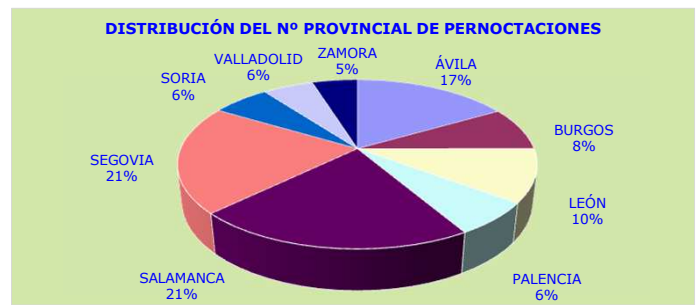
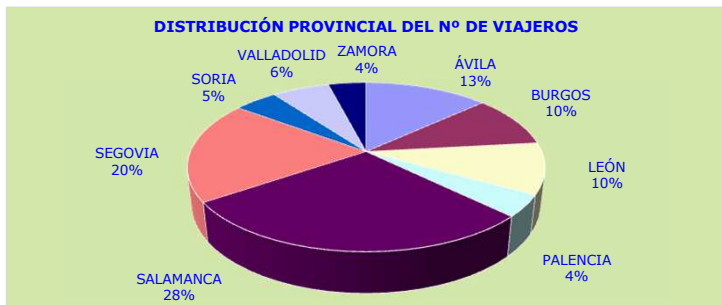
DISTRIBUCIÓN PROVINCIAL DEL Nº DE PERNOCTACIONES



## 7.- APARTAMENTOS TURÍSTICOS

### 7a.- DATOS POR PROVINCIAS

| APARTAMENTOS TURÍSTICOS |               |              |               |                |              |               |               |             |
|-------------------------|---------------|--------------|---------------|----------------|--------------|---------------|---------------|-------------|
| PROVINCIAS              | VIAJEROS      |              |               | PERNOCTACIONES |              |               | OCUPAC.       | EST. MEDIA  |
|                         | V. ESP.       | V. EXTR.     | T. VIAJER     | P. ESP.        | P. EXTR.     | T. PERNOCT.   | %             | DIAS        |
| ÁVILA                   | 2.832         | 38           | <b>2.870</b>  | 7.001          | 94           | <b>7.095</b>  | 25,60%        | <b>2,47</b> |
| BURGOS                  | 1.607         | 531          | <b>2.138</b>  | 2.809          | 706          | <b>3.515</b>  | 20,10%        | <b>1,64</b> |
| LEÓN                    | 2.026         | 75           | <b>2.101</b>  | 4.135          | 169          | <b>4.304</b>  | 13,98%        | <b>2,05</b> |
| PALENCIA                | 849           | 46           | <b>895</b>    | 1.925          | 784          | <b>2.709</b>  | 41,81%        | <b>3,03</b> |
| SALAMANCA               | 5.132         | 973          | <b>6.105</b>  | 6.937          | 2.112        | <b>9.049</b>  | 19,19%        | <b>1,48</b> |
| SEGOVIA                 | 4.066         | 140          | <b>4.206</b>  | 8.599          | 204          | <b>8.803</b>  | 26,92%        | <b>2,09</b> |
| SORIA                   | 985           | 14           | <b>999</b>    | 2.597          | 17           | <b>2.614</b>  | 20,82%        | <b>2,62</b> |
| VALLADOLID              | 1.242         | 89           | <b>1.331</b>  | 2.218          | 89           | <b>2.307</b>  | 21,14%        | <b>1,73</b> |
| ZAMORA                  | 858           | 19           | <b>877</b>    | 2.030          | 38           | <b>2.068</b>  | 21,11%        | <b>2,36</b> |
| <b>TOTAL</b>            | <b>19.597</b> | <b>1.925</b> | <b>21.522</b> | <b>38.251</b>  | <b>4.213</b> | <b>42.464</b> | <b>21,71%</b> | <b>1,97</b> |



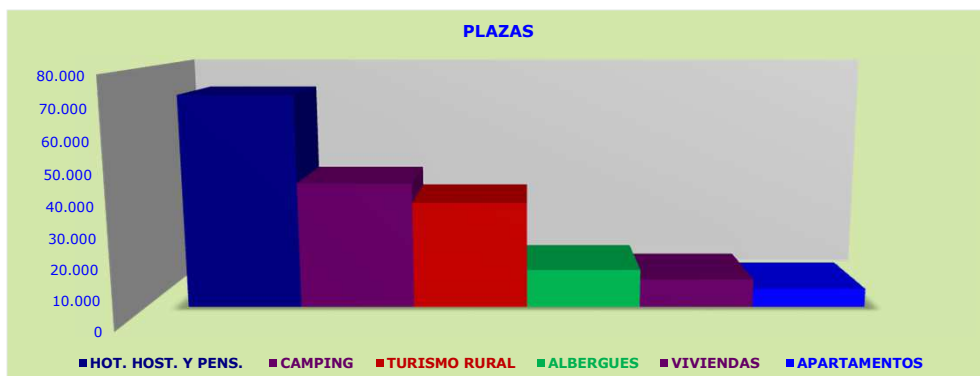
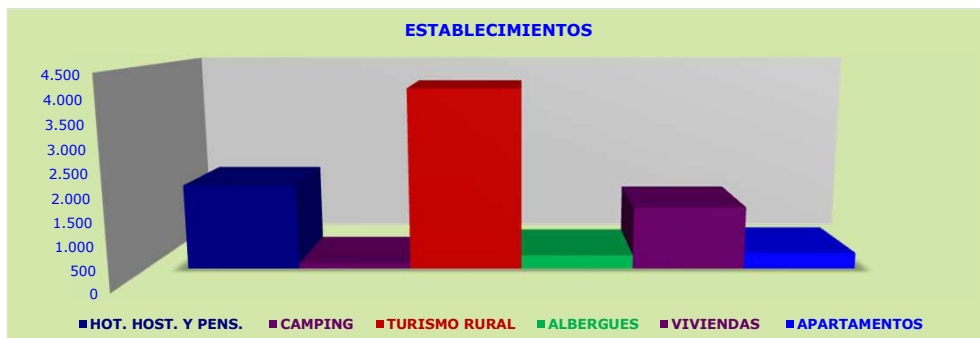
# II OFERTA

## 1.- EVOLUCIÓN DE LA OFERTA DE ALOJAMIENTOS

| PERIODO        | HOT. HOST. Y PENS. |        | CAMPING   |        | TURISMO RURAL |        | TOTAL     |        |
|----------------|--------------------|--------|-----------|--------|---------------|--------|-----------|--------|
|                | ESTABLEC.          | PLAZAS | ESTABLEC. | PLAZAS | ESTABLEC.     | PLAZAS | ESTABLEC. | PLAZAS |
| DICIEMBRE 2017 | 1.890              | 71.454 | 118       | 42.630 | 3.950         | 34.923 |           |        |
| DICIEMBRE 2018 | 1.896              | 71.639 | 118       | 42.378 | 4.042         | 35.824 |           |        |
| VARIACIÓN      | 0,32%              | 0,26%  | 0,00%     | -0,59% | 2,33%         | 2,58%  |           |        |

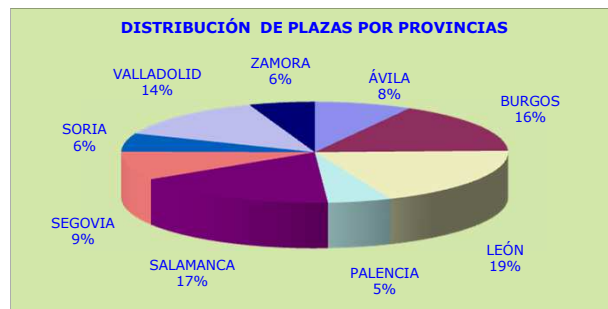
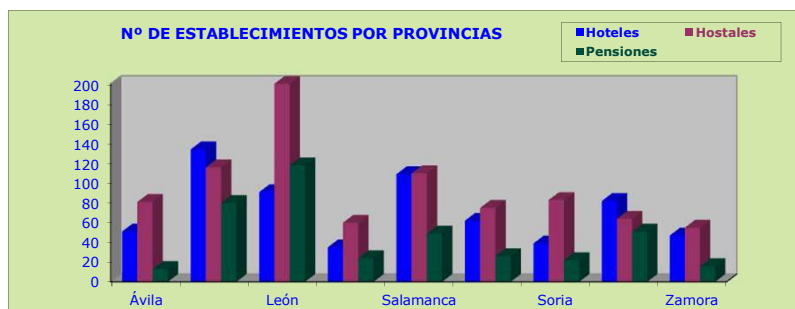
  

| PERIODO        | ALBERGUES |        | VIVIENDAS |        | APARTAMENTOS |        | TOTAL     |         |
|----------------|-----------|--------|-----------|--------|--------------|--------|-----------|---------|
|                | ESTABLEC. | PLAZAS | ESTABLEC. | PLAZAS | ESTABLEC.    | PLAZAS | ESTABLEC. | PLAZAS  |
| DICIEMBRE 2017 | 283       | 11.857 | 748       | 5.435  | 341          | 5.997  | 7.330     | 172.296 |
| DICIEMBRE 2018 | 308       | 12.918 | 1.401     | 9.650  | 362          | 6.309  | 8.127     | 178.718 |
| VARIACIÓN      | 8,83%     | 8,95%  | 87,30%    | 77,55% | 6,16%        | 5,20%  | 10,87%    | 3,73%   |



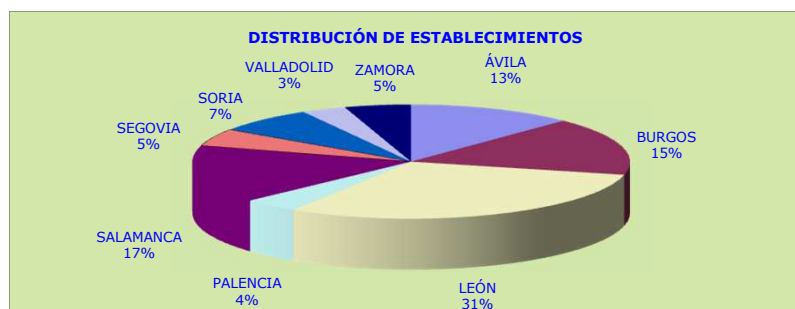
## 2.- HOTELES, HOSTALES Y PENSIONES

| PROVINCIAS   | HOTELES          |               | HOSTALES         |               | PENSIONES        |              | TOTAL            |               |
|--------------|------------------|---------------|------------------|---------------|------------------|--------------|------------------|---------------|
|              | ESTABLECIMIENTOS | PLAZAS        | ESTABLECIMIENTOS | PLAZAS        | ESTABLECIMIENTOS | PLAZAS       | ESTABLECIMIENTOS | PLAZAS        |
| ÁVILA        | 53               | 3.784         | 83               | 1.889         | 13               | 176          | 149              | 5.849         |
| BURGOS       | 133              | 7.879         | 119              | 2.714         | 79               | 1.128        | 331              | 11.721        |
| LEÓN         | 91               | 7.313         | 203              | 4.956         | 125              | 1.408        | 419              | 13.677        |
| PALENCIA     | 34               | 2.180         | 62               | 1.354         | 22               | 260          | 118              | 3.794         |
| SALAMANCA    | 109              | 8.998         | 111              | 2.634         | 50               | 624          | 270              | 12.256        |
| SEGOVIA      | 62               | 4.411         | 73               | 1.824         | 26               | 323          | 161              | 6.558         |
| SORIA        | 37               | 1.998         | 84               | 1.979         | 20               | 240          | 141              | 4.217         |
| VALLADOLID   | 81               | 7.406         | 62               | 1.565         | 46               | 639          | 189              | 9.610         |
| ZAMORA       | 46               | 2.544         | 54               | 1.215         | 18               | 198          | 118              | 3.957         |
| <b>TOTAL</b> | <b>646</b>       | <b>46.513</b> | <b>851</b>       | <b>20.130</b> | <b>399</b>       | <b>4.996</b> | <b>1.896</b>     | <b>71.639</b> |

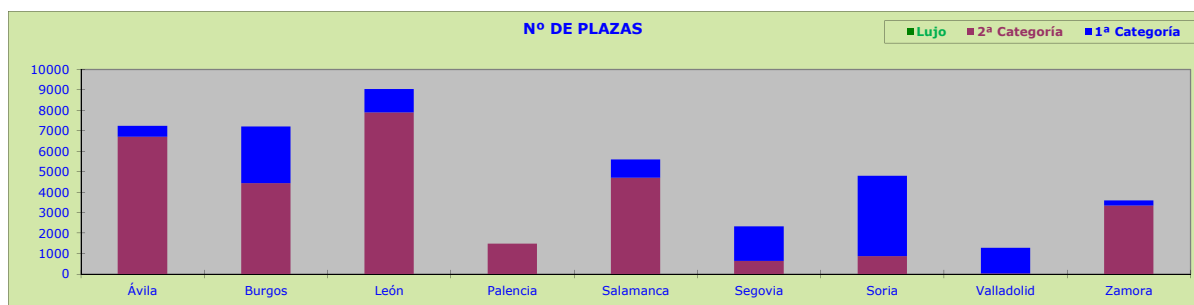


## 3.- CAMPING

| NÚMERO DE ESTABLECIMIENTOS |           |           |           |          |           |          |          |            |          |            |
|----------------------------|-----------|-----------|-----------|----------|-----------|----------|----------|------------|----------|------------|
| ESTABLECIMIENTOS           | ÁVILA     | BURGOS    | LEÓN      | PALENCIA | SALAMANCA | SEGOVIA  | SORIA    | VALLADOLID | ZAMORA   | TOTAL      |
| 1ª CATEGORIA               | 1         | 5         | 3         | 0        | 2         | 3        | 6        | 3          | 1        | 24         |
| 2ª CATEGORIA               | 14        | 13        | 34        | 4        | 18        | 3        | 2        | 1          | 5        | 94         |
| LUJO                       | 0         | 0         | 0         | 0        | 0         | 0        | 0        | 0          | 0        | 0          |
| <b>TOTAL</b>               | <b>15</b> | <b>18</b> | <b>37</b> | <b>4</b> | <b>20</b> | <b>6</b> | <b>8</b> | <b>4</b>   | <b>6</b> | <b>118</b> |



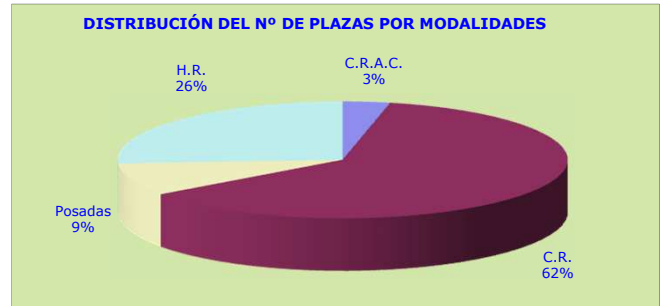
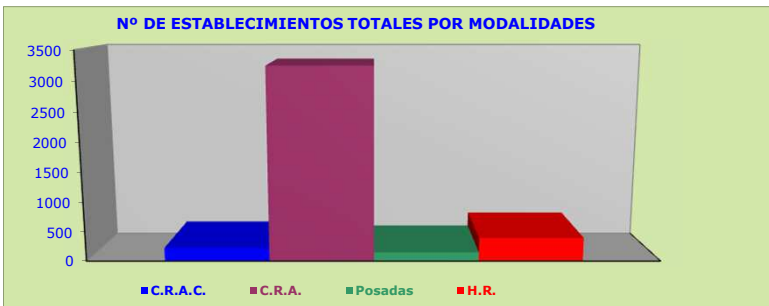
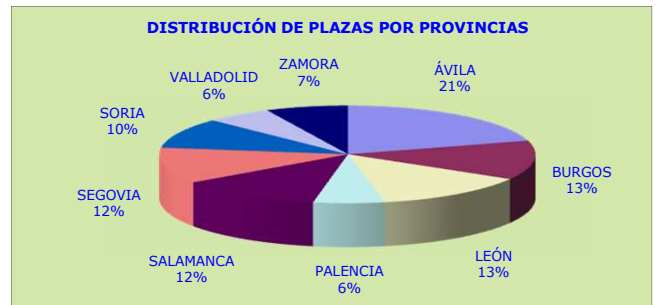
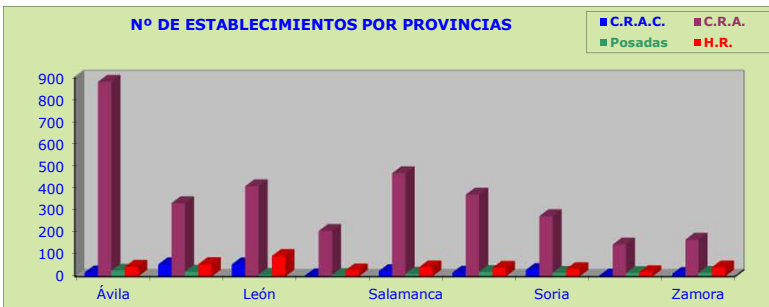
| NÚMERO DE PLAZAS |              |              |              |              |              |              |              |              |              |               |
|------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|
| PLAZAS           | ÁVILA        | BURGOS       | LEÓN         | PALENCIA     | SALAMANCA    | SEGOVIA      | SORIA        | VALLADOLID   | ZAMORA       | TOTAL         |
| 1ª CATEGORIA     | 528          | 2.769        | 1.135        | 0            | 894          | 1.687        | 3.810        | 1.248        | 248          | 12.319        |
| 2ª CATEGORIA     | 6.665        | 4.610        | 7.909        | 1.283        | 4.709        | 649          | 840          | 38           | 3.356        | 30.059        |
| LUJO             | 0            | 0            | 0            | 0            | 0            | 0            | 0            | 0            | 0            | 0             |
| <b>TOTAL</b>     | <b>7.193</b> | <b>7.379</b> | <b>9.044</b> | <b>1.283</b> | <b>5.603</b> | <b>2.336</b> | <b>4.650</b> | <b>1.286</b> | <b>3.604</b> | <b>42.378</b> |



## 4.- ALOJAMIENTOS DE TURISMO RURAL

| PROVINCIAS   | C.R.A.C.   |              | C.R.A        |               | POSADAS    |              | H.T.R.     |              | TOTAL        |               |
|--------------|------------|--------------|--------------|---------------|------------|--------------|------------|--------------|--------------|---------------|
|              | ESTABLEC.  | PLAZAS       | ESTABLEC.    | PLAZAS        | ESTABLEC.  | PLAZAS       | ESTABLEC.  | PLAZAS       | ESTABLEC.    | PLAZAS        |
| ÁVILA        | 12         | 105          | 863          | 5.375         | 24         | 751          | 52         | 1.110        | 951          | 7.341         |
| BURGOS       | 33         | 274          | 326          | 2.930         | 18         | 367          | 65         | 1.076        | 442          | 4.647         |
| LEÓN         | 39         | 302          | 413          | 2.256         | 9          | 182          | 109        | 2.060        | 570          | 4.800         |
| PALENCIA     | 5          | 48           | 194          | 1.336         | 7          | 179          | 35         | 619          | 241          | 2.182         |
| SALAMANCA    | 15         | 93           | 469          | 2.996         | 12         | 331          | 51         | 990          | 547          | 4.410         |
| SEGOVIA      | 13         | 100          | 395          | 2.885         | 16         | 323          | 47         | 958          | 471          | 4.266         |
| SORIA        | 19         | 166          | 289          | 2.234         | 16         | 354          | 48         | 855          | 372          | 3.609         |
| VALLADOLID   | 2          | 17           | 155          | 1.167         | 12         | 253          | 27         | 597          | 196          | 2.034         |
| ZAMORA       | 4          | 32           | 179          | 1.187         | 17         | 361          | 52         | 955          | 252          | 2.535         |
| <b>TOTAL</b> | <b>142</b> | <b>1.137</b> | <b>3.283</b> | <b>22.366</b> | <b>131</b> | <b>3.101</b> | <b>486</b> | <b>9.220</b> | <b>4.042</b> | <b>35.824</b> |

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

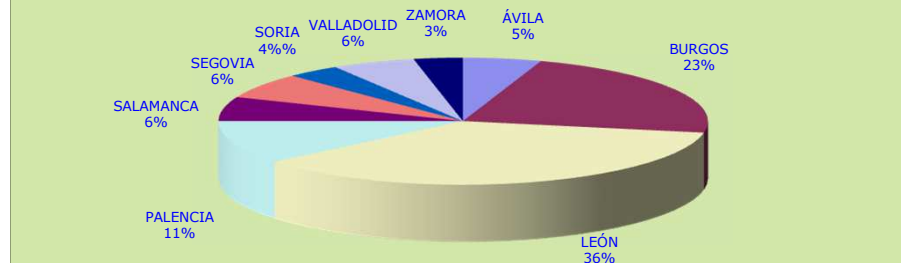


## 5.- ALBERGUES

### Nº DE ESTABLECIMIENTOS

| ESTABLECIMIENTOS    | ÁVILA     | BURGOS    | LEÓN       | PALENCIA  | SALAMANCA | SEGOVIA   | SORIA     | VALLADOLID | ZAMORA    | TOTAL      |
|---------------------|-----------|-----------|------------|-----------|-----------|-----------|-----------|------------|-----------|------------|
| ALBERG. TUR. SUP.   | 5         | 15        | 17         | 4         | 3         | 4         | 1         | 2          | 0         | <b>51</b>  |
| ALBERGUE TURISTICO  | 11        | 31        | 47         | 11        | 13        | 16        | 10        | 11         | 2         | <b>152</b> |
| ALB. TUR. C.S. SUP. | 0         | 8         | 13         | 11        | 0         | 0         | 0         | 0          | 0         | <b>32</b>  |
| ALBERG.TUR. C.S.    | 0         | 16        | 34         | 8         | 3         | 0         | 0         | 4          | 8         | <b>73</b>  |
| <b>TOTAL</b>        | <b>16</b> | <b>70</b> | <b>111</b> | <b>34</b> | <b>19</b> | <b>20</b> | <b>11</b> | <b>17</b>  | <b>10</b> | <b>308</b> |

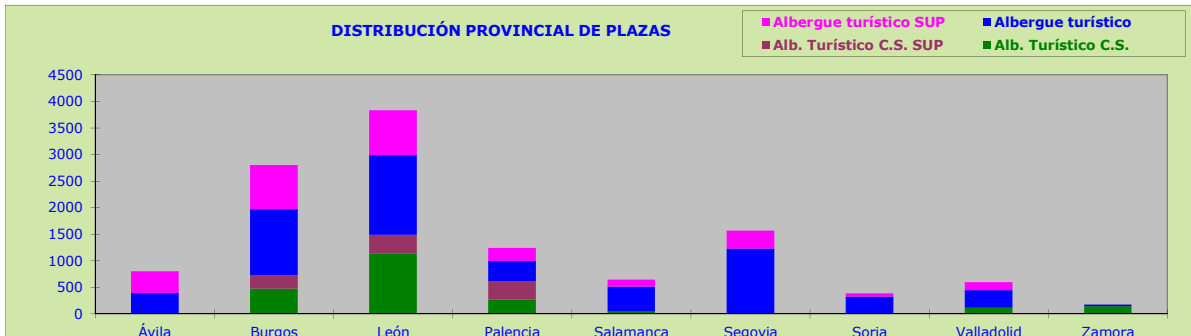
### DISTRIBUCIÓN PROVINCIAL DEL Nº DE ESTABLECIMIENTOS



### Nº DE PLAZAS

| PLAZAS              | ÁVILA      | BURGOS       | LEÓN         | PALENCIA     | SALAMANCA  | SEGOVIA      | SORIA      | VALLADOLID | ZAMORA     | TOTAL         |
|---------------------|------------|--------------|--------------|--------------|------------|--------------|------------|------------|------------|---------------|
| ALBERG. TUR. SUP.   | 453        | 879          | 870          | 234          | 131        | 356          | 60         | 147        | 0          | <b>3.130</b>  |
| ALBERGUE TURISTICO  | 389        | 1.244        | 1.643        | 491          | 468        | 1.208        | 342        | 662        | 27         | <b>6.474</b>  |
| ALB. TUR. C.S. SUP. | 0          | 251          | 441          | 346          | 0          | 0            | 0          | 0          | 0          | <b>1.038</b>  |
| ALBERG.TUR. C.S.    | 0          | 483          | 1218         | 270          | 44         | 0            | 0          | 112        | 149        | <b>2.276</b>  |
| <b>TOTAL</b>        | <b>842</b> | <b>2.857</b> | <b>4.172</b> | <b>1.341</b> | <b>643</b> | <b>1.564</b> | <b>402</b> | <b>921</b> | <b>176</b> | <b>12.918</b> |

### DISTRIBUCIÓN PROVINCIAL DE PLAZAS

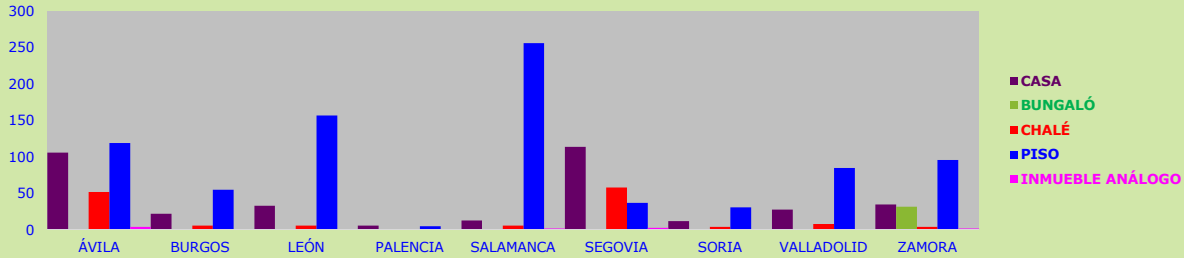


## 6.- VIVIENDAS DE USO TURÍSTICO

### ESTABLECIMIENTOS

| ESTABLECIMIENTOS | ÁVILA      | BURGOS    | LEÓN       | PALENCIA  | SALAMANCA  | SEGOVIA    | SORIA     | VALLADOLID | ZAMORA     | TOTAL        |
|------------------|------------|-----------|------------|-----------|------------|------------|-----------|------------|------------|--------------|
| CASA             | 106        | 22        | 33         | 6         | 13         | 114        | 12        | 28         | 35         | 369          |
| BUNGALÓ          | 1          | 1         | 0          | 0         | 0          | 0          | 1         | 0          | 32         | 35           |
| CHALÉ            | 52         | 6         | 6          | 0         | 6          | 58         | 4         | 8          | 4          | 144          |
| PISO             | 119        | 55        | 157        | 5         | 256        | 37         | 31        | 85         | 96         | 841          |
| INMUEBLE ANÁLOGO | 4          | 0         | 0          | 1         | 2          | 3          | 0         | 0          | 2          | 12           |
| <b>TOTAL</b>     | <b>282</b> | <b>84</b> | <b>196</b> | <b>12</b> | <b>277</b> | <b>212</b> | <b>48</b> | <b>121</b> | <b>169</b> | <b>1.401</b> |

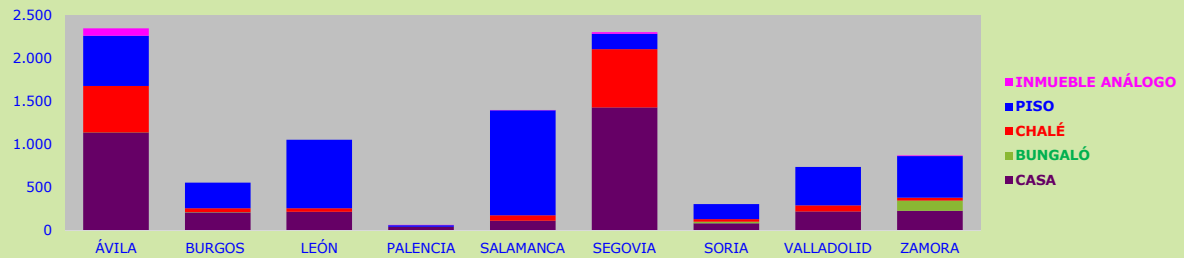
### ESTABLECIMIENTOS



### PLAZAS

| PLAZAS           | ÁVILA        | BURGOS     | LEÓN         | PALENCIA  | SALAMANCA    | SEGOVIA      | SORIA      | VALLADOLID | ZAMORA     | TOTAL        |
|------------------|--------------|------------|--------------|-----------|--------------|--------------|------------|------------|------------|--------------|
| CASA             | 1.139        | 211        | 217          | 38        | 113          | 1.430        | 85         | 223        | 230        | 3.686        |
| BUNGALÓ          | 3            | 3          | 0            | 0         | 0            | 0            | 16         | 0          | 118        | 140          |
| CHALÉ            | 538          | 46         | 43           | 0         | 63           | 676          | 32         | 68         | 34         | 1.500        |
| PISO             | 585          | 298        | 795          | 21        | 1.220        | 181          | 175        | 447        | 483        | 4.205        |
| INMUEBLE ANÁLOGO | 84           | 0          | 0            | 5         | 6            | 17           | 0          | 0          | 7          | 119          |
| <b>TOTAL</b>     | <b>2.349</b> | <b>558</b> | <b>1.055</b> | <b>64</b> | <b>1.402</b> | <b>2.304</b> | <b>308</b> | <b>738</b> | <b>872</b> | <b>9.650</b> |

### PLAZAS

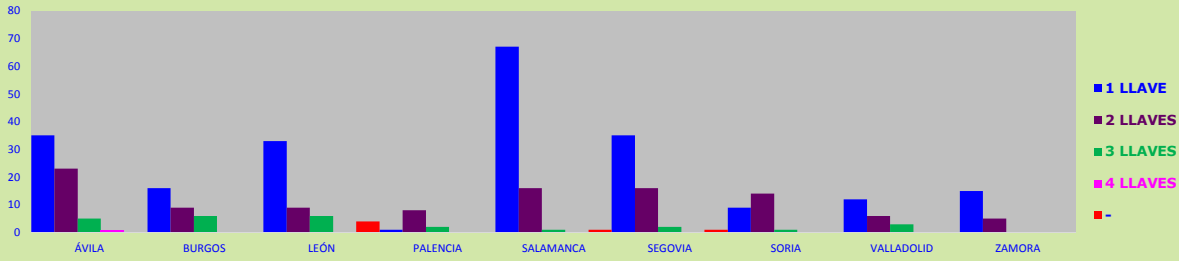


## 7.- APARTAMENTOS

### Nº DE ESTABLECIMIENTOS

| ESTABLECIMIENTOS | ÁVILA     | BURGOS    | LEÓN      | PALENCIA  | SALAMANCA | SEGOVIA   | SORIA     | VALLADOLID | ZAMORA    | TOTAL      |
|------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|-----------|------------|
| 1 LLAVE          | 35        | 16        | 33        | 1         | 67        | 35        | 9         | 12         | 15        | 223        |
| 2 LLAVES         | 23        | 9         | 9         | 8         | 16        | 16        | 14        | 6          | 5         | 106        |
| 3 LLAVES         | 5         | 6         | 6         | 2         | 1         | 2         | 1         | 3          | 0         | 26         |
| 4 LLAVES         | 1         | 0         | 0         | 0         | 0         | 0         | 0         | 0          | 0         | 1          |
| -                | 0         | 0         | 4         | 0         | 1         | 1         | 0         | 0          | 0         | 6          |
| <b>TOTAL</b>     | <b>64</b> | <b>31</b> | <b>52</b> | <b>11</b> | <b>85</b> | <b>54</b> | <b>24</b> | <b>21</b>  | <b>20</b> | <b>362</b> |

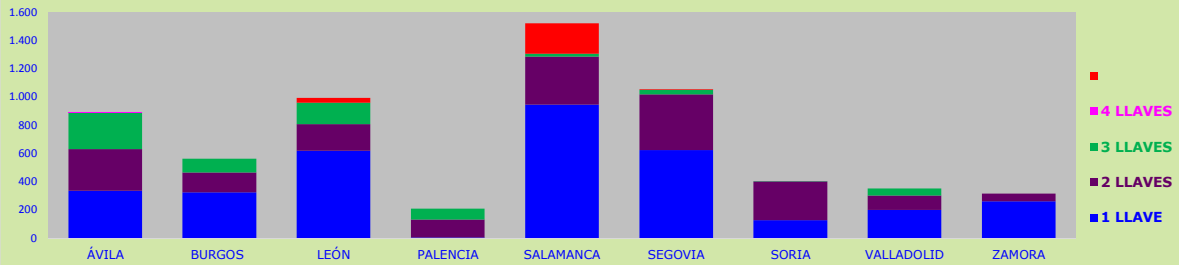
### ESTABLECIMIENTOS



### Nº DE PLAZAS

| PLAZAS       | ÁVILA      | BURGOS     | LEÓN       | PALENCIA   | SALAMANCA    | SEGOVIA      | SORIA      | VALLADOLID | ZAMORA     | TOTAL        |
|--------------|------------|------------|------------|------------|--------------|--------------|------------|------------|------------|--------------|
| 1 LLAVE      | 336        | 326        | 619        | 7          | 945          | 623          | 128        | 200        | 263        | 3.447        |
| 2 LLAVES     | 295        | 139        | 189        | 126        | 339          | 394          | 274        | 102        | 53         | 1.911        |
| 3 LLAVES     | 258        | 99         | 150        | 76         | 21           | 32           | 3          | 50         | 0          | 689          |
| 4 LLAVES     | 5          | 0          | 0          | 0          | 0            | 0            | 0          | 0          | 0          | 5            |
| -            | 0          | 0          | 35         | 0          | 216          | 6            | 0          | 0          | 0          | 257          |
| <b>TOTAL</b> | <b>894</b> | <b>564</b> | <b>993</b> | <b>209</b> | <b>1.521</b> | <b>1.055</b> | <b>405</b> | <b>352</b> | <b>316</b> | <b>6.309</b> |

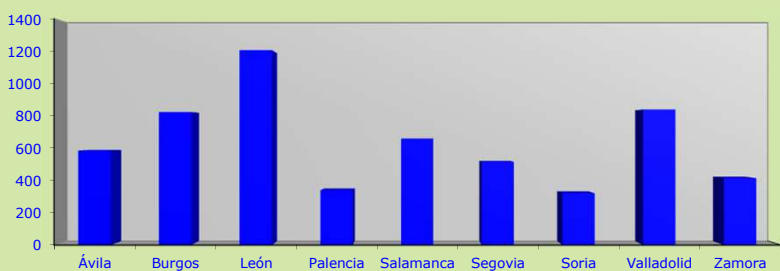
### PLAZAS



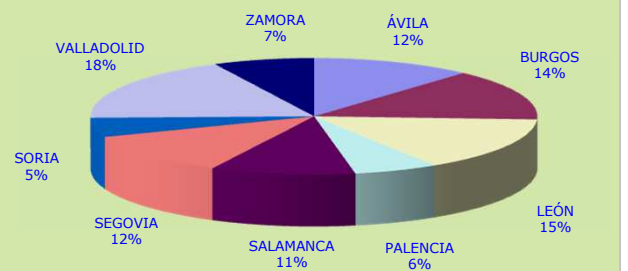
## 8.- RESTAURANTES

| RESTAURANTES     | ÁVILA  | BURGOS | LEÓN   | PALENCIA | SALAMANCA | SEGOVIA | SORIA  | VALLADOLID | ZAMORA | TOTAL   |
|------------------|--------|--------|--------|----------|-----------|---------|--------|------------|--------|---------|
| ESTABLECIMIENTOS | 602    | 844    | 1.242  | 342      | 693       | 524     | 323    | 860        | 437    | 5.867   |
| PLAZAS           | 58.555 | 71.269 | 75.943 | 30.530   | 52.478    | 58.949  | 26.944 | 90.674     | 36.881 | 502.223 |

### Nº DE ESTABLECIMIENTOS POR PROVINCIAS



### % DE PLAZAS POR PROVINCIAS





## TELÉFONO DE INFORMACIÓN TURÍSTICA DE CASTILLA Y LEÓN 902/ 20 30 30

[http:// www.turismocastillayleon.com](http://www.turismocastillayleon.com)

### DIRECCION WEB: BOLETINES DE COYUNTURA TURISTICA

[www.turismocastillayleon.com](http://www.turismocastillayleon.com) (Banner: Información para profesionales > Boletines de coyuntura)

### 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 y Albergues).

**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:** 790 encuestas, fijado un nivel de error máximo para datos globales del 2,7%, en condiciones normales de muestreo ( $p=q=0,5$ ,  $\sigma=1,64$ ).

\* (Excepto viviendas de uso turístico y apartamentos)

### FICHA TÉCNICA DE VIVIENDAS DE USO TURISTICO Y APARTAMENTOS

**Ámbito de la Investigación:** Comunidad de Castilla y León

**Universo:** Viviendas de uso turístico y Apartamentos turísticos.

**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 del Estudio de viviendas de uso turístico y apartamentos:** 200 encuestas, fijando un nivel de error máximo para datos globales del 5,35%, en condiciones normales de muestreo ( $p=q=0,5$ ,  $\sigma=1,64$ ).

**FUENTE:** CONSEJERIA DE CULTURA Y TURISMO, DIRECCIÓN GENERAL DE TURISMO



CASTILLA Y LEÓN

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**902 20 30 30 - [turismocastillayleon.com](http://turismocastillayleon.com)**

**Plan Estadístico de Castilla y León 2018-2021: Operación Estadística nº 07012**