

Tourism Activity

September 2011

Guests and overnight stays grow with the contribution of visitors from abroad

In September 2011 tourism accommodation establishments registered 4.5 million overnight stays, 4.6% more than in the same month of the previous year. Visitors from abroad contributed to this outcome (+8.9%), while residents in Portugal had a 3.8% reduction on their number of overnight stays. In terms of the importance of the main markets of origin, the Brazilian (+26.2%) and the British (+10.8%) stood out.

The total revenue from the activity reached EUR 223.8 million and EUR 156.6 million from accommodation, corresponding to year-on-year increases of 8.5% and 9.9%, respectively.

Table 1. Global provisional results from tourism activity

GLOBAL RESULTS	Month		Accumulated	
	Sept 11	Change rate % 11/10	Jan to Sept 11	Change rate % 11/10
HOTEL ESTABLISHMENTS				
Guests (thousand)	1534.4	4.6	113015	5.8
Overnight stays (thousand)	4 454.3	4.6	32 554.7	7.4
Residents in Portugal	1372.0	-3.8	11 198.6	-0.5
Non residents	3 082.3	8.9	21356.1	12.1
Average stay (no. of nights)	2.9	0.0	2.9	0.1
Net bed occupancy rate (%)	514	0,9 p.p.	43.1	14 p.p.
Total revenue (€ Million)	223.8	8.5	1563.2	7.2
Revenue from accommodation (€ Million)	156.6	9.9	1085.1	8.5
Rev Par (Average revenue per available room) (€)	40.4	6.6	32.1	4.5

Overnight stays

In the period of **January to September 2011** tourism accommodation activity accounted for 11.3 million guests and 32.6 million overnight stays, representing year-on-year increases of 5.8% and 7.4%, respectively.

Only residents from abroad contributed for the growth in overnight stays (+12.1%), since residents in Portugal recorded a slight decrease (-0.5%).

The results from **September 2011** kept a positive overall trend, although with a slowdown in the main indicators in view of recent months. In this period, tourist accommodation establishments accommodated 1.5 million guests, originating 4.5 million overnight stays, corresponding to a year-on-year increase of 4.6% in view of September 2010 for both indicators.

The analysis per type of establishment shows overall year-on-year increases on the number of overnight stays, more so in hotels (+7.8%) and in "*pousadas*" (+5.8%). For the outcome in hotels, five star units contributed mostly (+17.5%), as well as four star units, which resulted in a 8.7% growth towards the same period of the previous year, representing 49% of the total of overnight stays in hotels.

Table 2. Overnight stays by type and category of the establishment

Unit: Thousand

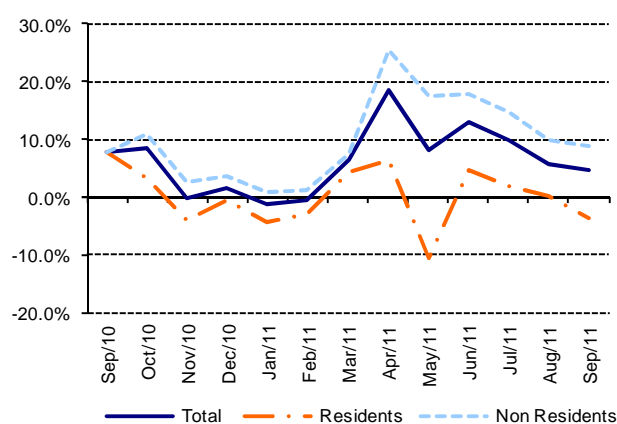
Type of establishment and category	Overnight stays		Year-on-year change rate
	Sept-10	Sept-11	%
Total	4 256.6	4 454.3	4.6
Hotels	2 472.3	2 665.0	7.8
*****	403.0	473.6	17.5
****	1202.9	1307.1	8.7
***	655.6	654.9	-0.1
** / *	210.8	229.5	8.9
Apartment hotels	665.5	686.5	3.2
*****	39.4	54.8	39.1
****	445.4	457.7	2.8
*** / **	180.8	174.0	-3.7
<i>Pousadas</i>	45.7	48.4	5.8
Tourist apartments	467.2	477.7	2.2
Tourist villages	197.2	202.8	2.9
Inns, M otels and Boarding houses	408.7	374.0	-8.5

The number of overnight stays spent by residents was 1.4 million, which stood for 3.8% less than in September 2010, reversing the positive trend of the

recent months, already present in the stable performance of August.

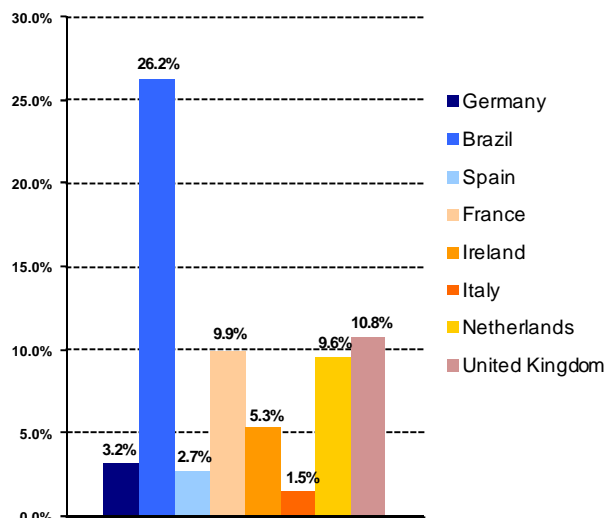
On the contrary, residents from abroad, standing for approximately 70% of the total of overnight stays, contributed with 3.1 million overnight stays, representing a year-on-year increase of 8.9%.

Figure 1. Overnight stays, month-to-month change rate



The main markets of origin concentrated 76.5% of the overnight stays of residents from abroad and performed positively in view of the same period of 2010, with the emphasis on the Brazilian (+26.2%), the British (+10.8%), the French and the Dutch (approximately 10% more in both markets).

Figure 2. Overnight stays, by main markets of origin – month-to-month change rate – September 2011



Comparing with the same period of the previous year, the regional distribution of overnight stays reveals that the overall growth trend still remains, but less so in view of the previous months, with the exception of the regions of Algarve (+4.8%) and Madeira (14.9%).

On the contrary, the number of overnight stays in the Azores decreased by 4.3% after three consecutive months of positive results.

The good performance of the region of Madeira was due to the increase in demand of two of the main markets of origin for the region, the British and the German (with year-on-year change rates of +22.2% and +8.6%, respectively).

In the Algarve, a slight fall occurred in terms of the internal market (-0.8%), but compensated by the significant increases of the British (+10%) and the Dutch (+11.3%) markets. These two markets

accounted for 55.5% of overnight stays of non residents in the region.

Table 3. Overnight stays by region (NUTS II)

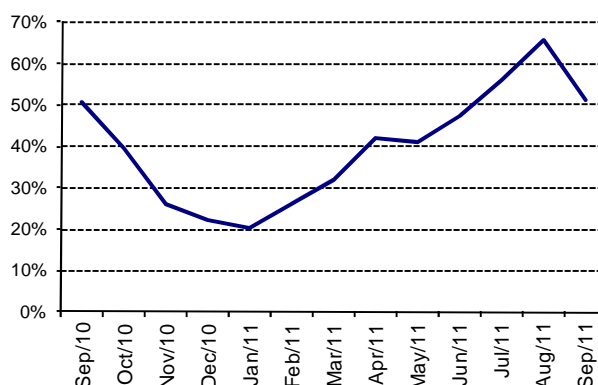
Unit: Thousand

NUTS II	Overnight stays		Year-on-year change rate
	Sept-10	Sept-11	%
PORTUGAL	4 256.6	4 454.3	4.6
North	482.4	500.3	3.7
Center	418.6	428.8	2.5
Lisbon	909.2	927.9	2.1
Alentejo	127.8	129.5	1.3
Algarve	1696.4	1777.0	4.8
AZORES	125.7	120.2	-4.3
MADEIRA	496.6	570.5	14.9

Net bed occupancy rate and Average Stay

In the month of September 2011, tourism accommodation establishments registered an occupancy rate of 51.4%, slightly above the one registered in September 2010 (50.5%), corresponding to an increase of 0.9 p.p.

Figure 3. Net bed occupancy rate



The three main tourist regions registered the highest values of occupancy rates: 65.8% in Madeira and 57% in Algarve and in Lisbon.

In terms of year-on-year growth, the region of Madeira stood out, growing (8.5 p.p.), followed by Lisbon (+1.9 p.p.). The Algarve and the North presented fairly stable results (-0.1 p.p.), while the Azores registered the highest fall (-2.8 p.p.).

Table 4. Net bed occupancy rate and average stay, by region

NUTS II	Occupancy rate		Average stay	
	%		(No. of nights)	
	Sept-10	Sept-11	Sept-10	Sept-11
PORTUGAL	50.5	51.4	2.9	2.9
North	41.6	41.5	1.8	1.8
Center	35.6	35.1	1.8	1.8
Lisbon	55.6	57.5	2.3	2.3
Alentejo	34.4	33.1	1.6	1.6
Algarve	57.3	57.2	4.8	4.8
AZORES	48.2	45.4	3.1	3.1
MADEIRA	57.3	65.8	5.3	5.4

By type of establishment, "pousadas" presented the best performance in terms of the occupancy rate (64.1%), which also corresponded to the highest year-on-year increase (+4.6 p.p.). Hotels registered a slight increase (+0.9 p.p.), with the contribution of five and four star units (+3.9 p.p. and +2.4 p.p., respectively), while tourist villages and apartment hotels recorded lower occupancy rates. However, in five star apartment hotels, the occupancy rate accounted for 66.4% (+6.6 p.p.), which might be linked to the increase in the offer of this type and category of establishment.

Table 5. Net bed occupancy rate and average stay, by type and category of the establishment

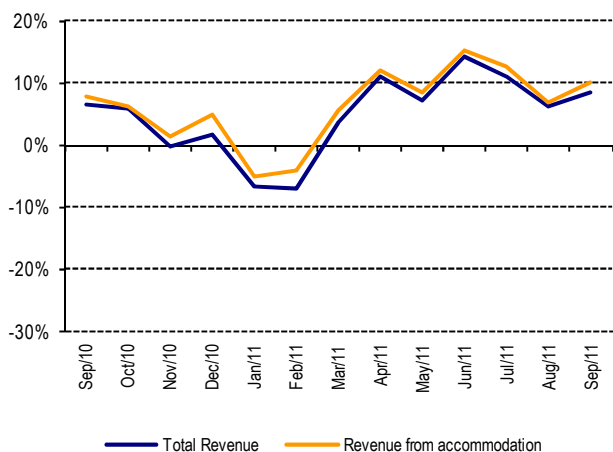
Type of establishment and category	Occupancy rate		Average stay	
	%		(No. of nights)	
	Sept-10	Sept-11	Sept-10	Sept-11
Total	50.5	51.4	2.9	2.9
Hotels	54.4	55.3	2.5	2.5
*****	55.8	59.7	2.7	3.0
****	58.3	60.7	2.7	2.8
***	50.5	49.6	2.3	2.2
** / *	45.7	41.9	1.8	1.8
Apartment hotels	57.3	56.7	4.7	4.5
*****	59.8	66.4	5.3	5.0
****	58.1	56.8	4.7	4.4
*** / **	54.9	54.0	4.5	4.6
Tourist Apartments	47.7	47.7	5.6	5.4
Tourist villages	43.3	40.7	5.2	4.6
Pousadas	59.5	64.1	1.6	1.6
Inns, Motels and Boarding houses	33.7	35.1	2.2	2.3

On a national level, the average stay was 2.9 nights, the same as in September 2010. On a regional level and by type of establishment there were no major changes in terms of the average stay, with the regions of Madeira and Algarve recording the highest stays (5.4 and 4.8 nights, respectively) and, by type of establishment, stress should be laid on tourist apartments (5.4 nights).

Revenue and Average Revenue per Available Room (Rev Par)

In the month of **September 2011**, tourist accommodation activity registered EUR 223.8 million of total revenue and EUR 156.6 million from accommodation, corresponding to year-on-year increases of 8.5% and 9.9%, respectively.

Figure 4. Total revenue and total revenue from accommodation - month-to-month change rate



Comparing with September 2010, most regions had positive performances in both indicators, more so in the regions of Lisbon and Madeira. The regions of Lisbon and Alentejo showed more significant increases in revenue than in the number of overnight stays. The Azores stood as the only region to record decreasing results (-9.6% in total revenue and -10.4% in total revenue from accommodation).

Table 6. Revenue by region (NUTS II)

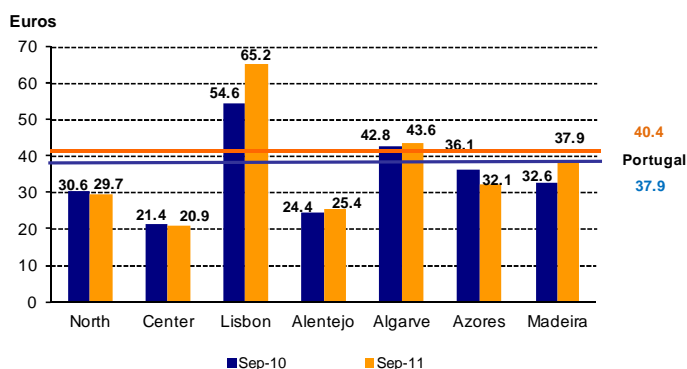
Unit: Million Euros

NUTS II	Total revenue	Year-on-year change rate	Revenue from accommodation	Year-on-year change rate
	Sept-11	%	Sept-11	%
Portugal	223.8	8.5	156.6	9.9
North	24.5	13	17.2	2.7
Center	20.5	3.8	12.5	11
Lisbon	66.6	16.5	49.7	19.0
Alentejo	7.1	14.8	4.6	9.9
Algarve	73.2	4.6	52.6	6.9
Azores	5.5	-9.6	4.1	-10.4
Madeira	26.3	15.7	16.0	16.2

In the period under review, Rev Par from tourist accommodation activity was 40.4 €, 6.6% higher than in September 2010 (37.9 €).

The region of Lisbon registered the highest average revenues (65.2 €), followed by the Algarve (43.6 €). In terms of year-on-year growth, the regions of Lisbon and Madeira showed the highest figures (+19.4% and +16.3%, respectively).

Figure 5. Average revenue per room



When focusing the analysis on the type of establishment, the higher Rev Par figures came from "Pousadas" (58.9 €); also hotels and apartment hotels had values above the national average.

Comparing with the same period of the previous year, tourist villages grew the most (+23.8%); also the "pousadas" had a good performance (+6.3%). For the recorded growth of Rev Par in hotels, five and four star units contributed, while the positive evolution of this indicator in apartment hotels had the contribution of all the categories.

**Table 7. Average revenue per room,
by type and category of the establishment**

Unit:€

Type of establishment and category	RevPar		Year-on-year change rate
	Sept-10	Sept-11	%
Total	37.9	40.4	6.6
Hotels	44.7	46.7	4.5
*****	75.8	83.7	10.4
****	45.1	48.1	6.7
***	33.2	31.2	-6.0
** / *	26.1	24.9	-4.6
Apartment hotels	40.5	42.9	5.9
*****	42.2	50.2	19.0
****	44.4	45.3	2.0
*** / **	31.2	34.8	11.5
Tourist apartments	24.6	25.8	4.9
Tourist villages	28.1	34.8	23.8
Pousadas	55.4	58.9	6.3
Inns, Motels and Boarding houses	19.9	21.4	7.5

In the period of January to September 2011, tourist accommodation establishments registered EUR 1563.2 million of total revenue and EUR 1085.1 million from accommodation, corresponding to year-on-year increases of 7.2% and 8.5%, respectively.

The Rev Par was 32.1 €, 4.5% higher than the one registered in the same period of the year before.

Methodology notes

Net bed occupancy rate – the relation between the number of overnight stays and the number of available beds, in the reference period, accounting two beds for each double bed.

RevPar (*Revenue per Available Room*) – Revenue per available room, measured by the relation between the revenues from accommodation and the number of available rooms, in the reference period.

Year-on-year change rates – the calculation of year-on-year change rates for the main indicators is based on values in units, although in this press release they are visible only in thousands.

Date of next press release: 13th of December 2011