

Tourism Activity

February 2012

Tourism accommodation activity with increased overnight stays but lower total revenue

The tourism accommodation activity registered 1.9 million overnight stays in February, 2.3% more than in the same period of the previous year. For this outcome only non residents contributed (+6.2%), since residents accounted for a negative year-on-year change rate (-4.5%).

As far as the main markets of origin are concerned, there were positive evolutions of Brazil, the Netherlands, Germany and France, with a combined growth of 16.5% vis-à-vis the same period of the previous year.

The total revenue from the activity accounted for a 2.3% year-on-year decrease, while the revenue from the accommodation recorded minor changes (+0.5%).

Table 1. Global provisional results from tourism activity

GLOBAL RESULTS	Month		Accumulated	
	Feb 12	Change rate % 12/11	Jan to Feb 12	Change rate % 12/11
Guests (thousand)	715.7	-3.6	1366.1	-3.9
Overnight stays (thousand)	1887.4	2.3	3 472.5	0.5
Residents in Portugal	647.7	-4.5	1225.8	-6.8
Non residents	1239.7	6.2	2 246.8	5.1
Average stay (no. of nights)	2.6	0.1	2.5	0.1
Net bed occupancy rate (%)	25.5	-0.6 p.p.	22.8	-0.4 p.p.
Total revenue (€Million)	80.2	-2.3	152.7	-2.8
Revenue from accommodation (€Million)	53.5	0.5	101.6	-0.3
Rev Par (Average revenue per available room) (€)	16.4	-0.6	14.6	-2.7

Overnight stays

the number of overnight stays (+0.5%), which stood at 3.5 million.

In the period January to February 2012, the tourism accommodation activity hosted 1.4 million guests, representing 3.9% less than in the same period of the year before. There were no major changes on

In February 2012, more than 715.7 thousand guests checked-in at tourism accommodation establishments (-3.6% towards the same month of 2011) while the

number of overnight stays grew as much as 2.3%, standing at 1.9 million.

It should be reminded that the February results include the 2012 Carnival festivities, which took place in February, while in the previous year they occurred in the month of March.

The tourist apartments, amongst the various typologies, presented the highest increase in terms of overnight stays (+37.6%), as occurred in the previous four months. Hotels followed (+5.2%), with the positive contribution of all categories. The results from the tourist apartments (+4.3%) stood for a trend reversal, after decreasing for four consecutive months. The growth in apartment hotels (+3.7%) was due to four star units (+9.5%), while the remaining categories trended negatively.

The "pousadas" presented declining results (-13.1%), deepening the year-on-year fall of the previous month (-9.8%).

For the sixth month in a row, the total of overnight stays spent by residents declined when compared to the same month of the previous year (-4.5%), standing at 647.7 thousand in February 2012.

Non residents recorded 1.2 million overnight stays, corresponding to a 6.2% year-on-year growth, strengthening the growth recorded in the previous month (+3.7%).

Non residents were responsible for 65.7% of the total of overnight stays.

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

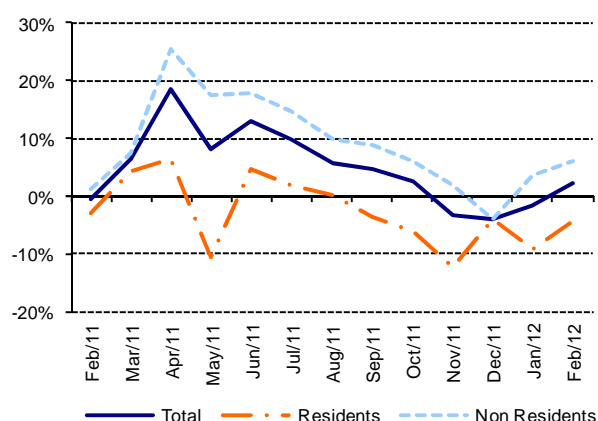
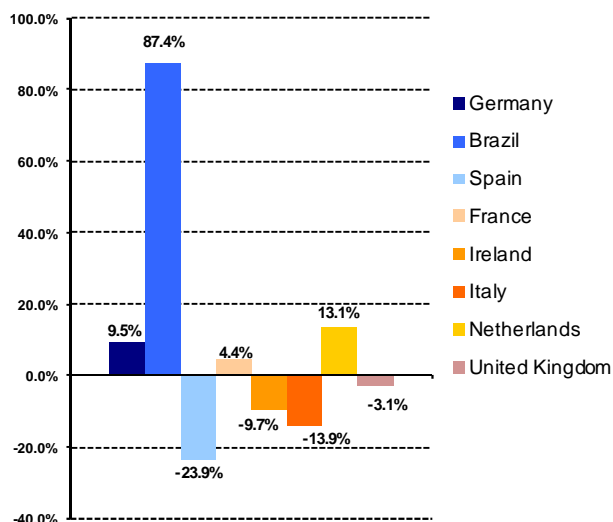


Table 2. Overnight stays by type and category of the establishment

Type of establishment and category	Overnight stays		Unit: Thousand
	Year-on-year change rate		
	Feb-11	Feb-12	%
Total	1 845.6	1 887.4	2.3
Hotels	1 114.0	1 171.9	5.2
*****	186.3	192.4	3.2
****	522.6	556.7	6.5
***	295.4	298.3	1.0
** / *	109.7	124.5	13.5
Apartment hotels	301.5	312.6	3.7
*****	25.3	24.7	-2.4
****	193.7	212.0	9.5
*** / **	82.4	75.8	-8.0
Pousadas	24.1	21.0	-13.1
Tourist apartments	138.2	144.2	4.3
Tourist villages	55.5	76.3	37.6
Other tourist establishments	212.3	161.4	-24.0

The evolution of the main markets of origin was very positive for the Brazilian market (+87.4%), when compared with February 2011. It should also be noted the Dutch market (+13.1%), the German (+9.5%) and the French (+4.4%). The performance of the remaining markets was not so good, more so of the Spanish market (-23.9%).

Figure 2. Overnight stays, by main markets of origin – month-to-month change rate – February 2012



The majority of the regions trended positively in terms of overnight stays, with the emphasis on the Centre region (year-on-year change rate of +7.2%) and the North (+5.7%).

Lisbon kept stable results (-0.3%), while the Alentejo recorded declining results (-16.2%), accounting for the highest decrease in terms of year-on-year change rate amongst the various regions, as in the previous month (-10%).

Table 3. Overnight stays by region (NUTS II)

Unit: Thousand

NUTS II	Overnight stays		Year-on-year change rate
	Feb-11	Feb-12	%
Portugal	1 845.6	1 887.4	2.3
North	242.6	256.5	5.7
Centre	189.4	203.1	7.2
Lisbon	470.4	468.9	-0.3
Alentejo	68.7	57.6	-16.2
Algarve	520.8	538.6	3.4
Azores	35.8	37.2	3.9
Madeira	317.9	325.5	2.4

Although the number of overnight stays spent by residents continued to show a downward trend since September 2011, the region of Madeira presented positive results in February 2012 (+15.2%), as well as the North (+3.7%).

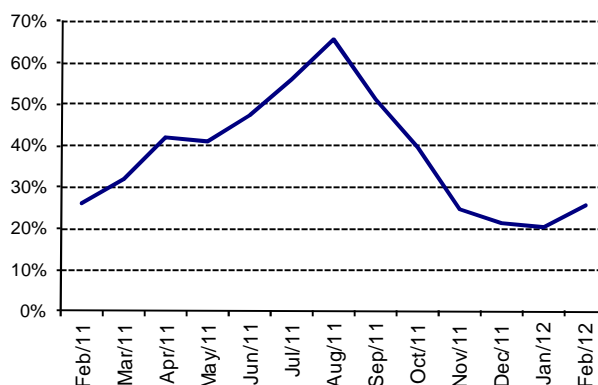
In the period **January to February 2012**, only Madeira showed an increase on the number of overnight stays by residents (+1.8%).

In February 2012, the Alentejo was the only region to record year-on-year decreases in overnight stays for both residents (-18.3%) and non residents (-9.6%).

Net bed occupancy rate and average stay

The tourism accommodation activity establishments registered an occupancy rate of 25.5% in February 2012, lower by 0.6 p.p. when compared with February 2011.

Figure 3. Net bed occupancy rate



The region of Alentejo recorded the highest year-on-year decrease (-4.5 p.p.), followed by Lisbon (-1.5 p.p.).

The less unfavorable result came from the Azores (+0.6 p.p.). In terms of the most outstanding occupancy rates recorded, the regions of Madeira (41.8%) and Lisbon (29.5%) had the highest values.

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

NUTS II	Occupancy rate		Average stay	
	%		(No. of nights)	
	Feb-11	Feb-12	Feb-11	Feb-12
Portugal	26.1	25.5	2.5	2.6
North	23.2	22.4	16	16
Centre	18.9	19.1	15	16
Lisbon	31.0	29.5	2.0	2.1
Alentejo	22.1	17.6	16	16
Algarve	23.6	23.7	4.5	5.1
Azores	15.8	16.4	2.5	2.6
Madeira	42.1	41.8	5.3	5.8

The tourist villages improved their occupancy rate by 3.1 p.p., when compared with the same period of the previous year.

The remaining types of accommodation presented declining results, more so in "pousadas" (-5.7 p.p.). In apartment hotels (-1.2 p.p.), five star units had increased occupancy rates, while all others decreased. In hotels, units lower than five stars also decreased their occupancy rates when compared with the same period of the previous year.

The apartment hotels recorded the highest value in the indicator (29.7%), amongst all typologies. However the five star category apartment hotels still recorded a higher occupancy rate (36.3%).

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)	
	Feb-11	Feb-12	Feb-11	Feb-12
Total	26.1	25.5	2.5	2.6
Hotels	27.5	26.9	2.1	2.2
*****	28.2	28.2	2.4	2.5
****	28.4	28.3	2.3	2.4
***	26.4	25.6	1.9	2.0
** / *	25.4	23.3	1.6	1.7
Apartment hotels	30.9	29.7	4.8	4.9
*****	32.6	36.3	5.2	4.1
****	30.6	29.4	4.8	5.1
*** / **	31.3	29.0	4.8	4.7
Pousadas	33.7	28.0	1.4	1.5
Tourist Apartments	21.7	20.6	6.1	7.3
Tourist villages	15.8	18.9	5.4	6.3
Other tourist establishments	21.7	19.5	2.1	2.1

The average stay was 2.6 nights, slightly above the one registered in February 2011 (2.5).

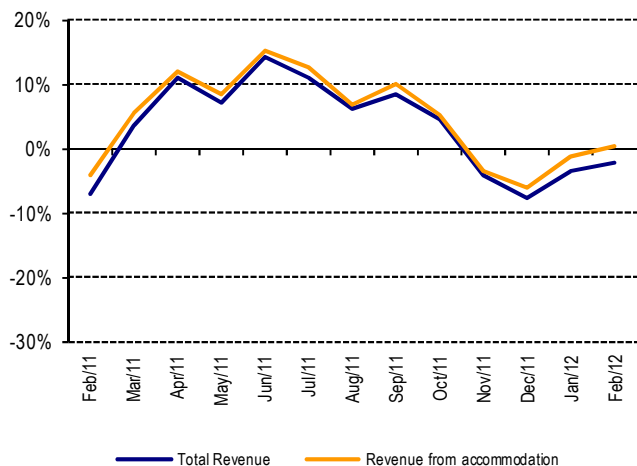
The regions of Madeira and Algarve recorded the longest stays (5.8 and 5.1 nights) and also the highest increases in average stay.

The tourist apartments and tourist villages had the best results as far as this indicator is concerned (7.3 and 6.3 nights), followed by apartment hotels (4.9).

Revenue and Average Revenue per Available Room (RevPAR)

In February 2012, tourist accommodation activity establishments accounted for EUR 80.2 million of total revenue, which stood for 2.3% less than in the same month of the previous year. The total revenue from accommodation presented slight changes (+0.5%), standing at EUR 53.5 million.

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



The regions of Madeira, the Centre and the North presented increasing results, mainly for revenue from accommodation.

The Alentejo stood out with steep falls in both indicators, the same happening in terms of guests and overnight stays, comparing with the same period of the previous year.

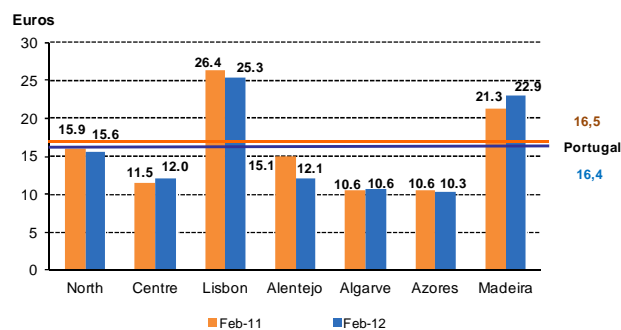
Table 6. Revenue by region (NUTS II)

NUTS II	Total revenue	Year-on-year change rate	Revenue from accommodation	Year-on-year change rate
	Feb-12	%	Feb-12	%
Portugal	80.2	-2.3	53.5	0.5
North	12.0	0.1	8.4	3.8
Centre	9.1	0.6	6.0	7.0
Lisbon	26.3	-4.5	18.6	-2.1
Alentejo	2.8	-18.3	1.8	-16.8
Algarve	15.0	-2.4	9.2	-1.7
Azores	1.6	-3.9	1.1	-6.7
Madeira	13.4	2.5	8.4	7.1

The RevPAR from tourist accommodation activity was EUR 16.4, quite similar to the one recorded in February 2011 (EUR 16.5).

The regions of Madeira and the Centre improved their RevPAR. The Algarve had no major changes, while the remaining regions decreased, more so in the Alentejo.

Figure 5. Average revenue per room



The "pousadas" presented the best results, with average revenue per room of EUR 25.8. Hotels followed (EUR 19.1), more so in five star units (EUR 31.9).

In terms of RevPAR, the tourist villages were the typology that recorded the highest average increases (+5.3%), followed by apartment hotels (+4.1%). The latter only benefited from the positive contribution of four star units (+12.9%), since the remaining categories decreased.

The tourist apartments presented declining results (-15.7%), more so than in hotels (-1.5%). For the latter, units from intermediate categories with three and four star units showed improvements, but not enough to compensate for the losses in the remaining 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
	Feb-11	Feb-12	%
Total	16.5	16.4	-0.6
Hotels	19.4	19.1	-1.5
*****	32.3	31.9	-1.2
****	19.0	19.2	1.1
***	14.0	14.2	1.4
** / *	15.0	13.0	-13.3
Apartment hotels	14.8	15.4	4.1
*****	17.7	13.2	-25.4
****	14.7	16.6	12.9
*** / **	14.3	12.7	-11.2
Pousadas	25.4	25.8	1.6
Tourist apartments	8.3	7.0	-15.7
Tourist villages	9.5	10.0	5.3
Other tourist establishments	11.4	10.8	-5.3

year-on-year decrease of 2.8%. Revenue from accommodation reached EUR 101.6 million in these two months, a value close (-0.3%) to the one recorded in the same period of the previous year.

The RevPAR was EUR 14.6, slightly less than the one recorded in the same period of 2011 (EUR 15).

In the period **January to February 2012**, hotel accommodation activity establishments accounted for EUR 152.7 million of total revenue, corresponding to a

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: 15th of May 2012