14 October 2013

Tourism activity
August 2013

August beneficial to tourism accommodation

In August 2013, tourism accommodation establishments accounted for 6.4 million overnight stays, corresponding to a 5.4% increase in year-on-year terms, above the previous month (3.8%).

Overnight stays from residents increased marginally in August 2012 (0.3%), after a reduction of 1.3% in July. Overnight stays from non residents grew by 8.5%, consolidating the growth of July 2013 (+6.0%).

In August, revenue also grew in year-on-year terms: +4.6% in total revenue and +5.8% in revenue from accommodation, though slightly below the results of the preceding month (+6.7% and +7.3%, respectively).

Table 1. Global preliminary results from tourism activity

Global preliminary results	Unit	Month		Accumulated	
		Aug 13	Year-on-year change rate (%)	Jan to Aug 13	Year-on-year change rate (%)
Guests	10^3	1 922.9	6.0	9 912.5	3.8
Overnight stays	10^3	6 391.6	5.4	29 278.3	4.9
Residents in Portugal	10^3	2 289.5	0.3	8 780.6	-1.6
Non residents	10^3	4 102.1	8.5	20 497.8	7.9
Average stay	No. of nights	3.3	-0.6	3.0	1.0
Net bed occupancy rate	%	66.9	2.5 p.p.	43.0	1.5 p.p.
Total revenue	10^6 €	310.5	4.6	1 364.0	4.9
Revenue from accommodation	10^6 €	235.6	5.8	970.5	6.7
RevPAR (Average revenue per available room)	€	56.8	4.4	31.8	5.7

Number of guests and overnight stays increased

In August 2013, tourism accommodation activity establishments hosted 1.9 million guests and recorded a total of 6.4 million overnight stays. In comparison to the same month of the previous year, these figures stood for increases of 6.0% and 5.4%, respectively. These increases overtook the results from the previous month (+3.3% for guests and +3.8% concerning overnight stays) and also the accumulated results from the period January to August (+3.8% and +4.9%).

When considering the type of establishment, the trend in overnight stays was mostly positive. In hotels the number of overnight stays grew by 8.5%, with all categories contributing in a positive way, namely five star units (+19.5%).

The *"pousadas"* (+6.5%), tourist villages and apartment hotels (+2.9% in both) followed. In the latter, there was the positive contribution of 5 and 4 star categories (+4.5% and +4.1%, respectively) while the remaining categories performed negatively (-0.9%).

The accumulated results from the period January to August 2013 were positive, namely in tourist villages (+7.4%), in hotels (+6.7%) and in *"pousadas"* (+5.8%).

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

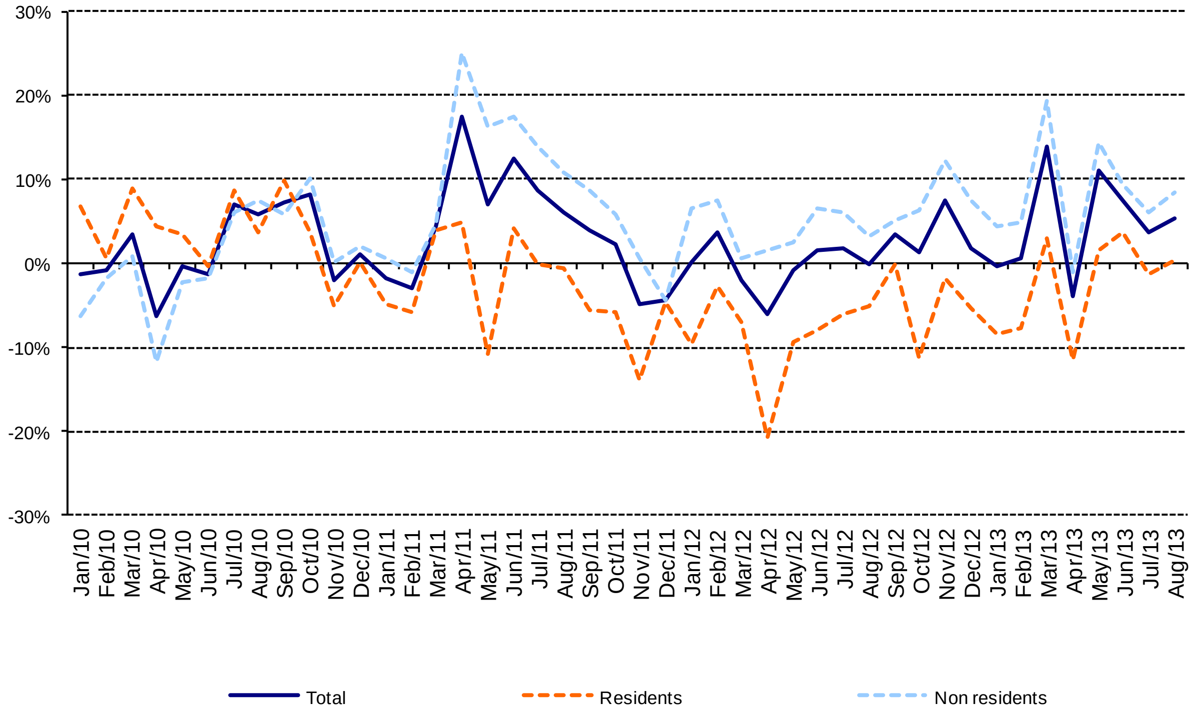
Type of establishment and category	Overnight stays (10^3)		Year-on-year change rate
	Aug-12	Aug-13	%
Total	**6 064.7**	**6 391.6**	**5.4**
Hotels	**3 464.1**	**3 759.8**	**8.5**
*****	626.0	748.3	19.5
****	1 697.1	1 807.1	6.5
***	816.7	849.8	4.0
** / *	324.3	354.6	9.3
Apartment hotels	**1 017.5**	**1 046.9**	**2.9**
*****	75.7	79.1	4.5
****	686.5	715.0	4.1
*** / **	255.3	252.9	-0.9
Pousadas	**52.0**	**55.4**	**6.5**
Tourist apartments	**797.6**	**802.2**	**0.6**
Tourist villages	**354.8**	**365.1**	**2.9**
Other tourist establishments	**378.8**	**362.1**	**-4.4**

Overnight stays from non residents still trending considerably upwards

In August 2013, overnight stays spent by residents totalled 2.3 million, slightly changing from the results of the same month of 2012. However, results from the first eight months of 2013 show a declining trend in overnight stays spent by residents (-1.6%).

In August 2013, residents abroad contributed with 4.1 million overnight stays (8.5% more than in August 2012), above the results of July (+6.0%) and the accumulated result from January to August (+7.9%).

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



The 10 main inbound markets[1] represented 83.4% of overnight stays spent by non residents and performed positively in most cases.

The United Kingdom (21.3% of overnight stays spent by non residents in August) grew by 11.4% in year-on-year terms (+10.8% when considering the accumulated results of January to August).

Spain, with a 18.9% share (the highest since September 2012), recorded a 7.7% growth in year-on-year terms, a clear improvement in relation to the previous months (-1.4% in July and -7.3% in June).

The French (12.2% share) and the Brazilian (2.5% share) markets presented significant increases in overnight stays (13.9% more than in August 2012 for both).

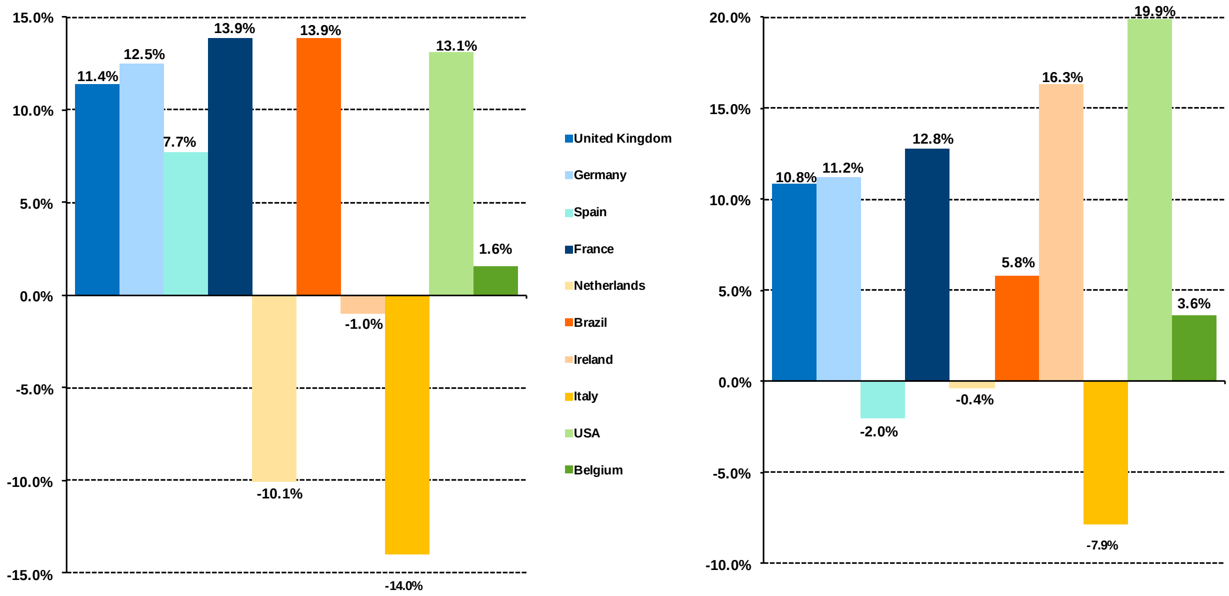
Overnight stays spent by German citizens grew by 12.5% in year-on-year terms, representing 10.4% of the total of overnight stays from non residents.

The Dutch and the Italian markets (-10.1% and -14.0% respectively) repeated the negative evolution registered in July, also recording a declining trend concerning the accumulated results from January to August 2013.

[1] Based on 2012 overnight stays

Figure 2. Overnight stays by main inbound markets (1) – year-on-year change rates

2a. Year-on-year change rate August 2013 | **2b. Year-on-year change rate January to August 2013**



(1) Main inbound markets according to 2012 overnight stays results (in graphs by 2012 descending order)

All regions with improved results in overnight stays

All regions presented improved results in terms of the year-on-year trend in overnight stays, namely the North (+9.6%), Madeira (+8.5%) and Lisbon (+7.5%). In Algarve (42.2% of overnight stays in August), the growth was slower, 2.7%.

In the first eight months of 2013, the year-on-year increases in overnight stays from Madeira (+7.7%), Azores (+7.6%) and the North (+7.5%) were quite noticeable.

In August, the demand from residents went up considerably especially in Madeira (+15.3%). In Algarve it decreased by 2.8%, slightly less than in the previous month (-4.2%). However, Algarve continued to be the main destination (43.4%) for residents in August, followed by far by the Centre (16.5%).

The trend in the total of overnight stays spent by residents abroad was positive in all regions, more so in the North (+17.1%) and in Azores (+16.7%). As usual, the most sought after regions continued to be the Algarve (41.5%) and Lisbon (24.0%).

After the considerable reductions in overnight stays from non residents during the previous month, Alentejo registered an increase of 7.8% (-10.6% in July) and the Centre an increase of 6.4% (-8.3% in July).

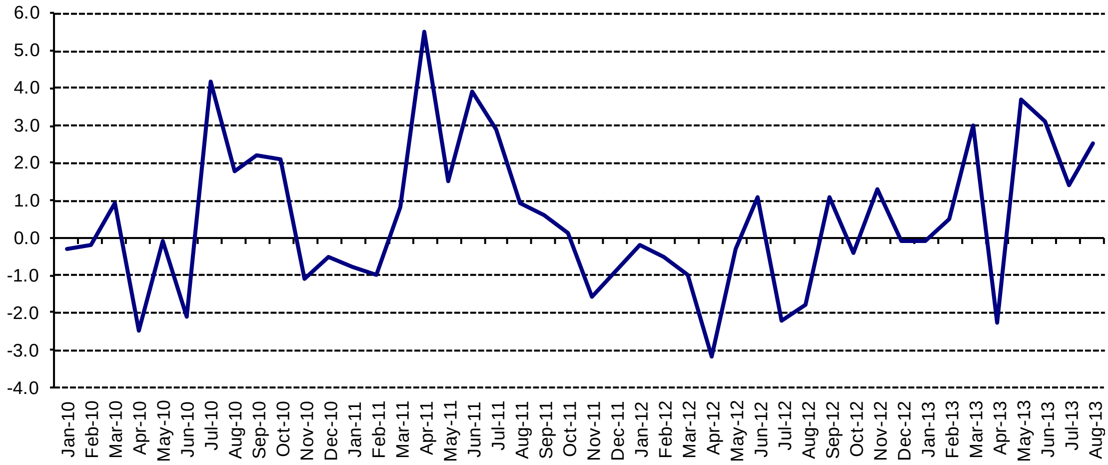
Table 3. Overnight stays by region (NUTS II)

NUTS II	Overnight stays (10^3)				Residents overnight stays (10^3)				Non residents overnight stays (10^3)			
	Aug 13	Y-on-year change rate (%) Aug 13	Jan to Aug 13	Y-on-year change rate (%) Jan-Aug 13	Aug 13	Y-on-year change rate (%) Aug 13	Jan to Aug 13	Y-on-year change rate (%) Jan-Aug 13	Aug 13	Y-on-year change rate (%) Aug 13	Jan to Aug 13	Y-on-year change rate (%) Jan-Aug 13
Portugal	**6 391.6**	**5.4**	**29 278.3**	**4.9**	**2 289.5**	**0.3**	**8 780.6**	**-1.6**	**4 102.1**	**8.5**	**20 497.8**	**7.9**
North	680.1	9.6	3 301.5	7.5	314.8	2.2	1 601.4	0.5	365.3	17.1	1 700.1	15.0
Centre	617.2	5.9	2 601.0	-0.1	377.8	5.6	1 571.0	0.4	239.4	6.4	1 029.9	-0.8
Lisbon	1 276.3	7.5	6 829.2	6.3	292.2	0.4	1 657.6	-1.9	984.1	9.8	5 171.6	9.3
Alentejo	200.1	3.0	799.3	-1.9	141.6	1.1	545.3	-3.6	58.5	7.8	254.0	2.0
Algarve	2 694.7	2.7	10 844.2	3.7	993.0	- 2.8	2 700.7	-3.3	1 701.6	6.2	8 143.5	6.3
Azores	184.5	5.0	763.9	7.6	53.9	- 15.6	266.0	-10.6	130.6	16.7	497.9	20.7
Madeira	738.7	8.5	4 139.2	7.7	116.2	15.3	438.6	5.8	622.6	7.3	3 700.6	8.0

Higher net bed occupancy rates

In August 2013, the net bed occupancy rate in tourism accommodation establishments was 66.9%, higher by 2.5 p.p. when compared with the rate of August 2012.

Figure 3. Net bed occupancy rate – year-on-year variation (difference in p.p.)



Madeira and the Algarve had the highest net bed occupancy rates (80.9% and 77.6%, respectively), followed by Lisbon (70.8%).

The year-on-year change rate from this indicator was mostly positive, more so in Madeira (+5.4 p.p.), Azores (+4.7 p.p.) and Alentejo (+4.2 p.p.).

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

NUTS II	Occupancy rate			Average stay		
	%		Year-on-year variation (p.p.)	(No. of nights)		Year-on-year change rate (%)
	Aug-12	Aug-13		Aug-12	Aug-13	
Portugal	**64.4**	**66.9**	**2.5**	**3.3**	**3.3**	**-0.6**
North	46.7	50.2	3.5	1.9	2.0	1.2
Centre	43.7	46.1	2.4	2.1	2.1	0.9
Lisbon	68.0	70.8	2.8	2.6	2.6	1.1
Alentejo	45.5	49.7	4.2	2.2	2.2	-1.0
Algarve	77.1	77.6	0.4	5.3	5.2	-2.3
Azores	64.1	68.8	4.7	3.2	3.4	8.1
Madeira	75.5	80.9	5.4	5.9	5.8	-1.5

Apartment hotels had the higher occupancy rate (78.3%), with all categories contributing; five and four star hotels (77.7% and 73.9%, respectively) and tourist apartments (70.4%) followed.

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		
	%		Year-on-year variation (p.p.)	(No. of nights)		Year-on-year change rate (%)
	Aug-12	Aug-13		Aug-12	Aug-13	
Total	**64,4**	**66,9**	**2,5**	**3,3**	**3,3**	**-0,6**
Hotels	**65,8**	**67,9**	**2,1**	**2,8**	**2,8**	**0,1**
*****	77,2	77,7	0,5	3,5	3,5	-1,4
****	71,9	73,9	2,0	3,1	3,2	0,7
***	57,5	59,8	2,3	2,4	2,4	-1,4
** / *	48,4	50,2	1,8	2,0	2,0	-0,2
Apartment hotels	**76,3**	**78,3**	**2,0**	**5,1**	**4,7**	**-6,7**
*****	78,6	77,6	-1,0	6,0	5,1	-15,7
****	77,4	78,9	1,5	5,1	4,7	-7,2
*** / **	72,7	76,8	4,1	4,7	4,5	-3,1
Pousadas	**41,1**	**45,8**	**4,7**	**2,0**	**2,2**	**11,8**
Tourist apartments	**66,8**	**70,4**	**3,6**	**5,7**	**5,6**	**-0,4**
Tourist villages	**64,8**	**65,0**	**0,3**	**5,7**	**6,4**	**11,2**
Other tourist establishments	**40,0**	**42,3**	**2,3**	**2,3**	**2,4**	**2,4**

Average stay with stable results

In August 2013, the average stay was 3.3 nights, the same as in August 2012.

The highest average stay came from Madeira (5.8 nights) followed by Algarve (5.2 nights). In August 2012, these regions had slightly better results (5.9 and 5.3 nights, respectively).

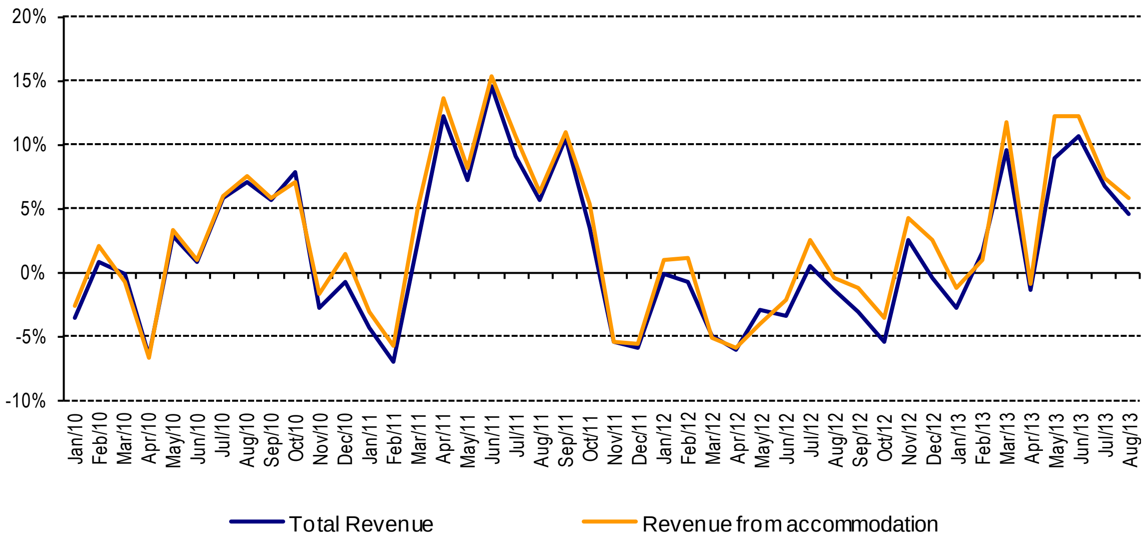
Tourist villages and tourist apartments had the highest values in average stay (6.4 and 5.6 nights, respectively), followed by five star apartment hotels (5.1 nights).

Revenue and RevPAR with improved results

In August 2013, tourist accommodation establishments accounted for EUR 310.5 million in total revenue and EUR 235.6 million in revenue from accommodation, corresponding to year-on-year increases of 4.6% and 5.8%, respectively (+6.7% in total revenue and +7.3% in revenue from accommodation).

Considering the accumulated results for the period January to August 2013, total revenue increased by 4.9% and revenue from accommodation increased 6.7%.

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



All regions presented better results when compared with the same month of the previous year, more so Lisbon and Madeira. In these regions the increases in revenue (total revenue and revenue from accommodation) were higher than the ones in overnight stays.

Table 6. Revenue by region (NUTS II)

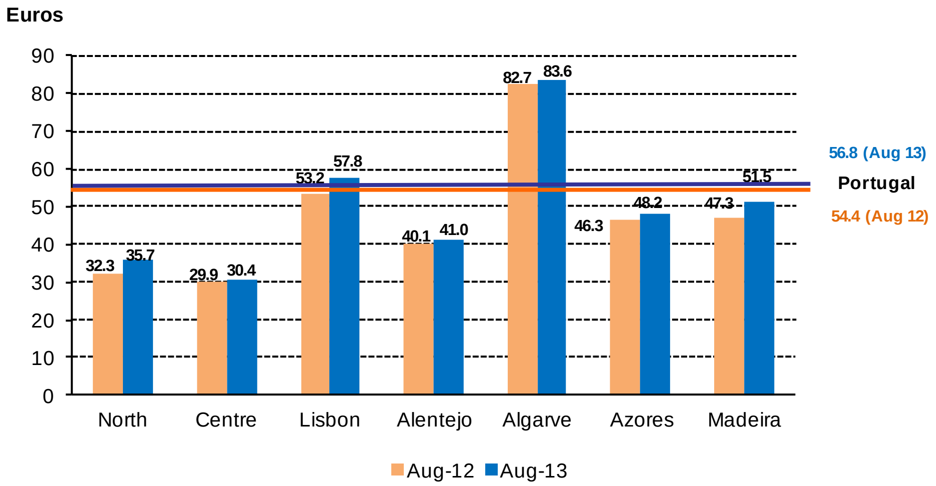
NUTS II	Total revenue (10^6 euros)		Revenue from accommodation	
	Aug-13	Year-on-year change rate (%)	Aug-13	Year-on-year change rate (%)
Portugal	**310.5**	**4.6**	**235.6**	**5.8**
North	29.1	7.5	22.2	10.7
Centre	26.7	2.2	19.1	2.4
Lisbon	63.7	10.7	49.6	13.8
Alentejo	10.1	2.8	7.3	1.0
Algarve	138.3	1.1	109.0	1.9
Azores	8.0	2.7	6.2	2.0
Madeira	34.6	9.8	22.3	9.9

In August 2013, RevPAR from tourist accommodation activity was EUR 56.8, higher by 4.4% when compared with August 2012.

The Algarve had the higher result in this indicator (EUR 83.6), followed by Lisbon (EUR 57.8) and Madeira (EUR 51.5).

In comparison with August 2012, all regions had improved results, especially the North (+10.5%), Madeira (+8.9%) and Lisbon (+8.6%).

Figure 5. Average revenue per available room



As usual, the highest values in RevPAR came from 5 star hotels (EUR 106.8) and 5 star apartment hotels (EUR 97.4).

In comparison with the month of August 2012, the highest increases came from five and four star apartment hotels (+14.1% and +9.3%, respectively) and *"pousadas"* (+9.0%).

Tourist apartments and tourist villages had declines in RevPAR (-4.2% and -1.9%, respectively).

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

Type of establishment and category	RevPAR (€)		Year-on-year change rate
	Ago-12	Ago-13	%
Total	**54.4**	**56.8**	**4.4**
Hotels	**55.8**	**58.4**	**4.6**
*****	101.4	106.8	5.3
****	59.4	59.3	-0.1
***	36.7	37.7	2.8
** / *	28.0	29.8	6.4
Apartment hotels	**65.9**	**71.3**	**8.1**
*****	85.3	97.4	14.1
****	68.9	75.3	9.3
*** / **	52.2	52.0	-0.4
Pousadas	**71.1**	**77.5**	**9.0**
Tourist apartments	**57.1**	**54.7**	**-4.2**
Tourist villages	**63.8**	**62.5**	**-1.9**
Other tourist establishments	**25.1**	**26.5**	**5.4**

Camping sites and holiday camps

In August 2013, the camping sites hosted 572.0 thousand campers with a corresponding 2.0 million overnight stays. In year-on-year terms, the number of campers grew by 11.7%, while overnight stays declined by 1.7%. As a consequence, there were lower average stays (3.5 nights as opposed to 4.0 nights in August 2012).

Overnight stays spent by residents represented 81.6% of the total, slightly changing in year-on-year terms (+0.2%) but improving considerably in relation to the results of July 2013 (-10.5%).

Overnight stays from non residents decreased by 9.3%, slightly less than in the previous month (-12.3%).

Contrary to hotel establishments, the average stay of residents was higher than the one of non residents (3.8 and 2.7 nights, respectively).

The accumulated results from the period January to August 2013 showed that 4.4 million overnight stays were spent in camping sites, which stood for a 10.4% decline in comparison to the same period of 2012.

In August 2013, results from holiday camps and youth hostels were mostly positive. The number of guests grew by 20.8% in year-on-year terms, corresponding to 75.3 thousand. Overnight stays totalled 170.1 thousand, 3.5% more than in the same period of the previous year. Overnight stays spent by residents (87.6% of the total) accounted for a positive trend in year-on-year terms (+4.3%), reversing the trend of the previous month (-11.4%), while overnight stays spent by residents abroad declined again (-2.4%) but at a slower pace (-8.8% in July).

The average stay was 2.3 nights, below the one of August 2012 (2.6 nights).

In the period January to August 2013, holiday camps and youth hostels had 598.0 thousand overnight stays which stood for a decline of 8.7% in year-on-year terms.

Table 8. Camping, holiday camps and youth hostels, by origin of the guests, August 2013

	Unit	Camping sites				Holiday camps and youth hostels			
		Total	Year-on-year change rate (%)	Residents	Non residents	Total	Year-on-year change rate (%)	Residents	Non residents
Campers / Guests	10^3	572.0	11.7	435.0	137.0	75.3	20.8	64.7	10.6
Overnight stays	10^3	2 027.7	- 1.7	1 655.5	372.2	170.1	3.5	148.9	21.2
Average stay	nights	3.5	- 12.0	3.8	2.7	2.3	- 14.3	2.3	2.0

MAIN INBOUND MARKETS IN 2012

The Irish market

The Irish market ranked 7th in the list of the most relevant in terms of the number of overnight stays spent by non residents in 2012 (3.6% share).

In the last 8 years, the performance of this market was irregular. In 2005, the number of overnight stays declined by 5.1% in year-on-year terms, followed by two years of positive results (+7.5% in 2006 and +8.3% in 2007). In the three following years, the number of overnight stays spent by Irish citizens started declining (-2.3% in 2008, -14.8% in 2009 and -5.2% in 2010). In 2011 there was a recovery (+4.7%), consolidated in 2012 (+14.6%).

Provisional data from the period January to August 2013 show an accumulated year-on-year change rate of +16.3%.

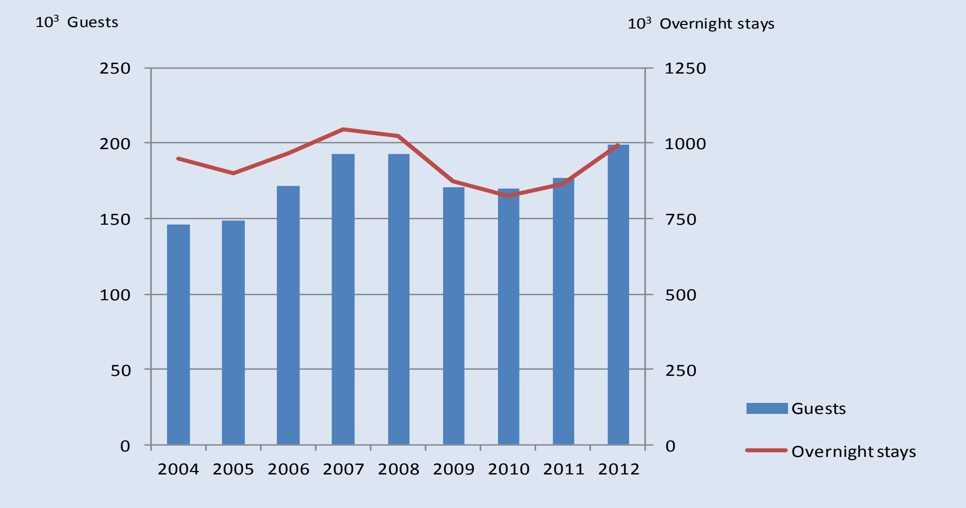
In 2012, tourism accommodation establishments hosted 198.9 thousand Irish guests which in turn originated 992.0 thousand overnight stays (12.1% more guests and 14.6% more overnight stays than in 2011). The average stay was 5.0 nights, slightly above the one of the previous year (4.9 nights).

The Algarve was the main destination for Irish guests (80.5% of the total), with Lisbon as the second choice (10.8%). The longest average stays were spent in Algarve (5.5 nights).

The most sought after establishments by the Irish were hotels (37.7% of overnight stays from this market), mainly 4 star category units (52.3% of overnight stays spent in hotels). Apartment hotels were the second choice (27.9%), followed by tourist apartments (21.4%). The longest average stays came from tourist apartments (6.5 nights), tourist villages (5.9 nights) and five star hotels (5.8 nights).

The preferred months of 2012 were July (16.9%), June and September (with 15.1% for each).

Evolution of guests and overnight stays from the Irish market



EXPLANATORY NOTES

Data disseminated in this "Press Release" refers to the following data outputs:

2013 – July and August – preliminary data; January to June – provisional data.

2012 – January to December – final data

Data refers to tourism accommodation establishments in operation, in each reference period.

In between preliminary, provisional and final data, results are revised due to definitive answers instead of provisional and mainly due to the replacement of non response estimates by effective responses, including situations of temporary suspended activity not duly reported. The degree of revision, measured by the difference in percentage points from the year-on-year change rates of provisional versus preliminary data is as follows:

	Overnight stays	Revenue from accommodation
Jan to Jun 13	-1.0	-0.8

Guest – Individual that spends at least one overnight stay in a tourism accommodation activity establishment.

Overnight stay – Time spent by an individual between midday and midday of the following day.

Average stay – Relation between the number of overnight stays and the number of guests that originated those overnight stays during the reference period.

Net bed occupancy rate – corresponds to the relation between the number of overnight stays and the number of available beds, in the reference period, counting as two beds each double bed**.**

Total revenue – revenue from the activity of tourism accommodation establishments: room renting, food and beverage and others related to the activity itself (assignment of spaces, laundry, tobacco, communications, etc.).

Revenue from accommodation – revenue from overnight stays spent by guests in all tourist accommodation establishments.

RevPAR – Revenue per available room, measured by the relation between the revenue from accommodation and the number of available rooms, in the reference period.

Camp sites –A collective, fenced-off facility for tents, caravans, trailers and mobile homes.

Holiday camp – A holiday complex with appropriate facilities for providing free or low-cost holidays, usually as a social service by public or private entities.

Youth hostel – A non-profit establishment providing accommodation for young people or small groups of young people.

Year-on-year change rates – comparison between the variable level in the reference period and the same period of the year before. 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.

Year-on-year variation (p.p.) – comparison between the variable level in the reference period and the same period of the year before presented as a difference in percentage points.

Rounded figures may imply that totals do not correspond to the sum of the parcels.

ABBREVIATIONS

RevPAR – Revenue per Available Room

Date of next press release: 14 November 2013