

14 November 2013

Tourism activity
September 2013

Overnight stays spent by residents abroad up by 7.7%

In September 2013, tourism accommodation establishments accounted for 4.8 million overnight stays, corresponding to a 5.1% increase in year-on-year terms, close to the previous month (+5.4%).

Overnight stays from residents decreased by 1.2% (+0.3% in the previous month). On the contrary, overnight stays from non residents kept trending quite positively (+7.7%) but slightly less so than in August (+8.5%).

The growth in revenue was lower than the one in guests and overnight stays, with +4.3% in total revenue and +3.5% in revenue from accommodation, below the figures of the previous month (+4.6% and +5.8%, respectively).

Table 1. Global preliminary results from tourism activity

GLOBAL PRELIMINARY RESULTS	Unit	Month		Accumulated	
		Sep 13	Year-on-year change rate (%)	Jan to Sep 13	Year-on-year change rate (%)
Guests	10 ³	1 577.0	1.9	11 470.9	3.4
Overnight stays	10 ³	4 810.4	5.1	34 069.2	4.8
Residents in Portugal	10 ³	1 329.6	-1.2	10 077.1	-1.8
Non residents	10 ³	3 480.8	7.7	23 992.1	7.9
Average stay	No. of nights	3.1	3.2	3.0	1.4
Net bed occupancy rate	%	53.9	1.7 p.p.	44.3	1.5 p.p.
Total revenue	10 ⁶ €	230.1	4.3	1 594.1	4.9
Revenue from accommodation	10 ⁶ €	161.9	3.5	1 130.1	6.0
RevPAR (Average revenue per available room)	€	40.7	2.5	32.7	5.1

Increased number of guests and overnight stays

In September 2013, tourism accommodation activity establishments hosted 1.6 million guests and recorded a total of 4.8 million overnight stays, overtaking the results from September 2012 by 1.9% and 5.1%, respectively. The accumulated results of January to September also revealed a positive trend (3.4% more guests and 4.8% more overnight stays in comparison with the same period of 2012).

The "*pousadas*" presented a considerable growth in overnight stays when compared with the same month of the year before (+10.4%), followed by hotels (+7.9%). The increase in overnight stays from hotels reflected the positive contribution of all categories, especially 5 star units (+16.5%).

In the period January to September there was an overall growth in overnight stays, mainly in tourist villages (+6.9%), hotels (+6.8%) and "pousadas" (+6.5%).

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

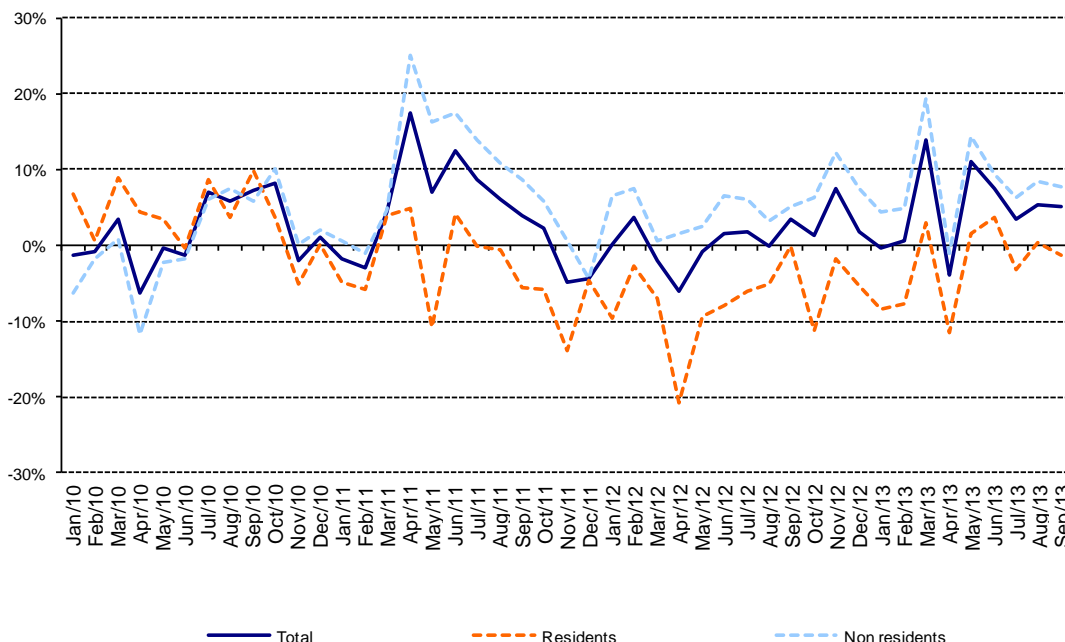
Type of establishment and category	Overnight stays (10 ³)		Year-on-year change rate
	Sep-12	Sep-13	%
Total	4 577.3	4 810.4	5.1
Hotels	2 749.4	2 966.8	7.9
*****	490.7	571.6	16.5
****	1 352.5	1 455.2	7.6
***	638.0	652.2	2.2
** / *	268.1	287.7	7.3
Apartment hotels	742.6	758.6	2.2
*****	47.5	50.4	6.1
****	516.8	529.3	2.4
*** / **	178.2	178.9	0.4
Pousadas	41.0	45.2	10.4
Tourist apartments	520.7	539.9	3.7
Tourist villages	219.7	225.8	2.8
Other tourist establishments	304.0	274.0	-9.9

Downward trend in overnight stays by residents

In September 2013, overnight stays spent by residents totalled 1.3 million (1.2% less than in September 2012). This outcome stands for a decline in comparison with the month before (+0.3%), yet in line with the results of January to September (-1.8%).

The number of overnight stays spent by residents abroad reached to 3.5 million which corresponded to a year-on-year growth of 7.7%. The outbound market has been showing a positive trend since the beginning of the year, corresponding to a year-on-year growth of 7.9% in the accumulated values of overnight stays, quite close to the result of September.

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



The trend in the 10 main inbound markets¹ was also positive, overall representing 80.3% of overnight stays from non residents.

The United Kingdom, with a 26.9% share, grew by 8.8% in year-on year terms, slightly less than the accumulated results of the first 9 months of the year (+10.5%).

Germany (14.6% of the total) presented the highest year-on-year growth in September (+13.9%), followed by Brazil (+10.1%) with a share of 3.8% in the month.

Spain (9.3% share), recorded a 7.4% growth from September 2012, which stood for a different outcome in comparison with the period January to September 2013 (-0.6%).

France (7.8% share) kept a positive year-on-year trend (+7.1%), however below the one from the first 9 months of the year (+12.4%).

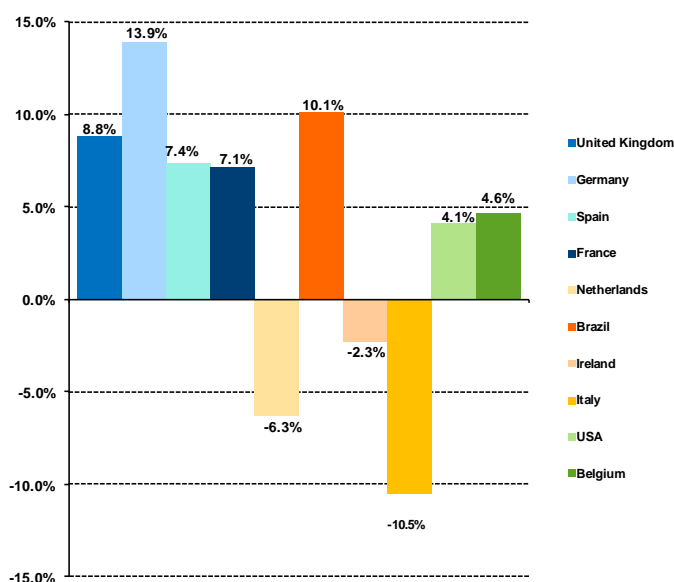
The USA also presented a growth in overnight stays (+4.1%) but quite below the one from the accumulated results (+16.4%), with a share of 2.7% of the total of overnight stays spent by non residents in September 2013.

¹ Based on 2012 overnight stays

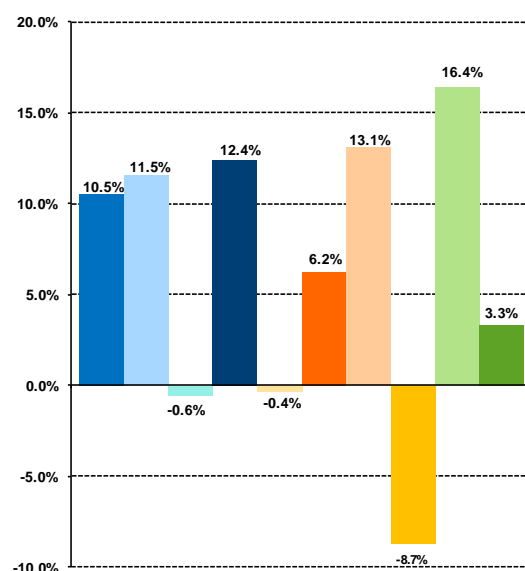
Keeping the trend of the previous month, the Italian, Dutch and Irish markets recorded year-on-year decreases in overnight stays (-10.5%, -6.3% and -2.3%, respectively). It should be noted that the declining results from Ireland in the last two months reversed the strong positive trend of the previous months, reflected in the 13.1% growth of the results of January to September.

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

**2a. Year-on-year change rate
September 2013**



**2b. Year-on-year change rate
January to September 2013**



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

Overnight stays with expressive growth in Madeira and Azores

The regions of Madeira and Azores recorded significant increases in total overnight stays in comparison with September 2012 (+17.4% in Azores and +9.9% in Madeira). In Mainland, there were positive results in Lisbon (+6.5%), the North (+5.3%) and in Algarve (+3.7%), while the Centre and Alentejo had declining numbers in overnight stays.

When considering overnight stays spent by residents, there were increases in Madeira (+10.7% in September with +15.3% in August) and in Algarve (+5.0% in September with -2.8% in August), the latter remaining as the first choice for residents (33.9% of the total). In the remaining regions, demand from residents declined in September, mainly in Azores (-10.8%).

The trend in total overnight stays spent by residents abroad was positive in all regions, more so in Azores (+34.8%), the North (+16.4%) and Lisbon (+10.1%). The Algarve was the most sought after region by residents abroad (41.6% of the total), followed by Lisbon (24.2%) and Madeira (15.7%).

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)			
	Sep 13	Year-on-year change rate (%) Sep 13	Jan to Sep 13	Year-on-year change rate (%) Jan-Sep 13	Sep 13	Year-on-year change rate (%) Sep 13	Jan to Sep 13	Year-on-year change rate (%) Jan-Sep 13	Sep 13	Year-on-year change rate (%) Sep 13	Jan to Sep 13	Year-on-year change rate (%) Jan-Sep 13
Portugal	4 810.4	5.1	34 069.2	4.8	1 329.6	- 1.2	10 077.1	-1.8	3 480.8	7.7	23 992.1	7.9
North	540.4	5.3	3 834.2	6.9	230.7	- 6.7	1 834.8	-0.3	309.7	16.4	1 999.4	14.6
Centre	425.2	- 0.4	3 025.3	-0.1	231.3	- 2.8	1 789.8	-0.7	193.9	2.6	1 235.5	0.7
Lisbon	1 069.1	6.5	7 893.0	6.3	227.4	- 5.0	1 885.3	-2.3	841.7	10.1	6 007.7	9.3
Alentejo	126.9	- 0.6	922.8	-2.1	79.0	- 5.3	622.2	-4.2	47.9	8.2	300.7	2.5
Algarve	1 897.3	3.7	12 732.1	3.7	450.3	5.0	3 135.2	-2.7	1 447.0	3.3	9 596.9	5.9
Azores	133.8	17.4	896.4	8.8	38.7	- 10.8	304.0	-10.9	95.1	34.8	592.4	22.6
Madeira	617.7	9.9	4 765.4	8.2	72.2	10.7	506.0	5.4	545.5	9.8	4 259.4	8.5

Higher net bed occupancy rates

In September 2013, the net bed occupancy rate in tourism accommodation establishments was 53.9%, higher by 1.7 p.p. when compared with the rate of September 2012.

In the period of January to September, the net bed occupancy rate was 44.3% which stood for 1.5 p.p. more than in the same period of 2012.

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



In Madeira the net bed occupancy rate was 71.5%, the highest for this indicator, followed by Lisbon (62.1%), Algarve (59.0%) and Azores (51.8%).

In year-on-year terms, the emphasis went to Azores (+10.1 p.p.) and Madeira (+5.5 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 (%)
	Sep-12	Sep-13		Sep-12	Sep-13	
Portugal	52.2	53.9	1.7	3.0	3.1	3.2
North	41.5	43.8	2.4	1.8	1.9	3.6
Centre	34.4	33.9	-0.6	1.8	1.8	2.8
Lisbon	60.9	62.1	1.2	2.3	2.4	2.0
Alentejo	32.8	33.5	0.6	1.7	1.7	2.7
Algarve	58.4	59.0	0.6	4.8	4.9	3.0
Azores	41.7	51.8	10.1	2.9	3.4	15.0
Madeira	65.9	71.5	5.5	5.8	5.7	-2.0

Four and five star hotels recorded the highest occupancy rates (64.2% and 63.5%, respectively) along with four star apartment hotels (62.4%). When compared with September 2012, tourist villages and four star hotels presented quite remarkable increases (+4.3 p.p. and +3.8 p.p., respectively).

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 (%)
	Sep-12	Sep-13		Sep-12	Sep-13	
Total	52.2	53.9	1.7	3.0	3.1	3.2
Hotels	55.6	57.4	1.8	2.6	2.6	3.2
*****	64.6	63.5	-1.1	2.9	2.9	0.1
****	60.5	64.2	3.8	2.8	2.9	4.5
***	48.4	48.8	0.5	2.3	2.3	1.8
** / *	42.7	43.0	0.3	1.9	2.0	2.7
Apartment hotels	58.8	60.3	1.6	4.4	4.5	0.3
*****	54.5	55.7	1.2	5.1	4.1	-19.0
****	61.3	62.4	1.2	4.4	4.5	2.1
*** / **	53.5	56.1	2.6	4.5	4.5	0.5
Pousadas	45.6	47.5	1.9	1.6	1.9	13.3
Tourist apartments	48.8	48.1	-0.7	5.3	5.6	5.6
Tourist villages	42.3	46.5	4.3	4.4	5.2	19.6
Other tourist establishments	34.2	34.4	0.2	2.4	2.4	1.2

Slight increase in average stay

In September 2013, the average stay was 3.1 nights, slightly above the one of the same month of 2012 (3.0).

Madeira and Algarve had higher average stays than the national figures (5.7 nights and 4.9 nights, respectively).

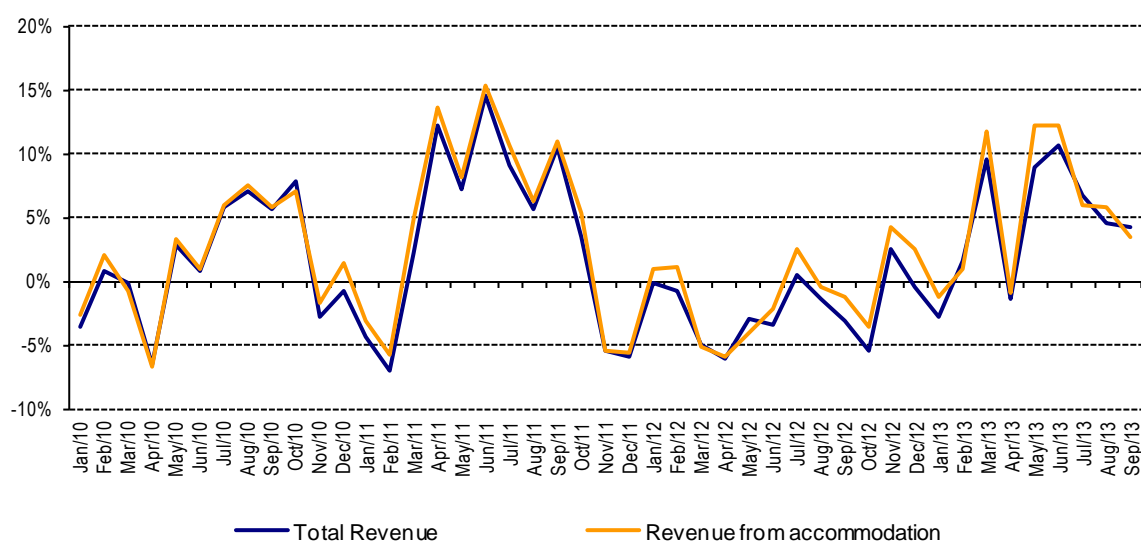
As in many previous occasions, tourist apartments and tourist villages had the highest average stays (5.6 nights and 5.2 nights), above 2012 figures.

Increase in Revenue. RevPAR below number of overnight stays

In September 2013, tourist accommodation establishments accounted for EUR 230.1 million in total revenue and EUR 161.9 million in revenue from accommodation, corresponding to year-on-year increases of 4.3% and 3.5%, respectively.

Concerning total revenue, the growth rate kept almost unchanged compared with the month before (+4.6%). In revenue from accommodation, there was a slowdown in the year-on-year growth rate (was +5.8% in August).

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



Madeira and Azores presented the best results in both indicators with the same in overnight stays. In Mainland, results were mostly positive but less expressive, with a rise in revenue from accommodation in Lisbon (+1.0%), quite below the one from overnight stays (+6.5%).

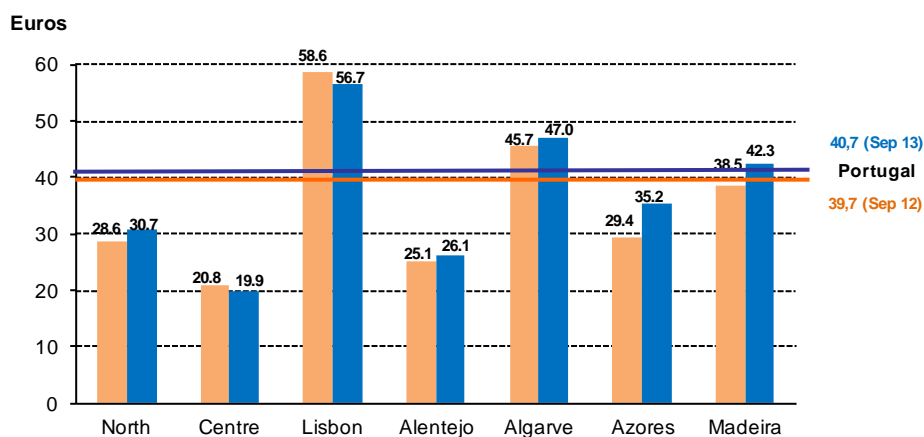
Table 6. Revenue by region (NUTS II)

NUTS II	Total revenue (10 ⁶ euros)		Revenue from accommodation	
	Sep-13	Year-on-year change rate (%)	Sep-13	Year-on-year change rate (%)
Portugal	230.1	4.3	161.9	3.5
North	25.3	4.9	18.1	5.6
Centre	18.6	-2.0	12.1	-3.3
Lisbon	64.1	3.6	46.7	1.0
Alentejo	6.6	4.0	4.5	2.1
Algarve	81.3	4.4	58.5	3.6
Azores	6.0	14.2	4.3	13.3
Madeira	28.3	7.6	17.8	11.7

In September 2013, RevPAR from tourist accommodation activity was EUR 40.7, higher by 2.5% when compared with September 2012.

The regions with the highest RevPAR were Lisbon (EUR 56.7), Algarve (EUR 47.0) and Madeira (EUR 42.3). However, in year-on-year terms, while Madeira and Algarve presented increases (+9.9% and +2.8%, respectively), Lisbon decreased by 3.2%. The Azores recorded the highest year-on-year growth (+19.7%).

Figure 5. Average revenue per available room



Five star hotels had the highest RevPAR (EUR 82.5), followed by "pousadas" (EUR 62.0) and four star apartment hotels (EUR 50.1).

Four and Five star apartment hotels performed the best in terms of year-on-year change rate (+17.3% and +7.7%, 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
	Sep-12	Sep-13	%
Total	39.7	40.7	2.5
Hotels	45.0	45.2	0.4
*****	85.4	82.5	-3.4
****	46.6	46.6	0.0
***	29.3	28.9	-1.4
** / *	23.1	22.1	-4.5
Apartment hotels	42.4	45.3	6.7
*****	42.7	50.1	17.3
****	45.8	49.3	7.7
*** / **	33.8	32.9	-2.6
Pousadas	58.2	62.0	6.5
Tourist apartments	26.7	28.4	6.3
Tourist villages	33.1	32.4	-2.2
Other tourist establishments	20.3	20.7	2.1

Camping sites and holiday camps

In September 2013, camping sites hosted 190.5 thousand campers with a corresponding 594.1 thousand overnight stays. In year-on-year terms, the number of campers declined by 6.7%, while overnight stays declined even more (-22.0%). For this outcome, only residents contributed (-28.3%, with 76.3% weight), since non residents presented increased results in overnight stays (+9.2%). The average stay was 3.1 nights, quite below the one from the same period of the year before (3.7 nights). Residents stayed, on average, 3.3 nights in camping sites (4.0 nights in September 2012), above the average stay of non residents (2.7 nights).

In the period January to September, camping sites hosted 1.5 million campers originating 5.0 million overnight stays. When compared with the same period of 2012, the number of campers increased (+2.2%), while overnight stays declined (-12.1%).

In September 2013, results from holiday camps and youth hostels showed declines. The number of guests stood at 38.2 thousand and declined by 11.6% in comparison with September 2012. The decline in overnight was less expressive (-2.8%), totalling 89.2 thousand. Residents represented 82.7% of total overnight stays and declined by 5.2% in year-on-year terms, being the only ones contributing for the declining results in overnight stays. Non residents trended positively (10.2% more overnight stays than September 2012). The average stay was 2.3 nights, above the one of September 2012 (2.1 nights).

In the period January to September, holiday camps and youth hostels had 321.8 thousand guests, roughly the same number than in the same period of 2012. Overnight stays ascended to 696.8 thousand, representing a 6.7% year-on-year decline.

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

	Unit	Camping sites				Holiday Camps and Youth Hostels			
		Total	Year-on-year change rate (%) Sep 13	Residents	Non residents	Total	Year-on-year change rate (%) Sep 13	Residents	Non residents
Campers / Guests	10 ³	190.5	- 6.7	139.0	51.5	38.2	- 11.6	30.5	7.7
Overnight stays	10 ³	594.1	- 22.0	453.5	140.6	89.2	- 2.8	73.7	15.5
Average stay	nights	3.1	- 16.4	3.3	2.7	2.3	- 10.0	2.4	2.0

MAIN INBOUND MARKETS IN 2012

The North American market

The USA has been increasing its relative weight within the group of the main inbound markets, representing 2.4% of overnight stays spent by non residents in 2012.

The evolution of this market throughout recent years has been positive. In 2005, there was a slight increase (+0.5%) that got stronger in the following two years (+7.8% in 2006 and +4.6% in 2007). In 2008 and 2009 there was a strong reversal in performance (-13.0% and -6.7%), possibly related to the economic crisis. In 2010, there was a recovery (+8.8%) with a positive follow up in 2011 (+6.1%) and 2012 (+8.3%). Preliminary results from January to September 2013 preview a strengthening of this market (+16.4% in overnight stays in comparison with the same period of the previous year).

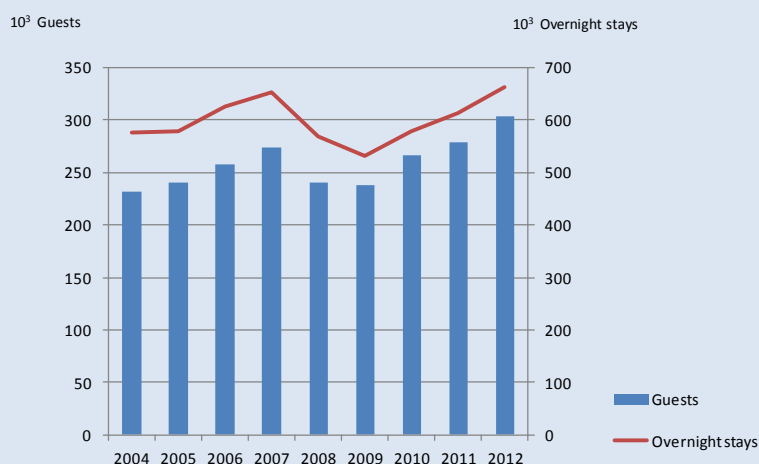
In 2012, tourist accommodation establishments hosted 303.3 thousand North American guests, which in turn originated 662.9 thousand overnight stays, representing increases of 9.0% and 8.3%, respectively. The average stay was 2.2 nights, remaining unchanged for the last 4 consecutive years.

Lisbon stood as the main destination for this market (60.9% of overnight stays), followed by Algarve (10.6%). In Lisbon, the average stay was 2.1 nights, with Algarve recording 2.8 nights. In Madeira, the average stay was higher (4.2 nights).

The most sought after establishments by North Americans were hotels (82.5% of overnight stays from this market), namely 4 star category units which held approximately half the number of overnight stays spent in hotels. The longest average stays were spent in tourist apartments (4.1 nights).

In 2012, September and October concentrated the largest number of overnight stays from this market (13.5% and 12.2%, respectively).

Evolution of guests and overnight stays from the North American market



EXPLANATORY NOTES

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

2013 – August and September – preliminary data; January to July – 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 between the provisional year-on-year change rate and the preliminary year-on-year change rate is as follows:

	Overnight stays	Revenue from accommodation
Jan to Jul 13	-0.8 p.p.	-0.9 p.p.

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: 13 December 2013