



31 March 2025  
TOURIST ACTIVITY  
February 2025 – Flash statistics

## FEBRUARY REVENUE INCREASED DESPITE THE DROP IN OVERNIGHT STAYS

The **tourist accommodation sector**<sup>1</sup> accounted for 1.8 million guests (+0.6%)<sup>2</sup> and 4.2 million overnight stays (-2.5%) in **February 2025**, amounting to EUR 287.7 million in total revenue and EUR 208.8 million in revenue from accommodation (+4.0% and +3.4%, respectively).

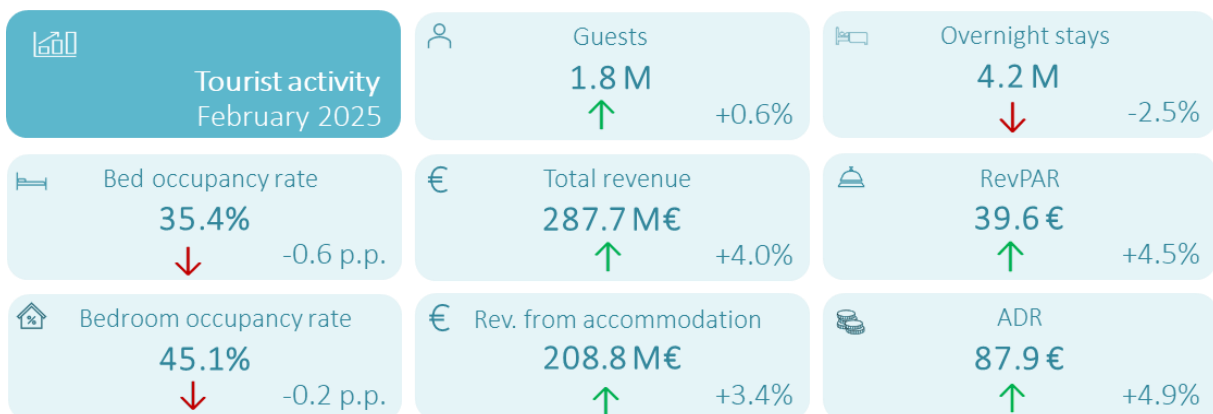
Overnight stays by residents fell by 0.8% (+11.0% in January), reaching 1.4 million, and those by non-residents decreased 3.3% (+3.9% in January), totalling 2.8 million.

Among the top 10 inbound markets in terms of overnight stays in January, the Polish was the only one to grow (+23.2%). The Brazilian market stood out with the largest decrease (-18.9%).

The revenue per available room (RevPAR) stood at EUR 39.6 (+4.5%) and the average daily rate (ADR) amounted to EUR 87.9 (+4.9%).

It is worth noting that February's results were influenced by the shifting structure of the calendar. On one hand, the holiday period associated with Carnival took place in March this year, while last year it was concentrated in February. On the other hand, this February had one less day than the previous year, as 2024 was a leap year.

Figure 1. Monthly overview of the activity of tourist accommodation establishments, February 2025



<sup>1</sup> Monthly series that include three accommodation segments: hotel establishments (hotels, apartment hotels, tourist apartments, tourist villages, pousadas, and quintas in Madeira), local accommodation with 10 or more beds (following the statistical threshold laid down in EU Regulation 692/2011) and rural and lodging tourism.

<sup>2</sup> Unless otherwise stated, the rates of change shown in this press release correspond to year-on-year rates of change, compared to the same period in the previous year.