



30 May 2025
TOURIST ACTIVITY
April 2025 – Flash Statistics

EASTER PERIOD BOOSTS TOURISM ACTIVITY IN APRIL

The **tourist accommodation sector**¹ accounted for 2.9 million guests (+8.5%)² and 7.1 million overnight stays (+9.2%) in **April 2025**, amounting to EUR 571.1 million in total revenue and EUR 436.0 million in revenue from accommodation (+12.6% and +13.9%, respectively).

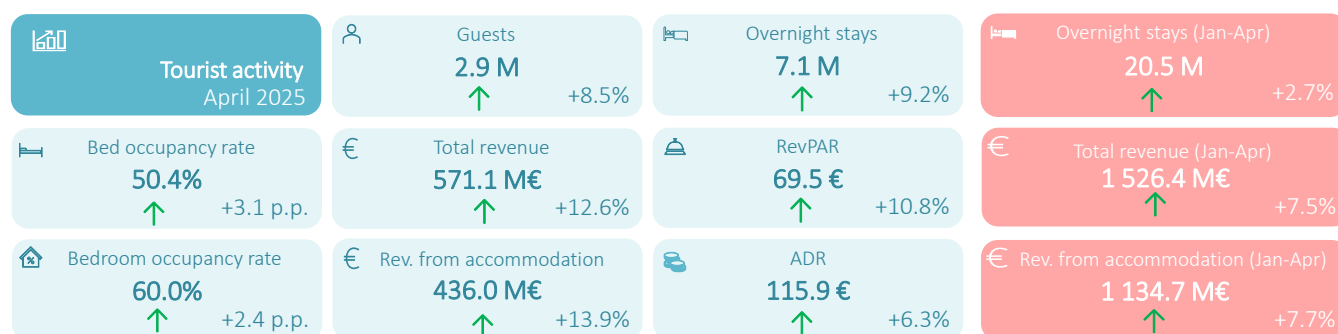
Both markets contributed to the growth in overnight stays, with increases of 13.1% (+2.1% in March) in overnight stays by residents, to 2.0 million, and 7.7% (-4.9% in March) in those by non-residents, to 5.1 million.

In April, among the 10 main inbound markets in terms of overnight stays, the Spanish stood out with a growth of 43.0%. Conversely, the French market recorded the largest decrease (-10.8%).

The revenue per available room (RevPAR) stood at EUR 69.5 (+10.8%) and the average daily rate (ADR) totalled EUR 115.9 (+6.3%).

It should be noted that the April results were influenced by the calendar moving structure, i.e., the effect of the Easter holiday period, which this year took place in April, whereas last year it was mostly concentrated in March.

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



¹ 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.

² 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.



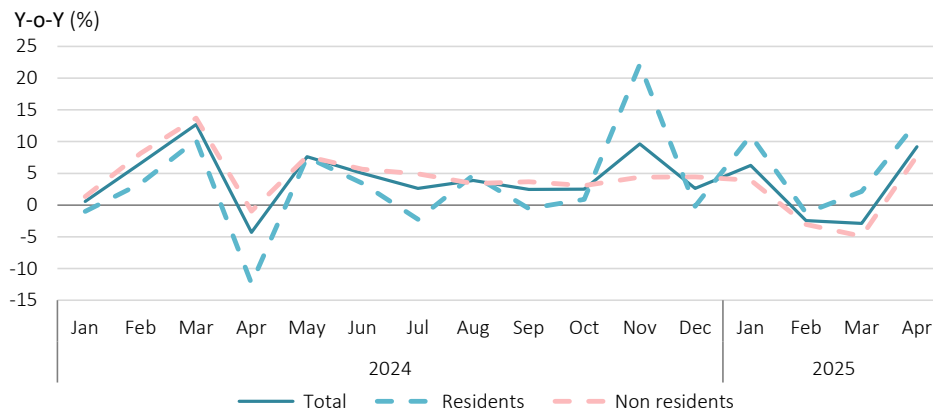
Overnight stays returned to a growth trajectory after two consecutive months of decline

In **April 2025**, the tourist accommodation sector recorded 2.9 million guests and 7.1 million overnight stays, reflecting increases of 8.5% and 9.2%, respectively (+0.1% and -2.9% in March, in the same order).

Overnight stays by residents totalled 2.0 million, growing by 13.1% (+2.1% in March). External markets grew by 7.7% (-4.9% in March), totalling 5.1 million overnight stays.

It should be noted that the April results were influenced by the calendar moving structure, i.e., the effect of the Easter holiday period, which this year took place in April, whereas last year it was mostly concentrated in March.

Figure 2. Overnight stays spent in tourism accommodation establishments, Jan. 2024 - April 2025
Year-on-year rates of change



Spain stood out with a 43.0% growth in April

The top 10 inbound markets accounted for 74.6% of total non-residents' overnight stays in April, with the British maintaining the leading position (18.2% of total non-residents' overnight stays in April), growing by 7.1% from April last year.

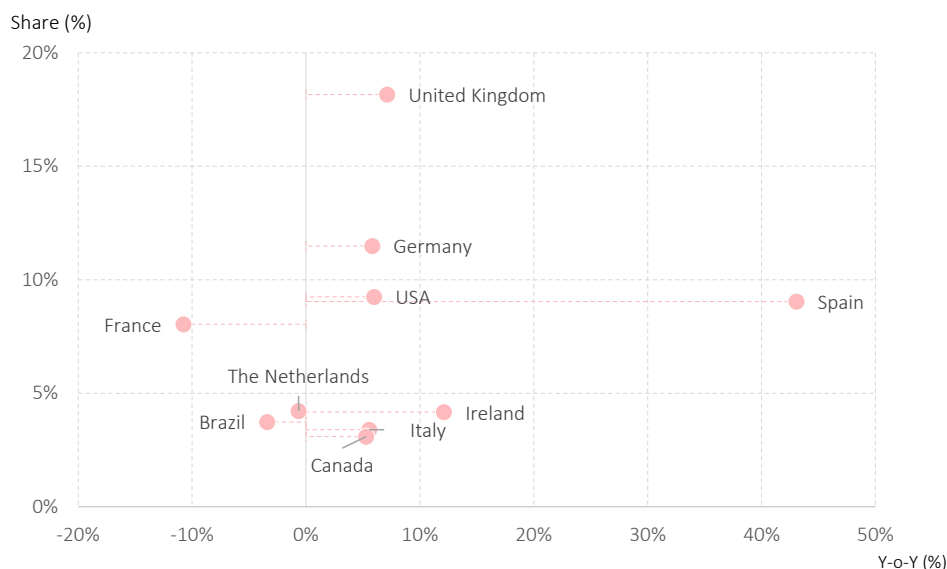
Overnight stays by the German market, the second largest inbound market in April (11.5% of the total), increased by 5.8%. The North American market followed, ranking third (9.2% share), with a 6.0% growth.

Among the 10 most important inbound markets in April, the Spanish (9.0% of the total) recorded the largest growth (+43.0%), followed by the Irish (+12.1%). Among the declines, the French market stood out with a drop of 10.8%.



Figure 3. Overnight stays in tourist accommodation establishments, by main (10) inbound markets, April 2025

Year-on-year rates of change



Centro stood out with the largest increase in overnight stays

In April, all regions have shown positive rates regarding overnight stays, with the largest increases occurring in Centro (+18.4%) and RA Açores (+14.3%). Algarve accounted for 26.0% of total overnight stays, followed by Grande Lisboa at 24.4%.

Overnight stays by residents increased the most in RA Madeira (+32.3%), with notable growth also in Centro (+20.1%). On the other hand, RA Açores recorded a 0.9% decrease.

Overnight stays by non-residents grew in all regions, except Oeste e Vale do Tejo RA Açores (-6.2%). The largest increases occurred in RA Açores (+28.3%), Centro (+15.0%) and Península de Setúbal (+14.9%).

Table 1. Overnight stays in tourist accommodation establishments, by NUTS II regions, April 2025

NUTS II	Total		Residents		Non residents	
	Overnight stays (10 ³)	Y-oY rate of change (%)	Overnight stays (10 ³)	Y-oY rate of change (%)	Overnight stays (10 ³)	Y-oY rate of change (%)
Portugal	7 142.7	9.2	2 005.0	13.1	5 137.7	7.7
Norte	1271.2	12.8	440.6	13.7	830.6	12.3
Centro	452.7	18.4	306.7	20.1	146.1	15.0
Oeste e Vale do Tejo	293.0	1.5	137.8	11.9	155.1	-6.2
Grande Lisboa	1740.0	3.5	319.3	7.9	1 420.7	2.5
Península de Setúbal	137.9	10.6	61.4	5.7	76.5	14.9
Alentejo	280.4	12.5	178.2	14.4	102.1	9.2
Algarve	1855.3	11.3	317.4	11.6	1 537.8	11.2
RA Açores	270.2	14.3	112.3	-0.9	157.9	28.3
RA Madeira	842.2	7.3	131.2	32.3	711.0	3.7

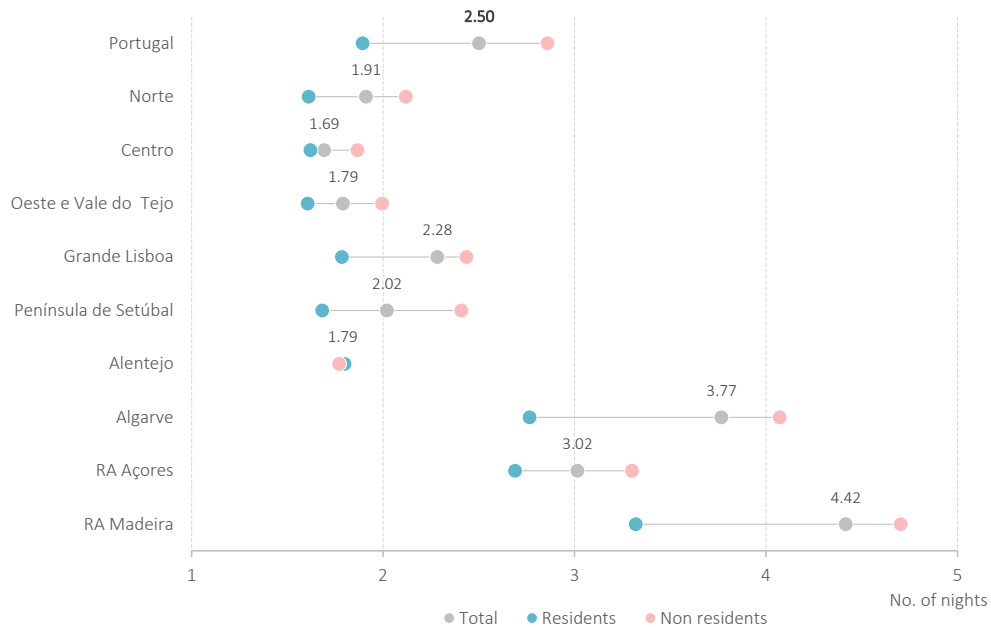


Increased average stay in April

In April, the average stay in tourist accommodation establishments (2.50 nights) increased by 0.6% (-3.0% in March). The highest values for this indicator continued to be observed in RA Madeira (4.42 nights) and Algarve (3.77 nights), with the shortest stays occurring in Centro (1.69 nights), Oeste e Vale do Tejo, and Alentejo (both at 1.79 nights).

In April, the average stay increased by 2.6% for residents (1.89 nights) and 0.2% for non-residents (2.86 nights). RA Madeira recorded the longest average stays for both non-residents (4.70 nights) and residents (3.32 nights).

Figure 4. Average stay in tourist accommodation establishments, by NUTS II regions, April 2025

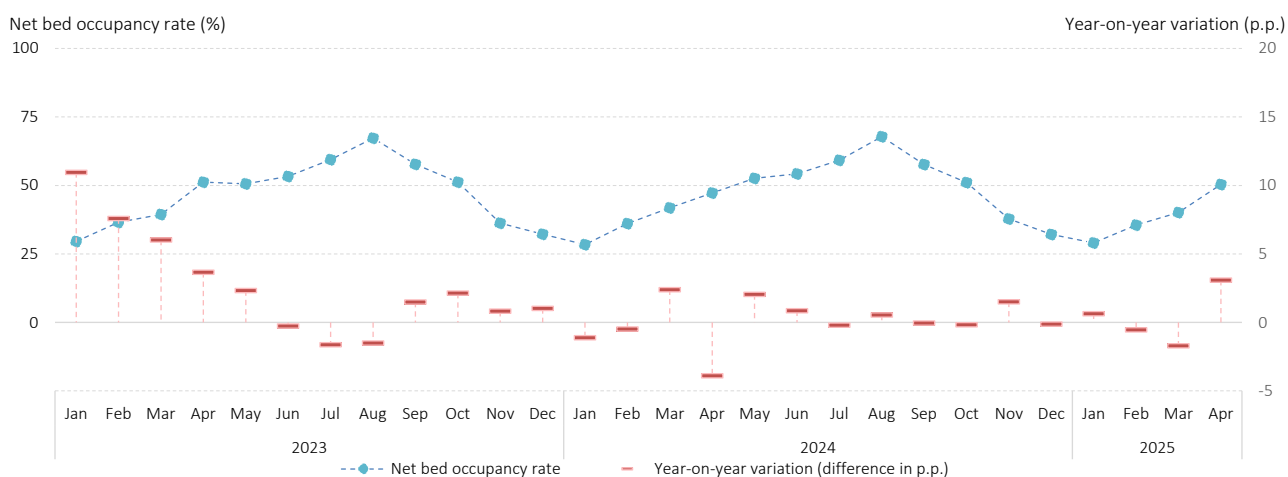




Net occupancy rates increased in April

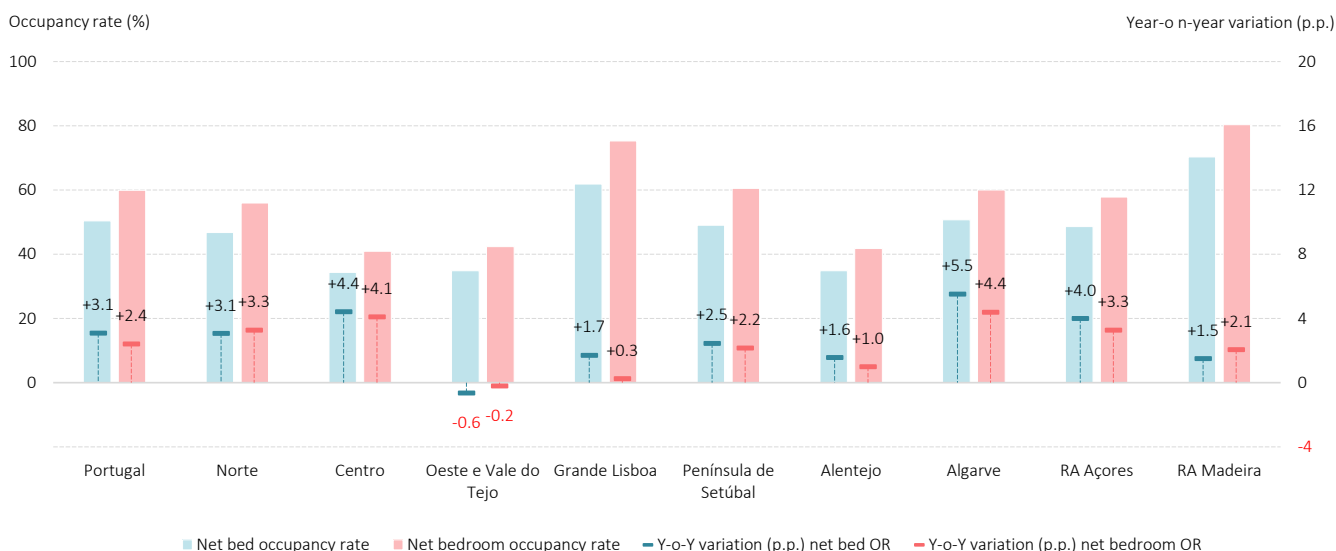
The net bed occupancy rate in tourist accommodation establishments (50.4%) increased in April (+3.1 p.p., after -1.7 p.p. in March). The net bedroom occupancy rate (60.0%) also recorded growth, up by 2.4 p.p. (-0.6 p.p. in March).

Figure 5. Net bed occupancy rate in tourist accommodation establishments, Jan 2023 – April 2025



All regions recorded increases regarding the net bed occupancy rate, except for Oeste e Vale do Tejo (-0.6 p.p.). The largest increases occurred in Algarve (+5.5 p.p.), Centro (+4.4 p.p.) and RA Açores (+4.0 p.p.). The highest bed occupancy rates were recorded in Madeira (70.3%), followed by Grande Lisboa (61.9%), while the lowest occurred in Centro (34.4%), Oeste e Vale do Tejo and Alentejo (both at 34.9%).

Figure 6. Net bed and bedroom occupancy rates (OR) in tourist accommodation establishments, April 2025

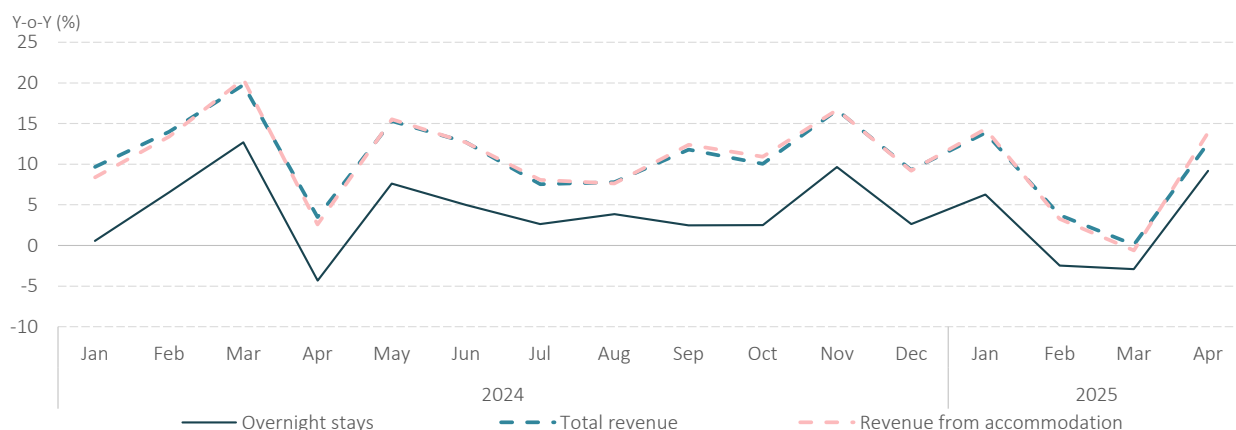




Revenues resumed growth

Total revenue amounted to EUR 571.1 million and the revenue from accommodation stood at EUR 436.0 million in April, reflecting year-on-year increases of 12,6% in total revenue and 13,9% in revenue from accommodation (+0,1% and -0,6% in March, in the same order).

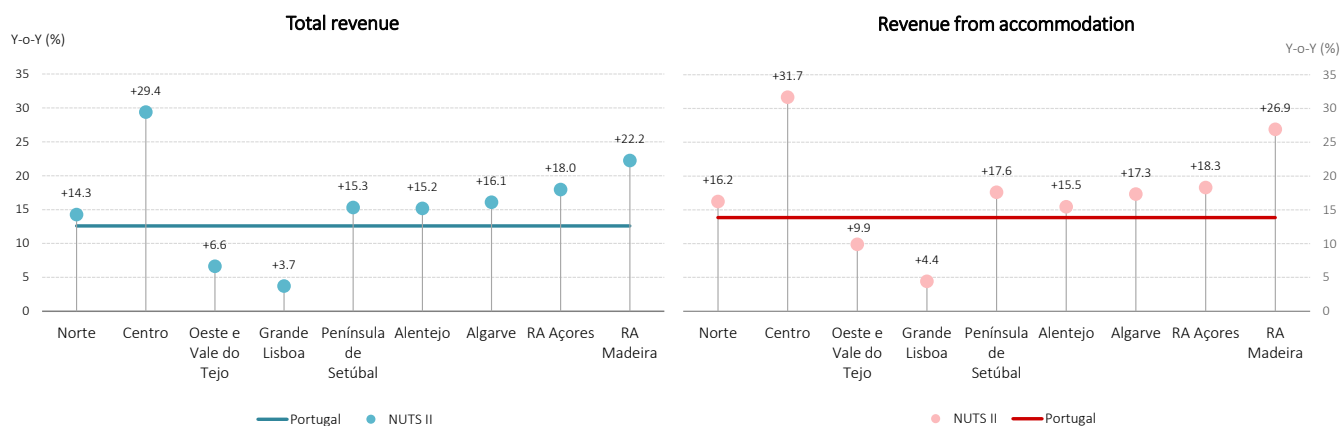
Figure 7. Revenue in tourist accommodation establishments, Year-on-year rate of change, Jan. 2024 – April 2025



Grande Lisboa was the region contributing the most to overall revenue (31.2% of total revenue and 33.3% of revenue from accommodation), followed by Algarve (22.6% and 20.6%, respectively) and Norte (16.7% and 17.3%, in the same order).

The most significant revenue increases occurred in Centro (+29.4% in total revenue and +31.7% in revenue from accommodation) and RA Madeira (+22.2% and +26.9%, in the same order). Grande Lisboa recorded the most modest growth (+3.7% in total revenue and +4.4% in revenue from accommodation).

Figure 8. Total revenue and revenue from accommodation in tourist accommodation establishments, by NUTS II regions, April 2025 Year-on-year rate of change

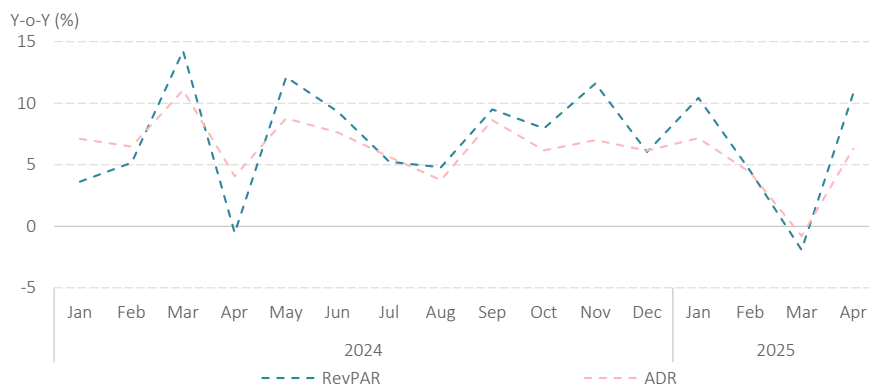




RevPAR and ADR increased

In the overall tourist accommodation establishments, the revenue per available room (RevPAR) totalled EUR 69.5 in April, marking an increase of 10.8% (-1.9% in March). The average daily rate (ADR) amounted to EUR 115.9 (+6.3%, after -0.8% in March).

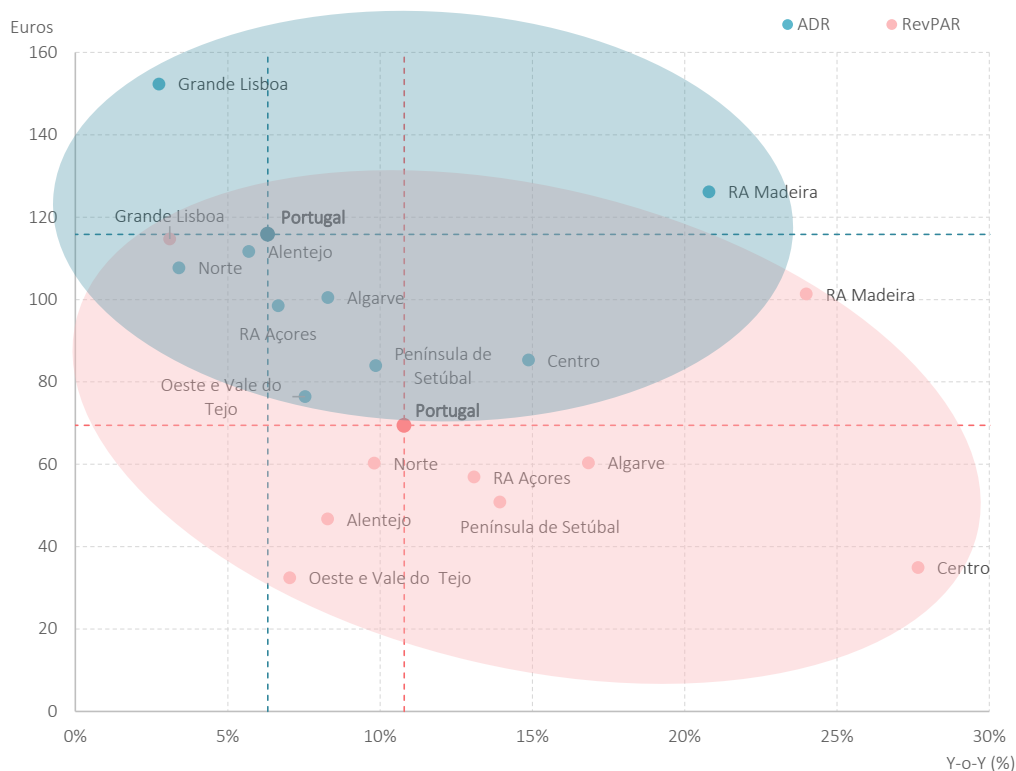
Figure 9. RevPAR and ADR in tourist accommodation establishments, by month, Jan. 2024 – April 2025



The highest RevPAR value was recorded in Grande Lisboa (EUR 114.7), followed by RA Madeira (EUR 101.3). The largest increases occurred in Centro (+27.7%) and RA Madeira (+24.0%).

As in RevPAR, Grande Lisboa accounted for the highest ADR (EUR 152.3), followed by RA Madeira (EUR 126.1), with the latter recording the largest increase in this indicator (+20.8%).

Figure 10. RevPAR and ADR in tourist accommodation establishments, by NUTS II regions, April 2025





Most of the main municipalities recorded an increase in overnight stays in April

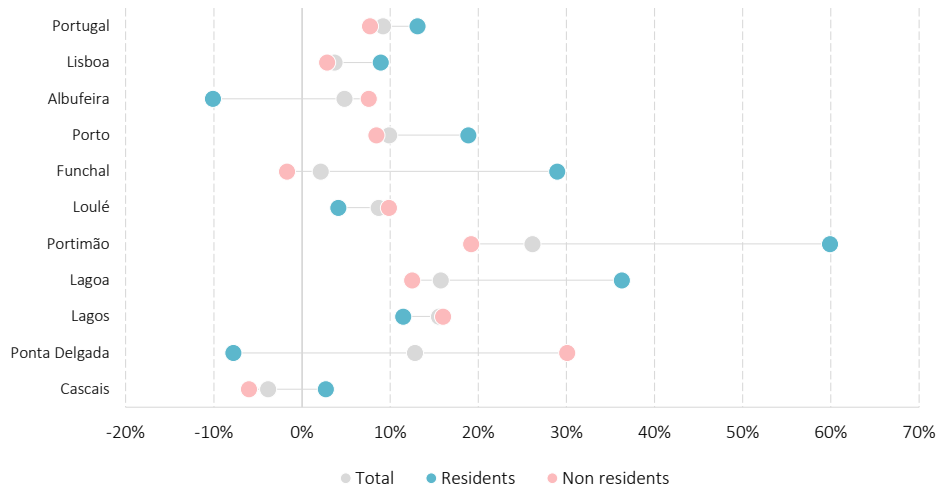
The municipality of Lisboa accounted for 19.9% of total overnight stays, reaching 1.4 million (+3.7%, after -2.3% in March). Overnight stays by residents increased by 8.9% and those spent by non-residents by 2.9%. This municipality accounted for 23.7% of all overnight stays by non-residents in April.

Albufeira was the second municipality with the largest number of overnight stays (678.1 thousand, 9.5% share) and grew by 4.8% (-17.4% in March). Overnight stays by non-residents rose by 7.6%, while those by residents fell by 10.1%. This municipality accounted for 11.4% of all overnight stays by non-residents in April.

In Porto, overnight stays totalled 586.3 thousand (8.2% of the total), increasing by 9.9% (-0.7% in March), as a result of the growth of residents (+18.9%) and non-residents (+8.5%).

Among the top 10 municipalities, several from the Algarve also stood out - Portimão (3.4% of the total), with an increase of 26.2% (+59.9% in residents and +19.2% in non-residents), Lagoa (2.3% of the total), with an increase of 15.7% (+36.3% in residents and +12.5% in non-residents) and Lagos (2.2% of the total), with an increase of 15.5% (+11.5% in residents and +16.0% in non-residents).

Figure 11. Overnight stays by residents and non-residents in tourist accommodation establishments, by main municipalities, April 2025 - year-on-year rate of change





Accommodation Activity – overview

In April 2025, considering all means of accommodation (tourist accommodation establishments, camping and holiday camps, and youth hostels), there were 3.0 million guests and 7.6 million overnight stays (+8.2% and +9.1%, respectively). Overnight stays by residents increased by 12.8% and those by non-residents fell by 7.6%. In all establishments, the average stay (2.52 nights) increased by 0.9% (+2.6% regarding residents and +0.5% considering non-residents).

Table 2. Main indicators of accommodation activity, April 2025

	Unit	Total		Residents		Non residents	
		Apr-25	Y-o-y change rate (%)	Apr-25	Y-o-y change rate (%)	Apr-25	Y-o-y change rate (%)
Guests							
Total	10 ³	3 025.4 ▲	8.2	1 139.6 ▲	9.9	1 885.8 ▲	7.1
Tourist accommodation establishments	"	2 856.1 ▲	8.5	1 059.0 ▲	10.2	1 797.1 ▲	7.5
Camping sites	"	137.7 ▲	2.2	58.9 ▲	4.0	78.8 ▲	0.9
Holiday camps and youth hostels	"	31.7 ▲	4.3	21.7 ▲	12.7	9.9 ▼	-10.4
Overnight stays							
Total	10 ³	7 626.3 ▲	9.1	2 234.0 ▲	12.8	5 392.3 ▲	7.6
Tourist accommodation establishments	"	7 142.7 ▲	9.2	2 005.0 ▲	13.1	5 137.7 ▲	7.7
Camping sites	"	420.6 ▲	8.8	184.8 ▲	7.5	235.8 ▲	9.8
Holiday camps and youth hostels	"	62.9 ▲	2.9	44.2 ▲	22.7	18.8 ▼	-25.4
Average stay							
Total	no. Nights	2.52 ▲	0.9	1.96 ▲	2.6	2.86 ▲	0.5
Tourist accommodation establishments	"	2.50 ▲	0.6	1.89 ▲	2.6	2.86 ▲	0.2
Camping sites	"	3.05 ▲	6.4	3.14 ▲	3.4	2.99 ▲	8.8
Holiday camps and youth hostels	"	1.99 ▼	-1.3	2.03 ▲	8.8	1.89 ▼	-16.7

Overnight stays decreased in all means of accommodation

In April, tourist accommodation establishments recorded 2.9 million guests (+8.5%) and 7.1 million overnight stays (+9.2%). The average stay (2.50 nights) increased by 0.6%. Overnight stays by residents increased by 13.1%, while those by non-residents grew by 7.7%.

Camping sites welcomed 137.7 thousand campers that spent 420.6 thousand overnight stays in April, corresponding to increases of 2.2% in guests and 8.8% in overnight stays (+7.5% for residents and +9.8% for non-residents), with the average stay (3.05 nights) rising by 6.4%.

Holiday camps and youth hostels accounted for 31.7 thousand guests (+4.3%), leading to 62.9 thousand overnight stays (+2.9%), with the average stay (1.99 nights) decreasing by 1.3%. Overnight stays by residents increased by 22.7% and those by non-residents decreased by 25.4%.



EXPLANATORY NOTES

As of February 2025, with the release of data for January 2025, Statistics Portugal will release a single 30-day monthly press release with all the usual monthly indicators (guests; overnight stays, broken down by residents and non-residents and main countries; occupancy rates; revenue; RevPAR and ADR; information on all means of accommodation (including camping and holiday camps and youth hostels). Additionally, a quarterly press release will be published, analysing the quarter's data in greater detail than the monthly press release (for example, the segments and types of tourist accommodation establishments and an analysis of other indicators of the activity of tourist accommodation establishments).

The sources used in this press release are:

- The Survey on guest stays in hotel establishments and other accommodations,
- The Survey on guest stays in camping sites,
- The Survey on guest stays in holiday camps and youth hostels.

Data made available in this press release relates to establishments operating in each reference period, considering:

- 2024 – January to December: provisional results; 2025 – January to March: provisional results; 2025 – April: preliminary results.

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 with effective responses. These effective responses include situations of suspended activity (seasonal, temporarily for other reasons, or definitive) not duly reported, resulting in the substitution of estimates by a null result, a situation with higher occurrence during the low season.

The degree of revision, measured by the difference, in percentage points, between the year-on-year rates of change of the provisional and preliminary results for the reference month of **March**, is as follows:

	Guests	Overnight stays	Total revenue	Revenue from accommodation
March 2024	+0.2 p.p.	+0.1 p.p.	-0.2 p.p.	-0.3 p.p.

From the reference month of January 2024, in response to the changes resulting from **the adoption of the new Nomenclature of Territorial Units for Statistics - NUTS 2024**, following the [European Commission's Delegated Regulation \(EU\) 2023/674 of 26 December 2022](#), the press releases of tourism activity will be based on the new NUTS configuration. In this new configuration, Portugal's 308 municipalities are now grouped into 26 NUTS III territorial units, which in turn are grouped into **9 NUTS II territorial units**, creating three statistical regions at this level: Península de Setúbal, Grande Lisboa, and Oeste e Vale do Tejo. The new NUTS 2024 also abolishes Área Metropolitana de Lisboa and redefines Centro and Alentejo regions.

Guest – an individual who spends at least one overnight stay in a tourist accommodation 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.

Total revenue – revenue from the activity of tourist 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 revenue from accommodation and the number of available rooms, in the reference period.

ADR – average daily rate, measured by the relation between revenue from accommodation and the number of occupied rooms in the reference period.

Hotels and similar – include hotels, apartment hotels, “pousadas”, “quintas da Madeira”, tourist apartments, and tourist villages.

Local accommodation – establishments that provide temporary accommodation services for remuneration but do not meet the requirements to be considered tourist facilities, and may take the form of guest houses, apartments, and lodging establishments (including hostels). Note: Includes pensions, motels, and inns previously classified as other tourist accommodations. Only local accommodation establishments with 10 or more beds are considered according to the statistical threshold set in EU Regulation 692/2011.

Rural tourist – establishments that provide accommodation services to tourists in rural areas, providing an adequate set of facilities, structures, equipment, and complementary services, preserving, and enhancing the architectural, historical, and natural legacies of the respective region.

Lodging tourist – establishments of a family nature, located in private real estate, namely palaces and mansions, depending on their architectural, historical, or artistic value, both in rural and urban areas.

Quinta da Madeira – an establishment located in one or more preexisting buildings, with characteristics and architectural, patrimonial, and cultural value alluding to the historical past of Madeira.

Campsites – 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 rates of change – comparison between the variable level in the reference period and the same period of the year before. The calculation of year-on-year rates of change for the main indicators is based on values in units, although in this press release, they are visible only in thousands.

To simplify the language, the term “foreigner” might be used instead of “non-resident”.

INFORMATION MADE AVAILABLE

With this press release, in addition to the files attached to the press release itself, the following indicators are made available on Statistics Portugal's website:

[Guests \(No.\) in tourist accommodation establishments by Place of residence \(Portugal, Estrangeiro\); Monthly](#)

[Nights \(No.\) in tourist accommodation establishments by Place of residence \(Portugal, Estrangeiro\); Monthly](#)



Indicators according to the previous version of the NUTS classification (NUTS 2013):

[Guests \(No.\) in tourist accommodation establishments by Geographic localization \(NUTS - 2013\) and Segment \(tourist accommodation establishment\); Monthly](#)

[Nights \(No.\) in tourist accommodation establishments by Geographic localization \(NUTS - 2013\) and Segment \(tourist accommodation establishment\); Monthly](#)

[Total incomes \(€\) in tourist accommodation establishments by Geographic localization \(NUTS - 2013\) and Type \(tourist accommodation establishment\); Monthly](#)

[Lodging incomes \(€\) in tourist accommodation establishments by Geographic localization \(NUTS - 2013\) and Type \(tourist accommodation establishment\); Monthly](#)

Indicators according to the new version of the NUTS classification (NUTS 2024):

[Guests \(No.\) in tourist accommodation establishments by Geographic localization \(NUTS - 2024\) and Type \(tourist accommodation establishment\); Monthly](#)

[Nights \(No.\) in tourist accommodation establishments by Geographic localization \(NUTS - 2024\) and Type \(tourist accommodation establishment\); Monthly](#)

[Total incomes \(€\) in tourist accommodation establishments by Geographic localization \(NUTS - 2024\) and Type \(tourist accommodation establishment\); Monthly](#)

[Lodging incomes \(€\) in tourist accommodation establishments by Geographic localization \(NUTS - 2024\) and Type \(tourist accommodation establishment\); Monthly](#)

Indicators to be released on **16th June 2025**

Indicators according to the previous version of the NUTS classification (NUTS 2013):

[Guests \(No.\) in tourist accommodation establishments by Geographic localization \(NUTS - 2013\) and Segment \(tourist accommodation establishment\); Monthly](#)

[Nights \(No.\) in tourist accommodation establishments by Geographic localization \(NUTS - 2013\) and Segment \(tourist accommodation establishment\); Monthly](#)

Indicators according to the new version of the NUTS classification (NUTS 2024):

[Guests \(No.\) in tourist accommodation establishments by Geographic localization \(NUTS - 2024\) and Segment \(tourist accommodation establishment\); Monthly](#)

[Nights \(No.\) in tourist accommodation establishments by Geographic localization \(NUTS - 2024\) and Segment \(tourist accommodation establishment\); Monthly](#)

Further statistical information on Tourism can be found on the [Statistics Portugal website](#).

Date of next flash statistics – 30th June 2025

Date of next quarterly press release – 14th August 2025
