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28 July 2025
TOURISM DEMAND OF RESIDENTS
1st Quarter 2025

RESIDENT TRAVEL CONTINUED ON AN UPWARD TRAJECTORY IN THE FIRST QUARTER OF THE YEAR

In the **1st quarter of 2025**, trips taken by residents in Portugal increased by 16.0% (following a 3.1% rise in the 4th quarter of 2024), totaling 5.2 million trips. Domestic travel continued to grow (+15.6%), reaching 4.5 million trips (86.3% of all travel). Trips abroad also maintained the upward trajectory observed in the las two quarters of 2025, increasing by 18.5% and totaling 710.5 thousand trips (13.7% do total).

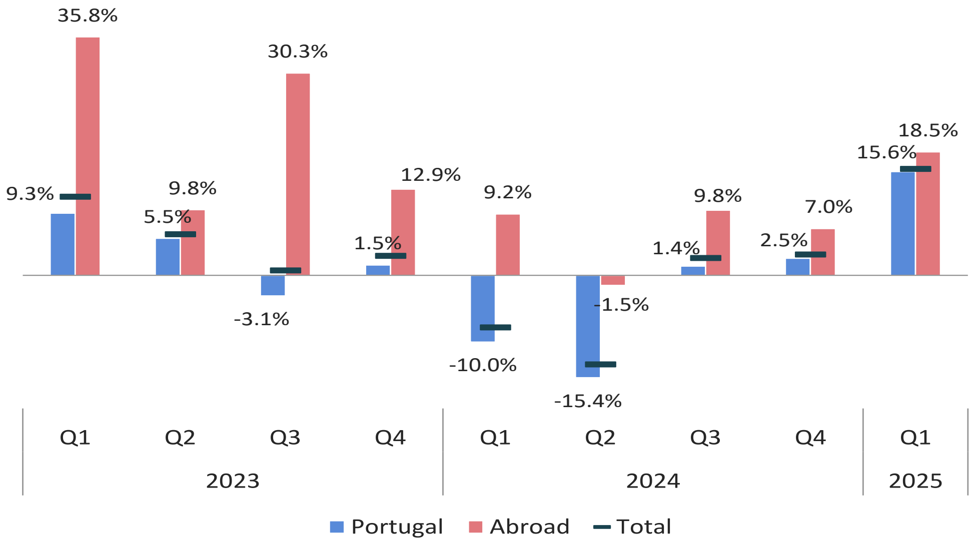
The main purposes for travel in the **1st quarter of 2025** were “visit to relatives or friends”, which accounted for 2.1 million trips (40.9% of the total, -6.3 p.p. compared to the 1st quarter of 2024), and “leisure, recreation or holidays”, which motivated a similar number of trips (approximately 2.1 million, or 40.8%, up 3.1 p.p. from the 1st quarter of 2024).

“Hotels and similar” establishments accounted for 26.5% of overnight stays (3.8 million) resulting from residents’ tourist trips in the **1st quarter of 2025**, being surpassed by “free private accommodation”, which remained the most common type of lodging, accounting for 64.7% of overnight stays, with 9.2 million nights spent by residents.

In terms of trip planning, the internet was used in 27.1% of cases (+1.8 p.p.), having this solution been used in 76.2% of trips abroad (+4.1 p.p.) and in 19.4% of domestic trips (+1.3 p.p.).

Figure 1

QUARTERLY YEAR-ON-YEAR (%) VARIATION IN RESIDENT TRIPS, BY DESTINATION



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RESIDENTS' TRIPS INCREASED IN BOTH DESTINATIONS

In the 1st quarter of 2025, trips taken by residents in Portugal maintained the growth trend of the last half of 2024, increasing by 16.0% (+3.1% in the 4th quarter of 2024), totalling 5.2 million due to growth in both domestic (+15.6%; +2.5% in the 4th quarter of 2024) and international trips (+18.5%; +7.0% in the 4th quarter of 2024).

The number of trips increased in every month of the quarter: +36.0% in January, +15.9% in February and +0.7% in March.

In the 1st quarter of 2025, about 86.3% of all trips taken by residents (86.2% in the previous quarter) were domestic, amounting to 4.5 million, while the remainder 710.5 thousand were abroad (13.7% of the total; 13.8% in the previous quarter).

Table 1

TOURISM TRIPS BY DESTINATION, BY MONTH

Unit: 10^3

MONTH	Total (No)			Total Portugal (No)			Total Abroad (No)		
	2023	2024	2025	2023	2024	2025	2023	2024	2025
Total	**23 668**	**22 901**	**5 187**	**20 440**	**19 472**	**4 476**	**3 228**	**3 430**	**710**
January	1 570	1 288	1 751	1 423	1 168	1 548	148	119	203
February	1 781	1 497	1 735	1 529	1 278	1 483	252	219	252
March	1 502	1 689	1 701	1 352	1 427	1 445	150	262	255
April	2 177	1 378		1 873	1 119		304	259	
May	1 546	1 505		1 334	1 276		212	229	
June	1 933	2 017		1 636	1 704		297	312	
July	2 523	2 384		2 192	2 043		330	341	
August	3 685	3 995		3 136	3 369		548	626	
September	1 806	1 844		1 502	1 512		305	332	
October	1 297	1 364		1 130	1 181		166	183	
November	1 266	1 456		1 080	1 277		187	179	
December	2 583	2 487		2 252	2 117		331	370	

As in the same period last year, the “visit to relatives or friends” was the main reason for travelling in the **1st quarter of 2025**, accounting for 2.1 million trips (+0.5%), standing for 40.9% of the total (-6.3 p.p. vis-à-vis the 1st quarter of 2024). “Leisure, recreation, or holidays” trips also recorded a growth, +25.4%, reaching 2.1 million trips (+40.8% of the total; +3.1 p.p. compared to the 1st quarter of 2024). Trips for “professional or business” reasons increased by 48.0%, accounting for 647.4 thousand trips (12.5% of the total; +2.7% vis-à-vis 1st quarter of 2024).

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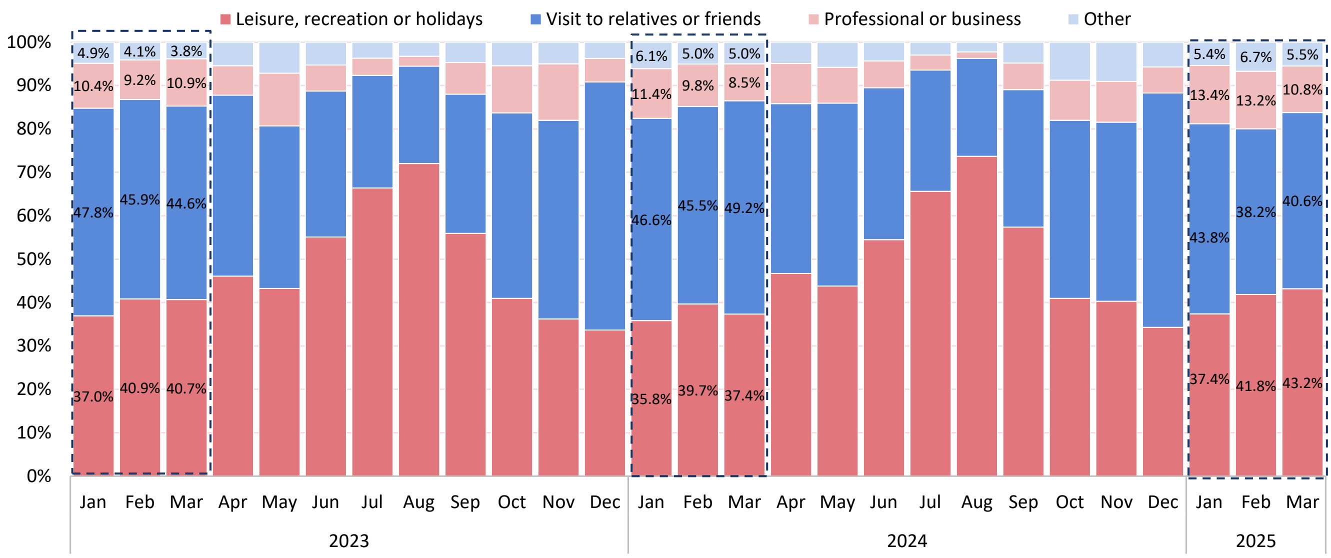
Figure 2

MONTHLY BREAKDOWN OF TRIPS ACCORDING TO THE MAIN PURPOSES

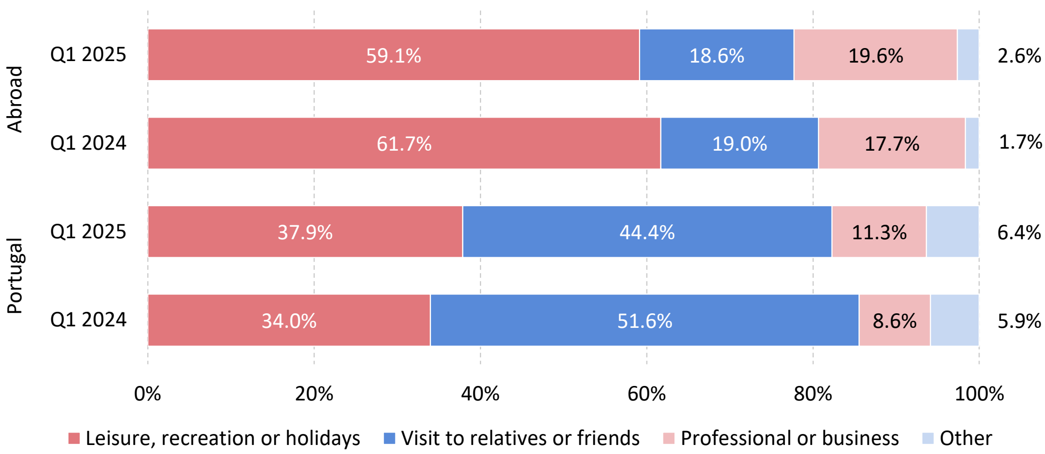


MORE THAN HALF OF TRIPS ABROAD WERE MOTIVATED BY “LEISURE, RECREATION OR HOLIDAYS”

In the **1st quarter of 2025**, “visit to relatives or friends” was the main reason for residents to travel within the country, originating 44.4% of domestic trips (2.0 million) while in trips abroad was the “leisure, recreation or holidays” which motivated most of the trips (59.1% of the total, 420.1 thousand trips). The second main reason for domestic trips was “leisure, recreation or holidays” (37.9% of the total; 1.7 million trips). The second main reason for travelling abroad was “professional or business”, which accounted for 19.6% of the total (139.6 thousand trips).

Figure 3

BREAKDOWN OF TRIPS ACCORDING TO PURPOSES, BY DESTINATION



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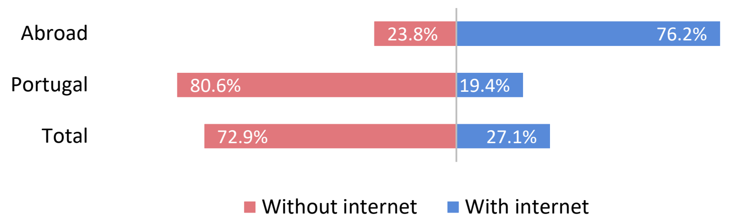
ADVANCE BOOKING OF SERVICES CONTINUES TO STRENGTHEN ITS ROLE IN RESIDENTS' TRIPS, BOTH DOMESTICALLY AND ABROAD

Prior booking of services was used in 36.9% of trips taken by residents in the 1st **quarter of 2025** (+2.0 p.p.), being dominant in trips abroad (94.4%; +0.5 p.p.), unlike domestic trips, where it was used in only 27.8% (+2.0 p.p.).

The Internet was used in 27.1% (+1.8 p.p.) of cases when organising trips, with a larger share for trips abroad (76.2% of the total, +4.1 p.p.) compared to domestic trips, where its use accounted for 19.4% of the total (+1.3 p.p.).

Figure 4

BREAKDOWN OF TRIPS ACCORDING TO THE USE OF THE INTERNET, BY DESTINATION, 1ST QUARTER OF 2025

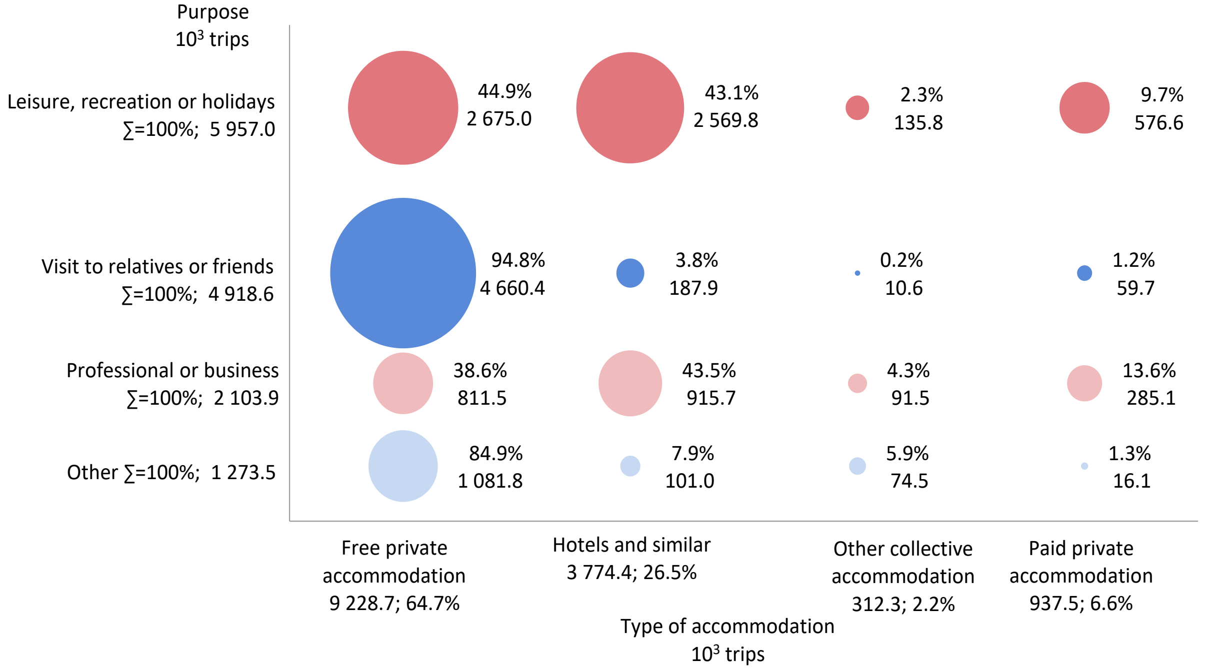


“FREE PRIVATE ACCOMMODATION” REMAINED THE MAIN CHOICE FOR THE PURPOSES OF “VISIT TO RELATIVES OR FRIENDS” AND “LEISURE, RECREATION OR HOLIDAYS”

In the 1st **quarter of 2025**, the main accommodation choices for resident trips remained unchanged, with “free private accommodation” accounting for 64.7% of the total, hosting 9.2 million overnight stays on residents’ trips. This type of accommodation was mostly prevalent in trips motivated by “leisure, recreation or holidays” (44.9% of the total) and in trips to “visit relatives or friends” (94.8% of the total). “Hotels and similar” were the second main choice of accommodation, accounting for 26.5% of overnight stays (3.8 million), being the main option when travelling for “professional or business reasons” (43.5%).

Figure 5

BREAKDOWN OF OVERNIGHT STAYS BY TYPE OF ACCOMMODATION, ACCORDING TO MAIN PURPOSES, 1ST QUARTER OF 2025

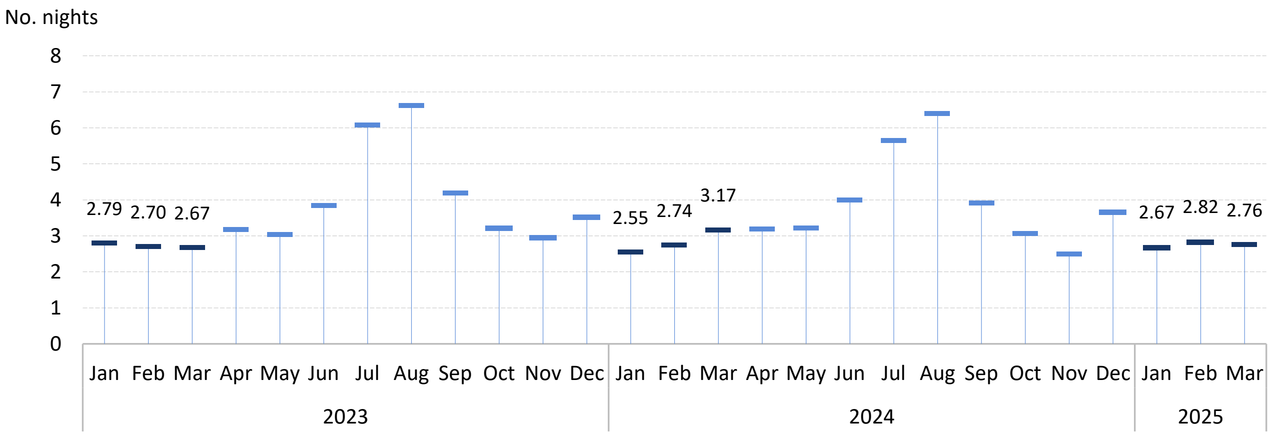


AVERAGE TRIP DURATION DECLINED COMPARED WITH THE SAME QUARTER OF 2024

In the 1st **quarter of 2025**, the average duration per trip was 2.75 nights (2.84 in the 1st quarter of 2024). The longest average duration was recorded in February (2.82 nights; 2.74 nights in February 2024), while the shortest was in January (2.67 nights; 2.55 in January 2024).

Figure 6

AVERAGE TRIP DURATION, BY MONTH



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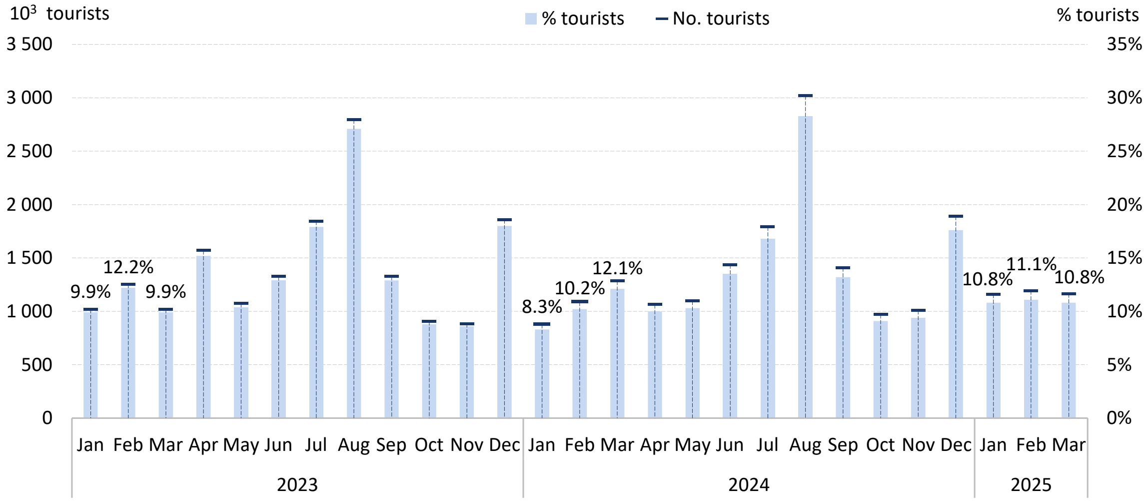
THE PROPORTION OF TOURISTS INCREASED COMPARED TO THE SAME QUARTER IN 2024

In the 1st **quarter of 2025**, 20.4% of residents took at least one tourist trip, +0.9 p.p. compared to the same period last year. Monthly, and in year-on-year terms, while the share of residents who travelled at least once decreased in March (-1.3 p.p.), it increased in both January and February (+2.5 p.p. and +0.9 p.p., respectively).

Figure 7

PROPORTION OF TOURISTS IN THE RESIDENT POPULATION, BY MONTH



METHODOLOGICAL NOTE

The statistical findings from the *Travel survey of residents* are gathered from surveying a sample of housing units, with a 50% rotation at the beginning of each year, with a quarterly telephone interview.

The results in this Press Release are:

Up until 2024 – final data

2025 – provisional data

Main concepts

Tourist - Traveller staying at least one night in a private or collective accommodation site in a particular place, regardless of the motivation to travel.

Tourism trip - A trip to one or multiple tourist destinations, including the returning trip to the starting point and covering the whole period during which an individual remains outside his usual living environment.

Usual living environment - Environment in the proximity of an individual's residence, concerning its working and studying places, as well as other places frequently visited. Distance and frequency are two closely related dimensions to this concept and include the places located near the place of residence, regardless of how often visited, as well as the places situated at a considerable distance from the place of residence (including those in a foreign country), frequently visited (once or several times per week on average) on a routine basis.

One individual has only one usual living environment, a concept applied to domestic and international tourism.

Hotels and similar - Tourist accommodation establishments whose main economic activity consists of providing accommodation services and other complementary or support services, with or without the provision of meals, in exchange for payment.

Other collective accommodation - Establishments, places, or facilities providing accommodation services to tourists mostly in exchange for payment including camping sites, holiday camps, youth hostels, collective means of transportation, working or holiday projects, and others.

Free private accommodation - Accommodation used by tourists consisting of a second residence or provided by relatives or friends, for free.

Paid private accommodation - A private accommodation, with or without official licensing for the provision of tourist accommodation, having a limited number of paid independent places (rooms or housing).

Next Press Release date - 28 October 2025