

30th April 2026
TOURIST ACTIVITY
March 2026: Flash statistics

NON-RESIDENTS BOOST TOURISM IN MARCH

In **March 2026**, the **tourist accommodation sector**¹ recorded 2.3 million guests (+0.9%²) and 5.6 million overnight stays (+1.4%). These results accounted for EUR 432.9 million in total revenue and EUR 319.2 million in revenue from accommodation (+6.6% and +5.9%, respectively).

The growth in overnight stays resulted from positive contributions from non-residents, whose overnight stays increased by 2.9% (-0.2% in February), reaching 4.0 million, whilst overnight stays by residents decreased by 2.3% (following +2.6% in February), totalling 1.6 million.

Among the top ten inbound markets, the Irish and Spanish markets stood out with the highest growth rates (+16.2% and +14.0%, respectively), whilst the Brazilian market recorded the sharpest decline (-7.0%).

This month, the revenue per available room (RevPAR) stood at EUR 49.7 (+1.9%), while the average daily rate (ADR) was EUR 98.6 (+2.9%).

It should be noted that the March results may have been influenced by the moving structure of the calendar, i.e., by the effect of the holiday period associated with Carnival and Easter.

Figure 1

MONTHLY OVERVIEW OF THE ACTIVITY OF TOURIST ACCOMMODATION ESTABLISHMENTS, MAR. 2026



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 INCREASED, DESPITE A CONTRACTION IN THE DOMESTIC MARKET

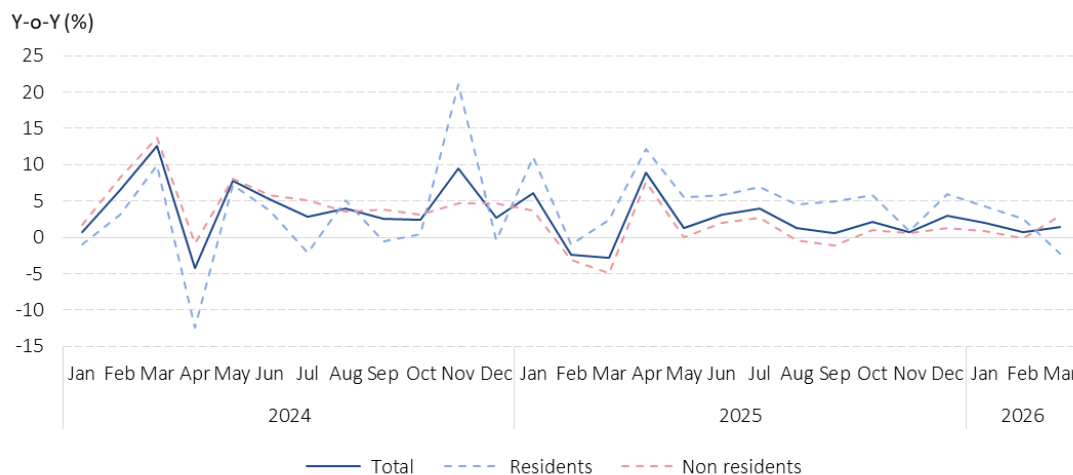
In **March 2026**, the tourist accommodation sector recorded 2.3 million guests and 5.6 million overnight stays, representing year-on-year increases of 0.9% and 1.4% respectively (in February, +0.2% and +0.7%, in the same order).

Overnight stays by residents reached 1.6 million, down 2.3% (+2.6% in February). Overnight stays by non-residents amounted to 4.0 million and grew by 2.9% (-0.2% in February), the largest increase since May 2025.

As previously mentioned, these results may have been influenced by the moving structure of the calendar (the effect of Carnival and Easter periods).

Figure 2

OVERNIGHT STAYS SPENT IN TOURISM ACCOMMODATION ESTABLISHMENTS, JAN. 2024 – MAR. 2026
YEAR-ON-YEAR RATES OF CHANGE



IRELAND AND SPAIN STOOD OUT WITH THE LARGEST INCREASES

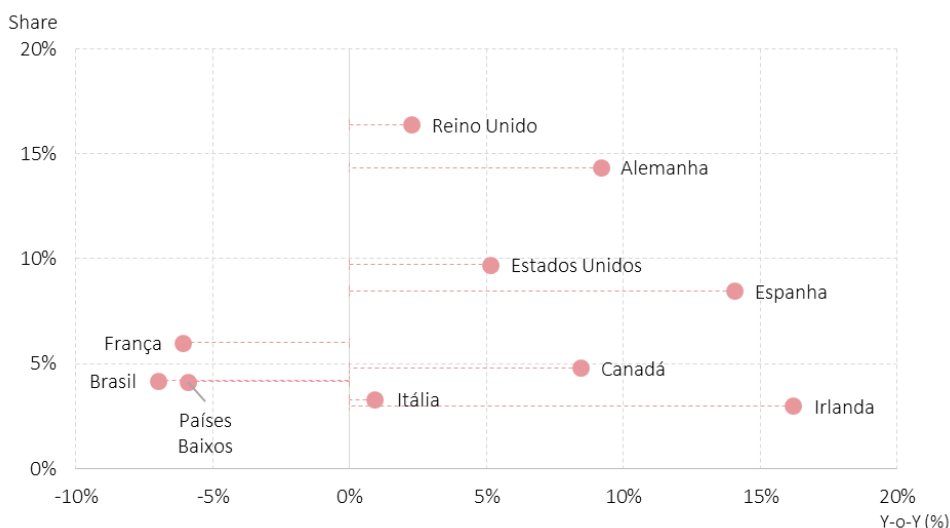
In **March**, the top ten inbound markets accounted for 74.3% of total overnight stays by non-residents. The UK market remained in the lead, with a 16.4% share of the total, growing by 2.2% (-4.1% in February), after seven months of decline.

The German market was the second-largest inbound market (14.3% of the total) and continued the growth trajectory, increasing by 9.2% (+1.0% in February). This was followed by the North American market, ranking third (9.7% of the total), which grew by 5.1% (+5.4% in February).

Among the top ten markets, the Irish and Spanish stood out with the largest increases (+16.2% and +14.0%, respectively). The largest decrease was observed in the Brazilian market (-7.0%).

Figure 3

OVERNIGHT STAYS IN TOURIST ACCOMMODATION ESTABLISHMENTS, BY MAIN (10) INBOUND MARKETS, MAR. 2026



IN MARCH, NORTE AND ALENTEJO WERE THE REGIONS WITH THE LARGEST INCREASES IN OVERNIGHT STAYS

In **March**, the largest increases in overnight stays were recorded in Norte (+8.5%) and Alentejo (+7.2%). Conversely, Oeste e Vale do Tejo and the Centro had the sharpest declines (-15.7% and -8.1%, respectively). Grande Lisboa (27.8%), Algarve (21.0%), and Norte (19.1%) accounted for the largest share of overnight stays (67.9% in total).

Overnight stays by residents increased most notably in Alentejo (+3.9%) and Algarve (+3.2%), whilst Centro and Oeste e Vale do Tejo recorded the largest decreases (-9.6% and -9.5%, in that order).

Concerning overnight stays by non-residents, the largest increases occurred in Alentejo (+13.5%) and Norte (+12.0%), while the largest decrease was recorded in Oeste e Vale do Tejo (-21.6%).

Table 1

OVERNIGHT STAYS IN TOURIST ACCOMMODATION ESTABLISHMENTS
BY NUTS II REGIONS, MAR. 2026

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	5 638.9	1.4	1 624.5	-2.3	4 014.4	2.9
Norte	1075.2	8.5	396.4	2.9	678.7	12.0
Centro	332.6	-8.1	242.4	-9.6	90.3	-4.1
Oeste e Vale do Tejo	192.3	-15.7	100.0	-9.5	92.3	-21.6
Grande Lisboa	1569.6	1.0	293.3	-2.6	1 276.3	1.9
Península de Setúbal	109.3	-6.0	53.4	-8.2	55.9	-3.9
Alentejo	212.1	7.2	135.5	3.9	76.5	13.5
Algarve	1183.4	3.9	195.3	3.2	988.2	4.0
RA Açores	190.1	-1.3	94.5	-9.1	95.6	7.7
RA Madeira	774.3	-1.1	113.8	-2.5	660.5	-0.9

THE AVERAGE STAY INCREASED IN MARCH

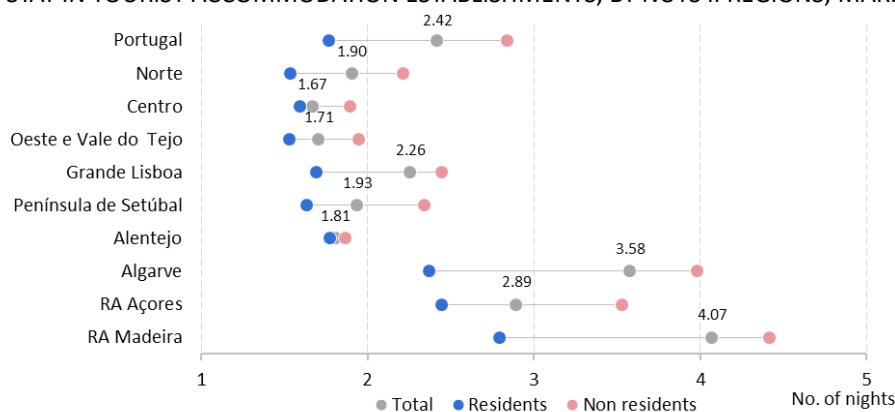
In **March**, the average stay in tourist accommodation establishments was 2.42 nights, increasing by 0.4% (+0.5% in February). The highest figures were recorded in RA Madeira (4.07 nights) and Algarve (3.58 nights). These regions, as well as RA Açores (2.89 nights), recorded average stays above the national average. The shortest stays occurred in Centro (1.67 nights) and Oeste e Vale do Tejo (1.71 nights). Alentejo stood out for the largest increase in this indicator (+4.6%), at 1.81 nights.

The average stay for residents increased to 1.77 nights (+0.7%), while that for non-residents decreased to 2.84 nights (-0.7%).

RA Madeira continued to record the longest average stays, with 4.41 nights for non-residents and 2.79 nights for residents.

Figure 4

AVERAGE STAY IN TOURIST ACCOMMODATION ESTABLISHMENTS, BY NUTS II REGIONS, MAR. 2026

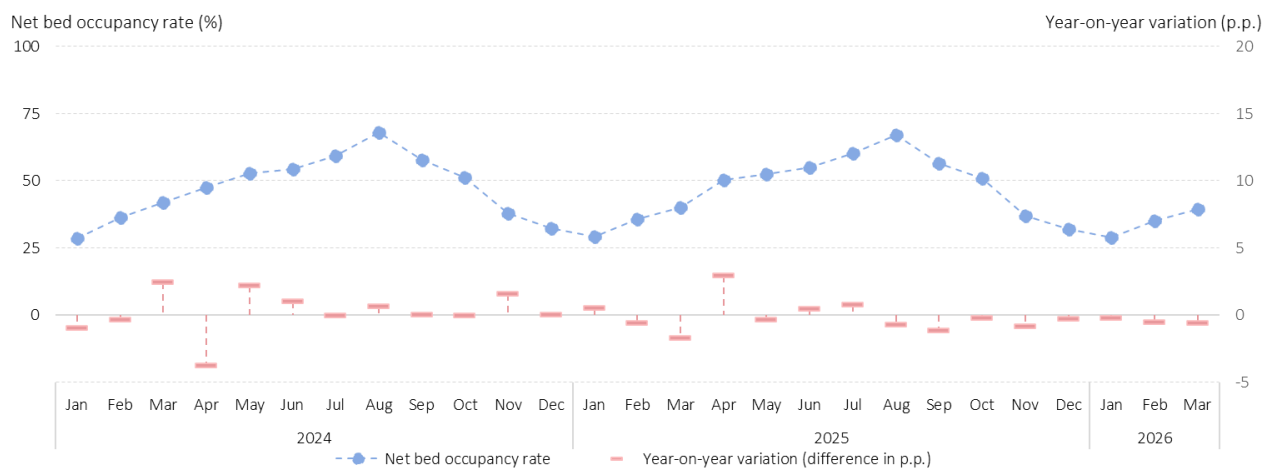


NET BED AND ROOM OCCUPANCY RATES DECREASED FOR THE EIGHTH CONSECUTIVE MONTH

In **March**, the net bed occupancy rate in tourist accommodation establishments stood at 39.5%, i.e., 0.6 p.p. less than in the same month of the previous year (the same as in February). The net bedroom occupancy rate was 50.5%, decreasing by 0.5 p.p. (-0.8 p.p. in February).

Figure 5

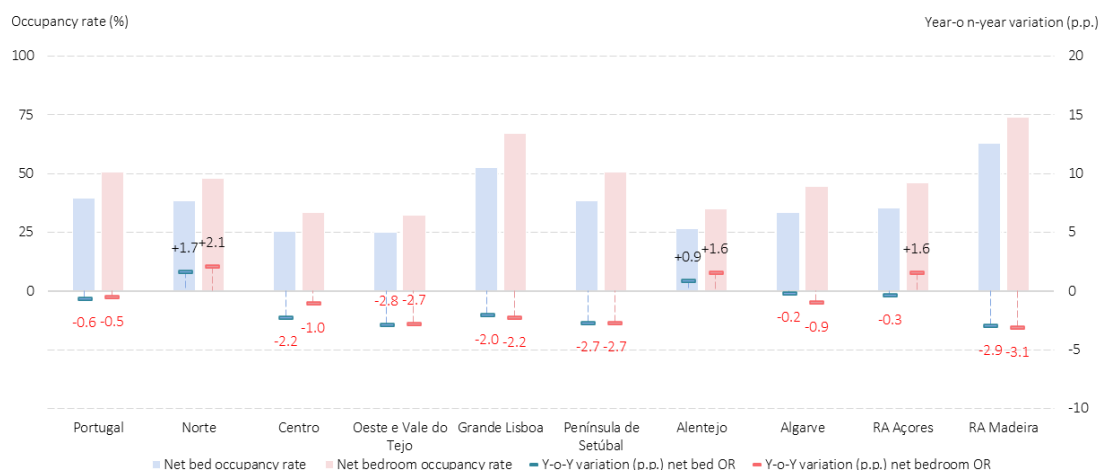
NET BED OCCUPANCY RATE IN TOURIST ACCOMMODATION ESTABLISHMENTS, JAN. 2024 – MAR. 2026



RA Madeira (62.8%) and Grande Lisboa (52.4%) had the highest net bed occupancy rates. The lowest figures were recorded in Oeste e Vale do Tejo (24.9%) and Centro (25.4%). RA Madeira had the largest decrease in this indicator (-2.9 p.p.), followed by Oeste e Vale do Tejo (-2.8 p.p.), while the only increases occurred in Norte (+1.7 p.p.) and Centro (+0.9 p.p.).

Figure 6

NET BED AND BEDROOM OCCUPANCY RATES (OR) IN TOURIST ACCOMMODATION ESTABLISHMENTS, BY NUTS II REGION, MAR. 2026

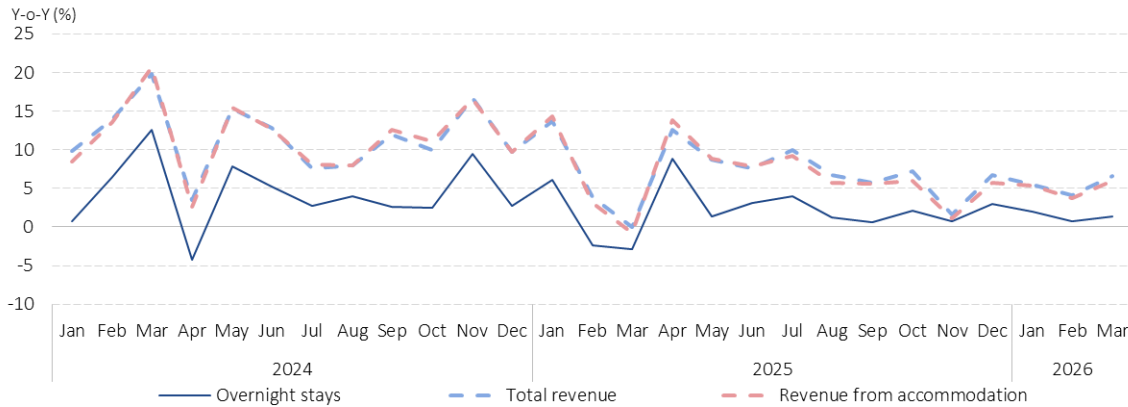


REVENUE GROWTH ACCELERATED IN MARCH

In **March**, total revenue reached EUR 432.9 million, while revenue from accommodation amounted to EUR 319.2 million, accounting for growth of 6.6% and 5.9%, respectively (+4.2% and +3.7% in February, in the same order).

Figure 7

REVENUE IN TOURIST ACCOMMODATION ESTABLISHMENTS, YEAR-ON-YEAR CHANGE (%), JAN. 2024 – MAR. 2026

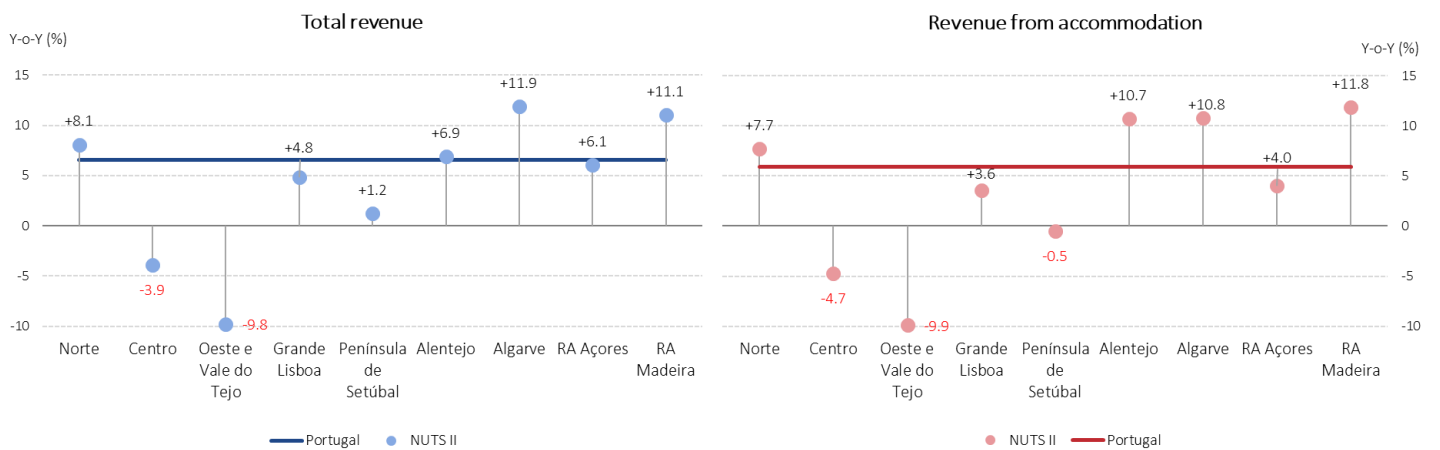


Grande Lisboa was the region contributing the most to overall revenue (33.9% of total revenue and 36.0% of revenue from accommodation), followed by Algarve (17.4% and 16.0%, respectively), and Norte (16.9% and 17.2%, respectively).

The largest increases occurred in Algarve (+11.9% in total revenue and +10.8% in revenue from accommodation) and RA Madeira (+11.1% and +11.8%, respectively).

Figure 8

TOTAL REVENUE AND REVENUE FROM ACCOMMODATION IN TOURIST ACCOMMODATION ESTABLISHMENTS, YEAR-ON-YEAR CHANGE (%) BY NUTS II REGIONS, MAR. 2026

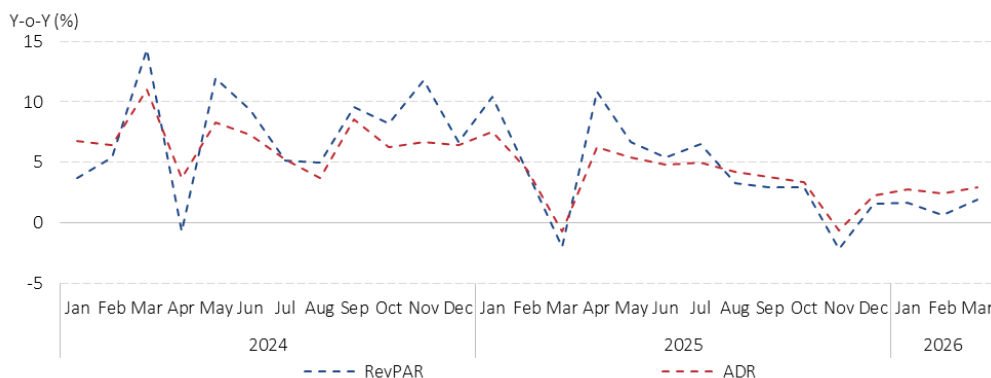


REVPAR AND ADR MAINTAINED GROWTH IN MARCH

In **March**, the revenue per available room (RevPAR) amounted to EUR 49.7, increasing by 1.9% (+0.6% in February). The average daily rate (ADR) was EUR 98.6 (+2.9%, following +2.4% in February).

Figure 9

REVPAR AND ADR (YEAR-ON-YEAR CHANGE (%)) IN TOURIST ACCOMMODATION ESTABLISHMENTS, BY MONTH, JAN. 2024 – MAR. 2026

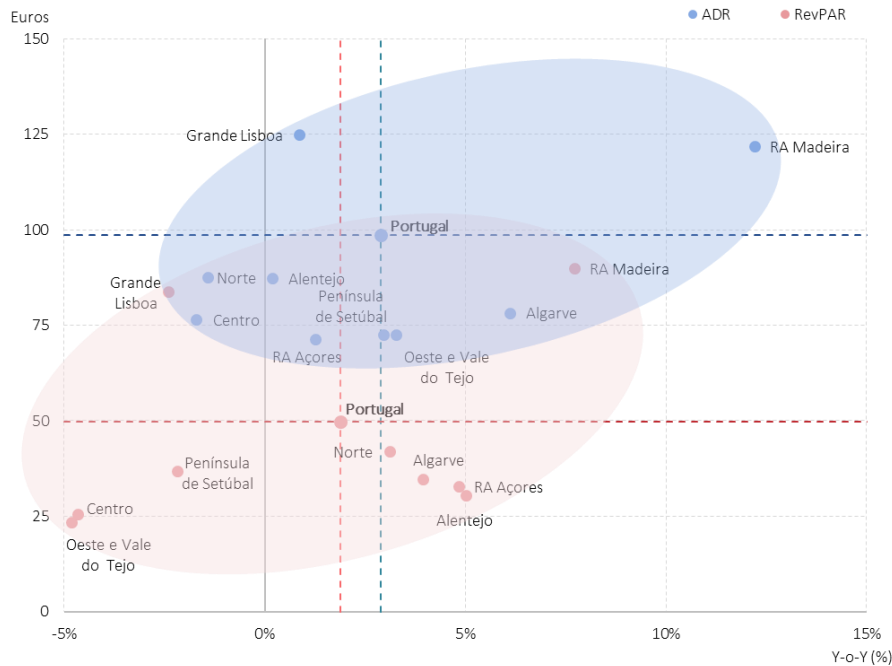


The highest RevPAR value was recorded in RA Madeira (EUR 89.9), followed by Grande Lisboa (EUR 83.7). The largest increases occurred in RA Madeira (+7.7%) and Alentejo (+5.0%), while the largest decreases were observed in Oeste e Vale do Tejo (-4.8%) and Centro (-4.7%).

As with RevPAR, the highest ADR was recorded in Grande Lisboa (EUR 124.9) and RA Madeira (EUR 121.8). RA Madeira accounted for the largest increase this month (+12.2%).

Figure 10

REVPAR AND ADR IN TOURIST ACCOMMODATION ESTABLISHMENTS, BY NUTS II REGIONS, MAR. 2026



ALBUFEIRA STOOD OUT WITH 16.0% GROWTH

In **March**, the municipality of Lisboa accounted for 23.3% of total overnight stays, reaching 1.3 million (+1.2%). Overnight stays by residents fell by 5.9%, while those by non-residents grew by 2.5%. This municipality accounted for 28.2% of total overnight stays by non-residents.

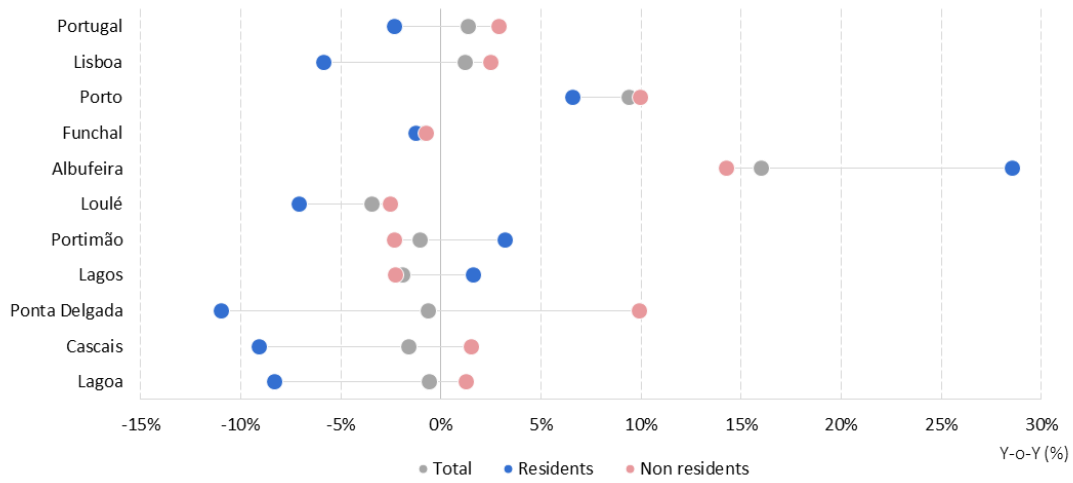
Porto was the municipality with the second-highest number of overnight stays (529.0 thousand, accounting for 9.4%), increasing by 9.4%, reflecting growth in both residents (+6.6%) and non-residents (+10.0%) overnight stays. This municipality accounted for 10.9% of total non-resident overnight stays in March.

In Funchal, overnight stays totalled 506.8 thousand (9.0% of the total), slightly decreasing (-0.8%), resulting from the decline in overnight stays by both residents (-1.3%) and non-residents (-0.7%).

Among the top ten municipalities, the growth in overnight stays recorded in Albufeira (7.4% of the total) also stood out, at +16.0% (+28.6% for residents and +14.3% for non-residents).

Figure 11

OVERNIGHT STAYS BY RESIDENTS AND NON-RESIDENTS IN TOURIST ACCOMMODATION ESTABLISHMENTS,
BY MAIN MUNICIPALITIES, MAR. 2026 - YEAR-ON-YEAR CHANGE (%)



ACCOMMODATION ACTIVITY – OVERVIEW

In **March 2026**, considering **all means of accommodation** (tourist accommodation establishments, camping and holiday camps, and youth hostels), there were 2.4 million guests and 6.0 million overnight stays (+0.6% and +1.1%, respectively). Overnight stays by residents decreased by 1.5%, while those by non-residents increased by 2.3%. Regarding all means of accommodation, the average stay (2.46 nights) increased by 0.5% (+1.6% concerning residents and -0.9% regarding non-residents).

Table 2

MAIN INDICATORS OF ACCOMMODATION ACTIVITY, MAR. 2026

	Unit	Total		Residents		Non residents	
		Mar-26	Y-o-y change rate (%)	Mar-26	Y-o-y change rate (%)	Mar-26	Y-o-y change rate (%)
Guests							
Total	10 ³	2 429.5 ▲	0.6	967.3 ▼	- 3.0	1 462.3 ▲	3.2
Tourist accommodation establishments	"	2 334.0 ▲	0.9	920.1 ▼	- 3.0	1 413.9 ▲	3.6
Camping sites	"	74.8 ▼	- 7.2	33.9 ▲	0.1	40.9 ▼	- 12.4
Holiday camps and youth hostels	"	20.7 ▼	- 0.9	13.4 ▼	- 11.0	7.4 ▲	24.6
Overnight stays							
Total	10 ³	5 979.8 ▲	1.1	1 783.2 ▼	- 1.5	4 196.7 ▲	2.3
Tourist accommodation establishments	"	5 638.9 ▲	1.4	1 624.5 ▼	- 2.3	4 014.4 ▲	2.9
Camping sites	"	292.7 ▼	- 4.4	126.8 ▲	9.1	165.8 ▼	- 12.7
Holiday camps and youth hostels	"	48.3 ▲	11.2	31.8 ▲	5.2	16.4 ▲	24.9
Average stay							
Total	no. Nights	2.46 ▲	0.5	1.84 ▲	1.6	2.87 ▼	-0.9
Tourist accommodation establishments	"	2.42 ▲	0.4	1.77 ▲	0.7	2.84 ▼	-0.7
Camping sites	"	3.91 ▲	3.0	3.75 ▲	9.0	4.05 ▼	-0.3
Holiday camps and youth hostels	"	2.33 ▲	12.2	2.38 ▲	18.2	2.23 ▲	0.2

OVERNIGHT STAYS DECREASED IN CAMPING SITES

In March, **tourist accommodation establishments** hosted 2.3 million guests (+0.9%) and 5.6 million overnight stays (+1.4%). The average stay (2.42 nights) increased by 0.4%. Overnight stays by residents fell by 2.3%, while those spent by non-residents grew by 2.9%.

Camping sites managed 74.8 thousand campers, who spent 292.7 thousand overnight stays in March, accounting for changes of -7.2% in guests and -4.4% in overnight stays (+9.1% concerning residents and -12.7% regarding non-residents), yielding a 3.0% rise in the average stay (3.91 nights).

Holiday camps and youth hostels hosted 20.7 thousand guests (-0.9%), leading to 48.3 thousand overnight stays (+11.2%), with the average stay (2.33 nights) increasing by 12.2%. Overnight stays by residents grew by 5.2%, while those by non-residents increased by 24.9%.

EXPLANATORY NOTES

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:

- 2025 – January to December: provisional results; 2026 – January to February: provisional results; 2026 – March: 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 **February**, is as follows:

	Guests	Overnight stays	Total revenue	Revenue from accommodation
February 2026	-0.6 p.p.	-0.6 p.p.	-0.2 p.p.	-0.3 p.p.

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 ratio between revenue from accommodation and the number of available rooms, in the reference period.

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

Tourist accommodation establishment – An establishment that provides short-term accommodation services for remuneration, operating in one or more buildings or facilities.

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, like 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 by EU Regulation 692/2011.

Rural tourist – establishments that provide accommodation services to tourists in rural areas, offering an adequate set of facilities, structures, equipment, and complementary services, that preserve and enhance 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 **15th May 2026**

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](#)

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[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 – 29th May 2026

Date of next quarterly press release – 15th May 2026
