

Tourism Activity
March 2011

Tourist accommodation activity with positive results

In the month of March 2011, tourist accommodation establishments registered 2.6 million overnight stays, 6.3% more than in the same month of the previous year. For this outcome, residents contributed with more 4.4% of overnight stays, while non residents, with a greater impact, had an increase of 7.4% in the total number of overnight stays. The performance of the main markets was likewise positive, with the emphasis on the Brazilian, French and British markets.

The total revenue from the activity reached EUR 119.2 million and EUR 77.5 million from accommodation, corresponding to year-on-year increases of 3.6% and 5.4%, respectively.

Table 1. Global provisional results from tourism activity

GLOBAL RESULTS	Month		Accumulated	
	Mar 11	Change rate % 11/10	Jan to Mar 11	Change rate % 11/10
HOTEL ESTABLISHMENTS				
Guests (thousand)	955.8	3.4	2 385.0	2.1
Overnight stays (thousand)	2 605.3	6.3	6 083.6	1.9
Residents in Portugal	883.7	4.4	2 208.3	-0.4
Non residents	1 721.7	7.4	3 875.3	3.3
Average stay (no. of nights)	2.7	0.1	2.6	0.0
Net bed occupancy rate (%)	31.7	0.6 p.p.	26.2	-0.3 p.p.
Total revenue (€Million)	119.2	3.6	277.8	-2.7
Revenue from accommodation (€Million)	77.5	5.4	180.5	-0.8
Rev Par (Average revenue per available room) (€)	20.8	0.5	17.1	-4.7

Overnight stays

In the period **January to March 2011**, tourist accommodation activity accounted for 2.4 million guests which originated 6.1 million overnight stays,

corresponding to year-on-year increases of 2.1% and 1.9%, respectively.

The results for the **month of March** are globally positive, which might be linked to the fact that the Carnival festivities took place during this month, while in 2010, they took place in February. Tourist accommodation establishments accommodated 955.8 thousand guests and registered 2.6 thousand overnight stays, resulting in year-on-year increases of 3.4% and 6.3%, respectively.

With regard to the type of establishment, there were year-on-year increases in the number of overnight stays in tourist apartments, "pousadas", apartment hotels and hotels. For the growth in the apartment hotels, five and four star units contributed mostly, also with an increasing offer. Hotels registered improvements in all categories, more so in five star units, and these establishments are also registering an increase on the available capacity in two and one star units, following the ongoing sector conversion.

On the contrary, tourist villages kept the trend of the last months, presenting a decrease of about 7.1% in overnight stays.

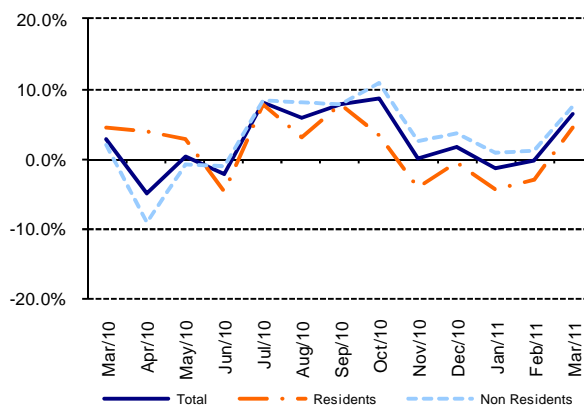
Table 2. Overnight stays by type and category of the establishment

Type of establishment and category	Overnight stays		Year-on-year change rate
	Mar-10	Mar-11	%
	Unit: Thousand		
Total	2 449.9	2 605.3	6.3
Hotels	1458.3	1588.0	8.9
*****	209.8	260.0	23.9
****	721.5	760.8	5.4
***	404.8	422.8	4.5
** / *	122.2	144.4	18.1
Apartment hotels	380.5	416.6	9.5
*****	23.7	36.7	54.9
****	249.5	290.2	16.3
*** / **	107.3	89.6	-16.5
Pousadas	25.5	28.9	13.5
Tourist apartments	195.8	225.7	15.3
Tourist villages	82.3	76.5	-7.1
Inns, Motels and Boarding houses	307.6	269.6	-12.3

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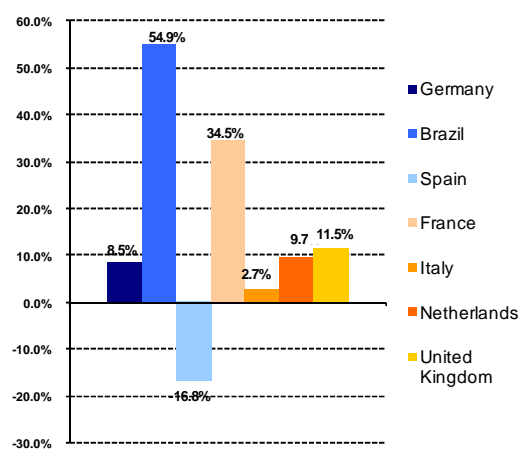
Non residents registered a year-on-year growth of 7.4%, corresponding to 1.7 million overnight stays. Residents contributed with 883.7 thousand overnight stays, a growth of 4.4% towards March 2010.

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



The group of the main markets of origin, which represented more than 70% of non residents overnight stays, had an overall positive performance, with the Brazilian, French and British markets standing out, the latter revealing a reversed trend after a two month period of negative results. Within this group, the Spanish market is the only one with a negative evolution, with a year-on-year decrease of 16.8%.

Figure 2. Overnight stays, by main markets of origin – month-to-month change rate – March 2011



The analysis of the regional outcome reveals an overall improvement in performance considering overnight stays, with year-on-year increases above 10% in Alentejo, Algarve and Madeira, with the Centre recording 7.2%. The North and Lisbon regions presented stable results, while the Azores kept a negative evolution (-1.7%).

Net bed occupancy rate and Average Stay

In the month of March 2011, tourist accommodation establishments registered an occupancy rate of 31.7%, slightly over the one registered in the same month of the previous year (31.1%).

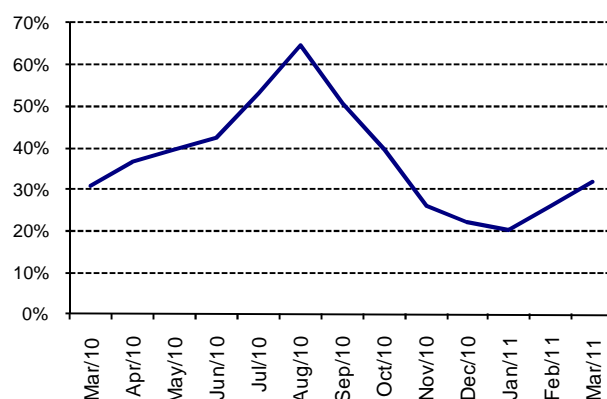
Table 3. Overnight stays by region (NUTS II)

NUTS II	Overnight stays		Year-on-year change rate
	Mar-10	Mar-11	%
	Unit: Thousand		
PORTUGAL	2 449.9	2 605.3	6.3
North	305.4	308.2	0.9
Center	250.1	268.2	7.2
Lisbon	634.2	637.2	0.5
Alentejo	79.0	88.1	11.4
Algarve	732.8	844.7	11.2
AZORES	58.9	57.9	-1.7
MADEIRA	389.4	431.0	10.7

In Algarve, there was an increase on the demand of the markets of origin, namely the British market (with an year-on-year increase of +9.3%, representing about 40% of non residents overnight stays), the German (+8.6%) and the Dutch (+12.5%), as well as the internal market (+13.1%), which held a 20% share of the total of overnight stays in the region.

In Madeira, which presented positive results after a long downturn period, there were evident year-on-year increases of its main markets of origin, mainly the German market (+19.6%) and the British (+18.4%), representing both more than 60% of the total non residents overnight stays.

Figure 3. Net bed occupancy rate



On a regional level, the bed occupancy rates had no major changes, with the exception of Madeira, with an increase of 6 p.p., scoring a near 50% occupancy rate.

Table 4. Net bed occupancy rate and average stay, by region

NUTS II	Occupancy rate		Average stay	
	%		(No. of nights)	
	Mar-10	Mar-11	Mar-10	Mar-11
PORTUGAL	31.1	31.7	2.6	2.7
North	26.2	25.7	1.7	1.7
Center	22.6	23.1	1.8	1.8
Lisbon	38.7	38.0	2.1	2.2
Alentejo	24.0	24.9	1.7	1.7
Algarve	29.4	30.2	4.5	4.7
AZORES	23.7	23.0	3.0	2.8
MADEIRA	43.7	49.7	5.2	5.4

By type of establishment, there was also a relative stability on the results of the occupancy rate in March,

with "pousadas" registering the biggest year-on-year growth (+2.5 p.p.).

For the growth in the occupancy rate of hotels (+0.9 p.p.) almost all categories contributed, especially five star units.

The growth in apartment hotels (+0.8 p.p.) resulted from the sole contribution of four star units (+2.8 p.p.), holding the biggest relative weight (more than 60%).

Table 5. Net bed occupancy rate and average stay, by type of establishment

Type of establishment and category	Occupancy rate		Average stay	
	%		(No. of nights)	
	Mar-10	Mar-11	Mar-10	Mar-11
Total	31.1	31.7	2.6	2.7
Hotels	33.5	34.4	2.3	2.4
*****	31.2	35.4	2.4	2.6
****	36.1	36.1	2.5	2.6
***	31.9	33.3	2.2	2.1
** / *	29.8	28.3	1.7	1.8
Apartment hotels	36.5	37.3	4.5	4.7
*****	46.2	42.6	5.4	5.3
****	36.7	39.5	4.2	4.8
*** / **	34.4	30.3	4.8	4.4
Tourist Apartments	24.7	26.0	6.0	5.8
Tourist villages	22.4	18.8	6.0	5.6
Pousadas	32.3	34.8	1.5	1.5
Inns, Motels and Boarding houses	24.8	24.1	2.2	2.1

In March 2011, the global average stay was 2.7 nights, slightly more than in March 2010 (2.6).

The regions of Madeira and Algarve, in average, registered the higher figures for number of stays. By type of establishment, tourist apartments, tourist villages and apartment hotels led.

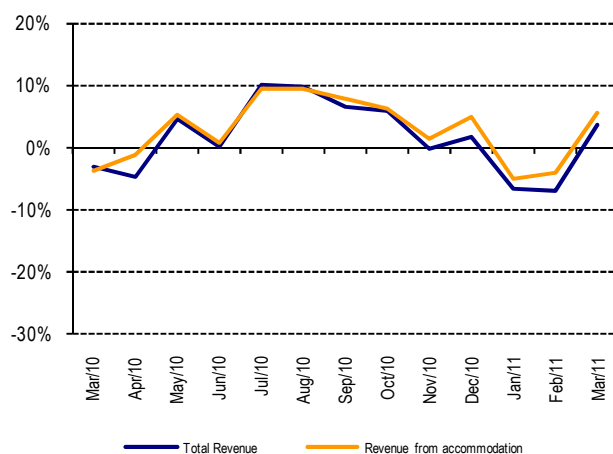
Revenue and Average Revenue per Available Room (Rev Par)

In the month of **March 2011**, tourist accommodation activity registered EUR 119.2 million of total revenue

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and EUR 77.5 million from accommodation, corresponding to year-on-year increases of 3.6% and 5.4%, respectively.

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



The regions of Alentejo and Madeira were the ones with the highest year-on-year growth in both indicators (above 11%), which in the case of Madeira, reveals a significant reversed trend after a spread period of negative results.

Azores kept the trend of the last months, down by 5% in both indicators.

Table 6. Revenue by region (NUTS II)

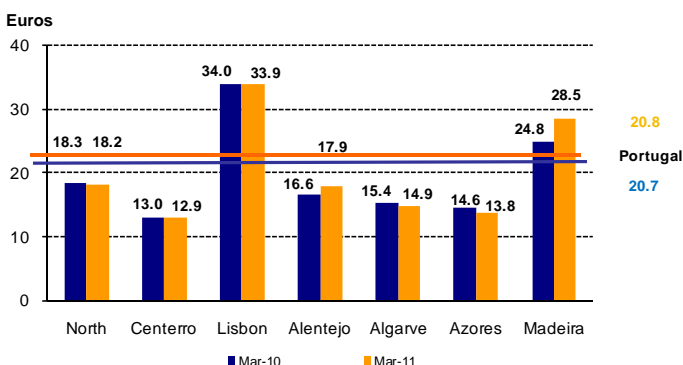
Unit: Million Euros

NUTS II	Total revenue	Year-on-year change rate	Revenue from accommodation	Year-on-year change rate
	Mar-11	%	Mar-11	%
Portugal	119.2	3.6	77.5	5.4
North	15.8	3.9	10.5	3.8
Center	11.9	3.1	7.3	5.2
Lisbon	38.9	0.8	27.1	3.2
Alentejo	4.6	18.8	2.8	12.5
Algarve	26.1	1.0	16.0	5.6
Azores	2.4	-5.2	1.7	-4.8
Madeira	19.4	11.2	12.1	12.1

In the period under review, Rev Par from tourist accommodation activity was 20.8€, slightly higher than in March 2010 (20.7€).

The regions of Madeira and Alentejo were the only ones to reveal an increase on their average revenues (year-on-year changes of +14.9% and +7.8%, respectively). The remaining regions trended negatively, more so in the Azores (-5.5%) and in the Algarve (-3.2%).

Figure 5. Average revenue per room



By type of establishments, "pousadas" and tourist apartments presented the highest year-on-year increases for this indicator. Hotels registered a similar average revenue towards March 2010, with all categories decreasing, with the exception of five star units, which contributed positively.

Table 7. Average revenue per room, by type of establishment

Type of establishment and category	RevPar		Year-on-year change rate
	Mar-10	Mar-11	%
Total	20.7	20.8	0.5
Hotels	24.9	25.0	0.4
*****	39.8	45.8	15.1
****	25.7	24.1	-6.2
***	18.0	17.7	-1.7
** / *	16.8	16.0	-4.8
Apartment hotels	20.3	18.9	-6.9
*****	28.0	22.6	-19.3
****	22.4	20.4	-8.9
*** / **	14.3	14.3	0.0
Tourist apartments	9.3	10.6	14.0
Tourist villages	12.3	11.6	-5.7
Pousadas	25.5	31.0	21.6
Inns, Motels and Boarding houses	13.5	13.0	-3.7

In the first quarter of 2011 tourist accommodation establishments registered EUR 277.8 million of total revenue and EUR 180.5 million from accommodation, corresponding to year-on-year negative changes of 2.7% and 0.8%, respectively.

The Rev Par also presented a negative evolution in the first quarter (-4.7%), accounting for 17.1€.

Methodology notes

Net bed occupancy rate - the relation between the number of overnight stays and the number of available beds, in the reference period, accounting two beds for each double bed.

RevPar (Revenue per Available Room) - Revenue per available room, measured by the relation between the revenues from accommodation and the number of available rooms, in the reference period.

Year-on-year change rates - 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.