

Tourism Activity

January 2012

Tourism accommodation activity with declining results

The tourism accommodation activity registered 1.6 million overnight stays in January 2012, 1.5% less than in the same period of the previous year. For this outcome only residents contributed (-9.3%), since non residents registered a 3.7% growth.

As far as the main markets of origin are concerned, the emphasis goes to the positive contributions of Brazil, Germany, France and United Kingdom.

The revenue from the activity kept the negative trend already present in the previous two months, with year-on-year falls of 3.3% in total revenue and 1.2% in revenue from accommodation.

Table 1. Global provisional results from tourism activity

GLOBAL RESULTS	Month (Jan 2012)	Change rate % 12/11
Guests (thousand)	650.4	-4.3
Overnight stays (thousand)	1585.1	-1.5
Residents in Portugal	578.1	-9.3
Non residents	1007.1	3.7
Average stay (no. of nights)	2.4	0.0
Net bed occupancy rate (%)	20.2	-0,3 p.p.
Total revenue (€Million)	72.5	-3.3
Revenue from accommodation (€Million)	48.1	-1.2
Rev Par (Average revenue per available room) (€)	13.4	-1.5

Overnight stays

The tourism accommodation activity hosted 650.4 thousand guests in January 2012, 4.3% less than in the same month of the year before.

The number of overnight stays also decreased (-1.5%), but not as sharp, standing at 1.6 million.

The tourist apartments and the "*pousadas*" presented less favorable results towards January 2011 (-17.3% and -9.8% of overnight stays, respectively).

On the contrary, tourist villages must be mentioned since they presented the highest year-on-year growth (+27.6% in January 2012), for the third month in a row.

Hotels followed (+3.7%), with the contribution of all the categories (5 star hotels in particular), with the exception of 3 star units (-1.8%).

The apartment hotels did not show any major changes in the total number of overnight stays (+0.3%). Nonetheless, 5 and 4 star units had improved performances while the remaining categories presented declining results.

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

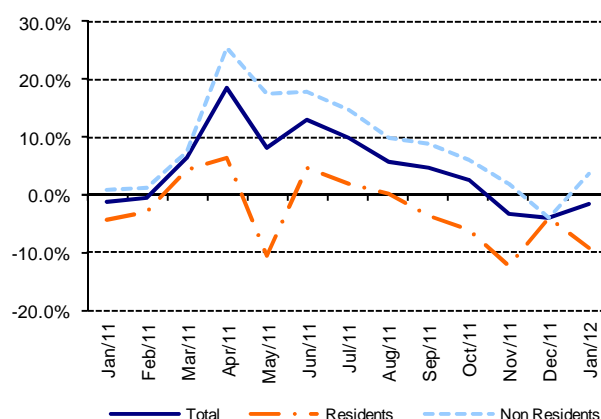
Type of establishment and category	Overnight stays		Unit: Thousand
	Jan-11	Jan-12	Year-on-year change rate %
Total	1 608.7	1 585.1	-1.5
Hotels	984.7	1 021.5	3.7
*****	155.7	176.7	13.5
****	460.4	475.9	3.4
***	258.8	254.1	-1.8
** / *	109.9	114.8	4.4
Apartment hotels	252.1	252.9	0.3
*****	21.8	24.2	11.4
****	159.7	164.3	2.8
*** / **	70.6	64.4	-8.9
Pousadas	17.9	16.2	-9.8
Tourist apartments	112.5	92.9	-17.3
Tourist villages	37.8	48.2	27.6
Other tourist establishments	203.7	153.4	-24.7

Keeping the downward trend observed since September 2011, the total of overnight stays spent by residents declined in January 2012 when comparing to January 2011 (corresponding to a negative year-on-year change of 9.3%), standing at 578.1 thousand.

On the contrary, non residents presented positive results in terms of the year-on-year change rate of overnight stays (+3.7%), a remaining trend since one and a half years ago (except for December 2011), having exceeded a million overnight stays.

Therefore, non residents were responsible for 63.5% of the total of overnights spent (60.4% in January 2011 and 58.8% in January 2010).

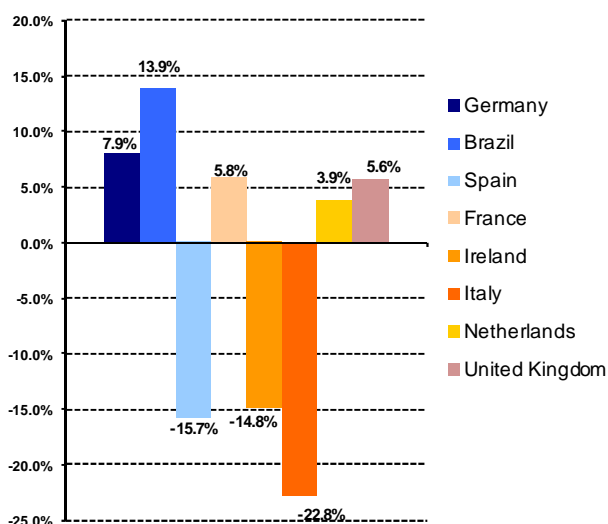
Figure 1. Overnight stays, month-to-month change rate



The performance of the main markets of origin was mainly positive, namely the Brazilian market (+13.9%), the German (+7.9%), the French (+5.8%) and the British (+5.6%).

The Italian, Spanish and Irish markets presented the least favourable results, specially the Italian (-22.8%).

Figure 2. Overnight stays, by main markets of origin – month-to-month change rate – January 2012



The regions of Lisbon and Madeira were the only ones that recorded increases on the number of overnight stays towards the same period of the previous year (+1.6% and +0.9%, respectively).

The Azores had no changes on this indicator, while the remaining regions declined, more so in Alentejo (-10%).

Table 3. Overnight stays by region (NUTS II)

Unit: Thousand

NUTS II	Overnight stays		Year-on-year change rate
	Jan-11	Jan-12	%
Portugal	1 608.7	1 585.1	-1.5
North	234.1	224.9	-3.9
Centre	165.8	162.0	-2.3
Lisbon	448.3	455.5	1.6
Alentejo	60.7	54.6	-10.0
Algarve	385.6	371.3	-3.7
Azores	28.2	28.2	0.0
Madeira	286.1	288.6	0.9

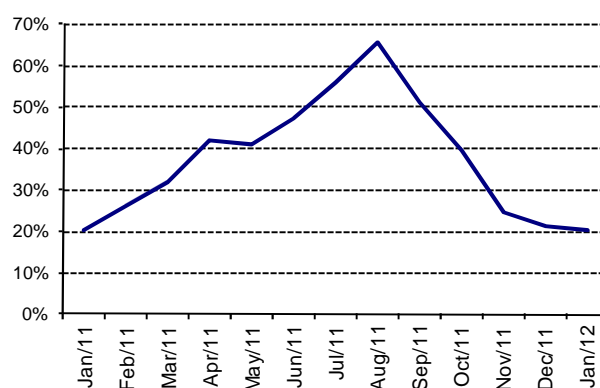
The number of overnight stays spent by residents accounted for an overall decrease in all regions, particularly so in Algarve (-20.3%).

Nonetheless, the main markets of origin for this region kept performing positively, namely the German market (+4.6%) and the British one (+1.1%). Together, these two markets stood for more than 55% of the overnight stays of non residents in the Algarve.

Net bed occupancy rate and average stay

The tourism accommodation establishments registered an occupancy rate of 20.2% in January 2012, lower by 0.3 p.p. when compared with January 2011.

Figure 3. Net bed occupancy rate



Less than favorable evolutions occurred in Alentejo (-3 p.p.) and North (-1.7 p.p.).

On the contrary, the region of Madeira recorded the highest increase on the indicator (+0.7 p.p.), which also corresponded to the highest occupancy rate (34.6%).

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

NUTS II	Occupancy rate		Average stay	
	%		(No. of nights)	
	Jan-11	Jan-12	Jan-11	Jan-12
Portugal	20.5	20.2	2.4	2.4
North	20.2	18.5	1.6	1.6
Centre	14.9	14.2	1.5	1.6
Lisbon	26.6	26.8	2.0	2.1
Alentejo	17.5	14.5	1.7	1.6
Algarve	15.8	15.9	4.0	4.4
Azores	11.6	11.6	2.4	2.4
Madeira	33.9	34.6	5.3	5.7

The tourist villages improved their occupancy rate by 1.3 p.p.

On the other hand, hotels kept the same rates of January 2011. However, for this overall outcome, five and four star units contributed positively while the remaining performed not so well.

The remaining types of accommodation presented declining results, more so in apartment hotels (-1.2 p.p.). In this typology, the growing results in five star units were not able to compensate for the reductions in the remaining lower categories.

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

Type of establishment and category	Occupancy rate		Average stay	
	%		(No. of nights)	
	Jan-11	Jan-12	Jan-11	Jan-12
Total	20.5	20.2	2.4	2.4
Hotels	22.2	22.2	2.0	2.1
*****	22.2	25.5	2.3	2.4
****	22.7	22.9	2.2	2.3
***	21.2	20.1	1.9	1.9
** / *	23.1	20.4	1.6	1.6
Apartment hotels	23.8	22.6	4.5	4.6
*****	26.9	28.0	4.5	4.0
****	23.2	21.7	4.6	4.9
*** / **	24.3	23.4	4.5	4.3
Pousadas	23.6	23.4	1.5	1.5
Tourist Apartments	14.0	13.0	5.3	6.0
Tourist villages	9.7	11.0	4.1	4.6
Other tourist establishments	18.8	16.8	2.0	2.0

The average stay was 2.4 nights, the same as in January 2011.

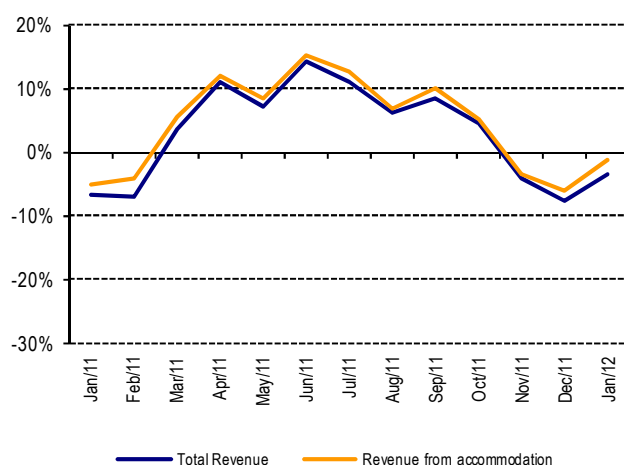
The region of Madeira kept leading (5.7 nights), followed by the Algarve (4.4) with results above the national average stay.

The tourist apartments registered, in average, the highest stays (6 nights). Tourist villages and apartment hotels followed, both with 4.6 nights. Four star apartment hotels had a higher result (4.9 nights).

Revenue and Average Revenue per Available Room (RevPAR)

Tourist accommodation activity establishments accounted for EUR 72.5 million of total revenue in January 2012, which stood for a 3.3% year-on-year fall. The total revenue from accommodation also decreased (-1.9%) and reached EUR 48.1 million.

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



The regions of Alentejo, the Centre and the Azores presented the least favorable results in terms of revenue.

The regions of the Algarve and Lisbon were the only ones opposing this negative trend.

Table 6. Revenue by region (NUTS II)

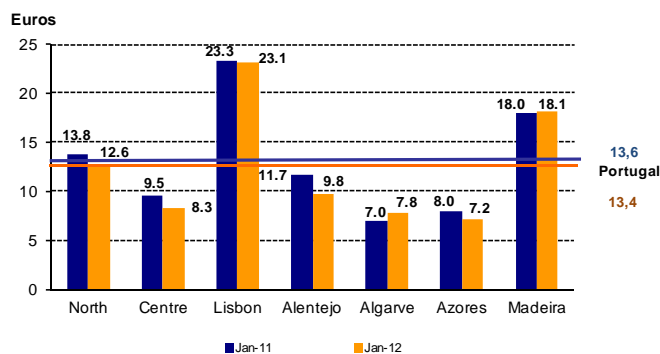
Unit: Million Euros

NUTS II	Total revenue	Year-on-year change rate	Revenue from accommodation	Year-on-year change rate
	Jan-12	%	Jan-12	%
Portugal	72.5	-3.3	48.1	-1.2
North	11.1	-4.2	7.4	-3.7
Centre	7.4	-13.8	4.6	-11.0
Lisbon	27.4	0.0	18.8	1.3
Alentejo	2.7	-11.0	1.7	-12.6
Algarve	10.9	0.8	7.2	7.4
Azores	1.2	-11.6	0.8	-10.8
Madeira	11.7	-3.0	7.4	-1.2

The RevPAR from tourist accommodation activity was EUR 13.4, slightly lower than in January 2011 (EUR 13.6).

The regions of Algarve and Madeira were the only ones recording an increase in RevPAR. The remaining regions accounted for declining results in this indicator, more so in Alentejo (-16.2%) and Centre (-12.6%).

Figure 5. Average revenue per room



The tourist villages had the highest increase on this indicator (+13.3%).

Apartment hotels (+4.3%) and tourist apartments (+2%) followed.

Hotels had a 3.6% decrease, with the negative contribution of three, two and one star units.

The "pousadas" also presented a negative evolution as far as this indicator is concerned.

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

Unit: €

Type of establishment and category	RevPar		Year-on-year change rate
	Jan-11	Jan-12	%
Total	13.6	13.4	-1.5
Hotels	16.5	15.9	-3.6
*****	27.8	29.6	6.5
****	15.8	15.8	0.0
***	12.6	10.7	-15.1
** / *	12.6	10.7	-15.1
Apartment hotels	11.7	12.2	4.3
*****	14.0	14.2	1.4
****	11.8	13.0	10.2
*** / **	10.6	9.4	-11.3
Pousadas	18.5	18.2	-1.6
Tourist apartments	4.9	5.0	2.0
Tourist villages	6.0	6.8	13.3
Other tourist establishments	10.1	9.1	-9.9

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.

Date of next press release: 13th of April 2012