

14 January 2013

Tourism Activity November 2012

Positive trend in overnight stays due to non residents

The tourism accommodation activity accounted for two million overnight stays in November 2012, 7.7% more than in the same month of the previous year. The main inbound markets recorded positive trends, with the emphasis on the French, Irish, and Brazilian markets that altogether grew by 23.1% in year-on-year terms. In November, like in the previous month, the internal market declined (-2.7%).

The revenue from the activity accounted for a slight increase when compared with November 2011 (+1.6% in total revenue and +3.5% in revenue from the accommodation).

Table 1. Global provisional results from tourism activity

GLOBAL PROVISIONAL RESULTS	Month		Accumulated	
	Nov 12	Year-on-year change rate (%)	Jan to Nov 12	Year-on-year change rate (%)
Guests (thousand)	785.5	6.2	13 154.1	-0.8
Overnight stays (thousand)	1 995.9	7.7	38 085.5	0.8
Residents in Portugal	622.3	-2.7	11 786.2	-7.3
Non residentes	1 373.6	13.1	26 299.3	4.9
Average stay (no. of nights)	2.5	0.0	2.9	0.1
Net bed occupancy rate (%)	25.3	1.0 p.p.	40.7	-0.8 p.p.
Total revenue (€ Million)	92.4	1.6	1 778.9	-2.4
Revenue from accommodation (€ Million)	60.9	3.5	1 240.0	-1.3
RevPar (Average revenue per available room) (€)	17.0	1.2	29.5	-3.8

More guests and overnight stays in November

In the period **January to November 2012**, the tourism accommodation activity establishments hosted 13.2 million guests, which in turn originated 38.1 million overnight stays. In year-on-year terms, these figures stand for slight changes of -0.8% for guests and +0.8% for overnight stays.

In **November 2012**, the tourism accommodation activity establishments hosted 785.5 thousand guests, 6.2% more than in the same month of the previous year. The number of overnight stays increased also (+7.7%), reaching around two million.

Tourist villages presented the highest year-on-year raise in overnight stays (+42%), partly due to an offer increase specially in Algarve. Hotels followed (+8.9%), with the positive contribution of all categories, with the exception of three star units.

Overnight stays in tourist apartments grew by 8% and in apartment hotels by 1.9%. In the latter, all categories contributed positively, with increases between 1.3% and 3.1%.

The remaining typologies recorded declining results with regard to the number of overnight stays.

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

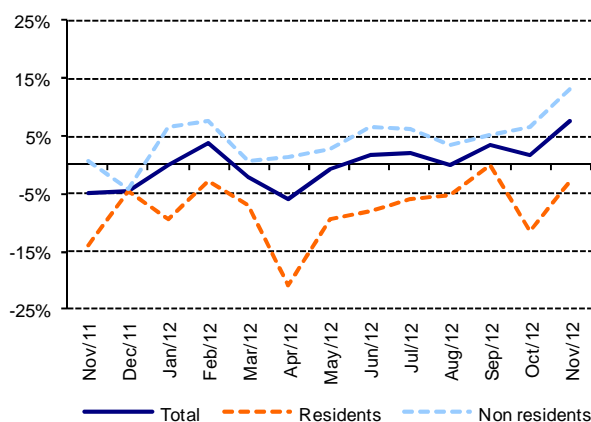
Type of establishment and category	Overnight stays (10 ³)		Year-on-year change rate
	Nov-11	Nov-12	%
Total	1 854.0	1 995.9	7.7
Hotels	1 224.1	1 332.8	8.9
*****	220.7	242.8	10.0
****	564.3	643.2	14.0
***	312.0	302.9	-2.9
** / *	127.1	143.9	13.2
Apartment hotels	276.5	281.7	1.9
*****	26.0	26.4	1.3
****	188.2	191.1	1.5
*** / **	62.3	64.2	3.1
Pousadas	19.6	18.1	-7.7
Tourist apartments	107.8	116.4	8.0
Tourist villages	52.3	74.3	42.0
Other tourist establishments	173.5	172.5	-0.6

Residents spent less overnight stays, yet non residents spent more

In November 2012, vis-à-vis November 2011, residents spent 2.7% less overnight stays, recording 622.3 thousand. This reduction is substantially lower than the one recorded in the previous month (-11.4%).

On the contrary, non residents, which spent 1.4 million overnight stays, strengthened the positive trend (+13.1% in November 2012 and +6.6% in October), having been responsible for 68.8% of the total of overnight stays in November 2012 (65.5% in the same month of the previous year).

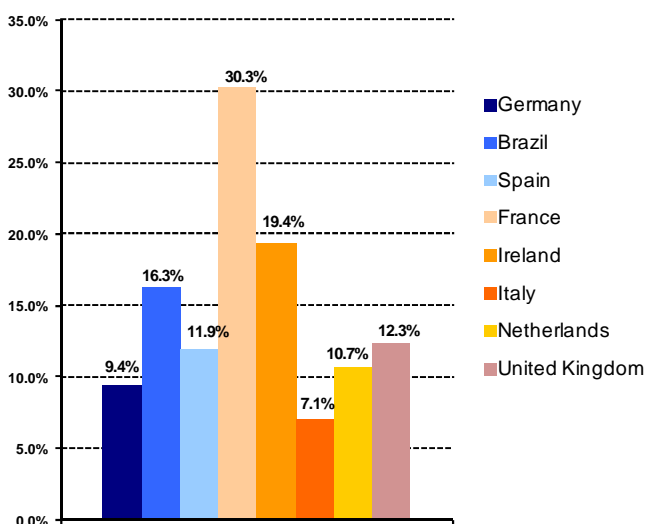
Figure 1. Overnight stays, month-to-month change rate



The performance of the main inbound markets of origin was positive in overall, with the emphasis on the French market (+30.3% of overnight stays when compared with November 2011), the Irish (+19.4%) and the Brazilian (+16.3%). Worthy of mention was the Spanish market (+11.9%), after a downward period that lasted for more than a year and the Italian market (+7.1%, after seven months of negative results).

As a whole, the group of the main inbound markets (the ones referred above and also Germany, Netherlands and the United Kingdom) represented 71.2% of overnight stays spent by non residents in November 2012.

Figure 2. Overnight stays by main inbound markets – month-to-month change rate – November 2012



Lisbon led in terms of increases in overnight stays

Lisbon led the results in terms of the increase in overnight stays with a 14.2% year-on-year increase, followed by the North (+10.4%), the Algarve (+9.2%) and Madeira (+8.8%). The positive evolution of Madeira follows a period of eight consecutive months of declining year-on-year results. The remaining regions accounted for decreases in the number of overnight stays, more so in the Azores (-18.7%).

In year-on-year terms, as far as overnight stays spent by residents are concerned, there were decreases in all regions, with the exception of the North (+5.9%).

On the contrary, the evolution of overnight stays spent by non residents was positive in overall and with greater expression, more so in the Alentejo (+21.7%) and in Lisbon (+21.6%).

Table 3. Overnight stays by region (NUTS II)

NUTS II	Overnight stays (10 ³)		Year-on-year change rate	Residents overnight stays (10 ³)		Year-on-year change rate	Non residents overnight stays (10 ³)		Year-on-year change rate
	Nov-11	Nov-12	%	Nov-11	Nov-12	%	Nov-11	Nov-12	%
Portugal	1 854.0	1 995.9	7.7	639.3	622.3	-2.7	1 214.6	1 373.6	13.1
North	257.6	284.5	10.4	153.2	162.3	5.9	104.5	122.2	17.0
Centre	214.6	196.9	-8.2	146.5	137.0	-6.4	68.1	59.9	-12.0
Lisbon	529.3	604.7	14.2	169.1	166.6	-1.5	360.2	438.1	21.6
Alentejo	62.1	59.9	-3.6	46.9	41.3	-11.8	15.2	18.6	21.7
Algarve	427.6	467.1	9.2	72.7	67.6	-7.0	354.9	399.4	12.6
Azores	42.9	34.9	-18.7	23.1	21.9	-5.2	19.8	13.0	-34.4
Madeira	319.9	348.0	8.8	28.0	25.6	-8.6	291.9	322.4	10.4

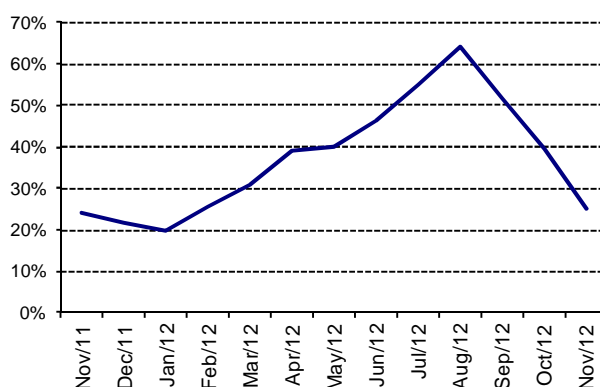
The growth recorded in Lisbon was a result of the rise in demand of its main inbound markets, namely the Spanish (+22.1%), the Brazilian (+16.2%) and the German (+14%).

In the North, besides the positive contribution of residents, representing 57% of the total of overnight stays, the emphasis also goes to the evolution of the French market (+45.3% of overnight stays than in November 2011) and of the Spanish (+10.5%).

Net bed occupancy rate increases slightly

The net bed occupancy rate in tourism accommodation activity establishments was 25.3%, slightly above the one registered in November 2011 (+1 p.p.).

Figure 3. Net bed occupancy rate



The region of Madeira recorded the highest net bed occupancy rate (43.7%), which also corresponded to the highest year-on-year increase (+5.2 p.p.). Lisbon, ranking second in terms of this indicator (36.2%), recorded a year-on-year change rate of +3.4 p.p. The North and the Algarve showed slight improvements in this indicator, while the remaining regions had reduced occupancy levels.

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

NUTS II	Occupancy rate		Average stay	
	%		(No. of nights)	
	Nov-11	Nov-12	Nov-11	Nov-12
Portugal	24.3	25.3	2.5	2.5
North	22.1	23.6	1.6	1.7
Centre	19.2	16.8	1.8	1.6
Lisbon	32.8	36.2	2.1	2.2
Alentejo	16.6	16.5	1.6	1.7
Algarve	18.8	19.2	4.5	4.3
Azores	17.2	14.2	2.8	2.6
Madeira	38.5	43.7	5.6	5.9

As in the previous month, tourist villages accounted for the highest increase in the occupancy rate (+3.2 p.p.).

In hotels (+1.4 p.p.), there was a positive contribution from all categories, with the exception of three star units.

Apartment hotels recorded very slight changes in the occupancy rate (-0.3 p.p.), in spite of the positive contribution of four star units (but declining in the remaining categories).

Five star hotels recorded the highest occupancy rate (33.6%), followed by four star hotels and apartment hotels (30.4% for both).

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)	
	Nov-11	Nov-12	Nov-11	Nov-12
Total	24.3	25.3	2.5	2.5
Hotels	27.1	28.5	2.2	2.2
*****	30.7	33.6	2.4	2.5
****	28.2	30.4	2.4	2.5
***	24.9	24.6	2.0	2.0
** / *	23.5	23.8	1.8	1.8
Apartment hotels	25.9	25.6	4.6	4.4
*****	31.1	30.4	4.6	5.9
****	25.4	26.2	4.8	4.5
*** / **	25.5	22.7	4.0	3.9
Pousadas	27.9	21.9	1.5	1.6
Tourist apartments	15.5	15.0	6.0	5.5
Tourist villages	12.9	16.1	5.0	4.7
Other tourist establishments	19.9	21.6	2.1	2.2

Average stay without major changes

The average stay was 2.5 nights, the same as in November 2011.

The region of Madeira recorded the longest average stay (5.9 nights), corresponding to the highest year-on-year increase (5.6 nights in November 2011). The Algarve followed with an average stay of 4.3 nights in November 2012 (4.5 nights in November 2011).

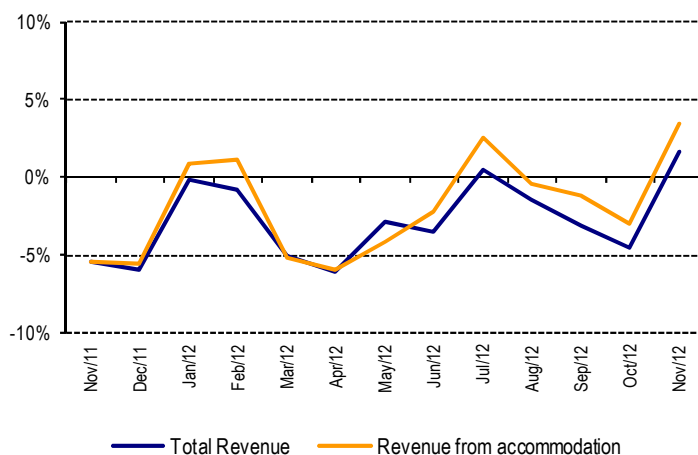
With regard to the type of establishment, tourist apartments led (5.5 nights) in terms of the longest average stays, followed by tourist villages (4.7 nights) and apartment hotels (4.4 nights).

In terms of categories, the highest average stay was recorded in five star apartment hotels (5.9 nights).

Revenue increases slightly

In November 2012, tourist accommodation activity establishments accounted for EUR 92.4 million in total revenue, which stood for 1.6% more than in November 2011. The revenue from accommodation also increased (+3.5%), corresponding to EUR 60.9 million. In spite of the positive trend in year-on-year terms, the increases recorded in this month did not compensate for the year-on-year decreases of November 2011, with current figures below those of November 2010 (EUR 96.1 million and EUR 62.2 million for total revenue and for revenue from accommodation, respectively).

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



The Algarve and Madeira recorded the best results in terms of revenue trend: in total revenue the Algarve grew by 10.5% and Madeira by 9.8% compared with the same period of the previous year, while in revenue from accommodation Madeira led (+13.8%), followed by the Algarve (+11.4%).

The North region reversed the declining trend registered for a year.

Lisbon recorded slight changes, not following the increases in the number of guests and overnight stays.

Results from the remaining regions declined when compared with the same month of the previous year, mainly in the Azores (-14.7% in total revenue and -19.9% in revenue from accommodation).

Table 6. Revenue by region (NUTS II)

NUTS II	Total revenue (10 ⁶ euros)		Revenue from accommodation	
	Nov-12	Year-on-year change rate (%)	Nov-12	Year-on-year change rate (%)
Portugal	92.4	1.6	60.9	3.5
North	13.7	7.9	9.4	10.2
Centre	8.4	-13.3	5.6	-8.8
Lisbon	34.8	-0.8	24.0	0.4
Alentejo	2.8	-15.7	1.8	-11.8
Algarve	15.6	10.5	9.5	11.4
Azores	1.6	-14.7	1.1	-19.9
Madeira	15.4	9.8	9.5	13.8

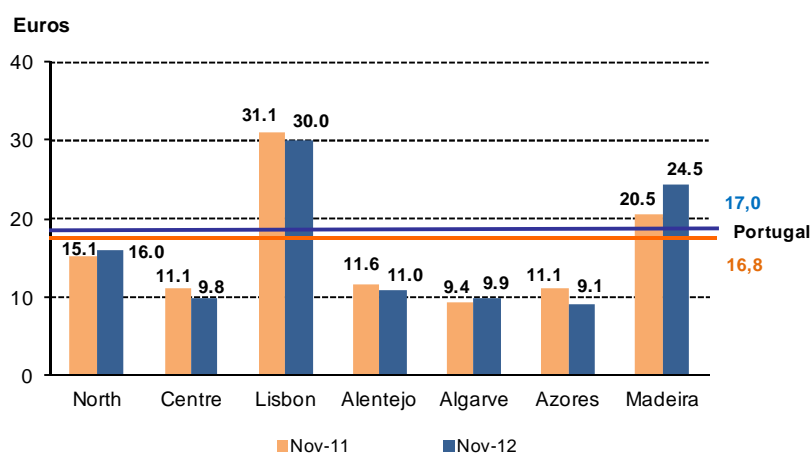
RevPAR increases slightly

RevPAR from tourist accommodation activity was EUR 17, 1.2% more than in November 2011.

Lisbon recorded the highest RevPAR (EUR 30), followed by Madeira (EUR 24.5) and the North (EUR 16).

However, in year-on-year terms, the region of Madeira grew the most (+19.5%), followed by the North (+6%) and by the Algarve (+5.3%). The remaining regions had reductions in RevPAR, namely Lisbon (-3.5%). The most declining results came from the Azores (-18%).

Figure 5. Average revenue per room



Five and four star hotels recorded, on average, the highest RevPAR (EUR 38.2 and EUR 20.7, respectively), which contributed for the leadership of hotels as the typology with the highest RevPAR (EUR 20.6).

In apartment hotels (EUR 13.5), the emphasis goes to five star units (EUR 14.7) as well as four star units (EUR 14.4).

When compared with the same month of the previous year, tourist villages presented the highest growth (+30%) in RevPAR, followed by tourist apartments (+7.5%) and by five star apartment hotels (+5.8%).

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

Type of establishment and category	RevPAR (€)		Year-on-year change rate
	Nov-11	Nov-12	%
Total	16.8	17.0	1.2
Hotels	20.6	20.6	0.0
*****	37.8	38.2	1.1
****	20.2	20.7	2.5
***	14.0	13.8	-1.4
** / *	12.9	12.3	-4.7
Apartment hotels	13.6	13.5	-0.7
*****	13.9	14.7	5.8
****	14.2	14.4	1.4
*** / **	11.9	10.8	-9.2
Pousadas	22.9	19.8	-13.5
Tourist apartments	5.3	5.7	7.5
Tourist villages	7.0	9.1	30.0
Other tourist establishments	11.2	11.5	2.7

In the period January to November 2012, hotel accommodation activity establishments accounted for a total revenue of EUR 1,778.9 million, corresponding to a 2.4% year-on-year decrease. A total of EUR 1,240 million resulted from the revenue from accommodation, corresponding to a year-on-year decrease of 1.3%.

The RevPAR was EUR 29.5, 3.8% less than in the period January to November 2011.

EXPLANATORY NOTES

Data disseminated in this “Press Release” refers to the following data outputs:

2012 – October and November – preliminary data

January to September – revised data

2011 – Definitive data

Net bed occupancy rate – corresponds to the relation between the number of overnight stays and the number of available beds, in the reference period, counting as two beds 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.

Rounded figures might imply that totals don’t correspond to the sum of the parcels.

ABBREVIATIONS

RevPAR – Revenue Per Available Room

Date of next press release: 14 February 2013