

15 May 2013

Tourism Activity

March 2013

Tourism accommodation with positive results for the main indicators

Overnight stays in tourism accommodation establishments showed a year-on-year change rate of +14.0% (+0.6% in February), reaching 2.8 million overnight stays in March 2013. This outcome is associated to a calendar effect¹ since Easter was celebrated in March 2013, whereas in 2012 occurred in April.

Also reflecting this effect, in the 1st quarter 2013 the growth in overnight stays stood at 6.0% (+0.3% in the 1st quarter 2012).

Overnight stays from residents grew by 3.0% in March 2013 when compared with the same month of 2012 (coming from a 7.8% decline in February 2013). Overnight stays spent by residents grew by 19.3%, considerably more than the growth recorded in the previous month (+5.0%).

As far as the revenue is concerned, the related increases did not reach those recorded in overnight stays, with +9.5% in total revenue and +11.8% in revenue from the accommodation.

Table 1. Global preliminary results from tourism activity

GLOBAL PRELIMINARY RESULTS	Month		Accumulated	
	Mar 13	Year-on-year change rate (%)	Jan to Mar 13	Year-on-year change rate (%)
Guests (thousand)	1 028.5	9.5	2 387.3	3.3
Overnight stays (thousand)	2 847.2	14.0	6 310.7	6.0
Residents in Portugal	840.7	3.0	1 956.3	-3.7
Non residents	2 006.5	19.3	4 354.3	11.0
Average stay (no. of nights)	2.8	0.1	2.6	0.0
Net bed occupancy rate (%)	33.9	3.1 p.p.	27.0	1.3 p.p.
Total revenue (€ Million)	121.2	9.5	275.9	3.6
Revenue from accommodation (€ Million)	81.1	11.8	183.2	4.8
RevPar (Average revenue per available room) (€)	21.4	9.2	17.2	4.1

¹ Page 2 - figure 1 - Easter effects in March in 2008 and 2013

Number of guests and overnight stays increases

In March 2013, all indicators showed a growing trend in year-on-year terms, mostly influenced by the Easter period which was celebrated in this month, whereas in 2012 it took place in the month of April.

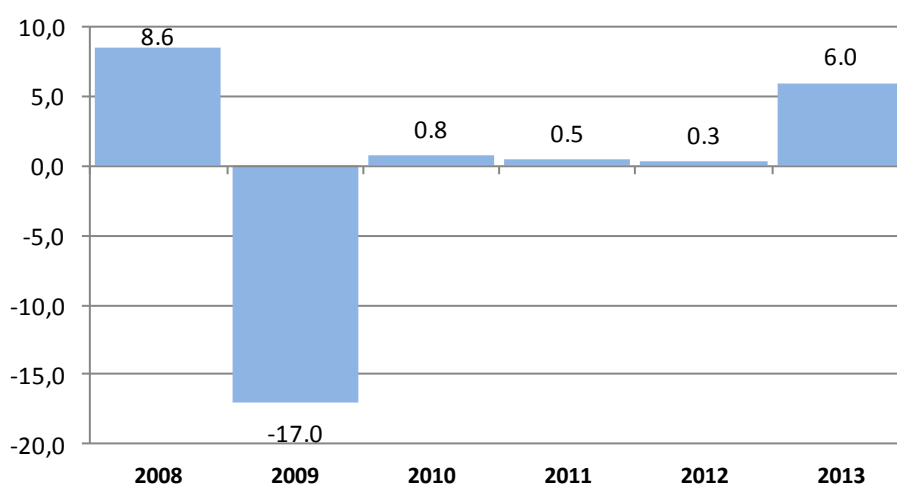
Tourism accommodation activity establishments hosted 1 million guests, which in turn originated 2.8 million overnight stays.

When compared with March 2012, the number of guests and overnight stays grew by 9.5% and 14.0%, respectively.

As far as the trend in overnight stays is concerned, the change rate for March is in contrast with the stability of the values in February (+0.6%).

When considering overall 1st quarter 2013, the increase in the number of guests and overnight stays is relatively more moderate, down to +3.3% and +6.0%, respectively.

Figure 1. Overnight stays in the 1st quarter, 2008 - 2013 – year-on-year change rate –
In 2008 and 2013 the Easter occurred in the 1st quarter, for the remaining years in the 2nd quarter



Keeping the trend of the previous months, tourist villages and tourist apartments accounted for year-on-year increases of 48.8% and 30.9%, respectively, in overnight stays (+11.6% and +12.7% in February).

The “*pousadas*” followed (+18.6%) and hotels (+14.8%), with the latter benefiting from the positive contribution of all the categories, more so from five star units (+38.1%).

The number of overnight stays spent in apartment hotels grew by 2.3% in relation to march 2012.

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
	Mar-12	Mar-13	%
Total	2 498.2	2 847.2	14.0
Hotels	1 598.7	1 836.0	14.8
*****	256.2	353.7	38.1
****	783.9	887.6	13.2
***	397.6	419.5	5.5
** / *	161.1	175.1	8.7
Apartment hotels	410.5	420.1	2.3
*****	34.7	37.1	6.9
****	272.8	295.4	8.3
*** / **	103.0	87.6	-15.0
Pousadas	24.7	29.3	18.6
Tourist apartments	177.6	232.6	30.9
Tourist villages	92.5	137.7	48.8
Other tourist establishments	194.1	191.5	-1.3

Overnight stays by residents increase in March but decrease in the 1st quarter

Residents spent 840.7 thousand overnight stays, which stood for a year-on-year increase of 3.0% after a long period of declining results (since August 2011).

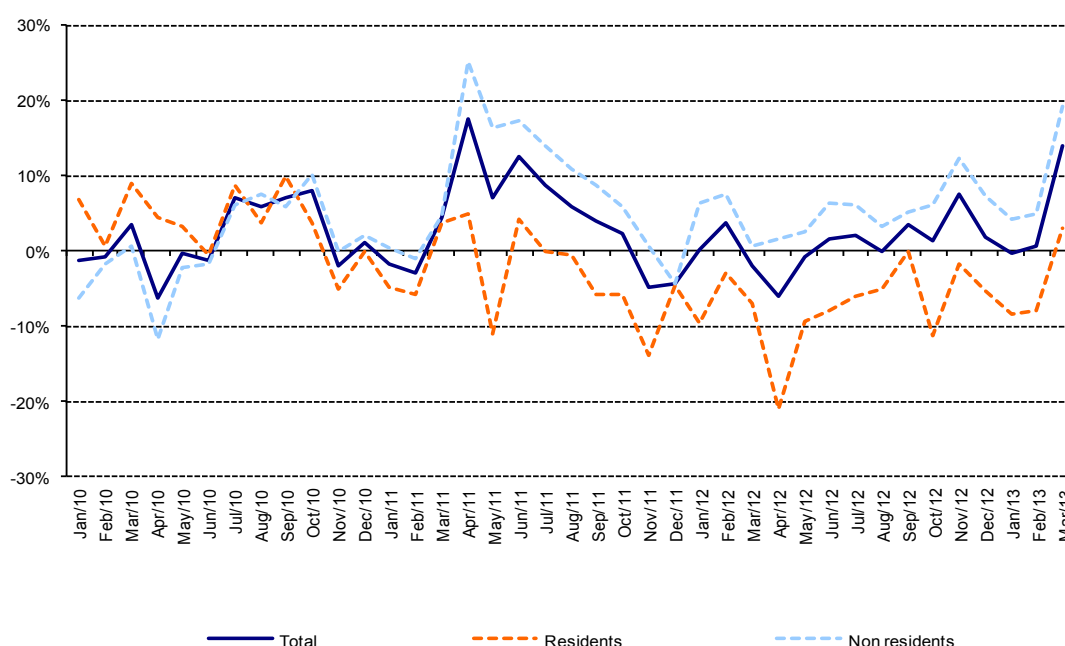
However, this positive change rate in March was not enough to avoid a reduction in the 1st quarter (-3.7% in year-on-year terms).

Overnight stays from non residents kept growing but especially in this Easter month farthest away from 2012 (+19.3%), corresponding to 2.0 million overnight stays in March 2013.

In the 1st quarter 2013, overnight stays spent by non residents accounted for an 11.0% increase.

Non residents are becoming more preponderant, when compared with residents, in terms of the number of overnight stays spent in tourism accommodation establishments, with a recorded 66.9% weight in January 2013 (63.9% in January 2012), 68.5% in February 2013 (65.6% in February 2012) and 70.5% in March 2013 (67.3% in March 2012).

Figure 2. Overnight stays, month-to-month change rate



The eight main inbound markets of origin (when considering the 2012 results), represented 72.7% of overnight stays spent by non residents and accounted for positive year-on-year change rates (quite significant in overall), except in the Italian case.

Overnight stays of residents from the United Kingdom weighted 20.1% of total non residents overnight stays and grew by 15.6% in year-on-year terms (+7.7% in February).

The German market (19.0% of overnight stays spent by non residents) accounted for a 20.6% increase in year-on-year terms (+7.2% in February).

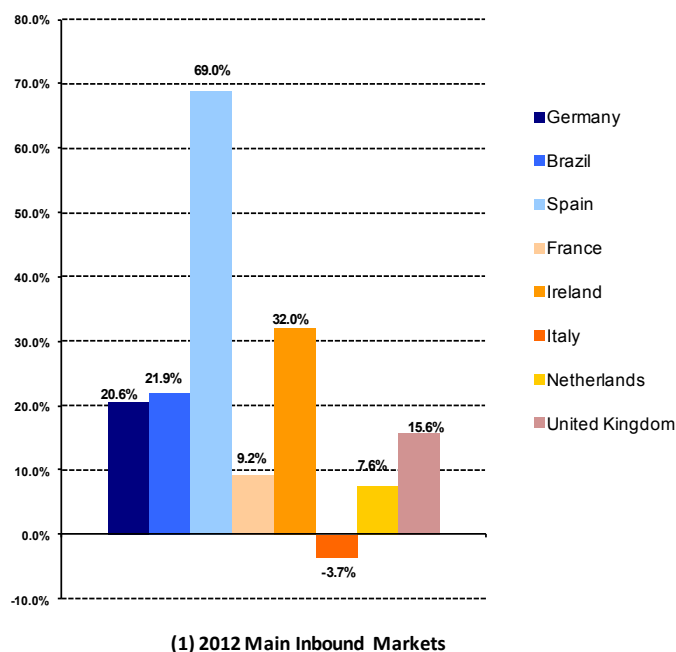
The Easter effect had quite significant consequences in the arrivals of Spanish tourists. The number of overnight stays spent by this particular group of tourists increased sharply (+69.0%), after a period of consecutive months with declining results.

The Dutch and the French markets grew by 7.6% and 9.2%, respectively, when compared with March 2012, with corresponding shares of 7.2% and 5.8%.

The Brazilian market presented positive results (+21.9%), after declining in February (-1.5%), standing for 3.3% of overnight stays spent by non residents.

The Irish market kept a similar growth trend (32.0% more overnight stays in March 2013 and 30.7% more in February 2013, when compared with the same months of 2012), representing however only 1.8% of overnight stays spent by non residents.

Figure 3. Overnight stays by main inbound markets ⁽¹⁾ – month-to-month change rate – March 2013



All regions reported overall positive results

On a regional level, the trend was particularly positive in the North (+16.8%), in Algarve (+16.1%), in the Centre (+15.5%) and in Lisbon (+13.3%).

Overnight stays spent by residents increased when compared with March 2012 in the Algarve (+13.1%), the Centre (+7.4%) and in the North (+4.7%). In the remaining regions there were declining results in what concerns overnight stays by residents, namely in the Azores (-12.9%) and in Madeira (-11.8%).

During the Easter period, the demand from residents was mainly focussed in the Centre (concentrating 22.8% of overnight stays from residents), the North and Lisbon (22.2% in both) and Algarve (19.7%), while in the months of January and February, the most sought after regions from residents had been Lisbon and the North.

Overnight stays from non residents accounted for a strong positive trend in all regions, above 30% in the Alentejo, Azores, North and Centre. However, this growth pattern is somehow different from the moderate growth in overnight stays from non residents.

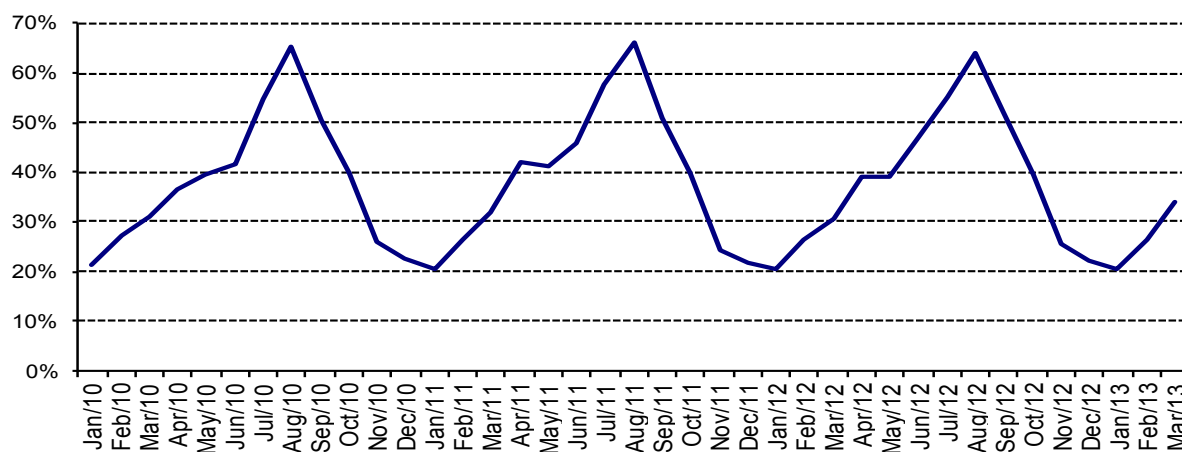
Table 3. Overnight stays by region (NUTS II)

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
	Mar-12	Mar-13	%	Mar-12	Mar-13	%	Mar-12	Mar-13	%
Portugal	2 498.2	2 847.2	14.0	816.1	840.7	3.0	1 682.1	2 006.5	19.3
North	297.5	347.6	16.8	178.1	186.4	4.7	119.5	161.2	34.9
Centre	258.5	298.7	15.5	178.0	191.3	7.4	80.5	107.4	33.4
Lisbon	658.8	746.1	13.3	192.1	186.7	-2.8	466.7	559.4	19.9
Alentejo	72.6	77.5	6.7	53.5	51.2	-4.3	19.1	26.3	37.6
Algarve	753.0	874.5	16.1	146.3	165.3	13.1	606.8	709.1	16.9
Azores	51.0	54.2	6.3	31.5	27.4	-12.9	19.5	26.7	37.4
Madeira	406.7	448.7	10.3	36.6	32.3	-11.8	370.2	416.4	12.5

Net bed occupancy rate improves especially in Madeira and Lisbon

In March 2013, the net bed occupancy rate in tourism accommodation establishments was 33.9%, above the one of March 2012 by 3.1 p.p. (26.2% in February and 20.3% in January).

Figure 4. Net bed occupancy rate



Madeira presented the highest net bed occupancy rates (53.8%), followed by Lisbon (43.5%) and the Algarve (32.2%). In year-on-year terms, these three regions also recorded the highest increases (+5.6 p.p. in Madeira, +5.1 p.p. in Lisbon and +2.7 p.p. in Algarve).

With regard to the remaining regions, there were also increased net bed occupancy rates, but in a smaller scale.

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

NUTS II	Occupancy rate		Average stay	
	%		(No. of nights)	
	Mar-12	Mar-13	Mar-12	Mar-13
Portugal	30.8	33.9	2.7	2.8
North	24.7	26.9	1.6	1.7
Centre	21.8	24.2	1.8	1.8
Lisbon	38.4	43.5	2.2	2.4
Alentejo	19.4	21.3	1.6	1.8
Algarve	29.5	32.2	4.3	4.4
Azores	21.1	22.0	2.7	2.8
Madeira	48.2	53.8	5.4	5.6

When considering the type of establishment, hotels and apartment hotels had occupancy rates above the national average (36.7% in both). Five star apartment hotels and five and four star hotels had the highest values for this indicator (44.6%, 43.1% and 39.4%, respectively).

When compared with March 2012, the trend with regard to this particular indicator was mostly positive, with the highest net bed occupancy rates coming from five star hotels (+8.0 p.p.), followed by tourist villages (+6.2 p.p.) and by five star apartment hotels (+4.6 p.p.).

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)	
	Mar-12	Mar-13	Mar-12	Mar-13
Total	30.8	33.9	2.7	2.8
Hotels	33.0	36.7	2.3	2.4
*****	35.1	43.1	2.5	2.7
****	35.4	39.4	2.6	2.7
***	31.1	32.4	2.1	2.1
** / *	26.3	27.9	1.7	1.8
Apartment hotels	35.3	36.7	4.2	4.2
*****	40.0	44.6	4.4	5.9
****	35.0	37.8	4.2	4.1
*** / **	34.8	31.2	4.4	4.1
Pousadas	30.4	28.2	1.5	1.7
Tourist apartments	23.5	26.2	5.4	5.6
Tourist villages	22.1	28.3	5.2	5.6
Other tourist establishments	22.6	24.7	2.2	2.2

Average stay with increased results

The average stay was 2.8 nights, slightly above the figure for March 2012 (2.7). In February and January it had been 2.6 and 2.5, respectively.

The longest stays came from Madeira (5.6 nights) and Algarve (4.4 nights).

With regard to this indicator, the trend was slightly positive for all the regions, with the exception of the Centre where the value for the average stay remained unchanged.

Five star apartment hotels presented the longest average stays (5.9 nights), which corresponded to the highest year-on-year increase (+1.5 nights).

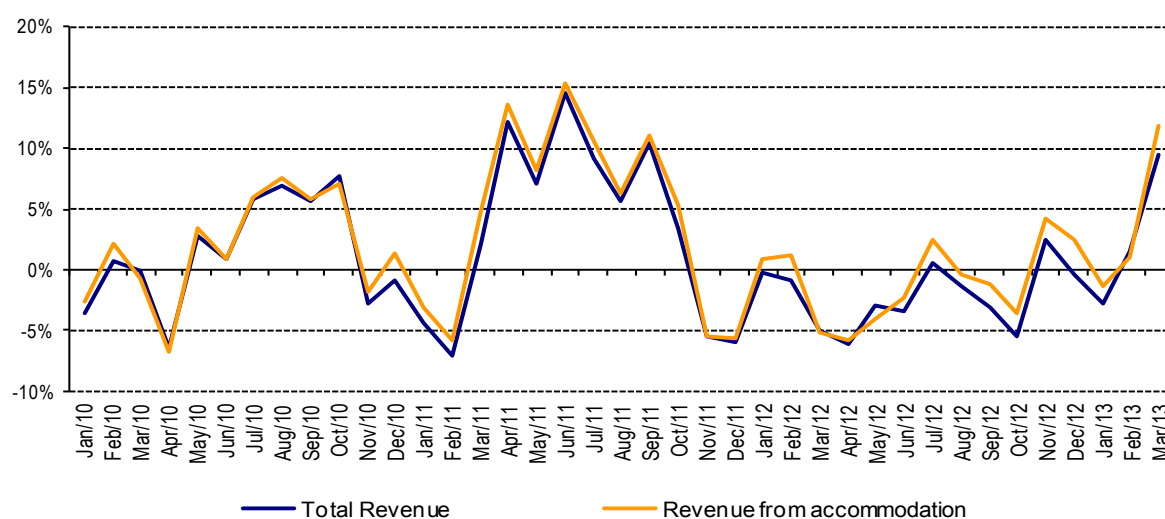
Tourist villages and tourist apartments followed (5.6 nights in both). In relation to the same month of 2012, this means an improvement since the average stay recorded in March 2012 was 5.2 nights for tourist villages and 5.4 nights for tourist apartments.

There were no major changes in the remaining typologies as far as this indicator is concerned.

Revenue outcome below overnight stays

Tourist accommodation establishments accounted for EUR 121.2 million in total revenue and EUR 81.1 million in revenue from accommodation, corresponding to year-on-year increases of 9.5% and 11.8%, respectively, below the 14.0% growth in overnight stays, thus revealing reductions on prices.

Figure 5. Total revenue and total revenue from accommodation - month-to-month change rate



Algarve stood out (+16.9% in total revenue and +23.3% in revenue from accommodation) and also Madeira (+11.5% in total revenue and +16.7% in revenue from accommodation), with growths above the ones occurred in overnight stays.

The results from the Azores showed a 2.3% increase in total revenue and a reduction of 0.9% in revenue from accommodation, although overnight stays had an increase of 6.3% in year-on-year terms.

Table 6. Revenue by region (NUTS II)

NUTS II	Total revenue (10 ⁶ euros)		Revenue from accommodation	
	Mar-13	Year-on-year change rate (%)	Mar-13	Year-on-year change rate (%)
Portugal	121.2	9.5	81.1	11.8
North	14.9	10.7	10.6	13.7
Centre	11.8	6.6	7.7	11.1
Lisbon	40.1	5.1	27.8	4.4
Alentejo	3.6	4.5	2.3	2.4
Algarve	28.5	16.9	18.2	23.3
Azores	2.0	2.3	1.4	-0.9
Madeira	20.4	11.5	13.1	16.7

In the 1st quarter 2013, total revenue stood at EUR 275.9 million and revenue from accommodation at EUR 183.2 million, representing year-on-year increases of 3.6% and 4.8%, respectively (-2.2% and -0.1% in the 4th quarter 2012).

RevPAR increases

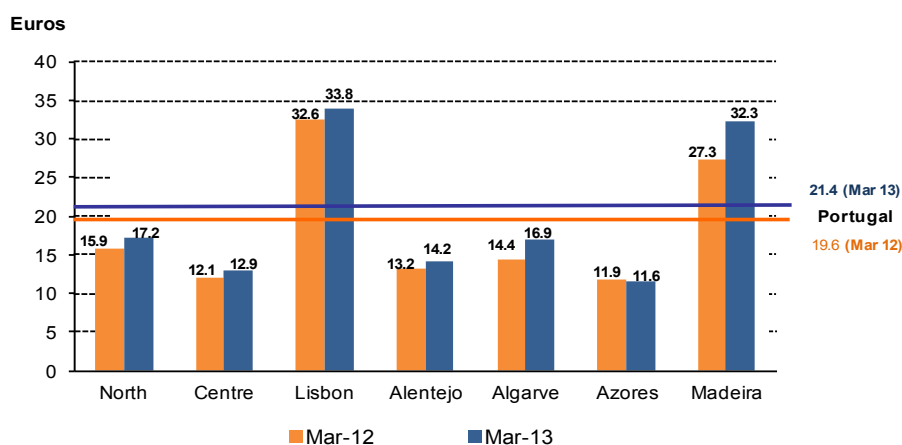
In March 2013, the RevPAR (revenue per available room) from tourist accommodation activity was EUR 21.4, higher by 9.2% when compared with March 2012 (+1.9% in February and -2.2% in January).

The regions with the highest RevPAR were Lisbon (EUR 33.8) and Madeira (EUR 32.3).

In year-on-year terms, Madeira accounted for the highest increase (+18.3%). The same occurred in the previous month (+26.2%). The Algarve (+17.4%) and the North (+8.2%) followed.

The Azores was the only region that recorded a reduction in this indicator (-2.5%).

Figure 6. Average revenue per room



Five star hotels recorded the highest RevPAR (EUR 46.8), followed by the “*pousadas*” (EUR 31.4) and by five star apartment hotels (EUR 28.2).

When compared with March 2012, the RevPAR increased in overall, more so in five star apartment hotels (+33.0%), a similar outcome to the one of the previous month (+42.2%). The “*pousadas*” followed (+19.8%), then tourist apartments (+19.0%) and tourist villages (+14.4%).

In apartment hotels (+12.7%), only three and two star establishments had a negative contribution (-7.8%) to the total typology. A similar outcome occurred in hotels (+7.4%), with two and one star units as the only ones to record declining results (-1.4%) as far as this indicator is concerned.

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

Type of establishment and category	RevPAR (€)		Year-on-year change rate
	Mar-12	Mar-13	%
Total	19.6	21.4	9.2
Hotels	22.9	24.6	7.4
*****	42.6	46.8	9.9
****	22.6	24.1	6.6
***	16.0	16.2	1.3
** / *	13.9	13.7	-1.4
Apartment hotels	18.9	21.3	12.7
*****	21.2	28.2	33.0
****	19.9	23.2	16.6
*** / **	15.4	14.2	-7.8
Pousadas	26.2	31.4	19.8
Tourist apartments	7.9	9.4	19.0
Tourist villages	12.5	14.3	14.4
Other tourist establishments	12.5	13.7	9.6

In the period January to March 2013 RevPAR was EUR 17.2, which means a 4.1% higher value vis-à-vis the 1st quarter of 2012.

Camping sites and holiday camps

Statistics Portugal releases for the first time monthly results concerning demand on camping sites, holiday camps and youth hostels.

In March 2013, 58.6 thousand campers used the available camping sites to spend 179.0 thousand overnight stays. When compared with March 2012, this led to an outcome of more 3.8% guests which, on the other hand, spent far less overnight stays (-28.7%), possibly connected with the intense rainfall that occurred in March, but also in line with the reduction in demand during the last months (-25.6% in January and -22.5% in February, in year-on-year terms) . As a consequence, the average stays declined quite considerably (from 4.4 nights in March 2012 to 3.1 nights in March 2013).

Considering the total overnight stays in March, non residents had a weight of 50.3% and revealed a reduction of 13.8% in the number of overnight stays vis-à-vis March 2012.

In the 1st quarter 2013, overnight stays in camp sites totalled 455.3 thousand (-25.9% when compared to the 1st quarter 2012).

With regard to holiday camps and youth hostels, in March 2013, 27.1 thousand guests were accounted for, with a corresponding 55.5 thousand overnight stays. These figures stood for year-on-year declines of 9.2% and 17.0%, respectively.

Overnight stays spent by residents (82.1% of the total) showed a year-on-year decrease of 19.9%, while those of non residents changed slightly (-0.8%).

The average stay was 2.0 nights, below the one of March of the previous year (2.2 nights).

In the 1st quarter 2013, there were 108.0 thousand overnight stays in holiday camps and youth hostels (-20.2% in year-on-year terms).

EXPLANATORY NOTES

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

2013 – February and March – preliminary data; January – provisional data.

2012 – January to December – provisional data

In between preliminary, provisional and definitive data, results are updated due to definitive answers instead of provisional and mainly due to the replacement of non response estimates by effective responses.

Data refers to tourism accommodation establishments with activity, in each reference period.

Guest – Individual that spends at least one overnight stay in a tourism accommodation activity 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.

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.

Total revenue – revenue from the activity of tourism 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 relation between the revenues from accommodation and the number of available rooms, in the reference period.

Camp sites – 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-making establishment providing accommodation for young people or limited groups of young people.

Year-on-year change rates – comparison between the variable level in the reference period and the same period of the year before. 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: 17 June 2013