

Tourism activity  
January 2014

**Upward trend in guests, overnight stays and revenue**

Tourism accommodation establishments recorded 1.7 million overnight stays in January 2014, which corresponds to a 10.1%<sup>1</sup> year-on-year growth (+8.6% in December 2013). For this outcome there was the contribution of both residents, with a 9.6% increase in overnight stays (+6.1% in December) and non residents, that in January kept the 10.3% growth registered in December. Amongst the main inbound markets, emphasis is given to the increases in overnight stays of guests from Ireland, France and Brazil.

Revenue also increased when compared with January 2013 (+6.4% in total revenue and +7.6% in revenue from accommodation) but less than guests and overnight stays and at a slower pace comparing with the growth of December (+11.1% and +11.5%, respectively).

**Table 1. Global preliminary results from tourism activity**

Global preliminary results	Unit	Month	
		Jan 14	Year-on-year change rate (%)
Guests	10 <sup>3</sup>	702.5	10.9
Overnight stays	10 <sup>3</sup>	1 724.1	10.1
Residents in Portugal	10 <sup>3</sup>	567.9	9.6
Non residents	10 <sup>3</sup>	1 156.3	10.3
Average stay	No. of nights	2.45	-0.7
Net bed occupancy rate	%	22.0	1.7 p.p.
Total revenue	10 <sup>6</sup> €	77.0	6.4
Revenue from accommodation	10 <sup>6</sup> €	51.7	7.6
RevPAR (Average revenue per available room)	€	14.4	5.8

**Increased growth in guests and overnight stays compared with the previous month**

Tourism accommodation establishments hosted 702.5 thousand guests in January 2014, which originated 1.7 million overnight stays and corresponded to year-on-year increases of 10.9% and 10.1%, respectively, more relevant than the growth on the previous month (+9.4% and +8.6%, respectively).

<sup>1</sup> Unless stated otherwise, the change rates presented in this press release were calculated in relation to the same period of the previous year, therefore they should be considered as year-on-year change rates.

There was a significant increase in overnight stays in "pousadas" (+25.2%) and also in hotels (+12.4%), in line with the results of the previous month (+22.4% and +11.5%, respectively). The growth in overnight stays in tourist villages (+6.5%) inverted the declining results of the two previous months (-6.4% in December and -4.8% in November).

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

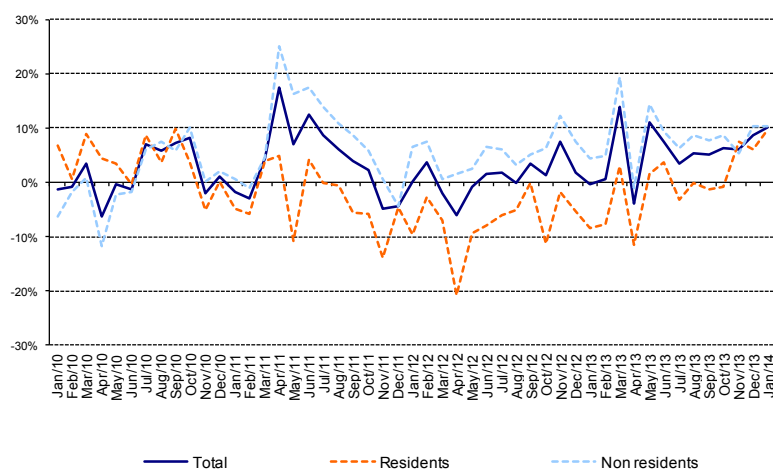
Type of establishment and category	Overnight stays (10 <sup>3</sup> )		Year-on-year change rate
	Jan-13	Jan-14	%
<b>Total</b>	<b>1 566.6</b>	<b>1 724.1</b>	<b>10.1</b>
<b>Hotels</b>	<b>1 019.4</b>	<b>1 145.8</b>	<b>12.4</b>
*****	194.5	220.6	13.4
****	475.5	531.4	11.7
***	234.7	264.6	12.7
** / *	114.6	129.2	12.7
<b>Apartment hotels</b>	<b>243.0</b>	<b>263.0</b>	<b>8.2</b>
*****	19.3	20.9	8.4
****	156.0	172.1	10.4
*** / **	67.7	70.0	3.3
<b>Pousadas</b>	<b>12.8</b>	<b>16.1</b>	<b>25.2</b>
<b>Tourist apartments</b>	<b>99.3</b>	<b>104.5</b>	<b>5.3</b>
<b>Tourist villages</b>	<b>60.9</b>	<b>64.9</b>	<b>6.5</b>
<b>Other tourist establishments</b>	<b>131.2</b>	<b>129.9</b>	<b>-1.0</b>

### Increase in overnight stays spent by residents close to the one of non residents

In January 2014, overnight stays spent by non residents (1.2 million) surpassed those of January 2013 by 10.3% and matched the increase of the previous month.

The number of overnight stays spent by residents stood at 567.9 thousand which meant a 9.6% growth, higher than the ones recorded in December (+6.1%) and November (+6.8%).

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

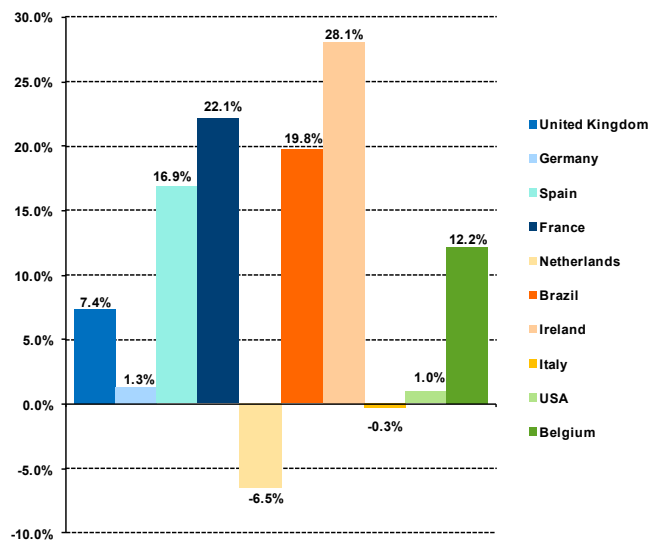


The performance of the 10 main inbound markets<sup>2</sup> was mostly positive in January 2014, with a total of 74.6% of overnight stays spent by non residents (76.4% in January 2013).

The British market, with a 22.8% share, grew by 7.4% after two consecutive months of declining results.

Emphasis is placed on Ireland with a noteworthy 28.1% growth in January 2014 but France, Brazil and Spain also kept expressive increases (+22.1%, +19.8% and +16.9%, respectively), in line with those of the previous month (+25.1%, +11.9% and +18.5%, respectively).

**Figure 2. Overnight stays by main inbound markets <sup>(1)</sup> – year-on-year change rates**



(1) Main inbound markets according to preliminary results from overnight stays in 2013 (in graph by descending order)

### Overnight stays have risen significantly in Lisbon, North and Madeira

In January 2014, as in the previous month, results from overnight stays were overall positive on a regional level. The number of overnight stays in the North and Lisbon grew by 13.0%, closely followed by Madeira (12.9%). These results are quite similar to those of December (+11.3% in the North, +11.1% in Lisbon and +13.2% in Madeira). Lisbon recorded 30.2% of all overnight stays.

Overnight stays from residents increased in all regions, with the exception of Azores. In Madeira, the number of overnight stays from residents kept growing expressively in January 2014 (+30.2% after +43.8% in December), also worth mentioning the improvement recorded in Algarve (+15.2% in January and +1.2% in December).

The number of overnight stays spent by non residents changed very slightly in Algarve (+0.1%), but increased expressively in other regions such as the North (+21.1%), Azores (+17.6%) and Lisbon (+16.3%). Demand from non residents was mainly distributed between Lisbon (30.5%), Madeira (28.1%) and Algarve (27.4%).

<sup>2</sup> Based on 2013 preliminary results for overnight stays

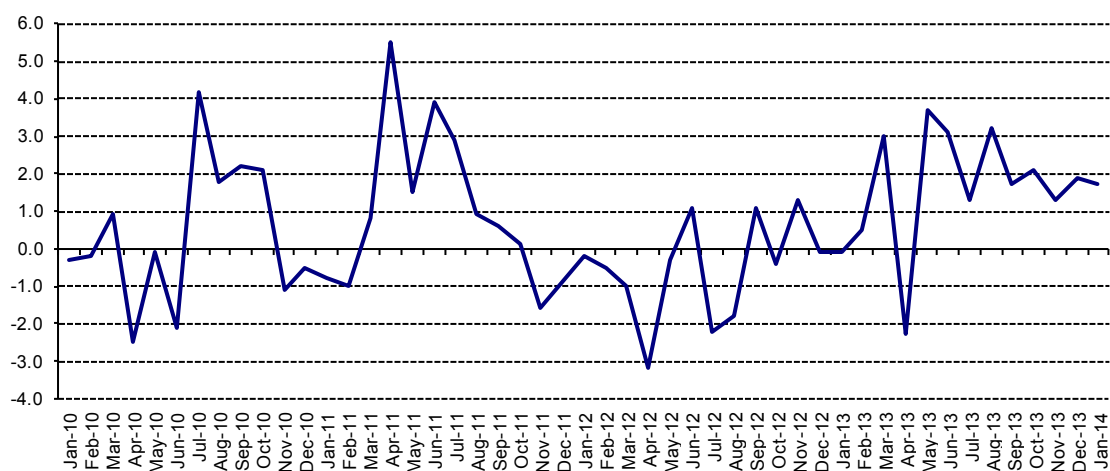
**Table 3. Overnight stays by region (NUTS II)**

NUTS II	Overnight stays (10 <sup>3</sup> )		Residents overnight stays (10 <sup>3</sup> )		Non residents overnight stays (10 <sup>3</sup> )	
	Jan 14	Year-on-year change rate (%) Jan 14	Jan 14	Year-on-year change rate (%) Jan 14	Jan 14	Year-on-year change rate (%) Jan 14
<b>Portugal</b>	<b>1 724.1</b>	<b>10.1</b>	<b>567.9</b>	<b>9.6</b>	<b>1 156.3</b>	<b>10.3</b>
North	245.5	13.0	144.5	8.0	101.0	21.1
Centre	154.4	11.1	115.9	10.3	38.5	13.4
Lisbon	521.5	13.0	169.3	6.8	352.2	16.3
Alentejo	46.5	11.6	33.1	13.9	13.3	6.2
Algarve	377.5	2.3	60.2	15.2	317.3	0.1
Azores	25.9	0.7	16.4	-7.1	9.5	17.6
Madeira	352.8	12.9	28.4	30.2	324.5	11.6

### Increased net bed occupancy rates

In January 2014, the net bed occupancy rate in tourism accommodation establishments was 22.0%, above the rate of January 2013 by 1.7 p.p. (23.4% in December).

**Figure 3. Net bed occupancy rate – year-on-year variation (difference in p.p.)**



As in the previous month, the regions of Madeira (43.2%) and Lisbon (29.1%) had the highest net bed occupancy rates. In year-on-year terms, these regions recorded increases (+3.7 p.p. in Madeira and +2.0 p.p. in Lisbon); it is also worth mentioning the North with +2.2 p.p.

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

NUTS II	Occupancy rate			Average stay		
	%		Year-on-year variation (p.p.)	(No. of nights)		Year-on-year change rate (%)
	Jan-13	Jan-14		Jan-13	Jan-14	
<b>Portugal</b>	<b>20.3</b>	<b>22.0</b>	<b>1.7</b>	<b>2.47</b>	<b>2.45</b>	<b>-0.7</b>
North	17.4	19.7	2.2	1.52	1.57	3.3
Centre	12.2	13.6	1.4	1.50	1.51	0.3
Lisbon	27.1	29.1	2.0	2.05	2.07	0.8
Alentejo	12.2	13.2	1.0	1.65	1.58	-4.1
Algarve	16.5	16.8	0.3	4.41	4.24	-4.0
Azores	10.8	10.8	0.0	2.24	2.35	5.0
Madeira	39.6	43.2	3.7	5.88	5.68	-3.3

Apartment hotels and hotels recorded the highest net bed occupancy rates in January 2014 (26.3% and 23.6%, respectively). When compared with January 2013, the emphasis went to apartment hotels with a 3.3 p.p. raise (+4.7 p.p. in 4 star units) and "pousadas" (+4.1 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		
	%		Year-on-year variation (p.p.)	(No. of nights)		Year-on-year change rate (%)
	Jan-13	Jan-14		Jan-13	Jan-14	
<b>Total</b>	<b>20.3</b>	<b>22.0</b>	<b>1.7</b>	<b>2.47</b>	<b>2.45</b>	<b>-0.7</b>
<b>Hotels</b>	<b>22.0</b>	<b>23.6</b>	<b>1.5</b>	<b>2.13</b>	<b>2.12</b>	<b>-0.3</b>
*****	24.8	26.0	1.2	2.39	2.44	2.0
****	23.3	25.2	1.9	2.33	2.25	-3.5
***	19.6	20.3	0.7	1.90	1.91	0.7
** / *	19.0	21.4	2.4	1.63	1.72	5.8
<b>Apartment hotels</b>	<b>23.0</b>	<b>26.3</b>	<b>3.3</b>	<b>4.43</b>	<b>4.56</b>	<b>2.9</b>
*****	20.3	21.6	1.4	5.84	4.50	-22.9
****	22.4	27.2	4.7	4.21	4.55	8.1
*** / **	25.4	25.8	0.5	4.67	4.59	-1.7
<b>Pousadas</b>	<b>15.6</b>	<b>19.8</b>	<b>4.1</b>	<b>1.54</b>	<b>1.65</b>	<b>6.8</b>
<b>Tourist apartments</b>	<b>13.4</b>	<b>13.4</b>	<b>-0.1</b>	<b>6.27</b>	<b>5.54</b>	<b>-11.6</b>
<b>Tourist villages</b>	<b>13.9</b>	<b>16.1</b>	<b>2.3</b>	<b>5.42</b>	<b>4.90</b>	<b>-9.6</b>
<b>Other tourist establishments</b>	<b>17.3</b>	<b>18.3</b>	<b>0.9</b>	<b>2.05</b>	<b>2.07</b>	<b>1.2</b>

**Slight decrease in average stay**

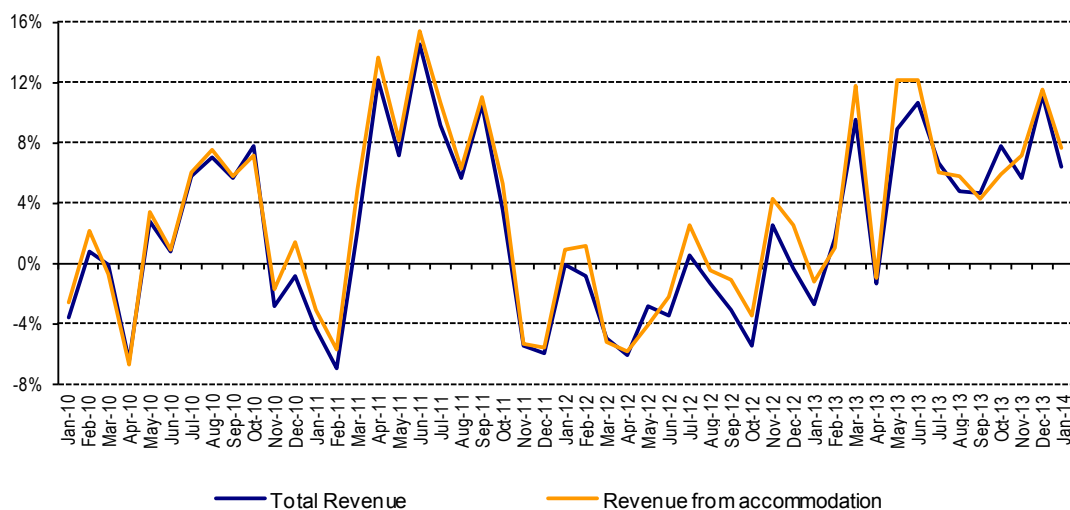
The average stay was 2.45 nights in January 2014, slightly below the one of January on the previous year (2.47 nights).

Madeira and Algarve recorded the highest average stays (5.68 and 4.24 nights), though below the ones of the same period of the previous year in 3.3% in Madeira and 4.0% in Algarve. On the contrary, the average stay increased in Azores (+5.0%), as well as in the North (+3.3%).

**Positive results in revenue and RevPAR**

In January 2014, tourist accommodation establishments accounted for EUR 77.0 million in total revenue and EUR 51.7 million in revenue from accommodation (+6.4% and +7.6%, respectively, in comparison with January 2013). However, these increases stood below the ones recorded in December (+11.1% in total revenue and +11.5% in revenue from accommodation).

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



In Madeira and the North, there were expressive increases in both total revenue and revenue from accommodation, in line with the increases in overnight stays. In Algarve and Azores, revenue from accommodation declined in spite of a slight increase in overnight stays.

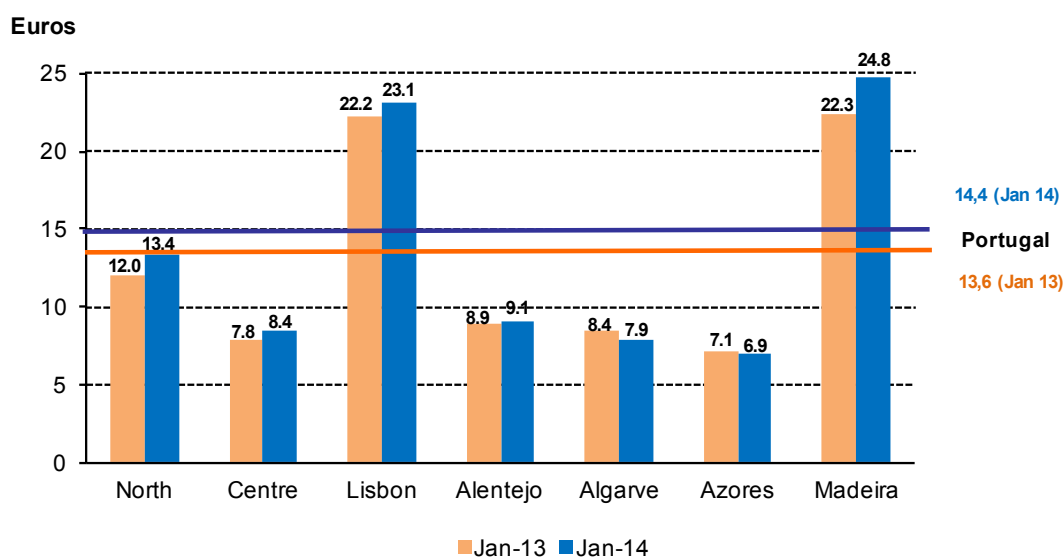
**Table 6. Revenue by region (NUTS II)**

NUTS II	Total revenue (10 <sup>6</sup> euros)		Revenue from accommodation	
	Jan-14	Year-on-year change rate (%)	Jan-14	Year-on-year change rate (%)
<b>Portugal</b>	<b>77.0</b>	<b>6.4</b>	<b>51.7</b>	<b>7.6</b>
North	11.6	10.0	8.0	11.5
Centre	7.0	3.8	4.6	5.8
Lisbon	28.2	4.5	19.9	8.3
Alentejo	2.4	11.2	1.5	6.7
Algarve	11.2	0.7	7.2	-4.1
Azores	1.1	-3.9	0.8	-1.6
Madeira	15.5	13.5	9.9	15.0

In January 2014, RevPAR from tourist accommodation activity was EUR 14.4, which stood for 5.9% more than in the same month of the previous year (+11.0% in December).

The highest RevPAR was recorded in Madeira (EUR 24.8) and Lisbon (EUR 23.1). The positive RevPAR evolutions in the North (+11.7%) and Madeira (+11.2%) are worthy of mention, as well as the declines in Algarve (-6.0%) and Azores (-2.8%).

**Figure 5. Average revenue per available room**



In January 2014, tourist apartments stood out by presenting an 18.1% increase in RevPAR, quite above the one of December (+1.1%). Five star apartment hotels and "pousadas" also recorded quite significant increases (+10.1% and +9.7%, respectively). On the contrary, tourist villages presented declining results (-5.4%), taking place after the increase of the previous month (+15.1%).

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

Type of establishment and category	RevPAR (€)		Year-on-year change rate
	Jan-13	Jan-14	%
<b>Total</b>	<b>13.6</b>	<b>14.4</b>	<b>5.8</b>
<b>Hotels</b>	<b>15.8</b>	<b>16.7</b>	<b>5.7</b>
*****	28.0	28.8	2.6
****	15.7	16.8	7.3
***	10.9	10.9	0.1
** / *	9.5	11.1	16.4
<b>Apartment hotels</b>	<b>13.2</b>	<b>13.5</b>	<b>2.2</b>
*****	11.6	12.8	10.1
****	13.9	14.7	6.0
*** / **	12.1	11.0	-9.2
<b>Pousadas</b>	<b>15.1</b>	<b>16.6</b>	<b>9.7</b>
<b>Tourist apartments</b>	<b>4.7</b>	<b>5.5</b>	<b>18.1</b>
<b>Tourist villages</b>	<b>9.8</b>	<b>9.3</b>	<b>-5.4</b>
<b>Other tourist establishments</b>	<b>9.3</b>	<b>10.1</b>	<b>8.0</b>

### Camping sites and holiday camps

Camping sites hosted 34.3 thousand campers in January 2014, a figure close to the one recorded in January 2013 (-0.5%). Overnight stays totalled 160.4 thousand and corresponded to an expressive increase (+22.3%), quite above the one observed in December (+4.3%). Residents contributed particularly (+27.2%) and also non residents (+18.2%) for the positive outcome in overnight stays. The average stay was 4.68 nights, 22.9% more than in January 2013.

Holiday camps and youth hostels kept a declining trend. The number of guests (12.0 thousand) decreased by 20.4%, but the decrease in overnight stays had less expression (-10.1%), totalling 20.1 thousand. These evolutions were similar to the ones of December (20.8% less guests and 9.0% less overnight stays). The average stay was 1.68 nights (1.89 nights in December).

**Table 8. Camping sites, holiday camps and youth hostels, by origin of the guests, January 2014**

	Unit	Camping sites				Holiday camps and youth hostels			
		Total	Year-on-year change rate (%) jan 14	Residents	Non residents	Total	Year-on-year change rate (%) jan 14	Residents	Non residents
Campers / Guests	10 <sup>3</sup>	34.3	- 0.5	23.2	11.1	12.0	- 20.4	9.1	2.8
Overnight stays	10 <sup>3</sup>	160.4	22.3	76.4	84.0	20.1	- 10.1	15.5	4.6
Average stay	nights	4.68	22.9	3.29	7.60	1.68	12.9	1.70	1.64



## MAIN INBOUND MARKETS

### *The Swedish market*

The evolution of the Swedish market in recent years had a downward trend from 2005 to 2009 and a recovery since 2010. From 2005 to 2007 there were decreases in overnight stays (-6.1%, -6.4% and -6.3%, respectively). In 2008, there was a slight reduction (-0.5%) which worsened significantly in 2009 (-26.8%). In 2010, recovery took place (+7.3%), changing slightly in 2011 (+0.6%) and increasing again in 2012 (+7.7%). In 2013, preliminary results point to an expressive growth in overnight stays (+14.1%), with the Swedish market representing 1.7% of overnight stays from non residents.

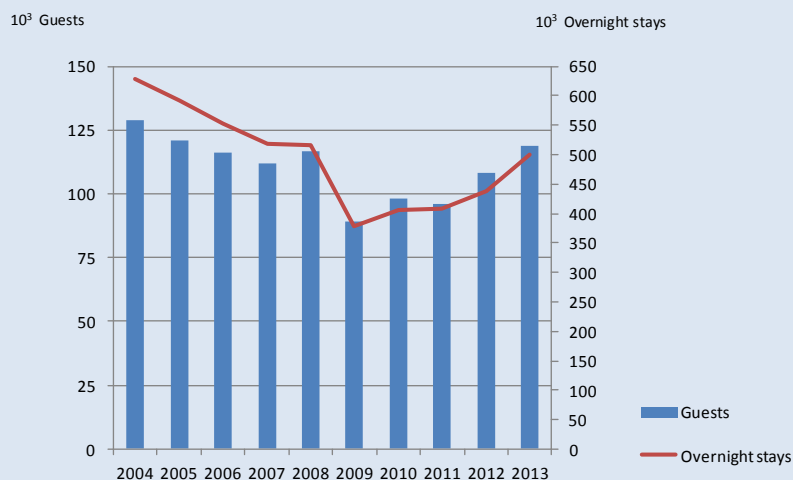
In 2013, tourism accommodation establishments hosted 118.7 thousand guests from Sweden, 10.0% more than in 2012. Overnight stays grew by 14.1%, corresponding to 501.1 thousand. The average stay was 4.22 nights, 3.7% more than in the previous year (4.07 nights).

The main destinations were Lisbon (30.9% of overnight stays), Algarve (27.8%), Madeira (22.7%) and Azores (9.6%). In Madeira, the average stay was 5.93 nights, 5.45 in Azores, 5.26 in Algarve and 3.19 nights in Lisbon.

The most sought after establishments were hotels (66.4% of overnight stays from this market), apartment hotels (18.4%) and tourist villages (12.5%). In hotels, more than half of the total overnight stays (53.8%) were spent in 4 star category units. In tourist villages, the average stay was 6.01 nights, 5.74 in hotel apartments and 3.78 in hotels.

Throughout the year, demand from this market was mostly focussed in the months of October (64.2 thousand overnight stays, 12.8% of the annual total), March (11.8%), April (11.6%) and November (10.0%). November was the month with the highest weight of overnight stays from Swedish clients (3.5%) in relation to the total of overnight stays spent by non residents, above Ireland, Italy, USA and Belgium.

### Evolution of guests and overnight stays from the Swedish market



## EXPLANATORY NOTES

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

2014 – January – preliminary data.

2013 – December – preliminary data; January to November – provisional data.

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

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 by effective responses, including situations of temporary suspended activity not duly reported. The degree of revision, measured by the difference in percentage points from the year-on-year change rates of provisional versus preliminary data is as follows:

	Overnight stays	Revenue from accommodation
Jan to Nov 13	-0.29 p.p.	+0.11 p.p.

**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 revenue 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 establishment providing accommodation for young people or small 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.

**Year-on-year variation (p.p.)** – comparison between the variable level in the reference period and the same period of the year before presented as a difference in percentage points.

Rounded figures may imply that totals do not correspond to the sum of the parcels.

## ABBREVIATIONS

RevPAR – Revenue per Available Room

**Date of next press release:** 15 April 2014