

Tourism activity  
February 2014

**Tourism accommodation still growing but at a slower pace for guests and overnight stays**

Tourism accommodation establishments recorded 2 million overnight stays in February 2014, which stood for +6.5%<sup>1</sup> compared with the same month of the previous year (+10.1% in January). Overnight stays from non residents contributed the most for this outcome (+8.6%), although growing less than in January (+10.3%). Overnight stays from the internal market grew by 1.9%, considerably less than in the previous month (+9.6%).

Revenue also recorded a positive evolution (+7.3% in total revenue and +7.6% in revenue from accommodation), close to the one of the previous month (+6.4% and +7.6%, respectively).

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

Global preliminary results	Unit	Month		Accumulated	
		Feb 14	Year-on-year change rate (%)	Jan to Feb 14	Year-on-year change rate (%)
Guests	10 <sup>3</sup>	775.9	7.2	1 478.3	8.9
Overnight stays	10 <sup>3</sup>	2 011.0	6.5	3 735.2	8.1
Residents in Portugal	10 <sup>3</sup>	601.4	1.9	1 169.2	5.5
Non residents	10 <sup>3</sup>	1 409.7	8.6	2 565.9	9.4
Average stay	No. of nights	2.59	-0.6	2.53	-0.7
Net bed occupancy rate	%	27.1	0.8 p.p.	24.5	-1.2 p.p.
Total revenue	10 <sup>6</sup> €	88.3	7.3	165.3	6.9
Revenue from accommodation	10 <sup>6</sup> €	58.2	7.6	110.0	7.6
RevPAR (Average revenue per available room)	€	17.3	3.9	15.8	4.9

**Number of guests and overnight stays increased less than in the previous month**

In February 2014, tourism accommodation establishments hosted 775.9 thousand guests, which originated 2.0 million overnight stays with figures standing for increases of 7.2% and 6.5%, respectively.

This growth is below the one recorded in January (+10.9% in guests and +10.1% in overnight stays) which was partly due to the Carnival, that in 2013 took place in February, while in 2014 occurred in March.

<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.

Overnight stays spent in apartment hotels recorded an 8.9% increase, with all categories contributing, particularly 5 star units (+25.2%). In "pousadas", there was a similar growth (+8.2%). In hotels, overnight stays increased by 7.3%, a typology in which 5 star units were noteworthy (+14.0%). Tourist villages were the only category that did not match the overall growing trend (-1.3% in February).

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

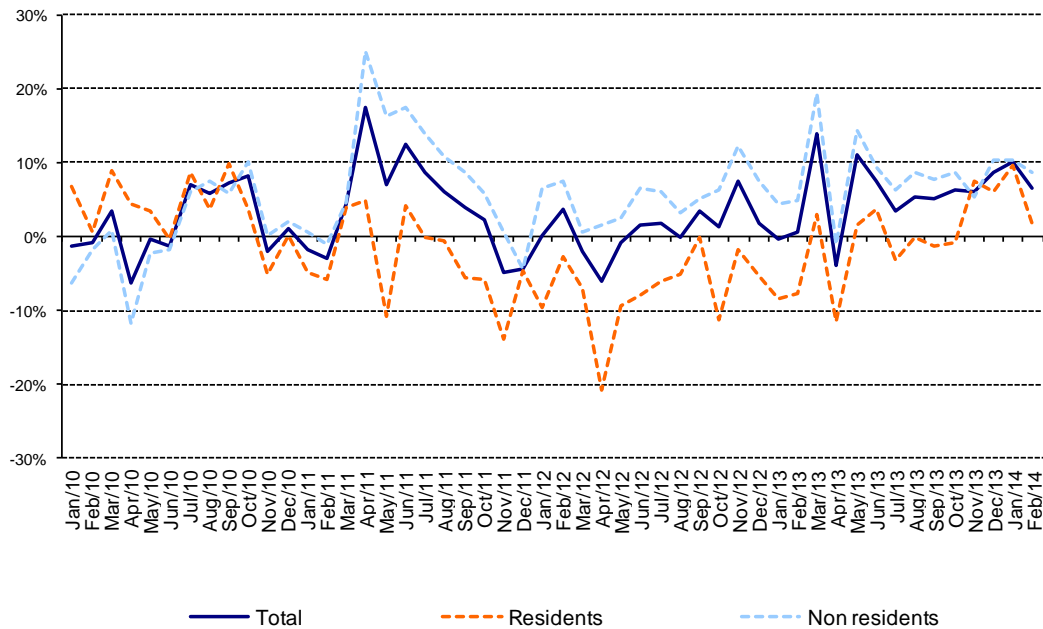
Type of establishment and category	Overnight stays (10 <sup>3</sup> )		Year-on-year change rate
	Feb-13	Feb-14	%
<b>Total</b>	<b>1 887.9</b>	<b>2 011.0</b>	<b>6.5</b>
<b>Hotels</b>	<b>1 215.6</b>	<b>1 304.8</b>	<b>7.3</b>
*****	233.5	266.3	14.0
****	582.9	611.2	4.9
***	270.7	290.3	7.3
** / *	128.5	137.0	6.6
<b>Apartment hotels</b>	<b>291.1</b>	<b>317.1</b>	<b>8.9</b>
*****	24.3	30.4	25.2
****	202.1	210.5	4.2
*** / **	64.8	76.2	17.7
<b>Pousadas</b>	<b>16.4</b>	<b>17.7</b>	<b>8.2</b>
<b>Tourist apartments</b>	<b>137.5</b>	<b>145.0</b>	<b>5.4</b>
<b>Tourist villages</b>	<b>86.2</b>	<b>85.1</b>	<b>-1.3</b>
<b>Other tourist establishments</b>	<b>141.1</b>	<b>141.3</b>	<b>0.2</b>

### Overnight stays spent by residents with reduced growth

In February 2014, overnight stays spent by residents totalled 601.4 thousand and corresponded to a 1.9% growth, quite below the one of January (+9.6%). The accumulated total of January to February revealed a 5.5% growth in overnight stays from residents.

The number of overnight stays spent by non residents stood at 1.4 million, 8.6% more than in February 2013. This result also stood below the ones of January (+10.3%) and December (+11.7%).

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



In February 2014, the group of the 10 main inbound markets<sup>2</sup> represented 75.4% of overnight stays from non residents (76.4% in February 2013), with the emphasis on Spain with 19.3% more overnight stays and a corresponding 8.3% share.

France also recorded a significant increase in overnight stays (+13.0%), so did the USA (+13.1%) and the United Kingdom (+12.1%).

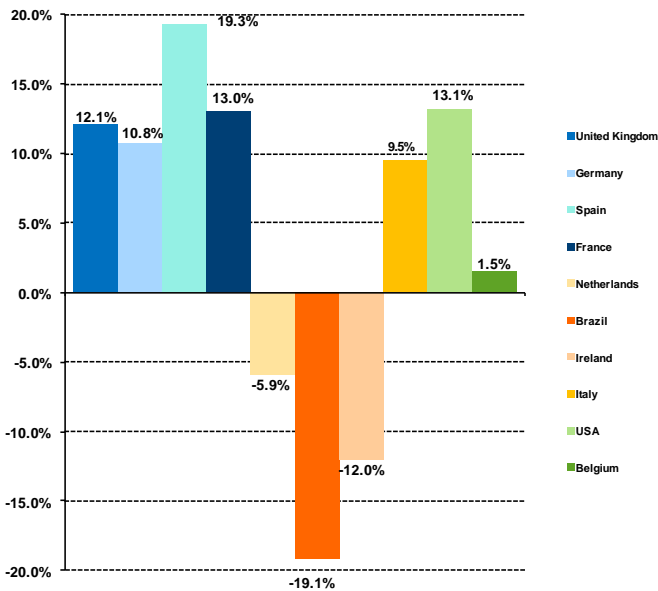
Brazil and Ireland presented declining results (-19.1% and -12.0%), in contrast with the figures of the previous month (+19.8% and +28.1%, respectively).

The Italian market recorded a 9.5% growth, after a year of declining results.

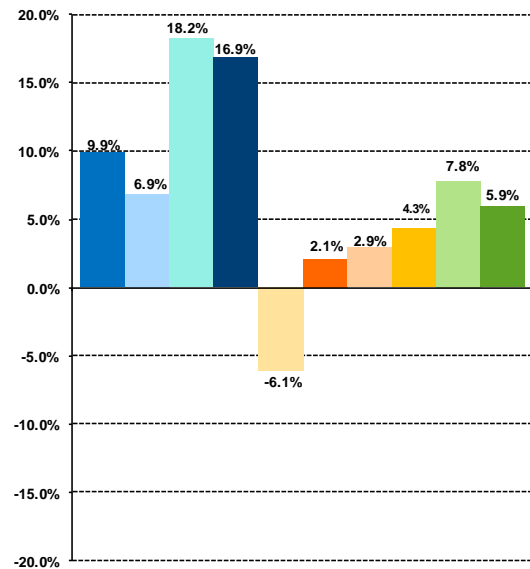
<sup>2</sup> Based on 2013 preliminary results for overnight stays

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

**2a. Year-on-year change rate  
February 2014**



**2b. Year-on-year change rate  
January to February 2014**



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

**Madeira, the North and Lisbon topped increases in overnight stays**

In February 2014, Madeira, the North and Lisbon stood out from the remaining regions with significant year-on-year increases in overnight stays (+11.2%, +9.9% and +8.4%, respectively), although growing less than in the previous month (+12.9% in Madeira and +13.0% in the North and Lisbon).

Only Algarve had better results in February 2014 when compared with the outcome of the previous month in what concerns overnight stays (+4.9% in February and +2.3% in January).

Concerning overnight stays by residents, Madeira kept growing expressively (+15.5%) and so did Lisbon (+13.0%). In these regions, overnight stays from non residents also increased but not as much (+10.8% and +6.4%).

In the Algarve, the steep decline in overnight stays from residents (-17.5%) was totally compensated by the 8.6% increase in overnight stays from non residents, bearing in mind that the external market had a 88.6% weight in the total of overnight stays spent in this region.

Non residents also accounted for a noteworthy 16.3% increase regarding overnight stays in the North.

In February, residents from abroad chose mostly Algarve (34.2% of the total), Lisbon (26.5%) and Madeira (25.2%).

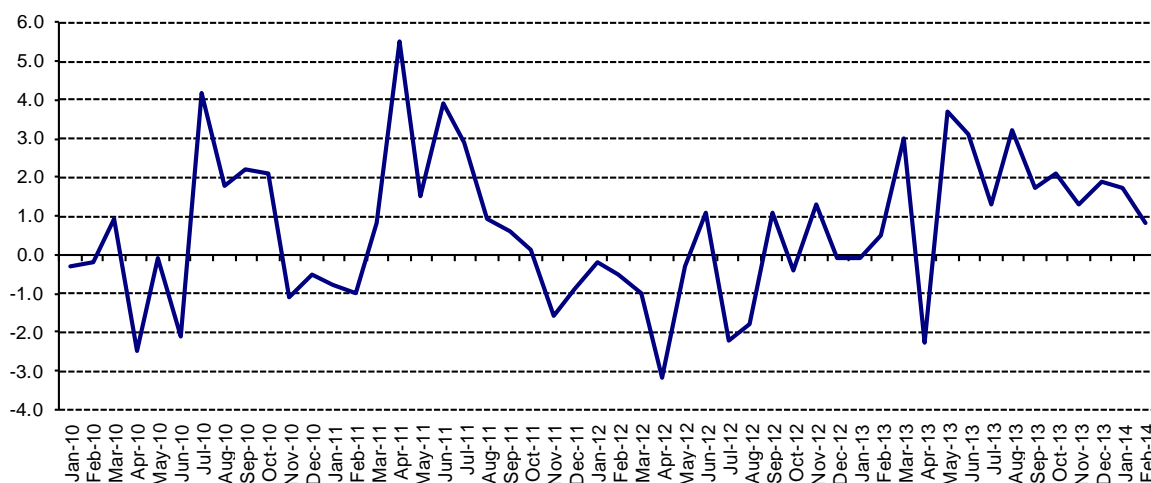
**Table 3. Overnight stays by region (NUTS II)**

NUTS II	Overnight stays (10 <sup>3</sup> )				Residents overnight stays (10 <sup>3</sup> )				Non residents overnight stays (10 <sup>3</sup> )			
	Feb 14	Year-on-year change rate (%) Feb 14	Jan to Feb 14	Year-on-year change rate (%) Jan-feb 14	Feb 14	Year-on-year change rate (%) Feb 14	Jan to Feb 14	Year-on-year change rate (%) Jan-feb 14	Feb 14	Year-on-year change rate (%) Feb 14	Jan to Feb 14	Year-on-year change rate (%) Jan-feb 14
<b>Portugal</b>	<b>2 011.0</b>	<b>6.5</b>	<b>3 735.2</b>	<b>8.1</b>	<b>601.4</b>	<b>1.9</b>	<b>1 169.2</b>	<b>5.5</b>	<b>1 409.7</b>	<b>8.6</b>	<b>2 565.9</b>	<b>9.4</b>
North	268.2	9.9	513.6	11.4	154.9	5.7	299.4	6.8	113.3	16.3	214.2	18.5
Centre	187.4	-3.2	341.8	2.8	129.7	-6.5	245.6	0.7	57.7	5.3	96.2	8.4
Lisbon	544.8	8.4	1 066.3	10.6	170.9	13.0	340.2	9.8	373.9	6.4	726.1	11.0
Alentejo	50.5	0.5	96.9	5.5	35.5	4.0	68.7	8.6	15.0	-6.9	28.3	-1.2
Algarve	544.0	4.9	921.5	3.8	61.9	-17.5	122.2	-4.1	482.1	8.6	799.3	5.1
Azores	32.7	-2.9	58.7	-1.4	20.4	0.3	36.8	-3.1	12.3	-7.9	21.8	1.7
Madeira	383.5	11.2	736.3	12.0	28.1	15.5	56.4	22.4	355.4	10.8	679.9	11.2

### Slight increase in net bed occupancy rate

In February 2014, the net bed occupancy rate in tourism accommodation establishments was 27.1%, slightly above the rate of February 2013 (26.3%). In January 2014, it stood at 22.0%.

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



Madeira recorded the highest occupancy rate (51.3%), which also corresponded to the highest increase (+2.6 p.p.). Lisbon (33.3%, +0.6 p.p.), Algarve (23.5%, -0.2 p.p.) and the North (23.2%, +1.7 p.p.) followed.

**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 (%)
	Feb-13	Feb-14		Feb-13	Feb-14	
<b>Portugal</b>	<b>26.3</b>	<b>27.1</b>	<b>0.8</b>	<b>2.61</b>	<b>2.59</b>	<b>-0.6</b>
North	21.6	23.2	1.7	1.59	1.62	1.7
Centre	18.0	18.2	0.2	1.65	1.63	-1.2
Lisbon	32.6	33.3	0.6	2.11	2.12	0.7
Alentejo	16.1	15.8	-0.3	1.69	1.67	-1.3
Algarve	23.7	23.5	-0.2	4.67	4.31	-7.7
Azores	15.4	14.9	-0.5	2.55	2.47	-3.2
Madeira	48.6	51.3	2.6	5.75	5.62	-2.1

Apartment hotels and hotels recorded the highest net bed occupancy rates (34.2% and 28.2%, respectively), much higher than those of the previous month (26.3% and 23.6%, respectively) and, in the case of apartment hotels, 4.0 p.p. above the outcome of February 2013.

**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 (%)
	Feb-13	Feb-14		Feb-13	Feb-14	
<b>Total</b>	<b>26.3</b>	<b>27.1</b>	<b>0.8</b>	<b>2.61</b>	<b>2.59</b>	<b>-0.6</b>
<b>Hotels</b>	<b>28.1</b>	<b>28.2</b>	<b>0.1</b>	<b>2.22</b>	<b>2.21</b>	<b>-0.8</b>
*****	31.5	30.6	-1.0	2.48	2.56	3.4
****	30.3	30.3	0.0	2.44	2.33	-4.7
***	24.4	24.8	0.4	1.96	2.00	2.1
** / *	23.1	23.8	0.7	1.70	1.71	0.7
<b>Apartment hotels</b>	<b>30.2</b>	<b>34.2</b>	<b>4.0</b>	<b>4.53</b>	<b>4.68</b>	<b>3.2</b>
*****	32.3	34.8	2.5	5.33	4.44	-16.7
****	31.4	35.2	3.8	4.51	4.66	3.4
*** / **	26.4	31.6	5.2	4.37	4.83	10.4
<b>Pousadas</b>	<b>20.4</b>	<b>22.6</b>	<b>2.2</b>	<b>1.61</b>	<b>1.64</b>	<b>1.8</b>
<b>Tourist apartments</b>	<b>19.8</b>	<b>19.1</b>	<b>-0.7</b>	<b>6.25</b>	<b>5.73</b>	<b>-8.3</b>
<b>Tourist villages</b>	<b>19.8</b>	<b>21.8</b>	<b>2.0</b>	<b>5.84</b>	<b>5.70</b>	<b>-2.4</b>
<b>Other tourist establishments</b>	<b>21.1</b>	<b>22.2</b>	<b>1.1</b>	<b>2.14</b>	<b>2.16</b>	<b>0.9</b>

### Average stay without major changes

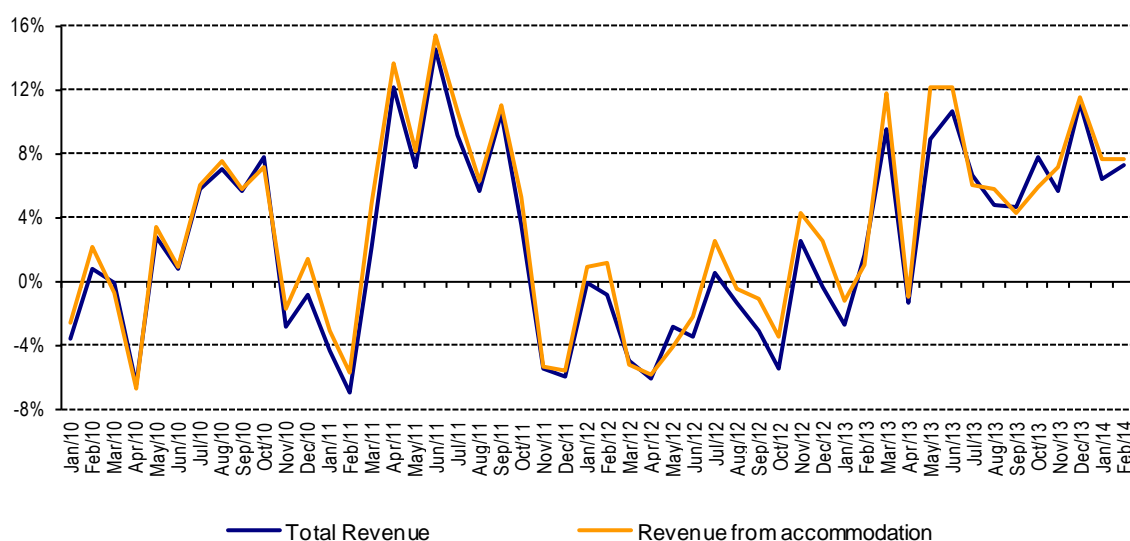
In February 2014, the average stay was 2.59 nights, corresponding to a slight reduction of 0.6%.

In Madeira, the average stay was 5.62 nights (-2.1%), followed by the Algarve with 4.31 nights. The latter recorded the most noticeable reduction in this indicator (-7.7%).

## Increased results in revenue and RevPAR

In February 2014, tourist accommodation establishments accounted for EUR 88.3 million in total revenue and EUR 58.2 million in revenue from accommodation (+7.3% and +7.6% *vis-à-vis* February 2013). These results are in line with those of January (+6.4% and +7.6%) and slightly above the provisional results for 2013 (+5.4% and +6.3%).

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



Madeira stood out with the highest increases in revenue (17.6% in total revenue and 14.0% in revenue from accommodation), above the growth in overnight stays (+11.2%).

Also in the Algarve, the increases in revenue (+11.2% and +12.7%) surpassed the growth in overnight stays (+4.9%). In Lisbon, the increases in revenue (+4.0% and +5.5%) did not match the growth in overnight stays (+8.4%).

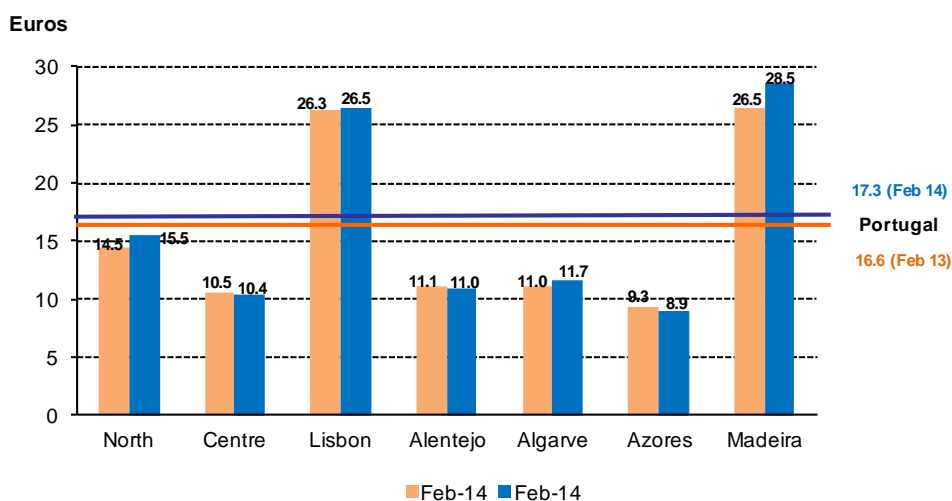
**Table 6. Revenue by region (NUTS II)**

NUTS II	Total revenue (10 <sup>6</sup> euros)		Revenue from accommodation	
	Feb-14	Year-on-year change rate (%)	Feb-14	Year-on-year change rate (%)
<b>Portugal</b>	<b>88.3</b>	<b>7.3</b>	<b>58.2</b>	<b>7.6</b>
North	12.4	7.4	8.5	8.6
Centre	8.0	-4.5	5.2	-2.5
Lisbon	29.7	4.0	20.8	5.5
Alentejo	2.5	3.4	1.6	1.4
Algarve	17.1	11.2	10.8	12.7
Azores	1.4	1.5	0.9	-2.5
Madeira	17.2	17.6	10.4	14.0

In February 2014, the revenue per available room (RevPAR) from tourist accommodation activity was EUR 17.3 (+3.9%). It is noticeable the RevPAR in Madeira (EUR 28.5) and Lisbon (EUR 26.5).

When compared with February 2013, Madeira grew the most (+7.7%) as it also occurred in revenue, followed by the North (+6.7%) and Algarve (+6.0%).

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



Considering the typologies with the highest offer, the evolution in RevPAR stood below the one in overnight stays in apartment hotels (+5.6% in RevPAR and +8.9% in overnight stays) and even more so in hotels (+1.9% and +7.3%, respectively).

**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
	Feb-13	Feb-14	%
<b>Total</b>	<b>16.6</b>	<b>17.3</b>	<b>3.9</b>
<b>Hotels</b>	<b>19.1</b>	<b>19.5</b>	<b>1.9</b>
*****	34.0	32.8	-3.4
****	19.0	19.7	3.3
***	12.7	12.8	0.7
** / *	11.5	12.3	6.8
<b>Apartment hotels</b>	<b>16.6</b>	<b>17.6</b>	<b>5.6</b>
*****	21.9	23.6	7.8
****	17.6	19.1	8.7
*** / **	12.3	11.4	-7.3
<b>Pousadas</b>	<b>20.0</b>	<b>19.8</b>	<b>-0.9</b>
<b>Tourist apartments</b>	<b>7.2</b>	<b>7.2</b>	<b>0.4</b>
<b>Tourist villages</b>	<b>10.6</b>	<b>13.1</b>	<b>24.1</b>
<b>Other tourist establishments</b>	<b>11.0</b>	<b>12.0</b>	<b>9.1</b>



## Camping sites and holiday camps

In February 2014, camping sites hosted 35.0 thousand campers (-8.4%) which originated a total of 147.3 thousand overnight stays (+1.8%). For the positive results in overnight stays only non residents contributed (+5.6%) since overnight stays from residents declined by 2.8%.

The average stay was 4.21 nights, 11.2% above the one of February 2013, reflecting the current tendency of some tourists from abroad to prolong their stays in camping sites in the low season (in February, the average stays of non residents increased by 24.9%), namely in Algarve.

Results from holiday camps and youth hostels kept a downward trend in February 2014, with these establishments hosting 13.2 thousand guests and 23.0 thousand overnight stays. These figures stood for declines of 31.4% and 23.5%, respectively. The average stay was 1.74 nights in February 2014 (+11.4%).

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

	Unit	Camping sites				Holiday camps and youth hostels			
		Total	Year-on-year change rate (%) feb 14	Residents	Non residents	Total	Year-on-year change rate (%) feb 14	Residents	Non residents
Campers / Guests	10 <sup>3</sup>	35.0	-8.4	22.9	12.1	13.2	-31.4	10.5	2.7
Overnight stays	10 <sup>3</sup>	147.3	1.8	63.1	84.1	23.0	-23.5	18.3	4.7
Average stay	nights	4.21	11.2	2.76	6.96	1.74	11.4	1.75	1.73

## EXPLANATORY NOTES

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

2014 – January and February – preliminary data.

2013 – January to December – 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 Dec 13	-0.22 p.p.	-0.05 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:** 16 May 2014