

## Tourism activity

May 2014

### Overnight stays and revenue growing but at a slower pace

In May 2014, tourism accommodation establishments recorded 4.4 million overnight stays, corresponding to an increase of 12.3%<sup>1</sup>, below the one recorded in April (+25.4%) which had the influence of the Easter calendar effect. Overnight stays from residents increased by 16.1% (+36.9% in April), while the growth from non residents ascended to 11.1% (+21.3% in April).

Revenue grew in percentage more than the number of overnight stays (+18.9% in total revenue and +19.7% in revenue from accommodation). These increases stood slightly below the ones of the previous month (+20.2% and +20.4%, respectively).

These results are partly linked to several factors namely international events and also to promotions and specific campaigns with impact on tourist demand from residents and non residents.

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

GLOBAL PRELIMINARY RESULTS	Unit	Month		Accumulated	
		May 14	Year-on-year change rate (%)	Jan to May 14	Year-on-year change rate (%)
Guests	10 <sup>3</sup>	1 607.1	14.5	5 512.6	12.3
Overnight stays	10 <sup>3</sup>	4 425.5	12.3	14 744.4	11.4
Residents in Portugal	10 <sup>3</sup>	1 055.7	16.1	4 092.7	12.4
Non residents	10 <sup>3</sup>	3 369.8	11.1	10 651.7	11.1
Average stay	No. of nights	2.75	-2.1	2.67	-0.8
Net bed occupancy rate	%	47.7	3.3 p.p.	35.1	2.5 p.p.
Total revenue	10 <sup>6</sup> €	215.7	18.9	671.1	12.9
Revenue from accommodation	10 <sup>6</sup> €	150.3	19.7	457.8	13.6
RevPAR (Average revenue per available room)	€	36.0	14.9	24.0	9.2

### Increased number of guests and overnight stays

In May 2014, tourism accommodation establishments hosted 1.6 million guests and 4.4 million overnight stays. These figures stood for increases of 14.5% and 12.3%, respectively, however below the ones of the previous month (+21.5% guests and +25.4% overnight stays in April), yet close to the ones of January (+10.3% in overnight stays).

<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.

In the period January to May 2014, the number of guests grew by 12.3% while overnight stays increased by 11.4%. The growth in overnight stays was mostly evident in the "*pousadas*" (+34.8%), tourist apartments (+21.9%) and hotels (+14.3%)

**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
	May-13	May-14	%
<b>Total</b>	<b>3 942.2</b>	<b>4 425.5</b>	<b>12.3</b>
<b>Hotels</b>	<b>2 507.1</b>	<b>2 866.7</b>	<b>14.3</b>
*****	487.7	579.0	18.7
****	1 217.1	1 377.7	13.2
***	565.2	638.8	13.0
** / *	237.2	271.2	14.4
<b>Apartment hotels</b>	<b>621.7</b>	<b>649.5</b>	<b>4.5</b>
*****	43.0	43.6	1.3
****	448.6	456.1	1.7
*** / **	130.1	149.8	15.1
<b>Pousadas</b>	<b>36.0</b>	<b>48.6</b>	<b>34.8</b>
<b>Tourist apartments</b>	<b>351.9</b>	<b>428.9</b>	<b>21.9</b>
<b>Tourist villages</b>	<b>166.3</b>	<b>183.9</b>	<b>10.5</b>
<b>Other tourist establishments</b>	<b>259.1</b>	<b>248.1</b>	<b>-4.2</b>

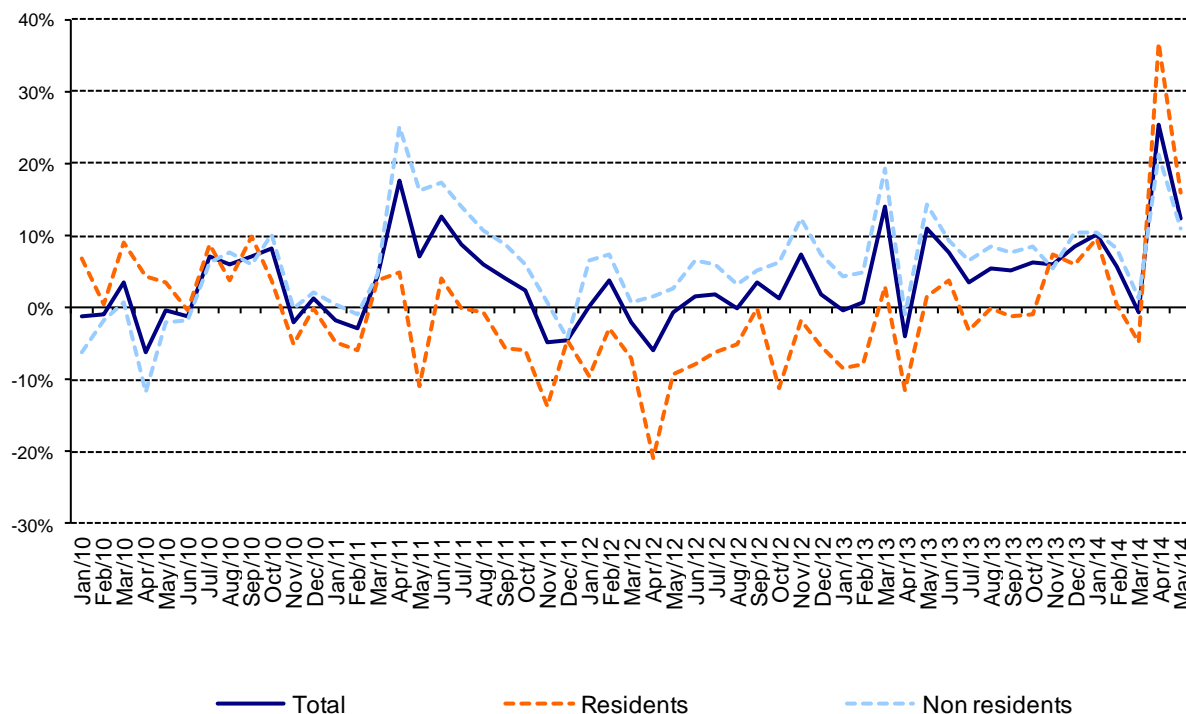
### Overnight stays from residents keep growing

Overnight stays spent by residents increased by 16.1% (1.1 million), a change rate below the one of April (+36.9%), resuming the results already achieved in May 2010, year after which there was a declining trend.

During the first 5 months of 2014 overnight stays from residents had an increase of 12.4%.

Overnight stays from non residents grew by 11.1%, corresponding to 3.4 million (+21.3% in April), in line with the change rate of the accumulated total of January to May (+11.1%).

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



The group of the 10 main inbound markets<sup>2</sup> accounted for 81.5% of the total overnight stays from non residents (81.8% in May 2013).

Spain presented a significant increase in the number of overnight stays spent by its residents (+27.6%), representing 7.8% of the total (+1 p.p.). In spite of this considerable increase, it stood below the one recorded in April (+123.7%), strongly influenced by the Easter calendar effect.

In terms of increases, the emphasis also went to the USA (+15.4%), France (+14.9%) and Belgium (+14.8%). These markets had shares around 2.9%, 11.4% and 2.5%, respectively.

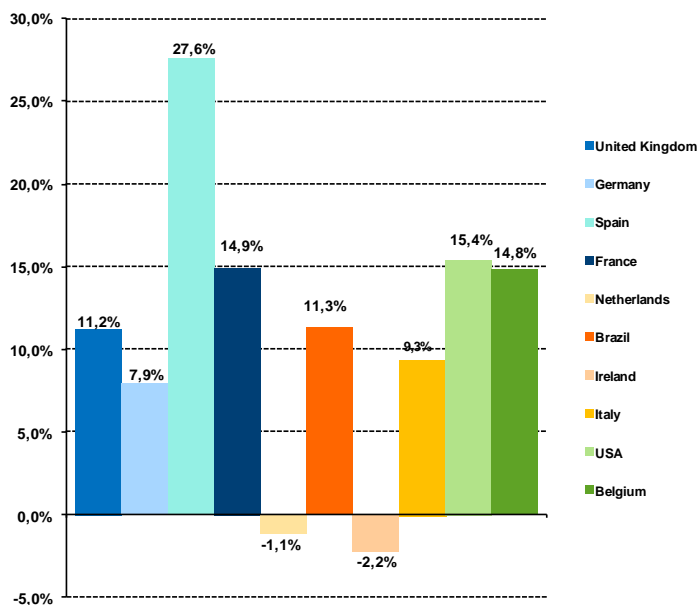
Overnight stays from guests of Ireland and the Netherlands presented declining results (-2.2% and -1.1%, respectively), contrary to the positive results of the previous month (+24.6% and +15.0%).

With regard to the first five months of the year, the emphasis went to Spain (+22.1%), Brazil (+19.4%) and France (+14.1%).

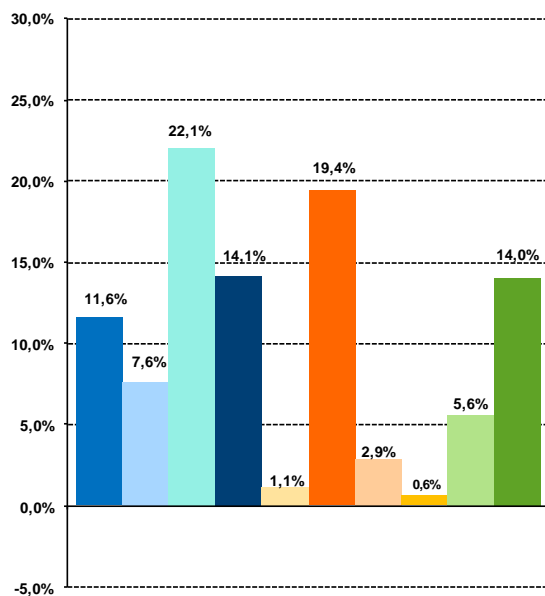
<sup>2</sup> Based on 2013 results for overnight stays  
Tourism activity – May 2014

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

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



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



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

### **Alentejo, Lisbon and Algarve with significant increases in overnight stays**

In all regions of the Mainland there were increases in overnight stays, more so in Alentejo (+19.0%), Lisbon (+16.6%) and Algarve (+15.2%). The latter two regions benefited from the increase in capacity supply in comparison to the same month of the previous year, as a result from the adjustments made to the already available capacity but also from the existence of more operating establishments in each of the regions.

There were declines in overnight stays in Azores and Madeira (-1.7% and -0.1%, respectively), a reversal of the outcome of the previous month (+9.5% overnight stays in Azores and +5.8% in Madeira).

The number of overnight stays spent by residents have increased in all regions, more so in Algarve (+27.5%), Madeira (+18.6%) and Lisbon (+18.0%). The three main regions in domestic tourism – Algarve, Lisbon and the North – concentrated 65.5% of overnight stays from residents.

Similarly to the outcome of the previous month, overnight stays from non residents had a positive evolution in all Mainland regions, namely in Alentejo (+23.9%), the North (+13.6%) and Lisbon (+16.2%). The three main host regions for non residents – Algarve, Lisbon and Madeira – concentrated 39.6%, 27.0% and 15.5%, respectively, of overnight stays from residents abroad.

The number of overnight stays spent by non residents declined 3.2% in Azores and 2.0% in Madeira.

In the period January to May 2014, the evolution of the total overnight stays was globally positive, more so in Alentejo (+19.1%) and Lisbon (+14.7%).

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

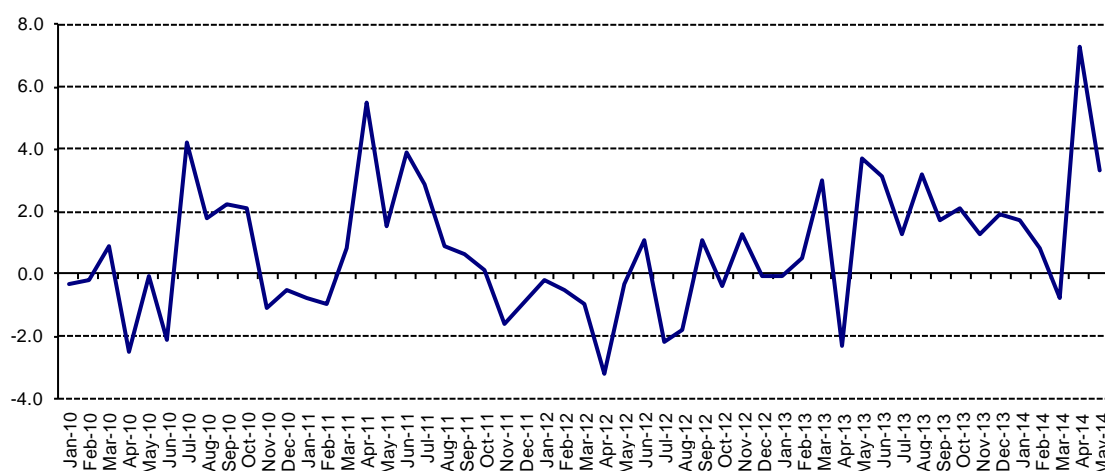
NUTS II	Overnight stays (10 <sup>3</sup> )				Residents overnight stays (10 <sup>3</sup> )				Non residents overnight stays (10 <sup>3</sup> )			
	May 14	Year-on-year change rate (%) May 14	Jan to May 14	Year-on-year change rate (%) Jan-May 14	May 14	Year-on-year change rate (%) May 14	Jan to May 14	Year-on-year change rate (%) Jan-May 14	May 14	Year-on-year change rate (%) May 14	Jan to May 14	Year-on-year change rate (%) Jan-May 14
<b>Portugal</b>	<b>4 425.5</b>	<b>12.3</b>	<b>14 744.4</b>	<b>11.4</b>	<b>1 055.7</b>	<b>16.1</b>	<b>4 092.7</b>	<b>12.4</b>	<b>3 369.8</b>	<b>11.1</b>	<b>10 651.7</b>	<b>11.1</b>
North	518.1	11.5	1 806.3	11.5	214.4	8.7	898.0	7.9	303.7	13.6	908.3	15.3
Centre	384.9	12.3	1 296.8	7.1	197.3	12.6	788.2	5.4	187.6	11.9	508.6	9.9
Lisbon	1 157.6	16.6	4 035.3	14.7	248.9	18.0	1 020.0	12.8	908.7	16.2	3 015.3	15.3
Alentejo	117.9	19.0	416.0	19.1	68.6	15.7	272.1	18.0	49.3	23.9	143.9	21.2
Algarve	1 563.9	15.2	4 550.5	12.3	228.1	27.5	758.2	21.9	1 335.7	13.4	3 792.3	10.6
Azores	99.6	-1.7	292.5	1.1	36.1	1.2	137.3	5.1	63.5	-3.2	155.2	-2.2
Madeira	583.6	-0.1	2 347.0	7.1	62.3	18.6	218.7	26.1	521.3	-2.0	2 128.2	5.5

### Rise in net bed occupancy rates

In May 2014, the net bed occupancy rate in tourism accommodation establishments was 47.7%, higher by 3.3 p.p. in comparison with May 2013 (+7.3 p.p. in April).

In the period January to May 2014, this indicator stood at 35.1% (+2.5 p.p.).

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



Lisbon presented the highest increase in net bed occupancy rate (+5.6 p.p.), an outcome related to the sport and cultural events occurred. The remaining regions also recorded higher occupancy rates, with the exception of Azores (-0.8 p.p.)

As in previous occasions, Madeira recorded the highest net bed occupancy rate (66.3%), closely followed by Lisbon (63.2%) and Algarve (46.5%).

**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 (%)
	May-13	May-14		May-13	May-14	
<b>Portugal</b>	<b>44.4</b>	<b>47.7</b>	<b>3.3</b>	<b>2.81</b>	<b>2.75</b>	<b>-2.1</b>
North	36.8	40.2	3.4	1.74	1.77	1.8
Centre	27.0	30.6	3.6	1.72	1.66	-3.8
Lisbon	57.6	63.2	5.6	2.34	2.34	0.0
Alentejo	27.1	30.1	3.0	1.66	1.62	-2.6
Algarve	43.8	46.5	2.7	4.35	4.18	-4.0
Azores	38.1	37.3	-0.8	3.23	3.17	-2.1
Madeira	65.8	66.3	0.5	5.32	5.24	-1.6

The net bed occupancy rate was mostly positive in all types of establishments, more so in "*pousadas*" (+12.7 p.p.), 4 star hotels (+4.7 p.p.) and 3 and 2 star apartment hotels (+4.2 p.p.).

Four and five star hotels along with four star apartment hotels recorded the highest values in this indicator (57.4%, 57.3% and 54.5%, respectively).

**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 (%)
	May-13	May-14		May-13	May-14	
<b>Total</b>	<b>44.4</b>	<b>47.7</b>	<b>3.3</b>	<b>2.81</b>	<b>2.75</b>	<b>-2.1</b>
<b>Hotels</b>	<b>47.9</b>	<b>51.5</b>	<b>3.6</b>	<b>2.48</b>	<b>2.44</b>	<b>-1.7</b>
*****	55.3	57.3	2.0	2.86	2.78	-2.6
****	52.7	57.4	4.7	2.67	2.61	-2.1
***	41.0	43.7	2.7	2.17	2.16	-0.8
** / *	35.8	39.1	3.4	1.89	1.86	-1.5
<b>Apartment hotels</b>	<b>50.6</b>	<b>51.8</b>	<b>1.2</b>	<b>3.94</b>	<b>4.02</b>	<b>2.0</b>
*****	45.2	47.0	1.8	4.50	4.20	-6.6
****	54.4	54.5	0.1	3.89	3.99	2.8
*** / **	42.1	46.3	4.2	3.97	4.04	1.8
<b>Pousadas</b>	<b>37.8</b>	<b>50.5</b>	<b>12.7</b>	<b>1.70</b>	<b>1.76</b>	<b>3.4</b>
<b>Tourist apartments</b>	<b>35.0</b>	<b>38.6</b>	<b>3.6</b>	<b>5.07</b>	<b>4.52</b>	<b>-10.9</b>
<b>Tourist villages</b>	<b>32.7</b>	<b>34.8</b>	<b>2.2</b>	<b>4.90</b>	<b>4.98</b>	<b>1.8</b>
<b>Other tourist establishments</b>	<b>32.2</b>	<b>34.0</b>	<b>1.8</b>	<b>2.38</b>	<b>2.25</b>	<b>-5.5</b>

## Decline in average stays

In May 2014, the average stay was 2.75 nights, 2.1% less than in May 2013.

In the North, the average stay increased slightly while in Lisbon it stood exactly the same. The remaining regions recorded declines. In the "*pousadas*", apartment hotels and tourist villages, the evolution of this indicator was positive, but in the remaining typologies there were declines.

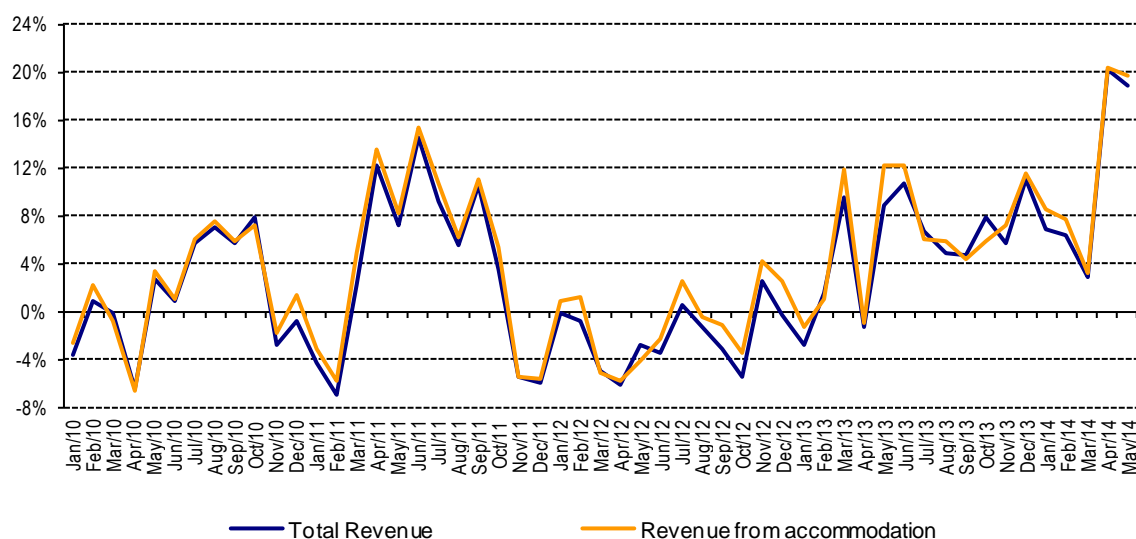
The average stay from January to May 2014 recorded a slight decline (-0.8%).

## Revenue and RevPAR with expressive increases

In May 2014, tourist accommodation establishments accounted for EUR 215.7 million in total revenue (+18.9%) and EUR 150.3 million in revenue from accommodation (+19.7%).

The first 5 months of the year revealed increases of 12.9% in total revenue and 13.6% in revenue from accommodation.

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





The region of Lisbon stood out with the highest increase in revenue, more so from accommodation (+33.3%), which doubled the rise in overnight stays, reflecting a price increase associated to the expectation of a greater demand in view of the important sport and cultural events occurred in May.

In Azores and Madeira there were increases in revenue in spite of slight reductions in the number of overnight stays.

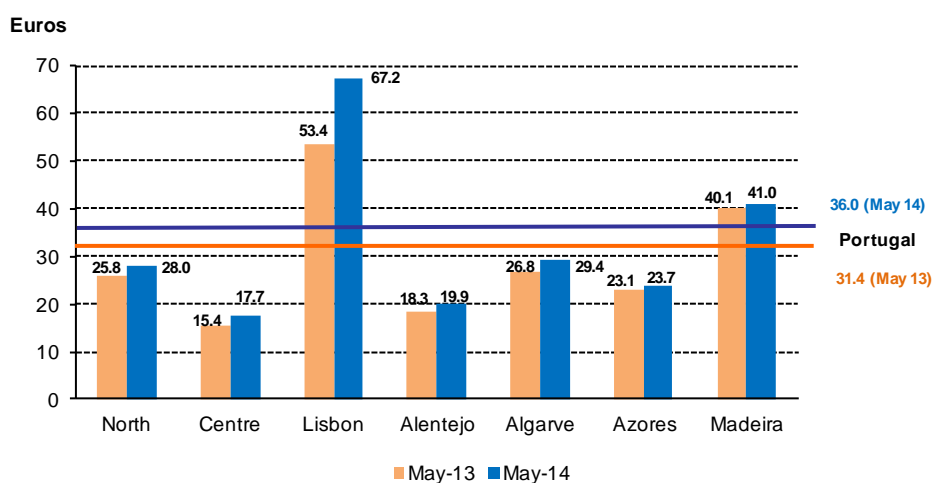
**Table 6. Revenue by region (NUTS II)**

NUTS II	Total revenue (10 <sup>6</sup> euros)		Revenue from accommodation	
	May-14	Year-on-year change rate (%)	May-14	Year-on-year change rate (%)
<b>Portugal</b>	<b>215.7</b>	<b>18.9</b>	<b>150.3</b>	<b>19.7</b>
North	24.7	11.5	17.3	9.9
Centre	16.6	16.9	10.8	16.0
Lisbon	78.3	30.4	59.0	33.3
Alentejo	5.2	12.2	3.6	16.1
Algarve	58.5	19.1	39.0	18.4
Azores	4.2	1.9	3.0	3.7
Madeira	28.2	4.0	17.6	1.9

In May 2014, the revenue per available room (RevPAR) was EUR 36.0 (+14.9%).

Lisbon recorded the highest increase in RevPAR (+26.0%, corresponding to EUR 67.2 in May 2014), yet still below the increase of revenue from accommodation. In the remaining regions the evolution was also positive but with less expression.

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





There was an overall increase in RevPAR amongst the various typologies, with the emphasis on tourist villages (+32.1%) and 5 star apartment hotels (+28.8%).

**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
	May-13	May-14	%
<b>Total</b>	<b>31.4</b>	<b>36.0</b>	<b>14.9</b>
<b>Hotels</b>	<b>36.5</b>	<b>41.8</b>	<b>14.5</b>
*****	70.2	78.3	11.6
****	36.1	41.2	14.0
***	23.5	26.7	13.4
** / *	19.0	23.1	22.0
<b>Apartment hotels</b>	<b>29.7</b>	<b>31.1</b>	<b>4.8</b>
*****	33.1	42.7	28.8
****	32.3	33.3	3.2
*** / **	21.5	21.6	0.3
<b>Pousadas</b>	<b>48.2</b>	<b>55.6</b>	<b>15.5</b>
<b>Tourist apartments</b>	<b>14.7</b>	<b>16.5</b>	<b>11.6</b>
<b>Tourist villages</b>	<b>23.4</b>	<b>30.9</b>	<b>32.1</b>
<b>Other tourist establishments</b>	<b>18.0</b>	<b>20.6</b>	<b>14.4</b>

### Camping sites and holiday camps

In May 2014, camping sites hosted 103.1 thousand campers and recorded a total of 277.7 thousand overnight stays. These values corresponded to increases of 12.3% and 9.3% (+22.9% and +31.4% in April). Overnight stays spent by residents represented 56.4% of the total and surpassed those of May 2013 (+13.4%). Overnight stays from non residents recorded a positive evolution as well (+4.3%). The average stay was 2.69 nights (+7.0%).

In holiday camps the number of guests rose (+12.6%) but the number of overnight stays declined (-8.1%), which resulted in a reduction of the average stay to 1.76 nights (3.4%).

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

	Unit	Camping sites				Holiday Camps and Youth Hostels			
		Total	Year-on-year change rate (%) May 14	Residents	Non residents	Total	Year-on-year change rate (%) May 14	Residents	Non residents
Campers / Guests	10 <sup>3</sup>	103.1	12.3	56.3	46.8	30.7	12.6	22.5	8.2
Overnight stays	10 <sup>3</sup>	277.7	9.3	156.7	121.0	54.1	-8.1	41.3	12.8
Average stay	nights	2.69	7.0	2.78	2.58	1.76	-3.4	1.84	1.57

## EXPLANATORY NOTES

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

2014 – April and May – preliminary data; January to March – provisional 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 Mar 14	-0.12 p.p.	+0.60 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:** 14 August 2014