

## Tourism activity

September 2014

### Indicators on tourism accommodation activity still improving but at a slightly slower pace

Tourism accommodation activity establishments recorded 5.3 million overnight stays in September 2014, which corresponded to a year-on-year increase<sup>1</sup> of 9.9% (+11.3% in August). This slight slowdown was due exclusively to the domestic market. Indeed the number of overnight stays from the domestic market grew by 10.5%, less than in August (+16.1%), while the inbound markets recorded a 9.7% increase in overnight stays in September, above the one of the previous month (+8.6%).

Brazil, Belgium and France accounted for noteworthy increases in the number of overnight stays in September, and in the first nine months of the year the emphasis should be put on the increases in overnight stays spent by guests from Belgium (+18.3%), Spain (+16.1%) and France (+15.1%).

In September 2014, the average stay was 3.02 nights (-0.6%) and the bed occupancy rate stood at 57.3% (+3.0 p.p.).

Total revenue increased by 13.3% and revenue from accommodation grew by 14.1%, in line with the preceding month (+13.8% and + 13.9%).

RevPAR was EUR 45.1 and registered an increase of 9.5% (+10.1% in August 2014).

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

Global preliminary results	Unit	Month		Accumulated	
		Sept 14	Year-on-year change rate (%)	Jan to Sept 14	Year-on-year change rate (%)
Guests	10 <sup>3</sup>	1 745.1	10.6	12 766.1	11.7
Overnight stays	10 <sup>3</sup>	5 275.2	9.9	37 509.7	10.6
Residents in Portugal	10 <sup>3</sup>	1 464.7	10.5	11 327.6	13.3
Non residents	10 <sup>3</sup>	3 810.5	9.7	26 182.0	9.4
Average stay	No. of nights	3.02	-0.6	2.94	-1.0
Net bed occupancy rate	%	57.3	+3.0 p.p.	47.1	+2.7 p.p.
Total revenue	10 <sup>6</sup> €	261.0	13.3	1 790.1	12.4
Revenue from accommodation	10 <sup>6</sup> €	185.7	14.1	1 276.1	12.9
RevPAR (Average revenue per available room)	€	45.1	9.5	35.9	8.9

<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.

## Guests and overnight stays still increasing but less than the previous month

In September 2014, tourism accommodation establishments hosted 1.7 million guests which in turn originated 5.3 million overnight stays (+10.6% and +9.9% respectively).

These results stood for a slight slowdown in comparison with the previous month (+12.5% and +11.3%) and also stood below the ones from the period January to September (+11.7% and +10.6%).

Overnight stays spent in hotels represented 64.2% of the total in September and have increased by 13.3%. The increases in overnight stays in "*pousadas*" (+9.8%) and in tourist apartments (+9.4%) should be noted. Five star apartment hotels were the only category to present declining results (-3.3%).

**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
	Sept-13	Sept-14	%
<b>Total</b>	<b>4 799.4</b>	<b>5 275.2</b>	<b>9.9</b>
<b>Hotels</b>	<b>2 991.0</b>	<b>3 387.7</b>	<b>13.3</b>
*****	587.5	678.2	15.4
****	1 458.0	1 612.8	10.6
***	656.5	772.8	17.7
** / *	289.0	324.0	12.1
<b>Apartment hotels</b>	<b>753.2</b>	<b>764.1</b>	<b>1.4</b>
*****	50.4	48.8	-3.3
****	528.4	531.7	0.6
*** / **	174.3	183.6	5.3
<b>Pousadas</b>	<b>44.9</b>	<b>49.3</b>	<b>9.8</b>
<b>Tourist apartments</b>	<b>525.6</b>	<b>575.0</b>	<b>9.4</b>
<b>Tourist villages</b>	<b>214.9</b>	<b>227.2</b>	<b>5.7</b>
<b>Other tourist establishments</b>	<b>269.9</b>	<b>272.0</b>	<b>0.8</b>

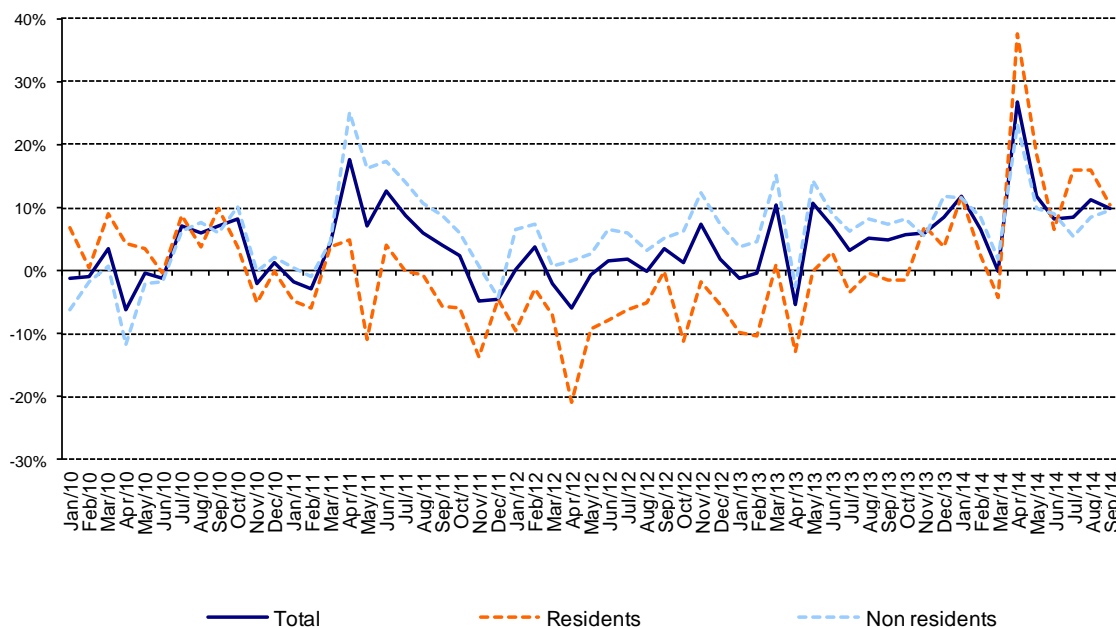
## Positive results in overnight stays from residents and non residents

Overnight stays spent by residents totalled 1.5 million in September, with a corresponding 10.5% rise, below the result of August (+16.1%).

Overnight stays from non residents (3.8 million) increased by 9.7% but, contrary to the outcome from residents, above the results of the previous month (+8.6%).

In the period January to September 2014, the evolution in overnight stays from residents surpassed the one from non residents (+13.3% and +9.4% respectively), given the significant increases in overnight stays from residents which occurred in some months of the year namely in April, May, July and August, above 16%.

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



In September 2014, the group of the ten main inbound markets<sup>2</sup> accounted for 80.7% of the total overnight stays from non residents (80.3% in September 2013).

The British market, with a relative weight of 26.3%, recorded a 6.3% increase in overnight stays from its residents, the least expressive from previous months of 2014.

Germany and Spain had increases of 8.6% and 11.2%, below the ones from the previous month. The representativeness of these markets was 14.2% and 9.4% respectively.

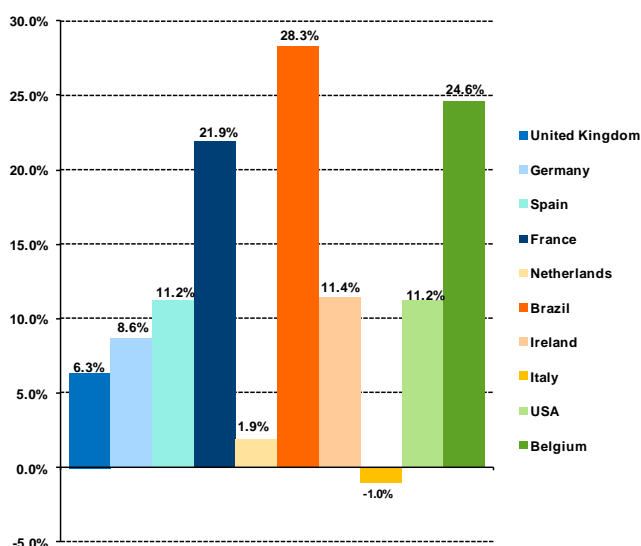
Brazil presented a quite noteworthy increase (+28.3%), so did Belgium (+24.6%) and France (+21.9%), the latter being particularly significant given the 8.6% share it holds.

In the period January to September 2014, the increased results in overnight stays from Belgium guests (+18.3%), Spanish (+16.1%) and French (+15.1%) stood out.

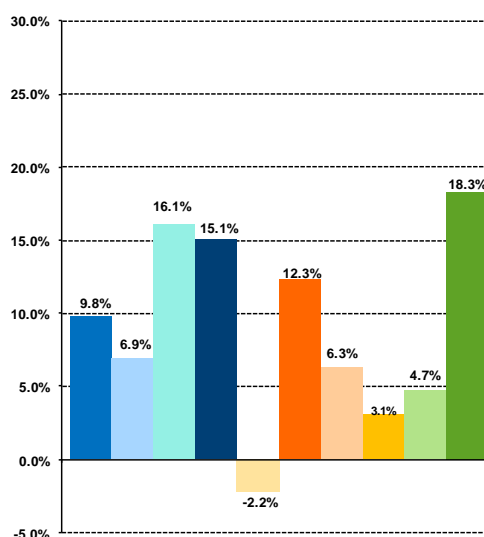
<sup>2</sup> Based on 2013 results for overnight stays

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

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



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



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

**Alentejo, Lisbon and the Centre with noteworthy increases in overnight stays**

There were significant increases in overnight stays throughout the mainland regions in September, as in previous months, namely in Alentejo (+19.7%), Lisbon (+15.9%) and the Centre (+12.4%). In Madeira, the number of overnight stays recorded slight changes and in Azores there was a 2.7% reduction. The Algarve was the most sought after region in September (39.3% of the total, growing by 9.8%), followed by Lisbon (23.4%), Madeira (11.8%) and the North (11.3%).

Overnight stays from residents increased sharply in Algarve (+15.5% from +22.2% in August) and in Lisbon (+13.8% from +18.6% in the previous month). These regions concentrated 34.6% and 17.6% of overnight stays from the internal market. The North, in spite of a lower increase (+3.9%) recorded a number of overnight stays from residents that corresponded to 17.0% of the total, weighting almost the same as the Centre and Lisbon. Madeira declined by 6.5% in number of overnight stays from residents (-12.0% in August).

Overnight stays from non residents increased significantly in all mainland regions, with the emphasis on the increases of 36.2% in Alentejo (weighting 1.6% in the total of overnight stays from non residents), and 16.4% in Lisbon (25.6% of the total). The Algarve aggregated 41.0% of overnight stays spent by residents abroad and recorded an 8.1% increase.

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

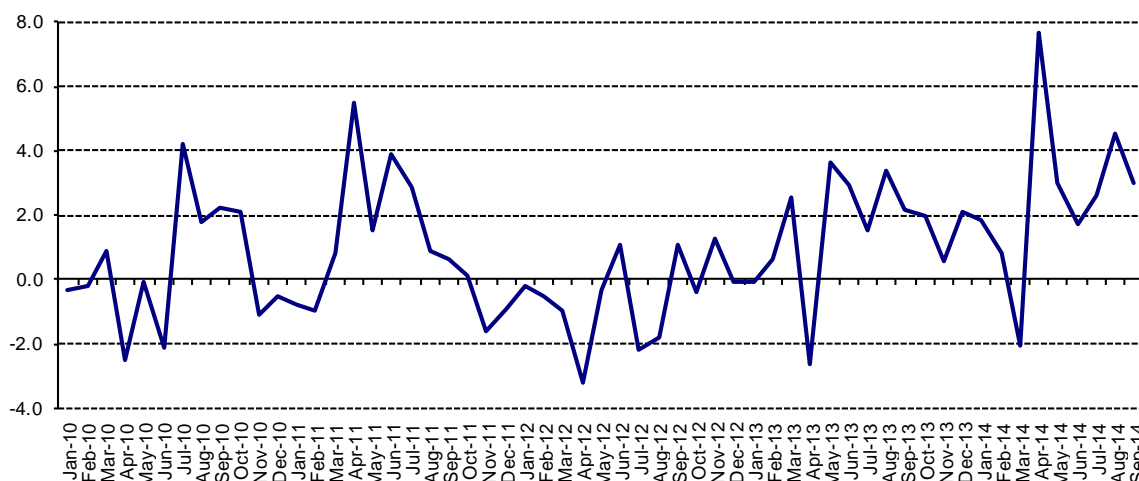
NUTS II	Overnight stays (10 <sup>3</sup> )				Residents overnight stays (10 <sup>3</sup> )				Non residents overnight stays (10 <sup>3</sup> )			
	Sept 14	Year-on-year change rate (%) Sept 14	Jan to Sept 14	Year-on-year change rate (%) Jan-Sept 14	Sept 14	Year-on-year change rate (%) Sept 14	Jan to Sept 14	Year-on-year change rate (%) Jan-Sept 14	Sept 14	Year-on-year change rate (%) Sept 14	Jan to Sept 14	Year-on-year change rate (%) Jan-Sept 14
<b>Portugal</b>	<b>5 275.2</b>	<b>9.9</b>	<b>37 509.7</b>	<b>10.6</b>	<b>1 464.7</b>	<b>10.5</b>	<b>11 327.6</b>	<b>13.3</b>	<b>3 810.5</b>	<b>9.7</b>	<b>26 182.0</b>	<b>9.4</b>
North	594.3	8.6	4 228.3	11.1	248.5	3.9	1 977.0	7.4	345.8	12.3	2 251.3	14.5
Centre	476.9	12.4	3 300.9	10.0	255.2	11.6	1 927.3	9.6	221.7	13.4	1 373.6	10.6
Lisbon	1 232.3	15.9	9 008.8	14.9	258.5	13.8	2 141.8	14.8	973.8	16.4	6 867.0	14.9
Alentejo	147.6	19.7	1 059.5	17.0	87.0	10.3	701.3	13.3	60.6	36.2	358.2	24.9
Algarve	2 070.6	9.8	14 042.5	10.8	507.0	15.5	3 714.4	19.7	1 563.6	8.1	10 328.0	7.9
Azores	130.2	-2.7	890.5	-0.7	39.1	1.1	324.9	6.7	91.0	-4.2	565.6	-4.5
Madeira	623.3	0.1	4 979.2	3.9	69.4	-6.5	540.9	7.3	553.9	1.0	4 438.3	3.5

### Net bed occupancy rates have increased

The net bed occupancy rate in tourism accommodation establishments was 57.3% in September 2014 (+3.0 p.p., after growing by 4.6 p.p. in the previous month).

In the first nine months of 2014, the occupancy rate was 47.1% (+2.7 p.p.).

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



The main tourist regions recorded the highest occupancy rates: 71.5% in Madeira, 67.8% in Lisbon and 61.4% in Algarve, with Lisbon recording the highest increase (+5.6 p.p.) and Algarve growing slightly (+1.3 p.p.) while Madeira had the same occupancy rate.

The increases in the Centre (+4.9 p.p.) and in the Alentejo (+4.5 p.p.) are also worth mentioning.

**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 (%)
	Sept-13	Sept-14		Sept-13	Sept-14	
<b>Portugal</b>	<b>54.4</b>	<b>57.3</b>	<b>3.0</b>	<b>3.04</b>	<b>3.02</b>	<b>-0.6</b>
North	43.9	47.0	3.1	1.85	1.86	0.9
Centre	34.3	39.2	4.9	1.86	1.81	-2.4
Lisbon	62.2	67.8	5.6	2.38	2.45	2.8
Alentejo	33.4	38.0	4.5	1.70	1.77	3.7
Algarve	60.0	61.4	1.3	4.90	4.88	-0.3
Azores	51.8	48.7	-3.1	3.36	3.25	-3.3
Madeira	71.5	71.5	0.0	5.68	5.57	-2.0

The "pousadas" recorded a quite significant increase in net bed occupancy rate (+5.4 p.p.), as well as three star hotels (+4.7 p.p.), five star hotels (+4.1 p.p.) and four star hotels (+4.0 p.p.). Four and five star hotels recorded the highest values in net bed occupancy rates (68.4% and 68.2% 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 (%)
	Sept-13	Sept-14		Sept-13	Sept-14	
<b>Total</b>	<b>54.4</b>	<b>57.3</b>	<b>3.0</b>	<b>3.04</b>	<b>3.02</b>	<b>-0.6</b>
<b>Hotels</b>	<b>57.7</b>	<b>61.7</b>	<b>3.9</b>	<b>2.63</b>	<b>2.63</b>	<b>0.0</b>
*****	64.2	68.2	4.1	2.96	2.91	-1.6
****	64.4	68.4	4.0	2.90	2.88	-0.6
***	49.0	53.6	4.7	2.29	2.33	1.7
** / *	43.8	46.4	2.6	1.95	2.00	2.5
<b>Apartment hotels</b>	<b>60.8</b>	<b>60.2</b>	<b>-0.5</b>	<b>4.46</b>	<b>4.59</b>	<b>2.9</b>
*****	55.7	59.5	3.9	4.11	4.34	5.5
****	62.6	61.9	-0.8	4.49	4.66	3.8
*** / **	57.1	56.1	-0.9	4.46	4.45	-0.3
<b>Pousadas</b>	<b>47.9</b>	<b>53.3</b>	<b>5.4</b>	<b>1.85</b>	<b>1.92</b>	<b>3.9</b>
<b>Tourist apartments</b>	<b>50.3</b>	<b>51.3</b>	<b>1.0</b>	<b>5.48</b>	<b>5.18</b>	<b>-5.5</b>
<b>Tourist villages</b>	<b>43.9</b>	<b>43.8</b>	<b>-0.1</b>	<b>5.21</b>	<b>5.39</b>	<b>3.4</b>
<b>Other tourist establishments</b>	<b>34.5</b>	<b>38.3</b>	<b>3.8</b>	<b>2.44</b>	<b>2.42</b>	<b>-0.8</b>

## Stable results in average stay

There were slight changes in average stay in September (-0.6%), with 3.02 nights (3.04 nights a year earlier).

The longest average stays came from Madeira (5.57 nights), Algarve (4.88) and Azores (3.25). However, these values stood below the ones recorded in the same period of 2013 (-2.0%, -0.3% and -3.3% respectively).

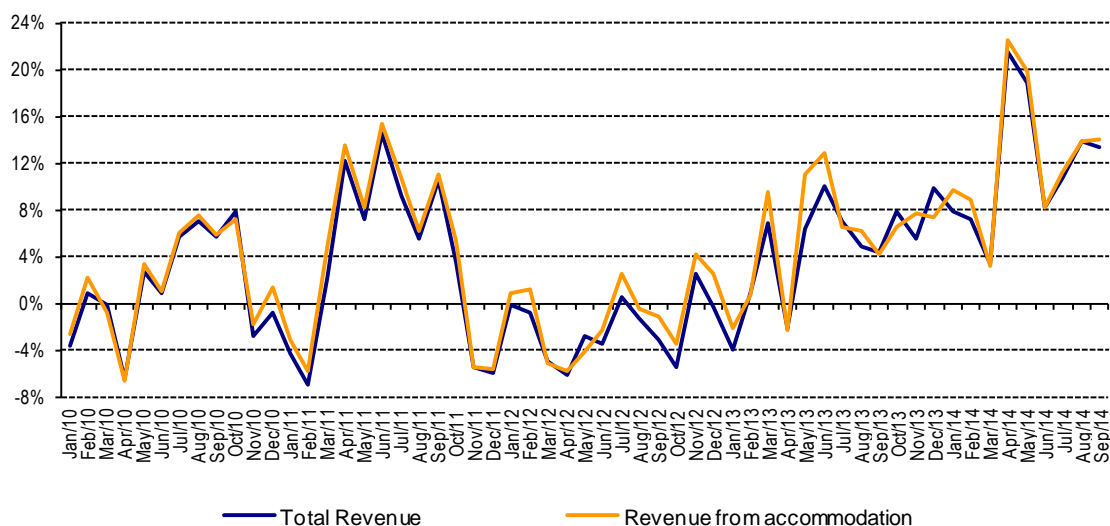
Following the outcome in overnight stays, the average stay had the highest increases in Alentejo (+3.7%) and in Lisbon (+2.8%).

## Revenue still growing

In September 2014, tourist accommodation establishments accounted for EUR 261.0 million in total revenue (+13.3%) and EUR 185.7 million in revenue from accommodation (+14.1%).

These results are in line with those of the previous month (+13.8% in total revenue and +13.9% in revenue from accommodation) with the results from the period January to September being slightly below the former (+12.4% and +12.9%).

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





In the regions of Lisbon and Algarve, the increases in total revenue (+18.7% and +16.5%) and in revenue from accommodation (+19.8% and +15.1%), surpassed the ones in overnight stays. In Madeira, in spite of the number of overnight stays having stabilized, revenue still recorded an increase (+5.0% in total revenue).

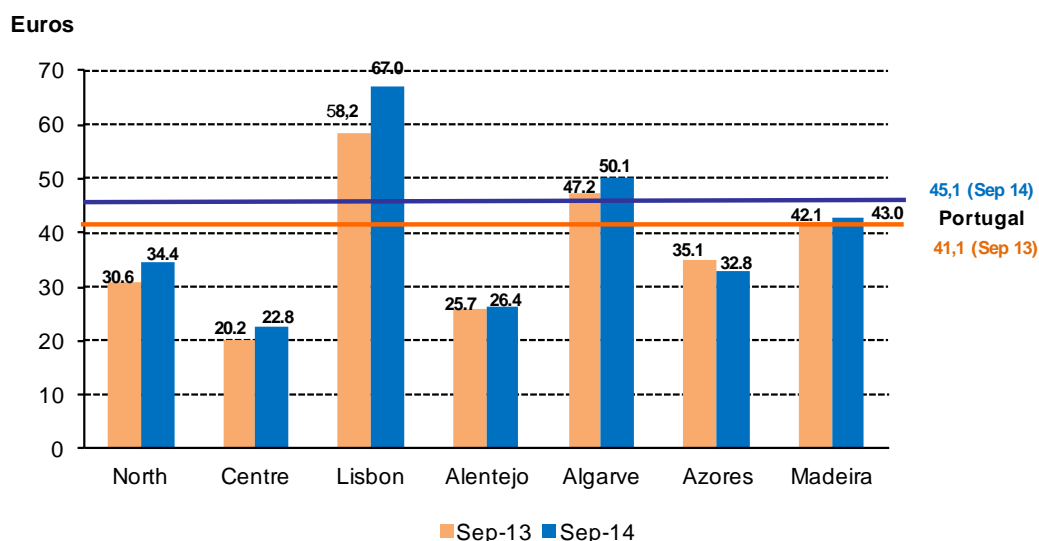
**Table 6. Revenue by region (NUTS II)**

NUTS II	Total revenue (10 <sup>6</sup> euros)		Revenue from accommodation	
	Sept-14	Year-on-year change rate (%)	Sept-14	Year-on-year change rate (%)
<b>Portugal</b>	<b>261.0</b>	<b>13.3</b>	<b>185.7</b>	<b>14.1</b>
North	27.9	8.8	20.8	13.9
Centre	20.3	9.7	13.6	11.6
Lisbon	77.9	18.7	57.7	19.8
Alentejo	6.7	4.0	4.7	8.8
Algarve	92.8	16.5	66.5	15.1
Azores	5.6	-6.4	4.2	-3.6
Madeira	29.8	5.0	18.2	3.1

The revenue per available room (RevPAR) was EUR 45.1 (+9.5%).

Lisbon recorded the highest value in this indicator, EUR 67.0, and simultaneously the highest increase (+14.5%). The Centre and the North also presented considerable increases (+12.5% and +12.3%), contrary to the Azores, the sole region with declining results (-6.6%).

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



When considering the type of establishment, the emphasis went to the increases in RevPAR recorded in three star hotels (+18.2%) and in two and one star hotels (+17.1%). As usual, five star hotels recorded the highest value in RevPAR (EUR 86.3 in September 2014).



**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
	Sept-13	Sept-14	%
<b>Total</b>	<b>41.1</b>	<b>45.1</b>	<b>9.5</b>
<b>Hotels</b>	<b>45.5</b>	<b>50.4</b>	<b>10.6</b>
*****	82.7	86.3	4.4
****	46.7	51.8	11.1
***	28.8	34.1	18.2
** / *	23.5	27.5	17.1
<b>Apartment hotels</b>	<b>45.6</b>	<b>46.4</b>	<b>1.7</b>
*****	50.1	57.2	14.3
****	49.6	49.9	0.6
*** / **	33.3	34.4	3.3
<b>Pousadas</b>	<b>61.0</b>	<b>60.8</b>	<b>-0.4</b>
<b>Tourist apartments</b>	<b>29.0</b>	<b>32.1</b>	<b>10.7</b>
<b>Tourist villages</b>	<b>33.7</b>	<b>33.0</b>	<b>-2.1</b>
<b>Other tourist establishments</b>	<b>20.9</b>	<b>23.8</b>	<b>13.7</b>

### Camping sites and holiday camps

In September 2014, camping sites hosted 172.0 thousand campers and recorded 595.6 thousand overnight stays (-6.7% and +1.5%, respectively). Results from residents, with 74.3% of all overnight stays, declined (11.5% less campers and 0.8% less overnight stays), while non residents strengthened their position (6.0% more campers and 8.8% more overnight stays).

The average stay recorded in September increased by 8.7%, having corresponded to 3.46 nights. Residents contributed the most for these results (3.73 nights with a 12.0% increase).

Holiday camps and youth hostels hosted 31.4 thousand guests and recorded 70.4 thousand overnight stays in September 2014, with these figures standing for reductions (-16.2% and -21.4% respectively). The average stay, 2.24 nights, also declined (-6.2%).

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

	Unit	Camping sites				Holiday camps and youth hostels			
		Total	Year-on-year change rate (%) Sept 14	Residents	Non residents	Total	Year-on-year change rate (%) Sept 14	Residents	Non residents
Campers / Guests	10 <sup>3</sup>	172.0	-6.7	118.7	53.3	31.4	-16.2	22.9	8.5
Overnight stays	10 <sup>3</sup>	595.6	1.5	442.4	153.2	70.4	-21.4	55.0	15.5
Average stay	no. nights	3.46	8.7	3.73	2.87	2.24	-6.2	2.40	1.81

## EXPLANATORY NOTES

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

2014 – August and September – preliminary data; January to July – provisional data.

2013 – January to December – final 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 Jul 14	-0.45 p.p.	-0.34 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.

**Hotel accommodation activity** – Includes hotels, apartment hotels, "*pousadas*", tourist apartments and tourist villages, as well as other accommodation establishments namely boarding houses, motels and inns that still maintain the former economic activity classification although currently not recognized as such.

**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:** 17 December 2014