19 January, 2015

Tourism activity

November 2014

Tourism accommodation activity kept growing at a two digits rate, but with a slower pace particularly at the internal market

The total number of overnight stays spent in tourism accommodation activity establishments stood at 2.4 million in November 2014, corresponding to a year-on-year increase[1] of 11.4%, 2.5 percentage points less than the rate registered in the previous month. For this slow down contributed the internal market, which grew by 5.9%, but less than in the previous month (+12.5%), and also the external markets but at a lower degree (+13.9% in November and +14.4% in October).

Considering the main inbound markets, the emphasis went on Belgium (+57.1%), France (+37.7%), Brazil (+21.1%) and Ireland (+20.8%). Spain was the exception (-9.0%).

The average stay was 2.53 nights (+2.3%) and the net bed occupancy rate stood at 29.1% (+1.9 p.p.).

Revenue also grew (+15.8% in total revenue and +14.7% in revenue from accommodation), in line with the results of the previous month (+15.2% and +16.3%). RevPAR was EUR 20.4 (+10.3% in November and +11.6% in October).

Table 1. Global preliminary results from tourism activity

Global preliminary results	Unit	Month		Accumulated	
		Nov 14	Year-on-year change rate	Jan to Nov 14	Year-on-year change rate
Guests	10^3	929.3	8.8	15 179.6	11.7
Overnight stays	10^3	2 350.0	11.4	44 058.2	10.8
Residents in Portugal	10^3	710.0	5.9	12 971.4	12.7
Non residents	10^3	1 640.0	13.9	31 086.8	10.1
Average stay	No. of nights	2.53	2.3	2.90	-0.8
Net bed occupancy rate	%	29.1	1.9 p.p.	45.3	2.7 p.p.
Total revenue	10^6 €	113.4	15.8	2 098.8	12.6
Revenue from accommodation	10^6 €	75.3	14.7	1 488.9	13.3
RevPAR (Average revenue per available room)	€	20.4	10.3	34.3	9.2

Number of guests and overnight stays with slowed down growth

In November 2014, tourism accommodation activity establishments hosted 929.3 thousand guests and recorded 2.4 million overnight stays, which represented increases of 8.8% and 11.4%, respectively. These increases stood below the ones of October (+14.0% and +13.9%).

[1] 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.

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Overnight stays in hotels represented 70.8% of the total and increased by 12.6%. The highest increases came from tourist apartments and tourist villages (+16.3% and +13.4% respectively).

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
	Nov-13	Nov-14	%
Total	**2 109.9**	**2 350.0**	**11.4**
Hotels	**1 477.4**	**1 662.9**	**12.6**
*****	289.3	325.8	12.6
****	693.3	777.7	12.2
***	328.7	372.2	13.2
** / *	166.1	187.1	12.6
Apartment hotels	**277.3**	**304.6**	**9.8**
*****	26.4	25.0	-5.3
****	185.4	213.3	15.1
*** / **	65.6	66.4	1.2
Pousadas	**19.8**	**22.1**	**11.6**
Tourist apartments	**107.1**	**124.6**	**16.3**
Tourist villages	**72.5**	**82.2**	**13.4**
Other tourist establishments	**155.8**	**153.7**	**-1.3**

Overnight stays from non residents increased

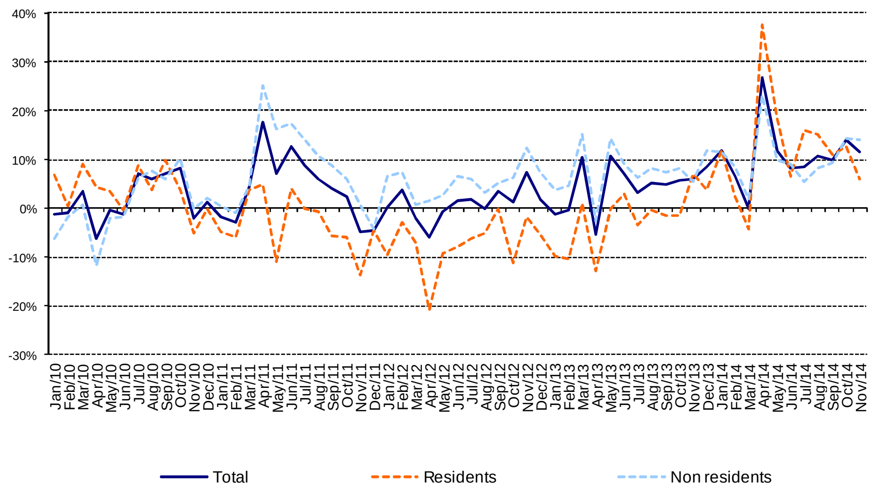
Overnight stays from residents totaled 710.0 thousand (+5.9%). This result represents a slowdown when compared with the most recent months (+12.5% in October, +10.9% in September and +15.0% in August).

It is worth mentioning that in November the weather conditions were not as favorable as in the previous month.

Overnight stays from non residents increased by 13.9%, corresponding to 1.6 million. This growth stood slightly below the one in October (+14.4%), but surpassed every other month in the year (except for April due to the celebration of Easter having occurred in a different month from the previous year).

In the period January to November, overnight stays from residents grew by 12.7% and those from non residents increased by 10.1%.

Figure1. Month-on-month change rates



In November 2014, the ten main inbound markets[2] represented 74.2% of overnight stays from non residents (73.3% in November 2013).

The British market (19.4% of the total overnight stays from non residents) grew by 14.5%, quite close to the result of the preceding month (+14.4%).

Germany also presented a significant evolution (+16.6% from +12.0% in October), with a 17.9% share.

Spain was the only one from the main inbound markets to present a reduction in demand (-9.0% in overnight stays), following a considerable period of positive results (+19.8% in October, +9.9% in September and +12.4% in August).

The French market, with a 8.3% relative weight, presented a strong increase (+37.7%) only surpassed by Belgium (+57.1%), although the latter had only a 2.1% share.

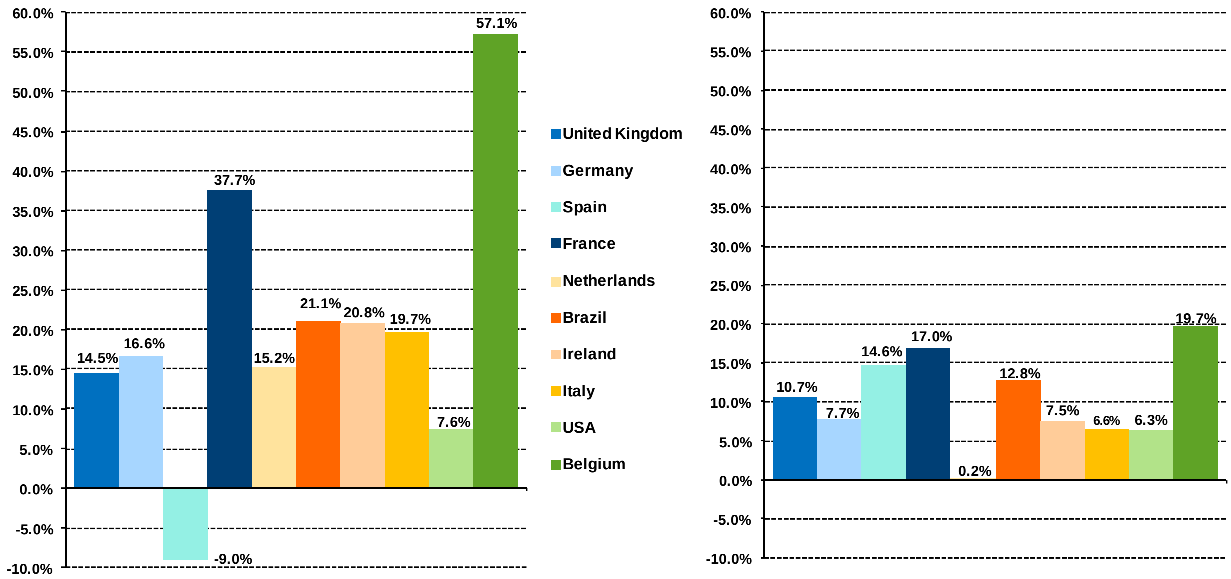
The Brazilian and the Irish markets also recorded relevant increases (+21.1% and +20.8%).

In the period January to November the emphasis went to the increases in the Belgian (+19.7%), French (+17.0%) and Spanish (+14.6%) markets.

Figure 2. Overnight stays by main inbound markets (1) – year-on-year change rates

2a. Year-on-year change rate November 2014

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



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

[2] Based on overnight stays in 2013

Azores, Lisbon and Algarve with outstanding increases in overnight stays

In November, the number of overnight stays has increased in all regions, particularly in Azores (+26.0%), where a noteworthy trend reversal took place (-1.2% in October and -2.7% in September), mainly due to the external markets evolution. Lisbon and Algarve attained outstanding increases as well (+15.1% and +13.7% respectively) and concentrated 31.8% and 21.8% in terms of demand, followed by Madeira (17.5% of the total).

Demand from the internal market kept growing in the Algarve (+23.6% overnight stays) resulting in a similar outcome to the one of the previous month (+24.5%) and in the remaining regions of the Mainland there was a slowdown in growth. The Azores grew by 4.8% in overnight stays from residents in November, comparing with -0.4% in October, while in Madeira there were 1.9% less overnight stays from residents in November (+13.3% growth in October). Lisbon (26.1%), the North (25.7%) and the Centre (21.9%) were the main destinations chosen by residents.

Overnight stays from foreigners increased quite considerably in Azores and Lisbon (+52.3% and +20.5% respectively). The Algarve and the North also recorded noteworthy increases (+12.0% in both), slightly below the ones in October (+16.2% and +13.4% respectively). The most sought after regions by non residents were Lisbon (33.9%), Algarve (26.1%) and Madeira (23.3%).

Table 3. Overnight stays by region (NUTS II)

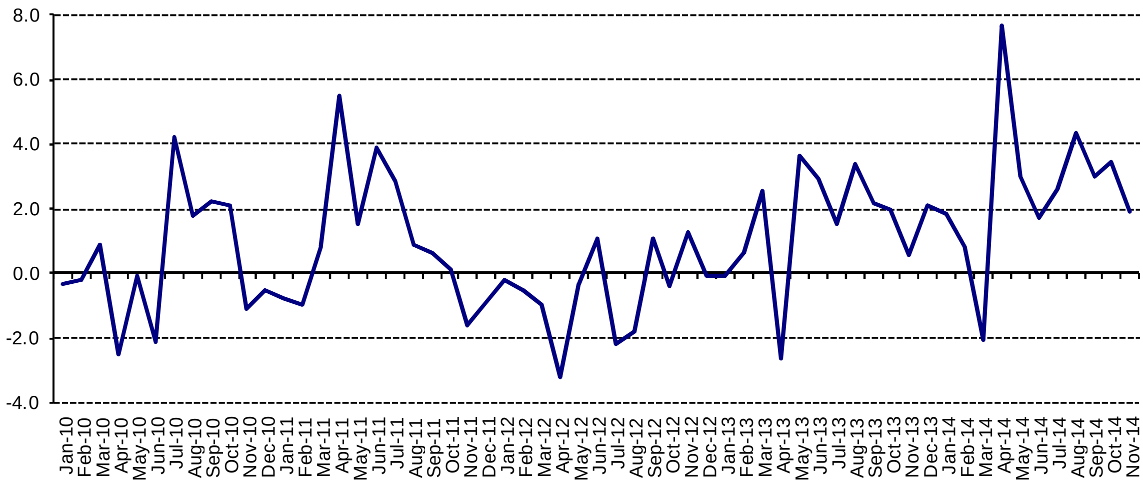
NUTS II	Overnight stays (10^3)				Residents overnight stays (10^3)				Non residents overnight stays (10^3)			
	Nov 14	Year-on-year change rate (%) Nov 14	Jan to Nov 14	Year-on-year change rate (%) Jan-Nov 14	Nov 14	Year-on-year change rate (%) Nov 14	Jan to Nov 14	Year-on-year change rate (%) Jan-Nov 14	Nov 14	Year-on-year change rate (%) Nov 14	Jan to Nov 14	Year-on-year change rate (%) Jan-Nov 14
Portugal	**2 350.0**	**11.4**	**44 058.2**	**10.8**	**710.0**	**5.9**	**12 971.4**	**12.7**	**1 640.0**	**13.9**	**31 086.8**	**10.1**
North	339.5	8.6	5 061.2	10.6	183.5	5.9	2 392.5	7.6	156.0	12.0	2 668.7	13.4
Centre	218.8	2.3	3 886.5	10.0	149.6	4.6	2 247.6	8.5	69.2	-2.4	1 638.9	12.0
Lisbon	748.5	15.1	10 885.2	14.8	191.7	1.8	2 570.0	13.5	556.8	20.5	8 315.3	15.2
Alentejo	68.9	7.3	1 238.3	17.2	49.0	6.6	809.9	12.8	19.8	9.1	428.5	26.6
Algarve	511.6	13.7	16 008.1	11.2	83.0	23.6	3 935.3	19.3	428.6	12.0	12 072.8	8.8
Azores	50.5	26.0	1 029.5	0.3	23.3	4.8	379.8	6.0	27.2	52.3	649.7	-2.7
Madeira	412.2	8.7	5 949.3	4.6	29.9	-1.9	636.4	10.3	382.4	9.7	5 312.9	3.9

Occupancy rates with positive evolutions

The net bed occupancy rate was 29.1% in November 2014, higher by 1.9 p.p. when compared with the same period of 2013 (in October the increase was 3.4 p.p.).

In the period January to November, the occupancy rate reached 45.3% (+2.7 p.p.).

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



Madeira and Lisbon held the highest values in this indicator (50.2% and 41.9%), also worth mentioning the North (27.7%). There were improved results in Lisbon (+4.2 p.p.), Azores (+3.7 p.p.) and Madeira (+2.4 p.p.).

Table 4. Net bed occupancy rate and average stay by region (NUTS II)

NUTS II	Occupancy rate			Average stay		
	%		Year-on-year variation (p.p.)	(No. of nights)		Year-on-year change rate (%)
	Nov-13	Nov-14		Nov-13	Nov-14	
Portugal	**27.2**	**29.1**	**1.9**	**2.47**	**2.53**	**2.3**
North	25.9	27.7	1.8	1.62	1.64	1.0
Centre	18.6	18.9	0.3	1.66	1.64	-1.0
Lisbon	37.6	41.9	4.2	2.19	2.25	3.2
Alentejo	18.9	19.7	0.8	1.58	1.58	0.6
Algarve	19.5	20.6	1.1	4.05	4.17	3.0
Azores	16.8	20.6	3.7	2.73	2.90	6.4
Madeira	47.8	50.2	2.4	5.55	5.61	1.1

Hotels increased by 2.4 p.p. their occupancy rate with the contribution of all categories, namely five star units (+3.2 p.p.). Four star apartment hotels presented a similar evolution (+3.0 p.p.). The highest occupancy rates came from five and four star hotels (36.8% and 35.2% respectively) and four and five star apartment hotels (31.3% and 30.5%).

Table 5. Net bed occupancy rate and average stay by type and category of the establishment

Type of establishment and category	Occupancy rate % Nov-13	Occupancy rate % Nov-14	Year-on-year variation (p.p.)	Average stay (No. of nights) Nov-13	Average stay (No. of nights) Nov-14	Year-on-year change rate (%)
Total	**27.2**	**29.1**	**1.9**	**2.47**	**2.53**	**2.3**
Hotels	**30.5**	**32.9**	**2.4**	**2.23**	**2.26**	**1.4**
*****	33.6	36.8	3.2	2.53	2.54	0.3
****	32.9	35.2	2.3	2.40	2.42	0.8
***	26.1	28.3	2.3	1.98	2.06	3.6
** / *	26.8	29.0	2.2	1.79	1.81	1.3
Apartment hotels	**28.1**	**29.8**	**1.7**	**4.09**	**4.35**	**6.4**
*****	28.2	30.5	2.3	4.35	4.43	1.9
****	28.3	31.3	3.0	4.15	4.62	11.4
*** / **	27.3	25.7	-1.7	3.86	3.65	-5.4
Pousadas	**23.2**	**25.1**	**1.9**	**1.68**	**1.75**	**4.6**
Tourist apartments	**14.6**	**14.6**	**0.0**	**4.97**	**4.99**	**0.5**
Tourist villages	**17.5**	**19.2**	**1.8**	**4.53**	**5.37**	**18.5**
Other tourist establishments	**22.8**	**24.5**	**1.7**	**2.08**	**2.14**	**2.5**

Slight increase in Average stay

The average stay was 2.53 nights (+2.3%).

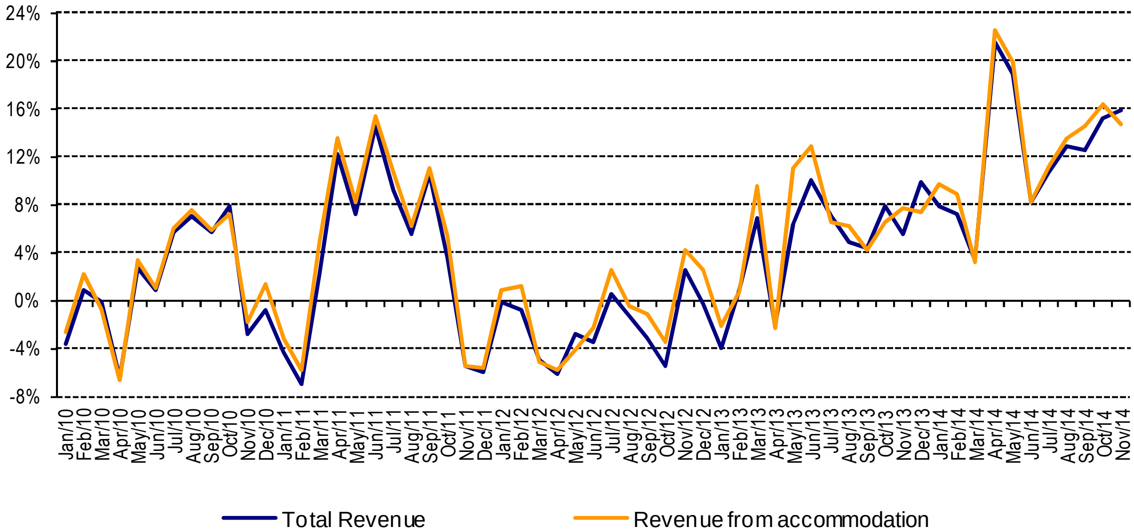
In Madeira the average stay was 5.61 nights, followed by the Algarve (4.17 nights) and the Azores (2.90 nights). The latter recorded the highest increase (+6.4%), with Lisbon also worth mentioning (+3.2%) and Algarve (+3.0%).

Revenue kept increasing

In November 2014, hotel accommodation activity establishments accounted for EUR 113.4 million in total revenue and EUR 75.3 million in revenue from accommodation, corresponding to increases of 15.8% and 14.7% respectively, in line with those of the previous month (+15.2% and +16.3%).

When considering the period January to November, there were lower increases (+12.6% in total revenue and +13.3% in revenue from accommodation).

Figure 4. Total revenue and total revenue from accommodation- Month-on-month change rate



Similarly to the outcome of the previous month, Lisbon presented substantial increases (+22.8% in total revenue and +21.2% in revenue from accommodation). The Algarve and the Azores presented noteworthy evolutions along with Madeira and the North.

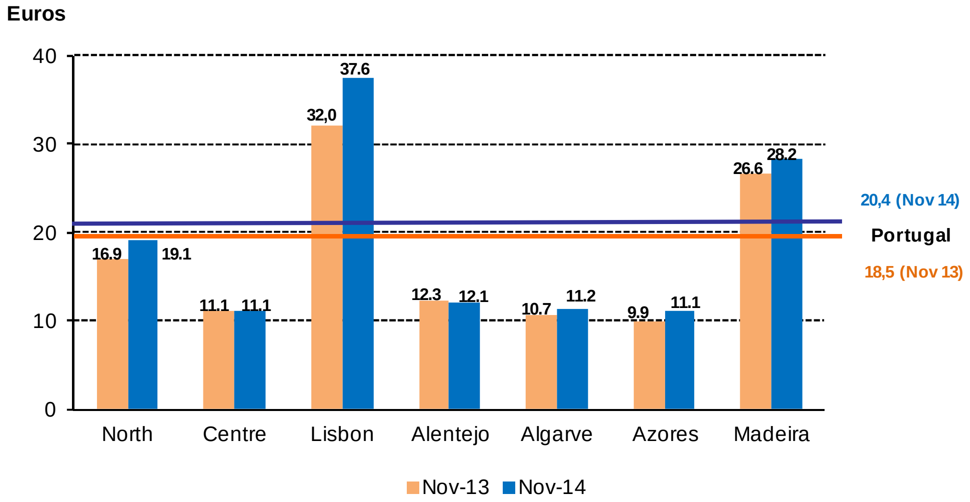
Table 6. Revenue by region (NUTS II)

NUTS II	Total revenue (10^6 euros)		Revenue from accommodation	
	Nov-14	Year-on-year change rate (%)	Nov-14	Year-on-year change rate (%)
Portugal	**113.4**	**15.8**	**75.3**	**14.7**
North	15.8	11.4	11.2	13.7
Centre	9.9	7.6	6.3	2.8
Lisbon	45.8	22.8	32.0	21.2
Alentejo	3.0	2.3	2.0	1.9
Algarve	18.6	14.4	11.3	13.4
Azores	1.9	12.8	1.3	15.2
Madeira	18.4	12.1	11.2	9.8

The average revenue per available room (RevPAR) was 20.4%, corresponding to 10.3% more, slightly less than in October (+11.6%).

Lisbon was the region with the highest RevPAR (Eur 37.6) which also corresponded to the highest increase (+17.2%). Madeira also recorded above average results in this indicator (EUR 28.2), which stood for an increase. The North accounted for a relevant increase of 12.9%.

Figure 5. Average revenue per available room



Five star apartment hotels presented noteworthy results with regard to the evolution of RevPAR (+27.2%), followed by tourist apartments (+17.8%) and five star hotels (+13.2%). Tourist villages were the only typology to record declining results (-9.4%).

As in normal circumstances, five star hotels recorded the highest value in RevPAR (EUR 43.1), followed by four star units (EUR 23.9) and *"pousadas"* (EUR 22.6).

Table 7. RevPAR by type and category of establishment

Type of establishment and category	RevPAR (€)		Year-on-year change rate
	Nov-13	Nov-14	%
Total	**18.5**	**20.4**	**10.3**
Hotels	**21.7**	**24.2**	**11.3**
*****	38.0	43.1	13.2
****	21.6	23.9	10.8
***	14.0	15.7	11.6
** / *	14.0	15.5	10.4
Apartment hotels	**14.9**	**16.2**	**8.7**
*****	14.0	17.8	27.2
****	16.0	17.3	8.3
*** / **	12.2	12.7	3.6
Pousadas	**21.9**	**22.6**	**3.1**
Tourist apartments	**6.5**	**7.7**	**17.8**
Tourist villages	**12.4**	**11.2**	**-9.4**
Other tourist establishments	**12.7**	**14.2**	**12.0**

Camping sites and holiday camps

In November 2014, camping sites hosted 42.7 thousand campers which spent 179.8 thousand overnight stays corresponding to increases of 4.9% and 6.9% respectively (+21.0% and +22.7% in October). Overnight stays have increased due to the sole contribution of non residents (+36.8%), since there was a 10.1% decrease from the internal market, which represented 53.7% of the total overnight stays. The average stay was 4.21 nights (+1.8%), with residents and non residents having performed differently (-11.8% and +21.7% respectively). In view of the results from the previous month (+15.7%), it should be noted the declining evolution of overnight stays from residents.

Holiday camps and youth hostels hosted 15.3 thousand guests and 28.0 thousand overnight stays, corresponding to an increase in number of guests (+6.6%) but a reduction in overnight stays (-1.9%). Overnight stays from residents reduced slightly (-0.9%); those from non residents declined by 5.3%. The average stay was 1.82 nights (-8.0%).

Table 8. Camping, holiday camps and youth hostels by origin of the guests in November 2014

	Unit	Camping sites				Holiday camps and youth hostels			
		Total	Year-on-year change rate (%) Nov 14	Residents	Non residents	Total	Year-on-year change rate (%) Nov 14	Residents	Non residents
Campers / Guests	10^3	42.7	4.9	29.7	13.0	15.3	6.6	12.0	3.3
Overnight stays	10^3	179.8	6.9	96.6	83.2	28.0	-1.9	21.6	6.4
Average stay	no. nights	4.21	1.8	3.25	6.39	1.82	-8.0	1.80	1.92

EXPLANATORY NOTES

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

2014 – October and November – preliminary data; January to September – 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 Sept 14	-0.43 p.p.	-1.05 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.

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: 16 February 2015