

## Tourism activity

March 2015

### Accommodation activity keeps positive results

Hotel establishments recorded 3.1 million overnight stays in March 2015, resulting on a year-on-year increase<sup>1</sup> of 11.5%, close to the outcome of February 2014 (+11.2%). The internal market increased by 17.9%, slightly less than in the previous month (+18.5%), while overnight stays from inbound markets had a 9.0% increase, above 8.1% in February. For this outcome, the contribution of the Spanish market stood out (+31.7%).

The average stay was 2.67 nights (+2.3%) and the occupancy rate stood at 35.1% (+3.7 p.p.).

Total revenue increased by 14.0% and revenue from accommodation grew by 15.6% (+12.5% and +15.4% in February). RevPAR was EUR 23.9, corresponding to an increase of 11.3%, slightly below the one of the previous month (+12.4%).

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

Global preliminary results	Unit	Month		Accumulated	
		Mar-15	Year-on-year change rate (%)	Jan to Mar 15	Tvh (%)
Guests	10 <sup>3</sup>	1 146.2	9.0	2 800.8	11.0
Overnight stays	10 <sup>3</sup>	3 060.7	11.5	7 212.4	11.5
Residents in Portugal	10 <sup>3</sup>	926.4	17.9	2 274.9	16.9
Residents abroad	10 <sup>3</sup>	2 134.2	9.0	4 937.4	9.2
Average stay	no. of nights	2.67	2.3	2.58	0.5
Net bed occupancy rate	%	35.1	3.7 p.p.	29.8	2.7 p.p.
Total revenue	EUR 10 <sup>6</sup>	138.8	14.0	329.0	14.8
Revenue from accommodation	EUR 10 <sup>6</sup>	94.6	15.6	223.8	16.4
RevPAR (Average revenue per available room)	EUR	23.9	11.3	20.3	13.2

### Guests and overnight stays grew in line with the previous month

In March 2015, tourism accommodation establishments recorded 1.1 million guests and 3.1 million overnight stays (+9.0% and +11.5% respectively). These increases were close to the ones of the previous month, considering guests (+11.8%) and overnight stays (+11.2%).

<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.

Hotels, weighting 67.9% of the total of overnight stays, presented a 13.2% growth. The “*pousadas*” (+23.9%) and tourist apartments (+20.2%) had noticeable increases considering overnight stays. Apartment hotels (+6.0%, corresponding to 14.3% of the total) had the sole positive contribution of the four star category, since the remaining categories declined.

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

Unit: 10<sup>3</sup>

Type of establishment and category	Overnight stays		Year-on-year change rate
	Mar-14	Mar-15	%
<b>Total</b>	<b>2 744.7</b>	<b>3 060.7</b>	<b>11.5</b>
<b>Hotels</b>	<b>1 835.1</b>	<b>2 077.0</b>	<b>13.2</b>
*****	359.3	405.0	12.7
****	889.7	991.2	11.4
***	407.0	469.1	15.3
** / *	179.1	211.7	18.2
<b>Apartment hotels</b>	<b>412.8</b>	<b>437.7</b>	<b>6.0</b>
*****	37.2	36.2	-2.7
****	273.9	310.5	13.4
*** / **	101.7	91.0	-10.5
<b>Pousadas</b>	<b>27.6</b>	<b>34.1</b>	<b>23.9</b>
<b>Tourist apartments</b>	<b>181.4</b>	<b>218.1</b>	<b>20.2</b>
<b>Tourist villages</b>	<b>111.5</b>	<b>117.2</b>	<b>5.1</b>
<b>Other tourist establishments</b>	<b>176.3</b>	<b>176.5</b>	<b>0.1</b>

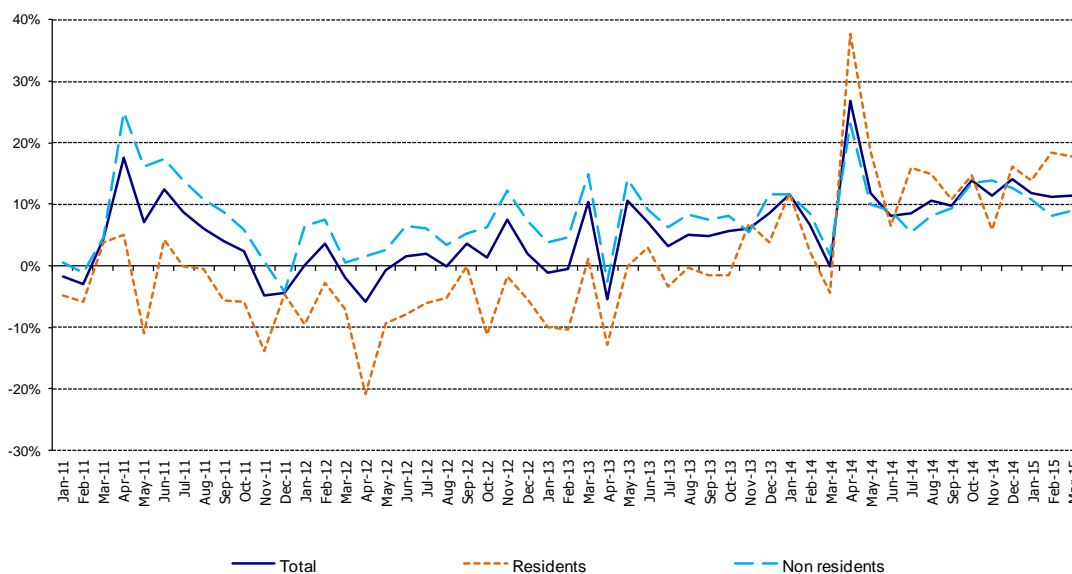
### Slight slowdown in overnight stays from residents

The number of overnight stays from residents stood at 926.4 million (+17.9%), slowing down when compared with the previous month (+18.5%).

On the contrary, the evolution of the external markets (2.1 million overnight stays) accounted for an increase of 9.0%, above the one of February (+8.1%).

In the first quarter of 2015, overnight stays from the internal market grew by 16.9% and those from non residents 9.2%.

**Figure1. Month-on-month change rates**



The ten main inbound markets<sup>2</sup> corresponded to 75.7% of overnight stays from non residents (74.7% in March 2014) and recorded a mostly positive evolution.

The British market increased by 5.1%, corresponding to a relative weight of 20.5%. This result surpassed the one of the previous month (+3.2%) and the one of January (+2.1%).

The German market (+11.5%) reached the highest share in recent years, corresponding to 19.0% of overnight stays from foreign guests.

Overnight stays from the Spanish market attained a remarkable growth (+31.7%), closely connected with the Easter holiday period which started in March. This outcome largely surpassed the growth of the previous months (+11.3% in February and +15.1% in January). There was an increase in weight as well (9.7%, from 8.1% in March 2014).

The French market slowed down (+12.9% in overnight stays) in view of February (+24.0%) and January (+29.7%). Overnight stays spent by French residents represented 7.4% of the total.

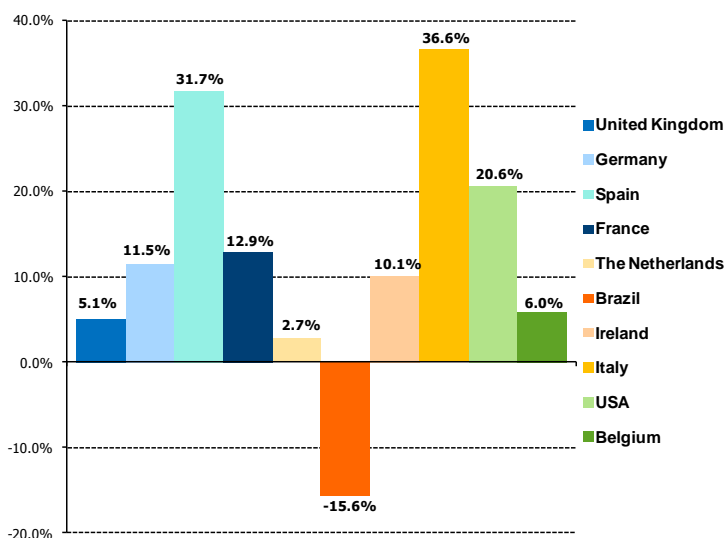
Italy recorded the largest increase (+36.6%), with the emphasis also going to the USA (+20.6%). Brazil was the only one of the main markets to record declining results (-15.6%), following several months of remarkable results.

<sup>2</sup> Based on overnight stays in 2014 (provisional results)

**Figure 2. Overnight stays by main inbound markets – Month-on-month change rate**

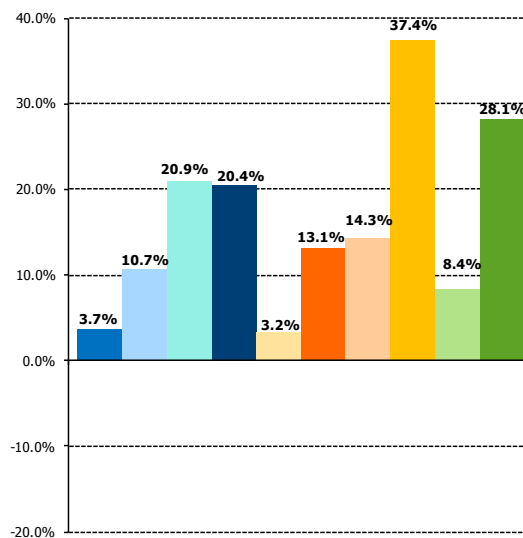
**2a. Month-on-month change rate**

**March 2015**



**2b. Accumulated month-on-month change rate**

**January to March 2015**



**Overnight stays increased in all regions**

Overnight stays increased in all regions, more so in Azores and in the North (+19.1% and +17.8% respectively). Worth noticing the recovery of the Algarve (+11.5% compared with -1.5% in February and -1.3% in January). The most sought after destinations, as usual, were Lisbon (28.5%) and Algarve (27.3%).

Overnight stays from residents increased in all regions with the exception of Madeira (-6.1% compared with +14.2% in the previous month). In the Mainland, the Algarve stood out (+54.7%) benefiting from a calendar effect associated to the Easter school vacations which started on the second fortnight of March.

Lisbon, the North and the Centre were the main destinations chosen by the Portuguese (24.0%, 22.5% and 20.6% of overnight stays, respectively).

The widespread increase of overnight stays from residents in the Mainland may have been related to the very favorable weather conditions.

Overnight stays from non residents increased in all regions, more so in the North (+21.4%), the Centre (+19.8%) and Azores (+18.4%). In Algarve, there was a 4.0% increase considering non residents, interrupting the decline of the previous two months. This region was the main destination for the external markets (31.1%), followed by Lisbon (30.5%).

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

Unit: 10<sup>3</sup>

NUTS II	Total of overnight stays				Overnight stays from residents				Overnight stays from non residents			
	Mar-15		Jan to Mar 15		Mar-15		Jan to Mar 15		Mar-15		Jan to Mar 15	
	Value	Year-on-year change rate (%)	Value	Year-on-year change rate (%)	Value	Year-on-year change rate (%)	Value	Year-on-year change rate (%)	Value	Year-on-year change rate (%)	Value	Year-on-year change rate (%)
<b>Portugal</b>	<b>3 060.7</b>	<b>11.5</b>	<b>7 212.4</b>	<b>11.5</b>	<b>926.4</b>	<b>17.9</b>	<b>2 274.9</b>	<b>16.9</b>	<b>2 134.2</b>	<b>9.0</b>	<b>4 937.4</b>	<b>9.2</b>
North	396.3	17.8	969.1	16.2	208.3	14.8	544.9	14.7	188.0	21.4	424.2	18.2
Centre	289.5	16.6	691.5	18.6	191.1	15.1	484.9	20.2	98.5	19.8	206.7	15.1
Lisbon M. A.	873.1	10.5	2 145.7	15.8	222.5	10.9	591.7	8.9	650.6	10.4	1 554.0	18.6
Alentejo	89.1	6.3	208.5	16.6	59.2	5.9	146.7	20.3	30.0	7.1	61.9	8.7
Algarve	834.7	11.5	1 747.4	4.3	171.3	54.7	321.9	36.3	663.5	4.0	1 425.5	-0.9
A. R. Azores	61.2	19.1	136.2	23.8	34.5	19.6	78.9	20.1	26.7	18.4	57.3	29.2
A. R. Madeira	516.7	6.3	1 313.9	6.5	39.7	-6.1	106.0	5.8	477.0	7.5	1 207.9	6.5

### Increase in average stay

The average stay was 2.67 nights (+2.3%), recovering from the 0.5% decline in the previous month.

The regions with the longest stays were Madeira (5.33 nights) and Algarve (4.29 nights). The latter region stood out with a 13.1% increase considering the duration of the stays.

The average stay in the first quarter of 2015 was 2.58 nights (+0.5%).

**Table 4. Average stay and net bed occupancy rate by region (NUTS II)**

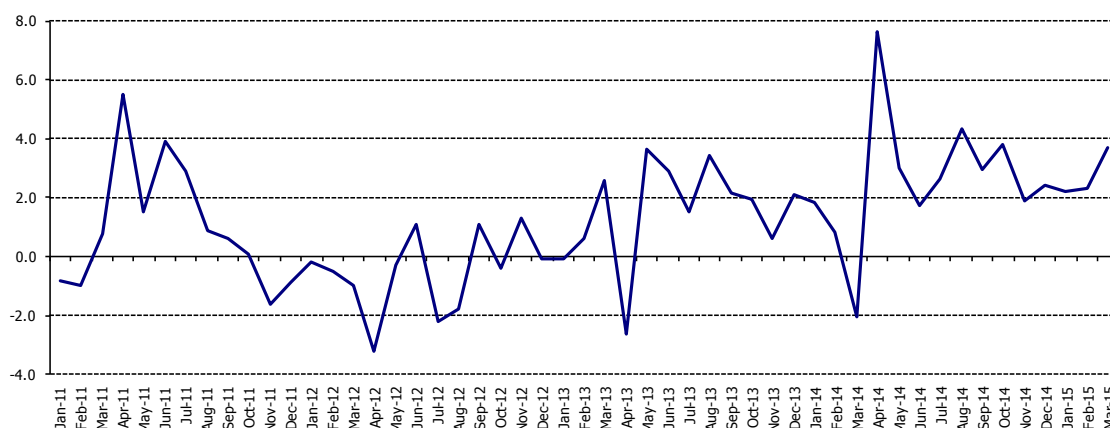
NUTS II	Average stay			Occupancy rate		
	(No. of nights)		Year-on-year change rate (%)	%		Year-on-year variation (p.p.)
	Mar-14	Mar-15		Mar-14	Mar-15	
<b>Portugal</b>	<b>2.61</b>	<b>2.67</b>	<b>2.3</b>	<b>31.4</b>	<b>35.1</b>	<b>3.7</b>
North	1.67	1.69	1.4	26.8	30.8	4.0
Centre	1.66	1.67	0.9	21.2	22.8	1.6
Lisbon M. A.	2.28	2.34	2.6	43.8	45.8	2.0
Alentejo	1.77	1.69	-4.5	23.2	23.3	0.1
Algarve	3.80	4.29	13.1	24.5	30.2	5.7
A. R. Azores	2.76	2.86	3.4	20.9	23.9	3.0
A. R. Madeira	5.37	5.33	-0.8	57.9	60.8	2.9

### Occupancy rate keeps positive evolution

In March 2015, the net bed occupancy rate was 35.1% (+3.7 p.p.).

In the first quarter of the year the occupancy rate was 29.8% (+2.7 p.p.).

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



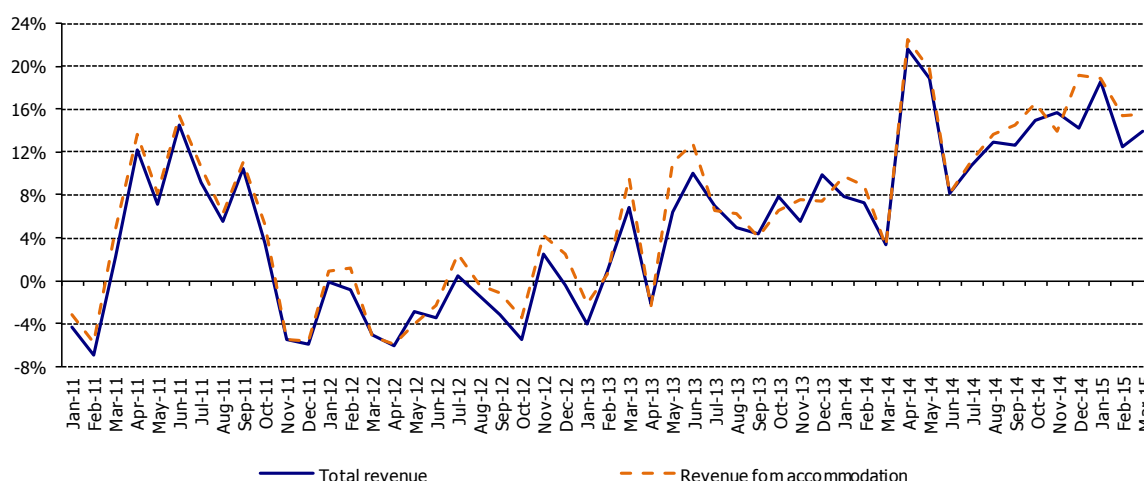
As in the previous month, Madeira and Lisbon recorded the highest occupancy rates (60.8% and 45.8%). However, the regions that grew the most regarding this indicator were the Algarve (+5.7 p.p.) and the North (+4.0 p.p.).

### Positive results in revenue

Hotel accommodation activity establishments accounted for EUR 138.8 million in total revenue and EUR 94.6 million in revenue from accommodation, corresponding to increases of 14.0% and 15.6% respectively.

The results from the 1<sup>st</sup> quarter stood for increases of 14.8% and 16.4% (at current prices) respectively, above the 11.5% change rate in overnight stays in the same quarter.

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



On a regional level, there was an overall increase in revenue, more so in the North (+21.5% in total revenue and +23.6% in revenue from accommodation). It should be noticed the recovery in Algarve (+9.9% and +14.2%,

comparing with -0.4% and +1.0% in February). Lisbon contributed the most for the results of the national revenue (35.8% of the total and 37.4% of revenue from accommodation).

**Table 5. Revenue by region (NUTS II)**

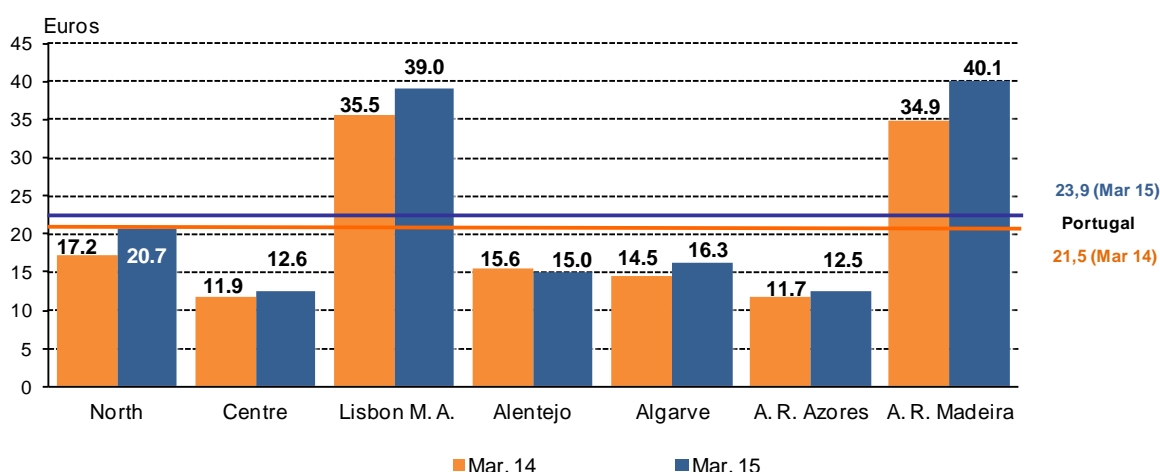
Unit: EUR 10<sup>6</sup>

NUTS II	Total revenue		Revenue from accommodation	
	Mar-15	Year-on-year change rate (%)	Mar-15	Year-on-year change rate (%)
<b>Portugal</b>	<b>138.8</b>	<b>14.0</b>	<b>94.6</b>	<b>15.6</b>
North	17.9	21.5	12.8	23.6
Centre	11.6	12.4	7.7	14.2
Lisbon M. A.	49.7	15.6	35.3	14.9
Alentejo	4.1	8.4	2.7	5.3
Algarve	27.6	9.9	18.0	14.2
A. R. Azores	2.2	10.5	1.5	10.5
A. R. Madeira	25.7	12.4	16.5	15.6

The average revenue per available room (RevPAR) was EUR 23.9 and revealed a 11.3% increase, below the one of February (+12.4%).

In Madeira, the RevPAR stood at EUR 40.1, followed by Lisbon (EUR 39.0) and the North (EUR 20.7). The latter region presented a noteworthy growth (+20.2%) and Madeira grew as well (+15.1%). The Alentejo was the only region with declining results (-3.6%).

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





As in previous occasions, five star hotels recorded the highest value in this indicator (EUR 47.2) with the emphasis also in "pousadas" (EUR 31.3) and five star apartment hotels (EUR 30.6). The evolution was more evident in five and four stars apartment hotels (+22.9% and +20.8%) and in tourist apartments (+17.5%).

**Table 6. RevPAR by type and category of establishment**

Unit: EUR

Type of establishment and category	RevPAR (€)		Year-on-year change rate
	Mar-14	Mar-15	%
<b>Total</b>	<b>21.5</b>	<b>23.9</b>	<b>11.3</b>
<b>Hotels</b>	<b>24.7</b>	<b>27.2</b>	<b>9.9</b>
*****	43.4	47.2	8.8
****	25.2	26.9	7.1
***	15.7	18.3	16.2
** / *	14.3	16.6	16.2
<b>Apartment hotels</b>	<b>20.1</b>	<b>23.4</b>	<b>16.4</b>
*****	24.9	30.6	22.9
****	21.1	25.5	20.8
*** / **	15.8	15.2	-3.9
<b>Pousadas</b>	<b>27.4</b>	<b>31.3</b>	<b>14.0</b>
<b>Tourist apartments</b>	<b>9.0</b>	<b>10.6</b>	<b>17.5</b>
<b>Tourist villages</b>	<b>14.0</b>	<b>16.0</b>	<b>14.7</b>
<b>Other tourist establishments</b>	<b>14.4</b>	<b>15.3</b>	<b>6.3</b>

### Camping sites and holiday camps

In March 2015, the camping sites hosted 57.5 thousand campers which spent 227.5 thousand overnight stays, the equivalent to increases of 10.5% and 15.8% respectively. These results stood above the ones of the preceding month (+4.1% and +8.6%) and those of the first quarter (+6.4% and +12.1%). Overnight stays from residents increased by 20.7% and represented 50.1% of the total, while the external markets grew by 11.3%. The average stay was 3.96 nights (+4.8%), with a higher value for non residents (5.32 nights, corresponding to +9.1%).

Holiday camps and youth hostels recorded 21.1 thousand guests and 41.4 thousand overnight stays. These figures corresponded to a reduction in number of guests (-2.4%) and an increase in overnight stays (+5.1%), as a result from longer stays (1.96 nights on average; +7.6%). The increase in overnight stays had the sole contribution of the internal market (+7.6%), since the external markets declined in performance (-4.4%).



**Table 7. Camping, holiday camps and youth hostels by origin of the guests**

Month: March 2015

	Unit	Camping sites						Holiday camps and youth hostels					
		Total	Year-on-year change rate (%)	Residents	Year-on-year change rate (%)	Non residents	Year-on-year change rate (%)	Total	Year-on-year change rate (%)	Residents	Year-on-year change rate (%)	Non residents	Year-on-year change rate (%)
Campers / Guests	10 <sup>3</sup>	57.5	10.5	36.1	16.2	21.4	2.0	21.1	-2.4	17.7	2.6	3.4	-22.1
Overnight stays	10 <sup>3</sup>	227.5	15.8	114.0	20.7	113.5	11.3	41.4	5.1	33.5	7.6	7.9	-4.4
Average stay	no. nights	3.96	4.8	3.15	3.9	5.32	9.1	1.96	7.6	1.89	4.8	2.31	22.7

## EXPLANATORY NOTES

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

2015 – March and February – preliminary data; January – provisional data.

2014 – 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 15	-1.5 p.p.	+0.9 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.

In order to simplify the language, the term "foreigner" might be used instead of "non resident".

The "Lisbon Metropolitan Area" (Lisbon M. A.) is referred to in the text as "Lisbon".

## ABBREVIATIONS

RevPAR – Revenue per Available Room

**Date of next press release:** 16 June 2015