

Tourism Statistics

2014

Tourism activity with positive results in 2014

According to the provisional data from the World Tourism Organization, the number of international tourist arrivals worldwide, in 2014, accounted for 1 134.7 million tourists (+4.4% in view of 2013).

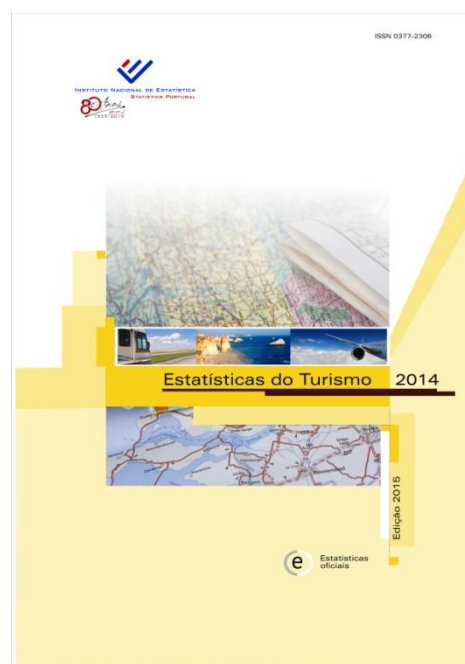
Statistical data from the survey on guest stays in hotel accommodation and other establishments showed that overall results from hotel accommodation were positive. The number of guests stood at 15.0 million (+12.6% from 2013) and overnight stays were 43.5 million (+11.0%). The internal market was responsible for 6.1 million guests and 12.7 million overnight stays (respectively +13.1% and +14.1% from 2013), while the inbound markets originated 8.9 million guests (+12.2%) and 30.88 million overnight stays (+9.8%).

In hotel accommodation activity, total revenue reached EUR 2.1 thousand million (+12.9%) and revenue from accommodation totalled EUR 1.5 thousand million (+13.7%).

In 2014, all available tourist accommodations hosted 17.3 million guests (+13.9%) and 48.8 million overnight stays (+12.1%). Hotel accommodation activity recorded 86.5% of total guests and 89.3% of total overnight stays.

This press release contains the main results of the publication **"Tourism Statistics 2014"** that disseminates a wide set of indicators covering tourism activity in Portugal updated to 2014.

On this edition, the emphasis goes to the dissemination of data covering tourist supply regarding overnight stays in means of accommodation, for the first time, with a breakdown in coastal zones / non coastal zones.



Arrivals from international tourists increased by 4.4%

In 2014, the provisional data from the World Tourism Organization point to an increase of 4.4% in international tourist arrivals corresponding to 1 134.7 million tourists.

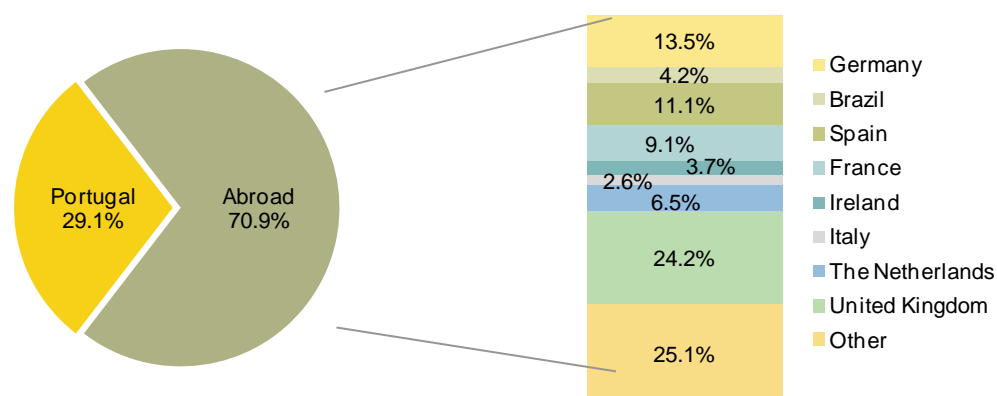
Europe concentrated more than half of the arrivals of international tourists (51.4%), a 3.0% increase in relation to the previous year. The American continent recorded the largest increase (+8.1%), followed by Asia and the Pacific (+5.4%). The Middle East (+4.6%) presented a noteworthy recovery (-3.4% in 2013).

Guests and overnight stays increased steeply

In 2014, hotel establishments (hotels, apartment hotels, “pousadas” and “quintas da Madeira”, tourist villages and tourist apartments) recorded 15.0 million guests and 43.5 million overnight stays, corresponding to increases of 12.6% and 11.0% respectively.

The internal market originated 6.1 million guests and 12.7 million overnight stays (respectively +13.1% and +14.1% from 2013). The inbound markets accounted for 8.9 million guests (12.2% more than in the previous year) and 30.8 million overnight stays (+9.8%).

Figure 1 – Overnight stays in hotel accommodation by country of usual residence, 2014



The United Kingdom was the main inbound market (24.2% of overnight stays from non residents) and presented a 9.5% increase. Germany and Spain, with shares of 13.5% and 11.1%, also showed positive evolutions (7.6% and 15.4% respectively).

The global average stay was 2.90 nights (-1.4%) and the net bed occupancy rate stood at 45.2% (+2.6 p.p.).

Total revenue reached EUR 2.1 thousand million (+12.9%) and revenue from accommodation totalled EUR 1.5 thousand million (+13.7%). The RevPAR was EUR 34.5 (+8.5%).

In July 2014, there were 1 550 establishments in operation (6.0% more than in 2013), offering 284.9 thousand beds (+4.7%).

Means of tourist accommodation supplied increased capacity (342.5 thousand beds) and recorded more overnight stays

The overall tourist accommodation activity (hotel accommodation activity, tourism in rural areas, lodging and local accommodation) in July 2014, had on offer 3 578 establishments and 342.5 thousand beds (+7.0% and +5.0% in relation to 2013).

The number of guests stood at 17.3 million and overnight stays totalled 48.8 million, corresponding to increases of 13.9% and 12.1% respectively.

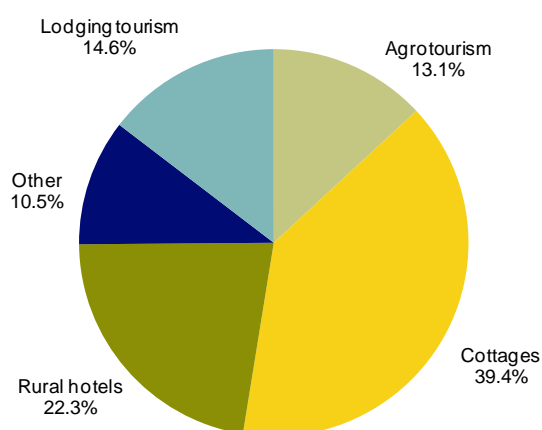
Hotel accommodation (hotels, apartment hotels, "pousadas" and "quintas da madeira", tourist villages and tourist apartments) represented 83.2% of the accommodation capacity (beds), 86.5% of the total of guests and 89.2% of overnight stays.

Steep increase in overnight stays in tourism in rural areas and in local accommodation

Tourism in rural areas and lodging tourism, in July 2014, had on offer 883 operating establishments (6.1% more than in 2013) and a capacity of 13.7 thousand beds (+6.7%).

The number of guests in these means of accommodation stood at 371.6 thousand and the number of overnight stays amounted to 855.7 thousand, corresponding to increases of 14.7% and 14.9% respectively. Average stays were 2.30 nights and the occupancy rate reached 20.4%.

Figure 2 – Overnight stays in tourism in rural areas by NUTS II, 2014



Local accommodation had a capacity of 43 840 beds, made available in 1 145 establishments. These figures stood for increases of 6.3% and 8.9% respectively.

In 2014, local accommodation hosted 2.0 million guests (+23.2%) which originated 4.3 million overnight stays (+20.5%). The average stay was 2.23 nights and the occupancy rate stood at 29.9%.

Camping sites with slight increases in main indicators

Results from camping sites in 2014 have shown a relative stability, with very small increases in capacity on offer (+0.5% corresponding to 185.5 thousand allocations) and overnight stays (+0.4% corresponding to 5.6 million).

Holiday camps and youth hostels accounted for a declining evolution, with a 6.5% reduction in number of beds available and 13.1% less overnight stays (708.7 thousand).

Revenue from tourism in Portugal highlighted growth

According to data from "Banco de Portugal" with regard to the item "Travel and Tourism" from the Balance of Payments, with reference to 2014, revenue has increased in relation to the previous year (+12.4% from +7.5% in 2013) and stood above the EUR 10 thousand million mark (EUR 10 394 million). Expenditure on "Travel and Tourism" totalled EUR3 318 million, representing a growth of 6.4% when compared with 2013. In 2014, the balance regarding this item reached EUR 7 000 million, reflecting a 15.4% annual growth (+8.3% in 2013).

EXPLANATORY NOTES

Balance of Payments – Item Travel and Tourism

Item Travel and Tourism mostly includes goods and services acquired from an economy by travelers during trips lasting less than a year in that economy. Goods and services are acquired by the traveler on his behalf or are provided to him free of charge for his own or third-party use. It excludes international transportation and the transportation of travelers within the economy being visited when provided by non residents.

Framework of the tourist accommodation sector typologies

According to the legislative framework stipulated by the DL nº 39/2008 of March 7, tourism businesses include hotel establishments (hotels, apartment hotels and "pousadas"), tourist villages and tourist apartments, rural tourism enterprises, outdoor tourism and lodging tourism, as well as other distinct types (tourist complexes / resorts and camping sites and caravan sites).

On the whole, the tourist accommodation sector includes hotel establishments, local accommodation, tourism in rural areas and lodging tourism.

Accommodation related activities in holiday camps, youth hostels and camping sites are presented separately.