15 September 2015

Tourism activity
July 2015

Overnight stays and revenue still growing substantially, but at a slower pace

Hotel establishments recorded 6.1 million overnight stays in July 2015, corresponding to a year-on-year increase[1] of 6.7% (+7.0% in June). Overnight stays from residents increased by 7.1%, more than in the previous month (+4.7%), and those from the inbound markets grew 6.5% (+7.9% in June).

The average stay (3.22 nights) declined by 2.0% while, on the contrary, the net bed occupancy rate (62.3%) increased by 2.6 p.p.

Revenue presented noteworthy positive results (+12.9% in total revenue and +15.3% in revenue from accommodation), below the results of June (+14.7% and +16.7%). RevPAR stood at EUR 55.3 (+13.9%).

Table 1. Global preliminary results from tourism activity

Global preliminary results	Unit	Month		Accumulated	
		Jul-15	Year-on-year change rate (%)	Jan to Jul 15	Tvh (%)
Guests	10^3	1 894.3	8.8	9 621.6	8.8
Overnight stays	10^3	6 090.3	6.7	26 830.3	7.3
Residents in Portugal	10^3	1 892.7	7.1	7 733.8	7.2
Residents abroad	10^3	4 197.6	6.5	19 096.5	7.3
Average stay	no. of nights	3.22	-2.0	2.79	-1.4
Net bed occupancy rate	%	62.3	2.6 p.p.	43.7	2.1 p.p.
Total revenue	EUR 10^6	315.6	12.9	1 311.7	12.3
Revenue from accommodation	EUR 10^6	237.2	15.3	932.5	14.4
RevPAR (Average revenue per available room)	EUR	55.3	13.9	33.8	12.4

Growth in number of guests and overnight stays close to the one recorded in the previous month

In July 2015, tourism accommodation establishments recorded 1.9 million guests and 6.1 million overnight stays (+8.8% and +6.7% respectively). These results are in line with those of the preceding month (+8.5% and +7.0%) and with the ones from the accumulated period of January to July (+8.8% and +7.3%).

[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.

The evolution of overnight stays according to the various types of establishment was positive, more so in the *"pousadas"* (+14.3%), hotels (+9.2%) and tourist villages (+8.3%). Hotels concentrated 61.9% of overnight stays and the apartment hotels had 15.2% of the total.

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

Unit: 10^3

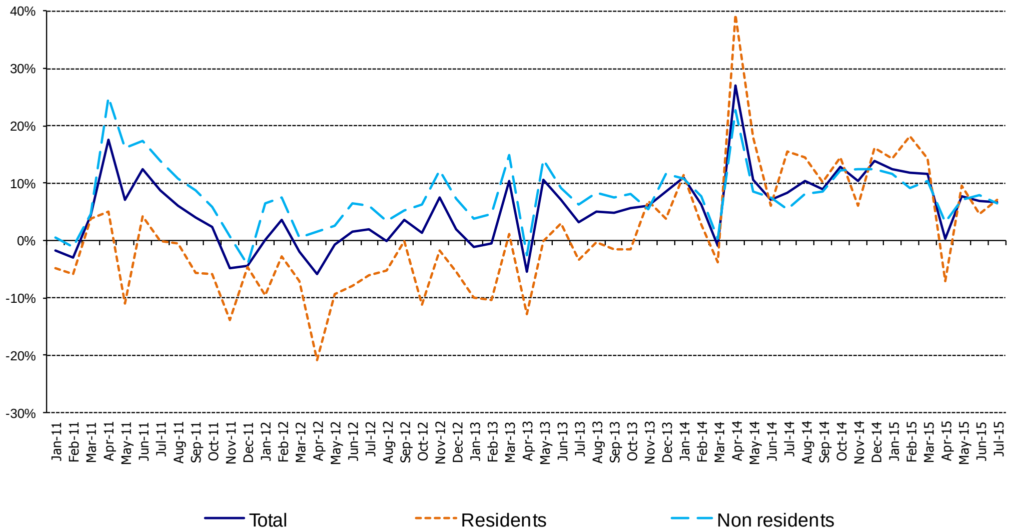
Type of establishment and category	Overnight stays		Year-on-year change rate
	Jul-14	Jul-15	%
Total	**5 709.3**	**6 090.3**	**6.7**
Hotels	**3 453.7**	**3 770.3**	**9.2**
*****	717.6	786.5	9.6
****	1 647.9	1 798.8	9.2
***	768.6	832.2	8.3
** / *	319.6	352.8	10.4
Apartment hotels	**918.6**	**923.1**	**0.5**
*****	59.1	55.5	-6.1
****	641.5	647.5	0.9
*** / **	217.9	220.0	1.0
Pousadas	**50.6**	**57.9**	**14.3**
Tourist apartments	**709.0**	**734.9**	**3.7**
Tourist villages	**307.1**	**332.7**	**8.3**
Other tourist establishments	**270.4**	**271.5**	**0.4**

Slight slowdown in the growing trend of overnight stays from non residents

The internal market grew by 7.1%, above the growth recorded in June (+4.7%) but in line with the accumulated result of the first seven months of the year (+7.2%).

There was a slight slowdown in the growth of overnight stays from non residents (+6.5% in July from +7.9% in June) which weighted 68.9% of the total. In the period January to July the recorded increase in overnight stays from the inbound markets was 7.3%.

Figure1. Month-on-month change rates



The ten main inbound markets[2] represented 80.3% of overnight stays from non residents, slightly above the joint share attained in the same month of the previous year (78.5%).

The British market presented a growth of 11.8% in overnight stays, the best result since the beginning of the year (+6.8% in the period January to July). This market represented 24.6% of the total, above the result of July 2014 (23.5%).

The Spanish market (12.4% of overnight stays from non residents) stood for a slight increase (+0.2%), interrupting the declining trend of the last three months (-0.6% in June, -11.0% in May and -11.1% in April).

The German market kept a noteworthy growth trend (+14.8%), as well as the French market (+10.5%). These markets held shares of 10.1% and 8.8% respectively.

The increases in overnight stays from Brazilian (+18.8%) and Belgian (+13.8%) guests are also worth mentioning.

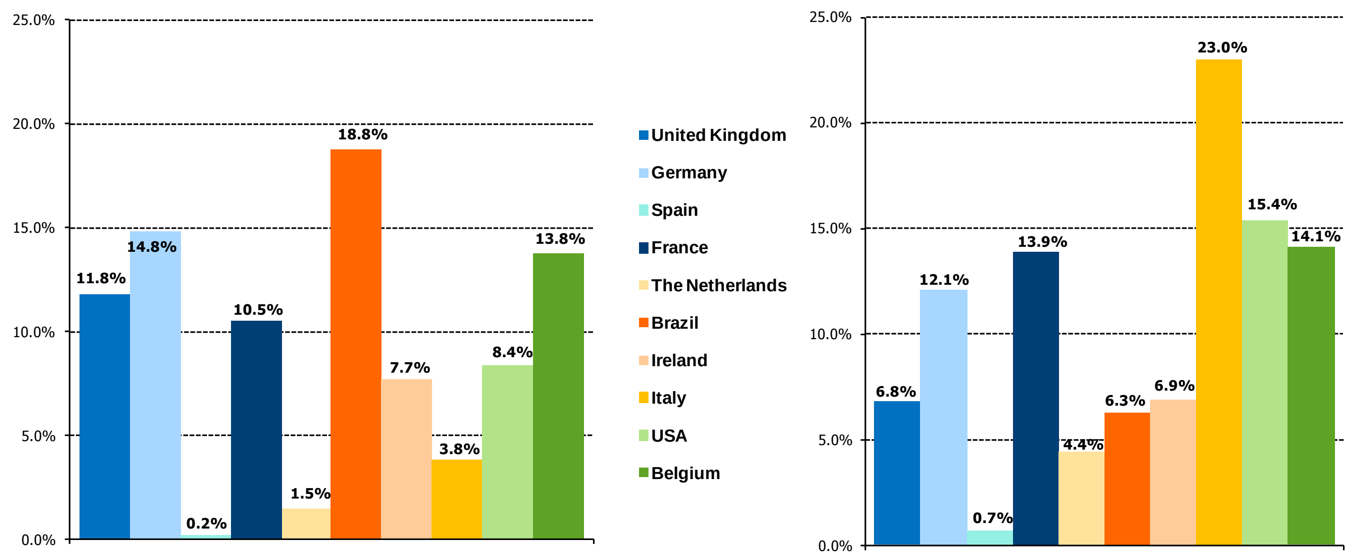
Figure 2. Overnight stays by main inbound markets – Month-on-month change rate

2a. Month-on-month change rate

July 2015

2b. Accumulated month-on-month change rate

January to July 2015



Positive evolution of overnight stays in the regions

All regions of the country have recorded increases in overnight stays, with the Alentejo recording the largest increase (+21.1%), followed by the North, the Centre and the Azores (+12.8%, +12.5% and +12.0%).

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[2] Based on overnight stays in 2014

The Algarve (growing by 4.2% in overnight stays) concentrated 42.0% of the total overnight stays.

Overnight stays from the internal market increased sharply in the Azores (+31.6%) and in Alentejo (+30.1%). In Algarve there was stabilization while in Madeira there was a decline of 8.4%. Demand was mostly focused in Algarve (+39.3% in overnight stays from residents), but less than in the same month of 2014 (42.0%).

Overnight stays from non residents also recorded a growth in all regions, more so in the North (+16.5%), with Madeira also becoming noteworthy (+8.7%) and the Centre as well (+8.5%).

There were no changes as far as the main destinations chosen by guests from abroad are concerned: Algarve (43.2% of overnight stays), Lisbon (23.3%) and Madeira (14.8%).

Overnight stays from foreigners weighted more in Madeira (88.5% of total overnight stays in this region) and in Lisbon (76.1%).

Table 3. Overnight stays by region (NUTS II)

Unit: 10^3

NUTS II	Total of overnight stays				Overnight stays from residents				Overnight stays from non residents			
	Jul-15		Jan to Jul 15		Jul-15		Jan to Jul 15		Jul-15		Jan to Jul 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 (%)
Portugal	**6 090.3**	**6.7**	**26 830.3**	**7.3**	**1 892.7**	**7.1**	**7 733.8**	**7.2**	**4 197.6**	**6.5**	**19 096.5**	**7.3**
North	657.6	12.8	3 272.9	14.0	290.6	8.5	1 542.7	10.4	367.0	16.5	1 730.2	17.4
Centre	524.0	12.5	2 403.7	13.5	287.6	16.0	1 409.9	15.1	236.4	8.5	993.9	11.3
M. A. Lisbon	1287.3	4.1	6 859.5	8.7	307.7	9.9	1 654.7	5.8	979.6	2.4	5 204.8	9.7
Alentejo	179.7	21.1	764.0	12.1	124.2	30.1	504.4	13.3	55.6	5.0	259.6	9.8
Algarve	2557.4	4.2	9 044.9	2.1	743.2	0.0	1 973.1	-0.7	1 814.2	6.1	7 071.7	2.9
A. R. Azores	180.6	12.0	689.3	19.8	58.8	31.6	299.1	30.4	121.9	4.5	390.2	12.8
A. R. Madeira	703.6	6.5	3 796.1	5.7	80.7	-8.4	350.0	-5.6	622.9	8.7	3 446.1	7.0

Average stays kept a downward trend

The average stay was 3.22 nights in July 2015 (-2.0%).

Alentejo and the North were the only regions with an increase on the average stay (+4.8% and +1.8%), while at the remaining regions there was stabilization or reduction in this indicator, more so in the Centre (-5.7%).

In the period January to July, the average stay was 2.79 nights (-1.4%).

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

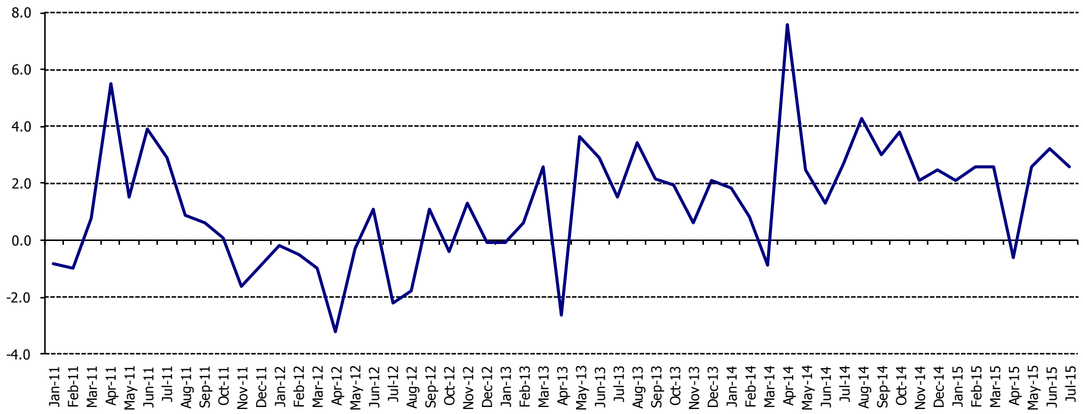
NUTS II	Average stay (No. of nights)		Year-on-year change rate (%)	Occupancy rate %		Year-on-year variation (p.p.)
	Jul-14	Jul-15		Jul-14	Jul-15	
Portugal	**3.28**	**3.22**	**-2.0**	**59.7**	**62.3**	**2.6**
North	1.89	1.93	1.8	44.0	48.7	4.8
Centre	2.05	1.93	-5.7	36.5	40.1	3.6
M. A. Lisbon	2.55	2.50	-1.8	66.6	67.1	0.5
Alentejo	1.98	2.08	4.8	36.7	43.7	7.0
Algarve	5.12	5.12	0.0	70.0	70.9	1.0
A. R. Azores	3.19	3.13	-2.0	59.0	64.1	5.1
A. R. Madeira	5.74	5.73	-0.2	72.1	78.4	6.3

Occupancy rates went up

In July 2015, the net bed occupancy rate was 62.3% (+2.6 p.p.).

In the first seven months of the year, the occupancy rate was 43.7% (+2.1 p.p.).

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



Madeira recorded the highest value in this indicator (78.4%) followed by the Algarve (70.9%) and Lisbon (67.1%).

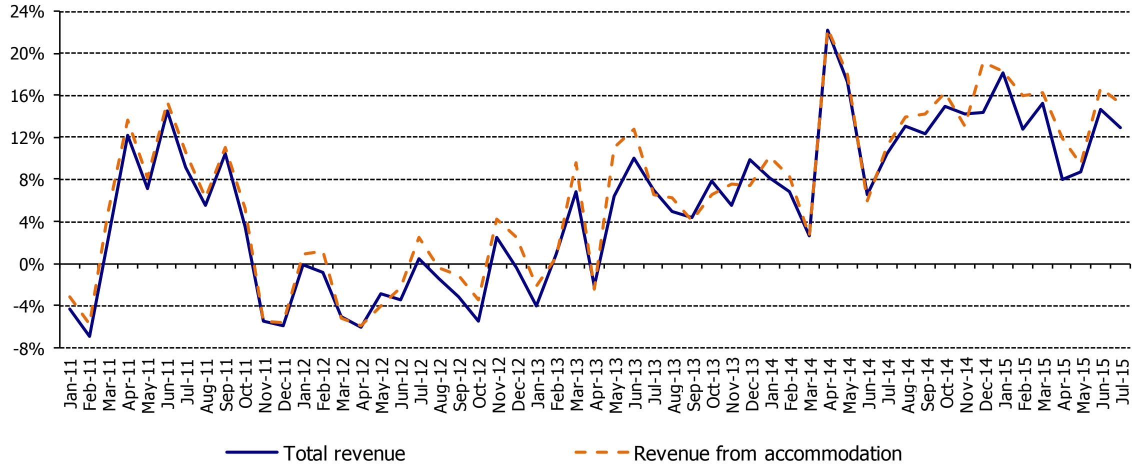
The evolution of this indicator in the regions was mostly positive, with the emphasis on the Alentejo (+7.0 p.p.), Madeira (+6.3 p.p.) and Azores (+5.1 p.p.).

Increases in revenue continue to surpass those recorded in overnight stays

Total revenue amounted to EUR 315.6 million and revenue from accommodation reached EUR 237.2 million, corresponding to increases of 12.9% and 15.3% respectively, above the evolution recorded in overnight stays in the same month (+6.7%).

The results from July stood slightly above those of the first seven months of the year (+12.3% and +14.4%).

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



There were sharp increases in total revenue and in accommodation revenue in various regions, namely in Alentejo (+20.8% and +22.8%), in the North (+19.4% and +22.0%) and in the Centre (+19.9% and +14.6%).

Table 5. Revenue by region (NUTS II)

Unit: EUR 10^6

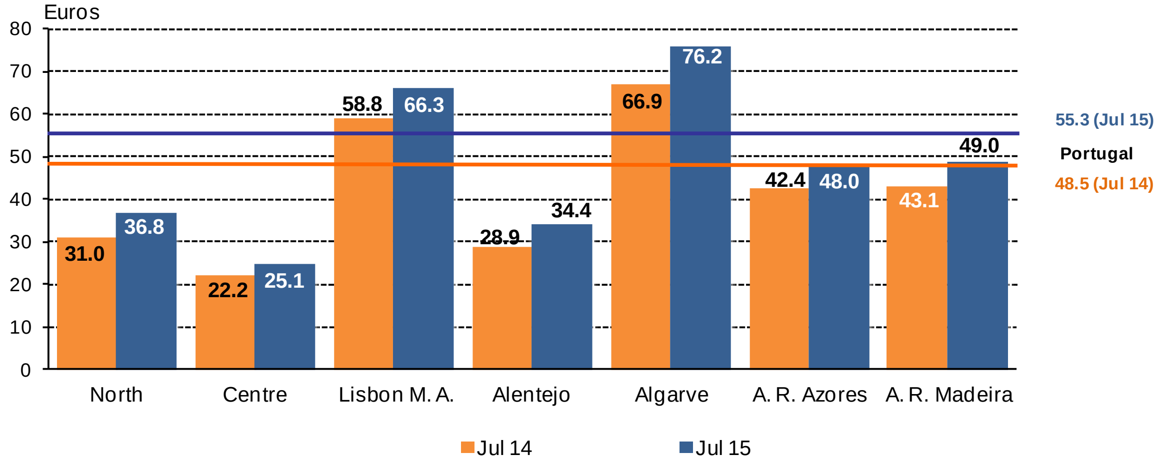
NUTS II	Total revenue		Revenue from accommodation	
	Jul-15	Year-on-year change rate (%)	Jul-15	Year-on-year change rate (%)
Portugal	**315.6**	**12.9**	**237.2**	**15.3**
North	31.2	19.4	23.5	22.0
Centre	22.9	19.9	15.8	14.6
M. A. Lisbon	77.8	14.2	60.3	15.8
Alentejo	8.8	20.8	6.5	22.8
Algarve	133.1	9.3	103.5	13.9
A. R. Azores	8.1	13.7	6.4	13.9
A. R. Madeira	33.6	12.0	21.3	12.8

The average revenue per available room (RevPAR) was EUR 55.3 in July 2015 (+13.9%).

The Algarve and Lisbon recorded higher values in RevPAR than the national value (EUR 76.2 and EUR 66.3 respectively), while the Centre was the region with the lowest RevPAR (EUR 25.1).

The evolution of this indicator was positive overall, with the emphasis on the Alentejo (+19.3%) and the North (+18.7%).

Figure 5. Average revenue per available room



Five star apartment hotels and hotels presented the highest values in this indicator (EUR 112.5 and EUR 107.6 respectively) also worth mentioning the *"pousadas"* (EUR 75.3).

Table 6. RevPAR by type and category of establishment

Type of establishment and category	RevPAR (€)		Year-on-year change rate
	Jul-14	Jul-15	%
Total	**48.5**	**55.3**	**13.9**
Hotels	**50.0**	**57.0**	**14.0**
*****	88.7	107.6	21.3
****	51.4	56.7	10.2
***	32.4	36.2	11.7
** / *	25.6	28.8	12.6
Apartment hotels	**59.9**	**67.2**	**12.1**
*****	81.6	112.5	37.9
****	63.0	67.3	7.0
*** / **	46.0	56.3	22.4
Pousadas	**60.4**	**75.3**	**24.7**
Tourist apartments	**45.4**	**52.2**	**14.8**
Tourist villages	**52.4**	**54.9**	**4.6**
Other tourist establishments	**22.1**	**25.3**	**14.6**

Camping sites and holiday camps

In July 2015, camping sites hosted 321.7 thousand campers which originated 1.1 million overnight stays (+16.6% and +8.8% respectively). These results are in line with the ones of the preceding month (+14.8% and +9.1%).

Overnight stays from residents stood for 74.7% of the total and have increased by 10.2% (+9.6% in June). The evolution of the inbound markets was also positive (+4.8% overnight stays), slowing down vis-à-vis the previous month (+7.7%). The tendency for shorter stays was kept (3.46 nights on average, corresponding to a 6.7% decrease).

Holiday camps recorded 51.9 thousand guests and 117.9 thousand overnight stays, corresponding to decreases of 8.0% and 3.2% respectively, but less so when compared with the ones recorded in June (-12.1% and -10.8%).

As in the previous month, the declining outcome regarding overnight stays had the sole contribution of the internal market (-7.5% overnight stays, corresponding to 76.2% of the total), since overnight stays from inbound markets increased (+13.7%).

The average stay was 2.27 nights (+5.2%), revealing a tendency for longer stays both from residents (+3.9%) and non residents (+9.7%).

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

Month: July 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	10^3	321.7	16.6	226.6	20.8	95.1	7.6	51.9	-8.0	39.8	-11.0	12.1	3.7
Overnight stays	10^3	1114.3	8.8	832.7	10.2	281.6	4.8	117.9	-3.2	89.8	-7.5	28.0	13.7
Average stay	no. nights	3.46	-6.7	3.67	-8.8	2.96	-2.6	2.27	5.2	2.25	3.9	2.32	9.7

EXPLANATORY NOTES

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

2015 – June and July – preliminary data; January to May – provisional data.

2014 – 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 May 15	+0.2 p.p.	+0.2 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: 15 October 2015