

2nd May 2016

Tourist Demand of Residents

4th Quarter 2015

Tourist trips increase in the 4th quarter and in 2015

In the 4th quarter 2015, the resident population in Portugal made 4.16 million tourist trips (+5.3% vis-à-vis the 4th Q 2014¹), of which 23.1% were long term trips, i.e., lasting four or more nights (21.0% in the 4th Q 2014).

"Visit to relatives or friends" was the main motivation to travel, with 2.5 million trips made in the 4th quarter (60.9%; 55.4% in the 4th Q 2014). "Leisure, recreation or holidays" as a reason to travel followed with 1.0 million trips (24.0%; 29.0% in the 4th Q 2014).

"Free private accommodation" was the preferred accommodation option in 79.1% of overnight stays (+2.7 p.p. than in the 4th Q 2014), while "hotels and similar accommodation" were chosen in 16.2% of overnight stays in the quarter (-3.9 p.p.).

Throughout 2015, tourist trips amounted to 19.15 million, reflecting a 7.0% rise (+0.2% in 2014). "Visit to relatives or friends", the main motivation to travel, originated 8.6 million trips (44.9%, -1.1 p.p.) and "Leisure, recreation or holidays" 8.1 million (42.2%, +1.6 p.p.).

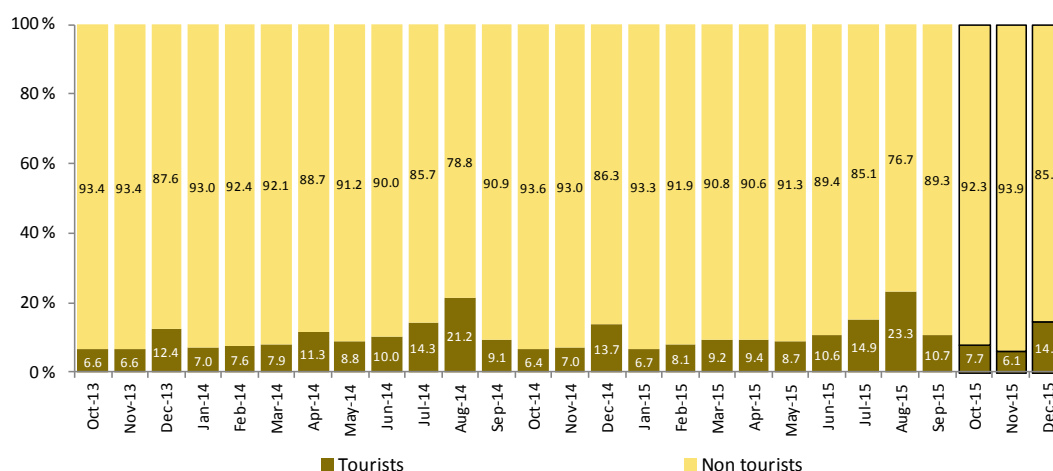
Residents in Portugal travelled more in the last quarter of 2015

In the 4th quarter 2015, 17.5% of the resident population in Portugal made at least one tourist trip, +0.9 p.p.² As usual, December was the month during which residents travelled the most: 14.5% (13.7% in the 4th Q 2014). In the remaining months of the 4th quarter, the population having travelled was considerably less: 7.7% in October (+1.3 p.p.) and 6.1% in November (-0.9 p.p.).

¹ Unless stated otherwise, the change rates in this press release correspond to year-on-year change rates.

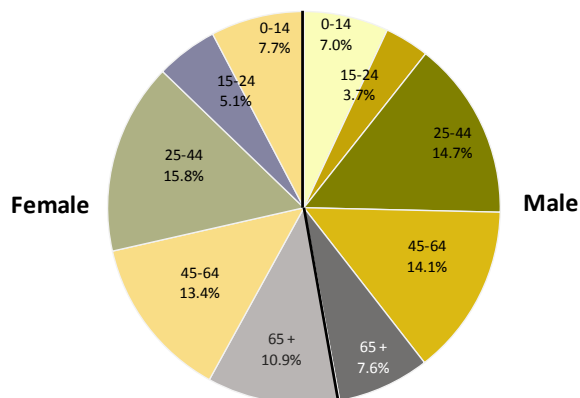
² Number of tourists has been revised for the 4th Q 2014.

Figure 1. Percentage of tourists and non tourists in the resident population, by month



Females represented 52.9% of the travelling population. The age group 25 to 44 years kept being predominant (30.5% of the total), followed by the 45-64 years age group representing 27.5%.

Figure 2. Breakdown of tourists by sex and age group (4th quarter 2015)

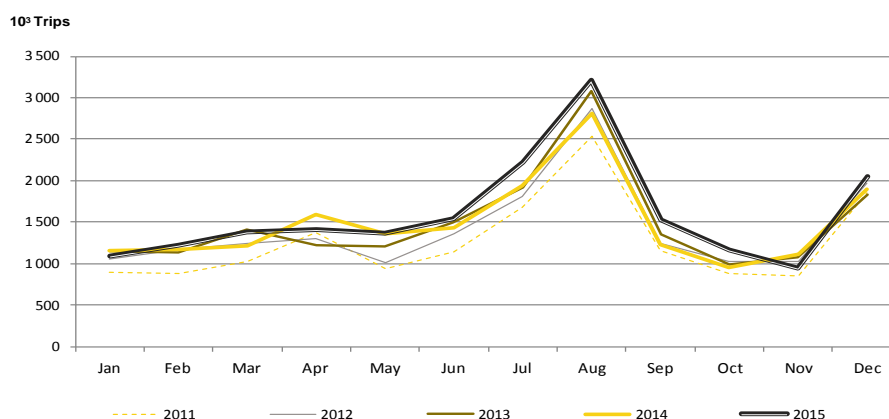


Tourist trips increase in the 4th quarter and, more so, in the whole year 2015

In the last quarter 2015, residents in Portugal made 4.16 million trips, +5.3% compared with the same period of 2014. This change rate stood substantially lower than in the preceding quarter (+16.2%), coming closer to the increase recorded in the 1st Q 2015 (+4.1%).

In 2015 as a whole, 19.15 million tourist trips were made, standing for a 7.0% increase, which is noteworthy compared with the stabilization in 2014 (+0.2%) although surpassing the 4.5% growth in 2013.

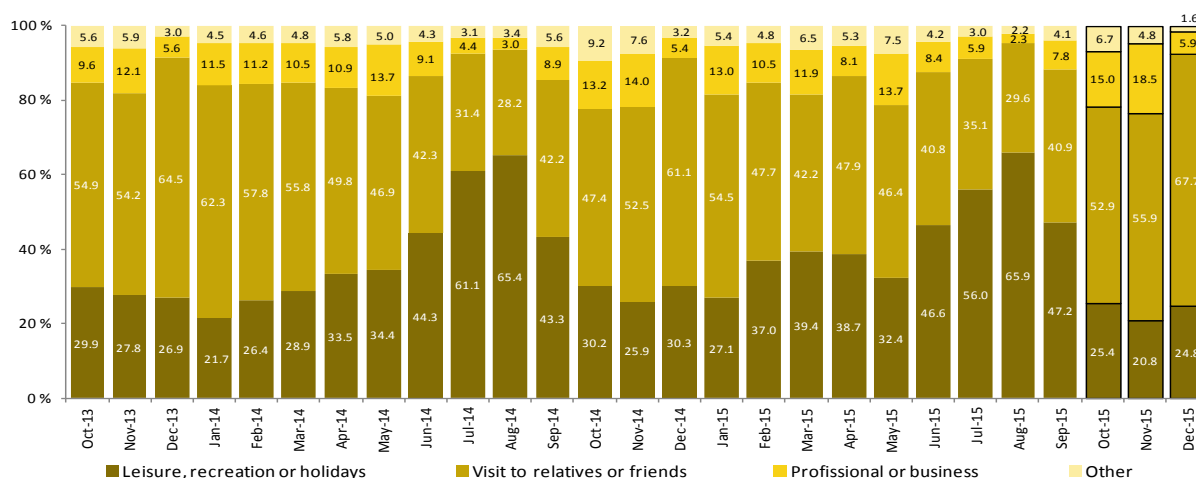
Figure 3. Monthly evolution of tourist trips from residents



"Visit to relatives or friends" was the reason behind 2.5 million tourist trips in the 4th quarter 2015, reflecting a 15.7% increase while, on the contrary, there was a reduction (-12.9%) in trips made for "Leisure, recreation or holiday" (1.0 million). There were 470.9 thousand trips made for "professional or business" reasons which represented 11.3% of the total in the quarter (9.7% in the same period of the previous year).

In 2015, "visit to relatives or friends" trips continued to be predominant and represented 44.9% of the total (8.6 million trips), in spite of a 1.1 p.p. reduction in its relative weight. "Leisure, recreation or holidays" reasons concentrated 42.2% (8.1 million) of trips made in the year, recording a 1.6 p.p. increase in its weight. Trips made for "professional or business" reasons (1.7 million) kept being predominant by concentrating 8.7% of the total trips.

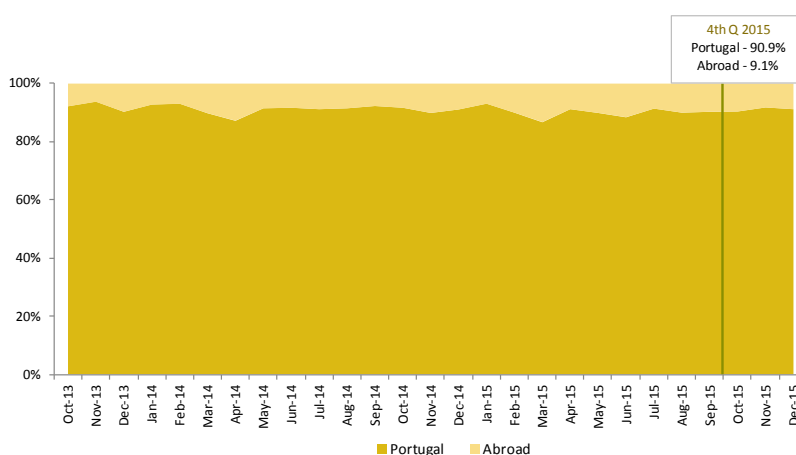
Figure 4. Breakdown of trips according to main motivations, by month



Domestic trips with higher increase

Domestic trips (90.9% of the total) increased by 5.5% in the last quarter 2015 and corresponded to 3.8 million. The number of trips with a foreign destination increased less (+3.4%).

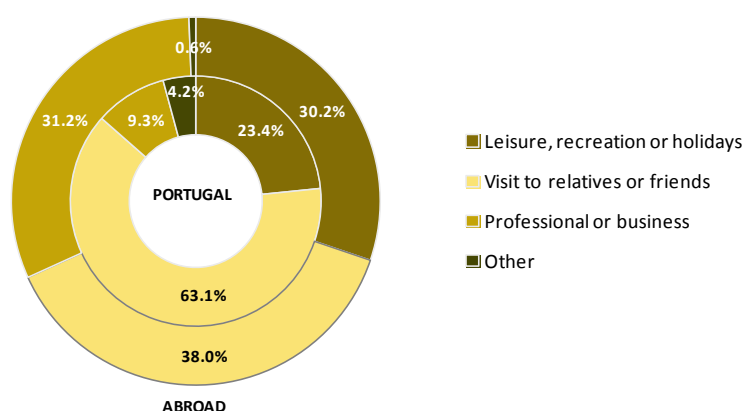
Figure 5. Breakdown of tourist trips, according to destination



Trips towards foreign destinations represented 25.1% of trips for "professional or business" reasons (31.2% in the 4th Q 2014) and 11.5% for "leisure, recreation or holiday" reasons (10.1% in the 4th Q 2014). When considering the motive "Visit to relatives or friends" only 5.7% of trips were made towards foreign destinations, as in the same period of 2014.

It becomes noteworthy the considerable weight of professional reasons (31.2%) when foreign destinations are considered, while this type of trip weighted at only 9.3% in the case of domestic trips.

Figure 6. Breakdown of trips according to motivations, by destination (4th quarter 2015)

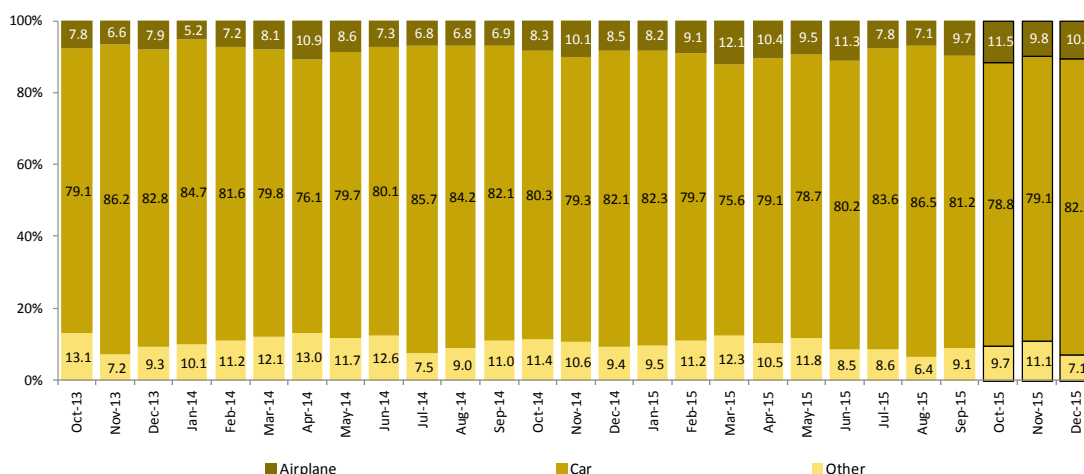


Increased weight of air transport

In the 4th quarter 2015, passenger cars remained the most representative means of transportation, used in 3.4 million trips (80.6% of the total, -0.3 p.p.).

Trips made by airplane amounted to 444.6 thousand and represented 10.7% of the total (+1.8 p.p.).

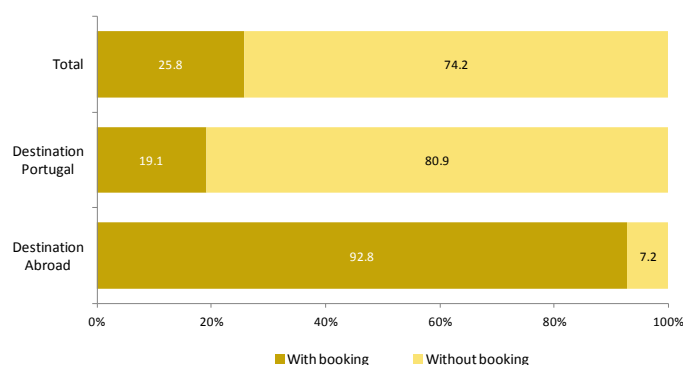
Figure 7. Breakdown of tourist trips by main means of transportation used, by month



Advanced booking increases in trips abroad

In the 4th quarter 2015, trips with services booked in advance (1.1 million) represented 25.8% of the total tourist trips made by residents in Portugal (-1.0 p.p.). Booking in advance was particularly important in trips abroad, having occurred in 92.8% of trips (+1.8 p.p.).

Figure 8. Breakdown of trips according to booking, by destination (4th quarter 2015)

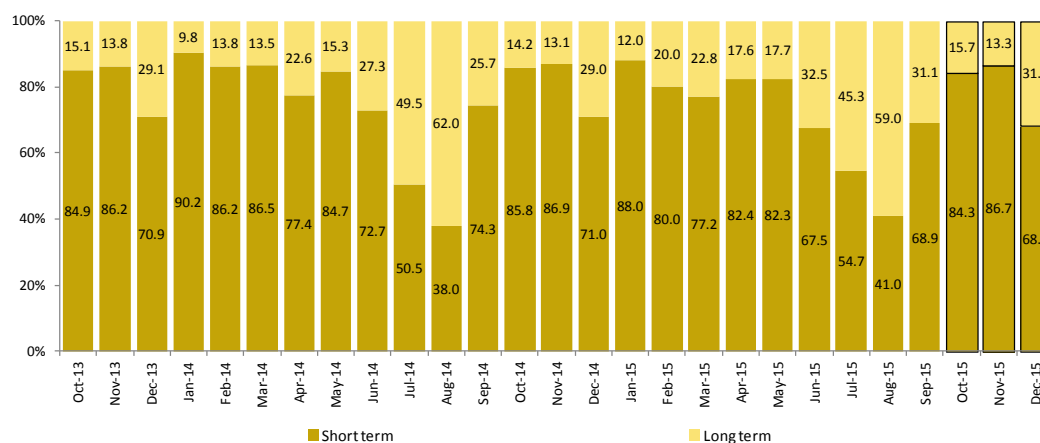


The internet was used in the planning of 15.4% of trips made (10.9% in domestic trips and 60.5% in trips abroad), reflecting a 0.7 p.p. increase. The use of travel agencies declined by 0.7 p.p. and stood at 4.7%: 2.2% in domestic trips and 30.0% in trips abroad.

Long term trips were chosen more often

The increase in tourist trips became more evident in long term trips (four and more nights) which presented a 15.6% increase in the quarter under analysis. Nevertheless, short term trips (up to three nights), representing 76.9% of the total tourist trips, also have increased when compared with the 4th Q 2014, however with less expression (+2.5%).

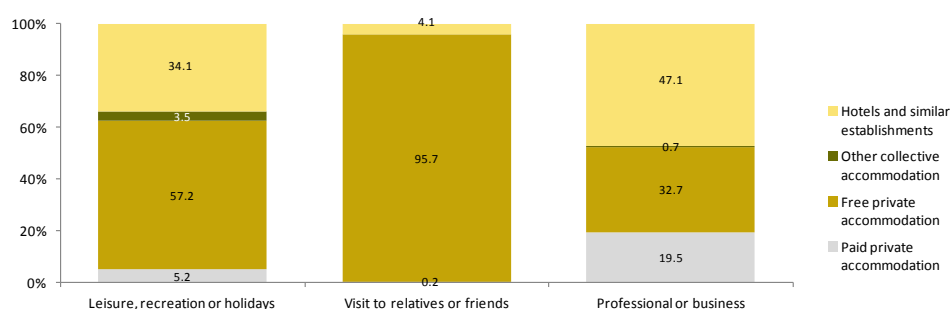
Figure 9. Breakdown of tourist trips according to duration, by month



"Free private accommodation" in the majority of overnight stays

In the last quarter 2015, contrary to the trend in the preceding quarters, "free private accommodation" assumed greater expression by aggregating 79.1% of overnight stays resulting from tourist trips (+2.7 p.p.). On the other hand, "Hotels and similar accommodation establishments" lost 3.9 p.p. in share, hosting 16.2% of overnight stays in the quarter.

Figure 10. Breakdown of overnight stays by type of accommodation, according to motivation (4th quarter 2015)



When considering 2015 as a whole, "hotels and similar establishments" gained preponderance by having increased their share in 4.8 p.p., while "free private accommodation" lost 5.6 p.p. in its share.

METHODOLOGICAL NOTES

Data for 2014 – final data.

Data for 2015 – provisional data.

Results from the “Survey on Tourist Demand of Residents” are obtained from surveying a sample of about 5 000 accommodation units (12 000 individuals), with a 50% rotation in the beginning of each year, subject to a quarterly telephone interview preceded by a face to face interview.

Tourist – Traveler staying at least one overnight stay in a private or collective accommodation site in the place visited, regardless of the motivation to travel.

Tourist trip – A trip to one or multiple tourist destinations, including the returning trip to the starting point and covering the whole period of time during which an individual remains outside his usual environment.

Usual environment – Environment in the proximity of an individual’s residence, his working and studying places, as well as other places frequently visited. Distance and frequency are fundamental to this concept and are related to the areas near the place of residence, regardless of how often visited, and the places located at a considerable distance of the place of residence (including those in a foreign country) but frequently visited (once or several times per week on average), on a routine basis.

One individual has only one usual environment, with the concept applied on both levels of domestic tourism and international tourism.

Hotels and similar establishments – Tourist accommodation establishments whose main economic activity consists on the provision of accommodation services and other complementary or support services, with or without provision of meals, in exchange for payment.

Other collective accommodation – Establishments, places or facilities providing accommodation services to tourists, mostly in exchange for payment, including camping sites, holiday camps, youth hostels, collective means of transportation, working camps, amongst others.

Free private accommodation – Accommodation used by tourists consisting of a second residence or provided by relatives or friends, for free.

Paid private accommodation – Private accommodation, with or without official licensing for the provision of tourist accommodation, having available a limited number of paid independent places (rooms or housing).

Date of next Press Release: 26th July 2016