25 July 2017

Tourist Demand of Residents

1st Quarter 2017

Despite the reduction in the proportion of resident tourists, the total number of tourism trips increased

In the 1st quarter 2017, residents in Portugal made 4.0 million tourist trips, which stood for a 6.1% increase vis-à-vis the 1st Q 2016[1] (+6.2% in the 4th Q 2016), of which 10.3% had foreign destinations (9.4% in the 1st Q 2016).

While short term trips increased by 8.2%, the long duration ones decreased by 4.4%.

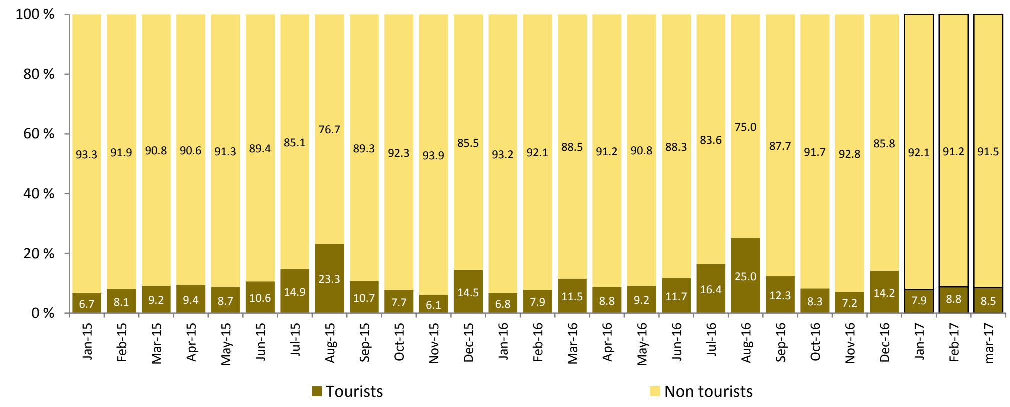
"Visit to relatives or friends" was the main reason behind 2.1 million trips (51.8% of the total, +0.2 p.p.), followed by "Leisure, recreation or holidays" with 1.4 million trips (33.9%, +1.0 p.p.). Furthermore, 395.7 thousand trips were made for "professional or business" reasons (9.9% of the total, -0.9 p.p.).

The emphasis went to the increase in the weight of air travel, reaching 10.8% in 1st Q 2017 (9.1% in the 1st Q 2016)."Free private accommodation" was the choice for ¾ of the overnight stays (+3.5 p.p.). "Hotels and similar accommodation" lost some relevance (-3.7 p.p.) and aggregated 19.1% of the total overnight stays.

Proportion of tourists was 15.4%

In the 1st quarter 2017, 15.4% (1.6 million) of the resident population in Portugal made at least one tourist trip, which stood for -1.2 p.p. compared with the same period a year earlier. This reduction was exclusively due to the decline in the proportion of tourists in March (-3.0 p.p.; 8.5% of the total), under the influence of the Easter calendar effect, since this holiday season, in 2016, occurred in March. So, the month of February (with the Carnival) recorded the highest percentage of tourists in the quarter: 8.8% (7.9% in February 2016).

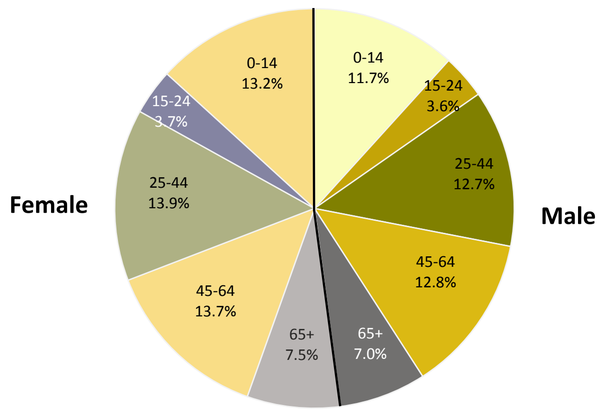
Figure 1. Percentage of tourists and non tourists in the resident population, by month



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

Female tourists represented 52.1% of the total in the 1st quarter 2017 (+1.4 p.p.). Tourists belonging to the 25 to 44 years age group corresponded to 26.6% of the total, close to the 45 to 64 years age group (26.5%).

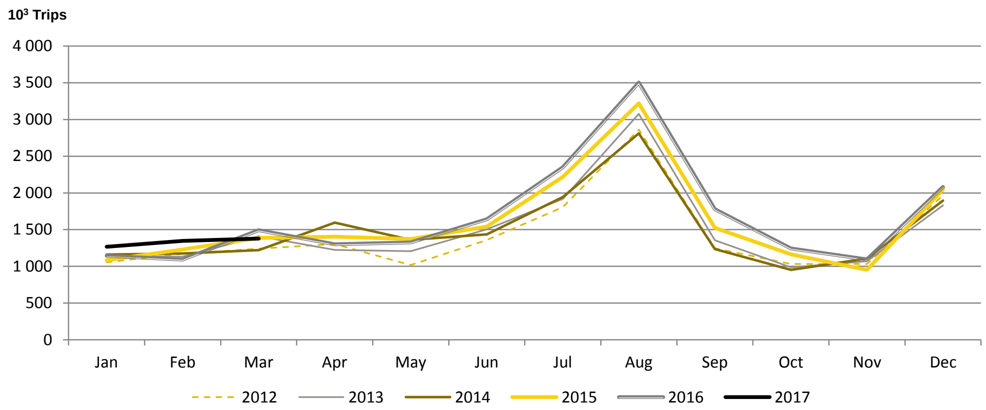
Figure 2. Breakdown of tourists by sex and age group (1st Q 2017)



Increasing number of tourist trips made for "leisure, recreation or holiday" reasons

In the 1st quarter 2017, residents in Portugal made 6.1% more trips, which amounted to 4.0 million, after increases of 6.2% in the 4th Q 2016 and 10.7% in the 3rd Q 2016.

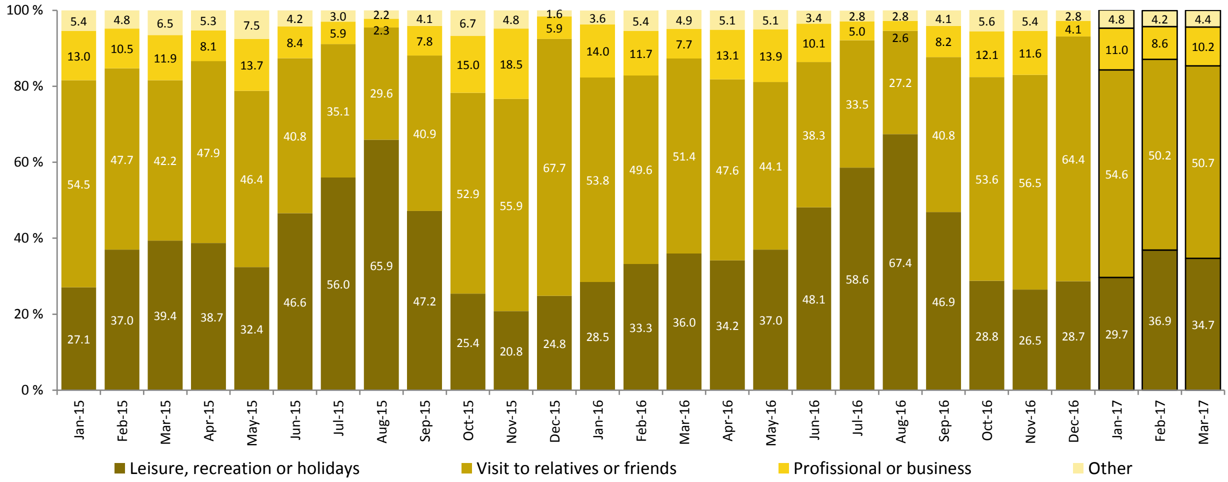
Figure 3. Tourist trips from residents, by month and year



The "visit to relatives or friends" was the main reason behind more than half of all trips made in the quarter (51.8%, +0.2 p.p, i.e. 2.1 million), increasing by 6.5%. However, "Leisure, recreation or holiday" trips (1.4 million) grew the most in the period under analysis (9.3%), and stood for 33.9% of the total (+1.0 p.p.).

Trips made for "professional or business" reasons (395.7 thousand) represented 9.9% of the total (-0.9 p.p.).

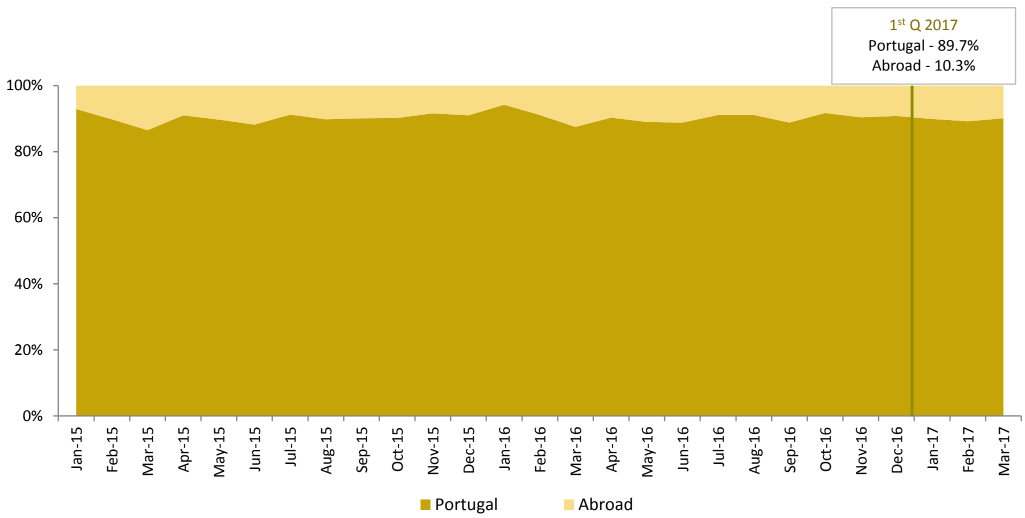
Figure 4. Breakdown of trips according to main motivations, by month



International trips increased the most

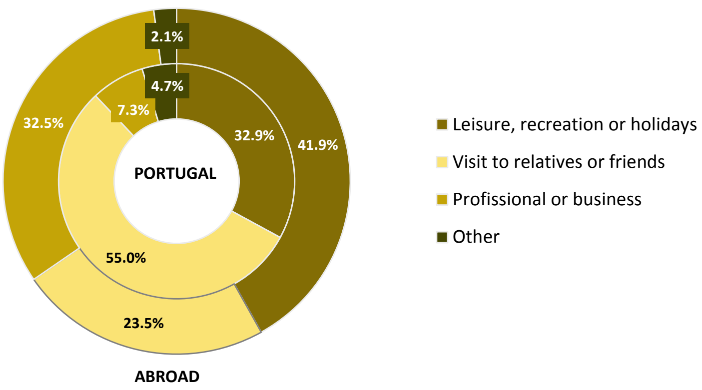
Domestic trips (3.6 million) recorded a 5.1% increase and trips with a foreign destination grew by 15.7%. The weight of trips abroad raised 0.9 p.p. and reached 10.3% of the total, the equivalent to 409.4 thousand trips.

Figure 5. Breakdown of tourist trips, according to the destination



Considering trips towards foreign destinations, "leisure, recreation or holiday" reasons (41.9%) had a loss of 5.3 p.p. in its weight, as opposed to "visit to relatives or friends" (+3.7 p.p.). In domestic trips, "visit to relatives or friends" was the most frequent motivation to travel: 55.0%, +0.1 p.p.

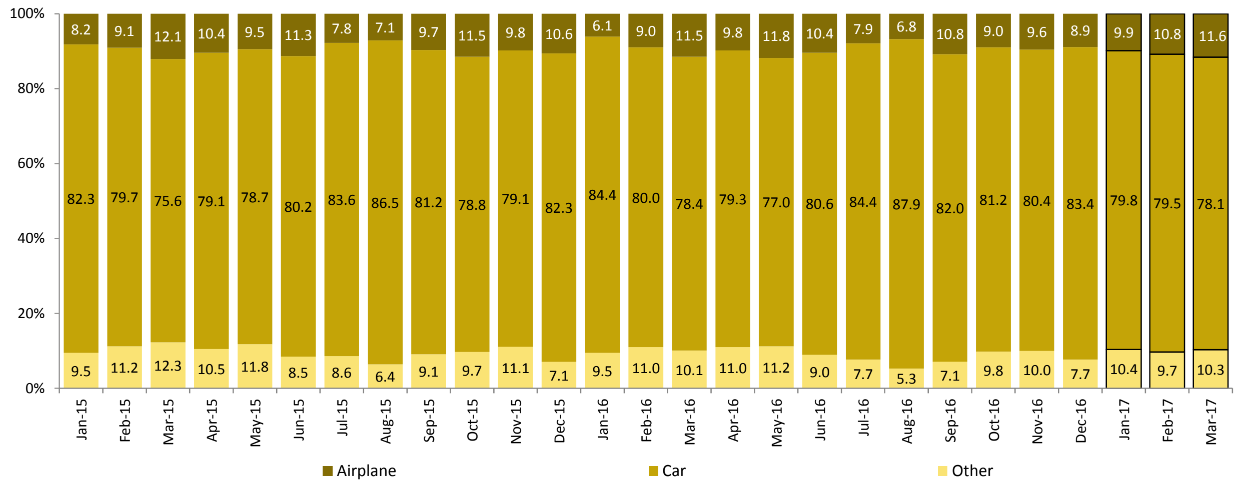
Figure 6. Breakdown of trips according to motivations, by destination (1st Q 2017)



Air travel for 10.8% trips

Although the passenger car kept being the main mean of transport in trips made in the 1st quarter 2017 (79.1% of the total, -1.6 p.p.), with a total of 3.15 million trips, the emphasis went to the increase in trips made by airplane (428.9 thousand), from 9.1% in the 1st Q 2016 to 10.8% in the 1st Q 2017.

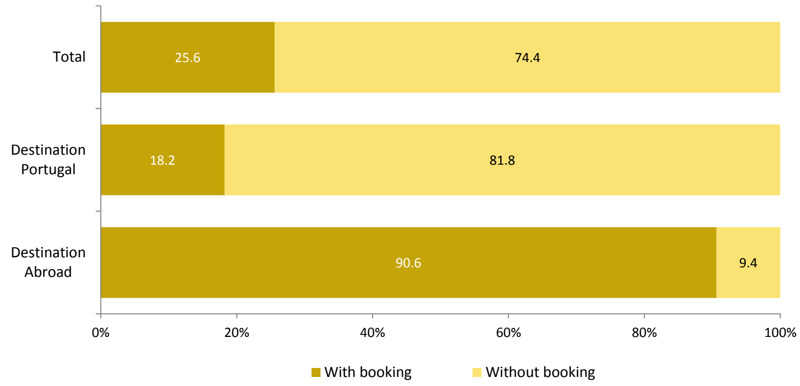
Figure 7. Breakdown of tourist trips by main means of transport used, by month



Booking in advance increases but with lesser use of agencies

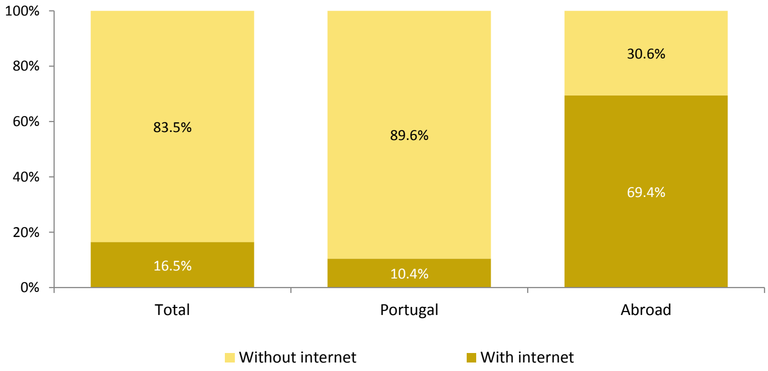
Booking in advance was applied to 25.6% of trips made by residents (1.0 million; +0.9 p.p.), specifically in 18.2% of domestic trips (+0.5 p.p.) and in 90.6% of trips abroad (-1.5 p.p.).

Figure 8. Breakdown of trips according to booking, by destination (1st Q 2017)



The internet was used in the planning of 16.5% of trips made (+1.3 p.p.), particularly boosted by the 6.7 p.p. increase in trips with a foreign destination with internet based organization (69.4%).

Figure 9. Breakdown of tourist trips according to the use of the Internet, by destination (1st Q 2017)

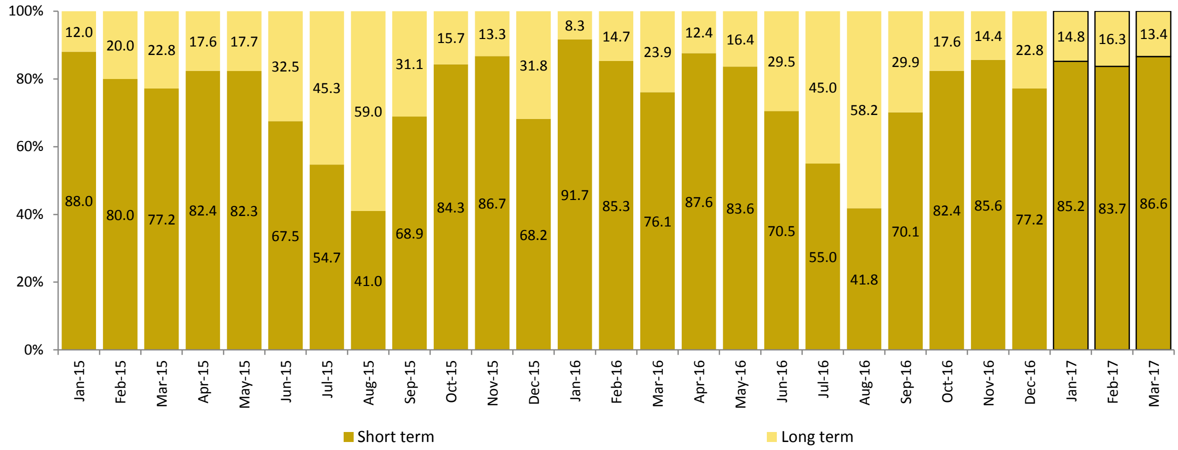


The use of travel agencies occurred in 4.5% of total trips (-0.9 p.p.), specifically in 23.4% of trips abroad and in 2.3% of domestic trips.

Short term trips on the rise

Short term trips (up to 3 nights) had an 8.2% raise and reinforced its relevance (85.2%, +1.6 p.p.) and were responsible for the overall increase in the number of trips. Long term trips (4 or more nights) declined again (-4.4%) although less than in the preceding quarter (-11.4%).

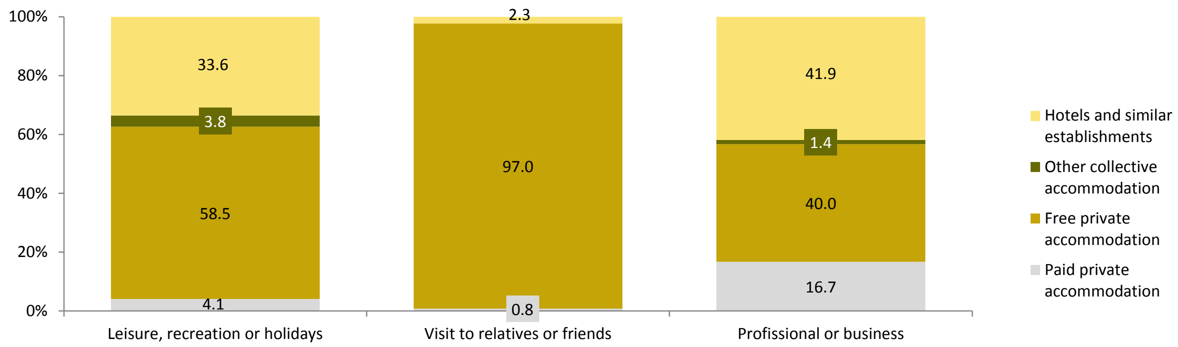
Figure 10. Breakdown of tourist trips according to duration, by month



"Free private accommodation" in ¾ of overnight stays

In the 1st quarter 2017, "free private accommodation" kept growing in importance, aggregating 74.5% of overnight stays from tourist trips (+3.5 p.p.), as well as "paid private accommodation" (4.3%, +2.2 p.p.). Overnight stays spent in "Hotels and similar establishments" corresponded to 19.1% of the total of the quarter (-3.7 p.p.).

Figure 11. Breakdown of overnight stays by type of accommodation, according to motivation (1st quarter 2017)



METHODOLOGICAL NOTES

Data for 2016 – final data.

Data for 2017 – provisional data.

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

Tourist – Traveler staying at least one night in a private or collective accommodation site in a particular place, 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 its usual living environment.

Usual living environment – Environment in the proximity of an individual's residence, in relation to its working and studying places, as well as other places frequently visited. Distance and frequency are two closely related dimensions to this concept and include the places located 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), frequently visited (once or several times per week on average) on a routine basis.
One individual has only one usual living 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 or holiday projects, 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: October 26, 2017