

Tourism Statistics
2016

Tourism accommodation grows at a faster pace in 2016

In 2016, according to the data available from the World Tourism Organization, the number of international tourist arrivals was 1.2 billion in the world, corresponding to a 3.9% increase. Europe was the destination of half (615.2 million) of the international tourists arrivals (+2.1% towards 2015).

When considering the tourist accommodation activity (hotels and similar establishments, rural/lodging tourism and local accommodation), the number of guests totalled 21.3 million (+11.1%) and overnight stays stood at 59.4 million (+11.6%), corresponding to an acceleration vis-à-vis 2015 (+10.9% and +9.1%, respectively).

The total revenue and that from accommodation, in the tourist accommodation activity, amounted to EUR 3.1 billion and EUR 2.3 billion, respectively, with notable increases of 18.1% and 19.2% (+15,0% e +16,7% in 2015).

The hotel activity registered 17.95 million guests and 51.4 million overnight stays. Residents' overnight stays (14.2 million) grew by 6.3% (+5.7% in 2015) and foreigners (37.2 million) increased by 12.1% (7.5% in 2015) . The revenue per available room (RevPAR) in the hotel activity was EUR 44.6, corresponding to an increase of 14.2% over the previous year (+13.4% in 2015).

Considering International Tourism, foreigners who visited Portugal entered mainly by road (55.6%). 41% of visitors arrived by plane and the remaining on cruise ships. Around 69% of foreign tourists visiting Portugal came for leisure, recreation or holidays. Visits to relatives or friends attracted 20.3% of the tourists, while the professional or business reasons corresponded to 8.0% of the total.

With this press release INE announces the publication of "[Tourism Statistics 2016](#)", which provides a wide set of indicators on tourism activity in Portugal in 2016.

In this publication there are new results of tourist accommodation according to degree of urbanisation and also preliminary data about international tourism.



International arrivals (world) increased 3.9%

According to the data available from the World Tourism Organization, in 2016, the number of international tourist arrivals was 1.2 billion in the world, corresponding to a 3.9% increase.

Europe was the destination of half (49.8%) of the international tourists arrivals (615.2 million), which stood for a 2.1% increase compared with 2015. The emphasis also went to the increase in the number of tourist arrivals in Asia and the Pacific (+8.7%) and Africa (+8.2%) and, by the contrary, to the reduction of the arrivals to the Middle East (-4.1%).

Higher proportion of residents in Portugal having travelled

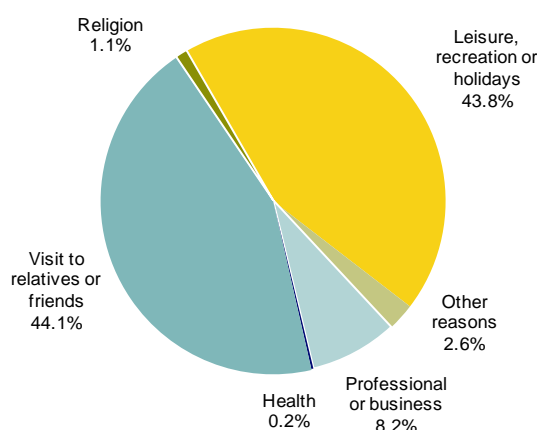
According to the results of the Travel Survey of Residents, 4.54 million residents in Portugal travelled at least once in 2016 (which implied an overnight stay outside their usual living environment), corresponding to 44.1% of the resident population (43.3% in 2015).

The number of tourist trips, in 2016, amounted to 20.2 million (+5.4%, following +7.0% in 2015), of which 18.2 million were made within the national territory, corresponding to a 5.7% increase (+6.1% in 2015) and representing 90.4% of the total (+0.3 p.p.), while 1.9 million were made towards foreign destinations (+2.5%, after +16.2% in 2015).

The main reason to travel was "visit to relatives or friends" corresponding to 8.9 million trips (44.1% of the total, -0.8 p.p.), followed by "leisure, recreational or holiday" reasons with 8.84 million trips (43.8% share; +1.6 p.p.) and "professional or business" motivations (1.65 million; 8.2% of the total). The emphasis went to the 9.3% increase of the trips for "leisure, recreational or holiday", vis-à-vis 2015.

The number of overnight stays resulting from trips made by residents ascended to 81.6 million (+1.8%). "Free private accommodation provided by relatives or friends" strengthened its position as the most used means of accommodation by resident tourists, totalling 37.3 million overnight stays, the equivalent to 45.6% of the total (44.9% in 2015).

Figure 1 – Breakdown of trips according to the main reasons, 2016



Guests and overnight stays with steeper increases

When considering the tourist accommodation activity (hotels and similar, tourism in rural areas, lodging and local accommodation), the number of guests totalled 21.3 million and overnight stays stood at 59.4 million, corresponding to increases of 11.1% and 11.6% respectively (+10.9% and +9.1% in the previous year).

The domestic market generated 17.5 million overnight stays (+7.8%), corresponding to 29.4% of the total. The inbound markets showed a higher growth (+13.3%) and reached 41.9 million overnight stays (70.6% of the total).

As usual, the main inbound market was the United Kingdom (22.9% of non residents overnight stays), growing by 11.3%. The German market (13.9% of the total) increased by 11.6% while the French market (10.6% of the total) showed a significant growth of 20.0%. The Spanish market (10.3% share) rose by 9.9%.

The evolution of overnight stays in the regions was overall positive, being worth noticing the significant increase in AR Açores (+28.5%) and the growth in the Norte (+14.1%) and AR Madeira (+12.8%). The Algarve remained the main destination (32.0% of total overnight stays), seconded by MA Lisboa (24.9%).

The total revenue and the one from accommodation, in the tourist accommodation activity, amounted to EUR 3.1 billion and EUR 2.3 billion, respectively, with notable increases of 18.1% and 19.2%.

Figure 1- Global results of the tourism accommodation sector, 2016

Global results	Unit	2015	2016	Year-on-year change rate (%)
Establishment	nº	4 339	4 805	10.7
Accommodation capacity	nº	362 005	380 818	5.2
Guests	10 ³	19 201.0	21 326.8	11.1
Overnight stays	10 ³	53 236.6	59 428.7	11.6
Average stay	no. of nights	2.77	2.78	0.3
Net bed occupancy rate	%	43.7	46.4	2.7 p.p.
Total revenue	10 ⁶ €	2 627.7	3 103.8	18.1
Revenue from accommodation	10 ⁶ €	1 899.6	2 264.6	19.2
RevPAR (Average revenue per available room)	€	35.0	40.2	14.9

Overnight stays in hotels and similar establishments grew by 10.4%

The hotel activity establishments (hotels, apartment hotels, "Pousadas" and "Quintas da Madeira", tourist villages and tourist apartments) accounted for 79.4% of the total accommodation sector capacity (bed places), 84.2% of guests and 86.5% of overnight stays. This subsector was provided with 1,669 establishments and 302.5 thousand beds in July 2016 (+4.9% and +4.0% respectively, compared to the same month of 2015).

Hotel accommodation establishments hosted 17.95 million guests and recorded 51.4 million overnight stays. Results increased by 10.3% and 10.4% respectively, surpassing those of 2015 (+8.6% and +7.0%, by the same order).

The overnight stays from residents increased by 6.3% (+5.7% in 2015) while those from the inbound markets stood out growing by 12.1% (+7.5% in 2015).

Overnight stays increased in all regions, significantly in the AR Açores (+21.1%), Norte (+14.4%), Alentejo (+12.0%), Centro (+11.8%) and AR Madeira (+10.9%).

Hotels accounted for 70.5% of overnight stays from the hotel activity, followed by apartment hotels (14.7%). The average stay was 2.86 nights, similar to the one a year earlier (+0.1%), interrupting the general previous trend for shorter stays (-1.5% in the preceding year, following -1.4% in 2014).

The net bed occupancy rate stood at 50.2% for hotel accommodation establishments (+2.9 p.p.).

Total revenue in hotel activity reached EUR 2.8 billion and the revenue from accommodation totaled EUR 2.0 billion, revealing significant annual change rates: +17.9% and +18.9% respectively, surpassing the ones of the previous year (+13.5% and +15.3%). The revenue per available room (RevPAR) was EUR 44.6 (+14.2%, from +13.4% in 2015).

Tourism in rural areas and local accommodation with double-digit growth rates

In July 2016, rural/lodging tourism had 1 305 operating units and 22.5 thousand bed places. The number of annual guests in stood at 669.1 thousand (+17.5%) and the number of overnight stays at 1.45 million (+14.2%). The average stay was 2.17 nights and the net bed occupancy rate was 20.3%.

Local accommodation had on offer 1,831 establishments with 55.8 thousand available beds.

Local accommodation establishments hosted 2.6 million guests (+13.3%) which spent 6.3 million overnight stays (+19.1%). The average stay was 2.38 nights (+5.1%) and the net bed occupancy rate was 34.8% (+2.6 p.p.).

Camping sites with 14.4% more overnight stays

In July 2016, 250 camping sites were identified, with 191.1 thousand places on offer. The number of overnight stays in camping sites amounted to 6.6 million in 2016, which stood for a yearly growth rate of 14.4% (+2.6% in 2015).

In July 2016, there were 85 holiday camps and youth hostels, which provided 688.8 thousand overnight stays in 2016 (-1.1%).

Most of international visitors come to Portugal by road

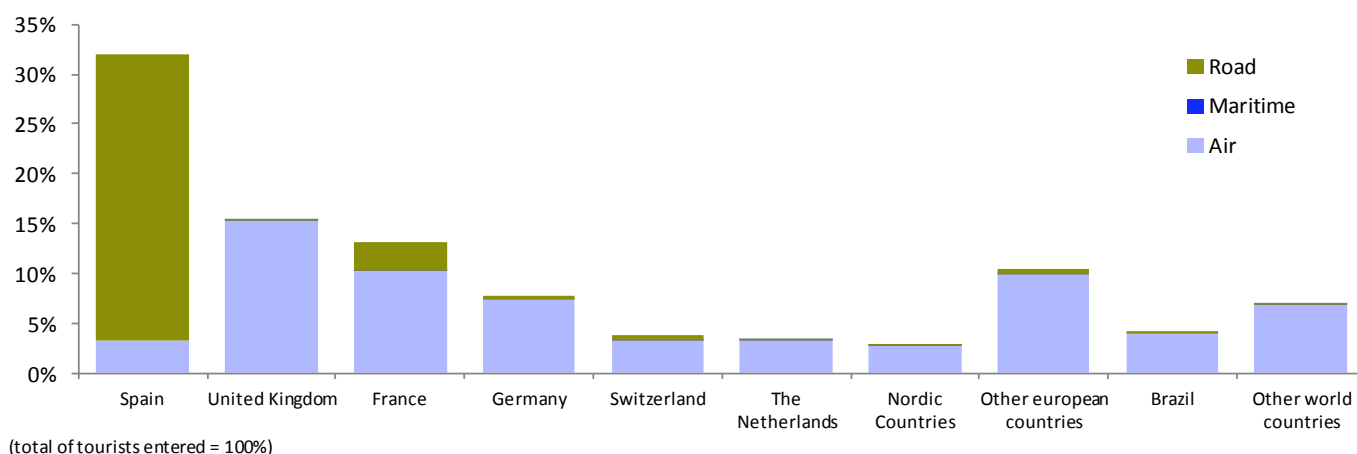
According to the preliminary results of the International Tourism Survey, concerning the period between July 2015 and June 2016, 61.1% of the total number of foreign visitors who entered Portugal spent at least one night (tourists) and 38.9% traveled on a same day visit.

Foreigners who visited Portugal entered mainly by road (55.6%) and 41.0% came by air transport, with the remaining by cruise ships.

The majority of foreign tourists visited Portugal for leisure, recreation or holidays (69.3%). Visits to friends and relatives attracted 20.3% of the tourists, while the professional or business reasons corresponded to 8.0%.

The foreign same-day visitors entered in Portugal mainly by road frontier (90.2%). Maritime and air borders accounted for 8.6% and 1.2%, respectively.

Figure 2 - Breakdown of inbound tourists by country of residence and type of frontier



EXPLANATORY NOTES

DEFINITIONS

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*) – Rendimento por quarto disponível, medido através da relação entre os proveitos de aposento e o número de quartos disponíveis, no período de referência.

Hotel accommodation activity – Includes establishments with 10 or more bed places: hotels, apartment hotels, “pousadas”, tourist apartments and tourist villages, as well as other accommodation establishments namely boarding houses, motels and inns.

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.

Visitor – A person who moves to a place outside his / her usual environment for a period of less than 12 months, the main reason for which is other than a paid activity in the place visited. There are two categories of visitors: same-day visitors and tourists.

Same-day visit – a trip to one or more tourist destinations, including return to the starting point on the same day, and covering the entire period of time during which a person remains outside his or her usual environment.

Tourist trip - travel to one or more tourist destinations, including return to the point of departure and covering the entire period of time during which a person remains outside his or her usual environment.

MAIN SOURCES

Survey on Guest Stays in Hotels and Similar Establishments

Survey on Guest Stays in Campsites

Survey on Guest Stays in Holiday Camps and Youth Hostels

Residents Travel Survey

Survey on International Tourism - preliminary results are presented for the period from July 2015 to June 2016, to be largely disseminated by the time of the conclusion of the Tourism Satellite Account.