26 October 2017

Tourist Demand of Residents

2nd Quarter 2017

Tourism trips from residents with reinforced growth

In the 2nd quarter 2017, the number of tourist trips taken by residents in Portugal increased by 8.3% vis-à-vis the same quarter of 2016[1] (+6.1% in the 1st Q 2017), in a total of 4.7 million. Trips with a foreign destination grew by 14.8% (+15.7% in the 1st Q 2017), the equivalent to 11.3% of the total.

The acceleration of the tourist trips taken by residents in the 2nd quarter 2017 was influenced by the different Easter calendar, during the 2nd quarter of 2017 while in 2016 occurred in the 1st quarter.

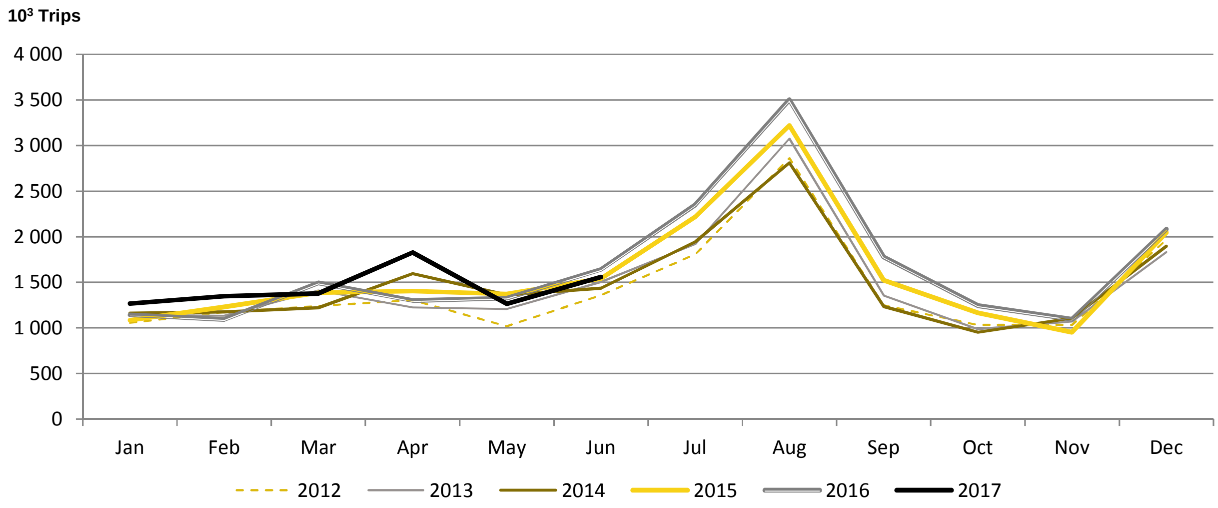
"Visit to relatives or friends" as a purpose to travel was behind 45.2% of the total trips (+2.3 p.p., amounting to 2.1 million), followed by "leisure, recreation or holidays" with 41.9% (+1.5 p.p., totaling 1.9 million trips). Travelling for "professional or business" reasons was at the reason of 8.7% of all tourist trips (-3.5 p.p., i.e. 405.3 thousand).

"Hotels and similar accommodation" became more relevant (+1.3 p.p.) and aggregated 24.7% of the total overnight stays generated in tourist trips.

Trips for visiting friends or relatives have increased

In the 2nd quarter 2017 trips taken by residents in Portugal increased by 8.3% and amounted to 4.7 million, after growing by 6.1% in the 1st Q 2017 and by 6.2% in the 4th Q 2016.

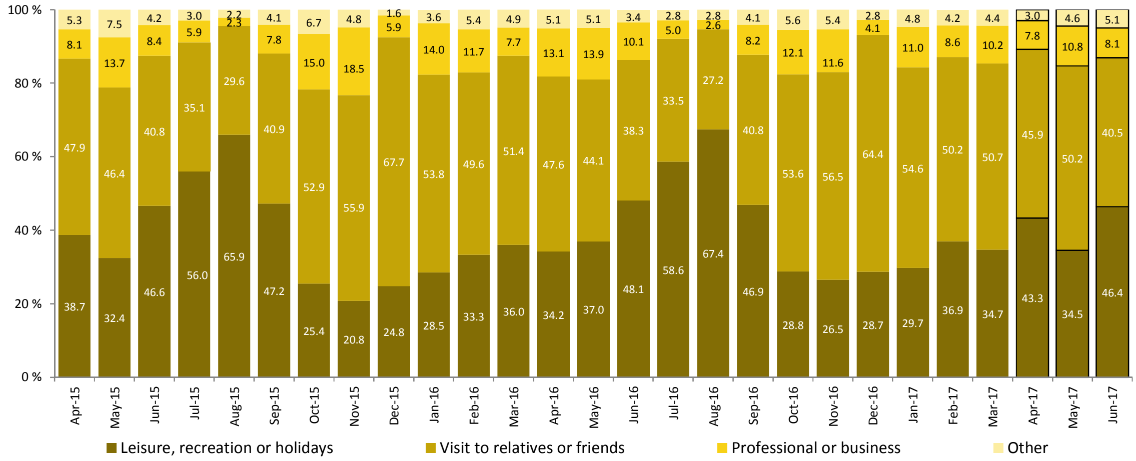
Figure 1. Tourist trips of residents by month



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

In this quarter, trips for visiting relatives or friends (+2.3 p.p., i.e. 45.2% of the total, corresponding to 2.1 million) and for "leisure, recreation or holiday" (+1.5 p.p., i.e. 41.9%, the equivalent to 1.9 million trips) grew in importance. By contrast, trips taken for "professional or business" purposes (-3.5 p.p., i.e. 8.7%, in a total of 405.3 thousand) and for other purposes (-0.3 p.p., with a weight of 4.1%), decreased in importance. This outcome on the motivations breakdown is partly justified by the Easter calendar effect, as referred.

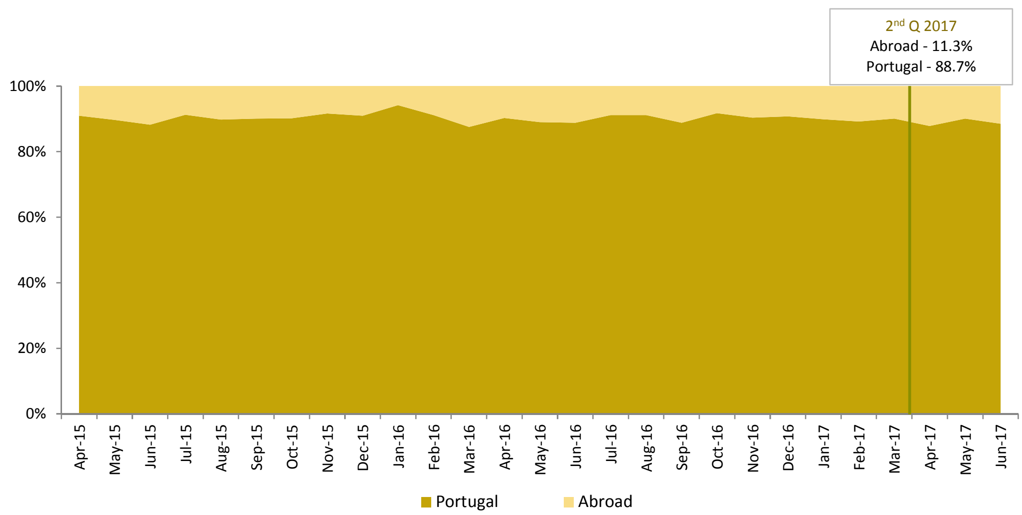
Figure 2. Breakdown of trips according to main purposes by month



Steeper increase in trips to foreign countries

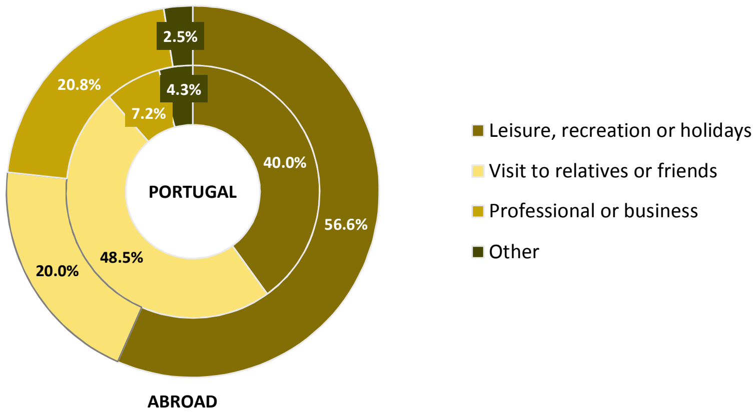
Trips with a foreign destination stood for 11.3% of the total trips (+0.6 p.p.), the equivalent to 526.6 thousand. Although trips to foreign countries recorded a strong 14.8% increase, domestic trips were largely predominant (88.7% of the total, i.e. 4.1 million), having increased by 7.6%.

Figure 3. Breakdown of tourist trips by destination



Most trips abroad had “leisure, recreation or holiday purposes” (56.6%) and increased by 5.4 p.p. in its representativeness, whereas those abroad taken for “professional or business” purposes declined (-7.7 p.p., i.e. 20.8%). In domestic trips, “visit to relatives or friends” was still the most frequent purpose to travel: 48.5%, i.e. +2.6 p.p.

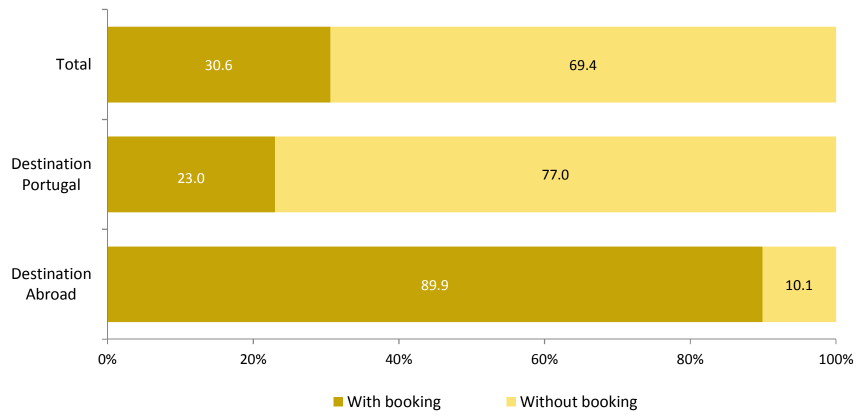
Figure 4. Breakdown of trips according to purposes, by destination, 2nd Q 2017



Use of the internet for booking on the rise

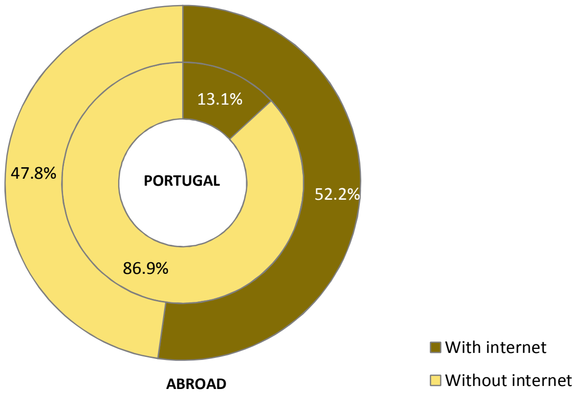
In the 2nd Q 2017, booking in advance was used in 30.6% of trips (1.4 million, i.e. +0.7 p.p.), particularly in trips abroad (89.9%, i.e. +2.4 p.p.).

Figure 5. Breakdown of trips according to booking, by destination, 2nd Q 2017



The internet was used in the planning of 17.5% of trips taken (+1.4 p.p.), having increased by 1.2 p.p. in the case of the planning of domestic trips as well as in trips abroad (+0.6 p.p.).

Figure 6. Breakdown of tourist trips according to the use of the internet, by destination, 2nd Q 2017

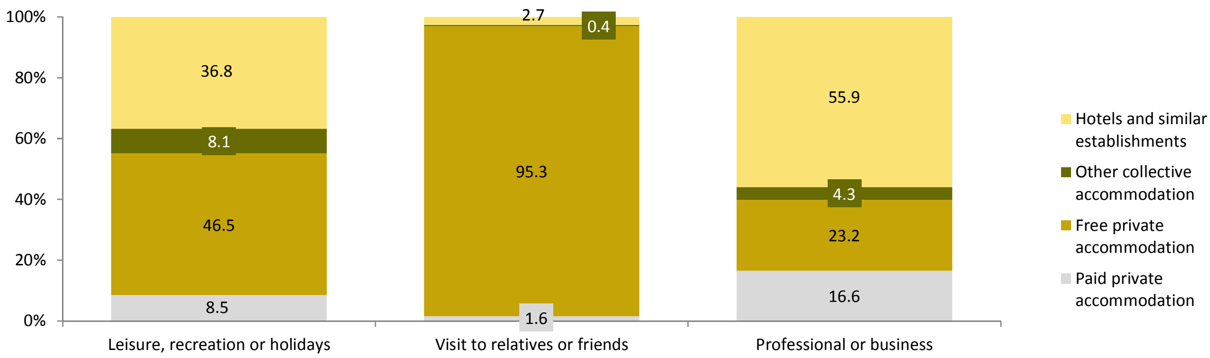


The use of travel agencies lost importance slightly (-1.0 p.p.), having been used in 32.8% of trips abroad (-6.2 p.p.) and in 3.2% of domestic trips (-0.6 p.p.).

"Hotels and similar establishments" grew in importance

In the 2nd quarter 2017, "hotels and similar establishments" grew in importance, aggregating 24.7% (+1.3 p.p.) of overnight stays from tourist trips. Conversely, "paid private accommodation", in spite of remaining the preferred type of accommodation (63.5% of overnight stays), recorded a slight decline in its weight (-1.0 p.p.).

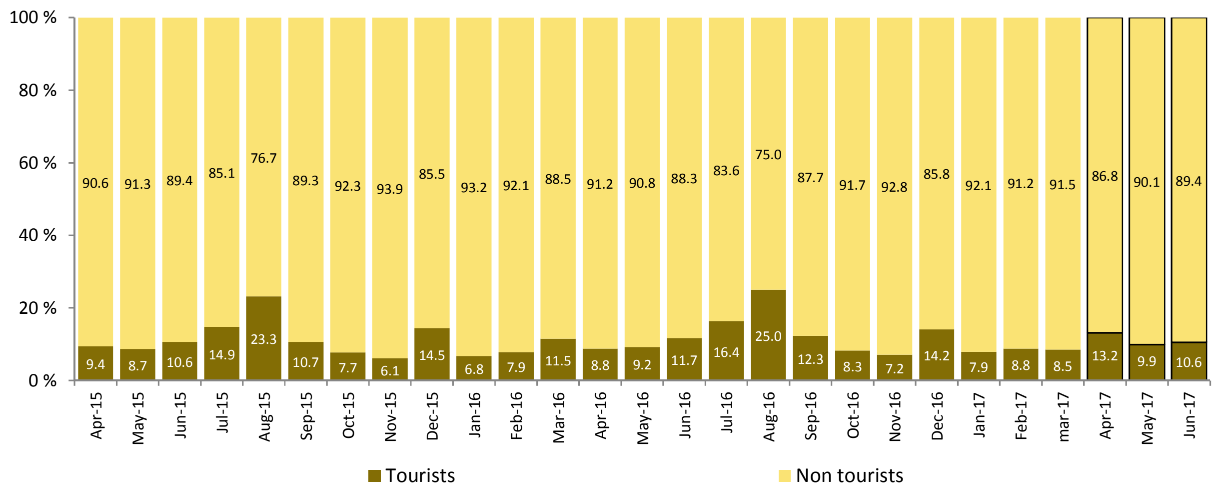
Figure 7. Breakdown of overnight stays by type of accommodation, according to purpose, 2nd Q 2017



Proportion of tourists has increased

In the 2nd quarter 2017, the proportion of residents who took at least one tourist trip was 21.9%, i.e. +3.2 p.p. compared with the same period in 2016. This evolution was due to a steep increase in the share of tourists in April (+4.3 p.p., i.e. 13.2% of the total), under the influence of the Easter period.

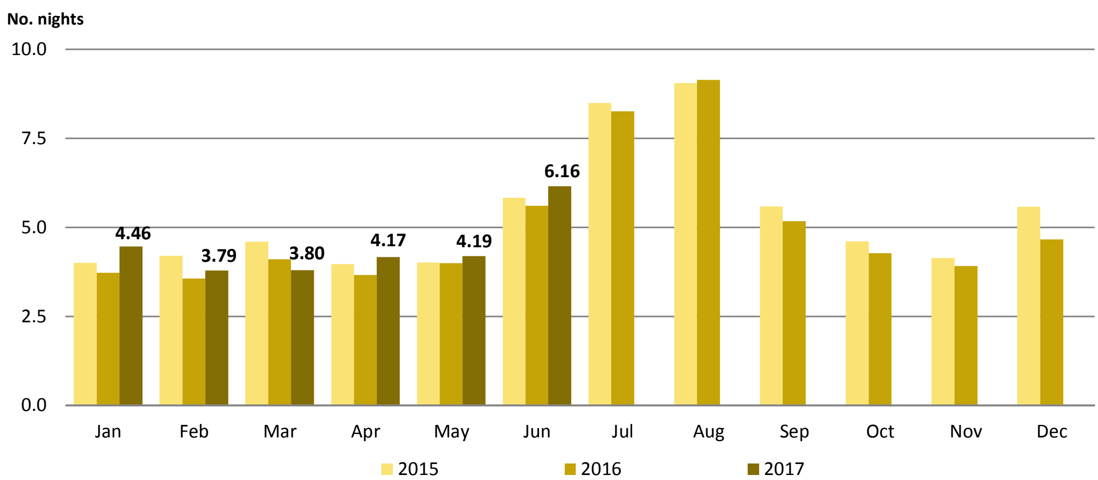
Figure 8. Proportion of tourists and non tourists in the resident population, by month



Average duration of trips has increased

On average, each resident tourist spent 4.80 overnight stays in tourist trips taken in the 2nd quarter 2017 (+6.0% vis-à-vis the 2nd Q 2016). June recorded the highest average stay (6.16 nights, i.e. +9.8%) while in April and May the number of overnight stays per tourist was 4.17 and 4.19 respectively (+13.9% and +4.8% in the same order).

Figure 9. Average duration of trips, by month



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: February 1, 2018