

Tourism Activity  
August 2018

**Overnight stays from non residents keep on reducing trend**

Hotels and similar establishments registered 2.5 million guests and 7.7 million overnight stays in August 2018, corresponding to year-on-year change rates<sup>1</sup> of +0.4% and -1.9% (-2.2% and -2.5% in July, respectively). Overnight stays of residents grew by 4.4%, while those of non residents decreased by 4.9% (+2.2% and -4.5% in July, respectively). With these results, the overnight stays from residents and non residents in the period from January to August 2018, registered, respectively, change rates of +3.7% and -2.2%, in view of the same period of 2017.

The average stay (3.13 nights) had a 2.2% reduction (+0.3% in the case of residents and -3.0% regarding non residents).

The net bed occupancy rate (73.8%) declined by 2.0 p.p.

Total revenue decelerated to a 3.5% growth (-1.9 p.p. in view of the raise in July) and amounted to EUR 522.5 million. Revenue from accommodation also grew by 3.5% (-2.7 p.p. in comparison with the increase in July), ascending to EUR 408.4 million.

**Figure 1. Global preliminary results**

	Unit	July 2018		August 2018		Jan - Aug 18	
		Value	Year-on-year change rate (%)	Value	Year-on-year change rate (%)	Value	Year-on-year change rate (%)
<b>Guests</b>	<b>10<sup>3</sup></b>	<b>2 165.4</b>	<b>-2.2</b>	<b>2 469.7</b>	<b>0.4</b>	<b>14 239.2</b>	<b>1.4</b>
Residents in Portugal	"	823.0	-1.2	1 005.8	4.1	5 574.5	2.9
Residents abroad	"	1 342.4	-2.9	1 463.9	-2.0	8 664.7	0.5
<b>Overnight stays</b>	<b>10<sup>3</sup></b>	<b>6 718.3</b>	<b>-2.5</b>	<b>7 728.0</b>	<b>-1.9</b>	<b>39 829.5</b>	<b>-0.5</b>
Residents in Portugal	"	2 045.9	2.2	2 725.8	4.4	11 598.0	3.7
Residents abroad	"	4 672.4	-4.5	5 002.3	-4.9	28 231.5	-2.2
<b>Average stay</b>	<b>no. of nights</b>	<b>3.10</b>	<b>-0.3</b>	<b>3.13</b>	<b>-2.2</b>	<b>2.80</b>	<b>-1.9</b>
Residents in Portugal	"	2.49	3.4	2.71	0.3	2.08	0.8
Residents abroad	"	3.48	-1.6	3.42	-3.0	3.26	-2.6
Net bed occupancy rate	%	65.4	-2.3 p.p.	73.8	-2.0 p.p.	52.9	-1.2 p.p.
Total revenue	EUR 10 <sup>6</sup>	453.2	5.4	522.5	3.5	2 487.4	7.1
Revenue from accommodation	"	349.3	6.2	408.4	3.5	1 849.0	7.8
RevPAR (Average revenue per available room)	EUR	77.3	5.2	90.2	2.7	54.8	5.9

**Overnight stays kept reducing**

In August 2018, hotels and similar establishments hosted 2.5 million guests who spent 7.7 million overnight stays, reflecting change rates of +0.4% and -1.9% (-2.2% and -2.5% in July, respectively).

In the first eight months of 2018, the number of guests increased by 1.4% and overnight stays declined by 0.5%.

<sup>1</sup> Unless stated otherwise, the change rates presented in this press release correspond to year-on-year change rates.

Overnight stays spent in hotels (66.0% of the total) declined by 1.0%. In the remaining typologies the emphasis went to the increases in tourist apartments and pousadas (+1.8% and +1.5% respectively).

**Figure 2. Overnight stays by type and category of the establishment**

Unit: 10<sup>3</sup>

Type of establishment and category	Overnight stays			Year-on-year change rates (%)	
	Aug 17	Aug 18	Jan - Aug 18	Aug 18	Jan - Aug 18
<b>Total</b>	<b>7 874.3</b>	<b>7 728.0</b>	<b>39 829.5</b>	<b>-1.9</b>	<b>- 0.5</b>
<b>Hotels</b>	<b>5 153.7</b>	<b>5 102.5</b>	<b>27 573.6</b>	<b>-1.0</b>	<b>1.0</b>
*****	995.4	994.5	5 245.4	-0.1	1.2
****	2 496.3	2 493.6	13 564.3	-0.1	1.1
***	1 164.0	1 114.9	6 106.6	-4.2	0.3
** / *	498.0	499.5	2 657.3	0.3	1.3
<b>Apartment hotels</b>	<b>1 120.7</b>	<b>1 087.3</b>	<b>5 359.9</b>	<b>-3.0</b>	<b>- 3.2</b>
*****	81.1	72.9	352.4	-10.1	- 3.9
****	808.1	793.6	3 924.2	-1.8	- 2.4
*** / **	231.5	220.8	1 083.3	-4.6	- 5.6
<b>Pousadas</b>	<b>79.7</b>	<b>80.9</b>	<b>406.9</b>	<b>1.5</b>	<b>0.9</b>
<b>Tourist apartments</b>	<b>808.9</b>	<b>823.7</b>	<b>3 462.7</b>	<b>1.8</b>	<b>0.1</b>
<b>Tourist villages</b>	<b>449.4</b>	<b>437.5</b>	<b>1 859.3</b>	<b>-2.6</b>	<b>- 0.8</b>
<b>Other tourist establishments</b>	<b>261.8</b>	<b>196.0</b>	<b>1 167.0</b>	<b>-25.2</b>	<b>- 19.8</b>

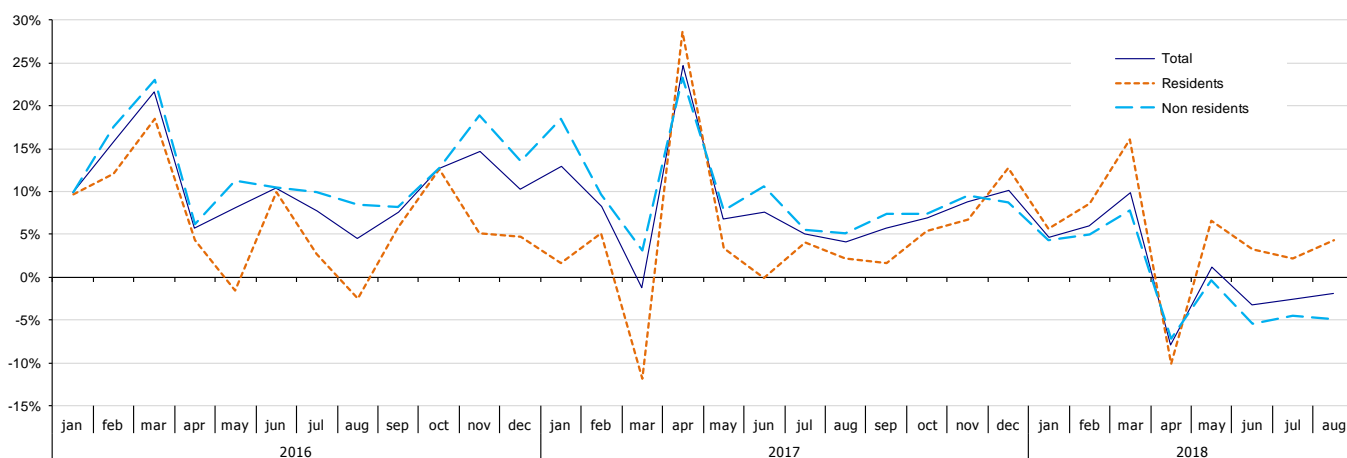
### Internal market accelerates

In August, the internal market contributed with 2.7 million overnight stays, accelerating to a 4.4% growth (+2.2% in July).

The external markets declined by 4.9% in August (-4.5% in July), corresponding to 5.0 million overnight stays.

In the first eight months of 2018, overnight stays of residents increased by 3.7% while those of non residents declined by 2.2%.

**Figure 3. Overnight stays - Year-on-year change rates**



## Main European markets kept declining

The fifteen main inbound markets<sup>2</sup> represented 88.4% of total overnight stays of non residents.

The British market (20.2% of the total overnight stays of non residents) declined by 12.3% in August. In the first eight months of the year, this market declined by 9.4%.

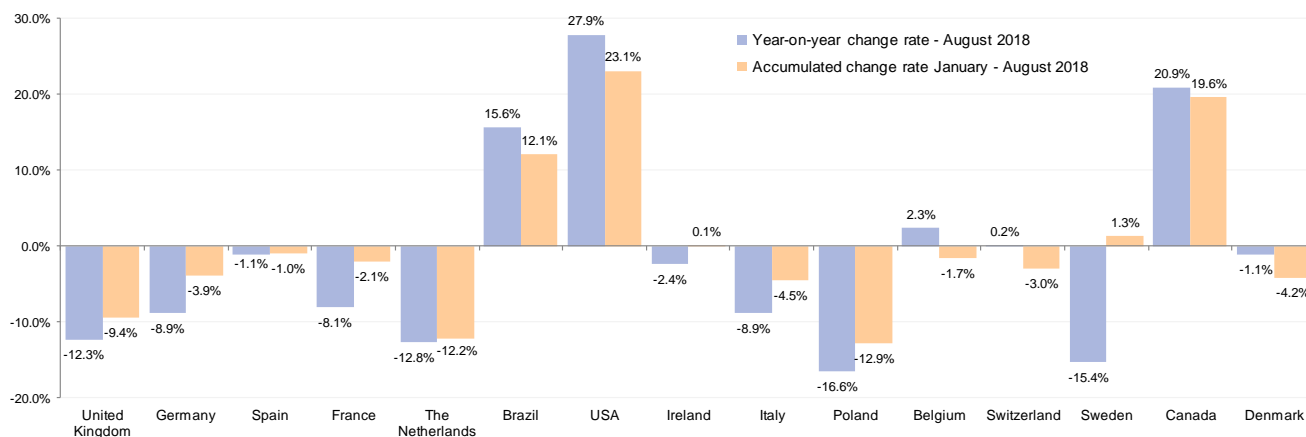
Overnight stays of Spanish guests (16.8% of the total) declined by 1.1% in August. Considering the period since the beginning of the year, this market declined by 1.0%.

The French market (11.5% of the total) declined by 8.1% in August. Since the beginning of 2018, this market declined by 2.1%.

With regard to the German market (9.5% of the total) there was an 8.9% reduction in August. In the first eight months of the year, there was a 3.9% decline.

In August, the increases of the North American (+27.9%), Canadian (+20.9%) and Brazilian (+15.6%) markets stood out. In the first eight months of the year, the emphasis went to these same markets (+23.1%, +19.6% and +12.1%, by the same order).

**Figure 4. Overnight stays by main inbound markets: year-on-year change rates**



## Overnight stays with uneven evolutions in the regions

In August, the Norte and AR Açores were the only regions that presented increases in overnight stays (+2.5% and +0.1% respectively).

The largest declines in overnight stays occurred in AR Madeira (-5.0%) and in Centro (-4.1%).

<sup>2</sup> Based on results of overnight stays in 2017.

In the first eight months of 2018, the emphasis went to the 4.8% increase in overnight stays in the Norte (a region with a 13.2% weight considering the total accumulated overnight stays) and to the 3.1% increase in Alentejo (3.2% share in the same period).

In August, overnight stays of residents increased in most regions, more so in Algarve (+9.1%) and in Centro (+4.7%). In the period January to August, in what concerns residents, the emphasis goes to the increases recorded in Algarve (+7.6%), Centro (+5.2%) and AR Açores (+4.7%).

As regards overnight stays of non residents, in August, the only increases occurred in the Norte (+2.7%) and Alentejo (+0.5%). The declines in the Centro (-13.6%), Algarve (-7.2%) and AR Madeira (-5.6%) were the most significant. Since the beginning of the year, the regions that stood out in terms of evolution were the Alentejo (+10.1%) and the Norte (+6.3%), and Centro recorded the largest decrease (-10.5%).

**Figure 5. Overnight stays by region NUTS II**

Unit: 10<sup>3</sup>

NUTS II	Total of overnight stays				Overnight stays from residents				Overnight stays from non residents			
	Aug 18		Jan - Aug 18		Aug 18		Jan - Aug 18		Aug 18		Jan - Aug 18	
	Value	Y-o-y change rate (%)	Value	Y-o-y change rate (%)	Value	Y-o-y change rate (%)	Value	Y-o-y change rate (%)	Value	Y-o-y change rate (%)	Value	Y-o-y change rate (%)
<b>Portugal</b>	<b>7 728.0</b>	<b>-1.9</b>	<b>39 829.5</b>	<b>-0.5</b>	<b>2 725.8</b>	<b>4.4</b>	<b>11 598.0</b>	<b>3.7</b>	<b>5 002.3</b>	<b>-4.9</b>	<b>28 231.5</b>	<b>-2.2</b>
Norte	976.5	2.5	5 260.7	4.8	407.5	2.2	2 191.2	2.7	569.0	2.7	3 069.5	6.3
Centro	803.2	-4.1	3 734.6	-2.5	457.4	4.7	2 061.9	5.2	345.8	-13.6	1 672.7	-10.5
MA Lisboa	1 579.8	-2.0	9 808.8	1.1	338.2	0.1	2 136.0	1.1	1 241.7	-2.5	7 672.9	1.1
Alentejo	292.5	-2.6	1 278.8	3.1	197.6	-4.0	807.8	-0.6	94.9	0.5	470.9	10.1
Algarve	3 028.2	-1.8	13 505.3	-2.1	1 117.2	9.1	3 309.0	7.6	1 911.0	-7.2	10 196.3	-4.9
AR Açores	257.3	0.1	1 276.7	-0.3	88.1	1.7	548.7	4.7	169.2	- 0.7	728.0	-3.8
AR Madeira	790.5	-5.0	4 964.6	-3.9	119.7	-1.4	543.5	-4.1	670.8	- 5.6	4 421.1	-3.9

### Reduction on the average stay from non residents

The average stay (3.13 nights) decreased by 2.2% due to reduction from non residents (-3.0%) given that the average stays of residents increased slightly (+0.3%). AR Madeira and MA Lisboa were the only regions to record increases in the average stays although slightly (+0.9% and +0.5% respectively). The largest reductions occurred in the Centro (-5.4%) and in the Algarve (-3.8%).

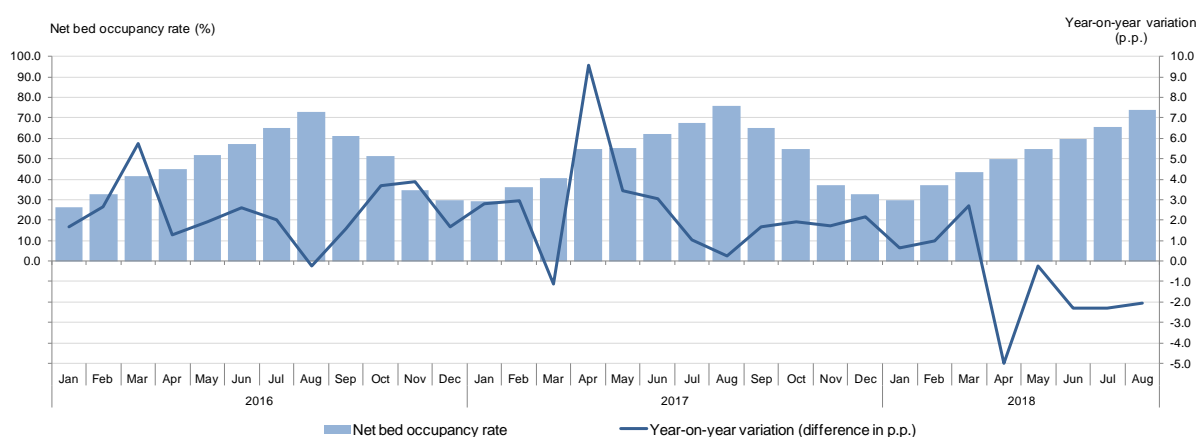
**Figure 6. Average stay and net bed occupancy rate by region NUTS II**

NUTS II	Average stay			Occupancy rate		
	No. of nights		Y-o-y change rate (%)	%		Y-o-y variation (p.p.)
	Aug 17	Aug 18		Aug 17	Aug 18	
<b>Portugal</b>	<b>3.20</b>	<b>3.13</b>	<b>-2.2</b>	<b>75.8</b>	<b>73.8</b>	<b>-2.0</b>
Norte	2.01	2.00	-0.8	66.0	66.6	0.6
Centro	2.08	1.97	-5.4	60.6	56.9	-3.8
MA Lisboa	2.59	2.60	0.5	77.6	75.3	-2.3
Alentejo	2.24	2.22	-0.8	67.6	66.3	-1.3
Algarve	5.16	4.96	-3.8	83.2	81.1	-2.1
AR Açores	3.19	3.14	-1.4	77.9	76.5	-1.4
AR Madeira	5.56	5.61	0.9	83.1	80.1	-3.0

## Reduction in the occupancy rate

The net bed occupancy rate (73.8%) declined by 2.0 p.p. (-2.3 p.p. in July). The Norte region was the only one to record an increase (+0.6 p.p.) as far as this indicator is concerned, while the largest decreases occurred in the Centro (-3.8 p.p.) and AR Madeira (-3.0 p.p.). The highest rates were recorded in the Algarve (81.1%) and AR Madeira (80.1%).

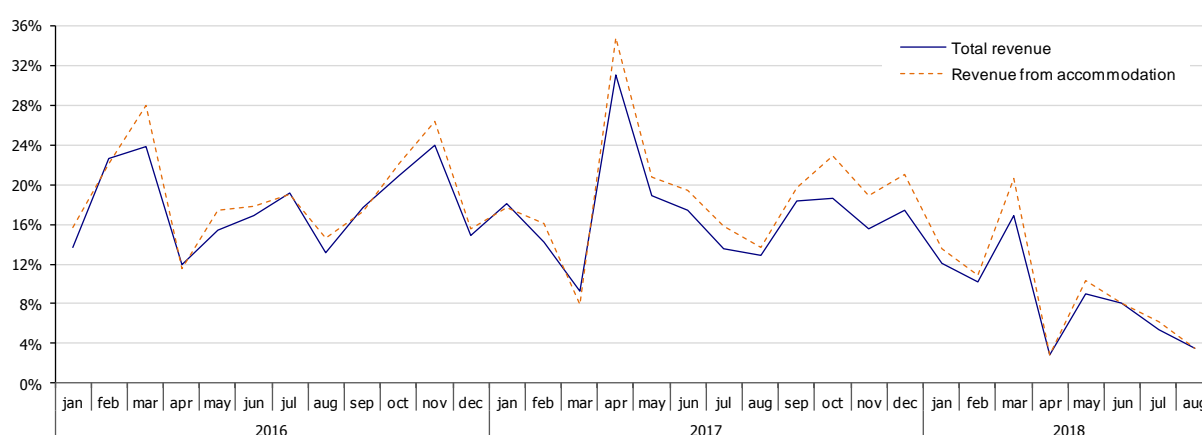
**Figure 7. Net bed occupancy rate**



## Revenue kept decelerating

Total revenue amounted to EUR 522.5 million and revenue from accommodation stood at EUR 408.4 million, slowing down to a 3.5% growth in both cases (+5.4% and +6.2% in July, respectively).

**Figure 8. Total revenue and revenue from accommodation - Year-on-year change rates**



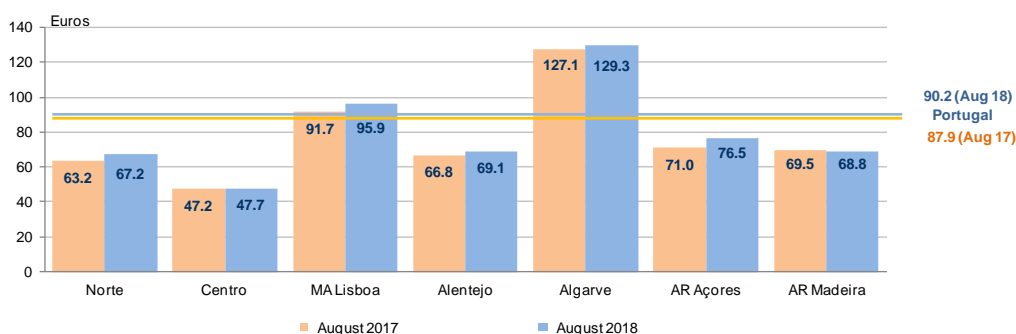
Amongst the various regions, the emphasis went to the increases in revenue in AR Açores (+7.2% in total revenue and +10.2% in revenue from accommodation) and in the Norte (+8.6% and +8.4%, respectively).

**Figure 9. Revenue by region NUTS II**

NUTS II	Total revenue			Revenue from accommodation		
	EUR 10 <sup>6</sup>		Y-o-y change rate (%)	EUR 10 <sup>6</sup>		Y-o-y change rate (%)
	Aug 17	Aug 18		Aug 17	Aug 18	
<b>Portugal</b>	<b>505.0</b>	<b>522.5</b>	<b>3.5</b>	<b>394.5</b>	<b>408.4</b>	<b>3.5</b>
Norte	54.2	58.9	8.6	42.5	46.1	8.4
Centro	41.0	41.4	1.2	30.9	31.4	1.7
MA Lisboa	111.1	115.5	4.0	88.3	93.7	6.2
Alentejo	17.5	17.6	1.0	13.4	13.8	2.5
Algarve	220.0	227.1	3.2	177.1	179.8	1.6
AR Açores	14.0	15.0	7.2	10.8	11.9	10.2
AR Madeira	47.3	46.9	-0.8	31.5	31.6	0.4

The average revenue per available room (RevPAR) was EUR 90.2 in August, which corresponded to an increase of 2.7% (+5.2% in July). The Algarve accounted for the highest RevPAR (EUR 129.3). As regards this indicator, the emphasis went to the increases in AR Açores (+7.7%) and Norte (+6.3%).

**Figure 10. Average revenue per available room**



In August, the evolution of RevPAR was mostly positive with regard to the different typologies. The largest increases occurred in pousadas (+5.2%) and in hotels (+2.4%). The pousadas and the apartment hotels recorded the highest values in this indicator (EUR 123.4 and EUR 105.9, respectively).

**Figure 11. RevPAR by type and category of the establishment**

Type of establishment and category	RevPAR (€)		Year-on-year change rate
	Aug 17	Aug 18	%
<b>Total</b>	<b>87.9</b>	<b>90.2</b>	<b>2.7</b>
<b>Hotels</b>	<b>88.5</b>	<b>90.6</b>	<b>2.4</b>
*****	157.7	158.7	0.6
****	89.6	91.7	2.3
***	58.4	60.7	4.0
** / *	44.3	45.8	3.3
<b>Apartment hotels</b>	<b>105.1</b>	<b>105.9</b>	<b>0.8</b>
*****	168.2	159.1	-5.4
****	102.4	103.2	0.8
*** / **	94.1	97.2	3.3
<b>Pousadas</b>	<b>117.3</b>	<b>123.4</b>	<b>5.2</b>
<b>Tourist apartments</b>	<b>82.0</b>	<b>83.1</b>	<b>1.3</b>
<b>Tourist villages</b>	<b>97.7</b>	<b>97.4</b>	<b>-0.4</b>
<b>Other tourist establishments</b>	<b>39.3</b>	<b>39.9</b>	<b>1.5</b>

## Camping sites and holiday camps

In August 2018, camping sites welcomed 580.4 thousand campers (+3.1%) that spent 2.2 million overnight stays (+3.3%). The internal market (+5.6%) contributed solely for this increase given that the external markets declined by 3.4%. Residents in Portugal were predominant standing for 76.2% of the total overnight stays. The average stay (3.72 nights) increased slightly (+0.2%).

Holiday camps and youth hostels hosted 53.2 thousand guests (+0.3%) and 129.2 thousand overnight stays (+0.7%). The internal market concentrated 76.1% of the total overnight stays and declined by 0.2% while the external markets presented a 3.6% increase. The average stay (2.43 nights) rose by 0.4%.

**Figure 12. Camping, holiday camps and youth hostels**

	Unit	Total				Residents				Non residents			
		Aug 18		Jan - Aug 18		Aug 18		Jan - Aug 18		Aug 18		Jan - Aug 18	
		Value	Y-o-y change rate (%)	Value	Y-o-y change rate (%)	Value	Y-o-y change rate (%)	Value	Y-o-y change rate (%)	Value	Y-o-y change rate (%)	Value	Y-o-y change rate (%)
<b>Camping sites</b>													
Campers	10 <sup>3</sup>	580.4	3.1	1 487.2	-0.3	399.9	4.5	908.5	-1.4	180.5	0.3	578.7	1.5
Overnight stays	"	2 157.3	3.3	5 341.9	3.9	1 644.4	5.6	3 510.9	4.6	512.9	-3.4	1 831.0	2.7
Average stay	no. nights	3.72	0.2	3.59	4.2	4.11	1.0	3.86	6.1	2.84	-3.7	3.16	1.1
<b>Holiday camps and youth hostels</b>													
Guests	10 <sup>3</sup>	53.2	0.3	239.1	1.1	39.6	2.1	176.7	-1.3	13.6	-4.5	62.4	8.5
Overnight stays	"	129.2	0.7	508.2	-2.0	98.3	-0.2	365.9	-7.0	30.9	3.6	142.3	13.7
Average stay	no. nights	2.43	0.4	2.13	-3.1	2.48	-2.2	2.07	-5.8	2.28	8.5	2.28	4.9



## EXPLANATORY NOTES

The sources used in this press release are: Survey on guest stays in hotel establishments and other accommodations, Survey on guest stays in camping sites and Survey on guest stays in holiday camps and youth hostels.

Data made available in this press release relates to establishments operating in each reference period, considering:

2018 – January to July: provisional results; 2018 – August: preliminary results.

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. These effective responses include situations of suspended activity (seasonal, temporarily for other reasons or definitive) not duly reported, resulting on substitution of estimates by null result, a situation with higher occurrence during the low season.

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 July 18	0.0 p.p.	-0.1 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 establishments with ten or more beds: hotels, apartment hotels, “*pousadas*”, tourist apartments and tourist villages, as well as other accommodation establishments – boarding houses, motels and inns including “*quintas da Madeira*”.

**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 might not correspond to the sum of the parcels.

**Language** - In order to simplify the language, the term “foreigner” might be used instead of “non resident”.

### ABBREVIATIONS

RevPAR – Revenue per Available Room

**Date of next press release:** 15 November 2018