

Tourism Demand of Residents
4th Quarter 2019

Tourism trips of residents increased by 10.8% in 2019

In 2019 as a whole, the number of tourism trips of residents increased by 10.8% to a total of 24.5 million, accelerating significantly when compared with the 4.2% growth in 2018. Domestic trips increased by 9.0% and trips abroad grew by 24.7% (+3.2% and +13.3%, respectively in 2018).

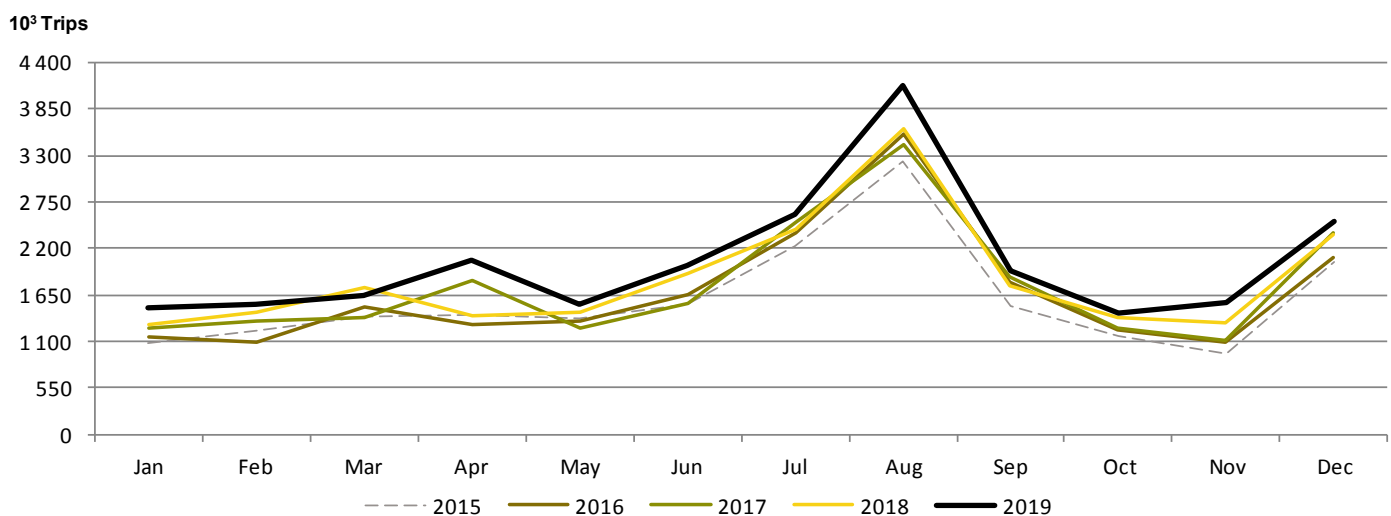
In the **4th quarter of 2019**, tourism trips of residents in Portugal increased by 9.3%¹ (+11.0% in the 3rd Q 2019), totalling 5.5 million. Tourism trips within the national territory stood for 88.5% of the total, having increased by 10.2% (+8.2% in the 3rd Q) while tourism trips to foreign countries grew by 3.0% (+36.5% in the 3rd Q).

Trips for “Visit to relatives or friends” increased and corresponded to half the total trips in the quarter

In the 4th quarter of 2019, residents in Portugal took a total of 5.5 million trips, corresponding to an increase of 9.3% (+11.0% in the 3rd Q 2019).

In 2019 as a whole (preliminary results) there were 24.5 million trips taken (+10.8%), the highest figure in the last decade and more than doubled the variation recorded in 2018 (+4.2%)

Figure 1. Tourism trips of residents by month

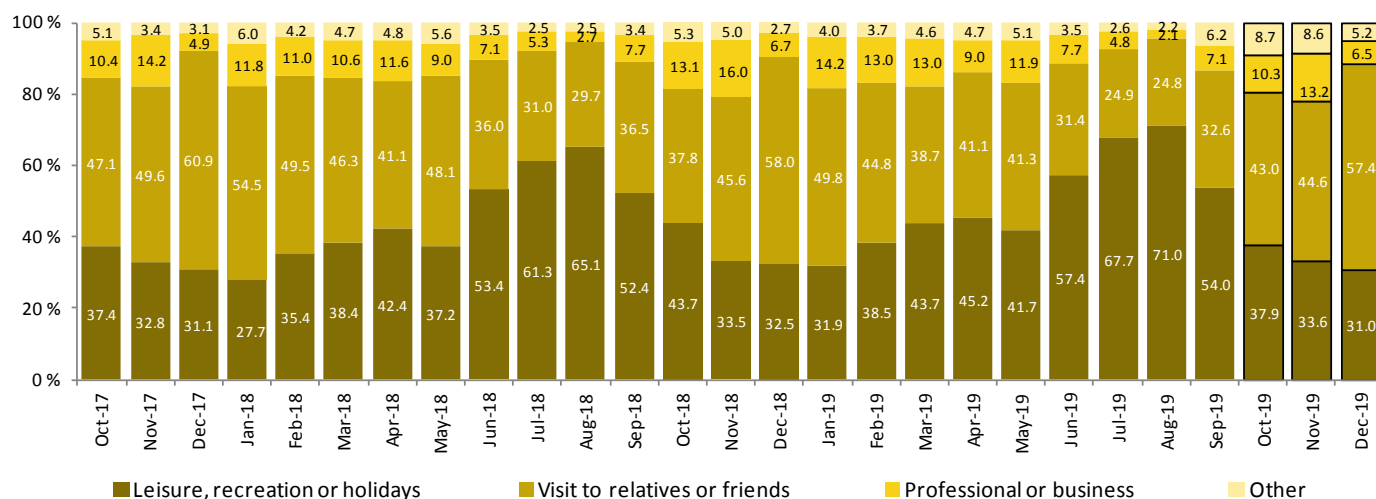


¹ Unless stated otherwise, the rates of change in this press release correspond to year-on-year rates of change.

“Visit to relatives or friends” was the main reason to travel in the 4th quarter of 2019, corresponding to 2.8 million trips (+11.1%), and represented 50% of the total (+0.8 p.p. when compared to the same quarter of 2018). “Leisure, recreation or holidays” justified 1.9 million trips (+2.2%), representing 33.5% of the total (-2.3 p.p. in its weight to the total). Trips for “professional or business” reasons (517.9 thousand) decreased their relative weight by 1.5 p.p. in the 4th quarter (representing 9.4% of the total).

Considering all the trips taken in **2019**, “leisure, recreation or holidays” as reason to travel was associated to 49.4% of the total trips (12.1 million trips, +17.9%) and the “visit to relatives or friends” was the reason for 37.8% of all trips (9.2 million trips, +1.2%). “Professional or business” represented 8.2% of the total trips (2.0 million trips, +9.9%).

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

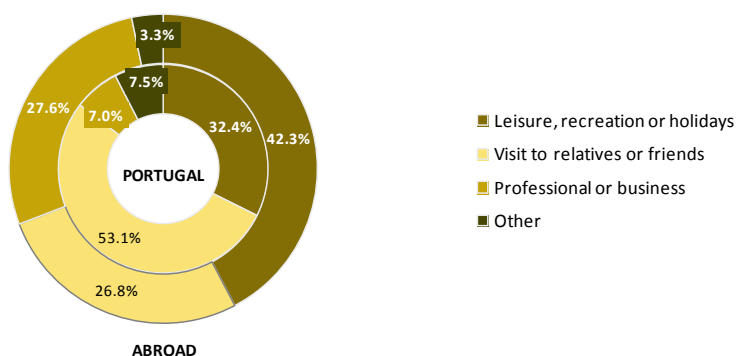


Growth in domestic trips stood out

In the 4th quarter of 2019, domestic trips (4.9 million) represented 88.5% of all trips, having increased by 10.2% (+8.2% in the 3rd Q). In turn, trips abroad corresponded to 11.5% and amounted to 633.1 thousand trips (+3.0%, +36.5% in the 3rd Q).

The “visit to relatives or friends” as a reason to travel was associated with the majority of the domestic trips (2.6 million; weighting at 53.1%). Regarding trips abroad, “leisure, recreation or holidays” (268.1 thousand) was the reason behind most trips taken (42.3%).

Figure 3. Breakdown of trips according to purposes, by destination, 4th Q 2019

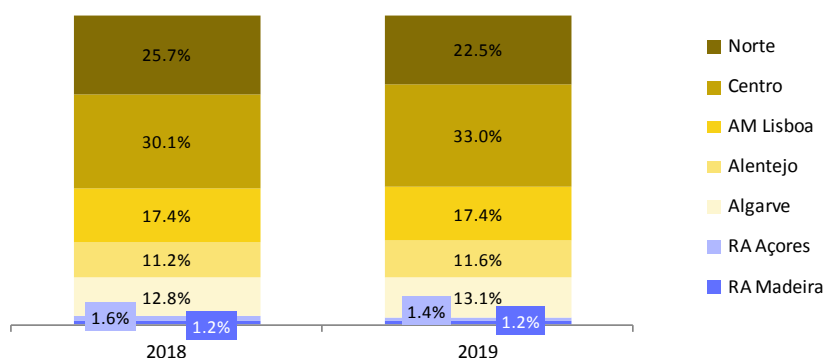


In **2019**, trips abroad increased by 24.7% (+13.3% in 2018), representing 12.7% of the total (+1.4 p.p.), most of which were triggered by "leisure, recreation or holidays" reason (59.7%, +1.2 p.p.). Domestic trips increased by 9.0% (+3.2% in 2018), with "leisure, recreation or holidays" as the reason mostly associated with the majority of the trips taken, having grown by 3.0 p.p. compared to 2018.

Spain stood out as the main foreign destination and strengthened its rank

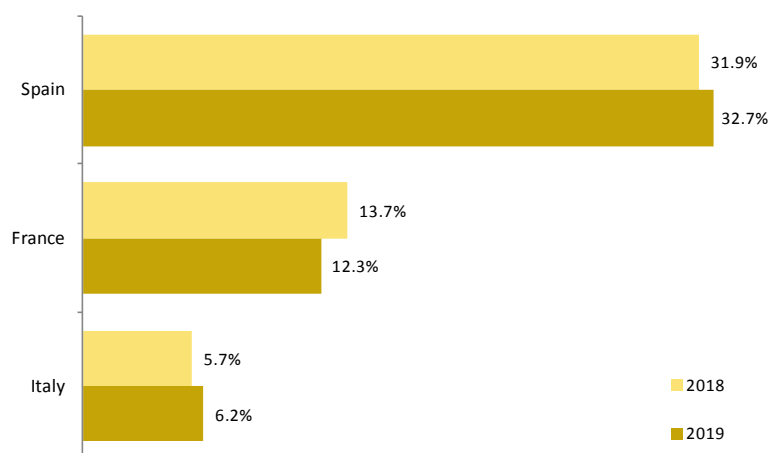
Considering the year **2019** as a whole, the Centro region strengthened its position as a destination of domestic trips, chosen in 33.0% of those trips (+2.9 p.p. vis-à-vis 2018), while the Norte region lost weight (-3.3 p.p.) now standing for 22.5%. The Área Metropolitana de Lisboa was the destination sought after in 17.4% of the domestic trips, the same as in 2018.

Figure 4. Distribution of domestic trips by NUTS II



In **2019**, among the main destination countries concerning trips abroad, Spain and France still ranked first and second respectively, with a corresponding 32.7% (+0.8 p.p.) and 12.3% (-1.4 p.p.) of the total trips. Italy ascended to the third position with 6.2% (+0.6 p.p.) previously occupied by the United Kingdom (6.0% compared to the 7.3% registered in 2018). In 75.7% (-0.3 p.p.) of trips abroad, the destination countries were located in the European Union.

Figure 5. The proportion of trips of the three main foreign destinations

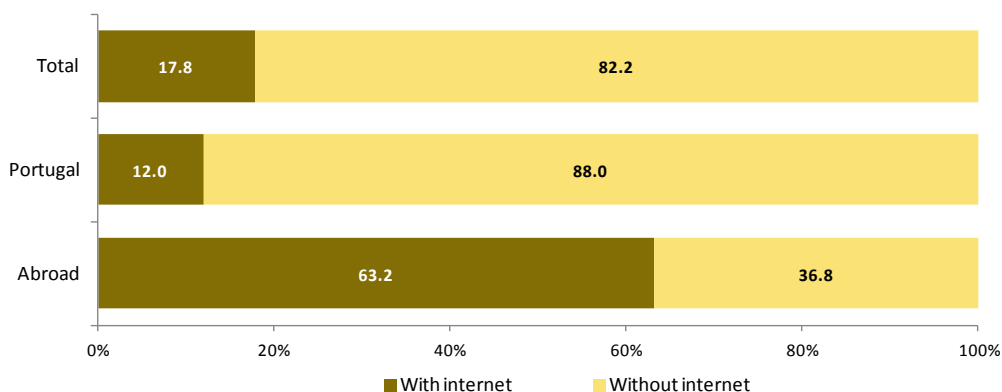


Reduction in the use of the internet in the organization of trips in the quarter but still growing in the year

In the 4th quarter of 2019, 28.9% of trips were made by using the booking of services (-3.0 p.p.), reaching 89.9% (+0.1 p.p.) in the case of trips abroad. In domestic trips, the booking of services was used in 21.0% of trips (-2.9 p.p.).

The internet was used in the organization of 17.8% of tourism trips (-2.6 p.p.). The use of the internet was an option in 63.2% (+0.8 p.p.) of trips abroad and in 12.0% (-2.7 p.p.) of domestic trips.

Figure 6. Breakdown of trips according to the use of the internet, by destination, 4th Q 2019

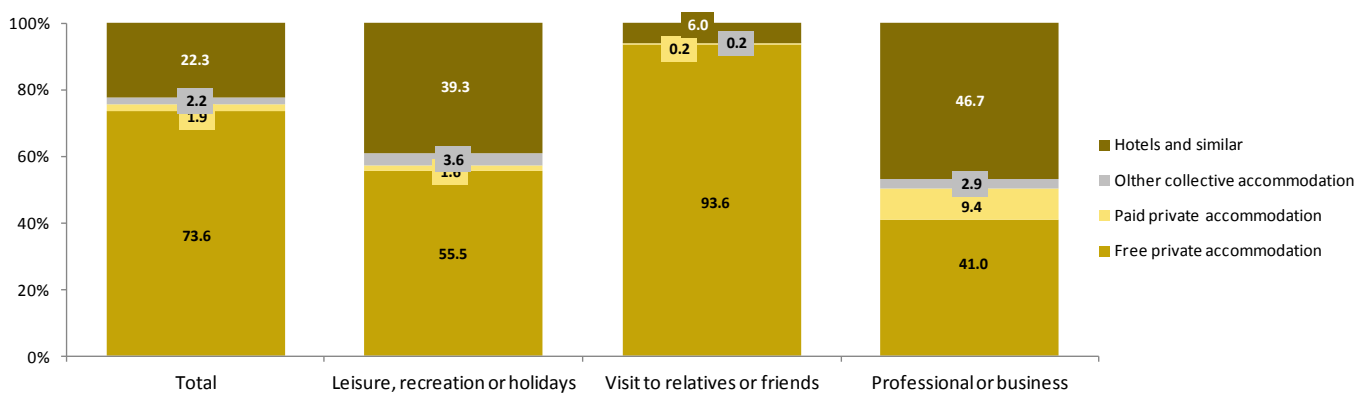


In **2019**, trips booked in advance represented 35.4% of the total (+2.8 p.p. vis-à-vis 2018) and 90.7% of trips abroad (+0.9 p.p.). The use of the internet occurred in 24.2% of trips in 2019, keeping the upward trend compared to the previous years (19.1% in 2018 and 17.4% in 2017).

The use of “free private accommodation” increases in the quarter despite the reduction in annual terms

“Hotels and similar establishments” hosted 22.3% of overnight stays in the 4th quarter of 2019, strengthening its representativeness by 0.4 p.p. compared to the same period in 2018. “Free private accommodation” remained the main accommodation option (73.6% of overnight stays) and increased by 3.0 p.p. in total weight.

Figure 7. Breakdown of overnight stays by type of accommodation, according to main purposes, 4th Q 2019

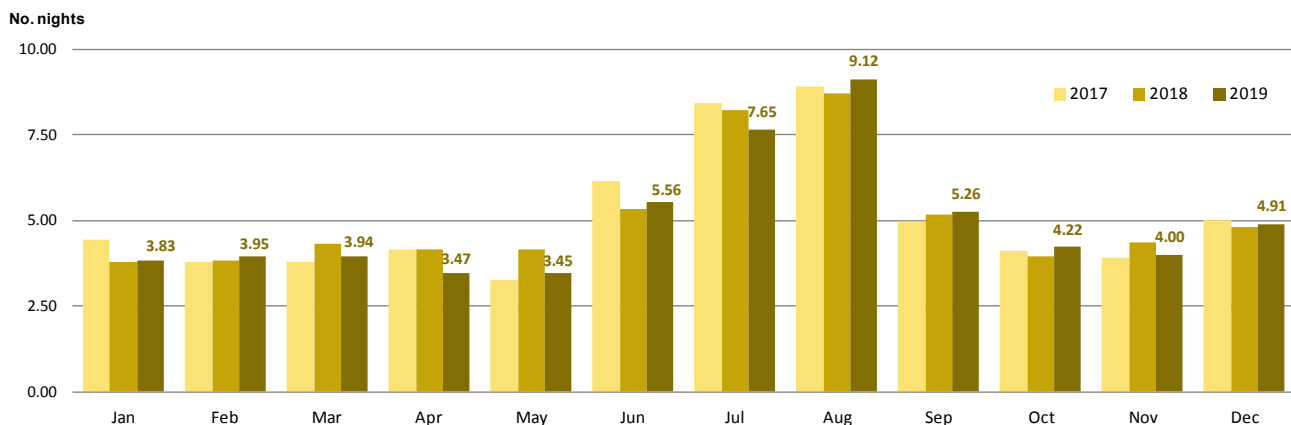


In **2019**, overnight stays spent in “free private accommodation” corresponded to 61.3% of the total (63.3% in 2018 and 66.9% in 2017), with “hotels and similar establishments” increasing in importance by 4.9 p.p. and concentrating 27.0% of the total overnight stays, as a result of an increase of 37.8% vis-à-vis 2018,.

The number of overnight stays per tourist increased slightly in the quarter but decreased in annual terms

In the 4th quarter of 2019, the average number of overnight stays spent by each resident on tourism trips was 4.49 nights (+0.2%). The highest average stay occurred in trips taken in December (4.91 nights).

Figure 8. Overnight stays spent by tourist during trips, by month

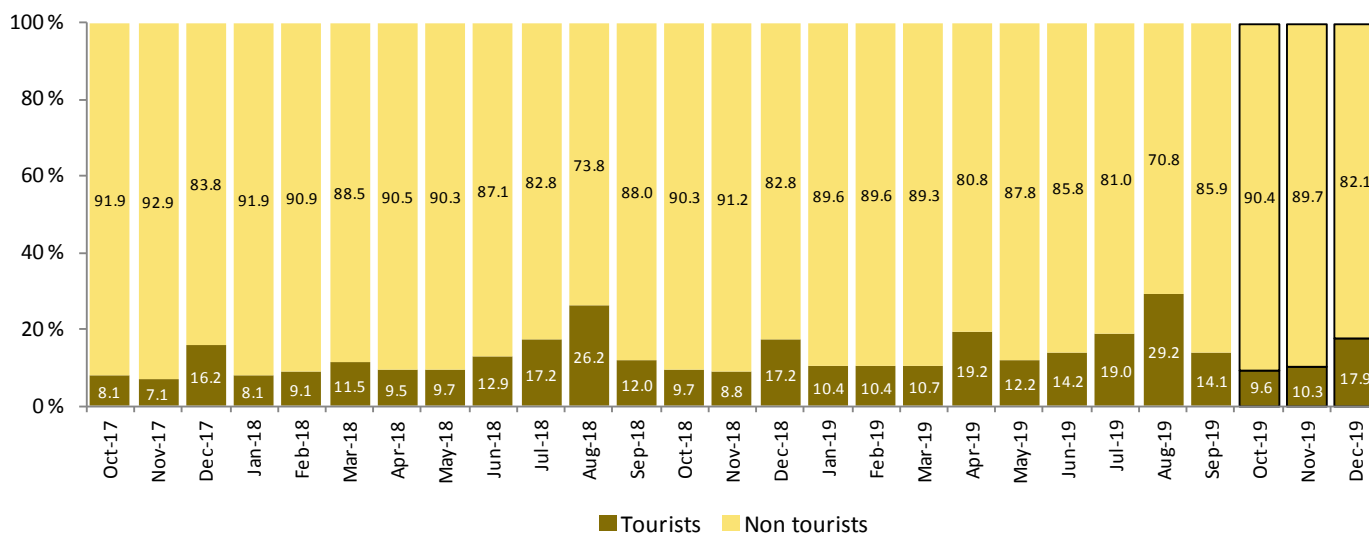


In the whole year of **2019**, the average **overnight stays spent by tourist during trips were** 5.45 nights (5.63 nights in 2018 and 5.71 in 2017).

The proportion of tourists in the quarter increased slightly

In the 4th quarter of 2019, 22.2% of the resident population made at least one tourism trip (+1.0 p.p.). In this quarter, December registered the highest proportion of residents who travelled (17.9%; +0.7 p.p.).

Figure 9. The proportion of tourists and non-tourists in the resident population, by month



METHODOLOGICAL NOTES

Results from the "Survey on Tourism Demand of Residents" are gathered from surveying a sample of housing units, with a 50% rotation in the beginning of each year, with a quarterly telephone interview.

Results in this Press Release are:

Until 2018 – final data

2019 – provisional data

Main concepts

Tourist – Traveller staying at least one night in a private or collective accommodation site in a particular place, regardless of the motivation to travel.

Tourism trip – A trip to one or multiple tourism 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 – 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 – 27 July 2020