



14 January 2022
TOURIST ACTIVITY
November 2021

OVERNIGHT STAYS IN RA MADEIRA EXCEEDED THE LEVELS OF NOVEMBER 2019, MAINLY REGARDING RESIDENTS

The **tourist accommodation sector**¹ registered 1.5 million guests and 3.6 million overnight stays in **November 2021**², corresponding to increases³ of 265.5% and 287.7%, respectively (+115.2% and +137.9% in October, in the same order). When compared with November 2019, the number of guests decreased by 17.0% and overnight stays declined by 12.4%.

In November, concerning the number of overnight stays, the domestic market contributed 1.3 million and the external markets registered 2.3 million. When compared with November 2019, there were decreases in both the number of overnight stays of residents (-3.4%) and non-residents (-16.6%).

The total revenue registered in the tourist accommodation establishments amounted to EUR 211.6 million and the revenue for accommodation was EUR 153.4 million. When compared with November 2019, total revenue decreased by 8.0% and revenue for accommodation declined by 7.5%. The average revenue per available room (RevPAR) was EUR 30.4 in November (EUR 42.8 in October). The average daily rate (ADR) amounted to EUR 75.2 in November (EUR 83.9 in October). In November 2019, the RevPAR was EUR 32.1 and the ADR amounted to EUR 70.5.

In **the cumulative period January to November 2021**, there were increases of 56.4% in total revenue and 58.0% in revenue for accommodation. When compared with the same period of 2019, the rate of change was -46.8% in both types of revenue.

Between **January and November 2021**, considering all means of accommodation (tourist accommodation establishments, camping and holiday camps, and youth hostels), there were 14.9 million guests and 39.9 million overnight stays, corresponding to increases of 33.0% and 36.9%, respectively.

¹ Monthly series which includes three types of accommodation facilities: hotel establishments (hotels, apartment hotels, tourist apartments, tourist villages, pousadas and quintas da Madeira), local accommodation with 10 or more beds (according to the statistical threshold defined by EU Regulation 692/2011) and rural/lodging tourist.

² Statistics Portugal released on the 3rd of January, the [Tourism activity flash estimate: November 2021](#), which includes the main indicators (guests, overnight stays, with breakdown by residents and non-residents and main countries). In this press release, some of these indicators are presented with a greater geographical breakdown and the remaining indicators usually published monthly - namely occupancy rate, revenue, RevPAR, and ADR - and information on most types of accommodation (including camping and holiday camps and youth hostels) is presented.

³ Unless stated otherwise, the rates of change presented in this press release correspond to year-on-year rates of change.