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TOURISM STATISTICS
2021

TOURISM STATISTICS 2021: RECOVERY OF TOURIST ACTIVITY, BUT STILL BELOW 2019 LEVELS

The year 2021 was still marked by the effects of the constraints arising from the COVID-19 pandemic, especially the confinement measures in the first semester and at the end of the year, with negative effects on the tourism sector which, despite having grown compared to 2020, a year of unprecedented contraction in tourism activity, was still below 2019 levels.

In 2021, the number of **arrivals to Portugal of non-resident tourists** is estimated to have reached 9.6 million, corresponding to an increase of 48.4% compared to 2020 (-61.0% compared to 2019). Spain remained the main inbound market (share of 30.2%), having registered an increase of 57.3% in 2021.

Considering the **whole set of means of accommodation**, in 2021 there were 16.0 million guests and the number of overnight stays stood at 42,6 million, corresponding to increases of 36.9% and 40.7%, respectively (-60.4% and -61.1%, in the same order, in 2020). Compared to 2019, the number of guests decreased by 45.8% and overnight stays fell by 45.2%. The domestic market provided 22.5 million overnight stays, corresponding to 52.8% of the total, and recorded an increase of 33.2% in 2021 (-13.9% compared to 2019). Overnight stays from external markets registered a higher growth (+50.1%, -61.1% compared to 2019) and reached 20.1 million overnight stays (47.2% of the total).

In **tourist accommodation establishments** (hotels, local accommodation, and rural/lodging tourism), the total revenue amounted to €2.3 billion (+61.2%) and revenue from accommodation reached €1.8 billion (+62.8%). Compared to 2019, both indicators decreased, 45.8% and 45.7%, respectively. The average revenue per available room (RevPAR) was €32.6 in 2021 (+43.9% vis-à-vis 2020 and -34.1% compared to 2019) and the average daily rate (ADR) corresponded to €88.2 (+14.2% than in 2020 and -1.1% vis-à-vis 2019).

In 2021, tourist trips reached 17.5 million, corresponding to a +21.6% year-on-year growth (-41.1% in 2020), with domestic trips increasing by 20.2% (-35.7% in 2020) and trips abroad rising 48.8% (-78.1% in 2020), in both cases below 2019 levels (-22.7% and -67.4%, respectively).

The average expense per tourist on each trip was set at €196.6, increasing by 11.6% compared to 2020 and approaching the 2019 value (-0.3%). In domestic trips, residents spent, on average, €170.1 per tourist on each trip, €11.8 more than in 2020 (+ €35.2 compared to 2019), while in traveling abroad the average expenditure per tourist on each trip was €628.7, reflecting a € 91.9 increase (+ €2.0 compared to 2019).



With this press release Statistics Portugal announces the publication of “[Tourism Statistics 2021](#)”, which provides a wide range of indicators on tourism activity in Portugal, in terms of supply and demand.

Non-resident tourist arrivals to Portugal increased by 48.4%

The number of arrivals to Portugal of non-resident tourists is estimated to have reached 9.6 million, corresponding to an increase of 48.4% compared to 2020, standing for only 39.0% of the value obtained in 2019 (24.6 million).

Spain remained the main inbound market (share of 30.2%), having registered an increase of 57.3% in 2021. The French market (16.1% of the total) kept being the second main inbound market, increasing by 46.2%. Tourists from the United Kingdom (10.6%) increased by 24.0% in 2021, while the German market (8.0%) grew by 39.1%.

Figure 1. Arrivals to Portugal of non-resident tourists, 2020-2021

Unit: 10³

Country of residence	2020	2021	Change rate (%)	shares	
				2020	2021
TOTAL	6 480.1	9 616.7	48.4%	100.0%	100.0%
Spain	1 847.4	2 906.4	57.3%	28.5%	30.2%
France	1 057.9	1 546.8	46.2%	16.3%	16.1%
United Kingdom	823.3	1 020.6	24.0%	12.7%	10.6%
Germany	552.5	768.6	39.1%	8.5%	8.0%
Switzerland	345.5	539.1	56.0%	5.3%	5.6%
The Netherlands	235.7	372.4	58.0%	3.6%	3.9%
Belgium	176.4	300.3	70.2%	2.7%	3.1%
Italy	161.9	261.6	61.6%	2.5%	2.7%
Ireland	96.1	201.4	109.7%	1.5%	2.1%
Nordic countries	118.3	185.5	56.8%	1.8%	1.9%
Others in Europe	238.4	470.0	97.2%	3.7%	4.9%
United States of America	132.6	294.6	122.2%	2.0%	3.1%
Brazil	284.3	276.9	-2.6%	4.4%	2.9%
Other	409.9	472.5	15.3%	6.3%	4.9%

Source: Statistics Portugal

Tourist activity recovering, but still below 2019 levels

When considering the **whole set of means of accommodation** (tourist accommodation establishments¹, camping sites and holiday camps, and youth hostels), on July 31, 2021, 6,571 establishments were in activity and with guests, corresponding to a 20.2% rise compared to the same period of the previous year (-8,2% compared to 2019, with 7,155 establishments in activity).

¹ Hotel activity (hotels, apartment hotels, tourist apartments, tourist villas, pousadas, and quintas da Madeira), rural/lodging tourism, and local accommodation (LA with ten or more beds).



The number of guests in all means of tourist accommodation amounted to 16.0 million and the number of overnight stays stood at 42,6 million, corresponding to increases of 36.9% and 40.7%, respectively (-60.4% and -61.1%, in the same order, in 2020). Compared to 2019, the number of guests decreased by 45.8% and overnight stays fell by 45.2%.

The domestic market provided 22.5 million overnight stays, corresponding to 52.8% of the total, and recorded an increase of 33.2% in 2021 (-13.9% compared to 2019). Overnight stays from external markets registered a higher growth (+50.1%, -61.1% compared to 2019) and reached 20.1 million overnight stays (47.2% of the total).

There were increases in the number of overnight stays in the different regions, most notably in the RA Açores (+125.7%) and in the RA Madeira (+80.0%). Comparing with 2019, all regions registered decreases, more so in AM Lisboa (-56.5%) and Algarve (-46.7%).

Figure 2. Main indicators of accommodation activity, 2019-2021

Global results	Unit	2019	2020	2021	YoY change rate (%) 2020-2021
Establishments	nº	7 155	5 467	6 571	20.2
Accommodation capacity	"	643 308	539 917	604 118	11.9
Guests	10 ³	29 495.4	11 668.3	15 974.6	36.9
Overnight stays	10 ³	77 822.7	30 283.8	42 608.0	40.7
Average stay	nr. overnight stays	2.64	2.60	2.67	2.8
Net bed occupancy rate *	%	47.3	24.1	31.1	7.0 p.p.
Total revenue *	10 ⁶ €	4 295.8	1 445.7	2 330.3	61.2
Revenue from accommodation *	"	3 229.9	1 076.4	1 752.3	62.8
RevPAR (average revenue per available room) *	€	49.4	22.6	32.6	43.9
ADR (Average Daily Rate) *	€	89.2	77.3	88.2	14.2

* Only tourist accommodation establishments: hotels, local accommodation (with 10 or more beds) and tourism in rural areas/housing.

Source: Statistics Portugal, Survey on guests stays in hotel establishments and other accommodations, Survey on guests stays in holiday camps and youth hostels, Survey on guests stays in camping sites

In **tourist accommodation establishments** (hotels, local accommodation, and rural/lodging tourism) 90.5% of the guests and 87.6% of the overnight stays were concentrated, followed by camping sites (8.6% and 11.6%, respectively) and holiday camps and youth hostels (0.8% in both).

In 2021, the tourist accommodation establishments allowed for 14.5 million guests and 37.3 million overnight stays, corresponding to 38.6% and 44.7% growth rates, respectively (-46.7% and -46.8% compared to 2019, in the same order).

Camping sites received 1.4 million campers (+22.1% compared to 2020), which provided 4.9 million overnight stays (+16,6%). Despite the increases recorded, the levels of 2019 were not reached, keeping reductions of 31.4% in guests and 28.8% in overnight stays over that year.

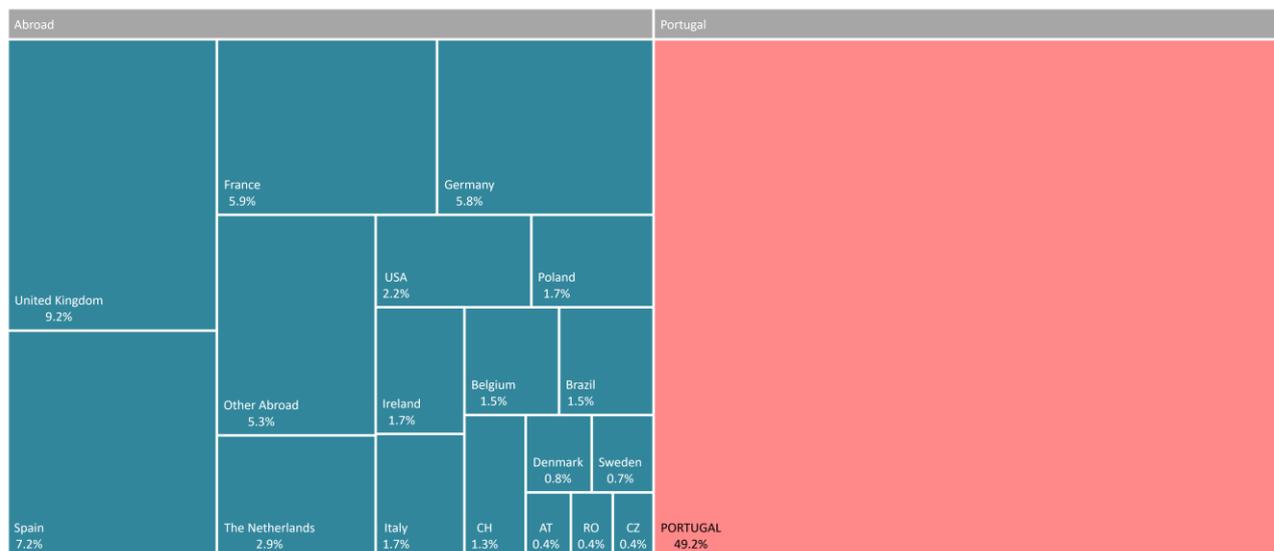
Holiday camps and youth hostels received 135.4 thousand guests, which provided 333.7 thousand overnight stays, positively varying from the previous year (+23.0% and +34.5%, respectively; -60.9% and -53.8%, vis-à-vis 2019).

In 2021, the average stay (2.67 nights) increased by 2.8% (+4.8% in local accommodation, +4.6% in hotel activity, +0.1% in rural/lodging tourism and -4.5% in camping sites). The average stay among residents was 2.34 nights (+3.2%) and among non-residents reached 3.17 nights (-0.5%).



The United Kingdom remained the **main inbound market** (16.2% of total non-resident overnight stays), increasing by 46.0% (-66.5% compared to 2019), followed by the Spanish market (14.6% of the total), which increased by 49.8% (-48.4% compared to 2019). The third most important inbound market was the German (12.5%), which increased by 23.8% (-60.5% compared to 2019).

Figure 3. Overall overnight stays (%) in tourist accommodation establishments by country of residence, 2021



Source: Statistics Portugal, Survey on guests stays in hotel establishments and other accommodations

In **tourist accommodation establishments** (hotels, local accommodation, and rural/lodging tourism), the total revenue amounted to €2.3 billion (+61.2%) and revenue from accommodation reached €1.8 billion (+62.8%). Compared to 2019, both indicators decreased, 45.8% and 45.7%, respectively. The average revenue per available room (RevPAR) was €32.6 in 2021 (+43.9% vis-à-vis 2020 and -34.1% compared to 2019) and the average daily rate (ADR) corresponded to €88.2 (+14.2% than in 2020 and -1.1% vis-à-vis 2019).

Tourist trips by residents accelerated, mainly abroad, but below 2019 levels

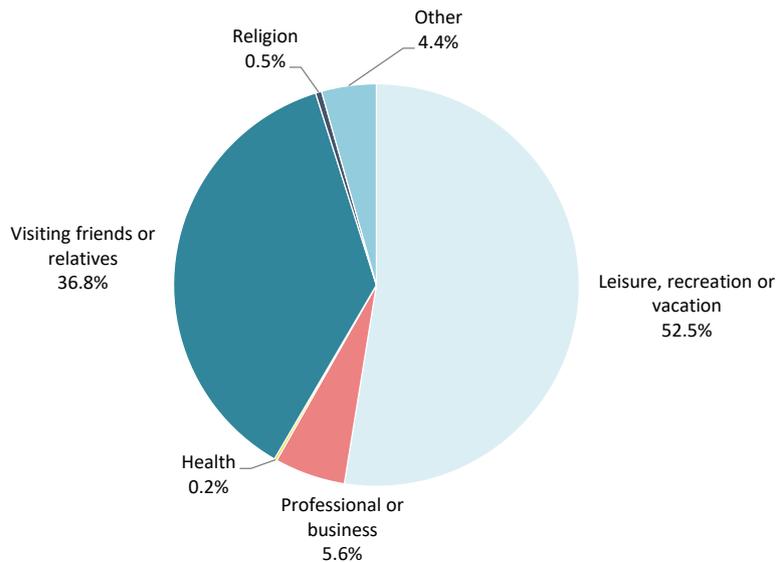
According to the results of the **Travel Survey of Residents**, in 2021, 44.0% of the resident population in Portugal have made at least one tourist trip outside their usual environment, which represented an increase of 5.0 p.p. compared to 2020 (more 514.9 thousand tourists), corresponding to 4.5 million individuals and reflecting a partial recovery from the decline recorded in 2020, compared to 2019, when a drop of 1.4 million occurred.

In 2021, tourist trips reached 17.5 million, corresponding to a +21.6% year-on-year growth (-41.1% in 2020). Domestic trips increased by 20.2% (-35.7% in 2020), corresponding to 16.5 million, and trips abroad reached 1.0 million (+48.8%; -78.1% in 2020). Compared to 2019, decreases of 22,7% and 67,4% were registered.



The main motivation for traveling continued to be “leisure, recreation or holidays”, justifying 9.2 million trips (52.5% of the total, -1.6 p.p. compared to 2020), followed by “visits to relatives or friends”, with 6.4 million trips (36.8% of the total, +2.9 p.p. than in the previous year, but -1.0 p.p. compared to 2019).

Figure 4. Residents’ trips, by motivation, 2021



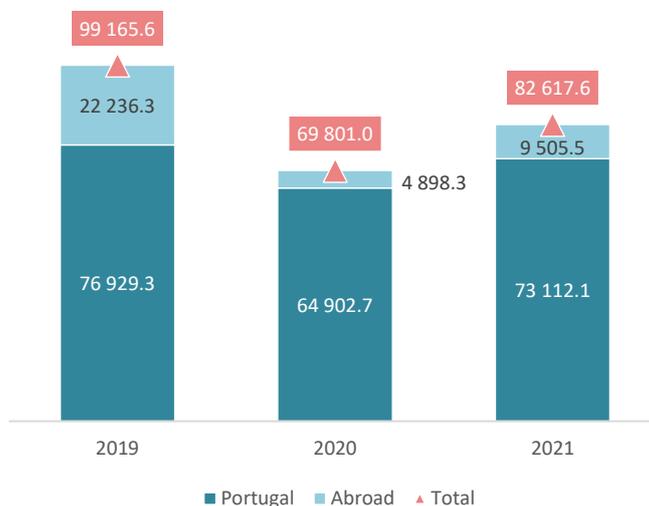
Source: Statistics Portugal, Travel Survey of Residents

Each trip lasted, on average, 4.7 nights (4.8 nights in 2020). Trips abroad lasted, on average, 9.4 nights (+2.2 nights compared to the previous year and to 2019) and domestic trips 4.4 nights (4.7 nights in 2020; 3.6 nights in 2019).

The tourist trips made by residents in 2021 generated more than 82.6 million overnight stays (+18.4% compared to 2020, -16.7% vis-à-vis 2019), most of which being domestic trips (88.5% of the total, 93.0% in 2020). Overnight stays in Portugal increased by 12.6%, while trips abroad grew by 94.1%, revealing a partial recovery from the drops in the previous year (-15.6% and -78.0%, respectively; -5.0% and -57.3% compared to 2019).



Figure 5. Residents' overnight stays by destination, 2019-2021



Source: Statistics Portugal, Travel Survey of Residents

The “free private accommodation provided by family or friends” stood as the most frequently used means of accommodation, concentrating 32.7 million overnight stays (39.6% of the total; 37.8% in 2020). This means of accommodation prevailed, in both domestic trips (39.3% of the total, 37.6% in 2020) and trips abroad (41.4% of overnight stays, 40.2% in 2020). Before the pandemic, stays in “hotels and similar establishments” prevailed in trips abroad.

The average expense per tourist on each trip was set at €196.6, increasing by 11.6% compared to 2020 and approaching the 2019 value (-0.3%). In domestic trips, residents spent, on average, €170.1 per tourist on each trip, €11.8 more than in 2020 (+ €35.2 compared to 2019), while in traveling abroad the average expenditure per tourist on each trip was €628.7, reflecting a 17.1% increase from the previous year (+ €2.0 compared to 2019).

Gross monthly earnings per employee increased by 7.5% in accommodation activities

In 2021, the **gross monthly earnings per employee** (considering the total economy) increased by 3.5% compared to 2020, corresponding to € 1,362 (€ 1,315 in 2020; € 1 277 in 2019).

Specifically, in the accommodation activities (NACE 55), the gross monthly earnings per employee stood at € 1,115 in 2021 (€ 1,037 in 2020; € 1,060 in 2019), € 247 lower than that recorded in the total economy. Compared to the previous year, the gross monthly earnings per employee in this branch of activity increased by 7.5% (-2.2% in 2020; +2.6% in 2019).



Figure 6. Number of employees and gross monthly earnings per employee, 2014-2021

Portugal	Total			NACE 55		
	Number of enterprises	Number of employees	Total gross remuneration	Number of enterprises	Number of employees	Total gross remuneration
	Thousands		Euros	Thousands		Euros
2014	353.7	3 505.8	1 173	4.3	51.9	971
2015	359.6	3 585.6	1 179	4.7	55.5	969
2016	368.4	3 700.5	1 196	5.3	61.1	986
2017	381.7	3 876.7	1 216	5.9	68.3	1 003
2018	392.4	4 018.8	1 241	6.5	73.8	1 033
2019	405.5	4 161.3	1 277	7.1	78.3	1 060
2020	407.1	4 118.1	1 315	7.6	71.4	1 037
2021	413.8	4 207.7	1 362	7.9	66.4	1 115

Source: INE calculations based on the Social Security Monthly Earnings Statement and on the Contribution Ratio of Caixa Geral de Aposentações.

The (direct) GVA generated by tourism increased by 27.3%, reaching 5.8% of the national GVA

The preliminary estimate of the **Tourism Satellite Account** for 2021 points to a nominal increase of 27.3% in the Gross Value Added generated by Tourism (GVAGT), compared to 2020. GVAGT represented 5.8% of national GVA (4.8% in 2020), still standing 2.3 p.p. below 2019 (in which it represented 8.1% of the economy's GVA). It is estimated that the tourism activity has generated a direct and indirect contribution of 16.8 billion euros to GDP in 2021, which corresponds to 8.0% (6.6% in 2020 and 11.8% in 2019). These results translated into a contribution of around 2/3 to the reduction in GDP volume in 2020, and in just over 1/3 to its recovery in 2021.