



INSTITUTO NACIONAL DE ESTATÍSTICA  
STATISTICS PORTUGAL

press release

# DIÁSTAKE

14 October 2022  
TOURIST ACTIVITY  
August 2022

## THE AVERAGE DAILY RATE REACHED A HISTORICAL HIGH IN AUGUST

The **tourist accommodation sector**<sup>1</sup> registered 3.4 million guests and 9.9 million overnight stays in **August 2022**<sup>2</sup>, the highest monthly values since records exist, corresponding to increases<sup>3</sup> of 33.0% and 31.9%, respectively (+85.4% and +90.0% in July, in the same order). When compared with August 2019, the number of guests and overnight stays increased by 1.2% and 2.8%, respectively.

In August, when considering the most representative municipalities in the national total concerning tourist activity<sup>4</sup>, Lisboa and Albufeira stand out given that, together, these municipalities accounted for 27.1% of the total overnight stays spent in the country and 32.9% of the total overnight stays spent by non-residents.

In August, the net bed occupancy rate (68.3%) increased by 10.6 p.p. (+24.6 p.p. in July), slightly below the 68.7% registered in August 2019.

The total revenue increased by 53.6% to EUR 797.0 million and the revenue from accommodation amounted to EUR 639.0 million, increasing by 54.9%. Compared with August 2019, there were increases of 24.9% and 25.7% in total revenue and revenue from accommodation, respectively.

In August, the average revenue per available room (RevPar) stood at EUR 102.2 and the average daily rate (ADR) amounted to EUR 137.2, i.e., the highest values since records exist (+41.8% and +17.8% vis-à-vis August 2021). When compared to August 2019, RevPar increased by 21.1% and ADR grew by 18.1%.

In the **first eight months of 2022**, considering **all means of accommodation** (tourist accommodation establishments, camping and holiday camps, and youth hostels), there were 19.4 million guests and 52.8 million overnight stays registered, corresponding to increases of 122.0% and 121.6%, respectively. When compared with the same period in 2019, the number of overnight stays decreased by 3.0% (+4.4% concerning residents and -6.9% for non-residents).

<sup>1</sup> 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.

<sup>2</sup> Statistics Portugal released, on the 30<sup>th</sup> of September, the [Tourism activity flash estimate: August 2022](#), which includes the main indicators (guests, overnight stays, breakdown by residents, non-residents, and main countries). In this press release, some of these indicators are presented with a greater geographical breakdown, and the remaining indicators are 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.

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

<sup>4</sup> Based on the preliminary results on overnight stays of 2021.



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# DIÁSTIQUE

Table 1. Global results of the tourist accommodation sector

Global preliminary results	Unit	July 2022		August 2022		Jan - Aug 22	
		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>3 028.9</b>	<b>85.4</b>	<b>3 376.7</b>	<b>33.0</b>	<b>17 635.9</b>	<b>128.7</b>
Residents in Portugal	"	1 207.8	16.5	1 423.3	-4.9	7 552.0	47.3
Residents abroad	"	1 821.1	205.2	1 953.4	87.6	10 083.8	290.0
<b>Overnight stays</b>	<b>10<sup>3</sup></b>	<b>8 623.6</b>	<b>90.0</b>	<b>9 905.7</b>	<b>31.9</b>	<b>47 130.1</b>	<b>133.8</b>
Residents in Portugal	"	2 879.8	8.1	3 720.9	-11.4	15 917.5	33.7
Residents abroad	"	5 743.7	206.4	6 184.8	86.9	31 212.5	278.4
<b>Average stay</b>	<b>no. of nights</b>	<b>2.85</b>	<b>2.5</b>	<b>2.93</b>	<b>-0.8</b>	<b>2.67</b>	<b>2.2</b>
Residents in Portugal	"	2.38	-7.2	2.61	-6.8	2.11	-9.3
Residents abroad	"	3.15	0.4	3.17	-0.4	3.10	-3.0
Net bed occupancy rate	%	60.7	24.6 p.p.	68.3	10.6 p.p.	46.7	18.9 p.p.
Net bedroom occupancy rate	%	68.1	27.4 p.p.	74.5	12.6 p.p.	54.3	22.0 p.p.
Total revenue	EUR 10 <sup>6</sup>	681.3	131.7	797.0	53.6	3 359.3	163.7
Revenue from accommodation	"	534.6	138.7	639.0	54.9	2 572.1	163.5
RevPAR (Average revenue per available room)	EUR	86.0	113.6	102.2	41.8	57.3	90.4
ADR (Average Daily Rate)	"	126.2	27.6	137.2	17.8	105.5	13.2