



13 March 2023
TOURIST ACTIVITY
January 2023

REVENUE FROM THE TOURIST ACCOMMODATION SECTOR MAINTAINS GROWTH TREND

In **January 2023¹**, the **tourist accommodation sector²** accounted for 1.5 million guests (+72.5%)³ and 3.5 million overnight stays (+74.5%), corresponding to EUR 212.4 million in total revenue (+99.0%), and EUR 153.9 million in revenue from accommodation (+102.3%). Compared to January 2020, when no effects of the pandemic were yet observed, there were increases of 21.6% in total revenue and 24.0% in revenue from accommodation.

The revenue per available room (RevPAR) stood at EUR 29.0 and the average daily rate (ADR) amounted to EUR 78.4 (+86.2% and +17.7% when compared to January 2022, respectively). *Vis-à-vis* January 2020, the RevPAR increased by 16.6% and the ADR grew by 16.7%.

In January, among the municipalities with greater representation in terms of the total number of overnight stays, Albufeira stands out, which continued to register a reduction in overnight stays compared to 2020, both from residents (-17.5%) and non-residents (-9.9%).

Considering **all means of accommodation** (tourist accommodation establishments, camping and holiday camps, and youth hostels), in January 2023, there were 1.5 million guests and 3.8 million overnight stays, corresponding to increases of 70.4% and 70.0%, respectively. Compared with January 2020, the number of overnight stays increased by 6.4% (+6.5% concerning residents and +6.3% regarding non-residents).

¹ Statistics Portugal released, on the 28th of February, the [Tourism activity flash estimate: January 2023](#), which includes the main indicators (guests, overnight stays, breakdown by residents, non-residents, and main countries and occupancy rates). In this press release, some of these indicators are presented with a greater geographical breakdown, and the remaining indicators are usually published monthly - namely revenue, RevPAR, and ADR - and information on the whole set of means of accommodation (including camping and holiday camps and youth hostels) is presented.

² 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.

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



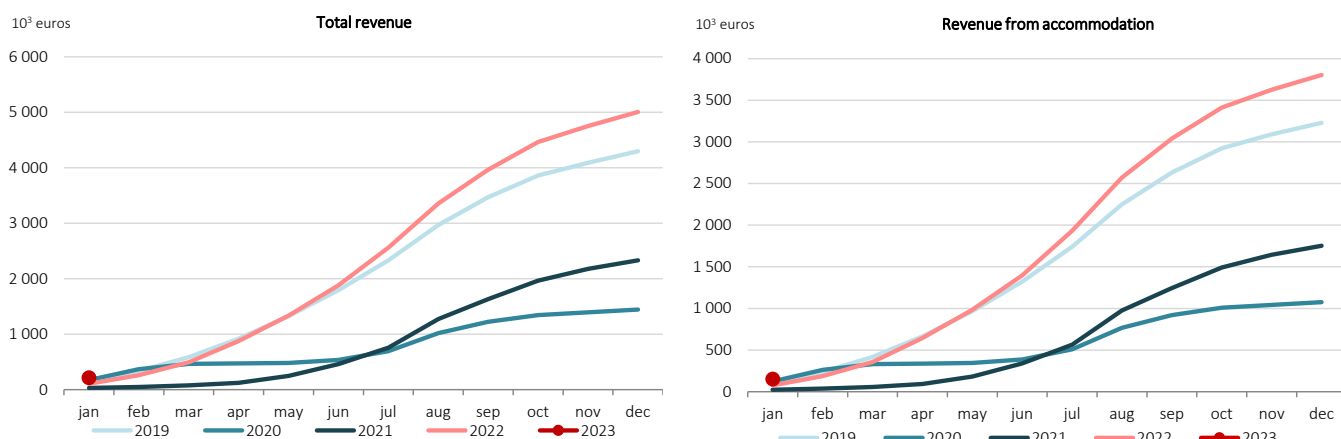
Table 1. Global results of the tourist accommodation sector

| Global preliminary results | Unit | December 2022 | | January 2023 | |
|---|-----------------------|----------------|------------------------------|----------------|------------------------------|
| | | Value | Year-on-year change rate (%) | Value | Year-on-year change rate (%) |
| Guests | 10³ | 1 623.4 | 45.5 | 1 464.8 | 72.5 |
| Residents in Portugal | " | 827.2 | 28.3 | 689.2 | 37.6 |
| Residents abroad | " | 796.2 | 68.9 | 775.6 | 122.8 |
| Overnight stays | 10³ | 3 740.1 | 45.8 | 3 470.6 | 74.5 |
| Residents in Portugal | " | 1 436.1 | 29.4 | 1 180.6 | 38.7 |
| Residents abroad | " | 2 304.0 | 58.4 | 2 290.0 | 101.3 |
| Average stay | no. of nights | 2.30 | 0.3 | 2.37 | 1.1 |
| Residents in Portugal | " | 1.74 | 0.8 | 1.71 | 0.8 |
| Residents abroad | " | 2.89 | -6.2 | 2.95 | -9.7 |
| Net bed occupancy rate | % | 31.2 | 7.9 p.p. | 29.4 | 10.9 p.p. |
| Net bedroom occupancy rate | % | 38.2 | 9.3 p.p. | 37.0 | 13.6 p.p. |
| Total revenue | EUR 10 ⁶ | 254.1 | 66.6 | 212.4 | 99.0 |
| Revenue from accommodation | " | 178.0 | 65.3 | 153.9 | 102.3 |
| RevPAR (Average revenue per available room) | EUR | 33.1 | 53.8 | 29.0 | 86.2 |
| ADR (Average Daily Rate) | " | 86.7 | 16.3 | 78.4 | 17.7 |

Total revenue and revenue from accommodation maintain growth, although slowing down compared to the pre-pandemic period

Total revenue increased by 99.0%, amounting to EUR 212.4 million. The revenue from accommodation grew by 102.3% to EUR 153.9 million. When compared to January 2020, there were increases of 21.6% in total revenue and 24.0% in revenue from accommodation, slowing down in comparison with the rates of change registered in December (+23.8% and +26.4% vis-à-vis December 2019).

Figure 1. Total revenue and revenue from accommodation in tourist accommodation establishments, by month – cumulative sum



In January, AM Lisboa accounted for 38.2% of total revenue and 40.3% of revenue from accommodation, followed by RA Madeira (17.0% and 16.2%, respectively) and Norte (16.8% and 16.9%, in the same order).

The largest increases occurred in AM Lisboa (+150.3% in total revenue and +151.9% in revenue from accommodation) and Norte (+92.8% and +94.7%, respectively). When compared to January 2020, the emphasis



was on the rates of change registered in RA Madeira (+44.9% and +54.2%, in the same order) and RA Açores (+42.5% and +45.3%, respectively).

Table 2. Revenue in tourist accommodation establishments,
by NUTS II regions

| NUTS II | Total revenue | | Revenue from accommodation | |
|-----------------|---------------------|-----------------------|----------------------------|-----------------------|
| | Jan 23 | | Jan 23 | |
| | EUR 10 ⁶ | Y-o-y change rate (%) | EUR 10 ⁶ | Y-o-y change rate (%) |
| Portugal | 212.4 | 99.0 | 153.9 | 102.3 |
| Norte | 35.6 | 92.8 | 25.9 | 94.7 |
| Centro | 19.8 | 58.1 | 14.2 | 54.2 |
| AM Lisboa | 81.1 | 150.3 | 62.0 | 151.9 |
| Alentejo | 8.3 | 50.6 | 5.6 | 45.7 |
| Algarve | 26.5 | 72.7 | 17.4 | 74.6 |
| RA Açores | 5.0 | 77.4 | 3.6 | 81.1 |
| RA Madeira | 36.1 | 83.4 | 25.0 | 91.7 |

In January, the evolution of revenue was positive in all three accommodation segments.

In hotels establishments, total revenue, and revenue from accommodation (shares of 87.8% and 85.6% in total tourism accommodation) increased by 103.0% and 106.5%, respectively. Compared to January 2020, total revenue and revenue from accommodation increased by 18.5% and 20.3%, in the same order. Local accommodation establishments (shares of 9.2% and 11.3%, respectively) registered increases of 86.8% and 94.1%, and tourism in rural areas and lodging tourism (representing 3.0% in both) recorded increases of 44.5% and 42.5%. Compared with January 2020, in local accommodation establishments, total revenue and revenue from accommodation increased by 43.9% and 47.6%, respectively, and in tourism in rural areas and lodging tourism increased by 71.8% and 67.6%, in the same order.

Table 3. Revenue in tourist accommodation establishments,
by segment and by type

| Type of establishment | Total revenue | | Revenue from accommodation | |
|---|---------------------|-----------------------|----------------------------|-----------------------|
| | Jan 23 | | Jan 23 | |
| | EUR 10 ⁶ | Y-o-y change rate (%) | EUR 10 ⁶ | Y-o-y change rate (%) |
| Total | 212.4 | 99.0 | 153.9 | 102.3 |
| Hotels and similar | 186.6 | 103.0 | 131.8 | 106.5 |
| Hotels | 153.9 | 109.4 | 109.2 | 114.3 |
| Apartment hotels | 18.0 | 97.4 | 11.9 | 100.5 |
| Pousadas and quintas da Madeira | 4.4 | 79.0 | 2.7 | 66.4 |
| Tourist apartments | 5.8 | 63.1 | 5.0 | 77.6 |
| Tourist villages | 4.5 | 35.1 | 3.0 | 20.0 |
| Local accommodation | 19.5 | 86.8 | 17.4 | 94.1 |
| Tourism in rural areas and lodging tourism | 6.4 | 44.5 | 4.7 | 42.5 |

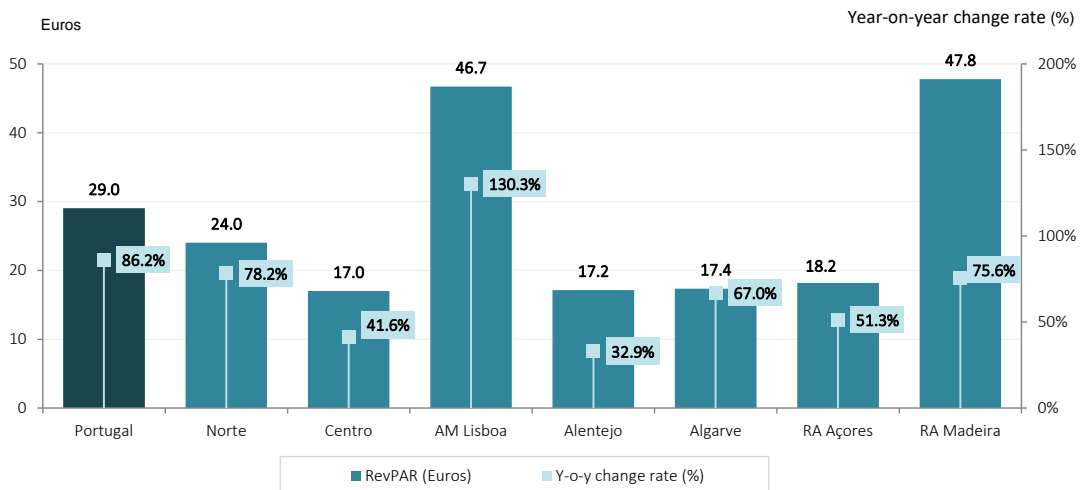


Average daily rate (ADR) increased more significantly in AM Lisboa

When considering all the tourist accommodation establishments, the revenue per available room (RevPAR) amounted to EUR 29.0 in January, having increased by 86.2% compared to January 2022 (+53.8% in December) and 16.6% when compared with the same month in 2020.

The highest RevPAR values were recorded in RA Madeira (EUR 47.8; +75.6%) and AM Lisboa (EUR 46.7; +130.3%).

Figure 2. Revenue per available room (RevPAR) in tourist accommodation establishments, by NUTS II regions



This indicator increased by 94.9% in hotel establishments, 62.8% in local accommodation, and 18.7% in rural/lodging tourism.

Table 4. Revenue per available room (RevPAR) in tourist accommodation establishments, by type and category

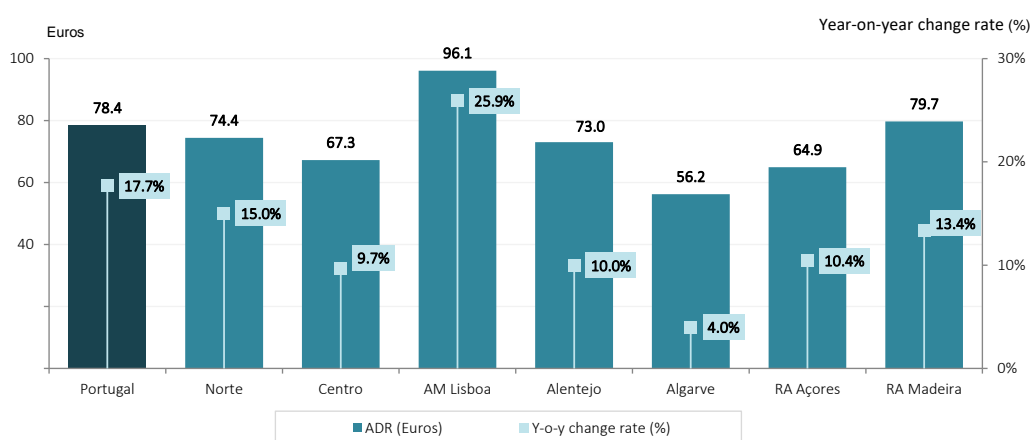
| Type of establishment and category | RevPAR (€) | | Year-on-year change rate (%) |
|---|-------------|-------------|------------------------------|
| | Dec 22 | Jan 23 | Jan 23 |
| Total | 33.1 | 29.0 | 86.2 |
| Hotels and similar | 36.4 | 31.9 | 94.9 |
| Hotels | 39.3 | 34.2 | 101.7 |
| ***** | 63.3 | 54.4 | 90.9 |
| **** | 38.2 | 33.2 | 112.1 |
| *** | 28.8 | 25.3 | 105.1 |
| ** / * | 24.8 | 22.6 | 83.6 |
| Apartment hotels | 32.4 | 29.5 | 75.9 |
| ***** | 53.4 | 49.3 | 79.3 |
| **** | 28.9 | 26.6 | 78.0 |
| *** / ** | 27.5 | 22.9 | 49.2 |
| Pousadas and quintas da Madeira | 53.6 | 49.3 | 64.1 |
| Tourist apartments | 20.6 | 18.4 | 75.6 |
| Tourist villages | 15.3 | 13.9 | 24.7 |
| Local accommodation | 22.5 | 20.4 | 62.8 |
| Tourism in rural areas and lodging tourism | 19.9 | 15.3 | 18.7 |



When considering the total tourist accommodation establishments, the average daily rate (ADR) amounted to EUR 78.4 in January, +17.7% when compared with the same month in 2022 (+16.3% in December). In comparison with January 2020, ADR increased by 16.7%.

The largest increase concerning this indicator, when compared to January 2022, occurred in AM Lisboa (+25.9%).

Figure 3. Average daily rate (ADR) in tourist accommodation establishments, by NUTS II regions



In January, ADR increased by 17.0% in hotel establishments, 24.3% in local accommodation, and 10.1% in tourism in rural areas and lodging tourism.

Table 5. Average daily rate (ADR) in tourist accommodation establishments, by type and category

| Type of establishment and category | ADR (€) | | Year-on-year change rate (%) |
|---|--------------|--------------|------------------------------|
| | Dec 22 | Jan 23 | Jan 23 |
| Total | 86.7 | 78.4 | 17.7 |
| Hotels and similar | 89.2 | 80.4 | 17.0 |
| Hotels | 92.6 | 83.9 | 16.9 |
| **** | 171.3 | 150.3 | 6.4 |
| *** | 86.0 | 78.7 | 19.0 |
| ** | 66.4 | 59.7 | 21.7 |
| */ | 60.9 | 58.5 | 24.5 |
| Apartment hotels | 78.8 | 71.4 | 24.5 |
| **** | 150.8 | 143.3 | 37.8 |
| *** | 71.6 | 66.7 | 21.7 |
| **/** | 53.7 | 40.6 | 16.2 |
| Pousadas and quintas da Madeira | 136.6 | 120.8 | 13.2 |
| Tourist apartments | 62.5 | 56.7 | 10.7 |
| Tourist villages | 59.4 | 49.5 | -11.2 |
| Local accommodation | 68.3 | 63.3 | 24.3 |
| Tourism in rural areas and lodging tourism | 101.7 | 97.6 | 10.1 |



Overnight stays decreased in Albufeira, both for residents and non-residents, when compared to 2020

In January 2023, there were 1.5 million guests (+72.5%) and 3.5 million overnight stays (+74.5%) in tourist accommodation establishments, of which 73.8% were concentrated in the 17 main municipalities⁴. This January was the one with the highest values of all time, in both overnight stays and guests.

Table 6. Overnight stays in tourist accommodation establishments, by NUTS II

| NUTS II | Overnight stays | | | |
|-----------------|-----------------|-----------------------|----------------|-----------------------|
| | Residents | | Non residents | |
| | Jan 23 | Y-o-y change rate (%) | Jan 23 | Y-o-y change rate (%) |
| Portugal | 1 180.6 | 38.7 | 2 290.0 | 101.3 |
| Norte | 276.6 | 30.3 | 332.7 | 146.6 |
| Centro | 252.6 | 28.9 | 102.0 | 78.3 |
| AM Lisboa | 298.3 | 51.1 | 831.9 | 137.5 |
| Alentejo | 91.5 | 23.7 | 37.5 | 69.1 |
| Algarve | 121.0 | 38.0 | 443.1 | 72.4 |
| RA Açores | 57.1 | 48.0 | 35.8 | 83.0 |
| RA Madeira | 83.5 | 84.0 | 506.9 | 71.0 |

Most municipalities reached the highest values ever recorded in the month of January, especially concerning the number of overnight stays spent by residents.

The municipality of Lisboa accounted for 25.2% of the total overnight stays in January 2023 (14.0% of the total overnight stays of residents and 31.0% of total overnight stays of non-residents), amounting to 875.6 thousand overnight stays. When compared with January 2020, the number of overnight stays increased by 1.4% (-1.0% in residents and +1.9% in non-residents).

Funchal accounted for 12.3% of the total overnight stays (427.0 thousand), increasing by 14.2% (+66.5% in residents and +8.6% in non-residents) when compared with January 2020.

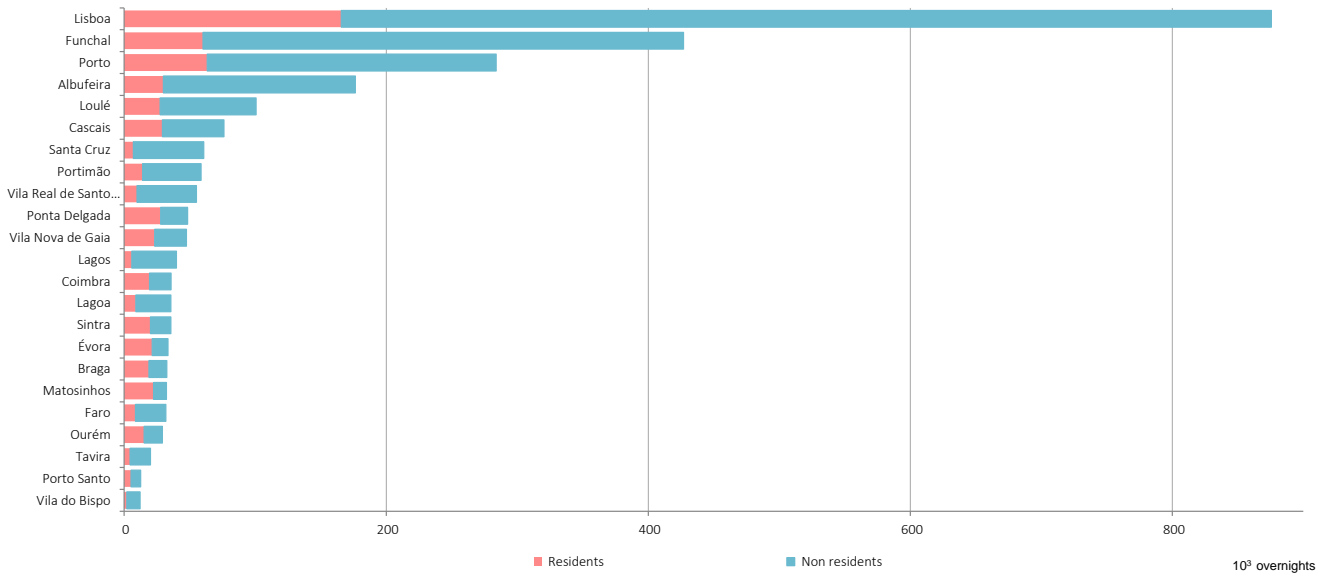
In Porto, there were 283.9 thousand overnight stays (8.2% of the total), 5.5% more when compared with January 2020 (+5.3% in residents and +5.5% in non-residents).

The number of overnight stays spent in the municipality of Albufeira (5.1% of the total) reached 176.4 thousand, decreasing by 11.2% compared with January 2020 (-17.5% in residents and -9.9% in non-residents).

⁴ According to the provisional results concerning overnight stays in 2022.



Figure 4. Overnight stays in tourist accommodation establishments by main municipalities, January 2023





Accommodation activity – overview

In **January 2023**, when considering the **whole set of means of accommodation** (tourist accommodation establishments, camping sites, holiday camps, and youth hostels) there were 1.5 million guests and 3.8 million overnight stays, i.e., increases of 70.4% and 70.0%, respectively. When compared with January 2020, the number of overnight stays increased by 6.4% (+6.5% in residents and +6.3% in non-residents).

In this set of accommodation establishments, the average stay (2.44 nights) decreased by 0.2% (+0.1% concerning residents and -11.3% regarding non-residents).

Table 7. Main indicators of accommodation activity

| NUTS II | | Jan 23 | | | | | |
|--------------------------------------|-----------------|----------------|-----------------------|----------------|-----------------------|----------------|-----------------------|
| | | Total | | Residents | | Non residents | |
| | | Value | Y-o-y change rate (%) | Value | Y-o-y change rate (%) | Value | Y-o-y change rate (%) |
| Guests | | | | | | | |
| Total | 10 ³ | 1 547.1 | 70.4 | 721.7 | 34.9 | 825.5 | 121.2 |
| Tourist accommodation establishments | " | 1 464.8 | 72.5 | 689.2 | 37.6 | 775.6 | 122.8 |
| Camping sites | " | 70.7 | 35.0 | 24.8 | - 13.8 | 46.0 | 94.4 |
| Holiday camps and youth hostels | " | 11.6 | 78.1 | 7.7 | 52.3 | 3.9 | 168.7 |
| Overnight stays | | | | | | | |
| Total | 10 ³ | 3 770.0 | 70.0 | 1 283.4 | 35.0 | 2 486.6 | 96.2 |
| Tourist accommodation establishments | " | 3 470.6 | 74.5 | 1 180.6 | 38.7 | 2 290.0 | 101.3 |
| Camping sites | " | 266.0 | 24.2 | 84.7 | - 3.5 | 181.3 | 43.3 |
| Holiday camps and youth hostels | " | 33.4 | 128.5 | 18.1 | 62.4 | 15.3 | 340.6 |
| Average stay | | | | | | | |
| Total | no. Nights | 2.4 | -0.2 | 1.8 | 0.1 | 3.0 | -11.3 |
| Tourist accommodation establishments | " | 2.4 | 1.1 | 1.7 | 0.8 | 3.0 | -9.7 |
| Camping sites | " | 3.8 | -8.0 | 3.4 | 12.0 | 3.9 | -26.3 |
| Holiday camps and youth hostels | " | 2.9 | 28.3 | 2.3 | 6.6 | 3.9 | 64.0 |

Overnight stays increased in all means of accommodation

In January, the **tourist accommodation establishments** hosted 1.5 million guests that spent 3.5 million overnight stays, corresponding to increases of 72.5% and 74.5% respectively. Overnight stays of residents increased by 38.7% and those of non-residents grew by 101.3%. In comparison with January 2020, the number of overnight stays increased by 6.5% (+10.0% concerning residents and +4.8% regarding non-residents). The average stay (2.37 nights) increased by 1.1% compared with the same month in 2022.

The **camping sites** registered 70.7 thousand campers and 266.0 thousand overnight stays, in January 2023, corresponding to increases of 35.0% and 24.2%, respectively. The number of overnight stays spent by residents decreased by 3.5% and those of non-residents increased by 43.3%. Compared to the same month in 2020, the number of overnight stays increased by 2.4% (-24.6% concerning residents and +23.0% regarding non-residents). The average stay (3.76 nights) decreased by 8.0% compared with January 2022.

In January 2023, the **holiday camps and youth hostels** hosted 11.6 thousand guests (+78.1%) that spent 33.4 thousand overnight stays (+128.5%). The number of overnight stays spent by residents increased by 62.4% and those of non-residents grew by 340.6%. When compared with the same month in 2020, the overnight stays increased by 29.0% (-4.5% concerning residents and +120.3% regarding non-residents). The average stay (2.88 nights) increased by 28.3% vis-à-vis January 2022.



EXPLANATORY NOTES

In 2020, in the context of the COVID-19 pandemic, Statistics Portugal started to release a flash estimate of tourism activity, anticipating, by 15 days, the dissemination of data on guests and overnight stays in tourist accommodation establishments. The revisions occurring with the publication of later results have not been significant, so from the release of January 2021 data, Statistics Portugal anticipated, by 15 days, the dissemination of preliminary data on tourism activity, thus releasing flash statistics (at 30 days).

With the flash statistics the main indicators are disclosed (guests, overnight stays, with breakdown by residents and non-residents and main countries and occupancy rates). The dissemination of results at 45 days is kept, with a greater geographical breakdown, with the remaining indicators - namely revenue, RevPAR, and ADR - and considering the information on most types of accommodation (including camping and holiday camps and youth hostels).

The sources used in this press release are the Survey on guest stays in hotel establishments and other accommodations, the Survey on guest stays in camping sites, and the 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:

- 2022 – January to December: provisional results; 2023 – January: 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 with effective responses. These effective responses include situations of suspended activity (seasonal, temporarily for other reasons, or definitive) not duly reported, resulting in the substitution of estimates by a null result, a situation with higher occurrence during the low season.

Guest – Individual that spends at least one overnight stay in a tourist accommodation 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.

Total revenue – revenue from the activity of tourist 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.

ADR – Average daily rate, measured by the relation between the revenue from accommodation and the number of occupied rooms in the reference period.

Hotels and similar – Includes hotels, apartment hotels, “pousadas”, “quintas da Madeira”, tourist apartments, and tourist villages.



Local accommodation – Establishments that provide temporary accommodation services for remuneration but do not meet the requirements to be considered tourist facilities, and may take the form of guest houses, apartments, and lodging establishments (including hostels). Note: Includes pensions, motels, and inns previously classified as other tourist accommodations. Only local accommodation establishments with 10 or more beds are considered according to the statistical threshold set in EU Regulation 692/2011.

Rural tourist – Establishments that provide accommodation services to tourists in rural areas, providing an adequate set of facilities, structures, equipment, and complementary services, preserving, and enhancing the architectural, historical, and natural legacies of the respective region.

Lodging tourist – Establishments of a family nature, located in private real estate, namely palaces, and mansions, depending on their architectural, historical, or artistic value, both in rural or urban areas.

Quinta da Madeira – Establishment located in one or more preexisting buildings, with characteristics and architectural, patrimonial, and cultural value alluding to the historical past of Madeira.

Campsites – 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 rates of change – Comparison between the variable level in the reference period and the same period of the year before. The calculation of year-on-year rates of change for the main indicators is based on values in units, although in this press release, they are visible only in thousands.

To simplify the language, the term “foreigner” might be used instead of “non-resident”.

INFORMATION MADE AVAILABLE

With this press release, in addition to the files attached to the press itself, the following indicators are made available on Statistics Portugal's website:

[Guests \(No.\) in tourist accommodation establishments by Geographic localization \(NUTS - 2013\) and Segment \(tourist accommodation establishment\); Monthly](#)

[Nights \(No.\) in tourist accommodation establishments by Geographic localization \(NUTS - 2013\) and Segment \(tourist accommodation establishment\); Monthly](#)

[Total incomes \(€\) in tourist accommodation establishments by Geographic localization \(NUTS - 2013\) and Type \(tourist accommodation establishment\); Monthly](#)

[Lodging incomes \(€\) in tourist accommodation establishments by Geographic localization \(NUTS - 2013\) and Type \(tourist accommodation establishment\); Monthly](#)

Further statistical information on Tourism can be found on the [Statistics Portugal website](#).

Date of next flash statistics – 31st March 2023

Date of next press release – 14th April 2023
