15 May 2023 TOURIST ACTIVITY March 2023

TOURIST ACCOMMODATION REVENUES CONTINUE TO GROW COMPARED TO THE PRE-PANDEMIC PERIOD

In March 2023¹, the tourist accommodation sector² accounted for 2.1 million guests (+30.8%)³ and 5.1 million overnight stays (+26.7%), corresponding to EUR 338.0 million in total revenue (+45.1%), and EUR 250.9 million in revenue from accommodation (+49.0%). Compared to March 2019, there were increases of 36.2% in total revenue and 40.1% in revenue from accommodation.

The revenue per available room (RevPAR) stood at EUR 43.5 and the average daily rate (ADR) amounted to EUR 87.7 (+39.7% and +18.6% when compared to March 2022, respectively). Vis-à-vis March 2019, the RevPAR increased by 28.9% and ADR grew by 23.2%.

In March, among the municipalities with the highest representativeness in the total number of overnight stays, Albufeira continued to stand out, with a reduction of 15.1% when compared to 2019 (-14.0% among residents and -15.3% regarding non-residents). Conversely, significant increases were recorded in Funchal, mainly in resident overnight stays, which doubled compared to March 2019.

In **the 1**st **quarter of 2023**, total overnight stays grew by 40.9% (+22.5% concerning residents and +51.6% regarding non-residents), corresponding to increases of 61.0% in total revenue and 64.0% in revenue from accommodation (+35.5% and +39.9%, respectively, compared to the 1st quarter of 2019).

When considering **all means of accommodation** (tourist accommodation establishments, camping and holiday camps, and youth hostels), in the 1st quarter of 2023, there were 5.4 million guests and 13.5 million overnight stays, corresponding to increases of 40.1% and 39.6%, respectively. When compared to the 1st quarter of 2019, overnight stays grew by 14.2% (+17.0% concerning residents and +12.9% regarding non-residents).

¹ Statistics Portugal released, on the 28th of April, the <u>Tourism activity flash estimate: March 2023</u>, 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 usually published on a monthly basis are disseminated - 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 include 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 areas and lodging tourism.

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

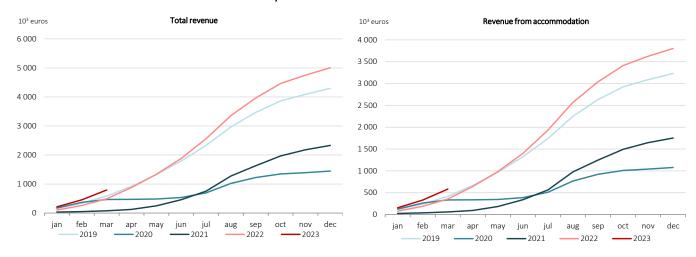
		February 2023		Mar	ch 2023	Jan - Mar 23	
Tourist accommodation establishments	Unit	Value	Year-on-year change rate (%)	Value	Year-on-year change rate (%)	Value	Year-on-year change rate (%)
Guests	10 ³	1 646.9	32.5	2 057.4	30.8	5 159.8	40.8
Residents in Portugal	"	772.7	15.4	837.8	17.7	2 297.1	22.0
Residents abroad	"	874.2	52.6	1 219.6	41.5	2 862.7	60.6
Overnight stays	10 ³	4 022.7	37.7	5 077.8	26.7	12 563.0	40.9
Residents in Portugal	"	1 348.7	17.7	1 492.3	16.3	4 017.1	22.5
Residents abroad	"	2 674.0	50.7	3 585.5	31.6	8 545.9	51.6
Average stay	no. of nights	2.44	3.9	2.47	-3.1	2.43	0.1
Residents in Portugal	"	1.75	2.0	1.78	-1.2	1.75	0.4
Residents abroad	"	3.06	-1.2	2.94	-7.0	2.99	-5.6
Net bed occupancy rate	%	36.5	7.4 p.p.	39.2	5.8 p.p.	35.2	8.0 p.p.
Net bedroom occupancy rate	%	45.9	10.1 p.p.	49.6	7.5 p.p.	44.4	10.4 p.p.
Total revenue	EUR 10 ⁶	244.6	59.6	338.0	45.1	793.6	61.0
Revenue from accommodation	"	178.7	61.3	250.9	49.0	582.6	64.0
RevPAR (Average revenue per available room)	EUR	36.2	49.2	43.5	39.7	36.5	52.6
ADR (Average Daily Rate)	"	79.0	16.2	87.7	18.6	82.2	16.7

Revenue with more expressive increases in the Autonomous Regions, compared to March 2019

Total revenue increased by 45.1%, amounting to EUR 338.0 million. Revenue from accommodation grew by 49.0% to EUR 250.9 million. When compared to March 2019, there were increases of 36.2% in total revenue and 40.1% in revenue from accommodation.

In the 1st quarter of 2023, total revenue increased by 61.0% and revenue from accommodation grew by 64.0%. When compared to the same period in 2019, there were increases of 35.5% and 39.9%, respectively.

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



In March, AM Lisboa accounted for 38.3% of total revenue and 40.5% of revenue from accommodation, followed by Algarve (17.9% and 16.5%, respectively), Norte (16.1% and 16.4%,) and RA Madeira (14.0% and 13.5%).

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The largest increases occurred in AM Lisboa (+57.1% in total revenue and +60.6% in revenue from accommodation), RA Açores (+47.5% and +43.1%, respectively), Norte (+45.0% and +46.5%) and RA Madeira (+42,3% and +51.9%).

When compared to March 2019, the rates of change in RA Açores (+52.1% and +50.2%, respectively) and RA Madeira (+48.1% and +59.6%, in the same order) stood out.

AM Lisboa also stood out due to the growth in the cumulative total revenue in the 1st quarter of 2023 (+82.2% in total revenue and +84.8% in revenue from accommodation), followed by RA Madeira (+63.5% and +73.1%, in the same order) and Norte (+54.6% and +55.8%, respectively).

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

		Total r	evenue		Reve	n			
	Mar 2	23	Jan - Ma	ar 23	Mar :	23	Jan - Mar 23		
NUTS II	EUR 10 ⁶	Y-o-y change rate (%)							
Portugal	338.0	45.1	793.6	61.0	250.9	49.0	582.6	64.0	
Norte	54.5	45.0	129.6	54.6	41.1	46.5	96.3	55.8	
Centro	25.4	27.0	68.3	40.5	18.2	29.1	49.1	39.7	
AM Lisboa	129.5	57.1	300.0	82.2	101.6	60.6	233.0	84.8	
Alentejo	12.2	20.4	30.5	28.7	8.9	23.3	21.8	29.6	
Algarve	60.6	38.3	125.3	45.9	41.3	40.7	83.9	46.2	
RA Açores	8.5	47.5	18.9	53.7	6.0	43.1	13.3	51.4	
RA Madeira	47.4	42.3	121.2	63.5	33.8	51.9	85.2	73.1	

In March, revenues evolved positively in all three accommodation segments. In hotel establishments, total revenue and revenue from accommodation (shares of 87.7% and 85.7% in total tourism accommodation) increased by 45.1% and 49.3%, respectively. Compared to March 2019, there were increases of 34.0% and 37.6%, in the same order.

Local accommodation establishments (shares of 9.3% and 11.4%) registered increases of 50.0% in total revenue and 52.9% in revenue from accommodation, and tourism in rural areas and lodging tourism (representing 3.0% and 2.9%, respectively) recorded increases of 31.1% and 28.4%, in the same order. Compared to March 2019, in local accommodation establishments, total revenue and revenue from accommodation increased by 48.5% and 53.8%, respectively, and in tourism in rural areas and lodging tourism they grew by 74.3% and 70.3%, in the same order.



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

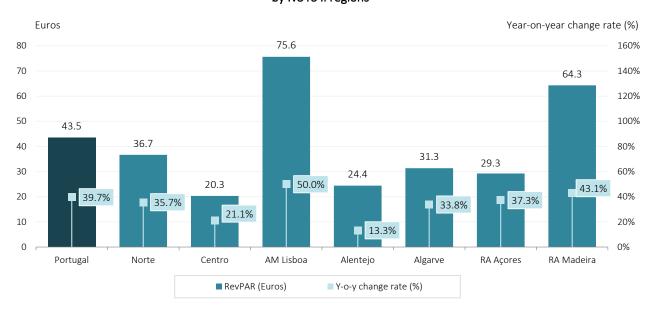
		Total r	evenue		Revenue from accommodation				
	Mar 23		Jan - Mar 23		Mar 23		Jan - Mar 23		
Type of establishment	EUR 10 ⁶	Y-o-y change rate (%)	EUR 10 ⁶	Y-o-y change rate (%)	EUR 10 ⁶	Y-o-y change rate (%)	EUR 10 ⁶	Y-o-y change rate (%)	
Total	338.0	45.1	793.6	61.0	250.9	49.0	582.6	64.0	
Hotels and similar	296.5	45.1	696.1	62.3	215.0	49.3	499.0	65.5	
Hotels	246.2	46.3	575.8	65.5	178.6	50.7	413.3	69.0	
Apartment hotels	27.5	42.0	66.2	57.4	19.3	48.6	45.0	61.3	
Pousadas and quintas da Madeira	5.8	26.4	14.8	43.3	4.1	30.9	10.0	43.5	
Tourist apartments	10.7	66.9	23.2	52.0	8.6	63.5	19.2	59.1	
Tourist villages	6.2	10.5	16.1	20.6	4.4	6.8	11.4	14.3	
Local accommodation	31.5	50.0	73.5	60.4	28.5	52.9	65.8	63.4	
Tourism in rural areas and lodging tourism	10.1	31.1	24.0	32.0	7.3	28.4	17.8	32.3	

Average revenue per available room and daily rates grew in all regions, with AM Lisboa and RA Madeira standing out

When considering all the tourist accommodation establishments, the revenue per available room (RevPAR) amounted to EUR 43.5 in March 2023, having increased by 39.7%, compared to March 2022 (+49.2% in February), and 28.9%, when compared to the same month in 2019.

The highest RevPAR values were recorded in AM Lisboa (EUR 75.6; +50.0%) and RA Madeira (EUR 64.3; +43.1%).

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



In March, this indicator increased by 42.1% in hotel establishments, 35.9% in local accommodation, and 13.4% in tourism in rural areas and 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 (%)		
	Feb 23	Mar 23	Jan - Mar 23	Mar 23	Jan - Mar 23
Total	36.2	43.5	36.5	39.7	52.6
Hotels and similar	39.6	47.9	40.0	42.1	56.5
Hotels	42.0	52.3	43.1	44.4	59.7
****	64.4	84.8	68.6	39.6	52.8
****	41.3	50.5	41.9	47.6	63.8
***	31.6	38.2	31.9	48.4	64.0
** / *	26.6	31.0	26.9	43.0	53.6
Apartment hotels	39.4	42.7	36.9	37.4	45.8
****	68.6	51.6	54.1	0.7	20.6
****	34.2	42.7	34.6	56.6	58.8
*** / **	31.4	30.8	28.3	24.6	33.8
Pousadas and quintas da Madeira	62.0	68.5	60.2	21.5	37.6
Tourist apartments	22.2	25.8	22.4	49.1	52.4
Tourist villages	20.4	19.2	17.9	4.5	16.4
Local accommodation	25.5	31.0	25.9	35.9	43.1
Tourism in rural areas and lodging tourism	20.5	20.6	18.8	13.4	15.6

When considering total tourist accommodation establishments, the average daily rate (ADR) amounted to EUR 87.7 in March, +18.6% when compared to the same month in 2022 (+16.2% in February) and +23.2% compared to March 2019.

The highest ADR values were registered in AM Lisboa (EUR 112.7) and RA Madeira (EUR 87.4), which also corresponded to the most significant increases (+23.2% and +21.2%, respectively).

by NUTS II regions Year-on-year change rate (%) Euros 120 112.7 100 87.7 87.4 82.2 79.0 80 70.5 65.4 64.5 60 23.2% 21.2%

Figure 3. Average daily rate (ADR) in tourist accommodation establishments,

In March, ADR increased by 17.9% in hotel establishments, 26.0% in local accommodation and 8.2% in tourism in rural areas and lodging tourism.

AM Lisboa

12.2%

Alentejo

Y-o-y change rate (%)

11.7%

60%

50%

40%

30%

10%

0%

RA Madeira

16.5%

RA Açores

15.7%

Norte

9.6%

ADR (Euros)

Centro

40

20

0

18.6%

Portugal



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 (%)		
	Feb 23	Mar 23	Jan - Mar 23	Mar 23	Jan - Mar 23
Total	79.0	87.7	82.2	18.6	16.7
Hotels and similar	80.4	89.2	83.8	17.9	16.2
Hotels	83.8	93.2	87.6	18.4	16.8
****	145.8	162.8	154.4	14.7	12.2
***	78.3	86.1	81.4	18.9	16.7
***	61.0	66.9	63.2	23.1	21.9
** / *	58.7	63.6	60.2	25.5	22.7
Apartment hotels	71.7	76.7	72.5	20.7	17.2
****	149.1	117.4	128.0	-0.9	11.5
***	63.9	76.4	69.2	33.9	23.5
*** / **	43.7	43.9	42.8	8.9	9.6
Pousadas and quintas da Madeira	128.0	131.5	127.4	9.6	10.4
Tourist apartments	53.0	64.2	58.5	24.2	12.3
Tourist villages	57.9	56.5	55.2	-8.5	-3.2
Local accommodation	66.6	76.2	69.3	26.0	23.1
Tourism in rural areas and lodging tourism	95.1	98.7	96.2	8.2	8.3

Overnight stays from residents doubled in Funchal, compared to March 2019

In March 2023, there were 2.1 million guests (+30.8%) and 5.1 million overnight stays (+26.7%) in tourist accommodation establishments, of which 75.2% were concentrated in the 23 main municipalities⁴. Similarly to what happened in the first two months of the year, March also registered a record high in overnight stays, having surpassed, for the first time, 5 million in this month.

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

	0\	vernight stays	from residen	ts	Overnight stays from non residents				
	Ma	r 23	Jan -	Mar 23	Mar 2	23	Jan - Mar 23		
NUTS II	Value	Y-o-y change rate (%)	Value	Y-o-y change rate (%)	Value	Y-o-y change rate (%)	Value	Y-o-y change rate (%)	
Portugal	1 492.3	16.3	4 017.1	22.5	3 585.5	31.6	8 545.9	51.6	
Norte	333.9	12.3	930.3	17.7	529.4	44.4	1 232.8	65.1	
Centro	292.0	11.5	843.5	18.5	181.1	39.1	404.0	51.1	
AM Lisboa	346.6	16.1	946.4	26.1	1 235.2	35.7	2 997.0	61.1	
Alentejo	122.2	10.1	327.3	13.2	68.1	19.8	159.5	37.2	
Algarve	188.7	33.3	453.8	26.3	894.7	22.2	1 971.4	36.0	
RA Açores	90.6	4.3	216.5	17.6	66.6	52.1	138.1	59.2	
RA Madeira	118.2	38.3	299.2	54.3	610.3	26.1	1 643.1	48.2	

The municipality of Lisboa accounted for 24.0% of the total overnight stays in March 2023 (12.9% of total overnight stays of residents and 28.6% of total overnight stays of non-residents), reaching 1.2 million overnight

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⁴ The selection of the main municipalities is based on the provisional results of overnight stays for 2022.

stays. When compared to March 2019, overnight stays increased by 8.2% (the same level concerning residents and +9.9% regarding non-residents).

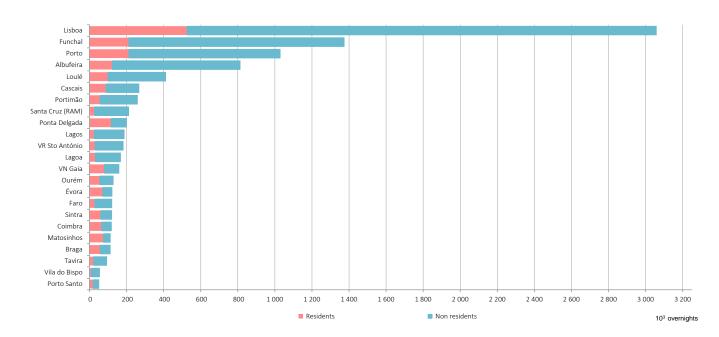
Funchal accounted for 9.8% of the total overnight stays (498.0 thousand), increasing by 15.4% (+100.5% regarding residents and +6.7% concerning non-residents) when compared to March 2019.

In Porto, there were 421.3 thousand overnight stays (8.3% of the total), 28.1% more when compared to March 2019 (+11.7% regarding residents and +32.4% concerning non-residents).

Overnight stays spent in the municipality of Albufeira (7.6% of the total) reached 386.4 thousand, continuing to decline, but less markedly, compared to March 2019: -15.1% in total, -14.0% in residents, and -15.3% in non-residents.

In **the 1st quarter of 2023**, compared to the same period in 2019, amongst the main municipalities, Albufeira recorded the highest decrease in overnight stays (-12.8%; -7.5% in residents and -13.7% in non-residents). Lisboa recorded an increase of 10.5% (+4.9% in residents and +11.7% in non-residents), Funchal grew by 19.0% (+106.5% in residents and +10.5% in non-residents) and Porto recorded an increase of 29.5% (+15.3% concerning residents and +33.7% regarding non-residents).

Figure 4. Overnight stays in tourist accommodation establishments by main municipalities, January-March2023



Accommodation activity - overview

In the 1^{st} quarter of 2023, when considering the whole set of means of accommodation (tourist accommodation establishments, camping sites, holiday camps, and youth hostels), there were 5.4 million guests and 13.5 million overnight stays, corresponding to increases of 40.1% and 39.6%, respectively. When compared to the 1^{st} quarter of 2019, overnight stays increased by 14.2% (+17.0% concerning residents and +12.9% regarding non-residents). In the whole set of accommodation establishments, the average stay (2.49 nights) decreased by 0.3% (+0.1% concerning residents and -5.9% regarding non-residents).

Mar 23 Jan - Mar 23 Jan - Mar 23 Jan - Mar 23 Value Value Value Value 2164.9 3016.6 Tourist accommodation establishments 30.8 5159.8 40.8 837.8 17.7 2297.1 22.0 1219.6 41.5 2862.7 60.6 Camping sites 227.9 23.1 49.9 138.5 Holiday camps and youth hostels 22.8 46.5 50.5 56.5 15.4 34.5 35.1 44.9 7.3 80.4 15.4 91.1 Overnight stays 9136.9 5416.9 26.2 13521.0 39.6 1631.2 16.2 4384.1 21.4 3785.6 50.5 31.0 3585.5 8545.9 Tourist accommodation establishments 5077.8 26.7 14.3 12563.0 1492.3 4017.1 22.5 5.4 51.6 31.6 Camping sites 111.7 178.6 545.6 842.5 290.2 20.5 13.5 296.9 Holiday camps and youth hostels 53.6 115.4 70.1 44.6 133.4 134.6 48.9 70.3 27.2 20.8 21.6 45.4 Average stay no. Nights Tourist accommodation establishments 2.47 -3.1 2.43 -1.2 -7.0 -5.6 Camping sites 3.43 -2.9 -10.0 Holiday camps and youth hostels

Table 7. Main indicators of accommodation activity

Overnight stays grew in all means of accommodation

In the 1^{st} quarter of 2023, the **tourist accommodation establishments** hosted 5.2 million guests that spent 12.6 million overnight stays, corresponding to increases of 40.8% and 40.9%, respectively. Overnight stays of residents increased by 22.5% and those of non-residents grew by 51.6%. In comparison with the 1^{st} quarter of 2019, overnight stays increased by 14.1% (+19.6% concerning residents and +11.8% regarding non-residents). The average stay (2.43 nights) increased by 0.1% compared to the 1^{st} quarter of 2022.

The **camping sites** registered 227.9 thousand campers and 842.5 thousand overnight stays in the 1^{st} quarter of 2023, corresponding to increases of 23.1% and 20.5%, respectively. Overnight stays spent by residents increased by 5.4% and those of non-residents grew by 30.8%. Compared to the 1^{st} quarter of 2019, overnight stays increased by 15.1% (-4.8% concerning residents and +29.9% regarding non-residents). The average stay (3.70 nights) decreased by 2.1% vis-à-vis the 1^{st} quarter of 2022.

In the 1^{st} quarter of 2023, the **holiday camps and youth hostels** recorded 50.5 thousand guests (+56.5%), that spent 115.4 thousand overnight stays (+70.3%). Overnight stays spent by residents increased by 44.6% and those of non-residents grew by 134.6%. When compared to the 1^{st} quarter of 2019, overnight stays increased by 10.8% (-7.5% concerning residents and +59.7% regarding non-residents). The average stay (2.28 nights) increased by 8.8% vis-à-vis the 1^{st} quarter of 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 a 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 to February: provisional results; 2023 - March: 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 revenue from accommodation and the number of available rooms, in the reference period.

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

Hotels and similar – include 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 and 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 May 2023

Date of next press release – 14th June 2023