



14 June 2023
TOURIST ACTIVITY
April 2023

AVERAGE DAILY RATE INCREASED BY 30% COMPARED TO 2019

In **April 2023¹**, the **tourist accommodation sector²** accounted for 2.7 million guests (+16.5%)³ and 6.8 million overnight stays (+13.8%), corresponding to EUR 497.1 million in total revenue (+28.6%), and EUR 373.6 million in revenue from accommodation (+29.4%). When compared to April 2019, there were increases of 48.4% in total revenue and 50.0% in revenue from accommodation.

The revenue per available room (RevPAR) stood at EUR 63.0 and the average daily rate (ADR) amounted to EUR 105.4 (+22.7% and +14.7%, respectively, vis-à-vis April 2022). When compared to April 2019, there were increases of 38.4% and 29.6%, respectively, corresponding to the largest increases compared to the pre-pandemic period.

In April, Easter had an expressive effect in the number of overnight stays in Albufeira, which got to 2nd position among the municipalities with greater representation in terms of the total number of overnight stays this month (share of 10.9%), despite continuing to register a reduction in the number of overnight stays compared to 2019, although less significant (-5.2% in the total, -11.2% concerning residents, and -3.7% regarding non-residents). Conversely, Porto (weight of 7.9%) and Funchal (share of 7.6%) maintained significant increases compared to April 2019 (+34.5% and +26.7% respectively), with resident overnight stays more than doubling in Funchal.

In the first four months of 2023, total overnight stays grew by 30.0% (+16.7% in residents and +37.1% in non-residents), which corresponded to increases of 46.8% in total revenue and 48.4% in revenue from accommodation (+40.2% and +43.6%, respectively, compared to the same period of 2019).

When considering **all means of accommodation** (tourist accommodation establishments, camping and holiday camps, and youth hostels), in the first four months of 2023, there were 8.4 million guests and 20.9 million overnight stays, corresponding to increases of 31.3% and 29.9%, respectively. When compared with the same period in 2019, overnight stays increased by 14.7% (+18.6% concerning residents and +13.0% regarding non-residents).

¹ Statistics Portugal released, on the 31st of May, the [Tourism activity flash estimate: April 2023](#), which includes the main indicators (guests, overnight stays, breakdown by residents, non-residents, 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 most types 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 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

| Tourist accommodation establishments | Unit | March 2023 | | April 2023 | | Jan - Apr 23 | |
|---|-----------------------|----------------|------------------------------|----------------|------------------------------|-----------------|------------------------------|
| | | Value | Year-on-year change rate (%) | Value | Year-on-year change rate (%) | Value | Year-on-year change rate (%) |
| Guests | 10³ | 2 057.1 | 30.7 | 2 738.0 | 16.5 | 7 897.5 | 31.3 |
| Residents in Portugal | " | 836.9 | 17.6 | 1 068.4 | 7.9 | 3 364.6 | 17.1 |
| Residents abroad | " | 1 220.2 | 41.6 | 1 669.6 | 22.8 | 4 532.9 | 44.3 |
| Overnight stays | 10³ | 5 081.0 | 26.8 | 6 834.6 | 13.8 | 19 400.8 | 30.0 |
| Residents in Portugal | " | 1 482.3 | 15.6 | 2 038.2 | 7.3 | 6 045.2 | 16.7 |
| Residents abroad | " | 3 598.7 | 32.1 | 4 796.4 | 16.8 | 13 355.6 | 37.1 |
| Average stay | no. of nights | 2.47 | -3.0 | 2.50 | -2.4 | 2.46 | -1.0 |
| Residents in Portugal | " | 1.77 | -1.7 | 1.91 | -0.6 | 1.80 | -0.4 |
| Residents abroad | " | 2.95 | -6.7 | 2.87 | -4.9 | 2.95 | -5.0 |
| Net bed occupancy rate | % | 39.3 | 5.9 p.p. | 50.8 | 3.3 p.p. | 39.5 | 6.6 p.p. |
| Net bedroom occupancy rate | % | 50.1 | 8.1 p.p. | 59.8 | 3.9 p.p. | 48.7 | 8.7 p.p. |
| Total revenue | EUR 10 ⁶ | 338.0 | 45.1 | 497.1 | 28.6 | 1 290.7 | 46.8 |
| Revenue from accommodation | " | 250.5 | 48.7 | 373.6 | 29.4 | 955.8 | 48.4 |
| RevPAR (Average revenue per available room) | EUR | 43.5 | 39.7 | 63.0 | 22.7 | 43.7 | 38.9 |
| ADR (Average Daily Rate) | " | 86.7 | 17.2 | 105.4 | 14.7 | 89.6 | 14.0 |