



14 November 2023
TOURIST ACTIVITY
September 2023

AVERAGE DAILY RATE KEPT REACHING NEW HISTORICAL HIGHS IN AM LISBOA AND NORTE

In **September 2023¹**, the **tourist accommodation sector²** accounted for 3.2 million guests (+9.0%)³ and 8.2 million overnight stays (+6.7%), leading to EUR 707.0 million in total revenue (+15.7%) and EUR 550.9 million in revenue from accommodation (+17.0%). When compared with September 2019, there are still more significant increases, i.e., 41.0% in total revenue and 43.9% in revenue from accommodation, also reflecting the increase in the prices of services provided.

The average revenue per available room (RevPAR) stood at EUR 87.9 (+12.5%; +32.7% compared to 2019) and the average daily rate (ADR) amounted to EUR 127.1 (+10.4%; +30.8% vis-à-vis 2019). The highest ADR value was recorded in AM Lisboa (EUR 159.7), where it reached a new historical high, followed by Algarve (EUR 134.1) and Norte (EUR 119.1), with the latter also hitting a new historical high.

The analysis by municipality reveals that a significant number of municipalities in the Algarve is still below the pre-pandemic levels, especially the one with the highest weight in overnight stays, Albufeira (share of 11.2%, -10.2% compared to September 2019), contrasting with Lisboa (share of 17.7%), Porto (share of 7.6%) and Funchal (share of 7.0%), which recorded increases of +9.4%, +31.2% and +23.4%, respectively.

In the **3rd quarter of 2023**, the total number of overnight stays increased by 3.2% (-4.4% concerning residents and +7.2% regarding non-residents), which corresponded to increases of 11.8% in total revenue and 12.9% in revenue from accommodation (+39.5% and +41.7%, respectively, when compared with the same period in 2019).

In the accumulated period from **January to September 2023**, overnight stays grew by 11.3% (+1.7% in residents and +16.1% in non-residents), which, in turn, corresponded to increases of 21.3% in total revenue and 22.5% in revenue from accommodation (respectively, +38.8% and +41.6% compared to the same period in 2019).

Regarding **all means of accommodation** (tourist accommodation establishments, camping and holiday camps, and youth hostels), from January to September 2023, there were 25.6 million guests and 68.1 million overnight stays registered, corresponding to increases of 13.6% and 10.9%, respectively. When compared with the same period in 2019, the number of overnight stays increased by 8.2% (+6.5% regarding residents and +9.2% concerning non-residents).

¹ Statistics Portugal released, on the 31st of October, the [Tourism activity flash estimate: September 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	August 2023		September 2023		Jan - Sep 23	
		Value	Year-on-year change rate (%)	Value	Year-on-year change rate (%)	Value	Year-on-year change rate (%)
Guests	10³	3 549.6	5.0	3 161.5	9.0	23 467.9	14.3
Residents in Portugal	"	1 391.1	-1.9	1 123.4	0.7	9 129.3	5.7
Residents abroad	"	2 158.5	9.9	2 038.2	14.3	14 338.6	20.7
Overnight stays	10³	10 134.4	1.8	8 208.1	6.7	61 143.5	11.3
Residents in Portugal	"	3 484.1	-6.4	2 346.4	-3.3	18 616.6	1.7
Residents abroad	"	6 650.3	6.7	5 861.7	11.3	42 527.0	16.1
Average stay	no. of nights	2.86	-3.1	2.60	-2.1	2.61	-2.6
Residents in Portugal	"	2.50	-4.7	2.09	-3.9	2.04	-3.7
Residents abroad	"	3.08	-3.0	2.88	-2.6	2.97	-3.8
Net bed occupancy rate	%	67.0	-1.8 p.p.	57.3	1.0 p.p.	50.2	2.3 p.p.
Net bedroom occupancy rate	%	73.7	-1.2 p.p.	69.2	1.3 p.p.	59.7	3.7 p.p.
Total revenue	EUR 10 ⁶	878.5	10.4	707.0	15.7	4 816.5	21.3
Revenue from accommodation	"	710.1	11.1	550.9	17.0	3 729.8	22.5
RevPAR (Average revenue per available room)	EUR	108.6	6.6	87.9	12.5	69.6	16.6
ADR (Average Daily Rate)	"	147.3	8.3	127.1	10.4	116.6	9.4