



14 May 2024  
TOURIST ACTIVITY  
March 2024

## EASTER PROMPTED AN ACCELERATION IN TOURIST ACTIVITY IN MARCH

In **March 2024**<sup>1</sup>, the **tourist accommodation sector**<sup>2</sup> accounted for 2.3 million guests (+12.2%)<sup>3</sup> and 5.7 million overnight stays (+12.8%), amounting to EUR 405.8 million in total revenue (+20.1%) and EUR 303.3 million in revenue from accommodation (+21.1%).

The average revenue per available room (RevPAR) stood at EUR 50.1 (+15.2%) and the average daily rate (ADR) amounted to EUR 96.9 (+11.7%). The ADR reached its highest value in Grande Lisboa (EUR 129.5) and RA Madeira (EUR 97.1).

In March, the municipality of Lisboa concentrated 23.2% of all overnight stays (11.4% of the total number of residents' overnight stays and 27.9% of overnights spent by non-residents). Among the municipalities with the largest number of overnight stays in March, Lagoa and Portimão stood out with the most significant growths, +45.6% and +19.8%, respectively.

In the **1<sup>st</sup> quarter of 2024**, the number of overnight stays totalled 13.5 million, reflecting a growth of 7.1% (+3.9% concerning residents and +8.7% regarding non-residents), corresponding to increases of 15.0% in total revenue and 15.2% in revenue from accommodation.

Considering **all means of accommodation** (tourist accommodation establishments, camping and holiday camps, and youth hostels), there were 2.4 million guests and 6.1 million overnight stays in March, corresponding to increases of 12.2% and 12.9%, respectively. The number of overnight stays spent by residents increased by 10.9% and those spent by non-residents grew by 13.8%.

These results were influenced by the moving structure of the calendar, i.e., the effect of the holiday period associated with Easter, which this year was spread between March and April, whereas last year it was concentrated only in April.

<sup>1</sup> On the 29<sup>th</sup> of April, Statistics Portugal released the [Tourism activity flash estimate: March 2024](#), which includes the main indicators (guests, overnight stays, broken down by residents and non-residents, main countries, and occupancy rates). In today's press release, some of these indicators are presented with a greater geographical breakdown, and the remaining indicators that are usually published monthly - namely revenue, RevPAR, and ADR - are released, as well as information on accommodation facilities in general (including camping and holiday camps, and youth hostels).

<sup>2</sup> Monthly series that include three accommodation segments: hotel establishments (hotels, apartment hotels, tourist apartments, tourist villages, pousadas, and quintas in Madeira), local accommodation with 10 or more beds (following the statistical threshold laid down in EU Regulation 692/2011) and rural and lodging tourism.

<sup>3</sup> Unless otherwise stated, the rates of change shown in this press release correspond to year-on-year rates of change, compared to the same period in the previous year.



Table 1. Global results of the tourist accommodation sector

| Tourist accommodation establishments        | Unit                  | February 2024  |                              | March 2024     |                              | Jan - Mar 24    |                              |
|---|-----------------------|----------------|------------------------------|----------------|------------------------------|-----------------|------------------------------|
|   |                       | 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>1 763.4</b> | <b>▲ 7.1</b>                 | <b>2 308.5</b> | <b>▲ 12.2</b>                | <b>5 554.3</b>  | <b>▲ 7.7</b>                 |
| Residents in Portugal                       | "                     | 798.8          | ▲ 3.4                        | 907.6          | ▲ 8.4                        | 2 386.7         | ▲ 3.9                        |
| Residents abroad                            | "                     | 964.7          | ▲ 10.3                       | 1 401.0        | ▲ 14.8                       | 3 167.6         | ▲ 10.6                       |
| <b>Overnight stays</b>                      | <b>10<sup>3</sup></b> | <b>4 279.2</b> | <b>▲ 6.4</b>                 | <b>5 731.7</b> | <b>▲ 12.8</b>                | <b>13 464.1</b> | <b>▲ 7.1</b>                 |
| Residents in Portugal                       | "                     | 1 387.2        | ▲ 2.9                        | 1 634.9        | ▲ 10.3                       | 4 163.4         | ▲ 3.9                        |
| Residents abroad                            | "                     | 2 892.0        | ▲ 8.2                        | 4 096.8        | ▲ 13.8                       | 9 300.8         | ▲ 8.7                        |
| <b>Average stay</b>                         | <b>no. of nights</b>  | <b>2.43</b>    | <b>▼ -0.7</b>                | <b>2.48</b>    | <b>▲ 0.5</b>                 | <b>2.42</b>     | <b>▼ -0.5</b>                |
| Residents in Portugal                       | "                     | 1.74           | ▼ -0.5                       | 1.80           | ▲ 1.7                        | 1.74            | ▼ 0.0                        |
| Residents abroad                            | "                     | 3.00           | ▼ -2.0                       | 2.92           | ▼ -0.8                       | 2.94            | ▼ -1.8                       |
| Net bed occupancy rate                      | %                     | 36.1           | ▼ -0.4 p.p.                  | 42.2           | ▲ 2.9 p.p.                   | 35.8            | ▲ 0.6 p.p.                   |
| Net bedroom occupancy rate                  | %                     | 45.3           | ▼ -0.6 p.p.                  | 51.7           | ▲ 1.5 p.p.                   | 44.6            | ▲ 0.0 p.p.                   |
| Total revenue                               | EUR 10 <sup>6</sup>   | 276.6          | ▲ 13.1                       | 405.8          | ▲ 20.1                       | 912.7           | ▲ 15.0                       |
| Revenue from accommodation                  | "                     | 201.8          | ▲ 12.9                       | 303.3          | ▲ 21.1                       | 670.5           | ▲ 15.2                       |
| RevPAR (Average revenue per available room) | EUR                   | 37.9           | ▲ 4.7                        | 50.1           | ▲ 15.2                       | 39.8            | ▲ 9.0                        |
| ADR (Average Daily Rate)                    | "                     | 83.8           | ▲ 6.1                        | 96.9           | ▲ 11.7                       | 89.1            | ▲ 8.9                        |