



14 June 2024
TOURIST ACTIVITY
April 2024

GROWTH IN THE REVENUE FROM TOURIST ACTIVITY SLOWED DOWN IN APRIL

In **April 2024**^{1,2}, the **tourist accommodation sector**³ accounted for 2.6 million guests (-3.6%)⁴ and 6.6 million overnight stays (-4.2%), amounting to EUR 508.8 million in total revenue (+3.4%) and EUR 383.7 million in revenue from accommodation (+2.8%).

The revenue per available room (RevPAR) stood at EUR 62.7 (-0.5%) and the average daily rate (ADR) amounted to EUR 109.3 (+4.3%). The ADR reached its highest values in Grande Lisboa (EUR 148.9), Alentejo (EUR 106.2), and RA Madeira (EUR 104.5).

In April, the municipality of Lisboa concentrated 20.9% of all overnight stays (10.5% of the total number of residents' overnight stays and 24.8% of those spent by non-residents). Among the municipalities with the largest number of overnight stays in April, Albufeira (9.9% of the total overnight stays) stood out with a sharp drop (-13.5%), which was due to a decrease in overnight stays from residents (-25.3%) and non-residents (-10.8%).

Up to April, the accumulated number of overnight stays in 2024 increased by 3.2% at 20.0 million, leading to increases of 10.6% in total revenue and 10.3% in revenue from accommodation. The growth in overnight stays in this period was due to the increase in overnight stays spent by non-residents (+5.4%), given that those spent by residents declined by 1.7%.

Considering **all means of accommodation** (tourist accommodation establishments, camping and holiday camps, and youth hostels), there were 2.8 million guests and 7.0 million overnight stays in April, reflecting decreases of 4.9% and 5.3%, respectively. The number of overnight stays spent by residents decreased by 14.5% and those spent by non-residents fell by 1.1%.

¹ On the 31st of May, Statistics Portugal released the [Tourism activity flash estimate: April 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).

² The results published in this press release reflect a revision in the April 2024 data compared to the Flash Estimate published on 31 May, due to the correction of answers from some establishments.

³ 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.

⁴ 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.



It should be noted that these results were influenced by the moving structure of the calendar, i.e., the effect of the holiday period associated with Easter, which last year was concentrated in April, whereas in the current year, it spread over March and April.

Table 1. Global results of the tourist accommodation sector

Tourist accommodation establishments	Unit	March 2024		April 2024		Jan - Apr 24	
		Value	Year-on-year change rate (%)	Value	Year-on-year change rate (%)	Value	Year-on-year change rate (%)
Guests	10³	2 310.3	▲ 12.3	2 635.6	▼ -3.6	8 191.8	▲ 3.8
Residents in Portugal	"	907.4	▲ 8.4	960.8	▼ -9.8	3 347.4	▼ -0.4
Residents abroad	"	1 402.9	▲ 15.0	1 674.8	▲ 0.3	4 844.4	▲ 6.9
Overnight stays	10³	5 730.5	▲ 12.8	6 553.2	▼ -4.2	20 016.1	▲ 3.2
Residents in Portugal	"	1 628.4	▲ 9.9	1 778.2	▼ -12.5	5 935.0	▼ -1.7
Residents abroad	"	4 102.1	▲ 14.0	4 775.0	▼ -0.6	14 081.1	▲ 5.4
Average stay	no. of nights	2.48	▲ 0.4	2.49	▼ -0.5	2.44	▼ -0.6
Residents in Portugal	"	1.79	▲ 1.3	1.85	▼ -3.0	1.77	▼ -1.3
Residents abroad	"	2.92	▼ -0.9	2.85	▼ -0.9	2.91	▼ -1.4
Net bed occupancy rate	%	41.8	▲ 2.5 p.p.	47.3	▼ -3.6 p.p.	38.8	▼ -0.7 p.p.
Net bedroom occupancy rate	%	51.5	▲ 1.4 p.p.	57.4	▼ -2.8 p.p.	48.0	▼ -0.8 p.p.
Total revenue	EUR 10 ⁶	405.8	▲ 20.1	508.8	▲ 3.4	1 421.4	▲ 10.6
Revenue from accommodation	"	303.2	▲ 21.1	383.7	▲ 2.8	1 054.1	▲ 10.3
RevPAR (Average revenue per available room)	EUR	49.8	▲ 14.5	62.7	▼ -0.5	45.8	▲ 4.9
ADR (Average Daily Rate)	"	96.6	▲ 11.4	109.3	▲ 4.3	95.4	▲ 6.7