



15 July 2024
TOURIST ACTIVITY
May 2024

GROWTH IN REVENUE FROM TOURIST ACTIVITY ACCELERATED IN MAY

In **May 2024**¹, the **tourist accommodation sector**² accounted for 3.1 million guests (+9.4%)³ and 7.7 million overnight stays (+7.5%), amounting to EUR 660.8 million in total revenue (+15.5%) and EUR 505.9 million in revenue from accommodation (+15.5%).

The revenue per available room (RevPAR) stood at EUR 78.3 (+12.0%) and the average daily rate (ADR) amounted to EUR 123.0 (+9.4%). The ADR reached its highest values in Grande Lisboa (EUR 171.4) and Norte (EUR 118.8), having both regions reached new historic highs in this indicator.

The municipality of Lisboa accounted for 19.8% of all overnight stays (10.2% of total overnight stays spent by residents and 22.9% of those spent by non-residents), increasing by 5.4% (-0.2% regarding residents and +6.3% concerning non-residents). Albufeira (10.7% of total overnight stays) resumed growth (+3.3%, following -13.4% the previous month), having recorded the largest increase in the number of overnight stays of residents (+14.3%) among the municipalities with the largest representativeness, while the number of overnight stays spent by non-residents grew less significantly (+1.8%).

In the accumulated period from January to May 2024, overnight stays rose by 4.4% at 27.7 million, with a 12.2% increase in total revenue and 11.9% in revenue from accommodation. This growth was mainly due to the increase in overnight stays of non-residents (+5.9%), as those spent by residents grew modestly (+0.9%).

Considering **all means of accommodation** (tourist accommodation establishments, camping and holiday camps, and youth hostels), there were 3.3 million guests and 8.3 million overnight stays in May, representing increases of 9.2% and 7.5%, respectively. Overnight stays spent by residents increased by 7.9% and those spent by non-residents grew by 7.4%.

¹ On the 28th of June, Statistics Portugal released the [Tourism activity flash estimate: May 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 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.

³ 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	April 2024		May 2024		Jan - May 24	
		Value	Year-on-year change rate (%)	Value	Year-on-year change rate (%)	Value	Year-on-year change rate (%)
Guests	10³	2 632.2	▼ -3.7	3 106.4	▲ 9.4	11 294.7	▲ 5.3
Residents in Portugal	"	960.8	▼ -9.6	1 050.5	▲ 9.1	4 397.8	▲ 1.9
Residents abroad	"	1 671.5	▲ 0.1	2 055.9	▲ 9.5	6 896.9	▲ 7.6
Overnight stays	10³	6 542.0	▼ -4.3	7 681.3	▲ 7.5	27 686.2	▲ 4.4
Residents in Portugal	"	1 772.7	▼ -12.4	1 901.6	▲ 7.6	7 831.1	▲ 0.9
Residents abroad	"	4 769.2	▼ -0.9	5 779.7	▲ 7.5	19 855.1	▲ 5.9
Average stay	no. of nights	2.49	▼ -0.7	2.47	▼ -1.7	2.45	▼ -0.9
Residents in Portugal	"	1.85	▼ -3.1	1.81	▼ -1.4	1.78	▼ -1.0
Residents abroad	"	2.85	▼ -1.0	2.81	▼ -1.8	2.88	▼ -1.6
Net bed occupancy rate	%	47.3	▼ -3.9 p.p.	52.4	▲ 1.8 p.p.	41.8	▼ -0.3 p.p.
Net bedroom occupancy rate	%	57.5	▼ -2.7 p.p.	63.7	▲ 1.5 p.p.	51.5	▼ -0.3 p.p.
Total revenue	EUR 10 ⁶	507.2	▲ 3.5	660.8	▲ 15.5	2 080.7	▲ 12.2
Revenue from accommodation	"	382.9	▲ 2.6	505.9	▲ 15.5	1 559.2	▲ 11.9
RevPAR (Average revenue per available room)	EUR	62.7	▼ -0.5	78.3	▲ 12.0	52.9	▲ 6.9
ADR (Average Daily Rate)	"	109.0	▲ 4.1	123.0	▲ 9.4	102.8	▲ 7.6