



13 September 2024  
TOURIST ACTIVITY  
July 2024

## GROWTH IN REVENUE FROM TOURIST ACTIVITY CONTINUED TO SLOWDOWN IN JULY

In July 2024<sup>1</sup>, the tourist accommodation sector<sup>2</sup> accounted for 3.2 million guests (+1.5%)<sup>3</sup> and 9.0 million overnight stays (+2.1%), amounting to EUR 803.0 million in total revenue (+7.2%) and EUR 640.4 million in revenue from accommodation (+7.7%).

The revenue per available room (RevPAR) stood at EUR 96.4 (+5.4%) and the average daily rate (ADR) amounted to EUR 144.9 (+6.1%). The ADR was again highest in Algarve (EUR 181.5) and Grande Lisboa (EUR 160.8).

The municipality of Lisboa concentrated 16.2% of all overnight stays (7.4% of the total number of overnight stays spent by residents and 20.0% of those spent by non-residents), i.e., increasing by 3.0% (+1.0% regarding residents and +3.3% concerning non-residents). Among the municipalities with the largest number of overnight stays in July, Portimão (4.5% of the total overnight stays) stood out by growing the most (+10.9%), as a result of the positive contributions of overnight stays of residents (+3.0%) and especially those spent by non-residents (+15.5%).

From January to July, overnight stays increased by 4.1% to 44.5 million, resulting in an increase of 11.1% in total revenue and 11.0% in revenue from accommodation. This growth was mainly due to the increase of 5.5% in overnight stays of non-residents, given that those spent by residents grew more modestly (+0.6%).

Considering **all means of accommodation** (tourist accommodation establishments, camping and holiday camps, and youth hostels), there were 3.6 million guests and 10.3 million overnight stays in July, reflecting increases of 0.9% and 1.6%, respectively. The number of overnight stays spent by residents decreased by 2.9% while those spent by non-residents grew by 4.2%.

---

<sup>1</sup> On the 30<sup>th</sup> of August, Statistics Portugal released the [Tourism activity flash estimate: July 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	June 2024		July 2024		Jan - Jul 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>3 049.7</b>	<b>▲ 6.8</b>	<b>3 208.2</b>	<b>▲ 1.5</b>	<b>17 556.5</b>	<b>▲ 4.9</b>
Residents in Portugal	"	1 138.2	▲ 6.8	1 183.4	▼ -3.4	6 721.1	▲ 1.8
Residents abroad	"	1 911.5	▲ 6.7	2 024.8	▲ 4.6	10 835.4	▲ 6.9
<b>Overnight stays</b>	<b>10<sup>3</sup></b>	<b>7 828.6</b>	<b>▲ 5.0</b>	<b>9 005.1</b>	<b>▲ 2.1</b>	<b>44 528.2</b>	<b>▲ 4.1</b>
Residents in Portugal	"	2 241.0	▲ 3.4	2 731.5	▼ -2.4	12 803.6	▲ 0.6
Residents abroad	"	5 587.6	▲ 5.6	6 273.6	▲ 4.2	31 724.6	▲ 5.5
<b>Average stay</b>	<b>no. of nights</b>	<b>2.57</b>	<b>▼ -1.7</b>	<b>2.81</b>	<b>▲ 0.6</b>	<b>2.54</b>	<b>▼ -0.8</b>
Residents in Portugal	"	1.97	▼ -3.2	2.31	▲ 1.1	1.90	▼ -1.1
Residents abroad	"	2.92	▼ -1.0	3.10	▼ -0.4	2.93	▼ -1.3
Net bed occupancy rate	%	54.2	▲ 0.9 p.p.	59.1	▼ -0.4 p.p.	46.5	▼ -0.2 p.p.
Net bedroom occupancy rate	%	64.6	▲ 1.0 p.p.	66.5	▼ -0.4 p.p.	55.8	▼ -0.2 p.p.
Total revenue	EUR 10 <sup>6</sup>	698.0	▲ 12.7	803.0	▲ 7.2	3 580.6	▲ 11.1
Revenue from accommodation	"	540.7	▲ 12.7	640.4	▲ 7.7	2 740.2	▲ 11.0
RevPAR (Average revenue per available room)	EUR	84.9	▲ 9.3	96.4	▲ 5.4	64.5	▲ 6.7
ADR (Average Daily Rate)	"	131.5	▲ 7.6	144.9	▲ 6.1	115.5	▲ 7.0