



14 October 2024
TOURIST ACTIVITY
August 2024

REVENUE FROM TOURIST ACTIVITY REACHES HISTORICAL HIGH IN AUGUST

In August 2024¹, the tourist accommodation sector² accounted for 3.8 million guests (+5.9%)³ and 10.5 million overnight stays (+3.8%), amounting to EUR 948.1 million in total revenue (+7.8%) and EUR 765.5 million in revenue from accommodation (+7.7%).

The revenue per available room (RevPAR) stood at EUR 113.8 (+5.0%) and the average daily rate (ADR) amounted to EUR 153.3 (+4.1%). ADR reached the highest values in Algarve (EUR 205.7) and Alentejo (EUR 162.5).

The municipality of Lisboa accounted for 15.0% of total overnight stays (5.4% of the total number of overnight stays spent by residents and 20.0% of those spent by non-residents), i.e., increasing by 5.2% (+4.5% regarding residents and +5.3% concerning non-residents). Among the municipalities with the highest number of overnight stays in August, Porto (6.7% of total overnight stays) and Ponta Delgada (1.9% of the total) stood out with the highest growth rates (+6.9% and +6.5 %, respectively).

From January to August, overnight stays increased by 4.1% to 55.1 million, leading to an increase of 10.5% in total revenue and 10.4% in revenue from accommodation. This growth was mainly due to the increase of 5.2% in overnight stays of non-residents, while those spent by residents grew more modestly (+1.5%).

Considering **all means of accommodation** (tourist accommodation establishments, camping and holiday camps, and youth hostels), there were 4.3 million guests and 12.6 million overnight stays in August, reflecting increases of 5.4% and 3.2%, respectively. The number of overnight stays spent by residents increased by 3.5%, while those spent by non-residents grew by 3.0%.

¹ On the 30th of September, Statistics Portugal released the [Tourism activity flash estimate: August 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	July 2024		August 2024		Jan - Aug 24	
		Value	Year-on-year change rate (%)	Value	Year-on-year change rate (%)	Value	Year-on-year change rate (%)
Guests	10³	3 215.6	▲ 1.7	3 758.6	▲ 5.9	21 322.5	▲ 5.1
Residents in Portugal	"	1 181.7	▼ -3.6	1 487.8	▲ 6.8	8 207.3	▲ 2.6
Residents abroad	"	2 033.9	▲ 5.1	2 270.8	▲ 5.3	13 115.3	▲ 6.7
Overnight stays	10³	9 049.6	▲ 2.6	10 531.6	▲ 3.8	55 104.2	▲ 4.1
Residents in Portugal	"	2 735.7	▼ -2.2	3 646.1	▲ 4.6	16 453.8	▲ 1.5
Residents abroad	"	6 313.9	▲ 4.9	6 885.5	▲ 3.4	38 650.4	▲ 5.2
Average stay	no. of nights	2.81	▲ 0.9	2.80	▼ -2.0	2.58	▼ -0.9
Residents in Portugal	"	2.31	▲ 1.4	2.45	▼ -2.1	2.00	▼ -1.1
Residents abroad	"	3.10	▼ -0.2	3.03	▼ -1.8	2.95	▼ -1.4
Net bed occupancy rate	%	59.2	▼ -0.2 p.p.	67.9	▲ 0.6 p.p.	49.5	▼ -0.1 p.p.
Net bedroom occupancy rate	%	66.7	▼ -0.2 p.p.	74.3	▲ 0.6 p.p.	58.4	▼ 0.0 p.p.
Total revenue	EUR 10 ⁶	805.3	▲ 7.5	948.1	▲ 7.8	4 531.0	▲ 10.5
Revenue from accommodation	"	642.3	▲ 8.1	765.5	▲ 7.7	3 507.7	▲ 10.4
RevPAR (Average revenue per available room)	EUR	96.3	▲ 5.2	113.8	▲ 5.0	71.3	▲ 6.2
ADR (Average Daily Rate)	"	144.3	▲ 5.6	153.3	▲ 4.1	122.0	▲ 6.3