



14 November 2024
TOURIST ACTIVITY
September 2024

GROWTH IN REVENUES PER ROOM ACCELERATED IN SEPTEMBER, AFTER THREE MONTHS OF SLOWDOWN

In **September 2024**¹, the **tourist accommodation sector**² accounted for 3.3 million guests (+2.8%)³ and 8.4 million overnight stays (+2.4%), generating a total revenue of EUR 796.0 million (+12.0%) and revenue from accommodation of EUR 623.8 million (+12.7%).

The average revenue per available room (RevPAR) stood at EUR 96.5 (+9.6%) and the average daily rate (ADR) amounted to EUR 138.4 (+9.1%). Both indicators picked up again, after three months of slowing down. The ADR reached its highest values in Grande Lisboa (EUR 182.3) and Algarve (EUR 144.2).

The municipality of Lisboa accounted for 17.7% of all overnight stays (7.7% of the total number of overnight stays spent by residents and 21.5% by non-residents), i.e., increasing by 1.8% (-9.6% regarding residents and +3.6% concerning non-residents). Among the municipalities with the highest number of overnight stays in September, Ponta Delgada (2.1% of the total overnight stays) stood out with the highest growth (+8.1%).

In the **3rd quarter of 2024**, overnight stays increased by 3.0% (+2.9% in the 2nd quarter), resulting in revenue growth of 9.0% in total revenue and 9.3% in revenue from accommodation (+10.9% and +10.7% in the 2nd quarter, respectively). This growth was mainly due to overnight stays by non-residents, which grew by 3.9%, while those spent by residents grew by 1.1%. **Since the beginning of the year**, total and accommodation revenue have both shown a faster growth rate (+10.7%) than that of overnight stays (+3.9%).

It is worth noting that second quarter results were influenced by the calendar's moving structure, specifically by the holiday period associated with Easter, which this year was spread between March (1st quarter) and April (2nd quarter), while in the previous year it fell entirely within the 2nd quarter.

Considering **all means of accommodation** (tourist accommodation establishments, camping and holiday camps, and youth hostels), there were 3.5 million guests and 9.2 million overnight stays in September, reflecting increases of 2.5% and 2.2%, respectively. The number of overnight stays spent by residents decreased by 0.6% and those by non-residents grew by 3.5%.

¹ On the 31st of October, Statistics Portugal released the [Tourism activity flash estimate: September 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	August 2024		September 2024		Jan - Sep 24	
		Value	Year-on-year change rate (%)	Value	Year-on-year change rate (%)	Value	Year-on-year change rate (%)
Guests	10³	3 760.4	▲ 5.9	3 260.6	▲ 2.8	24 584.9	▲ 4.8
Residents in Portugal	"	1 491.5	▲ 7.1	1 120.2	▼ -0.6	9 331.2	▲ 2.3
Residents abroad	"	2 268.9	▲ 5.2	2 140.3	▲ 4.7	15 253.7	▲ 6.4
Overnight stays	10³	10 538.3	▲ 3.9	8 437.4	▲ 2.4	63 548.4	▲ 3.9
Residents in Portugal	"	3 650.9	▲ 4.7	2 339.9	▼ -0.3	18 798.5	▲ 1.3
Residents abroad	"	6 887.4	▲ 3.4	6 097.5	▲ 3.5	44 749.9	▲ 5.0
Average stay	no. of nights	2.80	▼ -2.0	2.59	▼ -0.4	2.58	▼ -0.9
Residents in Portugal	"	2.45	▼ -2.2	2.09	▲ 0.3	2.01	▼ -1.0
Residents abroad	"	3.04	▼ -1.7	2.85	▼ -1.1	2.93	▼ -1.3
Net bed occupancy rate	%	67.8	▲ 0.5 p.p.	57.5	▼ -0.2 p.p.	50.4	▼ -0.1 p.p.
Net bedroom occupancy rate	%	74.4	▲ 0.7 p.p.	69.7	▲ 0.3 p.p.	59.7	▼ 0.0 p.p.
Total revenue	EUR 10 ⁶	947.5	▲ 7.8	796.0	▲ 12.0	5 326.4	▲ 10.7
Revenue from accommodation	"	764.9	▲ 7.6	623.8	▲ 12.7	4 130.9	▲ 10.7
RevPAR (Average revenue per available room)	EUR	113.6	▲ 4.8	96.5	▲ 9.6	74.2	▲ 6.6
ADR (Average Daily Rate)	"	152.8	▲ 3.7	138.4	▲ 9.1	124.2	▲ 6.6