



INSTITUTO NACIONAL DE ESTATÍSTICA
STATISTICS PORTUGAL

press release

DN STAQUE

14 January 2025
TOURIST ACTIVITY
November 2024

THE INCREASE IN RESIDENTS' OVERNIGHT STAYS ACCELERATED REVENUE GROWTH IN NOVEMBER

In **November 2024**¹, the **tourist accommodation sector**² accounted for 2.2 million guests (+14.0%)³ and 5.0 million overnight stays (+9.8%), amounting to EUR 385.9 million in total revenue and EUR 285.3 million in revenue from accommodation (+16.7% in both).

The average revenue per available room (RevPAR) was EUR 48.0 (+11.3%) and the average daily rate (ADR) amounted to EUR 98.0 (+6.8%). The ADR peaked the monthly value in Grande Lisboa (EUR 138.7), followed by RA Madeira (EUR 98.5) and Norte (EUR 86.5).

The municipality of Lisboa accounted for 23.5% of all overnight stays (11.8% of the total number of overnight stays spent by residents and 29.2% of those spent by non-residents), increasing by 3.6% (+8.9% regarding residents and +2.7% concerning non-residents). Among the municipalities with the largest number of overnight stays in November, Ponta Delgada (1.7% of the total overnight stays) and Porto (8.9% of the total) stood out with the highest growths (+16.7% and +16.3% respectively).

Up to November, overnight stays registered a 4.1% growth, reaching 76.1 million, resulting in a 11.0% increase in total revenue and revenue from accommodation. This growth was mainly due to the 4.8% rise in overnight stays of non-residents, while those spent by residents recorded a lower growth (+2.5%).

Considering **all means of accommodation** (tourist accommodation establishments, camping and holiday camps, and youth hostels), there were 2.3 million guests and 5.3 million overnight stays in November, reflecting increases of 14.1% and 10.2%, respectively. The number of overnight stays spent by residents increased by 21.5%, while those spent by non-residents grew by 5.2%.

¹ On December 31, Statistics Portugal released the [Tourism activity flash estimate: November 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.



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Table 1. Global results of the tourist accommodation sector

Tourist accommodation establishments	Unit	October 2024		November 2024		Jan - Nov 24	
		Value	Year-on-year change rate (%)	Value	Year-on-year change rate (%)	Value	Year-on-year change rate (%)
Guests	10³	2 980.0	▲ 3.7	2 166.4	▲ 14.0	29 733.1	▲ 5.3
Residents in Portugal	"	1 007.4	▲ 3.3	944.4	▲ 21.8	11 281.8	▲ 3.7
Residents abroad	"	1 972.6	▲ 4.0	1 222.0	▲ 8.6	18 451.4	▲ 6.3
Overnight stays	10³	7 570.2	▲ 2.5	5 023.5	▲ 9.8	76 147.5	▲ 4.1
Residents in Portugal	"	1 854.3	▲ 0.9	1 651.3	▲ 22.2	22 297.8	▲ 2.5
Residents abroad	"	5 715.9	▲ 3.1	3 372.3	▲ 4.6	53 849.7	▲ 4.8
Average stay	no. of nights	2.54	▼ -1.2	2.32	▼ -3.6	2.56	▼ -1.1
Residents in Portugal	"	1.84	▼ -2.3	1.75	▲ 0.3	1.98	▼ -1.2
Residents abroad	"	2.90	▼ -0.9	2.76	▼ -3.6	2.92	▼ -1.4
Net bed occupancy rate	%	51.1	▼ -0.2 p.p.	37.7	▲ 1.4 p.p.	49.4	▲ 0.0 p.p.
Net bedroom occupancy rate	%	63.5	▲ 1.1 p.p.	49.0	▲ 2.0 p.p.	59.2	▲ 0.3 p.p.
Total revenue	EUR 10 ⁶	644.7	▲ 10.0	385.9	▲ 16.7	6 355.6	▲ 11.0
Revenue from accommodation	"	491.0	▲ 10.9	285.3	▲ 16.7	4 905.6	▲ 11.0
RevPAR (Average revenue per available room)	EUR	75.1	▲ 7.9	48.0	▲ 11.3	72.0	▲ 7.0
ADR (Average Daily Rate)	"	118.3	▲ 6.2	98.0	▲ 6.8	121.6	▲ 6.5