



30 June 2025
TOURIST ACTIVITY
May 2025 – Flash statistics

TOURIST ACTIVITY CONTINUED TO GROW IN MAY

The **tourist accommodation sector**¹ accounted for 3.2 million guests (+2.6%²) and 7.8 million overnight stays (+1.3%) in **May 2025**, amounting to EUR 717.0 million in total revenue and EUR 550.6 million in revenue from accommodation (+8.7% and +8.9%, respectively).

The growth in overnight stays was driven exclusively by the domestic market, with overnight stays by residents increasing by 5.9% (+12.2% in April) to a total of 2.0 million, while those by non-residents recorded a slight decrease (-0.2%, after +7.7% in April), totaling 5.8 million.

In May, among the 10 main inbound markets in terms of overnight stays, the United States stood out by growing 6.0%. Conversely, the Brazilian market recorded the largest decrease (-11.6%).

The revenue per available room (RevPAR) stood at EUR 83.4 (+6.7%) and the average daily rate (ADR) was EUR 128.9 (+5.8%).

Figure 1. Monthly overview of the activity of tourist accommodation establishments, May 2025



¹ 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.

² 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.