



9 July 2025  
TOURISM STATISTICS  
2024

## TOURISM STATISTICS 2024: TOURIST ACTIVITY MAINTAINS UPWARD TRAJECTORY

In 2024, it is estimated that the number of **non-resident tourist arrivals** in Portugal has reached 29.0 million, corresponding to an increase of 9.3% compared to 2023 (+19.2% in the previous year). The Spanish market remained the main inbound market for international tourists (24.7% share), having grown by 7.5% from the previous year. The British market (12.0% of the total) remained the second main inbound market, growing by 4.5%, followed by the French market (11.6% of the total), which grew by 2.3%.

The **whole set of means of tourist accommodation** recorded 34.0 million guests who provided 88.3 million overnight stays in 2024, corresponding to increases of 4.8% and 3.8%, respectively. The domestic market generated 32.3% of overnight stays in 2024, at 28.5 million, 1.7% more than in the previous year. External markets accounted for 59.8 million overnight stays, reflecting an annual growth of 4.8%.

In 2024, overnight stays by non-residents accounted for 67.7% of the total overnight stays across all accommodation establishments. This figure reflects the highest dependence on international markets since 2013, exceeded only in 2017, when the share reached 67.8%. Compared to 2023, there was a 0.7 p.p. increase in the share of overnight stays by foreign markets.

The seasonality rate fell to 36.6% and reached its lowest value since 2013. This indicator was higher for residents (40.9%) than for non-residents (34.5%), despite decreasing in both.

**The number of residents' tourist trips** reached 22.9 million, 3.2% fewer. Domestic trips decreased by 4.7% from the previous year, to 19.5 million. Conversely, trips abroad reached 3.4 million in 2024, increasing by 6.2% compared to 2023.

In 2024, the **average expenditure per tourist** on each trip increased by 14.1% compared to 2023, standing at EUR 276.6. Regarding domestic trips, residents spent an average of EUR 176.7 per tourist/trip, 7.5% more than in 2023. On trips abroad, the average expenditure per tourist/trip grew by 14.6% in 2024, having reached EUR 843.8.

With this press release, Statistics Portugal discloses its “Tourism Statistics 2024” publication, which includes a wide range of indicators on tourism activity in Portugal covering supply and demand.



ESTATÍSTICAS  
DO TURISMO  
2024





## Non-resident tourists' arrivals in Portugal reached new historical peak

It is estimated that in 2024 the number of non-resident tourist arrivals in Portugal has reached 29.0 million, corresponding to an increase of 9.3% compared to 2023 (+19.2% in the previous year).

The Spanish market remained the main inbound market for international tourists (24.7% share), having grown by 7.5% from the previous year.

The British market (12.0% of the total) remained the second main inbound market, increasing by 4.5%, while the number of French tourists (11.6% of the total) grew by 2.3%.

Apart from the groups "Other from Europe" and "Rest of the World" (+19.8% and +17.0%, respectively), the biggest increases were recorded by the North American (+16.9%) and the Netherlands (+15.0%) markets.

Table 1. Non-resident tourists' arrivals in Portugal, 2023-2024

Unit: 10<sup>3</sup>

Country of residence	2023	2024	Share (%)		Year-on-year change rate (%)
			2023	2024	
<b>TOTAL</b>	<b>26 504.0</b>	<b>28 969.9</b>	100.0%	100.0%	9.3%
Spain	6 664.7	7 163.6	25.1%	24.7%	7.5%
United Kingdom	3 338.4	3 488.9	12.6%	12.0%	4.5%
France	3 279.3	3 353.3	12.4%	11.6%	2.3%
Germany	2 128.6	2 392.8	8.0%	8.3%	12.4%
Switzerland	1 194.3	1 303.6	4.5%	4.5%	9.2%
Netherlands	875.9	1 007.7	3.3%	3.5%	15.0%
Italy	903.7	991.3	3.4%	3.4%	9.7%
Ireland	781.4	836.0	2.9%	2.9%	7.0%
Belgium	592.0	642.5	2.2%	2.2%	8.5%
Nordic Countries	575.5	656.8	2.2%	2.3%	14.1%
Other from Europe	1 194.3	1 430.5	4.5%	4.9%	19.8%
United States	1 523.5	1 781.1	5.7%	6.1%	16.9%
Brazil	1 333.9	1 443.0	5.0%	5.0%	8.2%
Rest of the World	2 118.4	2 478.8	8.0%	8.6%	17.0%

Source: Statistics Portugal



## Main statistical indicators on tourist activity exceeded 2023 levels

Considering **all means of accommodation** (tourist accommodation establishments, camping sites and holiday camps, and youth hostels), as of 31 July 2024, a total of 8,506 establishments<sup>1</sup> were active and recorded guest activity, corresponding to an increase of 6.1% compared to 2023.

Overall, tourist accommodation establishments recorded increases of 4.8% in the number of guests and 3.8% in overnight stays, totalling 34.0 and 88.3 million, respectively.

Table 2. Results for the overall accommodation establishments, 2023-2024

Global results	Unit	2023	2024	Year-on-year change rate (%)
Establishments	nº	8 015	8 506	6.1
Capacity	"	679 338	692 904	2.0
Guests	10 <sup>3</sup>	32 481.8	34 034.6	4.8
Overnight stays	10 <sup>3</sup>	85 149.1	88 349.4	3.8
Average stay	no. of night	2.62	2.60	-1.0
Net bed occupancy rate *	%	48.0	48.2	0.2 p.p.
Net bedroom occupancy rate *	%	57.3	57.8	0.4 p.p.
Total revenue *	10 <sup>6</sup> €	6 015.3	6 674.6	11.0
Revenue from accommodation *	"	4 622.6	5 132.8	11.0
RevPAR (Revenue per available room) *	€	64.8	69.4	7.1
ADR (Average Daily Rate) *	€	113.0	120.1	6.3

\* Only tourist accommodation establishments: hotels, local accommodation (with 10 or more beds) and tourism in rural areas and lodging tourism.

Source: Statistics Portugal, Survey on guests stays in hotel establishments and other accommodations, Survey on guests stays in holiday camps and youth hostels, Survey on guests stays in camping sites

All regions recorded growth in the number of overnight stays in 2024, with RA Açores (+10.0%), Norte (+5.9%), and Oeste e Vale do Tejo (+5.0%) standing out. Algarve and Alentejo recorded the most modest growth (+1.5% and +2.6% respectively).

The domestic market accounted for 32.3% of overnight stays in 2024, at 28.6 million, +1.7% from the previous year, and external markets spent 59.8 million overnight stays, reflecting an annual growth of 4.8%.

The United Kingdom remained the main inbound market in 2024 (17.7% of total overnight stays from non-residents) and recorded a 2.9% increase in overnight stays, followed by the German market (11.8% of the total), which grew by 4.5%. Spain remained the 3<sup>rd</sup> largest inbound market (10.0% of the total) and recorded a decrease of 0.8%.

In addition to the three main markets, Poland (+19.4%), Canada (+17.1%), and the United States (+12.3%) stood out for their significant growth, with the latter overtaking France (8.6% of the total) to become the 4<sup>th</sup> inbound market in 2024 (8.7% of the total).

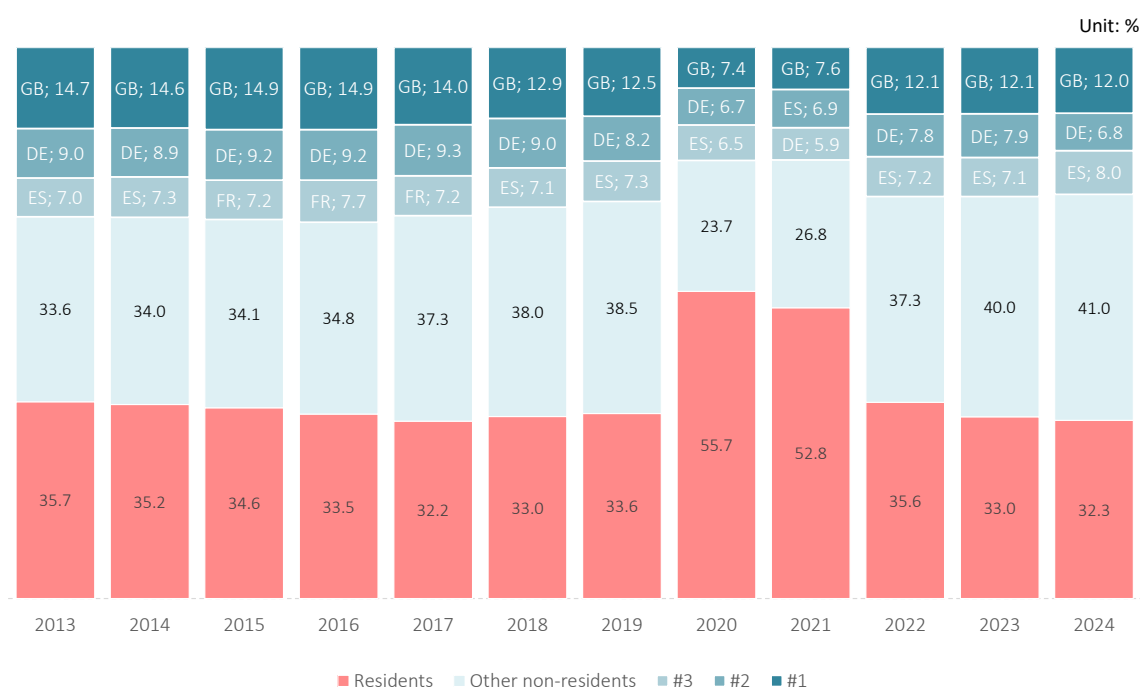
<sup>1</sup> Hotels, apartment hotels, tourist apartments, tourist villages, pousadas, quintas in Madeira, tourism in rural areas, lodging tourism and local accommodation with 10 or more beds, camping sites, holiday camps, and youth hostels.



## Dependence on the three main markets fell again

Non-residents accounted for 67.7% of all overnight stays in the whole set of accommodation establishments in 2024. This figure reflects the highest dependence on external markets since 2013, surpassed only in 2017, when the share reached 67.8%. Compared to 2023, there was a 0.7 p.p. increase in dependence on external markets in terms of overnight stays.

**Figure 1. Structure of overnight stays, by markets (residents and TOP3 non-residents) in all means of accommodation, 2013-2024**



#1 – Main foreign market in the year; #2 – Second main foreign market in the year; #3 – Third main foreign market in the year  
 GB – United Kingdom; DE – Germany; ES – Spain; FR – France  
 Source: Statistics Portugal, Survey on guests stays in hotel establishments and other accommodations, Survey on guests stays in holiday camps and youth hostels, Survey on guests stays in camping sites

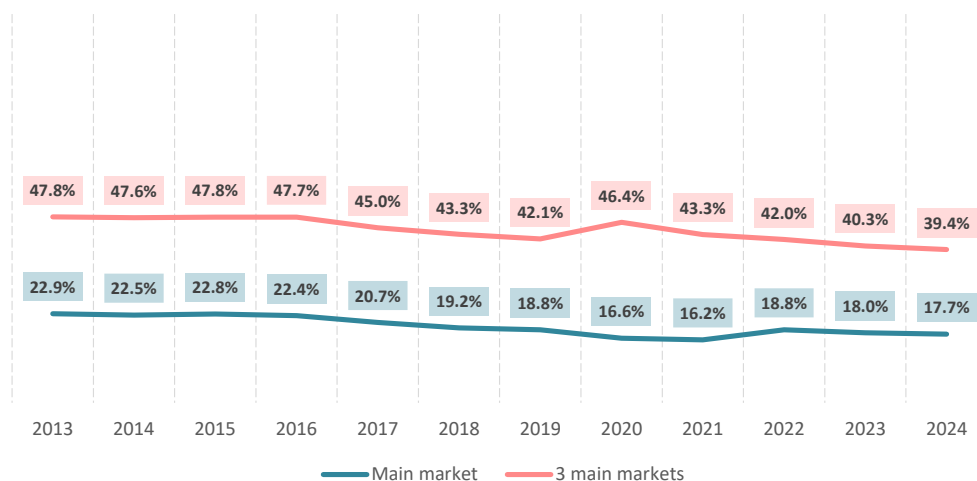
Considering the period from 2013 to 2024, dependence on the main external market recorded its third lowest value in 2024 (17.7%), surpassed only in 2021 and 2020 (in which the main market accounted for, respectively, 16.2% and 16.6% of overnight stays by non-residents), years heavily impacted by the COVID-19 pandemic. Compared to 2013, there was a 5.2 p.p. decrease in the share of the main source market in total non-resident overnight stays.

An analysis of the three leading external markets shows that, in 2024, they accounted for 39.4% of total non-resident overnight stays spent in the whole set of tourist accommodation establishments, the lowest share since 2013. Since 2016, except for 2020 and 2021, which were more impacted by the COVID-19 pandemic crisis, the



share of the three main markets has been decreasing. Compared to 2023, dependence on the three main external markets as a whole fell by 0.9 p.p., 8.4 p.p. less than in 2013.

Figure 2. Shares of overnight stays by main external markets in all means of accommodation, 2013-2024



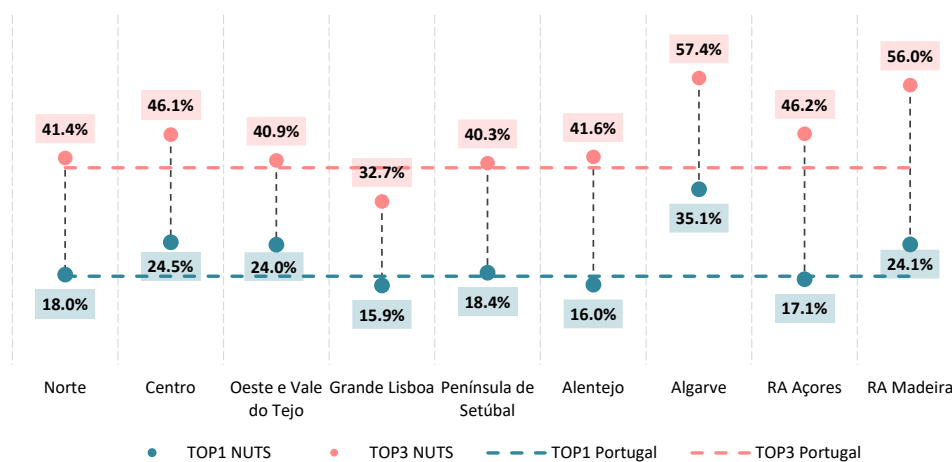
Source: Statistics Portugal, Survey on guests stays in hotel establishments and other accommodations, Survey on guests stays in holiday camps and youth hostels, Survey on guests stays in camping sites

In 2024, Grande Lisboa was the NUTS II region with the lowest dependence on both the main external market (15.9%) and the three main external markets together (32.7%). As regions with the lowest dependence on the main external market, Alentejo (16.0%) and the RA Açores (17.1%) followed, while Península de Setúbal was the second region with the lowest dependence on the three main external markets as a whole (40.3%).

Conversely, Algarve was the region most dependent on the main foreign market, which accounted for 35.1% of overnight stays by non-residents in that region. It was followed by Centro (24.5%) and RA Madeira (24.1%). Algarve was also the region most dependent on the three main external markets as a whole (57.4%), followed by RA Madeira (56.0%).



Figure 3. Shares of overnight stays by main external markets in all means of accommodation, by NUTS II region, 2024

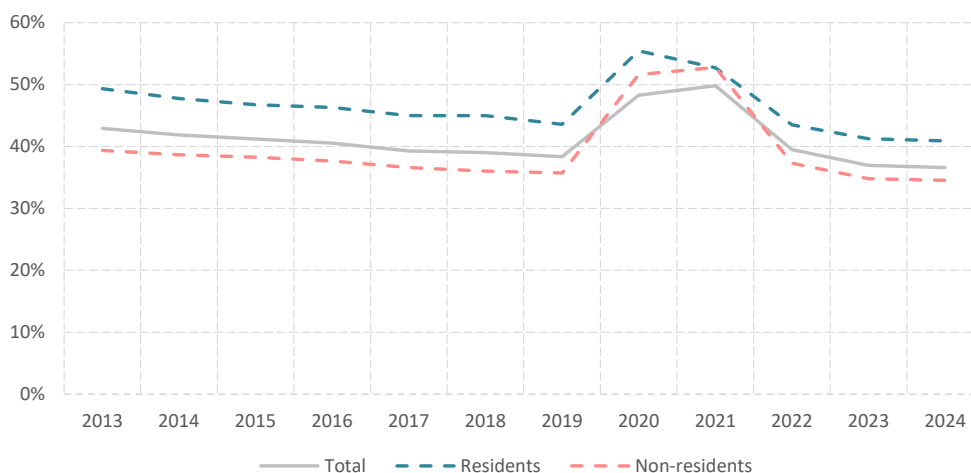


Source: Statistics Portugal, Survey on guests stays in hotel establishments and other accommodations, Survey on guests stays in holiday camps and youth hostels, Survey on guests stays in camping sites

### Seasonality rate reached the lowest value since 2013

The seasonality rate, i.e., the relative weight of the three months with the highest demand on the annual total, fell to 36.6% and reached its lowest value since 2013. This indicator was higher among residents (40.9%) compared to non-residents (34.5%), despite decreasing in both.

Figure 4. Seasonality rate in all means of accommodation, 2013-2024



Source: Statistics Portugal, Survey on guests stays in hotel establishments and other accommodations, Survey on guests stays in holiday camps and youth hostels, Survey on guests stays in camping sites

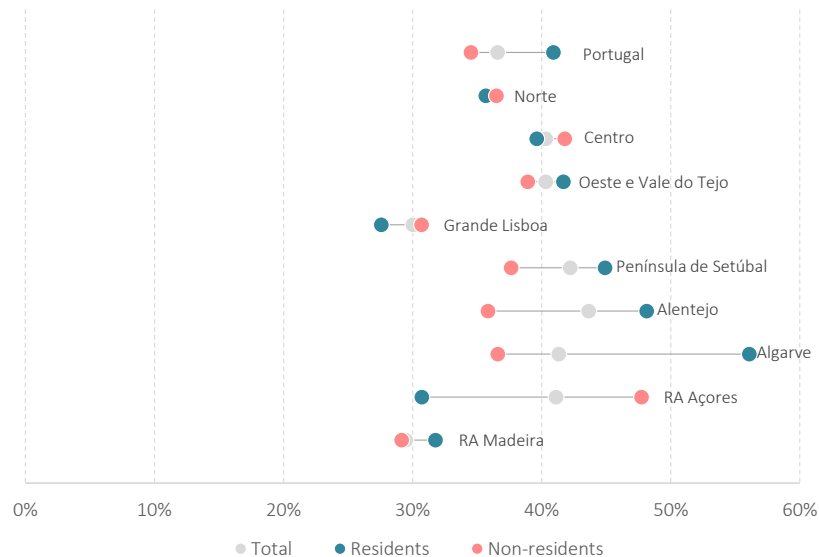


Alentejo remained the region with the highest seasonality rate (43.6%, after 44.5% in 2023), followed by Península de Setúbal (42.2%, after 42.5%), while RA Madeira (29.5%; 30.2% in 2023) and Grande Lisboa (30.0%, after 29.9% in 2023) recorded the lowest values for this indicator.

Considering overnight stays by residents, only the Algarve region recorded a seasonality rate above 50% (56.1%). In Grande Lisboa and RA Açores, this indicator reached 27.6% and 30.7%, respectively.

Regarding overnight stays by non-residents, the highest seasonality rates were recorded in RA Açores (48.7%) and Centro (41.8%). Conversely, RA Madeira (29.2%) and Grande Lisboa (30.7%) recorded the lowest values for this indicator.

Figure 5. Seasonality rate in all means of accommodation, by NUTS II region, 2024



Source: Statistics Portugal, Survey on guests stays in hotel establishments and other accommodations, Survey on guests stays in holiday camps and youth hostels, Survey on guests stays in camping sites

## Overnight stays increased in all means of accommodation

In 2024, tourist accommodation establishments (hotels, local accommodation, and rural/lodging tourism) registered 31.6 million guests, spending 80.4 million overnight stays (+5.2% and +4.1%, respectively).

Camping sites welcomed 2.1 million campers, the same as in 2023, corresponding to 7.2 million overnight stays (+0.2% compared to the previous year).

In 2024, holiday camps and youth hostels hosted 341.0 thousand guests (-1.9%), who spent 793.7 thousand overnight stays (+1.6%).



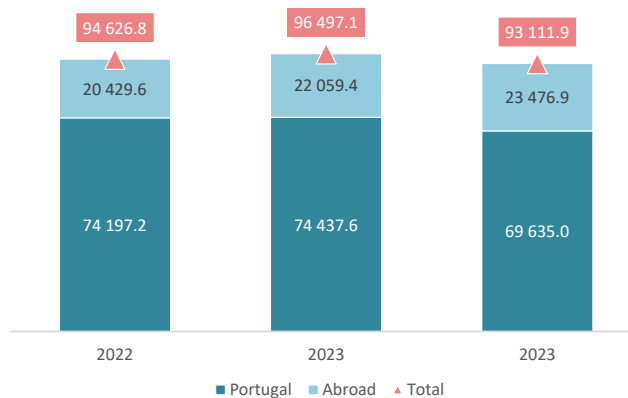
## Tourist trips abroad taken by residents hit an all-time high in 2024

In 2024, 48.7% of the resident population in Portugal made at least one tourist trip (results of the **Residents' Travel Survey**), which accounted for a decrease of 3.0 p.p. compared to 2023 (138.6 thousand fewer tourists), corresponding to 5.2 million individuals.

Tourist trips by residents totalled 22.9 million, a decrease of 3.2% compared to 2023. Domestic trips decreased by 4.7% to 19.5 million (85.0% of the total, 86.4% in 2023). Trips abroad continued to increase in relevance: 15.0% (+ 1.3 p.p. compared to 2023 and + 3.2 p.p. compared to 2022), totalling 3.4 million trips in 2024, reflecting an increase of 6.2% compared to 2023.

Tourist trips by residents generated over 93.1 million overnight stays (-3.5% compared to 2023), the majority of which took place in Portugal (74.8% of the total, 77.1% in 2023). Overnight stays in Portugal fell by 6.5%, while those abroad increased by 6.4%.

Figure 6. Residents' overnight stays by destination, 2022-2024



Source: Statistics Portugal, Residents' Travel Survey

“Free accommodation provided by relatives or friends” remained the most commonly used type of accommodation for resident overnight stays in 2024, accounting for 37.2 million overnight stays (39.9% of the total, -1.1 p.p. from the previous year). For domestic trips, this type of accommodation prevailed (44.6% of overnight stays, -0.4 p.p. compared to 2023). When travelling abroad, “hotels and similar establishments” were preferred by residents (53.0% of overnight stays, -0.2 p.p. compared to 2023).

In 2024, the average expenditure per tourist trip increased by 14.1% compared to 2023, standing at EUR 276.6. For domestic trips, residents spent an average of EUR 176.7 per tourist/trip, 7.5% more than in the previous year. When travelling abroad, the average spending per tourist/trip grew by 14.6% in 2024, amounting to EUR 843.8.



## EXPLANATORY NOTES

### CONCEPTS

**Guest** – Individual that spends at least one overnight stay in a tourist accommodation establishment.

**Overnight stay** – Time spent by an individual between midday and midday of the following day.

**Average stay** – Relation between the number of overnight stays and the number of guests that originated those overnight stays during the reference period.

**Net bed occupancy rate** – corresponds to the relation between the number of overnight stays and the number of available beds, in the reference period, counting two beds for each double bed.

**Total revenue** – revenue from the activity of tourist accommodation establishments: room renting, food and beverage, and others related to the activity itself (assignment of spaces, laundry, tobacco, communications, etc.).

**Revenue from accommodation** – revenue from overnight stays spent by guests in all tourist accommodation establishments.

**RevPAR** – Revenue per available room, measured by the relation between the revenue from accommodation and the number of available rooms, in the reference period.

**ADR** – Average daily rate, measured by the relation between the revenue from accommodation and the number of occupied rooms in the reference period.

**Herfindahl-Hirschman Index (HHI)** – an indicator that allows competition to be assessed when concentration is the result of an uneven distribution of market shares or a small number of companies in the market. This index is calculated by summing the squares of the individual market shares of all the participants in a given market. The HHI ranges from approximately zero (in a market with a large number of companies, all of which have a similar market share) to 10,000 (in which case there is a pure monopoly). A low degree of concentration means that the sector is closer to a scenario of perfect competition, in which many companies of more or less equal size share the market. Increases in the HHI generally indicate a decrease in competition and an increase in market power, while decreases indicate the opposite.

**Hotels and similar** – Includes hotels, apartment hotels, “pousadas”, “quintas da Madeira”, tourist apartments, and tourist villages.

**Local accommodation** – Establishments that provide temporary accommodation services for remuneration but do not meet the requirements to be considered tourist facilities, and may take the form of guest houses, apartments, and lodging establishments (including hostels). Note: Includes pensions, motels, and inns previously classified as other tourist accommodations. Only local accommodation establishments with 10 or more beds are considered according to the statistical threshold set in EU Regulation 692/2011.

**Rural tourist** – Establishments that provide accommodation services to tourists in rural areas, providing an adequate set of facilities, structures, equipment, and complementary services, preserving, and enhancing the architectural, historical, and natural legacies of the respective region.

**Lodging tourist** – Establishments of a family nature, located in private real estate, namely palaces and mansions, depending on their architectural, historical, or artistic value, both in rural and urban areas.



**Quinta da Madeira** – Establishment located in one or more preexisting buildings, with characteristics and architectural, patrimonial, and cultural value alluding to the historical past of Madeira.

**Campsites** –A collective, fenced-off facility for tents, caravans, trailers, and mobile homes.

**Holiday camp** – A holiday complex with appropriate facilities for providing free or low-cost holidays, usually as a social service by public or private entities.

**Youth hostel** – A non-profit establishment providing accommodation for young people or small groups of young people.

**Seasonality rate** – an indicator that makes it possible to assess the relative weight of tourist demand in the months with the highest demand, in relation to the annual total, measured by the number of overnight stays in the accommodation establishments registered.

**Year-on-year rates of change** – Comparison between the variable level in the reference period and the same period of the year before. The calculation of year-on-year rates of change for the main indicators is based on values in units, although in this press release, they are visible only in thousands.

**Usual living environment** - Environment in the proximity of an individual's residence, concerning its working and studying places, as well as other places frequently visited. Distance and frequency are two closely related dimensions to this concept and include the places located near the place of residence, regardless of how often visited, and the places located at a considerable distance from the place of residence (including those in a foreign country), frequently visited (once or several times per week on average) on a routine basis.

One individual has only one usual living environment, with the concept applied to both levels of domestic tourism and international tourism.

**Visitor** - A person who travels to a place outside his/her habitual environment, for a period of less than 12 months, whose main motive is other than the exercise of an activity remunerated from within the place visited. There are two categories of visitors: same-day visitors and tourists.

**Tourist** - Traveller staying at least one night in a private or collective accommodation site in a particular place, regardless of the motivation to travel.

**Tourism trip** - A trip to one or multiple tourist destinations, including the returning trip to the starting point and covering the whole period during which an individual remains outside his usual living environment.

**Total gross monthly remuneration** - The total gross monthly remuneration corresponds to the total gross remuneration (before tax and Social Security deductions) paid by the company, subject to IRS withholding tax and Social Security deductions. Therefore, the values disclosed in this press release, only consider the remunerations subject to taxation, i.e., subject to IRS withholding and discount for SS or CGA. Therefore, amounts such as, for example, meal allowances up to the value of 5.20 Euros (from October 2022 onwards) or 7.63 Euros, if paid in cash or meal card, are excluded. It includes all the components of the variable remuneration nature.

Main sources of primary information: Source: Statistics Portugal, Survey on guests stays in hotel establishments and other accommodations, Survey on guests stays in holiday camps and youth hostels, Survey on guests stays in camping sites survey; Residents' Travel Survey.

Further statistical information on Tourism can be found on the [Statistics Portugal website](https://ine.pt)