

30 September 2025  
 TOURIST ACTIVITY  
 August 2025: Flash statistics

## RESIDENTS SUSTAINED THE CONTINUED GROWTH OF TOTAL OVERNIGHT STAYS IN AUGUST

The **tourist accommodation sector**<sup>1</sup> accounted for 3.8 million guests (+0.9%<sup>2</sup>) and 10.7 million overnight stays (+1.1%) in **August 2025**, resulting in a total revenue of EUR 1.0 billion and EUR 809.66 million revenue from accommodation (+6.5% and +5.5%, respectively).

Residents contributed to the growth in overnight stays, with an increase of 4.1% (+6.9% in July), while non-residents showed a decline of 0.5% (after +2.7% in July), for a total of 3.8 million and 6.9 million overnight stays, respectively.

In August, among the top 10 inbound markets in terms of overnight stays, the United States stood out with a 9.8% growth, followed by Canada (+8.5%). Conversely, the Spanish and Italian recorded the sharpest declines (-9.1% and -6.9%, respectively).

The revenue per available room (RevPAR) was EUR 116.8 (+2.6%), while the average daily rate (ADR) was EUR 159.2 (+4.3%).

Figure 1

### MONTHLY OVERVIEW OF THE ACTIVITY OF TOURIST ACCOMMODATION ESTABLISHMENTS, AUGUST 2025



<sup>1</sup> 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.

<sup>2</sup> 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.