

27 February 2026
TOURIST ACTIVITY
January 2026: Flash statistics

TOURISM ACTIVITY CONTINUED TO GROW IN THE FIRST MONTH OF 2026, ALBEIT SLOWING DOWN

In **January 2026**, the **tourist accommodation sector**¹ accounted for 1.7 million guests (+3.8%²) and 3.7 million overnight stays (+2.0%), resulting in EUR 276.8 million in total revenue and EUR 199.5 million in revenue from accommodation, both growing by 5.6%.

The increase in overnight stays was driven by positive contributions from both residents and non-residents, although at different growth rates. Overnight stays spent by residents rose by 4.7% (+6.0% in December) to 1.3 million, while those by non-residents increased by 0.7% (+1.2% in December) to 2.4 million.

Among the top 10 inbound markets for overnight stays in January, the Canadian stood out again with the largest increase (+12.5%), while the largest decline was observed in the French (-8.3%).

In this month, the revenue per available room (RevPAR) was EUR 33.8 (+1.3%) and the average daily rate (ADR) amounted to EUR 92.1 (+3.4%).

Figure 1

MONTHLY OVERVIEW OF THE ACTIVITY OF TOURIST ACCOMMODATION ESTABLISHMENTS, JANUARY 2026



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.

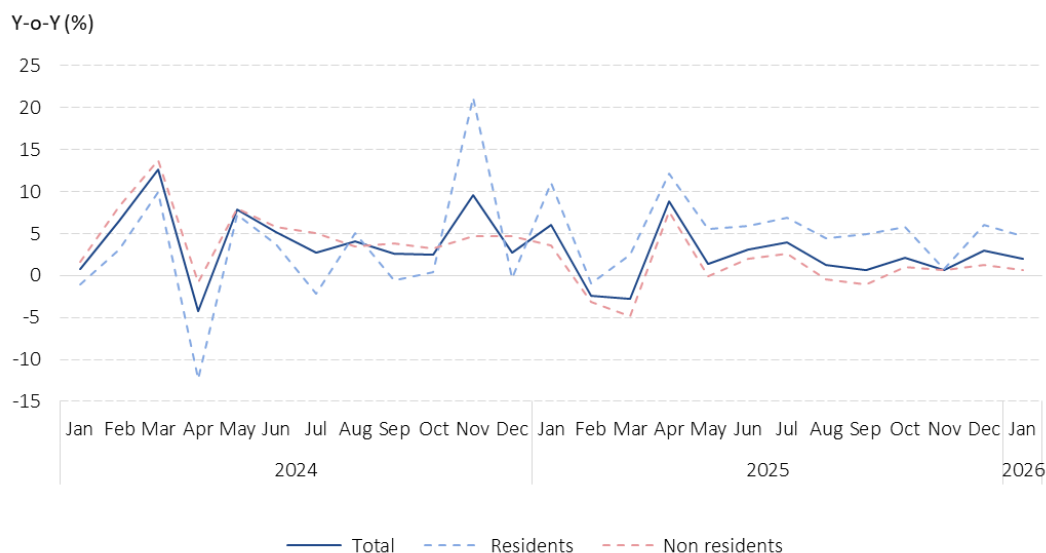
OVERNIGHT STAYS INCREASED, BUT SLOWED DOWN IN BOTH DOMESTIC AND EXTERNAL MARKETS

In **January 2026**, the tourist accommodation sector recorded 1.7 million guests and 3.7 million overnight stays, corresponding to growths of 3.8% and 2.0%, respectively (+4.5% and +3.0% in December, in the same order).

Overnight stays by residents totalled 1.3 million, growing by 4.7% (+6.0% in December). At 2.4 million overnight stays, the external markets grew by 0.7% (+1.2% in December).

Figure 2

OVERNIGHT STAYS SPENT IN TOURISM ACCOMMODATION ESTABLISHMENTS, JAN. 2024 – JAN. 2026
YEAR-ON-YEAR RATES OF CHANGE



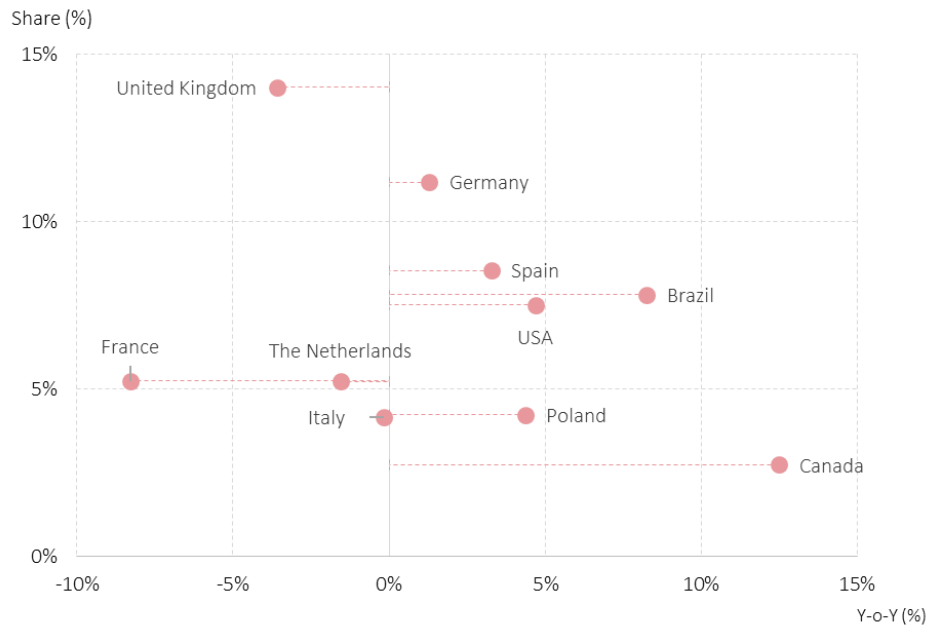
CANADA AND BRAZIL RECORDED THE LARGEST GROWTH RATES IN JANUARY

In **January**, the 10 top inbound markets accounted for 70.6% of total overnight stays by non-residents. The British market remained in the lead with 14.0% share, despite continuing the trajectory of previous months, decreasing by 3.6% (-0.1% in December).

In turn, the German market, the second-largest inbound market in January (11.2% of the total), continued the growth trajectory, increasing by 1.3% (after +0.8% in December). It was followed by the Spanish market, which ranked third (8.5% share), increasing by 3.3% (-3.4% in December).

Among the 10 main inbound markets in January, the Canadian market had the largest increase (+12.5%), followed by the Brazilian (+8.2%). The largest decrease was observed in the French market (-8.3%).

Figure 3
OVERNIGHT STAYS IN TOURIST ACCOMMODATION ESTABLISHMENTS, BY MAIN (10) INBOUND MARKETS, JAN. 2026



NORTE WAS THE REGION WITH THE LARGEST INCREASE IN OVERNIGHT STAYS IN JANUARY

In January, the largest increases in overnight stays were recorded in Norte (+8.2%) and Centro (+5.6%). In contrast, RA Açores and Algarve accounted for the largest declines (-5.8% and -4.7%, respectively). The regions with the greatest share in total overnight stays were Grande Lisboa (30.2%) and Norte (19.5%).

The largest increases in overnight stays by residents occurred in Grande Lisboa (+9.8%) and Centro (+7.8%). RA Madeira and RA Açores were the only regions that recorded decreases (-4.2% and -2.5%, respectively).

Concerning overnight stays by non-residents, only Norte and Grande Lisboa recorded growth (+10.8% and +3.6%, respectively). RA Açores and Península de Setúbal accounted for the largest decreases (-10.3% and -9.4%, respectively).



PRESS RELEASE



Table 1
OVERNIGHT STAYS IN TOURIST ACCOMMODATION ESTABLISHMENTS
BY NUTS II REGIONS, JAN. 2026

NUTS II	Total		Residents		Non residents	
	Overnight stays (10 ³)	Y-o-Y rate of change (%)	Overnight stays (10 ³)	Y-o-Y rate of change (%)	Overnight stays (10 ³)	Y-o-Y rate of change (%)
Portugal	3 744.8	2.0	1 325.8	4.7	2 419.0	0.7
Norte	728.4	8.2	326.7	5.2	401.7	10.8
Centro	294.9	5.6	232.9	7.8	62.1	-1.9
Oeste e Vale do Tejo	138.3	2.7	87.2	6.8	51.1	-3.6
Grande Lisboa	1130.0	5.0	264.8	9.8	865.3	3.6
Península de Setúbal	74.0	-2.7	45.5	2.1	28.5	-9.4
Alentejo	129.2	0.3	92.1	0.5	37.1	0.0
Algarve	543.8	-4.7	132.1	0.6	411.7	-6.3
RA Açores	93.9	-5.8	56.0	-2.5	38.0	-10.3
RA Madeira	612.2	-3.0	88.5	-4.2	523.7	-2.8

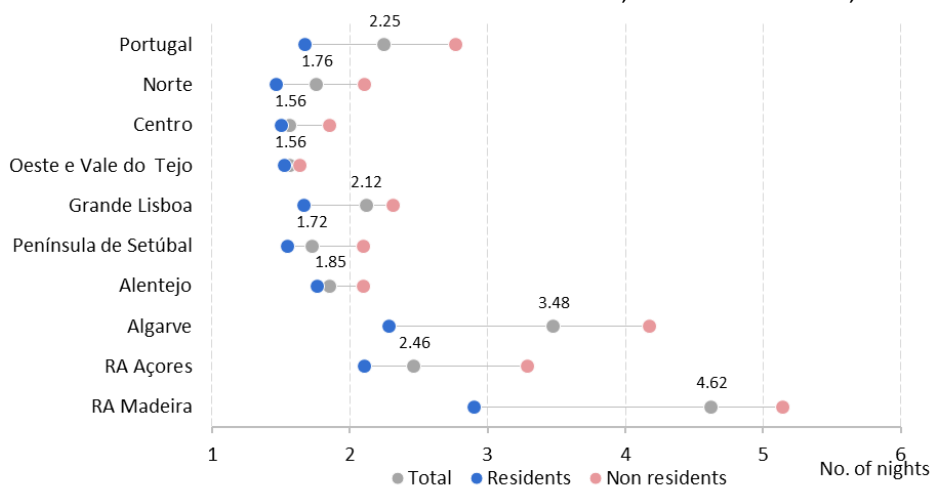
THE AVERAGE STAY DECREASED IN JANUARY

In January, the average stay in tourist accommodation establishments was 2.25 nights, decreasing by 1.7% (-1.4% in December). The highest values for this indicator were still observed in RA Madeira (4.62 nights) and Algarve (3.48 nights). In these two regions, as well as in RA Açores (2.46 nights), the average stay was above the national average. The shortest stays occurred in Centro and Oeste e Vale do Tejo (1.56 nights in both). Alentejo stood out with the largest increase in this indicator (+2.9%), at 1.85 nights.

The average stay of residents decreased to 1.68 nights (-1.1%) and that of non-residents to 2.77 nights (-1.3%).

RA Madeira continued to record the longest average stays, with 5.14 nights for non-residents and 2.90 nights for residents.

Figure 4
AVERAGE STAY IN TOURIST ACCOMMODATION ESTABLISHMENTS, BY NUTS II REGIONS, JAN. 2026

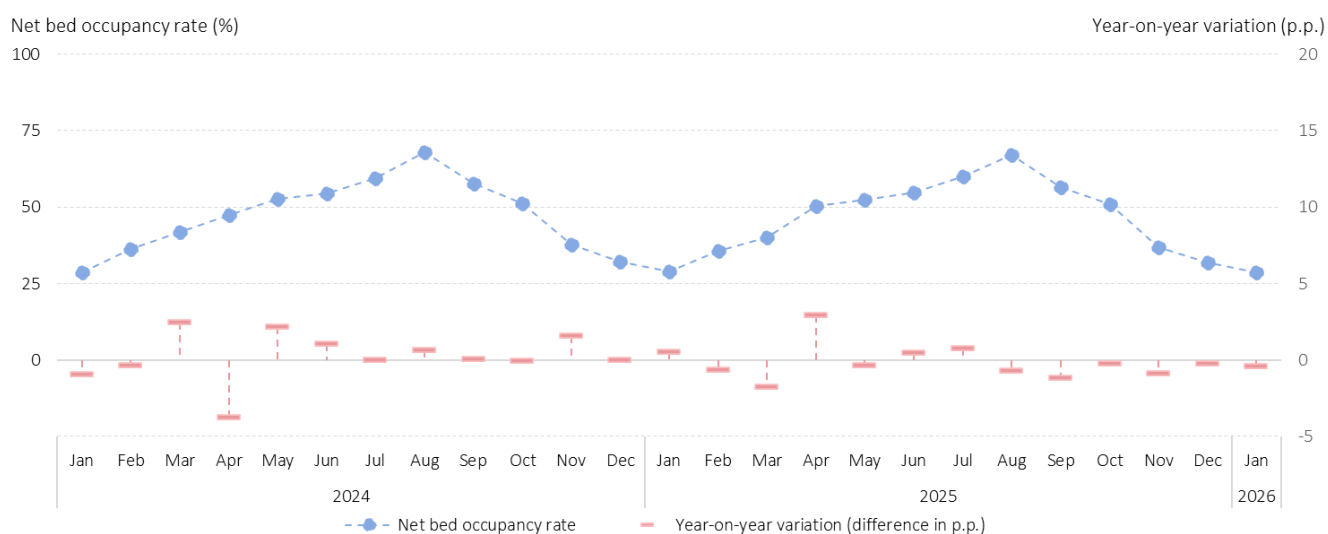


NET BED AND ROOM OCCUPANCY RATES DECREASED FOR THE SIXTH CONSECUTIVE MONTH

In January, the net bed occupancy rate in tourist accommodation establishments (28.6%) decreased by 0.4 p.p. (-0.3 p.p. in December) and the net bedroom occupancy rate (36.6%) fell by 0.8 p.p. (-0.3 p.p. in December).

Figure 5

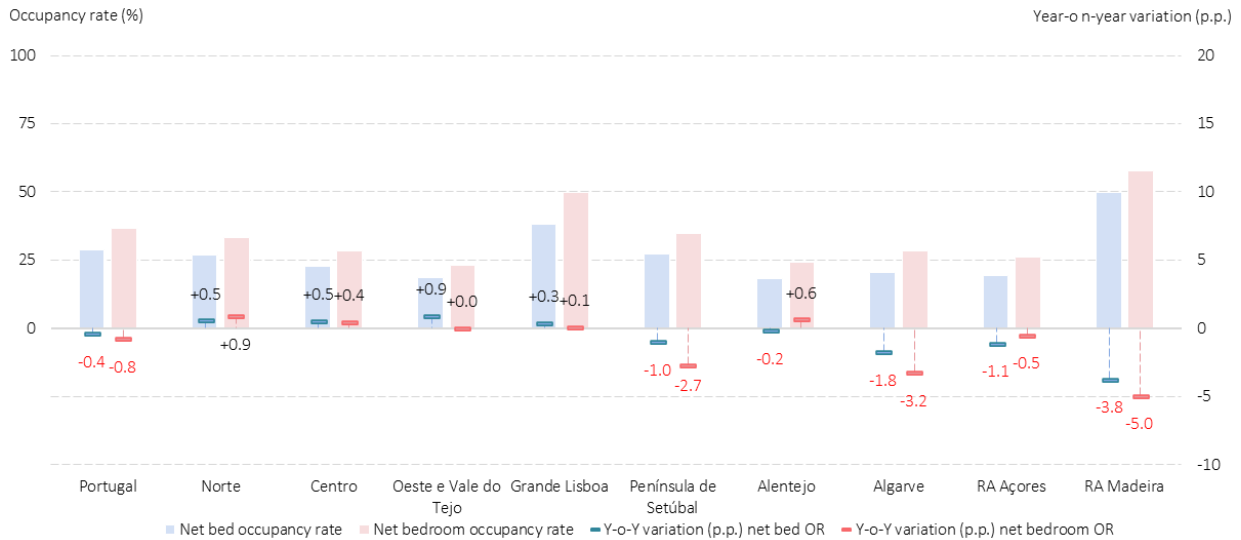
NET BED OCCUPANCY RATE IN TOURIST ACCOMMODATION ESTABLISHMENTS, JAN. 2024 – JAN. 2026



RA Madeira and Grande Lisboa had the highest net bed occupancy rates (49.6% and 38.2%, respectively), while the lowest figures were recorded in Alentejo (18.3%) and Oeste e Vale do Tejo (18.6%). RA Madeira showed the largest decreases in this indicator (-3.8 p.p.), followed by Algarve (-1.8 p.p.). The largest increase was observed in Oeste e Vale do Tejo (+ 0.9 p.p.).

Figure 6

NET BED AND BEDROOM OCCUPANCY RATES (OR) IN TOURIST ACCOMMODATION ESTABLISHMENTS, BY NUTS II REGION, JAN. 2026

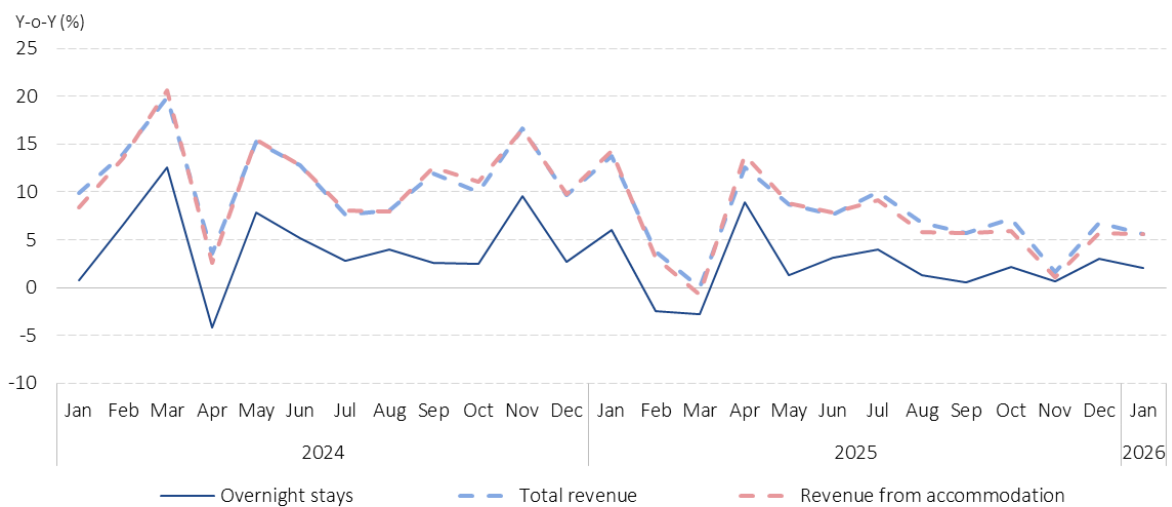


REVENUE GREW BY 5.6%

In January, total revenue reached EUR 276.8 million and revenue from accommodation amounted to EUR 199.5 million, reflecting growth of 5.6% in both (+6.8% and +5.7% in December, in the same order).

Figure 7

REVENUE IN TOURIST ACCOMMODATION ESTABLISHMENTS, YEAR-ON-YEAR RATE OF CHANGE, JAN. 2024 – JAN. 2026

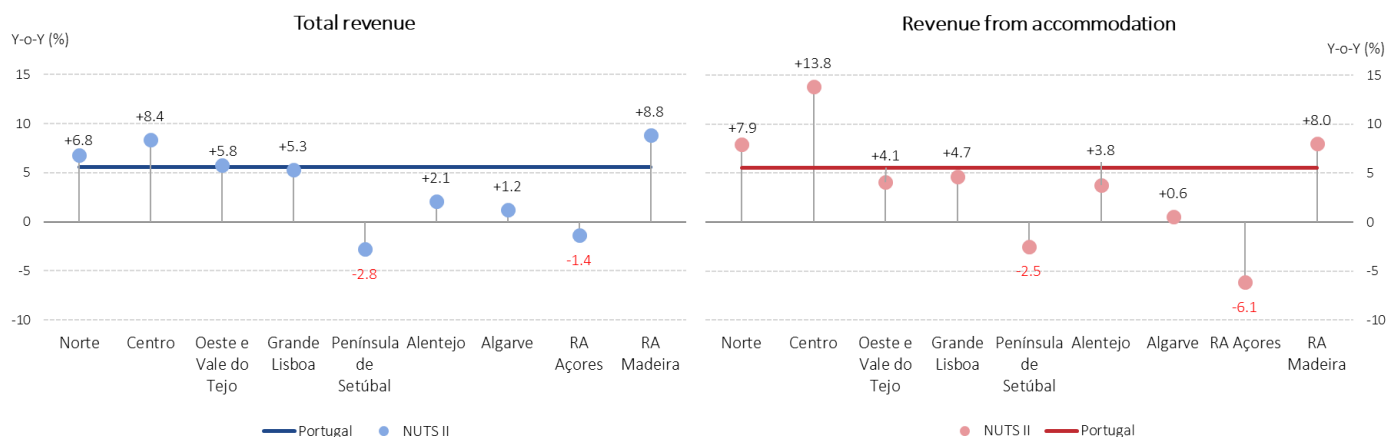


Grande Lisboa was the region contributing the most to overall revenue in January (35.0% of total revenue and 36.9% of revenue from accommodation), followed by RA Madeira (19.7% and 18.6%, respectively), and Norte (16.5% and 16.8%, in the same order).

The most significant revenue increases occurred in RA Madeira (+8.8% in total revenue and +8.0% in revenue from accommodation), Centro (+8.4% and +13.8%, in the same order), and Norte (+6.8% and +7.9%, respectively).

Figure 8

TOTAL REVENUE AND REVENUE FROM ACCOMMODATION IN TOURIST ACCOMMODATION ESTABLISHMENTS, YEAR-ON-YEAR RATE OF CHANGE BY NUTS II REGIONS, JAN. 2026

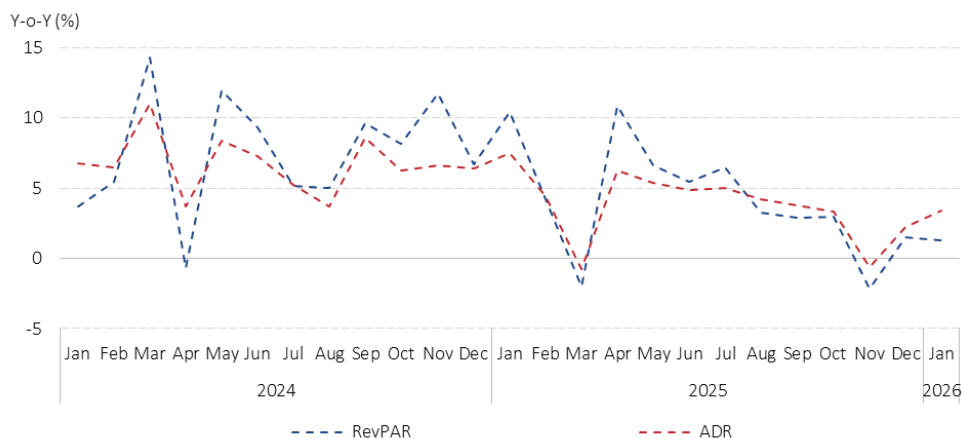


REVPAR AND ADR MAINTAINED GROWTH IN JANUARY

Across all tourist accommodation establishments, revenue per available room (RevPAR) reached EUR 33.8 in January, increasing by 1,3% (+1.5% in December). The average daily rate (ADR) was EUR 92.1 (+3.4%, following +2.2% in December).

Figure 9

REVPAR AND ADR (YEAR-ON-YEAR RATE OF CHANGE) IN TOURIST ACCOMMODATION ESTABLISHMENTS, BY MONTH, JAN. 2024 – JAN. 2026

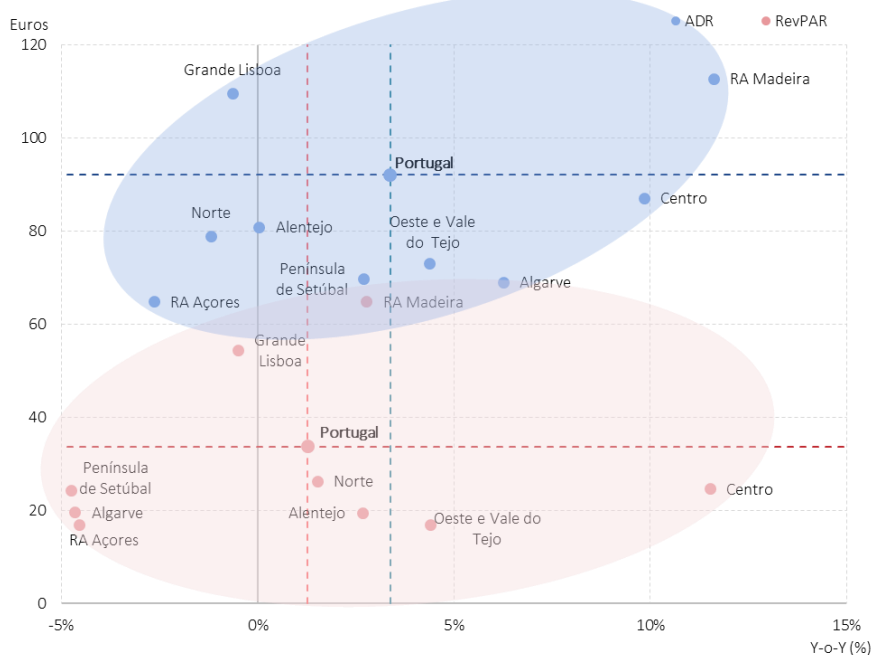


The highest RevPAR value was recorded in RA Madeira (EUR 64.9), followed by Grande Lisboa (EUR 54.5). The largest increases occurred in Centro and Oeste e Vale do Tejo (+11.5% and +4.4%, respectively), while the largest decrease was observed in Península de Setúbal (-4.8%).

As with RevPAR, the highest ADR was recorded in RA Madeira (EUR 112.8) and in Grande Lisboa (EUR 109.6). RA Madeira accounted for the largest increase this month (+11.6%).

Figure 3

REVPAR AND ADR IN TOURIST ACCOMMODATION ESTABLISHMENTS, BY NUTS II REGIONS, JAN. 2026



PORTO AND VILA NOVA DE GAIA STOOD OUT WITH THE LARGEST GROWTH

The municipality of Lisboa accounted for 25.2% of total overnight stays in January, reaching 943.5 thousand (+5.2%). Overnight stays by residents increased by 7.1%, while those by non-residents grew by 4.8%. This municipality accounted for 32.2% of total overnight stays by non-residents in January.

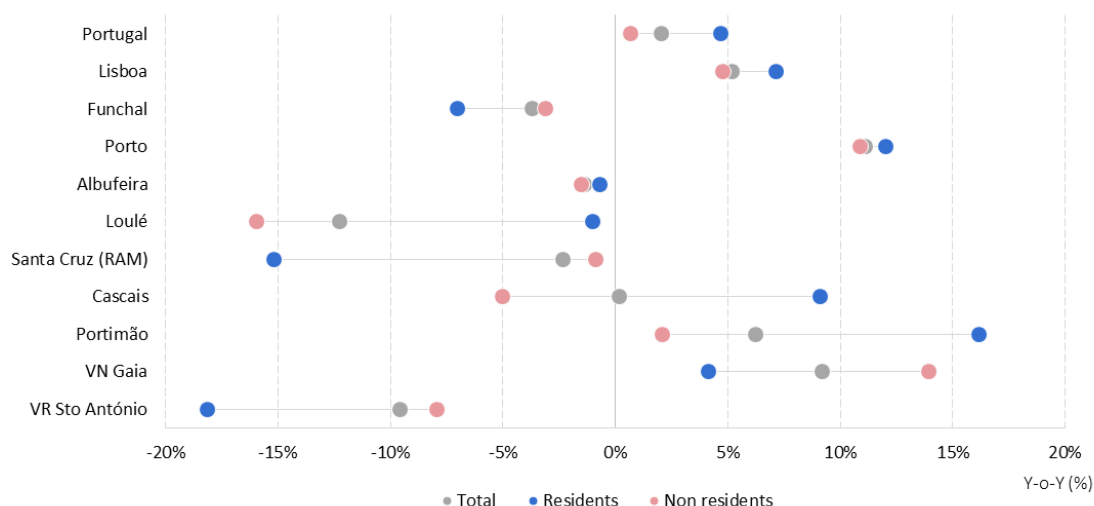
Funchal was the second municipality with the largest number of overnight stays (417.7 thousand overnight stays, accounting for 11.2%), despite falling by 3.7%, driven by the decrease in overnight stays by both residents (-7.0%) and non-residents (-3.1%). This municipality accounted for 14.6% of total overnight stays by non-residents in January.

In Porto, overnight stays totalled 351.2 thousand (9.4% of the total), accounting for a 11.1% increase, driven by growth in overnight stays by both residents (+12.0%) and non-residents (+10.9%).

Among the 10 top municipalities, it is worth highlighting the growth in overnight stays in Vila Nova de Gaia (1.6% of the total), +9.2% (+4.1% for residents and +14.0% for non-residents), and Portimão (1.7% of the total), +6.3% (+16.2% for residents and +2.1% for non-residents). In contrast, the largest decreases occurred in Loulé (2.6% of the total), -12.3% (-1.0% for residents and -16.0% for non-residents), and Vila Real de Santo António (1.4% of the total), -9.6% (-18.2% for residents and -7.9% for non-residents).

Figure 4

OVERNIGHT STAYS BY RESIDENTS AND NON-RESIDENTS IN TOURIST ACCOMMODATION ESTABLISHMENTS, BY MAIN MUNICIPALITIES, JAN. 2026 - YEAR-ON-YEAR RATE OF CHANGE



ACCOMMODATION ACTIVITY – OVERVIEW

In **January 2026**, considering **all means of accommodation** (tourist accommodation establishments, camping and holiday camps, and youth hostels), there were 1.7 million guests and 4.0 million overnight stays (+3.2% and +2.2%, respectively). Overnight stays by residents increased by 5.5%, while those by non-residents grew by 0.4%. Regarding all means of accommodation, the average stay (2.34 nights) decreased by 1.0% (-0.3% concerning residents and -0.5% regarding non-residents).

Table 2

MAIN INDICATORS OF ACCOMMODATION ACTIVITY, JAN. 2026

	Unit	Total		Residents		Non residents	
		Jan-26	Y-o-y change rate (%)	Jan-26	Y-o-y change rate (%)	Jan-26	Y-o-y change rate (%)
Guests							
Total	10 ³	1 728.0 ▲	3.2	825.7 ▲	5.8	902.3 ▲	0.9
Tourist accommodation establishments	"	1 664.9 ▲	3.8	791.5 ▲	5.9	873.5 ▲	2.0
Camping sites	"	52.3 ▼	-13.3	26.3 ▲	3.2	26.0 ▼	-25.4
Holiday camps and youth hostels	"	10.7 ▲	7.6	7.9 ▲	9.0	2.8 ▲	4.1
Overnight stays							
Total	10 ³	4 036.6 ▲	2.2	1 444.7 ▲	5.5	2 591.8 ▲	0.4
Tourist accommodation establishments	"	3 744.8 ▲	2.0	1 325.8 ▲	4.7	2 419.0 ▲	0.7
Camping sites	"	262.3 ▲	3.0	97.3 ▲	16.3	164.9 ▼	-3.5
Holiday camps and youth hostels	"	29.5 ▲	8.8	21.6 ▲	11.2	7.9 ▲	2.8
Average stay							
Total	no. Nights	2.34 ▼	-1.0	1.75 ▼	-0.3	2.87 ▼	-0.5
Tourist accommodation establishments	"	2.25 ▼	-1.7	1.68 ▼	-1.1	2.77 ▼	-1.3
Camping sites	"	5.01 ▲	18.8	3.70 ▲	12.7	6.34 ▲	29.3
Holiday camps and youth hostels	"	2.75 ▲	1.1	2.74 ▲	2.0	2.78 ▼	-1.2

OVERNIGHT STAYS INCREASED IN ALL MEANS OF ACCOMMODATION

In January, **tourist accommodation establishments** hosted 1.7 million guests (+3.8%) and 3.7 million overnight stays (+2.0%). The average stay (2.25 nights) decreased by 1.7%. Overnight stays by residents increased by 4.7%, while those by non-residents grew by 0.7%.

Camping sites managed 52.3 thousand campers, who spent 262.3 thousand overnight stays in January, corresponding to changes of -13.3% in guests and +3.0% in overnight stays (+16.3% concerning residents and -3.5% regarding non-residents), yielding a 18.8% rise in the average stay (5.01 nights).

Holiday camps and youth hostels accounted for 10.7 thousand guests (+7.6%), leading to 29.5 thousand overnight stays (+8.8%), with the average stay (2.75 nights) increasing by 1.1%. Overnight stays by residents grew by 11.2%, while those spent by non-residents increased by 2.8%.

EXPLANATORY NOTES

The sources used in this press release are:

- The Survey on guest stays in hotel establishments and other accommodations,
- The Survey on guest stays in camping sites,
- The Survey on guest stays in holiday camps and youth hostels.

Data made available in this press release relates to establishments operating in each reference period, considering:

- 2025 – January to December: provisional results; 2026 – January: preliminary results.

In between preliminary, provisional, and final data, results are revised due to definitive answers instead of provisional, and mainly due to the replacement of non-response estimates with effective responses. These effective responses include situations of suspended activity (seasonal, temporarily for other reasons, or definitive) not duly reported, resulting in the substitution of estimates by a null result, a situation with higher occurrence during the low season.

The degree of revision, measured by the difference, in percentage points, between the year-on-year rates of change of the provisional and preliminary results for the reference month of **December**, is as follows:

	Guests	Overnight stays	Total revenue	Revenue from accommodation
December 2025	+0.1 p.p.	+0.1 p.p.	+0.2 p.p.	0.0 p.p.

Supplementary note: The preliminary results for January 2026 now released may be subject to larger-than-usual revisions, reflecting the impact of the intense and abnormal weather conditions observed in January and February on enterprises activity and, consequently, on the response rates to the surveys that are the source of the results presented.

Guest – an individual who 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.

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 ratio between revenue from accommodation and the number of available rooms, in the reference period.

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

Tourist accommodation establishment – An establishment that provides short-term accommodation services for remuneration, operating in one or more buildings or facilities.

Hotels and similar – include 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, like 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 by EU Regulation 692/2011.

Rural tourist – establishments that provide accommodation services to tourists in rural areas, offering an adequate set of facilities, structures, equipment, and complementary services, that preserve and enhance 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 – an 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.

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.

To simplify the language, the term “foreigner” might be used instead of “non-resident”.

INFORMATION MADE AVAILABLE

With this press release, in addition to the files attached to the press release itself, the following indicators are made available on Statistics Portugal's website:

[Guests \(No.\) in tourist accommodation establishments by Place of residence \(Portugal, Estrangeiro\); Monthly](#)
[Nights \(No.\) in tourist accommodation establishments by Place of residence \(Portugal, Estrangeiro\); Monthly](#)

Indicators according to the previous version of the NUTS classification (NUTS 2013):

[Guests \(No.\) in tourist accommodation establishments by Geographic localization \(NUTS - 2013\) and Segment \(tourist accommodation establishment\); Monthly](#)

[Nights \(No.\) in tourist accommodation establishments by Geographic localization \(NUTS - 2013\) and Segment \(tourist accommodation establishment\); Monthly](#)

[Total incomes \(€\) in tourist accommodation establishments by Geographic localization \(NUTS - 2013\) and Type \(tourist accommodation establishment\); Monthly](#)

[Lodging incomes \(€\) in tourist accommodation establishments by Geographic localization \(NUTS - 2013\) and Type \(tourist accommodation establishment\); Monthly](#)

Indicators according to the new version of the NUTS classification (NUTS 2024):

[Guests \(No.\) in tourist accommodation establishments by Geographic localization \(NUTS - 2024\) and Type \(tourist accommodation establishment\); Monthly](#)

[Nights \(No.\) in tourist accommodation establishments by Geographic localization \(NUTS - 2024\) and Type \(tourist accommodation establishment\); Monthly](#)

[Total incomes \(€\) in tourist accommodation establishments by Geographic localization \(NUTS - 2024\) and Type \(tourist accommodation establishment\); Monthly](#)

[Lodging incomes \(€\) in tourist accommodation establishments by Geographic localization \(NUTS - 2024\) and Type \(tourist accommodation establishment\); Monthly](#)

Indicators to be released on **13th March 2026**

Indicators according to the previous version of the NUTS classification (NUTS 2013):

[Guests \(No.\) in tourist accommodation establishments by Geographic localization \(NUTS - 2013\) and Segment \(tourist accommodation establishment\); Monthly](#)

[Nights \(No.\) in tourist accommodation establishments by Geographic localization \(NUTS - 2013\) and Segment \(tourist accommodation establishment\); Monthly](#)

Indicators according to the new version of the NUTS classification (NUTS 2024):

[Guests \(No.\) in tourist accommodation establishments by Geographic localization \(NUTS - 2024\) and Segment \(tourist accommodation establishment\); Monthly](#)

[Nights \(No.\) in tourist accommodation establishments by Geographic localization \(NUTS - 2024\) and Segment \(tourist accommodation establishment\); Monthly](#)

Further statistical information on Tourism can be found on the [Statistics Portugal website](#).

Date of next flash statistics – 31st March 2026

Date of next quarterly press release – 15th May 2026
