

18 June 2014

Tourism activity
April 2014

Tourism accommodation indicators accelerated significantly

In April 2014, tourism accommodation establishments recorded 3.9 million overnight stays, corresponding to an increase of 25.4%¹, in contrast with the results of March (-0.8%).

Overnights stays from residents increased by 36.9%, while the growth from non residents ascended to 21.3%. With regard to the performance of the main inbound markets, the emphasis went to the positive contributions of Spain, Brazil and Ireland.

Revenue also increased considerably (+20.2% in total revenue and +20.4% in revenue from accommodation), while in March these indicators grew less (+2.9% and +3.1%, respectively).

These results were influenced by several factors namely the Easter period which, in the current year, was celebrated in April (in 2013, it took place in March). Additionally, the proximity between Easter and the 25th of April national holiday enhanced the opportunity for a holiday period for residents. The opening of new air transport destinations as well as several social and business events and specific tourism programs should also be referred. Furthermore, the overall increase in demand was coped with a larger hotel supply, namely through the anticipated seasonal opening of many establishments and increased booking particularly in new establishments.

Table 1. Global preliminary results from tourism activity

GLOBAL PRELIMINARY RESULTS	Unit	Month		Accumulated	
		Apr 14	Year-on-year change rate (%)	Jan to Apr 14	Year-on-year change rate (%)
Guests	10 ³	1 381.2	21.5	3 893.1	11.0
Overnight stays	10 ³	3 851.1	25.4	10 313.8	11.0
Residents in Portugal	10 ³	1 090.9	36.9	3 052.0	11.7
Non residents	10 ³	2 760.2	21.3	7 261.8	10.8
Average stay	No. of nights	2.79	3.2	2.65	0.0
Net bed occupancy rate	%	43.7	7.3 p.p.	31.9	2.5 p.p.
Total revenue	10 ⁶ €	168.7	20.2	455.3	10.2
Revenue from accommodation	10 ⁶ €	115.2	20.4	307.8	10.9
RevPAR (Average revenue per available room)	€	29.2	16.1	20.9	8.3

¹ Unless stated otherwise, the change rates presented in this press release were calculated in relation to the same period of the previous year, therefore they should be considered as year-on-year change rates.

Sharp increase in the number of guests and overnight stays

In April 2014, tourism accommodation establishments hosted 1.4 million guests and 3.9 million overnight stays (+21.5% and +25.4%, respectively, when compared with April 2013). These results, more positive than the ones of the previous months (-0.8% overnight stays in March, +5.7% in February and +10.3% in January), are associated to multiple factors: the Easter calendar effect; more than 50 anticipated seasonal openings of hotel establishments; newly opened establishments as well as establishments operating after being previously closed; running of national and international events; tourism programs organized for specific groups of the population and greater dynamics in commercial aviation. In the period January to April 2014, the increase in guests and overnight stays stood at 11.0% in both cases.

In April, the fairly positive results in tourism accommodation activity were reflected in all typologies and categories of establishments. The emphasis went to the contribution of hotels, with an increase of 517.5 thousand overnight stays (+26.0%).

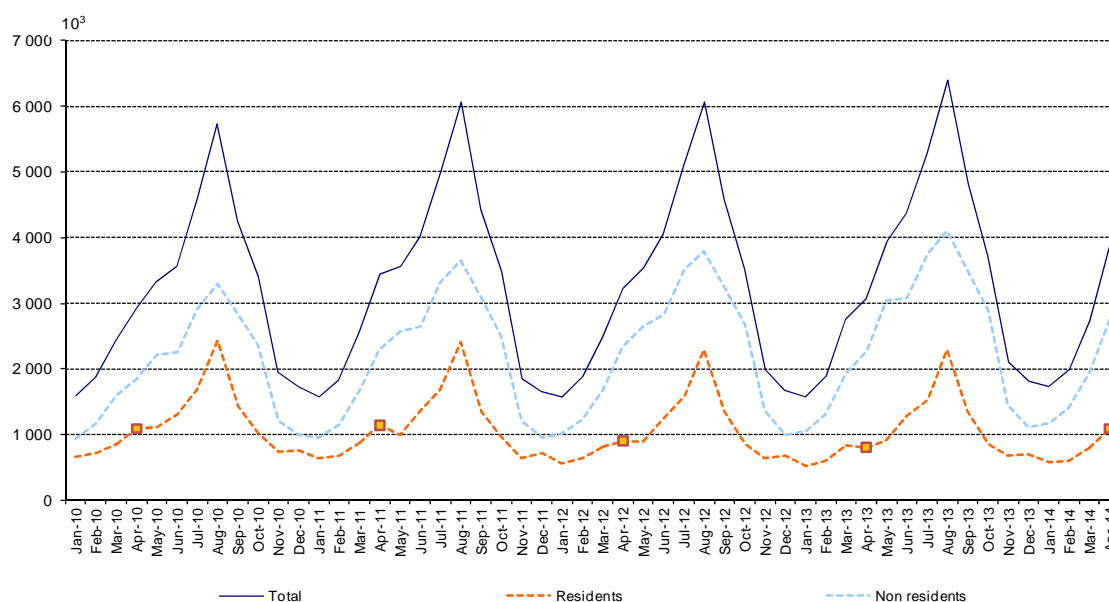
Table 2. Overnight stays by type and category of the establishment

Type of establishment and category	Overnight stays (10 ³)		Year-on-year change rate
	Apr-13	Apr-14	%
Total	3 072.2	3 851.1	25.4
Hotels	1 988.7	2 506.2	26.0
*****	366.7	501.4	36.7
****	972.5	1 207.3	24.1
***	455.0	561.5	23.4
** / *	194.5	236.0	21.3
Apartment hotels	489.7	577.9	18.0
*****	35.2	41.1	16.7
****	338.2	395.0	16.8
*** / **	116.2	141.9	22.1
Pousadas	24.2	37.1	53.3
Tourist apartments	253.1	336.5	33.0
Tourist villages	114.6	169.5	47.9
Other tourist establishments	202.0	223.9	10.8

Large increase in overnight stays from residents

In April 2014, overnight stays spent by residents totalled 1.1 million (+36.9%). In spite of this increase, the number of overnight stays from residents stood below the one recorded in April 2011 (1.14 million) but on a par with the one of April 2010 (1.08 millions).

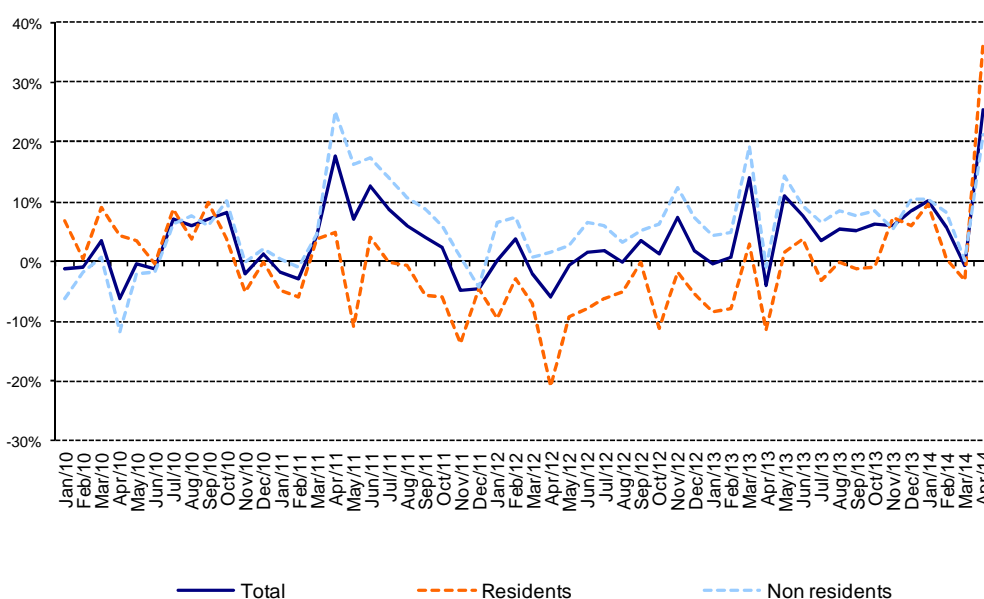
Figure 1. Overnight stays, monthly evolution



Overnight stays from non residents stood at 2.8 million (+21.3% more than in April 2013). The increase in demand from non residents largely surpassed the ones of the previous months (+0.2% in March, +8.1% in February and +10.7% in January).

In the period January to April 2014, overnight stays from residents increased by 11.7% and those spent by non residents grew by 10.8%.

Figure 2. Overnight stays, month-to-month change rate



In April 2014, the group of the 10 main inbound markets² represented 79.0% of the total overnight stays from non residents, compared with a 77.0% share in April 2013.

Spain presented the highest increase in overnight stays (+123.7%), almost doubling its share (6.9% in April 2013 and 12.8% in April 2014).

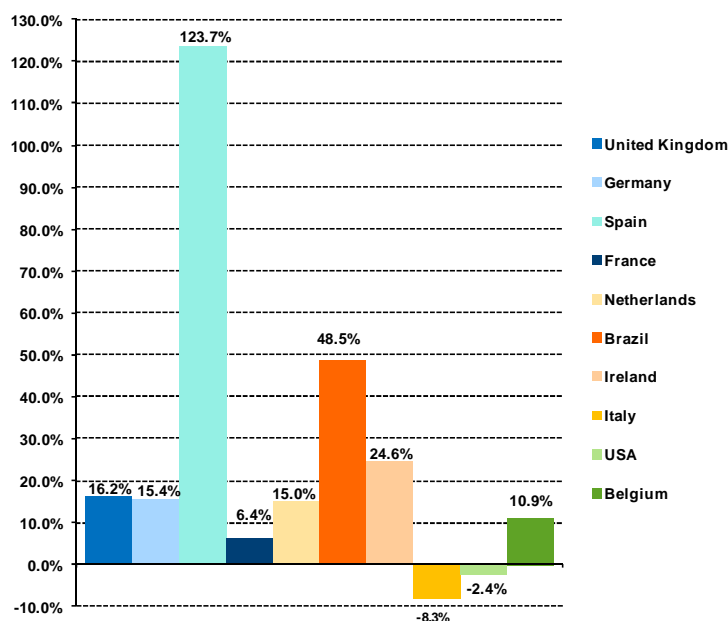
The emphasis also went to Brazil (+48.5% overnight stays), as well as to Ireland (+24.6%). The United Kingdom recorded a noticeable increase in the number of overnight stays spent by its residents (+16.2%), holding a 22.3% share of the market.

Italy and The United States presented declining results (-8.3% and -2.4%, respectively).

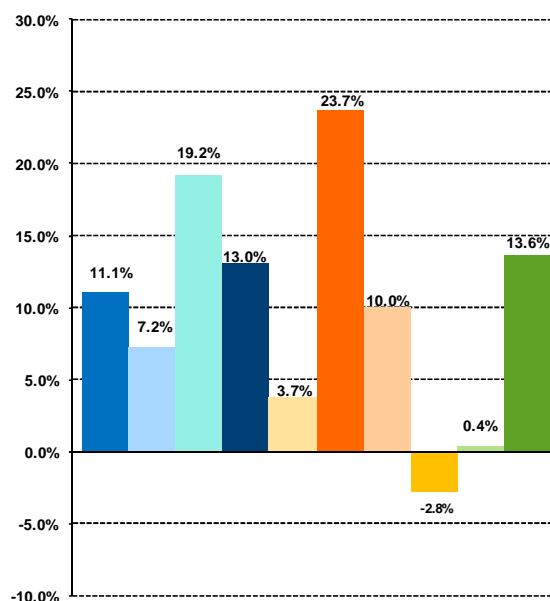
In the period January to April 2014, only Italy presented a declining year-on-year change rate (-2.8%). Of the remaining markets, the emphasis went to Brazil (+23.7%) and Spain (+19.2%).

Figure 3. Overnight stays by main inbound markets ⁽¹⁾ – year-on-year change rates

**3a. Year-on-year change rate
April 2014**



**3b. Year-on-year change rate
January to April 2014**



(1) Main inbound markets according to preliminary results from overnight stays in 2013 (in graph by descending order)

² Based on 2013 preliminary results for overnight stays.

Increases in overnight stays with greater impact on the Mainland

In all regions of the Mainland there were steep increases in total overnight stays, more so in Alentejo, Algarve and the North. In Alentejo, the increase in overnight stays (+44.9%) was associated to the maintenance works of the Sines refinery which made a considerable number of non residents professionally involved in those works seek for accommodation in the region. Madeira recorded a 5.8% increase, in line with the outcome of the previous month (+6.3%), while the Azores recorded a trend reversal (+9.5% in April and -2.7% in March).

The increase in overnight stays was spread to almost all regions, with greater impact in Algarve, Alentejo and Madeira. As usual, in the month of Easter, the Algarve was the most sought after region (26.9% of overnight stays), followed by Lisbon (20.9%) and the North (19.1%).

The increase in demand from non residents was mostly reflected in the Mainland. Algarve concentrated 36.9% of overnight stays from non residents, followed by Lisbon (28.9%) and Madeira (17.1%).

The accumulated results of the period January to April 2014 were mostly positive, although with less expression. The emphasis went to Alentejo (+18.0%) and Lisbon (13.7%).

Table 3. Overnight stays by region (NUTS II)

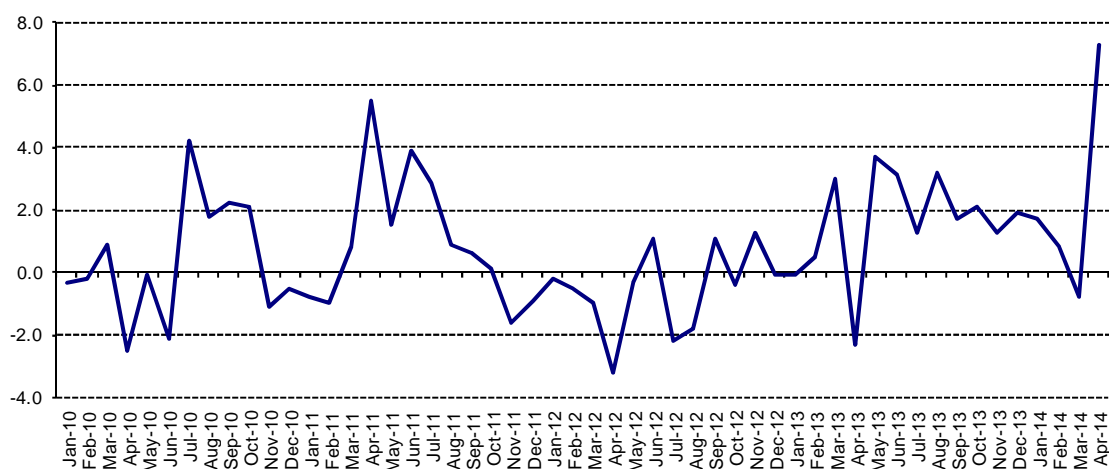
NUTS II	Overnight stays (10 ³)				Residents overnight stays (10 ³)				Non residents overnight stays (10 ³)			
	Apr 14	Year-on-year change rate (%) Apr 14	Jan to Apr 14	Year-on-year change rate (%) Jan-Apr 14	Apr 14	Year-on-year change rate (%) Apr 14	Jan to Apr 14	Year-on-year change rate (%) Jan-Apr 14	Apr 14	Year-on-year change rate (%) Apr 14	Jan to Apr 14	Year-on-year change rate (%) Jan-Apr 14
Portugal	3 851.1	25.4	10 313.8	11.0	1 090.9	36.9	3 052.0	11.7	2 760.2	21.3	7 261.8	10.8
North	454.2	27.8	1 288.7	11.5	208.5	21.7	686.7	8.1	245.7	33.6	602.1	15.8
Centre	328.8	25.8	907.4	4.6	187.5	28.7	590.6	3.1	141.3	22.2	316.7	7.3
Lisbon	1 024.4	25.2	2 872.8	13.7	227.6	15.9	777.6	12.2	796.8	28.2	2 095.3	14.3
Alentejo	119.4	44.9	295.2	18.0	81.7	52.0	204.1	19.1	37.7	31.5	91.1	15.4
Algarve	1 312.0	34.0	3 001.9	11.4	293.8	84.4	531.5	19.9	1 018.2	24.2	2 470.4	9.8
Azores	82.9	9.5	192.9	2.6	35.6	18.6	101.3	6.6	47.3	3.5	91.7	-1.5
Madeira	529.4	5.8	1 754.8	9.2	56.2	39.5	160.2	32.5	473.2	2.9	1 594.6	7.3

Net bed occupancy rate rises

In April 2014, the net bed occupancy rate in tourism accommodation establishments was 43.7%, higher by 7.3 p.p. in comparison to April 2013, and is also the highest recorded net bed occupancy rate since April 2007 (44.1%).

In the period January to April 2014, the net bed occupancy rate was 31.9% and corresponded to a 2.5 p.p. increase.

Figure 4. Net bed occupancy rate – year-on-year variation (difference in p.p.)



The evolution of the net bed occupancy rate was positive in all regions, more so in the Alentejo (+8.7 p.p.), Lisbon (+8.6 p.p.) and Algarve (+8.4 p.p.). Madeira recorded a 63.4% occupancy rate, 57.8% in Lisbon and 41.5% in Algarve.

Table 4. Net bed occupancy rate and average stay, by region

NUTS II	Occupancy rate			Average stay		
	%		Year-on-year variation (p.p.)	(No. of nights)		Year-on-year change rate (%)
	Apr-13	Apr-14		Apr-13	Apr-14	
Portugal	36.4	43.7	7.3	2.70	2.79	3.2
North	29.4	36.8	7.3	1.69	1.79	6.1
Centre	22.5	27.9	5.4	1.69	1.77	4.7
Lisbon	49.3	57.8	8.6	2.28	2.40	5.5
Alentejo	23.4	32.1	8.7	1.64	1.78	8.3
Algarve	33.1	41.5	8.4	4.10	4.12	0.4
Azores	29.7	32.2	2.5	3.02	3.05	0.8
Madeira	58.8	63.4	4.6	5.03	5.13	1.9

The net bed occupancy rate went up in all typologies, more so in "pousadas" (+13.9 p.p.) and in tourist villages (+10.5 p.p.). Five and four star Hotels presented the highest values for this indicator (52.6% and 52.4%, respectively).

Table 5. Net bed occupancy rate and average stay, by type and category of the establishment

Type of establishment and category	Occupancy rate			Average stay		
	%		Year-on-year variation (p.p.)	(No. of nights)		Year-on-year change rate (%)
	Apr-13	Apr-14		Apr-13	Apr-14	
Total	36.4	43.7	7.3	2.70	2.79	3.2
Hotels	40.1	47.3	7.1	2.39	2.47	3.1
*****	43.4	52.6	9.1	2.65	2.72	2.9
****	44.1	52.4	8.4	2.61	2.66	1.8
***	35.1	40.3	5.2	2.14	2.22	4.2
** / *	32.1	36.4	4.3	1.82	1.89	4.1
Apartment hotels	41.1	48.0	6.9	3.84	4.02	4.7
*****	38.2	43.9	5.7	3.55	4.22	18.9
****	42.4	49.4	6.9	3.81	3.96	4.0
*** / **	38.5	45.8	7.3	4.02	4.11	2.3
Pousadas	26.7	40.6	13.9	1.71	1.81	6.3
Tourist apartments	26.0	32.9	6.9	4.92	4.80	-2.5
Tourist villages	24.2	34.7	10.5	4.55	5.17	13.8
Other tourist establishments	26.5	31.9	5.4	2.30	2.27	-1.3

Increase in average stays

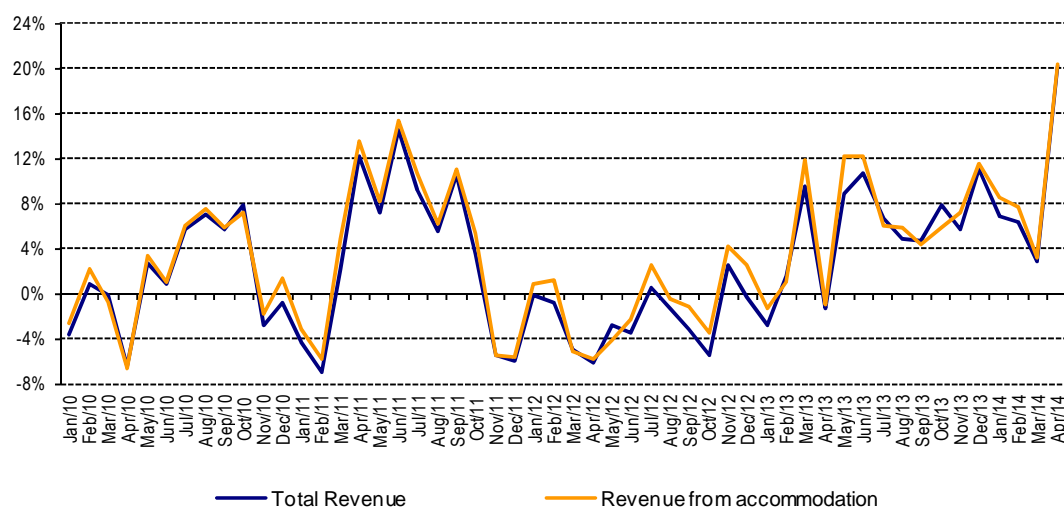
In April 2014, the average stay was 2.79 nights, corresponding to an increase of 3.2% (-3.4% in March).

There was an overall increase of this indicator in all regions, namely in Alentejo (+8.3%), the North (+6.1%) and Lisbon (+5.5%). With regard to the different typologies and categories, the increase in average stay occurred mostly in 5 star apartment hotels (+18.9%) and in tourist villages (+13.8%).

Positive results in Revenue and RevPAR

In April 2014, tourist accommodation establishments accounted for EUR 168.7 million in total revenue (+20.2%) and EUR 115.2 million in revenue from accommodation (+20.4%).

Figure 5. Total revenue and total revenue from accommodation - month-to-month change rate



Madeira was the only region to present higher revenue increases comparing to the increases in overnight stays. In the remaining regions, the outcome was reversed, more so in Alentejo (+31.9% in revenue from accommodation and +44.9% in overnight stays) and Algarve (+22.2% in revenue from accommodation and +34.0% in overnight stays).

Table 6. Revenue by region (NUTS II)

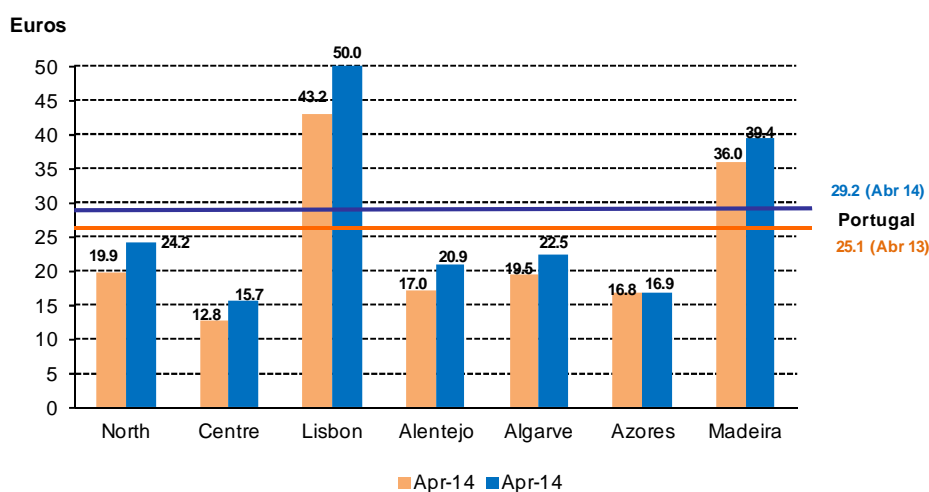
NUTS II	Total revenue (10 ⁶ euros)		Revenue from accommodation	
	Apr-14	Year-on-year change rate (%)	Apr-14	Year-on-year change rate (%)
Portugal	168.7	20.2	115.2	20.4
North	20.6	26.5	14.3	24.5
Centre	13.2	17.8	9.0	24.2
Lisbon	57.6	20.5	42.2	22.7
Alentejo	5.3	31.2	3.6	31.9
Algarve	43.8	25.4	28.1	22.2
Azores	3.0	4.6	2.1	2.4
Madeira	25.2	8.5	16.0	7.7

In April 2014, the revenue per available room (RevPAR) was EUR 29.2 (+6.1%).

In the period January to April 2014, RevPAR was EUR 20.9 (+8.3%).

The evolution of this indicator in all regions was mostly positive, with the emphasis on Lisbon with the highest RevPAR (EUR 50; +15.8%) followed by Madeira (EUR 39.4; +9.5%).

Figure 6. Average revenue per available room



Worth mentioning the increases in RevPAR presented by the "pousadas" (+38.2%) and tourist villages (+30.0%), on a par with their respective occupancy rates.

Table 7. Average revenue per available room, by type and category of the establishment

Type of establishment and category	RevPAR (€)		Year-on-year change rate
	Apr-13	Apr-14	%
Total	25.1	29.2	16.1
Hotels	29.9	34.0	13.6
*****	54.8	62.7	14.4
****	30.1	33.7	11.9
***	19.3	21.8	13.1
** / *	16.5	19.1	15.3
Apartment hotels	22.8	26.0	14.0
*****	25.5	31.7	23.9
****	24.2	27.2	12.4
*** / **	18.3	21.1	15.4
Pousadas	32.3	44.7	38.2
Tourist apartments	9.8	12.5	27.5
Tourist villages	17.4	22.6	30.0
Other tourist establishments	14.9	17.5	17.4

Camping sites and holiday camps

In April 2014, camping sites hosted 76.1 thousand campers (+22.9%) and recorded a total of 235.7 thousand overnight stays (+31.4%). For these results, there was the main contribution of residents (+39.6% overnight stays, representing 60.8% of the total), although the number of overnight stays spent by non residents also increased significantly (+20.5%). The average stay was 3.10 nights, 7.3% higher than the one of April 2013 (2.89 nights).

Results from holiday camps were also positive: +17.4% more guests and +13.3% more overnight stays, corresponding to 30.5 thousand and 59.8 thousand, respectively. The average stay was 1.96 nights, below the one of April 2013 (2.03 nights).

Table 8. Camping sites, holiday camps and youth hostels, by origin of the guests, April 2014

	Unit	Camping sites				Holiday Camps and Youth Hostels			
		Total	Year-on-year change rate (%) mar 14	Residents	Non residents	Total	Year-on-year change rate (%) mar 14	Residents	Non residents
Campers / Guests	10 ³	76.1	22.9	47.5	28.6	30.5	17.4	22.8	7.6
Overnight stays	10 ³	235.7	31.4	143.2	92.4	59.8	13.3	45.4	14.4
Average stay	nights	3.10	7.0	3.02	3.23	1.96	-3.4	1.99	1.89

EXPLANATORY NOTES

Data disseminated in this “Press Release” refers to the following data outputs:

2014 – March and April – preliminary data; January and February – provisional data.

2013 – January to December – provisional data.

Data refers to tourism accommodation establishments in operation, in each reference period.

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 by effective responses, including situations of temporary suspended activity not duly reported. The degree of revision, measured by the difference in percentage points from the year-on-year change rates of provisional versus preliminary data is as follows:

	Overnight stays	Revenue from accommodation
Jan to Feb 14	-0.32 p.p.	0.24 p.p.

Guest – Individual that spends at least one overnight stay in a tourism accommodation activity 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 as two beds each double bed.

Total revenue – revenue from the activity of tourism 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.

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

Year-on-year variation (p.p.) – comparison between the variable level in the reference period and the same period of the year before presented as a difference in percentage points.

Rounded figures may imply that totals do not correspond to the sum of the parcels.

ABBREVIATIONS

RevPAR – Revenue per Available Room

Date of next press release: 15 July 2014