

Tourism activity

December 2014

Tourism accommodation activity more intense at the end of the year

In **December 2014**, the total number of overnight stays spent in tourism accommodation establishments stood at 2.1 million, corresponding to a year-on-year increase¹ of 15.5% (+11.4% in November). The growth registered in overnight stays of both residents and non residents was similar (+15.5% and +15.4%), with the external markets having represented 61.4% of the total.

The average stay stood at 2.33 nights (+0.7%) and the net bed occupancy rate was 26.1% (+2.5 p.p.).

The total revenue grew by 16.8% and revenue from accommodation went up by 18.7% (+15.8% and +14.7% in November).

RevPAR stood at EUR 18.2 (+14.4%), a growth above the one of the previous month (+10.3%).

When considering results from **2014 as a whole** (preliminary results), tourism accommodation activity attained 46.1 million overnight stays (+11.0% comparing with 2013). The internal market grew by 13.0%, reversing the trend from the previous years, having attained 13.8 million overnight stays. Non residents spent 10.2% more overnight stays in 2014.

Revenue in 2014 went up by 12.8% in total revenue and by 13.5% in revenue from accommodation.

Table 1. Global preliminary results from tourism activity

Global preliminary results	Unit	Month		Accumulated	
		Dec 14	Year-on-year change rate	Jan to Dec 14	Year-on-year change rate
Guests	10 ³	901,0	14,6	16 092,0	12,0
Overnight stays	10 ³	2 096,3	15,5	46 148,4	11,0
Residents in Portugal	10 ³	808,8	15,5	13 799,7	13,0
Non residents	10 ³	1 287,5	15,4	32 348,6	10,2
Average stay	No. of nights	2,33	0,7	2,87	-0,9
Net bed occupancy rate	%	26,1	2,5 p.p.	43,9	2,7 p.p.
Total revenue	10 ⁶ €	105,7	16,8	2 204,1	12,8
Revenue from accommodation	10 ⁶ €	66,4	18,7	1 555,5	13,5
RevPAR (Average revenue per available room)	€	18,2	14,4	33,1	9,5

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.

Number of guests and overnight stays with noteworthy increases

In December 2014, tourism accommodation establishments hosted 901.0 thousand guests which originated 2.1 million overnight stays. These results stood for increases of 14.6% and 15.5% respectively and surpassed those of the previous month (+8.8% and +11.4%).

Hotels presented the highest increase in the number of overnight stays (+18.9%), representing 70.3% of the total. Tourist villages and tourist apartments also stood out (+18.4% and +10.8%).

In the **year 2014** (preliminary results), hotel accommodation establishments hosted a total of 16.1 million guests and a corresponding 46.1 million overnight stays (+12.0% and +11.0%, respectively). These results stood clearly above the ones recorded in 2013 (+3.8% and +4.8%) and 2012 (-1.1% and +0.6%).

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

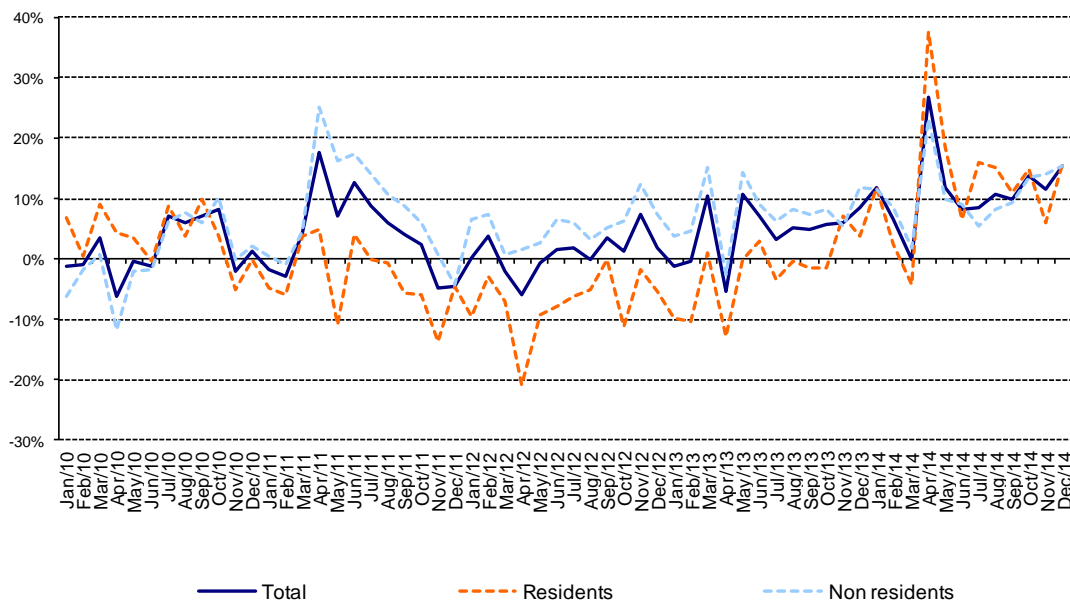
Type of establishment and category	Overnight stays (10 ³)		Year-on-year change rate
	Dec-13	Dec-14	%
Total	1 815.8	2 096.3	15.5
Hotels	1 239.6	1 473.4	18.9
*****	235.3	273.8	16.4
****	572.4	681.1	19.0
***	284.4	346.3	21.8
** / *	147.4	172.2	16.8
Apartment hotels	248.4	269.8	8.6
*****	22.2	21.1	-4.8
****	165.3	189.0	14.3
*** / **	60.9	59.7	-2.0
Pousadas	20.8	22.2	6.8
Tourist apartments	111.4	123.5	10.8
Tourist villages	54.0	63.9	18.4
Other tourist establishments	141.5	143.5	1.4

The internal market recovered

Overnight stays from residents (809.0 thousand) increased by 15.6%, more than in the previous month (+5.9%) and in line with the results from October (+14.8%), month with particularly good weather conditions for tourism activity.

Overnight stays from foreigners totaled 1.3 million (+15.4%). This growth slightly surpasses the ones recorded in November (+13.9%) and October (+13.5%).

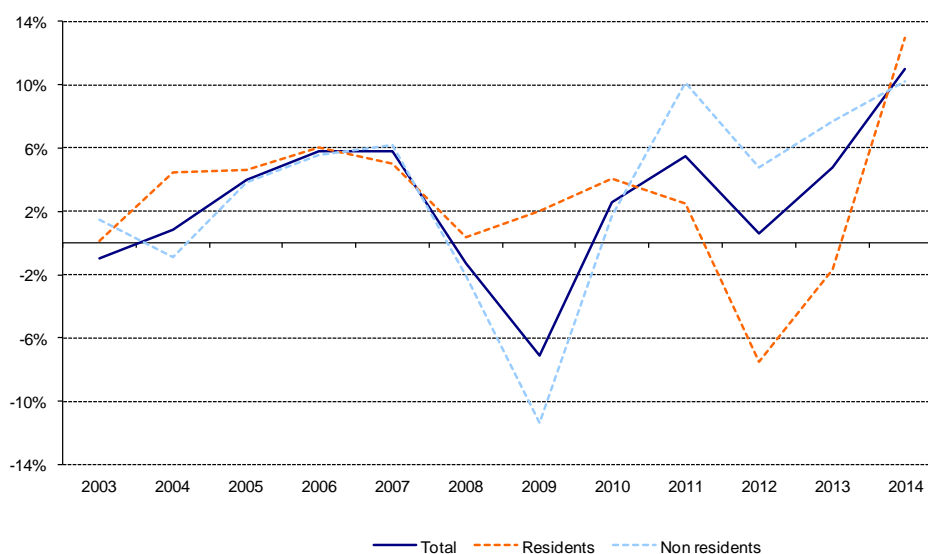
Figure1. Month-on-month change rates



In **2014**, the internal market recorded 13.8 million overnight stays (+13.0%). This outcome stood for a turnaround comparing with the results from the most recent years (-1.7% in 2013, -7.5% in 2012 and -2.5% in 2011). The number of overnight stays in 2014 was similar to the one in 2010 (13.8 million).

The external markets presented a positive evolution in 2014 (+10.2%, corresponding to 32.3 million overnight stays), more pronounced than in the previous years (+7.7% in 2013 and +4.8% in 2012) and close to the one in 2011 (+10.1%).

Figure 2. Overnight stays – year-on-year change rates



In December 2014, the ten main inbound markets² represented 77.1% of overnight stays from non residents (75.7% in December 2013).

The British market grew by 9.5% in terms of overnight stays spent by their residents, less than in the previous month (+14.5%), but in line with the evolution of the whole year (+10.6%). This market represented 18.2% of the total in December and 23.9% in the year 2014.

The number of overnight stays spent by German guests, with a relative weight of 14.8% in December, grew by 28.2% (+16.6% in November), although in annual terms the results were not as relevant (+8.3%).

Spain (+12.0% in December) recovered in view of the preceding month (-9.0%), with a noteworthy annual result (+14.6%), standing as the third highest growth among the main inbound markets.

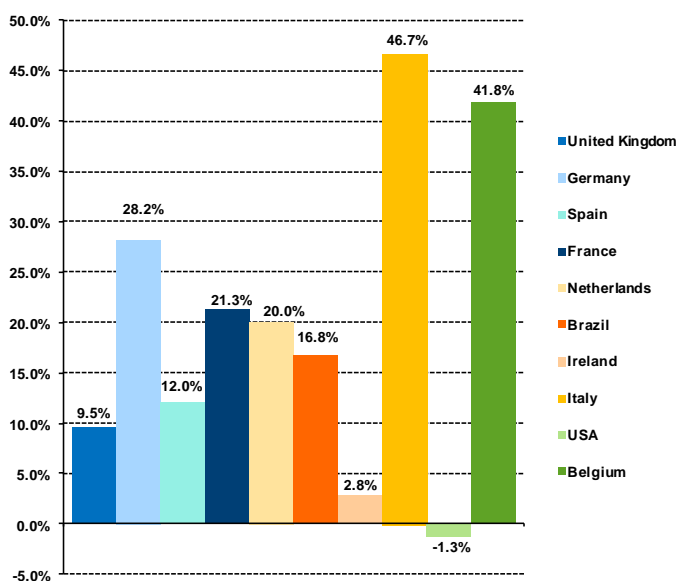
The French, Dutch and Brazilian markets also presented noteworthy increases (+21.3%, +20.0% and +16.8%), with corresponding results in all the months of 2014 only for France and Brazil (+16.8% and +12.8%), since the Netherlands recorded a very slight change rate (+0.7%).

Italy and Belgium recorded the highest increases in December (+46.7% and +41.8%).

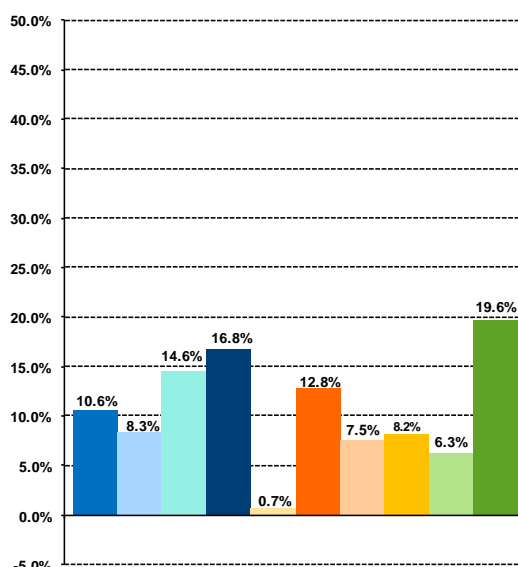
In 2014, the relative position of the ten main inbound markets remained the same.

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

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



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



(1) Main inbound markets according to results from overnight stays in 2014 (preliminary results)

² Based on overnight stays in 2014 (preliminary results)

Overall increase in overnight stays on a regional level

All regions presented significant increases in the total of overnight stays, more so the Azores which stood out for the second consecutive month (+23.1% in December and +26.0% in November). In the North and in the Centre, there were also noteworthy increases (+19.2% and +18.6% respectively), above the ones in November (+8.6% and +2.3%). The most sought after regions were Lisbon (31.1% of the total overnight stays), Algarve (19.0%) and Madeira (17.5%).

Overnight stays from residents increased by 22.1% in the Centre and 19.9% in the North. The remaining regions had similar outcomes but less so. The exception was Madeira (-4.5%; -1.9% in November). The North, Lisbon and the Centre were the main destinations for residents (26.7%, 24.9% and 23.1%).

In terms of overnight stays from non residents, the Azores recorded the highest increase (+41.9%), however below the result of the previous month (+52.3%). Lisbon and the North followed, with similar results (+18.9% and +18.2% respectively). The most sought after region by foreigners was Lisbon (34.9%), followed by Madeira (25.8%) and Algarve (22.9%).

When considering the preliminary results for **2014**, there was an expressive growth in overnight stays in all regions of the Mainland, with the emphasis on the Alentejo and Lisbon (+17.2% and +15.0%). In the Azores the number of overnight stays changed slightly (+0.9%) and in Madeira they went up by 4.7%. In 2013, the results were not as positive and even declined in Alentejo (-2.5%) and in the Centre (-0.9%).

Table 3. Overnight stays by region (NUTS II)

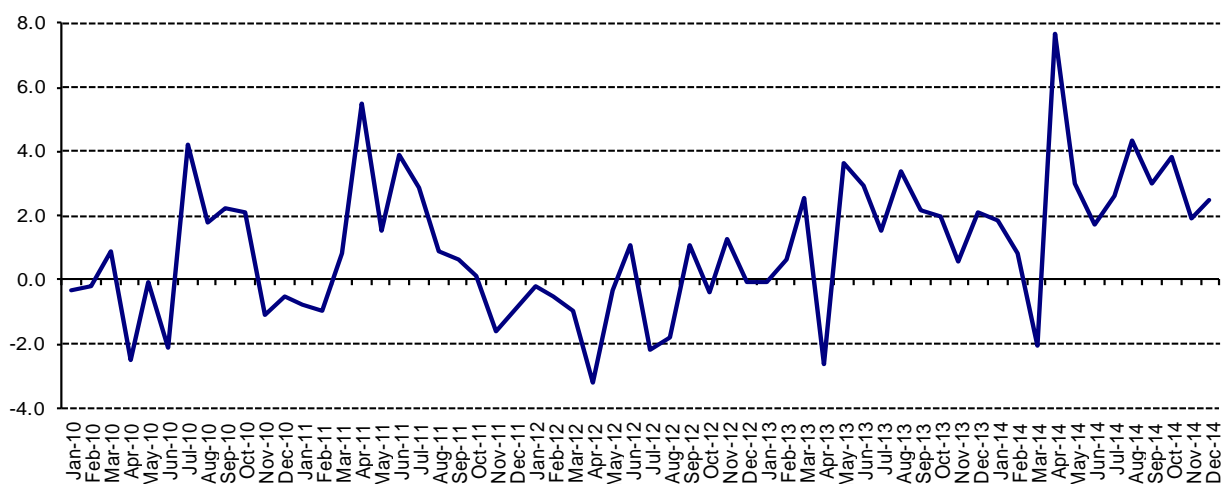
NUTS II	Overnight stays (10 ³)				Residents overnight stays (10 ³)				Non residents overnight stays (10 ³)			
	Dec 14	Year-on-year change rate (%) Dec 14	Jan to Dec 14	Year-on-year change rate (%) Jan-Dec 14	Dec 14	Year-on-year change rate (%) Dec 14	Jan to Dec 14	Year-on-year change rate (%) Jan-Dec 14	Dec 14	Year-on-year change rate (%) Dec 14	Jan to Dec 14	Year-on-year change rate (%) Jan-Dec 14
Portugal	2 096,3	15,5	46 148,4	11,0	808,8	15,5	13 799,7	13,0	1 287,5	15,4	32 348,6	10,2
North	344,0	19,2	5 400,6	11,0	216,0	19,9	2 607,1	8,5	128,1	18,2	2 793,5	13,4
Centre	238,1	18,6	4 132,7	10,6	186,8	22,1	2 436,3	9,6	51,3	7,5	1 696,4	12,2
Lisbon	651,3	16,2	11 544,8	15,0	201,8	10,6	2 783,4	13,8	449,5	18,9	8 761,4	15,4
Alentejo	64,6	13,8	1 305,5	17,2	49,6	15,8	865,0	13,7	15,0	7,7	440,4	25,0
Algarve	397,5	13,1	16 397,2	11,2	102,4	14,6	4 040,9	19,3	295,1	12,5	12 356,3	8,8
Azores	34,4	23,1	1 063,9	0,9	17,8	9,7	397,6	6,1	16,5	41,9	666,3	-1,9
Madeira	366,4	11,1	6 303,7	4,7	34,4	-4,5	669,3	9,2	332,0	13,0	5 634,4	4,2

Occupancy rates kept positive evolutions

In December, the net bed occupancy rate was 26.1% (+2.5 p.p. from +1.9 p.p. in November).

In the period **January to December 2014** the occupancy rate was 43.9% (+2.7 p.p.), above the one attained in 2013 (+1.7 p.p.).

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



Madeira, Lisbon and the North recorded the highest occupancy rates (43.6%, 35.3% and 27.1%). These regions were also the ones that recorded the most relevant increases (+4.0 p.p. in the North, +3.7 p.p. in Lisbon and +3.4 p.p. in Madeira).

Table 4. Net bed occupancy rate and average stay by region (NUTS II)

NUTS II	Occupancy rate			Average stay		
	%		Year-on-year variation (p.p.)	(No. of nights)		Year-on-year change rate (%)
	Dec-13	Dec-14		Dec-13	Dec-14	
Portugal	23.6	26.1	2.5	2.31	2.33	0.7
North	23.1	27.1	4.0	1.55	1.61	3.5
Centre	17.3	20.3	3.0	1.56	1.53	-2.3
Lisbon	31.6	35.3	3.7	2.09	2.17	4.0
Alentejo	15.9	17.9	2.0	1.61	1.59	-0.8
Algarve	16.8	17.3	0.4	3.78	3.69	-2.5
Azores	11.5	13.6	2.1	2.44	2.58	5.8
Madeira	40.2	43.6	3.4	5.16	5.26	2.0

Hotels kept the highest growth in the occupancy rate (+3.3 p.p. in December, from +2.4 p.p. in November). Worth noticing the five and four star hotels which held the highest values in this indicator (32.3% and 31.2% respectively). The highest increase in net bed occupancy rate came from three star hotels (+3.8 p.p.).

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 (%)
	Dec-13	Dec-14		Dec-13	Dec-14	
Total	23.6	26.1	2.5	2.31	2.33	0.7
Hotels	26.1	29.4	3.3	2.06	2.09	1.6
*****	28.8	32.3	3.5	2.31	2.40	3.8
****	28.1	31.2	3.1	2.19	2.20	0.3
***	22.3	26.1	3.8	1.88	1.94	3.1
** / *	23.9	26.3	2.5	1.66	1.67	0.9
Apartment hotels	24.8	26.6	1.8	3.85	3.96	3.0
*****	22.9	24.9	2.0	4.10	4.02	-1.9
****	25.4	27.9	2.6	3.88	4.14	6.8
*** / **	24.2	23.5	-0.6	3.68	3.47	-5.6
Pousadas	26.1	24.2	-1.8	1.75	1.60	-9.1
Tourist apartments	14.9	14.6	-0.3	4.79	4.33	-9.6
Tourist villages	13.2	14.3	1.1	4.08	4.51	10.4
Other tourist establishments	19.9	22.5	2.6	2.01	2.01	0.2

Average stay changed slightly

The average stay was 2.33 nights (+0.7%).

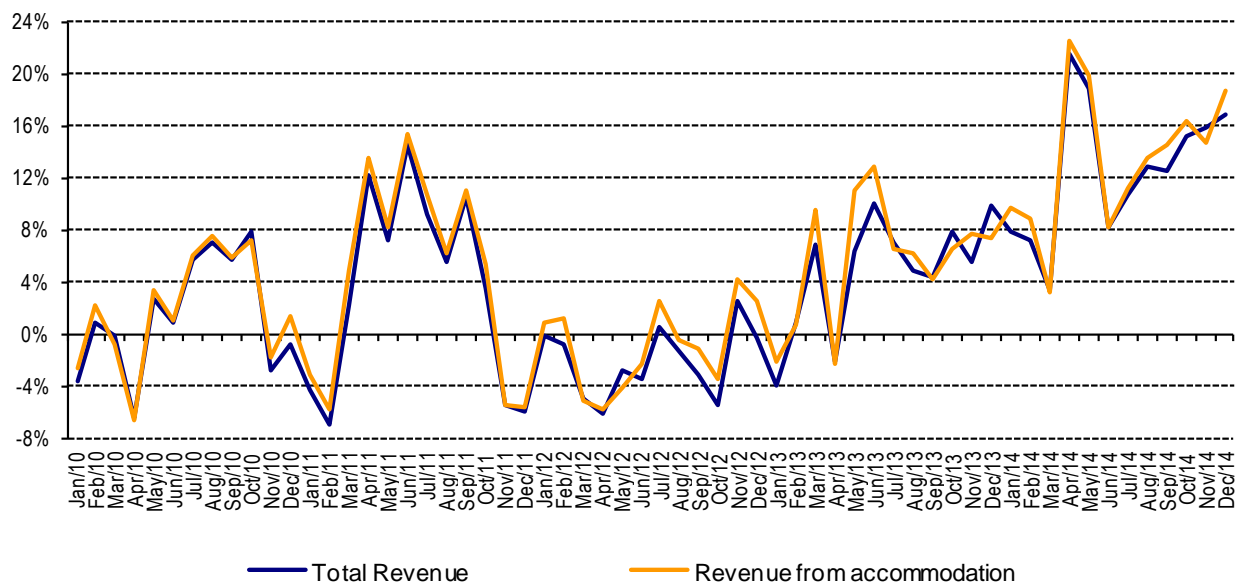
The regions with the longest stays were Madeira (5.26 nights on average) and Algarve (3.69 nights).

When considering **all the months of 2014**, the average stay was 2.87 nights, slightly below the one in 2013 (-0.9%).

Revenue increased

In December 2014, hotel accommodation activity establishments accounted for EUR 105.7 million in total revenue and EUR 66.4 million in revenue from accommodation, corresponding to increases of 16.8% and 18.7% respectively, slightly above the results from November (+15.8% and +14.7%).

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



The North and the Algarve recorded noteworthy increases in total revenue and in revenue from accommodation, close to 20%, while Lisbon presented a similar growth in revenue from accommodation but grew only by 15.2% in total revenue.

In the period January to December, total revenue reached EUR 2 204.1 million and revenue from accommodation attained EUR 1 555.5 million, corresponding to increases of 12.8% and 13.5% respectively (+5.3% and +6.2% in 2013).

Table 6. Revenue by region (NUTS II)

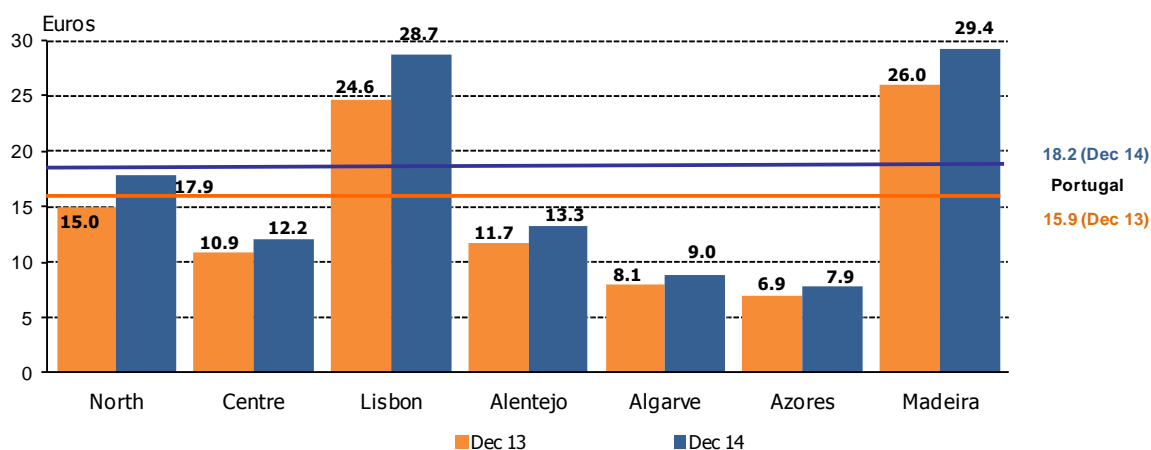
NUTS II	Total revenue (10 ⁶ euros)		Revenue from accommodation	
	Dec-14	Year-on-year change rate (%)	Dec-14	Year-on-year change rate (%)
Portugal	105.7	16.8	66.4	18.7
North	17.4	20.5	10.8	20.4
Centre	11.8	12.5	7.0	14.1
Lisbon	37.8	15.2	25.4	20.5
Alentejo	3.7	16.9	2.2	14.4
Algarve	13.0	19.9	8.0	20.4
Azores	1.6	10.9	0.9	18.2
Madeira	20.4	17.7	12.0	16.2

The average revenue per available room (RevPAR) was EUR 18.2 (+14.4%), growing more than in the previous month (+10.3%).

In the year 2014, the RevPAR was EUR 33.1, which stood for a 9.5% growth (+6.0% in 2013).

Madeira and Lisbon had the highest values in RevPAR in December (EUR 29.4 and EUR 28.7 respectively). All regions presented positive evolutions, more so in the North (+19.1%) and in Lisbon (+16.8%).

Figure 6. Average revenue per available room



Keeping the trend of the previous month, five star apartment hotels presented noteworthy results with regard to the evolution of RevPAR (+24.9% in December and +27.2% in November). Four and five star hotels as well as tourist apartments also stood out (+16.8%, +16.6% and +16.5% respectively), while tourist villages kept declining (-6.9%).

As usual, five star hotels recorded the highest value in RevPAR (EUR 37.6).

Table 7. RevPAR by type and category of establishment

Type of establishment and category	RevPAR (€)		Year-on-year change rate
	Dec-13	Dec-14	%
Total	15.9	18.2	14.4
Hotels	18.5	21.4	15.7
*****	32.3	37.6	16.6
****	18.3	21.4	16.8
***	12.6	14.5	15.3
** / *	12.0	13.2	9.5
Apartment hotels	14.4	15.3	6.0
*****	14.4	17.9	24.9
****	15.3	16.2	5.8
*** / **	12.3	12.1	-1.5
Pousadas	23.1	23.8	2.9
Tourist apartments	5.7	6.7	16.5
Tourist villages	8.9	8.3	-6.9
Other tourist establishments	11.2	13.0	16.3

Camping sites and holiday camps

In **December 2014**, camping sites hosted 42.7 thousand campers which spent 174.8 thousand overnight stays, corresponding to increases of 5.7% and 14.8% respectively (+4.9% and +6.9% in November). Overnight stays originated in the internal market increased by 15.9%, reversing the outcome of the previous month (-10.1%). Residents abroad contributed with 13.5% more overnight stays, the equivalent to a slowdown when compared with the previous month (+36.8%). The average stay was 4.09 nights (+8.5%).

When **considering all months of 2014**, the camping sites hosted 1.5 million campers which originated 5.6 million overnight stays (-3.9% and +0.7%). In the previous year, there were reductions in the number of campers (-1.2%) and overnight stays (-9.8%).

In **the month of December 2014**, holiday camps and youth hostels recorded an increase in the number of guests (+4.3% corresponding to 13.7 thousand), but had a reduction in the number of overnight stays (-3.4%). Overnight stays from residents increased by 2.2% (totaling 86.3% of the total overnight stays) but the external markets declined (-28.2%). The average stay was 1.84 nights (-7.4%).

In **2014**, this type of tourist accommodation presented a declining evolution (6.3% less number of guests and 13.0% less overnight stays), deepening the declining trend of the previous year (-4.5% and -6.8%).

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

	Unit	Camping sites				Holiday camps and youth hostels			
		Total	Year-on-year change rate (%) Dec 14	Residents	Non residents	Total	Year-on-year change rate (%) Dec 14	Residents	Non residents
Campers / Guests	10 ³	42.7	5.7	31.8	10.9	13.7	4.3	11.6	2.1
Overnight stays	10 ³	174.8	14.8	91.4	83.5	25.1	-3.4	21.7	3.4
Average stay	no. nights	4.09	8.5	2.87	7.68	1.84	-7.4	1.87	1.65

EXPLANATORY NOTES

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

2014 – November and December – preliminary data; January to October – provisional data.

2013 – January to December – final 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 Oct 14	-0.63 p.p.	-1.08 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.

Hotel accommodation activity – Includes hotels, apartment hotels, "pousadas", tourist apartments and tourist villages, as well as other accommodation establishments namely boarding houses, motels and inns that still maintain the former economic activity classification although currently not recognized as such.

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.

In order to simplify the language, the term "foreigner" might be used instead of "non resident".

ABBREVIATIONS

RevPAR – Revenue per Available Room

Date of next press release: 19 March 2015