destaque
press release
INSTITUTO NACIONAL DE ESTATÍSTICA
STATISTICS PORTUGAL

15 October, 2015

Tourism activity
August 2015

Overall slowdown particularly in overnight stays from residents

Hotel establishments recorded 7.2 million overnight stays in August 2015, corresponding to a year-on-year increase[1] of 2.5%, below the result of July (+6.7%). Overnight stays from residents slowed down steeply (+0.6% vis-à-vis +7.1% in the preceding month), while having less impact in the inbound markets (+3.7% in August and +6.5% in July).

The average stay declined by 2.5% (3.19 nights) while the net bed occupancy rate increased slightly (+0.8 p.p., corresponding to 73.0%).

There were increases of 10.0% in total revenue and 10.8% in revenue from accommodation, below the results of July (+12.9% and +15.3% respectively).

Table 1. Global preliminary results from tourism activity

Global preliminary results	Unit	Month		Accumulated	
		Aug-15	Year-on-year change rate (%)	Jan to Aug 15	Tvh (%)
Guests	10^3	2 258.8	5.2	11 887.4	8.2
Overnight stays	10^3	7 211.0	2.5	34 080.4	6.4
Residents in Portugal	10^3	2 622.1	0.6	10 366.5	5.5
Residents abroad	10^3	4 588.9	3.7	23 713.9	6.7
Average stay	no. of nights	3.19	-2.5	2.87	-1.7
Net bed occupancy rate	%	73.0	0.8 p.p.	47.8	2.0 p.p.
Total revenue	EUR 10^6	387.2	10.0	1 702.6	12.1
Revenue from accommodation	EUR 10^6	298.6	10.8	1 235.4	13.9
RevPAR (Average revenue per available room)	EUR	69.5	9.5	38.8	12.0

Evolution of guests and overnight stays slows down

In August 2015, tourism accommodation establishments welcomed 2.3 million guests who spent 7.2 million overnight stays (+5.2% and +2.5% respectively). These results mirrored a slowdown in relation to the preceding month (+8.8% and +6.7%) and stood below the results of the accumulated period of January to August (+8.2% and +6.4%).

[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.

The *"pousadas"* and hotels recorded increases in overnight stays (+8.7% and +5.1% respectively) while the remaining typologies declined. In hotels, the most relevant categories in terms of the number of overnight stays, four and three stars (47.8% and 22.7% from the total of this typology), showed increases of 6.2% and 4.6% respectively.

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

Unit: 10^3

Type of establishment and category	Overnight stays		Year-on-year change rate
	Aug-14	Aug-15	%
Total	**7 033.2**	**7 211.0**	**2.5**
Hotels	**4 315.2**	**4 535.6**	**5.1**
*****	878.0	893.5	1.8
****	2 039.9	2 167.0	6.2
***	985.9	1 031.6	4.6
** / *	411.4	443.5	7.8
Apartment hotels	**1 068.4**	**1 050.1**	**-1.7**
*****	75.4	65.1	-13.7
****	723.1	728.6	0.8
*** / **	270.0	256.4	-5.0
Pousadas	**64.2**	**69.8**	**8.7**
Tourist apartments	**850.9**	**844.0**	**-0.8**
Tourist villages	**393.4**	**379.3**	**-3.6**
Other tourist establishments	**341.2**	**332.2**	**-2.6**

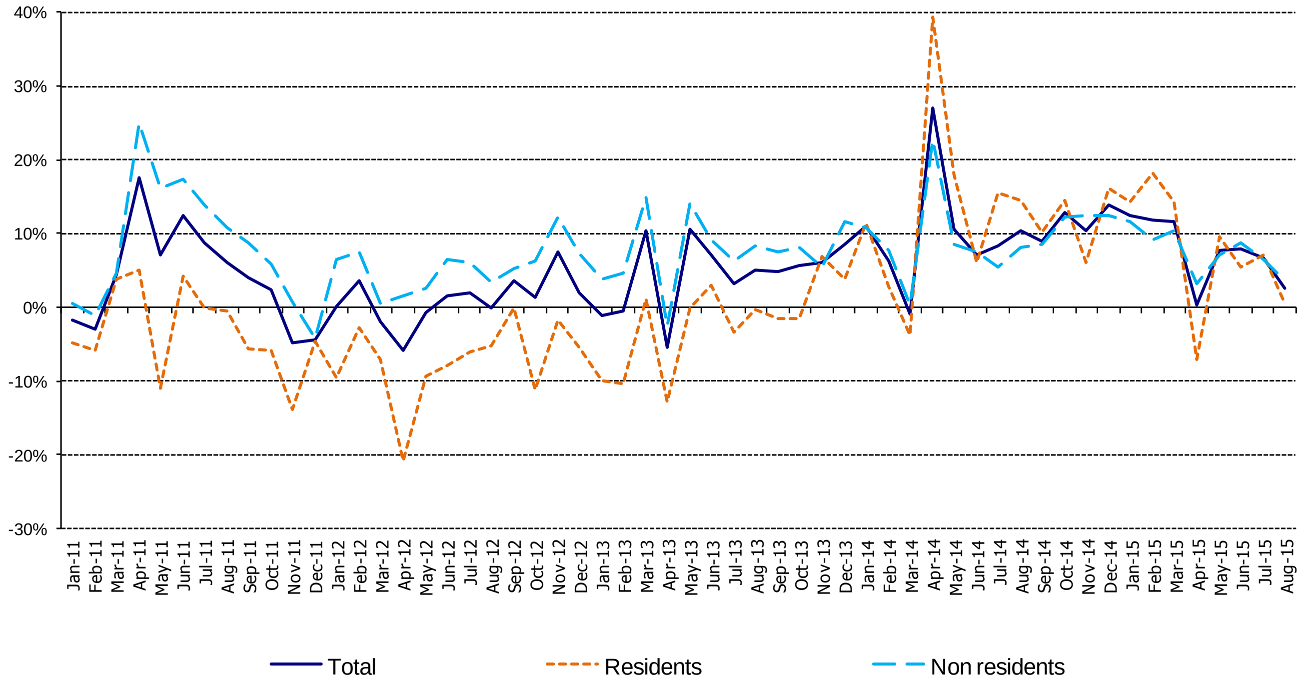
Internal market with marginal growth

The internal market slowed down, with overnight stays increasing by 0.6% in August, from +7.1% in July and +5.5% in June.

The same outcome was shown by the inbound markets but with less expression with a growth of 3.7% in overnight stays in August, below the preceding months (+6.5% in July and +8.8% in June).

In the first eight months of the year, overnight stays from residents increased by 5.5% and those from residents grew by 6.7%.

Figure1. Month-on-month change rates



The ten main inbound markets[2] totaled 84.6% of overnight stays from non residents, a similar share to the one of August 2014 (84.3%).

The British market, with a relative weight of 22.4% in August, increased the number of overnight stays spent by its residents in 7.5%. This result stood below the one of July (+11.8%) but stood in line with the result of June (+7.3%) and with the accumulated from January to August (+7.1%). In the first eight months of the year, this market represented 23.6% of overnight stays from non residents and 16.4% of the total overnight stays in the sector.

The Spanish market (18.5% of the total) declined slightly (-1.9%), after two months of small increases.

The French market presented a positive evolution (+2.0%) but quite below the ones of the preceding months (+10.5% in July and +14.4% in June) and also quite below the accumulated results of January to August (+11.0%). This market held a share of 12.7%.

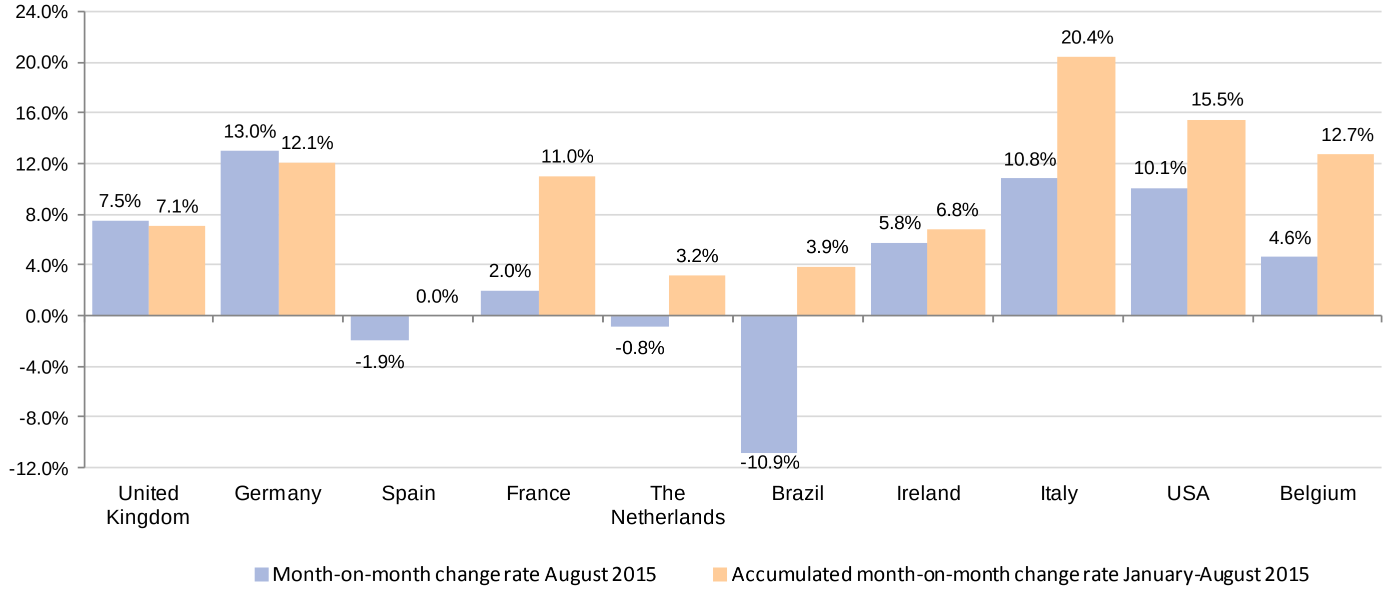
The German market (10.7% share) recorded a noteworthy growth of 13.0% in overnight stays, close to the outcome of the most recent months and the accumulated results from January to August (+12.1%).

Brazil and The Netherlands presented declining evolutions (-10.9% and -0.8% respectively).

In the period January to August the emphasis went to the increases in the Italian market (+20.4%) and the USA (+15.5%).

[2] Based on overnight stays in 2014.

Figure 2. Overnight stays by main inbound markets:
Month-on-month and accumulated month-on-month change rates



Relevant increases in overnight stays in the North and in Alentejo

Overnight stays have increased substantially in the North (+13.6%) and in Alentejo (+12.3%).

There was a slowdown compared with the previous month in Lisbon (+2.0% and +4.1% in July) and in Madeira (+1.1% from +6.5% in the preceding month) and even a reversal in Algarve (-1.4% and +4.2% in July). The latter region was, however, the most sought after (40.6% of overnight stays), followed by Lisbon (20.3%), the North (11.9%) and Madeira (10.6%).

The evolution of the internal market was mostly positive, with the emphasis on the Azores (+19.0%) and the Alentejo (+15.0%). With regard to the Azores, its relative weight in overnight stays from residents increased from 2.2% in August 2014 to 2.6% in August 2015 which was a result of the increased number of flight connections to this Autonomous Region.

Madeira presented a decline considering overnight stays from residents (-16.8%), deeper than in the previous month (-8.4%). The Algarve also declined (-6.1%), which implied a decrease of the relative weight of this region as a chosen destination for residents (42.5% in August from 45.5% in the same month of 2014).

As in the preceding month, demand from the inbound markets increased in all regions with a greater impact in the North (+17.4% in overnight stays).

The preferred destinations for non residents were the Algarve (39.6%), Lisbon (24.5%) and Madeira (14.6%).

Table 3. Overnight stays by region (NUTS II)

Unit: 10^3

NUTS II	Total of overnight stays				Overnight stays from residents				Overnight stays from non residents			
	Aug-15		Jan to Aug 15		Aug-15		Jan to Aug 15		Aug-15		Jan to Aug 15	
	Value	Year-on-year change rate (%)	Value	Year-on-year change rate (%)	Value	Year-on-year change rate (%)	Value	Year-on-year change rate (%)	Value	Year-on-year change rate (%)	Value	Year-on-year change rate (%)
Portugal	**7 211.0**	**2.5**	**34 080.4**	**6.4**	**2 622.1**	**0.6**	**10 366.5**	**5.5**	**4 588.9**	**3.7**	**23 713.9**	**6.7**
North	856.8	13.6	4 124.4	13.8	386.4	9.4	1 931.0	10.3	470.4	17.4	2 193.4	17.0
Centre	733.1	5.2	3 138.2	11.5	432.8	6.2	1 841.1	12.8	300.3	3.8	1 297.1	9.7
M. A. Lisbon	1463.9	2.0	8 326.9	7.5	339.3	4.2	1 997.1	5.7	1 124.6	1.3	6 329.8	8.1
Alentejo	261.4	12.3	1 032.4	12.9	187.6	15.0	696.3	14.5	73.8	5.9	336.2	9.8
Algarve	2931.2	-1.4	12 000.8	1.4	1 113.4	-6.1	3 082.2	-2.8	1 817.8	1.7	8 918.6	3.0
A. R. Azores	199.3	7.7	890.0	17.0	67.1	19.0	366.7	28.3	132.2	2.8	523.3	10.2
A. R. Madeira	765.2	1.1	4 567.6	5.0	95.6	-16.8	452.0	-6.9	669.7	4.3	4 115.6	6.5

Reduction in average stays

In August, there was a reduction in average stay (-2.5% corresponding to 3.19 nights).

The North and the Algarve have increased their average stays (+1.7% and +0.2% respectively) but in the remaining regions there were declines more so in the Centre (-4.2%) and in the Azores (-3.0%).

In the period January to August, there was a declining evolution (-1.7%; 2.87 nights).

Table 4. Average stay and net bed occupancy rate by region (NUTS II)

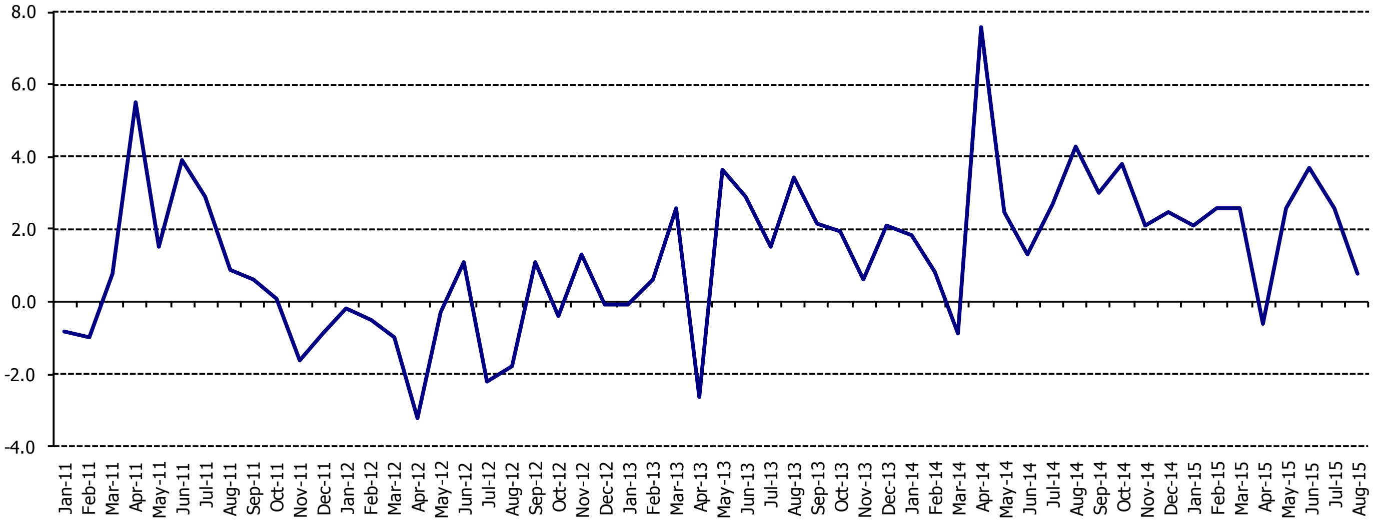
NUTS II	Average stay			Occupancy rate		
	(No. of nights)		Year-on-year change rate (%)	%		Year-on-year variation (p.p.)
	Aug-14	Aug-15		Aug-14	Aug-15	
Portugal	**3.28**	**3.19**	**-2.5**	**72.1**	**73.0**	**0.8**
North	1.98	2.01	1.7	56.8	62.5	5.7
Centre	2.10	2.01	-4.2	53.7	55.2	1.5
M. A. Lisbon	2.63	2.59	-1.8	76.2	75.6	-0.6
Alentejo	2.17	2.16	-0.2	58.2	62.9	4.6
Algarve	4.98	5.00	0.2	81.8	80.7	-1.1
A. R. Azores	3.30	3.20	-3.0	67.2	70.5	3.3
A. R. Madeira	5.84	5.77	-1.1	81.2	83.6	2.3

Occupancy rates have slightly increased

The net bed occupancy rate stood at 73.0% (+0.8 p.p.).

When considering the period January to August, this indicator went up by 2.0 p.p., having stood at 47.8%.

Figure 3. Net bed occupancy rate – year-on-year variation (difference in p.p.)



The regions with the highest occupancy rates were Madeira (83.6%), Algarve (80.7%) and Lisbon (75.6%).

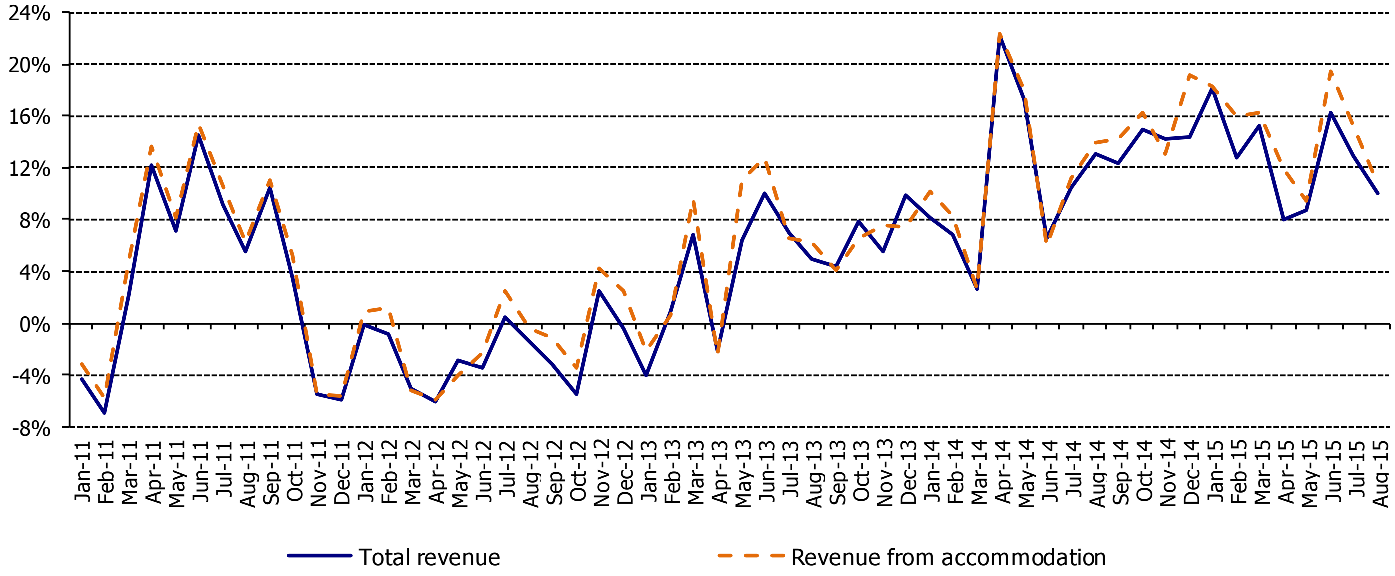
The North (+5.7 p.p.) and the Alentejo (+4.6 p.p.) presented significant increases, while the Algarve and Lisbon recorded the only declining evolutions (-1.1 p.p. and -0.6 p.p.).

Revenue slows down particularly in accommodation

Total revenue amounted to EUR 387.2 million and revenue from accommodation reached EUR 298.6 million, corresponding to increases of 10.0% and 10.8% respectively.

This outcome stood for a slowdown in view of July (+12.9% and +15.3% respectively) with the results of August standing below those from the first eight months of the year (+12.1% and +13.9% respectively).

Figure 4. Total revenue and total revenue from accommodation- Month-on-month change rate



All regions presented increases in revenue (total and from accommodation), more so in the North (+20.4% and +23.9% respectively), Alentejo (+14.9% and +16.3%) and Azores (+14.6% and +13.9%).

Table 5. Revenue by region (NUTS II)

Unit: EUR 10^6

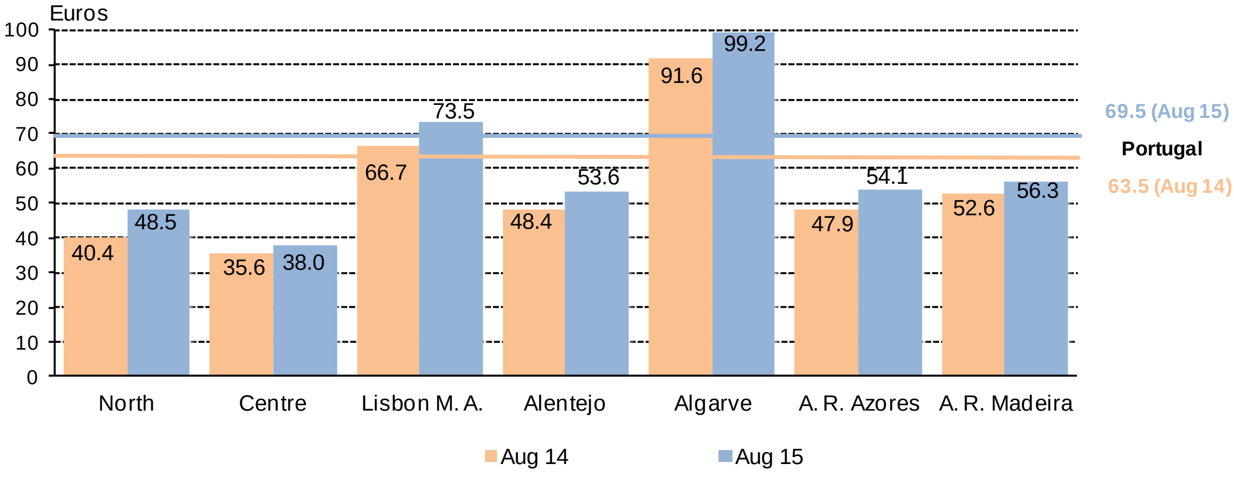
NUTS II	Total revenue		Revenue from accommodation	
	Aug-15	Year-on-year change rate (%)	Aug-15	Year-on-year change rate (%)
Portugal	**387.2**	**10.0**	**298.6**	**10.8**
North	39.9	20.4	31.1	23.9
Centre	33.3	11.1	23.9	7.8
M. A. Lisbon	83.4	11.2	66.4	12.4
Alentejo	13.3	14.9	10.3	16.3
Algarve	170.7	7.8	135.3	8.3
A. R. Azores	9.2	14.6	7.2	13.9
A. R. Madeira	37.2	4.4	24.5	6.2

In August, the average revenue per available room (RevPAR) was EUR 69.5 (+9.5%).

The Algarve recorded the highest value in this indicator (EUR 99.2), followed by Lisbon (EUR 73.5).

The evolution in the regions was positive overall, with the emphasis on the North (+20.1%, corresponding to EUR 48.5) and in Azores (+12.9%; EUR 54.1).

Figure 5. Average revenue per available room



As usual, five star units (apartment hotels and hotels) presented the highest values in RevPAR (EUR 145.6 and EUR 128.5 respectively). These categories recorded significant increases (+26.7% and +12.9% respectively), also worth mentioning the increase in RevPAR in the *"pousadas"* (+14.5%; EUR 96.8).

Table 6. RevPAR by type and category of establishment

Type of establishment and category	RevPAR (€)		Year-on-year change rate
	Aug-14	Aug-15	%
Total	**63.5**	**69.5**	**9.5**
Hotels	**64.7**	**71.3**	**10.1**
*****	113.8	128.5	12.9
****	65.8	71.4	8.5
***	43.4	47.4	9.4
** / *	34.3	37.6	9.4
Apartment hotels	**78.1**	**81.4**	**4.3**
*****	114.9	145.6	26.7
****	79.5	80.7	1.5
*** / **	64.1	68.7	7.1
Pousadas	**84.5**	**96.8**	**14.5**
Tourist apartments	**61.0**	**64.1**	**5.0**
Tourist villages	**72.5**	**80.3**	**10.7**
Other tourist establishments	**29.8**	**33.1**	**11.0**

Camping sites and holiday camps

In August 2015, camping sites hosted 517.9 thousand campers which originated 1.9 million overnight stays (+4.8% and +0.2% respectively). These results stood quite below the ones of July (+16.6% and +8.8%).

Overnight stays from the internal market decreased slightly (-0.2%), in contrast with the increase recorded in the preceding month (+10.2%). Overnight stays from non residents increased by 1.7%, but slowed down in view of July (+4.8%).

The average stay was 3.76 nights corresponding to a 4.4% reduction which resulted from both the internal market (-4.3%) and the external markets (-4.2%).

Holiday camps and youth hostels recorded 58.8 thousand guests that originated 131.8 thousand overnight stays, corresponding to a slight increase in the number of guests (+1.2%) and to a reduction in overnight stays (-9.4%).

The internal market declined (-14.8%) also having reduced its relative weight (78.4% from 83.3% in August 2014). Non residents presented a noteworthy increase in overnight stays (+17.3%), above the one in July (+13.7%).

The average stay was 2.24 nights (-10.5%).

Table 7. Camping, holiday camps and youth hostels by origin of the guests

Month: August 2015

	Unit	Camping sites						Holiday camps and youth hostels					
		Total	Year-on-year change rate (%)	Residents	Year-on-year change rate (%)	Non residents	Year-on-year change rate (%)	Total	Year-on-year change rate (%)	Residents	Year-on-year change rate (%)	Non residents	Year-on-year change rate (%)
Campers / Guests	10^3	517.9	4.8	363.0	4.2	155.0	6.1	58.8	1.2	47.1	5.2	11.6	-12.4
Overnight stays	10^3	1948.0	0.2	1501.3	-0.2	446.8	1.7	131.8	-9.4	103.3	-14.8	28.5	17.3
Average stay	no. nights	3.76	-4.4	4.14	-4.3	2.88	-4.2	2.24	-10.5	2.19	-19.0	2.45	33.9

EXPLANATORY NOTES

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

2015 – July and August – preliminary data; January to June – provisional data.

2014 – 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 Jun 15	+0.2 p.p.	+0.7 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".

The "Lisbon Metropolitan Area" (Lisbon M. A.) is referred to in the text as "Lisbon".

ABBREVIATIONS

RevPAR – Revenue per Available Room

Date of next press release: 13 November 2015