15 January 2016

Tourism Activity

November 2015

Overnight stays in hotel establishments maintain an upward trend

Hotel establishments recorded around one million guests and 2.5 million overnight stays in November 2015, corresponding to a year-on-year increases[1] of 7.2% and 8.4% respectively (+10.0% and +6.9% in October). Overnight stays from residents accelerated (from +2.3% in October to +10.8% in November), on a par with a slowdown from the external markets (+8.3% in the previous month and +7.4% in November).

The average stay (2.52 nights) increased by 1.1% and the occupancy rate rose 1.7 p.p.

Revenue also presented increasing results (+11.9% in total revenue and +13.1% in revenue from accommodation), but less than the results of the previous month (+14.4% and +14.9% respectively).

Table 1. Global preliminary results from tourism activity

Global preliminary results	Unit	Month		Accumulated	
		Nov-15	Year-on-year change rate (%)	Jan to Nov 15	Tvh (%)
Guests	10^3	1 001.1	7.2	16 458.2	8.6
Overnight stays	10^3	2 527.8	8.4	46 672.9	6.5
Residents in Portugal	10^3	788.1	10.8	13 631.6	5.1
Residents abroad	10^3	1 739.7	7.4	33 041.3	7.1
Average stay	no. of nights	2.52	1.1	2.84	-1.9
Net bed occupancy rate	%	30.9	1.7 p.p.	47.6	2.1 p.p.
Total revenue	EUR 10^6	125.2	11.9	2 362.4	13.1
Revenue from accommodation	EUR 10^6	83.9	13.1	1 699.0	14.6
RevPAR (Average revenue per available room)	EUR	22.7	12.2	38.7	13.0

Number of guests grew less

In November 2015, tourism accommodation establishments recorded around one million guests (+7.2%) and 2.5 million overnight stays (+8.4%). There was a slowdown in the growth of guests compared with the previous month (+10.0%), contrary to the evolution in overnight stays (+6.9%).

In the period January to November 2015, the number of guests increased by 8.6% and overnight stays grew 6.5%.

[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.

As in the previous month, tourist apartments and the *"pousadas"* presented significant increases in overnight stays (+24.4% and +17.8% respectively). The evolution in hotels is also noteworthy (+9.3%, corresponding to 72.1% of overnight stays in total establishments), with the positive contribution of all categories.

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
	Nov-14	Nov-15	%
Total	**2 331.2**	**2 527.8**	**8.4**
Hotels	**1 666.3**	**1 821.6**	**9.3**
*****	325.5	355.6	9.2
****	776.9	845.1	8.8
***	376.9	416.2	10.4
** / *	186.9	204.6	9.5
Apartment hotels	**301.7**	**305.7**	**1.3**
*****	25.3	21.1	-16.4
****	211.7	219.9	3.8
*** / **	64.7	64.7	-0.1
Pousadas	**21.3**	**25.1**	**17.8**
Tourist apartments	**114.5**	**142.4**	**24.4**
Tourist villages	**76.2**	**82.1**	**7.7**
Other tourist establishments	**151.2**	**150.9**	**-0.2**

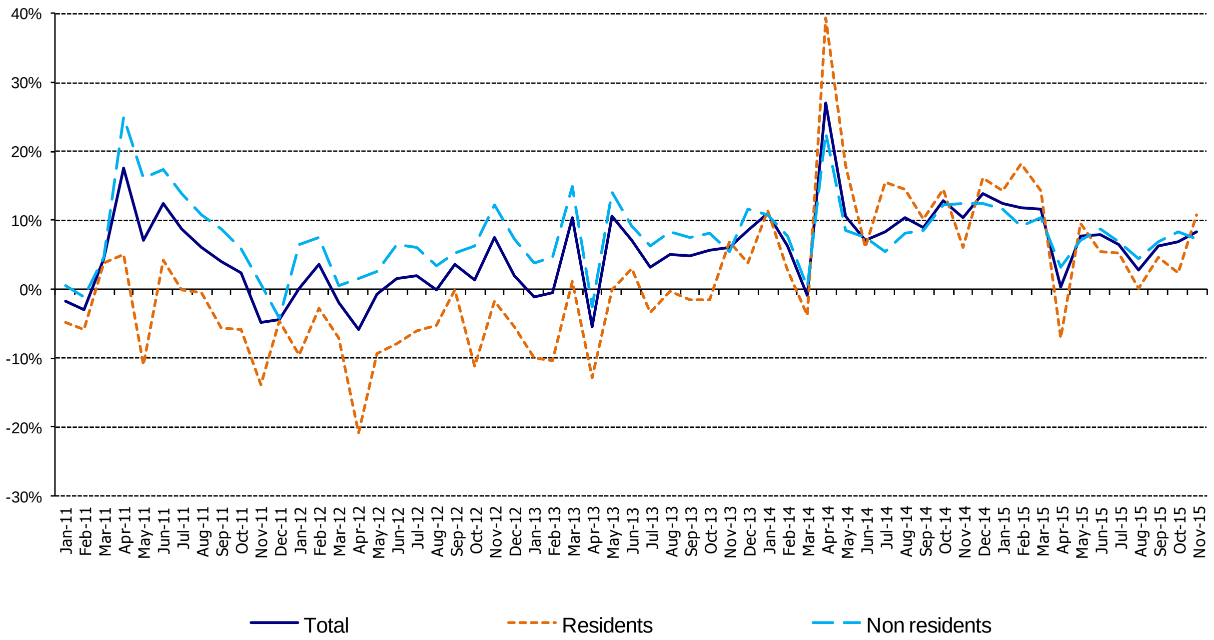
Overnight stays from residents accelerated

The internal market originated 788.1 thousand overnight stays (+10.8%), the highest growth since March of the current year (+14.3%), showing an acceleration in view of the preceding months (of which +2.3% in October). The increases recorded in the Azores (+58.3%) and in Madeira (+19.1%) stood out.

Overnight stays from non residents totaled 1.7 million (+7.4%), in line with the results of the preceding months (+8.3% in October and +6.9% in September).

In the period January to November 2015, overnight stays from residents grew 5.1% and those from non residents increased by 7.1%.

Figure1. Month-on-month change rates



The twelve main inbound markets[2] (including Sweden and Switzerland, which ranked 11th and 12th respectively in terms of number of overnight stays in 2014), represented 79.9% of overnight stays from non residents, barely changing compared with November 2014 (79.4%).

The United Kingdom (+17.7% of overnight stays) accelerated in relation to the previous months (+12.4% in October), effectively showing its best performance since Easter 2014. This market held a share of 20.7% (18.9% in November 2014).

The German market (+4.0%) slowed down quite considerably in view of the previous months of the year (+10.9% in the accumulated period January to November). The share of this market stood at 17.1%.

Spain (9.1% of overnight stays from non residents) recorded a growth of 11.5% largely above the results of the accumulated period of January to November (+1.5%).

The French market declined (-3.1%), contrary to the growing trend observed throughout the year (+11.5% from January to November). The share of this market also reduced (7.5% of the total in view of 8.3% in November 2014).

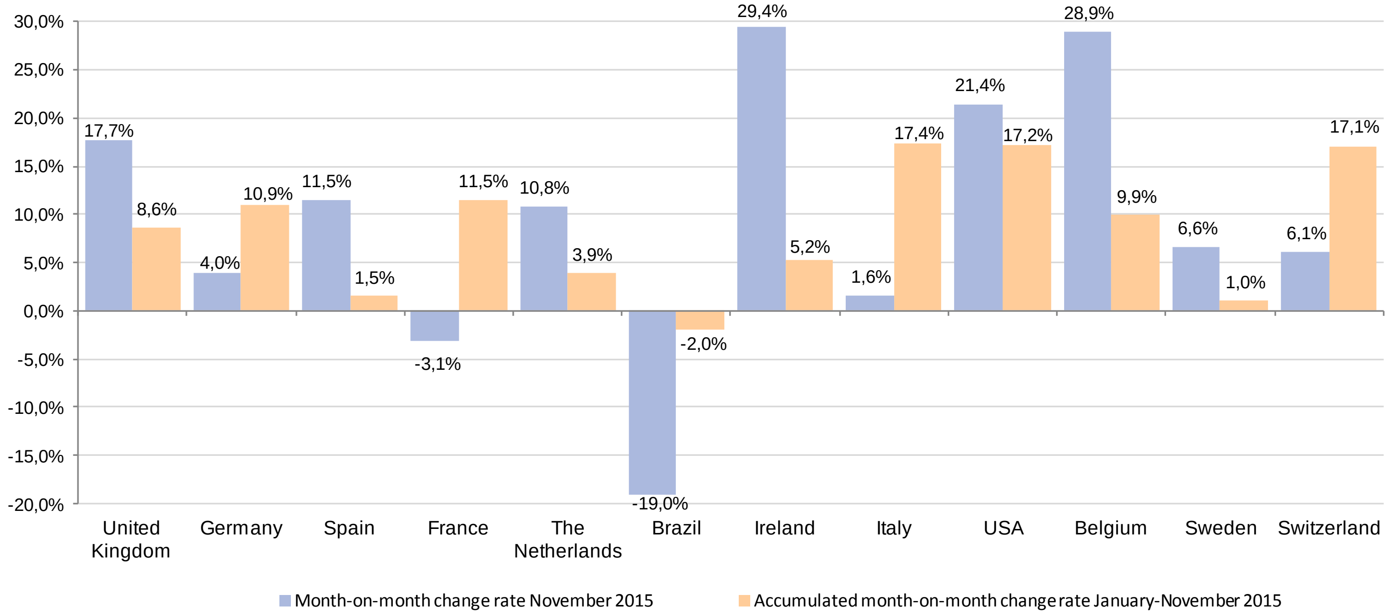
The increases from Ireland (+29.4%), Belgium (+28.9%) and the USA (+21.4%) are worthy of mention. Sweden and Switzerland presented increases of 6.6% and 6.1% respectively, in overnight stays from guests coming from those countries.

Brazil presented a steep decline (-19.0%), steeper than in the three preceding months (-9.8% in October).

[2] Based on overnight stays in 2014

When considering the first eleven months of the year, the evolutions of the Italian (+17.4%), North American (+17.2%) and Swiss (+17.1%) markets stood out.

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



Increase of overnight stays in all regions

Overnight stays have increased in all regions, mainly in the Azores (+25.0%) and in the Alentejo (+16.0%). Lisbon recorded the smallest increase (+3.4%) but stood as the most sought after destination (31.0% of the total overnight stays). The Algarve was the second most visited destination (21.5% of overnight stays), followed by Madeira (17.7%) and the North (14.6%).

The internal market accelerated, with the emphasis on the results from the Azores (+58.3% in November and +45.7% in October). The evolution of Madeira (+19.1%) and Lisbon (+11.6%) should also be mentioned, with results surpassing those of the preceding month (+4.0% and +1.0% respectively). The Algarve recorded an increase of 8.0% in overnight stays from residents, interrupting the declining trend of the latest months (-12.6% in October). The main destinations chosen by the internal market were Lisbon (28.3% of the total), the North (24.8%) and the Centre (20.4%).

Overnight stays from inbound markets increased sharply in the Alentejo (+37.6%) which recorded an increase in demand from some of the main markets, namely the British and the Spanish ones. The North also presented a significant increase (+13.2%), as well as Madeira (+11.2%). The Azores was the only region to present a decline (-3.2%) in terms of overnight stays from foreign guests.

The favorite regions for non residents to visit were Lisbon (32.3%), the Algarve (26.3%) and Madeira (23.8%).

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			
	Nov-15		Jan to Nov 15		Nov-15		Jan to Nov 15		Nov-15		Jan to Nov 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	**2 527.8**	**8.4**	**46 672.9**	**6.5**	**788.1**	**10.8**	**13 631.6**	**5.1**	**1 739.7**	**7.4**	**33 041.3**	**7.1**
North	369.4	9.4	5 748.1	13.7	195.4	6.3	2 661.9	10.4	174.0	13.2	3 086.2	16.7
Centre	241.1	8.4	4 293.5	10.1	160.5	8.9	2 452.2	10.0	80.6	7.5	1 841.4	10.4
M. A. Lisbon	784.3	3.4	11 584.2	6.5	222.9	11.6	2 750.1	5.7	561.5	0.4	8 834.1	6.8
Alentejo	78.8	16.0	1 380.6	12.0	52.2	7.4	896.5	11.0	26.6	37.6	484.1	13.9
Algarve	543.1	10.1	16 204.9	2.6	85.7	8.0	3 759.7	-3.5	457.3	10.5	12 445.2	4.5
A. R. Azores	63.0	25.0	1 220.2	18.5	36.6	58.3	508.3	33.9	26.4	-3.2	711.9	9.6
A. R. Madeira	448.0	11.8	6 241.5	5.5	34.8	19.1	603.0	-5.4	413.3	11.2	5 638.5	6.8

Average stay increased

The average stay was 2.52 nights (+1.1%), contrary to the evolution of the latest months, namely in October (-2.8%).

The regions of Alentejo and the Algarve recorded the highest increases in this indicator (+7.4% and +3.7% respectively), contrary to the Azores (-7.2%) and the Centre (-3.3%). Lisbon kept unchanged (2.24 nights).

In the period January to November the average stay in Portugal was 2.84 nights (-1.9%).

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

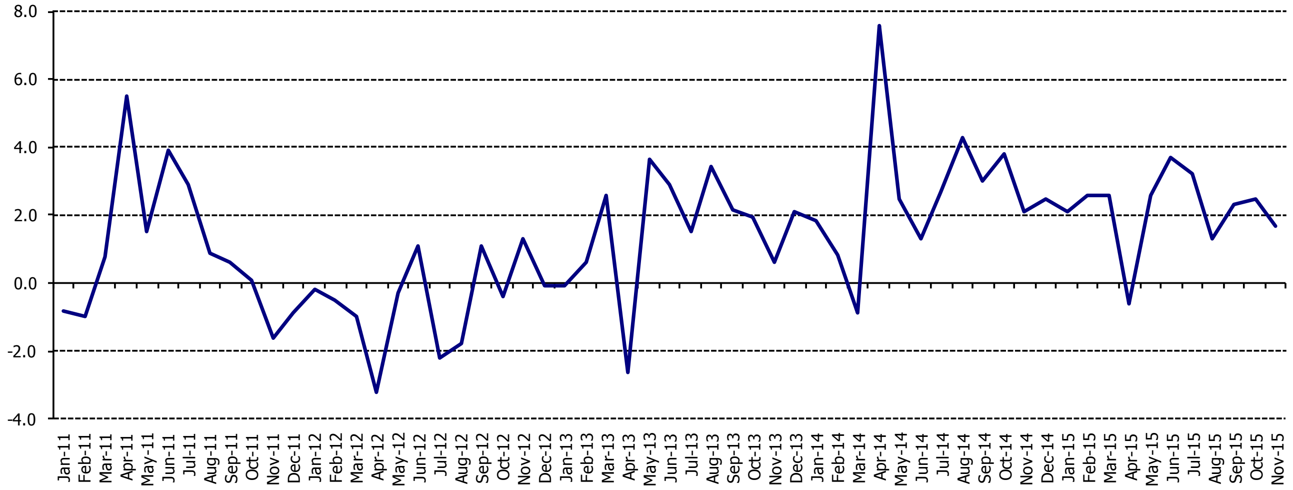
NUTS II	Average stay			Occupancy rate		
	(No. of nights)		Year-on-year change rate (%)	%		Year-on-year variation (p.p.)
	Nov-14	Nov-15		Nov-14	Nov-15	
Portugal	**2.50**	**2.52**	**1.1**	**29.3**	**30.9**	**1.7**
North	1.63	1.66	1.9	27.7	29.2	1.5
Centre	1.65	1.59	-3.3	19.3	20.7	1.4
M. A. Lisbon	2.24	2.24	0.0	42.7	41.6	-1.1
Alentejo	1.55	1.67	7.4	19.6	22.9	3.3
Algarve	4.13	4.29	3.7	20.5	22.1	1.7
A. R. Azores	2.91	2.70	-7.2	20.5	25.5	5.0
A. R. Madeira	5.57	5.64	1.2	49.0	55.0	6.0

Occupancy rates keep growing

The net bed occupancy rate was 30.9% (+1.7 p.p.), growing slightly below the rate of October (+2.5 p.p.).

When considering the period January to November the occupancy rate was 47.6% (+2.1 p.p.).

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



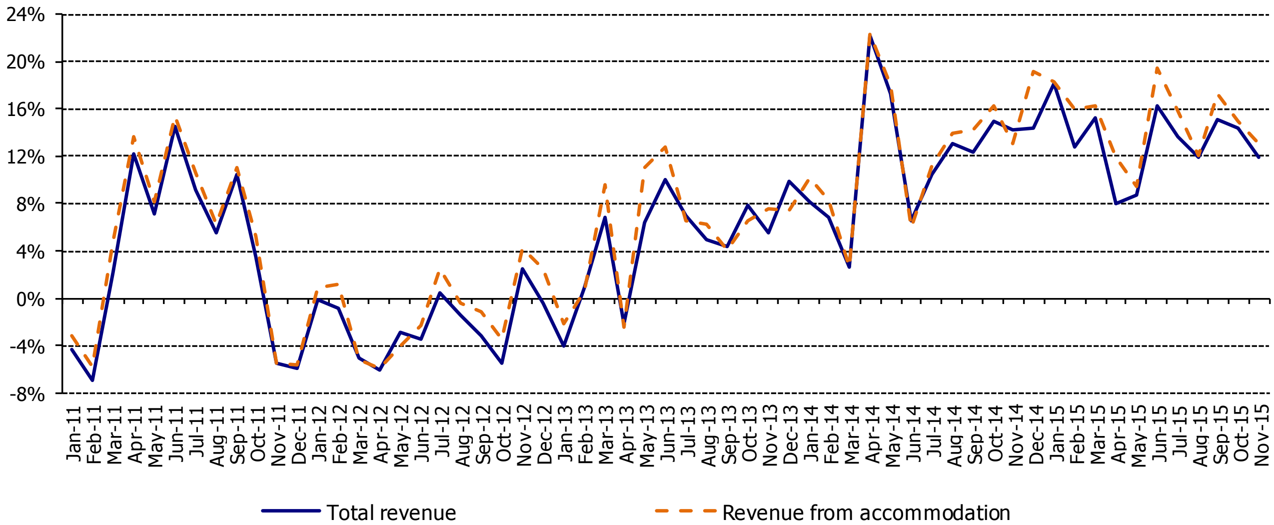
Madeira and Lisbon presented the highest net bed occupancy rates (55.0% and 41.6% respectively), with Madeira recording the largest increase (+6.0 p.p.). Lisbon was the only region with a declining evolution in this indicator (-1.1 p.p.). The raises in the occupancy rates of the Azores (+5.0 p.p.) are worth mentioning.

Slight slowdown in revenue

Total revenue from hotel accommodation activity establishments amounted to EUR 125.2 million and revenue from accommodation reached EUR 83.9 million (+11.9% and +13.1%), slowing down compared with the previous two months (+14.4% and +14.9% in October).

In the first eleven months of the year, total revenue increased by 13.1% and revenue from accommodation grew 14.6%.

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



The evolution of revenue in the regions was overall positive, more so in Azores and Madeira and for the Alentejo.

Lisbon contributed with 39.2% and 41.3% respectively of total revenue and revenue from accommodation in November.

Table 5. Revenue by region (NUTS II)

Unit: EUR 10^6

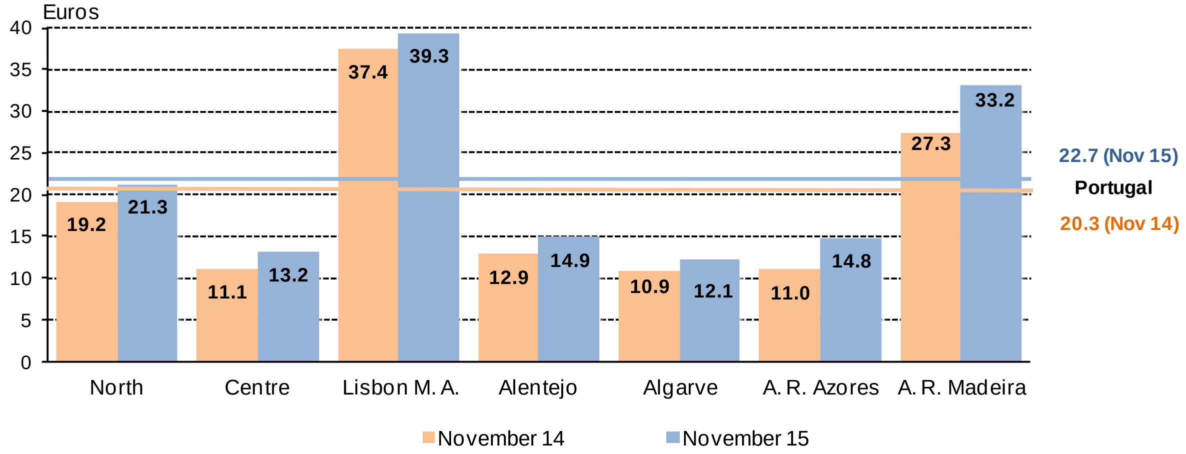
NUTS II	Total revenue		Revenue from accommodation	
	Nov-15	Year-on-year change rate (%)	Nov-15	Year-on-year change rate (%)
Portugal	**125.2**	**11.9**	**83.9**	**13.1**
North	18.1	15.0	12.9	15.6
Centre	11.3	15.0	7.4	17.6
M. A. Lisbon	49.0	8.7	34.6	8.8
Alentejo	3.7	17.1	2.4	16.9
Algarve	19.4	5.0	11.7	9.5
A. R. Azores	2.5	32.1	1.7	34.2
A. R. Madeira	21.2	19.9	13.1	20.9

The average revenue per available room (RevPAR) was EUR 22.7 (+12.2%).

As in the previous month, Lisbon (EUR 39.3) and Madeira (EUR 33.2) recorded the highest values in RevPar.

RevPar increased in all regions mainly in the Azores (+34.9%) and Madeira (+21.3%).

Figure 5. Average revenue per available room



Five star hotels and the *"pousadas"* recorded the highest RevPAR values (EUR 48.6 and EUR 30.3 respectively).

Tourist apartments (+33.2%) and the *"pousadas"* (+31.8%) recorded the most noteworthy evolutions.

Table 6. RevPAR by type and category of establishment

Type of establishment and category	RevPAR (€)		Year-on-year change rate
	Nov-14	Nov-15	%
Total	**20.3**	**22.7**	**12.2**
Hotels	**24.1**	**26.6**	**10.2**
*****	42.3	48.6	14.9
****	23.8	25.6	7.3
***	16.0	18.1	13.4
** / *	15.4	17.1	11.1
Apartment hotels	**16.4**	**16.9**	**3.0**
*****	18.1	19.3	6.5
****	17.5	19.5	11.1
*** / **	13.0	9.7	-25.5
Pousadas	**23.0**	**30.3**	**31.8**
Tourist apartments	**6.4**	**8.6**	**33.2**
Tourist villages	**10.2**	**11.3**	**10.6**
Other tourist establishments	**13.9**	**16.1**	**16.0**

Camping sites and holiday camps

In November 2015, the camping sites hosted 41.4 thousand campers which originated 170.4 thousand overnight stays (-0.3% and -8.3% respectively) which stood for results below the ones of October (+1.5% and -2.4% respectively).

The internal market contributed most to the declining evolution in overnight stays (-13.6%), given that the decline recorded from the inbound markets was lower (-1.4%). The average stay (4.12 nights) kept reducing (-8.1%), more so in the case of non residents (-11.4% corresponding to 5.58 nights).

Holiday camps and youth hostels recorded 16.2 thousand guests and 30.7 thousand overnight stays, corresponding to increases of 2.3% and 9.1% respectively. Overnight stays from residents presented a positive evolution (+14.9%), contrary to non residents (-9.8%). The average stay was 1.90 nights (+6.7%).

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

Month: November 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	41.4	-0.3	27.3	-5.4	14.1	11.3	16.2	2.3	13.2	7.1	3.0	-14.5
Overnight stays	10^3	170.4	-8.3	91.9	-13.6	78.5	-1.4	30.7	9.1	24.8	14.9	5.9	-9.8
Average stay	no. nights	4.12	-8.1	3.36	-8.7	5.58	-11.4	1.90	6.7	1.88	7.3	1.96	5.4

EXPLANATORY NOTES

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

2015 – October and November – preliminary data; January to September – 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 Sept 15	+0.1 p.p.	+0.3 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: 16 February 2016