16 March 2016

Tourism Activity
January 2016

Overnight stays and revenue kept growing steadily

Hotel establishments recorded 870.7 thousand guests and 2.1 million overnight stays in January 2016, corresponding to year-on-year increases[1] of 10.3% and 10.7% (+9.6% and +9.8% in the previous month). Overnight stays from residents grew by 11.6% (+7.1% in December) and the overnight stays from the external markets increased 10.2% in January (+11.6% in December).

The average stay (2.46 nights) increased slightly (+0.4%) and the net bed occupancy rate rose 1.9 p.p. attaining 26.2%.

Total revenue grew 13.0% and revenue from accommodation had a 15.1% increase but, contrary to overnight stays, slightly below the results of the previous month (+14.6% and +16.1%, respectively).

Table 1. Global preliminary results from tourism activity

Global preliminary results	Unit	Month	
		Jan-16	Year-on-year change rate (%)
Guests	10^3	870.7	10.3
Overnight stays	10^3	2 139.9	10.7
Residents in Portugal	10^3	720.7	11.6
Residents abroad	10^3	1 419.2	10.2
Average stay	no. of nights	2.46	0.4
Net bed occupancy rate	%	26.2	1.9 p.p.
Total revenue	EUR 10^6	103.7	13.0
Revenue from accommodation	EUR 10^6	71.4	15.1
RevPAR (Average revenue per available room)	EUR	19.1	11.8

Guests and overnight stays growing slightly more

In January 2016, tourism accommodation establishments hosted 870.7 thousand guests and 2.1 million overnight stays (+10.3% and +10.7%, respectively), results slightly above the ones recorded in the previous month (+9.6% and +9.8%).

These increases stood below the ones recorded a year earlier (+13.3% in guests and +12.5% in overnight stays in January 2015).

[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.

Overnight stays spent in hotels presented a 10.5% increase and corresponded to 69.6% of the total. Apartments and tourist villages kept growing considerably (+38.9% and +35.3%), with tourist apartments holding 6.5% of the total overnight stays (+1.3 p.p.).

Overnight stays in *"pousadas"* decreased by 3.7%, in contrast with the growth trend observed in the months of 2015 and in most of 2014.

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

Unit: 10^3

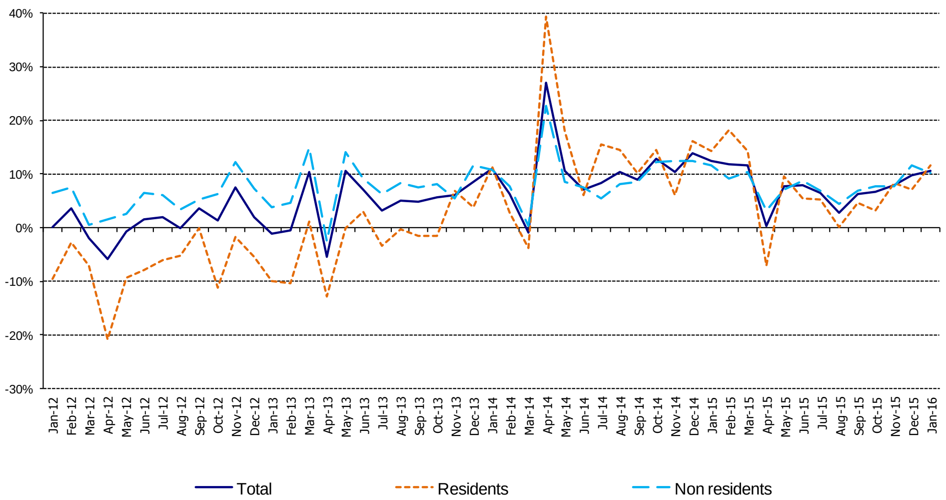
Type of establishment and category	Overnight stays		Year-on-year change rate
	Jan-15	Jan-16	%
Total	**1 933.2**	**2 139.9**	**10.7**
Hotels	**1 348.4**	**1 489.5**	**10.5**
*****	258.1	275.5	6.8
****	623.3	695.1	11.5
***	304.6	345.1	13.3
** / *	162.4	173.7	7.0
Apartment hotels	**273.3**	**287.7**	**5.3**
*****	21.7	18.9	-12.9
****	190.3	195.7	2.9
*** / **	61.3	73.1	19.3
Pousadas	**20.4**	**19.7**	**-3.7**
Tourist apartments	**100.8**	**140.0**	**38.9**
Tourist villages	**59.4**	**80.4**	**35.3**
Other tourist establishments	**130.8**	**122.6**	**-6.3**

Internal market accelerated

The internal market contributed with 720.7 thousand overnight stays (+11.6%), accelerating when compared with the latest months (+7.1% in December and +8.3% in November).

Overnight stays from the external markets (+10.2% in January) slowed down slightly (+11.6% in December and +7.8% in November), attaining 1.4 million.

Figure 1. Overnight stays - Month-on-month change rates



Main markets with positive evolution

The twelve main inbound markets[2] held a share of 80.1% in January 2016 (+0.7 p.p.).

The British market stood for a noticeable increase in overnight stays (+16.2%), above the ones recorded in 2015 (+13.9% in December). The relative weight of this market in January was 21.9%.

Germany (14.4% of the total), recorded a 7.9% increase, in line with the previous months (+8.3% in December).

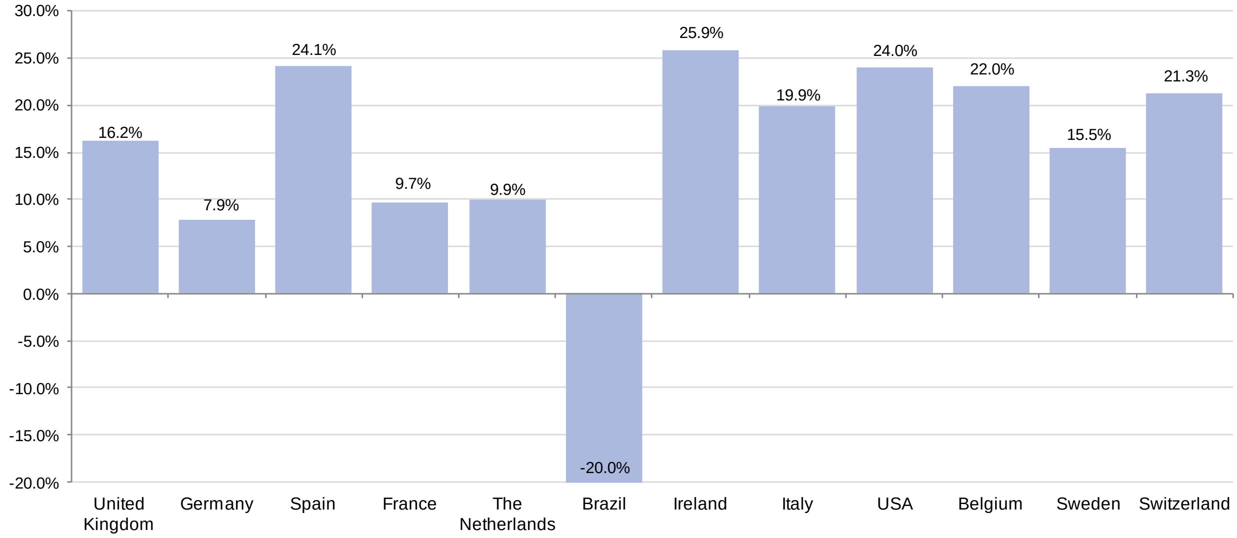
The Spanish market kept recording noteworthy results (+24.1%), although slowing down (+33.9% in December). The share of this market increased to 9.9% (+1.1 p.p.).

Results from the French market (+9.7%) stood below the ones from the previous month (+13.1%), representing 7.5% of overnight stays from non residents.

The evolution of the remaining markets was surely positive, with the emphasis on Ireland (+25.9%) and the USA (+24.0%).

Brazil was the only main market to present declining results (-20.0%), a trend kept since August 2015.

Figure 2. Overnight stays by main inbound markets: month-on-month change rates in January 2016



[2] Based on overnight stays in 2014

Steep increase in overnight stays in the Autonomous Region of the Azores

In the Autonomous Region of the Azores, the increase in overnight stays deepened (+66.5%), partly due to the strengthening of the air transport from/to this region when compared with the same month of the previous year. The remaining regions kept a positive evolution, more so the Algarve (+18.8%) and the North (+16.8%). Lisbon recorded a slight change in overnight stays (+0.7%) having been the most sought after region (29.7% of the total overnight stays), although reducing its share (32.6% in January 2015). In terms of representativeness, the Algarve (20.7%) and the Autonomous Region of Madeira (19.7%) followed.

The internal market grew in all regions, more so in the Autonomous Regions (+53.5% in the Azores and +23.6% in Madeira) and in Algarve (+26.9%). In the latter region, there was a steep acceleration in overnight stays (compared to +8.8% in December), with a resulting increase in the relative weight of this region, which attained 12.1% of overnight stays from residents. However, the main destinations were Lisbon (26.8%), the North (25.5%) and the Centre (20.0%), as it is usual in this time of the year.

Overnight stays from non residents increased strongly in the Autonomous Region of the Azores (+84.4%), under the influence of the new air transport services, as previously mentioned, namely from/to the Terceira island. In the Mainland, the emphasis went to the increases of overnight stays from non residents in the North (+22.3%), Centre (+19.9%) and Algarve (+17.0%).

The most sought after regions by non residents were Lisbon (31.1%), the Autonomous Region of Madeira (26.9%) and Algarve (25.1%).

Table 3. Overnight stays by region (NUTS II)

Unit: 10^3

NUTS II	Overnight stays					
	Total		Residents		Non residents	
	Jan-16	Year-on-year change rate (%)	Jan-16	Year-on-year change rate (%)	Jan-16	Year-on-year change rate (%)
Portugal	**2 139.9**	**10.7**	**720.7**	**11.6**	**1 419.2**	**10.2**
North	326.8	16.8	183.8	12.8	143.0	22.3
Centre	198.4	9.4	144.3	5.9	54.1	19.9
Lisbon M. A.	634.8	0.7	193.0	3.8	441.8	-0.6
Alentejo	58.9	8.2	43.1	6.1	15.8	14.3
Algarve	442.5	18.8	86.9	26.9	355.6	17.0
A. R. Azores	57.2	66.5	30.5	53.5	26.8	84.4
A. R. Madeira	421.3	10.8	39.1	23.6	382.1	9.6

Average stay with noteworthy increase in the Autonomous Region of the Azores

The average stay changed slightly (2.46 nights; +0.4%).

The Autonomous Region of the Azores recorded a steep increase in this indicator (+13.9%), also worth noticing the Alentejo (+4.2%). Lisbon and Algarve presented declines (-3.1% and -0.3% respectively).

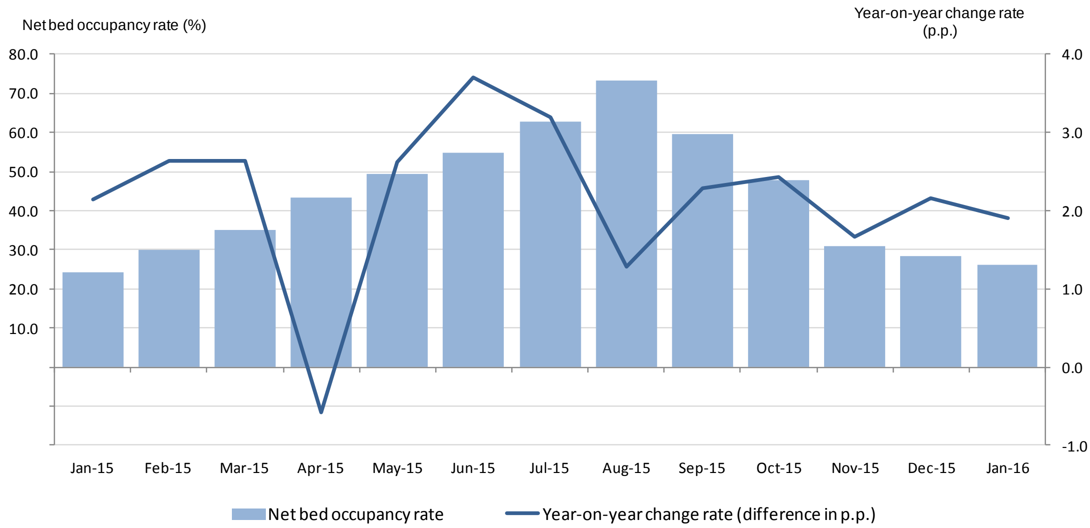
Table 4. Average stay and net bed occupancy rate by region (NUTS II)

NUTS II	Average stay (No. of nights) Jan-15	Average stay (No. of nights) Jan-16	Average stay Year-on-year change rate (%)	Occupancy rate % Jan-15	Occupancy rate % Jan-16	Occupancy rate Year-on-year variation (p.p.)
Portugal	**2.45**	**2.46**	**0.4**	**24.4**	**26.2**	**1.9**
North	1.60	1.61	0.9	22.8	24.8	2.0
Centre	1.51	1.52	1.0	15.8	16.8	1.0
M. A. Lisbon	2.20	2.13	-3.1	33.8	33.5	-0.3
Alentejo	1.53	1.59	4.2	15.5	16.3	0.7
Algarve	4.12	4.11	-0.3	16.4	19.1	2.7
A. R. Azores	2.38	2.71	13.9	13.8	22.4	8.6
A. R. Madeira	5.68	5.72	0.7	45.9	50.9	5.0

Occupancy rate increased but slowing down

The net bed occupancy rate was 26.2% and corresponded to an increase of 1.9 p.p., below the one of the previous month (+2.2 p.p.).

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

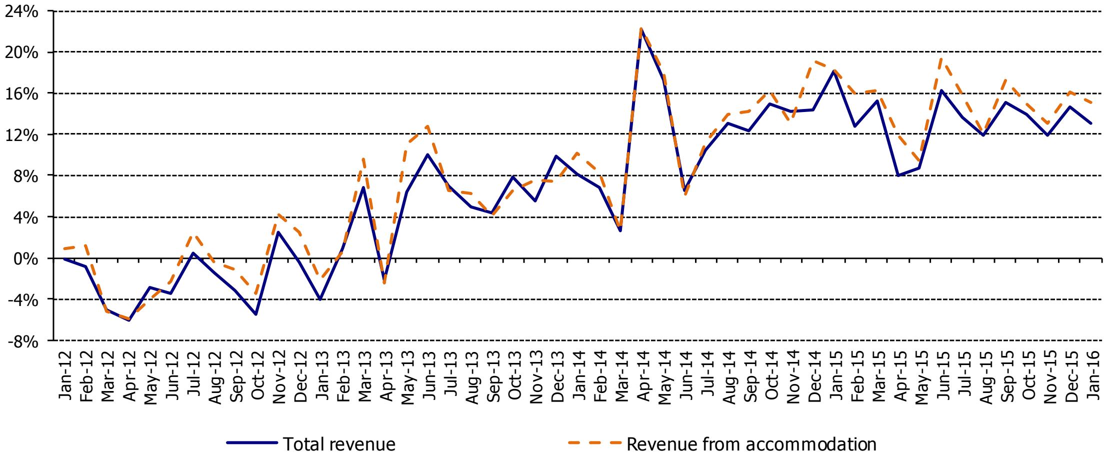


The highest net bed occupancy rates came from the Autonomous Region of Madeira (50.9%) and Lisbon (33.5%), with the former corresponding to an increase of 5.0 p.p. and the latter to a slight decline (-0.3 p.p.). The Autonomous Region of the Azores presented the largest increase (+8.6 p.p.), corresponding to an occupancy rate of 22.4%.

Slight slowdown in revenue

Total revenue from hotel accommodation activity amounted to EUR 103.7 million (+13.0%) and revenue from accommodation reached EUR 71.4 million (+15.1%), results slightly below those of the previous month (+14.6% and +16.1%).

Figure 4. Total revenue and total revenue from accommodation- Year-on-year change rate



Lisbon was the only region that contributed for this slowdown (from +16.7% in December to +5.0% in January for total revenue). In the remaining regions results stood above the ones from December, with the emphasis in the increases in total revenue and revenue from accommodation in the Autonomous Region of the Azores (+59.3% and +64.9%) and in the North (+22.4% and +25.9%).

Table 5. Revenue by region (NUTS II)

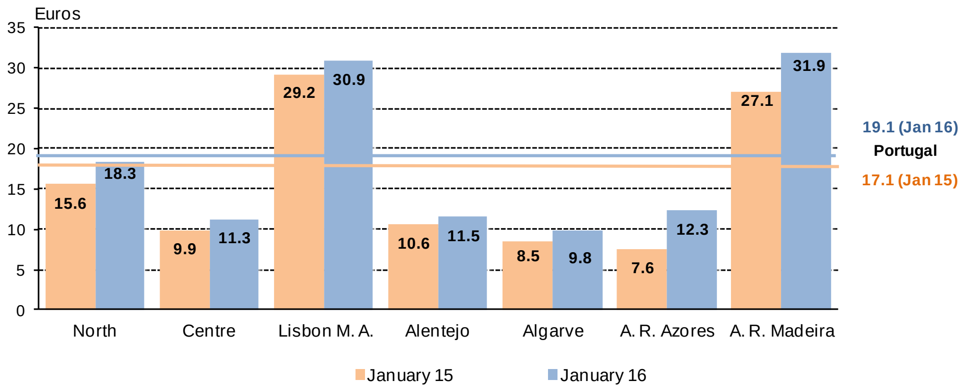
Unit: EUR 10^6

NUTS II	Total revenue		Revenue from accommodation	
	Jan-16	Year-on-year change rate (%)	Jan-16	Year-on-year change rate (%)
Portugal	**103.7**	**13.0**	**71.4**	**15.1**
North	16.1	22.4	11.6	25.9
Centre	9.7	14.8	6.4	16.1
M. A. Lisbon	39.2	5.0	27.8	6.2
Alentejo	3.1	15.5	2.0	13.6
Algarve	13.9	18.0	9.2	20.5
A. R. Azores	2.1	59.3	1.5	64.9
A. R. Madeira	19.6	14.8	12.9	19.0

The average revenue per available room (RevPAR) increased by 11.8%, the equivalent to EUR 19.1 (+14.5% in December).

The Autonomous Region of Madeira and Lisbon presented higher RevPar (EUR 31.9 and EUR 30.9 respectively). The most noticeable increases in RevPAR occurred in the Autonomous Region of the Azores (+62.6%), in the North (+17.8%) and in the Autonomous Region of Madeira (+17.7%).

Figure 5. Average revenue per available room



Five star hotels (EUR 38.6), five star apartment hotels (EUR 22.5) and four star hotels (EUR 21.7) recorded the highest RevPAR.

Tourist apartments and five star apartment hotels presented remarkable increases in terms of RevPAR (+39.6% and +36.1%). The *"pousadas"* recorded a decline (-4.0%), contrary to the other typologies.

Table 6. RevPAR by type and category of establishment

Type of establishment and category	RevPAR (€)		Year-on-year change rate
	Jan-15	Jan-16	%
Total	**17.1**	**19.1**	**11.8**
Hotels	**19.9**	**21.9**	**9.7**
*****	35.0	38.6	10.3
****	20.1	21.7	8.0
***	12.9	14.6	12.5
** / *	12.7	14.1	11.2
Apartment hotels	**14.0**	**15.6**	**10.9**
*****	16.5	22.5	36.1
****	14.8	16.0	8.3
*** / **	11.2	12.6	12.8
Pousadas	**22.0**	**21.1**	**-4.0**
Tourist apartments	**5.5**	**7.7**	**39.6**
Tourist villages	**10.8**	**12.0**	**11.1**
Other tourist establishments	**12.5**	**14.9**	**18.8**

Camping sites and holiday camps

In January 2016, camping sites registered 40.8 thousand campers (+11.9%), originating 193.5 thousand overnight stays (+7.4%), which stood for a strong recovery compared with the previous month (-1.9% and -11.2%). The increase in overnight stays resulted from the contribution of the external markets (+14.9%), since the internal market declined slightly (-2.8%). The average stay was 4.74 nights (-4.0%).

Holiday camps and youth hostels welcomed 14.4 thousand guests (+5.7%) and 25.1 thousand overnight stays (+11.1%). The increase in overnight stays had the contribution of both residents (+5.5%) and non residents (+34.0%). The internal market stood for 76.4% of the total. The average stay was 1.75 nights (+5.1%).

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

Month: January 2016

	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	40.8	11.9	24.8	1.8	16.0	32.2	14.4	5.7	12.2	14.2	2.2	-25.7
Overnight stays	10^3	193.5	7.4	74.0	-2.8	119.5	14.9	25.1	11.1	19.1	5.5	5.9	34.0
Average stay	no. nights	4.74	-4.0	2.98	-4.5	7.48	-13.1	1.75	5.1	1.57	-7.6	2.76	80.4

EXPLANATORY NOTES

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

2016 – January – preliminary data.

2015 – December – preliminary data; January to November – 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 Nov 15	0.0 p.p.	0.0 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: 15 April 2016