

Tourism Activity

January 2017

Overnights stays in January 2017 increased 12.6%, mainly due to non residents (+17.6%)

Hotel establishments recorded 984.6 thousand guests and 2.4 million overnight stays in January 2017, figures that relate to year-on-year increases¹ of 14.0% and 12.6% respectively (+8.1% and +10.6% in December 2016). Overnight stays of the internal market increased by 2.4% (+5.1% in December 2016), and the ones from external markets increased by 17.6% (+14.0% in December).

The average stay declined (-1.2%, i.e. 2.43 nights) while the net bed occupancy rate went up (+2.7 p.p., i.e. 28.8%).

Revenue accelerated, with EUR 123.0 million (+18.1%) in total revenue and EUR 84.1 million (+17.2%) in revenue from accommodation.

Table 1. Global preliminary results from tourism activity

Global preliminary results	Unit	Dec-16		Jan-17	
		Value	Year-on-year change rate (%)	Value	Year-on-year change rate (%)
Guests	10 ³	1 060.6	8.1	984.6	14.0
Overnight stays	10 ³	2 488.0	10.6	2 394.4	12.6
Residents in Portugal	10 ³	903.1	5.1	721.7	2.4
Residents abroad	10 ³	1 584.9	14.0	1 672.7	17.6
Average stay	no. of nights	2.35	2.3	2.43	-1.2
Net bed occupancy rate	%	29.8	1.7 p.p.	28.8	2.7 p.p.
Total revenue	EUR 10 ⁶	135.7	14.9	123.0	18.1
Revenue from accommodation	EUR 10 ⁶	89.5	15.7	84.1	17.2
RevPAR (Average revenue per available room)	EUR	23.3	10.1	22.1	14.0

¹ Unless stated otherwise, the change rates presented in this press release correspond to year-on-year change rates.

Acceleration in guests and overnight stays comparing with December

In January 2017, hotel establishments welcomed 984.6 thousand guests who spent 2.4 million overnight stays (+14.0% and +12.6% respectively), accelerating compared with the results of December (+8.1% and +10.6%).

These increases, compared to the 4th quarter of 2016, were less significant in the case of guests (+11.7% in the last 3 months of the previous year), but similar to those of overnight stays (+12.8% in that quarter).

Overnight stays in hotels increased by 15.3% and corresponded to 71.7% of the total. There was a significant rise in the number of overnight stays in "pousadas" (+37.1%), comparing with December (+17.0%).

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

Unit: 10³

Type of establishment and category	Overnight stays		Year-on-year change rates (%)
	Jan-16	Jan-17	Jan-17
Total	2 126.5	2 394.4	12.6
Hotels	1 488.9	1 716.8	15.3
****	272.0	316.4	16.3
****	698.8	834.9	19.5
***	349.0	379.6	8.8
** / *	169.0	185.8	9.9
Apartment hotels	284.6	313.7	10.2
****	18.9	20.6	9.1
****	193.8	217.8	12.4
*** / **	71.9	75.2	4.6
Pousadas	20.1	27.6	37.1
Tourist apartments	134.4	131.7	-2.1
Tourist villages	76.3	84.2	10.4
Other tourist establishments	122.1	120.5	-1.3

Overnight stays of non residents increased steeply

The internal market was responsible for 721.7 thousand overnight stays (+2.4%) and kept slowing down for the third month in a row.

The external markets presented steep increases, growing by 17.6% in January (1.7 million overnight stays), after +14.0% in December and +19.2% in November.

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



Main markets with notable positive evolution

The thirteen main inbound markets² represented 80.8% of total overnight stays of non residents and presented an overall positive evolution.

Overnight stays of residents in the United Kingdom slowed down (+5.2%) when comparing with significant increases in November (+13.5%) and December (+15.5%). The weight of this market was 19.9% in January (22.3% in January 2016).

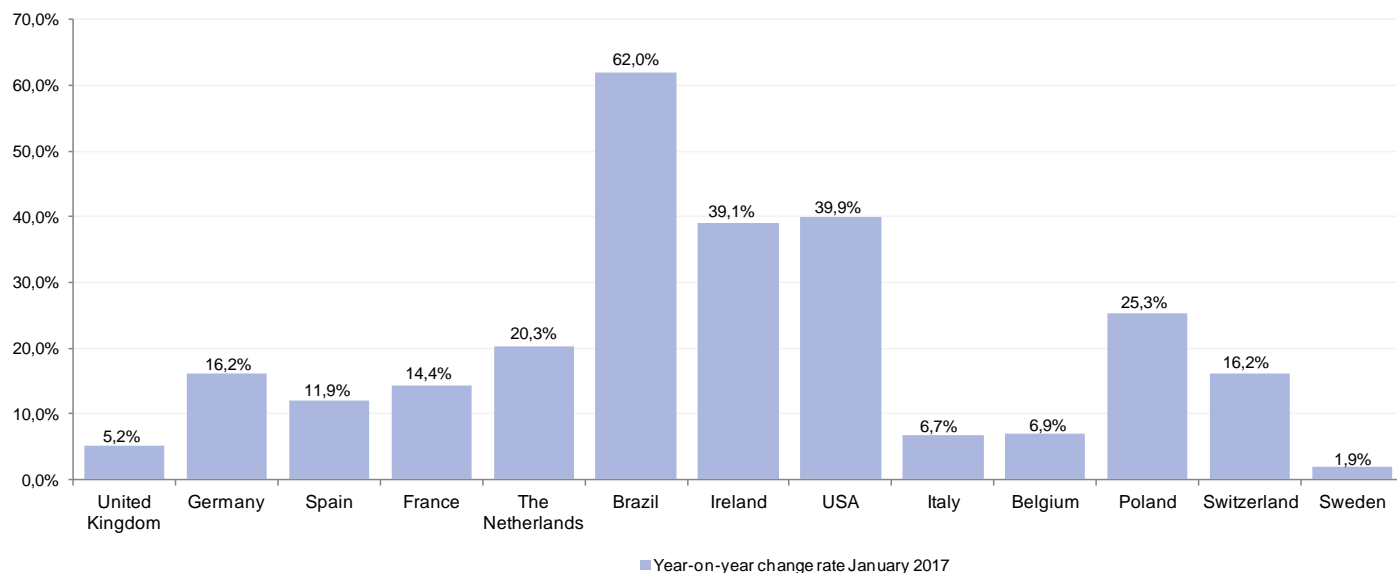
Germany (14.0% of the total) increased by 16.2%, after +10.1% in December 2016.

The Spanish market grew (+11.9%), after declining 3.4% in December and stood for 8.8% of total overnight stays.

As in previous months, Brazil stood out, with a 62.0% growth in January, ranking third among the main markets in this month, with 8.9% of the total of overnight stays of non residents. The United States (+39.9%), Ireland (+39.1%), The Netherlands (+20.3%), Switzerland (+16.2%) and France (+14.4%) are also worth noting.

² Based on provisional results on overnight stays in 2016

Figure 2. Overnight stays by main inbound markets: year-on-year change rates



Overnight stays increased in all regions, more so in A.M. Lisboa

The number of overnight stays increased in all regions, more so in the A.M. Lisboa (+20.8%), Alentejo (+12.3%) and Algarve (+11.6%). The main destination was A.M. Lisboa (31.9% of the total), increasing its share (+2.2 p.p. from January 2016), followed by the Algarve (20.1%) and R.A. Madeira (19.0%).

The evolution of the internal market was steeper in R.A. Açores (+10.0%), also worth noting A.M. Lisboa (+7.8%) and the Alentejo (+5.2%). The Norte region presented a 3.6% decline but stood as the second most sought after region by residents (24.7%), following A.M. Lisboa (28.1%).

The external markets presented steep increases in the mainland, with the emphasis on the regions of Alentejo (+32.1%), A.M. Lisboa (+26.2%), Norte (+22.9%) and Centro (+21.3%). A.M. Lisboa kept being the most sought after region for non residents (33.6%), followed by R.A. Madeira (25.1%) and Algarve (24.0%).

Table 3. Overnight stays by region (NUTS II)

Unit: 10³

NUTS II	Overnight stays					
	Total		Residents		Non residents	
	Jan 17	Y-o-y change rate (%)	Jan 17	Y-o-y change rate (%)	Jan 17	Y-o-y change rate (%)
Portugal	2 394.4	12.6	721.7	2.4	1 672.7	17.6
Norte	356.9	8.0	178.3	-3.6	178.6	22.9
Centro	213.2	7.5	146.9	2.2	66.3	21.3
A.M. Lisboa	763.8	20.8	202.5	7.8	561.3	26.2
Alentejo	66.0	12.3	45.5	5.2	20.5	32.1
Algarve	481.8	11.6	80.6	0.0	401.1	14.2
R.A. Açores	58.4	2.2	33.5	10.0	24.9	-6.7
R.A. Madeira	454.4	8.8	34.4	1.8	420.0	9.4

Reduction in average stay

The average stay (2.43 nights) decreased by 1.2%, more so in the autonomous regions (-4.8% in R.A. Açores and -4.4% in R.A. Madeira). The Algarve (4.26 nights) was the only region to record an increase in this indicator (+3.6%).

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

NUTS II	Average stay			Occupancy rate		
	No. of nights		Y-o-y change rate (%)	%		Y-o-y variation (p.p.)
	Jan 16	Jan 17		Jan 16	Jan 17	
Portugal	2.46	2.43	-1.2	26.1	28.8	2.7
Norte	1.64	1.62	-1.4	25.1	27.1	1.9
Centro	1.52	1.49	-2.4	16.7	17.5	0.8
A.M. Lisboa	2.14	2.12	-0.6	33.2	38.8	5.7
Alentejo	1.59	1.57	-1.0	16.2	17.0	0.8
Algarve	4.12	4.26	3.6	19.0	21.0	2.0
R.A. Açores	2.71	2.58	-4.8	22.4	20.6	-1.7
R.A. Madeira	5.71	5.46	-4.4	50.3	53.8	3.6

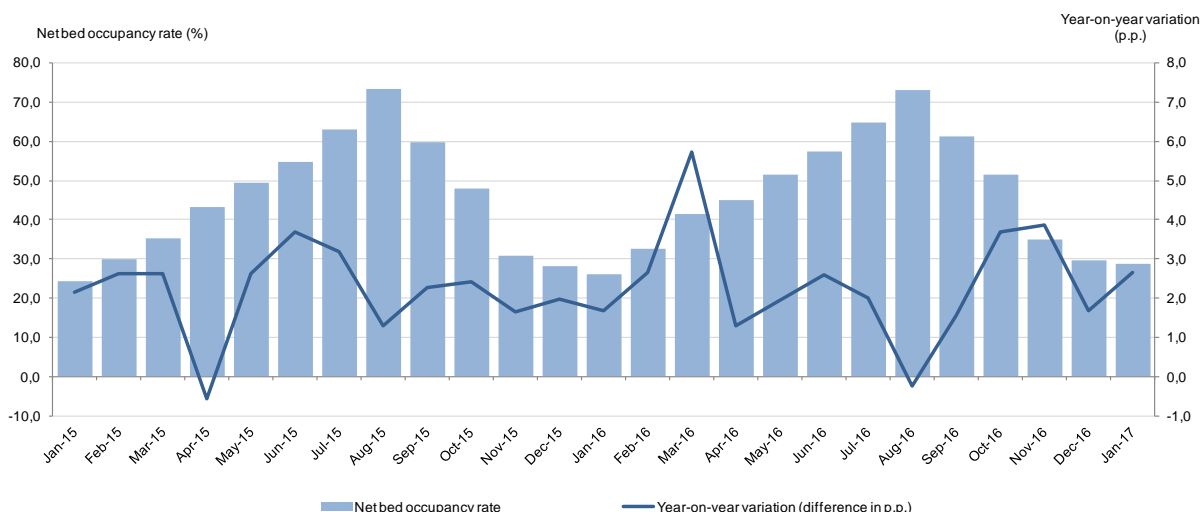
Acceleration of the occupancy rate

The net bed occupancy rate (28.8%) changed by +2.7 p.p., accelerating compared with the previous month (+1.7 p.p. in December).

The highest occupancy rates occurred in R.A. Madeira (53.8%) and A.M. Lisboa (38.8%), with both these regions also recording the largest increases in this indicator (+3.6 p.p. and +5.7 p.p. respectively).

The Alentejo (17.0%) and the Centro (17.5%) presented the lowest occupancy rates.

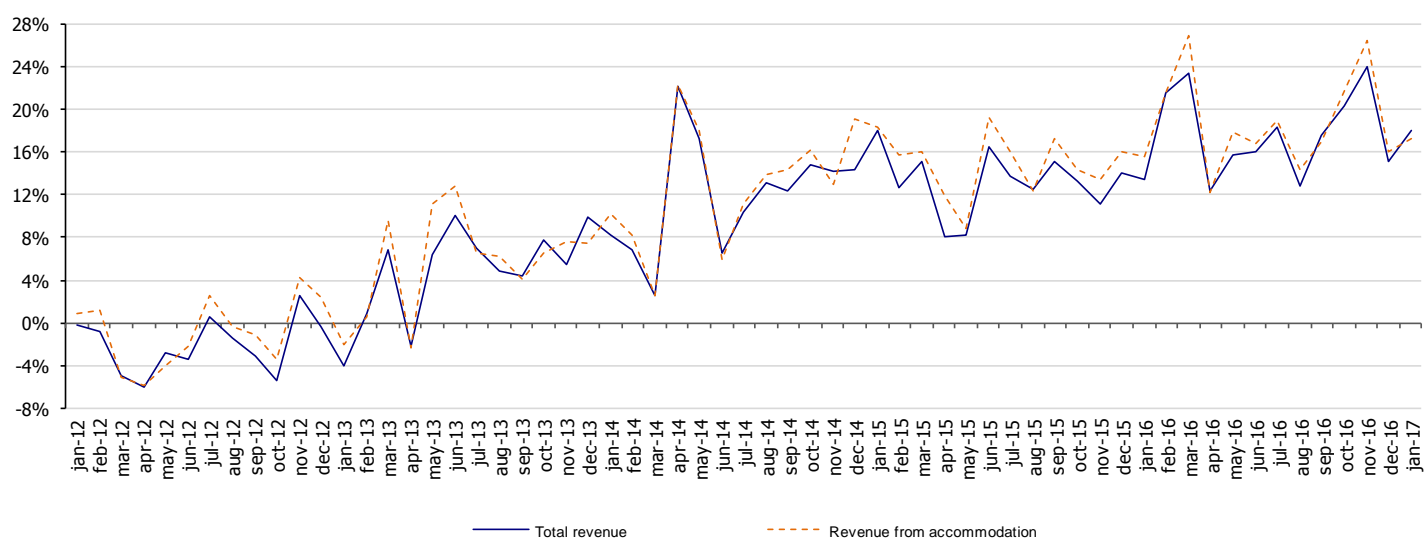
Figure 3. Net bed occupancy rate



Revenues with remarkable increase

Total revenue from hotel accommodation activity amounted to EUR 123.0 million and revenue from accommodation was EUR 84.1 million (+18.1% and +17.2% respectively), accelerating vis-à-vis the previous month (+14.9% and +15.7%).

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



All regions presented increases in revenue, more so the A.M. Lisboa (+22.4% in total revenue and +22.9% in revenue from accommodation) and the Algarve (+19.0% and +15.1% respectively).

Table 5. Revenue by region (NUTS II)

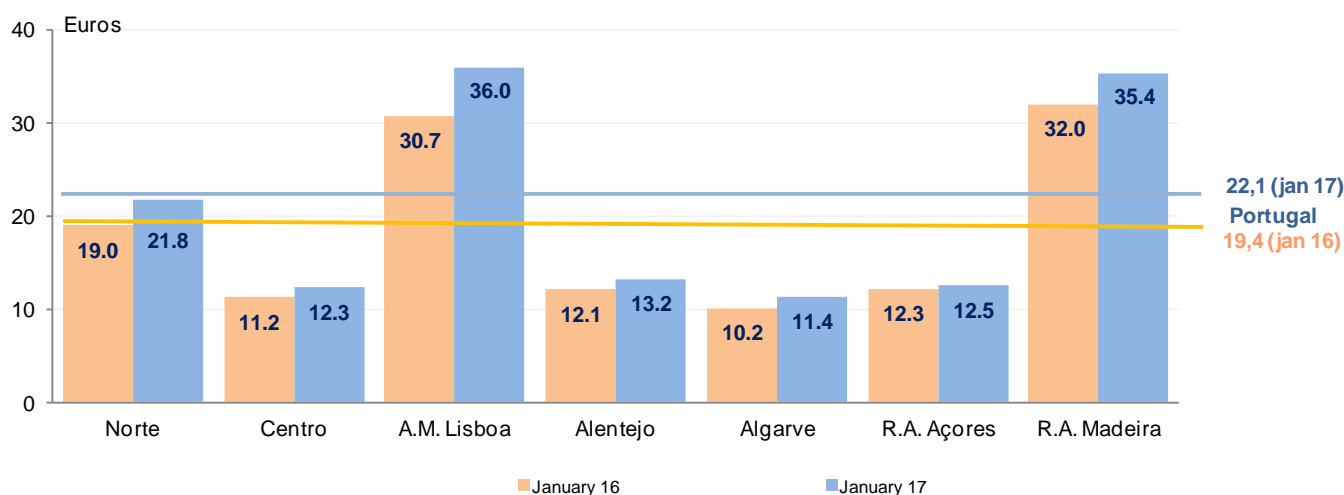
Unit: EUR 10⁶

NUTS II	Total revenue		Revenue from accommodation	
	Jan 17	Year-on-year change rate (%)	Jan 17	Year-on-year change rate (%)
Portugal	123.0	18.1	84.1	17.2
Norte	18.9	13.9	13.7	14.7
Centro	11.4	17.3	7.2	12.0
A.M. Lisboa	47.6	22.4	34.0	22.9
Alentejo	3.8	14.6	2.4	15.0
Algarve	16.3	19.0	10.6	15.1
R.A. Açores	2.4	12.9	1.7	13.1
R.A. Madeira	22.6	14.0	14.5	12.3

The average revenue per available room (RevPAR) was EUR 22.1, corresponding to an increase of 14.0%, above the one recorded in December 2016 (+10.1%).

A.M. Lisboa and R.A. Madeira were the regions that presented higher values in RevPAR (EUR 36.0 and EUR 35.4 respectively). The most significant increases in RevPAR occurred in A.M. Lisboa (+17.4%), Norte (+14.9%) and in the Algarve (+12.2%).

Figure 5. Average revenue per available room



Five stars hotels recorded EUR 41.8 in RevPAR (+8.3%) and the "pousadas" EUR 31.3 (+23.7%). It should also be noted the increase in RevPAR presented by four star hotels (+18.1%), reaching EUR 26.3 in January.

Table 6. RevPAR by type and category of establishment

Type of establishment and category	RevPAR (€)		Year-on-year change rate
	Jan-16	Jan-17	%
Total	19.4	22.1	14.0
Hotels	22.1	25.4	14.8
*****	38.6	41.8	8.3
****	22.3	26.3	18.1
***	14.8	16.5	11.9
** / *	14.0	16.2	15.3
Apartment hotels	15.5	16.4	5.7
*****	23.1	20.1	-13.2
****	15.8	16.7	5.6
*** / **	12.8	14.1	10.5
Pousadas	25.3	31.3	23.7
Tourist apartments	8.6	9.7	12.8
Tourist villages	11.4	11.2	-1.8
Other tourist establishments	14.9	16.0	7.8

Camping sites and holiday camps

In January 2017, camping sites hosted 42.3 thousand campers (-0.4%) which spent 194.4 thousand overnight stays (+4.3%). The internal market contributed mostly for the increase in overnight stays (+10.6%), given that the external market presented a minor growth (+0.4%). The average stay was 4.59 nights (+4.7%).

Holiday camps and youth hostels recorded 11.2 thousand guests (-22.2%) and 21.7 thousand overnight stays (-13.6%). The internal market concentrated 77.3% of the total overnight stays and declined by 12.6%, while the external markets declined by 16.9%. The average stay (1.94 nights) increased by 11.0%, with the sole positive contribution of residents (+14.3%).

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

Jan 17	Unit	Camping sites						Holiday camps and youth hostels					
		Total	Y-o-y change rate (%)	Residents	Y-o-y change rate (%)	Non residents	Y-o-y change rate (%)	Total	Y-o-y change rate (%)	Residents	Y-o-y change rate (%)	Non residents	Y-o-y change rate (%)
Campers / Guests	10 ³	42.3	-0.4	22.0	-8.8	20.4	10.6	11.2	-22.2	9.3	-23.5	1.8	-14.5
Overnight stays	10 ³	194.4	4.3	78.9	10.6	115.5	0.4	21.7	-13.6	16.7	-12.6	4.9	-16.9
Average stay	no. nights	4.59	4.7	3.59	4.7	5.67	-9.2	1.94	11.0	1.79	14.3	2.68	-2.8

EXPLANATORY NOTES

Data disseminated in this "Press Release" includes tourism accommodation establishments in operation, in each reference period, and refers to:

2017 – January: preliminary results.

2016 – January to December: provisional results.

Note: Beginning January 2016, preliminary data is revised in the month immediately after (then becoming provisional data), with final data still becoming available when the dissemination of annual data occurs.

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. These effective responses include situations of suspended activity (seasonal, temporarily for other reasons or definitive) not duly reported, resulting on substitution of estimates by null result, a situation with higher occurrence during the low season.

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 Dec 16	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 might 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 in the text as "Lisbon".

ABBREVIATIONS

RevPAR – Revenue per Available Room

Date of next press release: 17th April 2017