



13 October 2023  
TOURIST ACTIVITY  
August 2023

## HISTORIC HIGH IN OVERNIGHT STAYS AND THE PRICES OF SERVICES PROVIDED LEAD TO THE HIGHEST MONTHLY REVENUE FROM TOURIST ACTIVITY EVER RECORDED

In August 2023<sup>1</sup>, the tourist accommodation sector<sup>2</sup> accounted for 3.5 million guests (+4.8%)<sup>3</sup> and 10.1 million overnight stays (+1.4%), which corresponded to EUR 878.3 million in total revenue (+10.4%) and EUR 709.8 million in revenue from accommodation (+11.1%). When compared with August 2019, there were more significant increases, 37.6% in total revenue and 39.6% in revenue from accommodation, also reflecting the increases in the prices of services provided.

The revenue per available room (RevPAR) stood at EUR 108.8 (+6.8%) and the average daily rate (ADR) amounted to EUR 147.8 (+8.7%), both reaching historic highs in all regions. When compared to August 2019, there were increases of 28.9% and 27.2%, in the same order. The ADR reached the highest value in Algarve (EUR 194.2), followed by AM Lisboa (EUR 157.4) and Alentejo (EUR 151.8).

Compared to August 2019, among the three municipalities weighing more in terms of total overnight stays, Lisboa (share of 14.9%) grew by 4.3%, Albufeira (share of 11.9%) kept registering levels below those recorded in 2019 (-12.3%) and Porto (share of 6.5%) increased by 29.1%.

In the accumulated period from January to August 2023, overnight stays grew by 12.0% (+2.4% concerning residents and +16.9% regarding non-residents), which corresponded to increases of 22.3% in total revenue and 23.5% in revenue from accommodation (+38.5% and +41.3%, respectively, when compared with the same period in 2019).

When considering **all means of accommodation** (tourist accommodation establishments, camping and holiday camps, and youth hostels), from January to August 2023, there were 22.2 million guests and 59.1 million overnight stays registered, corresponding to increases of 14.4% and 11.6%, respectively. When compared with the same period in 2019, overnight stays increased by 8.4% (+7.0% regarding residents and +9.2% concerning non-residents).

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<sup>1</sup> Statistics Portugal released, on the 29<sup>th</sup> of September, the [Tourism activity flash estimate: August 2023](#), which includes the main indicators (guests, overnight stays, breakdown by residents, non-residents, main countries and occupancy rates). In this press release, some of these indicators are presented with a greater geographical breakdown, and the remaining indicators usually published monthly basis are disseminated - namely revenue, RevPAR, and ADR - and information on most types of accommodation (including camping and holiday camps and youth hostels) is presented.

<sup>2</sup> Monthly series which includes three types of accommodation facilities: hotel establishments (hotels, apartment hotels, tourist apartments, tourist villages, pousadas, and quintas da Madeira), local accommodation with 10 or more beds (according to the statistical threshold defined by EU Regulation 692/2011) and rural areas andodging tourism.

<sup>3</sup> Unless stated otherwise, the rates of change presented in this press release correspond to year-on-year rates of change compared to the same period of the previous year.



Table 1. Global results of the tourist accommodation sector

Tourist accommodation establishments	Unit	July 2023		August 2023		Jan - Aug 23	
		Value	Year-on-year change rate (%)	Value	Year-on-year change rate (%)	Value	Year-on-year change rate (%)
<b>Guests</b>	<b>10<sup>3</sup></b>	<b>3 162.9</b>	<b>4.4</b>	<b>3 543.9</b>	<b>4.8</b>	<b>20 300.6</b>	<b>15.2</b>
Residents in Portugal	"	1 222.8	1.6	1 387.9	-2.1	8 002.7	6.4
Residents abroad	"	1 940.1	6.2	2 156.0	9.8	12 297.9	21.8
<b>Overnight stays</b>	<b>10<sup>3</sup></b>	<b>8 811.6</b>	<b>1.7</b>	<b>10 101.7</b>	<b>1.4</b>	<b>52 902.7</b>	<b>12.0</b>
Residents in Portugal	"	2 800.6	-2.8	3 468.0	-6.9	16 254.1	2.4
Residents abroad	"	6 011.0	3.9	6 633.7	6.4	36 648.6	16.9
<b>Average stay</b>	<b>no. of nights</b>	<b>2.79</b>	<b>-2.6</b>	<b>2.85</b>	<b>-3.2</b>	<b>2.61</b>	<b>-2.8</b>
Residents in Portugal	"	2.29	-4.3	2.50	-4.9	2.03	-3.8
Residents abroad	"	3.10	-2.1	3.08	-3.1	2.98	-4.0
Net bed occupancy rate	%	59.1	-1.9 p.p.	66.6	-2.2 p.p.	49.2	2.5 p.p.
Net bedroom occupancy rate	%	67.1	-1.4 p.p.	73.6	-1.3 p.p.	58.4	4.0 p.p.
Total revenue	EUR 10 <sup>6</sup>	750.1	10.0	878.3	10.4	4 109.3	22.3
Revenue from accommodation	"	595.9	11.3	709.8	11.1	3 178.7	23.5
RevPAR (Average revenue per available room)	EUR	92.0	6.9	108.8	6.8	67.2	17.4
ADR (Average Daily Rate)	"	137.1	9.1	147.8	8.7	115.0	9.3