

Tourism Activity

June 2011

Tourism accommodation activity shows improved results

In the month of June 2011 tourism accommodation establishments registered 4 million overnight stays, 13% more than in the same month of the previous year. The number of overnight stays from residents increased by 4.7% while non residents registered a significant 17.8% increase on the same variable mainly due to the contribution of the main markets of origin, with the emphasis on the Brazilian and British ones which stood for a combined growth of more than 20%.

The total revenue from the activity reached EUR 194.5 million and EUR 132.4 million from accommodation, corresponding to year-on-year increases of 14.1% and 15.1%, respectively.

Table 1. Global provisional results from tourism activity

GLOBAL RESULTS	Month		Accumulated	
	Jun 11	Change rate % 11/10	Jan to Jun 11	Change rate % 11/10
HOTEL ESTABLISHMENTS				
Guests (thousand)	13815	11.2	6 348.2	6.0
Overnight stays (thousand)	4 024.1	13.0	17 109.4	8.8
Residents in Portugal	1368.3	4.7	5 718.5	0.0
Non residents	2 655.9	17.8	11390.9	13.9
Average stay (no. of nights)	2.9	0.0	2.7	0.1
Net bed occupancy rate (%)	47.4	4.2 p.p.	35.0	1.8p.p.
Total revenue (€Million)	194.5	14.1	800.0	6.5
Revenue from accommodation (€Million)	132.4	15.1	534.1	8.1
Rev Par (Average revenue per available room) (€)	34.6	10.9	24.2	2.9

Overnight stays

In the period of **January to June 2011** tourism accommodation activity accounted for around 6.3 million guests, corresponding to 17.1 million overnight stays, representing year-on-year increases of 6% and 8.8%, respectively.

Tourism activity – June 2011

This growth was due to the increase on the demand of non residents (13.9% more overnight stays than in the same period of the previous year), since residents presented no significant changes.

In **June 2011**, tourist accommodation establishments accommodated 1.4 million guests which originated 4 million overnight stays, standing for a significant improvement when compared with June 2010 (+11.2% and +13%, respectively).

When comparing with the same period of the previous year, the distribution of overnight stays by type of establishment reveals increases in the number of overnight stays in hotels, apartment hotels, tourist apartments and "*pousadas*". The significant growth in hotels (+18.2%) resulted from the contribution of all categories, particularly from five star (+35.5%), two and one star units (+27.7%). Apartment hotels also registered a similar growth close to 15%, an improvement resulting from the contribution of four and five star units, since all the remaining categories registered decreases.

As in the previous month, tourist villages registered a negative evolution, with 9.1% less overnight stays than in June 2010.

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

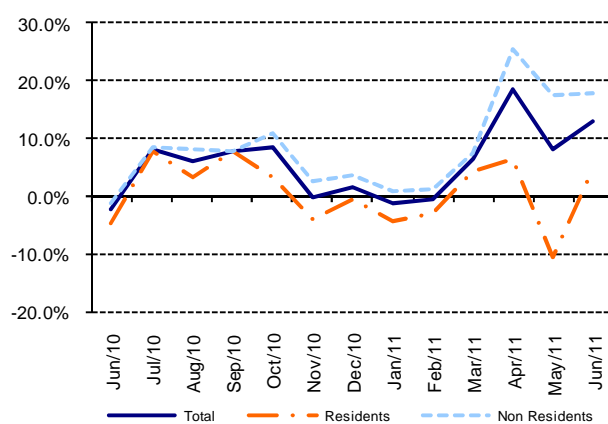
Unit: Thousand

Type of establishment and category	Overnight stays		Year-on-year change rate
	Jun-10	Jun-11	%
Total	3 560.1	4 024.1	13.0
Hotels	1994.5	2 356.7	18.2
*****	309.5	419.5	35.5
****	976.2	1151.2	17.9
***	549.9	583.1	6.0
** / *	158.8	202.9	27.7
Apartment hotels	557.4	638.8	14.6
*****	24.9	45.8	84.0
****	373.9	441.7	18.1
*** / **	158.6	151.4	-4.6
<i>Pousadas</i>	37.2	39.8	7.1
Tourist apartments	424.1	480.8	13.4
Tourist villages	188.1	171.0	-9.1
Inns, Motels and Boarding houses	358.8	336.9	-6.1

The number of overnight stays by residents (1.4 million) increased by 4.7% towards the same period of the previous year. A significant improvement following the negative results of the previous month.

The weight of non residents was higher (+17.8%, corresponding to 2.7 million overnight stays), continuing the trend of the last consecutive months.

Figure 1. Overnight stays, month-to-month change rate



Comparing with the same period of the year before, the main markets of origin kept a strong positive evolution,

with the Brazilian and the British markets showing the best results for the third consecutive month (+35.8% and +24.2%, respectively), followed by the French, Italian and Spanish markets with a combined growth of over 16.7% in terms of overnight stays.

before, with the best results coming from Madeira (+21%) and Lisbon (+18.6%).

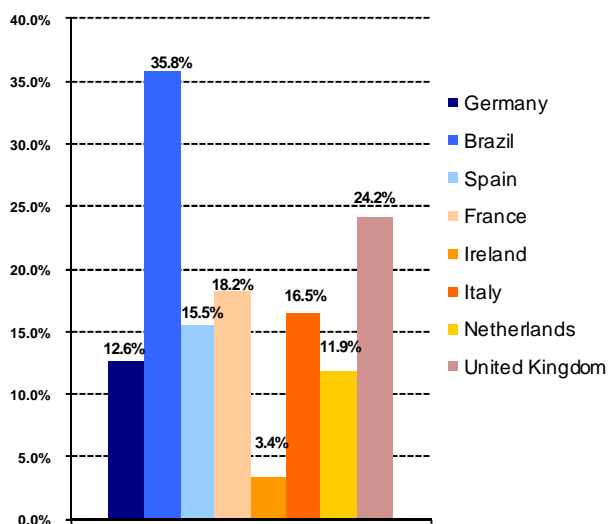
The Azores presented a near 5% growth, following a period of negative results.

Table 3. Overnight stays by region (NUTS II)

Unit: Thousand

NUTS II	Overnight stays		Year-on-year change rate
	Jun-10	Jun-11	%
PORTUGAL	3 560.1	4 024.1	13.0
North	380.9	427.3	12.2
Center	332.9	371.4	11.6
Lisbon	723.3	857.7	18.6
Alentejo	108.6	122.1	12.4
Algarve	1464.7	1599.7	9.2
AZORES	117.2	122.7	4.7
MADEIRA	432.5	523.3	21.0

Figure 2. Overnight stays, by main markets of origin – month-to-month change rate – June 2011

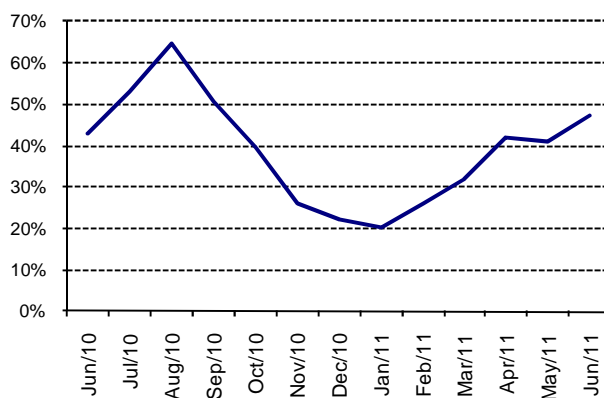


Considering overnight stays, the analysis of the regional outcome reveals overall performance improvements when compared with the same period of the year

Net bed occupancy rate and Average Stay

In the month of June 2011, tourist accommodation establishments registered an occupancy rate of 47.4%, 4.2 p.p. above the one registered in the same month of the previous year.

Figure 3. Net bed occupancy rate



Comparing with June 2011, all regions registered improved occupancy rates, with the regions of Madeira and Lisbon registering rates above the country's total (+10.1p.p. and +7.6 p.p., respectively).

Table 4. Net bed occupancy rate and average stay, by region

NUTS II	Occupancy rate		Average stay	
	%		(No. of nights)	
	Jun-10	Jun-11	Jun-10	Jun-11
PORTUGAL	43.2	47.4	2.9	2.9
North	33.6	35.8	1.8	1.8
Center	29.3	30.7	1.8	1.8
Lisbon	45.0	52.6	2.2	2.3
Alentejo	30.9	32.1	1.7	1.7
Algarve	50.6	54.2	4.5	4.7
AZORES	44.9	47.0	2.9	3.0
MADEIRA	50.4	60.5	5.2	5.2

By type of establishment, hotels and tourist apartments grew the most in terms of occupancy rates (+4.8 p.p. and 4.5 p.p., respectively), when compared with the same period of the previous year. In hotels, five star units were predominant (+11.7 p.p.) as well as four star (+6.0 p.p.), while in apartment hotels (+3.3 p.p.) the emphasis was on five star units (+8.2 p.p.). Maintaining the trend of last month, Tourist villages had a 3 p.p. reduction on the occupancy rate when compared with June 2010.

Table 5. Net bed occupancy rate and average stay, by type and category of the establishment

Type of establishment and category	Occupancy rate		Average stay	
	%		(No. of nights)	
	Jun-10	Jun-11	Jun-10	Jun-11
Total	43.2	47.4	2.9	2.9
Hotels	45.4	50.2	2.4	2.5
*****	43.8	55.5	2.7	2.9
****	48.9	54.9	2.6	2.7
***	43.7	44.6	2.3	2.3
** / *	36.6	37.9	1.8	1.9
Apartment hotels	50.9	54.2	4.6	4.4
*****	50.1	58.3	6.0	5.1
****	51.7	56.7	4.6	4.5
*** / **	49.2	47.0	4.3	4.2
Tourist Apartments	44.4	48.9	5.5	5.3
Tourist villages	40.5	37.5	5.3	5.1
<i>Pousadas</i>	47.2	49.6	1.7	1.6
Inns, Motels and Boarding houses	28.5	30.7	2.1	2.2

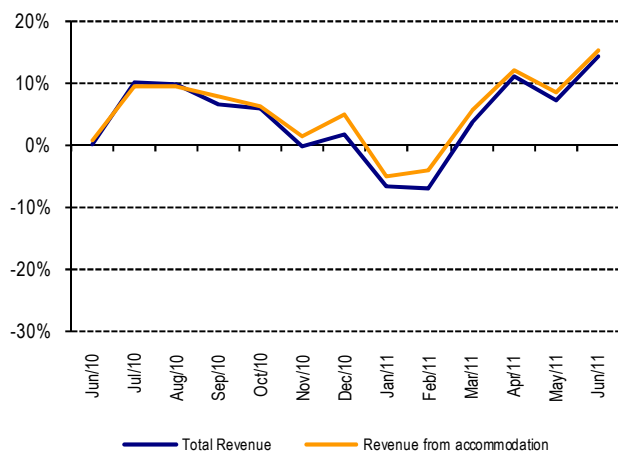
The overall average stay was 2.9 nights, the same as in June 2010.

On a regional level, Madeira and the Algarve kept leading as far as this indicator is concerned (5.2 and 4.7 nights, respectively). By type of establishment, apartments and tourist villages registered stays longer than 5 nights in average. However, there's a tendency for shorter stays in apartment hotels, apartments and tourist villages as well as in "*pousadas*".

Revenue and Average Revenue per Available Room (Rev Par)

In the month of **June 2011** tourist accommodation activity registered EUR 194.5 million of total revenue and EUR 132.4 million from accommodation, corresponding to year-on-year increases of 14.1% and 15.1%, respectively.

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



All mainland regions had positive performances, with Lisbon presenting the best results (year-on-year increases above 22% in both indicators). In the Autonomous Regions, the emphasis goes to Madeira (+19.8% in total revenue and +22.8% in total revenue from accommodation), while in the Azores there was a relative stability in total revenue (+0.9%) and a slight decrease in total revenue from accommodation (-1.3%).

Table 6. Revenue by region (NUTS II)

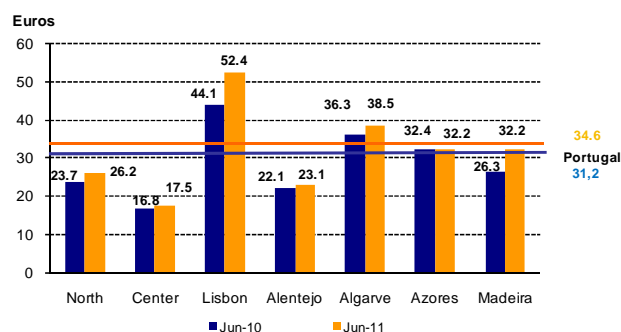
Unit: Million Euros

NUTS II	Total revenue	Year-on-year change rate	Revenue from accommodation	Year-on-year change rate
	Jun-11	%	Jun-11	%
Portugal	194.5	14.1	132.4	15.1
North	22.4	21.2	15.0	17.0
Center	16.4	4.4	10.3	8.9
Lisbon	57.9	24.0	40.7	22.5
Alentejo	6.3	17.1	4.1	16.0
Algarve	62.8	5.7	44.8	9.5
Azores	5.6	0.9	4.0	-1.3
Madeira	23.0	19.8	13.6	22.8

In the period under review, Rev Par from tourist accommodation activity was 34.6 €, corresponding to a 10.9% increase.

The region of Lisbon registered the highest average revenues (52.4€), followed by Madeira and the Azores (both with 32.2€). However, in terms of year-on-year growth, Madeira (+22.4%) and Lisbon (+18.8%) led.

Figure 5. Average revenue per room



When focusing the analysis on the type of establishment, it becomes clear that there was an overall positive evolution in Rev Par, with higher year-on-year increases in "pousadas" (+16.2%), tourist apartments (+12.5%) and hotels (+9.9%), where five star units were predominant (+20.6%).

Table 7. Average revenue per room, by type and category of the establishment

Unit:€

Type of establishment and category	RevPar		Year-on-year change rate
	Jun-10	Jun-11	%
Total	31.2	34.6	10.9
Hotels	36.4	40.0	9.9
*****	61.7	74.4	20.6
****	36.3	39.1	7.7
***	27.3	28.0	2.6
** / *	20.6	22.9	11.2
Apartment hotels	34.8	35.3	1.4
*****	37.8	42.2	11.6
****	37.9	38.2	0.8
*** / **	27.3	26.6	-2.6
Tourist apartments	21.6	24.3	12.5
Tourist villages	27.3	28.8	5.5
Pousadas	43.2	50.2	16.2
Inns, Motels and Boarding houses	16.2	18.4	13.6

In the **first six months of 2011**, tourist accommodation establishments registered EUR 800 million of total revenue and EUR 534.1 million from accommodation, corresponding to year-on-year positive changes of 6.5% and 8.1%, respectively.

The Rev Par was 24.2€, slightly above the value of the same period of the year before (23.5€).

Methodology notes

Net bed occupancy rate – the relation between the number of overnight stays and the number of available beds, in the reference period, accounting two beds for each double bed.

RevPar (*Revenue per Available Room*) – Revenue per available room, measured by the relation between the revenues from accommodation and the number of available rooms, in the reference period.

Year-on-year change rates – 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.

Date of next press release: 12th of September 2011