

Tourism Activity

December 2011

Tourism accommodation activity with declining results in December but a positive outcome in the year 2011

The tourism accommodation activity registered 1.7 million overnight stays **in December**, 4% less than in the same period of the previous year. Residents and non residents contributed for this outcome, both accounting for 4% decreases.

The total revenue from the activity decreased by 7.7% and the revenue from accommodation accounted for a 5.9% decrease vis-à-vis December 2010.

The 2011 preliminary data shows overall favorable results, with the number of overnight stays reaching 40 million, corresponding to a year-on-year increase of 5.9%. Only non residents contributed for this outcome (+10.4%), whereas the number of overnight stays spent by residents decreased by 1.9%.

Table 1.
Global provisional results from tourism activity

GLOBAL RESULTS	Month		Accumulated	
	Dec 11	Change rate % 11/10	Jan to Dec 11	Change rate % 11/10
HOTEL ESTABLISHMENTS				
Guests (thousand)	732.9	-6.1	14 057.8	3.8
Overnight stays (thousand)	1665.6	-4.0	39 592.9	5.9
Residents in Portugal	721.7	-4.0	13 518.9	-1.9
Non residents	944.0	-4.0	26 074.0	10.4
Average stay (no. of nights)	2.3	0.1	2.8	0.0
Net bed occupancy rate (%)	21.3	-12 p.p.	39.7	0.9 p.p.
Total revenue (€Million)	814	-7.7	1910.2	5.7
Revenue from accommodation (€Million)	50.7	-5.9	1311.7	7.0
Rev Par (Average revenue per available room) (€)	14.3	-6.5	29.3	3.6

The preliminary data from the tourism accommodation activity in **2011** are favorable. The number of guests stood at 14.1 million, corresponding to an increase of 3.8% when compared with the previous year.

The number of overnight stays (39.6 million) also registered a year-on-year increase of 5.9%. Only the non residents contributed for these results (+10.4%), whereas the overnight stays of the residents declined (-1.9%).

The main markets of origin had better performances when compared with the same period of the previous year. The best results in terms of the evolution of the number of overnight stays came from the Brazilian market (+23.8%), the French (+18.9%) and the British (+14.4%).

The region of Madeira grew the most when compared with the previous year (+11.5% of overnight stays), partly compensating the 9.2% fall occurred in 2010 vis-à-vis 2009.

The Mainland registered increasing results in all regions, more so in the regions of Algarve (+6.2%), Alentejo (+5.9%) and Lisbon (+4.9%).

The Azores had no major differences in the number of overnight stays (-0.1%).

On a national level, preliminary data for the month of **December 2011** show overall declining results.

The tourist accommodation activity accommodated 732.9 thousand guests, 6.1% less than in the same month of the previous year. The number of overnight stays decreased as well (-4%), corresponding to 1.7 million.

Tourist villages kept evolving positively towards December 2010 (+18.1% of overnight stays), followed by the "*pousadas*" (+4.2%).

The remaining categories reported decreases, more so in the tourist apartments (-10.9%).

In the apartment hotels (-2.2%), the growth in five and four star units wasn't enough to compensate for the falls in three and two star units.

A different situation occurred in the hotels (-0.8%). In this typology, the fall was the result from the decreases in the intermediate categories of three and four star units.

On an international level, there were also overall positive results in 2011, according to the World Tourism Organization.

The number of international tourist arrivals was 980 million, corresponding to a 4.4% year-on-year increase. Europe contributed most for this outcome (+6%), with the EU27 registering a 5.5% increase.

The Asian and the Pacific regions grew by 5.6% and America by 4.2%.

Africa had no major changes in the number of international arrivals, while the Middle East was the only region to report a decrease (-7.9%).

Contrary to the results from previous years, developed economies grew more (+5%) than the emerging economies (+3.8%). For this trend reversal, Europe had a strong contribution as well as the recession in the Middle East and Northern Africa.

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

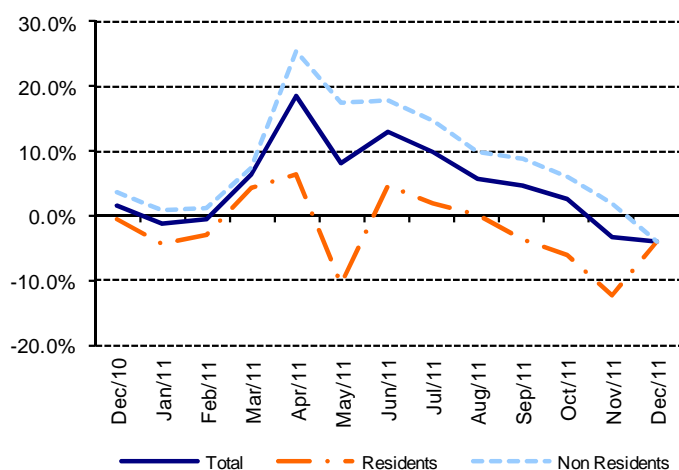
Unit: Thousand

Type of establishment and category	Overnight stays		Year-on-year change rate
	Dec-10	Dec-11	%
Total	1 735.3	1 665.6	-4.0
Hotels	1 107.0	1 098.4	-0.8
*****	174.5	176.5	12
****	522.8	503.8	-3.6
***	295.1	294.9	-0.1
** / *	114.6	123.2	7.5
Apartment hotels	240.4	235.0	-2.2
*****	219	22.2	17
****	1512	158.5	4.9
*** / **	67.3	54.2	-19.5
<i>Pousadas</i>	25.9	27.0	4.2
Tourist apartments	111.1	99.0	-10.9
Tourist villages	36.5	43.1	18.1
Inns, Motels and Boarding houses	214.5	163.4	-23.9

The total of overnight stays spent by residents in December stood at 721.7 thousand, 4% less than in the same period of the year before.

After a year and a half of growth, although with a declining pace in the most recent months, the number of overnight stays spent by non residents has fallen in December. In terms of year-on-year changes, there was a similar evolution to the one of the residents (-4%), corresponding to 944 thousand (towards 984 thousand in December 2010).

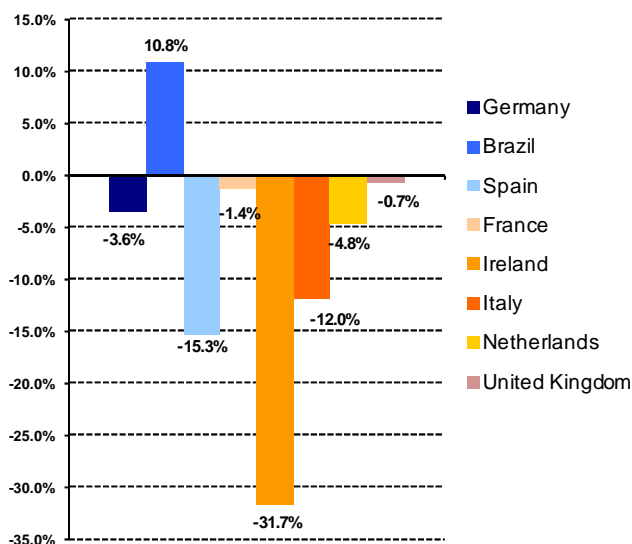
Figure 1. Overnight stays, month-to-month change rate



Within the group of the main markets of origin, only the Brazilian market presented improved figures (+10.8%).

The remaining markets fell when compared with December 2010, even more so for the Irish market (31.7%) and the Spanish (-15.3%).

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



In **December**, the three main regions in terms of tourism activity presented lower results when compared with December 2010, i.e., the region of Lisbon accounted for 8.5% less overnight stays, -5.9% for the Algarve and -3.8% for Madeira.

The regions of Centre, Azores and Alentejo had improved figures, between 4.8% to 6.3% year-on-year increases.

In December, the declining outcomes for the regions of Lisbon, Algarve and Madeira, were the result of contributions from both non residents and residents, more so the latter (-9% in Lisbon and in Algarve and -16% in Madeira).

Table 3. Overnight stays by region (NUTS II)

Unit: Thousand

NUTS II	Overnight stays		Year-on-year change rate
	Dec-10	Dec-11	%
Portugal	1 735.3	1 665.6	-4.0
North	271.2	263.5	-2.8
Centre	204.9	214.7	4.8
Lisbon	532.0	486.7	-8.5
Alentejo	62.9	66.9	6.3
Algarve	365.5	344.1	-5.9
Azores	26.7	28.0	5.1
Madeira	272.1	261.7	-3.8

The region of Madeira recorded the highest occupancy rate (30.8%), followed by Lisbon (29.5%) and the North (21.9%).

In year-on-year terms, Lisbon decreased by 2.8 p.p., the North by 1.6 p.p. and the region of Madeira decreased by 1.4 p.p.

The remaining regions presented no major differences in their occupancy rates.

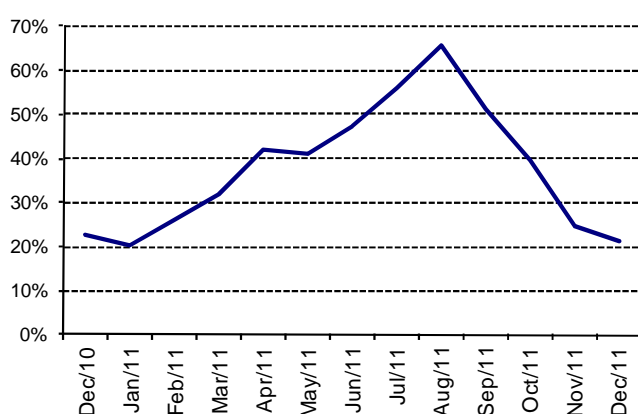
Table 4. Net bed occupancy rate and average stay, by region

NUTS II	Occupancy rate		Average stay	
	%		(No. of nights)	
	Dec-10	Dec-11	Dec-10	Dec-11
Portugal	22.5	21.3	2.2	2.3
North	23.5	21.9	1.6	1.6
Centre	18.3	18.5	1.6	1.6
Lisbon	32.3	29.5	2.0	2.1
Alentejo	17.5	17.9	1.5	1.7
Algarve	15.5	14.7	3.4	3.8
Azores	11.0	11.2	2.3	2.6
Madeira	32.2	30.8	4.8	5.2

Net bed occupancy rate and average stay

In **December 2011** tourism accommodation establishments registered an occupancy rate of 21.3%, lower by 1.2 p.p. than in December 2010.

Figure 3. Net bed occupancy rate



The "pousadas" recorded the highest year-on-year increase (+5.1 p.p.), followed by the tourist villages, with a slight increase of 0.6 p.p.

The remaining types of accommodation had their occupancy rates reduced, more so in apartment hotels (-2.3 p.p.). In this typology, the growing results in five star units were not able to compensate for the reductions in the remaining lower categories.

Hotels decreased by 1.3 p.p., an outcome that had the contribution of all categories.

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)	
	Dec-10	Dec-11	Dec-10	Dec-11
Total	22.5	21.3	2.2	2.3
Hotels	25.3	24.0	2.0	2.0
*****	25.5	25.4	2.2	2.3
****	25.6	24.5	2.1	2.2
***	24.4	23.2	1.9	1.9
** / *	25.8	22.4	1.6	1.6
Apartment hotels	23.6	21.3	3.8	3.9
*****	27.1	31.0	4.8	4.9
****	23.6	20.4	3.8	4.1
*** / **	22.7	21.2	3.6	3.2
Pousadas	32.5	37.6	1.5	1.6
Tourist Apartments	14.1	13.4	4.3	4.3
Tourist villages	9.7	10.3	3.4	4.3
Inns, motels and boarding houses	19.6	17.7	2.0	2.0

The average stay was 2.3 nights, slightly above the one from December 2010 (2.2).

The region of Madeira recorded, in average, the longest stays (5.2 nights), followed by Algarve (3.8 nights) and Azores (2.6).

By type of establishment, apartments and tourist villages led (4.3 nights for both).

The apartment hotels followed with 3.9 nights, with the emphasis on five star units (4.9 nights).

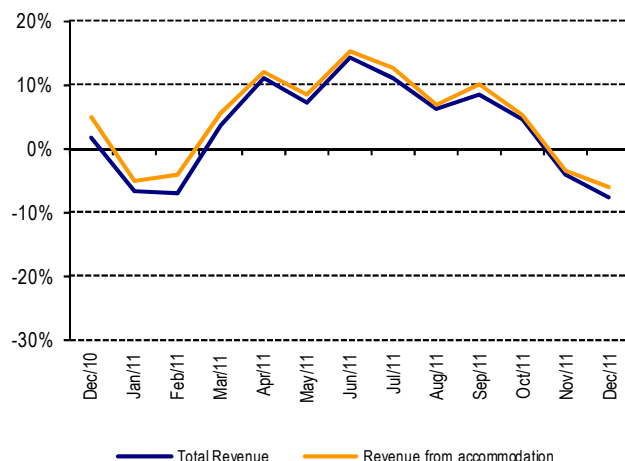
In terms of evolution, the tourist villages recorded the highest increase as far as this indicator is concerned.

Revenue and average revenue per available room (RevPAR)

In the month of **December 2011**, tourist accommodation activity accounted for EUR 81.4 million of total revenue, which stood for a 7.7% year-on-year fall. The total revenue from accommodation also decreased (-5.9%) and reached EUR 50.7 million.

Tourism activity - December 2011

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



The region of Alentejo was the only one to register growing results (+1.5% in total revenue and +7.6% in revenue from accommodation). On the contrary, the region of Lisbon had the highest fall in both indicators (-10%).

Table 6. Revenue by region (NUTS II)

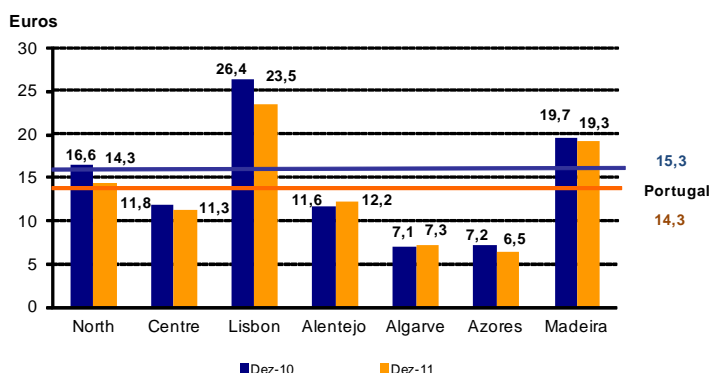
Unit: Million Euros

NUTS II	Total revenue	Year-on-year change rate	Revenue from accommodation	Year-on-year change rate
	Dec-11	%	Dec-11	%
Portugal	81.4	-7.7	50.7	-5.9
North	13.5	-8.0	8.4	-8.7
Centre	10.8	-8.7	6.3	-2.5
Lisbon	27.5	-10.0	18.6	-10.0
Alentejo	3.5	1.5	2.1	7.6
Algarve	10.5	-9.9	6.6	-1.5
Azores	1.5	-10.1	0.8	-8.1
Madeira	14.1	-1.7	8.0	-1.7

In the month under review, RevPAR from tourist accommodation activity was EUR 14.3, lower by 6.5% than in December 2010.

There were increases on this indicator in the regions of Alentejo (+5.2%) and Algarve (+2.8%). The remaining regions accounted for declining results, more so in the North (-13.9%) and in Lisbon (-11%).

Figure 5. Average revenue per room



The "pousadas" showed a significant rise in RevPAR (+18.1%), on a par with the occupancy rate. The tourist apartments and villages also recorded improved results, but less so. Hotels and apartment hotels, on the contrary, recorded lower figures (-8.1% and -6.9%, respectively), for which all categories contributed.

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

Type of establishment and category	RevPar		Year-on-year change rate
	Dec-10	Dec-11	%
Total	15.3	14.3	-6.5
Hotels	18.6	17.1	-8.1
*****	30.7	29.9	-2.6
****	17.7	16.6	-6.2
***	14.6	13.0	-11.0
** / *	14.0	11.4	-18.6
Apartment hotels	13.0	12.1	-6.9
*****	15.4	14.9	-3.2
****	13.2	12.7	-3.8
*** / **	12.0	9.8	-18.3
Pousadas	24.8	29.3	18.1
Tourist apartments	5.2	5.7	9.6
Tourist villages	6.2	6.4	3.2
Inns, Motels and Boarding houses	11.2	9.5	-15.2

The **2011 preliminary results** show a 5.7% year-on-year growth in total revenue, corresponding to EUR 1 910.2 million.

Revenue from accommodation reached EUR 1 311.7 million, corresponding to a year-on-year increase of 7%.

The RevPAR was EUR 29.3, higher by 3.6% when compared with the results from 2010.

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: 13th of March 2012