

Tourism Activity

May 2012

Tourism accommodation activity with slight declines on guests and overnight stays

The tourism accommodation activity registered 3.5 million overnight stays in May 2012, a slightly lower result (-0.9%) when compared with the same month of the previous year. In year-on-year terms, residents contributed with less overnight stays (-10.4%), while non residents kept recording a positive trend (+2.8%). As far as the main markets of origin are concerned, the positive performances of the Brazilian, German and Dutch stood out.

The revenue from the activity is still trending downwards, but at a slower pace, reflecting year-on-year decreases of -2% in total revenue and -3.2% in revenue from the accommodation.

Table 1. Global provisional results from tourism activity

GLOBAL RESULTS	Month		Accumulated	
	May 12	Change rate % 12/11	Jan to May 12	Change rate % 12/11
Guests (thousand)	1294.4	-19	4 798.9	-2.9
Overnight stays (thousand)	3 531.6	-0.9	12 740.6	-2.3
Residents in Portugal	894.1	-10.4	3 835.2	-11.8
Non residents	2 637.6	2.8	8 905.3	2.4
Average stay (no. of nights)	2.7	0.0	2.7	0.1
Net bed occupancy rate (%)	40.5	-0.5 p.p.	315	-12 p.p.
Total revenue (€Million)	172.9	-2.0	582.4	-3.8
Revenue from accommodation (€Million)	114.1	-3.2	387.2	-3.6
RevPar (Average revenue per available room) (€)	28.9	-4.0	210	-5.2

Overnight stays

In the period January to May 2012, the tourism accommodation activity hosted 4.8 million guests, 2.9% less than in the same period of the previous year.

The number of overnight stays was 12.7 million, also less (-2.3%) than in the same period of 2011. This outcome is a result of the negative contribution of the residents (-11.8%), since non residents contributed positively (+2.4%).

Tourism activity – May 2012

In the month of May 2012, the main indicators are still declining, but not as much as in April.

Tourism accommodation activity establishments hosted 1.3 million guests, corresponding to a slight decrease (-1.9%). Overnight stays stood at 3.5 million, below the results of May 2011 (-0.9%).

The "*pousadas*" and the tourist apartments recorded steep decreases in the number of overnight stays when compared with the same period of the previous year (-14.5% and -11%, respectively). On the contrary,

tourist villages had an increase (+4.8%) and hotels (+2.7%) as well. In the latter, all categories contributed positively, with the exception of three star units, which recorded a 5.2% decrease. In apartment hotels, there were no major changes in the number of overnight stays (+0.5%). This outcome resulted only from the positive evolution of four star units (+4.5%), since all the remaining categories declined.

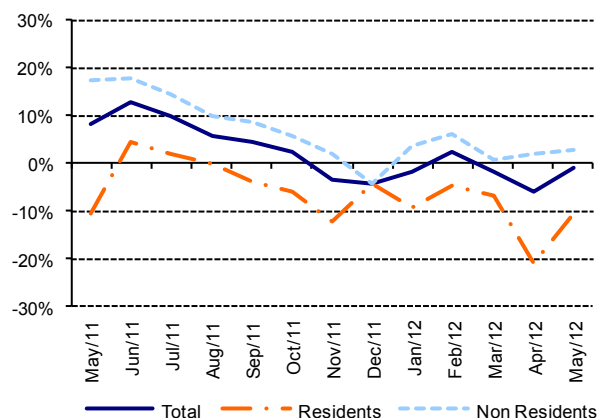
Table 2. Overnight stays by type and category of the establishment

Type of establishment and category	Overnight stays		Unit: Thousand
	May-11	May-12	Year-on-year change rate
			%
Total	3 563.7	3 531.6	-0.9
Hotels	2 201.5	2 260.0	2.7
*****	369.7	381.9	3.3
****	1069.1	1122.5	5.0
***	565.8	536.5	-5.2
** / *	197.0	219.1	11.2
Apartment hotels	563.8	566.9	0.5
*****	42.1	41.1	-2.3
****	386.9	404.2	4.5
*** / **	134.9	121.7	-9.8
Pousadas	35.2	30.1	-14.5
Tourist apartments	316.1	281.2	-11.0
Tourist villages	117.9	123.6	4.8
Other tourist establishments	329.2	269.8	-18.0

For the ninth consecutive month, overnight stays spent by residents decreased (-10.4%) when compared with the same period of the previous year, standing at 894.1 thousand in May 2012.

For the fifth month, non residents kept an upward trend in the number of overnight stay: 2.6 million, corresponding to a +2.8% change rate in year-on-year terms.

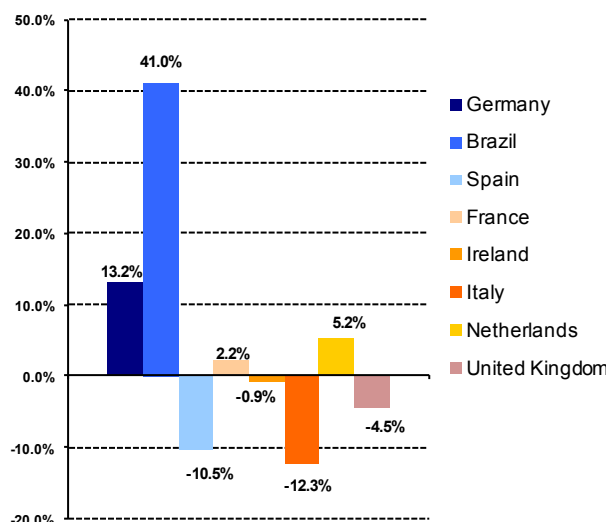
Figure 1. Overnight stays, month-to-month change rate



With regard to the group of the main markets of origin, the Brazilian stood out (41% more overnight stays than in May 2011), as well as the German, the Dutch and the French. On the contrary, the Italian and the Spanish markets presented the highest decreases (-12.3% and -10.5%, respectively), followed by the British and the Irish.

The Spanish market keeps declining throughout eight months while the British is also declining for the fourth month. Together, these two markets represented about 30% of the total of overnight stays spent by non residents.

Figure 2. Overnight stays, by main markets of origin – month-to-month change rate – May 2012



As in the previous month, Lisbon was the only region to present a year-on-year increase in the number of overnight stays (+9.3%). The Algarve recorded a similar number of overnight stays and the North had very slight changes (-0.5%). The overnight stays in the remaining regions decreased, more so in the Azores (-10.6%) and the Centre (-10.4%).

Table 3. Overnight stays by region (NUTS II)

Unit: Thousand

NUTS II	Overnight stays		Year-on-year change rate
	May-11	May-12	%
Portugal	3 563.7	3 531.6	-0.9
North	410.3	408.2	-0.5
Centre	375.9	336.9	-10.4
Lisbon	830.8	908.1	9.3
Alentejo	101.9	95.5	-6.3
Algarve	1167.0	1167.5	0.0
Azores	101.4	90.6	-10.6
Madeira	576.5	524.9	-8.9

In Lisbon, the growths of the Brazilian (year-on-year change rate of +48.1%), the French (+18.1%), the German (+9.8%) and the British (+4%) markets stood out. These markets represented, approximately, 40% of the total of overnight stays of non residents in the region.

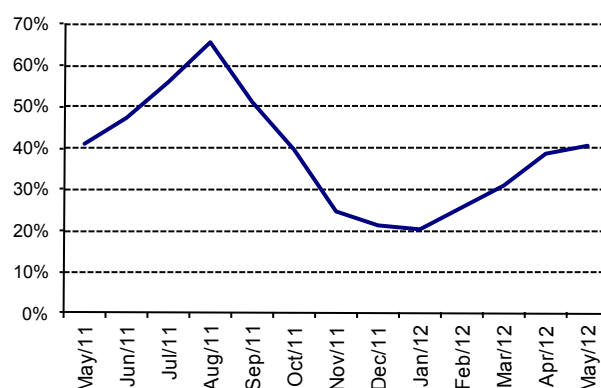
In May 2012, the declining results of the Azores were strongly influenced by the year-on-year decrease on the number of overnight stays spent by residents (-21.5%, corresponding to 41.6% of the total of overnight stays in this month). On this region, the performance of non residents was relatively stable (-0.9%).

In the Centre, there were declining contributions of both residents (-13.6%) and non residents (-6.5%).

Net bed occupancy rate and average stay

In May 2012, the occupancy rate in tourism accommodation activity establishments was 40.5%, similar to the one of May 2011 (41%).

Figure 3. Net bed occupancy rate



The region of Madeira had the highest occupancy rate (59.4%); however, it also stood for the highest decline in year-on-year terms (-5.3 p.p.). Lisbon had the second best occupancy rate (52.6%) and presented the most favorable evolution (+3.4 p.p.). The Algarve had no major changes (+0.4 p.p.), while the remaining regions had decreasing occupancy rates.

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

NUTS II	Occupancy rate		Average stay	
	%		(No. of nights)	
	May-11	May-12	May-11	May-12
Portugal	41.0	40.5	2.7	2.7
North	33.6	32.3	1.7	1.7
Centre	30.7	27.3	1.8	1.7
Lisbon	49.2	52.6	2.2	2.2
Alentejo	25.9	24.7	1.6	1.6
Algarve	38.9	39.3	4.3	4.4
Azores	37.6	34.6	3.0	2.9
Madeira	64.7	59.4	5.0	5.2

The apartment hotels recorded the highest occupancy rate (45.8%), with the emphasis on four star category units (48.6%) and five star units (47.5%).

Hotels followed (44.7%), with even better occupancy rates in five star units (49.1%) and four star units (48.9%).

In year-on-year terms, the "pousadas" presented the highest decrease in the occupancy rate (-6.3 p.p.), followed by the tourist apartments (-3 p.p.).

The tourist villages were the only typology to present an increase in the occupancy rate (+1.2 p.p.).

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)	
	May-11	May-12	May-11	May-12
Total	41.0	40.5	2.7	2.7
Hotels	45.5	44.7	2.4	2.4
*****	47.3	49.1	2.6	2.7
****	49.3	48.9	2.5	2.6
***	42.3	39.6	2.2	2.2
** / *	35.8	34.8	1.8	1.8
Apartment hotels	46.8	45.8	4.3	4.0
*****	51.8	47.5	3.6	4.5
****	48.8	48.6	4.4	3.9
*** / **	40.9	38.2	4.2	4.2
Pousadas	43.6	37.3	1.5	1.5
Tourist apartments	32.6	29.6	5.0	5.5
Tourist villages	24.5	25.7	4.7	5.0
Other tourist establishments	29.6	29.3	2.2	2.3

On a national level, the average stay remained the same as in May 2011, standing at 2.7 nights.

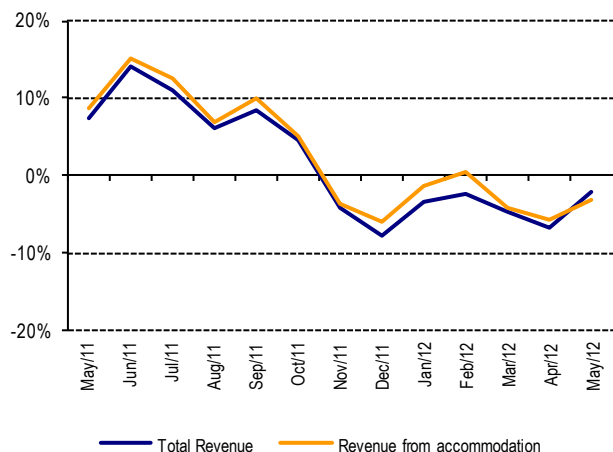
When compared with the national average stay, the region of Madeira achieved better results (5.2 nights), as well as the Algarve (4.4 nights) and the Azores (2.9 nights).

By type of establishment, the tourist apartments lead in terms of average stay (5.5 nights), followed by tourist villages (5 nights) and apartment hotels (4 nights), as in recent times.

Revenue and Average Revenue per Available Room (RevPAR)

In the month of May 2012, tourist accommodation activity establishments accounted for EUR 172.9 million of total revenue, which stood for 2% less than in May 2011. In May 2012, the total revenue from accommodation also decreased (-3.2%), corresponding to EUR 114.1 million.

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



The Algarve was the only region to present positive results in terms of revenue, with effects on both indicators.

The Azores and the Alentejo recorded the highest declines.

In Lisbon, in spite of the growth in the number of guests and overnight stays, there was a decline in terms of revenue when compared with the same period of the previous year, most probably due to promotional campaigns with reduced prices.

Table 6. Revenue by region (NUTS II)

NUTS II	Total revenue	Year-on-year change rate	Revenue from accommodation	Year-on-year change rate
	May-12	%	May-12	%
Portugal	172.9	-2.0	114.1	-3.2
North	213	-2.6	14.5	-0.3
Centre	16.8	-3.8	9.6	-8.1
Lisbon	56.3	-4.1	40.1	-4.9
Alentejo	4.9	-4.5	3.1	-8.9
Algarve	44.6	3.7	28.9	0.8
Azores	4.0	-11.1	2.8	-11.9
Madeira	25.0	-2.9	15.1	-2.0

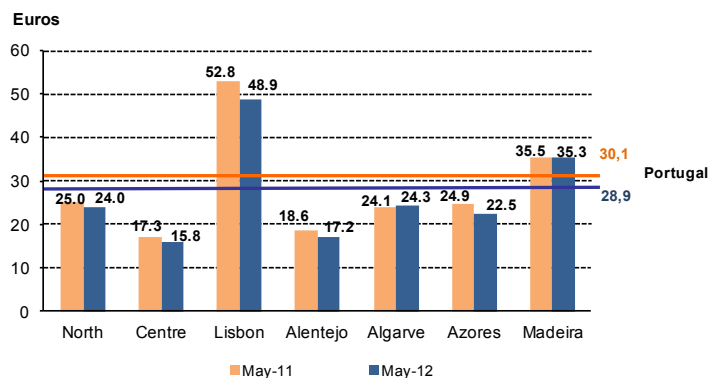
Unit: Million Euros

In May 2012, the RevPAR from tourist accommodation activity was EUR 28.9, lower by 4% when compared with May 2011.

The region of Algarve performed slightly better (+0.8%) than in May 2011.

The remaining regions declined, more so the Azores (-9.6%), the Centre (-8.7%), the Alentejo (-7.5%) and in Lisbon (-7.4%).

Figure 5. Average revenue per room



When considering the type of establishment, all typologies recorded decreases in RevPAR, more so in tourist apartments (-17.6%), apartment hotels (-5.9%), "pousadas" (-5.4%) and hotels (-4.9%). The only positive evolution came from five star categories in apartment hotels (+2.9%) and hotels (+1.1%).

The establishments that recorded a better RevPAR in May 2012 were the "pousadas" (EUR 40), followed by hotels (EUR 34.9), mostly five star units (EUR 66.7).

**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
	May-11	May-12	%
Total	30.1	28.9	-4.0
Hotels	36.7	34.9	-4.9
*****	66.0	66.7	1.1
****	35.7	34.9	-2.2
***	26.7	23.8	-10.9
** / *	22.1	19.0	-14.0
Apartment hotels	27.0	25.4	-5.9
*****	31.5	32.4	2.9
****	28.9	27.0	-6.6
*** / **	21.3	19.2	-9.9
Pousadas	42.3	40.0	-5.4
Tourist apartments	14.2	11.7	-17.6
Tourist villages	17.8	17.6	-1.1
Other tourist establishments	17.6	17.0	-3.4

In the period January to May 2012, hotel accommodation activity establishments accounted for EUR 582.4 million of total revenue, corresponding to a year-on-year decrease of 3.8%.

Revenue from accommodation trended similarly (-3.6%) and accounted for EUR 387.2 million.

In this five month period, the RevPAR was EUR 21, also declining (-5.2%) when compared with the same period of 2011.

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 August 2012