

## Tourism Activity

June 2012

### Tourism accommodation activity with more overnight stays and less revenue

The tourism accommodation activity registered 4.1 million overnight stays in June 2012, corresponding to a year-on-year increase of 1.2%. Only non residents (+5.8%) contributed for this outcome, since the number of overnight stays spent by residents continues on a downward trend (-7.8%) for the tenth consecutive month. As far as the main markets of origin are concerned, the positive performances of the Brazilian, Dutch and Irish markets stood out.

The revenue from the activity is still declining on year-on-year terms, decreasing by 4.1% in total revenue and by 2.2% in revenue from the accommodation.

**Table 1. Global provisional results from tourism activity**

GLOBAL RESULTS	Month		Accumulated	
	June 12	Change rate % 12/11	Jan to June 12	Change rate % 12/11
Guests (thousand)	1392.9	0.1	6 186.6	-1.9
Overnight stays (thousand)	4 052.5	1.2	16 774.9	-1.0
Residents in Portugal	1254.3	-7.8	5 082.8	-10.3
Non residents	2 798.2	5.8	11692.1	3.7
Average stay (no. of nights)	2.9	0.0	2.7	0.0
Net bed occupancy rate (%)	46.2	-11p.p.	34.1	-12 p.p.
Total revenue (€Million )	187.1	-4.1	770.1	-3.4
Revenue from accommodation (€Million )	129.6	-2.2	516.1	-2.9
RevPar (Average revenue per available room) (€)	32.8	-5.7	23.1	-5.6

### Overnight stays

**In the period January to June 2012**, the tourism accommodation activity establishments hosted 6.2 million guests, 1.9% less than in the same period of the previous year.

The number of overnight stays was 16.8 million, also less (-1%) than in the same period of 2011.

**On an international level**, the preliminary data from the World Tourism organization for the **period**

Tourism activity – June 2012

**January to April 2012**, show that a year-on-year increase (+5.4%) on the number of arrivals from international tourists is apparent. All regions contributed for this outcome, more so the regions of Asia and The Pacific (+8.1%) and Africa (+7.9%). In Europe (+4%), the best results came from Central and Eastern Europe (+7.6%). The OMT previsions for the year 2012 point towards a growth of International Tourism, around 3% to 4%.

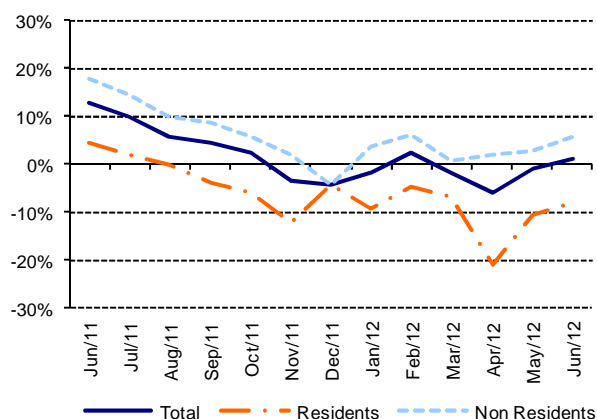
On national terms, the results for **June 2012** reveal slightly better results in some indicators. Tourism accommodation activity establishments hosted 1.4 million guests, almost the same as in the same period of the previous year (+0.1%). Overnight stays recorded a higher growth (+1.2%), corresponding to 4.1 millions.

The tourist villages recorded the highest increase in the number of overnight stays when compared with the same period of the previous year (+10.9%). Tourist apartments (+8.7%) and apartment hotels (+6.6%) followed. The latter benefited from the positive contribution of five and four star units; all others had declining results. A similar outcome occurred in hotels (+0.9%), where there was an increase in the number of overnight stays in four, two and one star units, while all others had declining results. The "*pousadas*" stood out for negative reasons, with a year-on-year decrease of 18.2%.

Residents spent 1.3 million overnight stays, 7.8% less than in June 2011, keeping the downward trend for the tenth consecutive month.

Non residents contributed with 2.8 million overnight stays, a 5.8% increase over the same period of the previous year.

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



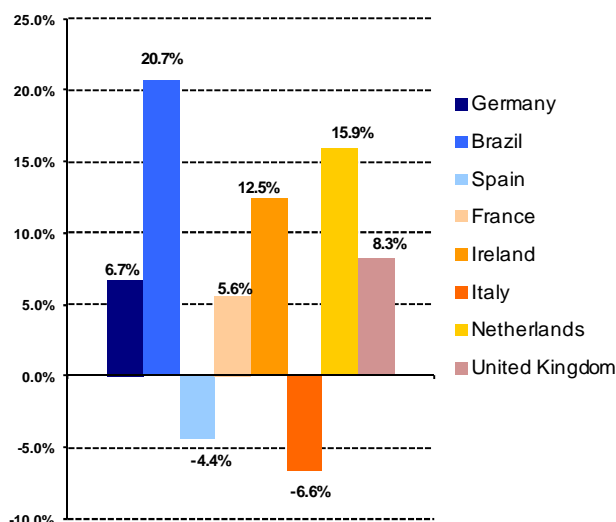
**Table 2. Overnight stays by type and  
category of the establishment**

Type of establishment and category	Overnight stays		Unit: Thousand
	June-11	June-12	Year-on-year change rate %
<b>Total</b>	<b>4 006.0</b>	<b>4 052.5</b>	<b>1.2</b>
<b>Hotels</b>	<b>2 370.6</b>	<b>2 391.8</b>	<b>0.9</b>
*****	421.4	403.8	-4.2
****	1172.3	1219.1	4.0
***	579.3	549.5	-5.1
** / *	197.5	219.4	11.1
<b>Apartment hotels</b>	<b>642.0</b>	<b>684.4</b>	<b>6.6</b>
*****	45.8	50.0	9.3
****	438.3	492.6	12.4
*** / **	157.9	141.8	-10.2
<b>Pousadas</b>	<b>40.7</b>	<b>33.3</b>	<b>-18.2</b>
<b>Tourist apartments</b>	<b>447.3</b>	<b>486.0</b>	<b>8.7</b>
<b>Tourist villages</b>	<b>175.2</b>	<b>194.3</b>	<b>10.9</b>
<b>Other tourist establishments</b>	<b>330.3</b>	<b>262.7</b>	<b>-20.5</b>

The performance of the main markets of origin was positive in overall, with the emphasis on the Brazilian (+20.7%), the Dutch (+15.9%) and the Irish (+12.5%) markets. On the contrary, the Italian and the Spanish markets presented the least favourable results (-6.6% and -4.4%, respectively).

It should be noted that the British market, representing 28% of the total of overnight stays spent by non residents, grew as much as 8.3%, after four consecutive months of declining results.

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



The region of Algarve presented the best results when compared with the same period of the previous year (+7.1% of overnight stays), followed by Lisbon (+2.2). The remaining regions decreased, more so in the Azores, the Centre and Madeira.

**Table 3. Overnight stays by region (NUTS II)**

Unit: Thousand

NUTS II	Overnight stays		Year-on-year change rate
	June-11	June-12	%
<b>Portugal</b>	<b>4 006.0</b>	<b>4 052.5</b>	<b>1.2</b>
North	426.7	421.7	-1.2
Centre	372.7	347.6	-6.8
Lisbon	867.1	885.9	2.2
Alentejo	120.1	116.4	-3.1
Algarve	1576.7	1688.2	7.1
Azores	122.7	107.4	-12.5
Madeira	520.0	485.3	-6.7

The positive results in the Algarve were the result of the sole contribution of non residents (+13.6%), since the internal market decreased by 8.7%. With regard to

non residents, the year-on-year growth of the British market stood out (+13.7%), being responsible for about 45% of the total of overnight stays spent by non residents in the region.

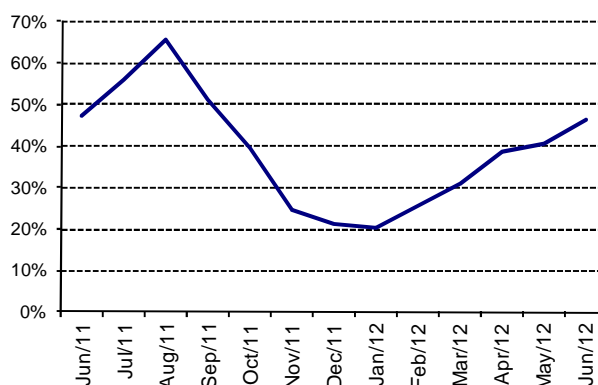
Lisbon benefited from the positive contribution of both residents (+3.5%) and non residents (+1.7%), with the Brazilian (+25%) and the British (+8.9%) markets standing out.

In the Azores, there were overall declining results: -16.5% of overnight stays and -9.7% of non residents.

### Net bed occupancy rate and average stay

**In June 2012**, the net bed occupancy rate in tourism accommodation activity establishments was 46.2%, 1.1 p.p. less than in June 2011.

**Figure 3. Net bed occupancy rate**



The regions that recorded the highest occupancy rates were Madeira (57%), the Algarve (53.3%) and Lisbon (53.1%), above the national total. In year-on-year terms, Lisbon had no changes, but the remaining

regions had their occupancy rates reduced, more so in the Azores (-6.6 p.p.) and in Madeira (-3.5 p.p.).

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

NUTS II	Occupancy rate		Average stay	
	%		(No. of nights)	
	June-11	June-12	June-11	June-12
<b>Portugal</b>	<b>47.3</b>	<b>46.2</b>	<b>2.9</b>	<b>2.9</b>
North	36.0	34.8	1.7	1.7
Centre	30.8	28.6	1.8	1.8
Lisbon	53.1	53.1	2.3	2.2
Alentejo	30.9	29.3	1.8	1.8
Algarve	53.7	53.3	4.6	4.6
<b>Azores</b>	<b>47.0</b>	<b>41.0</b>	<b>3.0</b>	<b>3.1</b>
<b>Madeira</b>	<b>60.5</b>	<b>57.0</b>	<b>5.1</b>	<b>5.6</b>

The apartment hotels recorded the highest occupancy rate (55.2%), with the main contribution from five star (59.7%) and four star units (58.8%). Hotels followed (48.4%); with even better occupancy rates in five stars and four star units (54% and 55.1% respectively). The remaining typologies presented lower results when compared with the overall national occupancy rate.

In year-on-year terms, only apartment hotels recorded a slight increase in this indicator (+0.9 p.p.). On the contrary, the highest declines came from the "pousadas" (-6.9 p.p.), tourist villages (-2.6 p.p.) and hotels (-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)	
	June-11	June-12	June-11	June-12
<b>Total</b>	<b>47.3</b>	<b>46.2</b>	<b>2.9</b>	<b>2.9</b>
<b>Hotels</b>	<b>50.4</b>	<b>48.4</b>	<b>2.5</b>	<b>2.5</b>
*****	55.4	54.0	2.8	2.9
****	55.4	55.1	2.7	2.7
***	44.6	40.2	2.3	2.2
** / *	37.1	35.2	1.8	1.8
<b>Apartment hotels</b>	<b>54.3</b>	<b>55.2</b>	<b>4.4</b>	<b>4.4</b>
*****	58.3	59.7	5.1	5.1
****	56.0	58.8	4.5	4.4
*** / **	49.0	44.6	4.2	4.4
<b>Pousadas</b>	<b>49.9</b>	<b>43.0</b>	<b>1.6</b>	<b>1.6</b>
<b>Tourist apartments</b>	<b>46.5</b>	<b>45.8</b>	<b>5.1</b>	<b>5.1</b>
<b>Tourist villages</b>	<b>37.7</b>	<b>35.1</b>	<b>5.0</b>	<b>3.8</b>
<b>Other tourist establishments</b>	<b>30.6</b>	<b>29.4</b>	<b>2.2</b>	<b>2.3</b>

The average stay was 2.9 nights, the same as in June 2011.

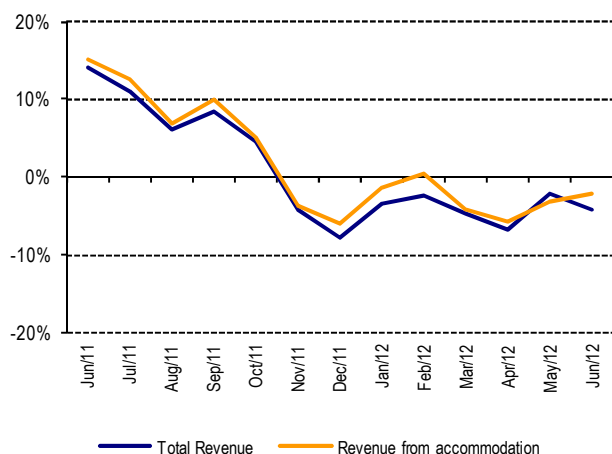
The regions that, on average, recorded the longest stays were Madeira (5.6 nights), Algarve (4.6) and the Azores (3.1).

By type of establishment, the tourist apartments kept their lead in terms of average stay (5.1 nights), followed by apartment hotels (4.4) and by tourist villages (3.8).

### Revenue and Average Revenue per Available Room (RevPAR)

In **June 2012**, tourist accommodation activity establishments accounted for EUR 187.1 million of total revenue, which stood for 4.1% less than in June 2011. The total revenue from accommodation also decreased (-2.2%), corresponding to EUR 129.6 million.

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



As in the previous month, the Algarve was the only region to present positive results in terms of revenue, with effects on both indicators. In the remaining regions, there was a decline in revenue when compared with June 2011, even more so in the Azores.

In Lisbon, there is still a growth in the number of guests and overnight stays and a decline in terms of revenue probably due to promotional campaigns with reduced prices.

**Table 6. Revenue by region (NUTS II)**

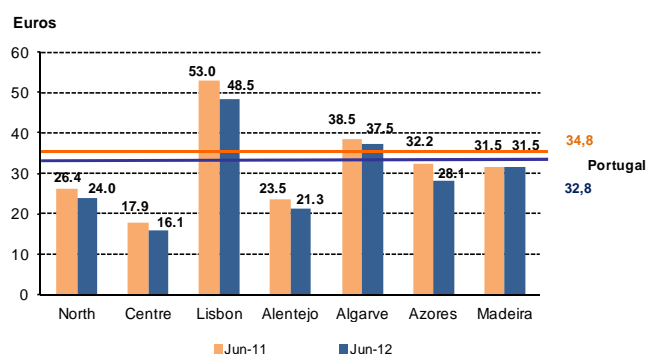
Unit: Million Euros

NUTS II	Total revenue	Year-on-year change rate	Revenue from accommodation	Year-on-year change rate
	June-12	%	June-12	%
<b>Portugal</b>	<b>187.1</b>	<b>-4.1</b>	<b>129.6</b>	<b>-2.2</b>
North	19.8	-11.9	14.1	-6.6
Centre	14.8	-11.2	9.6	-8.3
Lisbon	53.1	-8.6	38.4	-6.6
Alentejo	5.8	-9.8	3.8	-8.6
Algarve	66.9	5.7	47.2	5.9
<b>Azores</b>	<b>4.9</b>	<b>-11.5</b>	<b>3.5</b>	<b>-12.0</b>
<b>Madeira</b>	<b>21.8</b>	<b>-3.8</b>	<b>13.0</b>	<b>-1.5</b>

In May 2012, the RevPAR from tourist accommodation activity was EUR 32.8, lower by 5.7% when compared with June 2011.

The region of Madeira had no changes in RevPAR, but the remaining regions decreased in comparison with June 2011, more so in the Azores (-12.7%) and in the Centre (-10.1%).

**Figure 5. Average revenue per room**



When considering the type of establishment, all typologies recorded year-on-year decreases in RevPAR, more so in tourist villages (-11%). Hotels (-7.7%) and "pousadas" (-6.2%) followed. In apartment hotels (-0.8%), the negative contribution of three and two star units overcame the positive results of five star units which was the only category to record a positive evolution.

As in the previous month, the establishments that recorded a better RevPAR in June 2012 were the "pousadas" (EUR 46.9). Hotels followed (EUR 37.2), with five star units (EUR 71.1), as usual.

**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
	June-11	June-12	%
<b>Total</b>	<b>34.8</b>	<b>32.8</b>	<b>-5.7</b>
<b>Hotels</b>	<b>40.3</b>	<b>37.2</b>	<b>-7.7</b>
*****	74.6	71.1	-4.7
****	39.6	38.9	-1.8
***	27.9	24.1	-13.6
** / *	22.9	18.3	-20.1
<b>Apartment hotels</b>	<b>35.8</b>	<b>35.5</b>	<b>-0.8</b>
*****	42.2	48.1	14.0
****	38.5	38.5	0.0
*** / **	27.7	23.8	-14.1
<b>Pousadas</b>	<b>50.0</b>	<b>46.9</b>	<b>-6.2</b>
<b>Tourist apartments</b>	<b>23.7</b>	<b>22.8</b>	<b>-3.8</b>
<b>Tourist villages</b>	<b>29.0</b>	<b>25.8</b>	<b>-11.0</b>
<b>Other tourist establishments</b>	<b>18.2</b>	<b>17.0</b>	<b>-6.6</b>

**In the first six months of 2012**, hotel accommodation activity establishments accounted for EUR 770.1 million of total revenue, corresponding to a year-on-year decrease of 3.4%.

Revenue from accommodation trended similarly (-2.9%) and accounted for EUR 516.1 million.

In this six month period, the RevPAR was EUR 23.1, also declining (-5.6%) 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: 13<sup>th</sup> September 2012