

14 August 2013

Tourism activity June 2013

Tourism activity with positive results in overnight stays and revenue

In June 2013, tourism accommodation establishments accounted for 4.4 million overnight stays, which stood for 8.6% more than in June 2012. For this positive outcome, both residents (+5.3%) and non residents (+10.1%) contributed. Of the main inbound markets, considering the year-on-year evolution, the emphasis went to Ireland (+25.9%), France (+17.6%) and Brazil (+10.9%).

Revenue also recorded an upward trend in year-on-year terms, i.e., +10.7% in total revenue and +12.2% in revenue from the accommodation.

Table 1. Global preliminary results from tourism activity

GLOBAL PRELIMINARY RESULTS	Month		Accumulated	
	Jun 13	Year-on-year change rate (%)	Jan to Jun 13	Year-on-year change rate (%)
Guests (thousand)	1 498.8	7.9	6 408.3	3.5
Overnight stays (thousand)	4 406.9	8.6	17 649.4	5.4
Residents in Portugal	1 304.3	5.3	4 944.8	-2.1
Non residents	3 102.6	10.1	12 704.6	8.6
Average stay (no. of nights)	2.9	0.0	2.8	0.1
Net bed occupancy rate (%)	49.9	3.1 p.p.	35.7	1.4 p.p.
Total revenue (€ Million)	207.2	10.7	803.8	4.9
Revenue from accommodation (€ Million)	144.6	12.2	548.6	6.9
RevPar (Average revenue per available room) (€)	36.7	11.2	24.6	6.0

Number of guests and overnight stays on a rise

In June 2013, preliminary results from the tourism accommodation activity were positive in overall, keeping the trend of the previous month. The number of guests stood at 1.5 million (7.9% more than in June 2012), while overnight stays trended similarly (+8.6%, corresponding to 4.4 million).

The year-on-year trend of the accumulated results of January to June 2013 was also positive, but less so (+3.5% of guests and +5.4% of overnight stays).

The increase in the number of overnight stays, when compared with June 2012, was due to the positive results from all the various typologies, with the emphasis on “*pousadas*” (+17.1%) and in hotels (+10.4%). For the latter, all categories contributed, more so the 5 star category (+22.5%). Five star apartment hotels were the only category to record a reduction (-3.3%).

In the first six months of 2013, results were also positive overall, but more so in tourist apartments and tourist villages (+12.6% and +12.3%, respectively).

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

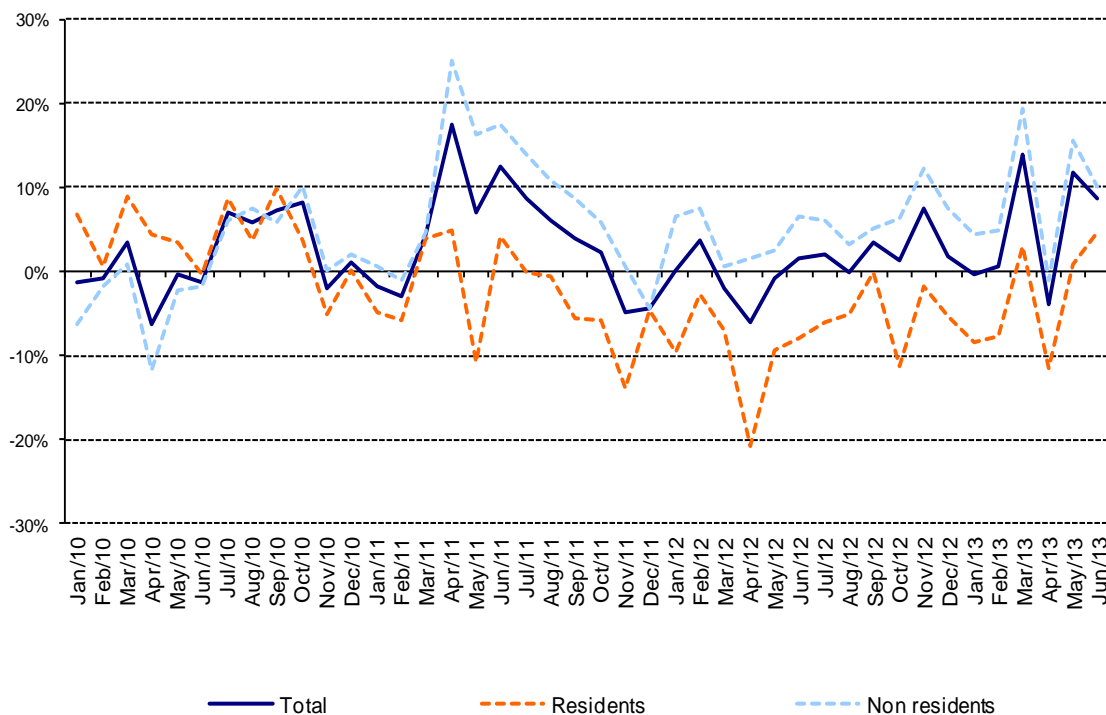
Type of establishment and category	Overnight stays (10 ³)		Year-on-year change rate
	Jun-12	Jun-13	%
Total	4 056.4	4 406.9	8.6
Hotels	2 413.0	2 662.9	10.4
*****	416.1	509.7	22.5
****	1 227.2	1 316.6	7.3
***	543.5	593.0	9.1
** / *	226.2	243.7	7.7
Apartment hotels	683.3	728.9	6.7
*****	49.5	47.9	-3.3
****	486.7	526.3	8.1
*** / **	147.1	154.7	5.2
Pousadas	33.4	39.1	17.1
Tourist apartments	469.4	505.8	7.7
Tourist villages	202.1	210.6	4.2
Other tourist establishments	255.2	259.6	1.7

Overnight stays spent by both residents and non residents reveal positive results

Overnight stays spent by non residents reached 3.1 million in June 2013 and represented 70.4% of the total. When compared with the same month of the previous year, that figure stood for a 10.1% growth, while the accumulated results of January to June 2013 also increased by 8.6%.

Residents contributed with 1.3 million overnight stays, which stood for a year-on-year growth of 5.3% and reinforced the positive results of the previous month. However, in spite of this increase, it was not enough to reverse the declining trend of the first months of the year, which resulted in a negative year-on-year change rate for the period January to June 2013 (-2.1% of overnight stays).

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



The 8 main inbound markets¹ totalled 75.5% of overnight stays spent by non residents in June 2013 and presented mostly positive results.

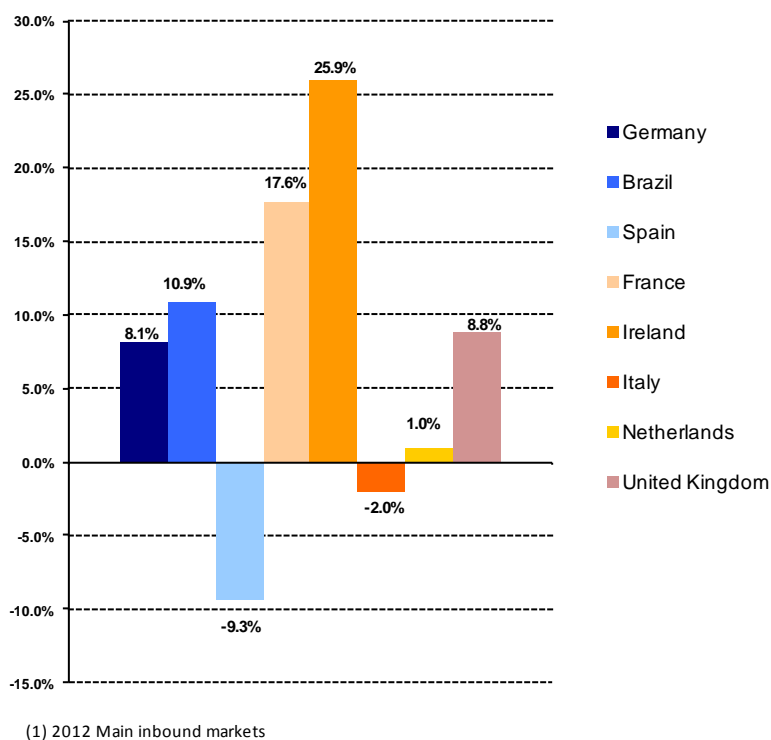
The British market, the most representative (27.1% of overnight stays spent by non residents), grew by 8.8% in year-on-year terms, less than in the previous months (+19.3% in May and +12.2% in April). The result of June was also below the one from January to June (+12.1%).

As in the previous month, Ireland presented the highest growth in year-on-year terms (+25.9%), followed by France (+17.6%). In terms of representativeness, these markets held shares of 6.1% and 8.7%, respectively.

On the contrary, the Spanish market accounted for declining results (-9.3%), as opposed to the results of the previous month (+11.7%), but in line with those of the first sixth months of 2013 (-8.9%). Overnight stays spent by Spaniards represented 6.9% of the total of those spent by non residents.

¹ Based on 2012 results

Figure 2. Overnight stays by main inbound markets ⁽¹⁾ – month-to-month change rate – June 2013



Among the various regions, the trend in the total of overnight stays was positive overall when compared with the same period of the previous year. In the Mainland, the emphasis went to the North (+15.9% in overnight stays on a par with an increase in offer); also, the regions of Azores and Madeira recorded significant increases (+13.0% and +10.0%, respectively). In the Centre and in Alentejo, the increases of the last two months were not enough to compensate for the declining results of the 1st semester of the year (-0.9% and -2.9%, respectively, in the first six months of 2013).

Demand from residents was mostly positive, more so in Madeira (+21.7% in overnight stays in comparison with June 2012), an outcome already present in the previous month. Azores and Lisbon were the only regions to account for a decline in overnight stays spent by residents when compared with the same month of the previous year (-8.4% and -4.0%, respectively).

Overnight stays spent by non residents increased significantly in the Azores (+27.0%), North (+21.1%) and in Lisbon (+13.7%). On the contrary, they decreased in Alentejo (-20.4%) and in the Centre (-1.6%), with these two regions recording a low demand (1.0% and 4.9% of the overnight stays by non residents).

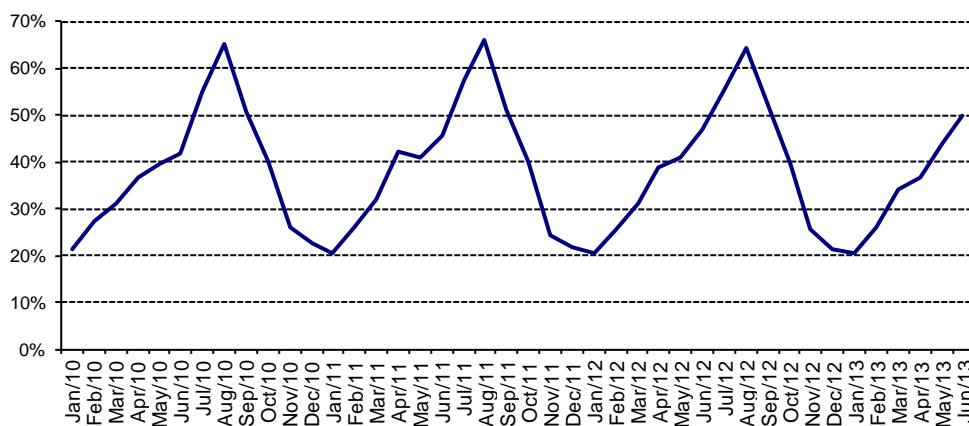
Table 3. Overnight stays by region (NUTS II)

NUTS II	Overnight stays (10 ³)			Residents overnight stays (10 ³)			Non residents overnight stays (10 ³)		
	Jun-12	Jun-13	Year-on-year change rate (%)	Jun-12	Jun-13	Year-on-year change rate (%)	Jun-12	Jun-13	Year-on-year change rate (%)
Portugal	4 056.4	4 406.9	8.6	1 238.3	1 304.3	5.3	2 818.2	3 102.6	10.1
North	421.0	487.9	15.9	208.7	230.6	10.5	212.4	257.3	21.1
Centre	350.5	370.2	5.6	194.9	217.0	11.3	155.6	153.2	-1.6
Lisbon	874.7	953.8	9.0	237.9	229.9	-3.3	636.8	723.9	13.7
Alentejo	115.9	116.1	0.2	77.9	85.9	10.3	38.0	30.2	-20.4
Algarve	1 678.3	1 798.1	7.1	422.4	435.2	3.0	1 255.9	1 362.9	8.5
Azores	106.1	119.9	13.0	41.8	38.2	-8.4	64.3	81.7	27.0
Madeira	509.9	560.9	10.0	54.7	67.4	23.1	455.1	493.5	8.4

Madeira, Lisbon and Algarve recorded the highest net bed occupancy rates

In June 2013, the net bed occupancy rate in tourism accommodation establishments was 49.9%, higher by 3.1 p.p. when compared with the one from June 2012.

Figure 3. Net bed occupancy rate



As in previous occasions, the regions that recorded the highest net bed occupancy rates were Madeira (65.4%), Lisbon (57.5%) and Algarve (57.0%). However, the Azores grew the most in year-on-year terms (+6.0 p.p.), followed by Madeira (+5.5 p.p.) and Lisbon (+4.7 p.p.).

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

NUTS II	Occupancy rate		Average stay	
	%		(No. of nights)	
	Jun-12	Jun-13	Jun-12	Jun-13
Portugal	46.8	49.9	2.9	2.9
North	35.2	38.8	1.8	1.8
Centre	28.7	29.5	1.8	1.7
Lisbon	52.8	57.5	2.2	2.3
Alentejo	29.4	30.2	1.8	1.8
Algarve	54.4	57.0	4.5	4.7
Azores	40.2	46.2	3.0	3.1
Madeira	59.9	65.4	5.6	5.6

By type of establishment, there was mostly a positive trend in the occupancy rates with the exception of 5 star apartment hotels (-6.3 p.p.). Results from 4 star apartment hotels (+4.5 p.p.) and 3 star hotels (+3.5 p.p.) stood out.

Four star apartment hotels presented the highest value in this indicator (63.2%), followed by 5 and 4 star hotels (59.2% and 58.3%, respectively).

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-12	Jun-13	Jun-12	Jun-13
Total	46.8	49.9	2.9	2.9
Hotels	49.2	52.2	2.5	2.5
*****	55.9	59.2	2.9	2.9
****	55.6	58.3	2.7	2.7
***	41.0	44.5	2.2	2.2
** / *	36.0	37.3	1.9	1.8
Apartment hotels	55.4	58.7	4.4	4.3
*****	57.2	50.9	4.9	4.2
****	58.7	63.2	4.4	4.4
*** / **	46.2	49.2	4.3	4.1
Pousadas	38.4	40.9	1.7	1.8
Tourist apartments	44.4	47.6	5.1	5.3
Tourist villages	39.3	40.5	3.9	4.8
Other tourist establishments	29.3	32.2	2.3	2.3

Stable results in average stay

The average stay was 2.9 nights in June 2013, the same as in June 2012.

The longest stays were spent in Madeira (5.6 nights) and Algarve (4.7 nights).

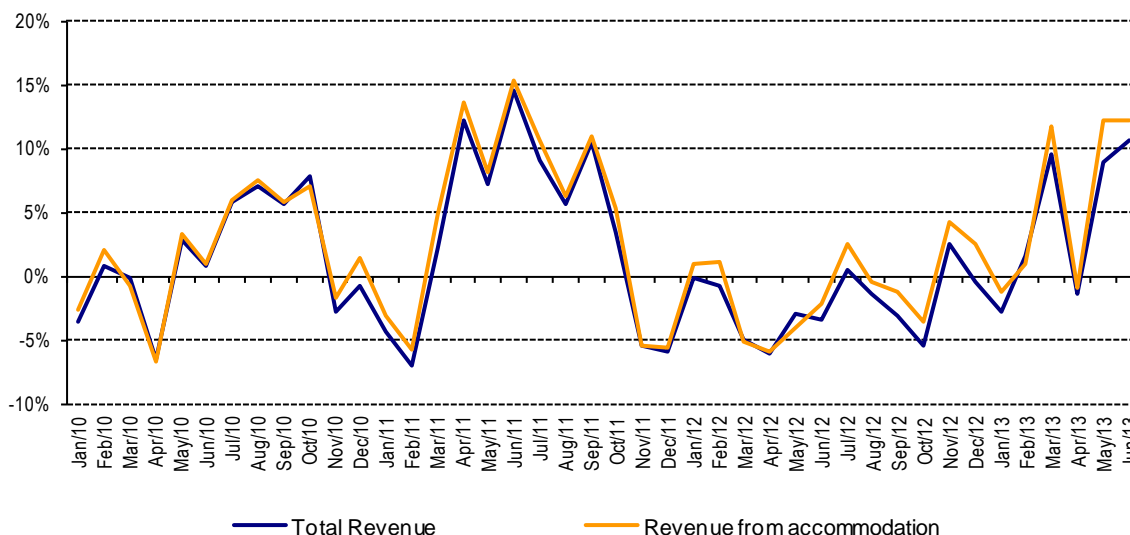
The emphasis went to the average stays in tourist apartments (5.3 nights) and tourist villages (4.8 nights), followed by apartment hotels (4.3 nights). Worthy of mention was the favourable evolution in average stay from tourist villages (+0.9 nights).

Revenue and RevPAR with improving results

Tourist accommodation establishments accounted for EUR 207.2 million in total revenue and EUR 144.6 million in revenue from accommodation. These results corresponded to year-on-year increases of 10.7% and 12.2%, respectively.

In the period January to June 2013, the trend in revenue was equally positive, but on a lower level (+4.9% for total revenue and +6.9% in revenue from accommodation).

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



Lisbon stood out with remarkable results (+15.3% in total revenue and +19.1% in revenue from accommodation), above the ones from overnight stays. The recovery in revenue is partly related to the implementation of promotional prices during the previous year; as a matter of fact, in June 2012, there was a positive trend (+1.3%) in overnight stays but a negative one considering revenue from accommodation (-2.8%), in year-on-year terms.

In June 2013, the evolution of revenue was mostly positive in the different regions, with the exception of Alentejo.

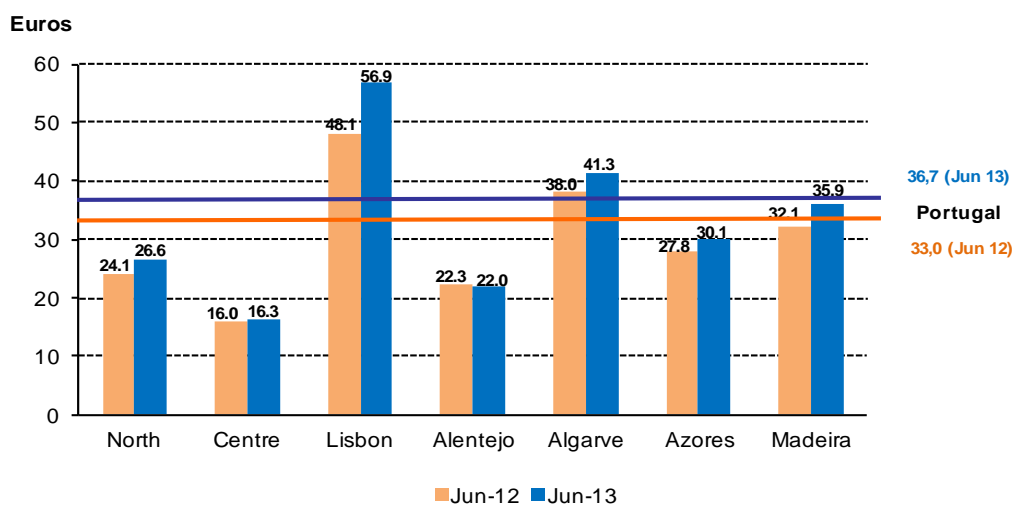
Table 6. Revenue by region (NUTS II)

NUTS II	Total revenue (10 ⁶ euros)		Revenue from accommodation	
	Jun-13	Year-on-year change rate (%)	Jun-13	Year-on-year change rate (%)
Portugal	207.2	10.7	144.6	12.2
North	21.9	9.9	15.9	12.7
Centre	15.2	4.8	9.8	3.2
Lisbon	61.7	15.3	45.3	19.1
Alentejo	5.6	-4.7	3.8	-3.2
Algarve	72.9	10.4	51.0	9.8
Azores	5.1	5.3	3.7	6.7
Madeira	24.7	10.2	15.0	13.0

In June 2013, RevPAR from tourist accommodation activity was EUR 36.7, higher by 11.2% when compared with June 2012.

The RevPAR increased in almost all regions, more so in Lisbon (+18.3%), Madeira (+11.8%) and the North (+10.4%). The Alentejo was the only region to record a decline, although a slight one (-1.3%).

Figure 5. Average revenue per available room



As usual, 5 star hotels had the highest RevPAR (EUR 78.0), more than twice the global average. The “pousadas” followed (EUR 54.0), a value that corresponded to the highest year-on-year increase (+15.1%).

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

Type of establishment and category	RevPAR (€)		Year-on-year change rate
	Jun-12	Jun-13	%
Total	33.0	36.7	11.2
Hotels	37.2	41.4	11.3
*****	69.6	78.0	12.1
****	39.1	41.9	7.2
***	24.2	26.9	11.2
** / *	18.7	19.5	4.3
Apartment hotels	35.9	38.3	6.7
*****	46.0	43.2	-6.1
****	38.9	40.9	5.1
*** / **	25.0	29.7	18.8
Pousadas	46.9	54.0	15.1
Tourist apartments	22.4	23.9	6.7
Tourist villages	28.3	32.5	14.8
Other tourist establishments	16.4	18.0	9.8

Camping sites and holiday camps

In June 2013, the camping sites hosted 166.3 thousand campers, 9.8% more than in June 2012. However, the number of overnight stays spent by those campers declined by 18.1%, with a total of 451.5 thousand.

As a consequence, the average stay decreased significantly (2.7 days on average, compared with 3.6 nights in June 2012).

The year-on-year decrease in overnight stays was exclusively due to residents (-24.0%), which represented 74.0% of the total. Demand from non residents went up (+5.1%), in line with the results of the previous month (+6.5%).

In the period January to June 2013, the camping sites recorded 1.3 million overnight stays, far less than the ones recorded in the 1st semester of the previous year (-20.7%).

In June 2013, holiday camps and youth hostels welcomed 39.3 thousand guests who spent 81.6 thousand overnight stays. These establishments also recorded a year-on-year increase in the number of guests (+7.9%), along with a decrease in overnight stays (-6.2%). There was a trend reversal in guests (-10.6% in May), while overnight stays slowed down (-15.9% in the previous month). In June 2013, overnight stays spent by residents stood for 84.4% of the total and decreased by 8.1%, contrary to those of non residents (+6.1%). The average stay was 2.1 nights, below the one of June 2012 (2.4 nights).

In the first six months of 2013, holiday camps and youth hostels recorded 299.2 thousand overnight stays, which stood for a year-on-year decline of 14.2%.

Table 8. Camping, holiday camps and youth hostels, by origin of the guests, June 2013

	Unit	Camping sites			Holiday Camps and Youth Hostels		
		Total	Residents	Non residents	Total	Residents	Non residents
Campers / Guests	10 ³	166.3	120.2	46.1	39.3	32.9	6.4
Overnight stays	10 ³	451.5	334.0	117.5	81.6	68.9	12.7
Average stay	nights	2.7	2.8	2.6	2.1	2.1	2.0

MAIN INBOUND MARKETS IN 2012

The French market

France is one of the five main inbound markets, with a share of 8.2% in 2012.

This market kept growing in the last 5 years. In 2008, the year-on-year change rate of overnight stays was +10.3%, and slowed down in 2009 and 2010 (+0.3% and +1.5%, respectively), increasing significantly in 2011 and 2012 (+19.2% and +15.2%, respectively).

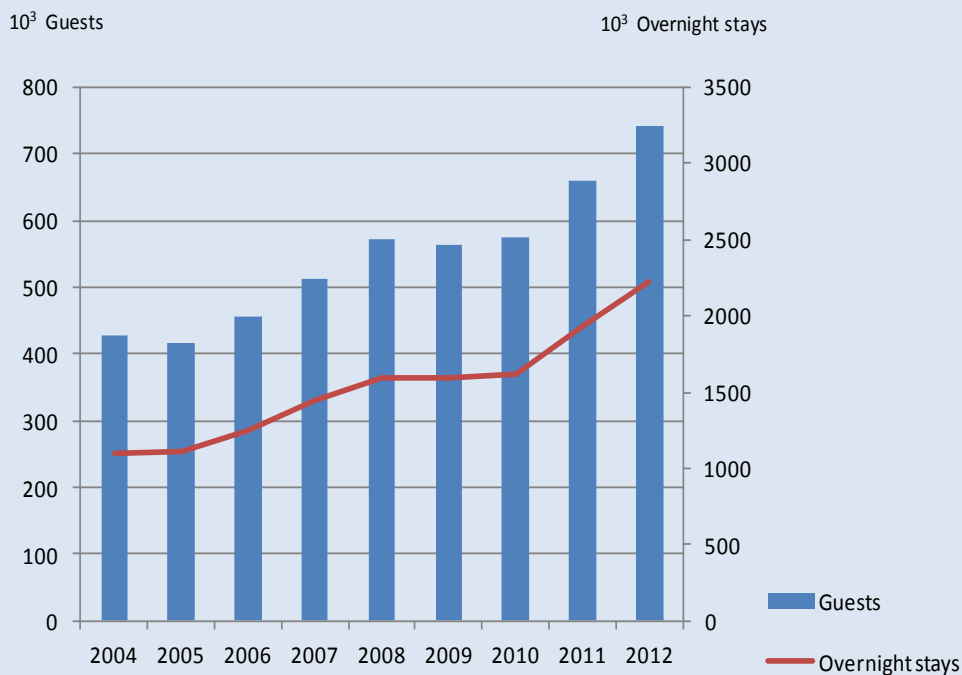
In 2012, tourism accommodation establishments hosted 741.1 thousand French resident guests which in turn originated 2.2 million overnight stays. These figures stood for year-on-year increases of 12.5% and 15.2%, respectively.

French guests split their preferences for Lisbon (30.4% of overnight stays), Madeira (26.5%), Algarve (17.3%) and the North (14.4%). Madeira and Algarve recorded the highest average stays (5.0 and 4.8 nights, respectively).

The most sought after establishments were hotels (71.7% of overnight stays), particularly 4 star units (44.7% of overnight stays in hotels), 3 star (26.7%) and 5 star units (18.3%). However, the longest stays were spent in tourist apartments (5.2 nights) and in apartment hotels (4.8 nights).

August recorded the highest demand (19.9% of overnight stays in the year), followed by May (12.9%), July (11.7%) and September (11.4%).

Evolution of guests and overnight stays from the French market



EXPLANATORY NOTES

Data disseminated in this “Press Release” refers to the following data outputs:

2013 – May and June – preliminary data; January to April – provisional data.

2012 – January to December – provisional data

Data refers to tourism accommodation establishments in operation, in each reference period.

In between preliminary, provisional and definitive data, results are revised due to definitive answers instead of provisional and mainly due to the replacement of non response estimates by effective responses, including situations of temporary suspended activity not duly reported. The degree of revision, measured by the difference in percentage points from the year-on-year change rates of provisional versus preliminary data is as follows:

	Overnight stays	Revenue from accommodation
Jan to Apr 13	-1.7	-1.1

Guest – Individual that spends at least one overnight stay in a tourism accommodation activity establishment.

Overnight stay – Time spent by an individual between midday and midday of the following day.

Average stay – Relation between the number of overnight stays and the number of guests that originated those overnight stays during the reference period.

Net bed occupancy rate – corresponds to the relation between the number of overnight stays and the number of available beds, in the reference period, counting as two beds each double bed.

Total revenue – revenue from the activity of tourism accommodation establishments: room renting, food and beverage and others related to the activity itself (assignment of spaces, laundry, tobacco, communications, etc.).

Revenue from accommodation – revenue from overnight stays spent by guests in all tourist accommodation establishments.

RevPAR – Revenue per available room, measured by the relation between the revenues from accommodation and the number of available rooms, in the reference period.

Camp sites – A collective, fenced-off facility for tents, caravans, trailers and mobile homes.

Holiday camp – A holiday complex with appropriate facilities for providing free or low-cost holidays, usually as a social service by public or private entities.

Youth hostel – A non-profit establishment providing accommodation for young people or small groups of young people.

Year-on-year change rates – comparison between the variable level in the reference period and the same period of the year before. 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.

Rounded figures may imply that totals don’t correspond to the sum of the parcels.

ABBREVIATIONS

RevPAR – Revenue per Available Room

Date of next press release: 13 September 2013