

## Tourism Demand of Residents

### 1<sup>st</sup> Quarter 2018

#### Number of tourism trips of residents increased namely for leisure

In the 1<sup>st</sup> quarter 2018, residents in Portugal took a total of 4.5 million trips, which stood for a 12.1% increase vis-à-vis the same quarter a year earlier<sup>1</sup> (+7.4% in the previous quarter). This outcome was partly due to the different calendar period in which the celebration of Easter occurred.

Trips abroad corresponded to 10.5% of the total and grew above domestic trips (+14.9% comparing with +11.8%; +17.1% and +6.5% in the 4<sup>th</sup> Q 2017).

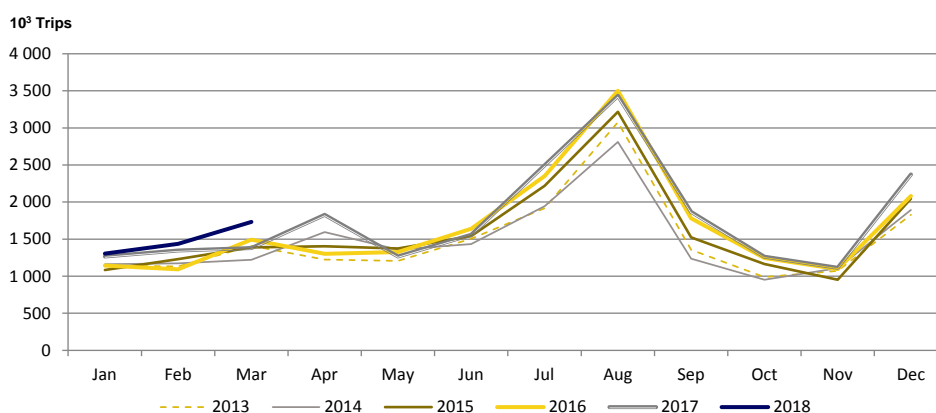
"Visit to relatives or friends" motivated 2.2 million trips and stood as the main reason to travel (49.7%, -2.0 p.p.). "Leisure, recreation or holidays" was the main motivation behind 1.54 million trips (34.3% of the total, +0.5 p.p.), with "professional or business" trips amounting to 494.1 thousand (11.0% of the total, +1.1 p.p.).

Overnight stays spent in "hotel and similar establishments" corresponded to 21.1% of the total overnight stays in the quarter (+2.0 p.p.), whereas 70.4% of the total overnight stays were spent in "free private accommodation" (-4.1 p.p.).

#### "Leisure, recreation or holiday" trips grew in importance

After growing by 7.4% in the 4<sup>th</sup> Q 2017 and by 1.1% in the 3<sup>rd</sup> Q 2017, trips taken by residents in Portugal amounted to 4.5 million in the 1<sup>st</sup> quarter 2018, increasing by 12.1%, partly due to the different calendar period in which Easter was celebrated.

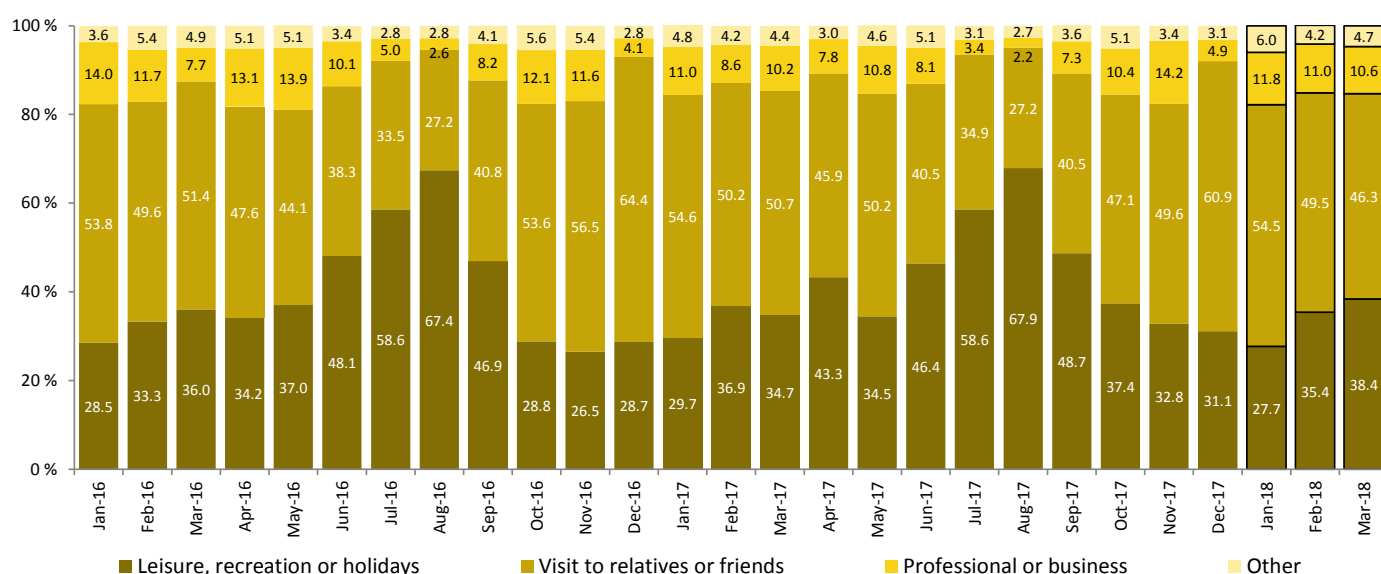
**Figure 1. Tourist trips of residents by month**



<sup>1</sup> Unless stated otherwise, the change rates in this press release correspond to year-on-year change rates.

Trips taken for “leisure, recreation or holidays” reasons (1.54 million), which stood for 34.3% of the total, grew by 0.5 p.p. in its weight in the 1<sup>st</sup> quarter 2018 , whereas “professional or business” trips (494.1 thousand, 11.0% of the total), went up by 1.1 p.p. in its share. “Visit to relatives or friends” was the main reason to travel (49.7%, i.e. 2.2 million) although losing expression (-2.0 p.p.).

**Figure 2. Breakdown of trips according to main purposes by month**



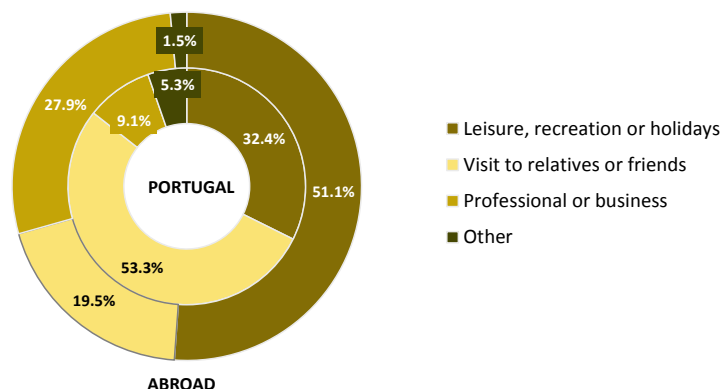
### Trips abroad with greater representativeness

In the 1<sup>st</sup> quarter 2018, 10.5% of all tourism trips (the equivalent to 470.5 thousand trips) were trips abroad (+0.3 p.p.). Domestic trips (4.0 million) grew by 11.8% yet below the evolution of trips abroad (+14.9%).

“Leisure, recreation or holidays” as motivation to travel stood behind 51.1% of trips abroad. “Visit to relatives or friends” and “professional or business” reasons corresponded to 19.5% and 27.9% of all trips outside Portugal, respectively.

As regards domestic trips, “visit to relatives or friends” stood as the main motivation (53.3% of all trips), followed by “leisure, recreation or holidays” trips (32.4%). “Professional or business” reasons resulted on 9.1% of trips in Portugal.

**Figure 3. Breakdown of trips according to purposes, by destination, 1<sup>st</sup> Q 2018**

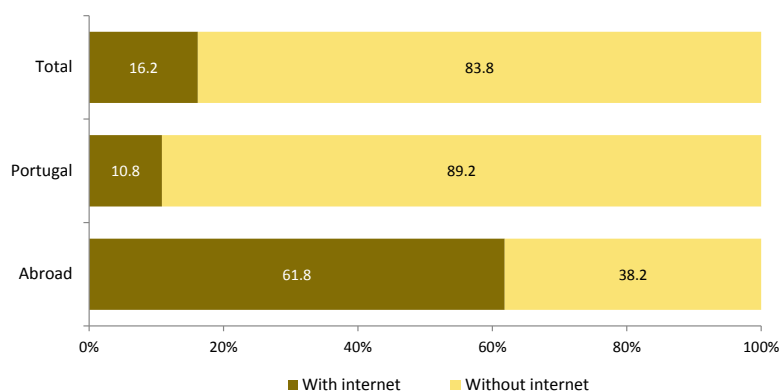


### Booking in advance rising

In the first quarter 2018, booking in advance was used in 27.5% (+1.8 p.p.) of trips taken in that period and attained 91.0% (+0.4 p.p.) in trips abroad.

The internet was used in the planning of 16.2% of tourist trips (-0.3 p.p.), namely in 61.8% of trips abroad.

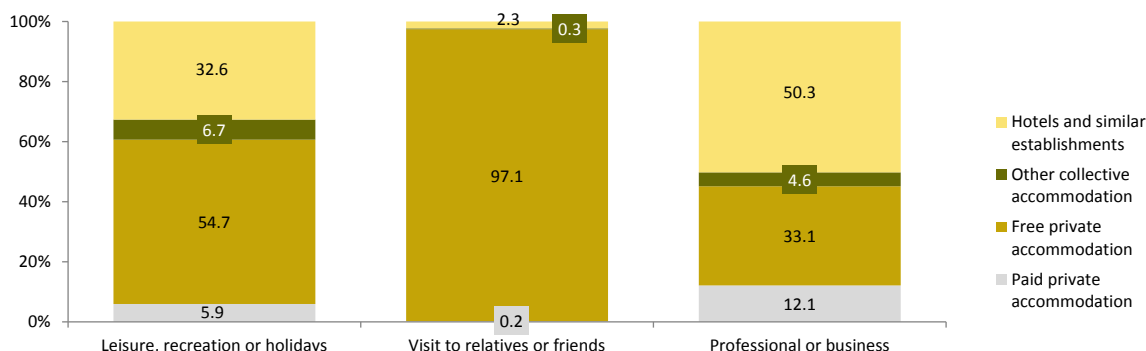
**Figure 4. Breakdown of trips according to the use of internet, by destination, 1<sup>st</sup> Q 2018**



### "Hotel and similar establishments" grew in importance

In the 1<sup>st</sup> quarter 2018, "hotels and similar establishments" were chosen to spend 21.1% of overnight stays from tourist trips (+2.0 p.p.). "Free private accommodation" aggregated 70.4% of the total overnight stays (-4.1 p.p.) while "paid private accommodation" was the chosen option in 4.3% of overnight stays as in the same period of 2017.

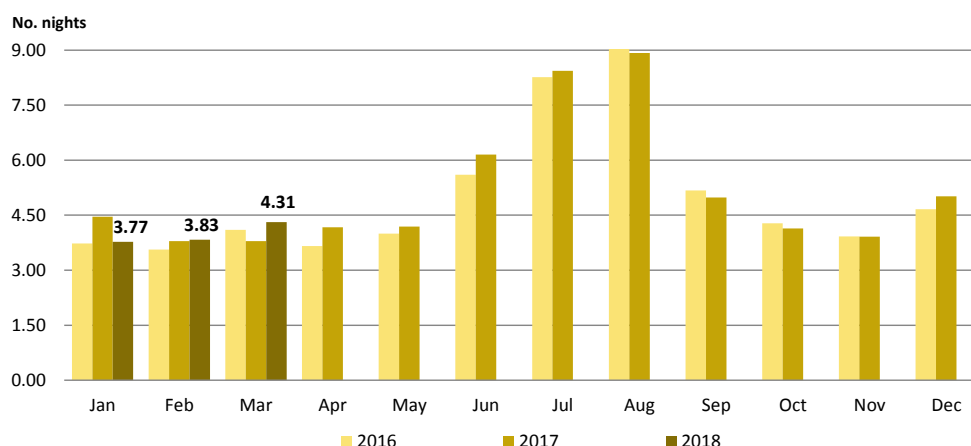
**Figure 5. Breakdown of overnight stays by type of accommodation, according to purpose, 1<sup>st</sup> Q 2018**



### Stabilization in the number of nights

In the first quarter of the year, on average, each resident tourist spent 4.01 overnight stays in tourism trips (+0.1% compared with the same period a year earlier). The highest average stay were recorded in the month of March (4.31 nights, i.e. +13.6%).

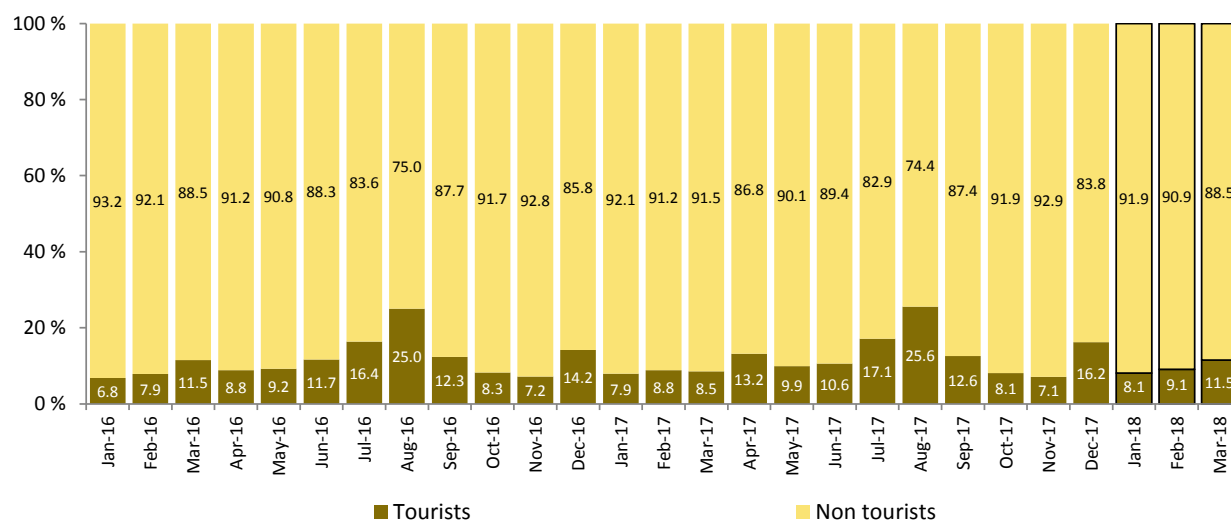
**Figure 6. Overnight stays by tourist spent during trips, by month**



### Increase in the proportion of tourists

In the 1<sup>st</sup> quarter 2018, the proportion of residents who took at least one tourist trip was 18.6%, which stood for a 3.2 p.p. increase vis-à-vis the same period of 2017. This increase was mostly due to the month of March (+3.0 p.p., with tourists reaching 11.5%) benefitting from the aforementioned Easter effect and also from some slight increases in the proportion of tourists in January (+0.2 p.p.) and February (+0.3 p.p.).

**Figure 7. Proportion of tourists and non tourists in the resident population, by month**



## **METHODOLOGICAL NOTES**

Results from the “Survey on Tourist Demand of Residents” are gathered from surveying a sample of about 5 000 housing units (12 000 individuals), with a 50% rotation in the beginning of each year according to a quarterly telephone interview preceded by a face to face interview.

Data for 2017 – final data.

Data for 2018 – provisional data.

**Tourist** – Traveler staying at least one night in a private or collective accommodation site in a particular place, regardless of the motivation to travel.

**Tourist trip** – A trip to one or multiple tourist destinations, including the returning trip to the starting point and covering the whole period of time during which an individual remains outside its usual living environment.

**Usual living environment** – Environment in the proximity of an individual’s residence, in relation to its working and studying places, as well as other places frequently visited. Distance and frequency are two closely related dimensions to this concept and include the places located near the place of residence, regardless of how often visited and the places located at a considerable distance of the place of residence (including those in a foreign country), frequently visited (once or several times per week on average) on a routine basis.

One individual has only one usual living environment, with the concept applied on both levels of domestic tourism and international tourism.

**Hotels and similar establishments** – Tourist accommodation establishments whose main economic activity consists on the provision of accommodation services and other complementary or support services, with or without provision of meals, in exchange for payment.

**Other collective accommodation** – Establishments, places or facilities providing accommodation services to tourists mostly in exchange for payment, including camping sites, holiday camps, youth hostels, collective means of transportation, working or holiday projects, amongst others.

**Free private accommodation** – Accommodation used by tourists consisting of a second residence or provided by relatives or friends, for free.

**Paid private accommodation** – Private accommodation, with or without official licensing for the provision of tourist accommodation, having available a limited number of paid independent places (rooms or housing).

**Date of next Press Release:** October 26, 2018