



14 March 2024
TOURIST ACTIVITY
January 2024

REVENUE FROM THE TOURIST ACCOMMODATION SECTOR KEPT A SLOWDOWN PATH IN THE FIRST MONTH OF 2024

In January 2024¹, the tourist accommodation sector² accounted for 1.5 million guests (+1.8%)³ and 3.5 million overnight stays (-0.1%), amounting to EUR 230.8 million in total revenue (+9.4%) and EUR 166.0 million in revenue from accommodation (+8.5%).

The revenue per available room (RevPAR) stood at EUR 30.2 (+3.9%; following +9.0% in December) and average daily rate (ADR) amounted to EUR 83.7 (+7.6%; following +6.2% in December). The ADR reached its highest value in Grande Lisboa (EUR 105.9) and in RA Madeira (EUR 87.5).

In January, the municipality of Lisboa accounted for 24.5% of all overnight stays (12.5% of all overnight stays by residents and 30.4% by non-residents). Among the municipalities with higher representation in total overnight stays in January, Porto and Loulé stood out, both with increases of 4.6% and, conversely, there were decreases in overnight stays in Lisboa and Funchal, -3.4% and -4.4%, respectively.

Considering **all means of accommodation** (tourist accommodation establishments, camping and holiday camps, and youth hostels), there were 1.6 million guests and 3.7 million overnight stays in January, corresponding to rates of change of +1.1% and -0.7%, respectively. The number of overnight stays spent by residents decreased by 2.5% and those spent by non-residents grew by 0.3%.

¹ On the 29th of February, Statistics Portugal released the [Tourism activity flash estimate: January 2024](#), which includes the main indicators (guests, overnight stays, broken down by residents and non-residents, main countries, and occupancy rates). In today's press release, some of these indicators are presented with a greater geographical breakdown, and the remaining indicators that are usually published monthly - namely revenue, RevPAR, and ADR - are released, as well as information on accommodation facilities in general (including camping and holiday camps, and youth hostels).

² Monthly series that include three accommodation segments: hotel establishments (hotels, apartment hotels, tourist apartments, tourist villages, pousadas, and quintas in Madeira), local accommodation with 10 or more beds (following the statistical threshold laid down in EU Regulation 692/2011) and rural and lodging tourism.

³ Unless otherwise stated, the rates of change shown in this press release correspond to year-on-year rates of change, compared to the same period in the previous year.



Table 1. Global results of the tourist accommodation sector

Global preliminary results	Unit	December 2023		January 2024	
		Value	Year-on-year	Value	Year-on-year
Guests	10 ³	1 793.6	▲ 10.9	1 482.1	▲ 1.8
Residents in Portugal	"	913.6	▲ 10.8	679.5	▼ -1.0
Residents abroad	"	880.0	▲ 10.9	802.7	▲ 4.4
Overnight stays	10 ³	4 036.8	▲ 8.3	3 458.3	▼ -0.1
Residents in Portugal	"	1 567.4	▲ 9.6	1 145.3	▼ -2.6
Residents abroad	"	2 469.5	▲ 7.5	2 313.1	▲ 1.2
Average stay	no. of nights	2.25	▼ -2.3	2.33	▼ -1.9
Residents in Portugal	"	1.72	▼ -1.1	1.69	▼ -1.6
Residents abroad	"	2.81	▼ -3.1	2.88	▼ -3.1
Net bed occupancy rate	%	32.2	▲ 0.9 p.p.	28.3	▼ -1.3 p.p.
Net bedroom occupancy rate	%	39.3	▲ 1.0 p.p.	36.1	▼ -1.3 p.p.
Total revenue	EUR 10 ⁶	287.6	▲ 13.4	230.8	▲ 9.4
Revenue from accommodation	"	203.9	▲ 14.8	166.0	▲ 8.5
RevPAR (Average revenue per available room)	EUR	36.1	▲ 9.0	30.2	▲ 3.9
ADR (Average Daily Rate)	"	92.0	▲ 6.2	83.7	▲ 7.6