



14 September 2023  
TOURIST ACTIVITY  
July 2023

## REVENUE FROM TOURIST ACTIVITY FOLLOWS A DOWNWARD TREND

In July 2023<sup>1</sup>, the tourist accommodation sector<sup>2</sup> accounted for 3.2 million guests (+4.2%)<sup>3,4</sup> and 8.8 million overnight stays (+1.5%), corresponding to EUR 754.0 million in total revenue (+10.6%) and EUR 597.0 million in revenue from accommodation (+11.5%). When compared to July 2019, there were increases of 41.0% in total revenue and 42.4% in revenue from accommodation.

The revenue per available room (RevPAR) stood at EUR 92.4 (+7.4%) and the average daily rate (ADR) reached EUR 137.9 (+9.7%), in this case recording a new historical high, after the previous high in August 2022 (EUR 136.0). When compared to July 2019, there were increases of 32.1% and 29.1%, in the same order. The average daily rate (ADR) reached new historical highs in AM Lisboa (EUR 152.3), RA Açores (EUR 129.4) and RA Madeira (EUR 111.6).

In July 2023, among the municipalities with higher representation in total overnight stays, Albufeira remained below the levels recorded in 2019 (-10.9%). Ourém also stood out, recording the highest growth, compared to July 2022, in overnight stays (+27.2%), both from residents (+15.1%) and non-residents (+34.5%).

In the **accumulated period from January to July 2023**, overnight stays grew by 14.8% (+5.2% in residents and +19.4% in non-residents), corresponding to increases of 26.1% in total revenue and 27.7% in revenue from accommodation (+38.9% and +41.8%, respectively, when compared with the same period in 2019).

When considering **all means of accommodation** (tourist accommodation establishments, camping and holiday camps, and youth hostels), from January to July 2023, there were 18.1 million guests and 46.9 million overnight stays registered, corresponding to increases of 17.1% and 14.5%, respectively. When compared with the same period in 2019, overnight stays increased by 9.9% (+10.7% concerning residents and +9.6% regarding non-residents).

<sup>1</sup> Statistics Portugal released, on the 31<sup>st</sup> of August, the [Tourism activity flash estimate: July 2023](#), which includes the main indicators (guests, overnight stays, breakdown by residents, non-residents, main countries and occupancy rates). In this press release, some of these indicators are presented with a greater geographical breakdown, and the remaining indicators usually published on a monthly basis are disseminated - namely revenue, RevPAR, and ADR - and information on most types of accommodation (including camping and holiday camps and youth hostels) is presented.

<sup>2</sup> Monthly series which includes three types of accommodation facilities: hotel establishments (hotels, apartment hotels, tourist apartments, tourist villages, pousadas, and quintas da Madeira), local accommodation with 10 or more beds (according to the statistical threshold defined by EU Regulation 692/2011) and rural areas and lodging tourism.

<sup>3</sup> The results published in this press release reflect a revision on data from July 2023, compared to the flash estimate published on 31<sup>st</sup> August, due to the correction of a response from an establishment.

<sup>4</sup> Unless stated otherwise, the rates of change presented in this press release correspond to year-on-year rates of change compared to the same period of the previous year.



Table 1. Global results of the tourist accommodation sector

Tourist accommodation establishments	Unit	June 2023		July 2023		Jan - Jul 23	
		Value	Year-on-year change rate (%)	Value	Year-on-year change rate (%)	Value	Year-on-year change rate (%)
<b>Guests</b>	<b>10<sup>3</sup></b>	<b>2 855.7</b>	<b>6.9</b>	<b>3 157.9</b>	<b>4.2</b>	<b>16 751.7</b>	<b>17.6</b>
Residents in Portugal	"	1 064.6	-2.1	1 222.4	1.5	6 614.4	8.3
Residents abroad	"	1 791.1	13.1	1 935.5	5.9	10 137.4	24.6
<b>Overnight stays</b>	<b>10<sup>3</sup></b>	<b>7 439.9</b>	<b>3.6</b>	<b>8 792.3</b>	<b>1.5</b>	<b>42 781.8</b>	<b>14.8</b>
Residents in Portugal	"	2 166.1	-6.9	2 802.3	-2.8	12 787.8	5.2
Residents abroad	"	5 273.8	8.7	5 990.0	3.6	29 994.0	19.4
<b>Average stay</b>	<b>no. of nights</b>	<b>2.61</b>	<b>-3.1</b>	<b>2.78</b>	<b>-2.6</b>	<b>2.55</b>	<b>-2.4</b>
Residents in Portugal	"	2.03	-5.0	2.29	-4.2	1.93	-2.9
Residents abroad	"	2.94	-3.9	3.09	-2.2	2.96	-4.2
Net bed occupancy rate	%	53.0	-0.6 p.p.	59.2	-1.9 p.p.	46.4	3.3 p.p.
Net bedroom occupancy rate	%	63.6	0.1 p.p.	67.0	-1.4 p.p.	56.0	4.9 p.p.
Total revenue	EUR 10 <sup>6</sup>	620.7	13.8	754.0	10.6	3 234.8	26.1
Revenue from accommodation	"	479.5	15.3	597.0	11.5	2 470.0	27.7
RevPAR (Average revenue per available room)	EUR	77.8	11.2	92.4	7.4	60.6	21.2
ADR (Average Daily Rate)	"	122.4	11.1	137.9	9.7	108.3	10.6