

29 August 2025
 TOURIST ACTIVITY
 July 2025: Flash statistics

GROWTH IN OVERNIGHT STAYS AND REVENUE ACCELERATED IN JULY

The **tourist accommodation sector**¹ accounted for 3.4 million guests (+4.3%²) and 9.4 million overnight stays (+3.5%) in **July 2025**, resulting in a total revenue of EUR 891.1 million and EUR 701.6 million revenue from accommodation (+10.6% and +9.2%, respectively).

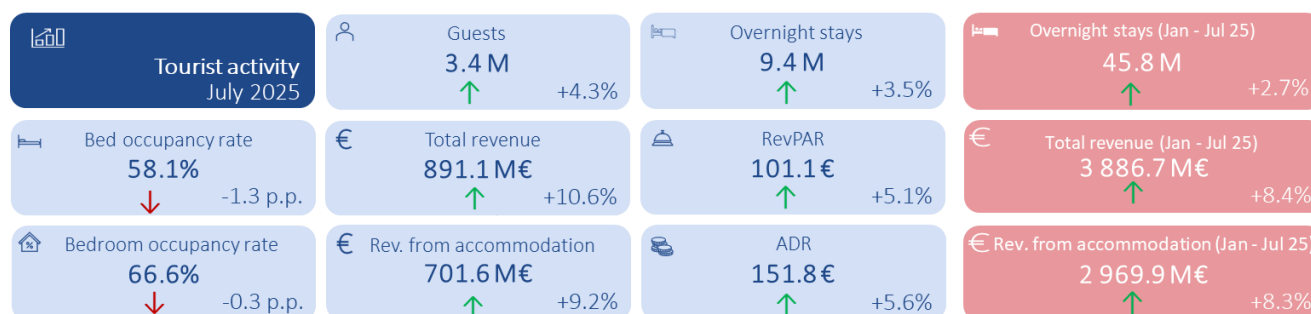
The growth in overnight stays was driven by residents (+6.7%; +5.9% in June) and non-residents (+2.2%; +1.9% in June), for a total of 2.9 million and 6.5 million overnight stays, respectively.

In July, among the top 10 inbound markets in terms of overnight stays, Poland stood out with a 14.0% growth, followed by the United States (+12.3%). Conversely, the Spanish market (-10.0%), as well as the French, the Brazilian, and the Dutch markets (all three with -3.0%) recorded the sharpest declines.

The revenue per available room (RevPAR) was EUR 101.1 (+5.1%), while the average daily rate (ADR) was EUR 151.8 (+5.6%).

Figure 1

MONTHLY OVERVIEW OF THE ACTIVITY OF TOURIST ACCOMMODATION ESTABLISHMENTS, JULY 2025



¹ 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.

² 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.