



13 December 2024  
TOURIST ACTIVITY  
October 2024

## REVENUE SLOWED DOWN DESPITE OVERNIGHT STAYS MAINTAINING THE GROWTH PACE

In **October 2024**<sup>1</sup>, the **tourist accommodation sector**<sup>2</sup> accounted for 3.0 million guests (+3.8%)<sup>3</sup> and 7.6 million overnight stays (+2.5%), amounting to EUR 644.1 million in total revenue (+9.9%) and EUR 490.2 million in revenue from accommodation (+10.7%).

The average revenue per available room (RevPAR) was EUR 74.9 (+7.6%) and the average daily rate (ADR) amounted to EUR 118.5 (+6.3%). The ADR peaked the monthly value in Grande Lisboa (EUR 170.9), followed by Norte (EUR 114.4), RA Madeira (EUR 109.7) and Alentejo (EUR 105.6).

The municipality of Lisboa concentrated 19.6% of all overnight stays (10.3% of the total number of overnight stays spent by residents and 22.7% of those spent by non-residents), increasing by 1.6% (-3.2% regarding residents and +2.4% concerning non-residents). Among the municipalities with the largest number of overnight stays in October, Ourém (2.1% of the total overnight stays) and Portimão (3.8% of the total) stood out with the highest growths (+10.7% and +9.7% respectively).

**Up to October**, overnight stays registered a 3.7% growth, reaching 71.1 million, resulting in a 10.6% increase in total revenue and 10.7% increase in revenue from accommodation. This growth was mainly due to the 4.8% rise in overnight stays of non-residents, while those spent by residents recorded a lower growth (+1.2%).

Considering **all means of accommodation** (tourist accommodation establishments, camping and holiday camps, and youth hostels), there were 3.1 million guests and 8.0 million overnight stays in October, reflecting increases of 3.1% and 1.9%, respectively. The number of overnight stays spent by residents decreased by 0.7% while those spent by non-residents grew by 2.9%.

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<sup>1</sup> On the 29<sup>th</sup> of November, Statistics Portugal released the [Tourism activity flash estimate: October 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).

<sup>2</sup> 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.

<sup>3</sup> 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.