



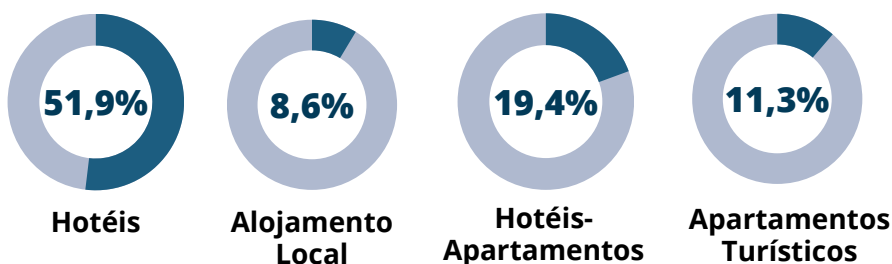
02. REINO UNIDO

MERCADO EM DESTAQUE

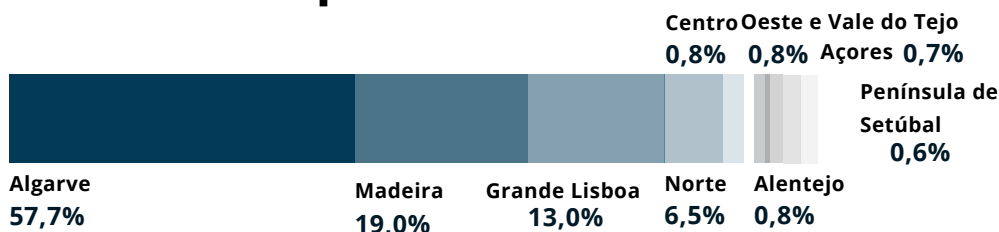
Reino Unido | 2024

SETEMBRO, COM **1,2 MILHÕES**,
FOI O MÊS COM MAIOR
NÚMERO DE DORMIDAS

Dormidas por Tipologia



Dormidas por NUTS II



Motivação de viagem



Fontes: ForwardKeys; INE; Banco de Portugal; SIBS; ANA Aeroportos

1.º

MERCADO TURÍSTICO COM MAIOR NÚMERO DE DORMIDAS

(VAR.24/23)



2,5 M Hóspedes

↑ 4,3%



10,2 M Dormidas

↑ 2,7%



**4.117,8 M €
Receitas Turísticas**

↑ 6,5%



**4,8 M
Passageiros
Desembarcados**

↑ 1,4%



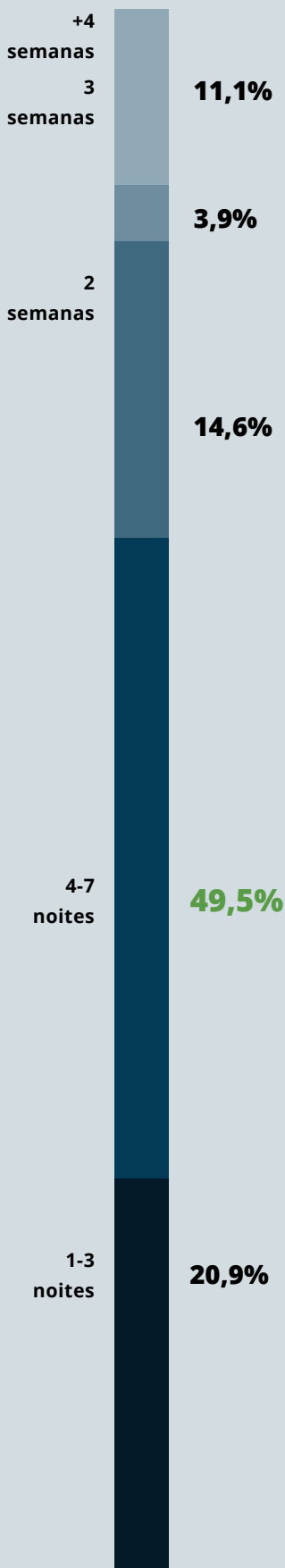
**36,3€
Valor médio de
compra**

↓ -2,3%

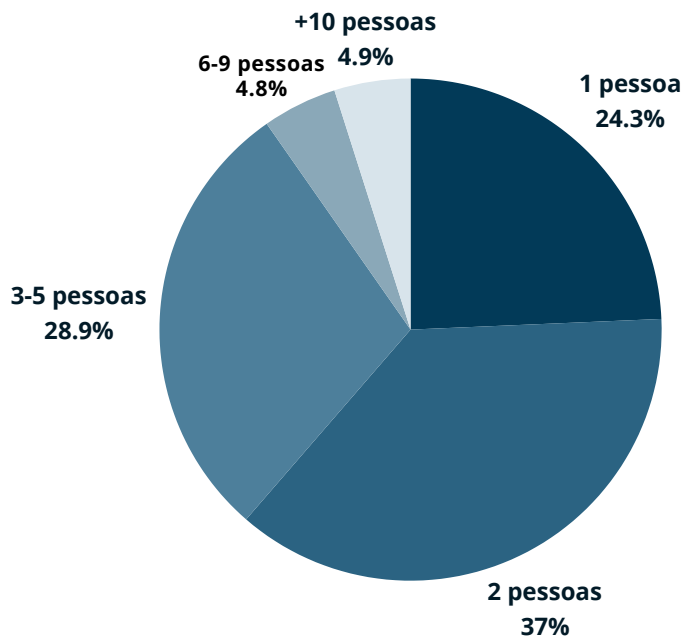
Permanência média

11.0

NOITES EM MÉDIA



Dimensão do grupo



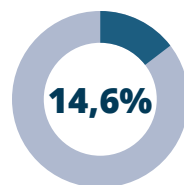
4.0
VISITANTES EM MÉDIA

Canais de Distribuição

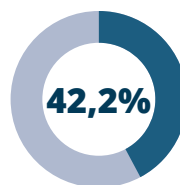
na compra de bilhete de avião



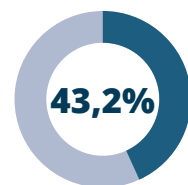
Tipos de agências de viagens



Corporate TA



Retail TA



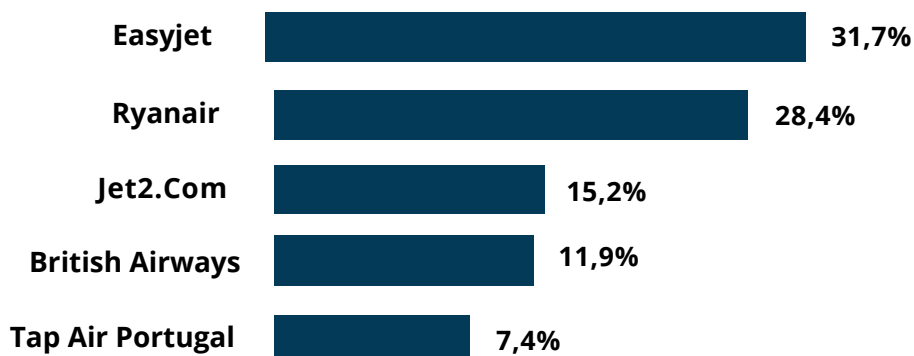
Online TA

Top 5 Agências de Viagens

1. ETRAVELI GROUP AB (Gotogate Sa)
2. VACATIONSPOT, S.L.
3. ST&H LTD
4. VACACIONES EDREAMS S.L.
5. LMNEXT SERVICES (UK) LTD

Fonte: ForwardKeys

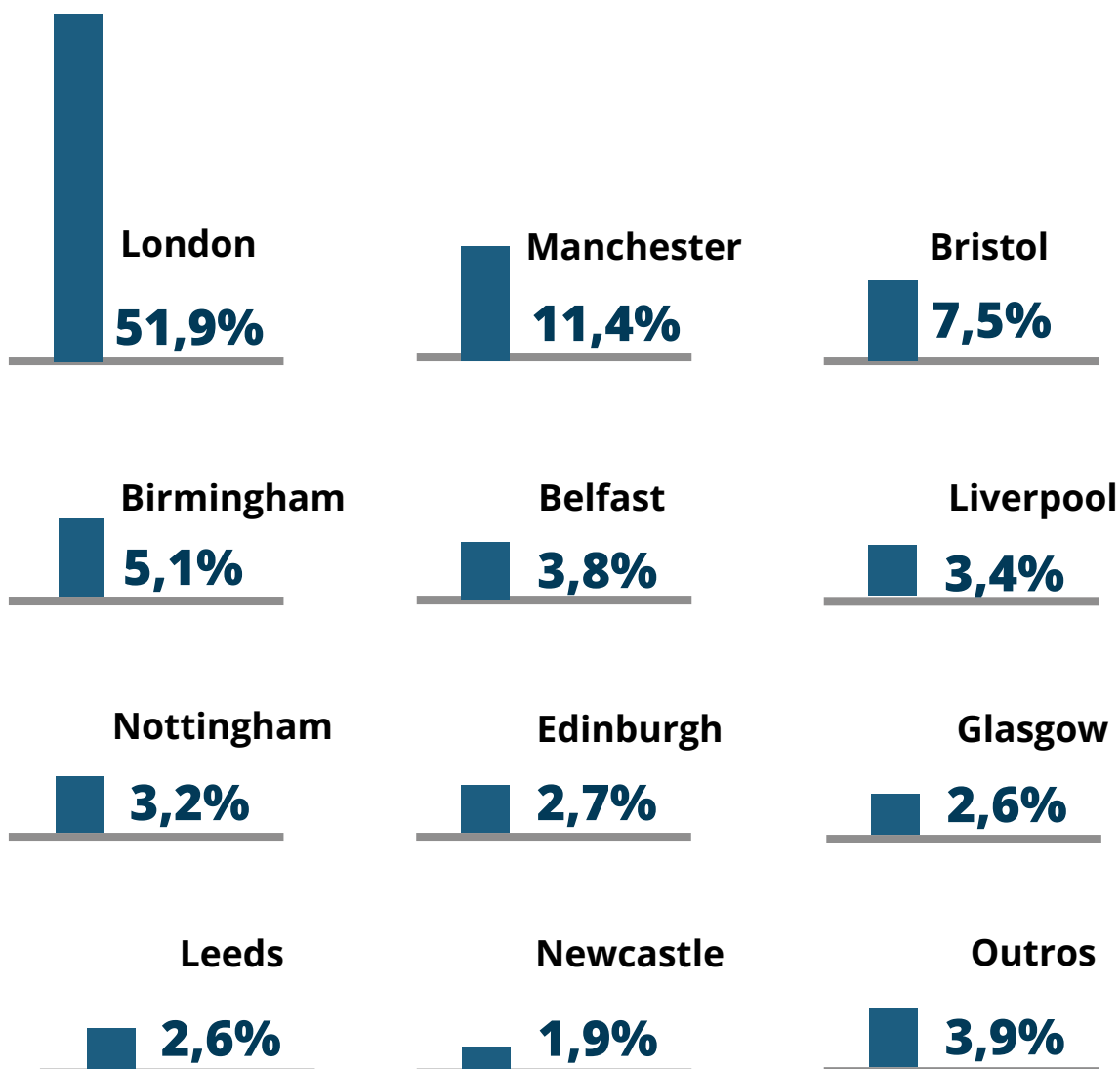
Top 5 Companhias Aéreas | Quota



4.º

**MAIOR MERCADO
EMISSOR DE
TURISTAS A NÍVEL
MUNDIAL**

Cidades de origem do voo | Quota



Fontes: ForwardKeys; Banco Mundial; OMT - Organização Mundial do Turismo

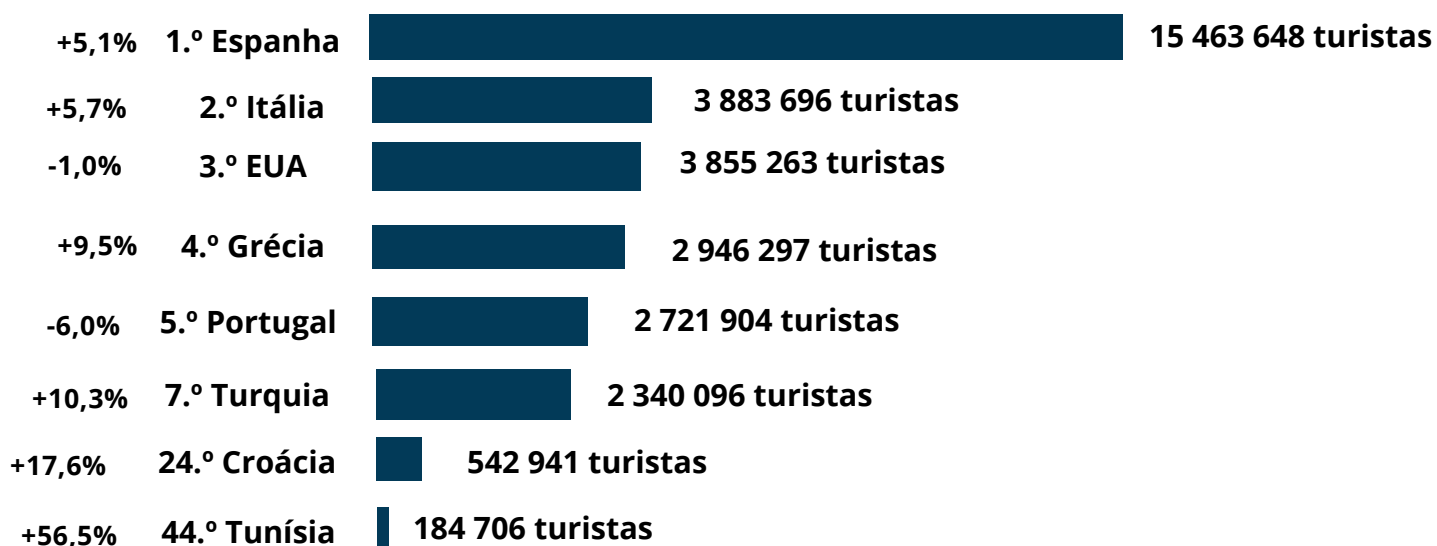
Principais destinos e Portugal / Concorrência



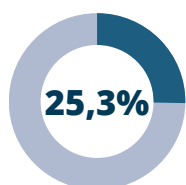
61 060 831
TURISTAS
+5,3%

5.º

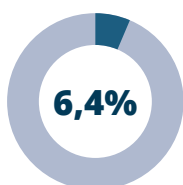
RANKING PORTUGAL
NOS FLUXOS GLOBAIS
TURÍSTICOS OUTBOUND DO
REINO UNIDO POR VIA AÉREA



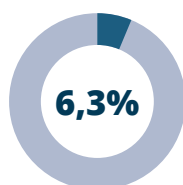
Quota por país



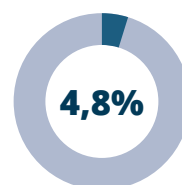
Espanha



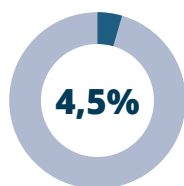
Itália



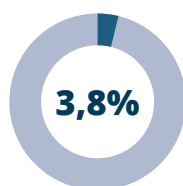
EUA



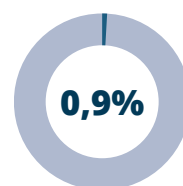
Grécia



Portugal



Turquia



Crócia



Tunísia

Fontes: ForwardKeys