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Tourism in Lisbon
2021

A.M. Lisboa | Supply Indicators - 2021

Establishments	Rooms	Beds
869	35,4 K	77,9 K
22,9%	31,9%	29,7%
Change 21/20	Change 21/20	Change 21/20
3,0%	-0,6%	-0,8%
CAGR 21/17	CAGR 21/17	CAGR 21/17

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A.M. Lisboa | Supply

Establishments (unit - July)

- ● Establishments — Change

	2017	2018	2019	2020	2021
Establishments	771	908	1.155	707	869
Change	24,2%	17,8%	27,2%	-38,8%	22,9%
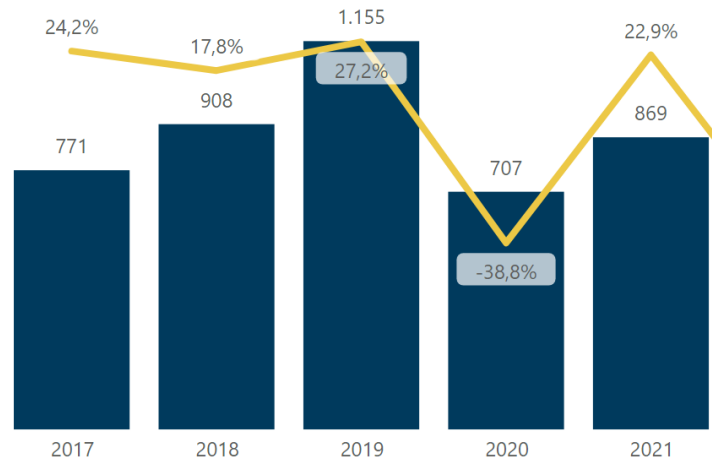
Rooms (unit - July)

- ● Rooms — Change

	2017	2018	2019	2020	2021
Rooms	36.284	37.889	41.159	26.814	35.376
Change	6,8%	4,4%	8,6%	-34,9%	31,9%
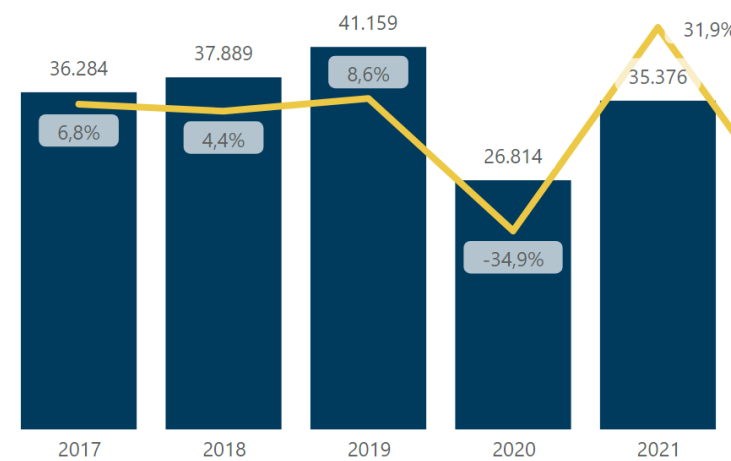
Beds (unit - July)

- ● Beds — Change

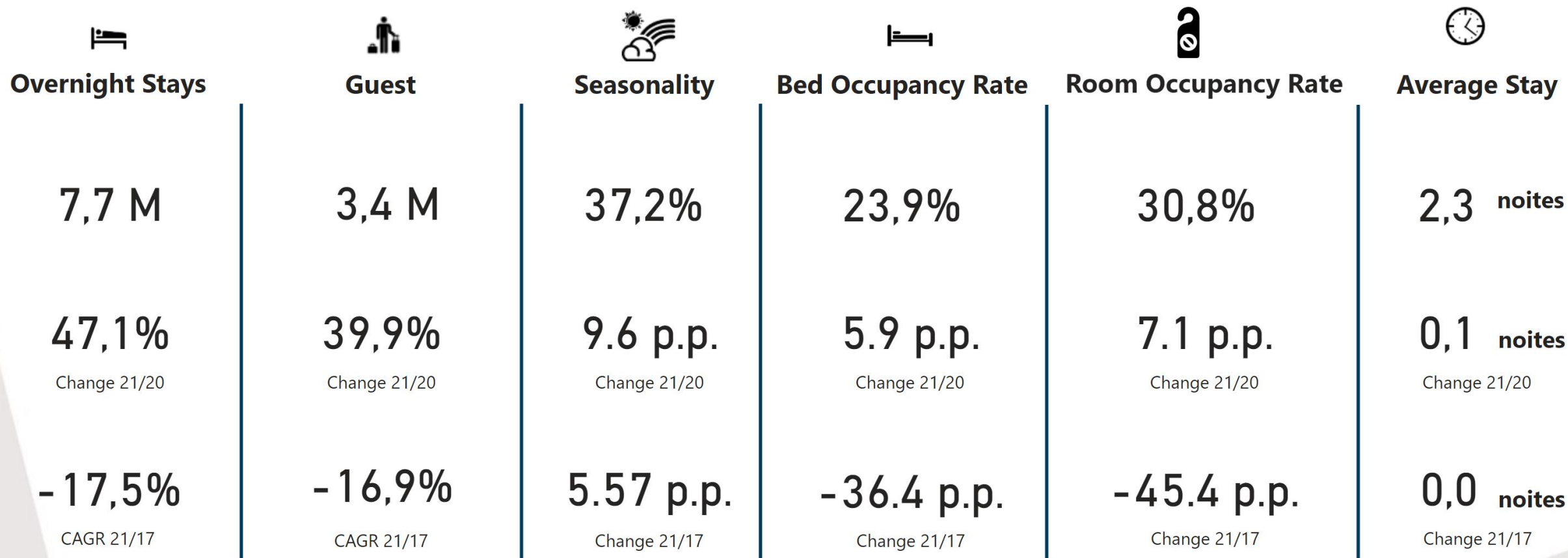|	2017	2018	2019	2020	2021
Beds	80.416	84.184	92.174	60.047	77.880
Change	7,1%	4,7%	9,5%	-34,9%	29,7%
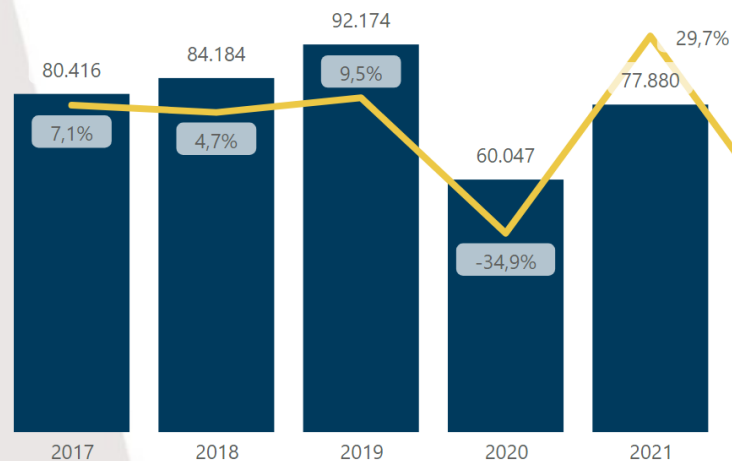
The Lisbon Metropolitan Area was one of the regions where the impact of the Covid-19 pandemic was most felt, with strong downturns recorded in all tourism indicators, during 2020.

In 2021, although there were still some periods of confinement, motivated by new variants of the coronavirus, the recovery took place gradually and consistently, but which still did not equal 2019, the pre-pandemic year, in terms of hotel offer:
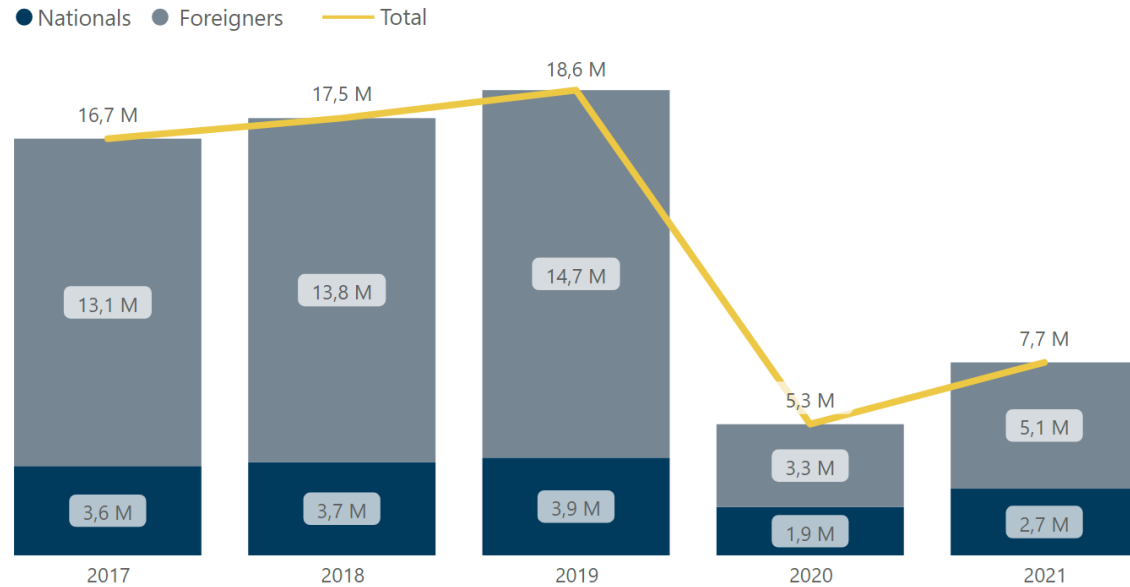
- 869 establishments (+23% compared to 2020, but -25% compared to 2019);
- 35.376 rooms (+32% compared to 2020, but -14% compared to 2019);
- 77.880 beds (+30% compared to 2020, but -16% compared to 2019).

Source: INE - Instituto Nacional de Estatística (definitive data)

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A.M. Lisboa | Demand Indicators – 2021

Overnight Stays	Guest	Seasonality	Bed Occupancy Rate	Room Occupancy Rate	Average Stay
7,7 M	3,4 M	37,2%	23,9%	30,8%	2,3 noites
47,1%	39,9%	9.6 p.p.	5.9 p.p.	7.1 p.p.	0,1 noites
Change 21/20	Change 21/20	Change 21/20	Change 21/20	Change 21/20	Change 21/20
-17,5%	-16,9%	5.57 p.p.	-36.4 p.p.	-45.4 p.p.	0,0 noites
CAGR 21/17	CAGR 21/17	Change 21/17	Change 21/17	Change 21/17	Change 21/17

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A.M. Lisboa | Overnight Stays

Overnights Stays [million]

● Nationals ● Foreigners ━ Total

	2017	2018	2019	2020	2021
Total	16,7 M	17,5 M	18,6 M	5,3 M	7,7 M
Foreigners	13,1 M	13,8 M	14,7 M	3,3 M	5,1 M
Nationals	3,6 M	3,7 M	3,9 M	1,9 M	2,7 M

Change 21/20

Nationals	Foreigners	Total
37,7%	52,7%	47,1%

The evolution trend seen in terms of supply followed that of demand. It was recorded:
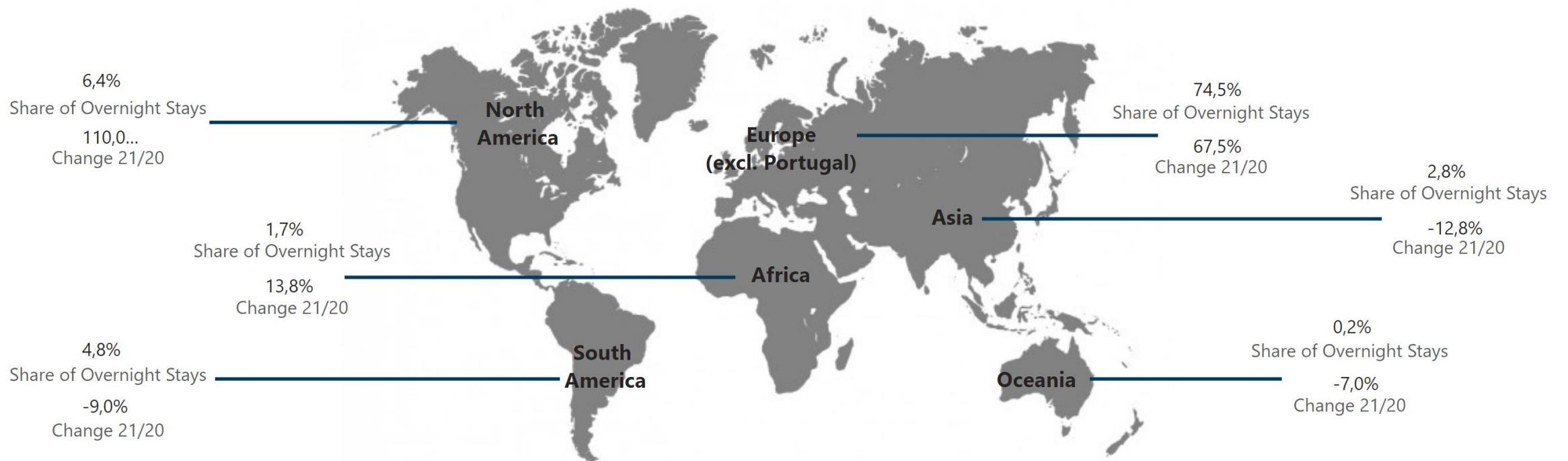
- 7.7 million overnight stays, of which 5.1 million were non-residents and 2.7 million were residents. In global terms, almost 2.5 million more overnight stays were accounted for, compared to 2020 (+47%), but 10.9 million less than in 2019 (-59%);

- Non-residents increased by 53% compared to 2020 (-66% compared to 2019) and residents by 38% (-32% compared to 2019).

Overnight stays 2021 by NUTS II [millions]

● Nationals ● Foreigners ━ Total

	A.M. Lisboa
Total	7,7 M
Foreigners	5,1 M
Nationals	2,7 M

The Lisbon M.A. was, in 2021, the 2nd region with the highest number of overnight stays from abroad (27% of the total overnight stays from abroad in the country) and the 4th when the reference is the overnight stays of residents (14% of the total of overnight stays of residents of the country).

At Lisbon M.A., the proportion of overnight stays from the external market is preponderant:
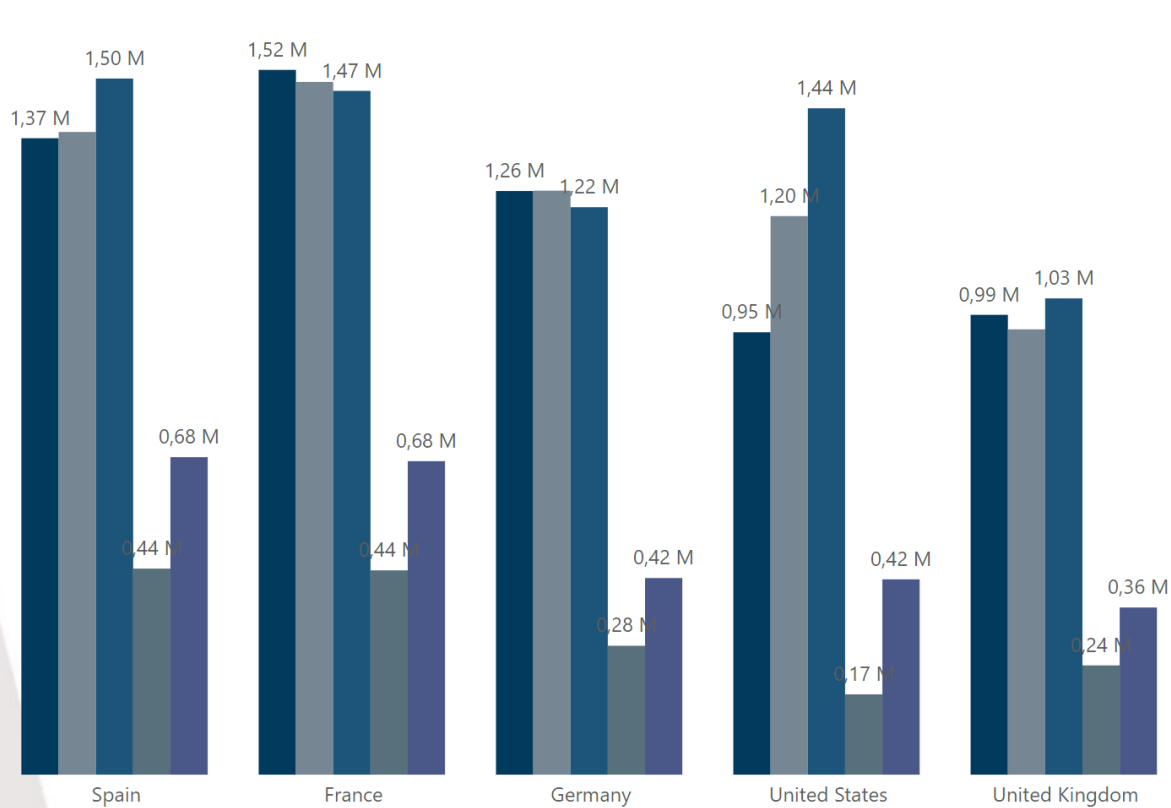
- 2019 → 79%
- 2020 → 63%
- 2021 → 65%

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A.M. Lisboa | Overnight Stays - 2021

6,4%
Share of Overnight Stays
110,0...
Change 21/20

North America

74,5%
Share of Overnight Stays
67,5%
Change 21/20

Europe (excl. Portugal)

2,8%
Share of Overnight Stays

Asia

-12,8%
Change 21/20

1,7%
Share of Overnight Stays
13,8%
Change 21/20

Africa

4,8%
Share of Overnight Stays
-9,0%
Change 21/20

South America

0,2%
Share of Overnight Stays

Oceania

-7,0%
Change 21/20

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A.M. Lisboa | Overnight Stays

Top 10 Overnight Stays – Source Markets [million]

● 2017 ● 2018 ● 2019 ● 2020 ● 2021

Spain: 1,37 M · 1,50 M · 1,50 M · 0,44 M · 0,68 M
France: 1,52 M · 1,47 M · 0,44 M · 0,68 M
Germany: 1,26 M · 1,22 M · 0,28 M · 0,42 M
United States: 0,95 M · 1,20 M · 1,44 M · 0,17 M · 0,42 M
United Kingdom: 0,99 M · 1,03 M · 0,24 M · 0,36 M
Brazil: 1,41 M · 1,59 M · 0,38 M · 0,33 M
Italy: 0,76 M · 0,82 M · 0,20 M · 0,30 M
Netherlands: 0,43 M · 0,46 M · 0,10 M · 0,24 M
Belgium: 0,30 M · 0,31 M · 0,07 M · 0,17 M
Switzerland: 0,29 M · 0,27 M · 0,07 M · 0,12 M

Top 10 Mercados em Variação e Quotas [%]

● Change 21/20 ● Share 2021

Market	Change 21/20	Share 2021
Spain	54,1%	13,4%
France	53,4%	13,4%
Germany	52,6%	8,4%
United States	143,2%	8,3%
United Kingdom	53,0%	7,1%
Brazil	-11,4%	6,6%
Italy	48,3%	5,8%
Netherlands	148,7%	4,8%
Switzerland	33,9%	3,6%
All Countries	33,9%	3,6%
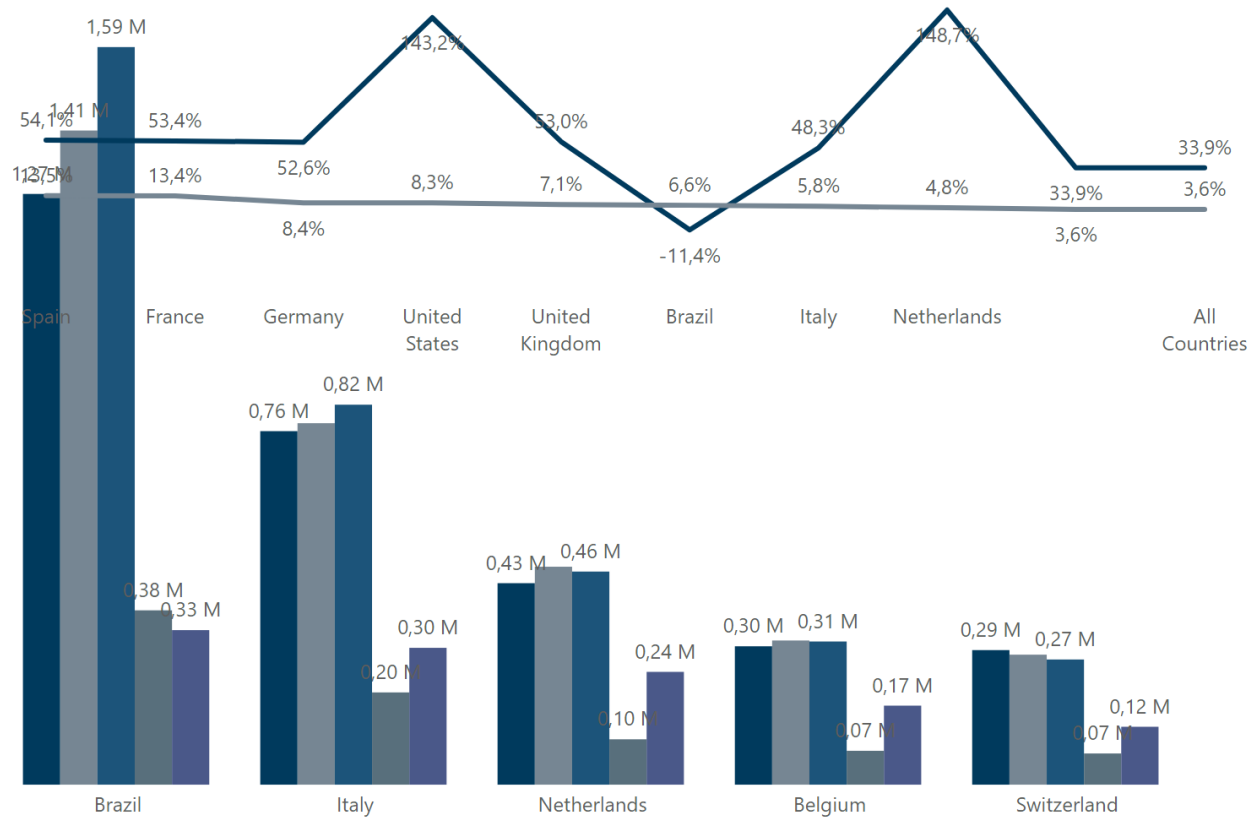
The group of foreign markets that made up the TOP 10, in 2021, represented 74% of total external demand (72% in 2020 and 69% in 2019).
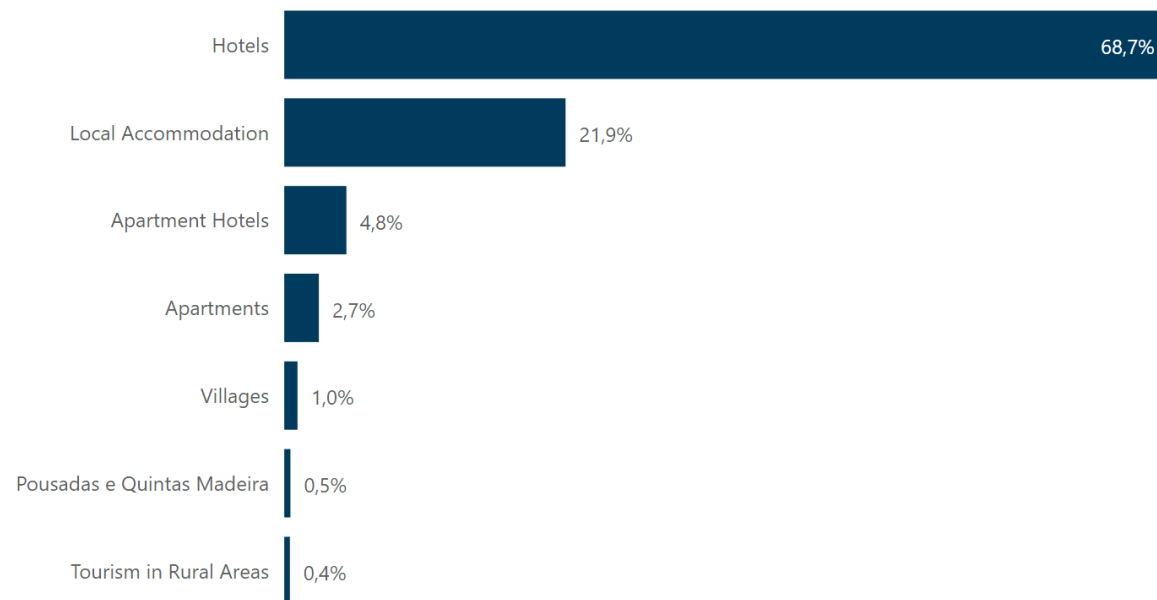
There were changes in the positions of some markets compared to 2020: Brazil drops 3 places, Germany rises 1 place, the USA rises 3 places and Italy drops 1 place.

It should be noted that Belgium and Switzerland, now ranked 9th and 10th, did not enter the TOP 10 of 2019; these places belonged to China and Canada.

All these markets recorded increases compared to 2020, with the exception of Brazil (-11%). Compared to 2019 (pre-pandemic year), all of them still showed decreases of more than 45%.

Source: INE - Instituto Nacional de Estatística (definitive data)

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A.M. Lisboa | Overnight Stays

Share of overnight stays in 2021 by type

Type	Share
Hotels	68,7%
Local Accommodation	21,9%
Apartment Hotels	4,8%
Apartments	2,7%
Villages	1,0%
Pousadas e Quintas Madeira	0,5%
Tourism in Rural Areas	0,4%

Share of hotel categories in 2021

- 1* 1,4%
- 2* 8,9%
- 3* 26,1%
- 4* 46,9%
- 5* 16,7%

Hotels were the preferred typology of tourists who stayed in Lisbon M.A., in 2021.

69% of overnight stays were in hotels; local accommodation followed with 22% of overnight stays and apartment hotels took 3rd place, but with a much lower share (5%).
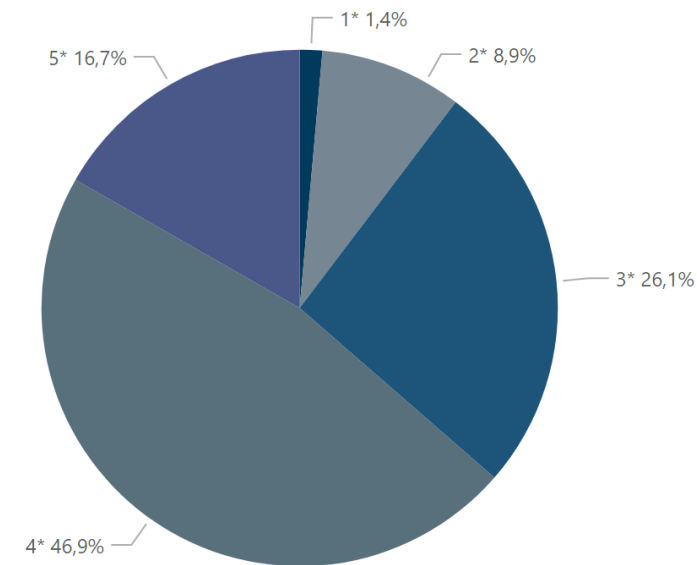
In the "hotel" category, 4* hotels recorded the highest number of overnight stays (47%), followed by 3* hotels with 26% and 5* hotels with 17% of demand.

This distribution has shown homogeneity over the last few years. In 2019, the pre-pandemic year, 4* hotels recorded a 49% share of overnight stays, 3* hotels 23% and 5* hotels 19%.

Source: INE - Instituto Nacional de Estatística (definitive data)

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A.M. Lisboa | Guests

Guests [thousands]

● Nationals ● Foreigners ── Total

Year	Foreigners	Nationals	Total
2017	5.152,6 K	1.982,9 K	7.135,5 K
2018	5.483,6 K	2.058,7 K	7.542,4 K
2019	5.986,6 K	2.230,0 K	8.216,7 K
2020	1.326,8 K	1.106,4 K	2.433,2 K
2021	1.941,1 K	1.463,9 K	3.405,0 K
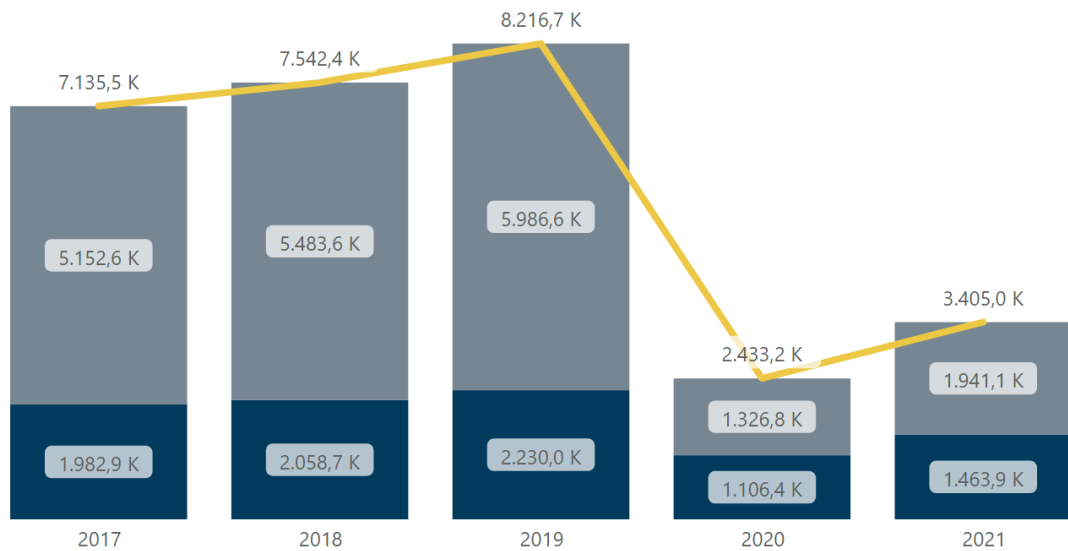
Change 21/20

32,3%	46,3%	39,9%
Nationals	**Foreigners**	**Total**

When guests are the reference, and as 2021 was a year of recovery in relation to the foreign market, there was greater consistency in the predominance of foreigners in the region (57% share in 2021, when in 2020 it had been 55% and 73% in 2019).

- 3.4 million guests, of which 1.9 million were non-residents and 1.5 million were residents. In global terms, there were 971.8 thousand more guests, compared to 2020 (+40%), but 4.8 million less than in 2019 (-59%);
- Residents increased by 32% compared to 2020 (-34% compared to 2019) and non-residents by 46% (-68% compared to 2019).
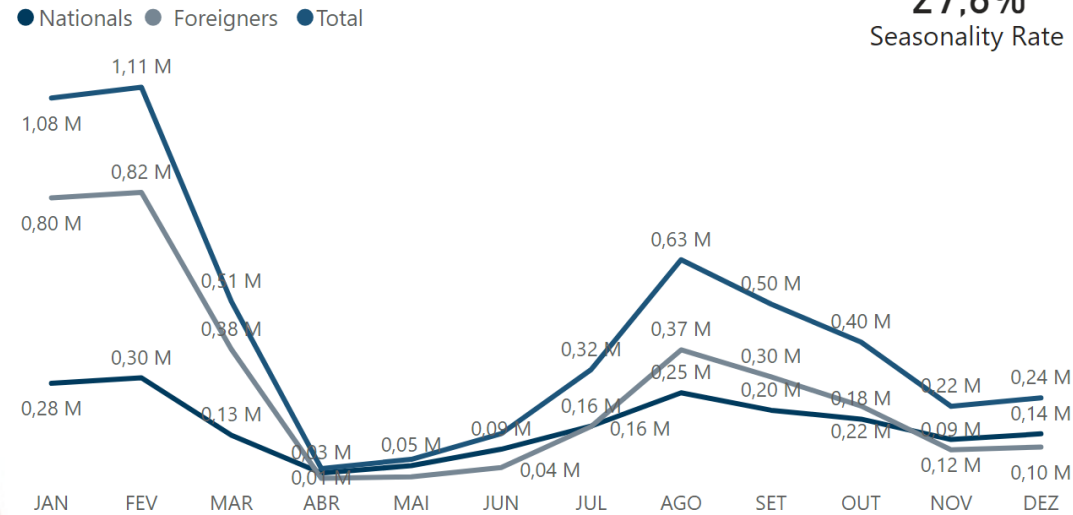
Guests 2021 by NUTS II [millions]

●Nationals ● Foreigners ── Total

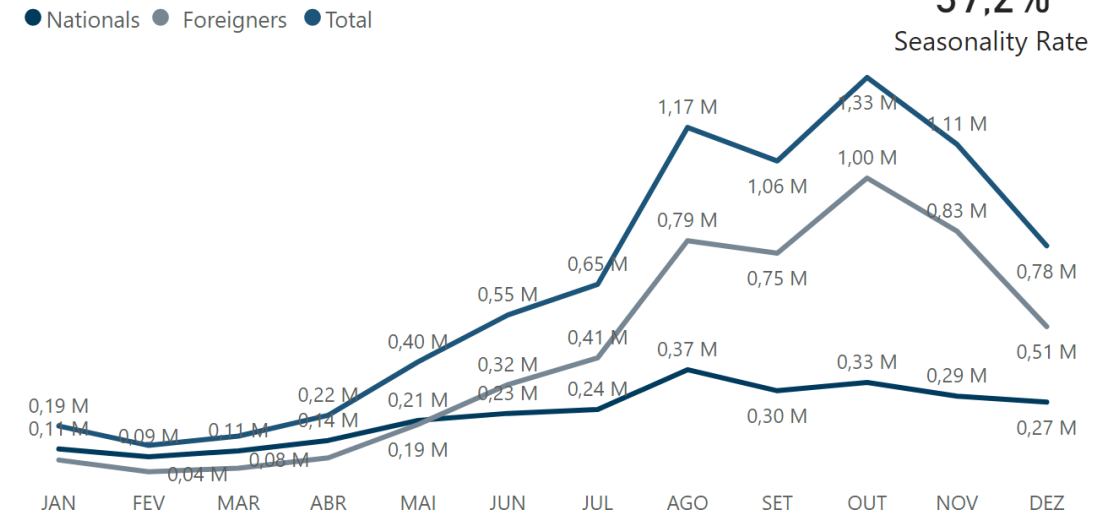| A.M. Lisboa	Value
Total	3,4 M
Foreigners	1,9 M
Nationals	1,5 M
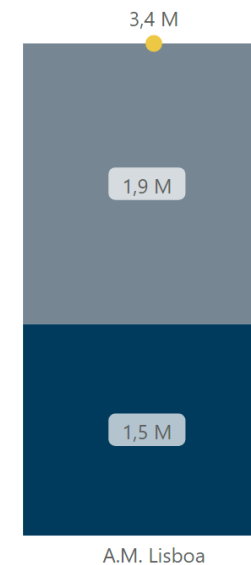
Lisbon M.A. was, in 2021, the 1st region of the country, with the highest number of non-resident guests (33% of the total number of guests from abroad in the country) and the 3rd when the reference is resident guests (17% of the total of guests residing in the country).

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A.M. Lisboa | Seasonality

Overnight stays 2020 [millions]

● Nationals   ● Foreigners   ● Total

27,6%
Seasonality Rate

1,08 M
1,11 M
0,80 M
0,82 M
0,51 M
0,38 M
0,30 M
0,28 M
0,13 M
0,03 M
0,01 M
0,05 M
0,09 M
0,04 M
0,32 M
0,16 M
0,16 M
0,63 M
0,37 M
0,25 M
0,50 M
0,30 M
0,20 M
0,40 M
0,18 M
0,22 M
0,22 M
0,09 M
0,24 M
0,14 M
0,12 M
0,10 M

JAN FEV MAR ABR MAI JUN JUL AGO SET OUT NOV DEZ

Overnight stays 2021 [millions]

● Nationals   ● Foreigners   ● Total

37,2%
Seasonality Rate

0,19 M
0,11 M
0,09 M
0,11 M
0,04 M
0,08 M
0,14 M
0,19 M
0,40 M
0,22 M
0,32 M
0,21 M
0,55 M
0,23 M
0,65 M
0,41 M
0,24 M
0,79 M
0,37 M
1,17 M
1,06 M
0,75 M
1,33 M
1,00 M
0,30 M
1,11 M
0,83 M
0,33 M
0,78 M
0,29 M
0,51 M
0,27 M

JAN FEV MAR ABR MAI JUN JUL AGO SET OUT NOV DEZ

As already mentioned in this report, one of the concerns taken into account in the 2020-2027 Tourism Strategy was to promote policies that promote the sustainability of tourism activity throughout the year, combating the seasonality that exists in the country.

The numbers show that Lisbon M.A. was one of the regions most affected by this pandemic, from which it is already recovering, but still with values that are far from the historic year for tourism, which was 2019.

In this way, of the 30.9% seasonality rate recorded in 2019, the year 2020 ended with a value of 27.6% (-3.3 p.p.). This descent occurred because, in the summer of 2020, several confinements were imposed by the government, in particular in the Lisbon M.A. , prohibiting travel, even between councils.

In 2021, trips were also conditioned at certain times of the year, in accordance with the appearance of new variants of Covid-19, and the value of the seasonality rate rose to 37.2% (+6.3 p.p.).

It should be noted that, given the atypical nature of the years 2020 and 2021, the seasonality rate was heavily conditioned, with the restrictions adopted to combat the pandemic.

Note: concentration of overnight stays in the months of July, August and September)

Source: INE - Instituto Nacional de Estatística (definitive data)

A.M. Lisboa | Seasonality

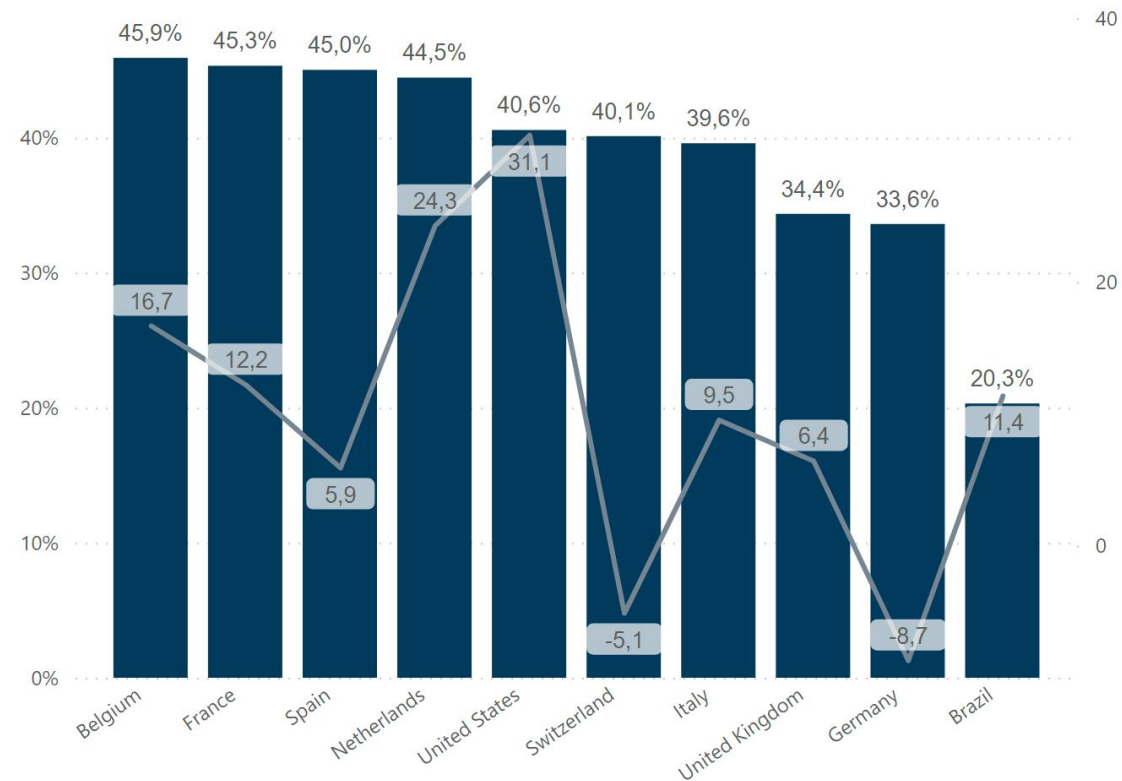## Seasonality Rate by market in the year 2020

Seasonality Rate by market in the year 2021
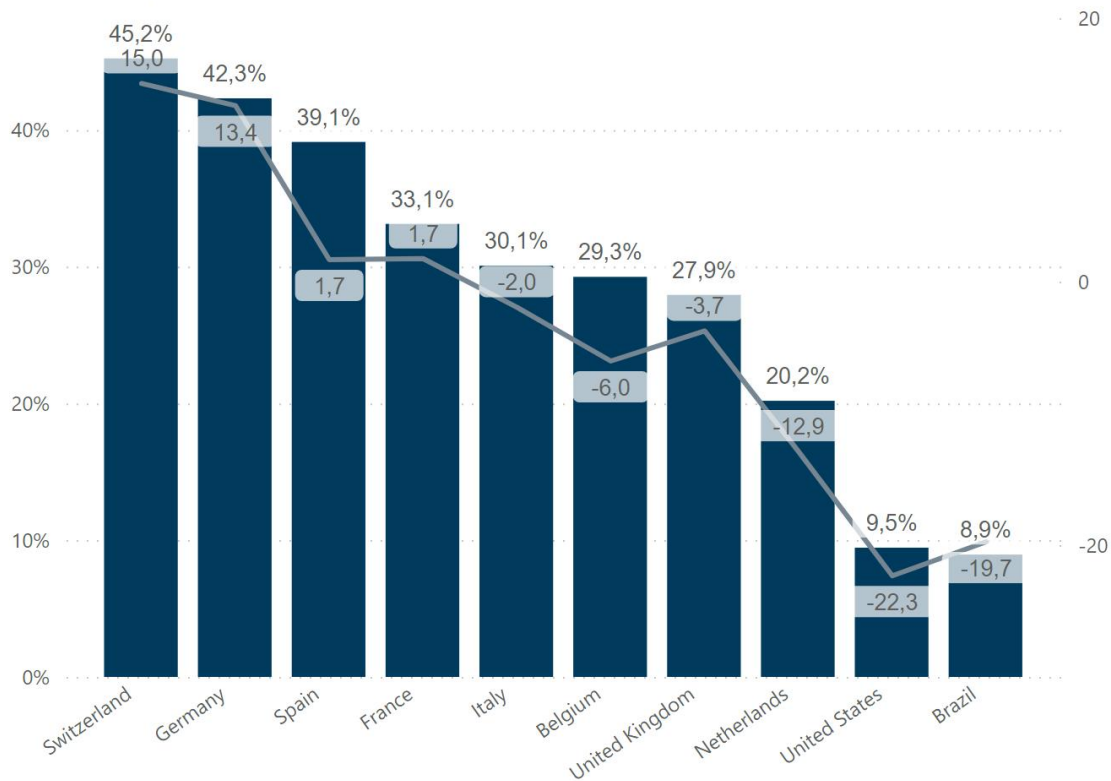
From the point of view of the TOP 10 by markets, in relation to the seasonality rate, the conclusions are the usual ones.

Tight security measures prevented people from traveling.

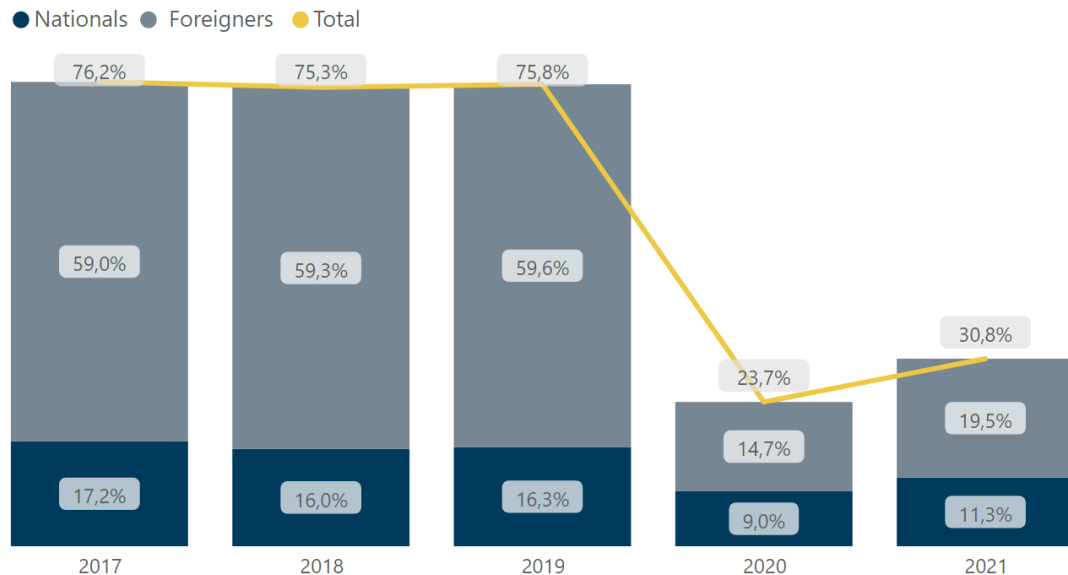Considering some of the main markets, in terms of usual demand for the region, the situation in 2021 was as follows:

- Brazil, the seasonality rate which in 2019 was 28.7%, increased to 20.3% in 2021, motivated by the drop that this market evidenced in terms of demand;
- Spain, 37.5% in 2019 and 45.0% in 2021;
- France, 31.4% in 2019 and 45.3% in 2021;
- USA 31.8% vs 40.6%;
- Germany, 28.9% vs 33.6%.

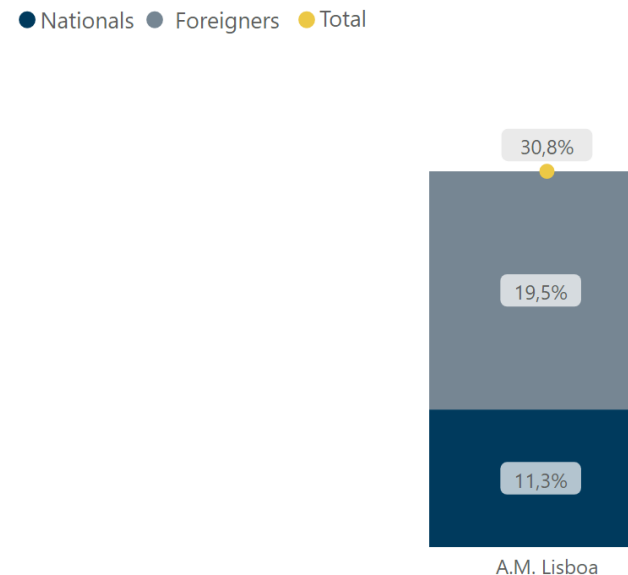Note: concentration of overnight stays in the months of July, August and September)

Source: INE - Instituto Nacional de Estatística (definitive data)

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A.M. Lisboa | Occupancy Rates

Room Occupancy Rate (ROR) [%]

● Nationals ● Foreigners ● Total

Year	Total	Foreigners	Nationals
2017	76,2%	59,0%	17,2%
2018	75,3%	59,3%	16,0%
2019	75,8%	59,6%	16,3%
2020	23,7%	14,7%	9,0%
2021	30,8%	19,5%	11,3%

Room Occupancy Rate (ROR) [%]

● Nationals ● Foreigners ● Total

A.M. Lisboa	Total	Foreigners	Nationals
	30,8%	19,5%	11,3%

Room Occupancy Rates indicator shows the impact of the pandemic in the region.

The years 2020 and 2021 saw sharp declines in occupancy, with greater incidence in foreign guests (from 59.6% of room occupancy in 2019, it dropped to 19.5% in 2021, that is, a decrease of 40.1 p.p.).

With regard to the residents, many of whom chose to remain in Portugal, the declines were less pronounced (from 16.3% room occupancy in 2019 to 11.3% in 2021, a decrease of just 5.0 p.p.) .

Lisbon M.A. which, in 2019, was the region with the fourth highest occupancy rate in the country with 75.8%, occupied, in 2021, the 6th position, with 30.8%.
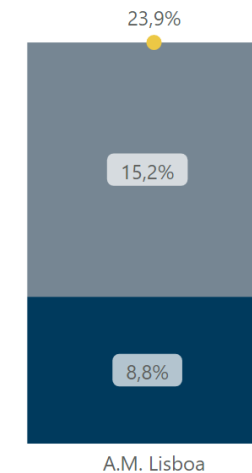
Source: Turismo de Portugal

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A.M. Lisboa | Occupancy Rates

Bed Occupancy Rate (BOR) [%]

● Nationals ● Foreigners ● Total

	2017	2018	2019	2020	2021
Total	60,3%		60,4%	18,0%	23,9%
Foreigners	46,6%	47,0%	47,4%	11,2%	15,2%
Nationals	13,6%	12,7%	13,0%	6,9%	8,8%
		59,7%			

Bed Occupancy Rate (BOR) [%]

● Nationals ● Foreigners ● Total

A.M. Lisboa — Total 23,9%, Foreigners 15,2%, Nationals 8,8%
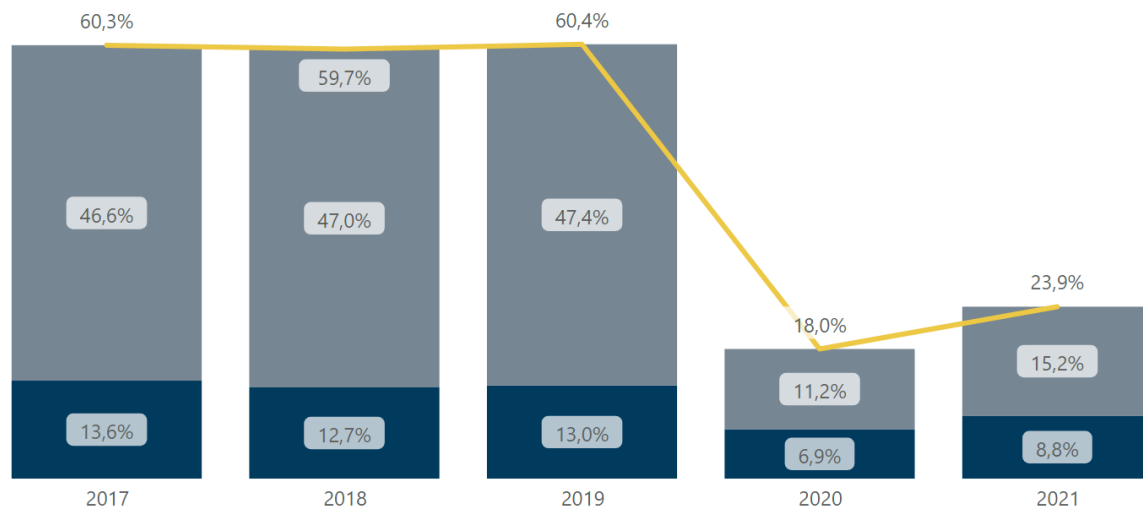
As on the previous slide, regarding the room occupancy rate, the years 2020 and 2021 also showed sharp drops in bed occupancy, with greater incidence in guests from abroad (from 47.4% of bed occupancy in 2019, there was a decrease to 15.1% in 2021, that is, a decrease of 32.3 p.p.).

With regard to Portuguese guests, the declines were less pronounced (from 13.0% bed occupancy in 2019 to 8.7% in 2021, a decrease of just 4.3 p.p.).

Lisbon M.A., which in 2019 was the region with the 2nd highest bed occupancy rate in the country, with 60.4%, became, in 2021, the lowest value in the country, with 23.9%.

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A.M. Lisboa | Profitability Indicators - 2021

Total Revenue	Room Revenue	RevPar
504,4 M	390,4 M	33,32 €
59,8%	64,1%	43,0%
Change 21/20	Change 21/20	Change 21/20
-18,4%	-18,5%	-16,6%
CAGR 21/17	CAGR 21/17	CAGR 21/17

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A.M. Lisboa | Total Revenue

Total Revenue [million €]

● Total Revenue ── Change

- 1.151,8 M (2017) — 23,7%
- 1.267,3 M (2018) — 10,0%
- 1.372,2 M (2019) — 8,3%
- 315,7 M (2020) — -77,0%
- 504,4 M (2021) — 59,8%

Total Revenue [million €] by NUTS II

● Total Revenue ── Change

- 504,4 M — 59,8% (A.M. Lisboa)

Global revenue from Lisbon M.A., decreased by 77% in 2020, due to the Covid-19 pandemic, but already showed recovery in 2021, reaching €504.4 million, which translated into an increase of 60% (another €188.7 million).

If we evaluate the drop seen in 2021 compared to 2019 (pre-pandemic year), the accommodation units earned €867.8 million less in global revenue (-63%).
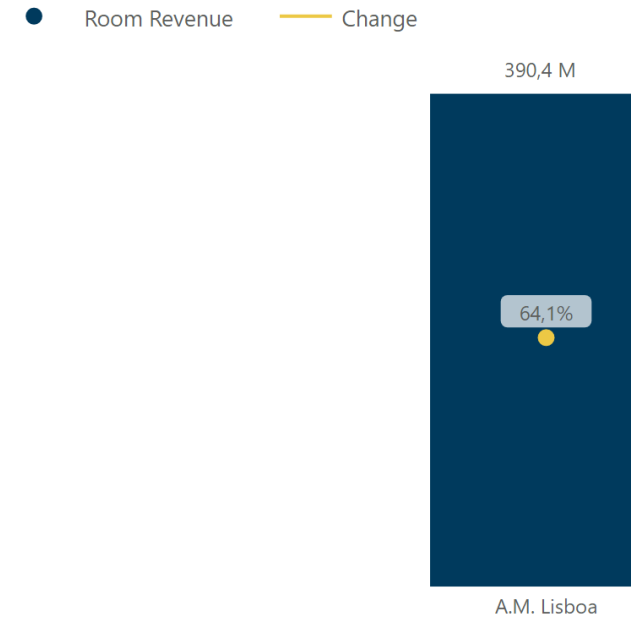
Lisbon M.A., which in 2019 was the region that registered the highest value in the country with €1.4 billion, in 2021 dropped one place, with a drop of 63%.

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A.M. Lisboa | Room Revenue

Room Revenue [millions €]

● Room Revenue   — Change

894,6 M	1.005,0 M	1.083,7 M	238,0 M	390,4 M
26,8%	12,3%	7,8%	-78,0%	64,1%
2017	2018	2019	2020	2021
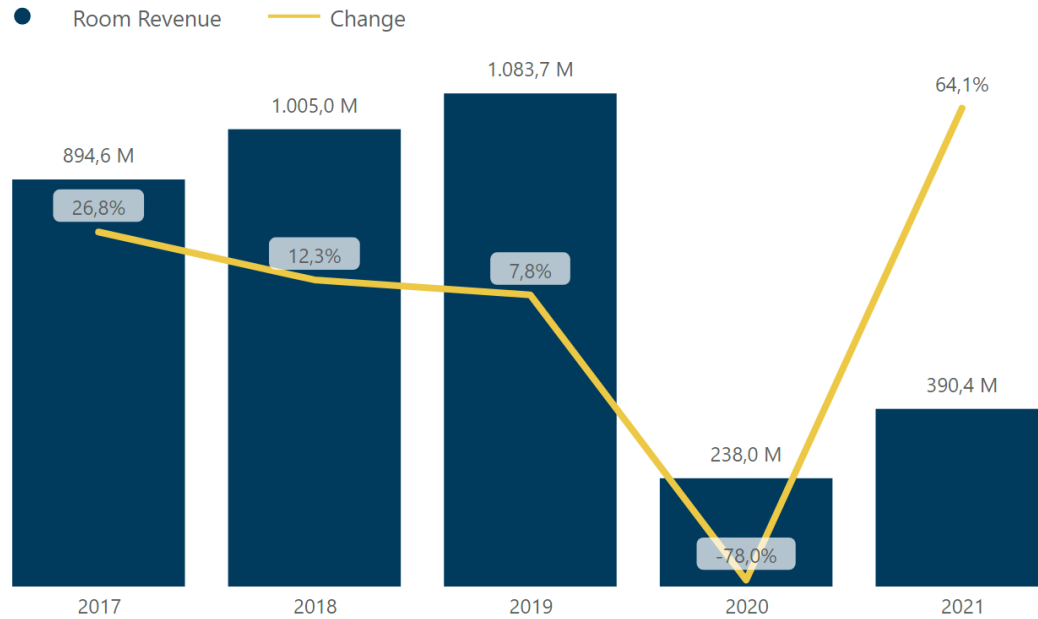
Room Revenue [millions €] por NUTS II

● Room Revenue   — Change

390,4 M

64,1%

A.M. Lisboa

Room revenue from Lisbon M.A., decreased by 78% in 2020, due to the Covid-19 pandemic, but recovered in 2021 with the amount rising to €390.4 million, which translated into an increase of 64% (plus €152.4 million).

If we evaluate the drop seen compared to 2019 (pre-pandemic year), accommodation units earned €693.3 million less in room revenue (-64%).
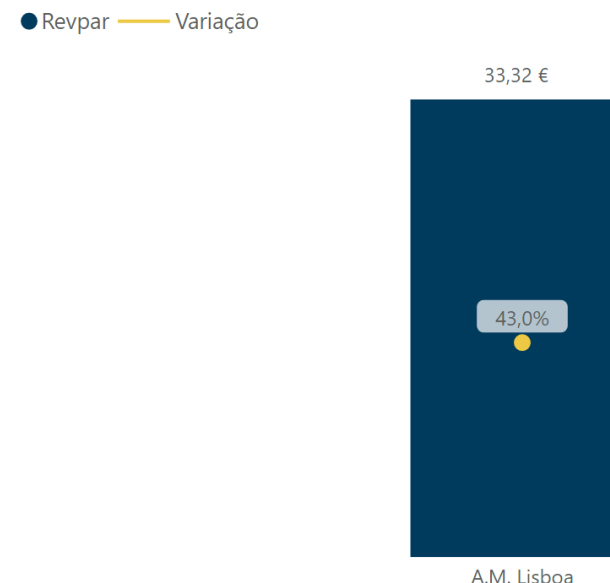
Also in room revenue, Lisbon M.A. was the region that, in 2019, recorded the highest amount in the country, with €1.1 billion, in 2020 and 2021 it moved to 2nd place.

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A.M. Lisboa | RevPar

Average revenue per available room (RevPAR) [€]

● Revpar ——— Variação

2017	2018	2019	2020	2021
68,94 €	74,22 €	73,71 €	23,31 €	33,32 €
19,8%	7,7%	-0,7%	-68,4%	43,0%

Average revenue per available room (RevPAR) [€]

● Revpar ——— Variação

33,32 €

43,0%

A.M. Lisboa
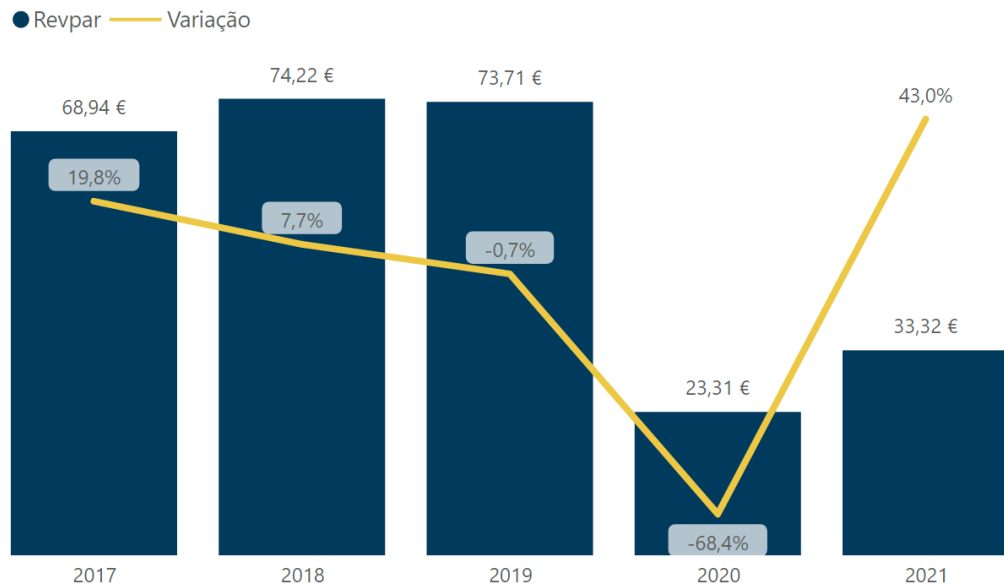
The average revenue per available room (RevPar) followed the evolution of the other indicators and stood at €23.31 in 2020, the lowest value in the last five years represented here (-€50.40 compared to 2019, i.e. -68%).

A growth of 43% from 2020 to 2021 placed RevPar at €33.32, but still 55% less compared to 2019 (-€40.39).

As well as in room revenue, also in RevPar, the Lisbon M.A. was the region that, in 2019, registered the highest amount in the country, with €73.71. In 2021, with €33.32, it moved to 4th place.

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A.M. Lisboa | ADR

Average revenue per occupied room (ADR) [€]

● ADR ── Variação

106,98 €

77,79 €

87,99 €

13,1%

-27,3%

2019   2020   2021

Average revenue per occupied room (ADR) [€]

● ADR ── Variação
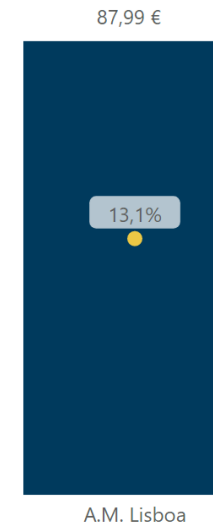

87,99 €

13,1%

A.M. Lisboa
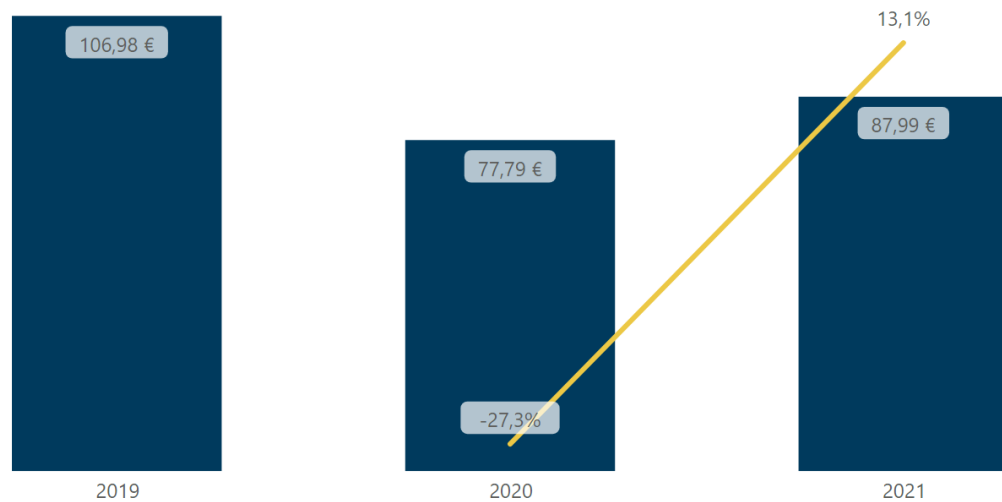
The average revenue per occupied room (ADR) accompanied the evolution of the other indicators and stood at €77.79 in 2020.

A growth of 13% from 2020 to 2021 positioned the ADR at €87.99, but which was still lower by 18% compared to 2019 (-€18.99).
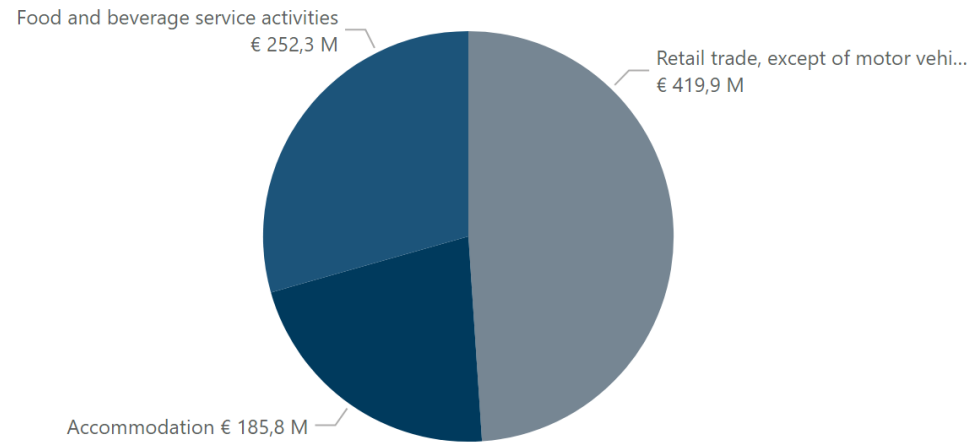
Also in ADR, Lisbon M.A. was the region that, in 2019, recorded the highest amount in the country, with €106.98. In 2021, with €87.99, it moved to 3rd place.

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A.M. Lisboa | Consumption Profile – 2021

TOP 3 Purchasing Value by ISIC [millions €]

Food and beverage service activities
€ 252,3 M

Retail trade, except of motor vehi...
€ 419,9 M

Accommodation € 185,8 M

Tourism ISIC Purchasing Value by market (TOP 5) [millions €]

Espanha € 61,0 M

Reino Unido € 51,5 M

Irlanda € 39,1 M

Estados Unidos Da America
€ 50,5 M

Franca € 58,1 M

In 2021, the 3 main sectors of activity concentrated 88.2% of total purchases made in the national territory (88.4% in 2019).
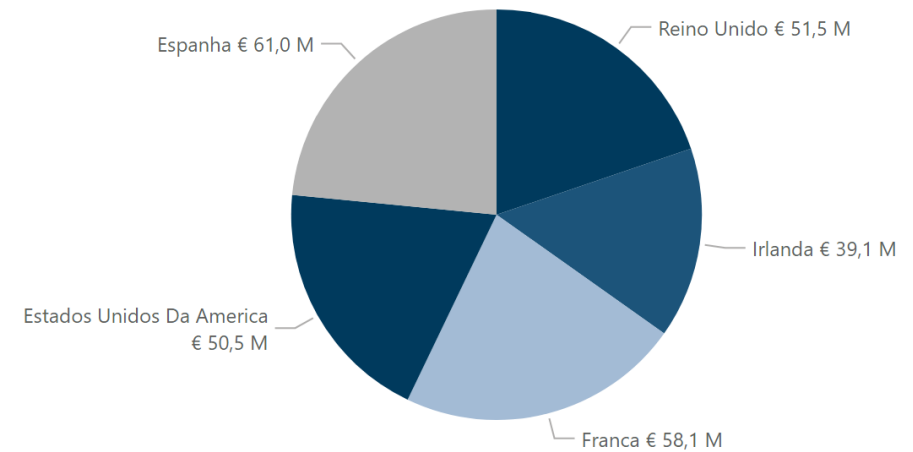
The set of markets that made up the TOP 5 in 2021, shown in the graph above, represented 59.3% of total purchases made in activities directly linked to Tourism.

In 2019, immediately before the start of the pandemic, the same markets accounted for 59.9%.

It should be noted that the TOP 5 of 2019 was not, in its entirety, made up of the same markets.

Note: Tourism ISIC include Accommodation, Food and beverage service activities, travel agencies and transports

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A.M. Lisboa | Airport Flows Indicators - 2021

Passengers Landed

6,2 M

34,9%

Change 21/20

-17,5%

CAGR 21/17

Seats

18,6 M

30,7%

Change 21/20

-12,7%

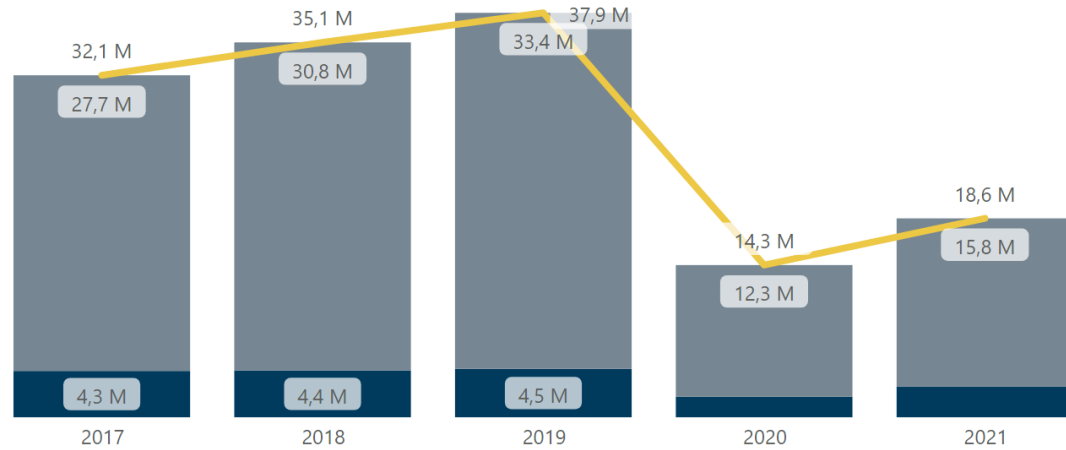CAGR 21/17

Load Factor

66,2%

1.2 p.p.

Change 21/20

-17 p.p.

CAGR 21/17

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A.M. Lisboa | Airport Flows

Supply of Seats [million]

● Domestic ● Internacional ▬ Total

32,1 M — 27,7 M / 4,3 M (2017)
35,1 M — 30,8 M / 4,4 M (2018)
37,9 M — 33,4 M / 4,5 M (2019)
14,3 M — 12,3 M (2020)
18,6 M — 15,8 M (2021)

Change 21/20

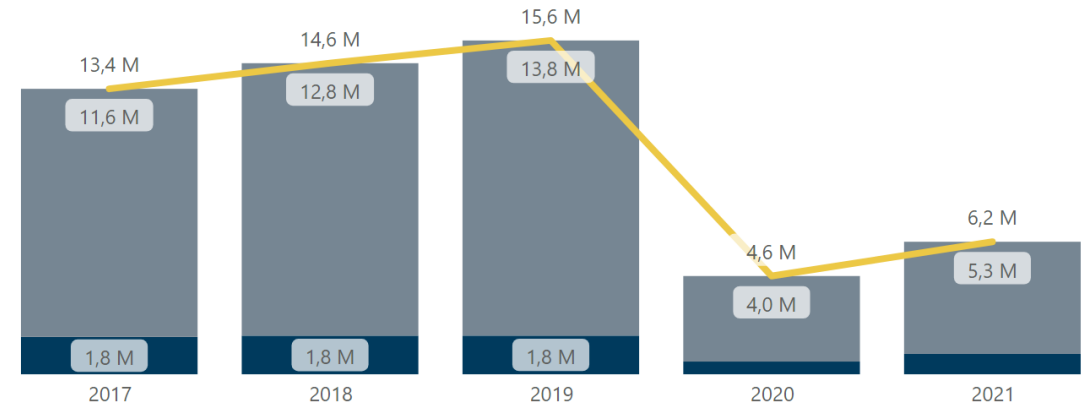| 48,3%	27,9%	30,7%
Domestic	**Internacional**	**Total**

The number of seats available in 2021 surpassed the value for 2020 by 31%, which, in absolute numbers, translated into an increase of 4.4 million seats (935.6 thousand for domestic flights and 3.4 million for international flights).

If we compare with 2019, we still see drops of 51% for the total (-19.3 million seats), minus 37% for domestic flights (-1.7 million seats) and minus 53% for international flights (-17.6 million seats).

Passengers Landed [million]

● Domestic ● Internacional ▬ Total

13,4 M — 11,6 M / 1,8 M (2017)
14,6 M — 12,8 M / 1,8 M (2018)
15,6 M — 13,8 M / 1,8 M (2019)
4,6 M — 4,0 M (2020)
6,2 M — 5,3 M (2021)

Change 21/20

60,3%	31,1%	34,9%
Domestic	**Internacional**	**Total**

Passengers disembarking at Humberto Delgado airport grew by 35%, from 4.6 million in 2020 to 6.2 million in 2021 (+1.6 million, of which +359.4 thousand were domestic flights and + 1.2 million international flights).

In comparison with the situation experienced in 2019, it appears that, compared to the 15.6 million passengers disembarked that year, 2021 is still 60% short (-9.4 million passengers, of which -856.3 thousand domestic flights and -8.6 million international flights).

Source: ANA - Aeroportos de Portugal

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Technical Datasheet

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Author: Direção de Gestão de Conhecimento
Departamento de Business Intelligence

Sources: ANA – Aeroportos de Portugal; BP – Banco de Portugal; INE – Instituto Nacional de Estatística; SIBS Analytics; TdP– Turismo de Portugal, I.P.

Information Classification: External Use

Report Date: 02/12/2022

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