



 travelBI
by Turismo de Portugal

Tourism in Centro 2021

Centro | Supply Indicators - 2021



Establishments

1.323

17,7%

Change 21/20

5,2%

CAGR 21/17



Rooms

28,2 K

12,2%

Change 21/20

0,8%

CAGR 21/17



Beds

60,1 K

11,8%

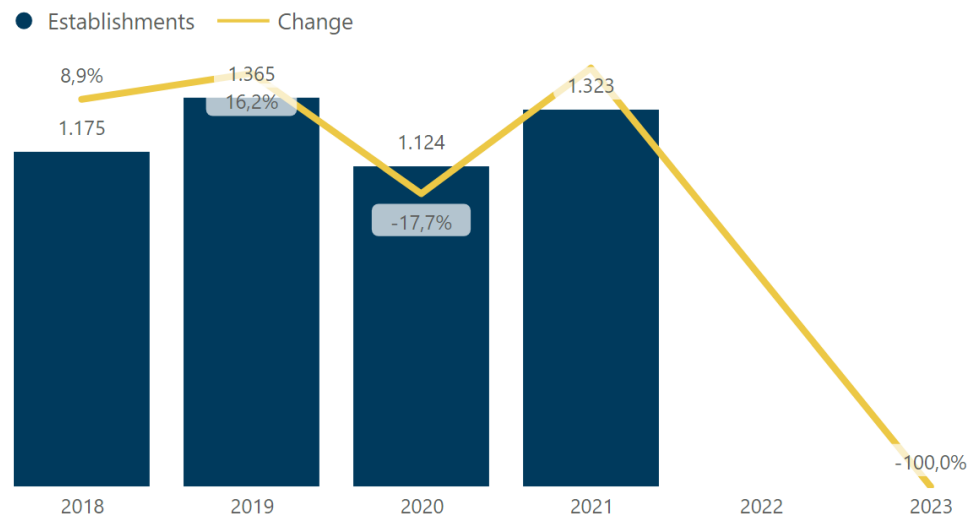
Change 21/20

0,7%

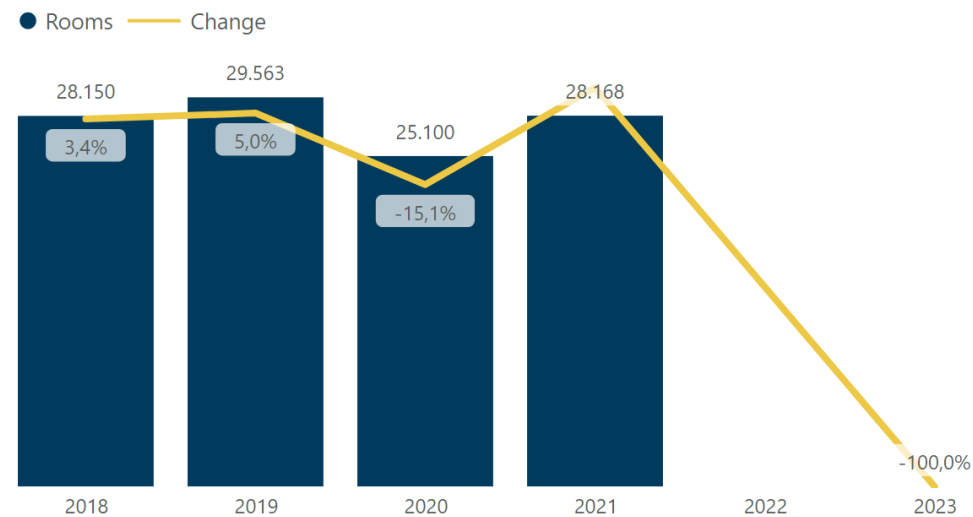
CAGR 21/17

Centro | Supply

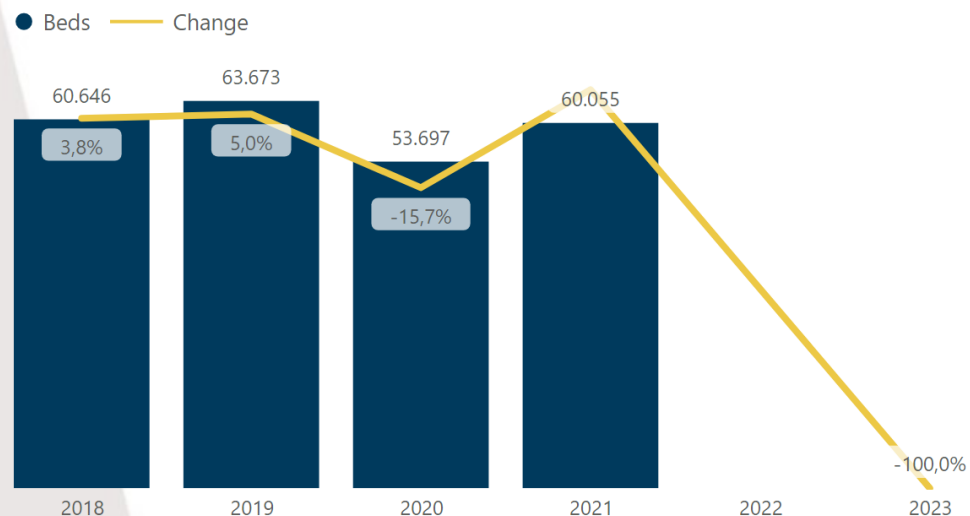
Establishments (unit - July)



Rooms (unit - July)



Beds (unit - July)









The Centro region registered decreases in hotel capacity in 2020, motivated by the COVID-19 pandemic, but with more moderate values when compared to other regions of the country.

In 2021, the recovery was very significant, almost at the level of 2019, the pre-pandemic year, with regard to the hotel offer:

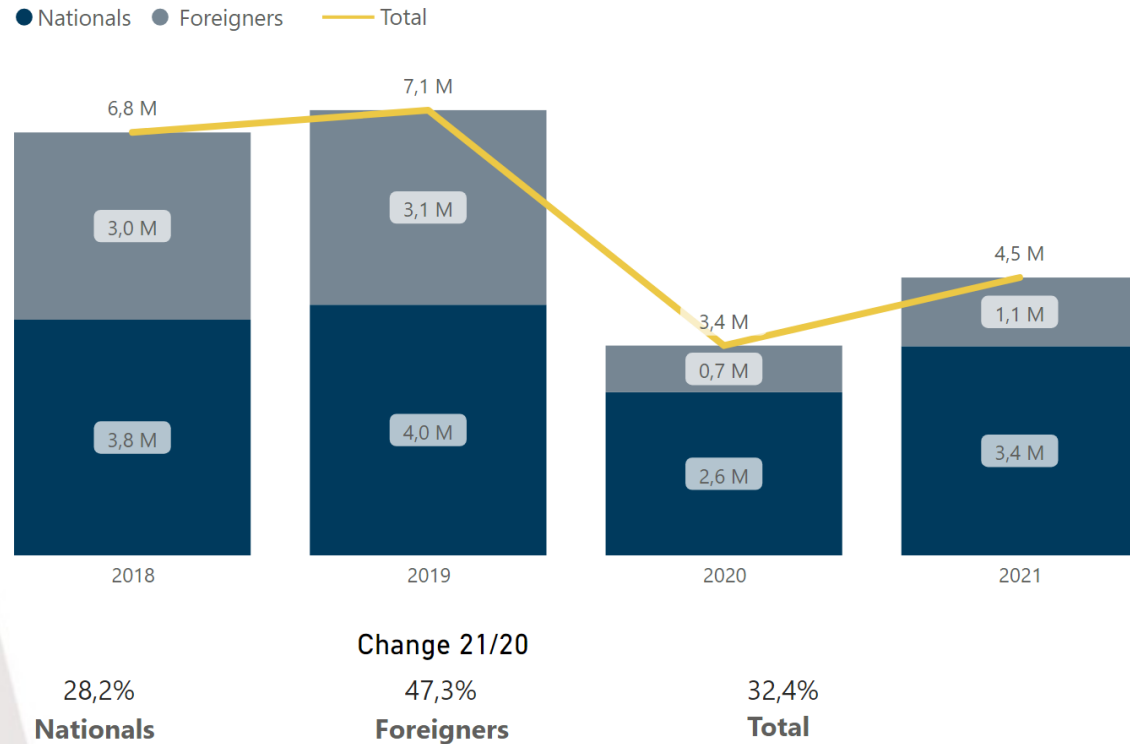
- 1,323 establishments (+18% compared to 2020, but -3% compared to 2019);
- 28,168 rooms (+12% compared to 2020, but -5% compared to 2019);
- 60,055 beds (+12% compared to 2020, but -6% when compared to 2019).

Centro | Demand Indicators - 2021

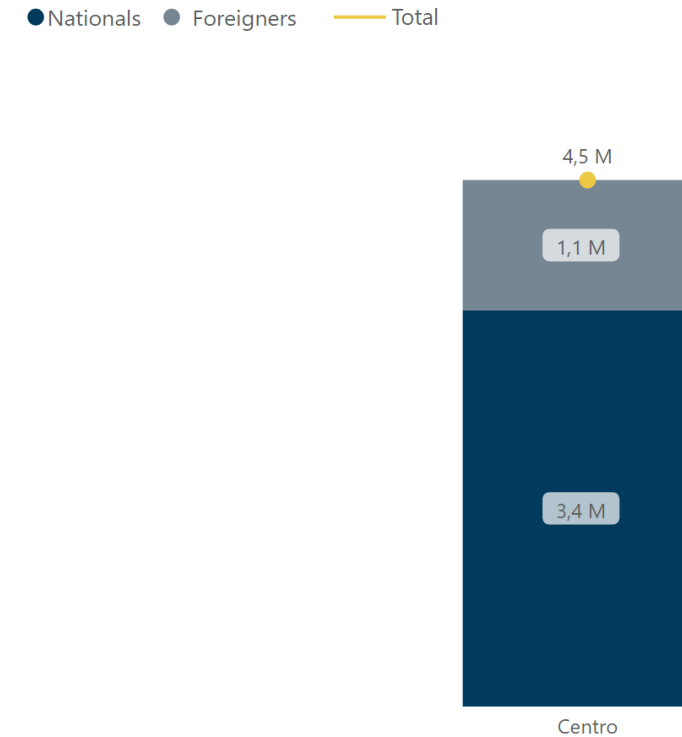
 Overnight Stays	 Guest	 Seasonality	 Bed Occupancy Rate	 Room Occupancy Rate	 Average Stay
4,5 M	2,4 M	45,9%	24,4%	29,0%	1,8 noites
32,4% Change 21/20	28,8% Change 21/20	-2.3 p.p. Change 21/20	6.1 p.p. Change 21/20	7.7 p.p. Change 21/20	0,0 noites Change 21/20
-9,9% CAGR 21/17	-10,6% CAGR 21/17	7.18 p.p. Change 21/17	-16.1 p.p. Change 21/17	-18.8 p.p. Change 21/17	0,0 noites Change 21/17

Centro | Overnight Stays

Overnights Stays [million]



Overnight stays 2021 by NUTS II [millions]



The recovery of supply was faster than that of demand. It was recorded:

- 4.5 million overnight stays, of which 3.4 million were residents and 1.1 million non-residents. In global terms, 1.1 million more overnight stays were accounted for, compared to 2020 (+32%), but 2.7 million less than in 2019 (-38%);
- Residents increased by 28% compared to 2020 (-17% compared to 2019) and non-residents by 47% (-65% compared to 2019).

The Centro region was, in 2021, the 3rd region with the highest number of overnight stays spent by residents (18% of the total number of overnight stays spent by residents in the country) and the 5th when the reference is overnight stays from abroad (6% of the total number of overnight stays abroad in the country).

In the Centro region, the proportion of overnight stays spent by residents is predominant:

- 2019 → 56%
- 2020 → 78%
- 2021 → 75%

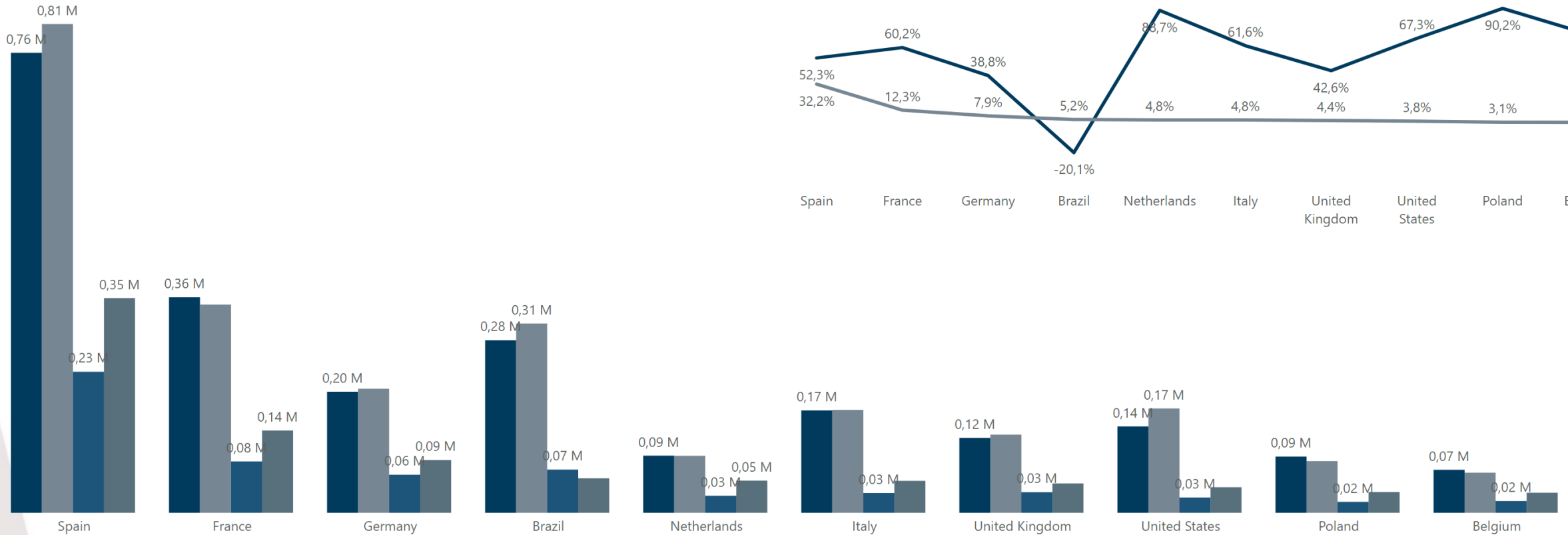
Centro | Overnight Stays - 2021



Centro | Overnight Stays

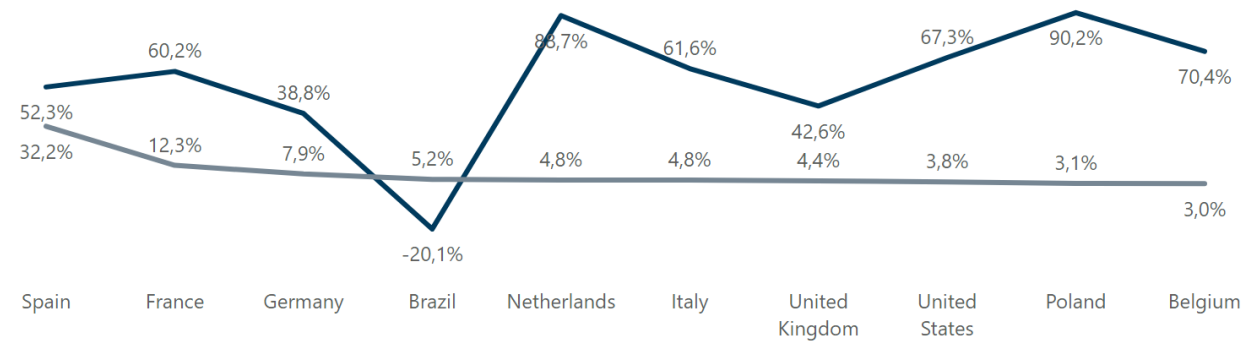
Top 10 Overnight Stays – Source Markets [million]

● 2018 ● 2019 ● 2020 ● 2021



Top 10 Mercados em Variação e Quotas [%]

● Change 21/20 ● Share 2021



The group of foreign markets that made up the TOP 10, in 2021, represented 82% of total external demand (82% in 2020 and 77% in 2019).

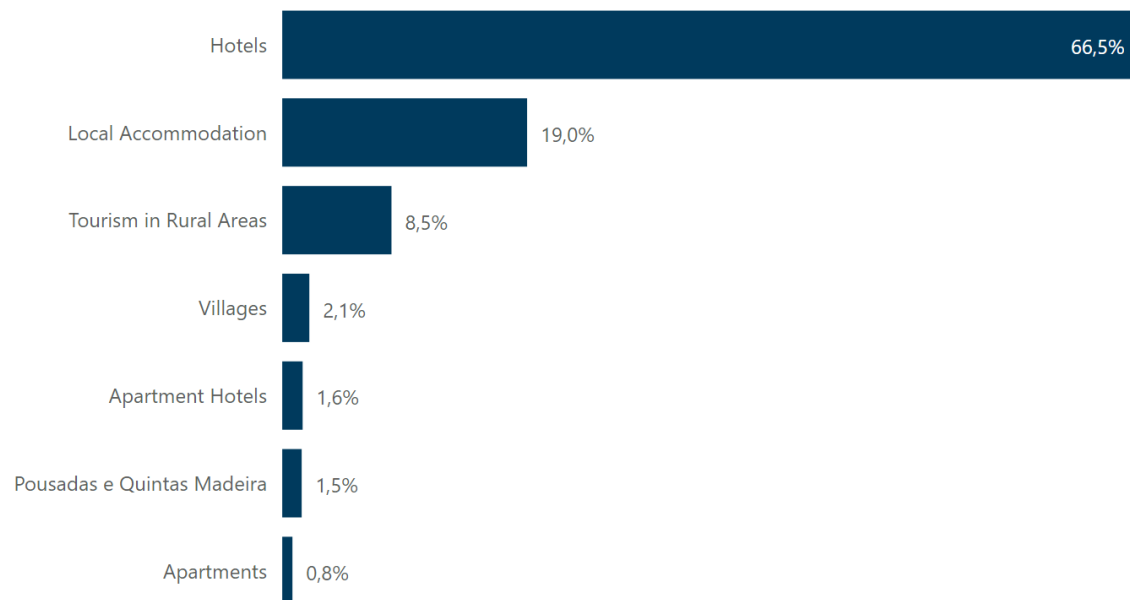
There were changes in the positions of some markets compared to 2020: Brazil drops 1 place, Germany rises 1 place, the Netherlands rises 2 places and the United Kingdom drops 2 places.

It should be noted that Belgium, now ranked 10th, did not enter the TOP 10 of 2019; 9th place belonged to South Korea and 10th place to Poland.

All these markets recorded increases compared to 2020, with the exception of Brazil (-20%). In relation to 2019 (pre-pandemic year), all still presented decreases of more than 44%.

Centro | Overnight Stays

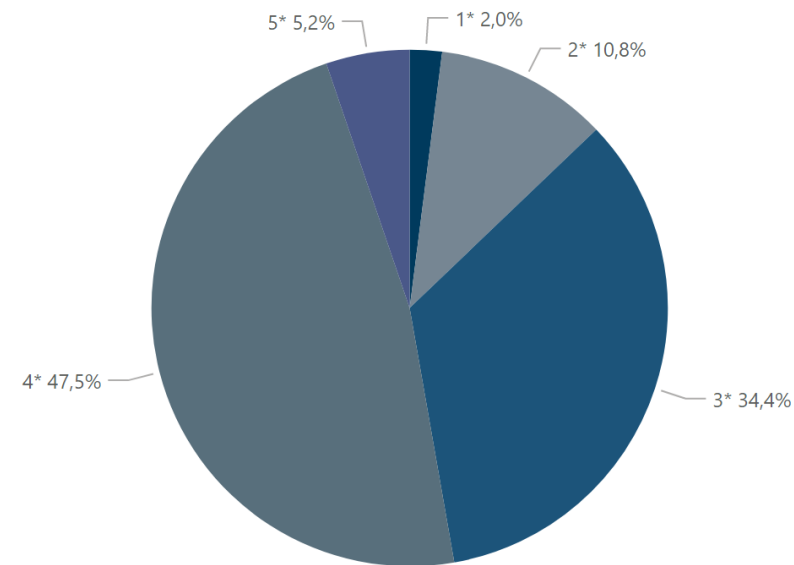
Share of overnight stays in 2021 by type



Hotels were the preferred typology for tourists who stayed in accommodation units in the Centro region, in 2021.

67% of overnight stays were in hotels; local accommodation followed with 19% of overnight stays and tourism in rural areas took 3rd place, but with a much lower share (9%).

Share of hotel categories in 2021

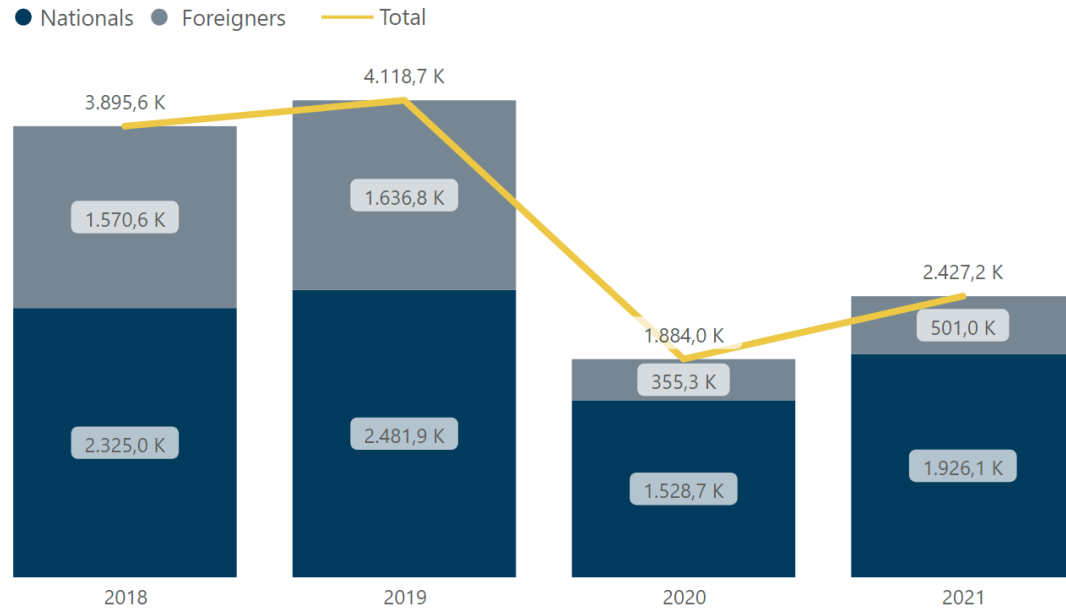


In the "hotel" category, 4* hotels recorded the highest number of overnight stays (48%), followed by 3* hotels with 34% and 2* hotels with 11% of demand.

This distribution has shown homogeneity over the last few years, with only 3* hotels surpassing 4* hotels in the region. In 2019, the pre-pandemic year, 3* hotels recorded a 46% share of overnight stays, 4* hotels 37% and 2* hotels 11%.

Centro | Guests

Guests [thousands]



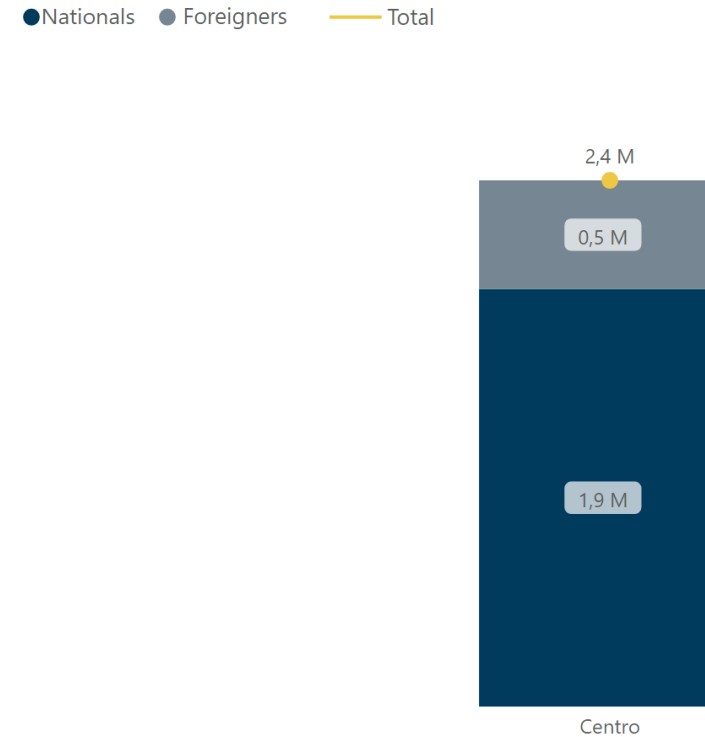
Change 21/20

Nationals 26,0%
 Foreigners 41,0%
 Total 28,8%

When the reference is guests, and 2021 being a year of recovery, it was found that the internal market has been increasingly predominant in the region (79% share in 2021, when in 2020 it had been 81% and 60% in 2019).

- 2.4 million guests, of which 1.9 million were residents and 501 thousand were non-residents. In global terms, there were 543.2 thousand more guests, compared to 2020 (+29%), but 1.7 million less than in 2019 (-41%);
- Residents increased by 26% compared to 2020 (-22% compared to 2019) and non-residents by 41% (-69% compared to 2019).

Guests 2021 by NUTS II [millions]

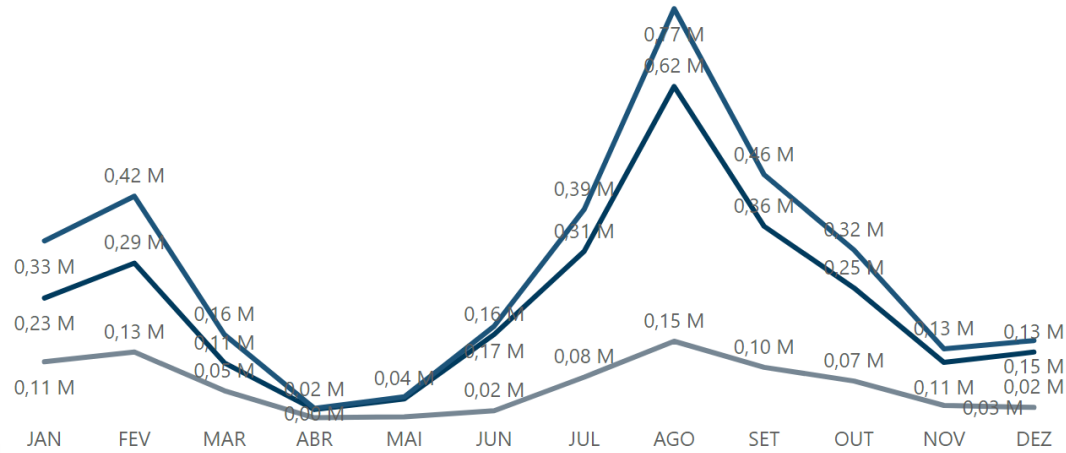


The Centro region was, in 2021, the 5th region in the country, with the highest number of non-resident guests (8% of the total number of foreign guests in the country) and the 2nd when the reference is resident guests (23% of the total number of guests residing in the country).

Centro | Seasonality

Overnight stays 2020 [millions]

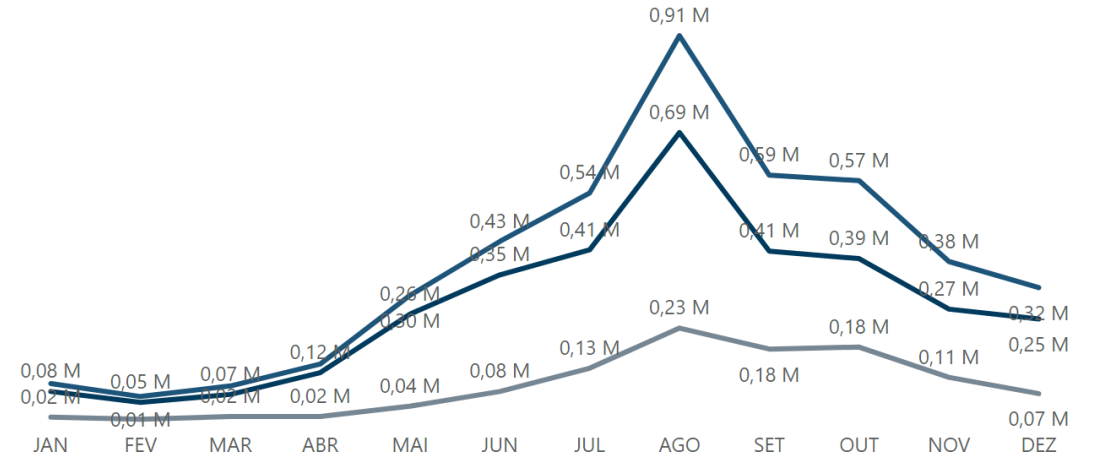
● Nationals ● Foreigners ● Total



48,2%
Seasonality Rate

Overnight stays 2021 [millions]

● Nationals ● Foreigners ● Total



45,9%
Seasonality Rate

The incentives and purposes outlined in the fight against seasonality were surpassed by the confinements and restrictions imposed, in these two years of the pandemic.

In this way, of the 36.9% seasonality rate recorded in 2019, the year 2020 ended with 48.2% (+11.3 p.p.).

It should be noted that residents, who have reinforced their preponderance of stays in the region, reached 49.7% seasonality in 2020 (35.3% in 2019).

In 2021, the overall value of the seasonality rate dropped to 45.9% (-2.3 p.p. compared to 2020).

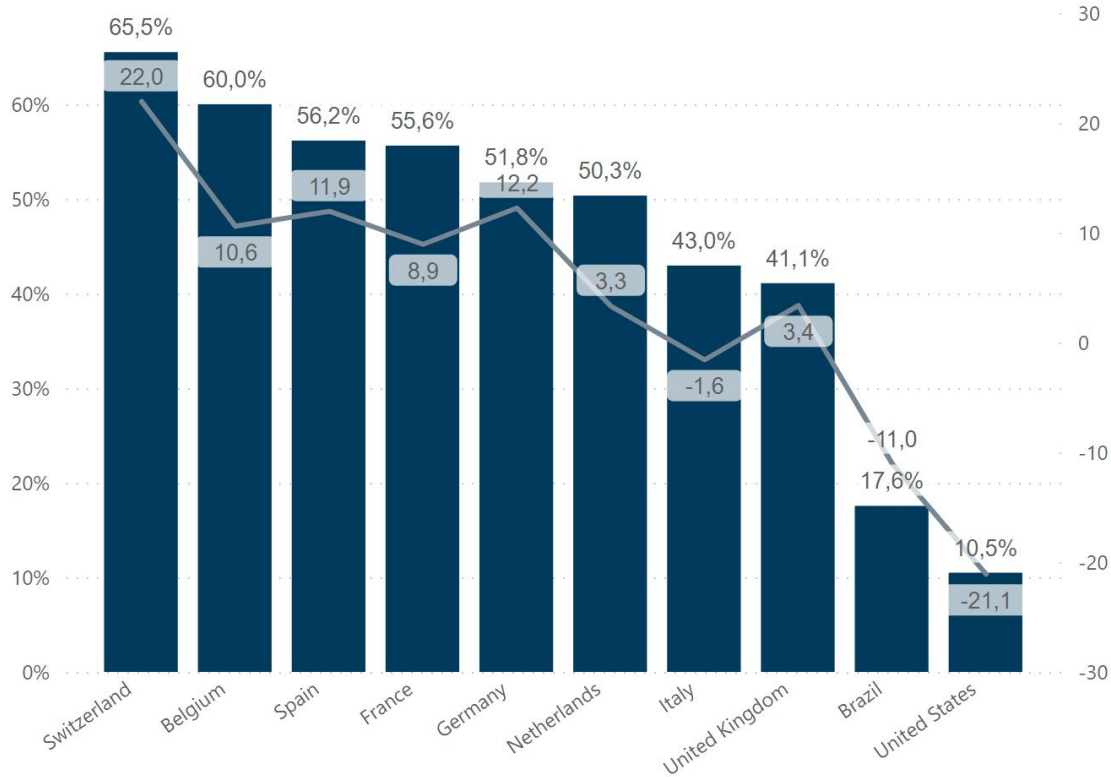
The stay of residents originated 44.9% of seasonality in 2021 (+9.6 p.p. than in 2019).

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

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

Centro | Seasonality

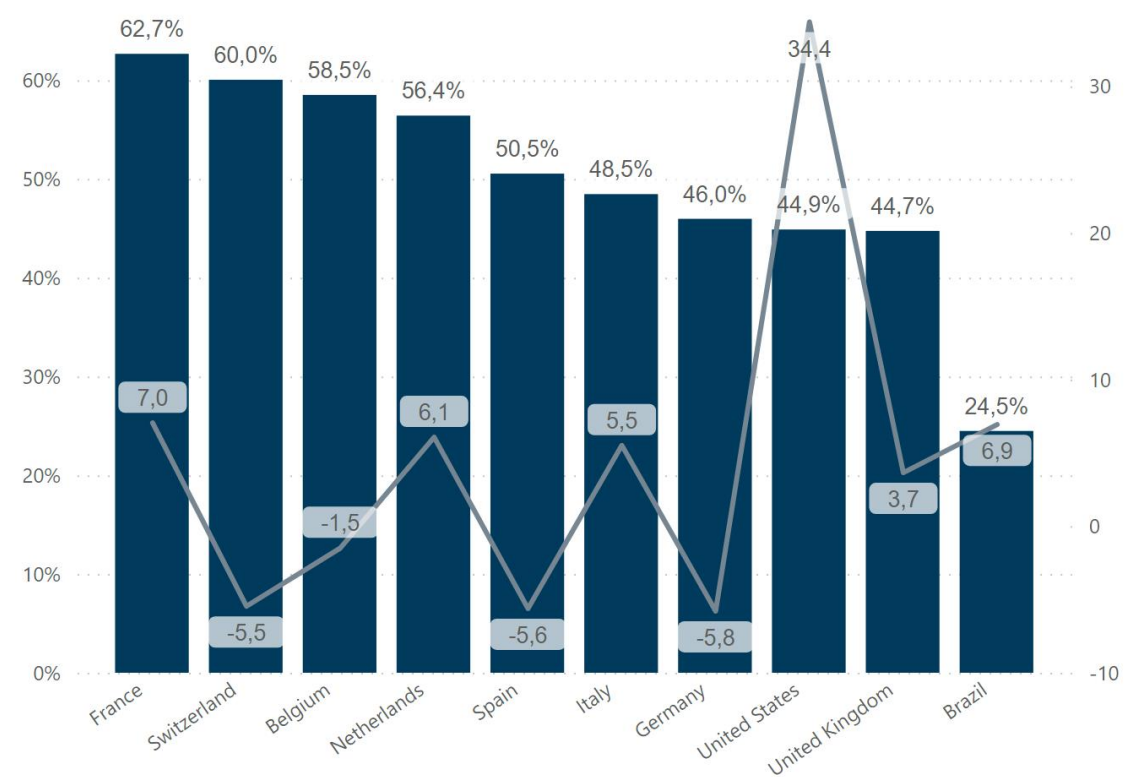
Seasonality Rate by market in the year 2020



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.

Seasonality Rate by market in the year 2021



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

- Spain, the seasonality rate which in 2019 was 44.2%, increased to 50.5% in 2021;
- France, 46.7% in 2019 and 62.7% in 2021;
- Germany, 39.5% in 2019 and 46.0% in 2021;
- Brazil, 28.6% vs. 24.5%. The decrease in the seasonality rate of this market has to do with the 82% drop in demand, between 2021 and 2019;
- Netherlands, 47.0% vs 56.4%.

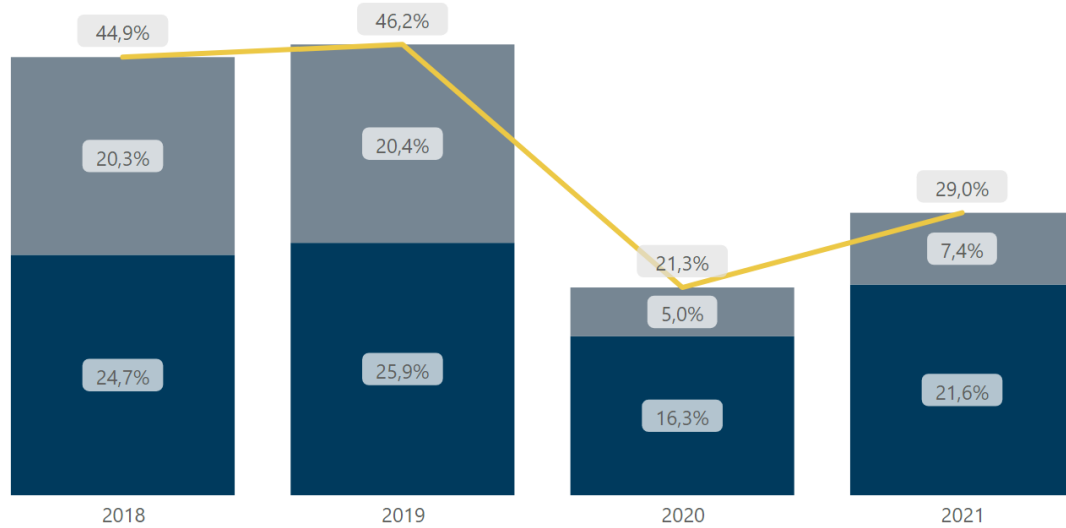
Note: concentration of overnight stays in the months of July, August and September)

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

Centro | Occupancy Rates

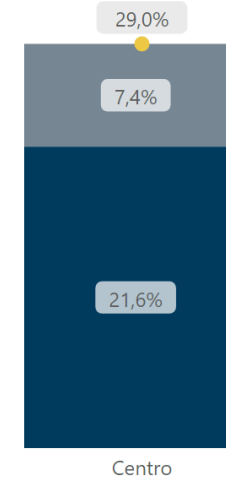
Room Occupancy Rate (ROR) [%]

● Nationals ● Foreigners ● Total



Room Occupancy Rate (ROR) [%]

● Nationals ● Foreigners ● Total



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

The years 2020 and 2021 saw declines in occupancy, with greater incidence in foreign guests (from 20.4% of room occupancy in 2019, it dropped to 7.3% in 2021, i.e. a decrease of 13.1 p.p.).

With regard to the Portuguese, many of whom chose to remain in Portugal, the declines were less pronounced (from 25.9% room occupancy in 2019 to 21.5% in 2021, a decrease of just 4.4 p.p.) .

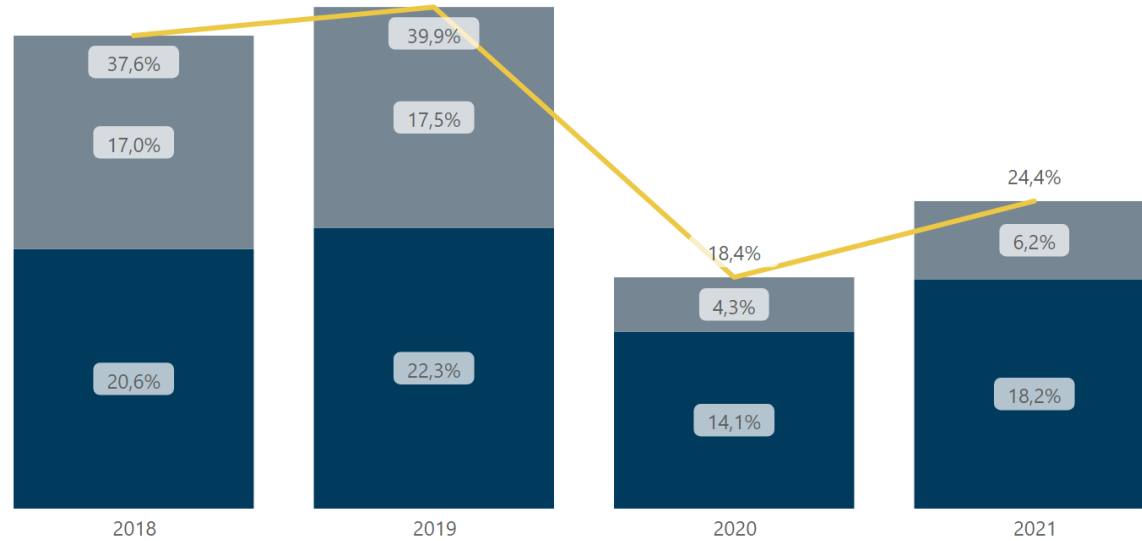
Centro was the region that, in global terms, recorded the fourth lowest occupancy rate in the country, whether the reference is 2019 (46.2%) or 2021 (28.9%).

Regarding nationals, it maintained the 3rd position in relation to the other regions, in the two reference years (25.9% in 2019 and 21.5% in 2021).

Centro | Occupancy Rates

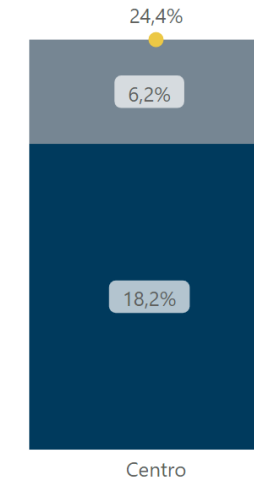
Bed Occupancy Rate (BOR) [%]

● Nationals ● Foreigners ● Total



Bed Occupancy Rate (BOR) [%]

● Nationals ● Foreigners ● Total



As in the previous slide, regarding the room occupancy rate, the years 2020 and 2021 also showed drops in bed occupancy, with greater incidence in guests from abroad (from 17.5% of bed occupancy in 2019, it went down to 6.2% in 2021, i.e. a decrease of 11.3 p.p.).

With regard to Portuguese guests, the declines were less pronounced (from 22.3% bed occupancy in 2019 to 18.2% in 2021, a decrease of just 4.1 p.p.).

The Centro region, which in 2019 was the region with the lowest bed occupancy rate in the country, with 39.9%, moved, in 2021, to the 6th position, with 24.4%.

Regarding nationals, it recorded the 2nd highest bed occupancy rate in the country in 2019 (22.3%) and dropped 1 position in 2021, with 18.2%.

Centro | Profitability Indicators - 2021



Total Revenue

225,6 M

37,4%

Change 21/20

-7,7%

CAGR 21/17



Room Revenue

167,9 M

37,0%

Change 21/20

-6,5%

CAGR 21/17



RevPar

19,37 €

25,9%

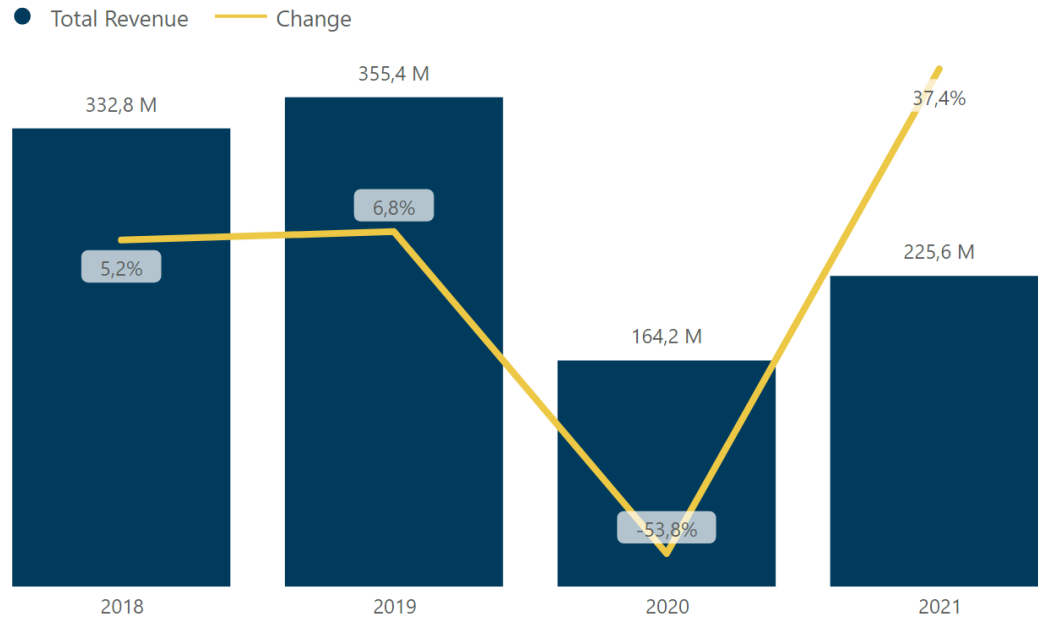
Change 21/20

-5,4%

CAGR 21/17

Centro | Total Revenue

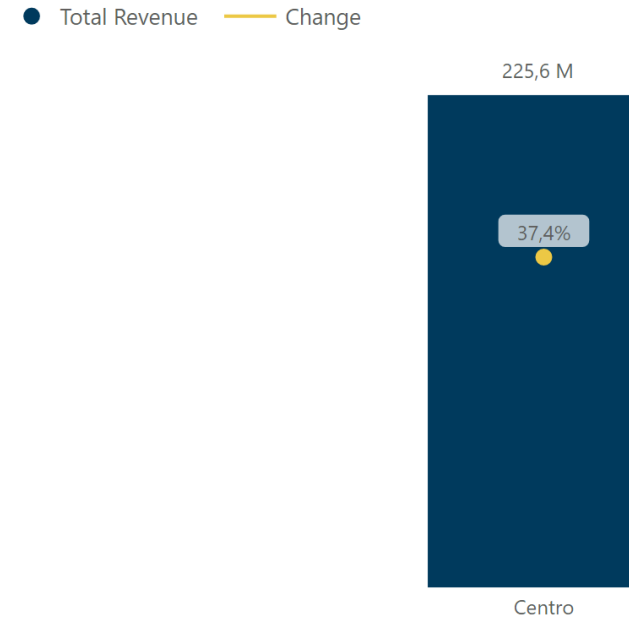
Total Revenue [million €]



Global revenue from accommodation units in the Centro region decreased by 54% in 2020, as a result of the Covid-19 pandemic, but showed a recovery in 2021, reaching €225.6 million, which translated into an increase of 37% (plus €61.4 million).

If we evaluate the drop seen in 2021 compared to 2019 (pre-pandemic year), the accommodation units earned €129.8 million less in global revenue (-37%).

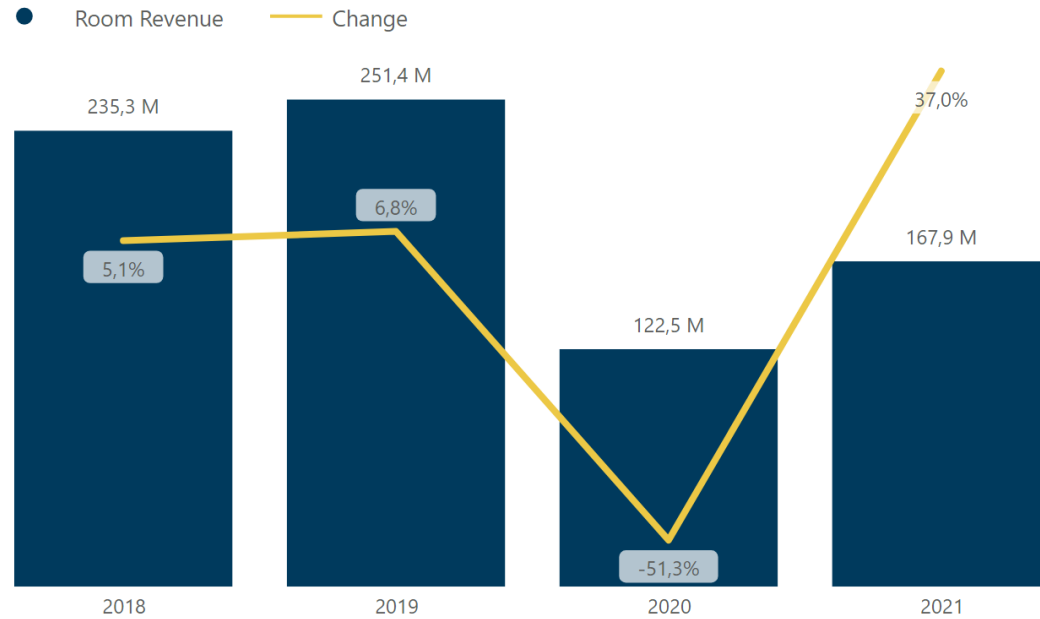
Total Revenue [million €] by NUTS II



The Centro region maintained the 5th highest value of overall revenue in the country, both in 2019 with €355.4 million, and in 2021, with €225.6 million.

Centro | Room Revenue

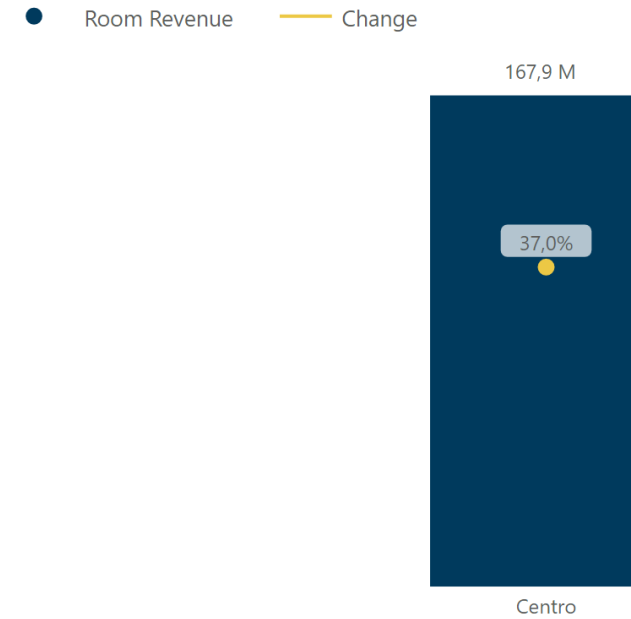
Room Revenue [millions €]



Room revenue, from accommodation units in the Centro region, decreased by 51% in 2020, due to the Covid-19 pandemic, but recovered in 2021 with the amount rising to €167.9 million, which translated into a 37% increase (plus €45.4 million).

If we evaluate the drop seen compared to 2019 (pre-pandemic year), accommodation units earned €83.5 million less in revenue from rooms (-33%).

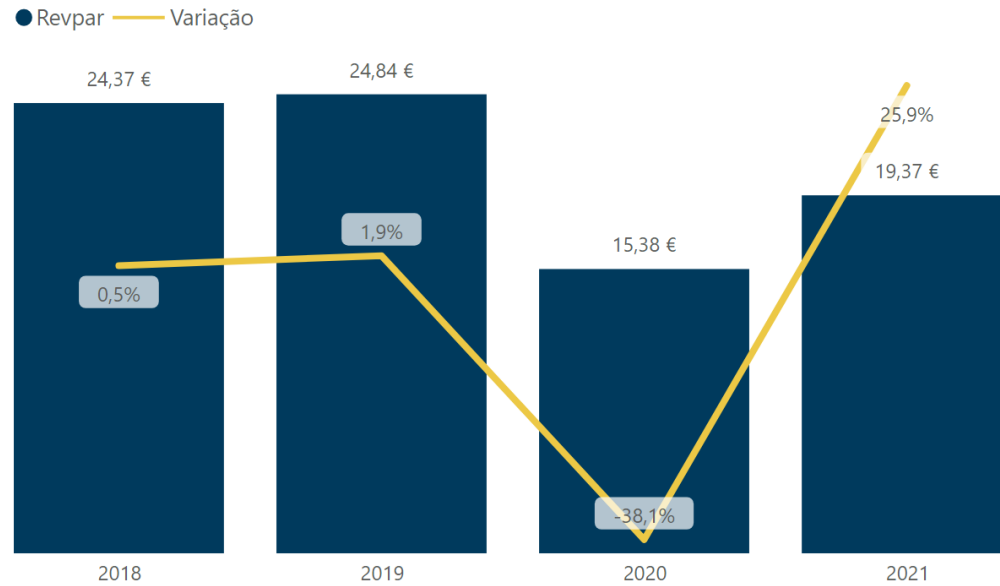
Room Revenue [millions €] por NUTS II



Also in terms of room revenue, the Centro region maintained the 5th highest value in the country, both in 2019 with €251.4 million, and in 2021, with €167.9 million.

Centro | RevPar

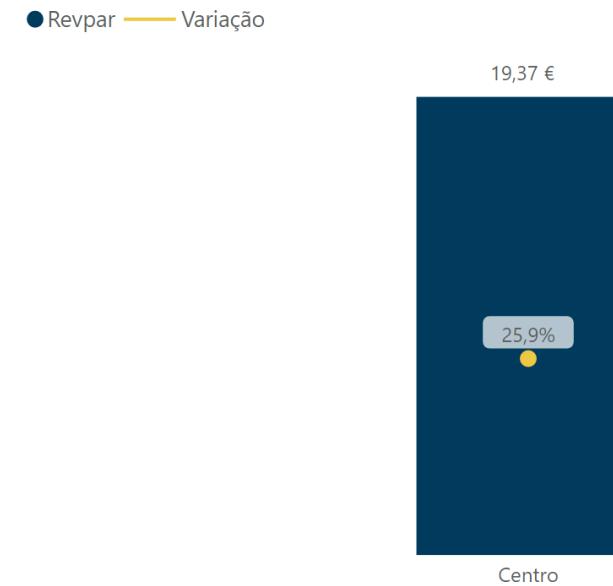
Average revenue per available room (RevPAR) [€]



The average income per available room (RevPar) followed the evolution of the other indicators and stood at €15.38 in 2020, the lowest value of the last five years represented here (-€9.46 compared to 2019, i.e. -38%).

A growth of 26% from 2020 to 2021 placed RevPar at €19.37, but still 22% less compared to 2019 (-€5.47).

Average revenue per available room (RevPAR) [€]

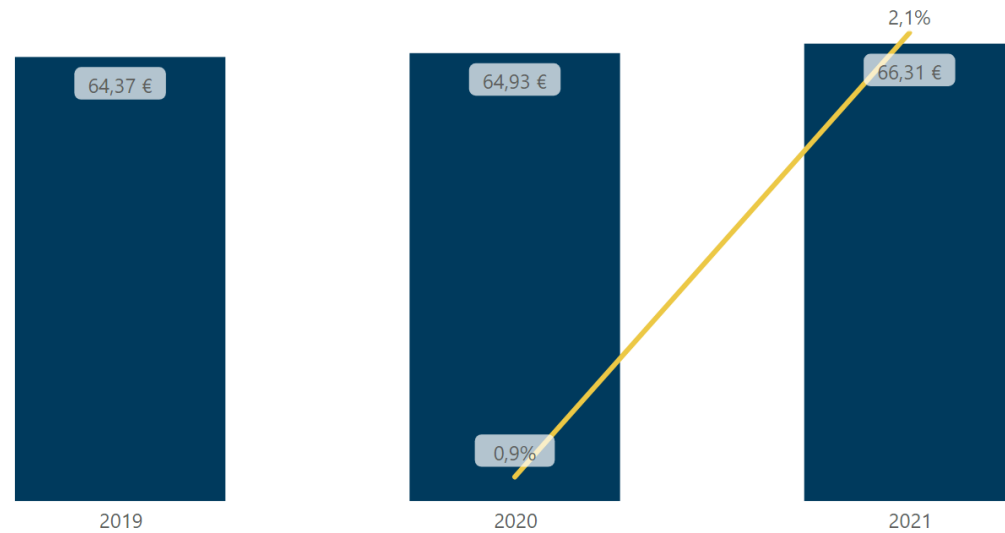


The Centro was the region that, in terms of RevPar, recorded the lowest amount in the country, whether the reference is 2019 (24.84€) or 2021 (19.37€).

Centro | ADR

Average revenue per occupied room (ADR) [€]

● ADR — Variação

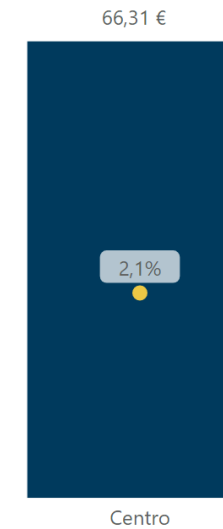


Average earnings per occupied room (ADR) presented an opposite performance in this region.

Growth of 1% from 2019 to 2020 (+€0.56) and 2% from 2020 to 2021 (+€1.38)

Average revenue per occupied room (ADR) [€]

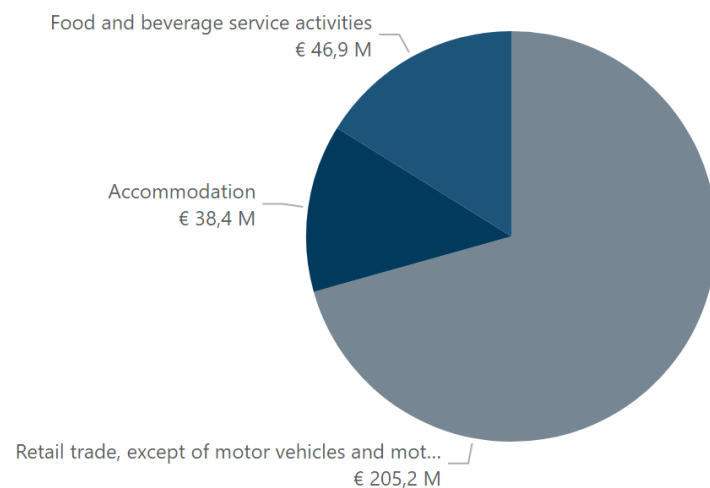
● ADR — Variação



Also in terms of ADR, Centro was the region that, in terms of ADR, registered the lowest amount in the country, whether the reference is 2019 (64.37€) or 2021 (66.31€).

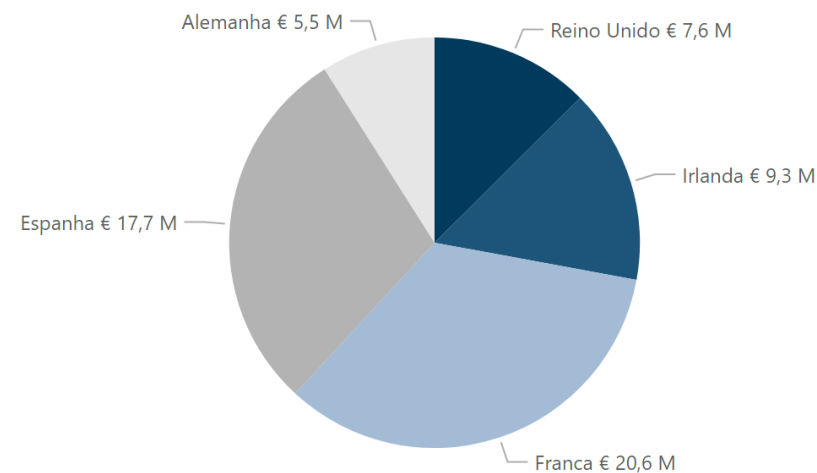
Centro | Consumption Profile - 2021

TOP 3 Purchasing Value by ISIC [millions €]



In 2021, the 3 main sectors of activity concentrated 94.1% of total purchases made in the national territory (95.2% in 2019).

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



The set of markets that made up the TOP 5 in 2021, shown in the graph above, represented 71.2% of total purchases made in activities directly linked to Tourism.

In 2019, immediately before the start of the pandemic, the same markets accounted for 66.5%.

Technical Datasheet

Ownership: © Turismo de Portugal, I.P.

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

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