

TOURISM STATISTICS - HOTEL ESTABLISHMENTS

**Final Results
Year 2010**

	January	February	March	April	May	June	July	August	September	October	November	December	Total	Change rate (2010/2009)
Guest arrivals (No.)	44 960	56 701	66 608	79 255	82 788	71 044	80 146	99 672	79 109	76 524	54 097	49 610	840 514	-7,8%
Residents in Portugal	12 588	14 752	14 758	23 096	23 054	24 709	28 206	35 509	25 542	23 731	13 616	15 055	254 616	-1,6%
Residents in foreign countries	32 372	41 949	51 850	56 159	59 734	46 335	51 940	64 163	53 567	52 793	40 481	34 555	585 898	-10,2%
Guests lodged (No.) ⁽¹⁾	62 606	64 067	74 925	90 982	93 869	83 027	91 325	114 454	92 839	88 465	62 671	57 129	976 359	-7,8%
Residents in Portugal	19 377	15 262	15 395	24 628	24 715	26 177	30 606	38 586	28 679	25 848	14 773	16 100	280 146	-1,0%
Residents in foreign countries	43 229	48 805	59 530	66 354	69 154	56 850	60 719	75 868	64 160	62 617	47 898	41 029	696 213	-10,2%
Nights (No.)	319 379	329 697	388 978	427 950	431 385	432 522	492 382	624 383	496 609	450 841	327 330	272 069	4 993 525	-9,2%
Residents in Portugal	45 476	39 062	40 432	70 335	66 056	86 438	109 131	161 551	97 308	72 401	37 275	42 224	867 689	-2,6%
Residents in foreign countries	273 903	290 635	348 546	357 615	365 329	346 084	383 251	462 832	399 301	378 440	290 055	229 845	4 125 836	-10,4%
Establishments in activity (No.)	196	195	201	201	200	199	198	199	199	198	192	191	197	-2,0%
Lodging capacity (No. of beds) ⁽²⁾	28 051	27 473	28 876	28 965	28 837	28 804	28 996	29 363	29 013	28 854	27 679	27 442	28 529	-1,3%
Net bed occupancy rate (%) ⁽³⁾	36,7	42,9	43,5	49,2	48,3	50,1	54,8	68,6	57,1	50,4	39,4	32,0	47,9	-4,2p.p.
Total revenue (thousand €)	14 381	13 995	17 456	20 037	19 643	19 193	21 553	28 554	22 746	20 412	14 461	14 307	226 738	-11,4%
Revenue from accommodation (thousand €)	8 849	8 540	10 811	12 714	11 526	11 049	12 949	18 050	13 766	12 230	8 440	8 124	137 049	-13,2%
RevPar (euros) ⁽⁴⁾	20,84	22,69	24,67	29,98	26,34	26,18	29,67	41,25	32,51	28,00	20,83	19,51	26,98	-11,9%

⁽¹⁾ The number of guests lodged equals the number of guests that entered in the month of reference plus the guests that entered in the previous month(s) and that still remain lodged in the establishment.

⁽²⁾ Maximum number of individuals that establishments can accommodate in a given moment, determined by the number of bed-places on offer. Double beds count as two. The annual value is an average, the same criteria being applied to the establishments in activity.

⁽³⁾ It is obtained by dividing the total overnight stays by the number of bed-places on offer (counting double beds as two) times the number of days of that month. The change rate is in percentage points.

⁽⁴⁾ RevPAR (Revenue Per Available Room) is the revenue per available room, measured by the ratio between the revenue from accommodation and the number of available rooms in the reference period.

NOTE: As numbers are rounded up or down, totals may not always correspond to the sum of the parts.

Source: Regional Directorate of Statistics (DREM)

<http://estatistica.gov-madeira.pt/>