

HOTEL ESTABLISHMENTS IN THE AUTONOMOUS REGION OF MADEIRA - MAIN INDICATORS

Final Results

Year 2014

	January	February	March	April	May	June	July	August	September	October	November	December	Total	Year-On-Year Change Rate (%)
Guest arrivals (No.)	46 345	58 791	76 977	92 195	97 116	90 580	99 283	109 379	96 235	84 678	60 226	58 288	970 093	5,7
Residents in Portugal	8 390	12 397	15 393	17 170	18 323	19 876	20 871	26 636	20 550	16 661	11 118	12 608	199 993	9,6
Residents in foreign countries	37 955	46 394	61 584	75 025	78 793	70 704	78 412	82 743	75 685	68 017	49 108	45 680	770 100	4,8
Guests lodged (No.) ⁽¹⁾	62 165	68 660	90 409	104 742	111 748	105 944	115 108	129 654	112 518	100 646	71 924	66 732	1 140 250	5,3
Residents in Portugal	11 468	13 199	16 465	18 239	19 591	20 919	22 635	28 977	23 024	17 753	12 008	13 387	217 665	10,1
Residents in foreign countries	50 697	55 461	73 944	86 503	92 157	85 025	92 473	100 677	89 494	82 893	59 916	53 345	922 585	4,2
Nights spent (No.)	361 977	388 167	485 700	533 976	586 020	575 622	660 904	756 627	631 201	535 522	400 872	350 855	6 267 443	4,1
Residents in Portugal	27 547	29 665	42 197	54 505	58 122	70 715	88 128	114 802	76 124	46 135	29 176	33 914	671 030	9,5
Residents in foreign countries	334 430	358 502	443 503	479 471	527 898	504 907	572 776	641 825	555 077	489 387	371 696	316 941	5 596 413	3,5
Average stay (No. of nights)	5,8	5,7	5,4	5,1	5,2	5,4	5,7	5,8	5,6	5,3	5,6	5,3	5,5	-1,1
Establishments in activity (No.)	154	155	157	160	162	162	162	163	162	159	154	153	159	0,0
Lodging capacity (No. of beds) ⁽²⁾	26 556	26 885	27 121	27 960	29 088	29 238	29 602	30 141	29 428	28 684	27 334	27 330	28 281	1,5
Net bed occupancy rate (%) ⁽³⁾	44,2	51,7	57,9	63,7	65,2	65,7	72,1	81,2	71,8	60,2	49,0	41,6	60,9	1,6 p.p.
Total revenue (thousand €)	15 899	17 039	22 825	25 697	27 738	26 594	30 037	35 651	29 954	25 096	17 649	19 191	293 369	7,8
Revenue from accommodation (thousand €)	10 031	10 374	14 218	16 232	17 238	16 015	18 867	23 073	18 340	15 558	10 861	11 528	182 335	6,7
RevPAR (€) ⁽⁴⁾	25,34	28,48	34,81	40,13	39,47	37,73	43,06	52,64	43,16	36,21	27,34	28,18	36,68	5,3

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

⁽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. This ratio is calculated taking into account the establishments that had guests during the reference period.

⁽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. This ratio is calculated taking into account the establishments that had guests during the reference period.

Source: Regional Directorate of Statistics of Madeira (DREM).

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