

HOTEL ESTABLISHMENTS IN THE AUTONOMOUS REGION OF MADEIRA - MAIN INDICATORS

Year 2015

	January	February	March	April	May	June	July	August	September	October	November	December	Total	Cumulative Year-On-Year Change Rate (%)
Guest arrivals (No.)	49 458	62 225	82 849	91 315	99 716	102 908	108 716	115 946	97 190	89 388	67 412	61 600	1 028 723	6,0
Residents in Portugal	9 698	11 445	13 692	15 884	18 077	23 066	23 436	25 912	20 336	16 960	11 257	15 038	204 801	2,4
Residents in foreign countries	39 760	50 780	69 157	75 431	81 639	79 842	85 280	90 034	76 854	72 428	56 155	46 562	823 922	7,0
Guests lodged (No.) ⁽¹⁾	67 007	73 640	96 842	106 969	116 586	118 460	126 571	137 303	116 122	105 415	80 421	71 405	1 216 741	6,7
Residents in Portugal	13 205	12 182	14 518	17 218	19 615	24 030	25 535	28 702	23 101	18 037	12 088	16 005	224 236	3,0
Residents in foreign countries	53 802	61 458	82 324	89 751	96 971	94 430	101 036	108 601	93 021	87 378	68 333	55 400	992 505	7,6
Nights spent (No.)	380 382	420 778	519 542	552 533	595 572	625 303	722 306	778 397	662 008	565 955	451 227	382 157	6 656 160	6,2
Residents in Portugal	31 182	29 677	37 596	50 037	50 877	78 812	93 354	113 796	76 907	49 984	31 339	41 506	685 067	2,1
Residents in foreign countries	349 200	391 101	481 946	502 496	544 695	546 491	628 952	664 601	585 101	515 971	419 888	340 651	5 971 093	6,7
Average stay (No. of nights)	5,7	5,7	5,4	5,2	5,1	5,3	5,7	5,7	5,7	5,4	5,6	5,4	5,5	0,0
Establishments in activity (No.)	151	151	152	157	160	161	161	160	161	157	151	149	156	-1,9
Lodging capacity (No. of beds) ⁽²⁾	26 884	26 882	27 482	27 940	29 579	29 974	30 069	30 504	29 446	28 399	27 022	27 002	28 432	0,5
Net bed occupancy rate (%) ⁽³⁾	45,9	56,2	61,1	66,1	65,8	69,6	77,6	82,3	75,0	64,3	55,8	45,7	64,3	3,4 p.p.
Total revenue (thousand €)	17 050	18 732	25 492	27 130	28 629	29 544	35 161	39 168	32 859	27 746	20 894	21 341	323 746	10,4
Revenue from accommodation (thousand €)	10 843	11 813	16 401	17 837	17 680	18 014	22 276	25 996	20 821	17 675	12 972	13 080	205 407	12,7
RevPAR (€) ⁽⁴⁾	27,12	32,72	39,96	44,13	40,29	41,91	50,56	58,99	48,86	41,65	32,97	32,21	41,28	12,6

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/>