

Q.1 - Tourism accommodation in the Autonomous Region of Madeira (1976-2023)

A. R. Madeira

Indicators												
	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987
Guest arrivals (No.)	x	x	x	x	x	x	x	x	x	x	x	x
Guests lodged (No.) ⁽¹⁾	265 582	329 970	295 023	324 367	328 256	315 492	308 299	310 469	343 682	374 338	407 201	423 358
Overnight stays (No.)	1 947 611	2 388 529	2 166 722	2 319 116	2 410 689	2 267 196	2 195 682	2 177 936	2 380 165	2 665 017	2 850 834	2 805 689
Average length of stay (No. of nights)	7,33	7,24	7,34	7,15	7,34	7,19	7,12	7,01	6,93	7,12	7,00	6,63
Net bed occupancy rate (%) ^{(2) (3)}	52,5	60,4	52,5	56,5	57,5	53,9	51,0	53,1	57,0	65,7	69,3	65,3
Net room occupancy rate (%) ⁽³⁾	x	x	x	x	x	x	x	x	x	x	x	x
Total revenue (thousand €) ⁽³⁾	3 680	5 685	7 524	10 947	13 640	16 312	15 735	19 681	27 995	36 311	48 611	57 416
Revenue from accommodation (thousand €) ⁽³⁾	1 612	2 325	3 854	6 139	7 169	9 394	8 254	10 563	14 833	19 964	28 370	34 742
Personnel costs (thousand €) ⁽³⁾	1 585	2 085	2 879	3 436	4 557	6 447	5 918	7 969	9 877	12 654	15 757	18 577
RevPAR (€) ^{(3) (4)}	0,88	1,20	1,92	3,07	3,59	4,70	4,06	5,23	7,22	9,94	14,16	16,90
ADR (€) ^{(3) (5)}	x	x	x	x	x	x	x	x	x	x	x	x
Establishments in activity (No.) ⁽³⁾	91	90	90	87	81	79	79	77	77	73	75	77
Rooms (3)	4 986	5 318	5 487	5 470	5 455	5 481	5 629	5 516	5 620	5 426	5 497	5 682
Lodging capacity (No. of beds) ⁽³⁾	10 140	10 835	11 314	11 245	11 454	11 517	11 794	11 242	11 406	11 120	11 271	11 780
Persons employed ^{(3) (6)}	3 675	4 222	4 362	4 357	4 520	4 529	4 450	4 232	4 257	4 251	4 475	4 376

Sources:

Tourism Statistics of the Autonomous Region of Madeira, DREM

Tourism Statistics, INE

Notes:

(1) From 1991 onwards the source is DREM. Until 1990 the source is INE (Statistics Portugal). The number of guests lodged corresponds to 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.

(2) From 1994 onwards it corresponds to the net occupancy rate (calculation is based on the monthly accommodation capacity). Before the abovementioned year it corresponds to the gross occupancy rate (calculation is based on the accommodation capacity at July, 31).

(3) From 2012 onwards, it excludes local lodging with na accommodation capacity of less than 10 beds.

(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.

(5) ADR (Average Daily Rate) is the revenue per used bedrooms, measured by the ratio between the revenue from accommodation and the number of used bedrooms in the reference period. This ratio is calculated taking into account the establishments that had guests during the reference period.

(6) In 2002, there are no records of staff working in rural tourism.

[1976 to 1994] - Includes only hotel establishments data.

[1995 to 2002] - Includes hotel establishments and rural tourism.

[2003 to 2011] - includes hotel establishments, rural tourism and holiday dwellings. However, there are no records of income and costs data in holiday dwellings. Only from 2012 onwards this information becomes available in the local lodging segment but only in those with 10 or more beds.

[From 2012 onwards] - Includes all tourist accommodation establishments: hotel establishments, rural tourism and local lodging.

Indicators	Years											
	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999
Guest arrivals (No.)	x	x	x	471 643	440 957	399 123	466 040	530 441	565 707	586 427	634 024	698 744
Guests lodged (No.) ⁽¹⁾	442 303	449 740	520 515	583 102	543 898	486 507	569 724	649 132	682 661	706 510	759 479	833 075
Overnight stays (No.)	2 910 537	2 880 057	3 256 178	3 577 332	3 315 911	2 984 325	3 443 718	3 965 119	4 101 041	4 217 208	4 483 127	4 782 759
Average length of stay (No. of nights)	6,58	6,40	6,26	6,14	6,10	6,13	6,04	6,11	6,01	5,97	5,90	5,74
Net bed occupancy rate (%) ^{(2) (3)}	65,5	61,9	66,5	71,1	61,9	49,5	55,6	63,8	62,3	60,7	62,8	64,6
Net room occupancy rate (%) ⁽³⁾	x	x	x	x	x	x	x	x	x	x	x	x
Total revenue (thousand €) ⁽³⁾	67 373	73 555	85 223	103 407	102 400	97 579	117 568	138 677	150 727	154 334	163 619	181 346
Revenue from accommodation (thousand €) ⁽³⁾	41 063	43 440	50 222	59 794	61 252	60 154	71 738	87 475	97 763	100 503	108 099	118 704
Personnel costs (thousand €) ⁽³⁾	21 662	25 478	28 546	32 892	37 471	39 548	42 927	45 866	49 733	53 369	56 947	61 662
RevPAR (€) ^{(3) (4)}	19,27	19,39	21,54	24,59	23,62	21,52	23,32	28,63	30,75	29,92	31,20	32,80
ADR (€) ^{(3) (5)}	x	x	x	x	x	x	x	x	x	x	x	x
Establishments in activity (No.) ⁽³⁾	81	86	85	85	99	112	116	130	146	157	166	173
Rooms (3)	5 875	6 132	6 422	6 661	7 071	7 980	8 218	8 312	8 734	9 250	9 498	9 925
Lodging capacity (No. of beds) ⁽³⁾	12 147	12 749	13 419	13 779	14 646	16 504	16 915	17 037	17 985	19 025	19 563	20 287
Persons employed ^{(3) (6)}	4 609	4 690	4 491	4 786	5 098	5 004	4 991	5 110	5 222	5 371	5 426	5 632

Sources:

Tourism Statistics of the Autonomous Region of Madeira, DREM

Tourism Statistics, INE

Notes:

- (1) From 1991 onwards the source is DREM. Until 1990 the source is Ihd in the establishment.
- (2) From 1994 onwards it corresponds to the net occupancy rate (calcul
- (3) From 2012 onwards, it excludes local lodging with no accommodatic
- (4) RevPAR (Revenue Per Available Room) is the revenue per available beds during the reference period, excluding local lodging establishments with a capacity of less than 10 beds.
- (5) ADR (Average Daily Rate) is the revenue per used bedrooms, measured over the reference period, excluding local lodging establishments with a capacity of less than 10 beds.
- (6) In 2002, there are no records of staff working in rural tourism.
- [1976 to 1994] - Includes only hotel establishments data.
- [1995 to 2002] - Includes hotel establishments and rural tourism.
- [2003 to 2011] - includes hotel establishments, rural tourism and holiday beds.
- [From 2012 onwards] - Includes all tourist accommodation establishments

Indicators													
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Guest arrivals (No.)	745 088	849 261	839 840	866 798	853 216	875 419	919 169	978 631	1 025 289	924 022	852 274	897 102	870 641
Guests lodged (No.) ⁽¹⁾	884 880	1 000 206	994 558	1 018 994	996 118	1 023 137	1 075 409	1 141 325	1 189 530	1 072 235	989 251	1 050 406	1 026 172
Overnight stays (No.)	4 993 555	5 551 436	5 510 223	5 657 346	5 557 511	5 697 546	5 788 276	6 059 932	6 277 467	5 566 711	5 053 646	5 630 695	5 664 788
Average length of stay (No. of nights)	5,64	5,55	5,54	5,55	5,58	5,57	5,38	5,31	5,28	5,19	5,11	5,36	5,52
Net bed occupancy rate (%) ^{(2) (3)}	59,3	59,0	55,9	56,6	53,1	54,0	55,3	59,0	59,4	51,2	47,1	52,7	52,8
Net room occupancy rate (%) ⁽³⁾	x	x	x	x	x	x	x	x	x	x	x	x	x
Total revenue (thousand €) ⁽³⁾	201 037	231 513	238 192	246 429	245 079	250 257	263 775	283 254	299 391	257 251	227 976	254 253	253 853
Revenue from accommodation (thousand €) ⁽³⁾	129 961	151 281	153 786	157 821	155 541	156 129	162 647	174 202	185 883	159 073	138 154	154 161	157 683
Personnel costs (thousand €) ⁽³⁾	73 754	83 811	92 359	95 811	100 113	102 032	101 398	102 852	103 946	101 378	97 035	95 100	91 911
RevPAR (€) ^{(3) (4)}	31,62	33,46	32,10	32,40	30,64	30,57	32,27	35,13	36,32	30,44	26,81	30,02	30,49
ADR (€) ^{(3) (5)}	x	x	x	x	x	x	x	x	x	x	x	x	x
Establishments in activity (No.) ⁽³⁾	189	205	232	234	263	264	270	270	277	287	282	280	250
Rooms (3)	11 226	12 579	13 311	13 434	14 031	14 078	13 936	13 708	14 121	14 552	14 344	14 267	14 286
Lodging capacity (No. of beds) ⁽³⁾	23 035	25 781	27 344	27 527	28 672	28 813	28 586	28 118	28 864	29 794	29 399	29 264	29 475
Persons employed ^{(3) (6)}	6 265	6 862	7 335	7 322	7 434	7 178	6 876	6 721	6 642	6 500	6 145	5 956	5 897

Sources:

Tourism Statistics of the Autonomous Region of Madeira, DREM

Tourism Statistics, INE

Notes:

(1) From 1991 onwards the source is DREM. Until 1990 the source is IN

(2) From 1994 onwards it corresponds to the net occupancy rate (calcul

(3) From 2012 onwards, it excludes local lodging with no accommodatic

(4) RevPAR (Revenue Per Available Room) is the revenue per available

(5) ADR (Average Daily Rate) is the revenue per used bedrooms, meas

(6) In 2002, there are no records of staff working in rural tourism.

[1976 to 1994] - Includes only hotel establishments data.

[1995 to 2002] - Includes hotel establishments and rural tourism.

[2003 to 2011] - includes hotel establishments, rural tourism and holid

[From 2012 onwards] - Includes all tourist accommodation establishmer

Indicators												
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Guest arrivals (No.)	955 215	1 022 997	1 103 916	1 276 549	1 395 981	1 395 023	1 382 987	493 015	909 958	1 772 776	2 090 849	2 231 584
Guests lodged (No.) ⁽¹⁾	1 123 730	1 197 236	1 297 926	1 487 485	1 620 710	1 607 899	1 590 882	568 890	1 024 947	2 002 385	2 343 612	2 496 807
Overnight stays (No.)	6 221 238	6 541 523	7 047 981	7 943 998	8 382 384	8 360 844	8 123 309	2 747 608	4 985 132	9 616 001	10 953 134	11 765 375
Average length of stay (No. of nights)	5,54	5,46	5,43	5,34	5,17	5,20	5,11	4,83	4,86	4,80	4,67	4,71
Net bed occupancy rate (%) ^{(2) (3)}	57,3	58,6	61,5	66,2	66,2	62,4	58,0	30,8	44,6	61,5	65,5	66,8
Net room occupancy rate (%) ⁽³⁾	61,8	63,3	66,7	72,1	72,1	68,4	64,3	34,4	49,7	70,7	75,9	76,4
Total revenue (thousand €) ⁽³⁾	277 082	298 977	330 901	387 050	419 670	426 751	407 457	129 947	265 378	529 581	656 108	761 063
Revenue from accommodation (thousand €) ⁽³⁾	175 219	187 424	211 744	249 908	273 812	279 187	267 450	85 034	179 032	365 183	462 727	540 729
Personnel costs (thousand €) ⁽³⁾	93 441	95 504	98 562	104 808	112 568	117 561	119 987	66 897	86 576	129 981	159 574	183 554
RevPAR (€) ^{(3) (4)}	33,63	35,23	39,28	45,09	48,13	47,47	44,29	22,54	38,86	59,84	73,36	83,53
ADR (€) ^{(3) (5)}	54,41	55,65	58,88	62,56	66,75	69,38	68,83	65,49	78,15	84,66	96,60	109,28
Establishments in activity (No.) ⁽³⁾	252	258	283	310	320	358	391	298	346	401	440	492
Rooms (3)	14 473	14 808	14 984	15 324	15 762	16 284	16 813	10 915	12 950	16 902	17 405	17 862
Lodging capacity (No. of beds) ⁽³⁾	29 962	30 685	31 258	32 138	33 238	34 399	35 754	22 900	27 690	37 667	38 930	39 408
Persons employed ^{(3) (6)}	5 959	6 156	6 332	6 568	6 882	7 127	7 223	4 263	5 116	7 234	8 145	8 677

Sources:

Tourism Statistics of the Autonomous Region of Madeira, DREM

Tourism Statistics, INE

Notes:

(1) From 1991 onwards the source is DREM. Until 1990 the source is IN

(2) From 1994 onwards it corresponds to the net occupancy rate (calcul

(3) From 2012 onwards, it excludes local lodging with no accommodatio

(4) RevPAR (Revenue Per Available Room) is the revenue per available

(5) ADR (Average Daily Rate) is the revenue per used bedrooms, meas

(6) In 2002, there are no records of staff working in rural tourism.

[1976 to 1994] - Includes only hotel establishments data.

[1995 to 2002] - Includes hotel establishments and rural tourism.

[2003 to 2011] - includes hotel establishments, rural tourism and holid

[From 2012 onwards] - Includes all tourist accommodation establishmer