

Tourism

Outlook 2024 | Trends 2025

Year 2024 | What to
expect for 2025?

Tourism Market 2024

Guest numbers in Portugal saw continued growth in 2024, reaching an all-time high of 31.6 million, a +5.2% increase from 2023. Both domestic and international tourism contributed to this rise, with international visitors driving a larger share of the growth.

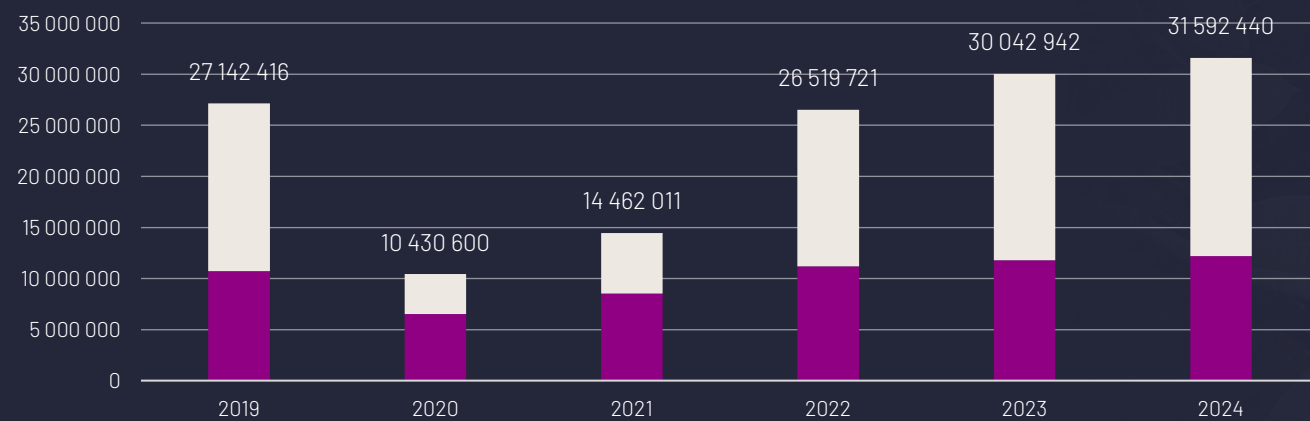
Domestic guest numbers grew by +3.5% YoY, rising from 11.8 million in 2023 to 12.2 million in 2024, reflecting steady demand from local travellers. Meanwhile, international tourism experienced a stronger growth of +6.7% YoY, jumping from 18.3 million to 19.4 million, underscoring Portugal's continued appeal to foreign visitors.

Although the overall growth rate in 2024 was slower than the post-pandemic surge in 2022-2023 (+18.4%), the +5.2% increase confirms that Portugal's tourism sector is not only maintaining its recovery but also expanding. International guest numbers in 2024 are up by +18.4% compared to 2019, while domestic guest numbers have increased by +13.8% over the same period.

Overall, the positive growth in 2024, particularly driven by international tourism, reinforces Portugal's status as a leading global destination, with record-breaking visitor numbers.

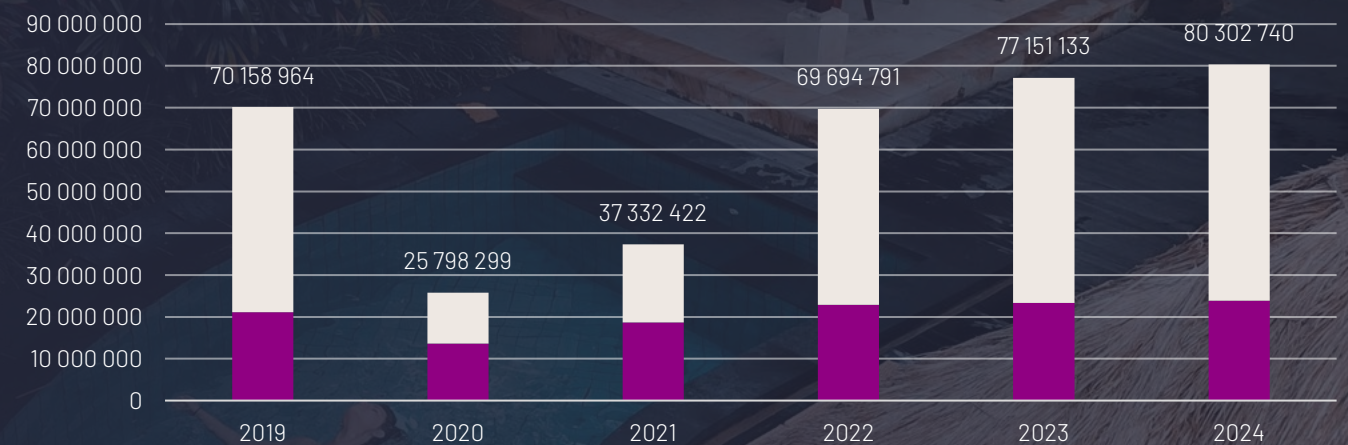
— Guest Evolution —

■ Domestic ■ International



— Overnight Stays Evolution —

■ Domestic ■ International



Overnight stays in Portugal continued their upward trend in 2024, reaching a record 80.3 million, a +4.1% increase from 2023. Both domestic and international stays contributed to this growth, though international demand played a bigger role.

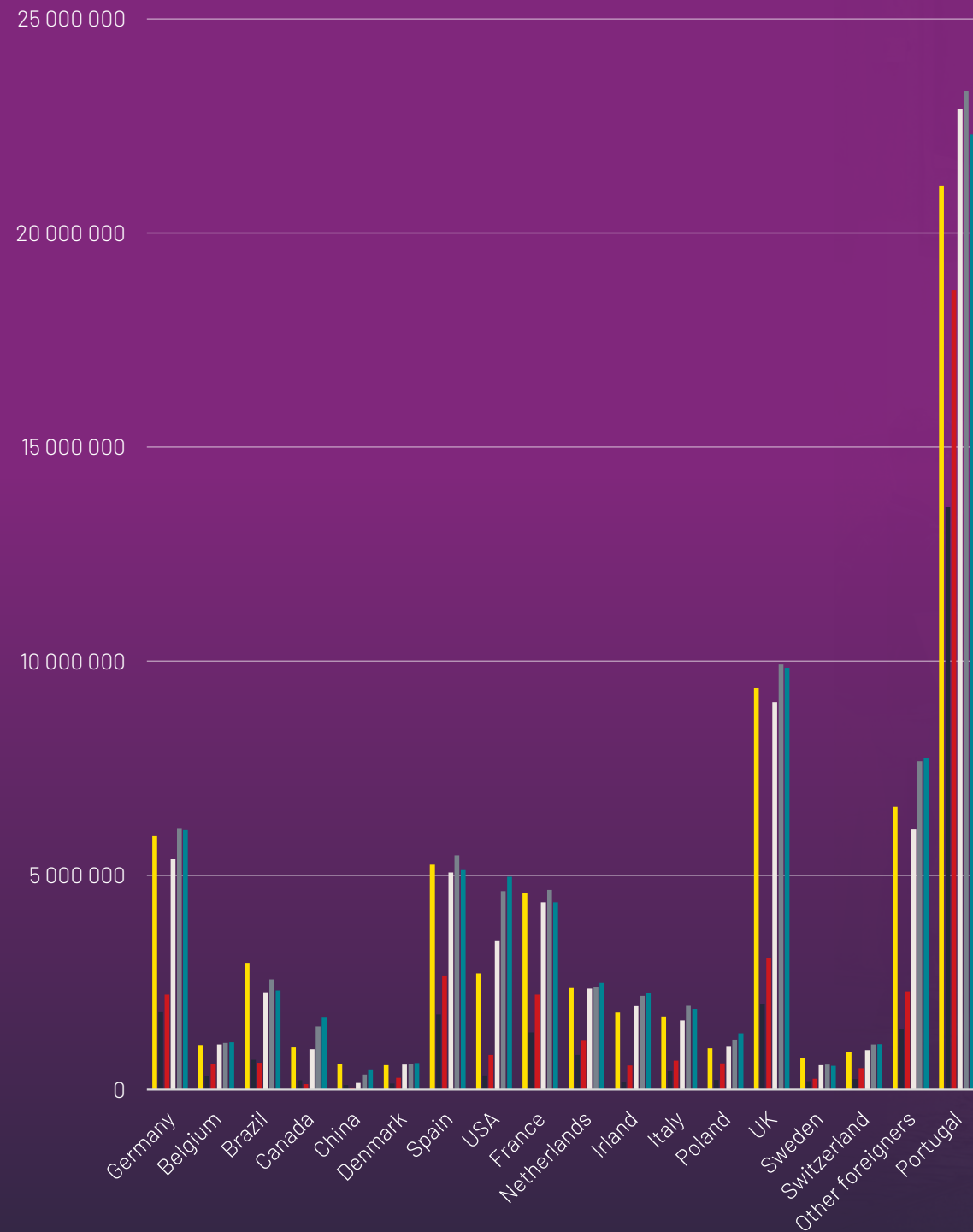
Domestic overnight stays grew +2.2% YoY, from 23.4 million in 2023 to 23.9 million in 2024, indicating stable local travel demand. Meanwhile, international overnight stays saw a stronger increase of +4.9% YoY, rising from 53.8 million to 56.4 million, reinforcing Portugal's appeal among foreign visitors.

Although growth has slowed compared to 2022-2023, when total overnight stays surged +10.7% YoY, 2024's numbers confirm that Portugal's tourism industry is not just recovering but expanding. International overnight stays now surpass 2019 levels by +14.7%, while domestic stays are up +13.1% from 2019.

Overall, the steady growth in 2024, driven mainly by international demand, cements Portugal's position as a top global destination, with record-breaking numbers for overnight stays.

— Overnight Stays — BY NATIONALITY

■ 2019 ■ 2020 ■ 2021 ■ 2022 ■ 2023 ■ 2024 (Up to Nov)



OVERNIGHT STAYS

80.3M STAYS UP TO DECEMBER 2024

+ 4.1% VS JAN-DEC 2023

INTERNATIONAL TOURISM

56.4 M STAYS

70%

DOMESTIC TOURISM

23.9 M STAYS

30%

TOP 3 NATIONALITIES



UK
12.3%



Germany
8.0%



Spain
6.7%

Portugal

Market Overview

— Main Openings —

2024

PROMOTER	HOTEL	STATUS	REGION	CATEGORY	ROOMS
Hyatt Hotels	Dreams Madeira Resort Spa & Marina		Madeira	5*	366
The Editory Collection Hotels	Aqualuz Lagos by The Editory		Algarve	5*	300
Pestana Hotel Group	Pestana Blue Alvor Beach		Algarve	5*	276

— Main Projects in Pipeline —

2025

PROMOTER	HOTEL	STATUS	REGION	CATEGORY	ROOMS
Pestana Hotel Group	Pestana Dunas	New Hotel	Madeira	5*	390
PortoBay Hotels & Resorts	PortoBay Blue Ocean		Algarve	4*	349
TSH	The Social Hub	New Hotel	Porto	4*	310



— Top 3 Nationalities | Guests* —



— Top 3 Nationalities | Overnight Stays* —



— Main Openings —

2024

HOTEL	REGION	ROOMS	CATEGORY
B&B Hotel Leiria	Alentejo	120	3*
Pestana Blue Alvor Beach	Algarve	300	5*
Aqualuz Lagos by The Editory	Algarve	276	5*
Viceroy at Ombria Resort Algarve	Algarve	141	5*
Locke Santa Joana	Lisbon	370	3*
Dreams Madeira Resort Spa & Marina	Madeira	366	5*
B&B Hotel Viana do Castelo	North	116	5*
Cénica Porto Hotel, Curio Collection by Hilton	Porto	126	3*

— Expected Openings —

2025

HOTEL	REGION	ROOMS	CATEGORY
Pestana Dunas	Madeira	390	5*
PortoBay Blue Ocean	Algarve	349	4*
The Social Hub	Porto	310	4*
Radisson Red Porto	Porto	278	4*
Algarve Marriott Salgados Golf Resort & Conference Center	Algarve	228	4*
Moxy Lisbon Park Hotel	Lisbon	218	3*

Throughout 2024, 45 hotel openings took place in Portugal, adding over 3,600 rooms to the country's hospitality sector. The Algarve region led the charge, welcoming around a quarter of these new rooms, followed by the Porto Metropolitan Area and the Lisbon Metropolitan Area. The majority of these openings were 4- and 5-star hotels, reinforcing the growing luxury tourism trend, which has gained momentum in recent years, especially following the pandemic. This aligns with the trend of premium and high-end tourism as travellers seek more exclusive and luxurious experiences.

TOP Transactions 2024

CONRAD ALGARVE

HOSPITALITY

>€150 M
| 154 Rooms

BUYER

Group Quinta do Lago

OS OITAVOS

HOSPITALITY

€80 M
| 142 Rooms

BUYER

BTG Pactual

HOTEL SOFITEL LISBOA LIBERDADE

HOSPITALITY

€75 M
| 175 Rooms

BUYER

French Group

PRAIA D'EL REY MARRIOTT & BEACH RESORT

HOSPITALITY

€50 M
| 177 Rooms

BUYER

Azora European Hotel & Lodging Fund

What to expect in 2025

With over 80 hotels in the pipeline, we expect to see hotel openings not only in the traditional regions like Lisbon, the Algarve, and Porto, but also in more emerging areas. This shift is contributing to a growing demand for accommodations in outer regions that were once less frequented by tourists.

PORTUGAL'S TOURISM CAN BE CHARACTERIZED BY SOME KEY TRENDS:

Luxury Tourism Growth: There has been a notable rise in **luxury tourism**, with a focus on 4-5-star properties, boutique hotels, and high-end experiences. Portugal is becoming increasingly known for its luxurious resorts, particularly in areas like **the Algarve, where golf, wellness, and gourmet tourism** are attracting affluent travellers.

Experiential Travel: Travellers are now seeking more immersive and authentic experiences that connect them with the local culture, history, and nature.

Sustainable and Eco-Friendly Tourism: Sustainability is a major focus. Portugal has increasingly positioned itself as a green destination, with more hotels and tourism providers adopting sustainable practices.

Wellness Tourism: More travellers are seeking wellness retreats, spa experiences, and mindfulness getaways.

Increased Focus on Off-Season Travel: Another trend post-pandemic is the rise of off-season travel. Tourists are now more likely to visit Portugal during the shoulder seasons, benefiting from milder weather and lower prices.

Focus on Portugal's Lesser-Known Destinations: There's a growing interest in discovering lesser-known regions of Portugal, such as the Alentejo, Douro Valley, and the Azores.



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