

Social Behavior after COVID-19: Development of Tourism in Portugal

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Abstract

This paper studies the development of tourism in Portugal after the COVID-19 epidemics. Both the tourism industry and tourists adapted to a new normal to recover one of the most important economic sectors of Portugal. We present here the data on tourism in some European countries and in Portugal, highlighting the significant development in recent years.

Keywords

Tourism Development, Portugal, Social Impact, COVID-19

1. Introduction

Tourism has a huge impact on several elements, such as tourists, residents, workers, and governments. These facts affect people's well-being and social behavior; it also contributes to economic growth, employment generation, and infrastructure construction (Vásquez et al., 2025).

Social behavior in the post-COVID-19 world of tourism changed measurable patterns in how people choose, plan, and experience travel—such as destinations, duration, means of transport, expenditures, and activities—captured through quantitative indicators that reflect changes in preferences, risk perceptions, mobility restrictions, and institutional policies after COVID-19 (Gössling et al., 2020; Sigala, 2020). Tourism experienced a shift toward a higher domestic share and lower short-term international arrivals. Border restrictions, along with the fact that domestic tourism recovered faster than cross-border tourism, suggest that people are choosing to travel locally rather than over long distances (Hall et al., 2020).

During the COVID-19 pandemic, travel restrictions and regulations were im-

plemented, which led to a decrease in tourism industry demand in 2020 (Arbulú et al., 2021; Park, Kim, & Ho, 2022). All segments of society were affected by the effects of COVID-19, including education, commerce, transport, leisure, among others (Assaf et al., 2022; Han et al., 2022). Countries closed borders, national mobility was restricted, and this phenomenon had a huge economic impact on all countries (Kliger, 2021; Marin-Lopez et al., 2022), and also changed the routine and way of living in the majority of societal activities: Urban Behaviour (Long et al., 2021; Fujii et al., 2021; Saw et al., 2021), Education (Campbell et al., 2021; Zhu et al., 2022; Koh & Daniel, 2022), Work (Massar et al., 2022), Healthcare (Gadi et al., 2022), among others. But probably tourism is the activity that experienced the most from this; if there is no travel, there is no tourism. All components of tourism had to adapt to a new normal to permit its return. This resilience was double-sided; both the tourist and the tourism industry had to change (Han et al., 2022; Pforr & Hosie, 2008).

Tourism adopted many measures and adapted to a new world with changes in:

Police measures have been implemented, accompanied by more frequent coordination with health authorities, the use of travel corridors, the rapid closure and reopening of borders, and the implementation of testing and quarantine regulations (Gössling et al., 2020).

The aviation sector implemented rapid capacity reductions followed by cautious, demand-driven capacity restoration, along with network simplification, reduced flight frequencies, and a greater focus on profitable routes and cargo operations (Suau-Sanchez et al., 2020; Iacus et al., 2020).

Pricing has been dynamic, with more consumer-friendly fare policies (flexible fares, waivers), short-term price promotions to stimulate demand, and segmented pricing favoring domestic and leisure markets (Suau-Sanchez et al., 2020).

Accommodation providers (hotels, short-term rentals) enhanced cleaning protocols, implemented contactless check-in/out, reconfigured common spaces, and adopted health-safety certifications (Gössling et al., 2020; Jiang & Wen, 2020).

Health-risk perceptions emerged as a primary determinant of travel behavior; transparent and timely health information, coupled with visible safety measures, became key competitive advantages. Trust in service providers and authorities significantly influenced both booking decisions and destination selection (Neuburger & Egger, 2021; Han et al., 2022).

The return was in force in 2023 and in the following years. Disasters like the Ukraine and Gaza wars, extreme hot and cold temperatures, and the heavy rains and floods in recent years do not prevent the great numbers of tourists and hotel occupations from reaching figures near to, and in some cases even above, those pre-COVID-19 all over the world. In this work, we study tourism in Portugal, making a comparison before, during, and after COVID-19. We also state a question to be answered in the work: Which tourism indicators recovered fastest in Portugal post-COVID, and how does this compare with Europe?

2. Data and Methods

We use the data provided by the United Nations World Tourism Organization (UNWTO) (World Tourism Organization [2], n.d.), European Union Tourism (Eurostat, 2024), United Nations Economic Commission for Europe (UNECE, 2023), and Turismo de Portugal (Turismo de Portugal, 2025). All datasets were extracted in January 2026; the focus is on Portugal and European countries in which tourism has an important socio-economic role. The classification of the Tourism Statistics Database (World Tourism Organization [2], n.d.) by the UNWTO includes the following indicators: 1) Inbound Tourism, 2) Domestic Tourism, 3) Outbound Tourism, 4) Tourism Industries, 5) Employment, and 6) Macroeconomic Indicators. This follows the International Recommendations for Tourism Statistics (IRTS 2008) (United Nations, 2008). In this work, we develop topics 1, 5, and 6, summarizing indicators such as tourism direct GDP share, arrivals/guests, receipts, employment, and overnight stays.

3. Tourism and Socio-Economic Development

Tourism has great importance in society and the economies of most countries, and it is responsible for a significant part of the Gross Domestic Product (GDP) in some of them. In Europe, in some countries like Italy, Croatia, Greece, and Portugal, tourism contributes more than 10% to the GDP, and the jobs in the direct and indirect tourism-related industries and activities comprise more than 5% of the global number.

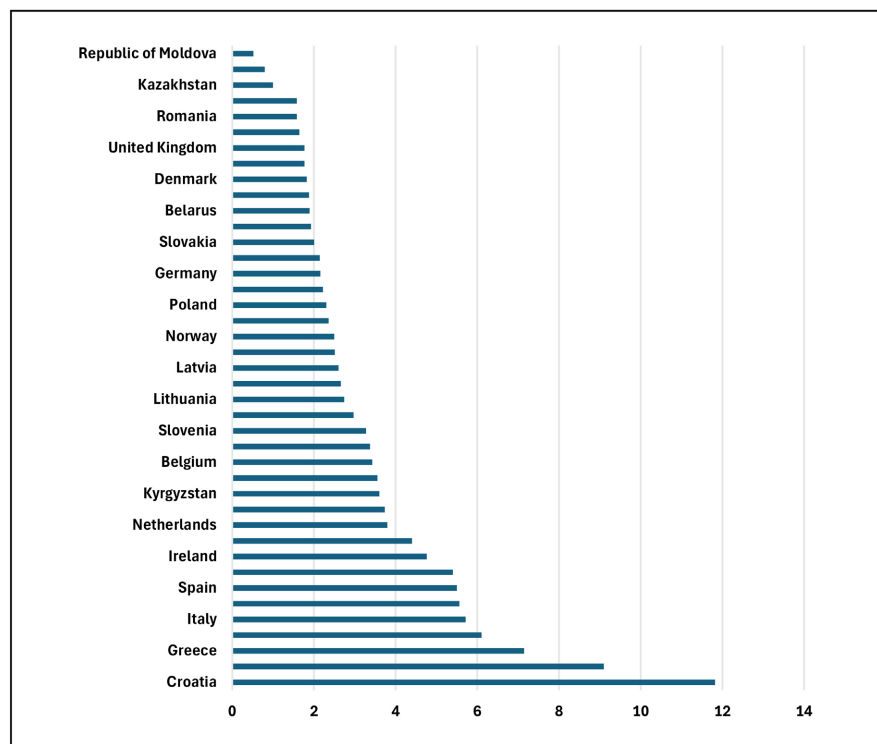


Figure 1. Tourism direct GDP as a proportion of total GDP (%): Last available year.

Table 1. Tourism direct GDP as a proportion of total GDP (%) (2012-2023).

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Albania	2.35697	2.32137	2.32641	2.44379	2.63697	2.83579	3.08301	3.54724	2.5657	3.02029	3.77704	5.56238
Austria							5.19838	5.33122	3.36035	2.6604		
Azerbaijan					3.7						2.22808	3.73161
Belarus			1.78462		2.23041		2.49756		1.42037		1.89548	
Belgium					2.18169			1.855	3.16	3.54	3.43	
Canada	1.83679	1.80198	1.79943	1.93487	1.99315	1.99379	2.00237	2.01469	1.00336	0.98237	1.41368	1.577
Croatia					11.3961			11.8234				
Czechia	2.74939	2.88297	2.76361	2.77236	2.90684	2.94173	2.87942	2.87382	1.50132	1.55283	2.21996	
Denmark	1.47303	1.68546	1.88571	1.87378	1.93069	2.3387	2.25813	2.33104	1.44157	1.52862	1.82626	
Estonia	4.34115	4.78008	5.46358	5.48218	5.4584	5.4						
Finland	2.51347	2.46268	2.44454	2.45168	2.45966	2.67135	2.69921	2.72993	1.42479	1.50954	1.76731	
France								3.90442	2.83936	3.02301	3.5561	
Germany				4.05767	3.99537	3.9861	3.97426	3.85284	2.35015	2.16005		
Greece	5.15725	6.58306	6.5154	6.5367	6.22253	6.68551	6.9626	7.23507	4.32655	5.24736	6.38193	7.14452
Hungary	2.56138	2.5767	2.81388	2.72914	2.75277	2.68701	3.04249	3.37803	1.52213	1.6435		
Iceland	4.16666	4.67865	5.47964	6.5	8.1984	7.9837	8.08922	8.1	2.8	3.9	6.1	
Ireland								4.76468				
Israel	2.74042	2.61832	2.52843	2.59238	2.5233	2.55346	2.64084	2.58317	0.7	1.06784	1.86797	1.87597
Italy				5.41026		5.49858		5.7128				
Kazakhstan	1.5	1	0.9	1	1.3	1.3	1.4	1.3	0.6	0.7	1	
Kyrgyzstan	4.6	4.6	4.3	4.7	4.6	5	5	4.4	2.9	3.2	3.6	
Latvia	4.4	4.2	4.3	4.2	4.5	4.6	4.9	4.8	3.5	2.6		
Lithuania	2.88	2.98	3.07	3.06	3.07	3.02	2.9	2.89	1.65	1.77	2.17	2.74
Luxembourg			1.22728	1.16862	1.223	1.24989	1.25069	1.24847	0.75275	0.73459	0.79521	
Netherlands	3.2	3.4	3.6	3.9	4.1	4.2	4.3	4.3	2.3	2.4	3.5	3.8
North Macedonia								2.35897				
Norway	3.7	3.7	3.7	4	4.3	4.1	3.8	4	3	2.5		
Poland	2.10103	1.29852		1.17461			2.1	2.2			2.3	
Portugal			6.4632	6.6815	6.9	7.7	8	8.1	4.4	5.7	8.6	9.1
Republic of Moldova			0.47593	0.50265	0.44885	0.50052	0.56154	0.67554	0.1796	0.58281	0.7411	0.51553
Romania	1.8618	1.93643	1.95678	2.40154	2.77008	2.78694	2.90898	2.98068	1.57097	1.58301		
Russian Federation	2.61132	2.81143	2.91686	2.94184	3.04913	2.44184	2.3982	2.54538	2.15953	2.37011	2.3903	2.51388
Slovakia		2.34921	2.15213	2.62467	2.68462	2.58073	2.74076	2.85776	1.44791	1.40964	2.00356	
Slovenia	4.85432		4.88984	4.94071		5.28891		5.39654	3.27481			
Spain					6.5	6.6	6.7	6.8	5.0574	5.50139		
Sweden	2.74303	2.67147	2.62691	2.64972	2.73745	2.60058	2.59829	2.43984	1.69136	1.93008		
Switzerland	2.27447	2.30381	2.3002	2.27615	2.30333	2.35504	2.37101	2.38753	1.54353	1.62282	1.93911	2.14255
Tajikistan						4.65583	3.77435	4.3023	2.3837	3.37083	3.37083	
Türkiye								4.6	2.7	3.4	4.4	
United Kingdom	3.72259	3.6836	3.60953	3.93745	3.44672	3.42372	3.23815	3.64935	1.766			
United States	2.72392	2.81766	2.78754	2.88548	2.88621	2.9547	2.9604	3.01889	2.1474	2.76457	2.96775	

In **Table 1**, we can observe the tourism data in the economy of some countries in the European Community [EC27] from 2012 to 2023 (**World Tourism Organization [1], n.d.**), and in **Figure 1**, we have the latest available year of the Tourism Direct GDP (TDGDP). Tourism Direct GDP (TDGDP) is defined as the sum of the gross value added (at basic prices) generated by all industries in response to internal tourism consumption, plus the amount of net taxes on products and imports included within the value of this expenditure at purchasers' prices (UNECE (**United Nations Economic Commission for Europe**), 2023).

Tourism has great importance in employment all over Europe. Besides, many of the jobs are temporary due to season dependence, and this has a very positive influence on the economy. In **Table 2** and **Figure 2**, there are the indices in % of direct tourist employment related to the total national employment (**Eurostat, 2024**).

Table 2. Tourism direct employment as a proportion of total employment (%) (2023).

Greece	Cyprus	Malta	Spain	Croatia	Portugal	Austria	Italy	France	Luxembourg
25.7	17.5	15	12	11.9	11.3	10.4	10.1	9.2	8.8
Denmark	Bulgaria	Sweden	Germany	Belgium	Slovenia	Romania	Latvia	Finland	Lithuania
8.2	7.3	7.3	7.1	6.8	6.5	6	5.9	5.7	5.5
Hungary	Czechia	Poland	Slovakia	Norway	EU				
5.3	5.1	4.1	4	7.6	8.6				

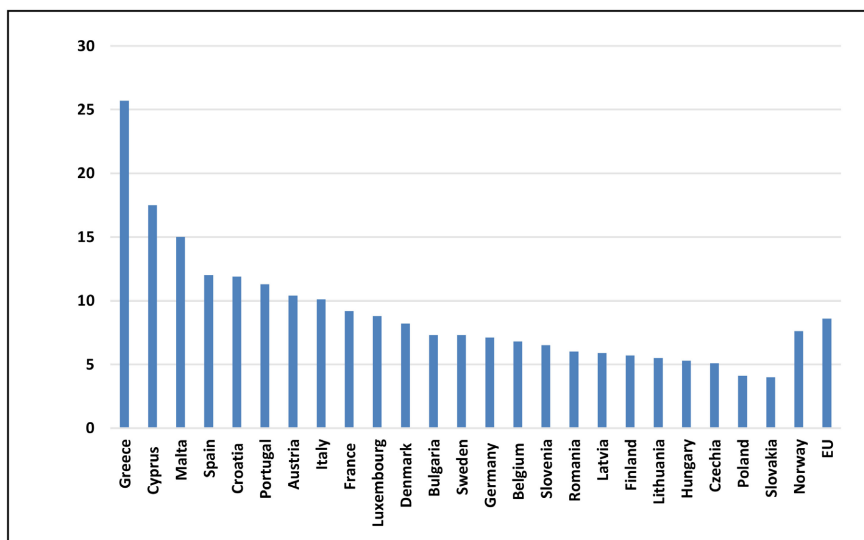


Figure 2. Tourism indirect employment as a proportion of total employment (%) (2023).

4. The UNWTO World Tourism Barometer

Since 2003, the journal World Tourism Barometer UNWTO has been published periodically by UNWTO (**World Tourism Organization [3], n.d.**). There are no fixed months nor a fixed number of annual issues, but in general, there are 6 issues

per year, and the months follow the relevant tourism numbers news. The main tourism growth measure is the International Tourists Arrivals (ITA) or overnight stays. The growth is measured by the percentage change at the annual rate, that is, a comparison with the previous year. The WTO annual publication, International Tourism Highlights (World Tourism Organization [4] [5], 2023 & 2024), also contains a complete account and comparisons of the relevant world tourism data.

Two years before COVID-19, the world was in an ascending economic situation, and tourism reflected this. 2017 was the strongest year since 2010, with a worldwide ITA of 1.32 billion, representing an annual increase of 7%. This situation continued in 2018 with 1.4 billion ITA, an annual increase of 6%, a number above the forecast of 4 to 5% at the beginning of the year. 2019 was also a good year for tourism; the increase of 4% matched the forecast. The great change came in 2020. In January, the forecast pointed to a growth also of 4%, but in the first months, with the spread of COVID-19, the world shut down, and at the end of the year, the fall was 74%. This decline represents fewer than 900 million international arrivals compared with 2019. The tourism analysts agreed that the recovery could last some years. The year 2021 was still very weak, with a global increase of 8%. In Europe, this number was a bit better, with 19%. The year 2022 showed a recovery with a growth of 225% compared to 2021. The last three years have been very good for tourism, with increases of 35%, 11%, and 4%, with a total of 1523 million ITA. In some EU countries, like in Portugal, ITA are still better, including above the pre-pandemic levels. In **Table 3** and in **Figures 3-5**, we have an account of those numbers (World Tourism Organization [6], 2026). In **Figure 3**, **Figure 4** we observed that the increase in tourism numbers in Europe is lower than that of the entire world. This is likely due to several issues, such as wars and weather disasters. In **Figure 3**, we observe that the situation in Portugal is different, with numbers exceeding those of Europe.

Table 3. International tourist arrivals (ITA) (million), receipts per arrival (USD billion) for the World, Europe, and Portugal.

Year	ITA (millions)	ITA (EU) (millions)	ITA (PT) (millions)	Growth ITA (%)	Growth ITA (%) (EU)	Growth ITA (%) (PT)	Receipts (USD billions)	Receipts (EU) (USD billions)	Receipts (PT) (USD billions)
2017	1339	677.5	21.2	7	9	16	1355	537.9	17.6
2018	1416	717.7	22.8	6	6	8	1468	587.5	20.2
2019	1469	746.1	24.6	4	4	8	1498	594.7	20.5
2020	408.8	241.8	6.5	-72	-68	-74	562.3	256	8.9
2021	462.1	303.7	9.6	13	26	48	646.7	338.6	12
2022	979.5	614.2	22.3	112	102	131	1146	559.5	22.3
2023	1322	713.8	26.5	35	16	19	1539	667.8	27.5
2024	1465	764.7	29	11	7	9	1739	726.7	30
2025	1523	793.5	29.58	4	4	2	1844	771.6	31.59

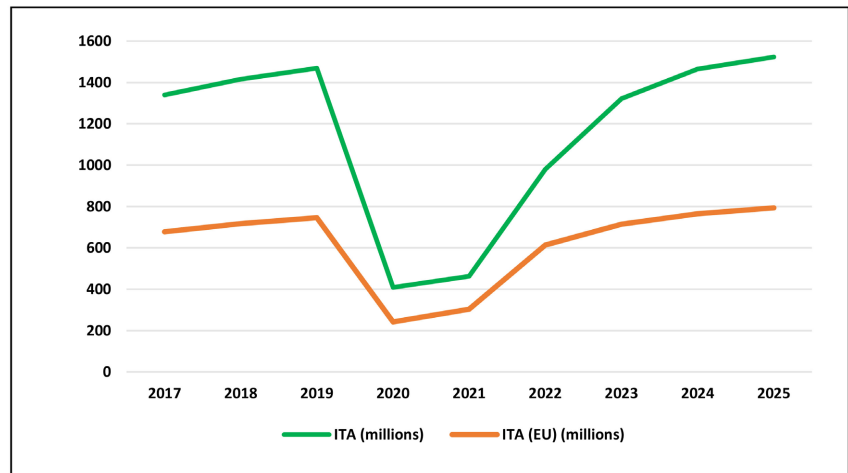


Figure 3. International tourist arrivals (ITA) (millions) compared with tourist arrivals (ITA) in Europe (millions) (2017-2025).

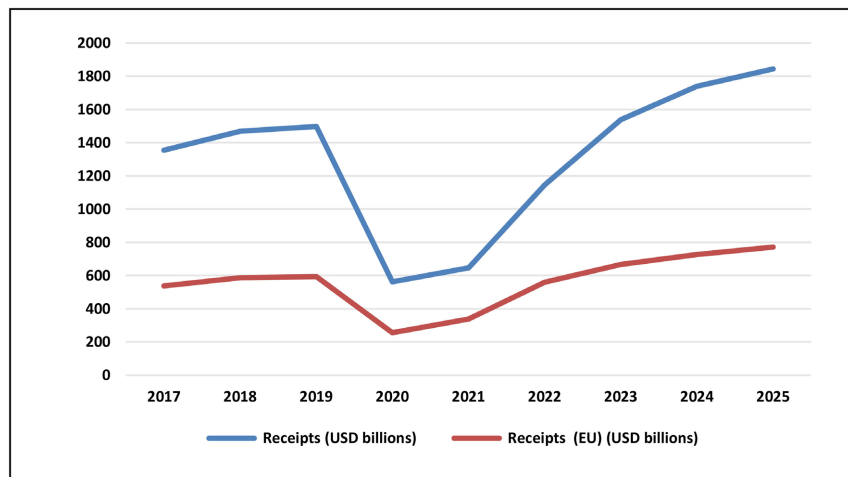


Figure 4. International tourist arrivals receipts (billions) compared with tourist receipts Europe (billions) (2017-2025).

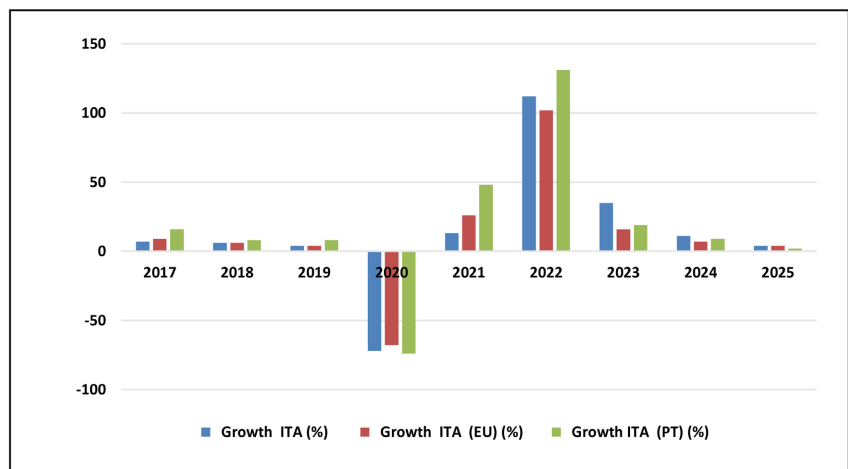


Figure 5. International tourist arrivals (Growth ITA) (%) compared with Growth ITA (EU) and Growth ITA (PT) (2017-2025).

In **Table 4** and **Figure 6**. We have a normalized core metric (ITA/population) showing that this number is one of the highest among peer destinations, beyond absolute growth rates (Eurostat, 2025).

Table 4. ITA (million), Population (million), and ITA/Population (2025).

	ITA (millions)	Population (millions)	ITA/Population
Albania	11.5	2.39	4.81
Austria	31.9	9.16	3.48
Bulgaria	8.6	6.45	1.33
Estonia	2.7	1.37	1.97
Finland	2.9	5.6	0.52
France	102	68.47	1.49
Germany	37.5	83.45	0.45
Greece	36	10.4	3.46
Hungary	13.2	9.59	1.38
Ireland	6.6	5.35	1.23
Italy	57.7	58.97	0.98
Netherlands	21.3	17.94	1.19
Poland	19.7	36.62	0.54
Portugal	29	10.64	2.73
Romania	2.4	19.07	0.13
Spain	93.8	48.62	1.93
Sweden	8.7	10.55	0.82
Türkiye	60.6	85.37	0.71

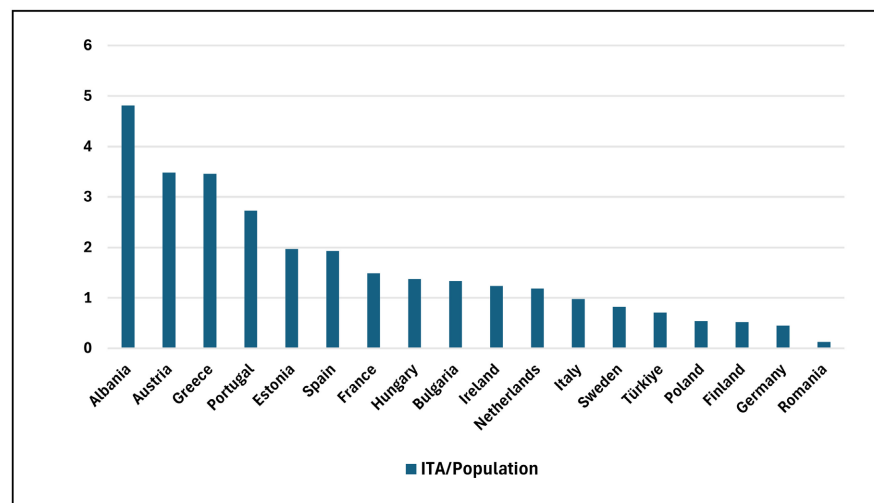


Figure 6. ITA/Population (2025).

5. Development of Tourism in Portugal

In the last decades, Portugal made great investments in its infrastructures, like roads, airports, and urban transports. This brought the modernization of the accommodation network, like hotels, lodges, and hostels. These facts led to the creation of a strong tourism industry which now accounts for more than 5% of the GDP.

The data in the following tables and figures are available in the database of Tourism of Portugal ([Turismo de Portugal, 2025](#)). We use the classification: 1) *Guests*, the total number of tourist arrivals, national and international (or ITA); 2) *Value added*, representing the money earned by all accommodation establishments; 3) *Overnight stays*, counting the night's stay for a single tourist.

In [Table 5](#) and [Figure 7](#), we have the ratio in % tourism direct GDP as a proportion of total GDP. We observe the growth from 2010 to 2023; Portugal follows the international trend. In the recession years of 2020 and 2021, this proportion drops, and in the following years, we can observe a recovery.

Table 5. Tourism direct GDP as a proportion of total GDP in Portugal (%) (2014-2023).

2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
6.5	6.7	6.9	7.7	8	8.1	4.4	5.7	8.6	9.1

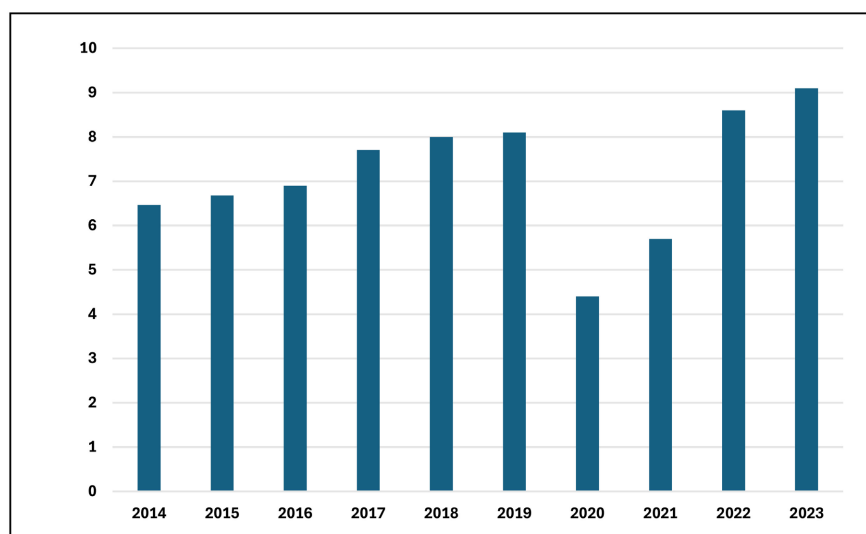


Figure 7. Tourism direct GDP as a proportion of total GDP in Portugal (%) (2014-2023).

In [Table 6](#) and [Figure 8](#), significant growth can be observed for national and international (ITA).

Table 6. Guests in Portugal (millions) (2014-2025).

Year	National	International	Total
2014	7397	9904	17,301
2015	8092	11,068	19,161

Continued

2016	8691	12,561	21,252
2017	9364	14,589	23,953
2018	9941	15,308	25,249
2019	10,732	16,410	27,142
2020	6525	3905	10,430
2021	8544	5917	14,462
2022	11,196	15,322	26,519
2023	11,790	18,238	30,028
2024	12,204	19,384	31,588
2025	12,780	19,750	32,520

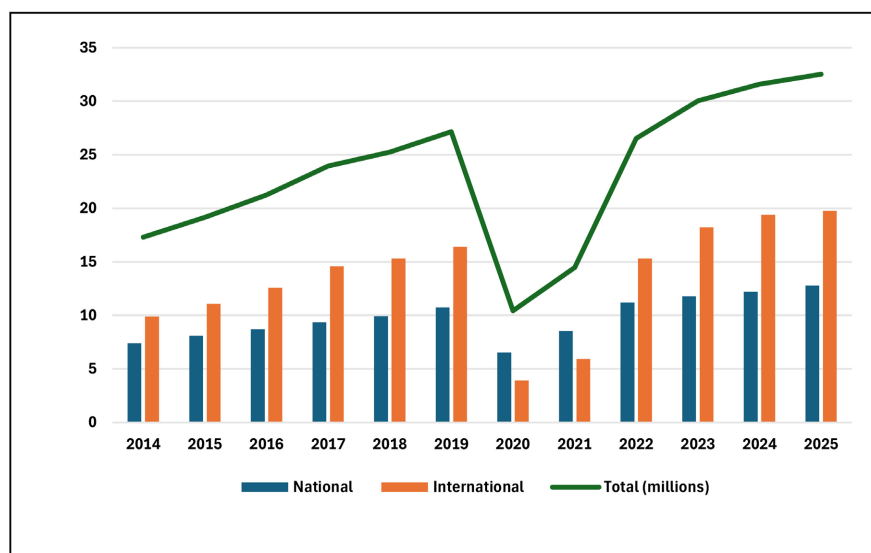


Figure 8. Guests in Portugal (2014-2025).

In **Table 7** and **Figure 9**, we have the *Value added* by tourism, accounting for those overnight stays in accommodation establishments and other issues. It can also be observed that there was a great increase after 2022.

Table 7. Value added in Portugal (millions) (2014-2025).

Year	Overnights stay	Other issues	Total
2014	1627.2	658.7	2285.9
2015	1899.6	728.1	2627.7
2016	2264.6	839.2	3103.8
2017	2737.9	943.3	3681.2
2018	2993.2	993.4	3986.6
2019	3229.9	1065.9	4295.8
2020	1076.4	369.3	1445.7
2021	1752.2	578.1	2330.3

Continued

2022	3808.3	1205.8	5014.1
2023	4622.6	1392.7	6015.3
2024	5132.7	1541.9	6674.6
2025	5483.9	1670.5	7154.4

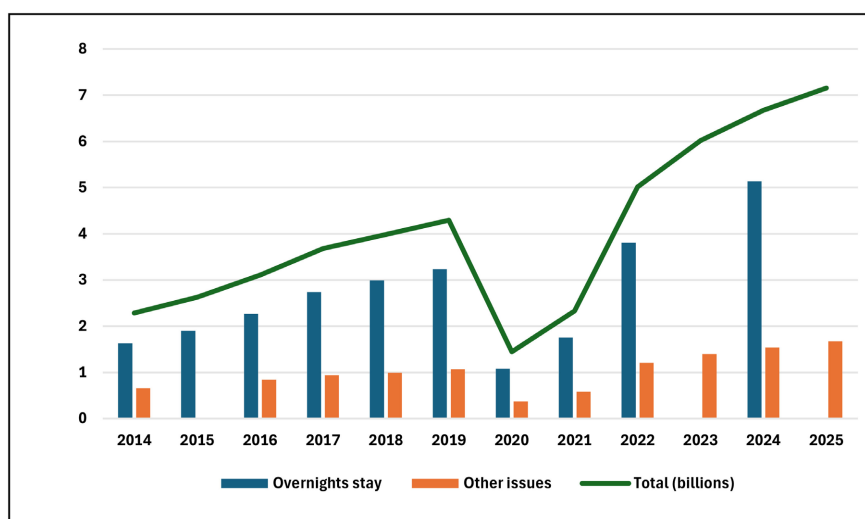


Figure 9. Value added in Portugal (millions) (2014-2025).

Table 8 and **Figure 10** show the *Overnight stays*, despite the relative growth diminishing, the increase in total growth is very significant. We observe that the ratio of the total between 2025 and previous years follows the same tendency of growth as those of **Table 6** and **Figure 8** describing the tourist *Guests*, which agrees with the development of tourism in recent years.

Table 8. Overnight stays in Portugal (millions) (2014-2025).

Year	National	International	Total
2014	14,939	33,772	48,711
2015	16,158	36,915	53,074
2016	17,351	41,770	59,122
2017	18,595	46,789	65,385
2018	19,889	47,772	67,662
2019	21,107	49,051	70,158
2020	13,598	12,199	25,798
2021	18,671	18,660	37,332
2022	22,888	46,805	69,694
2023	23,319	53,860	77,179
2024	23,841	56,513	80,354
2025	25,156	56,863	82,019

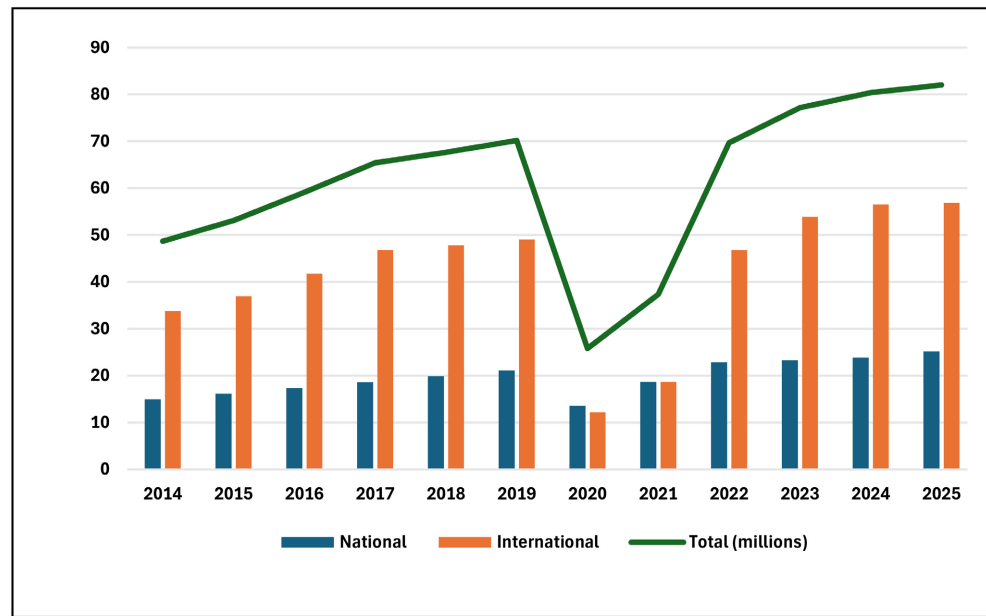


Figure 10. Overnight stays in Portugal (millions) (2014-2025).

In Table 9, we present the guest numbers according to the origin countries, and in Figure 11, the respective total numbers for 2020, 2021, 2024, and 2025.

Table 9. Overnight stays in Portugal (millions) (2014-2025) by country.

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Germany	4,642,666	5,219,113	5,806,872	6,452,415	6,450,168	5,919,635	1,803,349	2,216,390	5,377,443	6,086,971	6,362,896	6,141,552
Belgium	816,066	905,899	1,001,457	1,030,375	1,059,064	1,037,790	308,934	599,072	1,051,765	1,087,776	1,139,967	1,122,021
Brazil	1,436,203	1,413,408	1,623,232	2,259,606	2,586,993	2,960,884	692,349	622,406	2,272,557	2,570,655	2,473,815	2,204,906
Canada					905,908	984,850	217,027	124,558	938,289	1,477,188	1,730,358	1,775,051
China					518,919	605,999	102,818	45,608	156,498	349,444	512,758	547,084
Denmark					587,542	571,572	137,365	272,565	583,523	599,551	656,349	600,578
Spain	3,740,381	3,939,607	4,324,491	4,614,151	4,881,685	5,250,340	1,757,442	2,662,572	5,069,260	5,468,599	5,459,965	4,847,674
USA	872,153	1,062,201	1,301,074	1,796,915	2,244,599	2,713,437	330,459	805,575	3,463,947	4,630,418	5,202,216	5,237,138
France	3,230,793	3,679,475	4,412,721	4,624,756	4,701,779	4,595,393	1,335,306	2,210,901	4,373,096	4,659,330	4,538,881	4,080,327
Netherlands	2,187,119	2,320,616	2,684,511	2,713,752	2,551,371	2,369,179	806,227	1,139,731	2,351,968	2,385,520	2,599,064	2,404,952
Ireland	1,186,405	1,255,723	1,442,411	1,604,142	1,636,697	1,798,415	185,009	560,872	1,947,244	2,186,023	2,295,287	2,227,777
Italy	928,421	1,154,904	1,308,434	1,561,816	1,601,281	1,705,193	432,053	671,308	1,614,678	1,957,408	1,996,756	1,864,920
Poland					960,986	959,925	225,801	610,335	998,284	1,164,043	1,394,711	1,481,791
United Kingdom	7,774,564	8,610,160	9,581,623	9,846,089	9,329,749	9,367,272	2,005,389	3,079,389	9,047,802	9,926,962	10,220,600	9,711,262
Sweden					770,727	729,643	197,530	252,179	565,726	584,478	594,583	591,590
Switzerland					900,826	881,948	243,740	495,589	923,271	1,054,802	1,102,749	1,081,271

Continued

Other Foreign Countries	6,957,348	7,354,701	8,284,076	10,285,512	6,084,133	6,600,357	1,418,892	2,291,610	6,070,532	7,670,925	8,232,804	8,426,430
Portugal	14,939,247	16,158,369	17,351,738	18,595,681	19,889,676	21,107,132	13,598,609	18,671,762	22,888,908	23,319,057	23,841,074	23,478,772
Total Global	4,8711,366	53,074,176	59,122,640	65,385,210	67,662,103	70,158,964	25,798,299	37,332,422	69,694,791	77,179,150	80,354,833	82,019,551

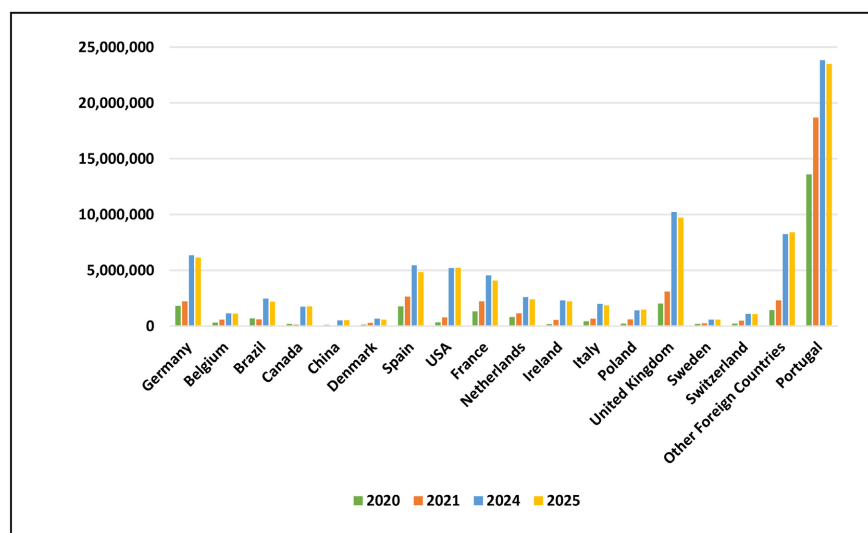


Figure 11. Overnight stays in Portugal (2020-2025) by country.

In **Table 10**, **Figure 12**, and **Figure 13**, we have the overnight stays in Portugal (millions) by month from 2014 to 2025, where it can be observed that summer is the greatest season for tourism.

Table 10. Overnight stays in Portugal (millions) (2014-2025) by month.

	January	February	March	April	May	June	July	August	September	October	November	December
2014	1,804,937	2,089,427	2,876,500	4,086,333	4,592,833	4,932,528	6,088,279	7,532,534	5,563,120	4,439,049	2,486,616	2,219,210
2015	2,108,896	2,407,894	3,275,931	4,191,960	5,042,890	5,434,567	6,649,952	7,941,930	6,033,218	4,806,778	2,726,232	2,453,928
2016	2,322,863	2,799,860	4,007,868	4,464,594	5,497,218	6,112,587	7,300,440	8,491,997	6,630,171	5,535,569	3,185,872	2,773,601
2017	2,677,843	3,104,797	4,042,796	5,743,335	6,035,426	6,753,217	7,890,416	9,076,069	7,234,527	6,110,688	3,564,865	3,151,231
2018	2,879,843	3,369,689	4,615,448	5,424,456	6,351,120	6,792,865	8,044,559	9,369,646	7,391,695	6,300,875	3,825,767	3,296,140
2019	3,034,284	3,365,240	4,606,922	5,981,300	6,557,840	7,177,554	8,231,230	9,633,427	7,624,574	6,358,685	4,071,968	3,515,940
2020	3,258,226	3,817,043	1,875,506	133,212	261,593	1,031,062	2,631,261	5,082,349	3,534,350	2,300,257	920,058	953,382
2021	688,039	459,904	615,727	921,028	2,024,210	3,401,792	4,538,643	7,507,272	5,585,513	5,468,960	3,556,760	2,564,574
2022	1,993,952	2,922,077	4,012,532	5,999,962	6,499,189	7,180,852	8,665,889	9,959,209	7,691,275	6,790,071	4,252,017	3,727,766
2023	3,434,232	4,015,685	5,085,292	6,837,609	7,144,581	7,456,723	8,816,485	10,146,558	8,238,579	7,384,027	4,574,288	4,045,091
2024	3,460,511	4,277,802	5,725,068	6,548,855	7,701,923	7,841,978	9,061,766	10,553,909	8,453,759	7,565,935	5,009,564	4,153,763
2025	3,669,550	4,173,779	5,563,681	7,130,729	7,804,345	8,082,457	9,417,931	10,688,807	8,503,904	7,729,932	5,059,981	4,194,455

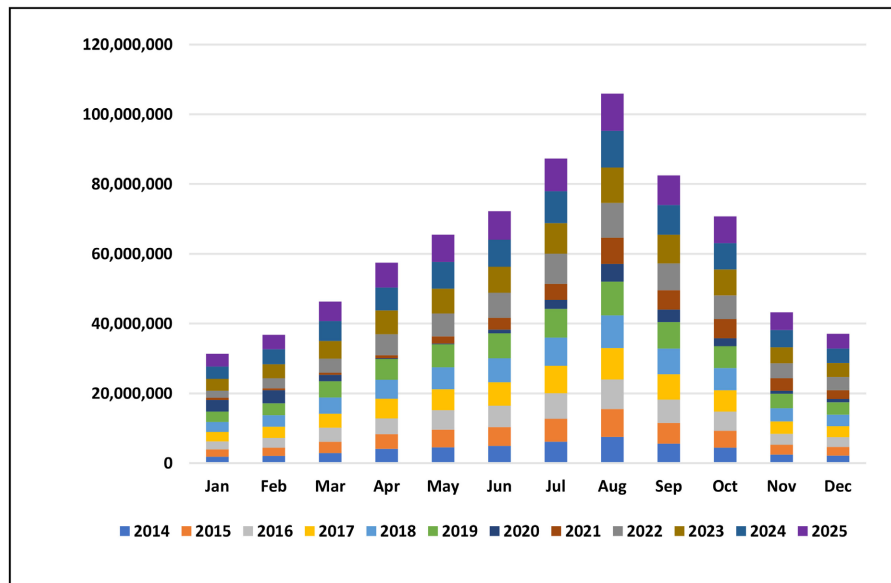


Figure 12. Overnight stays in Portugal (millions) (2014-2025) by month.

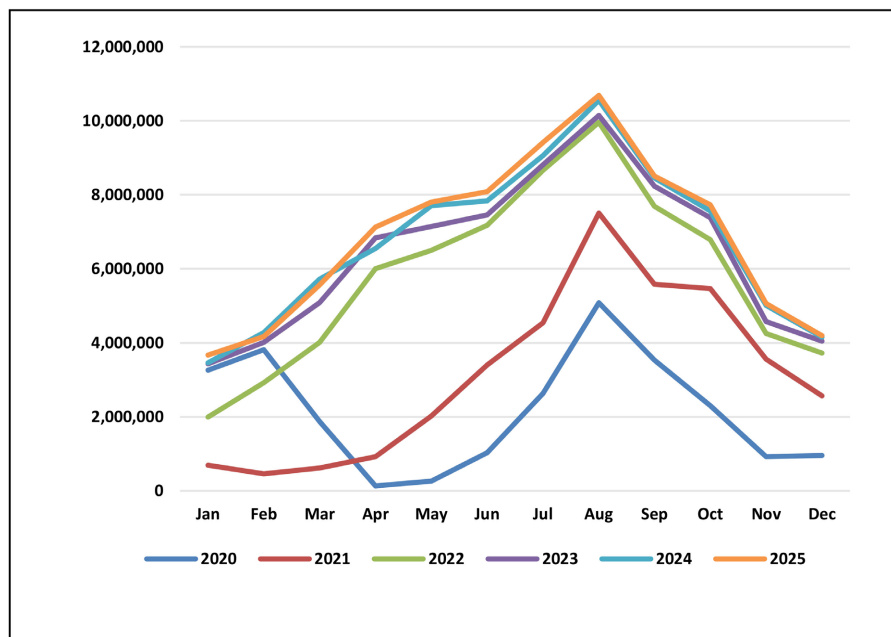


Figure 13. Overnight stays in Portugal (millions) (2014-2025) by month.

In Table 11 and Figure 14, we have Tourism Direct GDP relating to the total GDP.

Table 11. Tourism direct GDP as a proportion of total GDP (%) in Portugal (2015-2024).

Year	Percentage	Variation
2015	6.5	
2016	6.9	0.4
2017	8.0	1.1

Continued

2018	8.3	0.4
2019	8.5	0.2
2020	3.9	-4.7
2021	4.7	0.8
2022	8.7	4.0
2023	9.4	0.7
2024	9.6	0.2

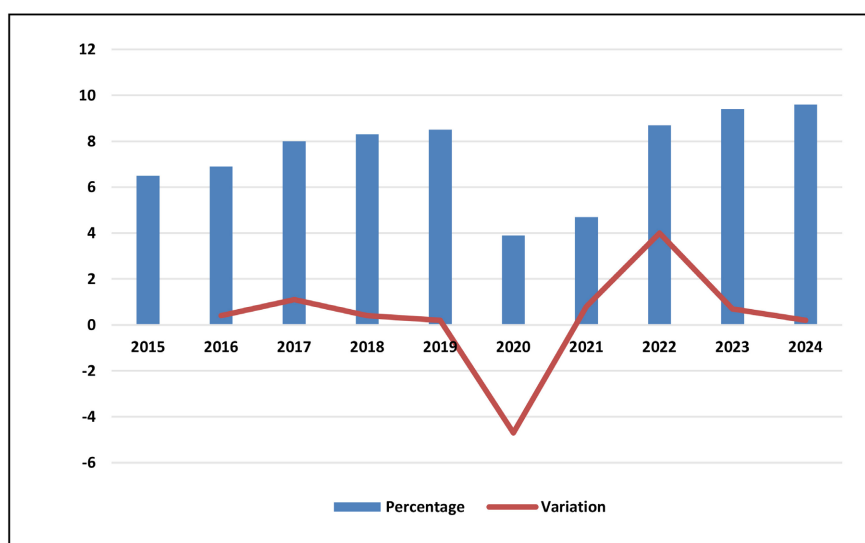


Figure 14. Overnight stays in Portugal (millions) (2014-2025) by month.

In **Table 12** and **Figure 15**, we have the top 10 countries (in %) responsible for Tourism Direct GDP.

Table 12. Tourism direct GDP (in %), top 10 (2015-2024).

Country	Year									
	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
United Kingdom	22.86	24.2	23.89	23	23.25	19.49	17.55	20.11	19.66	19.42
France	20.32	20.72	18.69	18.96	18.23	25.27	24.2	17.69	16.1	15.21
Germany	13.51	14.02	14.36	14.68	14.03	14.35	14.05	14.41	14.66	14.72
Spain	13.24	12	12.19	12.91	12.93	15.88	16.81	13.66	13.24	13.33
USA	5.33	5.55	6.62	7.59	8.78	5.11	6.24	11.47	12.93	13.66
Netherlands	5.31	5.99	5.81	5.55	5.03	5.09	5.29	5.26	4.83	5.08
Switzerland	4.39	4.94	4.63	---	---	4.95	5.24	---	---	---
Ireland	3.88	---	4.64	4.69	4.96	---	4.19	5.53	5.57	5.61
Brazil	---	3.95	4.8	5.04	5.24	3.44	---	4.5	5.38	5.38
Italy	---	---	---	3.18	3.36	---	---	3.22	3.43	3.3

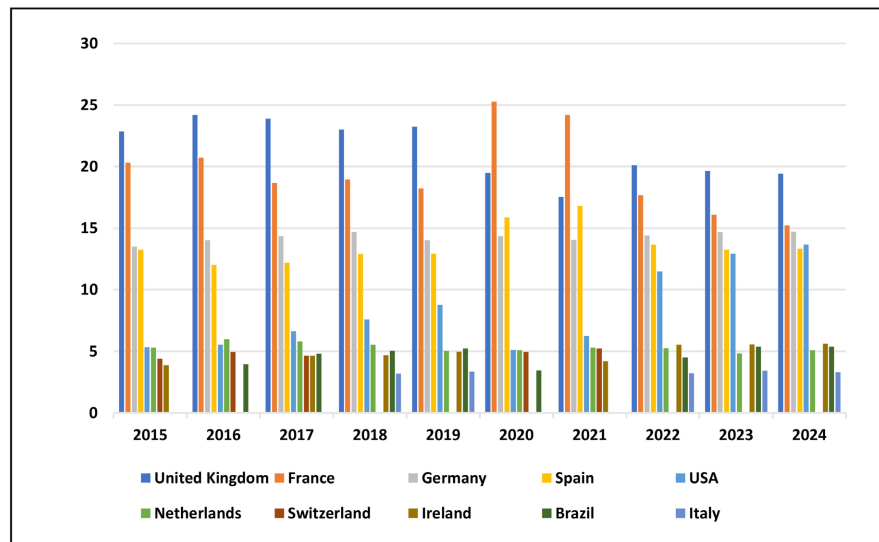


Figure 15. Tourism direct GDP (in %), top 10 (2015-2024).

6. Conclusion

In the year 2020, tourism had a great drawback due to COVID-19; this led to a huge change in behavior which affected almost all segments of society (Anwar, 2022). Several measures have been adopted in transport, commerce, and accommodation installations. Things started to recover after 2022, in a new reality (Mira et al., 2023). In this work, we make an account of the tourism situation in Europe and in Portugal, highlighting the recovery in recent years. For the presented statistics, we use data from the World Tourism Organization, the United Nations Economic Commission for Europe, and Turismo de Portugal. We made several comparisons showing the significant change after 2022.

We face some limitations in addressing comparability across sources (UNWTO vs. national statistics), definitional differences (e.g., “ITA” vs. “guests,” “receipts” vs. “value added”), and missing values or breaks in series, but these did not affect the interpretation.

The answer to the question stated in the Introduction can be found in **Table 4** and **Figure 6**, where we observe the outstanding position of Portuguese tourism among European countries.

Conflicts of Interest

The authors declare no conflicts of interest regarding the publication of this paper.

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