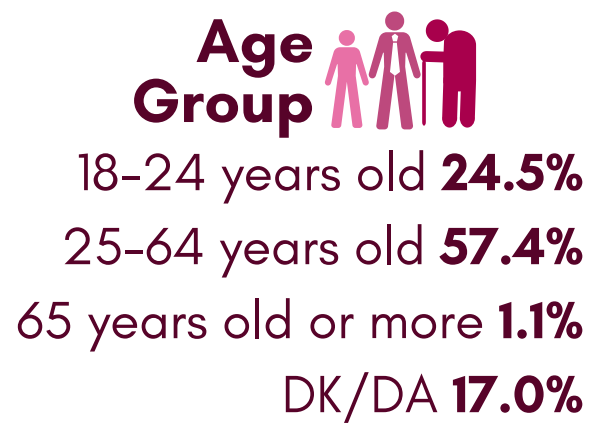
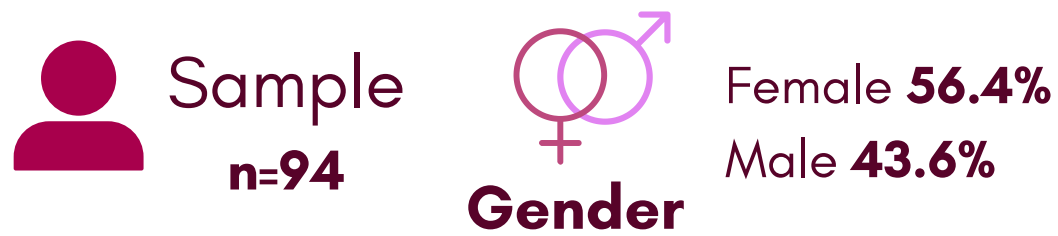


# GERMANY

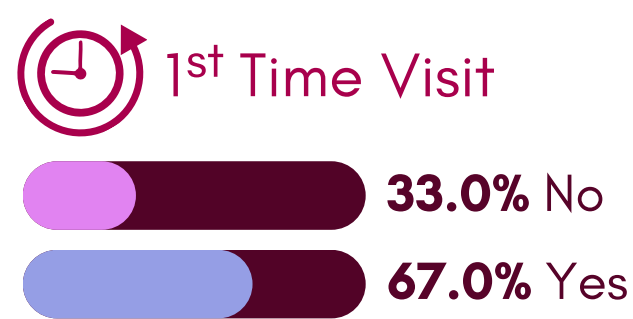
## Tourists' Perception - Fact Sheet | High Season 2022



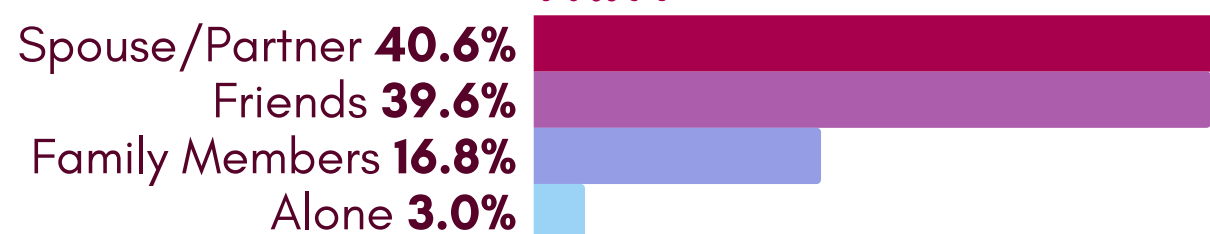
monitur



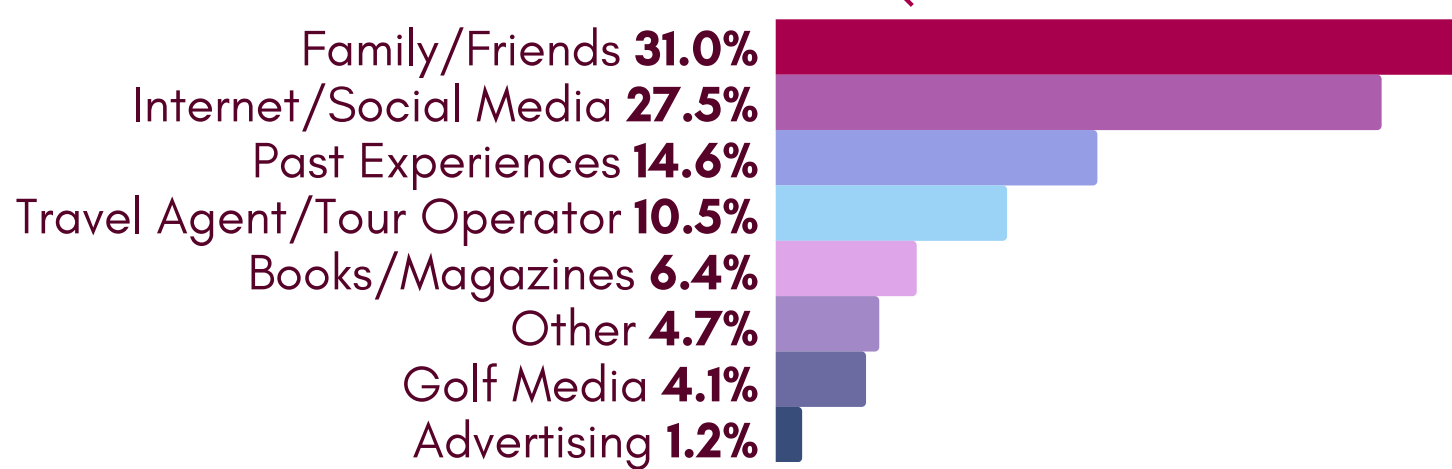
### Travel Logistics



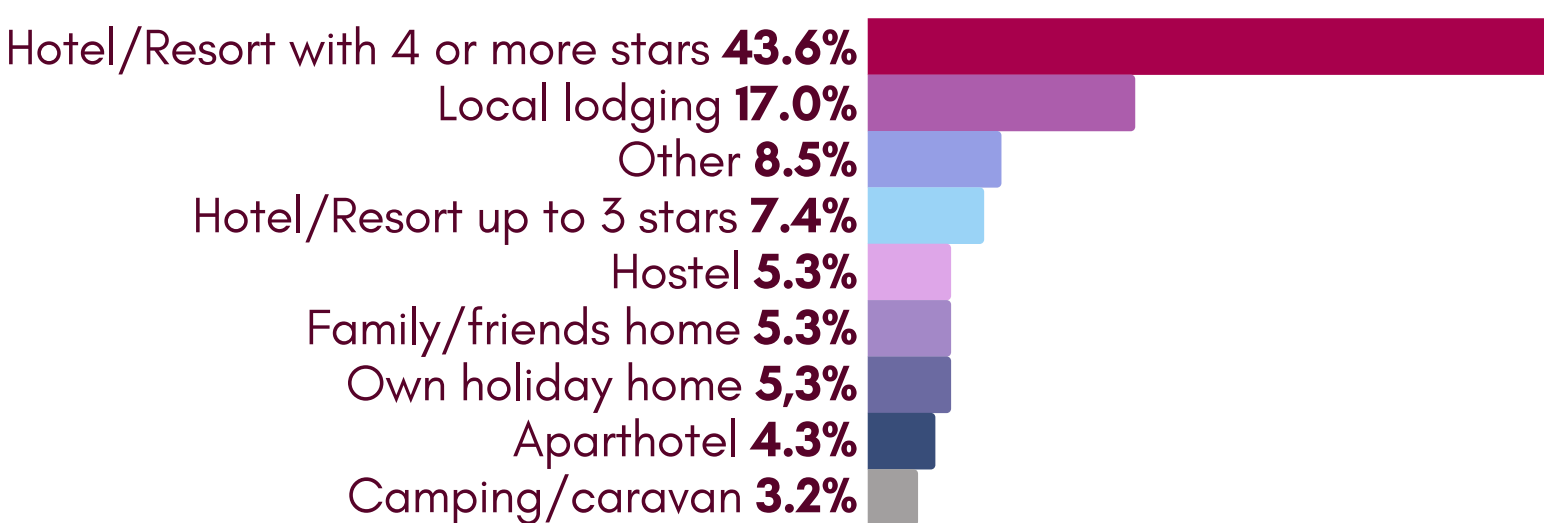
### Travel Companions



### Source of Information

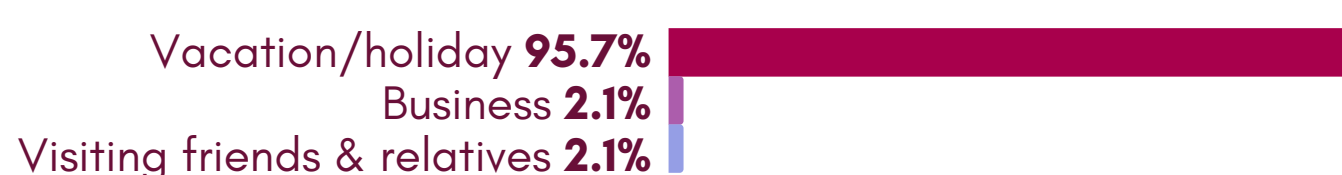


### Type of Accommodation



DK/DA-Do not know/Do not answer

### Motivation



## SOME FACTS

58.5% of respondents from Germany stay for **8 to 14 nights** and 33.0% had visited the destination previously. Most respondents travel with their spouse/partner (40.6%) or friends (39.6%).

The three main **sources of information** for the destination choice are family/friends (31.0%), internet/social media (27.5%), and past experiences (14.6%).

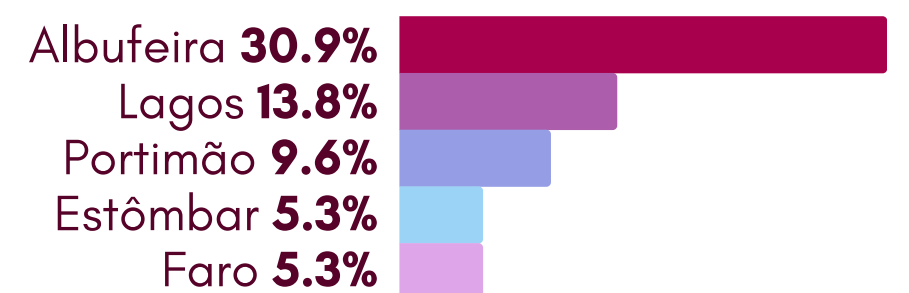
The **type of accommodation** chosen the most by the respondents is a hotel/resort with 4 or more stars (43.6%) and the most visited place is Albufeira (30.9%).

The main **motivation** for the respondents' visit to the Algarve is holiday/vacation (95.7%). Additionally, the three **most common activities** performed is beach (27.9%), tours/ sightseeing (14.0%) and water sports (13.6%).

Lastly, regarding **social media**, 62.8% of respondents reported to have shared content online in Instagram (40.5%), WhatsApp (37.9%) and Snapchat (9.5%).



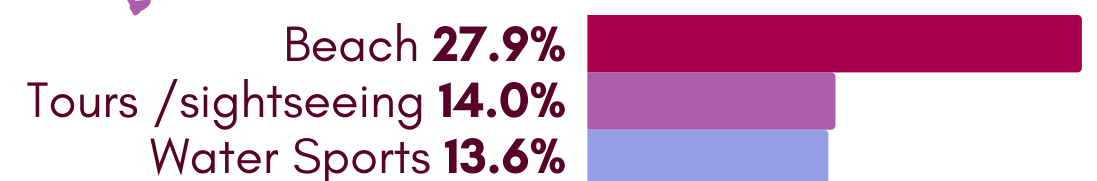
### Top 5 Most Visited Places



### Tourist Experience



#### Top 3 Most Common Activities



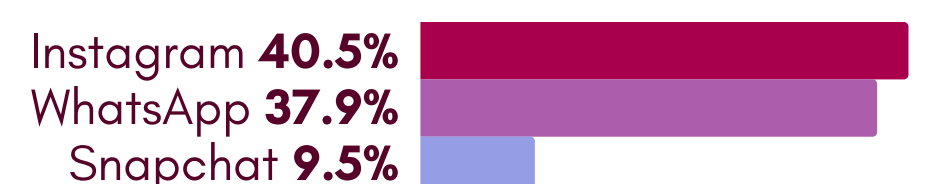
#### Social Media Sharing



•No •Yes •DK/DA



#### Top 3 Most Used Social Media



# GERMANY

## Tourists' Perception - Fact Sheet | High Season 2022



Respondents show a certain neutrality in regards of **destination evaluation** (3.84), while admitting higher levels of agreement regarding the safety of the destination. However, they show high levels of **satisfaction** (61.7%), and consider the Algarve to be equally as good (41.5%), but safer than other sun and sea destinations (56.4%).

Respondents consider service **quality** in the destination as regular (3.77), but recognise higher quality levels for accommodation and overall tourist services.

Additionally, the respondents acknowledge the **price levels** as average (3.03).

Respondents reveal to be somewhat carefree with the possibilities of the existence of crime, violence, terrorist attacks and epidemics in the Algarve and when choosing a destination (2.18).

Concerning **loyalty**, more than half of respondents displayed interest in returning to the Algarve within the next five years (58.5%) and a big majority showed willingness to recommend the destination to others (93.6%).

At the same time, respondents reported that, on holidays, they like to visit new destinations (4.24), rather than to revisit destinations they have already experienced (2.77).

### Destination Evaluation

#### Global Impact 3.84

Generally, the Algarve is a safe tourism destination **4.44**

Generally, residents in the Algarve treat tourists with sympathy **3.95**

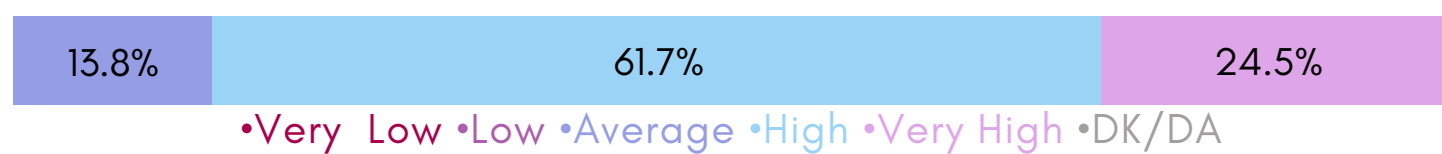
Generally, the Algarve has a good environmental quality **3.54**

Generally, the Algarve is a destination that preserves its cultural heritage **3.43**

Scale: 1- Strongly Disagree; 5-Strongly Agree

### Satisfaction

#### Overall Satisfaction



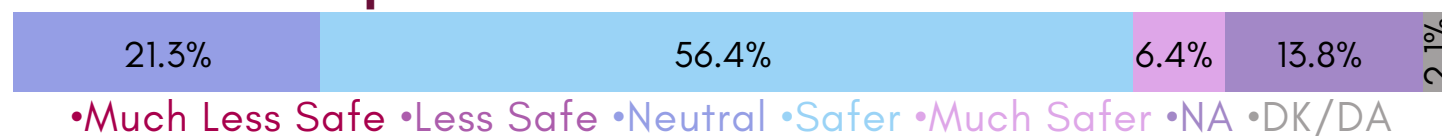
#### Previous visits to other sun and sand tourism destinations



#### Comparison to other sun and sand tourism destinations



#### Safetiness compared to other sun and sand tourism destinations



NA-Not applicable | DK/DA-Do not know/Do not answer

### Assessment of service quality and price levels

#### Service Quality

##### Global Impact 3.77

The quality level of accommodation services **4.09**

The overall quality level of tourist services **3.97**

The quality level of restaurants and similar services **3.79**

The quality level of local trade/traditional stores **3.53**

The quality level of shopping centers/malls **3.46**

Scale: 1- Very Bad; 5-Very Good

#### Price Levels

##### Global Impact 3.03

The level of prices in accommodation services **3.36**

The level of prices in restaurants and similar services **2.97**

The level of prices in shopping centers/malls **2.97**

The overall level of prices **2.93**

The level of prices in local trade/traditional stores **2.91**

Scale: 1- Very Low; 5-Very High

### Safety Concerns

#### Global Impact 2.18

The possibility of the occurrence of epidemics, such as COVID-19, affects my choice of tourism destinations **2.53**

The possibility of the occurrence of epidemics, such as COVID-19, was a concern during my visit to the Algarve **2.40**

The possible existence of crime and violence was a concern during my visit to the Algarve **2.08**

The possibility of global threats, such as those posed by terrorist attacks, was a concern during my visit to the Algarve **1.69**

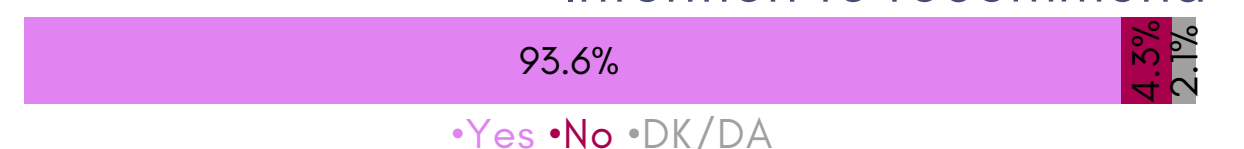
Scale: 1- Strongly Disagree; 5-Strongly Agree

#### Loyalty

##### Intention to revisit within next 5 years



##### Intention to recommend



#### Tourist Profile

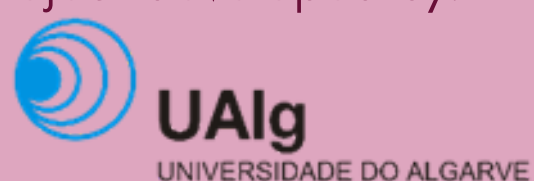
On holidays, I like to visit new destinations **4.24**

On holidays, I like to visit exotic and unknown destinations **3.60**

I like to revisit the same destinations because I know what to expect **2.77**

Scale: 1- Strongly Disagree; 5-Strongly Agree

Project developed by:



Partnerships:

