

# IRELAND

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



monitur



Sample  
n=42



Gender

Female **54.8%**  
Male **45.2%**

### Education Level



Primary School **4.8%**  
High School **21.4%**  
University **66.7%**  
DK/DA **7.1%**

### Age Group



18-24 years old **33.4%**  
25-64 years old **47.6%**  
DK/DA **19.0%**

## Travel Logistics



### Number of Nights

Up to 3 nights **14.3%**  
4-7 nights **57.1%**  
8-14 nights **28.6%**



### 1st Time Visit

**52.4%** No  
**47.6%** Yes

### Travel Companions



Spouse/Partner **38.1%**  
Friends **38.1%**  
Family Members **31.0%**  
Alone **2.4%**

### Source of Information



Family/Friends **35.1%**  
Internet/Social Media **26.8%**  
Past Experiences **21.6%**  
Advertising **9.3%**  
Books/Magazines **3.1%**  
Golf Media **2.1%**  
Travel Agent/Tour Operator **2.1%**

### Type of Accommodation



Hotel/Resort with 4 or more stars **33.3%**  
Hotel/Resort up to 3 stars **26.2%**  
Family/friends home **9.5%**  
Local lodging **7.1%**  
Aparthotel **7.1%**  
Own holiday home **7.1%**  
Other **7.1%**  
Hostel **2.4%**

DK/DA-Do not know/Do not answer

### Motivation



Vacation/holiday **95.2%**  
Health & wellness **2.4%**  
Other **2.4%**

## SOME FACTS

57.1% of respondents from Ireland stay for **4 to 7 nights** and 52.4% had visited the destination previously. Respondents travel mainly with their spouse/partner (38.1%), friends (38.1%) or family members (31.0%).

The three main **sources of information** for the destination choice are family/friends (35.7%), internet/social media (26.8%), and past experiences (21.6%).

The **type of accommodation** chosen the most by the respondents is a hotel/resort with 4 or more stars (33.3%) and the most visited place is Albufeira (50.0%).

The main **motivation** for the respondents' visit to the Algarve was holiday/vacation (95.2%). Additionally, the three **most common activities** performed are beach (17.9%), gastronomy (16.1%) and nightlife (14.3%).

Lastly, regarding **social media**, 66.7% of respondents report to have shared content online in Instagram (40.7%), WhatsApp (22.2%) and Facebook (18.5%).



### Top 5 Most Visited Places

Albufeira **50.0%**  
Vilamoura **9.5%**  
Praia da Rocha **7.1%**  
Alvor **4.8%**  
Carvoeiro **4.8%**

## Tourist Experience



### Top 3 Most Common Activities

Beach **17.9%**  
Gastronomy **16.1%**  
Nightlife **14.3%**



### Social Media Sharing

**33.3%** No **66.7%** Yes

•No •Yes •DK/DA



### Top 3 Most Used Social Media

Instagram **40.7%**  
WhatsApp **22.2%**  
Facebook **18.5%**



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Respondents show a certain neutrality in regards of **destination evaluation** (3.88), while admitting a higher level of agreement regarding the safety of the destination. However, they show high levels of **satisfaction** (47.6%), and consider the Algarve to be better (21.4%) and safer than other sun and sea destinations (26.2%).

Respondents consider the destination to have good service **quality** overall (4.10), highlighting in particular the quality levels of overall tourism services and restaurants.

Additionally, the respondents acknowledge the **price levels** in the destination as average (3.05).

Respondents reveal not to put much emphasis on the possibilities of the existence of crime, violence, terrorist attacks and epidemics in the Algarve and when choosing a destination (1.91).

The big majority of respondents show high levels of **loyalty** by displaying interest in returning to the Algarve within the next five years (83.3%) and in recommending the destination to others (85.7%).

However, respondents report that, on holidays, they like to visit new destinations (4.00) and have a certain neutrality towards revisiting destinations they have already experienced (3.50).

### Destination Evaluation

#### Global Impact 3.88

- Generally, the Algarve is a safe tourism destination **4.14**
- Generally, the Algarve has a good environmental quality **3.88**
- Generally, residents in the Algarve treat tourists with sympathy **3.80**
- Generally, the Algarve is a destination that preserves its cultural heritage **3.71**

Scale: 1- Strongly Disagree; 5-Strongly Agree

### Satisfaction

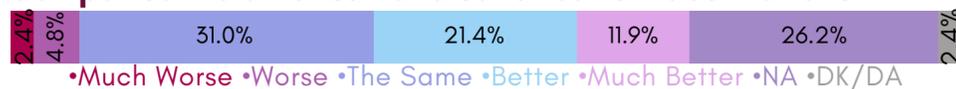
#### Overall Satisfaction



#### 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 4.10

- The overall quality level of tourist services **4.29**
- The quality level of restaurants and similar services **4.24**
- The quality level of local trade/traditional stores **4.02**
- The quality level of shopping centers/malls **4.02**
- The quality level of accommodation services **3.95**

Scale: 1- Very Bad; 5-Very Good

#### Price Levels

##### Global Impact 3.05

- The level of prices in accommodation services **3.15**
- The level of prices in shopping centers/malls **3.08**
- The level of prices in restaurants and similar services **3.07**
- The overall level of prices **2.98**
- The level of prices in local trade/traditional stores **2.98**

Scale: 1- Very Low; 5-Very High

### Safety Concerns

#### Global Impact 1.91

- The possibility of the occurrence of epidemics, such as COVID-19, affects my choice of tourism destinations **2.05**
- The possibility of the occurrence of epidemics, such as COVID-19, was a concern during my visit to the Algarve **1.98**
- The possible existence of crime and violence was a concern during my visit to the Algarve **1.90**
- The possibility of global threats, such as those posed by terrorist attacks, was a concern during my visit to the Algarve **1.71**

Scale: 1- Strongly Disagree; 5-Strongly Agree

### Loyalty

#### Intention to revisit within next 5 years



#### Intention to recommend

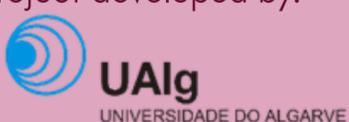


### Tourist Profile

- On holidays, I like to visit new destinations **4.00**
- On holidays, I like to visit exotic and unknown destinations **3.62**
- I like to revisit the same destinations because I know what to expect **3.50**

Scale: 1- Strongly Disagree; 5-Strongly Agree

Project developed by:



Partnerships:

