OTHER MARKETS*

Tourists' Perception – Fact Sheet | High Season 2022

monitur

Sample n=124

Gender
Female **58.1%**
Male **41.1%**
DK/DA **0.8%**

Education Level
Primary School **0.8%**
High School **40.3%**
University **55.6%**
DK/DA **3.3%**

Age Group
18–24 years old **18.5%**
25–64 years old **71.0%**
65 and more years **2.4%**
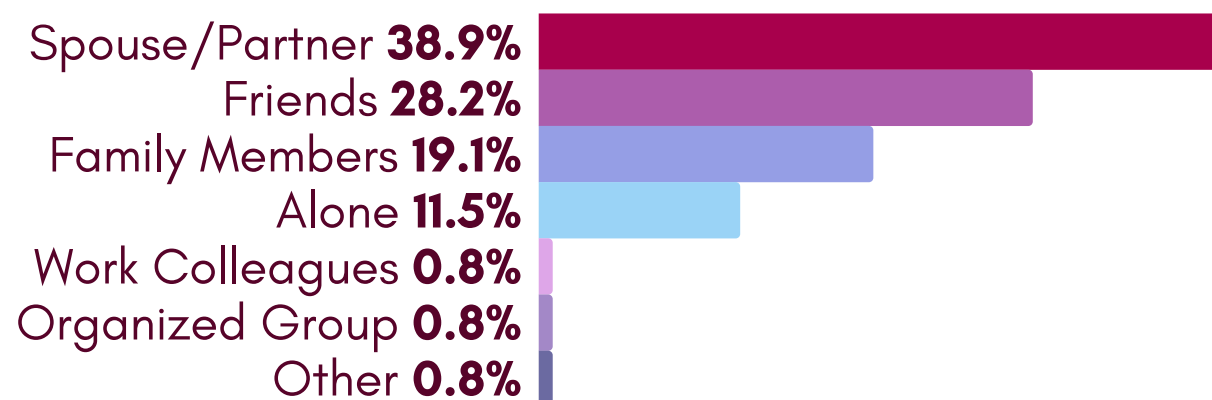DK/DA **8.1%**

Travel Logistics

Number of Nights
Up to 3 nights **7.3%**
4-7 nights **54.0%**
8-14 nights **31.5%**
15-30 nights **4.0%**
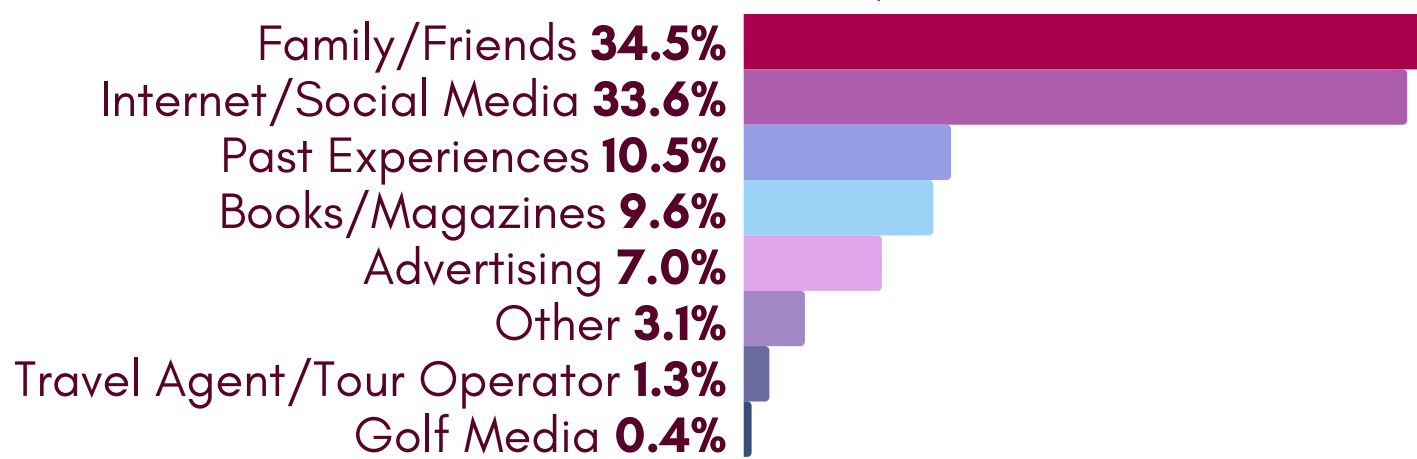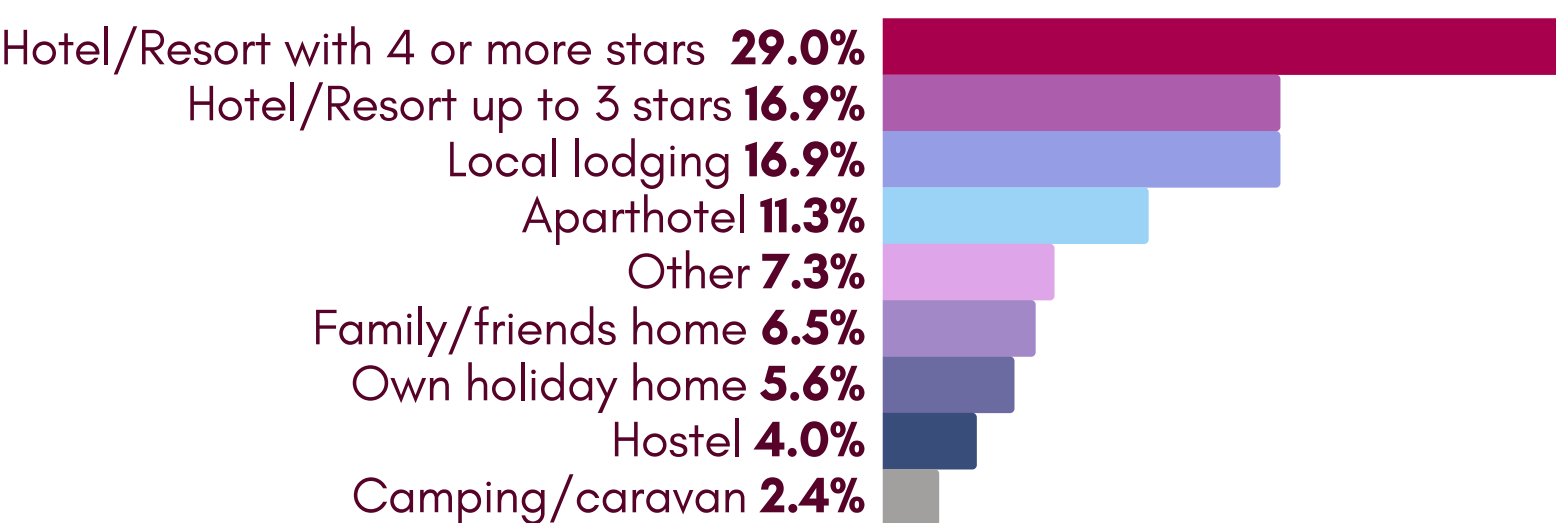More than 30 nights **2.4%**
DK/DA **0.8%**

1st Time Visit
28.2% No
71.8% Yes

Travel Companions
Spouse/Partner **38.9%**
Friends **28.2%**
Family Members **19.1%**
Alone **11.5%**
Work Colleagues **0.8%**
Organized Group **0.8%**
Other **0.8%**

Source of Information
Family/Friends **34.5%**
Internet/Social Media **33.6%**
Past Experiences **10.5%**
Books/Magazines **9.6%**
Advertising **7.0%**
Other **3.1%**
Travel Agent/Tour Operator **1.3%**
Golf Media **0.4%**

Type of Accommodation
Hotel/Resort with 4 or more stars **29.0%**
Hotel/Resort up to 3 stars **16.9%**
Local lodging **16.9%**
Aparthotel **11.3%**
Other **7.3%**
Family/friends home **6.5%**
Own holiday home **5.6%**
Hostel **4.0%**
Camping/caravan **2.4%**

DK/DA-Do not know/Do not answer

Motivation
Vacation/holiday **91.1%**
Business **3.2%**
Other **3.2%**
Visiting friends & relatives **2.4%**
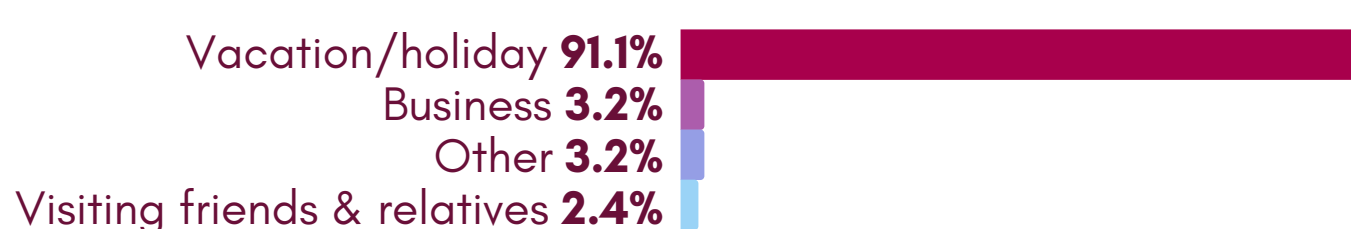
SOME FACTS

54.0% of respondents from other markets stay for **4 to 7 nights** and 71.8% were visiting the destination for the first time. Most respondents travel with their spouse/partner (38.9%).

The three main **sources of information** for the destination choice arefamily/friends (34.5%), internet/social media (33.6%), and past experiences (10.5%).

The **type of accommodation** chosen the most by the respondents is a hotel/resort with 4 or more stars (29.0%) and the most visited place is Albufeira (24.2%).

The main **motivation** for the respondents' visit to the Algarve is holiday/vacation (91.1%). Additionaly, the three **most common activities** performed is beach (27.3%), tours/ sightseeing (12.4%) and gastronomy (11.2%).

Lastly, regarding **social media**, 71.8% of respondents report to have shared content online in Instagram (51.7%), WhatsApp (17.9%) and Facebook (15.9%).
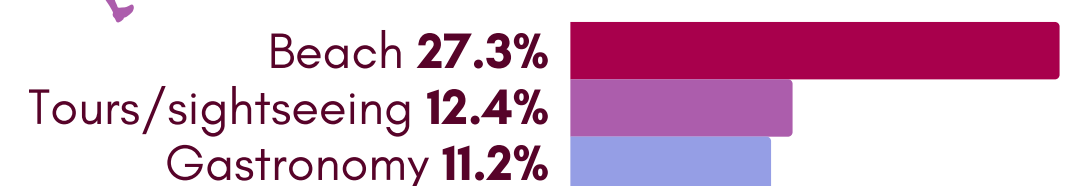
Top 5 Most Visited Places
Albufeira **24.2%**
Lagos **11.3%**
Faro **8.1%**
Portimão **7.3%**
Tavira **7.3%**
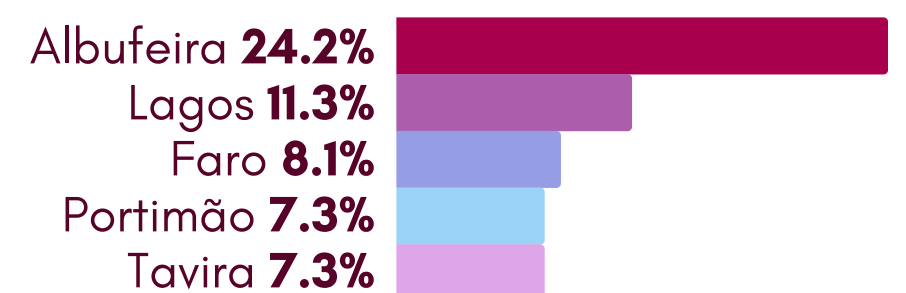
Tourist Experience

Top 3 Most Common Activities
Beach **27.3%**
Tours/sightseeing **12.4%**
Gastronomy **11.2%**

Social Media Sharing
28.2%
71.8%
•No •Yes •DK/DA

Top 3 Most Used Social Media
Instagram **51.7%**
WhatsApp **17.9%**
Facebook **15.9%**
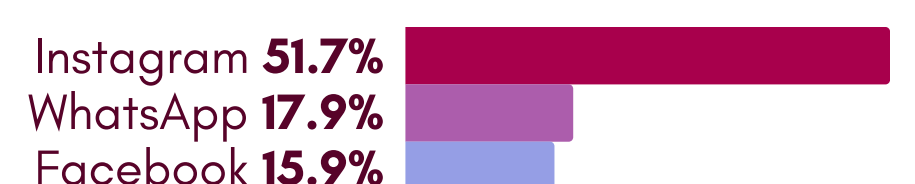
Respondents show a certain neutrality in regards of **destination evaluation** (3.97), while admitting higher levels of agreement regarding the safety of the destination.

Respondents show high levels of **satisfaction** (56.5%), and consider the Algarve to be equally as good (36.3%) or better (36.3%) and safer (38.7%) than other sun and sea destinations.

Respondents also consider service **quality** in the destination as regular (3.89), 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 (2.50).

The big majority of respondents show high levels of **loyalty** by displaying interest in returning to the Algarve within the next five years (80.6%) and in recommending the destination to others (91.9%). In parallel, they show a certain neutrality towards revisit destinations they have already experienced (3.38).

Destination Evaluation 👍

Global Impact 3.97

Generally, the Algarve is a safe tourism destination **4.18**
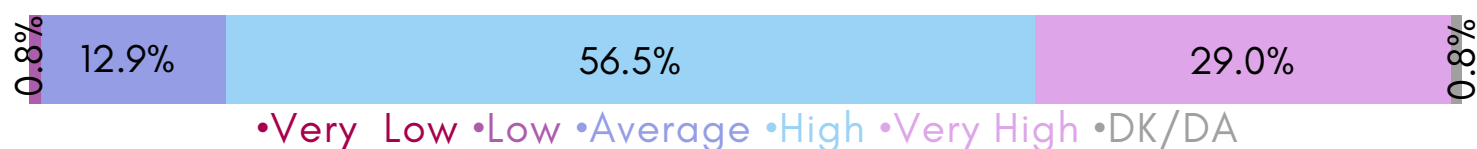Generally, residents in the Algarve treat tourists with sympathy **3.98**
Generally, the Algarve has a good environmental quality **3.91**
Generally, the Algarve is a destination that preserves its cultural heritage **3.82**

Scale: 1– Strongly Disagree; 5–Strongly Agree

Satisfaction

Overall Satisfaction

| 0.8% | 12.9% | 56.5% | 29.0% | 0.8% |

•Very Low •Low •Average •High •Very High •DK/DA

Previous visits to other sun and sand tourism destinations

| 83.1% | 15.3% | 1.6% |

•Yes •No •DK/DA

Comparison to other sun and sand tourism destinations

| 4.8% | 36.3% | 36.3% | 4.8% | 16.1% | 1.6% |

•Much Worse •Worse •The Same •Better •Much Better •NA •DK/DA

Safetiness compared to other sun and sand tourism destinations

| 0.8% | 36.3% | 38.7% | 5.6% | 16.1% | 2.4% |

•Much Less Safe •Less Safe •Neutral •Safer •Much Safer •NA •DK/DA

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

Assessment of service quality and price levels

🎖 Service Quality

Global Impact 3.89

The quality level of accommodation services **4.11**
The overall quality level of tourist services **4.03**
The quality level of restaurants and similar services **3.90**
The quality level of shopping centers/malls **3.74**
The quality level of local trade/traditional stores **3.68**

Scale: 1– Very Bad; 5–Very Good

🏷 Price Levels

Global Impact 3.03

The level of prices in accommodation services **3.15**
The level of prices in restaurants and similar services **3.07**
The overall level of prices **3.04**
The level of prices in local trade/traditional stores **2.95**
The level of prices in shopping centers/malls **2.92**

Scale: 1– Very Low; 5–Very High

⚠ Safety Concerns

Global Impact 2.50

The possibility of the occurrence of epidemics, such as COVID–19, affects my choice of tourism destinations **2.68**
The possibility of the occurrence of epidemics, such as COVID–19, was a concern during my visit to the Algarve **2.62**
The possible existence of crime and violence was a concern during my visit to the Algarve **2.46**
The possibility of global threats, such as those posed by terrorist attacks, was a concern during my visit to the Algarve **2.25**
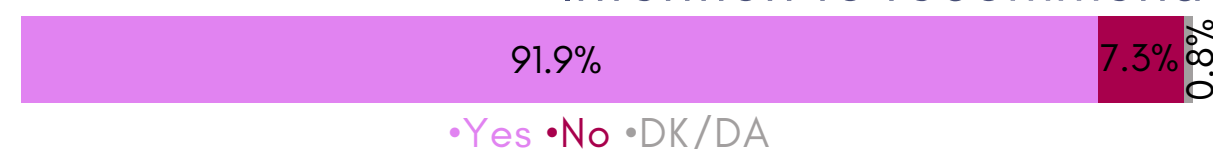
Scale: 1– Strongly Disagree; 5–Strongly Agree

🔒 Loyalty

Intention to revisit within next 5 years

| 80.6% | 16.1% | 3.2% |

•Yes •No •DK/DA

Intention to recommend

| 91.9% | 7.3% | 0.8% |

•Yes •No •DK/DA
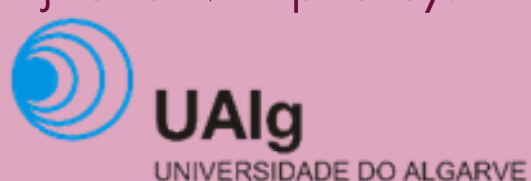
🚶 Tourist Profile

On holidays, I like to visit new destinations **4.06**
On holidays, I like to visit exotic and unknown destinations **3.99**
I like to revisit the same destinations because I know what to expect **3.38**

Scale: 1– Strongly Disagree; 5–Strongly Agree