

PORTUGAL

Tourists' Perception - Fact Sheet | High Season 2022



monitur

Sample
n=279



Gender

Female **40.9%**
Male **58.1%**
Other **0.4%**
DK/DA **0.6%**

Education Level

- Primary School **12.2%**
- High School **27.6%**
- University **59.1%**
- DK/DA **1.1%**



Age Group



18-24 years old **15.1%**
25-64 years old **70.3%**
65 years old or more **4.3%**
DK/DA **10.3%**

Travel Logistics



Number of Nights

Up to 3 nights **4.7%**
4-7 nights **46.2%**
8-14 nights **22.9%**
15-30 nights **22.2%**
More than 30 nights **2.9%**
DK/DA **1.1%**



1st Time Visit

95.3% No
4.7% Yes

Travel Companions



Family Members **55.8%**
Spouse/Partner **30.6%**
Friends **10.3%**
Alone **1.9%**
Other **0.8%**
Work Colleagues **0.3%**
Organized Group **0.3%**

Source of Information



Past Experiences **41.8%**
Family/Friends **35.7%**
Internet/Social Media **13.7%**
Other **3.4%**
Advertising **2.5%**
Books/Magazines **1.7%**
Travel Agent/Tour Operator **0.6%**
Golf Media **0.6%**

Type of Accommodation



Local lodging **37.3%**
Family/friends home **19.7%**
Own holiday home **18.3%**
Aparthotel **5.7%**
Hotel/Resort up to 3 stars **5.4%**
Hotel/Resort with 4 or more stars **5.0%**
Other **4.3%**
Camping/caravan **2.9%**
DK/DA **1.1%**
Hostel **0.4%**

DK/DA-Do not know/Do not answer

Motivation



Vacation/holiday **95.7%**
Business **1.8%**
Health & wellness **1.1%**
Visiting friends & relatives **0.7%**
Study/training **0.7%**
Meeting/convention **0.7%**

SOME FACTS

46.2% of respondents from Portugal stayed for **4 to 7 nights** and 95.3% had visited the destination previously. The majority (55.8%) travels with family members.

The three main **sources of information** for the destination choice are past experiences (41.8%), family/friends (35.7%) and internet/social media (13.7%).

The **type of accommodation** chosen the most by the respondents was local lodging (37.3%) and the most visited place is Quarteira (27.2%).

The main **motivation** for the respondents' visit to the Algarve is holiday/vacation (95.7%). Additionally, the three **most common activities** performed are beach (35.6%), exercise/sports (12.6%) and gastronomy (6.5%).

Lastly, regarding **social media**, 45.2% of respondents reported to have shared content online in Instagram (44.5%), Facebook (26.9%) and WhatsApp (22.7%).



Top 5 Most Visited Places

Quarteira **27.2%**
Albufeira **16.1%**
Monte Gordo **12.2%**
Vilamoura **9.0%**
Faro **5.4%**

Tourist Experience



Top 3 Most Common Activities

Beach **35.6%**
Exercise/sports **12.6%**
Gastronomy **6.5%**



Social Media Sharing

54.1% No **45.2%** Yes **0.7%** DK/DA



Top 3 Most Used Social Media

Instagram **44.5%**
Facebook **26.9%**
WhatsApp **22.7%**



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Respondents show a certain neutrality in regards of **destination evaluation** (3.83), while admitting higher levels of agreement regarding the safety and environmental quality of the destination. However, they show high levels of **satisfaction** (57.0%), and consider the Algarve to be better or much better (45.5%) and equally as safe as other sun and sea destinations (43.7%).

Respondents consider service **quality** in the destination as regular (3.69), with similar perceptions of the quality levels of accommodation, overall tourist services restaurants, shopping centers and local trade.

Additionally, the respondents acknowledge the **price levels** as moderate (3.73), rating them to be higher in accommodation (4.02) than in other services.

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 (2.47).

The big majority of respondents show high levels of **loyalty** by displaying interest in returning to the Algarve within the next five years (98.2%) and in recommending the destination to others (96.1%).

In parallel, they show a moderate willingness to revisit destinations they have already experienced (3.67).

Assessment of service quality and price levels



Global Impact 3.69

- The quality level of accommodation services **3.79**
- The overall quality level of tourist services **3.75**
- The quality level of restaurants and similar services **3.65**
- The quality level of shopping centers/malls **3.63**
- The quality level of local trade/traditional stores **3.62**

Scale: 1- Very Bad; 5-Very Good



Global Impact 3.73

- The level of prices in accommodation services **4.02**
- The overall level of prices **3.92**
- The level of prices in restaurants and similar services **3.87**
- The level of prices in local trade/traditional stores **3.54**
- The level of prices in shopping centers/malls **3.32**

Scale: 1- Very Low; 5-Very High



Global Impact 2.47

- The possibility of the occurrence of epidemics, such as COVID-19, affects my choice of tourism destinations **2.64**
- The possible existence of crime and violence was a concern during my visit to the Algarve **2.53**
- The possibility of the occurrence of epidemics, such as COVID-19, was a concern during my visit to the Algarve **2.50**
- The possibility of global threats, such as those posed by terrorist attacks, was a concern during my visit to the Algarve **2.21**

Scale: 1- Strongly Disagree; 5-Strongly Agree

Destination Evaluation

Global Impact 3.83

- Generally, the Algarve is a safe tourism destination **4.21**
- Generally, the Algarve has a good environmental quality **3.89**
- Generally, the Algarve is a destination that preserves its cultural heritage **3.63**
- Generally, residents in the Algarve treat tourists with sympathy **3.60**

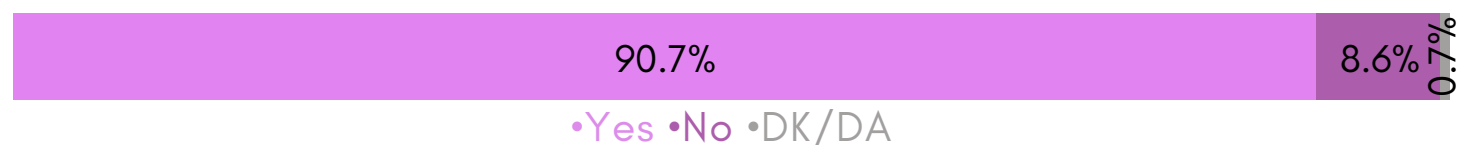
Scale: 1- Strongly Disagree; 5-Strongly Agree

Satisfaction

Overall Satisfaction



Previous visits to other sun and sand tourism destinations



Comparison to other sun and sand tourism destinations



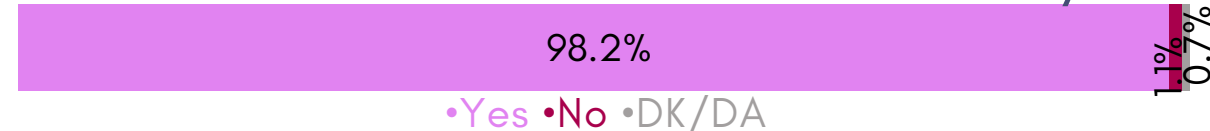
Safetiness compared to other sun and sand tourism destinations



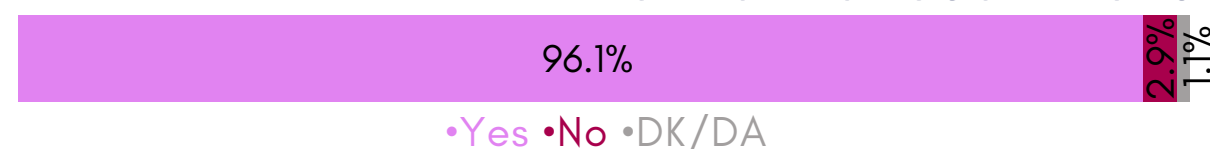
NA-Not applicable | DK/DA-Do not know/Do not answer



Intention to revisit within next 5 years



Intention to recommend



- On holidays, I like to visit new destinations **3.94**
- I like to revisit the same destinations because I know what to expect **3.67**
- On holidays, I like to visit exotic and unknown destinations **2.96**

Scale: 1- Strongly Disagree; 5-Strongly Agree

Project developed by:



Partnerships:

