

SPAIN

Tourists' Perception - Fact Sheet | High Season 2022



monitur



Sample
n=66



Gender

Female **39.4%**
Male **60.6%**

Education Level



Primary School **3.0%**
High School **13.6%**
University **78.8%**
DK/DA **4.6%**

Age Group



18-24 years old **6.1%**
25-64 years old **84.8%**
DK/DA **9.1%**

Travel Logistics



Number of Nights

Up to 3 nights **12.1%**
4-7 nights **56.1%**
8-14 nights **19.7%**
15-30 nights **7.6%**
More than 30 nights **1.5%**
DK/DA **3.0%**



1st Time Visit



Travel Companions



Friends **39.5%**
Spouse/Partner **27.6%**
Family Members **26.3%**
Alone **3.9%**
Work Colleagues **2.6%**

Source of Information



Family/Friends **33.6%**
Internet/Social Media **29.5%**
Past Experiences **19.7%**
Advertising **12.3%**
Books/Magazines **2.5%**
Golf Media **0.8%**
Travel Agent/Tour Operator **0.8%**
Other **0.8%**

Type of Accommodation



Local lodging **36.4%**
Hotel/Resort with 4 or more stars **13.6%**
Family/friends home **12.1%**
Other **10.6%**
Aparthotel **9.1%**
Camping/caravan **7.6%**
Hotel/Resort up to 3 stars **6.1%**
Hostel **4.5%**

DK/DA-Do not know/Do not answer

Motivation



Vacation/holiday **90.9%**
Visiting friends & relatives **7.6%**
Health & wellness **1.5%**

SOME FACTS

56.1% of respondents from Spain stay for **4 to 7 nights** and 50.0% had visited the destination previously. Most respondents travel with friends (39.5%).

The three main **sources of information** for the destination choice are family/friends (33.6%), internet/social media (29.5%), and past experiences (19.7%).

The **type of accommodation** chosen the most by the respondents is local lodging (36.4%) and the most visited place is Faro (28.8%).

The main **motivation** for the respondents' visit to the Algarve is holiday/vacation (90.9%). Additionally, the three **most common activities** performed are beach (31.4%), gastronomy (14.1%) and tours/sightseeing (10.3%).

Lastly, regarding **social media**, 71.2% of respondents report to have shared content online in Instagram (43.3%), WhatsApp (25.6%) and Facebook (16.7%).



Top 5 Most Visited Places

Faro **28.8%**
Lagos **13.6%**
Albufeira **10.6%**
Monte Gordo **6.1%**
Portimão **4.5%**

Tourist Experience



Top 3 Most Common Activities

Beach **31.4%**
Gastronomy **14.1%**
Tours/sightseeing **10.3%**



Social Media Sharing

28.8% 71.2%

•No •Yes •DK/DA



Top 3 Most Used Social Media

Instagram **43.3%**
WhatsApp **25.6%**
Facebook **16.7%**



SPAIN

Tourists' Perception - Fact Sheet | High Season 2022



Respondents agree to a positive **destination evaluation** (4.11), specifically with regards to the safety and environmental quality of the destination.

They show high levels of **satisfaction** (78.8%), and consider the Algarve to be better (37.9%) and equally as safe (37.9%) or safer (37.9%) than other sun and sea destinations.

Respondents consider the destination to have good service **quality** overall (3.95), highlighting in particular the quality levels of overall tourist services, restaurants, and accommodation.

Additionally, the respondents acknowledge the **price levels** as average (3.23).

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 (2.57).

The big majority of respondents show high levels of **loyalty** by displaying interest in returning to the Algarve within the next five years (81.8%) and in recommending the destination to others (100%).

In parallel, they show a moderate willingness to revisit destinations they have already experienced (3.48).

Destination Evaluation

Global Impact 4.11

Generally, the Algarve is a safe tourism destination **4.26**

Generally, the Algarve has a good environmental quality **4.18**

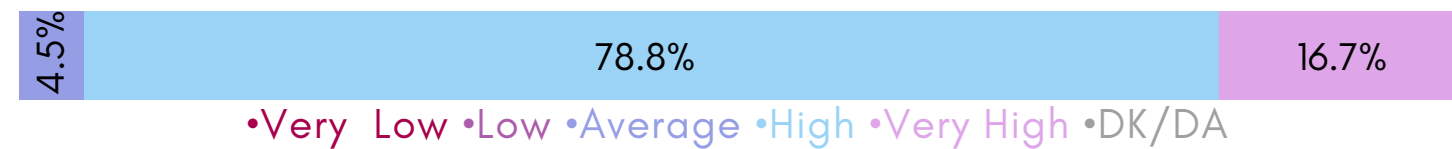
Generally, residents in the Algarve treat tourists with sympathy **4.05**

Generally, the Algarve is a destination that preserves its cultural heritage **3.95**

Scale: 1- Strongly Disagree; 5-Strongly Agree

Satisfaction

Overall Satisfaction



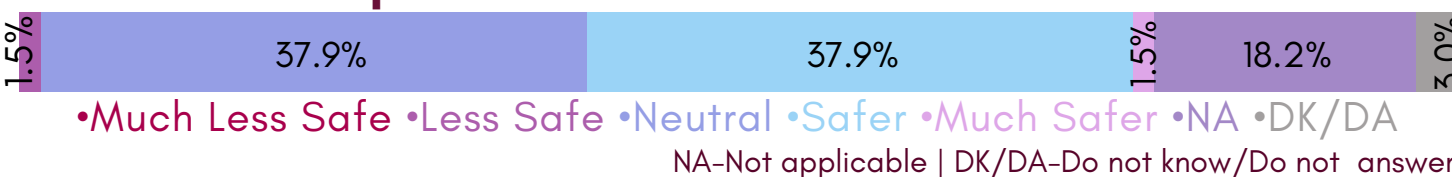
Previous visits to other sun and sand tourism destinations



Comparison to other sun and sand tourism destinations



Safetiness compared to other sun and sand tourism destinations



Assessment of service quality and price levels

Service Quality

Global Impact 3.95

The overall quality level of tourist services **4.02**

The quality level of restaurants and similar services **3.98**

The quality level of accommodation services **3.97**

The quality level of shopping centers/malls **3.91**

The quality level of local trade/traditional stores **3.86**

Scale: 1- Very Bad; 5-Very Good

Price Levels

Global Impact 3.23

The level of prices in restaurants and similar services **3.28**

The overall level of prices **3.27**

The level of prices in accommodation services **3.25**

The level of prices in shopping centers/malls **3.21**

The level of prices in local trade/traditional stores **3.16**

Scale: 1- Very Low; 5-Very High

Safety Concerns

Global Impact 2.57

The possibility of the occurrence of epidemics, such as COVID-19, affects my choice of tourism destinations **2.86**

The possibility of the occurrence of epidemics, such as COVID-19, was a concern during my visit to the Algarve **2.55**

The possible existence of crime and violence 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 **2.35**

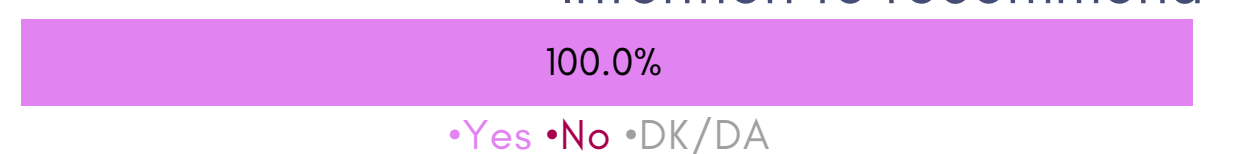
Scale: 1- Strongly Disagree; 5-Strongly Agree

Loyalty

Intention to revisit within next 5 years



Intention to recommend



Tourist Profile

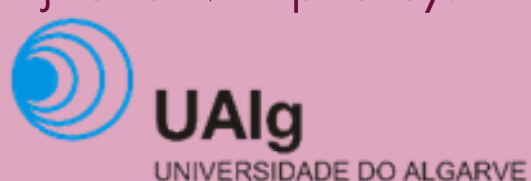
On holidays, I like to visit new destinations **4.20**

On holidays, I like to visit exotic and unknown destinations **4.08**

I like to revisit the same destinations because I know what to expect **3.48**

Scale: 1- Strongly Disagree; 5-Strongly Agree

Project developed by:



Partnerships:

