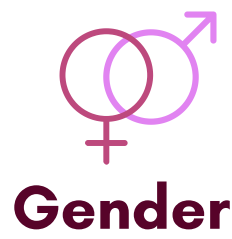# THE NETHERLANDS

Tourists' Perception – Fact Sheet | High Season 2022

monitur

Sample n=49

Gender Female **44.9%** Male **55.1%**

Education Level High School **46.9%** University **49.0%** DK/DA **4.1%**

Age Group 18–24 years old **20.4%** 25–64 years old **69.4%** DK/DA **10.2%**
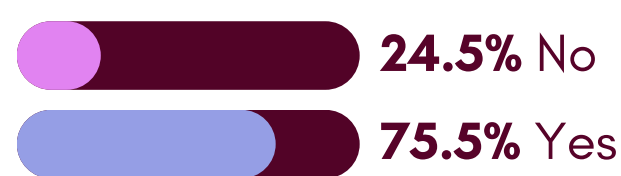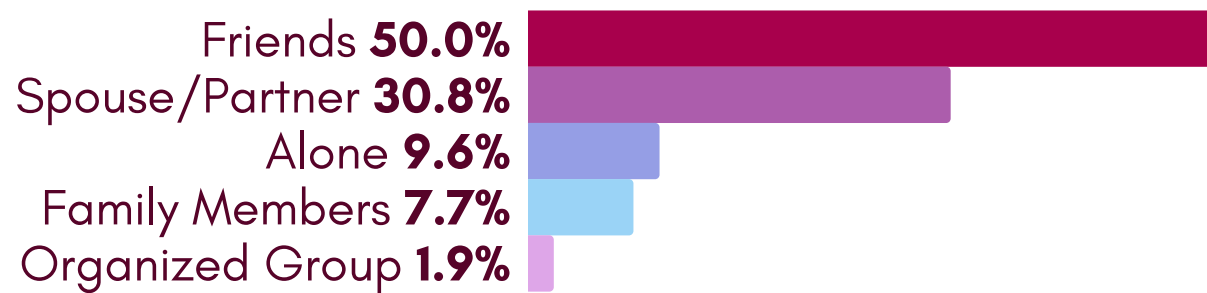
Travel Logistics

Number of Nights
Up to 3 nights **4.1%**
4–7 nights **53.1%**
8–14 nights **32.7%**
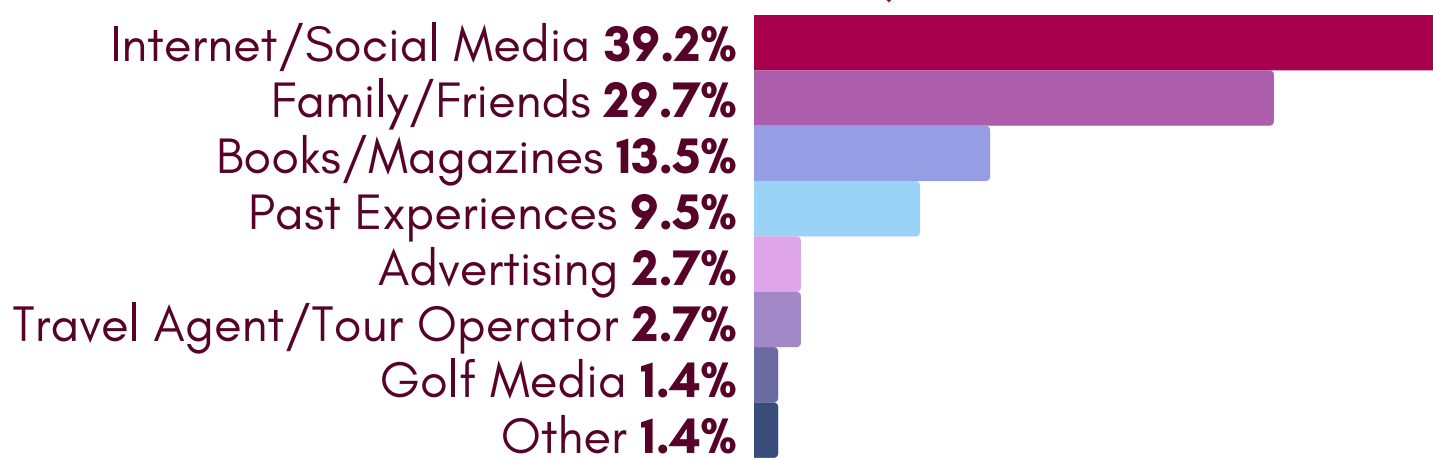15–30 nights **4.1%**
DK/DA **6.1%**

1st Time Visit
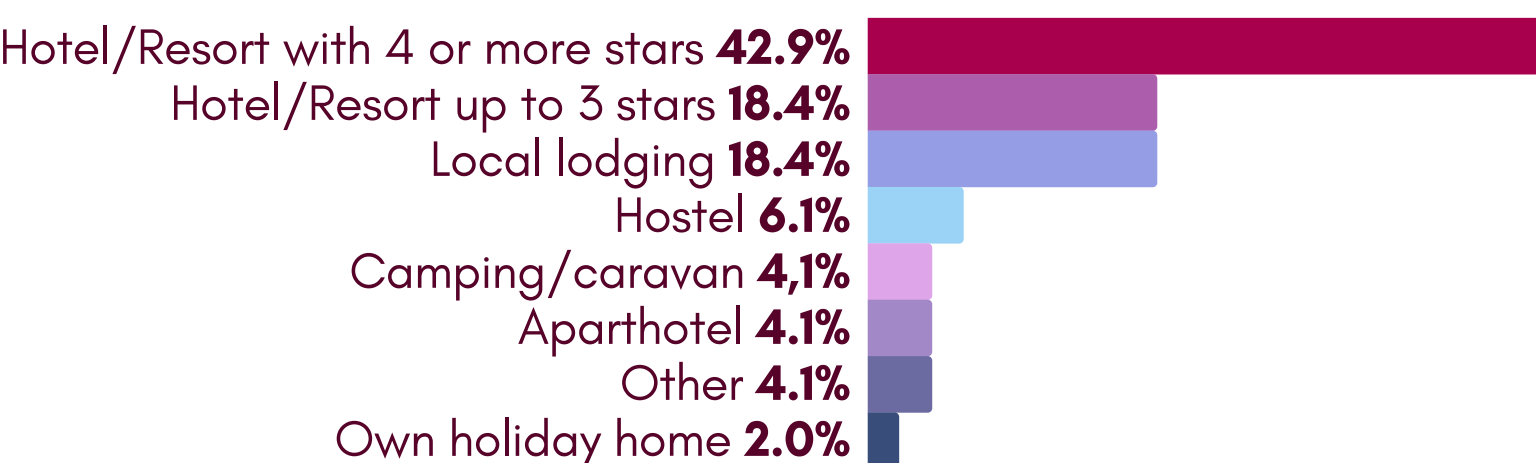**24.5%** No
75.5% Yes

Travel Companions
Friends **50.0%**
Spouse/Partner **30.8%**
Alone **9.6%**
Family Members **7.7%**
Organized Group **1.9%**

Source of Information
Internet/Social Media **39.2%**
Family/Friends **29.7%**
Books/Magazines **13.5%**
Past Experiences **9.5%**
Advertising **2.7%**
Travel Agent/Tour Operator **2.7%**
Golf Media **1.4%**
Other **1.4%**

Type of Accommodation
Hotel/Resort with 4 or more stars **42.9%**
Hotel/Resort up to 3 stars **18.4%**
Local lodging **18.4%**
Hostel **6.1%**
Camping/caravan **4,1%**
Aparthotel **4.1%**
Other **4.1%**
Own holiday home **2.0%**

DK/DA-Do not know/Do not answer

Motivation
Vacation/holiday **87.7%**
Meeting/convention **6.1%**
Study/training **2.0%**
Other **2.0%**
DK/DA **2.0%**
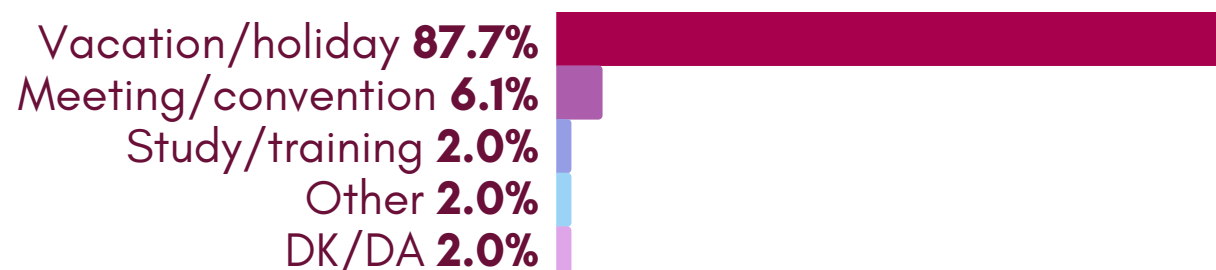
SOME FACTS

53.1% of respondents from the Netherlands stay for **4 to 7 nights** and 75.5% were visiting the destination for the first time. Most respondents travel with friends (50.0%).

The three main **sources of information** for the destination choice are internet/social media (39.2%), family/friends (29.7%), and books/magazines (13.5%).
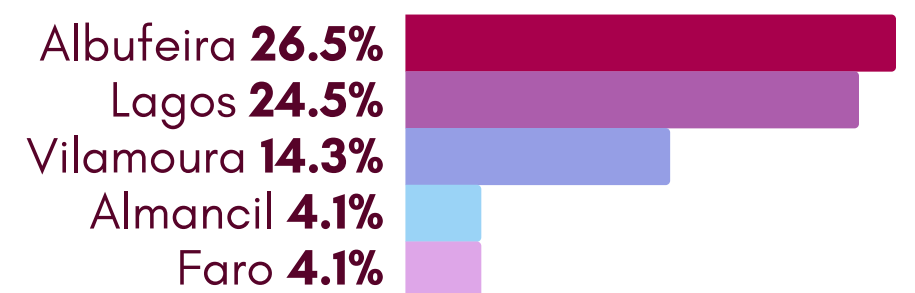
The **type of accommodation** chosen the most by the respondents is a hotel/resort with 4 or more stars (42.9%) and the most visited place is Albufeira (26.5%).

The main **motivation** for the respondents' visit to the Algarve is holiday/vacation (87.7%). Additionaly, the three **most common activities** performed is water sports (25.7%), beach (12.2%) and nightlife (12.2%).

Lastly, regarding **social media**, 73.5% of respondents report to have shared content online Instagram (53.8%), WhatsApp (18.5%) and Facebook (9.2%).
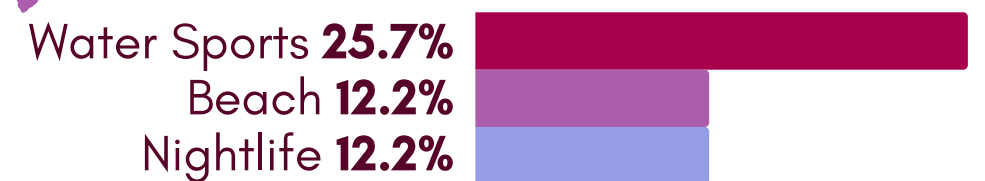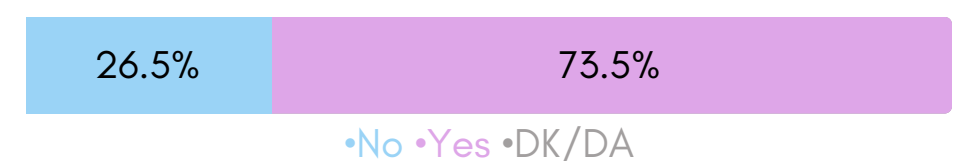
Top 5 Most Visited Places
Albufeira **26.5%**
Lagos **24.5%**
Vilamoura **14.3%**
Almancil **4.1%**
Faro **4.1%**

Tourist Experience

Top 3 Most Common Activities
Water Sports **25.7%**
Beach **12.2%**
Nightlife **12.2%**

Social Media Sharing
26.5%   73.5%
•No •Yes •DK/DA

Top 3 Most Used Social Media
Instagram **53.8%**
WhatsApp **18.5%**
Facebook **9.2%**
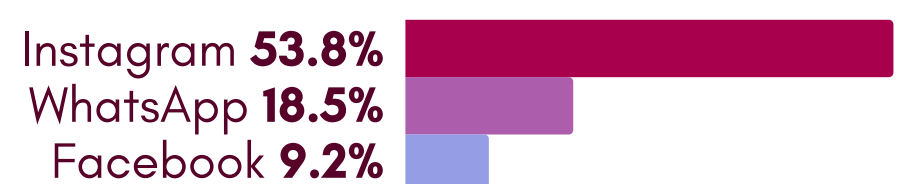
Respondents show moderate agreement towards a **positive destination** evaluation (3.90), specifically with regards to the safety of the destination (4.00). However, they show high levels of **satisfaction** (67.3%), and consider the Algarve to be equally as good (28.6%) or better (28.6%), and equally as safe as other sun and sea destinations (34.7%).

Respondents consider service **quality** in the destination as regular (3.70), but recognise higher quality levels for restaurants and overall tourist services.

Additionally, the respondents acknowledge the **price levels** as average (2.91).

Respondents reveal to be neutral regarding the possibilities of the existence of crime, violence, terrorist attacks and epidemics in the Algarve and when choosing a destination (3.06).

The big majority of respondents show high levels of **loyalty** by displaying interest in returning to the Algarve within the next five years (81.6%) and in recommending the destination to others (95.9%).

At the same time, respondents report that, on holidays, they like to visit new destinations (4.16) and are rather neutral towards revisiting destinations they have already experienced (3.55).

Destination Evaluation 👍

Global Impact 3.90
Generally, the Algarve is a safe tourism destination **4.00**
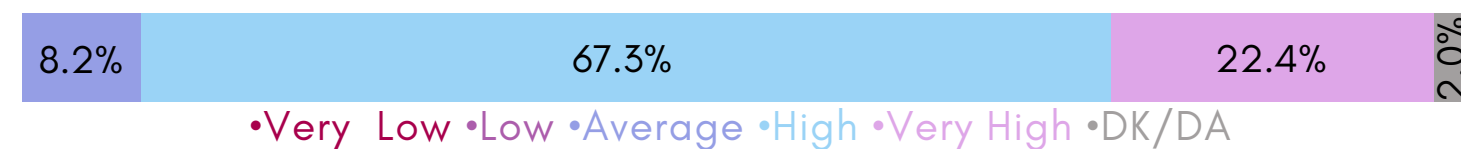Generally, the Algarve has a good environmental quality **3.94**
Generally, residents in the Algarve treat tourists with sympathy **3.86**
Generally, the Algarve is a destination that preserves its cultural heritage **3.78**

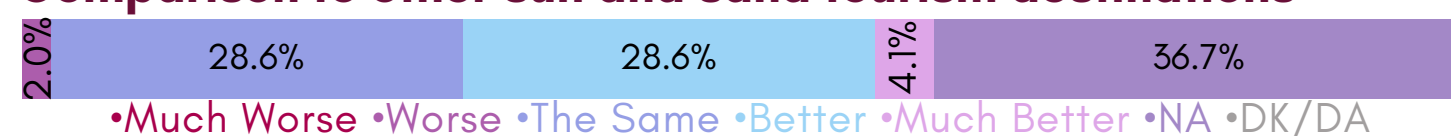Scale: 1- Strongly Disagree; 5-Strongly Agree

Satisfaction

Overall Satisfaction
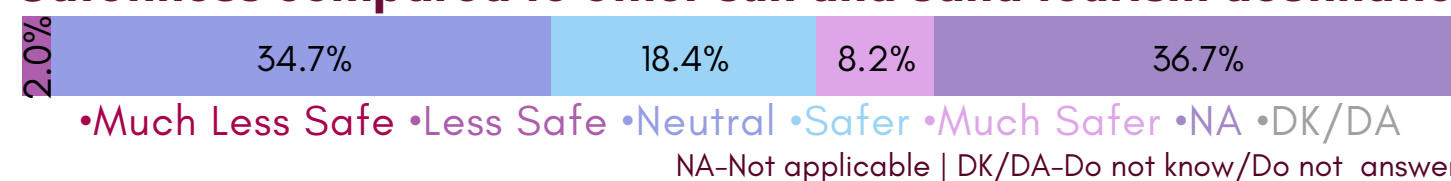
8.2%	67.3%	22.4%	2.0%

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

Previous visits to other sun and sand tourism destinations

63.6%	36.7%

•Yes •No •DK/DA

Comparison to other sun and sand tourism destinations

2.0%	28.6%	28.6%	4.1%	36.7%

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

Safetiness compared to other sun and sand tourism destinations

2.0%	34.7%	18.4%	8.2%	36.7%

•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 3.70
The quality level of restaurants and similar services **3.84**
The overall quality level of tourist services **3.80**
The quality level of accommodation services **3.78**
The quality level of local trade/traditional stores **3.65**
The quality level of shopping centers/malls **3.45**

Scale: 1- Very Bad; 5-Very Good

🏷 Price Levels

Global Impact 2.91
The level of prices in accommodation services **3.10**
The level of prices in shopping centers/malls **3.05**
The level of prices in local trade/traditional stores **2.83**
The overall level of prices **2.78**
The level of prices in restaurants and similar services **2.78**

Scale: 1- Very Low; 5-Very High

⚠ Safety Concerns

Global Impact 3.06
The possibility of the occurrence of epidemics, such as COVID-19, affects my choice of tourism destinations **3.29**
The possibility of the occurrence of epidemics, such as COVID-19, was a concern during my visit to the Algarve **3.06**
The possible existence of crime and violence was a concern during my visit to the Algarve **3.00**
The possibility of global threats, such as those posed by terrorist attacks, was a concern during my visit to the Algarve **2.90**
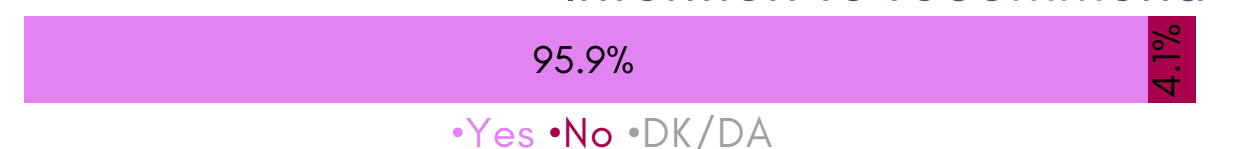
Scale: 1- Strongly Disagree; 5-Strongly Agree

🔒 Loyalty

Intention to revisit within next 5 years

81.6%	18.4%

•Yes •No •DK/DA

Intention to recommend

95.9%	4.1%

•Yes •No •DK/DA

🚶 Tourist Profile

On holidays, I like to visit new destinations **4.16**
On holidays, I like to visit exotic and unknown destinations **3.94**
I like to revisit the same destinations because I know what to expect **3.55**

Scale: 1- Strongly Disagree; 5-Strongly Agree