

UNITED KINGDOM

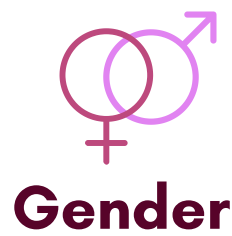
Tourists' Perception - Fact Sheet | High Season 2022



monitur



Sample
n=279



Gender

Female **48.4%**
Male **50.2%**
Other **0.4%**
DK/DA **1.0%**

Education Level



Primary School **0.7%**
High School **45.5%**
University **43.8%**
DK/DA **10.0%**

Age Group



18-24 years old **14.7%**
25-64 years old **69.5%**
65 years old or more **2.9%**
DK/DA **12.9%**

Travel Logistics



Number of Nights

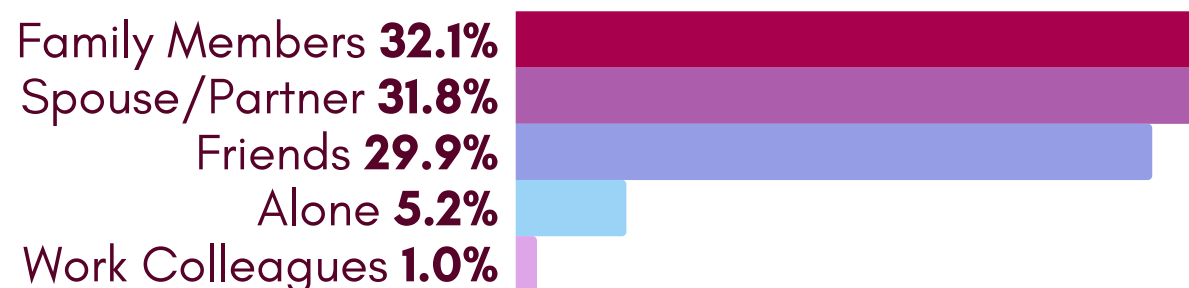
Up to 3 nights **11.8%**
4-7 nights **59.1%**
8-14 nights **24.7%**
15-30 nights **3.6%**
More than 30 nights **0.4%**
DK/DA **0.4%**



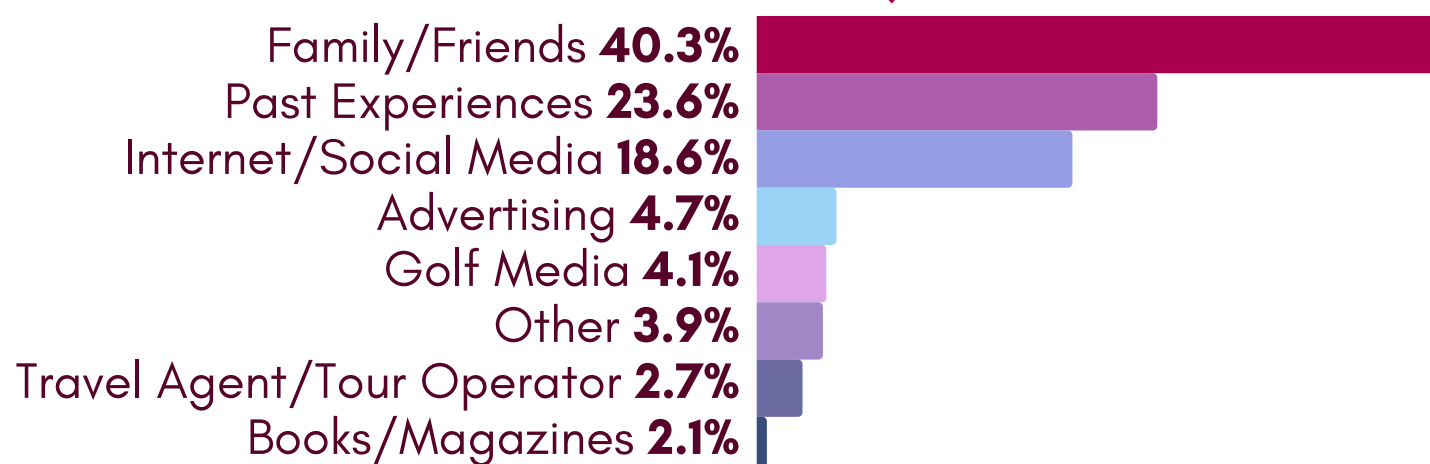
1st Time Visit



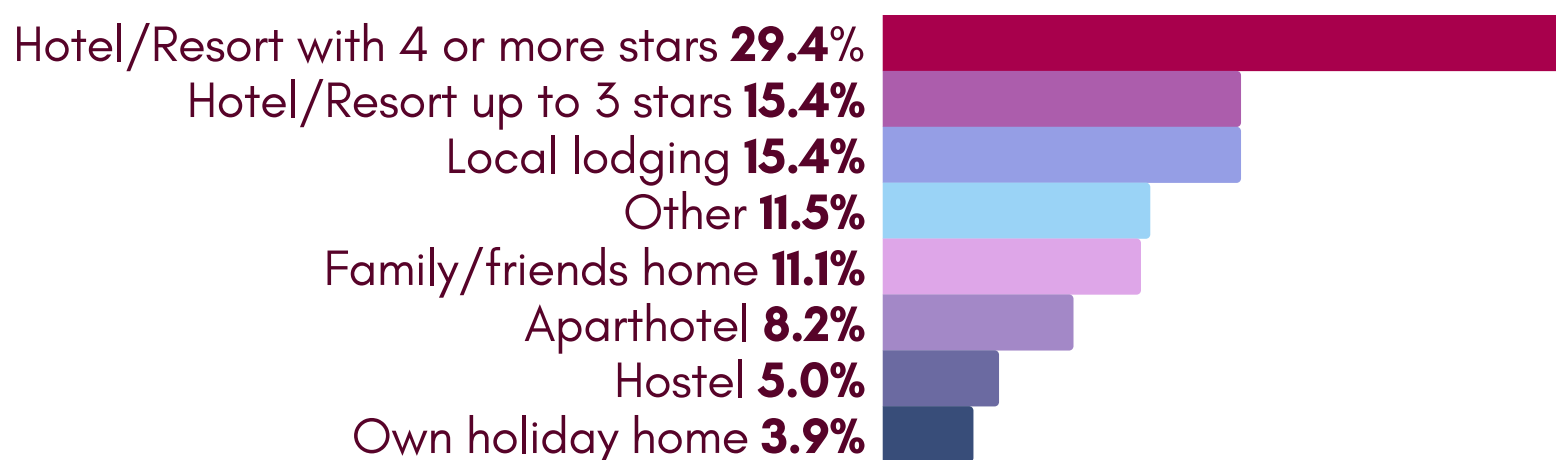
Travel Companions



Source of Information

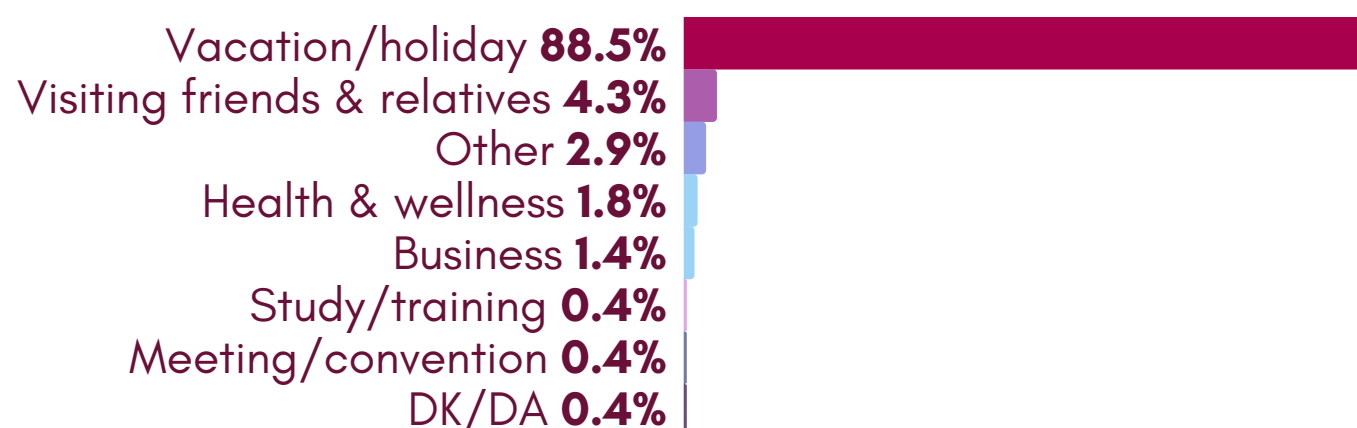


Type of Accommodation



DK/DA-Do not know/Do not answer

Motivation



SOME FACTS

59.1% of respondents from the UK stay for **4 to 7 nights** and 58.4% had visited the destination previously. Tourist travel in similar shares with family members (32.1%), spouse/partner (31.8%) or friends (29.9%).

The three main **sources of information** for the destination choice are family/friends (40.3%) past experiences (23.6%), and internet/social media (18.6%).

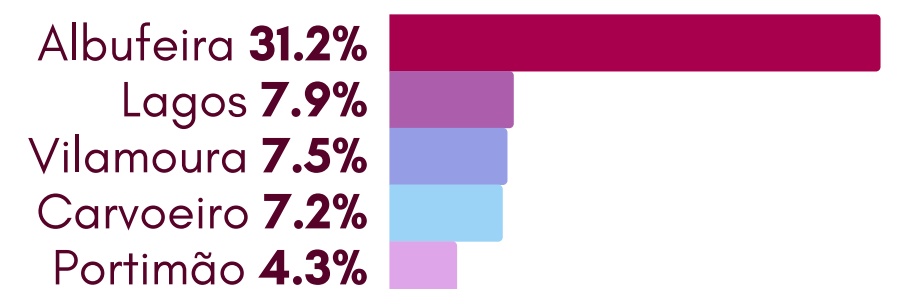
The **type of accommodation** chosen the most by the respondents is a hotel/resort with 4 or more stars (29.4%) and the most visited place is Albufeira (31.2%).

The main **motivation** for the respondents' visit to the Algarve is holiday/vacation (88.5%). Additionally, the three **most common activities** performed are beach (26.0%), gastronomy (15.8%) and exercise/sports (10.1%).

Lastly, regarding **social media**, 65.6% of respondents report to have shared content online in Instagram (39.8%), Facebook (28.5%) and WhatsApp (16.4%).



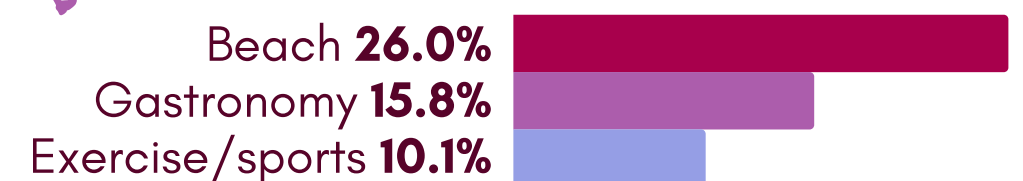
Top 5 Most Visited Places



Tourist Experience



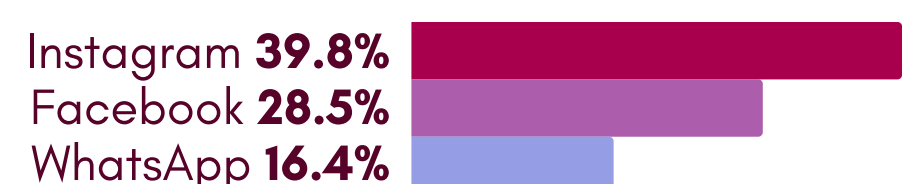
Top 3 Most Common Activities



Social Media Sharing



Top 3 Most Used Social Media



Additional information may be found in the global report at <https://monitur.ualg.pt/en/tourists-global-report/>



UNITED KINGDOM

Tourists' Perception – Fact Sheet | High Season 2022



Respondents agree to a positive **destination evaluation** (4.04), specifically with regards to the safety (4.24) and environmental quality (4.04) of the destination.

They show very high levels of **satisfaction** (46.2%), and consider the Algarve to be better (33.7%) and safer than other sun and sea destinations (32.6%).

Respondents consider the destination to have a good level of service **quality** overall (4.08), highlighting in particular the quality levels of the accommodation, restaurants, and overall tourism services.

Additionally, the respondents acknowledge the overall **price levels** in the destination as average (2.98).

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 (2.48).

The big majority of respondents show high levels of **loyalty** by displaying interest in returning to the Algarve within the next five years (89.2%) and in recommending the destination to others (95.0%).

At the same time, they have a certain neutrality towards revisiting destinations they have already experienced (3.49).

Destination Evaluation

Global Impact 4.04

Generally, the Algarve is a safe tourism destination **4.23**

Generally, the Algarve has a good environmental quality **4.04**

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

Generally, residents in the Algarve treat tourists with sympathy **3.95**

Scale: 1- Strongly Disagree; 5-Strongly Agree

Satisfaction

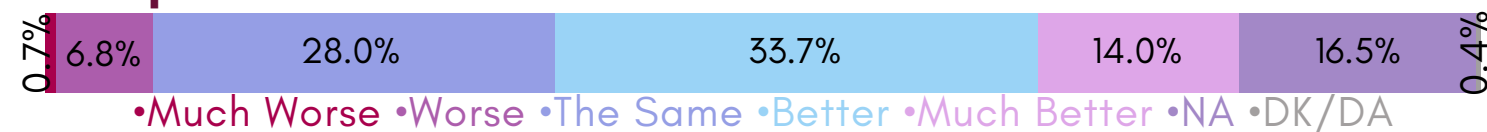
Overall Satisfaction



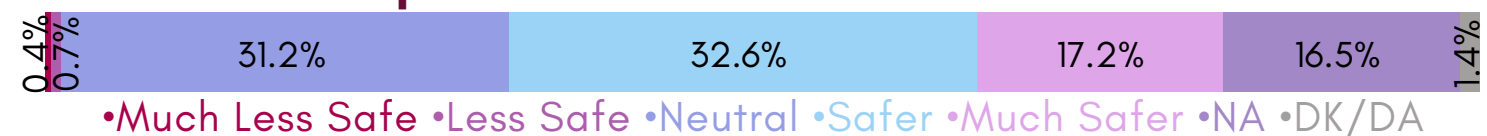
Previous visits to other sun and sand tourism destinations



Comparison to other sun and sand tourism destinations



Safetiness compared to other sun and sand tourism destinations



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

Assessment of service quality and price levels

Service Quality

Global Impact 4.08

The quality level of accommodation services **4.24**

The quality level of restaurants and similar services **4.18**

The overall quality level of tourist services **4.14**

The quality level of local trade/traditional stores **3.98**

The quality level of shopping centers/malls **3.85**

Scale: 1- Very Bad; 5-Very Good

Price Levels

Global Impact 2.98

The level of prices in accommodation services **3.07**

The overall level of prices **2.99**

The level of prices in restaurants and similar services **2.97**

The level of prices in shopping centers/malls **2.95**

The level of prices in local trade/traditional stores **2.92**

Scale: 1- Very Low; 5-Very High

Safety Concerns

Global Impact 2.48

The possibility of the occurrence of epidemics, such as COVID-19, affects my choice of tourism destinations **2.66**

The possible existence of crime and violence was a concern during my visit to the Algarve **2.49**

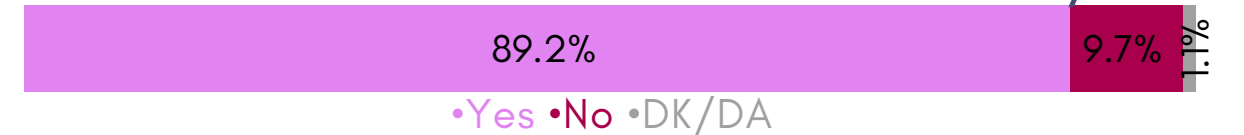
The possibility of the occurrence of epidemics, such as COVID-19, was a concern during my visit to the Algarve **2.47**

The possibility of global threats, such as those posed by terrorist attacks, was a concern during my visit to the Algarve **2.30**

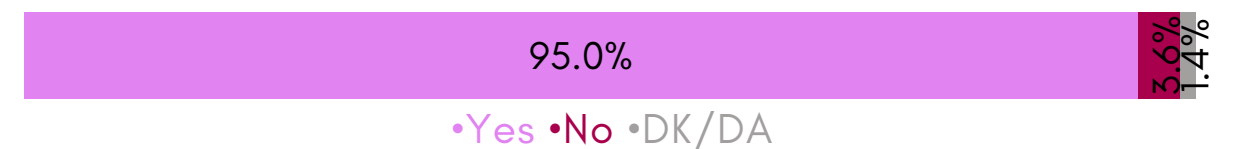
Scale: 1- Strongly Disagree; 5-Strongly Agree

Loyalty

Intention to revisit within next 5 years



Intention to recommend



Tourist Profile

On holidays, I like to visit new destinations **3.96**

I like to revisit the same destinations because I know what to expect **3.73**

On holidays, I like to visit exotic and unknown destinations **3.49**

Scale: 1- Strongly Disagree; 5-Strongly Agree

Project developed by:



Partnerships:

