

# GERMANY

## Tourists' Perception - Fact Sheet

Low Season 2022/2023



monitur



Sample  
n=44



Gender

Female **61.4%**  
Male **38.6%**

### Education Level



Primary School **4.5%**  
High School **47.7%**  
University **40.9%**  
DK/DA **6.9%**

### Age Group



18-24 years old **4.5%**  
25-64 years old **50.0%**  
65 years old or more **34.1%**  
DK/DA **11.4%**

## Travel Logistics



### Number of Nights

Up to 3 nights **2.3%**  
4-7 nights **25.0%**  
8-14 nights **50.0%**  
15 to 30 nights **11.4%**  
More than 30 nights **11.4%**



### 1st Time Visit

**70.5%** No  
**29.5%** Yes

### Travel Companions



Spouse/Partner **65.3%**  
Friends **14.3%**  
Family Members **14.3%**  
Organized Group **4.1%**  
Alone **2.0%**

### Source of Information



Family/Friends **28.8%**  
Past Experiences **23.3%**  
Internet/Social Media **16.4%**  
Golf Media **11.0%**  
Books/Magazines **8.2%**  
Other **5.5%**  
Travel Agent/Tour Operator **4.1%**  
Advertising **2.7%**

### Type of Accommodation



Hotel/Resort with 4 or more stars **34.1%**  
Local lodging **22.7%**  
Own holiday home **13.6%**  
Hotel/Resort up to 3 stars **9.1%**  
Family/friends home **9.1%**  
Hostel **2.3%**  
Aparthotel **2.3%**  
Camping/caravan **2.3%**  
Other **2.3%**  
DK/DA **2.3%**

DK/DA-Do not know/Do not answer

### Motivation



Vacation/holiday **90.9%**  
Visiting friends & relatives **4.5%**  
Health & wellness **2.3%**  
Other **2.3%**

## SOME FACTS

50.0% of respondents from Germany stayed for **8 to 14 nights** and 70.5% had visited the destination previously. The majority of respondents traveled with their spouse/partner (65.3%).

The three main **sources of information** for the destination choice were family/friends (28.8%), past experiences (23.3%) and internet/social media (16.4%).

The **type of accommodation** chosen the most by the respondents was a hotel/resort with 4 or more stars (34.1%) and the most visited place was Albufeira (10.6%).

The main **motivation** for the respondents' visit to the Algarve was holiday/vacation (90.9%). Additionally, the three **most common activities** performed were exercise/sports (37.5%), tours/sightseeing (15.9%) and beach (15.9%).

Lastly, regarding **social media**, 34.1% of respondents reported to have shared content online in the three main social medias chosen: WhatsApp (55.0%), Instagram (15.0%) and Facebook (15.0%).



### Top 5 Most Visited Places

Albufeira **10.6%**  
Faro **8.5%**  
Lagos **8.5%**  
Carvoeiro **6.4%**  
Olhos de Água **6.4%**

## Tourist Experience



### Top 3 Most Common Activities

Exercise/sports **37.5%**  
Tours/sightseeing **15.9%**  
Beach **15.9%**



### Social Media Sharing

**65.9%** No **34.1%** Yes

•No •Yes •DK/DA



### Top 3 Most Used Social Media

WhatsApp **55.0%**  
Instagram **15.0%**  
Facebook **15.0%**



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Respondents show a certain neutrality in regards of **destination evaluation** (3.97), while admitting a higher level of agreement regarding the safety of the destination and the preservation of cultural heritage.

However, they show high levels of **satisfaction** (47.7%) and consider the Algarve to be better (43.2%) and safer (61.4%) than other sun and sea destinations.

Respondents consider the destination to have a moderate level of service **quality** (3.93), but highlight the quality level of tourism services overall as well as of shopping centers and malls.

Additionally, the respondents acknowledge the **price levels** as average (3.15).

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 (2.32).

The big majority of respondents show high levels of **loyalty** by displaying interest in returning to the Algarve within the next five years (86.4%) and in recommending the destination to others (90.9%).

At the same time, they have a certain neutrality towards revisiting destinations they have already experienced (2.95).

### Assessment of service quality and price levels



**Global Impact 3.93**

- The overall quality level of tourist services **4.11**
- The quality level of shopping centers/malls **4.00**
- The quality level of accommodation services **3.93**
- The quality level of restaurants and similar services **3.88**
- The quality level of local trade/traditional stores **3.73**

Scale: 1- Very Bad; 5-Very Good



**Global Impact 3.15**

- The level of prices in restaurants and similar services **3.30**
- The level of prices in accommodation services **3.19**
- The level of prices in shopping centers/malls **3.14**
- The level of prices in local trade/traditional stores **3.09**
- The overall level of prices **3.03**

Scale: 1- Very Low; 5-Very High

### Destination Evaluation

**Global Impact 3.97**

Generally, the Algarve is a safe tourism destination **4.21**

Generally, the Algarve is a destination that preserves its cultural heritage **4.12**

Generally, residents in the Algarve treat tourists with sympathy **3.79**

Generally, the Algarve has a good environmental quality **3.76**

Scale: 1- Strongly Disagree; 5-Strongly Agree

### Safety Concerns

**Global Impact 2.32**

- The possibility of global threats, such as those posed by terrorist attacks, was a concern during my visit to the Algarve **2.41**
- The possibility of the occurrence of epidemics, such as COVID-19, was a concern during my visit to the Algarve **2.34**
- The possible existence of crime and violence was a concern during my visit to the Algarve **2.28**
- The possibility of the occurrence of epidemics, such as COVID-19, affects my choice of tourism destinations **2.24**

Scale: 1- Strongly Disagree; 5-Strongly Agree

### Satisfaction

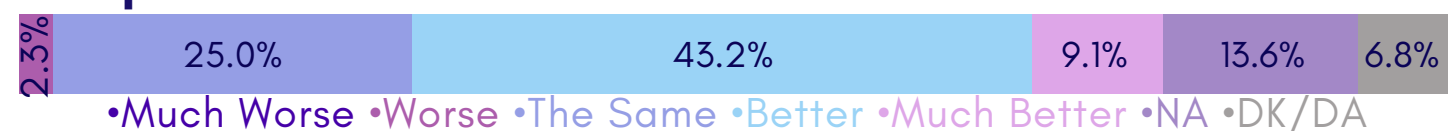
**Overall Satisfaction**



**Previous visits to other sun and sand tourism destinations**



**Comparison to other sun and sand tourism destinations**



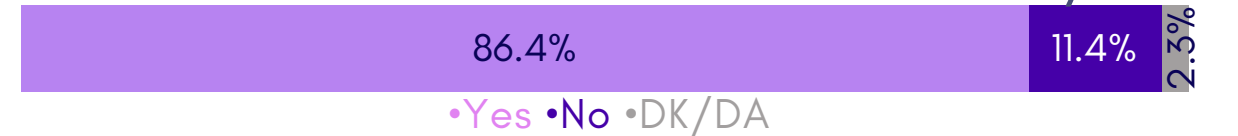
**Safeness compared to other sun and sand tourism destinations**



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

### Loyalty

Intention to revisit within next 5 years



Intention to recommend



### Tourist Profile

On holidays, I like to visit exotic and unknown destinations **3.76**

On holidays, I like to visit new destinations **3.51**

I like to revisit the same destinations because I know what to expect **2.95**

Scale: 1- Strongly Disagree; 5-Strongly Agree

Project developed by:



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