

IRELAND

Tourists' Perception - Fact Sheet

Low Season 2022/2023



monitur



Sample
n=14



Gender

Female **50.0%**
Male **42.9%**
DK/DA **7.1%**

Education Level



High School **35.7%**
University **50.0%**
DK/DA **14.3%**

Age Group



18-24 years old **7.1%**
25-64 years old **42.9%**
65 years old or more **21.4%**
DK/DA **28.6%**

Travel Logistics



Number of Nights

Up to 3 nights **7.1%**
4-7 nights **50.0%**
8-14 nights **28.6%**
15-30 nights **7.1%**
More than 30 nights **7.1%**



1st Time Visit

85.7% No
14.3% Yes

Travel Companions



Spouse/Partner **40.0%**
Alone **26.7%**
Family Members **20.0%**
Friends **13.3%**

Source of Information



Family/Friends **33.3%**
Past Experiences **30.3%**
Internet/Social Media **15.2%**
Other **9.1%**
Advertising **6.1%**
Books/Magazines **3.0%**
Golf Media **3.0%**

Type of Accommodation



Hotel/Resort with 4 or more stars **28.6%**
Family/friends home **21.4%**
Local lodging **14.3%**
Own holiday home **14.3%**
Hotel/Resort up to 3 stars **7.1%**
Aparthotel **7.1%**
Other **7.1%**

DK/DA-Do not know/Do not answer

Motivation



Vacation/holiday **78.6%**
Visiting friends & relatives **7.1%**
Business **7.1%**
Other **7.1%**

SOME FACTS

50.0% of respondents from Ireland stayed for **4 to 7 nights** and 85.7% had visited the destination previously. Most respondents traveled with their spouse/ partner (40.0%). The three main **sources of information** for the destination choice were family/friends (33.3%), past experiences (30.3%) and internet/social media (15.2%).

The **type of accommodation** chosen the most by the respondents was a hotel/resort with 4 or more stars (28.6%) and the most visited place was Albufeira (28.6%).

The main **motivation** for the respondents' visit to the Algarve was holiday/vacation (78.6%). Additionally, the three **most common activities** performed were exercise/sports (31.3%), gastronomy (25.0%) and beach (18.8%).

Lastly, regarding **social media**, 28.6% of respondents reported to have shared content online in the three main social medias chosen: Instagram (33.3%), Facebook (22.2%) and WhatsApp (11.1%).



Top 5 Most Visited Places

Albufeira **28.6%**
Quinta do Lago **14.3%**
Almancil **7.1%**
Alvor **7.1%**
Carvoeiro **7.1%**

Tourist Experience



Top 3 Most Common Activities

Exercise/sports **31.3%**
Gastronomy **25.0%**
Beach **18.8%**



Social Media Sharing

64.3% No **28.6%** Yes **7.1%** DK/DA



Top 3 Most Used Social Media

Instagram **33.3%**
Facebook **22.2%**
WhatsApp **11.1%**



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Respondents agree to a positive **destination evaluation** (4.16), specifically with regards to the safety and environmental quality of the destination.

They show high (42.9%) or very high (42.9%) levels of **satisfaction** and consider the Algarve to be better (28.6%) and equally as safe (35.7%) as other sun and sea destinations.

Respondents consider the destination to have a good level of service **quality** overall (4.19), highlighting in particular the quality levels of local trade, traditional stores and restaurants.

Additionally, the respondents acknowledge the **price levels** as average (3.08).

Respondents reveal not to put much emphasis on the possibilities of the existence of crime, violence, terrorist attacks and epidemics in the Algarve and when choosing a destination (1.85).

The big majority of respondents show high levels of **loyalty** by displaying interest in returning to the Algarve within the next five years (92.9%) and in recommending the destination to others (92.9%).

At the same time, they have a certain neutrality towards revisiting destinations they have already experienced (3.46).

Destination Evaluation

Global Impact 4.16

Generally, the Algarve is a safe tourism destination **4.67**

Generally, the Algarve has a good environmental quality **4.23**

Generally, residents in the Algarve treat tourists with sympathy **4.17**

Generally, the Algarve is a destination that preserves its cultural heritage **3.58**

Scale: 1- Strongly Disagree; 5-Strongly Agree

Satisfaction

Overall Satisfaction



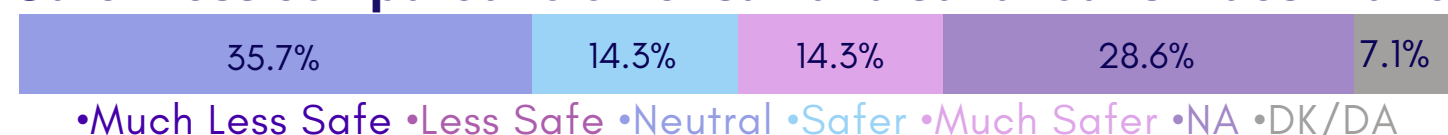
Previous visits to other sun and sand tourism destinations



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



Global Impact 4.19

The quality level of local trade/traditional stores **4.57**

The quality level of restaurants and similar services **4.31**

The overall quality level of tourist services **4.15**

The quality level of shopping centers/malls **4.00**

The quality level of accommodation services **3.92**

Scale: 1- Very Bad; 5-Very Good



Global Impact 3.08

The level of prices in local trade/traditional stores **3.14**

The overall level of prices **3.14**

The level of prices in shopping centers/malls **3.07**

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

The level of prices in restaurants and similar services **3.00**

Scale: 1- Very Low; 5-Very High

Safety Concerns

Global Impact 1.85

The possibility of global threats, such as those posed by terrorist attacks, was a concern during my visit to the Algarve **2.31**

The possible existence of crime and violence was a concern during my visit to the Algarve **1.77**

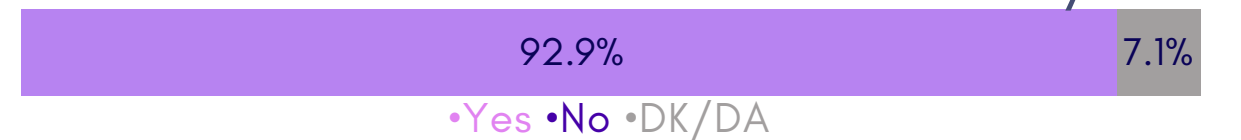
The possibility of the occurrence of epidemics, such as COVID-19, was a concern during my visit to the Algarve **1.69**

The possibility of the occurrence of epidemics, such as COVID-19, affects my choice of tourism destinations **1.62**

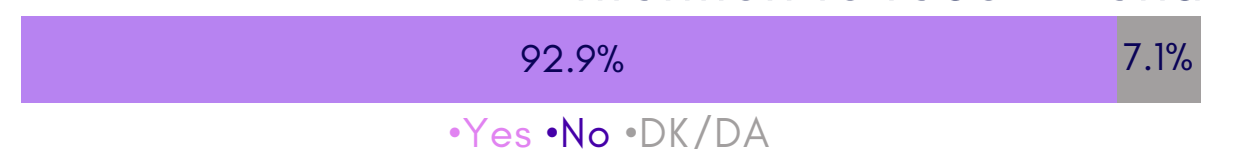
Scale: 1- Strongly Disagree; 5-Strongly Agree

Loyalty

Intention to revisit within next 5 years



Intention to recommend



Tourist Profile

On holidays, I like to visit new destinations **3.85**

On holidays, I like to visit exotic and unknown destinations **3.54**

I like to revisit the same destinations because I know what to expect **3.46**

Scale: 1- Strongly Disagree; 5-Strongly Agree

Project developed by:



Partnerships:

