

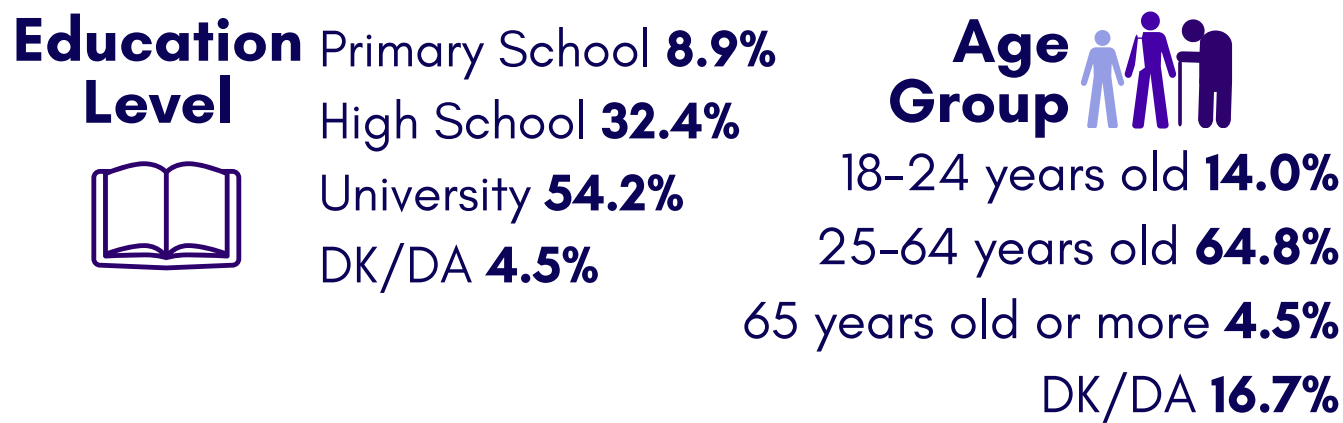
PORTUGAL

Tourists' Perception - Fact Sheet

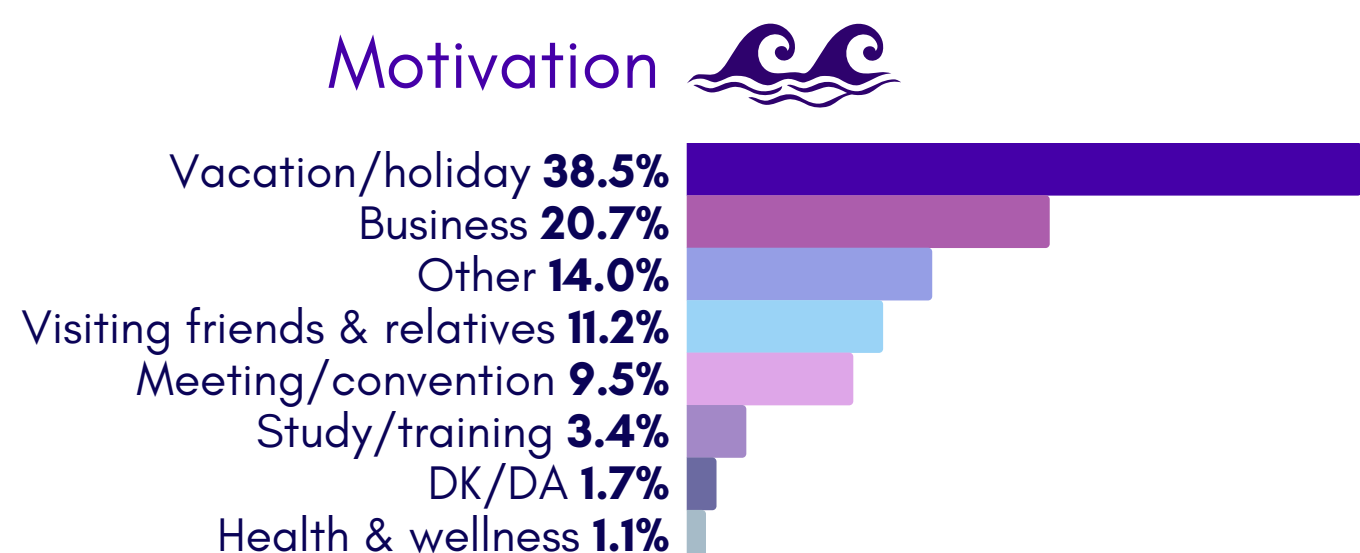
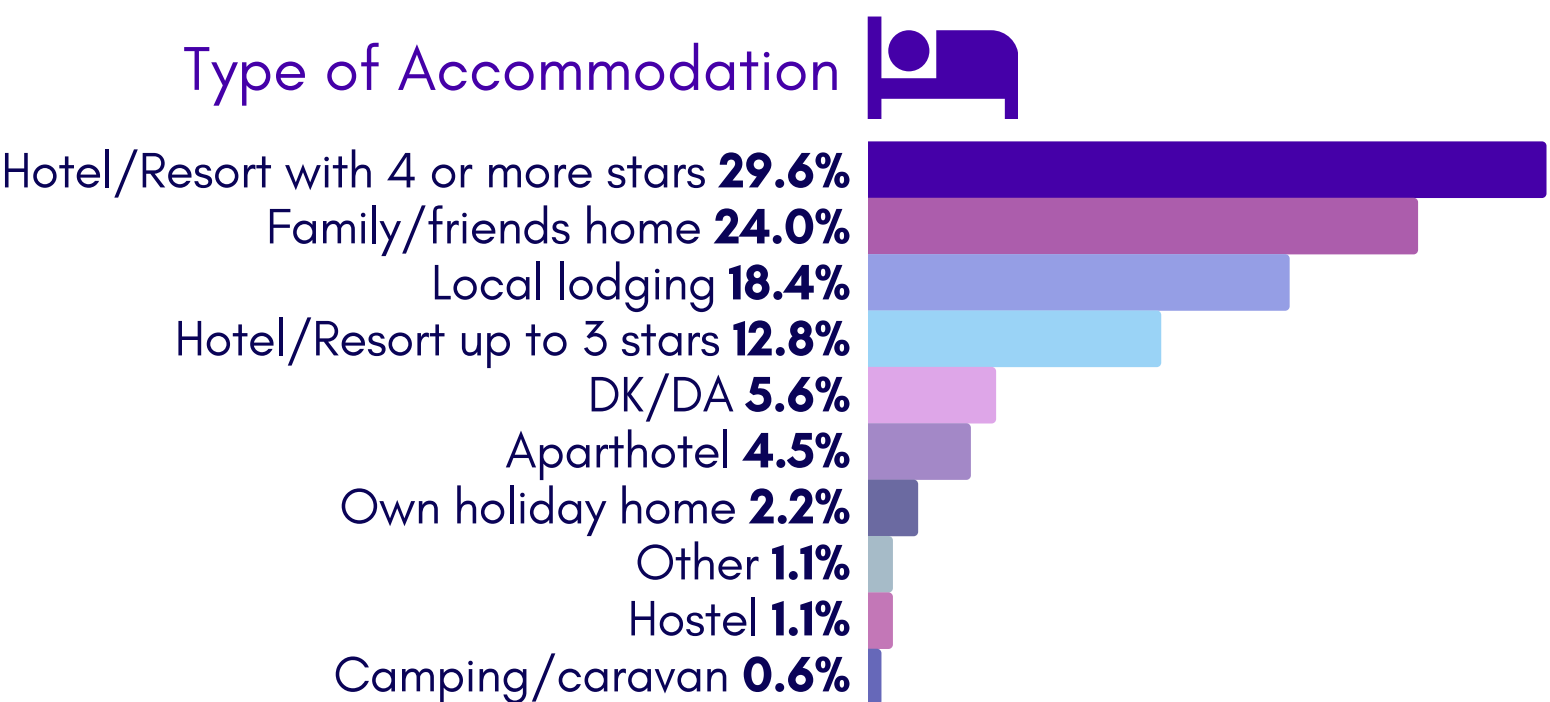
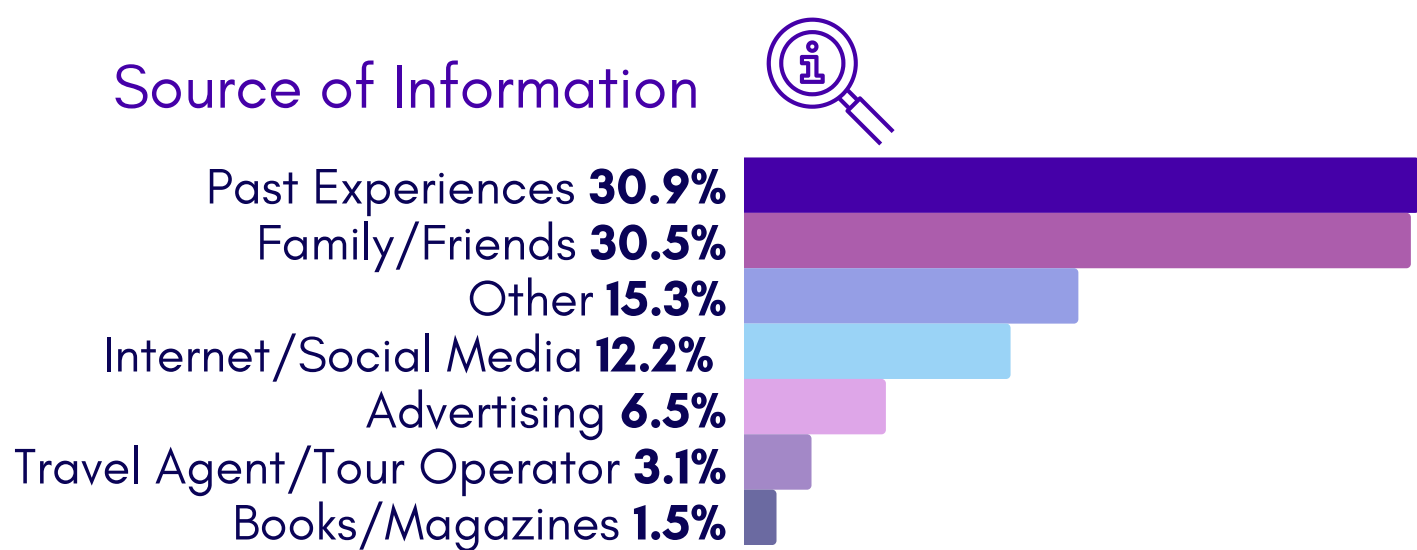
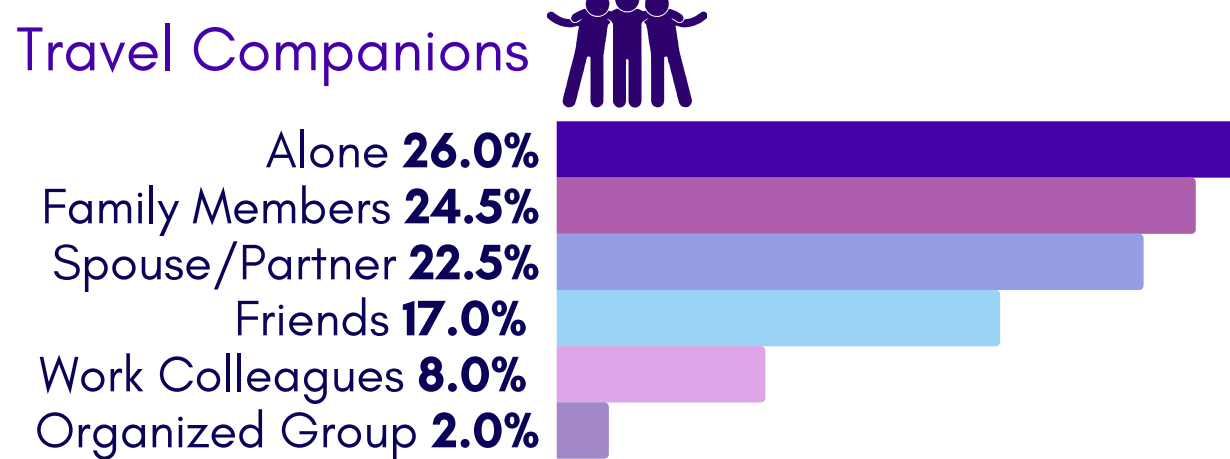
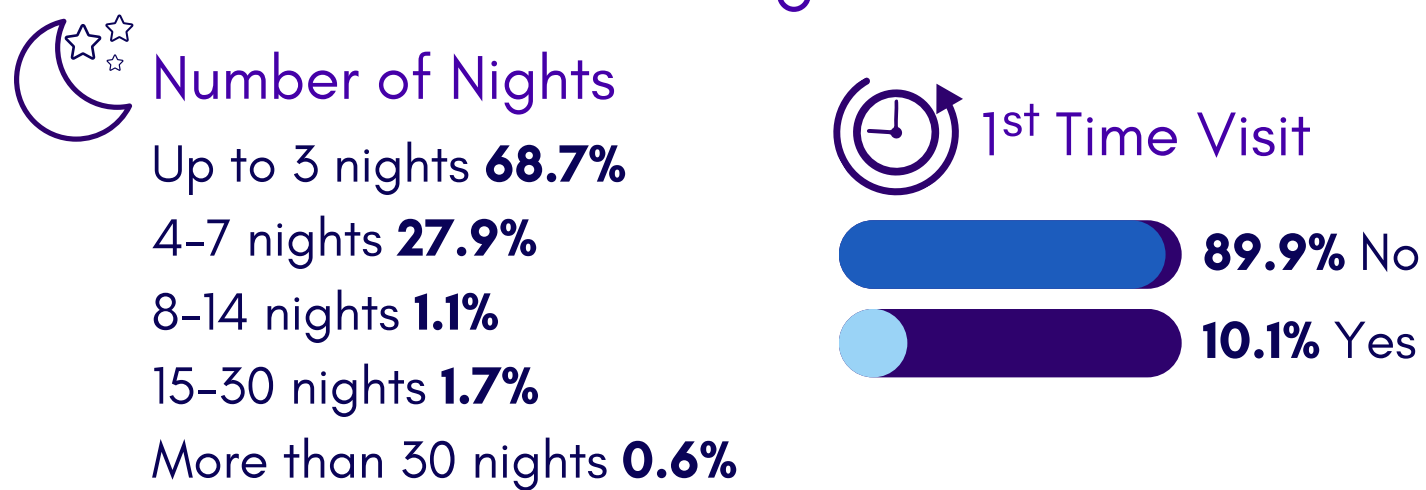
Low Season 2022/2023



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Travel Logistics



SOME FACTS

68.7% of respondents from Portugal stayed for **up to 3 nights** and 89.9% had visited the destination previously. Most respondents traveled alone (26.0%), with family members (24.5%) or their spouse/partner (22.5%).

The two main **sources of information** for the destination choice were past experiences (30.9%) and family/friends (30.5%).

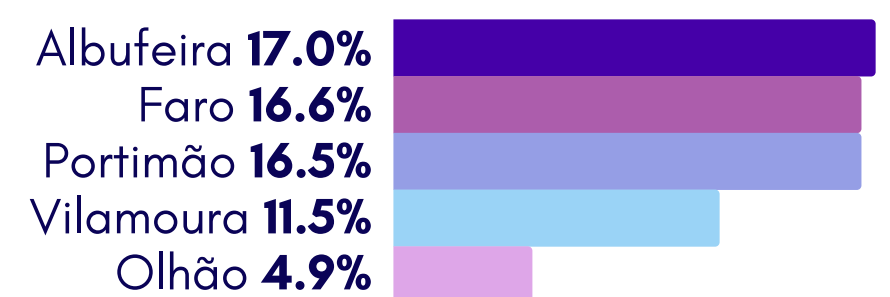
The **type of accommodation** chosen the most by the respondents was a hotel/resort with 4 or more stars (29.6%) and the most visited places were Albufeira (27.2%), Faro (16.6%) and Portimão (16.5%).

The main **motivation** for the respondents' visit to the Algarve was holiday/vacation (38.5%). Additionally, the three **most common activities** performed were beach (19.8%), exercise/sports (14.3%) and tours/sightseeing (13.4%).

Lastly, regarding **social media**, 50.8% of respondents reported to have shared content online in the three main social medias chosen: Instagram (42.2%), Facebook (28.3%) and WhatsApp (24.7%).



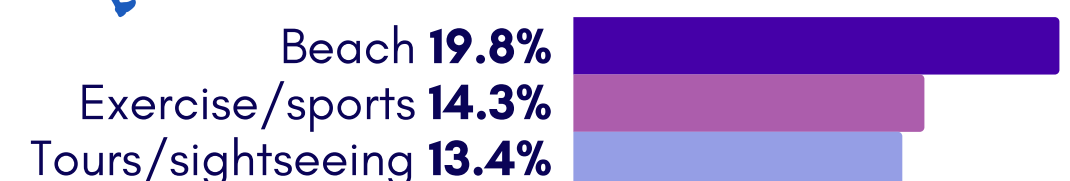
Top 5 Most Visited Places



Tourist Experience



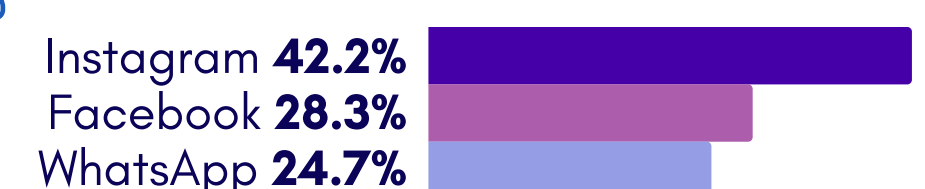
Top 3 Most Common Activities



Social Media Sharing



Top 3 Most Used Social Media



PORTUGAL

Tourists' Perception - Fact Sheet

Low Season 2022/2023



Respondents agree to a positive **destination evaluation** (3.94), specifically with regards to the safety and environmental quality of the destination.

While they show high levels of **satisfaction** (59.2%), they consider the Algarve to be the same (39.7%) and equally as safe (40.2%) as other sun and sea destinations.

Respondents consider service **quality** in the destination as regular (3.81), but recognise higher quality levels for tourism services overall (3.95).

Additionally, the respondents acknowledge the **price levels** as moderate (3.72).

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 (2.27).

The big majority of respondents show high levels of **loyalty** by displaying interest in returning to the Algarve within the next five years (96.1%) and in recommending the destination to others (92.7%).

In addition, they show a high willingness to revisit destinations they have already experienced (4.08).

Assessment of service quality and price levels



Global Impact 3.81

- The overall quality level of tourist services **3.95**
- The quality level of accommodation services **3.83**
- The quality level of restaurants and similar services **3.79**
- The quality level of local trade/traditional stores **3.79**
- The quality level of shopping centers/malls **3.67**

Scale: 1- Very Bad; 5-Very Good



Global Impact 3.72

- The level of prices in accommodation services **3.89**
- The level of prices in restaurants and similar services **3.86**
- The overall level of prices **3.83**
- The level of prices in local trade/traditional stores **3.57**
- The level of prices in shopping centers/malls **3.45**

Scale: 1- Very Low; 5-Very High

Destination Evaluation

Global Impact 3.94

- Generally, the Algarve is a safe tourism destination **4.17**
- Generally, the Algarve has a good environmental quality **4.08**
- Generally, the Algarve is a destination that preserves its cultural heritage **3.80**
- Generally, residents in the Algarve treat tourists with sympathy **3.71**

Scale: 1- Strongly Disagree; 5-Strongly Agree

Safety Concerns

Global Impact 2.27

- The possibility of the occurrence of epidemics, such as COVID-19, affects my choice of tourism destinations **2.44**
- The possibility of global threats, such as those posed by terrorist attacks, was a concern during my visit to the Algarve **2.36**
- The possibility of the occurrence of epidemics, such as COVID-19, was a concern during my visit to the Algarve **2.15**
- The possible existence of crime and violence was a concern during my visit to the Algarve **2.13**

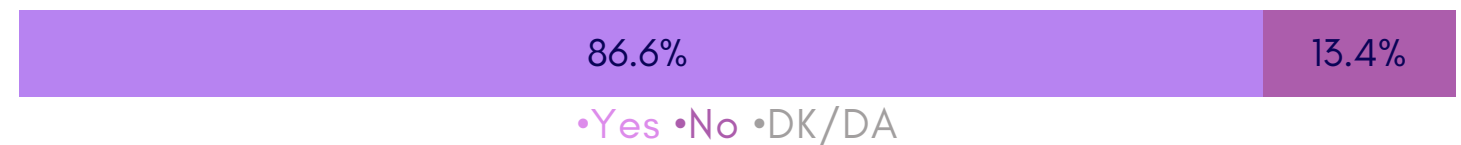
Scale: 1- Strongly Disagree; 5-Strongly Agree

Satisfaction

Overall Satisfaction



Previous visits to other sun and sand tourism destinations



Comparison to other sun and sand tourism destinations



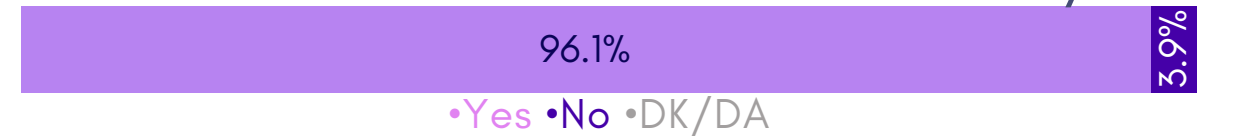
Safetiness compared to other sun and sand tourism destinations



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

Loyalty

Intention to revisit within next 5 years



Intention to recommend



Tourist Profile

I like to revisit the same destinations because I know what to expect **4.08**

On holidays, I like to visit new destinations **3.41**

On holidays, I like to visit exotic and unknown destinations **3.38**

Scale: 1- Strongly Disagree; 5-Strongly Agree

Project developed by:



Partnerships:

