

SPAIN

Tourists' Perception - Fact Sheet

Low Season 2022/2023



monitur



Sample
n=46



Gender

Female **56.5%**
Male **41.3%**
Other **2.2%**

Education Level



High School **30.4%**
University **67.4%**
DK/DA **2.2%**

Age Group



18-24 years old **30.4%**
25-64 years old **41.3%**
DK/DA **28.3%**

Travel Logistics



Number of Nights

Up to 3 nights **63.0%**
4-7 nights **19.6%**
8-14 nights **13.0%**
15 to 30 nights **2.2%**
More than 30 nights **2.2%**



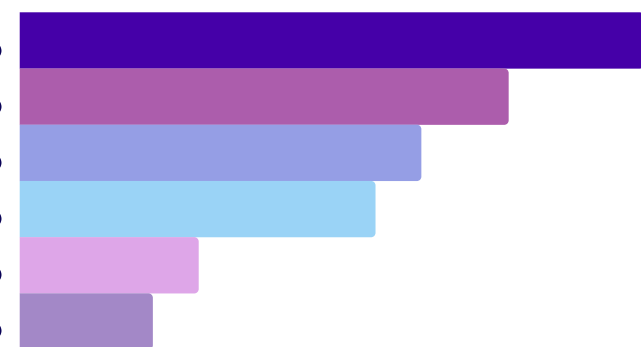
1st Time Visit



Travel Companions



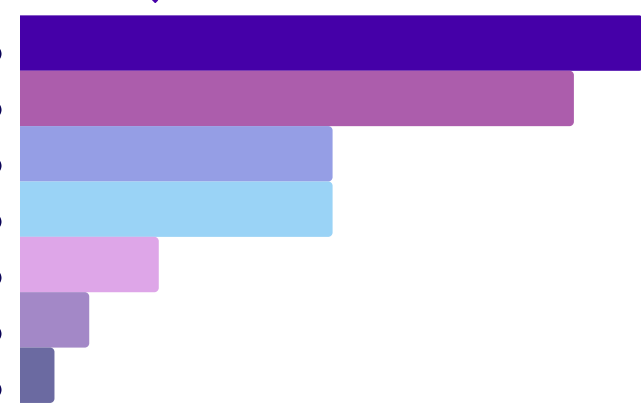
Friends **28.6%**
Alone **22.4%**
Spouse/Partner **18.4%**
Family Members **16.3%**
Work Colleagues **8.2%**
Organized Group **6.1%**



Source of Information



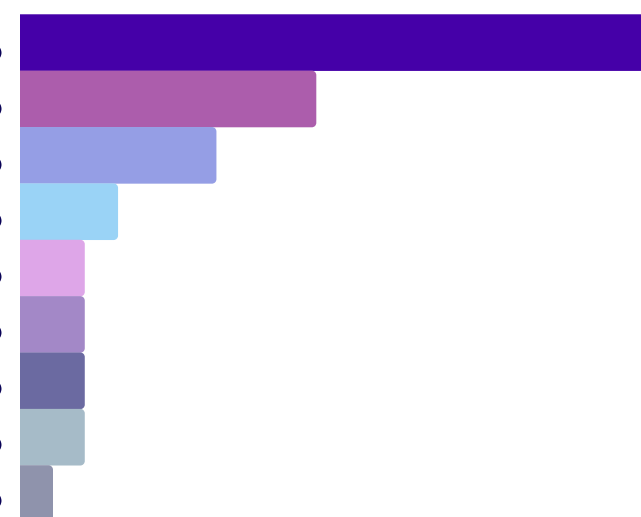
Family/Friends **30.5%**
Internet/Social Media **27.1%**
Past Experiences **15.3%**
Other **15.3%**
Travel Agent/Tour Operator **6.8%**
Books/Magazines **3.4%**
Advertising **1.7%**



Type of Accommodation



Hotel/Resort with 4 or more stars **41.3%**
Local lodging **19.6%**
Family/friends home **13.0%**
Hotel/Resort up to 3 stars **6.5%**
Camping/caravan **4.3%**
Hostel **4.3%**
Other **4.3%**
DK/DA **4.3%**
Aparthotel **2.2%**

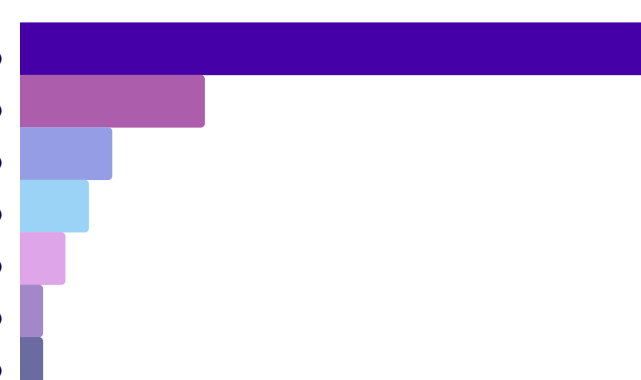


DK/DA-Do not know/Do not answer

Motivation



Vacation/holiday **58.7%**
Business **17.4%**
Other **8.7%**
Visiting friends & relatives **6.5%**
Study/training **4.3%**
Health & wellness **2.2%**
DK/DA **2.2%**



SOME FACTS

63.0% of respondents from Spain stayed for **up to 3 nights**. For 69.6% it was their first visit to the destination. Most respondents traveled with friends (28.6%).

The three main **sources of information** for the destination choice were family/friends (30.5%), internet/social media (27.1%) and past experiences (15.3%).

The **type of accommodation** chosen the most by the respondents was a hotel/resort with 4 or more stars (41.3%) and the most visited place was Faro (25.5%).

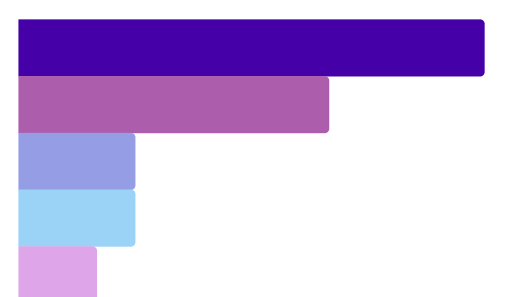
The main **motivation** for the respondents' visit to the Algarve was holiday/vacation (58.7%). Additionally, the three **most common activities** performed were beach (17.9%), gastronomy (17.9%) and exercise/sports (12.6%).

Lastly, regarding **social media**, 56.5% of respondents reported to have shared content online in the three main social medias chosen: Instagram (41.8%), WhatsApp (32.7%) and Facebook (10.9%).



Top 5 Most Visited Places

Faro **25.5%**
Albufeira **17.0%**
Alvor **6.4%**
Portimão **6.4%**
Lagos **4.3%**



Tourist Experience



Top 3 Most Common Activities

Beach **17.9%**
Gastronomy **17.9%**
Exercise/sports **12.6%**



Social Media Sharing

43.5%

56.5%

•No •Yes •DK/DA



Top 3 Most Used Social Media

Instagram **41.8%**
WhatsApp **32.7%**
Facebook **10.9%**



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Respondents agree to a positive **destination evaluation** (4.15), specifically with regards to the safety and environmental quality of the destination and the preservation of cultural heritage.

While they show high levels of **satisfaction** (58.7%), they consider the Algarve to be the same (32.6%) and equally as safe (37.0%) as other sun and sea destinations.

Respondents consider the destination to have a high level of service **quality** (4.03) and highlight the quality level of restaurants and shopping centers/malls.

Additionally, the respondents acknowledge the **price levels** as average (3.36).

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 (1.74).

The majority of respondents show high levels of **loyalty** by displaying interest in returning to the Algarve within the next five years (78.3%) and in recommending the destination to others (89.1%).

In parallel, they show a moderate willingness to revisit destinations they have already experienced (3.90).

Destination Evaluation

Global Impact 4.15

Generally, the Algarve is a safe tourism destination **4.24**

Generally, the Algarve is a destination that preserves its cultural heritage **4.20**

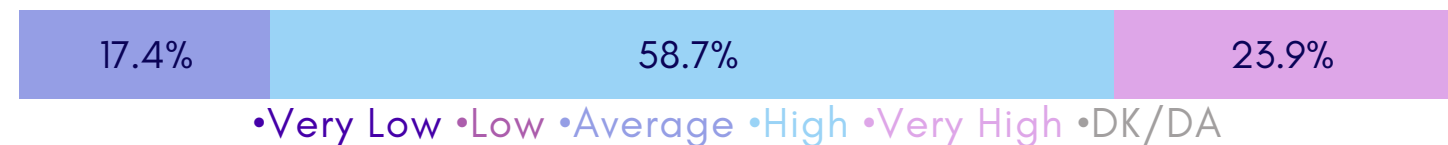
Generally, the Algarve has a good environmental quality **4.20**

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

Scale: 1- Strongly Disagree; 5-Strongly Agree

Satisfaction

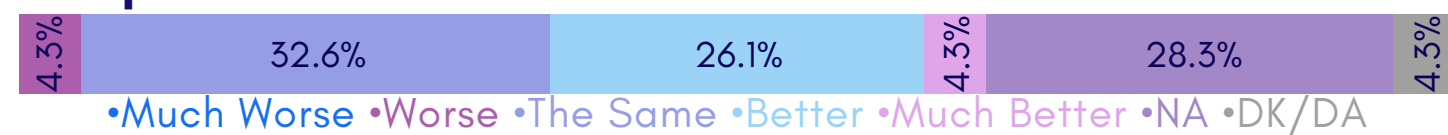
Overall Satisfaction



Previous visits to other sun and sand tourism destinations



Comparison to other sun and sand tourism destinations



Safeness 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 4.03

The quality level of restaurants and similar services **4.16**

The quality level of shopping centers/malls **4.07**

The overall quality level of tourist services **4.04**

The quality level of accommodation services **3.96**

The quality level of local trade/traditional stores **3.91**

Scale: 1- Very Bad; 5-Very Good



Global Impact 3.36

The level of prices in restaurants and similar services **3.53**

The level of prices in accommodation services **3.42**

The level of prices in shopping centers/malls **3.34**

The level of prices in local trade/traditional stores **3.32**

The overall level of prices **3.19**

Scale: 1- Very Low; 5-Very High



Safety Concerns

Global Impact 1.74

The possibility of global threats, such as those posed by terrorist attacks, was a concern during my visit to the Algarve **1.91**

The possibility of the occurrence of epidemics, such as COVID-19, affects my choice of tourism destinations **1.82**

The possibility of the occurrence of epidemics, such as COVID-19, was a concern during my visit to the Algarve **1.63**

The possible existence of crime and violence was a concern during my visit to the Algarve **1.58**

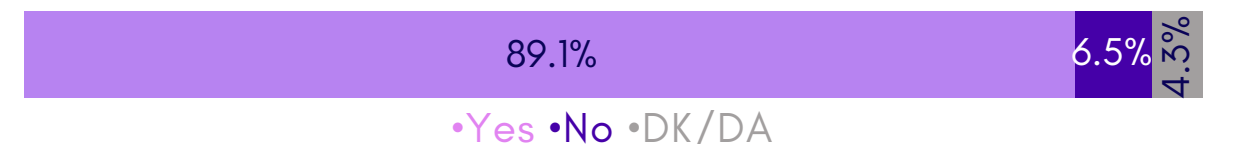
Scale: 1- Strongly Disagree; 5-Strongly Agree



Intention to revisit within next 5 years



Intention to recommend



On holidays, I like to visit exotic and unknown destinations **4.17**

I like to revisit the same destinations because I know what to expect **3.90**

On holidays, I like to visit new destinations **3.09**

Scale: 1- Strongly Disagree; 5-Strongly Agree

Project developed by:



Partnerships:

