

THE NETHERLANDS

Tourists' Perception - Fact Sheet

Low Season 2022/2023



monitur

Sample
n=30

Gender
Female **56.7%**
Male **40.0%**
DK/DA **3.3%**

Education Level
High School **36.7%**
University **50.0%**
DK/DA **13.3%**

Age Group
18-24 years old **10.0%**
25-64 years old **46.7%**
65 years old or more **23.3%**
DK/DA **20.0%**

Travel Logistics

Number of Nights
Up to 3 nights **16.7%**
4-7 nights **40.0%**
8-14 nights **16.7%**
15 to 30 nights **16.7%**
More than 30 nights **10.0%**

1st Time Visit
70.0% No
30.0% Yes

Travel Companions

Spouse/Partner **39.4%**
Alone **21.2%**
Family Members **21.2%**
Friends **18.2%**

Source of Information

Family/Friends **38.3%**
Internet/Social Media **23.3%**
Past Experiences **18.3%**
Books/Magazines **10.0%**
Travel Agent/Tour Operator **5.0%**
Other **3.3%**
Advertising **1.7%**

Type of Accommodation

Family/friends home **26.7%**
Hotel/Resort with 4 or more stars **20.0%**
Hotel/Resort up to 3 stars **20.0%**
Aparthotel **16.7%**
Local lodging **10.0%**
Own holiday home **6.7%**

DK/DA-Do not know/Do not answer

Motivation

Vacation/holiday **80.0%**
Visiting friends & relatives **20.0%**

SOME FACTS

40.0% of respondents from the Netherlands stayed for **4 to 7 nights** and 70.0% had visited the destination previously. The majority of respondents traveled with their spouse/partner (39.4%).

The three main **sources of information** for the destination choice were family/friends (38.3%), internet/social media (23.3%) and past experiences (18.3%).

Regarding **type of accommodation**, most respondents indicated to have stayed at the home of family/friends (26.7%). The two most visited places were Monte Gordo (18.8%) and Portimão (18.8%).

The main **motivation** for the respondents' visit to the Algarve was holiday/vacation (80.0%). Additionally, the three **most common activities** performed were exercise/sports (29.6%), beach (22.5%) and tours/sightseeing (19.7%).

Lastly, regarding **social media**, 30.0% of respondents reported to have shared content online in the three main social medias chosen: Instagram (35.7%), WhatsApp (35.7%) and Facebook (14.3%).



Top 5 Most Visited Places

Monte Gordo **18.8%**
Portimão **18.8%**
Albufeira **15.6%**
Faro **9.4%**
Olhão **6.3%**

Tourist Experience



Top 3 Most Common Activities

Exercise/sports **29.6%**
Beach **22.5%**
Tours/sightseeing **19.7%**



Social Media Sharing

70.0%

30.0%

No • Yes • DK/DA



Top 3 Most Used Social Media

Instagram **35.7%**
WhatsApp **35.7%**
Facebook **14.3%**



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Respondents show a certain neutrality in regards of **destination evaluation** (3.76), while admitting a higher level of agreement regarding the safety of the destination.

While they show high levels of **satisfaction** (56.7%), they consider the Algarve to be the same (40.0%) and equally as safe (43.3%) as other sun and sea destinations.

Respondents consider the destination to have a moderate level of service **quality** (3.75), but highlight the quality level of tourism services overall as well as of restaurants.

Additionally, the respondents acknowledge the **price levels** as average (2.95).

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 (1.83).

The big majority of respondents show high levels of **loyalty** by displaying interest in returning to the Algarve within the next five years (83.3%) and in recommending the destination to others (93.3%).

At the same time, they have a certain neutrality towards visiting new and unknown destinations versus revisiting destinations they have already experienced.

Destination Evaluation

Global Impact 3.76

Generally, the Algarve is a safe tourism destination **3.93**

Generally, the Algarve is a destination that preserves its cultural heritage **3.87**

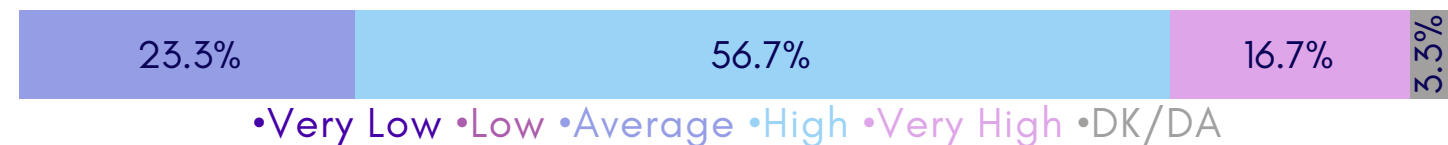
Generally, the Algarve has a good environmental quality **3.73**

Generally, residents in the Algarve treat tourists with sympathy **3.50**

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 3.75

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

The quality level of restaurants and similar services **3.90**

The quality level of accommodation services **3.83**

The quality level of shopping centers/malls **3.64**

The quality level of local trade/traditional stores **3.36**

Scale: 1- Very Bad; 5-Very Good



Global Impact 2.95

The level of prices in restaurants and similar services **3.14**

The overall level of prices **3.04**

The level of prices in shopping centers/malls **2.97**

The level of prices in local trade/traditional stores **2.93**

The level of prices in accommodation services **2.67**

Scale: 1- Very Low; 5-Very High



Safety Concerns

Global Impact 1.83

The possibility of the occurrence of epidemics, such as COVID-19, affects my choice of tourism destinations **2.00**

The possibility of global threats, such as those posed by terrorist attacks, was a concern during my visit to the Algarve **1.85**

The possible existence of crime and violence was a concern during my visit to the Algarve **1.85**

The possibility of the occurrence of epidemics, such as COVID-19, was a concern during my visit to the Algarve **1.62**

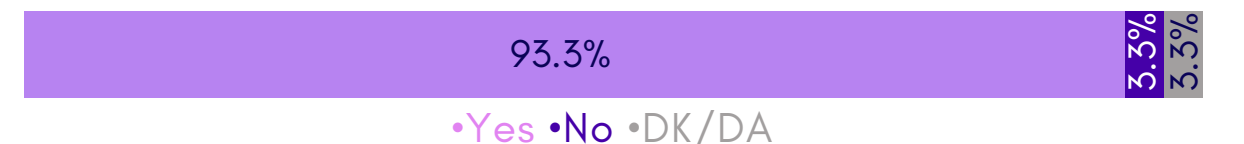
Scale: 1- Strongly Disagree; 5-Strongly Agree



Intention to revisit within next 5 years



Intention to recommend



On holidays, I like to visit exotic and unknown destinations **3.52**

On holidays, I like to visit new destinations **3.48**

I like to revisit the same destinations because I know what to expect **3.27**

Scale: 1- Strongly Disagree; 5-Strongly Agree

Project developed by:



Partnerships:

