UNITED KINGDOM

Tourists' Perception - Fact Sheet

Low Season 2022/2023

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Sample **n=86**

Gender
Female **64.0%**
Male **36.0%**

Education Level
Primary School **1.2%**
High School **53.4%**
University **38.4%**
DK/DA **7.0%**

Age Group
18-24 years old **9.3%**
25-64 years old **59.3%**
65 years old or more **12.8%**
DK/DA **18.6%**

Travel Logistics

Number of Nights
Up to 3 nights **26.7%**
4-7 nights **44.2%**
8-14 nights **20.9%**
15-30 nights **5.8%**
More than 30 nights **2.3%**

1st Time Visit
58.1% No
41.9% Yes

Travel Companions
Spouse/Partner **51.1%**
Friends **23.3%**
Family Members **15.6%**
Alone **10.0%**

Source of Information
Family/Friends **28.9%**
Past Experiences **23.3%**
Internet/Social Media **15.1%**
Travel Agent/Tour Operator **8.8%**
Advertising **8.2%**
Golf Media **6.9%**
Books/Magazines **5.7%**
Other **3.1%**

Type of Accommodation
Hotel/Resort with 4 or more stars **41.9%**
Hotel/Resort up to 3 stars **22.1%**
Own holiday home **11.6%**
Local lodging **8.1%**
Family/friends home **5.8%**
Aparthotel **4.7%**
Other **3.5%**
Hostel **1.2%**
DK/DA **1.2%**

DK/DA-Do not know/Do not answer

Motivation
Vacation/holiday **88.4%**
Visiting friends & relatives **7.0%**
Health & wellness **2.3%**
Other **2.3%**

SOME FACTS

44.2% of respondents from the UK stayed for **4 to 7 nights** and 58.1% had visited the destination previously. The majority of respondents traveled with their spouse/partner (51.1%).
The three main **sources of information** for the destination choice were family/friends (28.9%), past experiences (23.3%) and internet/social media (15.1%).
The **type of accommodation** chosen the most by the respondents was a hotel/resort with 4 or more stars (41.9%) and the most visited place was Albufeira (39.3%).

The main **motivation** for the respondents' visit to the Algarve was holiday/vacation (88.4%). Additionaly, the three **most common activities** performed were exercise/sports (24.6%), gastronomy (12.6%) and beach (10.4%).

Lastly, regarding **social media**, 50.0% of respondents reported to have shared content online in the three main social medias chosen: Instagram (34.1%), Facebook (24.4%) and WhatsApp (23.2%).

Top 5 Most Visited Places
Albufeira **39.3%**
Lagos **9.0%**
Vilamoura **6.7%**
Carvoeiro **4.5%**
Ferragudo **4.5%**

Tourist Experience

Top 3 Most Common Activities
Exercise/sports **24.6%**
Gastronomy **12.6%**
Beach **10.4%**

Social Media Sharing
47.7% •No
50.0% •Yes
2.3% •DK/DA

Top 3 Most Used Social Media
Instagram **34.1%**
Facebook **24.4%**
WhatsApp **23.2%**

Additional information may be found in the global report at https://monitur.ualg.pt/en/tourists-global-report/

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Respondents agree to a positive **destination evaluation** (4.24), specifically with regards to the safety and environmental quality of the destination.

They show very high levels of **satisfaction** (45.3%), and consider the Algarve to be better (40.7%) and safer than other sun and sea destinations (33.7%).

Respondents consider the destination to have a good level of service **quality** (4.15), highlighting in particular the quality levels of overall tourism services, accommodation 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 (1.99).

The big majority of respondents show high levels of **loyalty** by displaying interest in returning to the Algarve within the next five years (90.7%) and in recommending the destination to others (97.7%).
In parallel, they show a moderate willingness to revisit destinations they have already experienced (3.56).

Assessment of service quality and price levels

Quality

Global Impact 4.15

The overall quality level of tourist services **4.35**
The quality level of accommodation services **4.24**
The quality level of restaurants and similar services **4.24**
The quality level of local trade/traditional stores **4.04**
The quality level of shopping centers/malls **3.88**

Scale: 1- Very Bad; 5-Very Good

Price Levels

Global Impact 3.08

The level of prices in local trade/traditional stores **3.16**
The level of prices in restaurants and similar services **3.08**
The level of prices in shopping centers/malls **3.86**
The level of prices in accommodation services **3.07**
The overall level of prices **3.00**

Scale: 1- Very Low; 5-Very High

Destination Evaluation

Global Impact 4.24

Generally, the Algarve is a safe tourism destination **4.33**
Generally, the Algarve has a good environmental quality **4.29**
Generally, residents in the Algarve treat tourists with sympathy **4.21**
Generally, the Algarve is a destination that preserves its cultural heritage **4.14**

Scale: 1- Strongly Disagree; 5-Strongly Agree

Safety Concerns

Global Impact 1.99

The possibility of global threats, such as those posed by terrorist attacks, was a concern during my visit to the Algarve **2.14**
The possibility of the occurrence of epidemics, such as COVID-19, affects my choice of tourism destinations **2.03**
The possibility of the occurrence of epidemics, such as COVID-19, was a concern during my visit to the Algarve **1.99**
The possible existence of crime and violence was a concern during my visit to the Algarve **1.80**

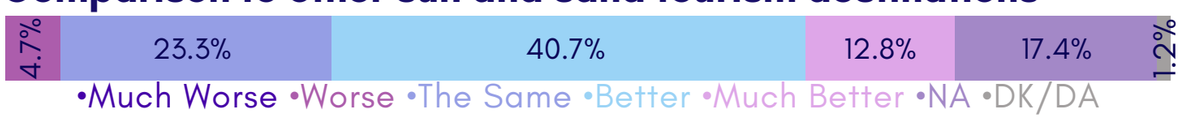
Scale: 1- Strongly Disagree; 5-Strongly Agree

Satisfaction

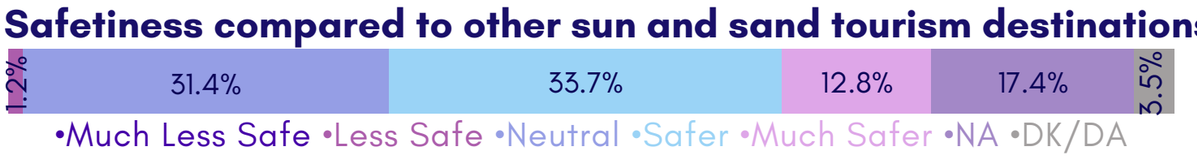
Overall Satisfaction

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

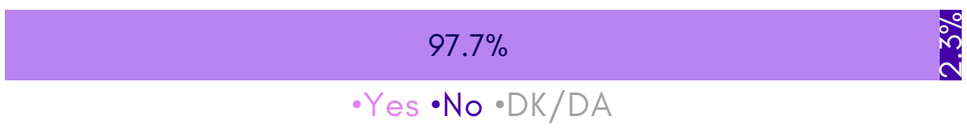


NA-Not applicable | DK/DA-Do not know/Do not answer

Loyalty

Intention to revisit within next 5 years

Intention to recommend



Tourist Profile

On holidays, I like to visit exotic and unknown destinations **3.94**
On holidays, I like to visit new destinations **3.58**
I like to revisit the same destinations because I know what to expect **3.56**

Scale: 1- Strongly Disagree; 5-Strongly Agree

Project developed by:

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