

GERMANY

Tourists' Perception - Fact Sheet | High Season 2023



monitur



Sample
n=63



Gender

Female **60.3%**
Male **34.9%**
Other **1.6%**
DK/DA **3.2%**

Education Level



Primary School **4.8%**
High School **42.9%**
University **49.2%**
DK/DA **3.2%**

Age Group



18-24 years old **20.6%**
25-64 years old **66.7%**
65 years old or more **4.8%**
DK/DA **7.9%**

Travel Logistics



Number of Nights

Up to 3 nights **6.3%**
4-7 nights **58.7%**
8-14 nights **30.2%**
15-30 nights **4.8%**



1st Time Visit

23.8% No
76.2% Yes

Travel Companions



Spouse/Partner **45.5%**
Family Members **25.8%**
Friends **16.7%**
Alone **12.1%**

Source of Information



Family/Friends **34.7%**
Internet/Social Media **33.7%**
Past Experiences **15.3%**
Travel Agent/Tour Operator **8.2%**
Advertising **3.1%**
Books/Magazines **3.1%**
Other **2.0%**

Type of Accommodation



Hotel/Resort with 4 or more stars **44.4%**
Local lodging **14.3%**
Hotel/Resort up to 3 stars **7.9%**
Family/friends home **7.9%**
Own holiday home **6.3%**
Aparthotel **6.3%**
Hostel **4.8%**
Camping/caravan **4.8%**
Other **3.2%**

DK/DA-Do not know/Do not answer

Motivation



Vacation/holiday **81.0%**
Visiting friends & relatives **11.1%**
Other **3.2%**
Business **1.6%**
Health & wellness **1.6%**
Study/training **1.6%**

SOME FACTS

58.7% of respondents from Germany stay for **4 to 7 nights** and 23.8% had visited the destination previously. Most respondents travel with their spouse/partner (45.5%) or friends (25.8%).

The three main **sources of information** for the destination choice are family/friends (34.7%), internet/social media (33.7%), and past experiences (15.3%).

The **type of accommodation** chosen the most by the respondents is a hotel/resort with 4 or more stars (44.4%) and the most visited place is Albufeira (33.3%).

The main **motivation** for the respondents' visit to the Algarve is holiday/vacation (81.0%). Additionally, the three **most common activities** performed is beach, sun and sea (34.6%), gastronomy (23.5%), and tours/ sightseeing (19.6%).

Lastly, regarding **social media**, 60.3% of respondents reported to have shared content online in Instagram (32.9%), WhatsApp (32.9%) and Snapchat (12.9%).



Top 5 Most Visited Places

Albufeira **33.3%**
Lagos **11.1%**
Alvor **7.9%**
Quarteira **6.3%**
Armação de Pêra **4.8%**

Tourist Experience



Top 3 Most Common Activities

Beach, Sun and Sea **34.6%**
Gastronomy **23.5%**
Tours /sightseeing **19.6%**



Social Media Sharing

39.7% 60.3%

•No •Yes •DK/DA



Top 3 Most Used Social Media

Instagram **32.9%**
WhatsApp **32.9%**
Snapchat **12.9%**

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



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Respondents show agreement in regards of **destination evaluation** (4.00), while admitting higher levels of agreement regarding the safety of the destination. They show high levels of **satisfaction** (55.6%), and consider the Algarve to be equally as good (44.4%) and safe as other sun and sea destinations (38.1%).

Respondents consider service **quality** in the destination as good (4.03), and recognise higher quality levels for accommodation and overall tourist services.

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

Respondents reveal to be somewhat carefree with the possibilities of the existence of crime, violence, terrorist attacks and epidemics in the Algarve and when choosing a destination (1.67).

Concerning **loyalty**, more than half of respondents displayed interest in returning to the Algarve within the next five years (76.2%) and a big majority showed willingness to recommend the destination to others (98.4%).

At the same time, respondents reported that, on holidays, they like to visit new destinations (4.00), rather than to revisit destinations they have already experienced (3.41).

Assessment of service quality and price levels

Service Quality

Global Impact 4.03

The overall quality level of tourist services **4.32**

The quality level of accommodation services **4.30**

The quality level of restaurants and similar services **4.20**

The quality level of local trade/traditional stores **3.77**

The quality level of shopping centers/malls **3.58**

Scale: 1- Very Bad; 5-Very Good

Price Levels

Global Impact 2.95

The overall level of prices **3.00**

The level of prices in accommodation services **2.98**

The level of prices in shopping centers/malls **2.96**

The level of prices in restaurants and similar services **2.92**

The level of prices in local trade/traditional stores **2.90**

Scale: 1- Very Low; 5-Very High

Safety Concerns

Global Impact 1.67

The possibility of the occurrence of epidemics, such as COVID-19, affects my choice of tourism destinations **1.85**

The possibility of the occurrence of epidemics, such as COVID-19, was a concern during my visit to the Algarve **1.66**

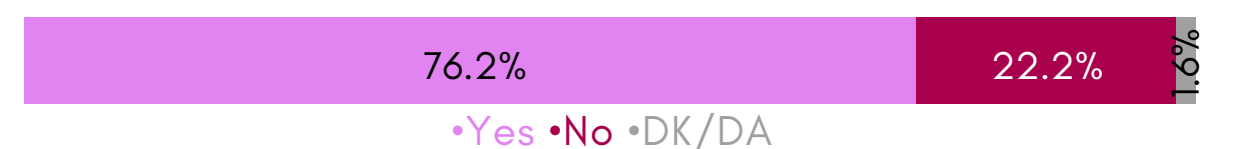
The possible existence of crime and violence was a concern during my visit to the Algarve **1.74**

The possibility of global threats, such as those posed by terrorist attacks, was a concern during my visit to the Algarve **1.42**

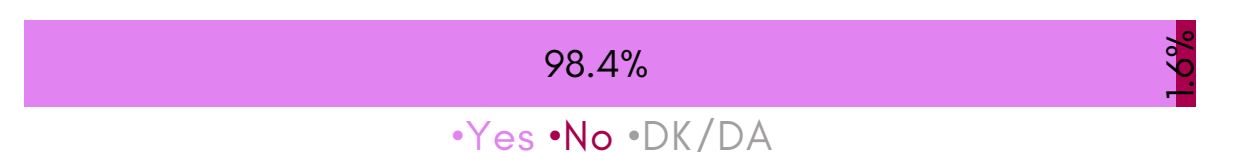
Scale: 1- Strongly Disagree; 5-Strongly Agree

Loyalty

Intention to revisit within next 5 years



Intention to recommend



Tourist Profile

On holidays, I like to visit new destinations **4.00**

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

I like to revisit the same destinations because I know what to expect **3.41**

Scale: 1- Strongly Disagree; 5-Strongly Agree

Destination Evaluation

Global Impact 4.00

Generally, the Algarve is a safe tourism destination **4.52**

Generally, residents in the Algarve treat tourists with sympathy **4.08**

Generally, the Algarve has a good environmental quality **3.71**

Generally, the Algarve is a destination that preserves its cultural heritage **3.67**

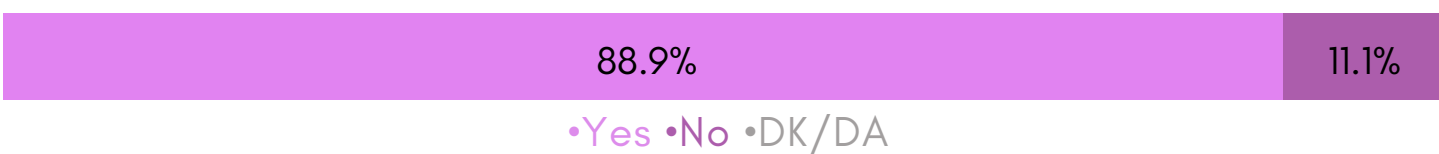
Scale: 1- Strongly Disagree; 5-Strongly Agree

Satisfaction

Overall Satisfaction



Previous visits to other sun and sand tourism destinations



Comparison to other sun and sand tourism destinations

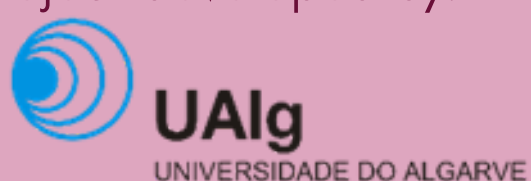


Safetiness compared to other sun and sand tourism destinations



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

Project developed by:



Partnerships:

