

# SPAIN

## Tourists' Perception - Fact Sheet | High Season 2023



monitur



Sample  
n=82



Gender

Female **61.0%**  
Male **30.5%**  
DK/DA **8.5%**

### Education Level



High School **28.0%**  
University **58.5%**  
DK/DA **13.4%**

### Age Group



18-24 years old **28.0%**  
25-64 years old **50.0%**  
65 years old or more **3.7%**  
DK/DA **18.3%**

## Travel Logistics



### Number of Nights

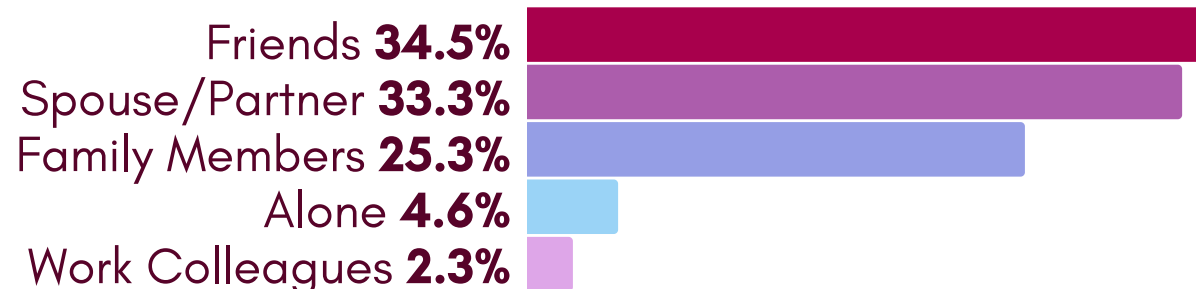
Up to 3 nights **23.2%**  
4-7 nights **67.1%**  
8-14 nights **8.5%**  
15-30 nights **1.2%**



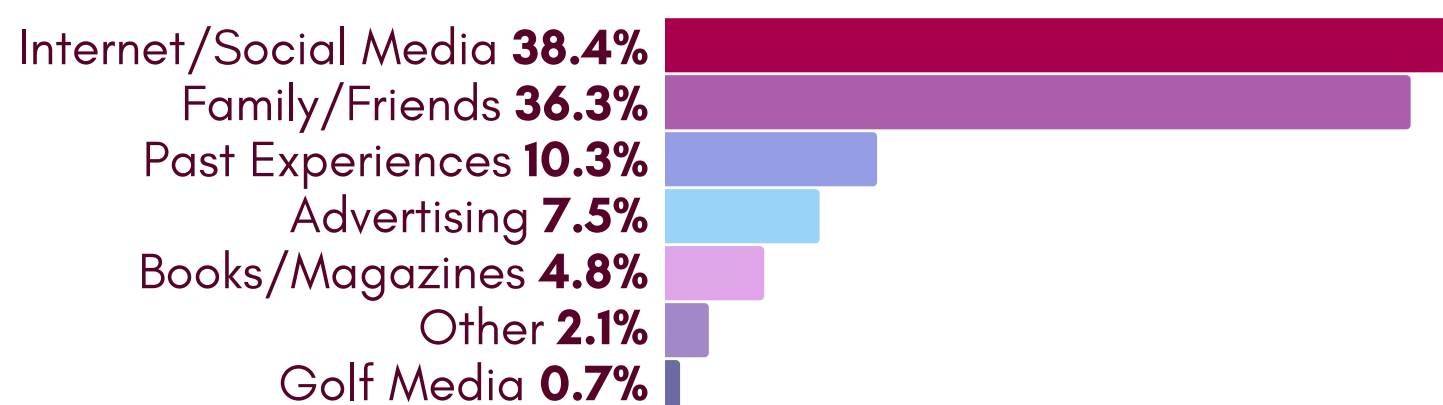
### 1st Time Visit



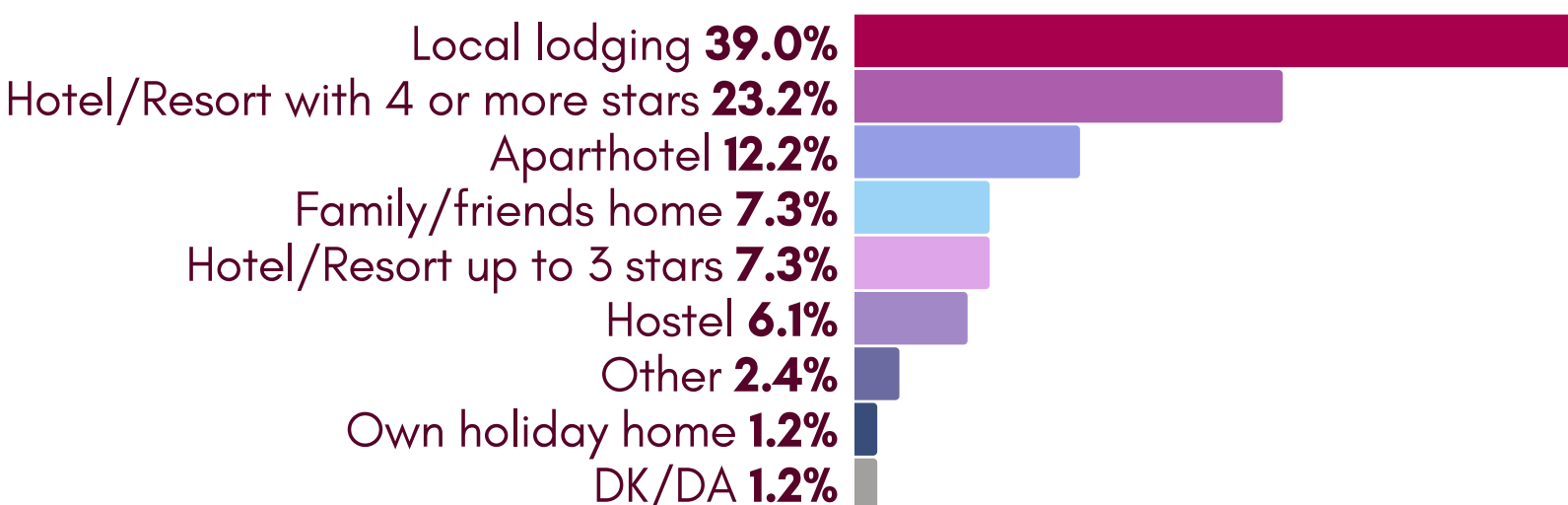
### Travel Companions



### Source of Information

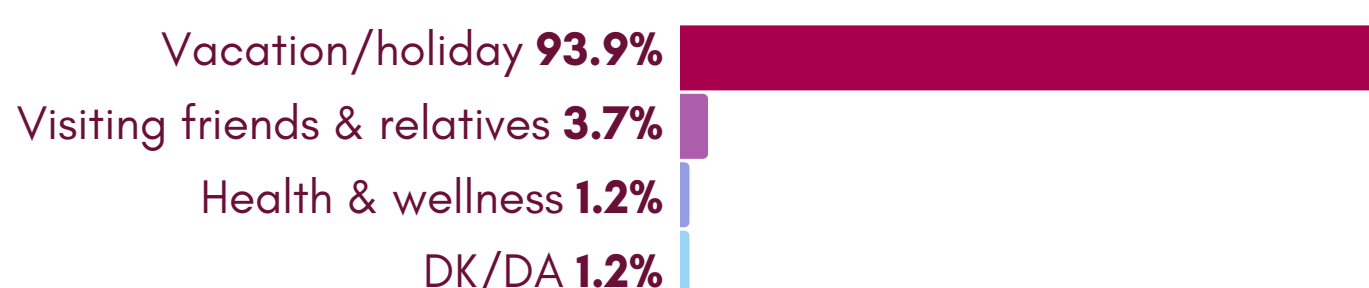


### Type of Accommodation



DK/DA-Do not know/Do not answer

### Motivation



## SOME FACTS

67.1% of respondents from Spain stay for **4 to 7 nights** and 84.1% visited for the first time. Most respondents travel with friends (34.5%).

The three main **sources of information** for the destination choice are internet/social media (38.4%), family/friends (36.3%), and past experiences (10.3%).

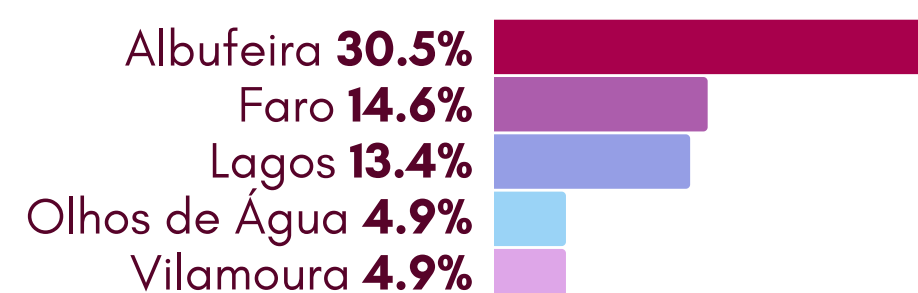
The **type of accommodation** chosen the most by the respondents is local lodging (39.0%) and the most visited place is Albufeira (30.5%).

The main **motivation** for the respondents' visit to the Algarve is holiday/vacation (93.9%). Additionally, the three **most common activities** performed are beach, sun and sea (38.0%), gastronomy (23.6%) and tours/sightseeing (19.7%).

Lastly, regarding **social media**, 74.4% of respondents report to have shared content online in Instagram (42.5%), WhatsApp (32.5%) and Facebook (7.5%).



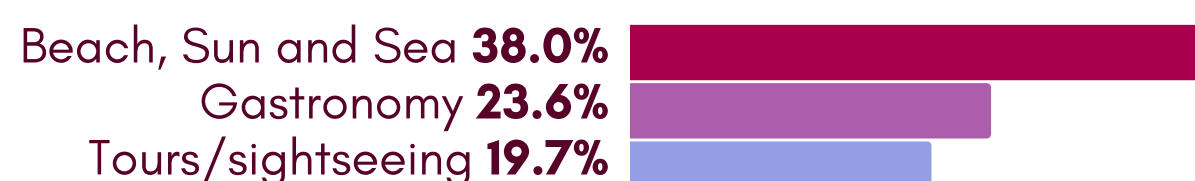
### Top 5 Most Visited Places



## Tourist Experience



### Top 3 Most Common Activities



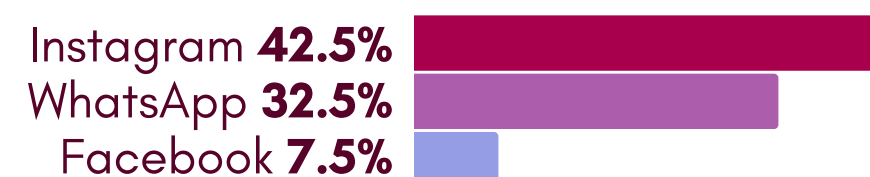
### Social Media Sharing



•No •Yes •DK/DA



### Top 3 Most Used Social Media



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



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Respondents show a certain agreement with a positive **destination evaluation** (3.90), specifically with regards to the safety and environmental quality of the destination.

They show high levels of **satisfaction** (50.0%), and consider the Algarve to be the same (40.2%) and equally as safe (39.0%) than other sun and sea destinations.

Respondents consider the destination to have good service **quality** overall (3.99), highlighting in particular the quality levels of accommodation and overall tourist services.

Additionally, the respondents acknowledge the **price levels** as average (3.38).

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 (1.75).

The big majority of respondents show high levels of **loyalty** by displaying interest in returning to the Algarve within the next five years (61.0%) and in recommending the destination to others (90.2%).

In parallel, they show willingness to revisit destinations they have already experienced (4.28).

### Destination Evaluation

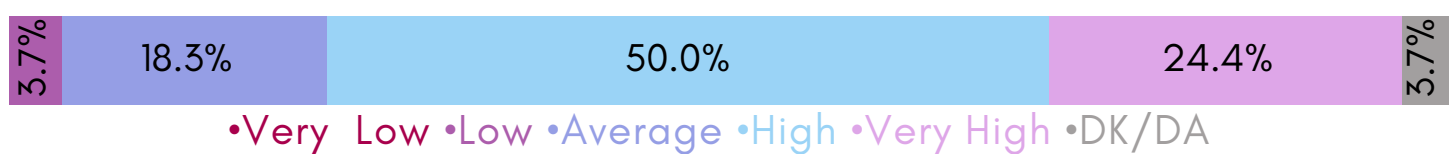
#### Global Impact 3.90

- Generally, the Algarve is a safe tourism destination **4.10**
- Generally, the Algarve has a good environmental quality **3.96**
- Generally, residents in the Algarve treat tourists with sympathy **3.86**
- Generally, the Algarve is a destination that preserves its cultural heritage **3.68**

Scale: 1- Strongly Disagree; 5-Strongly Agree

### Satisfaction

#### Overall Satisfaction



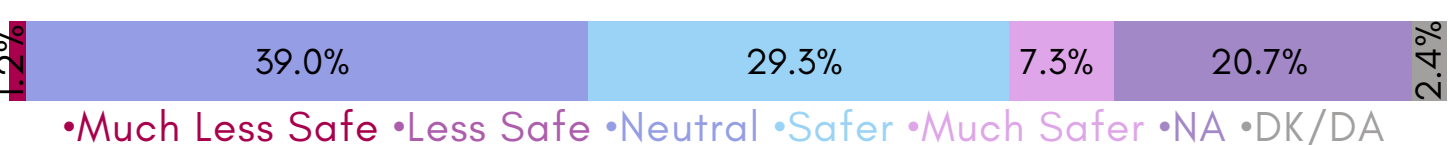
#### Previous visits to other sun and sand tourism destinations



#### 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

#### Service Quality

##### Global Impact 3.99

- The quality level of accommodation services **4.08**
- The overall quality level of tourist services **4.01**
- The quality level of local trade/traditional stores **3.98**
- The quality level of shopping centers/malls **3.96**
- The quality level of restaurants and similar services **3.91**

Scale: 1- Very Bad; 5-Very Good

#### Price Levels

##### Global Impact 3.38

- The level of prices in accommodation services **3.51**
- The level of prices in restaurants and similar services **3.49**
- The overall level of prices **3.35**
- The level of prices in local trade/traditional stores **3.30**
- The level of prices in shopping centers/malls **3.24**

Scale: 1- Very Low; 5-Very High

### Safety Concerns

#### Global Impact 1.75

- The possible existence of crime and violence was a concern during my visit to the Algarve **2.01**
- The possibility of the occurrence of epidemics, such as COVID-19, affects my choice of tourism destinations **1.73**
- The possibility of the occurrence of epidemics, such as COVID-19, was a concern during my visit to the Algarve **1.66**
- The possibility of global threats, such as those posed by terrorist attacks, was a concern during my visit to the Algarve **1.61**

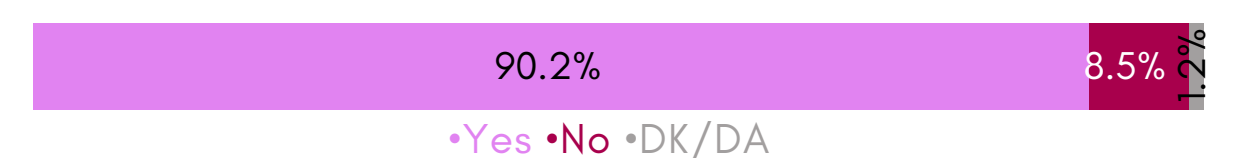
Scale: 1- Strongly Disagree; 5-Strongly Agree

#### Loyalty

##### Intention to revisit within next 5 years



##### Intention to recommend

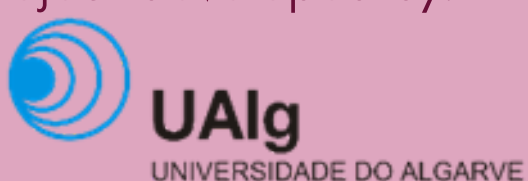


#### Tourist Profile

- On holidays, I like to visit new destinations **4.28**
- On holidays, I like to visit exotic and unknown destinations **4.03**
- I like to revisit the same destinations because I know what to expect **2.98**

Scale: 1- Strongly Disagree; 5-Strongly Agree

Project developed by:



Partnerships:

