Sample n=37

Gender
Female **70.3%**
Male **29.7%**

Education Level
Primary School **2.7%**
High School **54.1%**
University **37.8%**
DK/DA **5.4%**

Age Group
18–24 years old **2.7%**
25–64 years old **73.0**
65 years old or more **16.2%**
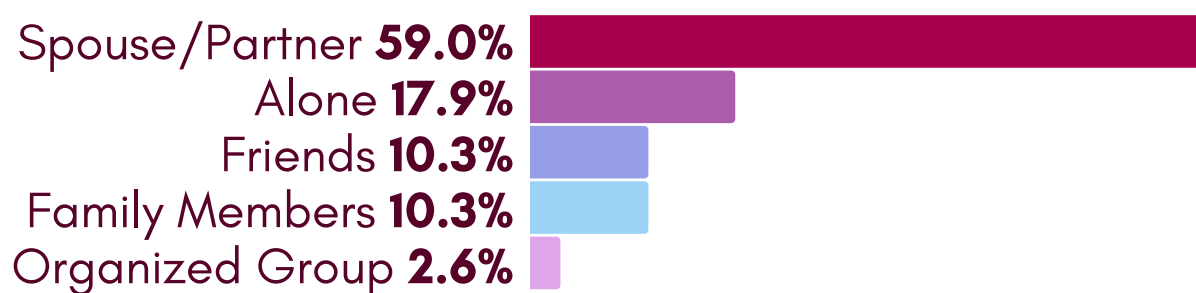DK/DA **8.1%**

Travel Logistics

Number of Nights
Up to 3 nights **2.7%**
4–7 nights **45.9%**
8–14 nights **27.0%**
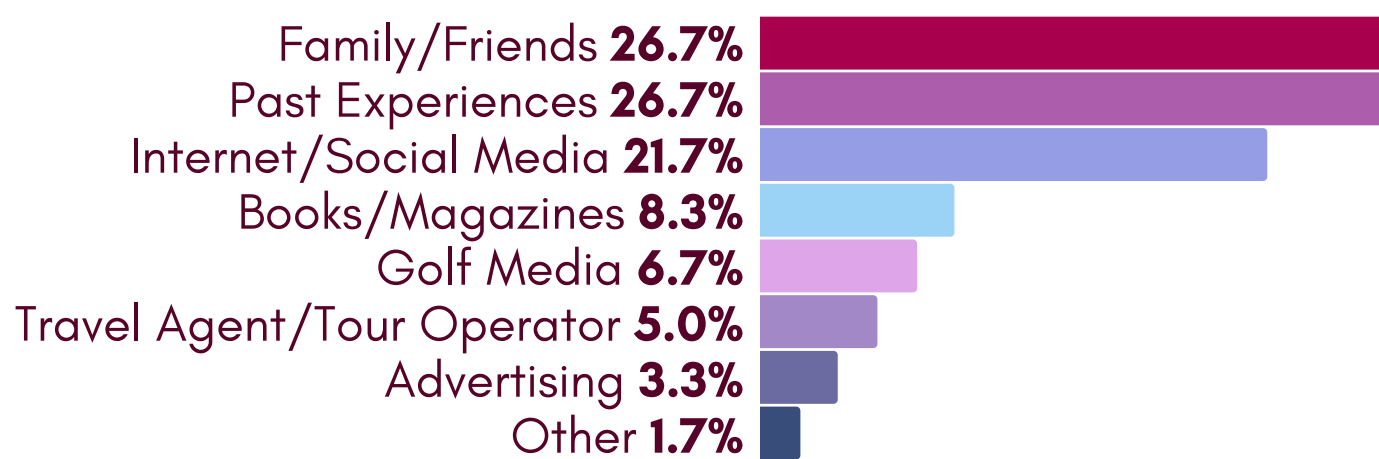15–30 nights **10.8%**
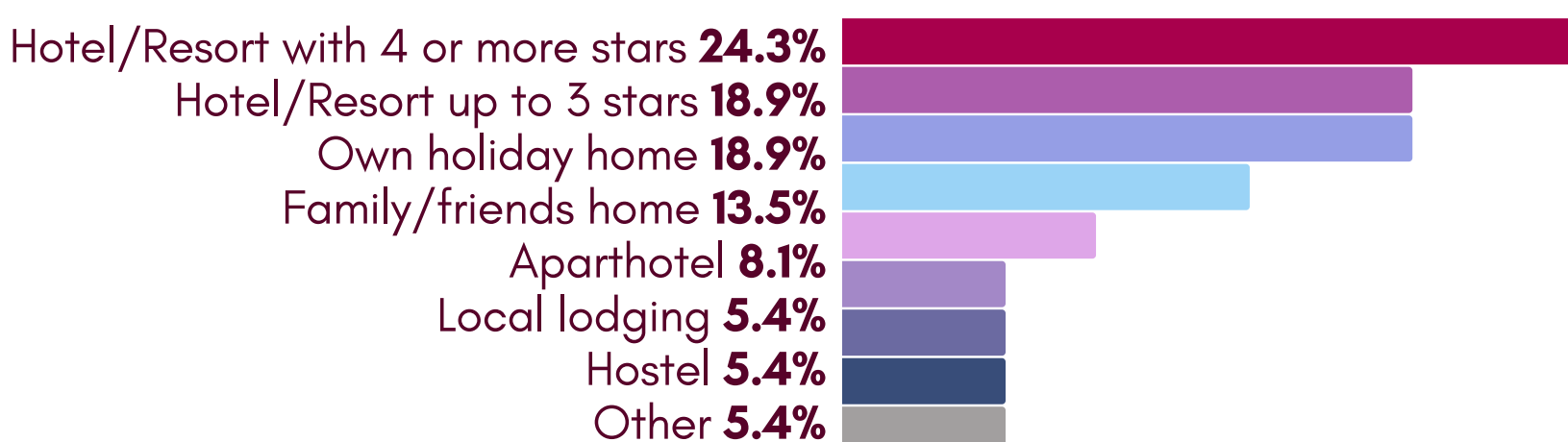More than 30 nights **5.4%**
DK/DA **8.1%**

1st Time Visit
73.0% No
27.0% Yes

Travel Companions
Spouse/Partner **59.0%**
Alone **17.9%**
Friends **10.3%**
Family Members **10.3%**
Organized Group **2.6%**

Source of Information
Family/Friends **26.7%**
Past Experiences **26.7%**
Internet/Social Media **21.7%**
Books/Magazines **8.3%**
Golf Media **6.7%**
Travel Agent/Tour Operator **5.0%**
Advertising **3.3%**
Other **1.7%**

Type of Accommodation
Hotel/Resort with 4 or more stars **24.3%**
Hotel/Resort up to 3 stars **18.9%**
Own holiday home **18.9%**
Family/friends home **13.5%**
Aparthotel **8.1%**
Local lodging **5.4%**
Hostel **5.4%**
Other **5.4%**

DK/DA-Do not know/Do not answer

Motivation
Vacation/holiday **86.5%**
Visiting friends/relatives **6.1%**
Business **2.0%**
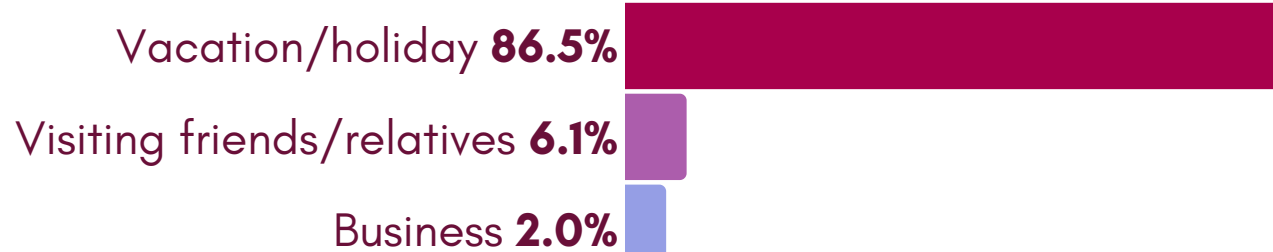
SOME FACTS

45.9% of respondents from the Netherlands stay for **4 to 7 nights** and 73.0% visited the destination previously. Most respondents travel with a spouse/partner (59.0%).

The three main **sources of information** for the destination choice are family/friends (26.7%), past experiences (26.7%), internet/social media (39.2%).

The **type of accommodation** chosen the most by the respondents is a hotel/resort with 4 or more stars (24.3%) and the most visited placea are Albufeira (13.5%) and Monte Gordo 13.5%.

The main **motivation** for the respondents' visit to the Algarve is holiday/vacation (86.5%). Additionally, the three **most common activities** performed is beach, sun and sea (34.6%), gastronomy(22.1%) and sports (10.6%).

Lastly, regarding **social media**, 51.4% of respondents report to have shared content online Instagram (50.0%), Facebook (29.2%) and WhatsApp (20.8%).
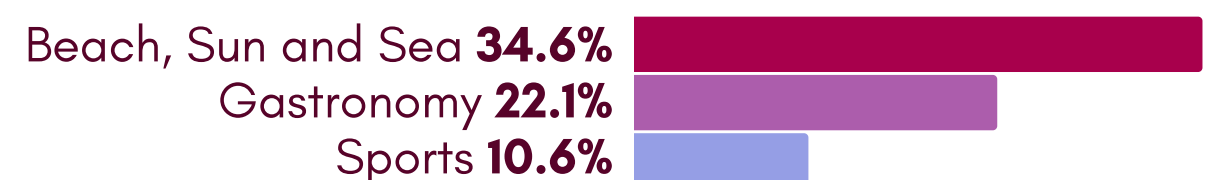
Top 5 Most Visited Places
Albufeira **13.5%**
Monte Gordo **13.5%**
Lagoa **10.8%**
Monchique **8.1%**
Aljezur **5.4%**
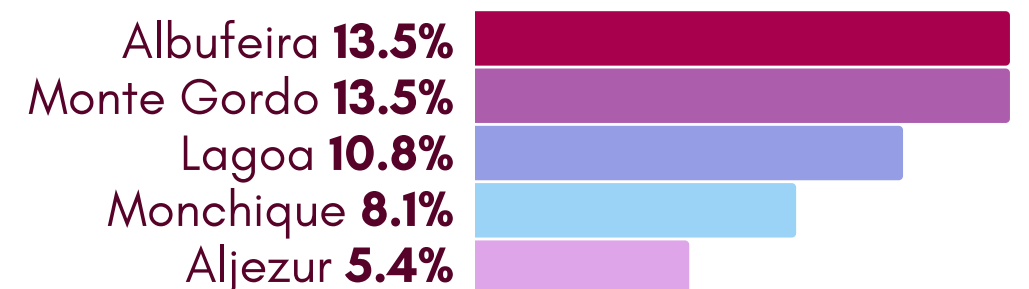
Tourist Experience

Top 3 Most Common Activities
Beach, Sun and Sea **34.6%**
Gastronomy **22.1%**
Sports **10.6%**

Social Media Sharing
48.6%
51.4%
•No •Yes •DK/DA

Top 3 Most Used Social Media
Instagram **50.0%**
Facebook **29.2%**
WhatsApp **20.8%**

Respondents agree with a **positive destination** evaluation (4.17), specifically with regards to the safety of the destination (4.35). They show high levels of **satisfaction** (67.3%), and consider the Algarve to be equally as good (28.6%) or better (28.6%), and equally as safe as other sun and sea destinations (34.7%).

Respondents consider service **quality** in the destination as good (4.00), and recognise higher quality levels for accommodation and overall tourist services.

Additionally, the respondents acknowledge the **price levels** as average (3.03).

Respondents reveal to be carefree regarding the possibilities of the existence of crime, violence, terrorist attacks and epidemics in the Algarve and when choosing a destination (1.44).

The big majority of respondents show high levels of **loyalty** by displaying interest in returning to the Algarve within the next five years (86.5%) and in recommending the destination to others (97.3%).
At the same time, respondents report that, on holidays, they like to visit new destinations (3.69) and are rather neutral towards revisiting destinations they have already experienced (3.67).

Destination Evaluation 👍

Global Impact 4.17
Generally, the Algarve is a safe tourism destination **4.35**
Generally, residents in the Algarve treat tourists with sympathy **4.25**
Generally, the Algarve has a good environmental quality **4.05**
Generally, the Algarve is a destination that preserves its cultural heritage **4.03**
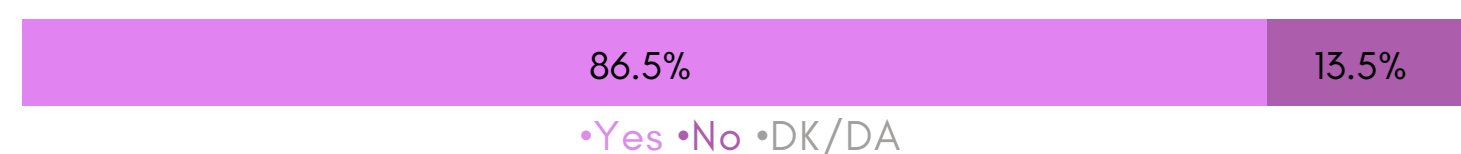
Scale: 1- Strongly Disagree; 5-Strongly Agree

Satisfaction

Overall Satisfaction

13.5%	51.4%	29.7%	5.4%

•Very Low •Low •Average •High •Very High •DK/DA

Previous visits to other sun and sand tourism destinations

86.5%	13.5%

•Yes •No •DK/DA

Comparison to other sun and sand tourism destinations

2.7%	40.5%	21.6%	18.9%	13.5%	2.7%

•Much Worse •Worse •The Same •Better •Much Better •NA •DK/DA

Safetiness compared to other sun and sand tourism destinations

2.7%	48.6%	24.3%	10.8%	13.5%

•Much Less Safe •Less Safe •Neutral •Safer •Much Safer •NA •DK/DA

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

Assessment of service quality and price levels

Service Quality

Global Impact 4.00
The quality level of accommodation services **4.21**
The overall quality level of tourist services **4.20**
The quality level of restaurants and similar services **4.06**
The quality level of shopping centers/malls **3.80**
The quality level of local trade/traditional stores **3.75**

Scale: 1- Very Bad; 5-Very Good

Price Levels

Global Impact 3.03
The level of prices in shopping centers/malls **3.11**
The level of prices in accommodation services **3.09**
The level of prices in local trade/traditional stores **3.00**
The overall level of prices **2.97**
The level of prices in restaurants and similar services **2.97**

Scale: 1- Very Low; 5-Very High

Safety Concerns

Global Impact 1.44
The possibility of the occurrence of epidemics, such as COVID-19, affects my choice of tourism destinations **1.49**
The possible existence of crime and violence was a concern during my visit to the Algarve **1.49**
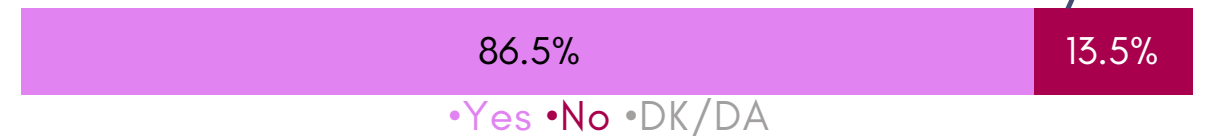The possibility of the occurrence of epidemics, such as COVID-19, was a concern during my visit to the Algarve **1.39**
The possibility of global threats, such as those posed by terrorist attacks, was a concern during my visit to the Algarve **1.38**
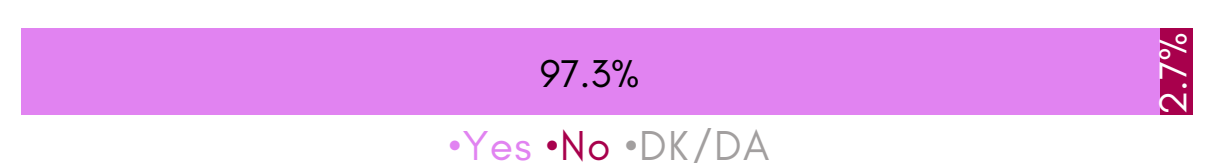
Scale: 1- Strongly Disagree; 5-Strongly Agree

Loyalty

Intention to revisit within next 5 years

86.5%	13.5%

•Yes •No •DK/DA

Intention to recommend

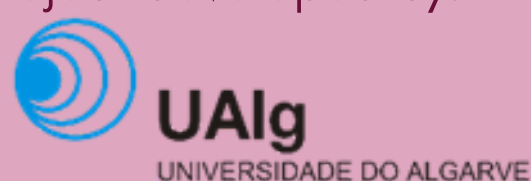| 97.3%	2.7%

•Yes •No •DK/DA

Tourist Profile

On holidays, I like to visit new destinations **3.69**
On holidays, I like to visit exotic and unknown destinations **3.44**
I like to revisit the same destinations because I know what to expect **3.67**

Scale: 1- Strongly Disagree; 5-Strongly Agree