OTHER MARKETS*

Tourists' Perception - Fact Sheet | High Season 2023

monitur

Sample
n=180

Gender
- Female **53.3%**
- Male **44.4%**
- DK/DA **2.2%**

Education Level
- Primary School **1.7%**
- High School **28.3%**
- University **65.6%**
- DK/DA **4.4%**

Age Group
- 18-24 years old **17.8%**
- 25-64 years old **65.0%**
- 65 and more years **2.2%**
- DK/DA **15.0%**

Travel Logistics

Number of Nights
- Up to 3 nights **20.0%**
- 4-7 nights **51.7%**
- 8-14 nights **23.9%**
- 15-30 nights **2.2%**
- More than 30 nights **1.7%**
- DK/DA **0.6%**

1st Time Visit
- **27.8%** No
- **72.2%** Yes

Travel Companions
- Spouse/Partner **38.9%**
- Friends **28.2%**
- Family Members **19.1%**
- Alone **11.5%**
- Work Colleagues **0.8%**
- Organized Group **0.8%**
- Other **0.8%**

Source of Information
- Family/Friends **31.1%**
- Internet/Social Media **29.1%**
- Past Experiences **12.4%**
- Advertising **8.9%**
- Travel Agent/Tour Operator **6.1%**
- Books/Magazines **5.5%**
- Other **4.0%**
- Golf Media **1.4%**
- DK/DA **1.4%**

Type of Accommodation
- Hotel/Resort with 4 or more stars **39.4%**
- Local lodging **22.2%**
- Family/friends home **11.1%**
- Hotel/Resort up to 3 stars **9.4%**
- Aparthotel **7.2%**
- Own holiday home **5.0%**
- Other **2.8%**
- Hostel **1.7%**
- DK/DA **1.1%**

DK/DA-Do not know/Do not answer

Motivation
- Vacation/holiday **91.1%**
- Other **3.9%**
- Visiting friends & relatives **2.8%**
- Business **1.1%**
- Study/Training **0.6%**
- Meeting/convention **0.6%**

SOME FACTS

51.7% of respondents from other markets stay for **4 to 7 nights** and 72.2% were visting the destination for the first time. Most respondents travel with their spouse/partner (38.9%).
The three main **sources of information** for the destination choice are family/friends (31.1%), internet/social media (29.1%), and past experiences (12.4%).
The **type of accommodation** chosen the most by the respondents is a hotel/resort with 4 or more stars (39.4%) and the most visited place is Albufeira (30.0%).

The main **motivation** for the respondents' visit to the Algarve is holiday/vacation (91.1%). Additionaly, the three **most common activities** performed is beach, sun and sea (35.7%), tours/ sightseeing (23.3%) and gastronomy (21.7%).
Lastly, regarding **social media**, 67.8% of respondents report to have shared content online in Instagram (44.2%), Facebook (21.7%), WhatsApp (15.2%)

Top 5 Most Visited Places
- Albufeira **30.0%**
- Lagos **13.9%**
- Faro **6.1%**
- Portimão **6.1%**
- Vilamoura **6.1%**

Tourist Experience

Top 3 Most Common Activities
- Beach, Sun and Sea **35.7%**
- Tours and Sightseeing **23.3%**
- Gastronomy **21.7%**

Social Media Sharing
- 32.2%
- 67.8%

•No •Yes •DK/DA

Top 3 Most Used Social Media
- Instagram **44.2%**
- Facebook **21.7%**
- WhatsApp **15.2%**

*For the main markets Portugal, United Kingdom, Ireland, France, Germany, Netherlands and Spain see separate fact sheets
Additional information may be found in the global report at https://monitur.ualg.pt/en/tourists-global-report/

OTHER MARKETS

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Respondents show a certain agreement in regards of **destination evaluation** (4.10), while admitting higher levels of agreement regarding the safety of the destination.

Respondents show high levels of **satisfaction** (50.0%), and consider the Algarve to be equally as good (39.4%) and equally as safe (42.2%) than other sun and sea destinations.

Respondents also consider service **quality** in the destination as regular (3.94), but recognise higher quality levels for accommodation and overall tourist services.

Additionally, the respondents acknowledge the **price levels** as average (3.16).

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 (61.7%) and in recommending the destination to others (93.3%). In parallel, they show a certain neutrality towards revisit destinations they prefer to visit new destinations (4.21), rather than destinations they already experienced (3.08).

Destination Evaluation

Global Impact 4.10

Generally, the Algarve is a safe tourism destination **4.39**

Generally, the Algarve has a good environmental quality **4.08**

Generally, residents in the Algarve treat tourists with sympathy **4.07**

Generally, the Algarve is a destination that preserves its cultural heritage **3.85**

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 3.94

The quality level of accommodation services **4.15**

The overall quality level of tourist services **4.05**

The quality level of restaurants and similar services **4.04**

The quality level of local trade/traditional stores **3.79**

The quality level of shopping centers/malls **3.67**

Scale: 1- Very Bad; 5-Very Good

Price Levels

Global Impact 3.16

The level of prices in accommodation services **3.35**

The level of prices in restaurants and similar services **3.18**

The overall level of prices **3.15**

The level of prices in local trade/traditional stores **3.08**

The level of prices in shopping centers/malls **3.05**

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 **1.84**

The possibility of the occurrence of epidemics, such as COVID-19, affects my choice of tourism destinations **1.81**

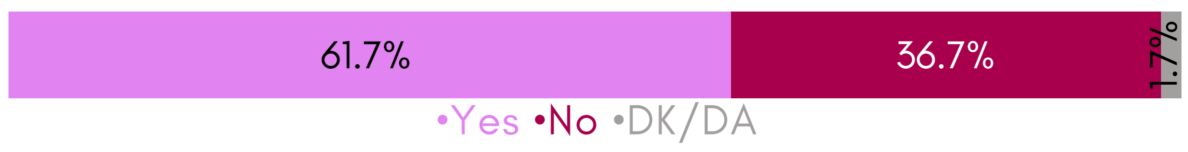
The possibility of the occurrence of epidemics, such as COVID-19, was a concern during my visit to the Algarve **1.73**

The possibility of global threats, such as those posed by terrorist attacks, was a concern during my visit to the Algarve **1.60**

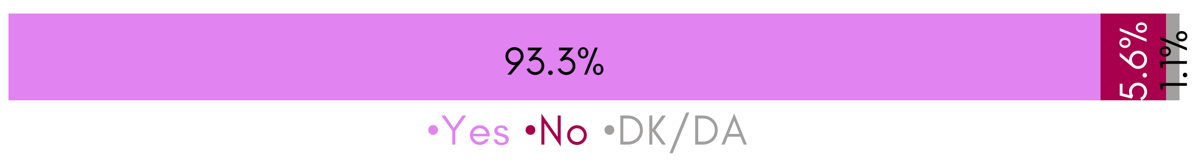
Scale: 1- Strongly Disagree; 5-Strongly Agree

Loyalty

Intention to revisit within next 5 years



Intention to recommend



Tourist Profile

On holidays, I like to visit new destinations **4.21**

On holidays, I like to visit exotic and unknown destinations **3.80**

I like to revisit the same destinations because I know what to expect **3.08**

Scale: 1- Strongly Disagree; 5-Strongly Agree

Project developed by:

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