PORTUGAL

Tourists' Perception – Fact Sheet | High Season 2023

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Sample n=373

Gender
Female **42.9%**
Male **56.0%**
Other **0.3%**
DK/DA **0.8%**

Education Level
Primary School **8.6%**
High School **31.6%**
University **54.4%**
DK/DA **5.4%**

Age Group
18–24 years old **15.5%**
25–64 years old **61.4%**
65 years old or more **6.2%**
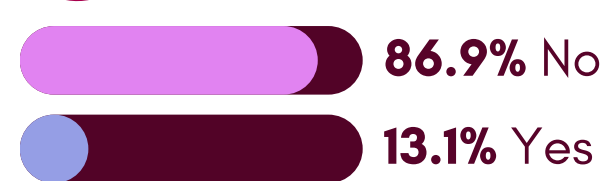DK/DA **16.9%**

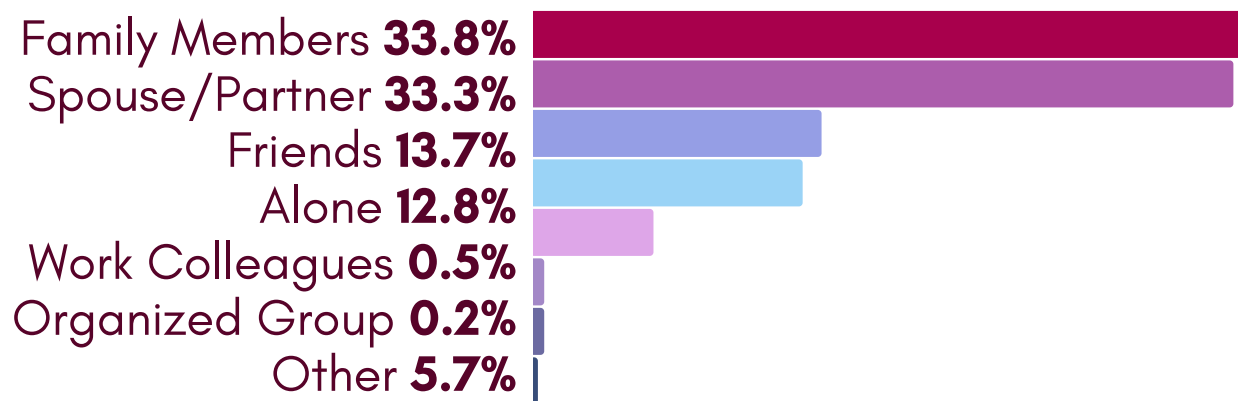## Travel Logistics

Number of Nights
Up to 3 nights **32.4%**
4–7 nights **51.7%**
8–14 nights **10.5%**
15–30 nights **3.5%**
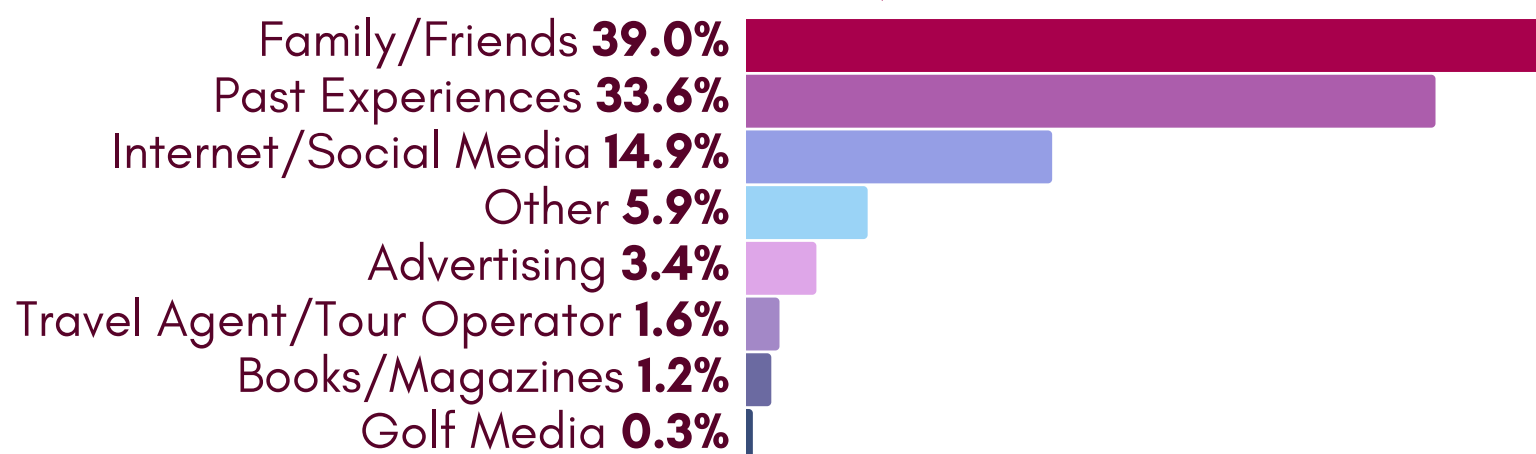More than 30 nights **1.1%**
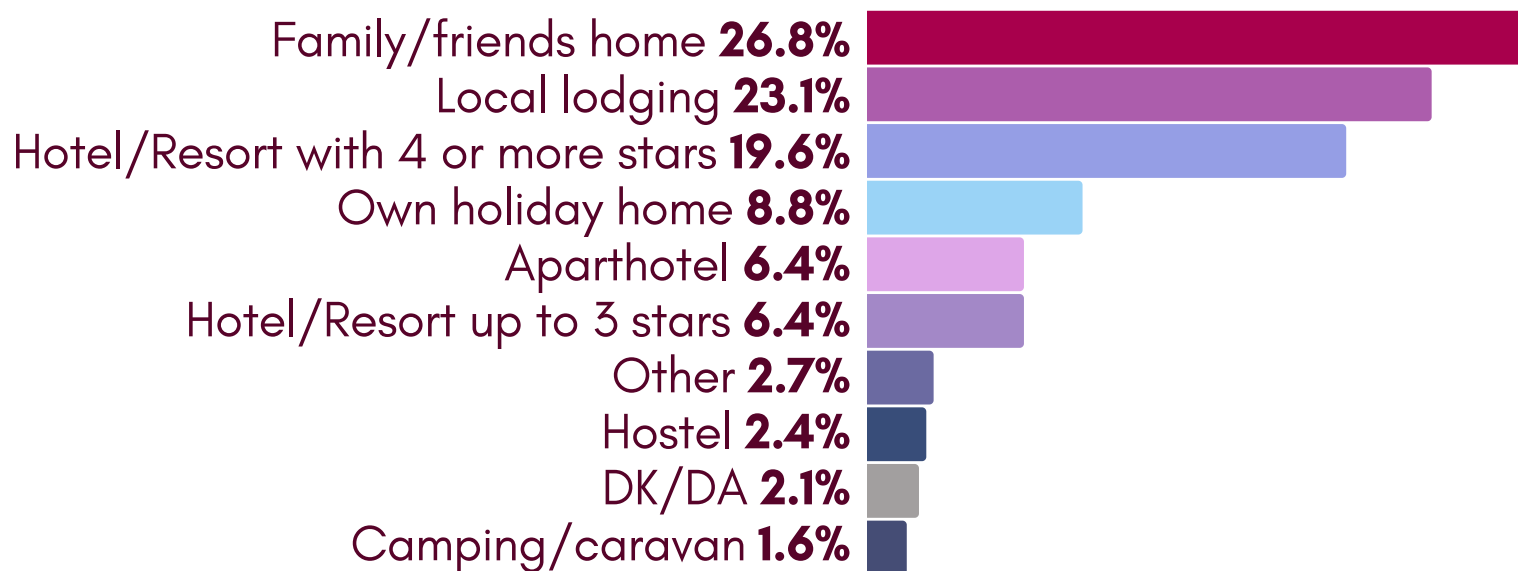DK/DA **0.8%**

1st Time Visit
86.9% No
13.1% Yes

Travel Companions
Family Members **33.8%**
Spouse/Partner **33.3%**
Friends **13.7%**
Alone **12.8%**
Work Colleagues **0.5%**
Organized Group **0.2%**
Other **5.7%**

Source of Information
Family/Friends **39.0%**
Past Experiences **33.6%**
Internet/Social Media **14.9%**
Other **5.9%**
Advertising **3.4%**
Travel Agent/Tour Operator **1.6%**
Books/Magazines **1.2%**
Golf Media **0.3%**

Type of Accommodation
Family/friends home **26.8%**
Local lodging **23.1%**
Hotel/Resort with 4 or more stars **19.6%**
Own holiday home **8.8%**
Aparthotel **6.4%**
Hotel/Resort up to 3 stars **6.4%**
Other **2.7%**
Hostel **2.4%**
DK/DA **2.1%**
Camping/caravan **1.6%**

DK/DA–Do not know/Do not answer

Motivation
Vacation/holiday **75.6%**
Business **9.7%**
Visiting friends & relatives **8.3%**
Other **2.1%**
Meeting/convention **1.6%**
Health & wellness **1.1%**
DK/DA **1.1%**
Study/training **0.5%**
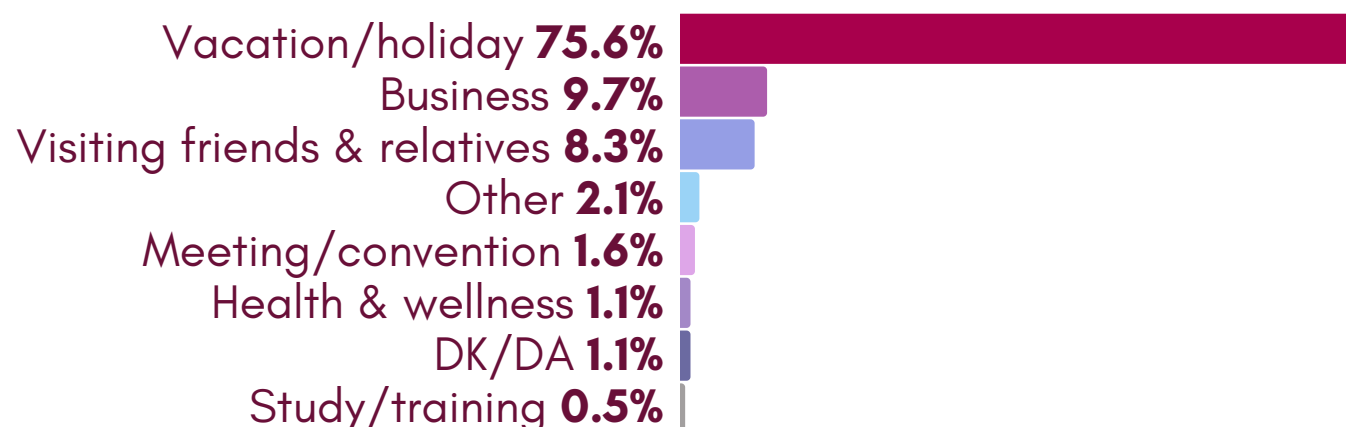
SOME FACTS

51.7% of respondents from Portugal stayed for **4 to 7 nights** and 86.9% had visited the destination previously. A big portion (33.8%) travels with family members.

The three main **sources of information** for the destination choice are family/friends (33.8%) past experiences (33.6%), and internet/ social media (14.9%).
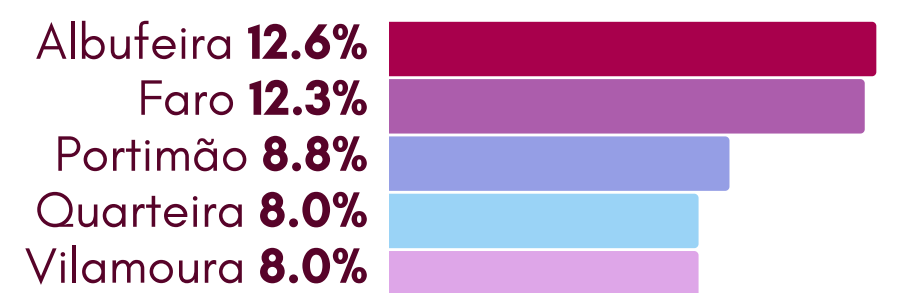
The **type of accommodation** chosen the most by the respondents was local lodging (37.3%) and the most visited place is Quarteira (27.2%).

The main **motivation** for the respondents' visit to the Algarve is holiday/vacation (75.6%). Additionally, the three **most common activities** performed are beach, sun and sea (44.2%), gastronomy (27.9%), and tours and sighteeing (11.0%).

Lastly, regarding **social media**, 52.5% of respondents reported to have shared content online in Instagram (46.1%), WhatsApp (26.5%), and Facebook (21.3%).
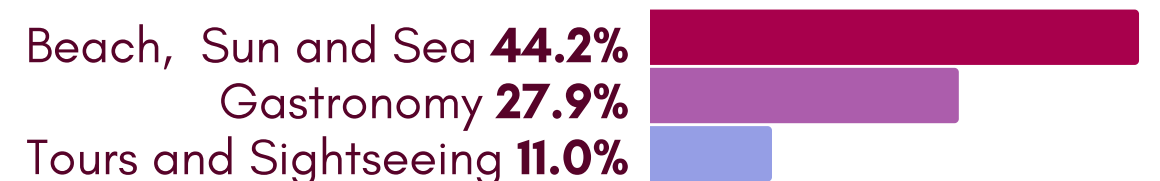
Top 5 Most Visited Places
Albufeira **12.6%**
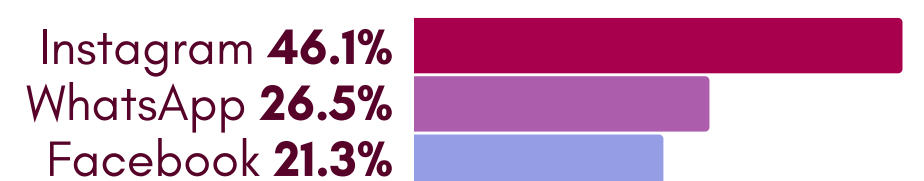Faro **12.3%**
Portimão **8.8%**
Quarteira **8.0%**
Vilamoura **8.0%**

Tourist Experience

Top 3 Most Common Activities
Beach, Sun and Sea **44.2%**
Gastronomy **27.9%**
Tours and Sightseeing **11.0%**

Social Media Sharing
47.2%   52.5%   0.3%
• No • Yes • DK/DA

Top 3 Most Used Social Media
Instagram **46.1%**
WhatsApp **26.5%**
Facebook **21.3%**

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Respondents show a certain agreement in regards of **destination evaluation** (3.96), while admitting higher levels of agreement regarding the safety and environmental quality of the destination. They show high levels of **satisfaction** (52.3%), and consider the Algarve to be the same (38.3%) or better (32.7%) and equally as safe (39.9%) or safer (38.9%) than other sun and sea destinations.

Respondents consider service **quality** in the destination as somewhere neutral to good (3.84), with similar perceptions of the quality levels of accommodation, overall tourist services restaurants, shopping centers and local trade.

Additionally, the respondents acknowledge the **price levels** as moderate (3.75), rating them to be higher in accommodation (3.99) than in other services.

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 (2.26).

The big majority of respondents show high levels of **loyalty** by displaying interest in returning to the Algarve within the next five years (96.0%) and in recommending the destination to others (93.8%).
In parallel, they show willingness to revisit destinations they have already experienced (4.06).

Destination Evaluation 👍

Global Impact 3.96
Generally, the Algarve is a safe tourism destination **4.25**
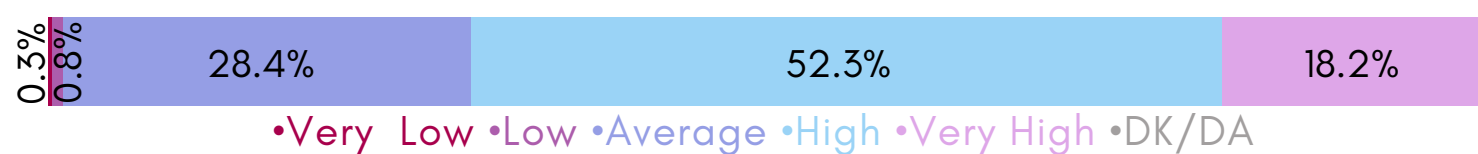Generally, the Algarve has a good environmental quality **3.99**
Generally, residents in the Algarve treat tourists with sympathy **3.81**
Generally, the Algarve is a destination that preserves its cultural heritage **3.77**

Scale: 1- Strongly Disagree; 5-Strongly Agree

Satisfaction

Overall Satisfaction

0.3%	0.8%	28.4%	52.3%	18.2%

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

Previous visits to other sun and sand tourism destinations

86.9%	12.1%	1.1%

•Yes •No •DK/DA

Comparison to other sun and sand tourism destinations

9.7%	38.3%	32.7%	5.9%	12.1%	1.3%

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

Safetiness compared to other sun and sand tourism destinations

0.5%	1.1%	39.9%	38.9%	5.1%	12.1%	2.4%

•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

Quality

Global Impact 3.84
The quality level of accommodation services **3.99**
The overall quality level of tourist services **3.92**
The quality level of restaurants and similar services **3.79**
The quality level of shopping centers/malls **3.76**
The quality level of local trade/traditional stores **3.74**

Scale: 1- Very Bad; 5-Very Good

Price Levels

Global Impact 3.75
The level of prices in accommodation services **3.99**
The overall level of prices **3.90**
The level of prices in restaurants and similar services **3.89**
The level of prices in local trade/traditional stores **3.59**
The level of prices in shopping centers/malls **3.38**

Scale: 1- Very Low; 5-Very High

Safety Concerns

Global Impact 2.26
The possible existence of crime and violence was a concern during my visit to the Algarve **2.43**
The possibility of the occurrence of epidemics, such as COVID-19, affects my choice of tourism destinations **2.28**
The possibility of global threats, such as those posed by terrorist attacks, was a concern during my visit to the Algarve **2.18**
The possibility of the occurrence of epidemics, such as COVID-19, was a concern during my visit to the Algarve **2.16**
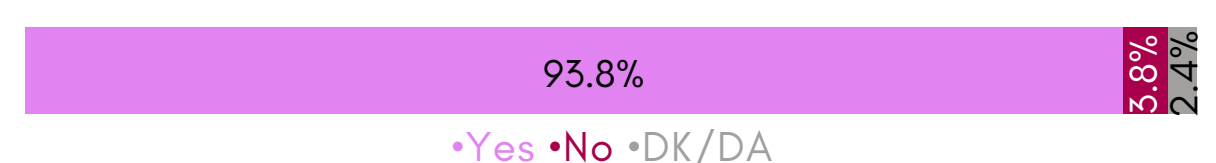
Scale: 1- Strongly Disagree; 5-Strongly Agree

Loyalty

Intention to revisit within next 5 years

96.0%	3.5%	0.5%

•Yes •No •DK/DA

Intention to recommend

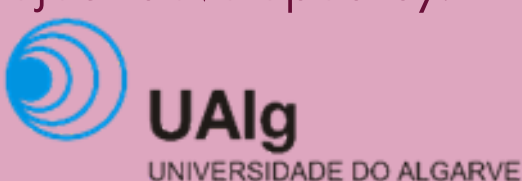| 93.8%	3.8%	2.4%

•Yes •No •DK/DA

Tourist Profile

I like to revisit the same destinations because I know what to expect **4.06**
On holidays, I like to visit new destinations **3.53**
On holidays, I like to visit exotic and unknown destinations **3.41**

Scale: 1- Strongly Disagree; 5-Strongly Agree