

# UNITED KINGDOM

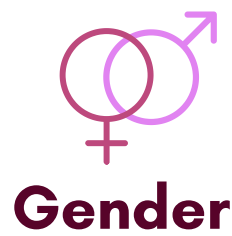
## Tourists' Perception - Fact Sheet | High Season 2023



monitur



Sample  
n=221



Gender

Female **61.5%**  
Male **36.2%**  
DK/DA **2.3%**

### Education Level



Primary School **0.9%**  
High School **52.9%**  
University **41.6%**  
DK/DA **4.5%**

### Age Group



18-24 years old **14.0%**  
25-64 years old **54.3%**  
65 years old or more **13.6%**  
DK/DA **18.1%**

## Travel Logistics

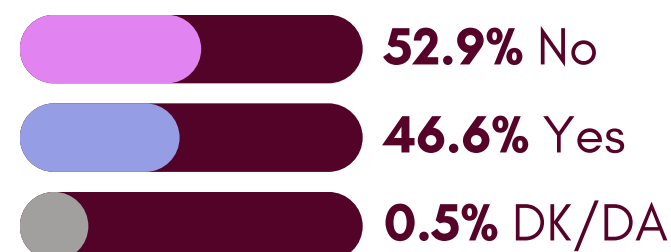


### Number of Nights

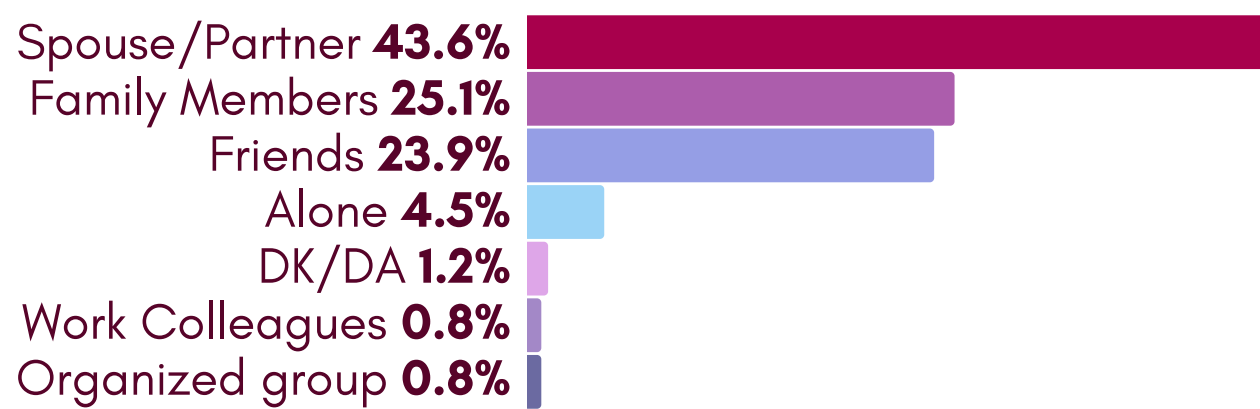
Up to 3 nights **7.2%**  
4-7 nights **59.3%**  
8-14 nights **27.1%**  
15-30 nights **5.9%**  
More than 30 nights **0.5%**



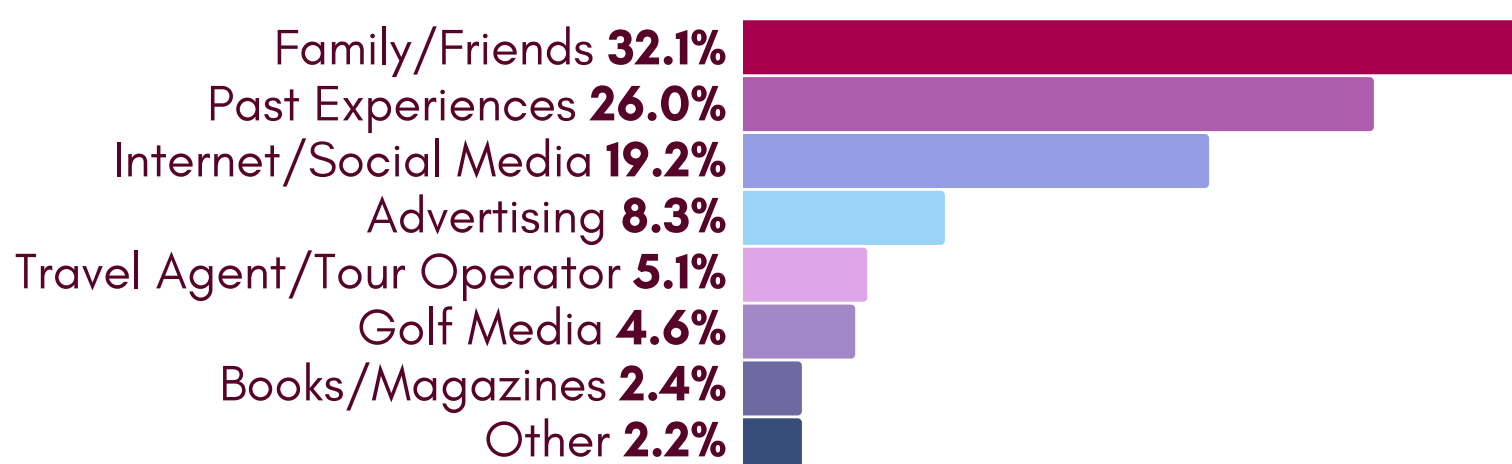
### 1st Time Visit



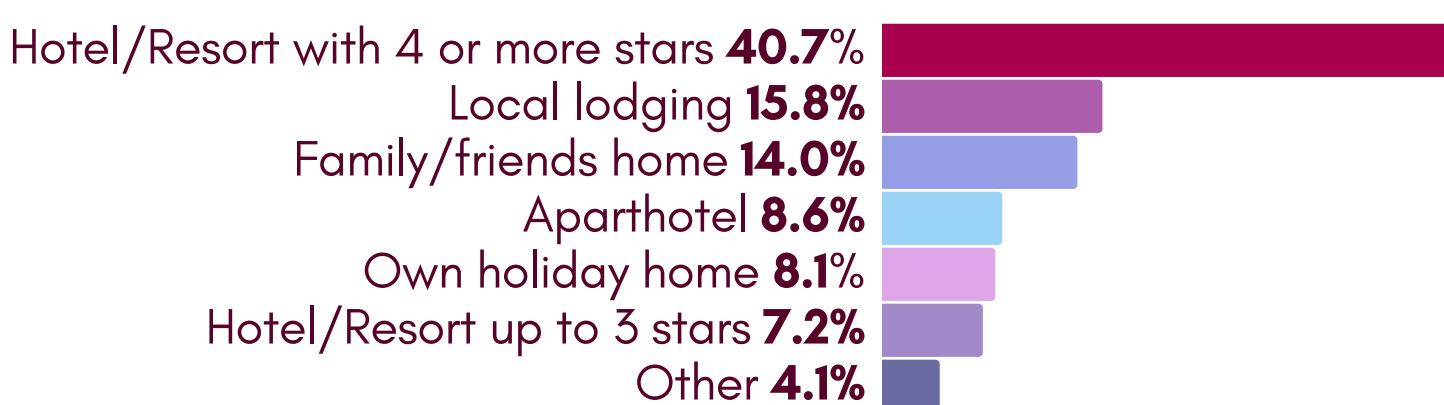
### Travel Companions



### Source of Information

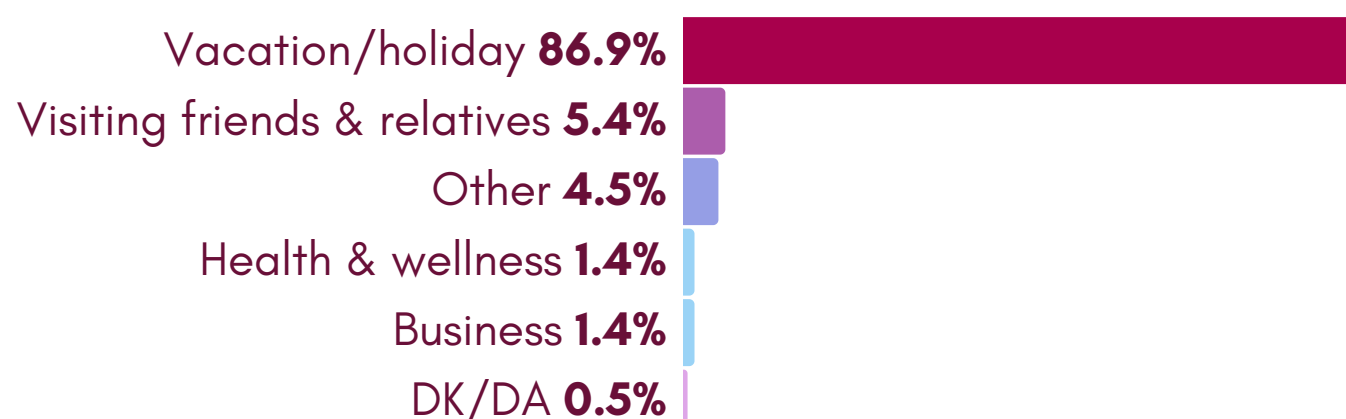


### Type of Accommodation



DK/DA-Do not know/Do not answer

### Motivation



## SOME FACTS

59.3% of respondents from the UK stay for **4 to 7 nights** and 52.9% had visited the destination previously. Tourist travel with spouse/partner (43.6%), family members (25.1%), or friends (23.9%).

The three main **sources of information** for the destination choice are family/friends (32.1%) past experiences (26.0%), and internet/social media (19.2%).

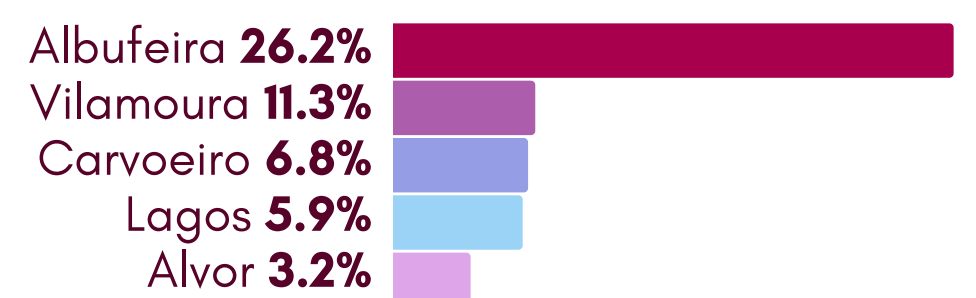
The **type of accommodation** chosen the most by the respondents is a hotel/resort with 4 or more stars (40.7%) and the most visited place is Albufeira (26.2%).

The main **motivation** for the respondents' visit to the Algarve is holiday/vacation (86.9%). Additionally, the three **most common activities** performed are beach, sun and sea (36.3%), gastronomy (22.7%) and sports (9.9%).

Lastly, regarding **social media**, 52.0% of respondents report to have shared content online in Instagram (39.0%), Facebook (28.5%) and WhatsApp (22.5%).



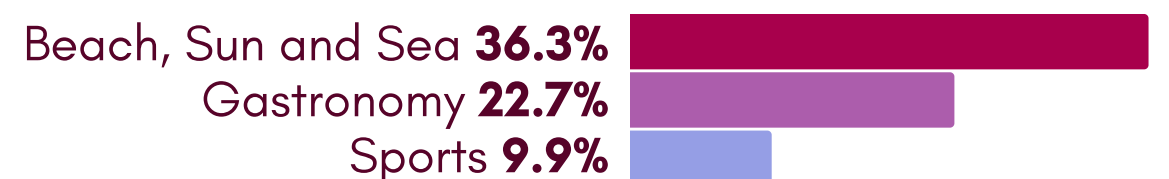
### Top 5 Most Visited Places



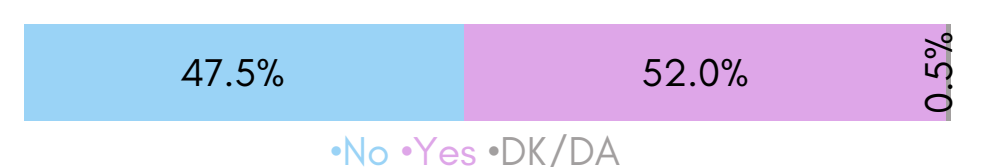
## Tourist Experience



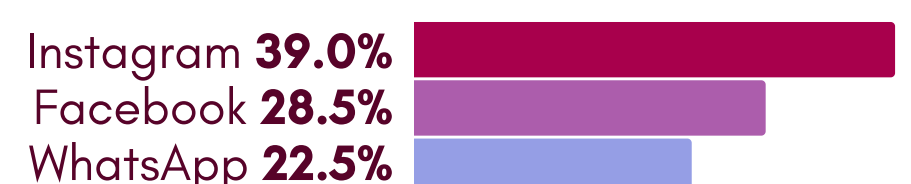
### Top 3 Most Common Activities



### Social Media Sharing



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



Respondents agree to a positive **destination evaluation** (4.09), specifically with regards to the safety (4.33) and environmental quality (4.08) of the destination.

They show very high levels of **satisfaction** (49.8%), and consider the Algarve to be better (39.8%) and safer than other sun and sea destinations (40.3%).

Respondents consider the destination to have a good level of **service quality** overall (4.06), highlighting in particular the quality levels of the accommodation, restaurants, and overall tourism services.

Additionally, the respondents acknowledge the overall **price levels** in the destination as average (3.17).

Respondents reveal to be carefree with the possibilities of the existence of crime, violence, terrorist attacks and epidemics in the Algarve and when choosing a destination (1.77).

The big majority of respondents show high levels of **loyalty** by displaying interest in returning to the Algarve within the next five years (82.4%) and in recommending the destination to others (94.6%).

At the same time, they willingness to revisit destinations they have already experienced (3.94).

### Destination Evaluation

#### Global Impact 4.09

Generally, the Algarve is a safe tourism destination **4.33**

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

Generally, the Algarve is a destination that preserves its cultural heritage **4.06**

Generally, residents in the Algarve treat tourists with sympathy **3.89**

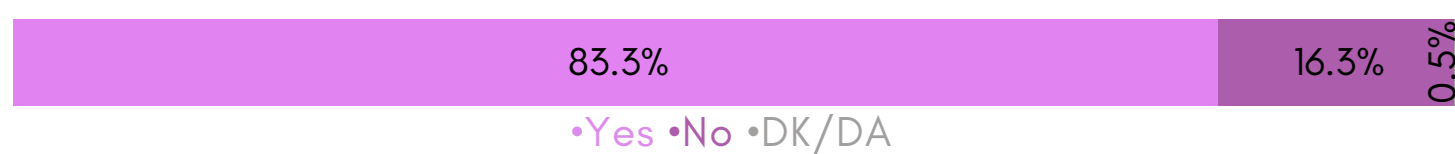
Scale: 1- Strongly Disagree; 5-Strongly Agree

### Satisfaction

#### Overall Satisfaction



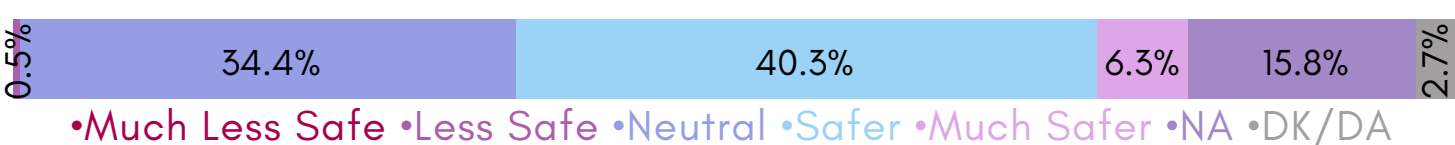
#### Previous visits to other sun and sand tourism destinations



#### Comparison to other sun and sand tourism destinations



#### Safeness 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 4.06

The quality level of accommodation services **4.30**

The overall quality level of tourist services **4.18**

The quality level of restaurants and similar services **4.17**

The quality level of local trade/traditional stores **3.86**

The quality level of shopping centers/malls **3.79**

Scale: 1- Very Bad; 5-Very Good

#### Price Levels

##### Global Impact 3.17

The level of prices in accommodation services **3.26**

The overall level of prices **3.22**

The level of prices in restaurants and similar services **3.21**

The level of prices in shopping centers/malls **3.09**

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

Scale: 1- Very Low; 5-Very High

### Safety Concerns

#### Global Impact 1.77

The possible existence of crime and violence was a concern during my visit to the Algarve **1.85**

The possibility of the occurrence of epidemics, such as COVID-19, affects my choice of tourism destinations **1.78**

The possibility of the occurrence of epidemics, such as COVID-19, was a concern during my visit to the Algarve **1.76**

The possibility of global threats, such as those posed by terrorist attacks, was a concern during my visit to the Algarve **1.67**

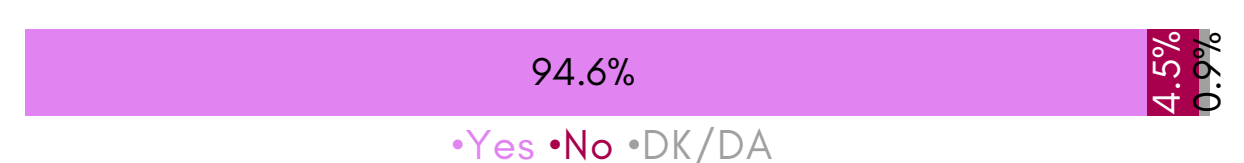
Scale: 1- Strongly Disagree; 5-Strongly Agree

### Loyalty

#### Intention to revisit within next 5 years



#### Intention to recommend



### Tourist Profile

On holidays, I like to visit new destinations **3.94**

On holidays, I like to visit exotic and unknown destinations **3.60**

I like to revisit the same destinations because I know what to expect **3.44**

Scale: 1- Strongly Disagree; 5-Strongly Agree

Project developed by:



Partnerships:

