

SURVEY TO THE PURPOSE OF TRIP

2022

LISBON



OBSERVATÓRIO

INTRODUCTION

After two years of pandemic, in 2022 Turismo de Lisboa resumed the Survey on the Purpose of Trip with national and foreign tourists, who have been staying at a representative sample of hotel establishments in Lisbon. The in-person questionnaires were conducted by specialized interviewers of the company 2ii - Informática e Informação Lda.

This report intends to be a global analysis of the data gathered monthly during 2022, from a sample of 8.178 individuals (7.866 foreigners and 312 nationals).

Because of their different characteristics, results are presented separately for foreign and national interviewed visitors. Global results are also presented, after a correction that considers the different weight of nationals in the study sample and the real weight of the internal market guests in the total of tourism accommodation. The “total” for each indicator is thus determined by the result of the formula:

$$\lambda \times \text{nationals} + (1-\lambda) \times \text{foreigners} = \text{total}$$

$$\lambda = \text{national guests} / \text{total guests in Lisbon Region in 2019} = 0,27241$$

Due to their significant weight in terms of motivation for the visit, among foreigners and nationals, individual results are also presented for the segments of “Leisure” and “Business”.

As in previous years, it was possible to gather data for the travel’s average expenses. However, the sample, in this case, is considerable smaller than the global one: 2.220 interviews (2.015 foreigners and 205 nationals).

Results are also presented for the main incoming markets to Lisbon. Note should be made that some of the samples are somewhat small, mainly when evaluating the “average expenses”.

In terms of expenses, the data collected did not allow to assess consistent numbers for the average individual expense on transportation to Lisbon. This was due to the scarce sample we were able to gather for this question. The analysis of expenses is thus centred only on individual average expenses with the stay, per day and per average stay. For these same reasons, it is not possible to present results of expenses for the Scandinavian, North American and Brazilian markets.

For each market, the samples considered are as follows:

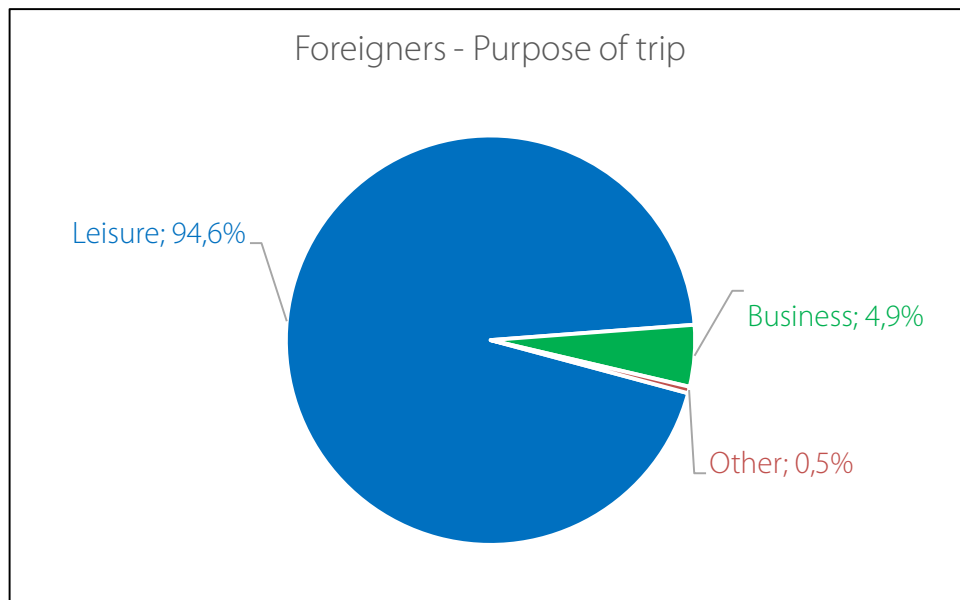
Market	Interviews total	Interviews expenses
Germany	949	352
Austria/Switzerland	398	not available
Benelux	586	268
Brazil	424	not available
Scandinavia (Denmark, Sweden, Norway and Finland)	338	not available
Spain	1.006	362
USA/Canada	437	not available
France	814	273
Italy	409	168
United Kingdom/Ireland	1.198	171
Africa	320	not available
West Asia and India (includes Caucasus countries)	264	not available
East Asia e Oceania	148	not available
Others America	171	not available
Others Europe (includes Russia)	351	not available
Nacionais	312	205
Estrangeiros	7.866	2.015

Considering only the interviewers with residence abroad, as well as above, it is also possible to present information for segments of "type of travel companion", with the following samples:

Segments by type of travel companion	Interviews total	Interviews expenses
Couples	2.762	686
Families	1.629	235
Organised groups	230	not available
Groups of friends	2.787	862
Solo travellers	382	154

1. MOTIVE AND PURPOSE OF TRIP

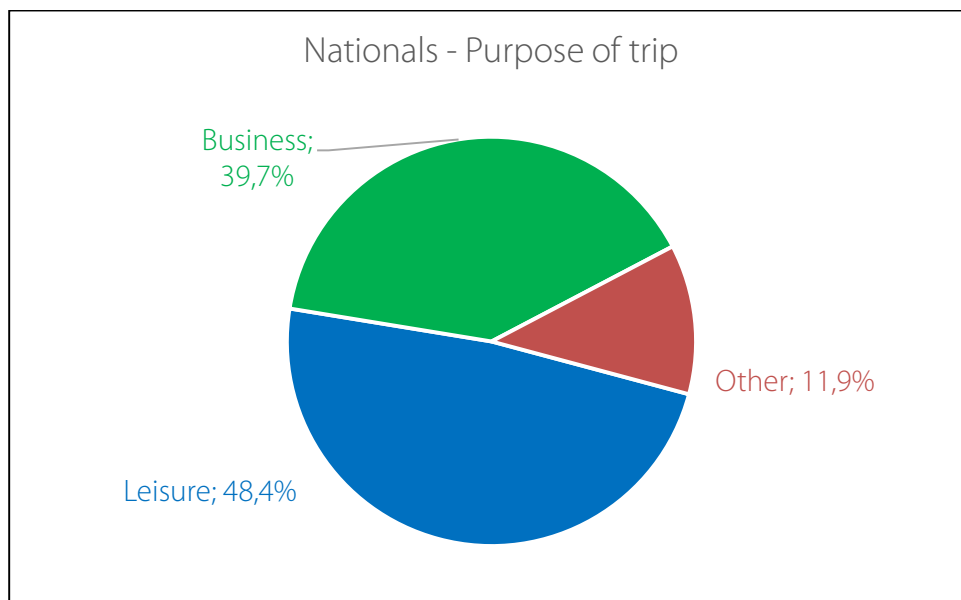
1.1 FOREIGNERS



PRODUCT	Foreigners
City & Short Break	92,46%
Private business	3,66%
Touring Portugal	2,03%
MI	0,79%
Fair	0,32%
Health	0,13%
Other	0,11%
Studies	0,09%
Training	0,09%
In transit	0,09%
Cultural events	0,08%
Visiting family/friends	0,08%
Nature	0,03%
Sun and Sea	0,03%
Sport events	0,01%
Pilgrimage	0,01%

PURPOSE OF TRIP	Foreigners
Gastronomy and wine	93,6%
Visit monuments and museums	93,5%
To know the modern Lisbon	85,6%
To know the Portuguese culture	67,6%
Sightseeing	66,9%
Have fun with friends	40,1%
Attend cultural events	22,6%
Rest, relax	22,4%
Nightlife	21,3%
Take advantage of good weather	10,3%
Contact with Nature	8,1%
To be with family	8,0%
Go to recommended restaurants	7,5%
Contact with local people	7,2%
Professional business	3,7%
Attend sport events	2,6%
Play sports	0,6%
Stay at a good hotel	0,2%
Health reasons	0,2%

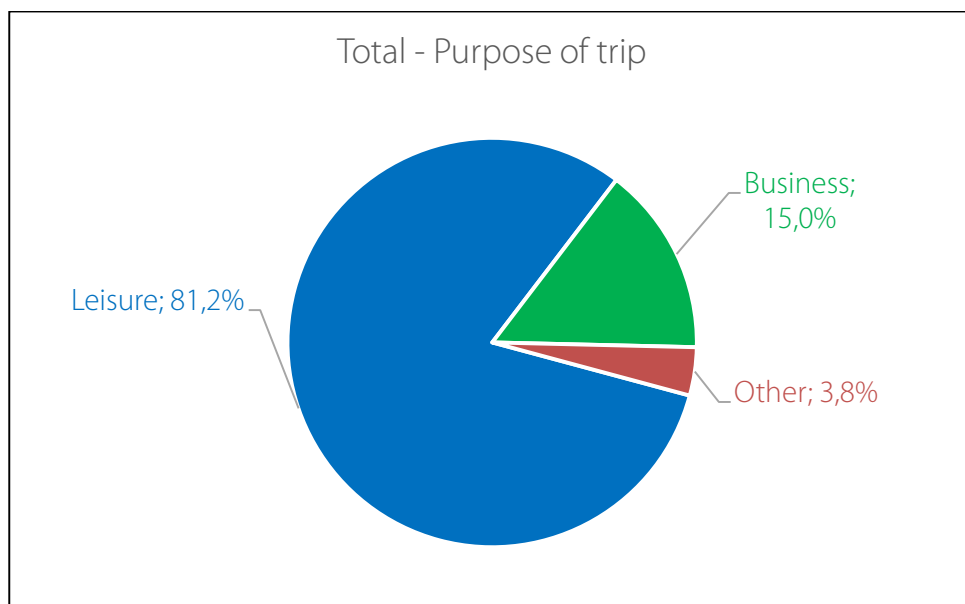
1.2 NATIONALS



PRODUCT	Nationals
City & Short Break	44,87%
Private business	25,00%
MI	10,26%
Health	5,13%
Training	4,49%
Other	3,53%
Cultural events	3,21%
Visiting family/friends	2,24%
In transit	0,64%
Studies	0,32%
Sport events	0,32%

PURPOSE OF TRIP	Nationals
Sightseeing	51,3%
Gastronomy and wine	31,1%
Visit monuments and museums	20,8%
Rest, relax	13,1%
Contact with Nature	12,8%
To be with family	12,5%
Go to recommended restaurants	12,5%
Have fun with friends	10,9%
Nightlife	8,3%
Professional business	6,4%
Health reasons	5,1%
Attend cultural events	4,8%
To know the modern Lisbon	2,9%
Attend sport events	1,0%
Take advantage of good weather	1,0%
Play sports	0,6%
To know the Portuguese culture	0,3%
Contact with local people	0,3%

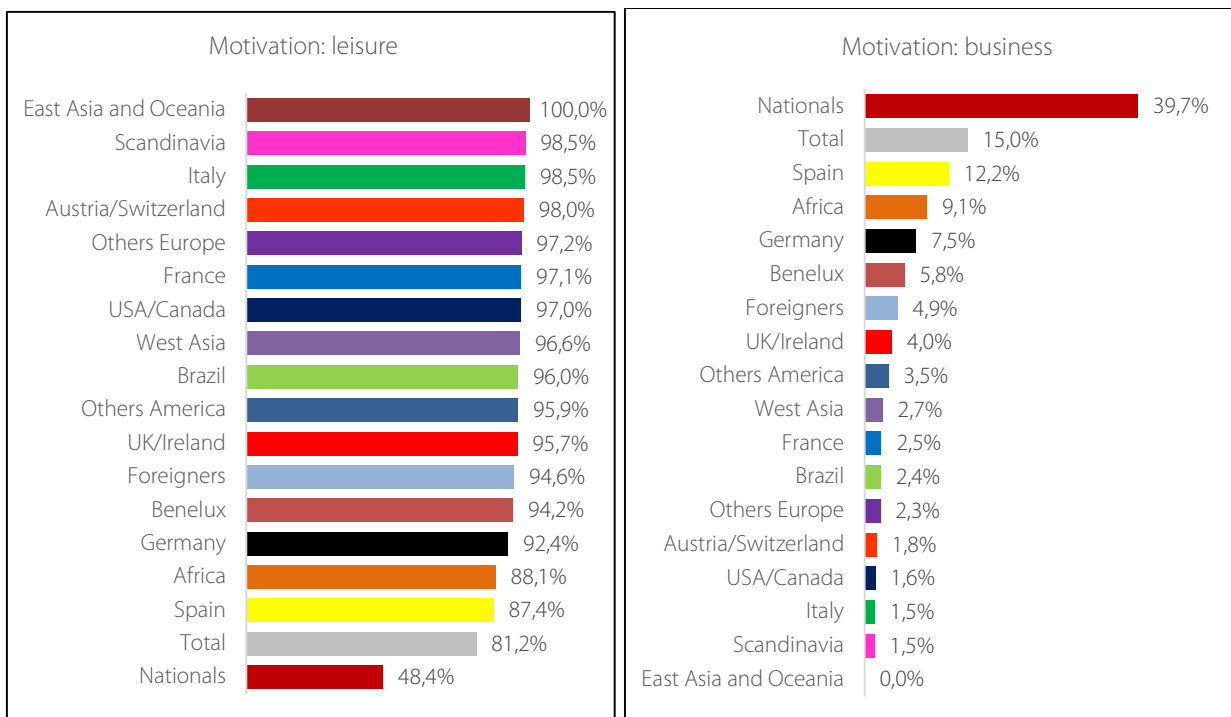
1.3 TOTAL

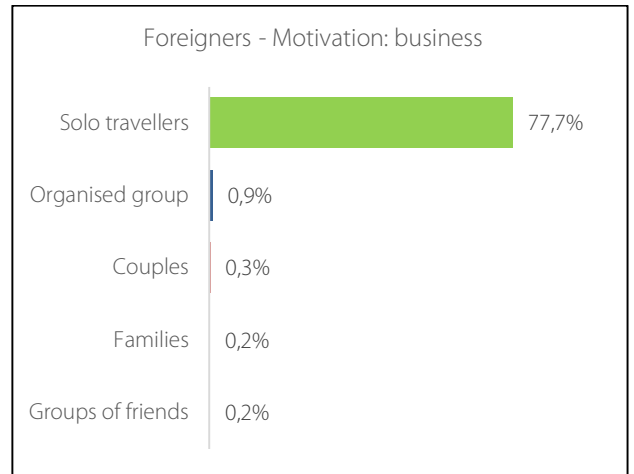
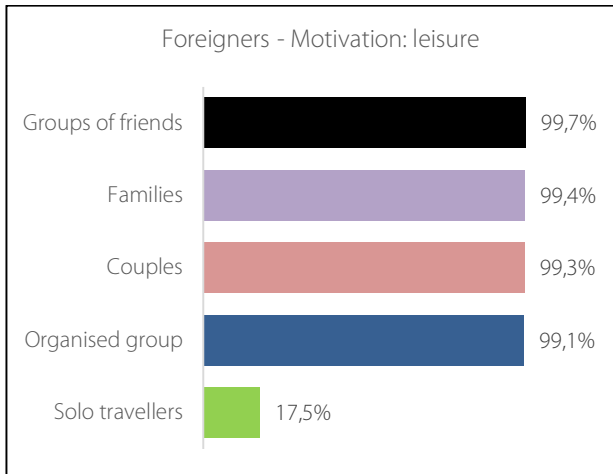


PRODUCT	Total
City & Short Break	78,66%
Private business	9,85%
MI	3,54%
Health	1,58%
Touring Portugal	1,44%
Training	1,36%
Other	1,10%
Cultural events	0,98%
Visiting family/friends	0,71%
In transit	0,25%
Fair	0,23%
Studies	0,16%
Sport events	0,10%
Nature	0,02%
Sun and Sea	0,02%
Pilgrimage	0,01%

PURPOSE OF TRIP	Total
Gastronomy and wine	75,4%
Visit monuments and museums	72,4%
Sightseeing	62,4%
To know the modern Lisbon	61,6%
To know the Portuguese culture	48,1%
Have fun with friends	31,6%
Rest, relax	19,7%
Nightlife	17,5%
Attend cultural events	17,4%
Contact with Nature	9,5%
To be with family	9,3%
Go to recommended restaurants	8,9%
Take advantage of good weather	7,6%
Contact with local people	5,2%
Professional business	4,5%
Attend sport events	2,1%
Health reasons	1,6%
Play sports	0,6%
Stay at a good hotel	0,1%

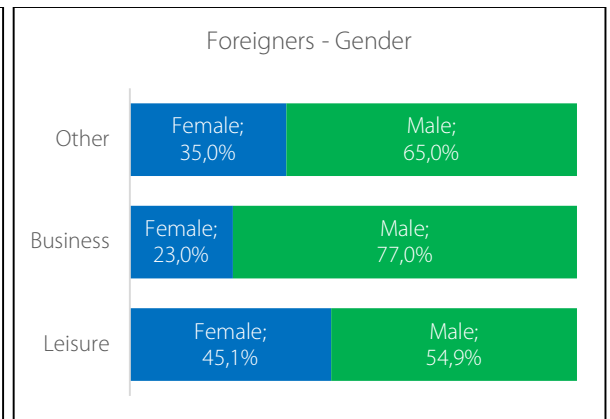
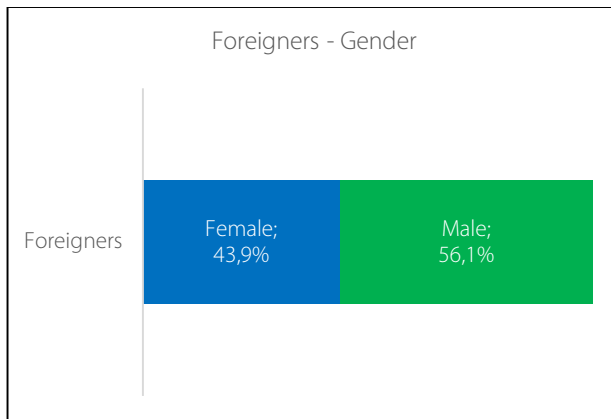
1.4 – BY NATIONALITY AND SEGMENT



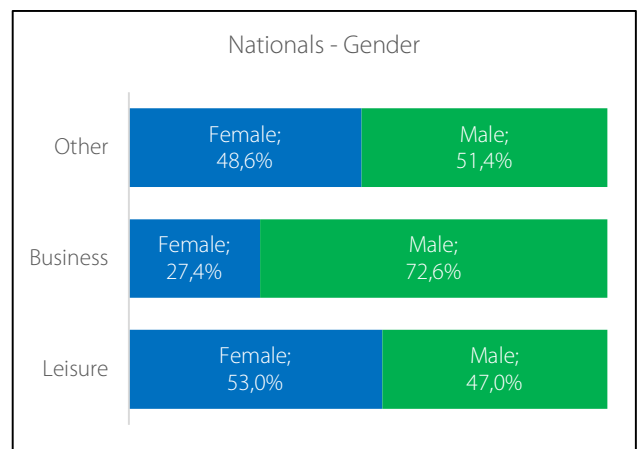
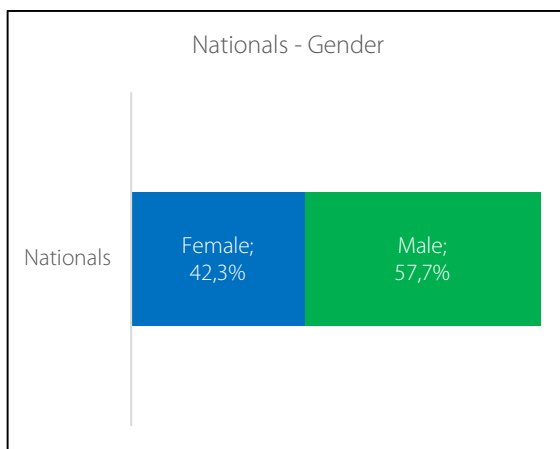


2 GENDER

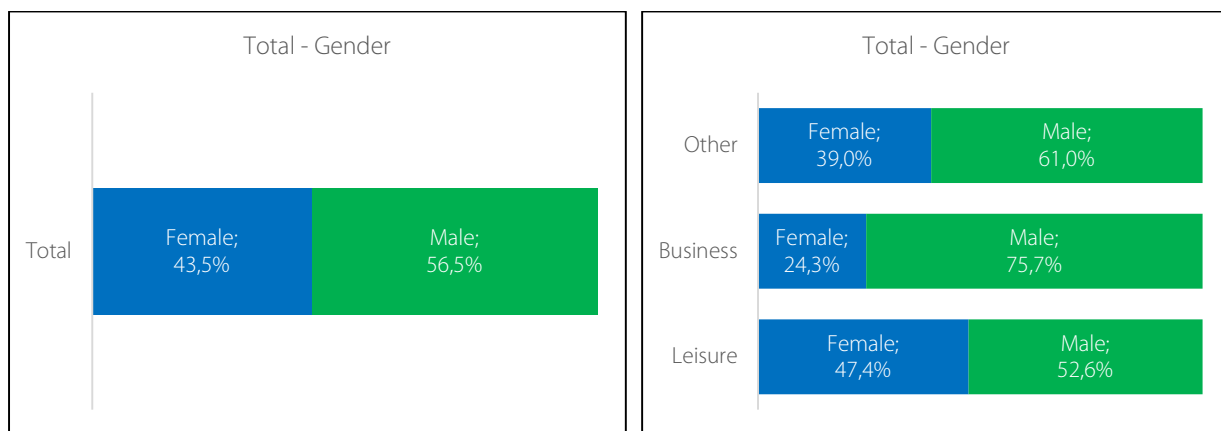
2.1 FOREIGNERS



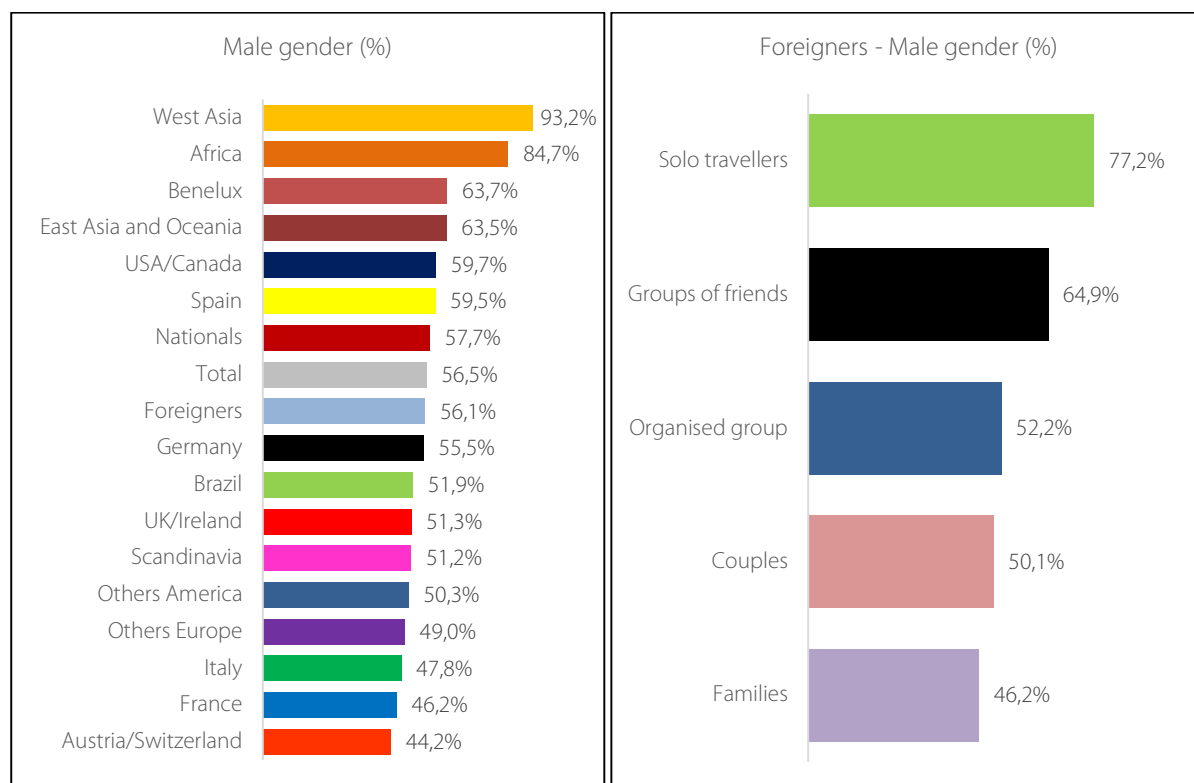
2.2 NATIONALS



2.3 TOTAL

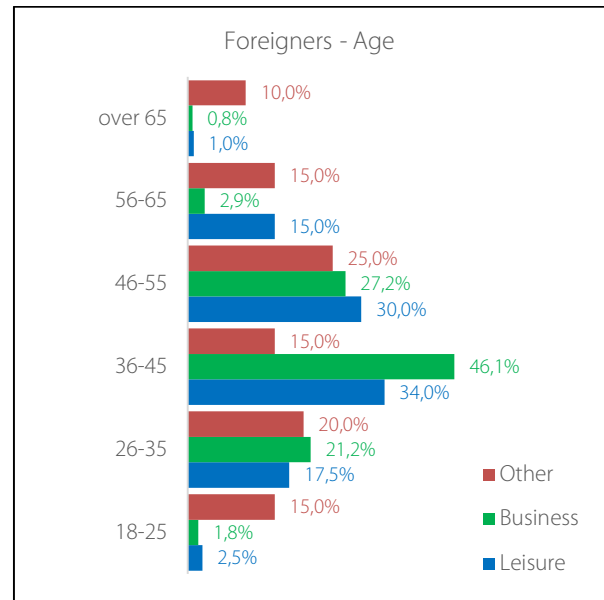
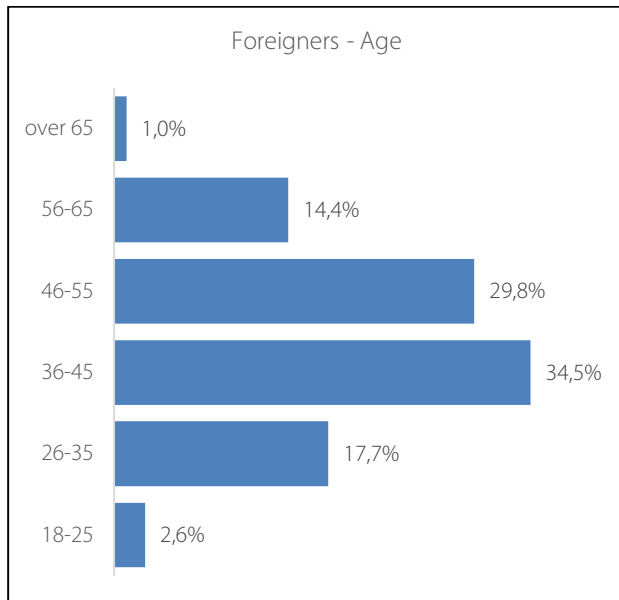


2.4 – BY NATIONALITY AND SEGMENT

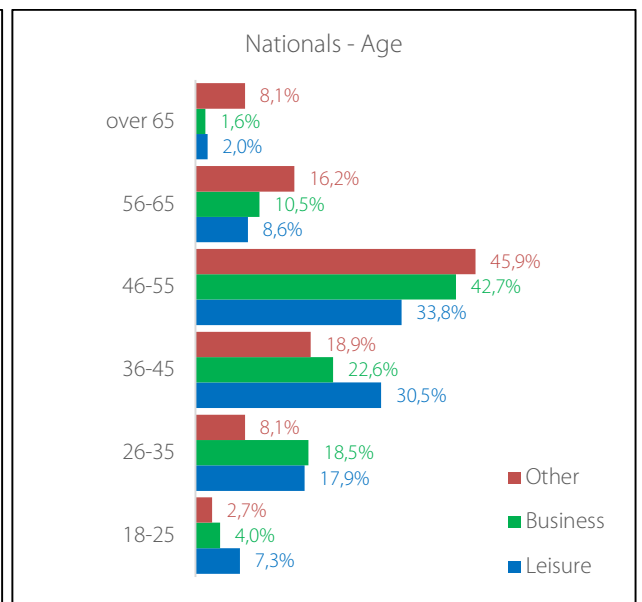
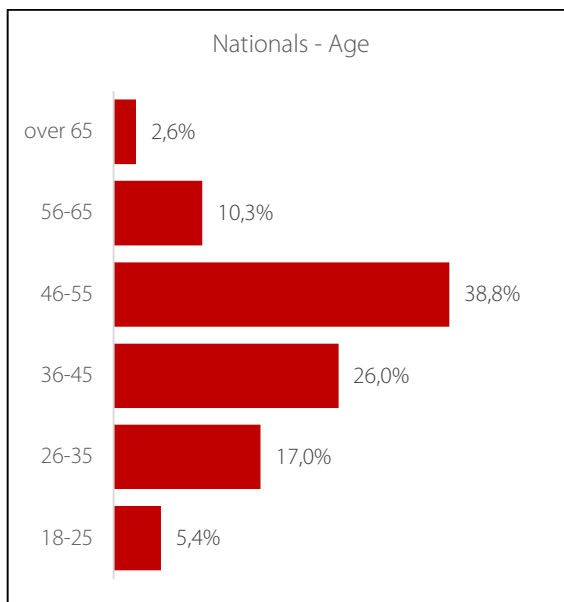


3 AGE

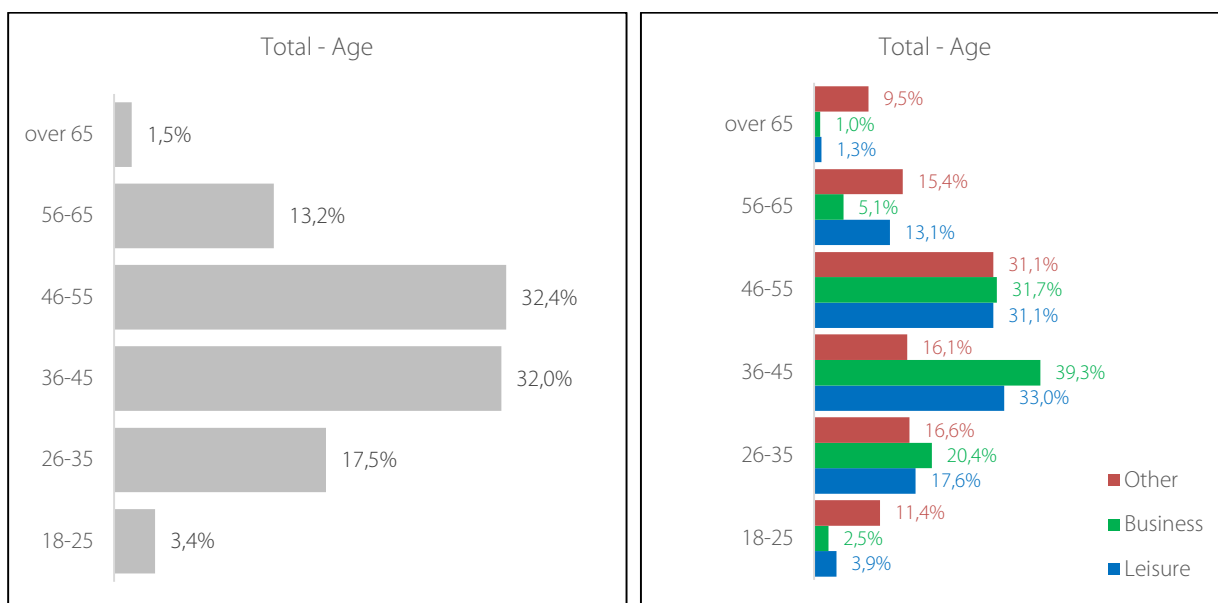
3.1 FOREIGNERS



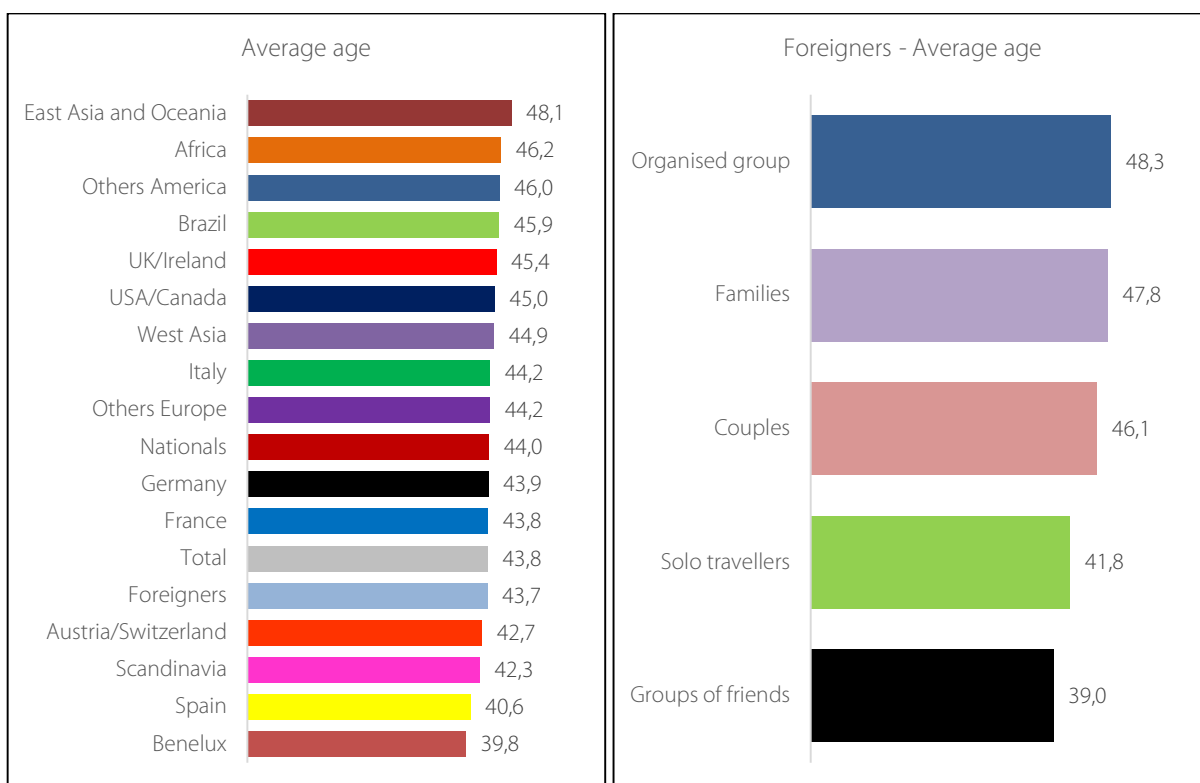
3.2 NATIONALS



3.3 TOTAL

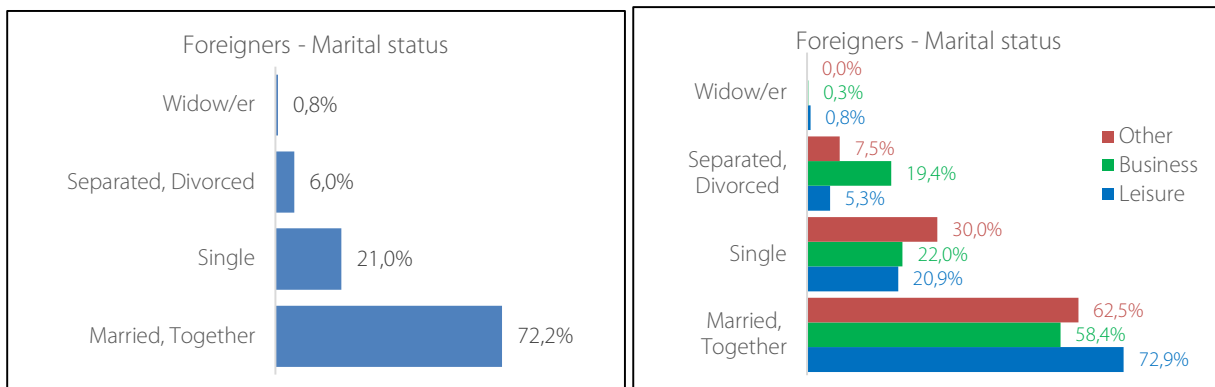


3.4 BY NATIONALITY AND SEGMENT

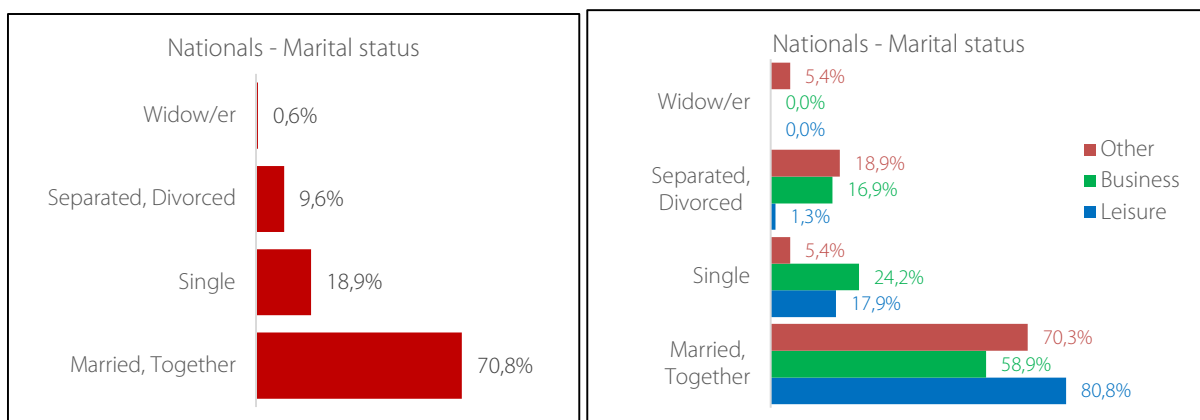


4 MARITAL STATUS

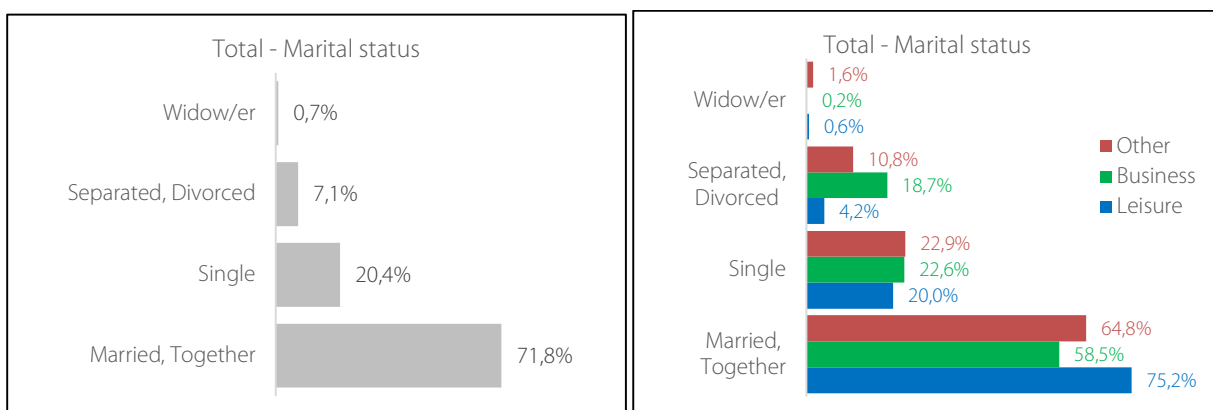
4.1 FOREIGNERS



4.2 NATIONALS

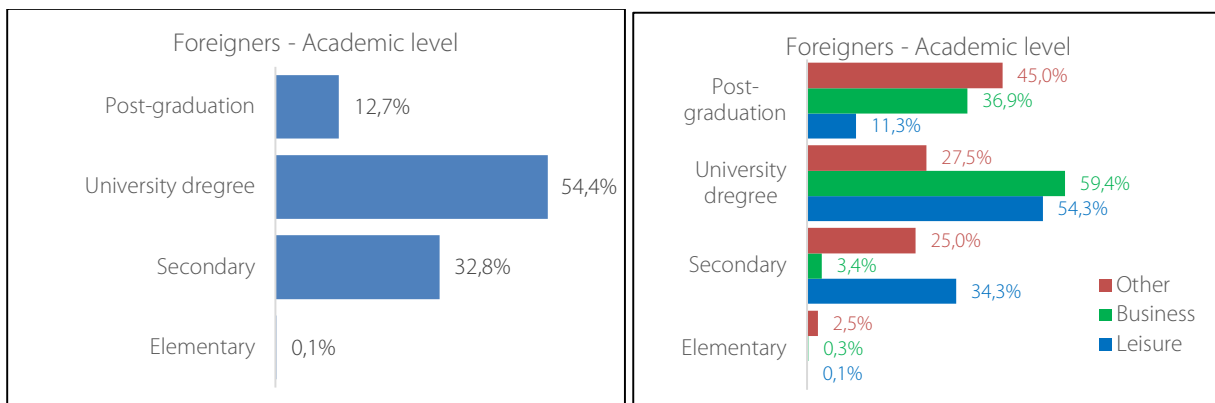


4.3 TOTAL

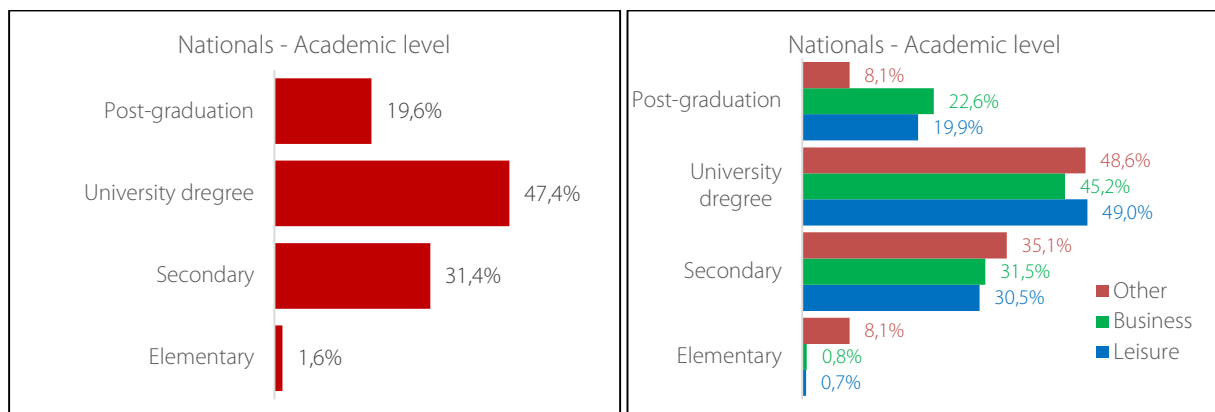


5 ACADEMIC LEVEL

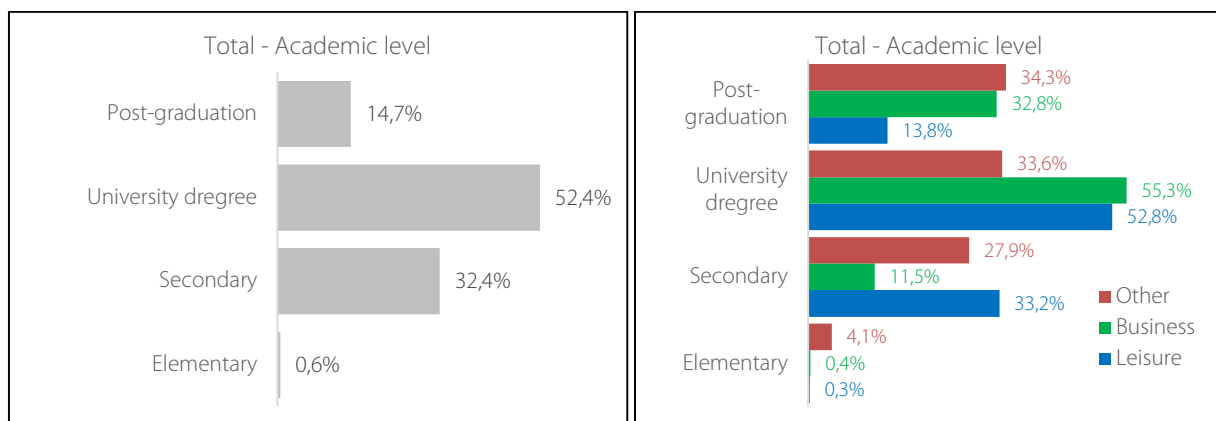
5.1 FOREIGNERS



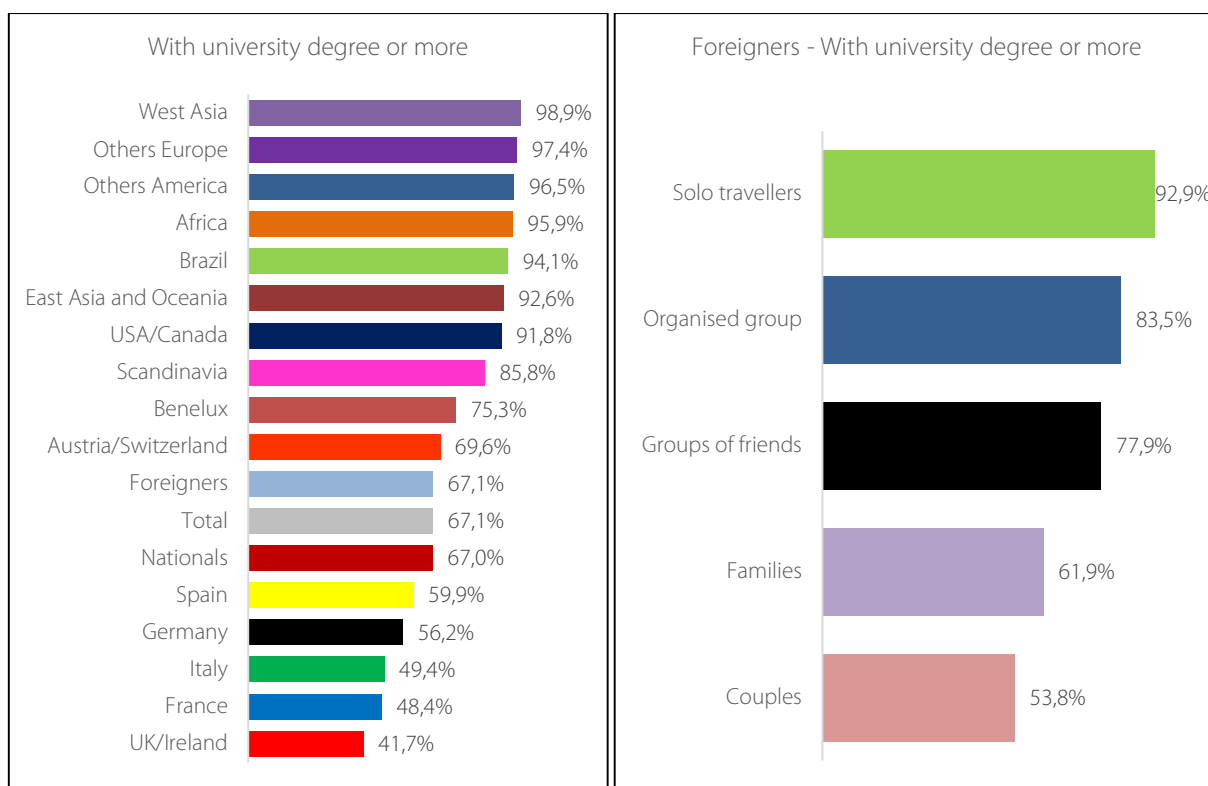
5.2 NATIONALS



5.3 TOTAL

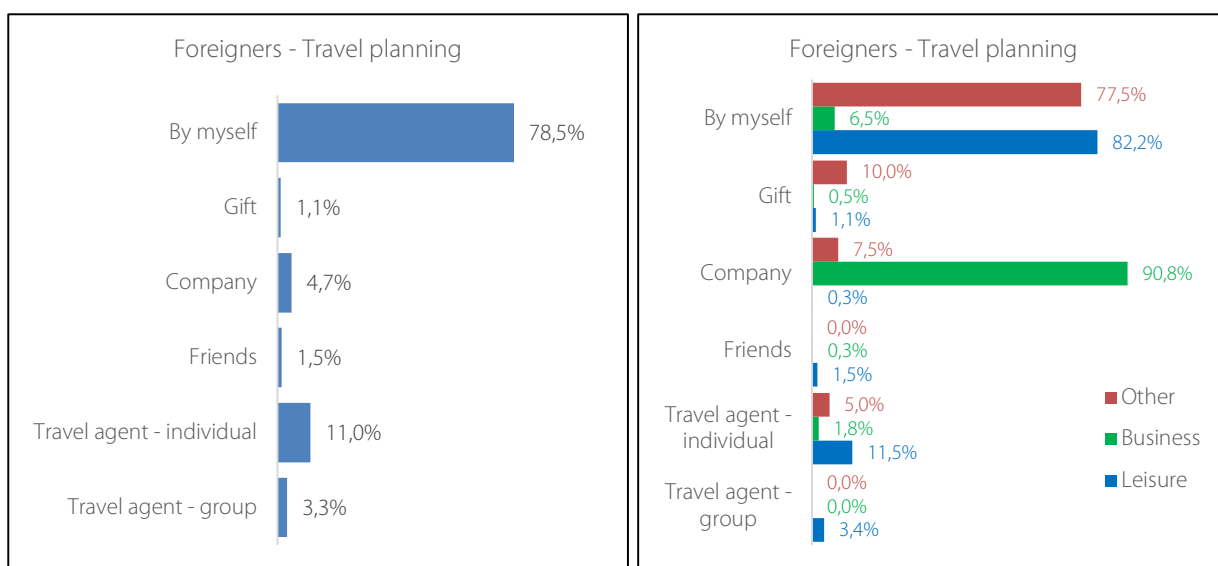


5.4 BY NATIONALITY AND SEGMENT

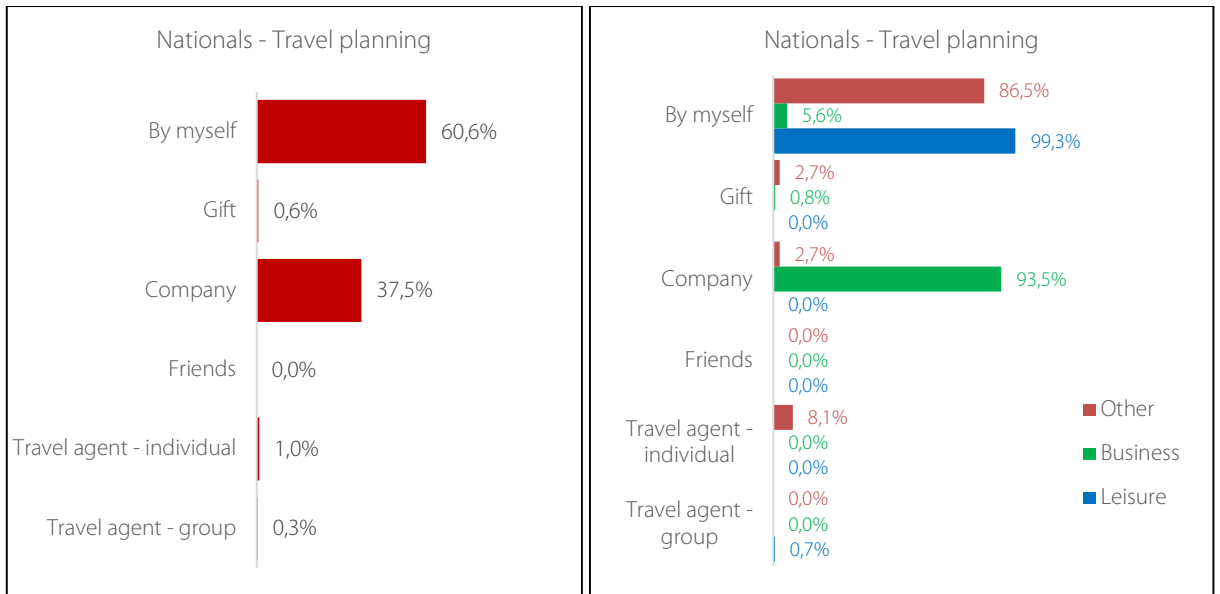


6 TRAVEL PLANNING

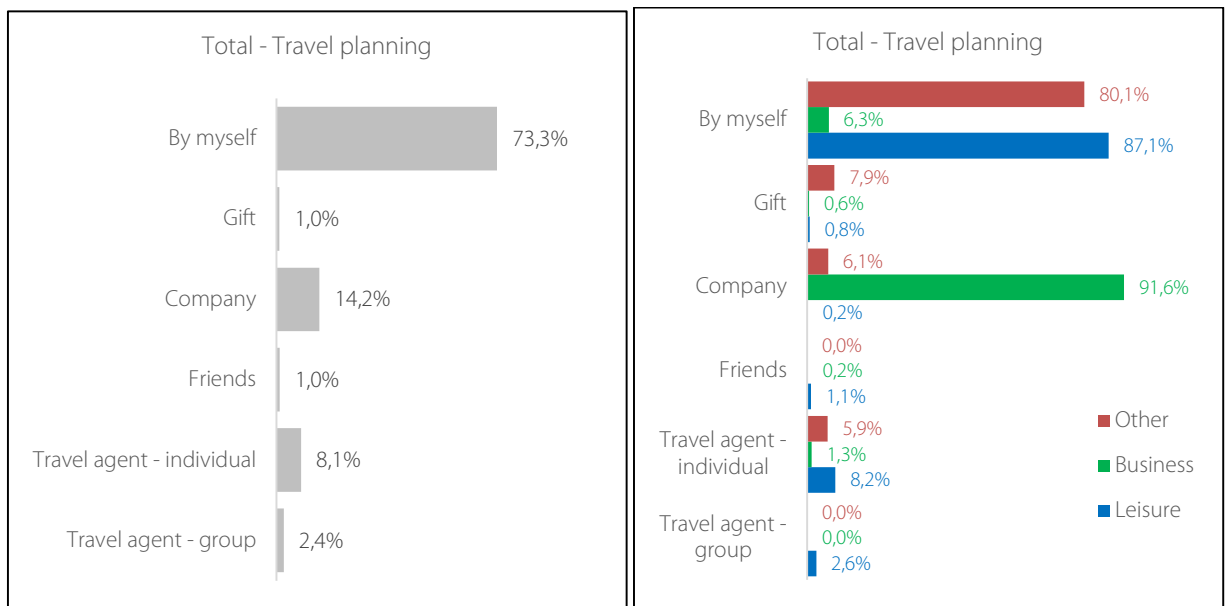
6.1 FOREIGNERS



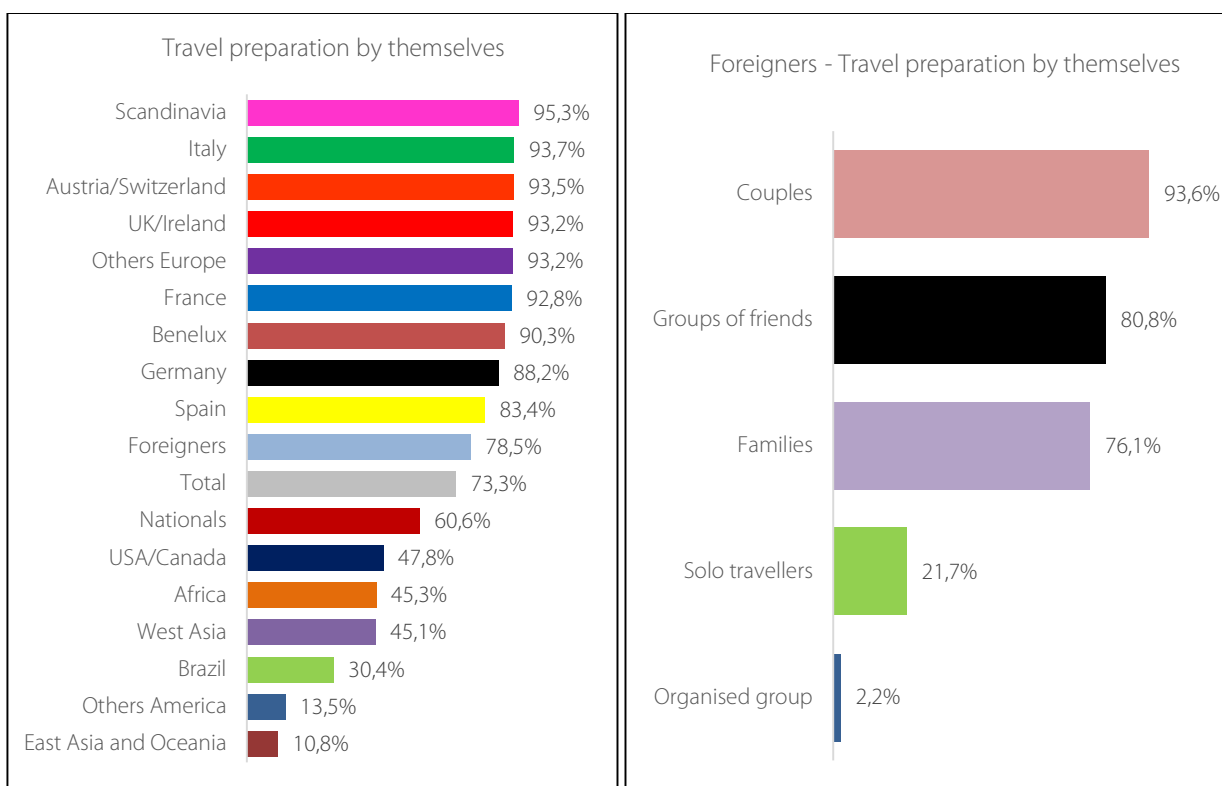
6.2 NATIONALS



6.3 TOTAL

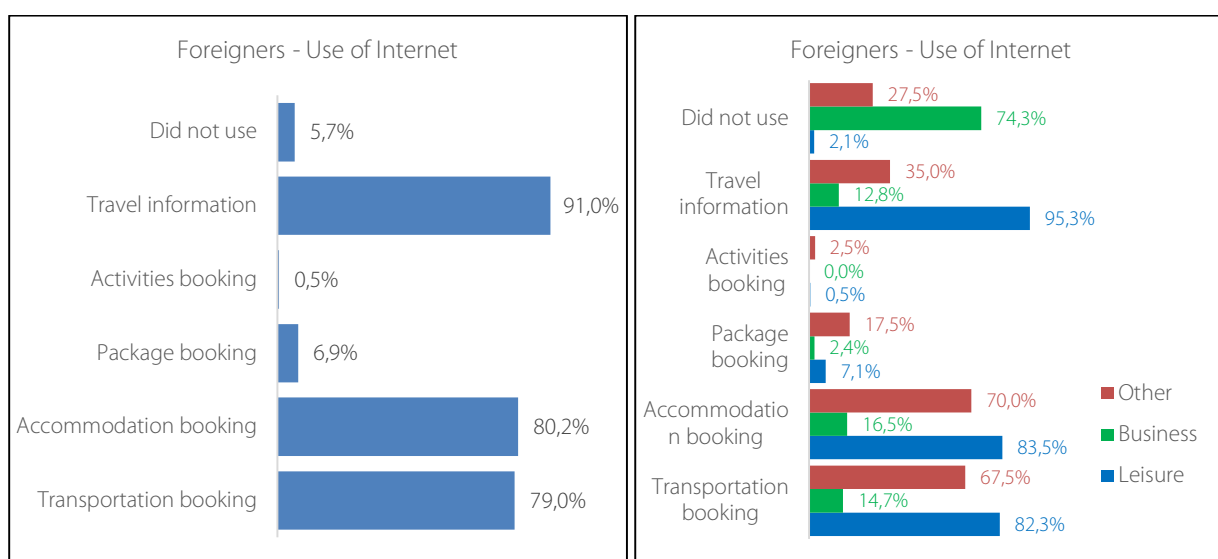


6.4 BY NATIONALITY AND SEGMENT

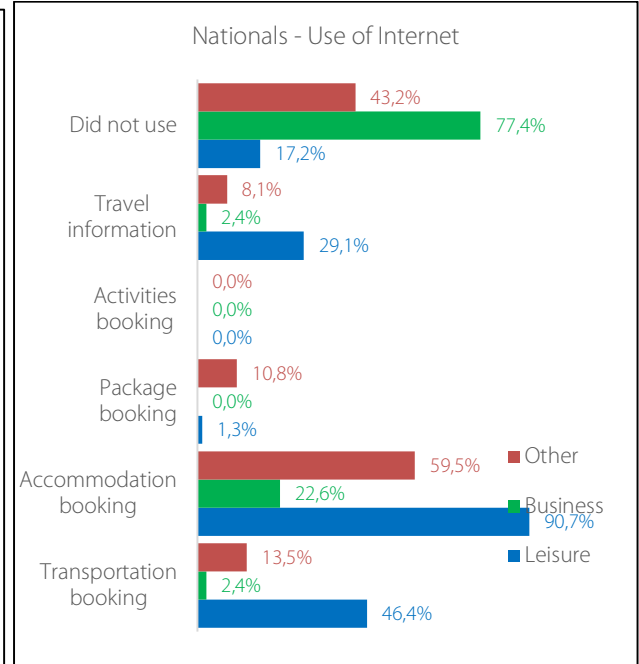
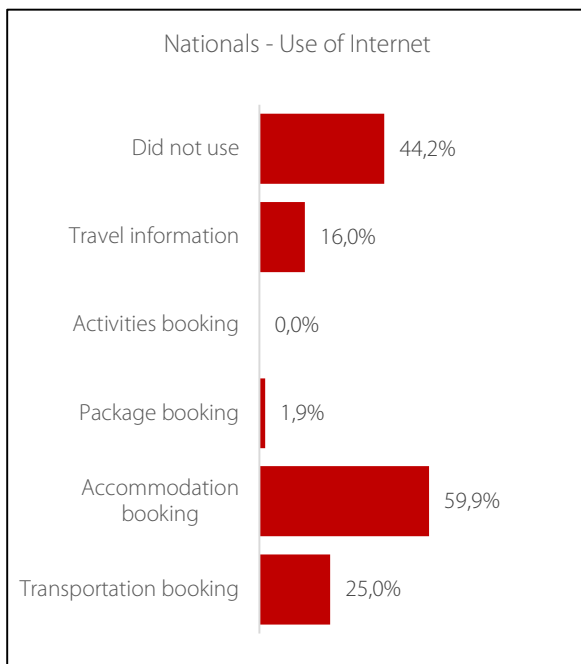


7 USE OF INTERNET

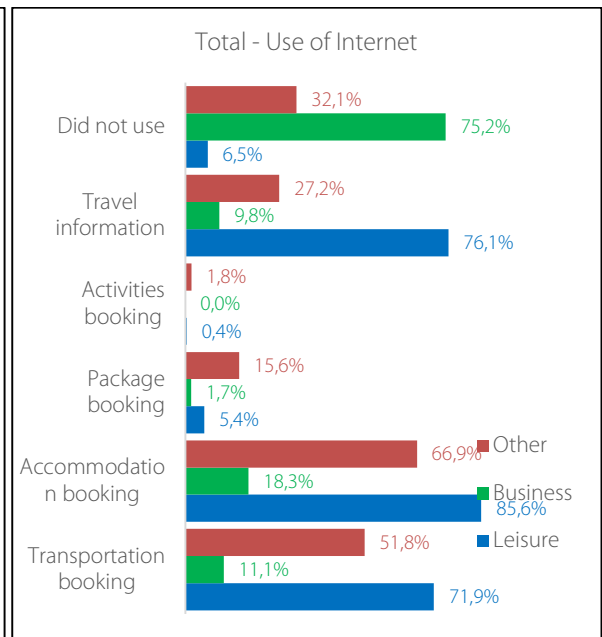
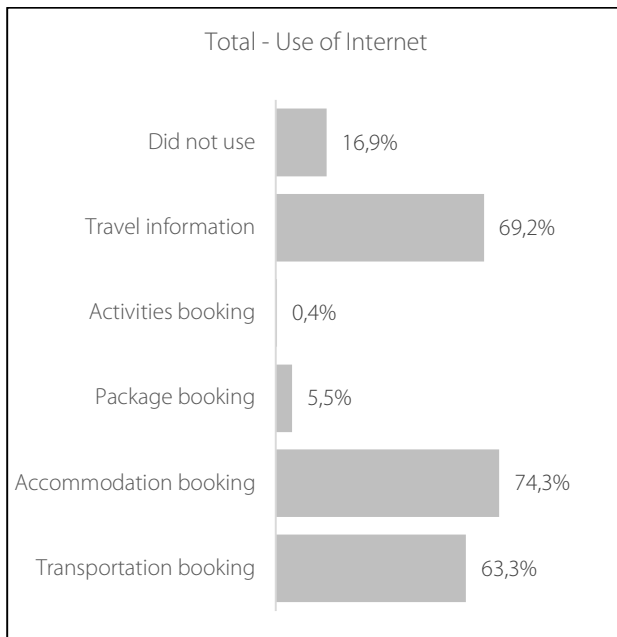
7.1 FOREIGNERS



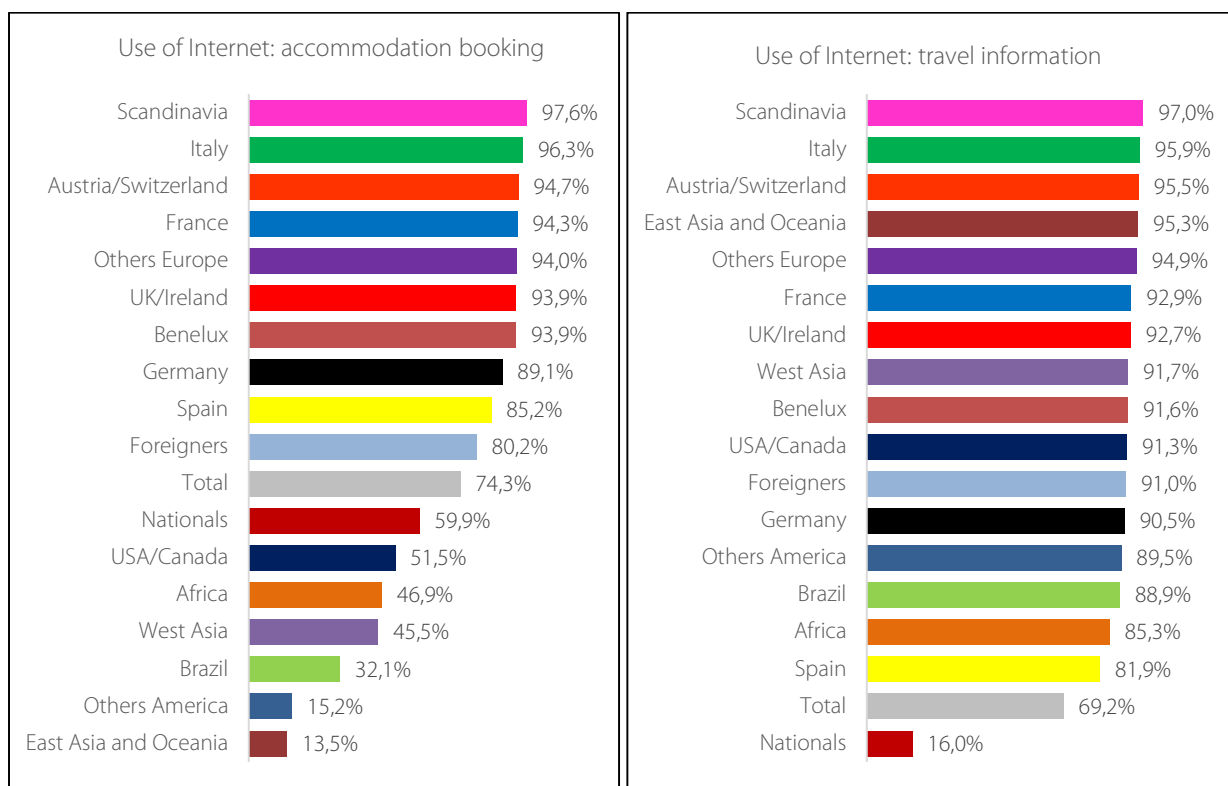
7.2 NATIONALS



7.3 TOTAL

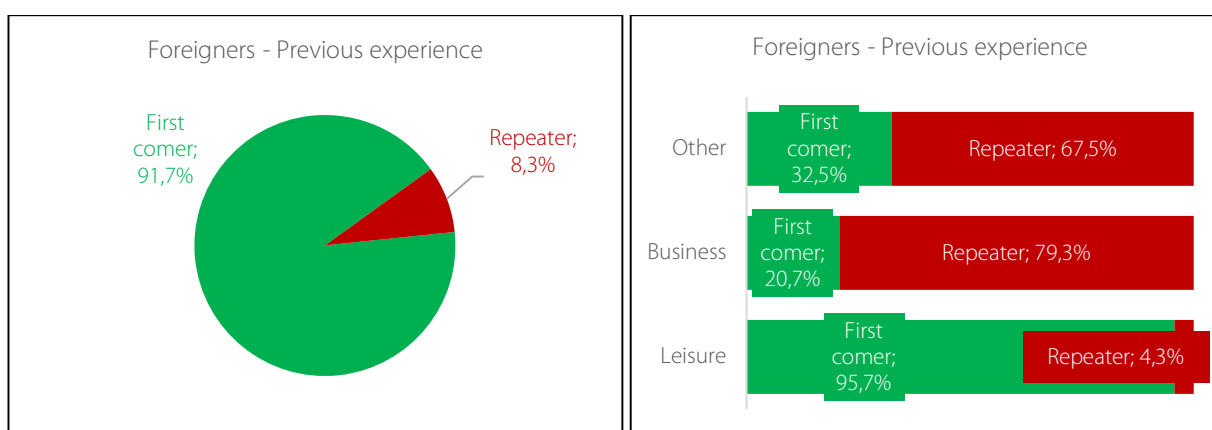


7.4 BY NATIONALITY AND SEGMENT

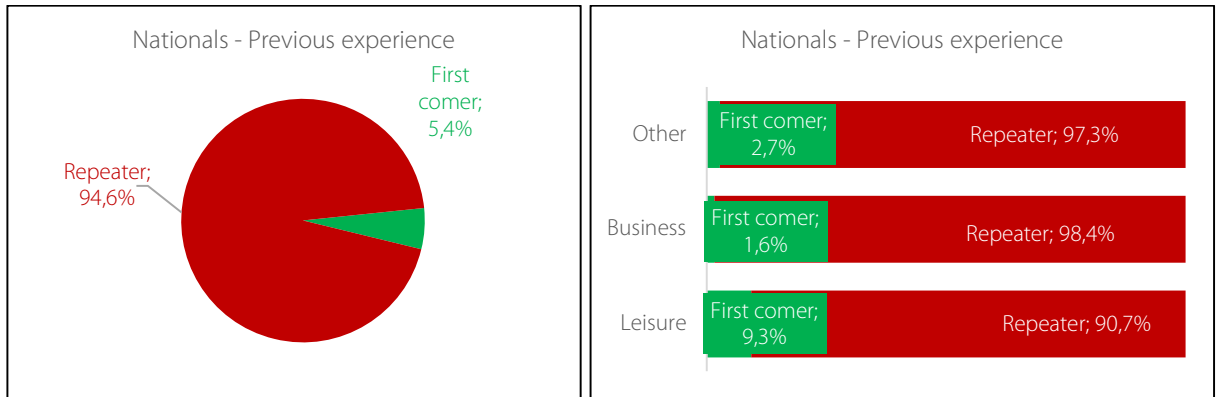


8 PREVIOUS EXPERIENCE

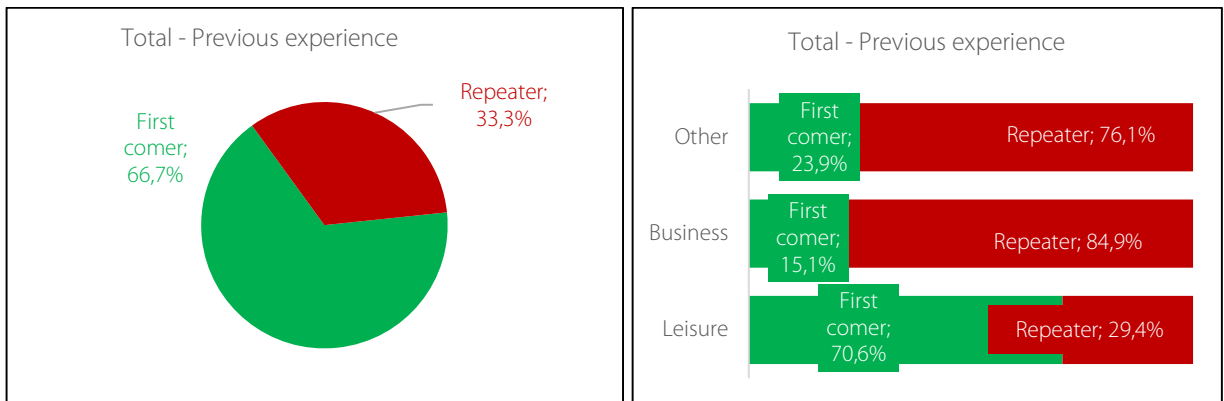
8.1 FOREIGNERS



8.2 NATIONALS

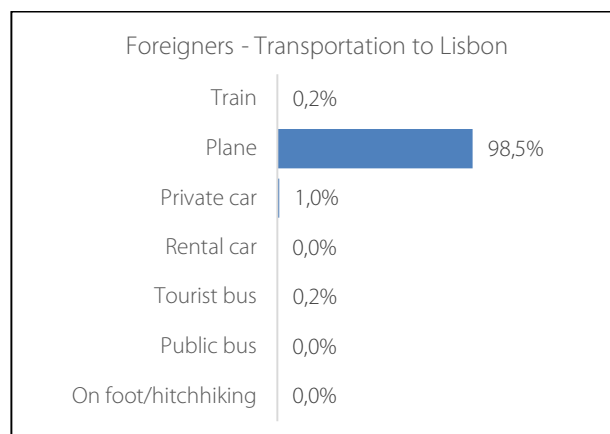


8.3 TOTAL

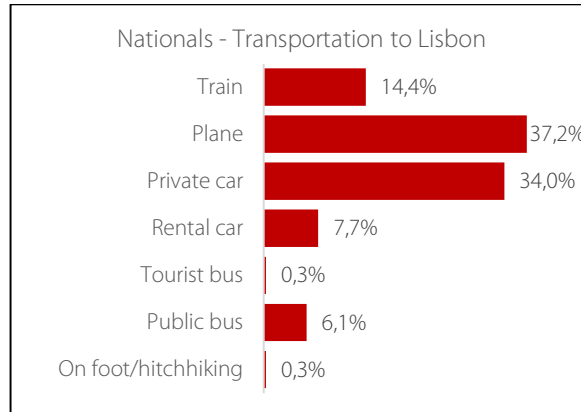


9 TRANSPORTATION TO LISBON

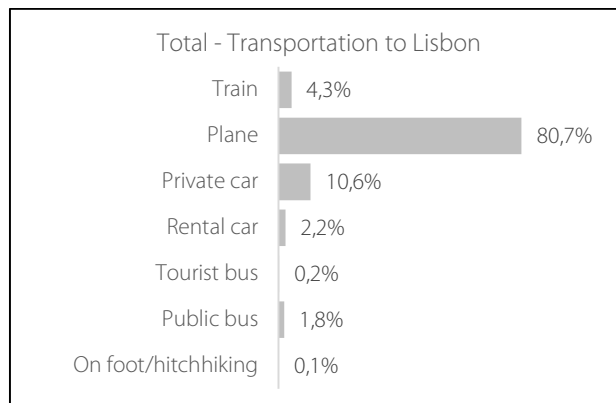
9.1 FOREIGNERS



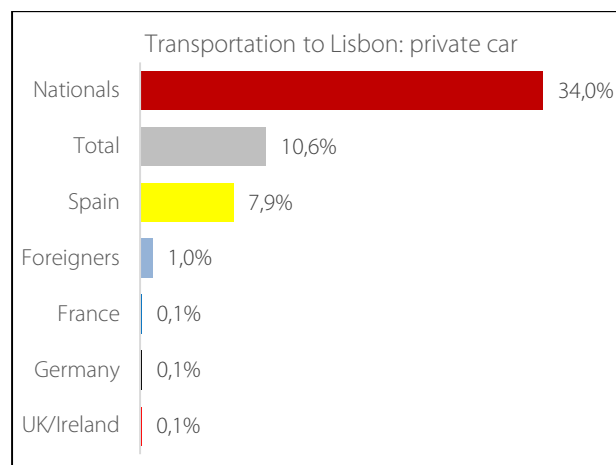
9.2 NATIONALS



9.3 TOTAL

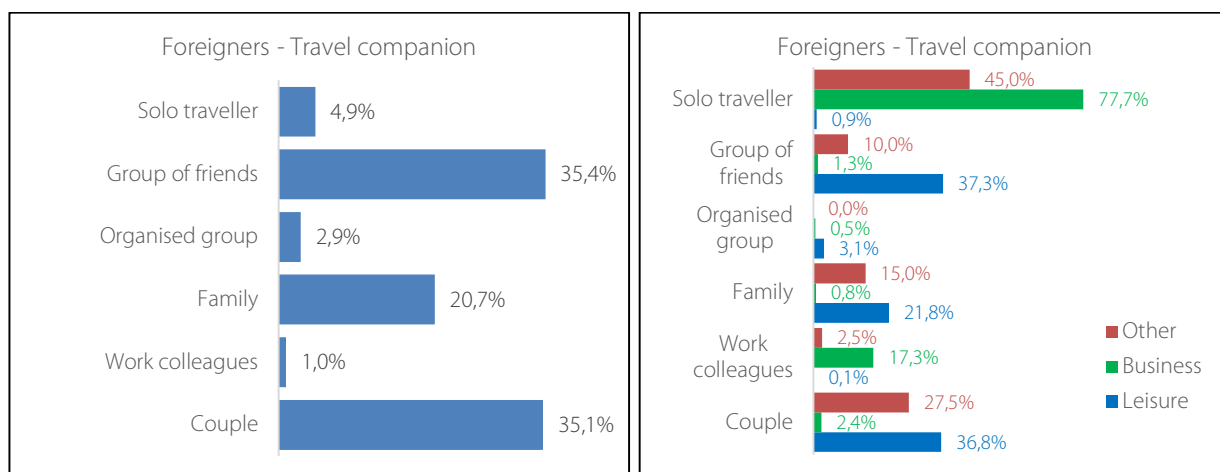
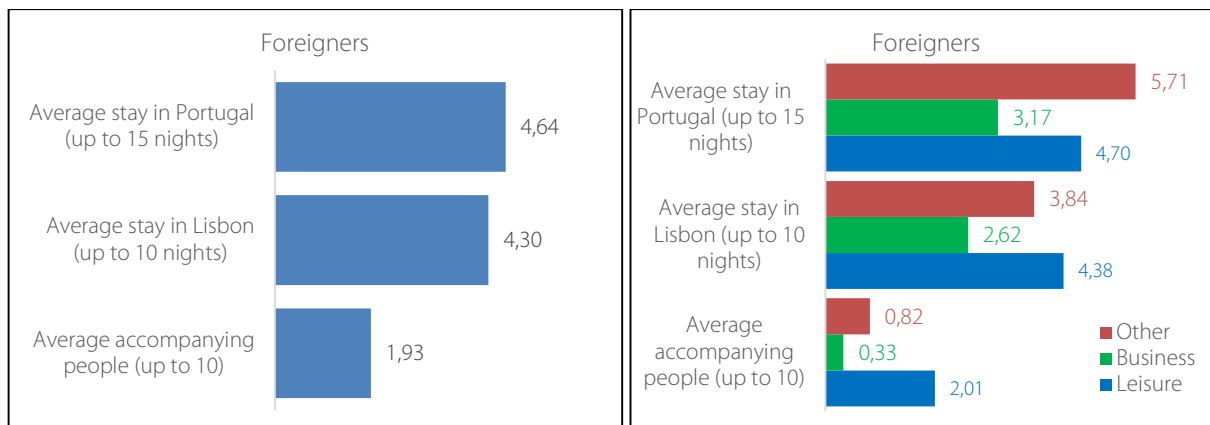


9.4 BY NATIONALITY

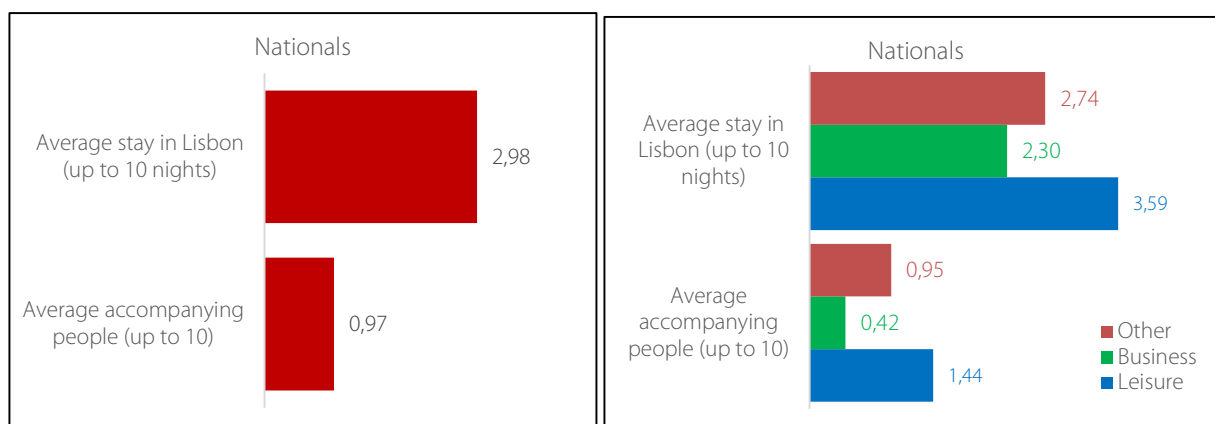


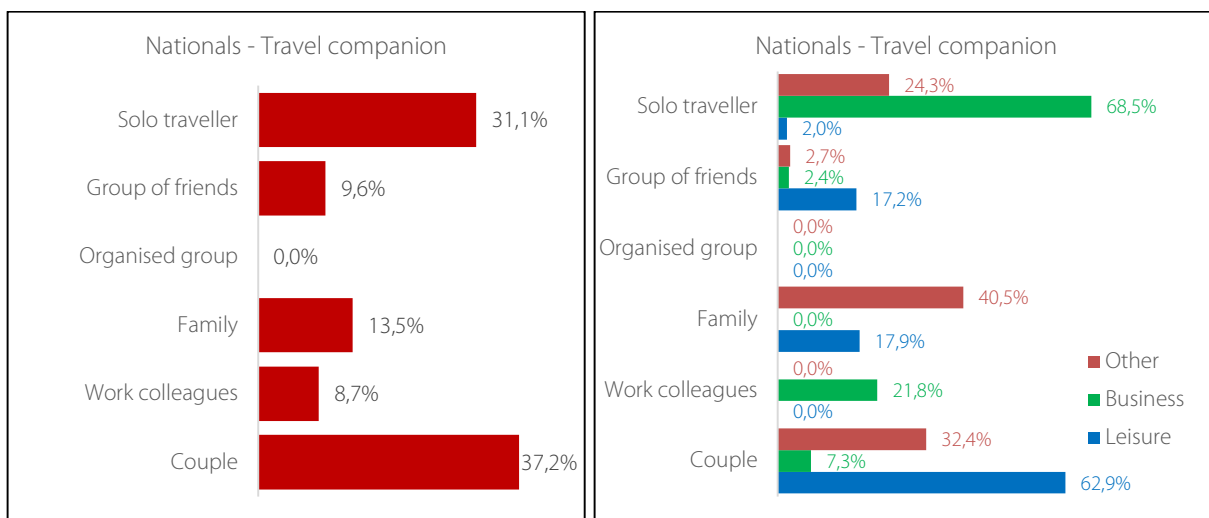
10 AVERAGE STAY AND TRAVEL COMPANIONS

10.1 FOREIGNERS



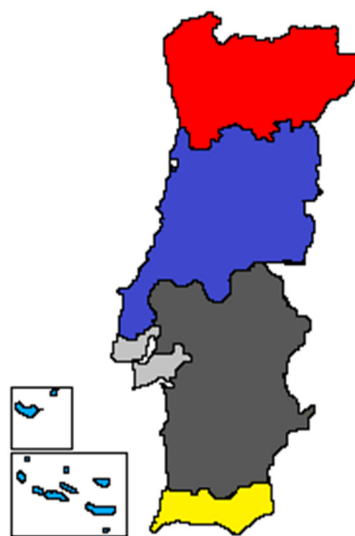
10.2 NATIONALS



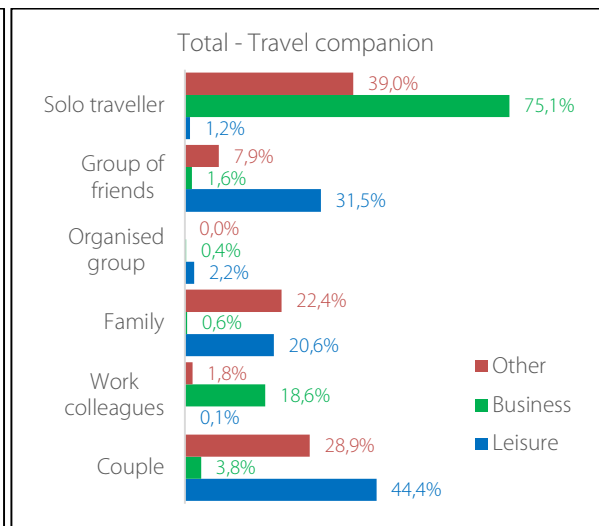
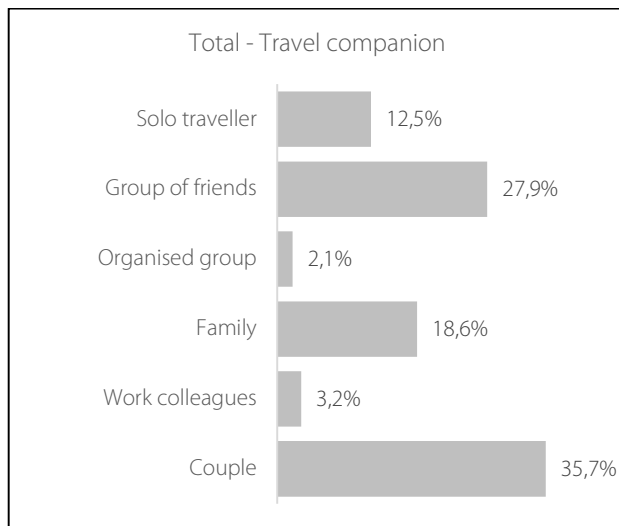
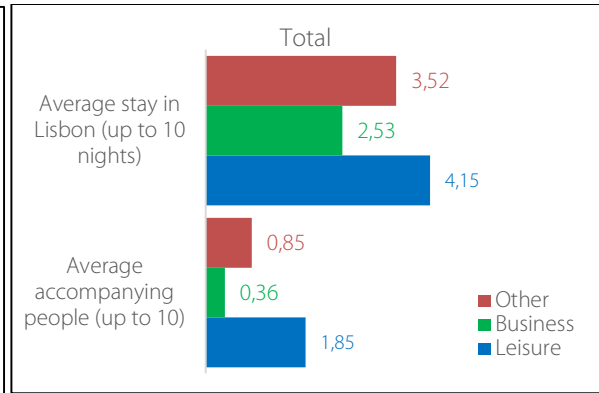
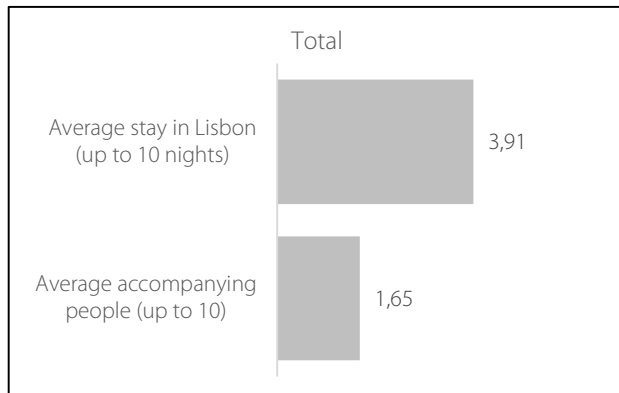


ORIGIN OF NATIONAL VISITORS:

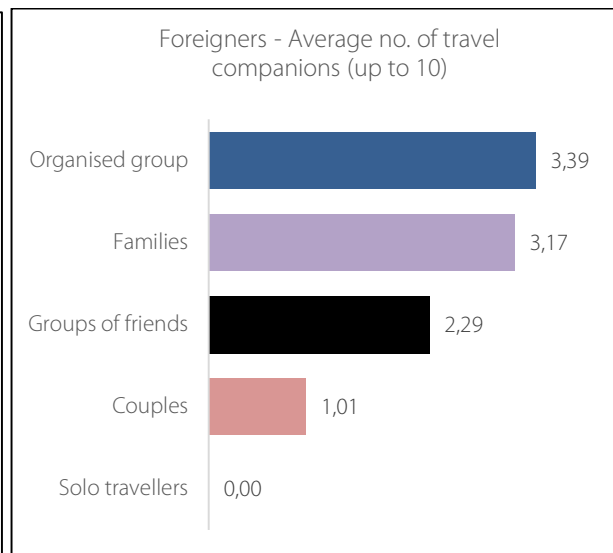
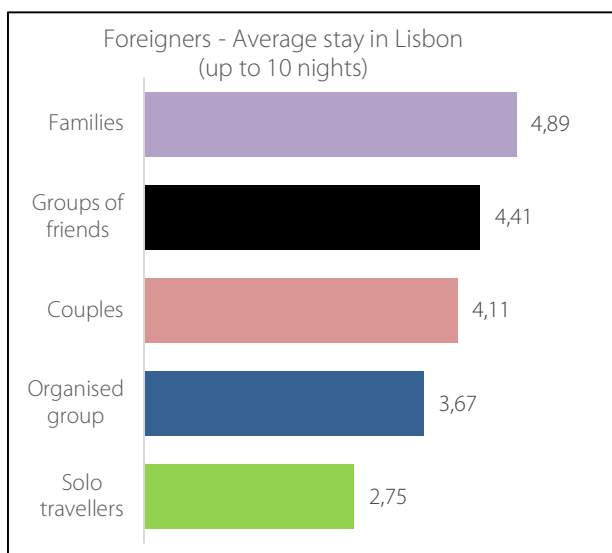
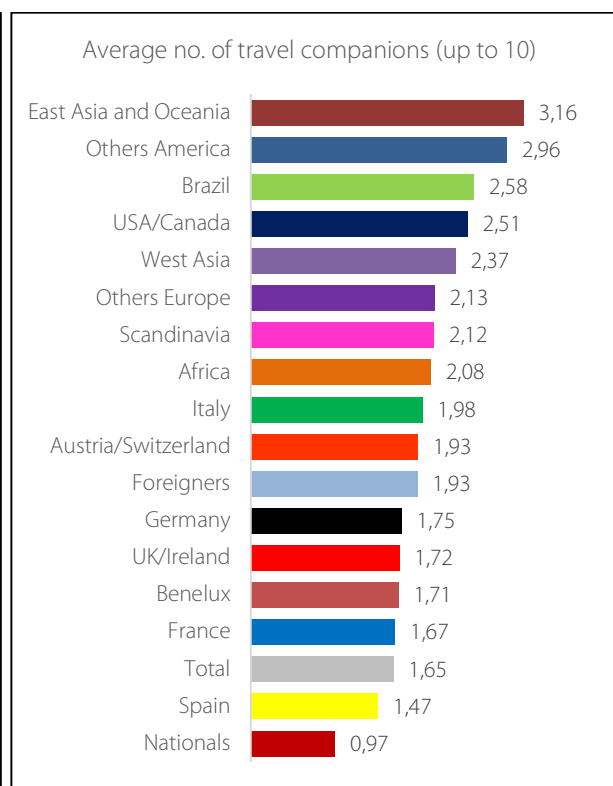
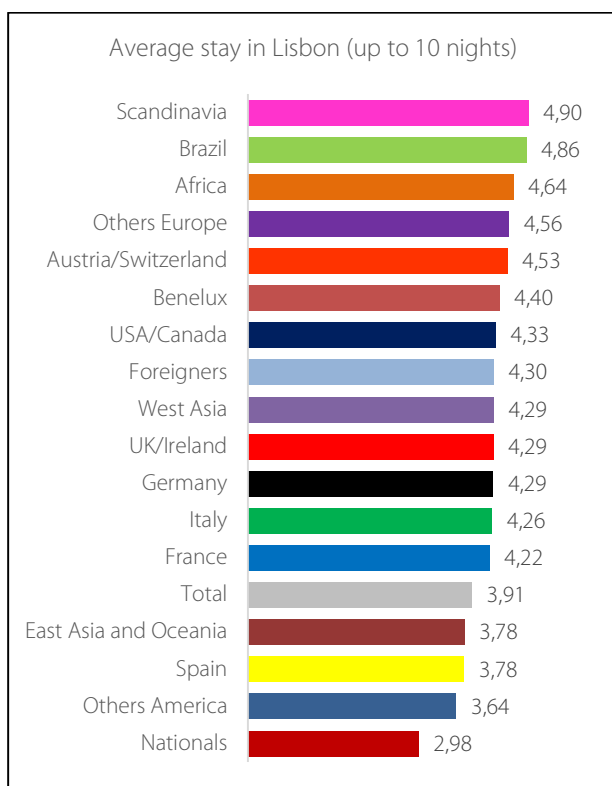
Area of residence - Portugal	
North	31,7%
Centre	22,1%
Madeira	17,0%
Azores	15,1%
Algarve	8,7%
Alentejo	4,8%
Lisbon	0,6%

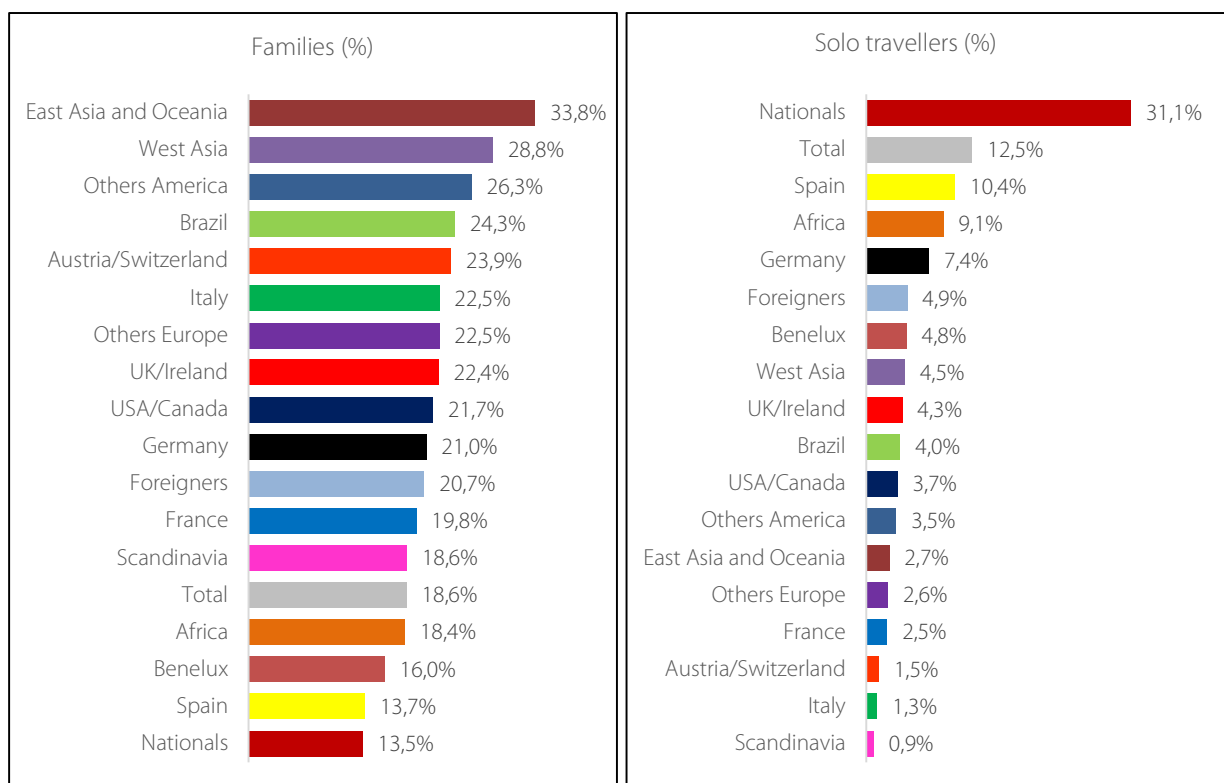
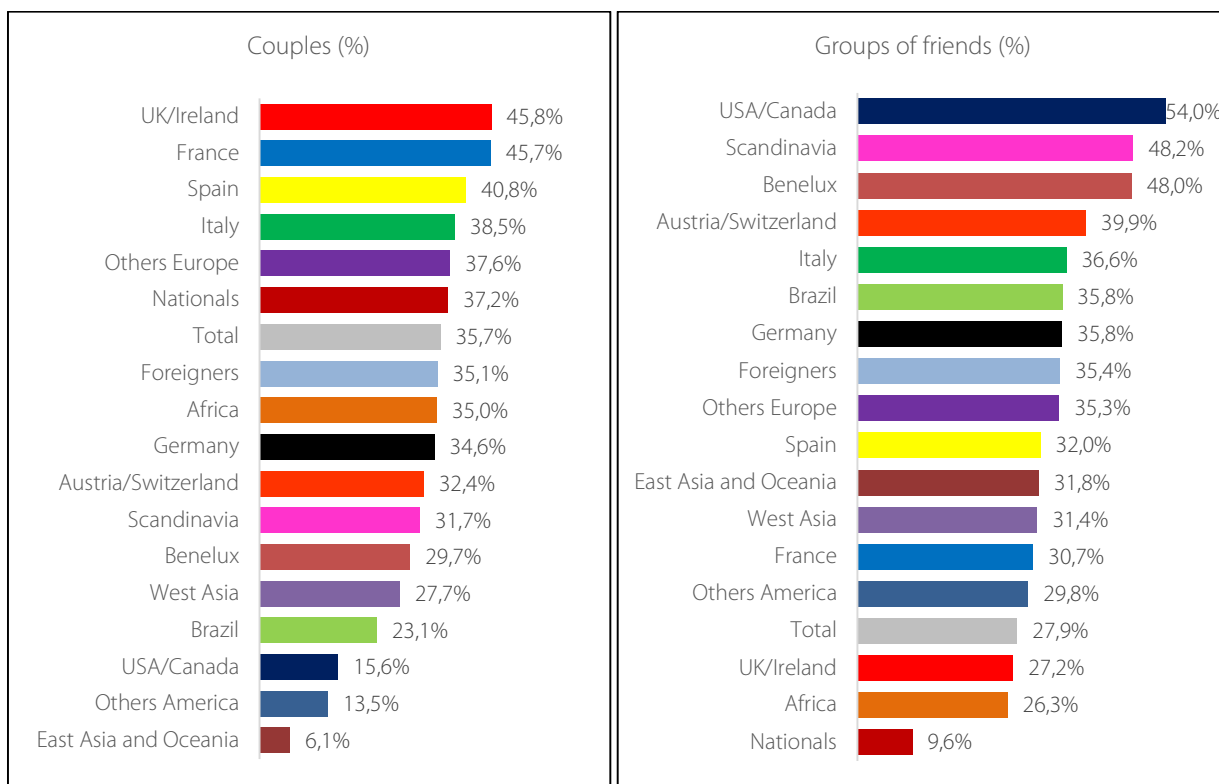


10.3 TOTAL



10.4 BY NATIONALITY AND SEGMENT





11 AVERAGE EXPENSES

11.1 FOREIGNERS

		FOREIGNERS								
		2019			2022			Variation		
		Leisure	Business	Total	Leisure	Business	Total	Leisure	Business	Total
Average daily individual expense (without transportation to Lisbon)	Accommodation	59,17 €	106,61 €	63,00 €	85,40 €	95,85 €	85,94 €	44,3%	-10,1%	36,4%
	Food and Beverage	40,13 €	41,33 €	40,14 €	69,83 €	42,16 €	67,59 €	74,0%	2,0%	68,4%
	Attractions	11,36 €	1,75 €	10,53 €	17,87 €	1,81 €	16,61 €	57,3%	3,5%	57,8%
	Transportation	7,13 €	13,45 €	7,64 €	11,76 €	11,24 €	11,72 €	64,9%	-16,4%	53,4%
	Shopping	n. a.	n. a.	n. a.	30,53 €	25,05 €	30,15 €	n. a.	n. a.	n. a.
	Other	34,54 €	79,58 €	38,92 €	52,64 €	49,93 €	53,54 €	n. a.	n. a.	n. a.
	Global	152,34 €	242,73 €	160,23 €	268,03 €	226,04 €	265,56 €	75,9%	-6,9%	65,7%
Average individual expense (no transportation)		813,61 €	928,40 €	841,55 €	1.441,60 €	818,29 €	1.406,35 €	77,2%	-11,9%	67,1%
Answers		2.509	223	2.749	1.858	124	2.015			

11.2 NATIONALS

		NATIONALS								
		2019			2022			Variation		
		Leisure	Business	Total	Leisure	Business	Total	Leisure	Business	Total
Average daily individual expense (without transportation to Lisbon)	Accommodation	39,97 €	75,05 €	62,21 €	56,42 €	97,62 €	78,11 €	41,2%	30,1%	25,6%
	Food and Beverage	28,29 €	32,82 €	30,22 €	39,59 €	34,25 €	35,17 €	39,9%	4,4%	16,4%
	Attractions	8,24 €	0,29 €	2,43 €	4,77 €	0,34 €	1,72 €	-42,2%	16,3%	-29,1%
	Transportation	4,40 €	2,16 €	2,89 €	4,86 €	2,94 €	3,75 €	10,6%	36,4%	30,1%
	Shopping	n. a.	n. a.	n. a.	34,39 €	10,94 €	20,85 €	n. a.	n. a.	n. a.
	Other	24,72 €	34,24 €	35,14 €	20,44 €	45,91 €	40,57 €	n. a.	n. a.	n. a.
	Global	105,62 €	144,56 €	132,88 €	160,46 €	192,00 €	180,18 €	51,9%	32,8%	35,6%
Average individual expense (no transportation)		450,17 €	486,38 €	484,27 €	736,42 €	632,67 €	717,21 €	63,6%	30,1%	48,1%
Answers		75	177	306	66	103	205			

11.3 TOTAL

		TOTAL								
		2019			2022			Variation		
		Leisure	Business	Total	Leisure	Business	Total	Leisure	Business	Total
Average daily individual expense (without transportation to Lisbon)	Accommodation	57,21 €	81,89 €	61,79 €	80,39 €	97,21 €	82,27 €	40,5%	18,7%	33,2%
	Food and Beverage	38,92 €	34,67 €	37,47 €	64,60 €	36,07 €	59,03 €	66,0%	4,1%	57,6%
	Attractions	11,04 €	0,61 €	8,58 €	15,61 €	0,68 €	12,79 €	41,4%	11,6%	49,0%
	Transportation	6,85 €	4,61 €	6,26 €	10,56 €	4,85 €	9,49 €	54,2%	5,3%	51,6%
	Shopping	n. a.	n. a.	n. a.	31,20 €	14,19 €	28,40 €	n. a.	n. a.	n. a.
	Other	33,54 €	44,07 €	36,60 €	47,07 €	46,84 €	47,81 €	n. a.	n. a.	n. a.
	Global	147,56 €	165,85 €	150,69 €	249,43 €	199,84 €	239,79 €	69,0%	20,5%	59,1%
Average individual expense (no transportation)		744,74 €	613,56 €	725,47 €	1.284,48 €	704,59 €	1.178,41 €	72,5%	14,8%	62,4%
Answers		2.584	400	3.055	1.924	227	2.220			

11.4 BY NATIONALITY AND SEGMENT

Market	Average daily individual expense (no transportation)
Germany	289,09 €
Benelux	287,75 €
France	268,47 €
Foreigners	265,56 €
Italy	256,65 €
Spain	250,00 €
UK/Ireland	244,69 €
America	243,13 €
Total	239,79 €
Nationals	180,18 €

Foreigners - Average daily individual expense (no transportation)	
Groups of friends	285,85 €
Couples	250,07 €
Families	249,90 €
Solo travellers	249,02 €

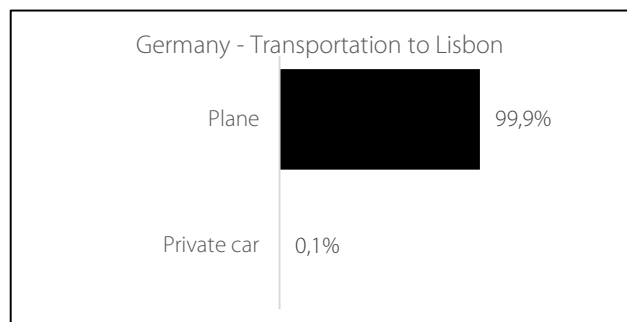
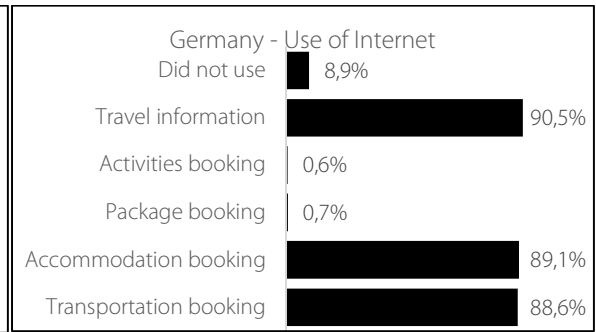
Market	Average individual expense (no transportation)
Benelux	1.552,59 €
Germany	1.528,19 €
Foreigners	1.406,35 €
France	1.402,04 €
Italy	1.350,74 €
America	1.321,70 €
UK/Ireland	1.293,78 €
Spain	1.194,24 €
Total	1.178,41 €
Nationals	717,21 €

Foreigners - Average individual expense (no transportation)	
Groups of friends	1.545,64 €
Families	1.470,81 €
Couples	1.277,85 €
Solo travellers	935,04 €

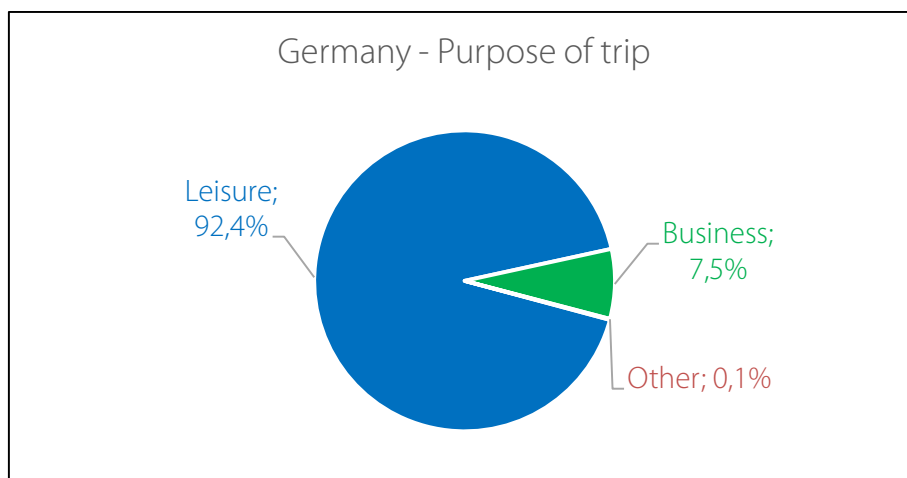
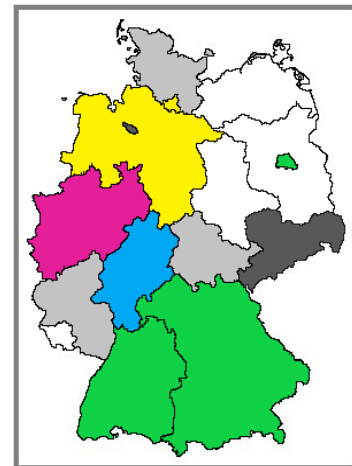
12 PROFILE BY NATIONALITY

GERMANY (949 interviews)





Area of residence - Germany	
Nordrhein-Westfalen	29,3%
Hessen	15,4%
Berlin	11,9%
Bayern	11,1%
Baden-Württemberg	10,9%
Hamburg	7,6%
Niedersachsen	5,2%
Sachsen	4,2%
Bremen	3,9%
Schleswig-Holstein	0,3%
Thüringen	0,2%
Rheinland- Pfalz	0,1%

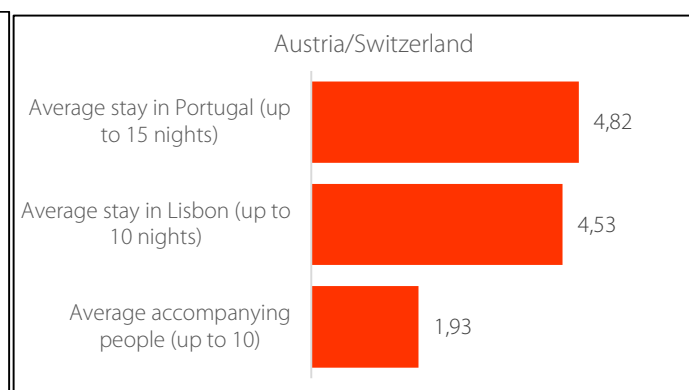
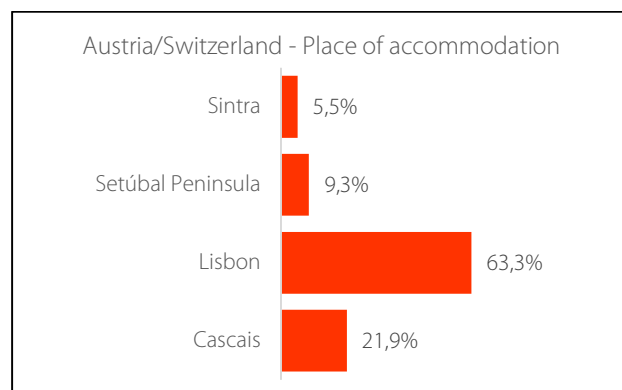
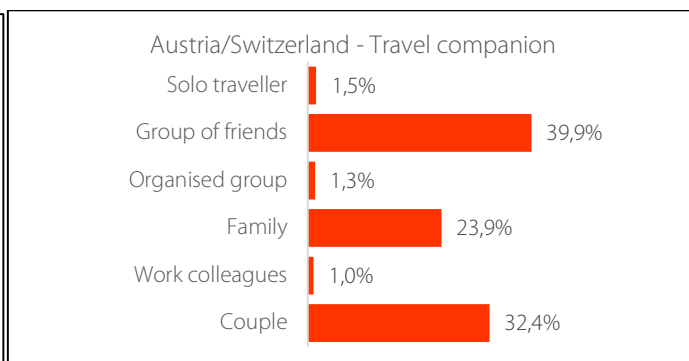
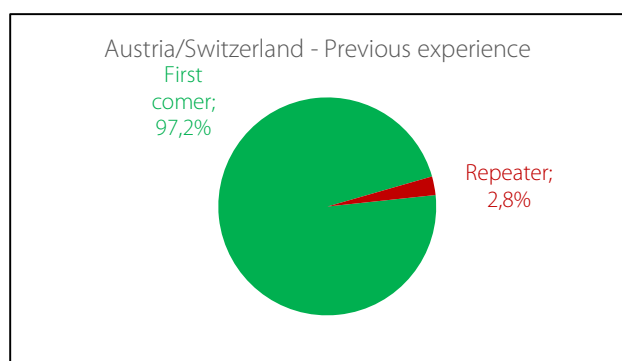
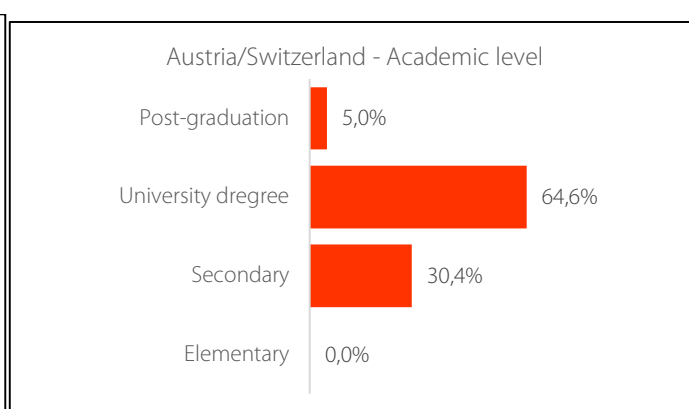
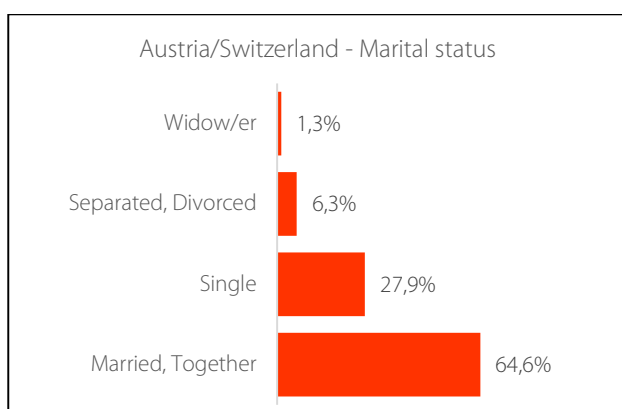
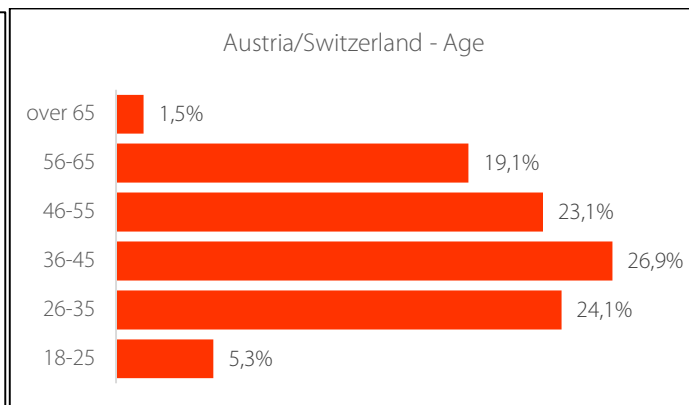
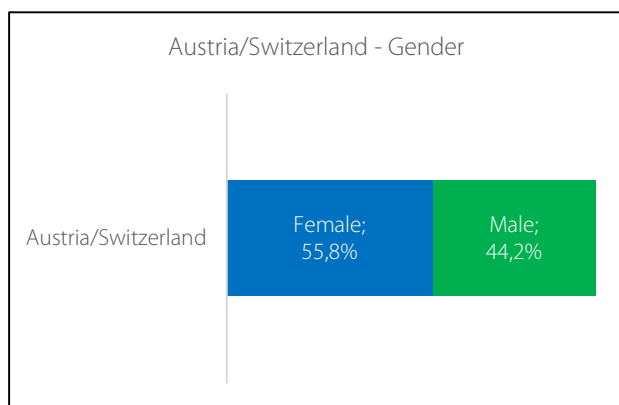


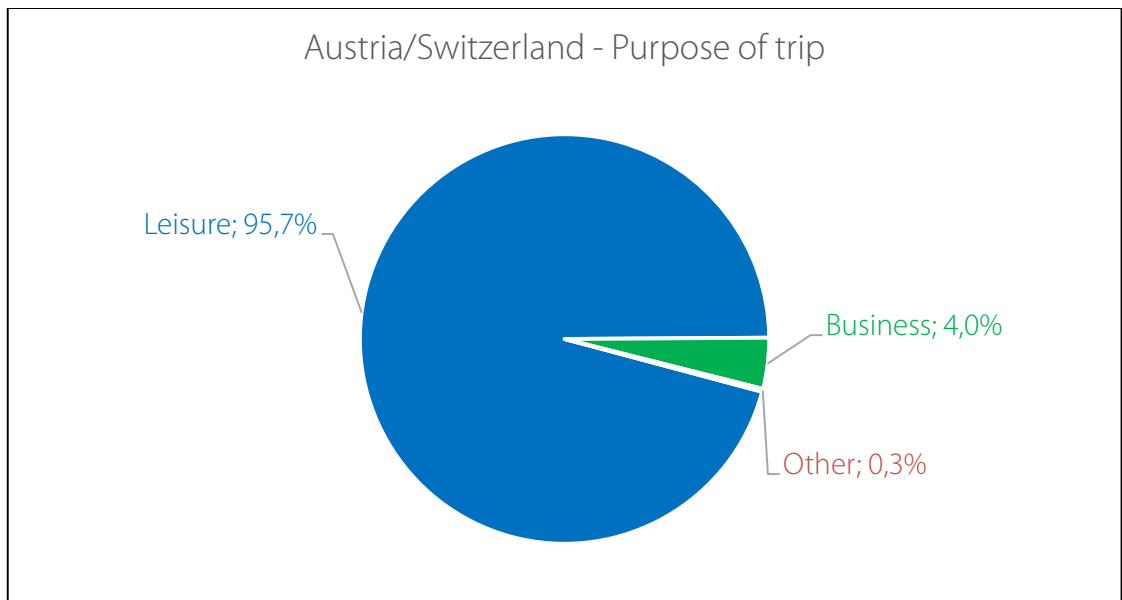
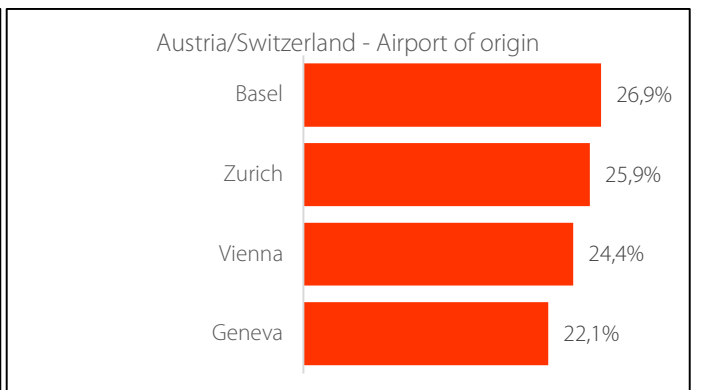
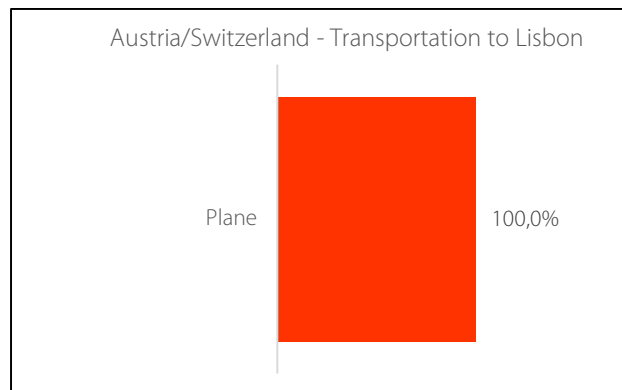
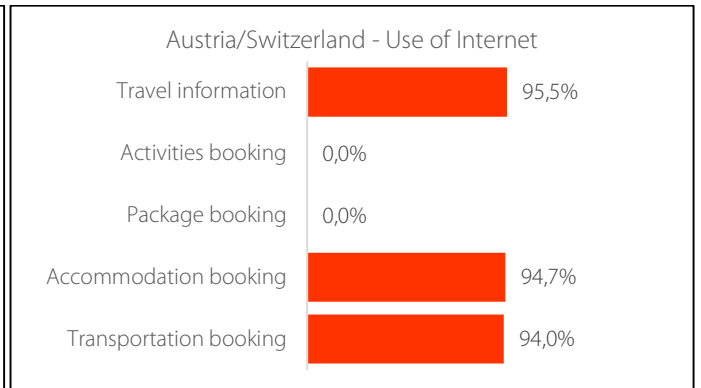
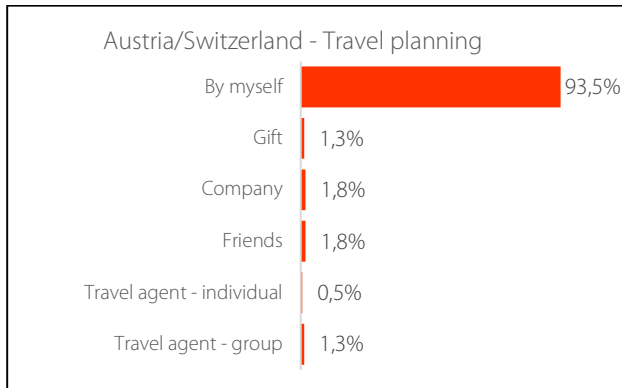
PRODUCT	Germany
City & Short Break	91,3%
Private business	5,7%
MI	1,3%
Touring Portugal	0,9%
Fair	0,5%
Nature	0,1%
Sun and Sea	0,1%
Visiting family/friends	0,1%

PURPOSE OF TRIP	Germany
Visit monuments and museums	91,1%
Gastronomy and wine	90,8%
To know the modern Lisbon	86,2%
To know the Portuguese culture	64,8%
Sightseeing	59,2%
Have fun with friends	36,4%
Rest, relax	29,8%
Nightlife	23,9%
Take advantage of good weather	18,8%
To be with family	11,2%
Attend cultural events	10,0%
Go to recommended restaurants	8,9%
Professional business	7,6%
Contact with Nature	6,1%
Contact with local people	5,8%
Attend sport events	1,4%
Play sports	0,6%

		Germany		
		2019	2022	var. %
Average daily individual expense (without transportation to Lisbon)	Accommodation	62,53 €	92,80 €	48,4%
	Food and Beverage	41,23 €	76,20 €	84,8%
	Attractions	11,48 €	20,51 €	78,6%
	Transportation	7,78 €	12,97 €	66,7%
	Shopping	n. a.	32,86 €	n. a.
	Other	29,55 €	53,76 €	n. a.
	Global	152,57 €	289,09 €	89,5%
Average individual expense (no transportation)		797,92 €	1.528,19 €	91,5%
Answers		298	352	

AUSTRIA/SWITZERLAND (398 interviews)

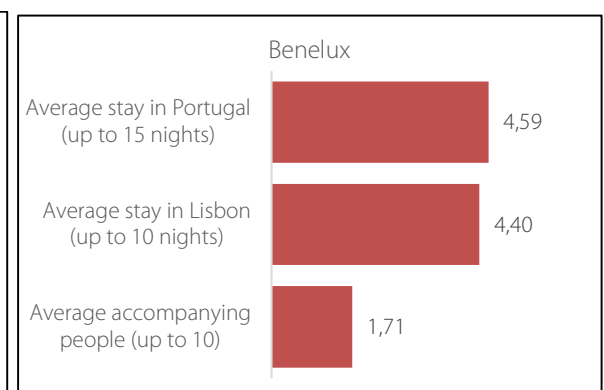
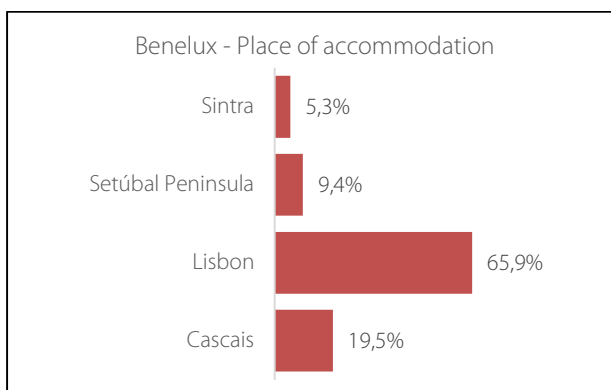
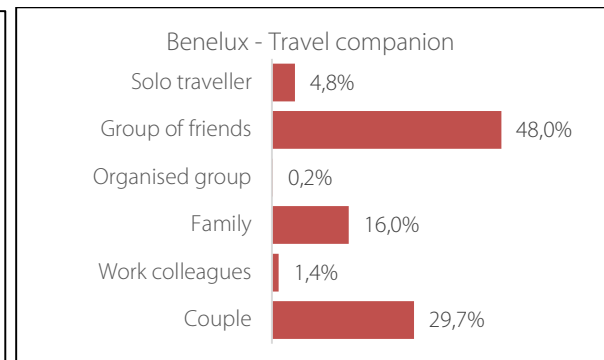
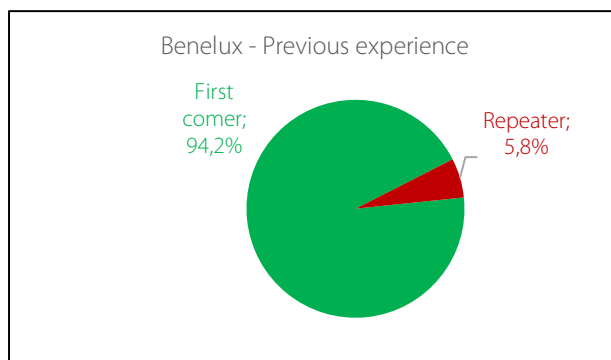
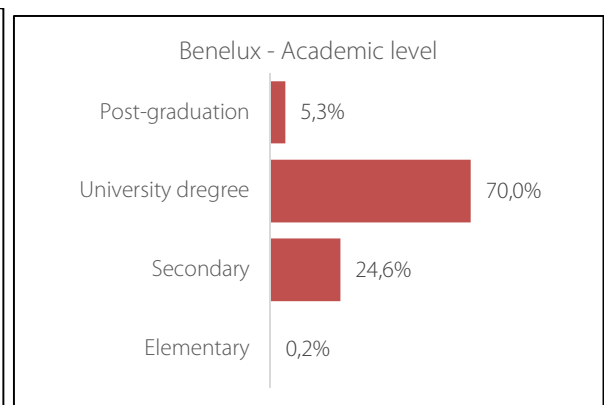
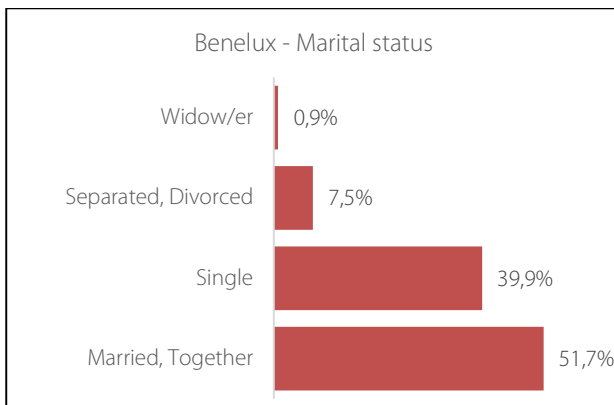
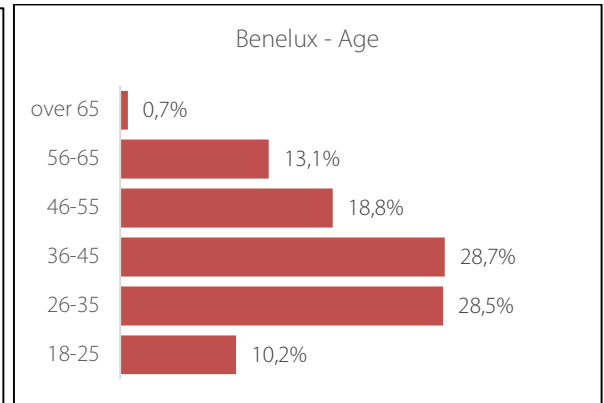
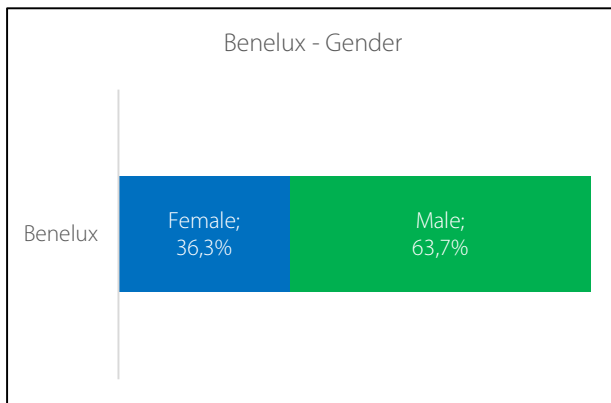


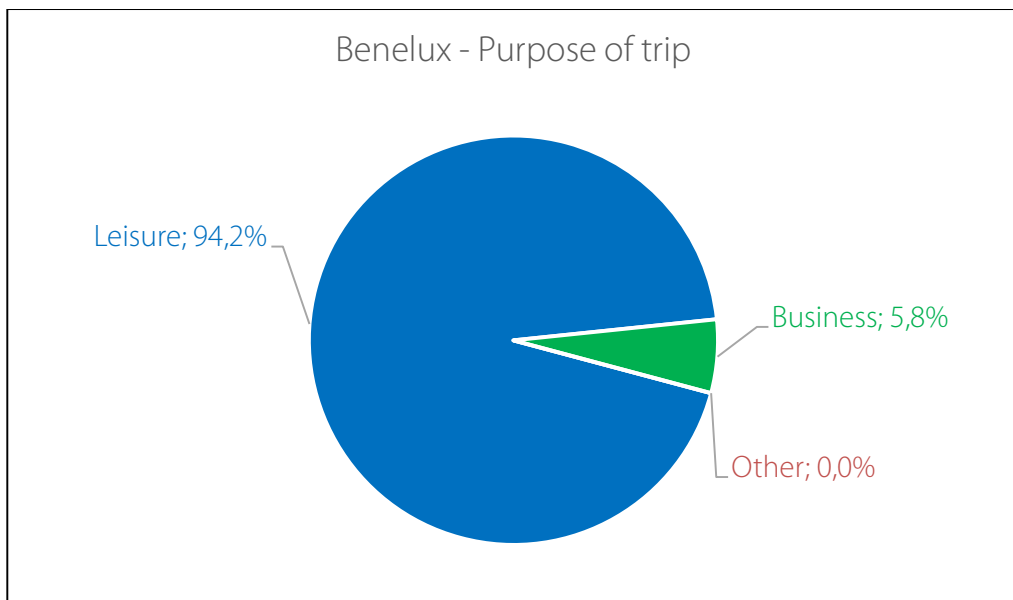
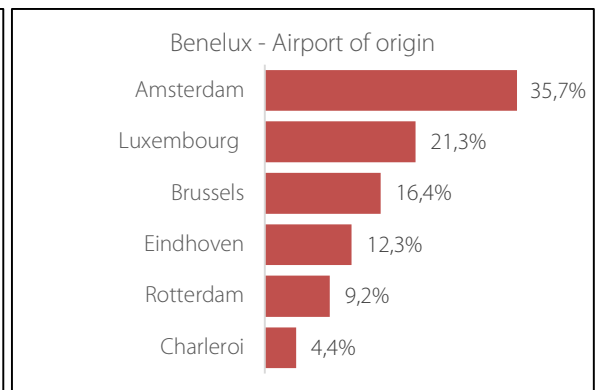
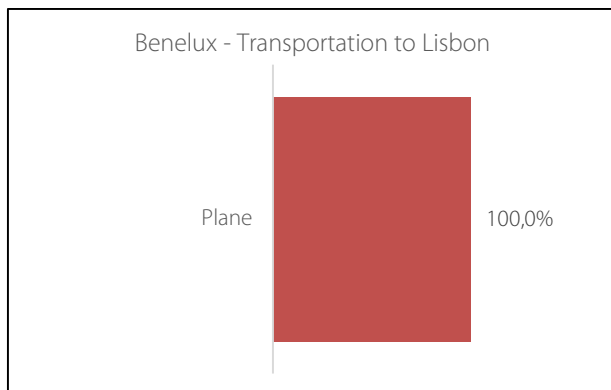
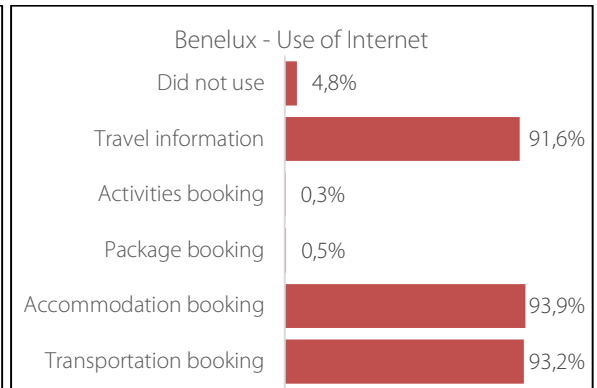
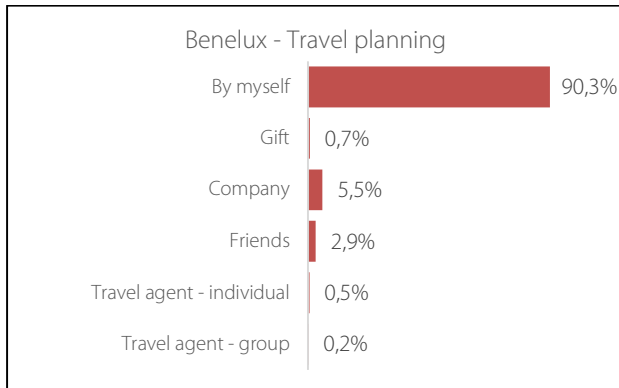


PRODUCT	Austria/Switzerland
City & Short Break	96,2%
Touring Portugal	1,8%
Private business	1,0%
Fair	0,8%
Studies	0,3%

PURPOSE OF TRIP	Austria/Switzerland
Gastronomy and wine	96,5%
Visit monuments and museums	96,2%
To know the modern Lisbon	91,5%
To know the Portuguese culture	73,9%
Sightseeing	63,6%
Have fun with friends	41,2%
Take advantage of good weather	33,4%
Rest, relax	30,7%
Nightlife	28,4%
Attend cultural events	13,3%
To be with family	10,6%
Contact with local people	8,5%
Contact with Nature	8,0%
Go to recommended restaurants	6,8%
Professional business	2,3%
Attend sport events	1,8%
Play sports	0,5%

BENELUX (586 interviews)



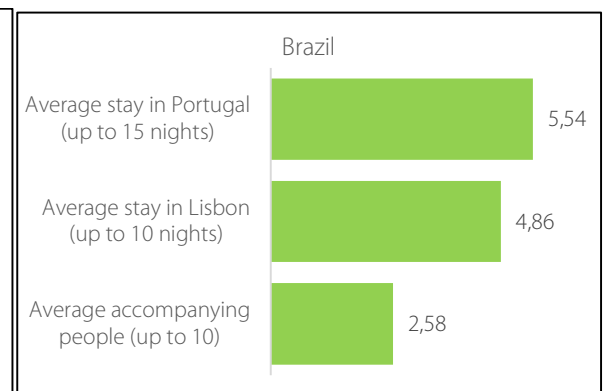
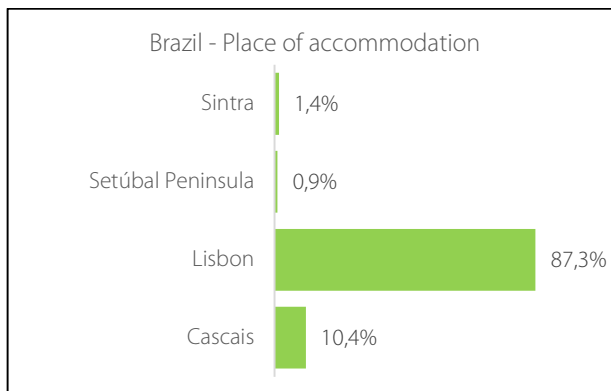
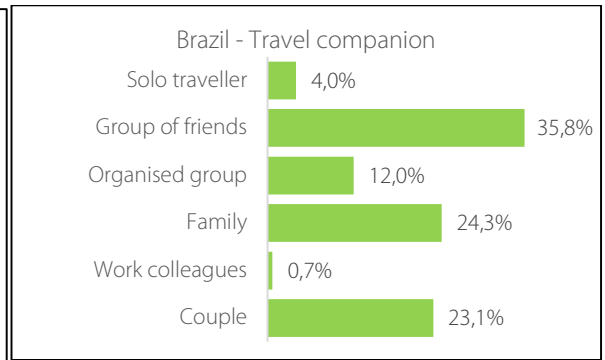
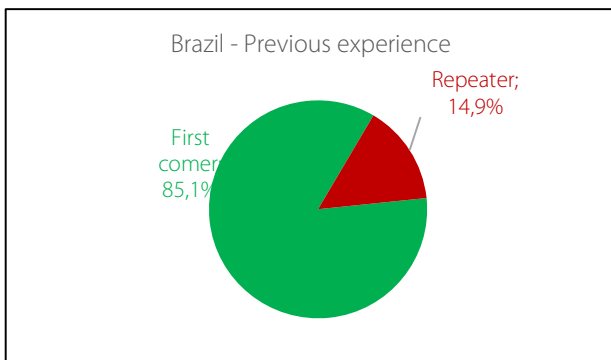
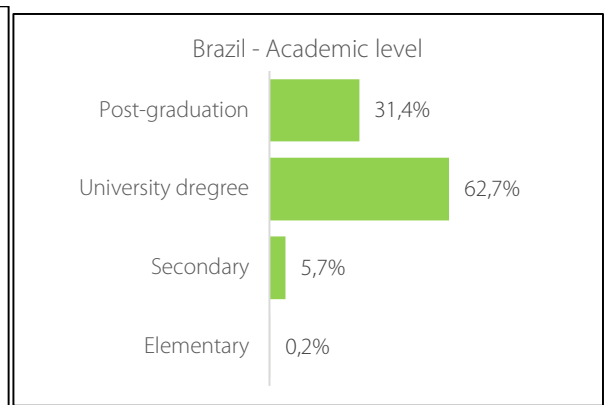
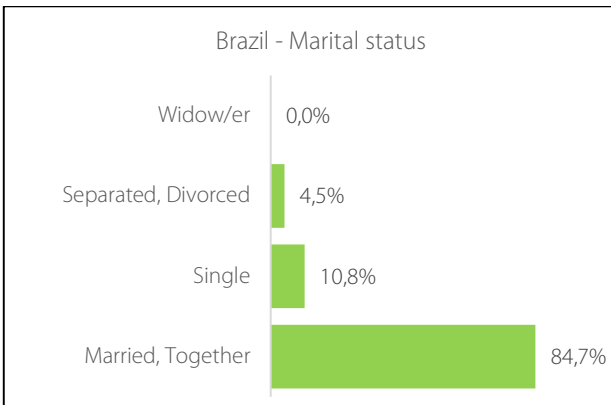
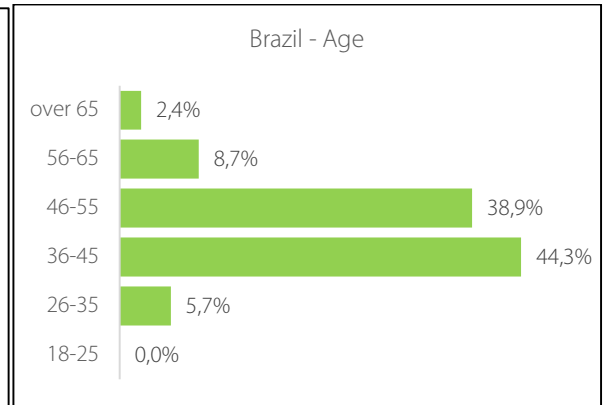
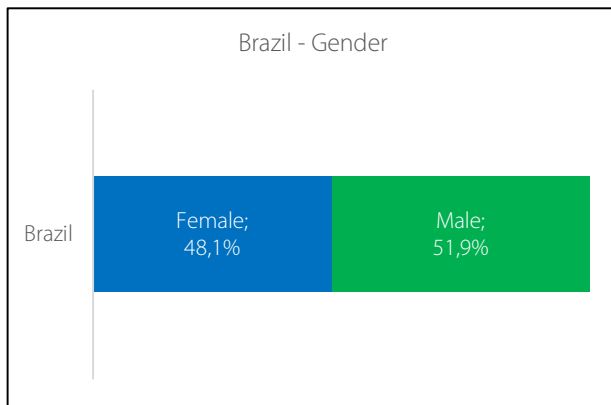


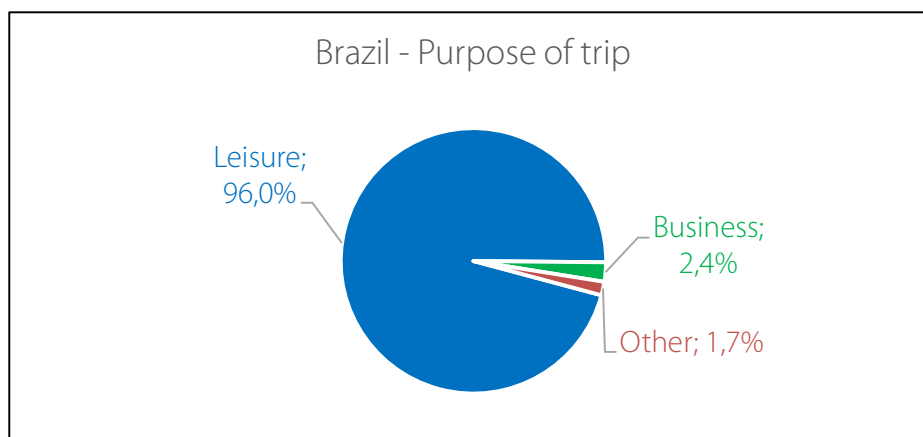
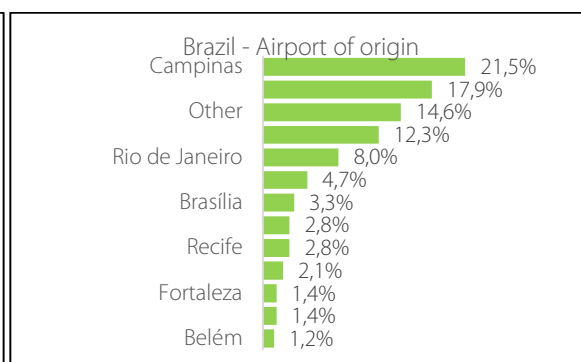
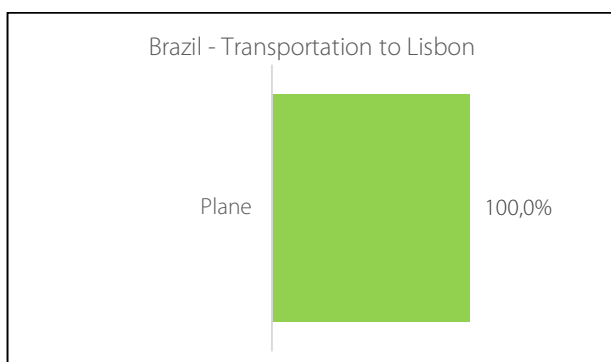
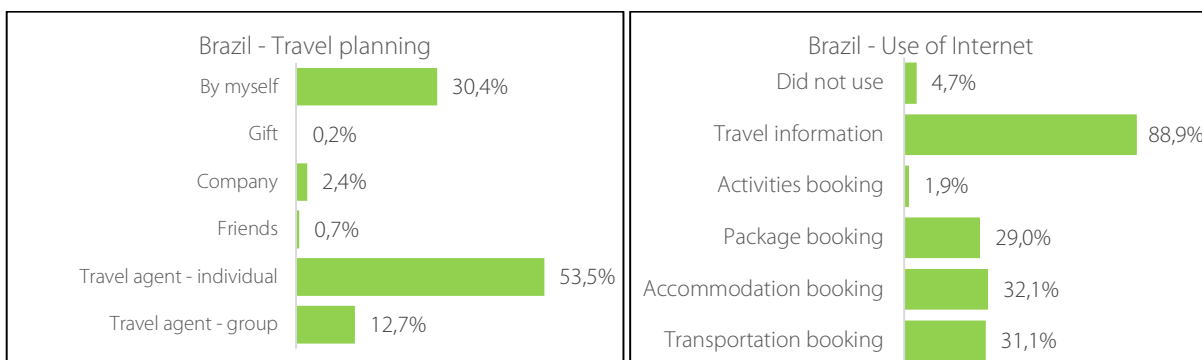
PRODUCT	Benelux
City & Short Break	93,0%
Private business	3,6%
MI	1,2%
Touring Portugal	1,0%
Fair	1,0%
Cultural events	0,2%

PURPOSE OF TRIP	Benelux
Visit monuments and museums	93,5%
Gastronomy and wine	92,2%
To know the modern Lisbon	86,0%
Sightseeing	65,7%
To know the Portuguese culture	65,5%
Have fun with friends	50,3%
Nightlife	41,3%
Rest, relax	23,4%
Take advantage of good weather	16,2%
Contact with local people	14,7%
Attend cultural events	11,3%
Contact with Nature	9,6%
To be with family	7,2%
Professional business	3,9%
Go to recommended restaurants	3,9%
Attend sport events	2,0%
Play sports	0,7%
Stay at a good hotel	0,2%

		Benelux		
		2019	2022	var. %
Average daily individual expense (without transportation to Lisbon)	Accommodation	63,38 €	93,97 €	48,3%
	Food and Beverage	40,26 €	71,64 €	77,9%
	Attractions	10,33 €	19,02 €	84,1%
	Transportation	7,84 €	13,45 €	71,6%
	Shopping	n. a.	31,17 €	n. a.
	Other	31,47 €	58,51 €	n. a.
	Global	153,27 €	287,75 €	87,7%
Average individual expense (no transportation)		808,32 €	1.552,59 €	92,1%
Answers		191	268	

BRAZIL (424 interviews)

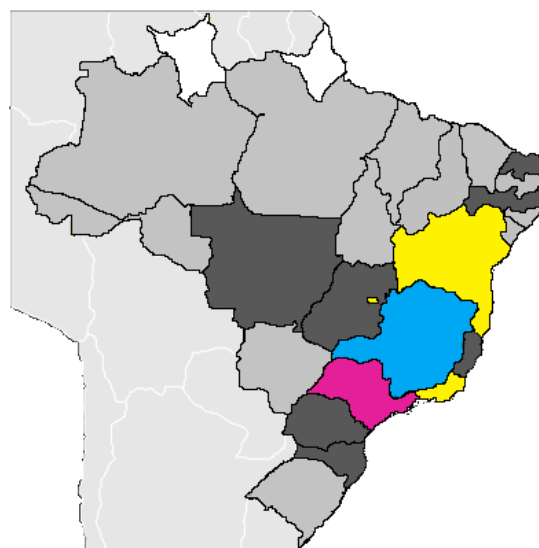




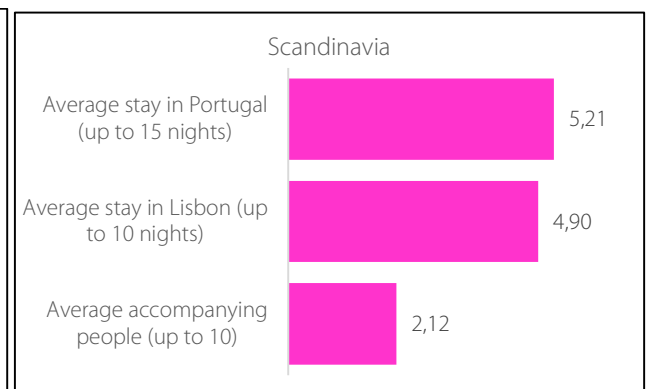
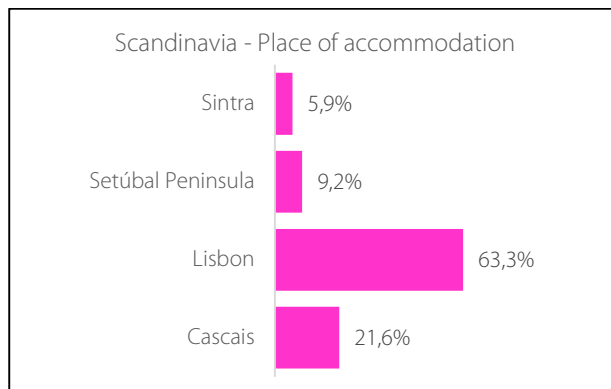
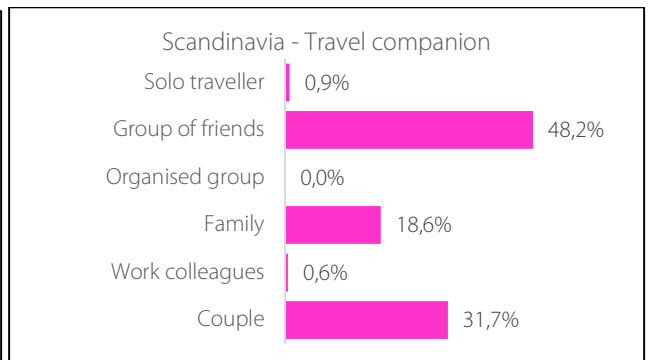
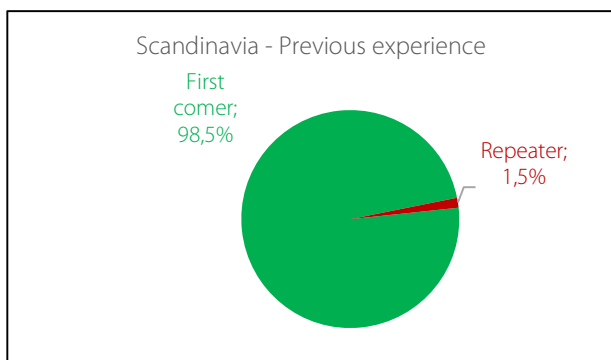
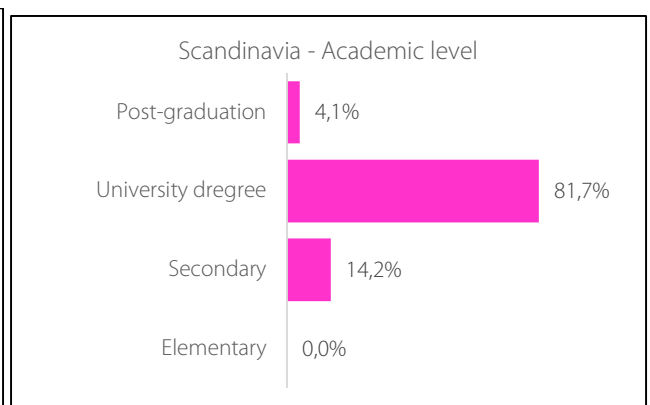
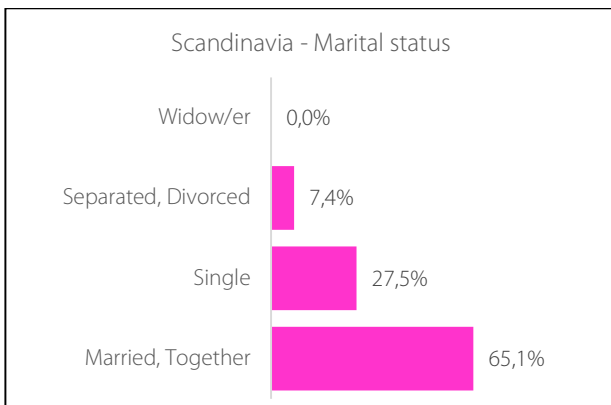
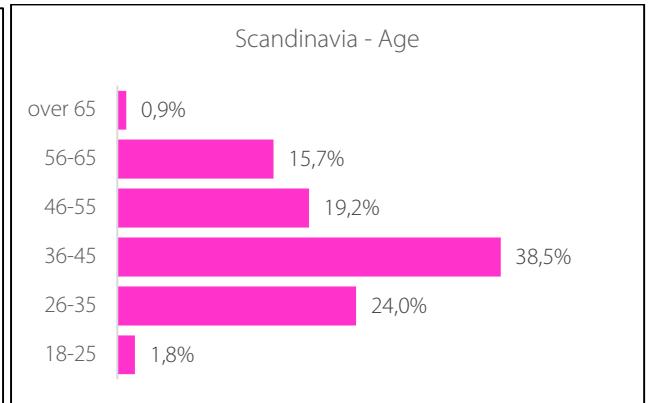
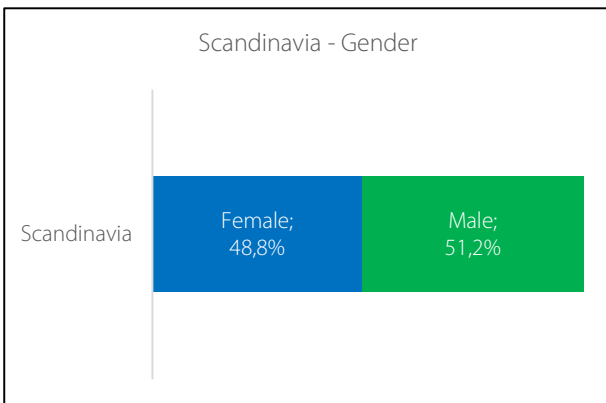
PRODUCT	Brazil
City & Short Break	88,0%
Touring Portugal	7,8%
Private business	2,1%
Studies	0,5%
MI	0,2%
Other	0,2%
Pilgrimage	0,2%
Health	0,2%
Sun and Sea	0,2%
In transit	0,2%
Visiting family/friends	0,2%

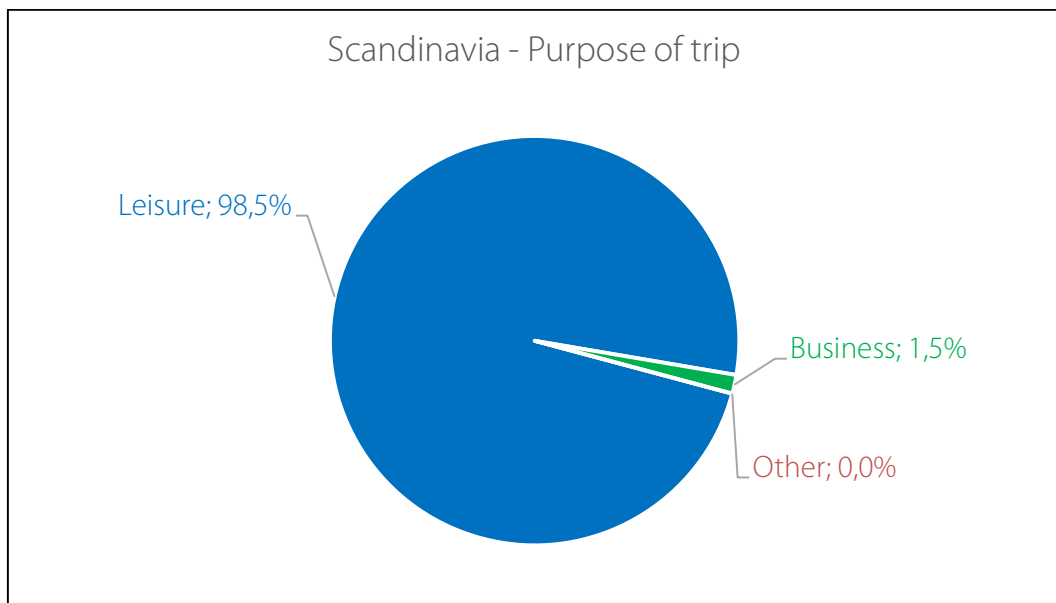
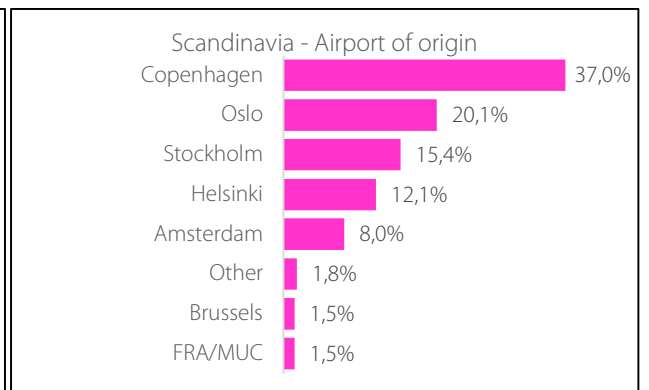
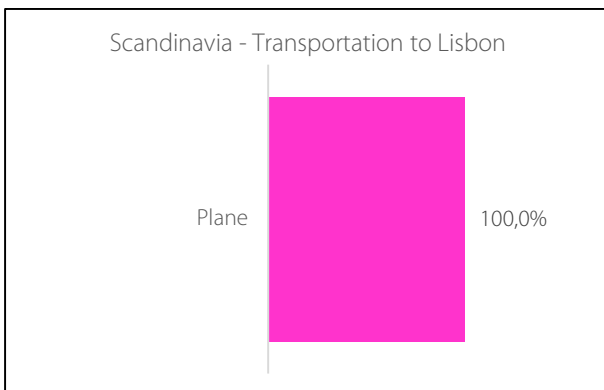
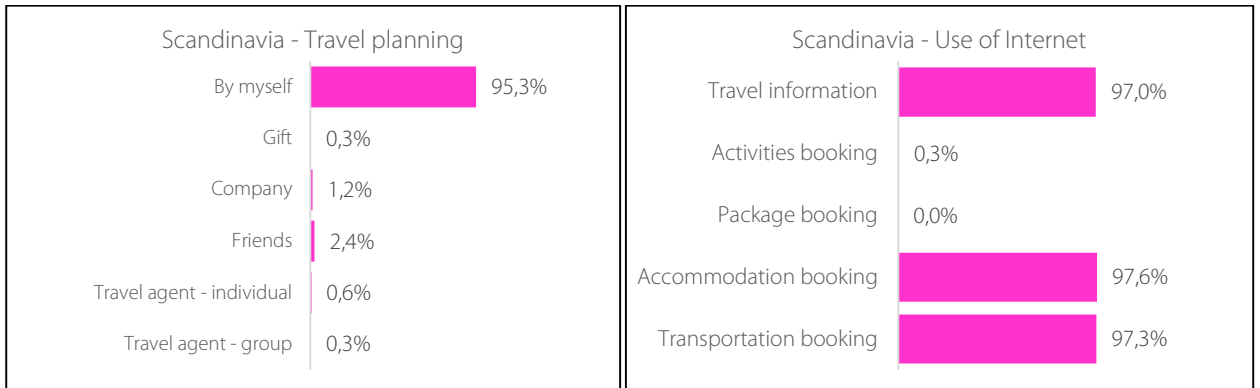
PURPOSE OF TRIP	Brazil
Gastronomy and wine	96,9%
Visit monuments and museums	95,5%
To know the Portuguese culture	85,8%
To know the modern Lisbon	80,7%
Sightseeing	80,4%
Attend cultural events	66,5%
Have fun with friends	59,9%
Nightlife	17,7%
Contact with local people	15,1%
Contact with Nature	14,2%
Go to recommended restaurants	11,6%
Rest, relax	9,4%
Take advantage of good weather	6,4%
Attend sport events	5,2%
To be with family	2,8%
Stay at a good hotel	1,4%
Professional business	1,2%
Play sports	0,9%
Health reasons	0,2%

Area of residence - Brazil	
São Paulo	27,1%
Minas Gerais	16,5%
Rio de Janeiro	8,0%
Distrito Federal	6,1%
Bahia	5,7%
Paraná	3,8%
Santa Catarina	3,5%
Espírito Santo	3,3%
Goiás	3,3%
Rio Grande do Norte	3,3%
Mato Grosso	3,1%
Pernambuco	3,1%
Rio Grande do Sul	2,4%
Amazonas	2,1%
Ceará	1,4%
Mato Grosso do Sul	1,4%
Pará	1,4%
Tocantins	1,2%
Acre	0,7%
Rondônia	0,7%
Alagoas	0,5%
Paraíba	0,5%
Sergipe	0,5%
Maranhão	0,2%
Piauí	0,2%



SCANDINAVIA (338 interviews)

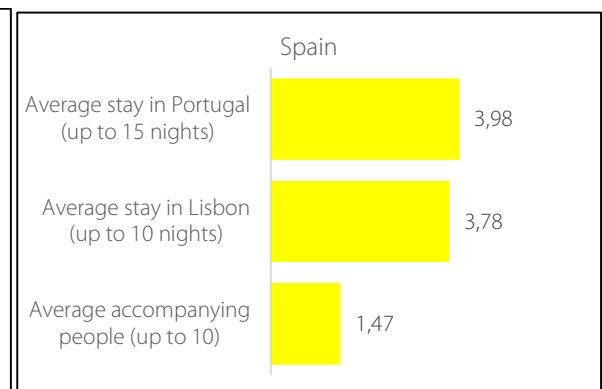
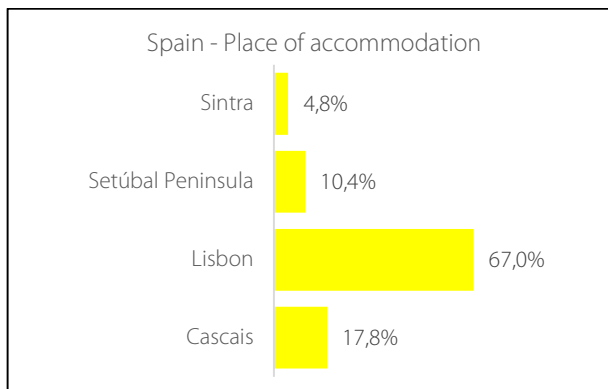
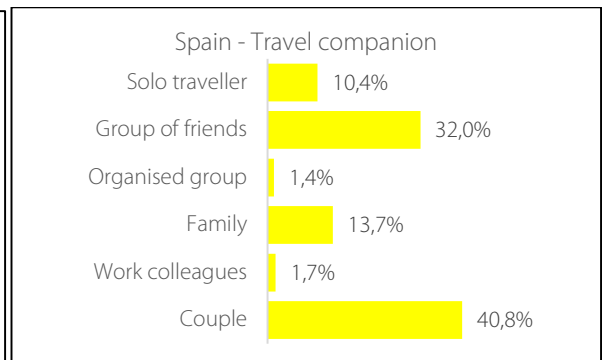
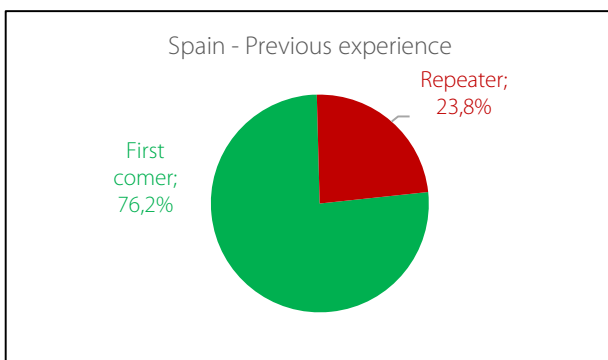
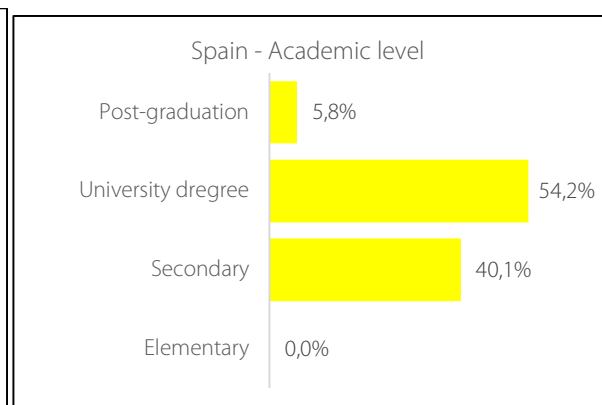
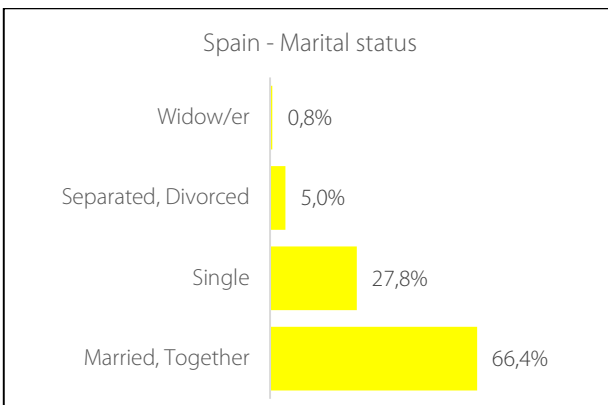
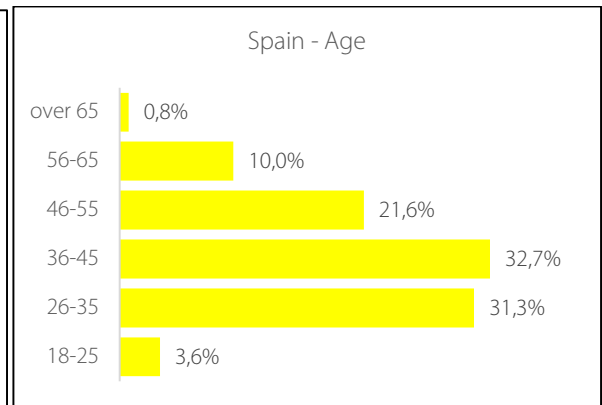
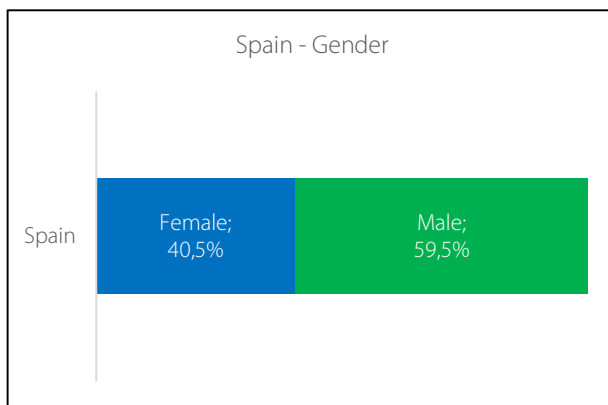


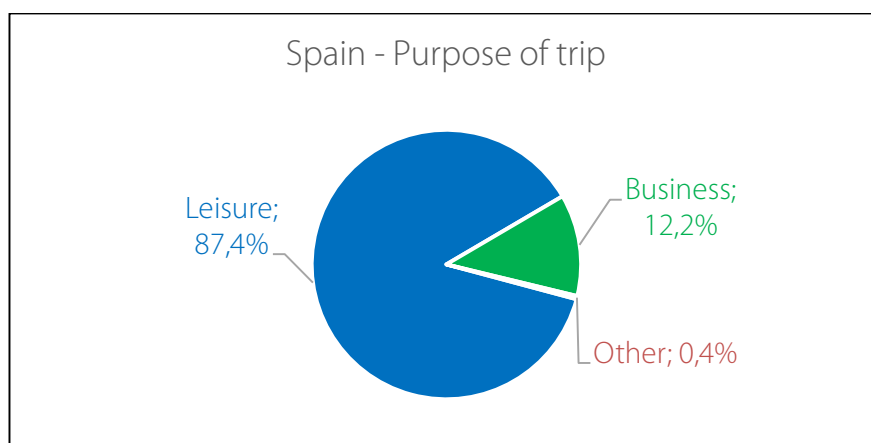
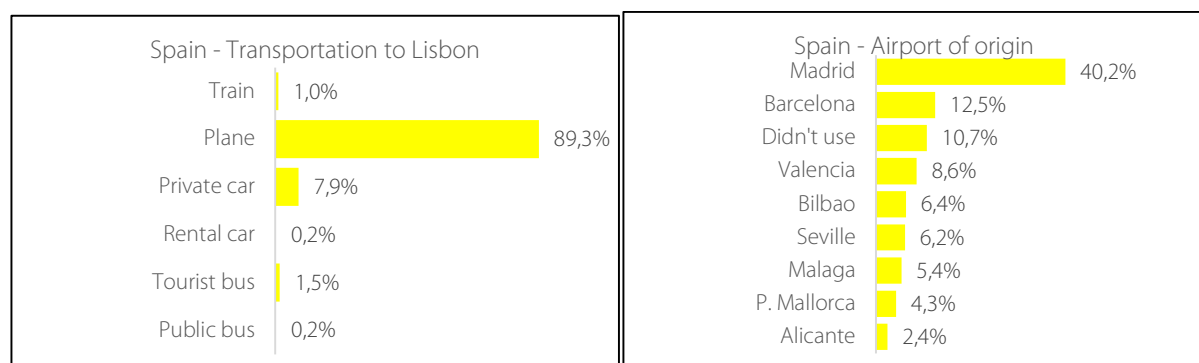
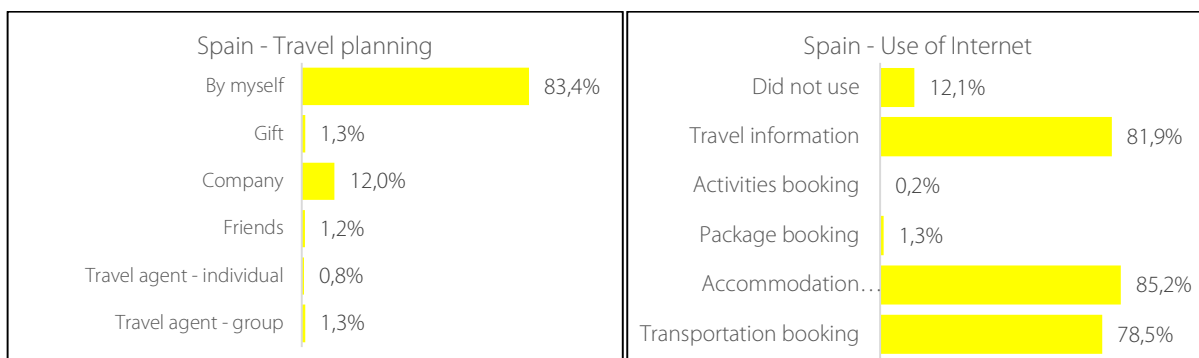


PRODUCT	Scandinavia
City & Short Break	97,6%
Touring Portugal	0,9%
Private business	0,9%
Fair	0,3%
MI	0,3%

PURPOSE OF TRIP	Scandinavia
Visit monuments and museums	97,9%
Gastronomy and wine	96,2%
To know the modern Lisbon	90,8%
To know the Portuguese culture	87,0%
Sightseeing	73,4%
Take advantage of good weather	53,8%
Have fun with friends	51,5%
Rest, relax	37,3%
Nightlife	33,7%
Attend cultural events	22,8%
Contact with local people	8,0%
Contact with Nature	8,0%
To be with family	5,6%
Attend sport events	4,1%
Go to recommended restaurants	3,8%
Professional business	1,2%
Play sports	0,9%

SPAIN (1.006 interviews)

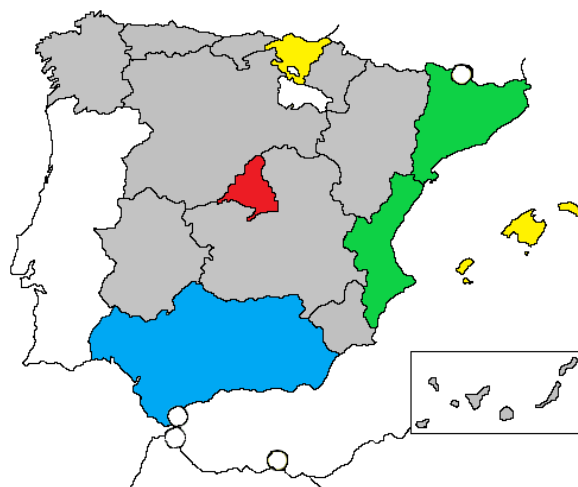




PRODUCT	Spain
City & Short Break	85,9%
Private business	9,8%
MI	1,7%
Touring Portugal	1,3%
Fair	0,7%
Cultural events	0,2%
Studies	0,1%
Other	0,1%
Health	0,1%
In transit	0,1%

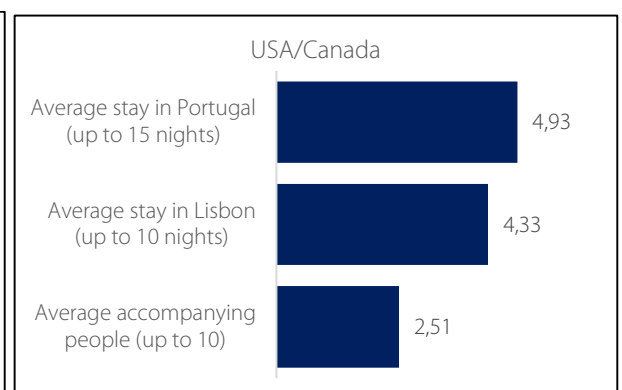
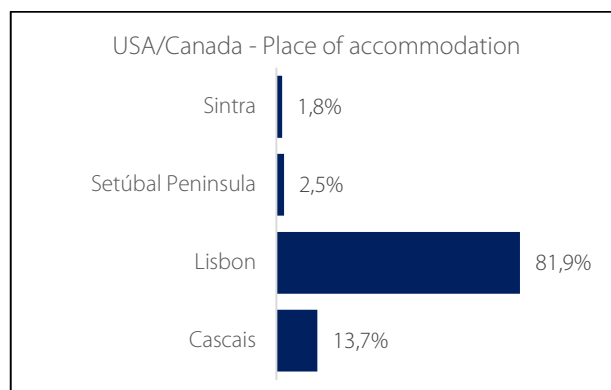
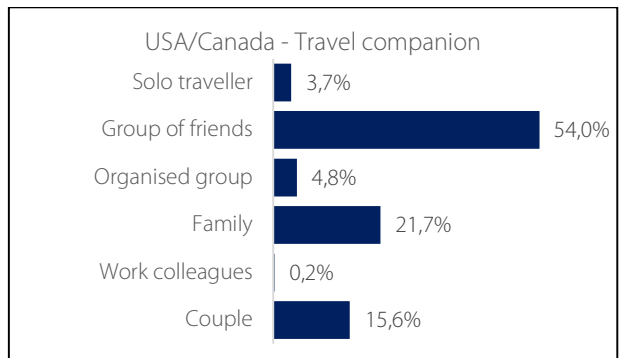
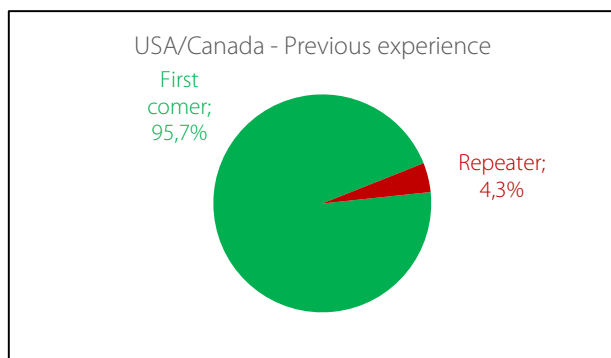
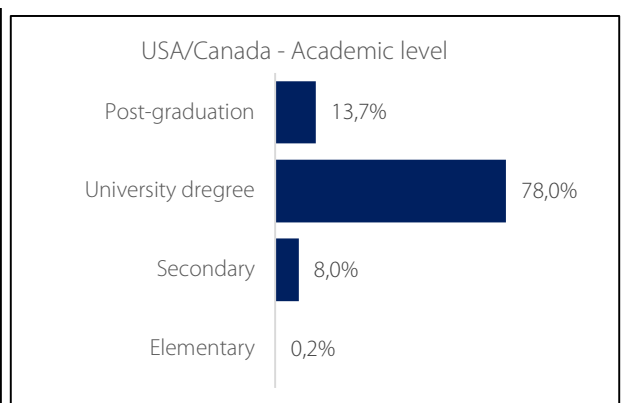
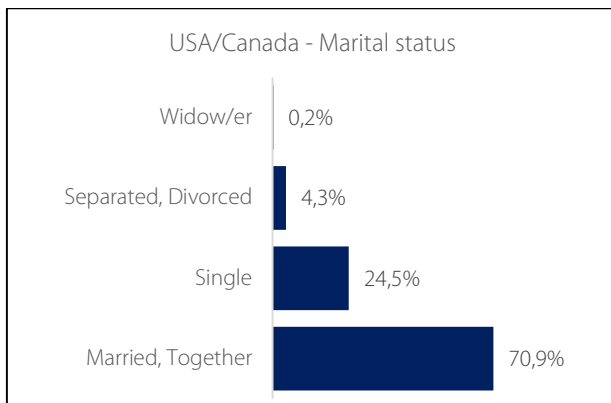
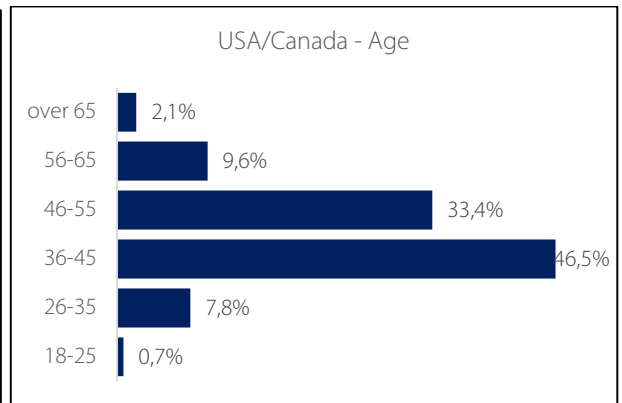
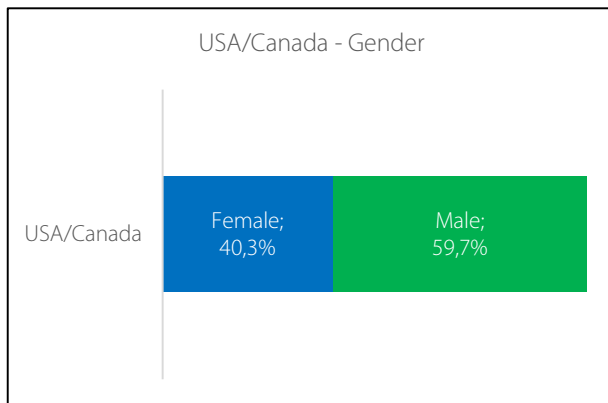
PURPOSE OF TRIP	Spain
Gastronomy and wine	83,9%
Visit monuments and museums	83,5%
To know the modern Lisbon	69,6%
Sightseeing	66,8%
Have fun with friends	32,3%
Nightlife	25,0%
To know the Portuguese culture	24,4%
Rest, relax	20,1%
Professional business	10,4%
Go to recommended restaurants	8,0%
Contact with Nature	6,6%
Contact with local people	5,6%
To be with family	5,2%
Attend cultural events	4,6%
Attend sport events	1,0%
Take advantage of good weather	0,5%
Play sports	0,4%
Stay at a good hotel	0,1%
Health reasons	0,1%

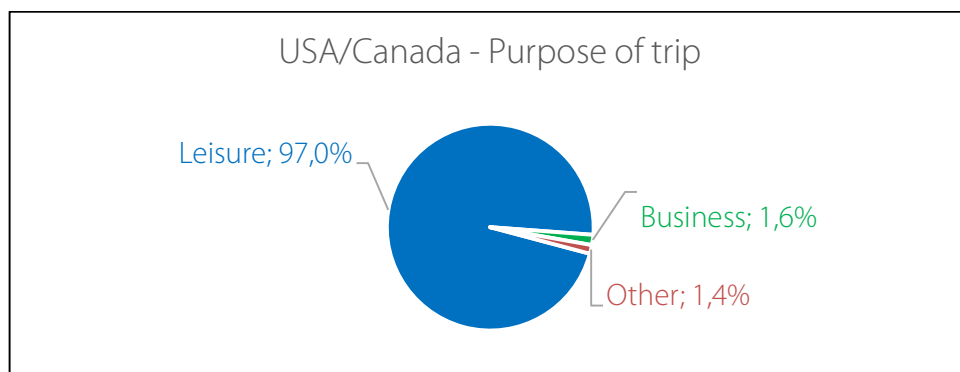
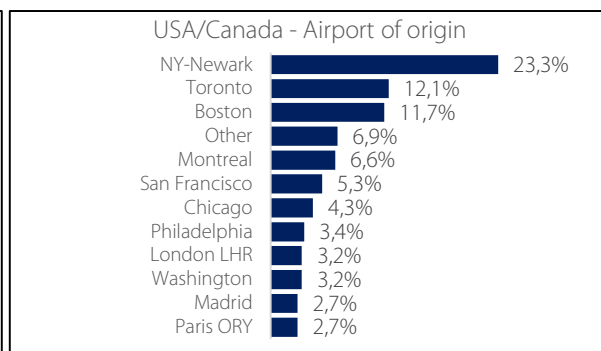
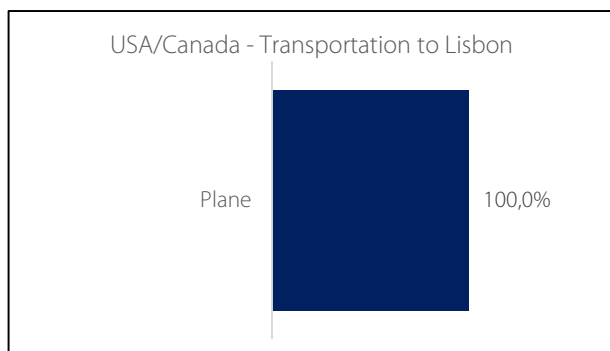
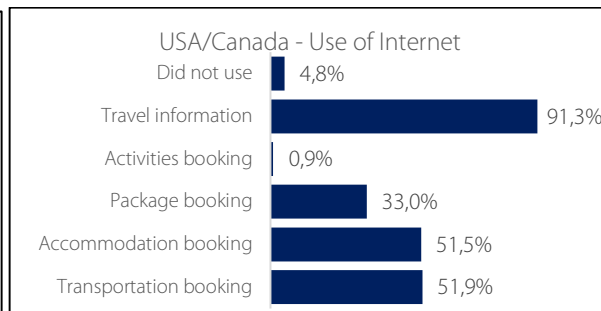
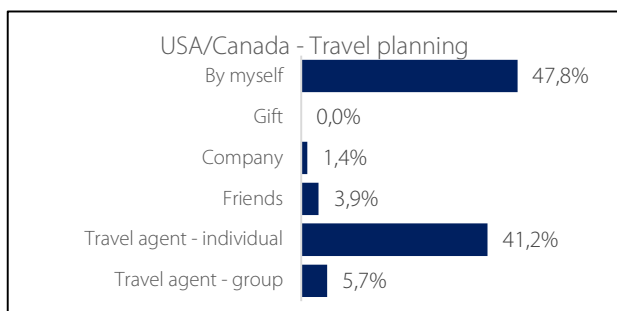
Area of residence - Spain	
Com. Madrid	34,4%
Andalucía	18,7%
Cataluña	12,6%
Com. Valenciana	11,8%
País Vasco	6,6%
Baleares	5,8%
Aragón	2,3%
Extremadura	2,0%
Asturias	1,7%
Canarias	1,5%
Galicia	1,4%
Castilla y Leon	0,5%
Castilla-La Mancha	0,4%
Región de Murcia	0,4%



		Spain		
		2019	2022	var. %
Average daily individual expense (without transportation to Lisbon)	Accommodation	59,49 €	80,74 €	35,7%
	Food and Beverage	38,70 €	67,83 €	75,3%
	Attractions	8,63 €	14,97 €	73,5%
	Transportation	7,15 €	11,21 €	56,8%
	Shopping	n. a.	26,09 €	n. a.
	Other	31,14 €	49,16 €	n. a.
	Global	145,11 €	250,00 €	72,3%
Average individual expense (no transportation)		665,62 €	1.194,24 €	79,4%
Answers		385	362	

USA/CANADA (437 interviews)

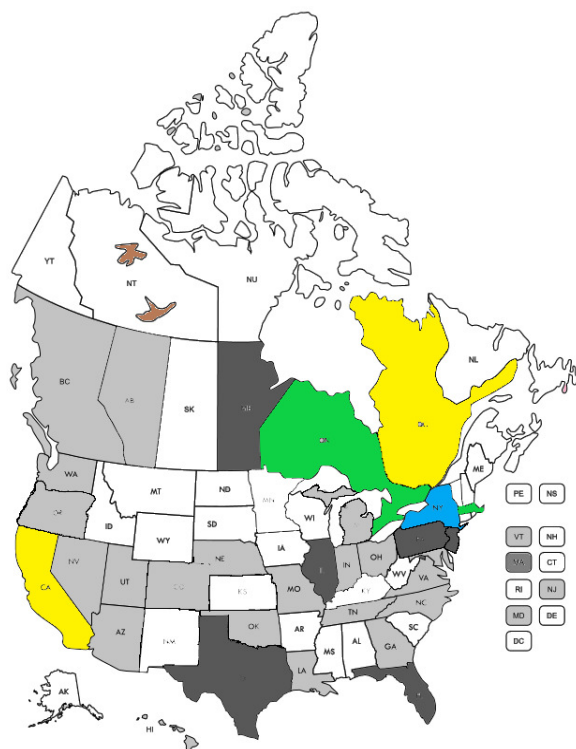




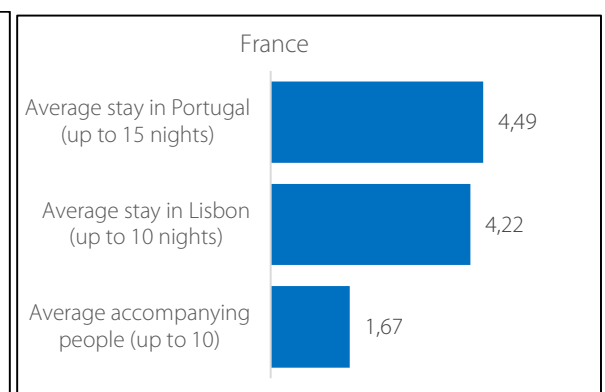
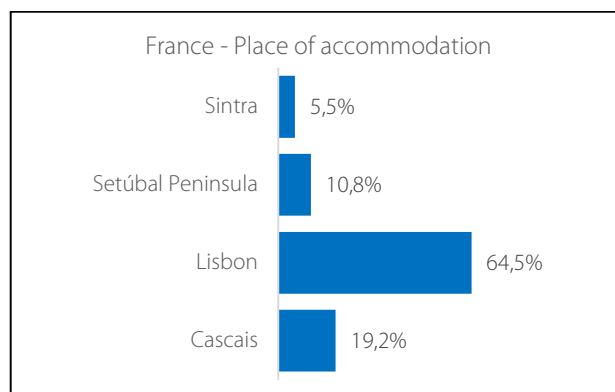
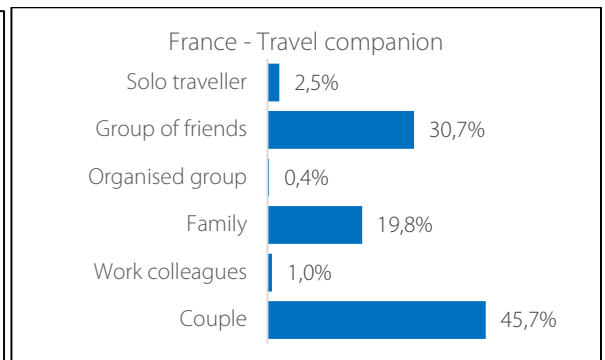
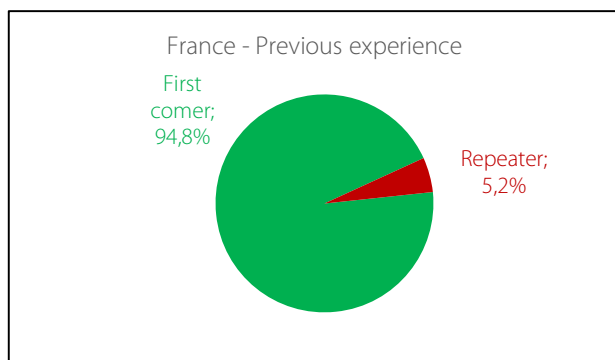
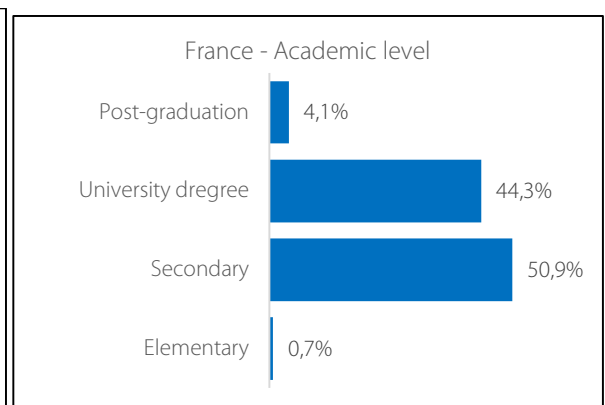
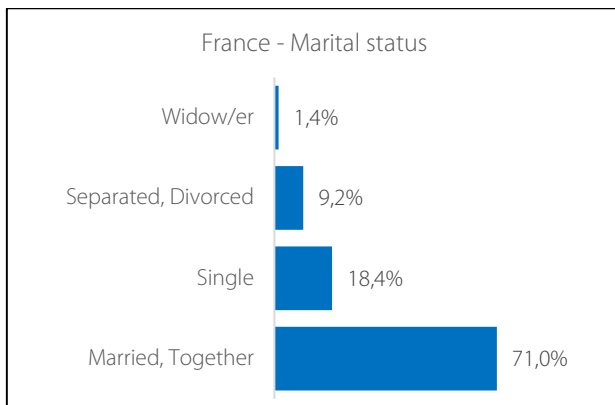
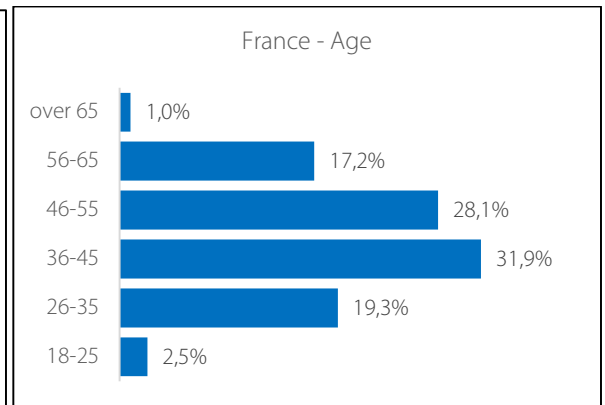
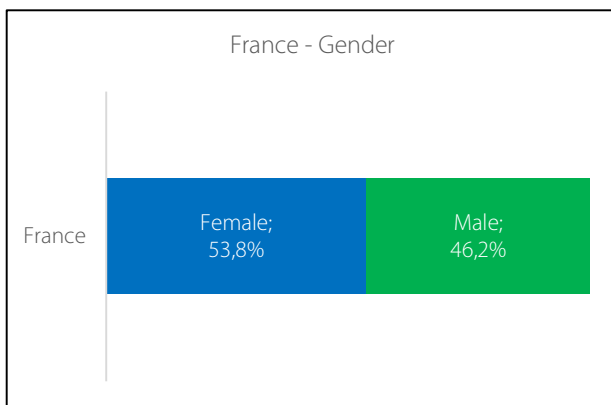
PURPOSE OF TRIP	USA/Canada
Visit monuments and museums	98,4%
Gastronomy and wine	97,5%
To know the Portuguese culture	90,2%
To know the modern Lisbon	88,8%
Sightseeing	70,5%
Have fun with friends	61,3%
Attend cultural events	50,3%
Nightlife	24,7%
Contact with Nature	12,6%
Contact with local people	10,5%
Take advantage of good weather	8,0%
Rest, relax	6,4%
Attend sport events	5,9%
Go to recommended restaurants	4,8%
To be with family	1,8%
Professional business	0,9%
Play sports	0,9%
Stay at a good hotel	0,5%

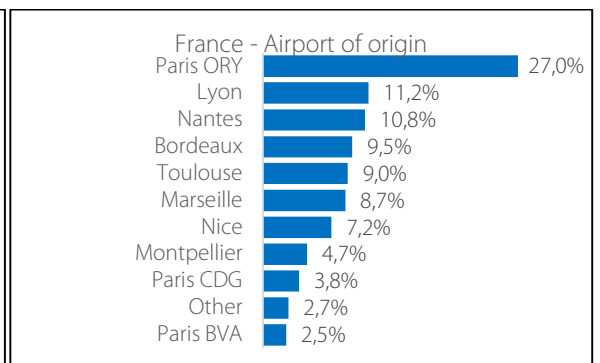
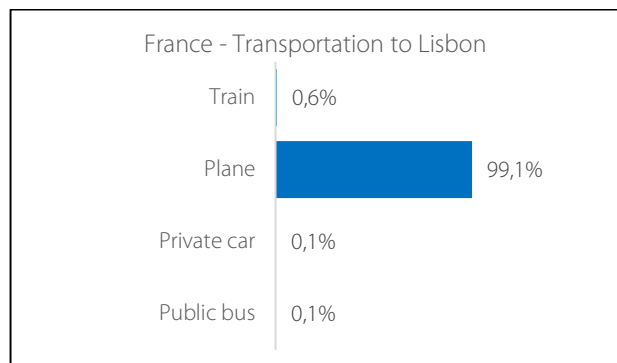
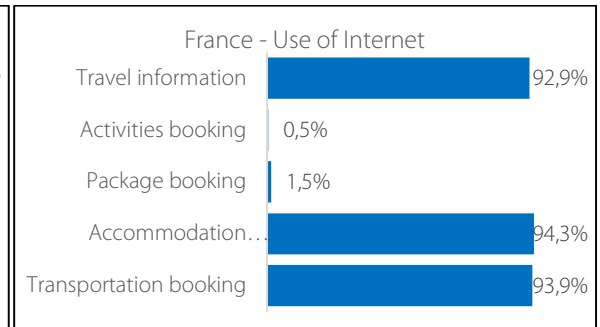
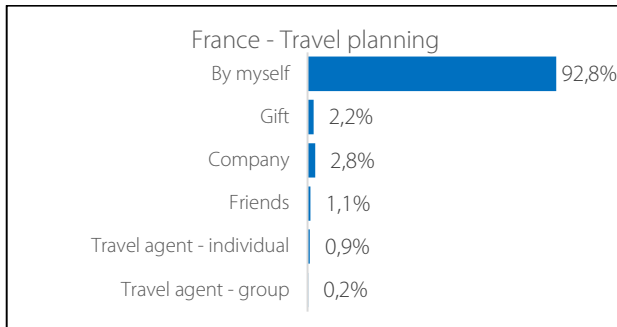
PRODUCT	USA/Canada
City & Short Break	89,9%
Touring Portugal	7,1%
MI	1,1%
In transit	0,9%
Private business	0,5%
Other	0,2%
Visiting family/friends	0,2%

Area of residence - USA/Canada	
New York	17,8%
Ontario	14,6%
Massachusetts	12,4%
Québec	8,7%
California	8,5%
Illinois	4,8%
New Jersey	4,8%
District of Columbia	3,4%
Florida	3,4%
Pennsylvania	3,0%
Texas	2,7%
Manitoba	2,5%
Maryland	2,3%
Michigan	1,6%
Alberta	0,9%
Georgia	0,9%
Ohio	0,9%
Tennessee	0,9%
British Columbia	0,7%
Colorado	0,7%
Arizona	0,5%
Hawaii	0,5%
Oklahoma	0,5%
Oregon	0,5%
Utah	0,5%
Virginia	0,5%
Indiana	0,2%
Louisiana	0,2%
Missouri	0,2%
Nebraska	0,2%
Nevada	0,2%
North Carolina	0,2%
Washington	0,2%

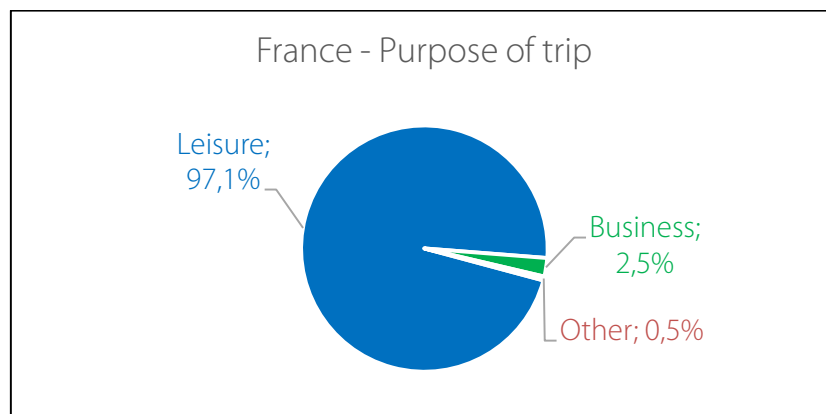
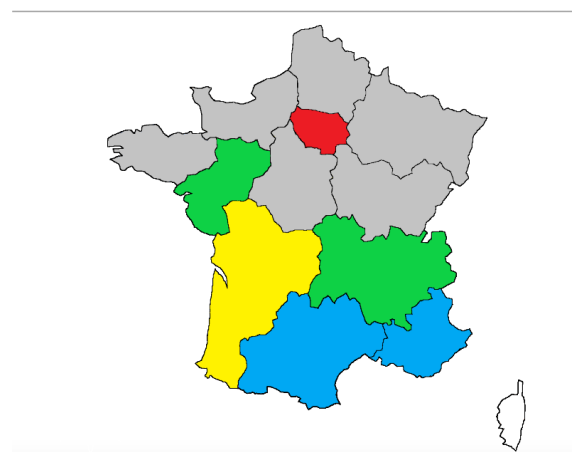


FRANCE (814 interviews)





Area of residence - France	
Île de France	32,7%
Provence-Alpes-Côte D'Azur	16,3%
Occitanie	15,2%
Auvergne-Rhône-Alpes	11,1%
Pays de La Loire	10,2%
Nouvelle Aquitaine	9,6%
Bretagne	1,4%
Hauts-de-France	1,4%
Grand Est	1,2%
Bourgogne- Franche Comté	0,5%
Centre- Val de Loire	0,2%
Normandie	0,2%

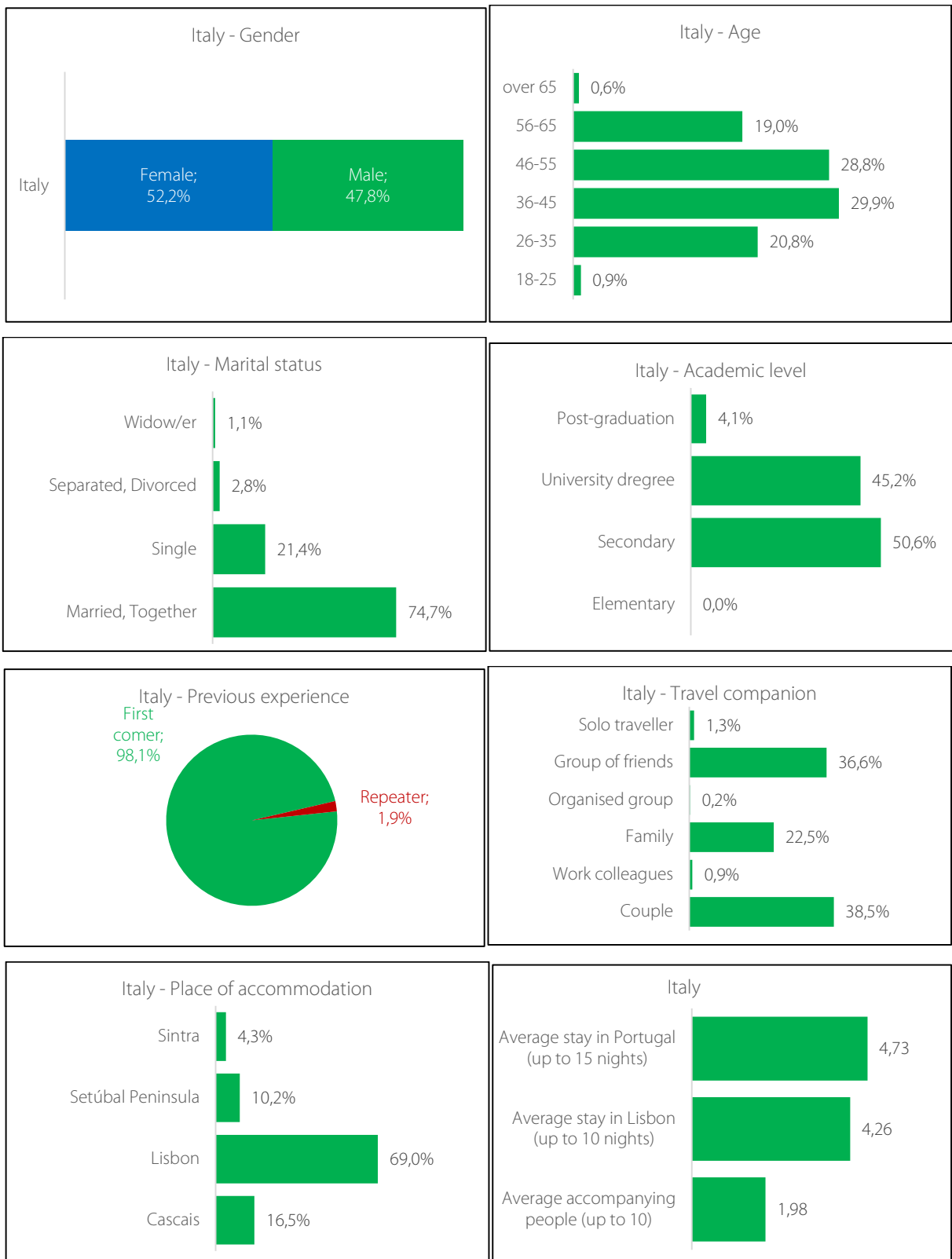


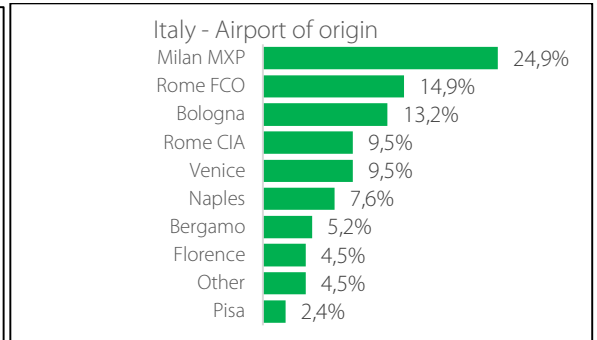
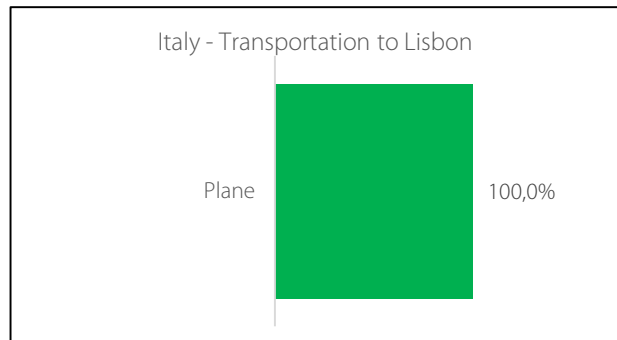
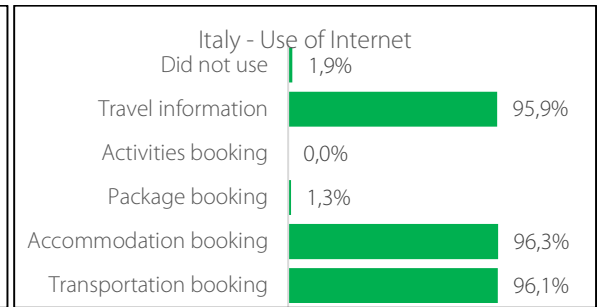
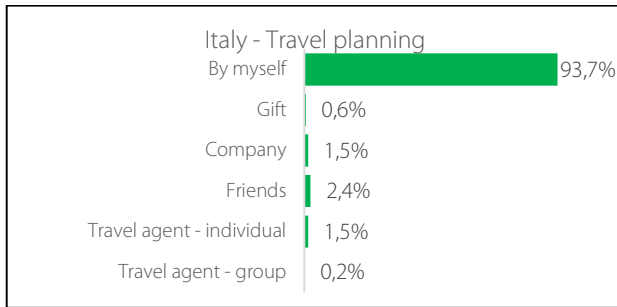
PRODUCT	France
City & Short Break	96,3%
Private business	2,0%
Touring Portugal	0,7%
Fair	0,2%
MI	0,2%
Other	0,2%
Studies	0,1%
Visiting family/friends	0,1%

PURPOSE OF TRIP	France
Gastronomy and wine	95,8%
Visit monuments and museums	95,7%
To know the modern Lisbon	88,7%
Sightseeing	68,3%
To know the Portuguese culture	61,8%
Have fun with friends	31,2%
Rest, relax	25,6%
Nightlife	18,2%
Attend cultural events	11,4%
To be with family	10,7%
Go to recommended restaurants	10,0%
Contact with Nature	8,1%
Contact with local people	4,7%
Professional business	2,7%
Take advantage of good weather	2,0%
Attend sport events	1,8%
Play sports	0,5%
Health reasons	0,1%

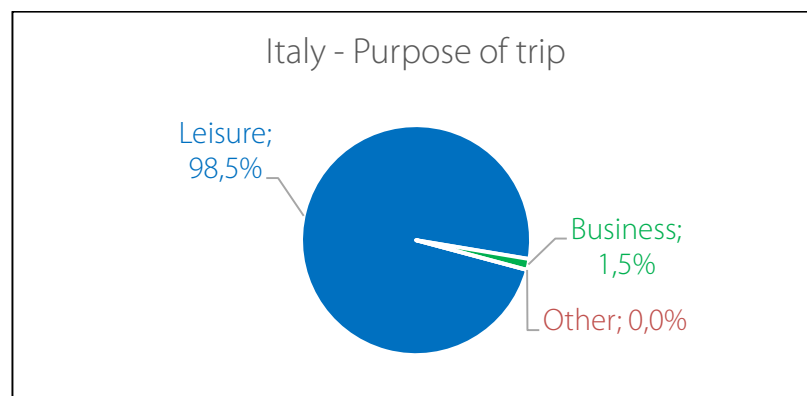
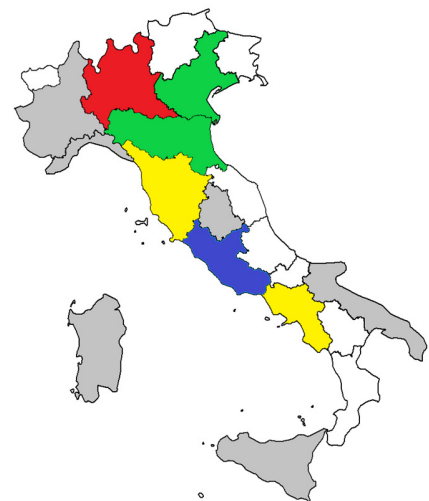
		France		
		2019	2022	var. %
Average daily individual expense (without transportation to Lisbon)	Accommodation	61,07 €	85,11 €	39,4%
	Food and Beverage	40,57 €	71,89 €	77,2%
	Attractions	11,34 €	18,96 €	67,1%
	Transportation	7,39 €	12,61 €	70,7%
	Shopping	n. a.	30,61 €	n. a.
	Other	31,66 €	49,28 €	n. a.
	Global	152,03 €	268,47 €	76,6%
Average individual expense (no transportation)		788,71 €	1.402,04 €	77,8%
Answers		373	273	

ITALY (462 interviews)





Area of residence - Italy	
Lombardia	30,7%
Lazio	23,8%
Emilia- Romagna	12,8%
Veneto	11,0%
Campania	8,0%
Toscana	7,8%
Sicilia	2,4%
Piemonte	1,3%
Sardegna	1,1%
Liguria	0,6%
Puglia	0,2%
Umbria	0,2%

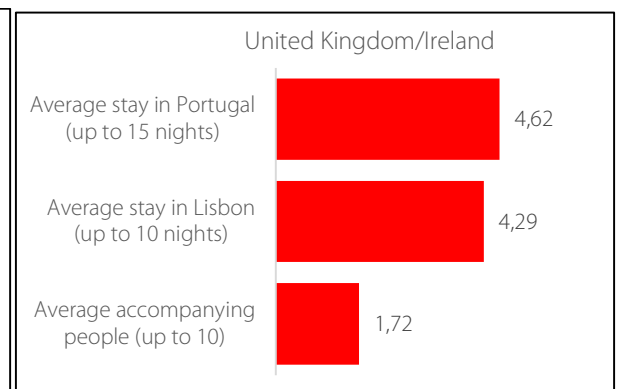
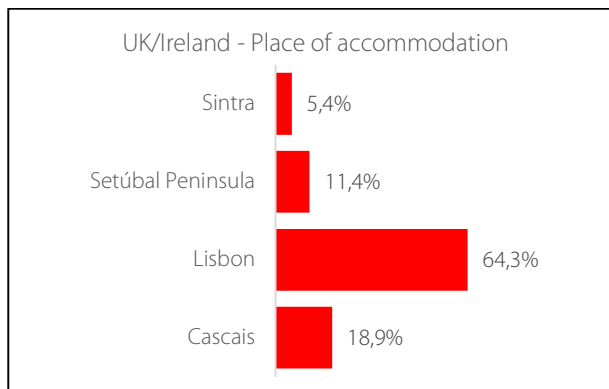
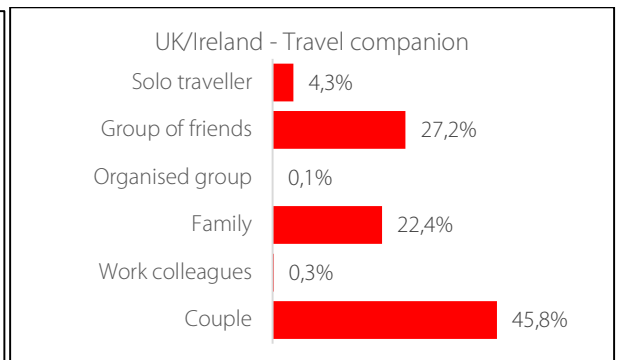
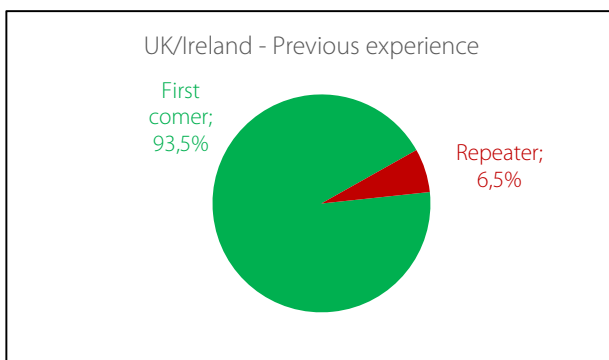
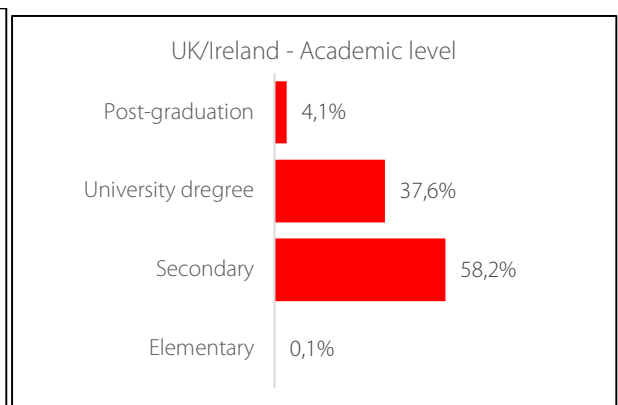
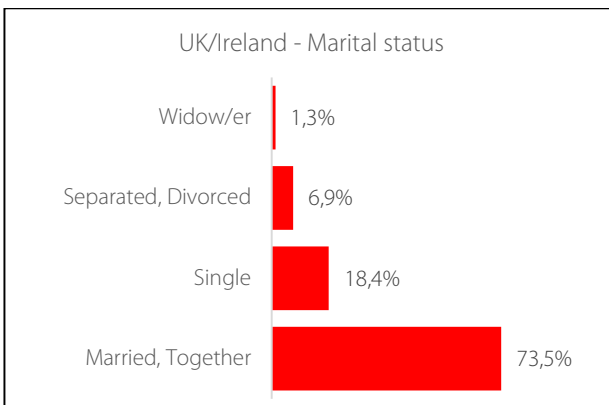
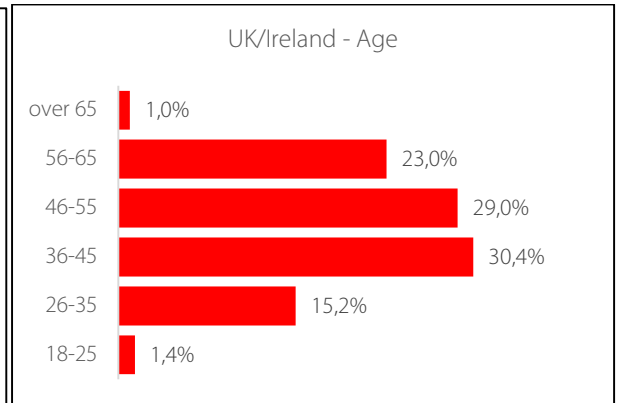
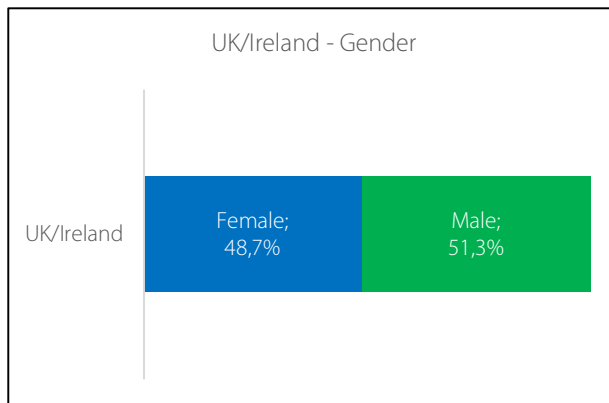


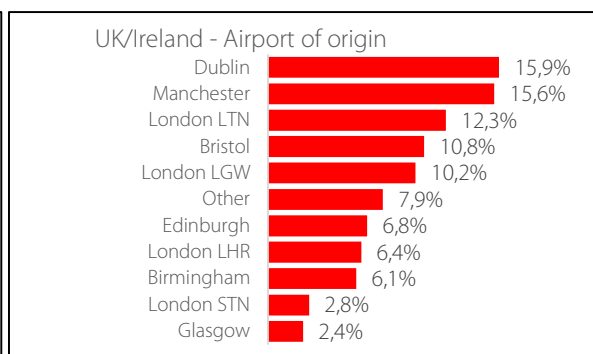
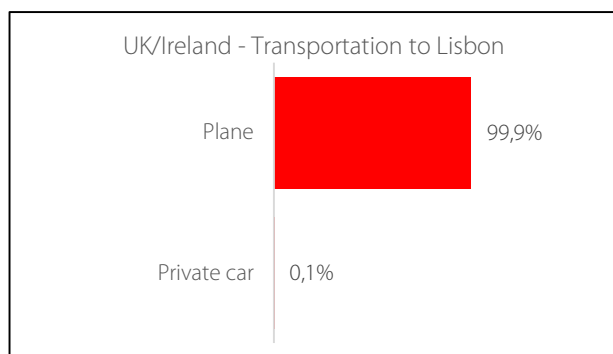
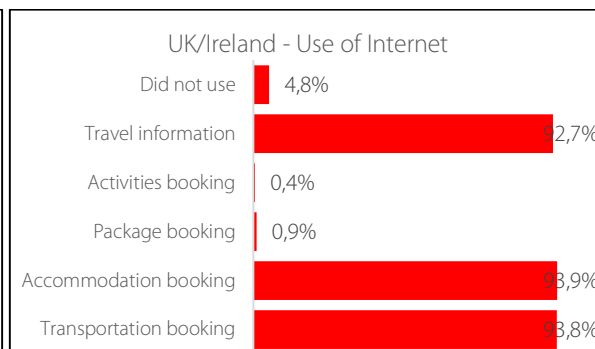
PRODUCT	Italy
City & Short Break	97,0%
Touring Portugal	1,5%
MI	0,6%
Private business	0,6%
Training	0,2%

PURPOSE OF TRIP	Italy
Visit monuments and museums	98,1%
Gastronomy and wine	97,4%
To know the modern Lisbon	91,8%
To know the Portuguese culture	80,1%
Sightseeing	66,7%
Have fun with friends	36,8%
Rest, relax	25,5%
Attend cultural events	20,8%
Nightlife	19,7%
To be with family	11,5%
Contact with local people	7,4%
Contact with Nature	5,8%
Go to recommended restaurants	4,5%
Attend sport events	2,8%
Take advantage of good weather	1,7%
Professional business	0,2%
Play sports	0,2%
Stay at a good hotel	0,2%

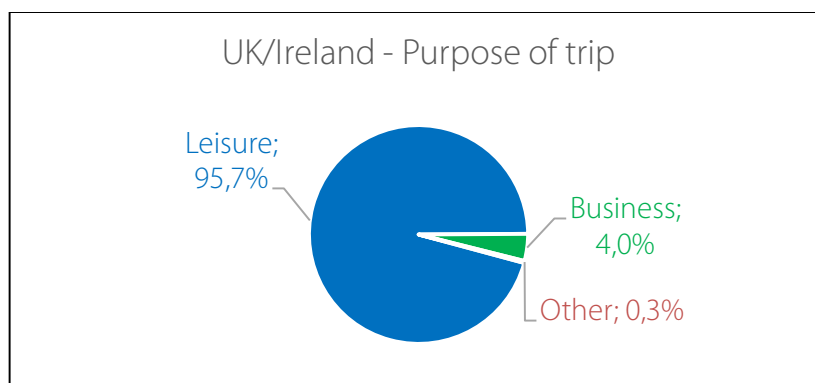
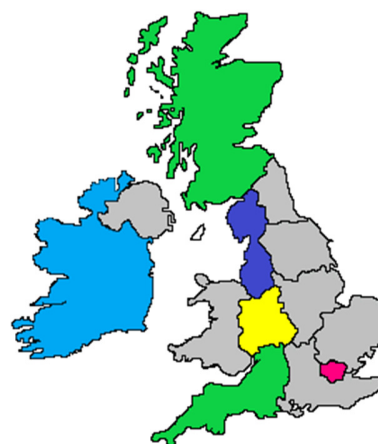
		Italy		
		2019	2022	var. %
Average daily individual expense (without transportation to Lisbon)	Accommodation	58,51 €	80,20 €	37,1%
	Food and Beverage	40,03 €	70,64 €	76,4%
	Attractions	11,31 €	18,38 €	62,6%
	Transportation	7,32 €	11,79 €	61,1%
	Shopping	n. a.	27,92 €	n. a.
	Other	29,48 €	47,72 €	n. a.
	Global	146,65 €	256,65 €	75,0%
Average individual expense (no transportation)		776,98 €	1.350,74 €	73,8%
Answers		168	147	

UNITED KINGDOM/IRELAND (1.198 interviews)





Area of residence - UK/Ireland	
Greater London	29,8%
Northwest England	21,8%
Ireland	16,4%
Southwest England	10,9%
Scotland	10,3%
West Midlands	6,6%
Northern Ireland	1,3%
Southeast England	0,8%
Wales	0,7%
East Midlands	0,6%
Yorkshire and the Humber	0,5%
East of England	0,4%
Northeast England	0,1%



PRODUCT	UK/Ireland
City & Short Break	94,5%
Private business	3,4%
Touring Portugal	0,9%
MI	0,5%
Cultural events	0,3%
Fair	0,1%
Nature	0,1%
Other	0,1%
Health	0,1%
Visiting family/friends	0,1%

PURPOSE OF TRIP	UK/Ireland
Gastronomy and wine	94,7%
Visit monuments and museums	94,5%
To know the modern Lisbon	88,5%
To know the Portuguese culture	67,9%
Sightseeing	62,2%
Rest, relax	30,6%
Have fun with friends	29,0%
Nightlife	17,4%
Attend cultural events	13,4%
To be with family	12,1%
Go to recommended restaurants	11,5%
Contact with Nature	7,5%
Contact with local people	4,9%
Professional business	3,3%
Take advantage of good weather	2,1%
Attend sport events	2,0%
Play sports	0,5%
Health reasons	0,2%
Stay at a good hotel	0,1%

		United Kingdom and Ireland		
		2019	2022	var. %
Average daily individual expense (without transportation to Lisbon)	Accommodation	66,29 €	81,48 €	22,9%
	Food and Beverage	42,21 €	70,59 €	67,2%
	Attractions	11,67 €	16,68 €	42,8%
	Transportation	8,04 €	11,64 €	44,7%
	Shopping	n. a.	26,43 €	n. a.
	Other	31,04 €	37,87 €	n. a.
	Global	159,25 €	244,69 €	53,6%
Average individual expense (no transportation)		831,23 €	1.293,78 €	55,6%
Answers		403	171	