

VISITOR ACTIVITIES AND INFORMATION SURVEY

LISBON

2022

ANNEX

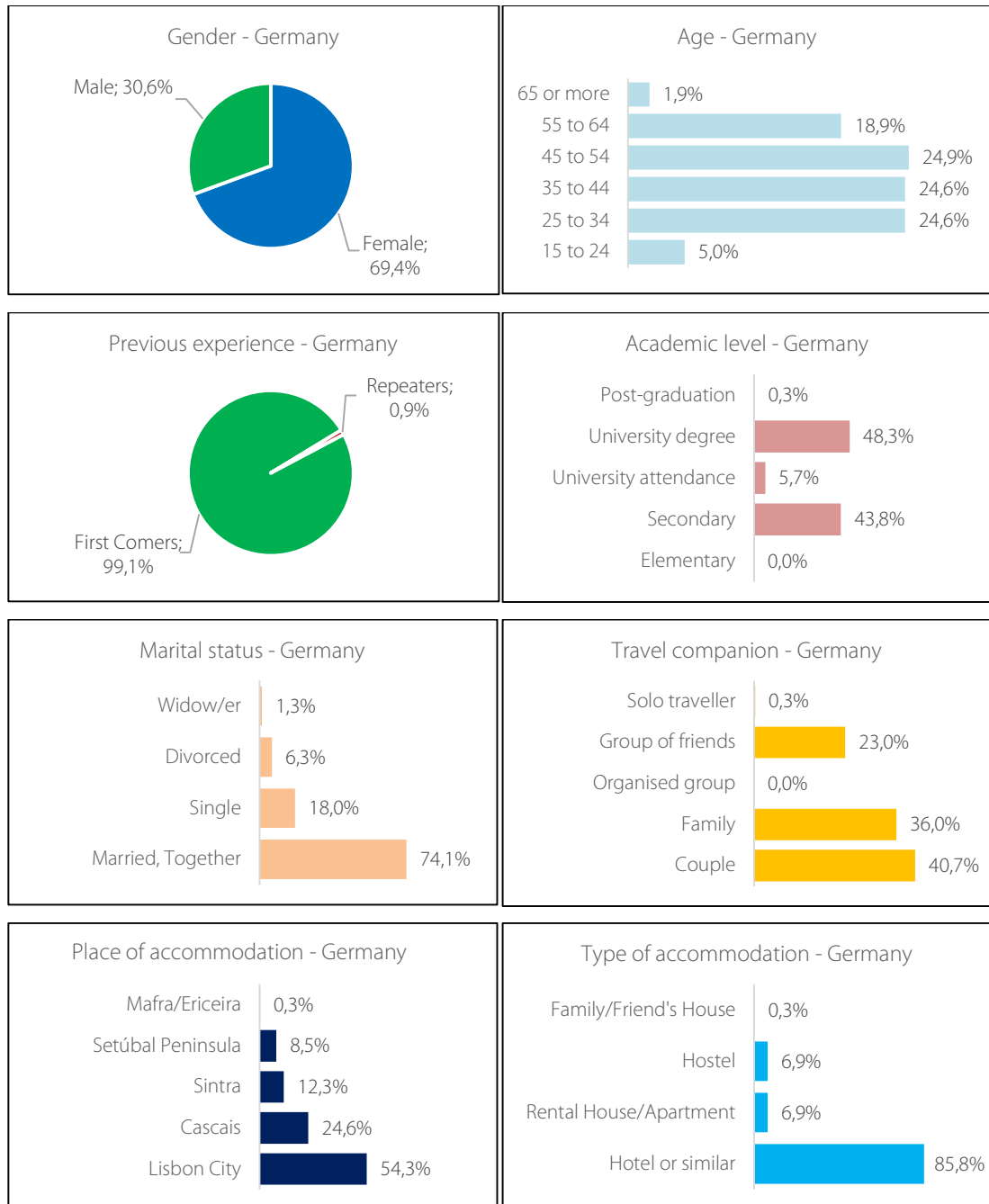


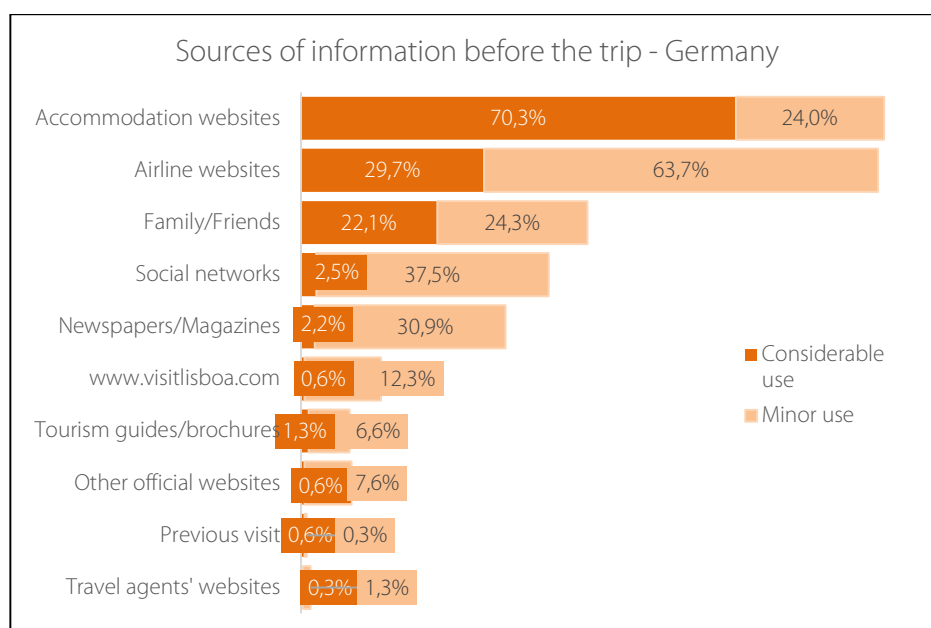
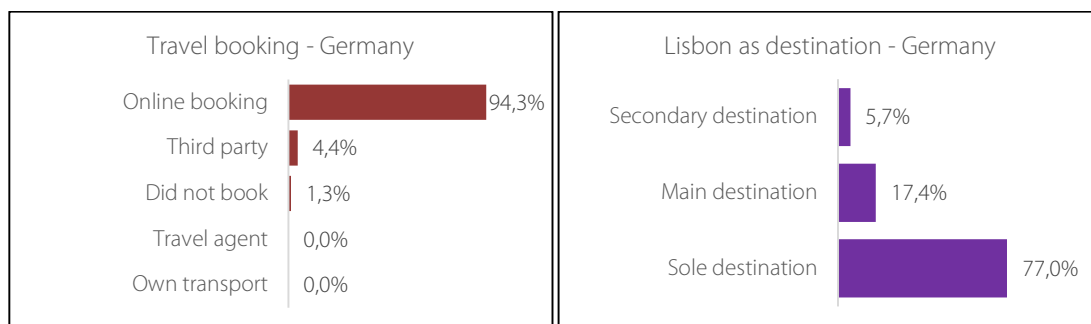
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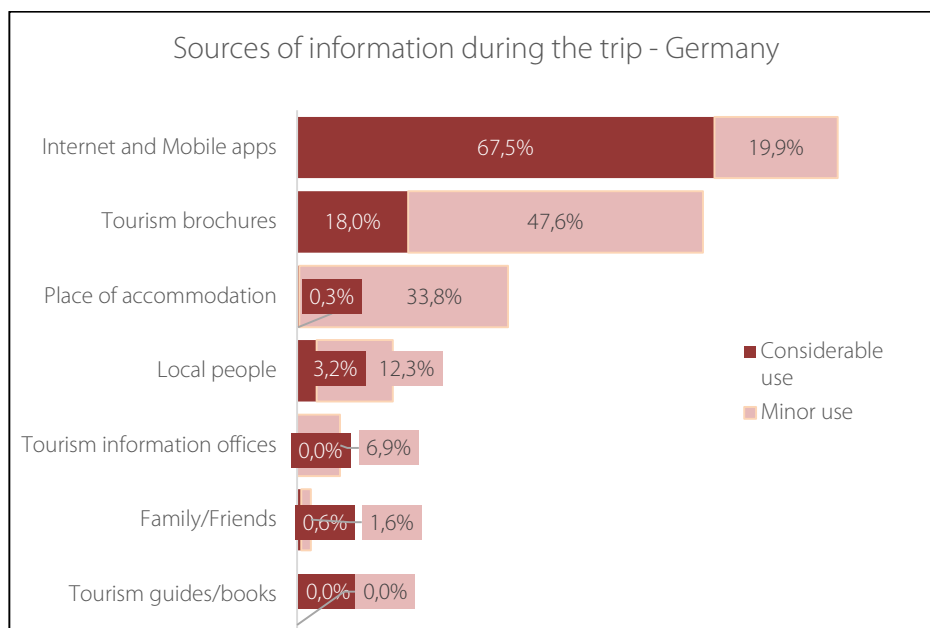
1. RESULTS BY COUNTRY OF RESIDENCE

GERMANY (317 answers)



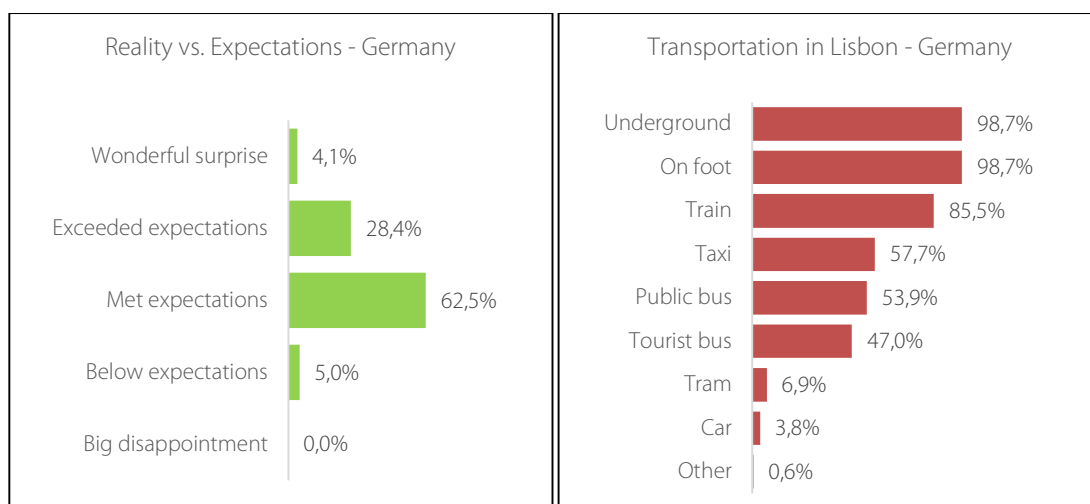


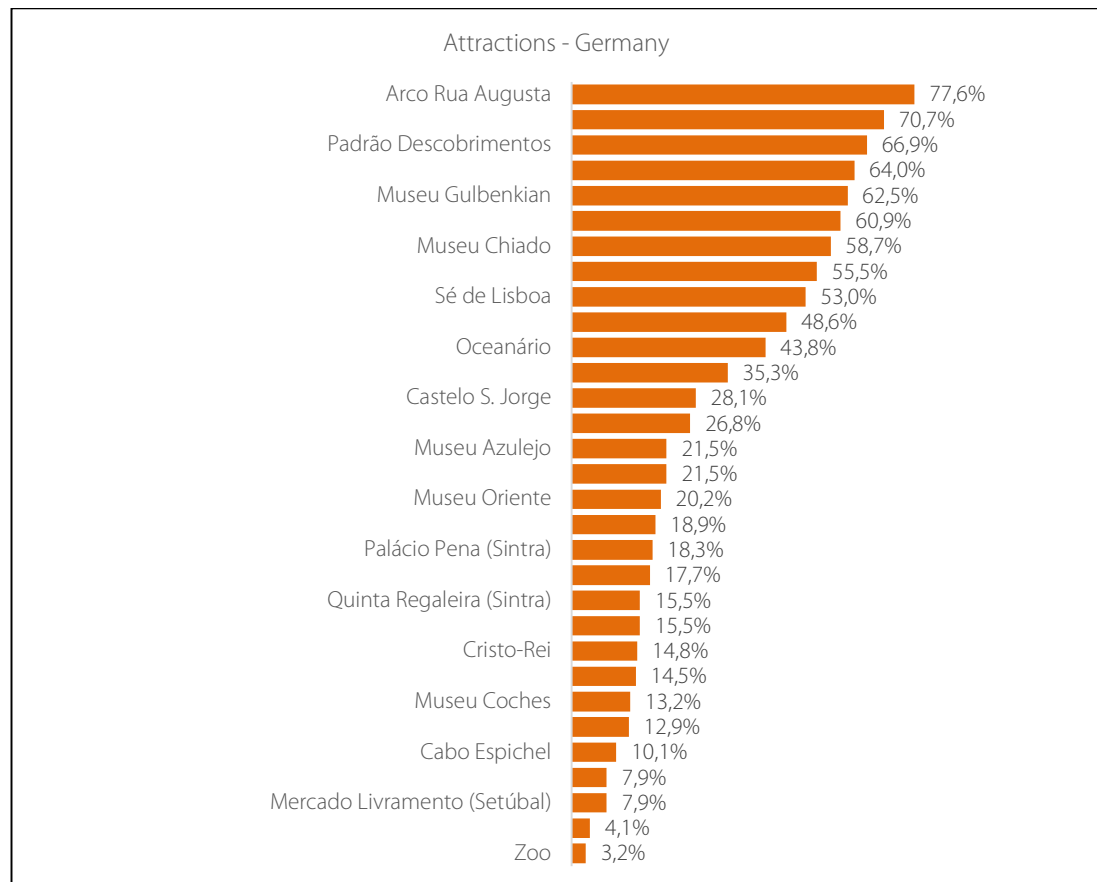
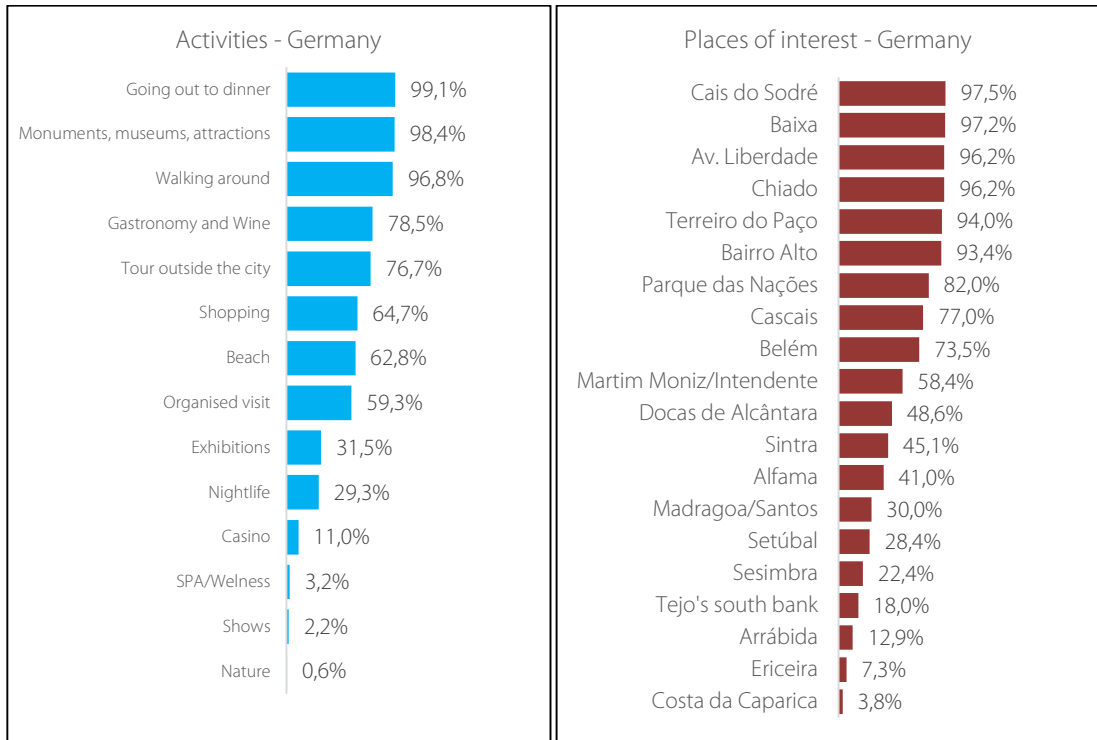
Sources of information before the trip - Germany			
Parameter	Use (0 to 2)	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Family/Friends	1,05	99,3%	9,45
Previous visit	0,07	100,0%	9,33
Newspapers/Magazines	0,70	99,0%	8,76
Tourism guides/brochures	0,31	92,0%	8,24
Social networks	0,80	68,3%	7,75
www.visitlisboa.com	0,43	63,4%	7,73
Accommodation websites	1,72	69,0%	7,63
Airline websites	1,30	57,5%	7,49
Travel agents' websites	0,06	60,0%	7,40
Other official websites	0,27	11,5%	6,31
Travel agents' offices	0,00	n.a.	n.a.



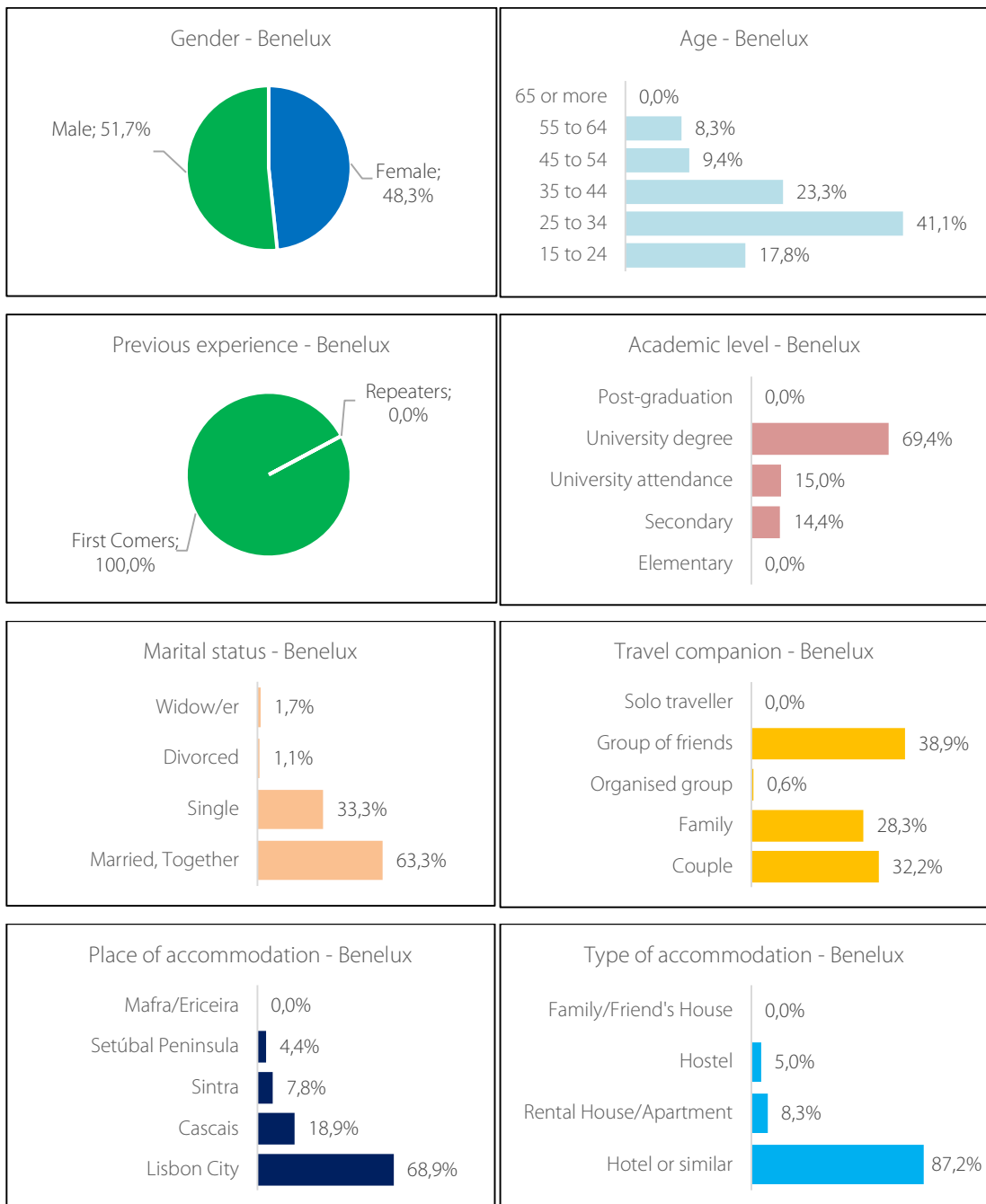
Sources of information during the trip - Germany

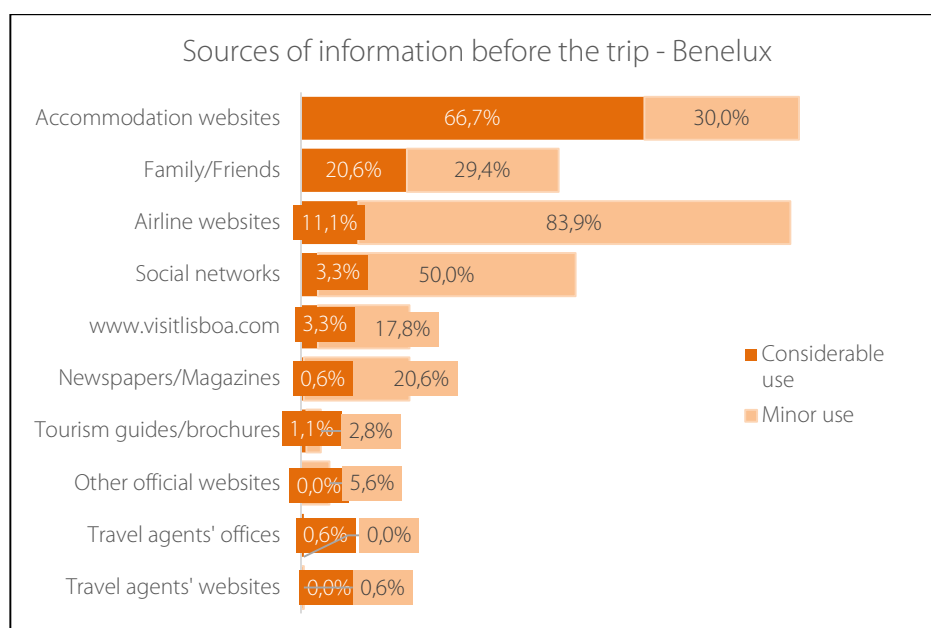
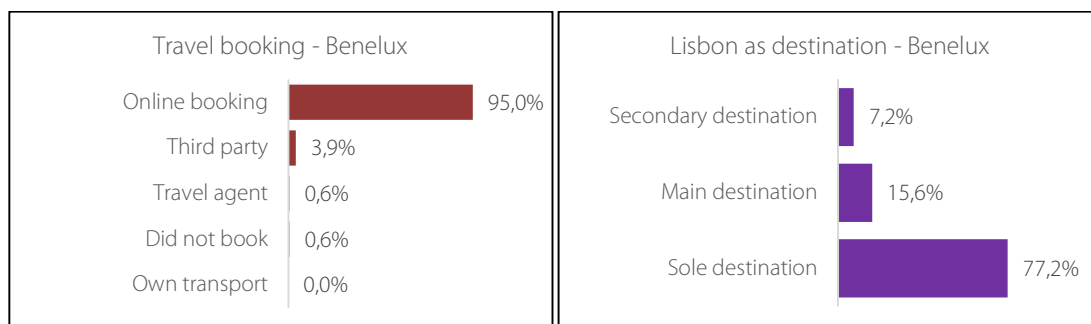
Parameter	Use (0 to 2)	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Place of accommodation	0,89	96,3%	9,41
Local people	0,77	79,6%	8,63
Tourism guides/books	0,24	83,3%	8,17
Tourism information offices	0,46	68,2%	8,09
Internet and Mobile apps	1,73	74,4%	7,97
Tourism brochures	1,22	31,7%	7,07
Family/Friends	0,00	n.a.	n.a.



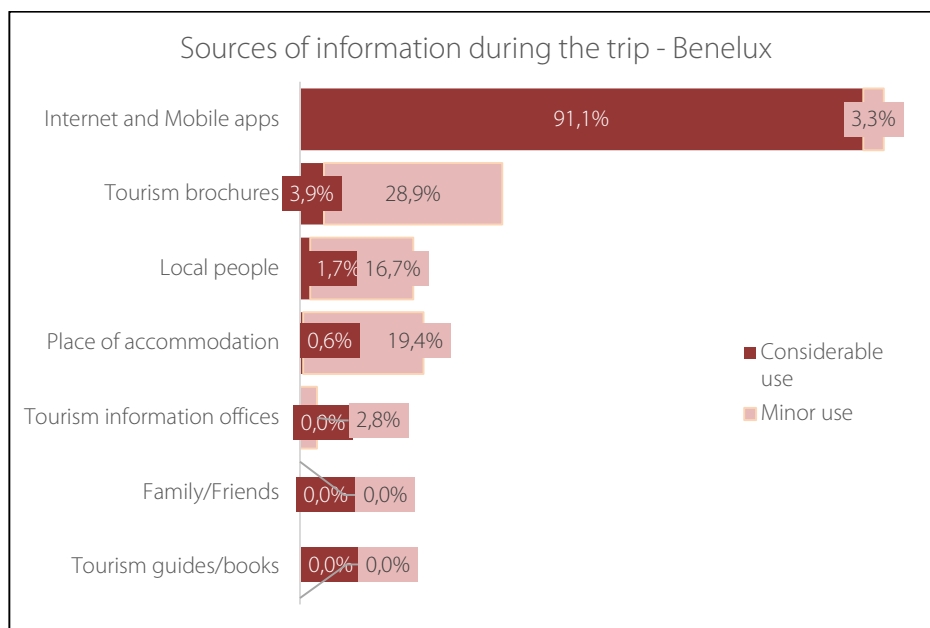


BENELUX (180 answers)

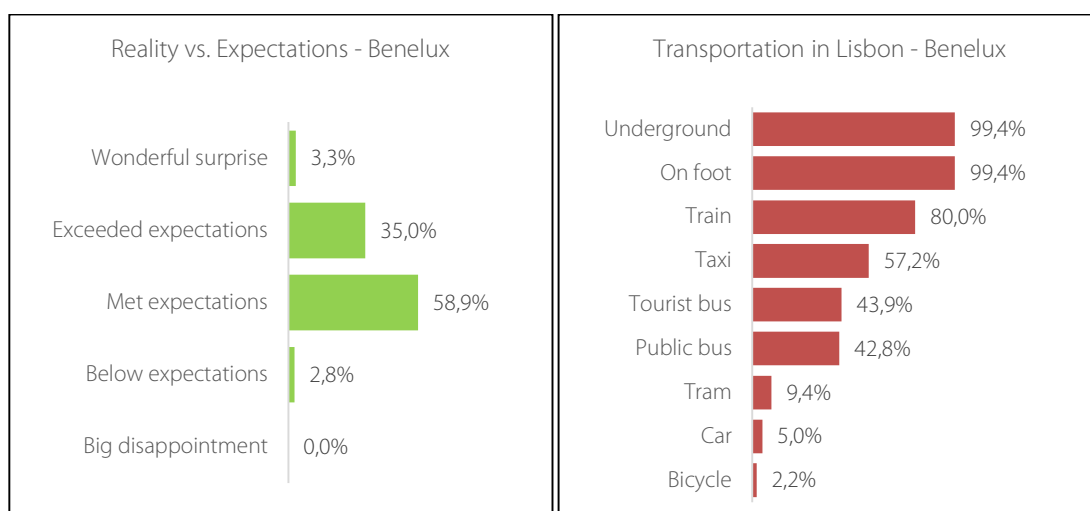


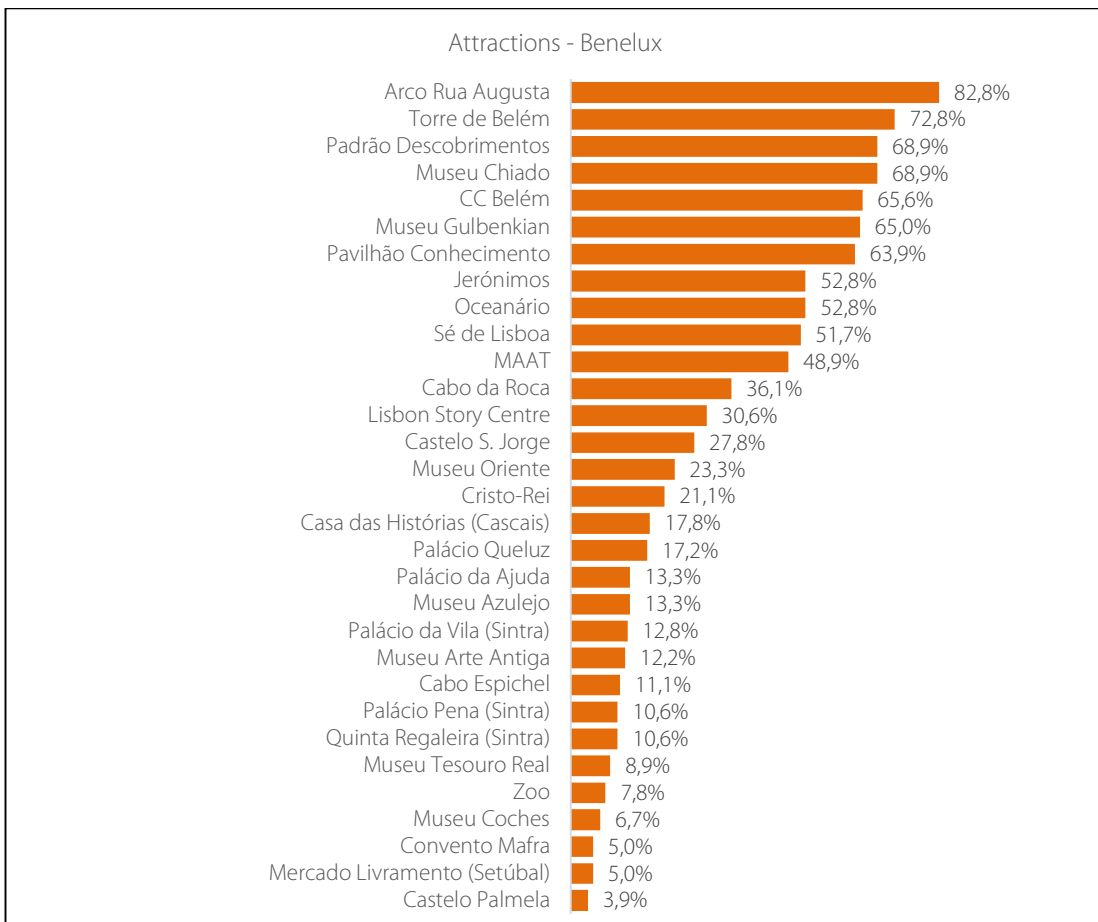
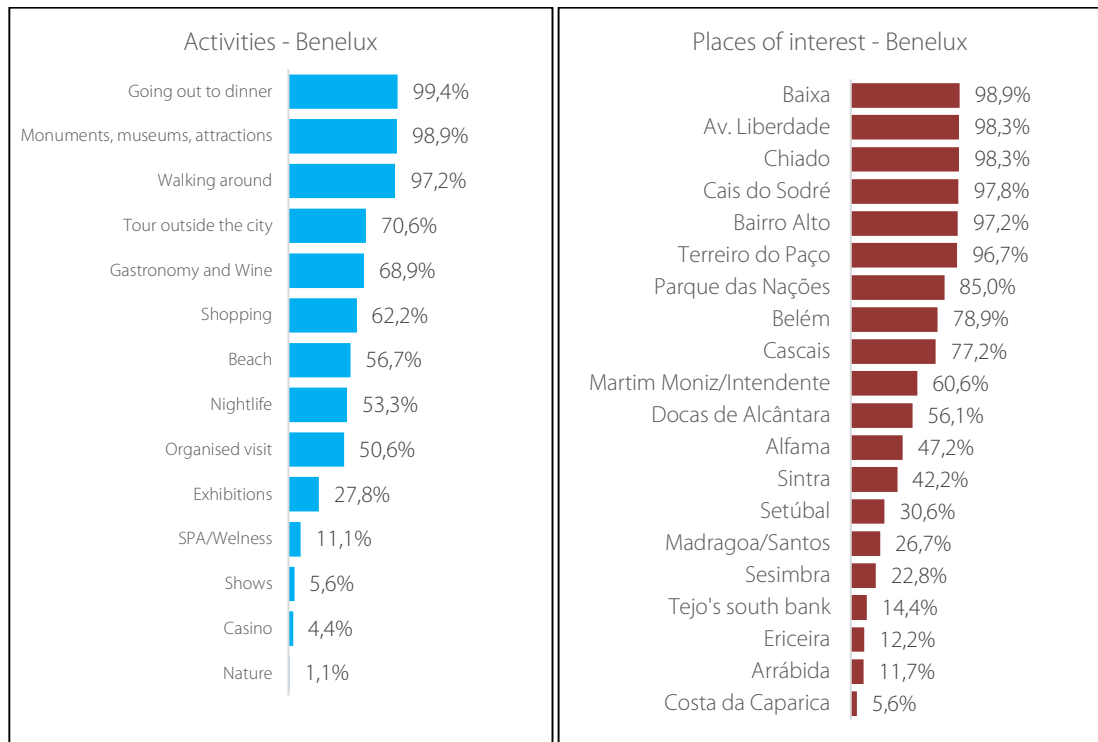


Sources of information before the trip - Benelux			
Parameter	Use (0 to 2)	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Family/Friends	1,10	100,0%	9,49
Tourism guides/brochures	0,24	100,0%	9,00
Newspapers/Magazines	0,57	97,4%	8,76
www.visitlisboa.com	0,71	81,6%	8,11
Travel agents' offices	0,06	100,0%	8,00
Travel agents' websites	0,02	100,0%	8,00
Airline websites	1,10	77,8%	7,98
Social networks	0,98	62,5%	7,75
Accommodation websites	1,69	66,1%	7,72
Other official websites	0,23	30,0%	6,90
Previous visit	0,00	n.a.	n.a.

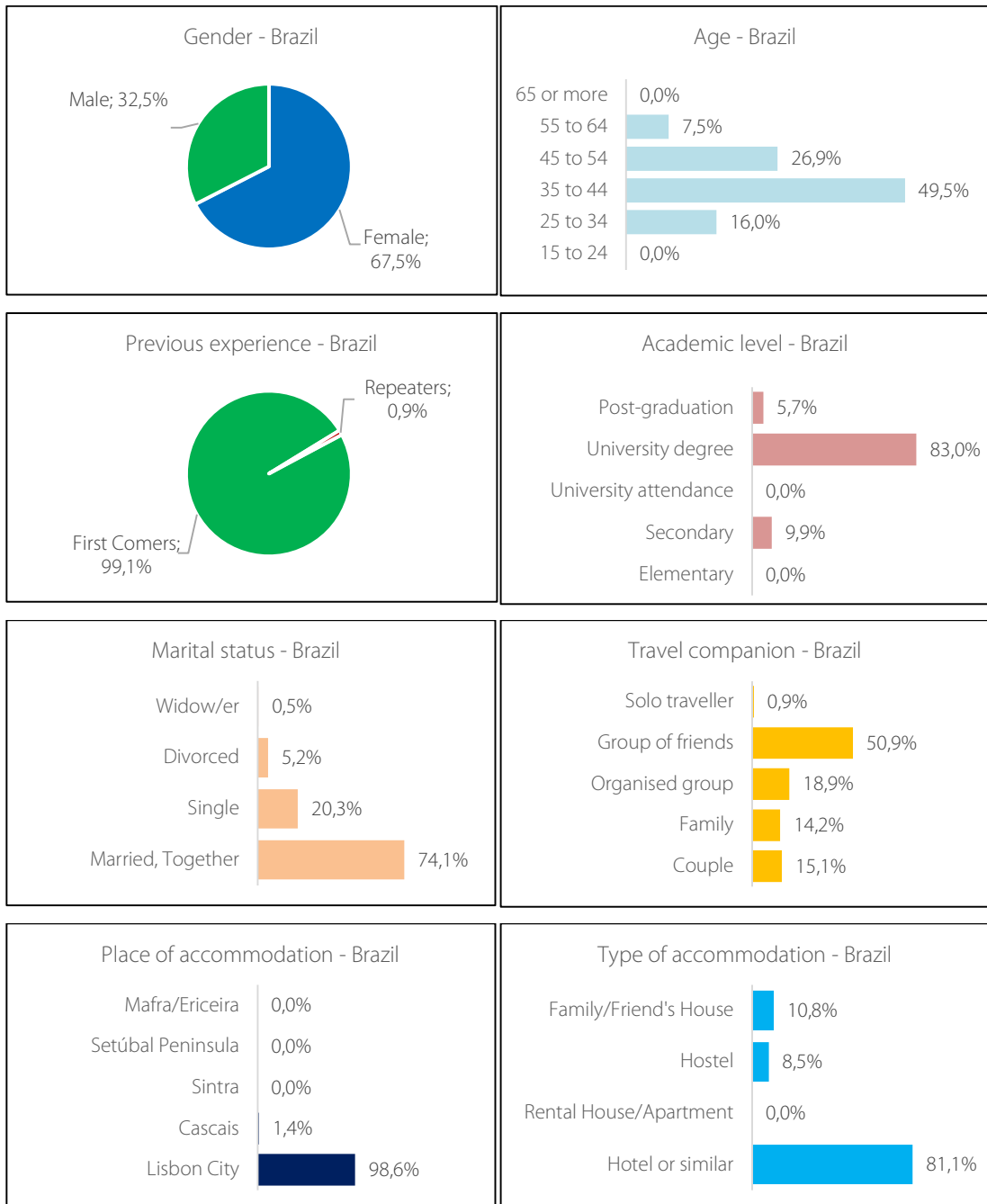


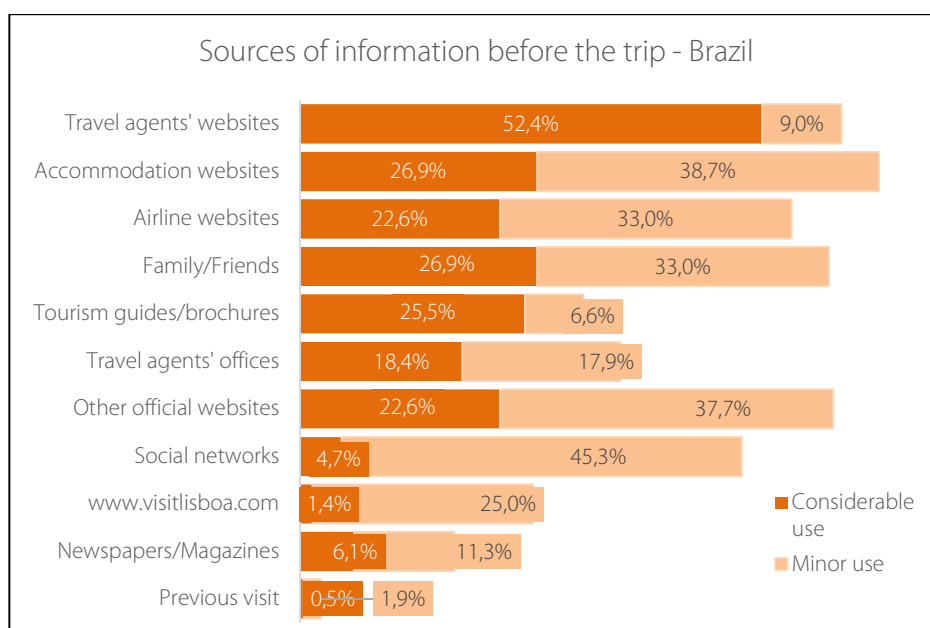
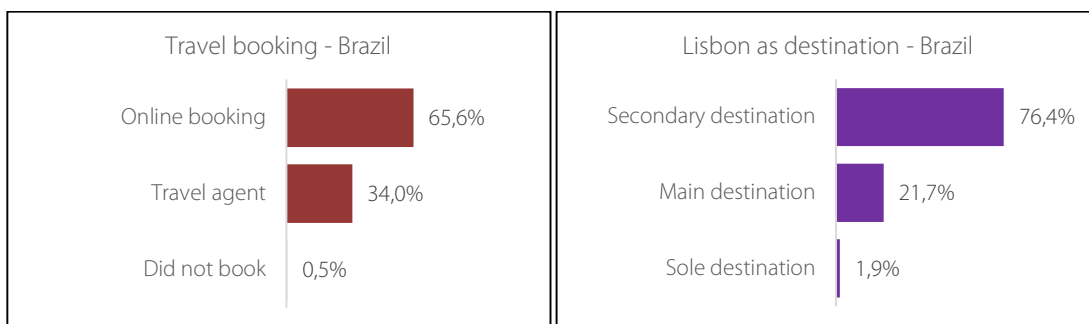
Sources of information during the trip - Benelux			
Parameter	Use (0 to 2)	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Place of accommodation	0,79	97,2%	9,53
Local people	0,88	87,9%	8,76
Internet and Mobile apps	1,96	91,2%	8,49
Tourism information offices	0,29	40,0%	7,00
Tourism brochures	1,00	15,3%	6,63
Tourism guides/books	0,00	n.a.	n.a.
Family/Friends	0,00	n.a.	n.a.



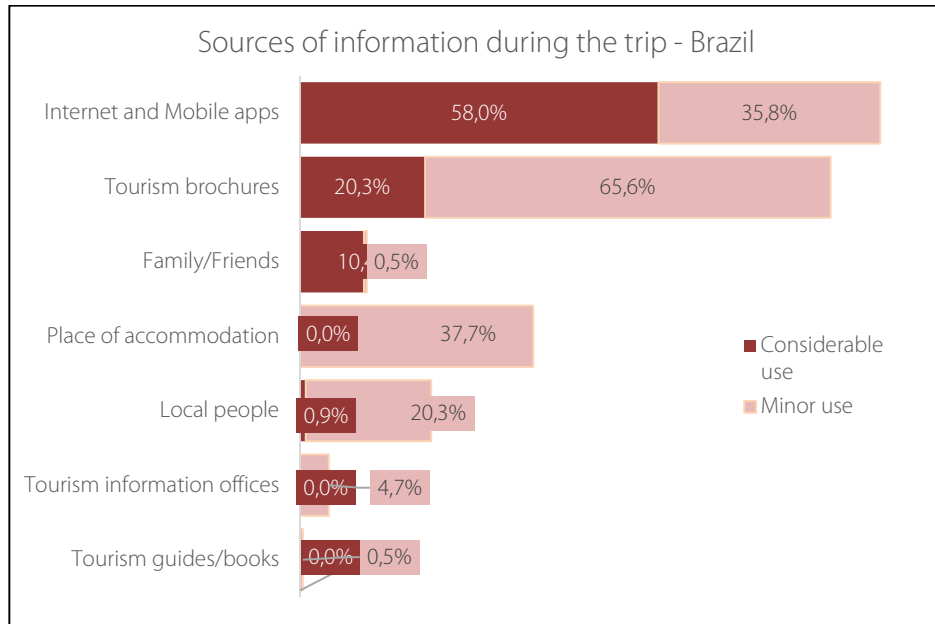


BRAZIL (212 answers)

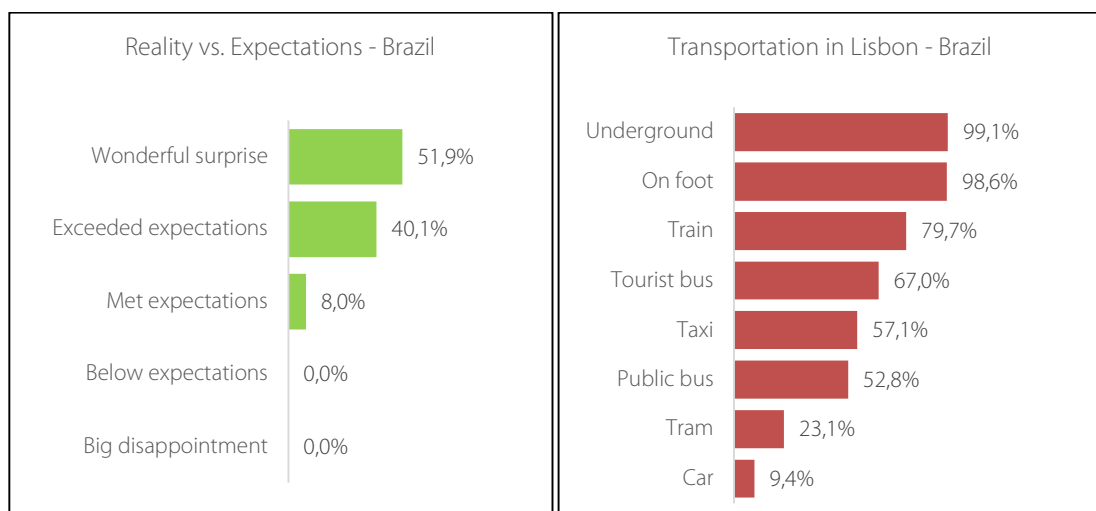


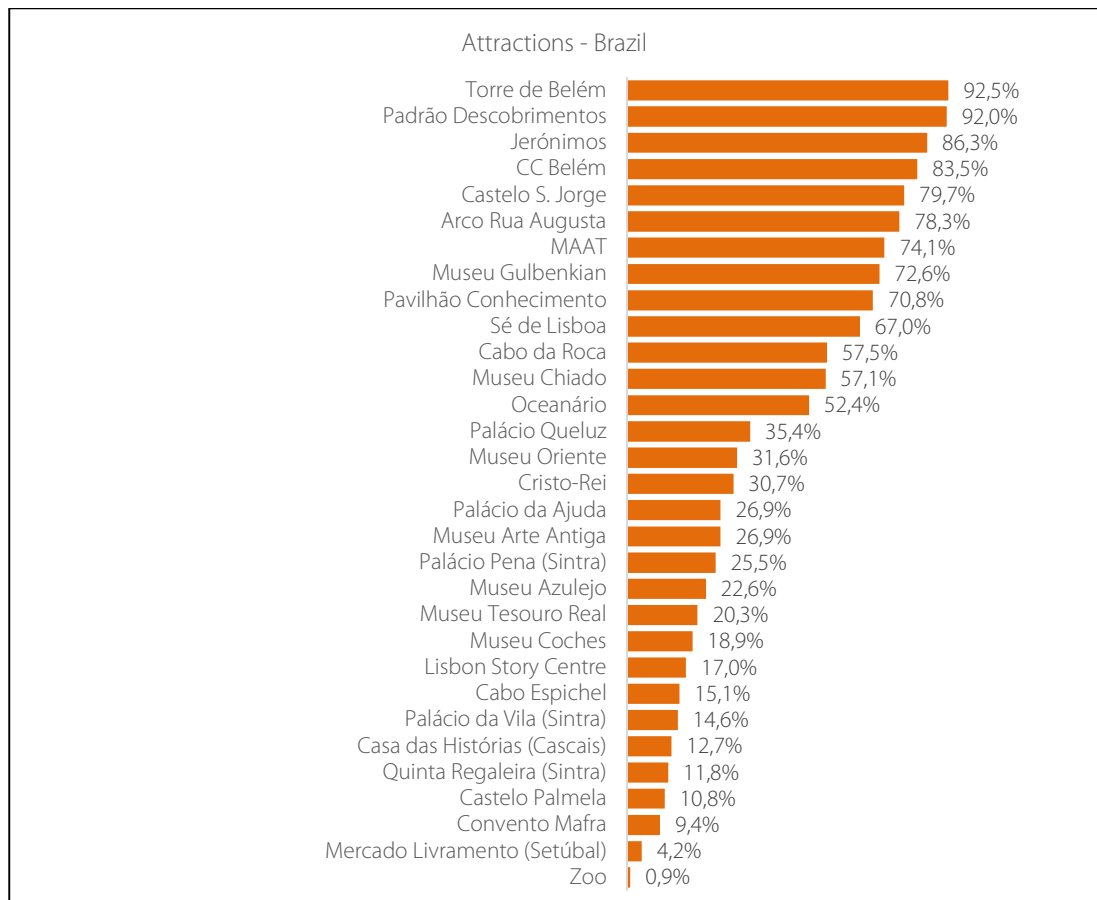
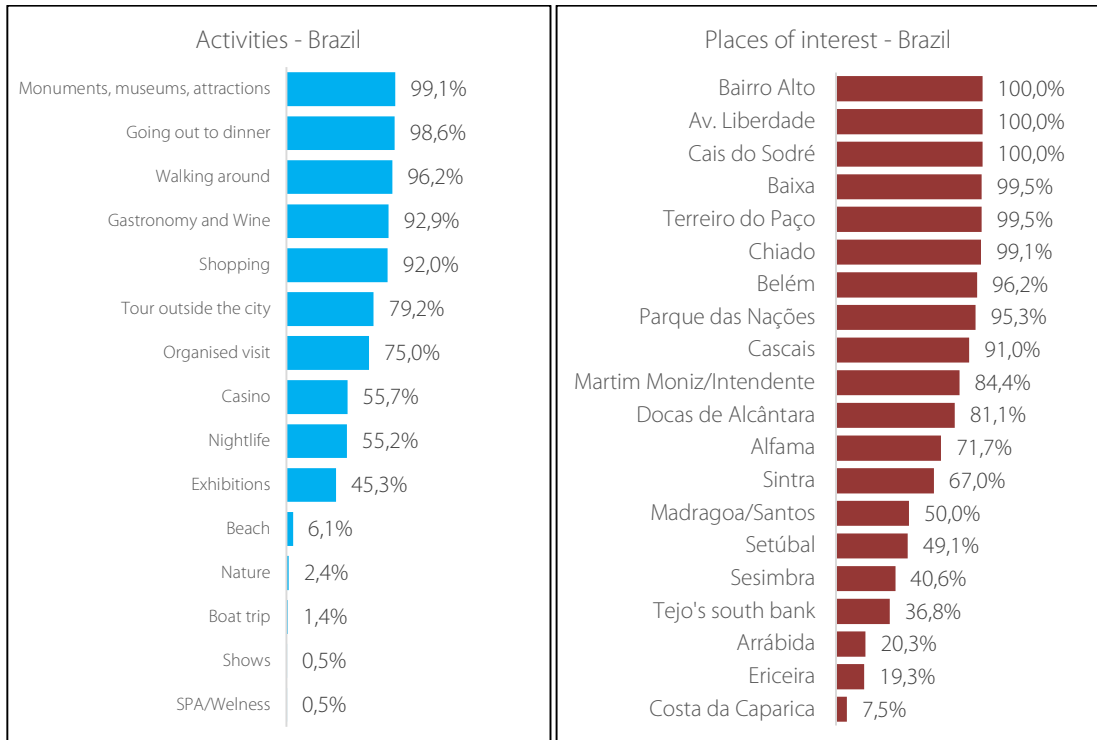


Sources of information before the trip - Brazil			
Parameter	Use (0 to 2)	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Family/Friends	1,25	100,0%	9,75
Previous visit	0,12	100,0%	9,40
Tourism guides/brochures	1,14	98,5%	8,62
Newspapers/Magazines	0,63	91,9%	8,49
Travel agents' offices	1,12	64,9%	7,81
www.visitlisboa.com	0,67	66,1%	7,75
Travel agents' websites	1,63	75,4%	7,72
Social networks	1,00	63,2%	7,69
Accommodation websites	1,28	39,1%	7,22
Other official websites	1,11	3,1%	5,72
Airline websites	1,26	1,7%	5,26

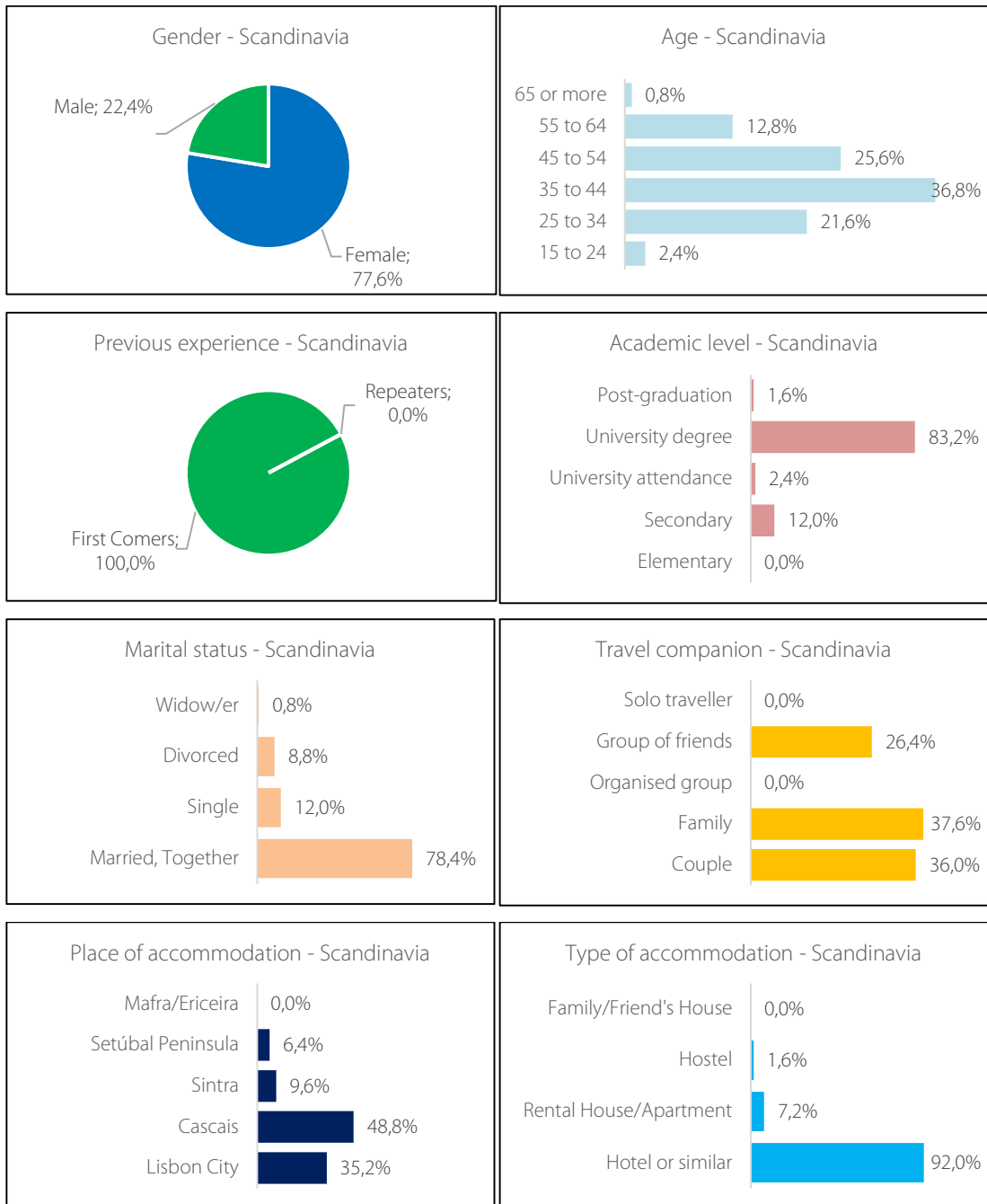


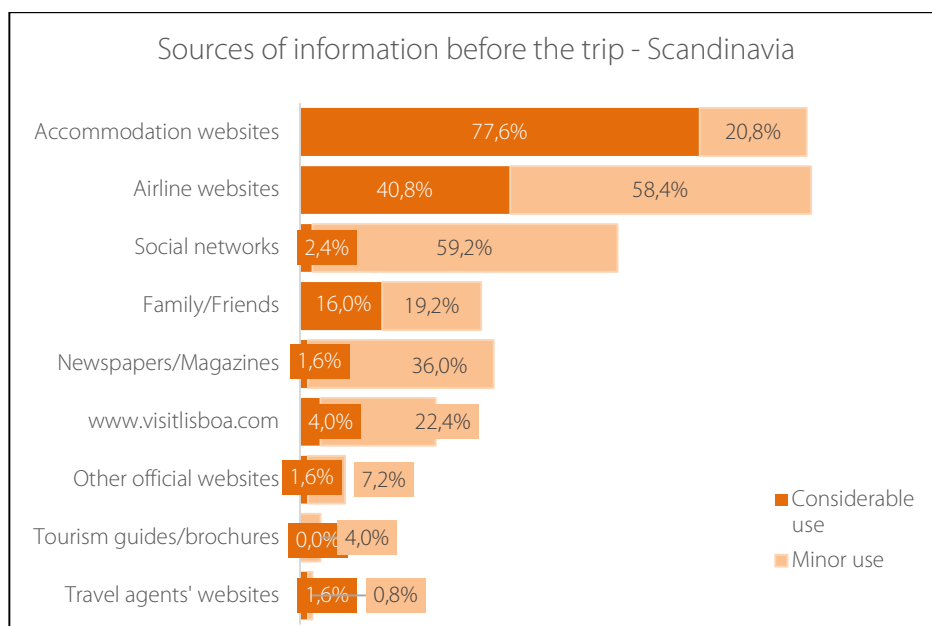
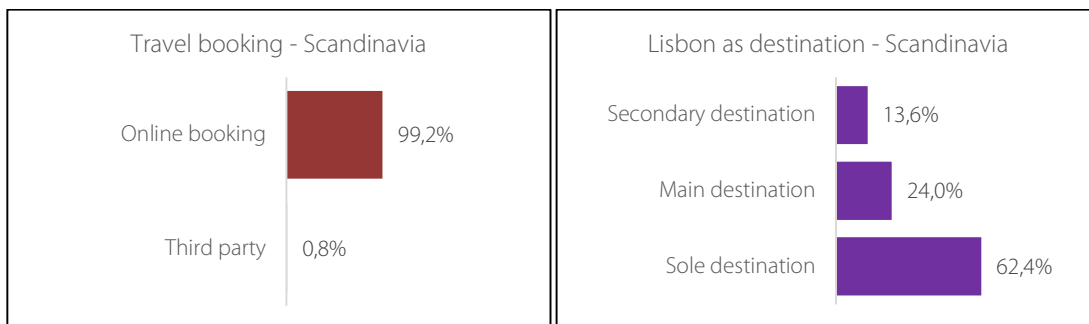
Sources of information during the trip - Brazil			
Parameter	Use (0 to 2)	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Family/Friends	1,13	100,0%	10,00
Place of accommodation	0,86	96,2%	9,56
Internet and Mobile apps	1,60	73,4%	7,78
Local people	0,80	55,6%	7,56
Tourism information offices	0,34	50,0%	7,50
Tourism guides/books	0,04	0,0%	7,00
Tourism brochures	1,20	16,0%	6,64



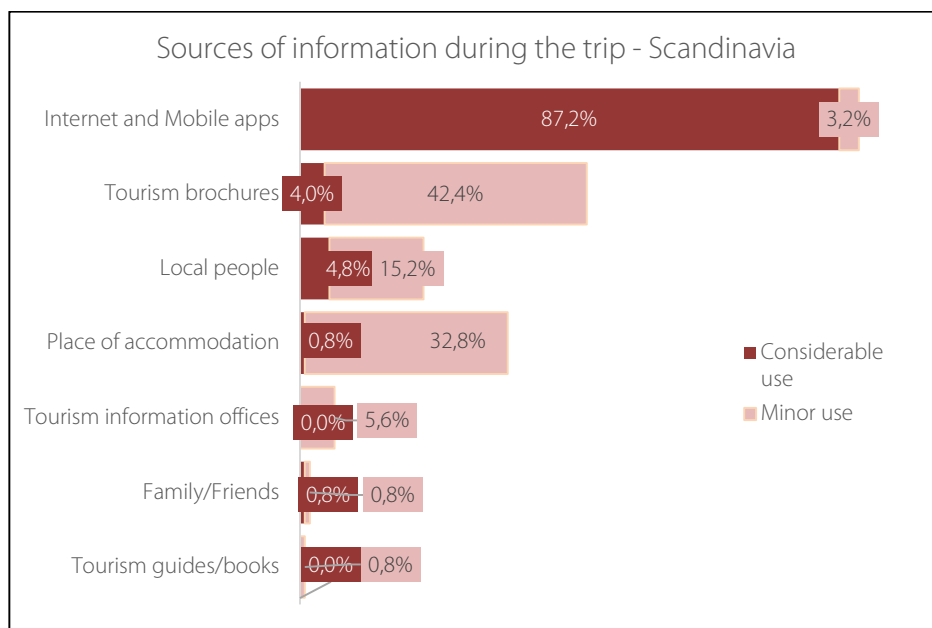


SCANDINAVIA (125 answers)

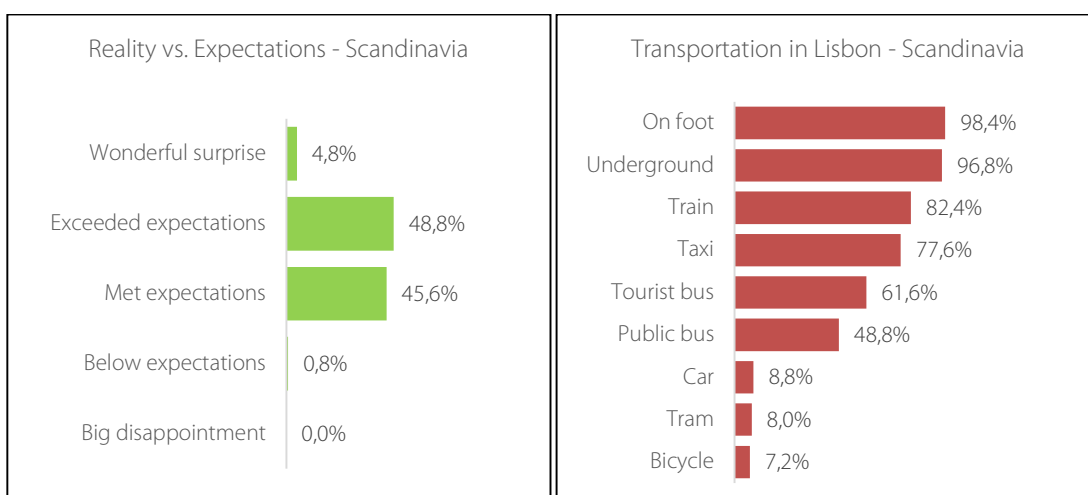


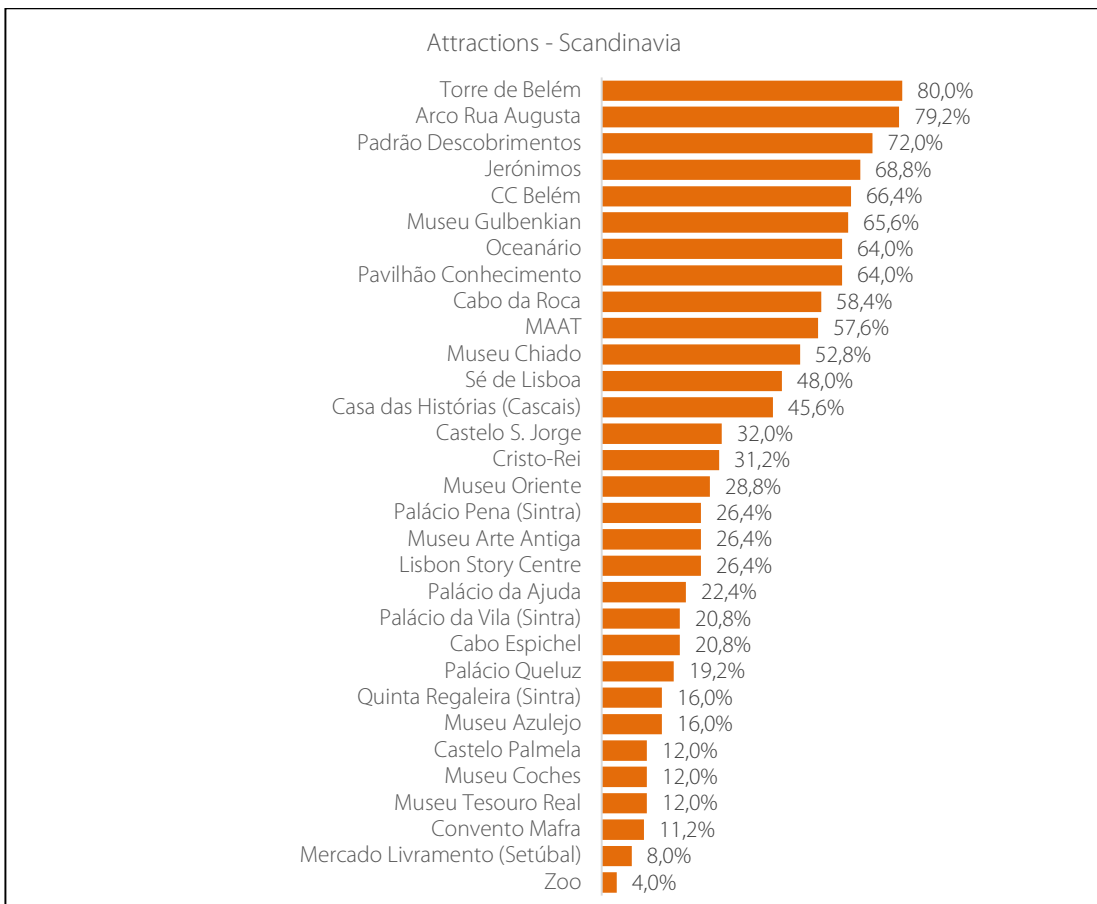
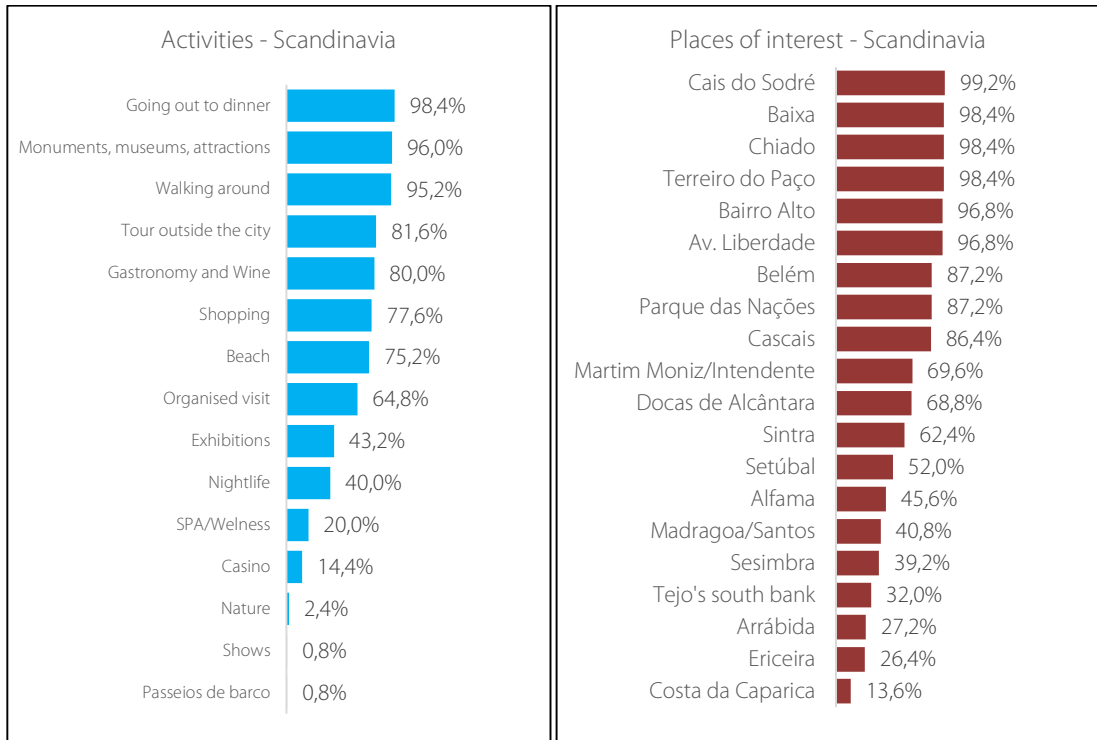


Sources of information before the trip - Scandinavia			
Parameter	Use (0 to 2)	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Family/Friends	0,93	100,0%	9,34
Newspapers/Magazines	0,75	100,0%	8,74
www.visitlisboa.com	0,69	78,8%	8,00
Social networks	0,96	68,8%	7,88
Accommodation websites	1,79	78,7%	7,87
Tourism guides/brochures	0,16	40,0%	7,40
Airline websites	1,41	24,4%	6,97
Other official websites	0,32	30,0%	6,60
Travel agents' websites	0,13	33,3%	6,33
Previous visit	0,00	n.a.	n.a.
Travel agents' offices	0,00	n.a.	n.a.

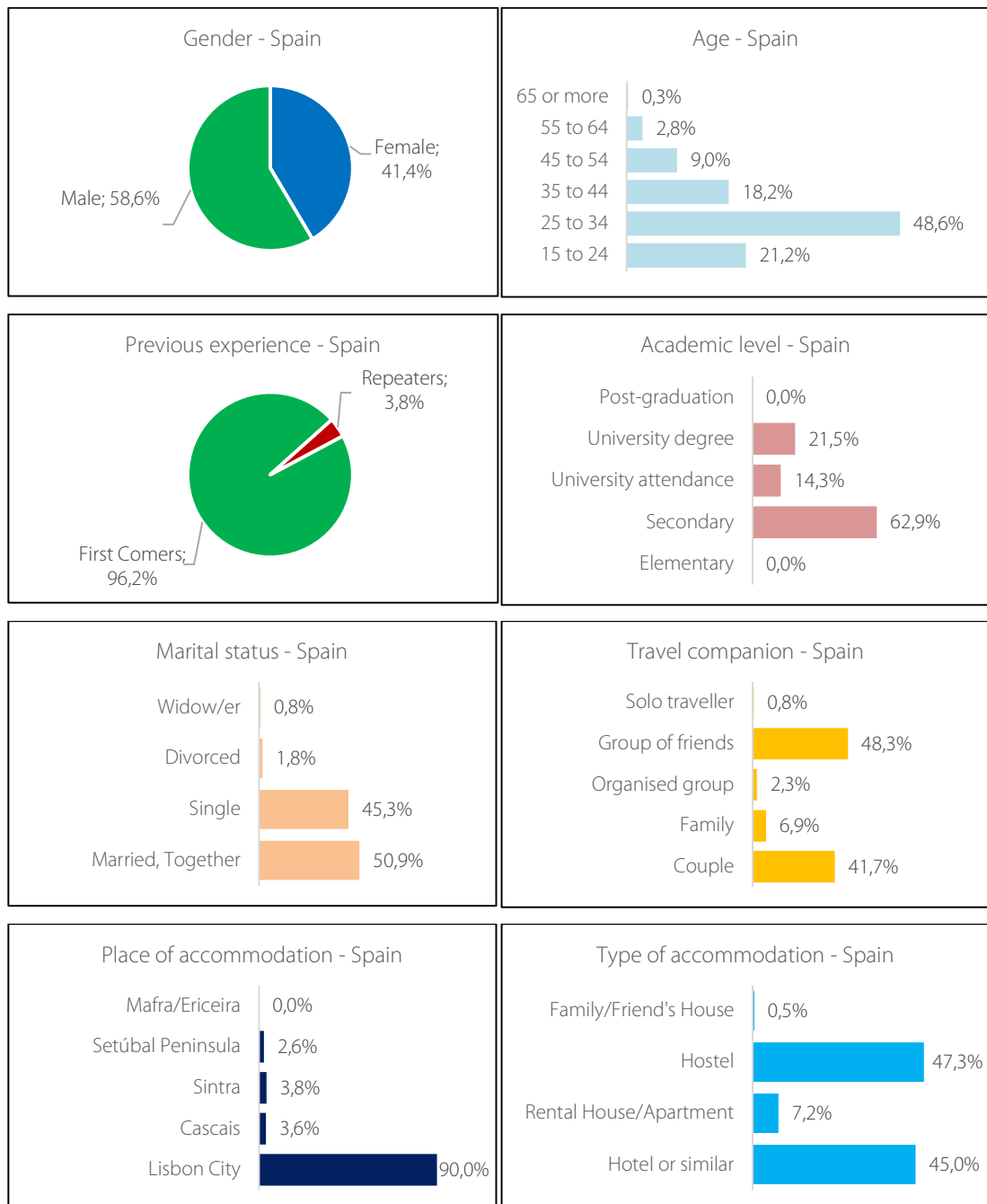


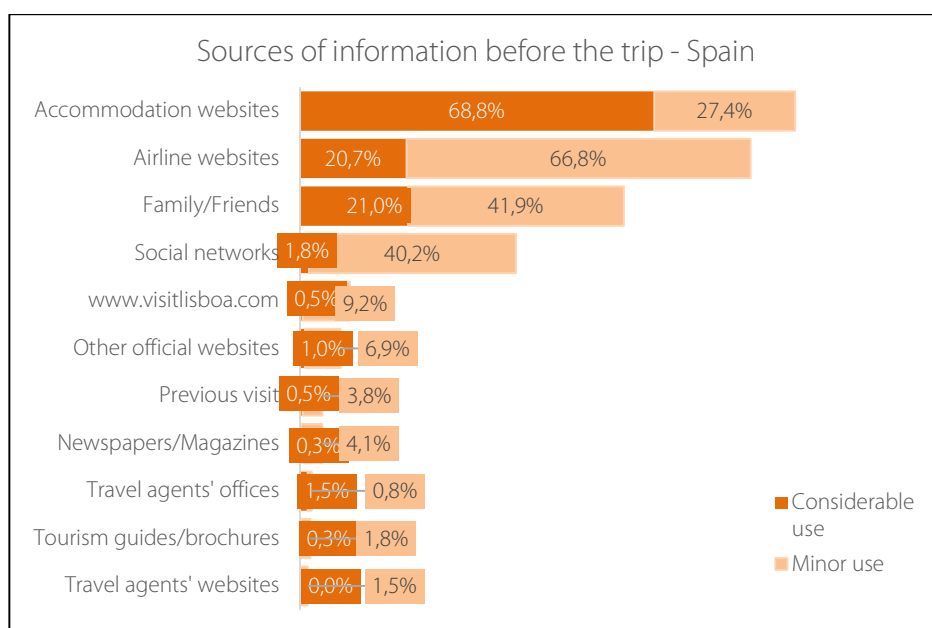
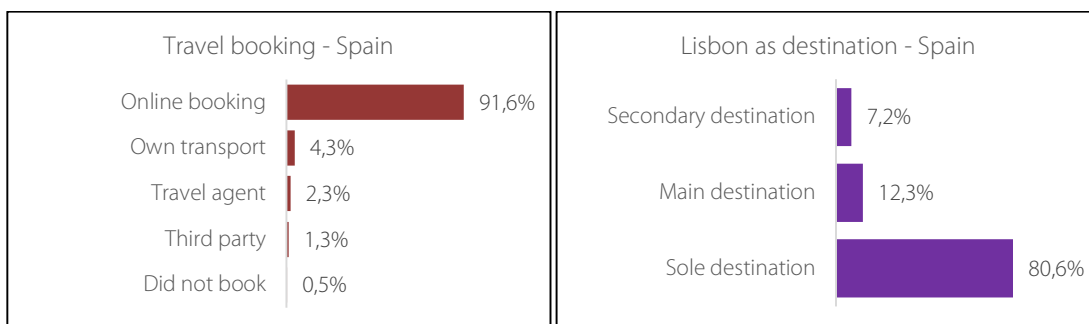
Sources of information during the trip - Scandinavia			
Parameter	Use (0 to 2)	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Place of accommodation	0,83	100,0%	9,52
Family/Friends	0,23	100,0%	9,00
Internet and Mobile apps	1,93	90,3%	8,35
Local people	0,86	76,0%	8,32
Tourism guides/books	0,10	100,0%	8,00
Tourism information offices	0,41	57,1%	7,57
Tourism brochures	1,00	15,8%	6,60



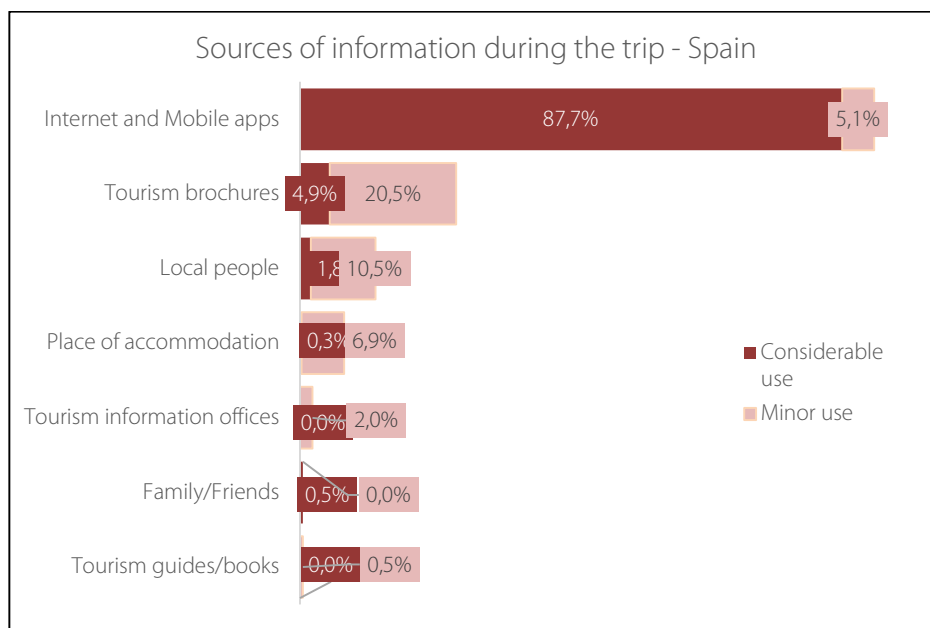


SPAIN (391 answers)

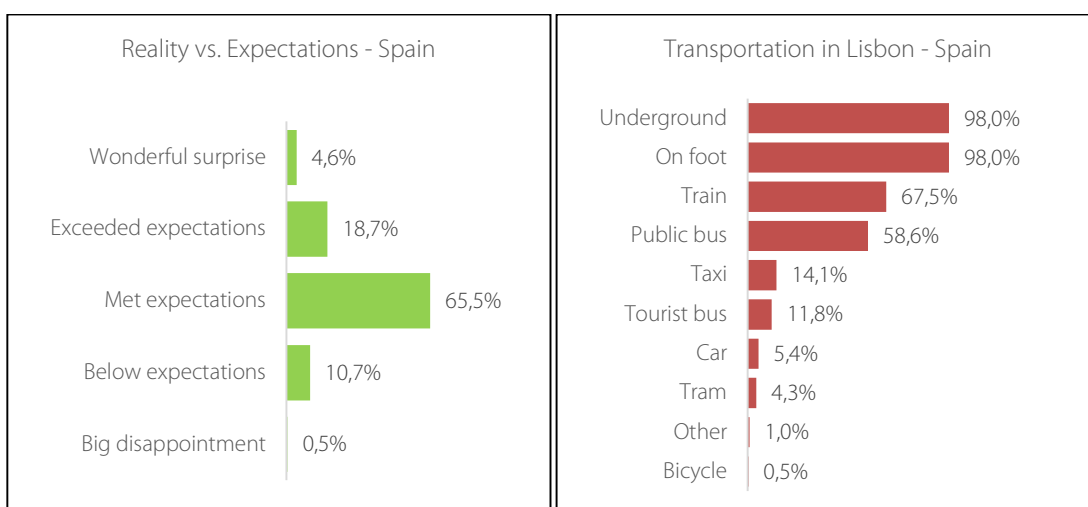


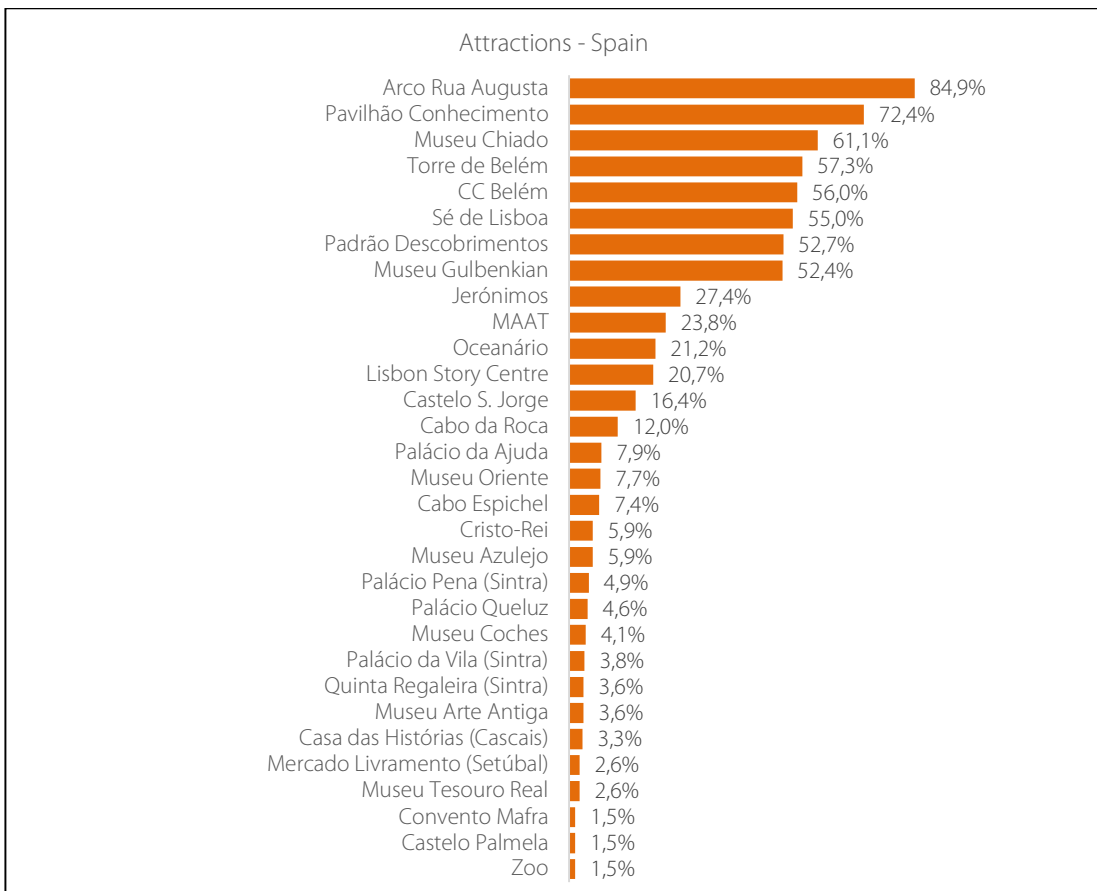
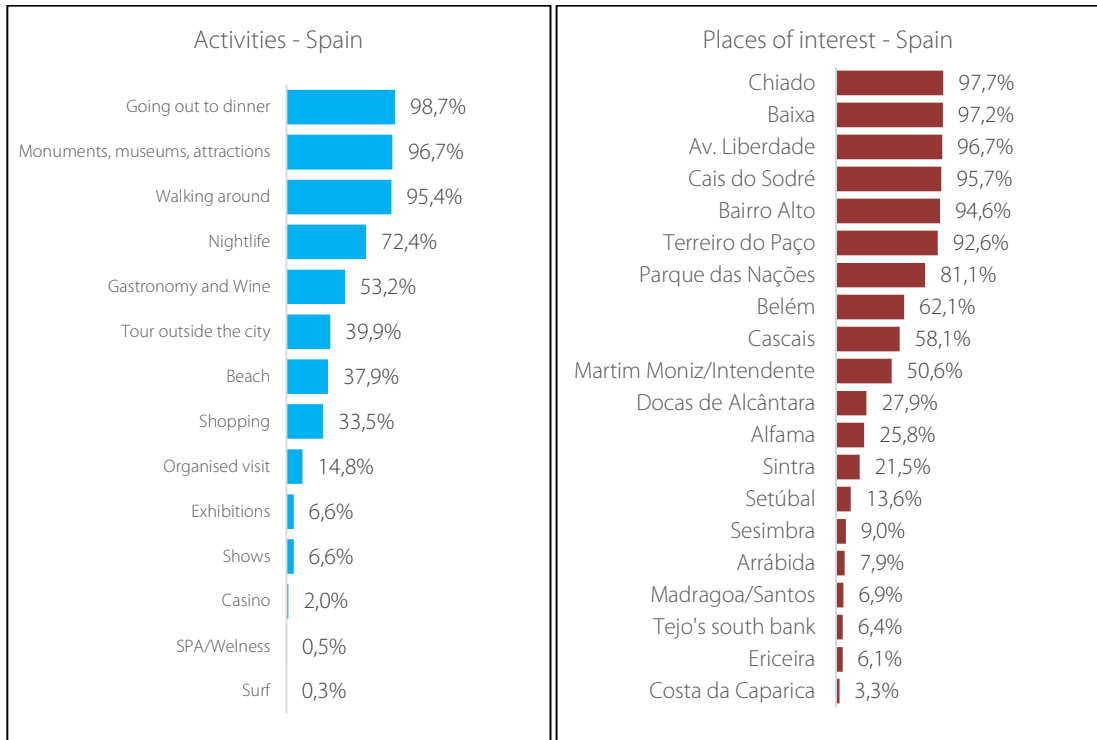


Sources of information before the trip - Spain			
Parameter	Use (0 to 2)	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Family/Friends	1,11	100,0%	9,44
Previous visit	0,20	100,0%	9,00
Newspapers/Magazines	0,18	87,5%	8,50
Travel agents' offices	0,17	77,8%	8,22
Tourism guides/brochures	0,10	75,0%	8,13
Social networks	0,81	72,6%	8,01
Travel agents' websites	0,05	66,7%	8,00
www.visitlisboa.com	0,34	71,1%	7,87
Airline websites	1,19	60,7%	7,70
Accommodation websites	1,70	43,9%	7,06
Other official websites	0,30	25,8%	6,48

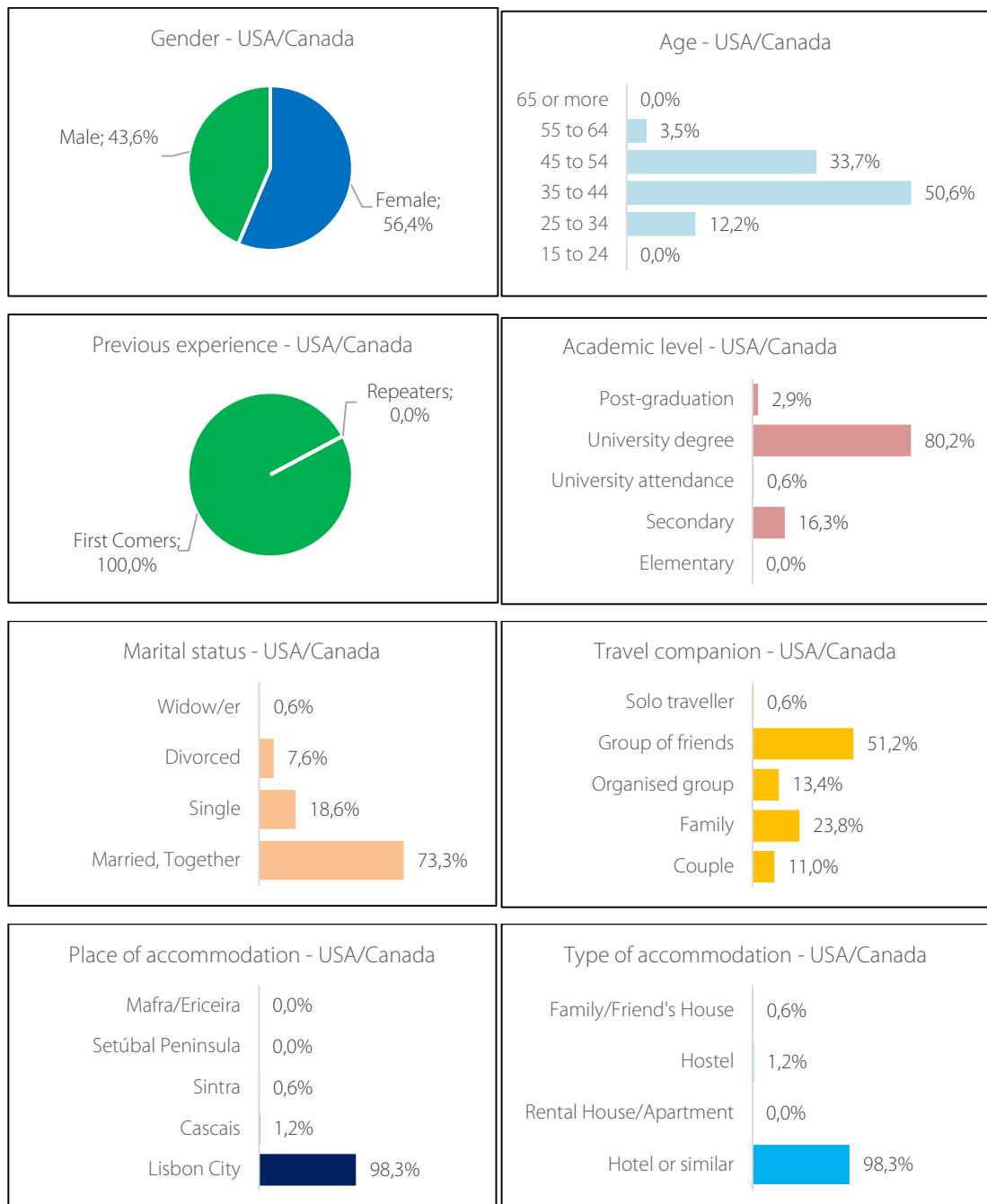


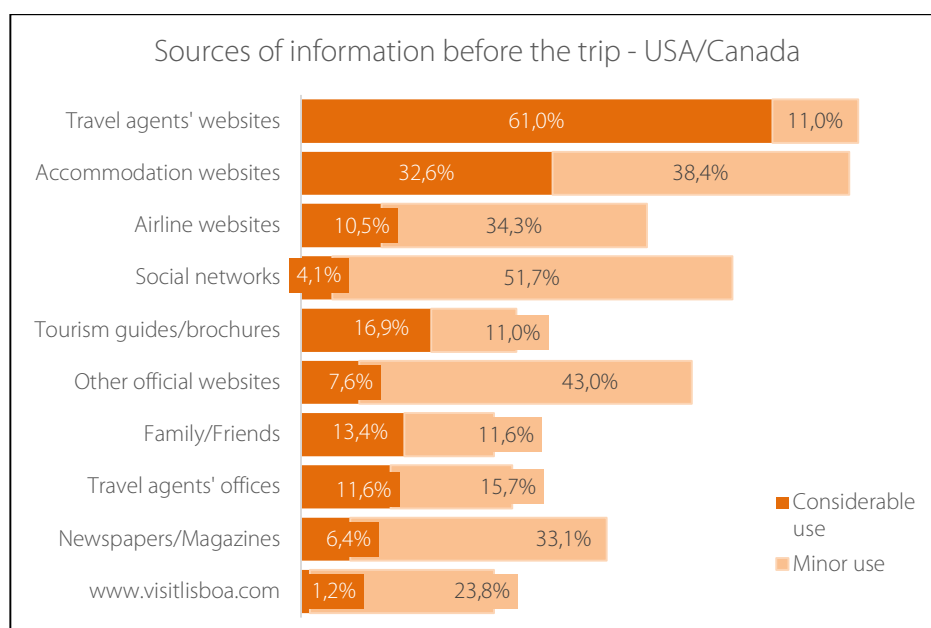
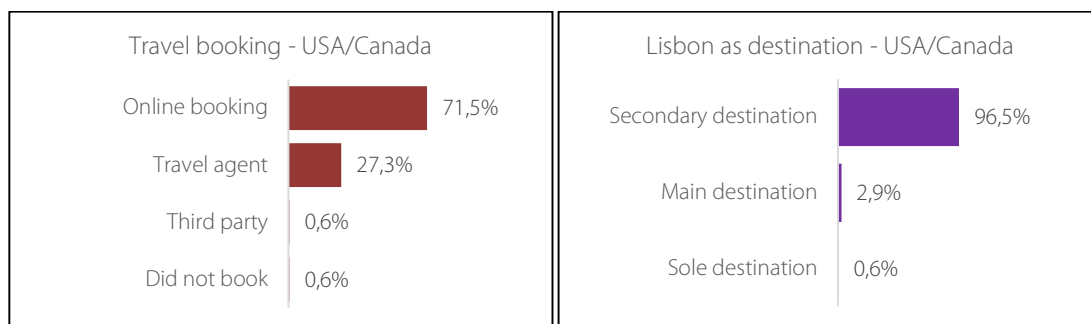
Sources of information during the trip - Spain			
Parameter	Use (0 to 2)	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Family/Friends	0,12	100,0%	9,50
Place of accommodation	0,55	92,9%	9,21
Local people	0,75	85,4%	8,77
Internet and Mobile apps	1,92	91,2%	8,72
Tourism information offices	0,25	62,5%	7,63
Tourism guides/books	0,07	0,0%	7,00
Tourism brochures	0,99	27,6%	6,92



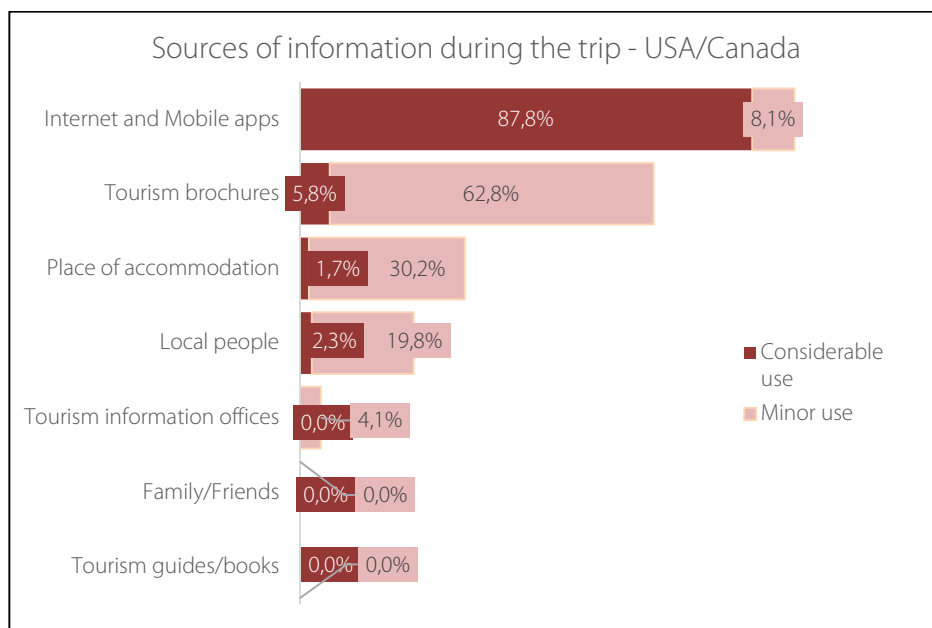


USA/CANADA (172 answers)

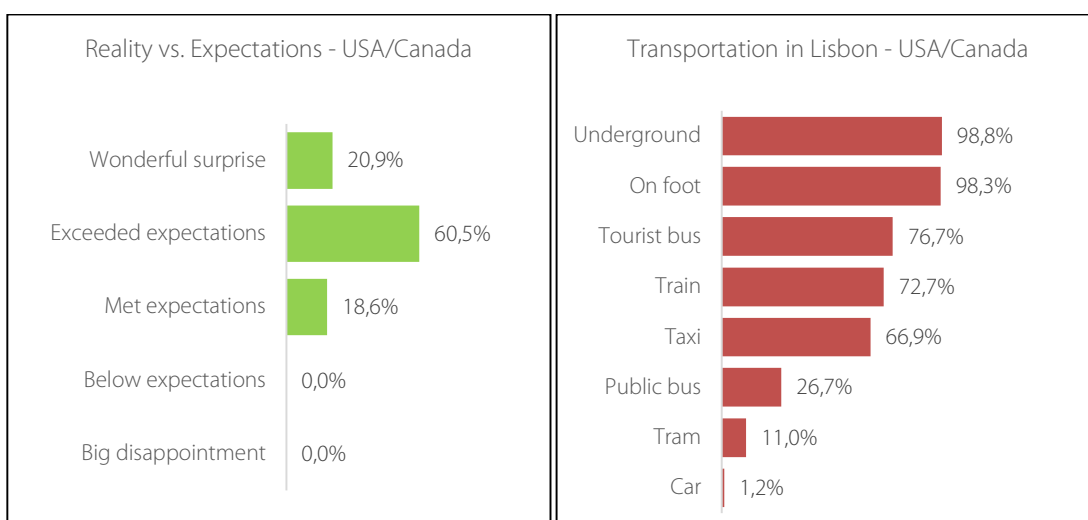


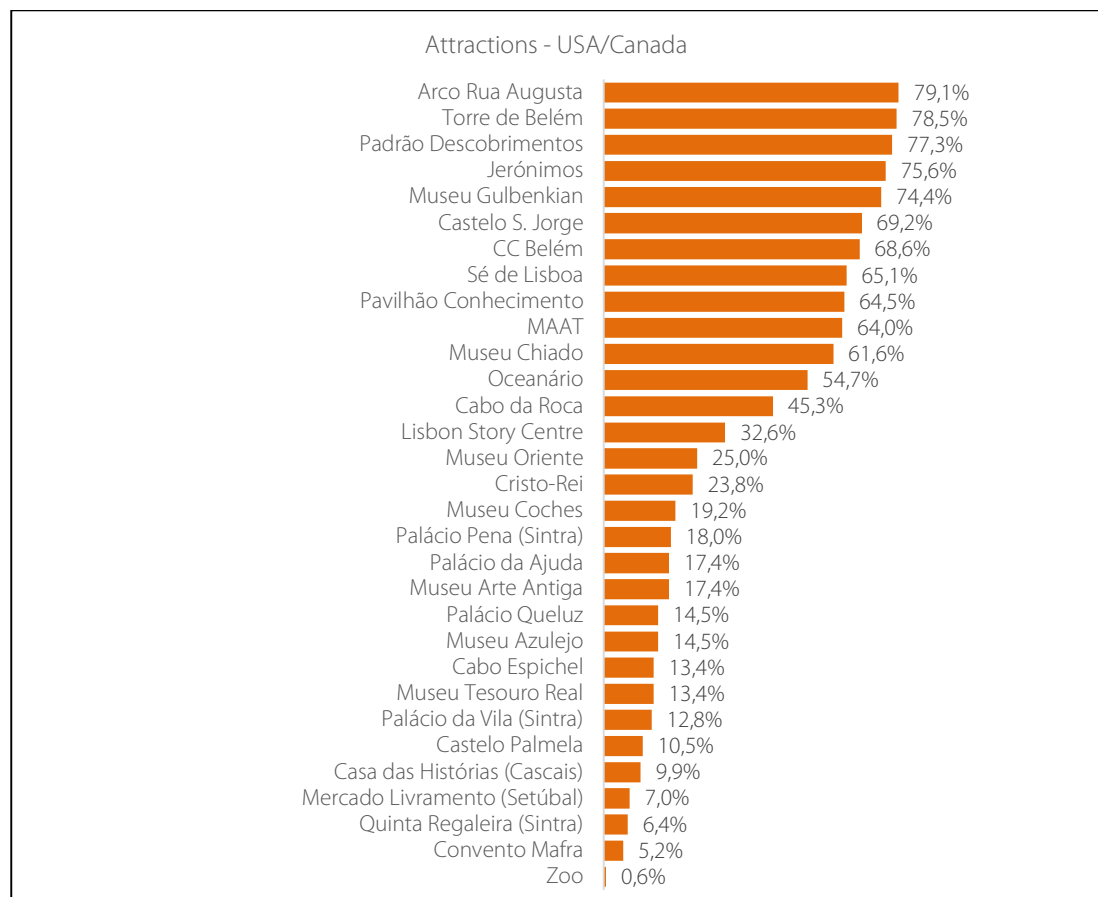
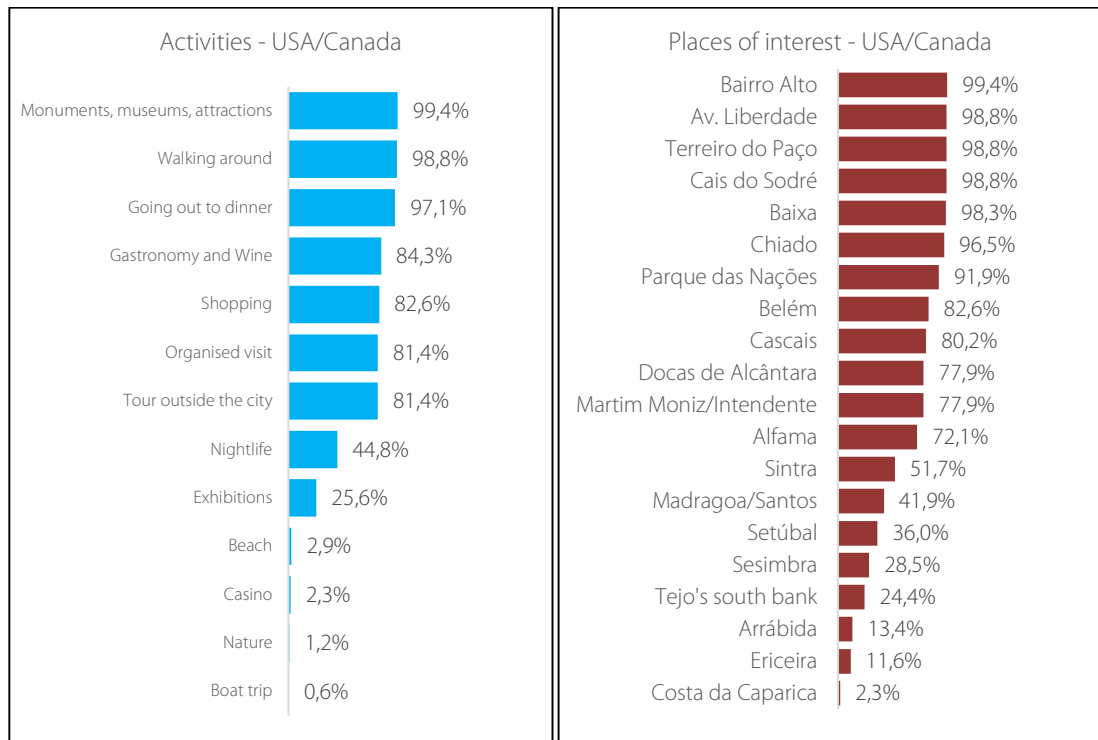


Sources of information before the trip - USA/Canada			
Parameter	Use (0 to 2)	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Family/Friends	0,88	97,6%	9,12
Tourism guides/brochures	0,96	95,8%	8,77
Newspapers/Magazines	0,77	94,1%	8,57
www.visitlisboa.com	0,63	79,1%	8,00
Travel agents' websites	1,85	76,6%	7,85
Social networks	1,04	68,8%	7,81
Travel agents' offices	0,87	60,9%	7,72
Accommodation websites	1,44	51,2%	7,40
Airline websites	1,06	41,6%	7,23
Other official websites	0,95	3,4%	5,75
Previous visit	0,00	n.a.	n.a.

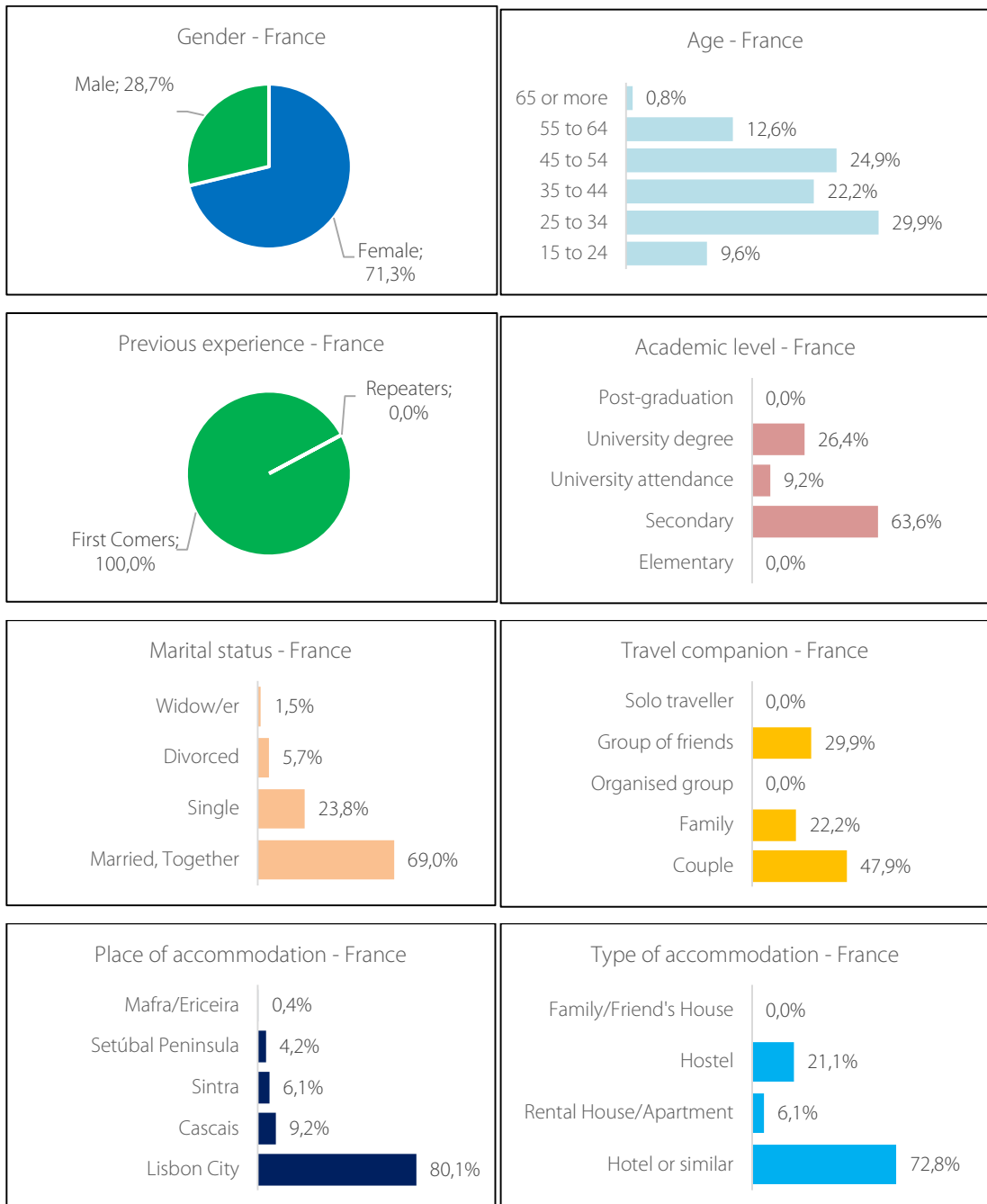


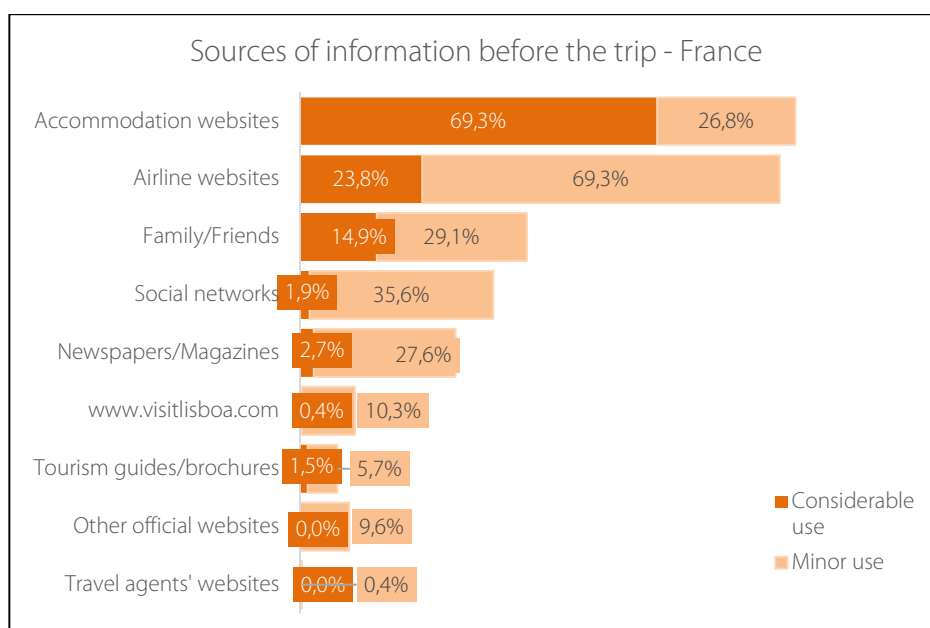
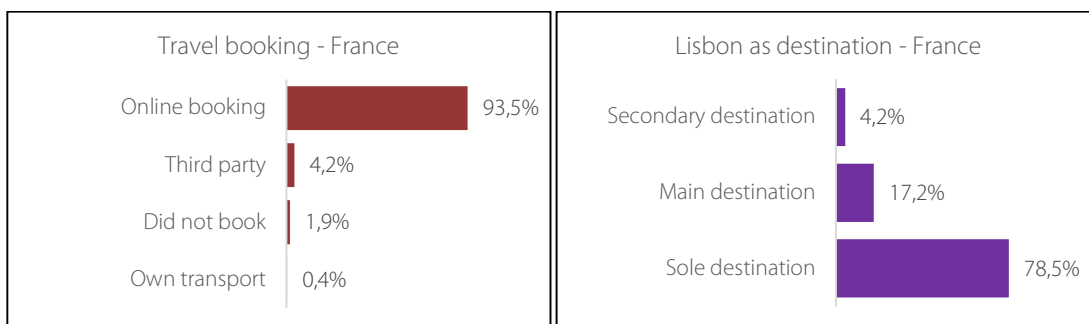
Sources of information during the trip - USA/Canada			
Parameter	Use (0 to 2)	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Local people	0,86	94,7%	9,29
Place of accommodation	0,94	92,6%	9,24
Internet and Mobile apps	1,92	89,7%	8,27
Tourism information offices	0,29	57,1%	7,86
Tourism brochures	1,05	11,9%	6,57
Tourism guides/books	0,00	n.a.	n.a.
Family/Friends	0,00	n.a.	n.a.



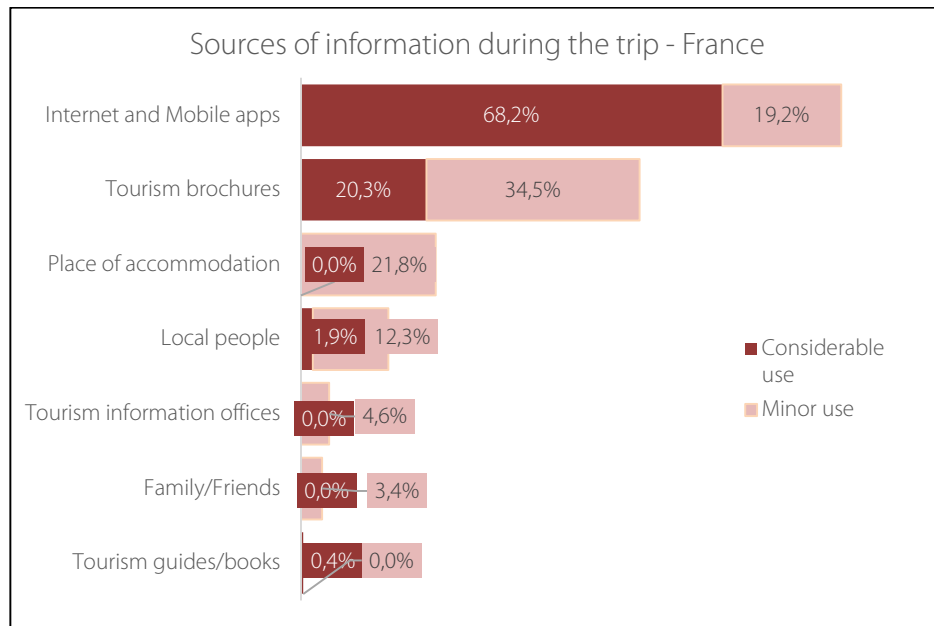


FRANCE (261 answers)

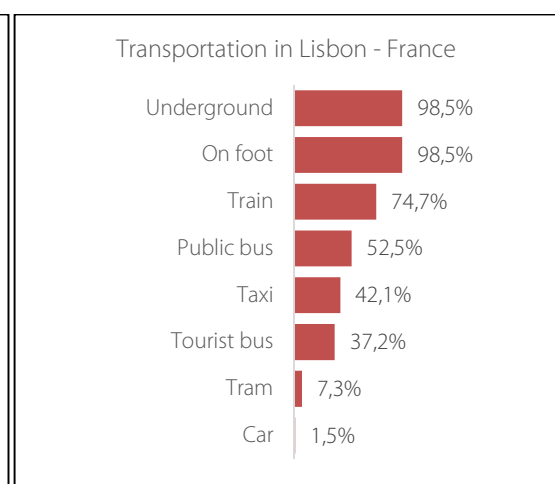
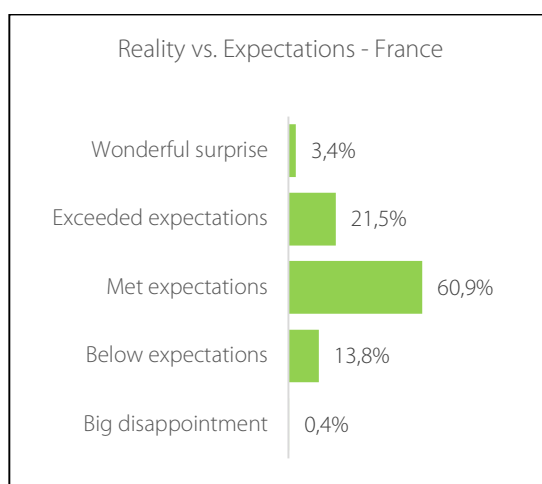


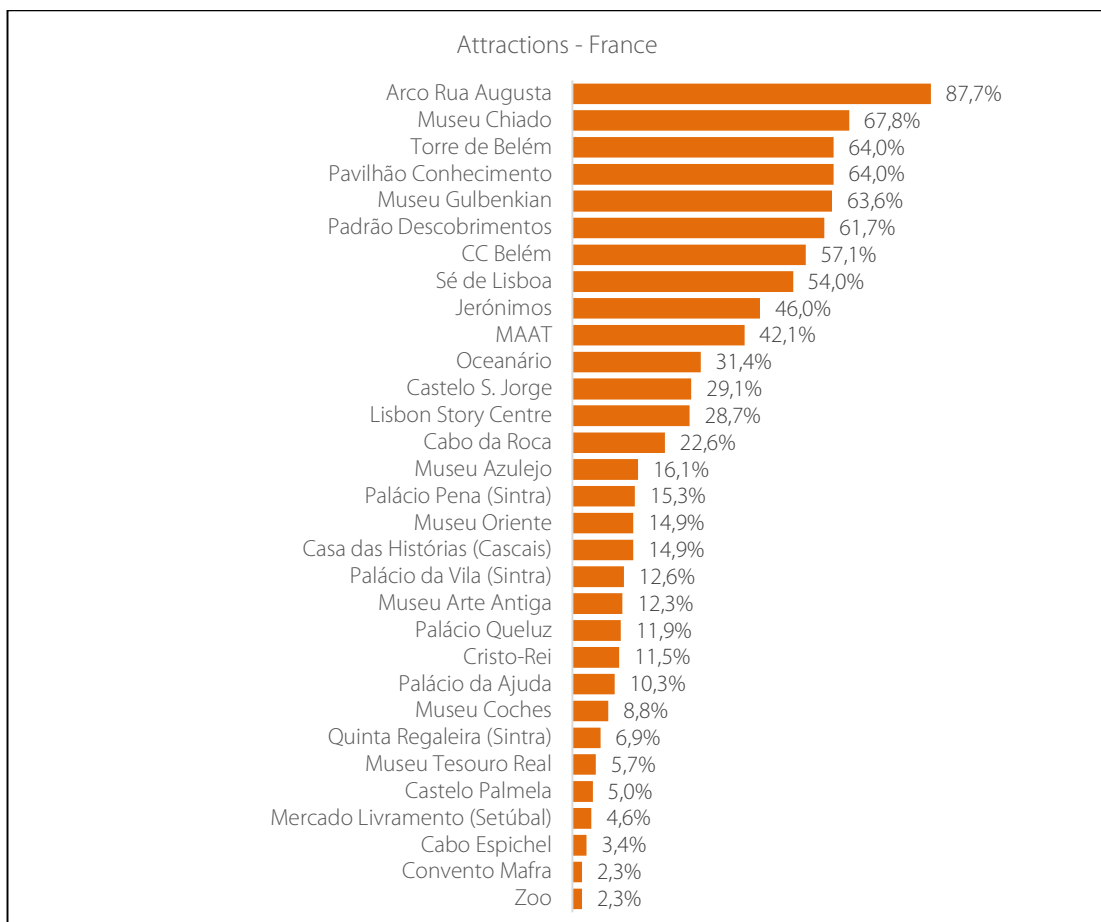
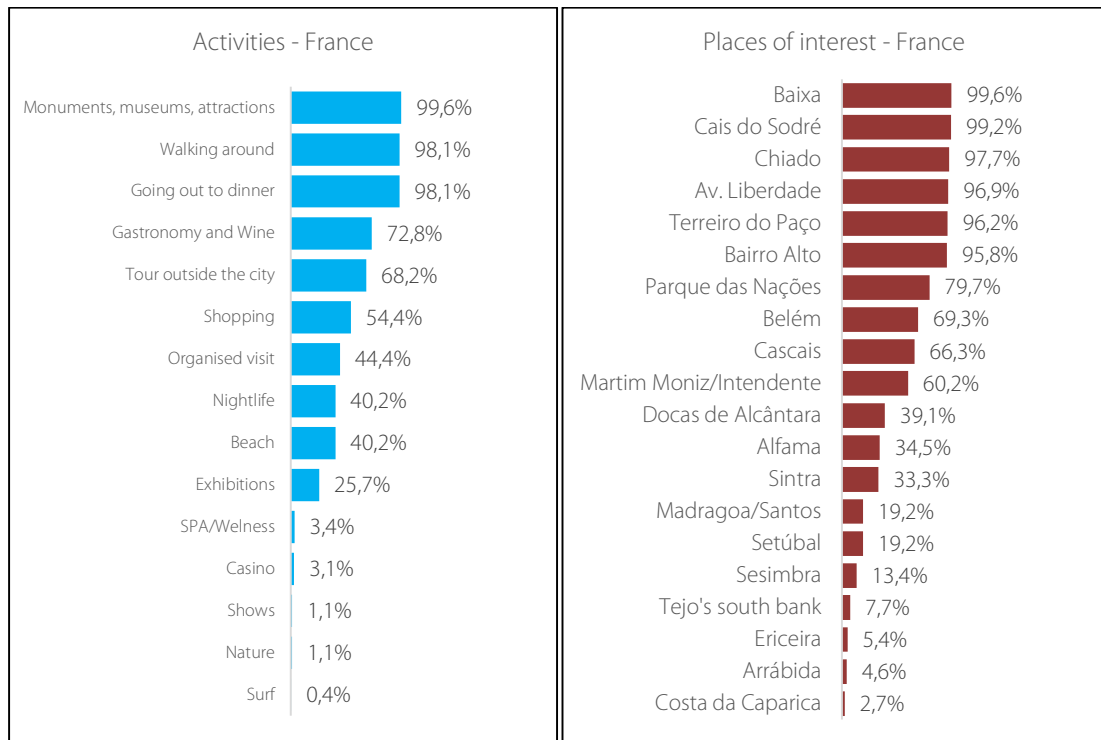


Sources of information before the trip - France			
Parameter	Use (0 to 2)	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Family/Friends	1,08	100,0%	9,46
Newspapers/Magazines	0,75	97,5%	8,72
Tourism guides/brochures	0,37	89,5%	8,47
www.visitlisboa.com	0,40	85,7%	8,14
Travel agents' websites	0,02	100,0%	8,00
Social networks	0,84	64,9%	7,78
Airline websites	1,22	57,2%	7,56
Accommodation websites	1,72	57,6%	7,41
Other official websites	0,34	20,0%	6,40
Previous visit	0,00	n.a.	n.a.
Travel agents' offices	0,00	n.a.	n.a.

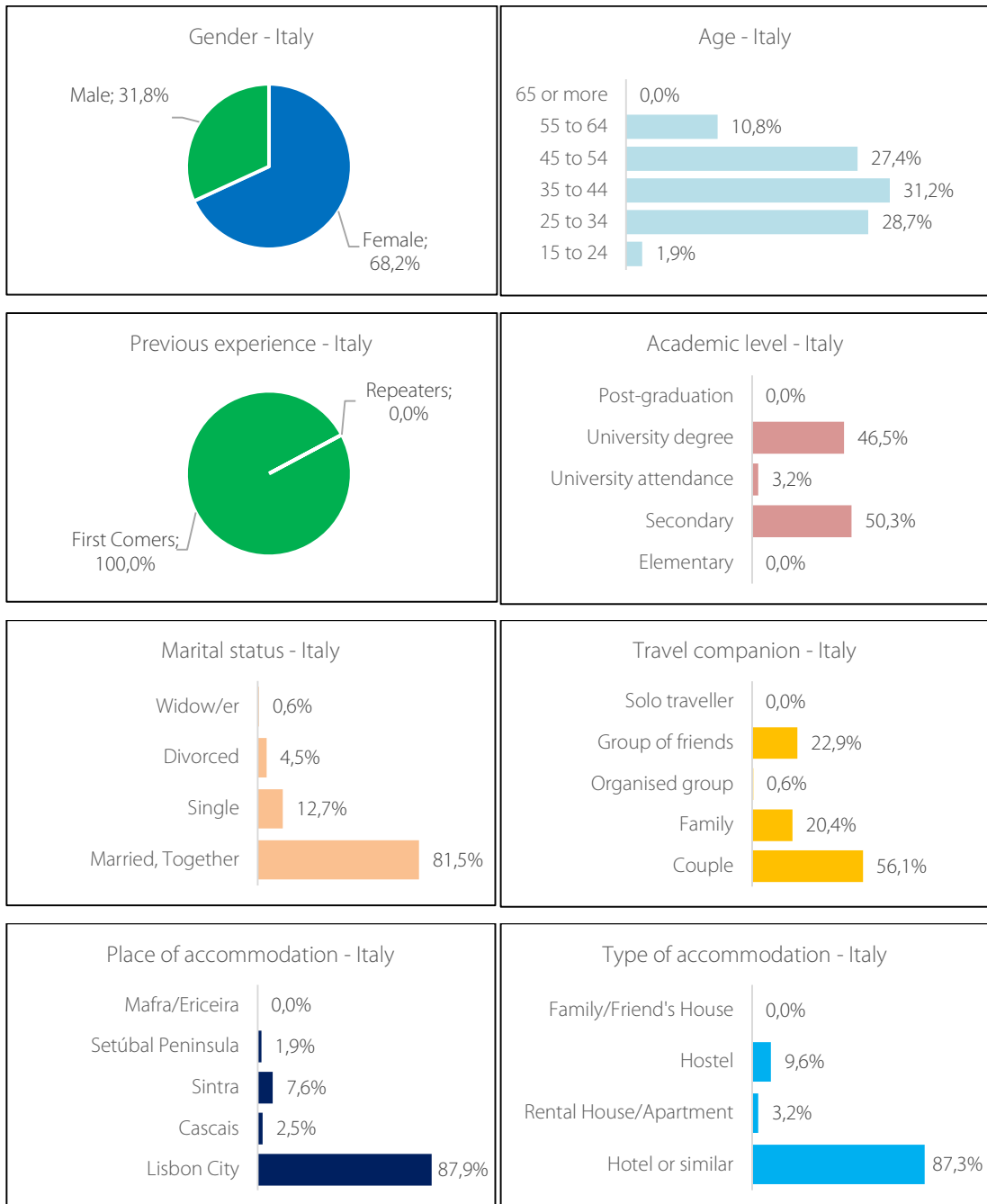


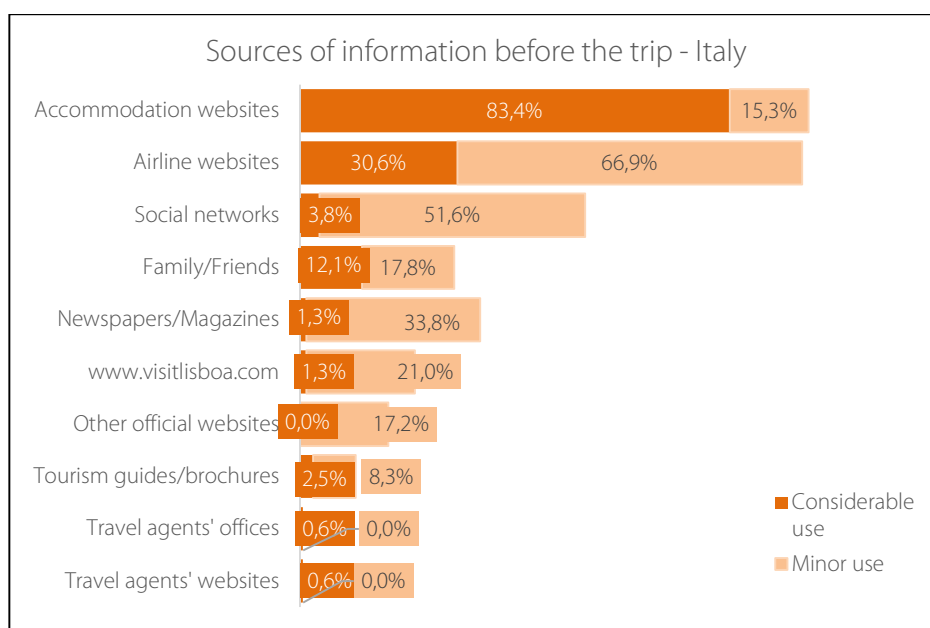
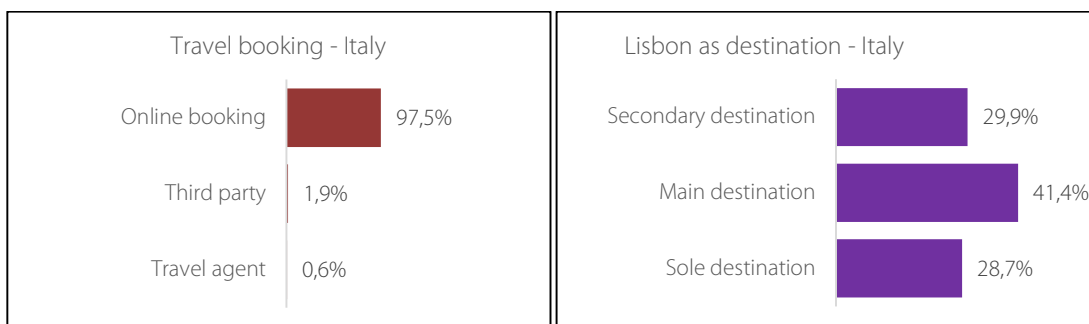
Sources of information during the trip - France			
Parameter	Use (0 to 2)	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Family/Friends	0,17	100,0%	10,00
Place of accommodation	0,89	91,2%	9,42
Tourism information offices	0,57	83,3%	8,75
Local people	0,84	83,8%	8,62
Internet and Mobile apps	1,74	77,6%	8,03
Tourism guides/books	0,45	77,8%	8,00
Tourism brochures	1,33	43,3%	7,25



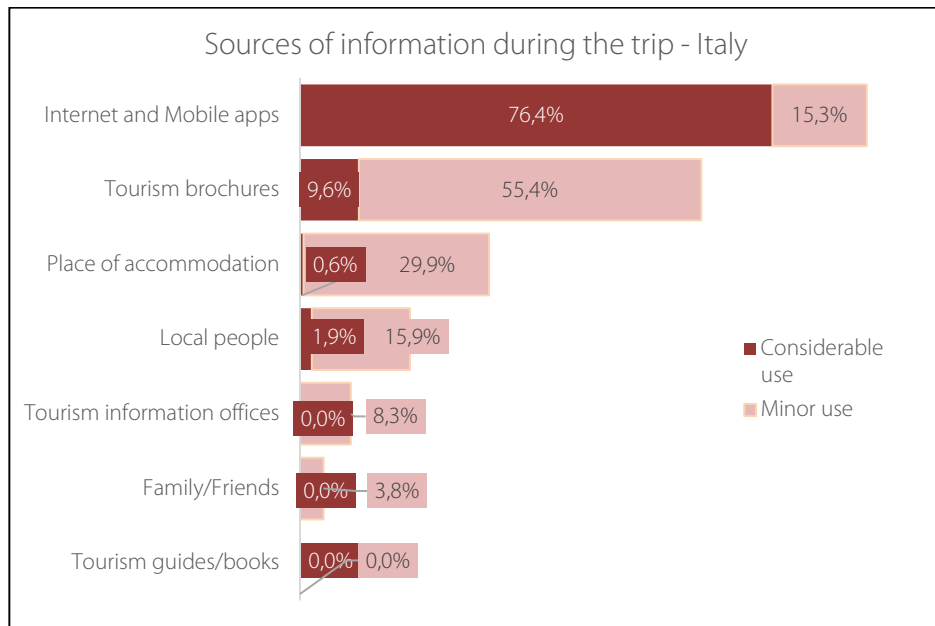


ITALY (157 answers)

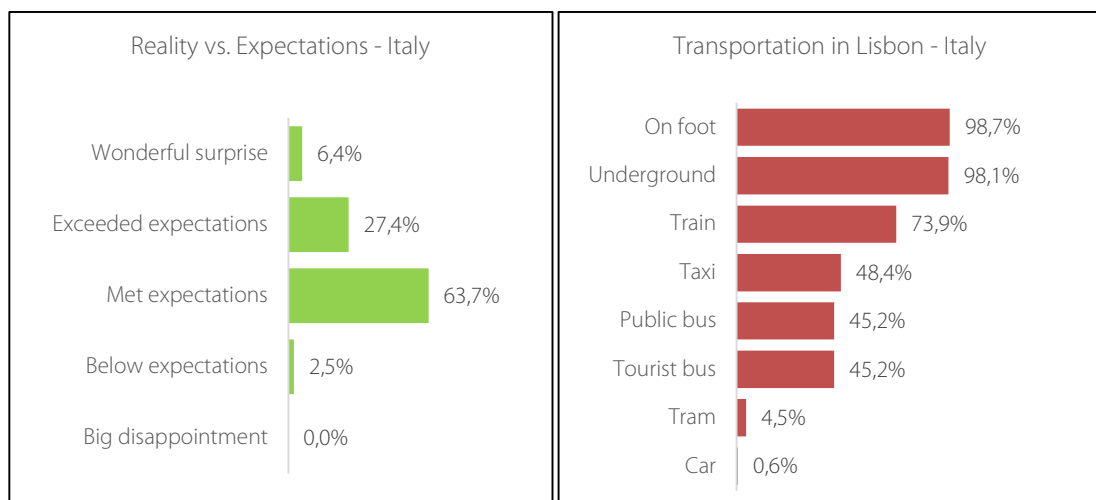


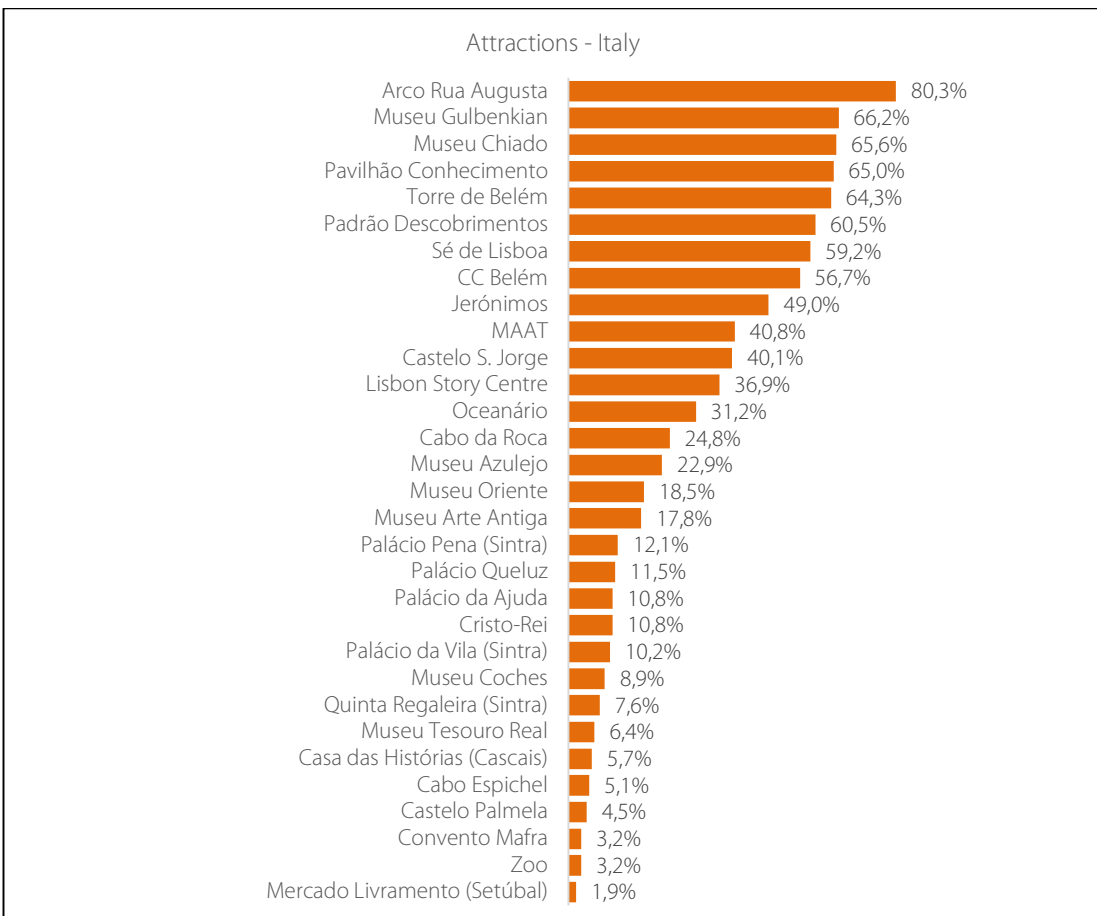
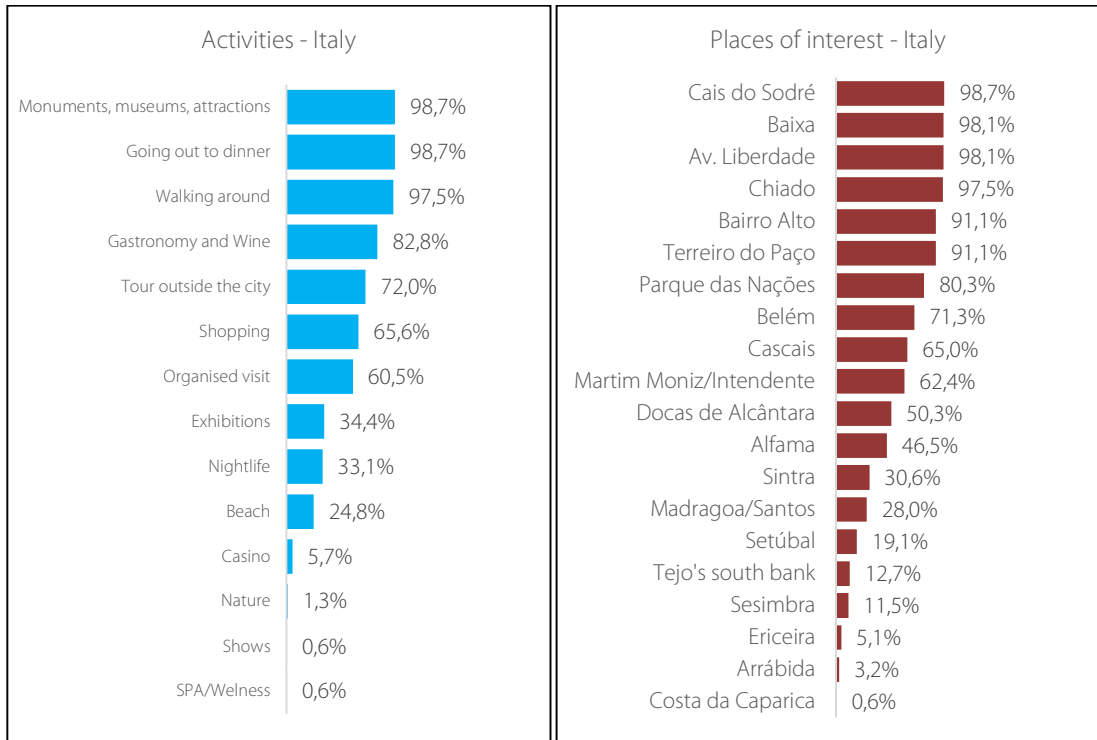


Sources of information before the trip - Italy			
Parameter	Use (0 to 2)	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Family/Friends	0,83	100,0%	9,49
Newspapers/Magazines	0,67	98,2%	8,95
Tourism guides/brochures	0,40	88,2%	8,35
Travel agents' offices	0,05	100,0%	8,00
Social networks	0,93	77,0%	7,93
Accommodation websites	1,85	64,5%	7,60
www.visitlisboa.com	0,57	55,9%	7,59
Airline websites	1,31	49,0%	7,41
Other official websites	0,47	7,4%	5,81
Travel agents' websites	0,04	0,0%	5,00
Previous visit	0,00	n.a.	n.a.

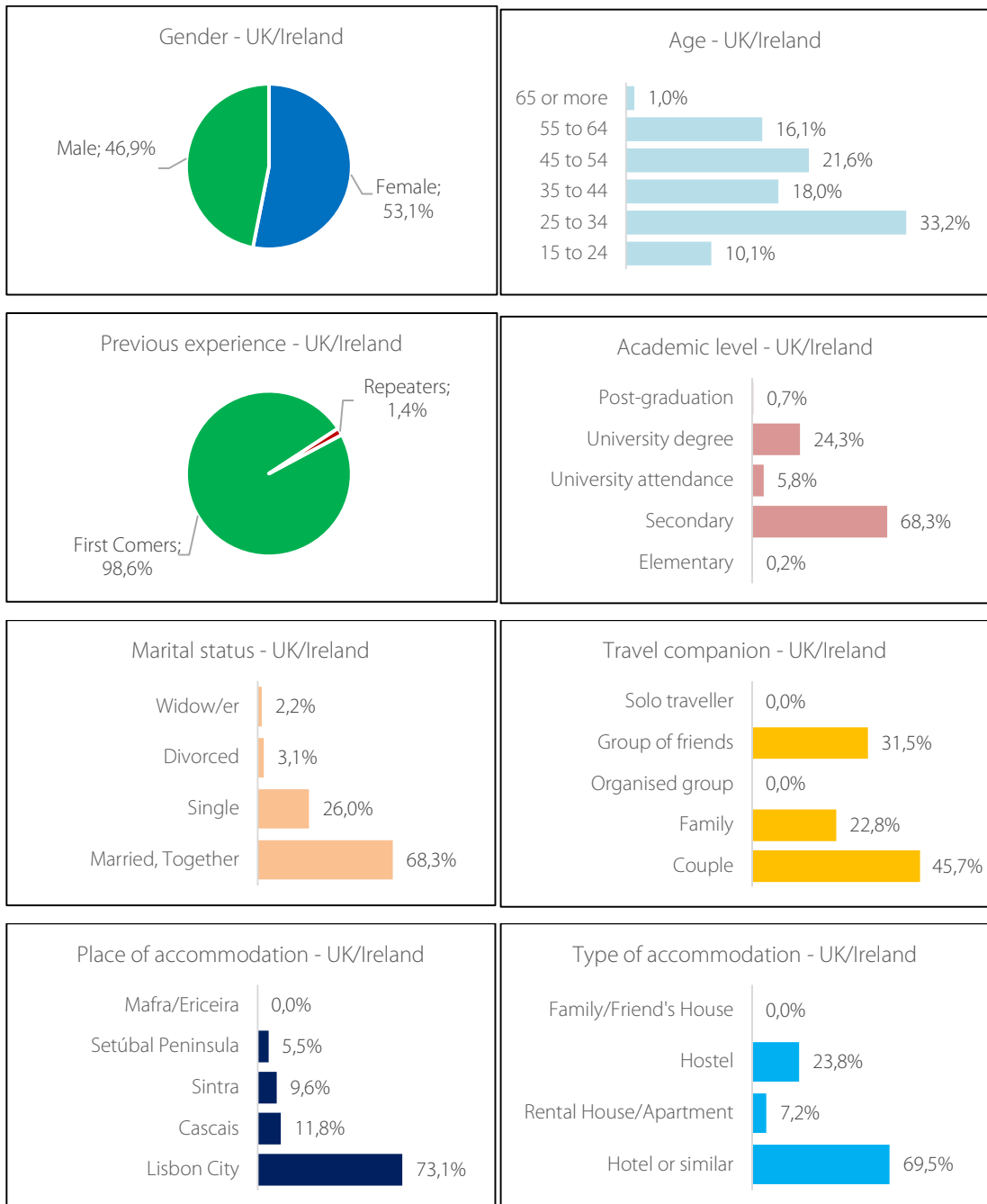


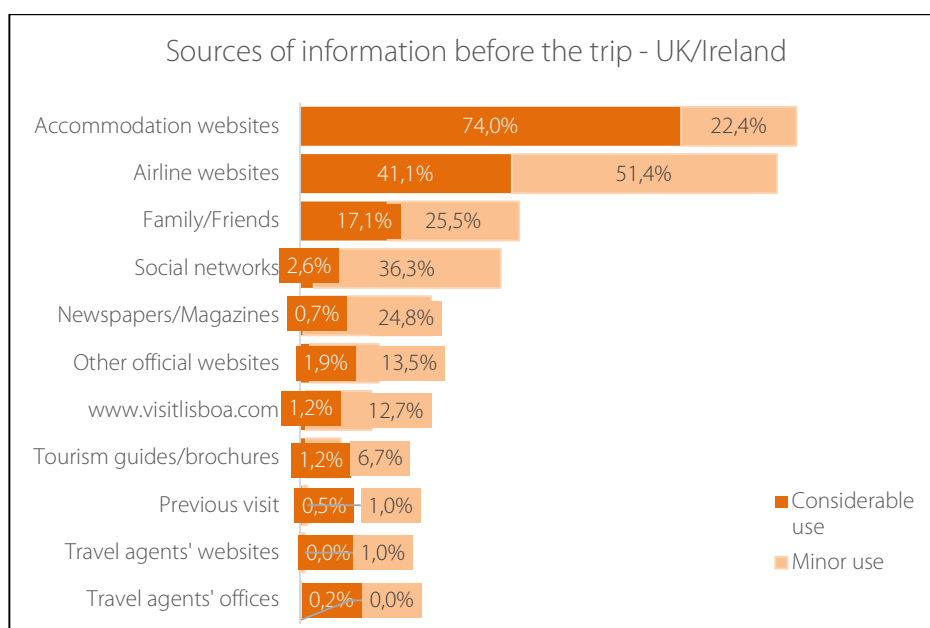
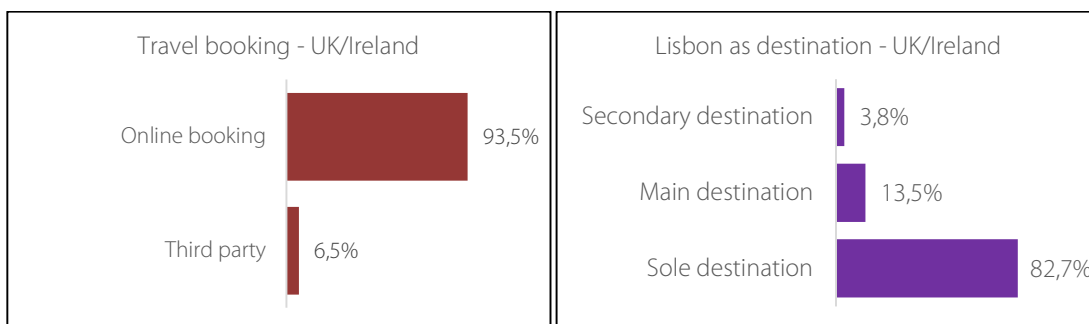
Sources of information during the trip - Italy			
Parameter	Use (0 to 2)	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Place of accommodation	0,88	93,5%	9,50
Tourism information offices	0,54	76,9%	8,85
Local people	0,82	75,0%	8,46
Tourism guides/books	0,35	83,3%	8,17
Internet and Mobile apps	1,82	79,9%	8,07
Tourism brochures	1,09	26,0%	6,95
Family/Friends	0,00	n.a.	n.a.



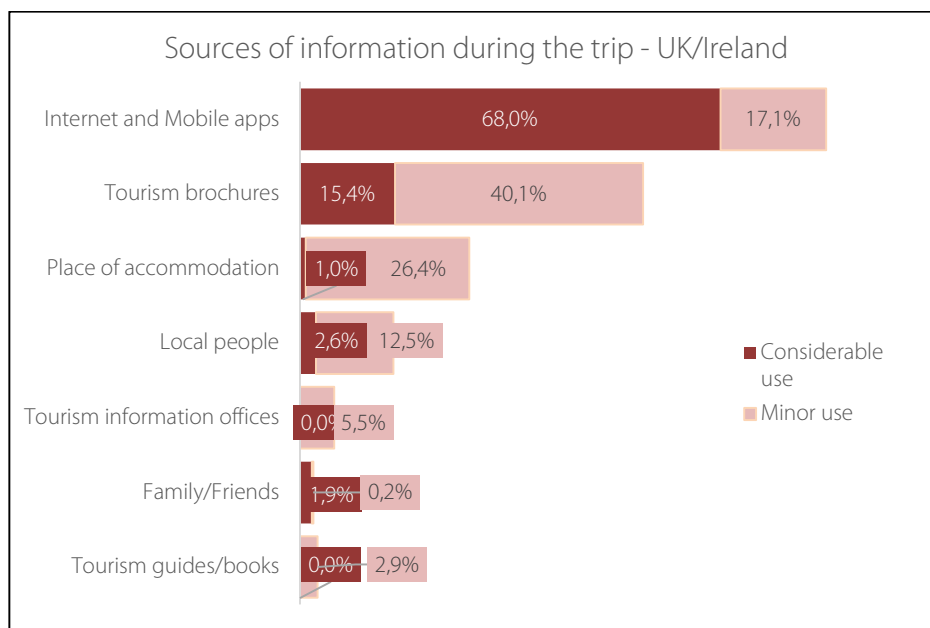


UNITED KINGDOM/IRELAND (416 answers)

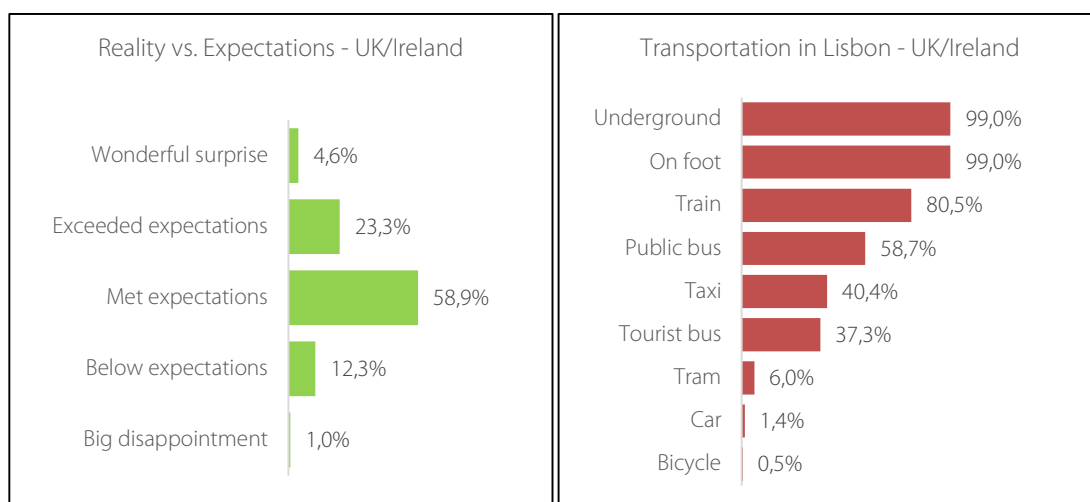


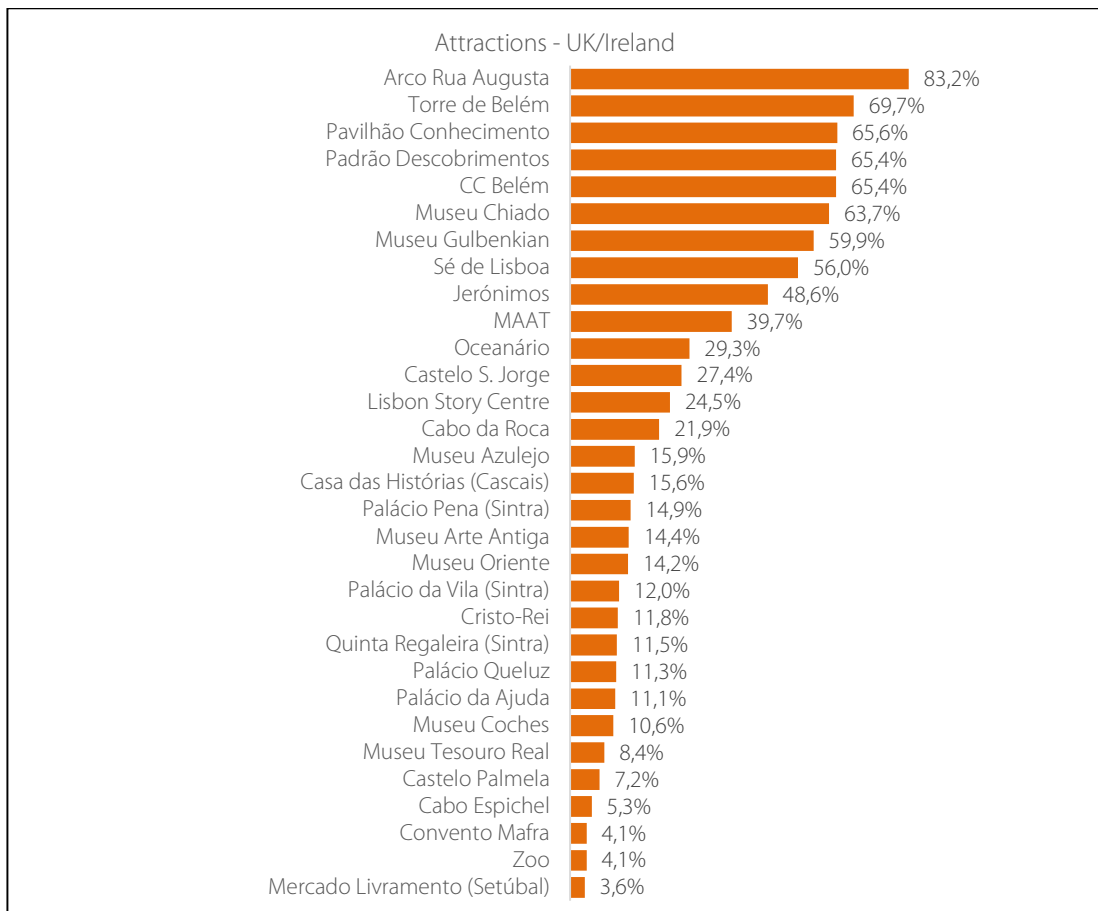
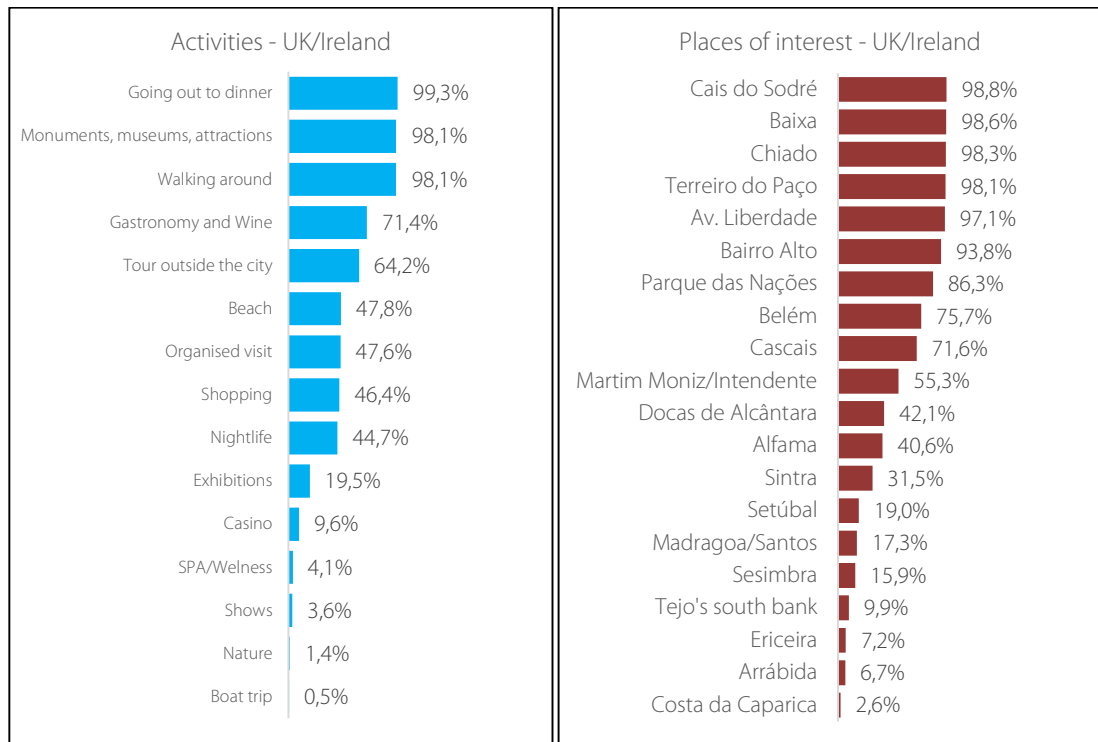


Sources of information before the trip - UK/Ireland			
Parameter	Use (0 to 2)	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Travel agents' offices	0,02	100,0%	10,00
Family/Friends	1,00	98,9%	9,40
Newspapers/Magazines	0,58	97,2%	8,71
Previous visit	0,07	100,0%	8,67
Tourism guides/brochures	0,29	84,8%	8,39
Social networks	0,79	78,3%	8,04
www.visitlisboa.com	0,44	70,2%	7,82
Accommodation websites	1,75	54,9%	7,38
Travel agents' websites	0,03	25,0%	7,00
Airline websites	1,40	35,6%	6,97
Other official websites	0,46	16,7%	6,15



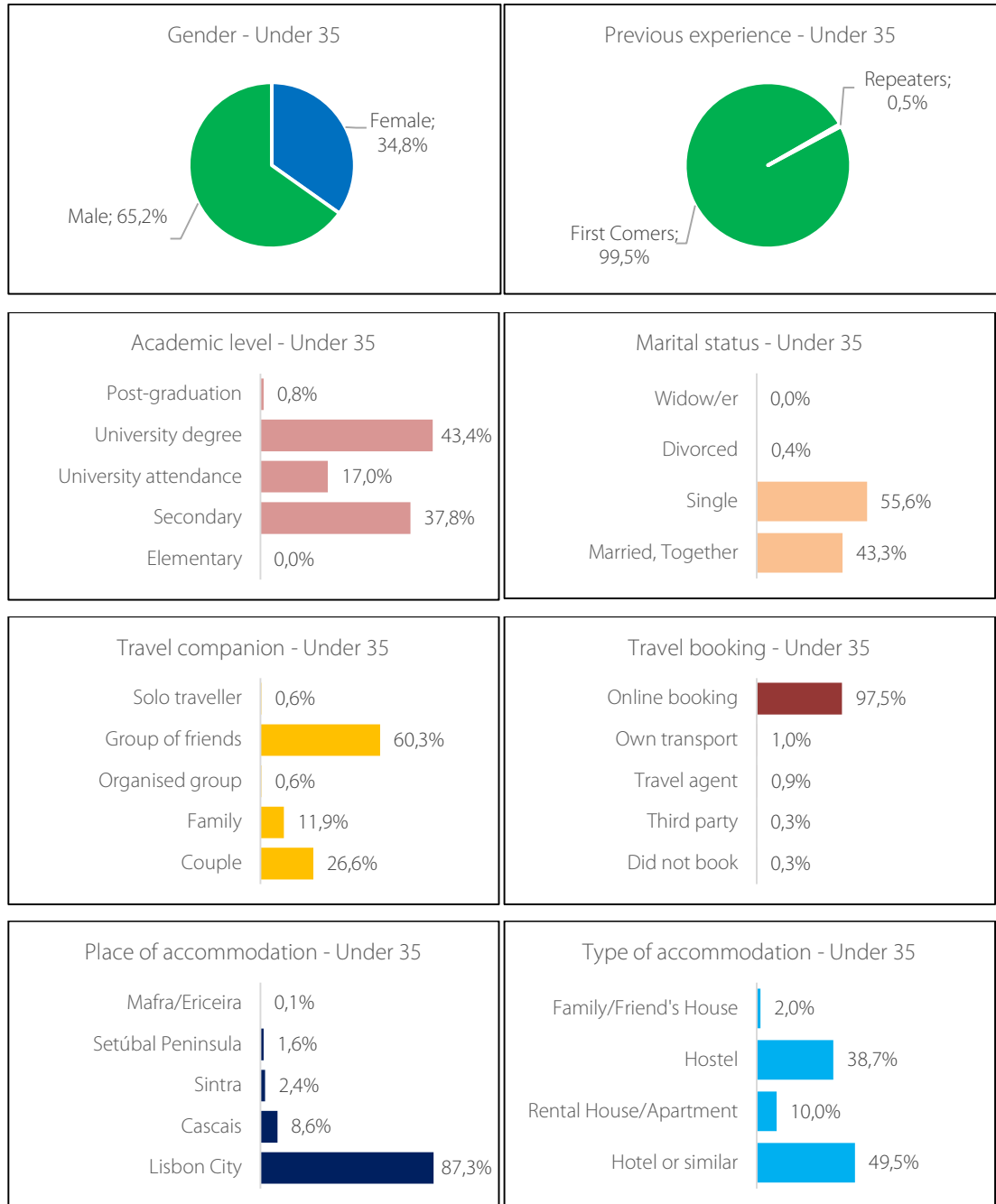
Sources of information during the trip - UK/Ireland			
Parameter	Use (0 to 2)	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Family/Friends	0,44	100,0%	9,44
Place of accommodation	0,89	94,7%	9,35
Local people	0,79	84,1%	8,63
Internet and Mobile apps	1,75	75,1%	8,06
Tourism information offices	0,46	65,2%	7,48
Tourism guides/books	0,32	33,3%	7,42
Tourism brochures	1,21	40,9%	7,13

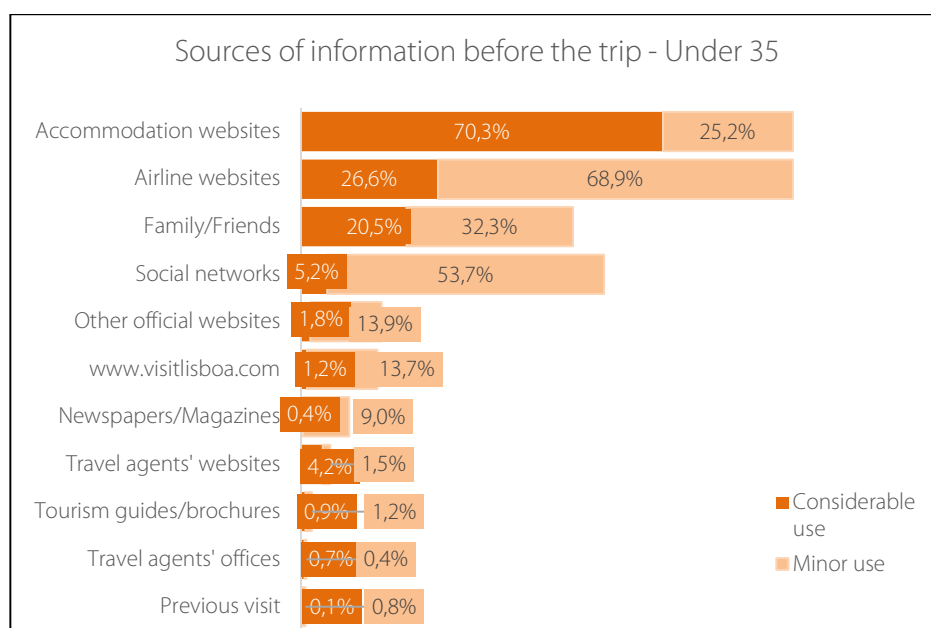
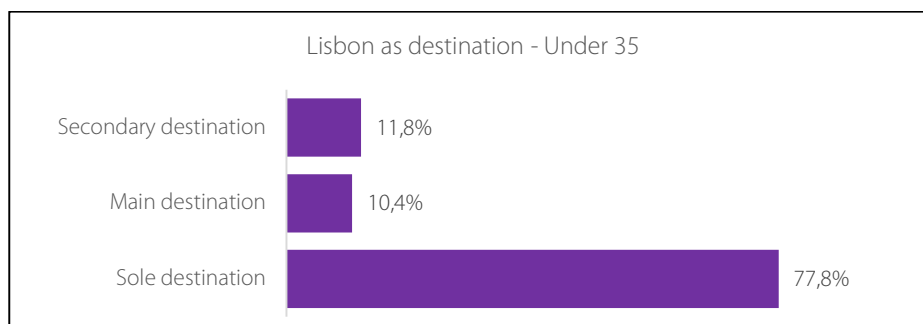




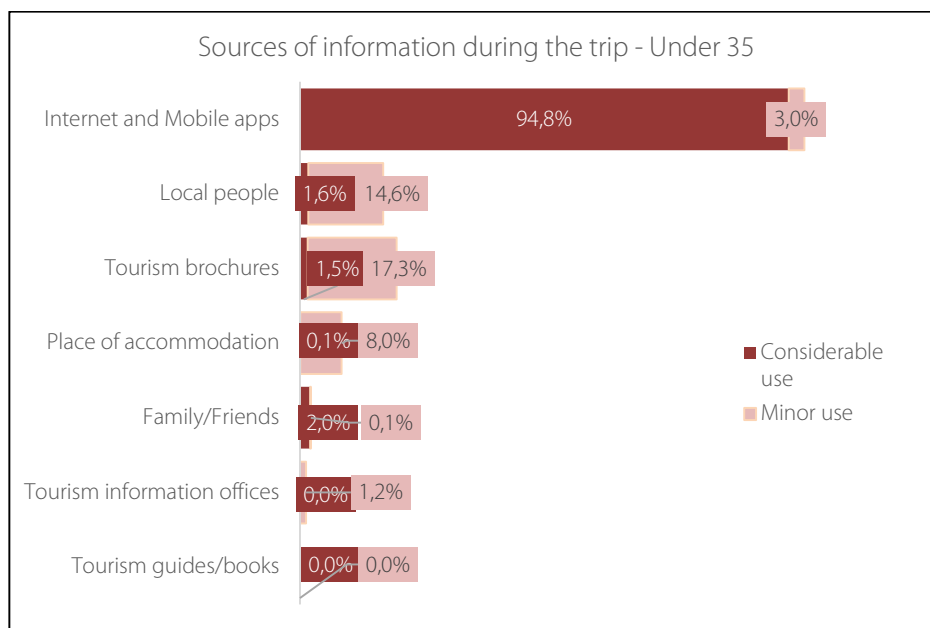
2. RESULTS BY AGE

UNDER 35 YEARS OLD (989 answers)

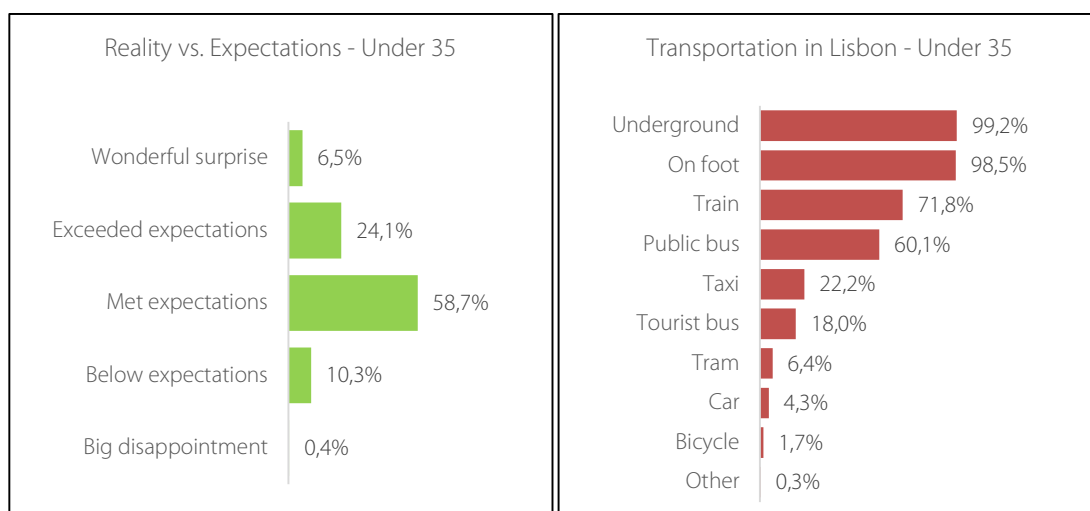


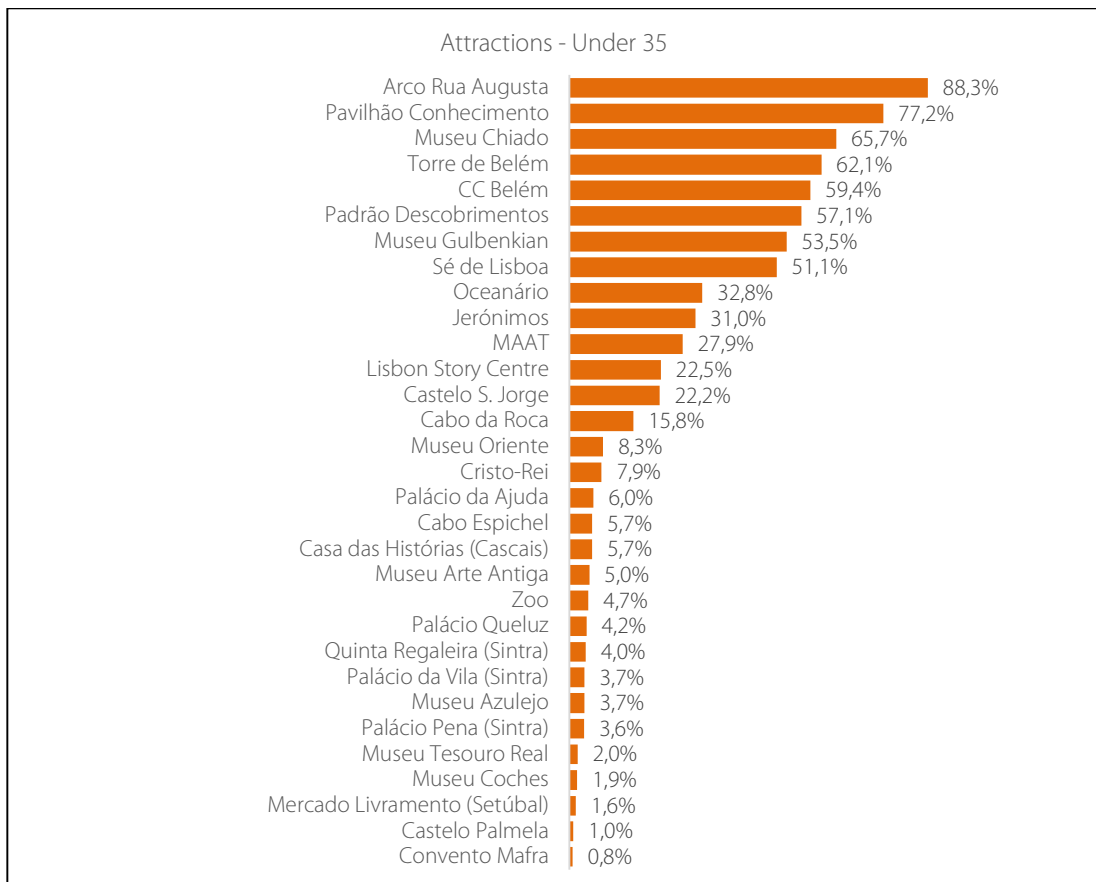
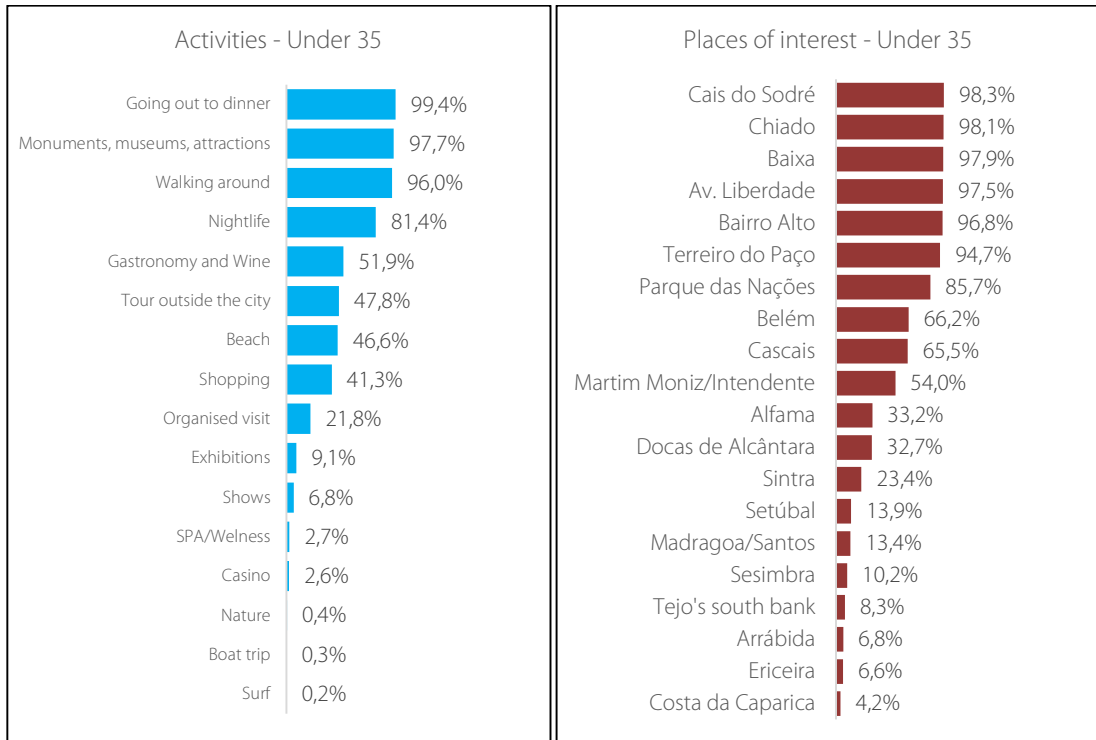


Sources of information before the trip - Under 35 years old			
Parameter	Use (0 to 2)	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Family/Friends	1,10	99,8%	9,35
Previous visit	0,05	100,0%	9,11
Newspapers/Magazines	0,35	95,7%	8,63
Tourism guides/brochures	0,14	81,0%	8,43
www.visitlisboa.com	0,51	74,0%	7,97
Social networks	1,01	71,4%	7,92
Travel agents' offices	0,09	45,5%	7,82
Travel agents' websites	0,33	75,4%	7,67
Airline websites	1,27	55,0%	7,44
Accommodation websites	1,72	42,8%	7,09
Other official websites	0,51	15,8%	6,16

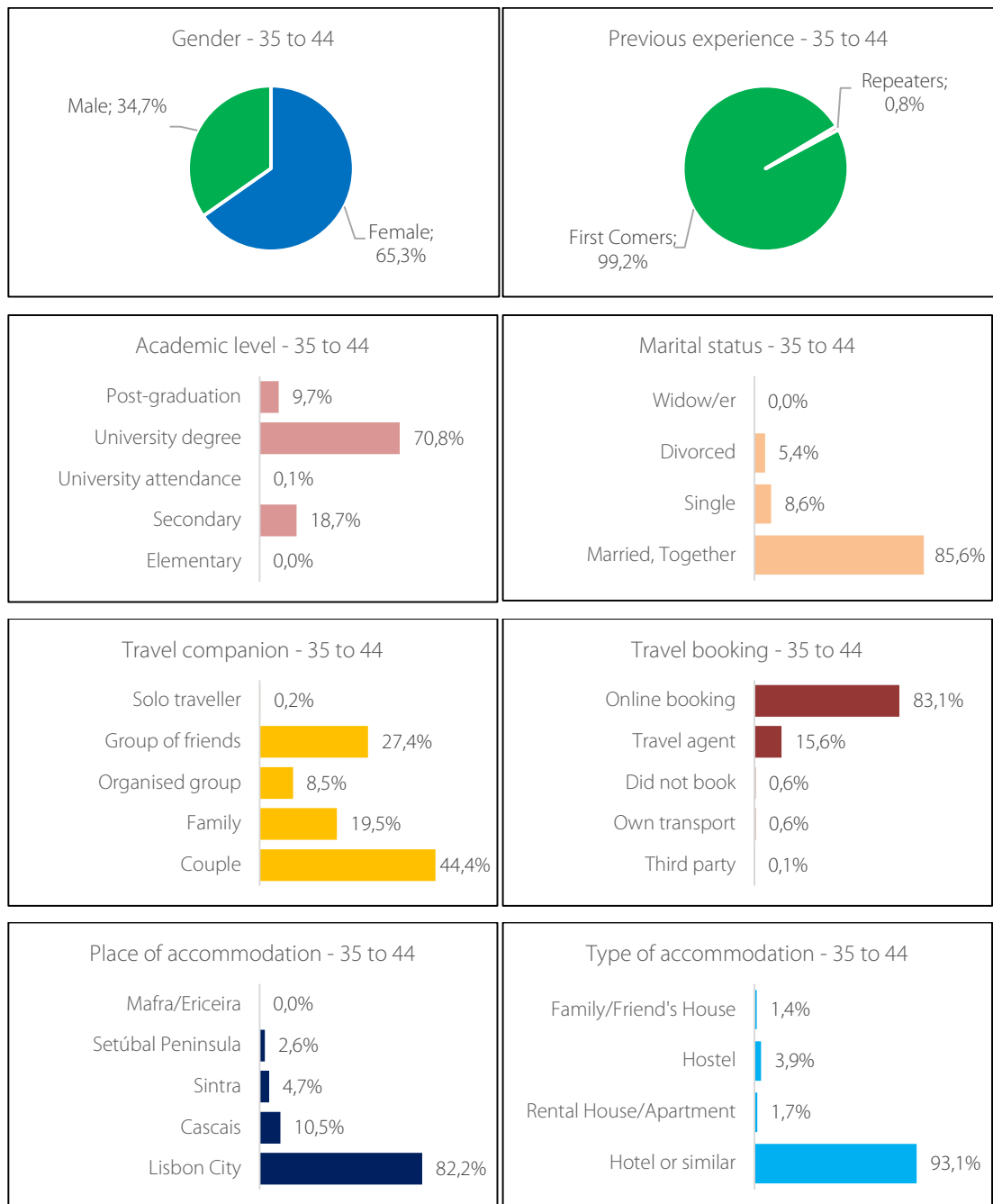


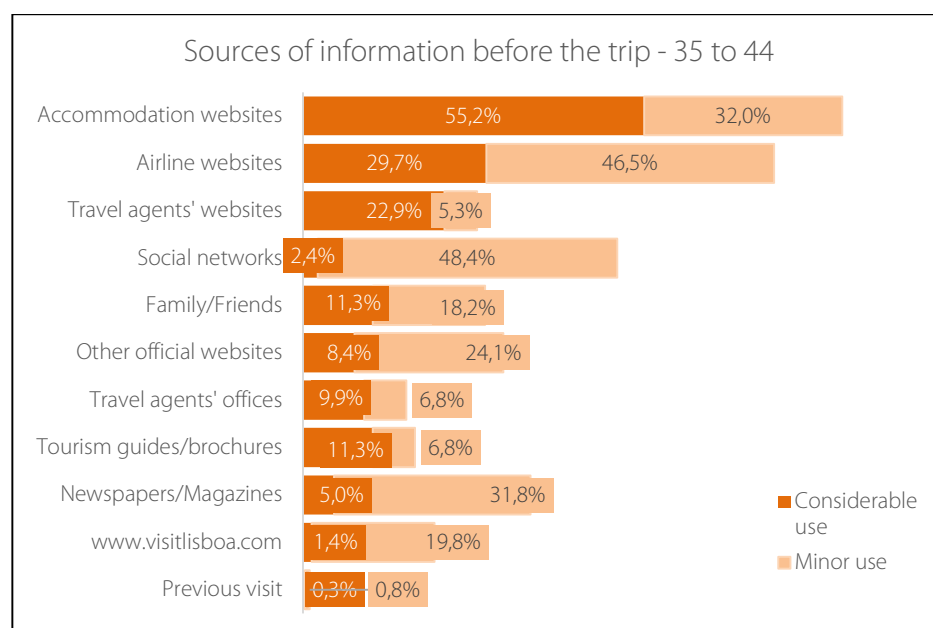
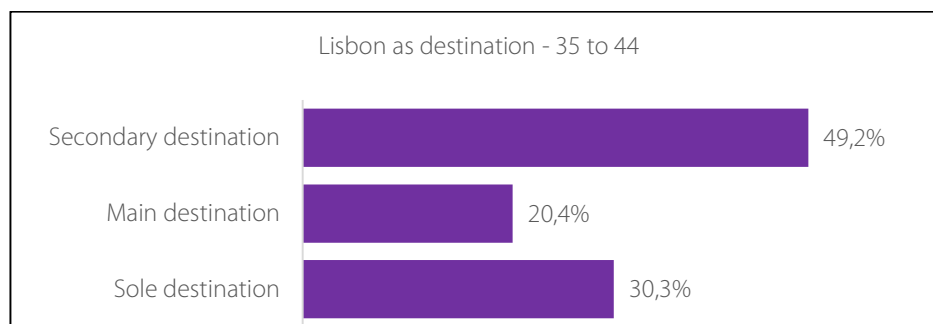
Sources of information during the trip - Under 35 years old			
Parameter	Use (0 to 2)	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Family/Friends	0,51	100,0%	9,81
Place of accommodation	0,61	93,8%	9,33
Local people	0,90	89,4%	8,96
Internet and Mobile apps	1,96	93,6%	8,68
Tourism information offices	0,21	66,7%	8,00
Tourism brochures	0,87	10,3%	6,32
Tourism guides/books	0,00	n.a.	n.a.



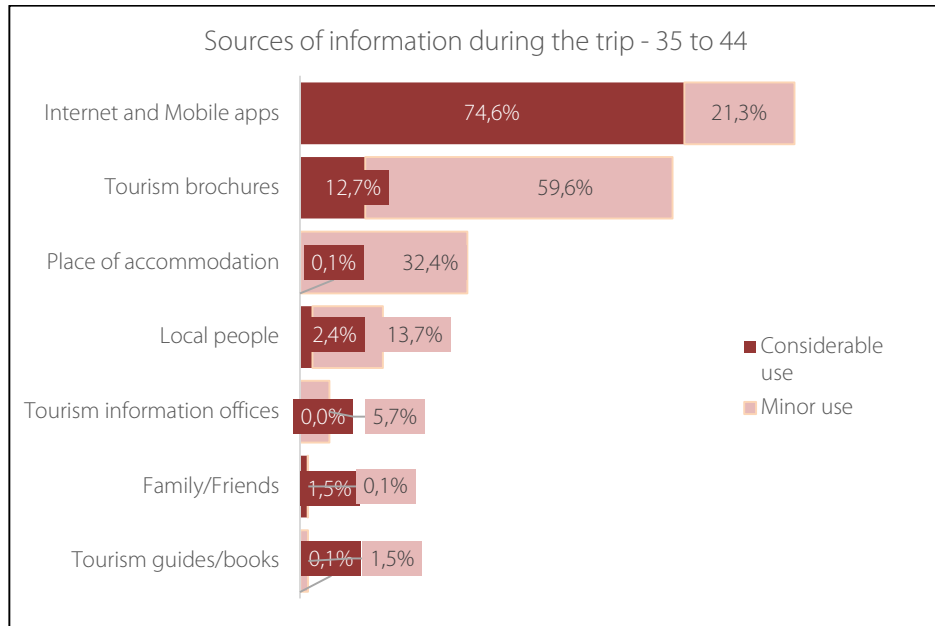


35 TO 44 YEARS OLD (993 answers)



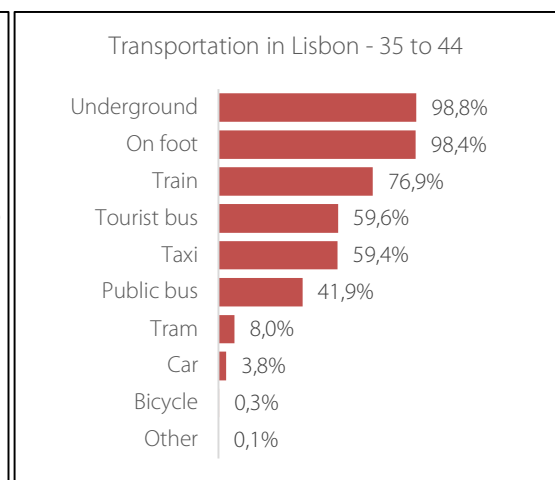
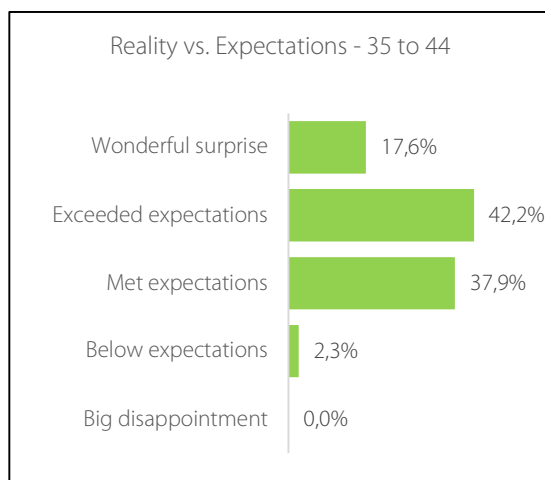


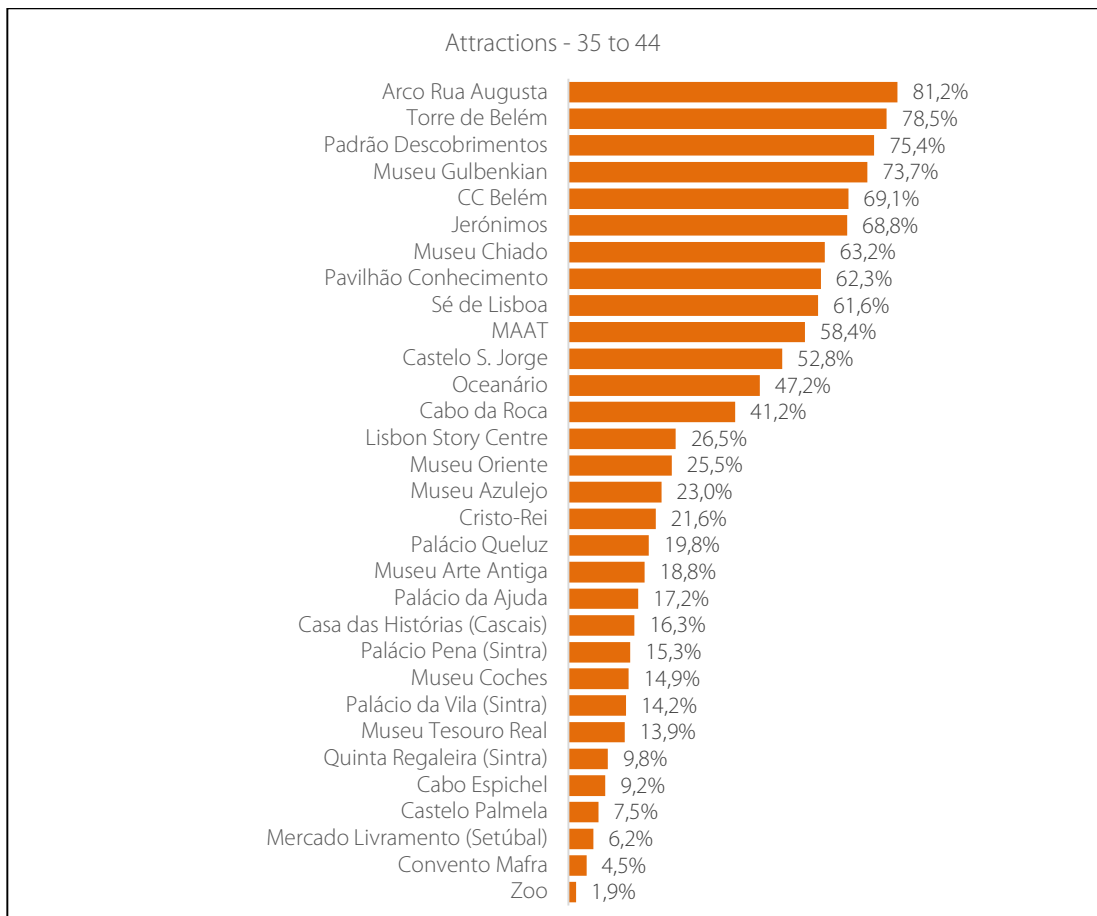
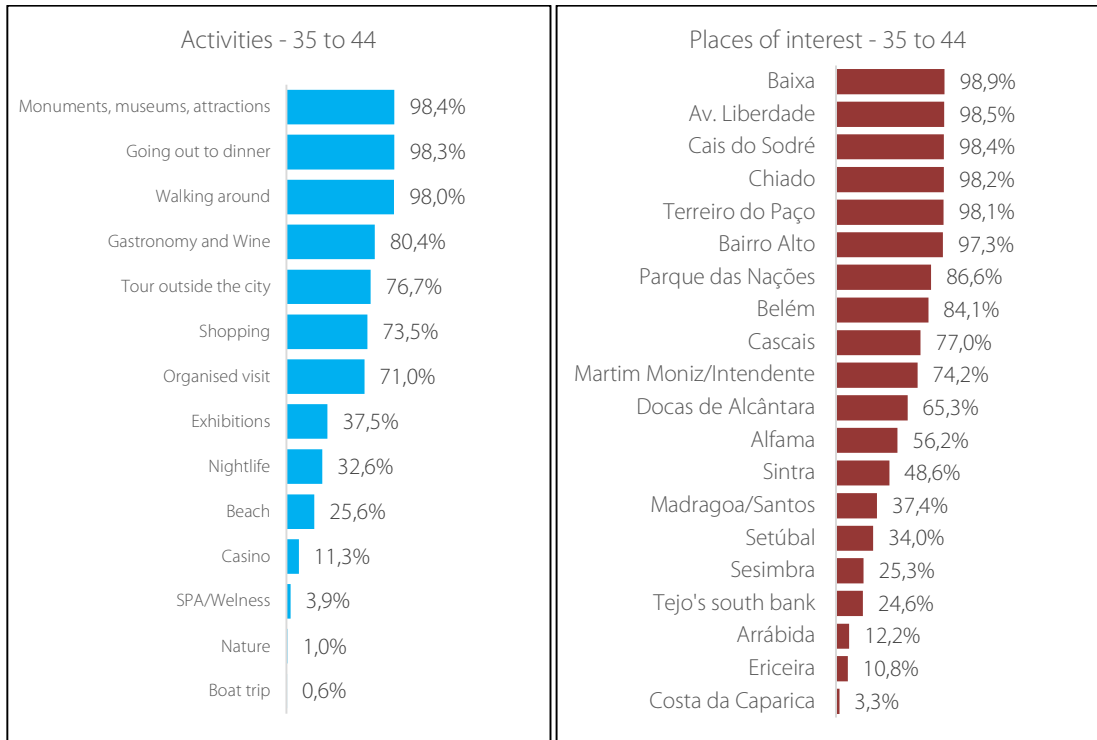
Sources of information before the trip - 35 to 44 years old			
Parameter	Use (0 to 2)	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Family/Friends	0,92	99,3%	9,46
Previous visit	0,07	100,0%	9,00
Newspapers/Magazines	0,81	97,8%	8,75
Tourism guides/brochures	0,84	95,6%	8,75
www.visitlisboa.com	0,66	75,8%	7,98
Travel agents' offices	0,84	74,7%	7,87
Social networks	0,94	70,4%	7,84
Accommodation websites	1,61	65,9%	7,65
Travel agents' websites	1,19	68,2%	7,60
Airline websites	1,33	35,3%	6,97
Other official websites	0,85	5,3%	5,85



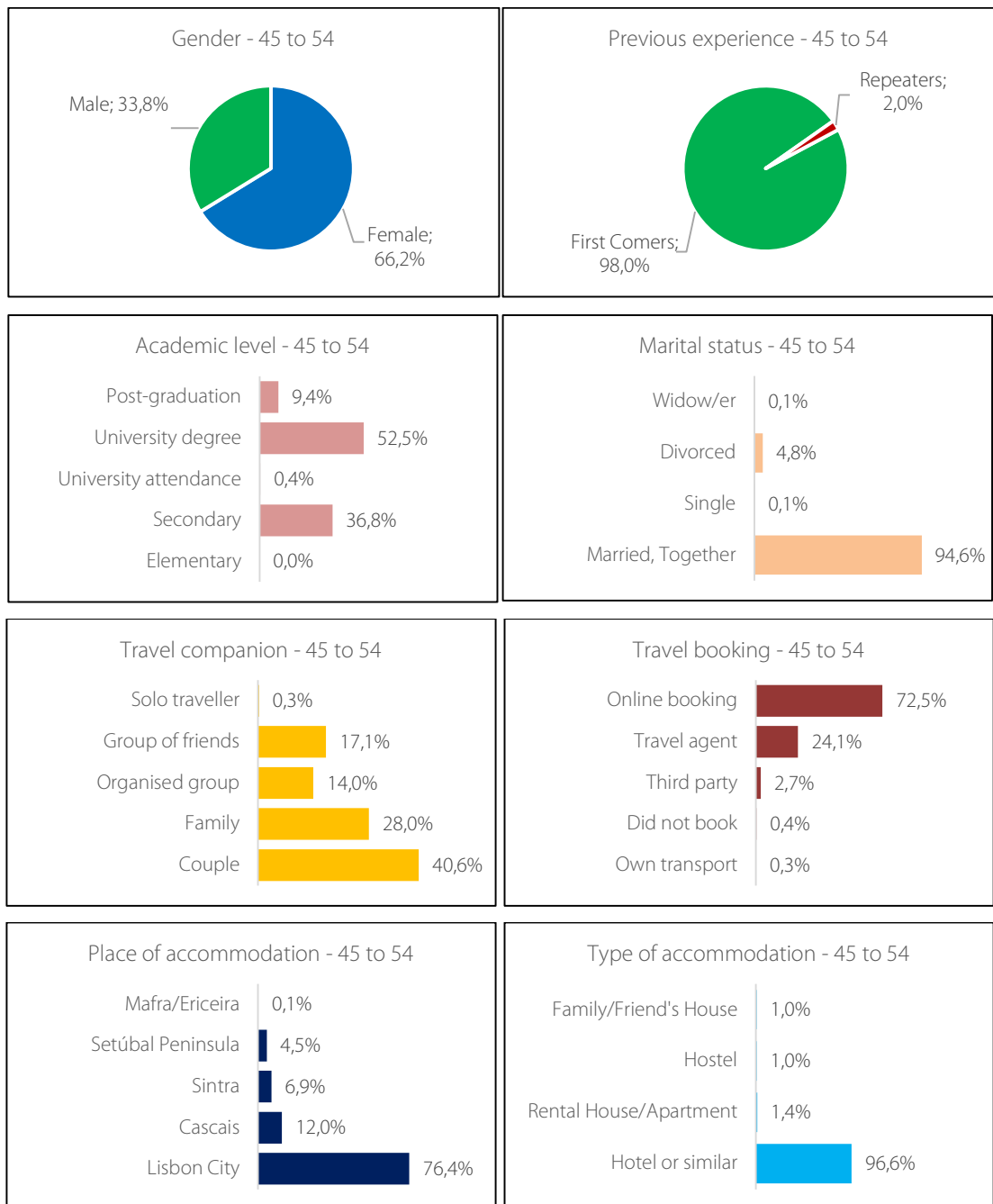
Sources of information during the trip - 35 to 44 years old

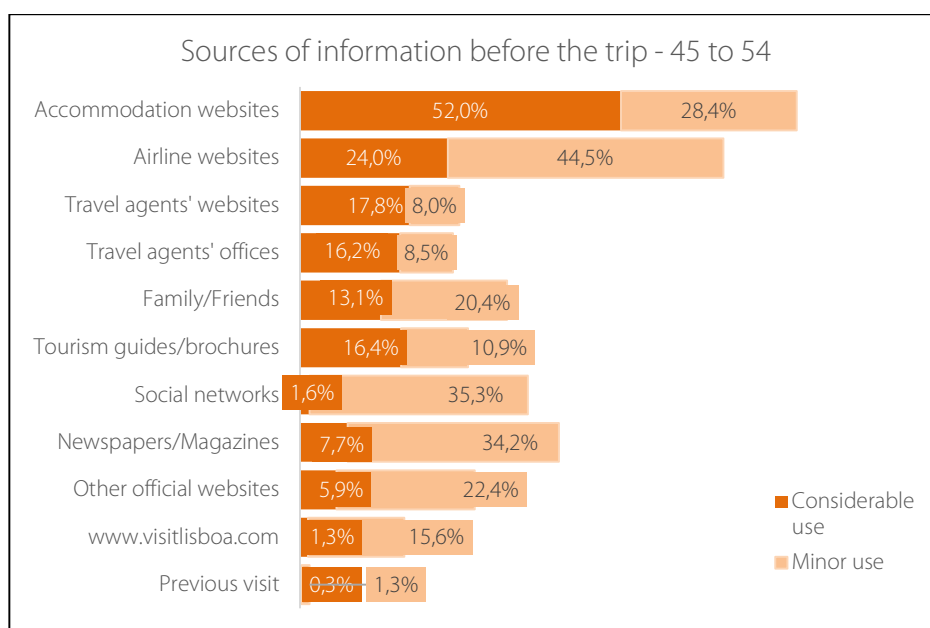
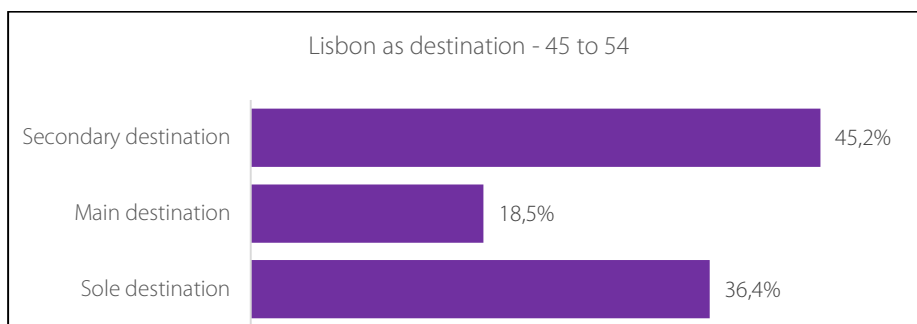
Parameter	Use (0 to 2)	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Family/Friends	0,40	100,0%	9,81
Place of accommodation	0,91	95,9%	9,39
Local people	0,81	78,8%	8,45
Tourism information offices	0,50	73,7%	8,11
Internet and Mobile apps	1,77	81,4%	8,03
Tourism guides/books	0,23	40,0%	7,60
Tourism brochures	1,15	15,0%	6,65



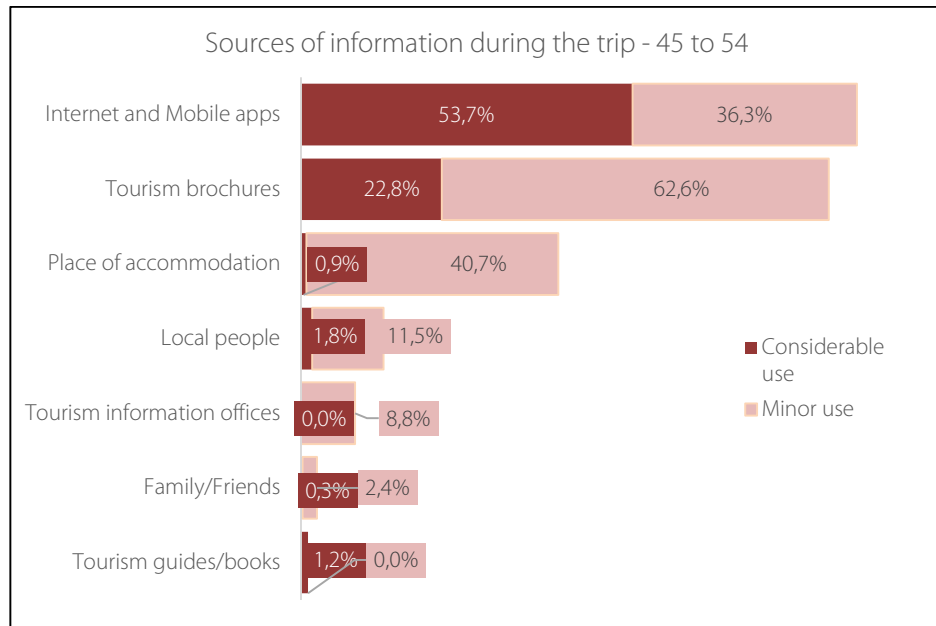


45 TO 54 YEARS OLD (764 answers)

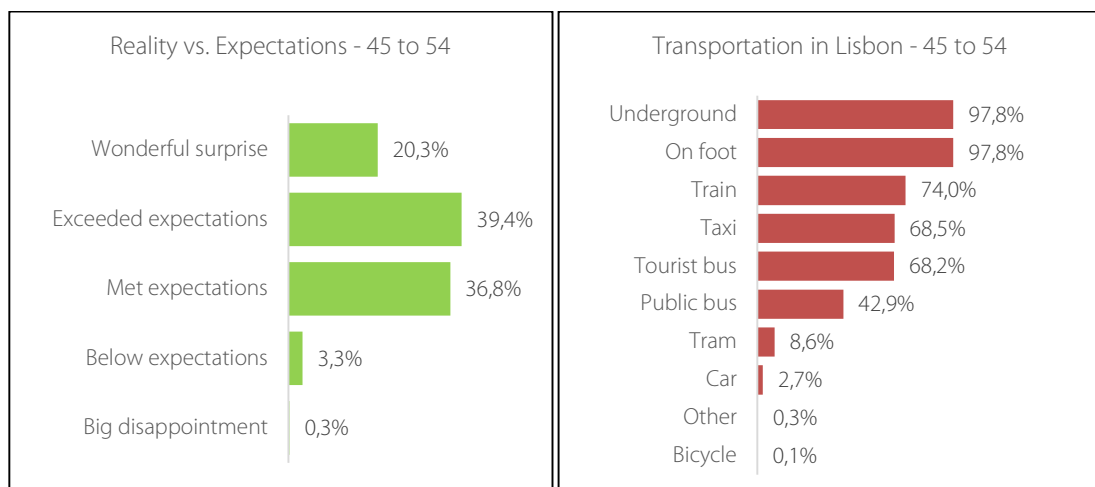


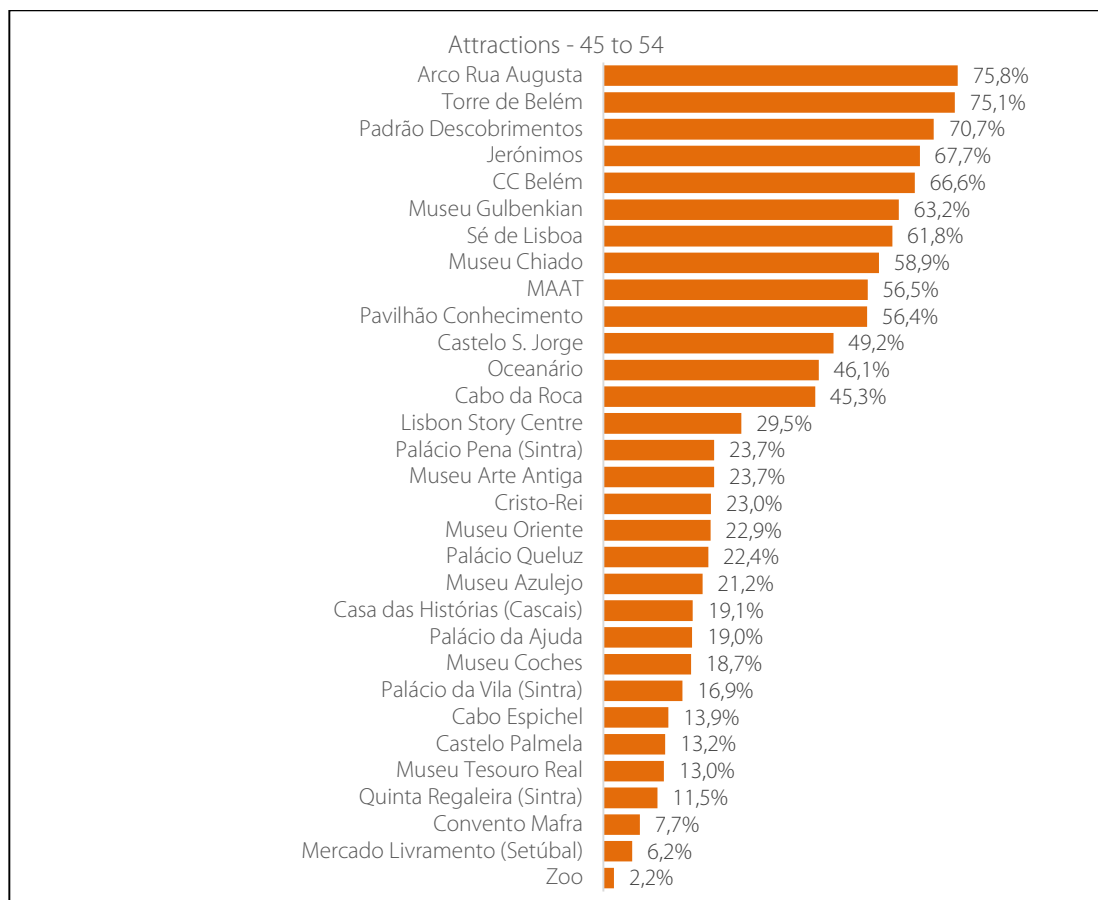
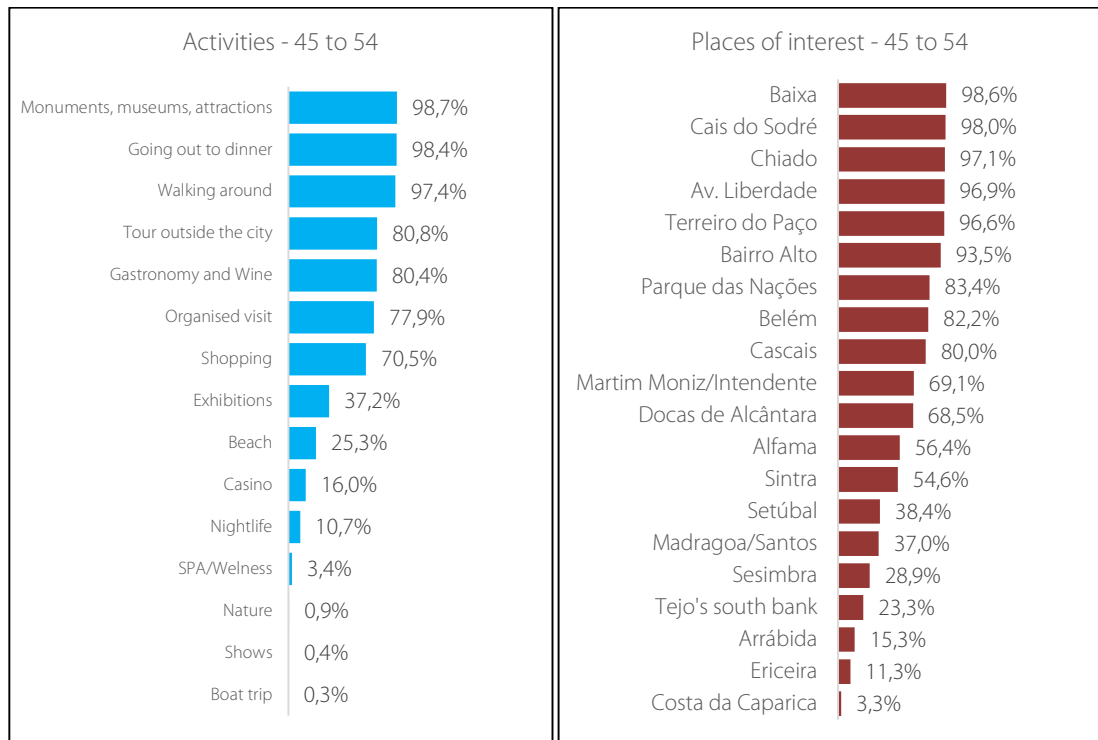


Sources of information before the trip - 45 to 54 years old			
Parameter	Use (0 to 2)	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Family/Friends	0,87	99,6%	9,56
Previous visit	0,07	83,3%	8,92
Newspapers/Magazines	0,78	95,9%	8,71
Tourism guides/brochures	0,87	93,8%	8,69
Travel agents' offices	0,93	69,5%	7,93
Social networks	0,80	69,5%	7,81
www.visitlisboa.com	0,49	67,7%	7,74
Accommodation websites	1,62	62,8%	7,58
Travel agents' websites	0,97	58,9%	7,37
Airline websites	1,23	37,4%	6,99
Other official websites	0,71	7,4%	5,87

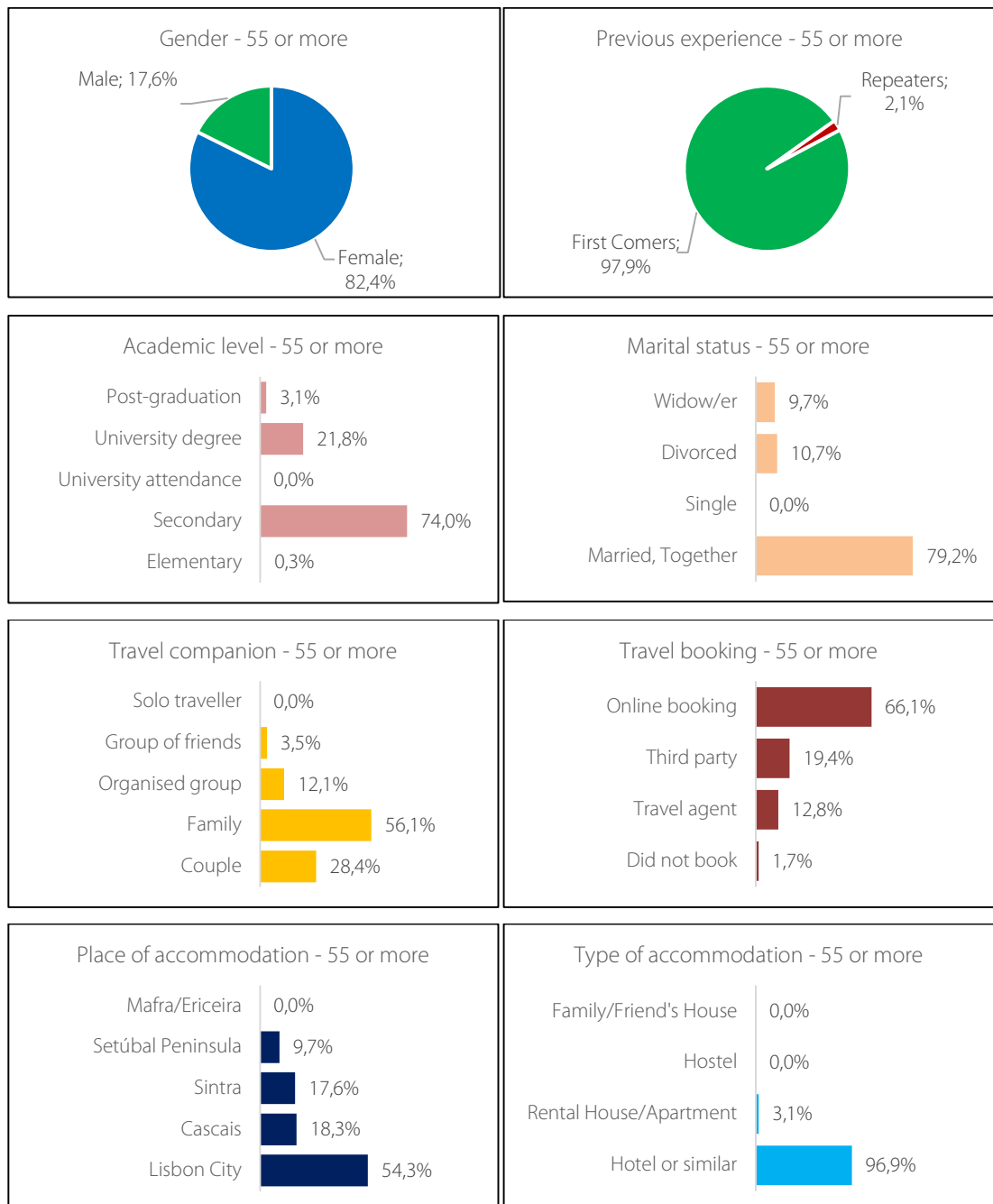


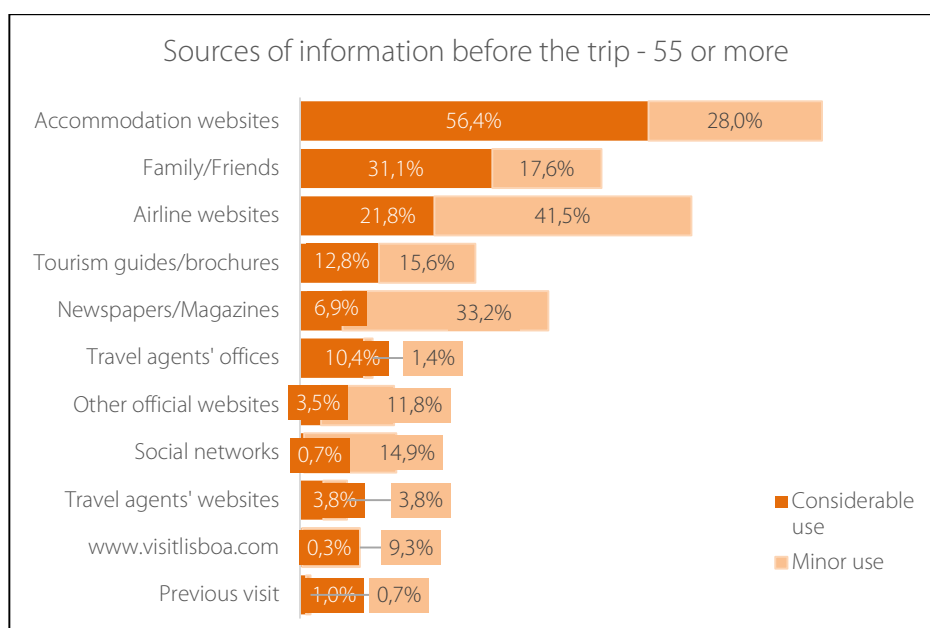
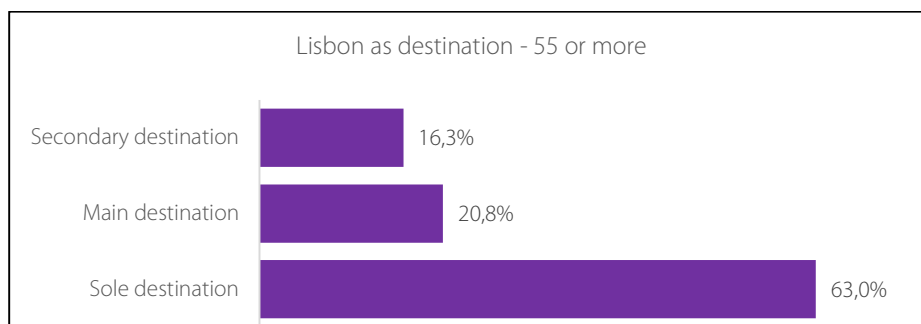
Sources of information during the trip - 45 to 54 years old			
Parameter	Use (0 to 2)	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Family/Friends	0,18	100,0%	9,78
Place of accommodation	0,91	97,1%	9,48
Local people	0,62	71,6%	8,28
Tourism information offices	0,46	67,2%	8,09
Internet and Mobile apps	1,58	62,5%	7,65
Tourism guides/books	0,21	55,0%	7,50
Tourism brochures	1,24	33,2%	7,09



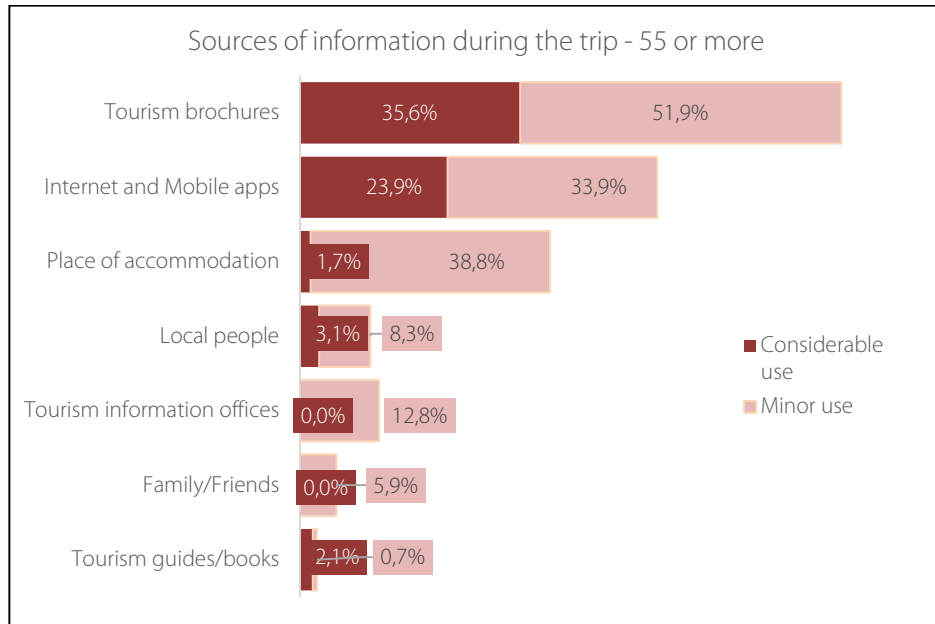


55 YEARS OLD OR MORE (289 answers)



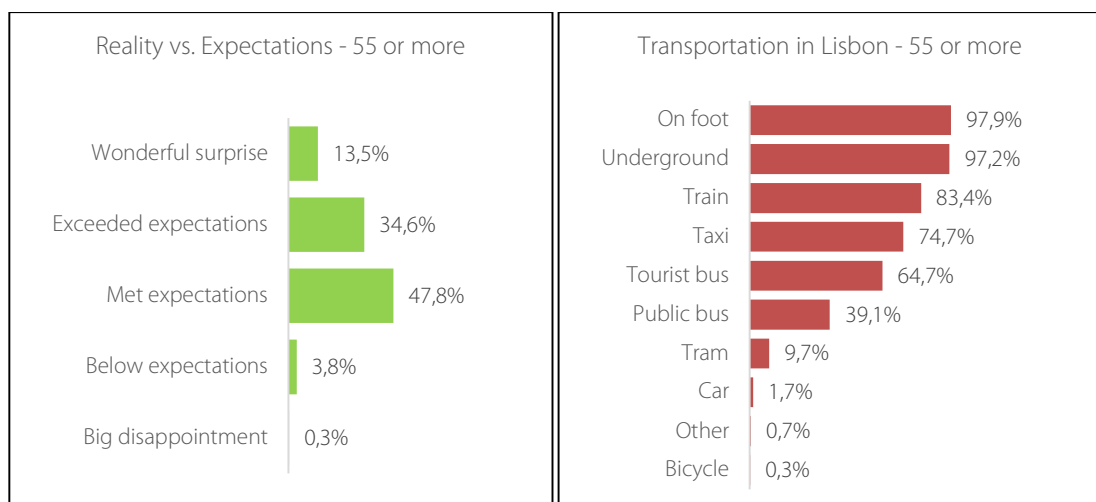


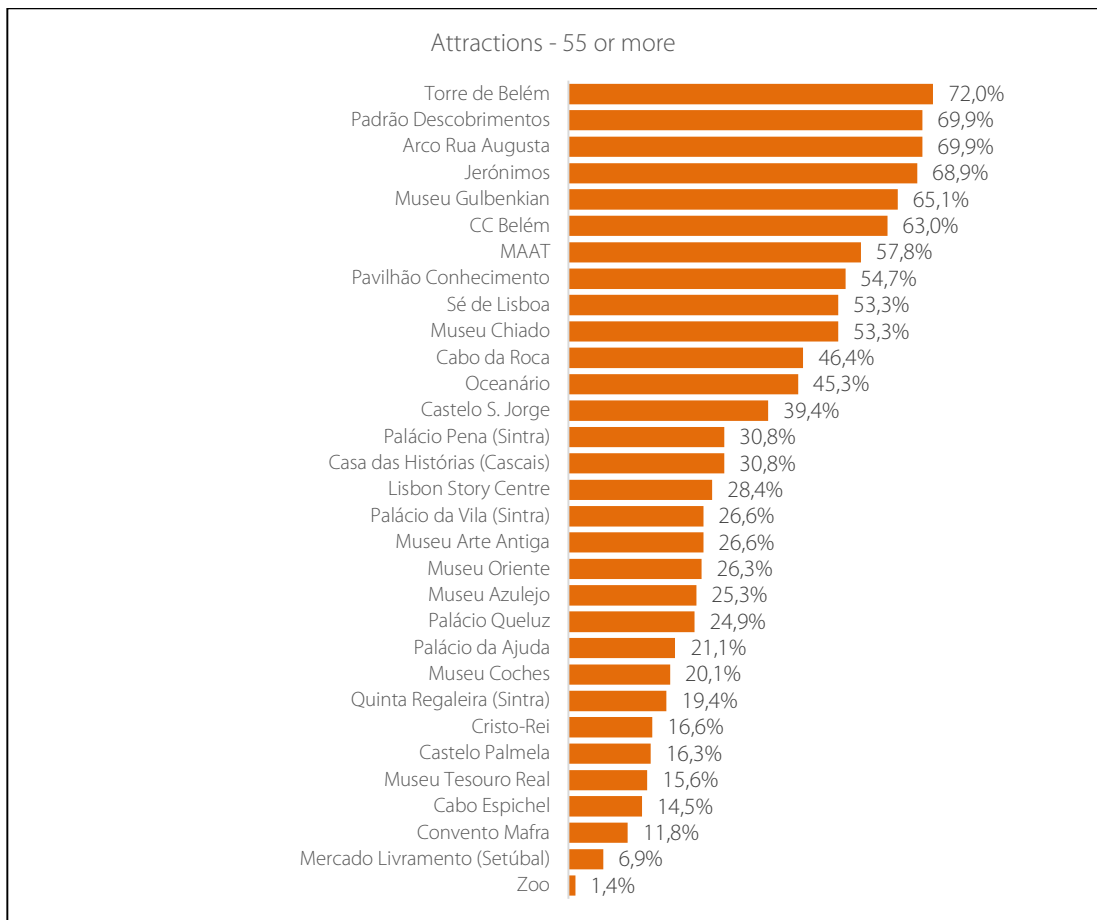
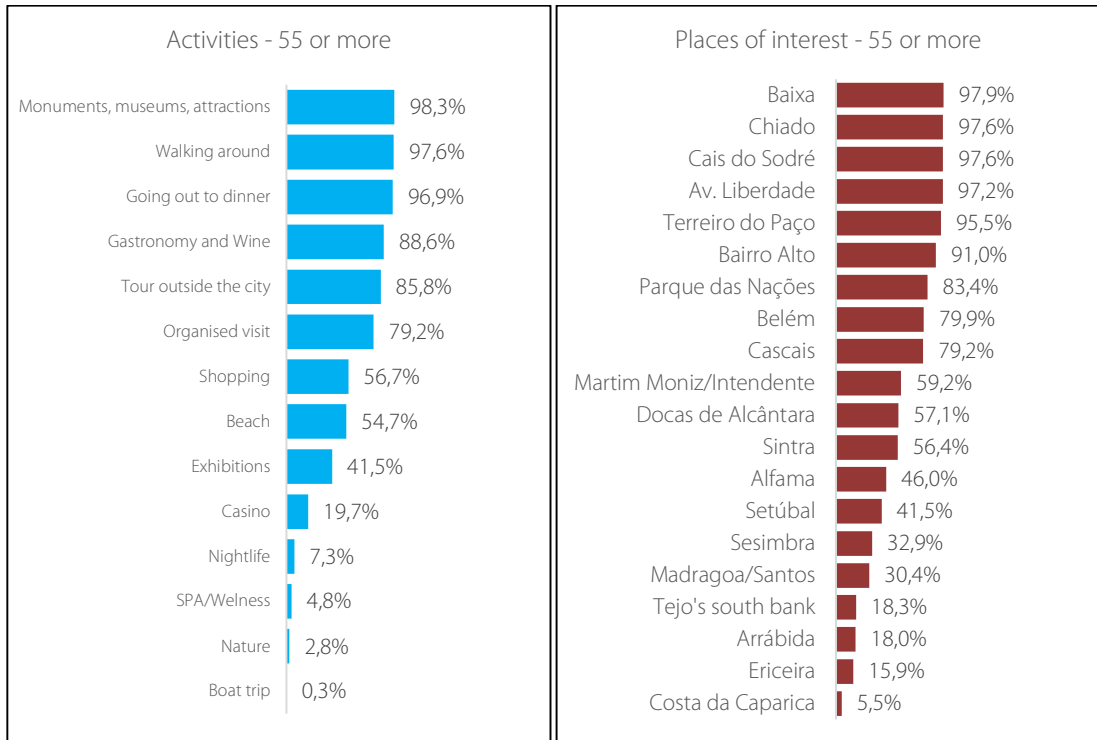
Sources of information before the trip - 55 years old or more			
Parameter	Use (0 to 2)	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Family/Friends	1,16	97,8%	9,69
Previous visit	0,08	100,0%	9,00
Newspapers/Magazines	0,77	99,1%	8,82
Tourism guides/brochures	0,78	84,0%	8,36
Travel agents' offices	0,54	82,4%	8,24
Social networks	0,38	60,0%	7,69
Accommodation websites	1,60	61,5%	7,63
www.visitlisboa.com	0,25	60,7%	7,61
Travel agents' websites	0,28	54,5%	7,18
Airline websites	1,12	43,2%	7,08
Other official websites	0,42	11,4%	6,05



Sources of information during the trip - 55 years old or more

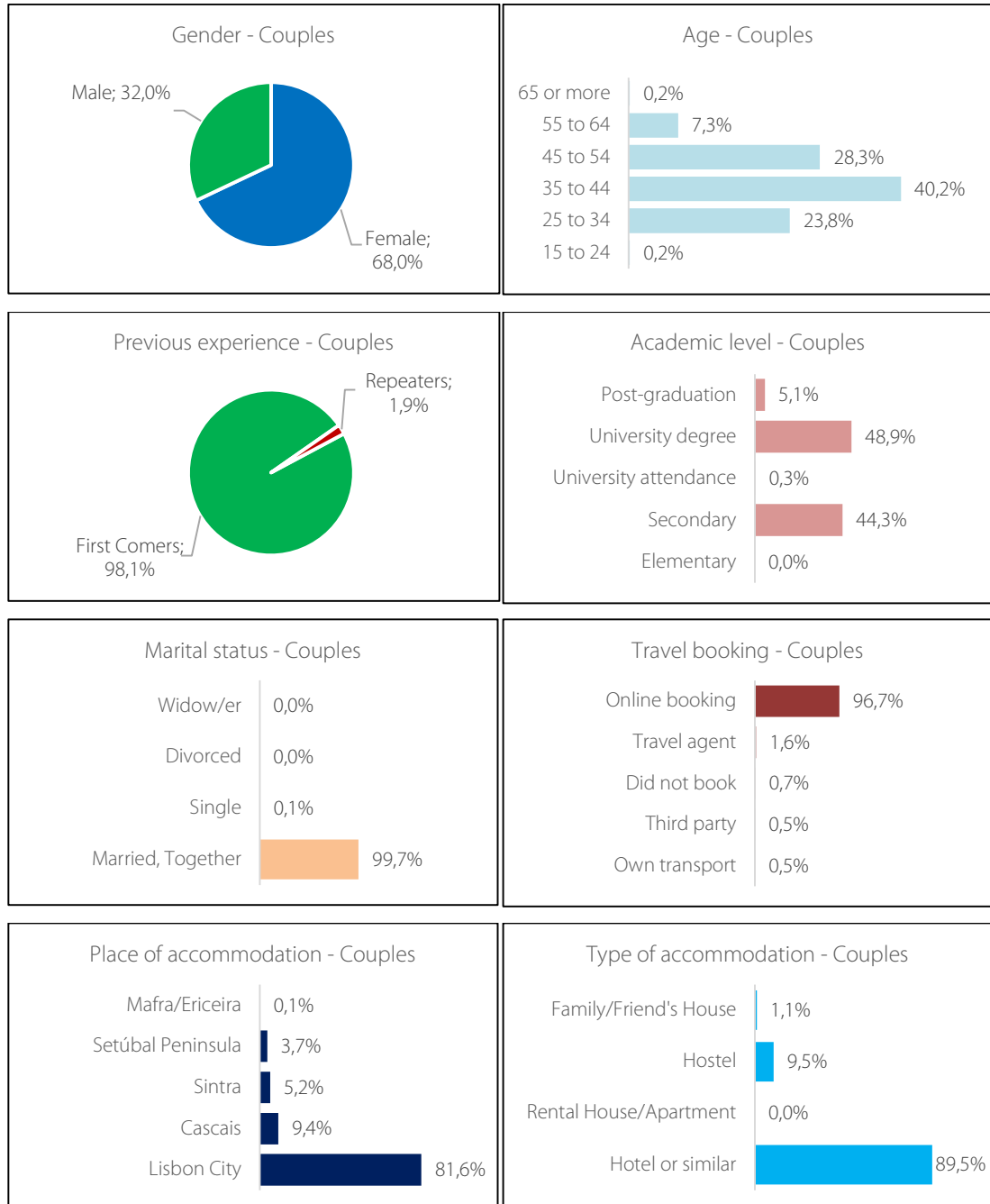
Parameter	Use (0 to 2)	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Family/Friends	0,33	100,0%	9,88
Place of accommodation	0,87	94,0%	9,48
Tourism guides/books	0,33	76,5%	8,06
Tourism information offices	0,54	62,2%	7,86
Local people	0,58	60,6%	7,73
Tourism brochures	1,35	57,4%	7,56
Internet and Mobile apps	1,25	43,1%	7,15

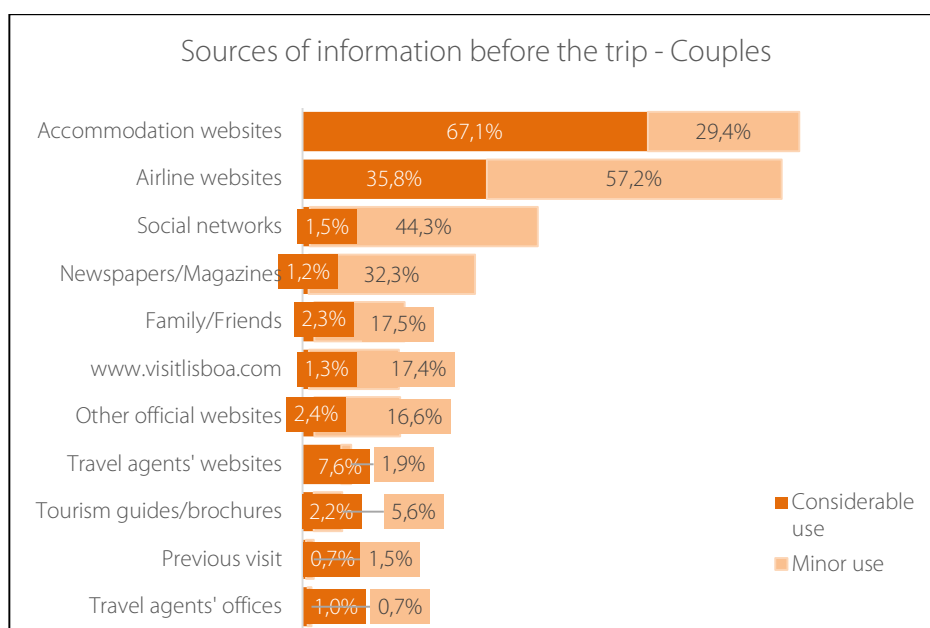
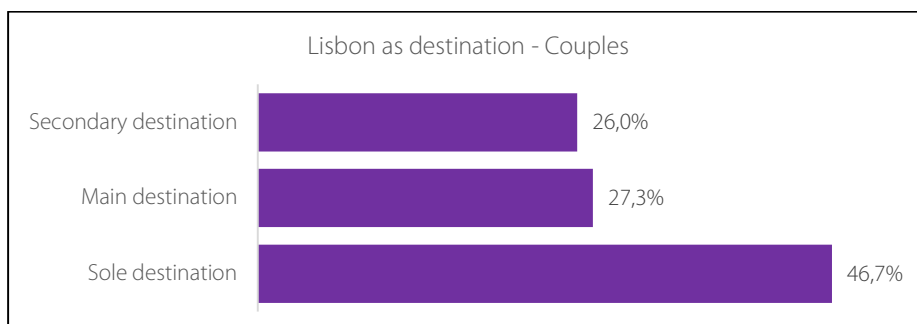




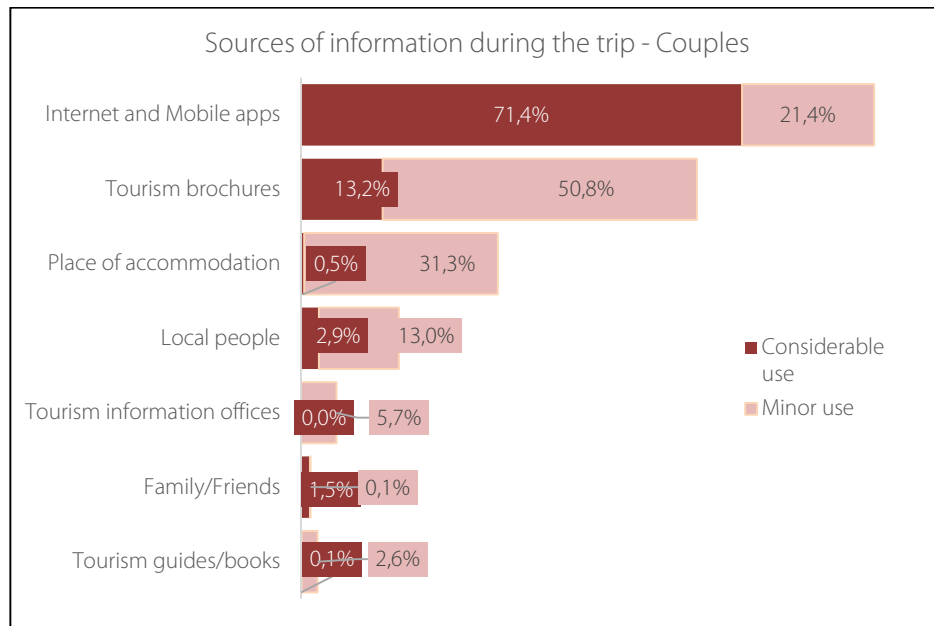
3. RESULTS BY TRAVEL COMPANION

COUPLES (1.096 answers)

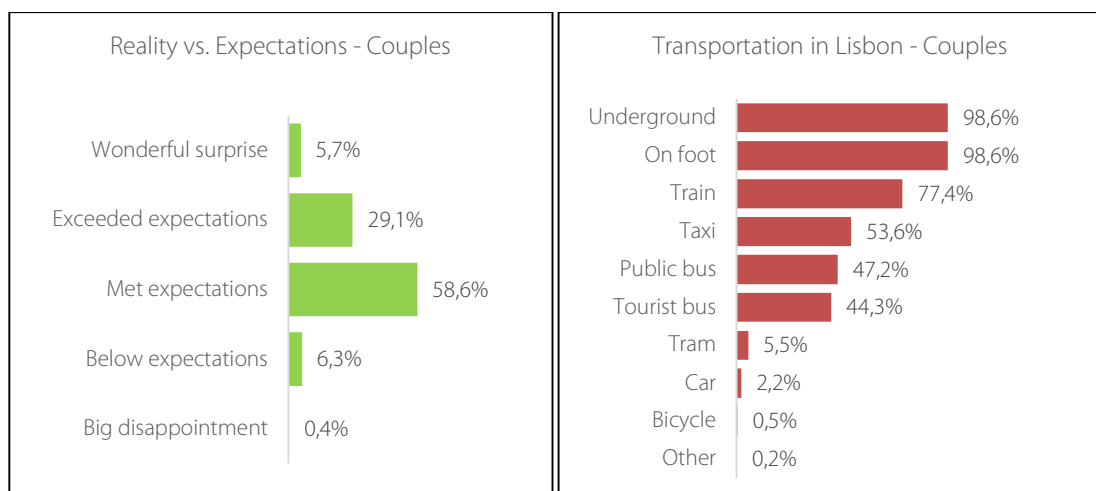


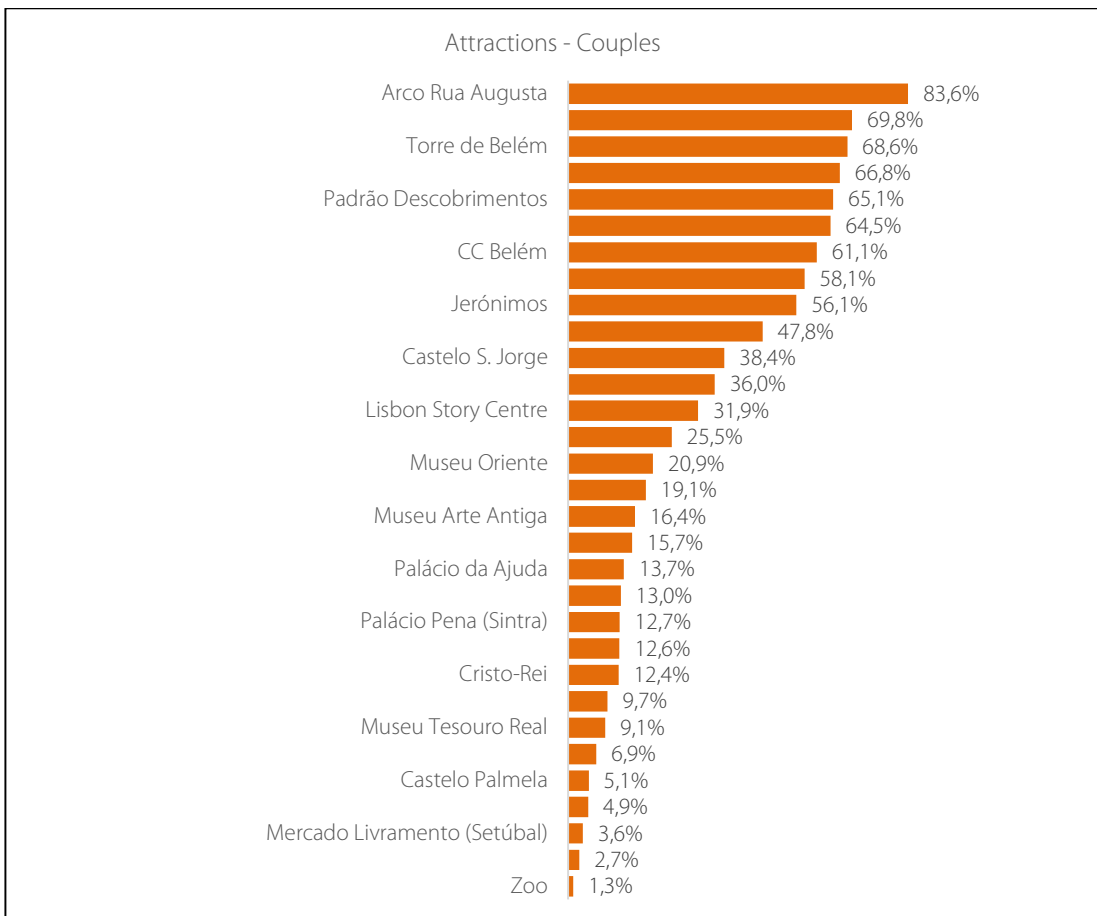
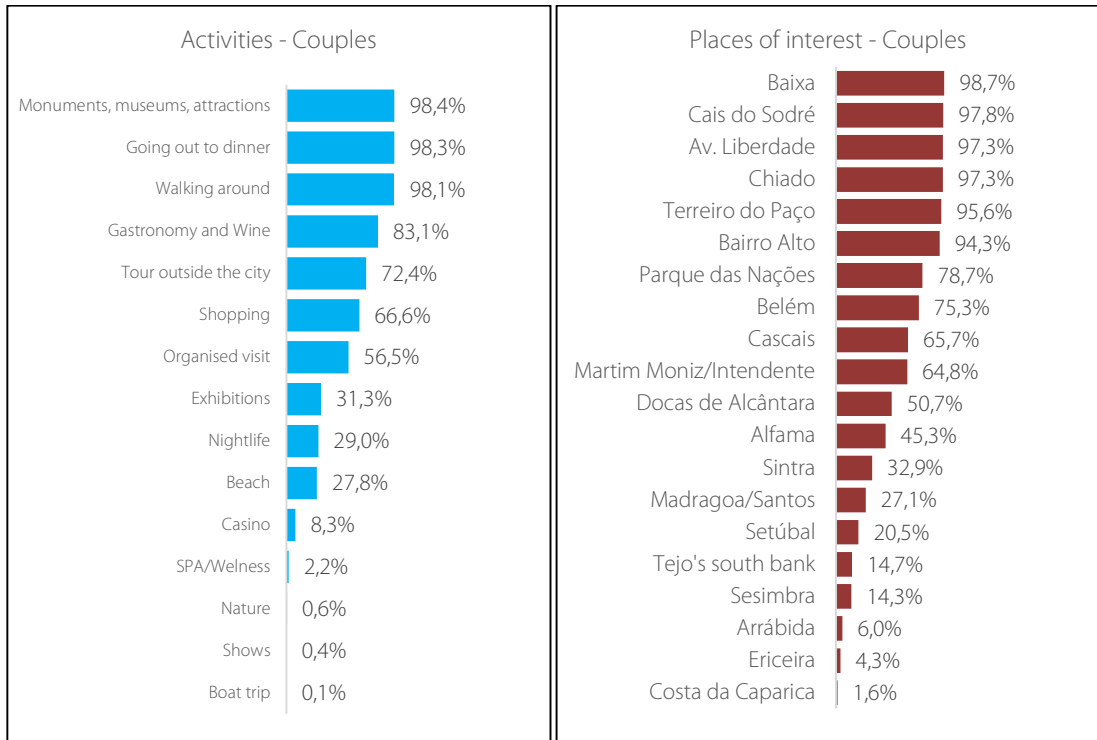


Sources of information before the trip - Couples			
Parameter	Use (0 to 2)	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Family/Friends	0,57	100,0%	9,47
Previous visit	0,12	95,8%	9,17
Newspapers/Magazines	0,66	98,4%	8,83
Tourism guides/brochures	0,32	89,4%	8,40
Travel agents' offices	0,11	78,9%	8,11
Social networks	0,82	79,4%	8,00
www.visitlisboa.com	0,55	74,5%	7,98
Accommodation websites	1,69	73,0%	7,79
Travel agents' websites	0,48	71,2%	7,65
Airline websites	1,36	44,3%	7,26
Other official websites	0,54	13,7%	6,12

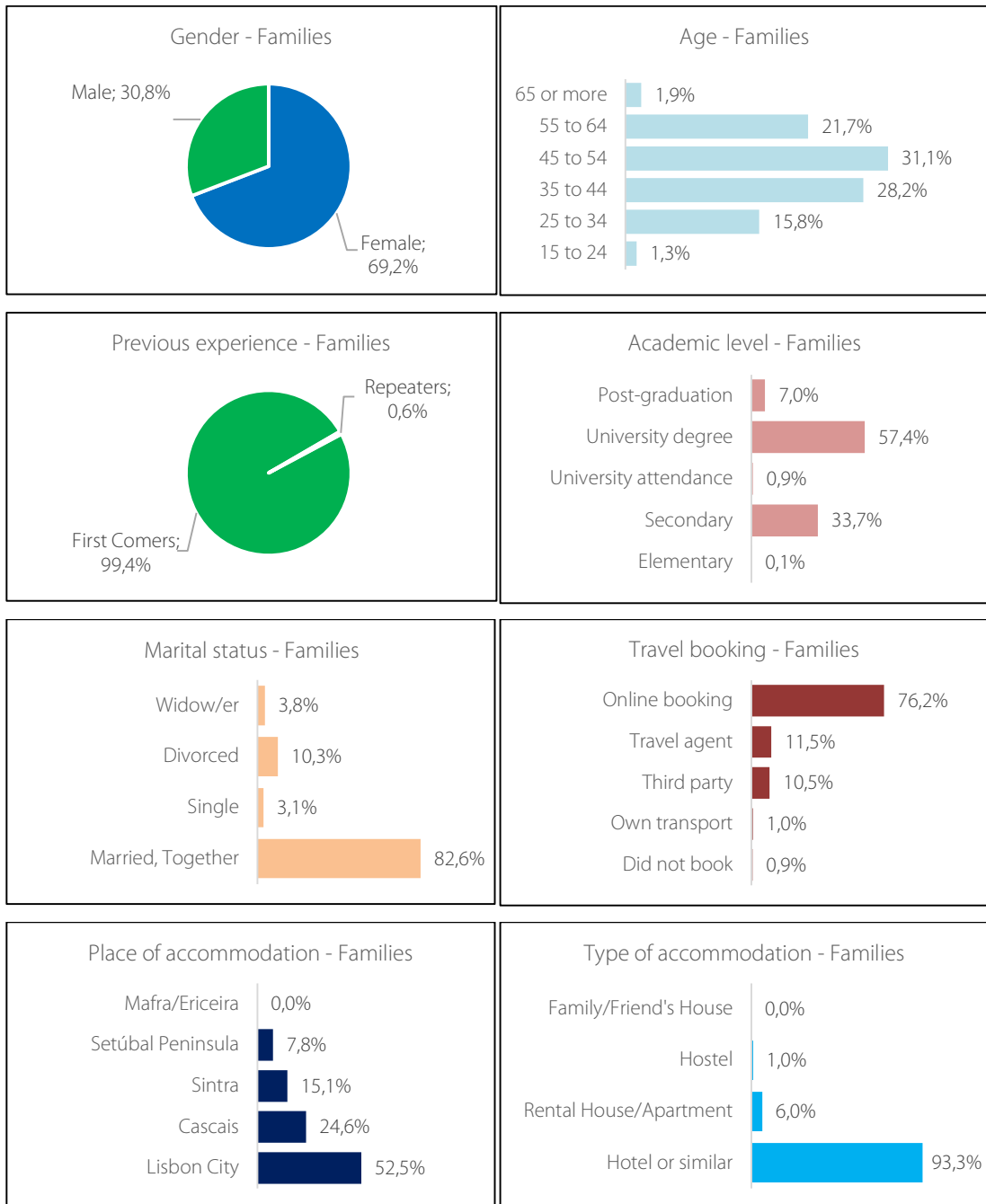


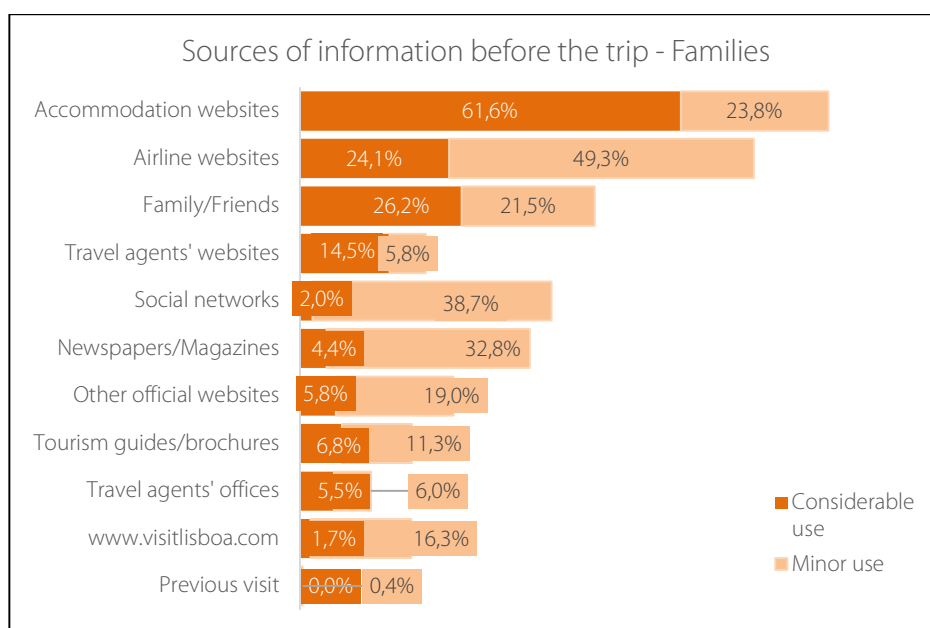
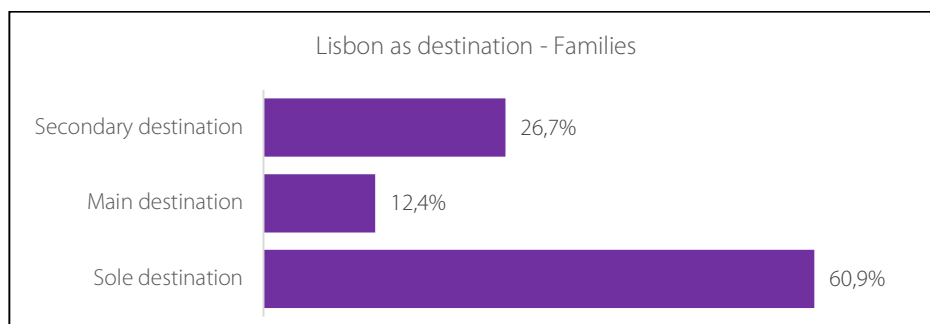
Sources of information during the trip - Couples			
Parameter	Use (0 to 2)	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Family/Friends	0,28	100,0%	9,59
Place of accommodation	0,87	94,8%	9,38
Local people	0,75	80,5%	8,49
Tourism information offices	0,42	68,3%	8,06
Internet and Mobile apps	1,74	75,8%	7,96
Tourism guides/books	0,25	60,0%	7,80
Tourism brochures	1,17	27,7%	6,93



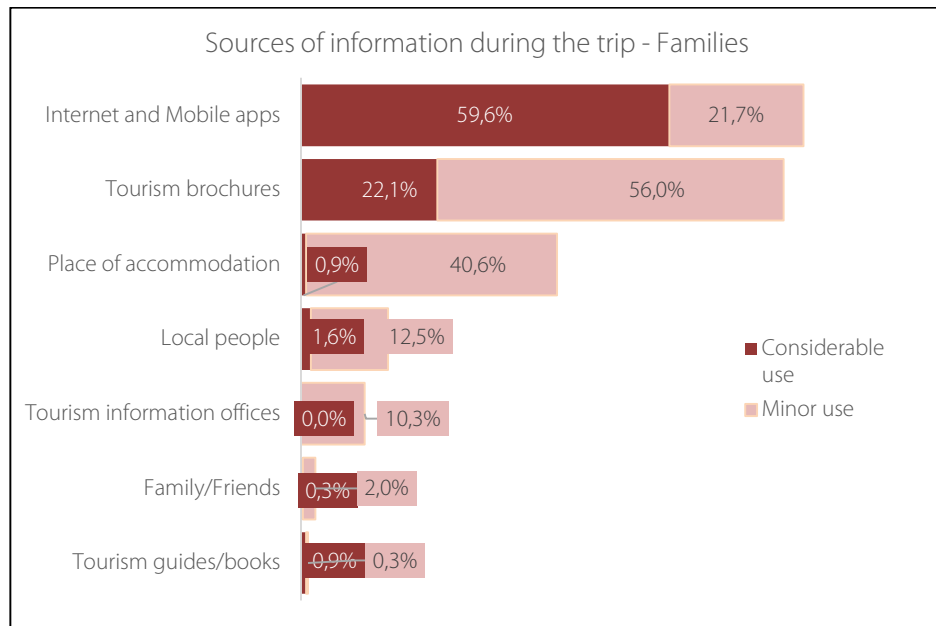


FAMILIES (688 answers)

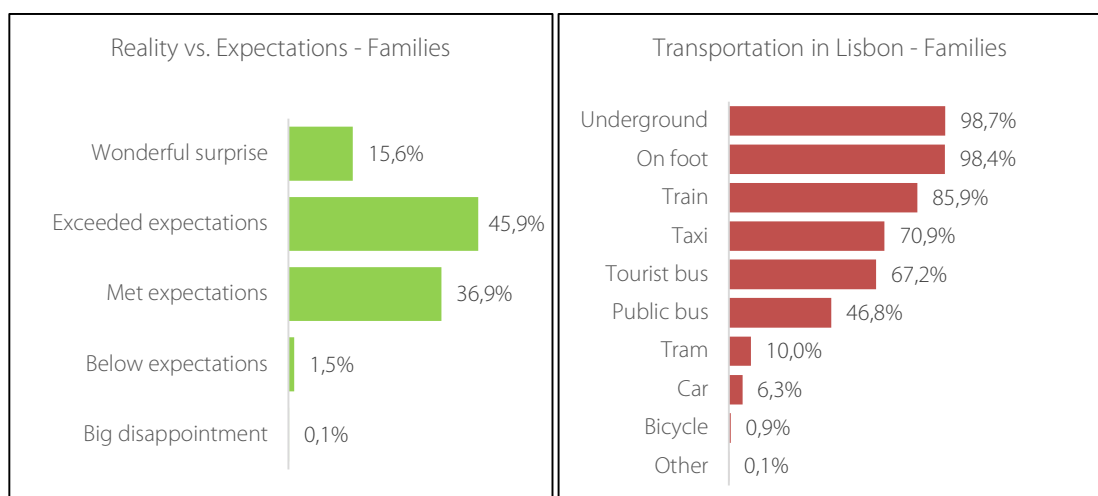


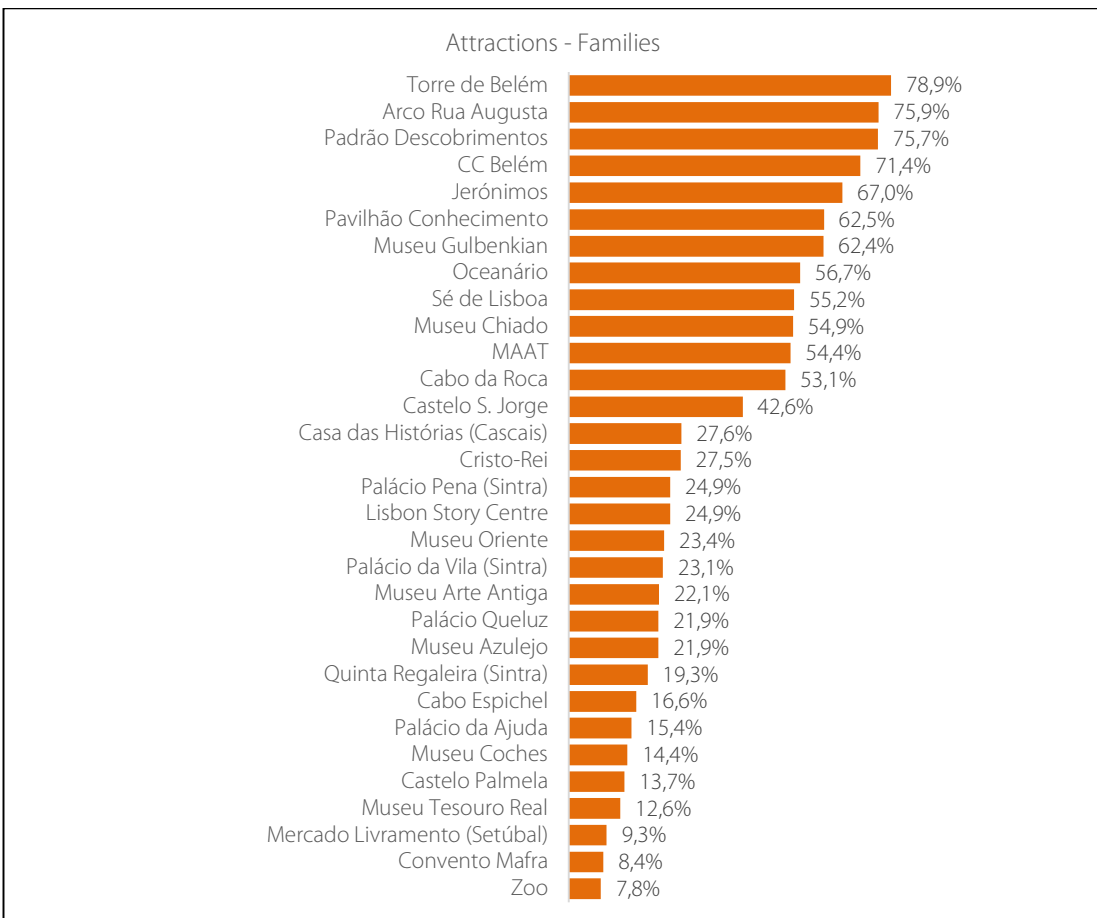
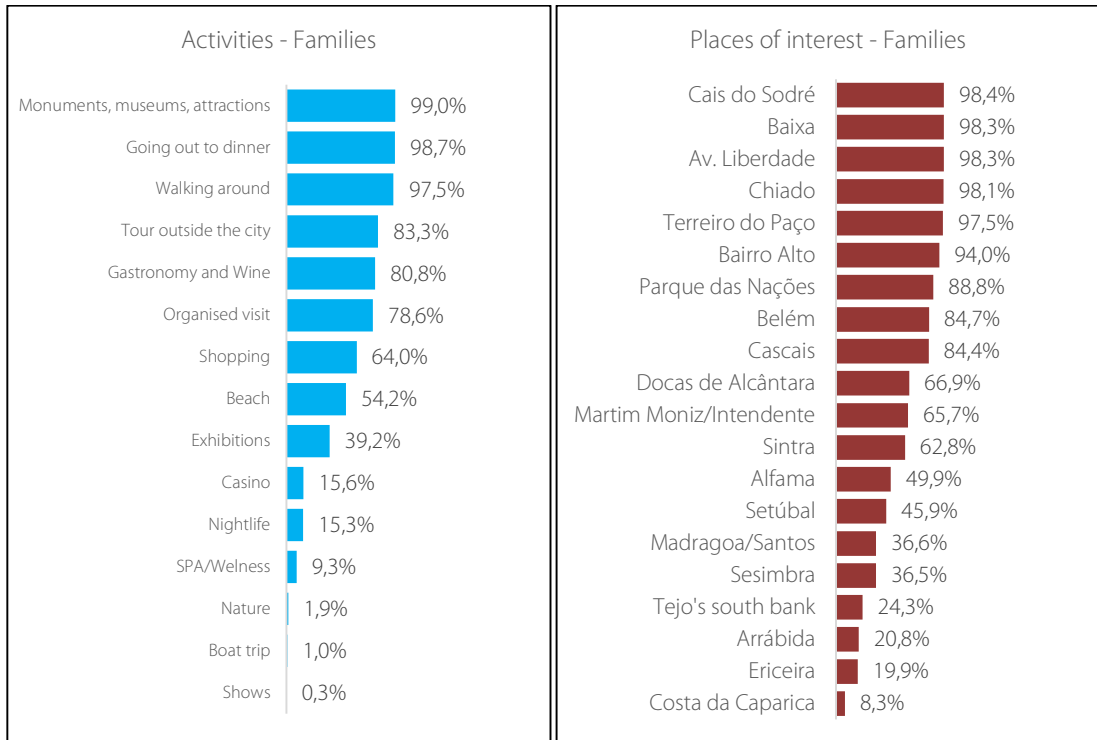


Sources of information before the trip - Families			
Parameter	Use (0 to 2)	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Family/Friends	1,18	99,1%	9,57
Previous visit	0,02	100,0%	9,00
Newspapers/Magazines	0,78	96,9%	8,71
Tourism guides/brochures	0,71	87,9%	8,46
Travel agents' offices	0,60	71,8%	8,00
www.visitlisboa.com	0,57	75,4%	7,91
Social networks	0,84	59,5%	7,66
Travel agents' websites	0,91	64,3%	7,54
Accommodation websites	1,69	59,6%	7,53
Airline websites	1,23	40,2%	7,06
Other official websites	0,73	6,5%	5,89

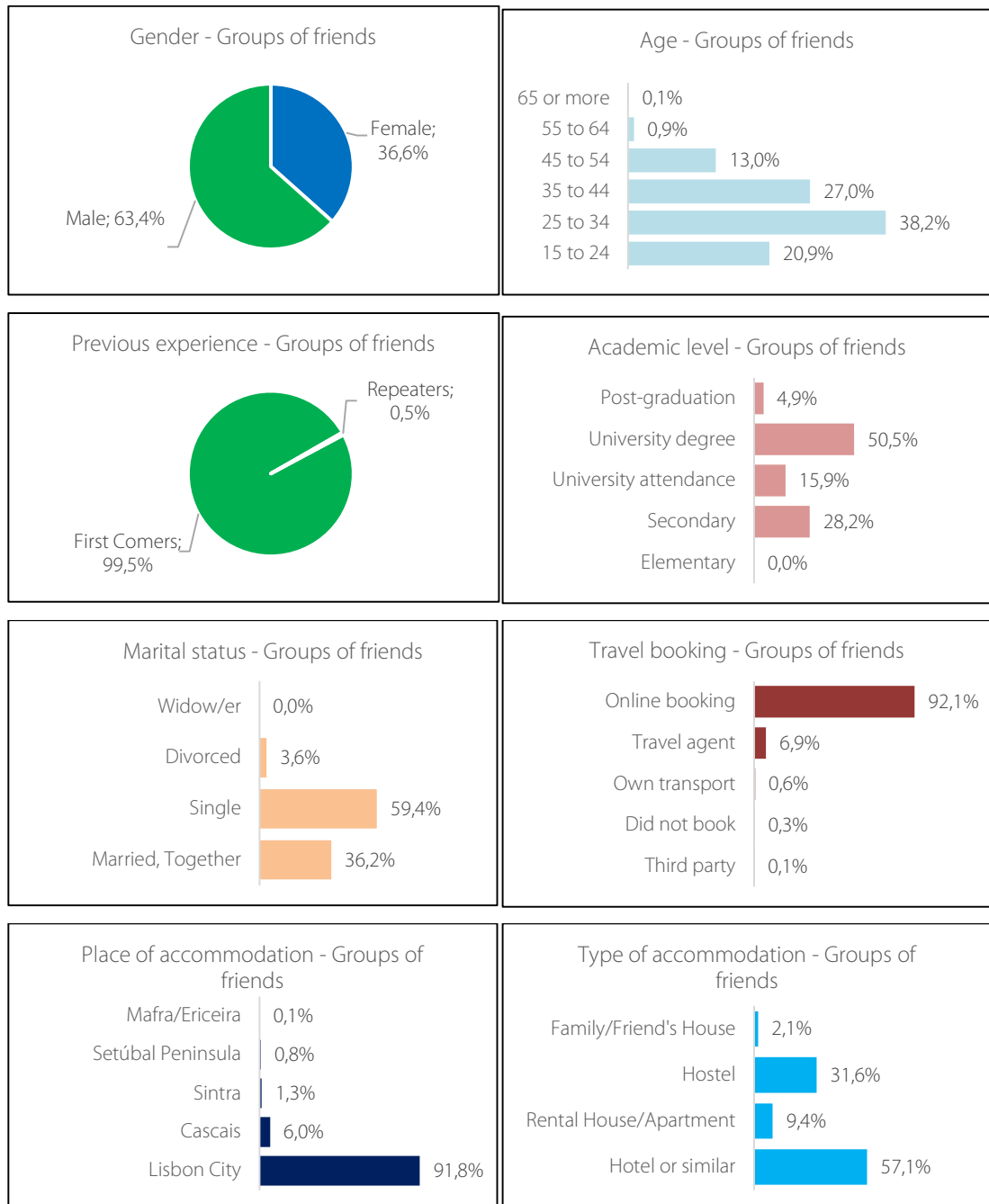


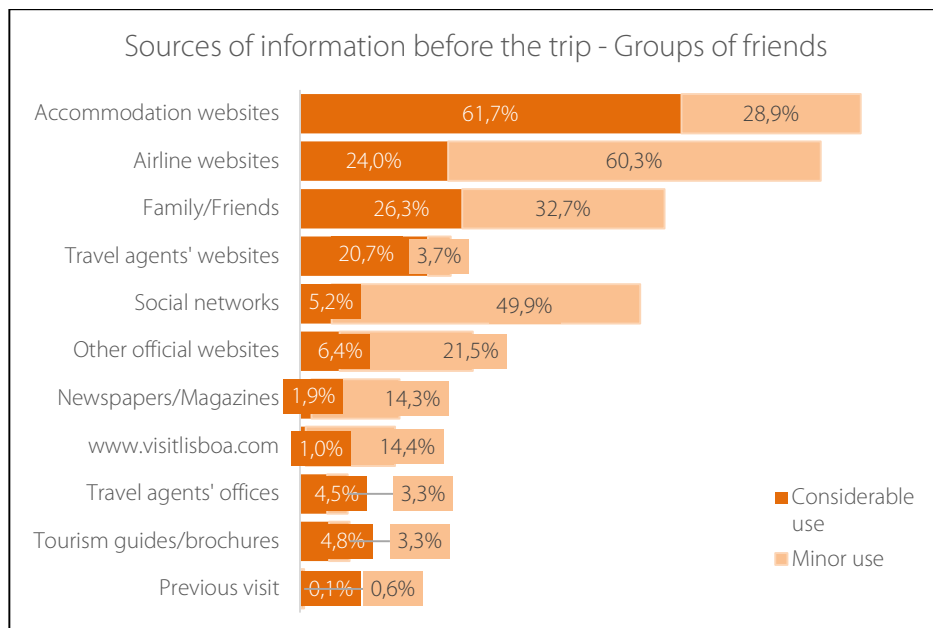
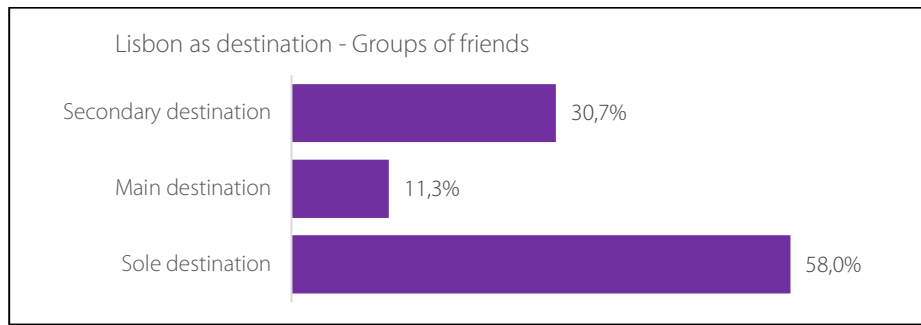
Sources of information during the trip - Families			
Parameter	Use (0 to 2)	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Family/Friends	0,22	100,0%	9,88
Place of accommodation	0,94	97,5%	9,48
Local people	0,72	72,2%	8,26
Tourism information offices	0,59	70,4%	8,00
Internet and Mobile apps	1,68	74,8%	7,89
Tourism guides/books	0,26	53,3%	7,47
Tourism brochures	1,25	32,5%	7,05



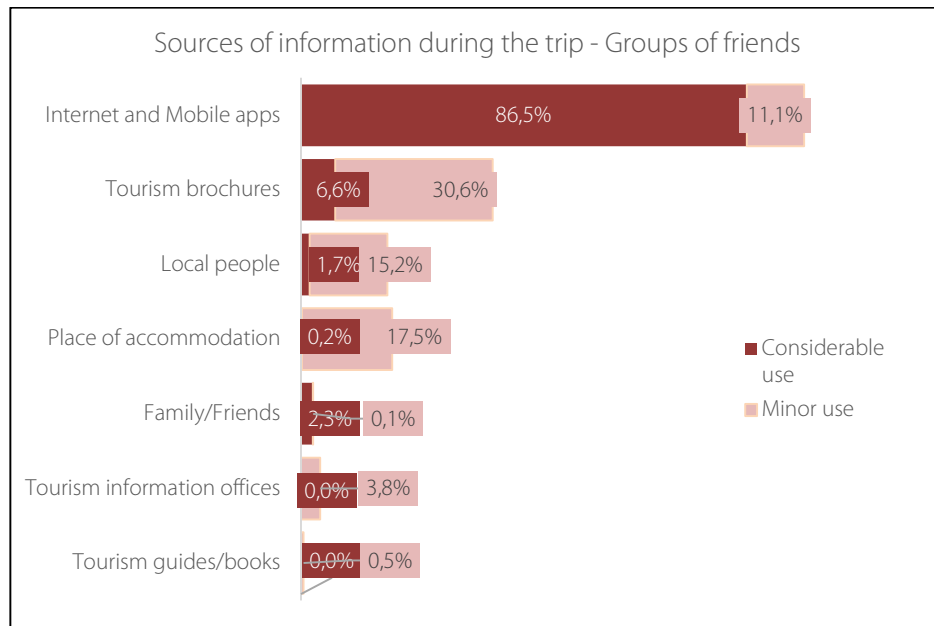


GROUPS OF FRIENDS (1.009 answers)

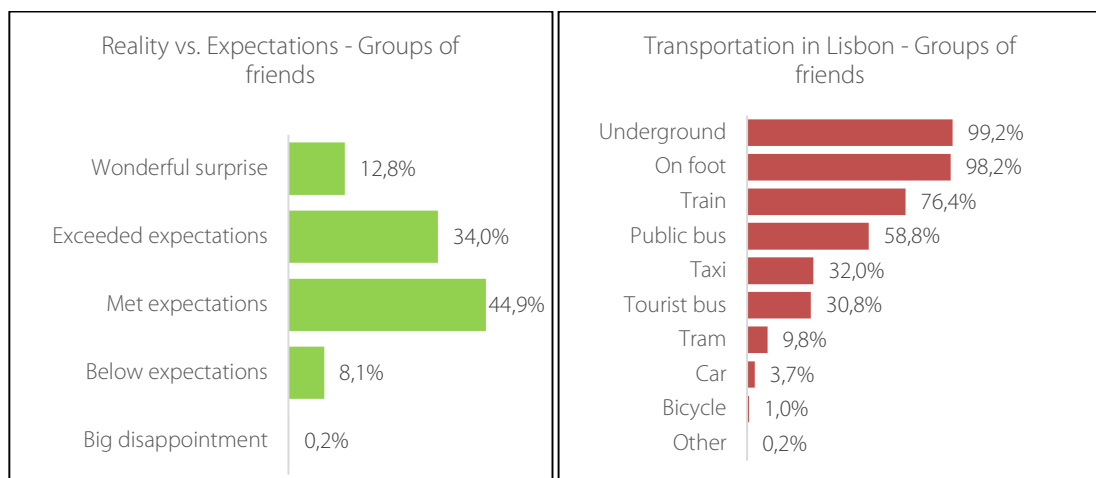


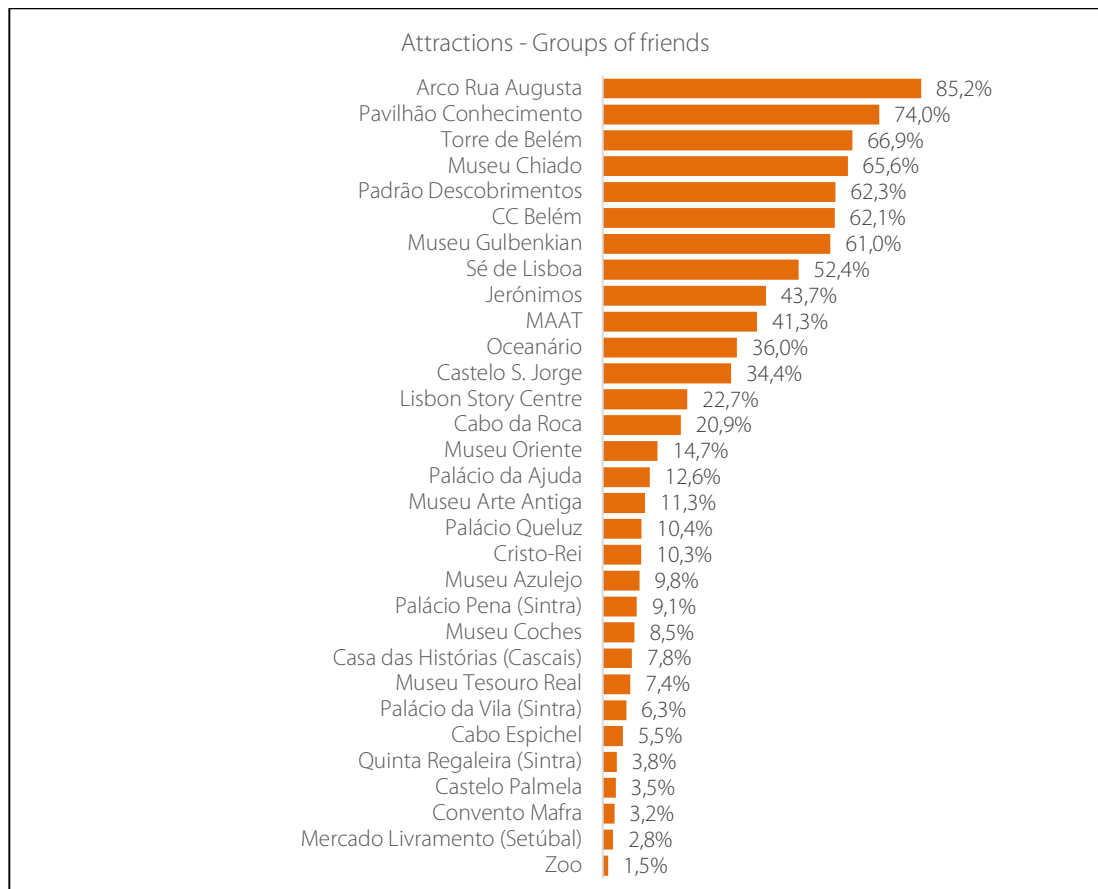
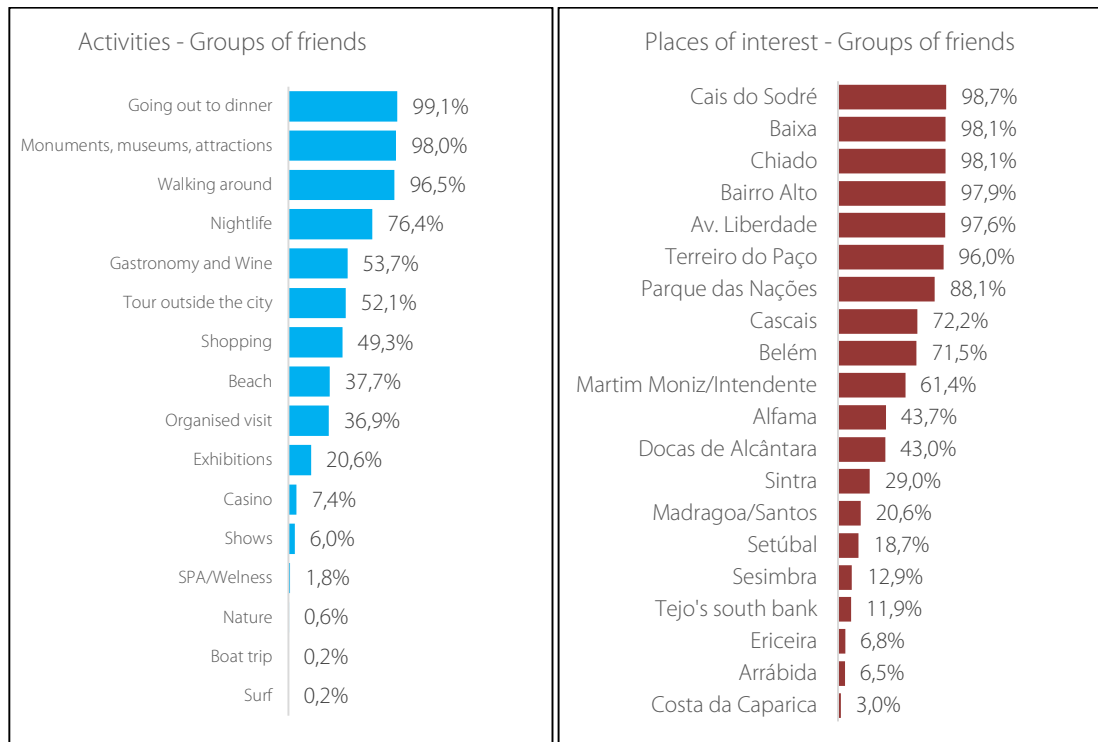


Sources of information before the trip - Groups of friends			
Parameter	Use (0 to 2)	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Family/Friends	1,15	99,5%	9,37
Previous visit	0,03	100,0%	8,86
Newspapers/Magazines	0,51	96,9%	8,68
Tourism guides/brochures	0,46	93,8%	8,65
Travel agents' offices	0,46	77,9%	7,97
Social networks	1,01	69,0%	7,86
www.visitlisboa.com	0,47	71,0%	7,86
Travel agents' websites	1,02	77,6%	7,80
Airline websites	1,24	47,7%	7,18
Accommodation websites	1,66	39,8%	7,02
Other official websites	0,73	8,2%	5,93

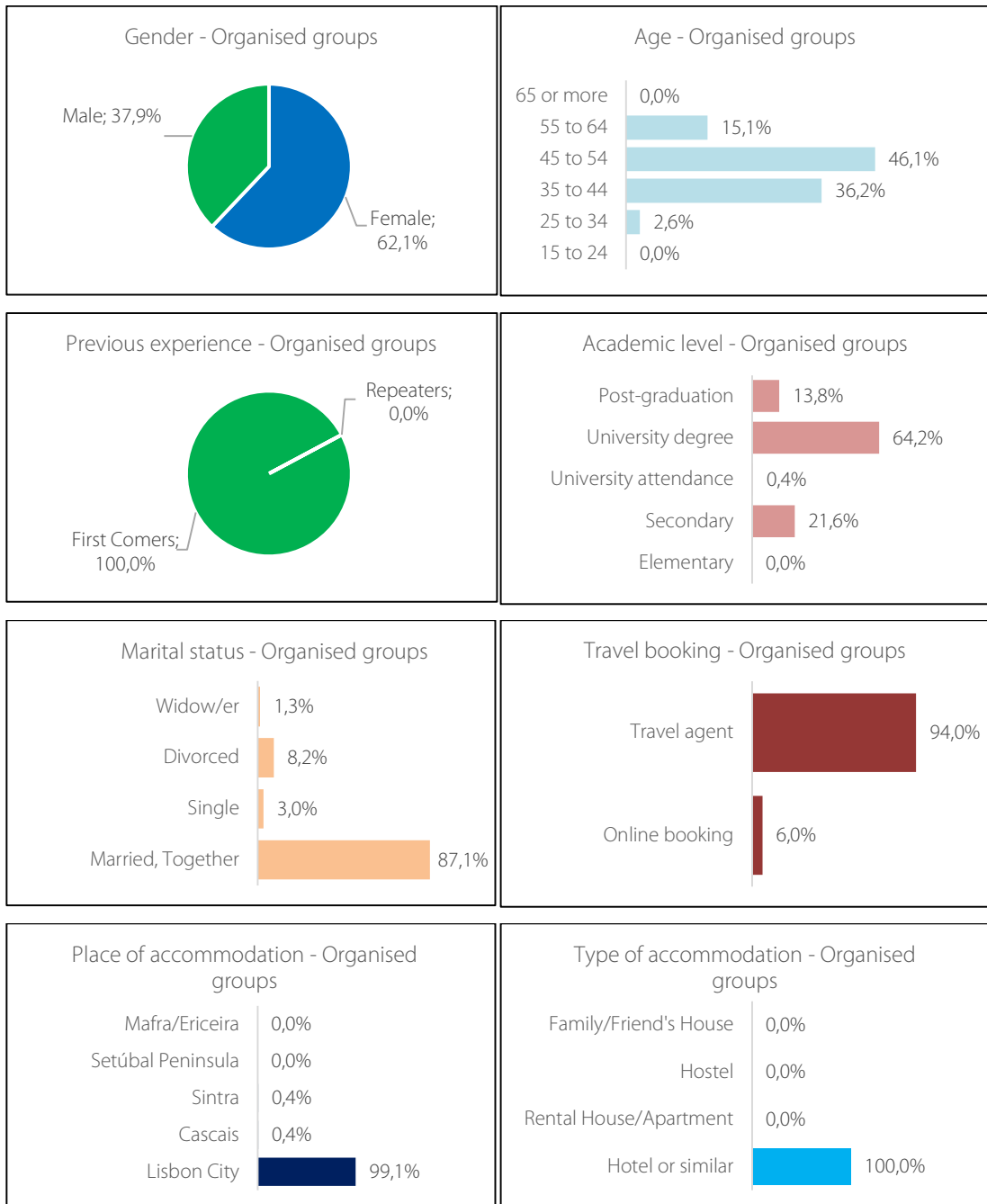


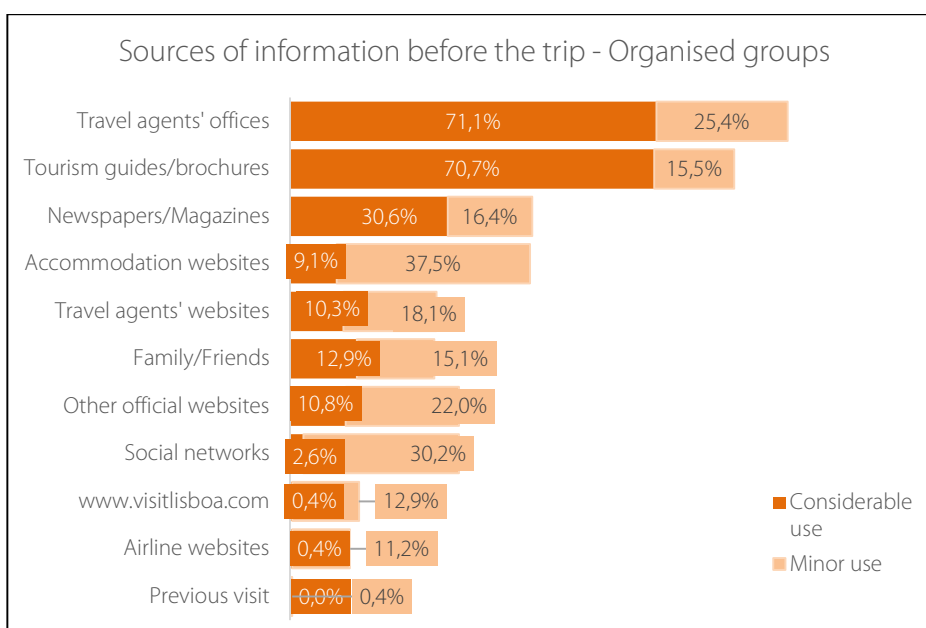
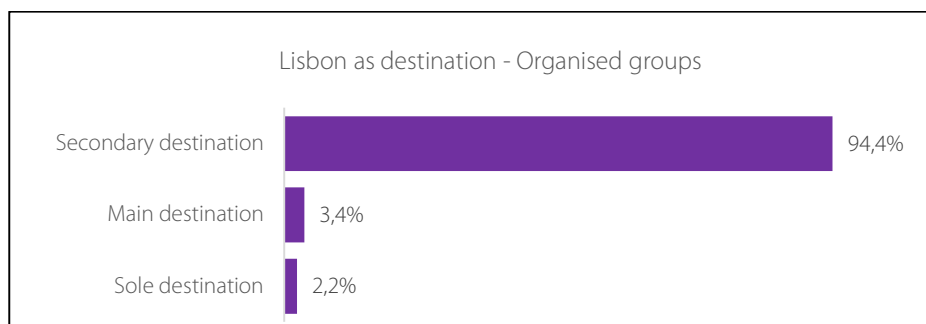
Sources of information during the trip - Groups of friends			
Parameter	Use (0 to 2)	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Family/Friends	0,51	100,0%	9,80
Place of accommodation	0,80	95,4%	9,46
Local people	0,85	85,9%	8,85
Internet and Mobile apps	1,89	87,0%	8,49
Tourism information offices	0,41	63,2%	8,08
Tourism guides/books	0,07	60,0%	8,00
Tourism brochures	1,06	15,4%	6,59



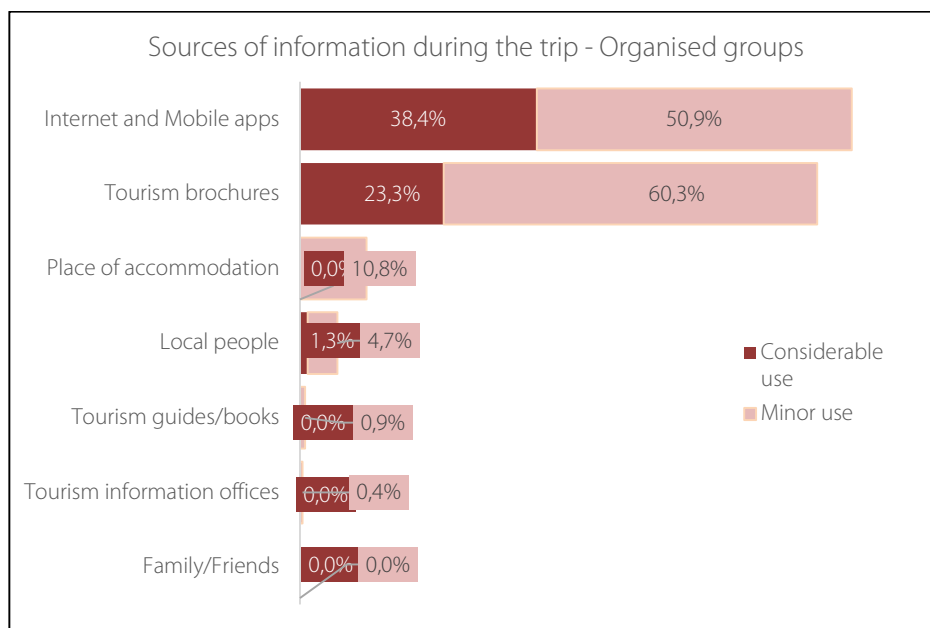


ORGANISED GROUPS (232 answers)

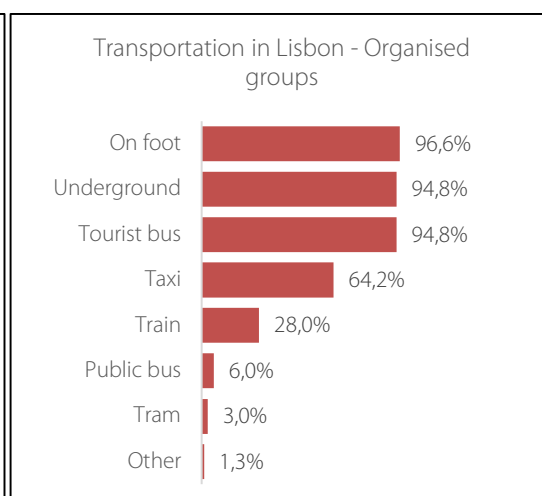


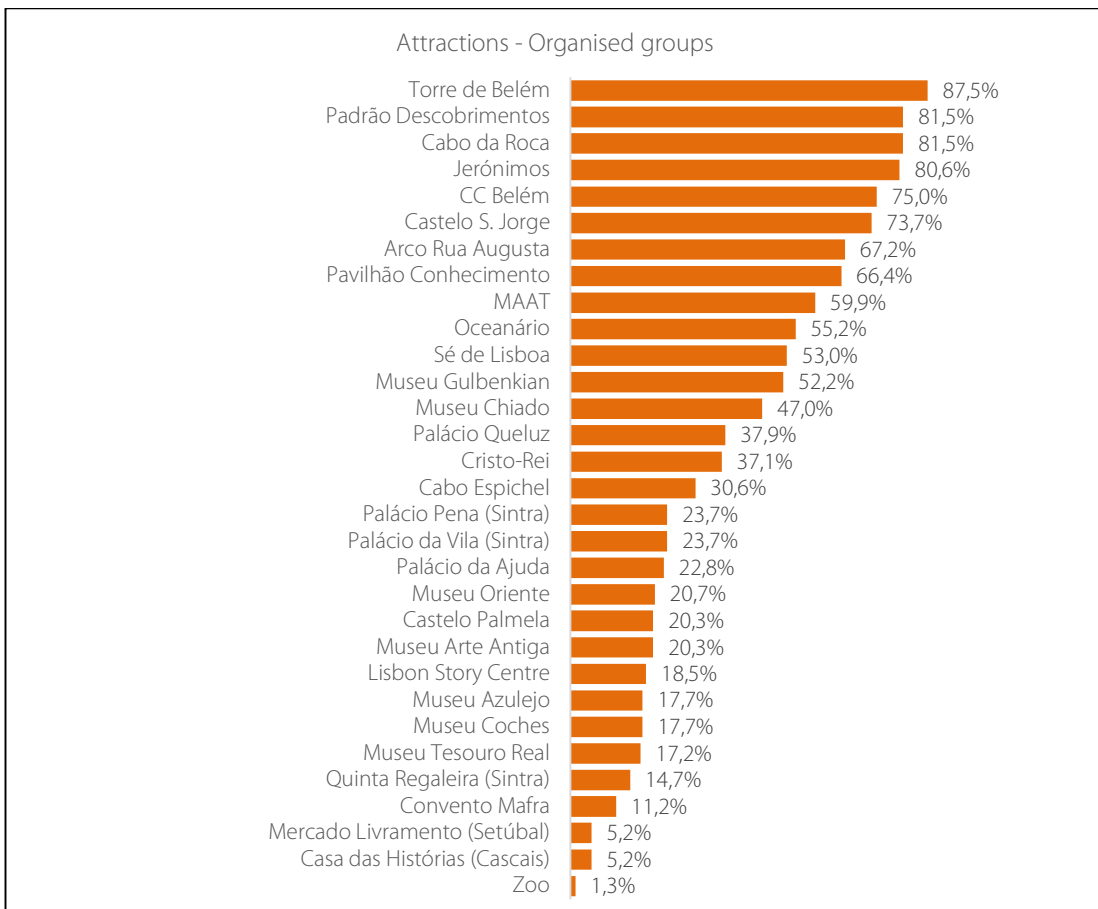
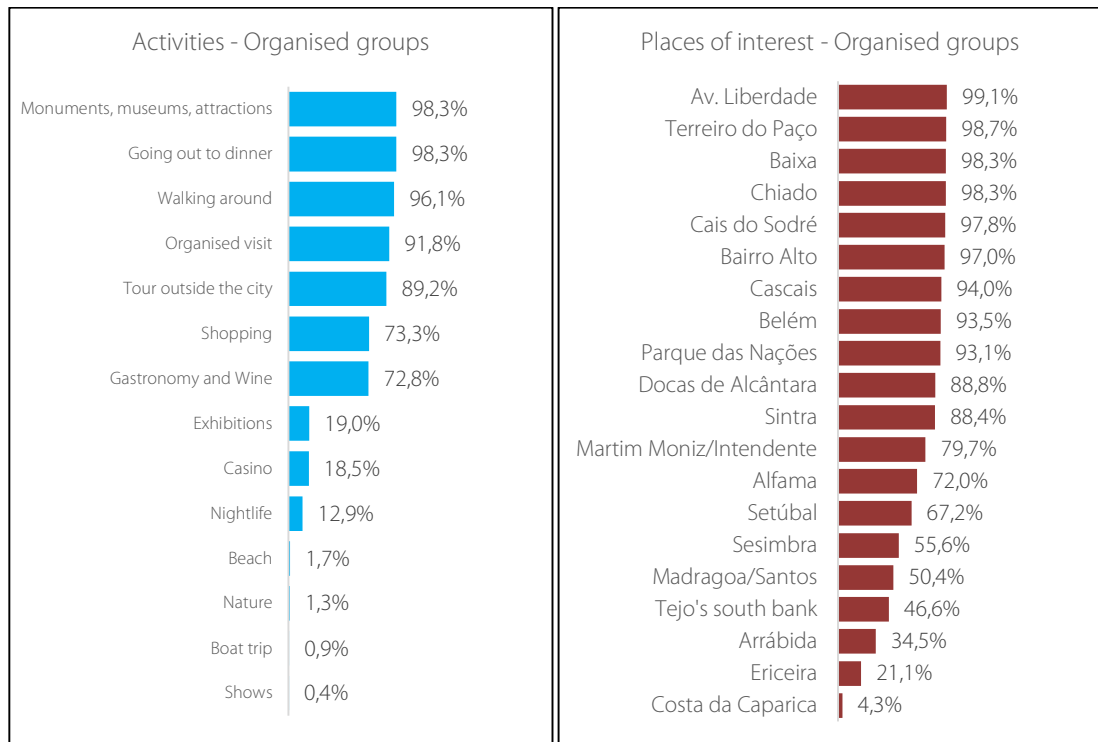


Sources of information before the trip - Organised groups			
Parameter	Use (0 to 2)	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Family/Friends	1,04	98,4%	9,64
Tourism guides/brochures	1,59	95,5%	8,87
Newspapers/Magazines	1,22	93,6%	8,55
Travel agents' offices	1,68	69,6%	7,87
Social networks	0,88	60,5%	7,64
www.visitlisboa.com	0,50	54,8%	7,45
Accommodation websites	1,12	21,7%	6,89
Travel agents' websites	1,07	10,6%	6,14
Previous visit	0,03	0,0%	6,00
Other official websites	0,92	0,0%	5,55
Airline websites	0,44	0,0%	5,15



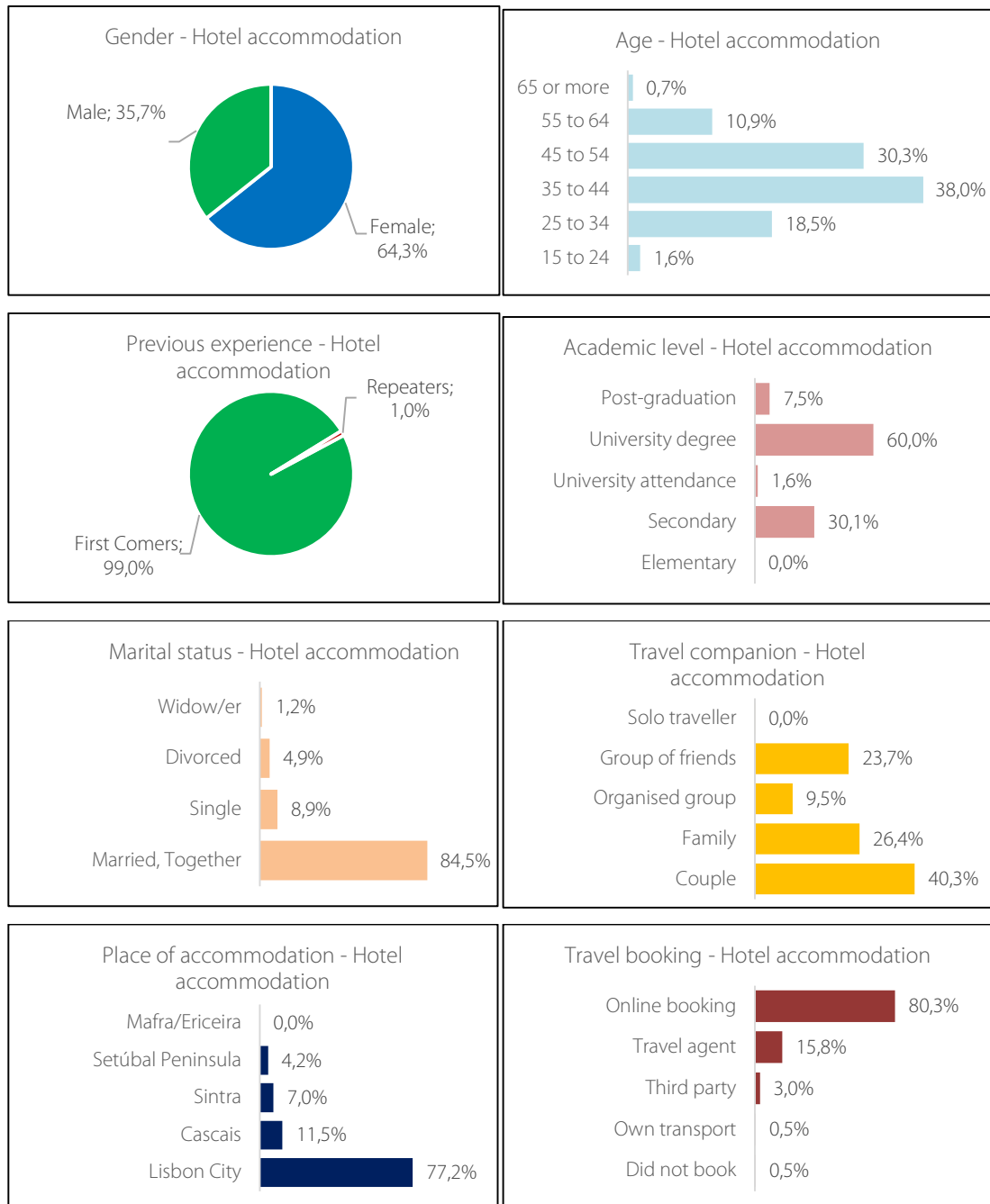
Sources of information during the trip - Organised groups			
Parameter	Use (0 to 2)	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Family/Friends	0,00	100,0%	9,96
Place of accommodation	0,60	96,0%	9,32
Tourism information offices	0,05	100,0%	8,00
Internet and Mobile apps	1,41	64,7%	7,63
Tourism guides/books	0,09	50,0%	7,50
Local people	0,45	42,9%	7,36
Tourism brochures	1,26	31,2%	6,96

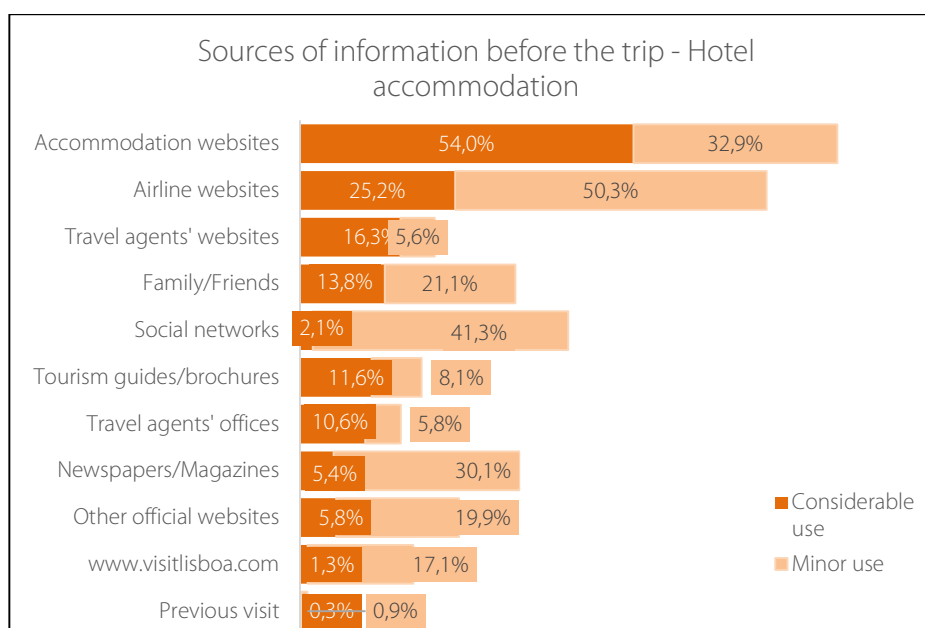
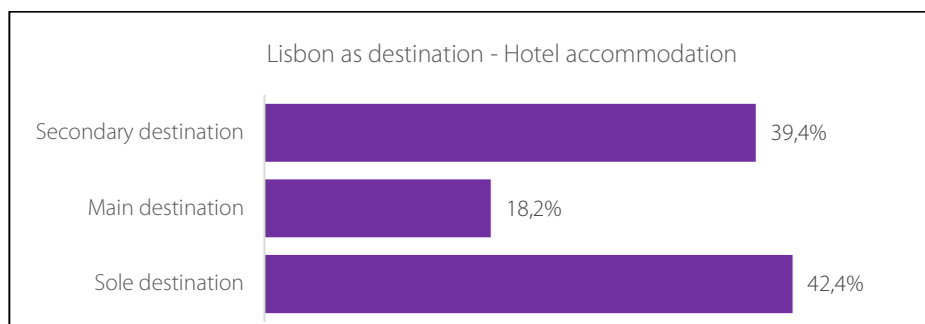




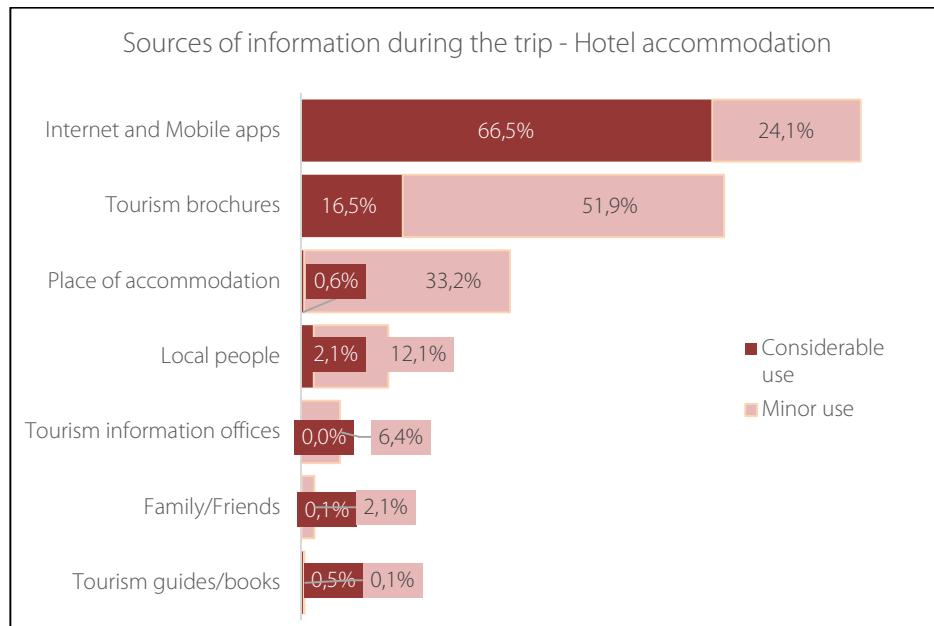
4. RESULTS BY TYPE OF ACCOMMODATION

HOTEL ACCOMMODATION (2.432 answers)



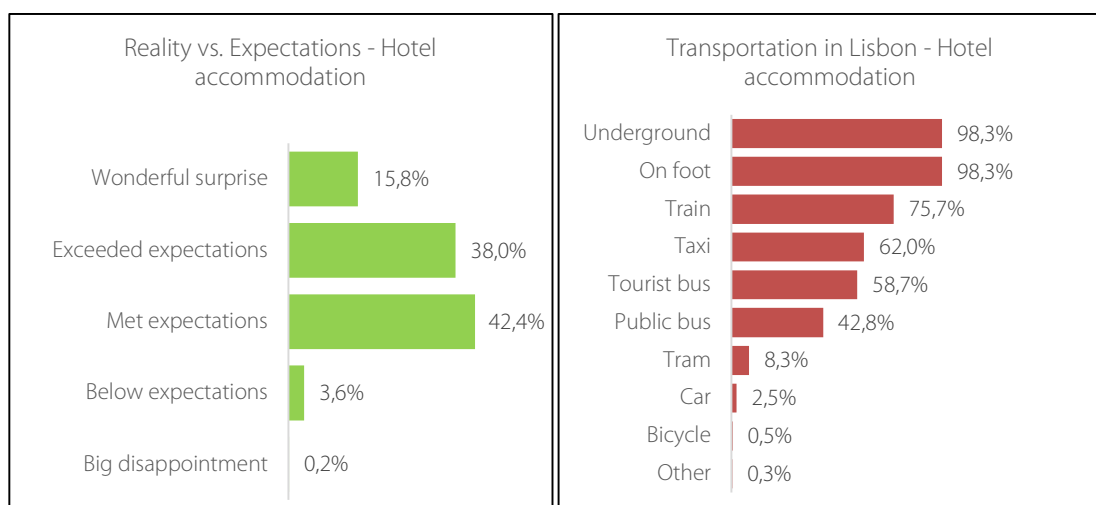


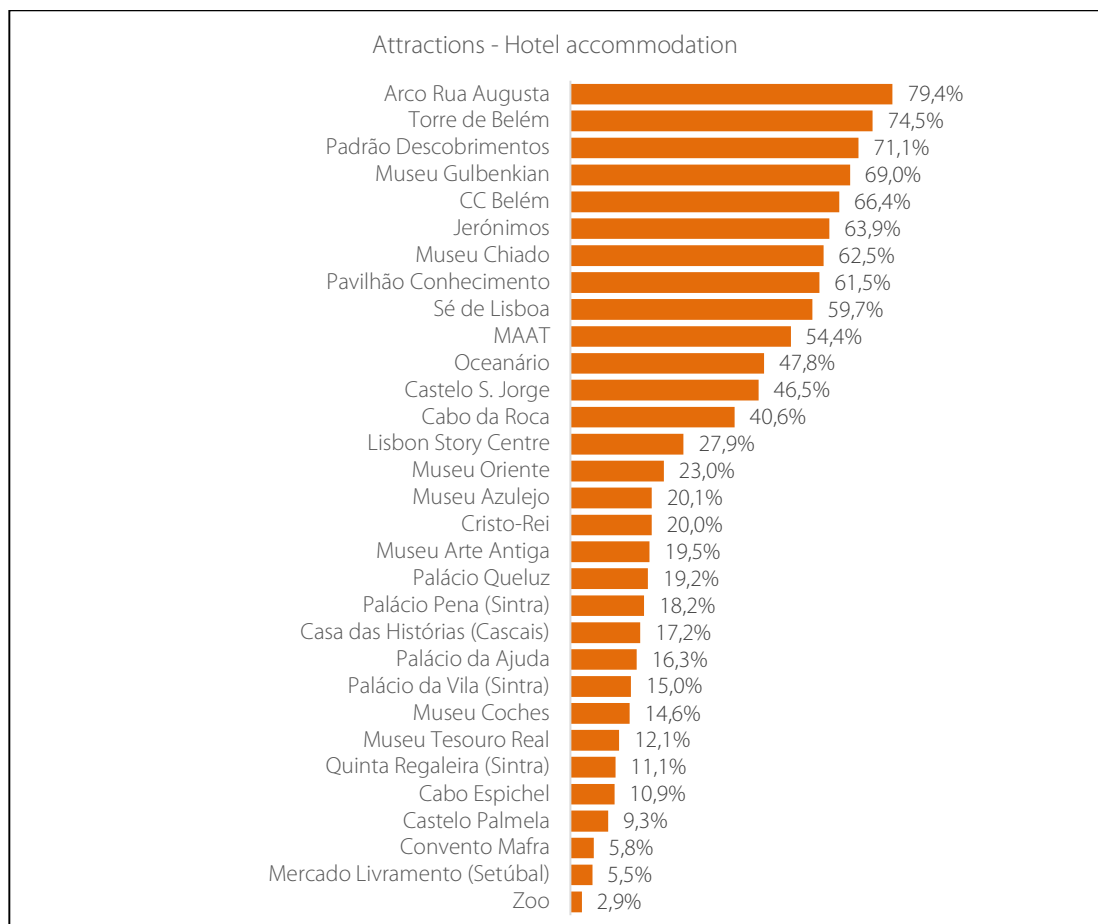
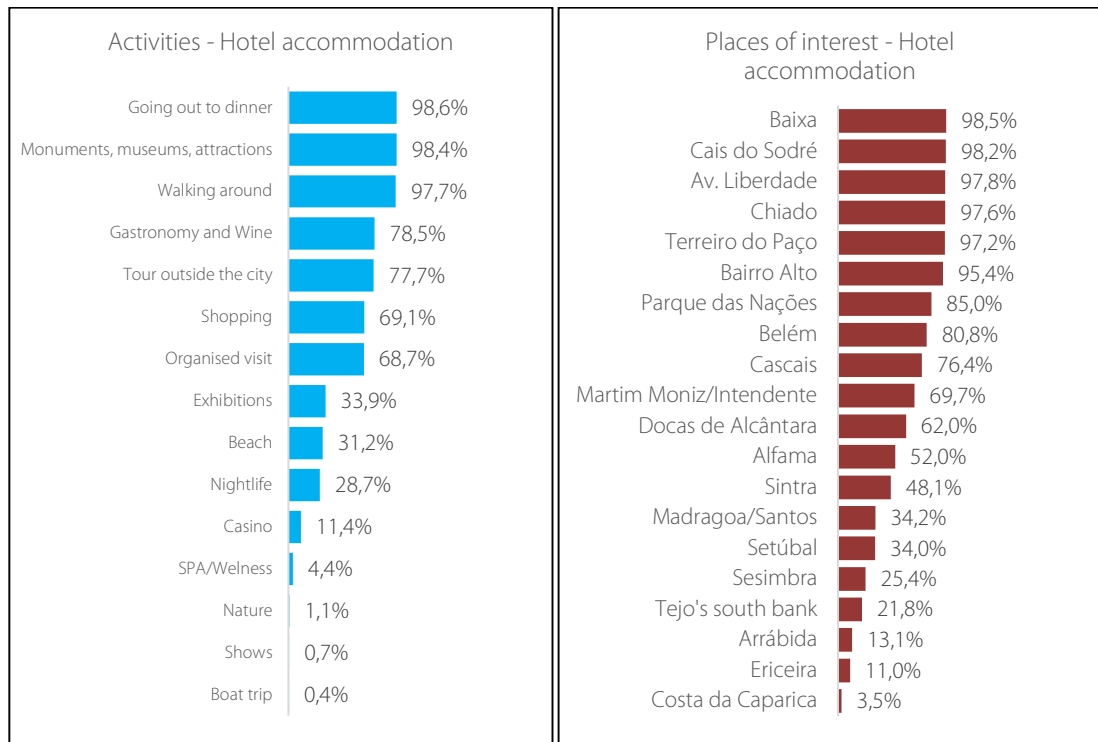
Sources of information before the trip - Hotel accommodation			
Parameter	Use (0 to 2)	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Family/Friends	0,96	99,3%	9,48
Previous visit	0,07	96,7%	9,00
Newspapers/Magazines	0,79	97,2%	8,74
Tourism guides/brochures	0,84	92,5%	8,67
www.visitlisboa.com	0,58	74,3%	7,93
Travel agents' offices	0,82	72,2%	7,92
Social networks	0,87	69,8%	7,82
Accommodation websites	1,60	66,5%	7,67
Travel agents' websites	0,97	64,8%	7,50
Airline websites	1,25	42,1%	7,13
Other official websites	0,74	7,6%	5,91



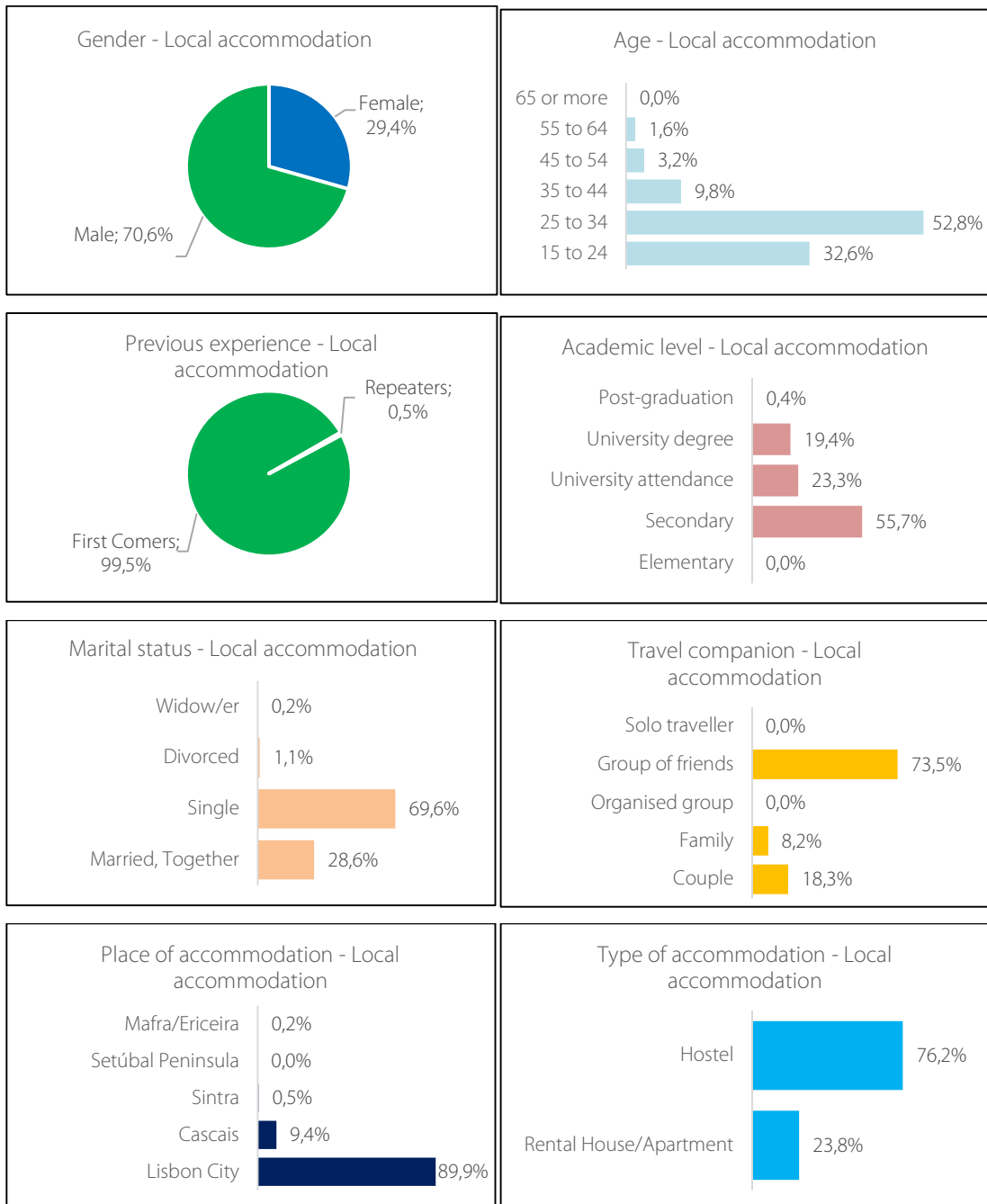
Sources of information during the trip - Hotel accommodation

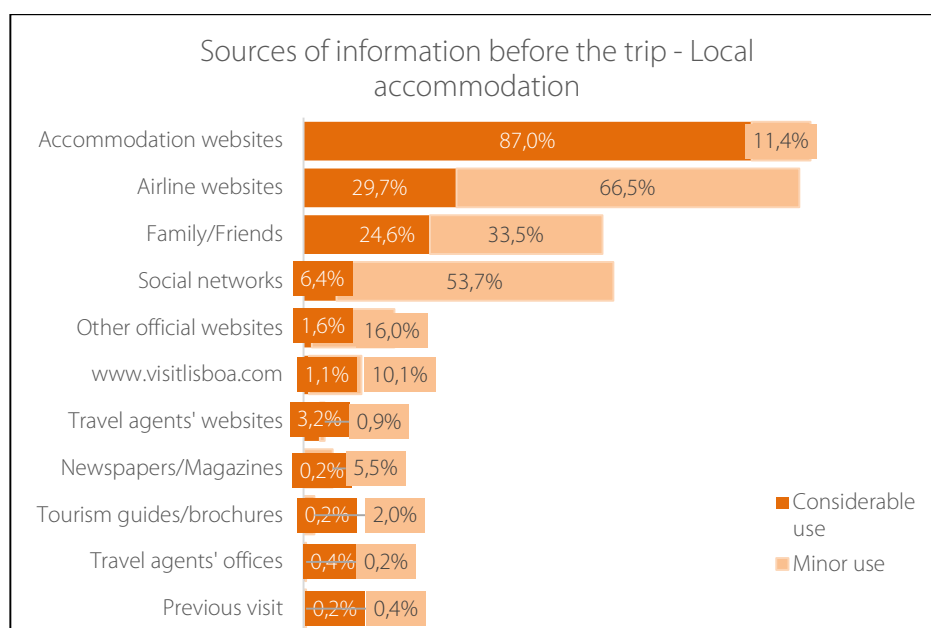
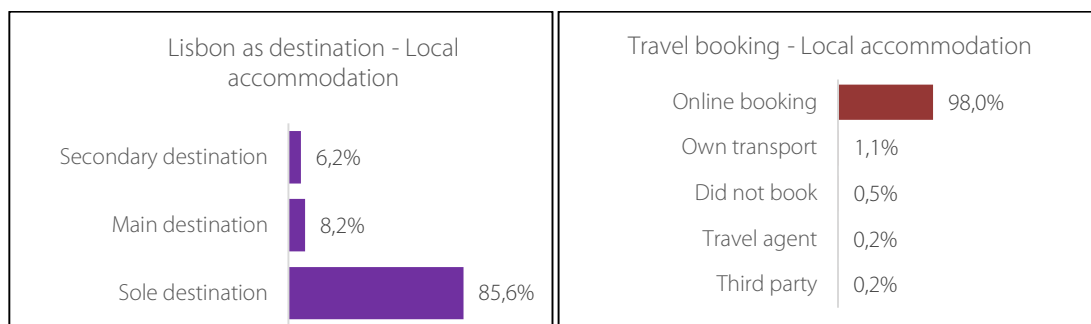
Parameter	Use (0 to 2)	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Family/Friends	0,13	100,0%	9,47
Place of accommodation	0,91	96,5%	9,46
Local people	0,73	78,3%	8,52
Tourism information offices	0,47	68,4%	8,03
Internet and Mobile apps	1,71	75,1%	7,94
Tourism guides/books	0,24	57,7%	7,71
Tourism brochures	1,21	27,9%	6,93



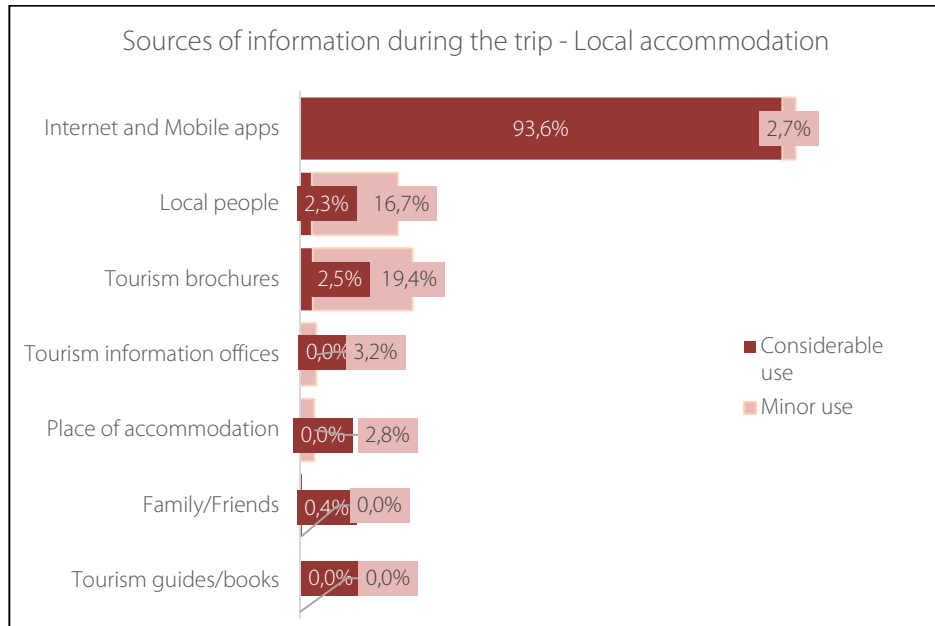


LOCAL ACCOMMODATION (562 answers)





Sources of information before the trip - Local accommodation			
Parameter	Use (0 to 2)	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Family/Friends	1,07	99,7%	9,34
Previous visit	0,02	100,0%	9,33
Travel agents' offices	0,03	66,7%	9,00
Newspapers/Magazines	0,18	93,5%	8,61
Social networks	0,98	72,1%	7,99
Tourism guides/brochures	0,07	83,3%	7,92
Travel agents' websites	0,19	69,6%	7,65
www.visitlisboa.com	0,33	60,3%	7,65
Airline websites	1,29	53,0%	7,36
Accommodation websites	1,88	18,8%	6,52
Other official websites	0,44	15,5%	6,11



Sources of information during the trip - Local accommodation			
Parameter	Use (0 to 2)	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Family/Friends	0,08	100,0%	9,50
Internet and Mobile apps	1,96	94,3%	8,82
Local people	0,90	86,0%	8,64
Place of accommodation	0,26	62,5%	8,25
Tourism information offices	0,34	66,7%	8,11
Tourism brochures	0,88	13,9%	6,50
Tourism guides/books	0,00	n.a.	n.a.

