



LISBON LOW-COST  
PASSENGER PROFILE  
Winter 2010-2011

# LISBON LOW-COST PASSENGER PROFILE

## INTRODUCTION

Since 2005, and given the gradually increasing importance of low-cost airline companies in the traffic of airplanes and passengers at the Lisbon Airport, the Observatório do Turismo de Lisboa, in collaboration with ANA - Aeroportos de Portugal, has been producing a study for the profile of the passenger who uses these airline companies.

The 2010 edition contemplated the following routes and companies (Winter 2010-2011):

Company	Origin/Destination	% passengers Winter 2010-2011
Aer Lingus	Dublin (IE)	5,1%
Air Berlin/NIKI	Palma de Mallorca (ES)	5,1%
EasyJet	Barcelona (ES)	1,9%
EasyJet	Basel (CH)	2,9%
EasyJet	Berlin (DE)	1,5%
EasyJet	Geneva (CH)	11,2%
EasyJet	London GTW (GB)	5,8%
EasyJet	London LTN (GB)	7,9%
EasyJet	Lyon (FR)	2,5%
EasyJet	Madeira (PT)	11,1%
EasyJet	Madrid (ES)	12,9%
EasyJet	Milan (IT)	4,9%
EasyJet	Paris (FR)	7,1%
EasyJet	Rome (IT)	5,1%
EasyJet	Toulouse (FR)	1,3%
GermanWings	Cologne/Bonn (DE)	4,5%
Vueling	Barcelona (ES)	9,1%

The interviews were conducted at check-in by the company 2ii - Informática e Informação, Lda. in two moments, the Summer season - from May to October 2010 - and the Winter one - from November 2010 to March 2011. In this report we present the results of the second.

The sample was defined with the purpose of balancing the representation of each airline company in the total universe of passengers and the need to gather enough information for each company, so that it was also possible to draw an individual profile by company.

The global data were treated taking into account the total number of passengers transported during the months in which the survey took place.

Thus, we present, firstly as a summary, the global profile of the low-cost company passenger flying to/from Lisbon, as well as the profile by airline carrier. Following, the global profile is dealt with in more detail.

## SUMMARY

### LOW-COST PASSENGER GLOBAL PROFILE

Female, university degree, for leisure, choice by price, booking through the airline company website, accommodation in hotel in Lisbon City, level of satisfaction with the visit to Lisbon: 46,9%, level of dissatisfaction with the visit to Lisbon: 5,4%.

- female (50,3%), between 45 and 54 years old (31,6%) or between 25 and 34 years old (31,0%), with university degree (47,1%)
- travels with one other person (35,9%)
- for leisure (68,6%)
- stays between 4 and 7 days (45,9%)
- the motivation for the choice of airline was the price (73,5%)
- no. of flights in the last 12 months: 6 to 10 (28,1%)
- flight booked through the airline company website (53,2%)
- 10 to 30 days in advance (47,7%)
- level of satisfaction with the flight: 29,9%
- the means of transportation to the airport was the taxi (40,5%)
- booked the accommodation through a travel website (84,0%) - 0,3% used the website / call-centre of the airline company
- stayed in a hotel (79,2%) in Lisbon City (73,7%)
- 45,5% intends to return to Lisbon within the next 2 years
- level of satisfaction with the visit to Lisbon: 46,9% / level of dissatisfaction with the visit to Lisbon: 5,4%

### PASSENGER PROFILE - AER LINGUS: Dublin

Female, university degree, Irish, living in Ireland, for leisure, choice by price, booking through a travel website, accommodation in hotel in Lisbon City, level of satisfaction with the visit to Lisbon: 52,3%, level of dissatisfaction with the visit to Lisbon: 3,1%.

- female (58,0%), between 25 and 34 years old (35,8%), with university degree (58,0%)
- Irish (51,9%), living in Ireland (59,3%) - Dublin (46,9%)
- travels with one other person (44,4%)
- for leisure (84,0%)
- stays between 4 and 7 days (54,3%)
- the motivation for the choice of airline was the price (61,7%)
- no. of flights in the last 12 months: 4 (21,6%)
- flight booked through a travel website (49,4%)
- 10 to 30 days in advance (55,6%)
- level of satisfaction with the flight: 48,1%
- the means of transportation to the airport was the taxi (48,1%)
- booked the accommodation through a travel website (86,9%)
- stayed in a hotel (85,5%) in Lisbon City (79,5%)
- 34,8% intends to return to Lisbon within the next 2 years
- level of satisfaction with the visit to Lisbon: 52,3% / level of dissatisfaction with the visit to Lisbon: 3,1%

### PASSENGER PROFILE - AIR BERLIN/NIKI: Palma de Mallorca

Female, university degree, Portuguese, living in Portugal or Palma de Mallorca (Spain), for leisure, choice by price, booking through a travel website, accommodation in hotel in Lisbon City, level of satisfaction with the visit to Lisbon: 50,0%, level of dissatisfaction with the visit to Lisbon: 5,6%.

- female (53,8%), between 25 and 34 years old (35,2%), with university degree (53,8%)
- Portuguese (38,5%), living in Portugal (35,2%) or Palma de Mallorca, Spain (27,5%)
- travels with one other person (40,7%)
- for leisure (82,4%)
- stays between 4 and 7 days (61,5%)

- the motivation for the choice of airline was the price (65,9%)
- no. of flights in the last 12 months: 6 to 10 (28,8%)
- flight booked through a travel website (45,1%)
- 10 to 30 days in advance (47,3%)
- level of satisfaction with the flight: 25,3% - 20,9% não-resposta
- the means of transportation to the airport was the taxi (47,3%)
- booked the accommodation through a travel website (90,7%)
- stayed in a hotel (90,0%) in Lisbon City (72,6%)
- 34,8% intends to return to Lisbon within the next 2 years
- level of satisfaction with the visit to Lisbon: 50,0% / level of dissatisfaction with the visit to Lisbon: 5,6%

#### PASSENGER PROFILE - EASYJET: Barcelona

Male, university degree, Spanish, living in Spain, for leisure, choice by price, booking through the airline company website, accommodation in hotel in Lisbon City, level of satisfaction with the visit to Lisbon: 36,8%, level of dissatisfaction with the visit to Lisbon: 5,9%.

- male (55,2%), between 25 and 34 years old (34,5%), with university degree (39,7%)
- Spanish (43,1%), living in Spain (45,7%) - Barcelona (31,9%)
- travels with one other person (37,9%)
- for leisure (77,6%)
- stays between 4 and 7 days (60,3%)
- the motivation for the choice of airline was the price (87,9%)
- no. of flights in the last 12 months: 6 to 10 (20,3%)
- flight booked through the airline company website (50,9%)
- 10 to 30 days in advance (45,7%)
- level of satisfaction with the flight: 23,3%
- the means of transportation to the airport was the taxi (40,5%)
- booked the accommodation through a travel website (85,5%)
- stayed in a hotel (87,3%) in Lisbon City (70,5%)
- 42,3% intends to return to Lisbon within the next 2 years
- level of satisfaction with the visit to Lisbon: 36,8% / level of dissatisfaction with the visit to Lisbon: 5,9% - 11,8% no-answer

#### PASSENGER PROFILE - EASYJET: Basel

Female, university degree, Portuguese, living in Switzerland, for leisure, choice by price, booking through the airline company website, accommodation in hotel in Lisbon City, level of satisfaction with the visit to Lisbon: 34,1%, level of dissatisfaction with the visit to Lisbon: 6,8%.

- female (53,7%), between 25 and 34 years old (31,7%), with university degree (42,7%)
- Portuguese (50,0%), living in Switzerland (47,6%) - Basel (42,7%)
- travels with one other person (41,5%)
- for leisure (61,0%)
- stays between 4 and 7 days (42,7%)
- the motivation for the choice of airline was the price (79,3%)
- no. of flights in the last 12 months: 6 to 10 (34,6%)
- flight booked through the airline company website (53,7%)
- 10 to 30 days in advance (52,4%)
- level of satisfaction with the flight: 42,7%
- the means of transportation to the airport was the taxi (33,4%)
- booked the accommodation through a travel website (92,3%)
- stayed in a hotel (60,7%) in Lisbon City (73,0%)
- 50,8% intends to return to Lisbon within the next 2 years
- level of satisfaction with the visit to Lisbon: 34,1% / level of dissatisfaction with the visit to Lisbon: 6,8%

### PASSENGER PROFILE - EASYJET: Berlin

Female, university degree, German, living in Germany, for leisure, choice by price, booking through the airline company website, accommodation in hotel in Lisbon City, level of satisfaction with the visit to Lisbon: 30,0%, level of dissatisfaction with the visit to Lisbon: 12,2%.

- female (50,6%), between 45 and 54 years old (35,1%), with university degree (44,2%)
- German (46,8%), living in Germany (53,2%) - Berlin (42,9%)
- travels with one other person (48,1%)
- for leisure (79,2%)
- stays between 4 and 7 days (50,6%)
- the motivation for the choice of airline was the price (72,7%)
- no. of flights in the last 12 months: 6 to 10 (36,9%)
- flight booked through the airline company website (50,6%)
- 10 to 30 days in advance (54,5%)
- level of satisfaction with the flight: 24,7%
- the means of transportation to the airport was the taxi (37,7%)
- booked the accommodation through a travel website (83,7%) - 2,0% used the website / call-centre of the airline company
- stayed in a hotel (90,4%) in Lisbon City (73,3%)
- 36,5% intends to return to Lisbon within the next 2 years
- level of satisfaction with the visit to Lisbon: 30,0% / level of dissatisfaction with the visit to Lisbon: 12,2%

### PASSENGER PROFILE - EASYJET: Geneva

Female, university degree, Portuguese, living in Switzerland, for leisure, choice by price, booking through the airline company website, accommodation in hotel in Lisbon City, level of satisfaction with the visit to Lisbon: 57,8%, level of dissatisfaction with the visit to Lisbon: 4,4%.

- female (52,6%), between 25 and 34 years old (36,8%), with university degree (44,2%)
- Portuguese (48,4%), living in Switzerland (67,4%) - Geneva (47,4%)
- travels with one other person (32,6%)
- for leisure (57,9%)
- stays between 4 and 7 days (41,1%)
- the motivation for the choice of airline was the price (68,4%)
- no. of flights in the last 12 months: 6 to 10 (34,5%)
- flight booked through the airline company website (53,7%)
- 10 to 30 days in advance (44,2%)
- level of satisfaction with the flight: 14,7%
- the means of transportation to the airport was the taxi (41,1%)
- booked the accommodation through a travel website (86,7%)
- stayed in a hotel (60,8%) in Lisbon City (69,5%)
- 54,1% intends to return to Lisbon within the next 2 years
- level of satisfaction with the visit to Lisbon: 57,8% / level of dissatisfaction with the visit to Lisbon: 4,4%

### PASSENGER PROFILE - EASYJET: London GTW

Male, university degree, Portuguese or British, living in United Kingdom, for leisure, choice by price, booking through the airline company website, accommodation in hotel in Lisbon City, level of satisfaction with the visit to Lisbon: 50,0%, level of dissatisfaction with the visit to Lisbon: 6,3%.

- male (57,0%), between 45 and 54 years old (37,6%), with university degree (41,9%)
- Portuguese or British (39,8%, respectively), living in United Kingdom (57,0%) - London (48,4%)
- travels with one other person (36,6%)
- for leisure (63,4%)
- stays between 4 and 7 days (44,1%)
- the motivation for the choice of airline was the price (76,3%)
- no. of flights in the last 12 months: 6 to 10 (23,2%)
- flight booked through the airline company website (67,7%)
- 10 to 30 days in advance (45,2%)
- level of satisfaction with the flight: 29,0%

- the means of transportation to the airport was the taxi (38,7%)
- booked the accommodation through a travel website (95,3%)
- stayed in a hotel (76,4%) in Lisbon City (74,6%)
- 41,8% intends to return to Lisbon within the next 2 years
- level of satisfaction with the visit to Lisbon: 50,0% / level of dissatisfaction with the visit to Lisbon: 6,3%

#### PASSENGER PROFILE - EASYJET: London LTN

Male, university degree, British, living in United Kingdom, for leisure, choice by price, booking through the airline company website, accommodation in hotel in Lisbon City, level of satisfaction with the visit to Lisbon: 42,1%, level of dissatisfaction with the visit to Lisbon: 7,9%.

- male (56,9%), between 45 and 54 years old (51,7%), with university degree (36,2%)
- British (58,3%), living in United Kingdom (69,0%) - London (46,6%)
- travels with one other person (32,8%)
- for leisure (77,6%)
- stays between 4 and 7 days (60,3%)
- the motivation for the choice of airline was the price (77,0%)
- no. of flights in the last 12 months: 4 (24,1%)
- flight booked through the airline company website (62,1%)
- 10 to 30 days in advance (62,1%)
- level of satisfaction with the flight: 32,8%
- the means of transportation to the airport was the taxi or the bus (34,5%, respectively)
- booked the accommodation through a travel website (83,3%)
- stayed in a hotel (81,4%) in Lisbon City (86,4%)
- 48,8% intends to return to Lisbon within the next 2 years
- level of satisfaction with the visit to Lisbon: 42,1% / level of dissatisfaction with the visit to Lisbon: 7,9%

#### PASSENGER PROFILE - EASYJET: Lyon

Female, university degree, French, living in France, for leisure, choice by price, booking through the airline company website, accommodation in hotel in Lisbon City, level of satisfaction with the visit to Lisbon: 48,3%, level of dissatisfaction with the visit to Lisbon: 10,3%.

- female (58,1%), between 25 and 34 years old (30,8%), with university degree (40,7%)
- French (49,5%), living in France (70,3%) - Lyon (48,4%)
- travels with one other person (54,9%)
- for leisure (62,6%)
- stays between 4 and 7 days (31,9%)
- the motivation for the choice of airline was the price (71,4%)
- no. of flights in the last 12 months: 6 to 10 (32,6%)
- flight booked through the airline company website (68,1%)
- 10 to 30 days in advance (34,1%)
- level of satisfaction with the flight: 33,0% - 12,1% no-answer
- the means of transportation to the airport was the taxi (34,1%)
- booked the accommodation through a travel website (80,4%)
- stayed in a hotel (70,4%) in Lisbon City (66,2%)
- 50,7% intends to return to Lisbon within the next 2 years
- level of satisfaction with the visit to Lisbon: 48,3% / level of dissatisfaction with the visit to Lisbon: 10,3% - 10,3% no-answer

#### PASSENGER PROFILE - EASYJET: Madeira

Male, university degree, Portuguese, living in Portugal, for leisure, choice by price, booking through the airline company website, accommodation in hotel in Lisbon City, level of satisfaction with the visit to Lisbon: 56,7%, level of dissatisfaction with the visit to Lisbon: 1,7%.

- male (62,1%), between 35 and 44 years old (27,6%), with university degree (50,6%)
- Portuguese (66,7%), living in Portugal (67,8%) - Funchal (28,7%)
- travels alone (33,3%)

- for leisure (59,8%)
- stays between 4 and 7 days (39,1%)
- the motivation for the choice of airline was the price (83,9%)
- no. of flights in the last 12 months: 6 to 10 (33,4%)
- flight booked through the airline company website (58,6%)
- 10 to 30 days in advance (49,4%)
- level of satisfaction with the flight: 21,8%
- the means of transportation to the airport was the taxi (46,0%)
- booked the accommodation through a travel website (65,2%)
- stayed in a hotel (70,5%) in Lisbon City (64,5%)
- 55,7% intends to return to Lisbon within the next 2 years
- level of satisfaction with the visit to Lisbon: 56,7% / level of dissatisfaction with the visit to Lisbon: 1,7% - 15,0% no-answer

#### PASSENGER PROFILE - EASYJET: Madrid

Male, university degree, Spanish, living in Spain, for leisure, choice by price, booking through the airline company website, accommodation in hotel in Lisbon City, level of satisfaction with the visit to Lisbon: 61,3%, level of dissatisfaction with the visit to Lisbon: 1,6%.

- male (50,5%), between 25 and 34 years old (38,6%), with university degree (57,4%)
- Spanish (51,5%), living in Spain (54,5%) - Madrid (47,5%)
- travels alone (36,6%)
- for leisure (53,5%)
- stays between 4 and 7 days (33,7%)
- the motivation for the choice of airline was the price (65,3%)
- no. of flights in the last 12 months: 6 to 10 (37,0%)
- flight booked through the airline company website (46,5%)
- 10 to 30 days in advance (48,5%)
- level of satisfaction with the flight: 21,8%
- the means of transportation to the airport was the taxi (51,5%)
- booked the accommodation through a travel website (84,6%)
- stayed in a hotel (87,3%) in Lisbon City (77,0%)
- 46,0% intends to return to Lisbon within the next 2 years
- level of satisfaction with the visit to Lisbon: 61,3% / level of dissatisfaction with the visit to Lisbon: 1,6%

#### PASSENGER PROFILE - EASYJET: Milan

Male, university degree, Italian, living in Italy, for leisure, choice by price, booking through the airline company website, accommodation in hotel in Lisbon City, level of satisfaction with the visit to Lisbon: 43,2%, level of dissatisfaction with the visit to Lisbon: 2,7%.

- male (58,6%), between 25 and 34 years old (33,3%), with university degree (52,5%)
- Italian (63,6%), living in Italy (67,7%) - Modena (54,7%)
- travels with one other person (32,3%)
- for leisure (79,8%)
- stays between 4 and 7 days (52,5%)
- the motivation for the choice of airline was the price (70,7%)
- no. of flights in the last 12 months: 6 to 10 (21,6%)
- flight booked through the airline company website (49,5%)
- 10 to 30 days in advance (49,5%)
- level of satisfaction with the flight: 20,2% - 10,1% no-answer
- the means of transportation to the airport was the taxi (40,4%)
- booked the accommodation through a travel website (82,9%) - 1,4% used the website / call-centre of the airline company
- stayed in a hotel (87,0%) in Lisbon City (75,3%)
- 35,1% intends to return to Lisbon within the next 2 years
- level of satisfaction with the visit to Lisbon: 43,2% / level of dissatisfaction with the visit to Lisbon: 2,7%

### PASSENGER PROFILE - EASYJET: Paris

Female, university degree, Portuguese, living in France, for leisure, choice by price, booking through the airline company website, accommodation in hotel in Lisbon City, level of satisfaction with the visit to Lisbon: 45,0%, level of dissatisfaction with the visit to Lisbon: 4,5%.

- female (60,2%), between 45 and 54 years old (33,7%), with university degree (45,8%)
- Portuguese (42,2%), living in France (48,2%) - Paris (34,9%)
- travels with one other person (43,4%)
- for leisure (80,7%)
- stays between 4 and 7 days (42,2%)
- the motivation for the choice of airline was the price (75,9%)
- no. of flights in the last 12 months: 6 to 10 (33,4%)
- flight booked through the airline company website (55,4%)
- 10 to 30 days in advance (41,0%)
- level of satisfaction with the flight: 28,9%
- the means of transportation to the airport was the bus (33,7%)
- booked the accommodation through a travel website (90,2%)
- stayed in a hotel (75,0%) in Lisbon City (62,5%)
- 48,1% intends to return to Lisbon within the next 2 years
- level of satisfaction with the visit to Lisbon: 45,0% / level of dissatisfaction with the visit to Lisbon: 4,5% - 18,2% no-answer

### PASSENGER PROFILE - EASYJET: Rome

Female, university degree, Italian, living in Italy, for leisure, choice by price, booking through the airline company website, accommodation in hotel in Lisbon City, level of satisfaction with the visit to Lisbon: 46,3%, level of dissatisfaction with the visit to Lisbon: 1,9%.

- female (64,7%), between 25 and 34 years old (30,6%), with university degree (43,5%)
- Italian (48,2%), living in Italy (49,4%) - Trieste (43,4%)
- travels with one other person (34,1%)
- for leisure (83,5%)
- stays between 4 and 7 days (55,3%)
- the motivation for the choice of airline was the price (83,5%)
- no. of flights in the last 12 months: 4 (25,6%)
- flight booked through the airline company website (45,9%)
- 10 to 30 days in advance (41,2%)
- level of satisfaction with the flight: 24,7%
- the means of transportation to the airport was the taxi (41,2%)
- booked the accommodation through a travel website (81,1%) - 1,9% used the website / call-centre of the airline company
- stayed in a hotel (96,4%) in Lisbon City (75,8%)
- 30,9% intends to return to Lisbon within the next 2 years
- level of satisfaction with the visit to Lisbon: 46,3% / level of dissatisfaction with the visit to Lisbon: 1,9%

### PASSENGER PROFILE - EASYJET: Toulouse

Female, university degree, French, living in France, for leisure, choice by price, booking through the airline company website, accommodation in hotel in Lisbon City, level of satisfaction with the visit to Lisbon: 46,9%, level of dissatisfaction with the visit to Lisbon: 6,1%.

- female (57,7%), between 25 and 34 years old (31,0%), with university degree (33,8%)
- French (52,1%), living in France (54,8%) - Toulouse (54,9%)
- travels with one other person (46,5%)
- for leisure (69,0%)
- stays between 4 and 7 days (49,3%)
- the motivation for the choice of airline was the price (73,2%)
- no. of flights in the last 12 months: 4 (36,1%)
- flight booked through the airline company website (54,9%)
- 10 to 30 days in advance (57,7%)

- level of satisfaction with the flight: 29,6%
- the means of transportation to the airport was the taxi (40,8%)
- booked the accommodation through a travel website (86,0%)
- stayed in a hotel (76,8%) in Lisbon City (71,7%)
- 46,4% intends to return to Lisbon within the next 2 years
- level of satisfaction with the visit to Lisbon: 46,9% / level of dissatisfaction with the visit to Lisbon: 6,1%

#### PASSENGER PROFILE - GERMANWINGS: Cologne/Bonn

Female, university degree, German, living in Germany, for leisure, choice by price, booking through the airline company website, accommodation in hotel in Lisbon City, level of satisfaction with the visit to Lisbon: 42,0%, level of dissatisfaction with the visit to Lisbon: 8,5%.

- female (61,0%), between 45 and 54 years old (33,8%), with university degree (51,9%)
- German (50,6%), living in Germany (66,2%) - Cologne/Bonn (28,6%)
- travels with one other person (31,2%)
- for leisure (70,1%)
- stays between 4 and 7 days (49,4%)
- the motivation for the choice of airline was the price (71,4%)
- no. of flights in the last 12 months: 6 to 10 (24,9%)
- flight booked through the airline company website (50,6%)
- 10 to 30 days in advance (44,2%)
- level of satisfaction with the flight: 42,9%
- the means of transportation to the airport was the taxi (42,9%)
- booked the accommodation through a travel website (85,4%) - 2,1% used the website / call-centre of the airline company
- stayed in a hotel (81,4%) in Lisbon City (75,0%)
- 45,8% intends to return to Lisbon within the next 2 years
- level of satisfaction with the visit to Lisbon: 42,0% / level of dissatisfaction with the visit to Lisbon: 8,5%

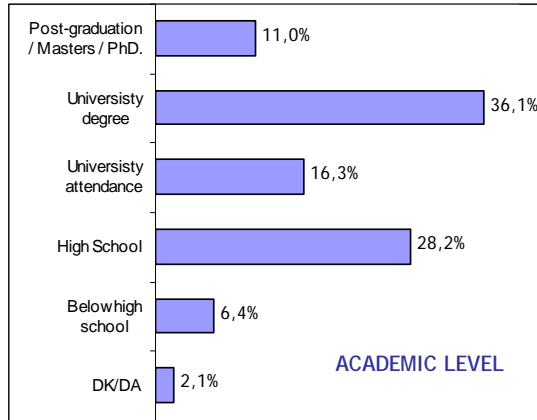
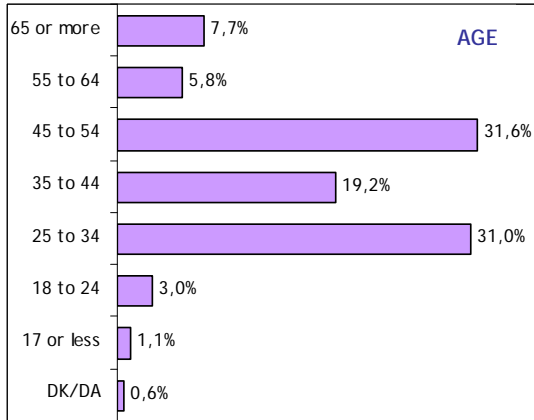
#### PASSENGER PROFILE - VUELING: Barcelona

Male, university degree, Spanish, living in Spain, for leisure, choice by price, booking through the airline company website, accommodation in hotel in Lisbon City, level of satisfaction with the visit to Lisbon: 51,6%, level of dissatisfaction with the visit to Lisbon: 4,8%.

- male (51,0%), between 45 and 54 years old (38,8%), with university degree (39,8%)
- Spanish (53,1%), living in Spain (60,2%) - Barcelona (48,0%)
- travels with one other person (35,7%)
- for leisure (68,4%)
- stays between 4 and 7 days (45,9%)
- the motivation for the choice of airline was the price (75,5%)
- no. of flights in the last 12 months: 6 to 10 (26,7%)
- flight booked through the airline company website (54,6%)
- 10 to 30 days in advance (43,9%)
- level of satisfaction with the flight: 39,8%
- the means of transportation to the airport was the bus (39,8%)
- booked the accommodation through a travel website (83,1%)
- stayed in a hotel (84,8%) in Lisbon City (80,5%)
- 45,5% intends to return to Lisbon within the next 2 years
- level of satisfaction with the visit to Lisbon: 51,6% / level of dissatisfaction with the visit to Lisbon: 4,8%

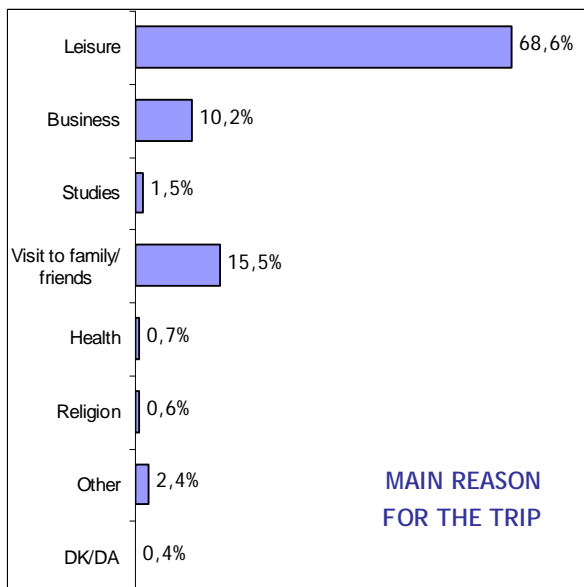
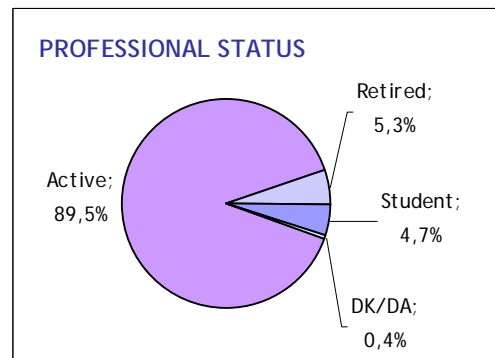
## LOW-COST PASSENGER GLOBAL PROFILE

The passengers who use low-cost carriers operating at the Lisbon Airport are, in a slight majority, female (50.3%). They divide themselves, almost equally between 45 and 54 years old (31.6%) and 25 and 34 years old (31.0%). 47.1% holds a university degree or higher.

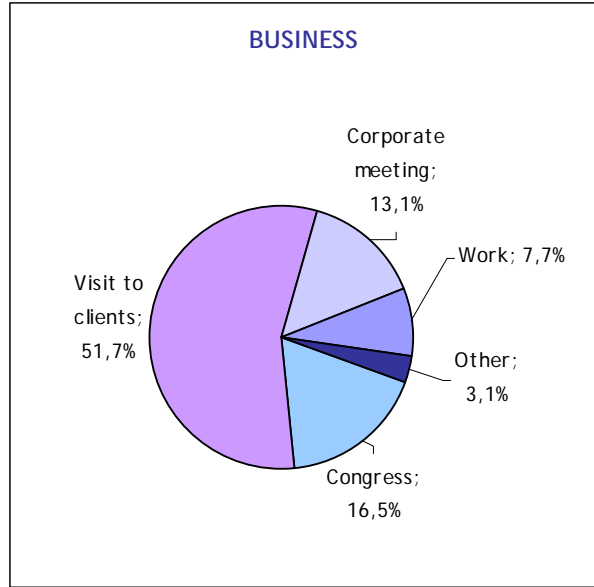
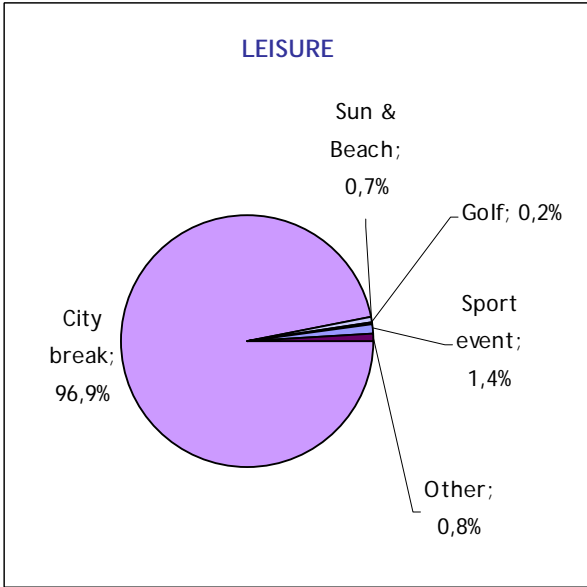


The majority of the passengers is professionally active. 5.3% are students, while 4.7% is already retired.

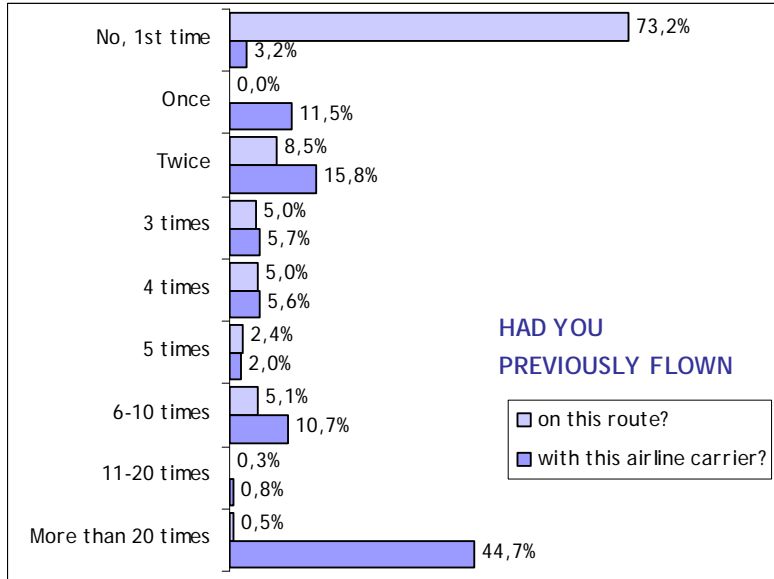
The interviewed passengers travel either accompanied by one other person (35.9%) or alone (22.8%).



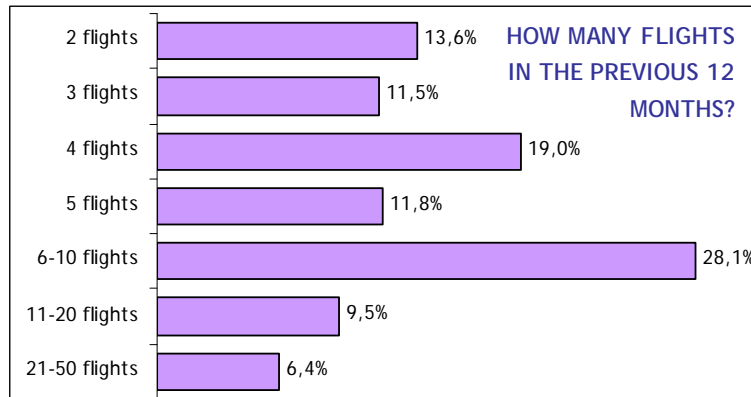
Most passengers (68.6%) traveled in **Leisure**. Among these, the product which gathers almost 97% of preferences is the City Break. For those who travel for Business reasons, the main activity is the Visit to clients (51.7%), followed by the Congress attendance (16.5%).



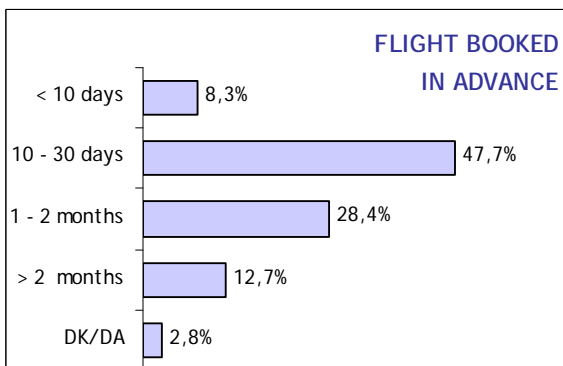
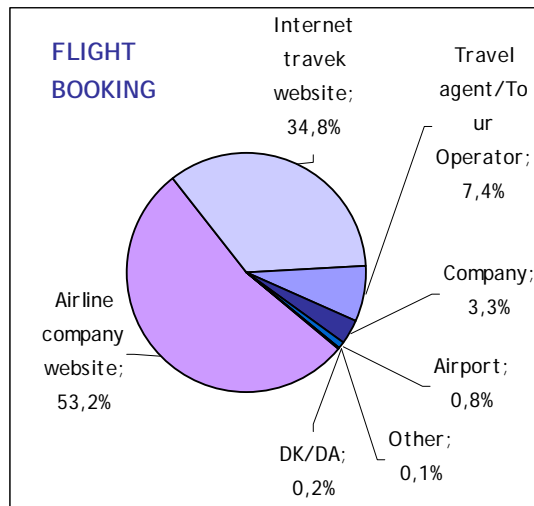
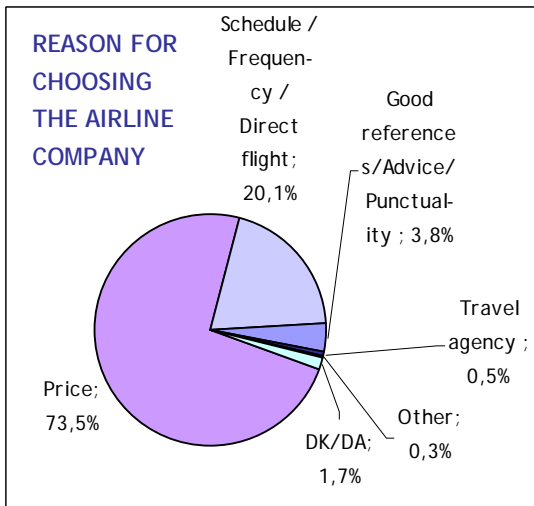
In the previous 12 months, the majority of passengers (73.2%) had not yet flown in the same route as the present one. However, 44.7% had already flown with the same airline carrier, but in other routes.



When questioned about the number of flights done during the previous 12 months, regardless of route or carrier, 28.1% of interviewed passengers stated having flown between 6 to 10 times, which reinforces a frequent flyer profile.

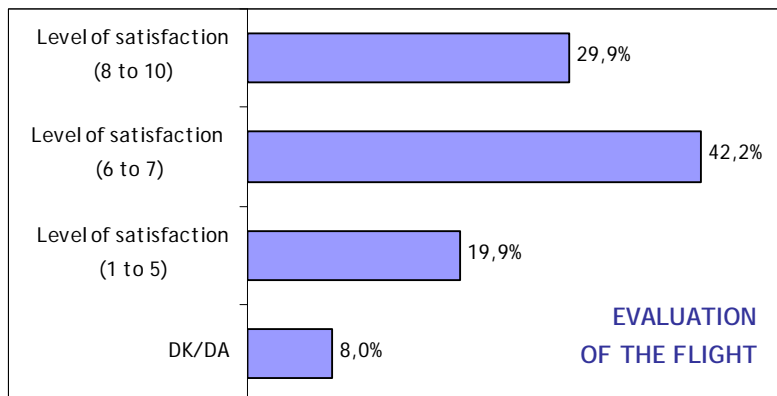


For 73.5% of the individuals, the choice of airline carrier was made according to the price. 20.1% points out the schedule, frequency and direct flight as their main motivation.

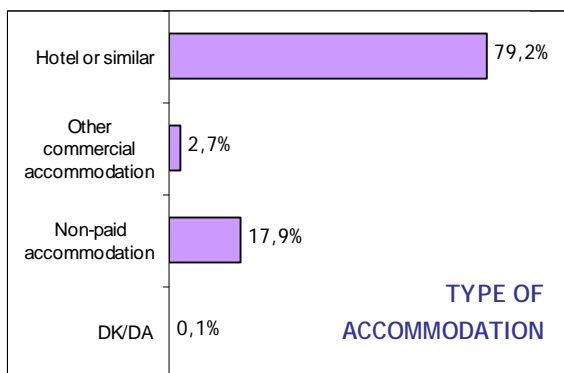


The flight booking is made, in general, between 10 to 30 days in advance. 8.3% of the passengers made their booking less than 10 days before their trip. The website of the airline company is the preferred means to booking the flight (53.2%), followed by Travel websites (34.8%).

With regards to the level of satisfaction with the services provided by the airline company, the average value, on a scale from 1 to 10, was of 6.1.



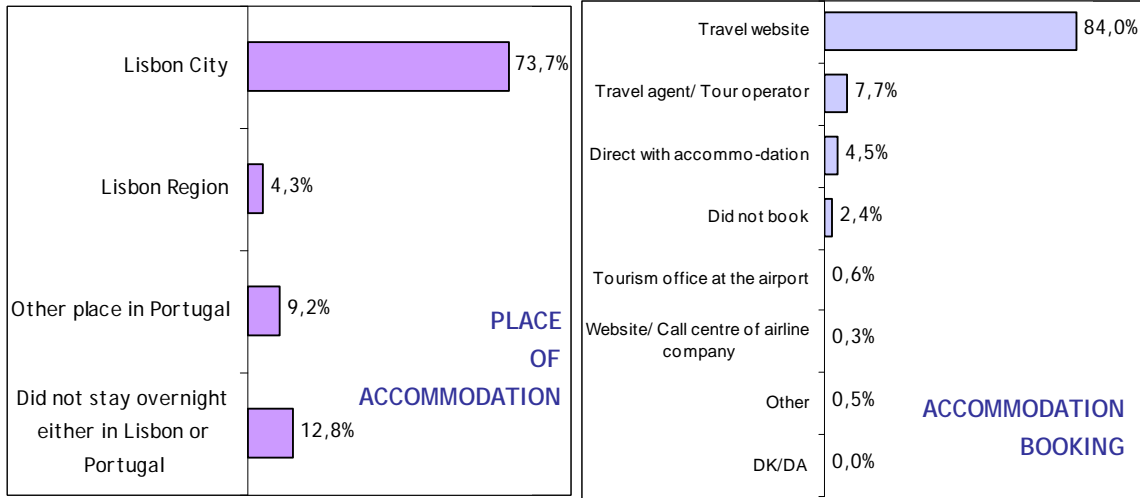
12.9% of the total stay in Lisbon for over a week.



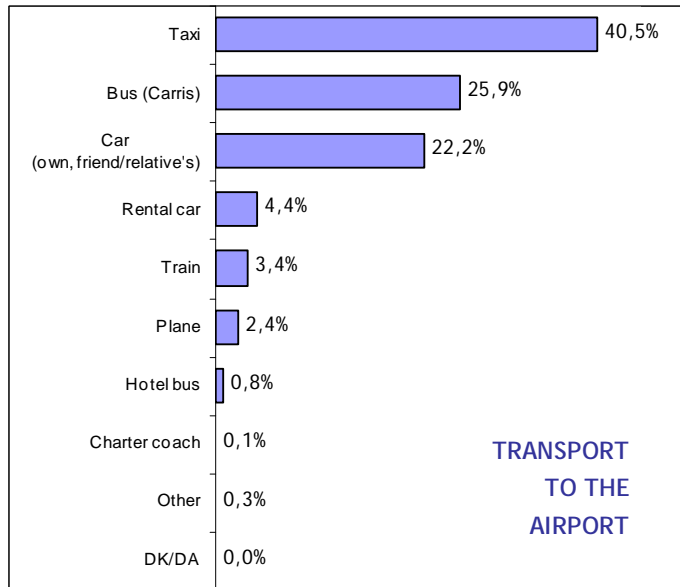
Among the airline carriers under analysis, the Hotel is the preferred accommodation option (79.2%). 17.9% stay in a non-paid accommodation: their own private house, friend's or family's.

73.7% of the passengers stayed in Lisbon City. 12.8% of the interviewed passengers did not stay in Portugal overnight.

The accommodation booking is made, in 84% of cases, through a Travel website, followed by Travel Agencies or Tour Operators. 2.4% did not book any accommodation. The airline websites account for only 0.3% of accommodation bookings.



This passenger arrives to the Lisbon Airport mainly by taxi. The bus comes in second place, followed, in third place, by his/her own car, family and/or friend' car.



In what concerns the country of residence and the motivation for the visit, it is possible to make the following profile classification for the passenger of low--cost airline companies:

Foreigner living in Portugal	3,4%
Living abroad visiting friends or family in Portugal	9,1%
Living abroad and in Portugal for professional reasons	4,8%
Living abroad and in Portugal on holidays	53,4%
Portuguese living abroad	9,1%
Living in Portugal and visiting friends or family abroad	0,9%
Living in Portugal and travelling abroad for professional reasons	4,0%
Living in Portugal and travelling abroad on holidays	17,5%

Airline company	Destination airport	RESIDENCE OF PASSENGERS (most frequent answer)			
		Country	%	City	%
Aer Lingus	Dublin (IE)	Ireland	59,3%	Dublin	46,9%
Air Berlin/NIKI	Palma de Mallorca (ES)	Portugal	35,2%	Palma de Mallorca	27,5%
EasyJet	Barcelona (ES)	Spain	45,7%	Barcelona	31,9%
EasyJet	Basel (CH)	Switzerland	47,6%	Basel	42,7%
EasyJet	Berlin (DE)	Germany	53,2%	Berlin	42,9%
EasyJet	Geneva (CH)	Switzerland	67,4%	Geneva	47,4%
EasyJet	London GTW (GB)	United Kingdom	57,0%	London	48,4%
EasyJet	London LTN (GB)	United Kingdom	69,0%	London	46,6%
EasyJet	Lyon (FR)	France	70,3%	Lyon	48,4%
EasyJet	Madeira (PT)	Portugal	67,8%	Funchal	28,7%
EasyJet	Madrid (ES)	Spain	54,5%	Madrid	47,5%
EasyJet	Milan (IT)	Italy	67,7%	Modena	54,7%
EasyJet	Paris (FR)	France	48,2%	Paris	34,9%
EasyJet	Rome (IT)	Italy	49,4%	Trieste	43,4%
EasyJet	Toulouse (FR)	France	64,8%	Toulouse	54,9%
GermanWings	Cologne/Bonn (DE)	Germany	66,2%	Cologne/Bonn	28,6%
Vueling	Barcelona (ES)	Spain	60,2%	Barcelona	48,0%

The majority of foreign passengers resides in the country of destination of the airline route (considering Lisbon as the origin), namely the city where the airport is located. There are, however, some exceptions, as is the case of the routes of easyJet to Milan and Rome. In the case of Air Berlin/NIKI to Palma de Mallorca, most passengers reside in Portugal, however in terms of city, Palma de Mallorca is the one which present the largest percentage.

The city of destination prevails in the following cases: TOULOUSE, LONDRES GTW and LYON (easyJet).

LIVING ABROAD, BUT NOT IN THE CITY OF DESTINATION	
Aer Lingus - DUBLIN	52,9%
Air Berlin/NIKI - P. MALLORCA	72,2%
EasyJet - BARCELONA	67,7%
EasyJet - BASEL	57,0%
EasyJet - BERLIN	56,8%
EasyJet - GENEVA	52,4%
EasyJet - LONDON GTW	51,2%
EasyJet - LONDON LTN	53,2%
EasyJet - LYON	51,4%
EasyJet - MADEIRA	70,6%
EasyJet - MADRID	52,1%
EasyJet - MILAN	96,7%
EasyJet - PARIS	64,7%
EasyJet - ROME	99,7%
EasyJet - TOULOUSE	44,8%
GermanWings - COLOGNE/BONN	71,2%
Vueling - BARCELONA	51,7%

With regards to their level of satisfaction with the visit to Lisbon, the average value, on a scale from 1 to 10, was of 7.0.

45.5% intends to return to Lisbon within the next two years.

