VISITOR ACTIVITIES AND INFORMATION SURVEY

LISBON

2022



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1. INTRODUCTION

This report presents the main conclusions of 4 cumulated sets of interviews that took place in the months of May, July, September and November 2022, in a total of 3.035 interviews to foreign visitors to the Lisbon Region (Metropolitan Area).

2. SUMMARY OF MAIN RESULTS

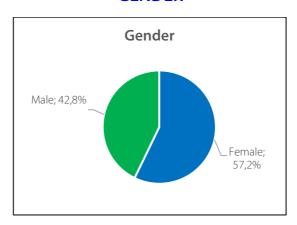
- Predominance of the female gender: 57,2%;
- 32,6% were under 35 years old;
- 57,9% were between 35 and 54 years old;
- 9,5% were more than 54 years old;
- 58,7% held at least a university degree as academic level;
- 73,5% were married or with a life partner;
- 21,0% were single;
- 98,9% had never visited Lisbon previously;
- 36,1% travelled as a couple;
- 33,2% travelled within a group of friends;
- 22,7% travelled as a family;
- 7,6% travelled as an organized group;
- Accommodation and airline were the most used sources of information before the trip;
- Family and friends were the sources of information before the trip with best evaluations;
- During their stay, mobile apps were the main sources of information;
- The best evaluation went to the place of accommodation;
- For 67,1% of interviewed visitors, Lisbon was their sole or main destination in this trip;
- The large majority of the interviewed visitors was accommodated in Lisbon City: 79,7%;
- 80,1% of interviewed visitors opted to stay at a hotel establishment during their stay, 18,7% chose local accommodation:
- 83,5% booked their trip online;
- Walking and the underground were the main means of transportation in the destination;
- Going out to dinner, visiting monuments, attractions or museums, and walking around were activities practiced by the vast majority of interviewed visitors;
- The main attractions were located in Lisbon City: Arco da Rua Augusta, Torre de Belém and Padrão dos Descobrimentos were the most visited monuments. Outside Lisbon, Cabo da Roca was the most visited.

Regarding museums, the Pavilhão do Conhecimento, the Centro Cultural de Belém and the Museu do Chiado were the most visited;

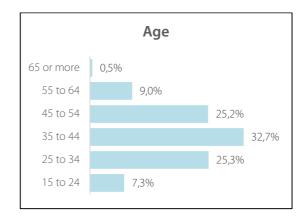
- The most visited places of interest are situated in the Centre of Lisbon and Belém, as is the case of Baixa, Cais do Sodré, Chiado, Avenida da Liberdade, Terreiro do Paço and Bairro Alto, which were visited by practically all the interviewed visitors, regardless of the segment. A little below in the preferences were Parque das Nações, Belém and Cascais. On the south bank, Setúbal was the most visited place;
- For 49,2% of interviewed visitors the initial expectations were exceeded during their visit.

3. SAMPLE CHARACTERISTICS

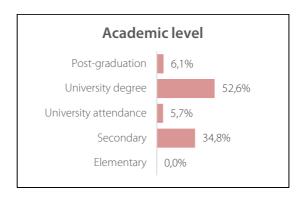
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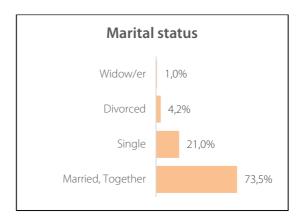
AGE



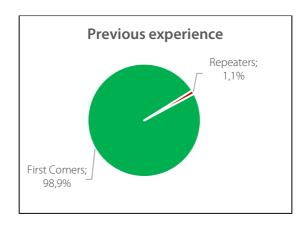
ACADEMIC LEVEL



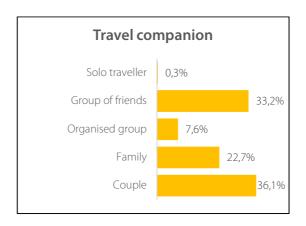
MARITAL STATUS



PREVIOUS EXPERIENCE

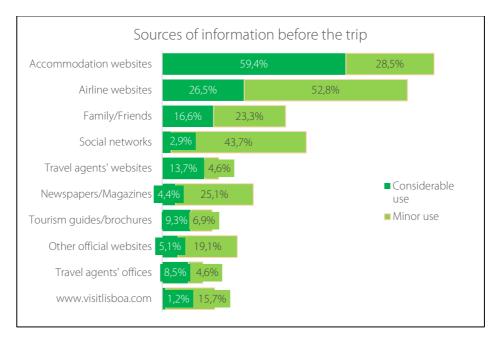


TRAVEL COMPANION



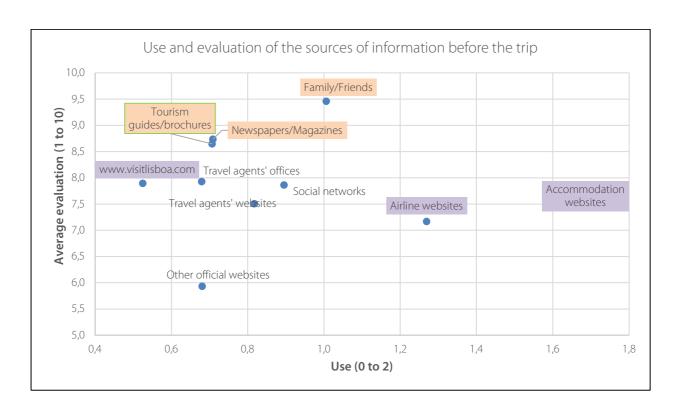
4. SOURCES OF INFORMATION BEFORE THE TRIP

LEVEL OF USE



EVALUATION OF THE SOURCES OF INFORMATION

Sources of information before the trip - TOTAL						
Parameter	Use (0 to 2)	% Satisfaction (8 or more)	Average satisfaction (1 to 10)			
Family/Friends	1,01	99,4%	9,46			
Previous visit	0,06	100,0%	9,24			
Newspapers/Magazines	0,71	97,1%	8,73			
Tourism guides/brochures	0,71	92,2%	8,65			
Travel agents' offices	0,68	72,1%	7,93			
www.visitlisboa.com	0,52	72,5%	7,89			
Social networks	0,90	70,3%	7,86			
Travel agents' websites	0,82	65,1%	7,51			
Accommodation websites	1,65	56,6%	7,43			
Airline websites	1,27	44,1%	7,17			
Other official websites	0,68	8,5%	5,93			



ACCOMMODATION WEBSITES

Accommodation websites				
% use		Average satisfaction		
	TOF	5		
Italy	98,7%	Accomm. Sintra	7,97	
Scandinavia	98,4%	Scandinavia	7,87	
Local accommodation	98,4%	Accomm. Setúbal Pen.	7,84	
Benelux	96,7%	Couples	7,79	
Couples	96,4%	Benelux	7,72	
Total Lisbon	87,9%	Total Lisbon	7,43	
	BOTT	OM 5		
45 to 54	80,4%	Under 35	7,09	
Other	78,1%	Spain	7,06	
USA/Canada	70,9%	Groups of friends	7,02	
Brazil	65,6%	Organised groups	6,89	
Organised groups	46,6%	Local accommodation	6,52	

AIRLINE WEBSITES

Airline websites				
% use	Average satisfact	ion		
	TOP 5			
Scandinavia	99,2%	Benelux	7,98	
Italy	97,5%	Spain	7,70	
Local accommodation	96,3%	France	7,56	
Under 35	95,4%	Germany	7,49	
Benelux	95,0%	Under 35	7,44	
Total Lisbon	79,3%	Total Lisbon	7,17	
	BOTTOM	5		
55 or more	63,3%	Escandinávia	6,97	
Other	61,9%	35 to 44	6,97	
Brazil	55,7%	Other	6,70	
USA/Canada	44,8%	Brazil	5,26	
Organised groups	11,6%	Organised groups	5,15	

FAMILY/FRIENDS

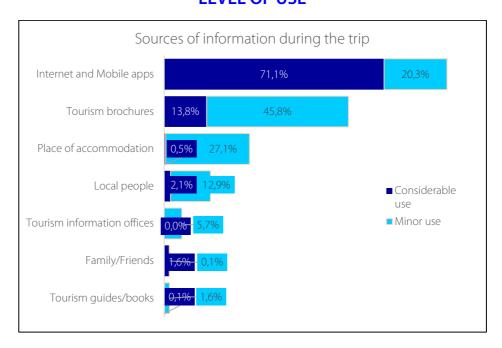
Family/Friends				
% use		Average satisfaction	n	
	TOP	5		
Spain	62,9%	Brazil	9,75	
Brazil	59,9%	55 or more	9,69	
Groups of friends	59,0%	Organised groups	9,64	
Local accommodation	58,0%	Families	9,57	
Under 35	52,8%	45 to 54	9,56	
Total Lisbon	39,9%	Total Lisbon	9,46	
	BOTTO	OM 5		
35 to 44	29,5%	Groups of friends	9,37	
Organised groups	28,0%	Under 35	9,35	
USA/Canada	25,0%	Escandinávia	9,34	
Other	21,9%	Local accommodation	9,34	
Couples	19,8%	USA/Canada	9,12	

SOCIAL NETWORKS

Social networks				
% use	Average satisfaction			
	TOP	5		
Scandinavia	61,6%	UK/Ireland	8,04	
Local accommodation	60,1%	Spain	8,01	
Under 35	58,8%	Couples	8,00	
EUA/ Canadá	55,8%	Local accommodation	7,99	
Italy	55,4%	Italy	7,93	
Total Lisbon	46,6%	Total Lisbon	7,86	
	BOTTC	M 5		
France	37,5%	55 or more	7,69	
45 to 54	36,9%	Brazil	7,69	
Organised groups	32,8%	Families	7,66	
Accomm. Setúbal Pen.	31,7%	Accomm. Sintra	7,66	
55 or more	15,6%	45 to 54	7,64	

5. SOURCES OF INFORMATION DURING THE TRIP

LEVEL OF USE



EVALUATION OF THE SOURCES OF INFORMATION

Sources of information during the trip - TOTAL						
Parameter	Use (0 to 2)	% Satisfaction (8 or more)	Average satisfaction (1 to 10)			
Family/Friends	0,35	100,0%	9,81			
Place of accommodation	0,86	95,9%	9,43			
Local people	0,76	79,6%	8,54			
Internet and Mobile apps	1,75	78,7%	8,11			
Tourism information offices	0,45	68,2%	8,04			
Tourism guides/books	0,20	57,7%	7,71			
Tourism brochures	1,18	26,9%	6,90			

INTERNET AND MOBILE APPS

Internet and Mobile apps				
% use		Average satisfaction (min 1	0% use)	
	TOP	5		
Under 35	97,9%	Local accommodation	8,82	
Groups of friends	97,6%	Spain	8,72	
Local accommodation	96,3%	Under 35	8,68	
35 to 44	96,0%	Benelux	8,49	
USA/Canada	95,9%	Groups of friends	8,49	
Total Lisbon	91,4%	Total Lisbon	8,11	
	BOTTC	M 5		
UK/Ireland	85,1%	Accomm. Sintra	7,79	
Accomm. Setúbal Pen.	81,7%	Brazil	7,78	
Families	81,3%	45 to 54	7,65	
Accomm. Sintra	76,0%	Organised groups	7,63	
55 or more	57,8%	55 or more	7,15	

TOURISM BROCHURES

Tourism brochures				
% use Average satisfaction (min 10% use)				
	TOP	5		
55 or more	87,5%	55 or more	7,56	
Brazil	85,8%	France	7,25	
45 to 54	85,3%	UK/Ireland	7,13	
Organised groups	83,6%	Accomm. Sintra	7,13	
Accomm. Sintra	78,9%	45 to 54	7,09	
Total Lisbon	59,6%	Total Lisbon	6,90	

BOTTOM 5			
Groups of friends	37,3%	Scandinavia	6,60
Benelux	32,8%	Groups of friends	6,59
Spain	25,3%	USA/Canada	6,57
Local accommodation	21,9%	Local accommodation	6,50
Under 35	18,8%	Under 35	6,32

PLACE OF ACCOMMODATION

Place of accommodation				
% use		Average satisfaction (min 1	0% use)	
	TOP	5		
Accomm. Sintra	48,6%	Accomm. Sintra	9,59	
45 to 54	41,6%	Brazil	9,56	
Families	41,4%	Benelux	9,53	
55 or more	40,5%	Scandinavia	9,52	
Accomm. Setúbal Pen.	40,4%	Accomm. Setúbal Pen.	9,52	
Total Lisbon	27,6%	Total Lisbon	9,43	
	BOTTO	OM 5		
Groups of friends	17,7%	Accomm. Cascais	9,39	
Organised groups	10,8%	Couples	9,38	
Under 35	8,1%	UK/Ireland	9,35	
Spain	7,2%	Organised groups	9,32	
Local accommodation	2,8%	USA/Canada	9,24	

LOCAL PEOPLE

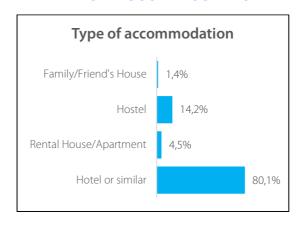
Local people				
% use		Average satisfaction (min 10)% use)	
	TOF	25		
Accomm. Sintra	22,9%	USA/Canada	9,29	
USA/Canada	22,1%	Accomm. Setúbal Pen.	9,00	
Brazil	21,2%	Under 35	8,96	
Scandinavia	20,0%	Groups of friends	8,85	
Local accommodation	19,0%	Spain	8,77	
Total Lisbon	15,0%	Total Lisbon	8,54	
	BOTTO	DM 5		
Spain	12,3%	Accomm. Cascais	8,29	
55 or more	11,4%	45 to 54	8,28	
Other	11,1%	Families	8,26	
Accomm. Setúbal Pen.	10,6%	55 or more	7,73	
Organised groups	6,0%	Brazil	7,56	

6. PLACE AND TYPE OF ACCOMMODATION

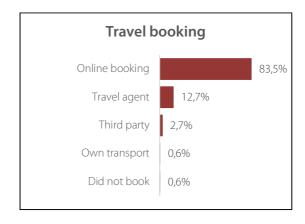
PLACE OF ACCOMMODATION



TYPE OF ACCOMMODATION



7. TRAVEL BOOKING

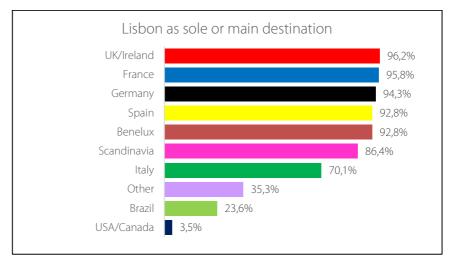




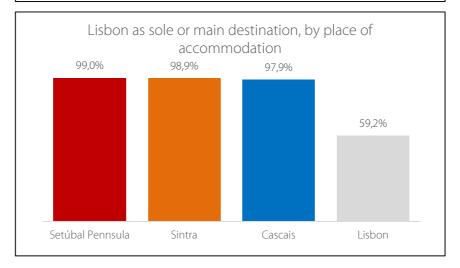


8. LISBON AS DESTINATION

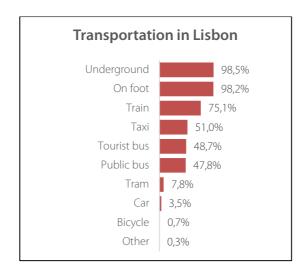


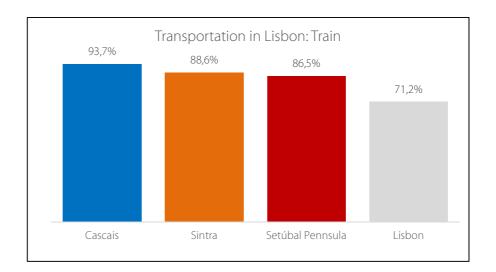


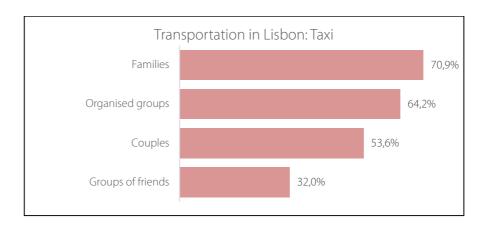


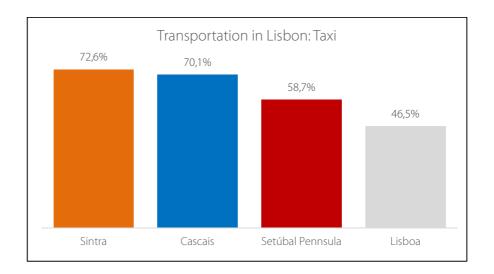


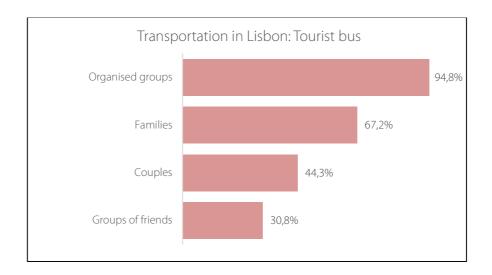
9. TRANSPORTATION IN LISBON



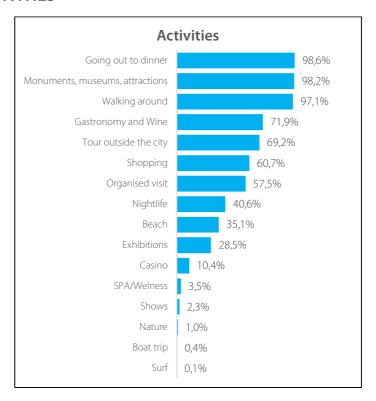


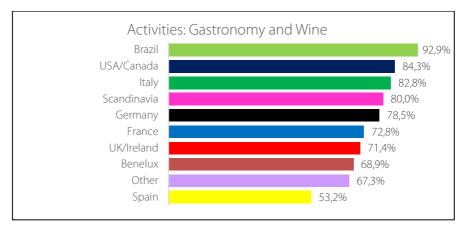


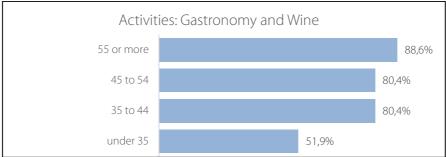


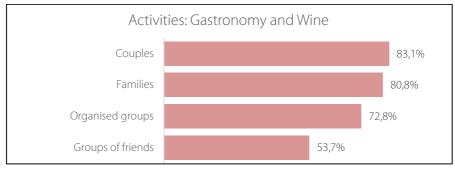


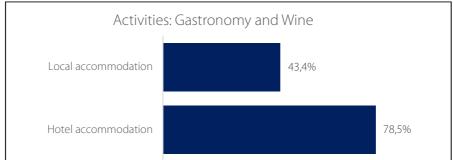
10. ACTIVITIES

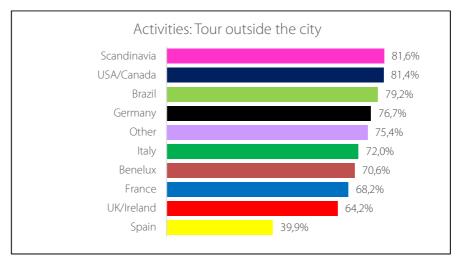


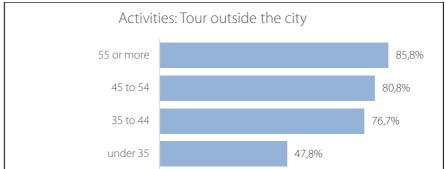


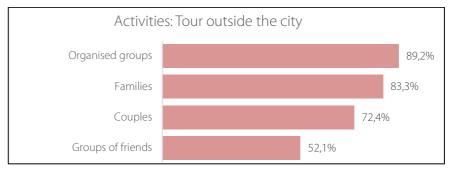


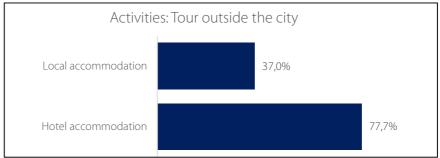


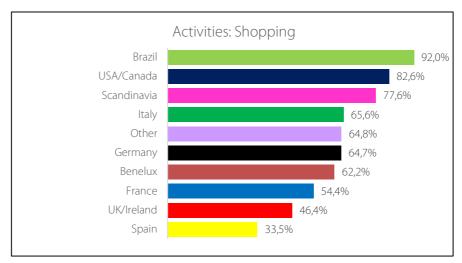




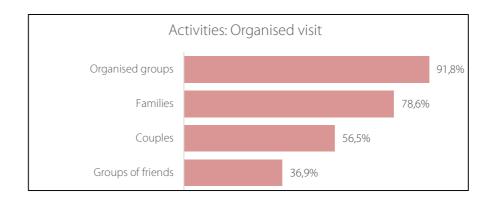


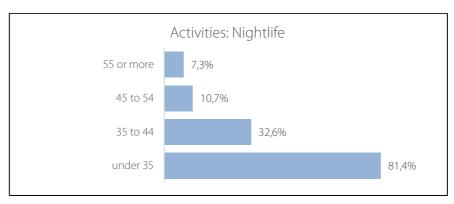


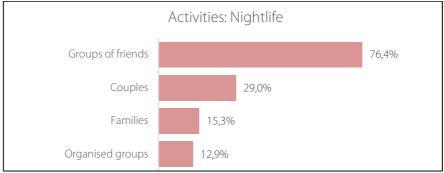






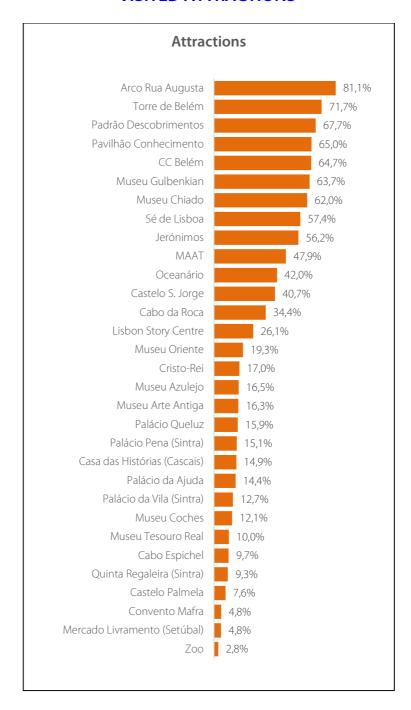




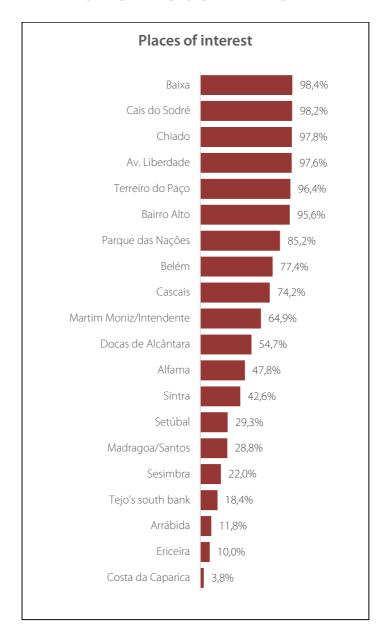


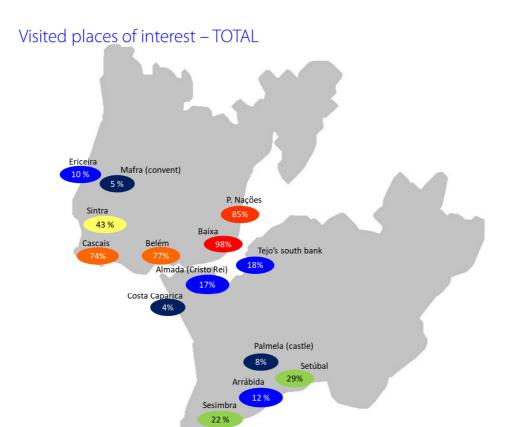
11. VISITED ATTRACTIONS AND PLACE OF INTEREST

VISITED ATTRACTIONS

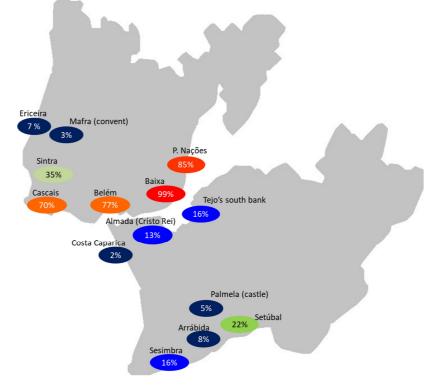


VISITED PLACES OF INTEREST

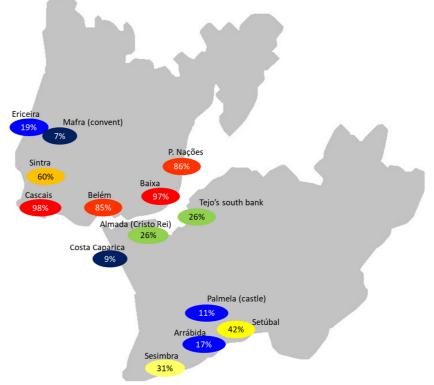




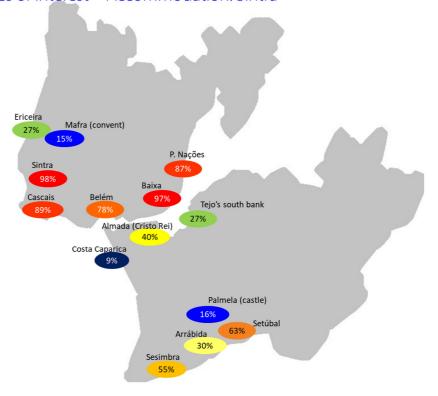
Visited places of interest – Accommodation: Lisbon

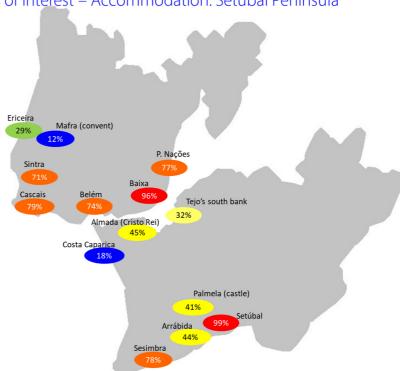


Visited places of interest – Accommodation: Cascais



Visited places of interest – Accommodation: Sintra





Visited places of interest – Accommodation: Setúbal Peninsula

12. REALITY VS. EXPECTATIONS

