# SATISFACTION AND IMAGE SURVEY

# LISBON REGION

2018

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# 1. INTRODUCTION

This report presents the main conclusions of 4 cumulated set of interviews that took place in 2018, in a total of 3.005 interviews to foreign visitors to the Lisbon Region. Additionally, we also present some of the results gathered individually for the city of Lisbon, in a total of 2.189 individuals.

# 2. SUMMARY OF MAIN RESULTS

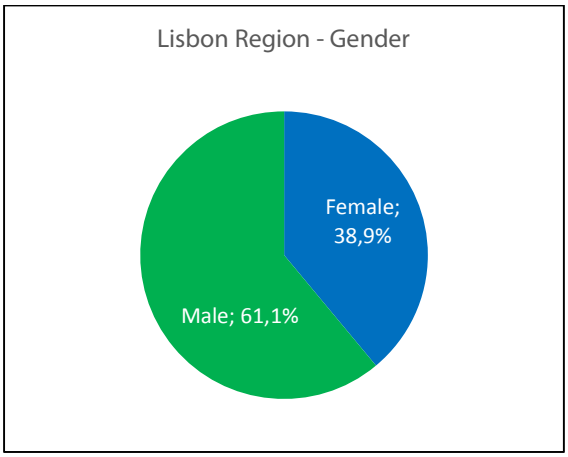
- Predominance of the male gender – 61,1%;
- 34,6% were under 35 years old;
- 54,0% were between 35 and 54 years old;
- 10,6% were more than 54 years old;
- 56,5% held at least a university degree as academic level;
- 59,3% were married or with a life partner;
- 32,7% were single;
- Only 6,9% had visited Lisbon previously;
- 48,7% were travelling in a group of friends;
- 20,3% were travelling as a couple;
- 18,1% were travelling in family;
- 12,0% were travelling alone;
- 75,4% consider the fact of always having wanted to visit Lisbon as relevant for the choice of destination;
- 67,5% highly regarded the advice of family and/or friends for the choice of destination;
- 51,8% were very influenced by the price of the trip;
- The average global evaluation of the visit, on a scale from 1 to 10, was of 7,84;
- The level of global satisfaction with the visit (percentage of evaluations over 7) was of 71,4%;
- The main parameters considered relevant in the visit were:
    - Value for money (very relevant to 85,4%)
    - Public transportation network (79,1%)
    - Feeling of safety/security (79,0%)
    - Tourist signs (78,1%)
    - Access to places of interest (77,6%)
- On a scale from 1 to 10, the best valued visit parameters, for who considered them relevant, were:

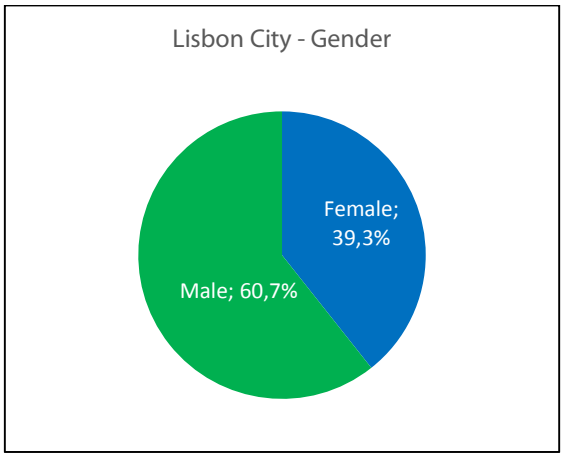
- Offer of attractions for children – 9,07
- Tourism information offices – 8,98
- Diversity of restaurants – 8,88
- Shopping facilities – 8,84
- Offer of local gastronomy – 8,84

- The most identifiable atributes of the value proposition of Lisbon were:
    - Interactive people
    - Ancient city with history
    - Human element
- In what concerns the strongest image of Lisbon the main attributes were:
    - Attractiveness: 13,4%
    - Sensations: 10,9%
    - Sophistication and modernity and Human quality: 6,9% each
- In terms of the differenciation of Lisbon from other destinations, the main attributes referred were:
    - Authenticity: 14,3%
    - Unique history: 12,7%
    - Human quality: 11,6%
- For 71,3% of the interviewed visitors the initial expectations were exceeded during their visit.
- 89,9% the interviewed visitors considered their return to Lisbon likely or very likely.
- Regarding the recommendation of the visit to Lisbon:
    - 79,9% placed Lisbon in the Top 10 of destinations to visit.

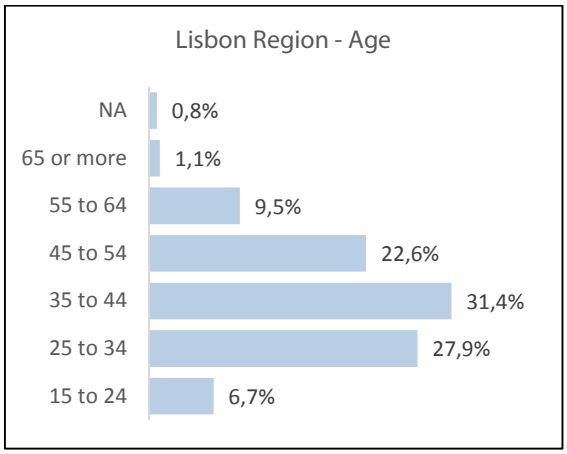
# 3. SAMPLE CHARACTERISTICS

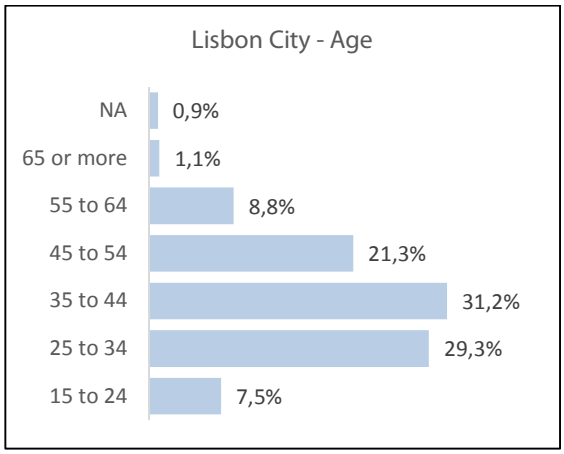
## GENDER



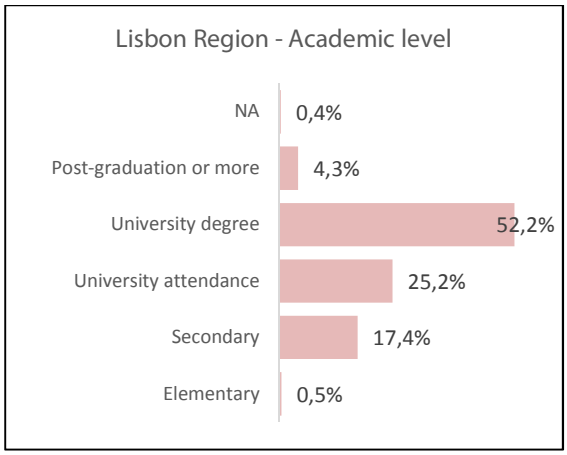



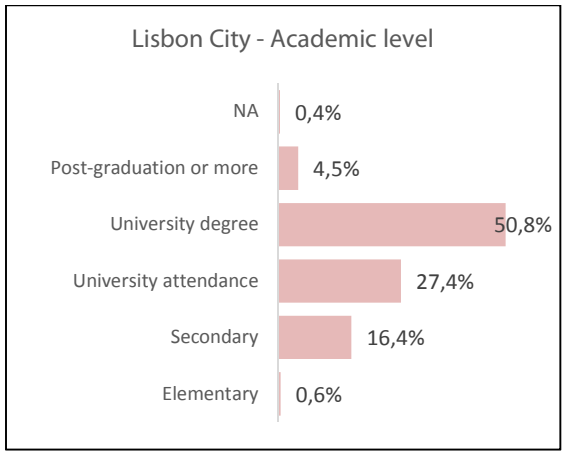

## AGE



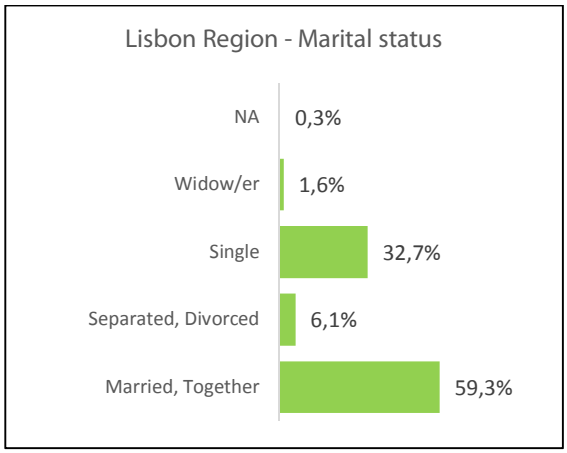



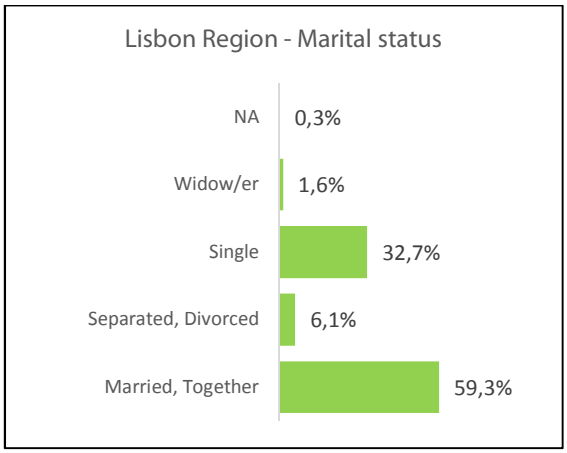

## ACADEMIC LEVEL



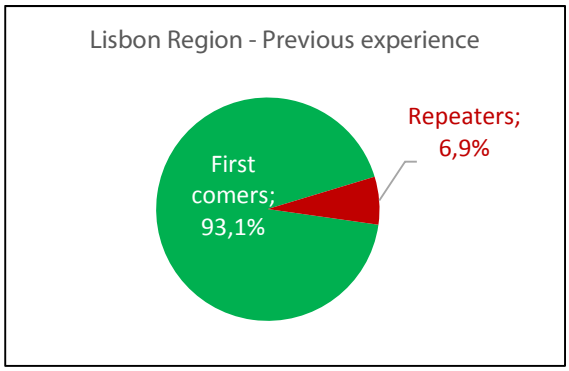



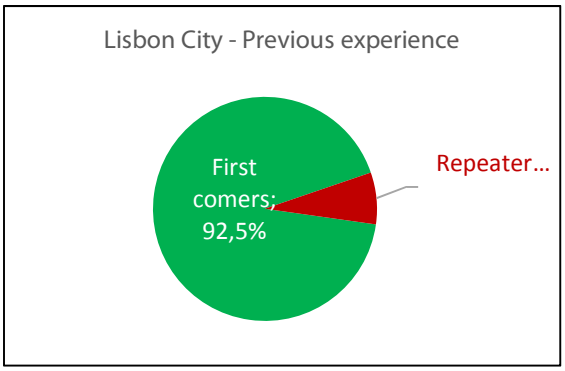
# MARITAL STATUS

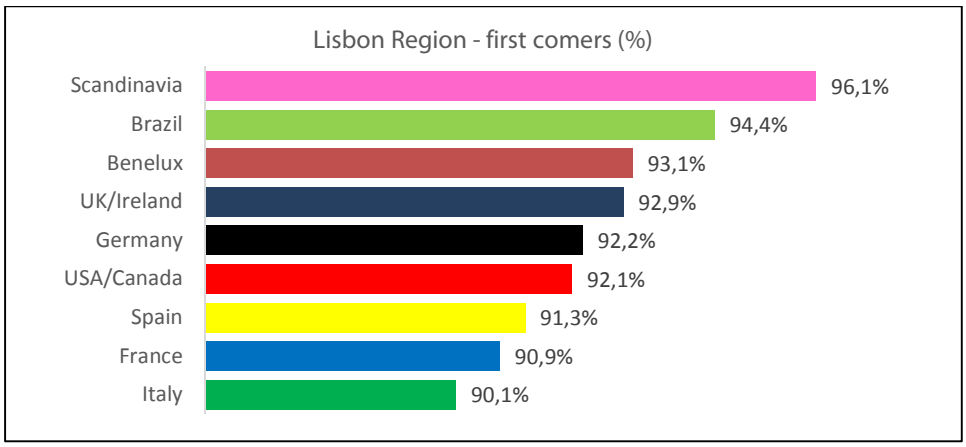


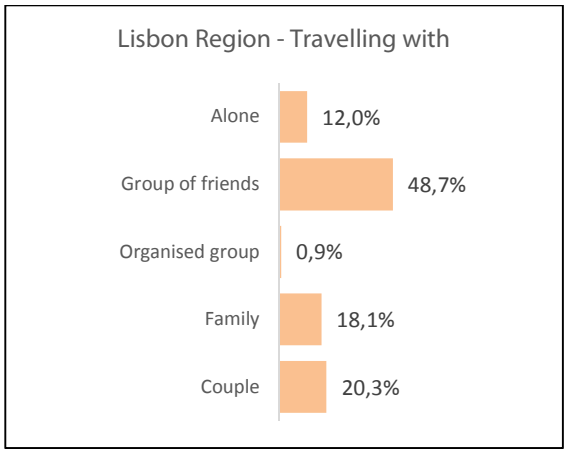

# PREVIOUS EXPERIENCE

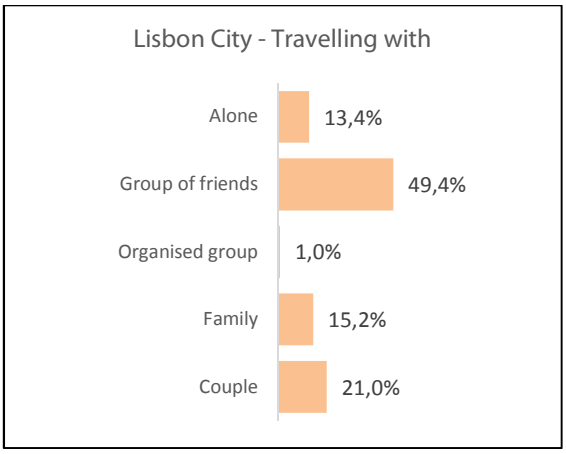


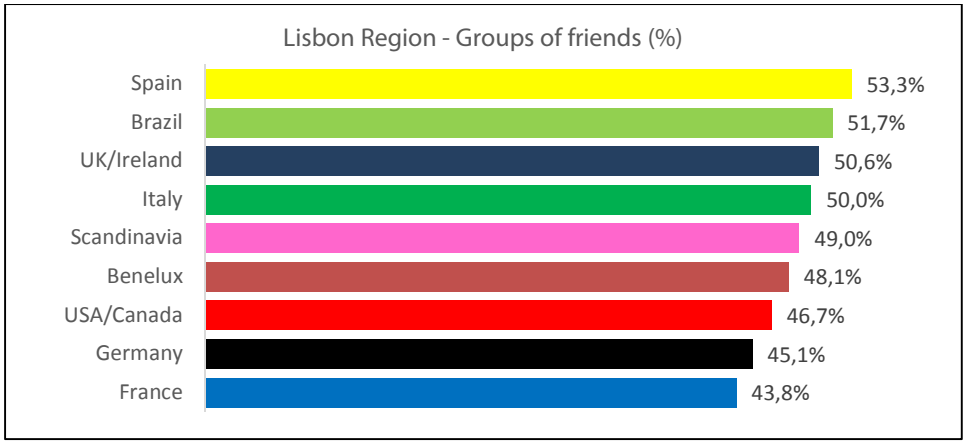



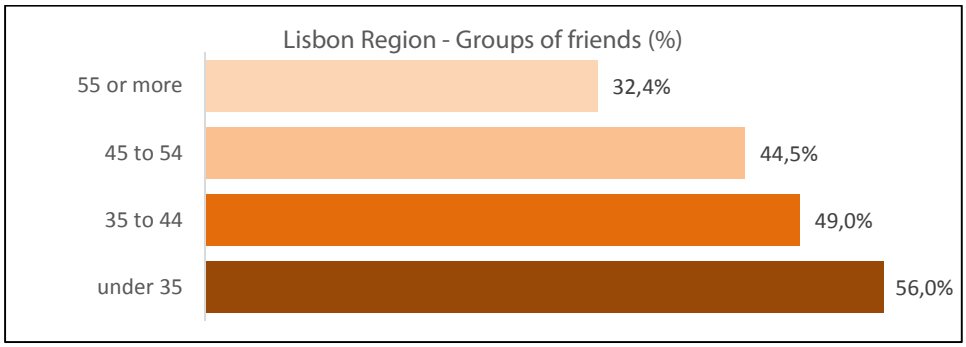



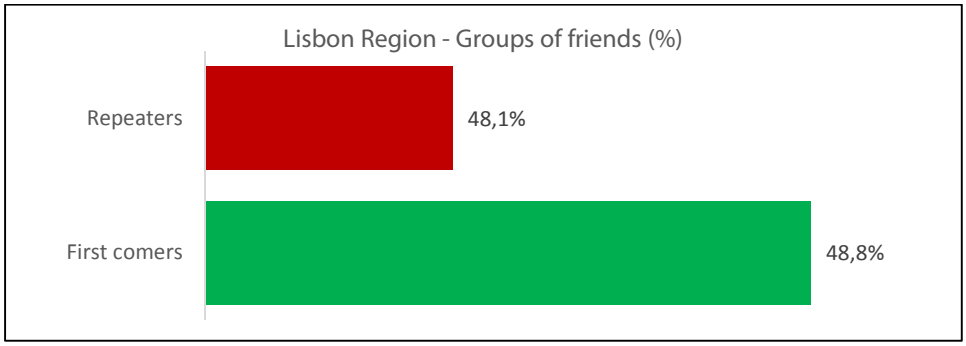
# TRAVEL COMPANIONS

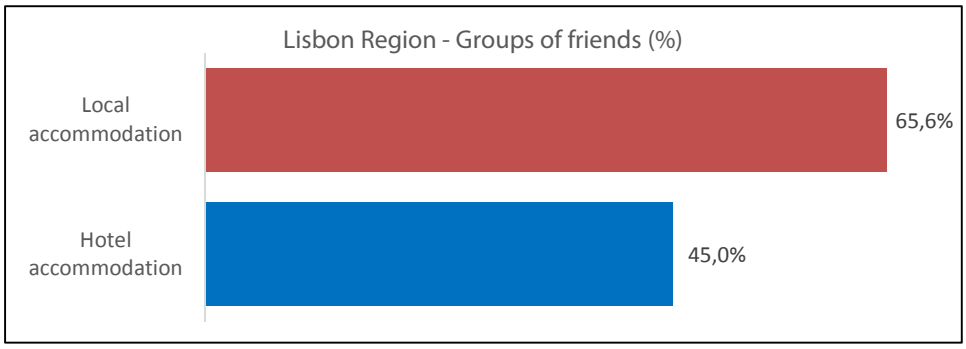


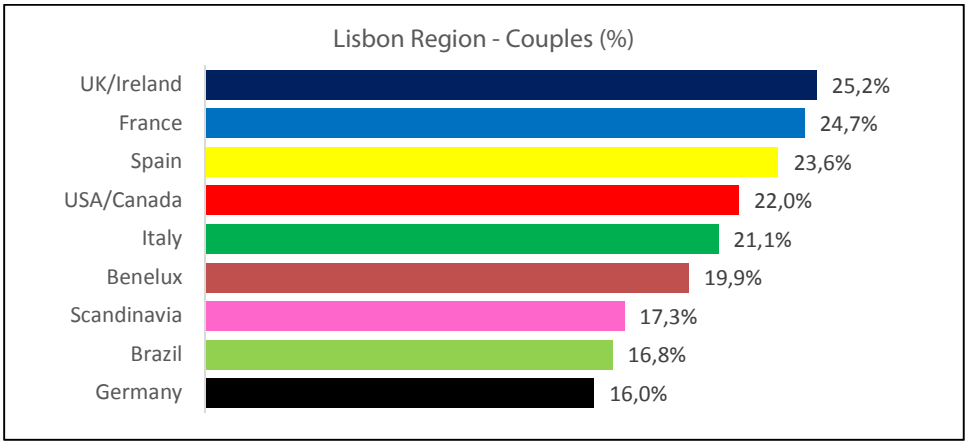



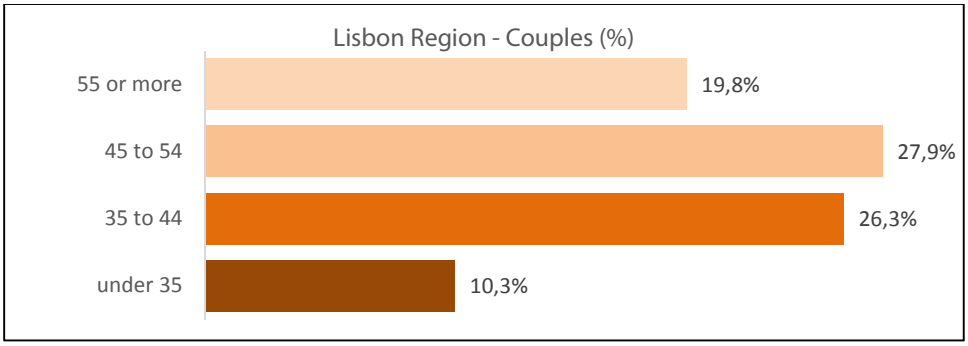



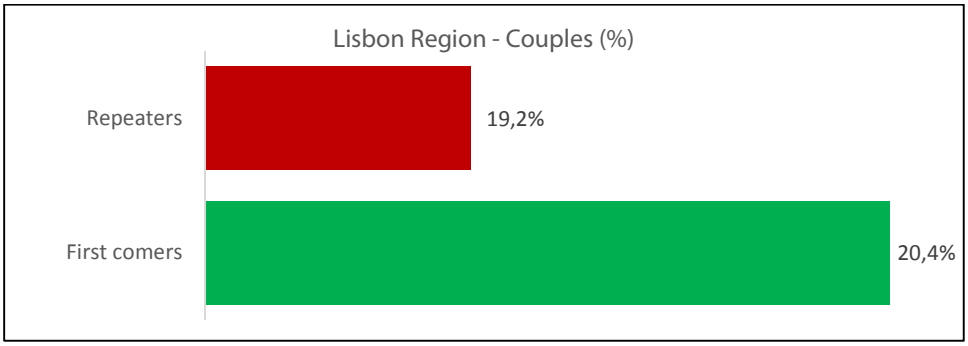



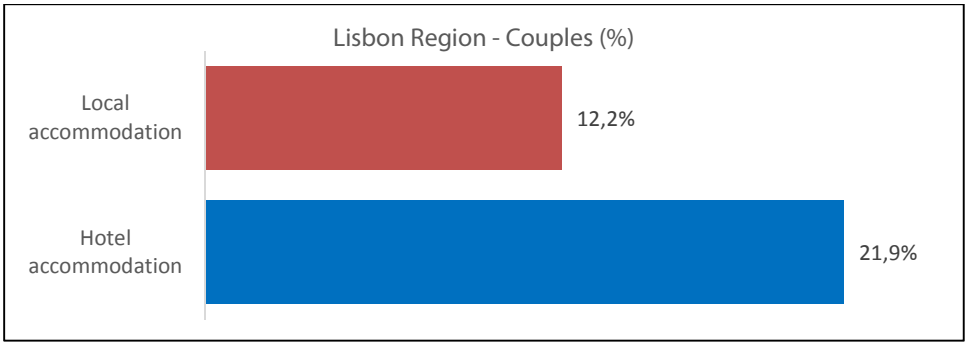

Lisbon Region - Groups of friends (%)
Repeaters
48,1%
First comers
48,8%

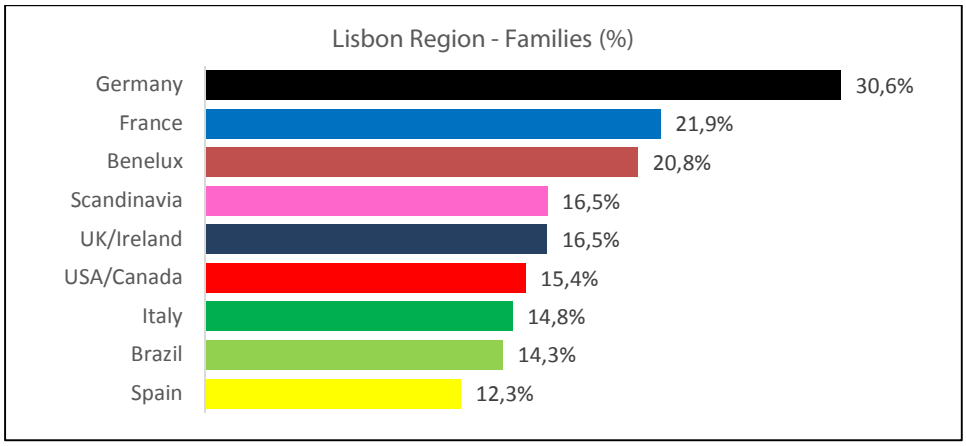

Lisbon Region - Groups of friends (%)
Local accommodation
65,6%
Hotel accommodation
45,0%

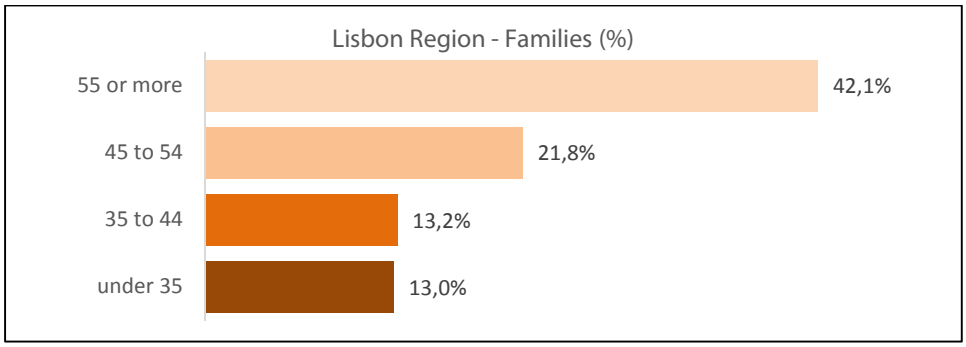

Lisbon Region - Couples (%)
UK/Ireland
25,2%
France
24,7%
Spain
23,6%
USA/Canada
22,0%
Italy
21,1%
Benelux
19,9%
Scandinavia
17,3%
Brazil
16,8%
Germany
16,0%

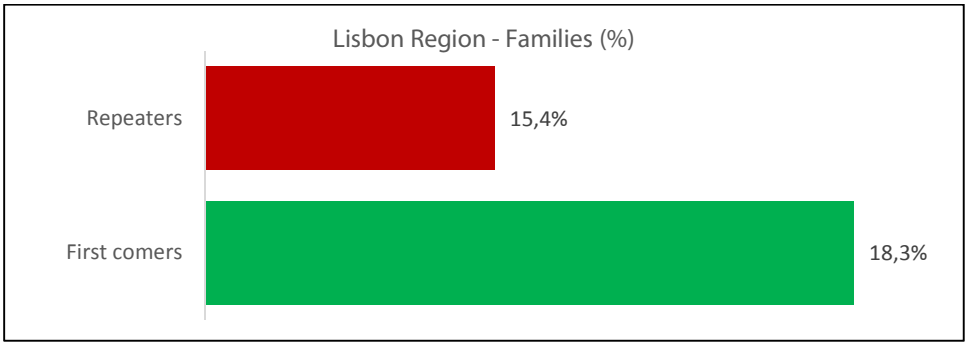

Lisbon Region - Couples (%)
55 or more
19,8%
45 to 54
27,9%
35 to 44
26,3%
under 35
10,3%

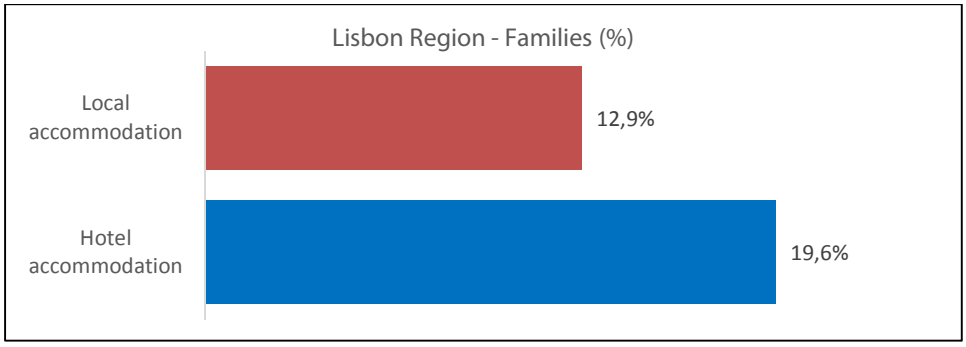

Lisbon Region - Couples (%)
Repeaters
19,2%
First comers
20,4%

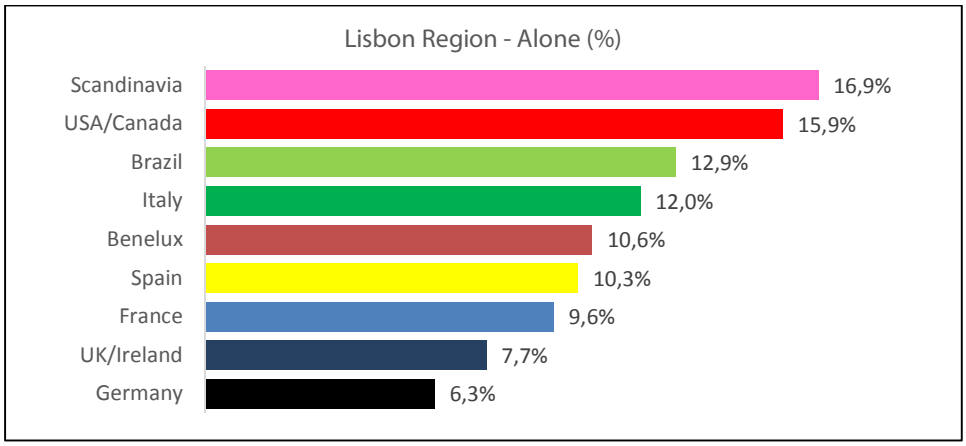

Lisbon Region - Couples (%)
Local accommodation
12,2%
Hotel accommodation
21,9%

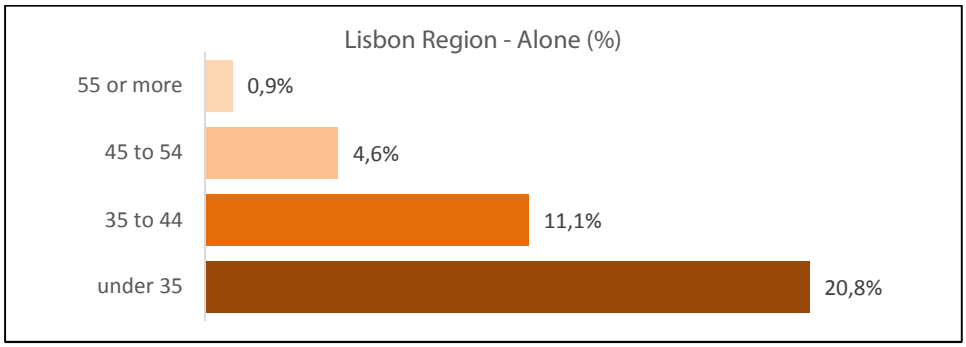

Lisbon Region - Families (%)
Germany
30,6%
France
21,9%
Benelux
20,8%
Scandinavia
16,5%
UK/Ireland
16,5%
USA/Canada
15,4%
Italy
14,8%
Brazil
14,3%
Spain
12,3%

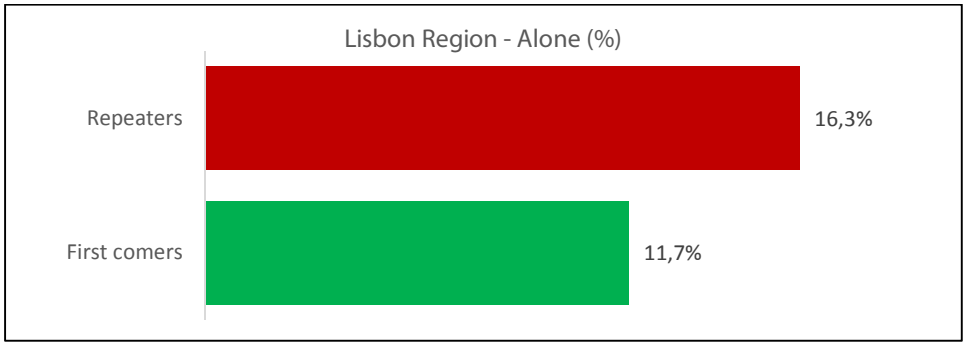

Lisbon Region - Families (%)
55 or more
42,1%
45 to 54
21,8%
35 to 44
13,2%
under 35
13,0%

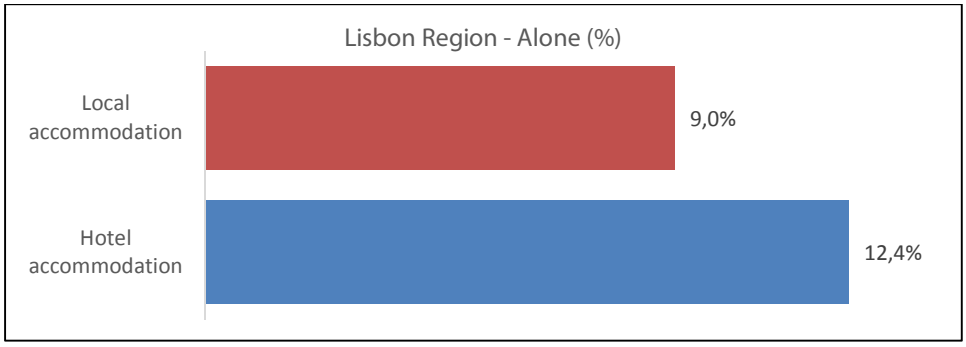

Lisbon Region - Families (%)
Repeaters
15,4%
First comers
18,3%


Lisbon Region - Families (%)
Local accommodation
12,9%
Hotel accommodation
19,6%


Lisbon Region - Alone (%)
Scandinavia
16,9%
USA/Canada
15,9%
Brazil
12,9%
Italy
12,0%
Benelux
10,6%
Spain
10,3%
France
9,6%
UK/Ireland
7,7%
Germany
6,3%

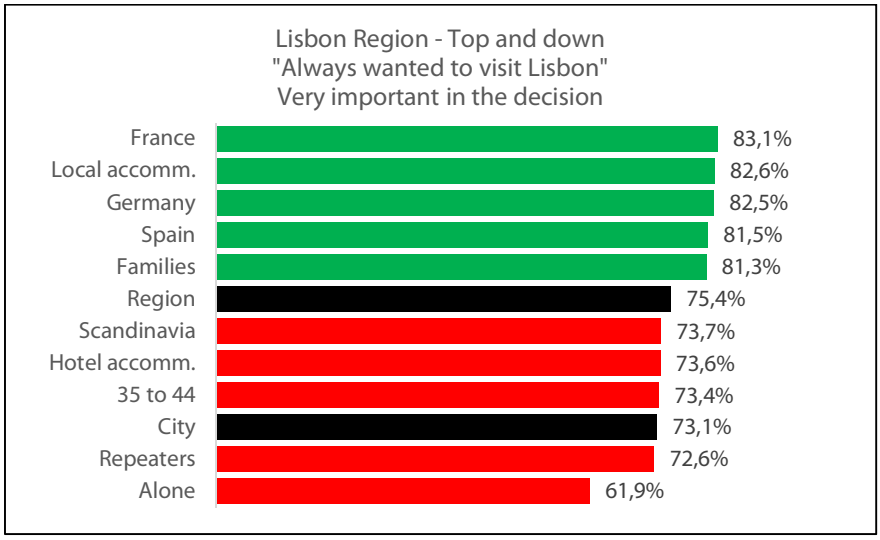

Lisbon Region - Alone (%)
55 or more
0,9%
45 to 54
4,6%
35 to 44
11,1%
under 35
20,8%

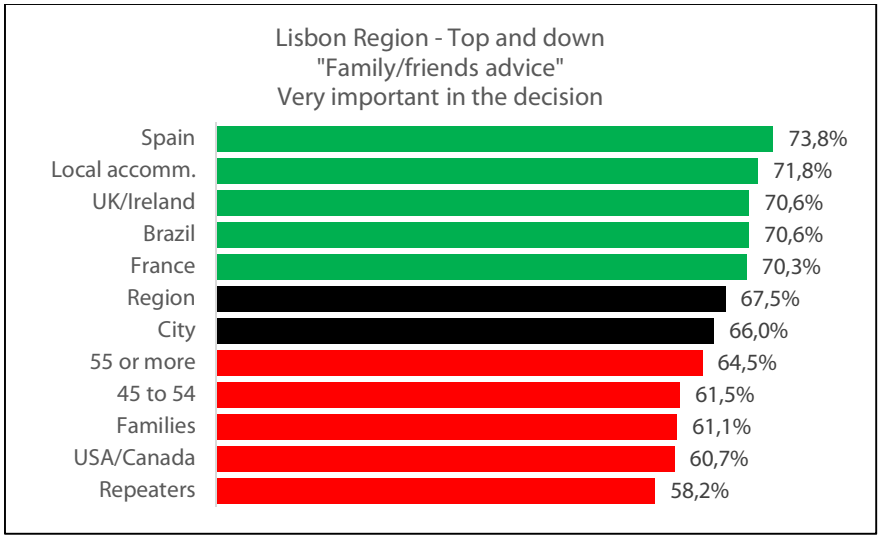


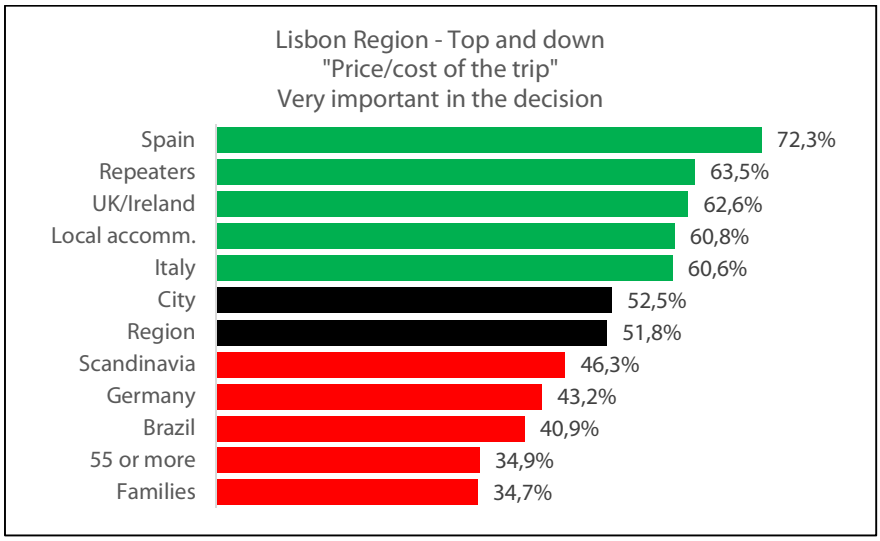



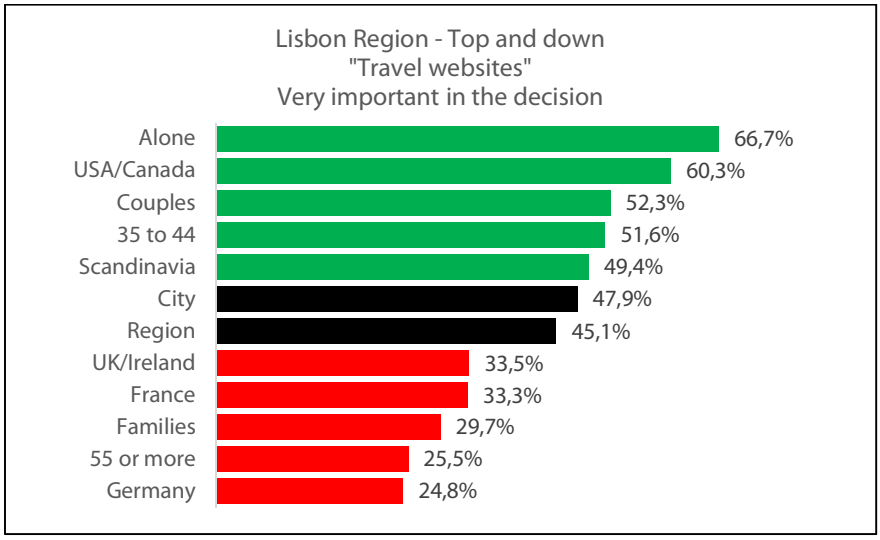

## 4. FACTORS THAT INFLUENCED THE DECISION TO VISIT LISBON

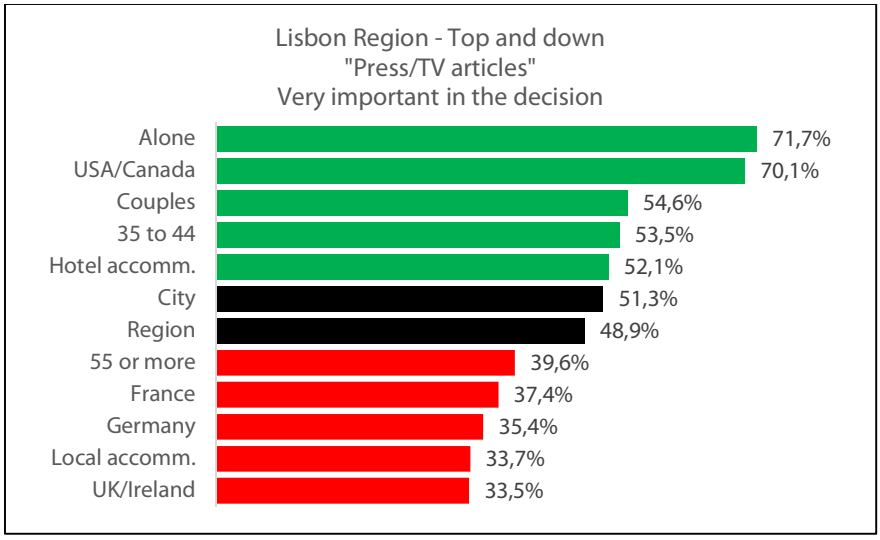
| Importance in the decision to visit Lisbon - Lisbon Region | | | | | |
|---|---|---|---|---|---|
| | Very important | Somewhat important | Not at all important | NA | Level of importance (0 to 2) |
| Always wanted to visit Lisbon | 75,4% | 11,3% | 1,8% | 11,5% | 1,83 |
| Family/friends advice | 67,5% | 17,0% | 8,0% | 7,5% | 1,64 |
| Price/cost of the trip | 51,8% | 25,5% | 8,9% | 13,8% | 1,50 |
| Travel websites | 45,1% | 17,9% | 26,9% | 10,1% | 1,20 |
| Press/TV articles | 48,9% | 13,8% | 30,3% | 7,0% | 1,20 |
| Social media (Facebook, Twitter, blogs, etc) | 34,6% | 23,8% | 28,8% | 12,7% | 1,07 |
| Tourism brochures | 42,0% | 12,2% | 37,6% | 8,2% | 1,05 |
| Advertising in the media | 40,8% | 10,7% | 38,2% | 10,3% | 1,03 |
| Tourism guides/books | 41,2% | 11,9% | 38,9% | 8,0% | 1,02 |
| Advertising in the internet | 31,9% | 20,7% | 32,6% | 14,8% | 0,99 |
| Previous visit | 39,8% | 14,3% | 41,3% | 4,6% | 0,98 |
| By chance, got the opportunity to | 38,7% | 7,5% | 40,5% | 13,3% | 0,98 |
| www.visitlisboa.com | 28,8% | 23,4% | 31,5% | 16,3% | 0,97 |
| Travel agent advice | 34,1% | 13,8% | 38,3% | 13,7% | 0,95 |


Lisbon Region - Top and down
"Always wanted to visit Lisbon"
Very important in the decision
France 83,1%
Local accomm. 82,6%
Germany 82,5%
Spain 81,5%
Families 81,3%
Region 75,4%
Scandinavia 73,7%
Hotel accomm. 73,6%
35 to 44 73,4%
City 73,1%
Repeaters 72,6%
Alone 61,9%


Lisbon Region - Top and down
"Family/friends advice"
Very important in the decision
Spain 73,8%
Local accomm. 71,8%
UK/Ireland 70,6%
Brazil 70,6%
France 70,3%
Region 67,5%
City 66,0%
55 or more 64,5%
45 to 54 61,5%
Families 61,1%
USA/Canada 60,7%
Repeaters 58,2%

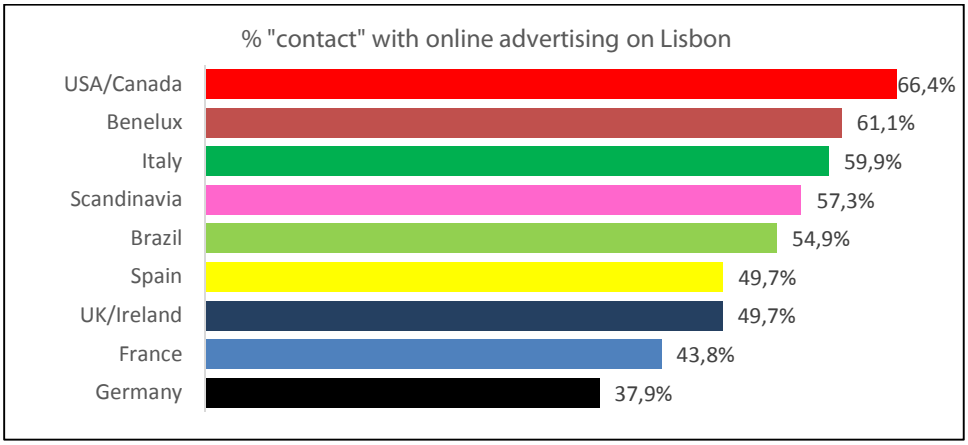

Lisbon Region - Top and down
"Price/cost of the trip"
Very important in the decision
Spain 72,3%
Repeaters 63,5%
UK/Ireland 62,6%
Local accomm. 60,8%
Italy 60,6%
City 52,5%
Region 51,8%
Scandinavia 46,3%
Germany 43,2%
Brazil 40,9%
55 or more 34,9%
Families 34,7%




## 5. PERCEPTION OF COMMUNICATION CAMPAIGNS

| Perception of communication campaigns | Lisbon Region | |
|---|---|---|
| | About Lisbon | About Portugal |
| News in the media | 57,2% | 63,7% |
| Advertising in the internet | 55,8% | 51,3% |
| Advertising in tour operators' brochures | 51,9% | 58,0% |
| Advertising in the media | 47,8% | 65,7% |




# 6. EVALUATION OF THE VISIT

## GLOBAL EVALUATION OF THE VISIT

| Lisbon Region | | |
|---|---|---|
| | % satisfaction (8 or more) | Average evaluation (1 to 10) |
| **Global evaluation** | 71,4% | 7,84 |

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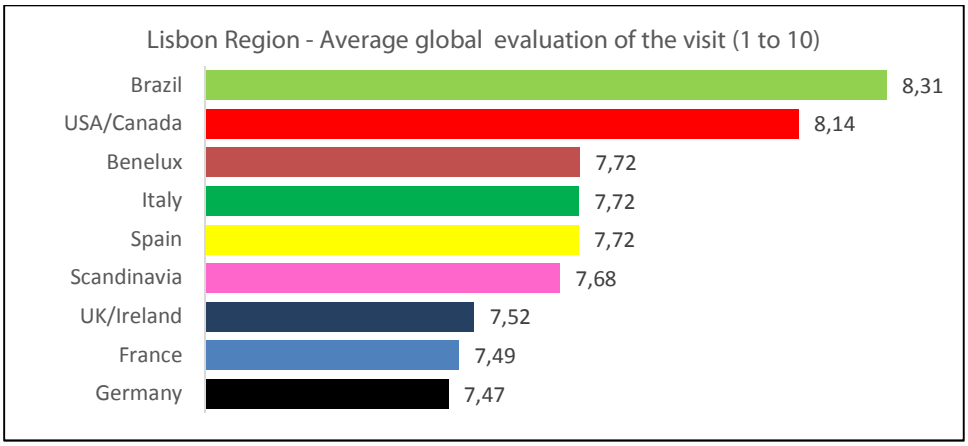
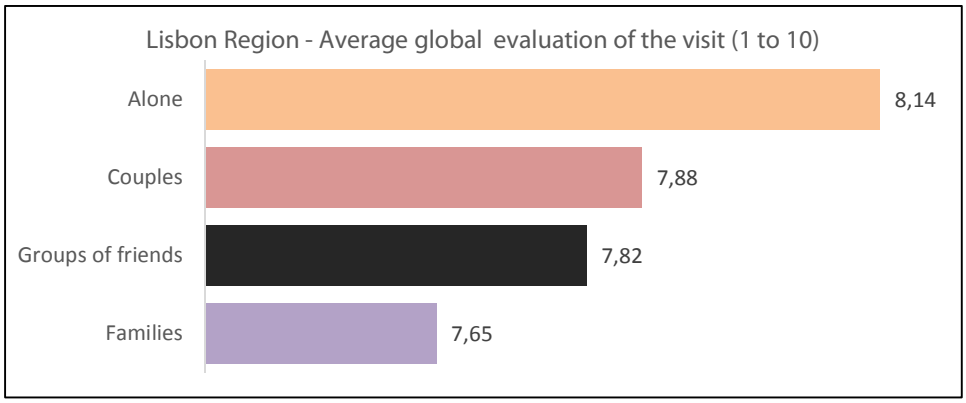
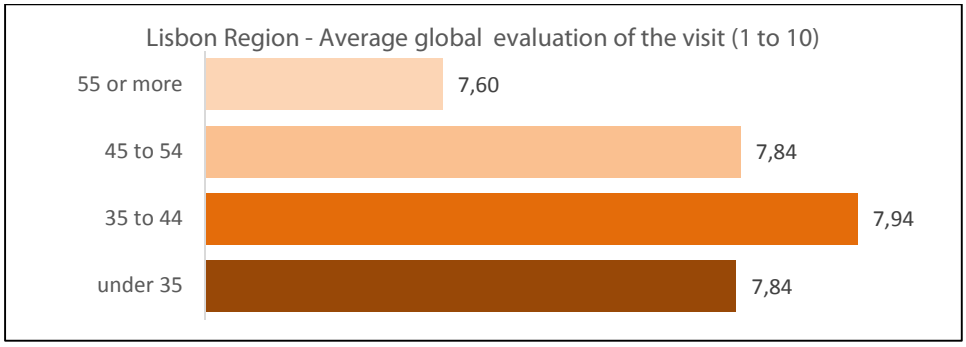
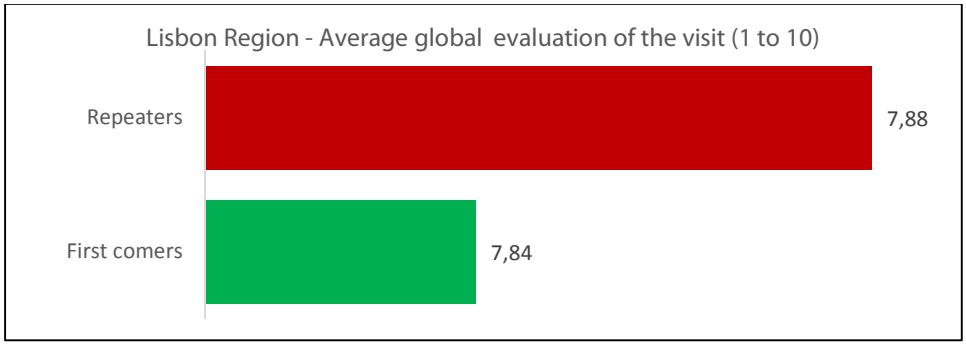
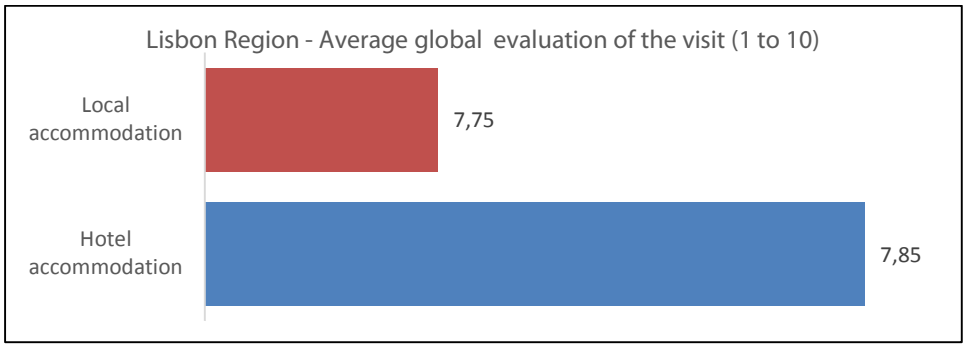



Lisbon Region - Average global evaluation of the visit (1 to 10)
Alone
8,14
Couples
7,88
Groups of friends
7,82
Families
7,65

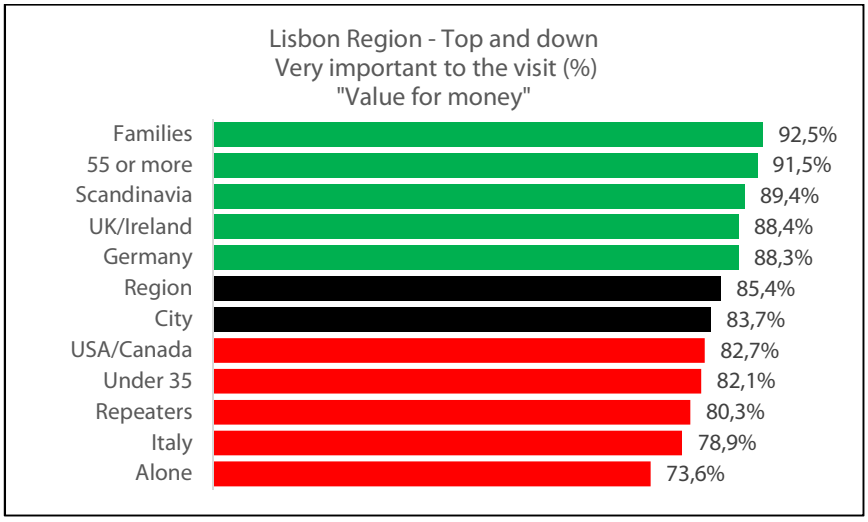

Lisbon Region - Average global evaluation of the visit (1 to 10)
55 or more
7,60
45 to 54
7,84
35 to 44
7,94
under 35
7,84

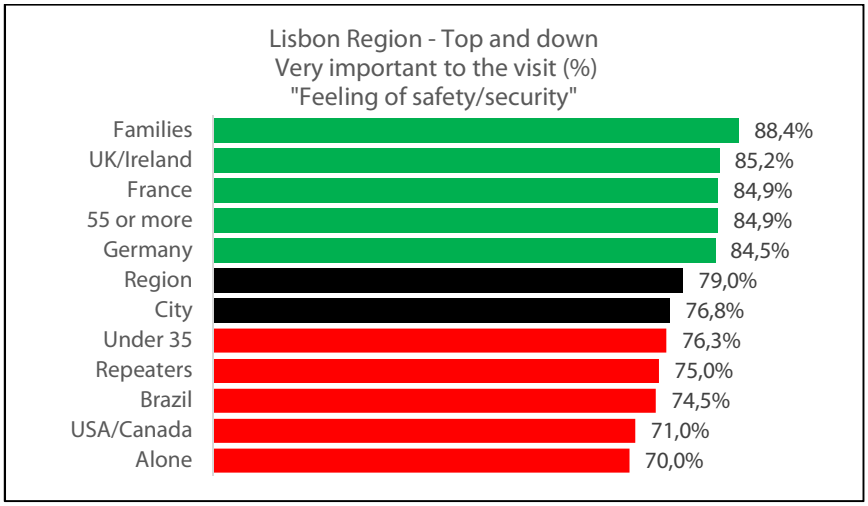

Lisbon Region - Average global evaluation of the visit (1 to 10)
Repeaters
7,88
First comers
7,84

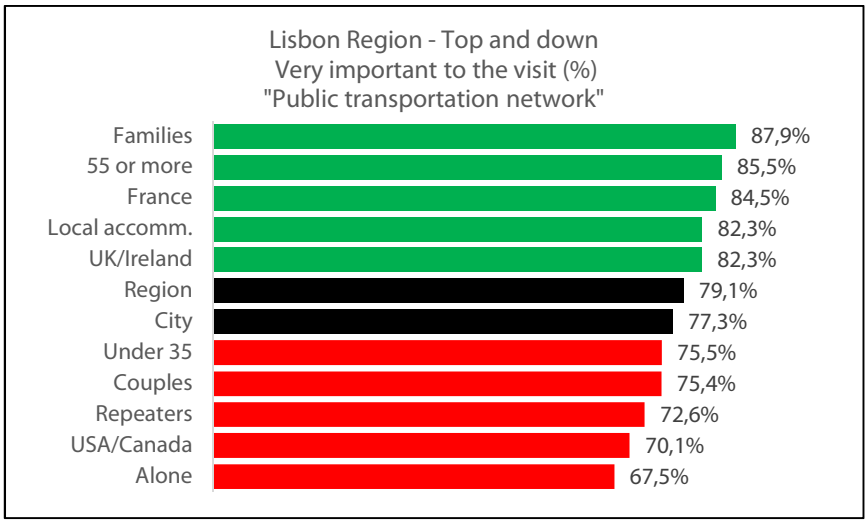

Lisbon Region - Average global evaluation of the visit (1 to 10)
Local accommodation
7,75
Hotel accommodation
7,85

# IMPORTANCE OF THE VISIT PARAMETERS

| Importance of parameters - Lisbon Region | | | | | |
|---|---|---|---|---|---|
| | Very important | Important | Irrelevant | NA | Level of importance (0 to 2) |
| Value for money | 85,4% | 8,8% | 0,0% | 5,8% | 1,91 |
| Feeling of safety/security | 79,0% | 15,9% | 0,0% | 5,0% | 1,83 |
| Public transportation network | 79,1% | 17,4% | 0,0% | 3,5% | 1,82 |
| Tourist signs | 78,1% | 17,4% | 0,1% | 4,4% | 1,81 |
| Access to places of interest | 77,6% | 18,9% | 0,0% | 3,5% | 1,80 |
| Offer of monuments | 72,0% | 25,8% | 0,0% | 2,2% | 1,74 |
| Kindness/Helpfulness of local people | 69,9% | 25,4% | 0,2% | 4,6% | 1,73 |
| Good weather | 68,6% | 25,6% | 0,4% | 5,4% | 1,72 |
| Observance of environmental regulations | 63,9% | 30,1% | 0,1% | 5,9% | 1,68 |
| Quality of restaurant service | 65,2% | 33,3% | 0,1% | 1,4% | 1,66 |
| Offer of modernity | 59,7% | 34,0% | 0,1% | 6,2% | 1,64 |
| Offer of local gastronomy | 58,3% | 40,4% | 0,3% | 0,9% | 1,59 |
| Tourism information offices | 53,0% | 38,8% | 2,7% | 5,5% | 1,53 |
| Offer of museums | 51,6% | 40,9% | 2,4% | 5,1% | 1,52 |
| Easy communication with the locals | 50,8% | 42,8% | 2,7% | 3,7% | 1,50 |
| Conditions for rest and relax | 47,1% | 46,5% | 0,3% | 6,2% | 1,50 |
| Accessible attractions outside the city | 49,5% | 43,0% | 2,7% | 4,9% | 1,49 |
| Cleanliness of streets and buildings | 47,1% | 46,6% | 0,9% | 5,5% | 1,49 |
| Offer of different experiences | 49,6% | 39,3% | 5,5% | 5,6% | 1,47 |
| Existence of organised tours/programmes | 51,6% | 35,9% | 7,6% | 4,9% | 1,46 |
| Diversity of restaurants | 45,6% | 53,3% | 0,0% | 1,0% | 1,46 |
| Type of accommodation | 47,8% | 47,7% | 3,3% | 1,3% | 1,45 |
| Existence of cultural events | 43,1% | 48,7% | 1,5% | 6,7% | 1,45 |
| Quality of accommodation service | 44,2% | 43,5% | 9,8% | 2,5% | 1,35 |
| Existence of animation activities | 39,3% | 47,6% | 7,1% | 6,1% | 1,34 |
| Nightlife offer | 39,3% | 38,8% | 16,4% | 5,5% | 1,24 |
| Shopping facilities | 39,5% | 33,2% | 21,7% | 5,6% | 1,19 |
| Offer of attractions for children | 38,7% | 17,8% | 37,7% | 5,8% | 1,01 |

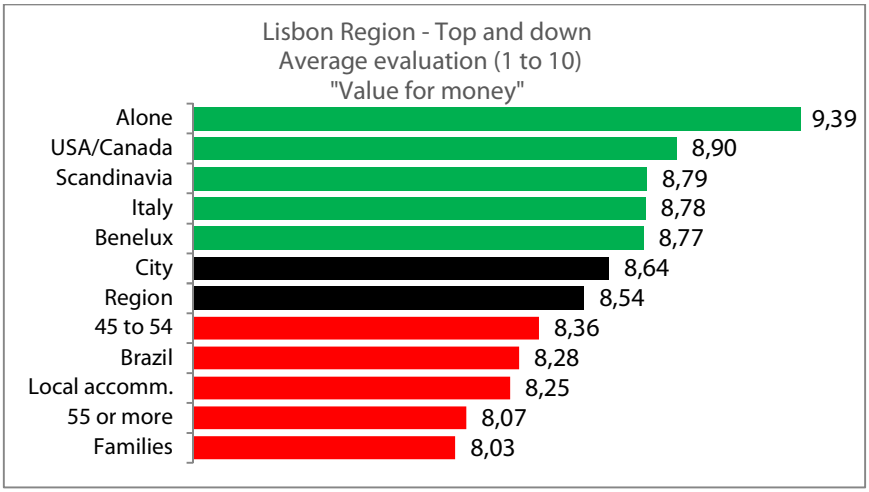

Lisbon Region - Top and down
Very important to the visit (%)
"Value for money"
Families 92,5%
55 or more 91,5%
Scandinavia 89,4%
UK/Ireland 88,4%
Germany 88,3%
Region 85,4%
City 83,7%
USA/Canada 82,7%
Under 35 82,1%
Repeaters 80,3%
Italy 78,9%
Alone 73,6%

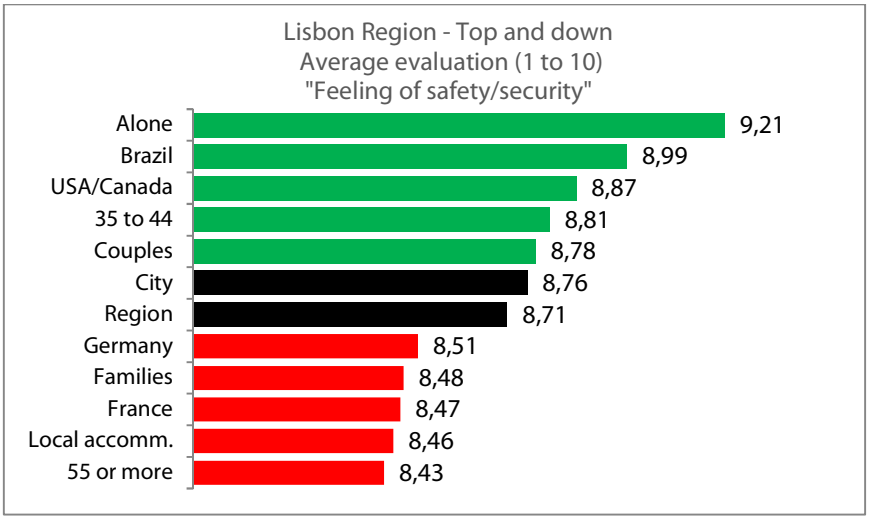

Lisbon Region - Top and down
Very important to the visit (%)
"Feeling of safety/security"
Families 88,4%
UK/Ireland 85,2%
France 84,9%
55 or more 84,9%
Germany 84,5%
Region 79,0%
City 76,8%
Under 35 76,3%
Repeaters 75,0%
Brazil 74,5%
USA/Canada 71,0%
Alone 70,0%

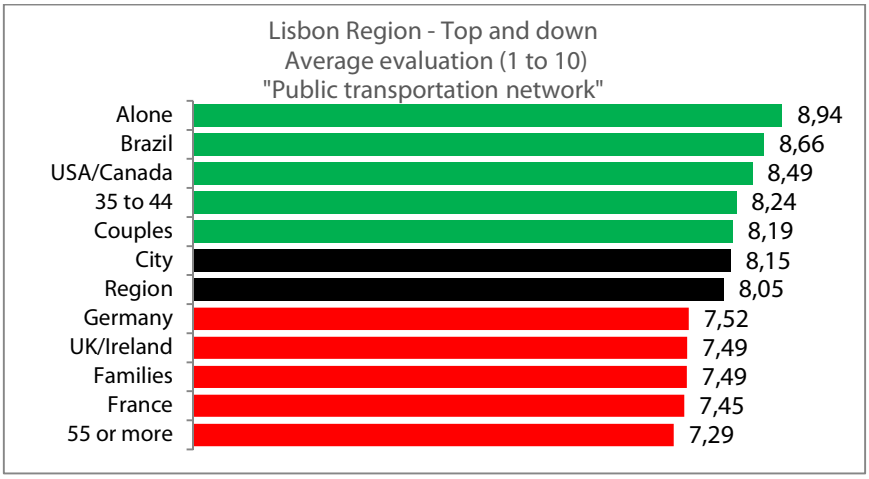

Lisbon Region - Top and down
Very important to the visit (%)
"Public transportation network"
Families 87,9%
55 or more 85,5%
France 84,5%
Local accomm. 82,3%
UK/Ireland 82,3%
Region 79,1%
City 77,3%
Under 35 75,5%
Couples 75,4%
Repeaters 72,6%
USA/Canada 70,1%
Alone 67,5%

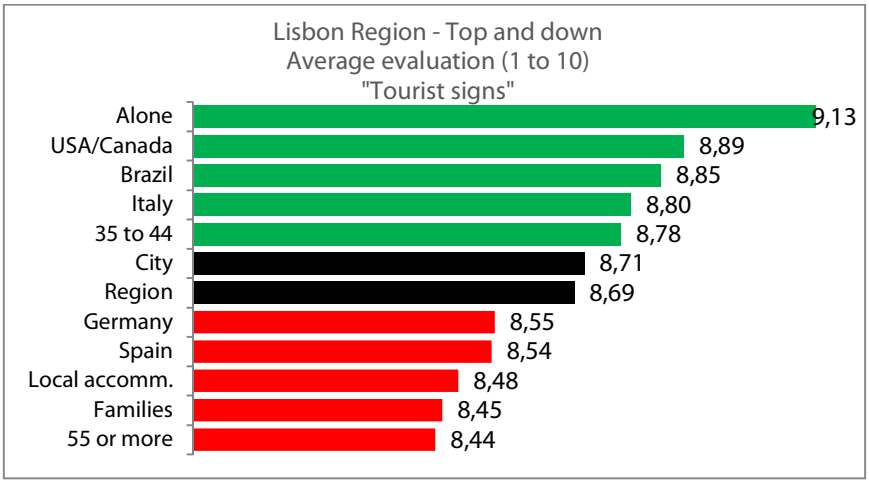
# EVALUATION OF THE VISIT PARAMETERS

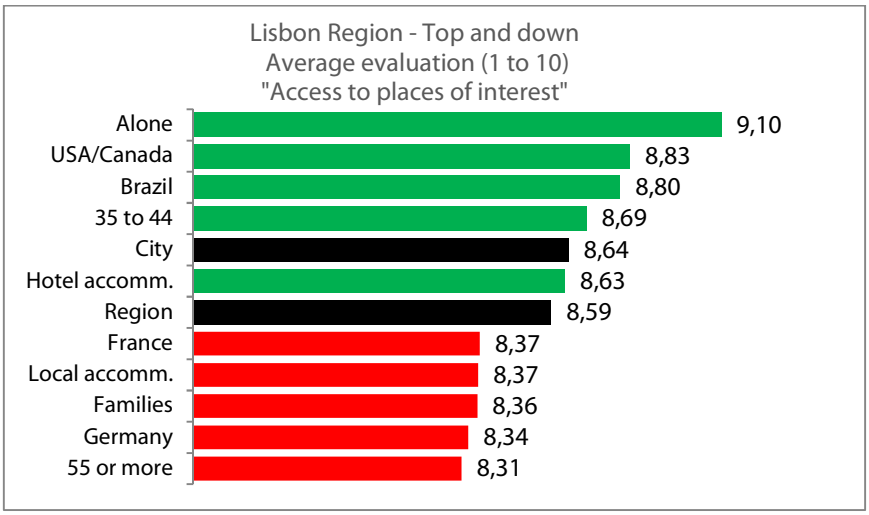
| EVALUATION OF PARAMETERS (to whom it was important) | Lisbon Region | |
|---|---|---|
| | % satisfaction (8 or more) | Average evaluation (1 to 10) |
| Offer of attractions for children | 97,2% | 9,07 |
| Tourism information offices | 95,2% | 8,98 |
| Diversity of restaurants | 92,6% | 8,88 |
| Shopping facilities | 94,0% | 8,84 |
| Offer of local gastronomy | 93,4% | 8,84 |
| Kindness/Helpfulness of local people | 95,5% | 8,83 |
| Nightlife offer | 94,4% | 8,82 |
| Quality of restaurant service | 85,4% | 8,74 |
| Existence of organised tours/programmes | 91,6% | 8,73 |
| Feeling of safety/security | 89,7% | 8,71 |
| Tourist signs | 91,6% | 8,69 |
| Offer of different experiences | 91,4% | 8,69 |
| Accessible attractions outside the city | 92,2% | 8,67 |
| Offer of monuments | 87,7% | 8,66 |
| Good weather | 85,8% | 8,65 |
| Offer of museums | 90,6% | 8,59 |
| Access to places of interest | 89,0% | 8,59 |
| Offer of modernity | 91,2% | 8,56 |
| Observance of environmental regulations | 77,8% | 8,54 |
| Value for money | 81,5% | 8,54 |
| Existence of animation activities | 89,0% | 8,51 |
| Easy communication with the locals | 85,8% | 8,50 |
| Conditions for rest and relax | 86,6% | 8,50 |
| Cleanliness of streets and buildings | 75,1% | 8,44 |
| Existence of cultural events | 87,1% | 8,44 |
| Public transportation network | 72,7% | 8,05 |
| Quality of accommodation service | 68,8% | 8,02 |
| Type of accommodation | 54,2% | 7,62 |

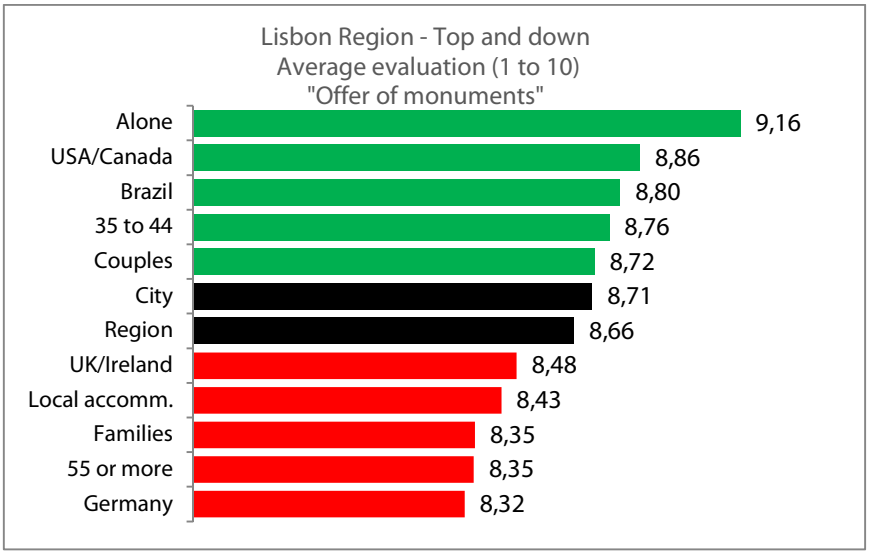

Lisbon Region - Top and down
Average evaluation (1 to 10)
"Value for money"
Alone 9,39
USA/Canada 8,90
Scandinavia 8,79
Italy 8,78
Benelux 8,77
City 8,64
Region 8,54
45 to 54 8,36
Brazil 8,28
Local accomm. 8,25
55 or more 8,07
Families 8,03

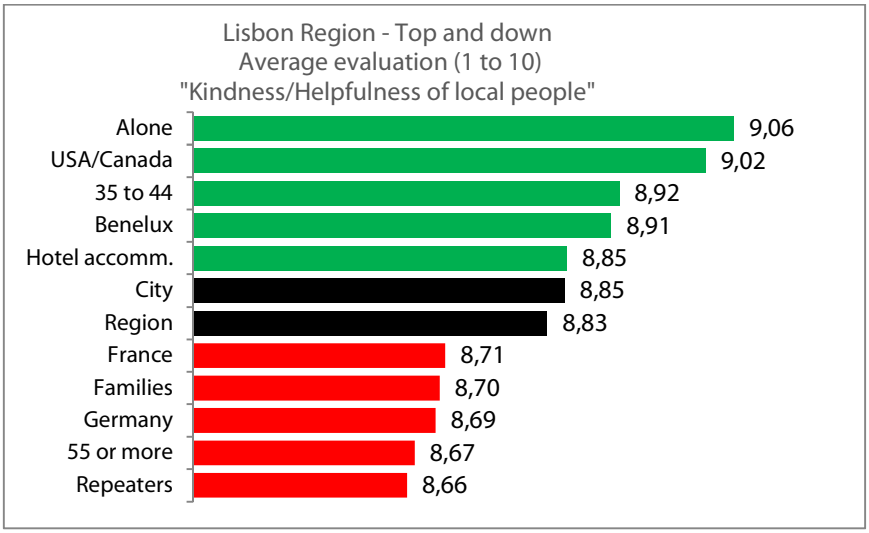

Lisbon Region - Top and down
Average evaluation (1 to 10)
"Feeling of safety/security"
Alone 9,21
Brazil 8,99
USA/Canada 8,87
35 to 44 8,81
Couples 8,78
City 8,76
Region 8,71
Germany 8,51
Families 8,48
France 8,47
Local accomm. 8,46
55 or more 8,43

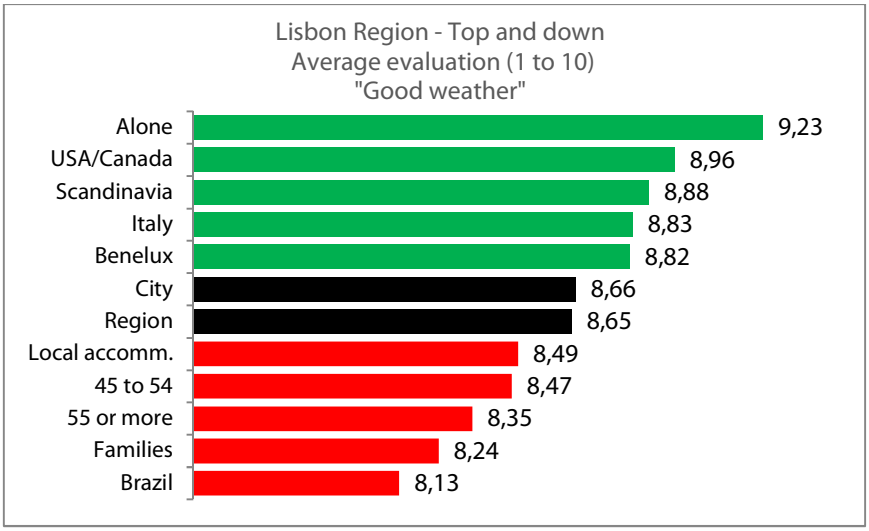

Lisbon Region - Top and down
Average evaluation (1 to 10)
"Public transportation network"
Alone 8,94
Brazil 8,66
USA/Canada 8,49
35 to 44 8,24
Couples 8,19
City 8,15
Region 8,05
Germany 7,52
UK/Ireland 7,49
Families 7,49
France 7,45
55 or more 7,29

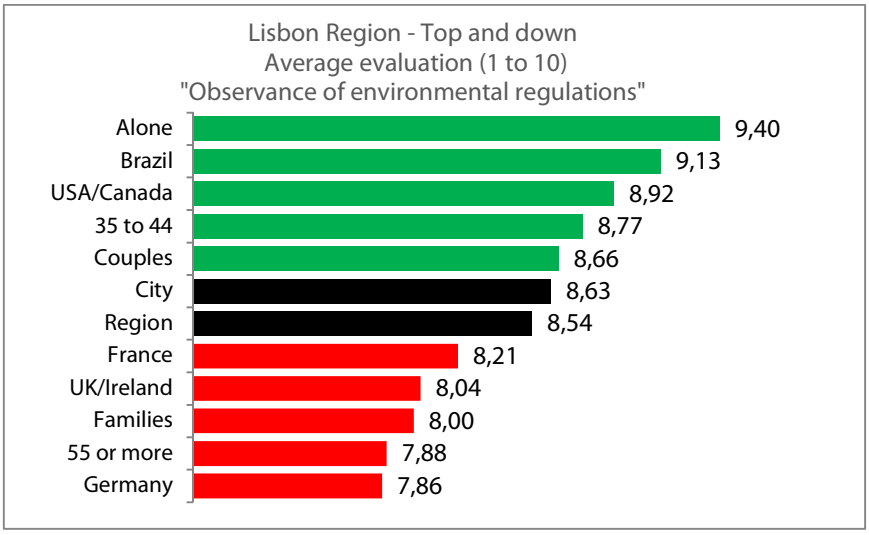

Lisbon Region - Top and down
Average evaluation (1 to 10)
"Tourist signs"
Alone 9,13
USA/Canada 8,89
Brazil 8,85
Italy 8,80
35 to 44 8,78
City 8,71
Region 8,69
Germany 8,55
Spain 8,54
Local accomm. 8,48
Families 8,45
55 or more 8,44

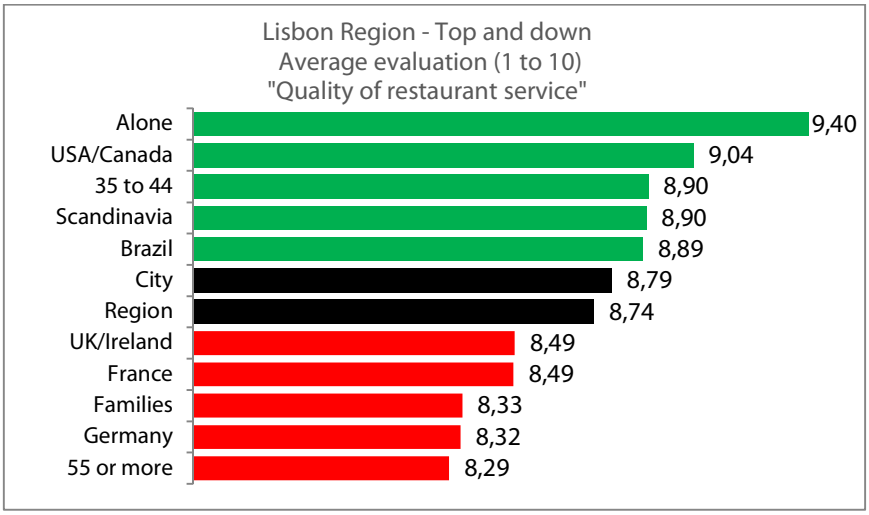

Lisbon Region - Top and down
Average evaluation (1 to 10)
"Access to places of interest"
Alone 9,10
USA/Canada 8,83
Brazil 8,80
35 to 44 8,69
City 8,64
Hotel accomm. 8,63
Region 8,59
France 8,37
Local accomm. 8,37
Families 8,36
Germany 8,34
55 or more 8,31


Lisbon Region - Top and down
Average evaluation (1 to 10)
"Offer of monuments"
Alone 9,16
USA/Canada 8,86
Brazil 8,80
35 to 44 8,76
Couples 8,72
City 8,71
Region 8,66
UK/Ireland 8,48
Local accomm. 8,43
Families 8,35
55 or more 8,35
Germany 8,32


Lisbon Region - Top and down
Average evaluation (1 to 10)
"Kindness/Helpfulness of local people"
Alone 9,06
USA/Canada 9,02
35 to 44 8,92
Benelux 8,91
Hotel accomm. 8,85
City 8,85
Region 8,83
France 8,71
Families 8,70
Germany 8,69
55 or more 8,67
Repeaters 8,66


Lisbon Region - Top and down
Average evaluation (1 to 10)
"Good weather"
Alone 9,23
USA/Canada 8,96
Scandinavia 8,88
Italy 8,83
Benelux 8,82
City 8,66
Region 8,65
Local accomm. 8,49
45 to 54 8,47
55 or more 8,35
Families 8,24
Brazil 8,13


Lisbon Region - Top and down
Average evaluation (1 to 10)
"Observance of environmental regulations"
Alone 9,40
Brazil 9,13
USA/Canada 8,92
35 to 44 8,77
Couples 8,66
City 8,63
Region 8,54
France 8,21
UK/Ireland 8,04
Families 8,00
55 or more 7,88
Germany 7,86



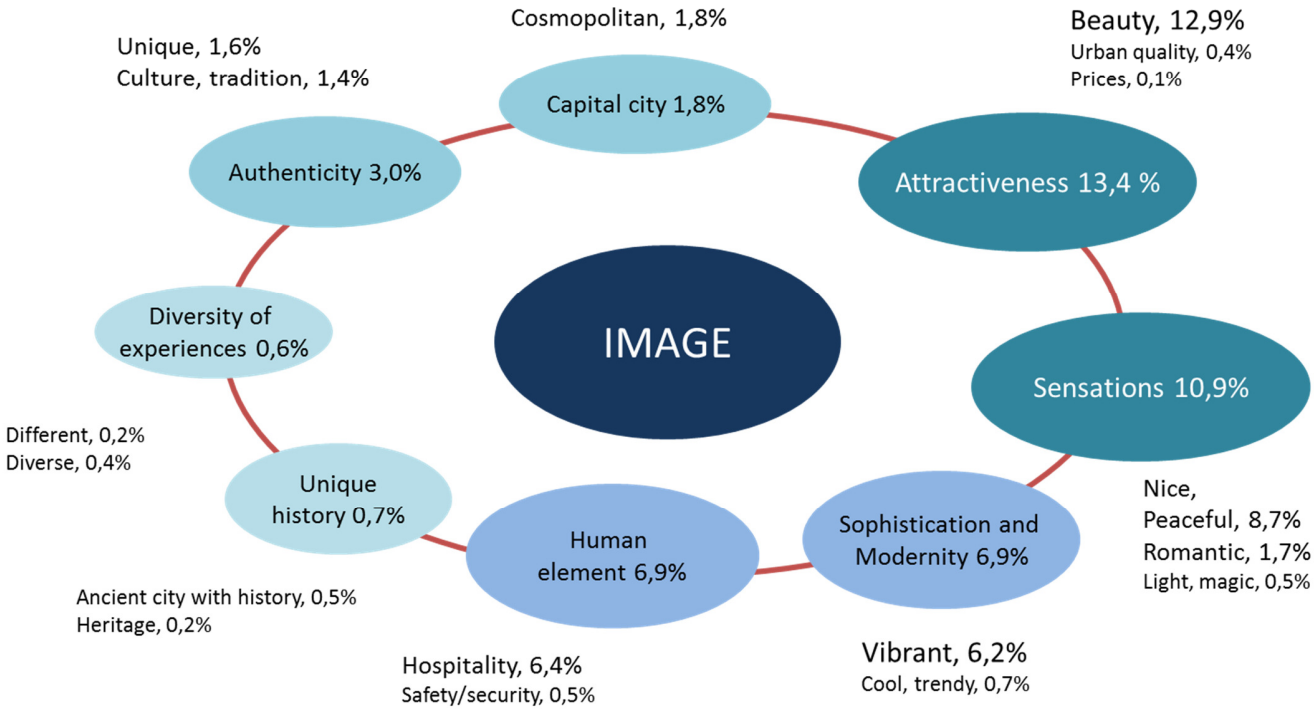

## 7. IMAGE OF LISBON AS A DESTINATION

### RECOGNITION OF THE ATTRIBUTES OF LISBON'S VALUE PROPOSITION

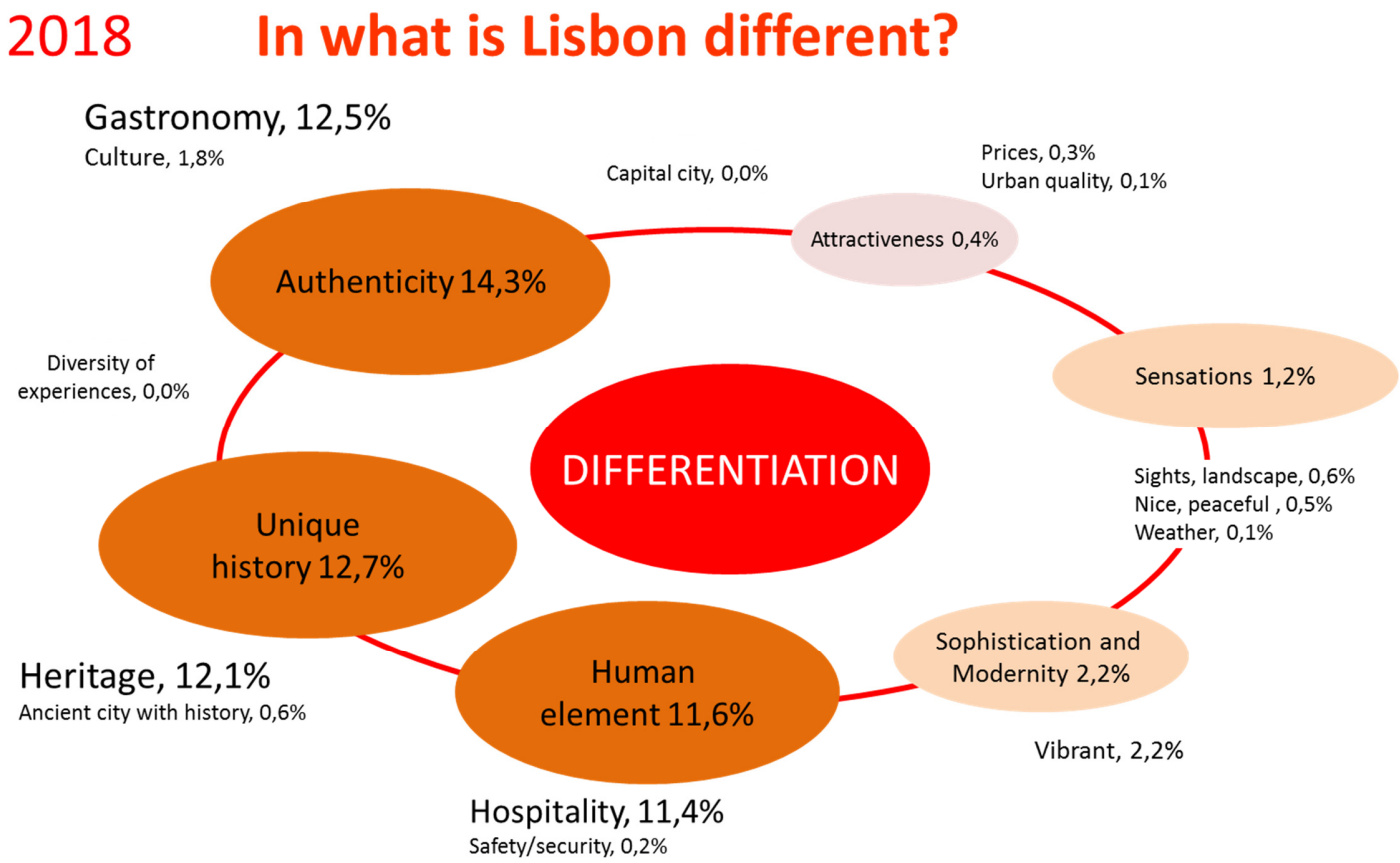
| | IMAGE OF LISBON - Lisbon Region | | | | | | |
|---|---|---|---|---|---|---|---|
| | Totally agree | Agree | Neither agree nor disagree | Disagree | DN/NA | % agreement | Level of agreement (-2 to 2) |
| Interactive people | 49,1% | 41,8% | 2,4% | 0,0% | 6,7% | **90,8%** | **1,50** |
| Ancient city with history | 48,3% | 42,2% | 2,1% | 0,0% | 7,5% | **90,5%** | **1,50** |
| Human city | 48,4% | 42,6% | 3,1% | 0,0% | 5,8% | **91,0%** | **1,48** |
| Nice, peaceful city | 45,3% | 45,6% | 1,4% | 0,0% | 7,7% | **90,9%** | **1,48** |
| Unique city | 45,2% | 46,5% | 2,1% | 0,0% | 6,2% | **91,7%** | **1,46** |
| City with diverse offer | 44,8% | 46,6% | 2,3% | 0,0% | 6,3% | **91,4%** | **1,45** |
| Modern city | 46,8% | 44,7% | 3,6% | 0,0% | 4,9% | **91,4%** | **1,45** |
| Dynamic, busy city | 42,7% | 48,1% | 1,3% | 0,0% | 7,9% | **90,8%** | **1,45** |
| Outdoors city | 45,7% | 44,9% | 3,5% | 0,0% | 5,9% | **90,6%** | **1,45** |
| Romantic city | 45,3% | 42,6% | 4,1% | 0,1% | 7,9% | **87,9%** | **1,45** |
| Multicultural and tolerant city | 43,7% | 47,3% | 2,2% | 0,0% | 6,8% | **91,0%** | **1,45** |
| Creative and trendy city | 40,4% | 48,7% | 2,0% | 0,0% | 8,9% | **89,1%** | **1,42** |
| Capital city | 45,3% | 44,4% | 6,5% | 0,0% | 3,8% | **89,7%** | **1,40** |
| City of feelings/sensations | 39,3% | 51,7% | 2,9% | 0,0% | 6,2% | **91,0%** | **1,39** |
| Preserved city | 42,2% | 33,8% | 17,6% | 1,6% | 4,7% | **76,0%** | **1,22** |

## THE STRONGEST IMAGE OF LISBON

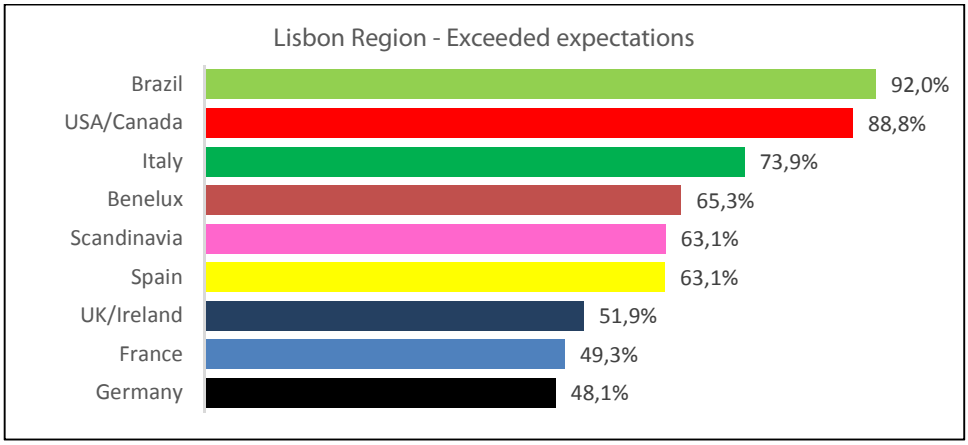
# 2018 What's Lisbon's strongest image?

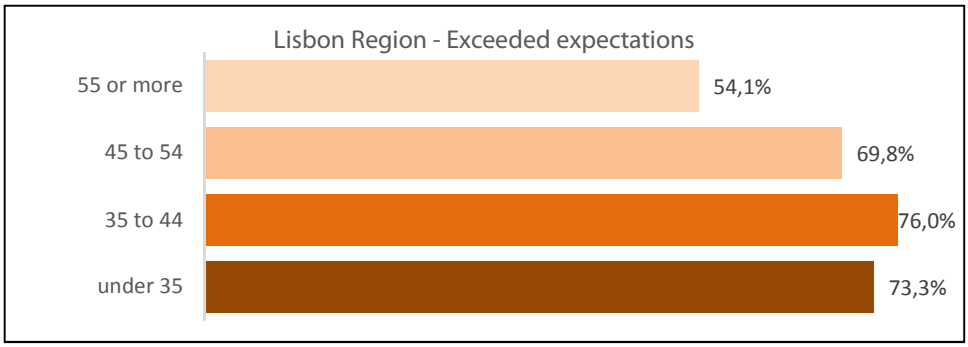


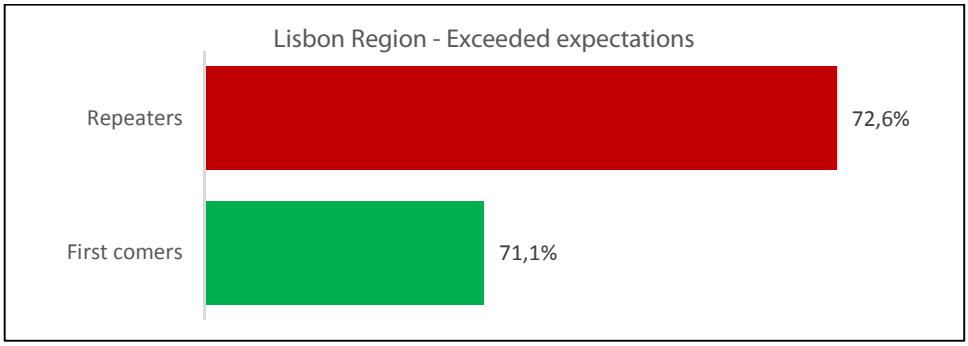
## THE DIFFERENTIATING IMAGE OF LISBON

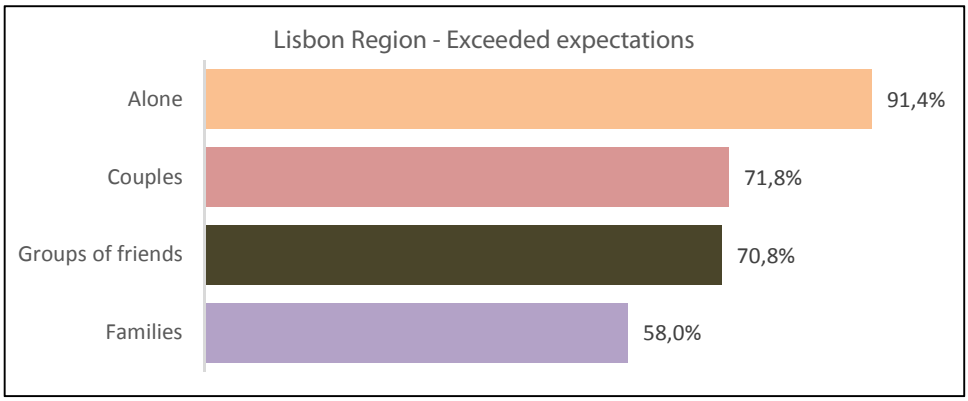


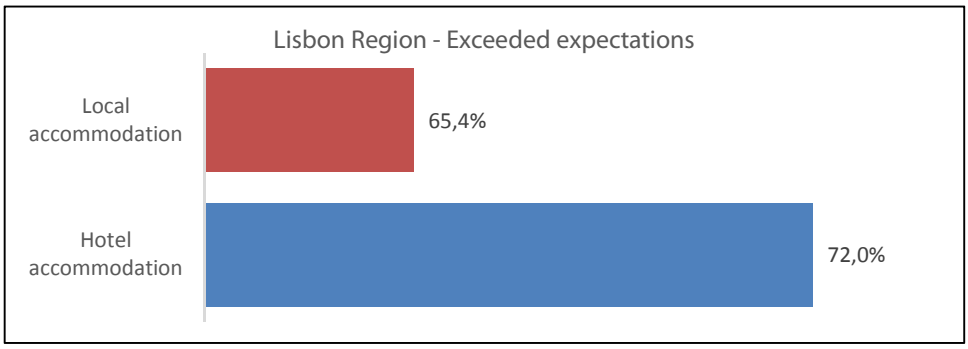
# 8. REALITY VS EXPECTATIONS



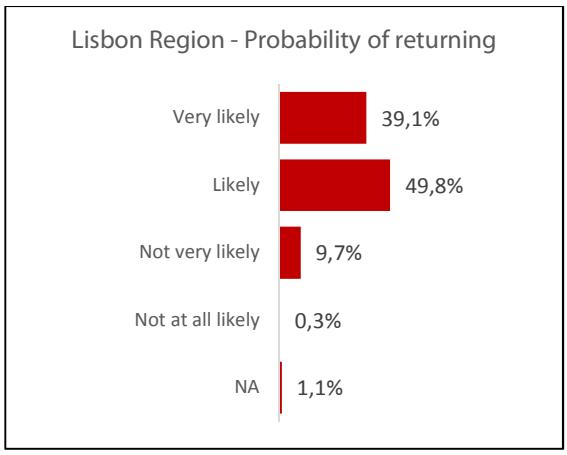



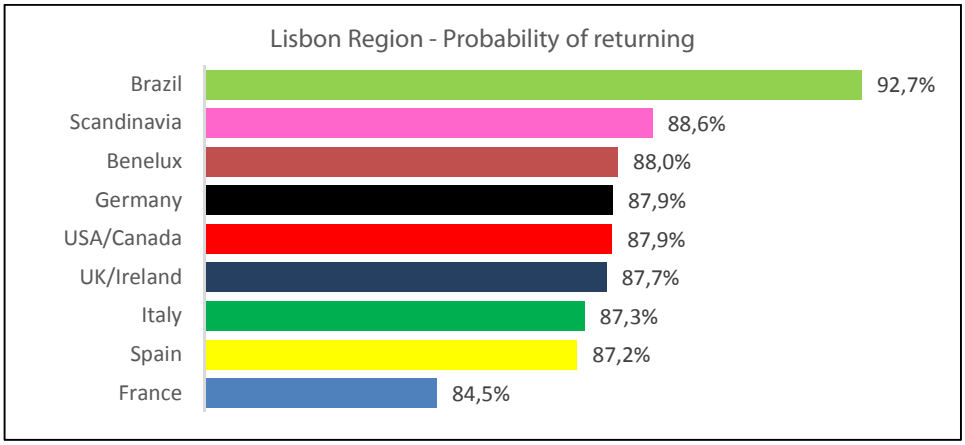

Lisbon Region - Exceeded expectations
Repeaters
72,6%
First comers
71,1%


Lisbon Region - Exceeded expectations
Alone
91,4%
Couples
71,8%
Groups of friends
70,8%
Families
58,0%

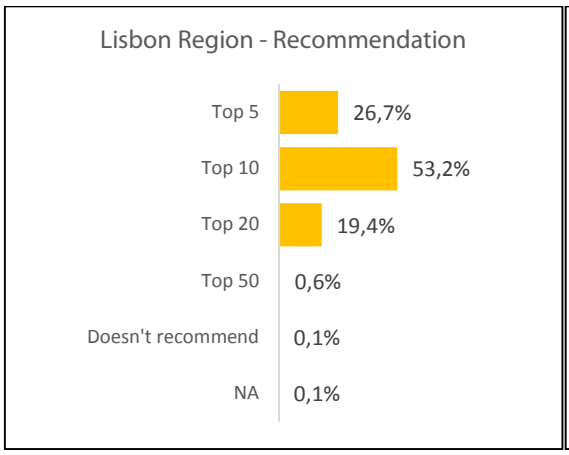

Lisbon Region - Exceeded expectations
Local accommodation
65,4%
Hotel accommodation
72,0%

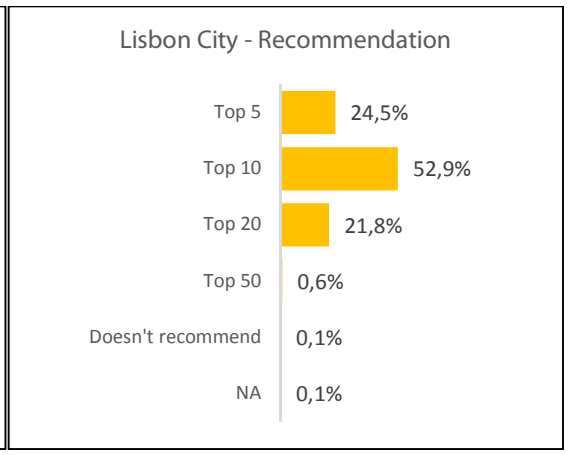
# 9. PROBABILITY OF RETURNING





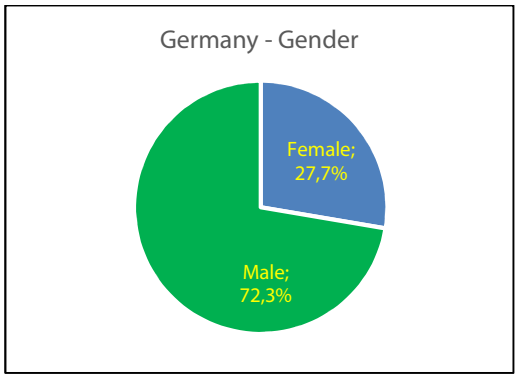

# 10. DEGREE OF RECOMENDATION

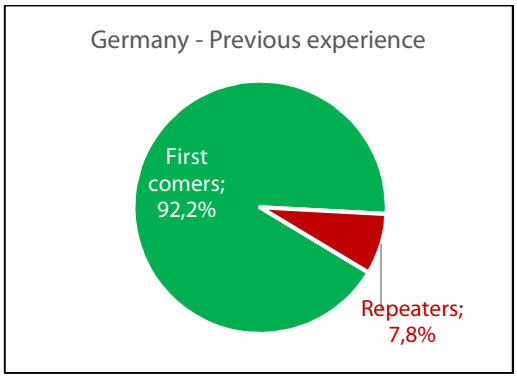


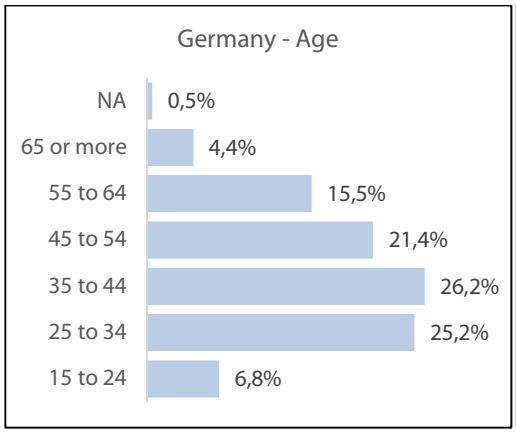



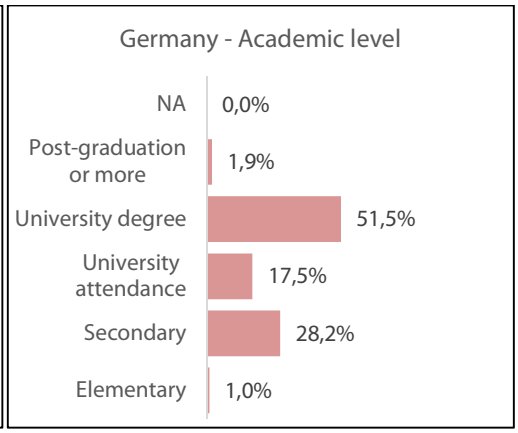
# 11. RESULTS BY NATIONALITY

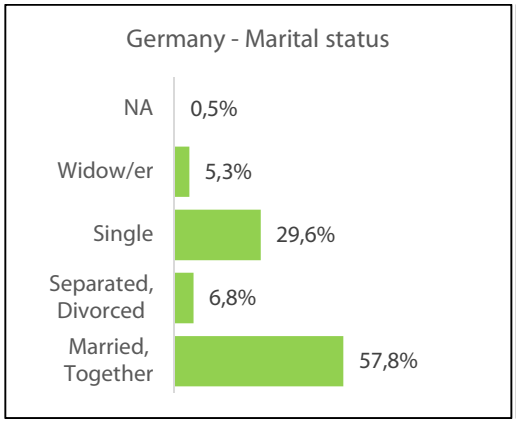
## GERMANY (206 Answers)

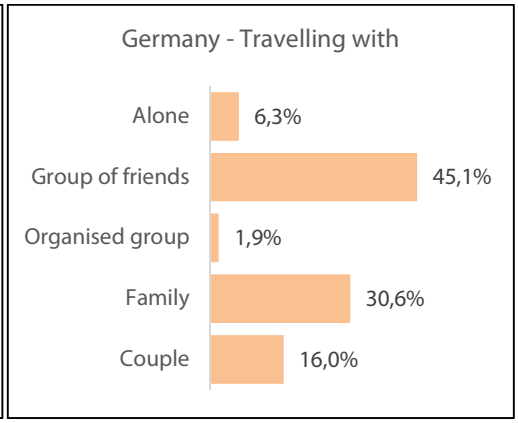


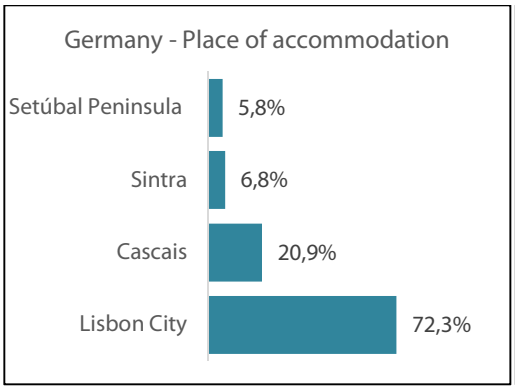



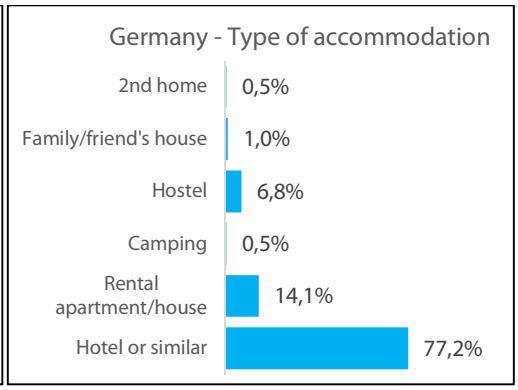



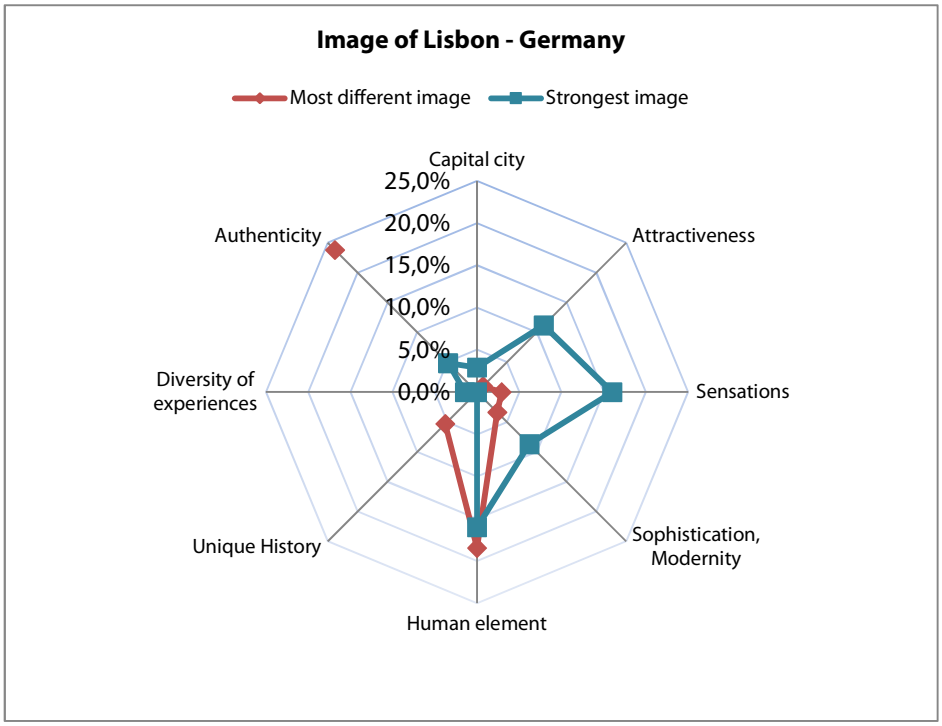



| Importance in the decision to visit Lisbon - Germany | | | | | |
|---|---|---|---|---|---|
| | Very important | Somewhat important | Not at all important | NA | Level of importance (0 to 2) |
| Always wanted to visit Lisbon | 82,5% | 7,8% | 2,9% | 6,8% | 1,85 |
| Family/friends advice | 68,4% | 15,5% | 6,8% | 9,2% | 1,68 |
| Price/cost of the trip | 43,2% | 40,3% | 6,3% | 10,2% | 1,41 |
| Press/TV articles | 35,4% | 11,7% | 43,2% | 9,7% | 0,91 |
| Social media (Facebook, Twitter, blogs, etc) | 26,2% | 18,9% | 46,1% | 8,7% | 0,78 |
| Travel websites | 24,8% | 20,4% | 47,6% | 7,3% | 0,75 |
| www.visitlisboa.com | 18,0% | 22,8% | 41,3% | 18,0% | 0,72 |
| Advertising in the media | 26,7% | 7,3% | 55,3% | 10,7% | 0,68 |
| Advertising in the internet | 20,4% | 18,0% | 50,5% | 11,2% | 0,66 |
| By chance, got the opportunity to | 26,7% | 4,4% | 60,7% | 8,3% | 0,63 |
| Tourism brochures | 22,8% | 10,2% | 56,8% | 10,2% | 0,62 |
| Tourism guides/books | 23,8% | 8,7% | 59,2% | 8,3% | 0,61 |
| Travel agent advice | 23,8% | 7,3% | 60,2% | 8,7% | 0,60 |
| Previous visit | 22,8% | 8,7% | 62,1% | 6,3% | 0,58 |

| Perception of communication campaigns | Germany | |
|---|---|---|
| | About Lisbon | About Portugal |
| News in the media | 47,6% | 48,5% |
| Advertising in the internet | 37,9% | 32,5% |
| Advertising in the media | 34,0% | 46,1% |
| Advertising in tour operators' brochures | 34,0% | 36,9% |

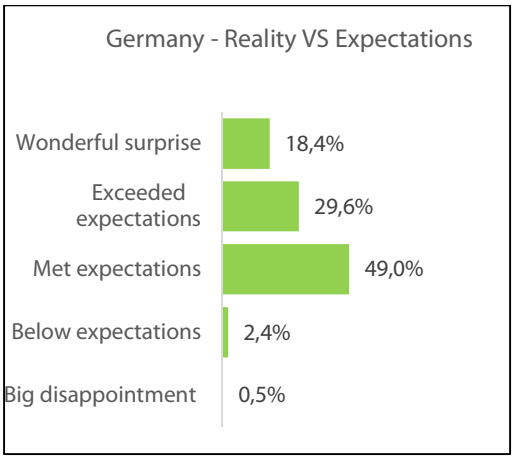
| | IMAGE OF LISBON - Germany | | | | | | |
|---|---|---|---|---|---|---|---|
| | Totally agree | Agree | Neither agree nor disagree | Disagree | DN/NA | % agreement | Level of agreement (-2 to 2) |
| Outdoors city | 48,1% | 44,7% | 2,4% | 0,0% | 4,9% | **92,7%** | **1,48** |
| Capital city | 49,5% | 39,3% | 7,3% | 0,0% | 3,9% | **88,8%** | **1,44** |
| Human city | 44,7% | 45,1% | 3,4% | 0,5% | 6,3% | **89,8%** | **1,43** |
| Interactive people | 39,8% | 47,6% | 2,9% | 0,0% | 9,7% | **87,4%** | **1,41** |
| Modern city | 41,7% | 49,5% | 2,9% | 0,5% | 5,3% | **91,3%** | **1,40** |
| Multicultural and tolerant city | 38,8% | 51,5% | 2,9% | 0,0% | 6,8% | **90,3%** | **1,39** |
| City of feelings/sensations | 37,9% | 53,4% | 2,4% | 0,0% | 6,3% | **91,3%** | **1,38** |
| City with diverse offer | 37,4% | 56,3% | 1,9% | 0,0% | 4,4% | **93,7%** | **1,37** |
| Nice, peaceful city | 32,5% | 56,3% | 0,5% | 0,0% | 10,7% | **88,8%** | **1,36** |
| Dynamic, busy city | 33,5% | 55,3% | 2,4% | 0,0% | 8,7% | **88,8%** | **1,34** |
| Ancient city with history | 31,6% | 57,3% | 2,4% | 0,0% | 8,7% | **88,8%** | **1,32** |
| Creative and trendy city | 28,6% | 60,7% | 1,9% | 0,0% | 8,7% | **89,3%** | **1,29** |
| Romantic city | 36,9% | 45,6% | 9,7% | 0,5% | 7,3% | **82,5%** | **1,28** |
| Unique city | 29,1% | 59,2% | 3,9% | 0,0% | 7,8% | **88,3%** | **1,27** |
| Preserved city | 26,2% | 33,5% | 33,0% | 3,9% | 3,4% | **59,7%** | **0,85** |

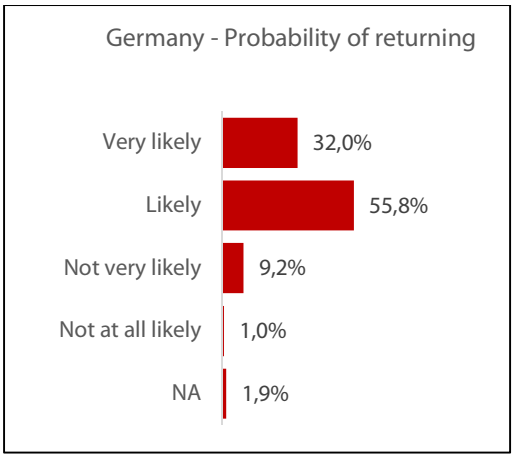


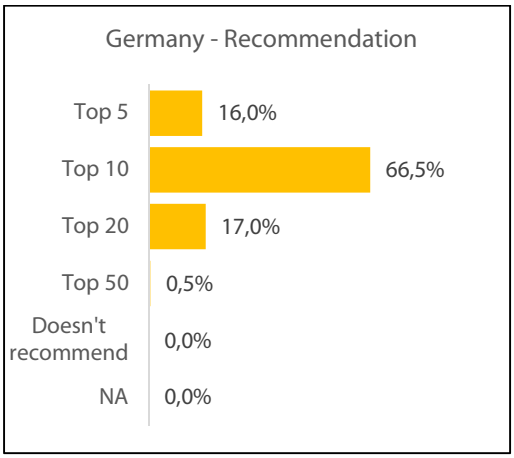
| Importance of parameters - Germany | | | | | |
|---|---|---|---|---|---|
| | Very important | Important | Irrelevant | NA | Level of importance (0 to 2) |
| Value for money | 88,3% | 7,3% | 0,0% | 4,4% | 1,92 |
| Feeling of safety/security | 84,5% | 12,1% | 0,0% | 3,4% | 1,87 |
| Good weather | 81,6% | 14,1% | 0,0% | 4,4% | 1,85 |
| Public transportation network | 81,6% | 16,5% | 0,0% | 1,9% | 1,83 |
| Access to places of interest | 80,6% | 16,0% | 0,5% | 2,9% | 1,83 |
| Tourist signs | 80,1% | 16,0% | 1,0% | 2,9% | 1,82 |
| Offer of monuments | 75,7% | 22,8% | 0,0% | 1,5% | 1,77 |
| Kindness/Helpfulness of local people | 71,4% | 26,2% | 1,5% | 1,0% | 1,71 |
| Offer of modernity | 66,5% | 31,1% | 0,0% | 2,4% | 1,68 |
| Quality of restaurant service | 65,5% | 32,0% | 0,0% | 2,4% | 1,67 |
| Observance of environmental regulations | 61,2% | 34,5% | 0,0% | 4,4% | 1,64 |
| Offer of local gastronomy | 56,3% | 42,7% | 0,5% | 0,5% | 1,56 |
| Conditions for rest and relax | 50,0% | 47,1% | 0,0% | 2,9% | 1,52 |
| Offer of museums | 48,1% | 46,6% | 3,9% | 1,5% | 1,45 |
| Tourism information offices | 45,6% | 46,1% | 4,4% | 3,9% | 1,43 |
| Accessible attractions outside the city | 46,1% | 45,6% | 6,3% | 1,9% | 1,41 |
| Existence of organised tours/programmes | 50,0% | 36,4% | 10,7% | 2,9% | 1,41 |
| Type of accommodation | 42,2% | 52,9% | 3,4% | 1,5% | 1,39 |
| Easy communication with the locals | 41,7% | 52,9% | 3,9% | 1,5% | 1,38 |
| Existence of cultural events | 37,9% | 57,8% | 1,5% | 2,9% | 1,38 |
| Cleanliness of streets and buildings | 35,9% | 59,2% | 0,5% | 4,4% | 1,37 |
| Diversity of restaurants | 36,4% | 62,1% | 0,0% | 1,5% | 1,37 |
| Offer of different experiences | 43,2% | 42,7% | 10,7% | 3,4% | 1,34 |
| Existence of animation activities | 37,4% | 50,0% | 10,7% | 1,9% | 1,27 |
| Quality of accommodation service | 35,4% | 49,0% | 12,6% | 2,9% | 1,24 |
| Nightlife offer | 35,9% | 31,1% | 30,6% | 2,4% | 1,05 |
| Shopping facilities | 29,6% | 34,5% | 32,5% | 3,4% | 0,97 |
| Offer of attractions for children | 25,2% | 17,0% | 53,9% | 3,9% | 0,70 |

| EVALUATION OF PARAMETERS (to whom it was important) | Germany | |
|---|---|---|
| | % satisfaction (8 or more) | Average evaluation (1 to 10) |
| Tourism information offices | 95,6% | 8,82 |
| Offer of attractions for children | 89,5% | 8,72 |
| Kindness/Helpfulness of local people | 93,8% | 8,69 |
| Nightlife offer | 91,3% | 8,67 |
| Good weather | 89,2% | 8,66 |
| Offer of local gastronomy | 92,4% | 8,62 |
| Diversity of restaurants | 92,9% | 8,62 |
| Shopping facilities | 92,5% | 8,62 |
| Tourist signs | 89,1% | 8,55 |
| Accessible attractions outside the city | 90,6% | 8,54 |
| Existence of organised tours/programmes | 88,8% | 8,53 |
| Offer of different experiences | 89,3% | 8,51 |
| Feeling of safety/security | 84,8% | 8,51 |
| Value for money | 89,0% | 8,46 |
| Offer of museums | 87,7% | 8,36 |
| Access to places of interest | 83,8% | 8,34 |
| Quality of restaurant service | 75,7% | 8,32 |
| Offer of monuments | 82,1% | 8,32 |
| Offer of modernity | 84,5% | 8,28 |
| Existence of animation activities | 82,1% | 8,27 |
| Existence of cultural events | 79,7% | 8,24 |
| Conditions for rest and relax | 79,3% | 8,19 |
| Easy communication with the locals | 77,1% | 8,18 |
| Observance of environmental regulations | 57,1% | 7,86 |
| Cleanliness of streets and buildings | 51,1% | 7,74 |
| Public transportation network | 57,2% | 7,52 |
| Quality of accommodation service | 51,8% | 7,49 |
| Type of accommodation | 42,9% | 7,37 |

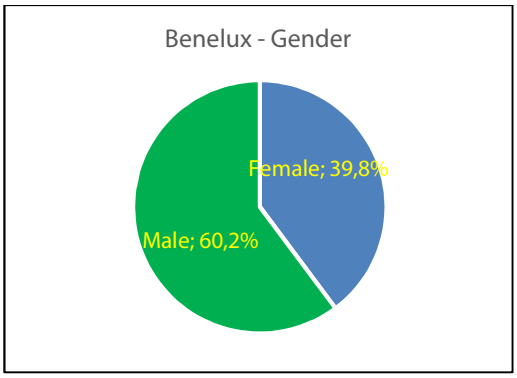
| | Germany | |
|---|---|---|
| | % satisfaction (8 or more) | Average evaluation (1 to 10) |
| **Global evaluation** | 49,3% | 7,47 |

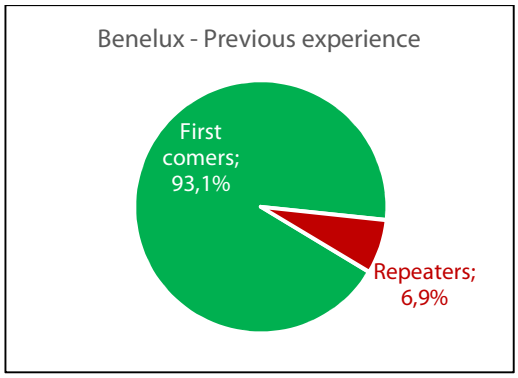

Germany - Reality VS Expectations
Wonderful surprise
18,4%
Exceeded expectations
29,6%
Met expectations
49,0%
Below expectations
2,4%
Big disappointment
0,5%

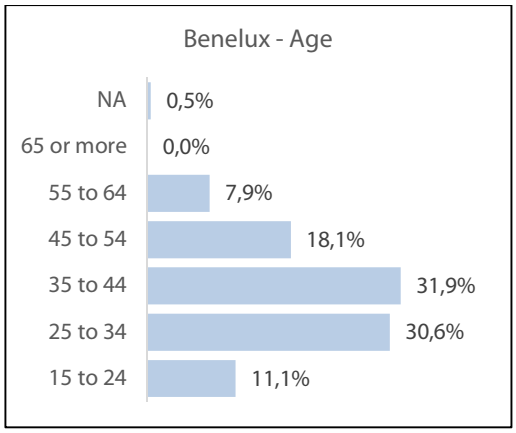

Germany - Probability of returning
Very likely
32,0%
Likely
55,8%
Not very likely
9,2%
Not at all likely
1,0%
NA
1,9%

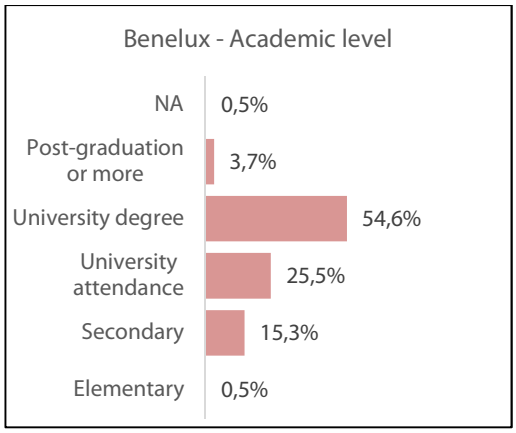

Germany - Recommendation
Top 5
16,0%
Top 10
66,5%
Top 20
17,0%
Top 50
0,5%
Doesn't recommend
0,0%
NA
0,0%

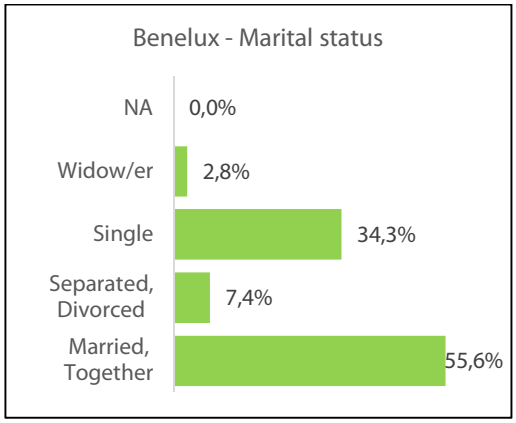
# BENELUX (216 Answers)

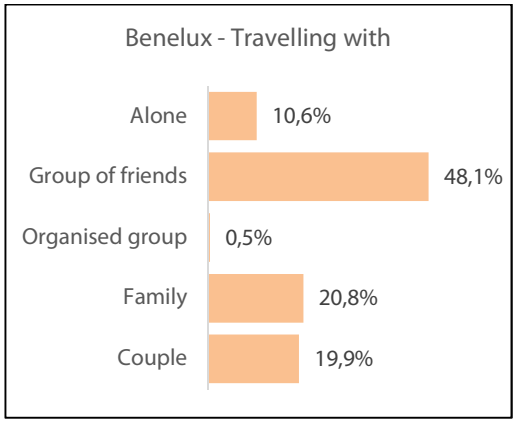


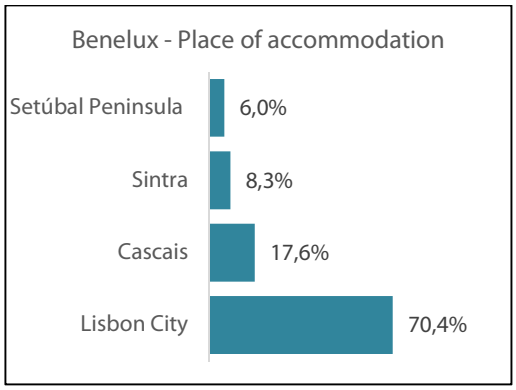



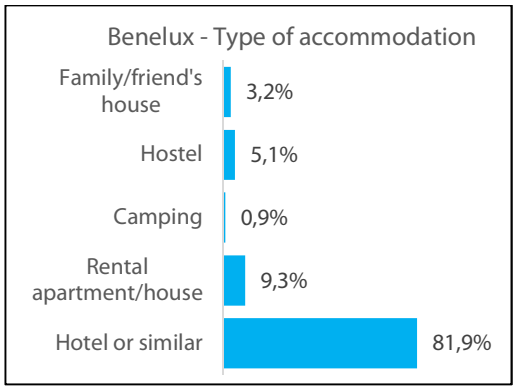



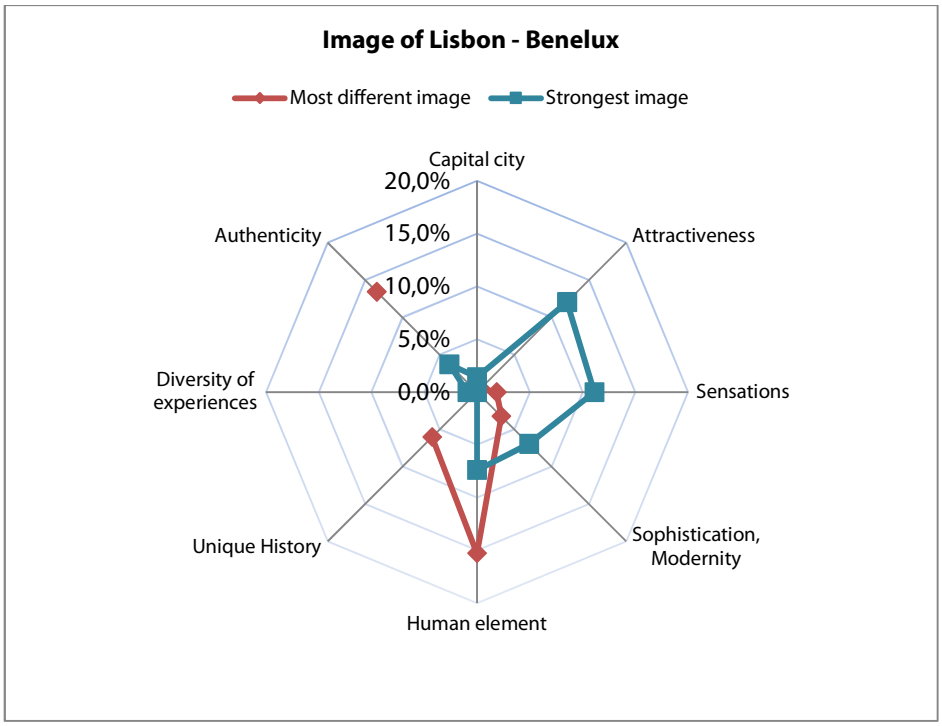



| Importance in the decision to visit Lisbon - Benelux | | | | | |
|---|---|---|---|---|---|
| | Very important | Somewhat important | Not at all important | NA | Level of importance (0 to 2) |
| Always wanted to visit Lisbon | 79,2% | 10,2% | 0,5% | 10,2% | 1,88 |
| Family/friends advice | 68,5% | 18,5% | 6,0% | 6,9% | 1,67 |
| Price/cost of the trip | 51,9% | 32,4% | 2,8% | 13,0% | 1,56 |
| Travel websites | 42,6% | 23,1% | 25,5% | 8,8% | 1,19 |
| Press/TV articles | 49,1% | 15,3% | 31,9% | 3,7% | 1,18 |
| Social media (Facebook, Twitter, blogs, etc) | 36,1% | 28,7% | 24,5% | 10,6% | 1,13 |
| Advertising in the internet | 32,9% | 23,1% | 28,2% | 15,7% | 1,05 |
| Tourism guides/books | 40,7% | 12,5% | 38,0% | 8,8% | 1,03 |
| Tourism brochures | 41,7% | 11,6% | 39,8% | 6,9% | 1,02 |
| www.visitlisboa.com | 31,5% | 23,6% | 30,1% | 14,8% | 1,02 |
| Previous visit | 42,1% | 12,0% | 41,7% | 4,2% | 1,00 |
| Advertising in the media | 37,5% | 16,7% | 37,5% | 8,3% | 1,00 |
| By chance, got the opportunity to | 40,3% | 7,4% | 41,2% | 11,1% | 0,99 |
| Travel agent advice | 32,9% | 13,4% | 40,7% | 13,0% | 0,91 |

| Perception of communication campaigns | Benelux | |
|---|---|---|
| | About Lisbon | About Portugal |
| Advertising in the internet | 61,1% | 50,5% |
| News in the media | 60,2% | 65,3% |
| Advertising in tour operators' brochures | 49,1% | 56,5% |
| Advertising in the media | 46,8% | 68,5% |

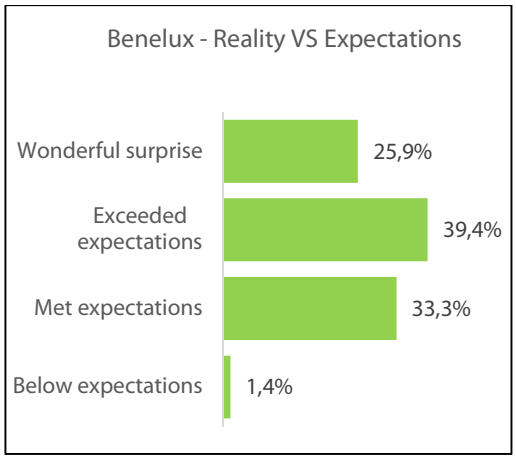
| | IMAGE OF LISBON - Benelux | | | | | | |
|---|---|---|---|---|---|---|---|
| | Totally agree | Agree | Neither agree nor disagree | Disagree | DN/NA | % agreement | Level of agreement (-2 to 2) |
| Interactive people | 49,1% | 39,4% | 2,3% | 0,0% | 9,3% | **88,4%** | **1,52** |
| Human city | 50,9% | 39,8% | 3,7% | 0,0% | 5,6% | **90,7%** | **1,50** |
| Nice, peaceful city | 45,4% | 44,0% | 0,9% | 0,5% | 9,3% | **89,4%** | **1,48** |
| Ancient city with history | 46,3% | 44,0% | 2,3% | 0,0% | 7,4% | **90,3%** | **1,48** |
| Dynamic, busy city | 44,0% | 47,2% | 0,9% | 0,0% | 7,9% | **91,2%** | **1,47** |
| Romantic city | 47,2% | 37,0% | 4,6% | 0,5% | 10,6% | **84,3%** | **1,47** |
| Unique city | 44,4% | 44,0% | 2,8% | 0,0% | 8,8% | **88,4%** | **1,46** |
| Modern city | 46,3% | 43,5% | 4,6% | 0,0% | 5,6% | **89,8%** | **1,44** |
| City with diverse offer | 43,1% | 47,2% | 3,7% | 0,0% | 6,0% | **90,3%** | **1,42** |
| Outdoors city | 42,1% | 48,1% | 3,7% | 0,0% | 6,0% | **90,3%** | **1,41** |
| Creative and trendy city | 39,4% | 43,5% | 4,2% | 0,0% | 13,0% | **82,9%** | **1,40** |
| Capital city | 43,1% | 46,3% | 5,6% | 0,0% | 5,1% | **89,4%** | **1,40** |
| Multicultural and tolerant city | 39,4% | 49,5% | 4,2% | 0,0% | 6,9% | **88,9%** | **1,38** |
| City of feelings/sensations | 35,6% | 56,0% | 1,4% | 0,0% | 6,9% | **91,7%** | **1,37** |
| Preserved city | 42,1% | 26,4% | 19,4% | 5,1% | 6,9% | **68,5%** | **1,13** |

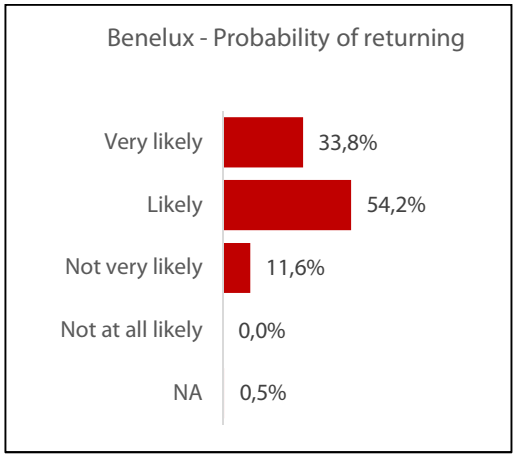


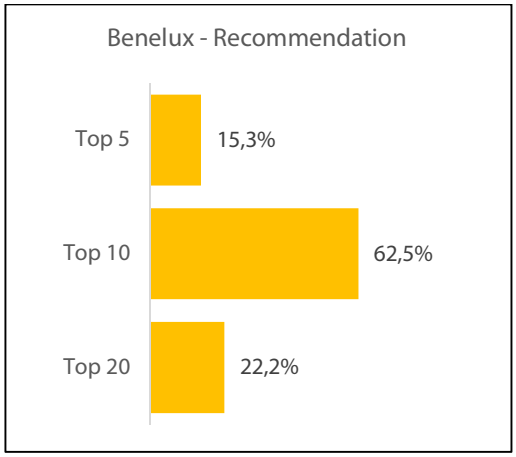
| Importance of parameters - Benelux | | | | | |
|---|---|---|---|---|---|
| | Very important | Important | Irrelevant | NA | Level of importance (0 to 2) |
| Value for money | 84,7% | 8,3% | 0,0% | 6,9% | 1,91 |
| Public transportation network | 80,1% | 15,7% | 0,0% | 4,2% | 1,84 |
| Access to places of interest | 79,6% | 16,2% | 0,0% | 4,2% | 1,83 |
| Feeling of safety/security | 77,8% | 17,1% | 0,0% | 5,1% | 1,82 |
| Good weather | 77,3% | 17,1% | 0,0% | 5,6% | 1,82 |
| Tourist signs | 77,8% | 17,6% | 0,0% | 4,6% | 1,82 |
| Observance of environmental regulations | 73,6% | 19,9% | 0,0% | 6,5% | 1,79 |
| Kindness/Helpfulness of local people | 74,5% | 21,8% | 0,0% | 3,7% | 1,77 |
| Offer of monuments | 75,0% | 23,6% | 0,0% | 1,4% | 1,76 |
| Quality of restaurant service | 63,4% | 35,2% | 0,0% | 1,4% | 1,64 |
| Offer of modernity | 58,8% | 35,6% | 0,0% | 5,6% | 1,62 |
| Offer of local gastronomy | 59,3% | 39,8% | 0,0% | 0,9% | 1,60 |
| Easy communication with the locals | 52,3% | 43,5% | 0,0% | 4,2% | 1,55 |
| Type of accommodation | 54,6% | 43,1% | 1,9% | 0,5% | 1,53 |
| Cleanliness of streets and buildings | 49,1% | 44,4% | 0,0% | 6,5% | 1,52 |
| Offer of different experiences | 52,8% | 37,0% | 5,6% | 4,6% | 1,50 |
| Conditions for rest and relax | 46,8% | 47,2% | 0,5% | 5,6% | 1,49 |
| Accessible attractions outside the city | 50,0% | 43,1% | 3,7% | 3,2% | 1,48 |
| Tourism information offices | 45,4% | 47,7% | 2,3% | 4,6% | 1,45 |
| Offer of museums | 44,9% | 48,6% | 3,2% | 3,2% | 1,43 |
| Diversity of restaurants | 42,6% | 56,9% | 0,0% | 0,5% | 1,43 |
| Existence of organised tours/programmes | 49,1% | 38,9% | 8,3% | 3,7% | 1,42 |
| Quality of accommodation service | 49,1% | 39,8% | 8,8% | 2,3% | 1,41 |
| Existence of cultural events | 36,6% | 57,4% | 0,5% | 5,6% | 1,38 |
| Existence of animation activities | 38,9% | 48,1% | 7,9% | 5,1% | 1,33 |
| Nightlife offer | 40,7% | 38,4% | 16,2% | 4,6% | 1,26 |
| Shopping facilities | 38,0% | 33,3% | 24,1% | 4,6% | 1,15 |
| Offer of attractions for children | 38,4% | 21,8% | 34,3% | 5,6% | 1,04 |

| EVALUATION OF PARAMETERS (to whom it was important) | Benelux | |
|---|---|---|
| | % satisfaction (8 or more) | Average evaluation (1 to 10) |
| Offer of attractions for children | 98,2% | 9,14 |
| Tourism information offices | 94,7% | 8,98 |
| Kindness/Helpfulness of local people | 97,9% | 8,91 |
| Diversity of restaurants | 92,0% | 8,91 |
| Shopping facilities | 95,0% | 8,88 |
| Offer of local gastronomy | 94,6% | 8,87 |
| Good weather | 91,8% | 8,82 |
| Nightlife offer | 93,7% | 8,82 |
| Value for money | 92,2% | 8,77 |
| Quality of restaurant service | 88,8% | 8,77 |
| Offer of different experiences | 91,8% | 8,74 |
| Accessible attractions outside the city | 91,5% | 8,74 |
| Existence of organised tours/programmes | 93,8% | 8,71 |
| Offer of museums | 90,4% | 8,69 |
| Offer of monuments | 86,9% | 8,67 |
| Tourist signs | 87,6% | 8,59 |
| Feeling of safety/security | 86,2% | 8,56 |
| Existence of animation activities | 91,4% | 8,56 |
| Access to places of interest | 87,5% | 8,56 |
| Offer of modernity | 89,7% | 8,48 |
| Easy communication with the locals | 86,8% | 8,45 |
| Existence of cultural events | 90,4% | 8,41 |
| Conditions for rest and relax | 80,9% | 8,32 |
| Observance of environmental regulations | 70,5% | 8,32 |
| Cleanliness of streets and buildings | 65,5% | 8,21 |
| Quality of accommodation service | 70,6% | 8,02 |
| Public transportation network | 67,4% | 7,89 |
| Type of accommodation | 54,0% | 7,65 |

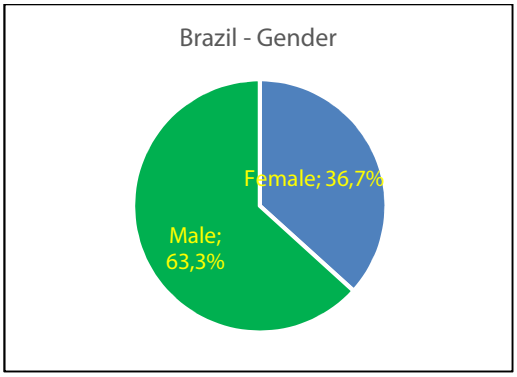
| | Benelux | |
|---|---|---|
| | % satisfaction (8 or more) | Average evaluation (1 to 10) |
| **Global evaluation** | 62,3% | 7,72 |

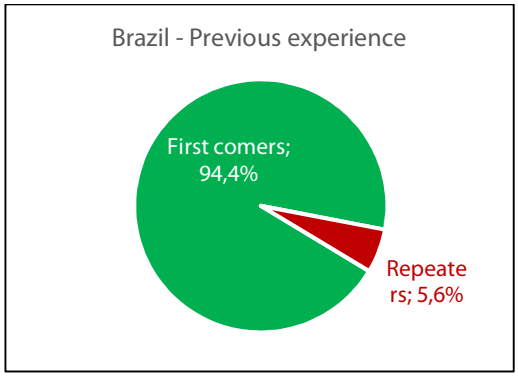

Benelux - Reality VS Expectations
Wonderful surprise
25,9%
Exceeded expectations
39,4%
Met expectations
33,3%
Below expectations
1,4%

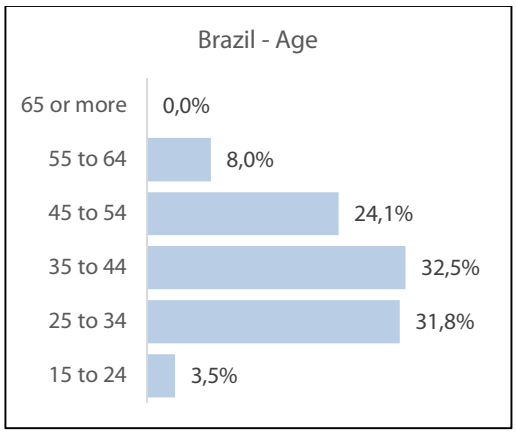

Benelux - Probability of returning
Very likely
33,8%
Likely
54,2%
Not very likely
11,6%
Not at all likely
0,0%
NA
0,5%

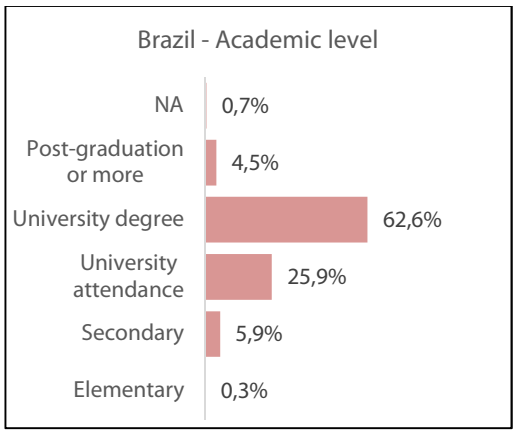

Benelux - Recommendation
Top 5
15,3%
Top 10
62,5%
Top 20
22,2%

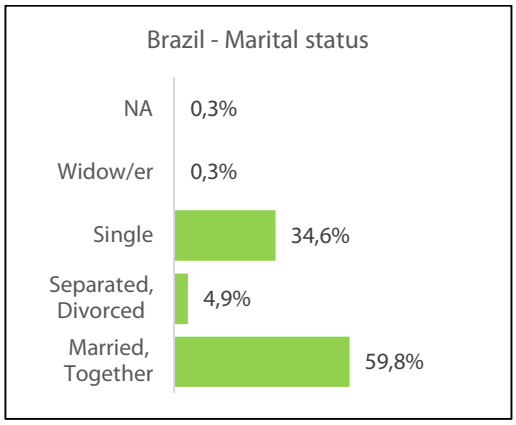
# BRAZIL (286 Answers)

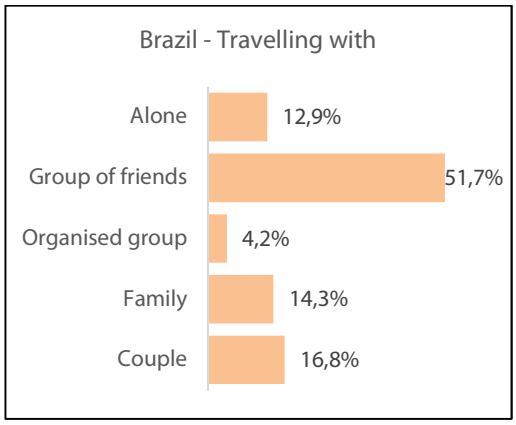


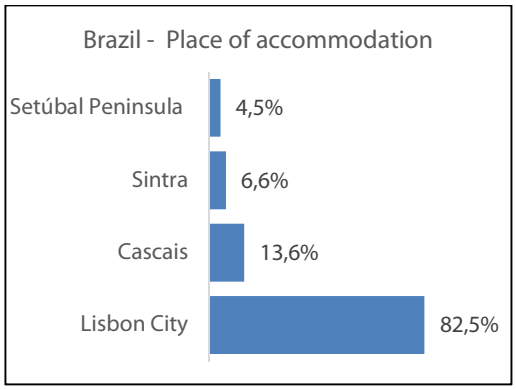



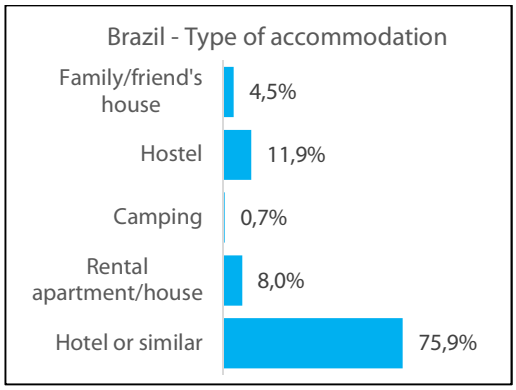



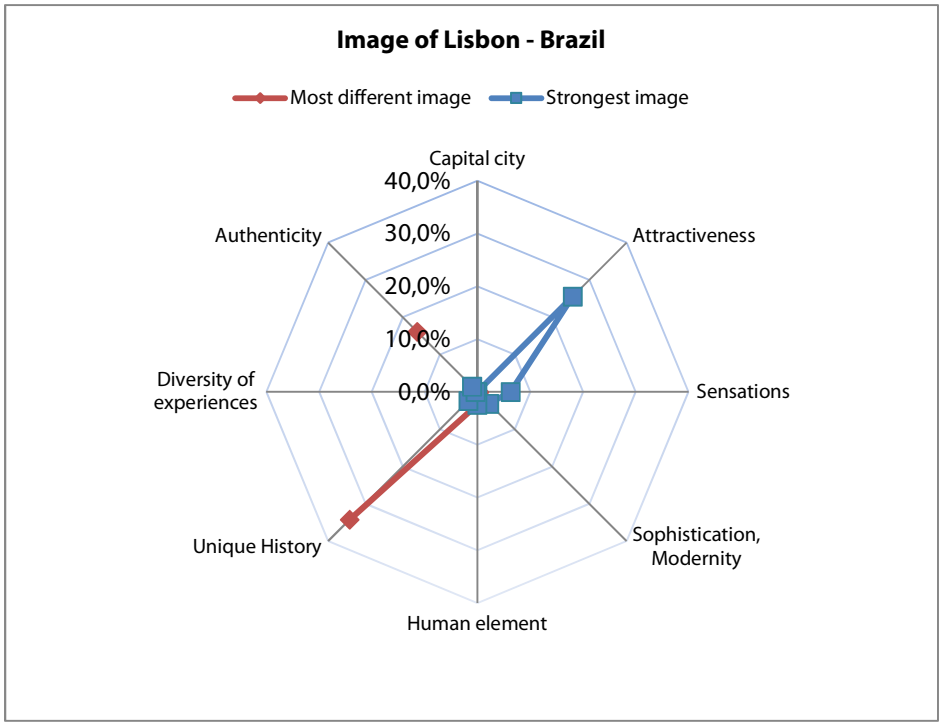



| Importance in the decision to visit Lisbon - Brazil | | | | | |
|---|---|---|---|---|---|
| | Very important | Somewhat important | Not at all important | NA | Level of importance (0 to 2) |
| Always wanted to visit Lisbon | 74,8% | 10,8% | 0,7% | 13,6% | 1,86 |
| Family/friends advice | 70,6% | 16,1% | 3,5% | 9,8% | 1,74 |
| Social media (Facebook, Twitter, blogs, etc) | 39,5% | 25,9% | 17,1% | 17,5% | 1,27 |
| Travel websites | 46,5% | 16,1% | 25,5% | 11,9% | 1,24 |
| Tourism brochures | 49,0% | 10,8% | 29,7% | 10,5% | 1,21 |
| Price/cost of the trip | 40,9% | 19,6% | 23,4% | 16,1% | 1,21 |
| Press/TV articles | 49,3% | 11,9% | 30,8% | 8,0% | 1,20 |
| Tourism guides/books | 50,0% | 10,1% | 33,9% | 5,9% | 1,17 |
| Advertising in the media | 45,5% | 7,7% | 33,2% | 13,6% | 1,14 |
| Previous visit | 45,5% | 15,0% | 33,9% | 5,6% | 1,12 |
| By chance, got the opportunity to | 42,3% | 8,4% | 33,6% | 15,7% | 1,10 |
| www.visitlisboa.com | 29,7% | 27,6% | 22,4% | 20,3% | 1,09 |
| Advertising in the internet | 34,6% | 17,5% | 29,7% | 18,2% | 1,06 |
| Travel agent advice | 33,9% | 17,5% | 31,5% | 17,1% | 1,03 |

| Perception of communication campaigns | Brazil | |
|---|---|---|
| | About Lisbon | About Portugal |
| Advertising in tour operators' brochures | 56,3% | 66,8% |
| Advertising in the internet | 54,9% | 57,3% |
| Advertising in the media | 53,8% | 67,8% |
| News in the media | 53,1% | 65,7% |

| | IMAGE OF LISBON - Brazil | | | | | | |
|---|---|---|---|---|---|---|---|
| | Totally agree | Agree | Neither agree nor disagree | Disagree | DN/NA | % agreement | Level of agreement (-2 to 2) |
| City with diverse offer | 59,1% | 31,5% | 1,4% | 0,0% | 8,0% | **90,6%** | **1,63** |
| Ancient city with history | 57,7% | 31,1% | 1,4% | 0,0% | 9,8% | **88,8%** | **1,62** |
| Interactive people | 60,1% | 32,5% | 1,7% | 0,0% | 5,6% | **92,7%** | **1,62** |
| Nice, peaceful city | 57,0% | 35,7% | 1,0% | 0,0% | 6,3% | **92,7%** | **1,60** |
| Unique city | 57,0% | 36,4% | 1,0% | 0,0% | 5,6% | **93,4%** | **1,59** |
| Multicultural and tolerant city | 56,3% | 35,0% | 1,4% | 0,0% | 7,3% | **91,3%** | **1,59** |
| Romantic city | 52,4% | 38,1% | 0,7% | 0,0% | 8,7% | **90,6%** | **1,57** |
| Human city | 55,2% | 37,8% | 2,4% | 0,0% | 4,5% | **93,0%** | **1,55** |
| Modern city | 53,1% | 40,2% | 2,1% | 0,0% | 4,5% | **93,4%** | **1,53** |
| Creative and trendy city | 49,7% | 38,8% | 1,7% | 0,0% | 9,8% | **88,5%** | **1,53** |
| Dynamic, busy city | 50,0% | 42,0% | 1,0% | 0,0% | 7,0% | **92,0%** | **1,53** |
| City of feelings/sensations | 50,7% | 38,8% | 3,5% | 0,0% | 7,0% | **89,5%** | **1,51** |
| Capital city | 51,0% | 40,2% | 4,5% | 0,0% | 4,2% | **91,3%** | **1,49** |
| Outdoors city | 44,4% | 47,6% | 2,8% | 0,0% | 5,2% | **92,0%** | **1,44** |
| Preserved city | 44,4% | 43,0% | 5,2% | 0,3% | 7,0% | **87,4%** | **1,41** |



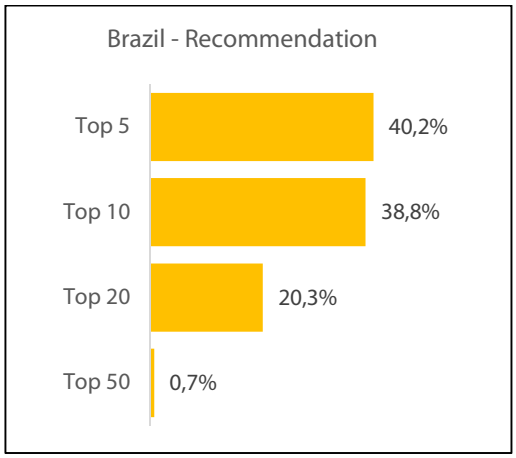
| Importance of parameters - Brazil | | | | | |
|---|---|---|---|---|---|
| | Very important | Important | Irrelevant | NA | Level of importance (0 to 2) |
| Value for money | 87,4% | 9,8% | 0,0% | 2,8% | 1,90 |
| Public transportation network | 78,3% | 16,8% | 0,0% | 4,9% | 1,82 |
| Feeling of safety/security | 74,5% | 17,8% | 0,0% | 7,7% | 1,81 |
| Tourist signs | 74,8% | 18,2% | 0,0% | 7,0% | 1,80 |
| Easy communication with the locals | 73,4% | 22,4% | 0,0% | 4,2% | 1,77 |
| Access to places of interest | 72,7% | 22,7% | 0,0% | 4,5% | 1,76 |
| Kindness/Helpfulness of local people | 73,1% | 23,1% | 0,0% | 3,8% | 1,76 |
| Tourism information offices | 68,9% | 26,2% | 0,0% | 4,9% | 1,72 |
| Offer of modernity | 66,1% | 27,6% | 0,0% | 6,3% | 1,71 |
| Offer of monuments | 67,8% | 29,0% | 0,0% | 3,1% | 1,70 |
| Quality of restaurant service | 64,0% | 33,6% | 0,0% | 2,4% | 1,66 |
| Offer of museums | 59,8% | 31,8% | 0,0% | 8,4% | 1,65 |
| Existence of cultural events | 58,0% | 34,3% | 0,0% | 7,7% | 1,63 |
| Offer of local gastronomy | 61,5% | 36,4% | 0,0% | 2,1% | 1,63 |
| Observance of environmental regulations | 59,1% | 36,0% | 0,0% | 4,9% | 1,62 |
| Offer of different experiences | 58,4% | 35,0% | 1,4% | 5,2% | 1,60 |
| Cleanliness of streets and buildings | 50,3% | 46,2% | 0,7% | 2,8% | 1,51 |
| Good weather | 50,3% | 45,5% | 1,0% | 3,1% | 1,51 |
| Diversity of restaurants | 47,6% | 50,0% | 0,0% | 2,4% | 1,49 |
| Conditions for rest and relax | 46,2% | 47,6% | 0,3% | 5,9% | 1,49 |
| Accessible attractions outside the city | 47,2% | 45,5% | 1,4% | 5,9% | 1,49 |
| Existence of organised tours/programmes | 51,0% | 36,0% | 5,9% | 7,0% | 1,48 |
| Nightlife offer | 47,2% | 45,5% | 2,8% | 4,5% | 1,47 |
| Existence of animation activities | 43,4% | 46,5% | 2,1% | 8,0% | 1,45 |
| Type of accommodation | 45,8% | 45,5% | 5,6% | 3,1% | 1,42 |
| Shopping facilities | 44,4% | 43,7% | 7,3% | 4,5% | 1,39 |
| Quality of accommodation service | 42,3% | 44,1% | 10,5% | 3,1% | 1,33 |
| Offer of attractions for children | 43,4% | 19,2% | 33,6% | 3,8% | 1,10 |

| EVALUATION OF PARAMETERS (to whom it was important) | Brazil | |
|---|---|---|
| | % satisfaction (8 or more) | Average evaluation (1 to 10) |
| Observance of environmental regulations | 98,0% | 9,13 |
| Offer of attractions for children | 97,6% | 9,12 |
| Cleanliness of streets and buildings | 96,9% | 9,09 |
| Diversity of restaurants | 94,3% | 9,02 |
| Offer of local gastronomy | 94,8% | 9,00 |
| Feeling of safety/security | 94,9% | 8,99 |
| Tourism information offices | 96,7% | 8,96 |
| Existence of organised tours/programmes | 94,0% | 8,93 |
| Quality of restaurant service | 91,8% | 8,89 |
| Nightlife offer | 95,5% | 8,88 |
| Shopping facilities | 94,1% | 8,88 |
| Tourist signs | 94,4% | 8,85 |
| Kindness/Helpfulness of local people | 93,4% | 8,83 |
| Offer of monuments | 93,5% | 8,80 |
| Access to places of interest | 92,3% | 8,80 |
| Offer of different experiences | 93,5% | 8,77 |
| Accessible attractions outside the city | 94,0% | 8,77 |
| Easy communication with the locals | 93,8% | 8,76 |
| Offer of museums | 91,4% | 8,70 |
| Offer of modernity | 92,8% | 8,69 |
| Public transportation network | 88,7% | 8,66 |
| Conditions for rest and relax | 90,5% | 8,65 |
| Existence of animation activities | 94,2% | 8,64 |
| Existence of cultural events | 91,9% | 8,54 |
| Quality of accommodation service | 78,7% | 8,40 |
| Value for money | 64,6% | 8,28 |
| Good weather | 65,6% | 8,13 |
| Type of accommodation | 61,7% | 7,78 |

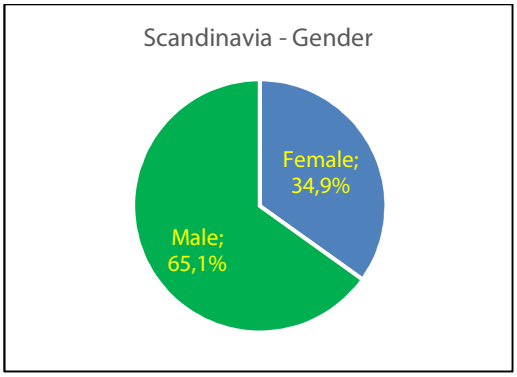
| | Brazil | |
|---|---|---|
| | % satisfaction (8 or more) | Average evaluation (1 to 10) |
| **Global evaluation** | 91,9% | 8,31 |

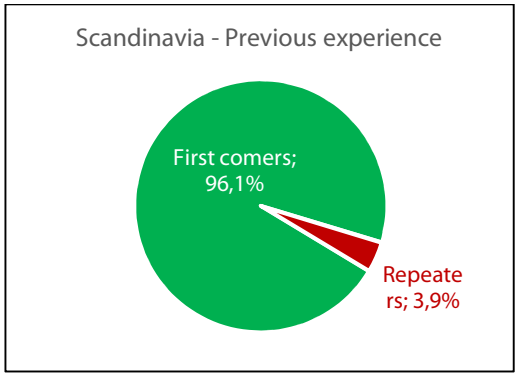
Brazil - Reality VS Expectations
Wonderful surprise
51,7%
Exceeded expectations
40,2%
Met expectations
7,3%
Below expectations
0,7%

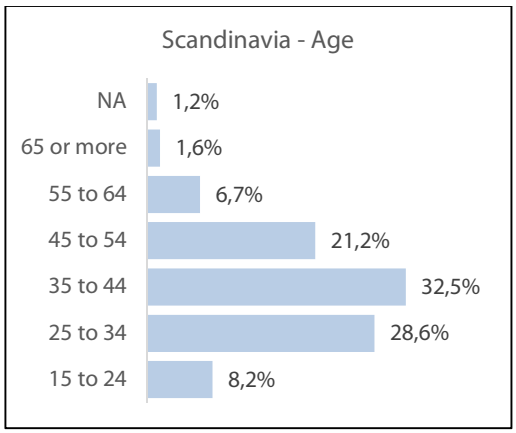
Brazil - Probability of returning
Very likely
55,9%
Likely
36,7%
Not very likely
6,3%
Not at all likely
0,0%
NA
1,0%

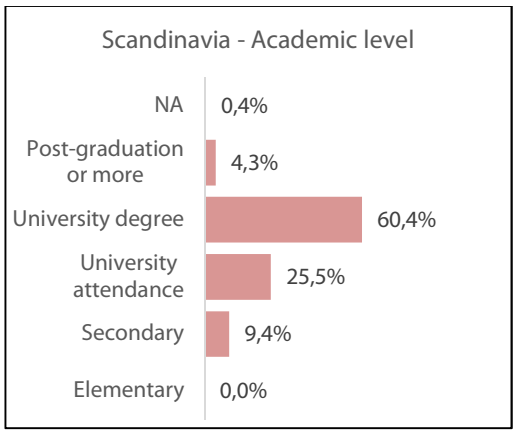

Brazil - Recommendation
Top 5
40,2%
Top 10
38,8%
Top 20
20,3%
Top 50
0,7%

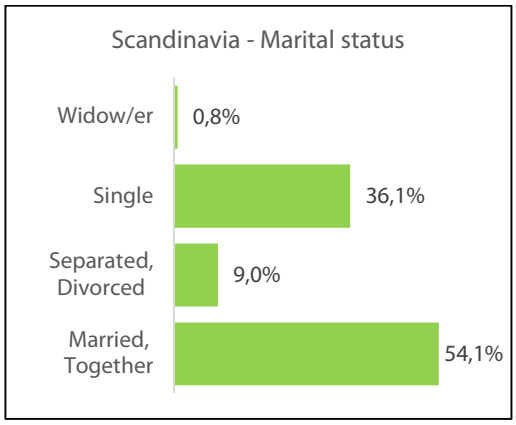
# SCANDINAVIA (255 Answers)

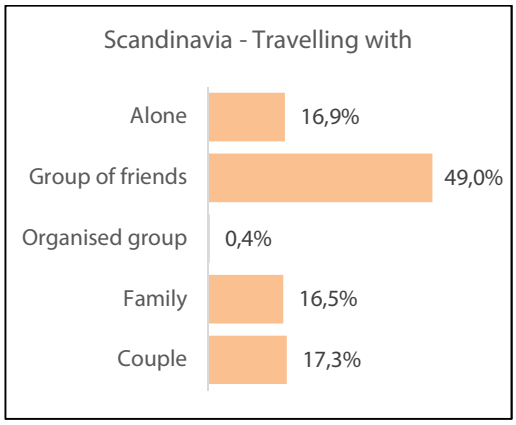


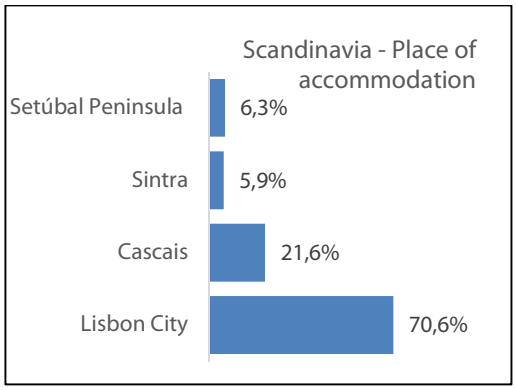



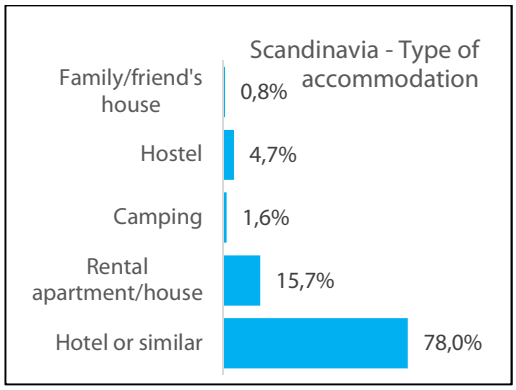



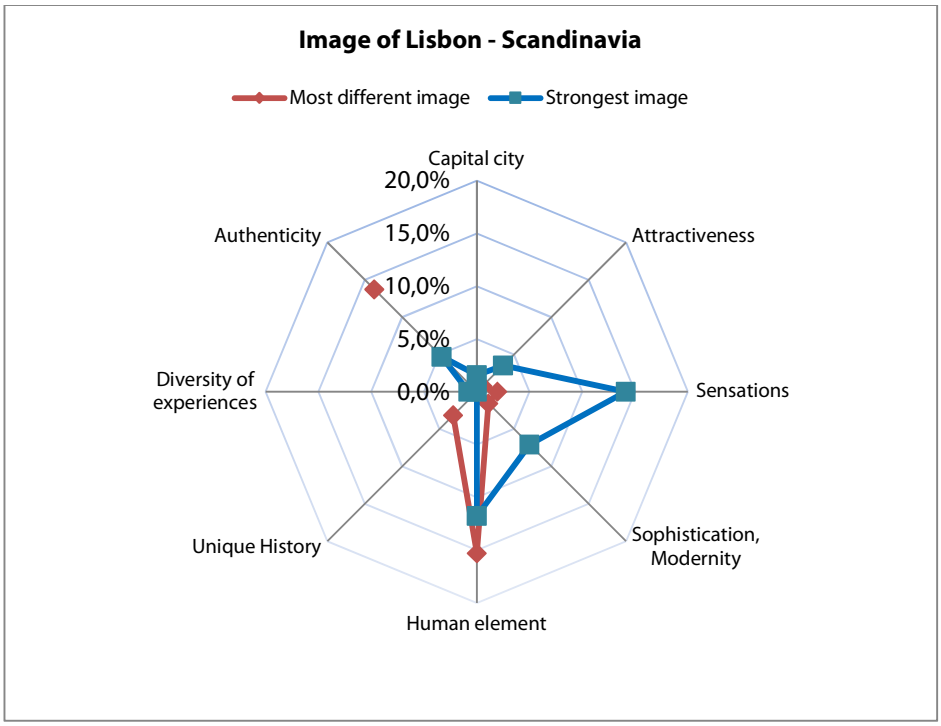



| Importance in the decision to visit Lisbon - Scandinavia | | | | | |
|---|---|---|---|---|---|
| | Very important | Somewhat important | Not at all important | NA | Level of importance (0 to 2) |
| Always wanted to visit Lisbon | 73,7% | 11,8% | 3,5% | 11,0% | 1,79 |
| Family/friends advice | 69,8% | 15,7% | 6,3% | 8,2% | 1,69 |
| Price/cost of the trip | 46,3% | 31,8% | 7,8% | 14,1% | 1,45 |
| Travel websites | 49,4% | 18,8% | 23,1% | 8,6% | 1,29 |
| Press/TV articles | 49,8% | 13,3% | 31,4% | 5,5% | 1,20 |
| Social media (Facebook, Twitter, blogs, etc) | 32,2% | 28,2% | 26,7% | 12,9% | 1,06 |
| Advertising in the media | 43,1% | 9,4% | 38,8% | 8,6% | 1,05 |
| Tourism brochures | 43,9% | 9,8% | 41,2% | 5,1% | 1,03 |
| Advertising in the internet | 33,3% | 20,8% | 31,4% | 14,5% | 1,02 |
| Previous visit | 42,0% | 12,2% | 41,2% | 4,7% | 1,01 |
| Tourism guides/books | 40,4% | 12,5% | 40,4% | 6,7% | 1,00 |
| www.visitlisboa.com | 27,8% | 27,1% | 28,6% | 16,5% | 0,99 |
| By chance, got the opportunity to | 39,2% | 7,1% | 41,6% | 12,2% | 0,97 |
| Travel agent advice | 33,7% | 12,5% | 40,4% | 13,3% | 0,92 |

| Perception of communication campaigns | Scandinavia | |
|---|---|---|
| | About Lisbon | About Portugal |
| Advertising in the internet | 57,3% | 54,1% |
| News in the media | 56,9% | 65,9% |
| Advertising in tour operators' brochures | 54,1% | 55,7% |
| Advertising in the media | 46,7% | 67,8% |

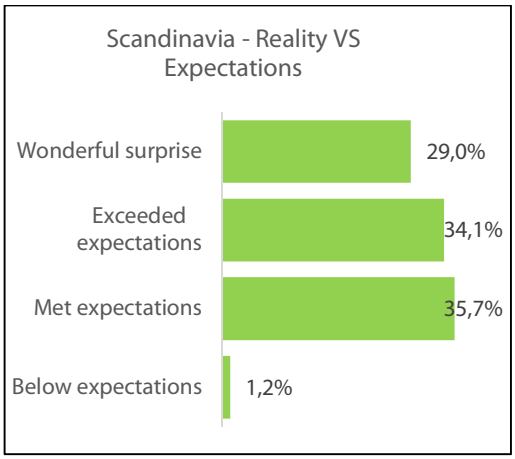
| | IMAGE OF LISBON - Scandinavia | | | | | | |
|---|---|---|---|---|---|---|---|
| | Totally agree | Agree | Neither agree nor disagree | Disagree | DN/NA | % agreement | Level of agreement (-2 to 2) |
| Ancient city with history | 52,2% | 40,0% | 1,6% | 0,0% | 6,3% | **92,2%** | **1,54** |
| Interactive people | 51,8% | 40,4% | 1,6% | 0,0% | 6,3% | **92,2%** | **1,54** |
| Human city | 46,7% | 46,7% | 1,2% | 0,0% | 5,5% | **93,3%** | **1,48** |
| Nice, peaceful city | 44,3% | 46,3% | 2,0% | 0,0% | 7,5% | **90,6%** | **1,46** |
| Modern city | 47,1% | 47,1% | 2,7% | 0,0% | 3,1% | **94,1%** | **1,46** |
| Outdoors city | 45,9% | 44,3% | 3,1% | 0,4% | 6,3% | **90,2%** | **1,45** |
| Unique city | 45,1% | 47,5% | 2,7% | 0,0% | 4,7% | **92,5%** | **1,44** |
| Romantic city | 45,5% | 42,0% | 4,7% | 0,0% | 7,8% | **87,5%** | **1,44** |
| Dynamic, busy city | 42,0% | 51,0% | 0,8% | 0,0% | 6,3% | **92,9%** | **1,44** |
| Creative and trendy city | 42,4% | 48,6% | 2,4% | 0,0% | 6,7% | **91,0%** | **1,43** |
| Multicultural and tolerant city | 41,2% | 50,2% | 1,6% | 0,0% | 7,1% | **91,4%** | **1,43** |
| City with diverse offer | 40,0% | 53,3% | 1,6% | 0,0% | 5,1% | **93,3%** | **1,40** |
| Capital city | 42,4% | 47,8% | 6,7% | 0,0% | 3,1% | **90,2%** | **1,37** |
| City of feelings/sensations | 34,1% | 59,6% | 2,4% | 0,0% | 3,9% | **93,7%** | **1,33** |
| Preserved city | 42,7% | 27,1% | 22,7% | 4,3% | 3,1% | **69,8%** | **1,12** |

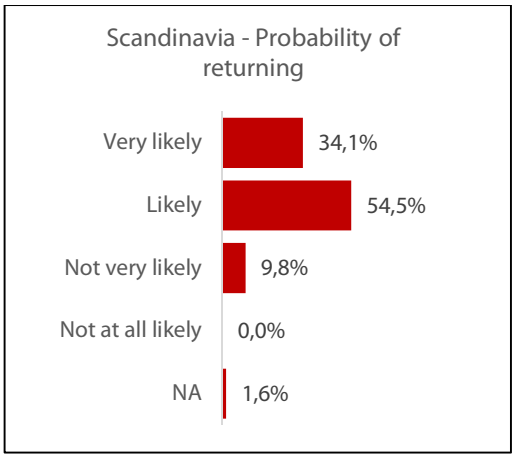


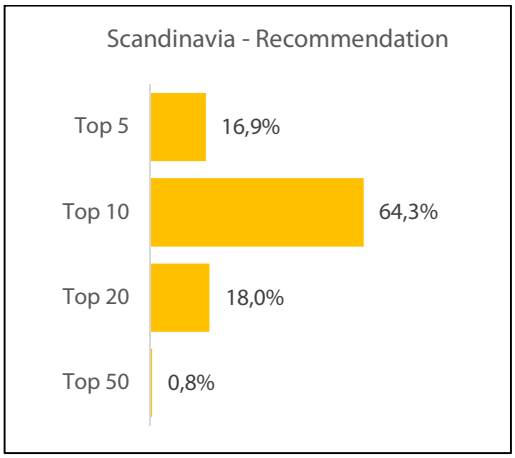
| Importance of parameters - Scandinavia | | | | | |
|---|---|---|---|---|---|
| | Very important | Important | Irrelevant | NA | Level of importance (0 to 2) |
| Value for money | 89,4% | 4,7% | 0,0% | 5,9% | 1,95 |
| Observance of environmental regulations | 80,8% | 13,3% | 0,0% | 5,9% | 1,86 |
| Public transportation network | 81,6% | 14,1% | 0,0% | 4,3% | 1,85 |
| Good weather | 80,8% | 13,3% | 0,4% | 5,5% | 1,85 |
| Tourist signs | 79,2% | 15,3% | 0,0% | 5,5% | 1,84 |
| Access to places of interest | 79,6% | 16,1% | 0,0% | 4,3% | 1,83 |
| Feeling of safety/security | 78,4% | 16,1% | 0,0% | 5,5% | 1,83 |
| Kindness/Helpfulness of local people | 71,4% | 20,0% | 0,4% | 8,2% | 1,77 |
| Offer of monuments | 72,2% | 26,3% | 0,0% | 1,6% | 1,73 |
| Offer of modernity | 62,0% | 27,8% | 0,4% | 9,8% | 1,68 |
| Quality of restaurant service | 68,2% | 31,8% | 0,0% | 0,0% | 1,68 |
| Cleanliness of streets and buildings | 57,3% | 38,0% | 0,0% | 4,7% | 1,60 |
| Offer of local gastronomy | 57,6% | 42,4% | 0,0% | 0,0% | 1,58 |
| Conditions for rest and relax | 49,4% | 40,0% | 0,4% | 10,2% | 1,55 |
| Type of accommodation | 52,9% | 46,7% | 0,4% | 0,0% | 1,53 |
| Easy communication with the locals | 49,0% | 43,1% | 2,4% | 5,5% | 1,49 |
| Accessible attractions outside the city | 48,2% | 43,5% | 2,0% | 6,3% | 1,49 |
| Existence of organised tours/programmes | 51,8% | 35,3% | 6,7% | 6,3% | 1,48 |
| Diversity of restaurants | 47,1% | 52,5% | 0,0% | 0,4% | 1,47 |
| Offer of museums | 47,8% | 41,6% | 3,9% | 6,7% | 1,47 |
| Existence of cultural events | 42,0% | 47,8% | 0,8% | 9,4% | 1,45 |
| Tourism information offices | 45,9% | 40,0% | 5,5% | 8,6% | 1,44 |
| Quality of accommodation service | 46,7% | 43,9% | 5,9% | 3,5% | 1,42 |
| Offer of different experiences | 44,7% | 40,4% | 7,5% | 7,5% | 1,40 |
| Existence of animation activities | 34,5% | 50,2% | 7,1% | 8,2% | 1,30 |
| Nightlife offer | 35,3% | 39,6% | 15,7% | 9,4% | 1,22 |
| Shopping facilities | 36,9% | 33,7% | 23,1% | 6,3% | 1,15 |
| Offer of attractions for children | 40,0% | 16,9% | 37,3% | 5,9% | 1,03 |

| EVALUATION OF PARAMETERS (to whom it was important) | Scandinavia | |
|---|---|---|
| | % satisfaction (8 or more) | Average evaluation (1 to 10) |
| Offer of attractions for children | 97,1% | 9,14 |
| Tourism information offices | 94,9% | 9,03 |
| Diversity of restaurants | 93,5% | 9,00 |
| Quality of restaurant service | 88,5% | 8,90 |
| Good weather | 92,2% | 8,88 |
| Nightlife offer | 96,7% | 8,88 |
| Offer of local gastronomy | 94,0% | 8,87 |
| Shopping facilities | 94,0% | 8,84 |
| Kindness/Helpfulness of local people | 96,0% | 8,79 |
| Value for money | 94,0% | 8,79 |
| Existence of organised tours/programmes | 89,1% | 8,75 |
| Feeling of safety/security | 89,0% | 8,75 |
| Tourist signs | 92,9% | 8,75 |
| Offer of different experiences | 92,7% | 8,73 |
| Offer of monuments | 87,9% | 8,67 |
| Offer of modernity | 93,2% | 8,67 |
| Accessible attractions outside the city | 91,6% | 8,62 |
| Access to places of interest | 87,8% | 8,61 |
| Existence of animation activities | 89,1% | 8,56 |
| Conditions for rest and relax | 86,9% | 8,53 |
| Easy communication with the locals | 87,9% | 8,52 |
| Offer of museums | 88,7% | 8,50 |
| Existence of cultural events | 86,6% | 8,45 |
| Observance of environmental regulations | 66,1% | 8,29 |
| Cleanliness of streets and buildings | 62,6% | 8,17 |
| Quality of accommodation service | 70,6% | 8,06 |
| Public transportation network | 69,9% | 7,89 |
| Type of accommodation | 57,9% | 7,70 |

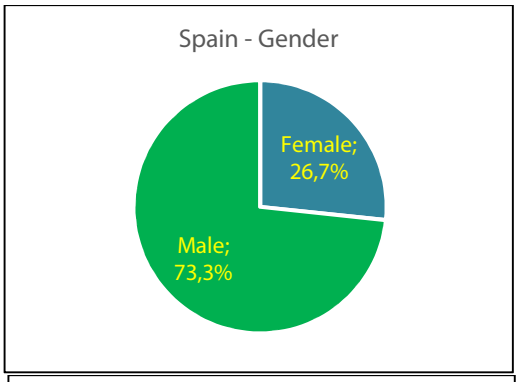
| Scandinavia | | |
|---|---|---|
| | % satisfaction (8 or more) | Average evaluation (1 to 10) |
| **Global evaluation** | 64,7% | 7,68 |

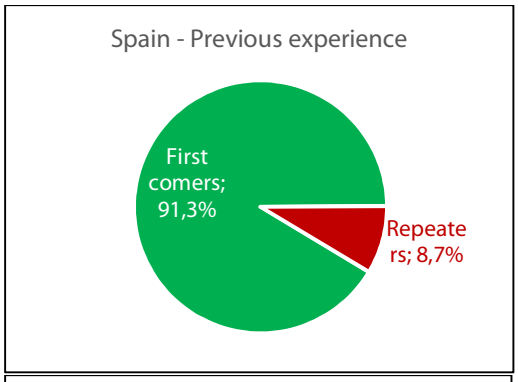

Scandinavia - Reality VS Expectations
Wonderful surprise
29,0%
Exceeded expectations
34,1%
Met expectations
35,7%
Below expectations
1,2%

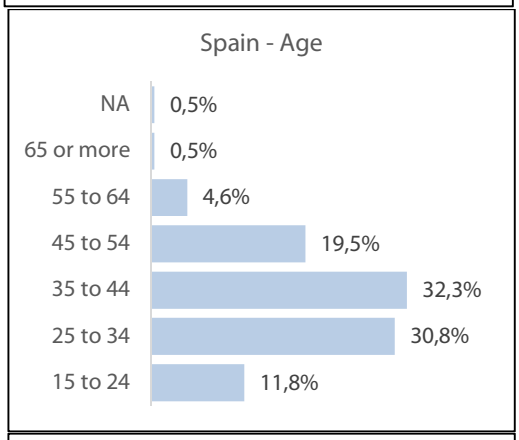

Scandinavia - Probability of returning
Very likely
34,1%
Likely
54,5%
Not very likely
9,8%
Not at all likely
0,0%
NA
1,6%

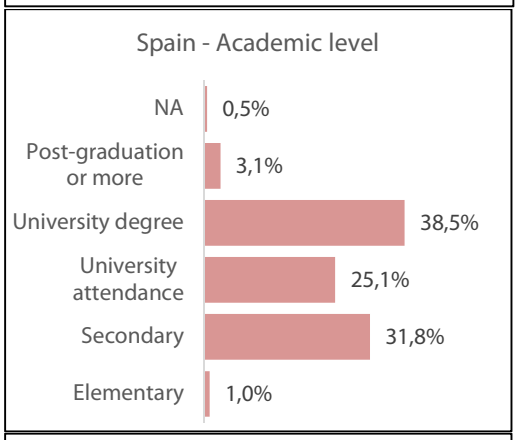

Scandinavia - Recommendation
Top 5
16,9%
Top 10
64,3%
Top 20
18,0%
Top 50
0,8%

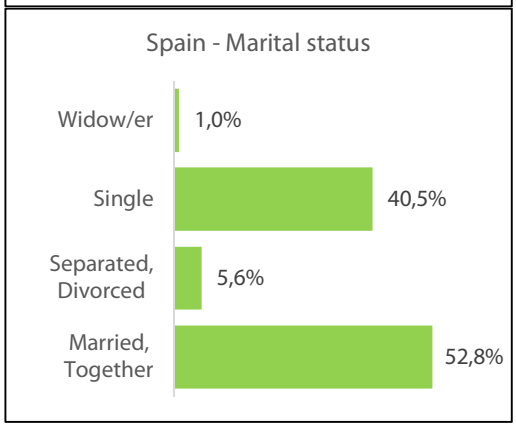
# SPAIN (195 Answers)

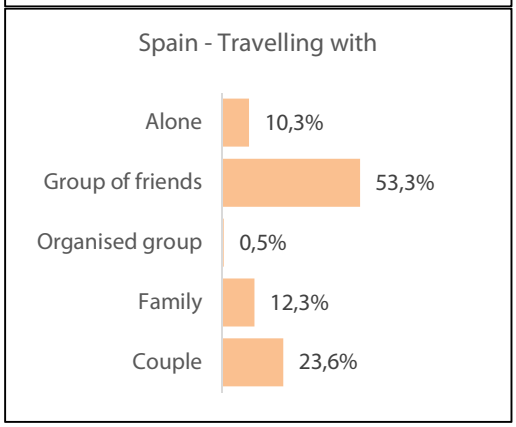


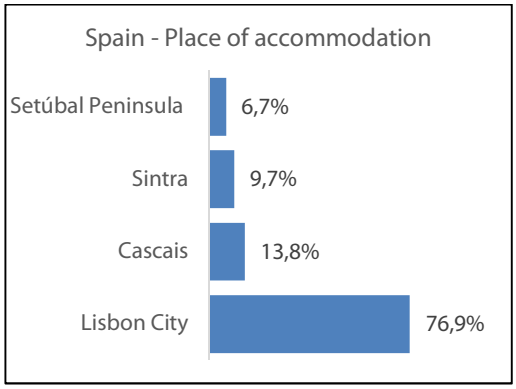



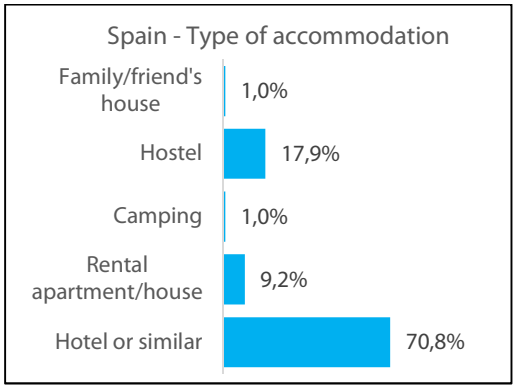



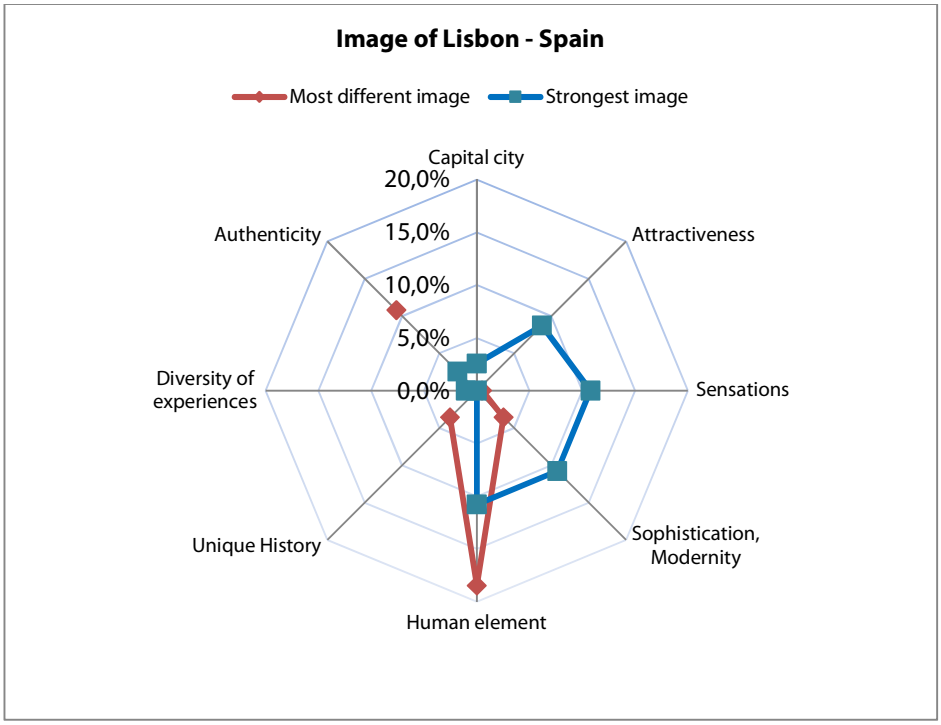



| Importance in the decision to visit Lisbon - Spain | | | | | |
|---|---|---|---|---|---|
| | Very important | Somewhat important | Not at all important | NA | Level of importance (0 to 2) |
| Always wanted to visit Lisbon | 81,5% | 6,7% | 2,6% | 9,2% | 1,87 |
| Price/cost of the trip | 72,3% | 15,9% | 1,0% | 10,8% | 1,80 |
| Family/friends advice | 73,8% | 15,4% | 2,6% | 8,2% | 1,78 |
| Press/TV articles | 41,0% | 10,8% | 39,0% | 9,2% | 1,02 |
| Social media (Facebook, Twitter, blogs, etc) | 36,4% | 17,4% | 36,4% | 9,7% | 1,00 |
| Travel websites | 39,0% | 9,2% | 40,5% | 11,3% | 0,98 |
| By chance, got the opportunity to | 41,5% | 3,6% | 43,6% | 11,3% | 0,98 |
| Tourism guides/books | 37,4% | 9,2% | 40,5% | 12,8% | 0,96 |
| Advertising in the media | 38,5% | 7,7% | 42,1% | 11,8% | 0,96 |
| Advertising in the internet | 32,3% | 17,4% | 37,9% | 12,3% | 0,94 |
| Tourism brochures | 35,4% | 11,8% | 41,5% | 11,3% | 0,93 |
| Travel agent advice | 34,9% | 12,3% | 41,5% | 11,3% | 0,92 |
| Previous visit | 35,9% | 14,4% | 44,1% | 5,6% | 0,91 |
| www.visitlisboa.com | 29,7% | 17,4% | 41,0% | 11,8% | 0,87 |

| Perception of communication campaigns | Spain | |
|---|---|---|
| | About Lisbon | About Portugal |
| Advertising in the internet | 49,7% | 51,3% |
| News in the media | 49,2% | 56,9% |
| Advertising in the media | 47,2% | 61,5% |
| Advertising in tour operators' brochures | 43,6% | 53,8% |

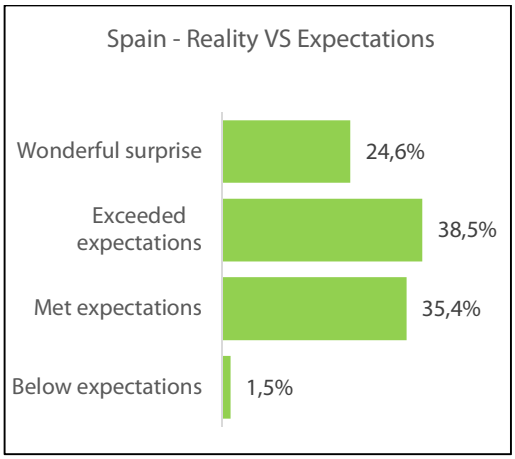
| | IMAGE OF LISBON - Spain | | | | | | |
|---|---|---|---|---|---|---|---|
| | Totally agree | Agree | Neither agree nor disagree | Disagree | DN/NA | % agreement | Level of agreement (-2 to 2) |
| Interactive people | 48,2% | 40,0% | 3,6% | 0,0% | 8,2% | **88,2%** | **1,49** |
| Ancient city with history | 46,2% | 45,1% | 1,5% | 0,0% | 7,2% | **91,3%** | **1,48** |
| Modern city | 43,6% | 45,6% | 2,6% | 0,0% | 8,2% | **89,2%** | **1,45** |
| Nice, peaceful city | 41,5% | 49,7% | 1,5% | 0,0% | 7,2% | **91,3%** | **1,43** |
| Human city | 42,1% | 44,6% | 3,6% | 0,0% | 9,7% | **86,7%** | **1,43** |
| Unique city | 41,0% | 50,3% | 2,1% | 0,0% | 6,7% | **91,3%** | **1,42** |
| Outdoors city | 44,6% | 45,6% | 5,1% | 0,0% | 4,6% | **90,3%** | **1,41** |
| City with diverse offer | 39,5% | 49,2% | 2,1% | 0,0% | 9,2% | **88,7%** | **1,41** |
| Multicultural and tolerant city | 38,5% | 52,3% | 1,0% | 0,0% | 8,2% | **90,8%** | **1,41** |
| Dynamic, busy city | 37,9% | 50,3% | 1,5% | 0,0% | 10,3% | **88,2%** | **1,41** |
| Romantic city | 41,0% | 45,6% | 4,6% | 0,0% | 8,7% | **86,7%** | **1,40** |
| Creative and trendy city | 36,4% | 52,8% | 1,5% | 0,0% | 9,2% | **89,2%** | **1,38** |
| City of feelings/sensations | 35,9% | 51,3% | 4,6% | 0,0% | 8,2% | **87,2%** | **1,34** |
| Capital city | 39,0% | 49,2% | 7,7% | 0,0% | 4,1% | **88,2%** | **1,33** |
| Preserved city | 41,5% | 31,8% | 21,0% | 1,0% | 4,6% | **73,3%** | **1,19** |

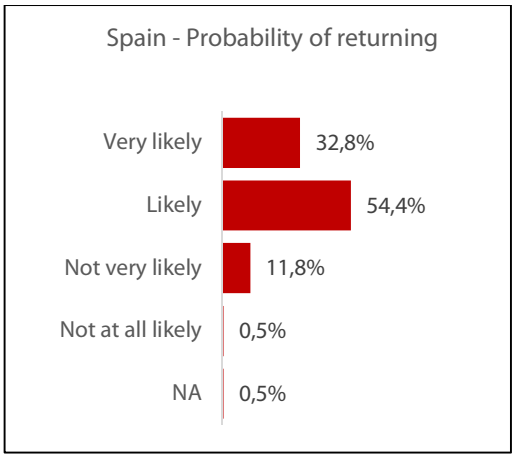


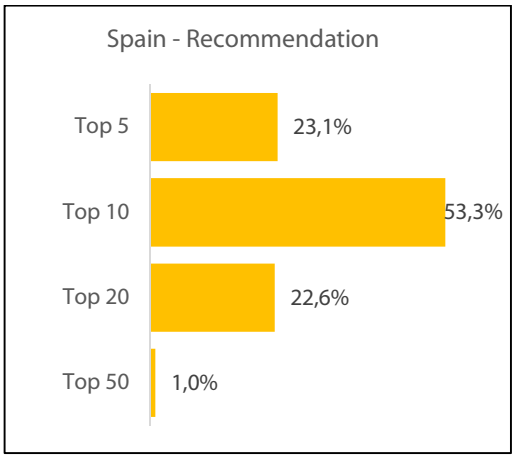
| Importance of parameters - Spain | | | | | |
|---|---|---|---|---|---|
| | Very important | Important | Irrelevant | NA | Level of importance (0 to 2) |
| Value for money | 85,1% | 8,7% | 0,5% | 5,6% | 1,90 |
| Feeling of safety/security | 82,1% | 15,4% | 0,0% | 2,6% | 1,84 |
| Tourist signs | 79,5% | 17,9% | 0,0% | 2,6% | 1,82 |
| Public transportation network | 77,4% | 20,5% | 0,0% | 2,1% | 1,79 |
| Access to places of interest | 75,9% | 22,6% | 0,0% | 1,5% | 1,77 |
| Kindness/Helpfulness of local people | 70,8% | 25,1% | 0,0% | 4,1% | 1,74 |
| Offer of monuments | 69,2% | 27,7% | 0,0% | 3,1% | 1,71 |
| Good weather | 64,1% | 31,3% | 0,0% | 4,6% | 1,67 |
| Offer of modernity | 57,4% | 35,9% | 0,0% | 6,7% | 1,62 |
| Quality of restaurant service | 55,4% | 42,1% | 0,0% | 2,6% | 1,57 |
| Observance of environmental regulations | 52,8% | 41,5% | 0,0% | 5,6% | 1,56 |
| Easy communication with the locals | 48,2% | 48,7% | 0,0% | 3,1% | 1,50 |
| Offer of local gastronomy | 48,7% | 49,2% | 1,0% | 1,0% | 1,48 |
| Conditions for rest and relax | 43,1% | 49,7% | 0,5% | 6,7% | 1,46 |
| Accessible attractions outside the city | 49,7% | 41,0% | 6,2% | 3,1% | 1,45 |
| Diversity of restaurants | 41,5% | 56,9% | 0,0% | 1,5% | 1,42 |
| Tourism information offices | 45,1% | 43,6% | 5,6% | 5,6% | 1,42 |
| Offer of different experiences | 46,2% | 41,5% | 8,2% | 4,1% | 1,40 |
| Cleanliness of streets and buildings | 39,0% | 53,3% | 2,1% | 5,6% | 1,39 |
| Existence of organised tours/programmes | 50,8% | 33,3% | 13,8% | 2,1% | 1,38 |
| Existence of animation activities | 40,0% | 47,2% | 6,2% | 6,7% | 1,36 |
| Nightlife offer | 43,1% | 37,9% | 13,8% | 5,1% | 1,31 |
| Offer of museums | 35,4% | 49,7% | 8,2% | 6,7% | 1,29 |
| Type of accommodation | 36,4% | 52,8% | 9,2% | 1,5% | 1,28 |
| Existence of cultural events | 31,3% | 54,4% | 7,7% | 6,7% | 1,25 |
| Quality of accommodation service | 36,9% | 43,1% | 18,5% | 1,5% | 1,19 |
| Shopping facilities | 40,0% | 24,6% | 31,8% | 3,6% | 1,09 |
| Offer of attractions for children | 39,0% | 13,8% | 42,1% | 5,1% | 0,97 |

| EVALUATION OF PARAMETERS (to whom it was important) | Spain | |
|---|---|---|
| | % satisfaction (8 or more) | Average evaluation (1 to 10) |
| Offer of attractions for children | 98,9% | 9,05 |
| Tourism information offices | 95,1% | 8,94 |
| Shopping facilities | 93,8% | 8,89 |
| Kindness/Helpfulness of local people | 93,1% | 8,83 |
| Nightlife offer | 92,8% | 8,81 |
| Existence of organised tours/programmes | 93,2% | 8,74 |
| Accessible attractions outside the city | 91,5% | 8,71 |
| Diversity of restaurants | 88,7% | 8,68 |
| Good weather | 88,4% | 8,66 |
| Offer of different experiences | 89,2% | 8,66 |
| Value for money | 89,5% | 8,64 |
| Feeling of safety/security | 91,0% | 8,62 |
| Offer of local gastronomy | 86,0% | 8,61 |
| Quality of restaurant service | 82,2% | 8,57 |
| Offer of monuments | 83,0% | 8,55 |
| Tourist signs | 89,6% | 8,54 |
| Offer of museums | 86,3% | 8,48 |
| Offer of modernity | 90,2% | 8,47 |
| Access to places of interest | 88,1% | 8,46 |
| Observance of environmental regulations | 74,4% | 8,41 |
| Easy communication with the locals | 84,1% | 8,38 |
| Existence of cultural events | 79,7% | 8,36 |
| Existence of animation activities | 84,3% | 8,32 |
| Conditions for rest and relax | 81,7% | 8,30 |
| Cleanliness of streets and buildings | 71,3% | 8,23 |
| Quality of accommodation service | 66,2% | 7,93 |
| Public transportation network | 68,2% | 7,86 |
| Type of accommodation | 50,6% | 7,36 |

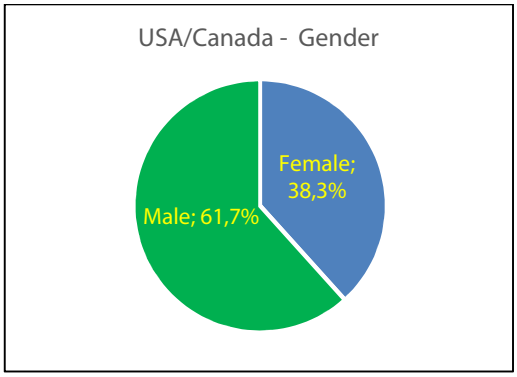
| | Spain | |
|---|---|---|
| | % satisfaction (8 or more) | Average evaluation (1 to 10) |
| **Global evaluation** | 62,6% | 7,72 |

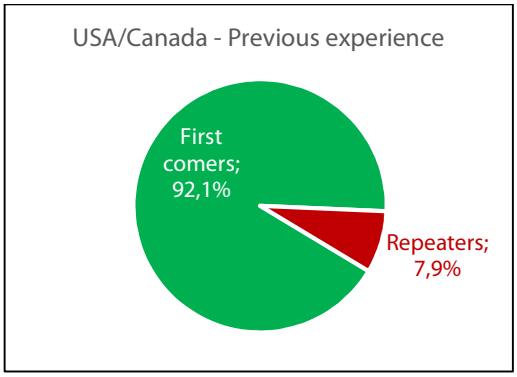

Spain - Reality VS Expectations
Wonderful surprise
24,6%
Exceeded expectations
38,5%
Met expectations
35,4%
Below expectations
1,5%

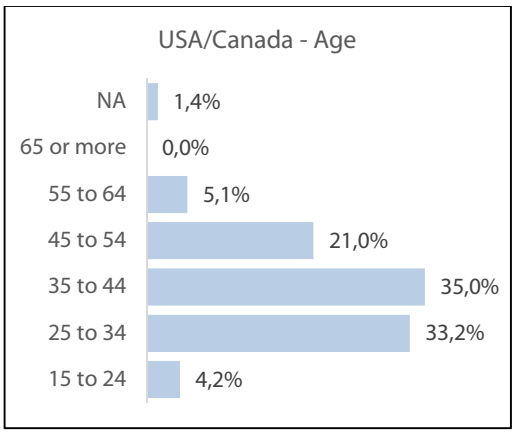

Spain - Probability of returning
Very likely
32,8%
Likely
54,4%
Not very likely
11,8%
Not at all likely
0,5%
NA
0,5%

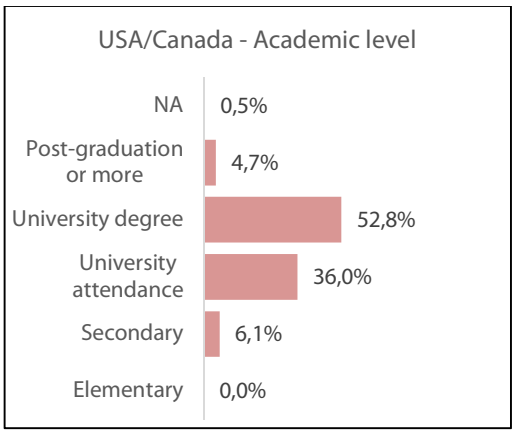

Spain - Recommendation
Top 5
23,1%
Top 10
53,3%
Top 20
22,6%
Top 50
1,0%

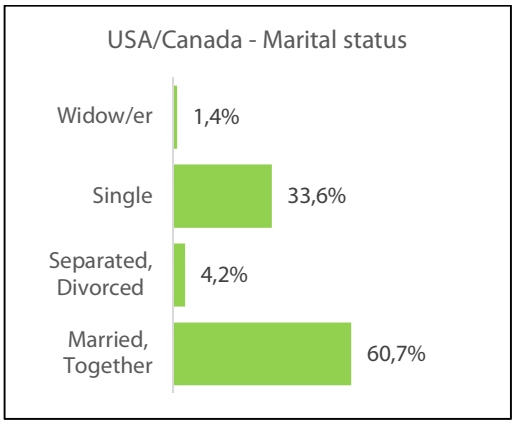
# USA/CANADA (214 Answers)

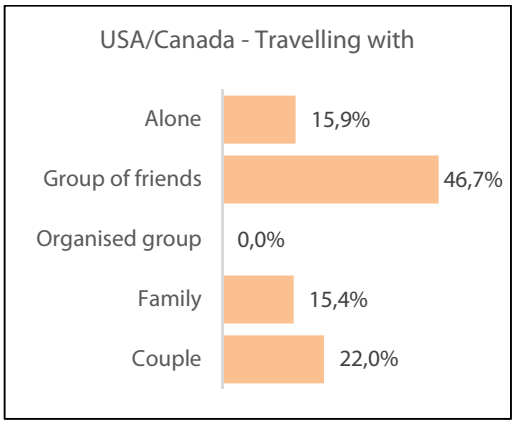


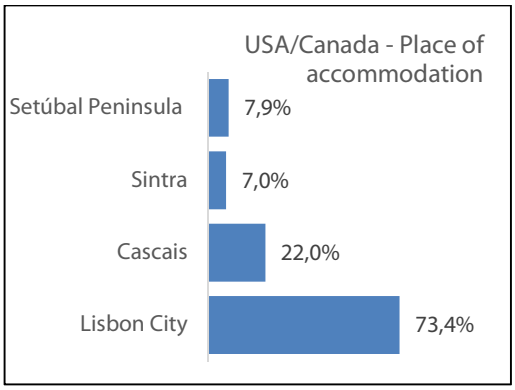



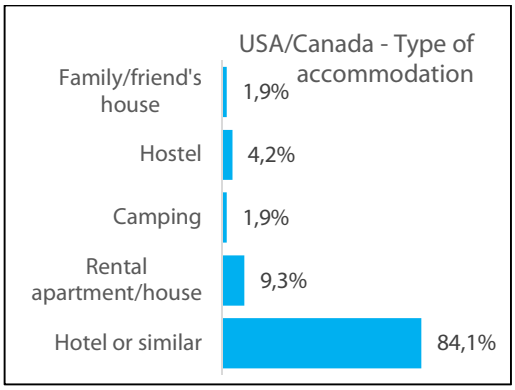



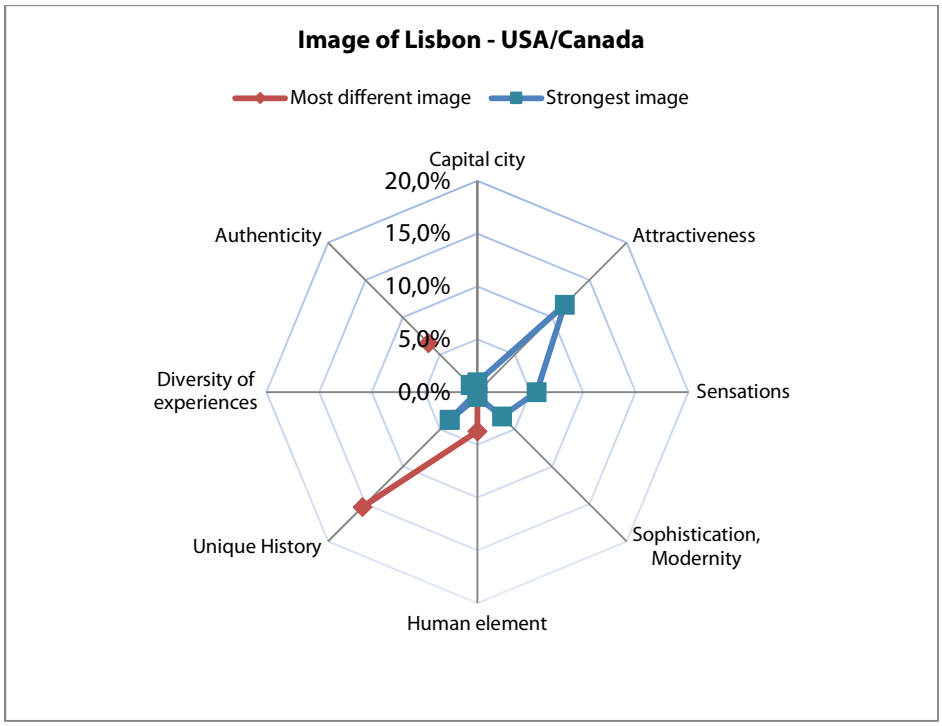



| Importance in the decision to visit Lisbon - USA/Canada | | | | | |
|---|---|---|---|---|---|
| | Very important | Somewhat important | Not at all important | NA | Level of importance (0 to 2) |
| Always wanted to visit Lisbon | 75,7% | 12,6% | 0,5% | 11,2% | 1,85 |
| Press/TV articles | 70,1% | 17,8% | 6,5% | 5,6% | 1,67 |
| Travel websites | 60,3% | 17,8% | 8,4% | 13,6% | 1,60 |
| Family/friends advice | 60,7% | 24,8% | 7,0% | 7,5% | 1,58 |
| Price/cost of the trip | 56,1% | 17,8% | 13,6% | 12,6% | 1,49 |
| Tourism brochures | 60,3% | 18,2% | 15,9% | 5,6% | 1,47 |
| Advertising in the media | 59,3% | 13,6% | 17,3% | 9,8% | 1,47 |
| By chance, got the opportunity to | 58,4% | 9,8% | 18,7% | 13,1% | 1,46 |
| Travel agent advice | 49,1% | 19,6% | 15,9% | 15,4% | 1,39 |
| Tourism guides/books | 53,3% | 19,2% | 18,2% | 9,3% | 1,39 |
| Social media (Facebook, Twitter, blogs, etc) | 43,0% | 31,3% | 11,7% | 14,0% | 1,36 |
| Previous visit | 52,3% | 22,9% | 18,7% | 6,1% | 1,36 |
| www.visitlisboa.com | 41,1% | 28,5% | 13,6% | 16,8% | 1,33 |
| Advertising in the internet | 44,4% | 28,0% | 15,9% | 11,7% | 1,32 |

| Perception of communication campaigns | USA/Canada | |
|---|---|---|
| | About Lisbon | About Portugal |
| News in the media | 75,2% | 83,6% |
| Advertising in tour operators' brochures | 74,3% | 80,8% |
| Advertising in the internet | 66,4% | 70,1% |
| Advertising in the media | 65,0% | 81,8% |

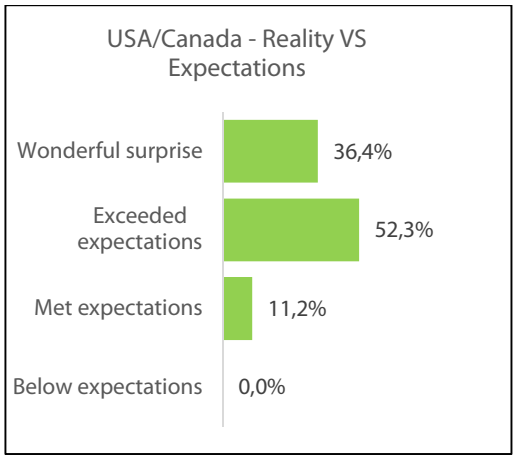
| | IMAGE OF LISBON - USA/Canada | | | | | | |
|---|---|---|---|---|---|---|---|
| | Totally agree | Agree | Neither agree nor disagree | Disagree | DN/NA | % agreement | Level of agreement (-2 to 2) |
| Unique city | 59,8% | 33,2% | 0,9% | 0,0% | 6,1% | **93,0%** | **1,63** |
| Nice, peaceful city | 56,5% | 35,0% | 0,9% | 0,0% | 7,5% | **91,6%** | **1,60** |
| Ancient city with history | 55,1% | 34,6% | 2,3% | 0,0% | 7,9% | **89,7%** | **1,57** |
| City with diverse offer | 52,8% | 39,3% | 0,9% | 0,0% | 7,0% | **92,1%** | **1,56** |
| Preserved city | 58,9% | 28,0% | 7,0% | 0,0% | 6,1% | **86,9%** | **1,55** |
| Outdoors city | 54,7% | 37,4% | 3,3% | 0,0% | 4,7% | **92,1%** | **1,54** |
| Interactive people | 52,3% | 36,9% | 2,8% | 0,0% | 7,9% | **89,3%** | **1,54** |
| Romantic city | 49,5% | 38,8% | 2,3% | 0,0% | 9,3% | **88,3%** | **1,52** |
| Dynamic, busy city | 49,1% | 41,1% | 1,9% | 0,0% | 7,9% | **90,2%** | **1,51** |
| Multicultural and tolerant city | 50,0% | 43,9% | 1,4% | 0,0% | 4,7% | **93,9%** | **1,51** |
| Human city | 46,3% | 44,9% | 2,3% | 0,0% | 6,5% | **91,1%** | **1,47** |
| Modern city | 45,8% | 46,7% | 2,8% | 0,0% | 4,7% | **92,5%** | **1,45** |
| Creative and trendy city | 40,7% | 46,7% | 1,4% | 0,0% | 11,2% | **87,4%** | **1,44** |
| City of feelings/sensations | 43,0% | 48,6% | 2,8% | 0,0% | 5,6% | **91,6%** | **1,43** |
| Capital city | 43,9% | 46,3% | 6,1% | 0,0% | 3,7% | **90,2%** | **1,39** |

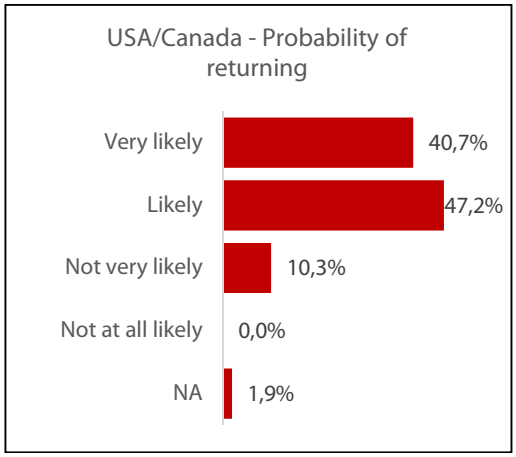


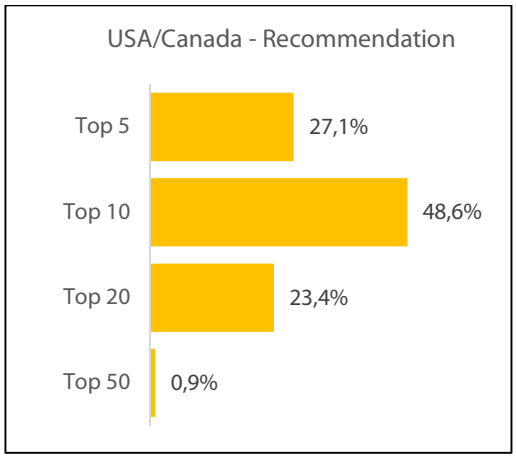
| Importance of parameters - USA/Canada | | | | | |
|---|---|---|---|---|---|
| | Very important | Important | Irrelevant | NA | Level of importance (0 to 2) |
| Value for money | 82,7% | 11,7% | 0,0% | 5,6% | 1,88 |
| Tourist signs | 73,4% | 20,6% | 0,0% | 6,1% | 1,78 |
| Feeling of safety/security | 71,0% | 21,0% | 0,0% | 7,9% | 1,77 |
| Access to places of interest | 71,5% | 22,0% | 0,0% | 6,5% | 1,77 |
| Public transportation network | 70,1% | 23,8% | 0,0% | 6,1% | 1,75 |
| Observance of environmental regulations | 70,1% | 23,8% | 0,0% | 6,1% | 1,75 |
| Kindness/Helpfulness of local people | 68,2% | 25,7% | 0,0% | 6,1% | 1,73 |
| Quality of restaurant service | 69,2% | 28,5% | 0,0% | 2,3% | 1,71 |
| Offer of monuments | 66,4% | 29,4% | 0,0% | 4,2% | 1,69 |
| Tourism information offices | 61,7% | 31,3% | 0,0% | 7,0% | 1,66 |
| Offer of museums | 61,7% | 31,8% | 0,0% | 6,5% | 1,66 |
| Offer of local gastronomy | 61,7% | 36,0% | 0,0% | 2,3% | 1,63 |
| Easy communication with the locals | 59,8% | 35,5% | 0,0% | 4,7% | 1,63 |
| Good weather | 57,0% | 35,0% | 0,0% | 7,9% | 1,62 |
| Cleanliness of streets and buildings | 57,5% | 35,5% | 0,0% | 7,0% | 1,62 |
| Offer of modernity | 54,7% | 36,9% | 0,0% | 8,4% | 1,60 |
| Offer of different experiences | 53,7% | 37,4% | 0,0% | 8,9% | 1,59 |
| Existence of organised tours/programmes | 54,2% | 37,4% | 0,5% | 7,9% | 1,58 |
| Type of accommodation | 56,1% | 40,7% | 0,5% | 2,8% | 1,57 |
| Accessible attractions outside the city | 50,9% | 40,2% | 0,0% | 8,9% | 1,56 |
| Diversity of restaurants | 54,7% | 43,9% | 0,0% | 1,4% | 1,55 |
| Existence of cultural events | 51,4% | 39,7% | 0,9% | 7,9% | 1,55 |
| Quality of accommodation service | 55,6% | 36,9% | 4,2% | 3,3% | 1,53 |
| Conditions for rest and relax | 44,9% | 44,9% | 0,0% | 10,3% | 1,50 |
| Shopping facilities | 48,1% | 35,5% | 7,0% | 9,3% | 1,45 |
| Nightlife offer | 47,7% | 37,4% | 7,0% | 7,9% | 1,44 |
| Existence of animation activities | 40,2% | 51,4% | 1,9% | 6,5% | 1,41 |
| Offer of attractions for children | 49,1% | 22,9% | 19,2% | 8,9% | 1,33 |

| EVALUATION OF PARAMETERS (to whom it was important) | USA/Canada | |
|---|---|---|
| | % satisfaction (8 or more) | Average evaluation (1 to 10) |
| Offer of attractions for children | 99,3% | 9,17 |
| Diversity of restaurants | 94,9% | 9,09 |
| Tourism information offices | 97,3% | 9,07 |
| Quality of restaurant service | 91,0% | 9,04 |
| Offer of local gastronomy | 95,3% | 9,03 |
| Kindness/Helpfulness of local people | 98,4% | 9,02 |
| Shopping facilities | 97,5% | 8,99 |
| Good weather | 95,5% | 8,96 |
| Observance of environmental regulations | 88,8% | 8,92 |
| Offer of different experiences | 94,4% | 8,91 |
| Value for money | 86,4% | 8,90 |
| Tourist signs | 95,5% | 8,89 |
| Feeling of safety/security | 94,2% | 8,87 |
| Nightlife offer | 96,3% | 8,87 |
| Offer of monuments | 92,0% | 8,86 |
| Access to places of interest | 93,5% | 8,83 |
| Existence of organised tours/programmes | 95,5% | 8,82 |
| Accessible attractions outside the city | 96,1% | 8,80 |
| Cleanliness of streets and buildings | 85,7% | 8,76 |
| Easy communication with the locals | 90,4% | 8,76 |
| Offer of museums | 93,9% | 8,75 |
| Conditions for rest and relax | 92,6% | 8,72 |
| Offer of modernity | 92,0% | 8,68 |
| Existence of animation activities | 93,1% | 8,67 |
| Quality of accommodation service | 84,6% | 8,58 |
| Existence of cultural events | 90,5% | 8,57 |
| Public transportation network | 83,2% | 8,49 |
| Type of accommodation | 71,2% | 8,05 |

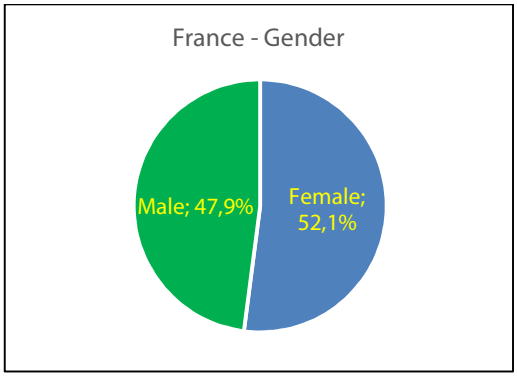
| | USA/Canada | |
|---|---|---|
| | % satisfaction (8 or more) | Average evaluation (1 to 10) |
| **Global evaluation** | 91,1% | 8,14 |

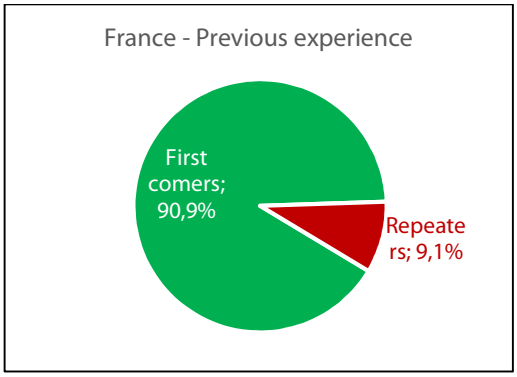

USA/Canada - Reality VS Expectations
Wonderful surprise
36,4%
Exceeded expectations
52,3%
Met expectations
11,2%
Below expectations
0,0%

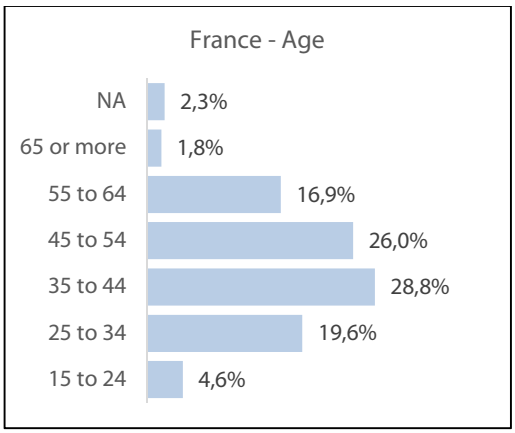

USA/Canada - Probability of returning
Very likely
40,7%
Likely
47,2%
Not very likely
10,3%
Not at all likely
0,0%
NA
1,9%

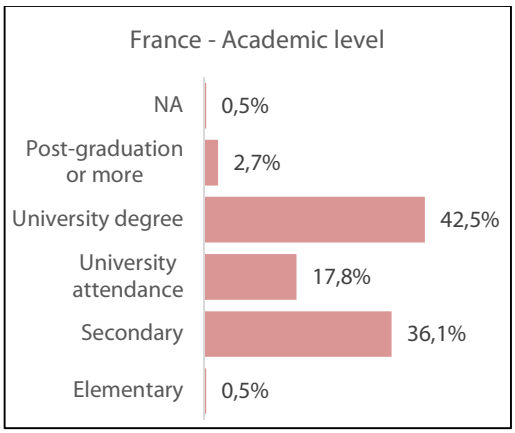

USA/Canada - Recommendation
Top 5
27,1%
Top 10
48,6%
Top 20
23,4%
Top 50
0,9%

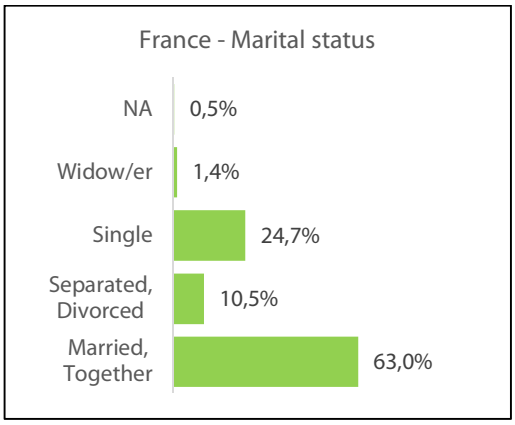
# FRANCE (219 Answers)

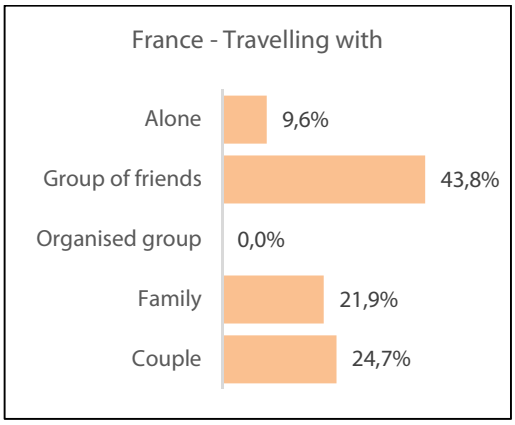


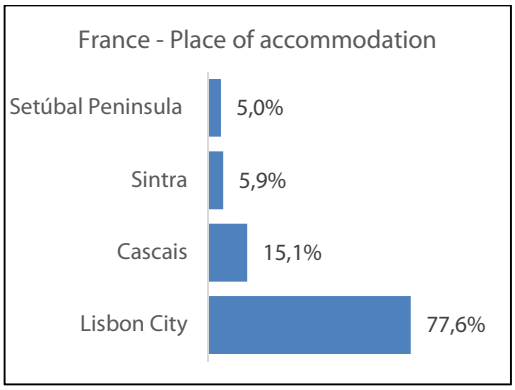



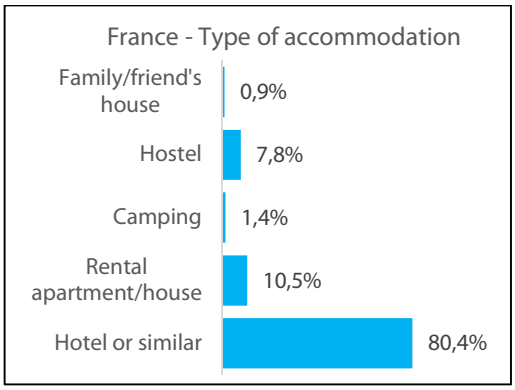



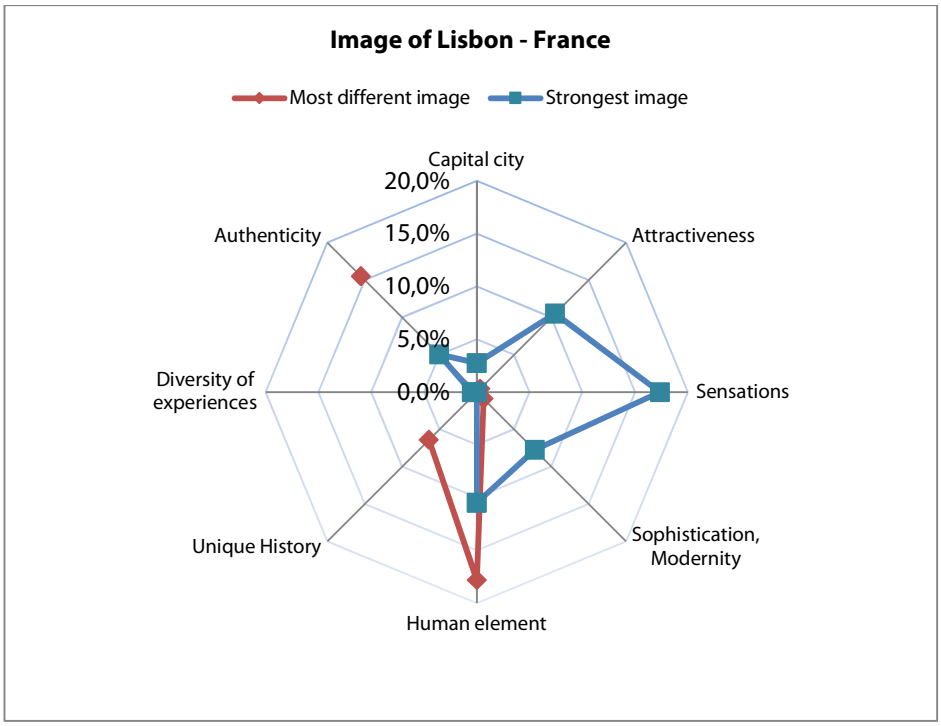



| Importance in the decision to visit Lisbon - France | | | | | |
|---|---|---|---|---|---|
| | Very important | Somewhat important | Not at all important | NA | Level of importance (0 to 2) |
| Always wanted to visit Lisbon | 83,1% | 10,0% | 0,9% | 5,9% | 1,87 |
| Family/friends advice | 70,3% | 16,4% | 7,3% | 5,9% | 1,67 |
| Price/cost of the trip | 56,6% | 31,5% | 3,7% | 8,2% | 1,58 |
| Travel websites | 33,3% | 21,5% | 36,5% | 8,7% | 0,97 |
| Press/TV articles | 37,4% | 13,7% | 41,6% | 7,3% | 0,96 |
| Social media (Facebook, Twitter, blogs, etc) | 30,6% | 21,5% | 41,1% | 6,8% | 0,89 |
| Advertising in the internet | 29,2% | 18,7% | 44,3% | 7,8% | 0,84 |
| Advertising in the media | 32,9% | 10,5% | 48,4% | 8,2% | 0,83 |
| Tourism guides/books | 32,0% | 10,0% | 52,5% | 5,5% | 0,78 |
| www.visitlisboa.com | 22,4% | 23,3% | 42,9% | 11,4% | 0,77 |
| Tourism brochures | 30,1% | 10,0% | 51,6% | 8,2% | 0,77 |
| By chance, got the opportunity to | 31,5% | 6,4% | 53,9% | 8,2% | 0,76 |
| Previous visit | 30,6% | 11,4% | 54,3% | 3,7% | 0,75 |
| Travel agent advice | 28,8% | 10,5% | 53,0% | 7,8% | 0,74 |

| Perception of communication campaigns | France | |
|---|---|---|
| | About Lisbon | About Portugal |
| News in the media | 47,9% | 54,8% |
| Advertising in the internet | 43,8% | 39,7% |
| Advertising in the media | 40,2% | 58,4% |
| Advertising in tour operators' brochures | 37,9% | 43,8% |

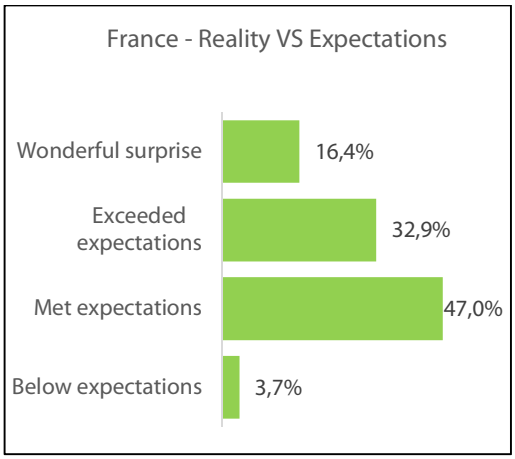
| | IMAGE OF LISBON - France | | | | | | |
|---|---|---|---|---|---|---|---|
| | Totally agree | Agree | Neither agree nor disagree | Disagree | DN/NA | % agreement | Level of agreement (-2 to 2) |
| Interactive people | 45,7% | 47,0% | 3,7% | 0,0% | 3,7% | **92,7%** | **1,44** |
| Dynamic, busy city | 39,7% | 50,2% | 2,3% | 0,0% | 7,8% | **90,0%** | **1,41** |
| Ancient city with history | 38,4% | 53,4% | 2,3% | 0,0% | 5,9% | **91,8%** | **1,38** |
| Human city | 41,1% | 44,7% | 6,8% | 0,0% | 7,3% | **85,8%** | **1,37** |
| Nice, peaceful city | 36,5% | 54,3% | 3,2% | 0,0% | 5,9% | **90,9%** | **1,35** |
| Outdoors city | 37,9% | 51,6% | 5,0% | 0,0% | 5,5% | **89,5%** | **1,35** |
| Multicultural and tolerant city | 35,6% | 55,3% | 3,7% | 0,0% | 5,5% | **90,9%** | **1,34** |
| Modern city | 39,7% | 48,4% | 7,8% | 0,0% | 4,1% | **88,1%** | **1,33** |
| City of feelings/sensations | 34,7% | 55,3% | 3,7% | 0,0% | 6,4% | **90,0%** | **1,33** |
| Creative and trendy city | 33,8% | 55,3% | 3,2% | 0,0% | 7,8% | **89,0%** | **1,33** |
| City with diverse offer | 33,8% | 57,5% | 2,7% | 0,0% | 5,9% | **91,3%** | **1,33** |
| Romantic city | 38,4% | 47,0% | 9,1% | 0,0% | 5,5% | **85,4%** | **1,31** |
| Unique city | 32,4% | 58,9% | 3,7% | 0,0% | 5,0% | **91,3%** | **1,30** |
| Capital city | 38,8% | 44,3% | 11,4% | 0,5% | 5,0% | **83,1%** | **1,28** |
| Preserved city | 32,9% | 30,6% | 31,5% | 2,7% | 2,3% | **63,5%** | **0,96** |

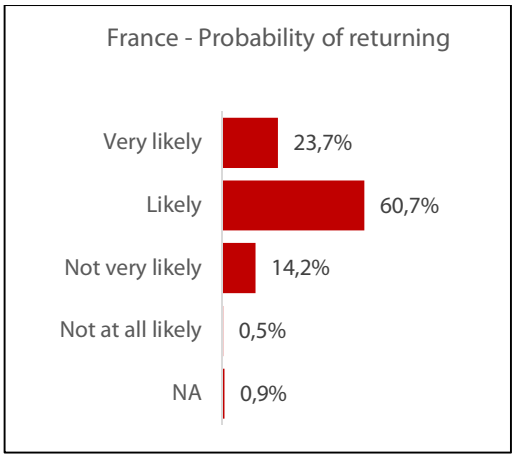


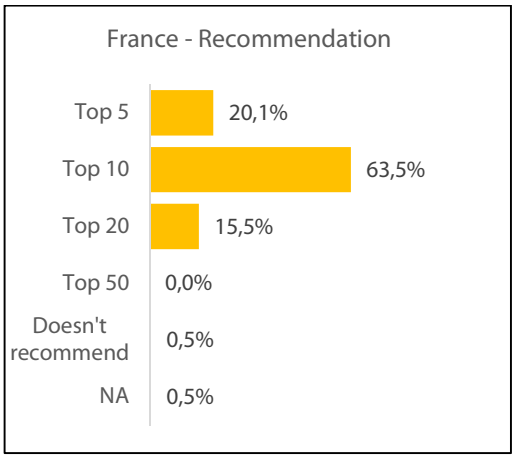
| Importance of parameters - France | | | | | |
|---|---|---|---|---|---|
| | Very important | Important | Irrelevant | NA | Level of importance (0 to 2) |
| Value for money | 86,3% | 8,7% | 0,0% | 5,0% | 1,91 |
| Feeling of safety/security | 84,9% | 10,5% | 0,0% | 4,6% | 1,89 |
| Public transportation network | 84,5% | 13,2% | 0,0% | 2,3% | 1,86 |
| Access to places of interest | 82,2% | 15,5% | 0,0% | 2,3% | 1,84 |
| Tourist signs | 80,4% | 14,6% | 0,5% | 4,6% | 1,84 |
| Offer of monuments | 78,1% | 21,0% | 0,0% | 0,9% | 1,79 |
| Good weather | 74,4% | 20,1% | 0,9% | 4,6% | 1,77 |
| Kindness/Helpfulness of local people | 66,2% | 30,6% | 0,0% | 3,2% | 1,68 |
| Observance of environmental regulations | 63,9% | 31,5% | 0,0% | 4,6% | 1,67 |
| Offer of modernity | 63,5% | 32,9% | 0,0% | 3,7% | 1,66 |
| Quality of restaurant service | 62,1% | 37,9% | 0,0% | 0,0% | 1,62 |
| Offer of local gastronomy | 55,3% | 43,8% | 0,5% | 0,5% | 1,55 |
| Offer of museums | 48,9% | 44,3% | 1,4% | 5,5% | 1,50 |
| Conditions for rest and relax | 46,1% | 51,6% | 0,0% | 2,3% | 1,47 |
| Accessible attractions outside the city | 46,1% | 47,9% | 2,3% | 3,7% | 1,45 |
| Tourism information offices | 45,7% | 49,3% | 1,8% | 3,2% | 1,45 |
| Existence of organised tours/programmes | 50,2% | 37,0% | 7,8% | 5,0% | 1,45 |
| Existence of cultural events | 42,9% | 49,8% | 1,8% | 5,5% | 1,43 |
| Cleanliness of streets and buildings | 40,6% | 53,4% | 0,9% | 5,0% | 1,42 |
| Type of accommodation | 43,4% | 53,9% | 2,7% | 0,0% | 1,41 |
| Diversity of restaurants | 40,6% | 59,4% | 0,0% | 0,0% | 1,41 |
| Easy communication with the locals | 40,6% | 53,9% | 3,2% | 2,3% | 1,38 |
| Offer of different experiences | 43,8% | 41,6% | 11,9% | 2,7% | 1,33 |
| Existence of animation activities | 35,2% | 50,2% | 8,7% | 5,9% | 1,28 |
| Quality of accommodation service | 35,6% | 52,5% | 10,0% | 1,8% | 1,26 |
| Nightlife offer | 30,1% | 43,8% | 23,7% | 2,3% | 1,07 |
| Shopping facilities | 32,0% | 32,0% | 32,0% | 4,1% | 1,00 |
| Offer of attractions for children | 32,4% | 13,7% | 48,4% | 5,5% | 0,83 |

| EVALUATION OF PARAMETERS (to whom it was important) | France | |
|---|---|---|
| | % satisfaction (8 or more) | Average evaluation (1 to 10) |
| Tourism information offices | 94,0% | 8,95 |
| Offer of attractions for children | 96,5% | 8,86 |
| Diversity of restaurants | 91,9% | 8,73 |
| Nightlife offer | 92,7% | 8,71 |
| Kindness/Helpfulness of local people | 95,6% | 8,71 |
| Offer of local gastronomy | 90,4% | 8,70 |
| Shopping facilities | 93,1% | 8,68 |
| Existence of organised tours/programmes | 90,6% | 8,56 |
| Tourist signs | 90,9% | 8,56 |
| Value for money | 88,6% | 8,54 |
| Good weather | 86,4% | 8,53 |
| Offer of monuments | 87,0% | 8,50 |
| Quality of restaurant service | 81,3% | 8,49 |
| Offer of modernity | 89,7% | 8,48 |
| Feeling of safety/security | 83,2% | 8,47 |
| Offer of museums | 88,3% | 8,46 |
| Conditions for rest and relax | 86,4% | 8,45 |
| Accessible attractions outside the city | 87,4% | 8,45 |
| Offer of different experiences | 86,4% | 8,44 |
| Existence of animation activities | 87,2% | 8,39 |
| Access to places of interest | 83,2% | 8,37 |
| Existence of cultural events | 83,9% | 8,32 |
| Easy communication with the locals | 81,3% | 8,31 |
| Observance of environmental regulations | 65,6% | 8,21 |
| Cleanliness of streets and buildings | 61,5% | 8,08 |
| Quality of accommodation service | 52,8% | 7,52 |
| Public transportation network | 58,8% | 7,45 |
| Type of accommodation | 39,0% | 7,30 |

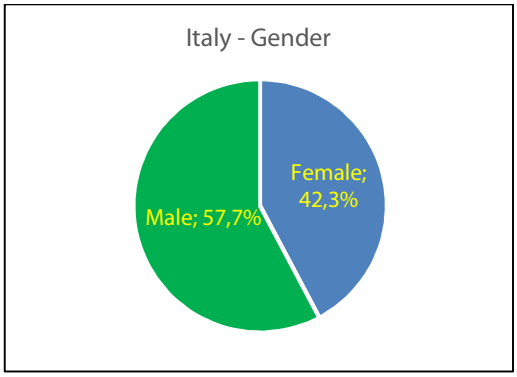
| | France | |
|---|---|---|
| | % satisfaction (8 or more) | Average evaluation (1 to 10) |
| **Global evaluation** | 51,1% | 7,49 |

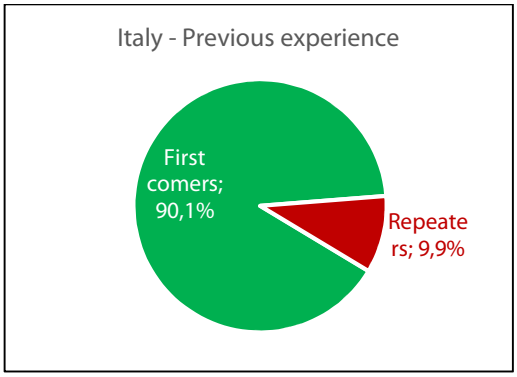

France - Reality VS Expectations
Wonderful surprise
16,4%
Exceeded expectations
32,9%
Met expectations
47,0%
Below expectations
3,7%

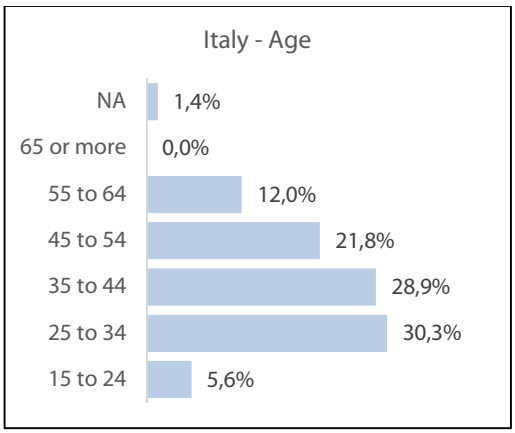

France - Probability of returning
Very likely
23,7%
Likely
60,7%
Not very likely
14,2%
Not at all likely
0,5%
NA
0,9%

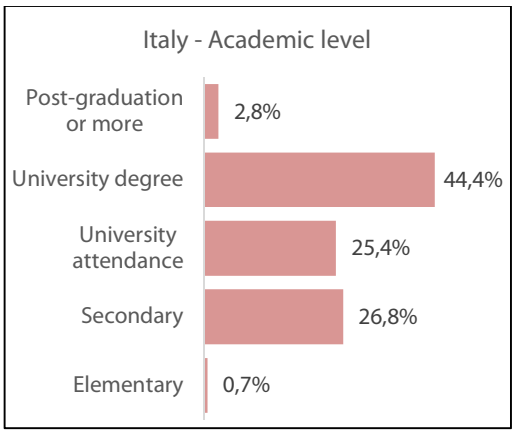

France - Recommendation
Top 5
20,1%
Top 10
63,5%
Top 20
15,5%
Top 50
0,0%
Doesn't recommend
0,5%
NA
0,5%

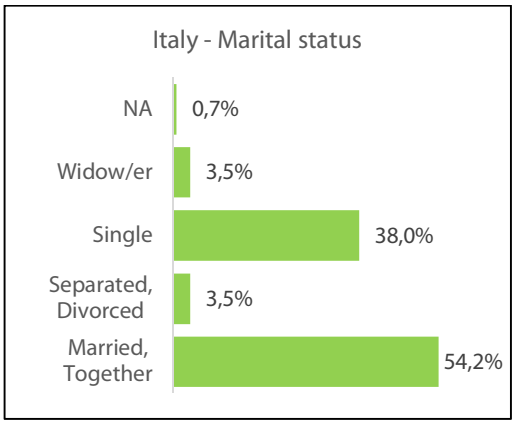
# ITALY (142 Answers)

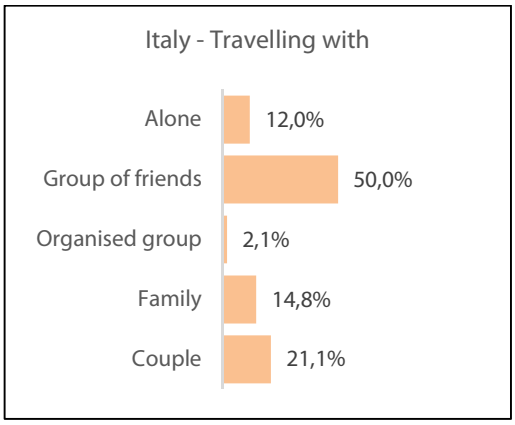


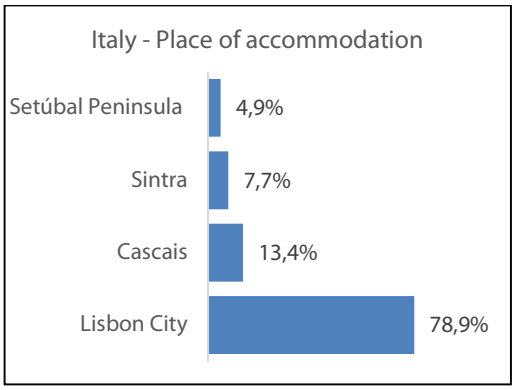



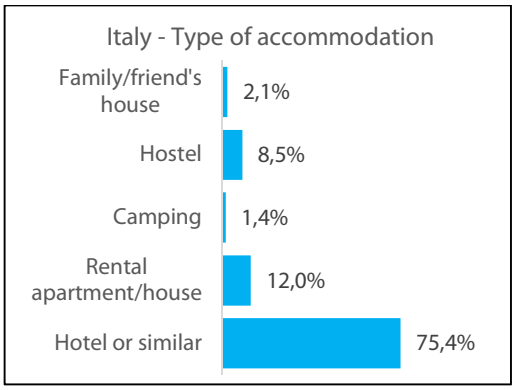



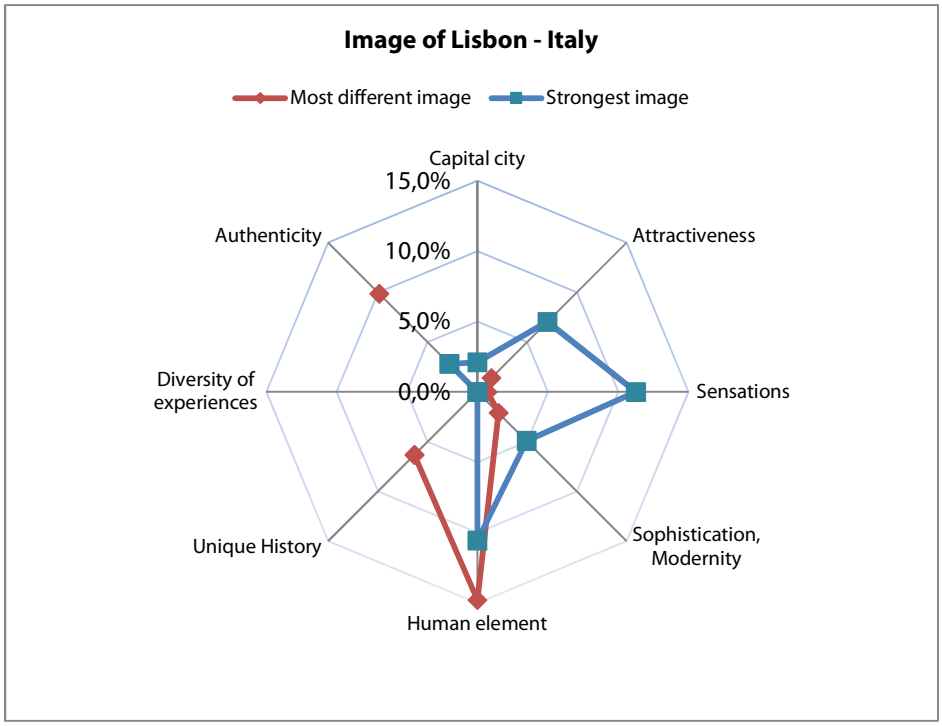



| Importance in the decision to visit Lisbon - Italy | | | | | |
|---|---|---|---|---|---|
| | Very important | Somewhat important | Not at all important | NA | Level of importance (0 to 2) |
| Always wanted to visit Lisbon | 75,4% | 13,4% | 0,0% | 11,3% | 1,85 |
| Price/cost of the trip | 60,6% | 24,6% | 1,4% | 13,4% | 1,68 |
| Family/friends advice | 66,2% | 16,9% | 9,9% | 7,0% | 1,61 |
| Travel websites | 48,6% | 18,3% | 19,7% | 13,4% | 1,33 |
| Press/TV articles | 50,7% | 19,0% | 26,1% | 4,2% | 1,26 |
| Tourism guides/books | 47,2% | 12,0% | 30,3% | 10,6% | 1,19 |
| Tourism brochures | 47,9% | 13,4% | 32,4% | 6,3% | 1,17 |
| Advertising in the media | 45,1% | 10,6% | 31,0% | 13,4% | 1,16 |
| Advertising in the internet | 35,9% | 21,8% | 26,8% | 15,5% | 1,11 |
| www.visitlisboa.com | 31,7% | 31,0% | 22,5% | 14,8% | 1,11 |
| By chance, got the opportunity to | 41,5% | 9,2% | 34,5% | 14,8% | 1,08 |
| Previous visit | 43,7% | 16,9% | 35,9% | 3,5% | 1,08 |
| Social media (Facebook, Twitter, blogs, etc) | 29,6% | 29,6% | 25,4% | 15,5% | 1,05 |
| Travel agent advice | 38,0% | 16,2% | 33,8% | 12,0% | 1,05 |

| Perception of communication campaigns | Italy | |
|---|---|---|
| | About Lisbon | About Portugal |
| News in the media | 62,7% | 64,8% |
| Advertising in the internet | 59,9% | 50,7% |
| Advertising in tour operators' brochures | 52,8% | 60,6% |
| Advertising in the media | 49,3% | 70,4% |

| | IMAGE OF LISBON - Italy | | | | | | |
|---|---|---|---|---|---|---|---|
| | Totally agree | Agree | Neither agree nor disagree | Disagree | DN/NA | % agreement | Level of agreement (-2 to 2) |
| Ancient city with history | 52,1% | 40,8% | 0,7% | 0,0% | 6,3% | **93,0%** | **1,55** |
| City with diverse offer | 47,2% | 43,7% | 0,7% | 0,0% | 8,5% | **90,8%** | **1,51** |
| Nice, peaceful city | 48,6% | 43,0% | 2,1% | 0,0% | 6,3% | **91,5%** | **1,50** |
| Interactive people | 46,5% | 45,8% | 1,4% | 0,0% | 6,3% | **92,3%** | **1,48** |
| Unique city | 44,4% | 46,5% | 1,4% | 0,0% | 7,7% | **90,8%** | **1,47** |
| Human city | 44,4% | 50,7% | 1,4% | 0,0% | 3,5% | **95,1%** | **1,45** |
| Romantic city | 46,5% | 42,3% | 4,2% | 0,7% | 6,3% | **88,7%** | **1,44** |
| Modern city | 43,7% | 50,0% | 2,1% | 0,0% | 4,2% | **93,7%** | **1,43** |
| Multicultural and tolerant city | 43,0% | 47,2% | 2,8% | 0,0% | 7,0% | **90,1%** | **1,43** |
| Dynamic, busy city | 41,5% | 51,4% | 1,4% | 0,0% | 5,6% | **93,0%** | **1,43** |
| Creative and trendy city | 41,5% | 50,0% | 2,1% | 0,0% | 6,3% | **91,5%** | **1,42** |
| Outdoors city | 44,4% | 45,1% | 4,9% | 0,0% | 5,6% | **89,4%** | **1,42** |
| City of feelings/sensations | 36,6% | 57,0% | 3,5% | 0,0% | 2,8% | **93,7%** | **1,34** |
| Capital city | 39,4% | 49,3% | 8,5% | 0,0% | 2,8% | **88,7%** | **1,32** |
| Preserved city | 44,4% | 35,2% | 17,6% | 0,0% | 2,8% | **79,6%** | **1,28** |

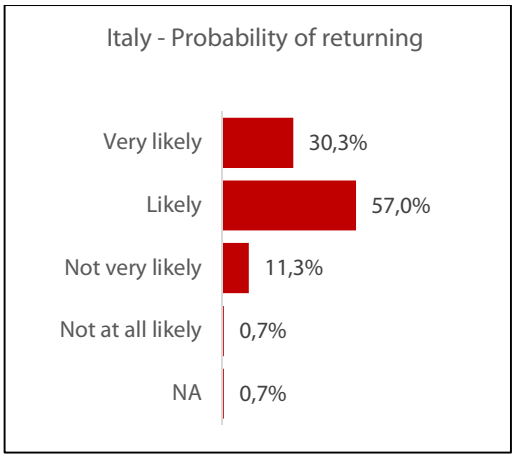


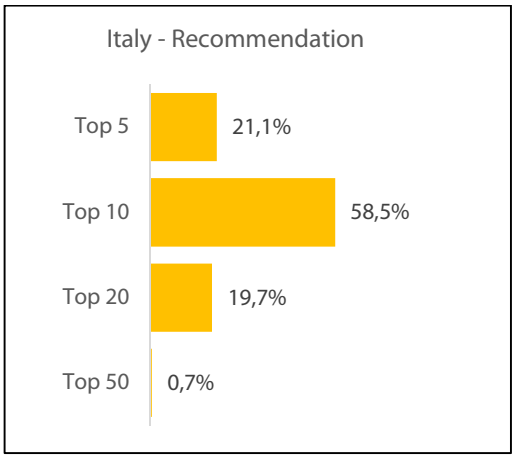
| Importance of parameters - Italy | | | | | |
|---|---|---|---|---|---|
| | Very important | Important | Irrelevant | NA | Level of importance (0 to 2) |
| Value for money | 78,9% | 14,1% | 0,0% | 7,0% | 1,85 |
| Feeling of safety/security | 83,8% | 16,2% | 0,0% | 0,0% | 1,84 |
| Tourist signs | 83,1% | 16,2% | 0,0% | 0,7% | 1,84 |
| Public transportation network | 81,0% | 16,9% | 0,0% | 2,1% | 1,83 |
| Access to places of interest | 78,9% | 20,4% | 0,0% | 0,7% | 1,79 |
| Kindness/Helpfulness of local people | 69,0% | 24,6% | 0,0% | 6,3% | 1,74 |
| Offer of monuments | 68,3% | 30,3% | 0,0% | 1,4% | 1,69 |
| Quality of restaurant service | 66,2% | 33,1% | 0,0% | 0,7% | 1,67 |
| Observance of environmental regulations | 58,5% | 35,2% | 0,0% | 6,3% | 1,62 |
| Good weather | 58,5% | 35,9% | 0,0% | 5,6% | 1,62 |
| Offer of local gastronomy | 59,9% | 39,4% | 0,0% | 0,7% | 1,60 |
| Offer of modernity | 57,0% | 38,0% | 0,0% | 4,9% | 1,60 |
| Tourism information offices | 58,5% | 35,9% | 1,4% | 4,2% | 1,60 |
| Offer of museums | 56,3% | 38,7% | 1,4% | 3,5% | 1,57 |
| Accessible attractions outside the city | 54,9% | 40,8% | 1,4% | 2,8% | 1,55 |
| Easy communication with the locals | 51,4% | 43,7% | 0,7% | 4,2% | 1,53 |
| Conditions for rest and relax | 48,6% | 47,9% | 0,0% | 3,5% | 1,50 |
| Existence of organised tours/programmes | 56,3% | 35,9% | 7,0% | 0,7% | 1,50 |
| Cleanliness of streets and buildings | 46,5% | 47,2% | 0,0% | 6,3% | 1,50 |
| Existence of cultural events | 45,8% | 48,6% | 0,0% | 5,6% | 1,49 |
| Type of accommodation | 46,5% | 50,7% | 2,1% | 0,7% | 1,45 |
| Offer of different experiences | 44,4% | 47,2% | 2,8% | 5,6% | 1,44 |
| Diversity of restaurants | 42,3% | 57,0% | 0,0% | 0,7% | 1,43 |
| Existence of animation activities | 43,7% | 47,2% | 4,9% | 4,2% | 1,40 |
| Quality of accommodation service | 41,5% | 50,0% | 7,0% | 1,4% | 1,35 |
| Nightlife offer | 41,5% | 40,8% | 13,4% | 4,2% | 1,29 |
| Shopping facilities | 38,7% | 31,0% | 24,6% | 5,6% | 1,15 |
| Offer of attractions for children | 33,8% | 26,1% | 33,8% | 6,3% | 1,00 |

| EVALUATION OF PARAMETERS (to whom it was important) | Italy | |
|---|---|---|
| | % satisfaction (8 or more) | Average evaluation (1 to 10) |
| Tourism information offices | 96,6% | 9,07 |
| Offer of attractions for children | 97,5% | 9,04 |
| Nightlife offer | 93,8% | 8,95 |
| Diversity of restaurants | 94,0% | 8,91 |
| Offer of local gastronomy | 91,9% | 8,88 |
| Kindness/Helpfulness of local people | 96,1% | 8,84 |
| Good weather | 93,7% | 8,83 |
| Accessible attractions outside the city | 94,6% | 8,82 |
| Shopping facilities | 91,5% | 8,81 |
| Tourist signs | 95,5% | 8,80 |
| Quality of restaurant service | 83,6% | 8,79 |
| Value for money | 89,8% | 8,78 |
| Existence of organised tours/programmes | 91,8% | 8,78 |
| Feeling of safety/security | 87,6% | 8,71 |
| Observance of environmental regulations | 78,3% | 8,65 |
| Offer of monuments | 87,1% | 8,64 |
| Offer of different experiences | 87,1% | 8,62 |
| Conditions for rest and relax | 88,1% | 8,61 |
| Offer of modernity | 89,9% | 8,57 |
| Access to places of interest | 85,8% | 8,54 |
| Existence of animation activities | 86,7% | 8,48 |
| Easy communication with the locals | 86,8% | 8,48 |
| Existence of cultural events | 86,1% | 8,47 |
| Offer of museums | 89,6% | 8,46 |
| Cleanliness of streets and buildings | 74,2% | 8,42 |
| Quality of accommodation service | 71,5% | 8,10 |
| Public transportation network | 69,9% | 8,01 |
| Type of accommodation | 54,9% | 7,65 |

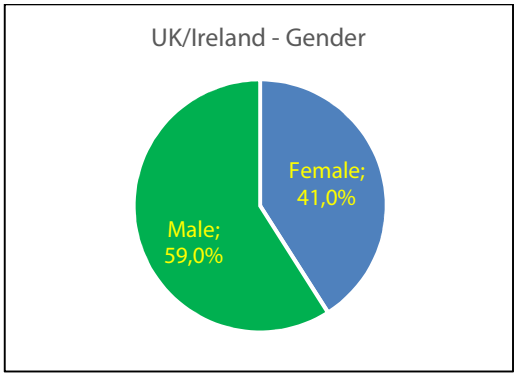
| | Italy | |
|---|---|---|
| | % satisfaction (8 or more) | Average evaluation (1 to 10) |
| **Global evaluation** | 66,9% | 7,72 |

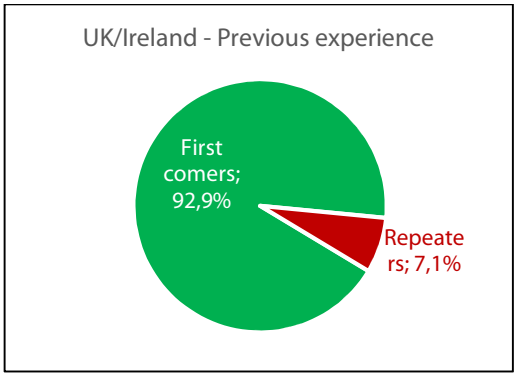
Italy - Reality VS Expectations
Wonderful surprise
29,6%
Exceeded expectations
44,4%
Met expectations
24,6%
Below expectations
0,7%
Big disappointment
0,7%

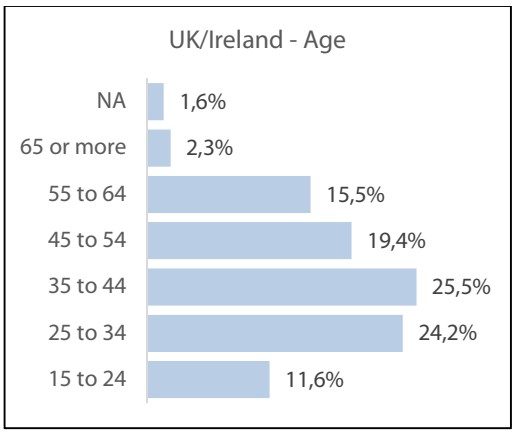

Italy - Probability of returning
Very likely
30,3%
Likely
57,0%
Not very likely
11,3%
Not at all likely
0,7%
NA
0,7%

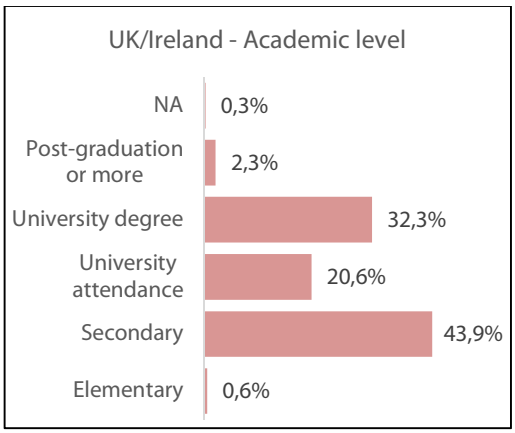

Italy - Recommendation
Top 5
21,1%
Top 10
58,5%
Top 20
19,7%
Top 50
0,7%

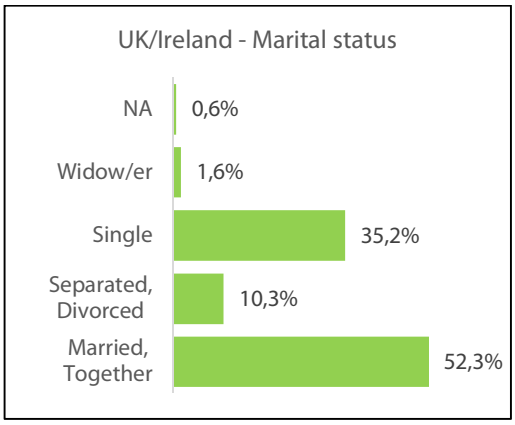
# UK/IRELAND (310 Answers)

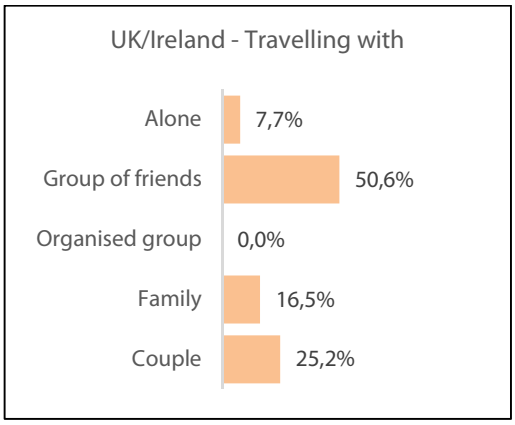


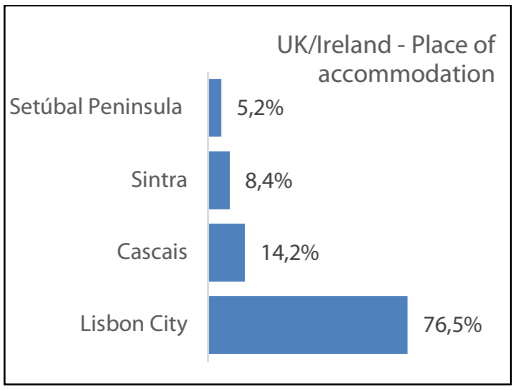



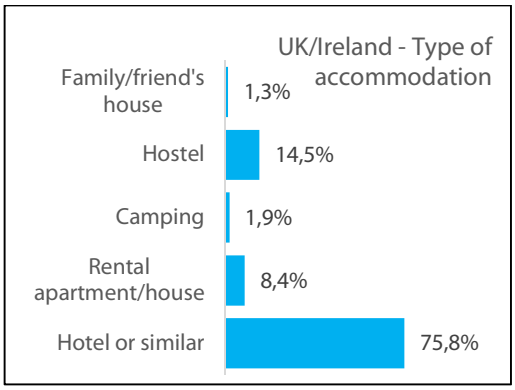



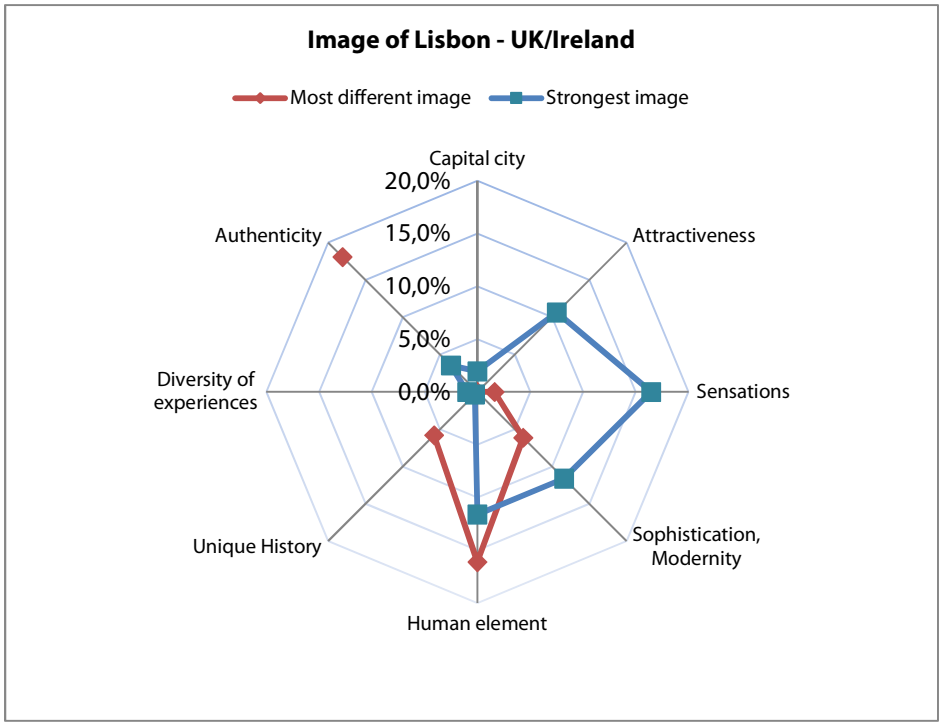



| Importance in the decision to visit Lisbon - UK/Ireland | | | | | |
|---|---|---|---|---|---|
| | Very important | Somewhat important | Not at all important | NA | Level of importance (0 to 2) |
| Always wanted to visit Lisbon | 76,5% | 10,3% | 4,2% | 9,0% | 1,79 |
| Price/cost of the trip | 62,6% | 22,9% | 1,9% | 12,6% | 1,69 |
| Family/friends advice | 70,6% | 14,2% | 10,0% | 5,2% | 1,64 |
| Travel websites | 33,5% | 14,5% | 43,2% | 8,7% | 0,89 |
| Press/TV articles | 33,5% | 14,5% | 46,8% | 5,2% | 0,86 |
| Social media (Facebook, Twitter, blogs, etc) | 26,5% | 20,0% | 43,2% | 10,3% | 0,81 |
| Advertising in the internet | 24,8% | 17,7% | 44,8% | 12,6% | 0,77 |
| Tourism brochures | 30,6% | 7,7% | 53,2% | 8,4% | 0,75 |
| Tourism guides/books | 30,3% | 9,7% | 54,5% | 5,5% | 0,74 |
| www.visitlisboa.com | 23,5% | 16,8% | 46,5% | 13,2% | 0,74 |
| Advertising in the media | 29,0% | 9,0% | 53,2% | 8,7% | 0,73 |
| Previous visit | 27,7% | 12,6% | 57,1% | 2,6% | 0,70 |
| Travel agent advice | 23,9% | 9,4% | 53,9% | 12,9% | 0,66 |
| By chance, got the opportunity to | 24,5% | 6,8% | 56,1% | 12,6% | 0,64 |

| Perception of communication campaigns | UK/Ireland | |
|---|---|---|
| | About Lisbon | About Portugal |
| Advertising in the internet | 49,7% | 36,8% |
| News in the media | 45,5% | 51,0% |
| Advertising in the media | 35,2% | 54,2% |
| Advertising in tour operators' brochures | 34,8% | 41,6% |

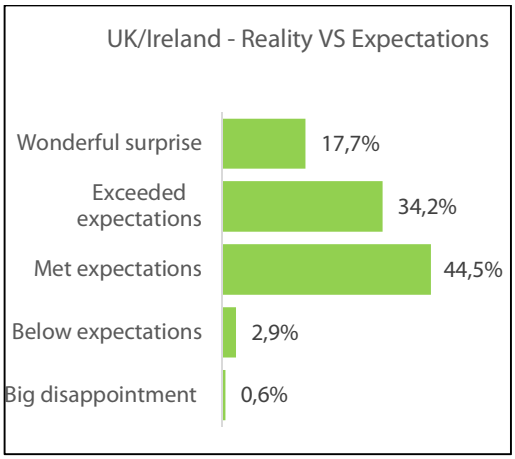
| | IMAGE OF LISBON - UK/Ireland | | | | | | |
|---|---|---|---|---|---|---|---|
| | Totally agree | Agree | Neither agree nor disagree | Disagree | DN/NA | % agreement | Level of agreement (-2 to 2) |
| Human city | 46,8% | 43,2% | 3,9% | 0,0% | 6,1% | **90,0%** | **1,46** |
| Ancient city with history | 45,2% | 46,8% | 2,9% | 0,0% | 5,2% | **91,9%** | **1,45** |
| Interactive people | 42,9% | 46,1% | 2,9% | 0,0% | 8,1% | **89,0%** | **1,44** |
| Multicultural and tolerant city | 36,5% | 53,2% | 1,0% | 0,0% | 9,4% | **89,7%** | **1,39** |
| Outdoors city | 40,3% | 47,4% | 4,8% | 0,0% | 7,4% | **87,7%** | **1,38** |
| Nice, peaceful city | 36,8% | 51,3% | 2,3% | 0,0% | 9,7% | **88,1%** | **1,38** |
| Dynamic, busy city | 35,5% | 55,8% | 1,0% | 0,0% | 7,7% | **91,3%** | **1,37** |
| City with diverse offer | 37,1% | 56,5% | 2,3% | 0,0% | 4,2% | **93,5%** | **1,36** |
| Modern city | 40,6% | 48,7% | 6,1% | 0,0% | 4,5% | **89,4%** | **1,36** |
| Capital city | 41,0% | 48,1% | 6,8% | 0,0% | 4,2% | **89,0%** | **1,36** |
| Creative and trendy city | 32,3% | 55,5% | 1,0% | 0,0% | 11,3% | **87,7%** | **1,35** |
| Romantic city | 35,8% | 49,4% | 5,5% | 0,0% | 9,4% | **85,2%** | **1,33** |
| Unique city | 33,9% | 55,8% | 2,9% | 0,0% | 7,4% | **89,7%** | **1,33** |
| City of feelings/sensations | 33,2% | 56,8% | 3,2% | 0,0% | 6,8% | **90,0%** | **1,32** |
| Preserved city | 31,6% | 27,7% | 36,1% | 1,0% | 3,5% | **59,4%** | **0,93** |

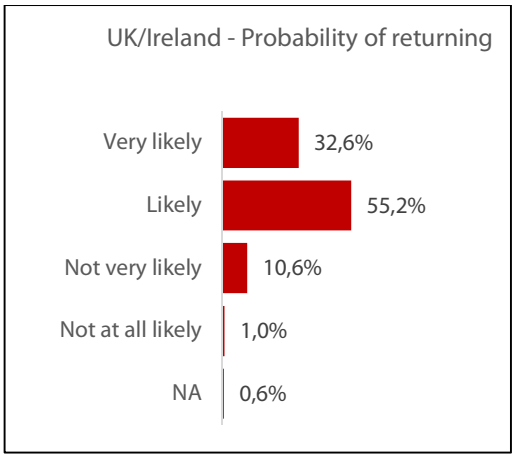


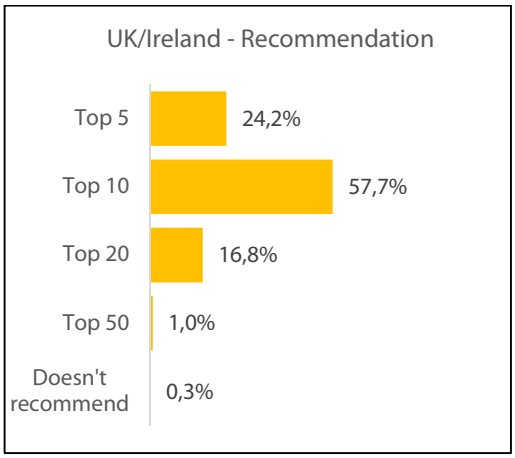
| Importance of parameters - UK/Ireland | | | | | |
|---|---|---|---|---|---|
| | Very important | Important | Irrelevant | NA | Level of importance (0 to 2) |
| Value for money | 88,4% | 7,1% | 0,0% | 4,5% | 1,93 |
| Feeling of safety/security | 85,2% | 11,6% | 0,0% | 3,2% | 1,88 |
| Public transportation network | 82,3% | 15,8% | 0,0% | 1,9% | 1,84 |
| Tourist signs | 81,0% | 15,8% | 0,3% | 2,9% | 1,83 |
| Access to places of interest | 80,3% | 17,4% | 0,0% | 2,3% | 1,82 |
| Good weather | 76,8% | 18,4% | 0,3% | 4,5% | 1,80 |
| Offer of monuments | 73,2% | 25,2% | 0,0% | 1,6% | 1,74 |
| Kindness/Helpfulness of local people | 71,9% | 25,2% | 0,0% | 2,9% | 1,74 |
| Offer of modernity | 62,6% | 31,3% | 0,3% | 5,8% | 1,66 |
| Observance of environmental regulations | 60,3% | 35,5% | 0,0% | 4,2% | 1,63 |
| Quality of restaurant service | 61,9% | 36,8% | 0,0% | 1,3% | 1,63 |
| Offer of local gastronomy | 53,5% | 45,5% | 0,6% | 0,3% | 1,53 |
| Easy communication with the locals | 44,2% | 53,5% | 0,6% | 1,6% | 1,44 |
| Offer of museums | 47,7% | 43,5% | 5,2% | 3,5% | 1,44 |
| Conditions for rest and relax | 40,3% | 54,2% | 0,3% | 5,2% | 1,42 |
| Tourism information offices | 42,6% | 48,1% | 4,8% | 4,5% | 1,40 |
| Offer of different experiences | 45,5% | 41,3% | 9,4% | 3,9% | 1,38 |
| Diversity of restaurants | 36,1% | 63,2% | 0,0% | 0,6% | 1,36 |
| Cleanliness of streets and buildings | 35,8% | 58,1% | 1,6% | 4,5% | 1,36 |
| Accessible attractions outside the city | 40,0% | 51,6% | 5,5% | 2,9% | 1,36 |
| Existence of animation activities | 42,6% | 44,5% | 9,0% | 3,9% | 1,35 |
| Existence of cultural events | 36,5% | 55,2% | 3,9% | 4,5% | 1,34 |
| Existence of organised tours/programmes | 42,6% | 40,3% | 13,9% | 3,2% | 1,30 |
| Type of accommodation | 35,5% | 57,7% | 6,5% | 0,3% | 1,29 |
| Quality of accommodation service | 35,2% | 46,1% | 17,1% | 1,6% | 1,18 |
| Nightlife offer | 35,5% | 38,1% | 21,9% | 4,5% | 1,14 |
| Shopping facilities | 30,6% | 29,4% | 35,2% | 4,8% | 0,95 |
| Offer of attractions for children | 29,4% | 12,3% | 53,9% | 4,5% | 0,74 |

| EVALUATION OF PARAMETERS (to whom it was important) | UK/Ireland | |
|---|---|---|
| | % satisfaction (8 or more) | Average evaluation (1 to 10) |
| Offer of attractions for children | 100,0% | 9,11 |
| Tourism information offices | 94,9% | 8,96 |
| Kindness/Helpfulness of local people | 97,2% | 8,81 |
| Shopping facilities | 92,5% | 8,78 |
| Nightlife offer | 93,5% | 8,72 |
| Offer of local gastronomy | 93,2% | 8,68 |
| Diversity of restaurants | 86,4% | 8,62 |
| Good weather | 86,7% | 8,60 |
| Feeling of safety/security | 84,9% | 8,58 |
| Tourist signs | 92,1% | 8,58 |
| Existence of organised tours/programmes | 85,6% | 8,57 |
| Value for money | 87,1% | 8,54 |
| Accessible attractions outside the city | 90,1% | 8,53 |
| Offer of museums | 90,2% | 8,52 |
| Offer of different experiences | 88,8% | 8,51 |
| Quality of restaurant service | 78,4% | 8,49 |
| Offer of monuments | 82,7% | 8,48 |
| Offer of modernity | 91,0% | 8,46 |
| Access to places of interest | 83,2% | 8,40 |
| Existence of animation activities | 86,1% | 8,37 |
| Existence of cultural events | 84,5% | 8,33 |
| Easy communication with the locals | 80,0% | 8,31 |
| Conditions for rest and relax | 81,0% | 8,26 |
| Observance of environmental regulations | 60,9% | 8,04 |
| Cleanliness of streets and buildings | 59,8% | 8,02 |
| Quality of accommodation service | 53,4% | 7,54 |
| Public transportation network | 58,7% | 7,49 |
| Type of accommodation | 40,1% | 7,17 |

| | UK/Ireland | |
|---|---|---|
| | % satisfaction (8 or more) | Average evaluation (1 to 10) |
| **Global evaluation** | 54,4% | 7,52 |

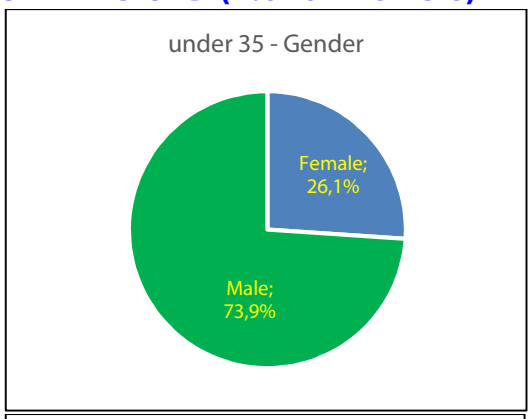

UK/Ireland - Reality VS Expectations
Wonderful surprise
17,7%
Exceeded expectations
34,2%
Met expectations
44,5%
Below expectations
2,9%
Big disappointment
0,6%

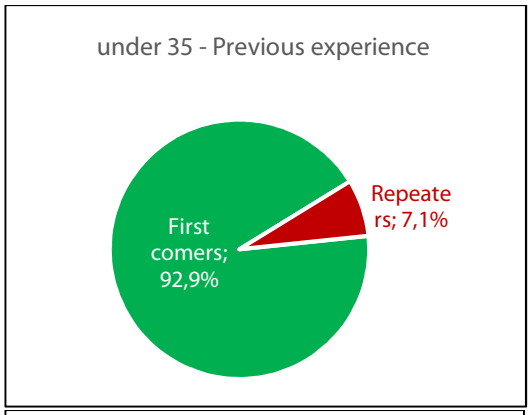

UK/Ireland - Probability of returning
Very likely
32,6%
Likely
55,2%
Not very likely
10,6%
Not at all likely
1,0%
NA
0,6%

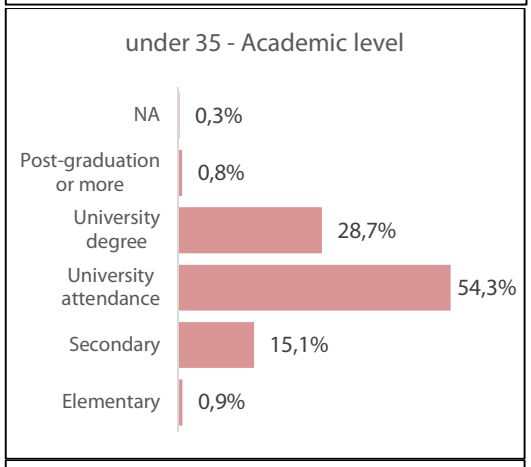

UK/Ireland - Recommendation
Top 5
24,2%
Top 10
57,7%
Top 20
16,8%
Top 50
1,0%
Doesn't recommend
0,3%

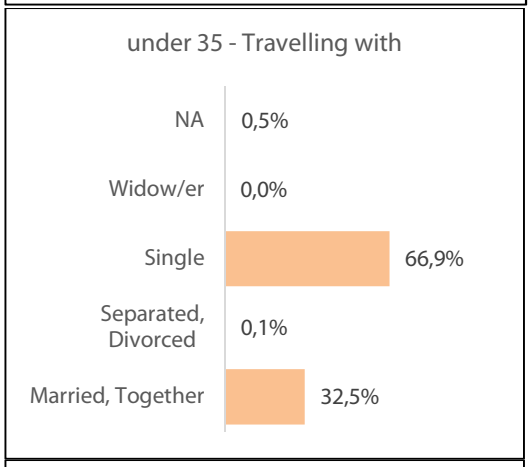
# 12. RESULTS BY AGE

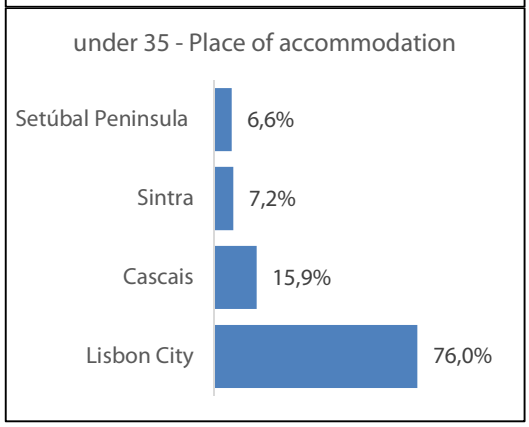
## UNDER 35 YEARS OLD (1.040 Answers)

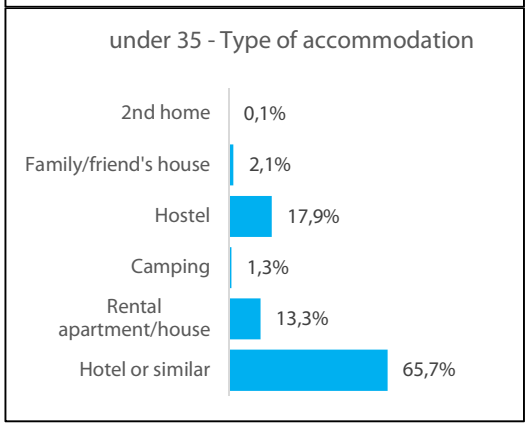



| Perception of communication campaigns | Under 35 | |
|---|---|---|
| | About Lisbon | About Portugal |
| Advertising in the internet | 62,5% | 56,8% |
| News in the media | 55,5% | 63,9% |
| Advertising in tour operators' brochures | 54,2% | 62,4% |
| Advertising in the media | 52,9% | 69,1% |

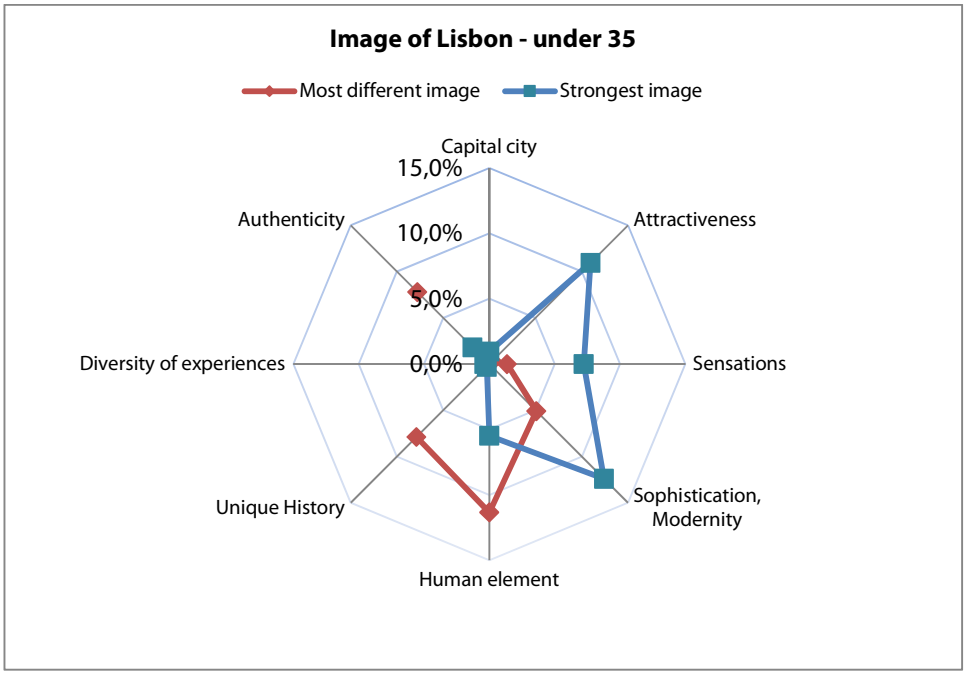
| Importance in the decision to visit Lisbon - Under 35 | | | | | |
|---|---|---|---|---|---|
| | Very important | Somewhat important | Not at all important | NA | Level of importance (0 to 2) |
| Always wanted to visit Lisbon | 75,2% | 12,5% | 0,9% | 11,4% | 1,84 |
| Family/friends advice | 70,2% | 17,2% | 4,3% | 8,3% | 1,72 |
| Price/cost of the trip | 59,5% | 21,6% | 4,5% | 14,3% | 1,64 |
| Social media (Facebook, Twitter, blogs, etc) | 41,8% | 29,0% | 16,6% | 12,5% | 1,29 |
| Travel websites | 46,4% | 20,3% | 22,5% | 10,8% | 1,27 |
| Press/TV articles | 46,7% | 14,8% | 31,0% | 7,5% | 1,17 |
| Advertising in the internet | 37,1% | 24,3% | 24,4% | 14,1% | 1,15 |
| Tourism guides/books | 44,5% | 14,2% | 33,0% | 8,3% | 1,13 |
| Tourism brochures | 44,1% | 14,7% | 32,7% | 8,5% | 1,13 |
| Advertising in the media | 43,1% | 12,3% | 33,7% | 11,0% | 1,11 |
| By chance, got the opportunity to | 43,4% | 9,2% | 34,2% | 13,2% | 1,11 |
| www.visitlisboa.com | 33,3% | 25,4% | 25,8% | 15,6% | 1,09 |
| Previous visit | 40,8% | 18,8% | 35,0% | 5,4% | 1,06 |
| Travel agent advice | 37,4% | 15,9% | 33,1% | 13,7% | 1,05 |

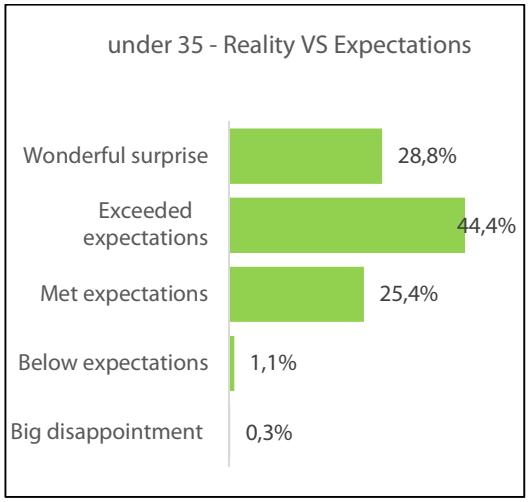
| Importance of parameters - Under 35 | | | | | |
|---|---|---|---|---|---|
| | Very important | Important | Irrelevant | NA | Level of importance (0 to 2) |
| Value for money | 82,1% | 10,6% | 0,0% | 7,3% | 1,89 |
| Feeling of safety/security | 76,3% | 17,9% | 0,0% | 5,9% | 1,81 |
| Tourist signs | 76,3% | 18,7% | 0,1% | 5,0% | 1,80 |
| Public transportation network | 75,5% | 20,4% | 0,0% | 4,1% | 1,79 |
| Access to places of interest | 73,9% | 22,0% | 0,0% | 4,0% | 1,77 |
| Good weather | 69,2% | 24,2% | 0,4% | 6,2% | 1,73 |
| Kindness/Helpfulness of local people | 68,8% | 26,1% | 0,0% | 5,2% | 1,73 |
| Offer of monuments | 66,6% | 30,4% | 0,1% | 2,9% | 1,69 |
| Observance of environmental regulations | 61,7% | 30,7% | 0,1% | 7,5% | 1,67 |
| Offer of modernity | 58,7% | 35,4% | 0,1% | 5,9% | 1,62 |
| Quality of restaurant service | 56,9% | 41,0% | 0,1% | 2,0% | 1,58 |
| Offer of different experiences | 57,1% | 32,8% | 4,2% | 5,9% | 1,56 |
| Easy communication with the locals | 50,7% | 44,2% | 0,9% | 4,2% | 1,52 |
| Cleanliness of streets and buildings | 48,8% | 43,8% | 0,9% | 6,5% | 1,51 |
| Offer of local gastronomy | 51,1% | 46,6% | 0,8% | 1,5% | 1,51 |
| Accessible attractions outside the city | 52,3% | 37,5% | 6,0% | 4,2% | 1,48 |
| Existence of animation activities | 45,1% | 48,5% | 0,8% | 5,7% | 1,47 |
| Nightlife offer | 49,6% | 38,8% | 6,0% | 5,7% | 1,46 |
| Conditions for rest and relax | 43,8% | 49,9% | 0,4% | 5,9% | 1,46 |
| Tourism information offices | 47,6% | 41,8% | 4,9% | 5,7% | 1,45 |
| Diversity of restaurants | 43,3% | 55,2% | 0,1% | 1,4% | 1,44 |
| Existence of cultural events | 40,9% | 50,6% | 2,1% | 6,4% | 1,41 |
| Offer of museums | 41,9% | 47,4% | 5,6% | 5,1% | 1,38 |
| Existence of organised tours/programmes | 50,0% | 29,5% | 15,0% | 5,5% | 1,37 |
| Type of accommodation | 40,3% | 50,4% | 7,9% | 1,4% | 1,33 |
| Quality of accommodation service | 42,2% | 38,3% | 16,4% | 3,1% | 1,27 |
| Shopping facilities | 42,9% | 26,6% | 24,0% | 6,4% | 1,20 |
| Offer of attractions for children | 43,0% | 20,2% | 30,4% | 6,4% | 1,13 |

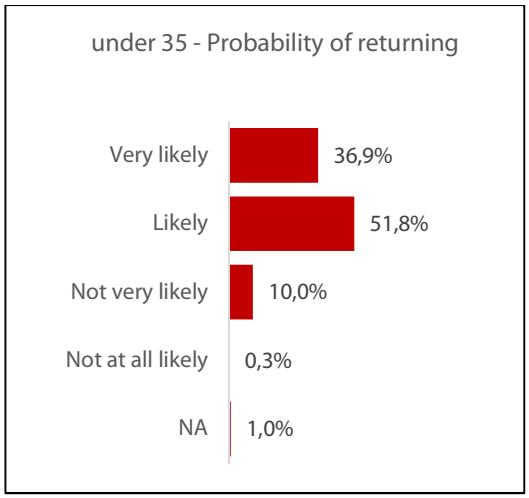
| EVALUATION OF PARAMETERS (to whom it was important) | Under 35 | |
|---|---|---|
| | % satisfaction (8 or more) | Average evaluation (1 to 10) |
| Offer of attractions for children | 95,5% | 9,03 |
| Tourism information offices | 95,5% | 8,99 |
| Shopping facilities | 94,9% | 8,89 |
| Nightlife offer | 95,2% | 8,87 |
| Kindness/Helpfulness of local people | 96,1% | 8,84 |
| Existence of organised tours/programmes | 92,7% | 8,81 |
| Diversity of restaurants | 88,4% | 8,80 |
| Quality of restaurant service | 87,8% | 8,78 |
| Offer of local gastronomy | 92,2% | 8,76 |
| Good weather | 87,9% | 8,74 |
| Accessible attractions outside the city | 93,2% | 8,71 |
| Offer of monuments | 89,2% | 8,70 |
| Feeling of safety/security | 89,2% | 8,70 |
| Tourist signs | 91,4% | 8,68 |
| Offer of different experiences | 90,7% | 8,67 |
| Value for money | 85,2% | 8,65 |
| Offer of museums | 90,7% | 8,62 |
| Access to places of interest | 88,8% | 8,59 |
| Observance of environmental regulations | 78,3% | 8,59 |
| Offer of modernity | 91,4% | 8,58 |
| Easy communication with the locals | 87,5% | 8,51 |
| Cleanliness of streets and buildings | 75,6% | 8,49 |
| Existence of cultural events | 87,4% | 8,49 |
| Existence of animation activities | 87,6% | 8,47 |
| Conditions for rest and relax | 81,5% | 8,38 |
| Quality of accommodation service | 78,8% | 8,26 |
| Public transportation network | 73,7% | 8,09 |
| Type of accommodation | 54,4% | 7,54 |

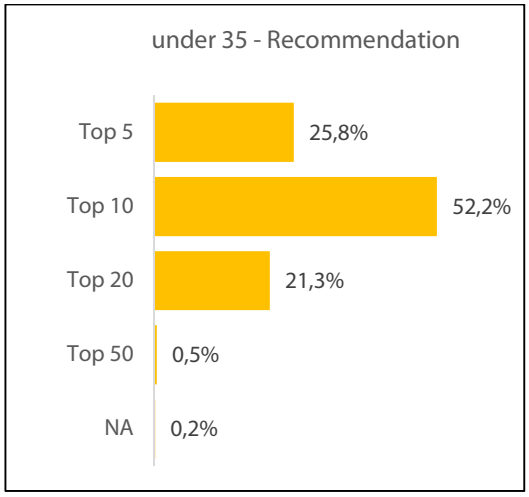
| | Under 35 | |
|---|---|---|
| | % satisfaction (8 or more) | Average evaluation (1 to 10) |
| **Global evaluation** | 72,3% | 7,84 |

| | IMAGE OF LISBON - Under 35 | | | | | | |
|---|---|---|---|---|---|---|---|
| | Totally agree | Agree | Neither agree nor disagree | Disagree | DN/NA | % agreement | Level of agreement (-2 to 2) |
| Nice, peaceful city | 48,1% | 42,2% | 1,7% | 0,0% | 8,0% | **90,3%** | **1,50** |
| Ancient city with history | 48,7% | 41,6% | 3,0% | 0,0% | 6,7% | **90,3%** | **1,49** |
| Human city | 50,0% | 40,4% | 4,1% | 0,1% | 5,4% | **90,4%** | **1,48** |
| Unique city | 46,8% | 45,1% | 2,3% | 0,0% | 5,8% | **91,9%** | **1,47** |
| Interactive people | 47,2% | 42,1% | 3,8% | 0,0% | 6,8% | **89,3%** | **1,47** |
| Modern city | 47,4% | 43,8% | 3,7% | 0,1% | 5,1% | **91,2%** | **1,46** |
| City with diverse offer | 46,1% | 44,4% | 3,3% | 0,0% | 6,3% | **90,5%** | **1,46** |
| Romantic city | 46,4% | 41,3% | 4,2% | 0,2% | 7,9% | **87,7%** | **1,45** |
| Multicultural and tolerant city | 44,1% | 45,9% | 2,9% | 0,0% | 7,1% | **90,0%** | **1,44** |
| Dynamic, busy city | 41,9% | 48,1% | 1,6% | 0,0% | 8,4% | **90,0%** | **1,44** |
| Outdoors city | 45,2% | 45,5% | 3,6% | 0,1% | 5,7% | **90,7%** | **1,44** |
| Creative and trendy city | 39,3% | 48,4% | 3,0% | 0,0% | 9,3% | **87,7%** | **1,40** |
| City of feelings/sensations | 39,1% | 51,7% | 3,1% | 0,0% | 6,1% | **90,9%** | **1,38** |
| Capital city | 42,0% | 46,9% | 7,1% | 0,1% | 3,8% | **88,9%** | **1,36** |
| Preserved city | 45,7% | 31,8% | 16,6% | 1,0% | 4,9% | **77,5%** | **1,29** |

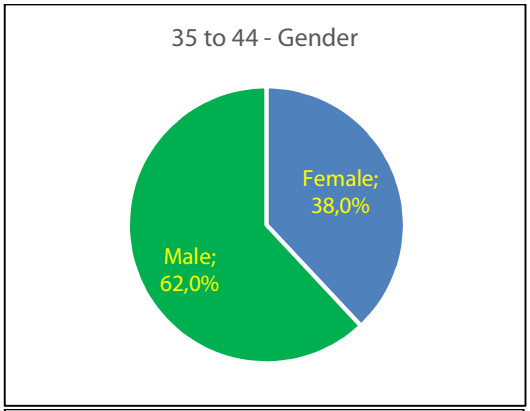


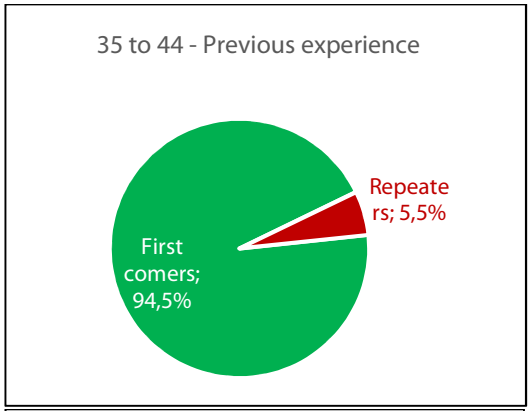

under 35 - Reality VS Expectations
Wonderful surprise
28,8%
Exceeded expectations
44,4%
Met expectations
25,4%
Below expectations
1,1%
Big disappointment
0,3%

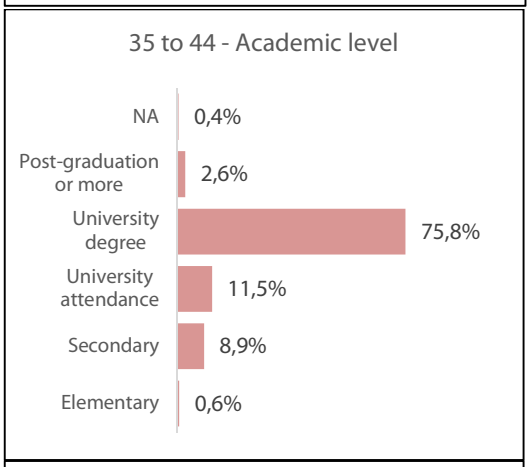

under 35 - Probability of returning
Very likely
36,9%
Likely
51,8%
Not very likely
10,0%
Not at all likely
0,3%
NA
1,0%

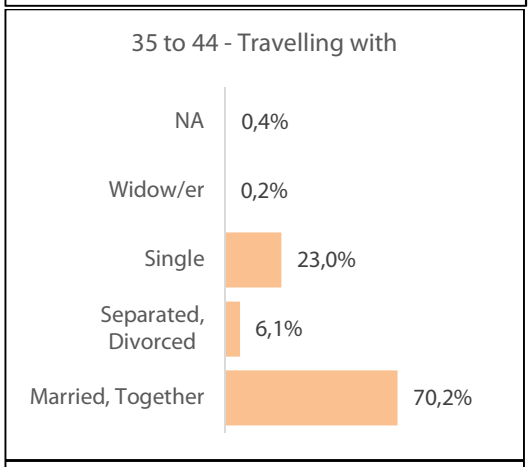

under 35 - Recommendation
Top 5
25,8%
Top 10
52,2%
Top 20
21,3%
Top 50
0,5%
NA
0,2%

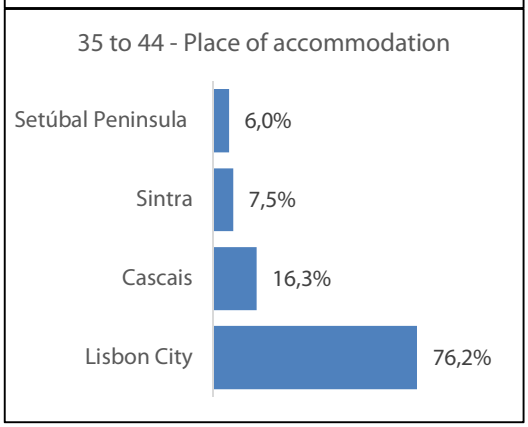
# 35 TO 44 YEARS OLD (944 Answers)

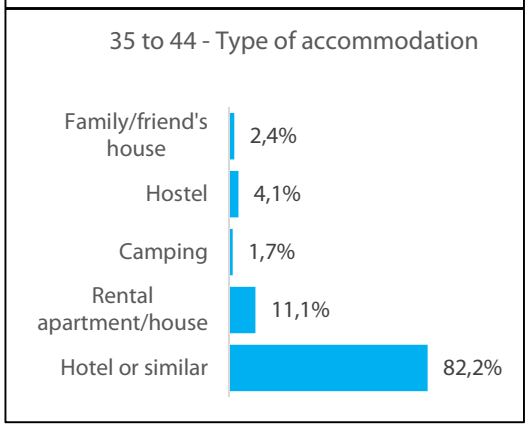



| Perception of communication campaigns | 35 to 44 | |
|---|---|---|
| | About Lisbon | About Portugal |
| Advertising in the internet | 62,4% | 58,1% |
| News in the media | 60,2% | 69,0% |
| Advertising in tour operators' brochures | 58,3% | 64,8% |
| Advertising in the media | 54,1% | 71,6% |

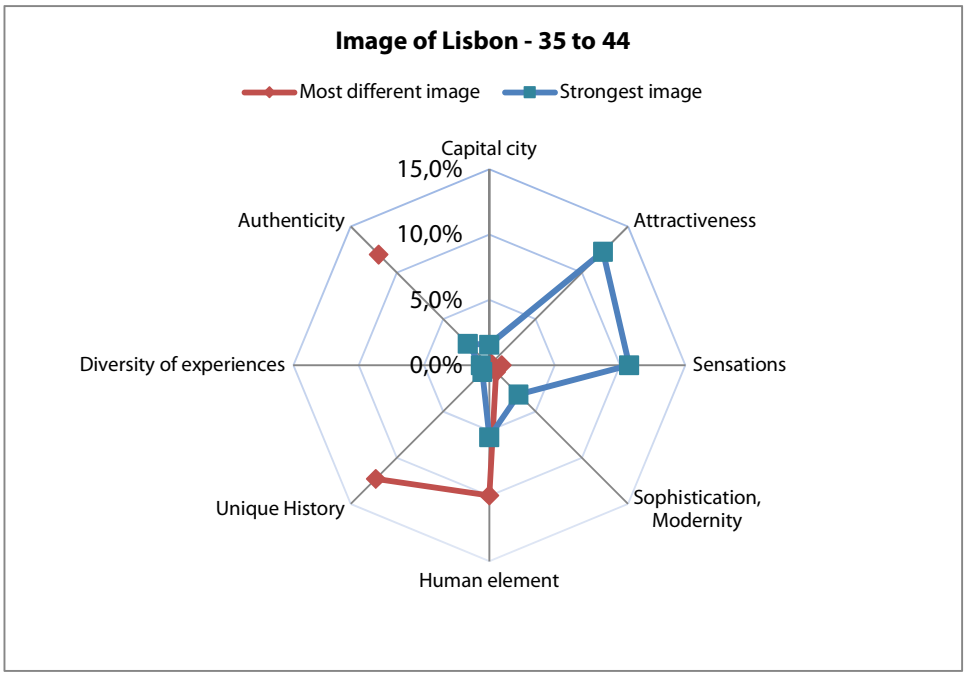
| Importance in the decision to visit Lisbon - 35 to 44 | | | | | |
|---|---|---|---|---|---|
| | Very important | Somewhat important | Not at all important | NA | Level of importance (0 to 2) |
| Always wanted to visit Lisbon | 73,4% | 11,5% | 1,4% | 13,7% | 1,83 |
| Family/friends advice | 70,1% | 14,5% | 7,3% | 8,1% | 1,68 |
| Price/cost of the trip | 51,3% | 24,0% | 8,3% | 16,4% | 1,51 |
| Travel websites | 51,6% | 18,8% | 19,7% | 10,0% | 1,35 |
| Press/TV articles | 53,5% | 12,7% | 26,0% | 7,8% | 1,30 |
| Tourism brochures | 48,4% | 10,9% | 31,8% | 8,9% | 1,18 |
| Advertising in the media | 46,6% | 11,2% | 30,9% | 11,2% | 1,18 |
| Social media (Facebook, Twitter, blogs, etc) | 36,7% | 27,2% | 21,8% | 14,3% | 1,17 |
| Tourism guides/books | 47,8% | 12,9% | 32,0% | 7,3% | 1,17 |
| Previous visit | 48,5% | 12,7% | 33,9% | 4,9% | 1,15 |
| By chance, got the opportunity to | 43,9% | 7,6% | 33,1% | 15,5% | 1,13 |
| www.visitlisboa.com | 31,4% | 25,3% | 24,2% | 19,2% | 1,09 |
| Advertising in the internet | 33,4% | 23,6% | 26,2% | 16,8% | 1,09 |
| Travel agent advice | 36,8% | 15,3% | 32,0% | 16,0% | 1,06 |

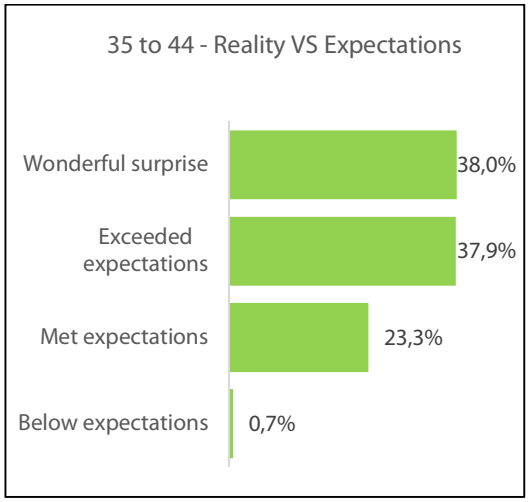
| Importance of parameters - 35 to 44 | | | | | |
|---|---|---|---|---|---|
| | Very important | Important | Irrelevant | NA | Level of importance (0 to 2) |
| Value for money | 85,6% | 9,0% | 0,1% | 5,3% | 1,90 |
| Public transportation network | 80,0% | 16,0% | 0,0% | 4,0% | 1,83 |
| Feeling of safety/security | 78,5% | 16,2% | 0,0% | 5,3% | 1,83 |
| Tourist signs | 78,3% | 16,8% | 0,0% | 4,9% | 1,82 |
| Access to places of interest | 77,4% | 18,1% | 0,0% | 4,4% | 1,81 |
| Offer of monuments | 72,6% | 25,2% | 0,0% | 2,2% | 1,74 |
| Kindness/Helpfulness of local people | 68,5% | 24,9% | 0,6% | 5,9% | 1,72 |
| Good weather | 67,3% | 27,0% | 0,5% | 5,2% | 1,70 |
| Observance of environmental regulations | 66,2% | 28,3% | 0,2% | 5,3% | 1,70 |
| Quality of restaurant service | 66,7% | 31,9% | 0,1% | 1,3% | 1,67 |
| Offer of local gastronomy | 63,0% | 36,2% | 0,0% | 0,7% | 1,64 |
| Offer of modernity | 54,8% | 36,4% | 0,1% | 8,7% | 1,60 |
| Easy communication with the locals | 55,9% | 37,5% | 2,4% | 4,1% | 1,56 |
| Offer of museums | 51,7% | 41,0% | 0,6% | 6,7% | 1,55 |
| Tourism information offices | 51,7% | 38,7% | 1,9% | 7,7% | 1,54 |
| Accessible attractions outside the city | 50,8% | 42,2% | 1,0% | 6,0% | 1,53 |
| Offer of different experiences | 51,5% | 40,0% | 2,1% | 6,4% | 1,53 |
| Cleanliness of streets and buildings | 50,7% | 43,2% | 1,0% | 5,1% | 1,52 |
| Diversity of restaurants | 51,9% | 47,4% | 0,0% | 0,7% | 1,52 |
| Existence of organised tours/programmes | 53,9% | 35,6% | 5,0% | 5,5% | 1,52 |
| Type of accommodation | 51,1% | 46,1% | 1,6% | 1,3% | 1,50 |
| Conditions for rest and relax | 43,1% | 47,9% | 0,1% | 8,9% | 1,47 |
| Existence of cultural events | 42,1% | 47,6% | 0,8% | 9,5% | 1,46 |
| Quality of accommodation service | 50,4% | 39,0% | 8,2% | 2,4% | 1,43 |
| Existence of animation activities | 39,0% | 48,8% | 3,4% | 8,8% | 1,39 |
| Nightlife offer | 39,1% | 45,3% | 8,7% | 6,9% | 1,33 |
| Shopping facilities | 43,3% | 37,2% | 14,4% | 5,1% | 1,30 |
| Offer of attractions for children | 43,1% | 20,9% | 30,4% | 5,6% | 1,13 |

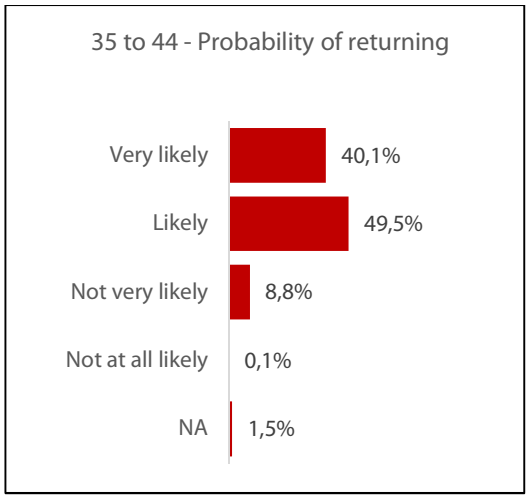
| EVALUATION OF PARAMETERS (to whom it was important) | 35 to 44 | |
|---|---|---|
| | % satisfaction (8 or more) | Average evaluation (1 to 10) |
| Offer of attractions for children | 97,7% | 9,14 |
| Diversity of restaurants | 95,2% | 9,06 |
| Tourism information offices | 95,8% | 9,05 |
| Offer of local gastronomy | 94,7% | 8,99 |
| Shopping facilities | 95,2% | 8,93 |
| Kindness/Helpfulness of local people | 95,6% | 8,92 |
| Quality of restaurant service | 87,5% | 8,90 |
| Nightlife offer | 94,0% | 8,82 |
| Existence of organised tours/programmes | 92,9% | 8,81 |
| Feeling of safety/security | 91,1% | 8,81 |
| Accessible attractions outside the city | 93,3% | 8,79 |
| Tourist signs | 91,9% | 8,78 |
| Observance of environmental regulations | 83,4% | 8,77 |
| Good weather | 87,8% | 8,77 |
| Offer of different experiences | 91,7% | 8,77 |
| Offer of monuments | 89,2% | 8,76 |
| Value for money | 82,5% | 8,70 |
| Access to places of interest | 91,1% | 8,69 |
| Offer of museums | 90,9% | 8,66 |
| Offer of modernity | 92,9% | 8,65 |
| Easy communication with the locals | 89,0% | 8,65 |
| Cleanliness of streets and buildings | 81,2% | 8,65 |
| Conditions for rest and relax | 90,5% | 8,64 |
| Existence of animation activities | 90,0% | 8,59 |
| Existence of cultural events | 88,1% | 8,50 |
| Public transportation network | 77,0% | 8,24 |
| Quality of accommodation service | 72,1% | 8,20 |
| Type of accommodation | 59,4% | 7,74 |

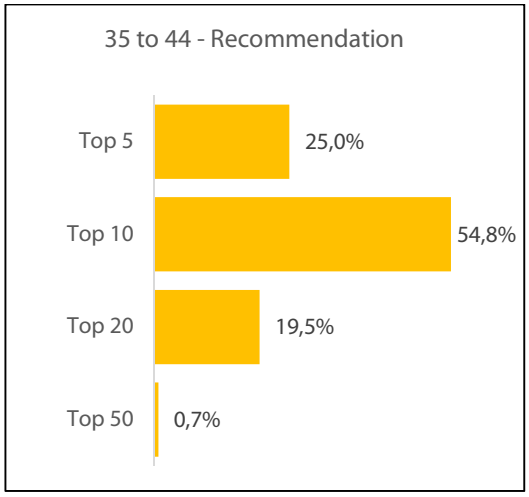
| | 35 to 44 | |
|---|---|---|
| | % satisfaction (8 or more) | Average evaluation (1 to 10) |
| **Global evaluation** | 76,3% | 7,94 |

| | IMAGE OF LISBON - 35 to 44 | | | | | | |
|---|---|---|---|---|---|---|---|
| | Totally agree | Agree | Neither agree nor disagree | Disagree | DN/NA | % agreement | Level of agreement (-2 to 2) |
| Interactive people | 54,7% | 37,2% | 2,3% | 0,0% | 5,8% | **91,8%** | **1,56** |
| Ancient city with history | 51,3% | 37,9% | 2,1% | 0,0% | 8,7% | **89,2%** | **1,54** |
| Human city | 50,8% | 41,6% | 1,9% | 0,0% | 5,6% | **92,5%** | **1,52** |
| Unique city | 49,6% | 42,6% | 1,5% | 0,0% | 6,4% | **92,2%** | **1,51** |
| Nice, peaceful city | 46,3% | 43,8% | 1,1% | 0,0% | 8,9% | **90,0%** | **1,50** |
| City with diverse offer | 47,0% | 44,6% | 1,4% | 0,0% | 7,0% | **91,6%** | **1,49** |
| Modern city | 48,1% | 43,5% | 3,0% | 0,0% | 5,4% | **91,6%** | **1,48** |
| Romantic city | 46,5% | 41,2% | 3,3% | 0,0% | 9,0% | **87,7%** | **1,47** |
| Outdoors city | 47,9% | 43,3% | 3,3% | 0,0% | 5,5% | **91,2%** | **1,47** |
| Dynamic, busy city | 44,2% | 46,6% | 1,6% | 0,0% | 7,6% | **90,8%** | **1,46** |
| Multicultural and tolerant city | 43,8% | 45,9% | 2,4% | 0,0% | 7,9% | **89,6%** | **1,45** |
| Creative and trendy city | 39,7% | 50,0% | 1,4% | 0,0% | 8,9% | **89,7%** | **1,42** |
| Capital city | 44,1% | 46,6% | 5,5% | 0,0% | 3,8% | **90,7%** | **1,40** |
| City of feelings/sensations | 39,0% | 53,3% | 2,4% | 0,0% | 5,3% | **92,3%** | **1,39** |
| Preserved city | 47,9% | 32,4% | 13,2% | 1,2% | 5,3% | **80,3%** | **1,34** |

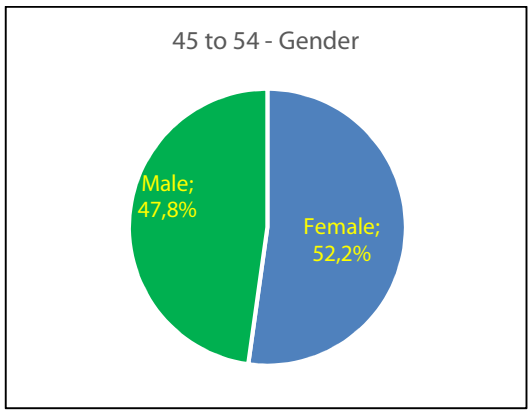


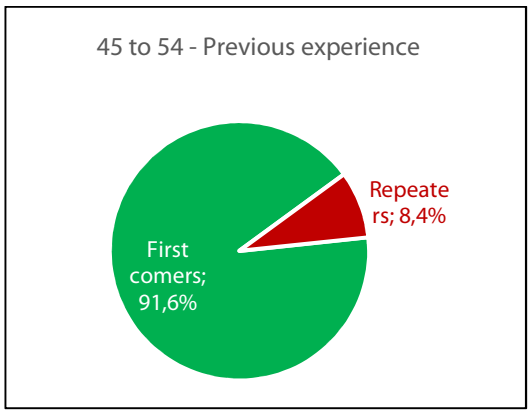

35 to 44 - Reality VS Expectations
Wonderful surprise
38,0%
Exceeded expectations
37,9%
Met expectations
23,3%
Below expectations
0,7%

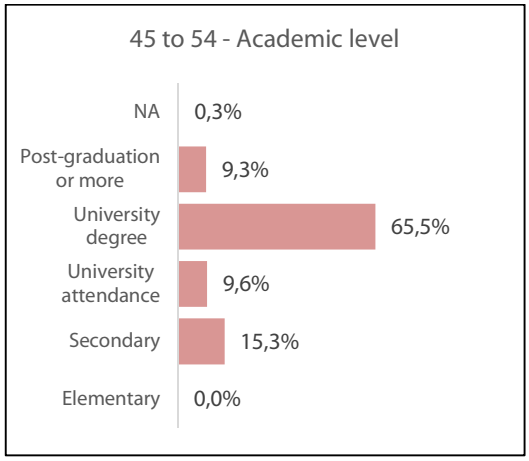

35 to 44 - Probability of returning
Very likely
40,1%
Likely
49,5%
Not very likely
8,8%
Not at all likely
0,1%
NA
1,5%

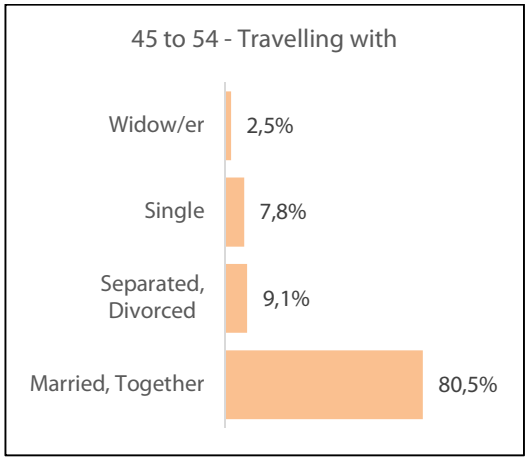

35 to 44 - Recommendation
Top 5
25,0%
Top 10
54,8%
Top 20
19,5%
Top 50
0,7%

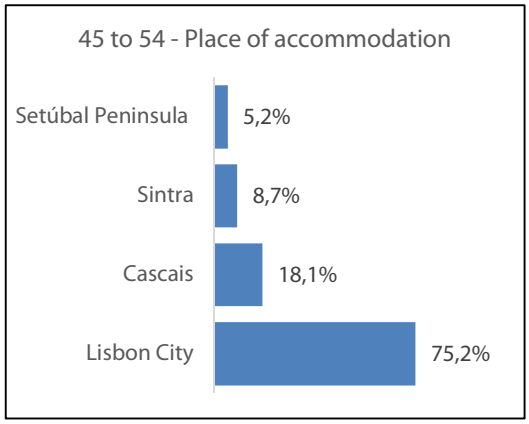
# 45 TO 54 YEARS OLD (678 Answers)

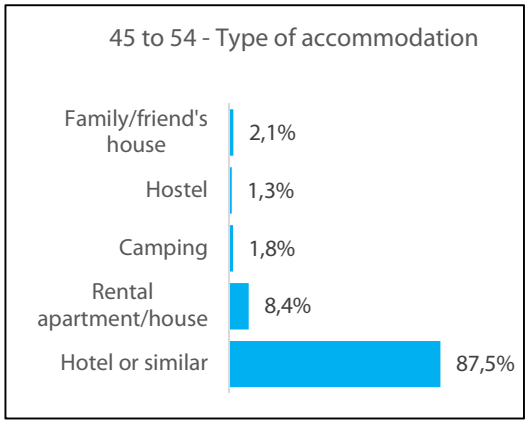



| Perception of communication campaigns | 45 to 54 | |
|---|---|---|
| | About Lisbon | About Portugal |
| News in the media | 58,3% | 63,0% |
| Advertising in the internet | 50,4% | 44,5% |
| Advertising in tour operators' brochures | 49,3% | 53,8% |
| Advertising in the media | 41,0% | 62,1% |

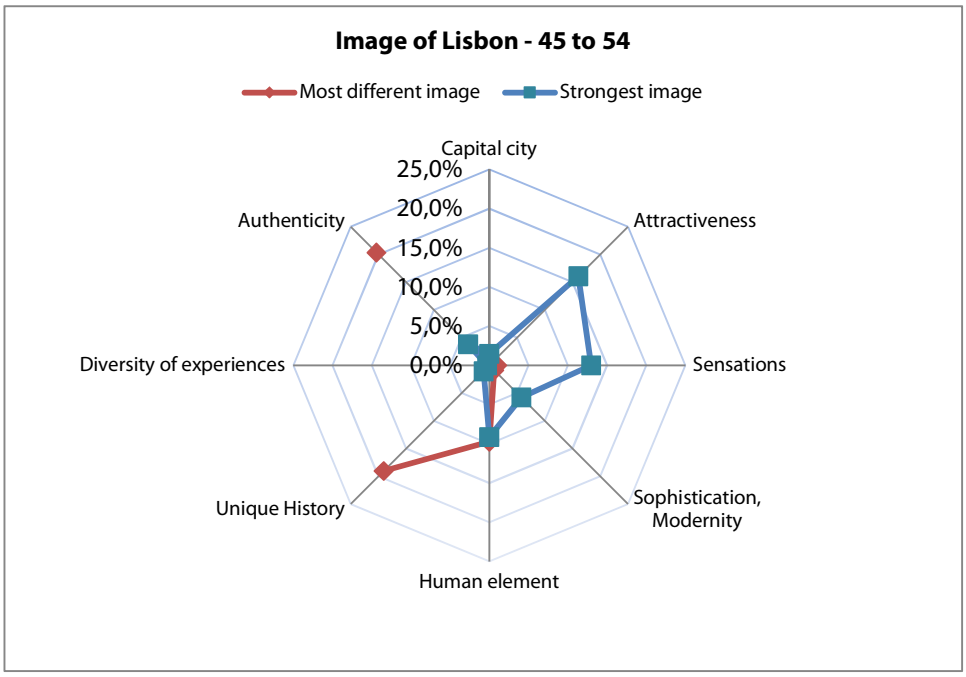
| Importance in the decision to visit Lisbon - 45 to 54 | | | | | |
|---|---|---|---|---|---|
| | Very important | Somewhat important | Not at all important | NA | Level of importance (0 to 2) |
| Always wanted to visit Lisbon | 77,9% | 9,6% | 2,5% | 10,0% | 1,84 |
| Family/friends advice | 61,5% | 19,6% | 12,1% | 6,8% | 1,53 |
| Price/cost of the trip | 48,4% | 24,8% | 15,2% | 11,7% | 1,38 |
| Press/TV articles | 50,3% | 13,9% | 29,4% | 6,5% | 1,22 |
| Travel websites | 43,1% | 17,0% | 29,2% | 10,8% | 1,16 |
| Tourism brochures | 38,6% | 12,1% | 41,9% | 7,4% | 0,96 |
| Advertising in the media | 37,5% | 9,3% | 44,2% | 9,0% | 0,93 |
| Tourism guides/books | 36,9% | 9,7% | 45,4% | 8,0% | 0,91 |
| Travel agent advice | 33,6% | 11,7% | 42,2% | 12,5% | 0,90 |
| Advertising in the internet | 29,1% | 16,7% | 39,7% | 14,6% | 0,88 |
| By chance, got the opportunity to | 36,1% | 5,0% | 47,2% | 11,7% | 0,87 |
| Previous visit | 35,5% | 12,2% | 47,9% | 4,3% | 0,87 |
| Social media (Facebook, Twitter, blogs, etc) | 28,9% | 18,3% | 40,3% | 12,5% | 0,87 |
| www.visitlisboa.com | 25,4% | 22,7% | 37,6% | 14,3% | 0,86 |

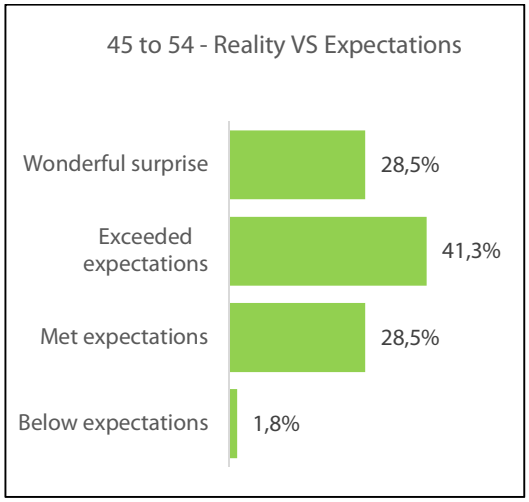
| Importance of parameters - 45 to 54 | | | | | |
|---|---|---|---|---|---|
| | Very important | Important | Irrelevant | NA | Level of importance (0 to 2) |
| Value for money | 87,9% | 6,9% | 0,0% | 5,2% | 1,93 |
| Feeling of safety/security | 81,6% | 14,6% | 0,0% | 3,8% | 1,85 |
| Public transportation network | 80,5% | 17,4% | 0,0% | 2,1% | 1,82 |
| Access to places of interest | 80,7% | 17,6% | 0,0% | 1,8% | 1,82 |
| Tourist signs | 79,4% | 17,4% | 0,1% | 3,1% | 1,82 |
| Offer of monuments | 75,2% | 23,0% | 0,0% | 1,8% | 1,77 |
| Kindness/Helpfulness of local people | 70,9% | 26,1% | 0,0% | 2,9% | 1,73 |
| Quality of restaurant service | 71,5% | 27,7% | 0,0% | 0,7% | 1,72 |
| Good weather | 67,3% | 27,3% | 0,1% | 5,3% | 1,71 |
| Observance of environmental regulations | 63,4% | 31,3% | 0,0% | 5,3% | 1,67 |
| Offer of modernity | 61,8% | 33,5% | 0,1% | 4,6% | 1,65 |
| Offer of local gastronomy | 61,5% | 37,9% | 0,3% | 0,3% | 1,61 |
| Offer of museums | 58,3% | 37,0% | 0,9% | 3,8% | 1,60 |
| Tourism information offices | 58,1% | 36,7% | 1,5% | 3,7% | 1,59 |
| Type of accommodation | 52,7% | 46,2% | 0,1% | 1,0% | 1,53 |
| Existence of organised tours/programmes | 52,1% | 42,2% | 2,1% | 3,7% | 1,52 |
| Conditions for rest and relax | 49,3% | 46,3% | 0,4% | 4,0% | 1,51 |
| Existence of cultural events | 48,8% | 45,4% | 1,3% | 4,4% | 1,50 |
| Accessible attractions outside the city | 47,3% | 47,1% | 0,6% | 5,0% | 1,49 |
| Easy communication with the locals | 50,4% | 42,3% | 4,4% | 2,8% | 1,47 |
| Diversity of restaurants | 45,7% | 53,5% | 0,0% | 0,7% | 1,46 |
| Cleanliness of streets and buildings | 44,7% | 49,3% | 1,0% | 5,0% | 1,46 |
| Offer of different experiences | 44,8% | 45,3% | 4,7% | 5,2% | 1,42 |
| Quality of accommodation service | 42,3% | 51,5% | 4,7% | 1,5% | 1,38 |
| Existence of animation activities | 36,9% | 47,5% | 11,7% | 4,0% | 1,26 |
| Shopping facilities | 37,6% | 37,3% | 19,0% | 6,0% | 1,20 |
| Nightlife offer | 32,0% | 38,2% | 25,2% | 4,6% | 1,07 |
| Offer of attractions for children | 35,8% | 14,2% | 44,1% | 5,9% | 0,91 |

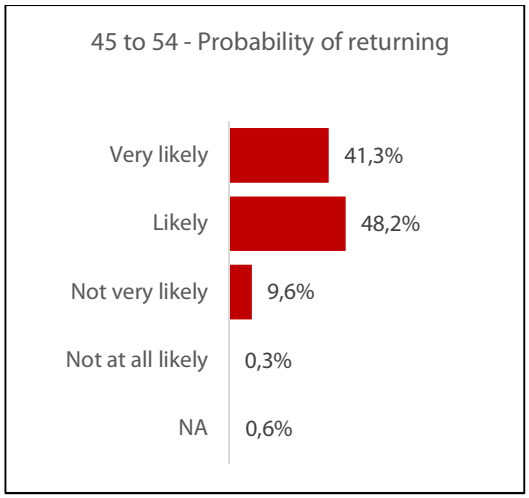
| EVALUATION OF PARAMETERS (to whom it was important) | 45 to 54 | |
|---|---|---|
| | % satisfaction (8 or more) | Average evaluation (1 to 10) |
| Offer of attractions for children | 99,3% | 9,06 |
| Tourism information offices | 94,3% | 8,88 |
| Diversity of restaurants | 95,4% | 8,86 |
| Offer of local gastronomy | 93,4% | 8,81 |
| Kindness/Helpfulness of local people | 94,9% | 8,77 |
| Shopping facilities | 92,8% | 8,75 |
| Feeling of safety/security | 91,4% | 8,74 |
| Nightlife offer | 94,1% | 8,73 |
| Tourist signs | 93,1% | 8,71 |
| Existence of organised tours/programmes | 90,7% | 8,69 |
| Offer of different experiences | 92,2% | 8,67 |
| Quality of restaurant service | 83,0% | 8,63 |
| Offer of monuments | 86,6% | 8,59 |
| Accessible attractions outside the city | 91,6% | 8,59 |
| Access to places of interest | 90,2% | 8,56 |
| Conditions for rest and relax | 90,1% | 8,56 |
| Offer of museums | 91,3% | 8,55 |
| Offer of modernity | 91,0% | 8,53 |
| Existence of animation activities | 89,8% | 8,50 |
| Observance of environmental regulations | 78,4% | 8,47 |
| Good weather | 81,8% | 8,47 |
| Easy communication with the locals | 84,3% | 8,45 |
| Existence of cultural events | 87,6% | 8,41 |
| Cleanliness of streets and buildings | 75,3% | 8,40 |
| Value for money | 77,2% | 8,36 |
| Public transportation network | 73,7% | 8,08 |
| Quality of accommodation service | 61,7% | 7,81 |
| Type of accommodation | 52,9% | 7,64 |

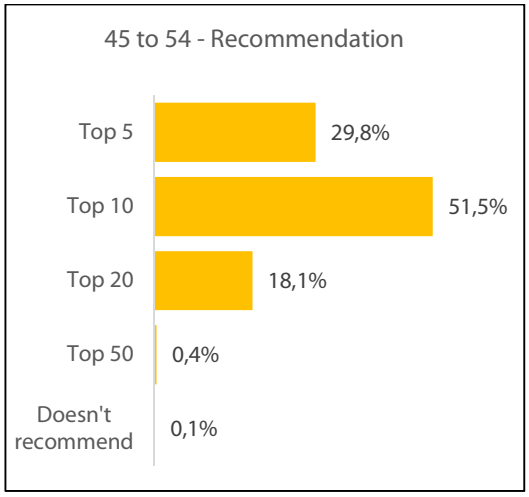
| | 45 to 54 | |
|---|---|---|
| | % satisfaction (8 or more) | Average evaluation (1 to 10) |
| **Global evaluation** | 71,6% | 7,84 |

| | IMAGE OF LISBON - 45 to 54 | | | | | | |
|---|---|---|---|---|---|---|---|
| | Totally agree | Agree | Neither agree nor disagree | Disagree | DN/NA | % agreement | Level of agreement (-2 to 2) |
| Interactive people | 47,6% | 44,2% | 0,9% | 0,0% | 7,2% | **91,9%** | **1,50** |
| Ancient city with history | 46,8% | 45,0% | 1,0% | 0,0% | 7,2% | **91,7%** | **1,49** |
| Dynamic, busy city | 45,1% | 47,2% | 0,4% | 0,0% | 7,2% | **92,3%** | **1,48** |
| Human city | 47,2% | 43,7% | 2,7% | 0,0% | 6,5% | **90,9%** | **1,48** |
| Creative and trendy city | 44,7% | 45,4% | 1,3% | 0,0% | 8,6% | **90,1%** | **1,47** |
| Multicultural and tolerant city | 45,7% | 46,6% | 1,5% | 0,0% | 6,2% | **92,3%** | **1,47** |
| Nice, peaceful city | 44,5% | 48,4% | 0,9% | 0,1% | 6,0% | **92,9%** | **1,46** |
| Outdoors city | 45,0% | 45,9% | 2,8% | 0,0% | 6,3% | **90,9%** | **1,45** |
| Modern city | 46,6% | 45,9% | 3,5% | 0,0% | 4,0% | **92,5%** | **1,45** |
| Unique city | 44,7% | 47,5% | 2,4% | 0,0% | 5,5% | **92,2%** | **1,45** |
| City with diverse offer | 44,0% | 49,0% | 1,9% | 0,0% | 5,2% | **92,9%** | **1,44** |
| Romantic city | 44,7% | 45,0% | 3,2% | 0,1% | 6,9% | **89,7%** | **1,44** |
| Capital city | 47,6% | 43,1% | 5,5% | 0,0% | 3,8% | **90,7%** | **1,44** |
| City of feelings/sensations | 40,6% | 49,4% | 2,8% | 0,0% | 7,2% | **90,0%** | **1,41** |
| Preserved city | 39,2% | 36,0% | 18,6% | 2,2% | 4,0% | **75,2%** | **1,17** |

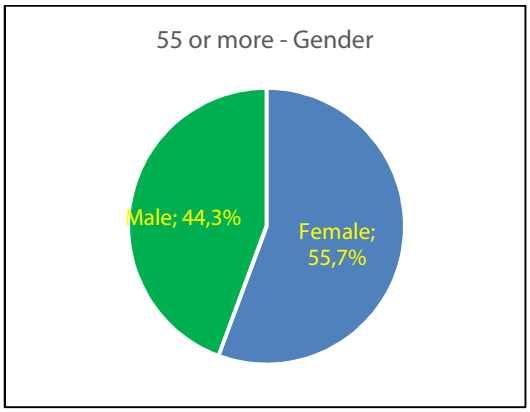


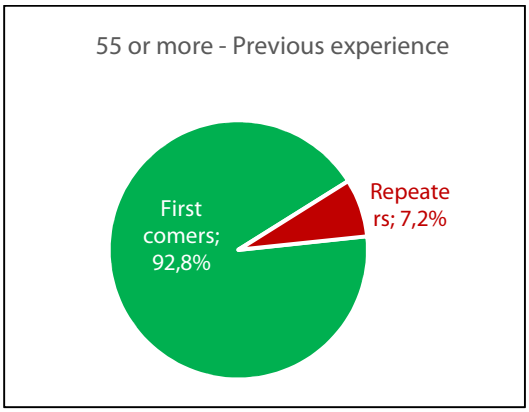

45 to 54 - Reality VS Expectations
Wonderful surprise
28,5%
Exceeded expectations
41,3%
Met expectations
28,5%
Below expectations
1,8%

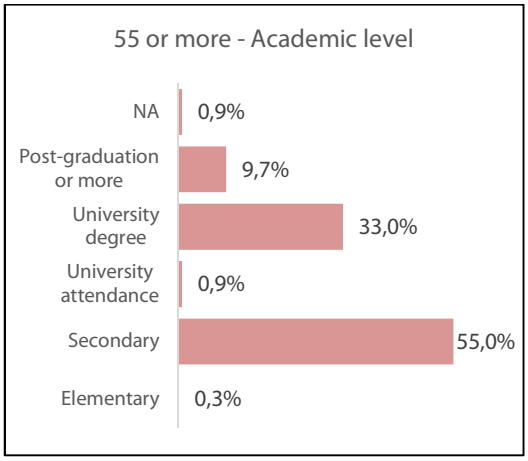

45 to 54 - Probability of returning
Very likely
41,3%
Likely
48,2%
Not very likely
9,6%
Not at all likely
0,3%
NA
0,6%

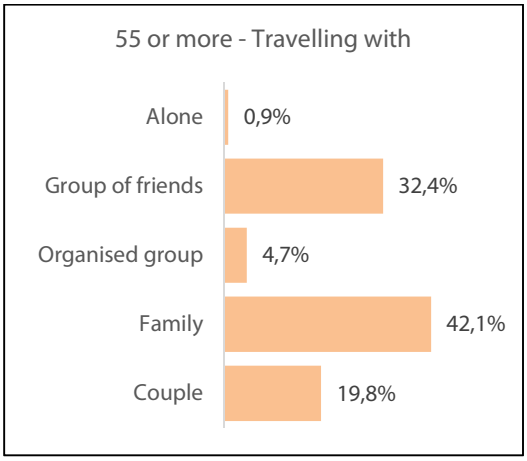

45 to 54 - Recommendation
Top 5
29,8%
Top 10
51,5%
Top 20
18,1%
Top 50
0,4%
Doesn't recommend
0,1%

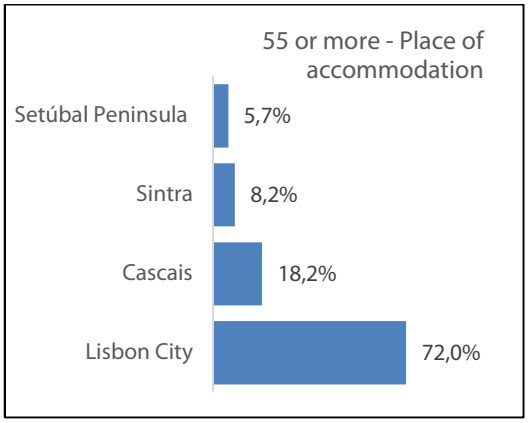
# 55 YEARS OLD OR MORE (318 Answers)

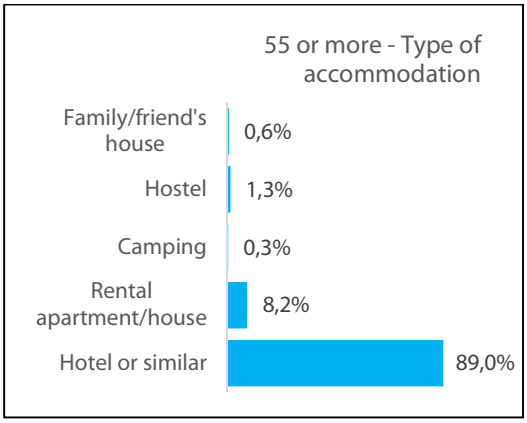



| Perception of communication campaigns | 55 or more | |
|---|---|---|
| | About Lisbon | About Portugal |
| News in the media | 50,9% | 47,2% |
| Advertising in tour operators' brochures | 30,8% | 31,4% |
| Advertising in the internet | 25,8% | 26,1% |
| Advertising in the media | 25,5% | 43,4% |

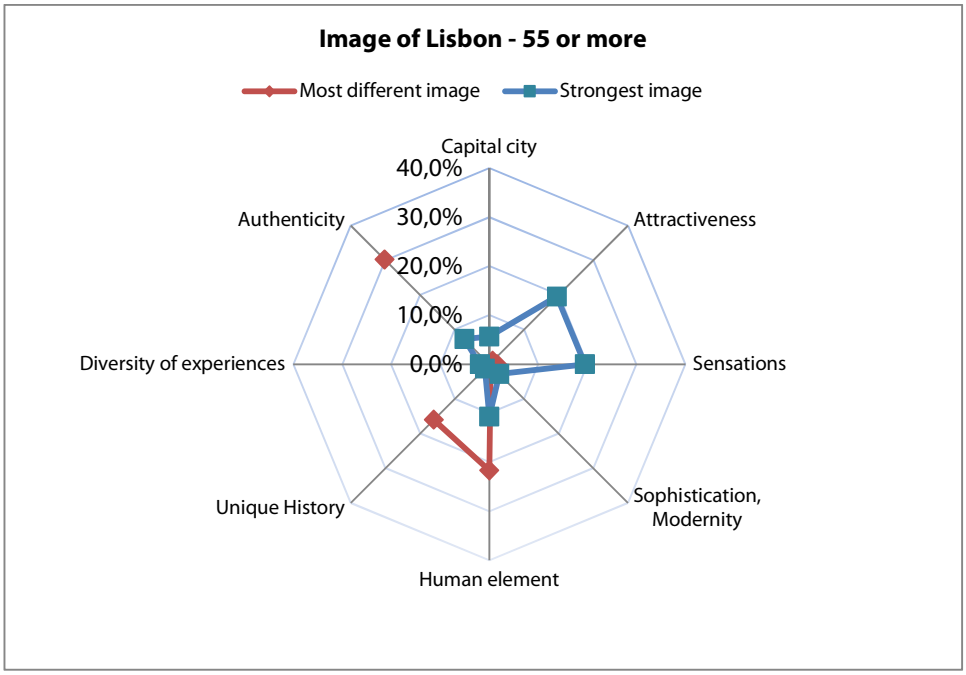
| Importance in the decision to visit Lisbon - 55 or more | | | | | |
|---|---|---|---|---|---|
| | Very important | Somewhat important | Not at all important | NA | Level of importance (0 to 2) |
| Always wanted to visit Lisbon | 77,0% | 9,7% | 4,7% | 8,5% | 1,79 |
| Family/friends advice | 64,5% | 17,0% | 13,5% | 5,0% | 1,54 |
| Price/cost of the trip | 34,9% | 43,1% | 12,3% | 9,7% | 1,25 |
| Press/TV articles | 39,6% | 12,3% | 44,3% | 3,8% | 0,95 |
| Travel websites | 25,5% | 9,1% | 58,2% | 7,2% | 0,65 |
| Advertising in the media | 23,3% | 6,0% | 62,9% | 7,9% | 0,57 |
| Tourism brochures | 22,6% | 7,5% | 62,9% | 6,9% | 0,57 |
| Tourism guides/books | 19,8% | 4,7% | 66,4% | 9,1% | 0,49 |
| Previous visit | 19,5% | 8,5% | 70,4% | 1,6% | 0,48 |
| Social media (Facebook, Twitter, blogs, etc) | 16,0% | 8,2% | 65,7% | 10,1% | 0,45 |
| www.visitlisboa.com | 12,6% | 12,3% | 59,4% | 15,7% | 0,44 |
| Travel agent advice | 16,4% | 6,9% | 66,4% | 10,4% | 0,44 |
| Advertising in the internet | 15,1% | 8,2% | 64,2% | 12,6% | 0,44 |
| By chance, got the opportunity to | 13,2% | 5,7% | 70,4% | 10,7% | 0,36 |

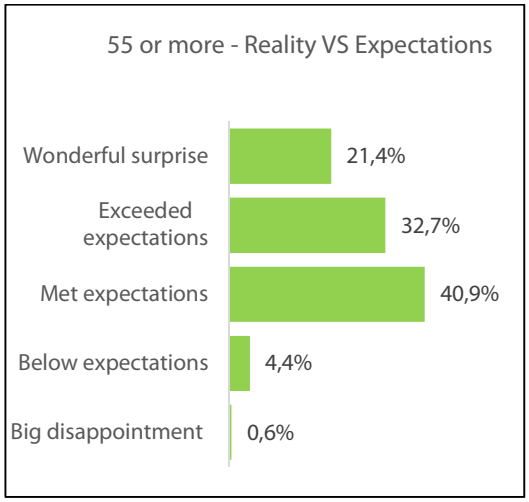
| Importance of parameters - 55 or more | | | | | |
|---|---|---|---|---|---|
| | Very important | Important | Irrelevant | NA | Level of importance (0 to 2) |
| Value for money | 91,5% | 5,0% | 0,0% | 3,5% | 1,95 |
| Feeling of safety/security | 84,9% | 10,7% | 0,0% | 4,4% | 1,89 |
| Public transportation network | 85,5% | 11,3% | 0,0% | 3,1% | 1,88 |
| Access to places of interest | 84,0% | 12,9% | 0,3% | 2,8% | 1,86 |
| Tourist signs | 82,1% | 13,5% | 0,6% | 3,8% | 1,85 |
| Offer of monuments | 81,4% | 17,3% | 0,0% | 1,3% | 1,82 |
| Offer of modernity | 75,2% | 21,1% | 0,0% | 3,8% | 1,78 |
| Kindness/Helpfulness of local people | 75,5% | 22,6% | 0,0% | 1,9% | 1,77 |
| Good weather | 75,2% | 20,8% | 0,9% | 3,1% | 1,77 |
| Quality of restaurant service | 73,3% | 25,2% | 0,0% | 1,6% | 1,74 |
| Offer of museums | 69,2% | 26,7% | 0,3% | 3,8% | 1,72 |
| Observance of environmental regulations | 66,4% | 30,2% | 0,0% | 3,5% | 1,69 |
| Conditions for rest and relax | 65,4% | 31,1% | 0,0% | 3,5% | 1,68 |
| Tourism information offices | 64,2% | 33,0% | 0,6% | 2,2% | 1,65 |
| Offer of local gastronomy | 61,0% | 38,1% | 0,0% | 0,9% | 1,62 |
| Type of accommodation | 51,6% | 47,2% | 0,0% | 1,3% | 1,52 |
| Existence of organised tours/programmes | 48,7% | 43,7% | 3,1% | 4,4% | 1,48 |
| Existence of cultural events | 43,1% | 51,3% | 1,9% | 3,8% | 1,43 |
| Accessible attractions outside the city | 40,6% | 54,1% | 2,2% | 3,1% | 1,40 |
| Cleanliness of streets and buildings | 36,8% | 59,4% | 0,3% | 3,5% | 1,38 |
| Diversity of restaurants | 33,6% | 65,1% | 0,0% | 1,3% | 1,34 |
| Quality of accommodation service | 35,5% | 57,2% | 4,4% | 2,8% | 1,32 |
| Easy communication with the locals | 36,8% | 55,0% | 5,7% | 2,5% | 1,32 |
| Offer of different experiences | 29,9% | 45,0% | 21,7% | 3,5% | 1,08 |
| Existence of animation activities | 27,0% | 39,9% | 29,2% | 3,8% | 0,98 |
| Shopping facilities | 20,4% | 34,9% | 41,2% | 3,5% | 0,79 |
| Nightlife offer | 22,0% | 20,4% | 54,7% | 2,8% | 0,66 |
| Offer of attractions for children | 17,9% | 6,9% | 71,1% | 4,1% | 0,45 |

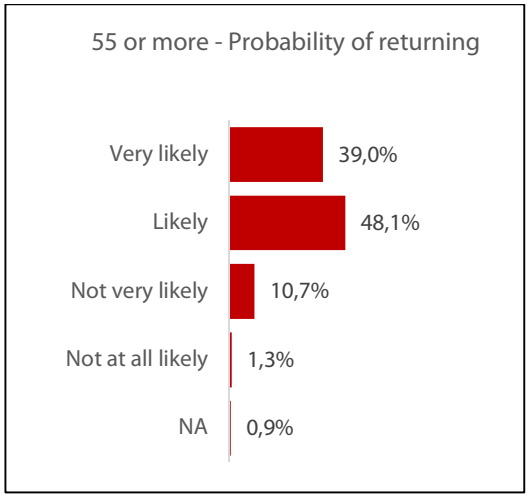
| EVALUATION OF PARAMETERS (to whom it was important) | 55 ou mais anos | |
|---|---|---|
| | % satisfaction (8 or more) | Average evaluation (1 to 10) |
| Offer of attractions for children | 98,6% | 8,95 |
| Tourism information offices | 94,2% | 8,88 |
| Nightlife offer | 92,9% | 8,76 |
| Offer of local gastronomy | 93,2% | 8,70 |
| Kindness/Helpfulness of local people | 94,4% | 8,67 |
| Diversity of restaurants | 91,8% | 8,64 |
| Shopping facilities | 89,2% | 8,54 |
| Offer of different experiences | 90,9% | 8,52 |
| Tourist signs | 88,2% | 8,44 |
| Feeling of safety/security | 83,2% | 8,43 |
| Accessible attractions outside the city | 87,3% | 8,41 |
| Existence of organised tours/programmes | 86,5% | 8,39 |
| Existence of animation activities | 89,0% | 8,37 |
| Offer of monuments | 81,3% | 8,35 |
| Offer of museums | 88,0% | 8,35 |
| Good weather | 81,1% | 8,35 |
| Conditions for rest and relax | 84,7% | 8,32 |
| Access to places of interest | 80,9% | 8,31 |
| Offer of modernity | 86,2% | 8,31 |
| Quality of restaurant service | 75,7% | 8,29 |
| Existence of cultural events | 81,8% | 8,16 |
| Easy communication with the locals | 74,8% | 8,16 |
| Value for money | 74,5% | 8,07 |
| Observance of environmental regulations | 58,4% | 7,88 |
| Cleanliness of streets and buildings | 55,0% | 7,78 |
| Type of accommodation | 41,7% | 7,39 |
| Quality of accommodation service | 47,9% | 7,32 |
| Public transportation network | 54,3% | 7,29 |

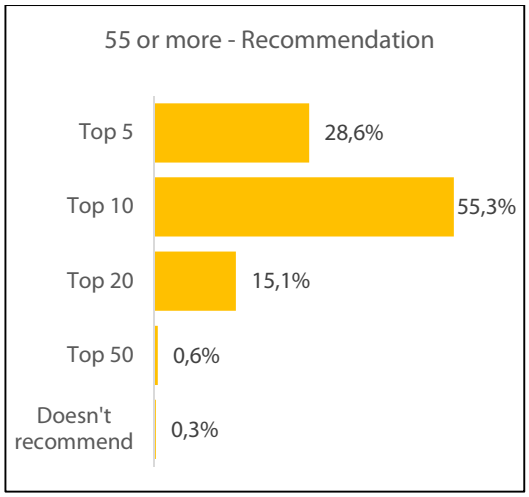
| | 55 or more | |
|---|---|---|
| | % satisfaction (8 or more) | Average evaluation (1 to 10) |
| **Global evaluation** | 53,9% | 7,60 |

| | IMAGE OF LISBON - 55 or more | | | | | | |
|---|---|---|---|---|---|---|---|
| | Totally agree | Agree | Neither agree nor disagree | Disagree | DN/NA | % agreement | Level of agreement (-2 to 2) |
| Capital city | 54,7% | 32,7% | 8,8% | 0,0% | 3,8% | **87,4%** | **1,48** |
| Interactive people | 42,5% | 48,1% | 1,3% | 0,0% | 8,2% | **90,6%** | **1,45** |
| Ancient city with history | 41,8% | 50,6% | 1,3% | 0,0% | 6,3% | **92,5%** | **1,43** |
| Outdoors city | 42,8% | 44,7% | 6,0% | 0,0% | 6,6% | **87,4%** | **1,39** |
| Multicultural and tolerant city | 38,4% | 56,9% | 0,9% | 0,0% | 3,8% | **95,3%** | **1,39** |
| Modern city | 41,5% | 48,4% | 5,7% | 0,0% | 4,4% | **89,9%** | **1,38** |
| Dynamic, busy city | 35,5% | 55,0% | 1,3% | 0,0% | 8,2% | **90,6%** | **1,37** |
| Creative and trendy city | 36,5% | 53,5% | 2,2% | 0,0% | 7,9% | **89,9%** | **1,37** |
| Human city | 39,0% | 50,3% | 4,4% | 0,0% | 6,3% | **89,3%** | **1,37** |
| City of feelings/sensations | 38,1% | 51,3% | 3,8% | 0,0% | 6,9% | **89,3%** | **1,37** |
| City with diverse offer | 36,5% | 53,8% | 2,5% | 0,0% | 7,2% | **90,3%** | **1,37** |
| Nice, peaceful city | 34,6% | 56,6% | 2,2% | 0,0% | 6,6% | **91,2%** | **1,35** |
| Romantic city | 39,3% | 45,9% | 7,9% | 0,0% | 6,9% | **85,2%** | **1,34** |
| Unique city | 27,7% | 61,0% | 2,5% | 0,0% | 8,8% | **88,7%** | **1,28** |
| Preserved city | 19,5% | 41,2% | 31,8% | 3,8% | 3,8% | **60,7%** | **0,79** |



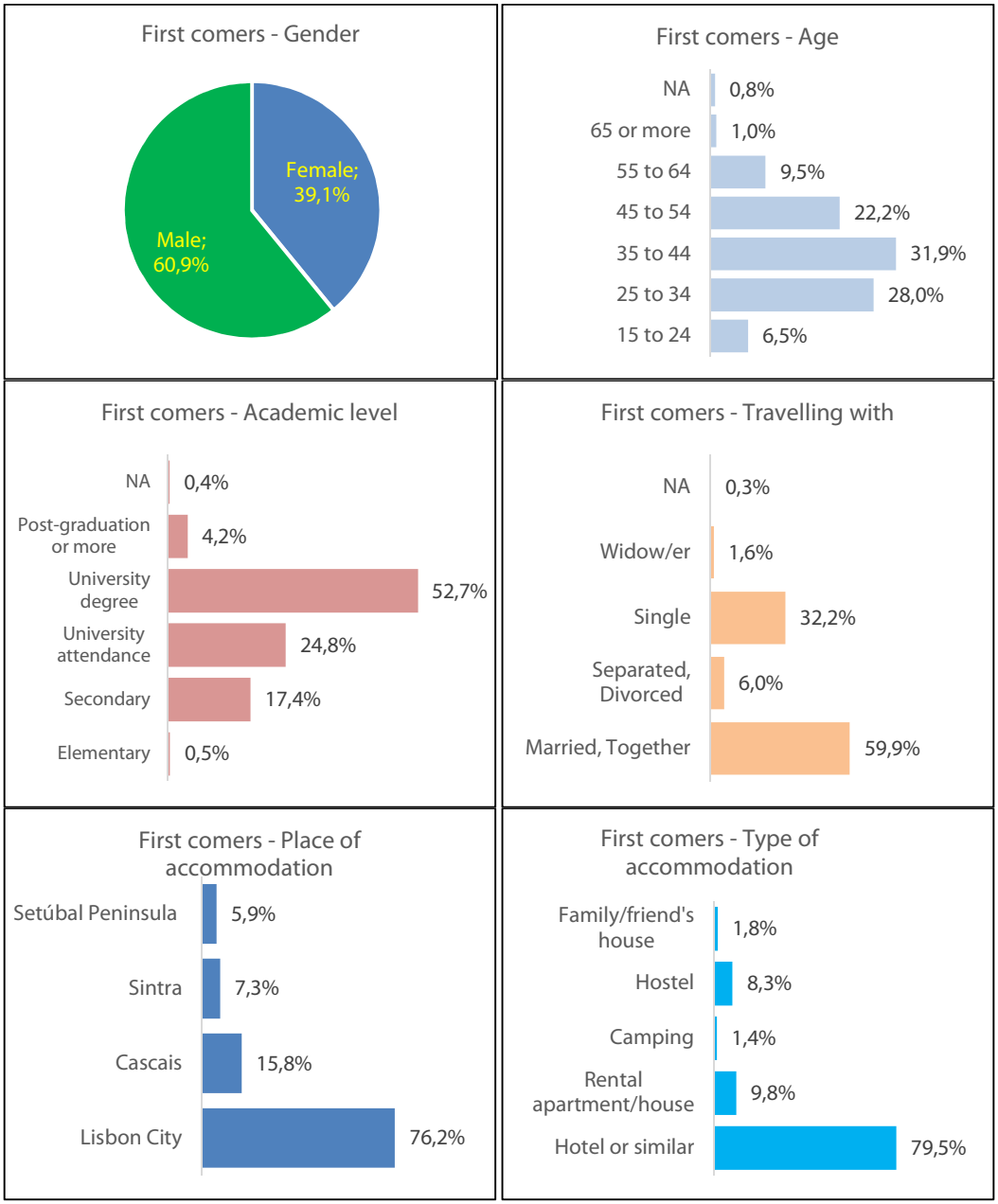

55 or more - Reality VS Expectations
Wonderful surprise
21,4%
Exceeded expectations
32,7%
Met expectations
40,9%
Below expectations
4,4%
Big disappointment
0,6%


55 or more - Probability of returning
Very likely
39,0%
Likely
48,1%
Not very likely
10,7%
Not at all likely
1,3%
NA
0,9%


55 or more - Recommendation
Top 5
28,6%
Top 10
55,3%
Top 20
15,1%
Top 50
0,6%
Doesn't recommend
0,3%

# 13. RESULTS BY PREVIOUS EXPERIENCE

## "FIRST COMERS" (2.797 Answers)




| Perception of communication campaigns | "First comers" | |
|---|---|---|
| | About Lisbon | About Portugal |
| News in the media | 57,1% | 63,4% |
| Advertising in the internet | 56,1% | 51,1% |
| Advertising in tour operators' brochures | 51,8% | 57,6% |
| Advertising in the media | 47,3% | 65,2% |

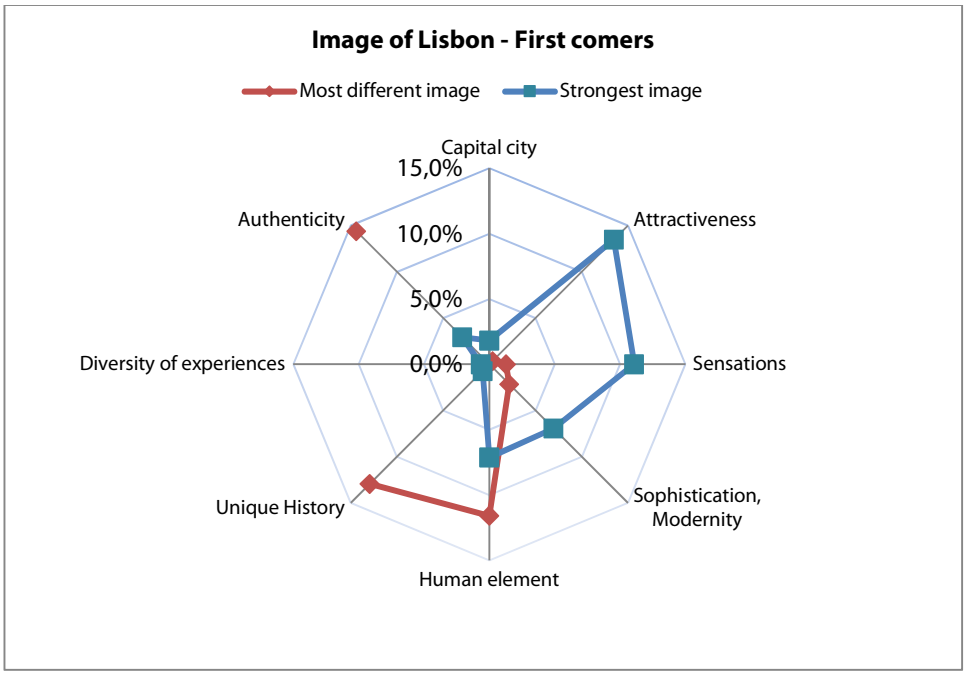
| Importance in the decision to visit Lisbon - "First comers" | | | | | |
|---|---|---|---|---|---|
| | Very important | Somewhat important | Not at all important | NA | Level of importance (0 to 2) |
| Always wanted to visit Lisbon | 75,6% | 11,2% | 1,7% | 11,5% | 1,84 |
| Family/friends advice | 68,2% | 16,4% | 8,1% | 7,3% | 1,65 |
| Price/cost of the trip | 50,9% | 25,9% | 9,0% | 14,1% | 1,49 |
| Press/TV articles | 49,6% | 13,1% | 30,5% | 6,9% | 1,20 |
| Travel websites | 45,2% | 17,9% | 27,0% | 9,9% | 1,20 |
| Social media (Facebook, Twitter, blogs, etc) | 34,1% | 24,0% | 29,2% | 12,7% | 1,06 |
| Tourism brochures | 42,3% | 11,8% | 38,1% | 7,8% | 1,05 |
| Advertising in the media | 41,0% | 10,3% | 38,7% | 10,0% | 1,03 |
| Tourism guides/books | 41,7% | 11,2% | 39,5% | 7,5% | 1,02 |
| Advertising in the internet | 31,5% | 21,0% | 33,0% | 14,6% | 0,98 |
| Previous visit | 40,0% | 13,4% | 42,3% | 4,3% | 0,98 |
| By chance, got the opportunity to | 38,1% | 7,4% | 41,1% | 13,4% | 0,97 |
| www.visitlisboa.com | 28,2% | 23,4% | 31,9% | 16,5% | 0,96 |
| Travel agent advice | 33,4% | 13,9% | 38,8% | 13,9% | 0,94 |

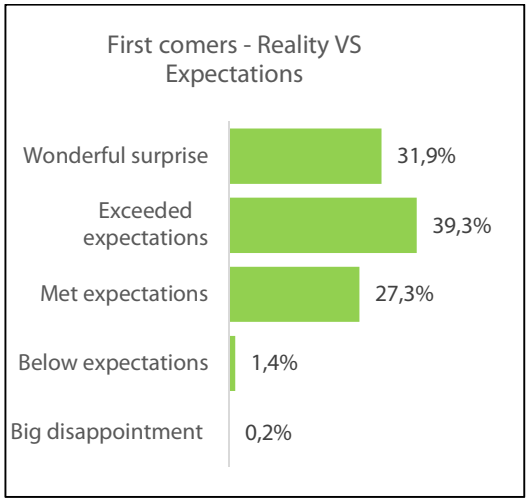
| Importance of parameters - "First comers" | | | | | |
|---|---|---|---|---|---|
| | Very important | Important | Irrelevant | NA | Level of importance (0 to 2) |
| Value for money | 85,8% | 8,3% | 0,0% | 5,9% | 1,91 |
| Feeling of safety/security | 79,3% | 15,8% | 0,0% | 4,9% | 1,83 |
| Public transportation network | 79,6% | 16,9% | 0,0% | 3,5% | 1,83 |
| Tourist signs | 78,3% | 17,2% | 0,1% | 4,3% | 1,82 |
| Access to places of interest | 77,8% | 18,6% | 0,0% | 3,6% | 1,81 |
| Offer of monuments | 72,5% | 25,3% | 0,0% | 2,2% | 1,74 |
| Kindness/Helpfulness of local people | 70,4% | 25,0% | 0,2% | 4,5% | 1,73 |
| Good weather | 69,0% | 25,2% | 0,4% | 5,5% | 1,73 |
| Observance of environmental regulations | 64,1% | 29,8% | 0,1% | 6,0% | 1,68 |
| Quality of restaurant service | 66,5% | 32,1% | 0,1% | 1,4% | 1,67 |
| Offer of modernity | 59,7% | 34,1% | 0,1% | 6,1% | 1,64 |
| Offer of local gastronomy | 58,6% | 40,1% | 0,3% | 1,0% | 1,59 |
| Tourism information offices | 53,2% | 38,8% | 2,6% | 5,4% | 1,53 |
| Offer of museums | 51,4% | 41,2% | 2,4% | 5,0% | 1,52 |
| Easy communication with the locals | 50,7% | 43,2% | 2,4% | 3,7% | 1,50 |
| Conditions for rest and relax | 46,8% | 47,0% | 0,3% | 5,9% | 1,49 |
| Accessible attractions outside the city | 49,4% | 43,0% | 2,8% | 4,7% | 1,49 |
| Cleanliness of streets and buildings | 47,0% | 46,8% | 0,8% | 5,5% | 1,49 |
| Offer of different experiences | 49,8% | 39,4% | 5,4% | 5,5% | 1,47 |
| Existence of organised tours/programmes | 51,9% | 36,0% | 7,4% | 4,7% | 1,47 |
| Diversity of restaurants | 46,0% | 52,9% | 0,0% | 1,0% | 1,46 |
| Type of accommodation | 48,0% | 47,4% | 3,3% | 1,3% | 1,45 |
| Existence of cultural events | 42,9% | 49,1% | 1,4% | 6,6% | 1,44 |
| Quality of accommodation service | 44,8% | 43,1% | 9,7% | 2,4% | 1,36 |
| Existence of animation activities | 39,0% | 47,9% | 7,0% | 6,1% | 1,34 |
| Nightlife offer | 38,9% | 39,2% | 16,6% | 5,3% | 1,24 |
| Shopping facilities | 39,1% | 33,6% | 21,6% | 5,7% | 1,19 |
| Offer of attractions for children | 38,4% | 17,6% | 38,3% | 5,8% | 1,00 |

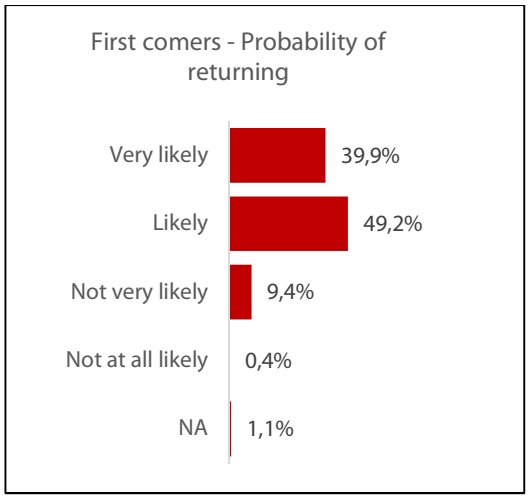
| EVALUATION OF PARAMETERS (to whom it was important) | "First comers" | |
|---|---|---|
| | % satisfaction (8 or more) | Average evaluation (1 to 10) |
| Offer of attractions for children | 97,2% | 9,08 |
| Tourism information offices | 95,5% | 9,00 |
| Diversity of restaurants | 92,5% | 8,89 |
| Shopping facilities | 94,1% | 8,85 |
| Offer of local gastronomy | 93,3% | 8,85 |
| Kindness/Helpfulness of local people | 95,9% | 8,84 |
| Nightlife offer | 94,3% | 8,83 |
| Quality of restaurant service | 85,2% | 8,74 |
| Existence of organised tours/programmes | 92,0% | 8,74 |
| Feeling of safety/security | 89,6% | 8,72 |
| Tourist signs | 91,9% | 8,70 |
| Offer of different experiences | 91,5% | 8,70 |
| Accessible attractions outside the city | 92,5% | 8,69 |
| Offer of monuments | 87,8% | 8,67 |
| Good weather | 85,9% | 8,65 |
| Offer of museums | 91,1% | 8,60 |
| Access to places of interest | 89,1% | 8,59 |
| Offer of modernity | 91,4% | 8,57 |
| Observance of environmental regulations | 77,8% | 8,55 |
| Value for money | 81,1% | 8,54 |
| Conditions for rest and relax | 86,6% | 8,51 |
| Easy communication with the locals | 86,0% | 8,51 |
| Existence of animation activities | 88,9% | 8,50 |
| Cleanliness of streets and buildings | 74,8% | 8,44 |
| Existence of cultural events | 87,0% | 8,43 |
| Public transportation network | 72,6% | 8,05 |
| Quality of accommodation service | 68,7% | 8,01 |
| Type of accommodation | 54,5% | 7,62 |

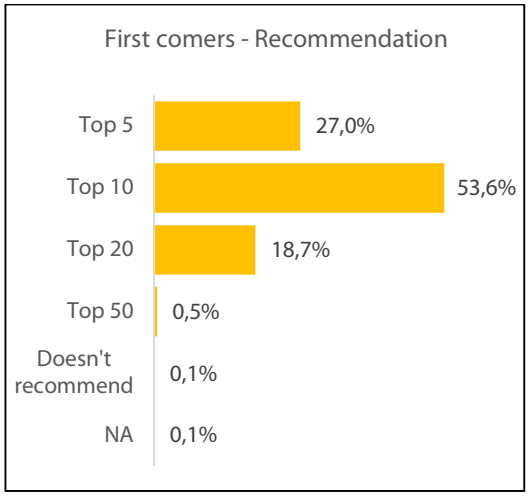
| "First comers" | | |
|---|---|---|
| | % satisfaction (8 or more) | Average evaluation (1 to 10) |
| **Global evaluation** | 71,5% | 7,84 |

| | IMAGE OF LISBON - "First comers" | | | | | | |
|---|---|---|---|---|---|---|---|
| | Totally agree | Agree | Neither agree nor disagree | Disagree | DN/NA | % agreement | Level of agreement (-2 to 2) |
| Interactive people | 49,3% | 42,0% | 2,3% | 0,0% | 6,5% | **91,2%** | **1,50** |
| Ancient city with history | 48,4% | 42,0% | 2,0% | 0,0% | 7,5% | **90,5%** | **1,50** |
| Human city | 48,3% | 42,8% | 3,0% | 0,0% | 5,8% | **91,1%** | **1,48** |
| Nice, peaceful city | 45,4% | 45,7% | 1,4% | 0,0% | 7,5% | **91,1%** | **1,47** |
| City with diverse offer | 45,3% | 46,4% | 2,1% | 0,0% | 6,2% | **91,7%** | **1,46** |
| Unique city | 45,2% | 46,7% | 2,0% | 0,0% | 6,1% | **91,9%** | **1,46** |
| Dynamic, busy city | 42,7% | 48,4% | 1,2% | 0,0% | 7,8% | **91,1%** | **1,45** |
| Modern city | 46,5% | 45,0% | 3,6% | 0,0% | 4,8% | **91,6%** | **1,45** |
| Romantic city | 45,4% | 42,8% | 3,9% | 0,1% | 7,8% | **88,2%** | **1,45** |
| Multicultural and tolerant city | 43,5% | 47,9% | 2,0% | 0,0% | 6,6% | **91,5%** | **1,44** |
| Outdoors city | 45,3% | 45,6% | 3,3% | 0,0% | 5,7% | **90,9%** | **1,44** |
| Creative and trendy city | 40,4% | 49,1% | 1,9% | 0,0% | 8,6% | **89,6%** | **1,42** |
| Capital city | 46,0% | 44,2% | 6,1% | 0,0% | 3,6% | **90,2%** | **1,41** |
| City of feelings/sensations | 39,5% | 51,7% | 2,7% | 0,0% | 6,1% | **91,2%** | **1,39** |
| Preserved city | 42,4% | 33,5% | 17,9% | 1,6% | 4,5% | **75,9%** | **1,22** |

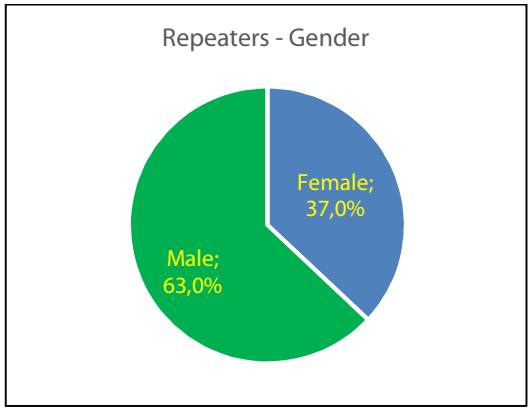


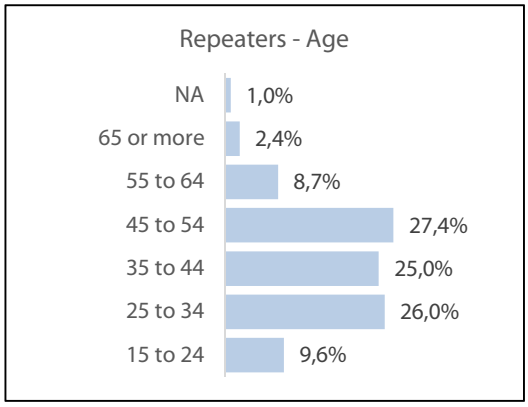

First comers - Reality VS Expectations
Wonderful surprise
31,9%
Exceeded expectations
39,3%
Met expectations
27,3%
Below expectations
1,4%
Big disappointment
0,2%

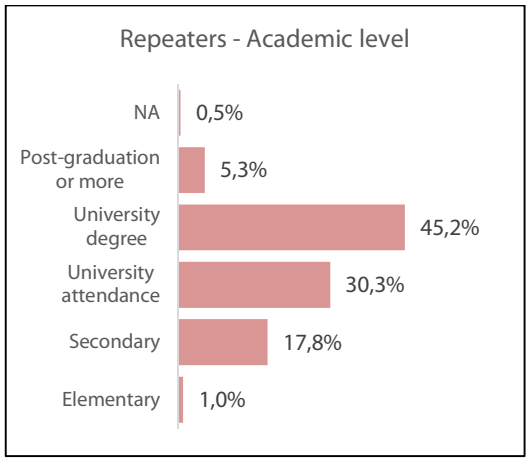

First comers - Probability of returning
Very likely
39,9%
Likely
49,2%
Not very likely
9,4%
Not at all likely
0,4%
NA
1,1%

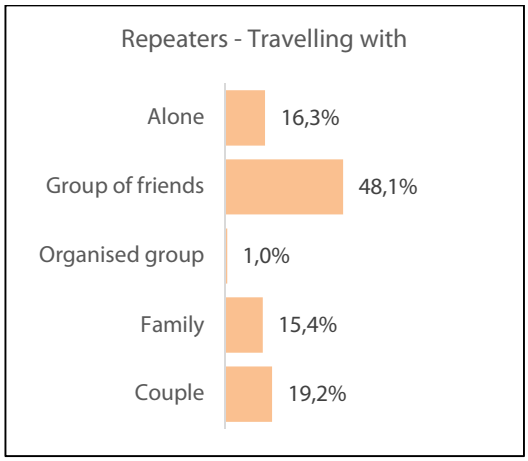

First comers - Recommendation
Top 5
27,0%
Top 10
53,6%
Top 20
18,7%
Top 50
0,5%
Doesn't recommend
0,1%
NA
0,1%

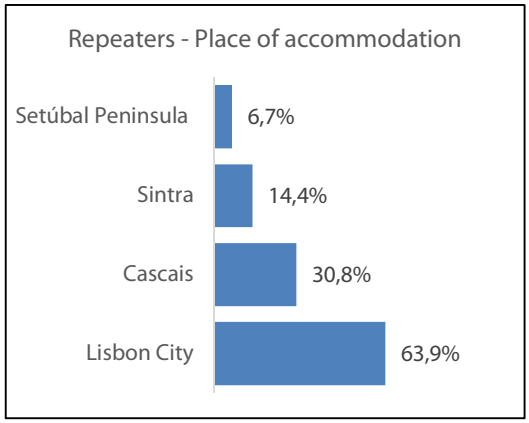
# "REPEATERS" (208 Answers)

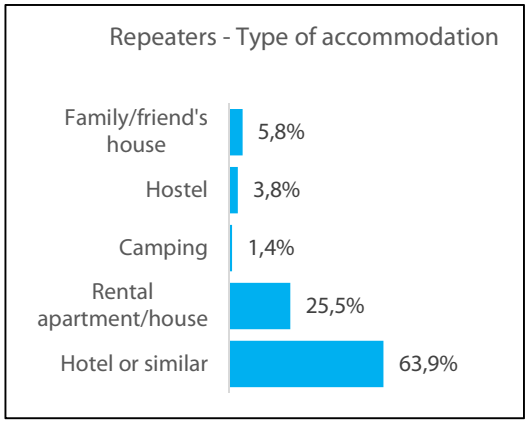



| Perception of communication campaigns | "Repeaters" | |
|---|---|---|
| | About Lisbon | About Portugal |
| News in the media | 58,7% | 67,3% |
| Advertising in the media | 54,3% | 72,6% |
| Advertising in the internet | 52,9% | 53,8% |
| Advertising in tour operators' brochures | 52,4% | 63,5% |

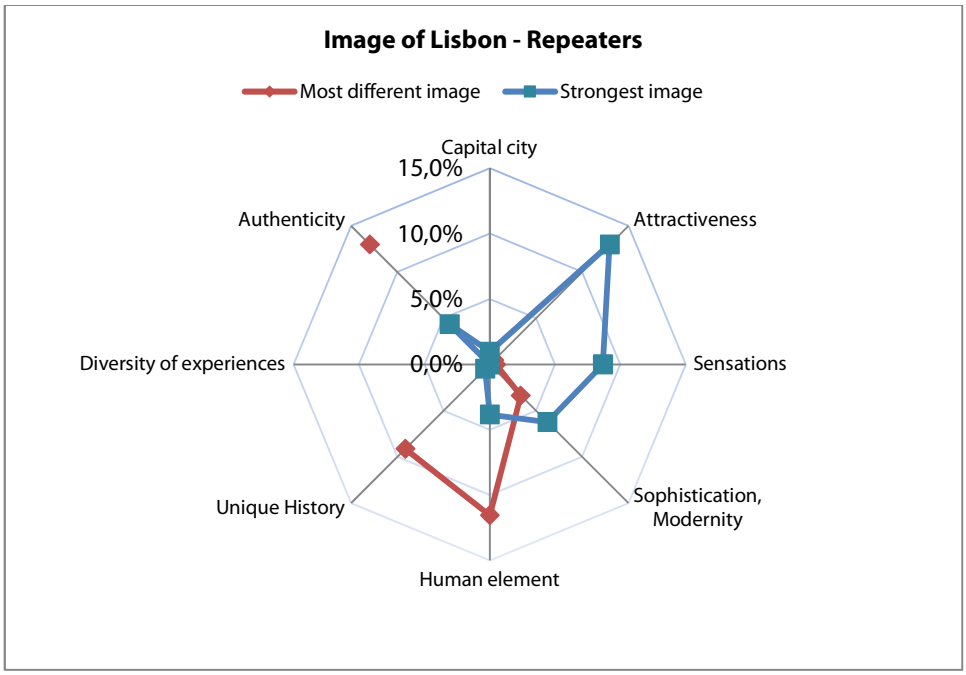
| Importance in the decision to visit Lisbon - "Repeaters" | | | | | |
|---|---|---|---|---|---|
| | Very important | Somewhat important | Not at all important | NA | Level of importance (0 to 2) |
| Always wanted to visit Lisbon | 72,6% | 13,0% | 3,4% | 11,1% | 1,78 |
| Price/cost of the trip | 63,5% | 19,2% | 6,7% | 10,6% | 1,63 |
| Family/friends advice | 58,2% | 25,0% | 7,2% | 9,6% | 1,56 |
| Travel websites | 44,2% | 18,3% | 25,0% | 12,5% | 1,22 |
| Social media (Facebook, Twitter, blogs, etc) | 41,3% | 21,6% | 23,6% | 13,5% | 1,21 |
| By chance, got the opportunity to | 46,2% | 9,6% | 32,7% | 11,5% | 1,15 |
| Travel agent advice | 43,8% | 13,0% | 31,7% | 11,5% | 1,14 |
| www.visitlisboa.com | 36,5% | 23,1% | 26,0% | 14,4% | 1,12 |
| Advertising in the internet | 37,5% | 17,3% | 27,4% | 17,8% | 1,12 |
| Press/TV articles | 39,9% | 22,6% | 28,8% | 8,7% | 1,12 |
| Previous visit | 37,5% | 26,4% | 27,9% | 8,2% | 1,10 |
| Advertising in the media | 38,5% | 15,9% | 31,7% | 13,9% | 1,08 |
| Tourism brochures | 38,0% | 17,3% | 31,7% | 13,0% | 1,07 |
| Tourism guides/books | 34,1% | 21,2% | 30,8% | 13,9% | 1,04 |

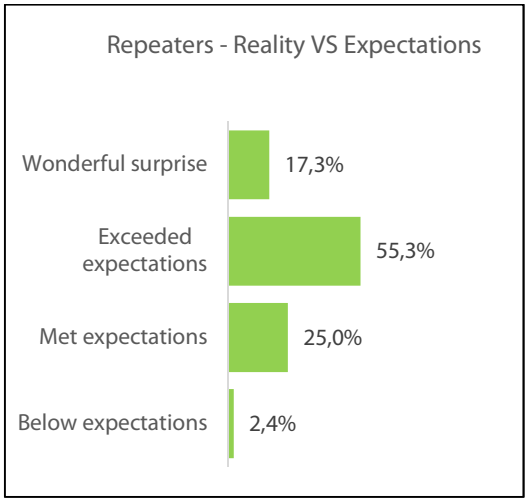
| Importance of parameters - "Repeaters" | | | | | |
|---|---|---|---|---|---|
| | Very important | Important | Irrelevant | NA | Level of importance (0 to 2) |
| Value for money | 80,3% | 14,4% | 0,0% | 5,3% | 1,85 |
| Feeling of safety/security | 75,0% | 18,3% | 0,0% | 6,7% | 1,80 |
| Tourist signs | 74,5% | 20,2% | 0,0% | 5,3% | 1,79 |
| Access to places of interest | 75,5% | 22,1% | 0,0% | 2,4% | 1,77 |
| Public transportation network | 72,6% | 24,5% | 0,0% | 2,9% | 1,75 |
| Kindness/Helpfulness of local people | 63,5% | 30,8% | 0,0% | 5,8% | 1,67 |
| Offer of monuments | 64,9% | 32,2% | 0,0% | 2,9% | 1,67 |
| Good weather | 63,5% | 31,3% | 1,0% | 4,3% | 1,65 |
| Offer of modernity | 59,1% | 32,7% | 0,5% | 7,7% | 1,64 |
| Observance of environmental regulations | 60,6% | 34,1% | 0,5% | 4,8% | 1,63 |
| Offer of museums | 54,3% | 36,5% | 1,9% | 7,2% | 1,56 |
| Conditions for rest and relax | 51,0% | 39,9% | 0,0% | 9,1% | 1,56 |
| Offer of local gastronomy | 53,8% | 45,2% | 0,5% | 0,5% | 1,54 |
| Accessible attractions outside the city | 49,5% | 41,8% | 1,9% | 6,7% | 1,51 |
| Tourism information offices | 50,5% | 38,5% | 3,8% | 7,2% | 1,50 |
| Cleanliness of streets and buildings | 48,6% | 43,8% | 2,4% | 5,3% | 1,49 |
| Quality of restaurant service | 47,1% | 50,5% | 0,0% | 2,4% | 1,48 |
| Easy communication with the locals | 51,9% | 38,0% | 6,3% | 3,8% | 1,48 |
| Existence of cultural events | 46,6% | 44,2% | 2,4% | 6,7% | 1,47 |
| Offer of different experiences | 46,6% | 38,9% | 7,2% | 7,2% | 1,42 |
| Type of accommodation | 44,2% | 51,4% | 3,4% | 1,0% | 1,41 |
| Diversity of restaurants | 40,4% | 58,7% | 0,0% | 1,0% | 1,41 |
| Existence of organised tours/programmes | 47,1% | 34,1% | 10,6% | 8,2% | 1,40 |
| Existence of animation activities | 43,8% | 43,3% | 7,7% | 5,3% | 1,38 |
| Nightlife offer | 44,2% | 33,7% | 13,5% | 8,7% | 1,34 |
| Quality of accommodation service | 36,5% | 48,6% | 11,5% | 3,4% | 1,26 |
| Shopping facilities | 44,2% | 28,4% | 22,6% | 4,8% | 1,23 |
| Offer of attractions for children | 43,3% | 20,7% | 30,3% | 5,8% | 1,14 |

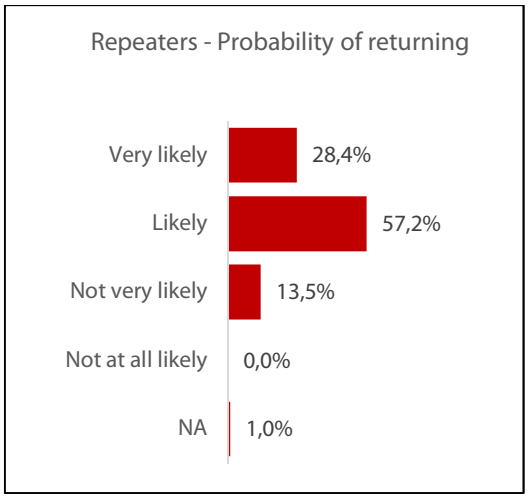
| EVALUATION OF PARAMETERS (to whom it was important) | "Repeaters" | |
|---|---|---|
| | % satisfaction (8 or more) | Average evaluation (1 to 10) |
| Offer of attractions for children | 97,4% | 8,94 |
| Shopping facilities | 93,2% | 8,77 |
| Offer of local gastronomy | 95,3% | 8,77 |
| Diversity of restaurants | 93,7% | 8,73 |
| Tourism information offices | 91,6% | 8,71 |
| Nightlife offer | 95,2% | 8,69 |
| Kindness/Helpfulness of local people | 90,7% | 8,66 |
| Good weather | 84,6% | 8,65 |
| Feeling of safety/security | 91,4% | 8,64 |
| Quality of restaurant service | 88,0% | 8,62 |
| Existence of animation activities | 89,6% | 8,58 |
| Tourist signs | 87,1% | 8,58 |
| Existence of organised tours/programmes | 85,3% | 8,57 |
| Offer of different experiences | 90,2% | 8,56 |
| Existence of cultural events | 89,0% | 8,52 |
| Offer of monuments | 85,5% | 8,52 |
| Access to places of interest | 88,7% | 8,50 |
| Value for money | 86,3% | 8,50 |
| Observance of environmental regulations | 77,9% | 8,49 |
| Cleanliness of streets and buildings | 79,2% | 8,47 |
| Accessible attractions outside the city | 87,4% | 8,47 |
| Offer of museums | 84,7% | 8,45 |
| Offer of modernity | 88,7% | 8,42 |
| Easy communication with the locals | 82,8% | 8,41 |
| Conditions for rest and relax | 86,3% | 8,37 |
| Quality of accommodation service | 70,4% | 8,13 |
| Public transportation network | 74,2% | 8,05 |
| Type of accommodation | 50,5% | 7,59 |

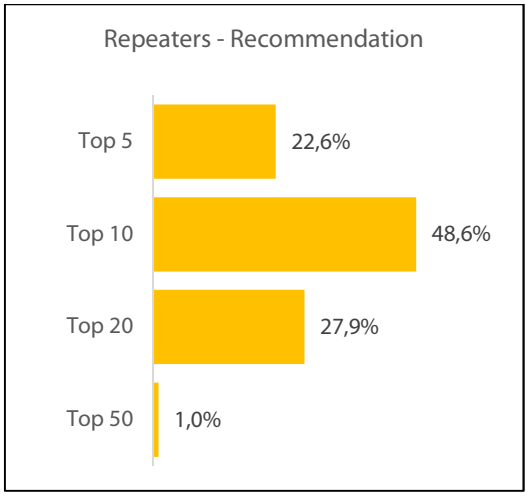
| | "Repeaters" | |
|---|---|---|
| | % satisfaction (8 or more) | Average evaluation (1 to 10) |
| **Global evaluation** | 69,7% | 7,88 |

| | IMAGE OF LISBON - "Repeaters" | | | | | | |
|---|---|---|---|---|---|---|---|
| | Totally agree | Agree | Neither agree nor disagree | Disagree | DN/NA | % agreement | Level of agreement (-2 to 2) |
| Modern city | 50,5% | 39,4% | 3,4% | 0,0% | 6,7% | **89,9%** | **1,51** |
| Human city | 50,5% | 39,9% | 4,3% | 0,0% | 5,3% | **90,4%** | **1,49** |
| Outdoors city | 51,0% | 35,1% | 6,3% | 0,0% | 7,7% | **86,1%** | **1,48** |
| Nice, peaceful city | 44,2% | 44,7% | 1,0% | 0,0% | 10,1% | **88,9%** | **1,48** |
| Unique city | 45,7% | 43,8% | 2,4% | 0,0% | 8,2% | **89,4%** | **1,47** |
| Ancient city with history | 46,6% | 44,2% | 2,9% | 0,0% | 6,3% | **90,9%** | **1,47** |
| Interactive people | 46,2% | 39,4% | 4,8% | 0,0% | 9,6% | **85,6%** | **1,46** |
| Multicultural and tolerant city | 45,7% | 38,9% | 5,3% | 0,0% | 10,1% | **84,6%** | **1,45** |
| Dynamic, busy city | 43,8% | 43,3% | 3,4% | 0,0% | 9,6% | **87,0%** | **1,45** |
| Creative and trendy city | 39,4% | 43,3% | 3,8% | 0,0% | 13,5% | **82,7%** | **1,41** |
| Romantic city | 43,3% | 40,4% | 6,7% | 0,0% | 9,6% | **83,7%** | **1,40** |
| City with diverse offer | 38,5% | 49,0% | 4,8% | 0,0% | 7,7% | **87,5%** | **1,36** |
| City of feelings/sensations | 35,6% | 51,9% | 5,3% | 0,0% | 7,2% | **87,5%** | **1,33** |
| Capital city | 36,1% | 46,2% | 11,1% | 0,0% | 6,7% | **82,2%** | **1,27** |
| Preserved city | 39,9% | 38,0% | 13,5% | 1,4% | 7,2% | **77,9%** | **1,25** |



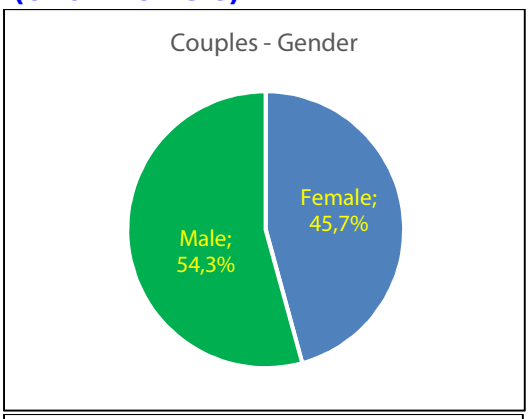

Repeaters - Reality VS Expectations
Wonderful surprise
17,3%
Exceeded expectations
55,3%
Met expectations
25,0%
Below expectations
2,4%

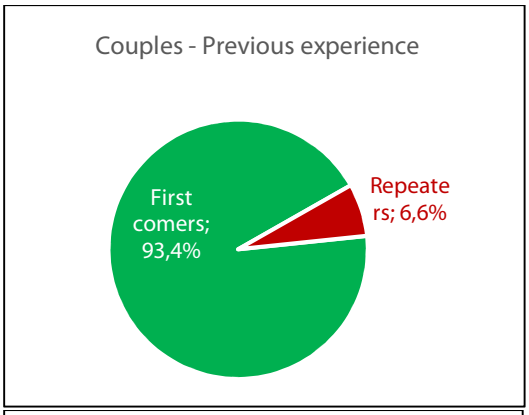

Repeaters - Probability of returning
Very likely
28,4%
Likely
57,2%
Not very likely
13,5%
Not at all likely
0,0%
NA
1,0%

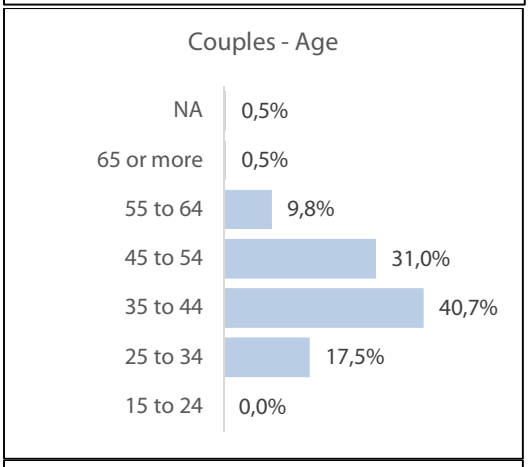

Repeaters - Recommendation
Top 5
22,6%
Top 10
48,6%
Top 20
27,9%
Top 50
1,0%

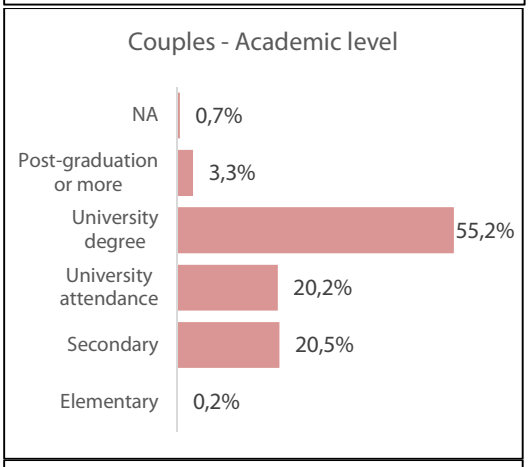
# 14. RESULTS BY TRAVEL COMPANION

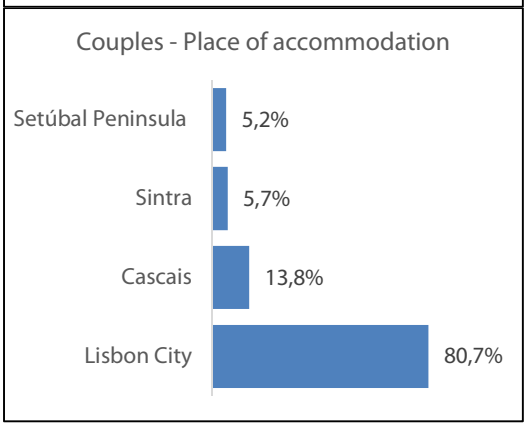
## COUPLES (610 Answers)

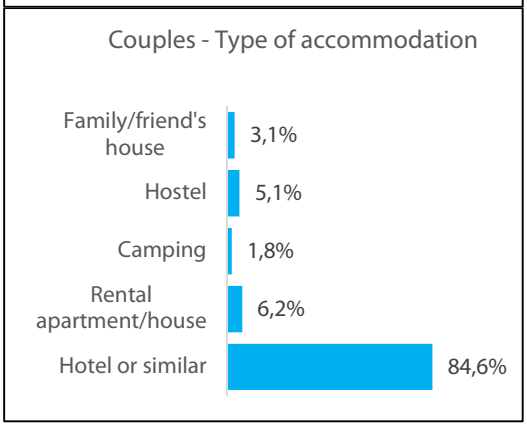



| Perception of communication campaigns | Couples | |
|---|---|---|
| | About Lisbon | About Portugal |
| News in the media | 63,4% | 67,2% |
| Advertising in the internet | 59,5% | 54,6% |
| Advertising in tour operators' brochures | 57,4% | 63,3% |
| Advertising in the media | 49,8% | 69,5% |

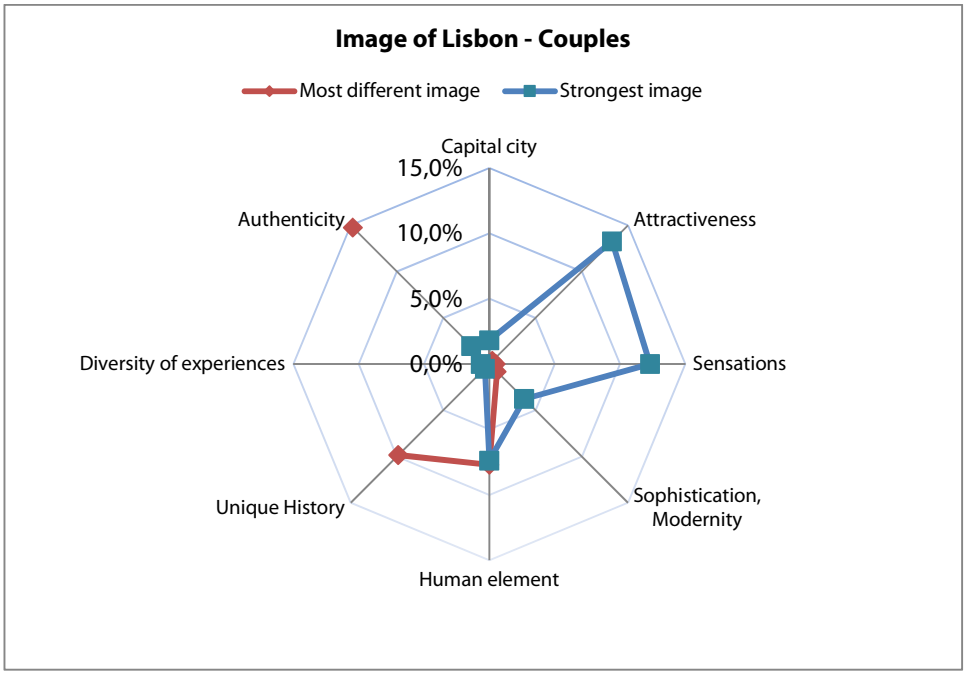
| Importance in the decision to visit Lisbon - Couples | | | | | |
|---|---|---|---|---|---|
| | Very important | Somewhat important | Not at all important | NA | Level of importance (0 to 2) |
| Always wanted to visit Lisbon | 76,6% | 11,3% | 2,3% | 9,8% | 1,82 |
| Price/cost of the trip | 57,7% | 22,3% | 6,2% | 13,8% | 1,60 |
| Family/friends advice | 64,8% | 16,4% | 12,3% | 6,6% | 1,56 |
| Press/TV articles | 54,6% | 16,4% | 23,8% | 5,2% | 1,33 |
| Travel websites | 52,3% | 15,7% | 23,3% | 8,7% | 1,32 |
| Tourism guides/books | 46,9% | 13,6% | 31,0% | 8,5% | 1,17 |
| Advertising in the media | 45,9% | 12,3% | 31,6% | 10,2% | 1,16 |
| By chance, got the opportunity to | 46,7% | 7,5% | 33,4% | 12,3% | 1,15 |
| Tourism brochures | 45,9% | 13,3% | 32,6% | 8,2% | 1,14 |
| Advertising in the internet | 36,9% | 22,3% | 26,9% | 13,9% | 1,12 |
| Previous visit | 44,3% | 16,9% | 34,6% | 4,3% | 1,10 |
| Social media (Facebook, Twitter, blogs, etc) | 36,4% | 23,3% | 28,4% | 12,0% | 1,09 |
| Travel agent advice | 39,8% | 14,1% | 33,0% | 13,1% | 1,08 |
| www.visitlisboa.com | 33,6% | 23,6% | 27,0% | 15,7% | 1,08 |

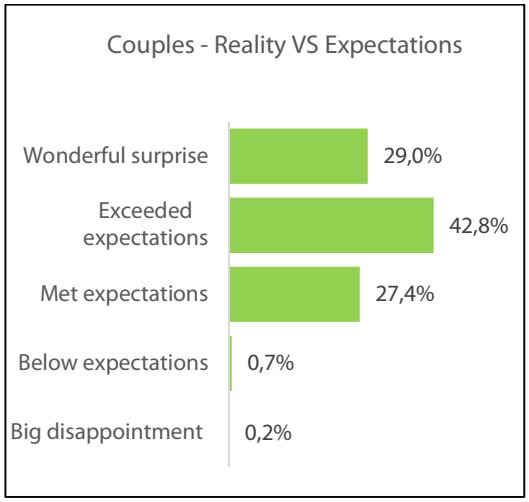
| Importance of parameters - Couples | | | | | |
|---|---|---|---|---|---|
| | Very important | Important | Irrelevant | NA | Level of importance (0 to 2) |
| Value for money | 83,6% | 10,2% | 0,2% | 6,1% | 1,89 |
| Feeling of safety/security | 77,2% | 18,7% | 0,0% | 4,1% | 1,81 |
| Tourist signs | 75,7% | 20,2% | 0,2% | 3,9% | 1,79 |
| Public transportation network | 75,4% | 20,8% | 0,0% | 3,8% | 1,78 |
| Access to places of interest | 74,9% | 22,0% | 0,0% | 3,1% | 1,77 |
| Good weather | 69,0% | 25,6% | 0,3% | 5,1% | 1,72 |
| Offer of monuments | 70,0% | 28,0% | 0,0% | 2,0% | 1,71 |
| Kindness/Helpfulness of local people | 66,7% | 27,2% | 0,2% | 5,9% | 1,71 |
| Observance of environmental regulations | 63,6% | 30,2% | 0,2% | 6,1% | 1,68 |
| Quality of restaurant service | 66,6% | 31,6% | 0,2% | 1,6% | 1,68 |
| Offer of local gastronomy | 63,3% | 35,9% | 0,2% | 0,7% | 1,64 |
| Tourism information offices | 57,2% | 34,6% | 1,5% | 6,7% | 1,60 |
| Offer of modernity | 54,3% | 38,5% | 0,2% | 7,0% | 1,58 |
| Offer of museums | 53,8% | 39,7% | 0,5% | 6,1% | 1,57 |
| Existence of organised tours/programmes | 53,8% | 38,4% | 3,0% | 4,9% | 1,53 |
| Cleanliness of streets and buildings | 50,8% | 42,8% | 0,7% | 5,7% | 1,53 |
| Conditions for rest and relax | 49,2% | 43,1% | 0,2% | 7,5% | 1,53 |
| Easy communication with the locals | 53,8% | 38,5% | 3,3% | 4,4% | 1,53 |
| Accessible attractions outside the city | 50,3% | 43,3% | 1,1% | 5,2% | 1,52 |
| Diversity of restaurants | 49,2% | 50,0% | 0,0% | 0,8% | 1,50 |
| Type of accommodation | 51,6% | 43,6% | 3,1% | 1,6% | 1,49 |
| Existence of cultural events | 42,8% | 48,9% | 1,1% | 7,2% | 1,45 |
| Offer of different experiences | 47,2% | 42,1% | 5,2% | 5,4% | 1,44 |
| Quality of accommodation service | 48,9% | 42,5% | 6,7% | 2,0% | 1,43 |
| Existence of animation activities | 37,4% | 48,7% | 6,9% | 7,0% | 1,33 |
| Shopping facilities | 43,6% | 35,1% | 15,7% | 5,6% | 1,30 |
| Nightlife offer | 36,9% | 38,4% | 18,0% | 6,7% | 1,20 |
| Offer of attractions for children | 42,6% | 19,3% | 32,5% | 5,6% | 1,11 |

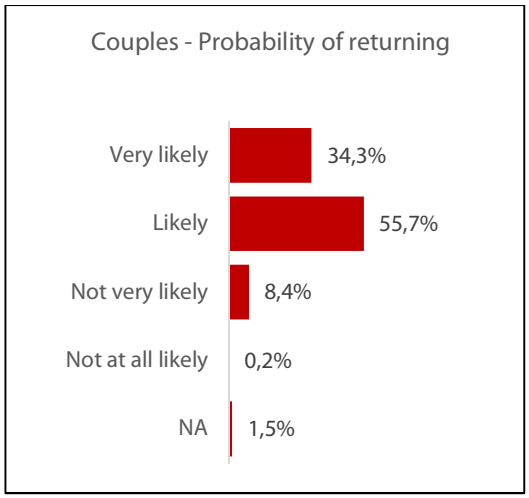
| EVALUATION OF PARAMETERS (to whom it was important) | Couples | |
|---|---|---|
| | % satisfaction (8 or more) | Average evaluation (1 to 10) |
| Offer of attractions for children | 98,2% | 9,07 |
| Tourism information offices | 96,8% | 9,04 |
| Diversity of restaurants | 94,6% | 8,98 |
| Offer of local gastronomy | 93,2% | 8,85 |
| Nightlife offer | 92,9% | 8,84 |
| Kindness/Helpfulness of local people | 95,6% | 8,84 |
| Shopping facilities | 93,7% | 8,83 |
| Quality of restaurant service | 85,4% | 8,79 |
| Feeling of safety/security | 91,1% | 8,78 |
| Tourist signs | 92,6% | 8,77 |
| Existence of organised tours/programmes | 92,2% | 8,75 |
| Offer of different experiences | 92,7% | 8,75 |
| Offer of monuments | 88,5% | 8,72 |
| Good weather | 88,4% | 8,70 |
| Value for money | 85,8% | 8,69 |
| Observance of environmental regulations | 80,9% | 8,66 |
| Accessible attractions outside the city | 91,0% | 8,66 |
| Conditions for rest and relax | 89,8% | 8,63 |
| Offer of museums | 91,7% | 8,63 |
| Access to places of interest | 89,5% | 8,63 |
| Offer of modernity | 91,6% | 8,62 |
| Existence of animation activities | 90,5% | 8,59 |
| Easy communication with the locals | 86,4% | 8,58 |
| Cleanliness of streets and buildings | 78,5% | 8,53 |
| Existence of cultural events | 89,5% | 8,49 |
| Public transportation network | 78,1% | 8,19 |
| Quality of accommodation service | 70,4% | 8,07 |
| Type of accommodation | 59,4% | 7,73 |

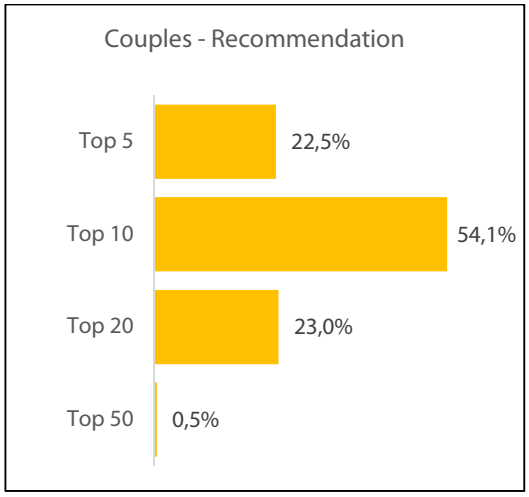
| | Couples | |
|---|---|---|
| | % satisfaction (8 or more) | Average evaluation (1 to 10) |
| **Global evaluation** | 73,7% | 7,88 |

| | IMAGE OF LISBON - Couples | | | | | | |
|---|---|---|---|---|---|---|---|
| | Totally agree | Agree | Neither agree nor disagree | Disagree | DN/NA | % agreement | Level of agreement (-2 to 2) |
| Interactive people | 52,8% | 38,2% | 2,6% | 0,0% | 6,4% | **91,0%** | **1,54** |
| Human city | 51,5% | 40,3% | 2,0% | 0,0% | 6,2% | **91,8%** | **1,53** |
| Ancient city with history | 48,4% | 39,8% | 2,0% | 0,0% | 9,8% | **88,2%** | **1,51** |
| Unique city | 48,5% | 42,6% | 1,8% | 0,0% | 7,0% | **91,1%** | **1,50** |
| Nice, peaceful city | 46,6% | 43,4% | 0,7% | 0,2% | 9,2% | **90,0%** | **1,50** |
| City with diverse offer | 46,9% | 45,1% | 1,6% | 0,0% | 6,4% | **92,0%** | **1,48** |
| Romantic city | 45,7% | 41,8% | 3,0% | 0,2% | 9,3% | **87,5%** | **1,47** |
| Modern city | 48,2% | 43,8% | 3,6% | 0,0% | 4,4% | **92,0%** | **1,47** |
| Multicultural and tolerant city | 44,8% | 47,0% | 1,6% | 0,0% | 6,6% | **91,8%** | **1,46** |
| Dynamic, busy city | 42,8% | 46,2% | 1,3% | 0,0% | 9,7% | **89,0%** | **1,46** |
| Creative and trendy city | 41,1% | 46,9% | 1,8% | 0,0% | 10,2% | **88,0%** | **1,44** |
| Outdoors city | 44,3% | 46,2% | 3,4% | 0,0% | 6,1% | **90,5%** | **1,43** |
| City of feelings/sensations | 40,5% | 48,9% | 3,9% | 0,0% | 6,7% | **89,3%** | **1,39** |
| Capital city | 42,8% | 47,9% | 5,9% | 0,0% | 3,4% | **90,7%** | **1,38** |
| Preserved city | 46,9% | 31,6% | 14,3% | 1,5% | 5,7% | **78,5%** | **1,31** |

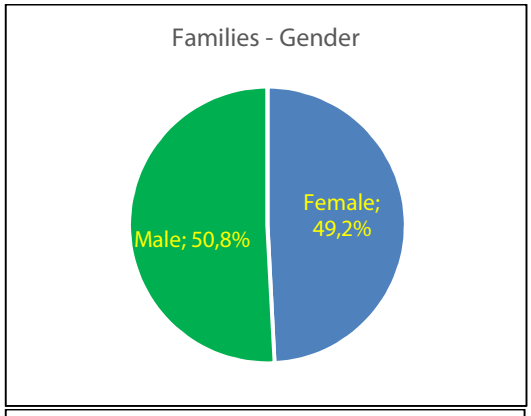


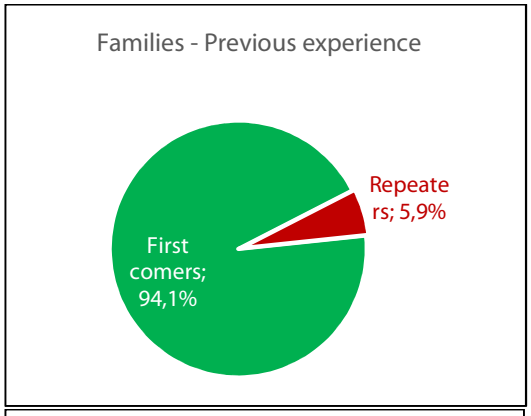

Couples - Reality VS Expectations
Wonderful surprise
29,0%
Exceeded expectations
42,8%
Met expectations
27,4%
Below expectations
0,7%
Big disappointment
0,2%

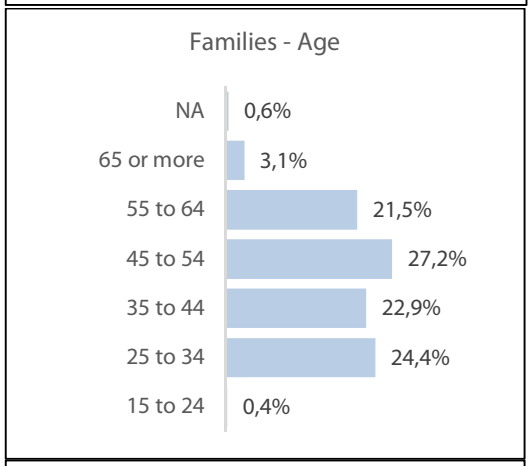

Couples - Probability of returning
Very likely
34,3%
Likely
55,7%
Not very likely
8,4%
Not at all likely
0,2%
NA
1,5%

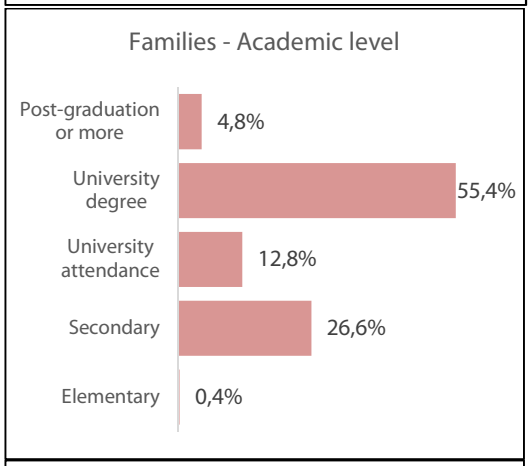

Couples - Recommendation
Top 5
22,5%
Top 10
54,1%
Top 20
23,0%
Top 50
0,5%

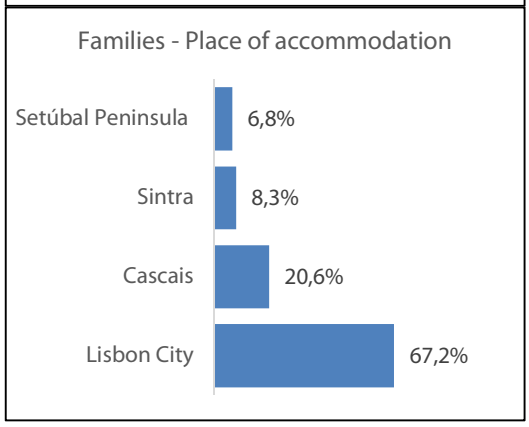
# FAMILIES (545 Answers)

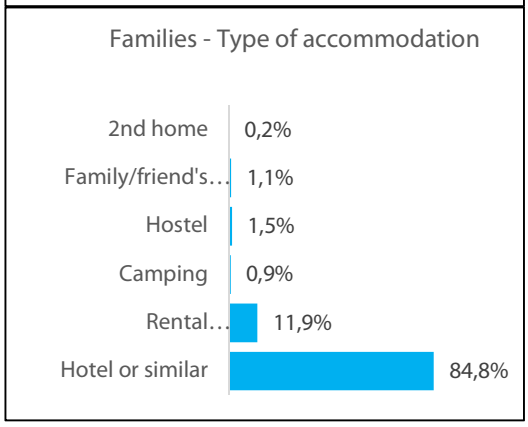



| Perception of communication campaigns | Families | |
|---|---|---|
| | About Lisbon | About Portugal |
| News in the media | 49,9% | 49,7% |
| Advertising in tour operators' brochures | 33,0% | 32,3% |
| Advertising in the internet | 33,0% | 26,6% |
| Advertising in the media | 24,4% | 48,1% |

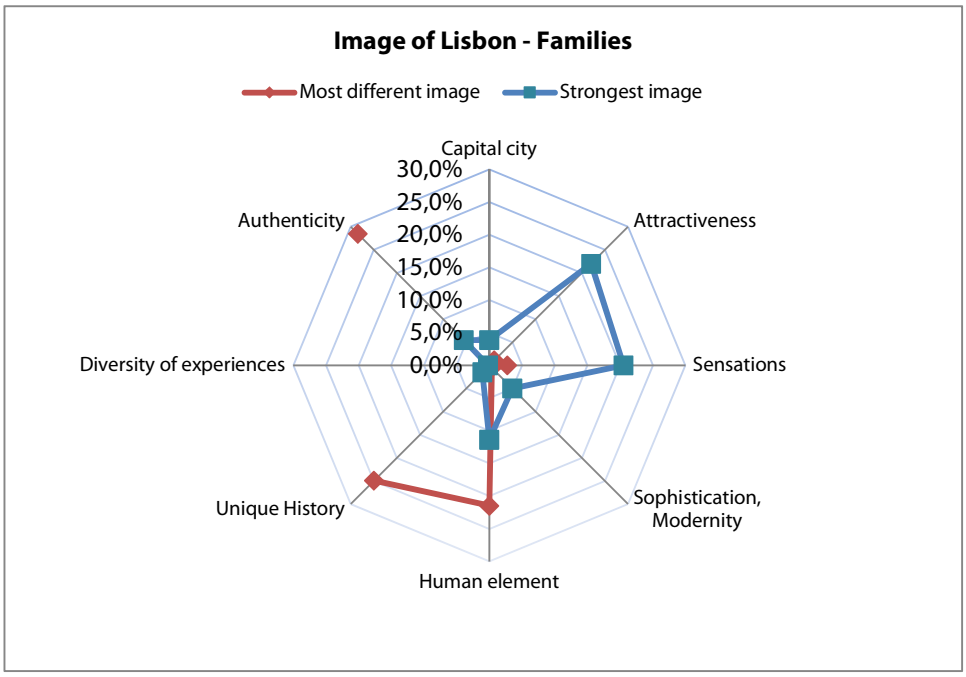
| Importance in the decision to visit Lisbon - Families | | | | | |
|---|---|---|---|---|---|
| | Very important | Somewhat important | Not at all important | NA | Level of importance (0 to 2) |
| Always wanted to visit Lisbon | 81,3% | 10,1% | 2,9% | 5,7% | 1,83 |
| Family/friends advice | 61,1% | 18,3% | 16,1% | 4,4% | 1,47 |
| Price/cost of the trip | 34,7% | 39,4% | 18,9% | 7,0% | 1,17 |
| Press/TV articles | 41,1% | 12,3% | 43,1% | 3,5% | 0,98 |
| Travel websites | 29,7% | 16,3% | 48,1% | 5,9% | 0,81 |
| Tourism brochures | 24,4% | 6,2% | 63,1% | 6,2% | 0,59 |
| Social media (Facebook, Twitter, blogs, etc) | 16,1% | 20,0% | 58,3% | 5,5% | 0,55 |
| www.visitlisboa.com | 13,8% | 20,4% | 54,7% | 11,2% | 0,54 |
| Advertising in the media | 20,6% | 8,1% | 63,7% | 7,7% | 0,53 |
| Advertising in the internet | 16,5% | 14,5% | 60,0% | 9,0% | 0,52 |
| Travel agent advice | 19,1% | 9,4% | 62,9% | 8,6% | 0,52 |
| Tourism guides/books | 21,3% | 5,1% | 67,7% | 5,9% | 0,51 |
| Previous visit | 20,7% | 6,8% | 71,6% | 0,9% | 0,49 |
| By chance, got the opportunity to | 18,7% | 4,8% | 70,1% | 6,4% | 0,45 |

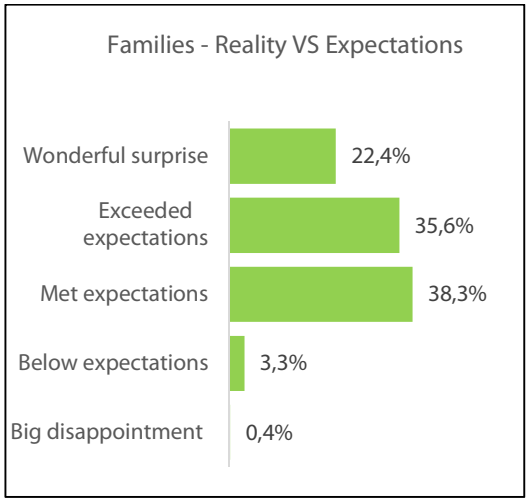
| Importance of parameters - Families | | | | | |
|---|---|---|---|---|---|
| | Very important | Important | Irrelevant | NA | Level of importance (0 to 2) |
| Value for money | 92,5% | 5,5% | 0,0% | 2,0% | 1,94 |
| Feeling of safety/security | 88,4% | 9,0% | 0,0% | 2,6% | 1,91 |
| Public transportation network | 87,9% | 10,1% | 0,0% | 2,0% | 1,90 |
| Tourist signs | 87,2% | 10,8% | 0,2% | 1,8% | 1,89 |
| Access to places of interest | 87,0% | 11,6% | 0,2% | 1,3% | 1,88 |
| Offer of monuments | 83,5% | 16,1% | 0,0% | 0,4% | 1,84 |
| Offer of modernity | 76,0% | 22,0% | 0,0% | 2,0% | 1,78 |
| Kindness/Helpfulness of local people | 74,5% | 22,4% | 0,4% | 2,8% | 1,76 |
| Quality of restaurant service | 73,4% | 26,1% | 0,0% | 0,6% | 1,74 |
| Good weather | 68,3% | 28,8% | 0,9% | 2,0% | 1,69 |
| Observance of environmental regulations | 65,0% | 32,8% | 0,2% | 2,0% | 1,66 |
| Conditions for rest and relax | 62,2% | 35,4% | 0,4% | 2,0% | 1,63 |
| Offer of local gastronomy | 61,1% | 38,2% | 0,2% | 0,6% | 1,61 |
| Tourism information offices | 60,9% | 34,3% | 1,8% | 2,9% | 1,61 |
| Offer of museums | 61,7% | 33,2% | 3,9% | 1,3% | 1,59 |
| Type of accommodation | 51,7% | 47,9% | 0,2% | 0,2% | 1,52 |
| Existence of organised tours/programmes | 49,5% | 47,7% | 0,9% | 1,8% | 1,50 |
| Existence of cultural events | 49,5% | 47,2% | 1,1% | 2,2% | 1,50 |
| Accessible attractions outside the city | 44,0% | 53,4% | 1,3% | 1,3% | 1,43 |
| Diversity of restaurants | 40,0% | 59,6% | 0,0% | 0,4% | 1,40 |
| Easy communication with the locals | 39,4% | 51,9% | 6,2% | 2,4% | 1,34 |
| Cleanliness of streets and buildings | 32,3% | 65,5% | 0,6% | 1,7% | 1,32 |
| Quality of accommodation service | 34,3% | 56,9% | 6,1% | 2,8% | 1,29 |
| Offer of different experiences | 31,2% | 52,5% | 14,5% | 1,8% | 1,17 |
| Existence of animation activities | 29,9% | 48,1% | 20,7% | 1,3% | 1,09 |
| Shopping facilities | 20,0% | 44,2% | 33,6% | 2,2% | 0,86 |
| Nightlife offer | 19,6% | 27,7% | 49,7% | 2,9% | 0,69 |
| Offer of attractions for children | 18,7% | 20,4% | 58,9% | 2,0% | 0,59 |

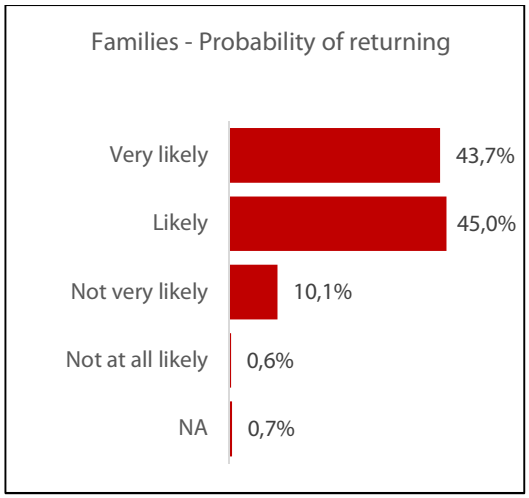
| EVALUATION OF PARAMETERS (to whom it was important) | Families | |
|---|---|---|
| | % satisfaction (8 or more) | Average evaluation (1 to 10) |
| Tourism information offices | 93,1% | 8,77 |
| Offer of attractions for children | 89,3% | 8,77 |
| Offer of local gastronomy | 94,5% | 8,72 |
| Nightlife offer | 95,2% | 8,72 |
| Kindness/Helpfulness of local people | 94,8% | 8,70 |
| Shopping facilities | 91,0% | 8,66 |
| Diversity of restaurants | 93,0% | 8,62 |
| Offer of different experiences | 89,3% | 8,52 |
| Feeling of safety/security | 86,0% | 8,48 |
| Tourist signs | 87,5% | 8,45 |
| Existence of organised tours/programmes | 87,1% | 8,45 |
| Offer of museums | 88,4% | 8,43 |
| Accessible attractions outside the city | 89,3% | 8,43 |
| Conditions for rest and relax | 88,2% | 8,39 |
| Offer of modernity | 89,6% | 8,38 |
| Access to places of interest | 84,9% | 8,36 |
| Offer of monuments | 83,1% | 8,35 |
| Existence of animation activities | 86,4% | 8,35 |
| Quality of restaurant service | 81,4% | 8,33 |
| Good weather | 75,9% | 8,24 |
| Existence of cultural events | 83,4% | 8,23 |
| Easy communication with the locals | 78,9% | 8,20 |
| Value for money | 69,9% | 8,03 |
| Observance of environmental regulations | 64,9% | 8,00 |
| Cleanliness of streets and buildings | 60,8% | 7,91 |
| Public transportation network | 57,9% | 7,49 |
| Type of accommodation | 42,3% | 7,44 |
| Quality of accommodation service | 48,9% | 7,41 |

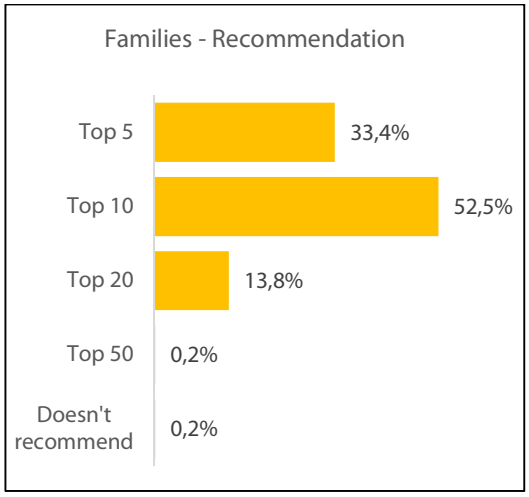
| | Families | |
|---|---|---|
| | % satisfaction (8 or more) | Average evaluation (1 to 10) |
| **Global evaluation** | 58,8% | 7,65 |

| | IMAGE OF LISBON - Families | | | | | | |
|---|---|---|---|---|---|---|---|
| | Totally agree | Agree | Neither agree nor disagree | Disagree | DN/NA | % agreement | Level of agreement (-2 to 2) |
| Capital city | 55,4% | 33,9% | 6,4% | 0,0% | 4,2% | **89,4%** | **1,51** |
| Interactive people | 43,3% | 48,4% | 1,3% | 0,0% | 7,0% | **91,7%** | **1,45** |
| Outdoors city | 45,0% | 45,5% | 3,7% | 0,0% | 5,9% | **90,5%** | **1,44** |
| Ancient city with history | 42,4% | 50,1% | 1,3% | 0,0% | 6,2% | **92,5%** | **1,44** |
| City of feelings/sensations | 39,6% | 50,1% | 2,0% | 0,0% | 8,3% | **89,7%** | **1,41** |
| Multicultural and tolerant city | 39,3% | 53,2% | 1,5% | 0,0% | 6,1% | **92,5%** | **1,40** |
| City with diverse offer | 38,9% | 53,6% | 1,8% | 0,0% | 5,7% | **92,5%** | **1,39** |
| Human city | 40,2% | 48,8% | 4,0% | 0,0% | 7,0% | **89,0%** | **1,39** |
| Dynamic, busy city | 36,5% | 55,8% | 1,3% | 0,0% | 6,4% | **92,3%** | **1,38** |
| Modern city | 40,0% | 51,2% | 4,2% | 0,0% | 4,6% | **91,2%** | **1,38** |
| Creative and trendy city | 32,8% | 56,3% | 2,2% | 0,0% | 8,6% | **89,2%** | **1,34** |
| Lisboa é pacífica, calma, tranquila | 32,8% | 58,0% | 1,8% | 0,0% | 7,3% | **90,8%** | **1,33** |
| Lisboa é romântica | 36,5% | 48,3% | 7,2% | 0,0% | 8,1% | **84,8%** | **1,32** |
| Lisboa é única | 30,1% | 59,6% | 2,9% | 0,0% | 7,3% | **89,7%** | **1,29** |
| Lisboa está bem cuidada | 21,1% | 42,4% | 30,8% | 2,9% | 2,8% | **63,5%** | **0,84** |

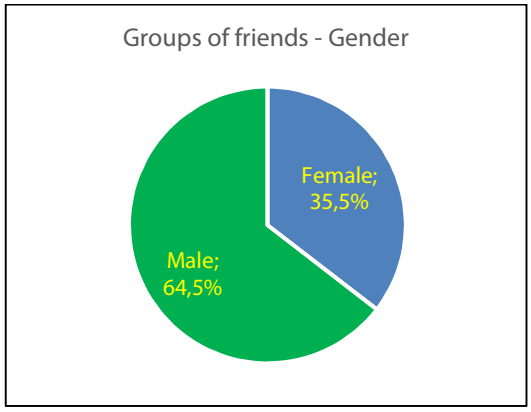


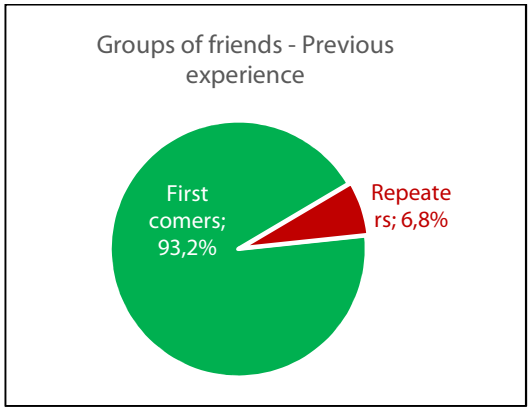

Families - Reality VS Expectations
Wonderful surprise
22,4%
Exceeded expectations
35,6%
Met expectations
38,3%
Below expectations
3,3%
Big disappointment
0,4%

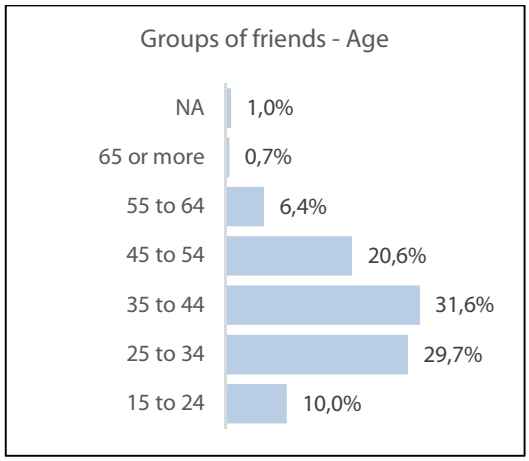

Families - Probability of returning
Very likely
43,7%
Likely
45,0%
Not very likely
10,1%
Not at all likely
0,6%
NA
0,7%

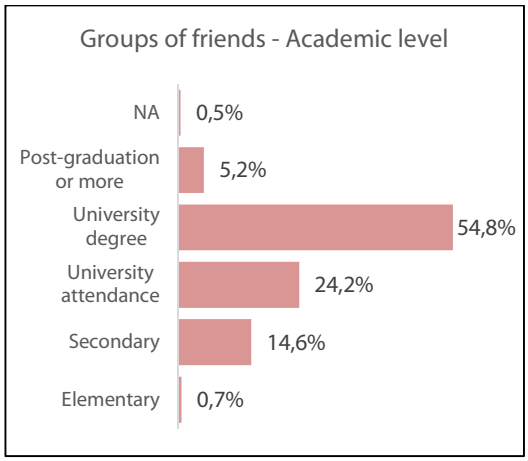

Families - Recommendation
Top 5
33,4%
Top 10
52,5%
Top 20
13,8%
Top 50
0,2%
Doesn't recommend
0,2%

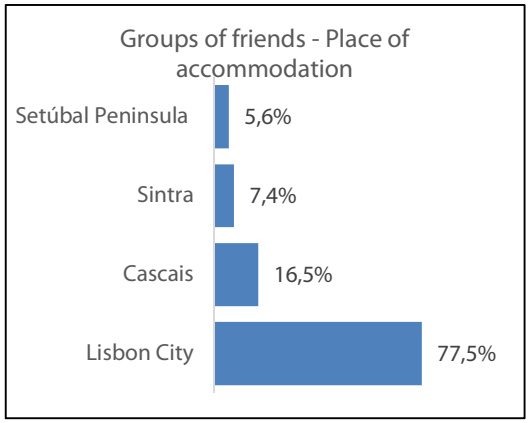
# GROUPS OF FRIENDS (1.464 Answers)

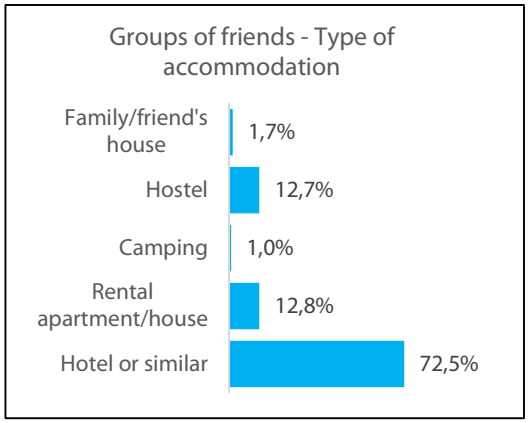



| Perception of communication campaigns | Groups of friends | |
|---|---|---|
| | About Lisbon | About Portugal |
| Advertising in the internet | 57,6% | 52,0% |
| News in the media | 51,8% | 60,5% |
| Advertising in the media | 48,6% | 64,3% |
| Advertising in tour operators' brochures | 48,6% | 56,4% |

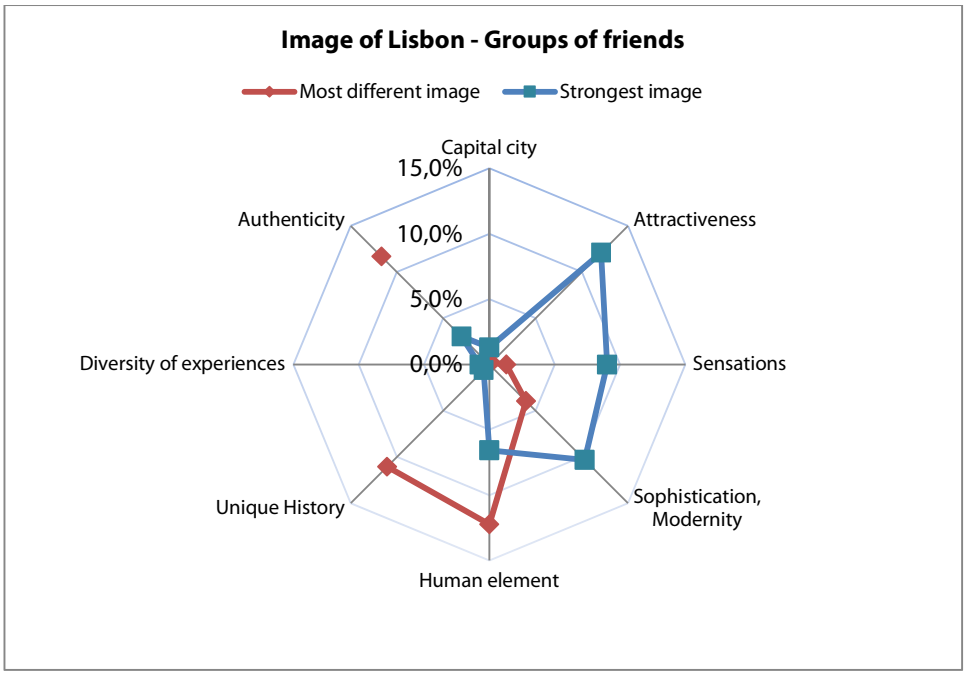
| Importance in the decision to visit Lisbon - Groups of friends | | | | | |
|---|---|---|---|---|---|
| | Very important | Somewhat important | Not at all important | NA | Level of importance (0 to 2) |
| Always wanted to visit Lisbon | 75,8% | 10,7% | 1,6% | 12,0% | 1,84 |
| Family/friends advice | 70,2% | 16,6% | 5,1% | 8,1% | 1,71 |
| Price/cost of the trip | 54,6% | 23,3% | 8,1% | 13,9% | 1,54 |
| Travel websites | 43,1% | 19,6% | 26,0% | 11,3% | 1,19 |
| Social media (Facebook, Twitter, blogs, etc) | 36,7% | 25,9% | 23,8% | 13,6% | 1,15 |
| Press/TV articles | 44,6% | 12,5% | 34,5% | 8,4% | 1,11 |
| Tourism brochures | 40,2% | 12,2% | 39,2% | 8,5% | 1,01 |
| Advertising in the internet | 32,0% | 21,5% | 31,4% | 15,0% | 1,01 |
| Advertising in the media | 40,0% | 9,8% | 39,8% | 10,5% | 1,00 |
| Tourism guides/books | 39,8% | 11,7% | 40,0% | 8,5% | 1,00 |
| Previous visit | 39,8% | 13,5% | 41,8% | 4,9% | 0,98 |
| www.visitlisboa.com | 29,0% | 23,8% | 31,3% | 16,0% | 0,97 |
| By chance, got the opportunity to | 36,8% | 7,5% | 41,3% | 14,4% | 0,95 |
| Travel agent advice | 33,2% | 13,2% | 39,9% | 13,7% | 0,92 |

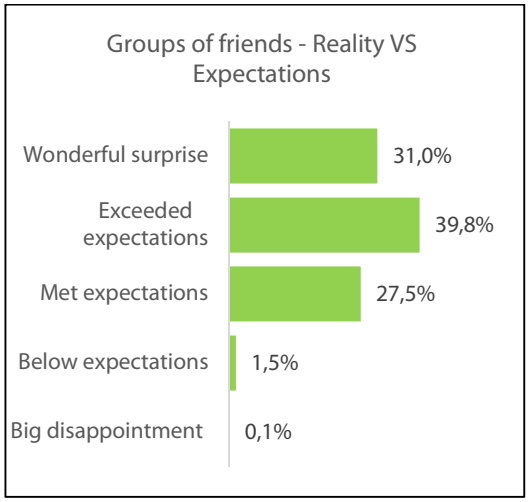
| Importance of parameters - Groups of friends | | | | | |
|---|---|---|---|---|---|
| | Very important | Important | Irrelevant | NA | Level of importance (0 to 2) |
| Value for money | 86,2% | 7,7% | 0,0% | 6,1% | 1,92 |
| Feeling of safety/security | 78,2% | 15,7% | 0,0% | 6,1% | 1,83 |
| Public transportation network | 79,8% | 16,3% | 0,0% | 3,8% | 1,83 |
| Tourist signs | 77,3% | 17,4% | 0,1% | 5,2% | 1,81 |
| Access to places of interest | 77,0% | 18,4% | 0,0% | 4,6% | 1,81 |
| Kindness/Helpfulness of local people | 71,4% | 24,6% | 0,2% | 3,8% | 1,74 |
| Good weather | 69,3% | 24,7% | 0,2% | 5,7% | 1,73 |
| Offer of monuments | 71,4% | 26,1% | 0,0% | 2,5% | 1,73 |
| Observance of environmental regulations | 62,2% | 31,5% | 0,1% | 6,2% | 1,66 |
| Offer of modernity | 59,6% | 34,4% | 0,1% | 5,9% | 1,63 |
| Quality of restaurant service | 61,1% | 37,2% | 0,0% | 1,7% | 1,62 |
| Offer of different experiences | 54,1% | 36,3% | 3,3% | 6,3% | 1,54 |
| Offer of local gastronomy | 53,6% | 44,8% | 0,5% | 1,1% | 1,54 |
| Easy communication with the locals | 50,6% | 44,0% | 1,8% | 3,6% | 1,51 |
| Cleanliness of streets and buildings | 46,2% | 47,1% | 1,2% | 5,6% | 1,48 |
| Offer of museums | 46,8% | 45,3% | 3,1% | 4,8% | 1,46 |
| Accessible attractions outside the city | 47,1% | 43,4% | 4,2% | 5,3% | 1,45 |
| Tourism information offices | 47,1% | 44,3% | 4,0% | 4,7% | 1,45 |
| Diversity of restaurants | 41,5% | 57,2% | 0,0% | 1,4% | 1,42 |
| Conditions for rest and relax | 39,8% | 54,4% | 0,3% | 5,5% | 1,42 |
| Existence of animation activities | 42,5% | 48,2% | 3,6% | 5,7% | 1,41 |
| Existence of cultural events | 40,6% | 50,7% | 2,2% | 6,5% | 1,41 |
| Nightlife offer | 44,3% | 44,0% | 6,8% | 4,9% | 1,40 |
| Existence of organised tours/programmes | 47,4% | 33,7% | 13,0% | 5,8% | 1,36 |
| Type of accommodation | 40,6% | 52,7% | 5,2% | 1,4% | 1,36 |
| Quality of accommodation service | 40,9% | 41,7% | 14,9% | 2,5% | 1,27 |
| Shopping facilities | 39,3% | 29,8% | 24,6% | 6,2% | 1,16 |
| Offer of attractions for children | 38,7% | 15,0% | 40,0% | 6,4% | 0,99 |

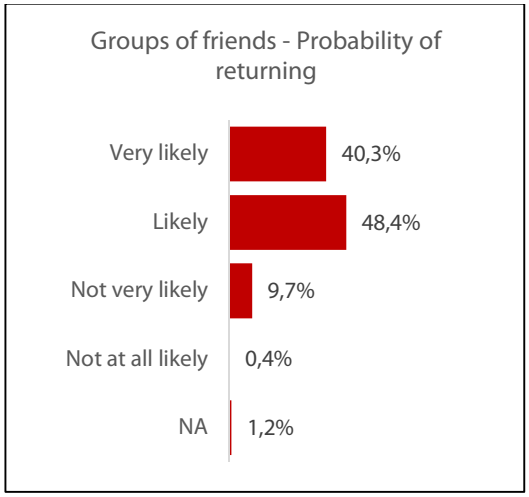
| EVALUATION OF PARAMETERS (to whom it was important) | Groups of friends | |
|---|---|---|
| | % satisfaction (8 or more) | Average evaluation (1 to 10) |
| Offer of attractions for children | 98,4% | 9,11 |
| Tourism information offices | 94,5% | 8,97 |
| Shopping facilities | 93,7% | 8,86 |
| Kindness/Helpfulness of local people | 95,7% | 8,83 |
| Diversity of restaurants | 90,4% | 8,82 |
| Offer of local gastronomy | 92,0% | 8,79 |
| Nightlife offer | 93,8% | 8,78 |
| Existence of organised tours/programmes | 91,9% | 8,75 |
| Quality of restaurant service | 84,0% | 8,71 |
| Accessible attractions outside the city | 92,7% | 8,69 |
| Good weather | 86,7% | 8,69 |
| Feeling of safety/security | 88,7% | 8,67 |
| Tourist signs | 91,6% | 8,66 |
| Offer of different experiences | 90,3% | 8,65 |
| Offer of monuments | 87,0% | 8,63 |
| Offer of museums | 89,9% | 8,56 |
| Access to places of interest | 88,7% | 8,54 |
| Offer of modernity | 90,7% | 8,53 |
| Value for money | 81,5% | 8,51 |
| Observance of environmental regulations | 76,6% | 8,51 |
| Easy communication with the locals | 86,0% | 8,48 |
| Existence of animation activities | 87,9% | 8,46 |
| Cleanliness of streets and buildings | 73,9% | 8,42 |
| Existence of cultural events | 85,4% | 8,41 |
| Conditions for rest and relax | 82,4% | 8,36 |
| Quality of accommodation service | 69,1% | 8,03 |
| Public transportation network | 71,0% | 8,01 |
| Type of accommodation | 49,7% | 7,47 |

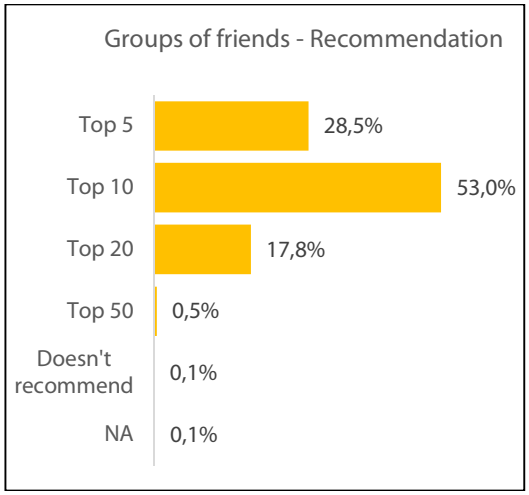
| | Groups of friends | |
|---|---|---|
| | % satisfaction (8 or more) | Average evaluation (1 to 10) |
| **Global evaluation** | 70,1% | 7,82 |

| | IMAGE OF LISBON - Groups of friends | | | | | | |
|---|---|---|---|---|---|---|---|
| | Totally agree | Agree | Neither agree nor disagree | Disagree | DN/NA | % agreement | Level of agreement (-2 to 2) |
| Ancient city with history | 47,0% | 43,7% | 2,3% | 0,0% | 7,0% | **90,7%** | **1,48** |
| Human city | 48,8% | 42,6% | 3,2% | 0,1% | 5,3% | **91,4%** | **1,48** |
| Interactive people | 46,2% | 43,8% | 2,6% | 0,0% | 7,4% | **90,0%** | **1,47** |
| Modern city | 47,9% | 43,4% | 3,3% | 0,1% | 5,3% | **91,3%** | **1,47** |
| Nice, peaceful city | 44,9% | 46,2% | 1,5% | 0,0% | 7,4% | **91,1%** | **1,47** |
| Outdoors city | 47,0% | 43,6% | 3,8% | 0,1% | 5,6% | **90,6%** | **1,46** |
| Unique city | 44,1% | 48,0% | 1,9% | 0,0% | 5,9% | **92,1%** | **1,45** |
| Dynamic, busy city | 42,1% | 48,5% | 1,2% | 0,0% | 8,2% | **90,6%** | **1,45** |
| Romantic city | 45,1% | 43,4% | 3,8% | 0,1% | 7,5% | **88,5%** | **1,44** |
| City with diverse offer | 44,0% | 47,5% | 2,5% | 0,0% | 6,0% | **91,5%** | **1,44** |
| Multicultural and tolerant city | 42,9% | 47,3% | 2,7% | 0,0% | 7,2% | **90,2%** | **1,43** |
| Creative and trendy city | 40,0% | 49,5% | 1,9% | 0,0% | 8,5% | **89,5%** | **1,42** |
| Capital city | 44,3% | 44,8% | 6,9% | 0,0% | 4,0% | **89,1%** | **1,39** |
| City of feelings/sensations | 37,5% | 54,6% | 2,7% | 0,0% | 5,2% | **92,1%** | **1,37** |
| Preserved city | 41,4% | 34,5% | 17,9% | 1,6% | 4,6% | **75,9%** | **1,21** |

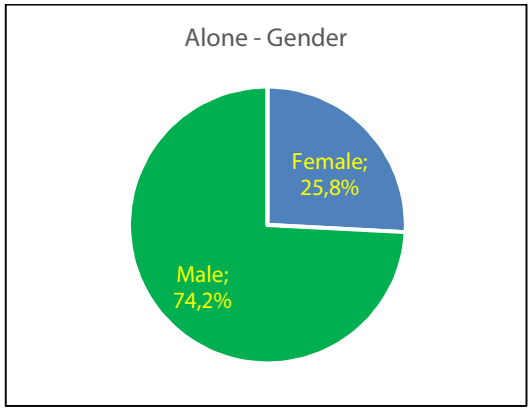


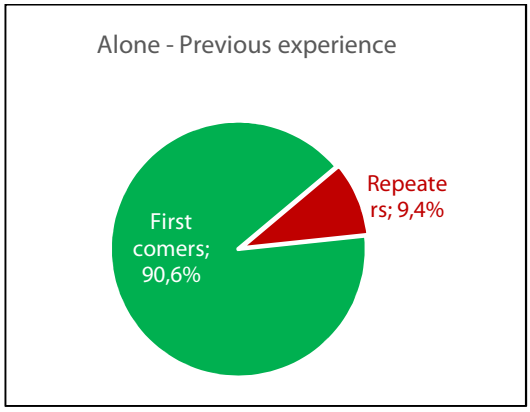

Groups of friends - Reality VS Expectations
Wonderful surprise
31,0%
Exceeded expectations
39,8%
Met expectations
27,5%
Below expectations
1,5%
Big disappointment
0,1%

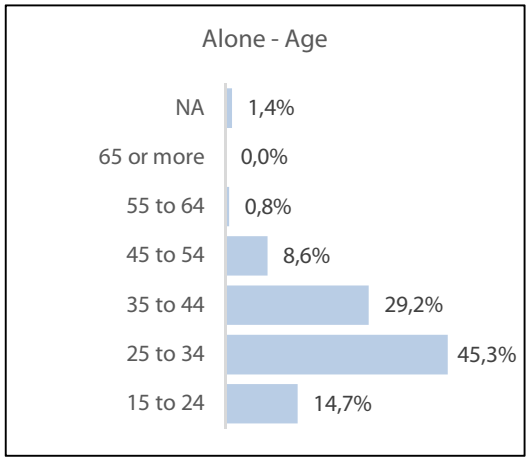

Groups of friends - Probability of returning
Very likely
40,3%
Likely
48,4%
Not very likely
9,7%
Not at all likely
0,4%
NA
1,2%

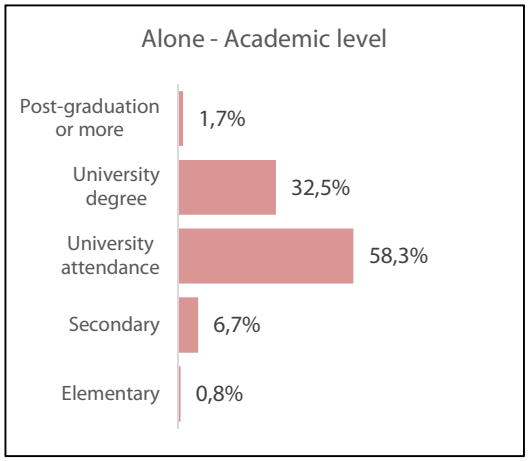

Groups of friends - Recommendation
Top 5
28,5%
Top 10
53,0%
Top 20
17,8%
Top 50
0,5%
Doesn't recommend
0,1%
NA
0,1%

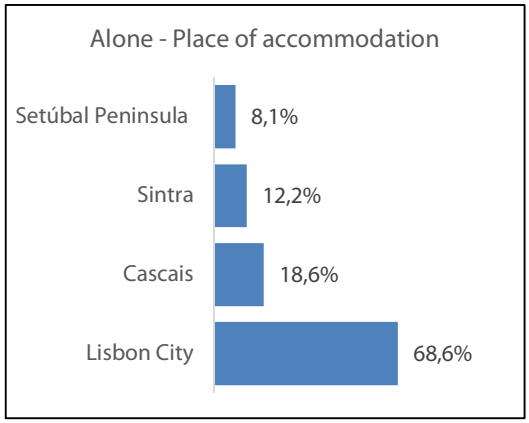
# ALONE (360 Answers)

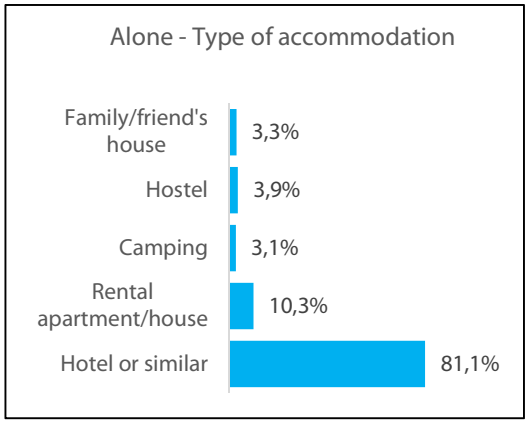



| Perception of communication campaigns | Alone | |
|---|---|---|
| | About Lisbon | About Portugal |
| News in the media | 83,3% | 95,6% |
| Advertising in tour operators' brochures | 83,3% | 95,0% |
| Advertising in the internet | 80,8% | 83,3% |
| Advertising in the media | 79,4% | 95,3% |

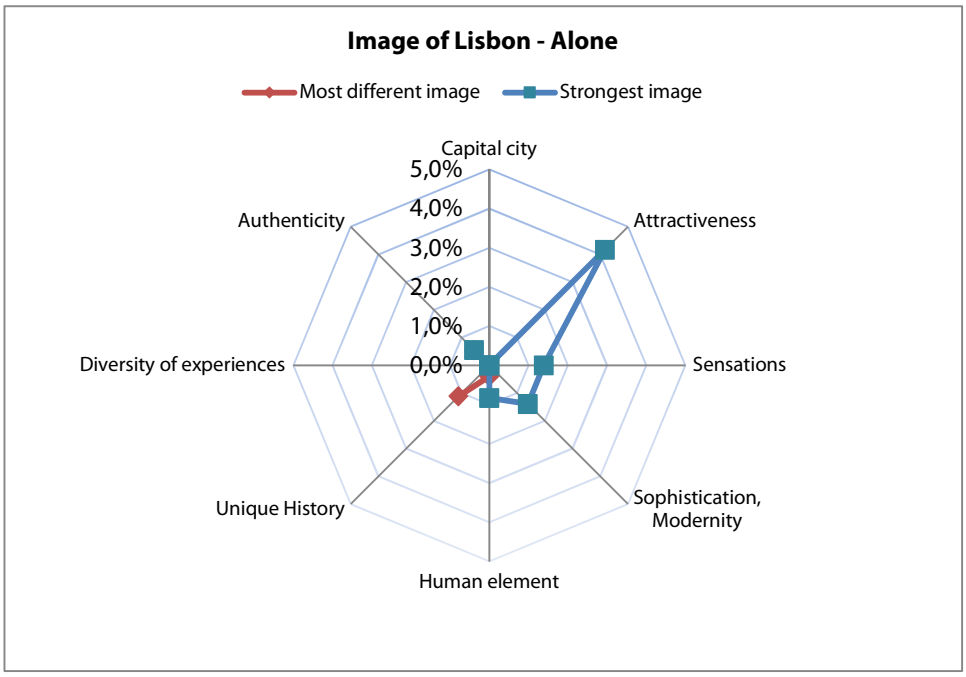
| Importance in the decision to visit Lisbon - Alone | | | | | |
|---|---|---|---|---|---|
| | Very important | Somewhat important | Not at all important | NA | Level of importance (0 to 2) |
| By chance, got the opportunity to | 65,3% | 12,2% | 0,8% | 21,7% | 1,82 |
| Advertising in the media | 69,4% | 15,8% | 1,1% | 13,6% | 1,79 |
| Always wanted to visit Lisbon | 61,9% | 16,1% | 0,3% | 21,7% | 1,79 |
| Family/friends advice | 69,4% | 18,6% | 0,3% | 11,7% | 1,78 |
| Press/TV articles | 71,7% | 17,5% | 1,1% | 9,7% | 1,78 |
| Travel websites | 66,7% | 18,1% | 1,1% | 14,2% | 1,76 |
| Tourism brochures | 69,7% | 19,2% | 1,1% | 10,0% | 1,76 |
| Tourism guides/books | 70,0% | 20,6% | 0,8% | 8,6% | 1,76 |
| Price/cost of the trip | 56,9% | 17,2% | 0,8% | 25,0% | 1,75 |
| Previous visit | 64,2% | 25,6% | 0,8% | 9,4% | 1,70 |
| Travel agent advice | 52,8% | 22,8% | 1,1% | 23,3% | 1,67 |
| Social media (Facebook, Twitter, blogs, etc) | 52,8% | 23,9% | 1,1% | 22,2% | 1,66 |
| Advertising in the internet | 48,1% | 25,6% | 0,8% | 25,6% | 1,63 |
| www.visitlisboa.com | 44,4% | 27,5% | 1,1% | 26,9% | 1,59 |

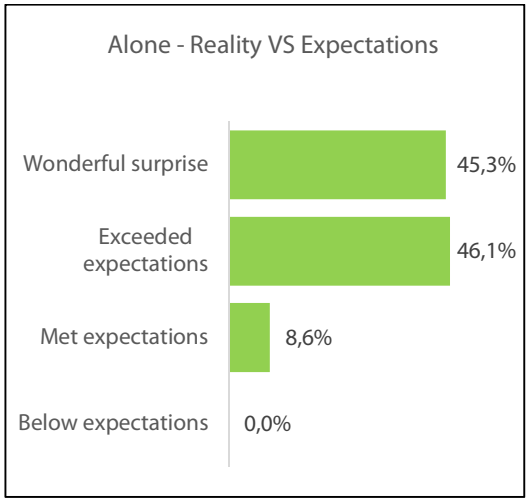
| Importance of parameters - Alone | | | | | |
|---|---|---|---|---|---|
| | Very important | Important | Irrelevant | NA | Level of importance (0 to 2) |
| Value for money | 73,6% | 16,1% | 0,0% | 10,3% | 1,82 |
| Observance of environmental regulations | 71,1% | 18,1% | 0,0% | 10,8% | 1,80 |
| Cleanliness of streets and buildings | 68,6% | 20,6% | 0,3% | 10,6% | 1,76 |
| Feeling of safety/security | 70,0% | 23,6% | 0,0% | 6,4% | 1,75 |
| Tourist signs | 70,3% | 23,9% | 0,0% | 5,8% | 1,75 |
| Existence of organised tours/programmes | 70,3% | 22,5% | 0,8% | 6,4% | 1,74 |
| Good weather | 66,9% | 22,2% | 0,8% | 10,0% | 1,73 |
| Accessible attractions outside the city | 68,3% | 22,8% | 0,8% | 8,1% | 1,73 |
| Access to places of interest | 69,2% | 27,5% | 0,0% | 3,3% | 1,72 |
| Offer of attractions for children | 65,3% | 23,1% | 1,4% | 10,3% | 1,71 |
| Public transportation network | 67,5% | 28,3% | 0,0% | 4,2% | 1,70 |
| Shopping facilities | 65,0% | 25,0% | 1,1% | 8,9% | 1,70 |
| Offer of different experiences | 63,6% | 26,4% | 0,6% | 9,4% | 1,70 |
| Easy communication with the locals | 63,6% | 31,4% | 0,0% | 5,0% | 1,67 |
| Kindness/Helpfulness of local people | 60,6% | 31,1% | 0,0% | 8,3% | 1,66 |
| Quality of restaurant service | 65,3% | 33,1% | 0,3% | 1,4% | 1,66 |
| Quality of accommodation service | 64,7% | 31,7% | 0,8% | 2,8% | 1,66 |
| Offer of local gastronomy | 65,0% | 33,3% | 0,3% | 1,4% | 1,66 |
| Tourism information offices | 59,2% | 29,7% | 0,6% | 10,6% | 1,66 |
| Diversity of restaurants | 64,4% | 34,2% | 0,3% | 1,1% | 1,65 |
| Type of accommodation | 64,2% | 33,6% | 0,6% | 1,7% | 1,65 |
| Offer of monuments | 58,9% | 36,4% | 0,3% | 4,4% | 1,61 |
| Nightlife offer | 55,0% | 35,0% | 0,3% | 9,7% | 1,61 |
| Conditions for rest and relax | 50,0% | 36,7% | 0,3% | 13,1% | 1,57 |
| Offer of museums | 50,3% | 38,1% | 0,6% | 11,1% | 1,56 |
| Existence of animation activities | 45,0% | 41,7% | 0,0% | 13,3% | 1,52 |
| Existence of cultural events | 41,9% | 44,4% | 0,0% | 13,6% | 1,49 |
| Offer of modernity | 41,9% | 45,0% | 0,0% | 13,1% | 1,48 |

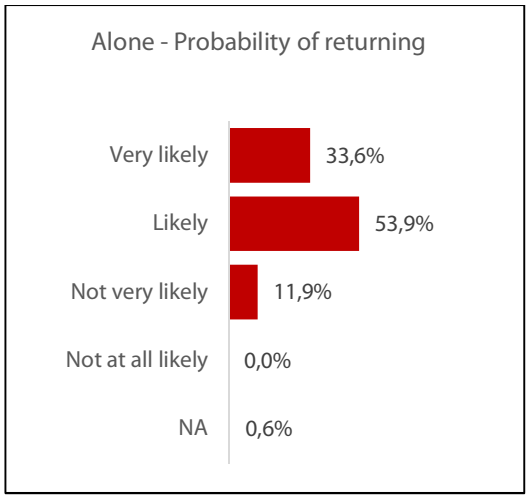
| EVALUATION OF PARAMETERS (to whom it was important) | Alone | |
|---|---|---|
| | % satisfaction (8 or more) | Average evaluation (1 to 10) |
| Diversity of restaurants | 97,3% | 9,40 |
| Quality of restaurant service | 97,5% | 9,40 |
| Observance of environmental regulations | 98,7% | 9,40 |
| Value for money | 98,0% | 9,39 |
| Cleanliness of streets and buildings | 99,0% | 9,31 |
| Good weather | 97,6% | 9,23 |
| Feeling of safety/security | 98,0% | 9,21 |
| Offer of local gastronomy | 97,3% | 9,20 |
| Offer of attractions for children | 98,3% | 9,19 |
| Offer of monuments | 96,5% | 9,16 |
| Tourist signs | 97,0% | 9,13 |
| Existence of organised tours/programmes | 97,1% | 9,11 |
| Tourism information offices | 96,9% | 9,10 |
| Access to places of interest | 96,6% | 9,10 |
| Accessible attractions outside the city | 97,4% | 9,07 |
| Kindness/Helpfulness of local people | 96,7% | 9,06 |
| Shopping facilities | 99,0% | 9,05 |
| Conditions for rest and relax | 97,2% | 9,05 |
| Nightlife offer | 98,0% | 9,05 |
| Offer of different experiences | 97,7% | 9,02 |
| Easy communication with the locals | 96,1% | 8,95 |
| Public transportation network | 96,2% | 8,94 |
| Offer of museums | 96,9% | 8,92 |
| Offer of modernity | 95,8% | 8,89 |
| Quality of accommodation service | 95,3% | 8,87 |
| Existence of cultural events | 95,7% | 8,83 |
| Existence of animation activities | 95,8% | 8,80 |
| Type of accommodation | 82,1% | 8,25 |

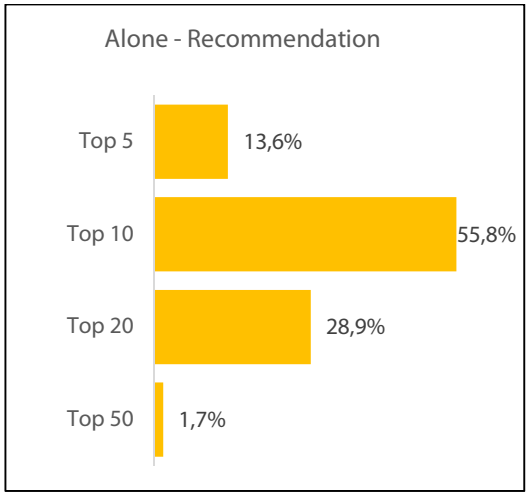
| | Alone | |
|---|---|---|
| | % satisfaction (8 or more) | Average evaluation (1 to 10) |
| **Global evaluation** | 90,8% | 8,14 |

| | IMAGE OF LISBON - Alone | | | | | | |
|---|---|---|---|---|---|---|---|
| | Totally agree | Agree | Neither agree nor disagree | Disagree | DN/NA | % agreement | Level of agreement (-2 to 2) |
| Preserved city | 72,2% | 19,7% | 1,7% | 0,0% | 6,4% | **91,9%** | **1,75** |
| Unique city | 68,9% | 25,3% | 1,9% | 0,0% | 3,9% | **94,2%** | **1,70** |
| Nice, peaceful city | 63,9% | 28,3% | 1,4% | 0,0% | 6,4% | **92,2%** | **1,67** |
| Ancient city with history | 62,2% | 27,8% | 2,5% | 0,0% | 7,5% | **90,0%** | **1,65** |
| Interactive people | 62,5% | 30,0% | 3,3% | 0,0% | 4,2% | **92,5%** | **1,62** |
| Romantic city | 57,5% | 32,8% | 2,2% | 0,0% | 7,5% | **90,3%** | **1,60** |
| Human city | 55,3% | 36,1% | 3,1% | 0,0% | 5,6% | **91,4%** | **1,55** |
| City with diverse offer | 53,6% | 35,0% | 3,1% | 0,0% | 8,3% | **88,6%** | **1,55** |
| Dynamic, busy city | 53,9% | 37,8% | 2,2% | 0,0% | 6,1% | **91,7%** | **1,55** |
| Creative and trendy city | 50,8% | 38,1% | 2,5% | 0,0% | 8,6% | **88,9%** | **1,53** |
| Multicultural and tolerant city | 51,4% | 39,2% | 2,5% | 0,0% | 6,9% | **90,6%** | **1,53** |
| Modern city | 50,3% | 40,8% | 3,9% | 0,0% | 5,0% | **91,1%** | **1,49** |
| Outdoors city | 45,3% | 45,8% | 2,5% | 0,0% | 6,4% | **91,1%** | **1,46** |
| City of feelings/sensations | 43,3% | 48,1% | 3,1% | 0,0% | 5,6% | **91,4%** | **1,43** |
| Capital city | 35,3% | 55,0% | 5,8% | 0,3% | 3,6% | **90,3%** | **1,30** |



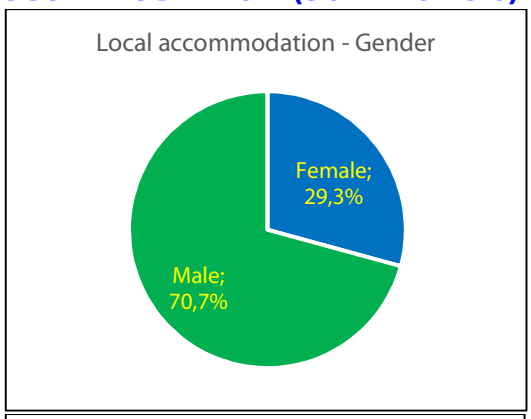

Alone - Reality VS Expectations
Wonderful surprise
45,3%
Exceeded expectations
46,1%
Met expectations
8,6%
Below expectations
0,0%

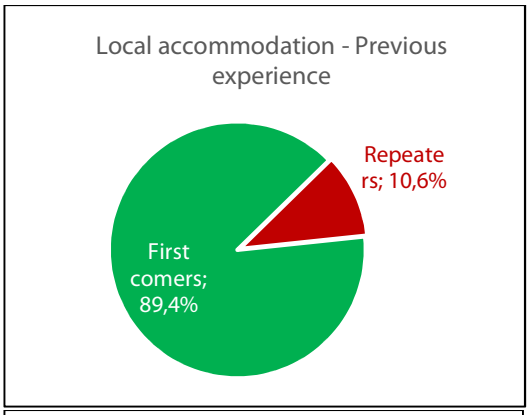

Alone - Probability of returning
Very likely
33,6%
Likely
53,9%
Not very likely
11,9%
Not at all likely
0,0%
NA
0,6%

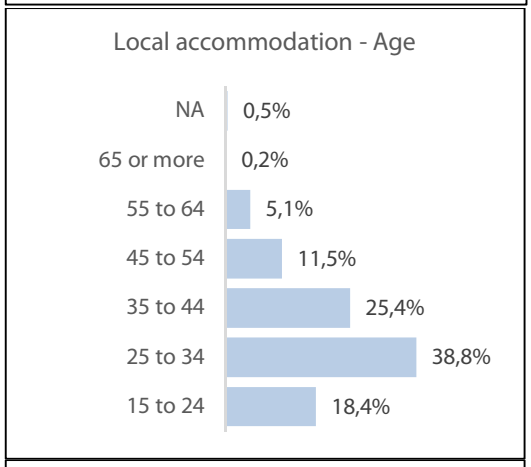

Alone - Recommendation
Top 5
13,6%
Top 10
55,8%
Top 20
28,9%
Top 50
1,7%

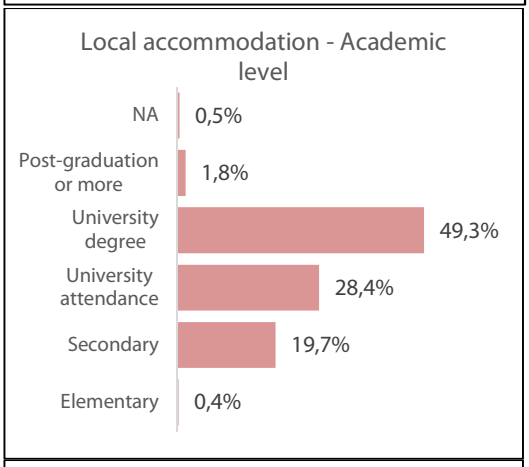
# 15. RESULTS BY TYPE OF ACCOMMODATION

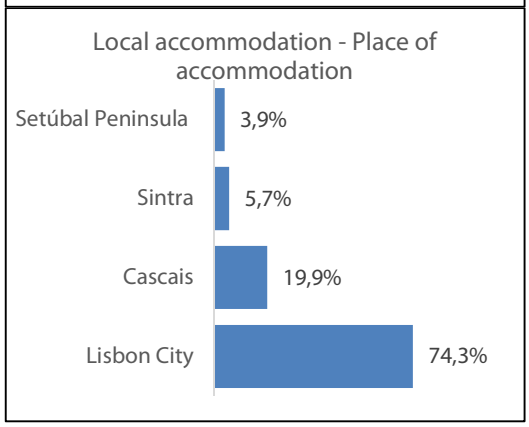
## LOCAL ACCOMMODATION (564 Answers)

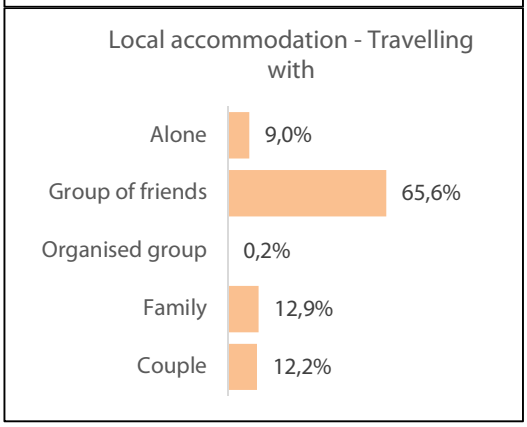



| Perception of communication campaigns | Local accommodation | |
|---|---|---|
| | About Lisbon | About Portugal |
| Advertising in the internet | 50,2% | 41,8% |
| News in the media | 41,1% | 49,8% |
| Advertising in tour operators' brochures | 41,0% | 46,1% |
| Advertising in the media | 37,4% | 56,2% |

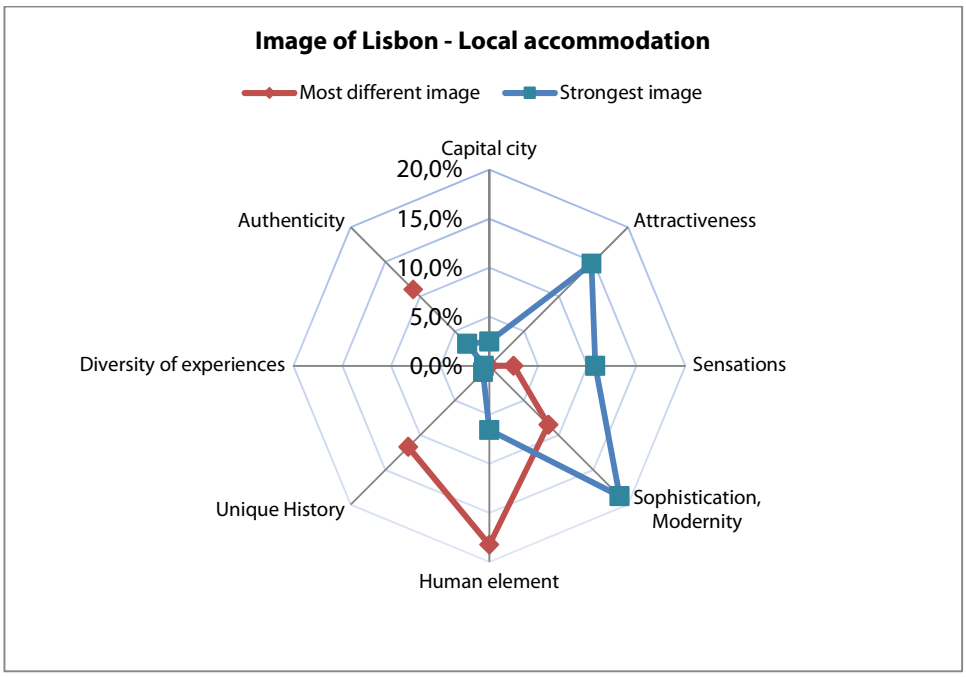
| Importance in the decision to visit Lisbon - Local accommodation | | | | | |
|---|---|---|---|---|---|
| | Very important | Somewhat important | Not at all important | NA | Level of importance (0 to 2) |
| Always wanted to visit Lisbon | 82,6% | 8,3% | 2,0% | 7,1% | 1,87 |
| Family/friends advice | 71,8% | 17,6% | 4,3% | 6,4% | 1,72 |
| Price/cost of the trip | 60,8% | 22,3% | 7,1% | 9,8% | 1,60 |
| Social media (Facebook, Twitter, blogs, etc) | 34,8% | 26,1% | 27,8% | 11,3% | 1,08 |
| Travel websites | 34,8% | 21,8% | 33,9% | 9,6% | 1,01 |
| Advertising in the internet | 30,7% | 19,0% | 39,2% | 11,2% | 0,90 |
| Press/TV articles | 33,7% | 14,9% | 43,6% | 7,8% | 0,89 |
| www.visitlisboa.com | 25,0% | 23,0% | 39,4% | 12,6% | 0,84 |
| By chance, got the opportunity to | 33,3% | 5,9% | 51,8% | 9,0% | 0,80 |
| Travel agent advice | 31,4% | 8,7% | 50,2% | 9,8% | 0,79 |
| Tourism brochures | 29,3% | 13,3% | 48,9% | 8,5% | 0,78 |
| Advertising in the media | 29,1% | 11,3% | 50,4% | 9,2% | 0,77 |
| Tourism guides/books | 28,2% | 13,8% | 50,5% | 7,4% | 0,76 |
| Previous visit | 27,0% | 15,2% | 52,5% | 5,3% | 0,73 |

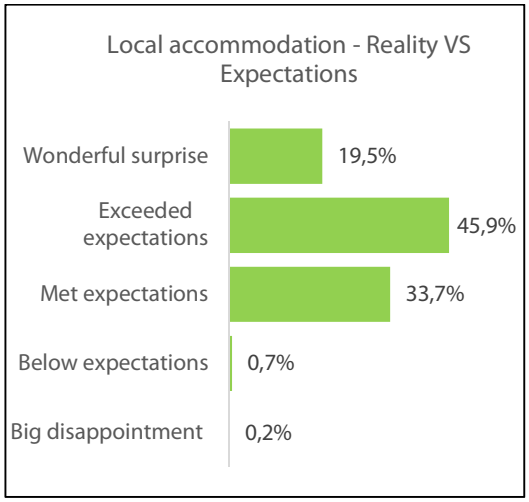
| Importance of parameters - Local accommodation | | | | | |
|---|---|---|---|---|---|
| | Very important | Important | Irrelevant | NA | Level of importance (0 to 2) |
| Value for money | 86,0% | 9,8% | 0,2% | 4,1% | 1,89 |
| Feeling of safety/security | 82,3% | 13,5% | 0,0% | 4,3% | 1,86 |
| Public transportation network | 82,3% | 14,2% | 0,0% | 3,5% | 1,85 |
| Tourist signs | 80,9% | 15,6% | 0,0% | 3,5% | 1,84 |
| Access to places of interest | 79,6% | 17,4% | 0,0% | 3,0% | 1,82 |
| Good weather | 71,1% | 24,6% | 0,0% | 4,3% | 1,74 |
| Kindness/Helpfulness of local people | 69,7% | 25,0% | 0,2% | 5,1% | 1,73 |
| Offer of modernity | 70,4% | 25,7% | 0,2% | 3,7% | 1,73 |
| Offer of monuments | 70,2% | 27,5% | 0,0% | 2,3% | 1,72 |
| Observance of environmental regulations | 54,1% | 41,3% | 0,4% | 4,3% | 1,56 |
| Offer of different experiences | 52,7% | 37,8% | 5,5% | 4,1% | 1,49 |
| Quality of restaurant service | 48,2% | 50,7% | 0,0% | 1,1% | 1,49 |
| Existence of animation activities | 47,3% | 47,5% | 1,4% | 3,7% | 1,48 |
| Easy communication with the locals | 43,6% | 51,6% | 1,1% | 3,7% | 1,44 |
| Nightlife offer | 48,8% | 39,5% | 7,3% | 4,4% | 1,43 |
| Offer of local gastronomy | 43,1% | 55,1% | 1,2% | 0,5% | 1,42 |
| Conditions for rest and relax | 39,2% | 55,7% | 0,5% | 4,6% | 1,41 |
| Existence of cultural events | 41,5% | 50,5% | 3,5% | 4,4% | 1,40 |
| Tourism information offices | 41,1% | 46,5% | 6,6% | 5,9% | 1,37 |
| Cleanliness of streets and buildings | 35,8% | 57,6% | 2,3% | 4,3% | 1,35 |
| Accessible attractions outside the city | 42,2% | 45,6% | 9,0% | 3,2% | 1,34 |
| Offer of museums | 39,4% | 50,0% | 6,6% | 4,1% | 1,34 |
| Diversity of restaurants | 29,6% | 69,5% | 0,0% | 0,9% | 1,30 |
| Existence of organised tours/programmes | 41,5% | 31,6% | 22,9% | 4,1% | 1,19 |
| Type of accommodation | 26,2% | 58,3% | 14,7% | 0,7% | 1,12 |
| Shopping facilities | 32,1% | 28,9% | 35,3% | 3,7% | 0,97 |
| Quality of accommodation service | 28,0% | 34,4% | 31,9% | 5,7% | 0,96 |
| Offer of attractions for children | 28,9% | 16,8% | 49,8% | 4,4% | 0,78 |

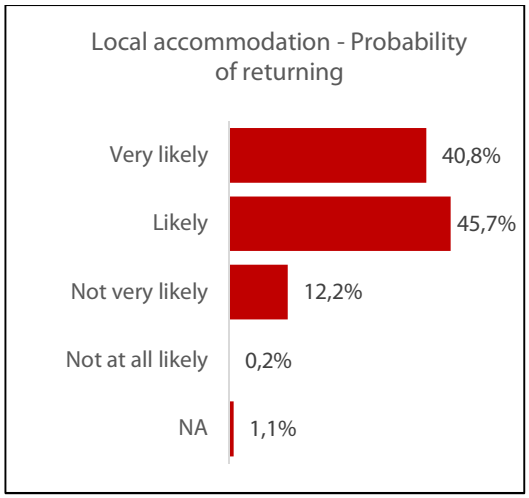
| EVALUATION OF PARAMETERS (to whom it was important) | Local accommodation | |
|---|---|---|
| | % satisfaction (8 or more) | Average evaluation (1 to 10) |
| Offer of attractions for children | 97,1% | 8,98 |
| Tourism information offices | 93,0% | 8,78 |
| Shopping facilities | 92,6% | 8,72 |
| Kindness/Helpfulness of local people | 95,9% | 8,71 |
| Nightlife offer | 93,3% | 8,64 |
| Accessible attractions outside the city | 90,9% | 8,54 |
| Existence of organised tours/programmes | 87,1% | 8,52 |
| Quality of restaurant service | 82,8% | 8,52 |
| Offer of local gastronomy | 87,8% | 8,52 |
| Good weather | 83,0% | 8,49 |
| Tourist signs | 89,3% | 8,48 |
| Feeling of safety/security | 83,9% | 8,46 |
| Diversity of restaurants | 80,6% | 8,44 |
| Offer of different experiences | 87,2% | 8,44 |
| Offer of monuments | 85,4% | 8,43 |
| Offer of modernity | 89,3% | 8,40 |
| Offer of museums | 84,7% | 8,37 |
| Access to places of interest | 84,4% | 8,37 |
| Easy communication with the locals | 82,7% | 8,32 |
| Existence of animation activities | 81,3% | 8,26 |
| Value for money | 76,6% | 8,25 |
| Observance of environmental regulations | 70,3% | 8,24 |
| Existence of cultural events | 82,5% | 8,24 |
| Cleanliness of streets and buildings | 65,4% | 8,14 |
| Quality of accommodation service | 75,7% | 8,12 |
| Conditions for rest and relax | 73,9% | 7,96 |
| Public transportation network | 62,0% | 7,66 |
| Type of accommodation | 41,1% | 7,15 |

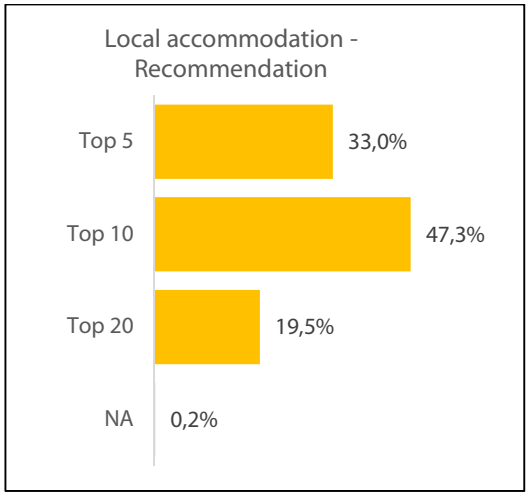
| | Local accommodation | |
|---|---|---|
| | % satisfaction (8 or more) | Average evaluation (1 to 10) |
| **Global evaluation** | 65,9% | 7,75 |

| | IMAGE OF LISBON - Local accommodation | | | | | | |
|---|---|---|---|---|---|---|---|
| | Totally agree | Agree | Neither agree nor disagree | Disagree | DN/NA | % agreement | Level of agreement (-2 to 2) |
| Human city | 46,1% | 45,2% | 2,7% | 0,2% | 5,9% | **91,3%** | **1,46** |
| Ancient city with history | 43,1% | 48,8% | 2,1% | 0,0% | 6,0% | **91,8%** | **1,44** |
| Modern city | 45,6% | 45,9% | 4,3% | 0,2% | 4,1% | **91,5%** | **1,43** |
| Interactive people | 42,2% | 47,5% | 3,5% | 0,0% | 6,7% | **89,7%** | **1,41** |
| Nice, peaceful city | 37,6% | 52,8% | 1,6% | 0,0% | 8,0% | **90,4%** | **1,39** |
| Multicultural and tolerant city | 39,0% | 52,5% | 2,7% | 0,0% | 5,9% | **91,5%** | **1,39** |
| City with diverse offer | 39,9% | 52,5% | 3,2% | 0,0% | 4,4% | **92,4%** | **1,38** |
| Outdoors city | 41,0% | 49,3% | 4,4% | 0,2% | 5,1% | **90,2%** | **1,38** |
| Creative and trendy city | 36,7% | 51,4% | 2,3% | 0,0% | 9,6% | **88,1%** | **1,38** |
| Dynamic, busy city | 35,6% | 54,4% | 2,3% | 0,0% | 7,6% | **90,1%** | **1,36** |
| Capital city | 42,9% | 43,8% | 9,2% | 0,0% | 4,1% | **86,7%** | **1,35** |
| City of feelings/sensations | 36,5% | 54,8% | 3,5% | 0,0% | 5,1% | **91,3%** | **1,35** |
| Romantic city | 37,9% | 50,5% | 5,1% | 0,2% | 6,2% | **88,5%** | **1,35** |
| Unique city | 32,6% | 58,5% | 2,1% | 0,0% | 6,7% | **91,1%** | **1,33** |
| Preserved city | 29,4% | 44,0% | 22,3% | 0,7% | 3,5% | **73,4%** | **1,06** |

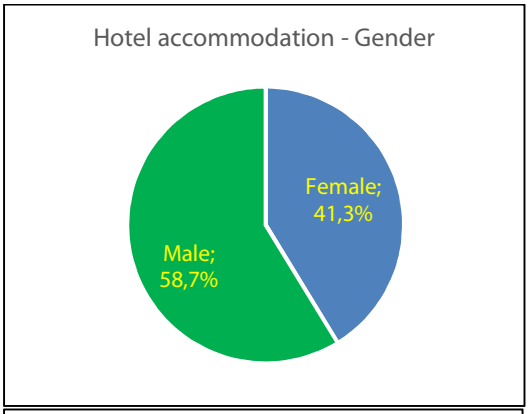


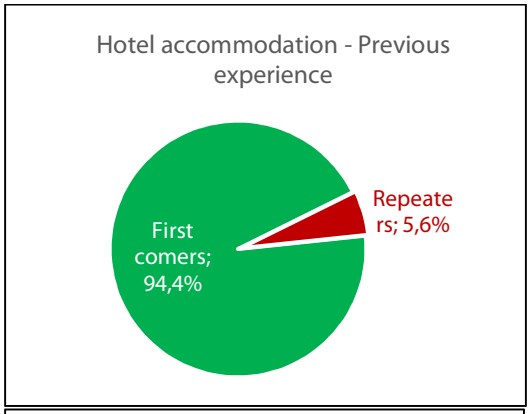

Local accommodation - Reality VS Expectations
Wonderful surprise
19,5%
Exceeded expectations
45,9%
Met expectations
33,7%
Below expectations
0,7%
Big disappointment
0,2%

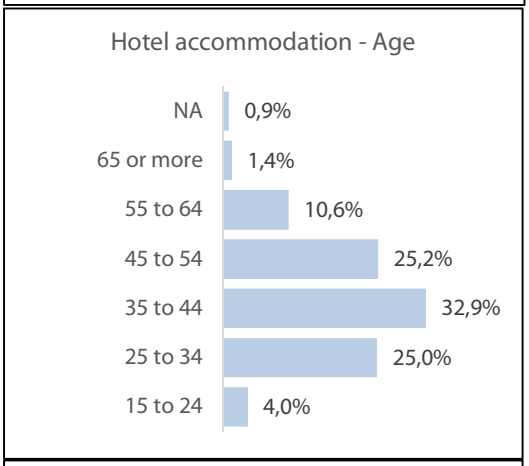

Local accommodation - Probability of returning
Very likely
40,8%
Likely
45,7%
Not very likely
12,2%
Not at all likely
0,2%
NA
1,1%

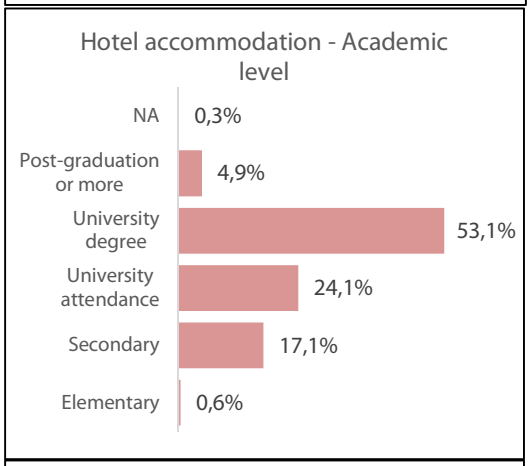

Local accommodation - Recommendation
Top 5
33,0%
Top 10
47,3%
Top 20
19,5%
NA
0,2%

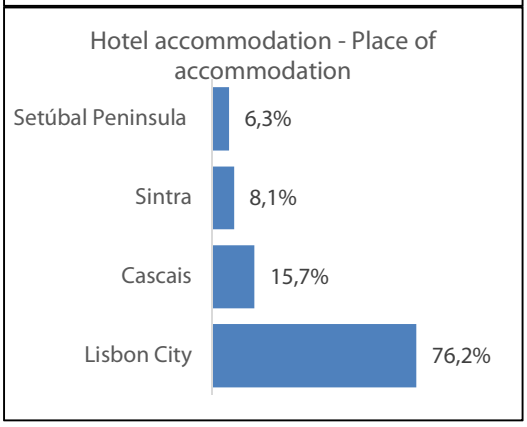
# HOTEL ACCOMMODATION (2.356 Answers)

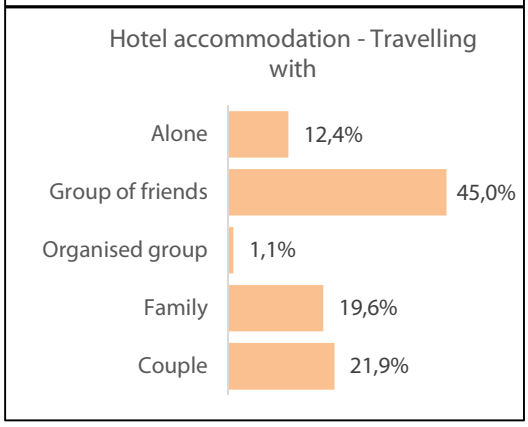



| Perception of communication campaigns | Hotel accommodation | |
|---|---|---|
| | About Lisbon | About Portugal |
| News in the media | 60,8% | 66,8% |
| Advertising in the internet | 56,8% | 53,2% |
| Advertising in tour operators' brochures | 54,1% | 60,5% |
| Advertising in the media | 49,9% | 67,8% |

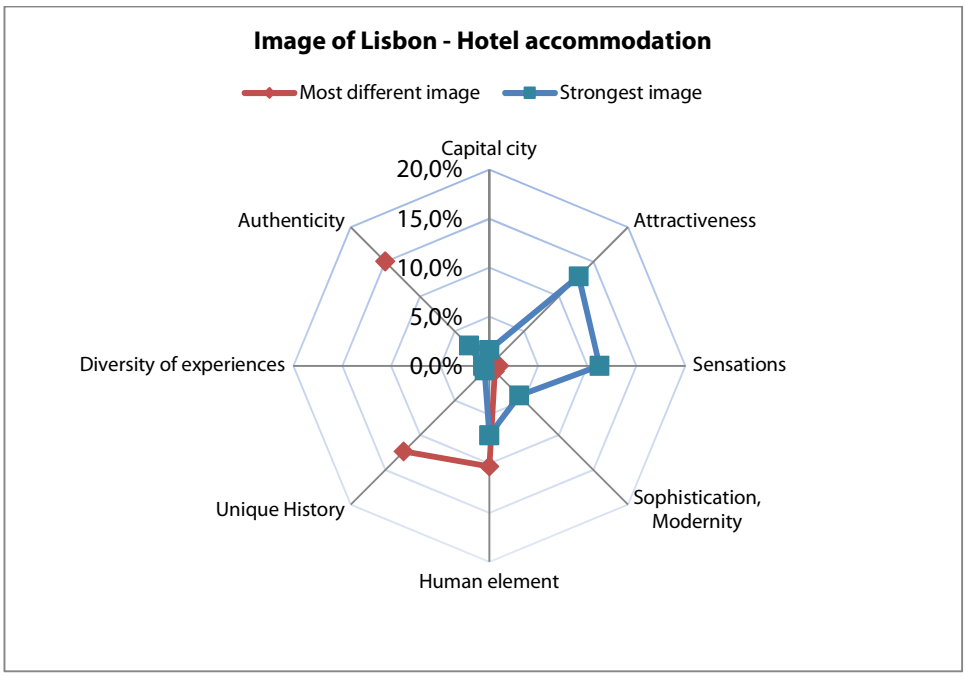
| Importance in the decision to visit Lisbon - Hotel accommodation | | | | | |
|---|---|---|---|---|---|
| | Very important | Somewhat important | Not at all important | NA | Level of importance (0 to 2) |
| Always wanted to visit Lisbon | 73,6% | 11,9% | 1,7% | 12,7% | 1,82 |
| Family/friends advice | 66,0% | 17,2% | 9,2% | 7,7% | 1,62 |
| Price/cost of the trip | 49,9% | 26,4% | 8,8% | 14,9% | 1,48 |
| Press/TV articles | 52,1% | 13,8% | 27,2% | 6,9% | 1,27 |
| Travel websites | 47,5% | 17,0% | 25,2% | 10,3% | 1,25 |
| Tourism brochures | 44,4% | 12,1% | 35,3% | 8,1% | 1,10 |
| Advertising in the media | 43,5% | 10,4% | 35,6% | 10,5% | 1,09 |
| Tourism guides/books | 43,9% | 11,4% | 36,6% | 8,1% | 1,08 |
| Social media (Facebook, Twitter, blogs, etc) | 34,4% | 23,1% | 29,1% | 13,3% | 1,06 |
| Previous visit | 42,1% | 14,2% | 39,1% | 4,5% | 1,03 |
| By chance, got the opportunity to | 39,6% | 7,8% | 38,2% | 14,4% | 1,02 |
| Advertising in the internet | 32,2% | 20,7% | 31,1% | 16,0% | 1,01 |
| www.visitlisboa.com | 29,4% | 23,4% | 29,8% | 17,4% | 1,00 |
| Travel agent advice | 34,6% | 14,7% | 35,8% | 14,9% | 0,99 |

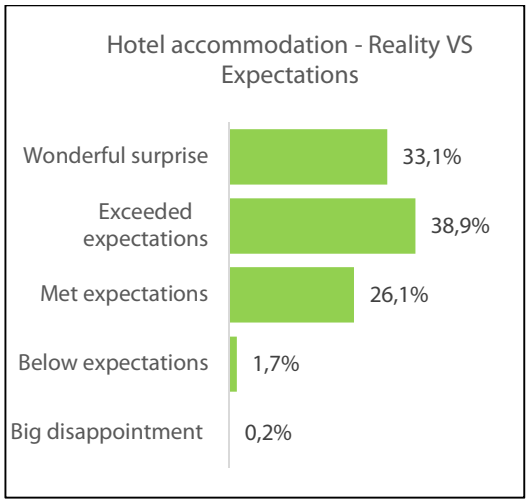
| Importance of parameters - Hotel accommodation | | | | | |
|---|---|---|---|---|---|
| | Very important | Important | Irrelevant | NA | Level of importance (0 to 2) |
| Value for money | 85,4% | 8,4% | 0,0% | 6,2% | 1,91 |
| Feeling of safety/security | 78,4% | 16,4% | 0,0% | 5,2% | 1,83 |
| Public transportation network | 78,8% | 17,7% | 0,0% | 3,5% | 1,82 |
| Tourist signs | 77,8% | 17,5% | 0,2% | 4,5% | 1,81 |
| Access to places of interest | 77,2% | 19,0% | 0,0% | 3,7% | 1,80 |
| Offer of monuments | 72,9% | 24,9% | 0,0% | 2,2% | 1,75 |
| Kindness/Helpfulness of local people | 69,9% | 25,4% | 0,2% | 4,5% | 1,73 |
| Good weather | 68,5% | 25,5% | 0,4% | 5,6% | 1,72 |
| Observance of environmental regulations | 66,5% | 27,2% | 0,0% | 6,3% | 1,71 |
| Quality of restaurant service | 69,4% | 29,1% | 0,0% | 1,5% | 1,70 |
| Offer of local gastronomy | 62,0% | 37,0% | 0,0% | 1,0% | 1,63 |
| Offer of modernity | 57,6% | 35,4% | 0,0% | 6,9% | 1,62 |
| Tourism information offices | 55,7% | 37,4% | 1,4% | 5,5% | 1,57 |
| Offer of museums | 54,8% | 38,3% | 1,4% | 5,4% | 1,56 |
| Existence of organised tours/programmes | 54,4% | 36,9% | 3,7% | 5,1% | 1,53 |
| Type of accommodation | 52,8% | 46,1% | 0,1% | 1,0% | 1,53 |
| Accessible attractions outside the city | 51,0% | 42,6% | 1,1% | 5,3% | 1,53 |
| Cleanliness of streets and buildings | 49,7% | 44,1% | 0,5% | 5,7% | 1,52 |
| Conditions for rest and relax | 48,8% | 44,4% | 0,2% | 6,6% | 1,52 |
| Easy communication with the locals | 52,3% | 41,1% | 2,8% | 3,7% | 1,51 |
| Diversity of restaurants | 49,4% | 49,6% | 0,0% | 1,0% | 1,50 |
| Existence of cultural events | 43,8% | 47,8% | 1,1% | 7,3% | 1,46 |
| Offer of different experiences | 48,5% | 40,0% | 5,6% | 5,9% | 1,46 |
| Quality of accommodation service | 48,0% | 46,3% | 4,3% | 1,3% | 1,44 |
| Existence of animation activities | 37,4% | 47,3% | 8,5% | 6,7% | 1,31 |
| Shopping facilities | 41,0% | 34,1% | 18,8% | 6,1% | 1,24 |
| Nightlife offer | 36,7% | 38,7% | 18,8% | 5,8% | 1,19 |
| Offer of attractions for children | 40,8% | 17,8% | 35,2% | 6,1% | 1,06 |

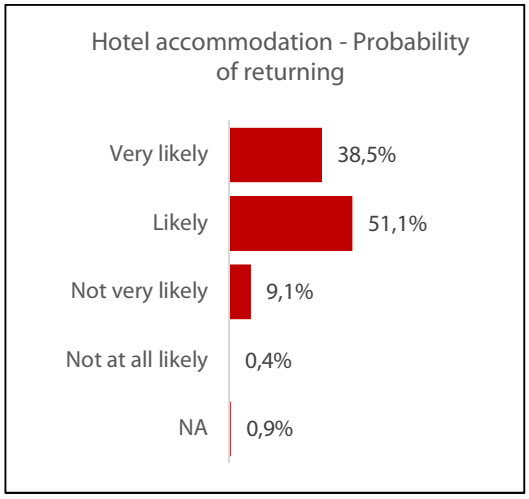
| EVALUATION OF PARAMETERS (to whom it was important) | Hotel accommodation | |
|---|---|---|
| | % satisfaction (8 or more) | Average evaluation (1 to 10) |
| Offer of attractions for children | 97,1% | 9,09 |
| Tourism information offices | 95,4% | 9,01 |
| Diversity of restaurants | 95,5% | 8,98 |
| Offer of local gastronomy | 94,6% | 8,91 |
| Shopping facilities | 94,2% | 8,87 |
| Nightlife offer | 94,6% | 8,86 |
| Kindness/Helpfulness of local people | 95,4% | 8,85 |
| Quality of restaurant service | 85,8% | 8,78 |
| Feeling of safety/security | 90,9% | 8,77 |
| Existence of organised tours/programmes | 92,3% | 8,76 |
| Offer of different experiences | 92,5% | 8,75 |
| Tourist signs | 92,1% | 8,74 |
| Offer of monuments | 87,9% | 8,69 |
| Accessible attractions outside the city | 92,2% | 8,69 |
| Good weather | 86,5% | 8,69 |
| Offer of museums | 91,8% | 8,63 |
| Access to places of interest | 90,0% | 8,63 |
| Conditions for rest and relax | 89,5% | 8,62 |
| Value for money | 83,0% | 8,62 |
| Offer of modernity | 91,6% | 8,59 |
| Observance of environmental regulations | 78,9% | 8,59 |
| Existence of animation activities | 91,0% | 8,56 |
| Easy communication with the locals | 86,3% | 8,54 |
| Cleanliness of streets and buildings | 76,6% | 8,49 |
| Existence of cultural events | 87,9% | 8,48 |
| Public transportation network | 74,6% | 8,12 |
| Quality of accommodation service | 67,1% | 7,98 |
| Type of accommodation | 56,2% | 7,69 |

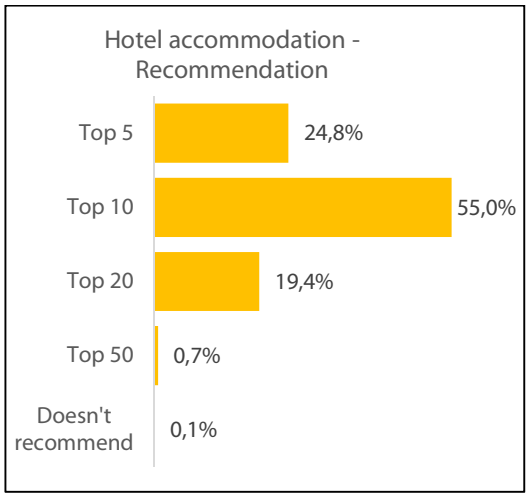
| Hotel accommodation | | |
|---|---|---|
| | % satisfaction (8 or more) | Average evaluation (1 to 10) |
| **Global evaluation** | 71,8% | 7,85 |

| | IMAGE OF LISBON - Hotel accommodation | | | | | | |
|---|---|---|---|---|---|---|---|
| | Totally agree | Agree | Neither agree nor disagree | Disagree | DN/NA | % agreement | Level of agreement (-2 to 2) |
| Interactive people | 50,3% | 40,7% | 2,2% | 0,0% | 6,7% | **91,0%** | **1,52** |
| Ancient city with history | 49,0% | 41,2% | 2,1% | 0,0% | 7,7% | **90,2%** | **1,51** |
| Nice, peaceful city | 46,6% | 44,2% | 1,4% | 0,0% | 7,7% | **90,9%** | **1,49** |
| Unique city | 47,8% | 43,9% | 2,1% | 0,0% | 6,2% | **91,6%** | **1,49** |
| Human city | 48,3% | 42,6% | 3,3% | 0,0% | 5,8% | **90,9%** | **1,48** |
| Dynamic, busy city | 44,3% | 46,6% | 1,1% | 0,0% | 8,0% | **90,9%** | **1,47** |
| City with diverse offer | 45,5% | 45,6% | 2,0% | 0,0% | 6,8% | **91,1%** | **1,47** |
| Romantic city | 46,8% | 40,8% | 3,9% | 0,1% | 8,4% | **87,6%** | **1,47** |
| Outdoors city | 46,6% | 44,1% | 3,4% | 0,0% | 5,9% | **90,7%** | **1,46** |
| Multicultural and tolerant city | 44,5% | 46,4% | 2,1% | 0,0% | 7,0% | **91,0%** | **1,46** |
| Modern city | 46,7% | 44,4% | 3,6% | 0,0% | 5,2% | **91,2%** | **1,45** |
| Creative and trendy city | 41,5% | 47,9% | 1,9% | 0,0% | 8,7% | **89,4%** | **1,43** |
| Capital city | 45,8% | 44,4% | 6,0% | 0,0% | 3,7% | **90,2%** | **1,41** |
| City of feelings/sensations | 39,9% | 51,1% | 2,7% | 0,0% | 6,4% | **90,9%** | **1,40** |
| Preserved city | 44,8% | 31,3% | 17,0% | 1,9% | 5,1% | **76,1%** | **1,25** |




Hotel accommodation - Reality VS Expectations
Wonderful surprise
33,1%
Exceeded expectations
38,9%
Met expectations
26,1%
Below expectations
1,7%
Big disappointment
0,2%


Hotel accommodation - Probability of returning
Very likely
38,5%
Likely
51,1%
Not very likely
9,1%
Not at all likely
0,4%
NA
0,9%


Hotel accommodation - Recommendation
Top 5
24,8%
Top 10
55,0%
Top 20
19,4%
Top 50
0,7%
Doesn't recommend
0,1%