

VISITOR ACTIVITIES AND INFORMATION
SURVEY

LISBON REGION

2017



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1. INTRODUCTION

This report presents the main conclusions of 4 cumulated set of interviews that took place in 2017, in a total of 3.009 interviews to foreign visitors to the Lisbon Region (Metropolitan Area). Additionally, we also present some of the results gathered individually for the city of Lisbon, in a total of 2.175 individuals.

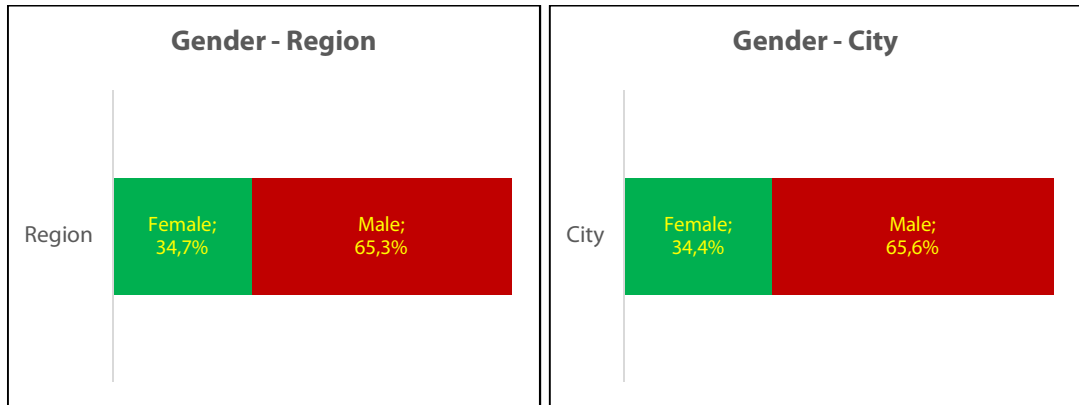
2. SUMMARY OF MAIN RESULTS

- Predominance of the male gender – 65,3%;
- 22,1% were under 35 years old;
- 58,6% were between 35 and 54 years old;
- 19,1% were more than 54 years old;
- 61,0% held at least a university degree as academic level;
- 66,9% were married or with a life partner;
- 27,9% were single;
- 93,3% had never visited Lisbon previously;
- 42,5% were travelling in a group of friends;
- 29,2% were travelling as a couple;
- 24,0% were travelling in family;
- Accommodation websites and family/friends were the most used sources of information before the trip;
- According to the evaluation, family/friends was the source of information with the best ratio of level of use/level satisfaction;
- During their stay, tourism brochures were the main sources of information. On a second level, came the place of accommodation, the local people and the mobile apps;
- Mobile apps and the place of accommodation were the sources of information that provided the most satisfaction of use;
- For 83,6% of the interviewed visitors, Lisbon was their sole or main destination in this trip;
- The large majority of the interviewed visitors was accommodated in Lisbon City (81,9%);
- The vast majority of interviewed visitors opted to stay at a hotel unit. Local accommodation (hostel or rented house/apartment) received the preference of around 13%.
- Internet was the main tool for booking the trip (67,0%);
- Train, subway or on foot were the main means of transportation in the destination;
- Going out to dinner, walking around, visiting monuments, attractions or museums and tasting the gastronomy and wine were activities practiced by the vast majority of interviewed visitors;

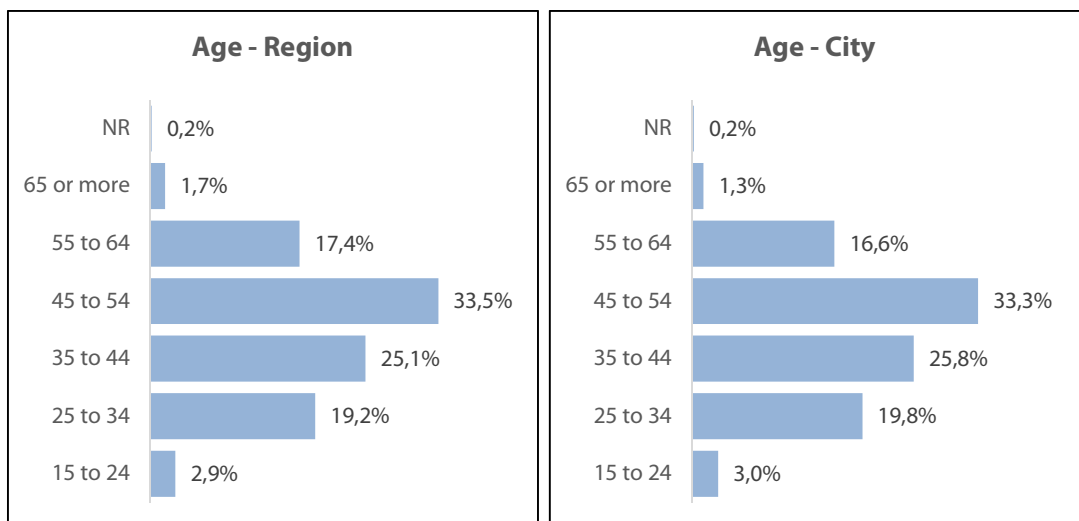
- The main attractions were located in Lisbon City: Padrão dos Descobrimentos, Torre de Belém, Sé de Lisboa and Mosteiro dos Jerónimos were the most visited monuments. Outside Lisbon, the Palácio da Pena in Sintra, was the most visited one. Regarding museums, the Centro Cultural de Belém was the most visited, followed by the Pavilhão do Conhecimento and the Chiado Museums;
- The most visited places of interest are situated in the microcentralities Baixa and Belém, in Lisbon. Slightly below was the third microcentrality Parque das Nações. Outside Lisbon, the macrocentralities Cascais and Sintra were visited by 70,4% and 64,3% of the interviewed visitors, respectively. Setúbal, in the Arrábida centrality, was visited by 29,5% of the interviewed visitors;
- More than 60% of the interviewed visitors saw their expectations exceeded with their visit.

3. SAMPLE CHARACTERISTICS

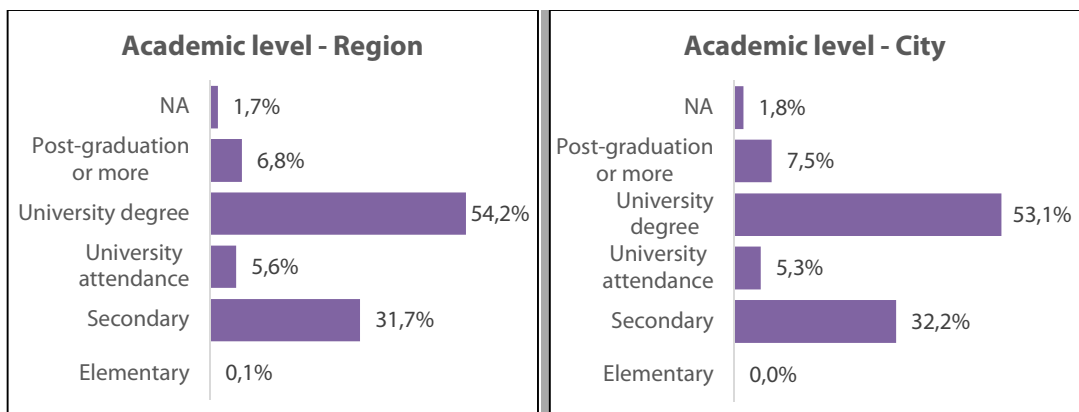
GENDER



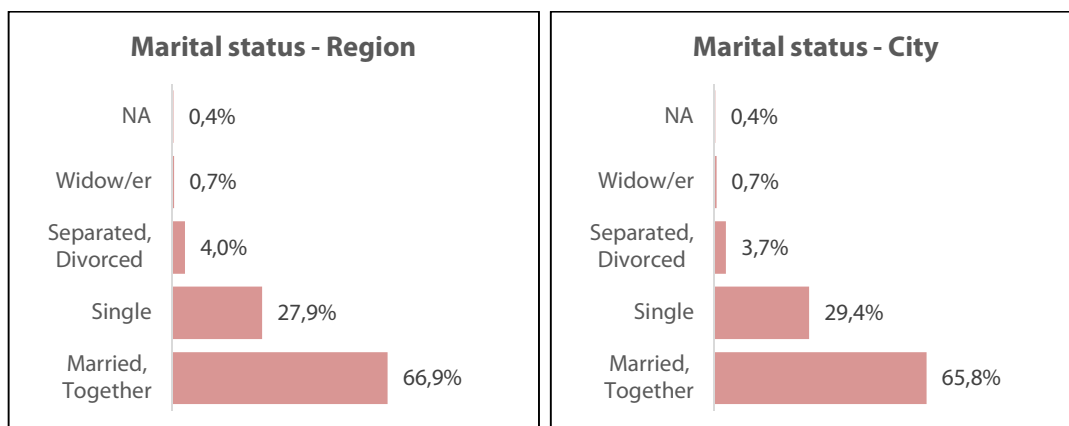
AGE



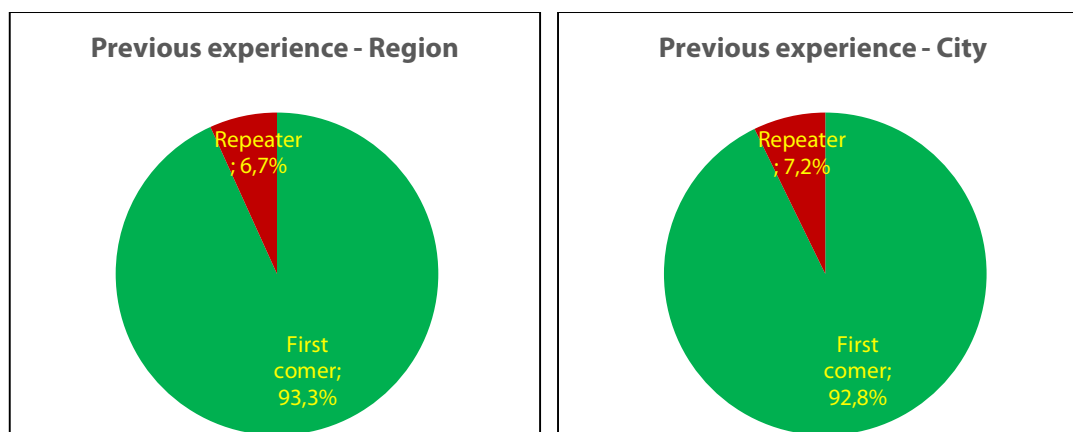
ACADEMIC LEVEL



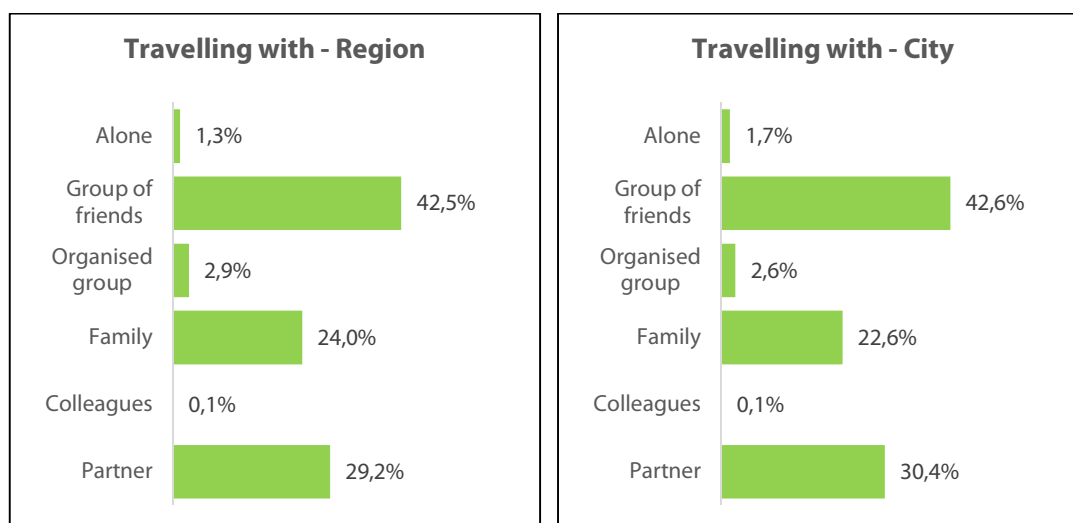
MARITAL STATUS



PREVIOUS VISITS

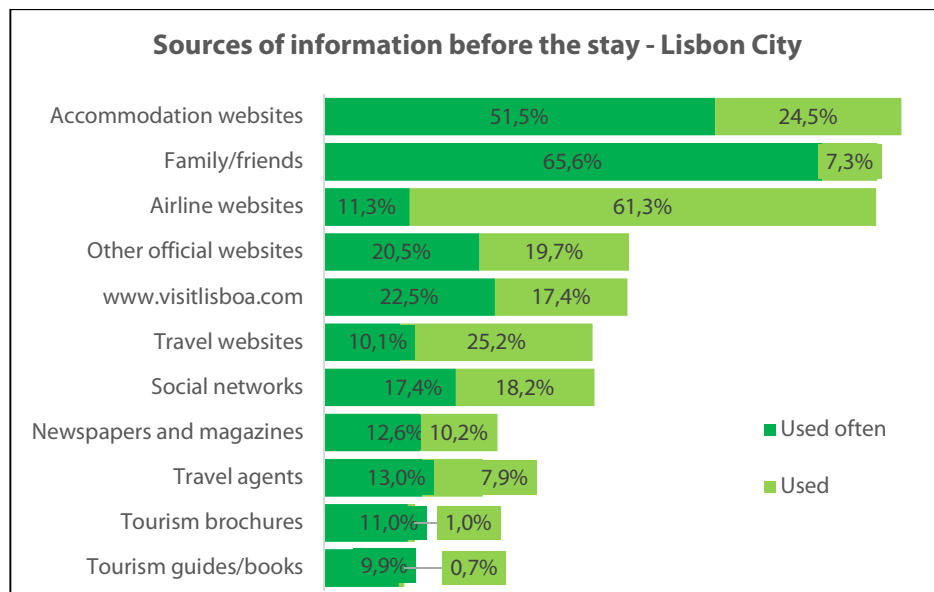
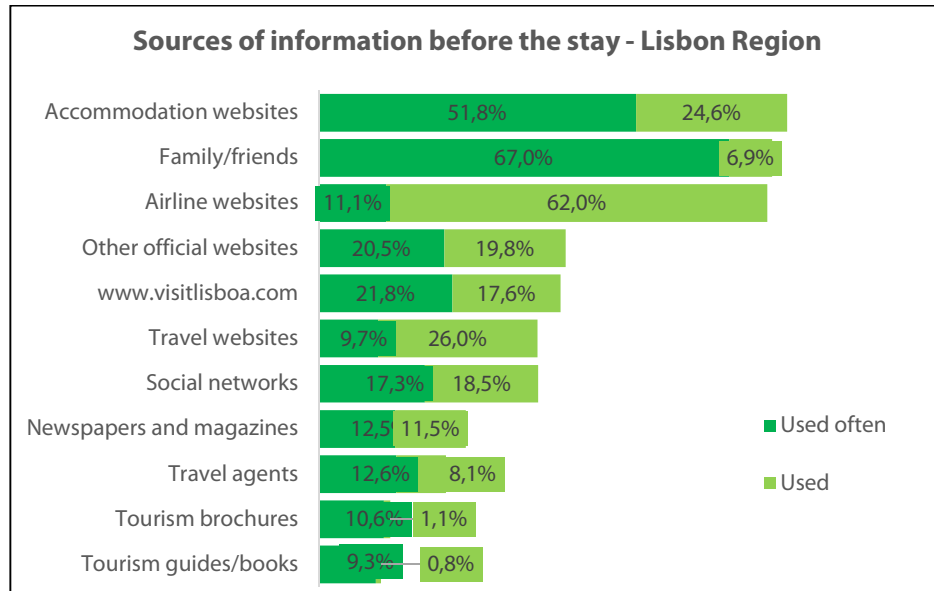


TRAVEL COMPANIONS



4. SOURCES OF INFORMATION BEFORE THE TRIP

LEVEL OF USE

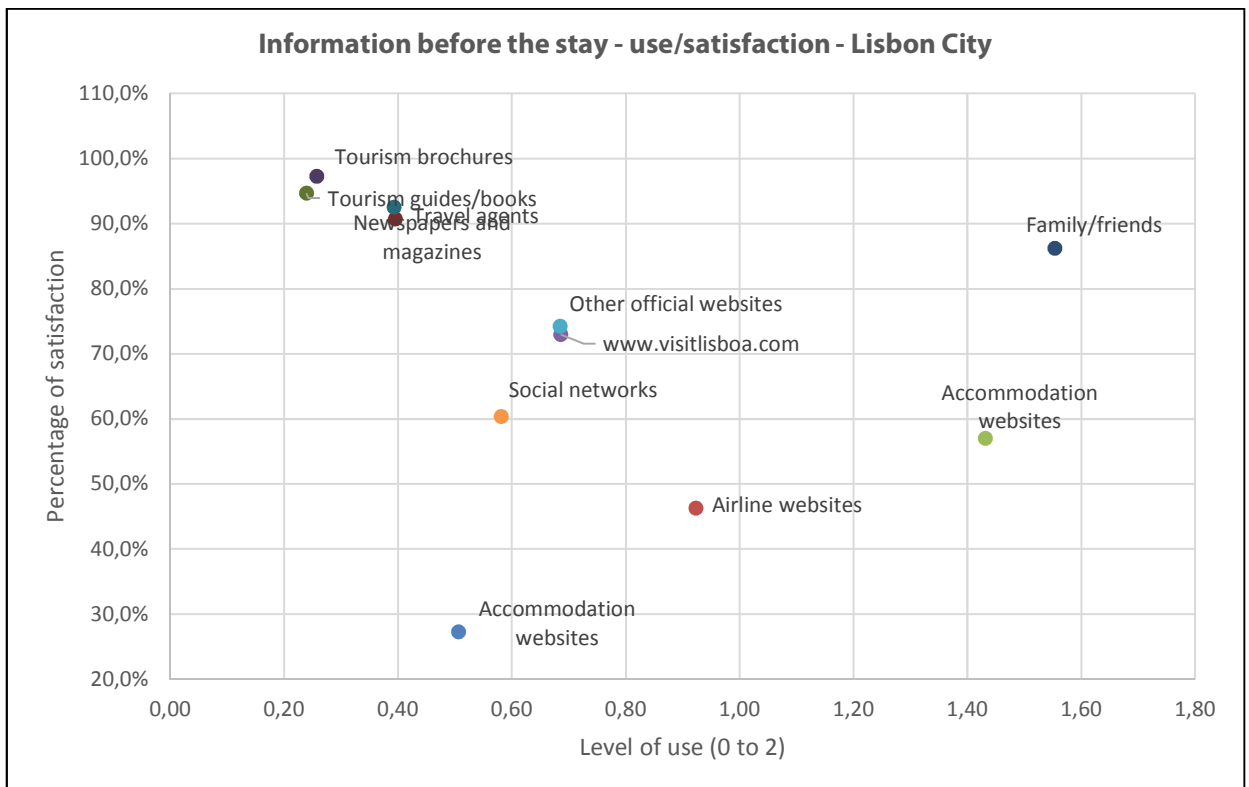
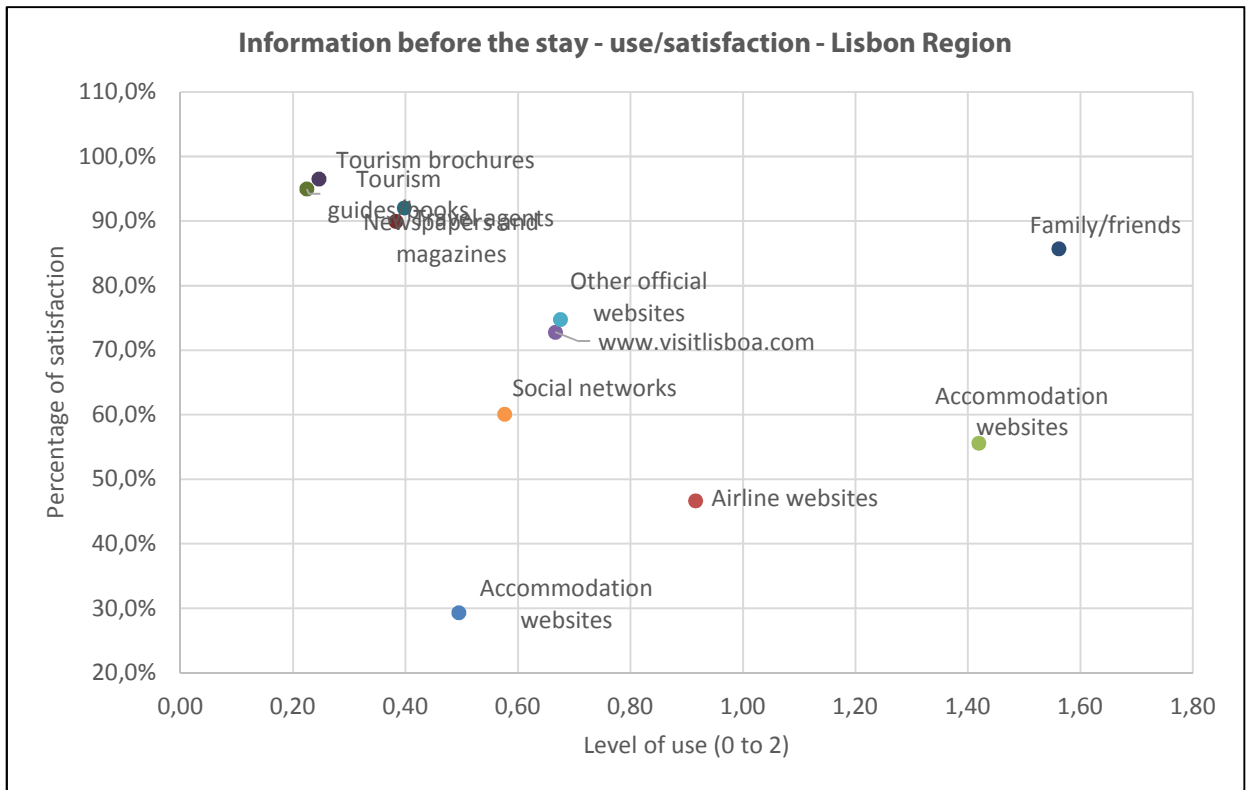


EVALUATION OF THE SOURCES OF INFORMATION

Evaluation of the sources of information before the stay - Lisbon Region		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Tourism brochures	96,5%	8,84
Travel agents	90,0%	8,78
Newspapers and magazines	92,1%	8,77
Tourism guides/books	95,0%	8,75
Family/friends	85,7%	8,71
Other official websites	74,8%	8,10
www.visitlisboa.com	72,8%	8,09
Social networks	60,1%	7,65
Accommodation websites	55,6%	7,57
Airline websites	46,7%	7,41
Travel websites	29,4%	6,61

Evaluation of the sources of information before the stay - Lisbon City		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Tourism brochures	97,3%	8,86
Newspapers and magazines	92,5%	8,79
Travel agents	90,7%	8,76
Family/friends	86,2%	8,72
Tourism guides/books	94,7%	8,71
Other official websites	74,2%	8,09
www.visitlisboa.com	73,0%	8,09
Social networks	60,4%	7,65
Accommodation websites	57,0%	7,59
Airline websites	46,3%	7,39
Travel websites	27,3%	6,55

USE VS. SATISFACTION



RESULTS BY MARKET, AGE AND SEGMENT

ACCOMMODATION WEBSITES

Accommodation websites		Accommodation websites	
% use		Average satisfaction	
Biggest users		Most satisfied	
Spain	98,1%	USA/Canada	8,21
Benelux	97,1%	Brazil	7,94
Scandinavia	96,8%	35 to 44	7,68
Under 35	96,2%	Repeater	7,67
Local accomm.	95,7%	Scandinavia	7,66
Total	84,6%	Total	7,57
Smallest users		Less satisfied	
Families	81,8%	55 or more	7,50
45 to 54	80,2%	UK/Ireland	7,49
55 or more	73,9%	Benelux	7,48
USA/Canada	70,1%	Spain	7,37
Brazil	45,5%	Local accomm.	7,36

FAMILY/FRIENDS

Family, friends		Family, friends	
% use		Average satisfaction	
Biggest users		Most satisfied	
Families	96,2%	Under 35	8,93
Local accomm.	95,5%	Groups of friends	8,83
Groups of friends	93,1%	Benelux	8,83
Under 35	92,4%	Local accomm.	8,81
Brazil	91,9%	Spain	8,79
Total	81,9%	Total	8,71
Smallest users		Less satisfied	
France	78,6%	55 or more	8,64
Italy	78,6%	Italy	8,59
UK/Ireland	74,8%	45 to 54	8,56
45 to 54	74,6%	Repeater	8,48
Couples	51,3%	Couples	8,39

AIRLINE WEBSITES

Airline websites		Airline websites	
% use		Average satisfaction	
Biggest users		Most satisfied	
Benelux	97,2%	USA/Canada	8,06
Scandinavia	97,0%	35 to 44	7,63
UK/Ireland	92,6%	Brazil	7,60
France	91,6%	Families	7,52
Germany	89,8%	Spain	7,51
Total	79,5%	Total	7,41
Smallest users		Less satisfied	
45 to 54	74,8%	Under 35	7,27
55 or more	73,6%	France	7,26
USA/Canada	67,0%	UK/Ireland	7,26
Spain	56,6%	Benelux	7,18
Brazil	43,1%	Local accomm.	7,04

OTHER OFFICIAL WEBSITES

Other official websites		Other official websites	
% use		Average satisfaction	
Biggest users		Most satisfied	
USA/Canada	78,1%	Repeater	8,26
Brazil	62,1%	Scandinavia	8,25
35 to 44	56,8%	France	8,24
Italy	54,5%	Benelux	8,19
Families	52,0%	35 to 44	8,19
Total	44,8%	Total	8,10
Smallest users		Less satisfied	
Benelux	38,0%	Groups of friends	8,03
Spain	38,0%	45 to 54	8,01
France	34,2%	UK/Ireland	7,98
UK/Ireland	31,3%	55 or more	7,96
55 or more	30,7%	Spain	7,94

WWW.VISITLISBOA.COM

www.visitlisboa.com		www.visitlisboa.com	
% use		Average satisfaction	
Biggest users		Most satisfied	
USA/Canada	65,7%	Brazil	8,34
35 to 44	54,7%	Benelux	8,32
Italy	52,2%	USA/Canada	8,27
Scandinavia	50,9%	Italy	8,26
Repeater	48,0%	Couples	8,26
Total	42,9%	Total	8,09
Smallest users		Less satisfied	
Groups of friends	39,2%	Local accomm.	8,01
Local accomm.	39,2%	UK/Ireland	8,01
Germany	34,7%	Groups of friends	7,96
UK/Ireland	32,5%	Germany	7,90
55 or more	31,3%	France	7,87

TRAVEL WEBSITES

Travel websites		Travel websites	
% use		Average satisfaction	
Biggest users		Most satisfied	
USA/Canada	60,0%	USA/Canada	7,32
Local accomm.	55,4%	Spain	7,03
Scandinavia	52,0%	Families	6,95
Italy	51,8%	35 to 44	6,94
35 to 44	49,9%	Repeater	6,92
Total	38,9%	Total	6,61
Smallest users		Less satisfied	
Brazil	34,8%	UK/Ireland	6,40
UK/Ireland	34,5%	France	6,31
45 to 54	33,4%	Groups of friends	6,29
55 or more	29,6%	Benelux	6,10
Spain	22,7%	Local accomm.	6,08

SOCIAL NETWORKS

Social networks		Social networks	
% use		Average satisfaction	
Biggest users		Most satisfied	
USA/Canada	68,2%	USA/Canada	8,07
Local accomm.	63,3%	Families	8,04
Brazil	61,3%	Italy	7,91
Under 35	59,9%	35 to 44	7,85
35 to 44	52,2%	Scandinavia	7,79
Total	38,8%	Total	7,65
Smallest users		Less satisfied	
Germany	30,4%	Groups of friends	7,47
Couples	29,8%	UK/Ireland	7,41
France	29,5%	55 or more	7,37
UK/Ireland	23,0%	Germany	7,37
55 or more	13,8%	Benelux	7,37

NEWSPAPERS AND MAGAZINES

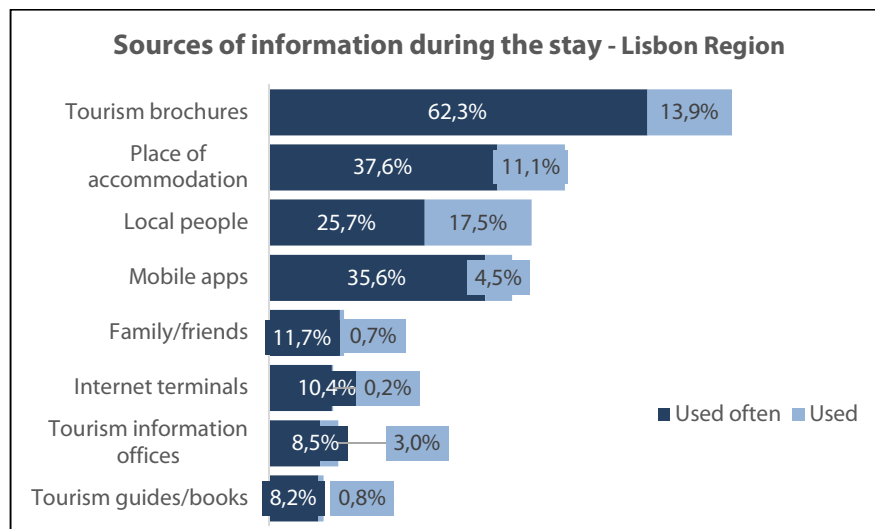
Newspapers, magazines		Newspapers, magazines	
% use		Average satisfaction	
Biggest users		Most satisfied	
USA/Canada	56,6%	USA/Canada	8,97
Repeater	44,2%	Scandinavia	8,91
Italy	41,4%	Spain	8,88
Families	36,2%	Under 35	8,87
55 or more	36,1%	France	8,85
Total	26,2%	Total	8,77
Smallest users		Less satisfied	
Local accomm.	20,1%	55 or more	8,68
Under 35	18,4%	Repeater	8,67
Benelux	16,6%	Italy	8,63
Groups of friends	16,4%	Germany	8,60
Spain	16,2%	Benelux	8,33

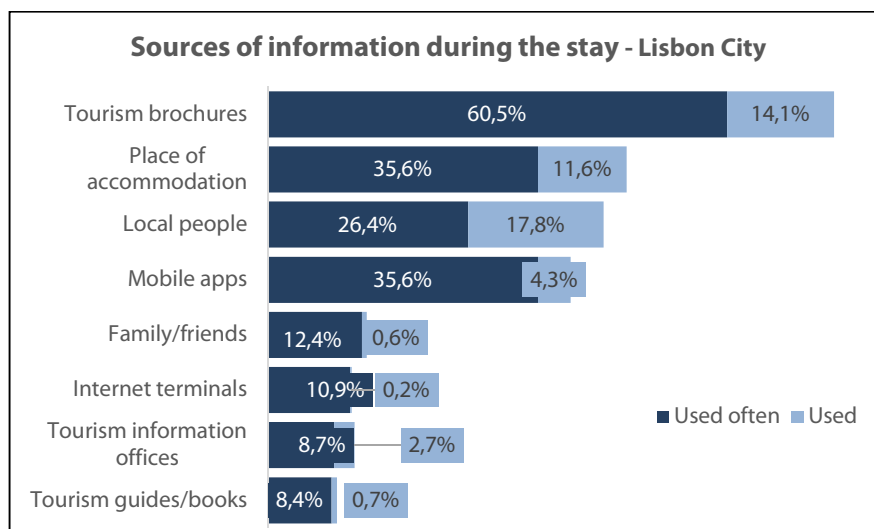
TRAVEL AGENTS

Travel agents		Travel agents	
% use		Average satisfaction	
Biggest users		Most satisfied	
Brasil	71,4%	R.Unido/ Irlanda	9,00
USA/Canada	70,3%	USA/Canada	8,90
Repeater	38,8%	Local accomm.	8,89
35 to 44	34,9%	55 or more	8,87
Italy	34,8%	Under 35	8,85
Total	23,8%	Total	8,78
Smallest users		Less satisfied	
Spain	10,2%	Spain	8,52
Germany	7,3%	Italy	8,51
Benelux	5,8%	France	8,50
France	5,0%	Benelux	8,40
UK/Ireland	4,0%	Germany	8,33

5. SOURCES OF INFORMATION DURING THE TRIP

LEVEL OF USE



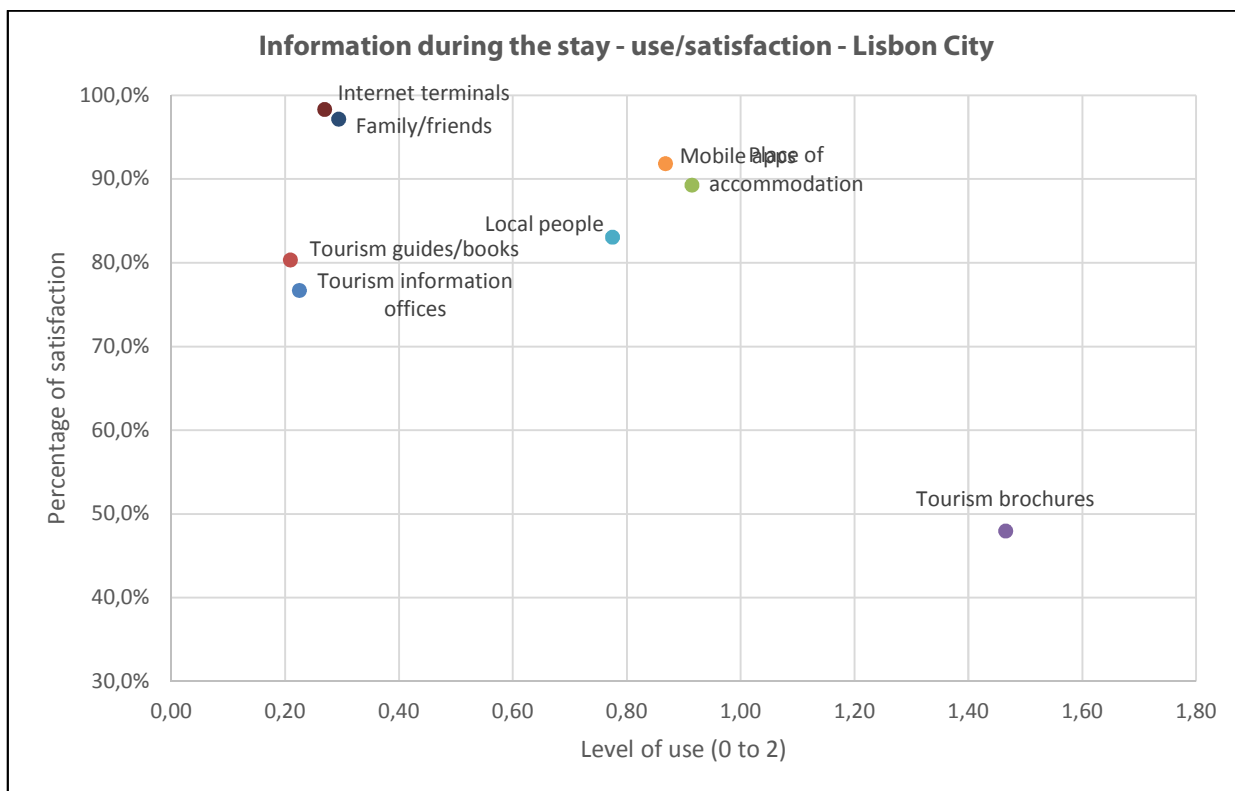
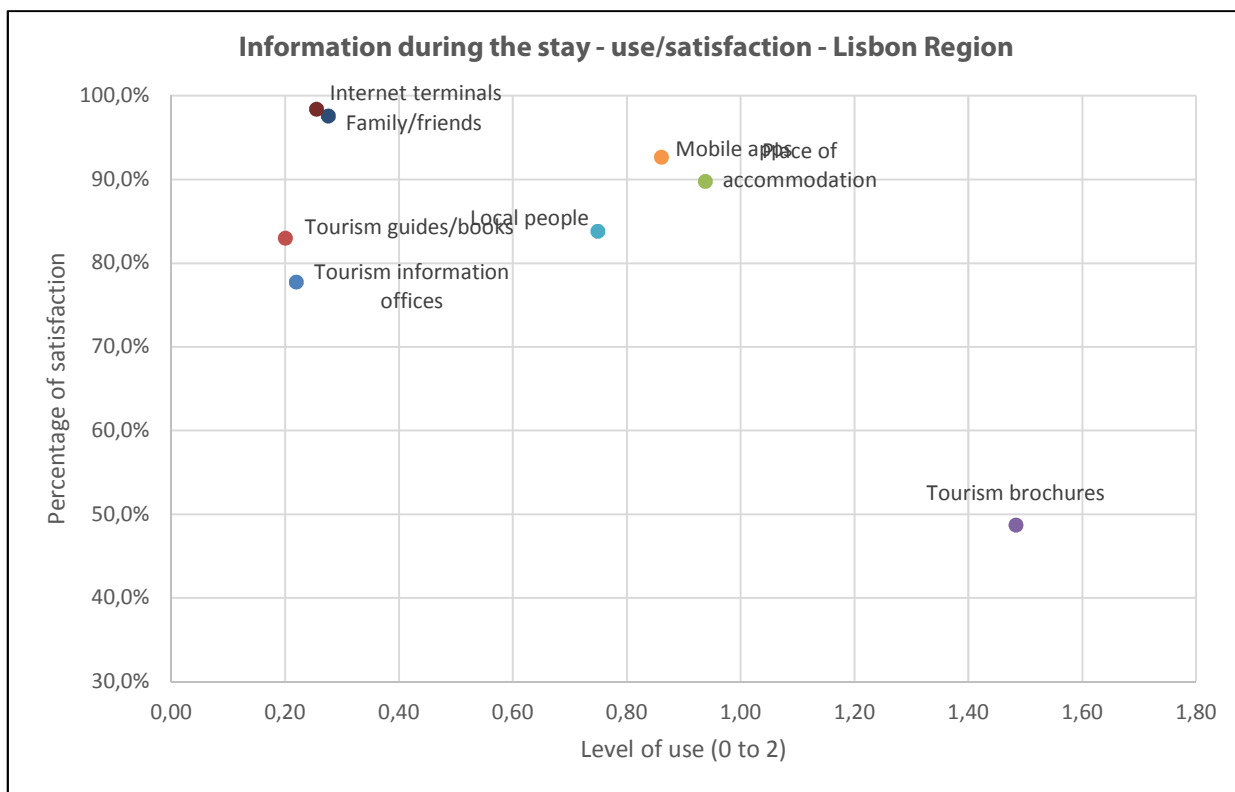


EVALUATION OF THE SOURCES OF INFORMATION

Evaluation of the sources of information during the stay - Lisbon Region		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Internet terminals	98,4%	8,95
Family/friends	97,6%	8,91
Place of accommodation	89,8%	8,77
Mobile apps	92,7%	8,56
Tourism guides/books	83,0%	8,52
Tourism information offices	77,7%	8,43
Local people	83,8%	8,39
Tourism brochures	48,7%	7,46

Evaluation of the sources of information during the stay - Lisbon City		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Internet terminals	98,3%	8,93
Family/friends	97,2%	8,88
Place of accommodation	89,3%	8,76
Mobile apps	91,8%	8,52
Tourism guides/books	80,3%	8,42
Local people	83,0%	8,37
Tourism information offices	76,7%	8,34
Tourism brochures	47,9%	7,44

USE VS. SATISFACTION



RESULTS BY MARKET, AGE AND SEGMENT

TOURISM BROCHURES

Tourism brochures		Tourism brochures	
% use		Average satisfaction	
Biggest users		Most satisfied	
USA/Canada	98,1%	USA/Canada	7,99
55 or more	93,5%	Italy	7,65
Brazil	93,5%	Repeater	7,64
Families	90,6%	Brazil	7,62
Couples	88,8%	35 to 44	7,60
Total	81,6%	Total	7,46
Smallest users		Less satisfied	
Groups of friends	71,0%	UK/Ireland	7,32
Benelux	69,8%	Groups of friends	7,32
Spain	68,8%	Spain	7,31
Local accomm.	65,6%	France	7,30
Under 35	61,0%	Benelux	7,29

PLACE OF ACCOMMODATION

Place of accommodation		Place of accommodation	
% use		Average satisfaction	
Biggest users		Most satisfied	
USA/Canada	72,4%	55 or more	8,96
Repeater	61,8%	Brazil	8,92
Families	61,3%	France	8,91
35 to 44	60,2%	Families	8,85
Brazil	59,5%	Benelux	8,84
Total	53,0%	Total	8,77
Smallest users		Less satisfied	
Under 35	49,0%	Germany	8,64
Benelux	47,8%	Spain	8,61
UK/Ireland	46,2%	Scandinavia	8,59
Spain	41,1%	Repeater	8,58
Local accomm.	34,9%	Local accomm.	8,53

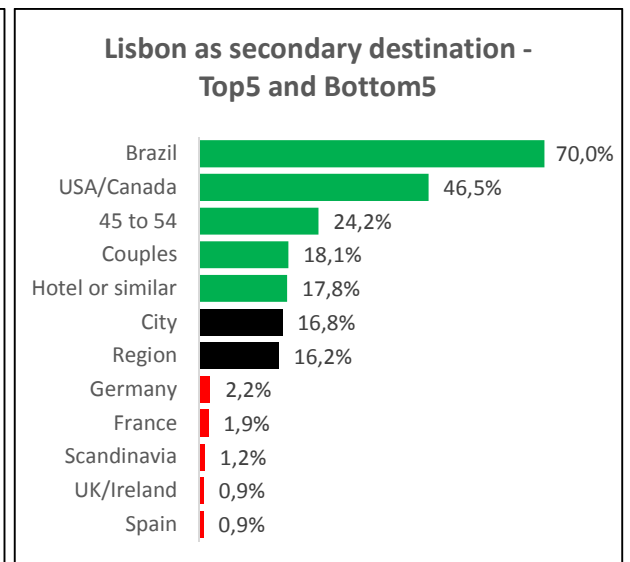
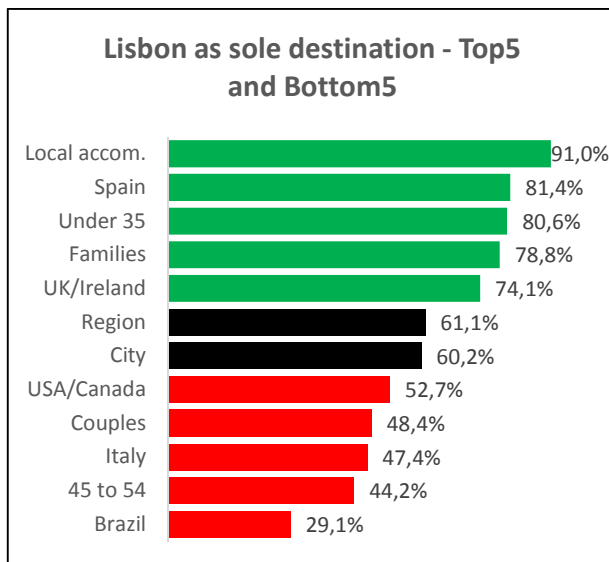
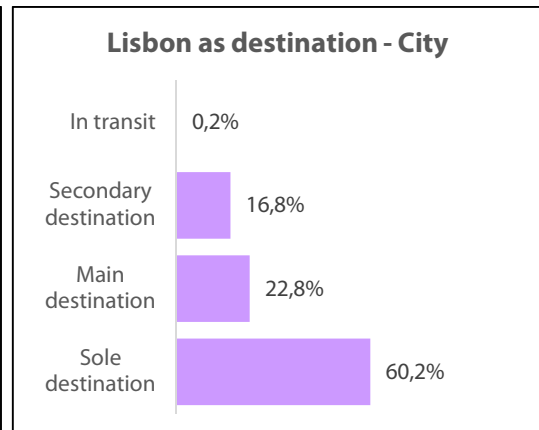
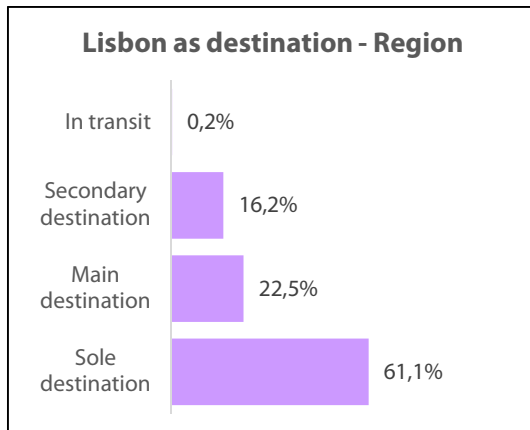
LOCAL PEOPLE

Local people		Local people	
% use		Average satisfaction	
Biggest users		Most satisfied	
Brazil	64,9%	USA/Canada	8,85
Local accomm.	64,2%	Brazil	8,73
Under 35	61,2%	35 to 44	8,56
USA/Canada	59,8%	Repeater	8,53
35 to 44	55,6%	Families	8,44
Total	47,0%	Total	8,39
Smallest users		Less satisfied	
45 to 54	40,8%	Under 35	8,29
France	40,3%	UK/Ireland	8,27
UK/Ireland	37,1%	France	8,25
Couples	36,9%	Local accomm.	8,23
55 or more	32,1%	Germany	8,07

MOBILE APPS

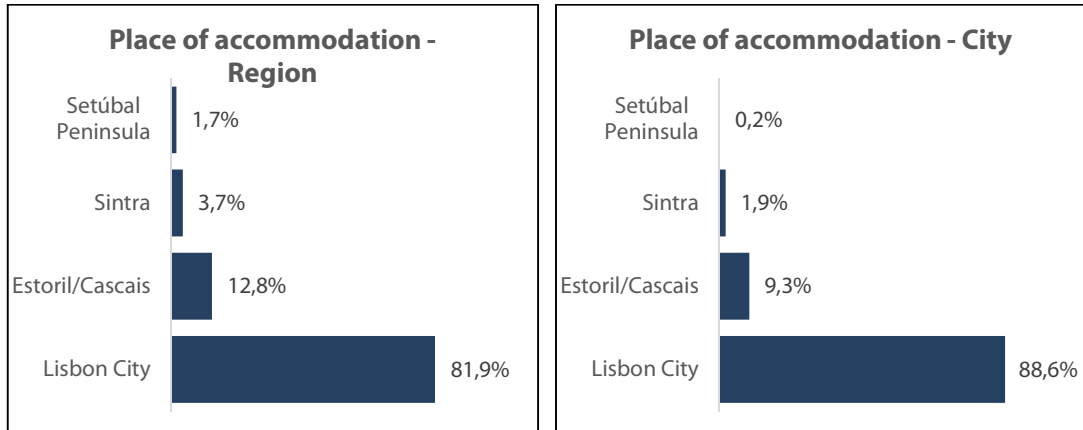
Mobile apps		Mobile apps	
% use		Average satisfaction	
Biggest users		Most satisfied	
Under 35	81,3%	Brazil	8,84
Scandinavia	70,8%	USA/Canada	8,81
Local accomm.	70,3%	Families	8,64
Benelux	63,3%	35 to 44	8,63
Spain	61,9%	Benelux	8,62
Total	45,6%	Total	8,56
Smallest users		Less satisfied	
UK/Ireland	37,1%	Couples	8,49
Couples	31,3%	Italy	8,48
45 to 54	27,9%	45 to 54	8,45
Brazil	20,4%	UK/Ireland	8,40
55 or more	13,8%	55 or more	8,22

6. LISBON AS DESTINATION

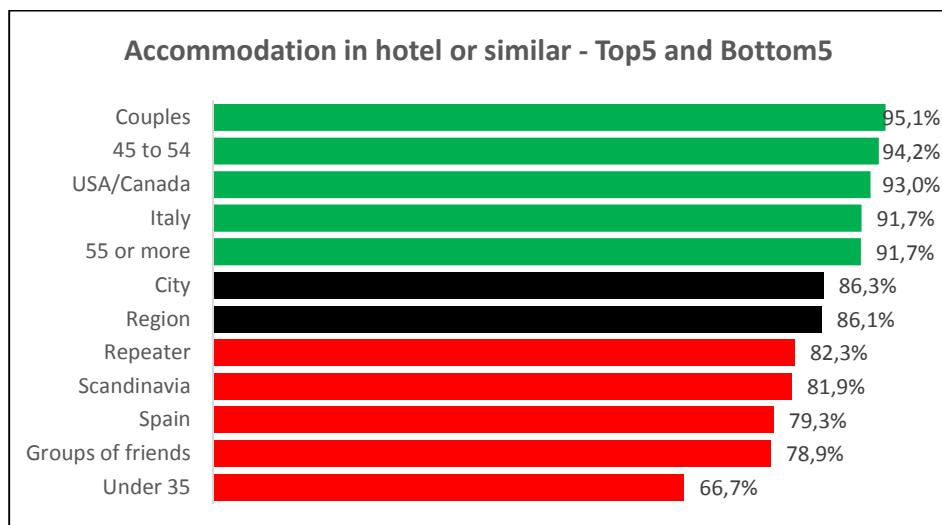
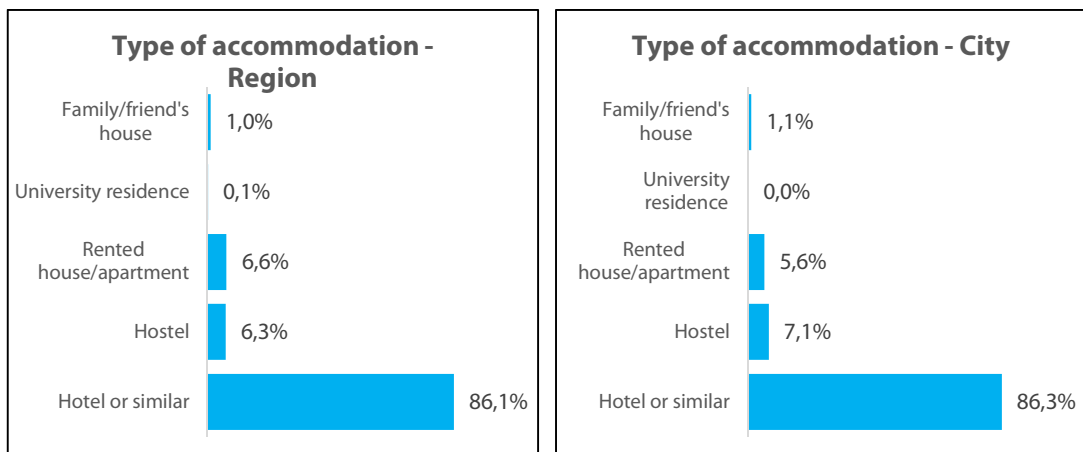


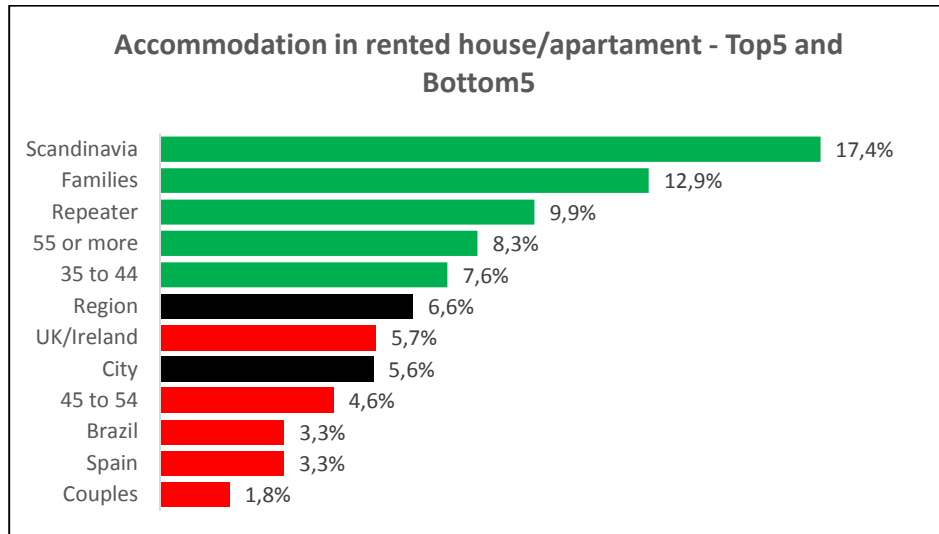
7. PLACE AND TYPE OF ACCOMMODATION

PLACE OF ACCOMMODATION

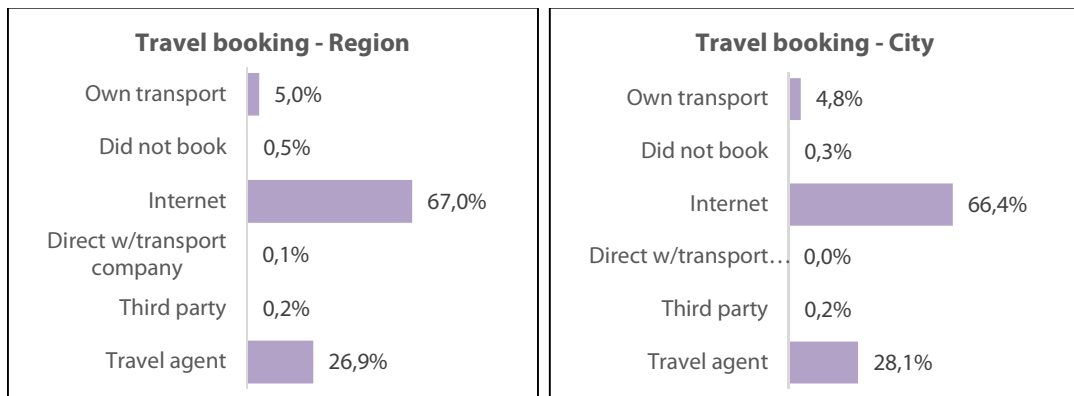


TYPE OF ACCOMMODATION

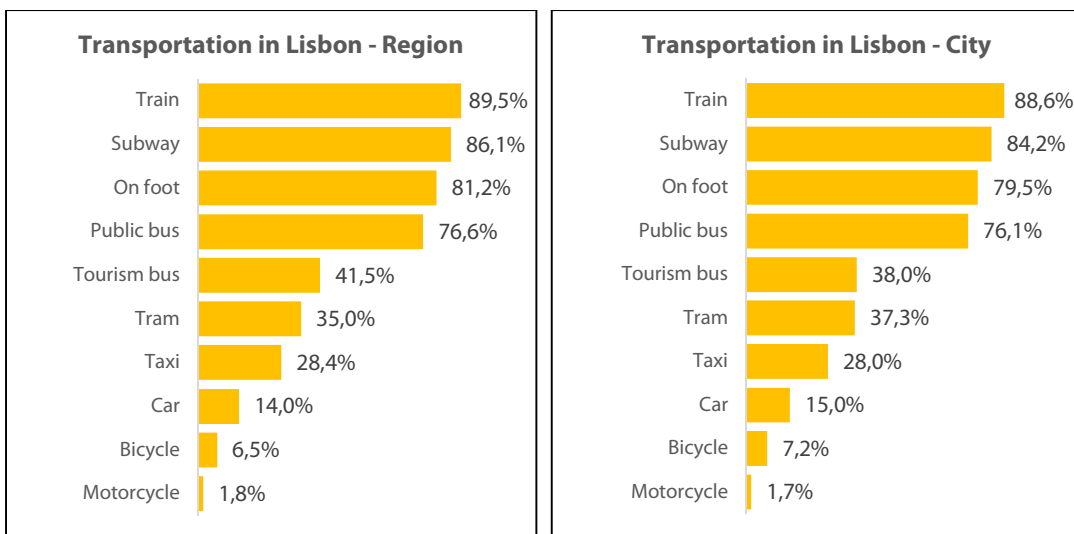


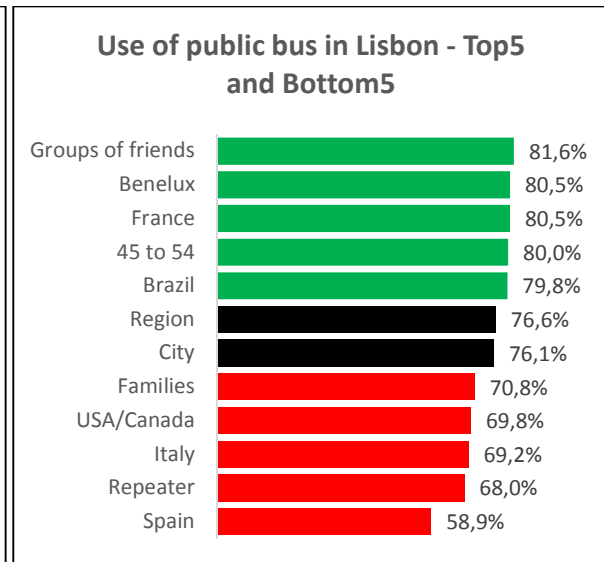
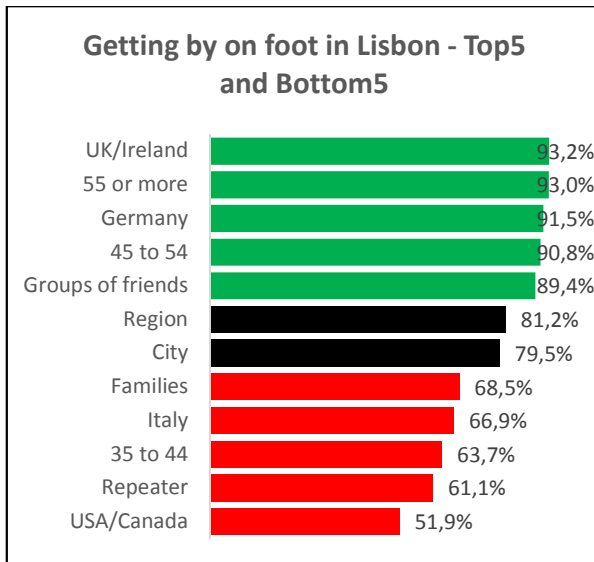
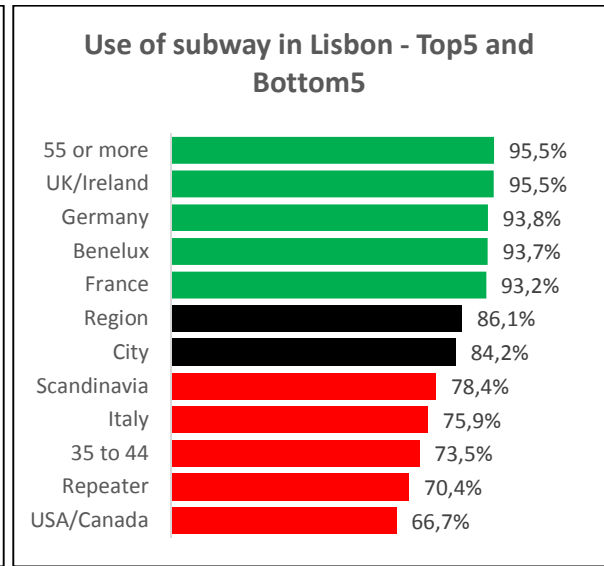
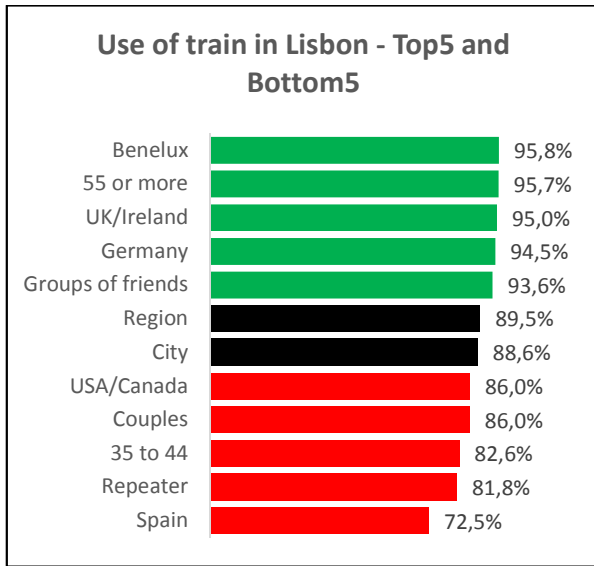


8. TRAVEL BOOKING

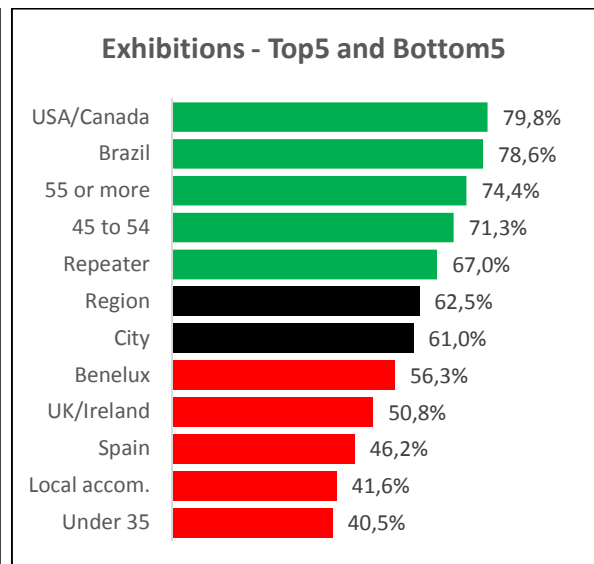
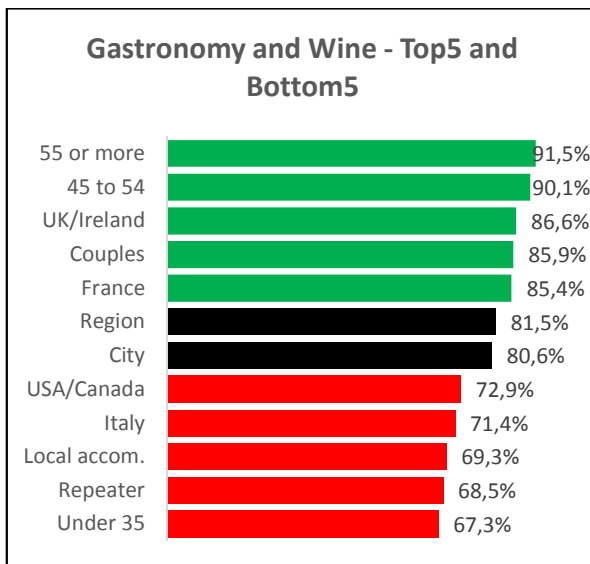
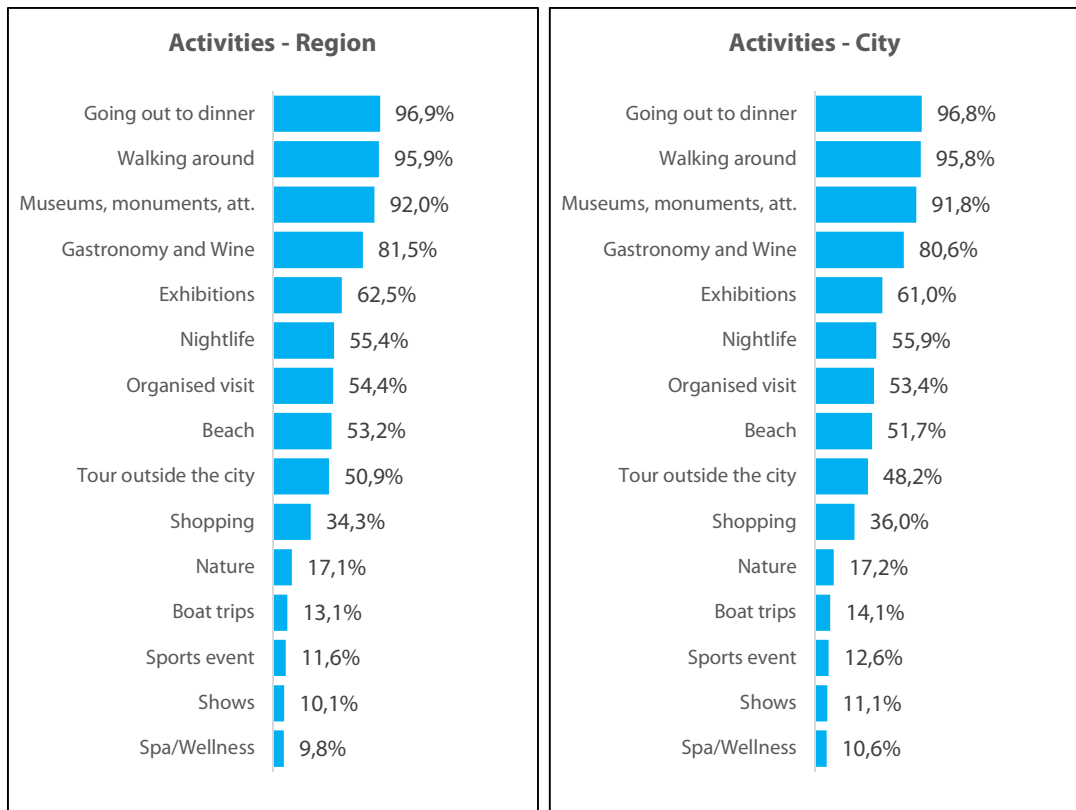


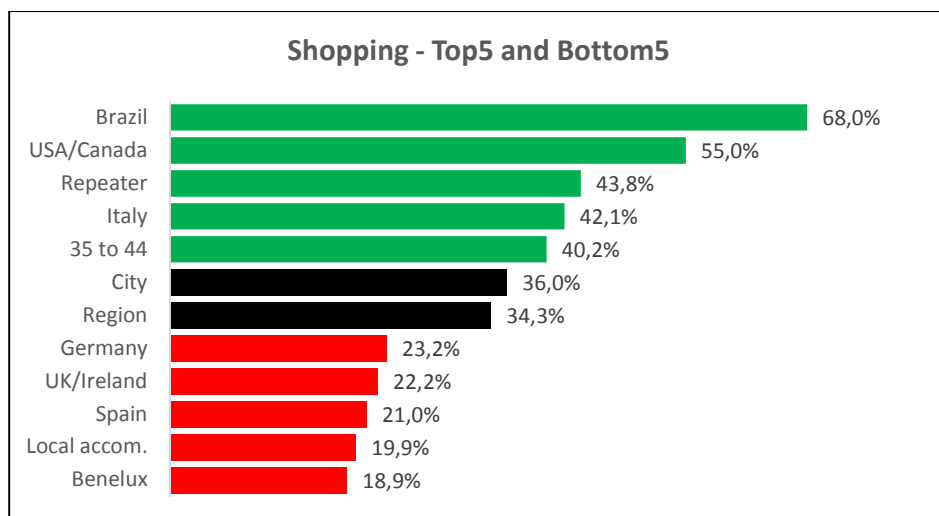
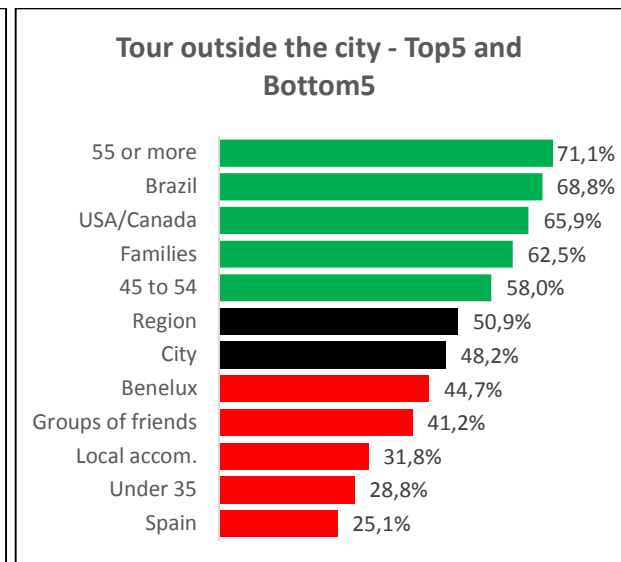
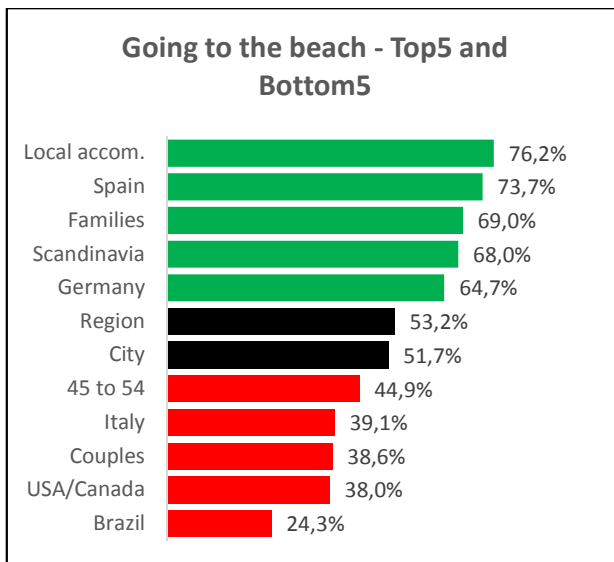
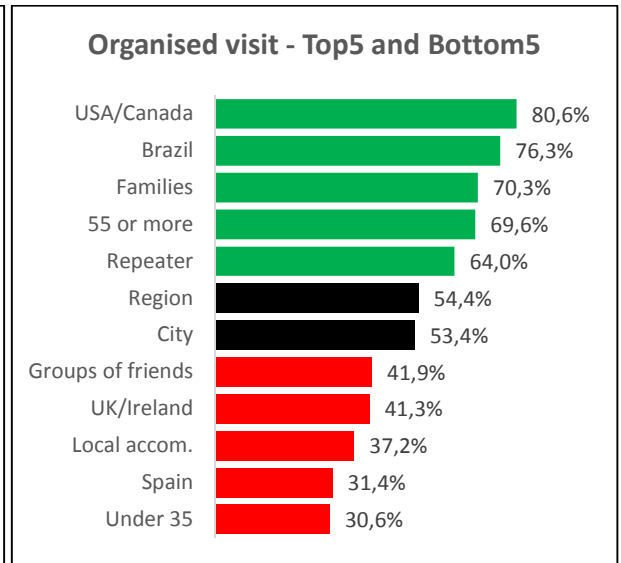
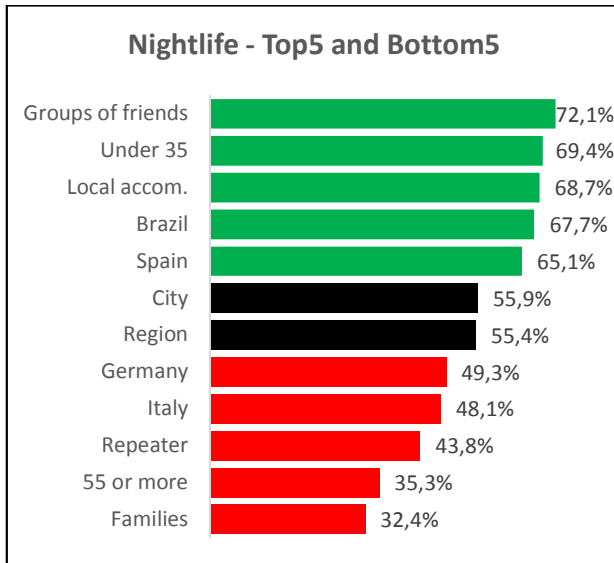
9. TRANSPORTATION IN LISBON





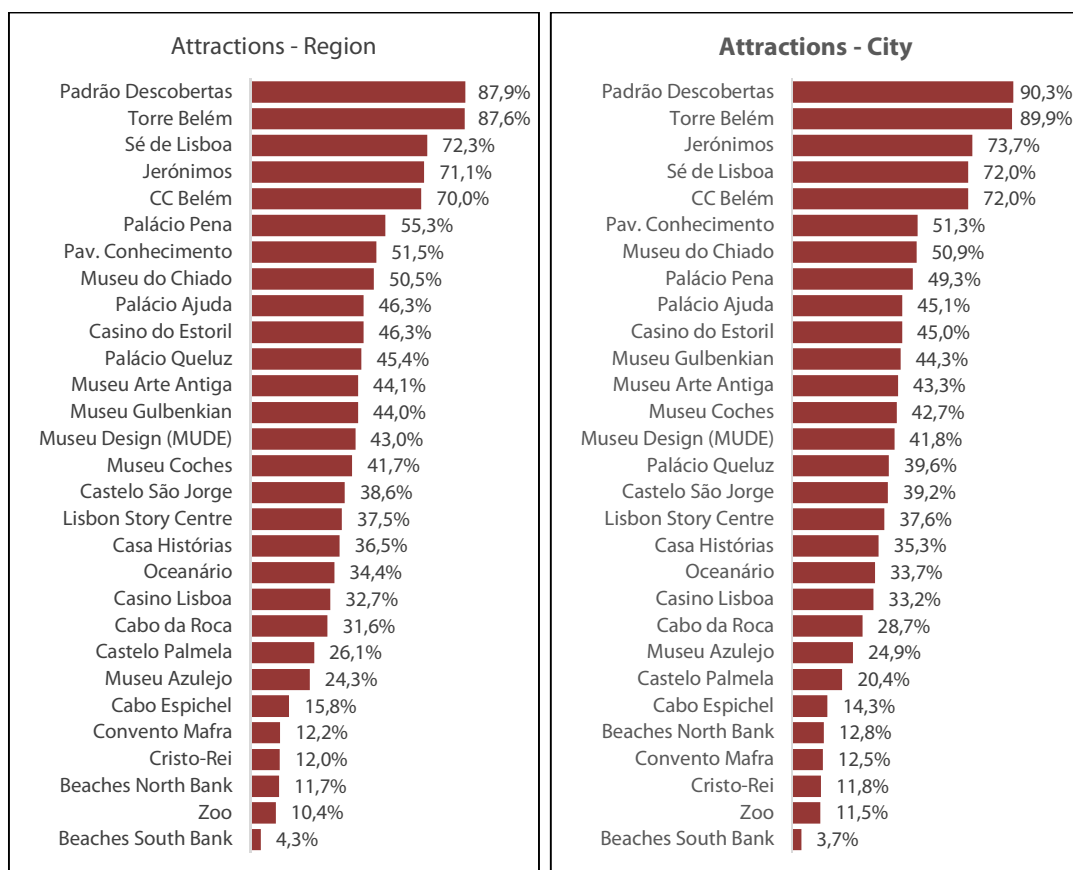
10. ACTIVITIES



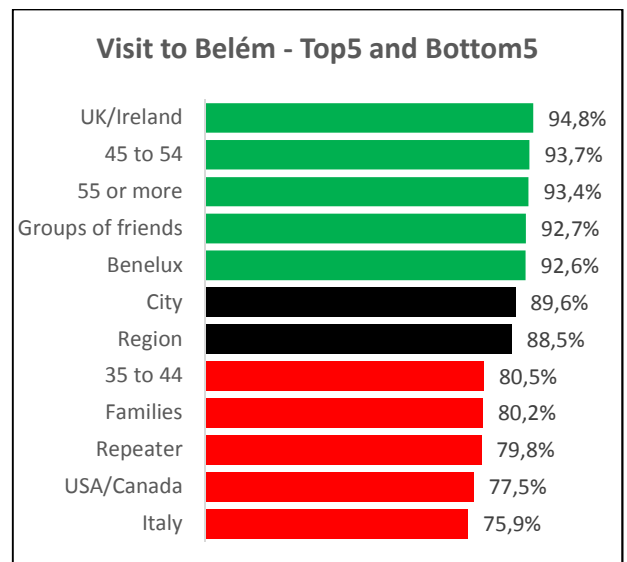
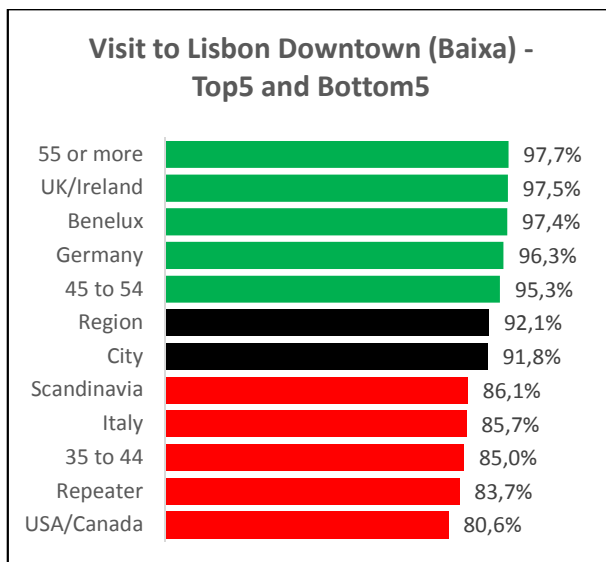
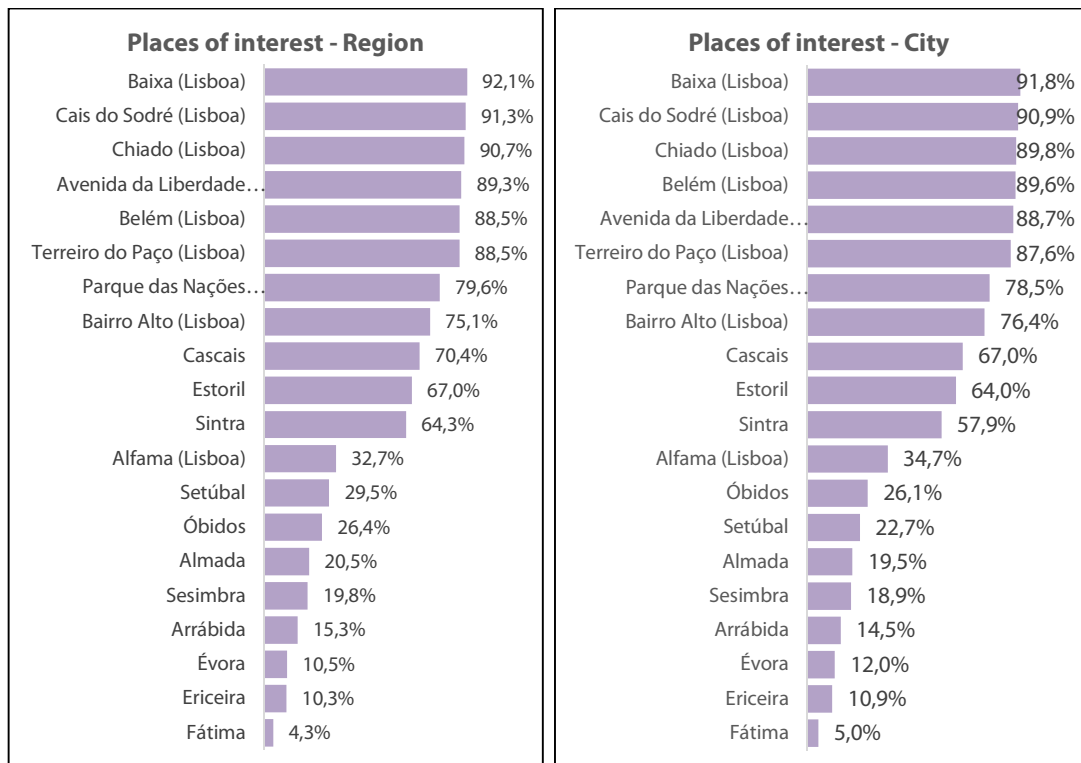


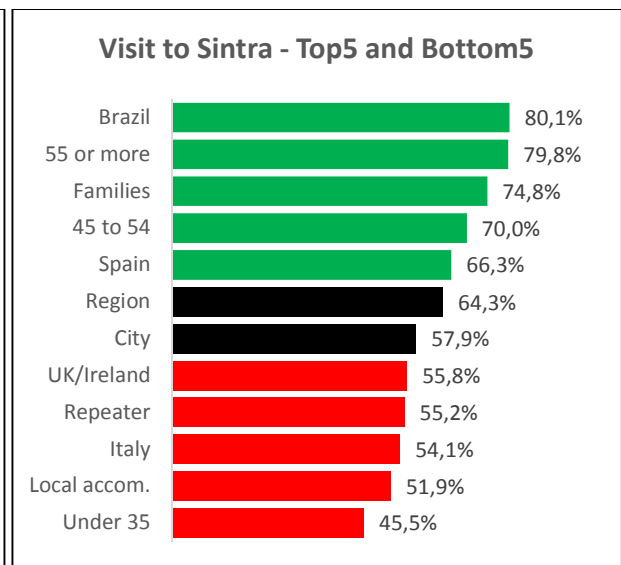
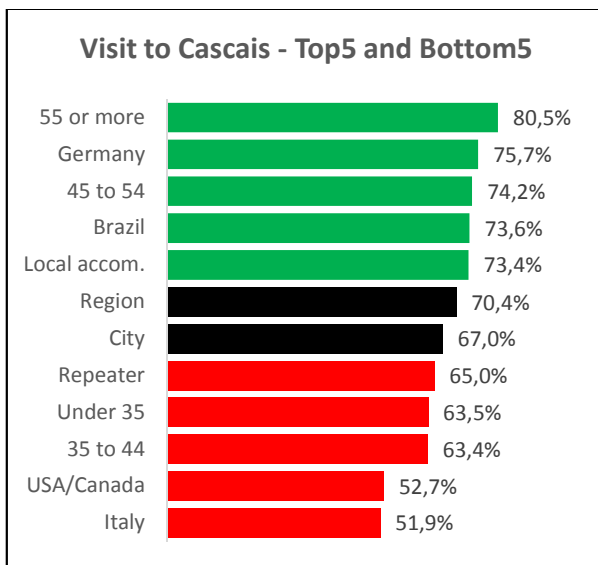
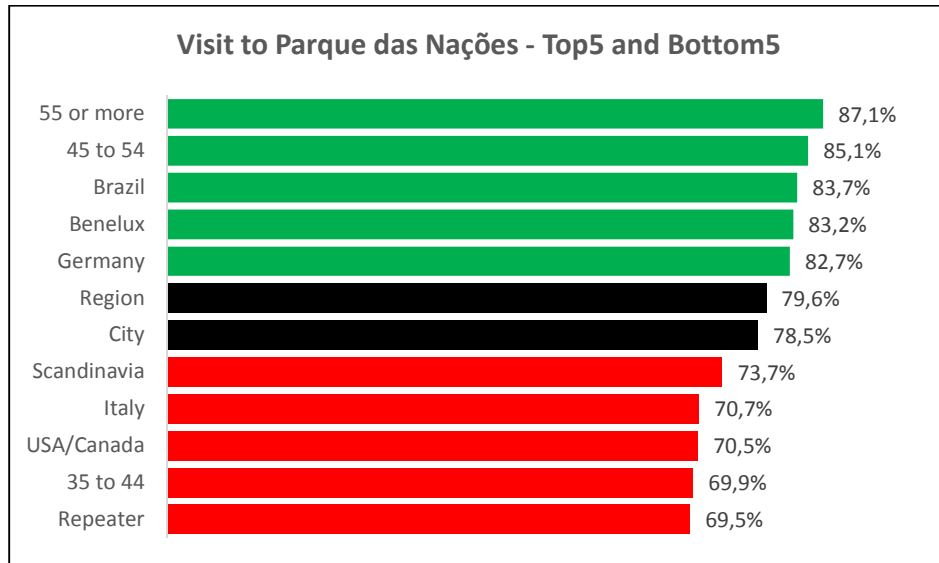
11. VISITED ATTRACTIONS AND PLACES OF INTEREST

ATRACCIONS

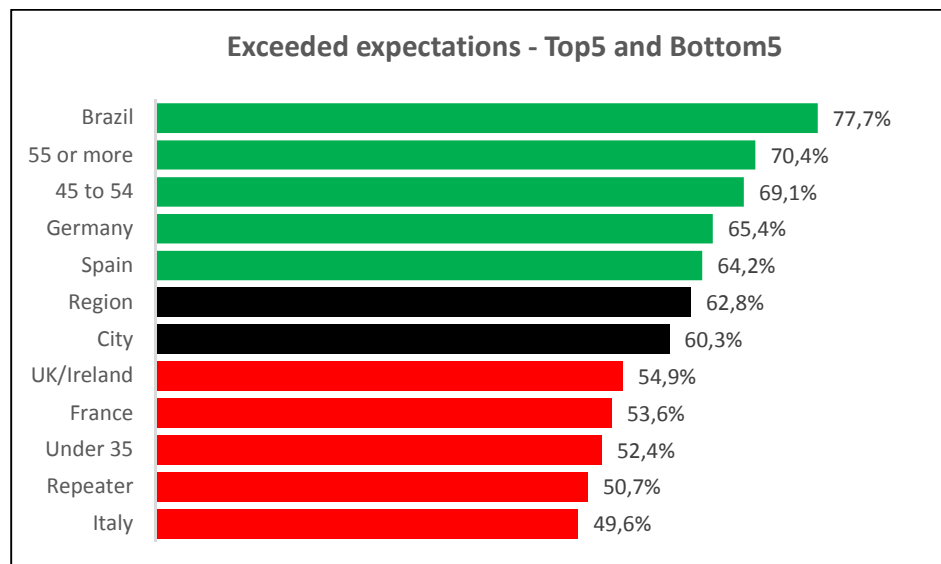
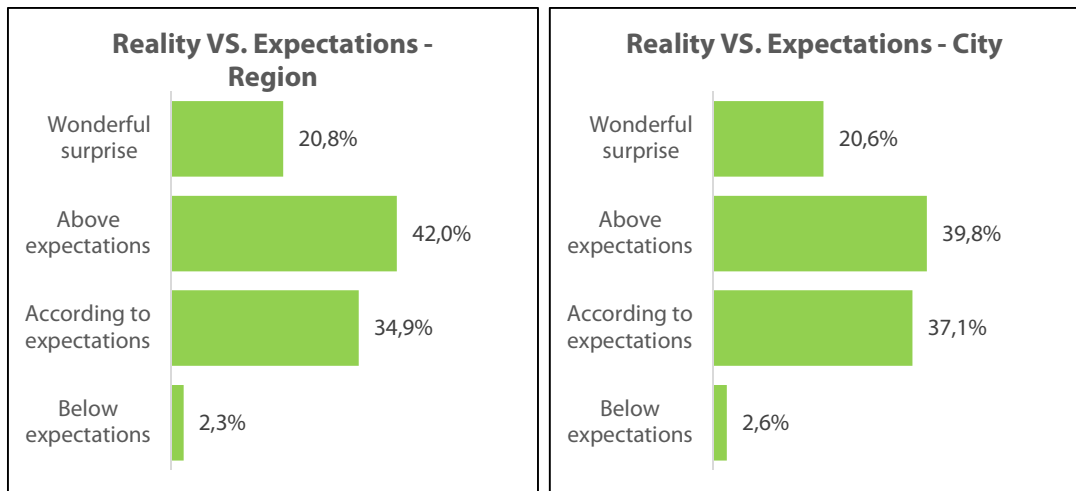


PLACES OF INTEREST



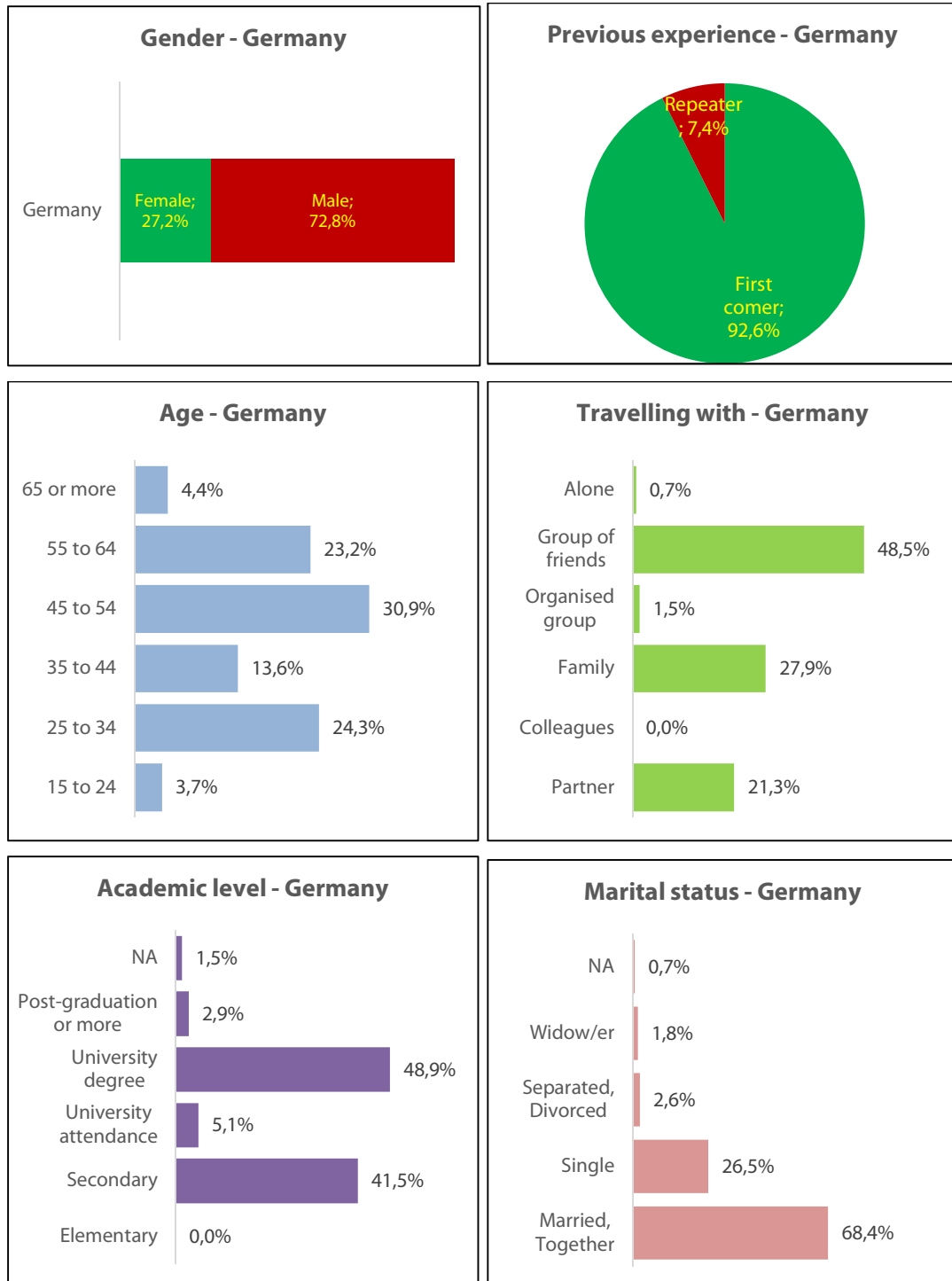


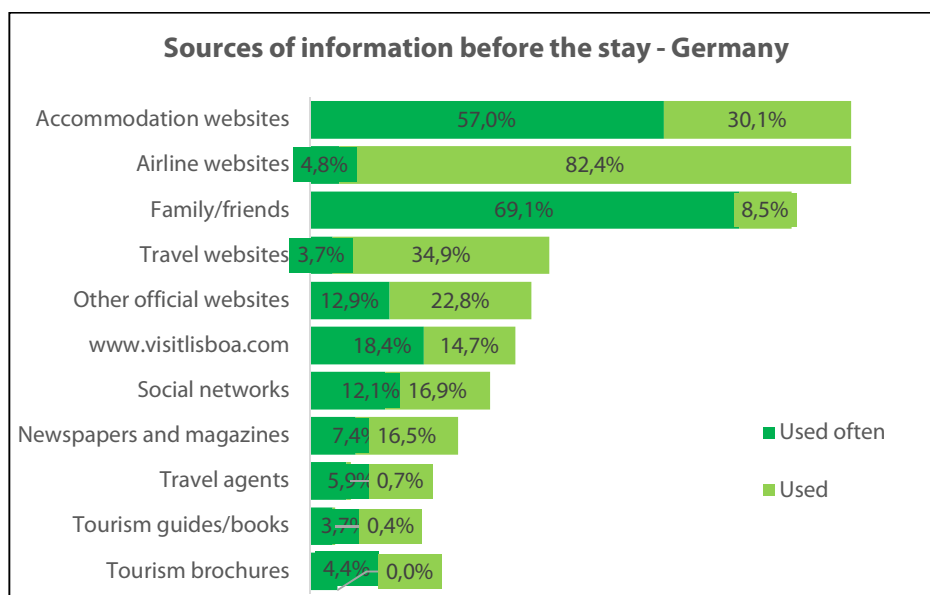
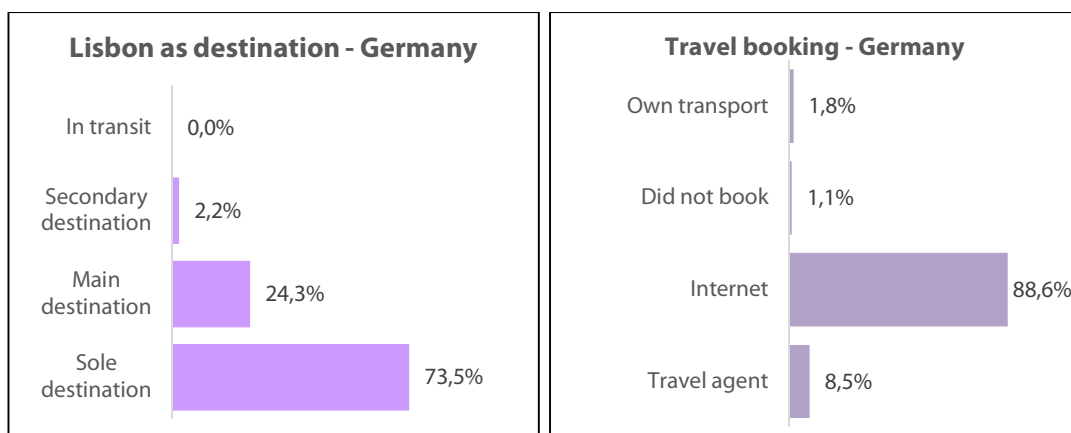
12. REALITY VS. EXPECTATIONS



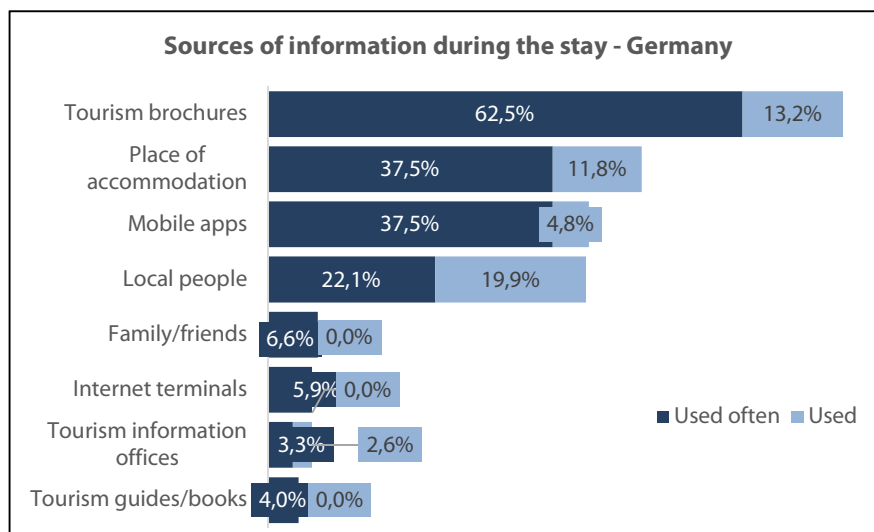
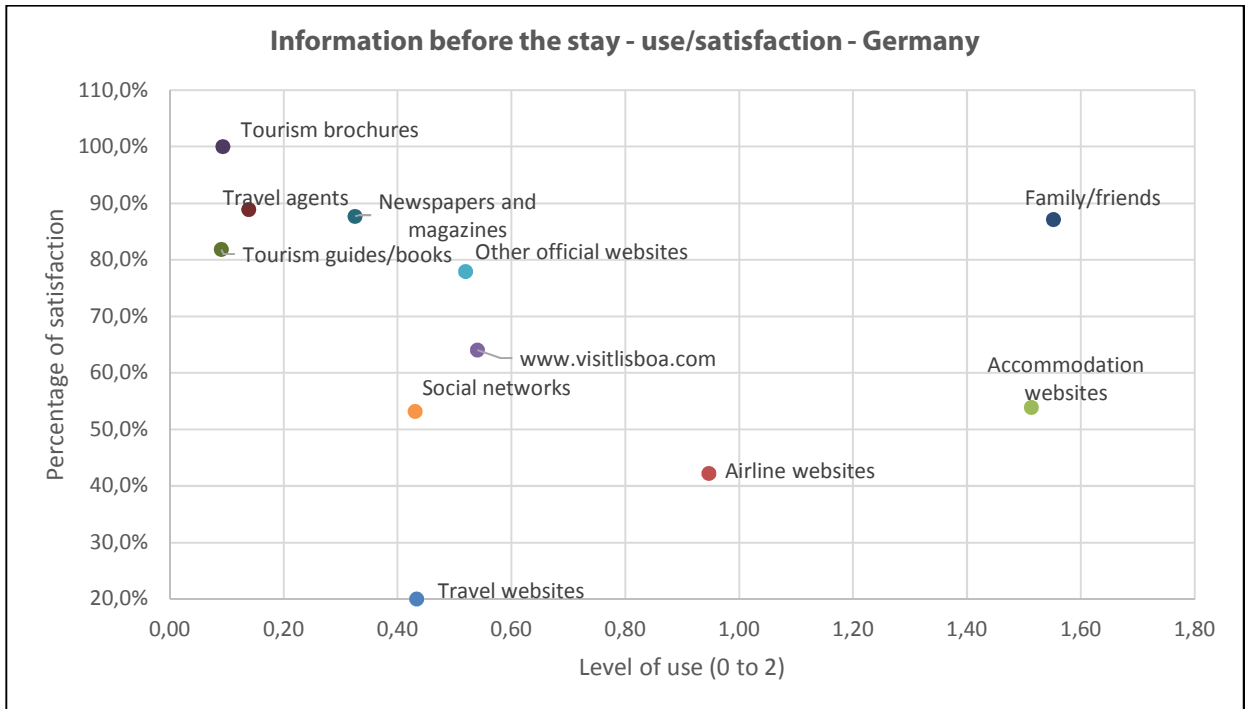
13. RESULTS BY NATIONALITY

GERMANY (272 Answers)

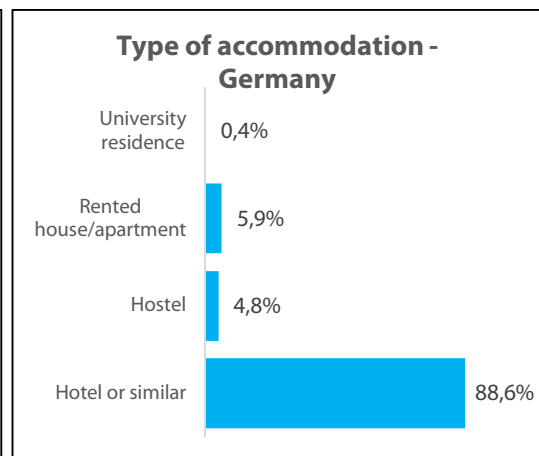
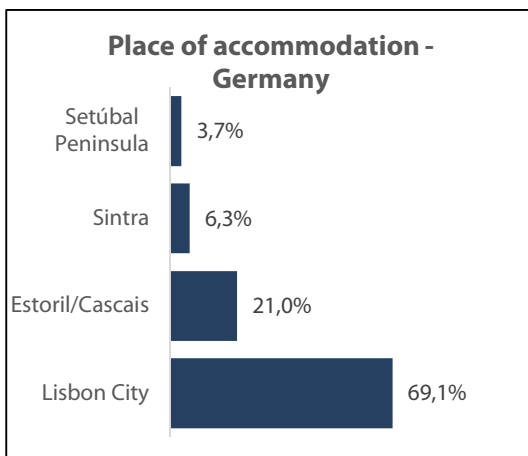
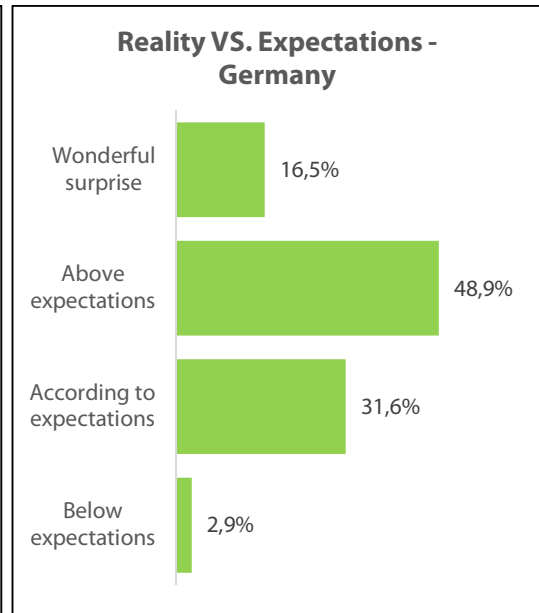
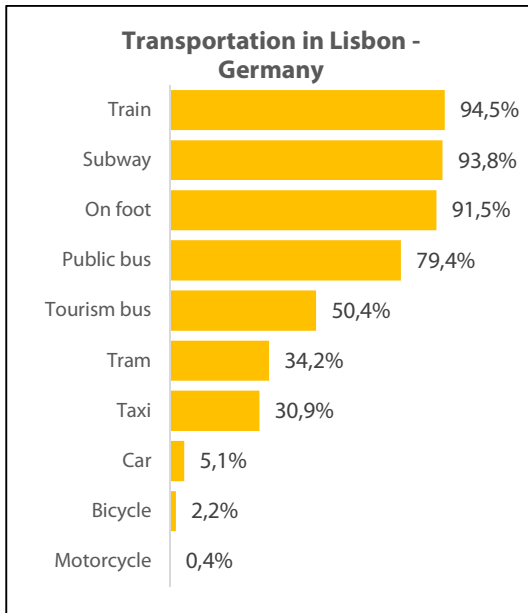


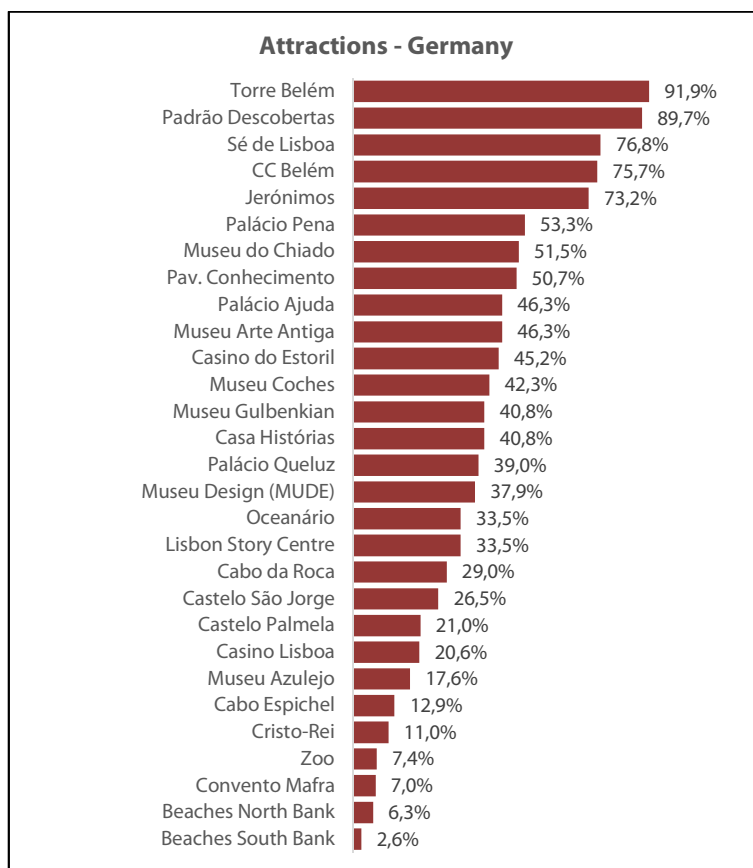
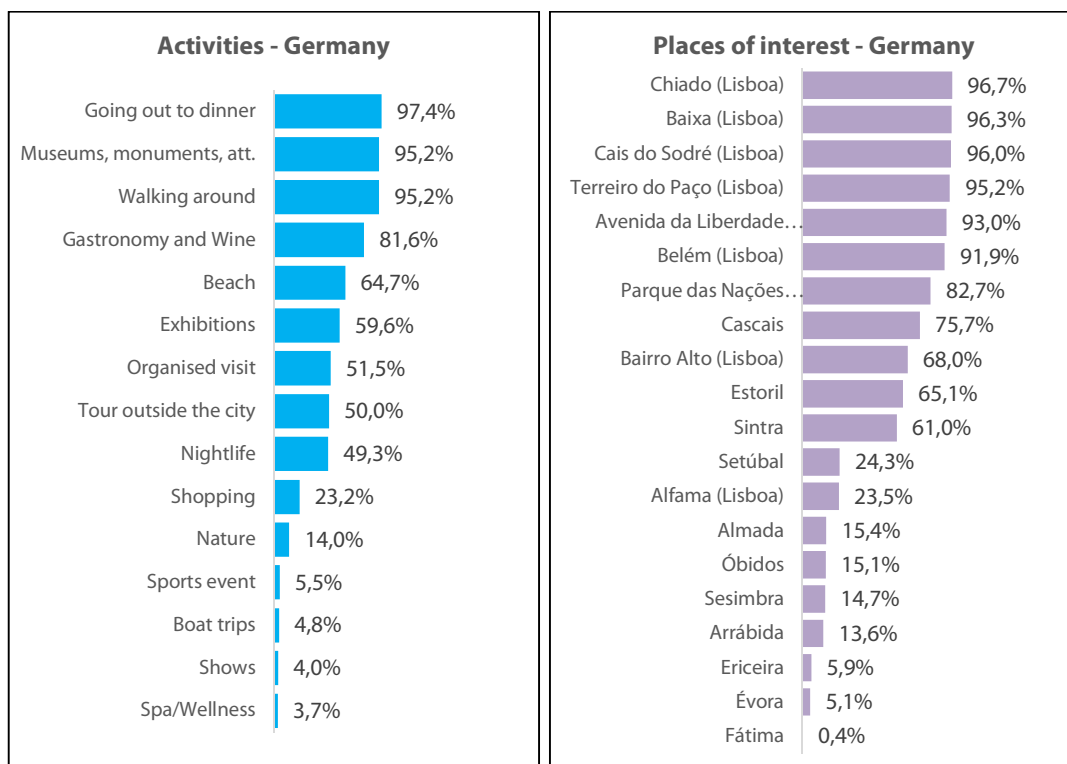


Evaluation of the sources of information before the stay - Germany		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Tourism brochures	100,0%	8,91
Family/friends	87,1%	8,75
Newspapers and magazines	87,7%	8,60
Tourism guides/books	81,8%	8,36
Travel agents	88,9%	8,33
Other official websites	77,9%	8,06
www.visitlisboa.com	64,0%	7,90
Accommodation websites	53,9%	7,54
Social networks	53,2%	7,37
Airline websites	42,2%	7,35
Travel websites	20,0%	6,44

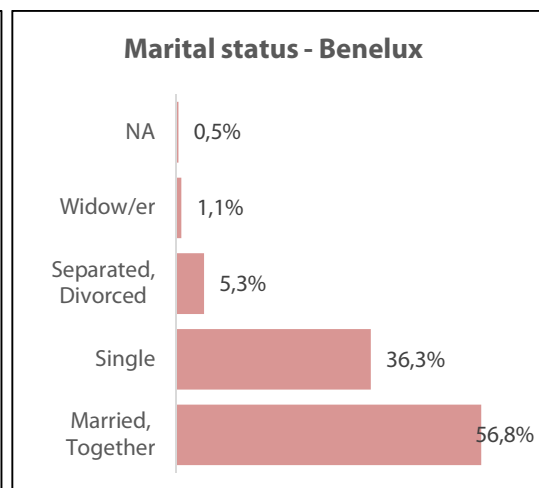
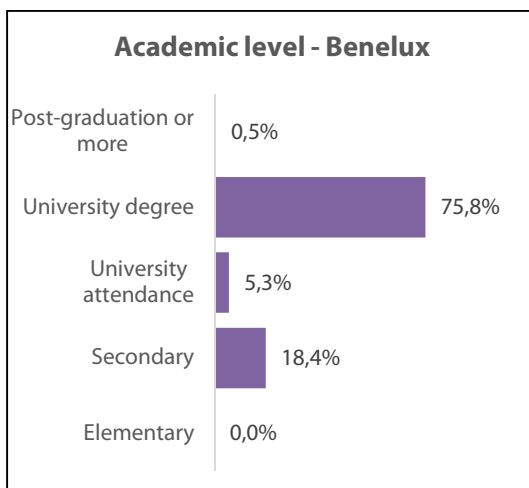
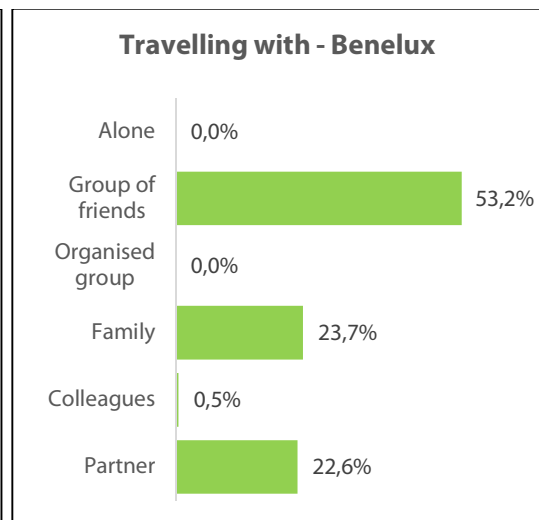
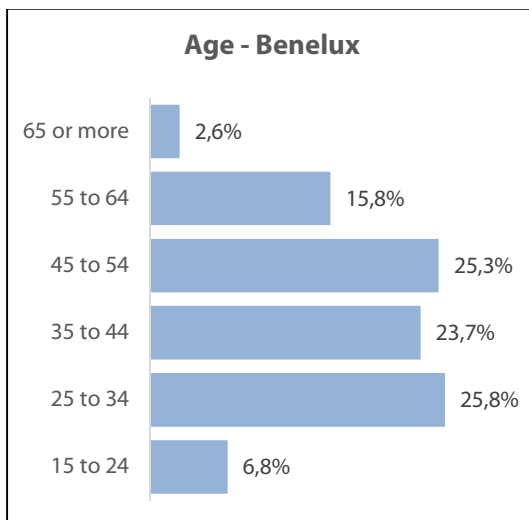
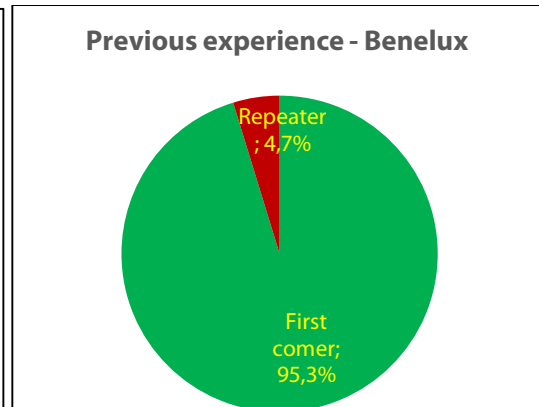
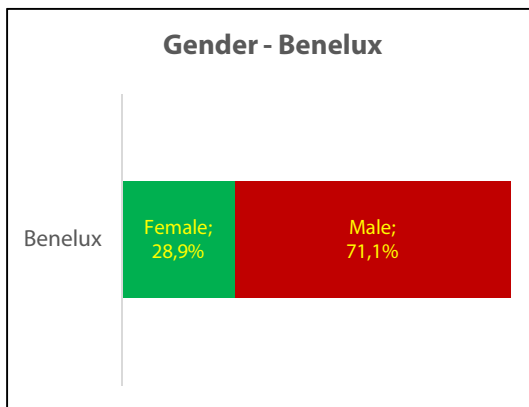


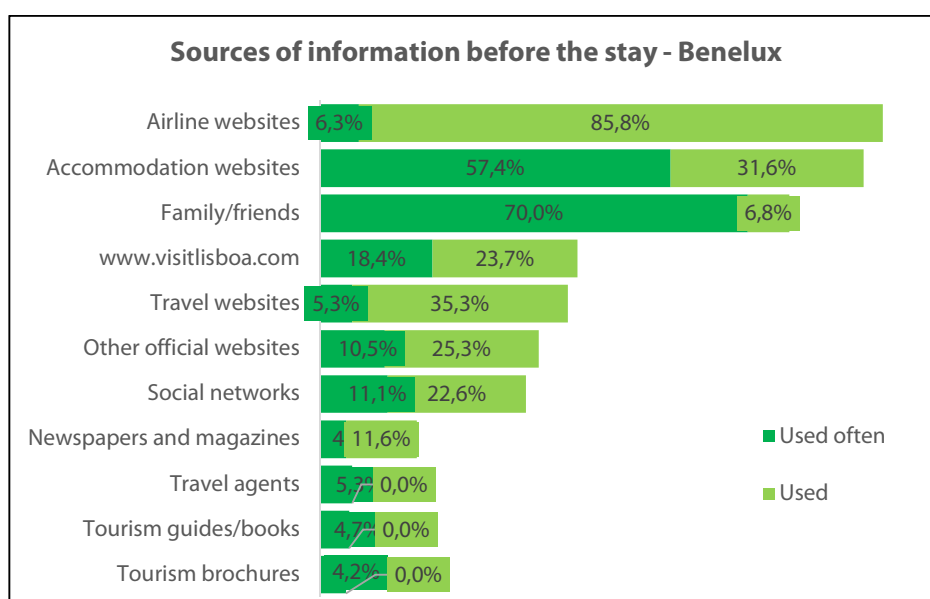
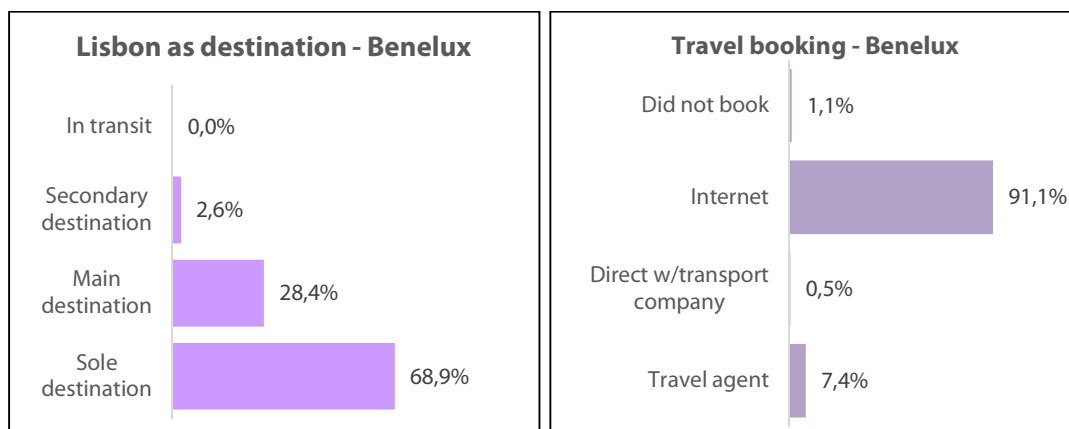
Evaluation of the sources of information during the stay - Germany		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Internet terminals	100,0%	9,19
Family/friends	100,0%	8,94
Tourism information offices	100,0%	8,94
Place of accommodation	86,6%	8,64
Mobile apps	93,9%	8,55
Tourism guides/books	77,8%	8,44
Local people	76,3%	8,07
Tourism brochures	50,0%	7,37



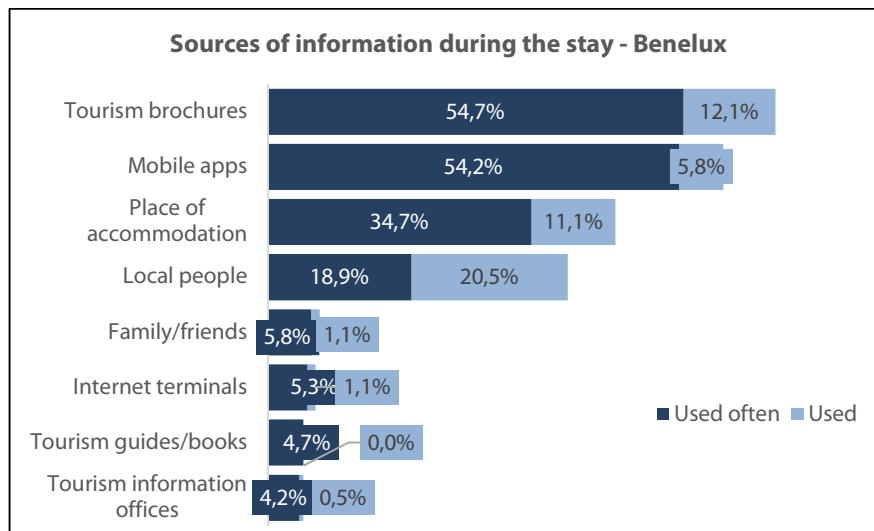
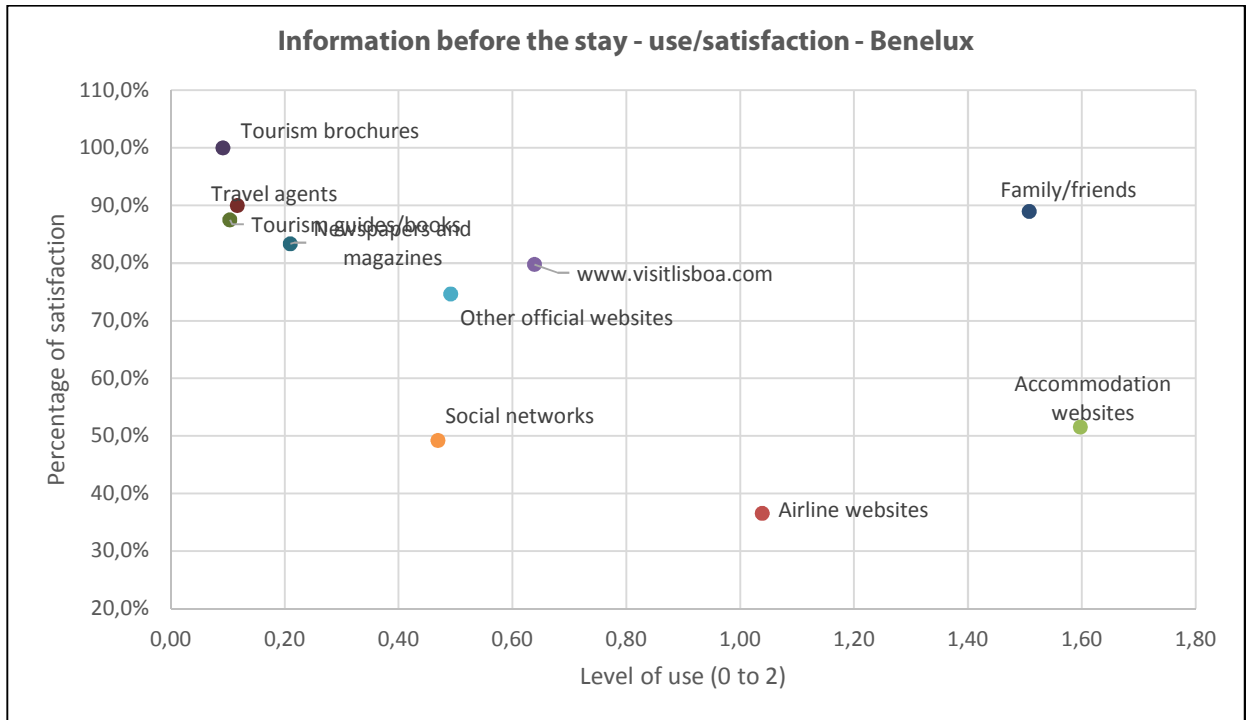


BENELUX (190 Answers)

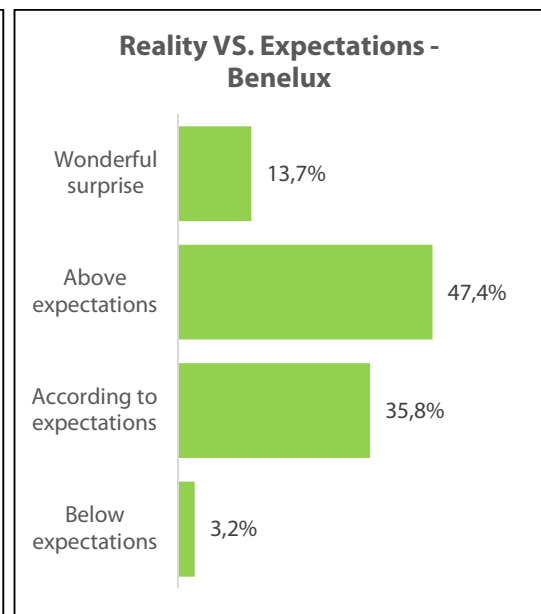
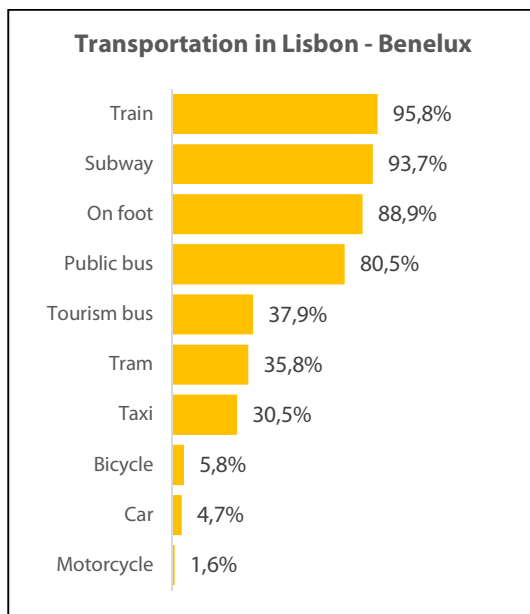
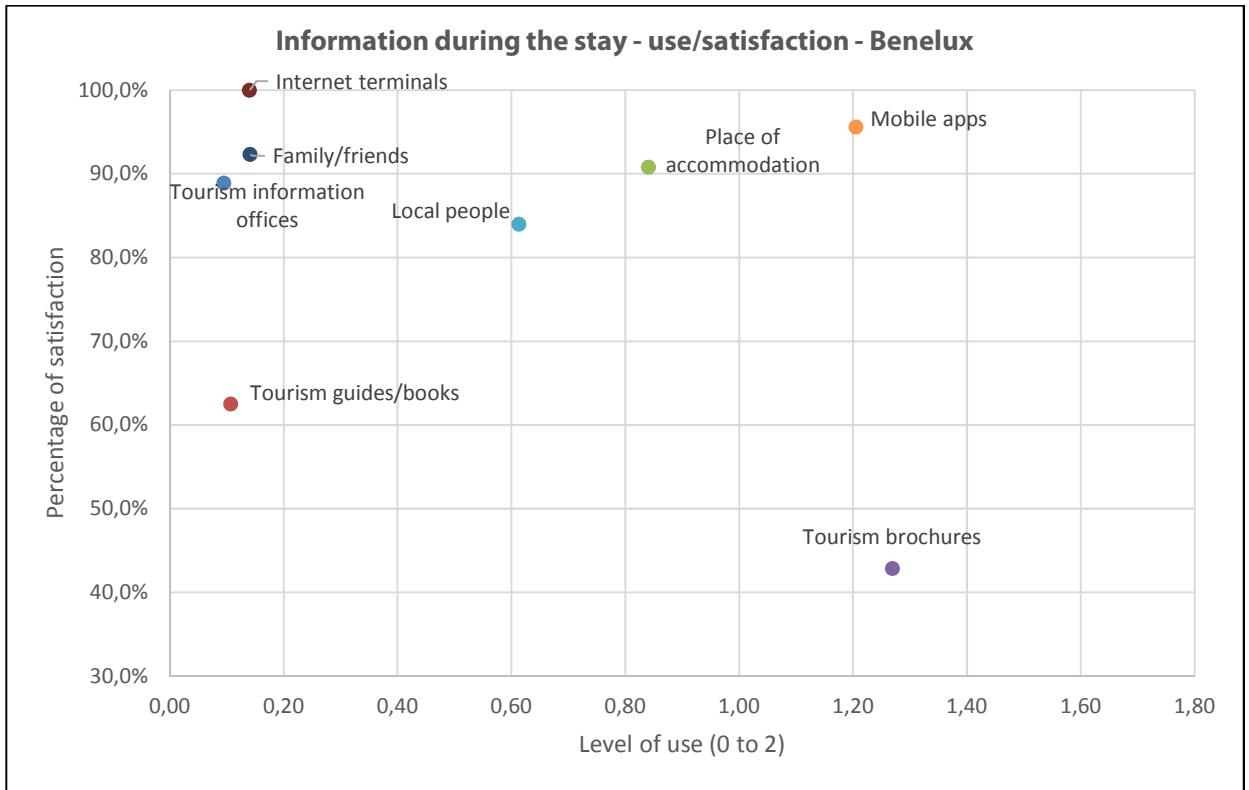


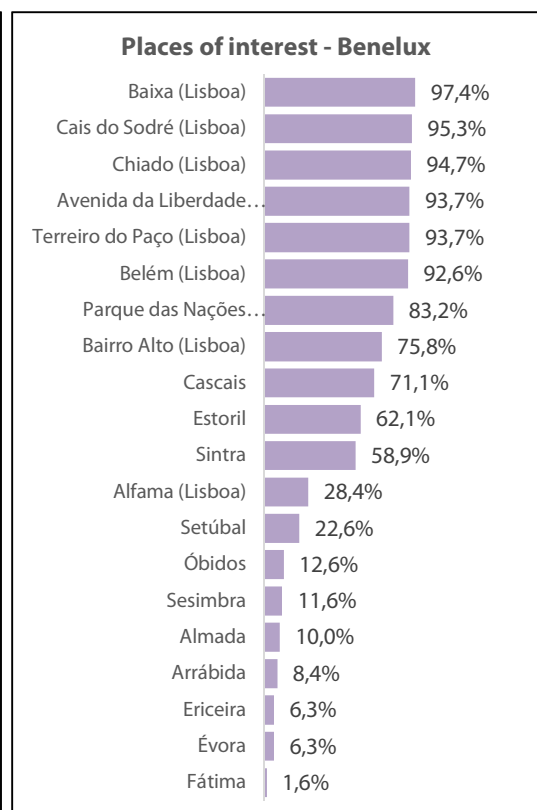
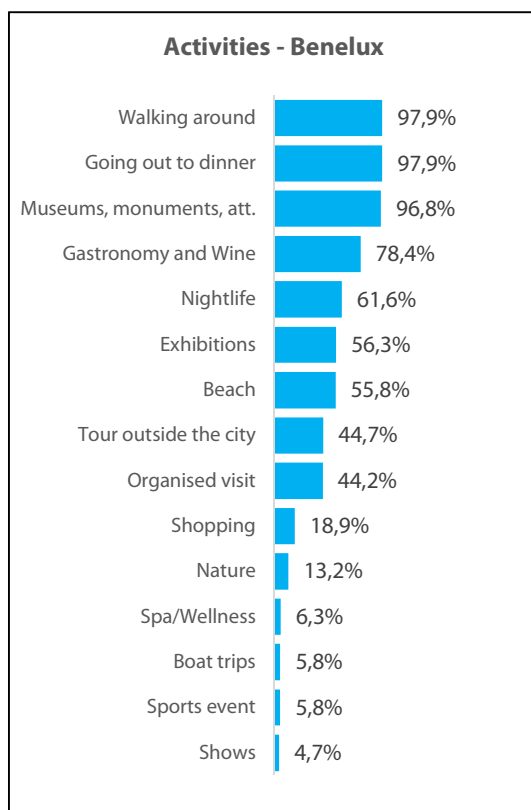
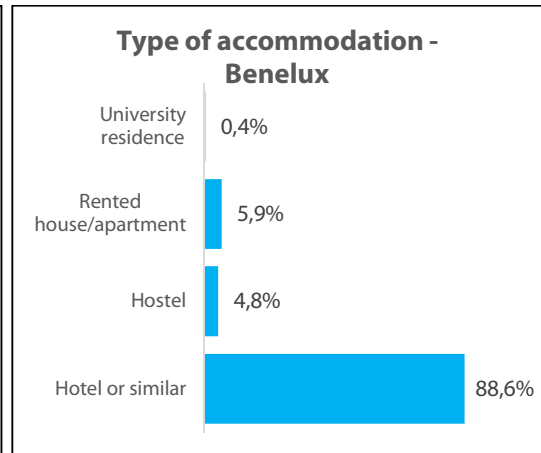
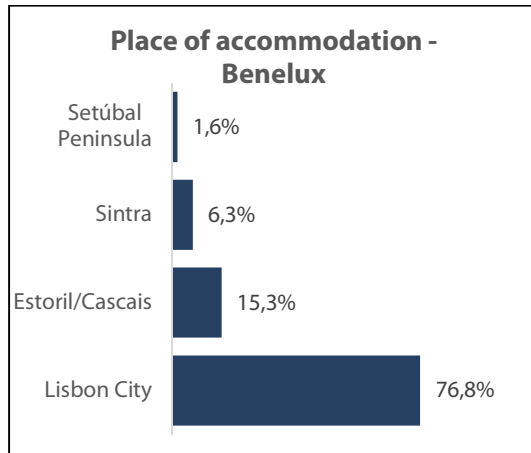


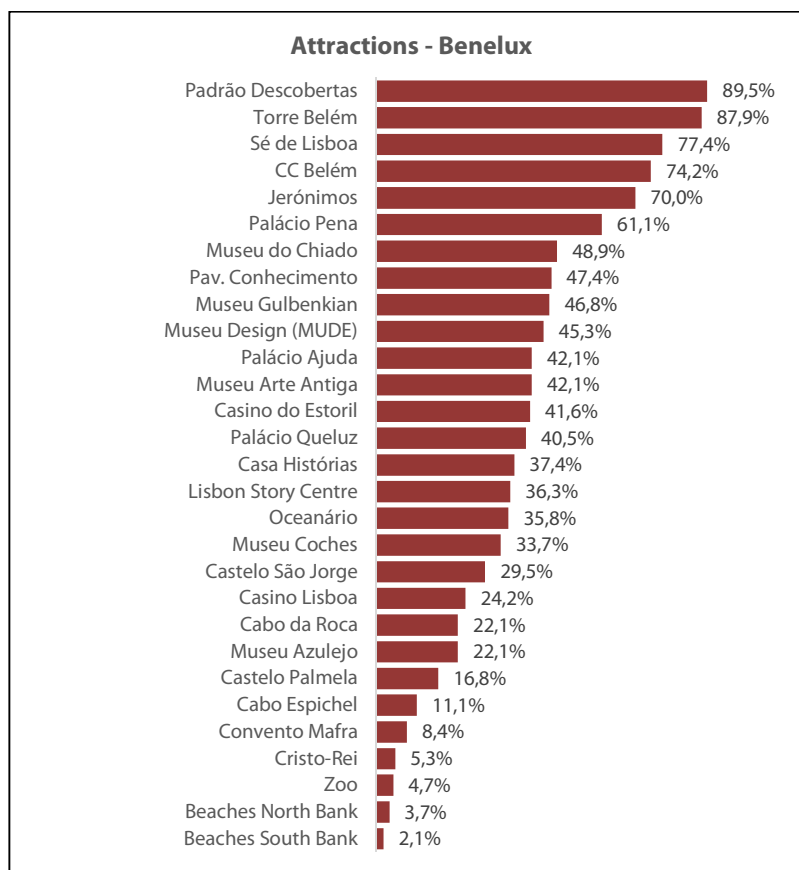
Evaluation of the sources of information before the stay - Benelux		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Family/friends	89,0%	8,83
Tourism guides/books	87,5%	8,63
Tourism brochures	100,0%	8,50
Travel agents	90,0%	8,40
Newspapers and magazines	83,3%	8,33
www.visitlisboa.com	79,7%	8,32
Other official websites	74,6%	8,19
Sites Alojamento	51,5%	7,48
Social networks	49,2%	7,37
Airline websites	36,6%	7,18
Travel websites	19,5%	6,10



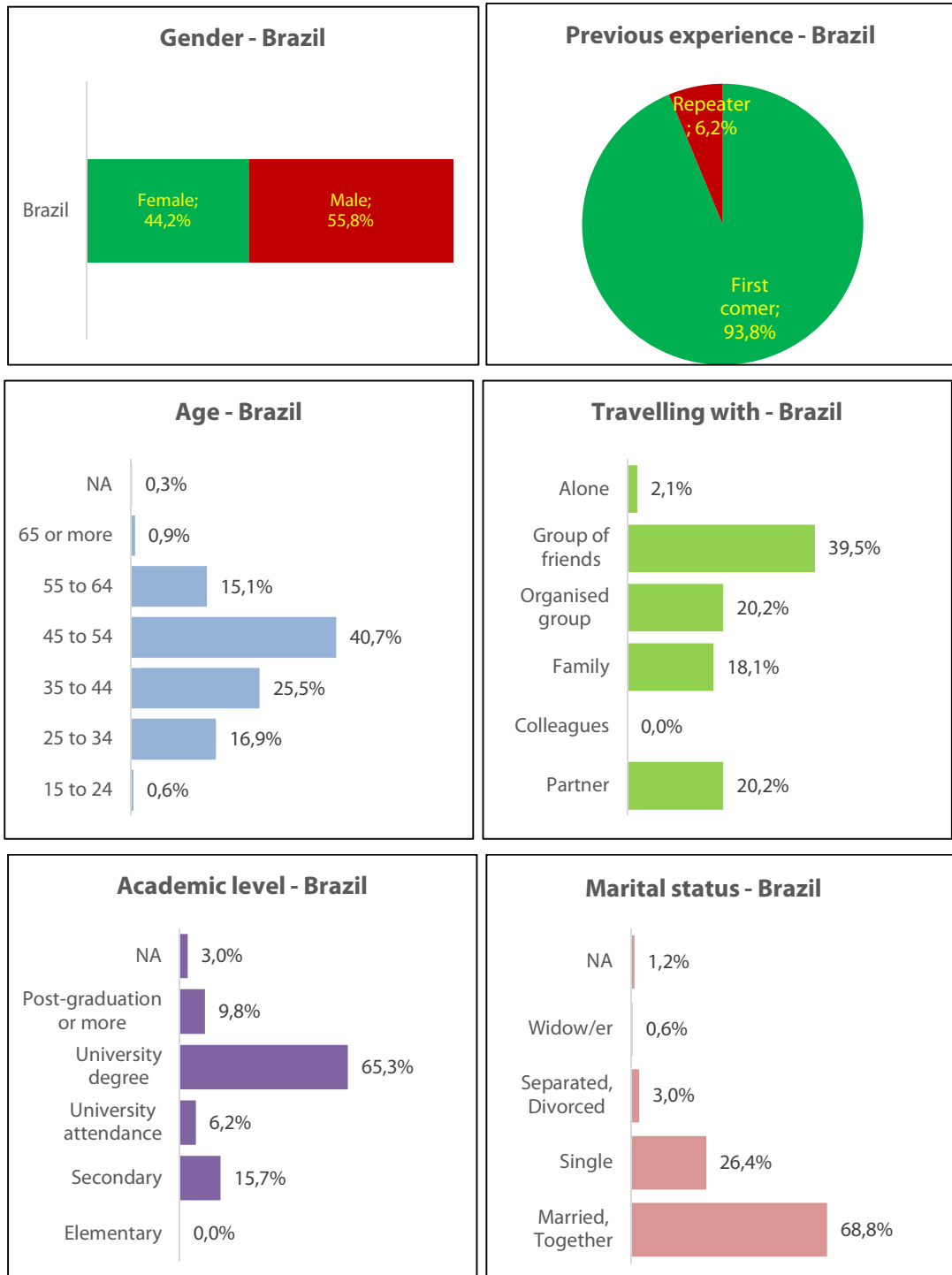
Evaluation of the sources of information during the stay - Benelux		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Place of accommodation	90,8%	8,84
Internet terminals	100,0%	8,67
Mobile apps	95,6%	8,62
Tourism information offices	88,9%	8,56
Family/friends	92,3%	8,46
Local people	84,0%	8,36
Tourism guides/books	62,5%	7,88
Tourism brochures	42,9%	7,29

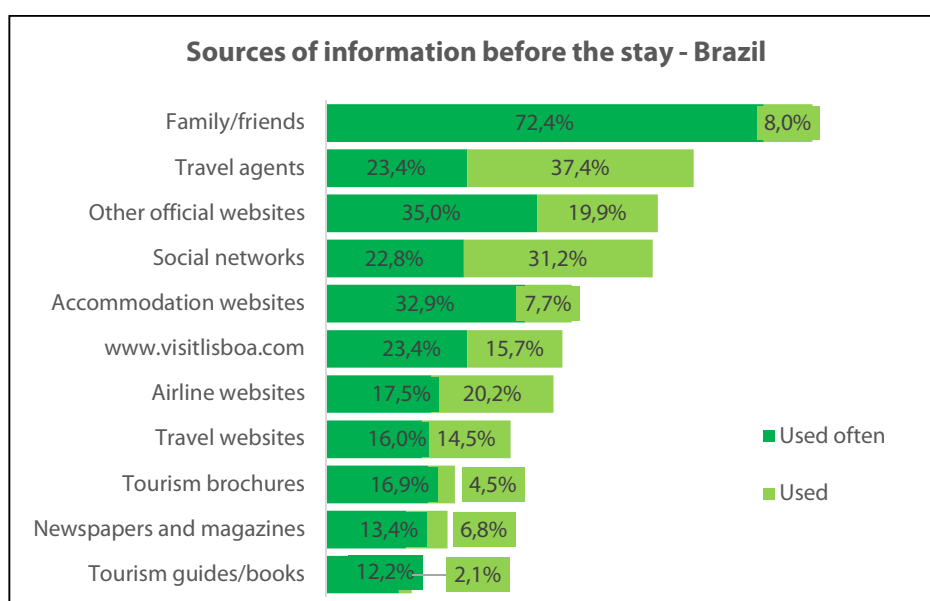
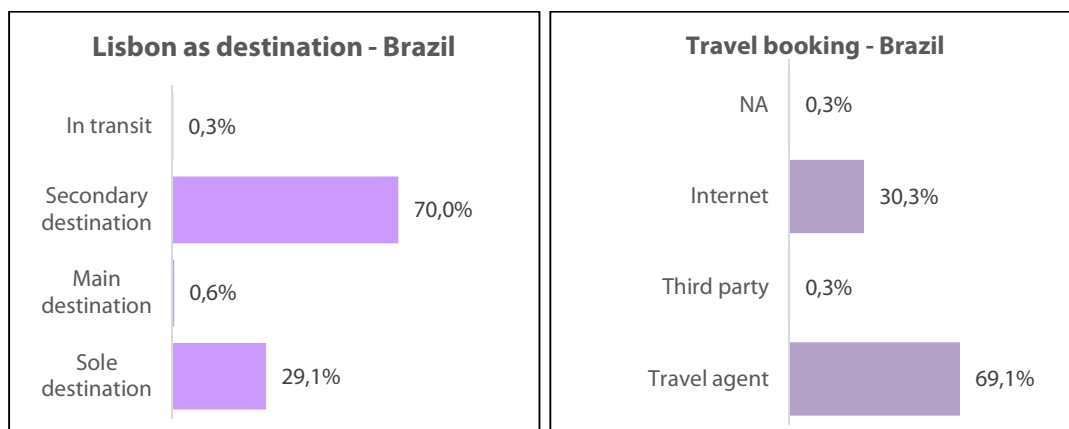




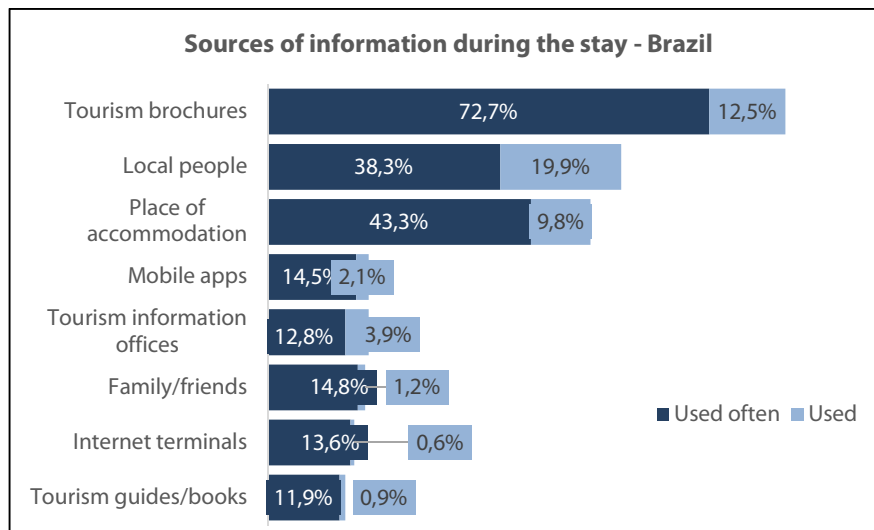
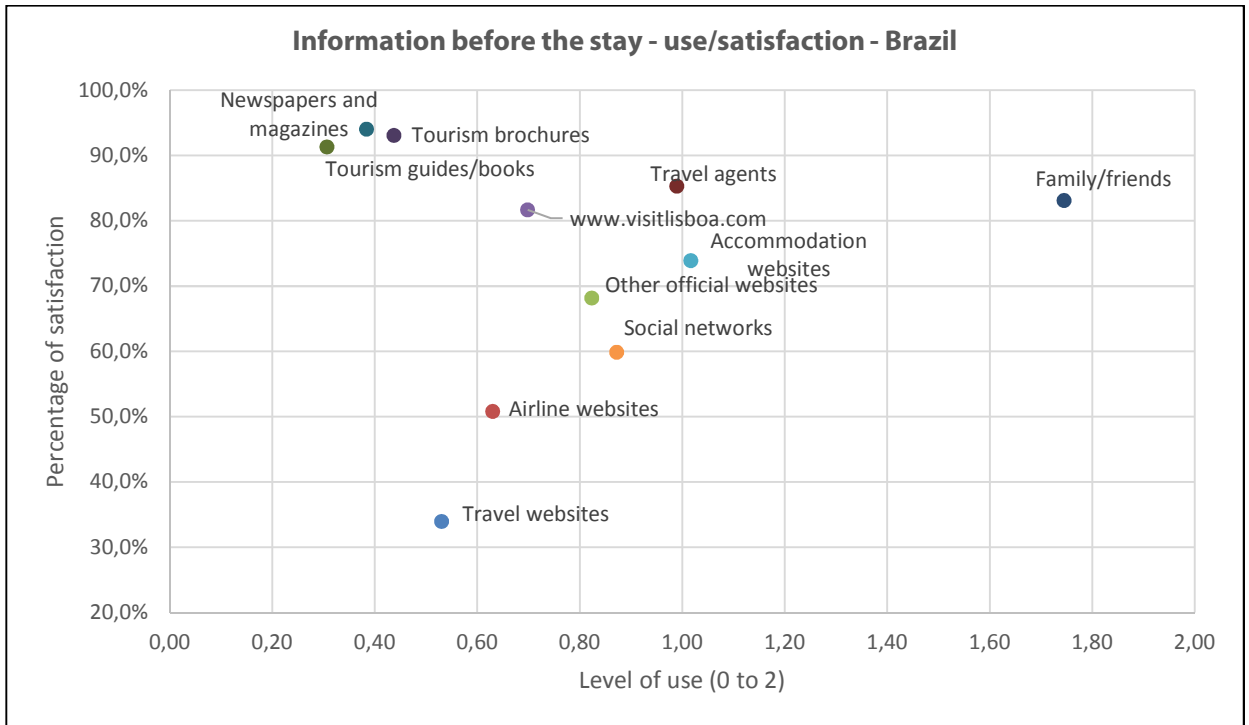


BRAZIL (337 Answers)

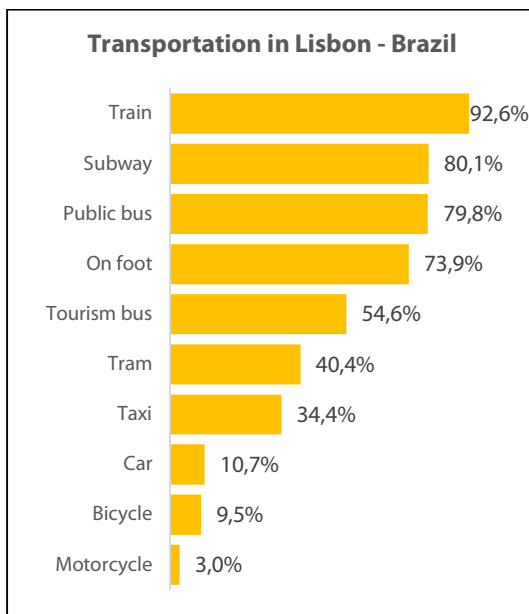
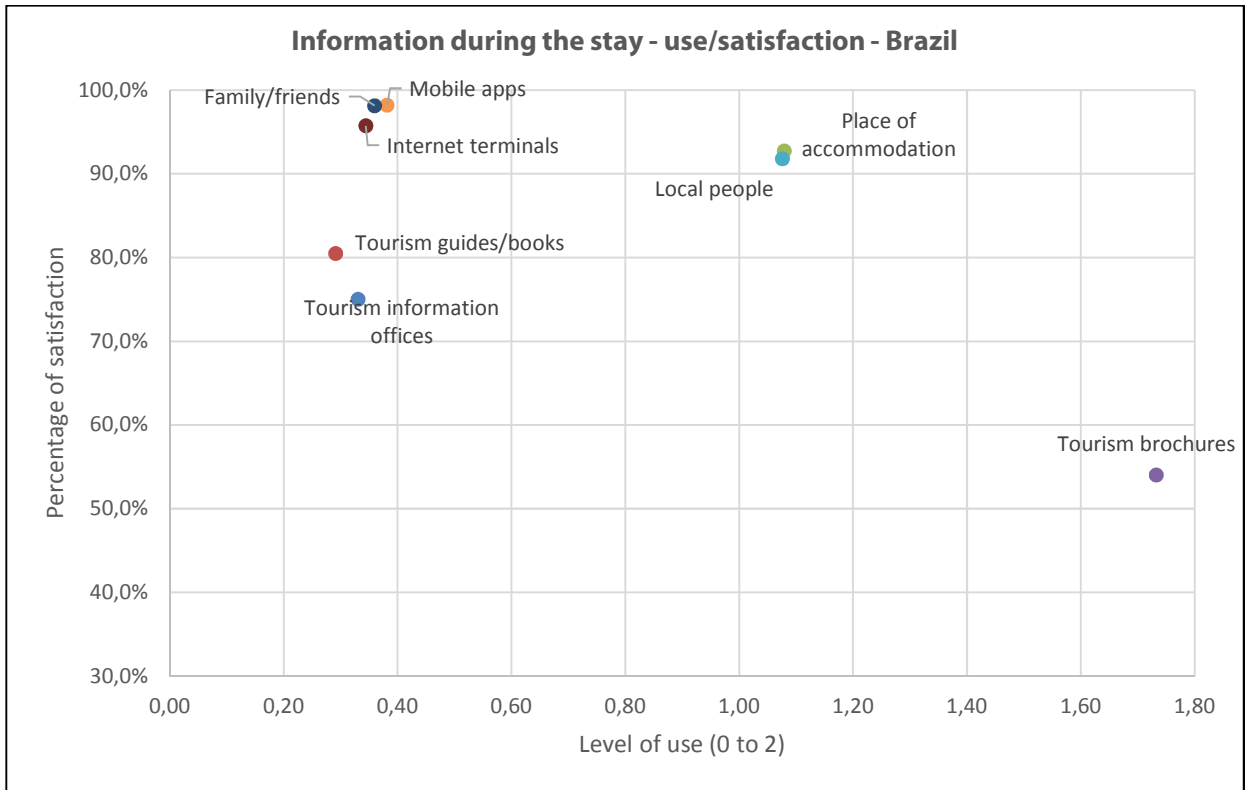


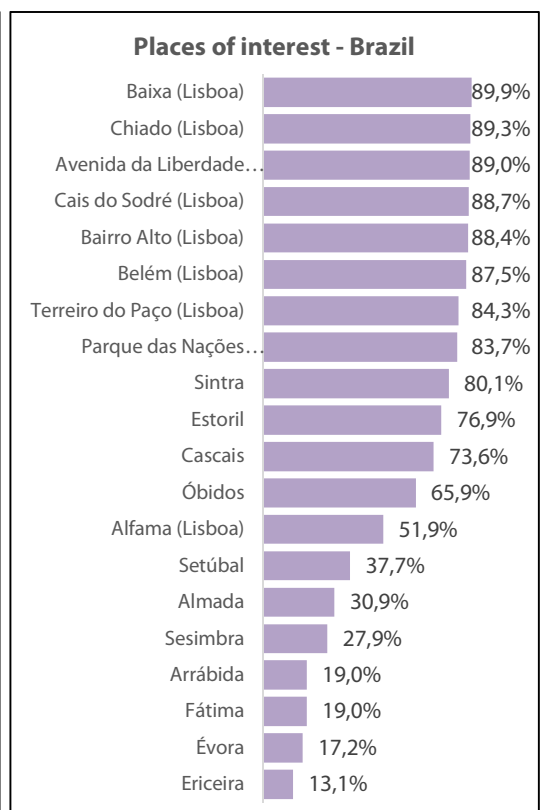
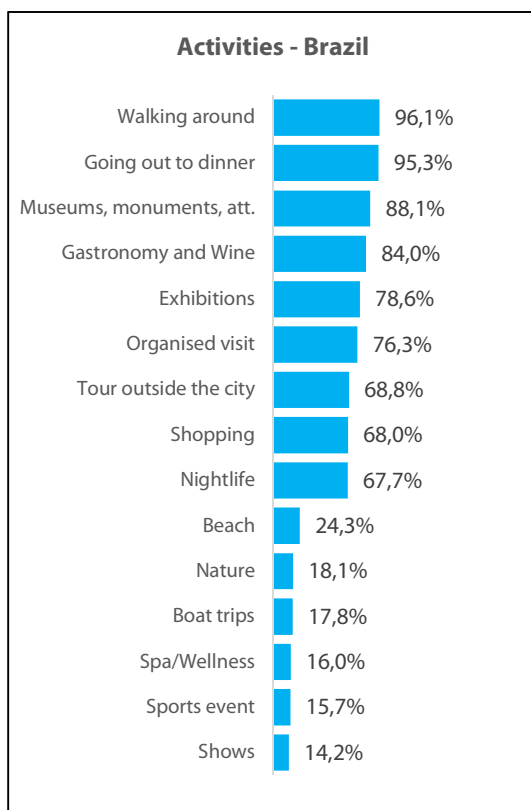
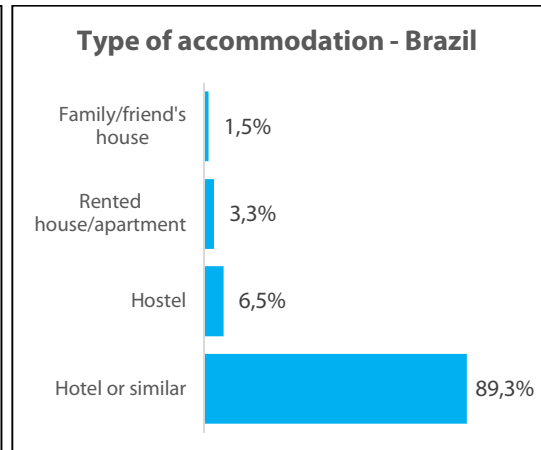
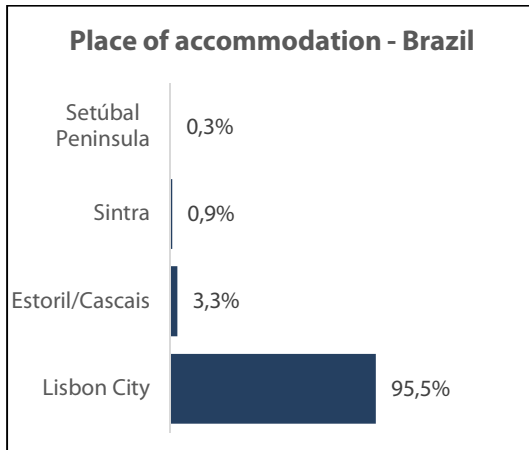


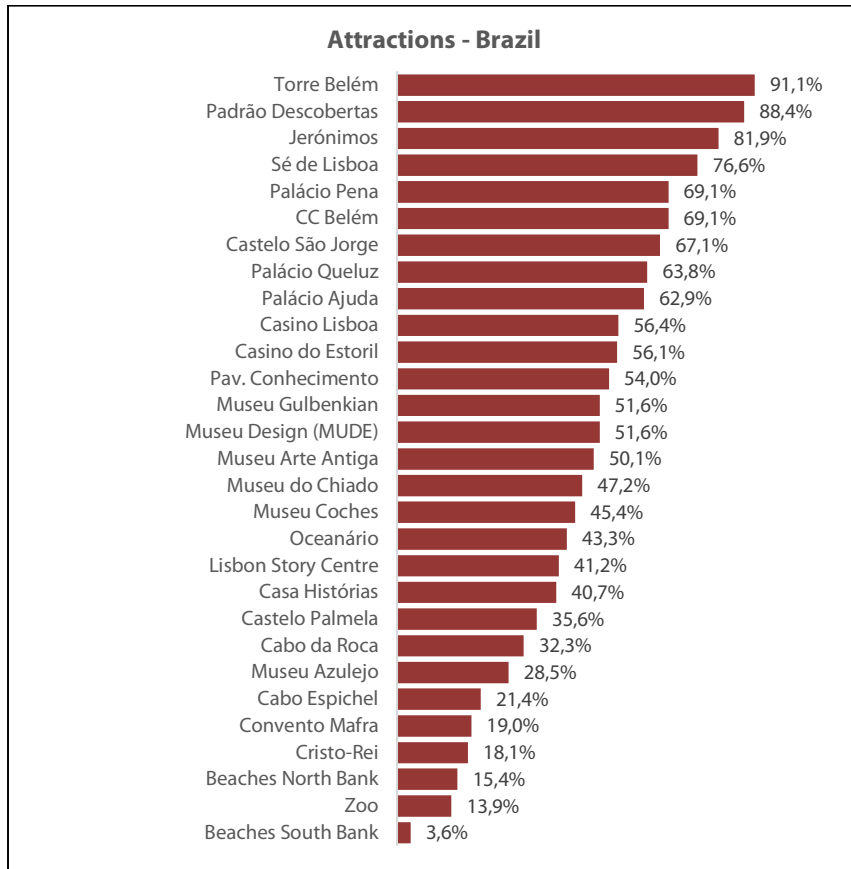
Evaluation of the sources of information before the stay - Brazil		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Travel agents	85,3%	8,80
Tourism brochures	93,1%	8,76
Tourism guides/books	91,3%	8,76
Newspapers and magazines	94,0%	8,73
Family/friends	83,1%	8,71
www.visitlisboa.com	81,7%	8,34
Other official websites	73,9%	8,07
Accommodation websites	68,1%	7,94
Social networks	59,9%	7,67
Airline websites	50,8%	7,60
Travel websites	34,0%	6,76



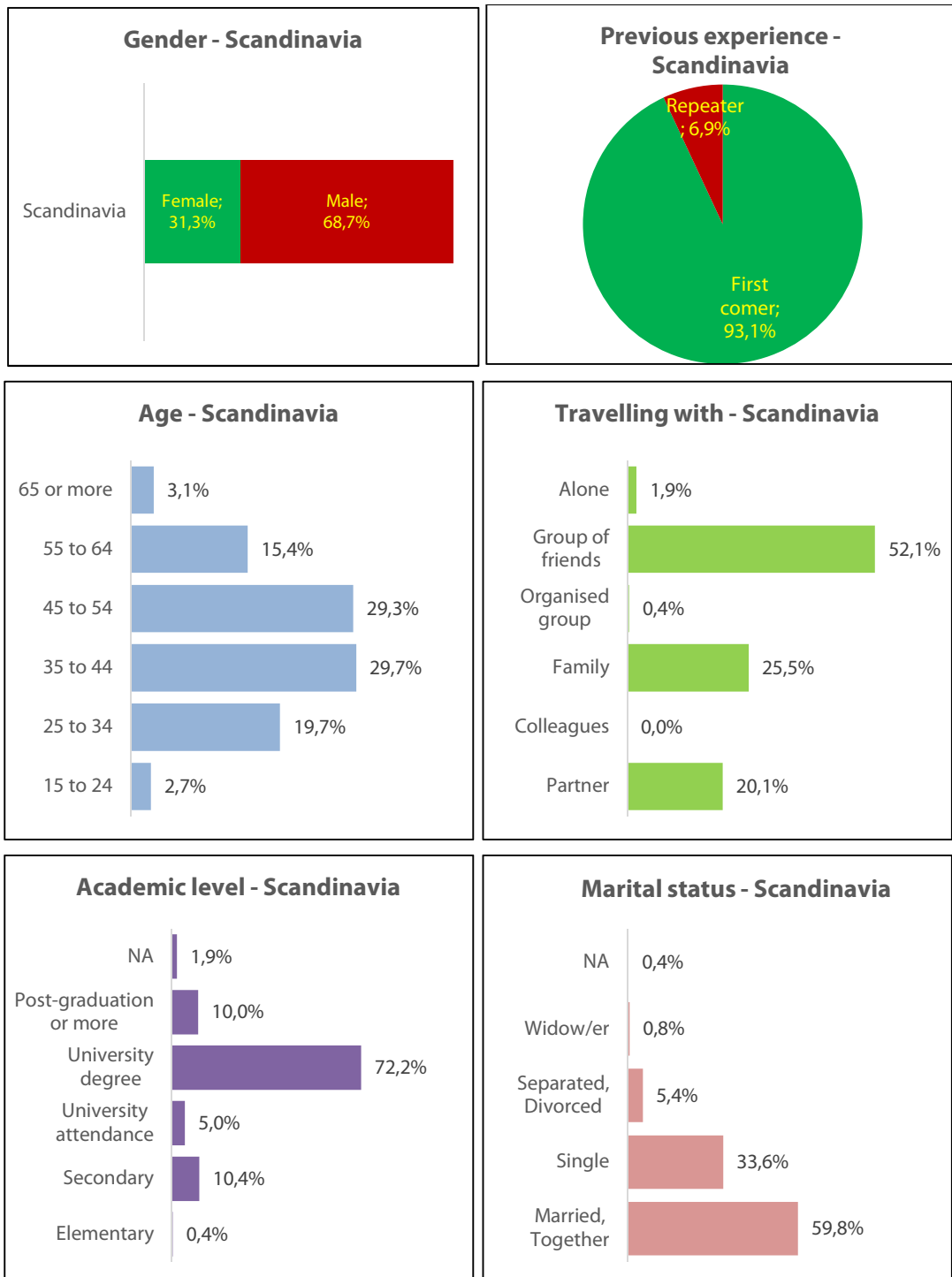
Evaluation of the sources of information during the stay - Brazil		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Family/friends	98,1%	8,98
Internet terminals	95,7%	8,96
Place of accommodation	92,7%	8,92
Mobile apps	98,2%	8,84
Local people	91,8%	8,73
Tourism guides/books	80,5%	8,44
Tourism information offices	75,0%	8,32
Tourism brochures	54,0%	7,62

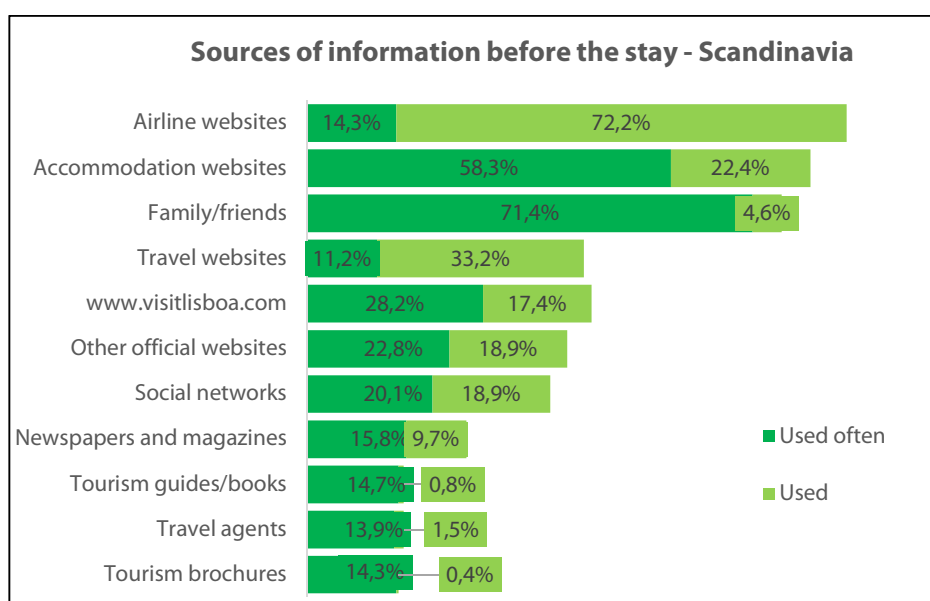
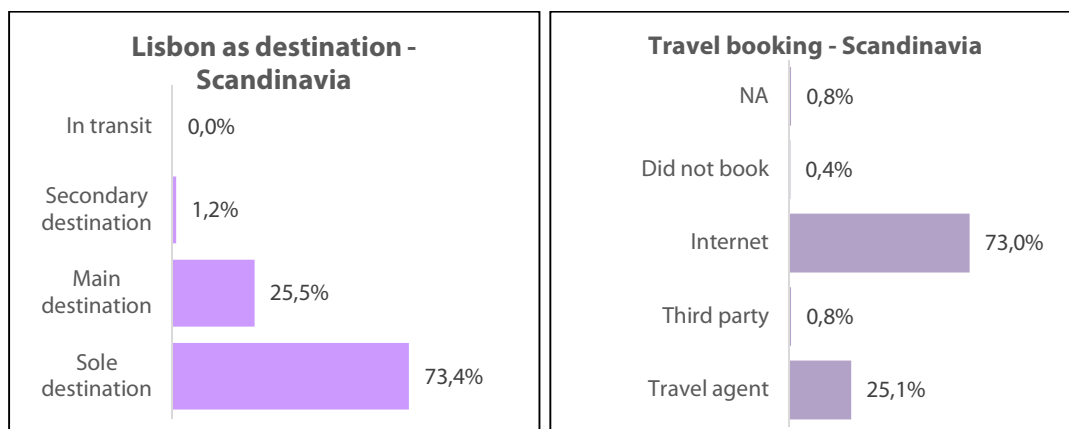




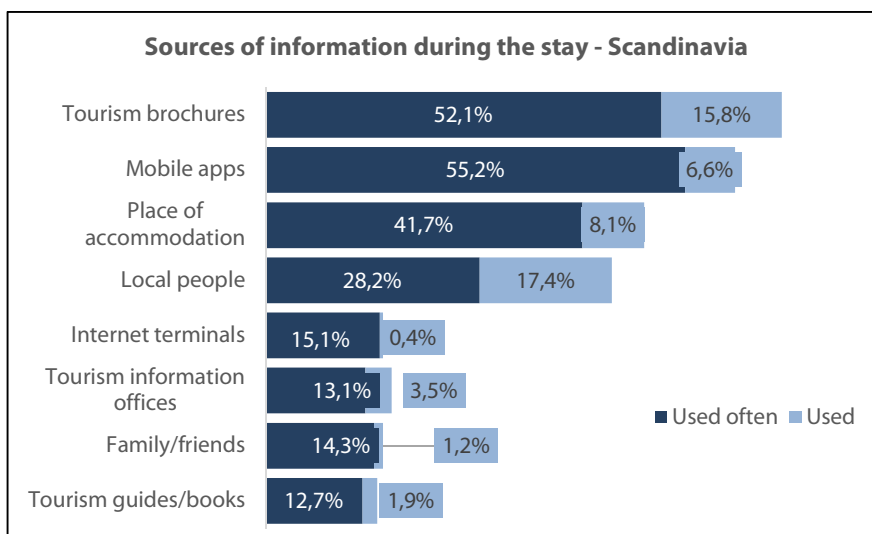
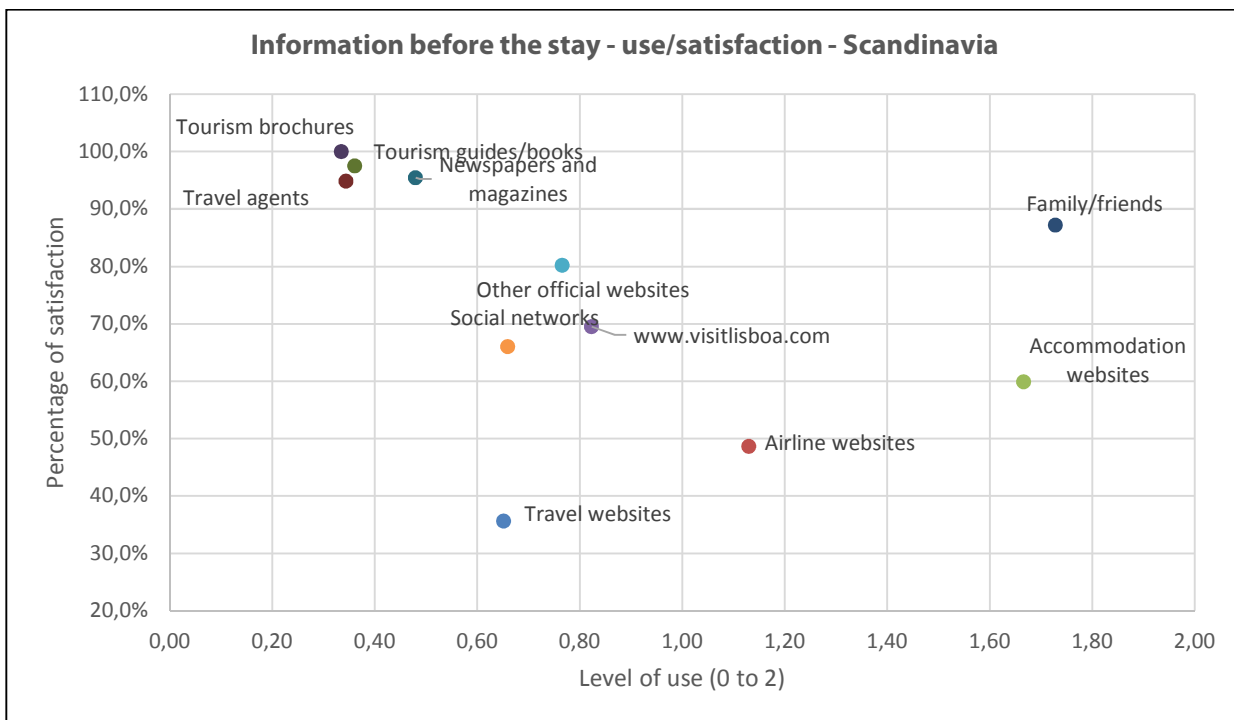


SCANDINAVIA (259 Answers)

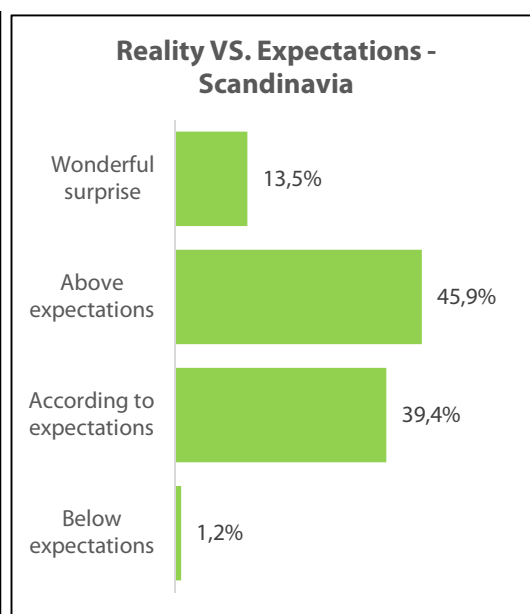
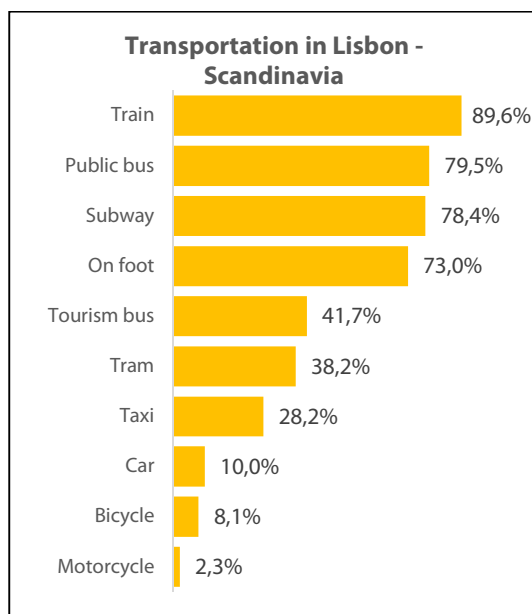
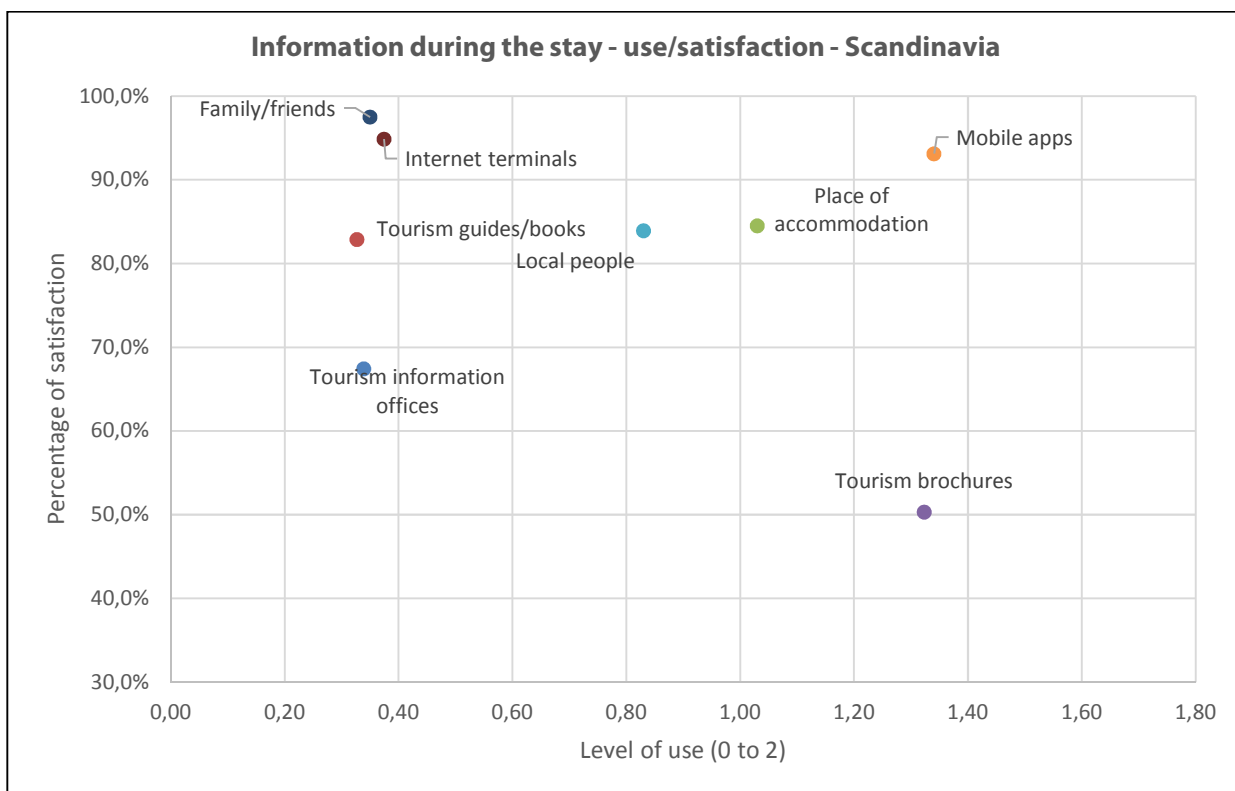


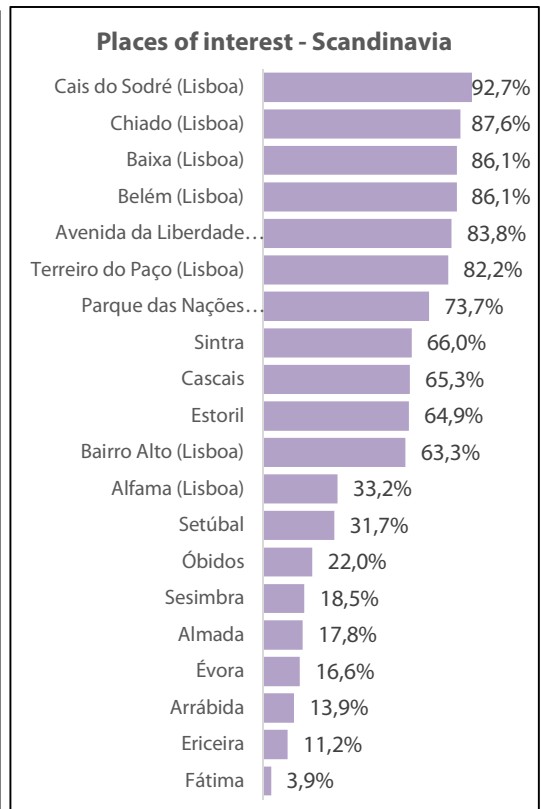
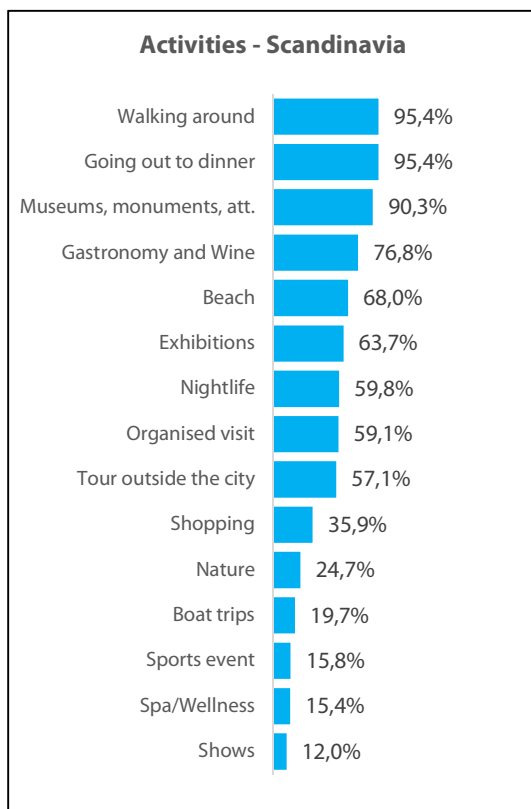
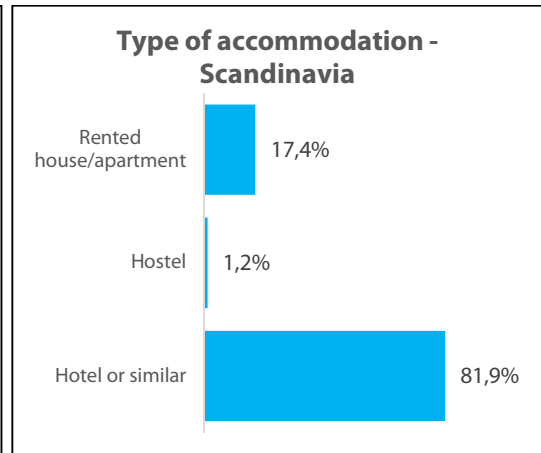
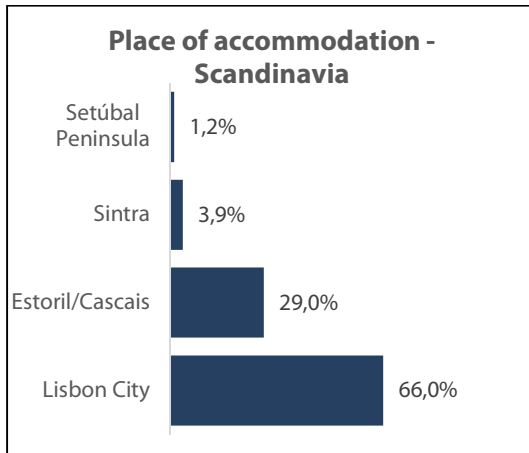


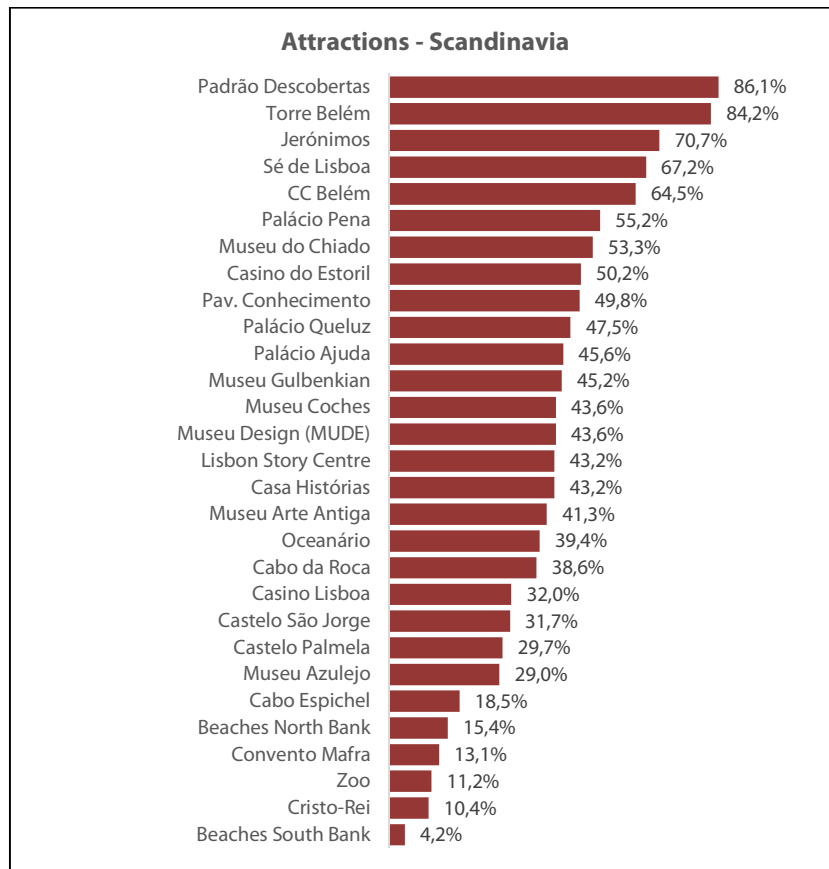
Evaluation of the sources of information before the stay - Scandinavia		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Newspapers and magazines	95,5%	8,91
Tourism brochures	100,0%	8,87
Travel agents	94,9%	8,82
Tourism guides/books	97,5%	8,80
Family/friends	87,2%	8,74
Other official websites	80,2%	8,25
www.visitlisboa.com	69,5%	8,05
Social networks	66,0%	7,79
Accommodation websites	59,9%	7,66
Airline websites	48,6%	7,48
Travel websites	35,7%	6,67



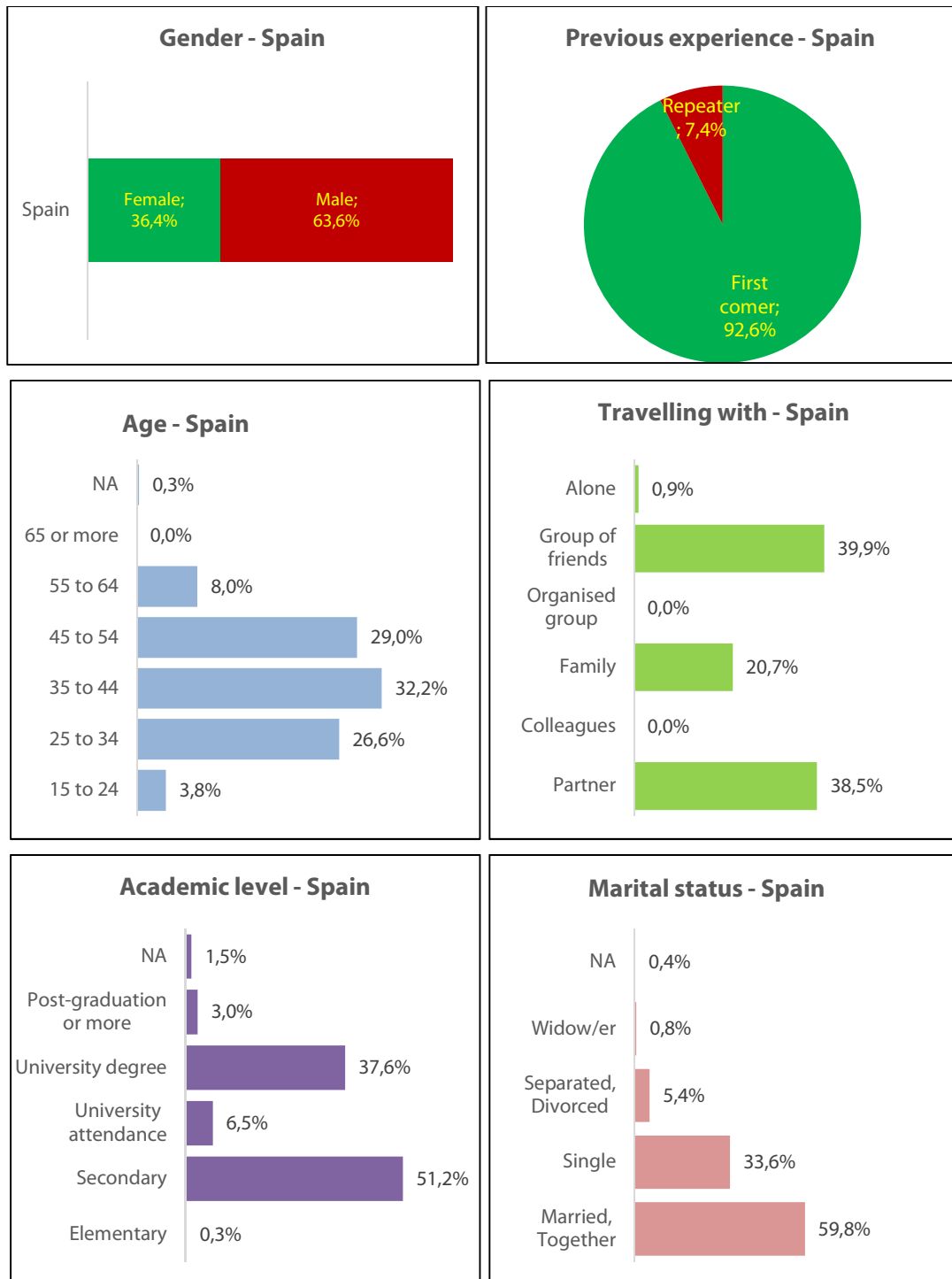
Evaluation of the sources of information during the stay - Scandinavia		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Internet terminals	94,9%	8,79
Family/friends	97,5%	8,68
Place of accommodation	84,5%	8,59
Mobile apps	93,1%	8,52
Tourism guides/books	82,9%	8,37
Local people	83,9%	8,30
Tourism information offices	67,4%	8,19
Tourism brochures	50,3%	7,53

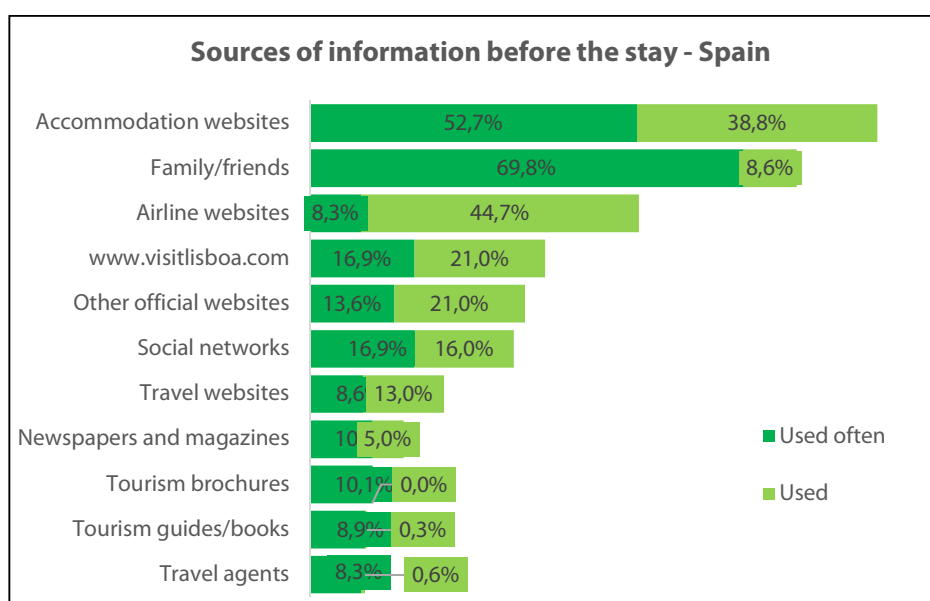
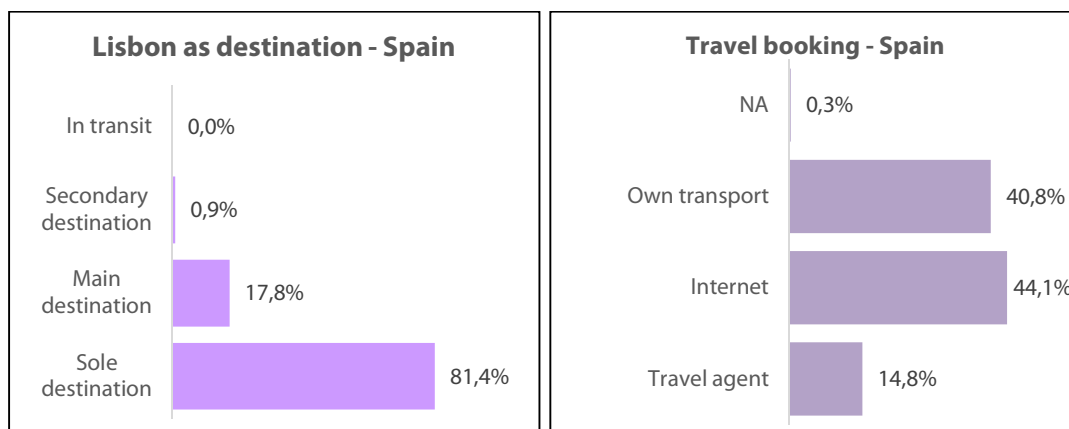




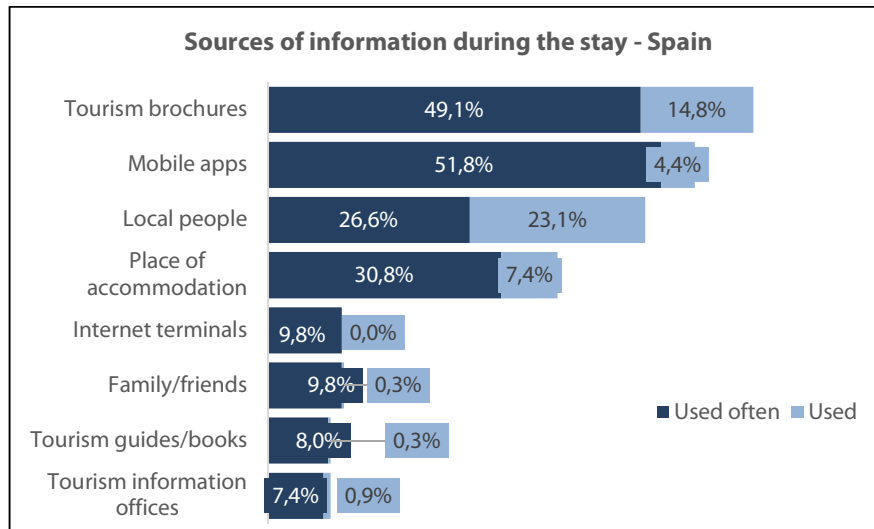
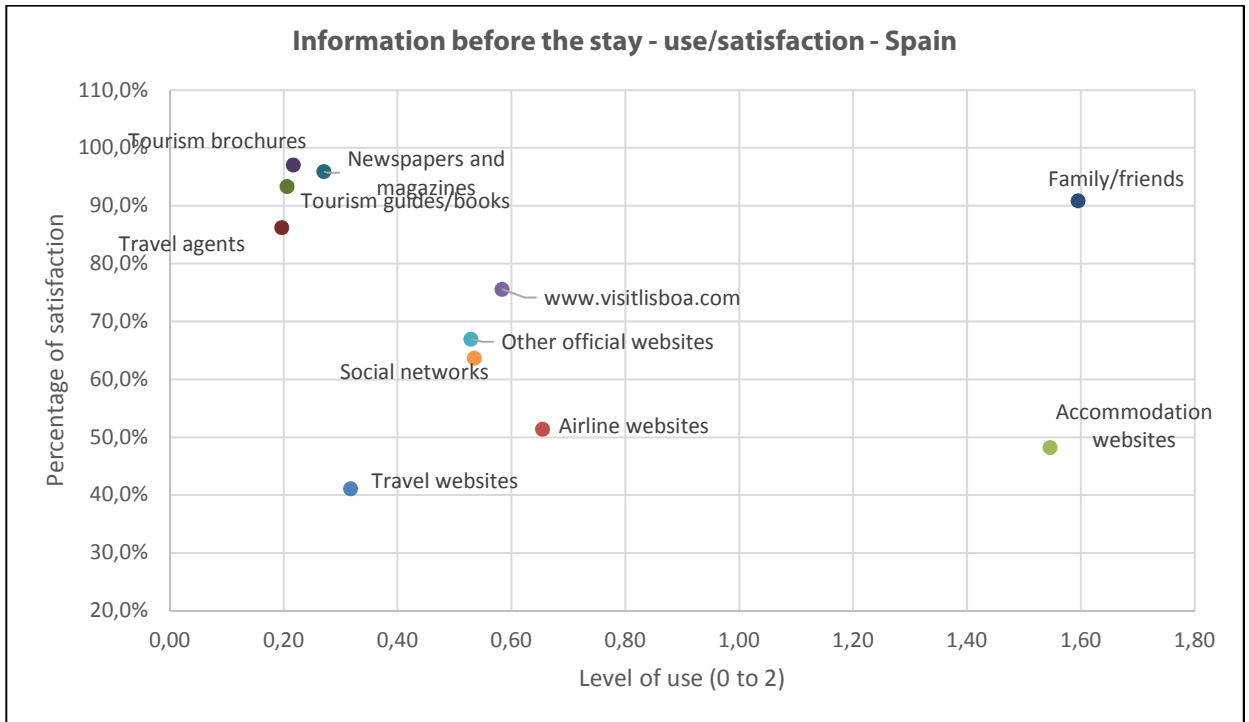


SPAIN (338 Answers)

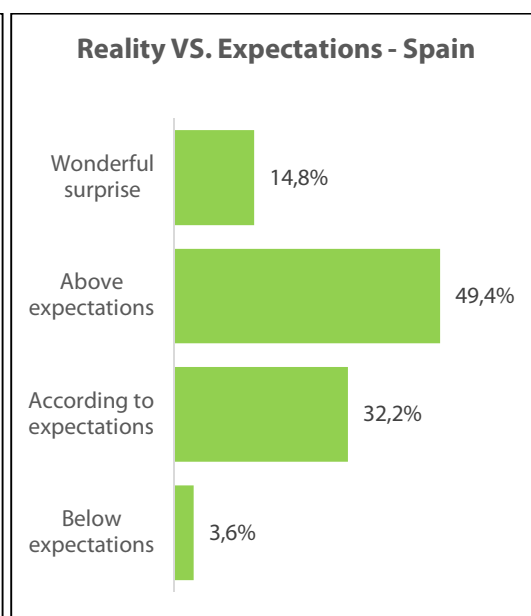
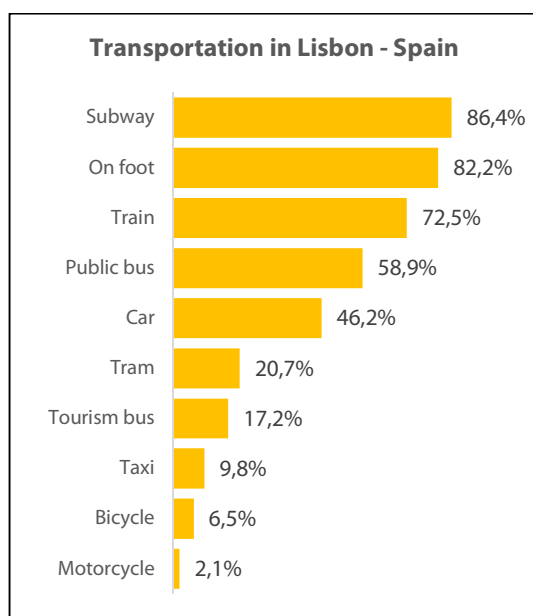
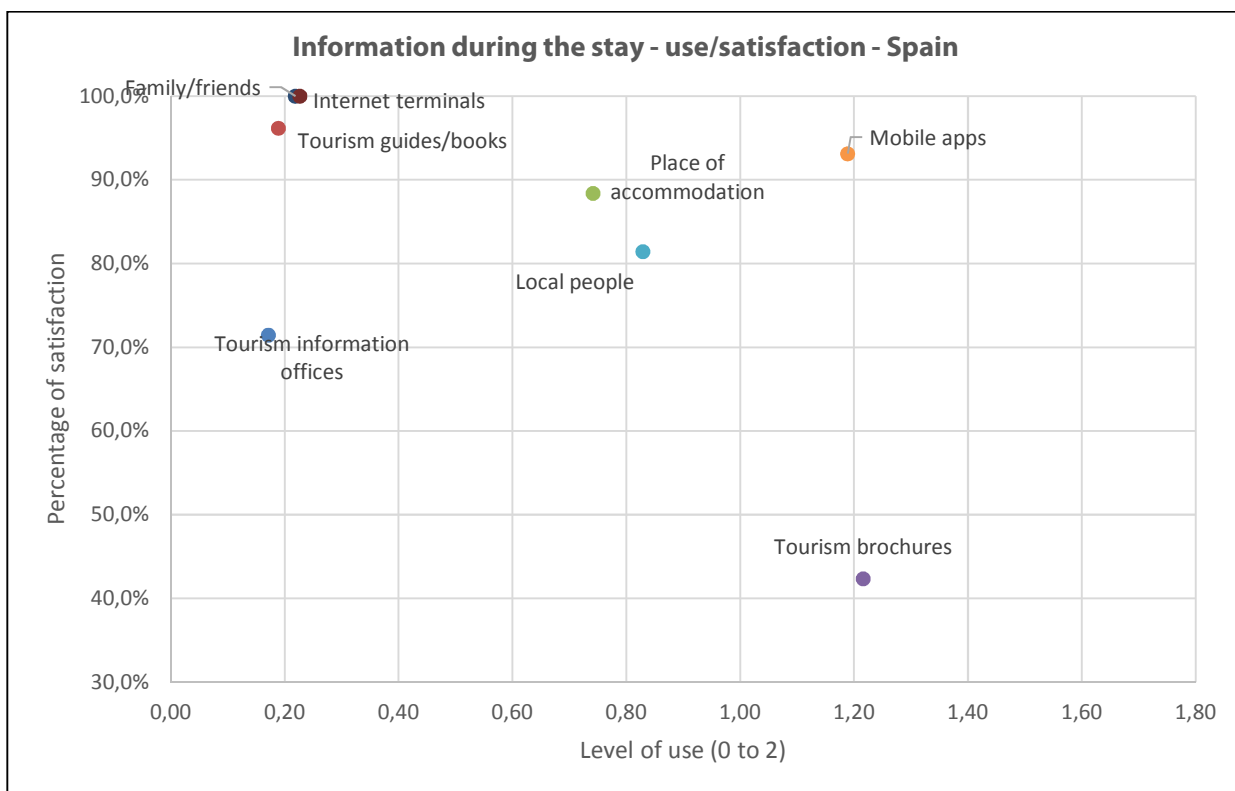


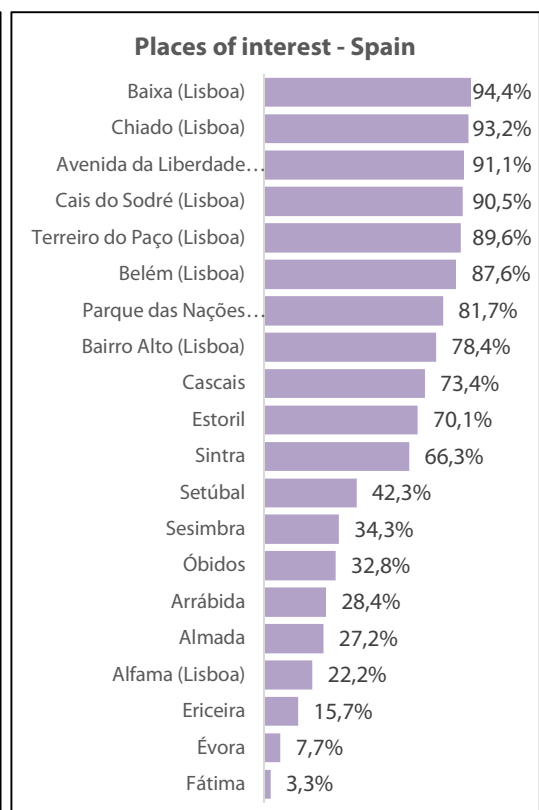
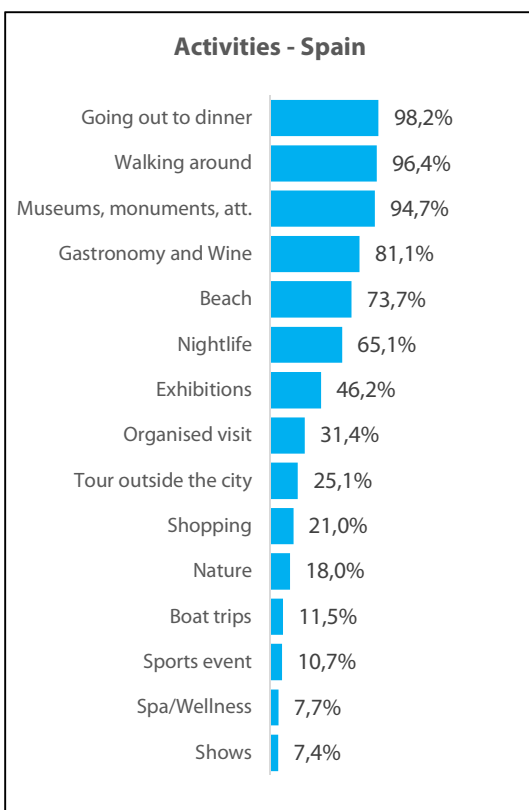
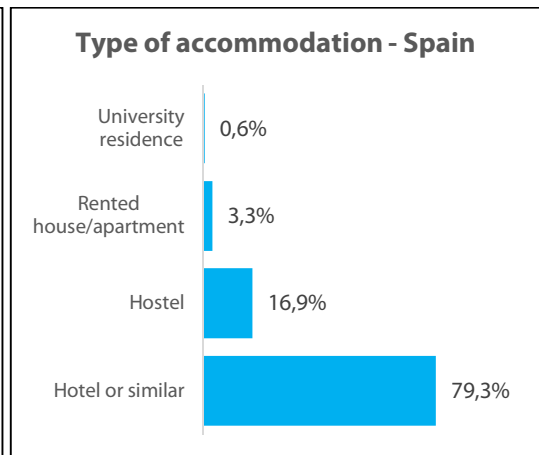
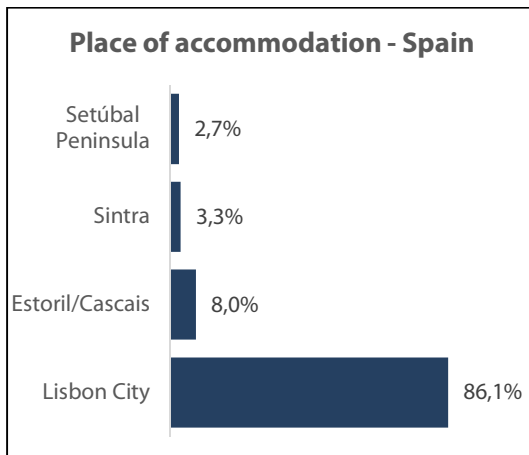


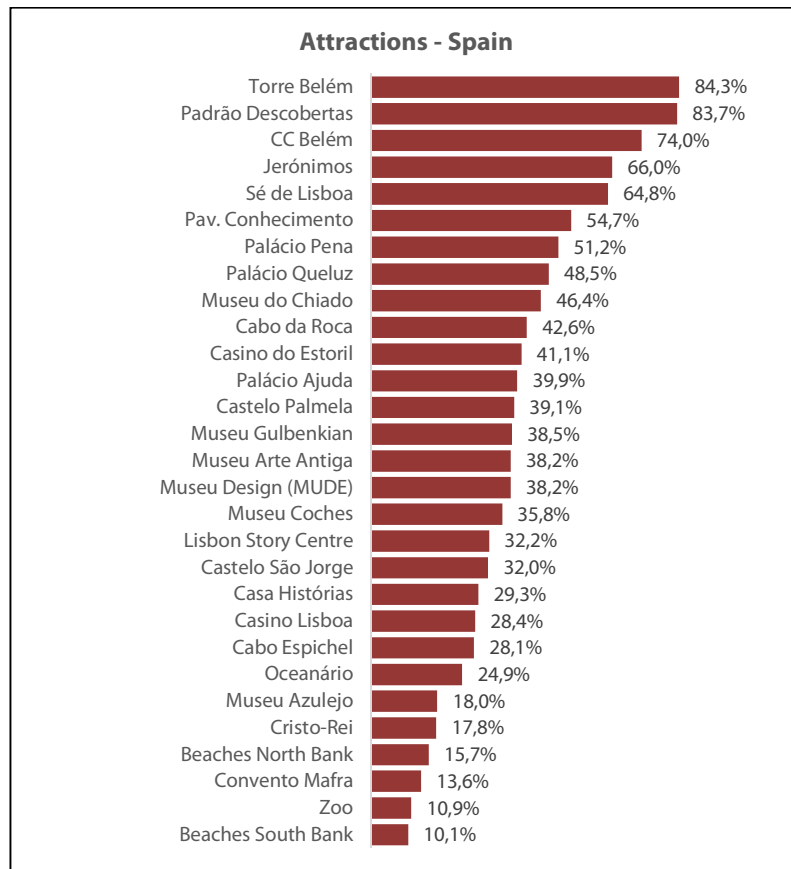
Evaluation of the sources of information before the stay - Spain		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Tourism brochures	97,1%	8,94
Newspapers and magazines	95,9%	8,88
Family/friends	90,9%	8,79
Tourism guides/books	93,3%	8,73
Travel agents	86,2%	8,52
www.visitlisboa.com	75,6%	8,02
Other official websites	67,0%	7,94
Social networks	63,6%	7,74
Airline websites	51,4%	7,51
Accommodation websites	48,2%	7,37
Travel websites	41,1%	7,03



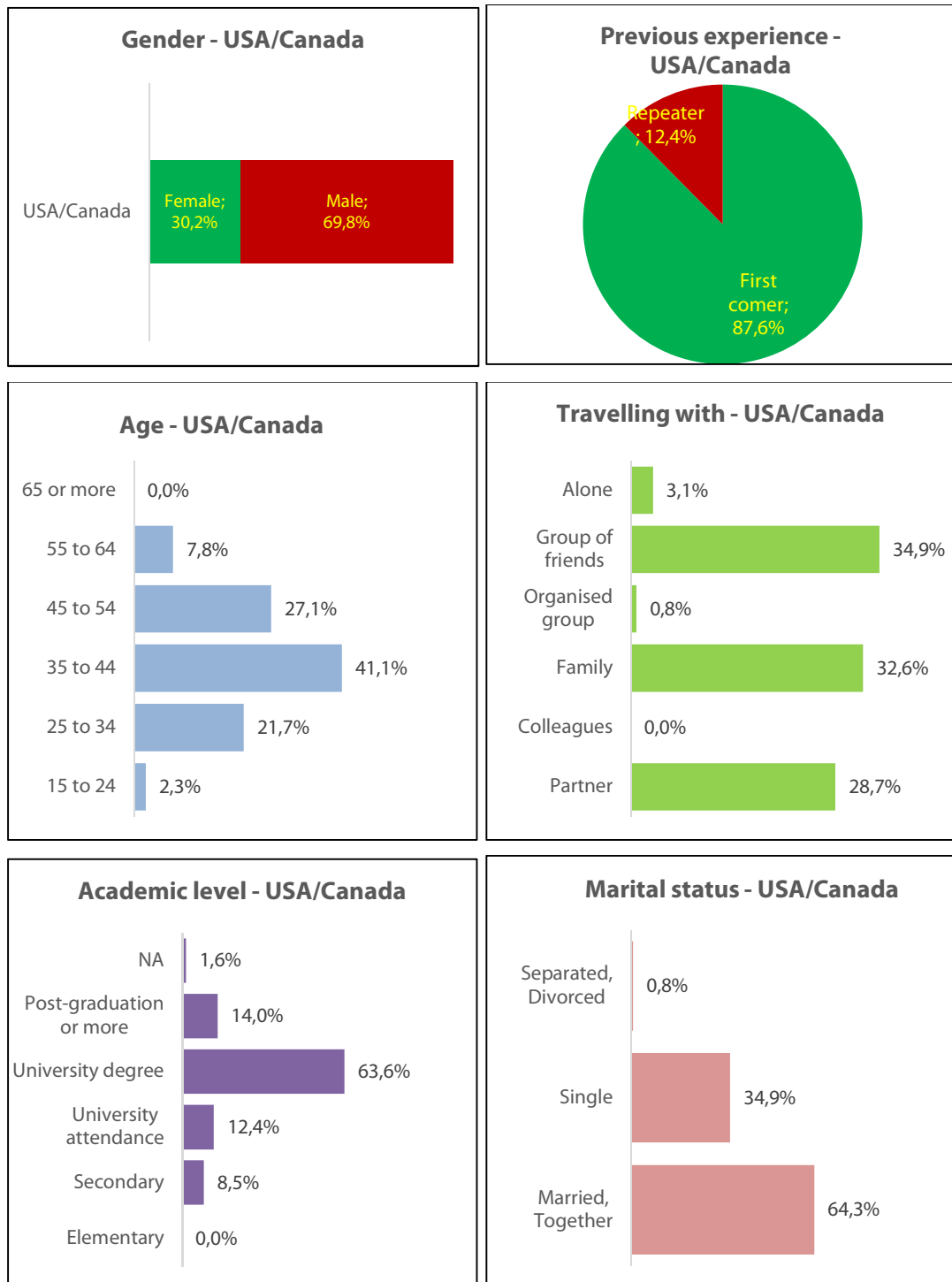
Evaluation of the sources of information during the stay - Spain		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Tourism guides/books	96,2%	9,00
Internet terminals	100,0%	9,00
Family/friends	100,0%	8,79
Place of accommodation	88,4%	8,61
Mobile apps	93,1%	8,52
Local people	81,4%	8,40
Tourism information offices	71,4%	8,29
Tourism brochures	42,3%	7,31

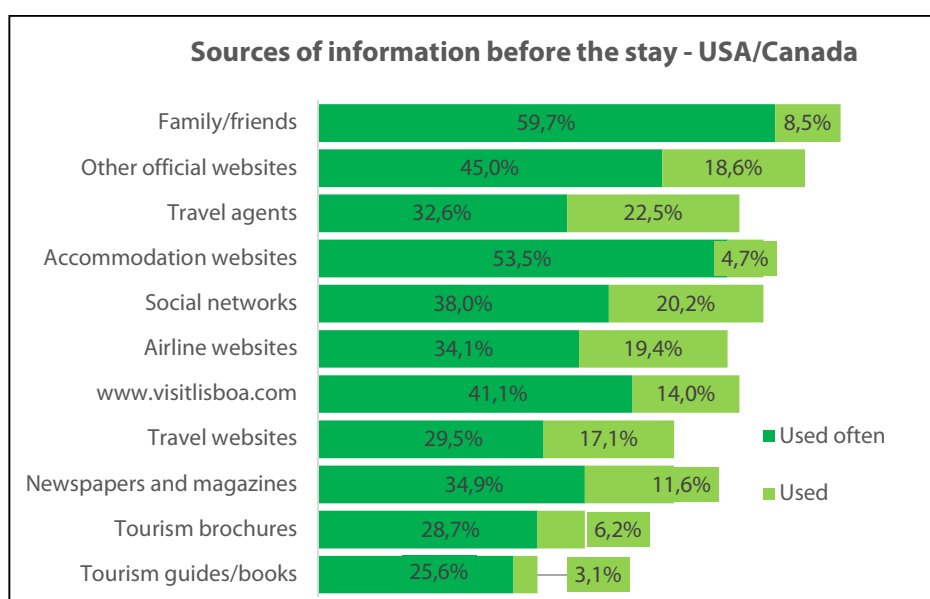
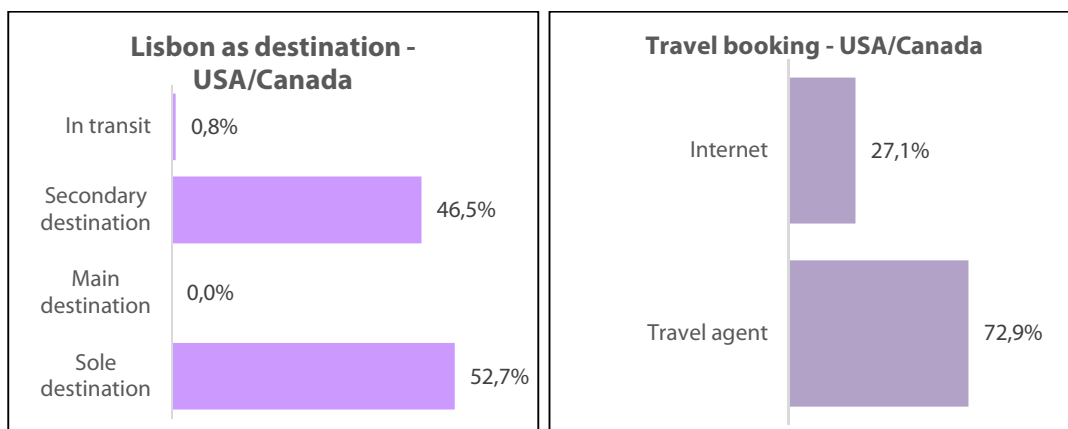




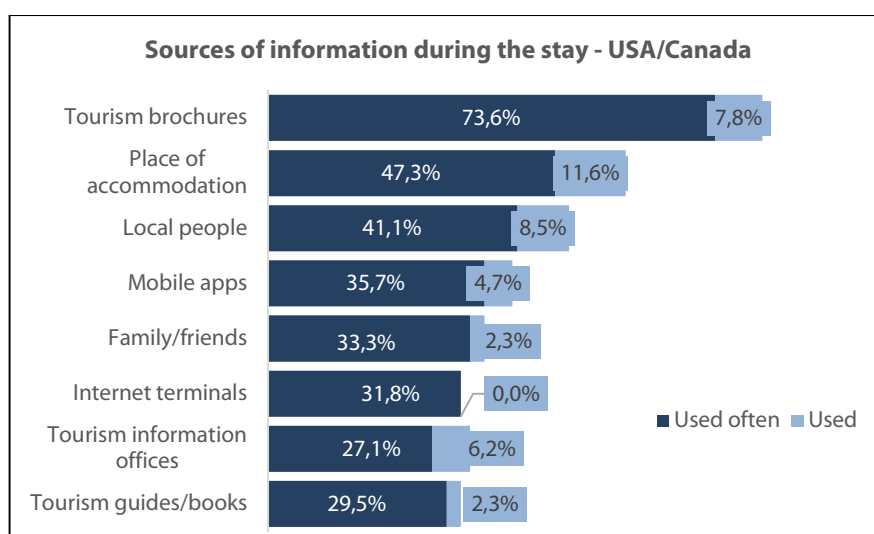
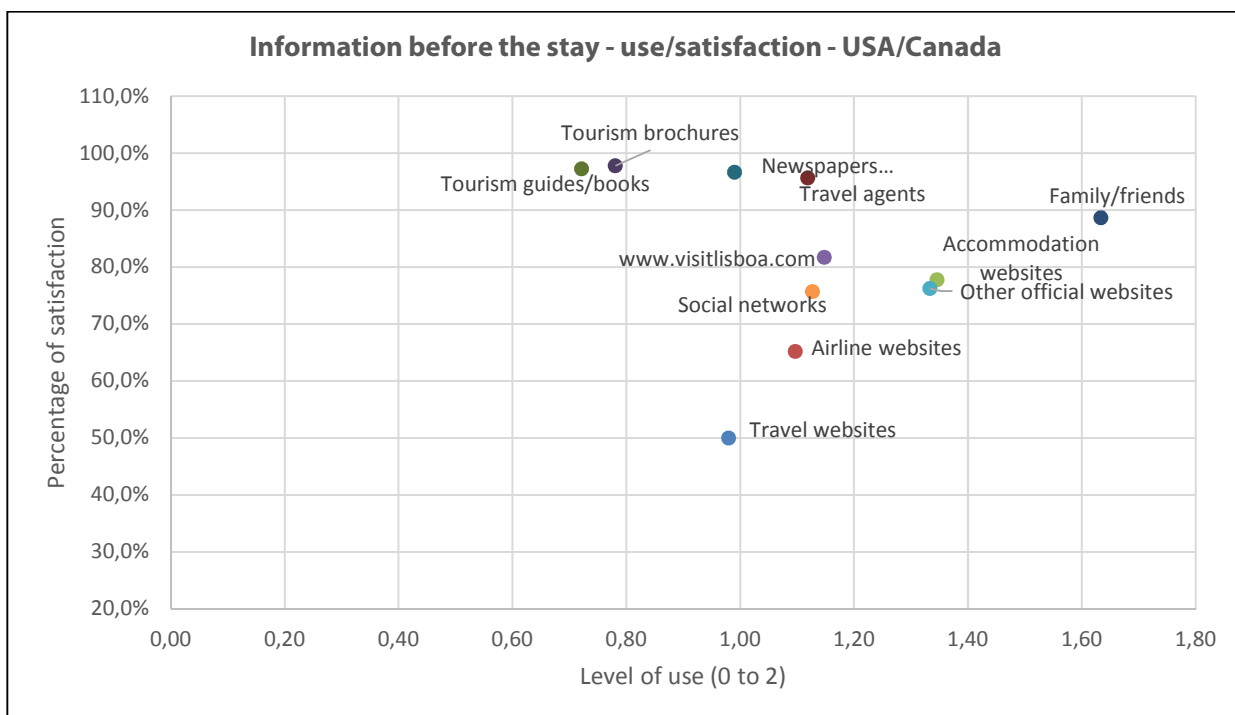


USA/CANADA (129 Answers)

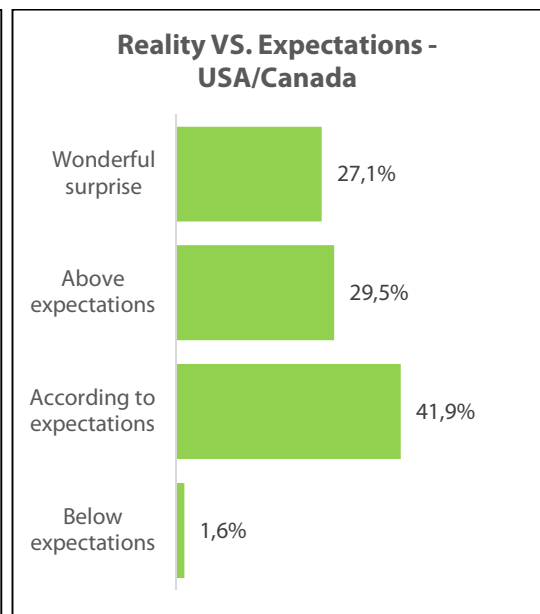
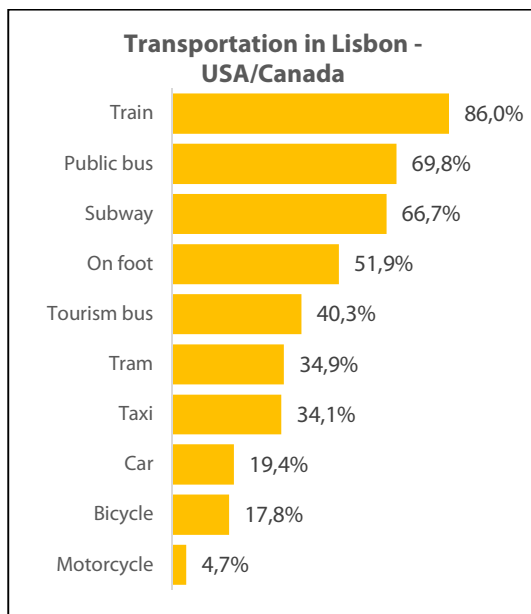
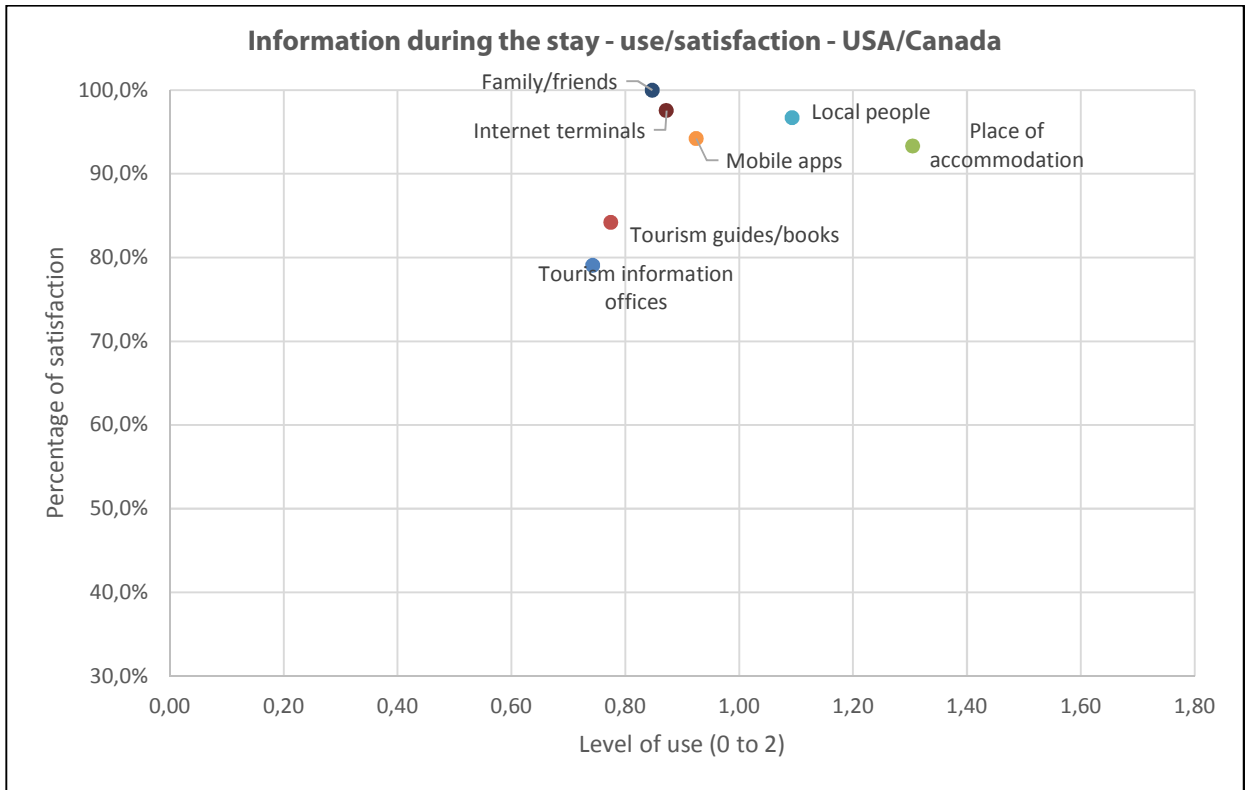


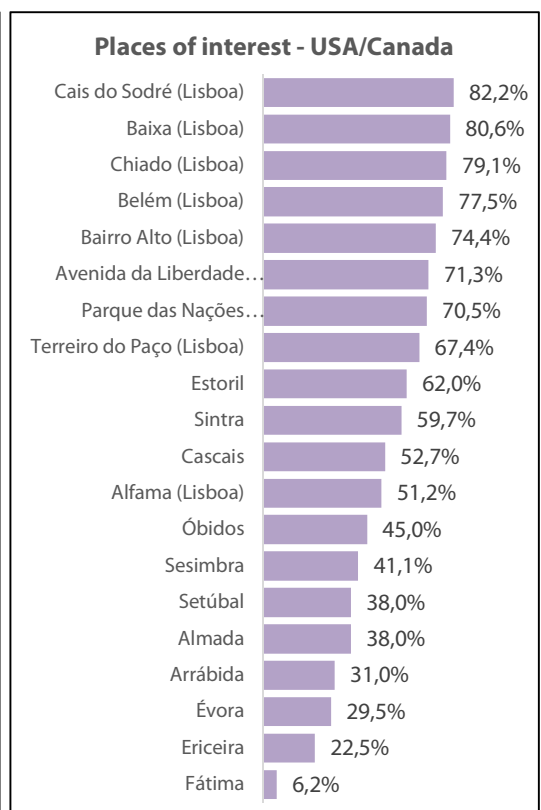
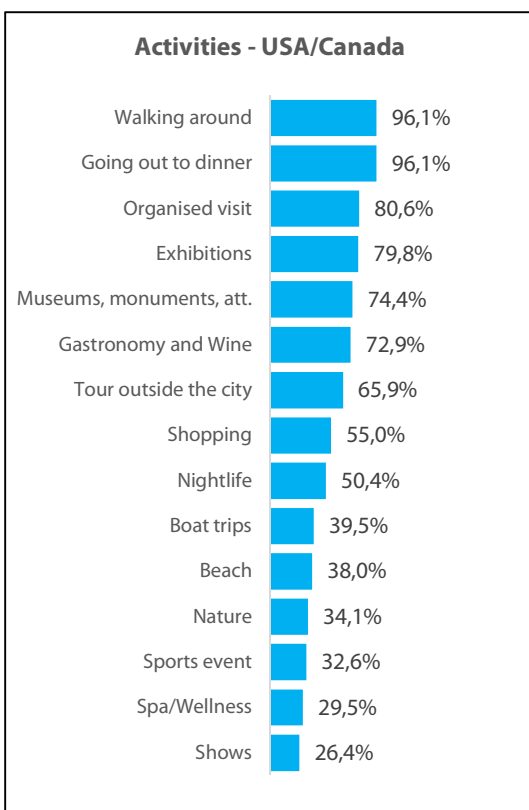
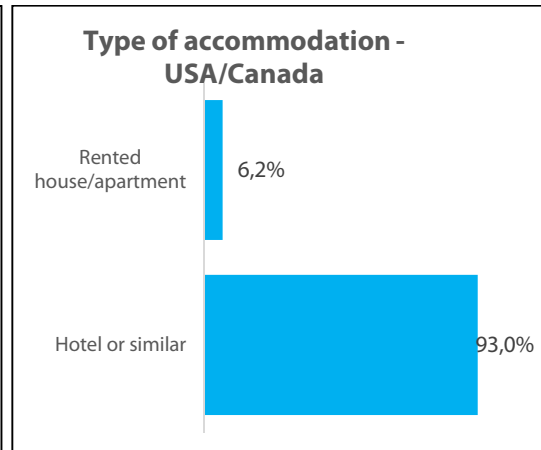
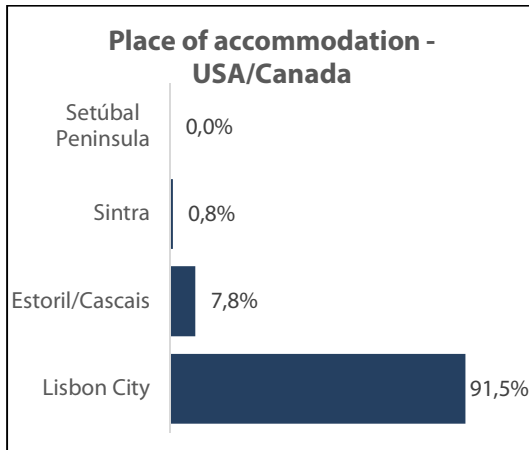


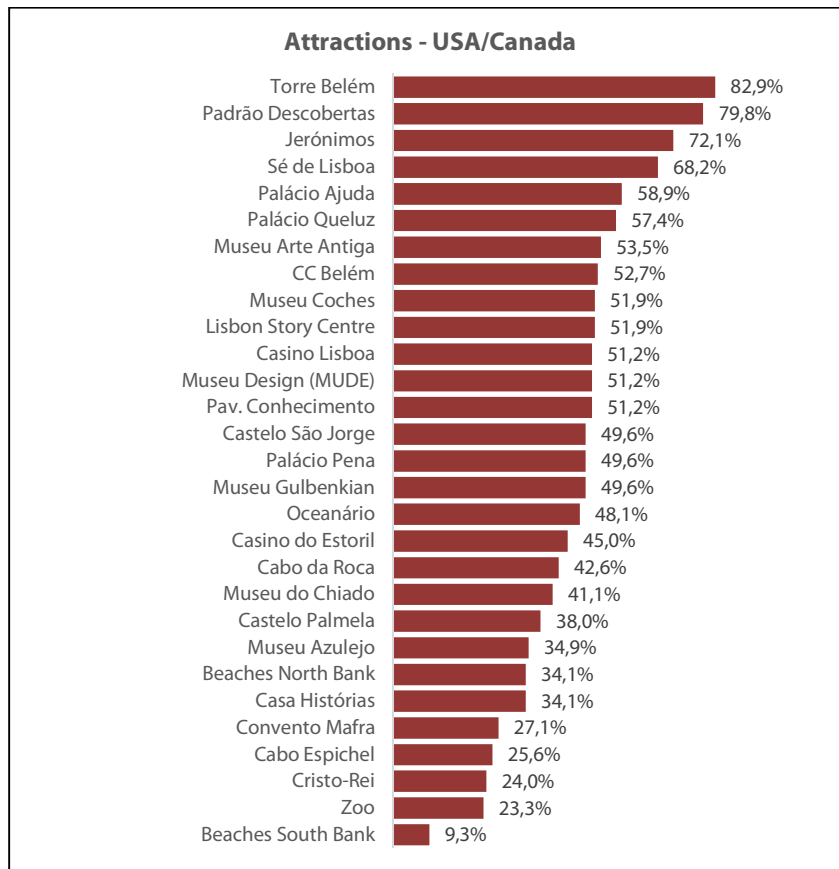
Evaluation of the sources of information before the stay - USA/Canada		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Newspapers and magazines	96,7%	8,97
Tourism guides/books	97,2%	8,94
Tourism brochures	97,8%	8,91
Travel agents	95,7%	8,90
Family/friends	88,6%	8,72
www.visitlisboa.com	81,7%	8,27
Accommodation websites	77,8%	8,21
Other official websites	76,3%	8,11
Social networks	75,7%	8,07
Airline websites	65,2%	8,06
Travel websites	50,0%	7,32



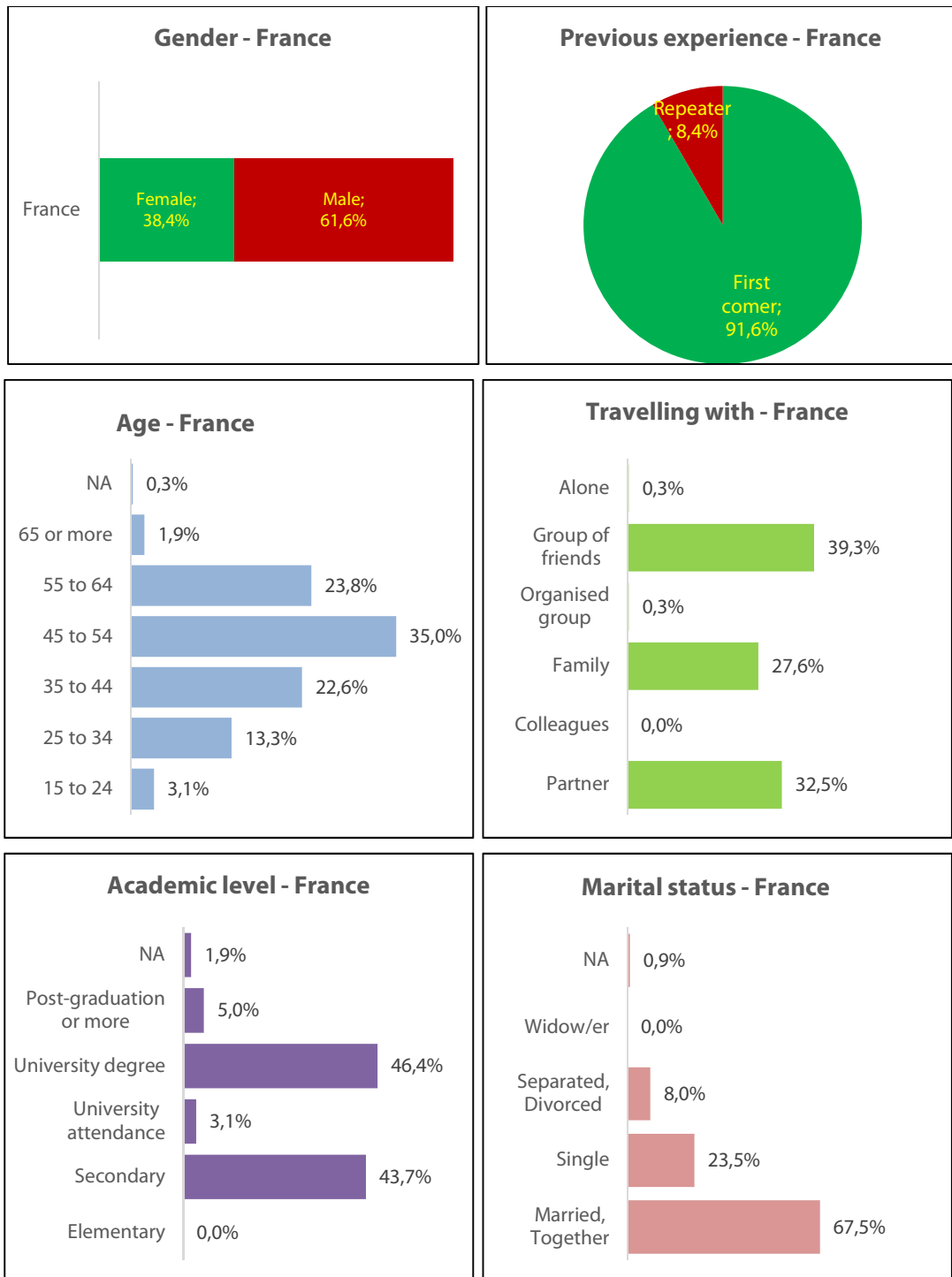
Evaluation of the sources of information during the stay - USA/Canada		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Family/friends	100,0%	9,00
Internet terminals	97,6%	8,93
Local people	96,7%	8,85
Mobile apps	94,2%	8,81
Place of accommodation	93,3%	8,80
Tourism guides/books	84,2%	8,53
Tourism information offices	79,1%	8,49
Tourism brochures	71,6%	7,99

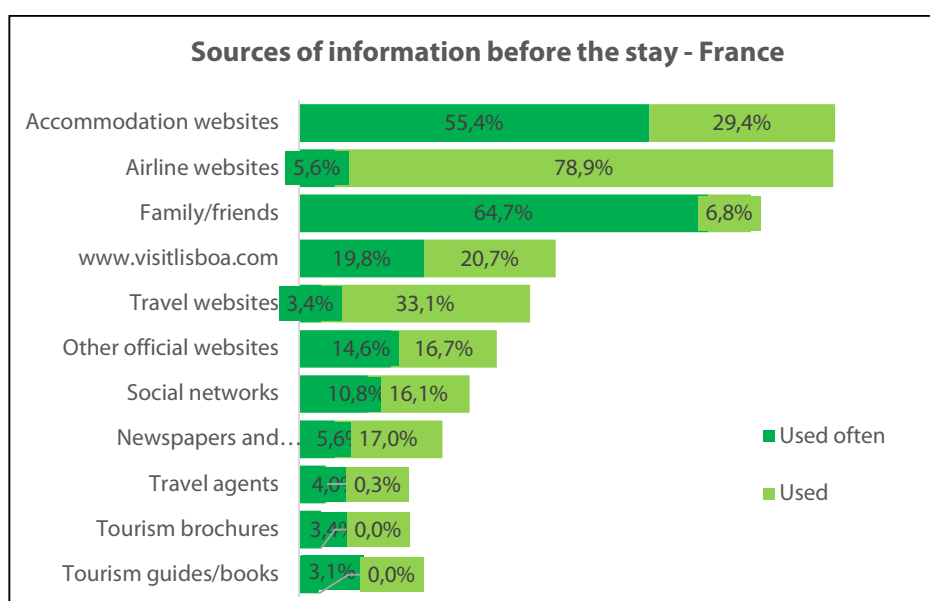
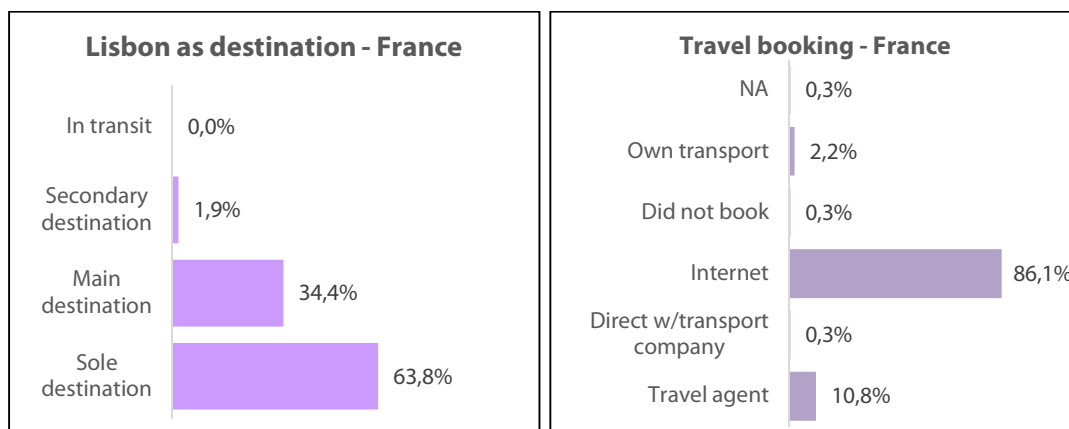




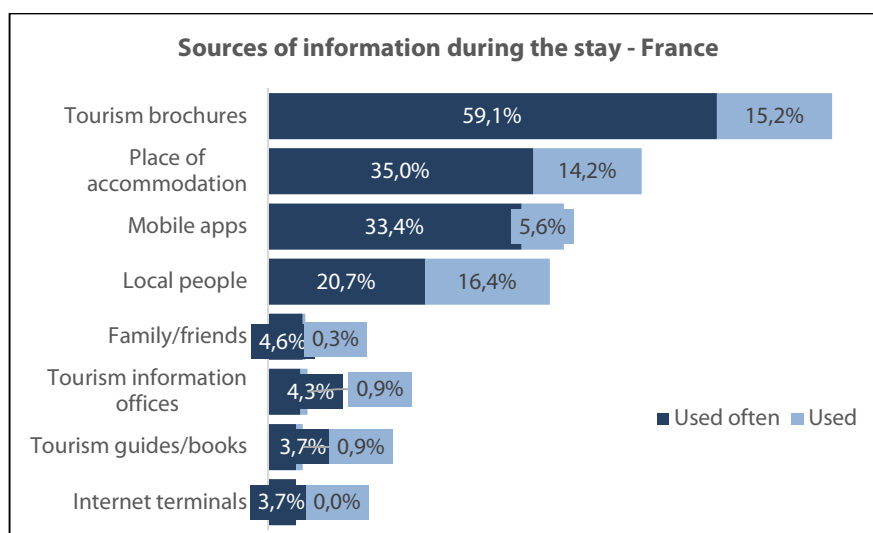
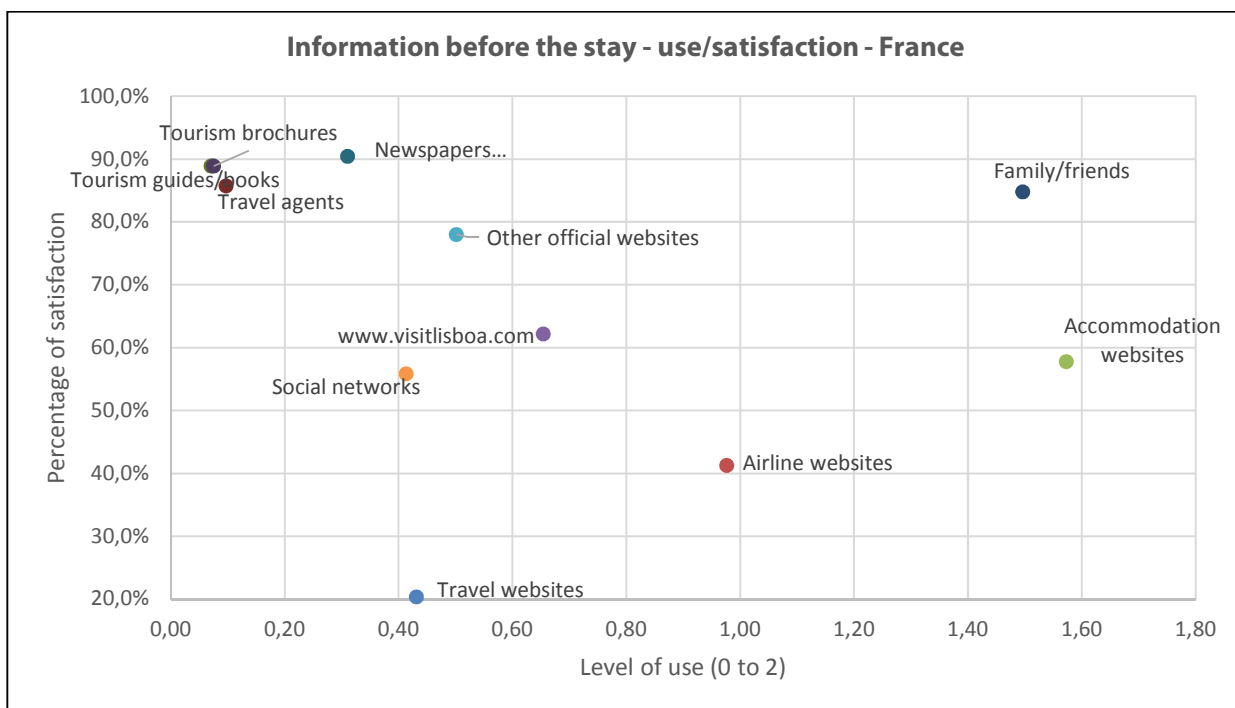


FRANCE (323 Answers)

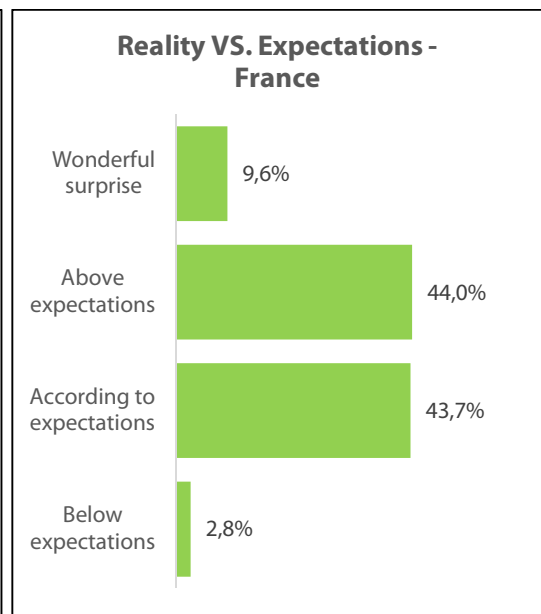
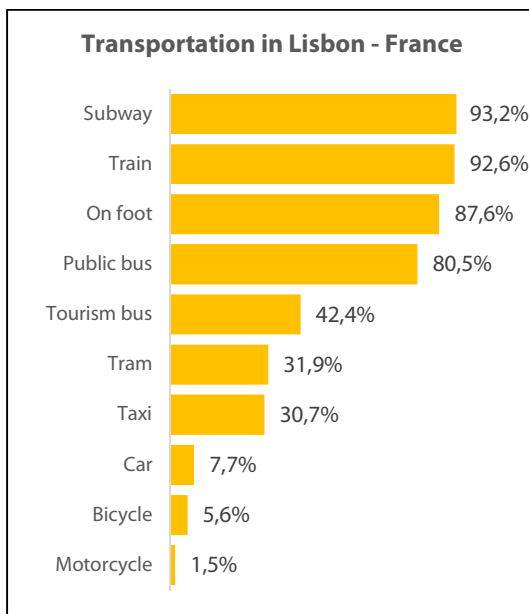
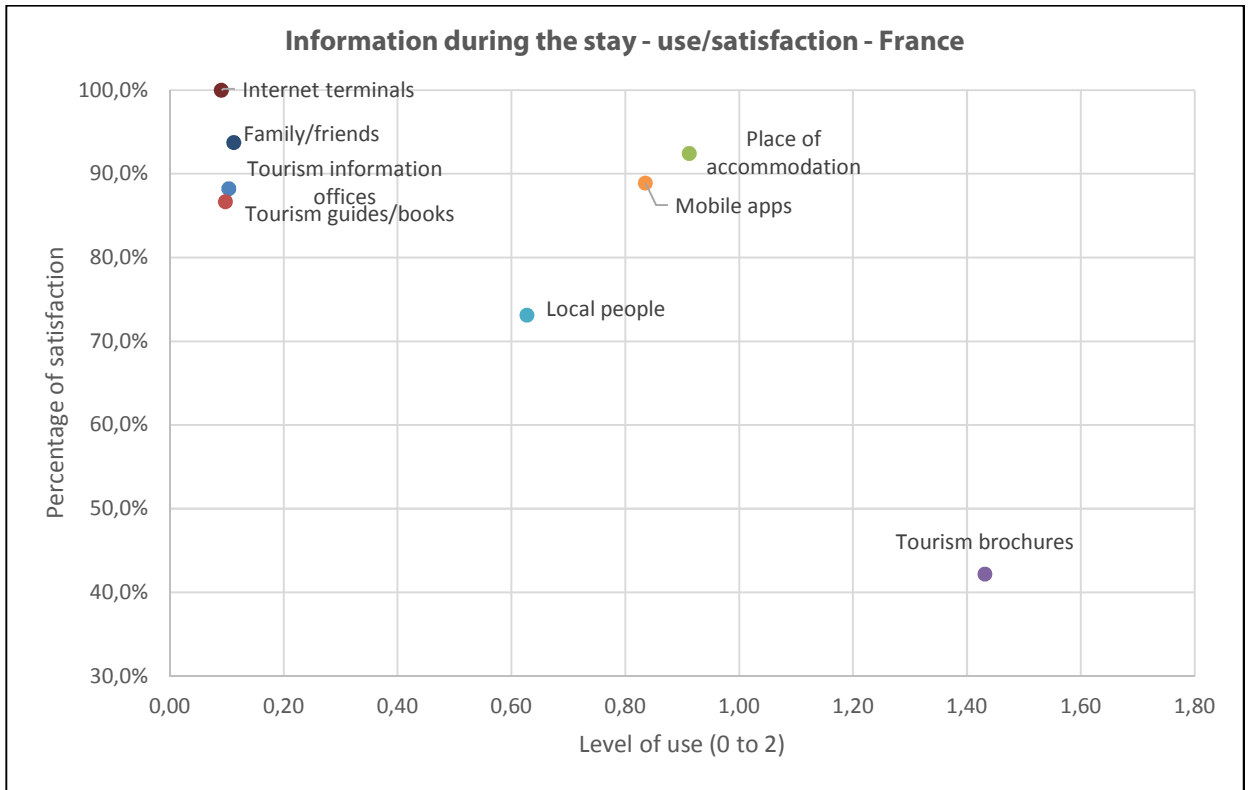


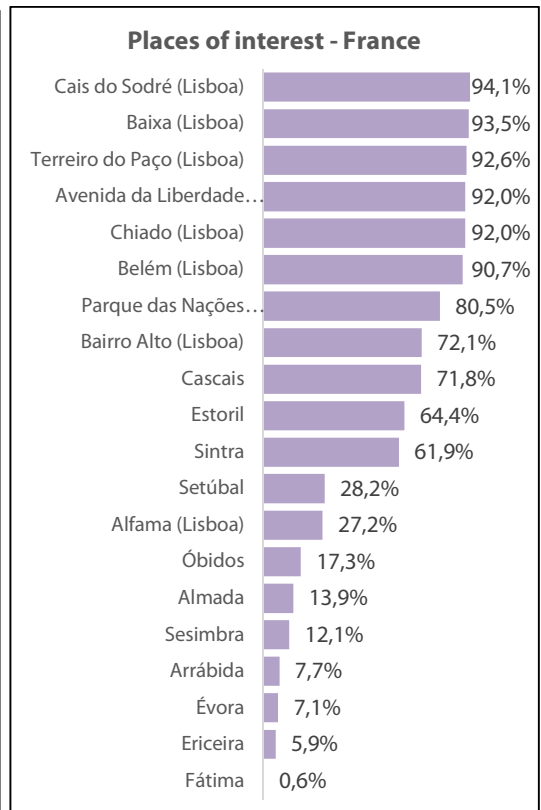
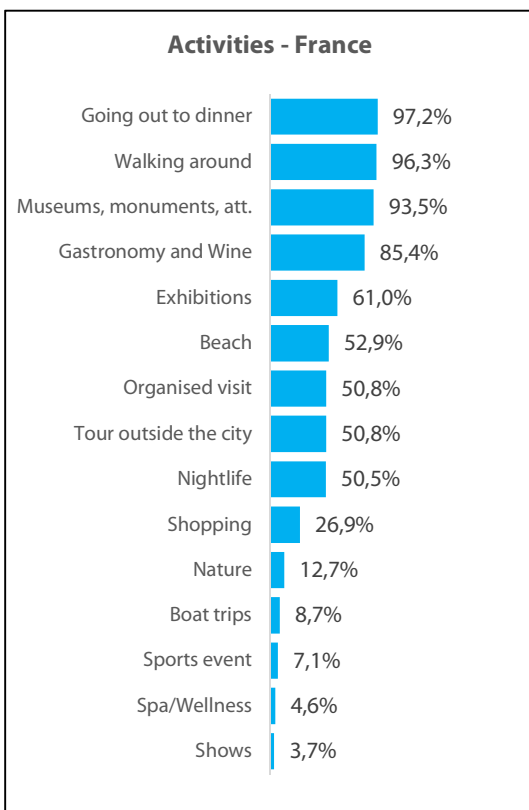
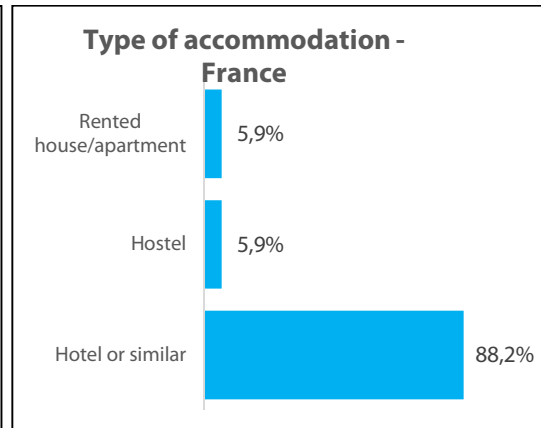
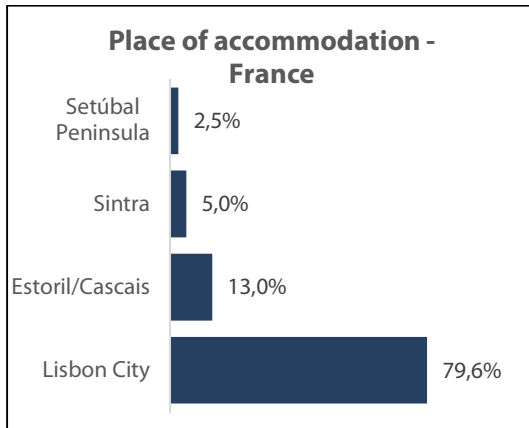


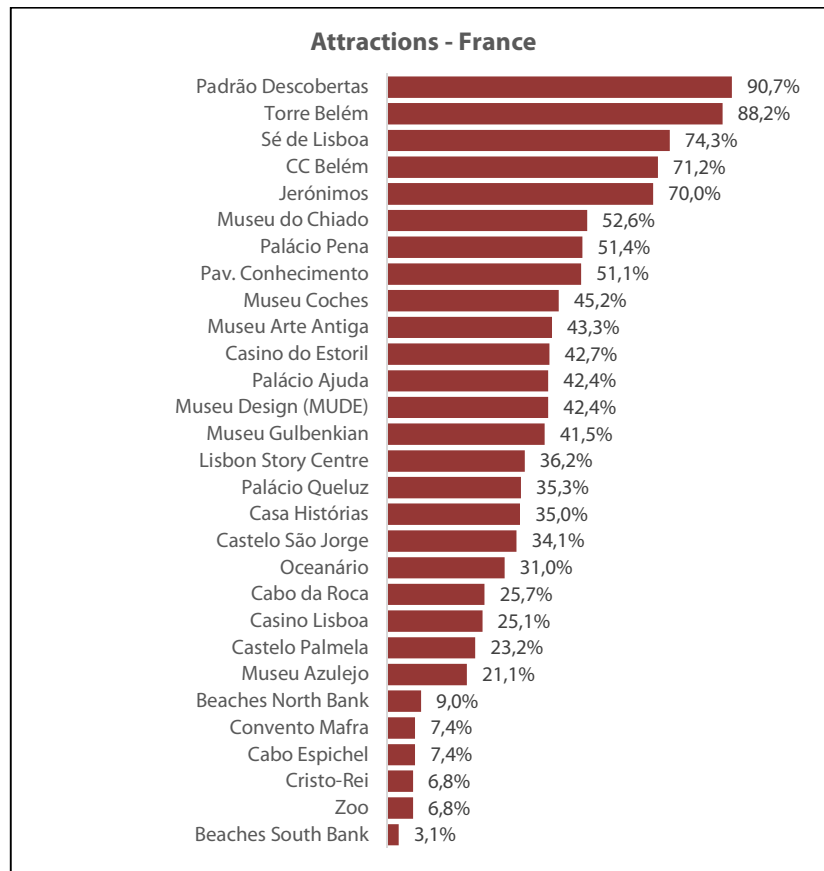
Evaluation of the sources of information before the stay - France		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Newspapers and magazines	90,4%	8,85
Tourism brochures	88,9%	8,78
Family/friends	84,8%	8,71
Tourism guides/books	88,9%	8,67
Travel agents	85,7%	8,50
Other official websites	78,0%	8,24
www.visitlisboa.com	62,2%	7,87
Accommodation websites	57,8%	7,57
Social networks	55,8%	7,48
Airline websites	41,3%	7,26
Travel websites	20,3%	6,31



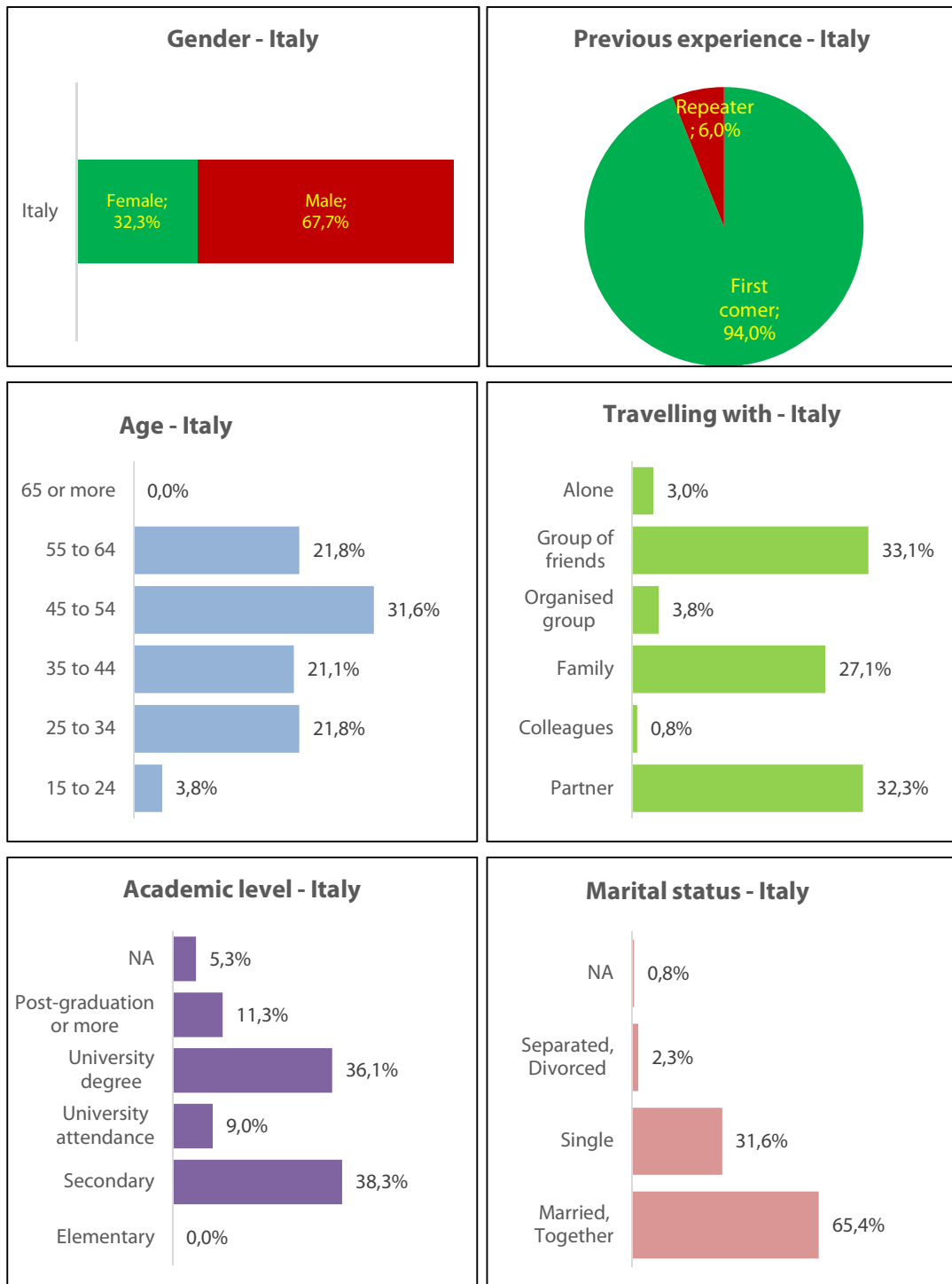
Evaluation of the sources of information during the stay - France		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Internet terminals	100,0%	9,08
Tourism guides/books	86,7%	9,07
Family/friends	93,8%	9,06
Place of accommodation	92,5%	8,91
Tourism information offices	88,2%	8,88
Mobile apps	88,9%	8,52
Local people	73,1%	8,25
Tourism brochures	42,2%	7,30

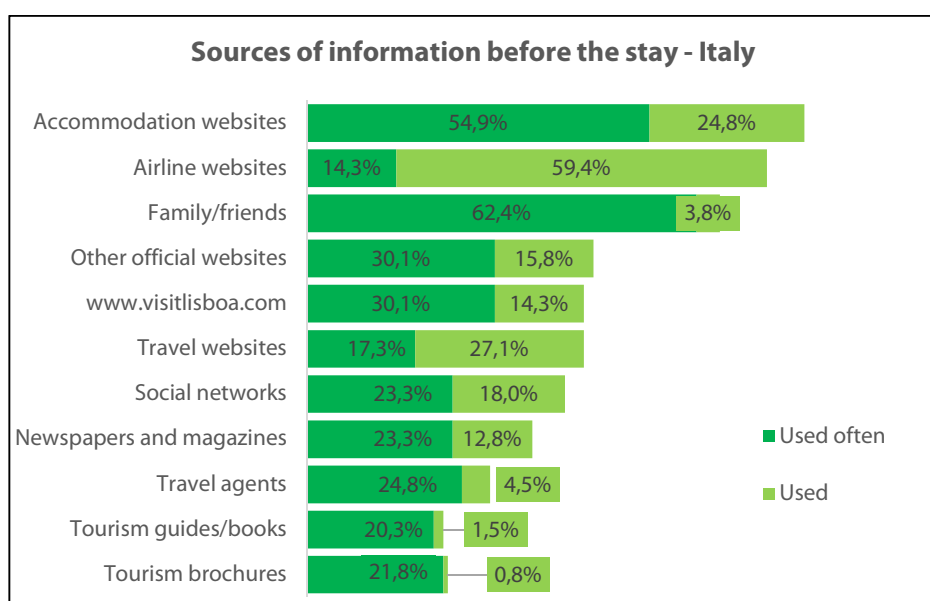
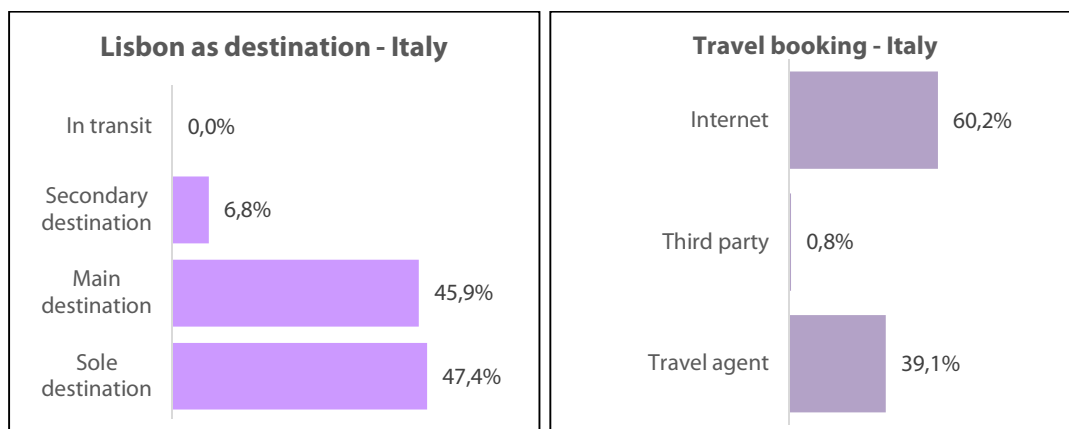




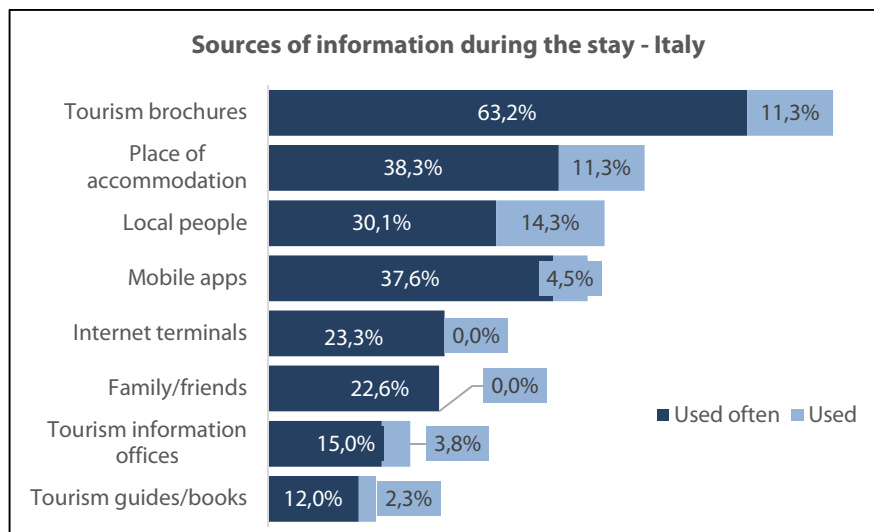
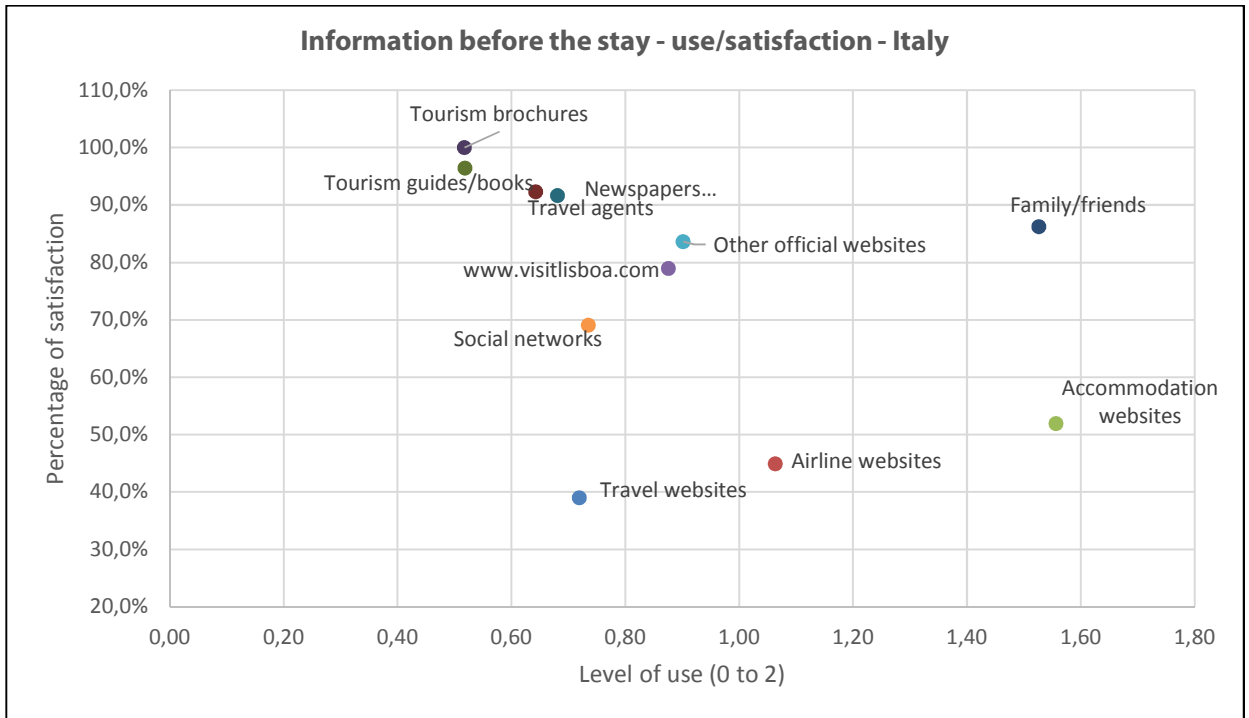


ITALY (133 Answers)

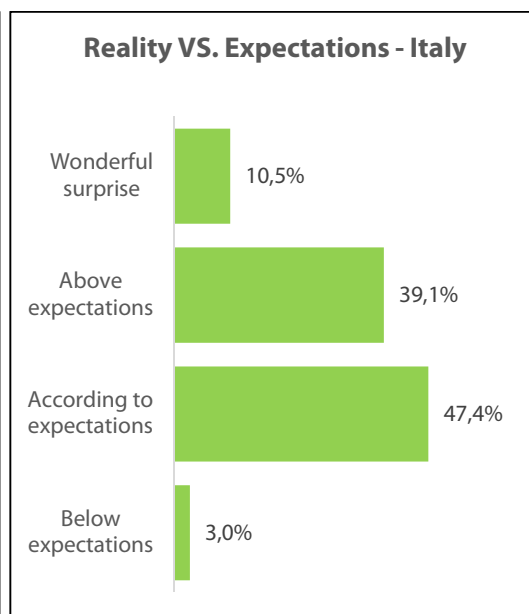
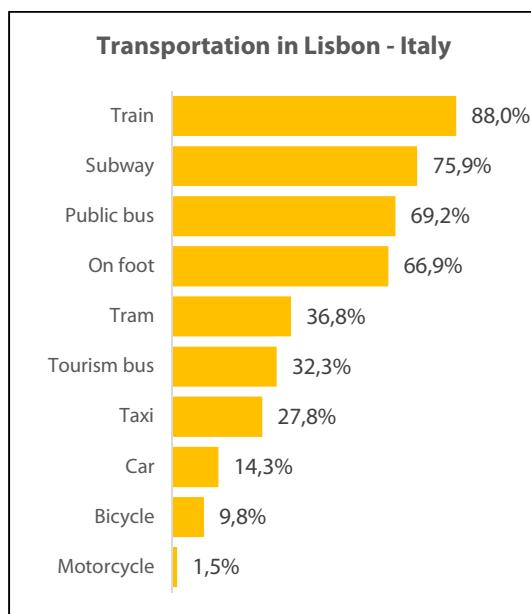
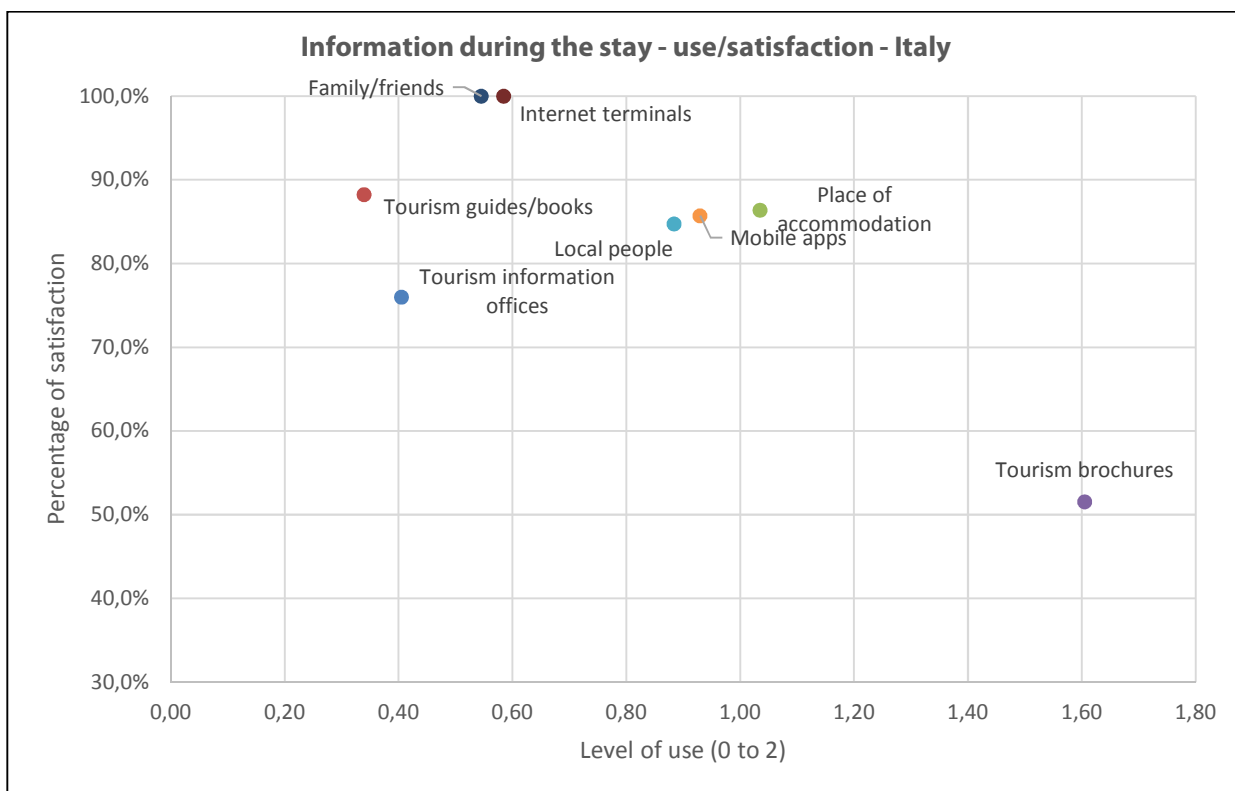


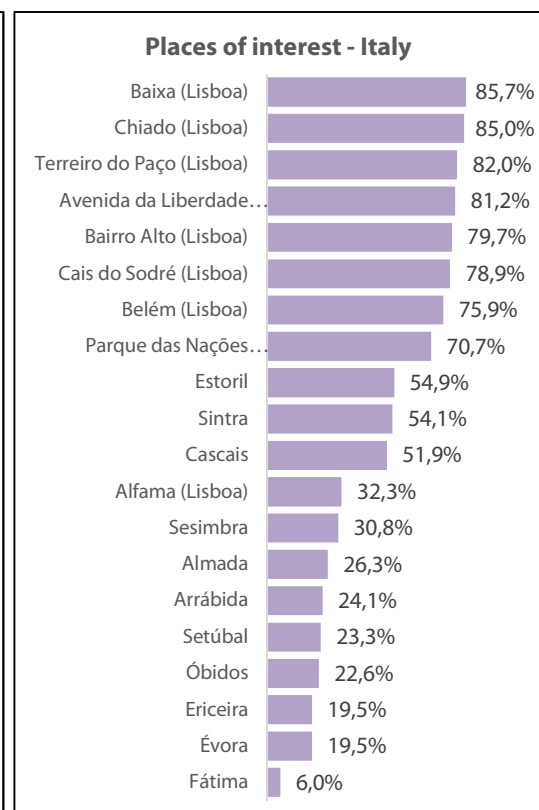
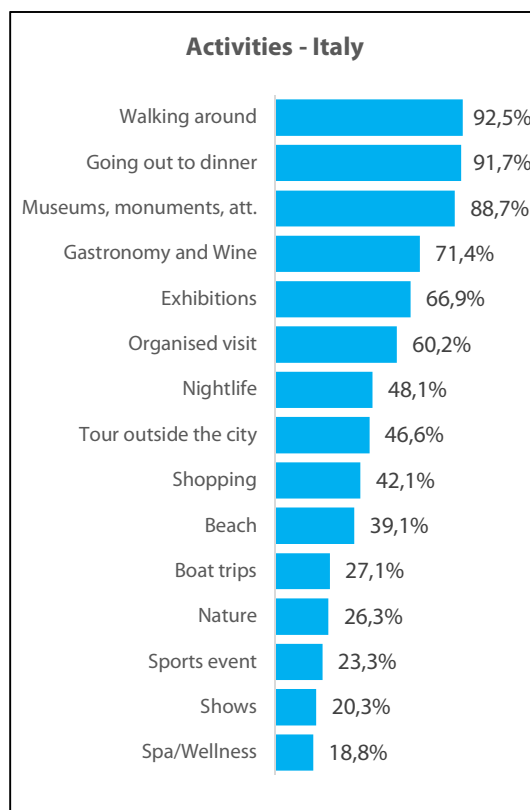
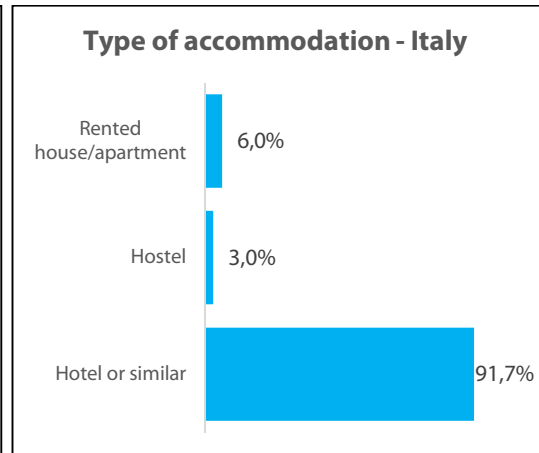
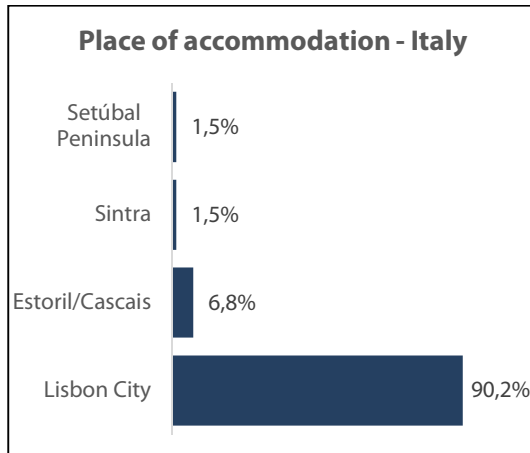


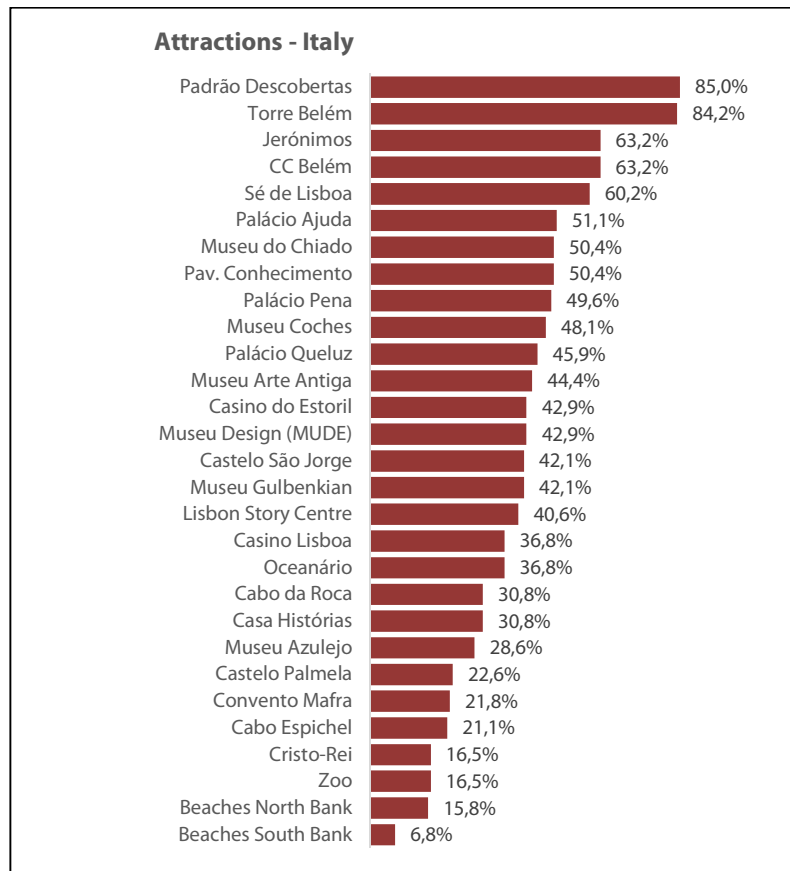
Evaluation of the sources of information before the stay - Italy		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Tourism brochures	100,0%	8,77
Tourism guides/books	96,4%	8,68
Newspapers and magazines	91,7%	8,63
Family/friends	86,2%	8,59
Travel agents	92,3%	8,51
www.visitlisboa.com	78,9%	8,26
Other official websites	83,6%	8,18
Social networks	69,1%	7,91
Accommodation websites	51,9%	7,52
Airline websites	44,9%	7,40
Travel websites	39,0%	6,88



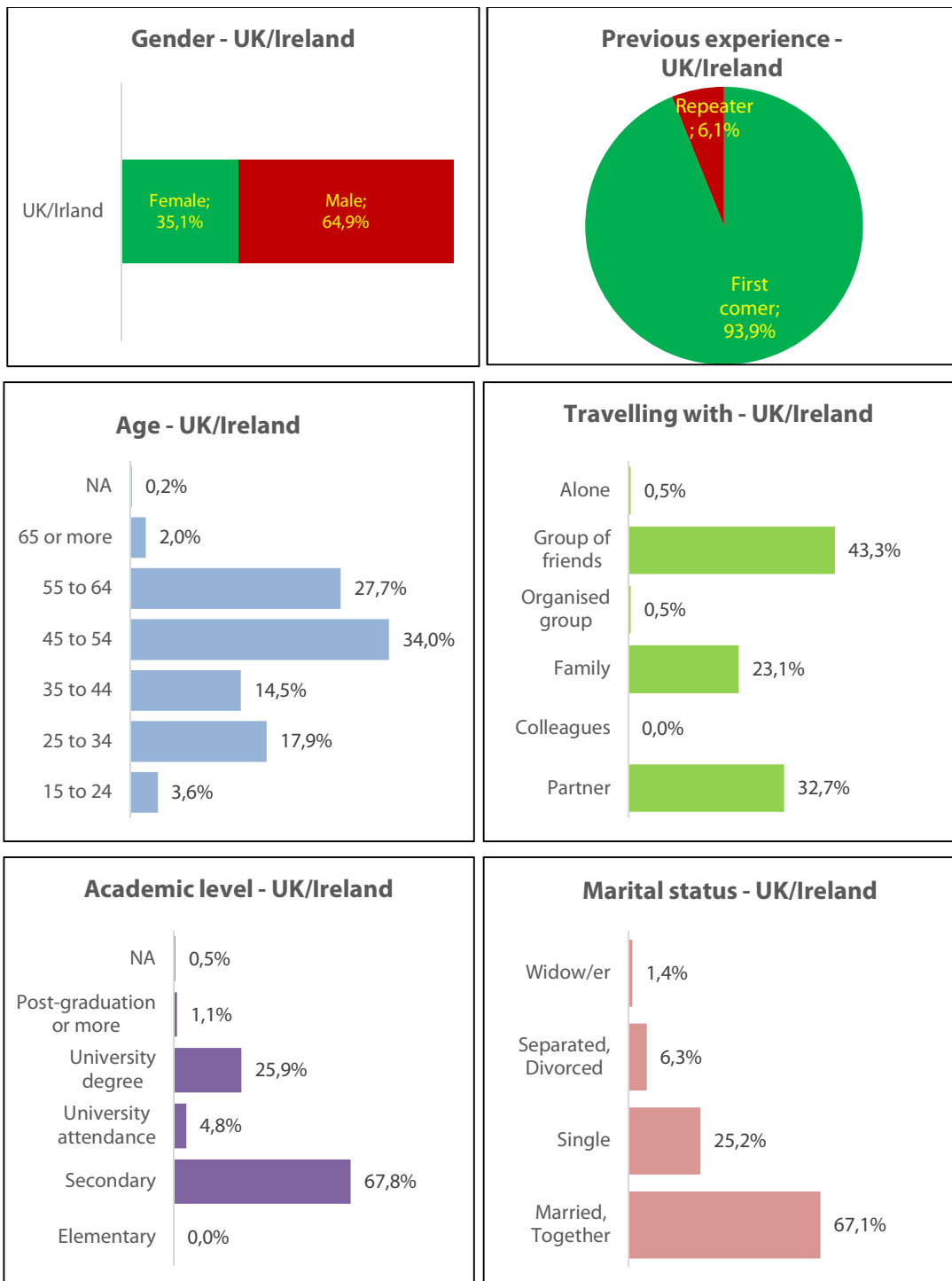
Evaluation of the sources of information during the stay - Italy		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Internet terminals	100,0%	9,00
Family/friends	100,0%	8,97
Tourism guides/books	88,2%	8,71
Place of accommodation	86,4%	8,65
Mobile apps	85,7%	8,48
Local people	84,7%	8,39
Tourism information offices	76,0%	8,32
Tourism brochures	51,5%	7,65

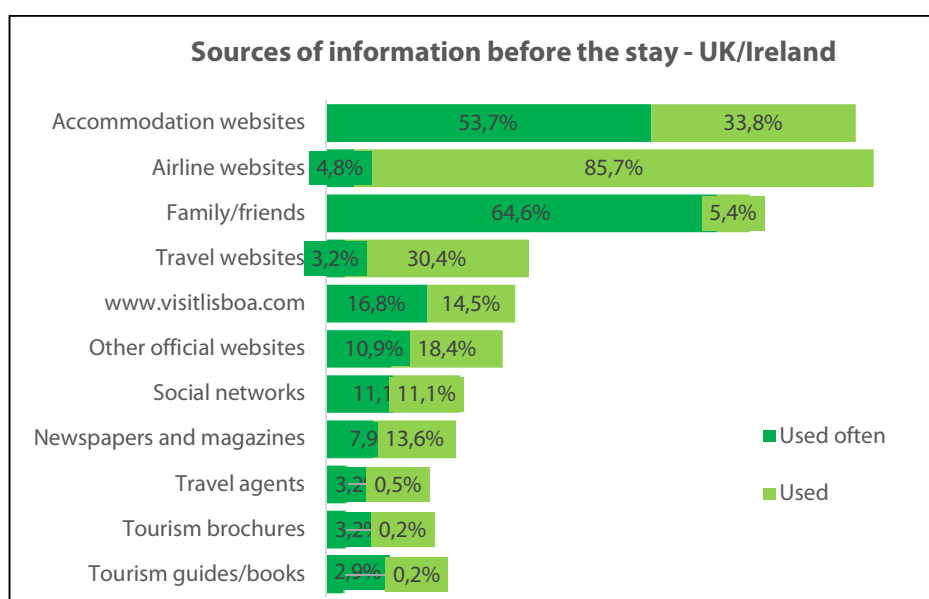
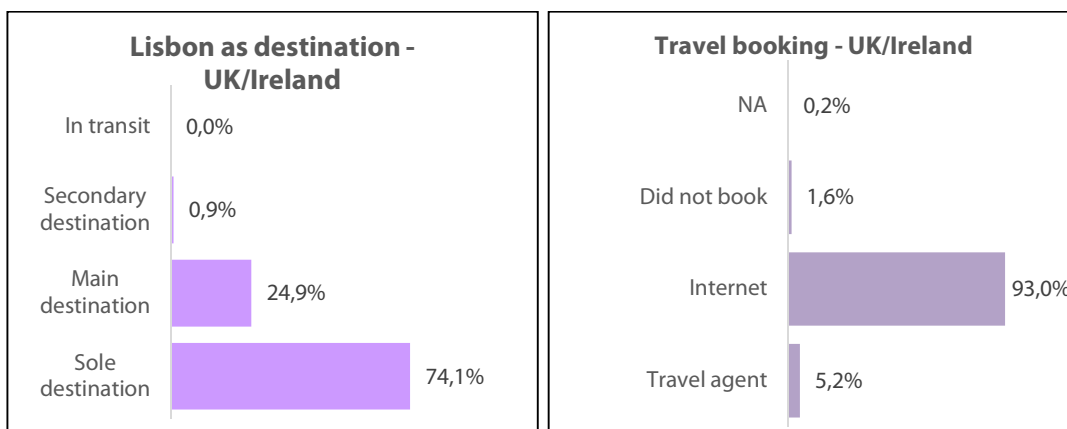




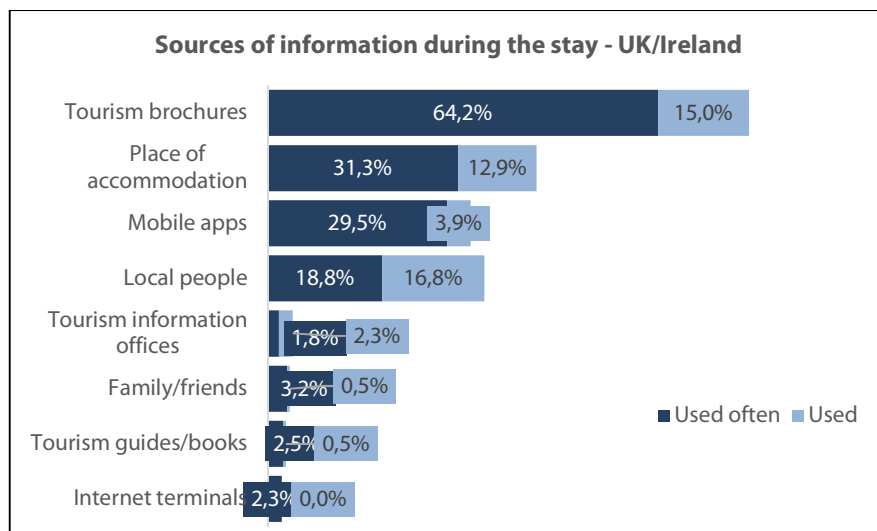
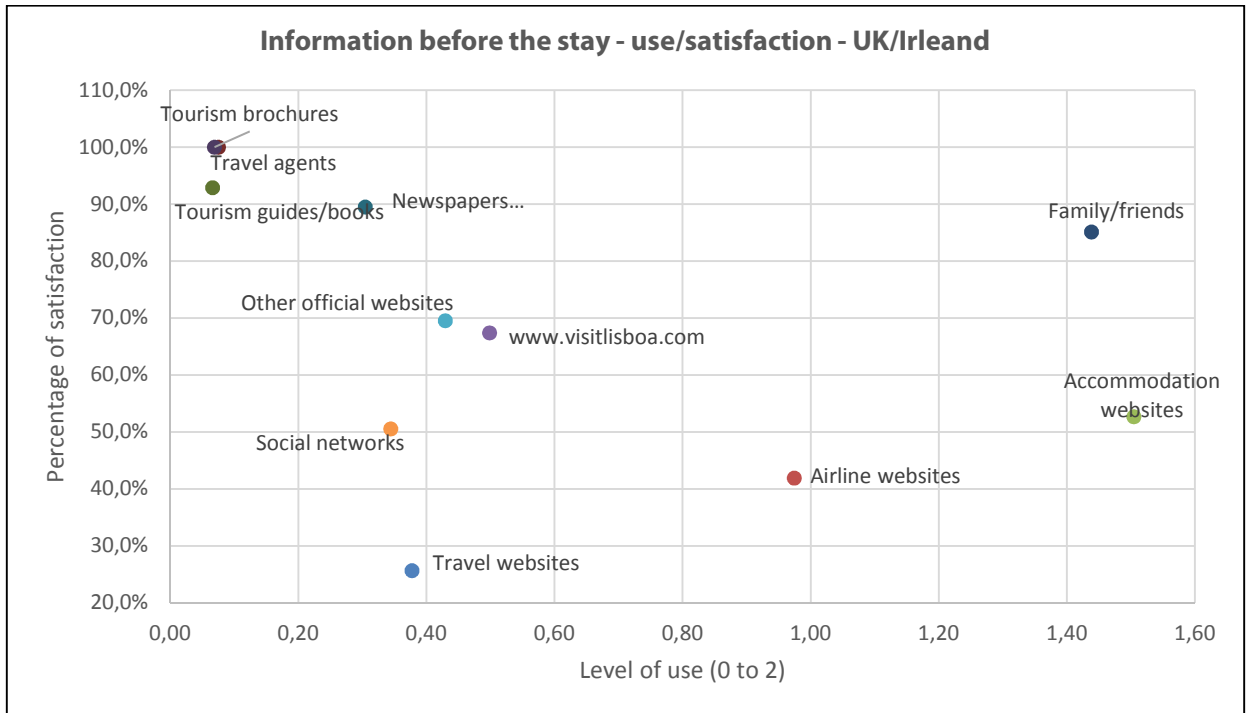


UNITED KINGDOM AND IRELAND (441 Answers)

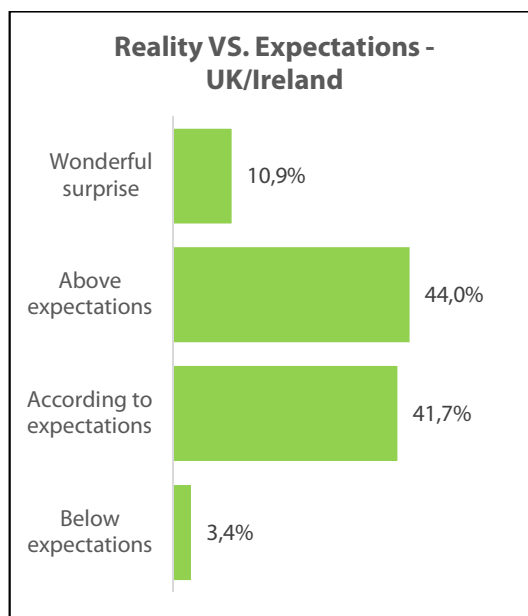
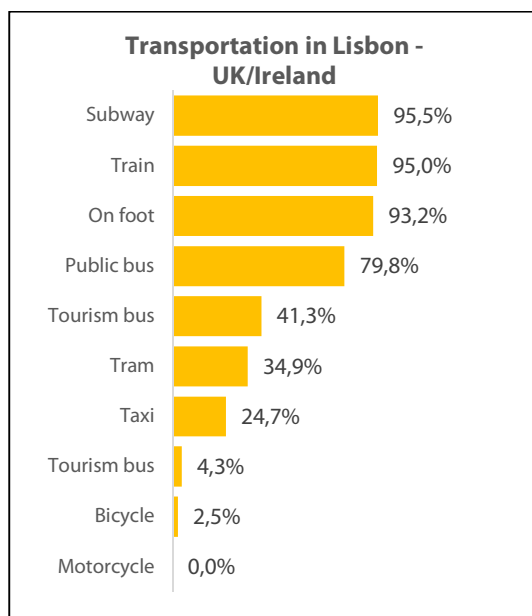
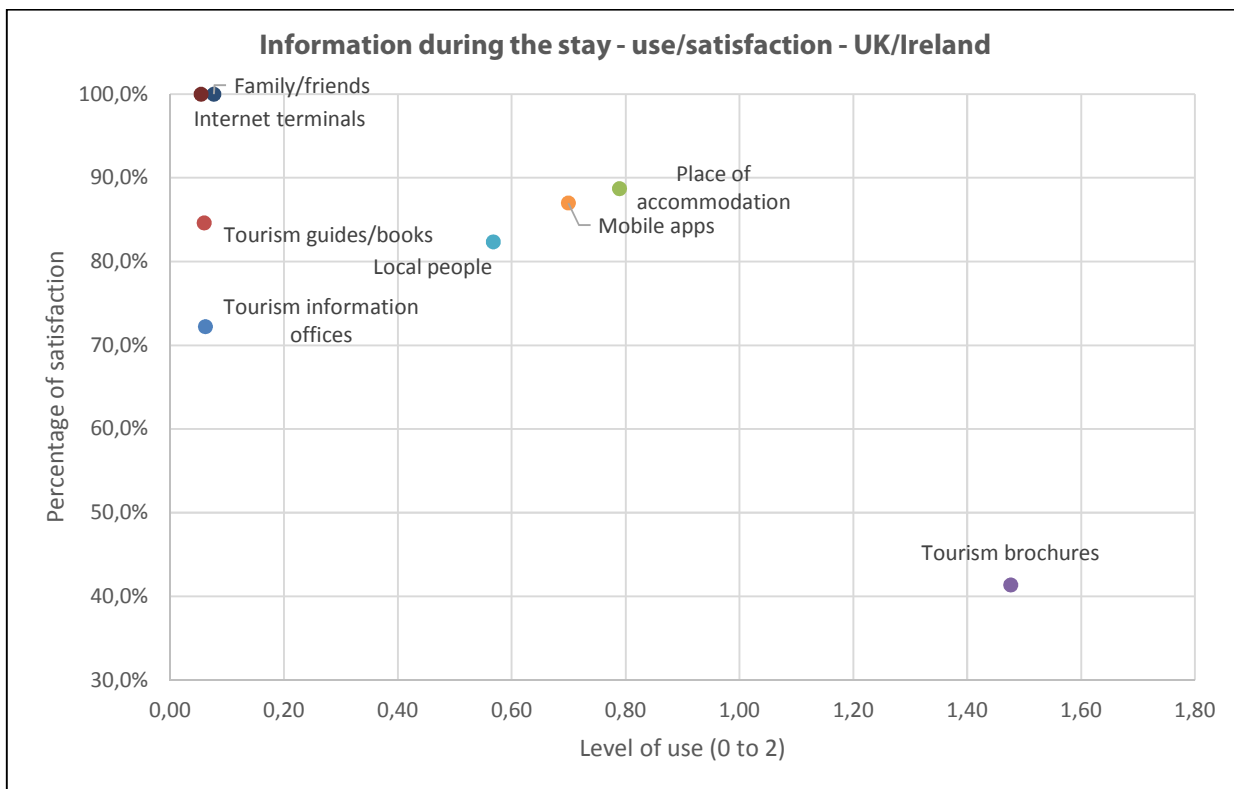


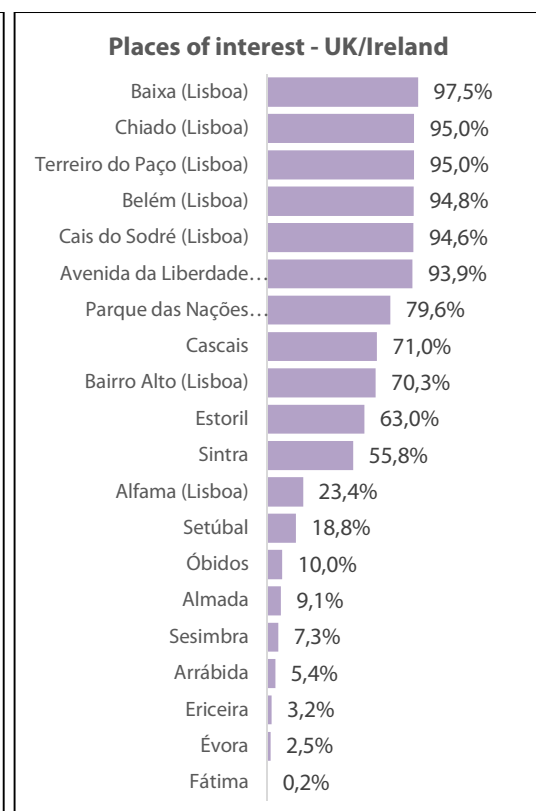
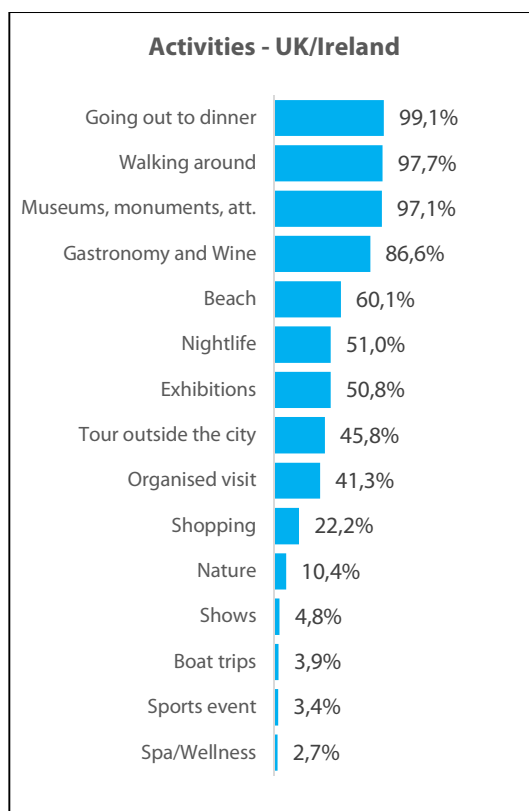
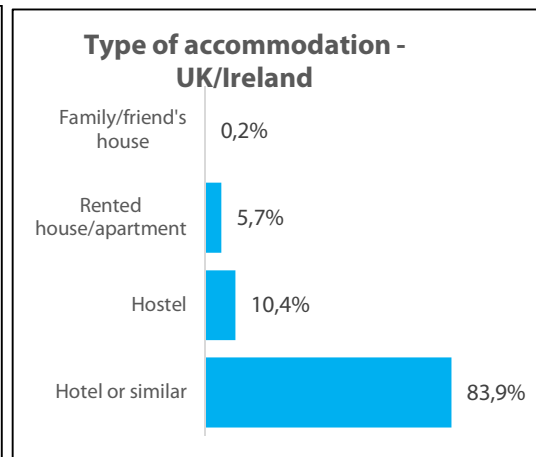
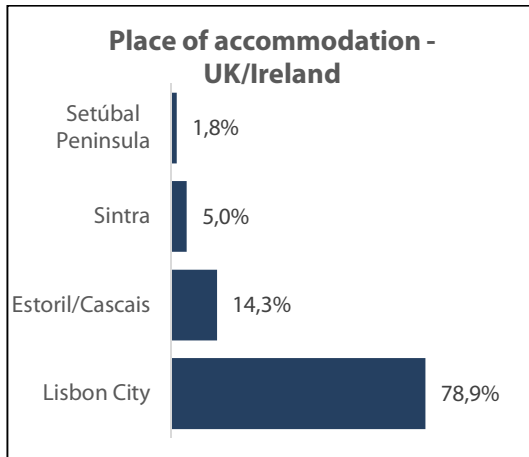


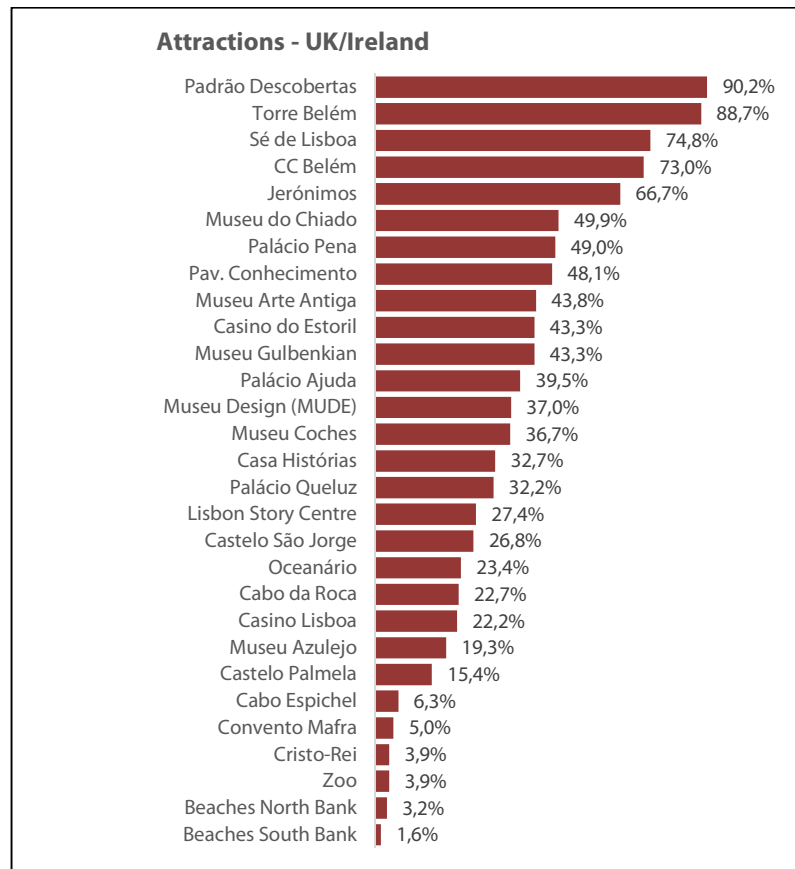
Evaluation of the sources of information before the stay - UK/Ireland		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Travel agents	100,0%	9,00
Tourism brochures	100,0%	9,00
Tourism guides/books	92,9%	8,79
Family/friends	85,1%	8,75
Newspapers and magazines	89,5%	8,68
www.visitlisboa.com	67,4%	8,01
Other official websites	69,5%	7,98
Accommodation websites	52,7%	7,49
Social networks	50,5%	7,41
Airline websites	41,9%	7,26
Travel websites	25,7%	6,40



Evaluation of the sources of information during the stay - UK/Ireland		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Internet terminals	100,0%	8,90
Place of accommodation	88,7%	8,83
Family/friends	100,0%	8,69
Tourism guides/books	84,6%	8,54
Mobile apps	87,0%	8,40
Tourism information offices	72,2%	8,39
Local people	82,4%	8,27
Tourism brochures	41,4%	7,32

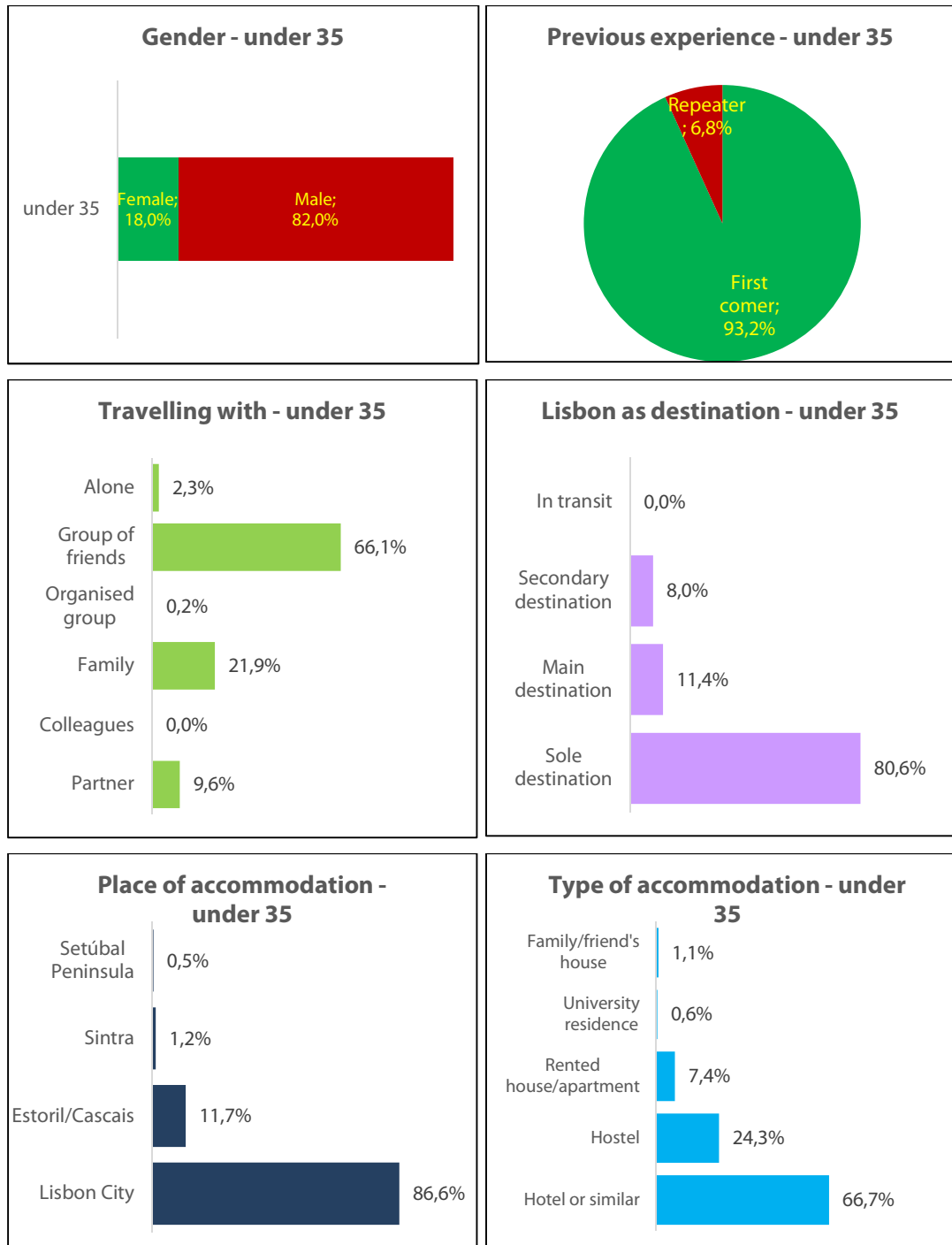


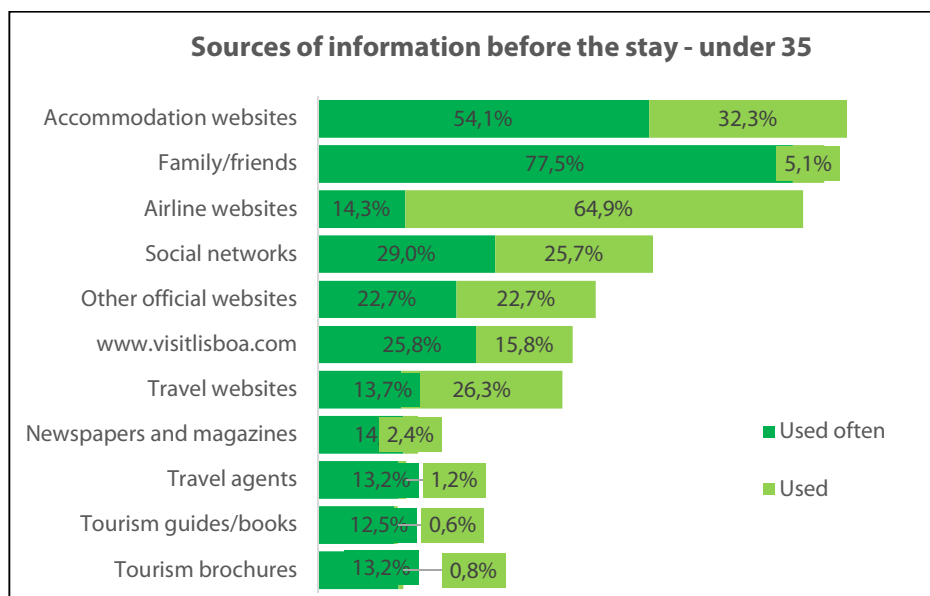




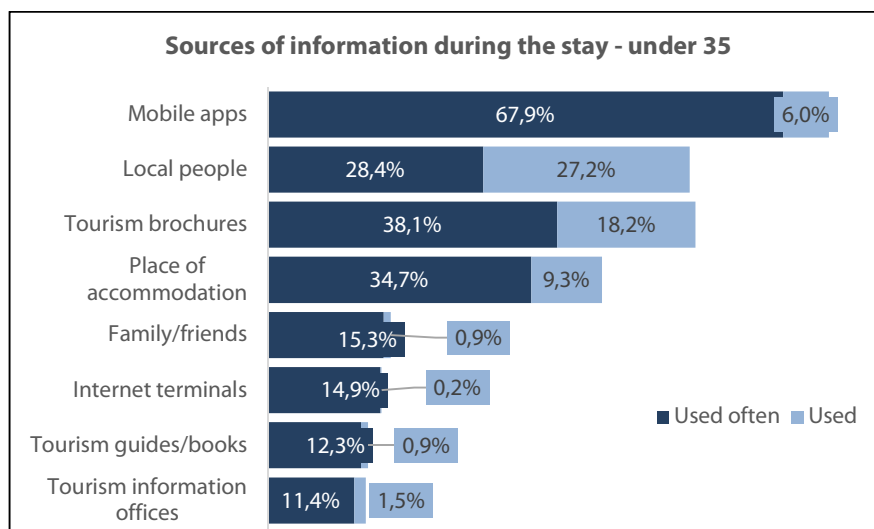
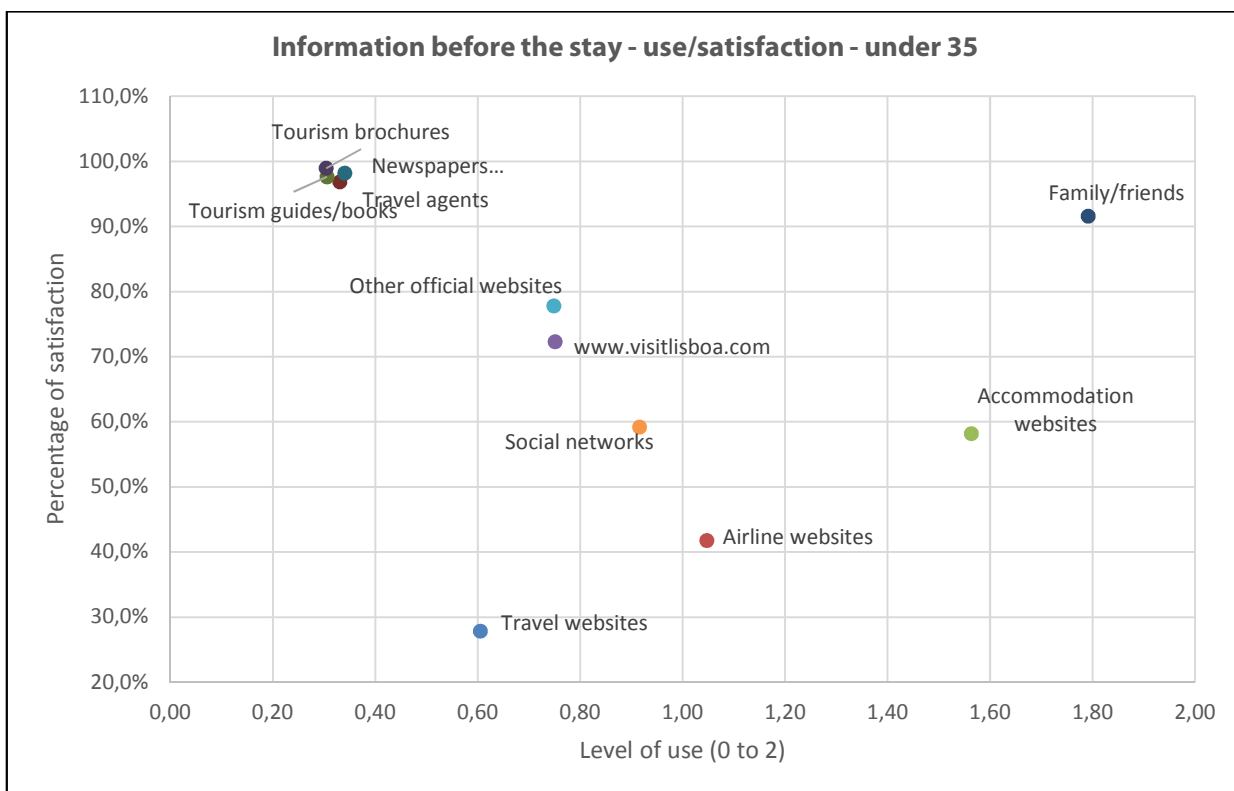
14. RESULTS BY AGE

UNDER 35 YEARS OLD (666 Answers)

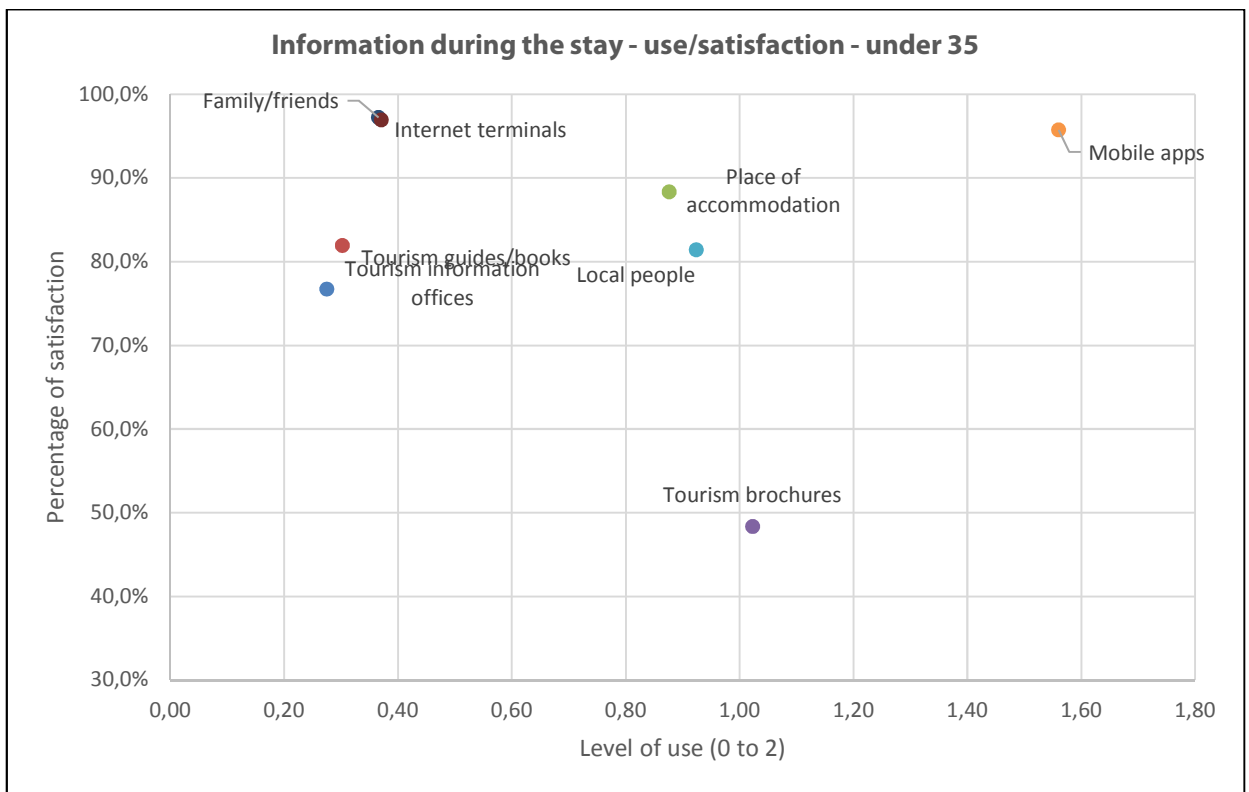


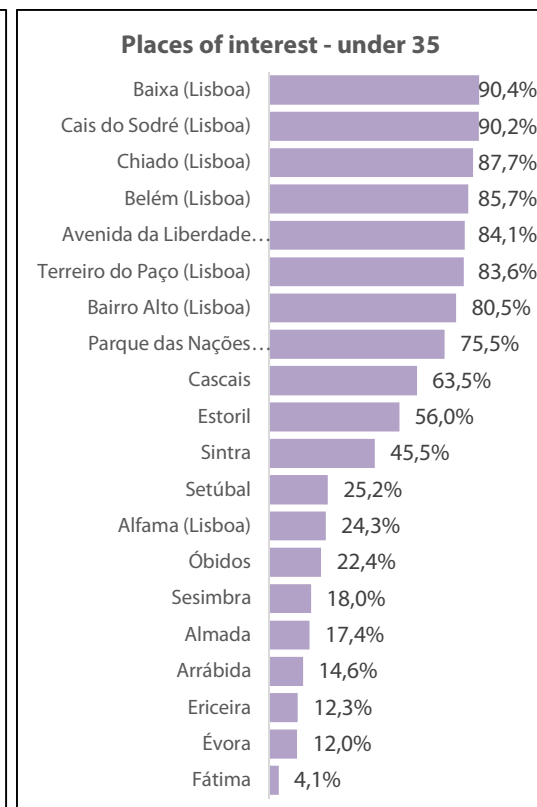
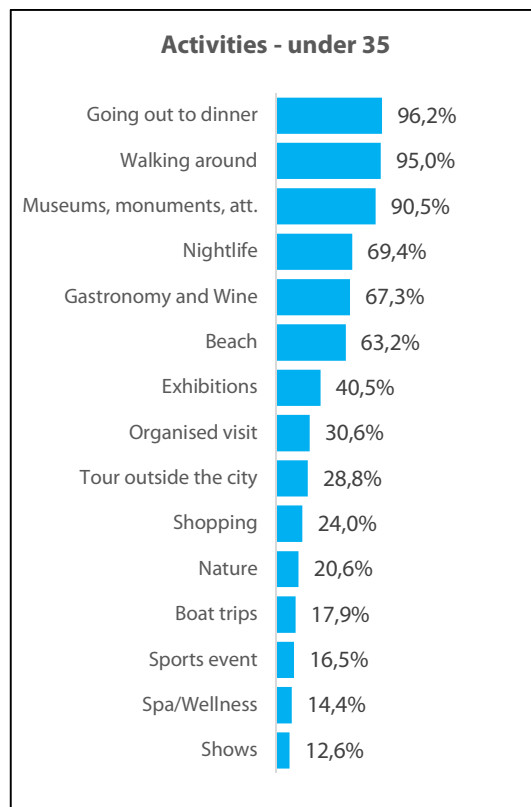
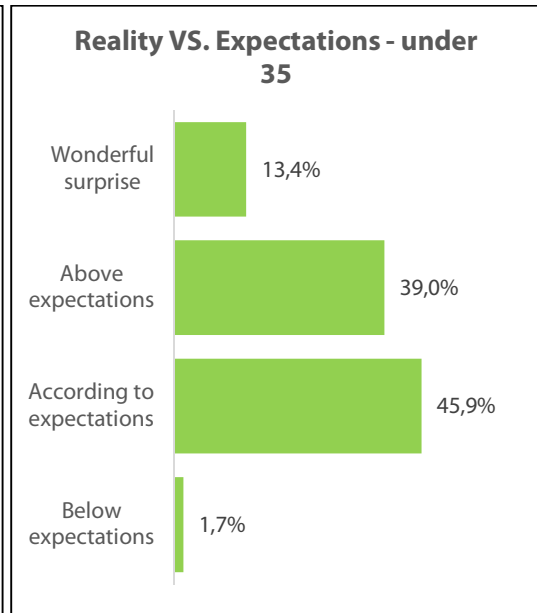
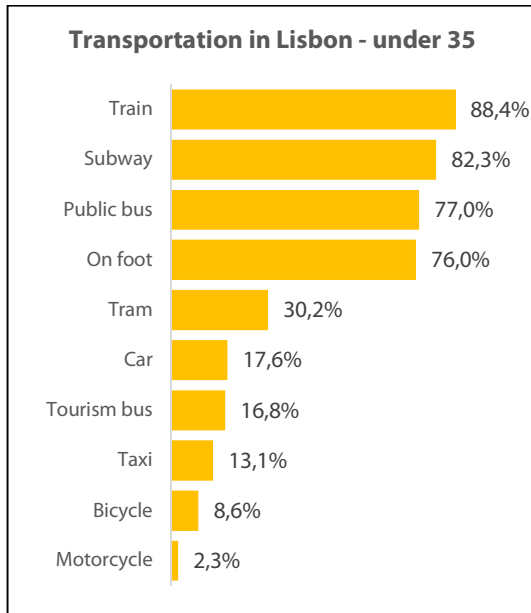


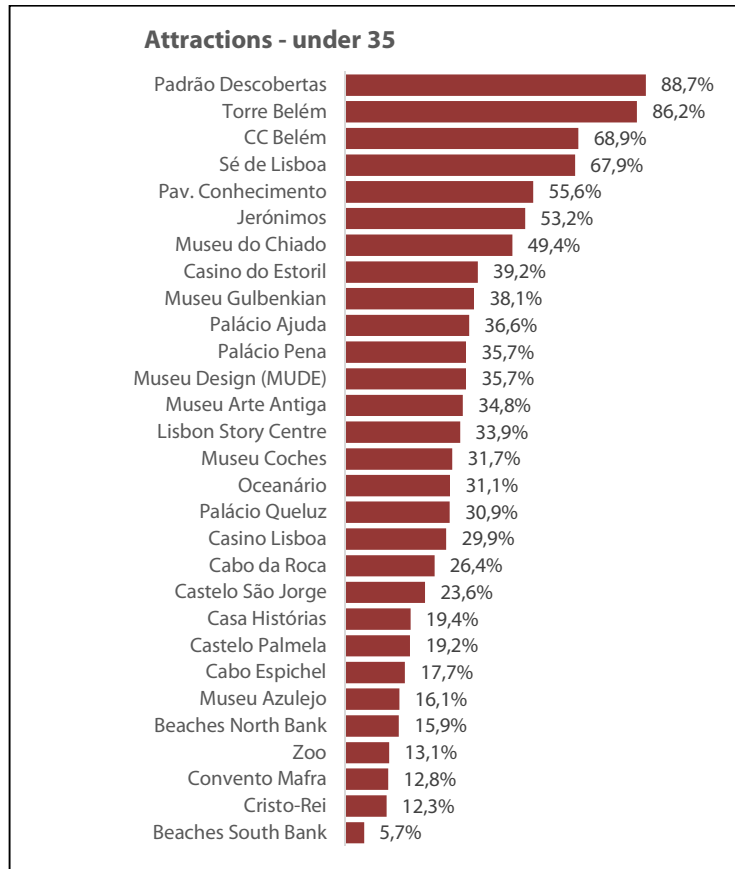
Evaluation of the sources of information before the stay - under 35		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Family/friends	91,6%	8,93
Tourism brochures	98,9%	8,89
Newspapers and magazines	98,1%	8,87
Travel agents	96,8%	8,85
Tourism guides/books	97,6%	8,82
Other official websites	77,8%	8,17
www.visitlisboa.com	72,3%	8,05
Social networks	59,2%	7,64
Accommodation websites	58,1%	7,58
Airline websites	41,8%	7,27
Travel websites	27,8%	6,46



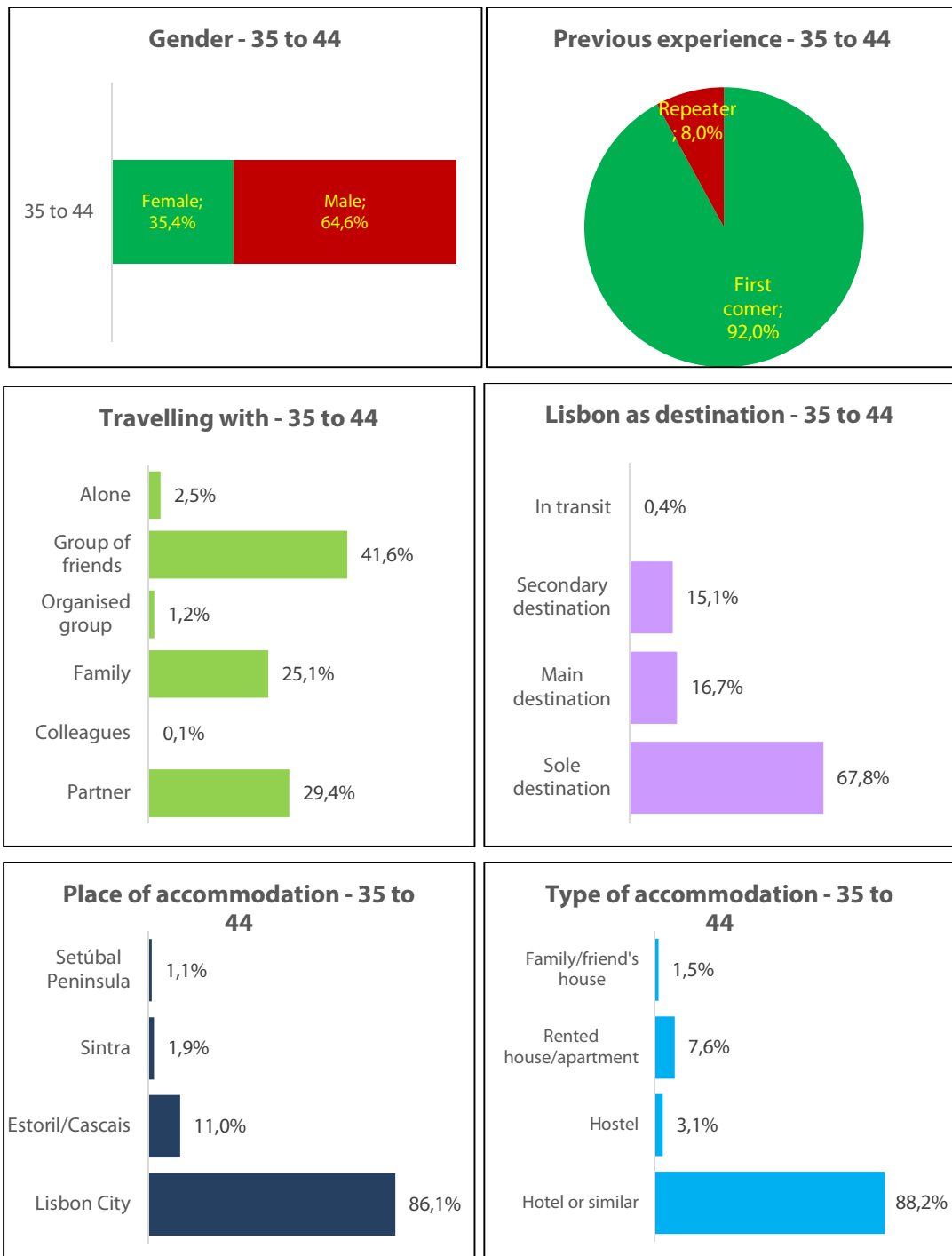
Evaluation of the sources of information during the stay - under 35		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Internet terminals	96,9%	8,95
Family/friends	97,2%	8,89
Place of accommodation	88,4%	8,65
Mobile apps	95,7%	8,61
Tourism guides/books	81,9%	8,55
Tourism information offices	76,7%	8,45
Local people	81,4%	8,29
Tourism brochures	48,4%	7,47

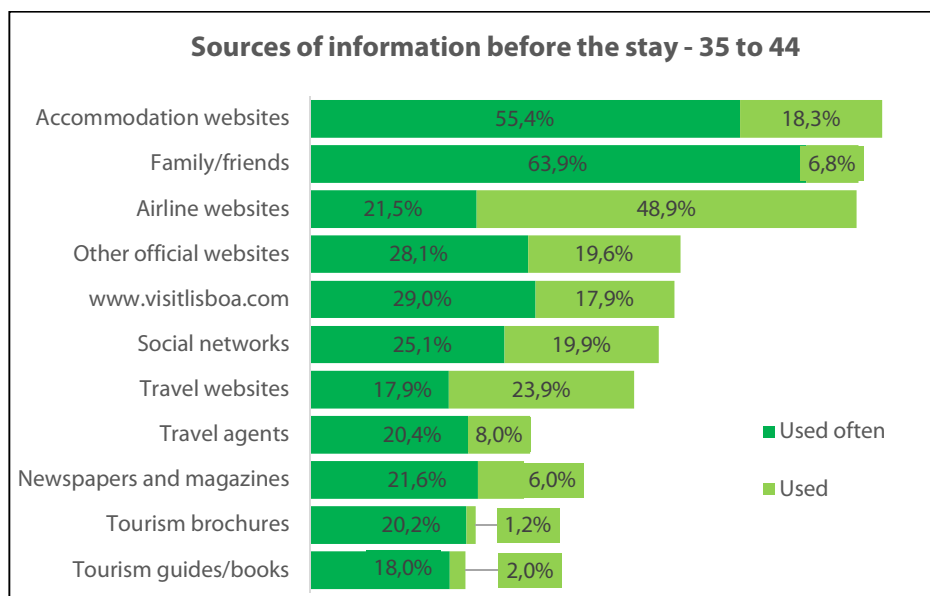




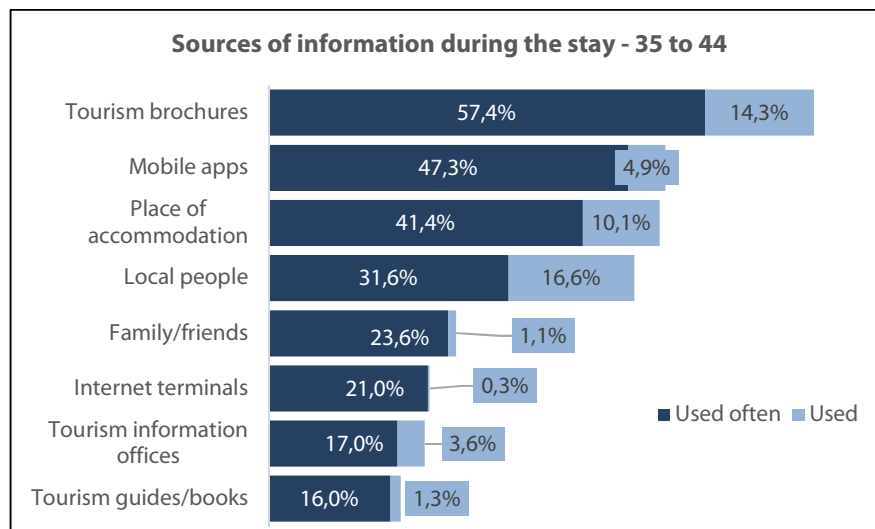
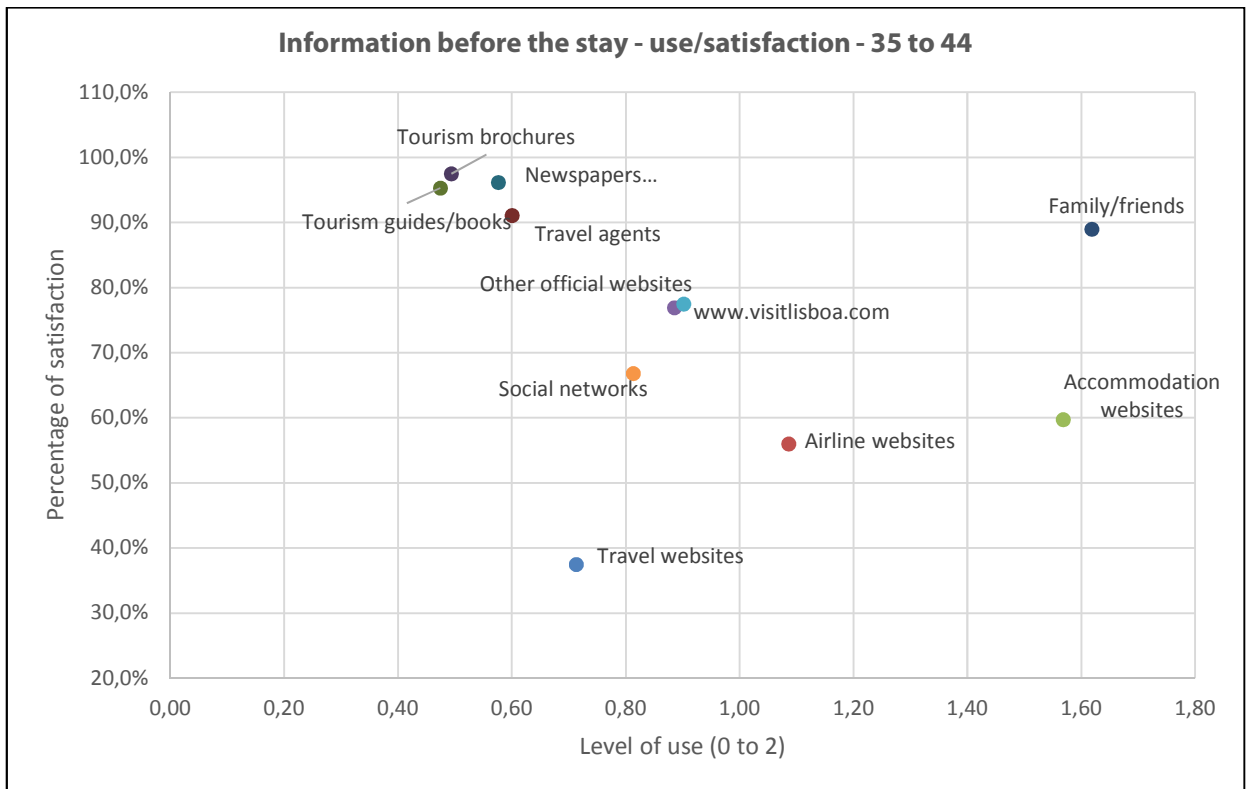


FROM 35 TO 44 YEARS OLD (754 Answers)

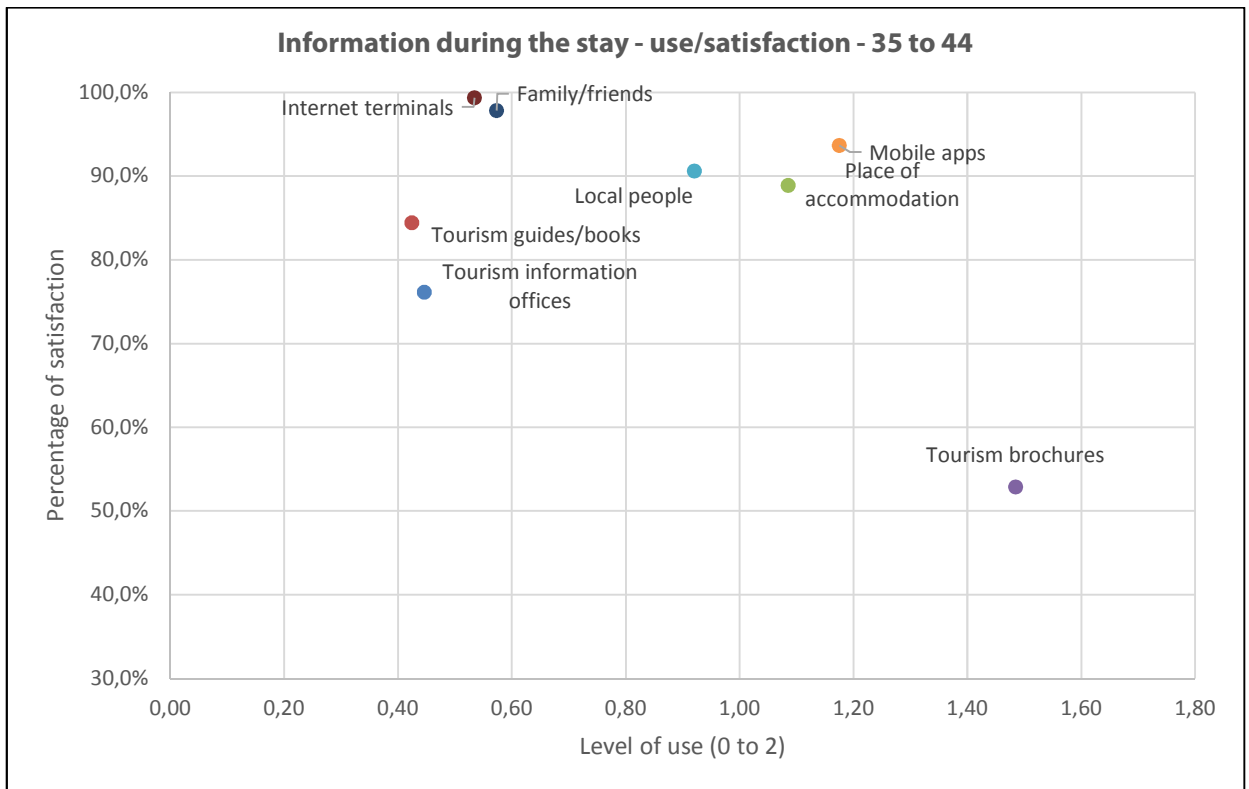




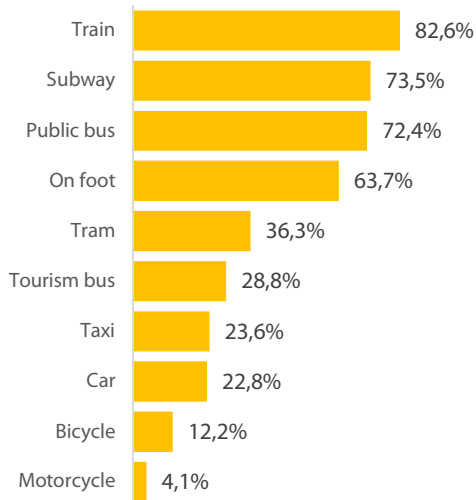
Evaluation of the sources of information before the stay - 35 to 44		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Tourism brochures	97,5%	8,84
Newspapers and magazines	96,1%	8,81
Family/friends	88,9%	8,74
Tourism guides/books	95,3%	8,72
Travel agents	91,0%	8,66
Other official websites	77,5%	8,19
www.visitlisboa.com	76,9%	8,17
Social networks	66,8%	7,85
Accommodation websites	59,7%	7,68
Airline websites	56,0%	7,63
Travel websites	37,5%	6,94



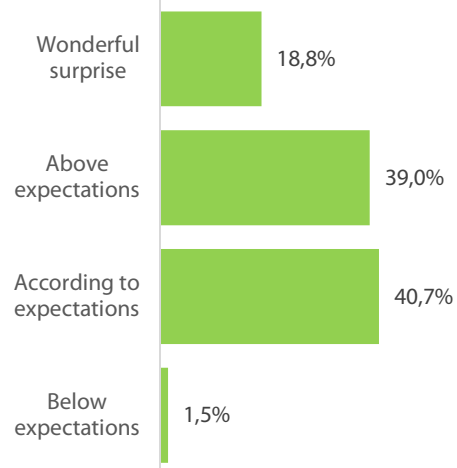
Evaluation of the sources of information during the stay - 35 to 44		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Internet terminals	99,4%	8,97
Family/friends	97,8%	8,90
Place of accommodation	88,9%	8,69
Mobile apps	93,7%	8,63
Local people	90,6%	8,56
Tourism guides/books	84,4%	8,51
Tourism information offices	76,1%	8,32
Tourism brochures	52,9%	7,60



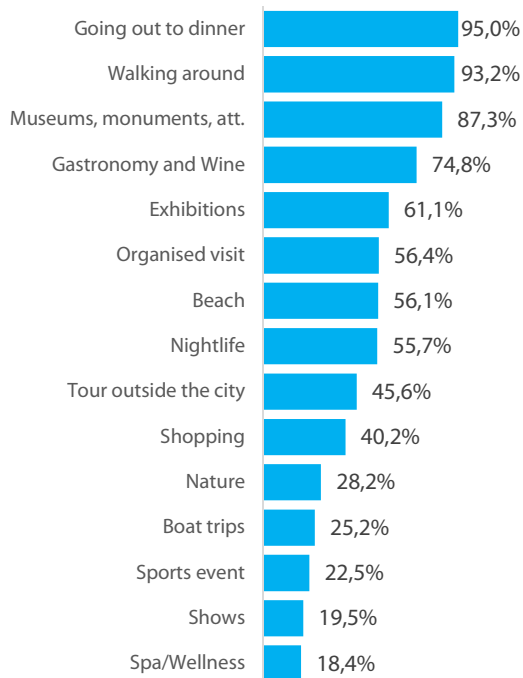
Transportation in Lisbon - 35 to 44



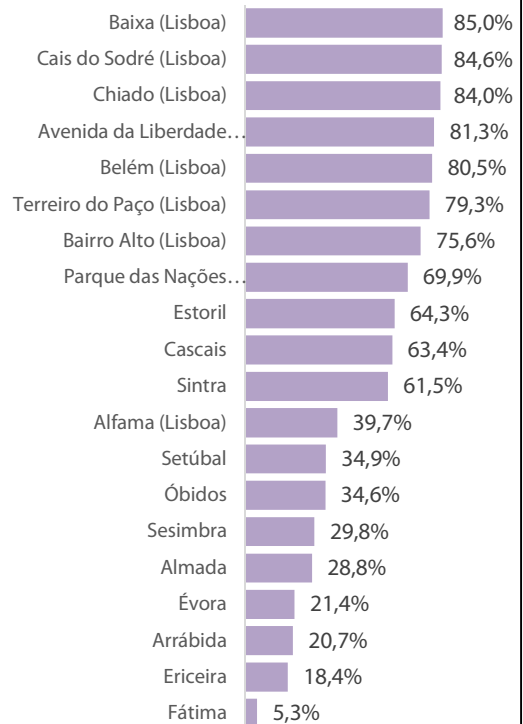
Reality VS. Expectations - 35 to 44

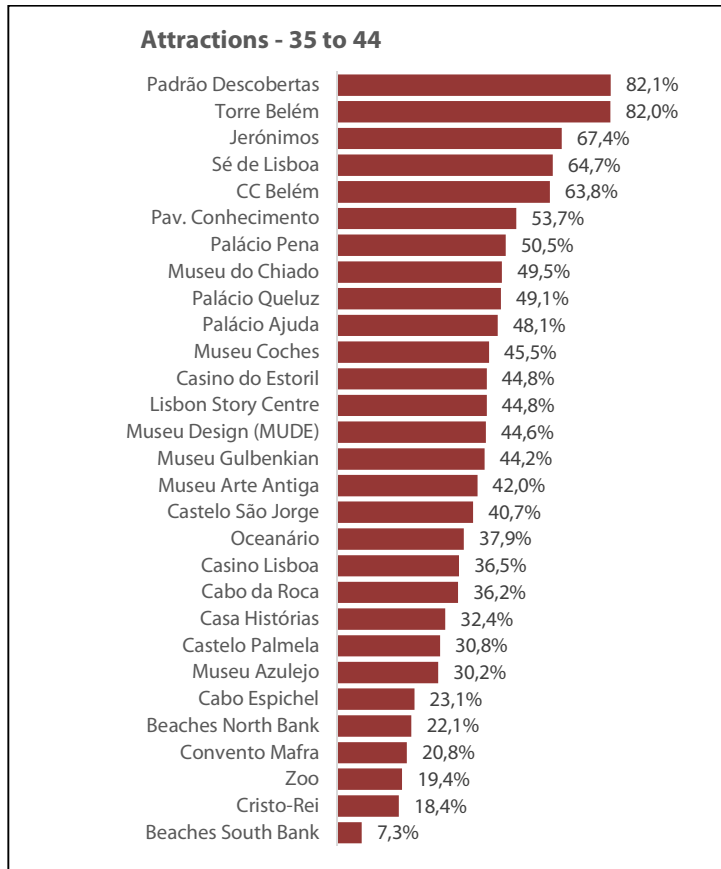


Activities - 35 to 44

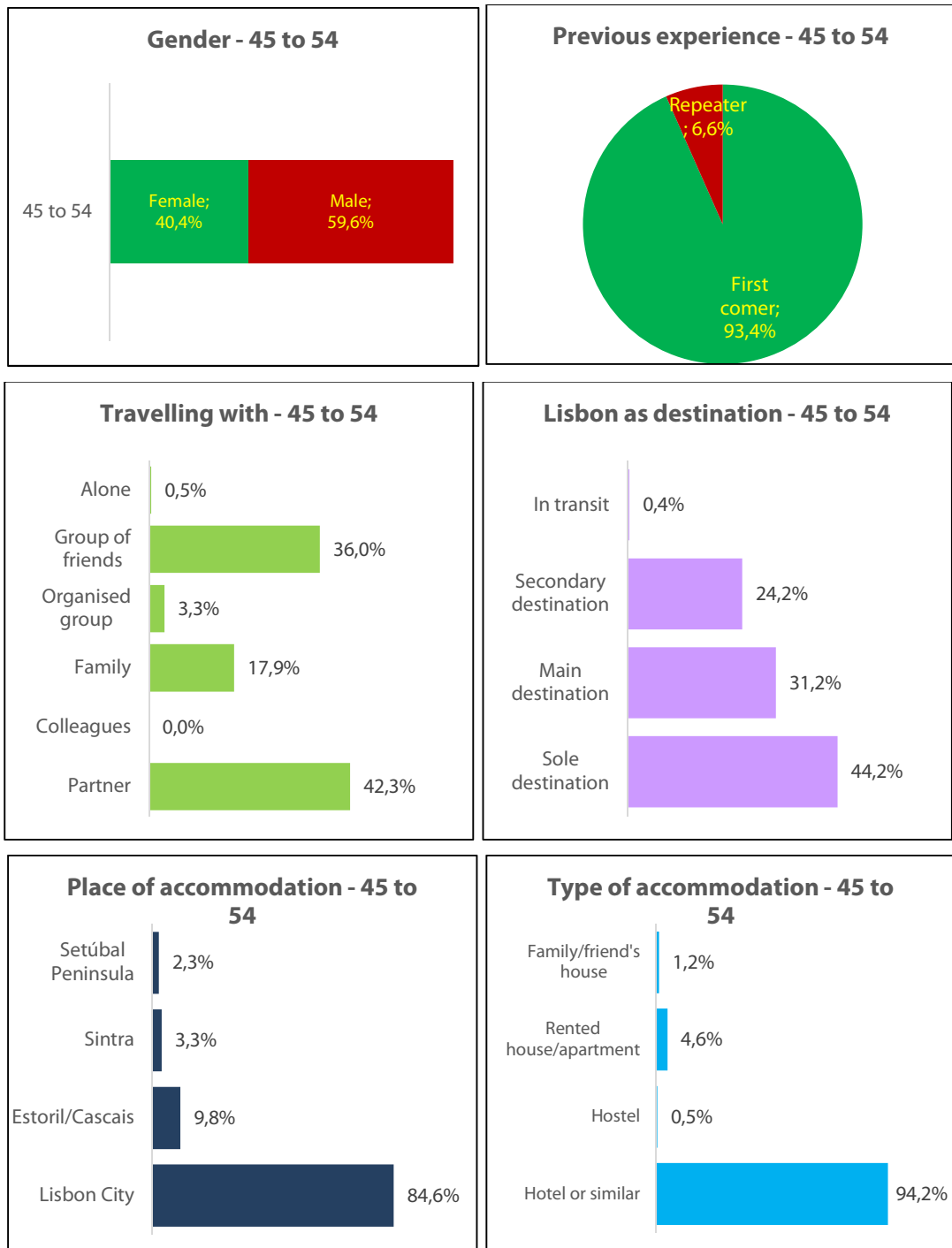


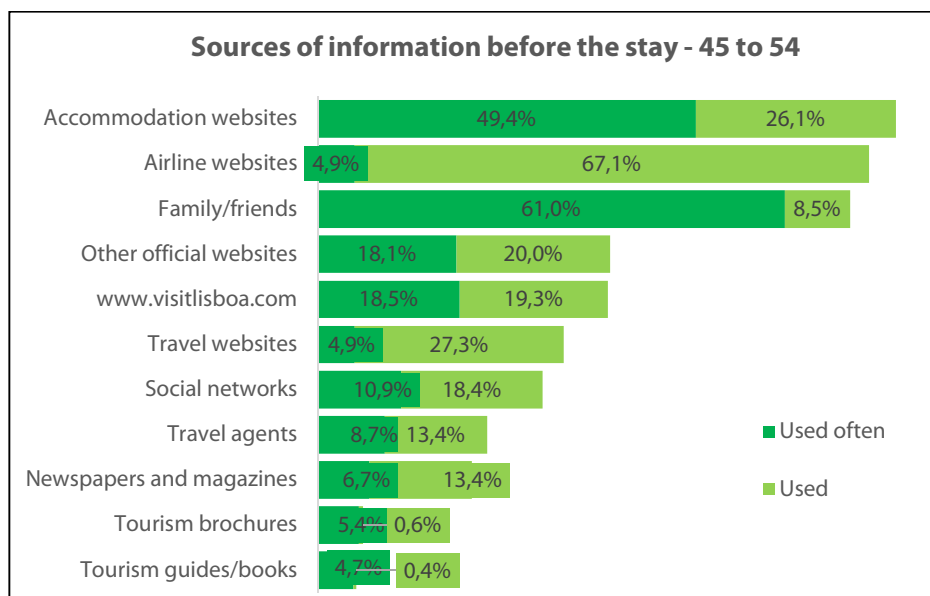
Places of interest - 35 to 44



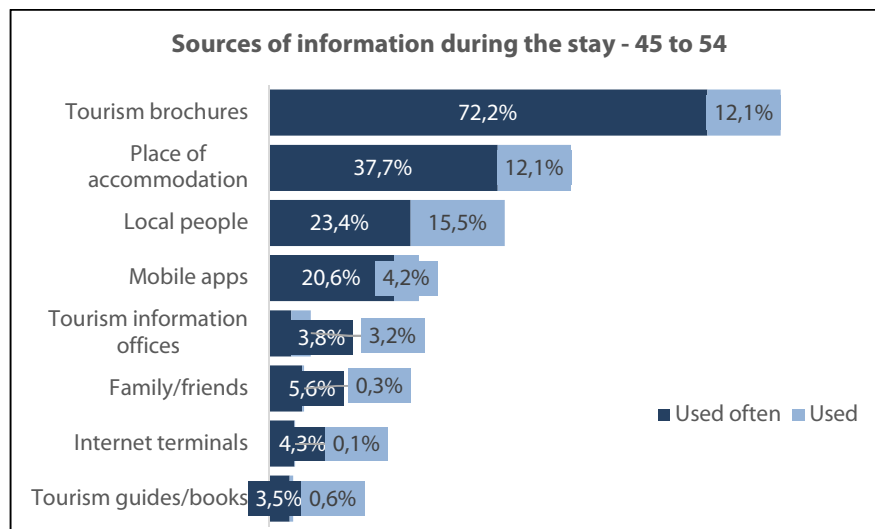
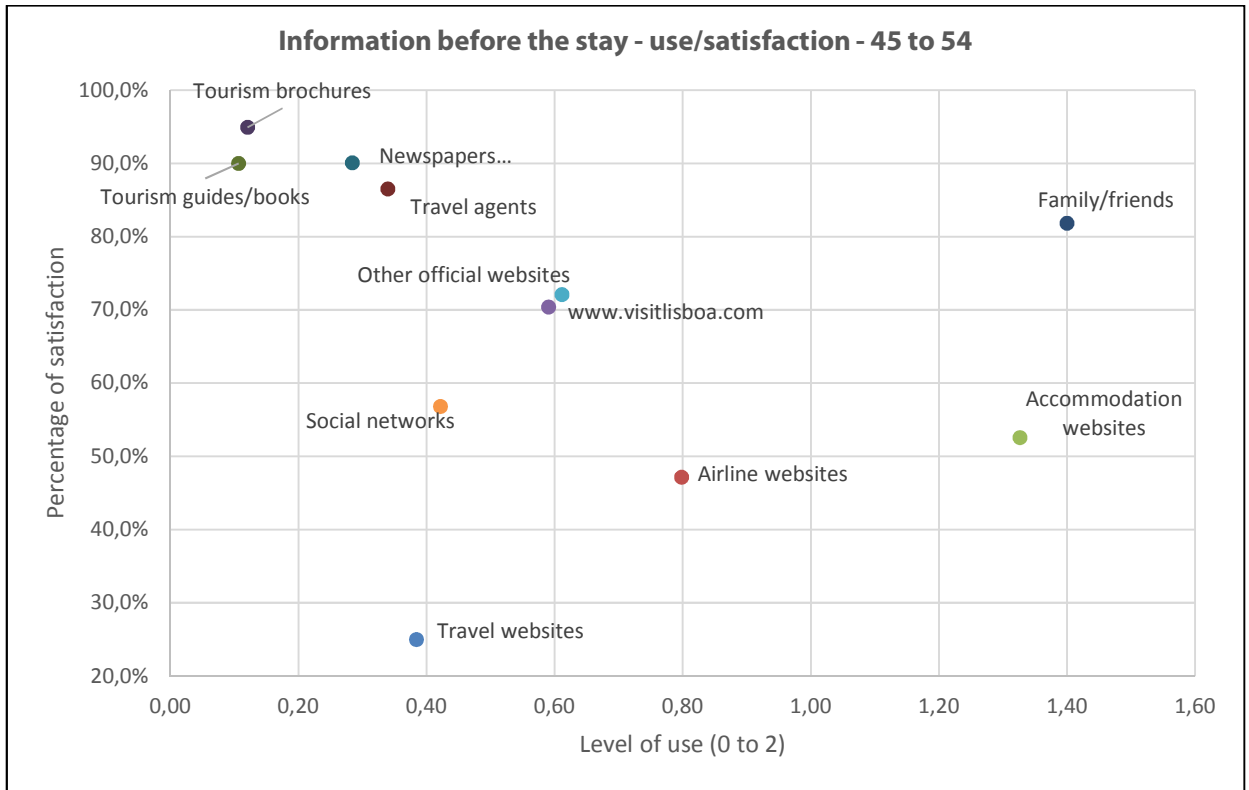


FROM 45 TO 54 YEARS OLD (1009 Answers)

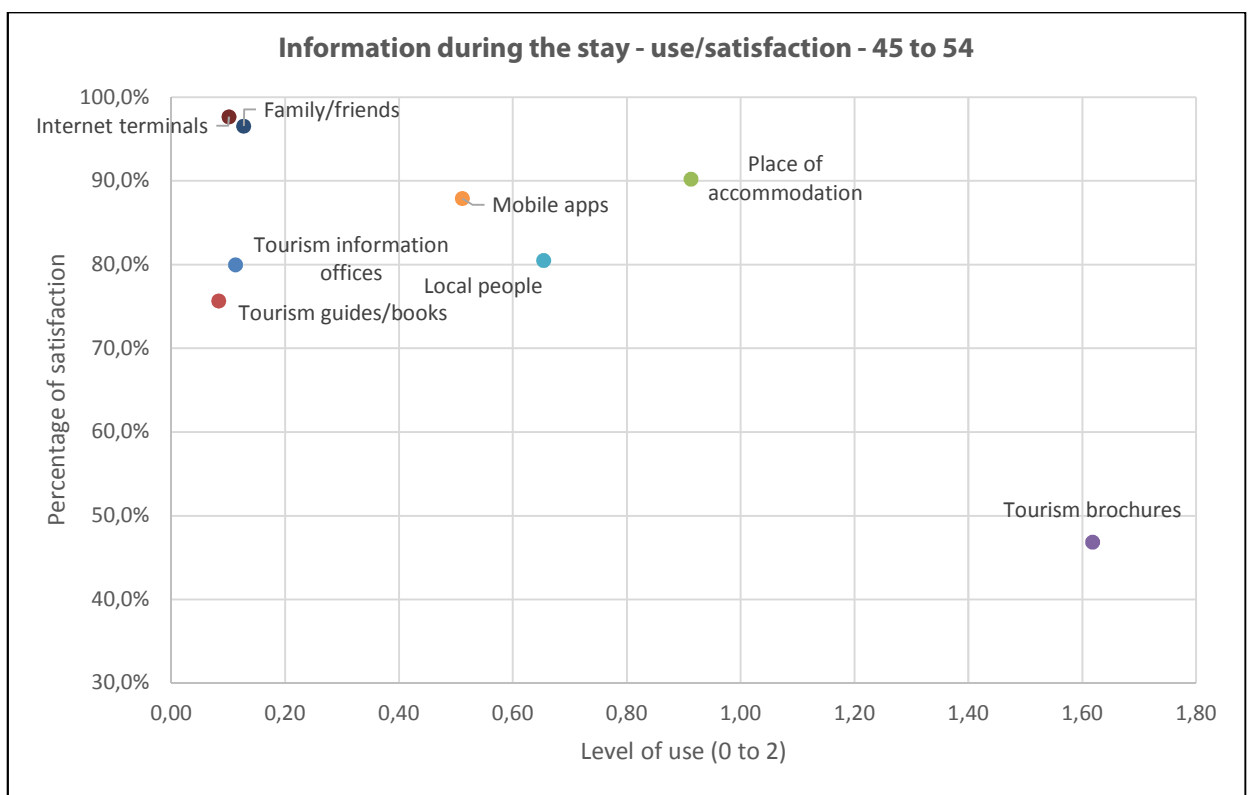


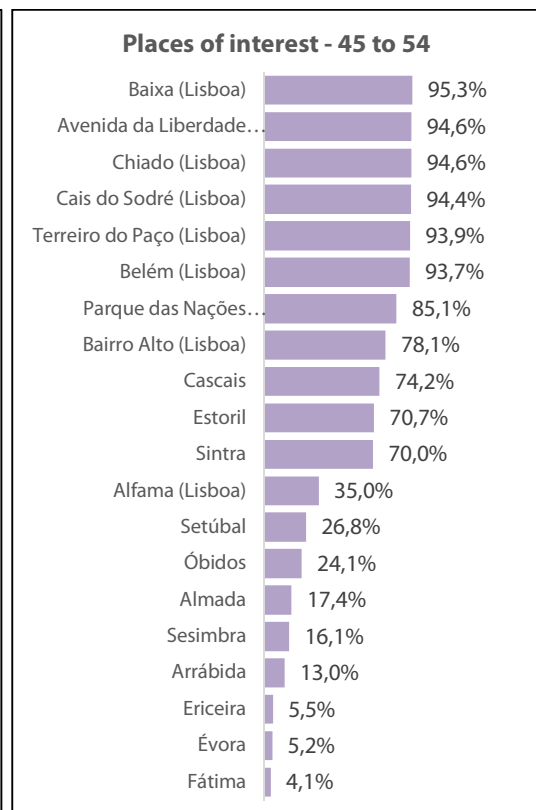
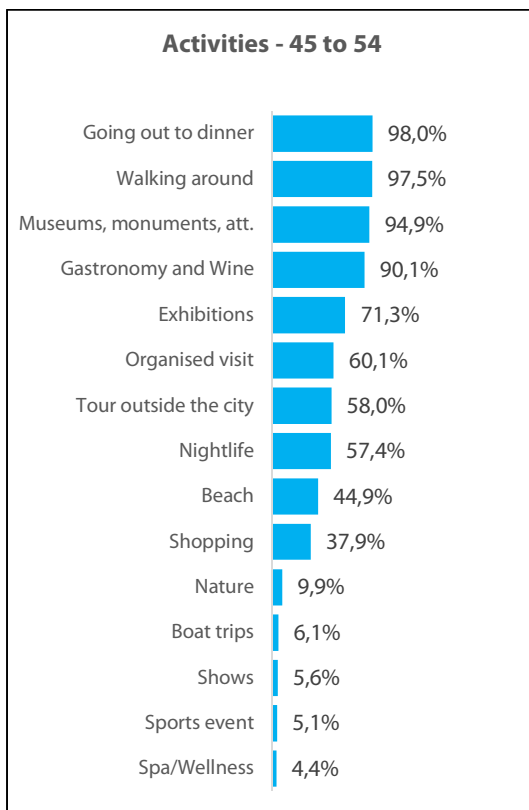
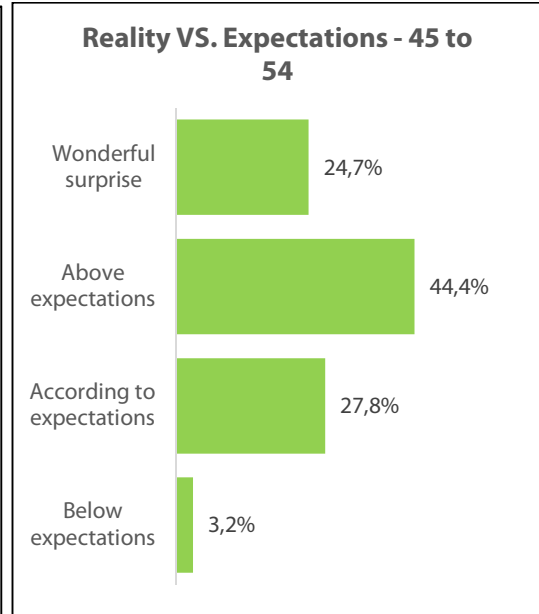
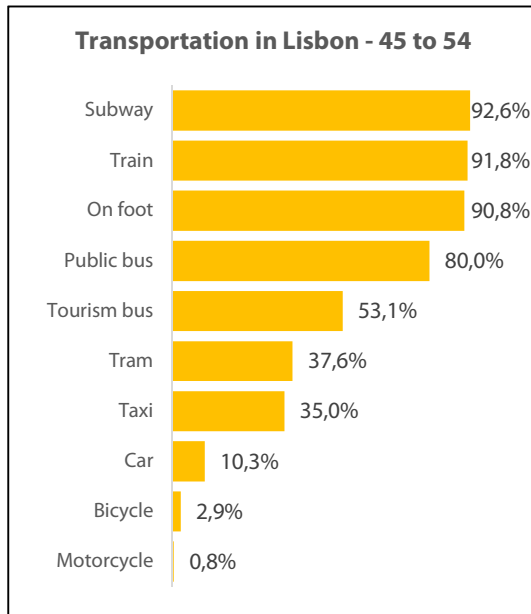


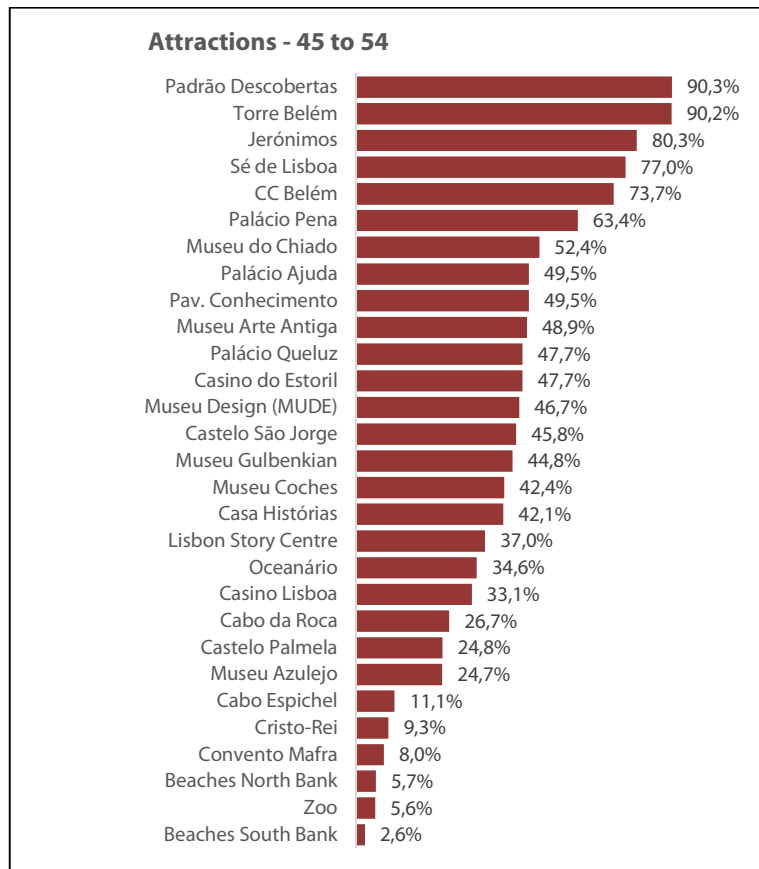
Evaluation of the sources of information before the stay - 45 to 54		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Travel agents	86,5%	8,82
Tourism brochures	94,9%	8,81
Newspapers and magazines	90,1%	8,75
Tourism guides/books	90,0%	8,70
Family/friends	81,8%	8,56
www.visitlisboa.com	70,4%	8,05
Other official websites	72,1%	8,01
Social networks	56,8%	7,53
Accommodation websites	52,6%	7,53
Airline websites	47,2%	7,41
Travel websites	25,0%	6,51



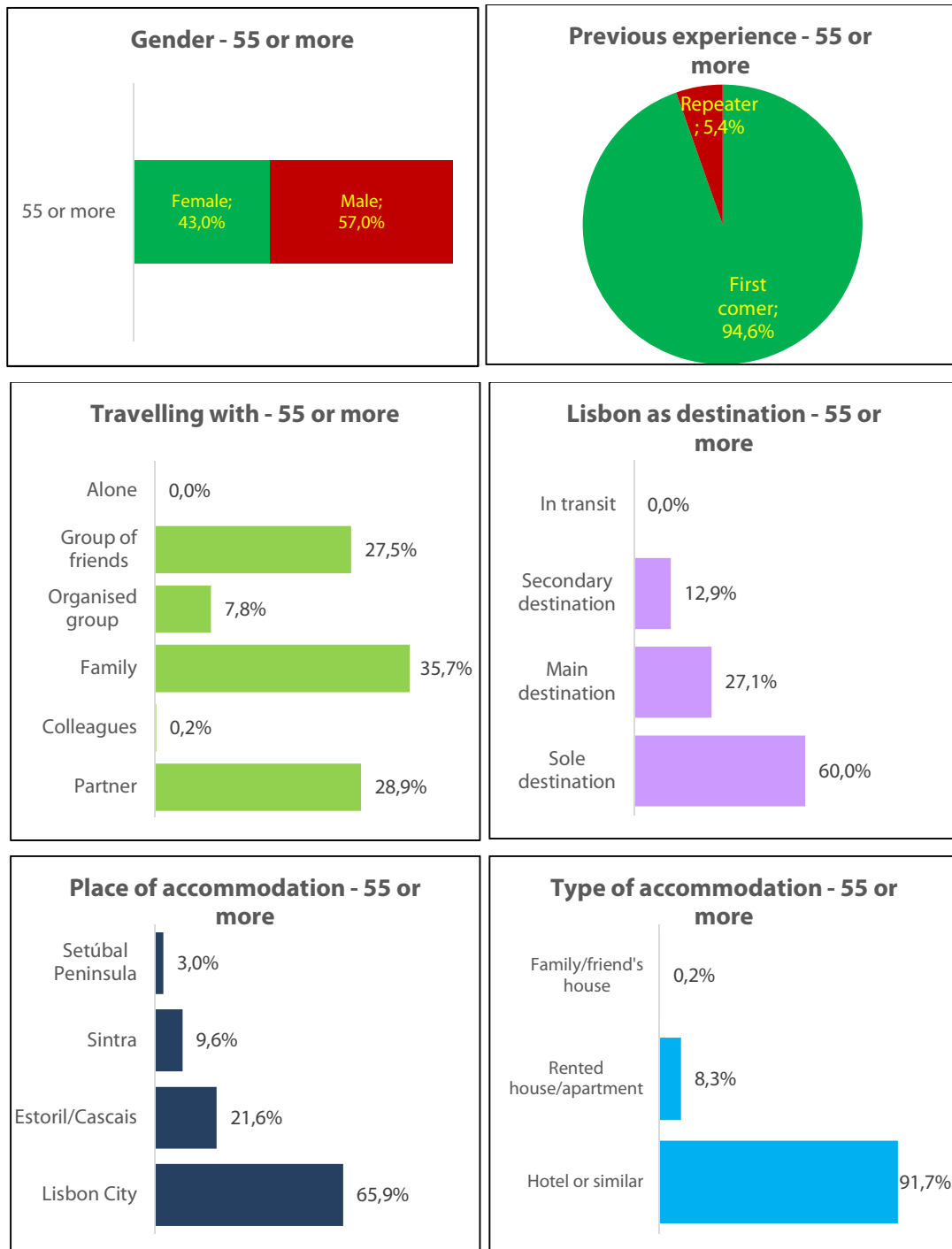
Evaluation of the sources of information during the stay - 45 to 54		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Family/friends	96,6%	9,02
Internet terminals	97,7%	8,95
Place of accommodation	90,2%	8,79
Tourism information offices	80,0%	8,53
Mobile apps	87,9%	8,45
Tourism guides/books	75,7%	8,41
Local people	80,5%	8,35
Tourism brochures	46,8%	7,40

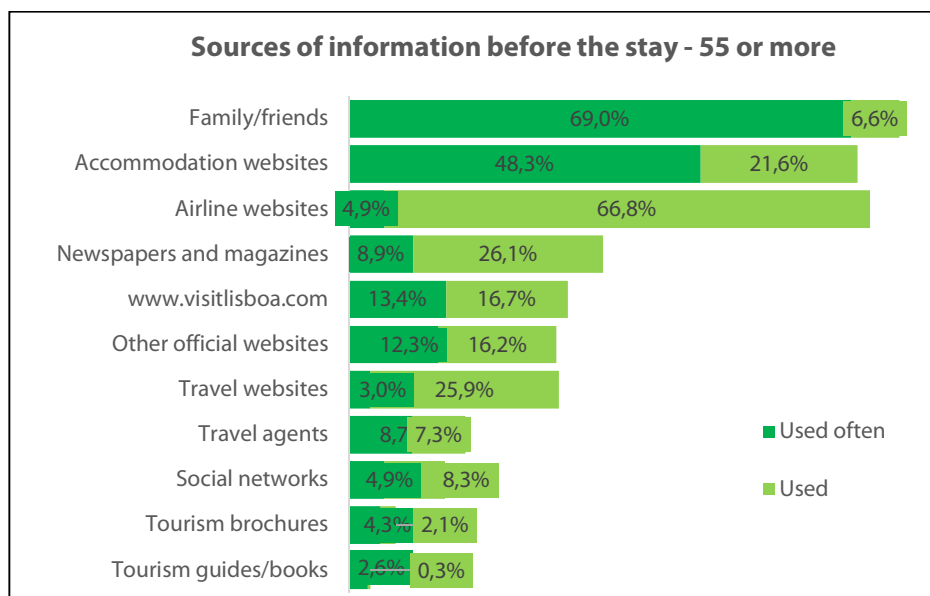




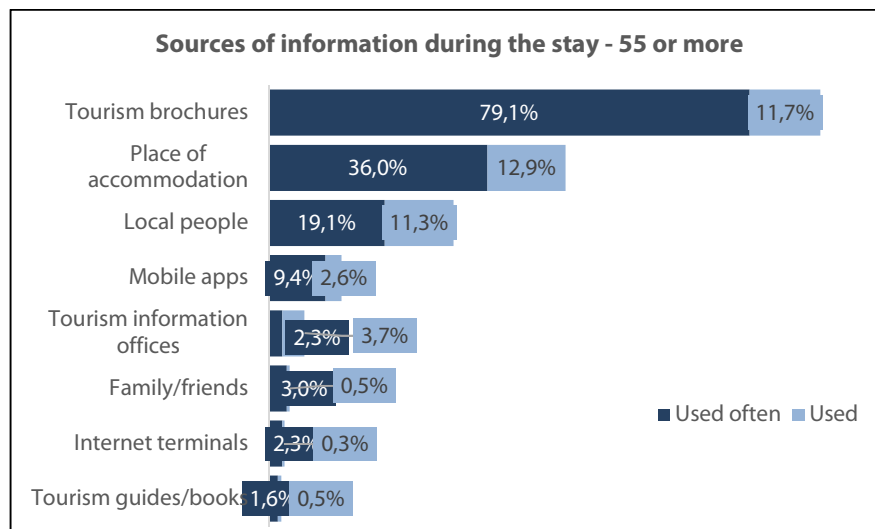
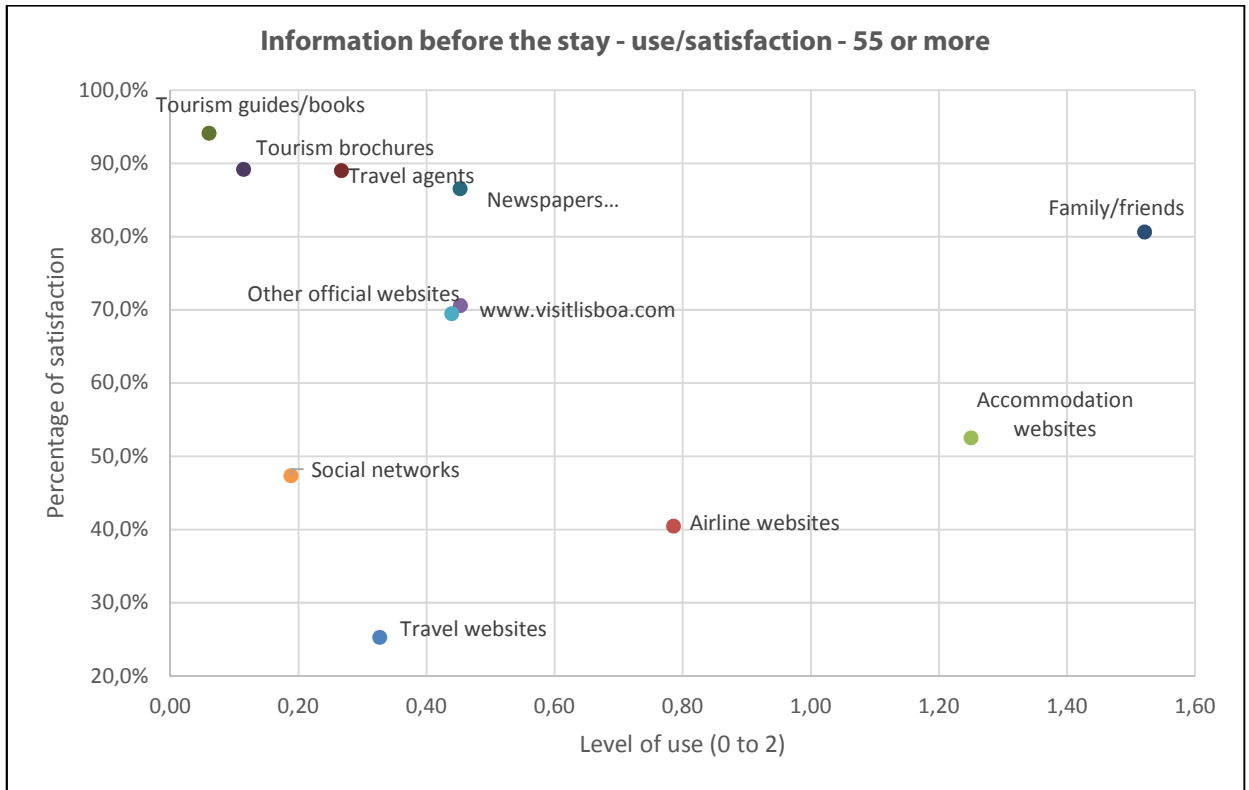


55 YEARS OLD OR MORE (575 Answers)

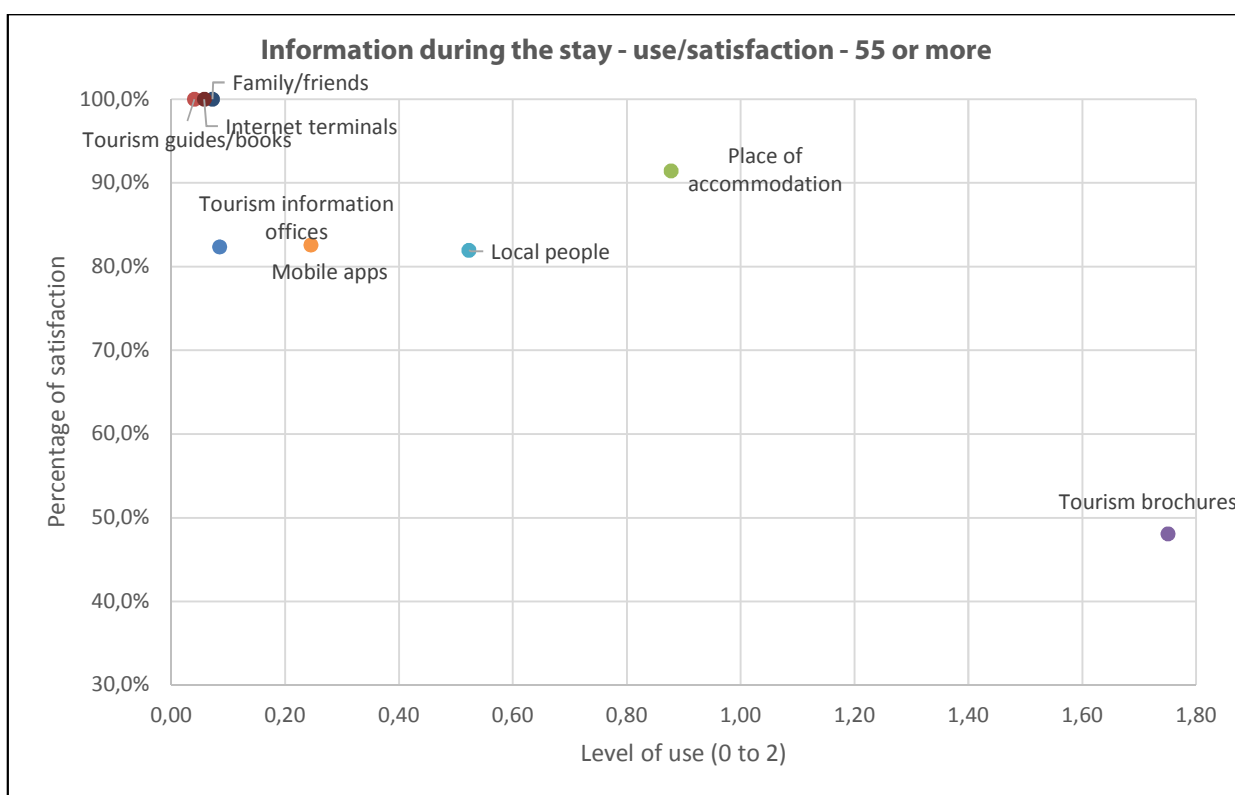


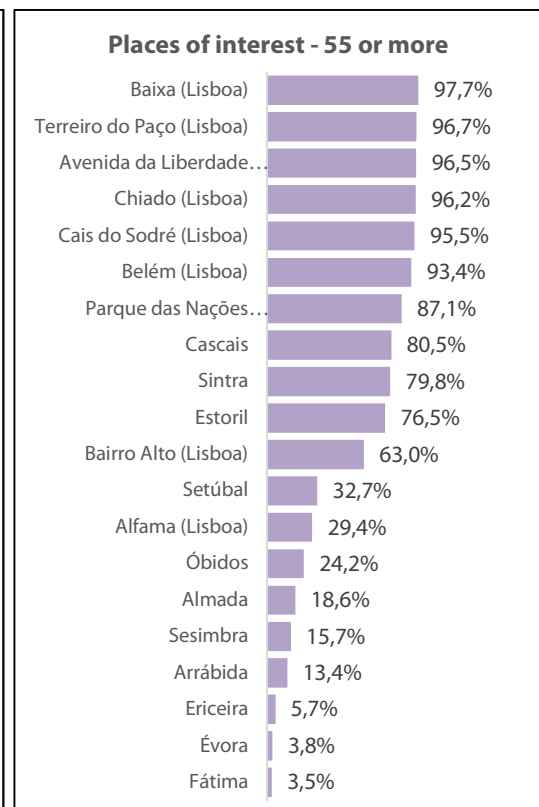
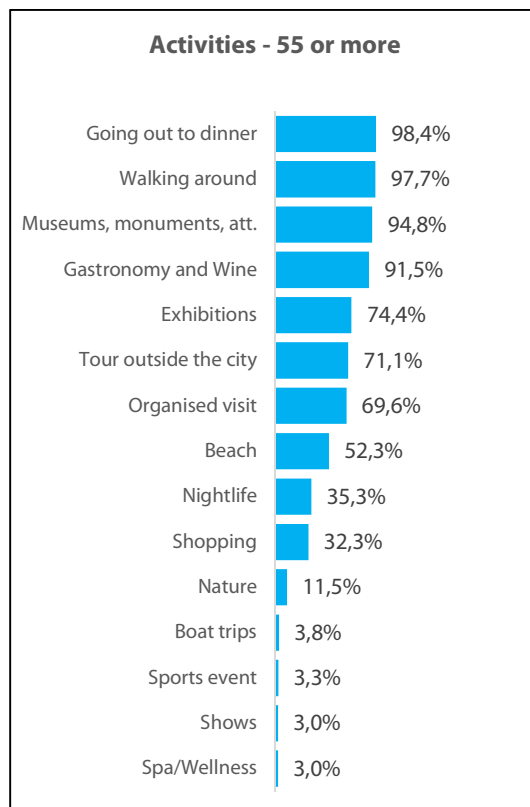
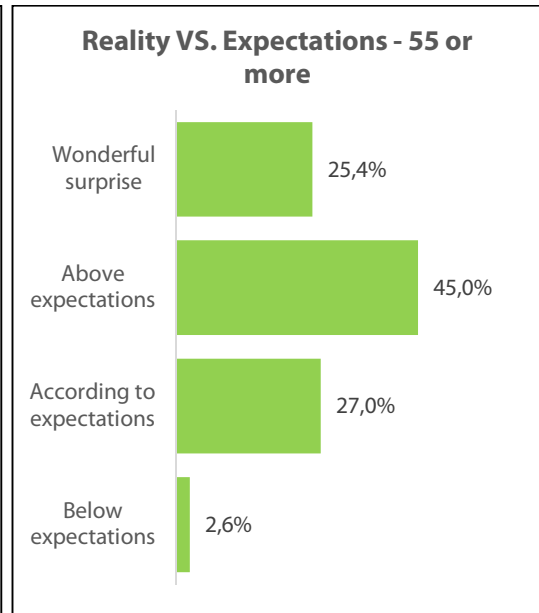
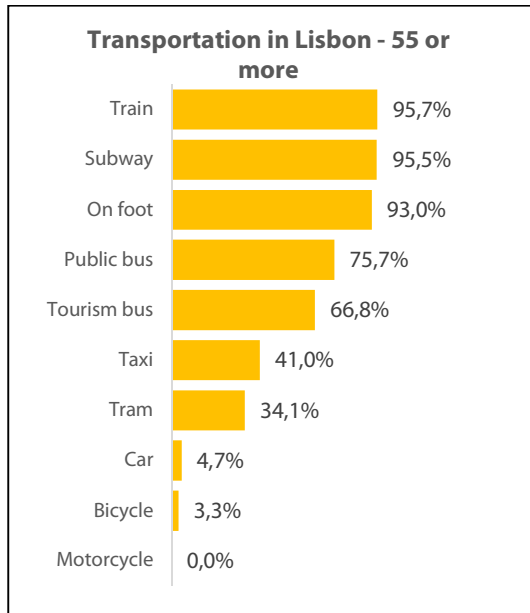


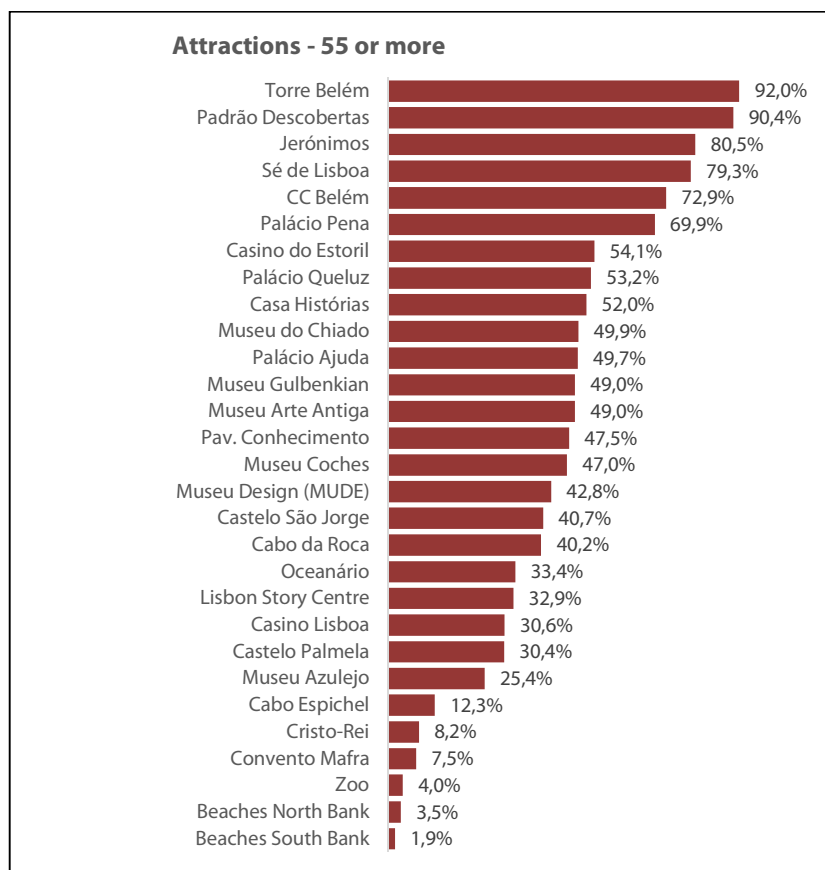
Evaluation of the sources of information before the stay - 55 or more		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Travel agents	89,0%	8,87
Tourism guides/books	94,1%	8,76
Tourism brochures	89,2%	8,70
Newspapers and magazines	86,6%	8,68
Family/friends	80,6%	8,64
www.visitlisboa.com	70,6%	8,04
Other official websites	69,5%	7,96
Accommodation websites	52,5%	7,50
Social networks	47,4%	7,37
Airline websites	40,5%	7,29
Travel websites	25,3%	6,42



Evaluation of the sources of information during the stay - 55 or more		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Place of accommodation	91,5%	8,96
Family/friends	100,0%	8,75
Internet terminals	100,0%	8,73
Tourism guides/books	100,0%	8,73
Tourism information offices	82,4%	8,65
Local people	82,0%	8,37
Mobile apps	82,6%	8,22
Tourism brochures	48,1%	7,40

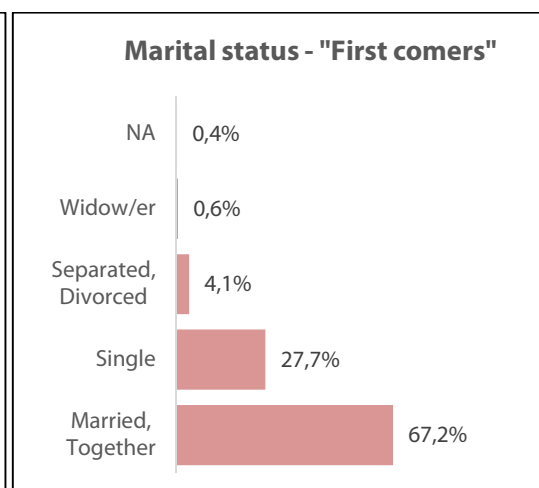
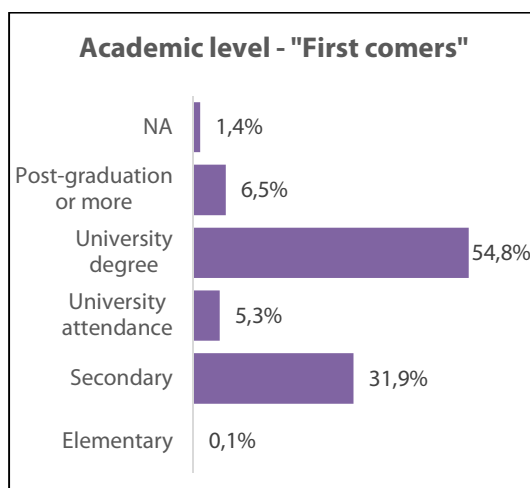
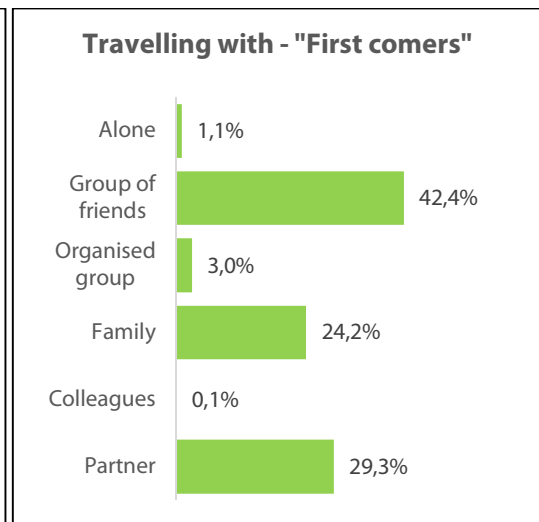
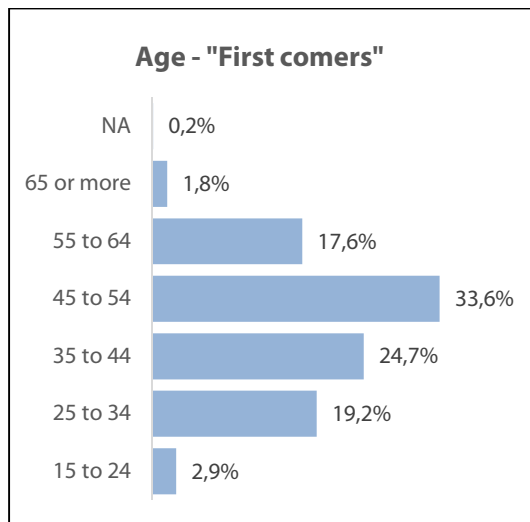
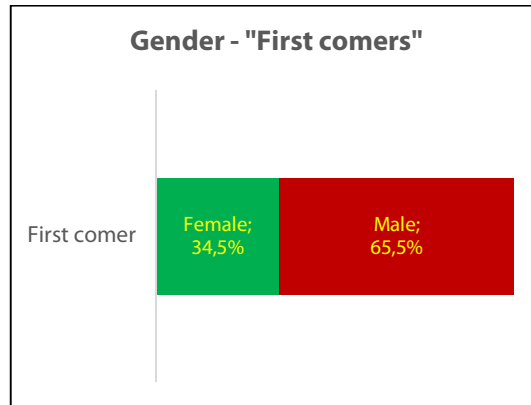


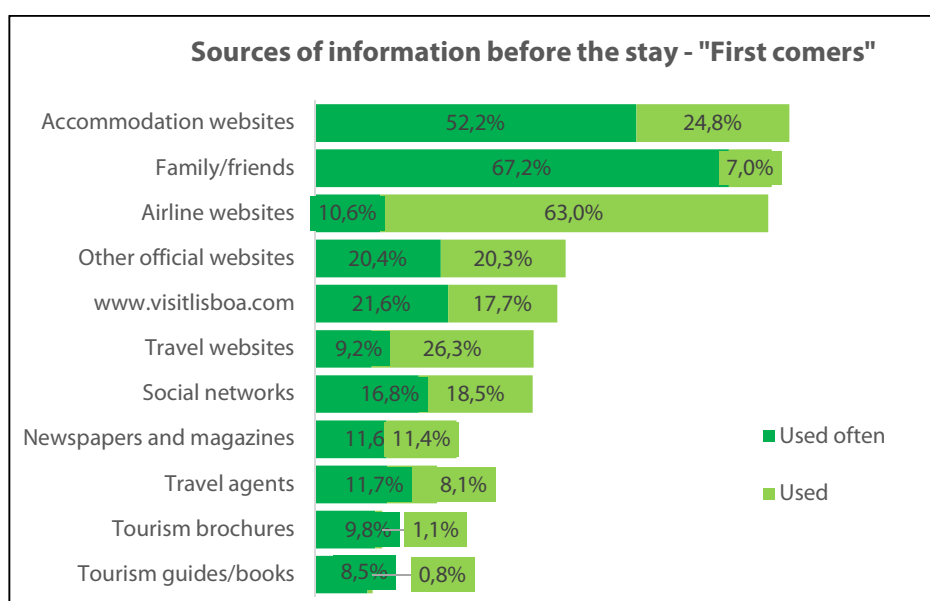
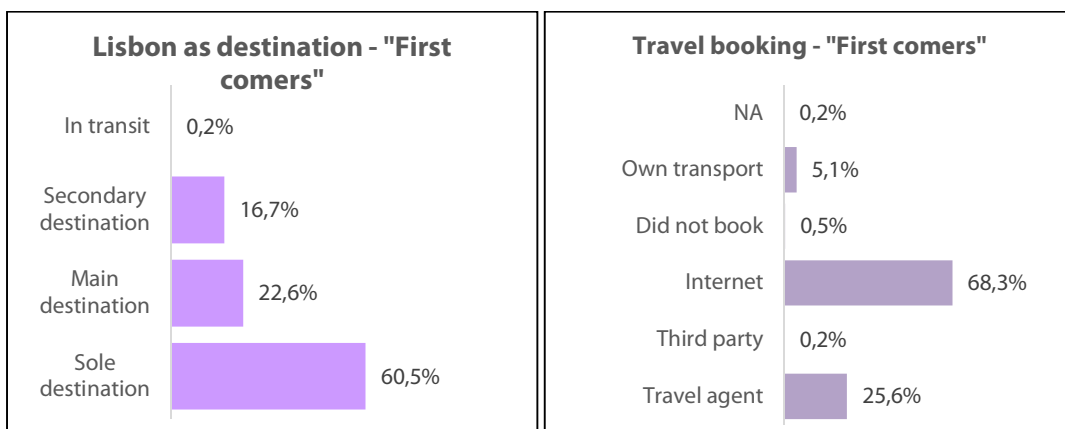




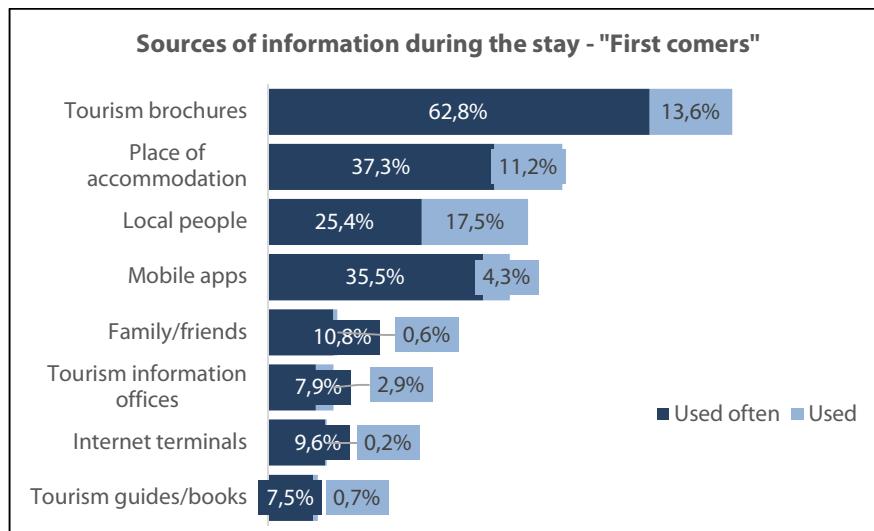
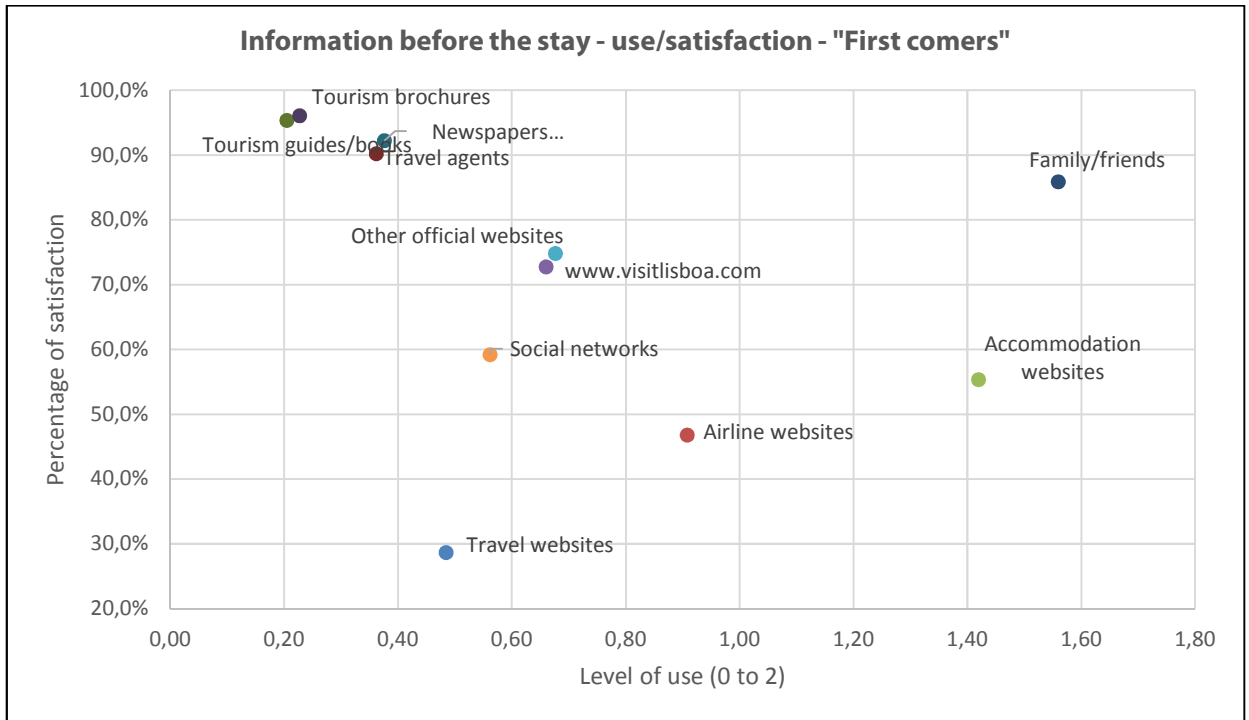
15. RESULTS BY PREVIOUS EXPERIENCE

FIRST COMERS (2806 Answers)

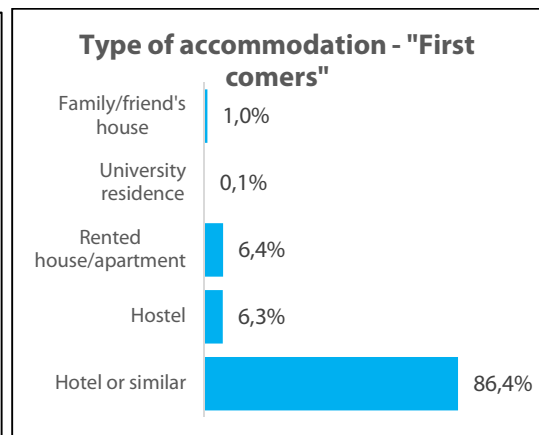
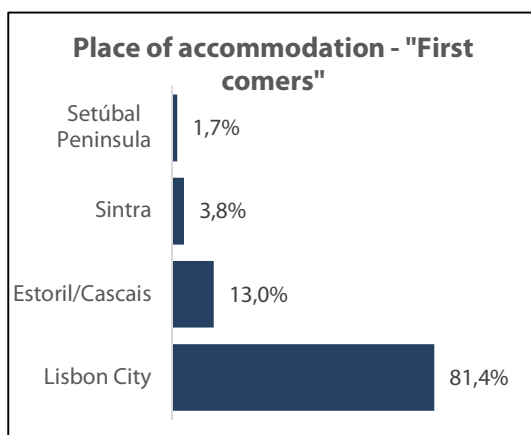
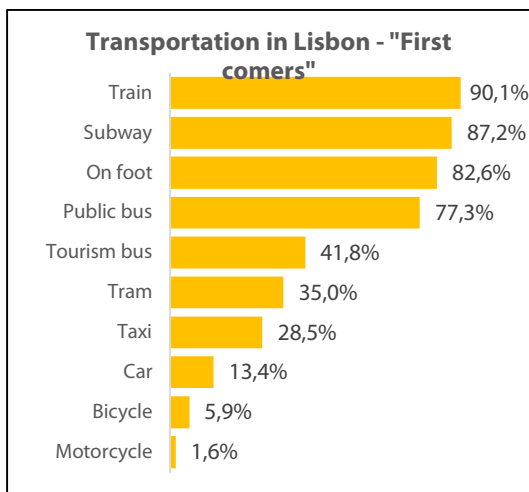
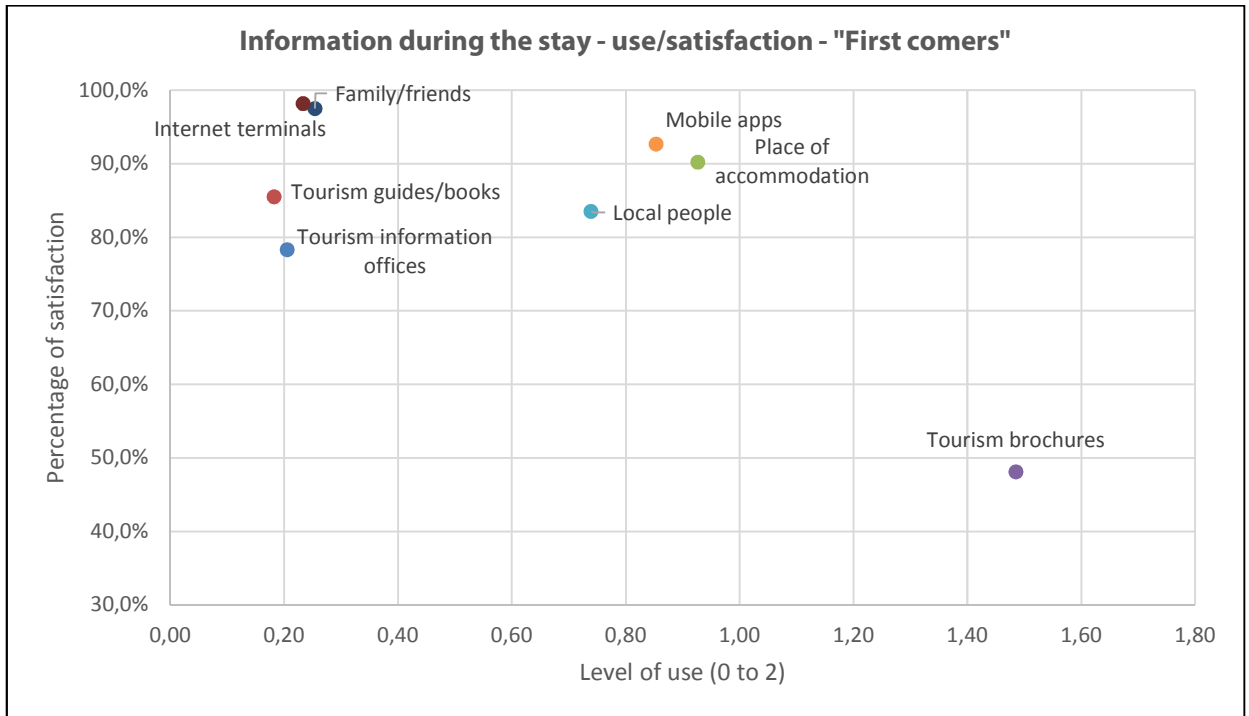


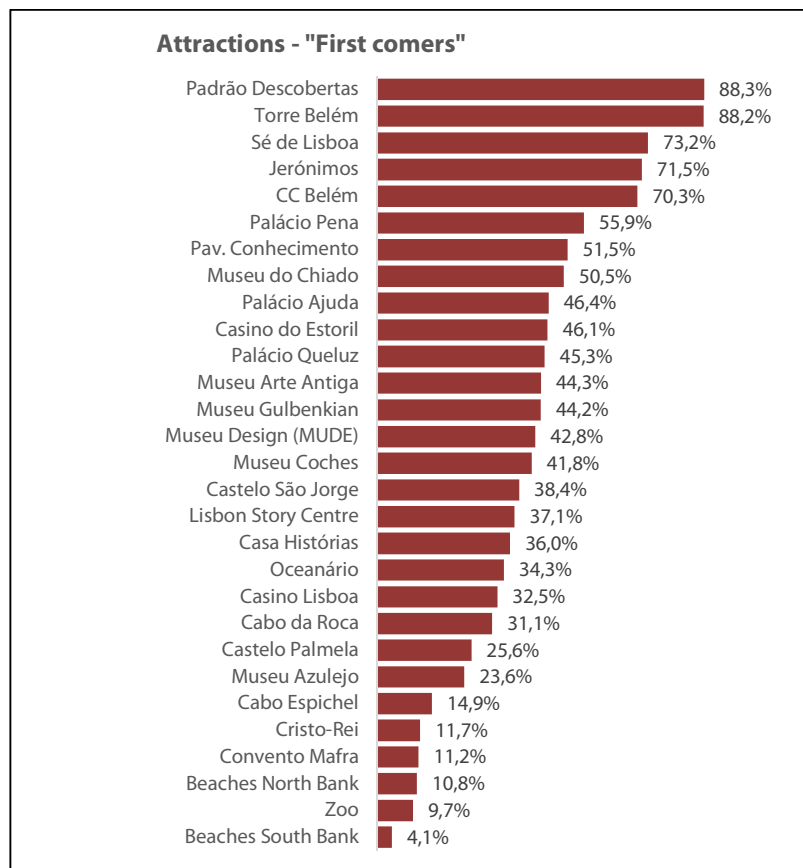
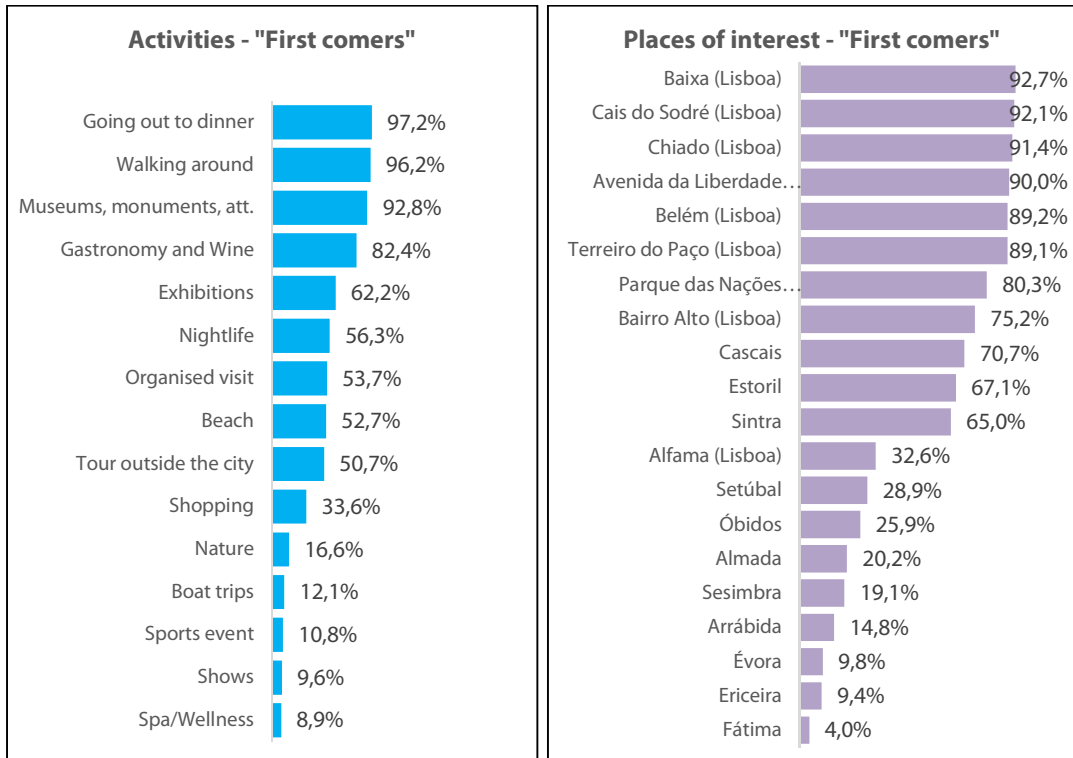


Evaluation of the sources of information before the stay - "First comers"		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Tourism brochures	96,0%	8,81
Travel agents	90,2%	8,79
Newspapers and magazines	92,2%	8,78
Tourism guides/books	95,3%	8,73
Family/friends	85,9%	8,73
Other official websites	74,8%	8,09
www.visitlisboa.com	72,7%	8,08
Social networks	59,2%	7,64
Accommodation websites	55,4%	7,56
Airline websites	46,8%	7,41
Travel websites	28,6%	6,58

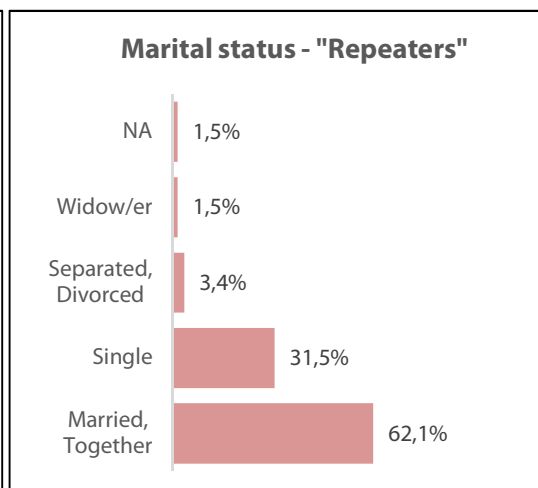
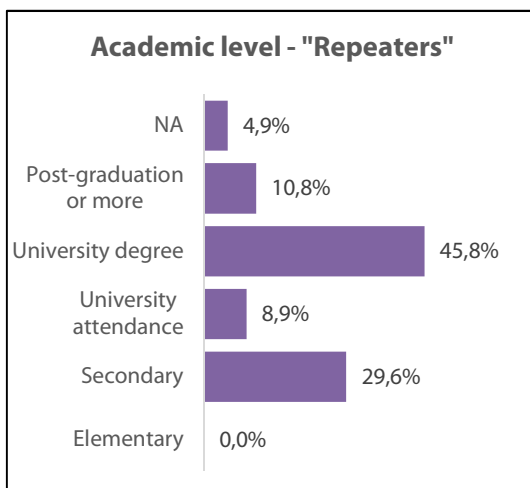
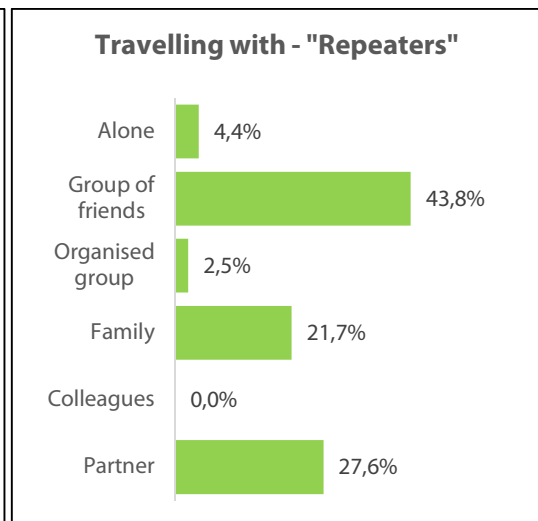
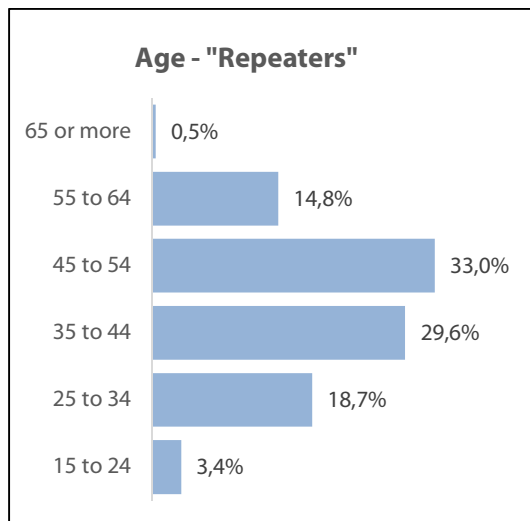
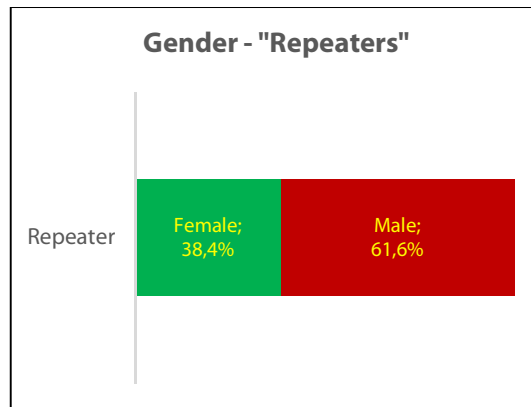


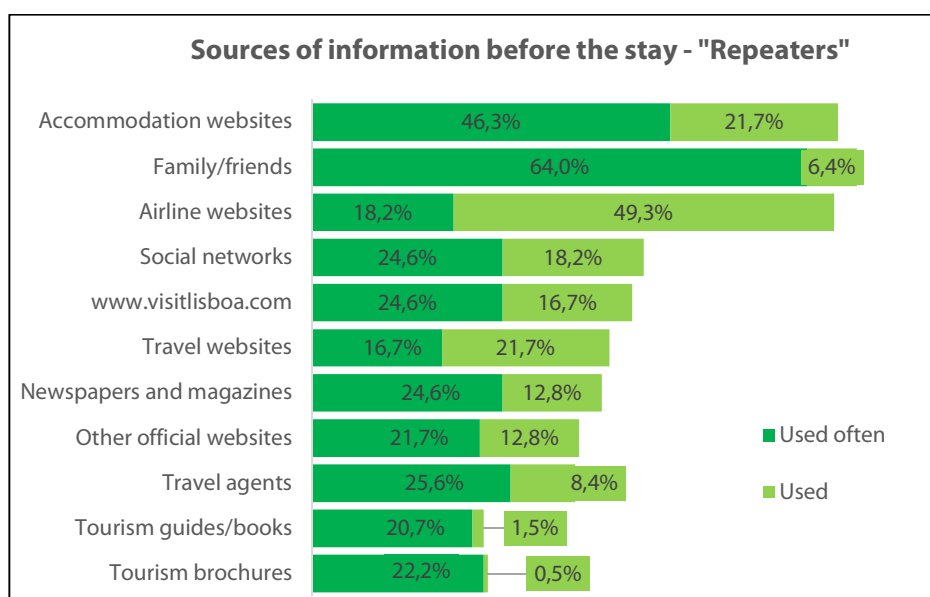
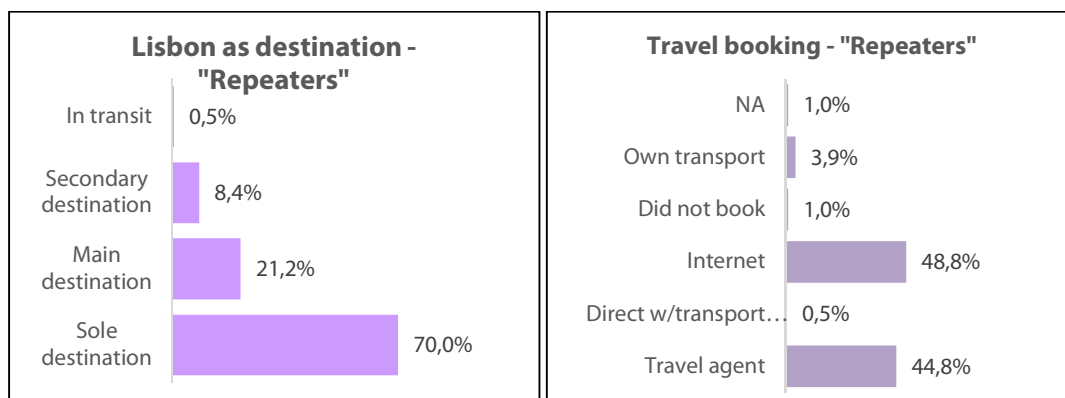
Evaluation of the sources of information during the stay - "First comers"		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Internet terminals	98,1%	8,96
Family/friends	97,5%	8,90
Place of accommodation	90,2%	8,78
Mobile apps	92,6%	8,56
Tourism guides/books	85,5%	8,54
Tourism information offices	78,3%	8,42
Local people	83,5%	8,38
Tourism brochures	48,1%	7,44



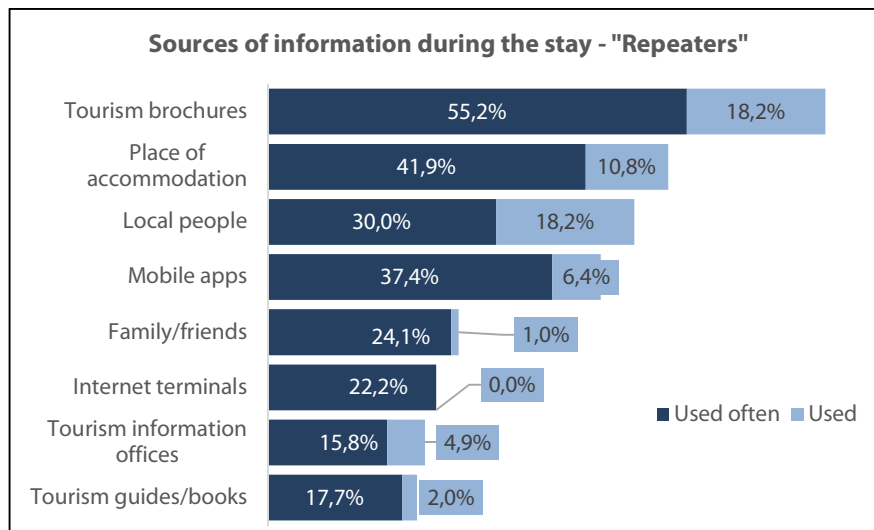
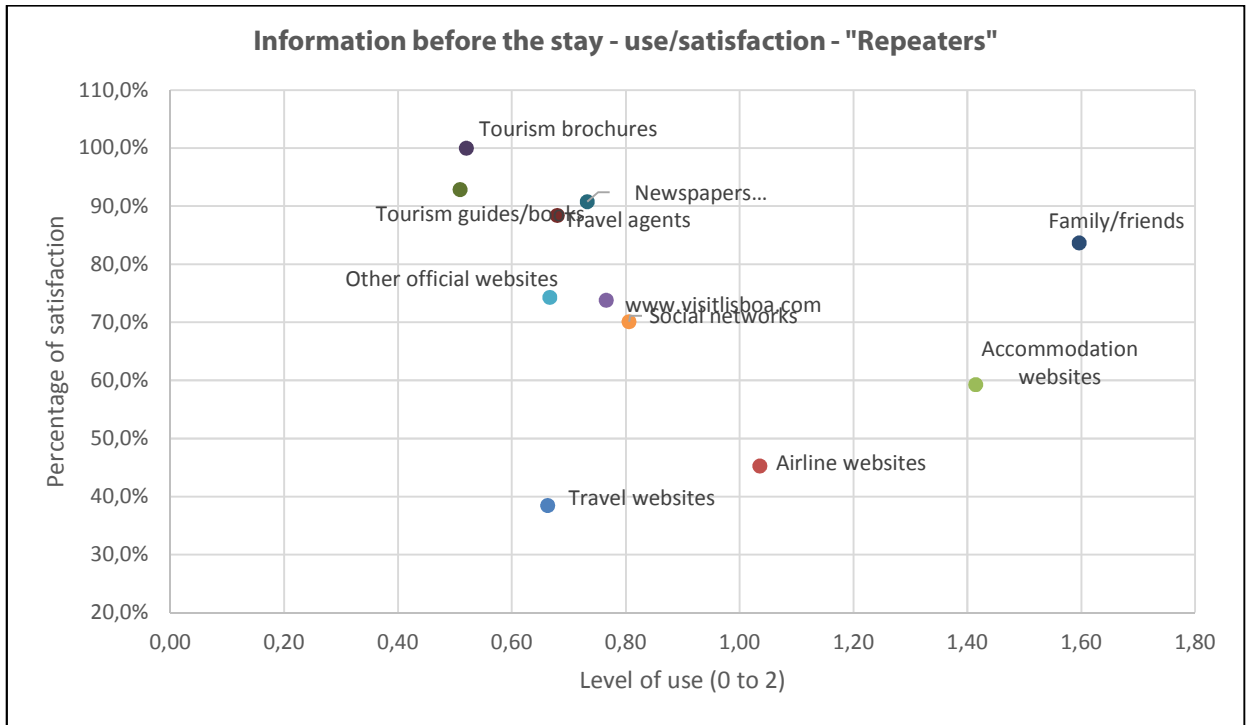


REPEATERS (203 Answers)

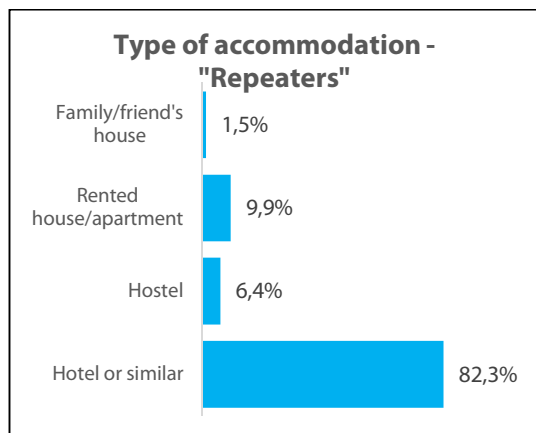
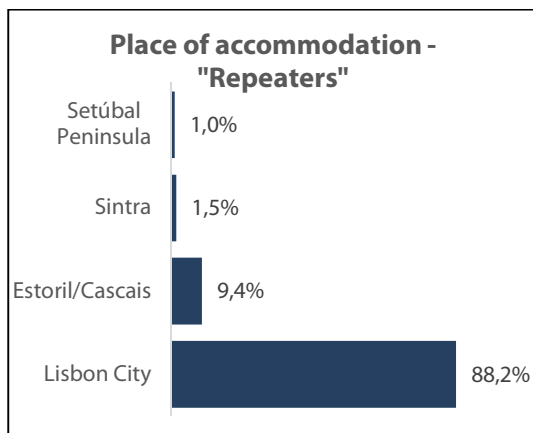
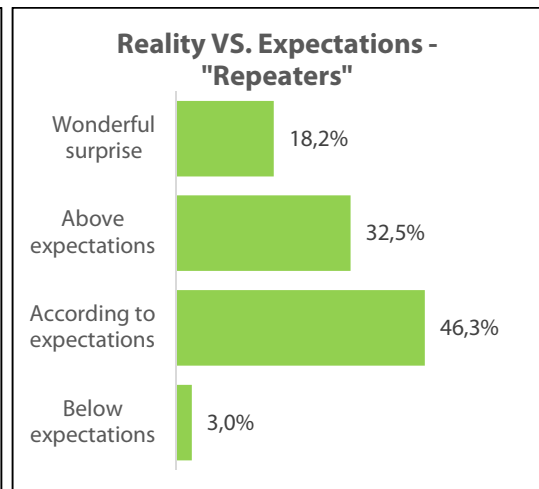
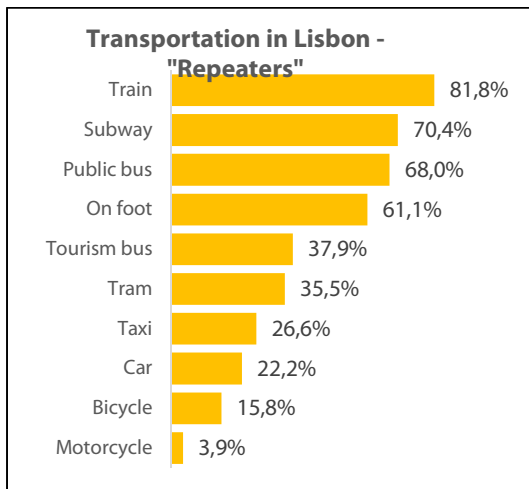
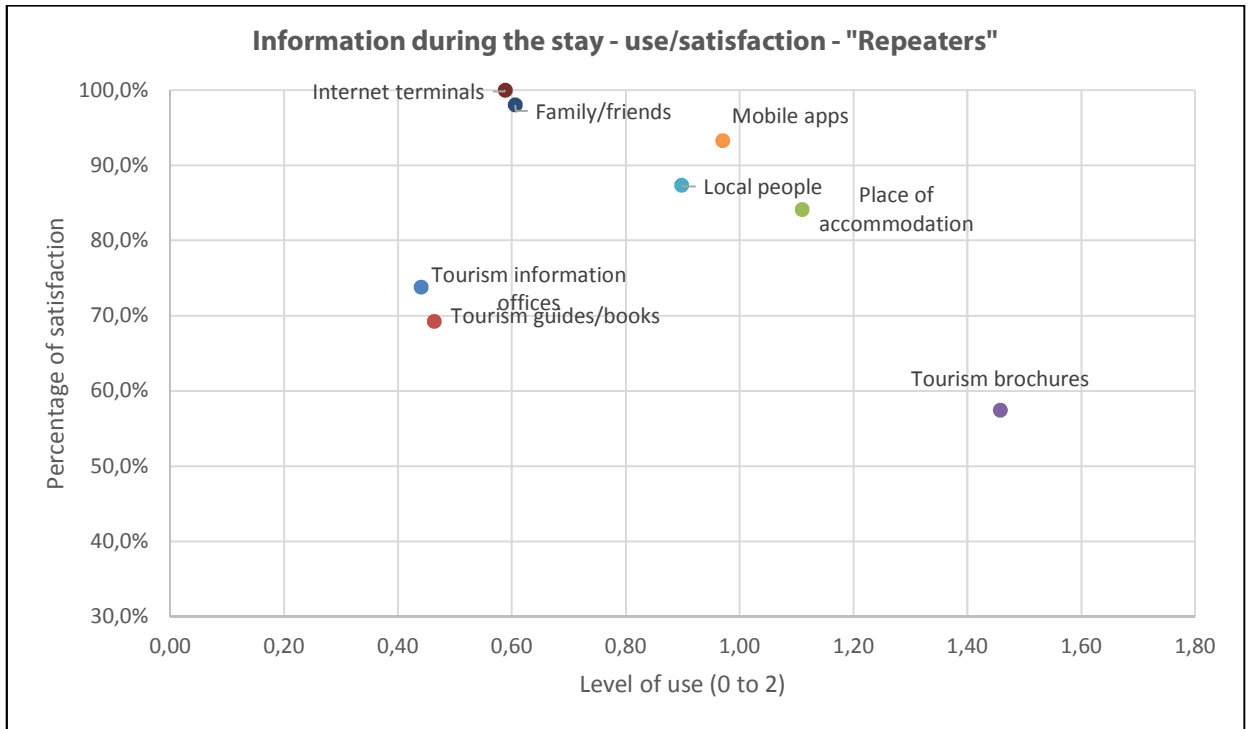


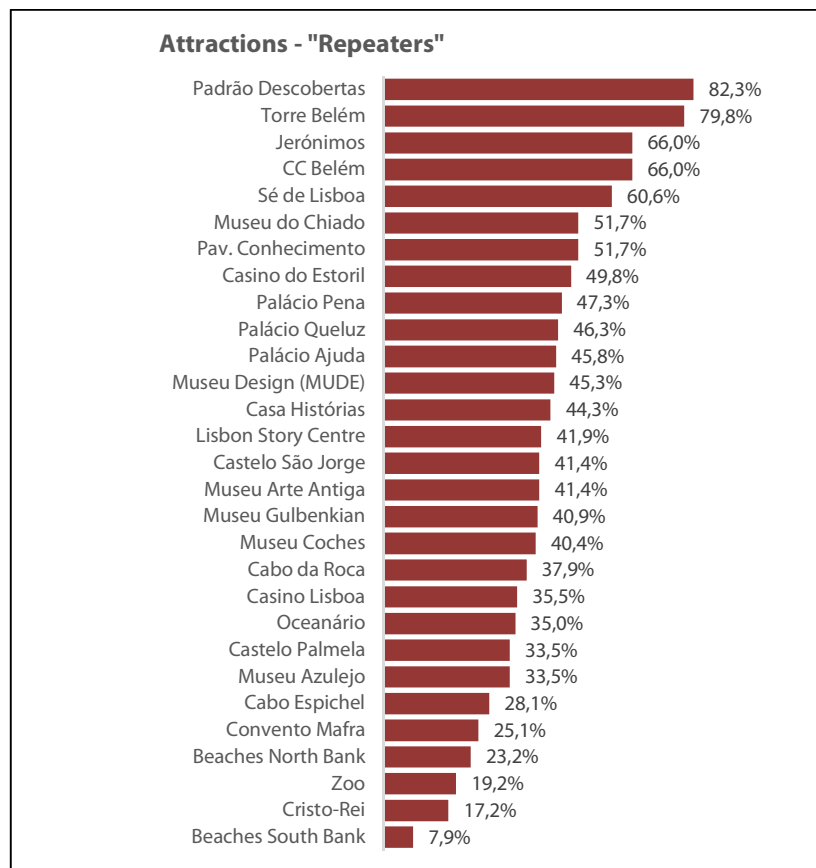
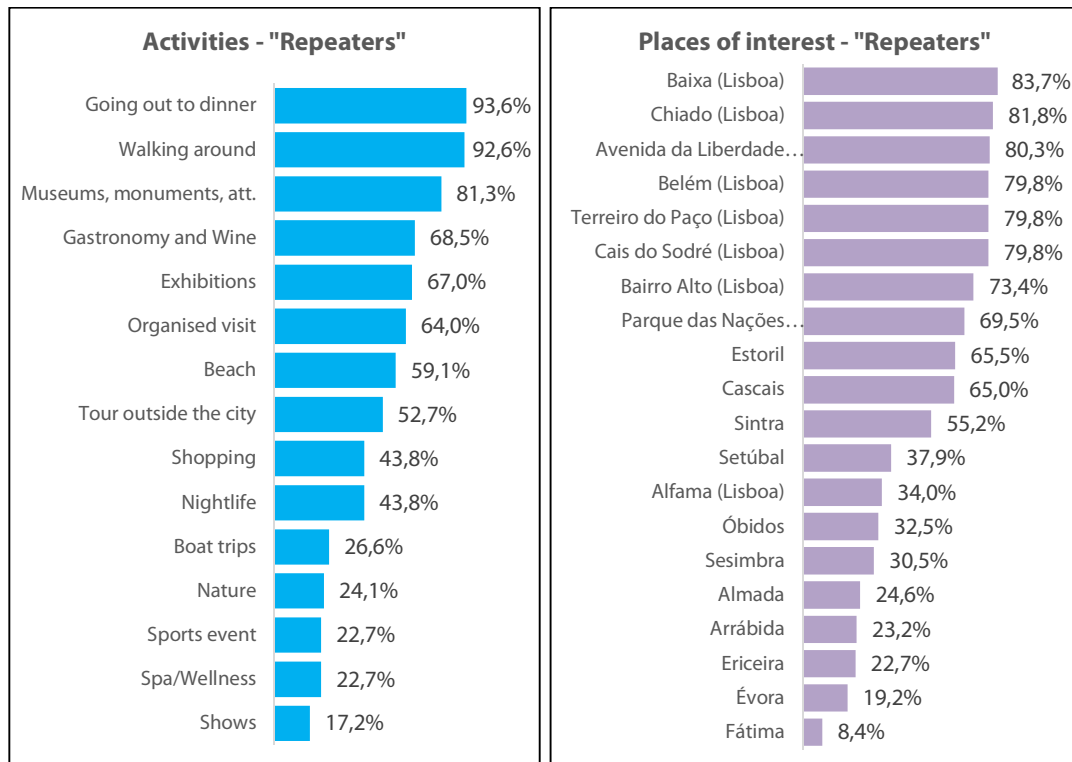


Evaluation of the sources of information before the stay - "Repeaters"		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Tourism brochures	100,0%	9,00
Tourism guides/books	92,9%	8,83
Newspapers and magazines	90,8%	8,67
Travel agents	88,4%	8,67
Family/friends	83,7%	8,48
Other official websites	74,3%	8,26
www.visitlisboa.com	73,8%	8,13
Social networks	70,1%	7,74
Accommodation websites	59,3%	7,67
Airline websites	45,3%	7,34
Travel websites	38,5%	6,92



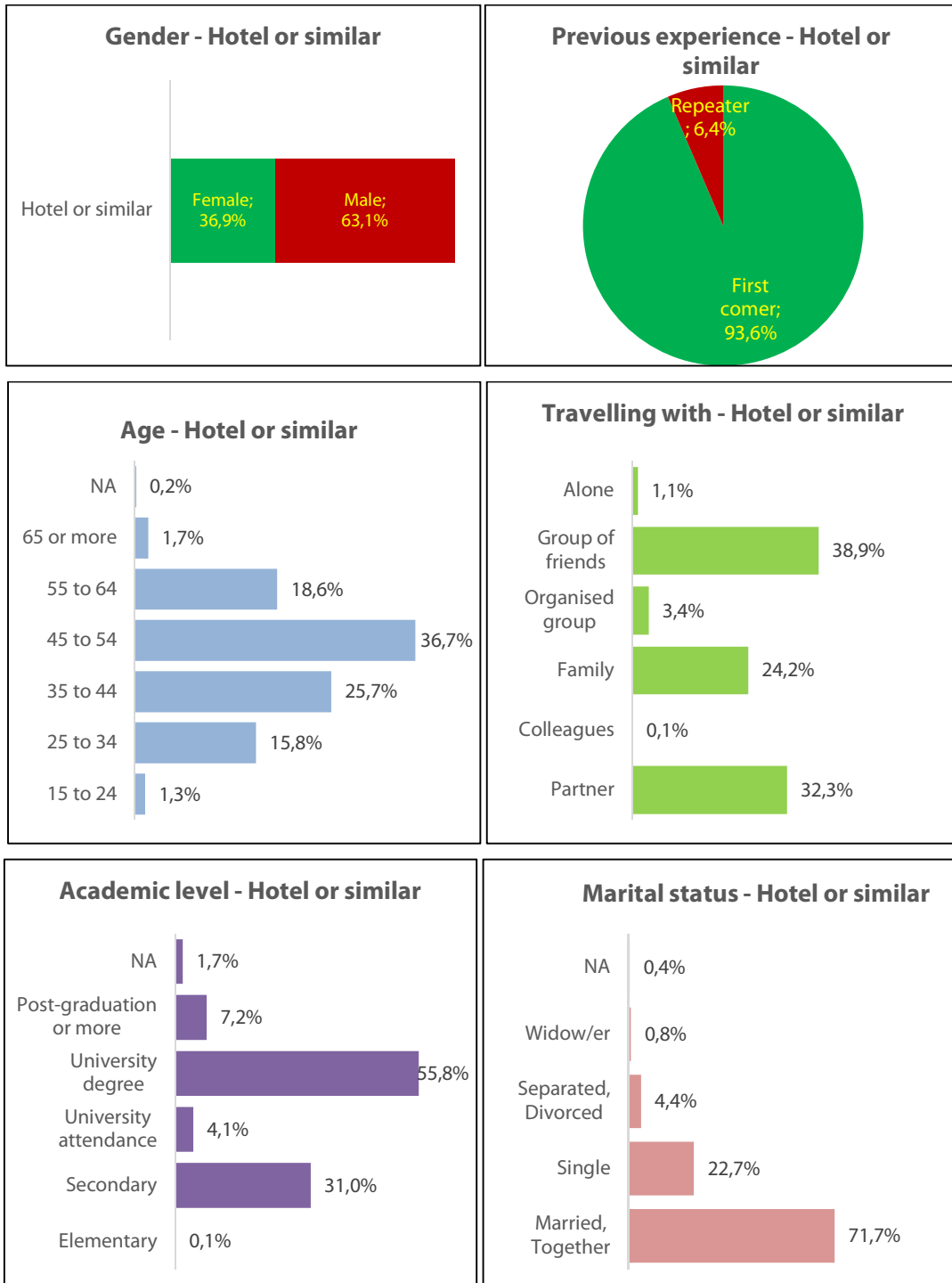
Evaluation of the sources of information during the stay - "Repeaters"		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Family/friends	98,0%	8,94
Internet terminals	100,0%	8,91
Place of accommodation	84,1%	8,58
Mobile apps	93,3%	8,57
Local people	87,4%	8,53
Tourism information offices	73,8%	8,48
Tourism guides/books	69,2%	8,38
Tourism brochures	57,4%	7,64

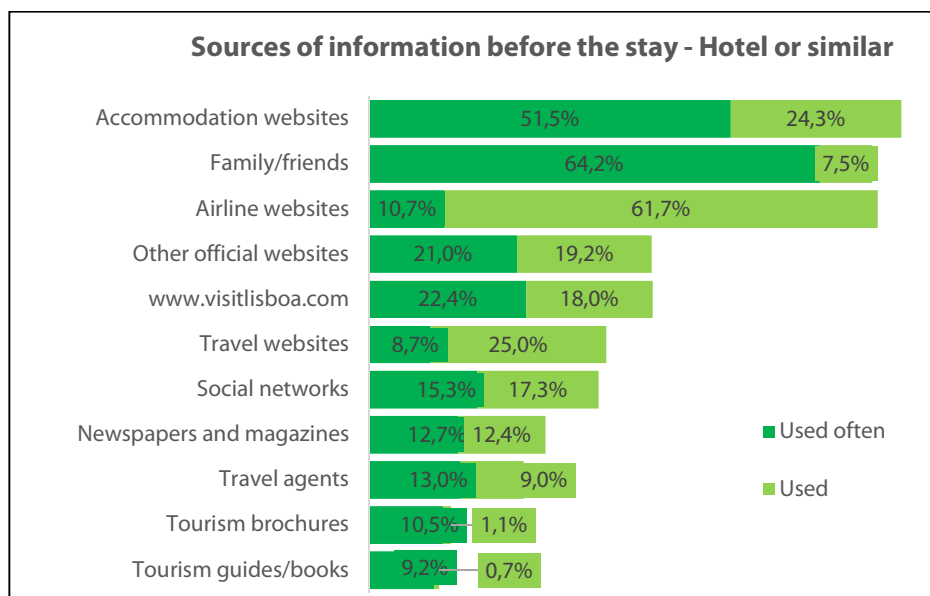




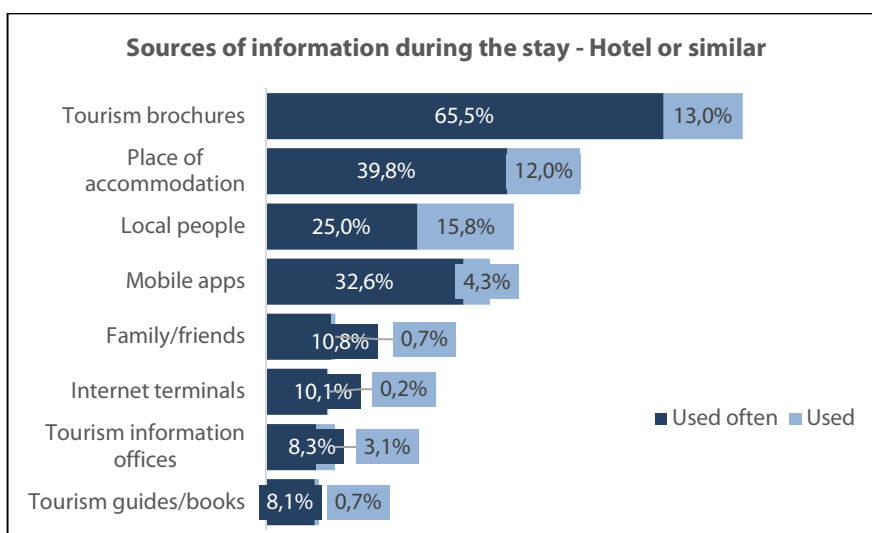
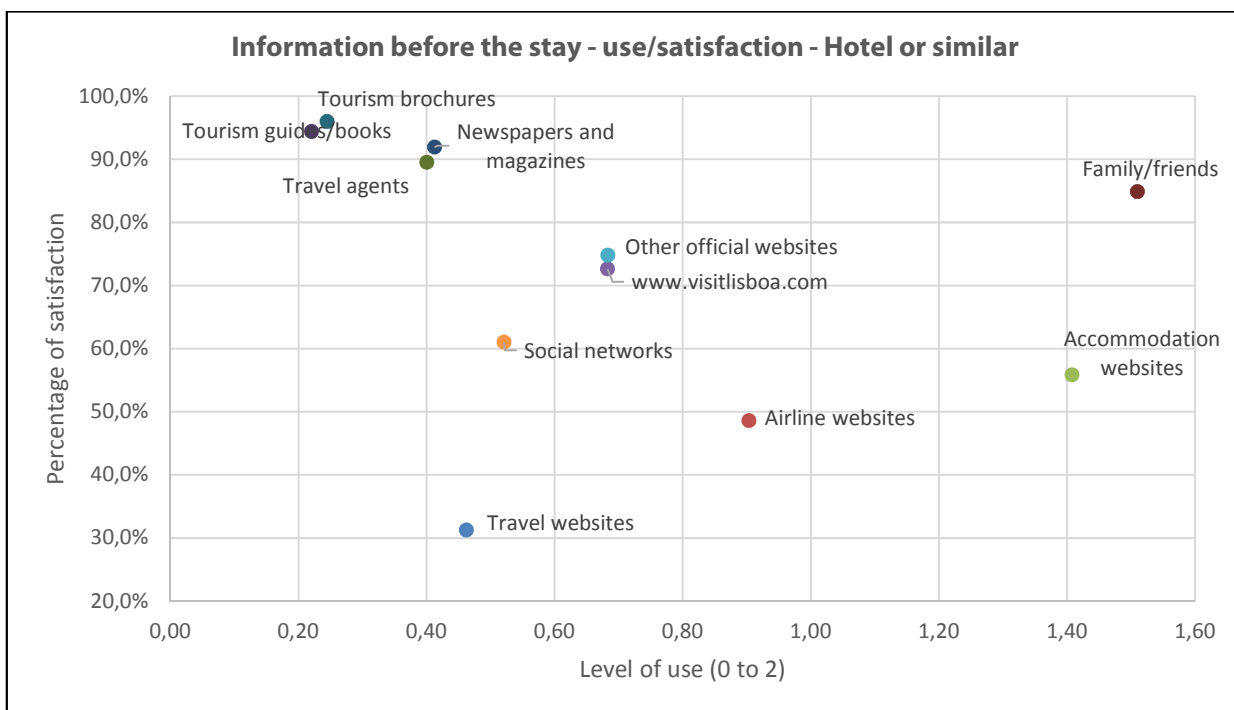
16. RESULTS BY TYPE OF ACCOMMODATION

USERS OF HOTEL ACCOMMODATION OR SIMILAR (2590 Respostas)

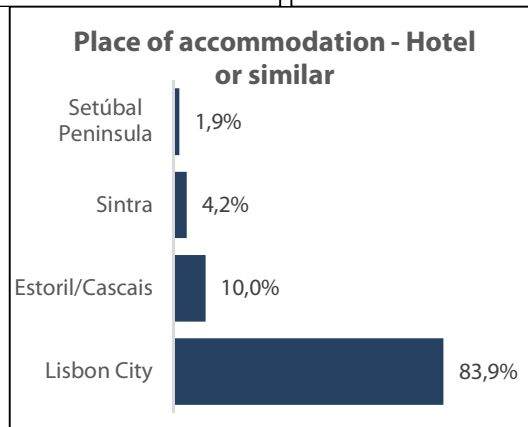
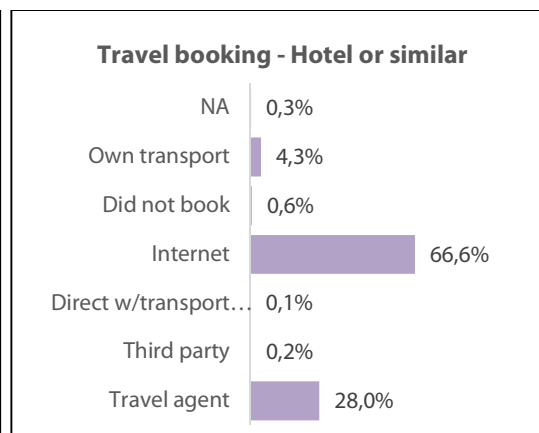
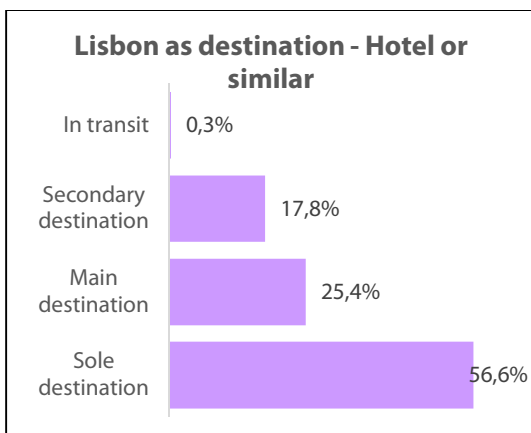
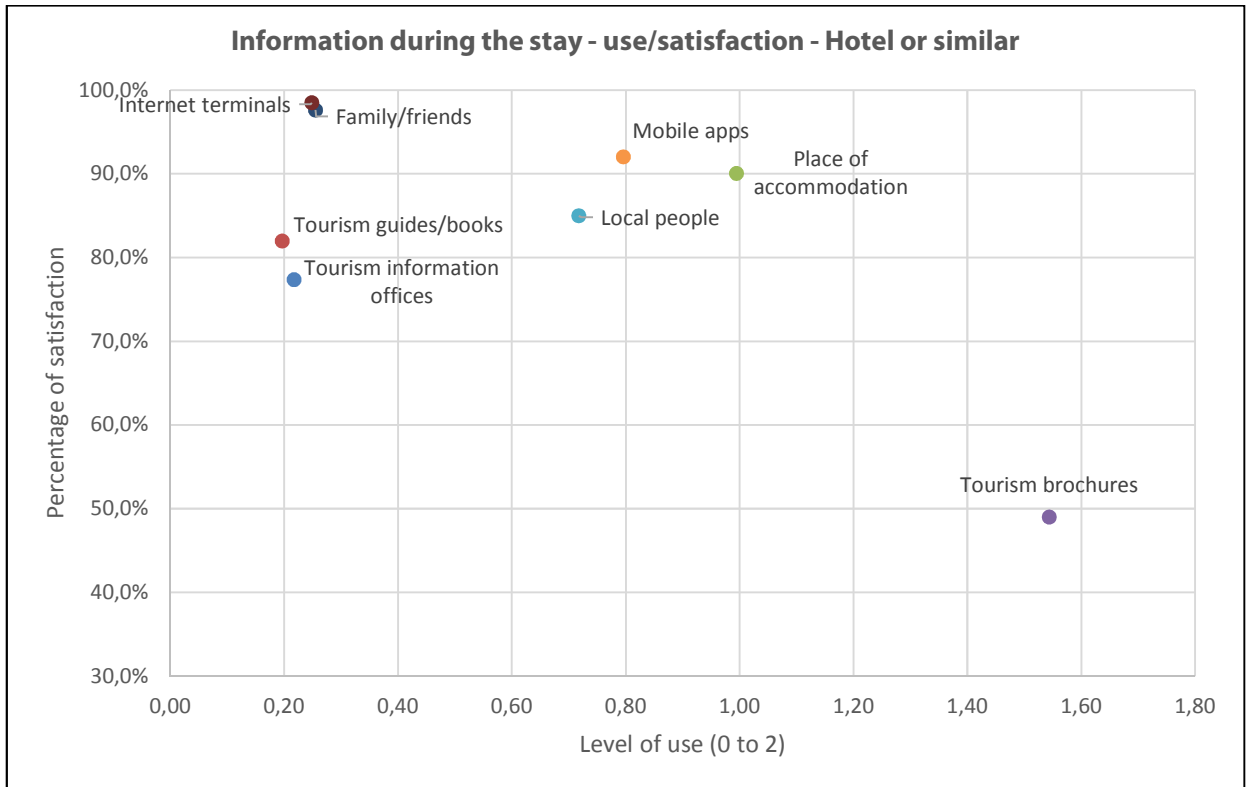


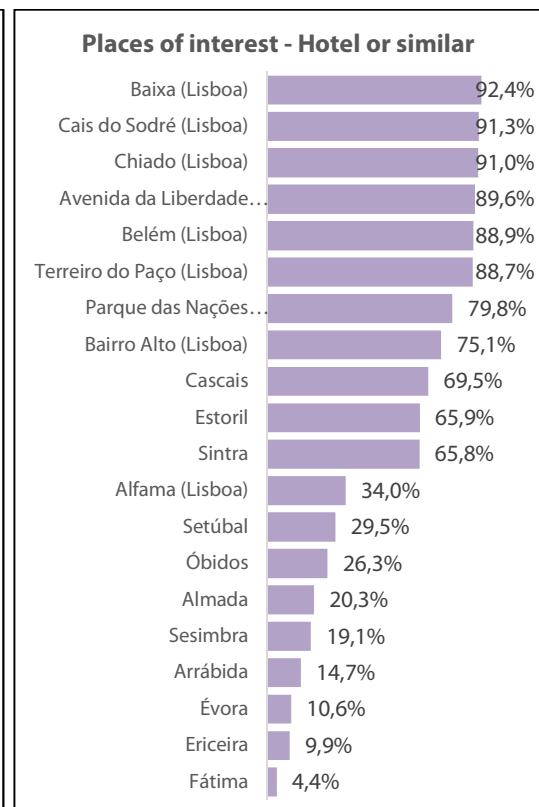
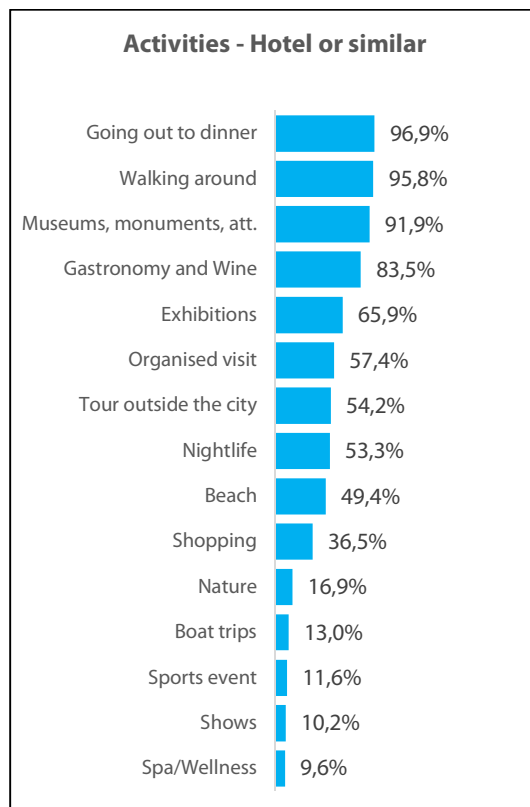
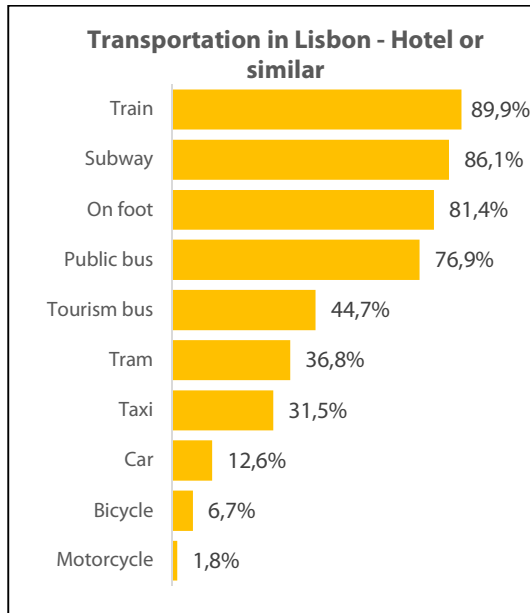


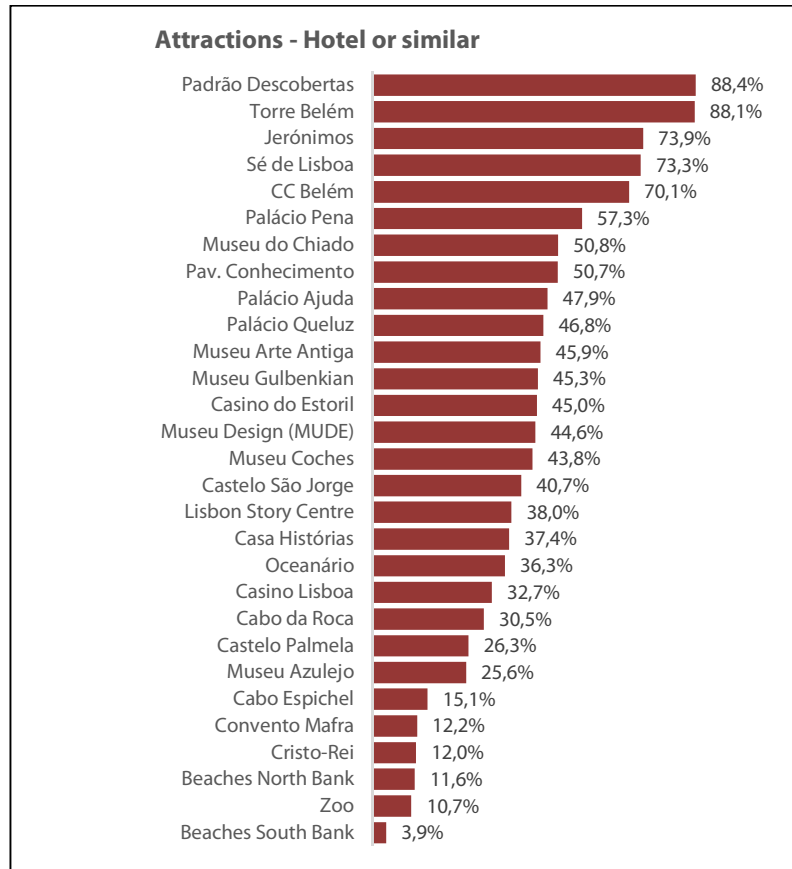
Evaluation of the sources of information before the stay - Hotel or similar		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Tourism brochures	96,0%	8,80
Travel agents	89,5%	8,79
Newspapers and magazines	92,0%	8,77
Tourism guides/books	94,4%	8,73
Family/friends	84,9%	8,68
www.visitlisboa.com	72,6%	8,10
Other official websites	74,8%	8,10
Social networks	61,0%	7,67
Accommodation websites	55,9%	7,60
Airline websites	48,6%	7,47
Travel websites	31,3%	6,72



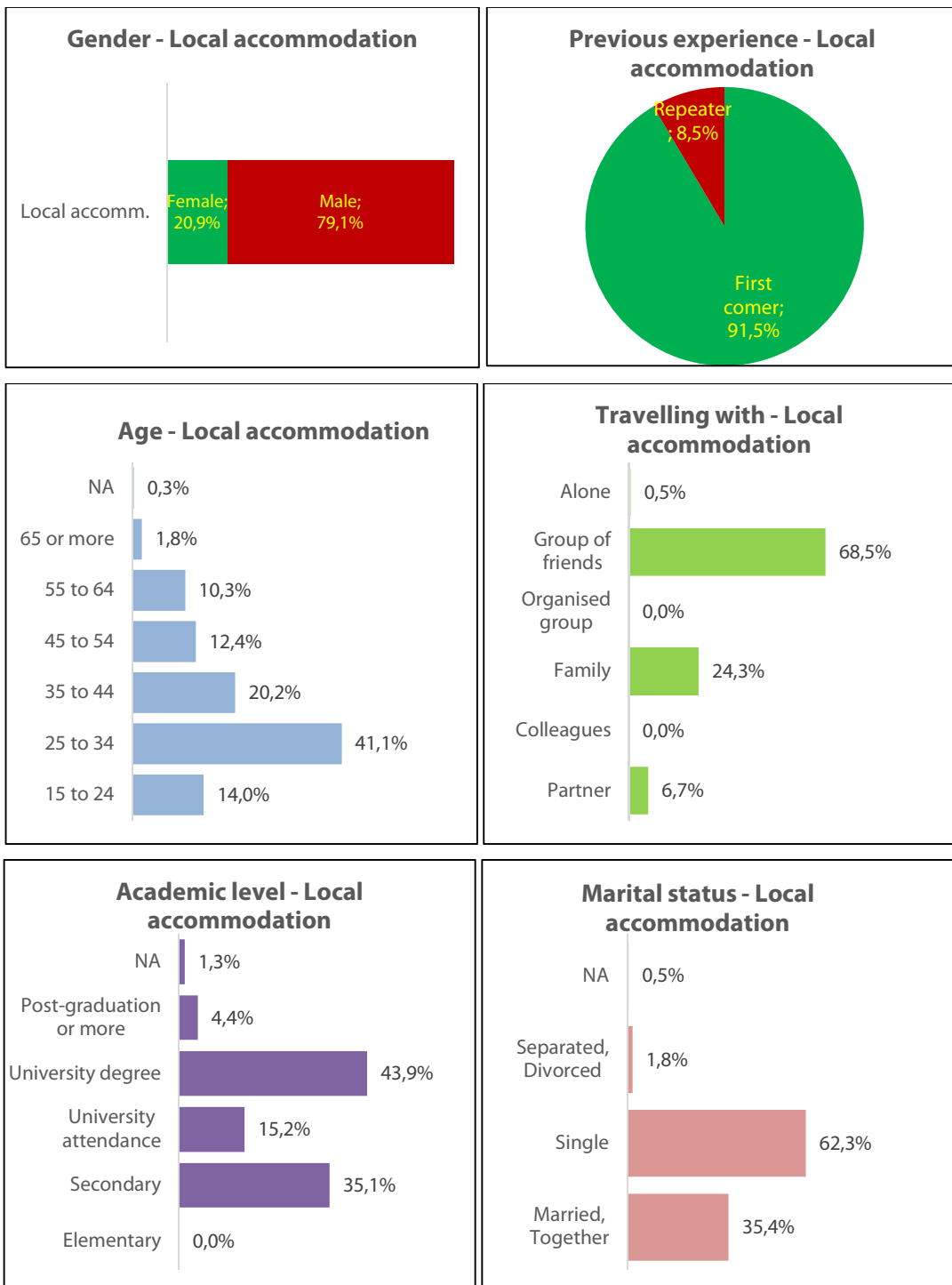
Evaluation of the sources of information during the stay - Hotel or similar		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Internet terminals	98,5%	8,91
Family/friends	97,6%	8,81
Place of accommodation	90,1%	8,79
Mobile apps	92,0%	8,55
Tourism guides/books	82,0%	8,47
Local people	85,0%	8,43
Tourism information offices	77,4%	8,42
Tourism brochures	49,0%	7,47

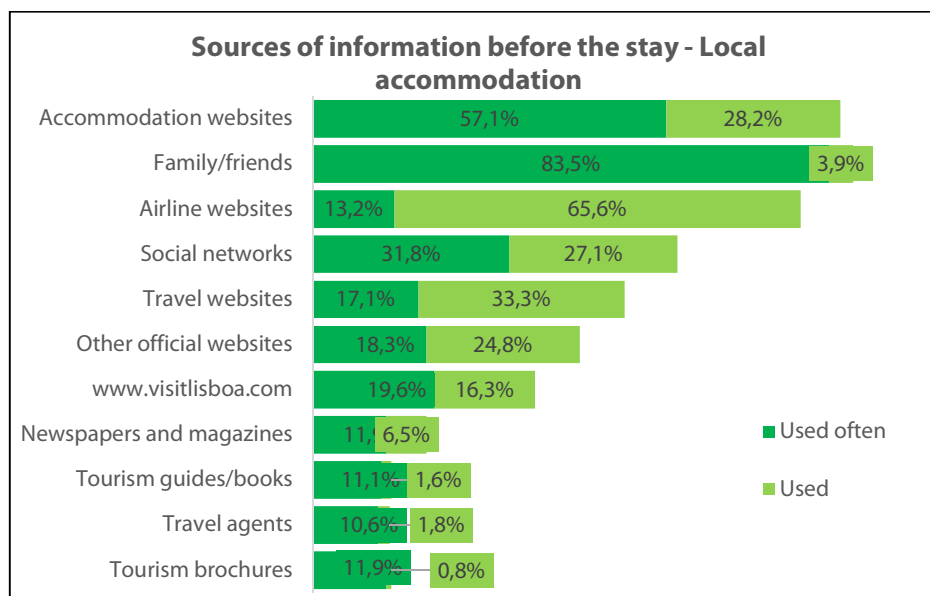




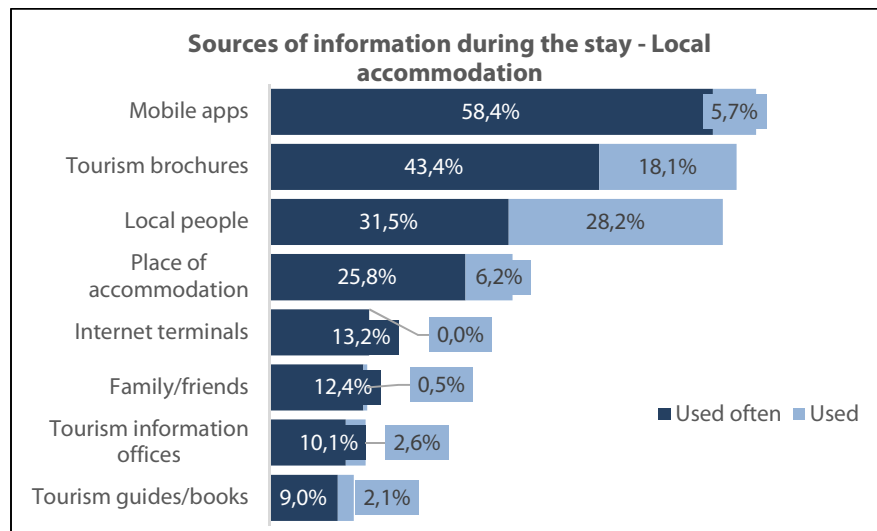
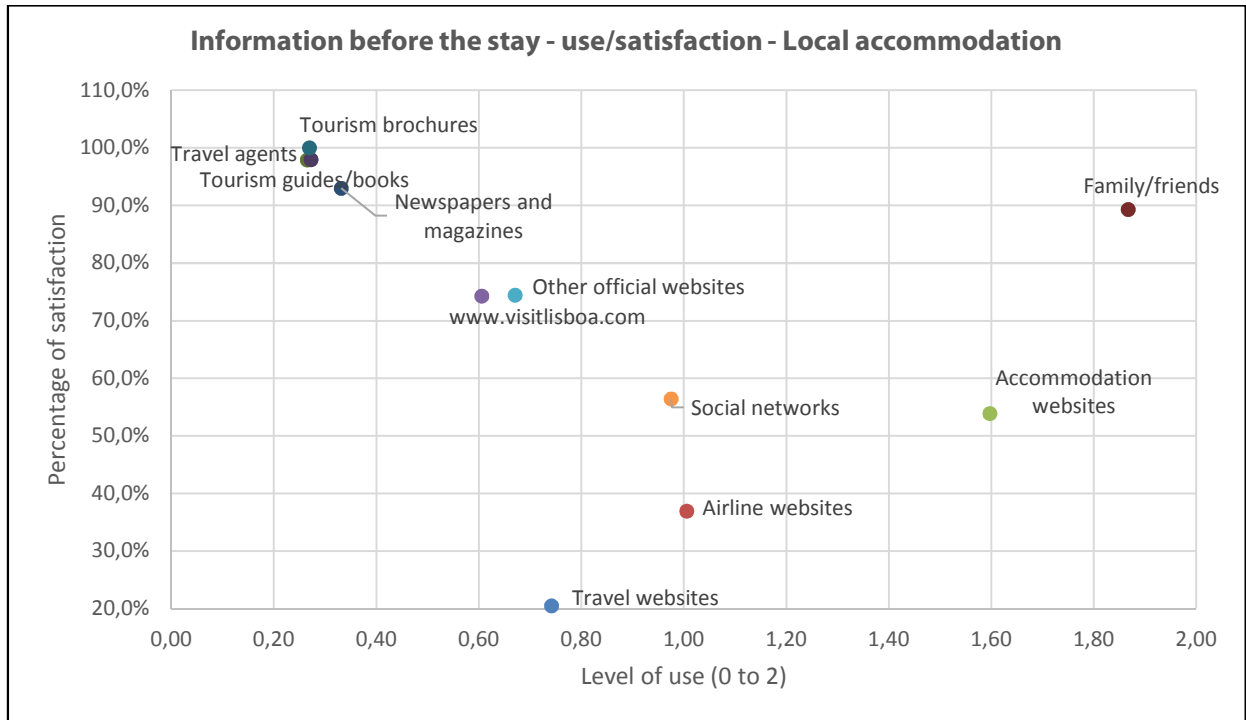


USERS OF LOCAL ACCOMMODATION (387 Answers)

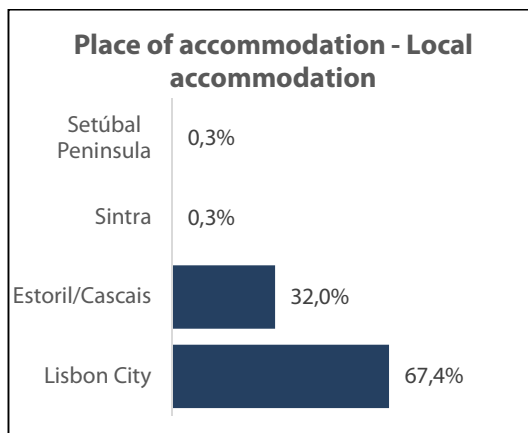
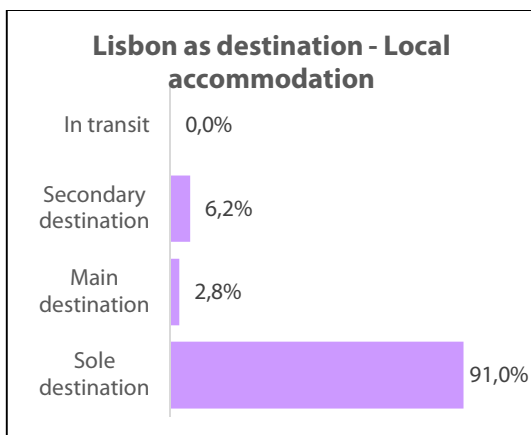
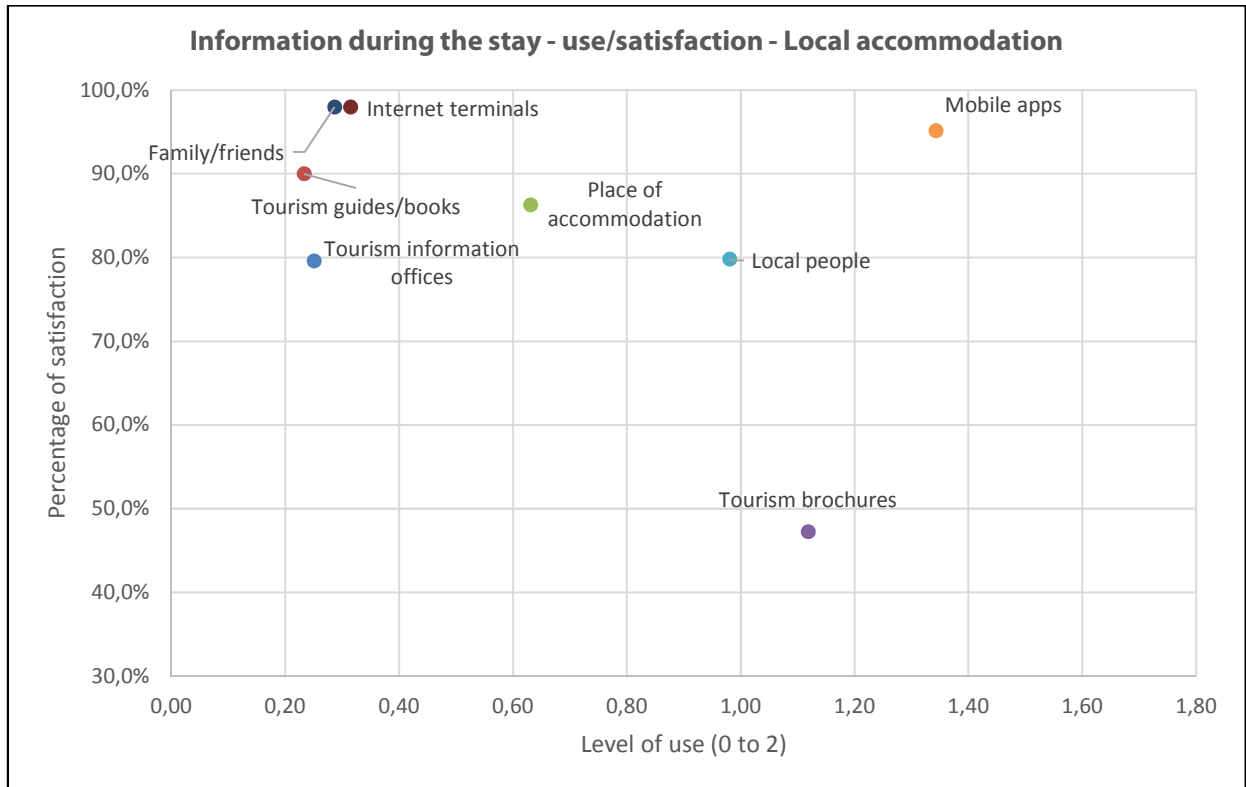


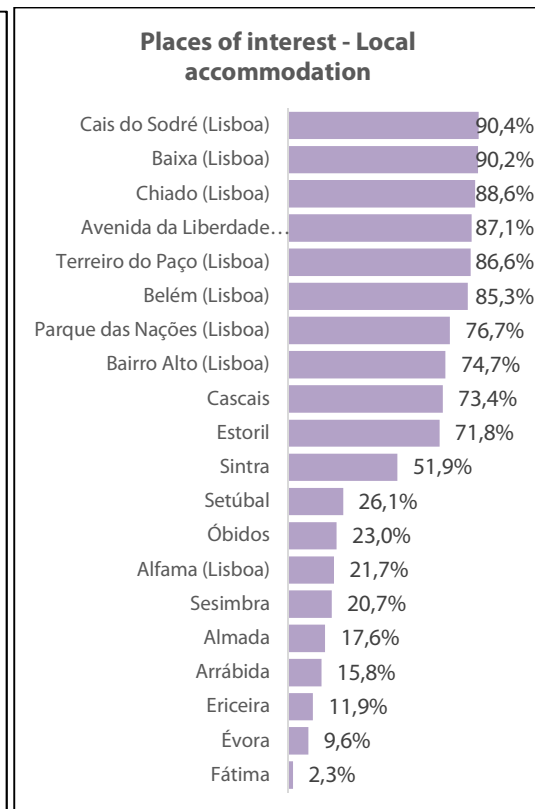
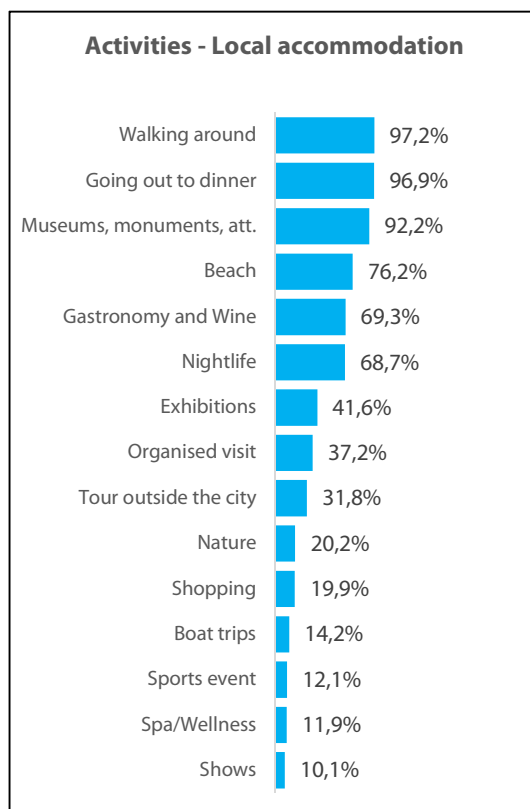
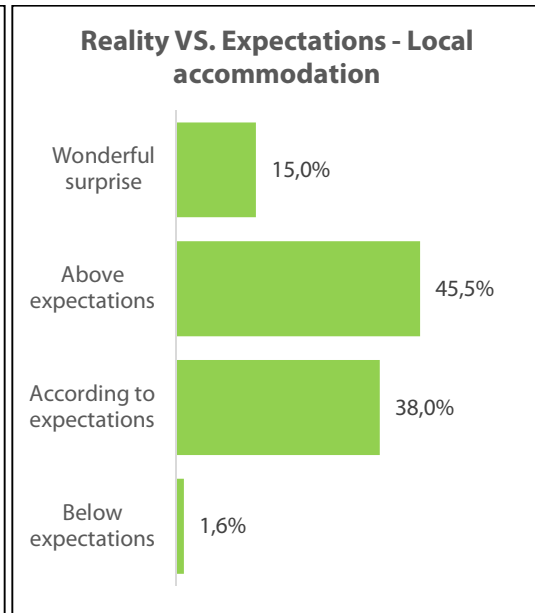
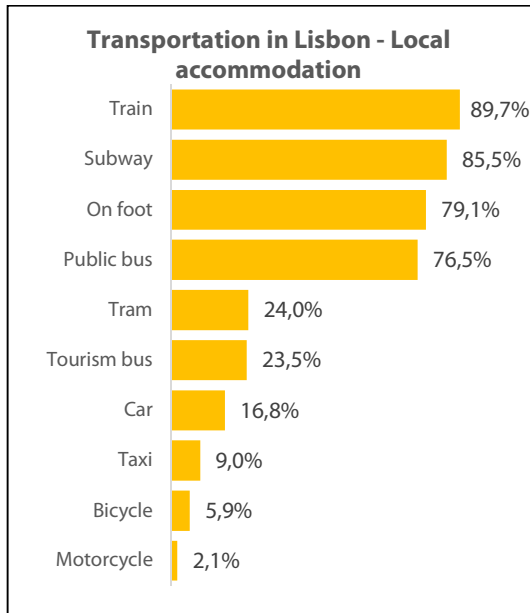


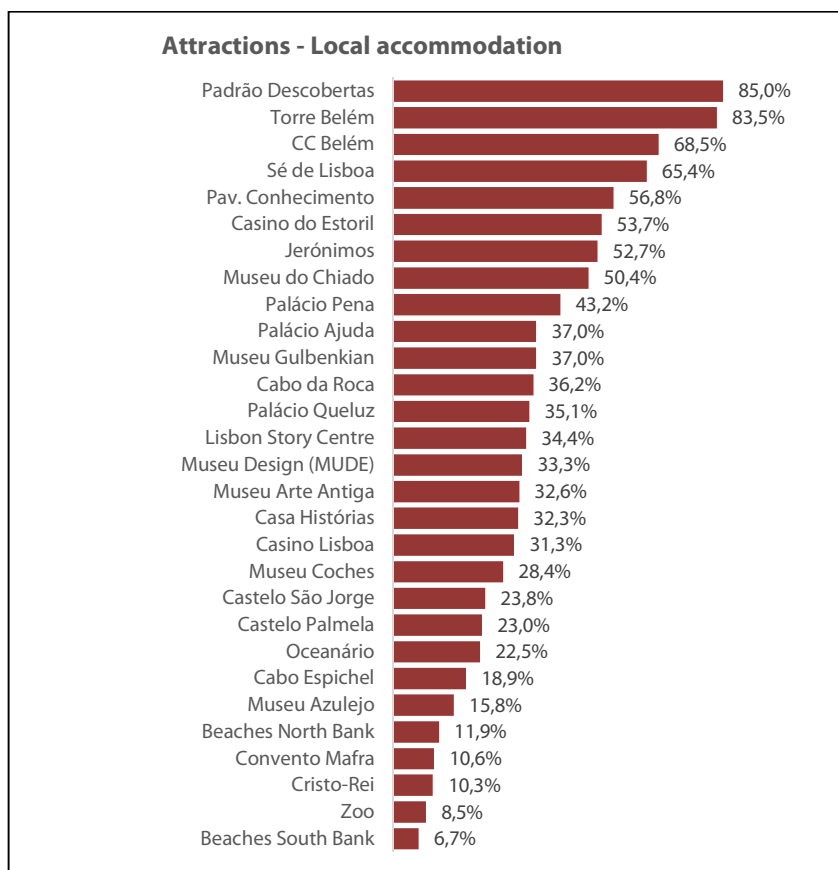
Evaluation of the sources of information before the stay - Local accommodation		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Tourism brochures	100,0%	9,04
Travel agents	97,9%	8,89
Tourism guides/books	97,9%	8,83
Family/friends	89,3%	8,81
Newspapers and magazines	93,0%	8,73
Other official websites	74,4%	8,09
www.visitlisboa.com	74,3%	8,01
Social networks	56,4%	7,60
Accommodation websites	53,8%	7,36
Airline websites	37,0%	7,04
Travel websites	20,5%	6,08



Evaluation of the sources of information during the stay - Local accommodation		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Internet terminals	98,0%	9,12
Family/friends	98,0%	9,00
Tourism guides/books	90,0%	8,78
Mobile apps	95,1%	8,62
Place of accommodation	86,3%	8,53
Tourism information offices	79,6%	8,45
Local people	79,8%	8,23
Tourism brochures	47,2%	7,40

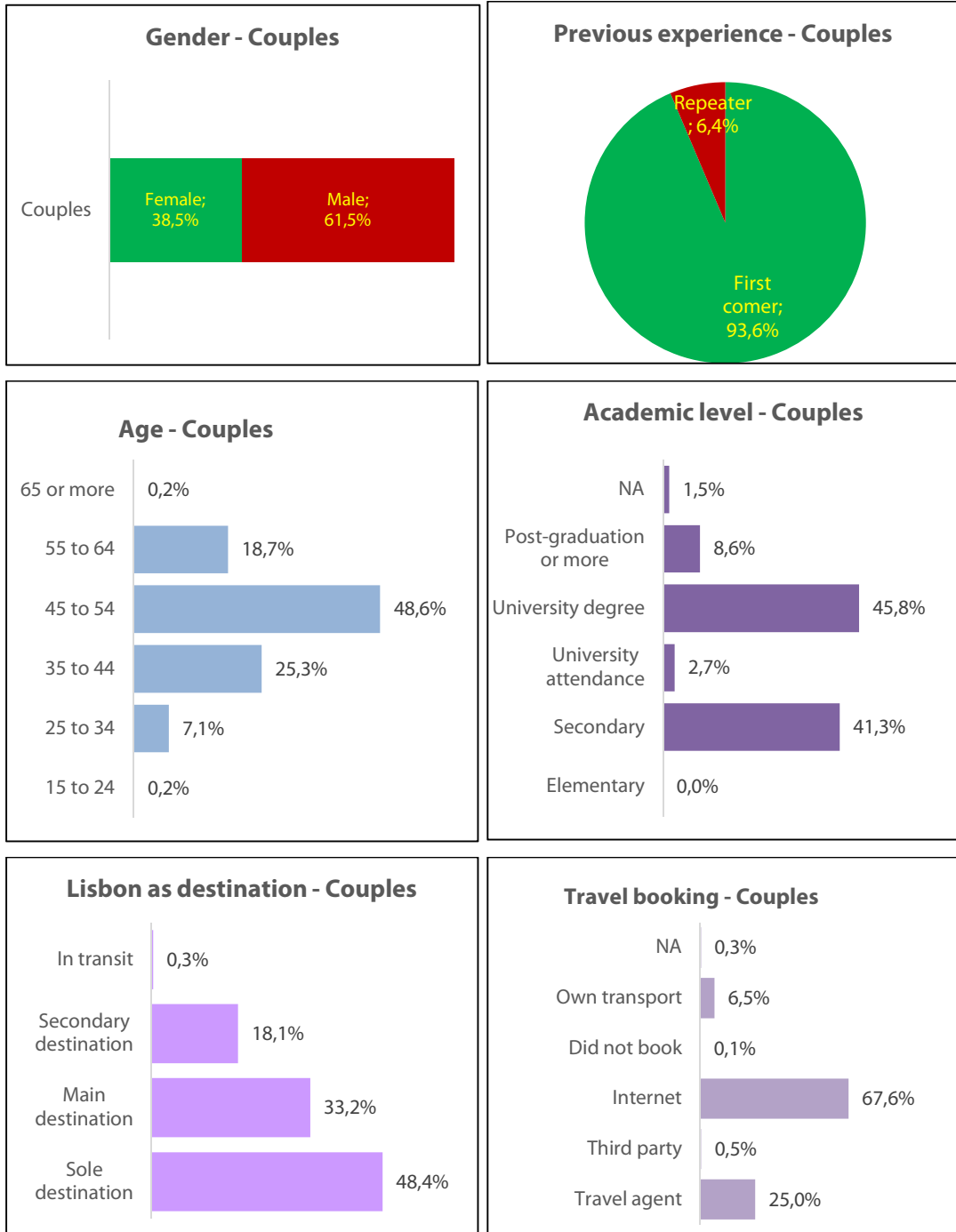


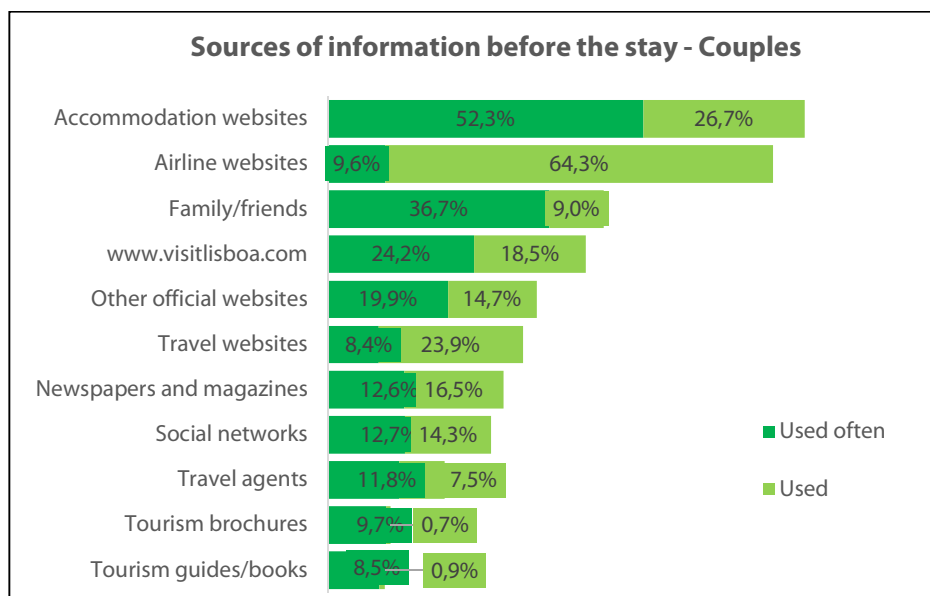




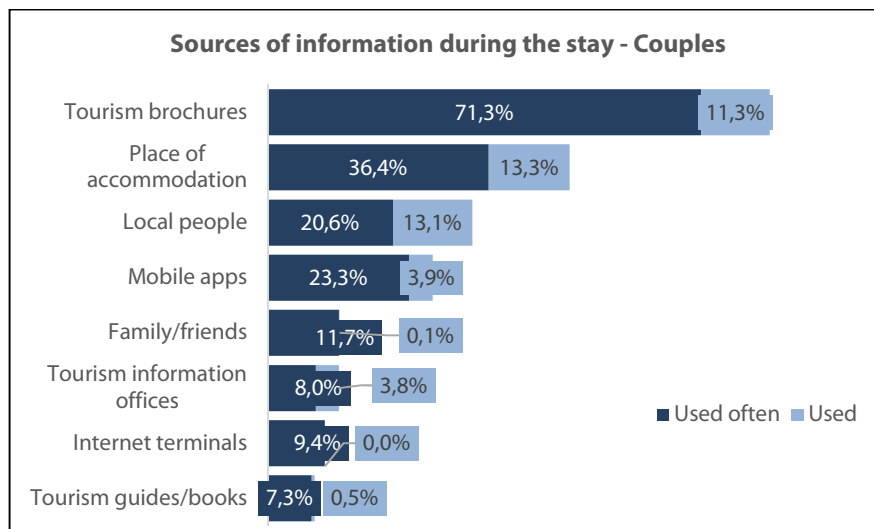
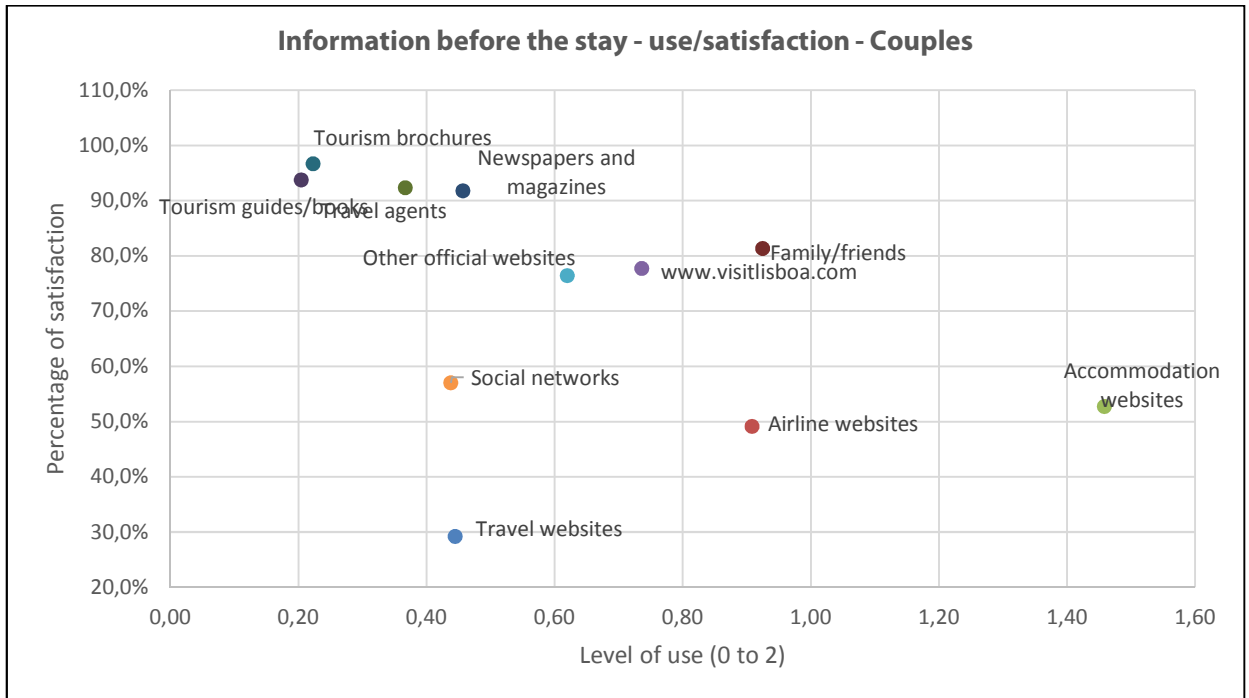
17. RESULTS BY TRAVEL COMPANION

COUPLES (879 Answers)

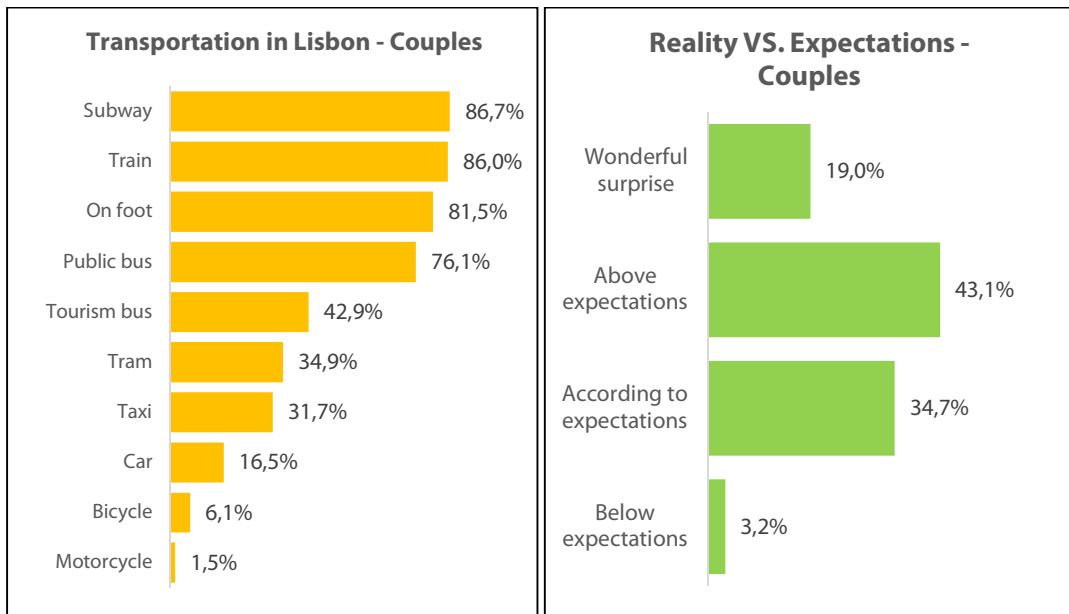
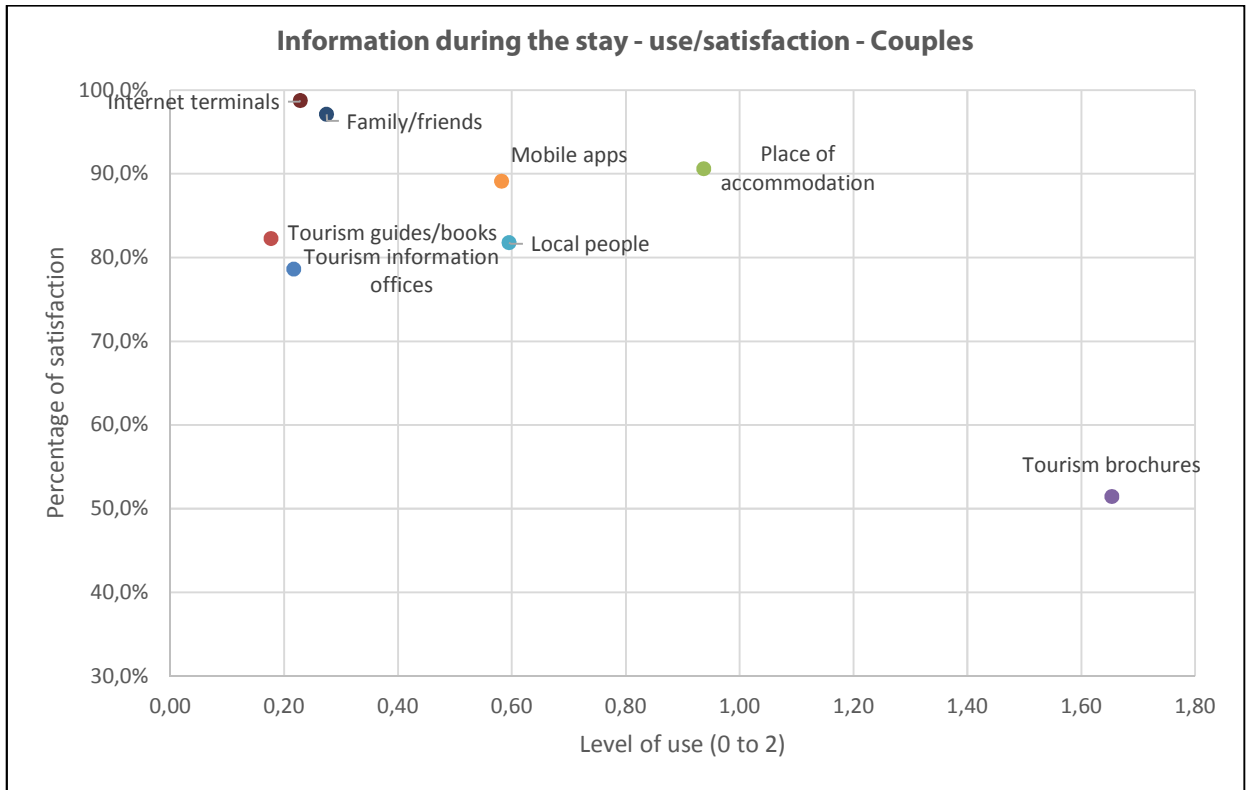


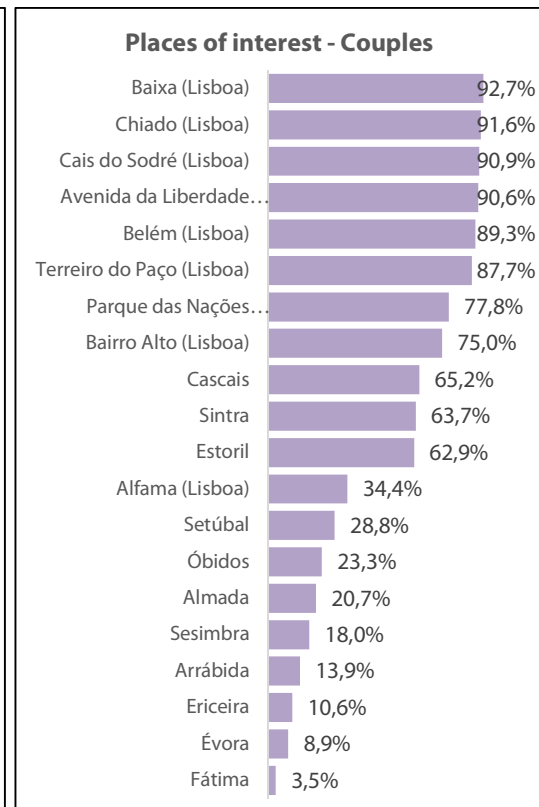
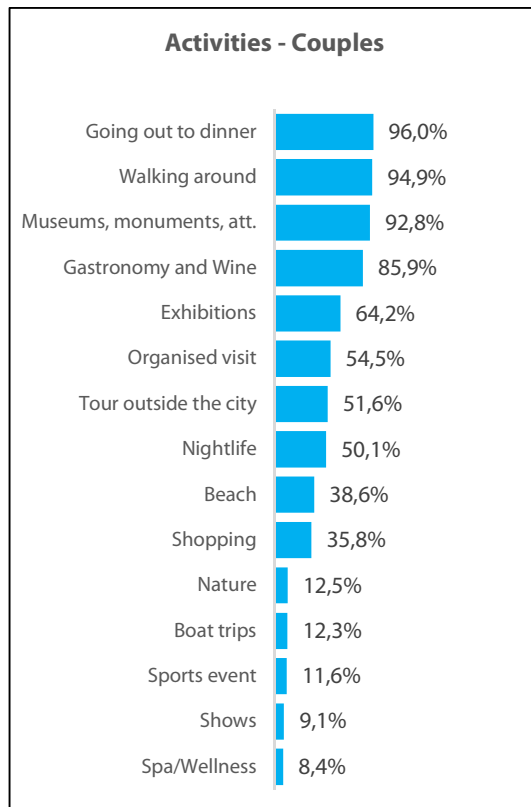
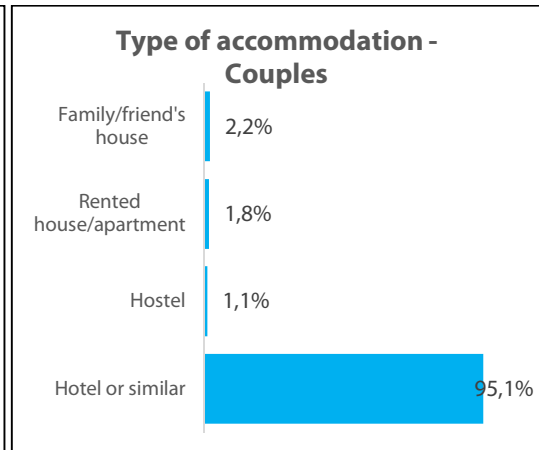
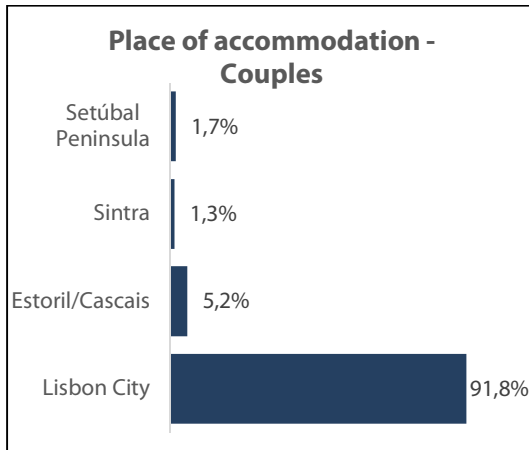


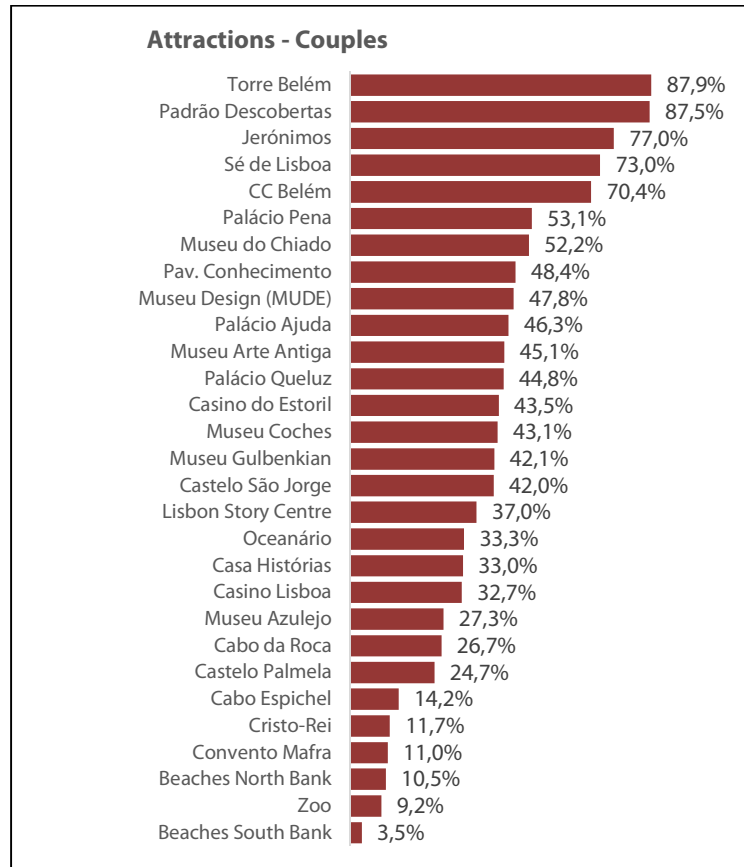
Evaluation of the sources of information before the stay - Couples		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Travel agents	92,4%	8,85
Newspapers and magazines	91,8%	8,80
Tourism brochures	96,7%	8,80
Tourism guides/books	93,8%	8,71
Family/friends	81,3%	8,39
www.visitlisboa.com	77,7%	8,26
Other official websites	76,4%	8,17
Social networks	57,0%	7,62
Accommodation websites	52,7%	7,54
Airline websites	49,1%	7,47
Travel websites	29,2%	6,71



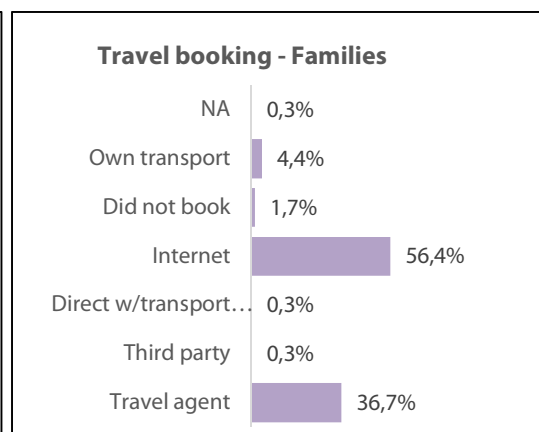
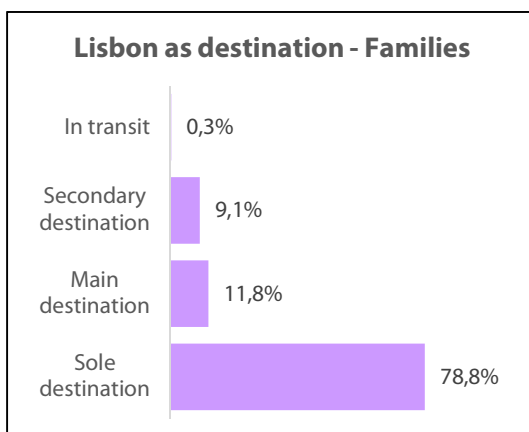
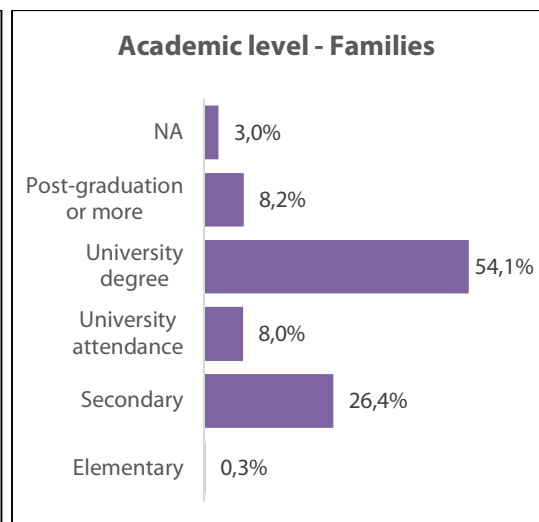
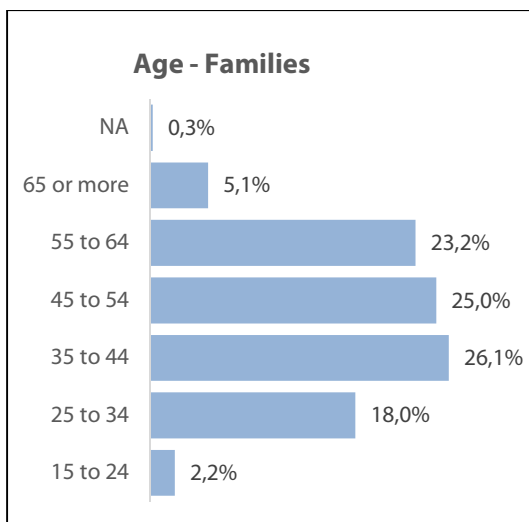
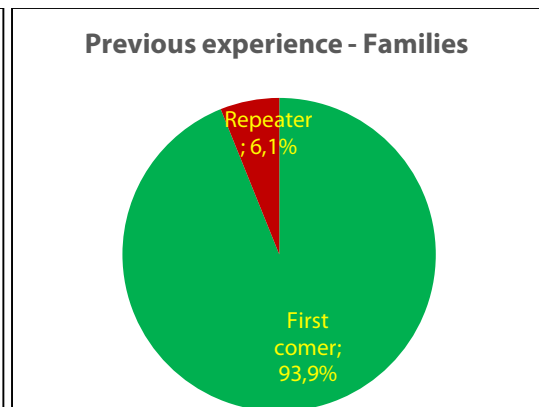
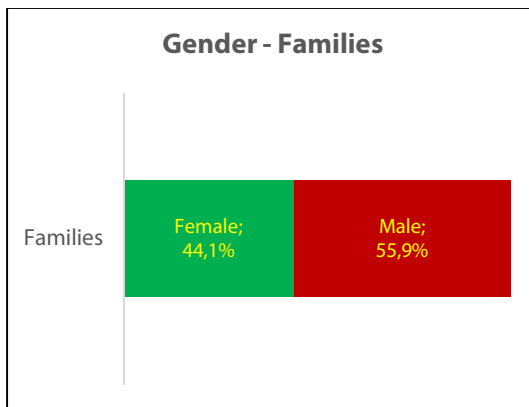
Evaluation of the sources of information during the stay - Couples		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Family/friends	97,1%	8,94
Internet terminals	98,8%	8,94
Place of accommodation	90,6%	8,78
Mobile apps	89,1%	8,49
Local people	81,8%	8,39
Tourism guides/books	82,3%	8,37
Tourism information offices	78,6%	8,37
Tourism brochures	51,5%	7,50

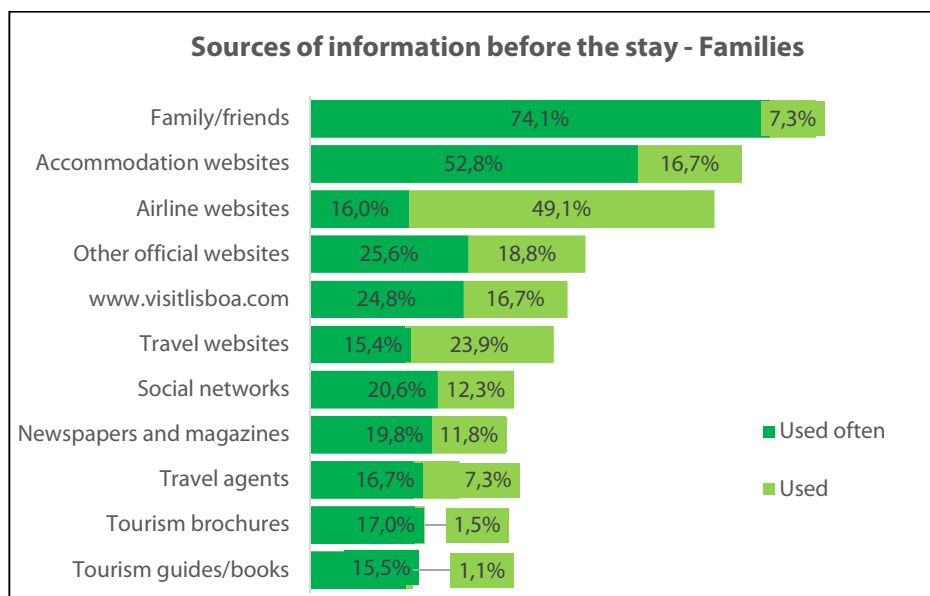




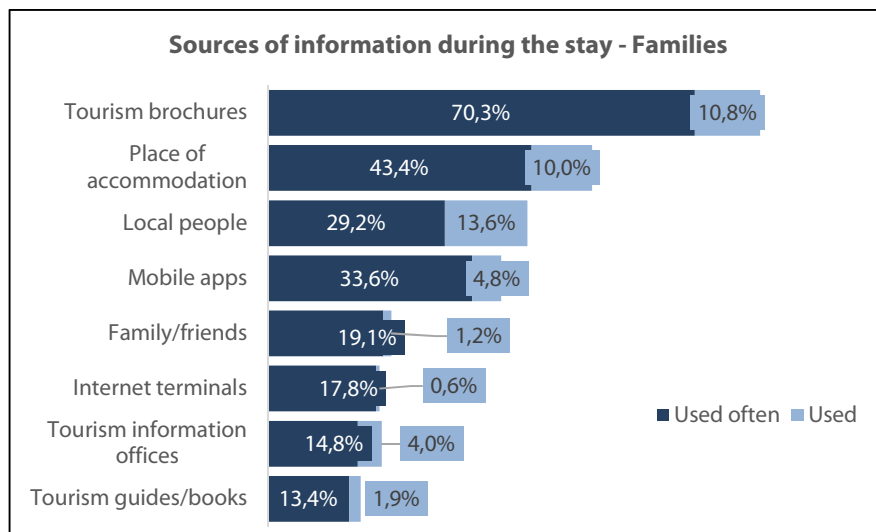
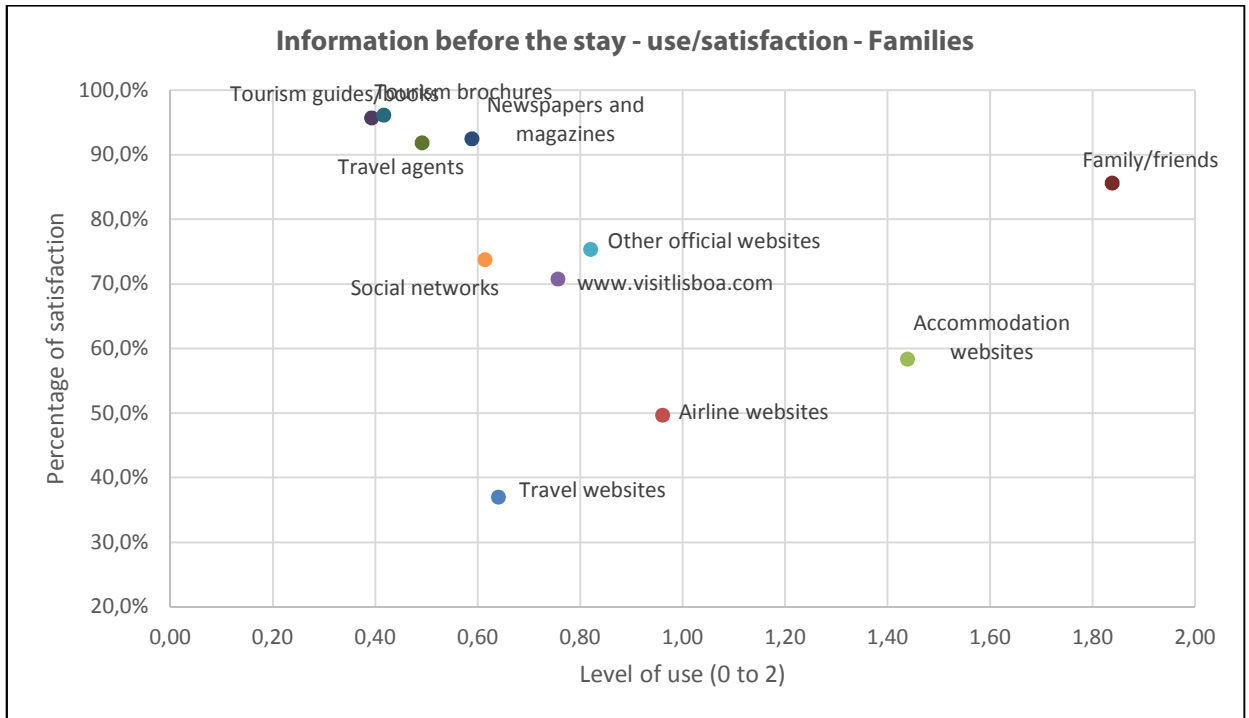


FAMILIES (723 Answers)

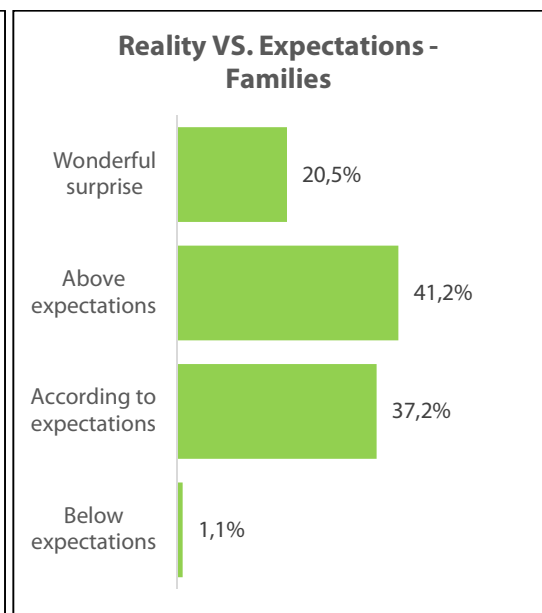
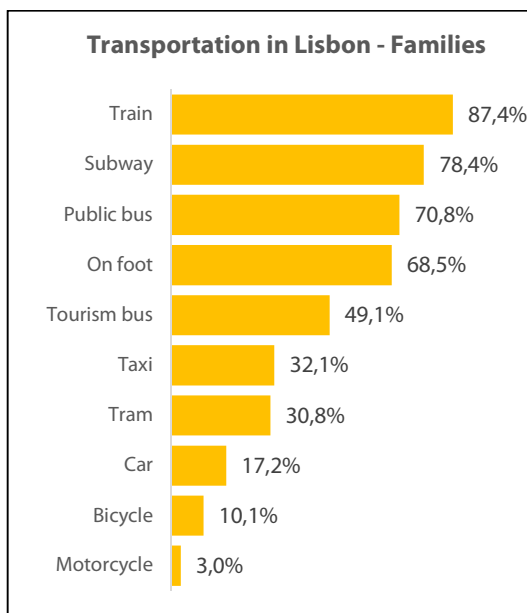
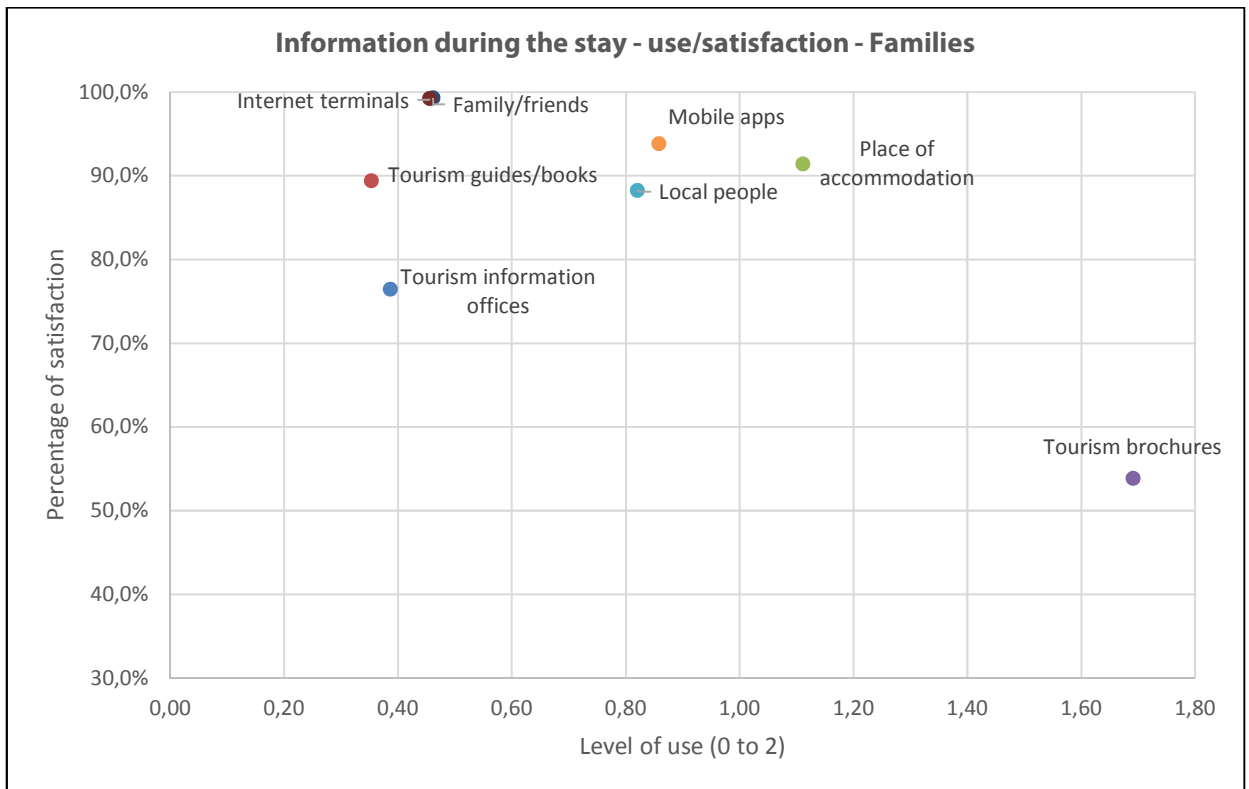


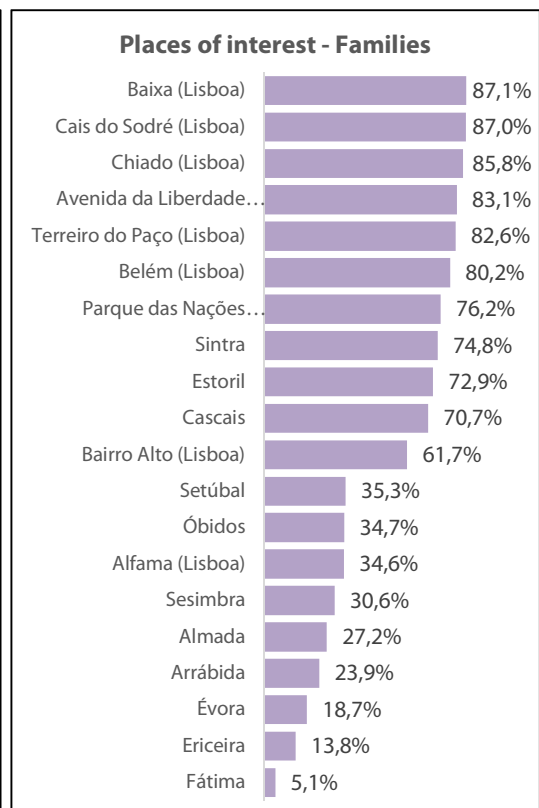
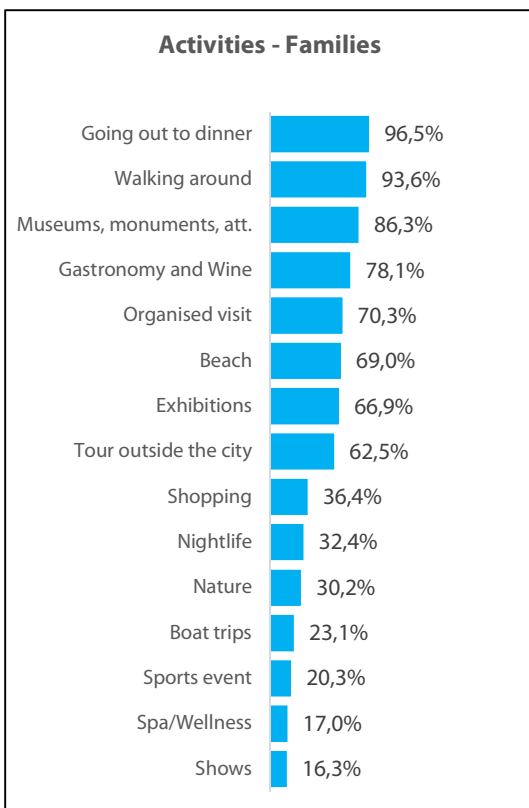
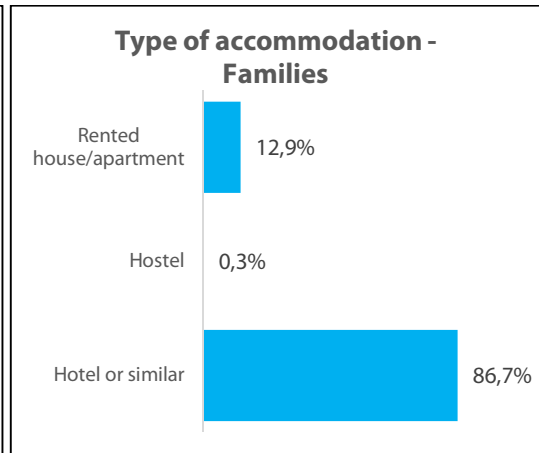
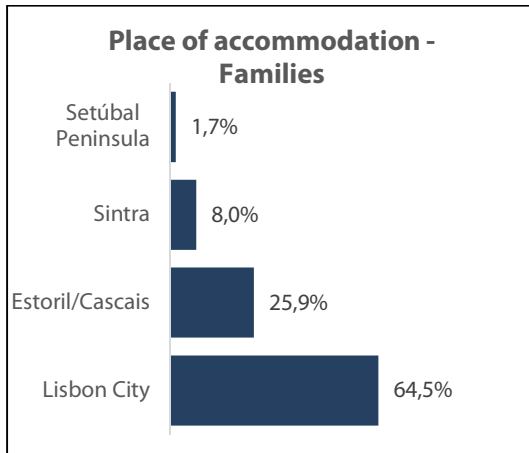


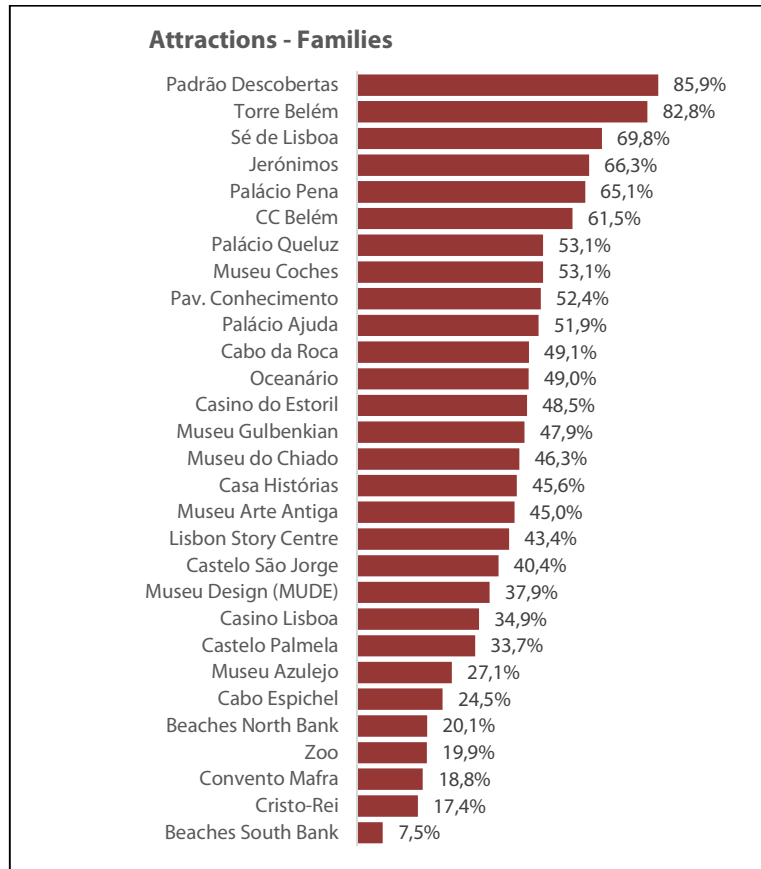
Evaluation of the sources of information before the stay - Families		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Tourism brochures	96,2%	8,84
Tourism guides/books	95,7%	8,78
Newspapers and magazines	92,5%	8,76
Travel agents	91,9%	8,75
Family/friends	85,6%	8,69
Other official websites	75,3%	8,13
Social networks	73,7%	8,04
www.visitlisboa.com	70,7%	8,04
Accommodation websites	58,3%	7,62
Airline websites	49,7%	7,52
Travel websites	37,0%	6,95



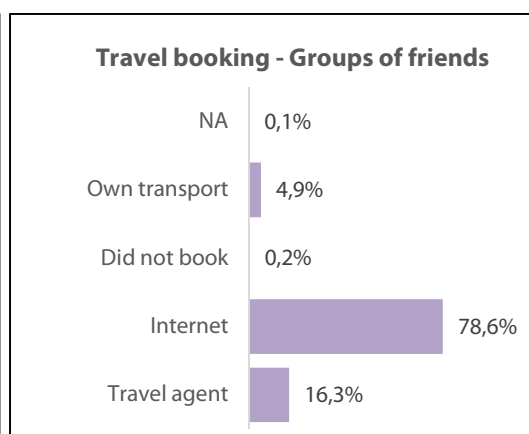
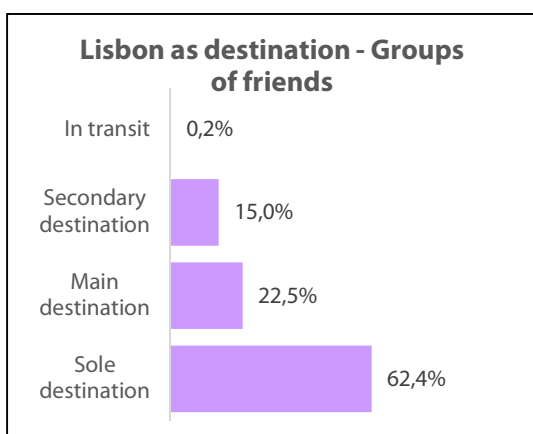
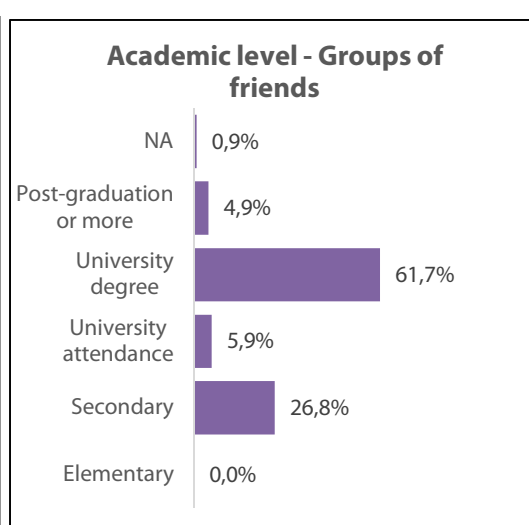
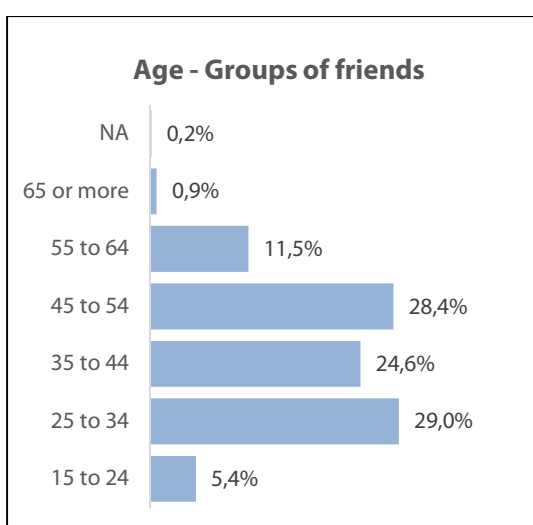
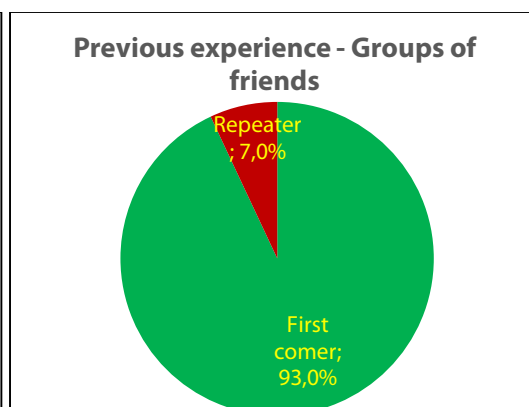
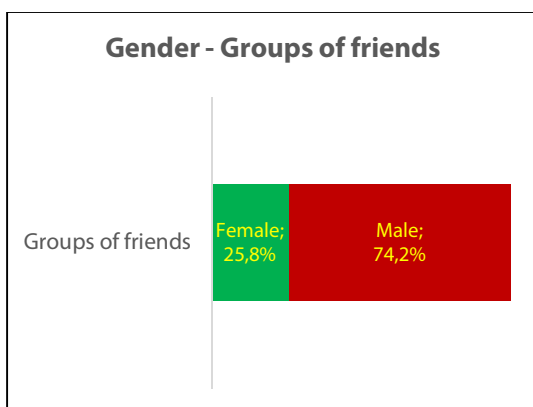
Evaluation of the sources of information during the stay - Families		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Internet terminals	99,2%	8,98
Family/friends	99,3%	8,94
Place of accommodation	91,4%	8,85
Tourism guides/books	89,4%	8,76
Mobile apps	93,8%	8,64
Tourism information offices	76,5%	8,46
Local people	88,3%	8,44
Tourism brochures	53,9%	7,59

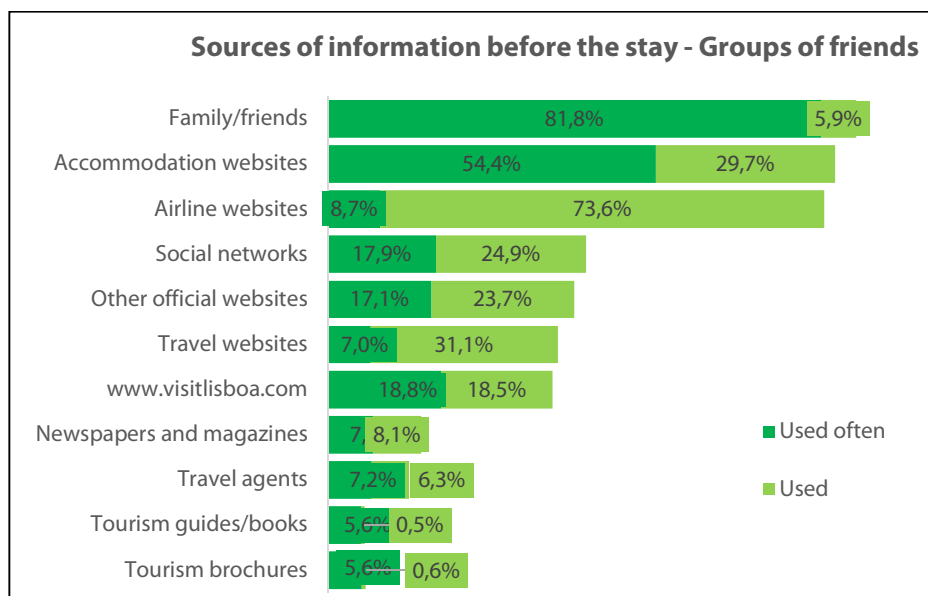




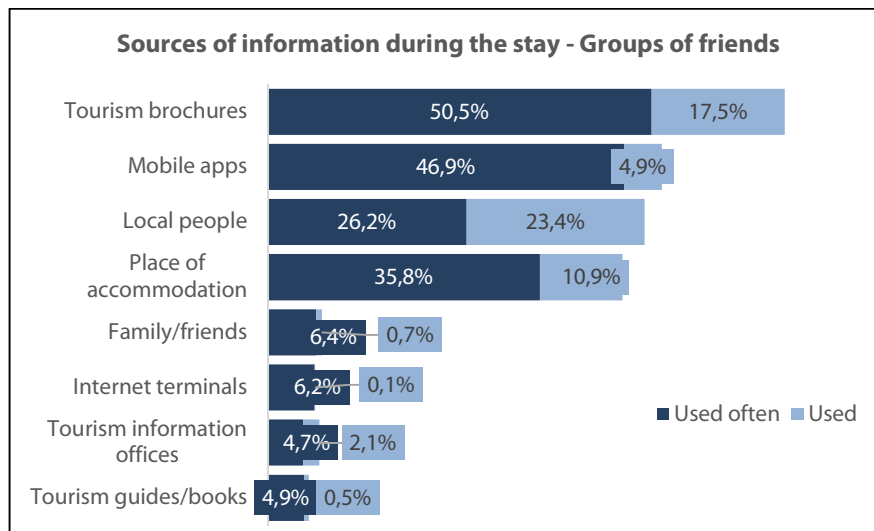
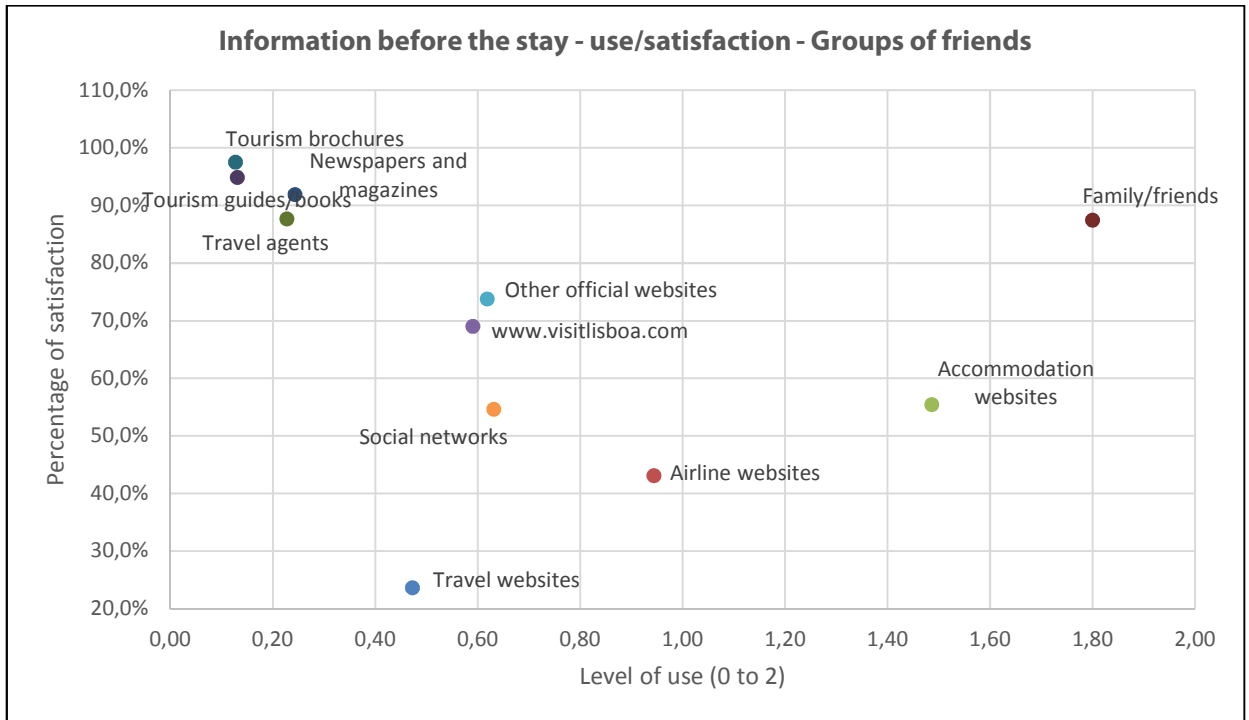


GROUPS OF FRIENDS (1278 Answers)





Evaluation of the sources of information before the stay - Groups of friends		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Tourism brochures	97,5%	8,85
Family/friends	87,5%	8,83
Newspapers and magazines	91,9%	8,75
Travel agents	87,6%	8,72
Tourism guides/books	94,9%	8,68
Other official websites	73,8%	8,03
www.visitlisboa.com	69,0%	7,96
Accommodation websites	55,4%	7,55
Social networks	54,6%	7,47
Airline websites	43,1%	7,30
Travel websites	23,6%	6,29



Evaluation of the sources of information during the stay - Groups of friends		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Internet terminals	97,5%	8,96
Family/friends	96,7%	8,85
Place of accommodation	88,3%	8,73
Mobile apps	93,4%	8,56
Tourism information offices	81,6%	8,52
Tourism guides/books	81,5%	8,45
Local people	81,9%	8,35
Tourism brochures	42,0%	7,32

