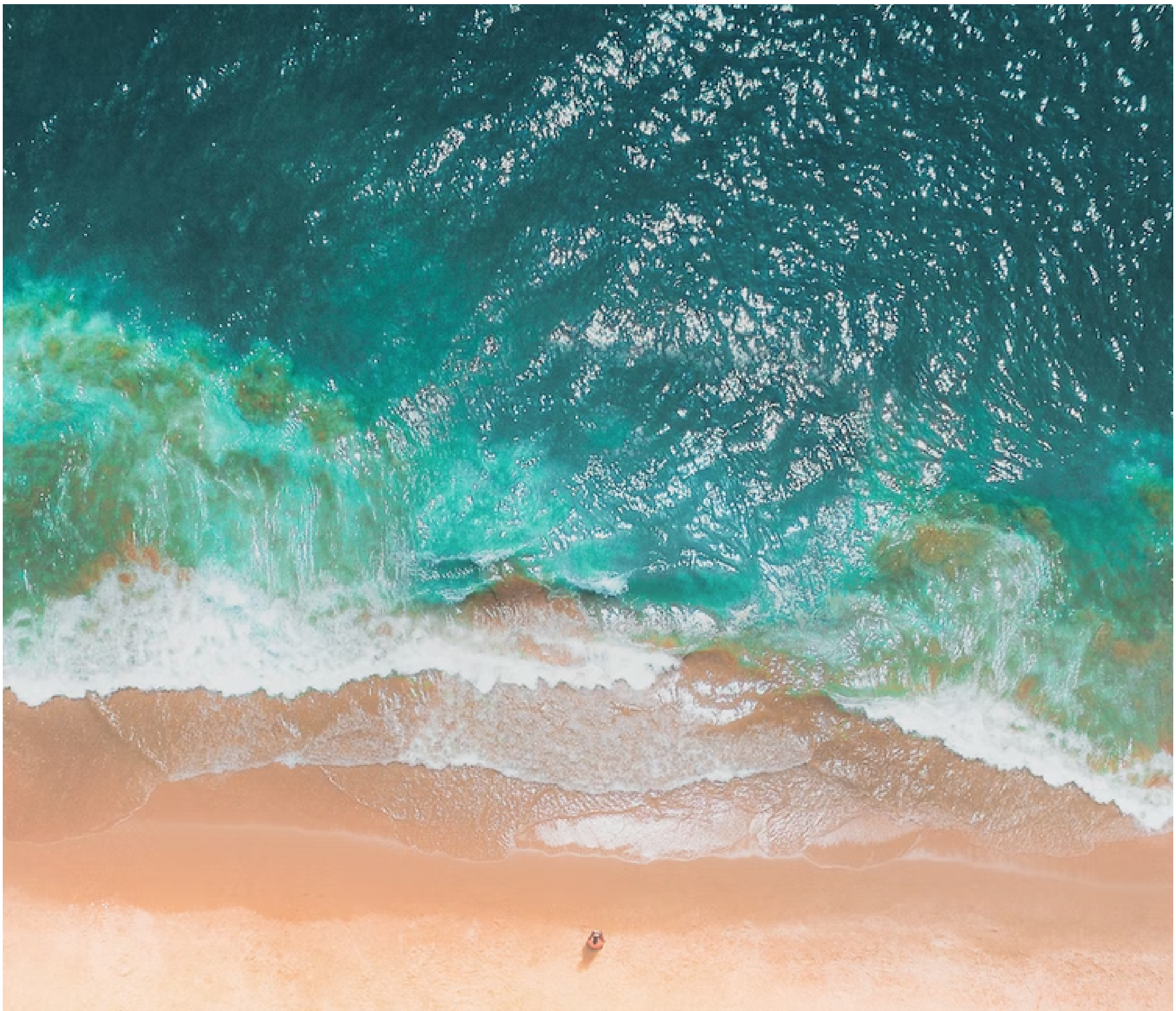

EXPERIENCE

TOURISM EXPERIENCES AND EXPERIENTIAL IMAGE: ALGARVE, A SAFE AND JOYFUL DESTINATION IN EUROPE

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CINTURS Research Centre for Tourism, Sustainability and Well-being
PORTUGAL 2020
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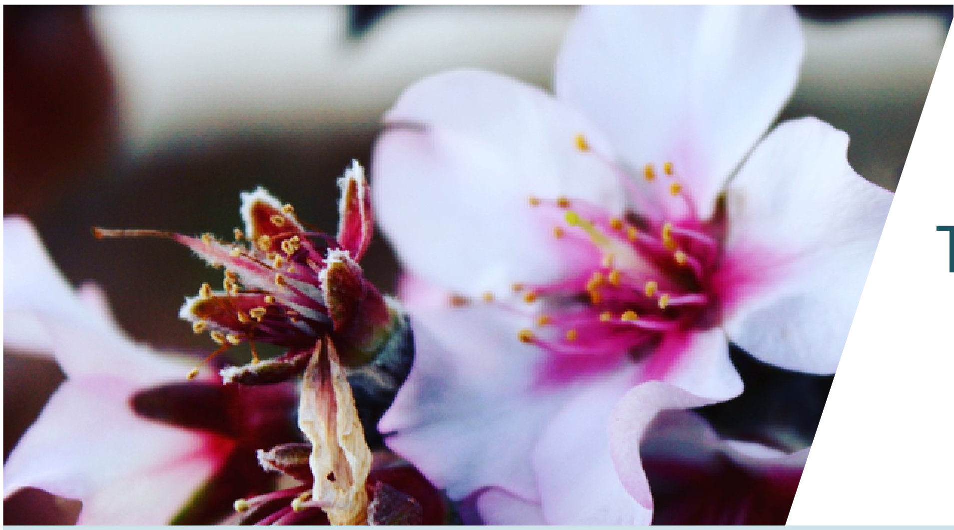

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INTRODUCTION

TurExperience is a project within the scope of the Regional Intelligent Specialization Strategy of the Algarve (RIES3 Algarve), and the Intelligent Algarve Region – RIA, contributing to the promotion of research and development (R&D) of the tourism industry in the Algarve. Funded by Fundo Europeu de Desenvolvimento Regional (FEDER) and the Programa Operacional CRESC Algarve 2020, Portugal2020, and Fundo Europeu de Desenvolvimento Regional (FEDER), the project involves several stakeholders, namely the Research Center for Tourism, Sustainability, and Well-being (CinTurs) and the Economics Faculty the University of Algarve, Aeroporto Gago Coutinho at Faro, Algarve Tourism Board, hotel units, among other entities.

The project addresses the following research question: How is the Algarve tourism destination experienced and perceived by tourists? Overall, it aims to identify and measure the touristic experiences and their impacts on the experiential image of the Algarve as a tourism destination. The project results are expected to contribute to the future Observatory for Sustainable Tourism in the Algarve (a partnership between regional entities [RTA and CCDR] and the University of Algarve). A mix-method approach was performed using triangulation involving three studies. First, a survey-based questionnaire encompassing the high and low seasons of the Algarve tourism experience. Second, semi-structured interviews with tourists to explore the consumption intentions and meanings resulting from the experience at the destination. Third, the analysis of user-generated content shared by tourists on Facebook and Instagram, including sentiment analysis.

Regarding study 1, drawing on an extensive literature review based on the extant framework and previous empirical studies focusing on the Algarve, a questionnaire was developed and applied to tourists, mainly in the departures area of Faro International Airport. A proportional stratified sample of the tourists visiting the region by season was implemented. In total, 2709 questionnaires were collected, 1909 collected in the high season (between July 15th and September 15th, 2021) and 800 in the low season (between October 15th, 2021, and June 12th, 2022). The SPSS statistical software was used, and univariate, bivariate descriptive and inferential statistical techniques were employed.

In study 2, qualitative research explores tourists' consumption intentions and situations to unveil meanings from the tourists' perspective. The study involves semi-structured interviews with 27 tourists between July 15th and September 15th, 2021 (High season), and 13 interviews from October 1st, 2021, to May 2022 (Low season). A proportional stratified sample for interviewees in both seasons was used. For the interview analysis, inductive and deductive content analysis was made, followed by the discussion of results with academics in the field for inter-reliability validation of the content analysis and contribution to describing, understanding, and interpreting the collected data.

For study 3, the UGC data was collected from the official social media platforms associated with the Algarve Tourism Board (ATB) (i.e., Visit Algarve at https://www.facebook.com/visitalgarve/ and https://www.instagram.com/algarvetourism/) using scraping tools like Octoparse, Parsehub, and Fanpage Karma. The ATB social media profiles have 228,962 followers on Facebook and 112,000 followers on Instagram. Data collected ranged from January 1, 2018, to May 31, 2022. A total of 3,366 comments were collected, 1,955 records scraped from Visit Algarve's Facebook and 1,411 from Instagram, where the contents were co-generated by RTA DMO (Destination Management Organisation) and Visitors. The comments were coded into two seasons: high season (from July 1 to September 15) and low season (rest of the year). In addition, the comments were further divided into three timelines - before (up to February 29, 2020), during (March 1, 2020, to June 30, 2021), and after (after July 1, 2021) the COVID-19 pandemic.

Regarding study 1, the respondents (profile) in the High and Low seasons are evenly distributed in terms of gender, despite a slight predominance of female respondents. Most respondents are repeated visitors in the age group between 25-64 and have a university degree.

In the high season, tourists are mainly accompanied by their families, while in the low season, they travel with their partners. The main reason for both types of tourists (High and Low seasons) to visit the Algarve is to enjoy the holidays and visit friends and relatives. However, in the high season, tourists prefer to do nautical activities or activities related to the sun and sea, while in the low season, they engage mostly in leisure and recreation activities and less in sun and sea activities. Tourists stay in the high season at private holiday homes, while in the low season, 4- and 5-star luxury hotels are the initial option. The respondents' stay location was mostly at Albufeira in both seasons. Family and friends were their primary sources of information about the Algarve.

The overall experience at the Algarve was positive for most of the visitors in the High and Low seasons. Particularly during these two seasons, visitors valued the location and attractiveness of the destination as pleasant. In the Low season, visitors also experienced a real sense of harmony during their experience at the Algarve. The results also show tourists' positive appreciation of the Algarve's aesthetics (i.e., pleasing aspects) all year around. The remaining dimensions (entertainment, education, and escapism) were also positively assessed but with a lower agreement. Thus, tourists claim their memories of the experience at the destination (High and Low seasons) are composed of many wonderful, positive, and unforgettable things about the Algarve.

The experiential image of the Algarve is very positive; in cognitive terms, the landscape, local gastronomy, and entertainment were the stronger images resulting from the Algarve experience in both seasons. The affective image is also positive and reinforces visitors' feeling that the destination is family safe, happy, calm, and glamorous all year around. Such feelings contributed to tourists' overall satisfaction and a positive global image of the Algarve after the holidays in both seasons. However, satisfaction was higher in the Low season than in the High season. The visitors also stated after the end of the seasons, regarding loyalty to the destination, that they would say positive things about their experience to family and friends, inviting them to visit it, and they even expressed their intention to return. As a result, visitors' trust, perception of quality of the destination, and engagement, resulting from their stay (high and low season) at the Algarve, are very positive. Tourists share most of their experiences online on social media via Instagram and Facebook. Covid-19 caused little to no anxiety in tourists' decision to travel to the Algarve.

The results of the qualitative study (Study 2) show that female respondents were predominant in both seasons. The interviewees have a similar profile to study 1 respondent but stayed longer at the destination Algarve, 1-7 days in the high season and between 8-14 days or more than 14 days. They are accompanied by family and friends, and they stay at their friends' local houses (at the Algarve). The places of stay varied; in the high season, visitors stayed preferably at Albufeira, While in the low season, visitors stayed at Vilamoura or Quarteira. The main reason for visiting the Algarve is to enjoy Sun and beach vacations (High Season) and to escape from the daily routine (Low season). For the visitors, the elements that stimulated or triggered their experience during the High season were the sense of hospitality the community, along with the perceived quality of the region tourism, Culture, Heritage, and Gastronomy. In the Low season, visitors mainly appreciated the value for money and the sense of safety and security at the destination. The experience dimensions, which are the type of experiences visitors lived at the Algarve, show they were highly involved in aesthetic (e.g., enjoying the beauty of the landscape) and escapism experiences (e.g., involved in an activity, such as experiencing a harmonious environment).

Regarding the experiential image of Algarve, participants mainly associate the destination with functional attributes related to intangible cultural heritage (specifically gastronomy and local fairs), beach and ocean, good climate and also the destination's landscape. The respondents characterize the Algarve's atmosphere/mood mainly as being a harmonious place and a happy, friendly and lively atmosphere. During the low season respondents perceive the Algarve's environments as being sometimes too quiet. With respect to what makes the Algarve a unique destination, interviewees mainly refer to tangible cultural heritage (essentially focused on historic cities), uniqueness of the natural attractions, and the beaches.

Study three using UGC allowed us to find that compared with Facebook, Instagram is the social media network that generates the highest number of likes and comments for fewer posts. On the other hand, on Facebook, tourists express the most heightened positive feelings towards the destination. When sharing content about Algarve, the engagement rate, including the emotional, is higher when addressing tangible heritage and tourist activities. All the categories of the study show high relevance in terms of sentiment, being the landscape and intangible heritage the most important elements of destination image with an impact on users' sentiments (i.e., tourists). Tourists' affections and emotions (affective image) are important action-driven elements. It was also found that Covid-19 pandemic caused (before, during, and after) different levels of interaction and engagement.

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To all, our deepest thanks!

PROJECT DESCRIPTION

In a tourism industry that is trying to recover as fast as possible from the pandemic caused by COVID-19, tourism marketers and practitioners continue to strive to find more information on contemporary tourists' behavior while hoping to uncover not only behavioral patterns and responses but also identify lifestyles, values, and experiences they value the most. In this search for more knowledge, the industry (Private and Public Stakeholders) and academia seek to narrow the gap between them since both sides can benefit from each other. In the case of the University of the Algarve, such a partnership is vital since tourism is one of its strategic axes.

The TurExperiences is a project in the scope of tourism and ICT (Information and Communication Technologies) that aims to contribute to the research and development (R&D) of the tourism industry in the region and has the capacity to influence positively the qualification, differentiation, and competitiveness of the Algarve's traditional touristic products, services and experiences.

The project involves other entities and stakeholders such as Cinturs – Research Centre in Tourism, Sustainability and Well-being, International airport Gago Coutinho, Associação Turismo Algarve (ATA), Hotel groups, among many other partners.

The TurExperience is aligned with the objectives of the RIA - Intelligent Algarve Region and in this regard, it will offer critical insights and valuable data to the Algarve Sustainable Tourism Observatory (AlgSTO). The AlgSTO results from a joint partnership between the Universidade do Algarve, Região de Turismo do Algarve, CCDR – Comissão de Coordenação e Desenvolvimento Regional do Algarve, and Turismo de Portugal.

Algarve Sustainable Tourism Observatory

The TurExperience project team comprises senior integrated members and collaborators of the Cinturs located at the Faculty of Economics of the University of the Algarve. The project was financed by National Funds provided by the Foundation for Science and Technology through the project UIDB/04020/2020 and funds provided by the European Regional Development Fund by CRESC Algarve 2020 through the project SSAICT-ALG/38588/2018.

The Algarve is a notorious tourism destination among foreign countries, whether in or outside of Europe (INE, 2022 & The World Travel Awards, 2022), better known for its highest tourism affluence during summer time (mid-June to mid-September) (Gonçalves et al., 2015; RTA, 2017) as a consequence of having a privileged geographical location and intense sun exposure, registering 259dats/year of "mild temperate Mediterranean climate with sunshine and intense luminosity" (Turismo de Portugal, 2017: 47). From a predominantly agricultural and fishing region until the mid-'60s, the Algarve has managed to establish itself as the main tourism destination in Portugal, and one of the most internationally recognised (e.g., The World Travel Awards, 2022). The modernization in the vacation concept conditions allowed mass tourism to develop, first seen in the second half of the 20th century with the first 15 days of paid holidays, mostly among northern European countries. Aided by the development of the railway tracks, and the inauguration of the Faro Airport in 1965 (Martins, 2014; Brito, 2009), a progressive influx of tourists entering the region was allowed, mainly from the United Kingdom, France, and Germany (Strazzera, 2015) to what we can verify nowadays, with visitors coming from all over the world (Number of Guests, Nuts II, INE, 2022).

Admitting the impact of tourism on the Portuguese economy and mainly, in the Algarve's region since it participates in the engine dominating the local economy (representing, in 2019, 4.8% of the wealth produced in Portugal, the highest regional contribution observed so far since 1997) (Martins, 2014; CCDR, 2019), this was the chosen setting for this study, as it represents one of the growing tourism assets of Portugal and its economy, also considering the series of investments being completed in order to encourage the development of more strategies to diversify supply offer regarding the importance and need to combat the effects of seasonality within the region as a tourism destination visited by millions of people, every year (Turismo de Portugal, 2017), especially among the period considered as low season, comprehended from mid-September to mid-June, with the exception of Easter Holidays, where tourists affluence can rise again (RTA, 2021).

RESEARCH OBJECTIVES

The project's primary goal is to identify and measure the touristic experiences and their impacts on the experiential image of the Algarve as a tourism destination, namely:

1. To characterize and measure the tourism experience and the experiential image of the Algarve as a tourism destination, and to access the impacts of experience on destination image;
2. To offer easy access to project results through an online platform;
3. To communicate and transfer results to stakeholders;
4. Given the data collection process took place, both in high and low season, in a context marked by the COVID-19 pandemic, its effects on tourists' behaviour are also analysed.

Regarding this, our study leads to the following research questions:

- RQ1) How do tourists value their experiences, and how engaging and intense these experiences are?;
- RQ2) How do tourists perceive the Algarve as a tourism destination considering the components of the destination's experiential image (cognitive, affective, and global)?;
- RQ3) To what extent the (cognitive and affective) experiential image is different among segments of tourists and across touristic seasons (high and low seasons)?;
- RQ4) To what extent are the touristic experiences related to the issuing markets, visitor status, and seasonality?;
- RQ5) To what extent are touristic experiences related to the destination image?;
- RQ6) Is COVID-19 endorsing tourists' anxiety while travelling at the Algarve?;
- RQ7) What triggers tourists' engagement on social networks, namely Facebook and Instagram?.

THEORETICAL UNDERPINNINGS AND CONCEPTUAL FRAMEWORK

As the extant theoretical framework shows (e.g., Chon, 1990), destination image and tourism experience have been over the past decades, two important concepts, not always studied nor explored together, leaving a significant gap to be filled by scholars and managers regarding understanding and finding their relationship (Yordanova and Stydilis, 2019). Since, tourism experiences are today more than ever at the essence of the tourism activity, leading tourism, and other service industries (e.g., hospitality) to move beyond the offering of products and services, and instead focusing on offering experiential products, which have the potential to be classified as total experience (Lewis and Chambers, 2000; Williams, 2006; Yuan and Wu, 2008). On the other hand, the value of destination image for every tourism destination manager around the world comes from its influence on tourists' decision-making process (i.e., where to travel to), and more recently on the experience on-site (i.e., the holidays at the destination), and especially the outcomes resulting from the holidays on the destination image and other concepts (e.g., satisfaction or loyalty) (Chon, 1990; Pike, 2002; Stavrianea and Kamenidou, 2022).

An image refers to "a voluntary, multisensory, primarily picture-like, arousing, conscious, and quasi-perceptual mental (i.e., private, nonspatial, and intentional) experience held by tourists about a destination. This experience overlaps and/or parallels with other mental experiences of tourists, including their sensation, perception, mental re-presentation, cognitive map, consciousness, memory, and attitude of the destination" (Lai and Li, 2016:1074).

Other authors argue that destination image are mental impressions and mental properties (i.e., events, states and processes) that occur in the mind of the individual when events are taking place or being lived (Heil, 2013). However, at a time new technologies multiply, new and old social media, social networks provide unique access to individuals and tourists about their dreamed destinations, allowing them to form, create, share and co-create their own interpretation and online images of destinations (Lund, Cohen, and Scarles, 2018; Mak, 2017).

As Mak (2017:282) notes an online destination image is "the online representation of the collective beliefs knowledge, ideas, feelings and overall impressions of a destination". Thus, the destination image is no longer restricted to one-way projection of the destinations' value proposition by the DMO or destination managers, instead, it is an interaction process composed of a two-way social construction (between the destination and the tourist) which the online user or individual has and controls (Hunter, 2016). The user or potential tourist perceptions can this way, be shaped by new and complex realities which are not only influenced by a multitude of factors, e.g., search engine marketing, search engine optimization, user-generated content, etc. (Hunter, 2016; Mak, 2017; Rodríguez-Molina, Frías-Jamilena, & Castañeda-García, 2015), but also the online representations (which can be true or false) of the destination reality, which ultimately can affect the authenticity of the destination (Hunter, 2016).

However, for decades destination managers and academics have primarily focused on the destination image before the experience and how that influences tourists' decision-making (Matos, Mendes and Valle, 2012). Moreover, contrary to the initial studies in the field of consumer behaviour, that consumers would make decisions based on a rational standpoint (e.g., Howard and Sheth 1969), more recent seminal studies from several authors (e.g., Holbrook and Hirschman, 1982; Pine and Gilmore, 1998) in the 1980s and 1990s started to highlight and emphasize the role of experience. These seminal authors emphasized how consumers' senses, enjoyment, and emotional responses during vacations and while enjoying leisure activities have on tourists' perceptions and mental impressions of the destination.

This means that the experiential view of the destination was neglected, that is, the role the tourist's experiences have on tourists' perception after the holidays (Ling, Liu and Soutar, 2021). The experiential view sees consumers' "consumption as a primarily subjective state of consciousness with a variety of symbolic meanings, hedonic responses, and aesthetic criteria" (Holbrook and Hirschman, 1992:132). These result from the environment where an individual's consumption takes place but also from the combination of goods, services purchased and environmental stimuli, or a combination of these (Lewis & Chambers, 2000). This psychological perspective also reinforces the destination image as a context-specific concept (Echtner and Ritchie, 1991, 1993; Beerli & Martin, 2004; Lai and Li, 2016). Because, besides past experiences influencing on individual's or tourist's perception, and image of the destination (or place), the on-site experience or in situ can influence an individual's image, i.e., how it is formed (Gallarza et al., 2002; Kim and Morrsion, 2005; Yordanova and Stydilis, 2019).

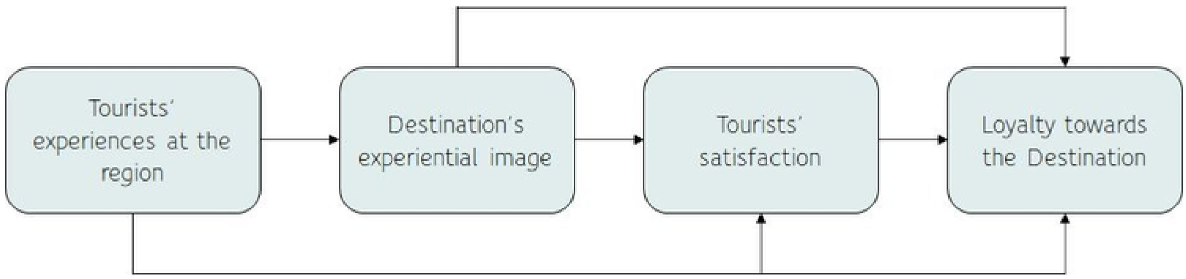
The experience at the destination may even lead to its reform and/or remoulding (of the previously existing image), due to the way the destination is perceived by the individual, after first-hand contact with the destination (Prayag and Ryan, 2012; Yordanova and Stydilis, 2019). This means that the destination image is a dynamic concept, and that the tourists' image formed, reshaped or resulting from the holidays site experience can be considered as the experiential image of the destination (Gallarza et al., 2002; Kim and Morrsion, 2005; Yordanova and Stydilis, 2019). Thus, the assessment of the experiential destination image (i.e., the destination image after the experience) and its outcomes is crucial for any destination manager (Kim, 2018; Moon and Han, 2019; Telisman-Kouta, 1989), since understanding it will help in designing better tourism products, services, and experiences, but also to communicate the destination experiential image more effectively and with more success (Beerli and Martin, 2004).

In this context, the results of the TurExperience project will provide critical and accessible information to all local, national, and international stakeholders through the online site, enabling the transfer of knowledge to be shared among scholars and industry experts.

Moreover, the visiting tourists' behaviour before, during, and after the Covid-19 pandemic will be analysed during the high and low seasons by the project team, which will provide an innovative and relevant view of the touristic experiences and destination image all year around.

In addition, the project will also provide key insights into other related constructs like tourists' engagement, memory, destination reputation, trust, satisfaction, loyalty, and travel anxiety associated with Covid-19. Such insights and data are crucial for assessing tourists satisfaction and building destination loyalty (Kim, 2018), and have been long sought by scholars and industry managers, but not yet fully grasp nor understood. Thus, drawing on the extant literature, the following conceptual framework was developed to guide this investigation of TurExperience (Figure 1).

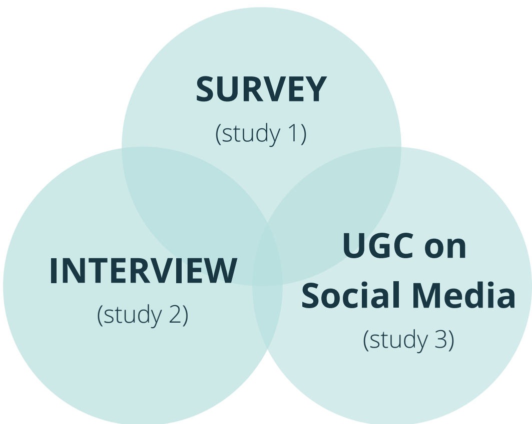
Figure 1: Tourism experiences and experiential image: conceptual framework



METHODOLOGY

After an extensive literature review, the theoretical framework was designed and, given the study's objectives, the research methodology was defined. The complexity of the topics under analysis and the desire to study them in depth justify the option for mixed methods (Bryman, 1992; Tashakkori and Teddlie, 2010). The triangulation (Figure 2) of the results will make it possible to understand the phenomenon in a deeper way and, thus, make a relevant contribution to the knowledge of tourists visiting the Algarve ((Denzin, 1989; Flick, 1992; Kelle and Erzberger, 2004).

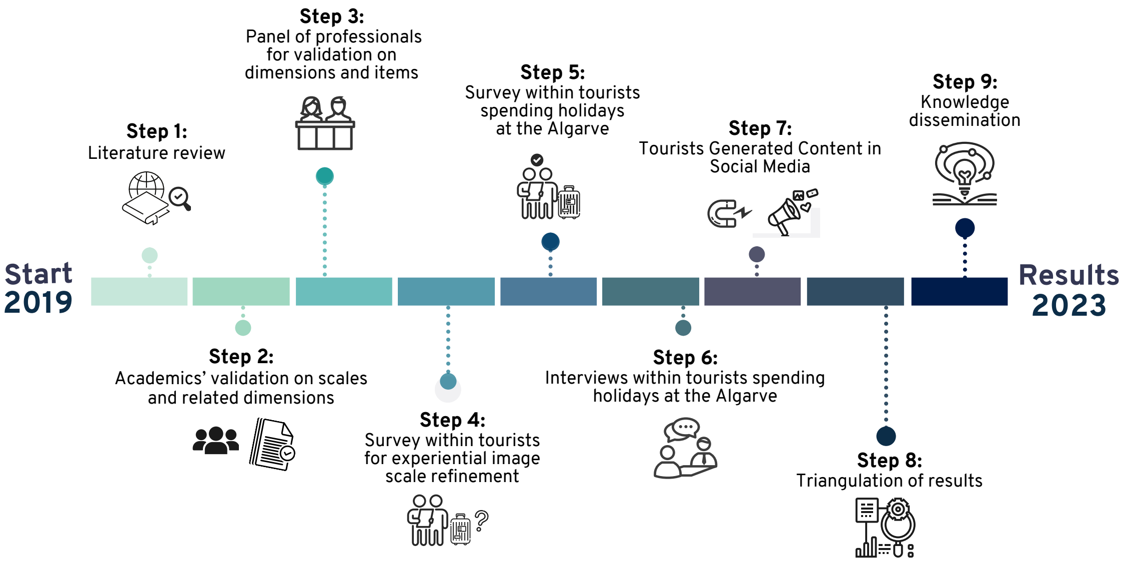
Figure 2: Mixed-methods approach



Source: Own elaboration

For study 1, the survey is based on quantitative research that seeks to measure/evaluate observable facts and phenomena through behavioural and socio-affective variables that, given their nature, can be measured, compared and related. Therefore, it is used in a hypothetical-deductive model in which theory guides practice (Bryman and Bell, 2011). This study uses a survey-based questionnaire approach applied to tourists visiting the Algarve, mostly at the time of their departure at Faro International Airport. In Study 2, qualitative research intends to explore consumption intentions and situations to unveil meanings from the actors' perspective. The data thus collected contribute to describing, understanding and interpreting phenomena (Flick, 2014). Qualitative research includes semi-structured interviews with tourists in the Algarve. Moreover, in study 3, the content generated and shared by tourists on the main social networks (Facebook and Instagram) was also analysed, including sentiment analysis. Figure 3 illustrates the research process.

Figure 3: Research process



Source: Own elaboration

Study 1 - Survey within tourists

Regarding the Sampling, data collection and data analysis the study conducted followed objectives 1 to 8, to draw an empirical research strategy to collect data from tourists aged at least 18 years, between July 2021 and June 2022, in the region's high and low seasons of tourist activity. For this purpose, the questionnaire developed was applied to tourists, mainly in the departures area of Gago Coutinho International Airport. Data were also collected in other traditional touristic spots in the region, in order to survey Portuguese and Spanish tourists that usually do not arrive at Algarve by plane. A proportional stratified sample by season and most representative issuing markets were implemented.

A global sample size of 2401 tourists (680 in low season; 1721 in high season) was planned in order to assure a margin of error lower or equal to 2% with a 95% confidence level.

In total, 2709 questionnaires were collected, 1909 collected in the high season (between July 15th and September 15th) and 800 in the low season (between October 15th and June 12th).

According to the total number of guests in tourist accommodations (Hospitality, Local Accommodation, Rural Tourism and Residential Tourism) in the Algarve region in 2018 - 4,732,165 guests (INE, 2020) -, the most representative issuing markets are Portuguese, British, French, German, Spanish, Irish, Dutch and others, in each touristic season. Table 1 includes detailed information regarding the planned sample size and the effective sample size.

Table 1: Provision and collected stratified sample

	PROVISIONAL SAMPLE			COLLECTED SAMPLE		
Issuing markets	Low season	High season	Total	Low season	High season	Total
Portugal	199	503	701	223	512	735
UK	180	455	634	199	465	664
Germany	55	140	196	66	159	225
Spain	52	132	184	73	138	211
France	32	81	113	50	164	214
Irland	34	86	120	44	115	159
Others	92	233	326	99	247	346
Netherlands	36	91	127	46	109	155
Total	680	1721	2401	800	1909	2709

For the study 1, data collection was done through the application of a questionnaire to tourists by the personal interview method and using a systematic approach to increase the sample's representativeness. This fieldwork was conducted by 12 interviewers recruited, supervised and trained by the research team responsible for the study. The interviewers' mission was to approach potential respondents, explain the study's objectives, proceed with the distribution of data collection instrument, clarify any doubts when asked to do so and, in the end, collect the questionnaire. The interviewers were instructed to distribute the data collection instrument to all individuals who, at that moment, were in the previously defined locations. Once the questionnaires have been collected, the stages of data processing, data analysis and interpretation of results follow.

Data within tourists visiting Algarve is collected in a cross-sectional perspective, during high and low seasons. The SPSS statistical software was used. Data analysis took place mainly through univariate and bivariate descriptive and inferential statistical techniques.

IApart from analysing in depth tourists behaviour, namely regarding the impacts of the tourist experience on the image of the Algarve, tourist engagement, memory, satisfaction and loyalty to the destination, this project provides stakeholders with a reliable and validated scale to measure the experiential image of Algarve as a tourism destination both addressing cognitive and affective dimensions.

Moreover, this study also contributes to learning about perceptions on the pandemic caused by COVID-19 and its impacts on tourist behaviour. The representativeness of the main issuing markets is taken into account in the sample design: Portuguese, British, French, Spanish, German, Dutch, among others.

The questionnaire survey is also complemented by semi-structured interviews with tourists and by Data Mining procedures to identify patterns from the content generated and shared by tourists visiting the Algarve on social networks (Facebook, Instagram).

Figure 4: Questionnaire Structure, Rating Scales, Valid Responses and Missing Values (High Season)

Part I: The Experiential Image of the Algarve	Scale items	Valid answers	Missing Values (NA/DK)
Q1. To which extent would you agree/disagree that the following attributes are present in your image of the Algarve?	1 (totally disagree) to 5 (totally agree)		
The destination can be easily reached		1897	12
Tolls are very expensive		1856	53
No air and noise pollution		1877	32
Cleanliness and hygiene standards at the destination are high		1885	24
The natural landscape is attractive		1884	25
Beaches are overcrowded		1863	46
The scenery is beautiful		1885	24
Unpolluted/unspoiled environment		1877	32
There are outdoor activities		1877	32
Appealing/good nightlife		1870	39
Local food (Cuisine) is appealing		1891	18
Water sports are available		1876	33
Friendly residents		1883	26
There are a lot of things for children to do		1869	40
The cultural heritage is unique		1883	26
Interesting local tours/excursions		1876	33
There are touristic information centres at the destination		1878	31
Tourists can enjoy local events		1874	35
It has good quality of life		1883	26
There are no language barriers at the destination		1883	26
This is not an eco-friendly destination		1867	42
Algarve is a green destination		1881	28
Services are not recycle oriented		1867	42
Interesting artisanal crafts		1866	43
The Algarve offers…:			
Good quality of services		1891	18
Good Golf facilities		1828	81
Good sporting facilities		1840	69
Good beaches		1893	16
Gastronomy		1878	31
Good shopping facilities		1884	25
Good value for money		1886	23
Good water parks and/or thematic parks		1861	48
Good accommodation		1876	33
Good road system		1882	27
Good medical care and facilities		1853	56
Good access to telecommunication services		1865	44
Good local transports		1866	43
Algarve is…:			
a sunny place to visit		1900	9
a safe place to travel		1902	7
a family-oriented place		1888	21
an expensive place to visit		1884	25
an interesting place to visit		1893	16
a romantic place to visit		1887	22
a quiet destination		1888	21
a luxurious place		1894	15
a fashionable place		1896	13
a place with good reputation		1897	12
a fun destination		1897	12
a stimulating place to visit		1886	23
a happy destination		1894	15
a relaxing destination		1894	15
a pretty destination		1898	11
a restful destination		1894	15
a pleasant and friendly destination		1900	9
an entertaining and exciting place		1898	11
Q2. Please rate the OVERALL IMAGE of the Algarve as a tourism destination	1 (very negative) to 5 (very positive)	1883	26
Q3. Please rate your AFFECTIVE IMAGE of the Algarve as a vacation destination	1 (unpleasant/distressing/ugly/gloomy) to 5 (pleasant/relaxing/pretty/exciting)	1757	152
Part II: Algarve Reputation and Trust	**Scale items**	**Valid answers**	**Missing Values (NA/DK)**
Q4: To which extent would you agree/disagree with the following statements regarding COVID-19 and the Algarve?	1 (totally disagree) to 5 (totally agree)		
COVID-19 makes me worry a lot about my normal ways of travelling in the Algarve		1900	9
COVID-19 makes me think a lot about taking precautionary measures before travelling to the Algarve		1893	16
Avoiding people when I travel is frequently on my mind due to COVID-19		1887	22
It makes me uncomfortable to think about COVID-19 while planning my vacation to the Algarve		1889	20
I am afraid to risk my life when I travel to the Algarve, because of COVID- 19		1889	20
When watching the news. about COVID-19, I become nervous or anxious in regard to travel to the Algarve		1894	15
I do not feel safe to travel to the Algarve due to COVID 19		1894	15

Source: own elaboration

Figure 4: Questionnaire Structure, Rating Scales, Valid Responses and Missing Values (High Season) (sequence)

	Scale items	Valid answers	Missing Values (NA/DK)
Q5: To which extent would you agree/disagree with the following statements about the Algarve's reputation?	1 (totally disagree) to 5 (totally agree)		
Algarve has a very good reputation		1899	10
Algarve has a better reputation than other similar places		1888	21
People respect this place highly		1891	18
People speak very well about the Algarve		1893	16
Algarve's good reputation is backed up by its history		1882	27
I feel generally that the Algarve is trustworthy		1887	22
I feel generally that the Algarve is of very high integrity		1889	20
I believe that at the Algarve people try their best to meet my needs		1892	17
I believe that the Algarve provided me with high-quality and efficient tourism services		1894	15
Part III: Destination Experience, and Memories	**Scale items**	**Valid answers**	**Missing Values (NA/DK)**
Q6. To which extent would you agree/disagree with the following statements about the characterization of your experience at the Algarve?	1 (totally disagree) to 5 (totally agree)		
The experience has made me more knowledgeable		1888	21
I learned a lot		1892	17
It stimulated my curiosity to learn new things		1884	25
It was a real learning experience		1881	28
I felt a real sense of harmony		1880	29
Being here was very pleasant		1881	28
The setting was pretty bland		1853	56
The setting was very attractive		1875	34
Activities of others were amusing to watch		1874	35
Watching others participating in the activities was captivating		1873	36
I really enjoyed watching what others were doing		1878	31
Activities of others were fun to watch		1874	35
I felt like a different person here		1889	20
I felt like I was living in a different time or place		1887	22
The experience here let me imagine being someone else		1884	25
I completely escaped from reality		1889	20
Q7. Please rate your OVERALL EXPERIENCE in the Algarve as a tourism destination	1 (very negative) to 5 (very positive)	1860	49
Q8. Please rate your OVERALL PERCEIVED QUALITY of the Algarve as a vacation destination	1 (poor/inferior) to 5 (excellent/superior)	1789	120
Q9. To which extent would you agree/disagree with the following statements about your memories of this stay?	1 (totally disagree) to 5 (totally agree)		
I have wonderful memories of my visit at the Algarve		1887	22
I won't forget my experience of visiting the Algarve		1885	24
I will remember many positive things about the Algarve		1883	26
Part IV: Destination Satisfaction and Loyalty	**Scale items**	**Valid answers**	**Missing Values (NA/DK)**
Q10. To which extent would you agree/disagree with the following statements about your satisfaction to this destination	1 (totally disagree) to 5 (totally agree)		
I have really enjoyed		1891	18
My choice was a wise one		1881	28
It is exactly what I needed		1883	26
Q11. Please rate your OVERALL SATISFACTION with your experience in the Algarve	1 (very dissatisfied) to 5 (very satisfied)	1827	82
Q12. To which extent would you agree/disagree with the following statements about your loyalty tothis destination?	1 (totally disagree) to 5 (totally agree)		
I will encourage my friends and/or family to visit the Algarve sometime		1888	21
I will discuss positive things about this holiday with my family and/or friends		1884	25
Assuming my current circumstances remain the same, I will choose to come again to the Algarve		1882	27
Part V: Engagement	**Scale items**	**Valid answers**	**Missing Values (NA/DK)**
Q13. To which extent would you agree/disagree with the following statements about your engagement with the Algarve?	1 (totally disagree) to 5 (totally agree)		
Visiting the Algarve made me feel connected to this place		1875	34
I felt mentally present while I was in the Algarve		1875	34
Visiting the Algarve stimulates my interest to learn more about it		1864	45
I feel very positive when I visit the Algarve		1870	39
Visiting the Algarve makes me happy		1870	39
I feel good when I visit the Algarve		1873	36
I'm proud to visit the Algarve		1867	42
I spent a lot of time visiting the Algarve compared with other destinations		1865	44
Whenever I'm visiting the Algarve, I usually use local services (healthcare, public transport...)		1865	44
I visit the Algarve the most in comparison with other destinations		1874	35

Source: own elaboration

Figure 4: Questionnaire Structure, Rating Scales, Valid Responses and Missing Values (High Season) (sequence)

Part VI: Characterization of the Visit	Scale items	Valid answers	Missing Values (NA/DK)
Q14. Kindly mark the (main) reason for your trip to the Algarve	Vacation/holiday; study/training; business; meeting/convention; health & wellness; other	1909	0
Q15. Which of the following categories describes your travel party to the Algarve?	Alone; friends; partner; family members; work colleagues; organized group; other	1909	0
Q16. Kindly mark the (main) three (3) sources of information about the Algarve that contributed for your decision to visit the region	Family/friends; past experiences; golf media; Internet & social media; ads; travel agent	1909	0
Q17: How did you booked your accommodation online, kindly identify the booking site	Physical shop; online; NA	1204	705
Q18: If you booked your accommodation online, kindly identify the booking site	Booking.com; expedia; TripAdvisor; HomeAway, Airbnb, official website; NA	1802	107
Q19: Please, mentioned the (main) three (3) activities that you were engaged in during your stay	Open-end question	1412	497
Q20: Are you sharing your travel experiences on social media?	1 (yes); 2 (no)	1877	32
Q20.1: If you answered yes, which one?	Facebook; Instagram; Pinterest; WhatsApp; Twitter; Personal Blog; Websites; Snapchat; TripAdvisor; Other	1877	32
Q21: To which extent would you agree/disagree with the following statements regarding looking for new destination?	1 (totally disagree) to 5 (totally agree)		
I like to revisit the same destinations because I know what to expect		1829	80
I visit new destination for each holiday		1820	89
I visit rather exotic and unknown destinations		1802	107
Q22: Is it your first time in the Algarve?	1 (yes); 2 (no)	1892	17
Q22.1. How many days are you spending on this trip (including departure & arrival?)	Open-end question	1819	90
Q22.2. If you answered NO, during the last five (5) years, how many times did you travel to the Algarve?	Open-end question	1693	216
Q23. During this visit ti the Algarve, kindly mention the name of the city where your accommodation is placed	Open-end question	1683	226
Q24. Which kind of accommodation	Hotel/resort (4*-5*); Hotel (2*-3*); local accommodation; with family/friends; Hostel; Hotel-apartment; camping; private holiday home	1909	0

Part VII - Sociodemographic Characterization	Scale items	Valid answers	Missing Values (NA/DK)
Q25. Gender	1 (female); 2 (male); 3 (other)	1894	15
Q26. Age	Open-end question	1884	25
Q27. Marital status	Single; Married/civil partnership; Divorced/separated; Widowed	1881	28
Q28. Highest level of education	Less than high school; Completed highschool; University	1757	152
Q29. Country of residence	Open-end question	1909	0
Q30. Occupation	Employed; Retired; Unemployed; Self-employed; Domestic; Student; Other	1866	43

Source: own elaboration

Figure 5 : Questionnaire Structure, Rating Scales, Valid Responses and Missing Values (Low Season)

Part I: The Experiential Image of the Algarve	Scale items	Valid answers	Missing Values (NA/DK)
Q1. To which extent would you agree/disagree that the following attributes are present in your image of the Algarve?	1 (totally disagree) to 5 (totally agree)		
The destination can be easily reached		793	7
Tolls are very expensive		762	38
No air and noise pollution		784	16
Cleanliness and hygiene standards at the destination are high		794	6
The natural landscape is attractive		784	16
Beaches are overcrowded		782	18
The scenery is beautiful		785	15
Unpolluted/unspoiled environment		772	28
There are outdoor activities		785	15
Appealing/good nightlife		772	28
Local food (Cuisine) is appealing		791	9
Water sports are available		781	19
Friendly residents		786	14
There are a lot of things for children to do		776	24
The cultural heritage is unique		783	17
Interesting local tours/excursions		768	32
There are touristic information centres at the destination		772	28
Tourists can enjoy local events		774	26
It has good quality of life		781	19
There are no language barriers at the destination		776	24
This is not an eco-friendly destination		770	30
Algarve is a green destination		781	19
Services are not recycle oriented		768	32
Interesting artisanal crafts		768	32
The Algarve offers...:			
Good quality of services		791	9
Good Golf facilities		765	35
Good sporting facilities		771	29
Good beaches		790	10
Gastronomy		788	12
Good shopping facilities		787	13
Good value for money		788	12
Good water parks and/or thematic parks		769	31
Good accommodation		783	17
Good road system		780	20
Good medical care and facilities		758	42
Good access to telecommunication services		777	23
Good local transports		773	23
Algarve is...:			
a sunny place to visit		791	9
a safe place to travel		788	12
a family-oriented place		781	19
an expensive place to visit		784	16
an interesting place to visit		793	7
a romantic place to visit		784	16
a quiet destination		787	13
a luxurious place		790	10
a fashionable place		785	15
a place with good reputation		787	13
a fun destination		791	9
a stimulating place to visit		785	15
a happy destination		792	8
a relaxing destination		794	6
a pretty destination		793	7
a restful destination		794	6
a pleasant and friendly destination		797	3
an entertaining and exciting place		792	8
Q2. Please rate the OVERALL IMAGE of the Algarve as a tourism destination	1 (very negative) to 5 (very positive)	786	14
Q3. Please rate your AFFECTIVE IMAGE of the Algarve as a vacation destination	1 (unpleasant/distressing/ugly/gloomy) to 5 (pleasant/relaxing/pretty/exciting)	705	95
Part II: Algarve Reputation and Trust	**Scale items**	**Valid answers**	**Missing Values (NA/DK)**
Q4: To which extent would you agree/disagree with the following statements regarding COVID-19 and the Algarve?	1 (totally disagree) to 5 (totally agree)		
COVID-19 makes me worry a lot about my normal ways of travelling in the Algarve		780	20
COVID-19 makes me think a lot about taking precautionary measures before travelling to the Algarve		775	25
Avoiding people when I travel is frequently on my mind due to COVID-19		777	23
It makes me uncomfortable to think about COVID-19 while planning my vacation to the Algarve		780	20
I am afraid to risk my life when I travel to the Algarve, because of COVID- 19		775	25
When watching the news. about COVID-19, I become nervous or anxious in regard to travel to the Algarve		782	18
I do not feel safe to travel to the Algarve due to COVID 19		780	20

Source: own elaboration

Figure 5 : Questionnaire Structure, Rating Scales, Valid Responses and Missing Values (Low Season) (sequence)

	Scale items	Valid answers	Missing Values (NA/DK)
Q5: To which extent would you agree/disagree with the following statements about the Algarve's reputation?	1 (totally disagree) to 5 (totally agree)		
Algarve has a very good reputation		788	12
Algarve has a better reputation than other similar places		790	10
People respect this place highly		785	15
People speak very well about the Algarve		781	19
Algarve's good reputation is backed up by its history		780	20
I feel generally that the Algarve is trustworthy		783	17
I feel generally that the Algarve is of very high integrity		781	19
I believe that at the Algarve people try their best to meet my needs		786	14
I believe that the Algarve provided me with high-quality and efficient tourism services		788	12
Part III: Destination Experience, and Memories	**Scale items**	**Valid answers**	**Missing Values (NA/DK)**
Q6. To which extent would you agree/disagree with the following statements about the characterization of your experience at the Algarve?	1 (totally disagree) to 5 (totally agree)		
The experience has made me more knowledgeable		787	13
I learned a lot		782	18
It stimulated my curiosity to learn new things		779	21
It was a real learning experience		778	22
I felt a real sense of harmony		781	19
Being here was very pleasant		778	22
The setting was pretty bland		763	37
The setting was very attractive		780	20
Activities of others were amusing to watch		760	40
Watching others participating in the activities was captivating		770	30
I really enjoyed watching what others were doing		770	30
Activities of others were fun to watch		771	29
I felt like a different person here		777	23
I felt like I was living in a different time or place		780	20
The experience here let me imagine being someone else		785	15
I completely escaped from reality			
Q7. Please rate your OVERALL EXPERIENCE in the Algarve as a tourism destination	1 (very negative) to 5 (very positive)	772	28
Q8. Please rate your OVERALL PERCEIVED QUALITY of the Algarve as a vacation destination	1 (poor/inferior) to 5 (excellent/superior)	725	75
Q9. To which extent would you agree/disagree with the following statements about your memories of this stay?	1 (totally disagree) to 5 (totally agree)		
I have wonderful memories of my visit at the Algarve		773	27
I won't forget my experience of visiting the Algarve		767	33
I will remember many positive things about the Algarve		768	32
Part IV: Destination Satisfaction and Loyalty	**Scale items**	**Valid answers**	**Missing Values (NA/DK)**
Q10. To which extent would you agree/disagree with the following statements about your satisfaction to this destination	1 (totally disagree) to 5 (totally agree)		
I have really enjoyed		778	22
My choice was a wise one		772	28
It is exactly what I needed		772	28
Q11. Please rate your OVERALL SATISFACTION with your experience in the Algarve	1 (very dissatisfied) to 5 (very satisfied)	759	41
Q12. To which extent would you agree/disagree with the following statements about your loyalty tothis destination?	1 (totally disagree) to 5 (totally agree)		
I will encourage my friends and/or family to visit the Algarve sometime		771	29
I will discuss positive things about this holiday with my family and/or friends		770	30
Assuming my current circumstances remain the same, I will choose to come again to the Algarve		768	32
Part V: Engagement	**Scale items**	**Valid answers**	**Missing Values (NA/DK)**
Q13. To which extent would you agree/disagree with the following statements about your engagement with the Algarve?	1 (totally disagree) to 5 (totally agree)		
Visiting the Algarve made me feel connected to this place		766	34
I felt mentally present while I was in the Algarve		760	40
Visiting the Algarve stimulates my interest to learn more about it		763	37
I feel very positive when I visit the Algarve		758	42
Visiting the Algarve makes me happy		763	37
I feel good when I visit the Algarve		758	42
I'm proud to visit the Algarve		754	46
I spent a lot of time visiting the Algarve compared with other destinations		752	48
Whenever I'm visiting the Algarve, I usually use local services (healthcare, public transport...)		757	43
I visit the Algarve the most in comparison with other destinations		759	41

Source: own elaboration

Figure 5 : Questionnaire Structure, Rating Scales, Valid Responses and Missing Values (Low Season) (sequence)

Part VI: Characterization of the Visit	Scale items	Valid answers	Missing Values (NA/DK)
Q14. Kindly mark the (main) reason for your trip to the Algarve	Vacation/holiday; study/training; business; meeting/convention; health & wellness; other	800	0
Q15. Which of the following categories describes your travel party to the Algarve?	Alone; friends; partner; family members; work colleagues; organized group; other	800	0
Q16. Kindly mark the (main) three (3) sources of information about the Algarve that contributed for your decision to visit the region	Family/friends; past experiences; golf media; Internet & social media; ads; travel agent	800	0
Q17: How did you booked your accommodation online, kindly identify the booking site	Physical shop; online; NA	731	69
Q18: If you booked your accommodation online, kindly identify the booking site	Booking.com; expedia; TripAdvisor; HomeAway, Airbnb, official website; NA	570	230
Q19: Please, mentioned the (main) three (3) activities that you were engaged in during your stay	Open-end question	502	298
Q20: Are you sharing your travel experiences on social media?	1 (yes); 2 (no)	745	55
Q20.1: If you answered yes, which one?	Facebook; Instagram; Pinterest; WhatsApp; Twitter; Personal Blog; Websites; Snapchat; TripAdvisor; Other	745	55
Q21: To which extent would you agree/disagree with the following statements regarding looking for new destination?	1 (totally disagree) to 5 (totally agree)		
I like to revisit the same destinations because I know what to expect		733	67
I visit new destination for each holiday		725	75
I visit rather exotic and unknown destinations		717	83
Q22: Is it your first time in the Algarve?	1 (yes); 2 (no)	771	29
Q22.1. How many days are you spending on this trip (including departure & arrival?)	Open-end question	740	60
Q22.2. If you answered NO, during the last five (5) years, how many times did you travel to the Algarve?	Open-end question	419	381
Q23. During this visit ti the Algarve, kindly mention the name of the city where your accommodation is placed	Open-end question	652	148
Q24. Which kind of accommodation	Hotel/resort (4*-5*); Hotel (2*-3*); local accommodation; with family/friends; Hostel; Hotel-apartment; camping; private holiday home	800	0

Part VII - Sociodemographic Characterization	Scale items	Valid answers	Missing Values (NA/DK)
Q25. Gender	1 (female); 2 (male); 3 (other)	792	8
Q26. Age	Open-end question	775	25
Q27. Marital status	Single; Married/civil partnership; Divorced/separated; Widowed	779	21
Q28. Highest level of education	Less than high school; Completed highschool; University	700	100
Q29. Country of residence	Open-end question	800	0
Q30. Occupation	Employed; Retired; Unemployed; Self-employed; Domestic; Student; Other	764	36

Source: own elaboration

Study 2 - Tourists' storytelling through interviews

For study 2, the qualitative research explores consumption intentions and situations to unveil meanings from the actors' perspective. The data thus collected contribute to describing, understanding and interpreting phenomena (Flick, 2014). Qualitative research includes semi-structured interviews with tourists in the Algarve. Interviews allow you to raise questions, access explanations, and change the interview guide course if necessary (Fortin et al., 2009). Speeches' fluid nature enables an individual to express, at their own pace and words, the subjective experience they are encountering, choosing what and how to share, if just their ideas, as well as their perceptions and opinions. The literature review clarified concepts and questions already validated in previous research, which, combined with the objectives underlying the research problem, conveyed the interview's guide.

The target population was tourists spending holidays at the Algarve.

A proportional stratified sample by season and most representative issuing markets were implemented. Forty semi-structured interviews were carried out during the two main touristic seasons in the region (high and low seasons) in the representation of the main issuing markets: Portugal, United Kingdom, other nationalities (Austria, Luxembourg, and Lithuania), Netherlands, Germany, Spain, France and Ireland. Eight were performed in-situ, and 32 were performed via self-regression after returning home. Data collection ceased to be continued as soon as, following Bryman's (2012) criteria of data saturation, no new nor relevant data was identified, as the collected content became repetitive and, thus, it was considered that the data saturation point was reached.

The data collected was transcribed using an Online Software Transcriptor. Then, all the written semi-structured interviews were rigorously reviewed alongside the audio files, followed by their importation with QSR NVivo 12. Herein, a thematic content analysis (TCA) was carried out, where data was organized and classified into conceptual categories to underpin the research objectives (Bryman, 2016). The main themes and categories originated through a deductive approach based on pre-existing codes established in the research's theoretical framework (Bryman, 2016; Spencer et al., 2014a,b). Also, ew subcategories emerged through an inductive approach (Creswell and Poth, 2018).

Figure 6: Interview guide Structure

Part I - The image of the Algarve

It's the first time you've visited the Algarve?
If it is your first time in the Algarve, did you have any previous expectation related to your vacation?
If this is not your first time in the Algarve, what do you expect to experience in each new visit to the Algarve?
Did you create fantasies or had dreams about your vacation before arriving at the Algarve? Can you tell me about it?
Can you kindly describe what comes to your mind when you think of the Algarve as a tourism destination?
Please, describe the atmosphere/mood of the Algarve.
Please, can you list any distinctive or unique tourist sites in the Algarve?
Tell me about what is of utmost enthusiasm to you when you think about the Algarve as a tourism destination?

Part II - Algarve's reputation and trust

Q: Can you tell me about specific reasons that motivated your visit to the Algarve?
Q: Can you please tell me about your impressions about the Algarve's reputation?
Q: Did you feel uncomfortable to think about COVID-19 while planning your vacation to the Algarve?
Q: Regarding COVID-19, did you feel safe during your vacation experience at the Algarve?

Part III - Destination experience, emotions, and memories

Q: Please, tell me about the activities that you were engaged in during your stay at the Algarve.
Q: How would you describe your vacation experience at the Algarve?
Q: Can you describe your vacation experience at the Algarve?
Q: Now, close your eyes, and tell me...:
a. When you think about the Algarve as a vacation destination, what colours dominate your mental image?
b. What kind of scents do you smell during this pleasurable trip to the Algarve?
c. What sounds do you hear?
d. What textures do you feel?
e. What tastes come to your mind?

Q: Which elements (stimuli) do you consider that most influenced your experience with the destination/setting (e.g. sensory, community hospitality, products/services, infrastructures, cultural and natural aspects, value for money, safety & security)?

Part IV - Destination satisfaction and loyalty

Q: Can you tell me about the most satisfying aspects/moments of your experience in the Algarve?
Q: Is there any less satisfying aspects/moments that you would like to share with us?
Q: What would you tell your friends/ family about the Algarve?

Part V - Characterization of the visit to the Algarve

Q: Kindly tell me the (main) reason for your trip to the Algarve.
Q: Who is travelling with you?
Q: How did you book this trip?
Q: If you booked your accommodation online, kindly identify the booking site.
Q: Are you sharing your travel experiences on social media?
a. If you answered YES, let me know which one(s)?
Q: Is it your first time in the Algarve?
Q: During the last five (5) years, how many times did you travel to the Algarve?
a. Could you. kindly tell us why do you return? What aspects of the Algarve influence you, the most?
Q: How many days are you spending on this trip (including departure & arrival)? (answer ideally in days)
Q: How many of those trips to the Algarve were for vacations?
Q: Considering this trip, where did you stay most of the time (name of the city/town/place)?
Q: In which kind of accommodation are you staying? (Options: Hotel with either 2*-3* or 4*5*/ Local lodge such as Airbnb or HomeAway/ With family and/or Friends/ Apart-Hotel/ Hostel/ Camping site/ Own private home/ Other)

Part VI - Sociodemographic characterization

Q: Gender (Options: Female/ Male/ Prefer not to say)
Q: Age (Quantitative variable)
Q: Marital status (Options: Single/ Married or in a Civil Partnership/ Divorced or Separated/ Widowed)
Q: Highest level of education (Options: Less than high school/ Completed high school/ University)
Q: Country of residence (qualitative variable)
Q: Profession (Options: Qualitative variable/ or Student / or Retired / or Other)

Source: own elaboration

Study 3 - UGC on Social Media

The purpose of study 3 is to analyze the data about online destination image (ODI) portrayed by the UGC in social media, considering the multidimensional nature of TDI and its impact on tourists' engagement. A five-step process, including data collection, pre-processing, feature extraction, sentiment analysis algorithm application, and results evaluation, was employed to systematically analyze data (El-Masri et al., 2017). Thus, following Iglesias-Sánchez et al. (2020) and Jiménez-Barreto et al. (2020), Instagram and Facebook were used as the most credible destination sources and strategic social media platforms which are used to enhance brand image and capture tourists' experiences by engaging them through the content generation process. For the data extraction, the official social media platforms and channels associated with the Algarve Tourism Board (Visit Algarve) were selected.

The data was collected between January 1, 2018, and May 31, 2022 using some data scraping tools like Octoparse, Parsehub, and Fanpage Karma. The official profile of Algarve Tourism Board has 228,962 followers on Facebook and 112,000 followers on Instagram. A total of 3,366 comments were retrieved from both platforms regarding Online Destination Image and tourist's destination brand experiences.

Regarding sampling, the data scraped from Visit Algarve's Facebook (1,955 records) and Instagram (1,411 records), where the contents co-generated by RTA DMO (Destination Management Organisation) and Visitors. For the purpose of the TurExperience Project, only contents generated between 01/01/2018 and 31/05/2022 were scraped. Afterwards, data cleaning and transformation tasks were performed; comments not written in English were translated into this language by native proof-readers.

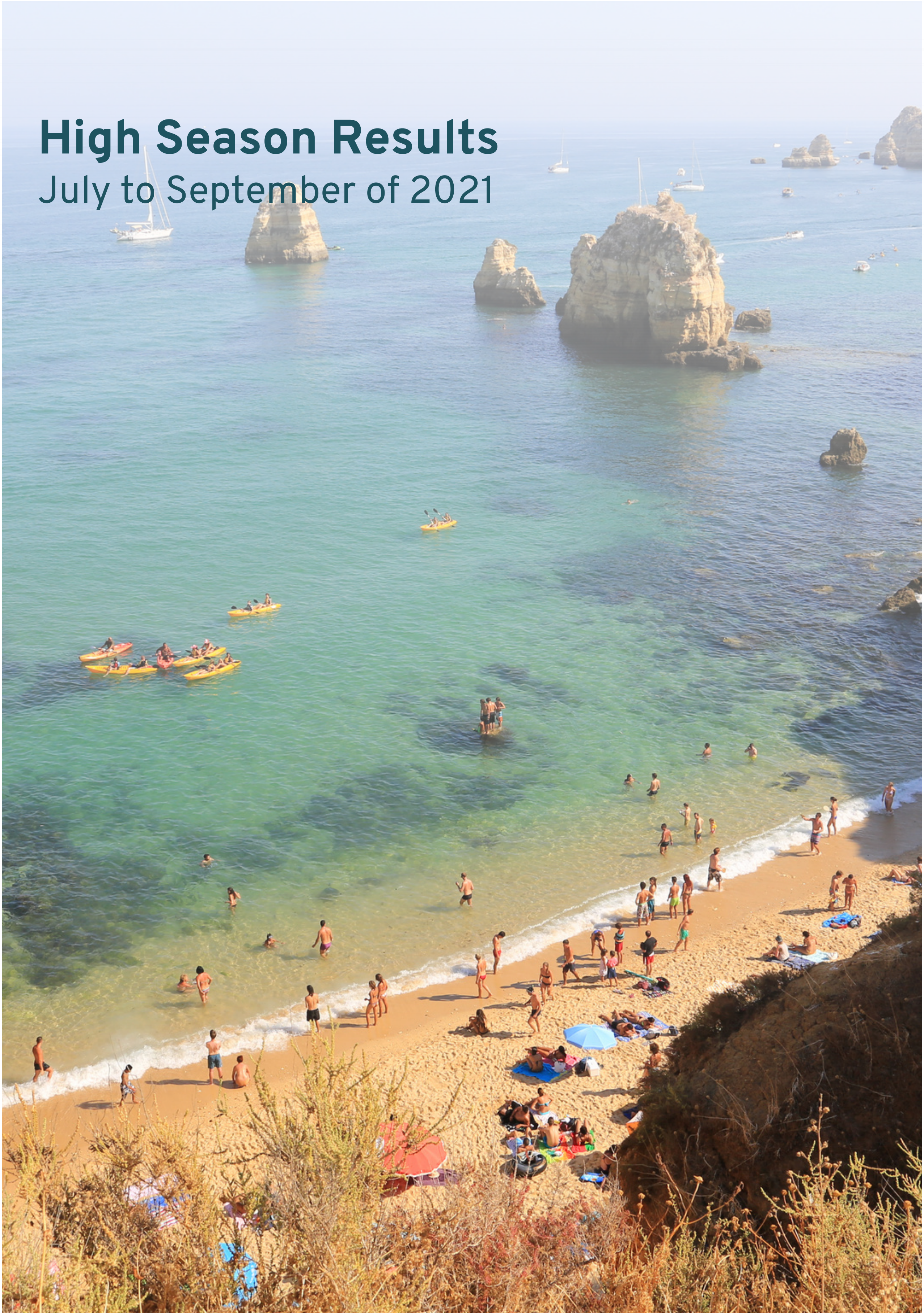
The conceptual framework informed the identification of a matrix of elements, and the period to which each comment belonged was coded: high season (from July 1 to September 15) and low season (rest of the year). Also, when comments were generated - before (up to February 29, 2020), during (March 1, 2020, to June 30, 2021) and after (after July 1, 2021) COVID-19 pandemic – were coded, links were removed, and content was converted to lowercase. All data have been collected via following links: https://www.facebook.com/visitalgarve/ and https://www.instagram.com/algarvetourism/.

Next, to perform a proper coding and data analysis of online destination image and tourists' brand experience, all related constructs identified previously were considered. In relation to online destination image, Beach and Sea, Climate, Intangible heritage, Tangible heritage, Landscape, Tourism infrastructure, and Tourist activities, while regarding the latter, these included Aesthetics, Education, Entertainment, Escapism, Perceived quality, Community hospitality, Safety and Security, Products and Services, Culture, Heritage, and Gastronomy. Concerning the criteria for analyzing the data collected, drawing from extant literature, these included for Facebook: Number of Likes, Number of Comments, Number of Shares, Reactions per post, Number of Love, Number of Wow, Number of Haha, and Weighted Engagement, while for Instagram they were: Number of likes, Number of comments, Number of shares, Post interactions, Engagement rate, Number of posts per day, IGTV-post/Post ratio, Number of likes, Positive reactions and Negative reactions.

Subsequently, the sentiment algorithm was applied, and in this stage, Hutto and Gilbert's (2014) VADER algorithm (Valence Aware Dictionary and Sentiment Reasoner) was used to overcoming the problem of performing textual analysis on high volumes of text from social networks to detect the sentiment expressed.

This method was selected as it demonstrates a higher precision and leads to results closer to veracity (Gonçalves et al., 2015; Lundqvist et al., 2020). With the application of the VADER algorithm, it was possible to calculate the Compound-sentiments, and consequently to transform the Sentiment rate on a scale between 1 and 5, enabling the comparison of ratings (expressed on a 1 to 5 scale).

High Season Results
July to September of 2021



EXPERIENCE

STUDY 1

SURVEY WITH TOURISTS

1.1. Sample profile

The survey respondents that visited the Algarve region, came mainly from the countries of Portugal (26.8%), United Kingdom (24.4%), France (8.6%), Germany (8.3%), Spain (7.2%), Ireland (6.0%), Netherlands (5.7%), and Other countries (13.0%). These other countries represent respondents from Switzerland (5.1%), Belgium (1.7%), Poland (1.3%), Denmark and the United States of America (USA) (1.0%, each), Sweden and Austria (0.5%, each), Luxembourg (0.4%), Italy (0.3%), and Bermudas, Czech Republic, Romania, United Arab Emirates, Estonia, Hong Kong, Iceland, India, Kenya, Lithuania, Malaysia, Mexico, Monaco, Myanmar, Republic of Northern Macedonia, Russia, Singapore, Togo, and Turkey (0.1%, each).

Regarding gender, there is a predominance of respondents of the female gender (60.8%). This result is aligned with data from INE (2022). Most survey respondents are aged between 25 and 64 years old (69.7%). Young respondents, aged between 18 and 24 years old, and seniors with 65 years old or above are less represented, with 26.1% and 4.2%, respectively. On average, survey respondents have 37.3 years old (min. 18 years old; max. 83 years old; std. Deviation: 14.6 years old).

Most respondents are married or live in a non-marital partnership (50.7%), although a large part of the sample is single (44.5%). 8.3% of respondents answering to this study have completed the 3rd Basic School cycle, corresponding to the 9th grade of schooling, whilst 26.0% completed high school, and 65.5% holds a university degree, according to the Portuguese education system.

Most respondents are professionally active as they are employed (62.4%), self-employed (10.7%), domestic workers (0.7%), or in a different professional situation (0.2%). The remaining respondents are students (18.6%), unemployed (1.4%), or retired (6.0%).

Figure 7: Country of residence

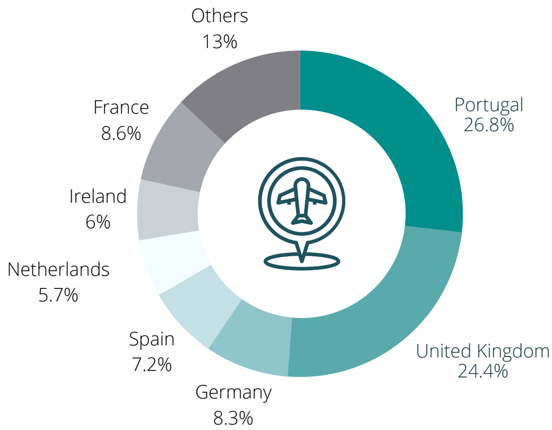


Figure 8: Gender

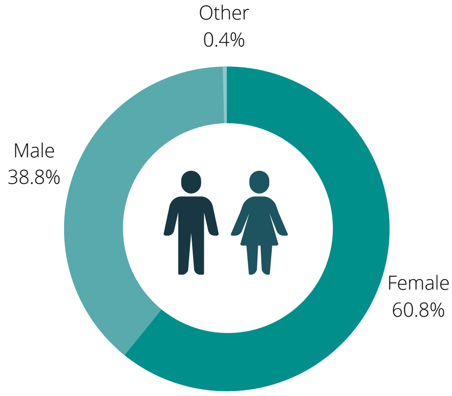
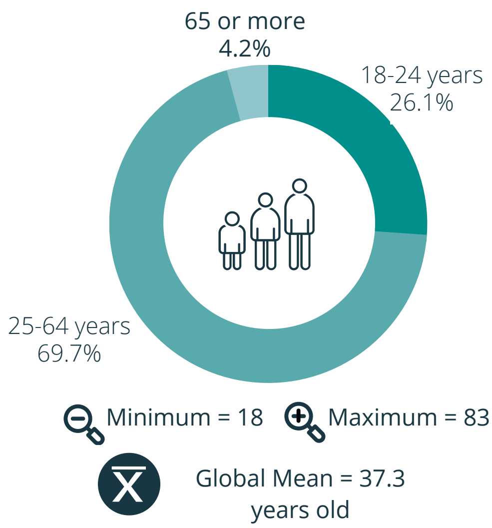


Figure 9: Age group



1.1. Sample profile

Figure 10: Marital status

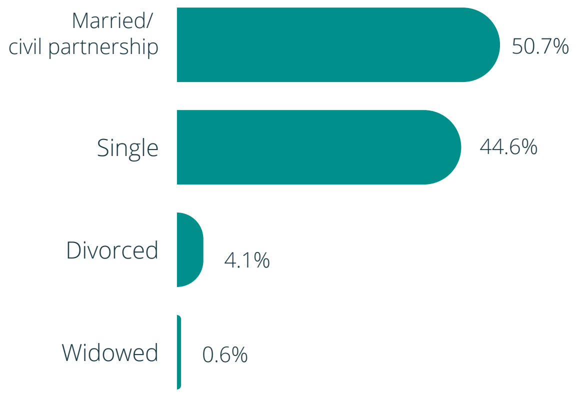


Figure 11: Level of education

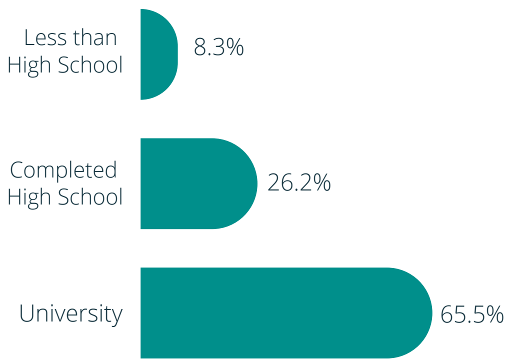
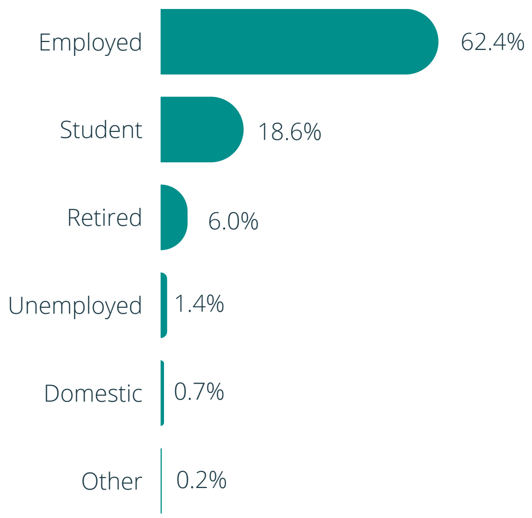


Figure 12: Occupation



1.2. Visit characterization

Most respondents are repeat visitors to the Algarve region (69.3%) over the past five years, from which many have visited the area only once or twice in the previous five years (18.9%), 3-4 times (16.6%), 5-6 times (14.6%), more than seven times (15.6%), or even none (34.4%). On average, survey respondents visited the Algarve region within the last five years 3.8 times (std. Deviation: 6.3 times). In addition, a considerate part of the sample represents first-time visitors (30.7%), tourists who visit the Algarve for the first time ever.

Survey respondents stay in the Algarve during high season for a period of 1-7 days (44.3%), 8-14 days (39.6%) or 15-21 days (12.8%). A small part of the sample that stays 22-28 days (1.4%) or more than a month (1.9%) is less represented. On average, survey respondents within high season stay in the Algarve for a period of 9.8 days (min: 1 day; max: 31 days; std. Deviation: 5.4 days).

Respondents stay, mainly in cities such as Albufeira (20.0%), Loulé (15.5%), Lagos (13.0%), Vila Real de Santo António (10.2%), Faro (9.7%), Portimão (8.6%), Lagoa (5.5.%), Tavira (5.2%), Olhão (3.5%), Vila do Bispo (3.0%), Castro Marim (2.6%), Silves (1.9%), Aljezur (0.6%), Monchique (0.4%), São Brás de Alportel (0.2%), and Alcoutim (0.1%).

Most respondents visited the region accompanied by family members (50.1%), while others visited with their partners (27.2%), friends and work colleagues (26.0%). Only a small part of the respondents visited the region alone (7.2%).

Figure 13: First-time vs Repeat visitors

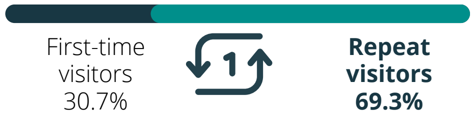


Figure 14: Past Trips
Times

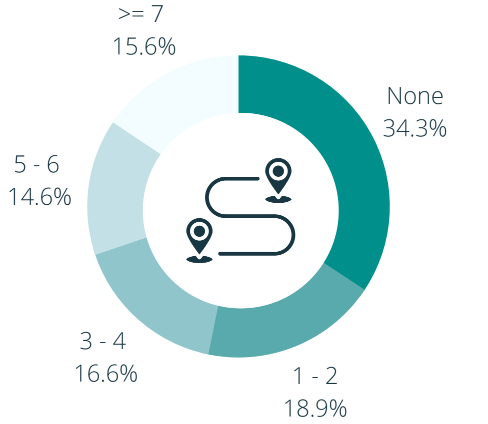


Figure 15: Trip Duration
Days

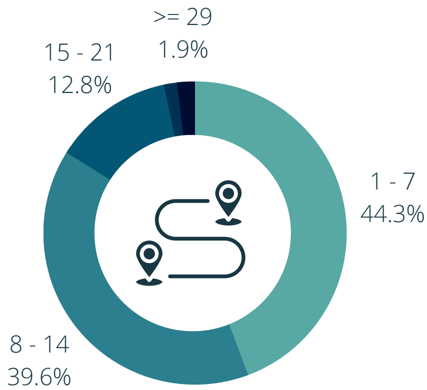
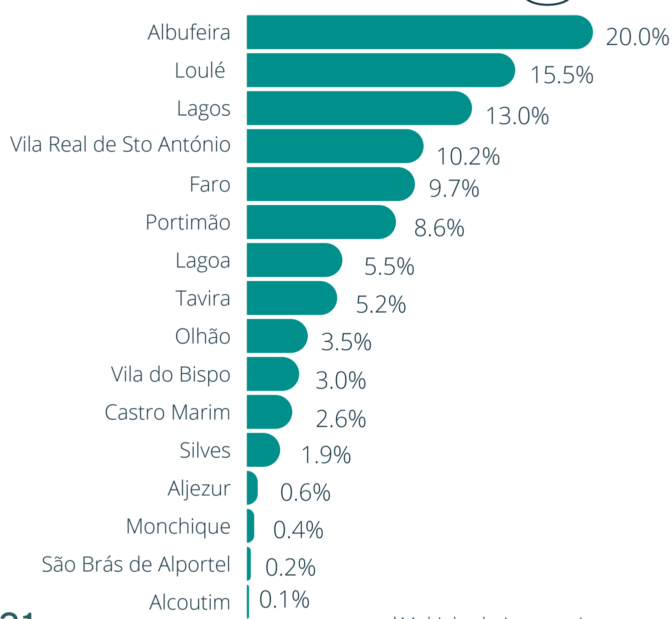


Figure 16: City of Accommodation*



*Multiple-choice question

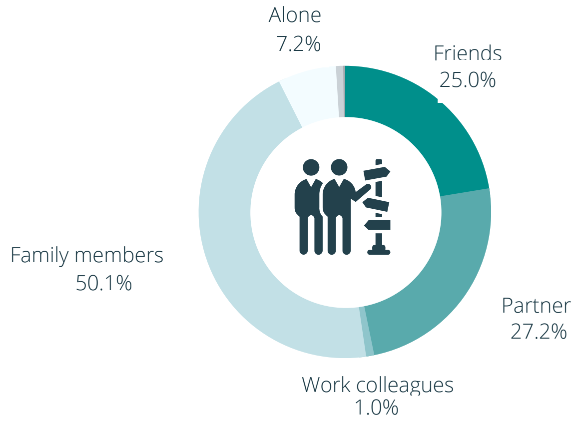
1.2. Visit characterization

Tourists visiting the Algarve during high season stay mostly on their private holiday home (23.2%). The other respondents preferred to stay in Luxury Hotels or resorts (4 or 5 stars) (20.4%), Local accommodations (19.9%), with family and friends' homes (15.7%), hotel-apartments (13.3%), hostels (4.3%), camping/caravanning (1.9%). Tourists also select other tourist accommodations such as boat facilities or agrotourism accommodations (0.1% each, respectively).

Before their trip to the Algarve, respondents collected information about the region from family, friends, or other people (76.2%). Tourists also made their holiday choice based on previous experiences (50.0%), surfing the internet and social media (47.2%), by being exposed to advertisement (11.9%), interacting with travel agents or tour operators (8.6%), reading books and magazines (7.2%), information via golf media news (4.3%). Other sources (1.0%) of information were also considered, such as specific websites (e.g., covid regulations on Government websites or real state websites, during the search to purchase a property in the Algarve) with 0.1% each, respectively.

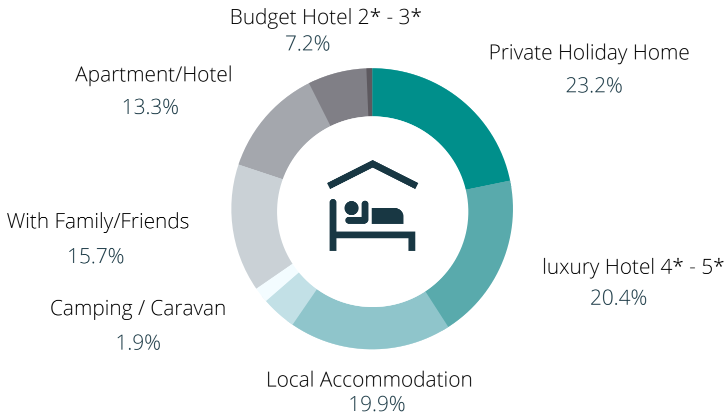
Regarding how they book their holiday accommodation, the majority of respondents resorted to the online medium to book their accommodation (77.0%), in international intermediary websites such as Booking.com (28.4%) or Airbnb (11.1%), the Hotel/resort's official webpage (10.1%), among others (5.6%), including websites such as Tui.com (0.5%), Sun Web (0.4%), Olx.com (0.3%), Vrbo.com (0.3%), or Hostelworld.com (0.3%).

Figure 17: Travel Party*



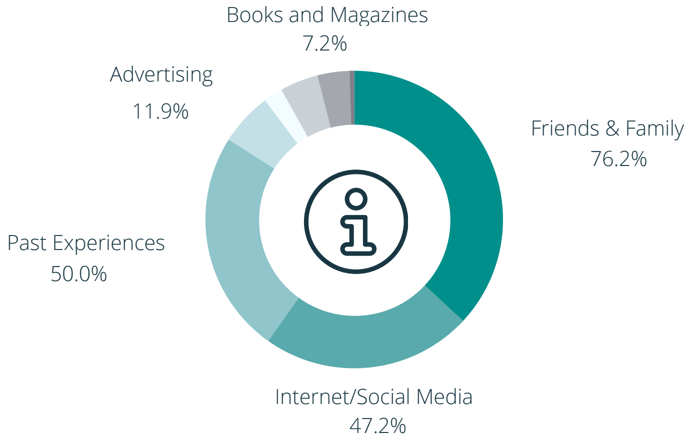
*Multiple-choice question

Figure 18: Accommodation typology*



*Multiple-choice question

Figure 19: Main source of information about the destination*



*Multiple-choice question

Figure 20: Trip Booking

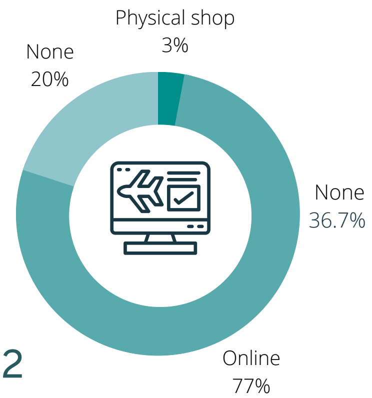
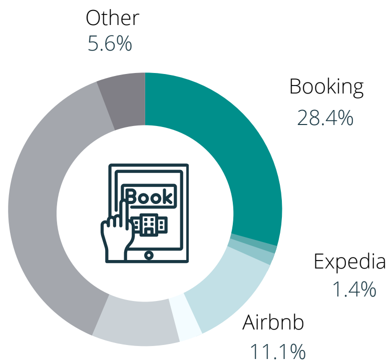


Figure 21: Online Accommodation*

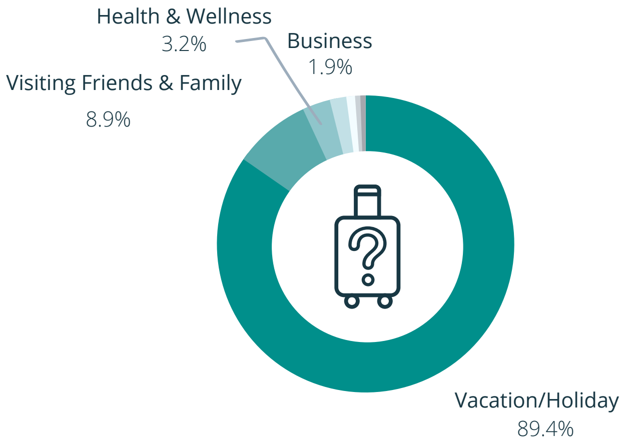


*Multiple-choice question

1.3. REASONS TO VISIT

The reason to visit the Algarve during high season was mainly for holidays or vacations (89.4%). Although less represented, survey respondents also visit the region to see friends and relatives (8.9%), or due to health and wellness reasons (3.2%), to do business (1.9%), to attend meetings and conventions (1.0%), to study/training (0.6%), and others (0.6%), including enjoying retirement, to do volunteer work, or to engage in water sports.

Figure 22: Main reason to travel*



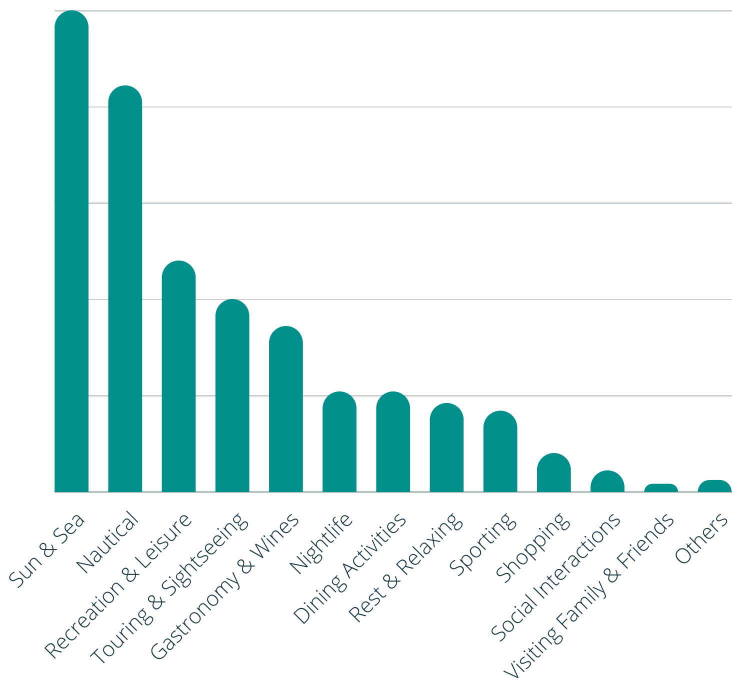
*Multiple-choice question

1.4. ACTIVITIES TOURISTS WERE ENGAGED IN

Respondents were also questioned regarding the activities they have engaged during their stay at the Algarve. Most of them engaged in Sun & Sea Activities (25.0%) namely going to the beach, sunbathing, shellfish catching, visiting sea caves; Nautic Activities (21.1%), such as jet skiing, kayaking, parasailing, scuba diving, or snorkeling; Recreation & Leisure activities (12.0%), such as photographing as a hobby, attending the Formula 1 circuit in Portimão, participate in walks throughout rail paths, planting trees, or visiting spas for wellness purposes; Touring & Sightseeing (10.0%) cities such as Carvoeiro, Alvor, Sagres, sightsee different beaches, travelling by the coastline or even visit historical places, participate in walking tours; Gastronomy & Wines (8.6%) as survey respondents refer going to wineries to do wine tastings; Nightlife Activities (5.2%) as survey respondents go to the casino, coffee shops, or go out to drink in pubs; Dining Activities (5.2%), as survey respondents go out to eat; Rest & Relaxation (4.6%); Sporting Activities (4.2%) such as bungee jumping, skating; Shopping Activities (2.0%).

In addition, were also mentioned Social Interaction Activities (1.1.%) namely regarding the quality of time spent with others; Visiting Family & Friends Activities (0.4%), and others (0.3%), such as Business-related activities or Cinema & TV activities (0.2% and 0.1%, respectively).

Figure 23: Activities engaged in at the Algarve during high season*



*Multiple-choice question

1.5. CHARACTERIZING THE TOURISM EXPERIENCE

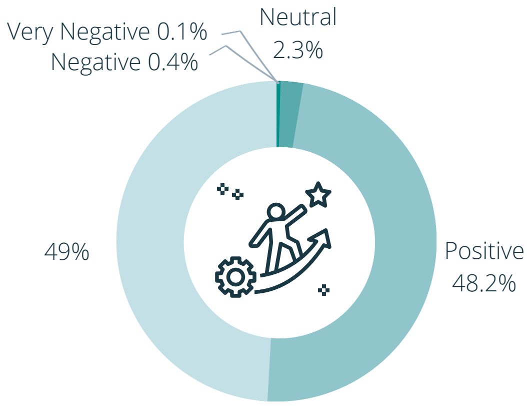
This study follows Pine and Gilmore's (1998) experience economy theory and adopts Oh, Fiore and Jeong's (2007) framework to analyze the touristic experience within the Algarve destination. The four realms or dimensions of the experience are the lens used to comprehend whether tourists engaged in sthetic, escapism, entertainment, or educational experiences during high season. The overall experience (Oh, Fiore and Jeong, 2007) and resulting memories (Faizan Ali, Kisang Ryu & Kashif Hussain, 2016) are also considered.

1.5.1 Overall experience

Tourists' overall experiences at the Algarve during the high season were considered very positive (global mean=4.46). Results on tourists' overall experience show statistically significant differences ($p<0.05$) by issuing market. The Irish (mean=4.71) and the English (mean=4.60) are the two markets that rated their overall Algarve experience as more positive. The German (mean=4.31), Portuguese (mean=4.33), Spanish (mean=4.49), French (mean=4.5), respondents from other nationalities (mean=4.44, each), along with the Dutch (mean=4.41), rated their overall experiences at the Algarve as merely positive.

$\bar{X}$ Global Mean = 4.5

Figure 24: Tourists' overall experience



SCALE: 1 - Strongly disagree; 5 - Strongly Agree

1.5.2. Touristic experiences

The touristic experience is one of the most critical elements in the study of tourists' behaviour. Oh, Fiore and Jeong (2007), based on Pine and Gilmore seminal work on the Experience Economy (1998), developed a scale to measure the touristic experience whose framework we adopted in the scope of this research. The tourism experience in which survey respondents engage during the high season is mainly characterized by the aesthetic dimension (global mean=3.9). Especially as they agree that being in the Algarve is very pleasant (mean=4.2), and the setting is very attractive (mean=4.1).

In regard to educational (global mean=3.4), entertainment (global mean=3.4) and escapism (global mean=3.2) dimensions, survey respondents position themselves, on average, in a neutral evaluation. An analysis per sociodemographic characteristics shows the results regarding the characterization of tourists' experiences at the Algarve are revealed with statistically significant differences ($p<0.05$).

Regarding tourists engaging in aesthetic experiences, French (mean=4.3), Irish (mean=4.3), first-time visitors (mean=4.2), young adults (mean=4.2) and survey respondents with a university degree (mean=4.2) are those who agree the most that being in the Algarve was very pleasant.

On the other hand, even though with positive evaluations, Spanish (mean=4.0), Portuguese (mean=4.0), repeat visitors (mean=4.2), seniors (mean=4.1), and respondents with less than a high school diploma and with a completed high school one (mean=4.1, each respectively), are the tourists who felt less pleasant at the Algarve. French (mean=4.2), English (mean=4.2), and Spanish (mean=4.1) tourists, first-time visitors (mean=4.1), young adults between the ages of 18 and 24 years old (mean=4.2) and survey respondents with a university degree (mean=4.1) are those finding mostly the Algarve's setting attractive. However, Portuguese (mean=3.8), repeat visitors (mean=4.0), senior tourists (mean=4.0), and respondents with less than a high school diploma (mean=3.9) find the setting less attractive. Spanish (mean=3.9), tourists from other nationalities (mean=3.9), first-time visitors (mean=3.8), and respondents with a completed high school diploma (mean=3.8) are those who most felt a real sense of harmony when engaging in experiences at the Algarve region. However, the Portuguese (mean=3.5), repeat visitors (mean=3.7), seniors (mean=3.6), and respondents with less than a high school diploma (mean=3.7) are those who felt less harmony at the Algarve. And the Portuguese (mean=3.5), repeat visitors (mean=3.6), seniors (mean=3.5) and respondents with a university degree (mean=3.5) are those who agree more that the Algarve's setting is not bland. However, the Dutch (mean=2.9), first-time visitors (mean=3.3), young adults (mean=3.3), and respondents with less than a high school diploma (mean=3.4) perceive the Algarve as pretty bland. Regarding the educational experience, the Spanish (mean=3.9), first-time visitors (mean=3.6), seniors (mean=3.5), and survey respondents with less than a high school diploma (mean=3.5) believe this experience at the Algarve has made them more knowledgeable. However, the Dutch (mean=3.2), Portuguese (mean=3.2), repeat visitors (mean=3.4), young adults (mean=3.5), adults (mean=3.5), and respondents with a university degree (mean=3.4) are the tourists who find the least that the experience provide them with more knowledge. Spanish tourists are also those who agree to have learned a lot (mean=3.6), in comparison to the other issuing markets, alongside first-time visitors (mean=3.4), seniors (mean=3.4), and respondents with less than a high school diploma (mean=3.5). However, the Dutch (mean=3.0), repeat visitors (mean=3.3), adults (mean=3.3), and respondents with a university degree (mean=3.3) are those who agree to have learned the least, in comparison to the other segment groups. The Spanish (mean=3.7), tourists from other nationalities (mean=3.7), first-time visitors (mean=3.6), young adults between the ages of 18 and 24 years old (mean=3.5), and survey respondents with a completed high school diploma (mean=3.5) are those who agree, the most, that this experience stimulated their curiosity to learn new things in the Algarve. However, the Dutch (mean=3.0), repeat visitors (mean=3.6), seniors (mean=3.4), and respondents with a university degree (mean=3.4) are those who were less stimulated to learn new things while engaging in experiences at the Algarve. And, French (mean=3.5), Spanish (mean=3.5), first-time visitors (mean=3.5), young adults (mean=3.4), and respondents with less than a high school diploma (mean=3.4) are the tourists who most believe their experience at the Algarve destination was a real learning experience.

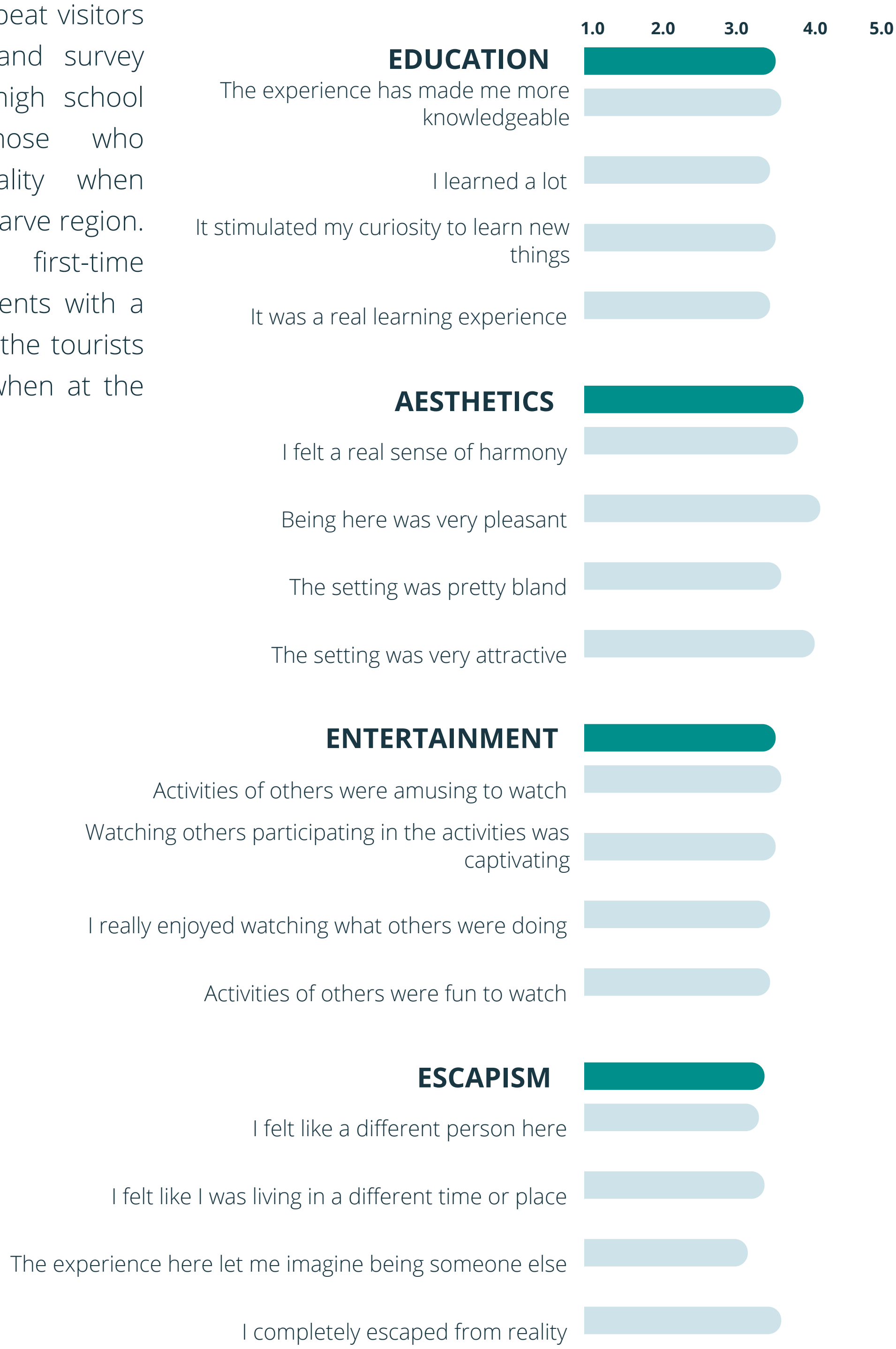
On the other side, the Dutch (mean=2.9), repeat visitors (mean=3.2), adults (mean=3.3), and respondents with a university degree (mean=3.2) are those who did not find so much that their experience at the Algarve was a real learning experience.

Concerning the entertainment experience, Irish (mean=3.8), French (mean=3.7), first-time visitors (mean=3.7), young adults (mean=3.8), and survey respondents with less than a high school diploma (mean=3.6) are those who find most amusing to watch others engage in activities. Differently, Portuguese (mean=3.3), repeat visitors (mean=3.5), adults (mean=3.5), and respondents with a university degree (mean=3.5) are those who find the least amusing to watch activities of others. English (mean=3.5), Irish (mean=3.5), French (mean=3.5), first time visitors (mean=3.5) young adults (mean=3.6), and survey respondents with a less than high school diploma (mean=3.5) considered watching others participate in activities captivating. However, Dutch (mean=3.2), German (mean=3.3), Portuguese (mean=3.3), repeat visitors (mean=3.4), adults (mean=3.4), and respondents with a university degree (mean=3.4) those who find less captivating watching others participate in activities. Irish (mean=3.6), English (mean=3.5), first time visitors (mean=3.4), young adults (mean=3.5) and respondents with less than a high school diploma (mean=3.4) are the tourists who really enjoyed the most watching what others were doing. On the other hand, the Portuguese (mean=3.2), Dutch (mean=3.2), German (mean=3.2), repeat visitors (mean=3.3), seniors (mean=3.3), and respondents with a university degree (mean=3.3) are those who the least enjoyed watching what others were doing. And the English (mean=3.5), first time visitors (mean=3.4), young adults (mean=3.5) and respondents with less than a high school diploma (mean=3.5) are those who agree more that watching others engage in activities was fun. Differently, German (mean=3.1), Portuguese (mean=3.2), repeat visitors (mean=3.3), adults (mean=3.3), and respondents with a university degree (mean=3.3) are those who find activities of others the least fun to watch.

About the escapism experience, Irish (mean=3.4), English (mean=3.4), seniors (mean=3.2), repeat visitors (mean=3.1), and respondents with less than a high school diploma (mean=3.3) are those who most felt they were a different person when at the Algarve. On the other hand, the Dutch (mean=2.7), Spanish (mean=2.8), adults (mean=3.0), first-time visitors (mean=3.0) and respondents with a university degree (mean=3.0) are those who have felt less like a different person in their experiences at the destination. Irish (mean=3.2), English (mean=3.2), young adults (mean=2.9), first-time visitors (mean=2.9), and respondents with less than a high school diploma (mean=3.1) were those in which the experience most led them to imagine being someone else. However, the Dutch (mean=2.6), Portuguese (mean=2.6), seniors (mean=2.8), repeat visitors (mean=2.8) and respondents with a university degree (mean=2.8) were those in which the experience let them, the least, to imagine being someone else. Irish (mean=3.6), young adults (mean=3.2), first-time visitors (mean=3.2) and respondents with less than a high school diploma (mean=3.3) are those who felt most that they were living in a different time or place within their touristic experiences at the Algarve destination. On the other hand, the Portuguese (mean=2.9), adults (mean=3.1), repeat visitors (mean=3.1), and respondents with a university degree (mean=3.1) were those who least felt like they were living in a different time or place. And, finally, Portuguese (mean=4.0), repeat visitors (mean=3.6), adults (mean=3.5) and survey respondents with less than a high school diploma (mean=3.7) are those who completely escaped from reality when engaging in experiences at the Algarve region. Moreover, seniors (mean=3.4), first-time visitors (mean=3.3), and respondents with a university degree (mean=3.5) are the tourists who least escaped from reality when at the Algarve region.

Global Mean = 3.4

Figure 25: Tourists' experiences at the Algarve



SCALE: 1 - Strongly disagree; 5 - Strongly Agree

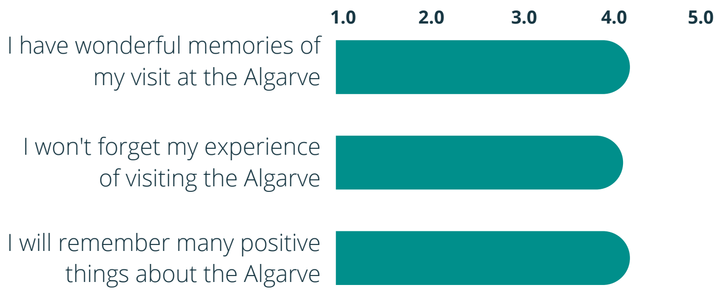
1.5.3. Memorable experience

Concerning the memories tourists have of their experiences at the Algarve, the results are positive (global mean=4.27). On average, respondents agree they will remember many positive things about the destination (mean=4.31); have wonderful memories of their visit to the Algarve (mean=4.25); and won't forget their experience of visiting the region (mean=4.24).

An analysis per sociodemographic characteristics shows results with differences statistically significant ($p<0.05$). English (mean=4.4) and Irish (mean=4.4) tourists considered their experience at the Algarve memorable. First-time visitors (mean=4.3) and young adults (mean=4.4) also agree, more than repeat visitors (mean=4.3) and adults (mean=4.2) and seniors (mean=4.1), which claimed that they won't forget easily about their experiences in the Algarve and highlight they still have wonderful memories about their experiences in the destination.

Global Mean = 4.3

Figure 26: Memorable experiences



SCALE: 1 - Strongly disagree; 5 - Strongly Agree

1.6. THE EXPERIENTIAL IMAGE OF THE ALGARVE

With the aim of characterizing, in a way that is adjusted to the unique characteristics of the region and the experience that tourists had during their stay in the Algarve, a new scale was developed to assess the image of the Algarve as a tourist destination. This new instrument for measuring the image of the Algarve reflects the way in which tourists perceive the region as a tourist destination and at a time when the lived experience provides an assessment in situ and in real time, with the relevant details present in memory. Evaluating the experiential image is critical to the comprehension of travelers' future behavioral intentions, like to recommend, revisit and speak positive things about the region. In addition, regional entities and private companies find important clues to communicate with the main issuing markets.

1.6.1. The Functional or cognitive experiential image

Concerning the Functional characteristics of the destination experiential image, during the high season, tourists generally agree that these attributes are suitable to define the image of Algarve (global mean=3.8). In an overall view, the characterization of the experiential destination image regarding its cognitive elements is mirrored in seven factors, namely landscape (mean=4.3), local gastronomy (mean=4.2), entertainment (global mean=3.9), Local Culture (mean=3.7), Facilities (mean=3.7) and environmentally oriented (global mean=3.5) and eco-friendly destination (mean=2.9).

On average, survey respondents highly agree that the Algarve offers good beaches (mean=4.5), the natural landscape is attractive (mean=4.3), the scenery is beautiful (mean=4.3), the gastronomic offer has quality (mean=4.2), the local food is appealing (cuisine) (mean=4.2), water sports are available (mean=4.1), good accommodation (mean=4.1), outdoor activities are available (mean=4.0) and the region offers good shopping facilities (mean=4.0).

However, tourists disagree that beaches are not overcrowded (mean=2.7). They also seem to be blasé regarding the following attributes: services in the Algarve are not recycled oriented (mean=3.0), the region is an eco-friendly destination (mean=3.1), the local transportation supply is good (mean=3.4), the destination is no air nor noise pollution free (mean=3.4), it has an unpolluted/unspoiled environment (mean=3.5), and that it offers good medical care facilities (mean=3.5).

Regarding this dimension of the experiential image of Algarve, results are revealed with differences statistically significant ($p<0.05$) attending the issuing market.

The Irish (mean=4.0) have the most optimistic view of the region's facilities, mainly the offer of a good value for money (mean=4.2), offer of good accommodation (mean=4.4), good access to telecommunication services (mean=4.0), good road systems (mean=4.0), good local transportation (mean=3.9) and good medical care and health facilities (mean=3.9). However, the Portuguese (mean=3.4) tourists are those with the least positive view on the destination's infrastructure, especially regarding the road systems (mean=3.4), the medical care and health facilities (mean=3.2), and the offer of a good value for money (means=3.2).

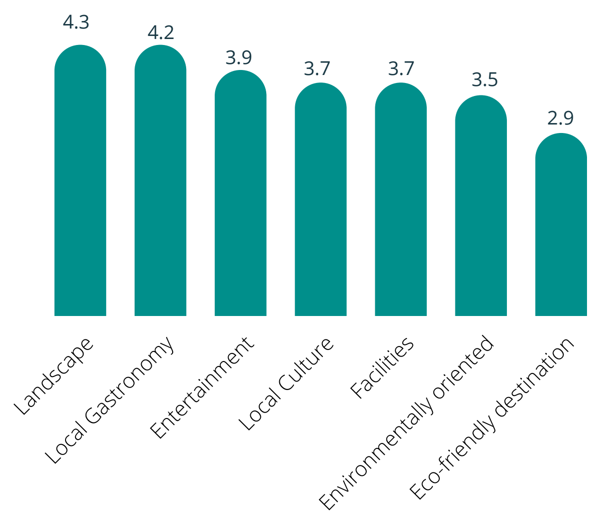
The English (mean=3.9) tourists are those who find the most, that the region is characterized by its unique local culture, as they find that tourists can enjoy local events (mean=4.0), unique heritage culture (mean=3.9) and can access touristic information at city centers (mean=3.9). In addition, the Spanish (mean=3.8), German (mean=3.8), and Irish (mean=3.8) tourists are those who find the most, that the region has interesting artisanal crafts. The Spanish (mean=3.9), English (mean=3.9), Irish (mean=3.9), and French (mean=3.9) tourists find the most that the Algarve has interesting local tours and excursions. On the other hand, the Portuguese tourists are those who agree less that tourists can enjoy local events, can access touristic information centres at the destination, the region has a unique heritage culture, and interesting local tours/excursions.

Spanish (mean=4.6), and French (mean=4.5) tourists highlight most the landscape as a relevant cognitive attribute of the Algarve experiential image, namely the natural landscape attractiveness and beautiful scenery. However, the Dutch tourists (mean=4.1) are the least impressed with the Algarve's landscape views. English (mean=4.4), Spanish (mean=4.3), Irish (mean=4.3) and German (mean=4.3) tourists are those with the most positive view about the Algarve's local gastronomy, especially because they find the region offers good gastronomy, the local cuisine is appealing, and they also recognize the quality of shopping facilities. On the other hand, the Dutch tourists (mean=4.1) is the issuing market group with the lowest rating for the region's local gastronomy.

The English (mean=4.1), Irish (mean=4.1), and Spanish (mean=4.0) tourists agree more that Algarve's entertainment is relevant to characterize the destination image, especially in the availability of water sports, outdoor activities, a lot of things for children to do, and appealing/good nightlife. However, Portuguese tourists (mean=3.7) do not believe entertainment is currently a strong point for the destination experiential image. Finally, English (mean=3.9), Spanish (mean=3.8), and Irish (mean=3.8) tourists are those who perceive the Algarve as an environmentally oriented destination, with no air nor noise pollution, an unpolluted/unspoiled environment, and high cleanliness and hygiene standards. The Portuguese tourists (mean=3.2) are overall not convinced that the region has an image that can be characterized as environmentally oriented.

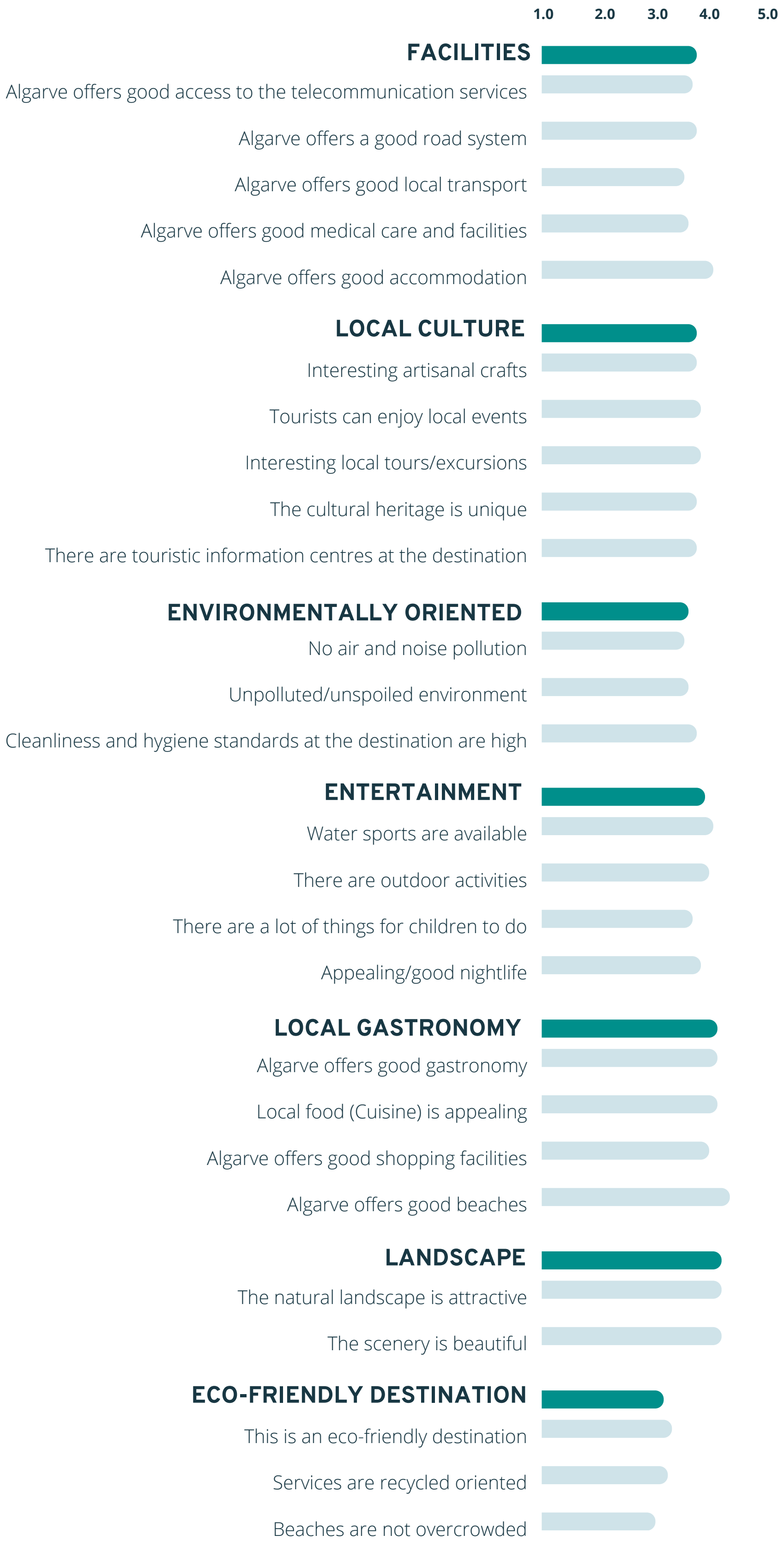
The Dutch (mean=3.2), and Irish (mean=3.1) tourists are those who believe more in the Algarve being an eco-friendly destination. Even though it's the Spanish (mean=3.2) issuing market who most find the services in the Algarve as being reclyced oriented. On the other hand, the Portuguese (mean=2.8) Tourists are those who believe less the Algarve is an eco-friendly destination and that the Algarve has overcrowded beaches (mean=2.4). Yet, the Dutch (mean=3.2) and Irish (mean=3.1) tourists do not believe so much the Algarve has overcrowded beaches.

Figure 27: Algarve's cognitive image



X Global Mean = 3.8

Figure 28: Cognitive attributes



SCALE: 1 - Strongly disagree; 5 - Strongly Agree

1.6.2. Atmosphere or affective experiential image

The study also assessed the atmosphere or mood of the destination which is mainly characterized by four factors: joyful, calm, family safe and glamourous. The results of the factor analysis and the associated statistics are presented in Table 2.

Especially concerning the attributes of the affective experiential image (global mean=4.1), respondents find the Algarve destination as family safe (global mean=4.5), namely because it is a very sunny destination (mean=4.5), a safe place to travel (mean=4.4) and family-oriented (mean=4.2). Tourists also find a joyful atmosphere (global mean=4.2) at the destination, especially because it is a pretty destination (mean=4.4), happy (mean=4.3), interesting (mean=4.2), and a fun place (mean=4.2) to visit; and with a calm environment (mean=4.1), once it is relaxing (mean=4.3), and restful (mean=4.3). Respondents are blasé regarding the association of the adjectives glamorous (mean=3.4) to the Algarve region, regarding the attributes fashionable (mean=3.6), and luxurious (mean=3.5). Tourists are also blasé regarding the idea that the Algarve is an expensive place to visit (mean=3.2).

An analysis per sociodemographic characteristics reveals differences statistically significant ($p<0.05$) by issuing markets. Spanish (mean=4.4), English (mean=4.3), German (mean=4.3), and Irish (mean=4.3) tourists are those who find, the most, the Algarve has a joyful atmosphere. Spanish tourists (mean=4.4) find the Algarve with a calm atmosphere the most. Yet, Dutch and Portuguese tourists see the least that the Algarve has a joyful (mean=4.0, for both, respectively) or calm atmosphere (mean=4.1, for both, respectively).

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English (mean=4.6), Irish (mean=4.5), and Spanish (mean=4.5) tourists are those who believe more the Algarve has a friendly-safe atmosphere. Portuguese tourists (mean=3.9) feel the most that the destination has a glamorous atmosphere. On the other hand, the French (mean=3.3) and Dutch (mean=3.3) tourists do not see the Algarve region has a glamorous atmosphere.

X̄ Global Mean = 4.1

Figure 29: Algarve's atmosphere

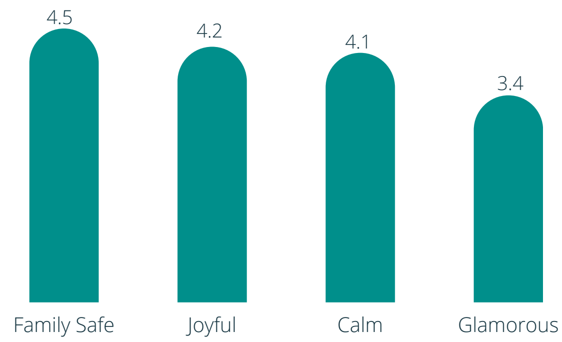


Figure 30: Atmosphere attributes

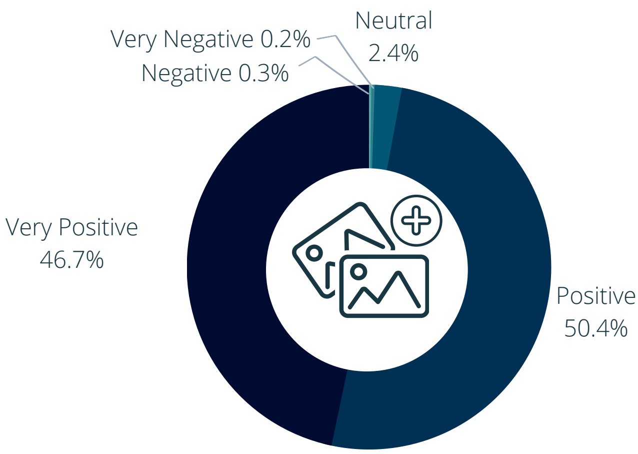
SCALE: 1 - Strongly disagree; 5 - Strongly Agree

1.6.3. Overall experiential image

During high season, on average, survey respondents evaluate the Algarve destination with an overall positive image (mean=4.4). Reveal that there are statistically significant differences by issuing market ($p<0.05$). The Irish (mean=4.6), English (mean=4.5) demonstrated a very positive overall image of the Algarve. However, the Portuguese tourists have a lower view on the Algarve's overall image (mean=4.3), although positive.

Global Mean = 4.4

Figure 31: Tourists' overall experiential image



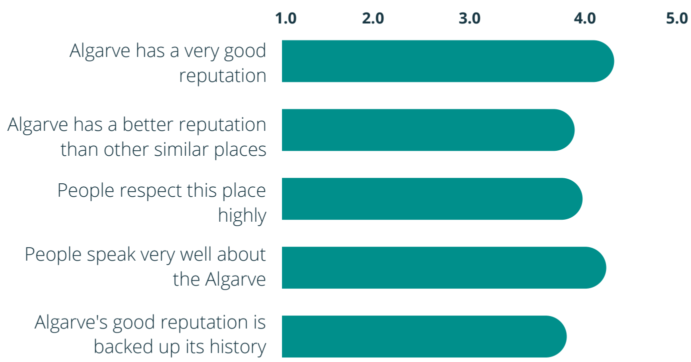
1.7. ALGARVE'S REPUTATION

The reputation of the Algarve as a tourism destination, which is accessed with a reliable scale published in the literature (Artigas, Vilches-Montero & Yrigoyen, 2021) can be described as slightly positive (global mean=3.9). Survey respondents, on average, agree the destination has a good reputation (mean=4.2), and people admit to speaking very well about the Algarve (mean=4.1). Respondents tend to remain neutral regarding their perception of the Algarve's reputation being backup by its history (mean=3.6).

Results regarding the Algarve's reputation revealed that there are statistically significant differences by sociodemographic characteristics ($p<0.05$). The English (mean=4.2) and the Irish (mean=4.2) issuing markets are those who agree more that the Algarve is a reputable destination. While the Portuguese (mean=3.7) and Dutch (mean=3.7) tourists are those who find the Algarve region with the least reputable assessment.

Global Mean = 3.9

Figure 32: Algarve's reputation



SCALE: 1 - Strongly disagree; 5 - Strongly Agree

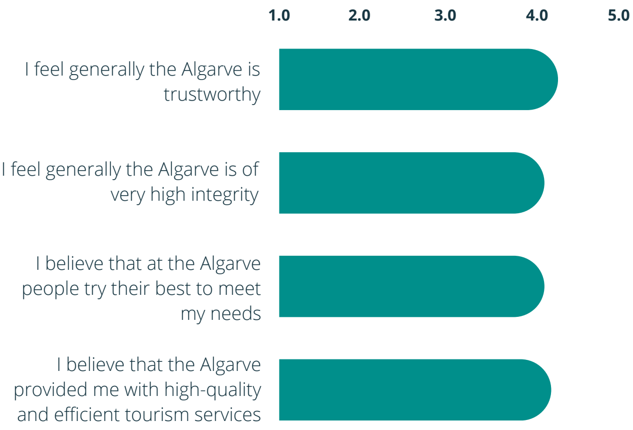
1.8. ALGARVE'S TRUST

Regarding the Algarve's trust (following Su, Lian & Huang, 2020), this study results show that tourists, on average, find the destination generally trustworthy (mean=4.1). They believe the Algarve provide them with high quality and efficient tourism services (mean=4.0), and, at the same time, the destination is of very high integrity (mean=3.9), and people at the Algarve try their best to meet tourists' needs (mean=3.9).

An analysis per sociodemographic characteristics present results with statistically significant differences, according to the issuing markets ($p<0.05$). The English (mean=4.2) and Irish (mean=4.2) are those who trust more in the Algarve destination. Differently, Portuguese tourists (mean=3.8) are those who trust, the least, the Algarve region as a vacation destination.

Global Mean = 4.1

Figure 33: Algarve's trust



SCALE: 1 - Strongly disagree; 5 - Strongly Agree

1.9. ALGARVE'S OVERALL PERCEIVED QUALITY

The Algarve's overall perceived quality (Oh, Fiore & Jeoung, 2007) is considered positive (global mean=4.3). Specially, tourists visiting the Algarve find the region to be a good (mean=4.4) and somewhat superior (mean=4.3) vacation destination.

Results regarding tourists' overall quality perception are revealed with differences statistically significant by issuing market ($p<0.05$). The Irish (mean=4.7; mean=4.5, respectively) and English (mean=4.6; mean=4.5, respectively) tourists find the Algarve to be an excellent and superior destination. Differently, even though with a positive assessment, the Dutch (mean=4.2; mean=4.1, respectively) and Portuguese (mean=4.3; mean=4.2, respectively) find it merely good and somewhat superior.

Figure 34: Algarve's overall perceived quality

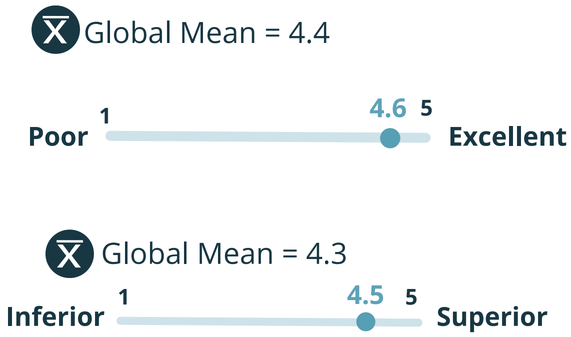
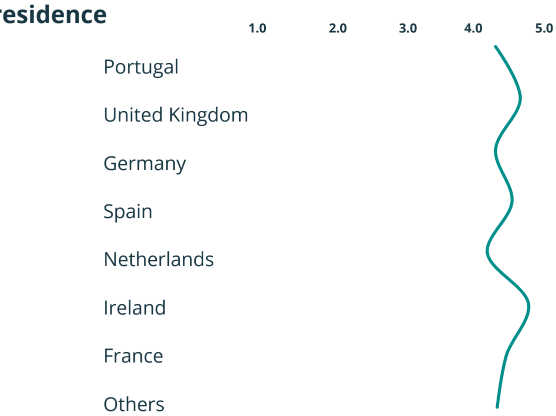


Figure 35: The Overall Perceived Quality vs Country of residence



SCALE: 1 - Strongly disagree; 5 - Strongly Agree

1.10. TOURISTS' ENGAGEMENT

The engagement of tourists during their experience at the Algarve (global mean=3.8), accessed with a reliable instrument developed and validated by Rather (2020) for a destination context, can be described as positive. The respondents, on average, were particularly engaged by the affective dimension (mean=4.1) since they agree they feel good at the Algarve (mean=4.2), and when visiting the region, they become happy (mean=4.2) and feel very positive (mean=4.0).

Regarding the tourists' engagement with their experiences, results reveal statistically significant differences ($p<0.05$) by issuing market and visitor status. Regarding cognitive engagement (mean=3.8), English (mean=4.0), Spanish (mean=3.9), Irish (mean=3.9), and repeat visitors (mean=3.9) are the tourists who feel more connected with the Algarve when visiting. Irish (mean=4.0), English (mean=4.0), other nationalities (mean=3.9), and repeat visitors (mean=3.9) are the tourists who feel most mentally present while in the region. English (mean=3.8), Spanish (mean=3.8), other nationalities (mean=3.7), and repeat visitors (mean=3.7) are the tourists which the Algarve stimulated more their interest in learning more about the place. Differently, Dutch (mean=3.3) were the least stimulated to learn more about the region while visiting.

In regard to the affective engagement (mean=4.1), English (mean=4.2) and German (mean=4.1), the tourists felt more positive while visiting the Algarve destination. Even though also feeling positive in the region, the Dutch and Irish (mean=4.0, each) felt the least positive. Irish (mean=4.3), other nationalities (mean=4.2), and repeat visitors (mean=4.2) consider themselves the happiest tourists with their tourist experiences in the Algarve. Portuguese (mean=4.1) and French (mean=4.1) were the least happy ones. English (mean=4.3), Irish (mean=4.3), Spanish (mean=4.3), and repeat visitors (mean=4.2) are the tourists manifesting the most to feel-good in the Algarve destination. However, the Dutch tourists (mean=4.1) were those who felt less well. And finally, the English (mean=4.1), Irish (mean=4.1), and repeat visitors (mean=3.9) are the proudest tourists who visit the Algarve region. However Dutch (mean=3.5), French (mean=3.8) and first-time visitors (mean=3.8) are the least proud to visit the region.

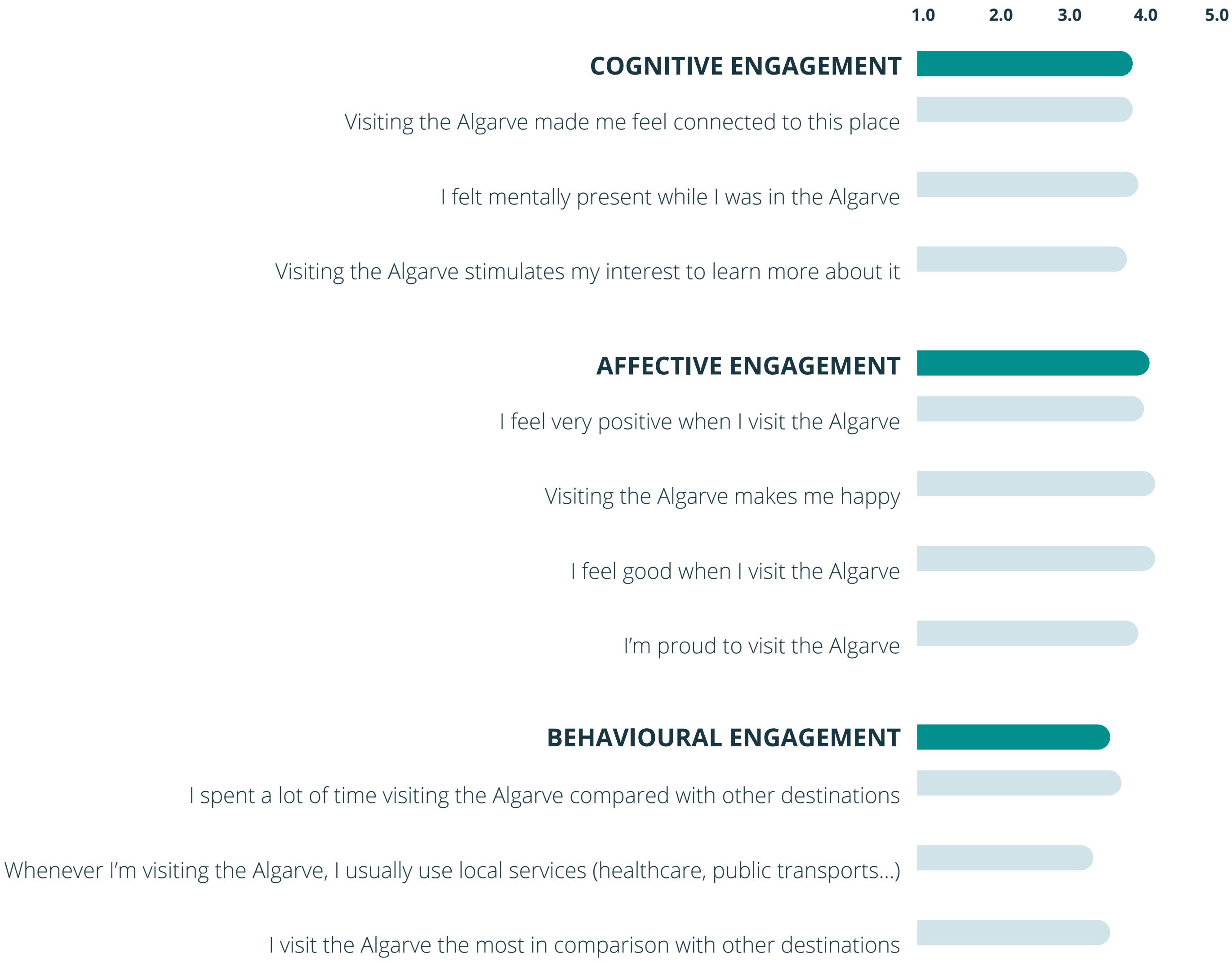
About behavioural engagement (mean=3.4), English (mean=3.9), Irish (mean=3.8), Portuguese (mean=3.7), and repeat tourists (mean=3.8) are the tourists who spend more time visiting the Algarve when compared to time spent in other destinations. The Dutch tourists (mean=3.0) are those who spend the least of their time in the Algarve region compared to other places. Irish (mean=3.5) and first-time visitors (mean=3.1) are the tourists who manifest more to usually use local services (e.g., healthcare services, public transportation, others). Differently Portuguese (mean=2.8), Dutch (mean=2.9), and French (mean=2.9) are those who use, less, local services in the region while visiting. Irish (mean=3.8), English (mean=3.7), Portuguese (mean=3.7), and repeat visitors (mean=3.7) are the tourists who visit, the most, the Algarve region in comparison to other destinations.

Overall, the English (mean=4.0), Irish (mean=4.0), and repeat visitors (mean=3.8) are more engaged with the destination than all other nationalities and first-time visitors, respectively. However, the Dutch (mean=3.5) and German (mean=3.7) tourists are the least engaged in their experiences at the region.

1.10. TOURISTS' ENGAGEMENT

Global Mean = 3.8

Figure 36: Tourists' engagement



SCALE: 1 - Strongly disagree; 5 - Strongly Agree

1.11. TOURISTS' SATISFACTION

During this season, survey respondents, on average, are overall very satisfied with their touristic experience at the Algarve destination (mean=4.5).

Regarding the satisfaction attributes (Lee, Lee & Lee, 2014), on average, survey respondents agree to have really enjoyed the Algarve (mean=4.3), that their trip to the Algarve was exactly what they needed (mean=4.3), and ultimately that their choice to visit the region was a wise one (mean=4.2).

Results are revealed with differences statistically significant (p<0.05) regarding tourists' satisfaction with their touristic experience at the Algarve by issuing market.

The Irish (mean=4.5) are very satisfied, followed by the English tourists (mean=4.5) compared to the other issuing markets. Differently, Portuguese tourists (mean=4.0) are the least satisfied, among survey respondents inquired.

Global Mean = 4.0

Figure 37: Tourists' overall satisfaction

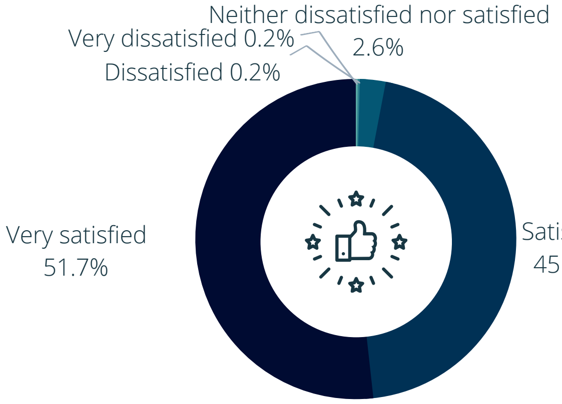


Figure 38: Tourists' satisfaction

SCALE: 1 - Strongly disagree; 5 - Strongly Agree

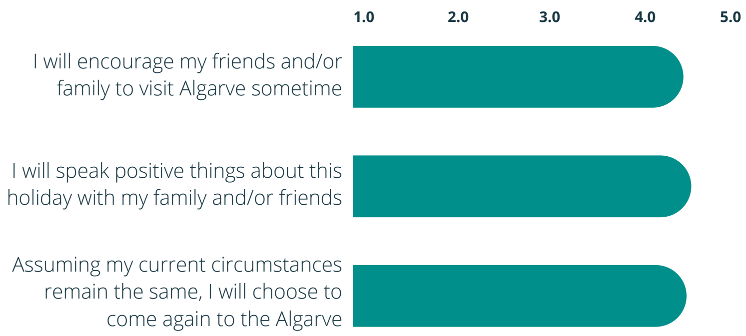
1.12. TOURISTS' LOYALTY

This study results demonstrate that survey respondents' loyalty behaviours (Martín-Santana, Beerli-Palacio & Nazzareno, 2017) are overall positive (global mean=4.3). More specifically, on average, tourists answering this survey agree that they intend to encourage their friends and/or family to visit the Algarve (mean=4.2) and to discuss positive things about their holiday in the destination with their family and/or friends (mean=4.3). Also, assuming their current circumstances remain the same, respondents agree they intend to return to the Algarve again (mean=4.2). The study outcomes show differences statistically significant ($p<0.05$) concerning issuing markets. The Irish (mean=4.5) and the English (mean=4.4) tourists, as well as repeat visitors (mean=4.2) tend to be more loyal.

This is an expected outcome since these were the issuing markets more satisfied than the others. Differently, Portuguese (mean=3.7) are the least loyal tourists to the Algarve destination.

Global Mean = 4.3

Figure 39: Tourists' loyalty



SCALE: 1 - Strongly disagree; 5 - Strongly Agree

1.13. SOCIAL MEDIA

Regarding the respondents' willingness to share their experiences on social media, on average, respondents stated that they intend to share information on social media about their experiences at the Algarve destination (64.8%), using mainly Instagram (44.1%), Facebook (29.8%), and WhatsApp (26.5%). Although less represented, tourists also resort to other social media platforms, such as Snapchat (10.8%), Twitter (2.9%), Personal Blog (2.6%), TripAdvisor (1.6%), non-specified Websites (1.0%), Pinterest (0.8%), or others (0.3%) such as TikTok, and Polarsteps. They acknowledge the specifications of each one of the online platforms (e.g., Instagram for photos and small videos only, WhatsApp for exchanging messages, pictures and videos, Pinterest for gifs and photos, YouTube for videos, or TripAdvisor to share opinions and reviews).

Figure 40: Will share their experiences on social media?

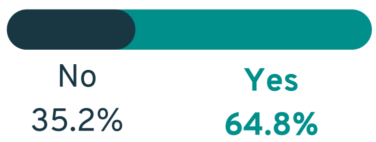
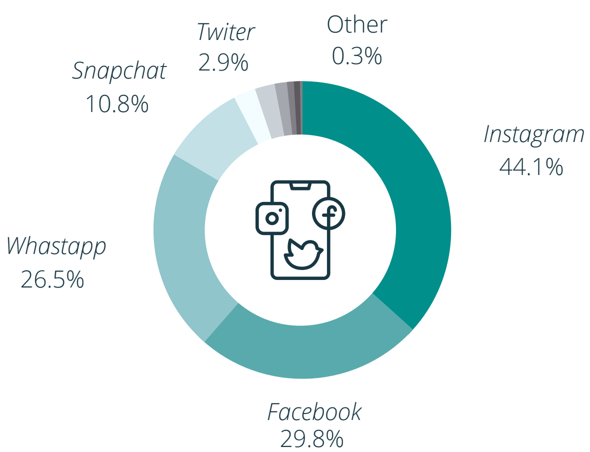


Figure 41: Social Media platforms*



*Multiple-choice question

1.14. TOURISTS' PROPENSITY TO NOVELTY

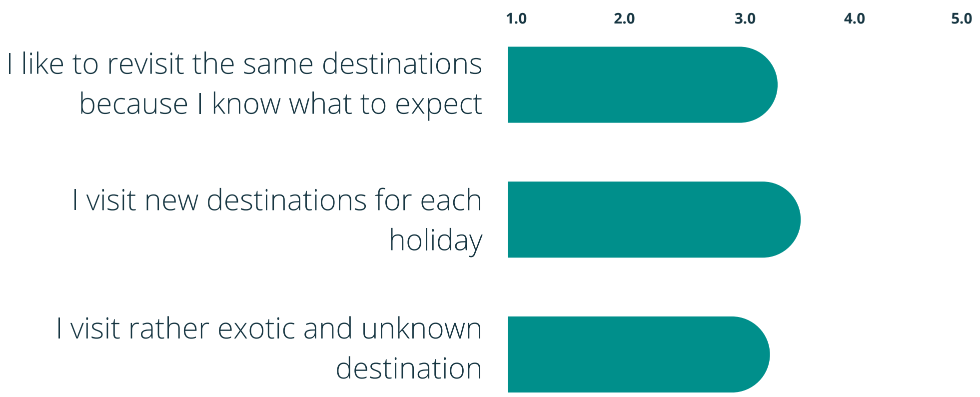
Finally, concerning tourists' propensity to novel destinations (Karl, Muskat, & Ritchie, 2020), on average, survey respondents admit considering looking for a new destination on future travels (global mean=3.5). They assume to visit new destinations in each holiday (mean=3.8), even though they also like to revisit the same destinations as they already know what to expect (mean=3.5).

Concerning their propensity to novelty, results reveal differences statistically significant ($p<0.05$) by issuing market.

The Portuguese (mean=3.7), Spanish (mean=3.6), French (mean=3.6), and tourists from other nationalities (mean=3.5), especially young adults (mean=3.7), adults (mean=3.5) and those with less than a high school diploma (mean=3.7) take novelty more into consideration when looking for new destinations. However, German tourists (mean=3.4) are those who tend to remain more conservative towards their travel choices, as they tend to be more reserved when considering experiencing novel destinations.

Global Mean = 3.5

Figure 42: Tourists' propensity to novelty



SCALE: 1 - Strongly disagree; 5 - Strongly Agree

1.15. PANDEMIC (COVID-19) ANXIETY TRAVEL

This study takes into consideration Zenker, Braun and Gyimóthy (2021) Pandemic (COVID-19) anxiety travel scale (PATS) to comprehend if COVID-19 is a source of anxiety when tourists are visiting the Algarve.

During the reopening season after the successive lockdowns motivated by COVID-19, tourists visiting the destination do not demonstrate to be anxious about the pandemic context (global mean=2.7). For example, tourists feel safe at the Algarve even though of the pandemic reality (mean=2.1), they are not afraid to risk their lives when travelling to the Algarve (mean=2.2), do not become anxious nor nervous about travelling to the Algarve region when watching the news about COVID-19 (mean=2.4).

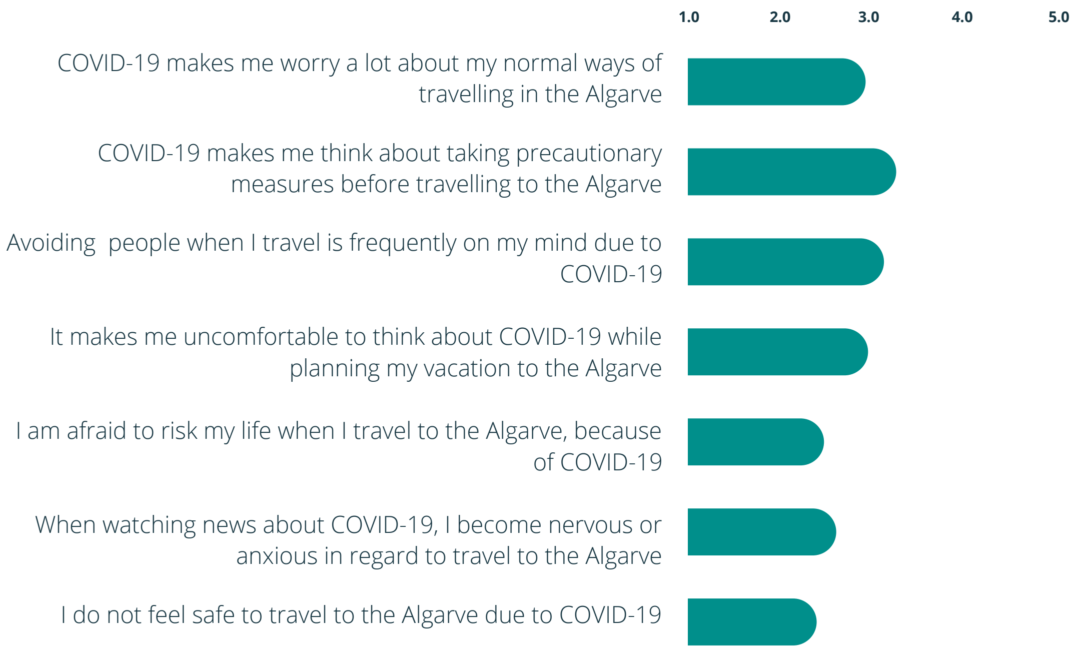
Regarding the Pandemic (COVID-19) anxiety travel analysis, results reveal differences statistically significant ($p < 0.05$) concerning issuing markets.

The Portuguese (mean=2.9), Spanish (mean=2.9), French (mean=2.8), Irish (mean=2.8), English (mean=2.7), German (mean=2.7), and Irish (mean=2.7), and other nationalities (2.6) are those less anxious with COVID-19 influencing their preparation behaviours before and during the travelling to the region of Algarve. Dutch tourists (mean=2.5) are the segment group more anxious about it.

Another interesting view on the statistically significant differences among the issuing market groups ($p<0.05$) is that, before travelling, the French (mean=3.6) and Irish (mean=3.6) survey respondents were the ones who COVID-19 led to think more about precautionary measures. The Portuguese tourists are those who consider more avoiding people when travelling as they frequently think about COVID-19 (mean=3.6). And the English tourists (mean=2.0) were those who feel safer at the destination even though of the pandemic context.

Global Mean = 2.7

Figure 43: Pandemic (COVID-19) anxiety travel



SCALE: 1 - Strongly disagree; 5 - Strongly Agree

STUDY 2

INTERVIEW WITH TOURISTS

EXPERIENCE

2.1. Sample profile

The respondents that visited the Algarve region are from Portugal (33.3%), the United Kingdom (22.2%), Germany (7.4%), the Netherlands (7.4%), Spain (7.4%), Ireland (3.7%), France (3.7%), and Other countries (14.8%). Other countries are Lithuania (7.4%), Austria (3.7%), and Luxembourg (3.7%). The sample profile is in line with the issuing markets visiting the Algarve region, registered in 2019 (INE, 2022).

There is a predominance of female respondents (55.6%). These results are aligned with data from INE (2022). Interviewees are equally distributed between 18-24 years old and 25-64 years old (48.1%). A small part of respondents have 65 years old or more (3.8%). On average, interviewees have 31.3 years old (min. 18 years old; max. 76 years old; std. deviation: 14.8).

Most interviewees are single (77.8%) or married (22.2%). Most interviewees have a higher degree or university education (55.6%). According to the Portuguese education system, the others have completed high school (29.6%) or the 3rd Cycle (14.8%).

Most respondents are employed (48.2%) or a student (40.7%). The remaining participants have their own companies (self-employed) (7.4%) or are retired (3.7%).

Figure 44: Country of residence of interviewees

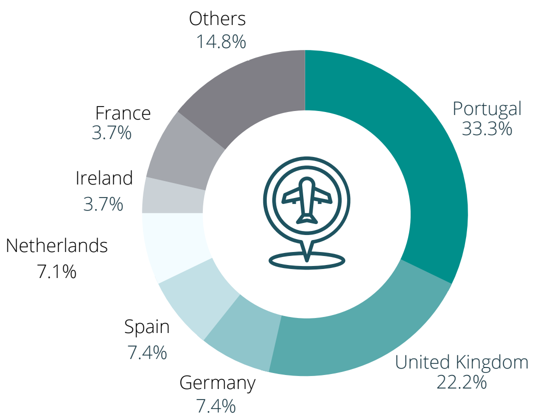


Figure 45: Gender of interviewees

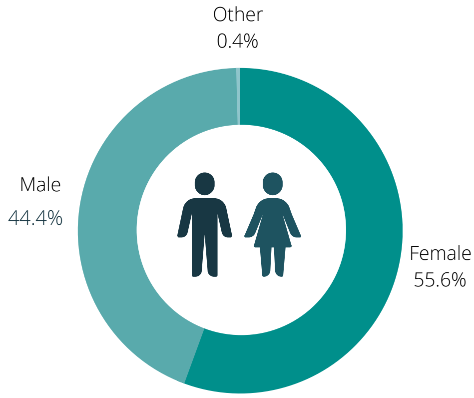
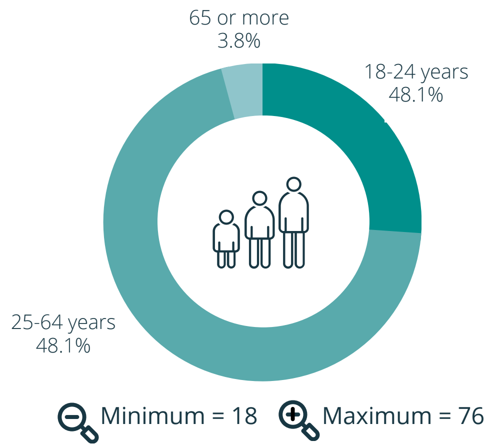


Figure 46: Age group of interviewees



2.1. Sample profile

Figure 47: Marital status of interviewees

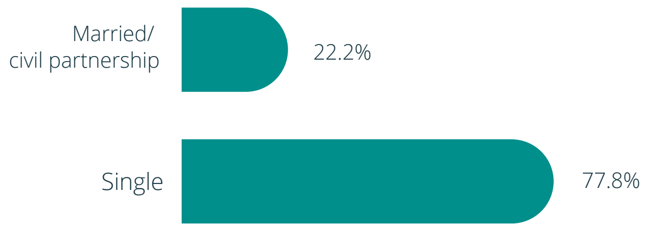


Figure 48: Level of education of interviewees

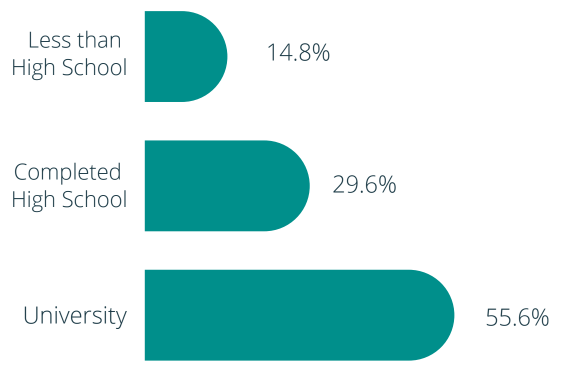
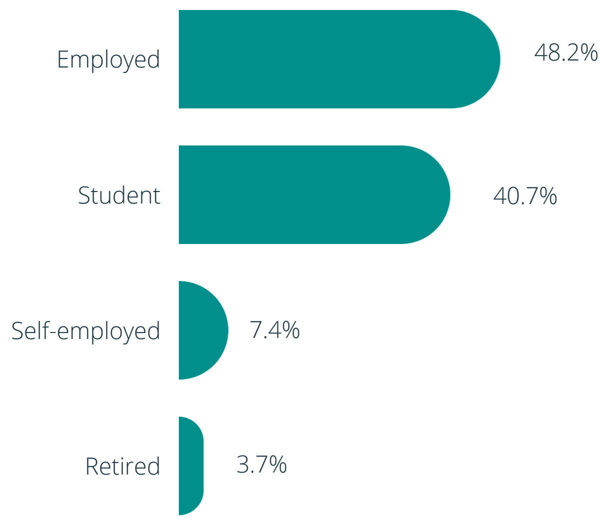


Figure 49: Occupation of interviewees



2.2. Visit characterization

Most interviewees are repeated visitors to the Algarve region (81.5%) and visited the region between 1-5 times in the last five years (55.6%).

Interviewees stay mainly in the Algarve during high season for 1-7 days (59.3%) or more than 15 days (33.3%). A small part of the sample stays in the region between 8 and 14 days (7.4%). On average, interviewees stay in the Algarve for 15 days (min: 2 days; max: 60 days; std. deviation: 16.5 days).

The preferred locations for staying overnight are: Albufeira (51.5%), Silves (21.2%), Loulé (6.1%), Lagos (6.1%), and Faro (6.1%), Sagres (3.0%), Portimão (3.0%), and Alcoutim (3.0%).

Most respondents are accompanied by their family and friends (88.9%). A small part of the sample travels alone (11.1%).

Interviewees stay mainly in family and friends' houses (46.2%) and hotels (19.2%). A small part of the sample stays in apartments (11.5%), owns a holiday house (11.5%), rents a holiday house (7.7%), or spends the night at a resort (3.8%).

Regarding the main reasons that led the interviewees to visit the Algarve, most respondents visited the region to enjoy a sun and beach vacation (34.7%), socialize (26.5%), to escape from their normal lives and their routines (14.3%), due to perceiving the Algarve as a trustworthy destination (10.2%), for its gastronomy (8.2%), or for being familiar with the destination (6.1%).

Figure 50: First-time vs Repeat visitors

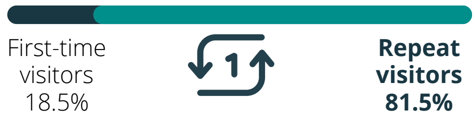


Figure 51: Trip Duration *Days

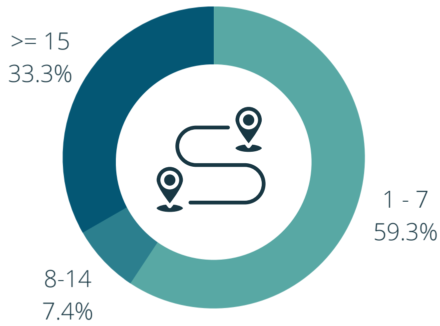


Figure 52: City of Accommodation*

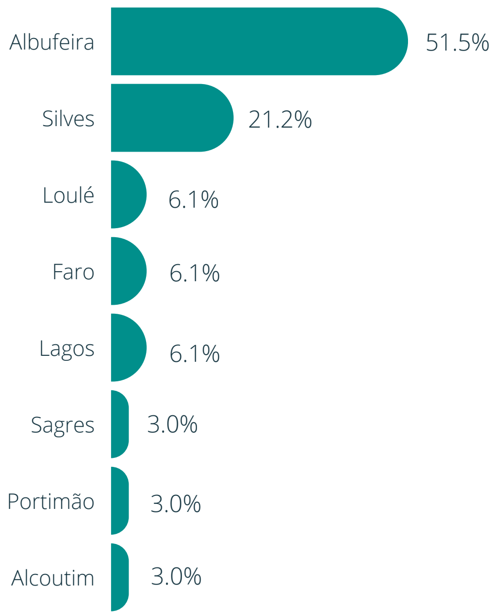


Figure 53: Travel Party*

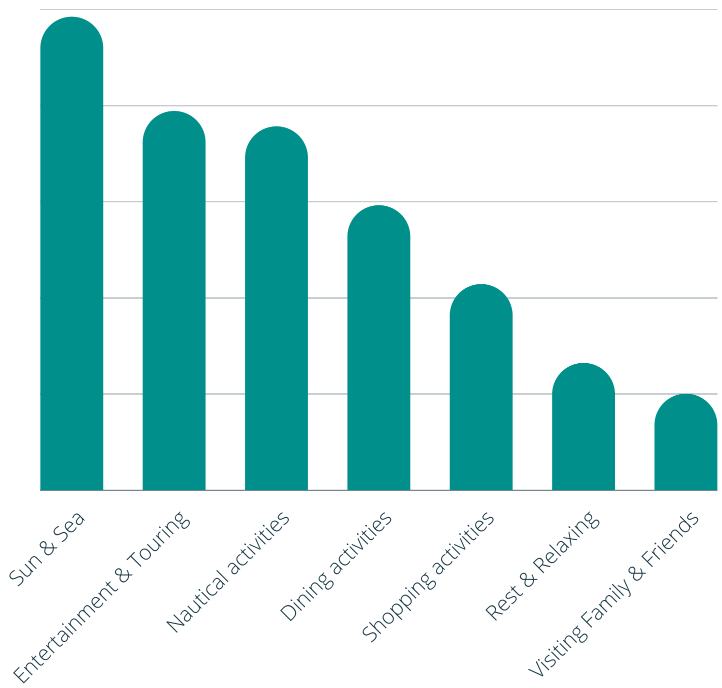
*Multiple-choice question

2.3. ACTIVITIES TOURISTS WERE ENGAGED IN

Interviewees were also questioned regarding their activities performed during their experience at the Algarve. The participants engaged mainly in Sun and Sea Activities (24.6%). These results have also been observed in other studies (Mehmetoglu, 2007). Secondly, visitors preferred entertainment and touring activities (19.7%). According to RTA, touring refers mainly to Cultural Touring, in which is highlighted cultural visits, such as to museums, galleries, appreciating architecture, visiting historic places, touring cities and nearby cultural surroundings.

These results are also consistent with other studies (Vu, Li and Law, 2020; RTA, 2022). Respondents still mentioned nautic activities (18.9%), such as swimming, water sports, playing in the pool, kayaking, boating, water-skiing or others. These results were also verified in some studies (London et al., 1977; Mehmetoglu, 2007; RTA, 2022). The participants were also engaged in Dining activities (14.8%), highlighting the food and wine or going out to dinner.

Figure 54: Activities engaged in at the Algarve during high season*



2.4. CHARACTERIZING THE TOURISM EXPERIENCE

2.4.1. Experience triggers

Through interviewees' discourse, several aspects of the destination that triggered their experiences were identified. The community hospitality (23%) is highlighted because visitors perceive people as welcoming, freer, friendly, kind, friendly, polite, affable or patient. Another aspect stressed by respondents is perceived quality (19.5%), which is related to value of money and tourist infrastructure. Some interviewees consider the Algarve as a cheap destination, with a good price-quality relationship, while others perceive it as an expensive destination by focusing on food and tickets to enter waterparks. Still regarding the perceived quality, the tourist infrastructures were highlighted, interviewees mention the level of accessibility on trains, busses, or even by adverting on the poor roads. Culture, Heritage and Gastronomy (18.6%) is mentioned by the interviewees in regards to the typical gastronomy of South Portugal and restaurants, seafood, food quality, as well as cultural and heritage triggers. The latter relates to Pirate Festival in Armação de Pêra, or the Med Festival in Loulé, the calm and slow cultural environment. Nature and the landscape (16.8%) is also highlighted by the interviewees concerning untouched nature, warm and clear waters, natural or non-natural landscapes, good climate, beach sand dunes, cliffs, and Costa Vicentina. The diversity of beaches and landscapes to visit in the Algarve region is reported. The interviewees also significantly mentioned safe and secure (15.9%). For example, it is perceived that the Algarve has safe roads, and the centres are also safe (these aspects are identified as especially important for women).

Figure 55: Experience triggers, during high season

Community Hospitality	**23.0%**
Perceived Quality	**19.5%**
Value for Money	59.1%
Low Value	69.2%
Expensive	30.8%
Tourist Infrastructure	40.9%
Culture, Heritage and Gastronomy	**18.6%**
Nature and Landscape	**16.8%**
Safety and Security	**15.9%**
Atmosphere	**3.5%**
Products and Services	**2.7%**

2.4.2. Experience dimensions

Regarding the experience dimensions, most interviewees engage in aesthetic experiences (63.5%). This is achieved through the observation of the environment. The respondents mention mostly friendly socialization, the sea, harmony, and nature. Less represented are the landscapes, such as coastline features, good weather with a focus on the sun, unique caves by the sea, and fauna diversity. Despite these positive insights, an interviewee mentioned the fact that some places can be a little bit chaotic (2.2%) due to the intense tourists' affluence.

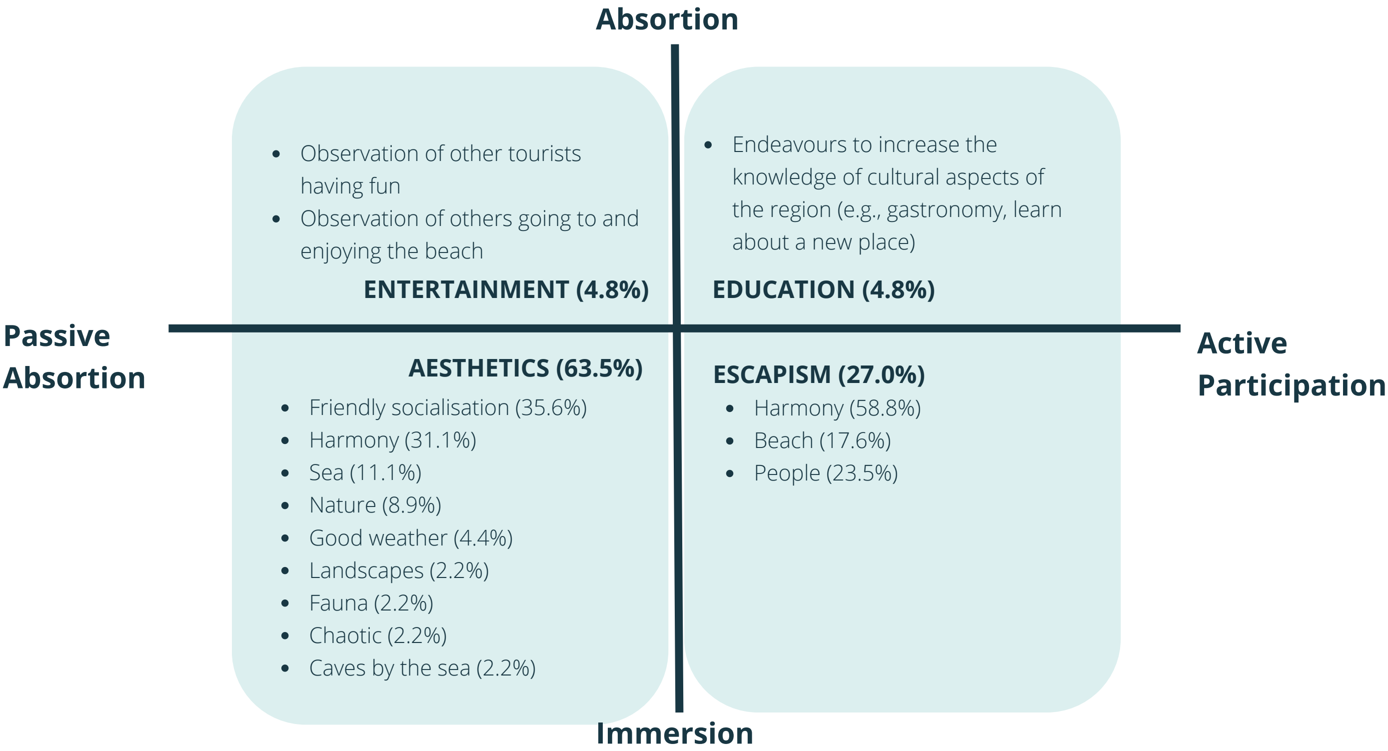
Aesthetic experiences seem to be achieved mostly through the observation of the environment and its sensory stimuli.

In regard to the escapism experience dimension, the tourist is required to a deeper immersion and participation than the other experience dimensions (Pine and Gilmore, 1999). In the Algarve, interviewees engage in escapism experiences (27.0%), by experiencing a harmonious environment. Visitors report the importance of relaxing holidays, where they can recharge their batteries and disconnect from reality and the stress, for example. Other aspects that contribute to escapism experiences are the possibility to enjoy unique beaches in family, as well as People, with interviewees referring the socialising with family and friends, and also the very relaxed way of life of the locals.

The interviewees also engage in education experiences (4.8%). They look to increase their knowledge of the region in terms of culture by endeavouring to learn about the Algarve's region gastronomy or to tour and sightsee unknown places.

During high season, respondents also engage in entertainment experiences (4.8%), in which tourists passively observe other tourists or individuals in their surroundings while having fun.

Figure 56: Experience dimensions, during high season



2.4.3. Experience memories

Regarding memorable experiences, most interviewees' memories are aesthetic ones (58.5%). These are related to natural resources, including the beach, landscapes (e.g., golden hour time, unique coastline, and beautiful sunset), the climate, the sea, and the Benagil caves. Sensory stimuli are also part of the memories regarding the tourist experiences at the level of vision (sunset colours), smells of the Algarve and the sea. Respondents also mentioned memories related to socialisation, referring to people as fantastic, more relaxed, more positive and welcoming. Less representatively, the interviewees mentioned memories of good atmosphere and the harmony of the Algarve.

The interviewees also shared memories, which are escapism oriented (22.0%), i.e., activities that escape from the routine, such as going to the beach at night with friends.

For a less representative part of the sample, their most memorable experiences when visiting the Algarve are related to education (11.0%), specifically, gastronomic experiences (e.g., chicken piri-piri and beer, and visiting different restaurants), and outdoor activities (e.g., riding a horse along the beach or in a cliff).

Finally, memorable entertainment experiences (8.5%) were also mentioned, such as listening to music, watching others jump from a cliff, or spending the night sleeping on top of a cliff.

Figure 57: Experience memories, during high season

Aesthetics	**58.5%**
Natural Resources	54.2%
Beach	26.9%
Landscapes	26.9%
Climate	19.2%
Sea	15.4%
Benagil Caves	11.5%
Sensory	18.8%
Vision	70.0%
Smell	30.0%
Socialization	14.6%
Good Atmosphere	6.3%
Harmony	6.3%
Escapism	**22.0%**
Education	**11.0%**
Gastronomy	66.7%
Outdoors Activities	33.3%
Entertainment	**8.5%**

2.5. THE EXPERIENTIAL IMAGE OF THE ALGARVE

2.5.1. The Functional or cognitive experiential image

Regarding the functional attributes of the Algarve, participants mostly associate the destination with beach and sea (31.0%), climate (27.4%) (e.g., good weather, sun, and heat), and intangible cultural heritage (14.3%). The latter is focused on gastronomy and fairs (e.g., vintage cars, the Medieval fair of Silves, and Pirates' fair in Armação de Pêra).

Although less represented, aspects that are also emphasized are the destination's landscape (9.5%), tangible cultural heritage (7.1%), such as the traditional architecture in the Algarve), tourist activities (6.0%), such as sports, and also the tourism infrastructures (4.8%), in particular, the restaurants.

Figure 59: The functional or cognitive experiential image attributes of the Algarve word cloud, during high season

Figure 58: The functional or cognitive experiential image attributes of the Algarve, during high season

Beach and Sea	**31.0%**
Climate	**27.4%**
Good Weather	43.5%
Sun	34.8%
Heat and Hot	21.7%
Intangible Heritage	14.3%
Gastronomy	75.0%
Seafood	66.7%
Good Food	33.3%
Fair	25.0%
Landscape	**9.5%**
Tangible Heritage	**7.1%**
Traditional Architecture	100.0%
Tourist Activities	**6,0%**
Sporting Activities	100.0%
Tourism Infrastructure	**4.8%**
Restaurants	100.0%

2.5.2. Unique destination

Concerning what makes the Algarve a unique destination, interviewees mainly refer to tangible cultural heritage (36.5%) focused on cultural heritage cities, the attractions such as the historical castle of Silves and the traditional architecture of the region (e.g., traditional chimneys, the white buildings and houses, and the Portuguese Cobblestone). The beaches also stand out (22.2%). In particular, the most mentioned are the Costa Vicentina, Luz beach, São Rafael beach, the Albufeira beaches, and the Faro islands.

The interviewees also mentioned the natural attractions (11.9%) (e.g., Ponta da Piedade in Lagos, Fóia in Monchique, Algar Seco in Carvoeiro, as well as the Benagil Caves); Tourism infrastructures (8.7%) (e.g., restaurants, the Marinas in Albufeira or Vilamoura, and accommodation facilities).

Other unique characteristics of the Algarve less reported are, for example, Fauna and flora (6.3%), Landscape (5.6%) (e.g., sunset colours, rocky formations along the coast and beautiful scenarios), and Tourist Activities (4.0%) related to sporting activities (e.g., coastal walks, kayaking, boat rides).

Figure 60: Unique attributes of the Algarve, during high season

Tangible Cultural Heritage	**36.5%**
Cultural and Heritage Cities	63.0%
Albufeira	27.6%
Lagos	24.1%
Sagres	17.2%
Faro	10.3%
Vilamoura	10.3%
Silves	10.3%
Attractions	41.3%
Traditional Architecture	15.2%
Beach	**22.2%**
Beach	32.1%
Vincentina Coast	21.4%
Luz Beach (Praia da Luz)	14.3%
São Rafael Beach	10.7%
Albufeira Beach	10.7%
Faro Islands	10.7%
Natural Attractions	**11.9%**
Tourism Infrastructure	**8.7%**
Restaurants	36.4%
Marinas	36.4%
Accommodation Facilities	27.3%
Fauna and Flora	**6.3%**
Landscape	**5.6%**
Tourist Activities	**4.0%**
Sporting Activities	100.0%
Entertainment	**2.4%**
Waterparks	100.0%
Intangible Cultural Heritage	**4.8%**
Gastronomy	100,0%

2.5.3. Atmosphere or affective experiential image

The respondents characterize the Algarve's atmosphere/mood mainly as being a harmonious environment (36.7%) or a happy, friendly atmosphere (15.6%). Also, the respondents perceive it to be a lively place (12.5%). Interviewees highlight the local's way of life (9.4%), mentioning that residents have a relaxed way of living and a very Mediterranean lifestyle. It was less mentioned that the Algarve is too touristic (7.8%) and stressful (4.7%). Algarve is also reported as a place with a good mood (5.5%) and good flow (5.5%), where people enjoy themselves in a leisure, cosy, and cool way (2.3%).

Figure 61: Atmosphere or affective experiential image of the Algarve, during high season

Harmony	**36.7%**
Happy Friendly Atmosphere	**15.6%**
Lively	**12.5%**
Way of Life (WOL)	**9.4%**
Touristy	**7.8%**
Good Mood	**5.5%**
Flow	**5.5%**
Stressful	**4.7%**
Cozy and Cool	**2.3%**

Figure 62: Atmosphere or affective experiential image of the Algarve word cloud, during high season

2.6. ALGARVE'S REPUTATION

Regarding the reputation of the Algarve, most respondents consider the Algarve to have a positive reputation (80.6%). For some participants, the destination is a better place than others, such as Ibiza, Mykonos or Magaluf. It is a beautiful destination with a lot of natural attractions, such as the Benagil caves and beautiful beaches. Also, it harmonious and balanced locations. Interviewees stress they can relax and enjoy the good weather.

A less representative number of respondents consider the reputation of the Algarve negative (19.4%), highlighting the bohemian nightlife and the presence of armed police that makes them uncomfortable.

Figure 63: Algarve's Reputation, during high season

Positive Reputation	**80.6%**
Better place (than others)	32.0%
Beautiful	32.0%
Harmony	20.0%
Good weather	16.0%
Negative Reputation	**19.4%**
Bohemian lifestyle	100%

2.7. ALGARVE'S TRUST

Most interviewees find the Algarve a trustworthy destination (71.9%). Aspects related to Reliable Destination, hospitality and customer Care are also reported since respondents feel respected and well-treated. The varied offer concerns things to do in all sorts of situations and for all ages.

Some other interviewees find the Algarve an untrustworthy destination (28.1%), highlighting that it is too touristy and crowded , and with poor service quality.

Figure 64: Algarve's trust, during high season

Trustworthy	**71.9%**
Reliable Destination	29.3%
Hospitality and Customer Care	26.8%
Varied Offer	14.6%
Development and improvement	12.2%
Good Food	9.8%
Value for Money	7.3%
Untrustworthy	**28.1%**
Touristy and Crowded	81.3%
Service Quality	18.8%

2.8. TOURISTS' SATISFACTION

Regarding satisfaction moments, interviewees identified mainly cognitive attributes (85.0%). These relate to socialisation with friends and family, engaging in touristic activities, such as recreation and leisure (e.g., spending the whole day at the beach, going to see the dolphins), sporting activities (e.g., going for runs in the morning), and moments at the beach.

Some interviewees also mentioned affective attributes (15.0%). It was highlighted that the Algarve is a harmonious place where you can relax and recharge your batteries and enjoy.
Regarding non-satisfactory moments/experiences, most interviewees refer to cognitive attributes (67.7%). Respondents highlight socialization moments when individuals are not friendly; poor products and services such as rotten food or restaurant customer service, the cultural conflict, and the fact that few activities and events prevent tourists from experiencing the destination of the Algarve better. Some respondents stress aspects related to infrastructure, highlighting the region's poor transport and the value of the money, as some consider the Algarve an expensive destination, especially in areas such as Vilamoura.

Interviewees also mention affective attributes (32,33), that have been the source of non - satisfactory experiences, pointing out aspects such as safety and security. For example, the non-use of masks, the fact that the high season is very touristy and with great confusion.

Figure 65: Algarve's most and least satisfaction aspects from their touristic experiences at the Algarve, during high season

POSITIVE SATISFACTION	**65.9%**
Cognitive Attributes	85.0%
Socialisation	29.4%
Tourist Activities	23.5%
Recreation and Leisure	50.0%
Sporting Activities	50.0%
Beach	17.6%
Gastronomy	7.8%
Local Food	100.0%
Landscape	7.8%
Sunset	100.0%
Sea	7.8%
Warm and good Weather	5.9%
Affective Attributes	15.0%
Harmony	66.7%
Enjoying	33.3%
Negative Satisfaction	**34.1%**
Cognitive Attributes	67.7%
Socialisation	23.8%
Products and Services	19.0%
Culture Conflict	14.3%
Few advertisement for new activities	14.3%
Infraestructures	14.3%
Poor Transportation	100.0%
Value of Money	14.3%
Affective attributes	32.3%
Safety and Security	50.0%
Touristy	50.0%

2.9. WILLINGNESS TO RECOMMEND

Regarding the willingness to recommend the Algarve, most respondents are willing to recommend the destination (51.9%), as they have experienced a positive stay. Other respondents are willing to discuss only positive things about the destination (29.6%) and encourage others to visit the destination (18.5%).

Figure 66: Tourists' willingness to recommend the Algarve as a vacation destination, during high season

Recommend visiting the destination	51,9%
Will discuss positive things about the destination	29,6%
Encouraging visiting the destination	18,5%

STUDY 3

USER-GENERATED CONTENT ON SOCIAL MEDIA

In total, 2064 posts were collected from Facebook and Instagram. Our findings demonstrated that most respondents preferred to use Facebook (1144) instead of Instagram (920) to share their holiday experiences and to express their emotions and feelings. On Instagram, tourists' reactions and engagement were more frequent, every post (on average) had approximately 33 comments and 1569 likes. Sentiment analysis was also made, and once again, the general score regarding the experience at the Algarve was positive, both on Facebook (3.93) and Instagram (3.87).

Thus, Instagram should be used by the stakeholders as a privileged online channel to promote the destination image of the Algarve as a tourism destination. However, comments on Facebook should not be neglected since they provide valuable insights to understand better the tourists' experience and their perceived destination image (Table 1).

Table 2: Social Media comments, engagement, and sentiments in the high season

Social Media	**Facebook**		**Instagram**		**Global**	
Visit Algarve	Average	Total	Average	Total	Average	Total
Number of Likes	211.53	241,993	1,569.75	1,444,173	816.94	1,686,166
Number of Comments	22.2	25,427	32.61	30,003	26.86	55,430
Number of Posts	N/A	1,144	N/A	920	N/A	2,064
Engagement	0.23%	N/A	2.39%	N/A	1.19%	N/A
Positive sentiment component	0.18	N/A	0.14	N/A	0.17	N/A
Negative sentiment component	0.01	N/A	0.01	N/A	0.01	N/A
Neutral sentiment component	0.80	N/A	0.84	N/A	0.82	N/A
Sentiment normalised (-1 a +1)	0.57	N/A	0.52	N/A	0.55	N/A
Sentiment Normalized	3.93	N/A	3.79	N/A	3.87	N/A

*Normalised to a scale of 0 to 5 values

The analysis of Sentiment versus Engagement presents interesting results (table 2 and Figure 1). The sentiment analysis shows that tourism infrastructures (0.80) caused the highest average of sentiments among the tourists that used social media.

This result is relevant, because it is related to the affective component, meaning that Algarve tourism infrastructure caused and arouse overall positive sentiments.

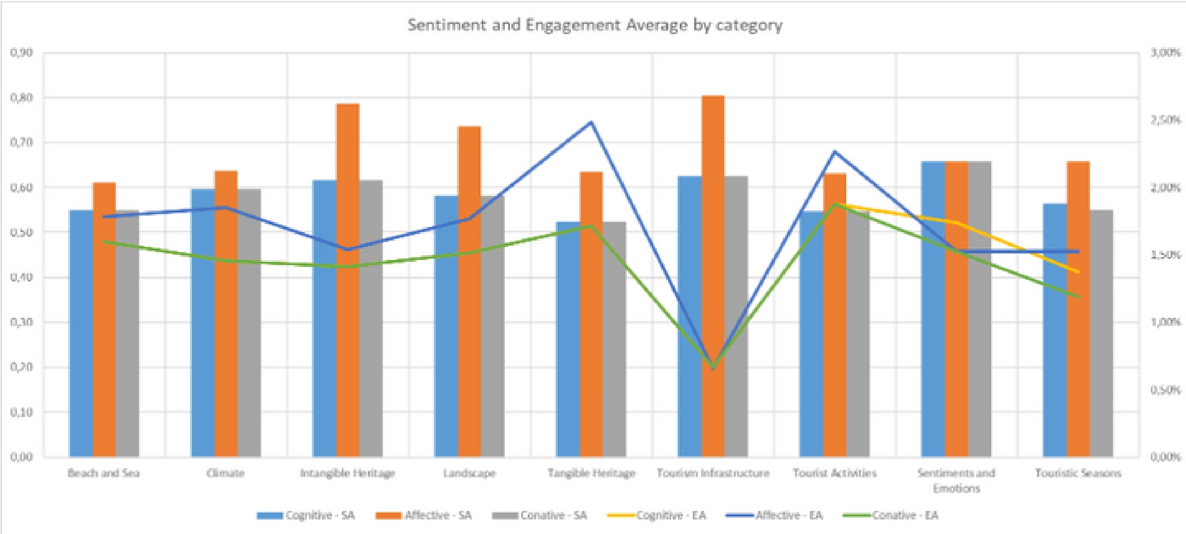
Table 3: Sentiment versus engagement analysis - Average

HIgh season	Sentiment average			Engagement average		
Category	Cognitive - SA	Affective - SA	Conative - SA	Cognitive - EA	Affective - EA	Conative - EA
Beach and Sea	0,55	0,61	0,55	1,60%	1,78%	1,60%
Climate	0,60	0,64	0,60	1,46%	1,85%	1,46%
Intangible Heritage	0,62	0,79	0,62	1,41%	1,54%	1,41%
Landscape	0,58	0,74	0,58	1,52%	1,77%	1,52%
Tangible Heritage	0,52	0,63	0,52	1,71%	2,48%	1,71%
Tourism Infrastructure	0,62	0,80	0,62	0,67%	0,66%	0,67%
Tourist Activities	0,55	0,63	0,55	1,88%	2,26%	1,88%
Sentiments and Emotions	0,66	0,66	0,66	1,74%	1,52%	1,52%
Touristic Seasons	0,56	0,66	0,55	1,38%	1,52%	1,19%

It was also found that tourists enjoyed talking and expressing their sentiments and emotions regarding the destination experience, in terms of its cognitive (0.66) and conative (0.66) dimensions.

Regarding the engagement rate, it was also found to be higher regarding the tangible heritage (affective component) and tourist activities (1,88% for cognitive and affective component).

Figure 67: Sentiment and engagement by category and average - High season



Low Season Results

October 2021 to June 2022

EXPERIENCE

STUDY 1

SURVEY WITH TOURISTS

EXPERIENCE

4.1 SAMPLE PROFILE

The survey respondents that visited the Algarve region were, mainly, from Portugal (27.8%), followed by visitors from the United Kingdom (24.8%), Spain (9.1%), Germany (8.3%), France (6.3%), Netherlands (5.8%), Ireland (5.5%), and also from Other countries (12.4%). Concerning the other countries, they came mainly from Switzerland (3.0%), Belgium (1.6%), Norway, Sweden and United States of America (USA) (0.8%, each), Austria, Canada and Finland (0.6%, each), Brazil and Czech Republic (0.5%, each), Denmark and Poland (0.4%), Australia, Chile, Italy and Hungary (0.3%, each), and Andorra, Greece, Latvia, Liechtenstein, Luxembourg, Niger and Romania (0.1%, each).

Regarding gender, there is a predominance of respondents of the female gender (53.4%). This result is also aligned with data from INE (2022). Most survey respondents are aged between 25 and 64 years old (74.2%). Young respondents, aged between 18 and 24 years old, and senior with 65 years old or more are less represented (with 15.2% and 10.6%, respectively). On average, survey respondents have 42.0 years of age (min. 18 years old; max. 83 years old; std. Deviation: 15.98).

Most respondents are married or live in a non-marital partnership (54.9%), although a large part of the sample is single (39.4%). 6.7% of respondents answering to this study have completed the 3rd Basic School cycle, corresponding to the 9th grade of schooling, whilst 26.0% completed high school, and 67.3% hold a university degree, according to the Portuguese education system.

They are mostly active professionals under dependent employment (62.8%), while some are self-employed (11.8%), or domestic workers (0.8%). The remaining respondents are students (13.2%), or unemployed (1.8%).

Figure 68: Country of Residence

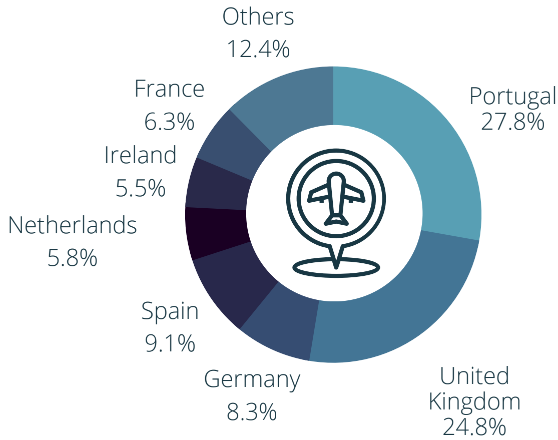


Figure 69: Gender

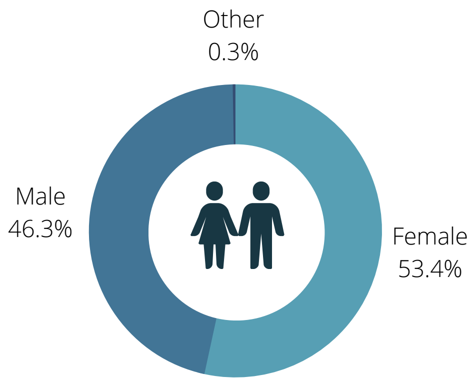
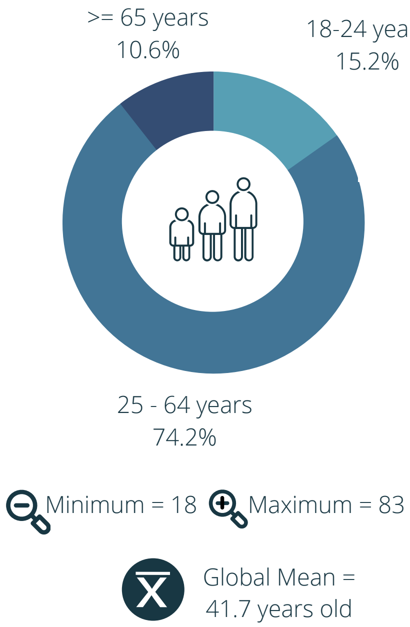


Figure 70: Age Group



4.1 SAMPLE PROFILE

Figure 71: Marital Status

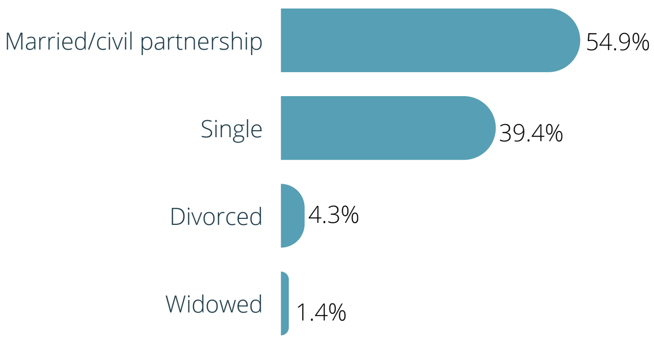


Figure 72: Level of Education

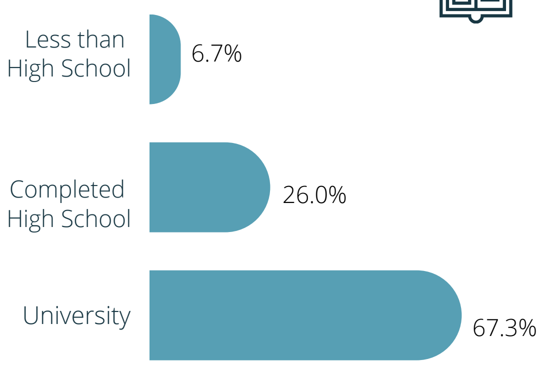
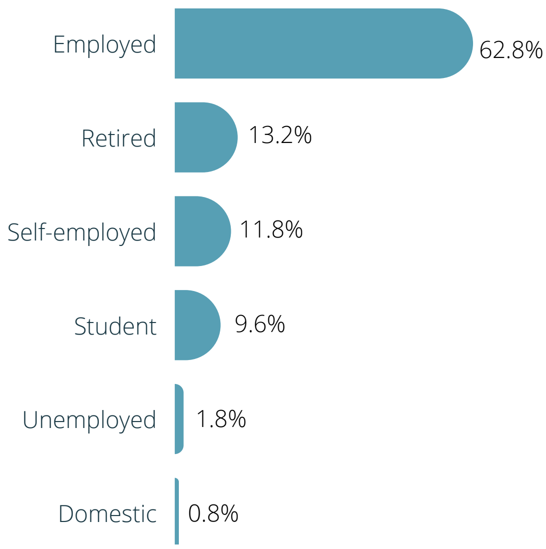


Figure 73: Occupation



4.2. VISIT CHARACTERIZATION

Most respondents are repeat visitors to the Algarve (66.1%), from which many have visited the region, at least, once or twice (27.9%), or 3-4 times (23.2%) in the previous five years. The remaining respondents visited the Algarve 5-6 times (14.6%), seven times or more (30.8%), or even haven't been in the region in the last five years (3.6%). On average, the Algarve region was visited in the last five years 7.4 times (std. Deviation: 14.7 times). In addition, a considerate part of the sample represents first-time visitors' (33.9%), tourists who have never been in the Algarve before, until this trip.

Survey respondents stayed in the Algarve, during low season, for a period of 1-7 days (66.7%) or 8-14 days (27.2%). A small part of the sample stayed between 15-21 days (3.5%), or 22-28 days (0.8%). Very few stayed more than a month (1.8%). On average, respondents stayed during low season at the Algarve for a period of 7.3 days (min: 1 day; max: 31 days; std. Deviation: 4.8 days).

The main places of stay, at the Algarve, were Albufeira (20.1%), Faro (15.5%), Lagos (9.2%), Portimão (8.4%), Loulé (8.3%), Silves (7.8%), Lagoa (6.7%), Olhão (5.2%), Tavira (5.2%), Vilamoura (5.2%), Vila do Bispo (2.5%), Vila Real de Santo António (2.0%), Sagres (1.7%), Aljezur (1.1%), São Brás de Alportel (0.6%), Monchique (0.3%), and Castro Marim (0.2%).

Most respondents visited the region accompanied by their partners (40%), family members (33.3%) or friends (18.9%). However, a small part of the tourists visited the region alone (13.3%), while others visited with work colleagues (2.4%) or in organized/package groups (1.6%).

Figure 74: First-time vs Repeat visitors

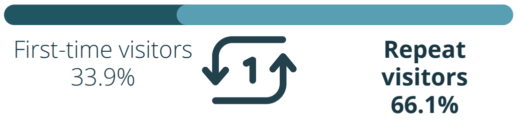


Figure 75: Past Trips
Times

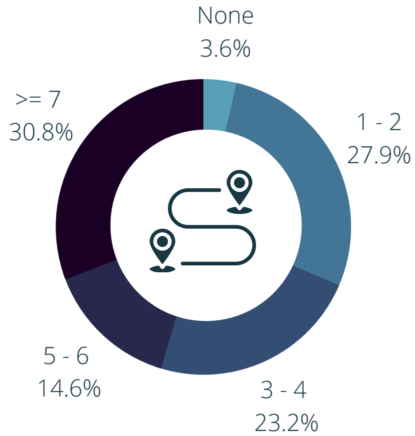


Figure 76: Trip Duration
Days

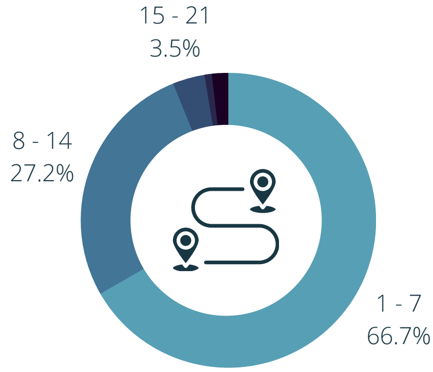
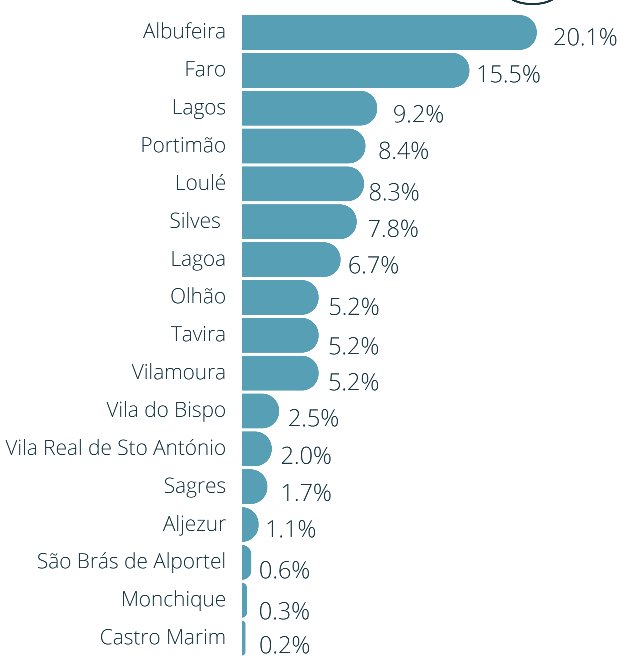


Figure 77: City of Accommodation*



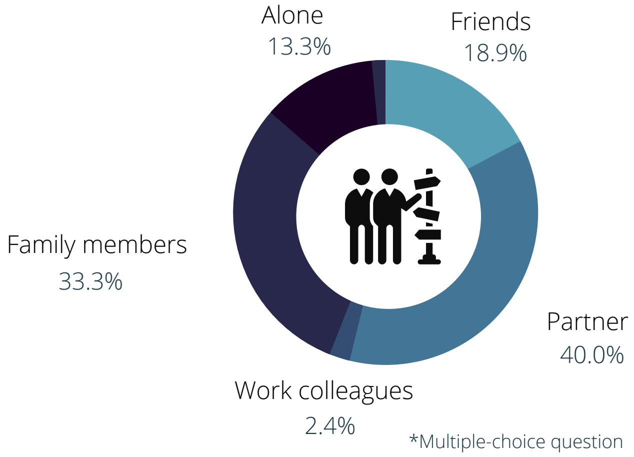
*Multiple-choice question

The selected accommodation of respondents for their stay at the Algarve were Luxury Hotels or resorts (4 or 5 stars) (26.9%), private holiday homes (17.8%), with family and friends housing (13.6%), apartment hotels (10.6%), budget hotels or resorts (1, 2 or 3 stars) (8.4%), hostels (3.6%), camping/ caravanning (1%). Tourists also decided to stay in other tourist accommodations such as boat facilities (0.4%), company apartments or farm accommodations (0.1% each, respectively).

Before their trip to the Algarve, respondents collected information mainly from family, friends, or other people (69.3%). Tourists also made their holiday choice after surfing the Internet and social media (46.1%) or based on past experiences (44.8%). A small portion of the sample chose to visit the Algarve after being exposed to advertisement (12.1%), collecting information via golf media news (6.1%), interacting with travel agents/Tour operators (10.3%), reading books and magazines (6.4%), or other sources (0.4%), such as get in contact with the MotoGP's information (0.3%), or even work related information (0.1%).

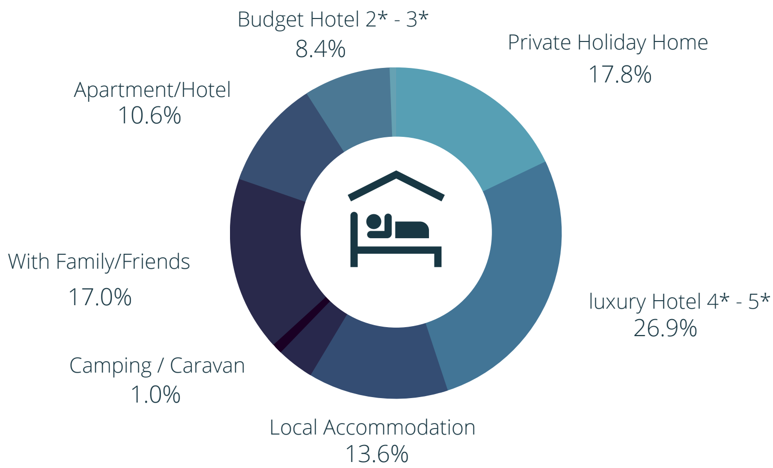
Thus, the majority of the respondents used the online channel to book their accommodation (87.2%). Among these they used international intermediary websites such as Booking.com (23.6%), Airbnb (10.3%), Expedia (1.6%), and HomeAway (0.5%); the Hotel/resort's official (11.9%); review platforms such as TripAdvisor (2.6%). They also used other websites (4.1%), like Sunweb (0.6%), Love Holidays (0.4%), Golfbreaks.com (0.3%), or Agoda (0.3%).

Figure 78: Travel Party*



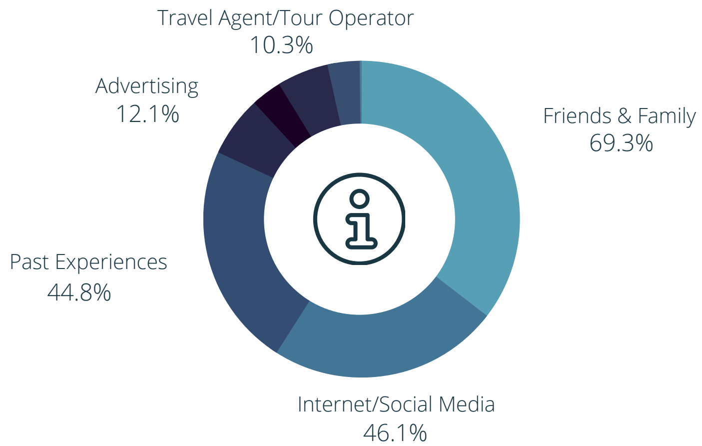
*Multiple-choice question

Figure 79: Accommodation typology*



*Multiple-choice question

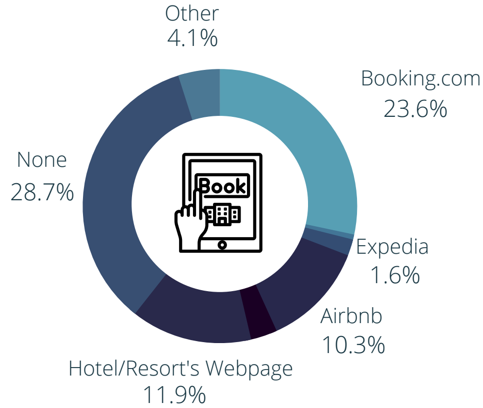
Figure 80: Main source of information about the destination*



*Multiple-choice question

Figure 81: Trip Booking

Figure 82: Online Accommodation*



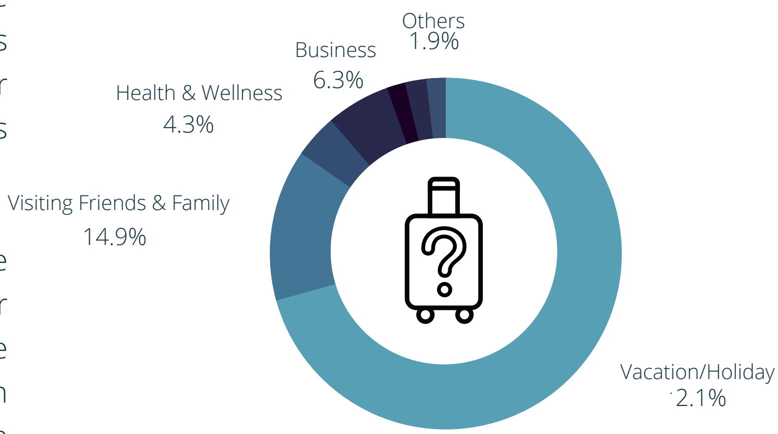
*Multiple-choice question

4.3. REASONS TO VISIT

During low season, survey respondents visited the Algarve primarily for their holidays/vacations (75.5%), or to visit friends and relatives (14.9%). Nevertheless, some respondents also choose to come to the Algarve for business reasons (6.3%), while others came for health and wellness reasons (4.3%), and a few to study/training (2.1%), or to participate in meetings and conventions (1.8%).

Also, 1.9% of the respondents visited the Algarve for reasons such as to avoid winter (0.1%), to attend the Grand Prix Motorcycle Racing – Moto GP (0.1%), to enjoy their own holiday home in the region (0.8%), to attend a wedding (0.3%), to practice sports (0.4%), to obtain a commercial license (0.1%), or just to travel (0.1%).

Figure 83: Main reason to travel*



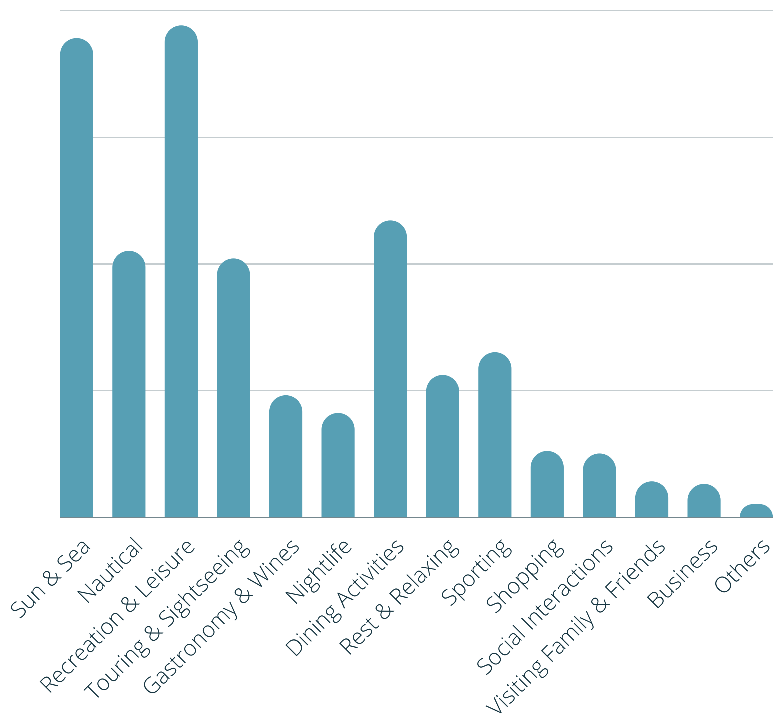
*Multiple-choice question

4.4. ACTIVITIES TOURISTS WERE ENGAGED IN

In the low season, during their stay at the Algarve, respondents participated in various activities, such as Recreation & Leisure activities (19.4%), i.e., enjoying the destination, farming, gardening, jogging, photographing, walking, birdwatching, golf activities, going to jazz concerts, camping, or practicing Yoga; Sun & Sea activities (18.9%), i.e., as sunbathing, visiting local beaches (e.g., Maria Luísa's beach, Camilo's beach, Ria Formosa); Dining activities (11.7%), i.e., going out to eat, or engaging in sunset picnics; Nautical Activities (10.5%), i.e., parasailing, canoeing, fishing, paddling, or surfing; and also Touring & Sightseeing (10.2%), i.e., visiting different cities (e.g., Olhão, Faro), engaging in Dolphin tours along the coast, visiting historic sites, or even to go on trails paths like the "7 Vales Suspensos".

Respondents are also participated in activities such as Sporting Activities (6.5%) namely biking, or climbing; Rest & Relaxing (5.6%), resting and relaxing at the destination; Gastronomy and Wines (4.8%), namely engaging in Wine tours, or enjoying gastronomic experiences; Nightlife Activities (4.1%), experiencing nightclubs and bars; Shopping Activities (2.6%), Social Interaction Activities (2.5%), i.e., spending quality time with friends and family; or Visiting Family & Friends Activities (1.4%), and others (1.8%), such as Business-related activities.

Figure 84: Activities engaged in at the Algarve during low season*



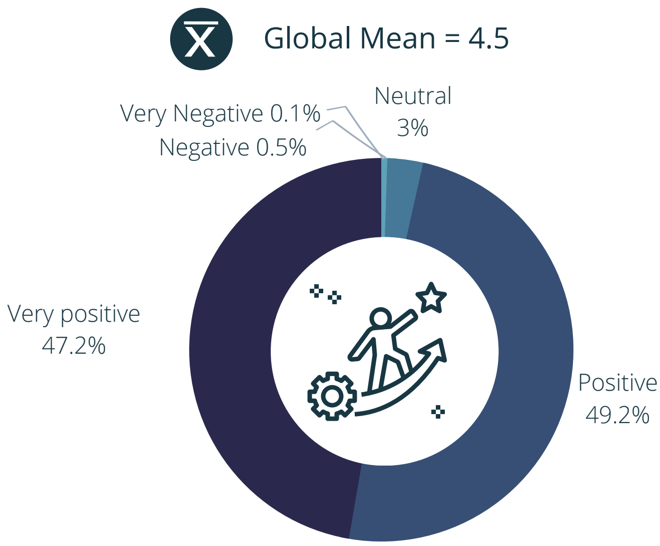
*Multiple-choice question

4.5. CHARACTERIZING THE TOURISM EXPERIENCE

4.5.1. Overall experience

Following Oh, Fiore and Jeong (2007) tourists' overall experiences were measured. Tourists' overall experiences at the Algarve destination during the low season were generally considered positive (mean=4.4). Results on tourists' overall experience are presented with statistically significant differences ($p<0.05$) by country of origin. The French (mean=4.7), English (mean=4.6), Irish and Dutch (mean=4.5, each) report to have had an overall very positive experience at the destination, whereas the Spanish (mean=4.5), Other nationalities (mean=4.4), German (mean=4.3), and Portuguese (mean=4.2) visitors reported their overall experience to be merely positive.

Figure 85: Tourists' overall experience



2.5.2. Touristic experiences

The touristic experience is one of the most critical elements in the study of tourists' behaviour. Oh, Fiore and Jeong (2007), based on Pine and Gilmore seminal work on the Experience Economy (1998), developed a scale to measure the touristic experience whose framework we adopted in the scope of this research. The tourism experiences in which respondents engaged during the low season is mainly characterized by the aesthetic dimension of experience (global mean=3.9). Most respondents agree that being in the Algarve is very pleasant (mean=4.1), and the setting is very attractive (mean=4.0). Respondents also engaged in other experiences related with educational (global mean=3.4), entertainment (global mean=3.4) and escapism (global mean=3.2) realms of the touristic experience. However, on average, respondents shown a neutral evaluation, regarding these dimensions.

Figure 86: Touristic experiences at the Algarve

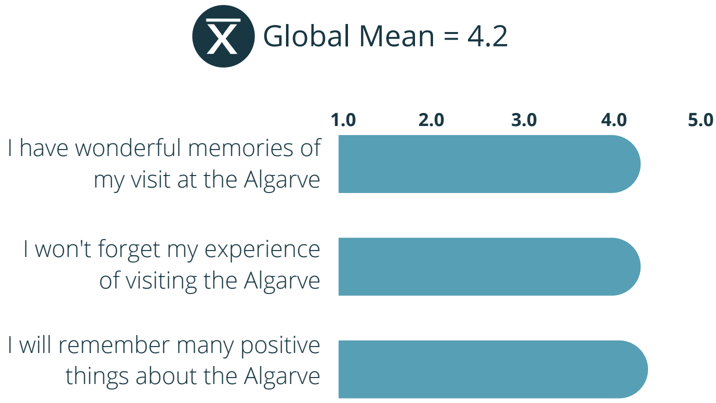
SCALE: 1 - Strongly disagree; 5 - Strongly Agree

4.5.3. Memorable experience

Concerning visitors' memories of their experiences (following Faizan Ali, Kisang Ryu & Kashif Hussain, 2016) at the destination of Algarve, the results are considered positive (global mean=4.2). On average, respondents also stated that they will remember many positive things about the Algarve (mean=4.2), have wonderful memories of their visit to the Algarve region (mean=4.2), and won't forget their experiencing visiting the region south of Portugal (mean=4.1).

A more detailed analysis, per sociodemographic characteristics, reveals the results with statistically significant differences ($p<0.05$) regarding the issuing markets and age. French (mean=4.4), English (mean=4.3), young adults aged between 18 and 24 years old (mean=4.3), and adults aged between 25 and 64 years old (mean=4.2), considered their experience at the Algarve to be memorable, consisting of wonderful memories, positive things, that will not be easily forgotten.

Figure 87: Memorable experiences



SCALE: 1 - Strongly disagree; 5 - Strongly Agree

4.6. THE EXPERIENTIAL IMAGE OF THE ALGARVE

With the aim of characterizing, in a way that is adjusted to the unique characteristics of the region and the experience that tourists had during their stay in the Algarve, a new scale was developed to assess the image of the Algarve as a tourist destination. This new scale as an instrument for measuring the Algarve's destination image reflects how tourists perceive the region as a tourist destination. In addition, at a time when the llived experience provides an assessment in situ and in real-time, with the relevant details present in memory. Evaluating the experiential image is critical to the comprehension of visitors and travellers' future behavioural intentions, i.e., the intention to recommend, revisit and speak positive things (word-of-mouth) about the region.

4.6.1. The functional or cognitive experiential image

Concerning the Functional or cognitive characteristics of the destination experiential image, tourists generally agree with the items proposed to define Algarve's image (global mean=3.8). On average, survey respondents agree that the natural landscape is attractive (mean=4.38), the scenery is beautiful (mean=4.4), the gastronomic offer has quality (mean=4.2), the local food is appealing (mean=4.1), and that the destination has outdoor activities available (mean=4.0). Moreover, tourists agree less with the attributes such as the local transportation supply (mean=3.4), and the medical care facilities (mean=3.4).

Overall, respondents' experiential image of the Algarve is mirrored in their level of agreement, mainly concerning attributes like the landscape (global mean=4.4), and local gastronomy (global mean=4.0). Although still positive, tourists do not associate so much with the Algarve, the idea of the region offering good infrastructures (global mean=3.6) - such as road systems (mean=3.7); that it is a cultural destination (global mean=3.7) - namely for having interesting artisanal crafts (mean=3.6) or a unique heritage culture (mean=3.7); or that it offers good leisure activities (global mean=3.7) - namely good water and thematic parks (mean=3.6), golf (mean=3.7) and sporting (mean=3.7) facilities. In this same sense tourists also do not perceive the region being an environmentally oriented destination (global mean=3.6) or being air and noise pollution free (mean=3.5), or that it has an unpolluted/unspoiled environment (mean=3.6).

An analysis per sociodemographic characteristics reveals the results with differences statistically significant ($p<0.05$) concerning issuing markets.

Regarding the Algarve's cognitive image, the Irish tourists (mean=4.0) have a more optimistic view of the region's Facilities, mainly because it offers good access to telecommunication services, good road systems, good medical care and facilities, a good local transportation supply, and good value for money. Moreover, the Portuguese tourists (mean=3.3) are those with the least positive view on the destination's infrastructure, especially regarding the local transportation supply, access to telecommunication services and value for money.

German tourists are those with a least optimistic view on the Algarve's medical care facilities (mean=3.1) and the water and thematic parks available in the destination (mean=3.4). French (mean=3.71), Irish (mean=3.7) and Spanish (mean=3.8) respondents agree more that the Algarve's local culture is relevant to characterize the destination image with the highest ratings, especially as the destination has interesting artisanal crafts. The Spanish (mean=3.9), French (mean=3.8), Irish (mean=3.9), and German (mean=3.8) respondents consider that, at the Algarve, visitors can enjoy local events and the destination has interesting local tours/excursions (mean=3.8 for the French; mean=3.8 for the Irish and German; mean=3.9 for the Spanish).

Moreover, the Irish (mean=4.0) and French (mean=4.0) tourists are those who find the Algarve is characterized by the fact that tourists can enjoy local events. In this regard, Portuguese tourists do not believe local culture to be currently a strong point for the destination, especially as they have the least point of view on characterizing the Algarve for having a unique heritage culture (mean=3.6), interesting local tours/excursions (mean=3.7), and that there are touristic information centers available at the destination (mean=3.6). In this context, tourists from other nationalities are those who least value the Algarve for being a destination in which tourists can enjoy local events (mean=3.5).

The Irish (mean=3.9) and English (mean=3.9) tourists are those who find the most the Algarve to be characterized by the leisure activities it offers, like as good golf facilities (mean=4.1 for the Irish; mean=4.0 for the English), and sporting facilities (mean=3.9, each respectively). The Portuguese (mean=3.8), in particular, are the respondents who find the Algarve to be described by the water and/or thematic parks available in the region. Additionally, the Dutch tourists (mean=3.3) have a lower opinion of the Algarve about the appealing nightlife, while the English (mean=3.7) rate lower the water sports available in the destination. The Irish (mean=3.9) and English (mean=3.9) tourists are those who mentioned the Algarve to be an environmentally oriented destination. In the same way, the Spanish tourists (mean=3.7) believe the Algarve to be air and noise pollution free destination.

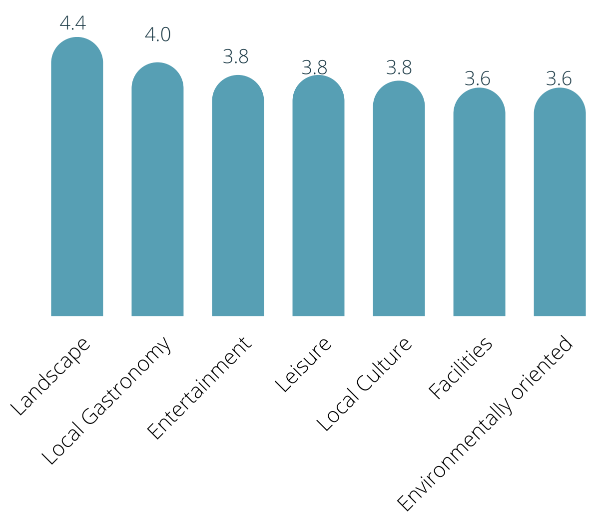
The English tourists (mean=4.0) stated the region to have high cleanliness and hygiene standards. However, the Portuguese (mean=3.3) respondents are not convinced the region is environmentally oriented, especially as they tend to agree the region has low cleanliness and hygiene standards (mean=3.4) and has a polluted/spoiled atmosphere (mean=3.2).

The French (mean=4.0), Irish (mean=3.9), and Spanish (mean=3.9) tourists agree more that the Algarve is characterized for the entertainment it provides to tourists visiting the region, regarding the appealing nightlife (mean=3.7 for the Irish; mean=3.7 for the French; mean=3.7 for the Spanish), or regarding the water sports available (mean=3.7 for the French; mean=3.7 for the Irish; mean=3.7 for the Spanish). The French (mean=4.3), German (mean=4.1) and tourists from other issuing markets (mean=4.1) view the region favorably concerning the availability of outdoor activities in the destination. In the other hand, the Dutch (mean=3.9) and Portuguese (mean=3.8) do not believe entertainment to be currently a strong point for the destination image of the region, because of the lack of availability of outdoor activities. Besides, the Dutch (mean=3.3) and the German (mean=3.4) respondents are those who found the Algarve's nightlife to be the least appealing (mean=3.3), while the English tourists (mean=3.7) were the respondents who rated the water sports in the region most weakly.

Thereafter, regarding the local gastronomy, the French (mean=4.3) and Irish (mean=4.2) were the tourists with the most positive view about the Algarve's food. Specially, the French (mean=4.5), Irish (mean=4.2) and English (mean=4.2) tourists mentioned that local food is appealing. In the same context, the French (mean=4.4), Spanish (mean=4.2), and English (mean=4.2) valued the region offers good gastronomy.

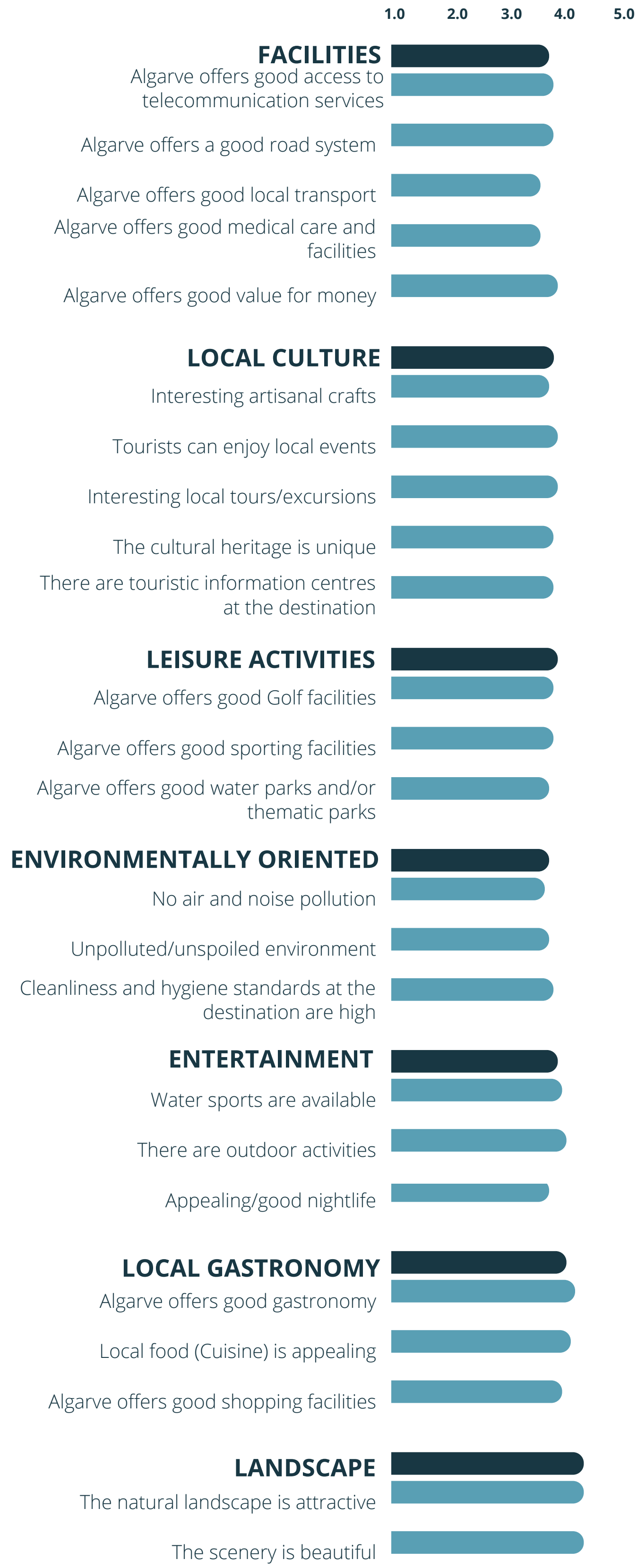
Another aspect valued by the respondents is the good shopping facilities, particularly among the Irish (mean=4.2) and French (mean=4.0) tourists. In contrast, the least appreciated experiences at the Algarve, for the Dutch tourists (mean=3.9) is the local gastronomy, while for the tourists from other issuing markets (mean=4.1), are the gastronomic experiences, and the good shopping facilities (mean=3.7). Finally, the French (mean=4.6), Spanish (mean=4.6), German (mean=4.5) and tourists from other nationalities (mean=4.5), highlighted Algarve's landscape as a relevant cognitive attribute of the region resulting from their experiences. In fact, the Spanish (mean=4.6) and German (mean=4.6) tourists are those who perceived better the region's natural landscape attractiveness. The French (mean=4.6), and Spanish (mean=4.6) tourists also associated highly the beautiful scenery in the Algarve. However, the Irish tourists (global mean=4.1) were those who were the least impressed with the Algarve's landscape views, both in terms of attractiveness (mean=4.2) and beautiful scenery (mean=4.1).

Figure 88: Algarve's cognitive image



Global Mean = 3.8

Figure 89: Cognitive attributes



SCALE: 1 - Strongly disagree; 5 - Strongly Agree

4.6.2. Atmosphere or affective experiential image

The study also assessed the atmosphere or mood of the destination which is mainly characterized by four factors: joyful, calm, family safe and glamourous. The results of the factor analysis and the associated statistics are presented in the figure corresponding to the Algarve's affective image.

Especially concerning the destination atmosphere or mood attributes, survey respondents find the Algarve destination as family-safe (global mean=4.4), namely because it is a very sunny destination (mean=4.5), a safe place to travel (mean=4.4), and family-oriented (mean=4.2). Tourists also find the destination to provide a calm atmosphere (global mean=4.2), since it allows tourists to relax (mean=4.2), to rest (mean=4.2) and enjoy a pleasant and friendly (mean=4.2) environment. The destination also provided to the respondents a joyful atmosphere (global mean=4.1), since the region is classified as a pretty destination (mean=4.3), happy (mean=4.2), and interesting place to visit (mean=4.3). For the respondents, the Algarve is seen as a fashionable (3.5) luxurious (mean=3.5), and glamorous destination (mean=3.4).

An analysis per sociodemographic characteristics reveals the results with statistically relevant differences ($p<0.05$) by issuing market. The Spanish (mean=4.3), and German (mean=4.2) rated most positively the Algarve's joyful atmosphere. The Spanish (mean=4.4), French (mean=4.33) and Irish (mean=4.4) preferred to highlight the calm environment. The Spanish (mean=4.5), Irish (mean=4.4) and French (mean=4.4) mentioned the Algarve's family-safe atmosphere. The Portuguese (mean=3.8) were the only respondents who considered the Algarve to have a glamourous atmosphere, whereas the remaining issuing markets remained neutral.

In this regard, the Portuguese tourists were those who rated lower the destination joyful (mean=4.1) and calm (mean=4.0) atmosphere. Tourists from other nationalities (mean=4.3) and Dutch (mean=4.3) respondents did not value so much the region's family-safe atmosphere, while the Germans (mean=3.0) did not perceived the region has a glamorous atmosphere.

$\bar{X}$ Global Mean = 4.5

Figure 90: Algarve's atmosphere

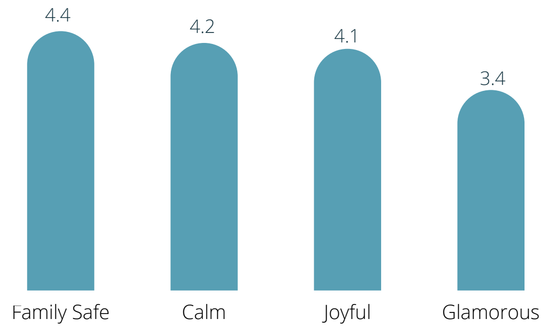


Figure 91: Atmosphere attributes

SCALE: 1 - Strongly disagree; 5 - Strongly Agree

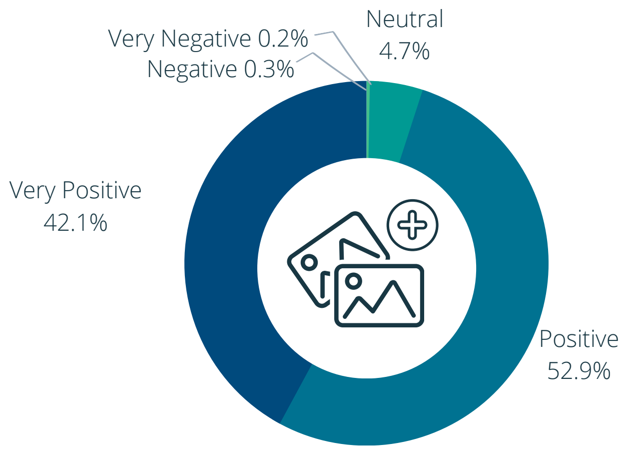
4.6.3. Overall experiential image

During low season, on average, survey respondents evaluated the Algarve destination with an overall positive experiential image (mean=4.4).

An analysis per sociodemographic characteristics regarding the Algarve's overall image reveals the results with statistically significant differences (p<0.05) regarding issuing market. The Dutch (mean=4.5), English (mean=4.5), Spanish (mean=4.5), and Irish (mean=4.4) tourists have a more positive overall image of the Algarve than the others. The Portuguese tourists (mean=4.2) think differently, since they are those who assess their overall experience with the lower rating.

Global Mean = 4.4

Figure 92: Algarve's overall experiential image



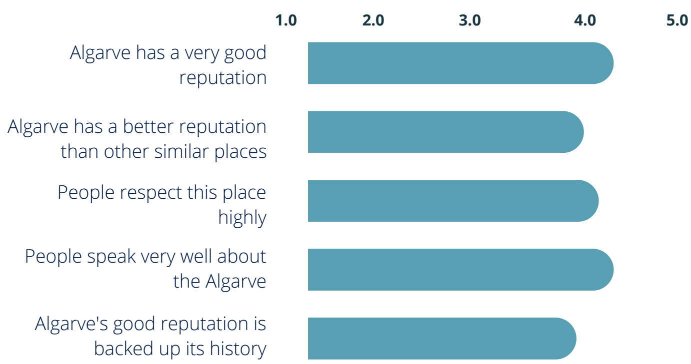
4.7. ALGARVE'S REPUTATION

The reputation (Artigas, Vilches-Montero & Yrigoyen, 2021) of the Algarve as a tourism destination is marginally positive (global mean=3.9). Respondents, on average, agree that the destination has a good reputation (mean=4.1), and tourists admit speaking very well about the Algarve (mean=4.1) to others. Tourists also acknowledge (even though with a lower evaluation), they respect the Algarve very highly (mean=3.9), and consider the Algarve to have a better reputation than other similar places (mean=3.7), since they agree the destination'sreputation is backed up by its history (mean=3.6).

Concerning the Algarve's reputation during low season, an analysis per sociodemographic characteristics reveals the results with statistically significant differences (p<0.05) attending the issuing market. The Irish (mean=4.1), English (mean=4.1), and French (mean=4.0) find the Algarve with a better reputation. However, for the Portuguese (mean=3.7), the Algarve's reputation is modestly rated.

Global Mean = 3.9

Figure 93: Algarve's reputation



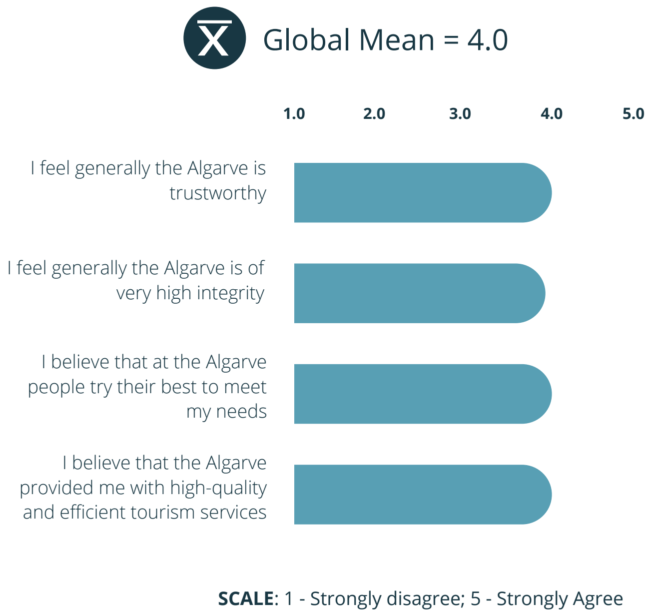
SCALE: 1 - Strongly disagree; 5 - Strongly Agree

4.8. ALGARVE'S TRUST

Regarding the Algarve's trust (Su, Lian & Huang, 2020), the study results show that tourists, on average, agree they can trust the destination (mean=4.0). Respondents also find the Algarve generally trustworthy (mean=4.0), and believe the Algarve provided them with high quality and efficient tourism services (mean=4.0). They also believe people at the Algarve try their best to meet tourists' needs (mean=4.0), and that the region is a destination of very high integrity (mean=3.9).

Regarding the Algarve's trust, an analysis per sociodemographic characteristics reveals the results with statistically significant differences ($p<0.05$), attending to the issuing market. The English (mean=4.2), French (mean=4.2), Irish (mean=4.1), and Spanish (mean=4.1) are those that trust more in the Algarve destination, while the Portuguese tourists (mean=3.7) are those who trust, less, in the region.

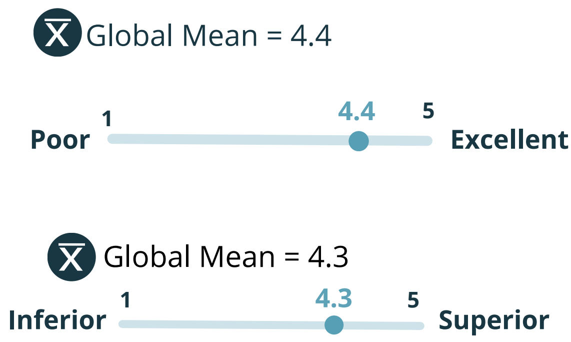
Figure 94: Algarve's trust



4.9. ALGARVE'S OVERALL PERCEIVED QUALITY

The Algarve's overall perceived quality (Oh, Fiore & Jeoung, 2007) is considered positive (global mean=4.3). Tourists visiting the Algarve also find the region to be a good (mean=4.4) and somewhat superior (mean=4.3) vacation destination.

Figure 95: Algarve's overall perceived quality



4.10. TOURISTS' ENGAGEMENT

The engagement (Rather, 2020) of tourists in their experience at the Algarve (global mean=3.7) was considered positive. The respondents, on average, were particularly engaged by the affective dimension (mean=4.0), by having [felt] good at the Algarve (mean=4.1), and having become happy (mean=4.1).

An analysis per sociodemographic characteristics reveals the results, regarding the engagement in tourists' experiences at the Algarve, with statistically significant differences ($p<0.05$), attending to the issuing market and visit status.

Regarding the cognitive engagement (mean=3.8), the Irish (mean=4.1) and repeat tourists (mean=3.9; mean=3.9) were those to feel more connected to the region and mentally present while visiting the destination (mean=4.1). The French (mean=3.9), Irish (mean=3.8) and repeat (mean=3.8) tourists were those who felt more stimulated to learn more about the Algarve. However, the tourists from other nationalities (mean=3.7) were those least connected to the Algarve. The Spanish (mean=3.6) tourists were those who felt the less mentally present. The Portuguese (mean=3.7) and German (mean=3.7) tourists were those who were the least stimulated to learn more about the region while visiting the Algarve.

Regarding the affective engagement (mean=4.0), the Irish (mean=4.2), English (mean=4.2) and repeat (mean=4.1) tourists felt happier and great (mean=4.2; mean=4.2; mean=4.1, respectively) while visiting the region. The Irish (mean=4.2) and repeat (mean=3.9) tourists were the proudest to visit the destination. The Portuguese (mean=3.9) respondents were once again the least happy tourists. They (i.e., Portuguese) were (mean=4.0) along with the German (mean=3.9) tourists those who felt the worse at the Algarve. The German (mean=3.5) tourists were even those who felt the least proud to be in region.

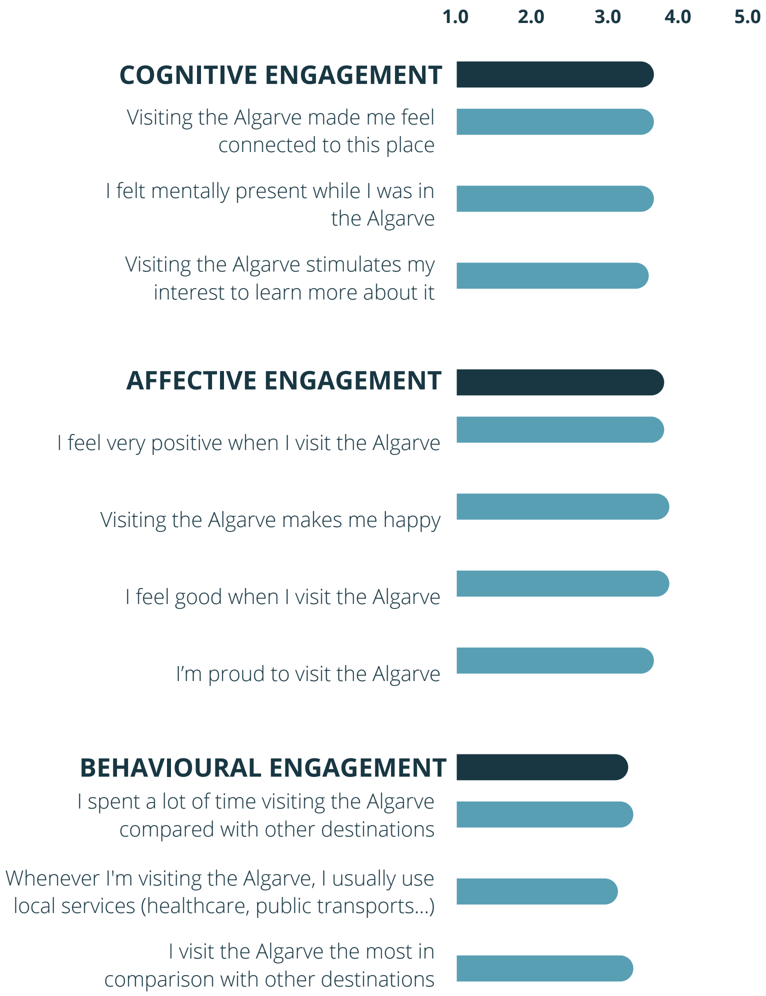
Regarding the behavioural engagement (mean=3.3), although tourists remained neutral, the Irish (mean=3.9), French (mean=3.6) and repeat (mean=3.7) tourists spent more time visiting the Algarve compared to other similar destinations.

In a similar way, the Irish (mean=4.0), English (mean=3.6), French (mean=3.5) and repeat (mean=3.6) tourists are those who visited the Algarve the most compared to other destinations. The German tourists were those who visited (mean=3.2) and spent (mean=3.1) less time in the region compared to other places.

Overall, the Irish (mean=4.0), English (mean=3.8) and French (mean=3.8) tourists were more engaged with the destination than all other issuing markets, including first-time visitors. Moreover, the German (mean=3.6), and Portuguese (mean=3.6) tourists were the least engaged during their experiences at the Algarve.

Global Mean = 3.7

Figure 96: Tourists' engagement



SCALE: 1 - Strongly disagree; 5 - Strongly Agree

4.11. TOURISTS' SATISFACTION

During low season, survey respondents, on average, are overall very satisfied with their touristic experience at the Algarve destination (mean=4.5).

Regarding the satisfaction attributes (Lee, Lee & Lee, 2014), on average, survey respondents agreed to have really enjoyed the Algarve (mean=4.3), that their choice to visit the Algarve region was a wise one (mean=4.2), and that their trip to the destination was exactly what they needed (mean=4.2).

Regarding the Algarve' satisfaction, an analysis per sociodemographic characteristics reveals the results with statistically significant differences ($p<0.05$), attending to the issuing markets. The English (mean=4.4), French (mean=4.4), and Irish (mean=4.4) tourists were more satisfied, while the Portuguese (mean=3.9) tourists were the least satisfied.

Figure 97: Tourists' overall satisfaction

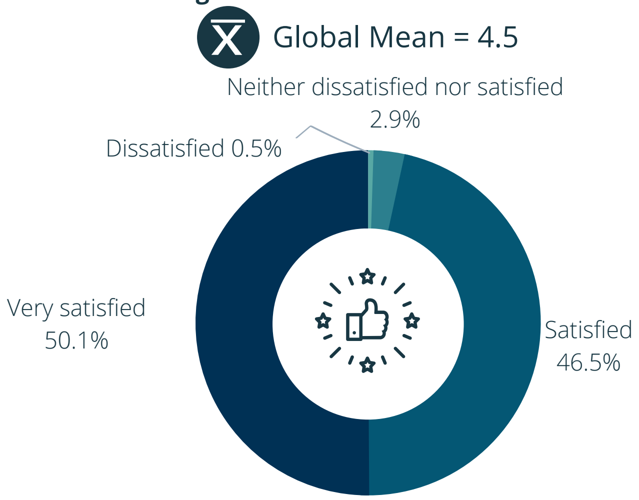


Figure 98: Tourists' satisfaction

SCALE: 1 - Strongly disagree; 5 - Strongly Agree

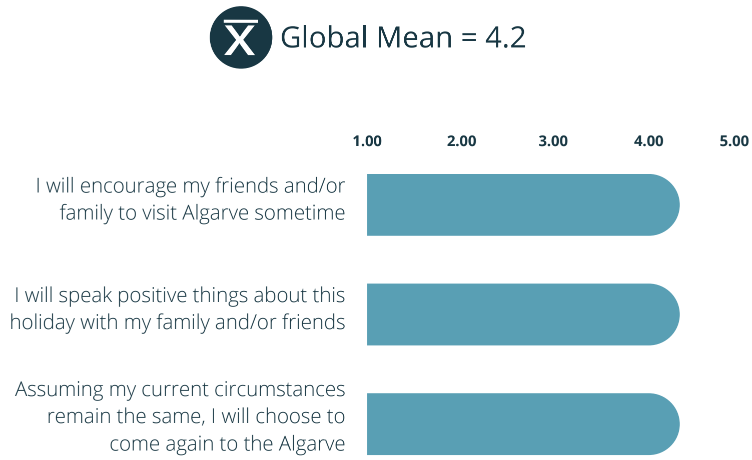
4.12. TOURISTS' LOYALTY

The study results demonstrated that survey respondents' loyalty behaviours (Martín-Santana, Beerli-Palacio & Nazzareno, 2017) were overall positive (global mean=4.2). In effect, on average, respondents answering this survey agreed to discuss positive things about their holiday in the destination with their friends and/or family (mean=4.2) and will encourage their friends and/or family to visit the Algarve region sometime (mean=4.2). Assuming their circumstances remain the same, respondents reenforce their agreement regarding their intend on return to the Algarve again (mean=4.2).

An analysis per sociodemographic characteristics reveals the results with statistically significant differences ($p<0.05$) attending to the issuing markets.

The French tourists (mean=4.5) tend to be more loyal to the Algarve, while the Portuguese tourists (mean=4.0) seem to be the least loyal to the region. This may be related to the Portuguese lower level of satisfaction regarding the experience at the region.

Figure 99: Tourists' loyalty



SCALE: 1 - Strongly disagree; 5 - Strongly Agree

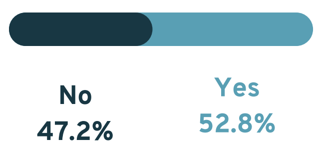
4.13. SOCIAL MEDIA

In order to determine survey respondents' willingness to share their experiences on social media, tourists were asked if they were sharing any of their travel experiences on social media.

On average, respondents demonstrated intention to share information on social media about their experiences at the Algarve destination (52.8%), mainly resorting to Instagram (35.8%), Whatsapp (25.5%), and Facebook (22.5%).

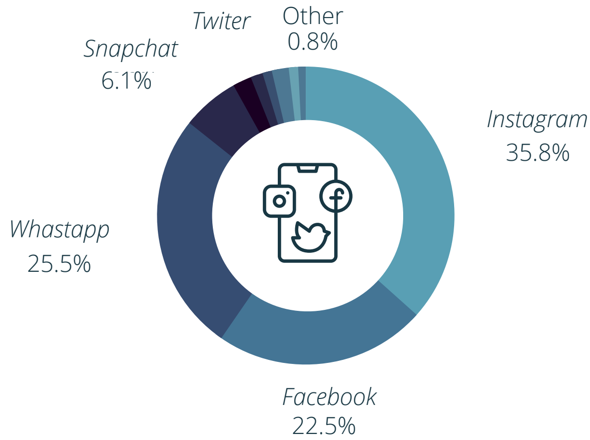
Although less represented, tourists also use other social media platforms, such as Snapchat (6.1%), Twitter (2.0%), non-specified Websites (1.8%), TripAdvisor (1.0%), Personal Blog (1.3%), Pinterest (1.0%), and other platforms (0.8%), such as Geauling, Google, LinkedIn, Strava, Telegram, and Tik Tok.

Figure 100: Will share their experiences on social media?



They acknowledge the specifications of each one of the online platforms (e.g., Instagram for photos and small videos only, WhatsApp for exchanging messages, pictures and videos, Pinterest for gifs and photos, YouTube for videos, or TripAdvisor to share opinions and reviews) and use it consciously.

Figure 101: Social Media platforms*



*Multiple-choice question

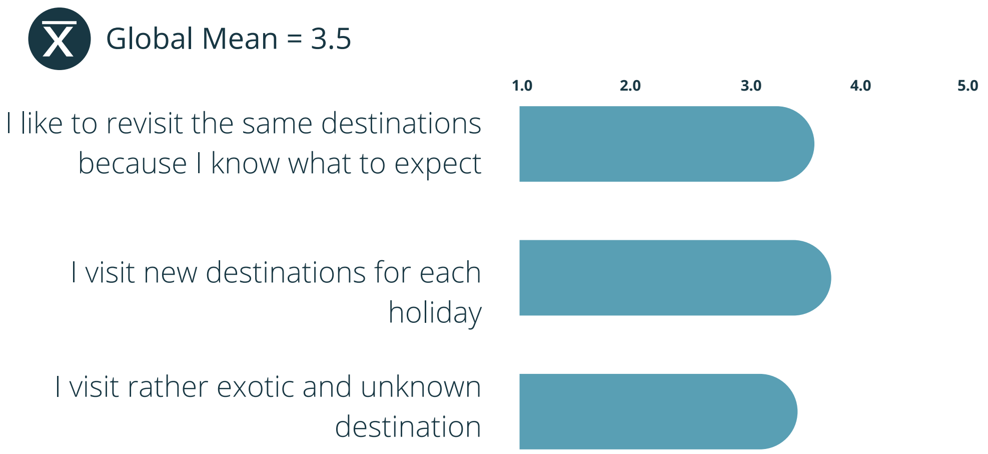
4.14. TOURISTS' PROPENSITY TO NOVELTY

Finally, concerning tourists' propensity to experience novel destinations (Karl, Muskat, & Ritchie, 2020), on average, respondents admitted considering looking for a new destination(s) on future travels (global mean=3.5). They assume to visit new destinations in each holiday (mean=3.7), even though they also ponder to revisit the same destinations as they already know what to expect (mean=3.5).

An analysis per sociodemographic characteristics reveals the results with differences statistically significant ($p<0.05$) attending to the issuing markets.

The French (mean=3.8), Portuguese (mean=3.6) and Spanish (mean=3.5) issuing markets, together with young adults assume to look for novelty when looking for a new destination. On the other hand, the tourists from other issuing markets and age group parties, tend to be more reserved when considering experiencing novel destinations and, therefore, remain in a more neutral position.

Figure 102: Tourists' propensity to novelty



SCALE: 1 - Strongly disagree; 5 - Strongly Agree

4.15. PANDEMIC (COVID-19) ANXIETY TRAVEL

The study took into consideration Zenker, Braun and Gyimóthy (2021) Pandemic (COVID-19) anxiety travel scale (PATS) to comprehend if COVID-19 is a source of anxiety when tourists are visiting the Algarve.

During the reopening season of the destination to tourism, due to successive lockdowns motivated by COVID-19, tourists visiting the destination did not demonstrate to be anxious about the pandemic context (global mean=2.4). For example, tourists are not afraid to risk their lives when travelling to the Algarve (mean=2.1), do not become anxious nor nervous when watching news about COVID-19 (mean=2.2), and feel safe to travel to the Algarve due to COVID-19 (mean=2.0).

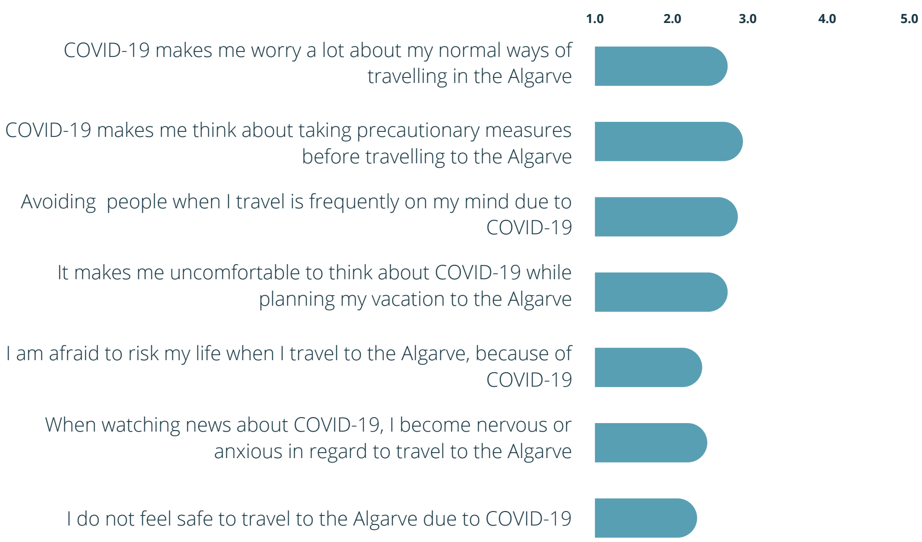
An analysis per sociodemographic characteristics reveals the results with differences statistically significant ($p<0.05$) regarding visitor status and age group.

First-time visitors (mean=2.3) and seniors (mean=3.4) are more anxious with COVID-19 influencing their preparation behaviours before and during their travelling to the region of Algarve. However, repeat visitors (mean=2.5), and young adults (mean=2.4) were found to be more anxious.

Another interesting view on the statistically significant differences among the visit status (i.e., number of visits to the destination) and age groups ($p<0.05$) is that, before travelling, first-time visitors (mean=2.4) and young adults (mean=2.4) are those which were less anxious and worried with COVID-19 influencing their normal ways of travelling to the Algarve. They are also those who were less afraid to risk their life when travelling to the destination because of the pandemic context (mean=2.0 and mean=1.8, respectively). In the same context, these groups were the least nervous and anxious when watching news about COVID-19 while planning their vacation (mean=2.1 and mean=2.0, respectively), and those who feel safer when at the destination (mean=1.8 and mean=1.8, respectively). Finally, young adults are those who experience, the least, uncomfortableness when thinking about COVID-19 while planning their trip to the Algarve (mean=2.4) and those who least think about avoiding people when travelling as they frequently think about COVID-19 (mean=3.6).

Figure 103: Pandemic (COVID-19) anxiety travel

Global Mean = 2.4



SCALE: 1 - Strongly disagree; 5 - Strongly Agree

STUDY 2

INTERVIEW WITH TOURISTS

EXPERIENCE

5.1. Sample profile

Interview respondents that visited the Algarve region originate from the Portugal (23.1%), United Kingdom (23.1%), Germany (7.7%), The Netherlands (7.7%), Spain (7.7%), Ireland (7.7%), and France (7.7%). The remaining participants are from other countries (15.4%). The other countries are Ukraine (7.7%) and Australia (7.7%). The sample was proportional to the number of visitors according to the issuing markets visiting the Algarve region, registered in 2019 (INE, 2022).

There is a predominance of female respondents (61.5%). Most Interviewees are between the ages of 25 and 64 years old. Young adults between 18 and 24 are less represented (23.1%). On average, interviewees have 30.5 years old (min. 22 years old; max. 55 years old; std. deviation: 8.6 years old).

Most interviewees are single (61.5%). A less representative part is married or live in a non-marital partnership (30.8%) or is divorced (7.7%). Most interviewees have a higher degree or university education (92.3%). According to the Portuguese education system, a small part of the sample has completed high school (7.7%).

Most respondents are employed (92.3%). Only one interviewee remains a student (7.7%).

Figure 104: Country of Residence of interviewees

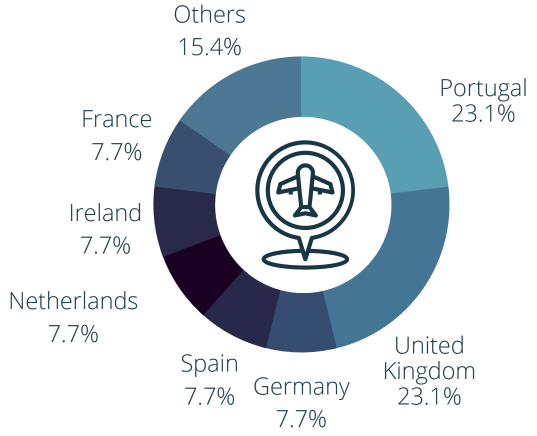


Figure 105: Gender of interviewees

Figure 106: Age Group of interviewees

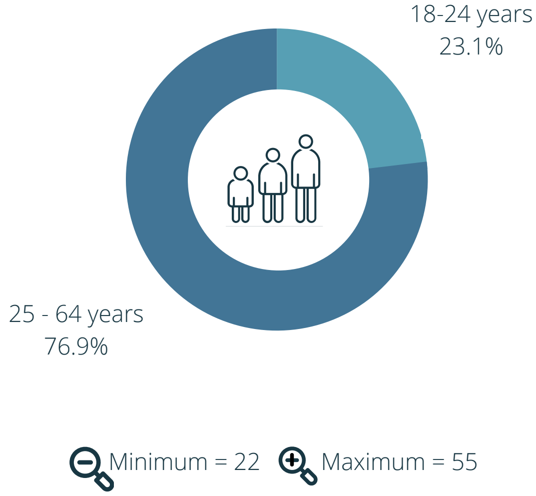


Figure 107: Marital Status of interviewees

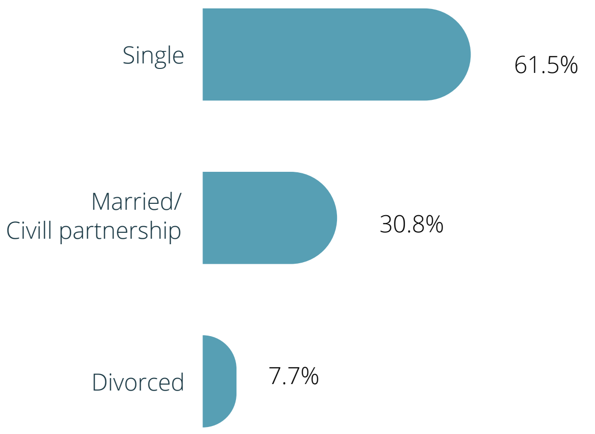


Figure 108: Level of Education of interviewees

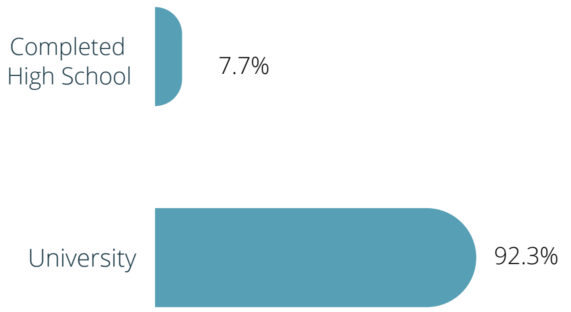
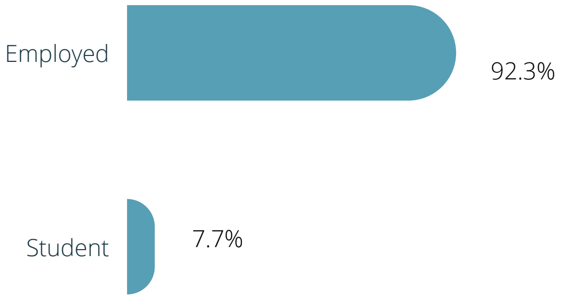


Figure 109: Occupation of interviewees



5.2. Visit characterization

Most interviewees are repeat visitors to the Algarve region (69.2%). and visited the region between 1-5 times in the last five years (50.0%).

Interviewees stayed mainly in the Algarve, during low season, for a period of more than 14 days (45.5%) or 8-14 days (45.4%). A small part of the sample stays 1-7 days (9.1%). On average, interviewees stay in the Algarve for 20.2 days (min: 3 days; max: 90 days; std. deviation: 22.4 days).

The preferred locations for staying overnight in the region are: Faro (27.3%), Lagoa (27.3%), Loulé (18.2%), Albufeira (9.1%), Portimão (9.1%), and Olhão (9%).

Most respondents are accompanied by their family and friends (84.6%). A small part of the sample travels alone (15.4%).

Interviewees stay mainly in family and friends' houses (35.7%) and apartments (28.6%). A small part of the sample owns a holiday house where they can stay overnight (14.3%). The others choose a hostel (7.1%), a hotel (7.1%), or rent a holiday house (7.7%).

Concerning the main reason that led these interviewees to visit the Algarve, the following aspects are mentioned: escaping from their normal lives' routines (27.8%); climate (16.7%); visiting family and/or friends (16.7%); not too touristic destination during winter (11.1%); they are familiar with the destination (11.1%), socializing with others (5.6%); cultural diversity (5.6%); and landscape (5.6%).

Figure 110: First-time visitors vs Repeat visitors
Days

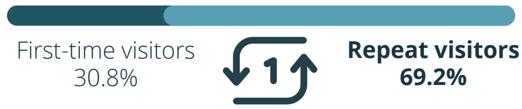


Figure 111: Trip Duration
Days

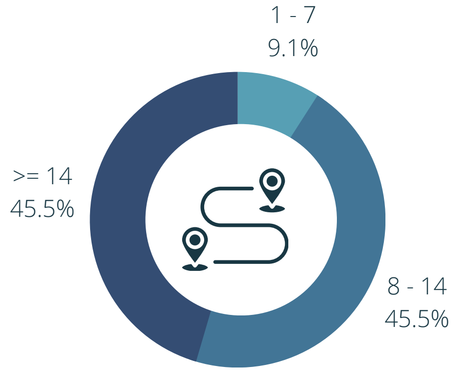


Figure 112: City of Accommodation*

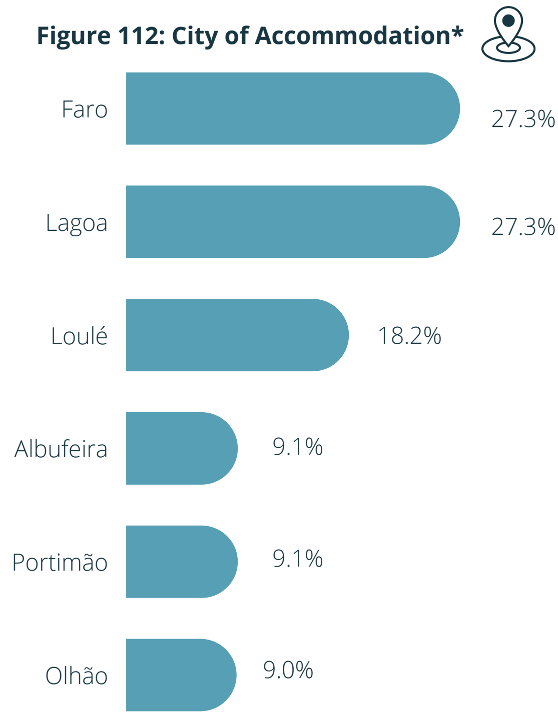
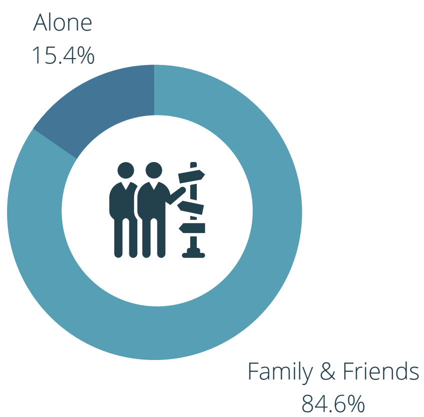


Figure 113: Travel Party*



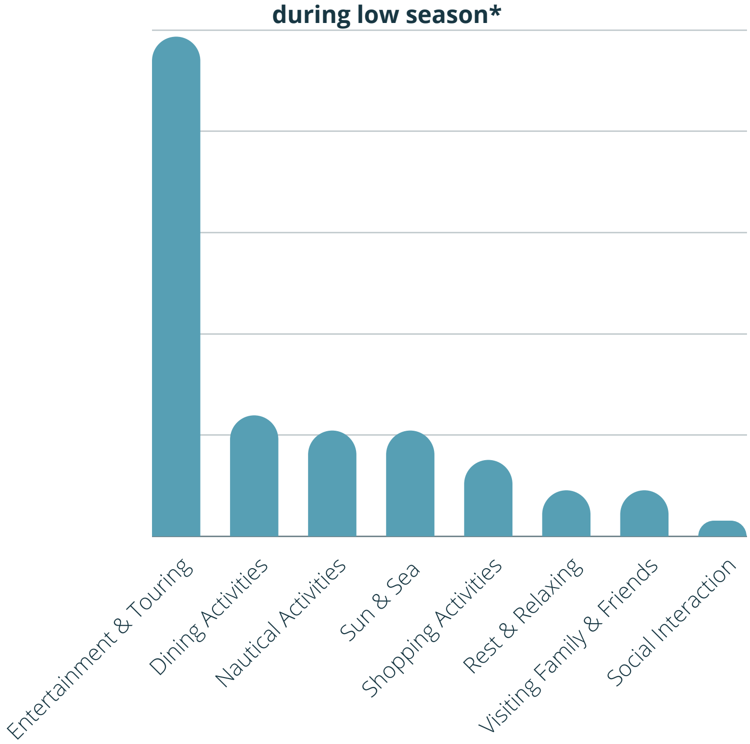
*Multiple-choice question

5.3. ACTIVITIES TOURISTS WERE ENGAGED IN

Interviewees were also questioned regarding the activities they engaged during their experiences at the Algarve. The interviewees engaged mainly in entertainment and touring activities (49.3%), namely touring and sightseeing (such as visiting museums and taking cultural and natural routes); recreation and leisure activities (e.g., driving, taking photographs, camping, horseback riding, walking the dog, and karting); sporting activities (e.g., hiking and running); nightlife activities (e.g., drinking and going out), and cinema and TV-related activities.

Although less represented, respondents also performed activities related to dining Activities (11.9%), nautical activities (10.4%) (such as seeing dolphins or visiting the Benagil) and sun and sea activities (10.4%). Finally, it was also mentioned shopping activities (7.5%), rest and relaxing (4.5%), visiting family and/or friends (4.5%); or even social interaction (1.5%).

Figure 114: Activities engaged in at the Algarve during low season*



5.4. CHARACTERIZING THE TOURISM EXPERIENCE

5.4.1. Experience triggers

Several aspects of the destination that triggered tourist experiences were identified. The most important is the perceived quality of the tourist destination (27.0%). This aspect is mainly related to the value for money. Some interviewees consider the Algarve to have a better quality/price ratio than other European countries. Other respondents mention the Algarve is more expensive than some Portuguese cities. Aspects related to the destination being safe and secure (e.g., safety on the streets at night) and tourist infrastructures (e.g., free car parks). One respondent stresses the precarious public transportation.

Other experience triggers are highlighted by respondents, such as the Algarve's nature and landscape (22.2%), and culture, heritage, and gastronomy (17.5%) (e.g., culture lived by local residents, and typical food and drinks), sensory stimuli (13.0%) (e.g. smells of the sea and heat), community hospitality (12.7%), and products and services (7.9%).

Figure 115: Experience triggers, during low season

Perceived Quality	**27.0%**
Value for Money	47.1%
Safety and Security	29.4%
Tourism Infrastructure	17.6%
Precarious Public Transportation	5.9%
Nature and Landscape	**22.2%**
Culture, Heritage and Gastronomy	**17.5%**
Sensory Stimuli	**13.0%**
Community Hospitality	**12.7%**
Products and Services	**7.9%**

5.4.2. Experience dimensions

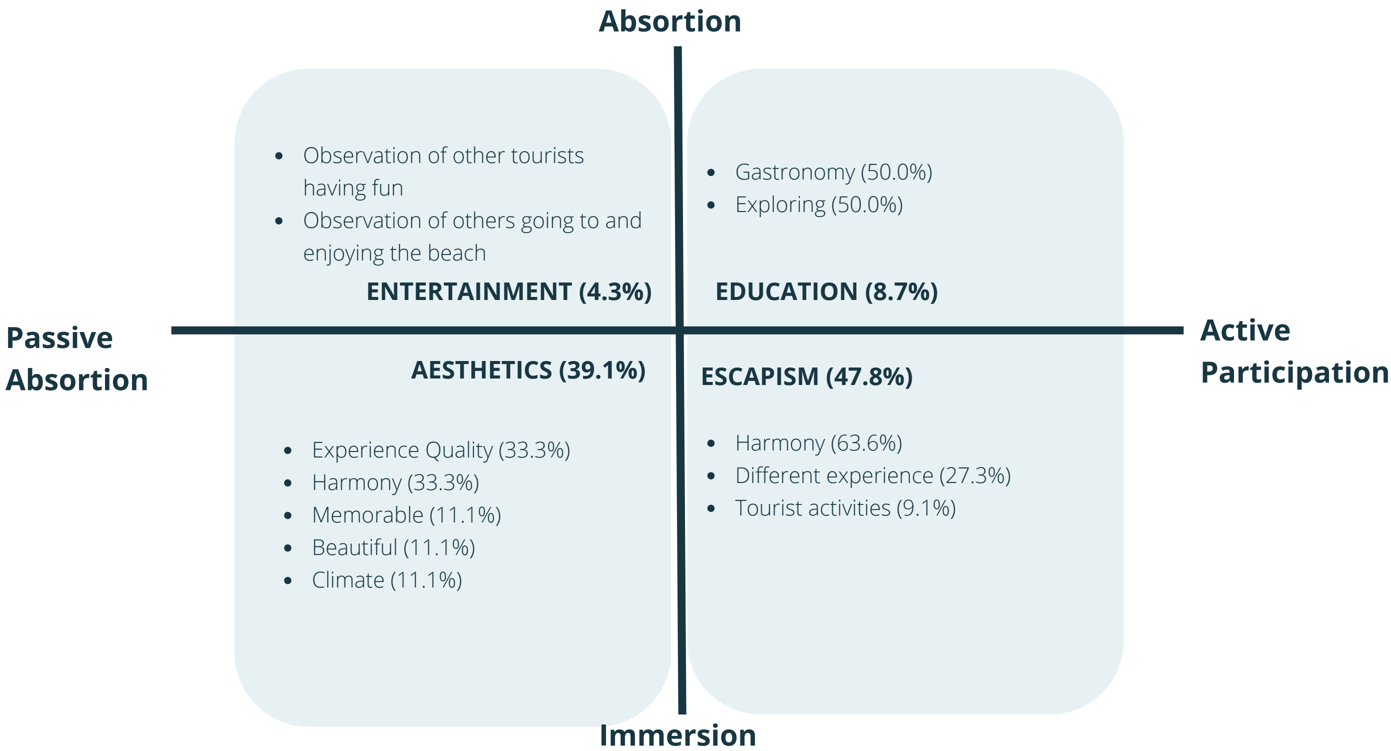
Regarding the experience dimensions, most interviewees engage in escapism experiences (47.8%). The experience of escapism requires a deeper immersion and participation than the other experience dimensions (Pine and Gilmore, 1999). In fact, tourists who experience escapism tend to experience something they cannot live in their daily routines. In the Algarve, interviewees engage in escapism experiences through the harmony of the environment. The participants state the Algarve is a place where they can relax, where there is little traffic and easy access to public transport. The respondents also stress they can live different experiences at the destination during winter time, and they can experience tourist activities specific to the Algarve destination.

In the Algarve, interviewees also engage in aesthetic experiences (39.1%), where they can enjoy the experience without affecting or changing their surroundings.

Respondents referred to quality experiences in a harmonious environment (close to the beach), memorable and beautiful experiences, and good climate, even during winter.

During low season, a small part of the respondents also engages in entertainment experiences (4.3%), in which tourists passively observe other tourists or individuals in their surroundings while having fun.

Figure 116: Experience dimensions, during low season



5.4.3. Experience memories

Regarding memorable experiences, most interviewees' memories during low season are related to escapism (44.2%). Most reported aspects are associated with nature and the landscape (e.g., seeing the coastline, caves, tunnels, natural paths, wetlands of Alvor and coastline caves); tourist activities (e.g., walks like the Algar-Seco in Carvoeiro, walkways by the sea); and gastronomy and restaurants.

Regarding memories related to the aesthetic dimension (36.5%), these are mainly related to nature and landscape (e.g., rocky coastline, the caves, the sunsets), and the beach and sea.

And although less represented, interviewees also share memories associated with education (11.5%), mainly about gastronomy, wine and restaurant experiences.

Finally, memorable entertainment experiences (7.7%) were reported focusing on tourist activities, nature and landscape observation, as well as traditional Algarve entertainment.

Figure 117: Experience memories, during low season

Escapism	**44.2%**
Nature and Landscape	26.1%
Tourist Activities	17.4%
Gastronomy and Restaurants	13.0%
Beach	8.7%
Cultural Heritage Cities	8.7%
Knowledge	4.3%
Fauna	4.3%
Friendly People	4.3%
Climate	4.3%
Harmony	4.3%
Beautiful Experience	4.3%
Aesthetics	**36.5%**
Nature and Landscape	52.6%
Beach and Sea	36.8%
Quinta do Lago	5.3%
Climate	5.3%
Education	**11.5%**
Gastronomy, Wines and Restaurants	66.7%
Experience Quality	16.7%
Nature and Landscape	16.7%
Entertainment	**7.7%**
Tourist Activities	50.0%
Nature and Landscape	25.0%
Traditional Entertainment	25.0%

5.5. EXPERIENTIAL IMAGE OF THE ALGARVE

5.5.1. The Functional or cognitive experiential image

Regarding the functional attributes of the Algarve, participants mostly associate the destination with attributes related to intangible cultural heritage (16.7%), specifically gastronomy. Then it was mentioned the beach and ocean (16.7%), the Algarve's climate (14.6%) and the destination's landscape (14.6%). For example, the rock formations, the caves and the colours of the sunset.

Although less represented, interviewees also mention the nightlife entertainment (10.4%), the tangible cultural heritage attributes (10.4%), such as the traditional architecture, and abandoned houses. Other attributes were still mentioned such as value for money (4.2%) and the sporting activities available in the Algarve during winter (4.2%).

Figure 118: The functional or cognitive experiential image attributes of the Algarve, during low season

Intangible Cultural Heritage	**16.7%**
Gastronomy	100.0%
Beach and Ocean	**16.7%**
Climate	**14.6%**
Landscapes	**14.6%**
Nightlife Entertainment	**10.4%**
Tangible Cultural Heritage	**10.4%**
Traditional Architecture	60.0%
Abandoned Houses	40.0%
People and Lifestyle (WOL)	**8.3%**
Value for Money	**4.2%**
Sporting Activities	**4.2%**

Figure 119: The functional or cognitive experiential image attributes of the Algarve word cloud, during low season

5.5.2. Unique destination

With respect to what makes the Algarve a unique destination, interviewees mainly refer to tangible cultural heritage (29.0%), essentially focused on cultural heritage cities, such as Lagos, Tavira. Also highlighted were the cultural attractions like the Silves' castle or the Sagres' lighthouse on the rock. and the fact that the Algarve is on the border with Spain. Secondly are highlighted the natural attractions (20.3%) such as the mountains in Monchique, the Carvoeiro boardwalk, or the Ponta da Piedade. Following the beaches (20.3%), and Intangible Cultural Heritage (5,8%) like gastronomy and cultural diversity. Other unique attributes were mentioned but less representatively.

Figure 120: Unique attributes of the Algarve, during low season

Tangible Cultural Heritage	**29.0%**
Cultural and Heritage Cities	80.0%
Attractions	15.0%
Physical Boarder	5.0%
Natural Attractions	**20.3%**
Beaches	**20.3%**
General Beach	21.4%
Benagil Caves	14.3%
Marinha Beach	14.3%
Falésia beach	14.3%
Tavira Island	14.3%
Castelo beach	7.1%
Galé beach	7.1%
Faro Islands	7.1%
Intangible Cultural Heritage	**5.8%**
Gastronomy	75.0%
Cultural Diversity	25.0%
Perceived Quality	**4.3%**
Hospitality	**4.3%**
Climate	**4.3%**
Tourism Infrastructure	**4.3%**
Tourist Activities	**2.9%**
Harmony	**2.9%**
Landscapes	**1.4%**

5.5.3. Atmosphere or affective experiential image

The respondents characterize the Algarve's atmosphere/mood mainly as being a harmonious place (46.0%) and a happy, friendly atmosphere (21.1%). Also, the respondents perceive the Algarve's environments as sometimes too quiet (9.0%), due to the pandemic. Interviewees also highlight the atmosphere in the Algarve is pleasant (5.3%), lively (5.0%), with a typical lifestyle (3.5%), free (3.5%), cool and fun (3.5%), authentic (1.8%), and accessible destination (1.8%).

Figure 121: Atmosphere or affective experiential image of the Algarve word cloud, during low season

Figure 122: Atmosphere or affective experiential image of the Algarve, during low season

Harmony	**46.0%**
Happy-Friendly Atmosphere	**21.1%**
Too Quiet	**9.0%**
Pleasant	**5.3%**
Lively	**5.0%**
Lifestyle	**3.5%**
Freedom	**3.5%**
Cool and Fun	**3.5%**
Authentic	**1.8%**
Accessible Destination	**1.8%**

5.6. ALGARVE'S REPUTATION

Regarding the Algarve's reputation, the participants mostly find the destination reputable and credible (77.4%). It is emphasized that people say positive things about the Algarve, that is a better place than other destinations, and it has a good reputation and good climate.

Conversely, a small part of the interviewees' sample considers the Algarve to have a negative reputation (22.6%). Particularly, there are some reports of hospitality not being too good and that there are too many foreigners.

Figure 123: Algarve's Reputation, during low season

Positive Reputation	**77.4%**
People speak positive things about the destination	37.5%
Better place (than others)	20.8%
Good reputation	12.5%
Good weather	12.5%
Beautiful destination	8.3%
People are very respectful of the destination	8.3%
Negative Reputation	**22.6%**
Hospitality	42.9%
Foregneirs	28.6%
Cold weather	14.3%
Nightlife	14.3%

5.7. ALGARVE'S TRUST

Regarding destination trust, only six respondents in the low season answered this question. All these (100%) find the Algarve to be a trustworthy destination. Reports evolve around friendly people, and a safe and quiet place to visit, the beach and the sea. The latter focuses on the benefits of walking near the beach and viewing the sea during winter. Although less represented, also mentioned the good climate (11.1%), the good gastronomy (11.1%), the Algarve being a familiar destination (5.6%), and the varied of attractions (5.6%) that can entertain both kids and grownups.

Figure 124: Algarve's trust, during low season

Trustworthy	**100,0%**
Friendly People	16.7%
Nice Place	16.7%
Safe and Quiet	16.7%
Beach and Sea	16.7%
Good Gastronomy	11.1%
Climate	11.1%
Familiar Destination	5.6%
Varied Attractions	5.6%

5.8. TOURISTS' SATISFACTION

Regarding satisfaction, interviewees identified mainly cognitive attributes (70.7%). These relate to touristic activities, such as recreation and leisure, nightlife activities, and sporting activities. Interviewees also mentioned the beaches and the sea (20.7 %) and moments of appreciating the landscape (13.8%), participating in intangible and cultural heritage experiences (13.8%), and socialisation moments with family and friends (10.3%). Other cognitive attributes related to satisfaction were mentioned but were less representative. Interviewees were also satisfied with affective attributes (29.3%). For example, relaxing experiences, enjoying quality time (16.7%), experiencing a harmonious environment (16.7%), and experiencing the accessibility of the Algarve.

The unsatisfactory moments are mostly related to cognitive attributes (86.0%). Among these, reports evolve mainly tourism infrastructures, namely the poor public transportation, bad weather, and socialisation, as people are fast drivers, and sometimes not friendly.

Interviewees also mentioned affective attributes (14.0%) that have been the source of unsatisfactory experiences. At this level, the emphasis is on the too-quiet atmosphere during winter, the lack of authenticity, especially in city centres, and the difficulty of mobility, with poor schedules for public transport.

Figure 125: Algarve's most and least satisfaction aspects from their touristic experiences at the Algarve, during high season

POSITIVE SATISFACTION	
Cognitive Attributes	70.7%
Tourist Activities	20.7%
Recreation and Leisure	50.0%
Nightlife	33.3%
Sporting Activities	16.7%
Beach and Sea	20.7%
Landscapes	13.8%
Intangible Cultural Heritage	13.8%
Gastronomy	75.0%
Carnival	25.0%
Socialisation	10.3%
Warm and good Weather	6.9%
Fauna and Flora	6.9%
Tangible Cultural Heritage	3.4%
Traditional Architecture	100.0%
Tourism Infrastructure	3.4%
Restaurants	100.0%
Affective Attributes	29.3%
Relaxation	16.7%
Quality Time	16.7%
Harmony	16.7%
Accessible	16.7%
Familiar	8.3%
Photographable	8.3%
Joy	8.3%
Great	8.3%

NEGATIVE SATISFACTION	
Cognitive Attributes	86.0%
Tourism Infrastructures	33.0%
Bad Weather	28.0%
Socialisation	17.0%
Fast Drivers	33.0%
Not Friendly People	67.0%
Value for Money	5.9%
Gastronomy	5.9%
Agitated Sea	5.9%
Ilness	5.9%
Affective Attributes	14.0%
Too Quiet Atmosphere	33.0%
Authenticity	33.0%
Difficult Mobility	33.0%

5.9. WILLINGNESS TO RECOMMEND

Regarding the willingness to recommend the tourist destination, most respondents are willing to recommend visiting the destination (with 64.3%, references), as they have experienced a positive stay. Some are also willing to encourage others to visit the destination (with 21.4% references) and to discuss positive things about the Algarve (with 14.3 % references).

Figure 126: Tourists' willingness to recommend the Algarve as a vacation destination, during high season

Recommend visiting the destination	**64.3%**
Encouraging visiting the destination	**21.4%**
Will discuss positive things about the destination	**14.3%**

STUDY 3

USER-GENERATED CONTENT ON SOCIAL MEDIA

EXPERIENCE

In the low season, 1302 posts were collected. Most respondents preferred to express their opinions and experiences on Facebook (811). This social network was also, used more recurrently by tourists to express their positive (59.1%) and negative (2.6%) feelings about their experience. On the other hand, Instagram had better performance in terms of engagement, since the ratio between the number of comments and posts was higher on Instagram (average of 25.9) than Facebook (average of 16.9). In addition, tourists' reactions were more frequent on Instagram with each post reaching 1457 likes (on average).

Sentiment analysis was also performed for the low season and results showed that Algarve had a positive feedback (3.02 on Facebook and 3.87 on Instagram) from tourists on both social networks, regarding their overall experience. All, in all, Instagram can provoke higher degree of engagement and reactions among tourists, while Facebook is used more frequently for expressing positive sentiments. Nevertheless, these results regarding Facebook and Instagram, show there is still room for improvement.

Table 4: Social media comments, engagement, and sentiments in the low season

Social Media	Facebook		Instagram		Global	
Visit Algarve	Average	Total	Average	Total	Average	Total
Number of Likes	140.15	113,664	1,457.91	715,837	637.09	829,501
Number of Comments	16.90	13,712	25.89	12,713	20.29	26,425
Number of Posts	N/A	811	N/A	491	N/A	1,302
Engagement	0.15%	N/A	2.12%	N/A	0.89%	N/A
Positive sentiment component	0.19	N/A	0.13	N/A	0.17	N/A
Negative sentiment component	0.01	N/A	0.00	N/A	0.01	N/A
Neutral sentiment component	0.80	N/A	0.86	N/A	0.82	N/A
Sentiment (-1 a +1)	0.60	N/A	0.55	N/A	0.59	N/A
Sentiment Normalized	3.02	N/A	3.87	N/A	3.96	N/A

*Normalised to a scale of 0 to 5 values

For example, following the low season results, as well as the high season, stakeholders should consider Instagram as the main platform for promoting the destination image of the Algarve and engaging with the tourists. They should also analyze the comments on Facebook to understand what tourists experienced and the sentiments expressed.

Regarding the analysis of Sentiment versus Engagement (table 4 and figure 2), Landscape (0.74) (affective dimension) followed by sentiments and emotions (0.70) (cognitive & conative dimensions) were the main categories or topics posted by tourists. Concerning Engagement, the categories or topics change to those addressing tourist activities (2.06% conative, 1.71% cognitive), and tangible heritage (2.03% affective).

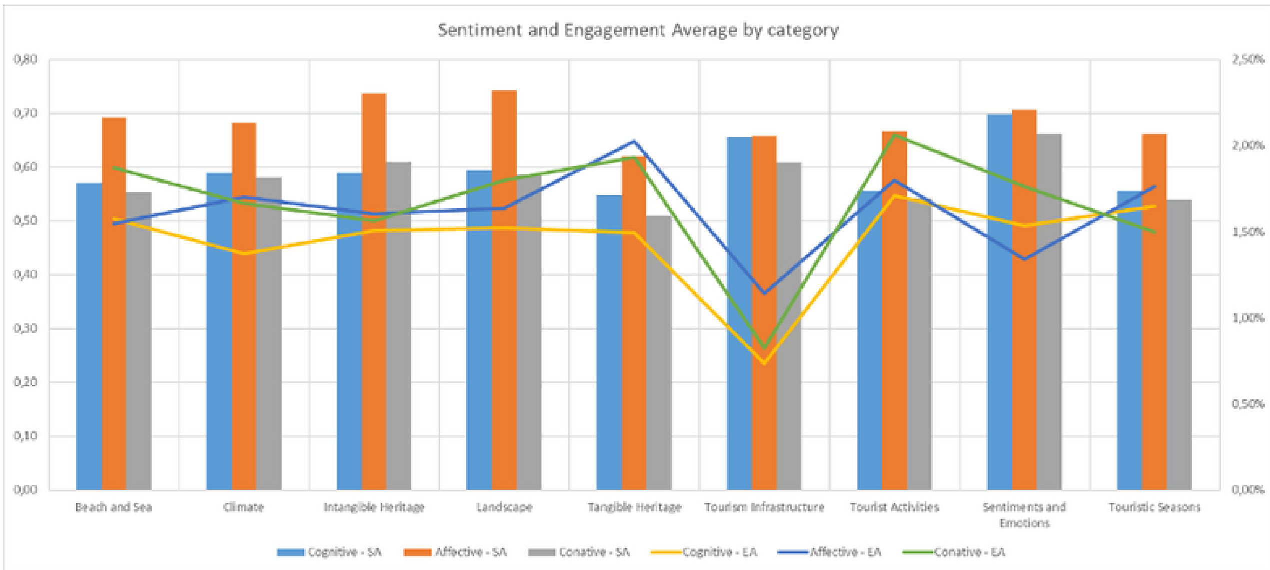
Table 5: Sentiment versus engagement analysis - Average

Category	Sentiment average			Engagement average		
	Cognitive - SA	Affective - SA	Conative - SA	Cognitive - EA	Affective - EA	Conative - EA
Beach and Sea	0,57	0,69	0,55	1,58%	1,55%	1,87%
Climate	0,59	0,68	0,58	1,37%	1,70%	1,67%
Intangible Heritage	0,59	0,74	0,61	1,51%	1,60%	1,56%
Landscape	0,59	0,74	0,59	1,52%	1,64%	1,80%
Tangible Heritage	0,55	0,62	0,51	1,49%	2,03%	1,93%
Tourism Infrastructure	0,65	0,66	0,61	0,74%	1,14%	0,83%
Tourist Activities	0,56	0,67	0,54	1,71%	1,80%	2,06%
Sentiments and Emotions	0,70	0,71	0,66	1,54%	1,34%	1,76%
Touristic Seasons	0,56	0,66	0,54	1,65%	1,76%	1,50%

The results have several implications, firstly, the destination stakeholders should consider using images related to landscape in the low season. Secondly, posts should be about positive sentiments and emotions resulting from the experiences the destination has to offer to the visitors.

Such sentiments and emotions can also be used to express tourists' behaviours (i.e., recommendation, revisiting intention, satisfaction).

Figure 127 - Sentiment and engagement by category and average - Low season



FINAL REMARKS

TurExperience is a project that used an innovative approach to study tourism in the region (Algarve) by employing a multi-method approach that included three independent studies at two different times, high and low season. Moreover, the study covered the holiday experiences at the Algarve in the reopening of the destination after successive health lockdowns due to the COVID-19 pandemic.

Another significant contribution of the study was that tourists search for private homes to stay in the summer months and luxury hotels (4- and 5-star) in the low season. Holiday visitors had shorter stays in the high season and longer stays in the low season.

Tourists' habits and behaviors at the destination are changing, nowadays more rapidly, perhaps due to two main reasons: a) the increase in private local accommodation units in the region; or b) the increasing market growth of the privately owned second homes in the Algarve. It was found that in the high season, tourists prefer activities related to the sun and sea, while in the low season, they like being engaged in leisure activities.

This was an important finding since it revealed that the destination, the Algarve, still relies mainly upon sun and sea products during the high season.

Still, this insight also offers an opportunity for the destination to create and successfully promote other tourism products besides those associated with the sun and sea.

Regarding RQ1 - How do tourists value their experiences, and how engaging and intense are these experiences? The results have shown that the tourism experience at the Algarve is overall very positive and contributes to tourists having good holidays and creating memories.

The findings also highlighted the role of aesthetic dimension in both seasons. The tourists demonstrated that they enjoyed and engaged in observing the region's landscapes, and the attractiveness of the Algarve is drawn mainly from that. Tourists have sought time off from their daily routine by enjoying their holidays and visiting friends and relatives.

In this regard, it was also found that tourists had both relaxing and pleasant experiences at the destination. These findings reinforce the need for the region's stakeholders to pay attention to the atmosphere the region triggers and awakens among its visitors. The results stress the importance of visitors' social interactions during holidays, making tourists perceive the destination as safe, family-friendly, happy, and calm.

Regarding RQ2 - How do tourists perceive the Algarve as a tourism destination considering the components of the destination's experiential image (cognitive, affective)? The results highlight that during the high season, tourists appreciated the sense of hospitality and the Algarve's Culture, Heritage, Gastronomy, good Weather/Climate, Beach, and Landscape in terms of cognitive attributes.

In the low season, the value for money and the sense of safety and security at the destination were critical for their experience and for reporting a positive evaluation of the Algarve's image. The Algarve's affective image is mainly characterized as joyful, calm, happy-friendly, safe, and secure. Whereas, during high season, the Algarve's affective image was described as a safe, family-friendly, and sunnyplace to travel, and a joyful and calm destination, especially for being pretty, pleasant, restful, and relaxing.

Regarding RQ3 - To what extent are the cognitive and affective experiential images different among segments of tourists and across touristic seasons (high and low seasons)? Our results point out that the majority of the cognitive image attributes are differently perceived across issuing markets (Portugal, Netherlands, England, Ireland, Germany, Spain, France, and Others).

Regarding the visitor status (first-time or repeat visitor), only four cognitive attributes are perceived significantly differently by those groups: Landscape, Local gastronomy, Facilities, and Environmentally oriented. Finally, among the cognitive attributes only local gastronomy was perceived differently by tourists visiting the Algarve across high and low seasons.

Regarding the affective image, our findings revealed that all attributes of the affective image are differently perceived across issuing markets. In particular, family-safe and glamorous attributes are perceived differently according to visitor status. In contrast, Family-safe and Joyful prove to be differently perceived by tourists across low and high seasons.

Regarding RQ4 - To what extent are the touristic experiences related to issuing markets, visitor status, and tourist season? The results showed that the four dimensions of the tourism experience are assessed distinctively according to the issuing markets. The diversity of experiences lived at the destination may explain this result. In addition, the intrinsic and subjective nature of tourism experiences, which are highly personal, can also provide some justification.

Regarding the visitor status, it was found that only Escapism is perceived differently by tourists. Lastly, considering the tourist season, the findings revealed that there were no significant differences in all dimensions of tourism experience between low and high seasons. This is surprising since the experiences lived during the two seasons are sometimes different, as shown in the literature (e.g., Bu tler, 1998; Kastenholz & Almeida, 2008).

Regarding RQ5 - To what extent are the tourist experiences related to the destination image? Considering the relationship between destination image factors and dimensions of the touristic experience during the high season, results show (figure 128) that only the attribute Eco-friendly destination (cognitive image) is not correlated with two dimensions of the tourism experience: Education and Entertainment.

Regarding the factors of the affective image, it was also found that a Joyful destination is not correlated with the Eco-friendly destination. All other attributes of experience are pairwise correlated with all attributes of the cognitive and affective image, and other attributes of the image are pairwise correlated with attributes of the cognitive and affective image. All these correlations are positive, except for Eco-friendly destinations versus Entertainment, Escapism, and Local culture.

During low season, results show (figure 129) that only very few factors of the affective image (e.g., Landscape, Glamorous, Aesthetics) are not correlated with other attributes. The remaining attributes of experience are pairwise positively correlated with all attributes of the cognitive and affective image, and other attributes of the image are pairwise positively correlated with attributes of the cognitive and affective image.

Regarding the RQ6 - Is COVID-19 endorsing tourists' anxiety while traveling at the Algarve? It was also found that the COVID-19 pandemic caused little anxiety on tourists' decision to travel to the Algarve and instead caused high levels of interaction, engagement, and sentiment in two of the principal social media platforms, Instagram and Facebook.

Regarding the RQ7 - What triggers tourists' engagement on social networks, namely Facebook and Instagram? The images and posts related to Landscape and Intangible heritage were the most significant elements of the destination's experiential image disclosed by tourists regarding their experience in the Algarve region. The results also demonstrated that the visitors' trust, perception of quality, and engagement, resulting from their stay (high and low seasons) at the Algarve, were very positive.

Overall, the destination provided an excellent experience to its visitors. However, work still needs to be done, and tourism stakeholders should consider creating, developing, or promoting old and new tourism products associated with education and escapism dimensions.

Despite the region being known for its Landscape, a few comments have been found that highlight the negative aspects, such as overcrowded spaces and excessive real estate construction. Such findings may impact future visitors' experiences, thus requiring the stakeholders' actions toward reducing or eliminating them.

Figure 128 - Correlation between each attribute of image and each attribute of experience – High season

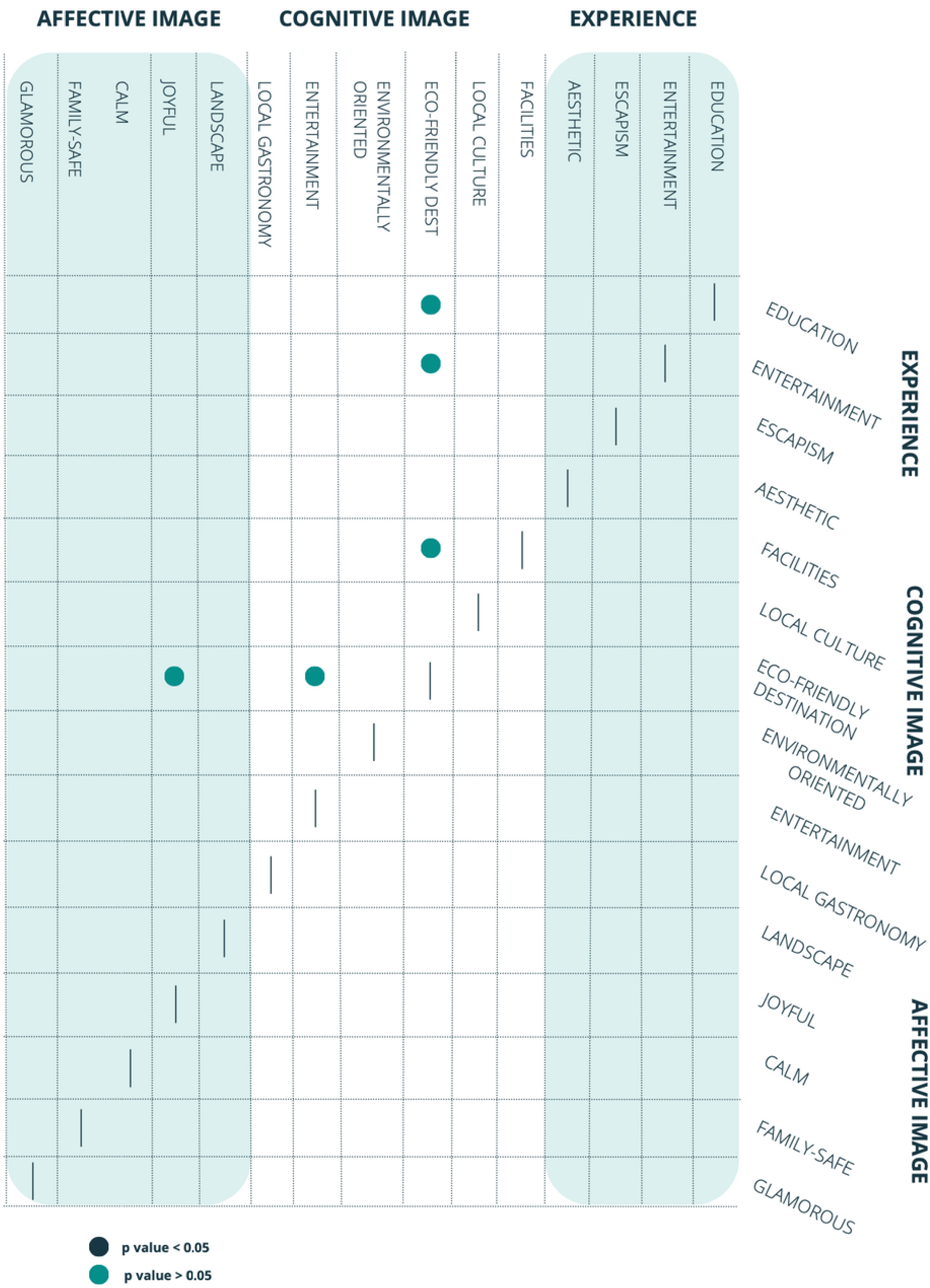
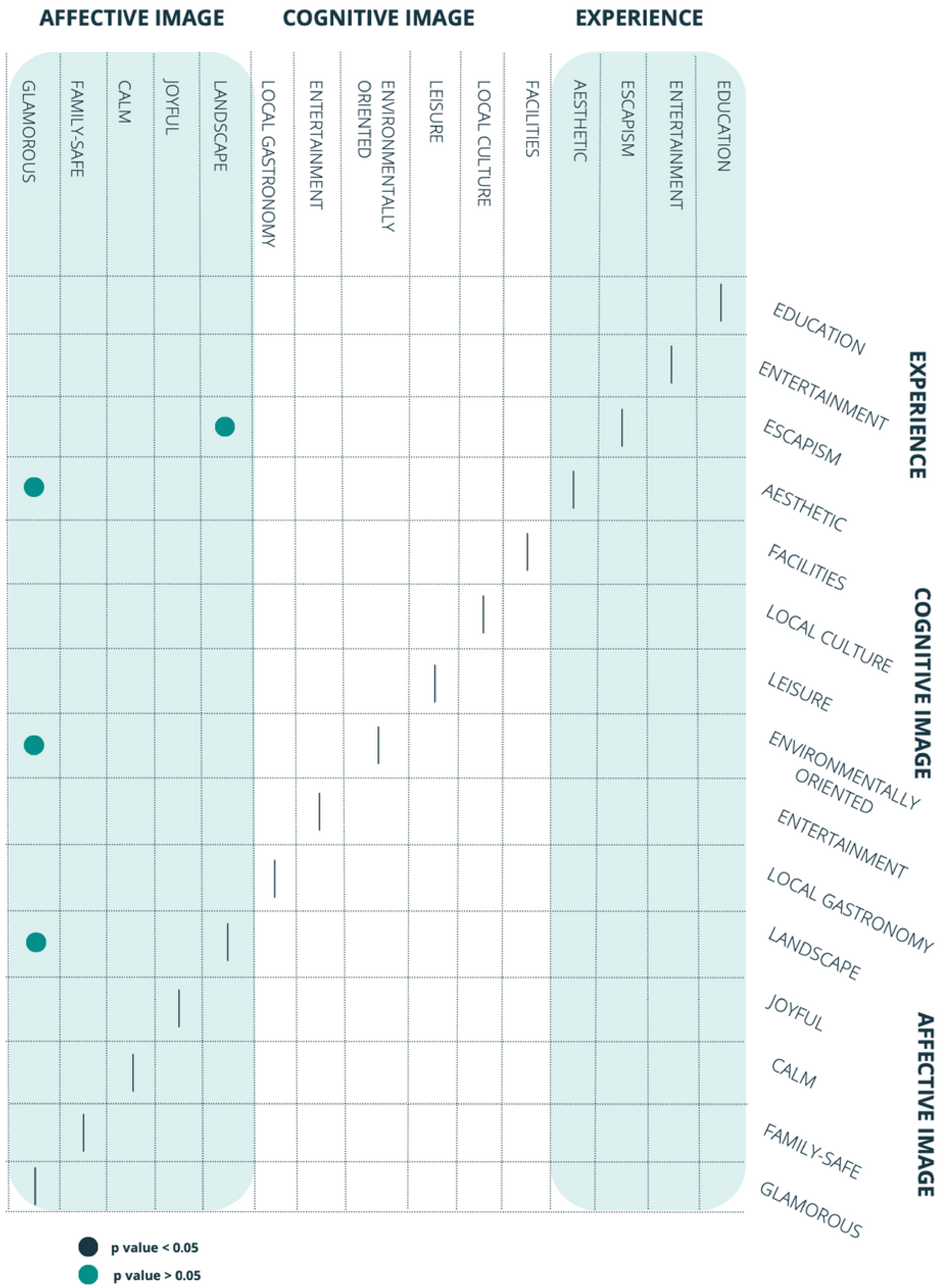


Figure 129: Correlation between each attribute of image and each attribute of experience – Low season



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APPENDIXES

A. Fact sheet Portugal: global results

Fact Sheet
Resultados globais 2022
Época alta 2021 | Época baixa 2021/22

EXPERIENCE

TUREXPERIENCE
IMPACTO DAS EXPERIÊNCIAS TURÍSTICAS NA IMAGEM DO DESTINO

PORTUGAL

www.turexperience.pt

PERFIL DO TURISTA

AMOSTRA
n = 735

GÉNERO
37.8% 61.5%
Outro (**0.7%**)

IDADE
18-24 anos (**20.1%**)
25-64 anos (**74.4%**)
+65 anos (**5.5%**)

GRAU DE ENSINO
9º ano de escolaridade (**12.8%**)
Ensino Secundário (**30.4%**)
Ensino Universitário (**56.8%**)

NÚMERO DE VISITAS
1ª visita (**9.0%**)
Visita repetida (**91.0%**)

PARCEIROS DE VIAGEM
Família (**51.0%**)
Parceiro(a) (**27.6%**)
Amigos(as) (**24.1%**)
Sozinho(a) (**8.6%**)
Colegas de trabalho (**1.5%**)
Grupo organizado/excursão (**0.7%**)

CARACTERIZAÇÃO DA VISITA AO ALGARVE

MOTIVOS DE VISITA
Férias (**81.9%**)
Visitar Amigos e Familiares (**11.2%**)
Negócios (**6.4%**)
Saúde e Bem-estar (**5.2%**)
Reunião/Convenção (**1.5%**)
Estudo/Formação (**0.8%**)
Outros (**1.0%**)

ATIVIDADES REALIZADAS
Atividades relacionadas com Sol & Mar (**31.6%**)
Lazer & Recreação (**14.0%**)
Atividades Náuticas (**11.1%**)

ALOJAMENTO
Casa de férias privada (**24.6%**)
Família/Amigos (**23.7%**)
Alojamento local (**20.7%**)
Hotel de Luxo 4*-5* (**14.0%**)
Hotel/Apartamento (**8.8%**)
Hotel/Pensão 2*-3* (**6.1%**)
Hostel (**2.7%**)
Campismo/Caravana (**0.5%**)
Outros (**0.4%**)

CIDADE ONDE FICOU ALOJADO
Vila Real de Sto. António (**21.0%**)
Loulé (**13.3%**)
Albufeira (**12.7%**)
Portimão (**11.6%**)
Faro (**9.0%**)
Tavira (**7.6%**)
Silves (**6.7%**)
Castro Marim (**5.3%**)
Outras (**8.9%**)

FONTES DE INFORMAÇÃO SOBRE O DESTINO
Família/Amigos (**75.4%**)
Experiências passadas (**63.4%**)
Internet/Redes Sociais (**43.0%**)
Publicidade (**12.5%**)
AV/Operador Turístico (**8.3%**)
Livros & Revistas (**3.9%**)
Meios de Golf (**1.9%**)
Outros (**0.5%**)

EXPERIÊNCIA DOS TURISTAS

MÉDIA GLOBAL* **3.4**

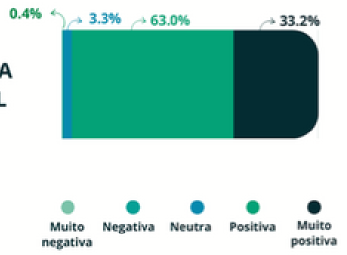
- Só de estar aqui, foi muito agradável (4.0)
- Com esta visita, escapei completamente da minha rotina (3.9)
- O cenário é muito atrativo (3.8)
- Senti-me uma pessoa diferente durante esta visita (3.0)
- Senti-me como se vivesse numa época ou lugar diferentes (2.9)
- Esta experiência permitiu-me imaginar ser outra pessoa (2.7)

(médias)

(médias)

*Escala: 1 (Discordo fortemente) a 5 (Concordo fortemente).

EXPERIÊNCIA GLOBAL



MÉDIA GLOBAL* **4.3**

EXPERIÊNCIA MEMORÁVEL

MÉDIA GLOBAL* **4.0**

- Vou lembrar muitas coisas positivas sobre o Algarve (4.0)
- Levo lembranças maravilhosas desta minha visita ao Algarve (3.9)
- Não esquecerei esta minha experiência de visita ao Algarve (3.9)

*Escala: 1 (Discordo fortemente) a 5 (Concordo fortemente). (médias)

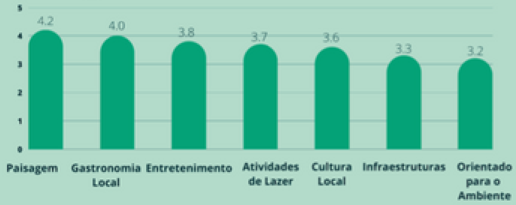
1

See at https://turexperience.pt/

A IMAGEM EXPERIENCIAL DO ALGARVE

Características Cognitivas

X̄ MÉDIA GLOBAL* **3.8**

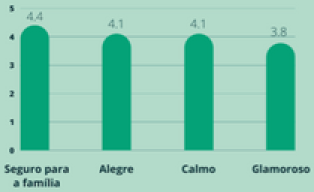


- (+) A paisagem natural é atrativa (4.2)
- (+) A paisagem é linda (4.2)
- (+) O Algarve oferece boa gastronomia (4.2)
- (−) O Algarve oferece bons serviços e equipamentos médicos (3.2)
- (−) Ambiente não poluído/intocado (3.1)
- (−) O Algarve oferece bons transportes públicos (3.1)

(médias)

Características Afetivas

X̄ MÉDIA GLOBAL* **4.1**

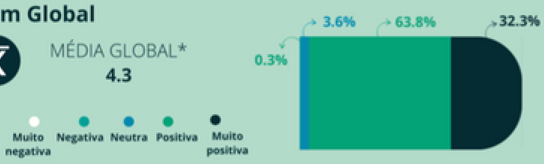


- (+) O Algarve é um lugar solarengo (4.5)
- (+) O Algarve é um lugar seguro para viajar (4.4)
- (+) O Algarve é um lugar orientado para a família (4.3)
- (−) O Algarve é um lugar tranquilo (3.9)
- (−) O Algarve é um lugar caro para o visitante (3.8)
- (−) O Algarve é um lugar luxuoso (3.7)

(médias)

Imagem Global

X̄ MÉDIA GLOBAL* **4.3**



REPUTAÇÃO DO ALGARVE

X̄ MÉDIA GLOBAL* **3.7**

- (+) O Algarve tem uma reputação muito boa (4.0)
- (+) As pessoas falam muito bem sobre o Algarve (3.9)
- (+) O Algarve tem uma reputação melhor do que outros lugares similares (3.6)
- (+) As pessoas respeitam muito este lugar (3.5)
- (−) A boa reputação do Algarve apoia-se na sua história (3.4)

(médias)

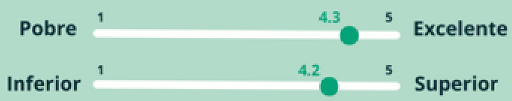
CONFIANÇA NO ALGARVE

X̄ MÉDIA GLOBAL* **3.8**

- (+) Em geral, sinto que o Algarve é confiável (3.9)
- (+) Em geral, sinto que o Algarve é um destino íntegro (3.8)
- (+) Acredito que o Algarve me fornece serviços turísticos de alta qualidade e eficientes (3.7)
- (−) Acredito que as pessoas se esforçam ao máximo para atender às minhas necessidades (3.5)

(médias)

PERCEÇÃO GLOBAL DE QUALIDADE DO ALGARVE



(médias)

***Escala**: 1 (Discordo fortemente) a 5 (Concordo fortemente).

Dos **735 turistas domésticos que participaram neste estudo** (512 em época alta e 223 em época baixa), a maioria é do género **feminino** (61.5%), com idades compreendidas entre os **25 e 64 anos** (74.4%) e com graus de **ensino Universitário** (56.8%). A maioria dos turistas domésticos são **visitantes de repetição** (91.0%), acompanhados principalmente por **familiares** (51.0%), **cônjuges/parceiros** (27.6%) ou **amigos** (24.1%) para passar **férias** (81.9%) na região Algarvia. As principais fontes de informação sobre o destino são, principalmente, **familiares/amigos/outras pessoas** (75.4%), **experiências anteriores** no destino (63.4%) e pesquisas na **Internet/Redes Sociais** (43.0%). Durante a sua visita, os turistas domésticos ficam alojados, principalmente, em **Casa de Férias Privada** (24.6%), com **Família/Amigos** (23.7%), **Alojamento Local** (Airbnb, Guest house) (20.7%) ou em **Hotéis de Luxo de 4*-5*** (14.0%). Quanto aos locais de alojamento, foram mencionadas, sobretudo, as cidades de **Vila Real de Santo António** (21.0%), **Loulé** (13.3%), **Albufeira** (12.7%), **Portimão** (11.6%), **Faro** (9.0%), **Tavira** (7.6%), **Silves** (6.7%), e **Castro Marim** (5.3%). Os turistas domésticos estiveram envolvidos, principalmente, em atividades relacionadas com o **Sol e Mar** (31.6%), **Recreio e Lazer** (14.0%) e **Náuticas** (11.1%).

As **experiências globais dos turistas domésticos** no destino Algarve apresentam-se tendencialmente positivas (média global=3.4) e classificam-se, sobretudo, na **dimensão estética** (média=3.8), na medida em que o grau de concordância dos turistas é, em média, mais elevado em relação às seguintes afirmações contidas na escala: *estar no Algarve foi muito agradável* (média=4.0) e *o cenário na região é muito atrativo* (média=3.8). Ainda assim, os turistas concordam ter tido oportunidade para *escapar à realidade* (3.8). Para os turistas domésticos respondentes no âmbito deste estudo *a* sua experiência no Algarve não foi suficientemente intensa ao ponto de lhes *permitir imaginar ser outra pessoa* (média=2.7), *sentir que estavam a viver num tempo ou lugar diferentes* (média=2.9) ou *sentirem-se pessoas diferentes durante a sua estada* (média=3.0). Relativamente às **memórias** desta experiência turística no Algarve (média global=4.0), os turistas respondentes admitem *falar muito positivamente sobre o destino* (média=4.0), admitem *que terão memórias maravilhosas sobre esta experiência* (média=3.9) ou que não *esquecerão facilmente a sua experiência no Algarve* (média=3.9).

Os turistas portugueses têm uma **imagem do Algarve globalmente positiva** (média global=4.3). Na sua perspetiva, a dimensão **funcional** ou **cognitiva da imagem do Algarve** (média global=3.8) caracteriza-se, sobretudo, pela *beleza* (média=4.2) da *paisagem natural* (média=4.2) e pela *qualidade da gastronomia local* (média=4.0). Contudo, não estão convencidos de que a imagem do Algarve possa ser caracterizada por ter um *ambiente não poluído/intocado* (mean=3.1) ou por *oferecer bons transportes públicos* (média=3.1) ou *bons serviços e equipamentos médicos* (média=3.2).

No que diz respeito à **imagem afetiva** ou **atmosfera do destino** (média global=4.1), os turistas respondentes caracterizam a região como um *lugar seguro para a família* (média=4.4), *alegre* (média=4.1) e *calmo* (média=4.1). Os seguintes atributos - *o Algarve é um local solarengo (média=4,5), seguro para viajar* (média=4.4) e *orientado para a família* (4.3) - caracterizam a dimensão principal da imagem afetiva do destino. Além disso, o Algarve é, ainda, associado, embora de forma mais ténue, a uma *atmosfera tranquila* (3.9), *cara* (média=3.8) e *glamorosa* (média =3.8).

Os turistas domésticos tendem a concordar que *o Algarve tem uma* **reputação** *muito boa* (média=4.0), admitem vir a *falar muito bem do Algarve* (3,9), que a região *que tem uma reputação melhor do que outros destinos semelhantes* (média=3.6) e que as *pessoas respeitam muito o destino* (média=3.5). Contudo, tendem a discordar com a possibilidade da *boa reputação do Algarve ser apoiada na história da região* (média=3.4).

Quanto à **confiança no destino**, os turistas domésticos, em média, sentem que podem *confiar na região* (média global=3.8), uma vez que consideram que o destino, de uma forma geral, é *digno de confiança* (média=3.9), usufrui de *altíssima integridade* (média=3.8) e acreditam que *o Algarve forneceu a estes turistas serviços turísticos de alta qualidade e eficientes* (média=3.7). Contudo, os turistas não acreditam tanto que no Algarve *as pessoas tenham dado o seu melhor para satisfazer as necessidades dos turistas* (média=3.5).

No que diz respeito à **perceção da qualidade global desta região turística**, a maioria dos respondentes domésticos classifica-a como *boa* (média=4.3) ou um *tanto superior* (média=4.2).

ENVOLVIMENTO DOS TURISTAS COM A SUA EXPERIÊNCIA NO ALGARVE

MÉDIA GLOBAL* **3.7**

- Sinto-me bem quando visito o Algarve (4.1)
- Visitar o Algarve faz-me feliz (4.0)
- Senti-me mentalmente presente enquanto estive no Algarve (3.8)
- Esta visita ao Algarve estimulou o meu interesse em aprender mais sobre o lugar (3.6)
- Visito muito o Algarve em comparação com outros destinos (3.6)
- Sempre que visito o Algarve, eu uso serviços locais (transportes públicos, saúde, ...) (2.8)

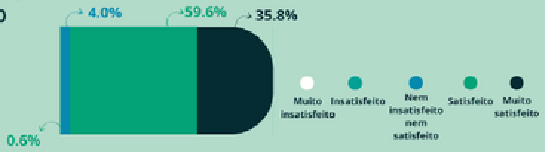
(médias)

SATISFAÇÃO COM A VISITA

MÉDIA GLOBAL* **4.0**

- Eu realmente gostei muito (4.1)
- É exatamente o que eu precisava (4.0)
- A minha escolha foi uma escolha sábia (3.9)

(médias)



LEALDADE DOS TURISTAS

MÉDIA GLOBAL* **4.1**

- Supondo que as minhas circunstâncias atuais se mantêm, eu tenciono regressar (4.2)
- Vou falar coisas positivas sobre esta experiência com a minha família e/ou amigos (4.1)
- Vou incentivar os meus amigos e/ou familiares a visitar o Algarve (4.0)

(médias)

PROPENSÃO PARA A BUSCA DE NOVIDADE EM CONTEXTO DE FÉRIAS

MÉDIA GLOBAL* **4.7**

- Nas minhas férias, gosto de visitar novos destinos (4.1)
- Gosto de revisitar os mesmos destinos porque sei o que esperar (3.6)
- Nas minhas férias, visito destinos bastante exóticos e desconhecidos (3.3)

(médias)

CONTEÚDO GERADO PELOS TURISTAS NAS REDES SOCIAIS

Partilhou as suas experiências desta viagem nas redes sociais?

Através das plataformas:

40.0% 29.8% 22.9%

***Escala:** 1 (Discordo fortemente) a 5 (Concordo fortemente).

ESCALA DE ANSIEDADE PARA VIAJAR DURANTE A PANDEMIA (COVID-19)

MÉDIA GLOBAL* **2.7**

A COVID-19 traz-me grande preocupação relativamente à forma como me desloco no Algarve **média=2.9**

A COVID-19 fez-me pensar muito sobre medidas de precaução a adotar antes de viajar para o Algarve **média=3.2**

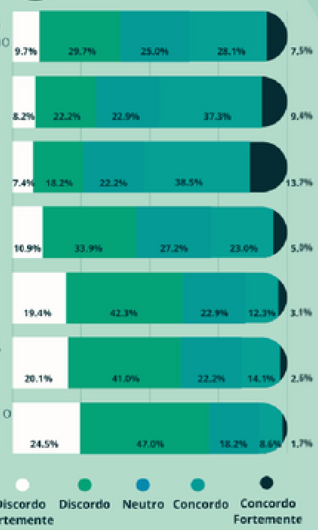
Devido à COVID-19, em viagem, penso frequentemente em evitar contacto próximo com outras pessoas. **média=3.3**

Pensar na COVID-19 deixou-me desconfortável, enquanto planeava as minhas férias no Algarve **média=2.8**

Devido à COVID-19 tenho receio de arriscar a minha vida nesta viagem para o Algarve **média=2.4**

Quando vejo notícias sobre a COVID-19, fico nervoso(a) ou ansioso(a) quanto à viagem para o Algarve **média=2.4**

Não me sinto seguro(a) para viajar para o Algarve por causa da COVID-19 **média=2.2**



O **envolvimento** dos turistas domésticos na sua experiência de visita ao Algarve é globalmente positivo (média global=3.7), sobretudo na sua dimensão **afetiva**, pois os respondentes concordam que se *sentem bem quando visitam o Algarve* (média=4.1), *são felizes* (média=4.0) e *sentem-se mentalmente envolvidos durante a visita* (média=3.8). Além disso, acreditam que *o Algarve estimulou o seu interesse em aprender mais* (média=3.6) e *tendem a visitar mais a região do Algarve em comparação com outros destinos* (média=3.6).

Os turistas domésticos, em média, estão **globalmente satisfeitos** (média=4.0) com as suas experiências turísticas no Algarve, uma vez que a maioria considera-se *satisfeito* (59.6%) ou *muito satisfeito* (35.8%). Nomeadamente, porque *gostaram muito* (média=4.1), esta experiência foi *exatamente o que precisaram* (média=4.0) e a *decisão de visitar o Algarve é considerada sábia* (mean=3.9).

Os turistas domésticos tendem a ser **globalmente leais ao destino** (média global=4.1), pois *consideram visitar novamente a região do Algarve se as suas circunstâncias atuais permanecerem as mesmas* (média=4,2), admitem *discutir coisas positivas sobre as suas férias com amigos e/ou família* (média=4.1) e tencionam *incentivar outros a visitar o destino* (média=4.0).

De um modo geral, os turistas domésticos admitem considerar seriamente a procura de **novos destinos em viagens futuras** (média global=4.7). Mais especificamente, os respondentes tendem a concordar que *tentam visitar novos destinos durante as suas férias* (média=4.1), embora também admitam *gostar de regressar ao mesmo destino onde já sabem o que esperar* (média=3.6). Contudo, não se mostram tão *interessados em visitar destinos bastante exóticos ou desconhecidos* (média=3.3).

A maioria dos turistas do mercado britânico tenciona partilhar, nas **redes sociais**, as suas experiências turísticas no Algarve (55.7%), recorrendo principalmente ao *Instagram* (40.0%), *Facebook* (29.8%) e *Whatsapp* (22.9%).

No regresso ao "novo normal" após os sucessivos confinamentos durante a **pandemia COVID-19**, os turistas domésticos que visitam a região não demonstram estar ansiosos pelo contexto pandémico. Os turistas domésticos *sentem-se seguros no Algarve e não têm medo de arriscar as suas vidas quando viajam*. Apesar do contexto pandémico, *não ficam nervosos nem ansiosos ao ver notícias sobre a COVID-19, não se sentem desconfortáveis ao pensar na COVID-19 enquanto planeavam as suas férias no Algarve e estão menos preocupados com as suas deslocações no Algarve*. Pelo contrário, as principais fontes de ansiedade são a necessidade de *evitar o contacto próximo com outras pessoas* e *as medidas de precaução a adotar antes de viajar para o Algarve*.

Estudo desenvolvido por:

Estudo financiado por:

Referência do projeto:
Este trabalho é financiado por fundos FEDER através do Programa Operacional Regional do Algarve - CRESC Algarve 2020 no âmbito do projeto SAICT-ALG/39588/2018

B. Fact sheet United Kingdom: global results

Fact Sheet

Resultados globais 2022
Época alta 2021 | Época baixa 2021/22

EXPERIENCE

TUREXPERIENCE
IMPACTO DAS EXPERIÊNCIAS TURÍSTICAS NA IMAGEM DO DESTINO

REINO UNIDO

www.turexperience.pt

PERFIL DO TURISTA

AMOSTRA
n = **664**

GÉNERO
43.0% **56.5%**
Outro (**0.5%**)

IDADE
18-24 anos (**15.9%**)
25-64 anos (**75.0%**)
+65 anos (**9.1%**)

GRAU DE EDUCAÇÃO
9º ano de escolaridade (**3.5%**)
Ensino Secundário (**28.7%**)
Ensino Universitário (**67.8%**)

NÚMERO DE VISITAS
1ª visita (**26.6%**)
Visita repetida (**73.4%**)

PARCEIROS DE VIAGEM
Família (**49.1%**)
Parceiro(a) (**31.5%**)
Amigos(as) (**18.7%**)
Sozinho(a) (**8.6%**)
Colegas de trabalho (**1.1%**)
Grupo organizado/excursão (**0.5%**)

CARACTERIZAÇÃO DA VISITA AO ALGARVE

MOTIVOS DE VISITA
Férias (**86.0%**)
Visitar Amigos e Familiares (**11.0%**)
Negócios (**1.5%**)
Saúde e Bem-estar (**2.3%**)
Reunião/Convenção (**0.9%**)
Estudo/Formação (**0.8%**)
Outros (**0.8%**)

ATIVIDADES REALIZADAS
Atividades relacionadas com Sol & Mar (**19.1%**)
Atividades Náuticas (**18.2%**)
Lazer & Recreação (**17.5%**)
Restauração e gastronomia (**10.7%**)

ALOJAMENTO
Hotel de Luxo 4* - 5* (**27.3%**)
Casa de férias privada (**25.9%**)
Família/Amigos (**14.5%**)
Hotel/Apartamento (**13.0%**)
Alojamento local (**9.5%**)
Hotel/Pensão 2* - 3* (**6.6%**)
Hostel (**3.0%**)
Campismo/Caravana (**0.6%**)
Outros (**1.2%**)

CIDADE ONDE FICOU ALOJADO
Albufeira (**23.7%**)
Loulé (**23.2%**)
Faro (**8.8%**)
Lagos (**12.4%**)
Lagoa (**7.2%**)
Tavira (**4.7%**)
Portimão (**4.3%**)
Vila do Bispo (**4.1%**)
Olhão (**3.6%**)
Silves (**2.2%**)
Outros (**2.2%**)

FONTES DE INFORMAÇÃO SOBRE O DESTINO
Família & Amigos (**75.9%**)
Experiências passadas (**55.4%**)
Internet/Redes Sociais (**39.9%**)
Publicidade (**11.9%**)
AV/Operador Turístico (**10.8%**)
Meios de Golf (**9.8%**)
Livros & Revistas (**4.8%**)
Outros (**0.3%**)

EXPERIÊNCIA DOS TURISTAS

MÉDIA GLOBAL* **3.5**

- ⊕ Só de estar aqui, foi muito agradável (4.2)
- ⊕ O cenário é muito atrativo (4.2)
- ⊕ Esta experiência transmitiu-me uma verdadeira sensação de harmonia (3.8)
- ⊖ Esta foi uma verdadeira experiência de aprendizagem (3.4)
- ⊖ Senti-me uma pessoa diferente durante esta visita (3.3)
- ⊖ Esta experiência permitiu-me imaginar ser outra pessoa (3.1)

(médias)

ABSORÇÃO

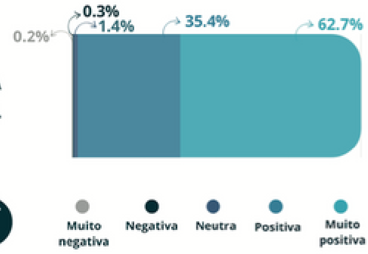
PARTICIPAÇÃO PASSIVA

PARTICIPAÇÃO ATIVA

IMERSÃO

***Escala**: 1 (Discordo fortemente) a 5 (Concordo fortemente). (médias)

EXPERIÊNCIA GLOBAL



MÉDIA GLOBAL* **4.6**

EXPERIÊNCIA MEMORÁVEL

MÉDIA GLOBAL* **4.4**

- ⊕ Vou lembrar muitas coisas positivas sobre o Algarve (4.4)
- ⊕ Levo lembranças maravilhosas desta minha visita ao Algarve (4.4)
- ⊕ Não esquecerei esta minha experiência de visita ao Algarve (4.4)

(médias)

***Escala**: 1 (Discordo fortemente) a 5 (Concordo fortemente).

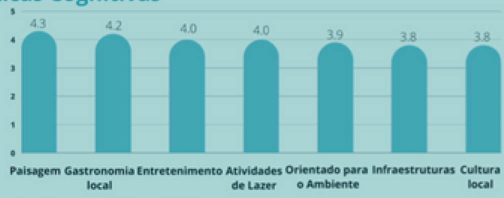
1

See at https://turexperience.pt/

A IMAGEM EXPERIENCIAL DO ALGARVE

Características Cognitivas

X̄ MÉDIA GLOBAL* **4.0**

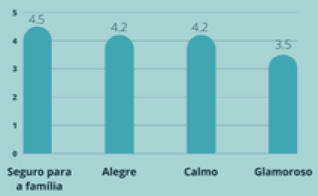


- ➕ A paisagem é linda (4.4)
- ➕ A paisagem natural é atrativa (4.3)
- ➕ O Algarve oferece boa gastronomia (4.3)
- ➕ A gastronomia local é atrativa (4.3)
- ➖ Ambiente não poluído/intocado (3.7)
- ➖ O Algarve oferece bons transportes públicos (3.7)
- ➖ O Algarve oferece bons serviços e equipamentos médicos (3.7)
- ➖ O artesanato é atrativo/interessante (3.6)

(médias)

Características Afetivas

X̄ MÉDIA GLOBAL* **4.5**

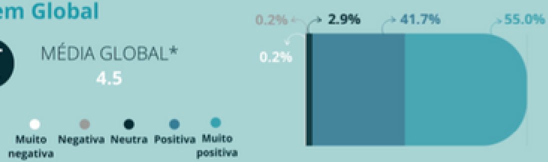


- ➕ O Algarve é um lugar solarengo (4.7)
- ➕ O Algarve é um lugar seguro para viajar (4.5)
- ➕ O Algarve é um lugar agradável/amigável (4.4)
- ➖ O Algarve é um lugar caro para o visitante (3.1)

(médias)

Imagem Global

X̄ MÉDIA GLOBAL* **4.5**



REPUTAÇÃO DO ALGARVE

X̄ MÉDIA GLOBAL* **4.1**

- ➕ O Algarve tem uma reputação muito boa (4.3)
- ➕ As pessoas falam muito bem sobre o Algarve (4.3)
- ➕ As pessoas respeitam muito este lugar (4.1)
- ➕ O Algarve tem uma reputação melhor do que outros lugares similares (4.0)
- ➕ A boa reputação do Algarve apoia-se na sua história (4.0)

(médias)

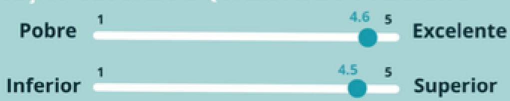
CONFIANÇA NO ALGARVE

X̄ MÉDIA GLOBAL* **4.2**

- ➕ Acredito que as pessoas se esforçam ao máximo para atender às minhas necessidades (4.3)
- ➕ Em geral, sinto que o Algarve é confiável (4.2)
- ➕ Em geral, sinto que o Algarve é um destino íntegro (4.2)
- ➕ Acredito que o Algarve me fornece serviços turísticos de alta qualidade e eficientes (4.2)

(médias)

PERCEÇÃO GLOBAL DE QUALIDADE DO ALGARVE



(médias)

***Escala**: 1 (Discordo fortemente) a 5 (Concordo fortemente).

Dos **664** turistas do mercado britânico que participaram neste estudo (465 em época alta e 199 em época baixa), a maioria é do género **feminino** (56.5%), com idades compreendidas entre os **25 e 64 anos** (75.0%) e com graus de **ensino universitário** (67.8%). A maioria é **visitante de repetição** (73.4%), faz-se acompanhar principalmente por **familiares** (49.1%), **cônjuges/parceiros** (31.5%) ou **amigos** (18.7%), para passar **férias** (86.0%) na região. As principais fontes de informação sobre o destino são **familiares/amigos** (75.9%), **experiências anteriores** no destino (55.4%) e pesquisas na **Internet/Redes Sociais** (39.9%). Durante a sua visita, os turistas do mercado inglês ficam alojados, principalmente,, em **Hotéis de Luxo de 4*-5*** (27.3%), **casa de Férias Privada** (25.9%), com **Família/Amigos** (14.5%), **Hotel/Apartamento** (13.0%), **Alojamento Local** (Airbnb, Guest house) (9.5%) ou em **Hotéis/Pensões de 2*-3*** (6.6%). Quanto às cidades de alojamento, foram mencionadas, sobretudo, **Albufeira** (23.7%), **Loulé** (23.2%), **Lagos** (12.4%), **Faro** (8.8%) e **Lagoa** (7.2%). Os turistas do mercado inglês estiveram envolvidos, principalmente, em atividades relacionadas com o **Sol e Mar** (19.1%), **Náuticas** (18.2%), **Recreio e Lazer** (17.5%), **Restauração e Gastronomia** (10.7%).

As **experiências globais dos turistas do mercado britânico** no Algarve apresentam-se tendencialmente muito positivas (média global=4.6) e classificam-se, sobretudo, na **dimensão estética** (média=3.9), pois o grau de concordância dos turistas é, em média, mais elevado em relação às seguintes afirmações contidas na escala: *estar no Algarve foi muito agradável* (média=4.2) e *o cenário na região é muito atrativo* (média=4.2). Ainda assim, os turistas concordam que a *experiência no destino lhes transmitiu uma verdadeira sensação de harmonia* (3.8). Pelo contrário, concordam menos com as seguintes afirmações: *a estada no Algarve foi uma verdadeira experiência de aprendizagem* (3.4), *sentiram-se pessoas diferentes durante a sua estada no Algarve* (média=3.3) e a *experiência no Algarve permitiu-lhes imaginar ser outra pessoa* (3.1). Relativamente às **memórias** que os turistas do mercado britânico têm das suas experiências no destino do Algarve, os resultados são considerados positivos (média global=4.4), uma vez que os turistas respondentes admitem que *terão memórias maravilhosas sobre esta experiência* (média=4.4) ou que *não esquecerão facilmente a sua experiência no Algarve* (média=4.4).

Os turistas deste mercado têm uma **imagem do Algarve globalmente positiva** (média global=4.5). Na sua perspetiva, a dimensão **funcional** ou **cognitiva da imagem desta região** (média global=4.0) caracteriza-se, sobretudo, pela *beleza* (média=4.4) da *paisagem natural* (média=4.3), pela *qualidade* (média=4.3) *e atratividade* (média=4.3) *da gastronomia local*. Contudo, ainda que com uma avaliação positiva, os turistas britânicos não estão convencidos de que a imagem do Algarve possa ser caracterizada por ter um *ambiente não poluído/intocado* (média=3.7), por *oferecer bons transportes públicos* (média=3.7), por oferecer *bons serviços e equipamentos médicos* (média=3.7) ou por ter um *artesanato atrativo ou interessante* (média=3.6).

No que diz respeito à **imagem afetiva** ou **atmosfera do destino** (média global=4.5), os turistas respondentes caracterizam a região como um *lugar seguro para a família* (média=4.5), *alegre* (média=4.2) e *calmo* (média=4.2). Os seguintes atributos - *o Algarve é um local solarengo (média=4.7), seguro para viajar* (média=4.5) e *agradável/amigável* (4.4) - caracterizam a dimensão principal da imagem afetiva do destino. Para este mercado, o Algarve não é um lugar *caro* (média=3.1).

O mercado britânico tende a concordar que *o Algarve tem uma* **reputação** *tem uma reputação muito boa* (média=4.3), que *as pessoas falam muito bem sobre o Algarve* (média=4.3) e que *respeitam muito o destino* (média=4.1). Além disso, os turistas do mercado inglês tendem a concordar que o Algarve tem uma *reputação melhor que outros destinos semelhantes* (média=4.0) e que a *boa reputação do destino está apoiada na história da região* (média=4.0).

Quanto à **confiança no destino**, os turistas do mercado britânico, em média, sentem que podem *confiar na região* (média global=4.2), pois, de uma forma geral, *as pessoas dão o seu melhor para satisfazer as necessidades dos turistas* (média=4.3), o destino é *digno de confiança* (média=4.2), usufrui de *altíssima integridade* (média=4.2) e *o Algarve fornece serviços turísticos de alta qualidade e eficientes* (média=4.2).

No que diz respeito à **perceção da qualidade global desta região turística**, a maioria dos respondentes classifica-a como *excelente* (média=4.6) ou *superior* (média=4.5).

ENVOLVIMENTO DOS TURISTAS COM A SUA EXPERIÊNCIA NO ALGARVE

MÉDIA GLOBAL* 3.9

- ⊕ Sinto-me bem quando visito o Algarve (4.3)
- ⊕ Visitar o Algarve faz-me feliz (4.3)
- ⊕ Sinto-me muito otimista quando visito o Algarve (4.2)
- ⊖ Sempre que visito o Algarve, eu uso serviços locais (transportes públicos, saúde, ...) (3.2)

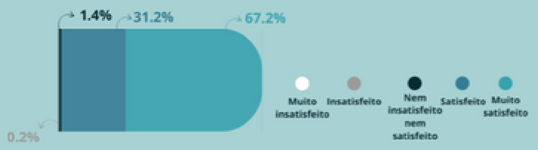
(médias)

SATISFAÇÃO COM A VISITA

MÉDIA GLOBAL* 4.4

- ⊕ Eu realmente gostei muito (4.5)
- ⊕ É exatamente o que eu precisava (4.4)
- ⊕ A minha escolha foi uma escolha sábia (4.4)

(médias)



LEALDADE DOS TURISTAS

MÉDIA GLOBAL* 4.4

- ⊕ Supondo que as minhas circunstâncias atuais se mantêm, eu tenciono regressar (4.4)
- ⊕ Vou falar coisas positivas sobre esta experiência com a minha família e/ou amigos (4.4)
- ⊕ Vou incentivar os meus amigos e/ou familiares a visitar o Algarve (4.4)

(médias)

PROPENSÃO PARA A BUSCA DE NOVIDADE EM CONTEXTO DE FÉRIAS

MÉDIA GLOBAL* 3.5

- ⊕ Gosto de revisitar os mesmos destinos porque sei o que esperar (3.7)
- ⊖ Nas minhas férias, gosto de visitar novos destinos (3.4)
- ⊖ Nas minhas férias, visito destinos bastante exóticos e desconhecidos (3.3)

(médias)

CONTEÚDO GERADO PELOS TURISTAS NAS REDES SOCIAIS

Partilhou as suas experiências desta viagem nas redes sociais?

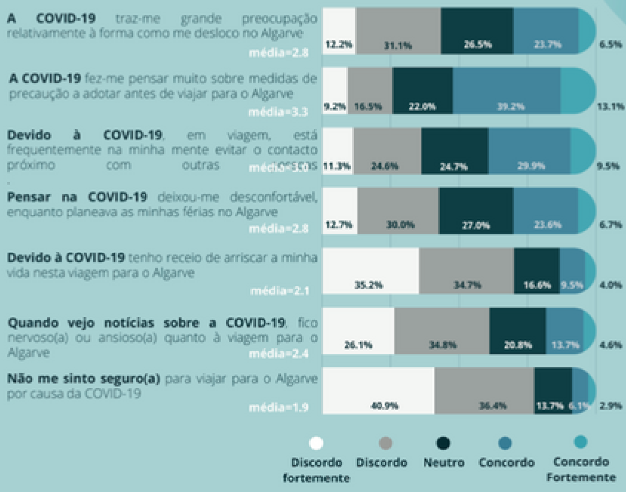
Através das plataformas:

37.5% 34.2% 21.4%

*Escala: 1 (Discordo fortemente) a 5 (Concordo fortemente).

ESCALA DE ANSIEDADE PARA VIAJAR DURANTE A PANDEMIA (COVID-19)

MÉDIA GLOBAL* 2.6



O **envolvimento** dos turistas deste mercado com a sua experiência de visita ao Algarve é globalmente positivo (média global=3.9), sobretudo na sua dimensão **afetiva**, pois os respondentes concordam que se *sentem bem quando visitam o Algarve* (média=4.3), *são felizes* (média=4.3) e *sentem-se otimistas quando visitam a região* (média=4.2). Porém, sempre que visitam o destino, não tendem a utilizar os *serviços locais (transportes públicos, saúde, ...)* (média=3.2).

Este mercado, em média, está ***satisfeita*** (31.2%) ou *muito satisfeita* (67.2%) com esta experiência, pois admitem que *gostaram muito* (média=4.5) desta experiência que correspondeu *exatamente ao que precisavam* (média=4.4). *A decisão de visitar o Algarve é considerada sábia* (mean=4.4).

Estes turistas tendem a ser **globalmente leais ao destino** (média global=4.4), pois *consideram visitar novamente a região do Algarve se as suas circunstâncias atuais permanecerem as mesmas* (média=4.4), admitem *discutir coisas positivas sobre as suas férias com os seus amigos e/ou família* (média=4.4) e tencionam *incentivar outros a visitar o destino* (média=4.4).

De um modo geral, os turistas do mercado britânico admitem considerar a procura de **novos destinos em viagens futuras** (média global=3.5), embora admitam gostar de regressar ao mesmo destino onde já sabem o que esperar (média=3.7). Contudo, não se mostram convictos em relação à possibilidade de *visitar novos destinos durante as suas férias* (média=3.4) ou *em visitar destinos bastante exóticos ou desconhecidos* (média=3.3).

A maioria dos turistas do mercado britânico tenciona partilhar, nas **redes sociais**, as suas experiências turísticas no Algarve (60.7%), recorrendo principalmente ao *Instagram* (37.5%), *Facebook* (34.2%) e *Whatsapp* (21.4%).

No regresso ao "novo normal" após os sucessivos confinamentos durante a **pandemia COVID-19**, os turistas britânicos que visitaram a região não demonstraram estar ansiosos pelo contexto pandémico. De um modo geral, *sentem-se seguros no Algarve, não têm medo de arriscar as suas vidas quando viajam e não ficam nervosos nem ansiosos ao ver notícias sobre a COVID-19*. Apesar do contexto pandémico, dizem-se *menos preocupados com as suas deslocações no Algarve* e admitem *não se sentir desconfortáveis ao pensar na COVID-19 enquanto planeavam as suas férias no Algarve*. Pelo contrário, as principais fontes de ansiedade são *o contacto próximo com outras pessoas e medidas de precaução a adotar antes de viajar para o Algarve*.

Estudo desenvolvido por: UAlg Universidade do Algarve; CinTurs Research Centre for Tourism, Sustainability and Well-being

Estudo financiado por: FCT Fundação para a Ciência e a Tecnologia; CRESC Algarve 2020; Portugal 2020; União Europeia Fundo Europeu de Desenvolvimento Regional

Referência do projeto:
Este trabalho é financiado por fundos FEDER através do Programa Operacional Regional do Algarve - CRESC Algarve 2020 no âmbito do projeto SAICT-ALG/39588/2018

C. Fact sheet Germany: global results

Fact Sheet

Resultados globais 2022
Época alta 2021| Época baixa 2021/22

EXPERIENCE

TUREXPERIENCE
IMPACTO DAS EXPERIÊNCIAS TURÍSTICAS NA IMAGEM DO DESTINO

ALEMANHA

www.turexperience.pt

PERFIL DO TURISTA

AMOSTRA
n = **225**

GÉNERO
42.0% 57.6%
Outro (**0.4%**)

IDADE
18-24 anos (**27.5%**)
25-64 anos (**69.3%**)
+65 anos (**3.2%**)

GRAU DE ENSINO
9º ano de escolaridade (**6.7%**)
Ensino Secundário (**32.9%**)
Ensino Universitário (**60.5%**)

NÚMERO DE VISITAS
1ª visita (**49.1%**)
Visita repetida (**50.9%**)

PARCEIROS DE VIAGEM
Família (**34.7%**)
Parceiro(a) (**34.7%**)
Amigos(as) (**24.4%**)
Sozinho(a) (**14.7%**)
Colegas de trabalho (**3.1%**)
Grupo organizado/excursão (**0.9%**)

CARACTERIZAÇÃO DA VISITA AO ALGARVE

MOTIVOS DE VISITA
Férias (**87.1%**)
Visitar Amigos e Familiares (**9.3%**)
Negócios (**2.7%**)
Saúde e Bem-estar (**2.2%**)
Reunião/Convenção (**1.3%**)
Estudo/Formação (**0.9%**)
Outros (**1.3%**)

ATIVIDADES REALIZADAS
Atividades Náuticas (**22.4%**)
Atividades Sol & Mar (**18.1%**)
Lazer & Recreação (**13.7%**)

ALOJAMENTO
Hotel de Luxo 4* - 5* (**26.7%**)
Alojamento local (**20.4%**)
Casa de férias privada (**19.1%**)
Família/Amigos (**13.3%**)
Hostel (**8.4%**)
Hotel-Apartamento (**7.1%**)
Hotel/Pensão 2* - 3* (**5.3%**)
Campismo/Caravana (**4.0%**)
Outros (**0.9%**)

CIDADE ONDE FICOU ALOJADO
Lagos (**24.9%**)
Albufeira (**16.2%**)
Faro (**10.8%**)
Lagoa (**10.8%**)
Portimão (**8.1%**)
Tavira (**7.6%**)
Loulé (**5.9%**)
Vila do Bispo (**5.9%**)
Aljezur (**3.8%**)
Tavira (**3.2%**)
Outras (**10.1%**)

FONTES DE INFORMAÇÃO SOBRE O DESTINO
Família & Amigos (**74.2%**)
Internet/Redes Sociais (**48.9%**)
Experiências passadas (**37.3%**)
Livros & Revistas (**10.7%**)
AV/Operador Turístico (**10.2%**)
Publicidade (**6.7%**)
Meios de Golf (**4.9%**)
Outros (**1.8%**)

EXPERIÊNCIA DOS TURISTAS

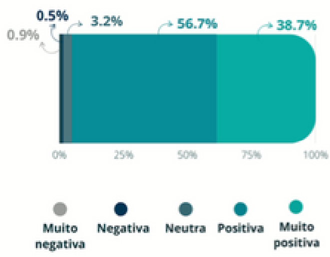
MÉDIA GLOBAL* **3.4**

- + Só de estar aqui, foi muito agradável (4.3)
- + Esta experiência transmitiu-me uma verdadeira sensação de harmonia (3.9)
- + O cenário é muito atrativo (4.1)
- − Com esta visita, escapei completamente da minha rotina (3.0)
- − Senti-me uma pessoa diferente durante esta visita (2.9)
- − Esta experiência permitiu-me imaginar ser outra pessoa (2.7)

(médias)

***Escala**: 1 (Discordo fortemente) a 5 (Concordo fortemente). (médias)

EXPERIÊNCIA GLOBAL



MÉDIA GLOBAL* **4.3**

EXPERIÊNCIA MEMORÁVEL

MÉDIA GLOBAL* **4.3**

- + Não esquecerei esta minha experiência de visita ao Algarve (4.4)
- + Vou lembrar muitas coisas positivas sobre o Algarve (4.3)
- + Levo lembranças maravilhosas desta minha visita ao Algarve (4.3)

(médias)

***Escala**: 1 (Discordo fortemente) a 5 (Concordo fortemente).

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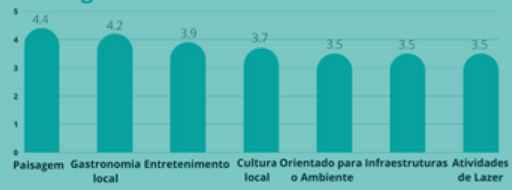
See at https://turexperience.pt/

A IMAGEM EXPERIENCIAL DO ALGARVE

Características Cognitivas

MÉDIA GLOBAL* 3.7

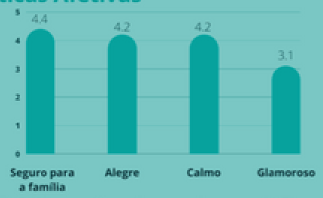


- ➕ A paisagem natural é atrativa (4.5)
- ➕ O cenário é lindo (4.4)
- ➕ O Algarve oferece boa gastronomia (4.3)
- ➕ Existem atividades ao ar livre (4.1)
- ➕ A gastronomia local é atrativa (4.1)
- ➕ Os desportos aquáticos estão disponíveis (4.1)
- ➖ O Algarve oferece good golf facilities (3.4)
- ➖ O Algarve oferece bons transportes públicos (3.3)
- ➖ O Algarve oferece bons serviços e equipamentos médicos (3.2)

(médias)

Características Afetivas

MÉDIA GLOBAL* 4.4

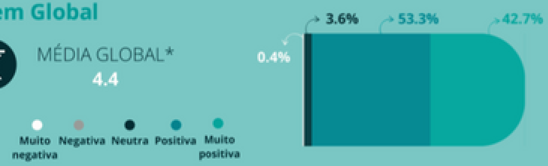


- ➕ O Algarve é um lugar solarengo (4.7)
- ➕ O Algarve é um lugar bonito (4.5)
- ➕ O Algarve é um lugar agradável/amigável (4.4)
- ➖ O Algarve é um lugar caro para o visitante (3.0)

(médias)

Imagem Global

MÉDIA GLOBAL* 4.4



REPUTAÇÃO DO ALGARVE

MÉDIA GLOBAL* 3.8

- ➕ O Algarve tem uma reputação muito boa (4.1)
- ➕ As pessoas falam muito bem sobre o Algarve (4.0)
- ➕ As pessoas respeitam muito este lugar (3.8)
- ➕ O Algarve tem uma reputação melhor do que outros lugares similares (3.7)
- ➖ A boa reputação do Algarve apoia-se na sua história (3.4)

(médias)

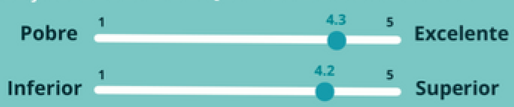
CONFIANÇA NO ALGARVE

MÉDIA GLOBAL* 3.9

- ➕ Acredito que as pessoas se esforçam ao máximo para atender às minhas necessidades (4.0)
- ➕ Em geral, sinto que o Algarve é confiável (3.9)
- ➕ Acredito que o Algarve me fornece serviços turísticos de alta qualidade e eficientes (3.9)
- ➕ Em geral, sinto que o Algarve é um destino íntegro (3.8)

(médias)

PERCEÇÃO GLOBAL DE QUALIDADE DO ALGARVE



(médias)

***Escala**: 1 (Discordo fortemente) a 5 (Concordo fortemente).

Dos **225 turistas do mercado alemão que participaram neste estudo** (159 em época alta e 66 em época baixa), a maioria é do género **feminino** (57.6%), com idades compreendidas entre os **25 e 64 anos** (69.3%) e com graus de **ensino Universitário** (60.5%). A maioria dos turistas domésticos são **visitantes de repetição** (50.9%), acompanhados principalmente por **familiares** (34.7%), **cônjuges/parceiros** (34.7%) ou **amigos** (24.4%). Cerca de 15% viajam **sozinhos/as** (14.7%). Larga maioria dos respondentes estão em **férias** (87.1%). As principais fontes de informação sobre o destino são **familiares/amigos** (74.2%), pesquisas na **Internet/Redes Sociais** (48.9%) e **experiências anteriores** no destino (37.3%). Durante a sua visita, os turistas domésticos ficam alojados, principalmente, em **Hotéis de Luxo de 4*-5*** (26.7%), **Alojamento Local** (Airbnb, Guest house) (20.4%), **Casa de Férias Privada** (19.1%) ou com **Família/Amigos** (13.3%). Quanto aos locais de alojamento, foram mencionadas, sobretudo, as cidades de **Albufeira** (16.2%), **Lagos** (24.9%), **Faro** (10.8%), **Lagoa** (10.8%), **Portimão** (8.1%), e **Tavira** (7.6%). Os turistas do mercado alemão estiveram envolvidos, principalmente, em **Atividades Náuticas** (22.4%), **Sol e Mar** (18.1%) e **Recreio e Lazer** (13.7%).

As **experiências globais dos turistas do mercado alemão** no destino Algarve são positivas (média global=4.3) e classificam-se, sobretudo, na **dimensão estética** (média=4.0), pois o grau de concordância dos turistas é, em média, mais elevado em relação às seguintes afirmações contidas na escala: *estar no Algarve foi muito agradável* (média=4.3) e *o cenário na região é muito atrativo* (média=4.1). Ainda assim, os turistas concordam ter vivido *uma experiência que lhes proporcionou uma verdadeira sensação de harmonia na região* (média=3.9). Pelo contrário, os turistas do mercado alemão respondentes no âmbito deste estudo discordam das seguintes afirmações: *a experiência no Algarve permitiu-me imaginar ser outra pessoa* (média=2.9), *sentiram que conseguiram escapar completamente da rotina* (média=3.0) ou *que puderam imaginar ser outra pessoa durante a sua estada no destino* (média=2.7). Relativamente às **memórias** que têm das suas experiências no destino do Algarve, os resultados são considerados positivos (média global=4.3), pois admitem que não *esquecerão facilmente a sua experiência no Algarve* (média=4.4), *que terão memórias maravilhosas sobre esta experiência* (média=4.3) ou que *lembrarão muitas coisas positivas sobre o destino* (média=4.3).

Os turistas do mercado alemão têm uma **imagem do Algarve globalmente positiva** da região (média global=4.4). Na sua perspectiva, a dimensão **funcional** ou **cognitiva da imagem do Algarve** (média global=3.7) caracteriza-se, sobretudo, pela *beleza* (média=4.4) e *atratividade da paisagem natural* (média=4.5), pela *qualidade da gastronomia local* (média=4.3), por *existirem atividades disponíveis ao ar livre* (média=4.1) ou pela oferta de *desportos aquáticos* (média=4.1). Contudo, não estão convencidos de que a imagem do Algarve possa ser caracterizada por *oferecer boas infraestruturas para golfe* (média=3.4), *bons transportes públicos* (média=3.3) ou *bons serviços e equipamentos médicos* (média=3.2).

No que diz respeito à **imagem afetiva** ou **atmosfera do destino** (média global=4.4), os turistas respondentes caracterizam a região como um *lugar seguro para a família* (média=4.4), *alegre* (média=4.2) e *calmo* (média=4.2). Por outro lado, os turistas do mercado alemão são indiferentes à ideia de se tratar de um lugar com *glamour* (média=3.1).

Os turistas deste mercado tendem a concordar que *o Algarve tem uma* **reputação** positiva (média global=3.8) e admitem que as pessoas *falam muito bem do Algarve* (4.0), *respeitam muito o destino* (média=3.8) e que a região *tem uma reputação melhor do que outros destinos semelhantes* (média=3.7). Contudo, não é claro que a *boa reputação do Algarve seja apoiada na história da região* (média=3.4).

Quanto à **confiança no destino**, os turistas do mercado alemão, em média, sentem que podem *confiar na região* (média global=3.9), pois consideram que *as pessoas no Algarve dão o seu melhor para satisfazer as necessidades dos turistas* (média=4.0), que o destino, de uma forma geral, é *digno de confiança* (média=3.9), que *forneceu a serviços turísticos de alta qualidade e eficientes* (média=3.9) e que a região usufrui de *altíssima integridade* (média=3.8).

No que diz respeito à **perceção da qualidade global desta região turística**, a maioria dos respondentes do mercado alemão classifica-a como *boa* (média=4.3) ou um *tanto superior* (média=4.2).

ENVOLVIMENTO DOS TURISTAS COM A SUA EXPERIÊNCIA NO ALGARVE

MÉDIA GLOBAL* 3.7

- Visitar o Algarve faz-me feliz (4.1)
- Sinto-me muito otimista quando visito o Algarve (4.1)
- Sinto-me bem quando visito o Algarve (4.1)
- Sempre que visito o Algarve, eu uso serviços locais (transportes públicos, saúde, ...) (3.3)
- Passei muito tempo a visitar o Algarve, em comparação com outros destinos (3.2)
- Visito muito o Algarve em comparação com outros destinos (3.1)

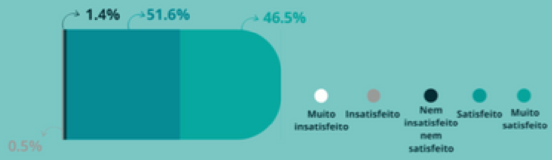
(médias)

SATISFAÇÃO COM A VISITA

MÉDIA GLOBAL* 4.4

- Eu realmente gostei muito (4.5)
- É exatamente o que eu precisava (4.4)
- A minha escolha foi uma escolha sábia (4.4)

(médias)



LEALDADE DOS TURISTAS

MÉDIA GLOBAL* 4.2

- Vou falar coisas positivas sobre esta experiência com a minha família e/ou amigos (4.3)
- Supondo que as minhas circunstâncias atuais se mantêm, eu tenciono regressar (4.2)
- Vou incentivar os meus amigos e/ou familiares a visitar. o Algarve (4.2)

(médias)

PROPENSÃO PARA A BUSCA DE NOVIDADE EM CONTEXTO DE FÉRIAS

MÉDIA GLOBAL* 3.3

- Nas minhas férias, gosto de visitar novos destinos (3.5)
- Gosto de revisitar os mesmos destinos porque sei o que esperar (3.4)
- Nas minhas férias, visito destinos bastante exóticos e desconhecidos (3.2)

(médias)

CONTEÚDO GERADO PELOS TURISTAS NAS REDES SOCIAIS

Partilhou as suas experiências desta viagem nas redes sociais?

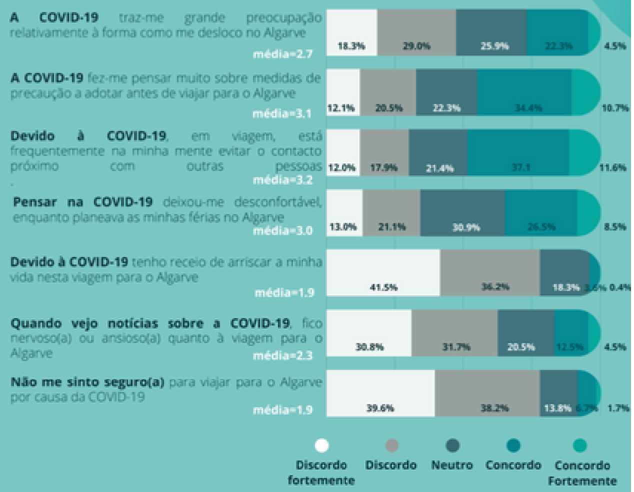
Através das plataformas:

36.0% 32.9% 10.7%

***Escala**: 1 (Discordo fortemente) a 5 (Concordo fortemente).

ESCALA DE ANSIEDADE PARA VIAJAR DURANTE A PANDEMIA (COVID-19)

MÉDIA GLOBAL* 2.6



O **envolvimento** dos turistas do mercado alemão na sua experiência de visita ao Algarve é globalmente positivo (média global=3.7), sobretudo na sua dimensão **afetiva**, pois os respondentes concordam que *visitar o Algarve lhes proporciona felicidade* (média=4.1), sentem-se *otimistas* (média=4.1) e *bem* (média=4.1) quando visitam a região. Por outro lado, *passaram menos tempo a visitar o Algarve* (média=3.2) ou *visitam menos a região (média=3.1), em comparação com outros destinos*.

Os turistas do mercado alemão, em média, consideram-se **globalmente satisfeitos** (média=4.4) com as suas experiências turísticas no Algarve, uma vez que a maioria se considera *satisfeita* (51.6%) ou *muito satisfeita* (46.5%). Nomeadamente, porque *gostaram muito* (média=4.5), foi *exatamente o que precisaram* (média=4.4) e a *decisão de visitarem o Algarve é considerada sábia* (mean=4.4).

Os turistas do mercado alemão tendem a ser **globalmente leais ao destino** (média global=4.2), pois admitem *discutir coisas positivas sobre as suas férias com os seus amigos e/ou família* (média=4.3), *consideram visitar novamente a região do Algarve se as suas circunstâncias atuais permanecerem as mesmas* (média=4,2) e tencionam *incentivar outros a visitar o destino* (média=4.2).

De um modo geral, em média, os turistas do mercado alemão permanecem em dúvida sobre a procura de **novos destinos em viagens futuras** (média global=3.3). Os respondentes admitem *gostar de regressar ao mesmo destino onde já sabem o que esperar* (média=3.5) e não mostram tanto interesse em *visitar novos destinos durante as suas férias* (média=3.4) ou *em visitar destinos bastante exóticos ou desconhecidos* (média=3.2).

A maioria dos turistas do mercado alemão tenciona partilhar, nas **redes sociais**, as suas experiências turísticas no Algarve (54.0%), recorrendo, principalmente, ao *Instagram* (36.0%), *Whatsapp* (32.9%) e *Snapchat* (10.7%).

No regresso ao "novo normal" após os sucessivos confinamentos durante a **pandemia COVID-19**, os turistas do mercado alemão que visitam a região não demonstram estar ansiosos pelo contexto pandémico. *Sente-se seguros no Algarve , não ficam nervosos nem ansiosos ao ver notícias sobre a COVID-19, não têm medo de arriscar as suas vidas quando viajam* e estão menos *preocupados comas suas deslocações no Algarve*. Pelo contrário, as principais fontes de ansiedade são o *contacto próximo com outras pessoas* ou as *medidas de precaução a adotar antes da viagem*.

Estudo desenvolvido por:

UAlg UNIVERSIDADE DO ALGARVE · CINTURS Research Centre for Tourism, Sustainability and Well-being

Estudo financiado por:

FCT Fundação para a Ciência e a Tecnologia · CRESC ALGARVE 2020 · PORTUGAL 2020 · UNIÃO EUROPEIA Fundo Europeu de Desenvolvimento Regional

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D. Fact sheet Spain: global results

Fact Sheet

Resultados globais 2022

Época alta 2021 | Época baixa 2021/22

EXPERIENCE

TUREXPERIENCE

IMPACTO DAS EXPERIÊNCIAS TURÍSTICAS NA IMAGEM DO DESTINO

ESPANHA

www.turexperience.pt

PERFIL DO TURISTA

AMOSTRA
n = **211**

GÉNERO
42.1% | 57.9%

IDADE
18-24 anos (**24.3%**)
25-64 anos (**73.3%**)
+65 anos (**2.4%**)

GRAU DE ENSINO
9º ano de escolaridade (**2.0%**)
Ensino Secundário (**18.7%**)
Ensino Universitário (**79.3%**)

NÚMERO DE VISITAS
1ª visita (**56.9%**)
Vsita repetida (**43.1%**)

PARCEIROS DE VIAGEM
Família (**35.5%**)
Parceiro(a) (**35.5%**)
Amigos(as) (**30.3%**)
Sozinho(a) (**6.2%**)
Colegas de trabalho (**3.3%**)
Grupo organizado/excursão (**1.4%**)

CARACTERIZAÇÃO DA VISITA AO ALGARVE

MOTIVOS DE VISITA
Férias (**83.9%**)
Visitar Amigos e Familiares (**10.0%**)
Saúde e Bem-estar (**4.7%**)
Negócios (**3.3%**)
Reunião/Convenção (**1.4%**)
Estudo/Formação (**1.4%**)
Outros (**0.5%**)

ATIVIDADES REALIZADAS
Atividades Sol & Mar (**27.0%**)
Atividades Náuticas (**23.1%**)
Touring & Sightseeing (**15.7%**)

ALOJAMENTO
Alojamento local (**24.6%**)
Hotel de Luxo 4*-5* (**23.2%**)
Hotel-Apartmento (**14.2%**)
Hotel/Pensão 2*-3* (**13.3%**)
Família/Amigos (**11.4%**)
Hostel (**11.4%**)
Casa de férias privada (**8.5%**)
Campismo/Caravana (**2.8%**)

CIDADE ONDE FICOU ALOJADO
Albufeira (**25.7%**)
Faro (**25.7%**)
Lagos (**13.7%**)
Portimão (**8.0%**)
Olhão (**6.3%**)
Vila Real de Sto. António (**5.7%**)
Loulé (**4.0%**)
Lagoa (**3.4%**)
Outras (**6.4%**)

FONTE DE INFORMAÇÃO SOBRE O DESTINO
Família & Amigos (**73.9%**)
Internet/Redes Sociais (**65.9%**)
Experiências passadas (**36.0%**)
Publicidade (**19.4%**)
Livros & Revistas (**9.0%**)
AV/Operador Turístico (**5.7%**)
Meios de Golf (**3.8%**)
Outros (**0.9%**)

EXPERIÊNCIA DOS TURISTAS

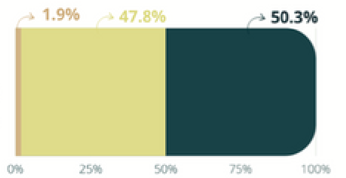
MÉDIA GLOBAL* **3.5**

+ O cenário é muito atrativo (4.2)
+ Só de estar aqui, foi muito agradável (4.1)
+ Esta experiência transmitiu-me uma verdadeira sensação de harmonia (4.0)

− Eu senti-me como se vivesse numa época ou lugar diferentes (3.2)
− Eu senti-me uma pessoa diferente durante esta visita (2.8)
− Esta experiência permitiu-me imaginar ser outra pessoa (2.9)

*Escala varia de 1 (Discordo fortemente) a 5 (Concordo fortemente).

EXPERIÊNCIA GLOBAL



MÉDIA GLOBAL* **4.5**

EXPERIÊNCIA MEMORÁVEL

MÉDIA GLOBAL* **4.3**

+ Vou lembrar muitas coisas positivas sobre o Algarve (4.4)
+ Levo lembranças maravilhosas desta minha visita ao Algarve (4.4)
+ Não esquecerei esta minha experiência de visita ao Algarve (4.3)

*Escala varia de 1 (Discordo fortemente) a 5 (Concordo fortemente). (médias)

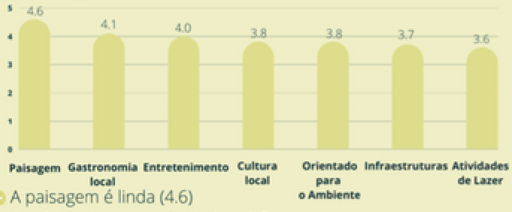
1

See at https://turexperience.pt/

A IMAGEM EXPERIENCIAL DO ALGARVE

Características Cognitivas

MÉDIA GLOBAL*
3.9

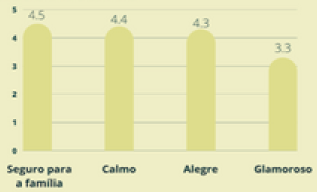


- ⊕ A paisagem é linda (4.6)
- ⊕ A paisagem natural é atrativa (4.6)
- ⊕ O Algarve oferece boa gastronomia (4.4)
- ⊕ Existem atividades ao ar livre (4.2)
- ⊕ O Algarve oferece boa relação qualidade-preço (4.1)
- ⊕ Os desportos aquáticos estão disponíveis (4.2)
- ⊖ O Algarve oferece bons serviços e equipamentos médicos (3.5)
- ⊖ O Algarve oferece boas infrastruturas para golfe (3.5)

(médias)

Características Afetivas

MÉDIA GLOBAL*
4.5

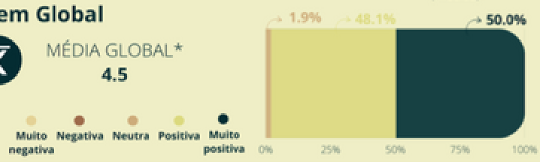


- ⊕ O Algarve é um lugar solarengo (4.7)
- ⊕ O Algarve é um lugar bonito (4.6)
- ⊕ O Algarve é um lugar agradável/amigável (4.5)
- ⊕ O Algarve é um lugar seguro para viajar (4.5)
- ⊕ O Algarve é um lugar interessante (4.4), feliz (4.4) e relaxante (4.4)
- ⊖ O Algarve é um lugar caro para o visitante (3.0)

(médias)

Imagem Global

MÉDIA GLOBAL*
4.5



***Escala**: 1 (Discordo fortemente) a 5 (Concordo fortemente).

REPUTAÇÃO DO ALGARVE

MÉDIA GLOBAL*
3.9

- ⊕ As pessoas falam muito bem sobre o Algarve (4.3)
- ⊕ O Algarve tem uma reputação muito boa (4.2)
- ⊕ As pessoas respeitam muito este lugar (3.9)
- ⊕ O Algarve tem uma reputação melhor do que outros lugares similares (3.7)
- ⊕ A boa reputação do Algarve apoia-se na sua história (3.7)

(médias)

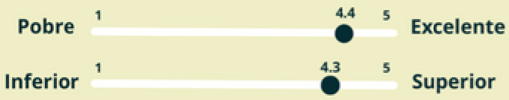
CONFIANÇA NO ALGARVE

MÉDIA GLOBAL*
4.1

- ⊕ Em geral, sinto que o Algarve é confiável (4.2)
- ⊕ Acredito que o Algarve me fornece serviços turísticos de alta qualidade e eficientes (4.1)
- ⊕ Acredito que as pessoas se esforçam ao máximo para atender às minhas necessidades (4.0)
- ⊕ Em geral, sinto que o Algarve é um destino íntegro (4.0)

(médias)

PERCEÇÃO GLOBAL DE QUALIDADE DO ALGARVE



(médias)

***Escala**: 1 (Discordo fortemente) a 5 (Concordo fortemente).

Dos **211 turistas do mercado espanhol que participaram neste estudo** (138 em época alta e 73 em época baixa) a maioria é do género **feminino** (57.9%), com idades compreendidas entre os **25 e 64 anos** (73.3%) e com graus de **ensino Universitário** (79.3%). A maioria dos turistas do mercado espanhol **visitam o Algarve pela primeira vez** (56.9%), viajam acompanhados principalmente por **familiares** (35.5%), **cônjuges/parceiros** (35.5%) ou **amigos** (30.3%) para passar **férias** (83.9%) na região Algarvia. As principais fontes de informação sobre o destino são **familiares/amigos** (73.9%), pesquisas na **Internet/Redes Sociais** (65.9%), **experiências anteriores** no destino (36.0%) e **Publicidade** sobre a região (19.4%). Durante a sua visita, os turistas do mercado espanhol ficam alojados, principalmente, em **Alojamento Local** (Airbnb, Guest house) (24.6%), **Hotéis de Luxo de 4*-5*** (23.2%), **Hotel/Apartamento** (14.2%), **Hotéis/Pensões de 2*-3*** (13.3%), **Família/Amigos** (11.4%) ou em **Hostels** (11.4%). Quanto aos locais de alojamento, foram mencionadas, sobretudo, as cidades de **Albufeira** (25.7%), **Faro** (25.7%) e **Lagos** (13.7%). Os turistas do mercado espanhol estiveram envolvidos, principalmente, em atividades relacionadas com o **Sol e Mar** (27.0%), **Náuticas** (23.1%) e **Touring/Sightseeing** (15.7%).

As **experiências globais dos turistas do mercado espanhol** no destino Algarve apresentam-se tendencialmente muito positivas (média global=4.5) e classificam-se, sobretudo, na **dimensão estética** (média=3.9). O grau de concordância dos turistas é, em média, mais elevado em relação às seguintes afirmações contidas na escala: *o cenário é muito atrativo* (média=4.2), *estar no Algarve foi muito agradável* (média=4.1) e *a experiência no Algarve transmitiu aos turistas uma verdadeira sensação de harmonia* (média=4.0). Pelo contrário, os turistas do mercado espanhol respondentes no âmbito deste estudo discordam das seguintes afirmações: *sentiram que estavam a viver num tempo ou lugar diferentes* (média=3.2), eta experiência permitiu-lhes *sentir* (média=2.9) ou *imaginar ser outra pessoa* (média=2.8). Relativamente às **memórias** que os turistas do mercado espanhol têm das suas experiências no destino do Algarve, os resultados são considerados positivos (média global=4.3), uma vez que os turistas respondentes admitem *que vão lembrar muitas coisas positivas sobre o destino* (média=4.4), *que terão memórias maravilhosas sobre esta experiência* (média=4.4) e que não *esquecerão facilmente a sua experiência no Algarve* (média=4.3).

Os turistas do mercado espanhol têm uma **imagem do Algarve globalmente muito positiva** (média global=4.5). A dimensão **funcional** ou **cognitiva da imagem do Algarve** (média global=3.9) caracteriza-se, sobretudo, pela *beleza* (média=4.6) e *atratividade da paisagem natural* (média=4.6), pela *oferta de uma boa gastronomia* (média=4.4), pela *oferta de atividades ao ar livre* (média=4.2), *desportos aquáticos* (média=4.2) e por *oferecer uma boa relação qualidade-preço* (média=4.1).

No que diz respeito à **imagem afetiva** ou **atmosfera do destino** (média global=4.5), os turistas do mercado espanhol caracterizam a região como um *lugar seguro para a família* (média=4.5), *calmo* (média=4.4) e *alegre* (média=4.3). Os seguintes atributos - *o Algarve é um local solarengo* (média=4.7), *bonito* (média=4.6), *agradável/amigável* (média=4.5), *um lugar seguro para viajar* (média=4.5), *interessante* (média=4.4), *feliz* (média=4.4) e *relaxante* (média=4.4) - caracterizam a dimensão principal da imagem afetiva do destino. Por outro lado, o *glamour é um atributo menos associados à imagem do Algarve (média=3.3). Este segmento* não considera que a região seja *um lugar caro para o visitante (média=3.0).*

Os turistas do mercado espanhol tendem a concordar que *o Algarve tem uma* **reputação** positiva (média global=3.9) e admitem vir a *falar muito bem do Algarve* (4.3), que a região *que tem uma reputação muito boa (média=4.2), que as pessoas respeitam muito o destino (média=3.9), que a região tem uma reputação melhor do que outros destinos semelhantes* (média=3.7) e, na perspetiva dos turistas espanhóis, a *boa reputação do Algarve tende a estar apoiada na história da região* (média=3.7).

Quanto à **confiança no destino**, os turistas deste mercado, em média, sentem que podem confiar na região (média global=4.1), uma vez que consideram que o destino, de uma forma geral, é *digno de confiança* (média=4.2), *fornece serviços turísticos de alta qualidade e eficientes* (média=4.1), acreditam que *as pessoas dão o seu melhor para satisfazer as necessidades dos turistas* (média=4.0) e que a região usufrui de *altíssima integridade* (média=4.0).

No que diz respeito à **perceção da qualidade global desta região turística**, a maioria dos respondentes do mercado espanhol classifica-a como *boa* (média=4.4) ou um *tanto superior* (média=4.3).

ENVOLVIMENTO DOS TURISTAS COM A SUA EXPERIÊNCIA NO ALGARVE

MÉDIA GLOBAL*
3.7

- Sinto-me bem quando visito o Algarve (4.2)
- Visitar o Algarve faz-me feliz (4.1)
- Sinto-me muito otimista quando visito o Algarve (4.0)
- Passei muito tempo a visitar o Algarve, em comparação com outros destinos (3.3)
- Sempre que visito o Algarve, eu uso serviços locais (transportes públicos, saúde, ...) (3.2)
- Visito muito o Algarve em comparação com outros destinos (3.1)

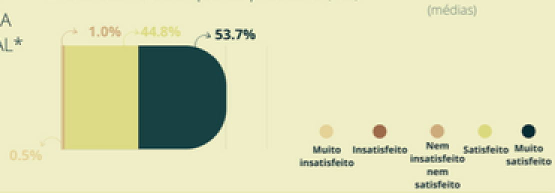
(médias)

SATISFAÇÃO COM A VISITA

MÉDIA GLOBAL*
4.3

- A minha escolha foi uma escolha sábia (4.4)
- Eu realmente gostei muito (4.3)
- É exatamente o que eu precisava (4.2)

(médias)



LEALDADE DOS TURISTAS

MÉDIA GLOBAL*
4.3

- Vou falar coisas positivas sobre esta experiência com a minha família e/ou amigos (4.4)
- Vou incentivar os meus amigos e/ou familiares a visitar o Algarve (4.3)
- Supondo que as minhas circunstâncias atuais se mantêm, eu tenciono regressar (4.1)

(médias)

PROPENSÃO PARA A BUSCA DE NOVIDADE EM CONTEXTO DE FÉRIAS

MÉDIA GLOBAL*
3.6

- Nas minhas férias, gosto de visitar novos destinos (4.1)
- Nas minhas férias, visito destinos bastante exóticos e desconhecidos (3.6)
- Gosto de re-visitar os mesmos destinos porque sei o que esperar (3.1)

(médias)

CONTEÚDO GERADO PELOS TURISTAS NAS REDES SOCIAIS

Partilhou as suas experiências desta viagem nas redes sociais?

Através das plataformas:

58.3% 38.9% 25.1%

***Escala**: 1 (Discordo fortemente) a 5 (Concordo fortemente).

ESCALA DE ANSIEDADE PARA VIAJAR DURANTE A PANDEMIA (COVID-19)

MÉDIA GLOBAL*
2.7

A COVID-19 traz-me grande preocupação relativamente à forma como me desloco no Algarve
média=2.8

A COVID-19 fez-me pensar muito sobre medidas de precaução a adotar antes de viajar para o Algarve
média=3.1

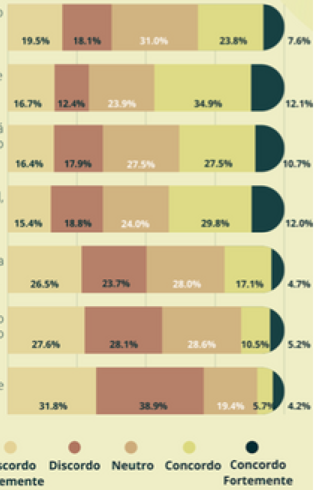
Devido à COVID-19, em viagem, está frequentemente na minha mente evitar o contacto próximo com outras pessoas
média=3.2

Pensar na COVID-19 deixou-me desconfortável, enquanto planeava as minhas férias no Algarve
média=3.0

Devido à COVID-19 tenho receio de arriscar a minha vida nesta viagem para o Algarve
média=1.9

Quando vejo notícias sobre a COVID-19, fico nervoso(a) ou ansioso(a) quanto à viagem para o Algarve
média=2.3

Não me sinto seguro(a) para viajar para o Algarve por causa da COVID-19
média=1.9



O **envolvimento** dos turistas do mercado espanhol nesta visita ao Algarve é globalmente positivo (média global=3.7), sobretudo na sua dimensão **afetiva**, pois os respondentes concordam que se *sentem bem quando visitam o Algarve* (média=4.2), *são felizes* (média=4.1) e *sentem-se otimistas (média=4.0)*. Pelo contrário, os turistas espanhóis *passaram menos tempo a visitar o Algarve, em comparação com outros destinos (média=3.3)*, não tendem *a utilizar serviços locais (transportes públicos, saúde, ...) (média=3.2) e admitem que visitam menos o Algarve, em comparação com outros destinos (média=3.1)*.

Os turistas deste mercado, em média, sentem-se **globalmente satisfeitos** (média=4.3) - *satisfeitos* (44.8%) ou *muito satisfeitos* (53.7%) - e consideram que a decisão de visitar a região é *sábia* (média=4.4), *gostaram muito desta experiência* (média=4.3), a qual correspondeu *exatamente ao que precisavam* (média=4.2).

Os turistas do mercado espanhol tendem a ser **globalmente leais ao destino** (média global=4.3), pois admitem *discutir coisas positivas sobre as suas férias com os seus amigos e/ou família* (média=4.4), tencionam *incentivar outros a visitar o destino* (média=4.0) e equacionam *visitar novamente a região do Algarve se as suas circunstâncias atuais permanecerem as mesmas* (média=4.1).

De um modo geral, os turistas do mercado espanhol admitem considerar **novos destinos em viagens futuras** (média global=3.6), pois admitem que *tentam visitar novos destinos durante as suas férias* (média=4.1) e mostram-se interessados em *visitar destinos bastante exóticos ou desconhecidos* (média=3.6). Por outro lado, não se mostram tão interessados em *regressar ao mesmo destino onde já sabem o que esperar* (média=3.1).

A maioria dos turistas do mercado espanhol tenciona partilhar, nas **redes sociais**, as suas experiências turísticas no Algarve (71.8%), recorrendo, principalmente, ao *Instagram* (58.3%), *Whatsapp* (38.9%) e *Facebook* (25.1%).

No regresso ao "novo normal" após os sucessivos confinamentos durante a **pandemia COVID-19**, os turistas do mercado espanhol que visitam a região não demonstram estar ansiosos pelo contexto pandémico, pois *sentem-se seguros no Algarve* (média=1.9), *não têm medo de arriscar as suas vidas quando viajam* (média=1.9), *não ficam nervosos nem ansiosos ao ver notícias sobre a COVID-19* (média=2.3) e *estão menos preocupados com as suas deslocações no Algarve* (média=2.8). Pelo contrário, as principais fontes de ansiedade são *o contacto próximo com outras pessoas* (média=3.2), *as medidas de precaução a adotar antes de viajar para o Algarve* (média = 3.1) e o facto de terem experienciado *desconforto enquanto planeavam as férias no Algarve* (média=3.0).

Estudo desenvolvido por:

UAlg UNIVERSIDADE DO ALGARVE
CINTURS Research Centre for Tourism, Sustainability and Well-being

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CRESC ALGARVE 2020
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E. Fact sheet France: global results

Fact Sheet
Resultados globais 2022
Época alta 2021 | Época baixa 2021/22
EXPERIENCE

TUREXPERIENCE
IMPACTO DAS EXPERIÊNCIAS TURÍSTICAS NA IMAGEM DO DESTINO

FRANÇA

www.turexperience.pt

PERFIL DO TURISTA

AMOSTRA
n = 214

GÉNERO
41.0% 58.5%
Outro (**0.5%**)

IDADE
18-24 anos (**31.3%**)
25-64 anos (**63.5%**)
+65 anos (**5.2%**)

GRAU DE ENSINO
9º ano de escolaridade (**5.1%**)
Ensino Secundário (**14.9%**)
Ensino Universitário (**80.0%**)

NÚMERO DE VISITAS
1ª visita (**61.2%**)
Visita repetida (**38.8%**)

PARCEIROS DE VIAGEM
Família (**43.5%**)
Parceiro(a) (**28.5%**)
Amigos(as) (**26.6%**)
Sozinho(a) (**6.5%**)
Colegas de trabalho (**0.5%**)
Grupo organizado/excursão (**1.9%**)

CARACTERIZAÇÃO DA VISITA AO ALGARVE

MOTIVOS DE VISITA
Férias (**90.7%**)
Visitar Amigos e Familiares (**10.3%**)
Negócios (**0.9%**)
Saúde e Bem-estar (**2.8%**)
Reunião/Convenção (**0.5%**)
Estudo/Formação (**0.5%**)
Outros (**0.5%**)

ATIVIDADES REALIZADAS
Atividades Sol & Mar (**26.1%**)
Atividades Náuticas (**21.6%**)
Touring & Sightseeing (**17.9%**)

ALOJAMENTO
Alojamento local (**30.8%**)
Casa de férias privada (**16.4%**)
Família/Amigos (**15.9%**)
Hotel de Luxo 4*-5* (**14.5%**)
Hotel-Apartmento (**12.6%**)
Hotel/Pensão 2*-3* (**11.2%**)
Hostel (**1.9%**)
Campismo/Caravana (**1.4%**)
Outros (**0.9%**)

CIDADE ONDE FICOU ALOJADO
Albufeira (**23.4%**)
Faro (**22.9%**)
Loulé (**9.0%**)
Lagos (**8.5%**)
Olhão (**8.0%**)
Portimão (**6.4%**)
Lagoa (**5.9%**)
Tavira (**3.7%**)
Vila Real de Sto António (**3.2%**)
Outras (**9.1%**)

FONTE DE INFORMAÇÃO SOBRE O DESTINO
Família & Amigos (**70.6%**)
Internet/Redes Sociais (**45.3%**)
Experiências passadas (**22.9%**)
Livros & Revistas (**10.8%**)
Publicidade (**10.7%**)
AV/Operador Turístico (**6.5%**)
Meios de Golf (**0.9%**)
Outros (**1.4%**)

EXPERIÊNCIA DOS TURISTAS

MÉDIA GLOBAL* **3.5**

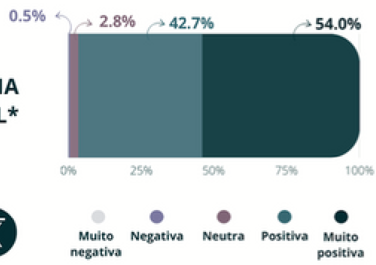
+ Só de estar aqui, foi muito agradável (4.3)
+ O cenário é muito atrativo (4.2)
+ Esta experiência transmitiu-me uma verdadeira sensação de harmonia (3.9)

− Eu senti-me como se vivesse numa época ou lugar diferentes (3.2)
− Eu senti-me uma pessoa diferente durante esta visita (2.9)
− Esta experiência permitiu-me imaginar ser outra pessoa (2.8)

(médias)

*Escala varia de 1 (Discordo fortemente) a 5 (Concordo fortemente). (médias)

EXPERIÊNCIA GLOBAL*



MÉDIA GLOBAL **4.5**

EXPERIÊNCIA MEMORÁVEL

MÉDIA GLOBAL* **4.3**

+ Vou lembrar muitas coisas positivas sobre o Algarve (4.4)
+ Levo lembranças maravilhosas desta minha visita ao Algarve (4.4)
+ Não esquecerei esta minha experiência de visita ao Algarve (4.3)

*Escala varia de 1 (Discordo fortemente) a 5 (Concordo fortemente). (médias)

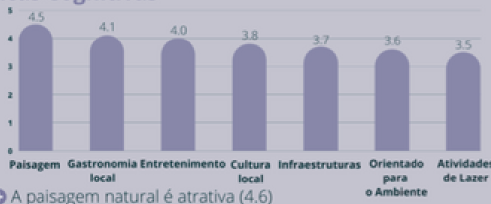
1

See at https://turexperience.pt/

A IMAGEM EXPERIENCIAL DO ALGARVE

Características Cognitivas

MÉDIA GLOBAL* 3.8

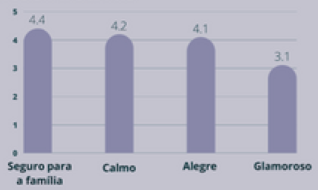


- ➕ A paisagem natural é atrativa (4.6)
- ➕ A paisagem é linda (4.5)
- ➕ O Algarve oferece boa gastronomia (4.2)
- ➕ A gastronomia local é atrativa (4.2)
- ➕ Ambiente não poluído/intocado (3.7)
- ➖ O Algarve oferece bons serviços e equipamentos médicos (3.4)
- ➖ O Algarve oferece boas infraestruturas para golfe (3.4) Sem poluição atmosférica e sonora (3.4)
- ➖ Ambiente não poluído/intocado (3.4)

(médias)

Características Afetivas

MÉDIA GLOBAL* 4.5

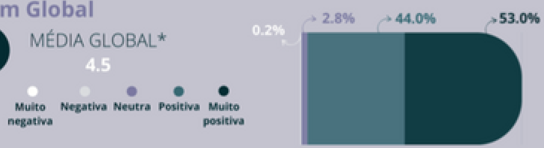


- ➕ O Algarve é um lugar solarengo (4.7)
- ➕ O Algarve é um lugar seguro para viajar (4.4)
- ➕ O Algarve é um lugar agradável/amigável (4.4)
- ➕ O Algarve é um lugar bonito (4.4)
- ➖ O Algarve é um lugar relaxante (4.3)
- ➖ O Algarve é um lugar luxuoso (3.2)
- ➖ O Algarve é um lugar caro para o visitante (2.8)

(médias)

Imagem Global

MÉDIA GLOBAL* 4.5



REPUTAÇÃO DO ALGARVE

MÉDIA GLOBAL* 3.9

- ➕ O Algarve tem uma reputação muito boa (4.1)
- ➕ As pessoas falam muito bem sobre o Algarve (4.1)
- ➕ As pessoas respeitam muito este lugar (3.8)
- ➕ A boa reputação do Algarve apoia-se na sua história (3.7)
- ➕ O Algarve tem uma reputação melhor do que outros lugares similares (3.6)

(médias)

CONFIANÇA NO ALGARVE

MÉDIA GLOBAL* 4.0

- ➕ Acredito que as pessoas se esforçam ao máximo para atender às minhas necessidades (4.1)
- ➕ Em geral, sinto que o Algarve é confiável (4.1)
- ➕ Acredito que o Algarve me fornece serviços turísticos de alta qualidade e eficientes (4.0)
- ➕ Em geral, sinto que o Algarve é um destino íntegro (3.9)

(médias)

PERCEÇÃO GLOBAL DE QUALIDADE DO ALGARVE

(médias)

Dos **214 turistas do mercado francês que participaram neste estudo** (164 em época alta e 50 em época baixa) a maioria é do género **feminino** (58.5%), com idades compreendidas entre os **25 e 64 anos** (63.5%) e com graus de **ensino Universitário** (80.0%). A maioria dos turistas do mercado francês **visitam a região pela primeira vez** (61.2%) e estão acompanhados, principalmente, por **familiares** (43.5%), **cônjuges/parceiros** (28.5%) ou **amigos** (26.6%) para passar **férias** (90.7%) na região. As principais fontes de informação sobre o destino são **familiares/amigos** (70.6%), pesquisas na **Internet/Redes Sociais** (43.0%), **experiências anteriores** no destino (22.9%), **Livros/Revistas** (10.8%) e **Publicidade** sobre a região (10.7%). Durante a sua visita, os turistas do mercado francês ficam alojados, principalmente, em **Alojamento Local** (Airbnb, Guest house) (30.8%), **Casa de Férias Privada** (16.4%), com **Família/Amigos** (15.9%), **Hotéis de Luxo de 4*-5*** (14.5%), **Hotel/Apartamento** (12.6%) e **Hotéis/Pensões de 2*-3*** (11.2%). Quanto aos locais de alojamento, foram mencionadas, sobretudo, as cidades de **Albufeira** (23.4%) e **Faro** (22.9%). Os turistas do mercado francês estiveram envolvidos, principalmente, em atividades relacionadas com o **Sol e Mar** (26.1%), **Náuticas** (21.6%) e **Touring/Sightseeing** (17.9%).

As **experiências globais dos turistas do mercado francês** no destino Algarve são muito positivas (média global=4.5) e classificam-se, sobretudo, na **dimensão estética** (média=3.9), na medida em que o grau de concordância dos turistas é, em média, mais elevado em relação às seguintes afirmações contidas na escala: *estar no Algarve foi muito agradável* (média=4.3) e *o cenário na região é muito atrativo* (média=4.2). Os turistas concordam que a *experiência no Algarve lhes transmitiu uma verdadeira sensação de harmonia* (3.9). Pelo contrário, esta experiência não foi suficientemente intensa para fazer com que os turistas franceses se *sentissem uma pessoa diferente durante a sua estada na região* (média=2.9) ou *imaginar ser outra pessoa* (média=2.8). Relativamente às **memórias** que os turistas do mercado francês têm das suas experiências no destino do Algarve (média global=4.3), os turistas respondentes admitem vir a *relembrar muitas coisas positivas sobre o destino* (média=4.4), *que terão memórias maravilhosas sobre esta experiência* (média=4.4) e que não *esquecerão facilmente a sua experiência no Algarve* (média=4.3).

Os turistas do mercado francês têm uma **imagem do Algarve globalmente muito positiva** (média global=4.5). Na sua perspetiva, a dimensão **funcional** ou **cognitiva da imagem do Algarve** (média global=3.8) caracteriza-se, sobretudo, pela *atratividade da paisagem natural* (média=4.6), *beleza do cenário* (média=4.5), *oferta de boa gastronomia* (média=4.2) e *comida local apelativa* (média=4.2). Contudo, não estão tão convictos de que a imagem do Algarve possa ser caracterizada por *oferecer bons serviços e cuidados de saúde* (média=3.4), por *oferecer boas infraestruturas para golfe* (média=3.4), por ter um *ambiente sem poluição atmosférico e sonora (média=3.4) ou um ambiente não poluído/intocado* (média=3.4).

No que diz respeito à **imagem afetiva** ou **atmosfera do destino** (média global=4.5), os turistas respondentes caracterizam a região como um *lugar seguro para a família* (média=4.4), *calmo* (média=4.2) e *alegre* (média=3.1). Os seguintes atributos - *o Algarve é um local solarengo (média=4,7), seguro para viajar* (média=4.4), *agradável/amigável* (média=4.4), *bonito* (média=4.4) e *relaxante* (média=4.3) - caracterizam a dimensão principal da imagem afetiva do destino. Por outro lado, os turistas mostram-se indiferentes quanto uso do adjetivo *glamour para descrever a atmosfera do destino* (média=3.1). Discordam que o Algarve é um *lugar caro para o visitante* (média=2.8).

Relativamente à **reputação** do destino (média global=3.9), os respondentes deste mercado admitem que *a região tem uma reputação muito boa* (média=4.1) e que as *pessoas falam muito bem sobre o Algarve* (média=4.1). Além disso, os turistas tendem a concordar, ainda que de forma mais ténue, que as *pessoas respeitam muito o Algarve* (média=3.8), admitem a possibilidade da *boa reputação do Algarve ser apoiada na história da região* (média=3.7) e que o *destino tem uma reputação melhor do que outros lugares semelhantes* (média=3.6).

Quanto à **confiança no destino**, os turistas do mercado francês, em média, sentem que podem *confiar na região* (média global=4.0), uma vez que consideram que, no destino, *as pessoas dão o seu melhor para satisfazer as necessidades dos turistas* (média=4.1), admitem que a região é *digna de confiança* (média=4.1) e acreditam que *o Algarve fornece serviços turísticos de alta qualidade e eficientes* (média=4.0). Além disso, ainda que de forma mais ténue, os turistas acreditam que o Algarve usufrui de *altíssima integridade* (média=3.9).

No que diz respeito à **perceção da qualidade global desta região turística**, a maioria dos respondentes do mercado francês classifica-a como *excelente* (média=4.5) ou um *tanto superior* (média=4.3).

***Escala**: 1 (Discordo fortemente) a 5 (Concordo fortemente).

ENVOLVIMENTO DOS TURISTAS COM A SUA EXPERIÊNCIA NO ALGARVE

MÉDIA GLOBAL* 3.7

- Sinto-me bem quando visito o Algarve (4.1)
- Visitar o Algarve faz-me feliz (4.1)
- Sinto-me muito otimista quando visito o Algarve (4.1)
- Visito muito o Algarve em comparação com outros destinos (3.2)
- Passei muito tempo a visitar o Algarve, em comparação com outros destinos (3.1)
- Sempre que visito o Algarve, eu uso serviços locais (transportes públicos, saúde, ...) (3.0)

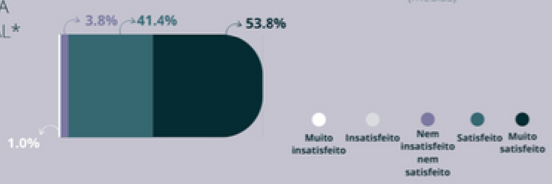
(médias)

SATISFAÇÃO COM A VISITA

MÉDIA GLOBAL* 4.3

- Eu realmente gostei muito (4.4)
- É exatamente o que eu precisava (4.3)
- A minha escolha foi uma escolha sábia (4.3)

(médias)



LEALDADE DOS TURISTAS

MÉDIA GLOBAL* 4.3

- Vou falar coisas positivas sobre esta experiência com a minha família e/ou amigos (4.4)
- Vou incentivar os meus amigos e/ou familiares a visitar. o Algarve (4.4)
- Supondo que as minhas circunstâncias atuais se mantêm, eu tenciono regressar (4.1)

(médias)

PROPENSÃO PARA A BUSCA DE NOVIDADE EM CONTEXTO DE FÉRIAS

MÉDIA GLOBAL* 3.6

- Nas minhas férias, gosto de visitar novos destinos (4.0)
- Nas minhas férias, visito destinos bastante exóticos e desconhecidos (3.7)
- Gosto de re-visitar os mesmos destinos porque sei o que esperar (3.2)

(médias)

CONTEÚDO GERADO PELOS TURISTAS NAS REDES SOCIAIS

Partilhou as suas experiências desta viagem nas redes sociais?

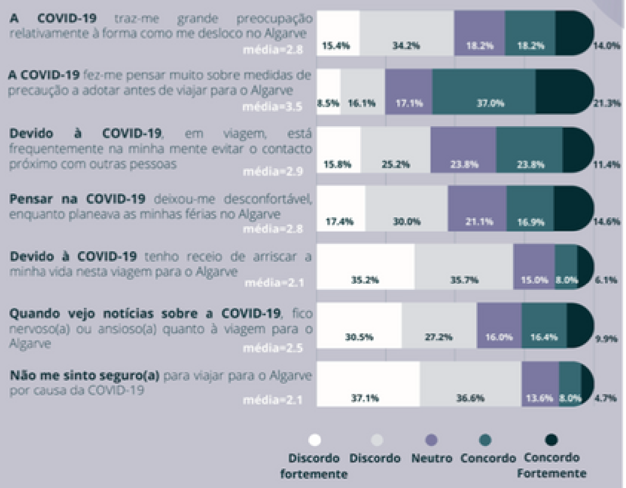
Através das plataformas:

48.1% 29.4% 23.4% 21.0%

***Escala**: 1 (Discordo fortemente) a 5 (Concordo fortemente).

ESCALA DE ANSIEDADE PARA VIAJAR DURANTE A PANDEMIA (COVID-19)

MÉDIA GLOBAL* 2.7



O **envolvimento** dos turistas do mercado francês na sua experiência de visita ao Algarve é globalmente positivo (média global=3.7), sobretudo na sua dimensão **afetiva**, pois os respondentes concordam que se *sentem bem quando visitam o Algarve* (média=4.1), *são felizes* (média=4.1) e *sentem-se otimistas (média=4.1).* Pelo contrário, os turistas admitem que não *passam muito tempo a visitar o Algarve em comparação com outros destinos (média=3.1) ou que não tendem a utilizar serviços locais (transportes públicos, saúde, ...) sempre que visitam a região (média=3.0).*

Os turistas franceses, em média, estão **globalmente satisfeitos** (média=4.3), pois a maioria dos respondentes considera-se *satisfeita* (41.4%) ou *muito satisfeita* (53.8%) com esta experiência. As razões da satisfação são atribuídas ao facto de *gostarem muito* (média=4.4) desta experiência que corresponde *exatamente ao que precisavam* (média=4.3), pelo que a *decisão de visita ao Algarve é considerada sábia* (mean=4.3).

Os turistas deste mercado tendem a ser **globalmente leais ao destino** (média global=4.3), pois admitem *discutir coisas positivas sobre as suas férias com os seus amigos e/ou família* (média=4.4), tencionam *incentivar outros a visitar o destino* (média=4.4) e consideram *visitar novamente a região do Algarve se as suas circunstâncias atuais permanecerem as mesmas* (média=4.1).

De um modo geral, os turistas do mercado francês admitem considerar a procura de **novos destinos em viagens futuras** (média global=3.6). Mais especificamente, os respondentes admitem que *tentam visitar novos destinos durante as suas férias* (média=4.0) e mostram-se interessados em *visitar destinos bastante exóticos ou desconhecidos* (média=3.7). Por outro lado, estes turistas admitem não ser fortes adeptos a *regressar ao mesmo destino onde já sabem o que esperar* (média=3.2).

A maioria dos turistas do mercado francês tenciona partilhar, nas **redes sociais**, as suas experiências turísticas no Algarve (71.5%), recorrendo, principalmente, ao *Instagram* (48.1%), *Whatsapp* (29.4%), *Snapchat* (23.4%) e *Facebook* (21.0%).

No regresso ao "novo normal" após os sucessivos confinamentos durante a **pandemia COVID-19**, os turistas do mercado francês que visitam a região não demonstram estar ansiosos pelo contexto pandémico, pois *sentem-se seguros no Algarve*, apesar do contexto pandémico *não têm medo de arriscar as suas vidas durante a viagem, não ficam nervosos nem ansiosos ao ver notícias sobre a COVID-19, estão menos preocupados com as suas deslocações no Algarve* e não *experienciaram sensações de desconforto enquanto planeiam as suas férias no Algarve devido à pandemia*. Além disso, durante a viagem, procuram *evitar o contacto próximo com outras pessoas* e a principal fonte de ansiedade está relacionada com as *medidas de precaução a adotar antes de viajar para a região.*

Estudo desenvolvido por:

UAlg UNIVERSIDADE DO ALGARVE
CINTURS Research Centre for Tourism, Sustainability and Well-being

Estudo financiado por:

FCT Fundação para a Ciência e a Tecnologia
CRESC ALGARVE 2020
PORTUGAL 2020
UNIÃO EUROPEIA Fundo Europeu de Desenvolvimento Regional

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F. Fact sheet Ireland: global results

Fact Sheet

Resultados globais 2022
Época alta 2021 | **Época baixa 2021/22**

EXPERIENCE

TUREXPERIENCE
IMPACTO DAS EXPERIÊNCIAS TURÍSTICAS NA IMAGEM DO DESTINO

IRLANDA

www.turexperience.pt

PERFIL DO TURISTA

AMOSTRA
n = **159**

GÉNERO
43.9% | 56.1%

IDADE
18-24 anos (**28.2%**)
25-64 anos (**62.8%**)
+65 anos (**9.0%**)

GRAU DE ENSINO
9º ano de escolaridade (**9.2%**)
Ensino Secundário (**16.8%**)
Ensino Universitário (**74.0%**)

NÚMERO DE VISITAS
1ª visita (**18.4%**)
Visita repetida (**81.6%**)

PARCEIROS DE VIAGEM
Família (**48.4%**)
Parceiro(a) (**29.6%**)
Amigos(as) (**23.9%**)
Sozinho(a) (**4.4%**)
Grupo organizado/excursão (**1.9%**)

CARACTERIZAÇÃO DA VISITA AO ALGARVE

MOTIVOS DE VISITA
Férias (**88.1%**)
Visitar Amigos e Familiares (**5.7%**)
Saúde e Bem-estar (**3.8%**)
Negócios (**2.5%**)
Estudo/Formação (**1.9%**)
Reunião/Convenção (**0.6%**)
Outros (**1.3%**)

ATIVIDADES REALIZADAS
Atividades de Lazer & Recreação (**21.9%**)
Atividades Náuticas (**20.2%**)
Atividades Sol & Mar (**15.5%**)

ALOJAMENTO
Hotel de Luxo 4*-5* (**29.6%**)
Casa de férias privada (**24.5%**)
Hotel-Apartmento (**20.1%**)
Alojamento local (**10.7%**)
Hotel/Pensão 2*-3* (**8.2%**)
Família/Amigos (**5.7%**)
Hostel (**3.1%**)
Campismo/Caravana (**1.3%**)
Outros (**0.6%**)

CIDADE ONDE FICOU ALOJADO
Albufeira (**38.3%**)
Loulé (**17.3%**)
Lagos (**13.5%**)
Portimão (**11.6%**)
Tavira (**6.0%**)
Vilamoura (**3.0%**)
Outras (**10.8%**)

FONTE DE INFORMAÇÃO SOBRE O DESTINO
Família & Amigos (**76.1%**)
Experiências passadas (**66.0%**)
Internet/Redes Sociais (**49.1%**)
Publicidade (**10.7%**)
Meios de Golf (**8.8%**)
AV/Operador Turístico (**7.5%**)
Livros & Revistas (**4.4%**)
Outros (**0.6%**)

EXPERIÊNCIA DOS TURISTAS

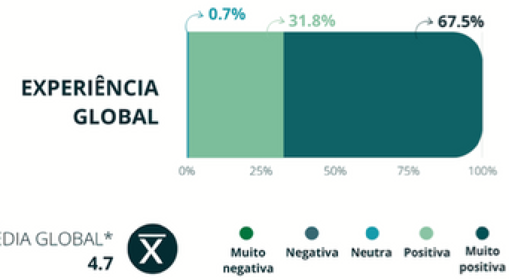
MÉDIA GLOBAL* **3.6**

+ Só de estar aqui, foi muito agradável (4.3)
+ O cenário é muito atrativo (4.0)
+ Esta experiência transmitiu-me uma verdadeira sensação de harmonia (3.8)

− Esta experiência permitiu-me imaginar ser outra pessoa (3.2)
− Esta foi uma verdadeira experiência de aprendizagem (3.3)
Aprendi muito com esta experiência (3.3)

(médias)

*Escala varia de 1 (Discordo fortemente) a 5 (Concordo fortemente). (médias)



MÉDIA GLOBAL* **4.7**

EXPERIÊNCIA MEMORÁVEL

MÉDIA GLOBAL* **4.4**

+ Vou lembrar muitas coisas positivas sobre o Algarve (4.4)
+ Levo lembranças maravilhosas desta minha visita ao Algarve (4.4)
+ Não esquecerei esta minha experiência de visita ao Algarve (4.4)

*Escala varia de 1 (Discordo fortemente) a 5 (Concordo fortemente). (médias)

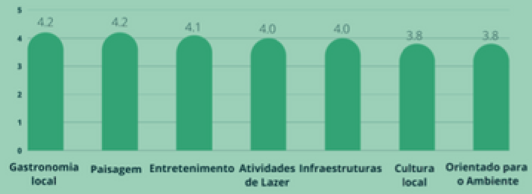
1

See at https://turexperience.pt/

A IMAGEM EXPERIENCIAL DO ALGARVE

Características Cognitivas

MÉDIA GLOBAL* 4.0

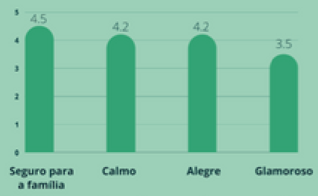


- O Algarve oferece boa relação qualidade-preço (4.2)
- A gastronomia local é apelativa (4.2)
- A paisagem natural é atrativa (4.2)
- O Algarve oferece boas oportunidades/espaços para compras (4.2)
- O cenário é bonito (4.2)
- Os desportos aquáticos estão disponíveis (4.2)
- Sem poluição atmosférica e sonora (3.5)

(médias)

Características Afetivas

MÉDIA GLOBAL* 4.6

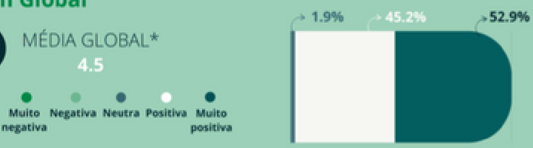


- O Algarve é um lugar solarengo (4.6)
- O Algarve é um lugar seguro para viajar (4.5)
- O Algarve é um lugar agradável/amigável (4.4)
- O Algarve é um lugar orientado para a família (4.4)
- O Algarve é um lugar relaxante (4.4)
- O Algarve é um lugar caro para o visitante (3.0)

(médias)

Imagem Global

MÉDIA GLOBAL* 4.5



REPUTAÇÃO DO ALGARVE

MÉDIA GLOBAL* 4.1

- O Algarve tem uma reputação muito boa (4.3)
- As pessoas falam muito bem sobre o Algarve (4.3)
- As pessoas respeitam muito este lugar (4.2)
- O Algarve tem uma reputação melhor do que outros lugares similares (4.1)
- A boa reputação do Algarve apoia-se na sua história (3.9)

(médias)

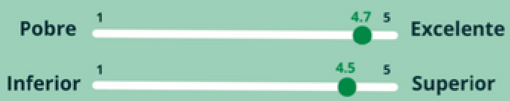
CONFIANÇA NO ALGARVE

MÉDIA GLOBAL* 4.2

- Acredito que as pessoas se esforçam ao máximo para atender às minhas necessidades (4.2)
- Em geral, sinto que o Algarve é confiável (4.2)
- Acredito que o Algarve me fornece serviços turísticos de alta qualidade e eficientes (4.2)
- Em geral, sinto que o Algarve é um destino íntegro (4.1)

(médias)

PERCEÇÃO GLOBAL DE QUALIDADE DO ALGARVE



(médias)

***Escala**: 1 (Discordo fortemente) a 5 (Concordo fortemente).

Dos **159 turistas do mercado irlandês que participaram neste estudo** (115 em época alta e 41 em época baixa), a maioria é do género **feminino** (56.1%), com idades compreendidas entre os **25 e 64 anos** (62.8%) e com graus de **ensino Universitário** (74.0%). A maior parte é constituída por **visitantes de repetição** (81.6%), acompanhados principalmente por **familiares** (48.4%), **cônjuges/parceiros** (29.6%) ou **amigos** (23.9%) e deslocam-se para passar **férias** (88.1%) na região Algarvia. As principais fontes de informação sobre o destino são **familiares/amigos** (76.1%), **experiências anteriores** no destino (66.0%) e pesquisas na **Internet/Redes Sociais** (49.1%). Durante a sua visita, os turistas do mercado irlandês ficam alojados, principalmente, em **Hotéis de Luxo de 4*-5*** (29.6%), **Casa de Férias Privada** (24.5%), **Hotel/Apartamento** (20.1%), **Alojamento Local** (Airbnb, Guest house) (10.7%) ou em **Hotéis/Pensões de 2*-3*** (8.2%). Quanto aos locais onde ficaram alojados, foram mencionadas, sobretudo, as cidades de **Albufeira** (38.3%), **Loulé** (17.3%), **Portimão** (11.6%) e **Tavira** (6.0%). Os turistas do mercado irlandês estiveram envolvidos, principalmente, em atividades relacionadas com **Recreio e Lazer** (21.9%), **Náuticas** (20.2%) e **Sol e Mar** (15.5%).

A **experiência turística** é avaliada como globalmente muito positiva (média global=4.7) e classifica-se, sobretudo, na **dimensão estética** (média=3.9), pois o grau de concordância dos turistas é, em média, mais elevado em relação às seguintes afirmações contidas na escala: *estar no Algarve foi muito agradável* (média=4.3) e *o cenário na região é muito atrativo* (média=4.0). Ainda assim, os turistas concordam que a *experiência no destino lhes transmitiu uma verdadeira sensação de harmonia* (média=3.8). Pelo contrário, os turistas do mercado irlandês respondentes no âmbito deste estudo demonstram alguma indiferença em relação às seguintes afirmações: *a experiência na região foi uma verdadeira experiência de aprendizagem* (média=3.3), sentiram que *aprenderam muito* (média=3.3) ou que *a experiência no Algarve lhes permitiu imaginar ser outra pessoa* (média=3.2). Relativamente às **memórias** que os turistas do mercado irlandês têm das suas experiências no destino do Algarve, os resultados são considerados positivos (média global=4.4), uma vez que os turistas respondentes admitem *que terão memórias maravilhosas sobre esta experiência* (média=4.4) ou que não *esquecerão facilmente esta experiência no Algarve* (média=4.4).

Os turistas do mercado irlandês têm uma **imagem do Algarve globalmente muito positiva** (média global=4.5). Na sua perspetiva, a dimensão **funcional** ou **cognitiva da imagem do Algarve** (média global=4.0) caracteriza-se, sobretudo, pela oferta de uma *boa relação qualidade-preço* (média=4.2), uma *gastronomia local apelativa* (média=4.2) e pela *beleza* (média=4.2) e *atratividade da paisagem natural* (média=4.2). Este grupo de turistas ainda admitem que o Algarve *oferece boas oportunidades/espaços para compras* (média=4.2) e que a região *oferece boas oportunidades para a prática de desportos náuticos* (média=4.2). Contudo, ainda que de forma mais ténue, os respondentes não estão tão convencidos de que a imagem do Algarve possa ser caracterizada por ter um *ambiente sem poluição atmosférica e sonora* (média=3.5).

No que diz respeito à **imagem afetiva** ou **atmosfera do destino** (média global=4.6), os turistas respondentes caracterizam a região como um *lugar seguro para a família* (média=4.5), *calmo* (média=4.2) e *alegre* (média=4.2). Os seguintes atributos - *o Algarve é um local solarengo (média=4.6), seguro para viajar* (média=4.5), *agradável/amigável* (média=4.4), *orientado para a família* (4.4) e *relaxante* (média=4.4) - caracterizam a dimensão principal da imagem afetiva do destino. Contudo, os turistas do mercado irlandês não estão tão convencidos que a atmosfera do Algarve é detentora de *glamour* (média=3.5).

Para os turistas irlandeses *o Algarve tem uma* **reputação** *muito boa* (média=4.3), reconhecem que as pessoas falam *muito bem do Algarve* (4.3), *respeitam muito a região* (média=4.2) e que *tem uma reputação melhor do que outros destinos semelhantes* (média=4.1). Além disso, ainda que de uma forma mais ténue, os turistas tendem a concordar com a possibilidade da *boa reputação do Algarve ser apoiada na história da região* (média=3.9).

Quanto à **confiança no destino**, os turistas do mercado irlandês, em média, *sentem que podem confiar na região* (média global=4.2), uma vez que consideram que no destino, de uma forma geral, *as pessoas dão o seu melhor para satisfazer as necessidades dos turistas* (média=4.2), a região é *digna de confiança* (média=4.2), são *fornecidos serviços turísticos de alta qualidade e eficientes* (média=4.2) e usufrui de *altíssima integridade* (média=4.1).

No que diz respeito à **perceção da qualidade global desta região turística**, a maioria dos respondentes do mercado irlandês classifica-a como *excelente* (média=4.7) ou *superior* (média=4.5).

ENVOLVIMENTO DOS TURISTAS COM A SUA EXPERIÊNCIA NO ALGARVE

X̄ MÉDIA GLOBAL* 3.9

- (+) Sinto-me bem quando visito o Algarve (4.3)
- (+) Visitar o Algarve faz-me feliz (4.3)
- (+) Sinto-me muito otimista quando visito o Algarve (4.1)
- (+) Senti-me mentalmente presente enquanto estive no Algarve (4.0)
- (+) Estou orgulhoso de visitar o Algarve (4.0)
- (−) Sempre que visito o Algarve, eu uso serviços locais (transportes públicos, saúde, ...) (3.5)

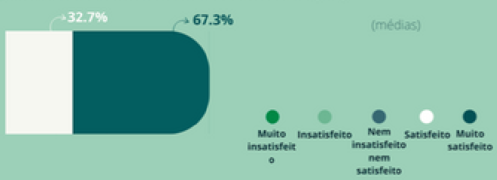
(médias)

SATISFAÇÃO COM A VISITA

X̄ MÉDIA GLOBAL* 4.5

- (+) Eu realmente gostei muito (4.5)
- (+) É exatamente o que eu precisava (4.5)
- (+) A minha escolha foi uma escolha sábia (4.5)

(médias)



LEALDADE DOS TURISTAS

X̄ MÉDIA GLOBAL* 4.4

- (+) Supondo que as minhas circunstâncias atuais se mantêm, eu tenciono regressar (4.5)
- (+) Vou falar coisas positivas sobre esta experiência com a minha família e/ou amigos (4.5)
- (+) Vou incentivar os meus amigos e/ou familiares a visitar o Algarve (4.4)

(médias)

PROPENSÃO PARA A BUSCA DE NOVIDADE EM CONTEXTO DE FÉRIAS

X̄ MÉDIA GLOBAL* 3.4

- (+) Gosto de re-visitar os mesmos destinos porque sei o que esperar (4.0)
- (−) Nas minhas férias, gosto de visitar novos destinos (3.2)
- (−) Nas minhas férias, visito destinos bastante exóticos e desconhecidos (3.0)

(médias)

CONTEÚDO GERADO PELOS TURISTAS NAS REDES SOCIAIS

Partilhou as suas experiências desta viagem nas redes sociais?

Através das plataformas:

35.2% 27.0% 16.4% 15.1%

***Escala**: 1 (Discordo fortemente) a 5 (Concordo fortemente).

ESCALA DE ANSIEDADE PARA VIAJAR DURANTE A PANDEMIA (COVID-19)

X̄ MÉDIA GLOBAL* 2.7

	média	Discordo fortemente	Discordo	Neutro	Concordo	Concordo Fortemente
A COVID-19 traz-me grande preocupação relativamente à forma como me desloco no Algarve	2.9	12.8%	29.5%	24.4%	23.1%	10.2%
A COVID-19 fez-me pensar muito sobre medidas de precaução a adotar antes de viajar para o Algarve	3.5	8.3%	14.0%	17.8%	41.4%	18.5%
Devido à COVID-19, em viagem, está frequentemente na minha mente evitar o contacto próximo com outras pessoas	3.2	10.1%	24.1%	20.9%	31.1%	13.9%
Pensar na COVID-19 deixou-me desconfortável, enquanto planeava as minhas férias no Algarve	2.9	10.2%	31.6%	23.4%	27.8%	7.0%
Devido à COVID-19 tenho receio de arriscar a minha vida nesta viagem para o Algarve	2.2	28.9%	37.2%	19.2%	11.5%	3.2%
Quando vejo notícias sobre a COVID-19, fico nervoso(a) ou ansioso(a) quanto à viagem para o Algarve	2.5	22.3%	33.1%	24.2%	17.2%	3.2%
Não me sinto seguro(a) para viajar para o Algarve por causa da COVID-19	2.1	37.6%	32.5%	18.5%	8.9%	2.5%

O **envolvimento** dos turistas do mercado irlandês na sua experiência de visita ao Algarve é globalmente positivo (média global=3.9), sobretudo na sua dimensão **afetiva**, pois os respondentes concordam que se *sentem bem quando visitam o Algarve* (média=4.3), *são felizes* (média=4.3), *sentem-se otimistas quando cá estão* (média=4.1), *sentem-se mentalmente envolvidos durante a visita* (média=4.0) e *sentem-se orgulhosos de visitar o destino* (média=4.0).

Os turistas do mercado irlandês, em média, estão **globalmente muito satisfeitos** (média=4.5), nomeadamente porque *gostaram muito desta experiência* (média=4.5), a qual foi *exatamente o que precisavam* (média=4.5), pelo que a *decisão de visitar o Algarve é considerada sábia* (média=4.5).

Os turistas do mercado irlandês tendem a ser **globalmente leais ao destino** (média global=4.4), pois *consideram visitar novamente o Algarve se as suas circunstâncias atuais permanecerem as mesmas* (média=4.5), admitem *discutir coisas positivas sobre as suas férias com amigos e/ou família* (média=4.5) e tencionam *incentivar outros a visitar o destino* (média=4.4).

De um modo geral, os turistas do mercado irlandês tendem a desconsiderar a procura de **novos destinos em viagens futuras** (média global=3.4), pois *gostam de regressar ao mesmo destino onde já sabem o que esperar* (média=4.0), não se mostram tão *interessados em visitar novos destinos nas suas férias* (média=3.2) *ou em visitar destinos bastante exóticos ou desconhecidos* (média=3.0).

A maioria dos turistas do mercado irlandês tenciona partilhar, nas **redes sociais**, as suas experiências turísticas no Algarve (58.6%) recorrendo, principalmente, ao *Instagram* (35.2%), *Facebook* (27.0%), *Whatsapp* (16.4%) e *Snapchat* (15.1%).

No regresso ao "novo normal" após os sucessivos confinamentos durante a **pandemia COVID-19**, os turistas do mercado irlandês que visitam a região não demonstram estar ansiosos pelo contexto pandémico, pois *sente-se seguros no Algarve, não têm medo de arriscar as suas vidas quando viajam*, não *ficam nervosos nem ansiosos ao ver notícias sobre a COVID-19, estão menos preocupados com as suas deslocações no Algarve* e assumem não se *sentir desconfortáveis enquanto planeavam as suas férias no destino*. Mais uma vez, a necessidade de *evitar o contacto próximo com outras pessoas* e as *medidas de precaução a adotar antes de viajar para o Algarve* são as principais fontes de ansiedade.

Estudo desenvolvido por: UAlg Universidade do Algarve; CinTurs Research Centre for Tourism, Sustainability and Well-being

Estudo financiado por: FCT Fundação para a Ciência e a Tecnologia; CRESC Algarve 2020; Portugal 2020; União Europeia Fundo Europeu de Desenvolvimento Regional

Referência do projeto:
Este trabalho é financiado por fundos FEDER através do Programa Operacional Regional do Algarve - CRESC Algarve 2020 no âmbito do projeto SAICT-ALG/39588/2018

G. Fact sheet Netherlands: global results

Fact Sheet

Resultados globais 2022

Época alta 2021 | **Época baixa 2021/22**

EXPERIENCE

TUREXPERIENCE

IMPACTO DAS EXPERIÊNCIAS TURÍSTICAS NA IMAGEM DO DESTINO

PAÍSES BAIXOS

www.turexperience.pt

PERFIL DO TURISTA

AMOSTRA

n = **155**

GÉNERO

42.6% 56.8%

Outro (**0.6%**)

IDADE

18-24 anos (**26.0%**)
25-64 anos (**66.9%**)
+65 anos (**7.1%**)

GRAU DE ENSINO

9º ano de escolaridade (**8.3%**)
Ensino Secundário (**31.0%**)
Ensino Universitário (**60.7%**)

NÚMERO DE VISITAS

1ª visita (**35.7%**)

Visita repetida (**64.3%**)

PARCEIROS DE VIAGEM

Parceiro(a) (**36.1%**)
Família (**35.5%**)
Amigos(as) (**21.9%**)
Sozinho(a) (**11.6%**)
Colegas de trabalho (**1.9%**)
Grupo organizado/excursão (**1.3%**)
Other (**1.3%**)

CARACTERIZAÇÃO DA VISITA AO ALGARVE

MOTIVOS DE VISITA

Férias (**86.5%**)
Visitar Amigos e Familiares (**14.2%**)
Saúde e Bem-estar (**3.2%**)
Negócios (**1.3%**)
Reunião/Convenção (**1.3%**)
Outros (**1.9%**)

ATIVIDADES REALIZADAS

Atividades Náuticas (**19.9%**)
Atividades Sol & Mar (**18.6%**)
Lazer & Recreação (**12.9%**)

ALOJAMENTO

Casa de férias privada (**23.9%**)
Hotel de Luxo 4*-5* (**21.9%**)
Hotel-Apartmento (**20.0%**)
Alojamento local (**18.7%**)
Família/Amigos (**14.2%**)
Hotel/Pensão 2*-3* (**7.1%**)
Hostel (**3.9%**)
Campismo/Caravana (**0.6%**)
Outros (**1.3%**)

CIDADE ONDE FICOU ALOJADO

Albufeira (**25.2%**)
Lagoa (**18.7%**)
Lagos (**18.7%**)
Loulé (**8.6%**)
Portimão (**6.5%**)
Olhão (**4.3%**)
Silves (**3.6%**)
Vila do Bispo (**3.6%**)
Faro (**3.6%**)
Outras (**7.2%**)

FONTE DE INFORMAÇÃO SOBRE O DESTINO

Família & Amigos (**68.4%**)
Internet/Redes Sociais (**56.8%**)
Experiências passadas (**33.5%**)
Publicidade (**14.2%**)
Livros & Revistas (**14.2%**)
AV/Operador Turístico (**12.3%**)
Meios de Golf (**4.5%**)
Outros (**1.3%**)

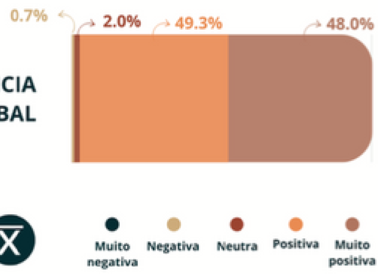
EXPERIÊNCIA DOS TURISTAS

MÉDIA GLOBAL* 3.3

+ Só de estar aqui, foi muito agradável (4.2)
+ O cenário é muito atrativo (4.1)
+ Esta experiência transmitiu-me uma verdadeira sensação de harmonia (3.7)
+ Foi divertido assistir às atividades que outras pessoas faziam (3.5)
- Esta foi uma verdadeira experiência de aprendizagem (3.0)
- Com esta visita, escapei completamente da minha rotina (2.9)
- Eu senti-me uma pessoa diferente durante esta visita (2.8)
- Esta experiência permitiu-me imaginar ser outra pessoa (2.7)

(médias)

*Escala varia de 1 (Discordo fortemente) a 5 (Concordo fortemente). (médias)



MÉDIA GLOBAL* 4.5

EXPERIÊNCIA MEMORÁVEL

MÉDIA GLOBAL* 4.3

+ Vou lembrar muitas coisas positivas sobre o Algarve (4.3)
+ Não esquecerei esta minha experiência de visita ao Algarve (4.3)
+ Levo lembranças maravilhosas desta minha visita ao Algarve (4.2)

*Escala varia de 1 (Discordo fortemente) a 5 (Concordo fortemente). (médias)

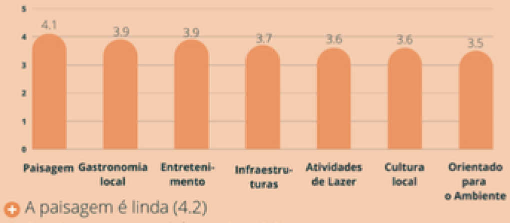
1

See at https://turexperience.pt/

A IMAGEM EXPERIENCIAL DO ALGARVE

Características Cognitivas

MÉDIA GLOBAL* 3.7

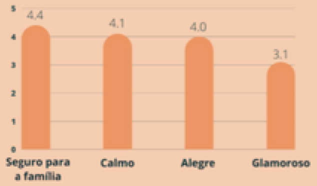


- ➕ A paisagem é linda (4.2)
- ➕ A paisagem natural é atrativa (4.1)
- ➕ Os desportos aquáticos estão disponíveis (4.1)
- ➕ Existem atividades ao ar livre (4.1)
- ➕ O Algarve oferece boa relação qualidade-preço (4.1)
- ➕ O Algarve oferece boa gastronomia (4.0)
- ➕ A gastronomia local é atrativa (4.0)
- ➖ Ambiente não poluído/intocado (3.4)
- ➖ Sem poluição atmosférica e sonora (3.4)

(médias)

Características Afetivas

MÉDIA GLOBAL* 4.3

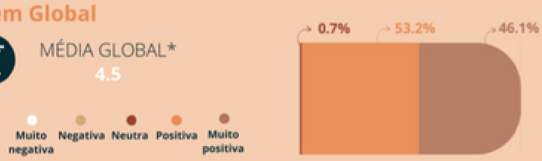


- ➕ O Algarve é um lugar solarengo (4.5)
- ➕ O Algarve é um lugar seguro para viajar (4.4)
- ➕ O Algarve é um lugar agradável/amigável (4.3)
- ➕ O Algarve é um lugar relaxante (4.3)
- ➕ O Algarve é um lugar bonito (4.3)
- ➖ O Algarve é um destino que está na moda (3.2)
- ➖ O Algarve é um lugar caro para o visitante (2.7)

(médias)

Imagem Global

MÉDIA GLOBAL* 4.5



REPUTAÇÃO DO ALGARVE

MÉDIA GLOBAL* 3.7

- ➕ O Algarve tem uma reputação muito boa (4.0)
- ➕ As pessoas falam muito bem sobre o Algarve (3.9)
- ➕ As pessoas respeitam muito este lugar (3.8)
- ➕ O Algarve tem uma reputação melhor do que outros lugares similares (3.5)
- ➖ A boa reputação do Algarve apoia-se na sua história (3.4)

(médias)

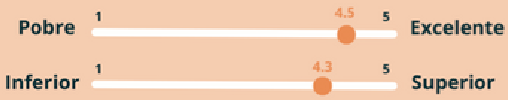
CONFIANÇA NO ALGARVE

MÉDIA GLOBAL* 3.9

- ➕ Acredito que as pessoas se esforçam ao máximo para atender às minhas necessidades (4.0)
- ➕ Em geral, sinto que o Algarve é confiável (3.9)
- ➕ Acredito que o Algarve me fornece serviços turísticos de alta qualidade e eficientes (3.9)
- ➕ Em geral, sinto que o Algarve é um destino íntegro (3.7)

(médias)

PERCEÇÃO GLOBAL DE QUALIDADE DO ALGARVE*



(médias)

***Escala**: 1 (Discordo fortemente) a 5 (Concordo fortemente).

Dos **155 turistas do mercado dos Países Baixos que participaram neste estudo** (109 em época alta e 46 e época baixa), a maioria é do género **feminino** (56.8%), com idades compreendidas entre os **25 e 64 anos** (66.9%) e com graus de **ensino Universitário** (60.7%). A maioria dos turistas do mercado dos Países Baixos são **visitantes de repetição** (64.3%), acompanhados principalmente por **familiares** (36.1%), **cônjuges/parceiros** (35.5%), **amigos** (21.9%) ou viajam **sozinhos** (11.6%) para passar **férias** (86.5%) na região Algarvia. As principais fontes de informação sobre o destino são **familiares/amigos** (68.4%), pesquisas na **Internet/Redes Sociais** (56.8%) e **experiências anteriores** no destino (33.5%). Durante a sua visita, estes turistas do mercado dos Países Baixos ficam alojados, principalmente, em **Casa de Férias Privada** (23.9%), em **Hotéis de Luxo de 4*-5*** (21.9%), **Hotel/Apartamento** (20.0%), **Alojamento Local** (Airbnb, Guest house) (18.7%) ou com **Família/Amigos** (14.2%). Quanto aos locais de alojamento, foram mencionadas, sobretudo, as cidades de **Albufeira** (25.5%), **Lagoa** (18.7%), e **Lagos** (18.7%). Os turistas deste mercado estiveram envolvidos, principalmente, em atividades relacionadas com o **meio Náutico** (19.9%), **Sol e Mar** (18.6%) e **Recreio e Lazer** (12.9%).

As **experiências globais dos turistas dos Países Baixos** no destino Algarve são muito positivas (média global=4.5) e classificam-se, sobretudo, na **dimensão estética** (média=3.7), pois o grau de concordância dos turistas é, em média, mais elevado em relação às seguintes afirmações contidas na escala: *estar no Algarve foi muito agradável* (média=4.2) e *o cenário na região é muito atrativo* (média=4.1). Ainda assim, os turistas concordam que *esta experiência lhes transmitiu uma verdadeira sensação de harmonia* (média=3.7) e *é divertido assistir às atividades que as outras pessoas faziam* (média=3.5). Pelo contrário, os turistas do mercado dos Países Baixos respondentes no âmbito deste estudo discordam das seguintes afirmações: *a experiência no Algarve foi uma verdadeira experiência de aprendizagem (média=3.0), sentiram que escaparam completamente à sua rotina (média=2.9), sentiram-se pessoas diferentes durante a sua estada no Algarve (média=2.8) ou que a experiência lhes permitiu imaginar ser outra pessoa (média=2.7).* Relativamente às **memórias** que os turistas do mercado dos Países Baixos têm das suas experiências no destino do Algarve (média global=4.3), os turistas respondentes admitem que *terão memórias muito positivas sobre o Algarve* (média=4.3), que *não esquecerão facilmente a sua experiência no Algarve* (média=4.3) ou que *terão memórias maravilhosas sobre esta experiência* (média=4.2).

Os turistas do mercado dos Países Baixos têm uma **imagem do Algarve globalmente muito positiva** (média global=4.5). Na sua perspetiva, a dimensão **funcional** ou **cognitiva da imagem do Algarve** (média global=3.7) caracteriza-se, sobretudo, pela *beleza* (média=4.2) e *atratividade da paisagem natural* (média=4.1), pela *disponibilidade de desportos aquáticos* (média=4.1), de *desportos ao ar livre* (média=4.1), *oferta com boa relação qualidade-preço* (média=4.1), *boa gastronomia* (média=4.0) e de *qualidade* (média=4.0). Contudo, não estão tão convencidos de que a imagem do Algarve possa ser caracterizada por ter um *ambiente não poluído/intocado* (mean=3.4) ou por possuir um *ambiente sem poluição atmosférica e sonora (média=3.4).*

No que diz respeito à **imagem afetiva** ou **atmosfera do destino** (média global=4.3), os turistas respondentes caracterizam a região como um *lugar seguro para a família* (média=4.4), *calmo* (média=4.1) e *alegre* (média=4.0). Os seguintes atributos - *o Algarve é um local solarengo (média=4.5), seguro para viajar* (média=4.4), *agradável/amigável* (média=4.3), *relaxante* (média=4.3) e *bonito* (4.3) - caracterizam a dimensão principal da imagem afetiva do destino. o Algarve *está na moda* (média=3.2) ou é um lugar com *glamour* (média=3.1) são atributos a que os respondentes deste mercado se mostram indiferentes. Discordam com a ideia de que *a região é um lugar caro para o visitante* (média=2.7).

Os turistas do mercado dos Países Baixos tendem a concordar que *o Algarve tem uma* **reputação** positiva (média global=3.7), reconhecem que *as pessoas falam muito bem do Algarve* (3.9), *respeitam muito o destino* (média=3.8) e consideram que *a região tem uma reputação melhor do que outros destinos semelhantes* (média=3.5). Contudo, não estão convictos de que a *boa reputação do Algarve se apoia na história da região* (média=3.4).

Quanto à **confiança no destino**, os turistas do mercado dos Países Baixos, em média, sentem que podem *confiar na região* (média global=3.9), uma vez que consideram que, de uma forma geral, as pessoas dão *o seu melhor para satisfazer as necessidades dos turistas* (média=4.0), que é um lugar *digno de confiança* (média=3.9), que lhes *ofereceu serviços turísticos de alta qualidade e eficientes* (média=3.9) e que usufrui de *altíssima integridade* (média=3.7).

No que diz respeito à **perceção da qualidade global desta região turística**, a maioria dos respondentes do mercado dos Países Baixos classifica-a como *excelente* (média=4.5) ou um *tanto superior* (média=4.3).

ENVOLVIMENTO DOS TURISTAS COM A SUA EXPERIÊNCIA NO ALGARVE

X̄ MÉDIA GLOBAL* 3.6

- ⊕ Sinto-me bem quando visito o Algarve (4.1)
- ⊕ Visitar o Algarve faz-me feliz (4.1)
- ⊕ Sinto-me muito otimista quando visito o Algarve (4.0)
- ⊖ Passei muito tempo a visitar o Algarve, em comparação com outros destinos (3.1)
- ⊖ Sempre que visito o Algarve, eu uso serviços locais (transportes públicos, saúde, ...) (3.0)
- ⊖ Visito muito o Algarve em comparação com outros destinos (2.9)

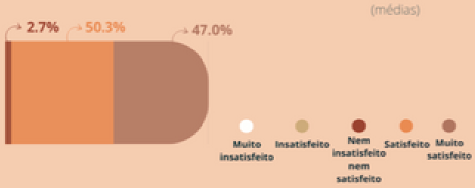
(médias)

SATISFAÇÃO COM A VISITA

X̄ MÉDIA GLOBAL* 4.2

- ⊕ Eu realmente gostei muito (4.3)
- ⊕ A minha escolha foi uma escolha sábia (4.3)
- ⊕ É exatamente o que eu precisava (4.2)

(médias)



LEALDADE DOS TURISTAS

X̄ MÉDIA GLOBAL* 4.1

- ⊕ Vou falar coisas positivas sobre esta experiência com a minha família e/ou amigos (4.2)
- ⊕ Vou incentivar os meus amigos e/ou familiares a visitar o Algarve (4.1)
- ⊕ Supondo que as minhas circunstâncias atuais se mantêm, eu tenciono regressar (4.1)

(médias)

PROPENSÃO PARA A BUSCADE NOVIDADE EM CONTEXTO DE FÉRIAS

X̄ MÉDIA GLOBAL* 3.4

- ⊕ Gosto de re-visitar os mesmos destinos porque sei o que esperar (3.5)
- ⊖ Nas minhas férias, gosto de visitar novos destinos (3.4)
- ⊖ Nas minhas férias, visito destinos bastante exóticos e desconhecidos (3.2)

(médias)

CONTEÚDO GERADO PELOS TURISTAS NAS REDES SOCIAIS

Partilhou as suas experiências desta viagem nas redes sociais?

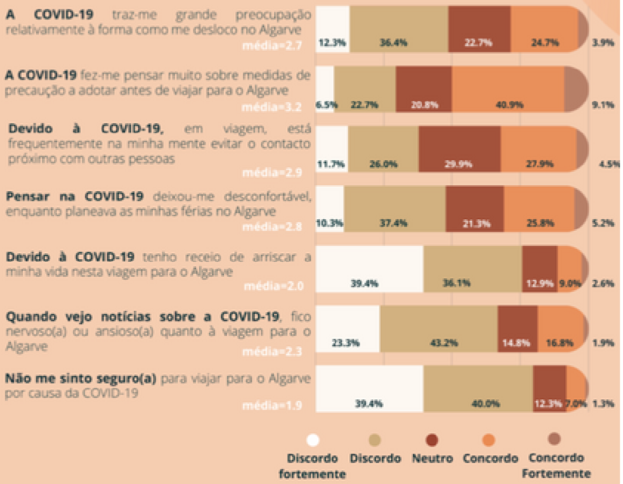
Através das plataformas:

36.1% 32.3% 26.5% 18.7%

***Escala**: 1 (Discordo fortemente) a 5 (Concordo fortemente).

ESCALA DE ANSIEDADE PARA VIAJAR DURANTE A PANDEMIA (COVID-19)

X̄ MÉDIA GLOBAL* 2.5



O **envolvimento** dos turistas do mercado dos Países Baixos durante a sua experiência de visita ao Algarve é globalmente positivo (média global=3.6), sobretudo na sua dimensão **afetiva**, pois os respondentes concordam que se *sentem bem quando visitam o Algarve* (média=4.1), *são felizes* (média=4.1) e *sentem-se otimistas* (média=4.0). Pelo contrário, não tendem a *utilizar serviços locais (transportes públicos, saúde, ...) sempre que visitam o Algarve* (média=3.0) e não *visitam muito esta região em comparação com outros destinos* (média=2.9).

Os turistas deste mercado, em média, estão **globalmente satisfeitos** (média=4.2) com as suas experiências turísticas no Algarve, uma vez que a maioria se considera *satisfeita* (50.3%) ou *muito satisfeita* (47.0%). Nomeadamente, porque *gostaram muito* (média=4.3), *a decisão de visitarem o Algarve foi considerada sábia* (média=4.3) e esta experiência foi *exatamente o que precisavam* (média=4.2).

Os turistas do mercado dos Países Baixos tendem a ser **globalmente leais ao destino** (média global=4.1), pois *admitem discutir coisas positivas sobre as suas férias com os seus amigos e/ou família (média=4.2)*, tencionam *incentivar outros a visitar o destino (média=4.1)* e consideram *visitar novamente a região do Algarve se as suas circunstâncias atuais permanecerem as mesmas (média=4.1)*.

De um modo geral, os turistas deste mercado, em média, não consideram a procura de **novos destinos em viagens futuras** (média global=3.4). Ainda que, admitam *gostar de regressar ao mesmo destino onde já sabem o que esperar* (média=3.5), *tentam visitar novos destinos durante as suas férias* (média=3.4), embora não se mostrem tão *interessados em visitar destinos bastante exóticos ou desconhecidos* (média=3.2).

A maioria dos turistas do mercado dos Países Baixos tenciona partilhar, nas **redes sociais**, as suas experiências turísticas no Algarve (62.3%) recorrendo, principalmente, ao *Instagram* (36.1%), *Whatsapp* (32.3%), *Facebook* (26.5%) e *Snapchat* (18.7%).

No regresso ao "novo normal" após os sucessivos confinamentos durante a **pandemia COVID-19**, os turistas do mercado dos Países Baixos que visitam a região não demonstram estar ansiosos pelo contexto pandémico pois, ainda assim, se *sentiram seguros no Algarve, não tiveram medo de arriscar as suas vidas quando viajam* e, apesar do contexto pandémico, *não ficam nervosos nem ansiosos ao ver notícias sobre a COVID-19* e *estavam menos preocupados com as suas deslocações no Algarve*. Em viagem, *tentam evitar o contacto próximo com outras pessoas* e não se sentiam *desconfortáveis enquanto planeiam as suas férias no Algarve*, apesar do contexto pandémico. Pelo contrário, a principal fonte de ansiedade está relacionada com *medidas de precaução a adotar antes de viajar para o Algarve*.

Estudo desenvolvido por: UAlg Universidade do Algarve; CinTurs Research Centre for Tourism, Sustainability and Well-being

Estudo financiado por: FCT Fundação para a Ciência e a Tecnologia; CRESC Algarve 2020; Portugal 2020; União Europeia Fundo Europeu de Desenvolvimento Regional

Referência do projeto:
Este trabalho é financiado por fundos FEDER através do Programa Operacional Regional do Algarve - CRESC Algarve 2020 no âmbito do projeto SAICT-ALG/39588/2018

H. Fact sheet Other issuing countries: global results

Fact Sheet

Resultados globais 2022
Época alta 2021 | **Época baixa 2021/22**

EXPERIENCE

TUREXPERIENCE
IMPACTO DAS EXPERIÊNCIAS TURÍSTICAS NA IMAGEM DO DESTINO

OUTROS MERCADOS

www.turexperience.pt

PERFIL DO TURISTA

AMOSTRA

n = **346**

GÉNERO

40.7% 59.0%

Outro (**0.3%**)

IDADE

18-24 anos (**29.9%**)
25-64 anos (**66.0%**)
+65 anos (**4.1%**)

GRAU DE ENSINO

9º ano de escolaridade (**10.2%**)
Ensino Secundário (**21.3%**)
Ensino Universitário (**68.6%**)

NÚMERO DE VISITAS

1ª visita (**48.5%**)
Visita repetida (**51.5%**)

PARCEIROS DE VIAGEM

Família (**41.3%**)
Parceiro(a) (**31.8%**)
Amigos(as) (**23.1%**)
Sozinho(a) (**10.7%**)
Colegas de trabalho (**0.9%**)
Grupo organizado/excursão (**2.6%**)
Outro (**0.3%**)

CARACTERIZAÇÃO DA VISITA AO ALGARVE

MOTIVOS DE VISITA

Férias (**90.7%**)
Visitar Amigos e Familiares (**11.3%**)
Negócios (**3.5%**)
Saúde e Bem-estar (**2.9%**)
Estudo/Formação (**2.6%**)
Reunião/Convenção (**1.7%**)
Outros (**1.2%**)

ATIVIDADES REALIZADAS

Atividades Náuticas (**23.5%**)
Atividades de Sol & Mar (**19.9%**)
Touring & Sightseeing (**11.9%**)
Recreio & Lazer (**10.1%**)

ALOJAMENTO

Alojamento local (**18.5%**)
Casa de férias privada (**17.3%**)
Família/Amigos (**13.6%**)
Hotel de Luxo 4*-5* (**28.9%**)
Hotel/Apartamento (**14.7%**)
Hotel/Pensão 2*-3* (**7.8%**)
Hostel (**3.8%**)
Campismo/Caravana (**4.3%**)
Outros (**0.3%**)

CIDADE ONDE FICOU ALOJADO

Lagos (**18.3%**)
Albufeira (**15.8%**)
Faro (**14.1%**)
Portimão (**11.6%**)
Loulé (**9.2%**)
Lagoa (**6.0%**)
Tavira (**5.6%**)
Vila do Bispo (**5.6%**)
Vila Real de Santo António (**4.9%**)
Outras (**8.9%**)

FONTE DE INFORMAÇÃO SOBRE O DESTINO

Família & Amigos (**72.0%**)
Internet/Redes Sociais (**51.4%**)
Experiências passadas (**34.7%**)
Livros & Revistas (**9.3%**)
Publicidade (**10.1%**)
AV/Operador Turístico (**9.8%**)
Meios de Golf (**2.9%**)
Outros (**1.2%**)

EXPERIÊNCIA DOS TURISTAS

MÉDIA GLOBAL* **3.5**

+ Só de estar aqui, foi muito agradável (4.2)
+ O cenário é muito atrativo (4.1)
+ Esta experiência transmitiu-me uma verdadeira sensação de harmonia (3.9)
- Senti-me como se vivesse numa época ou lugar diferentes (3.2)
- Senti-me uma pessoa diferente durante esta visita (3.1)
- Esta experiência permitiu-me imaginar ser outra pessoa (2.9)

(médias)

ABSORÇÃO

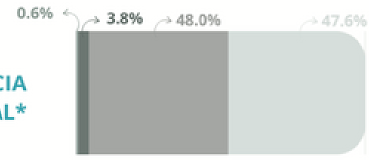
PARTICIPAÇÃO PASSIVA

PARTICIPAÇÃO ATIVA

IMERSÃO

***Escala** varia de 1 (Discordo fortemente) a 5 (Concordo fortemente). (médias)

EXPERIÊNCIA GLOBAL*



MÉDIA GLOBAL* **4.4**

Muito negativa · Negativa · Neutra · Positiva · Muito positiva

EXPERIÊNCIA MEMORÁVEL

MÉDIA GLOBAL* **4.3**

+ Vou lembrar muitas coisas positivas sobre o Algarve (4.3)
+ Levo lembranças maravilhosas desta minha visita ao Algarve (4.3)
+ Não esquecerei esta minha experiência de visita ao Algarve (4.3)

***Escala** varia de 1 (Discordo fortemente) a 5 (Concordo fortemente). (médias)

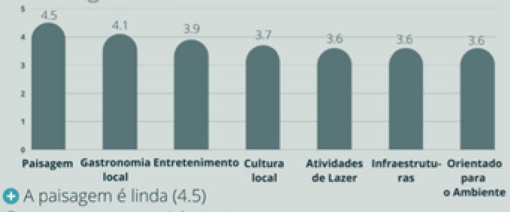
1

See at https://turexperience.pt/

A IMAGEM EXPERIENCIAL DO ALGARVE

Características Cognitivas

MÉDIA GLOBAL*
3.8

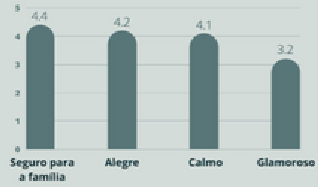


- ➕ A paisagem é linda (4.5)
- ➕ A paisagem natural é atrativa (4.4)
- ➕ O Algarve oferece boa gastronomia (4.2)
- ➕ Existem atividades ao ar livre (4.1)
- ➕ A gastronomia local é apelativa (4.1)
- ➕ Desportos aquáticos estão disponíveis (4.1)
- ➕ O Algarve oferece uma boa relação qualidade-preço (4.0)
- ➖ Sem poluição atmosférica e sonora (3.4)
- ➖ O Algarve oferece bons serviços e equipamentos médicos (3.3)
- ➖ O Algarve oferece bons transportes públicos (3.3)

(médias)

Características Afetivas

MÉDIA GLOBAL*
4.5

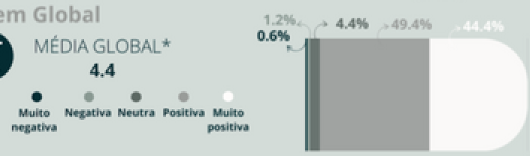


- ➕ O Algarve é um lugar solarengo (4.6)
- ➕ O Algarve é um lugar seguro para viajar (4.4)
- ➕ O Algarve é um lugar agradável/amigável (4.4)
- ➕ O Algarve é um lugar bonito (4.4)
- ➖ O Algarve é um lugar luxuoso (3.3)
- ➖ O Algarve é um lugar que está na moda (3.3)
- ➖ O Algarve é um lugar caro para o visitante (2.9)

(médias)

Imagem Global

MÉDIA GLOBAL*
4.4



REPUTAÇÃO DO ALGARVE

MÉDIA GLOBAL*
3.8

- ➕ O Algarve tem uma reputação muito boa (4.1)
- ➕ As pessoas falam muito bem sobre o Algarve (4.0)
- ➕ As pessoas respeitam muito este lugar (3.7)
- ➕ O Algarve tem uma reputação melhor do que outros lugares similares (3.6)
- ➕ A boa reputação do Algarve apoia-se na sua história (3.5)

(médias)

CONFIANÇA NO ALGARVE

MÉDIA GLOBAL*
4.0

- ➕ Acredito que as pessoas se esforçam ao máximo para atender às minhas necessidades (4.0)
- ➕ Em geral, sinto que o Algarve é confiável (4.0)
- ➕ Acredito que o Algarve me fornece serviços turísticos de alta qualidade e eficientes (4.0)
- ➕ Em geral, sinto que o Algarve é um destino íntegro (3.9)

(médias)

PERCEÇÃO GLOBAL DE QUALIDADE DO ALGARVE*

(médias)

***Escala**: 1 (Discordo fortemente) a 5 (Concordo fortemente).

Dos **346 turistas de turistas de outros mercados emissores que participaram neste estudo** (247 em época alta e 99 em época baixa) a maioria é do género **feminino** (59.0%), com idades compreendidas entre os **25 e 64 anos** (66.0%) e com graus de **ensino Universitário** (68.6%). A maioria dos turistas de de outros mercados são **visitantes de repetição** (51.5%) e estão acompanhados, principalmente, por **familiares** (41.3%), **cônjuges/parceiros** (31.8%), **amigos** (23.1%), ou **viajam sozinhos** (10.7%) para passar **férias** (90.7%) na região. As principais fontes de informação sobre o destino são **familiares/amigos** (72.0%), pesquisas na **Internet/Redes Sociais** (51.4%), e **experiências anteriores** no destino (34.7%). Durante a sua visita, os turistas de outros mercados ficam alojados, principalmente, em **Hotéis de Luxo de 4*-5*** (28.9%), **Alojamento Local** (Airbnb, Guest house) (18.5%), **Casa de Férias Privada** (17.3%), **Hotel/Apartamento** (14.7%), com **Família/Amigos** (14.7%), **Hotéis/Pensões de 2*-3*** (7.8%), num parque de **Campismo/Caravanismo** (4.3%), ou num **Hostel** (3.8%). Quanto aos locais de alojamento, foram mencionadas, sobretudo, as cidades de **Lagos** (18.3%), **Albufeira** (15.8%), **Faro** (14.1%), **Portimão** (11.6%), **Loulé** (9.2%), **Lagoa** (6.0%), **Tavira** (5.6%), **Vila do Bispo** (5.6%), e **Vila Real de Santo António** (4.9%). Os turistas de outros mercados estiveram envolvidos, principalmente, em atividades relacionadas com o meio Náutico. (23.5%), **Sol e Mar** (19.9%), **Touring/Sightseeing** (11.9%), e **Recreio & Lazer** (10.1%).

As **experiências globais dos turistas de outros mercados** no destino Algarve são positivas (média global=4.4) e classificam-se, sobretudo, na **dimensão estética** (média=3.8), na medida em que o grau de concordância dos turistas é, em média, mais elevado em relação às seguintes afirmações contidas na escala: *estar no Algarve foi muito agradável* (média=4.2) e *o cenário na região é muito atrativo* (média=4.1). Os turistas concordam que a *experiência no Algarve lhes transmitiu uma verdadeira sensação de harmonia* (3.9). Pelo contrário, esta experiência não foi suficientemente intensa para fazer com que os turistas de outros mercados se *sentissem num lugar ou época diferentes* (média=3.2), se *sentissem uma pessoa diferente durante a sua estada na região* (média=3.1), ou *imaginarem ser outra pessoa* (média=2.9). Relativamente às **memórias** que os turistas de outros mercados têm das suas experiências no destino do Algarve (média global=4.3), os turistas respondentes admitem vir a *relembrar muitas coisas positivas sobre o destino* (média=4.3), *que terão memórias maravilhosas sobre esta experiência* (média=4.3) e que não *esquecerão facilmente a sua experiência no Algarve* (média=4.3).

Os turistas de outros mercados têm uma **imagem do Algarve globalmente positiva** (média global=4.4). Na sua perspetiva, a dimensão **funcional** ou **cognitiva da imagem do Algarve** (média global=3.8) caracteriza-se, sobretudo, pela *beleza do cenário* (média=4.5), *atratividade da paisagem natural* (média=4.4), *oferta de boa gastronomia* (média=4.2), *atividades ao ar livre* (média=4.1) e *desportos aquáticos* (média=4.1) disponíveis, *comida local apelativa* (média=4.1), e *oferece uma boa relação qualidade-preço* (média=4.0). Contudo, não estão tão convictos de que a imagem do Algarve possa ser caracterizada por ter *um ambiente sem poluição atmosférica ou sonora* (média=3.4), por *oferecer bons serviços e cuidados de saúde* (média=3.3), e por *oferecer bons transportes públicos* (média=3.3).

No que diz respeito à **imagem afetiva** ou **atmosfera do destino** (média global=4.5), os turistas respondentes caracterizam a região como um *lugar seguro para a família* (média=4.4), *alegre* (média=4.2) e *calmo* (média=4.1). Os seguintes atributos - *o Algarve é um local solarengo (média=4.6), seguro para viajar* (média=4.4), *agradável/amigável* (média=4.4), e *bonito* (média=4.4) - caracterizam a dimensão principal da imagem afetiva do destino. Por outro lado, os turistas mostram-se indiferentes quanto uso do adjetivo *glamour para descrever a atmosfera do destino* (média=3.2). Discordam que o Algarve é um *lugar luxuoso* (média=3.3), *na moda* (média=3.3), *e caro para o visitante* (média=2.8).

Relativamente à **reputação** do destino (média global=3.8), os respondentes de outros mercados admitem que *a região tem uma reputação muito boa* (média=4.1) e que as *pessoas falam muito bem sobre o Algarve* (média=4.0). Além disso, os turistas tendem a concordar, ainda que de forma mais ténue, que as *pessoas respeitam muito o Algarve* (média=3.7), admitem que *o destino tem uma reputação melhor do que outros lugares semelhantes* (média=3.6), e concordam, ainda que de forma mais ténue, com a possibilidade da *boa reputação do Algarve ser apoiada na história da região* (média=3.5).

Quanto à **confiança no destino**, os turistas de outros mercados, em média, sentem que podem *confiar na região* (média global=4.0), uma vez que consideram que, no destino, *as pessoas dão o seu melhor para satisfazer as necessidades dos turistas* (média=4.0), admitem que a região é *digna de confiança* (média=4.0) e acreditam que *o Algarve fornece serviços turísticos de alta qualidade e eficientes* (média=4.0). Além disso, ainda que de forma mais ténue, os turistas acreditam que o Algarve usufrui de *altíssima integridade* (média=3.9).

No que diz respeito à **perceção da qualidade global desta região turística**, a maioria dos respondentes de outros mercados classifica-a como *boa* (média=4.3) ou um *tanto superior* (média=4.2).

ENVOLVIMENTO DOS TURISTAS COM A SUA EXPERIÊNCIA NO ALGARVE

X̄ MÉDIA GLOBAL* **3.7**

- ➕ Sinto-me bem quando visito o Algarve (4.2)
- ➕ Visitar o Algarve faz-me feliz (4.1)
- ➕ Sinto-me muito otimista quando visito o Algarve (4.1)
- ➖ Passei muito tempo a visitar o Algarve, em comparação com outros destinos (3.3)
- ➖ Visito muito o Algarve em comparação com outros destinos (3.1)
- ➖ Sempre que visito o Algarve, eu uso serviços locais (transportes públicos, saúde, ...) (3.0)

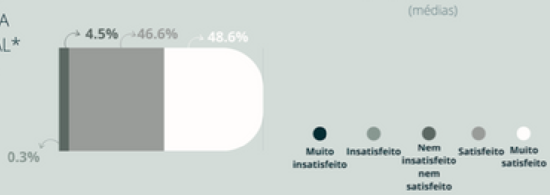
(médias)

SATISFAÇÃO COM A VISITA

X̄ MÉDIA GLOBAL* **4.3**

- ➕ Eu realmente gostei muito (4.3)
- ➕ É exatamente o que eu precisava (4.2)
- ➕ A minha escolha foi uma escolha sábia (4.2)

(médias)



LEALDADE DOS TURISTAS

X̄ MÉDIA GLOBAL* **4.2**

- ➕ Vou falar coisas positivas sobre esta experiência com a minha família e/ou amigos (4.3)
- ➕ Vou incentivar os meus amigos e/ou familiares a visitar o Algarve (4.2)
- ➕ Supondo que as minhas circunstâncias atuais se mantêm, eu tenciono regressar (4.2)

(médias)

PROPENSÃO PARA A BUSCA DE NOVIDADE EM CONTEXTO DE FÉRIAS

X̄ MÉDIA GLOBAL* **3.5**

- ➕ Nas minhas férias, gosto de visitar novos destinos (3.7)
- ➖ Gosto de re-visitar os mesmos destinos porque sei o que esperar (3.4)
- ➖ Nas minhas férias, visito destinos bastante exóticos e desconhecidos (3.4)

(médias)

CONTEÚDO GERADO PELOS TURISTAS NAS REDES SOCIAIS

Partilhou as suas experiências desta viagem nas redes sociais?

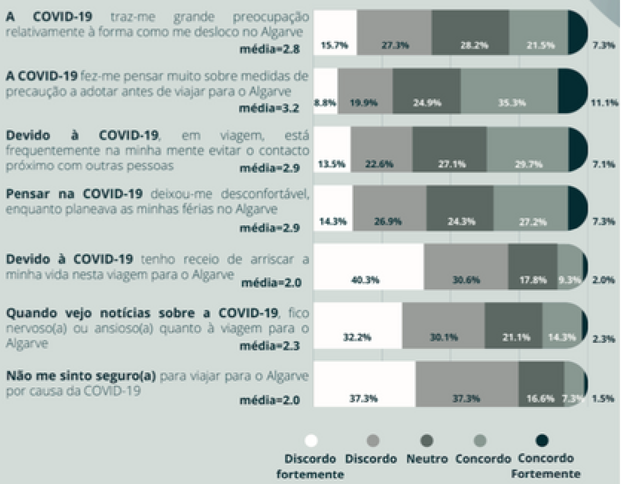
Através das plataformas:

47.7% 30.1% 28.3% 13.9%

***Escala**: 1 (Discordo fortemente) a 5 (Concordo fortemente).

ESCALA DE ANSIEDADE PARA VIAJAR DURANTE A PANDEMIA (COVID-19)

X̄ MÉDIA GLOBAL* **2.6**



O **envolvimento** dos turistas de outros mercados na sua experiência de visita ao Algarve é globalmente positivo (média global=3.7), sobretudo na sua dimensão **afetiva**, pois os respondentes concordam que se *sentem bem quando visitam o Algarve* (média=4.2), *são felizes* (média=4.1) e *sentem-se otimistas (média=4.1)*. Pelo contrário, os turistas admitem que não *passam muito tempo a visitar o Algarve em comparação com outros destinos (média=3.3) ou que não tendem a utilizar serviços locais (transportes públicos, saúde, ...) sempre que visitam a região (média=3.0).*

Os turistas de outros mercados, em média, estão **globalmente satisfeitos** (média=4.3), pois uma parte considerável dos respondentes considera-se *satisfeita* (46.6%) ou *muito satisfeita* (48.6%) com esta experiência. As razões da satisfação são atribuídas ao facto de *gostarem muito* (média=4.3) desta experiência que corresponde *exatamente ao que precisavam* (média=4.2), pelo que a *decisão de visita ao Algarve é considerada sábia* (mean=4.2).

Os turistas de outros mercados tendem a ser **globalmente leais ao destino** (média global=4.2), pois admitem *discutir coisas positivas sobre as suas férias com os seus amigos e/ou família* (média=4.3), tencionam *incentivar outros a visitar o destino* (média=4.2) e consideram *visitar novamente a região do Algarve se as suas circunstâncias atuais permanecerem as mesmas* (média=4.2).

De um modo geral, os turistas de outros mercados admitem considerar a procura de **novos destinos em viagens futuras** (média global=3.5). Mais especificamente, os respondentes admitem, ainda que de forma mais ténue, que *tentam visitar novos destinos durante as suas férias* (média=3.7). Por outro lado, não se mostram fortes adeptos a *regressar ao mesmo destino onde já sabem o que esperar* (média=3.4), ou em *visitar destinos bastante exóticos ou desconhecidos* (média=3.4).

A maioria dos turistas de outros mercados tenciona partilhar, nas **redes sociais**, as suas experiências turísticas no Algarve (67.9%), recorrendo, principalmente, ao *Instagram* (47.7%), *Whatsapp* (30.1%), *Facebook* (28.3%) e *Snapchat* (13.9%).

No regresso ao "novo normal" após os sucessivos confinamentos durante a **pandemia COVID-19**, os turistas de outros mercados que visitam a região não demonstram estar ansiosos pelo contexto pandémico, pois *sentem-se seguros no Algarve*, apesar do contexto pandémico *não têm medo de arriscar as suas vidas durante a viagem, não ficam nervosos nem ansiosos ao ver notícias sobre a COVID-19, estão menos preocupados com as suas deslocações no Algarve* e *não experienciaram sensações de desconforto enquanto planeiam as suas férias no Algarve devido à pandemia*. Além disso, durante a viagem, não procuram *evitar o contacto próximo com outras pessoas* e a principal fonte de ansiedade está relacionada com as *medidas de precaução a adotar antes de viajar para a região.*

Estudo desenvolvido por: UAlg Universidade do Algarve; CinTurs Research Centre for Tourism, Sustainability and Well-being

Estudo financiado por: FCT Fundação para a Ciência e a Tecnologia; CRESC Algarve 2020; Portugal 2020; União Europeia Fundo Europeu de Desenvolvimento Regional

Referência do projeto:
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I. Fact sheet high season: global results

Fact Sheet

Resultados globais 2022

EXPERIENCE

IMPACTOS DAS EXPERIÊNCIAS TURÍSTICAS NA IMAGEM DO DESTINO: À PROCURA DE NOVAS OPORTUNIDADES PARA O ALGARVE

ÉPOCA ALTA

PERFIL DO TURISTA

NACIONALIDADE

n= 512 26.8% | n= 465 24.4% | n= 159 8.3% | n= 115 6.0% | n= 109 5.7% | n= 138 7.2% | n= 164 8.6% | OUTROS n= 247 12.9%

AMOSTRA

n = **1909**

GÉNERO

39.2% 60.8%

IDADE

18-24 anos (**26.1%**)
25-64 anos (**69.7%**)
+65 anos (**4.2%**)

GRAU DE ENSINO

9º ano de escolaridade (**8.3%**)
Ensino Secundário (**26.2%**)
Ensino Universitário (**65.5%**)

NÚMERO DE VISITAS

1ª visita (**30.7%**)
Visita repetida (**69.3%**)

PARCEIROS DE VIAGEM

Família (**50.1%**)
Parceiro(a) (**27.3%**)
Amigos(as) (**25.0%**)
Sozinho(a) (**7.2%**)
Colegas de trabalho (**1.0%**)
Grupo organizado/excursão (**0.9%**)

CARACTERIZAÇÃO DA VISITA AO ALGARVE

RAZÕES DE VISITA

Férias (**89.4%**)
Visitar Amigos e Familiares (**8.9%**)
Negócios (**1.9%**)
Saúde e Bem-estar (**3.2%**)
Reunião/Convenção (**1.0%**)
Estudo/Formação (**0.6%**)
Outros (**0.6%**)

ATIVIDADES REALIZADAS

Atividades relacionadas com Sol & Mar (**25.0%**)
Atividades Náuticas (**21.1%**)
Lazer & Recreação (**12.0%**)
Touring & Sightseeing (**10.0%**)
Gastronomy & Wines (**8.6%**)

ALOJAMENTO

Casa de férias privada (**23.2%**)
Família/Amigos (**15.7%**)
Alojamento local (**19.9%**)
Hotel de Luxo - 4 ou 5 estrelas (**20.4%**)
Hotel-Apartmento (**13.3%**)
Hotel/Pensão - 2 ou 3 estrelas (**7.2%**)
Hostel (**4.3%**)
Campismo/Caravana (**1.9%**)
Outros (**0.7%**)

CIDADE ONDE FICOU ALOJADO

Albufeira (**20.0%**)
Loulé (**15.5%**)
Lagos (**13.0%**)
Vila Real de Santo António (**10.2%**)
Faro (**9.7%**)
Portimão (**9.6%**)
Lagoa (**5.5%**)
Tavira (**5.2%**)
Olhão (**3.5%**)
Outras (**12.3%**)

PRINCIPAL FONTE DE INFORMAÇÃO

Família/Amigos (**76.2%**)
Experiências passadas (**50.0%**)
Internet/Redes Sociais (**47.2%**)
Publicidade (**11.9%**)
Agente de Viagens/Operador Turístico (**8.6%**)
Livros & Revistas (**7.2%**)
Meios de Golf (**4.3%**)
Outros (**1.0%**)

EXPERIÊNCIA DOS TURISTAS

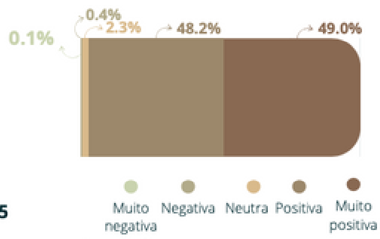
MÉDIA GLOBAL* **3.4**

- Só de estar aqui, foi muito agradável (4.2)
- O cenário é muito atrativo (4.1)

(médias)

EXPERIÊNCIA GLOBAL

MÉDIA GLOBAL* **4.5**



***Escala**: 1 (Discordo fortemente) a 5 (Concordo fortemente).

EXPERIÊNCIA MEMORÁVEL

MÉDIA GLOBAL* **4.3**

- Vou lembrar muitas coisas positivas sobre o Algarve (4.3)
- Levo lembranças maravilhosas desta minha visita ao Algarve (4.3)
- Não esquecerei esta minha experiência de visita ao Algarve (4.2)

***Escala**: 1 (Discordo fortemente) a 5 (Concordo fortemente). (médias)

IMAGEM EXPERIENCIAL DO ALGARVE

CARACTERÍSTICAS FUNCIONAIS

MÉDIA GLOBAL* **3.8**

- O Algarve oferece boas praias (4.5)
- A paisagem natural é atrativa (4.3)
- O cenário é bonito (4.3)
- O Algarve oferece gastronomia de qualidade (4.2)
- A gastronomia local é apelativa (4.2)

(médias)

***Escala**: 1 (Discordo fortemente) a 5 (Concordo fortemente).

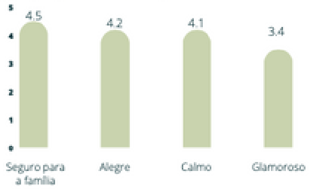
1

See at https://turexperience.pt/

IMAGEM EXPERIENCIAL DO ALGARVE

CARACTERÍSTICAS AFETIVAS

MÉDIA GLOBAL* **4.1**

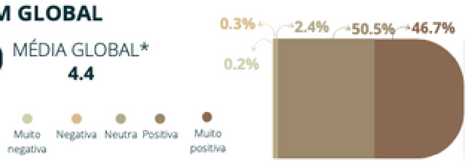


- O Algarve é um lugar solarengo (4.5)
- O Algarve é um lugar seguro para viajar (4.4)
- O Algarve é um lugar agradável/amigável (4.4)
- O Algarve é um lugar bonito (4.4)
- O Algarve é um lugar feliz (4.3)
- O Algarve é um lugar relaxante (4.3)
- O Algarve é um lugar repousante (4.3)
- O Algarve é um lugar orientado para a família (4.2)
- O Algarve é um lugar interessante (4.2)
- O Algarve é um lugar divertido (4.2)
- O Algarve é um lugar emocionante e voltado para o entretenimento (4.1)
- O Algarve é um lugar com boa reputação (4.1)

***Escala**: 1 (Discordo fortemente) a 5 (Concordo fortemente). (médias)

IMAGEM GLOBAL

MÉDIA GLOBAL* **4.4**



***Escala**: 1 (Discordo fortemente) a 5 (Concordo fortemente).

REPUTAÇÃO DO ALGARVE

MÉDIA GLOBAL* **3.9**

- O Algarve tem uma reputação muito boa (4.2)
- As pessoas falam muito bem sobre o Algarve (4.1)
- As pessoas respeitam muito este lugar (3.8)
- O Algarve tem melhor reputação que outros lugar similares (3.7)
- A boa reputação do Algarve apoia-se na sua história (3.6)

***Escala**: 1 (Discordo fortemente) a 5 (Concordo fortemente). (médias)

CONFIANÇA NO ALGARVE

MÉDIA GLOBAL* **4.1**

- Em geral, sinto que o Algarve é confiável (4.1)
- Acredito que o Algarve me fornece serviços turísticos de alta qualidade e eficientes (4.0)
- Em geral, sinto que o Algarve é um destino íntegro (3.9)
- Acredito que as pessoas se esforçam ao máximo para atender às minhas necessidades (3.9)

***Escala**: 1 (Discordo fortemente) a 5 (Concordo fortemente). (médias)

PERCEÇÃO GLOBAL DA QUALIDADE DO DESTINO

Escala para ambos os itens, respetivamente: 1- Pobre/Inferior; 2- Justo/Um tanto inferior; 3- Neutra; 4- Boa/Um tanto superior; 5- Exelente/Superior. (médias)

ENVOLVIMENTO DOS TURISTAS COM A SUA EXPERIÊNCIA NO ALGARVE

MÉDIA GLOBAL* **3.8**

- Sinto-me bem quando visito o Algarve (4.2)
- Visitar o Algarve faz-me feliz (4.2)
- Sinto-me muito otimista quando visito o Algarve (4.0)
- Tenho orgulho de visitar o Algarve (3.9)
- Sinto-me mentalmente presente enquanto estive no Algarve (3.9)

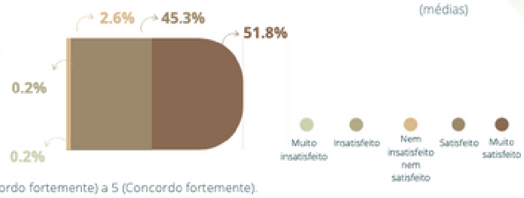
***Escala**: 1 (Discordo fortemente) a 5 (Concordo fortemente). (médias)

SATISFAÇÃO COM A VISITA

MÉDIA GLOBAL* **4.0**

- Eu realmente gostei muito (4.1)
- É exatamente o que eu precisava (4.0)
- A minha escolha foi uma escolha sábia (3.9)

(médias)



***Escala:** 1 (Discordo fortemente) a 5 (Concordo fortemente).

LEALDADE DOS TURISTAS

MÉDIA GLOBAL* **4.3**

- Vou falar coisas positivas sobre esta experiência com a minha família e/ou amigos (4.3)
- Vou incentivar os meus amigos e/ou familiares a visitar. o Algarve (4.2)
- Supondo que as minhas circunstâncias atuais se mantêm, eu tenciono regressar (4.2)

***Escala:** 1 (Discordo fortemente) a 5 (Concordo fortemente). (médias)

PROPENSÃO PARA A BUSCA DE NOVIDADE EM CONTEXTO DE FÉRIAS

MÉDIA GLOBAL* **3.5**

- Nas minhas férias, gosto de visitar novos destinos (3.8)
- Gosto de re-visitar os mesmos destinos porque sei o que esperar (3.5)

***Escala:** 1 (Discordo fortemente) a 5 (Concordo fortemente). (médias)

CONTEÚDO GERADO PELOS TURISTAS NAS REDES SOCIAIS

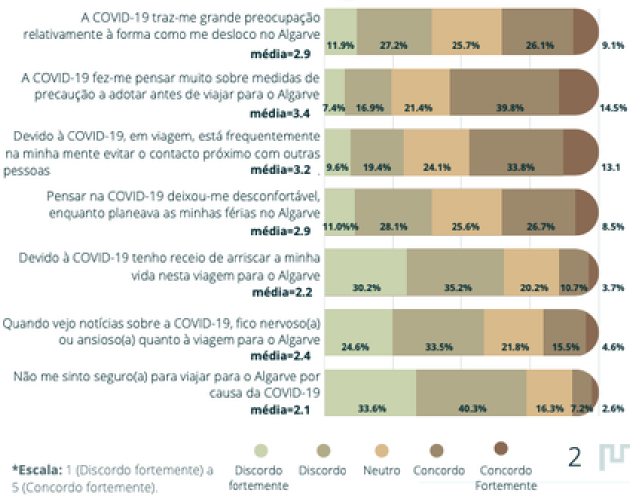
Partilhou as suas experiências desta viagem nas redes sociais?

Através das plataformas:

44.1% 29.8% 26.5%

ANSIEDADE ASSOCIADA À VIAGEM DURANTE A PANDEMIA (COVID-19)

MÉDIA GLOBAL* **2.7**



***Escala:** 1 (Discordo fortemente) a 5 (Concordo fortemente).

2

Fact Sheet

Resultados globais 2022

EXPERIENCE

IMPACTOS DAS EXPERIÊNCIAS TURÍSTICAS NA IMAGEM DO DESTINO: À PROCURA DE NOVAS OPORTUNIDADES PARA O ALGARVE

ÉPOCA BAIXA

PERFIL DO TURISTA

NACIONALIDADE

Portugal	n= 223	27.9%
Reino Unido	n= 199	24.9%
Alemanha	n= 66	8.3%
Espanha	n= 73	9.1%
França	n= 50	6.3%
Países Baixos	n= 46	5.8%
Irlanda	n= 44	5.5%
OUTROS	n= 99	12.4%

AMOSTRA

n = **800**

GÉNERO

46.6% 53.4%

IDADE

18-24 anos (**15.2%**)
25-64 anos (**74.2%**)
+65 anos (**10.6%**)

GRAU DE ENSINO

9º ano de escolaridade (**6.7%**)
Ensino Secundário (**26.0%**)
Ensino Universitário (**67.3%**)

NÚMERO DE VISITAS

1ª visita (**33.9%**)
Visita repetida (**66.1%**)

PARCEIROS DE VIAGEM

Parceiro(a) (**40.0%**)
Família (**33.3%**)
Amigos(as) (**18.9%**)
Sozinho(a) (**13.3%**)
Colegas de trabalho (**2.4%**)
Grupo organizado/excursão (**1.6%**)

CARACTERIZAÇÃO DA VISITA AO ALGARVE

RAZÕES DE VISITA

Férias (**75.5%**)
Visitar Amigos e Familiares (**14.9%**)
Negócios (**6.3%**)
Saúde e Bem-estar (**4.3%**)
Estudo/Formação (**2.1%**)
Reunião/Convenção (**1.8%**)
Outros (**1.9%**)

ATIVIDADES REALIZADAS

Lazer & Recreação (**19.4%**)
Atividades relacionadas com Sol & Mar (**18.8%**)
Dining Activities (**11.7%**)
Atividades Náuticas (**10.5%**)
Touring & Sightseeing (**10.2%**)

ALOJAMENTO

Hotel de Luxo - 4 ou 5 estrelas (**26.9%**)
Casa de férias privada (**17.8%**)
Família/Amigos (**17.0%**)
Alojamento local (**13.6%**)
Hotel-Apartmento (**10.6%**)
Hotel/Pensão - 2 ou 3 estrelas (**8.4%**)
Hostel (**3.6%**)
Campismo/Caravana (**1.0%**)
Outros (**0.6%**)

CIDADE ONDE FICOU ALOJADO

Albufeira (**20.1%**)
Faro (**15.5%**)
Lagos (**9.2%**)
Portimão (**8.4%**)
Loulé (**8.3%**)
Silves (**7.8%**)
Lagoa (**6.7%**)
Olhão (**5.2%**)
Tavira (**5.2%**)
Vilamoura (**5.2%**)
Outras (**8.4%**)

PRINCIPAL FONTE DE INFORMAÇÃO

Família/Amigos (**69.3%**)
Internet/Redes Sociais (**46.1%**)
Experiências passadas (**44.8%**)
Publicidade (**12.1%**)
Agente de Viagens/Operador Turístico (**10.3%**)
Livros & Revistas (**6.4%**)
Meios de Golf (**6.1%**)
Outros (**0.4%**)

EXPERIÊNCIA DOS TURISTAS

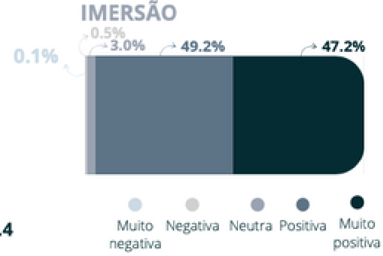
MÉDIA GLOBAL* **3.5**

- Só de estar aqui, foi muito agradável (4.1)
- O cenário é muito atrativo (4.0)
- Esta experiência transmitiu-me uma verdadeira sensação de harmonia (3.8)

(médias)

EXPERIÊNCIA GLOBAL

MÉDIA GLOBAL* **4.4**



***Escala**: 1 (Discordo fortemente) a 5 (Concordo fortemente).

EXPERIÊNCIA MEMORÁVEL

MÉDIA GLOBAL* **4.2**

- Vou lembrar muitas coisas positivas sobre o Algarve (4.2)
- Levo lembranças maravilhosas desta minha visita ao Algarve (4.2)
- Não esquecerei esta minha experiência de visita ao Algarve (4.1)

***Escala**: 1 (Discordo fortemente) a 5 (Concordo fortemente). (médias)

IMAGEM EXPERIENCIAL DO ALGARVE

CARACTERÍSTICAS FUNCIONAIS

MÉDIA GLOBAL* **3.8**

- A paisagem natural é atrativa (4.4)
- O cenário é bonito (4.4)
- O Algarve oferece gastronomia de qualidade (4.2)
- A gastronomia local é apelativa (4.1)
- Existem atividades ao ar livre (4.0)
- Os desportos aquáticos estão disponíveis (3.9)
- O Algarve oferece boas oportunidades/espaço para compras (3.9)

***Escala**: 1 (Discordo fortemente) a 5 (Concordo fortemente). (médias)

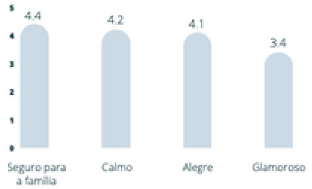
1

See at https://turexperience.pt/

IMAGEM EXPERIENCIAL DO ALGARVE

CARACTERÍSTICAS AFETIVAS

MÉDIA GLOBAL* **4.5**

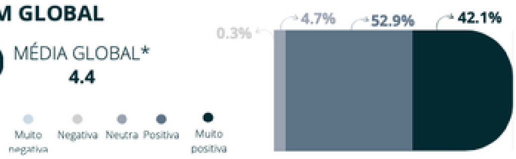


- O Algarve é um lugar solarengo (4.5)
- O Algarve é um lugar seguro para viajar (4.4)
- O Algarve é um lugar bonito (4.3)
- O Algarve é um lugar interessante (4.2)
- O Algarve é um lugar orientado para a família (4.2)
- O Algarve é um lugar feliz (4.2)
- O Algarve é um lugar relaxante (4.2)
- O Algarve é um lugar repousante (4.2)
- O Algarve é um lugar agradável/amigável (4.2)
- O Algarve é um lugar divertido (4.0)
- O Algarve é um lugar estimulante para o visitante (4.0)

***Escala**: 1 (Discordo fortemente) a 5 (Concordo fortemente). (médias)

IMAGEM GLOBAL

MÉDIA GLOBAL* **4.4**



***Escala**: 1 (Discordo fortemente) a 5 (Concordo fortemente).

REPUTAÇÃO DO ALGARVE

MÉDIA GLOBAL* **3.9**

- O Algarve tem uma reputação muito boa (4.1)
- As pessoas falam muito bem sobre o Algarve (4.1)
- As pessoas respeitam muito este lugar (3.9)
- O Algarve tem melhor reputação que outros lugar similares (3.7)
- A boa reputação do Algarve apoia-se na sua história (3.6)

***Escala**: 1 (Discordo fortemente) a 5 (Concordo fortemente). (médias)

CONFIANÇA NO ALGARVE

MÉDIA GLOBAL* **4.0**

- Em geral, sinto que o Algarve é confiável (4.0)
- Acredito que o Algarve me fornece serviços turísticos de alta qualidade e eficientes (4.0)
- Acredito que as pessoas se esforçam ao máximo para atender às minhas necessidades (4.0)
- Em geral, sinto que o Algarve é um destino íntegro (3.9)

***Escala**: 1 (Discordo fortemente) a 5 (Concordo fortemente). (médias)

PERCEÇÃO GLOBAL DA QUALIDADE DO DESTINO

Escala para ambos os itens, respetivamente: 1- Pobre/Inferior; 2- Justo/Um tanto inferior; 3- Neutra; 4- Boa/Um tanto superior; 5- Exelente/Superior. (médias)

ENVOLVIMENTO DOS TURISTAS COM A SUA EXPERIÊNCIA NO ALGARVE

MÉDIA GLOBAL* **3.7**

- Sinto-me bem quando visito o Algarve (4.1)
- Visitar o Algarve faz-me feliz (4.1)
- Sinto-me muito otimista quando visito o Algarve (4.0)
- A visita ao Algarve fez-me sentir conectado a este lugar (3.8)
- Senti-me mentalmente presente quando estive no Algarve (3.80)
- Tenho orgulho de visitar o Algarve (3.8)

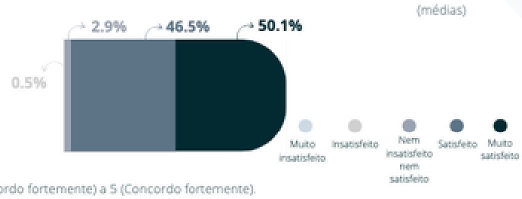
***Escala:** 1 (Discordo fortemente) a 5 (Concordo fortemente). (médias)

SATISFAÇÃO COM A VISITA

MÉDIA GLOBAL* **4.5**

- Eu realmente gostei muito (4.3)
- É exatamente o que eu precisava (4.2)
- A minha escolha foi uma escolha sábia (4.2)

(médias)



***Escala:** 1 (Discordo fortemente) a 5 (Concordo fortemente).

LEALDADE DOS TURISTAS

MÉDIA GLOBAL* **4.2**

- Vou falar coisas positivas sobre esta experiência com a minha família e/ou amigos (4.2)
- Vou incentivar os meus amigos e/ou familiares a visitar. o Algarve (4.2)
- Supondo que as minhas circunstâncias atuais se mantêm, eu tenciono regressar (4.2)

***Escala:** 1 (Discordo fortemente) a 5 (Concordo fortemente). (médias)

PROPENSÃO PARA A BUSCA DE NOVIDADE EM CONTEXTO DE FÉRIAS

MÉDIA GLOBAL* **3.5**

- Nas minhas férias, gosto de visitar novos destinos (3.7)
- Gosto de re-visitar os mesmos destinos porque sei o que esperar (3.5)

***Escala:** 1 (Discordo fortemente) a 5 (Concordo fortemente). (médias)

CONTEÚDO GERADO PELOS TURISTAS NAS REDES SOCIAIS

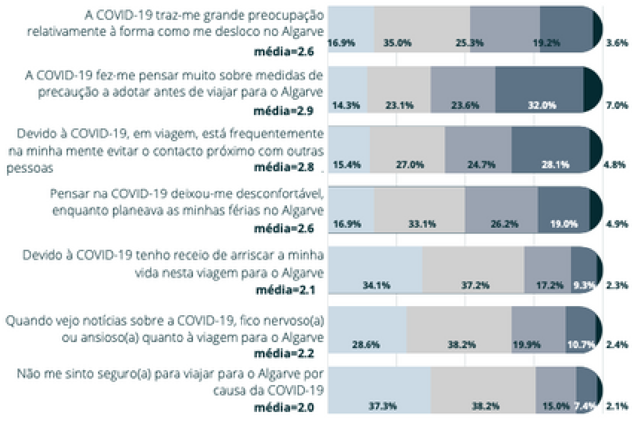
Partilhou as suas experiências desta viagem nas redes sociais?

Através das plataformas:

35.8% 25.5% 22.5%

ANSIEDADE ASSOCIADA À VIAGEM DURANTE A PANDEMIA (COVID-19)

MÉDIA GLOBAL* **2.4**



***Escala:** 1 (Discordo fortemente) a 5 (Concordo fortemente).

2

TUR
EXPERIENCE