

# VISITOR ACTIVITIES AND INFORMATION SURVEY

LISBON REGION

2019



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## 1. INTRODUCTION

This report presents the main conclusions of 4 cumulated sets of interviews that took place in 2019, in a total of 3.000 interviews to foreign visitors to the Lisbon Region (Metropolitan Area). Additionally, we also present some of the results gathered individually for the city of Lisbon, in a total of 2.156 interviews.

## 2. SUMMARY OF MAIN RESULTS

- Predominance of the male gender – 52%;
- 39,9% were under 35 years old;
- 49,5% were between 35 and 54 years old;
- 10,6% were more than 54 years old;
- 34,5% held at least a university degree as academic level;
- 69,8% were married or with a life partner;
- 27,2% were single;
- 98,9% had never visited Lisbon previously;
- 41,4% travelled as a couple;
- 31,9% travelled within a group of friends;
- 25,9% travelled as a family;
- Airline, travel and accommodation websites were the most used sources of information before the trip;
- Newspapers and magazines and social networks were the sources of information with best evaluations;
- During their stay, mobile apps were the main sources of information;
- The best evaluation went to the place of accommodation and local people;
- For 58,3% of interviewed visitors, Lisbon was their sole or main destination in this trip;
- The large majority of the interviewed visitors was accommodated in Lisbon City (86,1%);
- 76,6% of interviewed visitors opted to stay at a hotel establishment during their stay, while 23,1% chose local accommodation;
- Internet was the main tool for booking the trip (94,7%);
- Walking, the underground and the train were the main means of transportation in the destination;
- Visiting monuments, attractions or museums, going out to dinner and walking around were activities practiced by the vast majority of interviewed visitors;
- The main attractions were located in Lisbon City: Torre de Belém, Padrão dos Descobrimentos, Mosteiro dos Jerónimos, Sé de Lisboa and Castelo de São Jorge were the most visited monuments. Outside Lisbon, Palácio

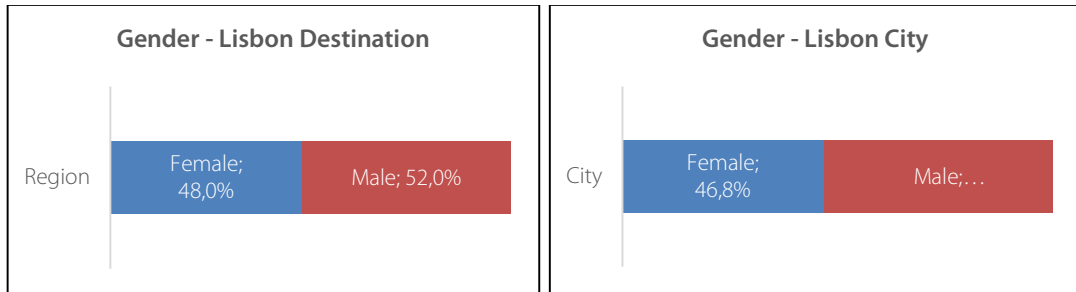
da Pena in Sintra, was the most visited. Regarding museums, the Centro Cultural de Belém was the most visited, followed by the Pavilhão do Conhecimento and the Museu do Chiado;

- The most visited places of interest are situated in the Centre of Lisbon and Belém, as is the case of Baixa, Chiado, Avenida da Liberdade, Cais do Sodré, Terreiro do Paço, Belém and Bairro Alto, which were visited by practically all the interviewed visitors;

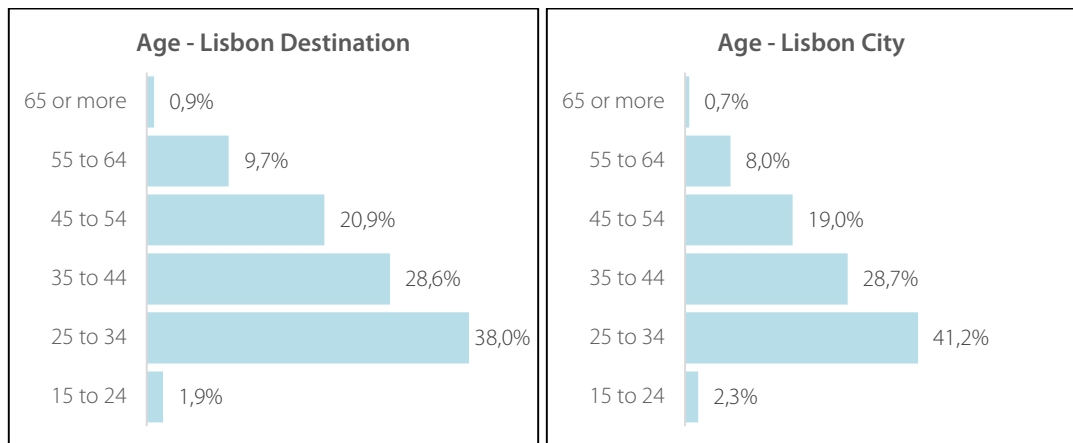
- For 48,6% of interviewed visitors the initial expectations were exceeded during their visit.

### 3. SAMPLE CHARACTERISTICS

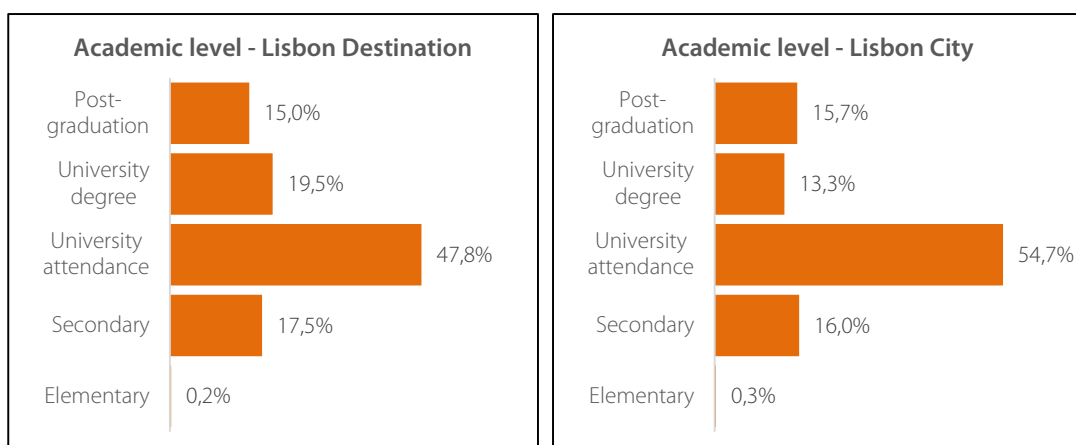
#### GENDER



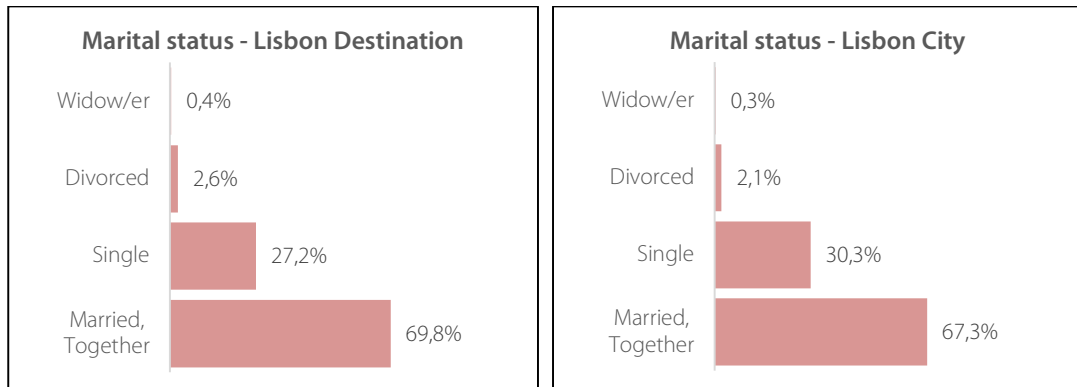
#### AGE



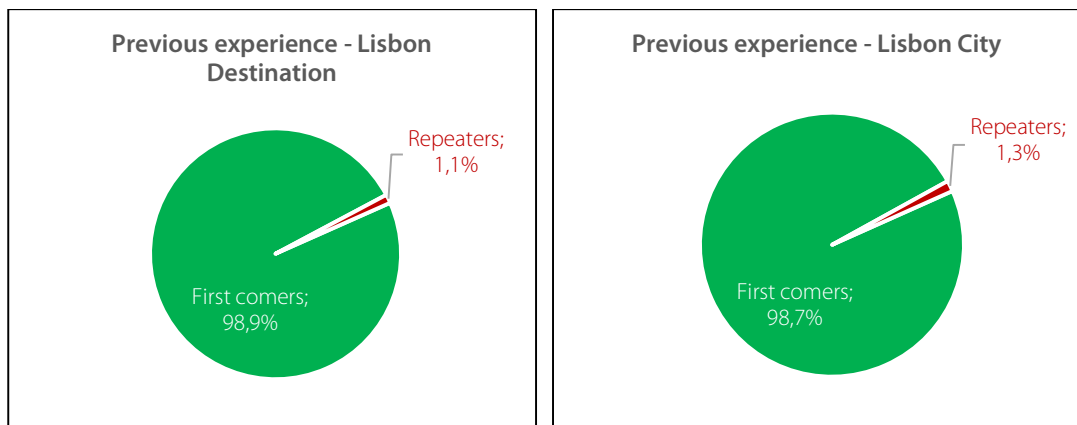
#### ACADEMIC LEVEL



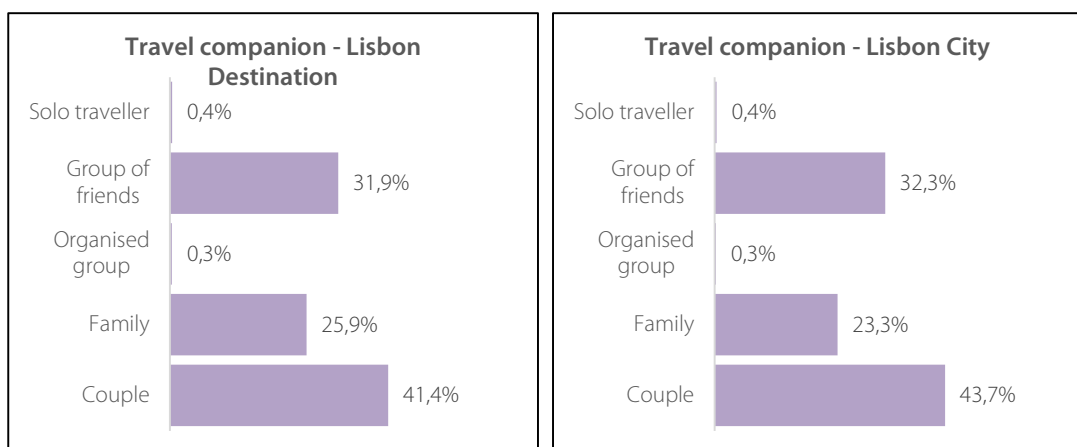
## MARITAL STATUS



## PREVIOUS EXPERIENCE

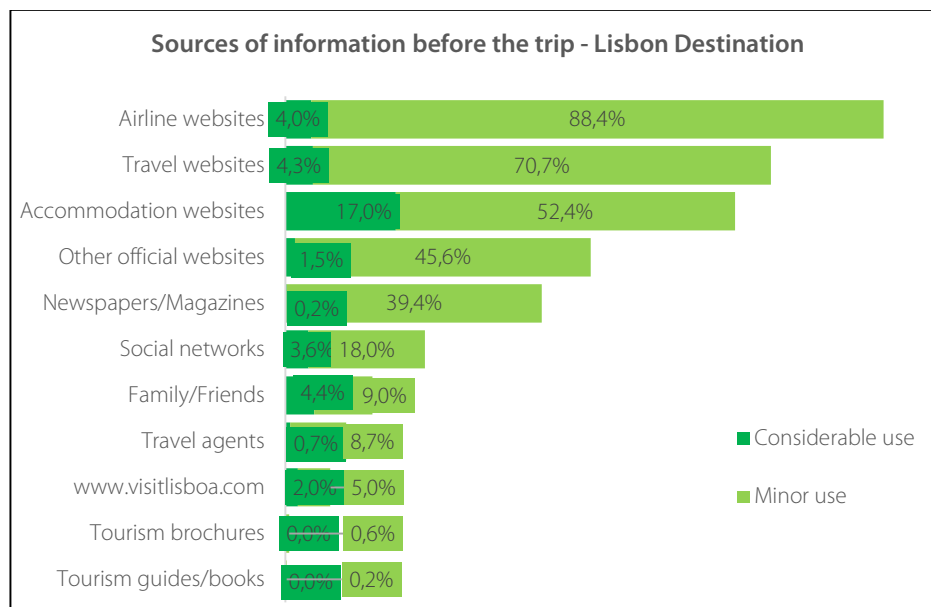


## TRAVEL COMPANIONS



## 4. SOURCES OF INFORMATION BEFORE THE TRIP

### LEVEL OF USE



### EVALUATION OF THE SOURCES OF INFORMATION

Evaluation of the sources of information before the trip - LISBON DESTINATION		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Tourism guides/books	100,0%	9,80
Family/Friends	97,5%	9,55
Newspapers/Magazines	97,6%	8,82
Social networks	92,4%	8,80
Travel agents	95,4%	8,65
Airline websites	89,8%	8,46
Other official websites	97,4%	8,44
www.visitlisboa.com	82,2%	8,35
Accommodation websites	87,7%	8,25
Tourism brochures	73,3%	8,20
Travel websites	89,0%	8,15

## RESULTS BY MARKET, AGE AND SEGMENT

### AIRLINE WEBSITES

INFO BEFORE THE TRIP - Airline websites			
% use		Average satisfaction	
<b>TOP 5</b>			
Benelux	98,5%	Spain	8,90
Austria/Switzerland	98,1%	Italy	8,62
Italy	97,8%	Under 35	8,54
Scandinavia	97,7%	Benelux	8,51
Under 35	97,4%	Groups of friends	8,48
Total Lisbon	92,6%	Total Lisbon	8,46
<b>BOTTOM 5</b>			
USA/Canada	87,8%	UK/Ireland	8,39
45 to 54	87,7%	45 to 54	8,38
Families	87,1%	USA/Canada	8,35
55 or more	80,3%	55 or more	8,33
Spain	70,1%	Brazil	8,31

### TRAVEL WEBSITES

INFO BEFORE THE TRIP - Travel websites			
% use		Average satisfaction	
<b>TOP 5</b>			
Under 35	87,7%	Spain	8,39
Brazil	85,2%	Under 35	8,36
Couples	84,6%	Scandinavia	8,34
USA/Canada	84,2%	Couples	8,33
Benelux	83,5%	Hotel accomm.	8,31
Total Lisbon	75,2%	Total Lisbon	8,15
<b>BOTTOM 5</b>			
UK/Ireland	61,4%	Italy	7,97
France	61,2%	Brazil	7,94
Germany	58,9%	Groups of friends	7,88
Local accomm.	57,1%	Local accomm.	7,38
55 or more	32,3%	55 or more	6,73



## ACCOMMODATION WEBSITES

INFO BEFORE THE TRIP - Accommodation websites			
% use		Average satisfaction	
<b>TOP 5</b>			
Local accomm.	84,6%	Austria/Switzerland	8,41
Germany	83,7%	Benelux	8,39
UK/Ireland	81,5%	Hotel accomm.	8,33
Spain	80,3%	Brazil	8,33
55 or more	77,7%	City	8,32
Total Lisbon	70,1%	Total Lisbon	8,25
<b>BOTTOM 5</b>			
Hotel accomm.	66,1%	Groups of friends	8,16
Scandinavia	65,2%	France	8,12
45 to 54	63,5%	UK/Ireland	8,07
USA/Canada	62,5%	Spain	8,06
Families	62,3%	Local accomm.	8,02

## OTHER OFFICIAL WEBSITES

INFO BEFORE THE TRIP - Other official websites			
% use		Average satisfaction	
<b>TOP 5</b>			
USA/Canada	62,3%	55 or more	8,77
Brazil	55,9%	Brazil	8,73
Families	51,9%	France	8,65
Scandinavia	51,3%	USA/Canada	8,59
45 to 54	51,0%	Local accomm.	8,57
Total Lisbon	48,1%	Total Lisbon	8,44
<b>BOTTOM 5</b>			
Local accomm.	41,5%	Austria/Switzerland	8,38
UK/Ireland	39,5%	Scandinavia	8,38
Germany	38,7%	Italy	8,36
55 or more	35,3%	Under 35	8,35
Spain	33,1%	Spain	8,30

## NEWSPAPERS AND MAGAZINES

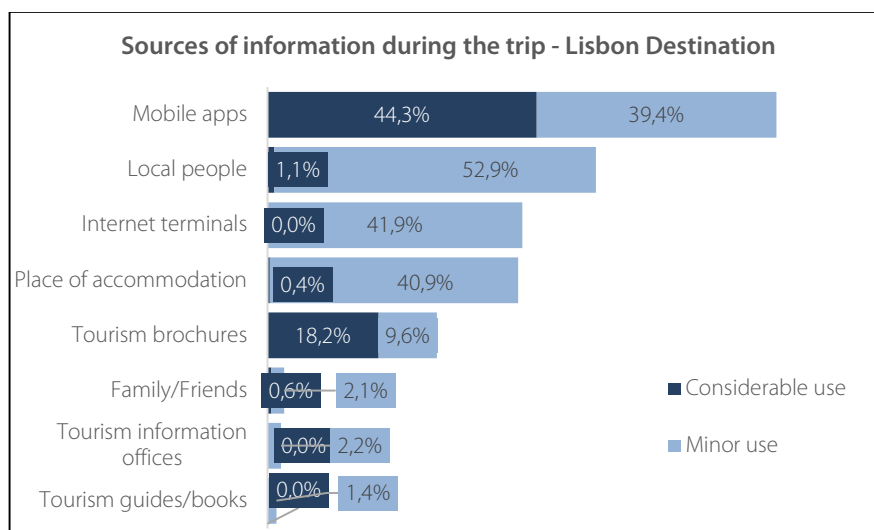
INFO BEFORE THE TRIP - Newspapers/Magazines			
% use		Average satisfaction	
<b>TOP 5</b>			
55 or more	68,0%	55 or more	9,32
Germany	55,3%	Local accomm.	8,95
UK/Ireland	53,9%	Spain	8,95
Italy	51,9%	UK/Ireland	8,94
France	48,8%	USA/Canada	8,94
Total Lisbon	40,1%	Total Lisbon	8,82
<b>BOTTOM 5</b>			
Under 35	35,3%	Italy	8,69
Spain	34,5%	Brazil	8,62
35 to 44	33,6%	Scandinavia	8,60
Brazil	26,1%	Benelux	8,59
USA/Canada	25,5%	Under 35	8,54

## SOCIAL NETWORKS

INFO BEFORE THE TRIP - Social networks			
% use		Average satisfaction	
<b>TOP 5</b>			
Local accomm.	38,2%	Local accomm.	9,01
Groups of friends	34,1%	Austria/Switzerland	9,00
Brazil	29,2%	Groups of friends	8,94
France	27,8%	Brazil	8,89
Germany	26,6%	35 to 44	8,89
Total Lisbon	21,7%	Total Lisbon	8,80
<b>BOTTOM 5</b>			
Spain	18,1%	Hotel accomm.	8,66
City	18,0%	55 or more	8,66
Hotel accomm.	16,8%	USA/Canada	8,61
Scandinavia	15,4%	Couples	8,56
Couples	13,0%	Spain	8,50

## 5. SOURCES OF INFORMATION DURING THE TRIP

### LEVEL OF USE



### EVALUATION OF THE SOURCES OF INFORMATION

Evaluation of the sources of information during the trip - LISBON DESTINATION		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Tourism information offices	100,0%	9,38
Place of accommodation	99,5%	8,71
Local people	99,4%	8,55
Tourism guides/books	100,0%	8,55
Mobile apps	98,4%	8,49
Internet terminals	99,8%	8,38
Tourism brochures	64,7%	7,80
Family/Friends	43,9%	7,59

## RESULTS BY MARKET, AGE AND SEGMENT

### MOBILE APPS

INFO DURING THE TRIP - Mobile apps			
% use		Average satisfaction	
<b>TOP 5</b>			
Spain	98,2%	Local accomm.	8,66
UK/Ireland	97,3%	Groups of friends	8,61
Local accomm.	97,1%	Germany	8,59
Italy	96,6%	Austria/Switzerland	8,56
Groups of friends	96,4%	Italy	8,55
Total Lisbon	94,5%	Total Lisbon	8,49
<b>BOTTOM 5</b>			
35 to 44	93,9%	USA/Canada	8,44
Brazil	93,9%	Hotel accomm.	8,43
Austria/Switzerland	93,6%	Families	8,43
Couples	93,5%	City	8,42
55 or more	91,1%	Couples	8,42

### LOCAL PEOPLE

INFO DURING THE TRIP - Local people			
% use		Average satisfaction	
<b>TOP 5</b>			
Brazil	85,0%	55 or more	8,91
Benelux	78,6%	Local accomm.	8,73
Germany	78,3%	Brazil	8,72
Local accomm.	75,9%	Italy	8,66
City	75,5%	Spain	8,63
Total Lisbon	71,8%	Total Lisbon	8,55
<b>BOTTOM 5</b>			
45 to 54	70,4%	Hotel accomm.	8,51
USA/Canada	70,3%	France	8,50
UK/Ireland	69,5%	Couples	8,49
Scandinavia	67,7%	Benelux	8,45
55 or more	59,6%	Austria/Switzerland	8,45

## INTERNET TERMINALS

INFO DURING THE TRIP - Internet terminals			
% use		Average satisfaction	
<b>TOP 5</b>			
Brazil	70,0%	Austria/Switzerland	8,51
France	70,0%	Brazil	8,50
Benelux	69,3%	France	8,46
Germany	66,7%	Benelux	8,45
Under 35	65,7%	Local accomm.	8,45
Total Lisbon	61,1%	Total Lisbon	8,38
<b>BOTTOM 5</b>			
45 to 54	58,2%	45 to 54	8,33
35 to 44	57,9%	Scandinavia	8,31
Families	57,3%	USA/Canada	8,26
USA/Canada	51,5%	Families	8,25
55 or more	32,1%	55 or more	8,17

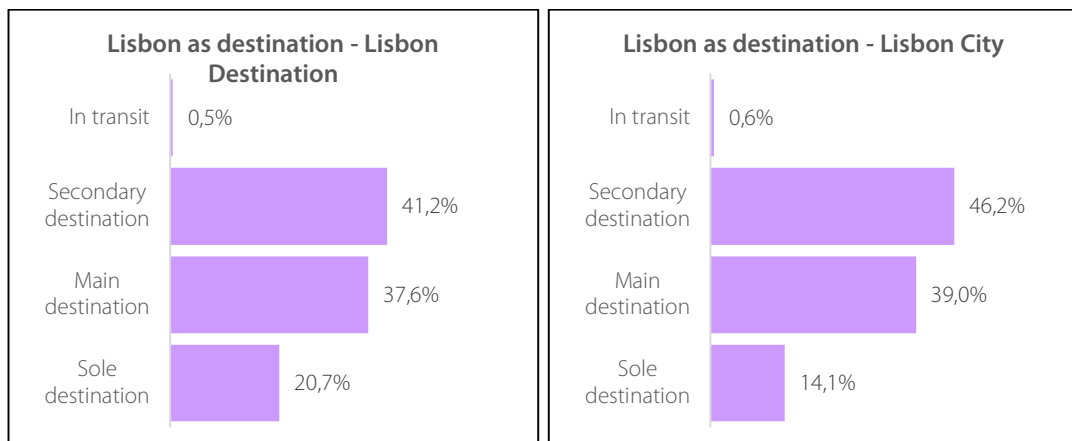
## PLACE OF ACCOMMODATION

INFO DURING THE TRIP - Place of accommodation			
% use		Average satisfaction	
<b>TOP 5</b>			
55 or more	70,9%	55 or more	9,46
USA/Canada	60,7%	Germany	8,99
Families	58,0%	France	8,86
45 to 54	57,0%	Families	8,82
35 to 44	56,7%	45 to 54	8,81
Total Lisbon	54,2%	Total Lisbon	8,71
<b>BOTTOM 5</b>			
Germany	47,9%	City	8,62
Brazil	47,2%	USA/Canada	8,62
France	45,8%	35 to 44	8,60
Benelux	44,4%	Scandinavia	8,60
Local accomm.	41,2%	Under 35	8,59

## TOURISM BROCHURES

INFO DURING THE TRIP - Tourism brochures			
% use		Average satisfaction	
<b>TOP 5</b>			
55 or more	87,6%	City	8,04
Local accomm.	55,8%	Couples	8,01
Germany	46,0%	55 or more	7,94
UK/Ireland	45,1%	UK/Ireland	7,88
France	42,5%	Scandinavia	7,85
Total Lisbon	29,4%	Total Lisbon	7,80
<b>BOTTOM 5</b>			
City	21,6%	Benelux	7,70
Scandinavia	20,7%	Germany	7,64
Couples	18,9%	France	7,63
Benelux	14,0%	Italy	7,52
Under 35	9,1%	Under 35	7,50

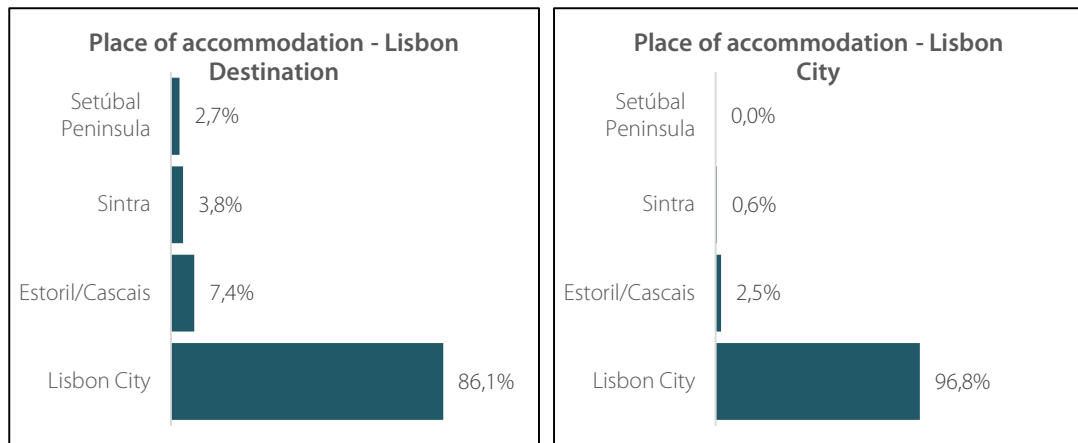
## 6. LISBON AS DESTINATION



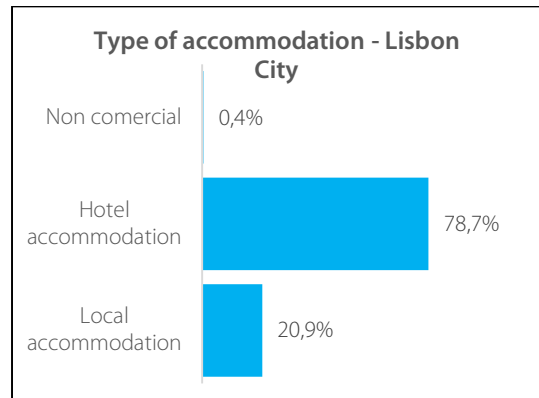
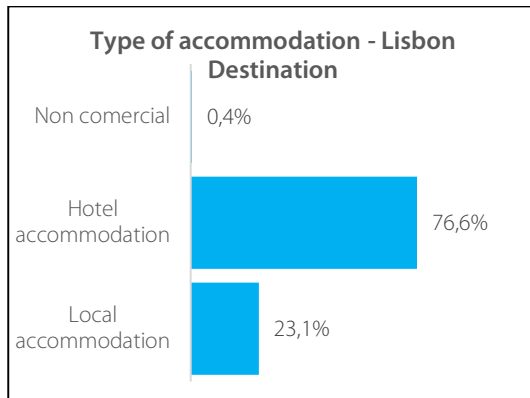
Lisbon SOLE DESTINATION of the trip		Lisbon SECONDARY DESTINATION of the trip	
TOP 5		TOP 5	
55 or more	52,5%	USA/Canada	62,6%
Local accommodation	51,6%	Brazil	56,2%
Germany	46,6%	Couples	48,9%
UK/Ireland	41,3%	Hotel accommodation	46,2%
France	37,1%	45 to 54	44,1%
Total Lisbon	20,7%	Total Lisbon	41,2%
BOTTOM 5		BOTTOM 5	
Under 35	13,9%	France	29,8%
Hotel accommodation	11,3%	Germany	27,7%
Couples	9,7%	UK/Ireland	26,9%
Brazil	1,2%	Local accommodation	25,1%
USA/Canada	0,7%	55 or more	23,1%

## 7. PLACE AND TYPE OF ACCOMMODATION

### PLACE OF ACCOMMODATION



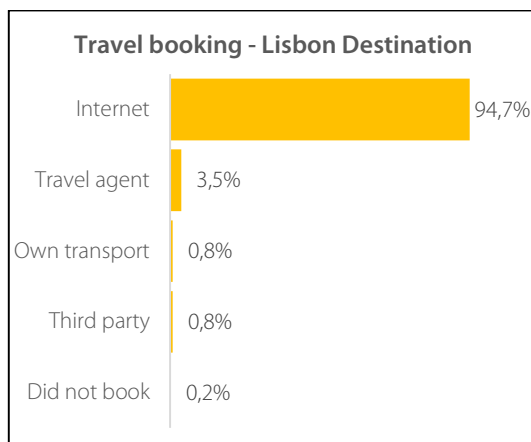
## TYPE OF ACCOMMODATION



HOTEL ACCOMMODATION	
TOP 5	
Couples	90,8%
USA/Canada	89,2%
45 to 54	86,1%
Austria/Switzerland	85,0%
Families	84,4%
Total Lisbon	76,6%
BOTTOM 5	
Under 35	68,6%
Spain	67,0%
Germany	66,7%
UK/Ireland	64,1%
Groups of friends	51,8%

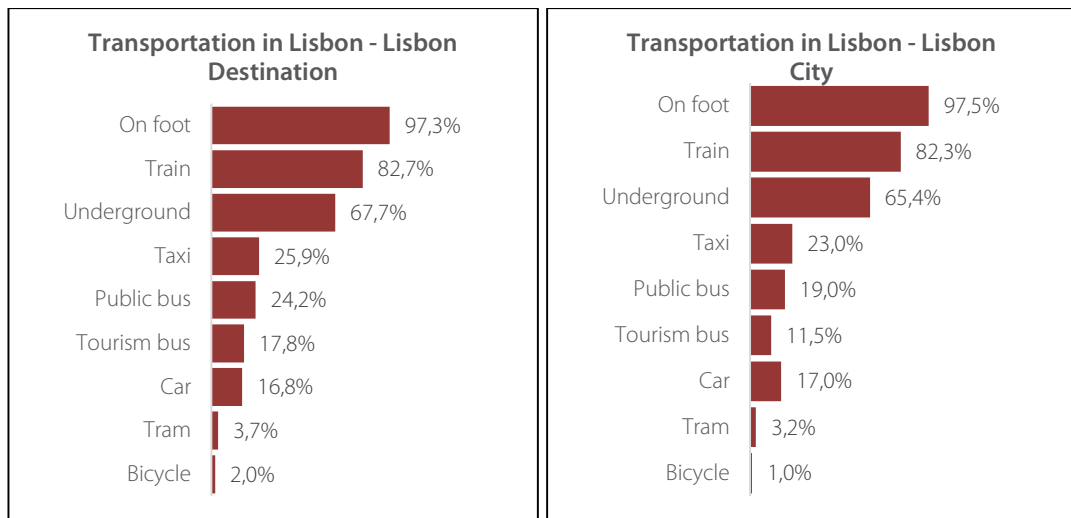
LOCAL ACCOMMODATION	
TOP 5	
Groups of friends	48,1%
UK/Ireland	35,9%
Germany	33,3%
Spain	33,0%
Under 35	31,2%
Total Lisbon	23,1%
BOTTOM 5	
Austria/Switzerland	15,0%
Brazil	14,8%
45 to 54	13,1%
USA/Canada	10,8%
Couples	8,7%

## 8. TRAVEL BOOKING





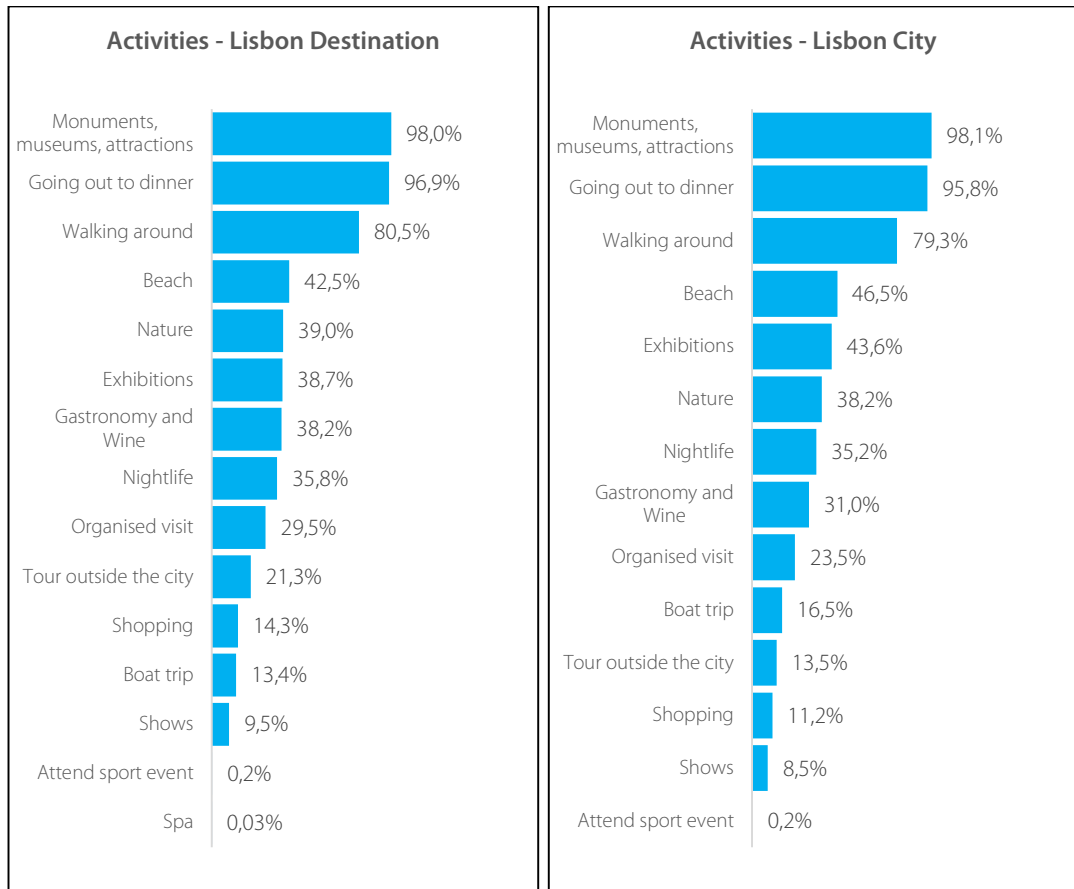
## 9. TRANSPORTATION IN LISBON



Transportation in Lisbon - TRAIN	
TOP 5	
55 or more	96,2%
Local accommodation	94,4%
Germany	90,0%
Groups of friends	89,5%
Italy	85,8%
Total Lisbon	82,7%
BOTTOM 5	
Hotel accommodation	79,3%
45 to 54	79,1%
Austria/Switzerland	76,1%
USA/Canada	70,5%
Spain	65,4%

Transportation in Lisbon - UNDERGROUND	
TOP 5	
55 or more	92,4%
Local accommodation	88,2%
Germany	81,1%
Groups of friends	77,9%
Italy	73,9%
Total Lisbon	67,7%
BOTTOM 5	
Austria/Switzerland	62,9%
Hotel accommodation	61,5%
Spain	61,5%
Couples	59,8%
USA/Canada	55,4%

## 10. ACTIVITIES



Activities - WALKING AROUND	
TOP 5	
55 or more	95,3%
Local accommodation	89,6%
France	87,1%
Germany	86,7%
Austria/Switzerland	84,0%
Total Lisbon	80,5%
BOTTOM 5	
Benelux	78,2%
Hotel accommodation	77,6%
Couples	77,6%
Under 35	76,2%
Scandinavia	70,7%

Activities - BEACH		Activities - NATURE	
TOP 5		TOP 5	
Germany	59,8%	Scandinavia	50,8%
Benelux	52,8%	USA/Canada	49,6%
Under 35	50,4%	Hotel accommodation	45,9%
Brazil	50,0%	Couples	45,6%
Spain	49,2%	Families	44,7%
Total Lisbon	42,5%	Total Lisbon	39,0%
BOTTOM 5		BOTTOM 5	
Families	41,0%	Groups of friends	25,7%
35 to 44	40,5%	Spain	24,6%
45 to 54	36,6%	Germany	20,5%
55 or more	29,4%	Local accommodation	16,6%
USA/Canada	28,8%	55 or more	7,6%

Activities - EXHIBITIONS		Activities - GASTRONOMY AND WINE	
TOP 5		TOP 5	
Families	48,7%	55 or more	88,6%
55 or more	47,8%	Local accommodation	62,3%
45 to 54	44,6%	France	56,7%
Scandinavia	43,0%	Germany	52,2%
Brazil	42,6%	UK/Ireland	51,9%
Total Lisbon	38,7%	Total Lisbon	38,2%
BOTTOM 5		BOTTOM 5	
Under 35	35,2%	Hotel accommodation	30,8%
Spain	34,6%	Scandinavia	29,3%
Groups of friends	32,4%	Couples	27,5%
Germany	27,3%	Benelux	26,6%
Local accommodation	26,6%	Under 35	20,5%

Activities - NIGHTLIFE	
TOP 5	
Groups of friends	68,8%
Local accommodation	64,7%
Under 35	59,6%
France	43,8%
UK/Ireland	43,1%
Total Lisbon	35,8%
BOTTOM 5	
35 to 44	25,6%
Couples	21,0%
Families	17,9%
55 or more	16,8%
45 to 54	14,0%

Activities - ORGANISED VISIT	
TOP 5	
55 or more	55,1%
Families	42,7%
Germany	39,4%
45 to 54	37,7%
Brazil	32,1%
Total Lisbon	29,5%
BOTTOM 5	
Couples	25,0%
Groups of friends	24,4%
Local accommodation	22,7%
Under 35	18,8%
Spain	15,6%

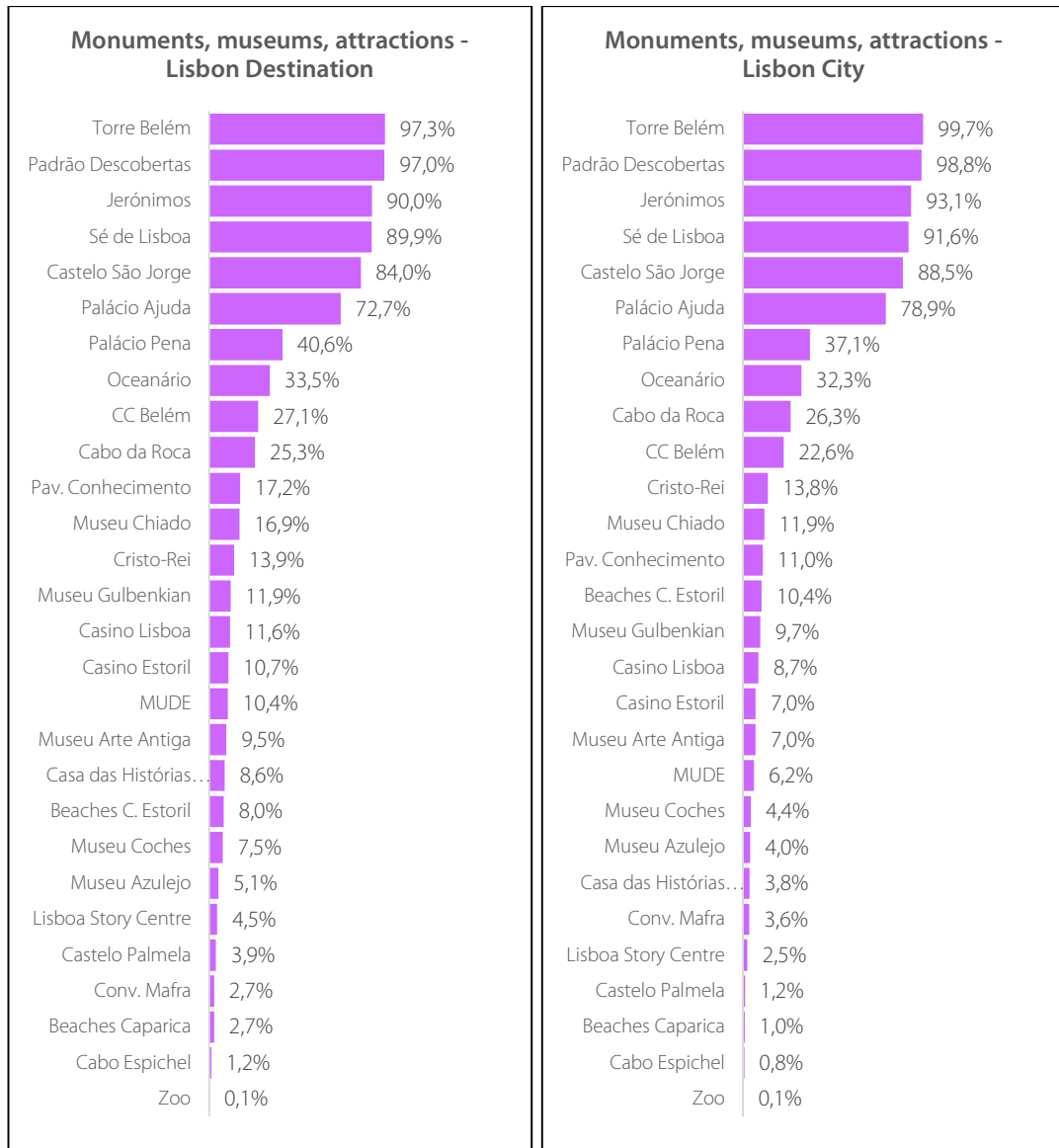
Activities - TOUR OUTSIDE THE CITY	
TOP 5	
55 or more	59,2%
Germany	37,8%
Families	37,0%
45 to 54	29,3%
UK/Ireland	27,2%
Total Lisbon	21,3%
BOTTOM 5	
Italy	17,2%
Benelux	15,5%
Couples	13,1%
Under 35	9,2%
Spain	7,3%

Activities - SHOPPING	
TOP 5	
55 or more	41,8%
Brazil	26,5%
USA/Canada	21,6%
Germany	20,9%
France	20,2%
Total Lisbon	14,3%
BOTTOM 5	
Spain	10,1%
Couples	9,6%
Scandinavia	8,5%
Benelux	6,6%
Under 35	5,3%

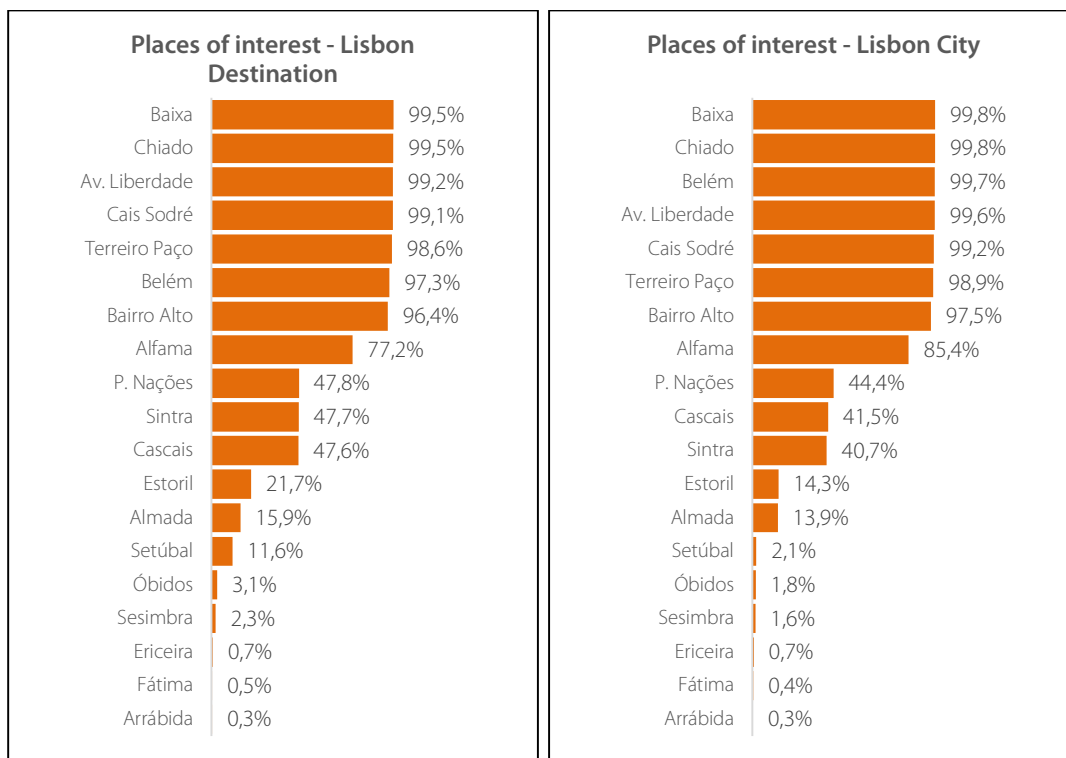
Activities - BOAT TRIP	
TOP 5	
Brazil	20,4%
Spain	19,6%
Under 35	17,7%
Couples	17,4%
Benelux	16,7%
Total Lisbon	13,4%
BOTTOM 5	
45 to 54	10,8%
Families	9,0%
Local accommodation	6,8%
Germany	6,4%
55 or more	0,3%

## 11. VISITED ATTRACTIONS AND PLACES OF INTEREST

### ATTRACTIONS



## PLACES OF INTEREST



Places of interest - ALFAMA	
TOP 5	
Couples	86,9%
Under 35	86,4%
USA/Canada	85,6%
Benelux	84,8%
Hotel accommodation	84,3%
Total Lisbon	77,2%
BOTTOM 5	
Spain	64,8%
Germany	60,6%
France	59,6%
Local accommodation	53,5%
55 or more	41,5%

Places of interest - PARQUE NAÇÕES	
TOP 5	
55 or more	64,6%
Brazil	64,2%
Families	59,5%
UK/Ireland	56,3%
Local accommodation	56,1%
Total Lisbon	47,8%
BOTTOM 5	
Austria/Switzerland	43,2%
Italy	42,5%
Couples	39,1%
Under 35	38,6%
Scandinavia	36,8%

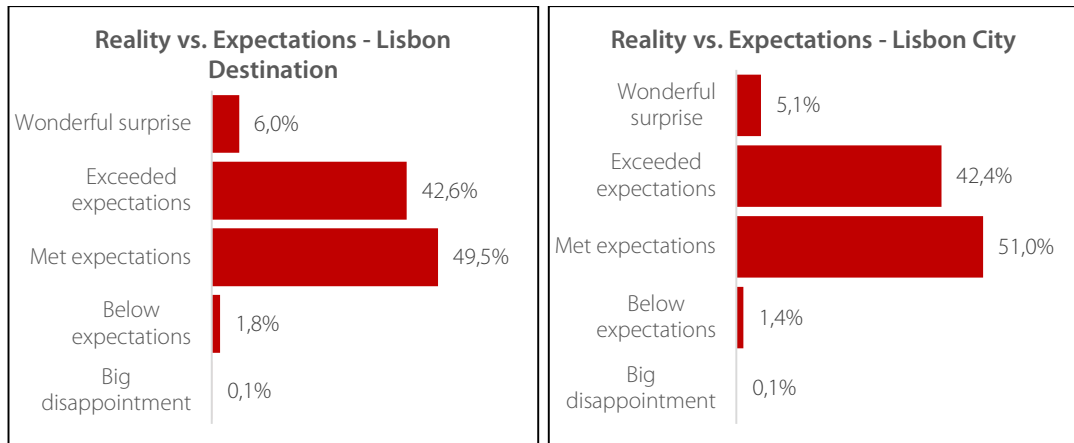
Places of interest - SINTRA	
TOP 5	
Brazil	65,4%
Families	63,2%
45 to 54	60,0%
55 or more	59,5%
Scandinavia	55,4%
Total Lisbon	47,7%
BOTTOM 5	
Spain	41,9%
Benelux	41,8%
Local accommodation	40,2%
Groups of friends	38,3%
Under 35	36,8%

Places of interest - CASCAIS	
TOP 5	
55 or more	67,1%
Germany	59,4%
Brazil	59,3%
Local accommodation	57,4%
Groups of friends	54,6%
Total Lisbon	47,6%
BOTTOM 5	
Hotel accommodation	44,5%
35 to 44	43,4%
Under 35	43,4%
Scandinavia	42,7%
Couples	38,0%

Places of interest - ALMADA	
TOP 5	
Families	24,3%
Brazil	23,5%
45 to 54	19,1%
Scandinavia	18,9%
USA/Canada	18,0%
Total Lisbon	15,9%
BOTTOM 5	
Couples	13,3%
Local accommodation	12,9%
France	11,8%
Groups of friends	11,5%
Benelux	11,3%

Places of interest - SETÚBAL	
TOP 5	
Germany	19,3%
55 or more	16,5%
Families	15,9%
Spain	15,1%
35 to 44	12,8%
Total Lisbon	11,6%
BOTTOM 5	
USA/Canada	10,1%
Brazil	9,9%
Groups of friends	9,2%
Under 35	9,1%
Benelux	9,0%

## 12. REALITY VS. EXPECTATIONS

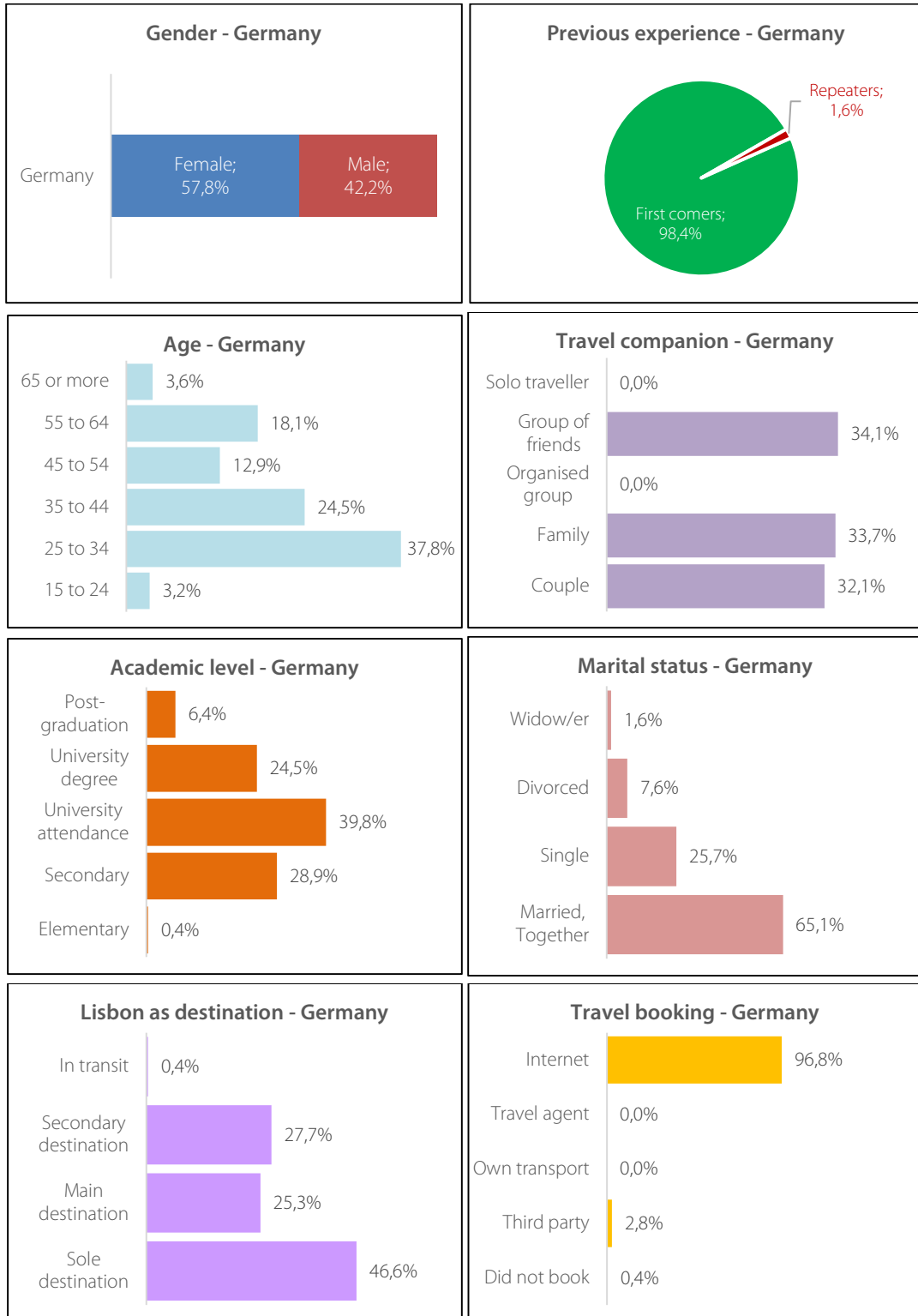


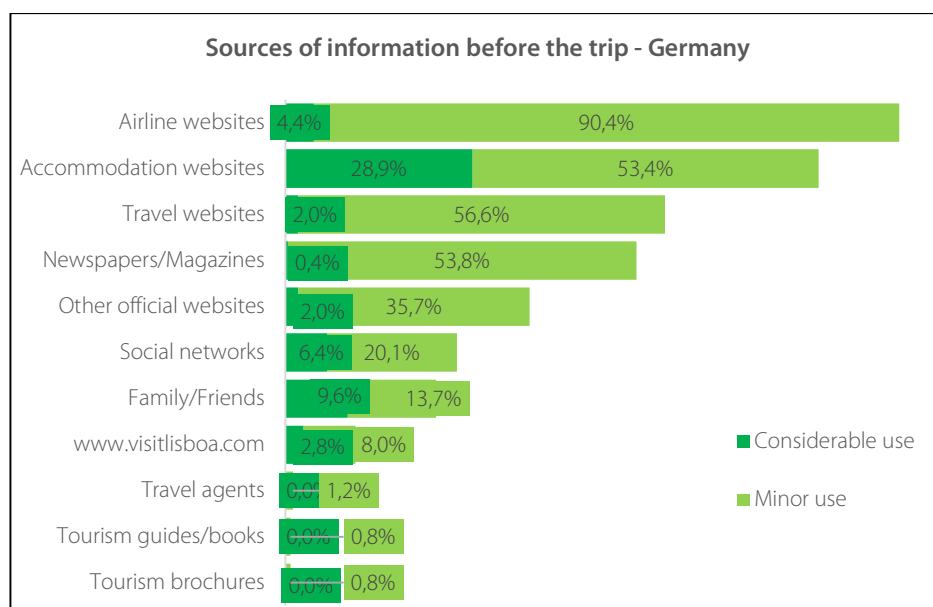
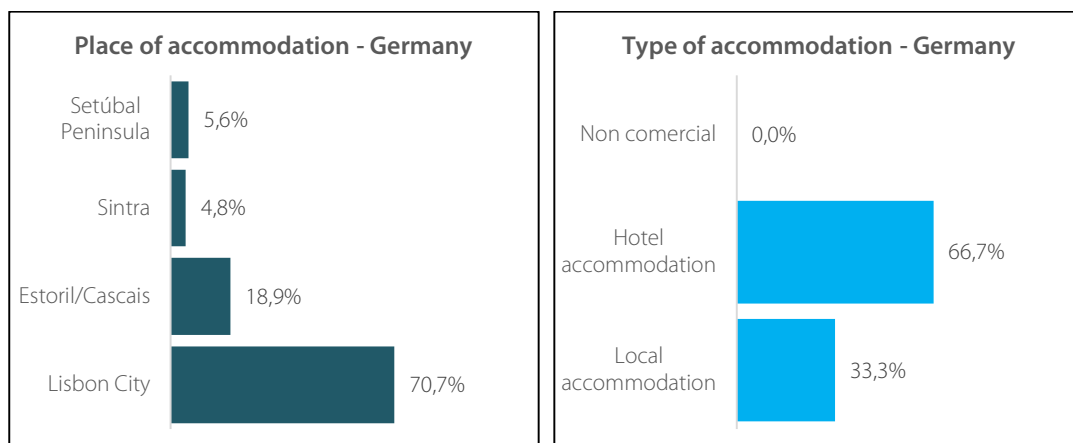
EXCEEDED EXPECTATIONS with the visit	
TOP 5	
USA/Canada	66,9%
Brazil	66,0%
55 or more	55,7%
Families	55,1%
45 to 54	54,8%
Total Lisbon	48,6%
BOTTOM 5	
Austria/Switzerland	41,8%
Under 35	41,5%
Benelux	40,9%
Spain	40,8%
France	34,8%



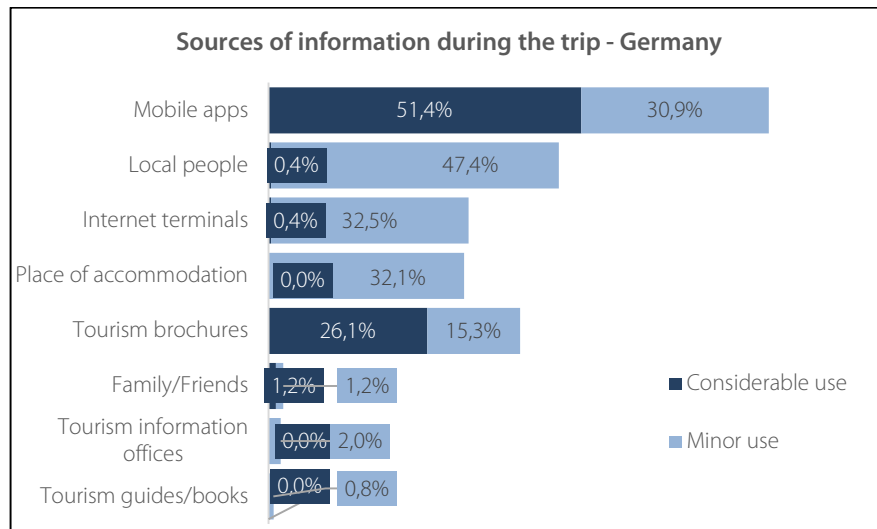
### 13. RESULTS BY NATIONALITY

#### GERMANY (249 Answers)



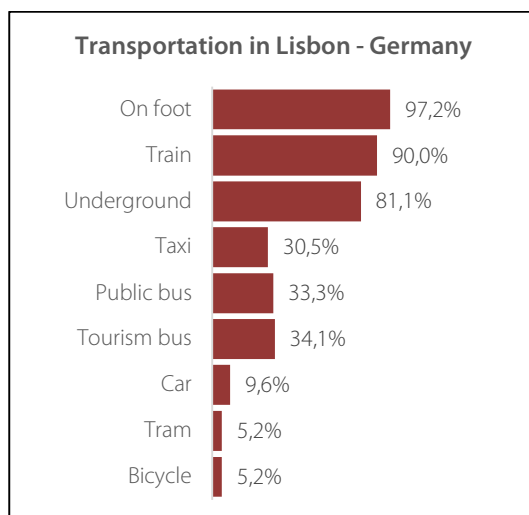


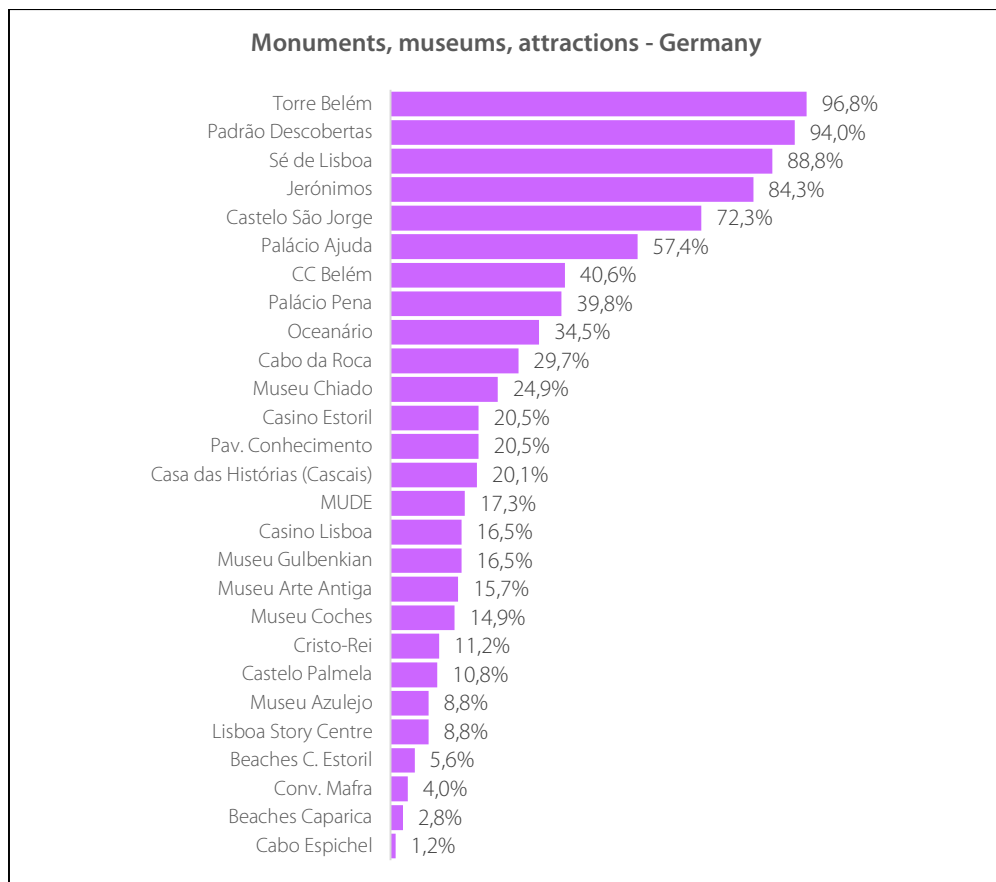
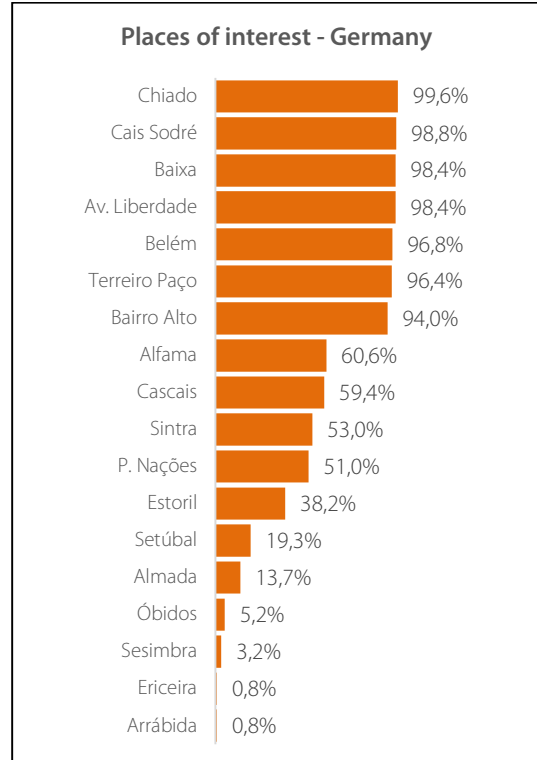
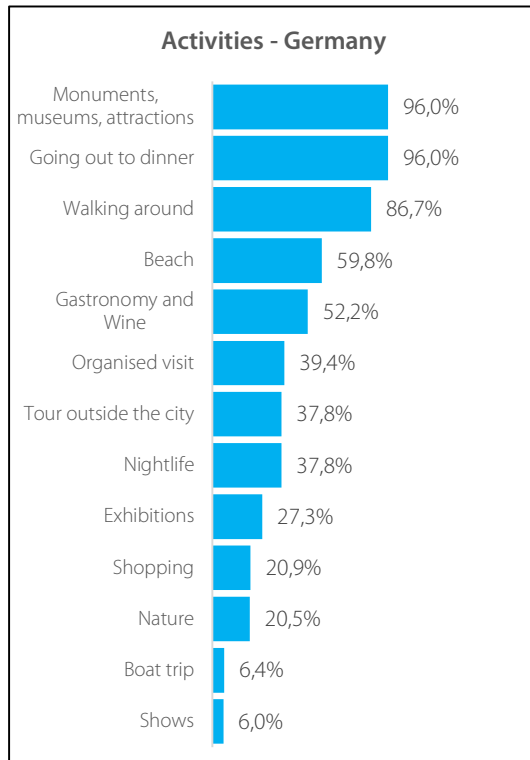
Evaluation of the sources of information before the trip - GERMANY		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Family/Friends	100,0%	9,68
Newspapers/Magazines	99,3%	8,92
Social networks	86,4%	8,85
Other official websites	96,7%	8,53
Airline websites	84,3%	8,45
Accommodation websites	86,1%	8,23
www.visitlisboa.com	77,8%	8,22
Travel websites	82,2%	8,01
Travel agents	100,0%	8,00



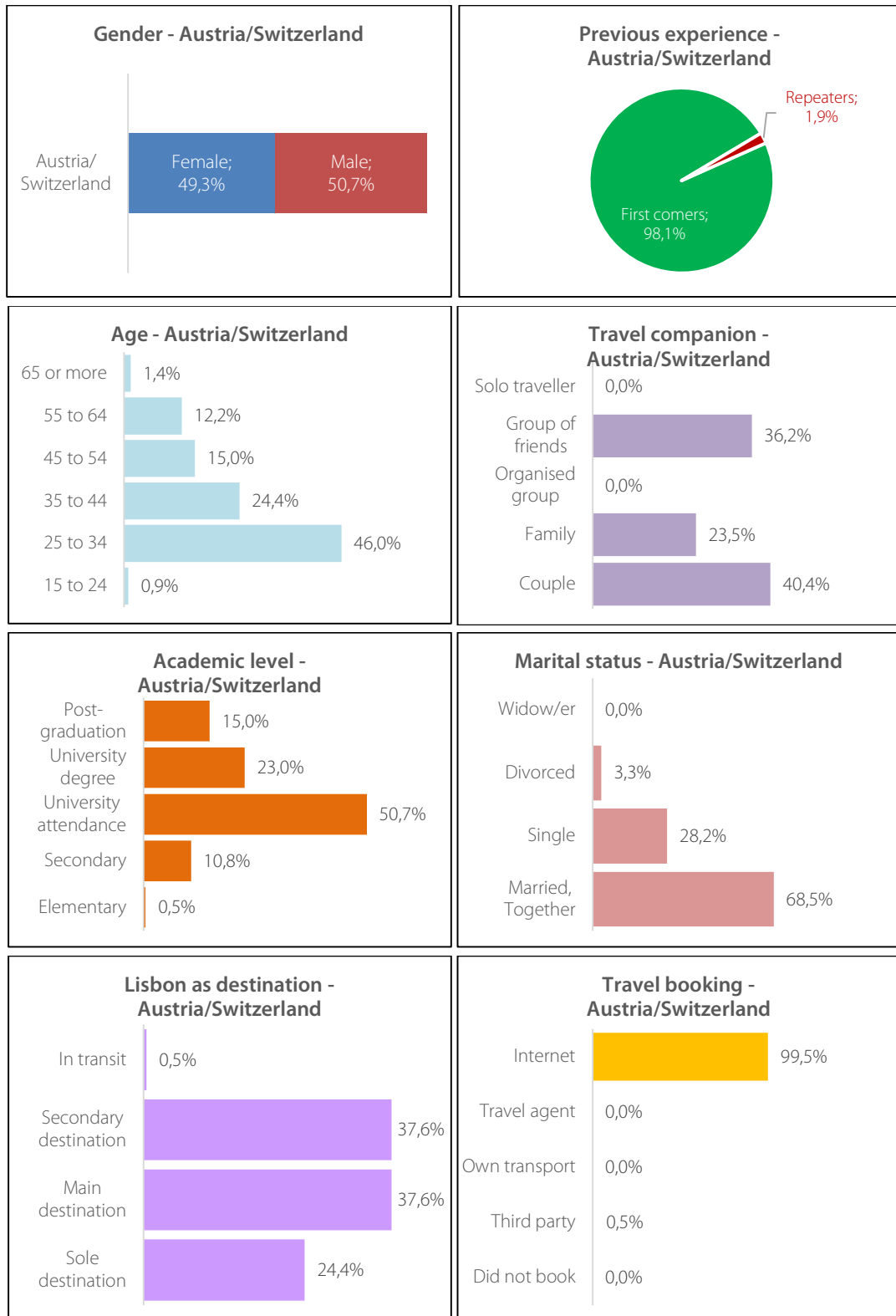
### Evaluation of the sources of information during the trip - GERMANY

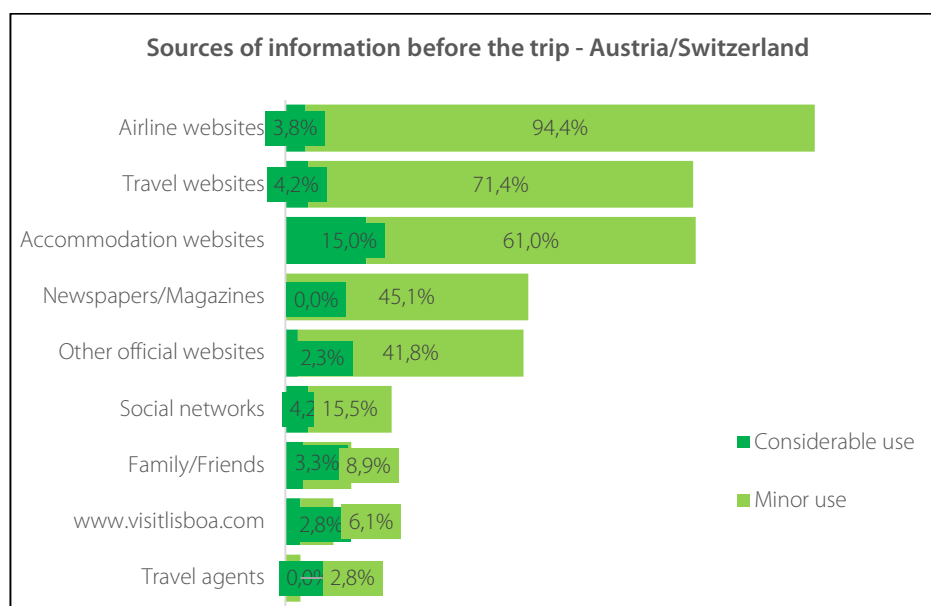
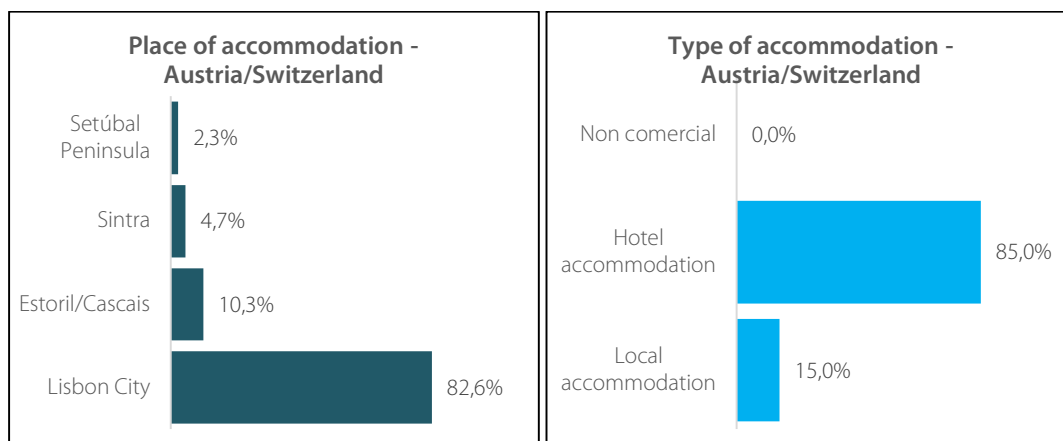
Source	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Tourism information offices	100,0%	9,00
Place of accommodation	100,0%	8,99
Local people	100,0%	8,61
Mobile apps	95,1%	8,59
Internet terminals	100,0%	8,44
Tourism guides/books	100,0%	8,00
Family/Friends	50,0%	8,00
Tourism brochures	56,3%	7,64



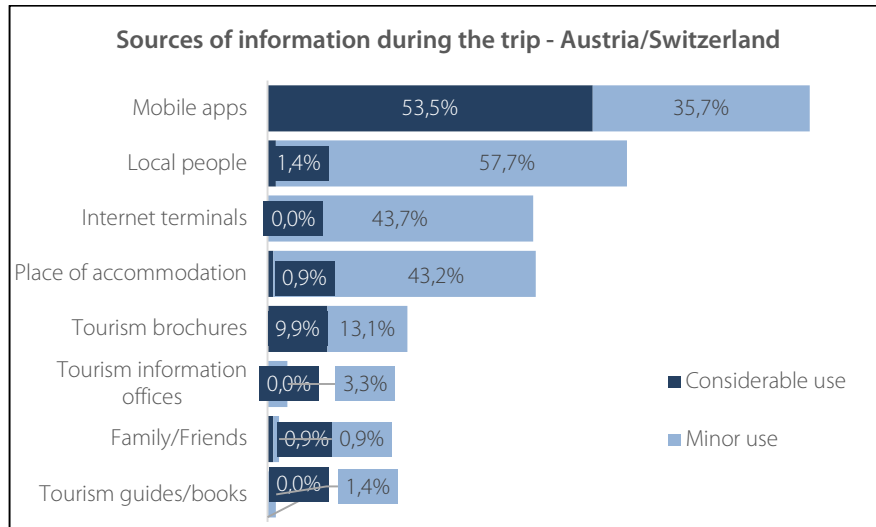


## AUSTRIA/SWITZERLAND (213 Answers)



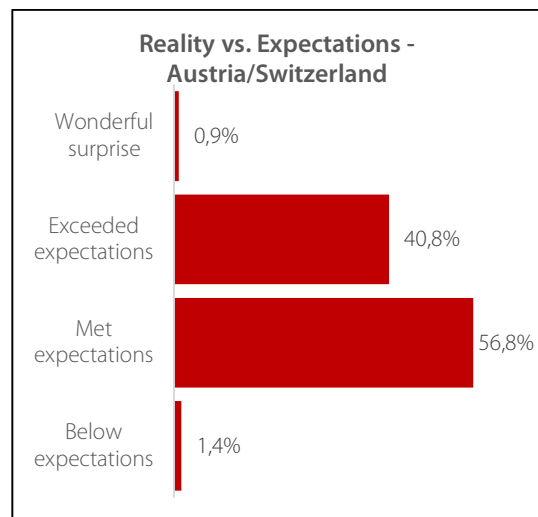
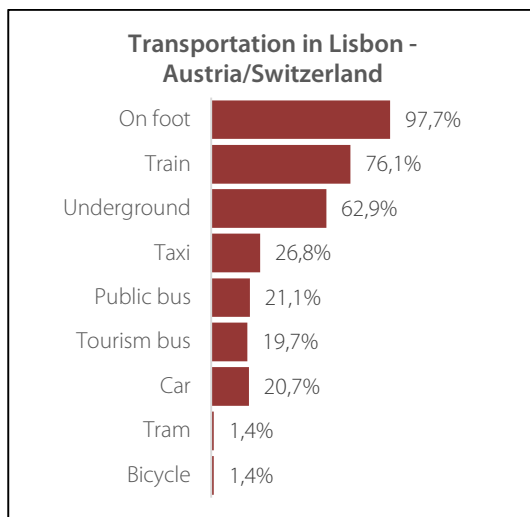


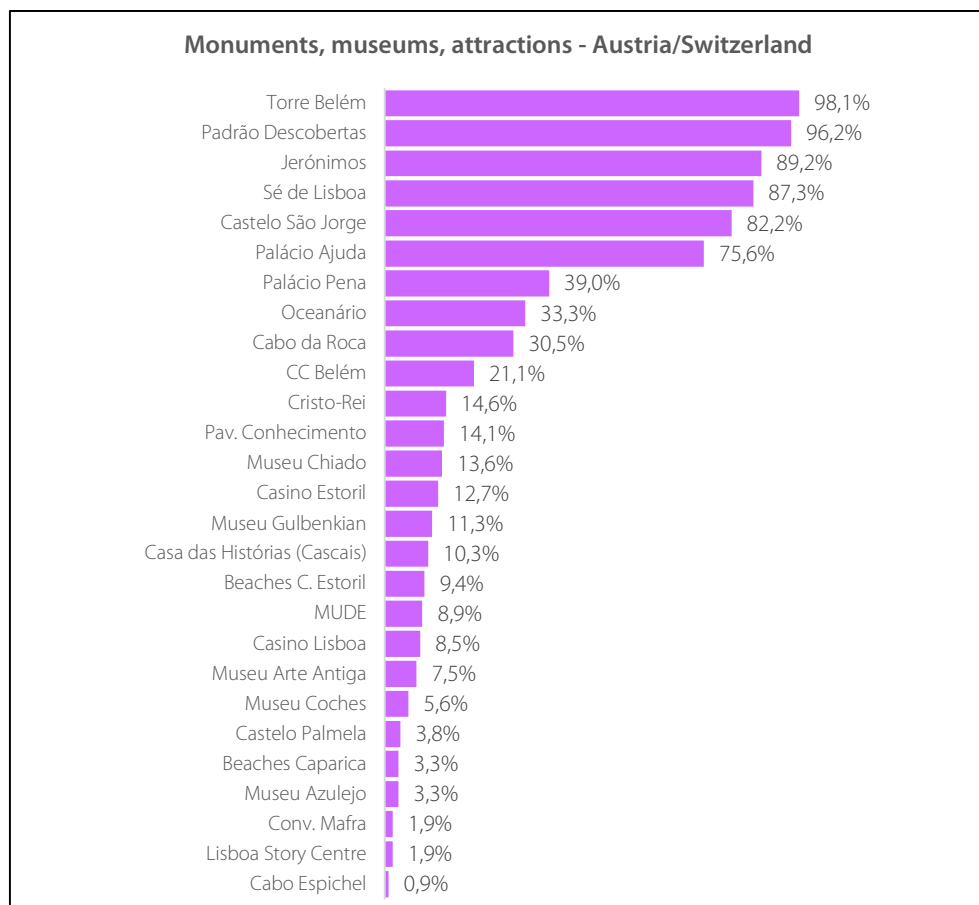
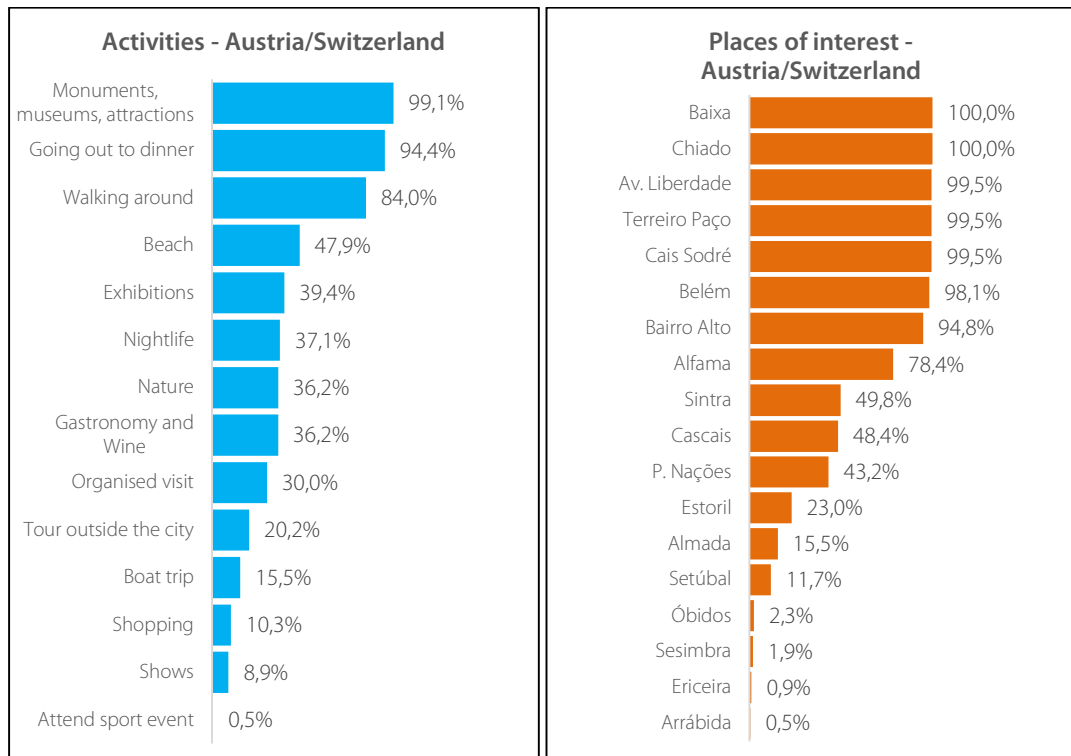
Evaluation of the sources of information before the trip - AUSTRIA/SWITZERLAND		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Family/Friends	96,0%	9,12
Social networks	95,2%	9,00
Newspapers/Magazines	96,9%	8,75
Airline websites	86,1%	8,41
Accommodation websites	95,0%	8,41
Other official websites	100,0%	8,38
Travel websites	93,8%	8,27
www.visitlisboa.com	78,9%	8,21
Travel agents	100,0%	8,00



### Evaluation of the sources of information during the trip - AUSTRIA/SWITZERLAND

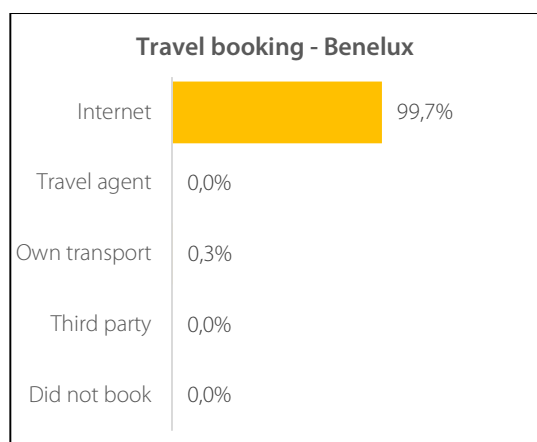
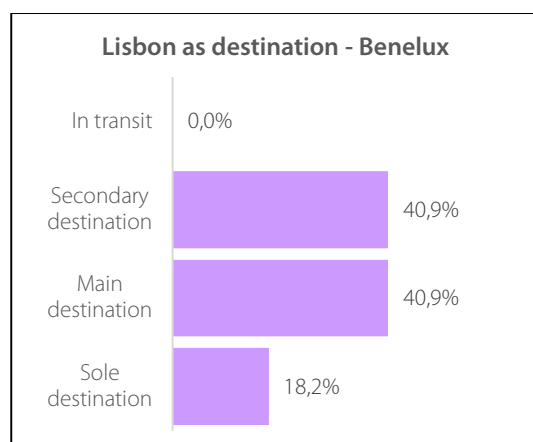
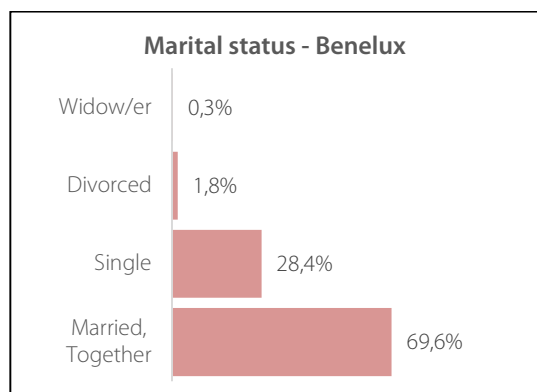
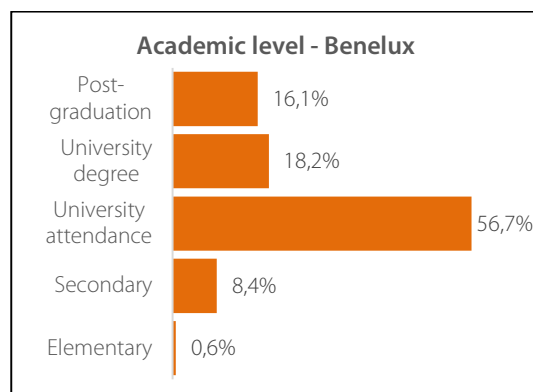
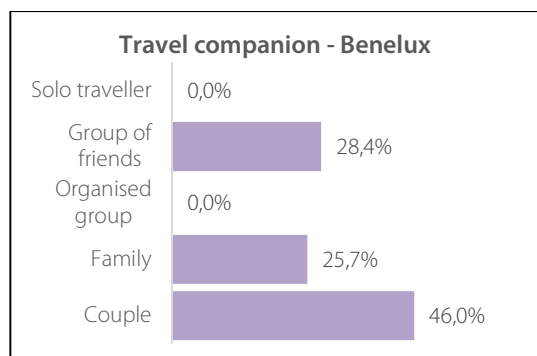
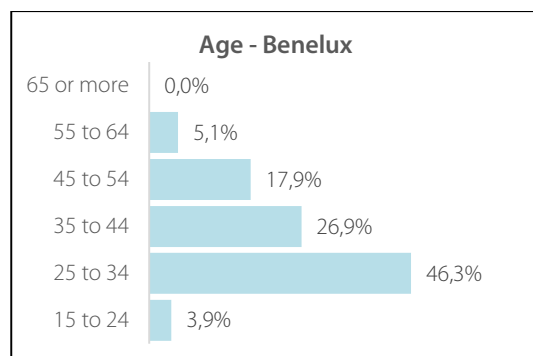
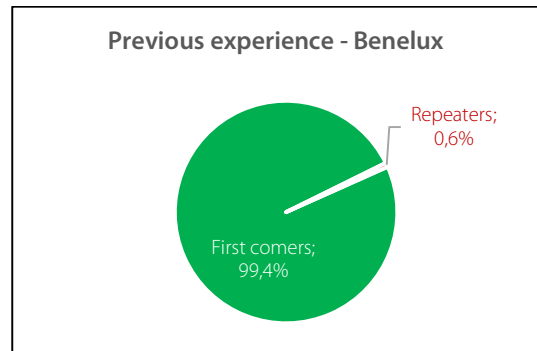
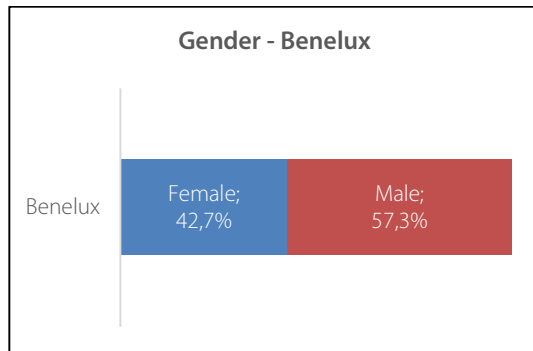
Source	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Tourism information offices	100,0%	9,33
Place of accommodation	98,9%	8,71
Tourism guides/books	100,0%	8,67
Mobile apps	97,4%	8,56
Internet terminals	100,0%	8,51
Local people	98,4%	8,45
Tourism brochures	62,5%	7,73
Family/Friends	25,0%	7,50

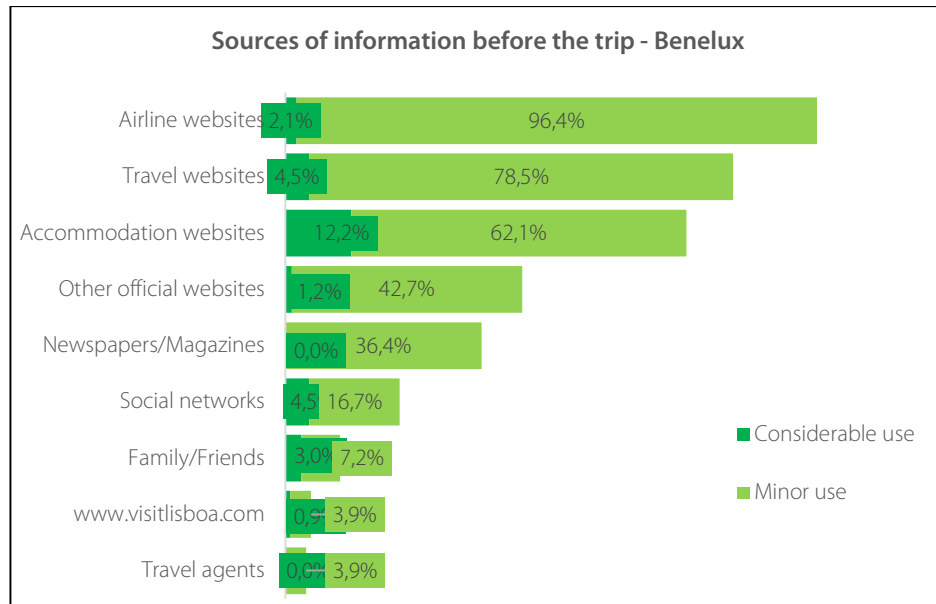
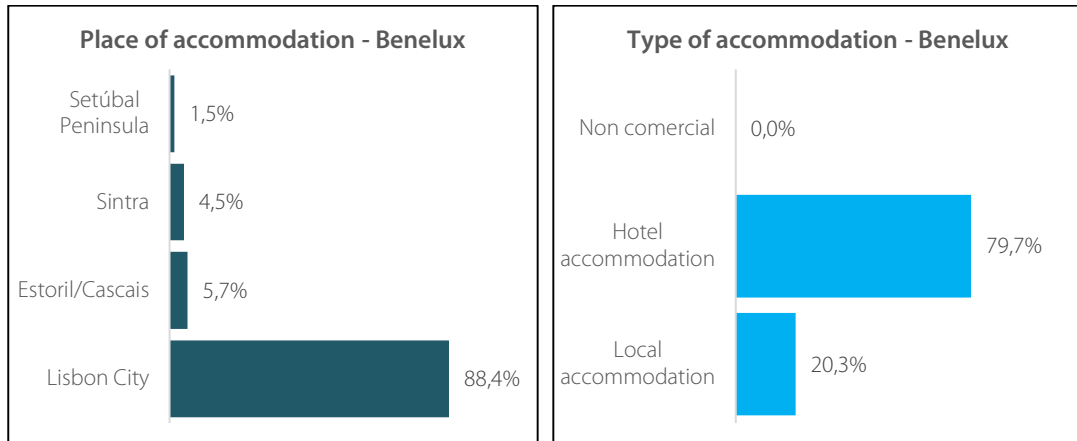




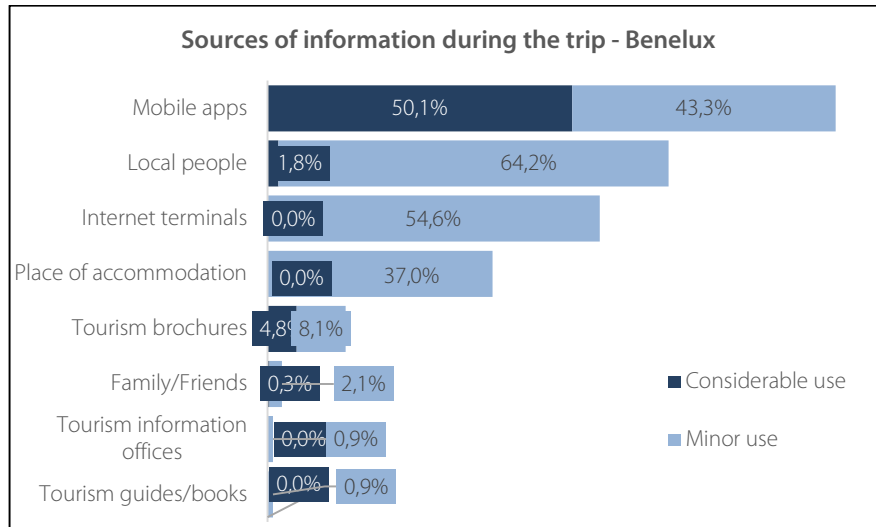


## BENELUX (335 Answers)



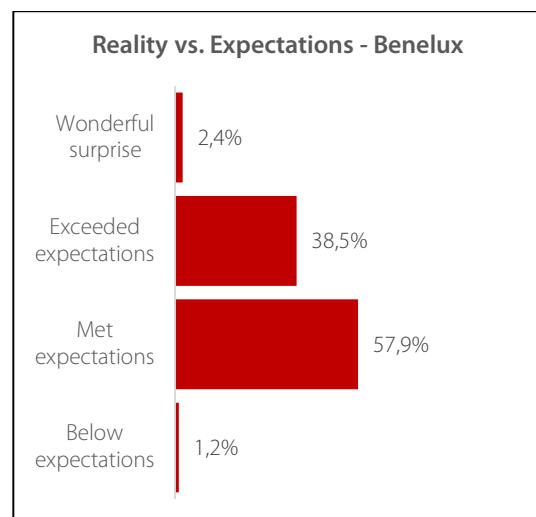
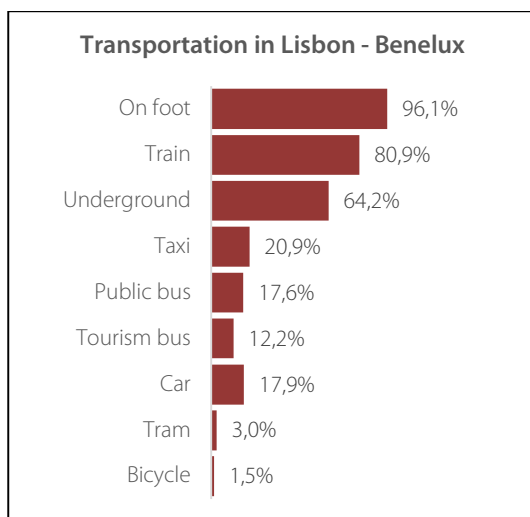


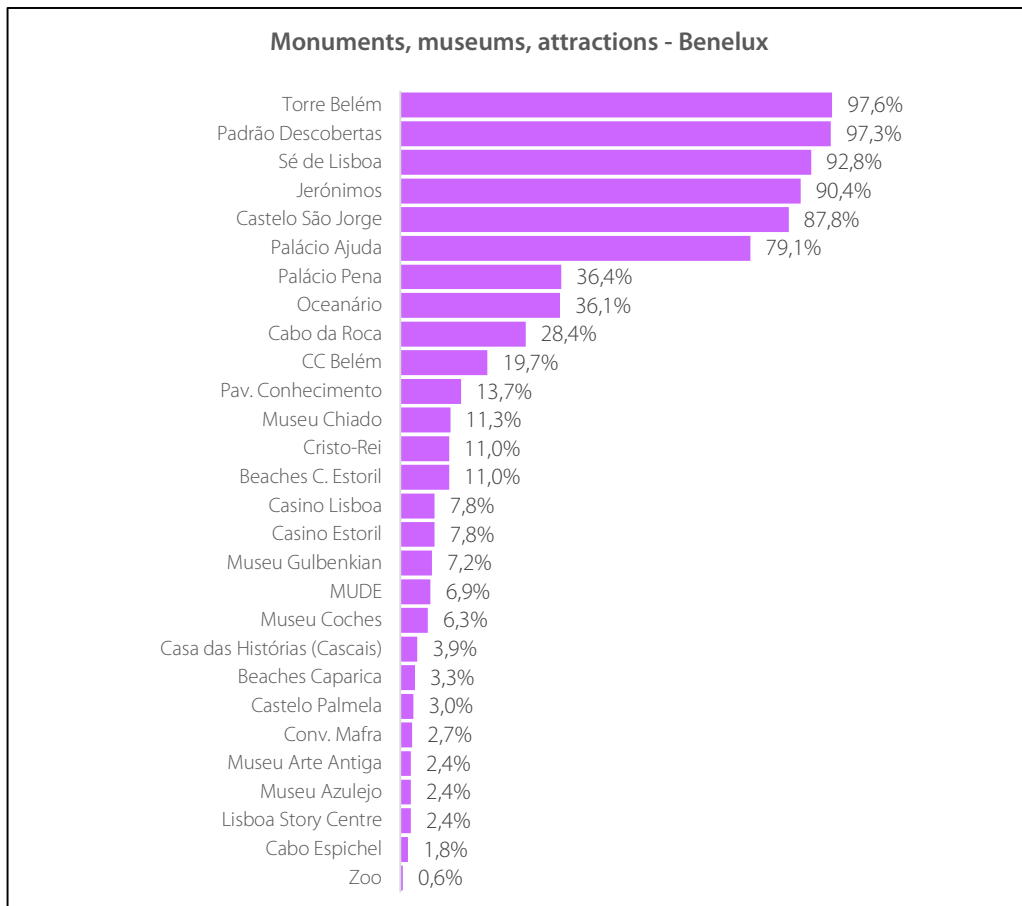
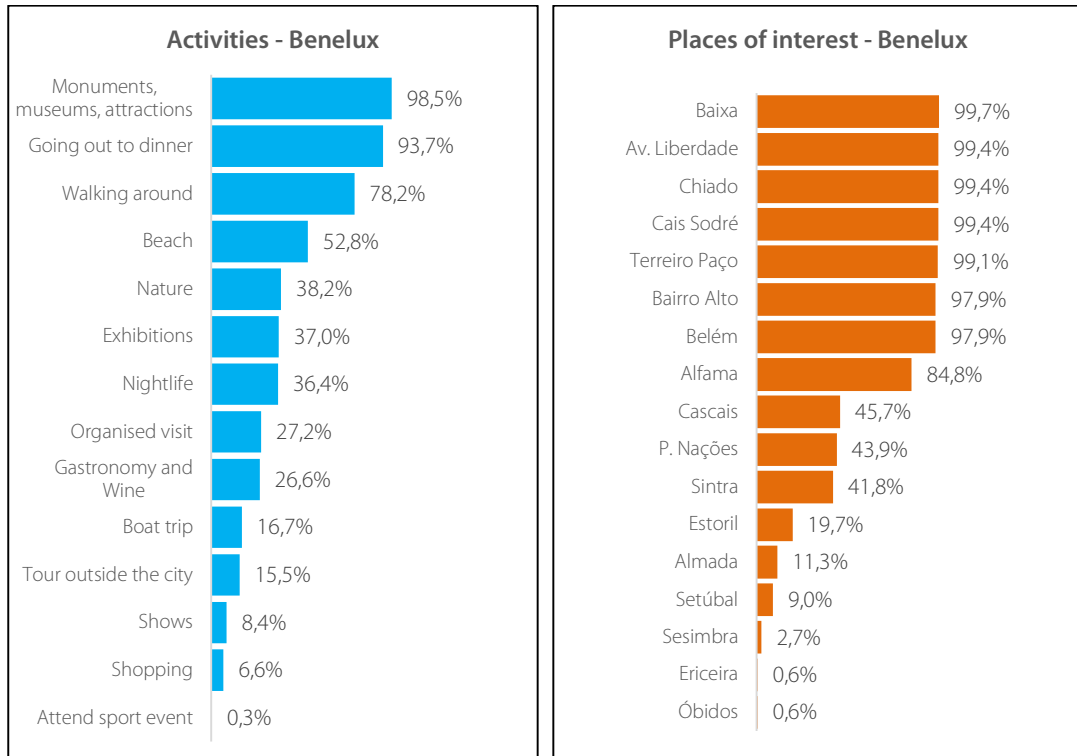
Evaluation of the sources of information before the trip - BENELUX		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Family/Friends	100,0%	9,76
Social networks	94,4%	8,79
Newspapers/Magazines	95,9%	8,59
Airline websites	93,0%	8,51
Other official websites	98,6%	8,44
www.visitlisboa.com	87,5%	8,44
Accommodation websites	94,3%	8,39
Travel websites	93,2%	8,31
Travel agents	100,0%	8,31



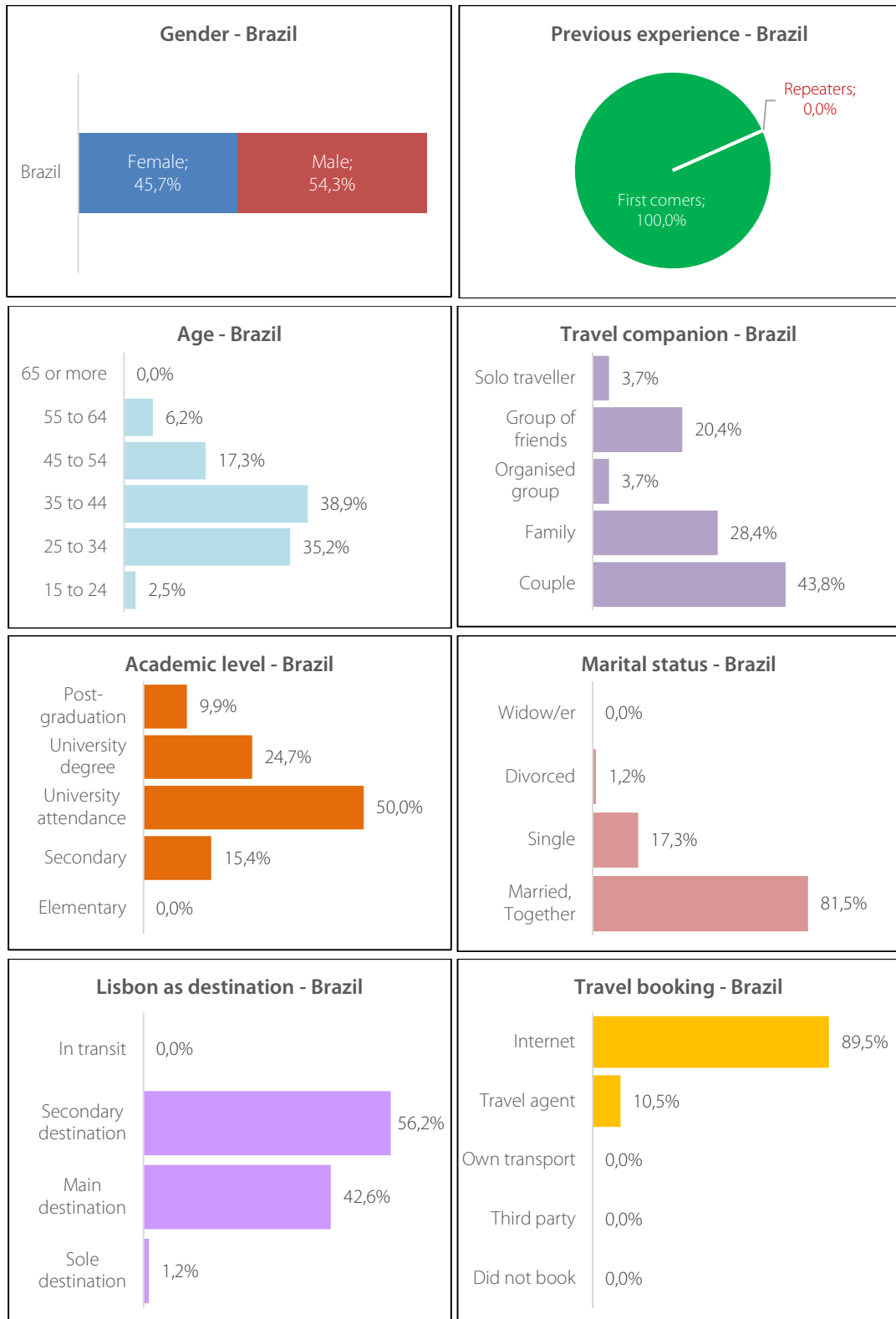
### Evaluation of the sources of information during the trip - BENELUX

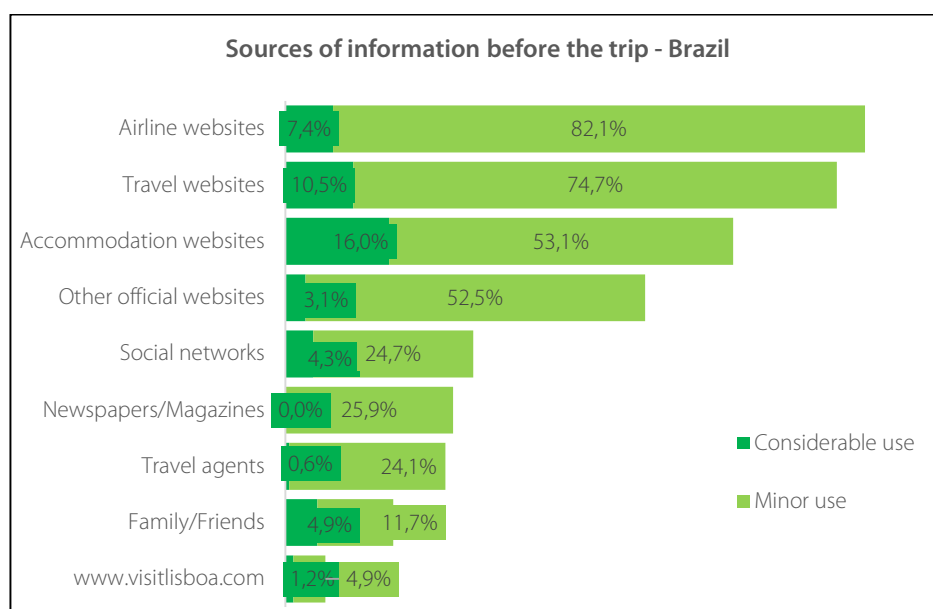
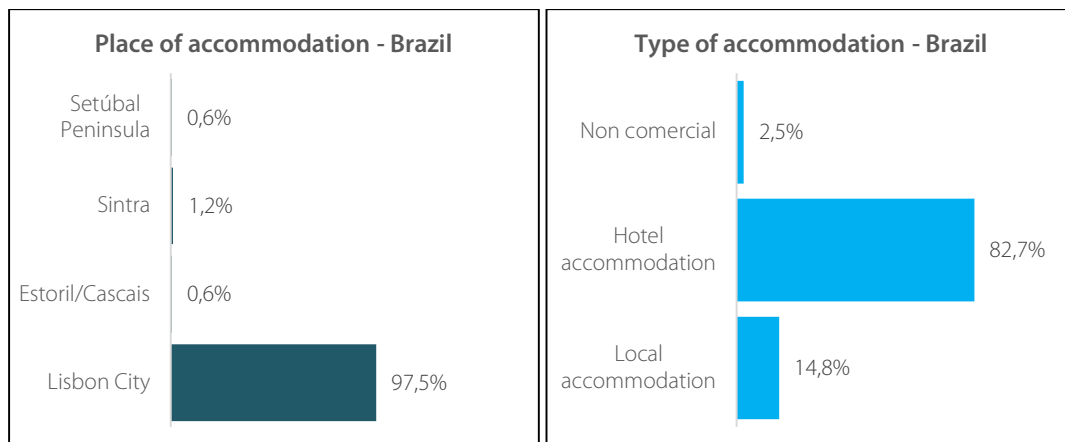
Source	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Tourism information offices	100,0%	9,00
Place of accommodation	100,0%	8,67
Mobile apps	99,4%	8,50
Local people	99,1%	8,45
Internet terminals	100,0%	8,45
Tourism guides/books	100,0%	8,33
Tourism brochures	60,5%	7,70
Family/Friends	50,0%	7,50



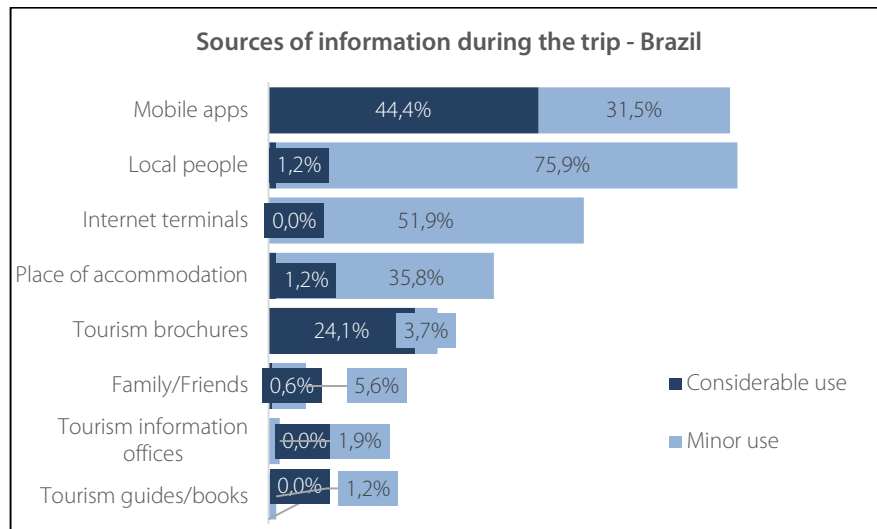


## BRAZIL (162 Answers)



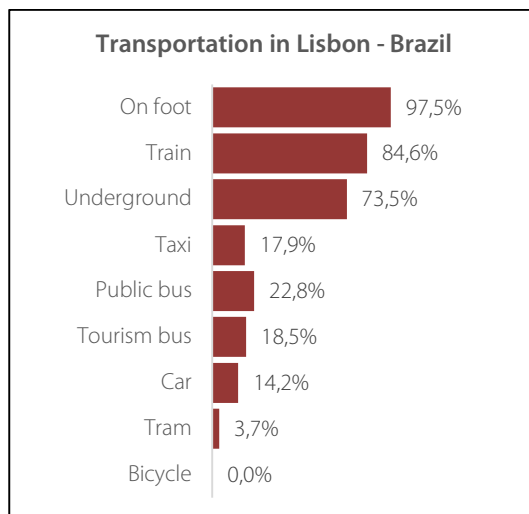


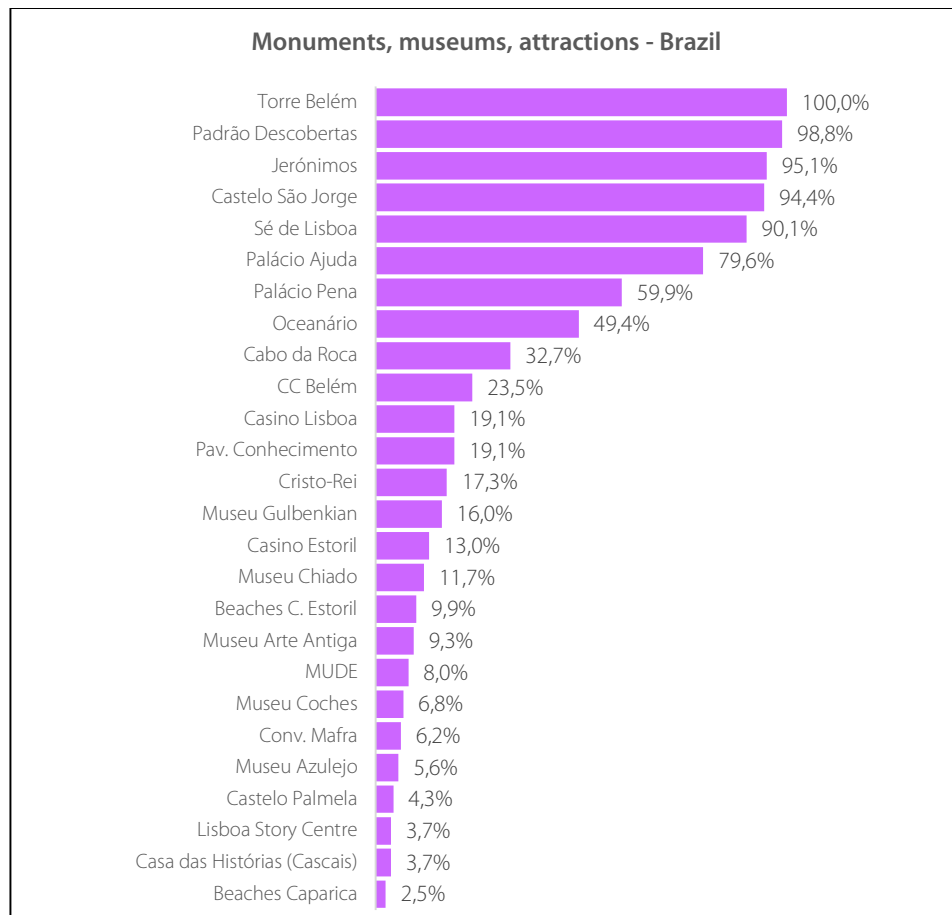
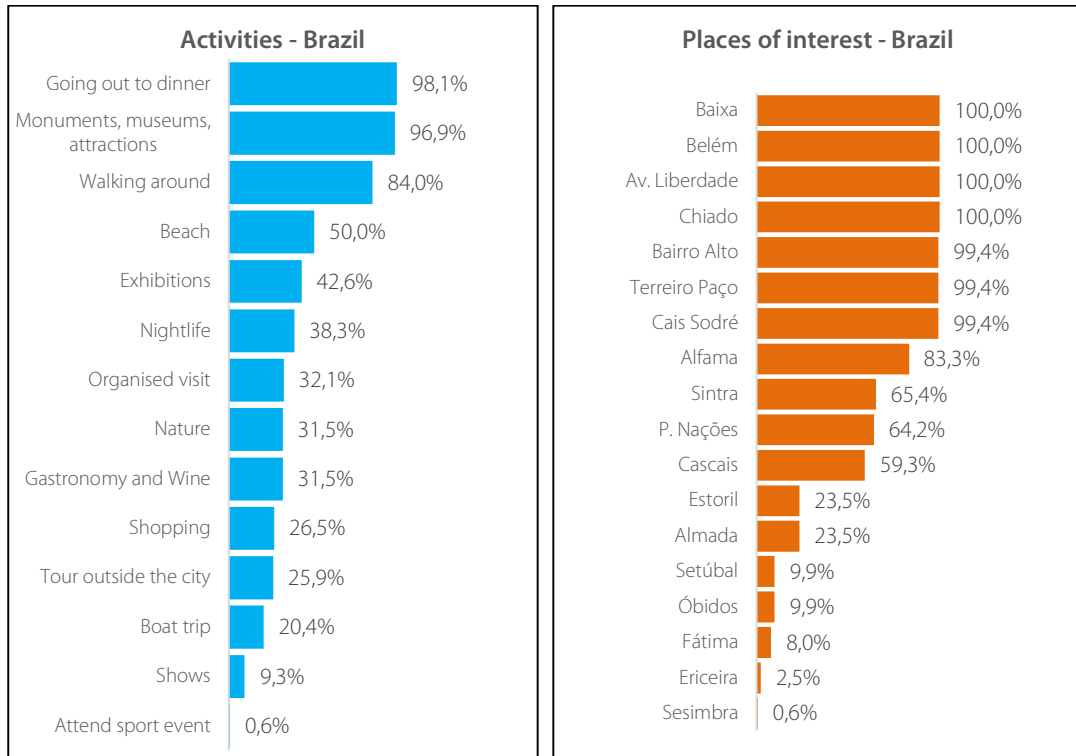
Evaluation of the sources of information before the trip - BRAZIL		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Family/Friends	100,0%	9,58
Social networks	100,0%	8,89
Other official websites	98,9%	8,73
www.visitlisboa.com	70,0%	8,70
Travel agents	94,9%	8,67
Newspapers/Magazines	95,2%	8,62
Accommodation websites	92,0%	8,33
Airline websites	89,0%	8,31
Travel websites	84,8%	7,94



### Evaluation of the sources of information during the trip - BRAZIL

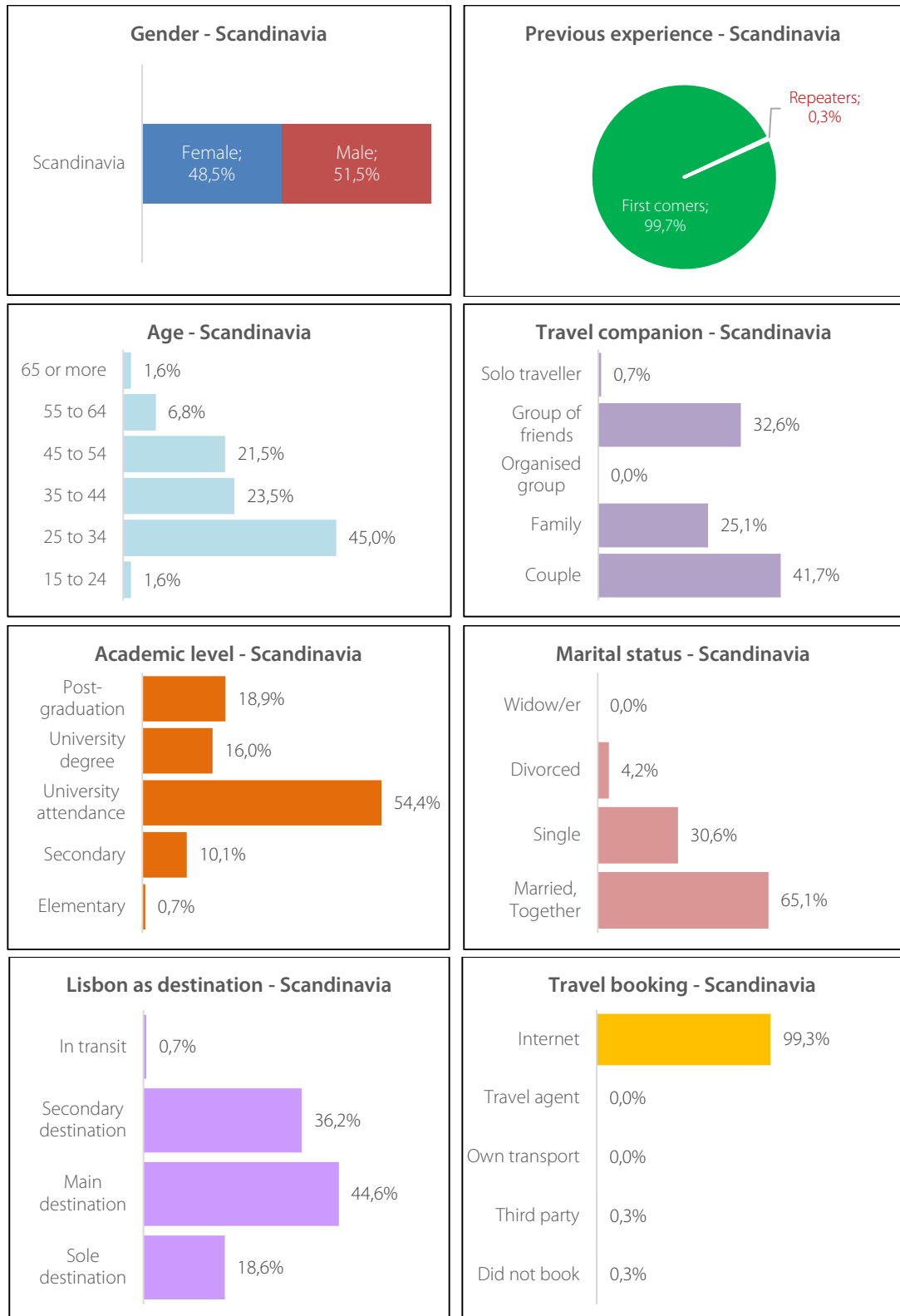
Source	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Tourism information offices	100,0%	10,00
Local people	99,2%	8,72
Place of accommodation	100,0%	8,65
Internet terminals	100,0%	8,50
Mobile apps	100,0%	8,48
Tourism guides/books	100,0%	8,00
Tourism brochures	63,6%	7,75
Family/Friends	50,0%	7,50

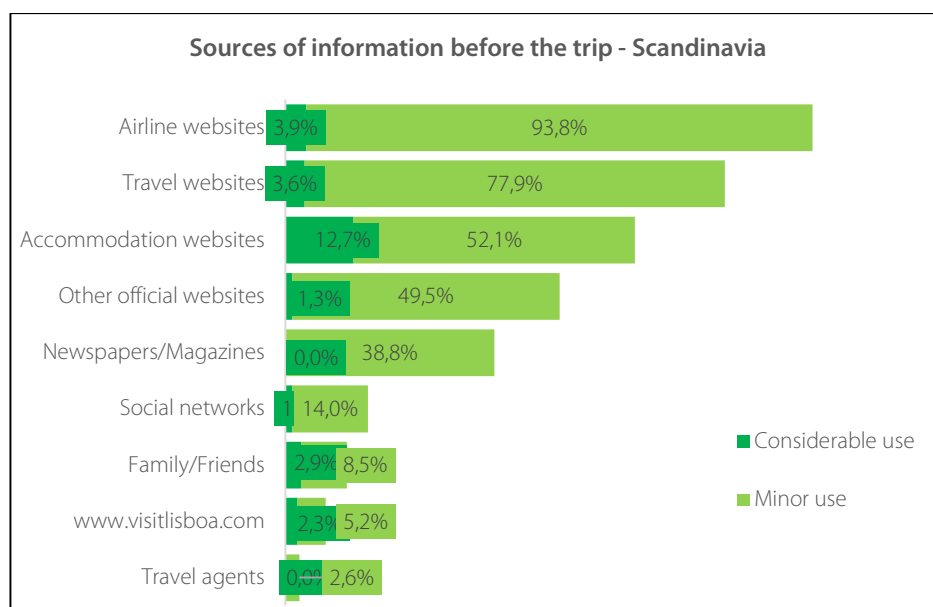
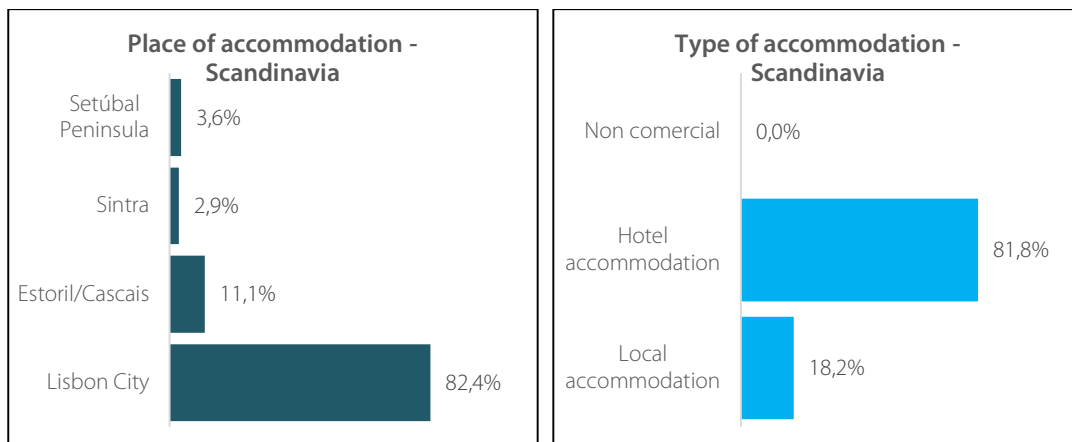




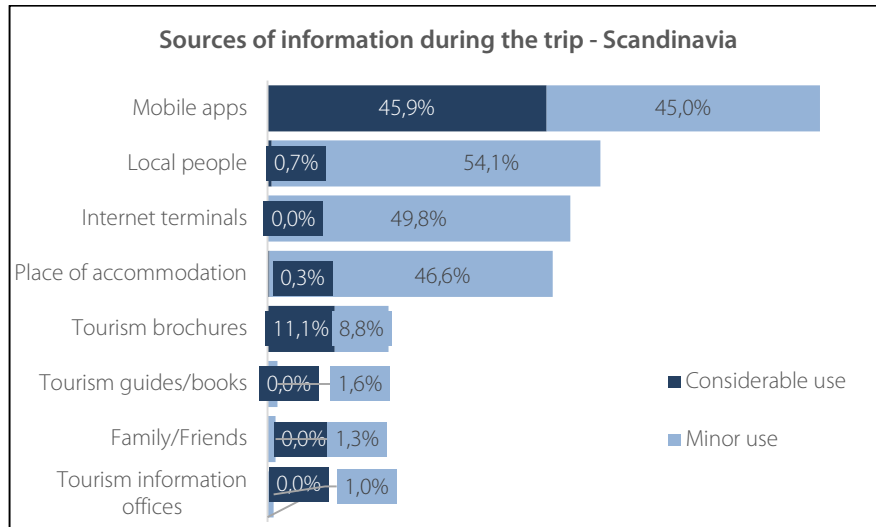


## SCANDINAVIA (307 Answers)



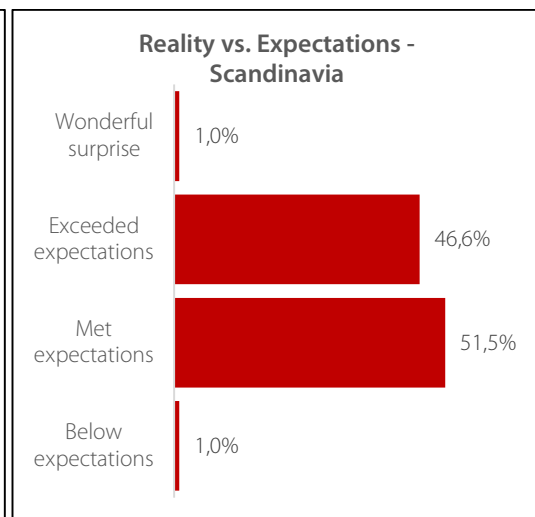
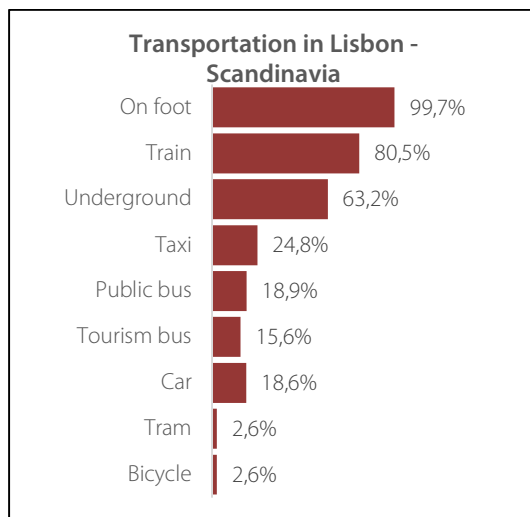


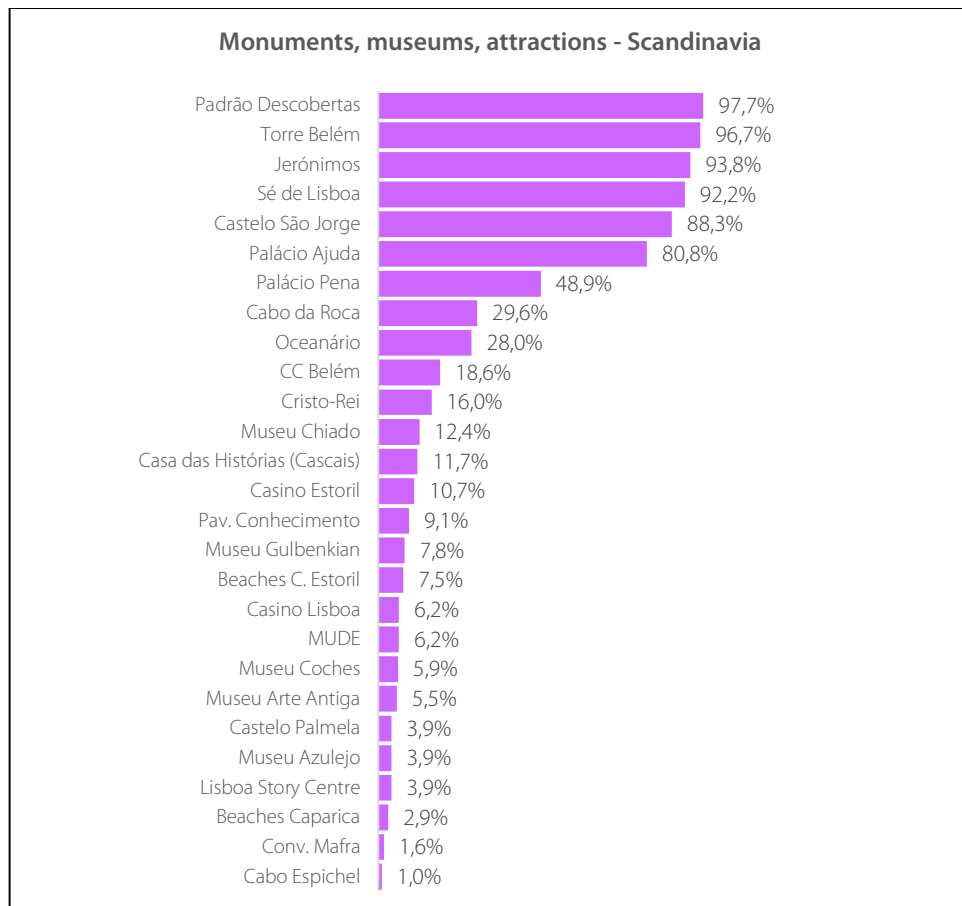
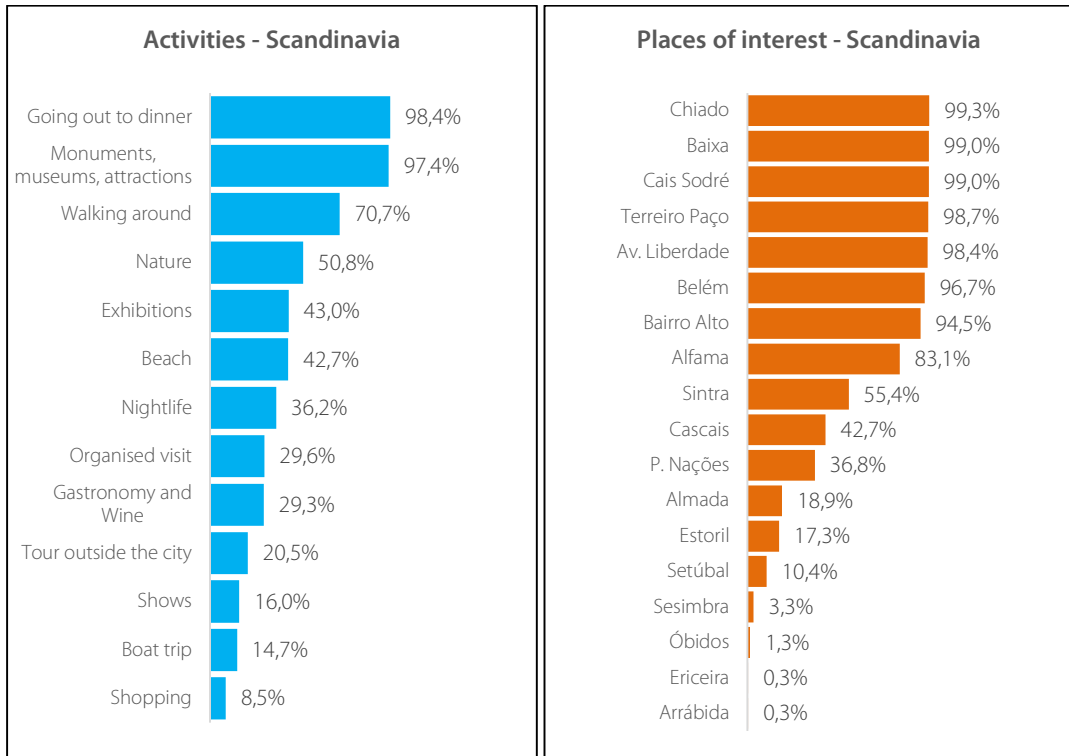
Evaluation of the sources of information before the trip - SCANDINAVIA		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Family/Friends	94,1%	9,41
Social networks	93,6%	8,70
www.visitlisboa.com	78,3%	8,61
Newspapers/Magazines	97,5%	8,60
Airline websites	89,7%	8,41
Other official websites	98,1%	8,38
Travel websites	95,2%	8,34
Travel agents	100,0%	8,25
Accommodation websites	89,4%	8,24



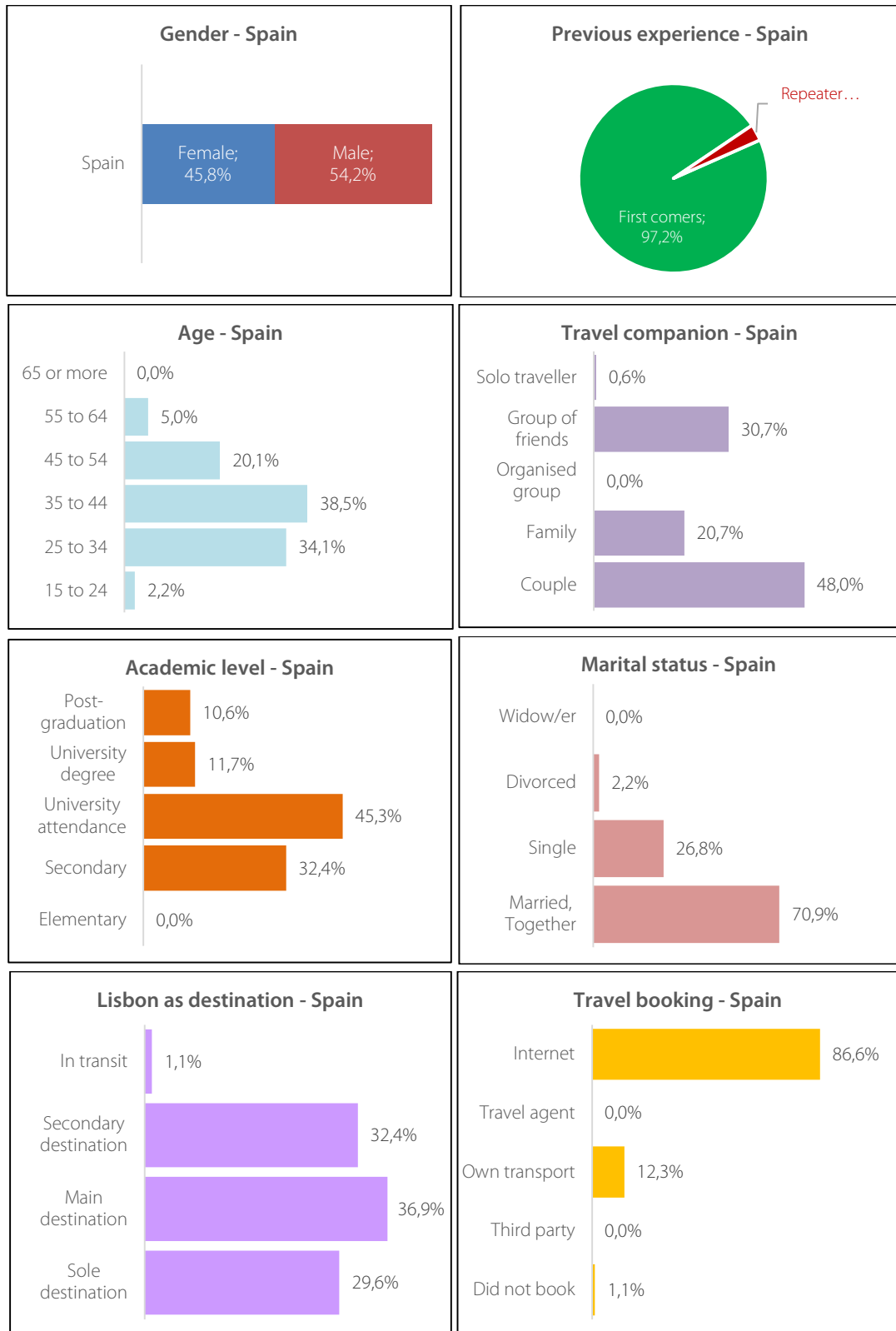
### Evaluation of the sources of information during the trip - SCANDINAVIA

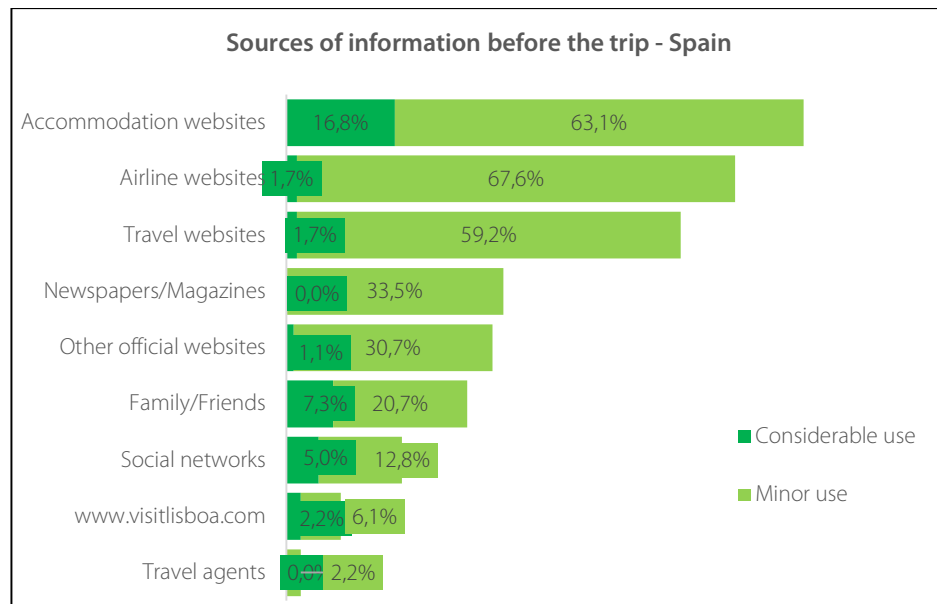
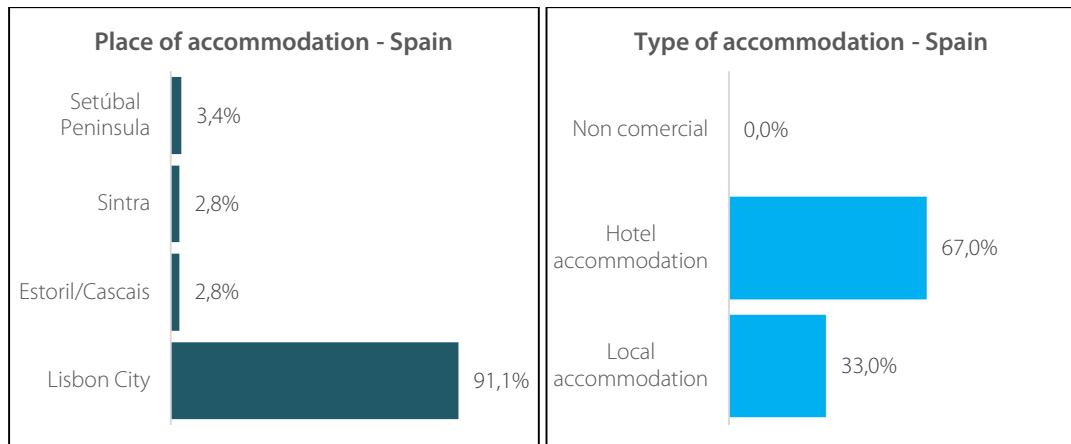
Source	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Tourism information offices	100,0%	9,50
Place of accommodation	99,3%	8,60
Local people	100,0%	8,57
Mobile apps	99,3%	8,46
Tourism guides/books	100,0%	8,40
Internet terminals	99,3%	8,31
Tourism brochures	70,5%	7,85
Family/Friends	50,0%	7,50



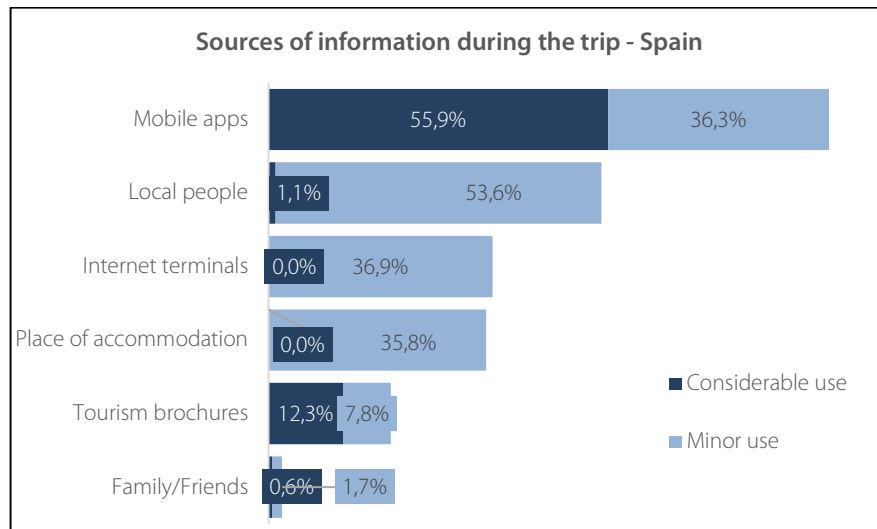


## SPAIN (179 Answers)



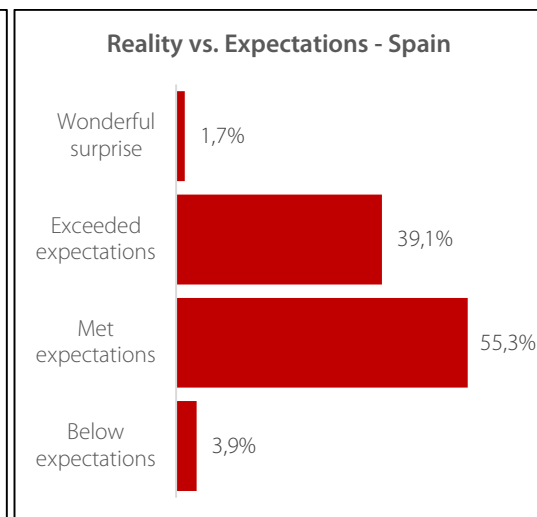
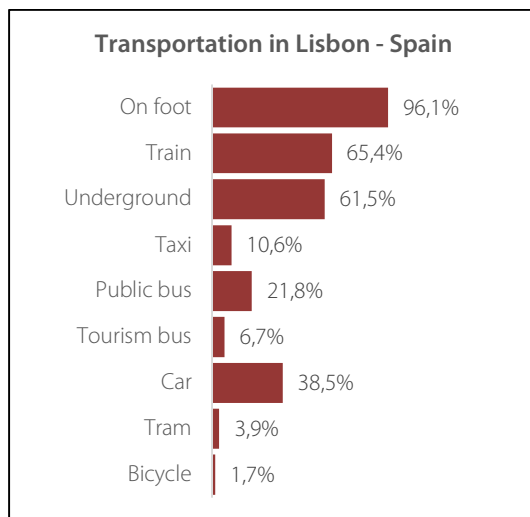


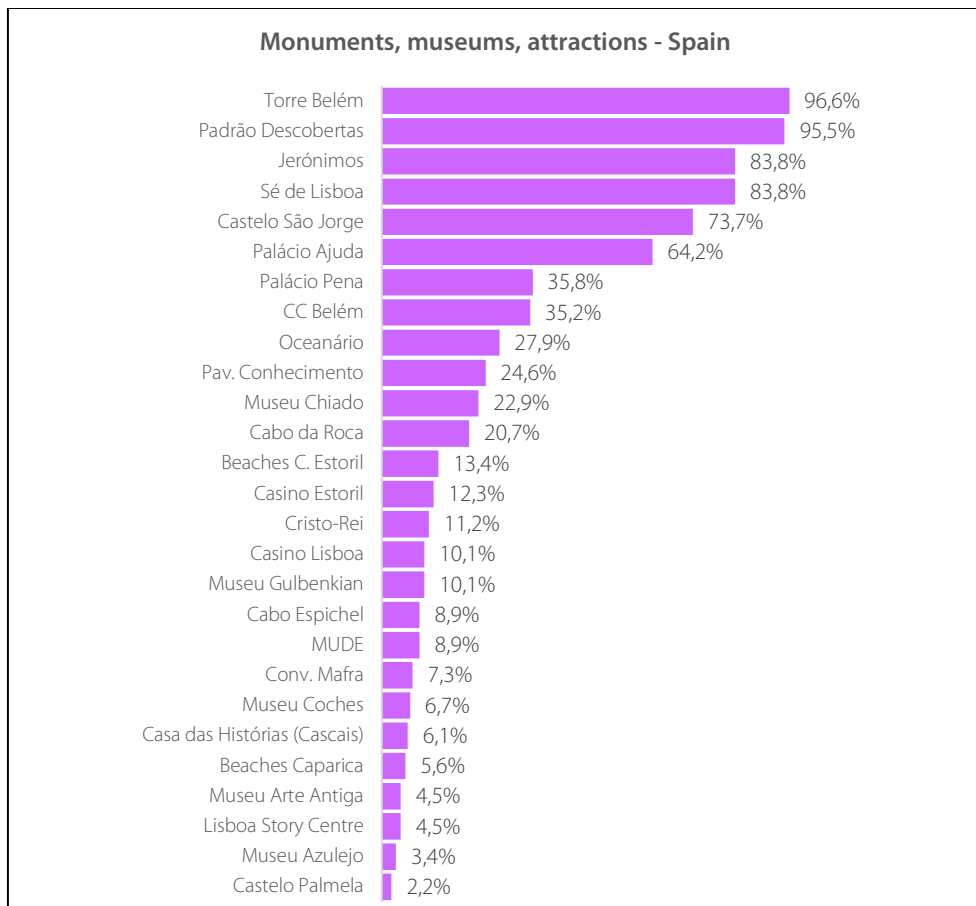
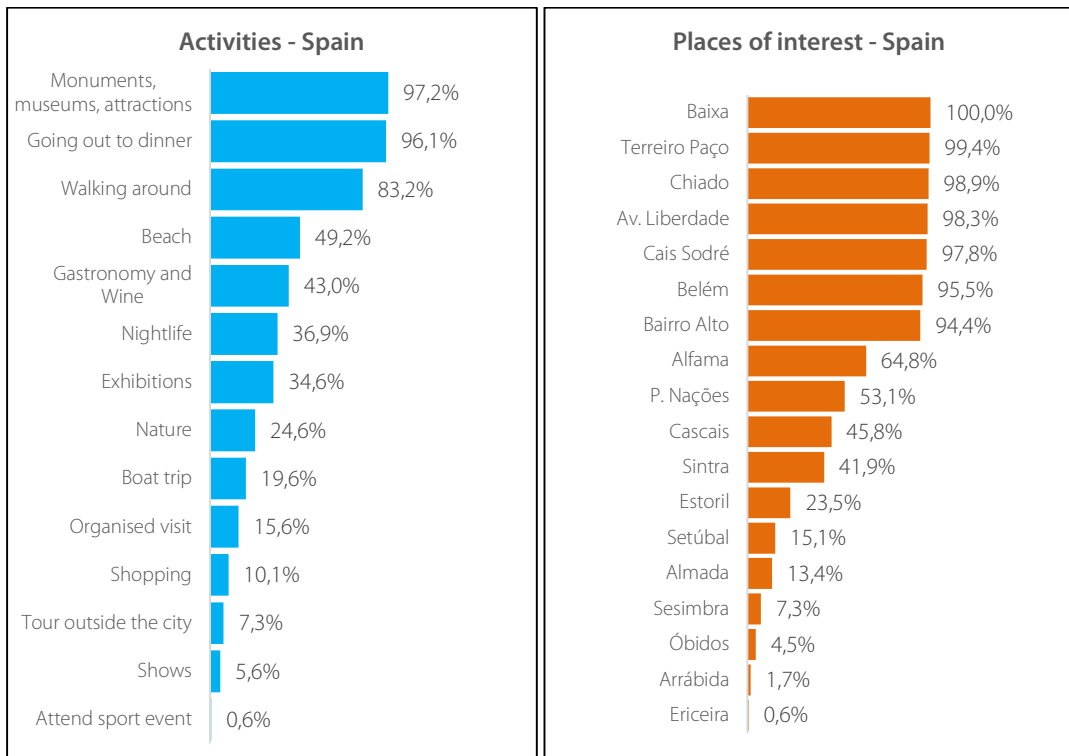
Evaluation of the sources of information before the trip - SPAIN		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Family/Friends	100,0%	9,71
Newspapers/Magazines	100,0%	8,95
Airline websites	97,6%	8,90
Social networks	84,4%	8,50
Travel websites	96,3%	8,39
Other official websites	98,2%	8,30
www.visitlisboa.com	80,0%	8,20
Accommodation websites	75,9%	8,06
Travel agents	100,0%	8,00



### Evaluation of the sources of information during the trip - SPAIN

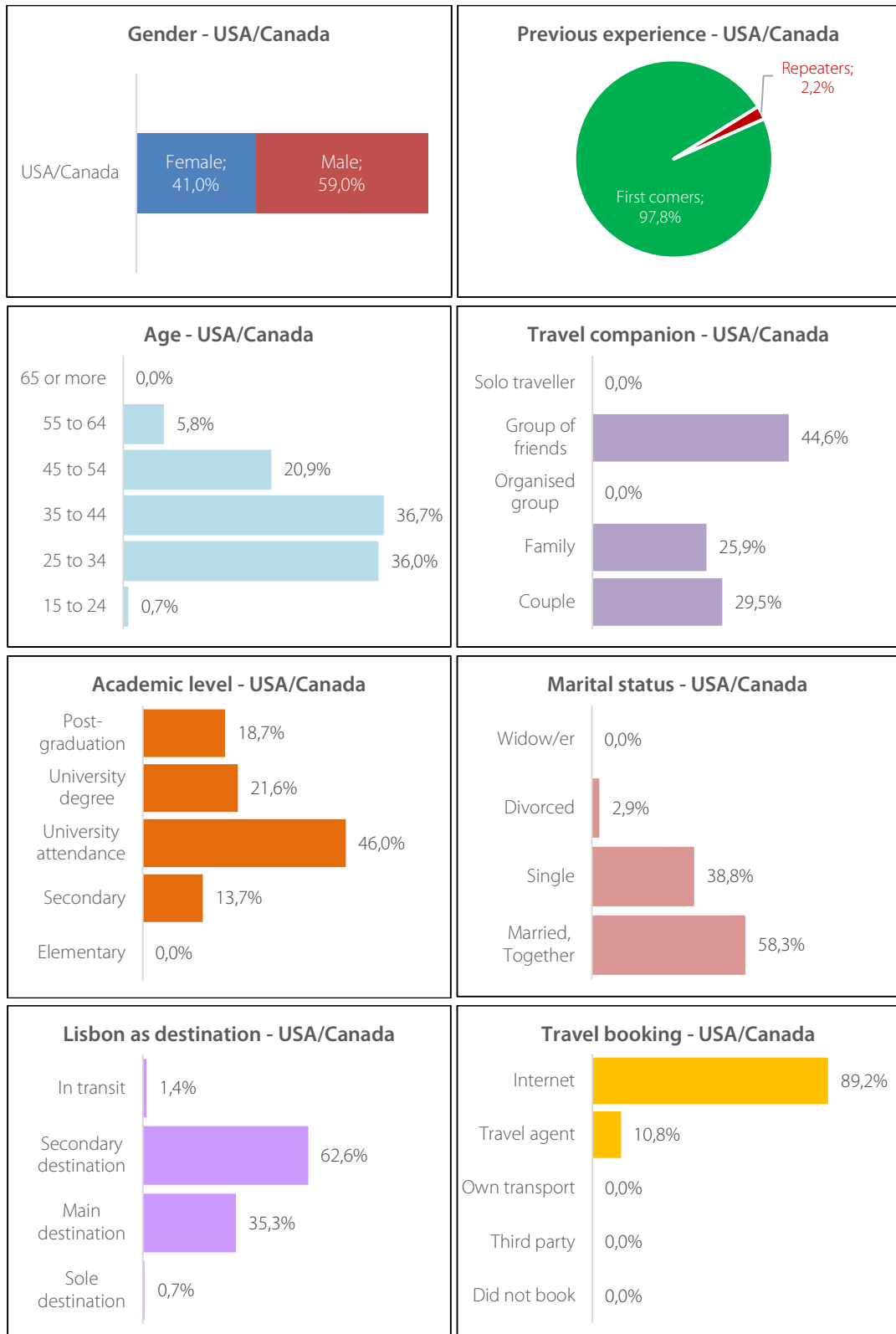
Source	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Place of accommodation	96,9%	8,72
Local people	99,0%	8,63
Mobile apps	98,2%	8,53
Internet terminals	100,0%	8,41
Tourism brochures	58,3%	7,72
Family/Friends	50,0%	7,00

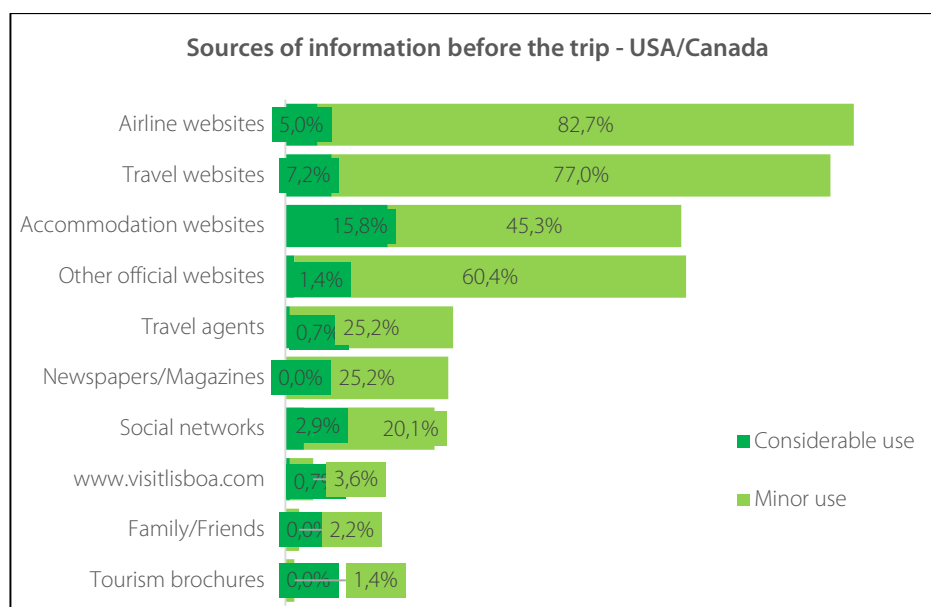
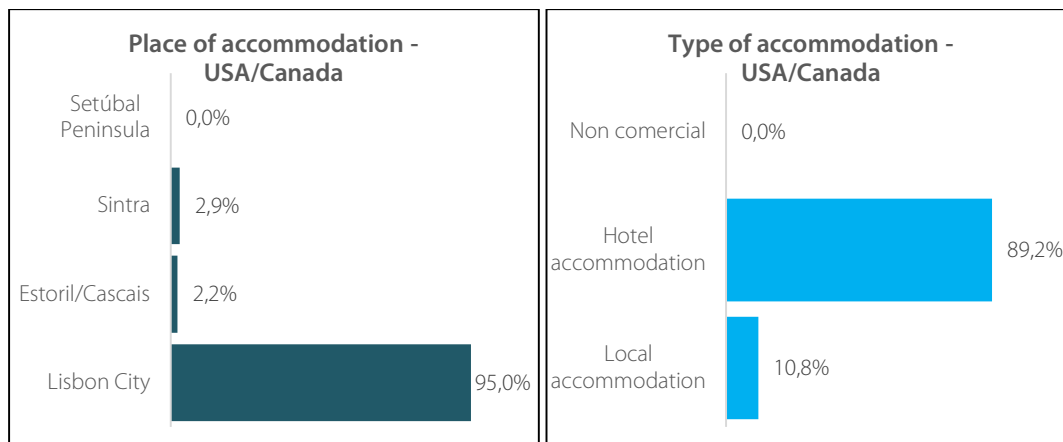




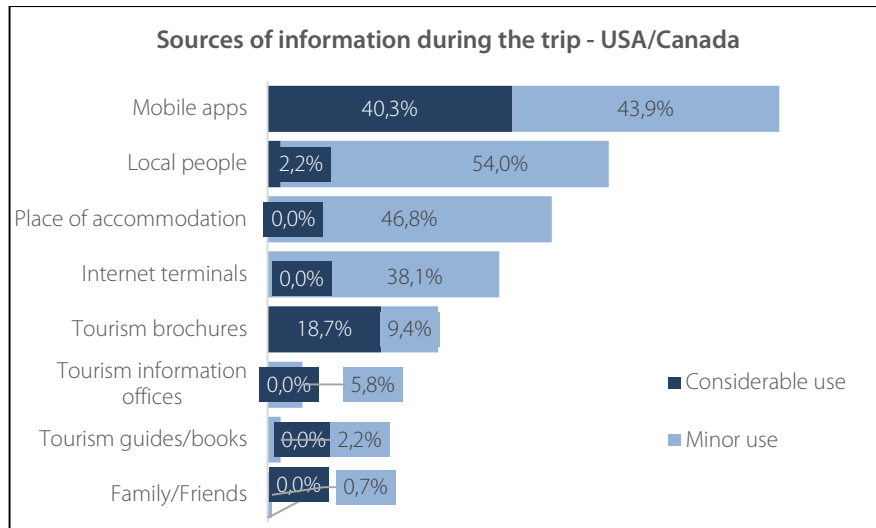


## USA/CANADA (139 Answers)



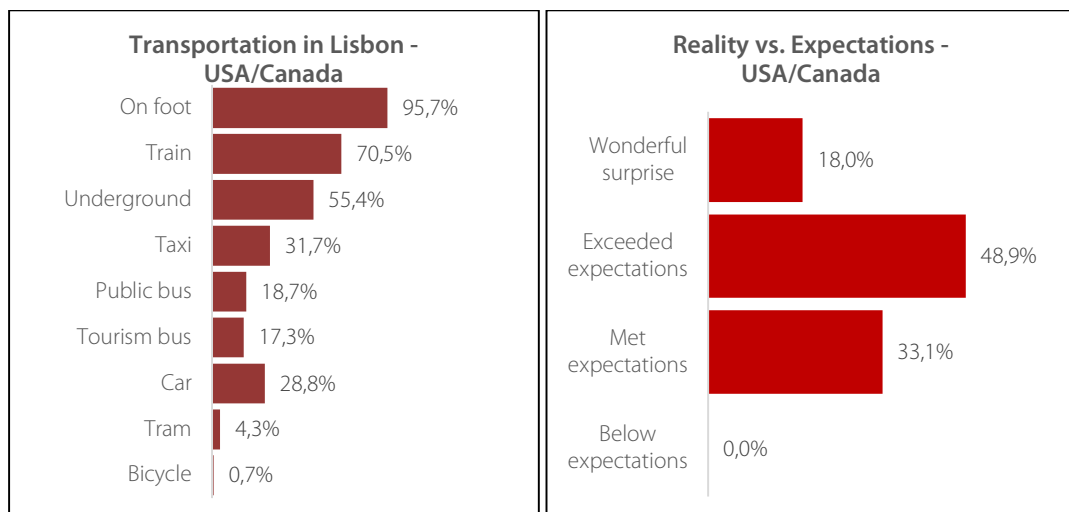


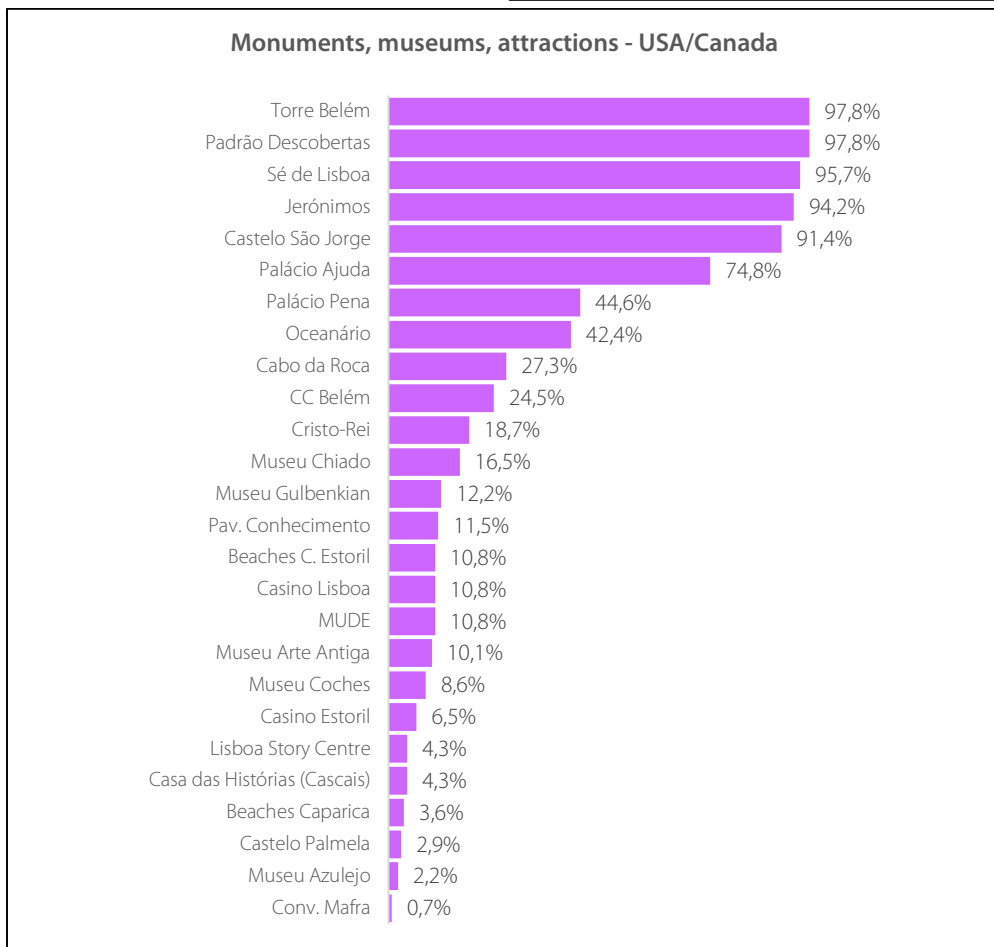
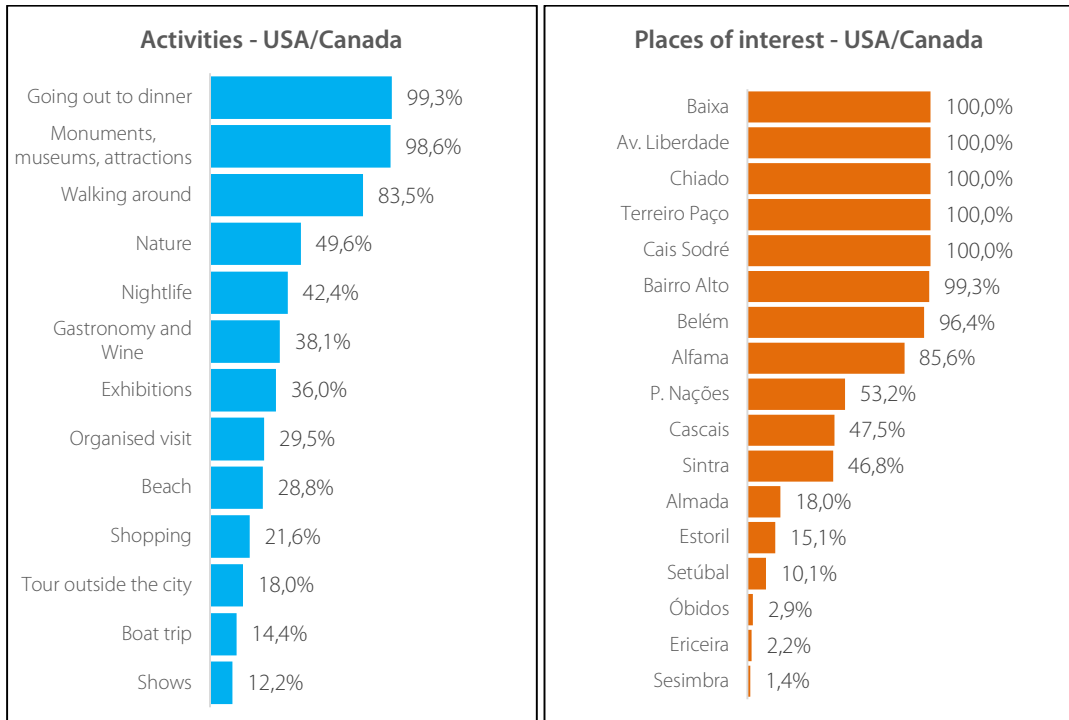
Evaluation of the sources of information before the trip - USA/CANADA		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
www.visitlisboa.com	100,0%	9,00
Newspapers/Magazines	100,0%	8,94
Social networks	87,1%	8,61
Other official websites	100,0%	8,59
Travel agents	91,7%	8,50
Airline websites	94,3%	8,35
Accommodation websites	90,5%	8,30
Travel websites	84,6%	8,01
Family/Friends	66,7%	7,67
Tourism brochures	50,0%	7,50



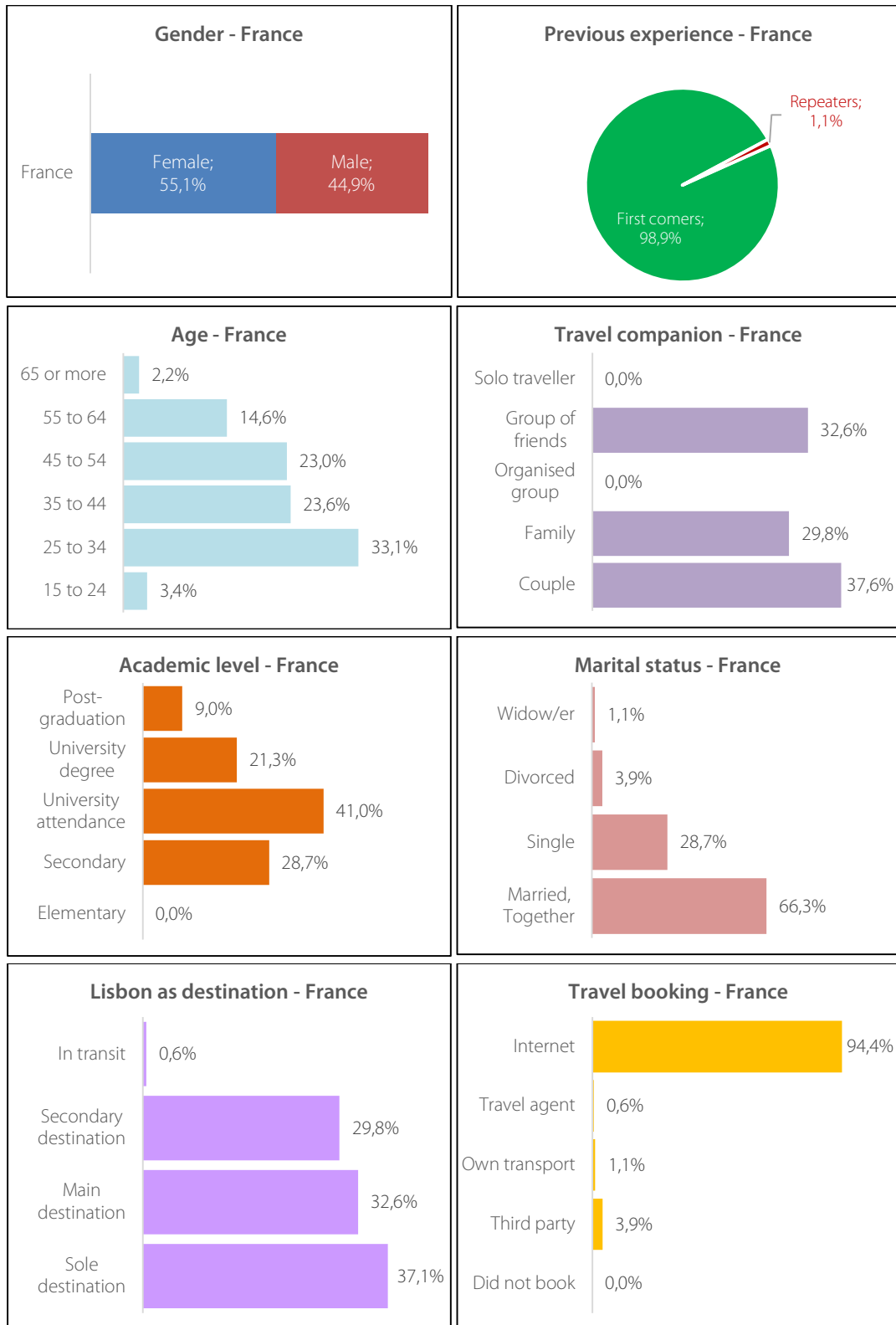
### Evaluation of the sources of information during the trip - USA/CANADA

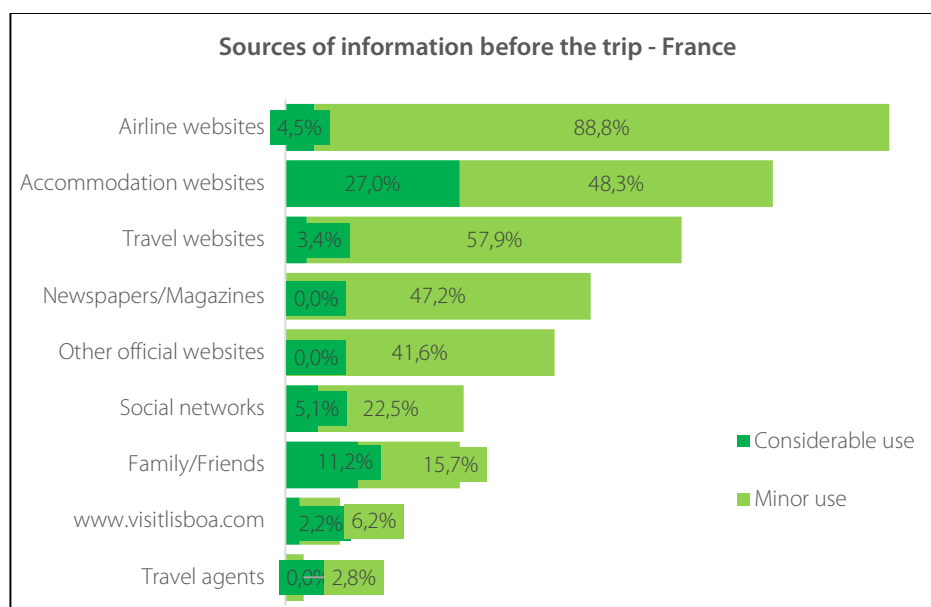
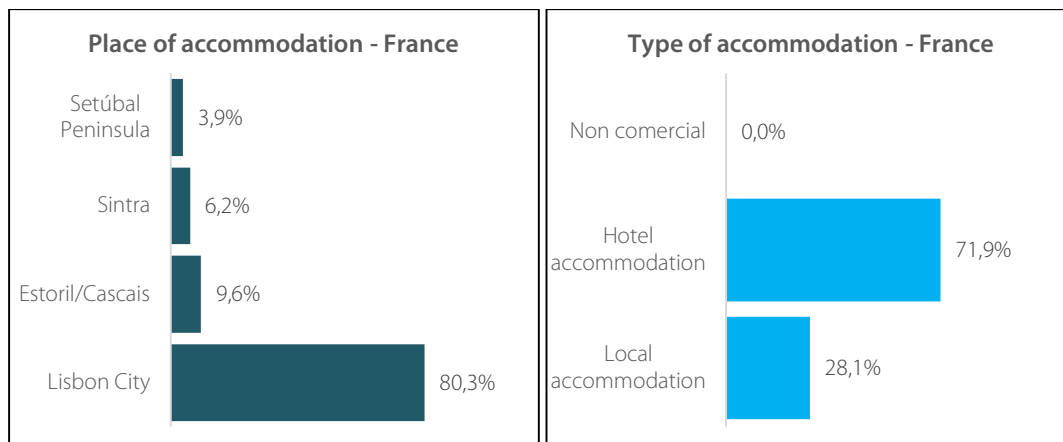
Source	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Tourism information offices	100,0%	10,00
Tourism guides/books	100,0%	8,67
Place of accommodation	100,0%	8,62
Local people	100,0%	8,55
Mobile apps	98,3%	8,44
Internet terminals	100,0%	8,26
Tourism brochures	63,2%	7,76
Family/Friends	0,0%	7,00



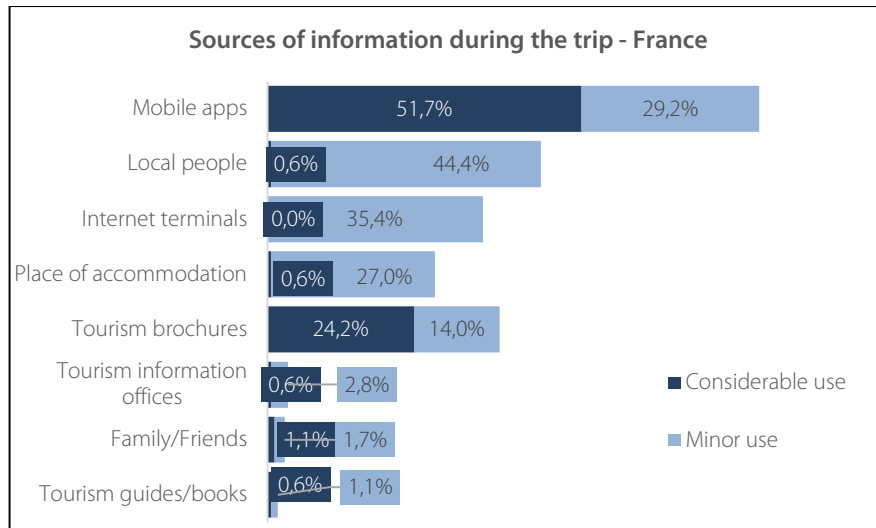


## FRANCE (178 Answers)



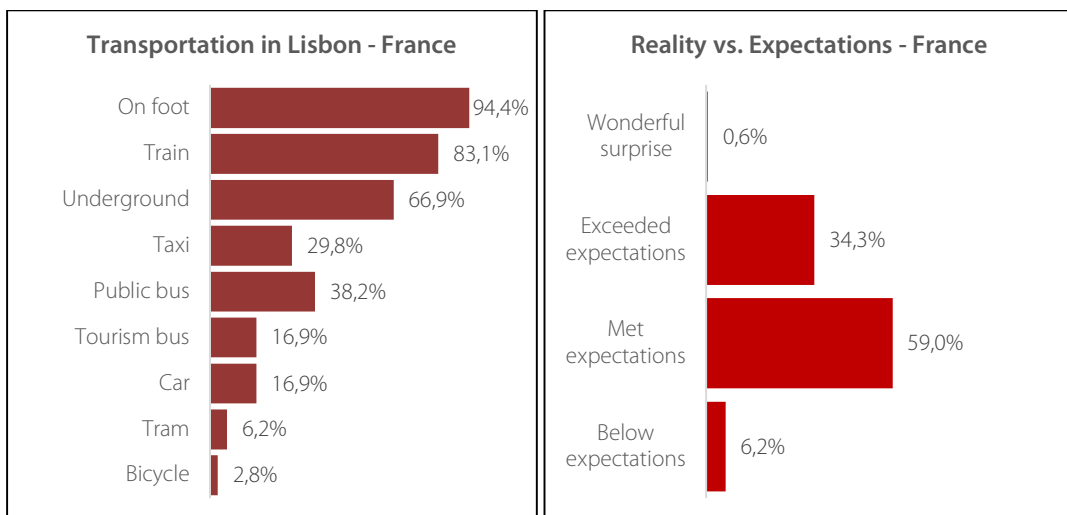


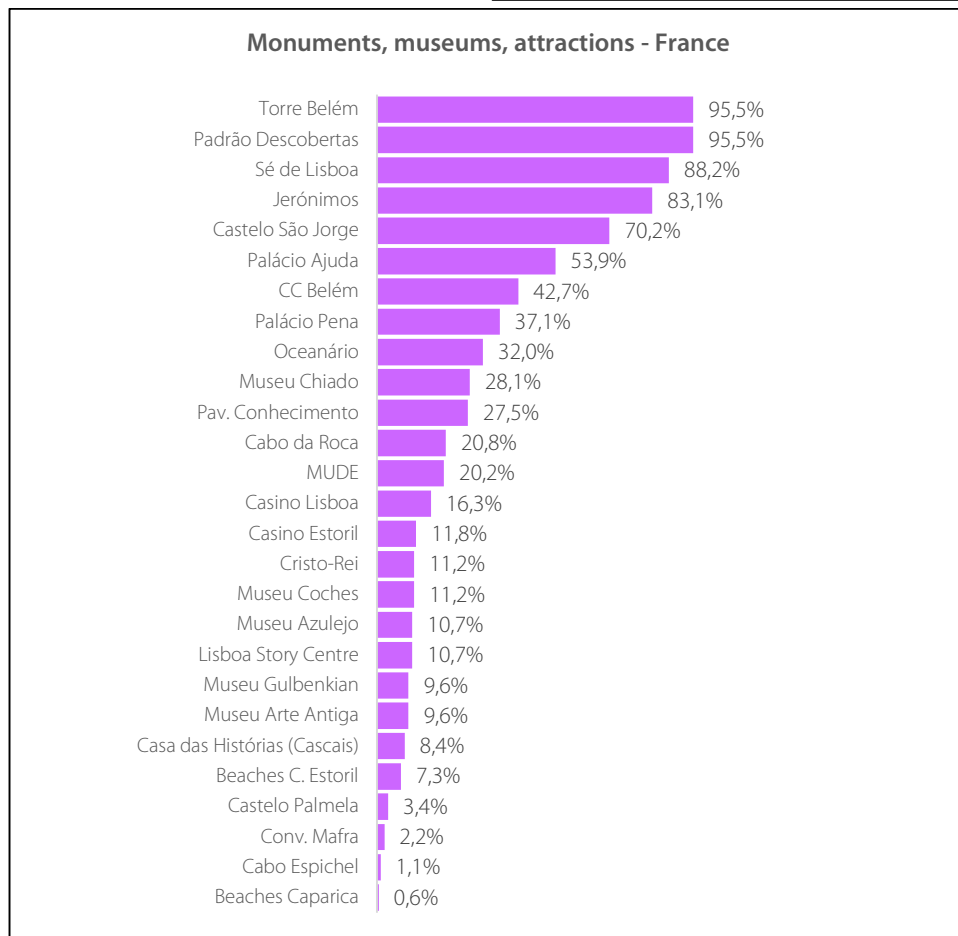
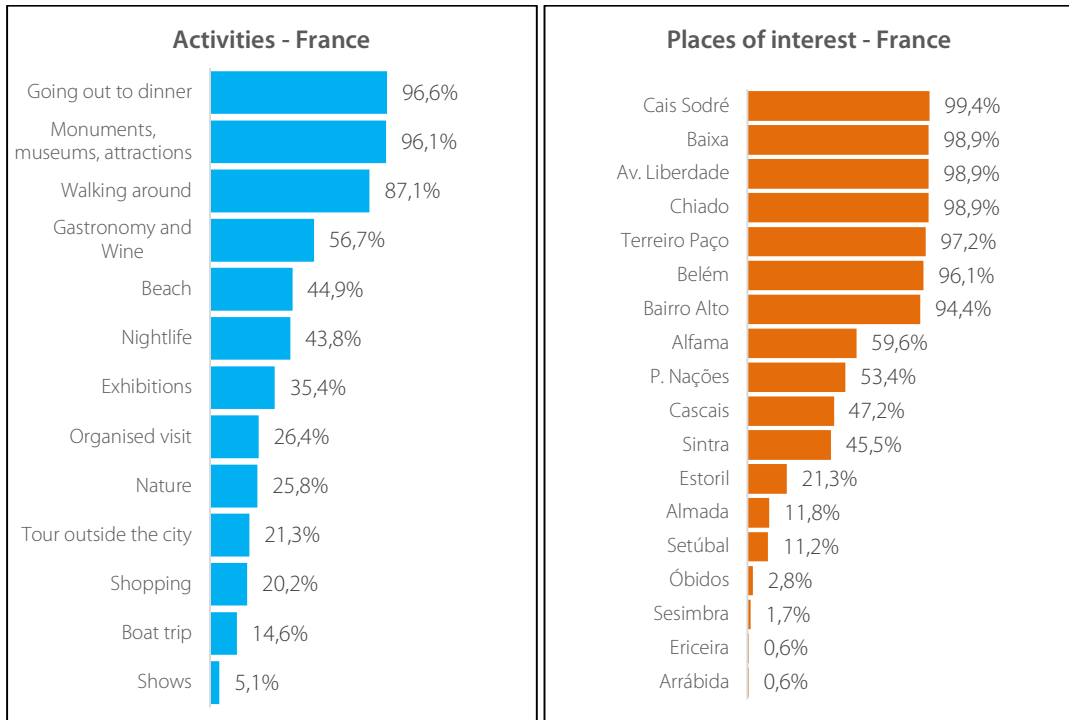
Evaluation of the sources of information before the trip - FRANCE		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Family/Friends	97,9%	9,69
Social networks	93,8%	8,88
Newspapers/Magazines	96,3%	8,72
Other official websites	98,6%	8,65
Travel agents	100,0%	8,60
Airline websites	86,1%	8,47
www.visitlisboa.com	73,3%	8,40
Accommodation websites	78,4%	8,12
Travel websites	85,3%	8,06



### Evaluation of the sources of information during the trip - FRANCE

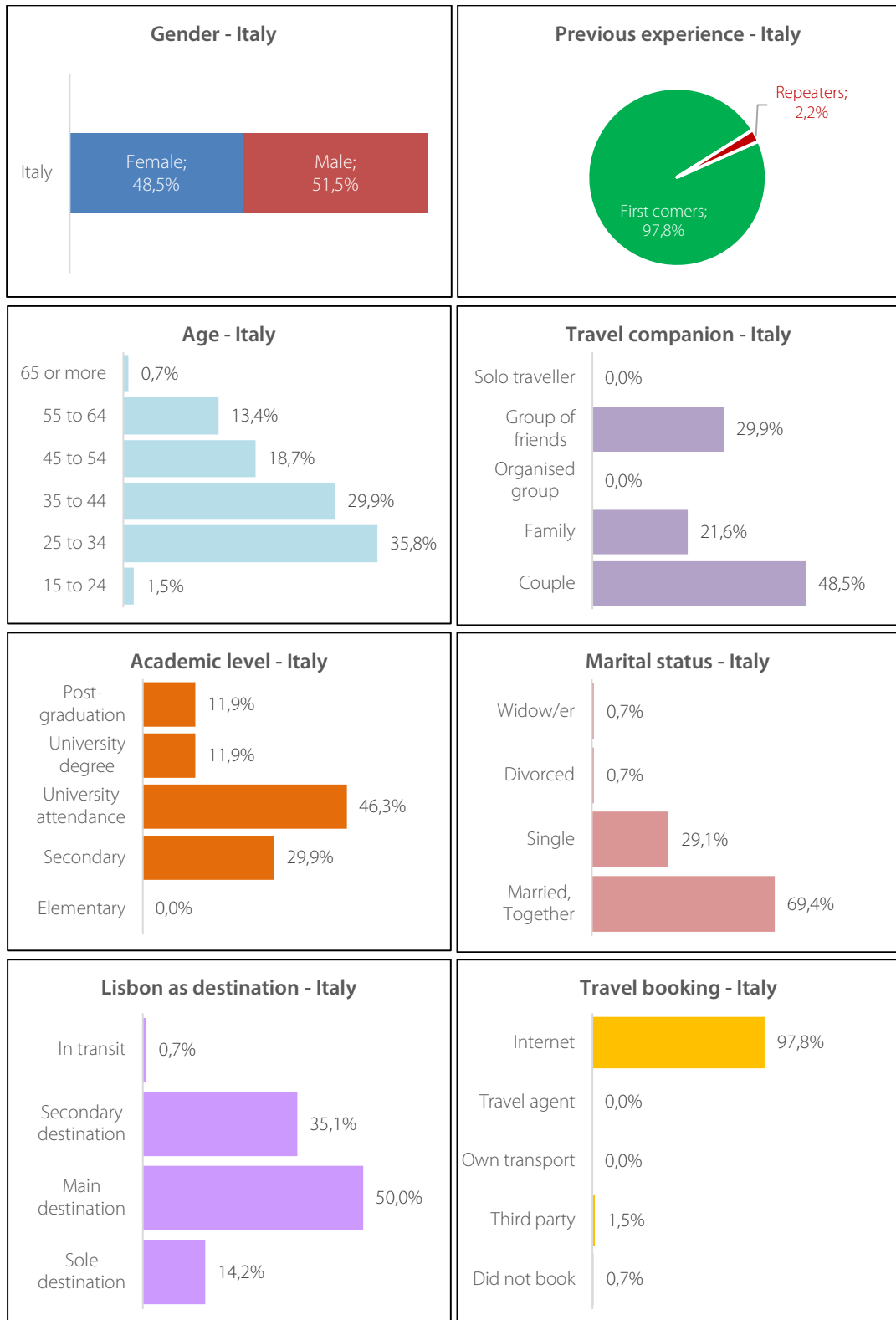
Source	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Tourism information offices	100,0%	9,67
Place of accommodation	100,0%	8,86
Local people	100,0%	8,50
Mobile apps	97,2%	8,50
Internet terminals	100,0%	8,46
Tourism guides/books	100,0%	8,33
Family/Friends	60,0%	7,80
Tourism brochures	61,8%	7,63

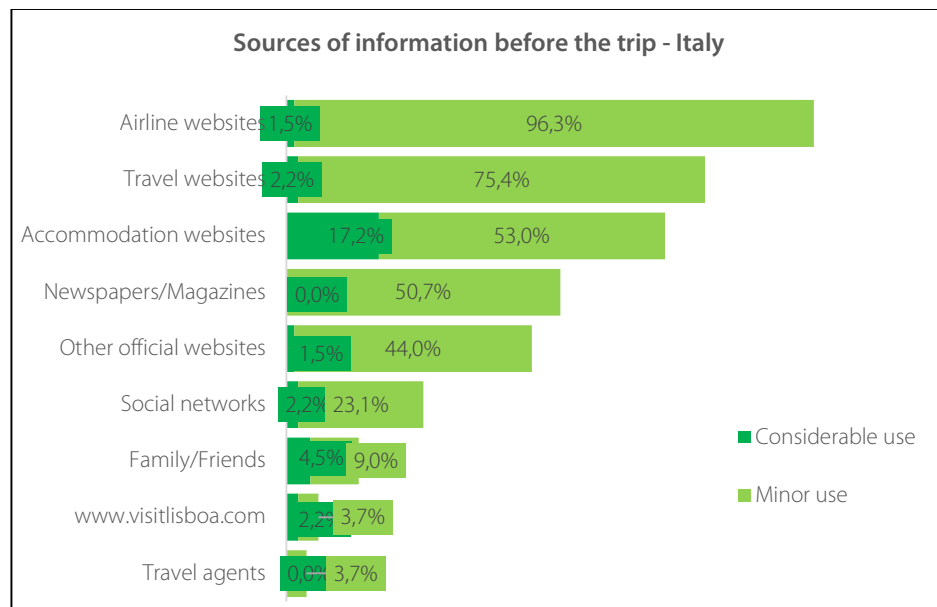
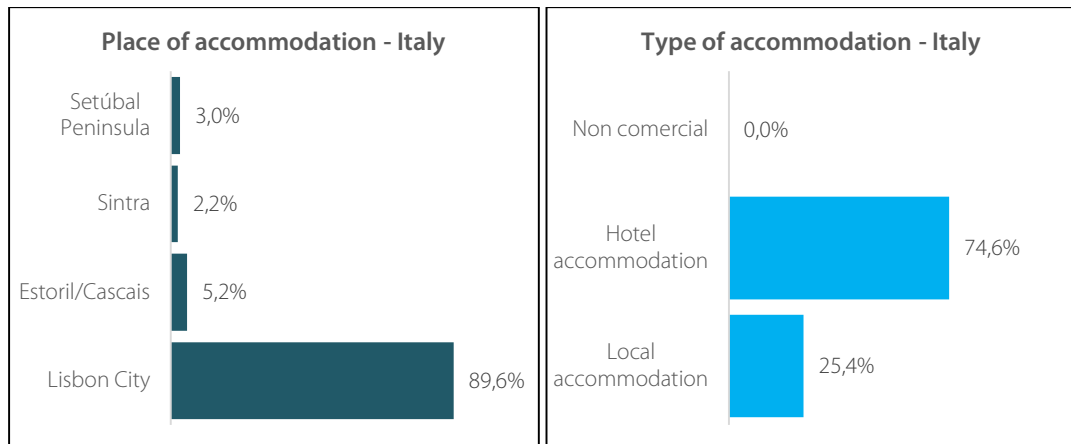




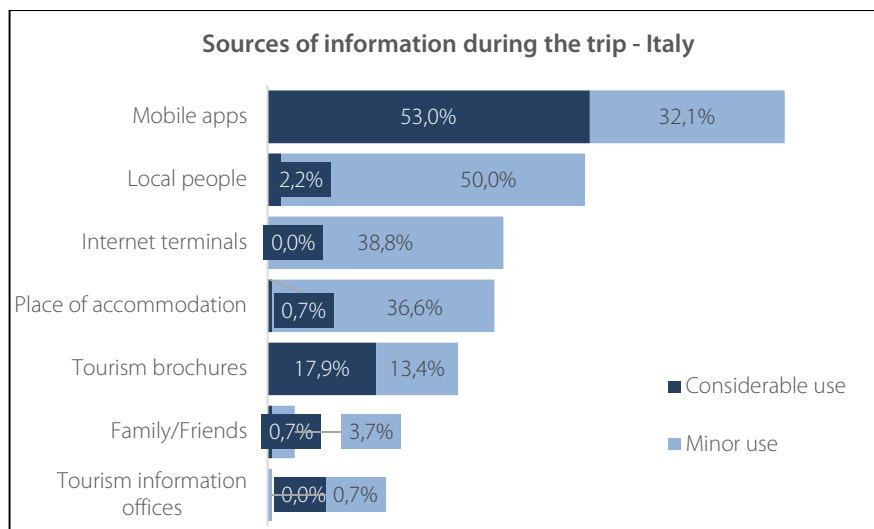


## ITALY (134 Answers)



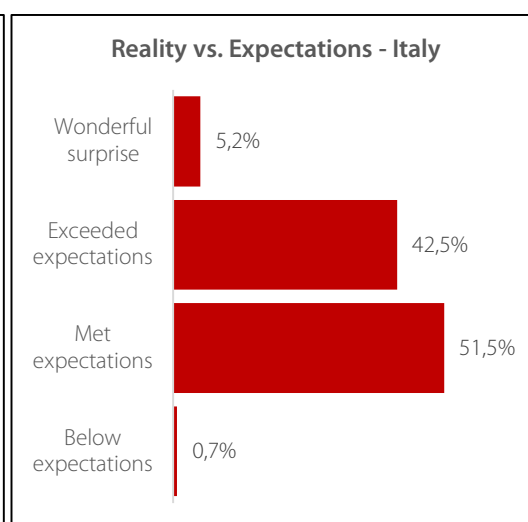
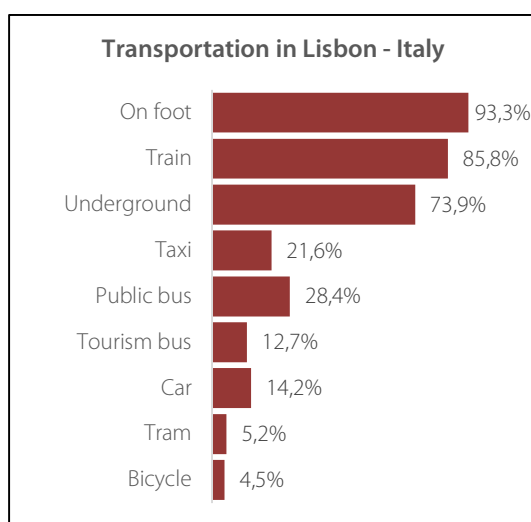


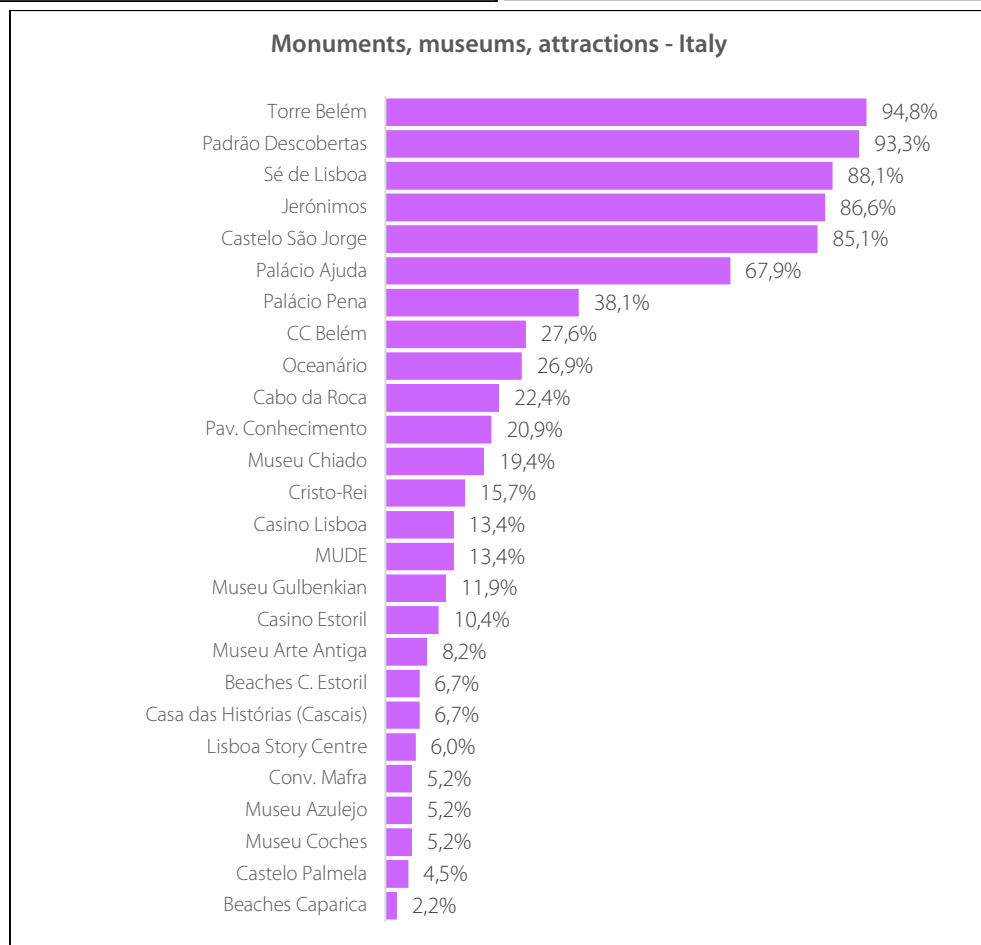
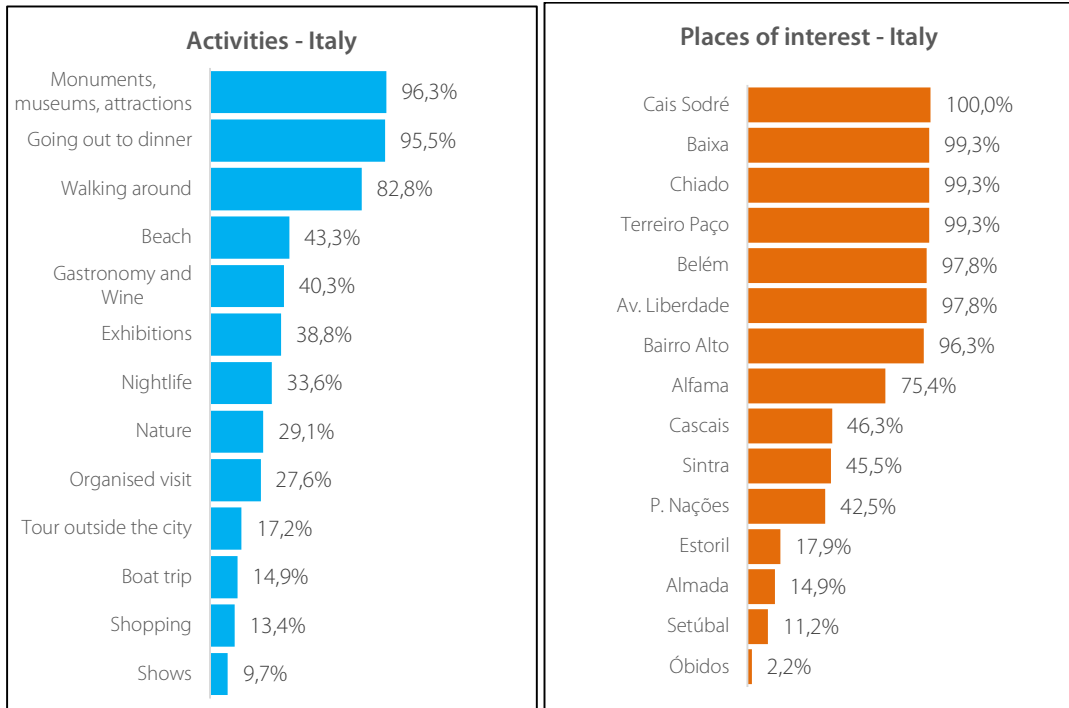
Evaluation of the sources of information before the trip - ITALY		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Family/Friends	100,0%	9,53
Newspapers/Magazines	98,5%	8,69
Social networks	93,9%	8,67
Airline websites	94,7%	8,62
Other official websites	96,7%	8,36
Travel agents	100,0%	8,20
Accommodation websites	83,9%	8,18
www.visitlisboa.com	87,5%	8,00
Travel websites	82,7%	7,97



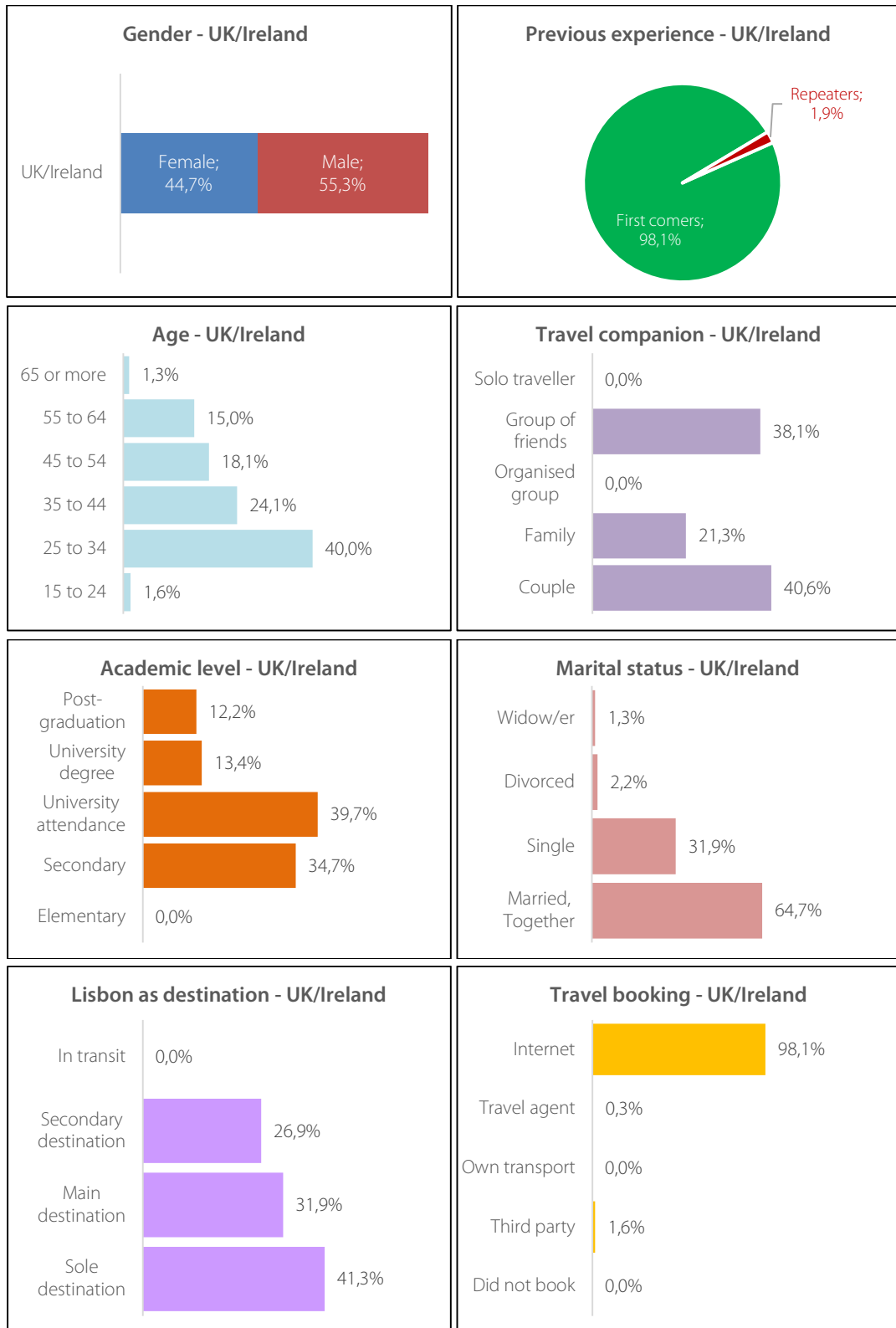
### Evaluation of the sources of information during the trip - ITALY

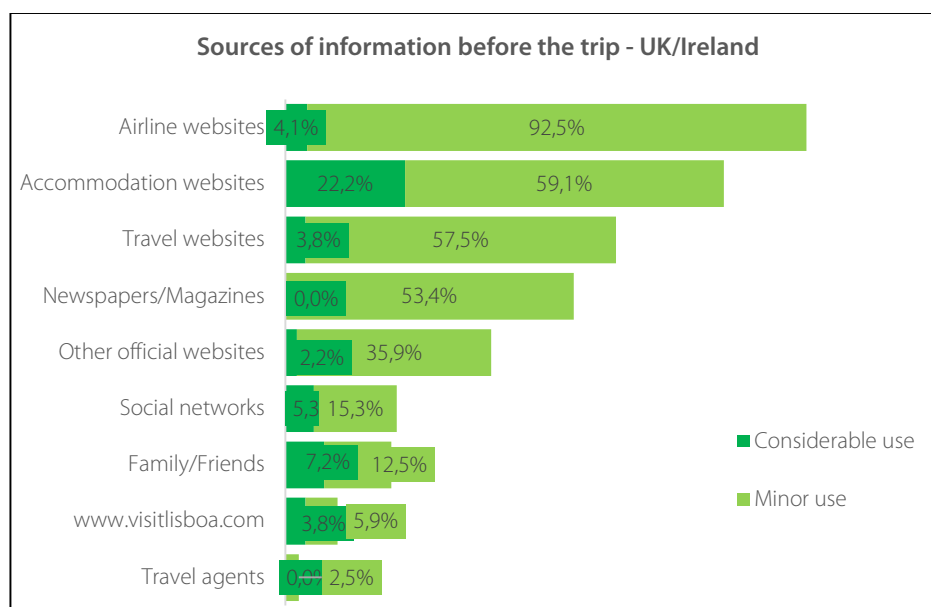
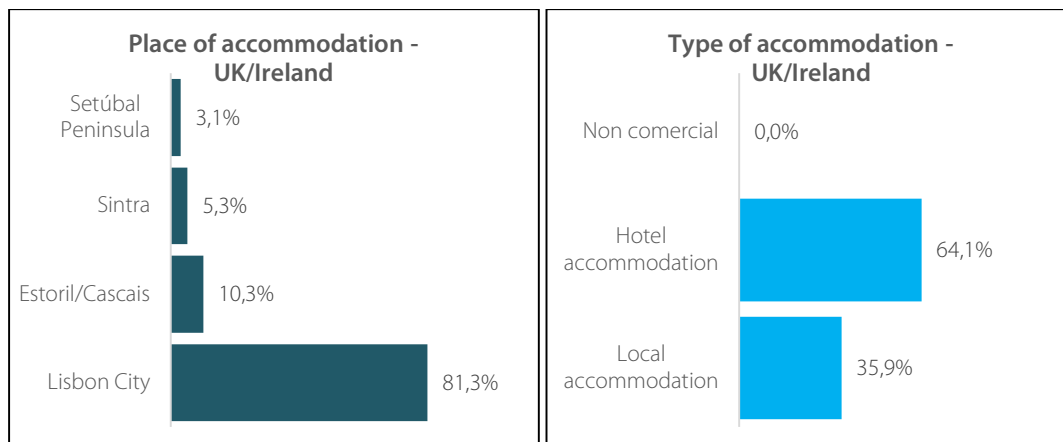
Source	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Tourism information offices	100,0%	9,00
Place of accommodation	100,0%	8,68
Local people	100,0%	8,66
Mobile apps	100,0%	8,55
Internet terminals	100,0%	8,40
Family/Friends	50,0%	7,67
Tourism brochures	54,8%	7,52



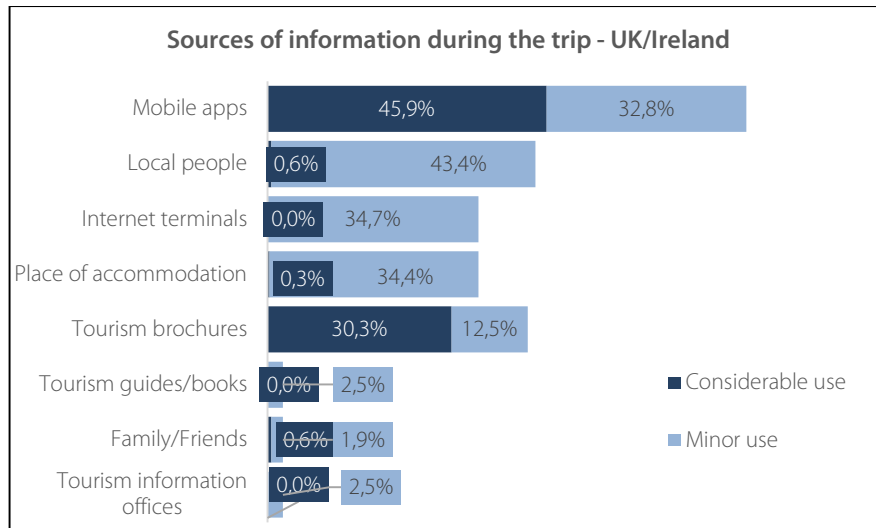


## UNITED KINGDOM AND IRELAND (320 Answers)



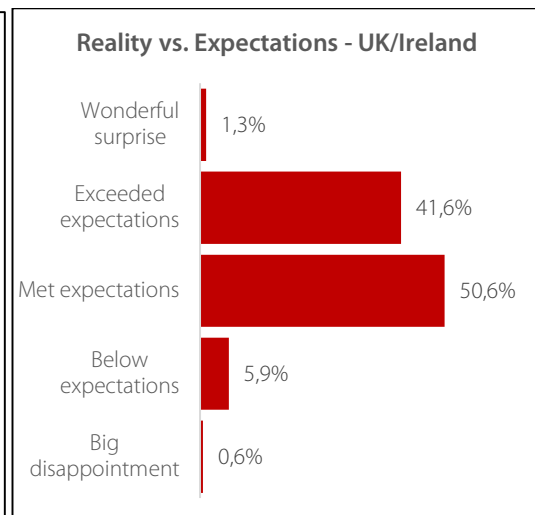
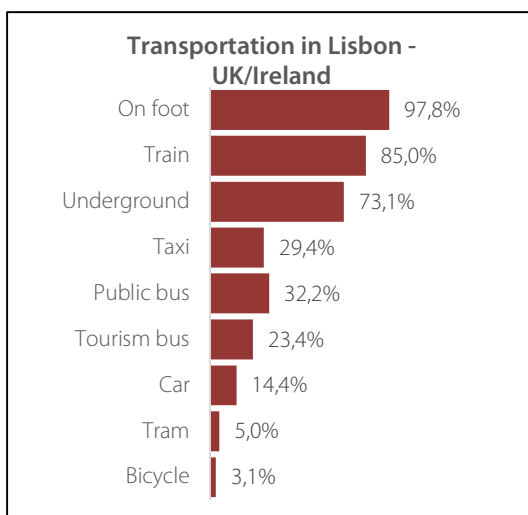


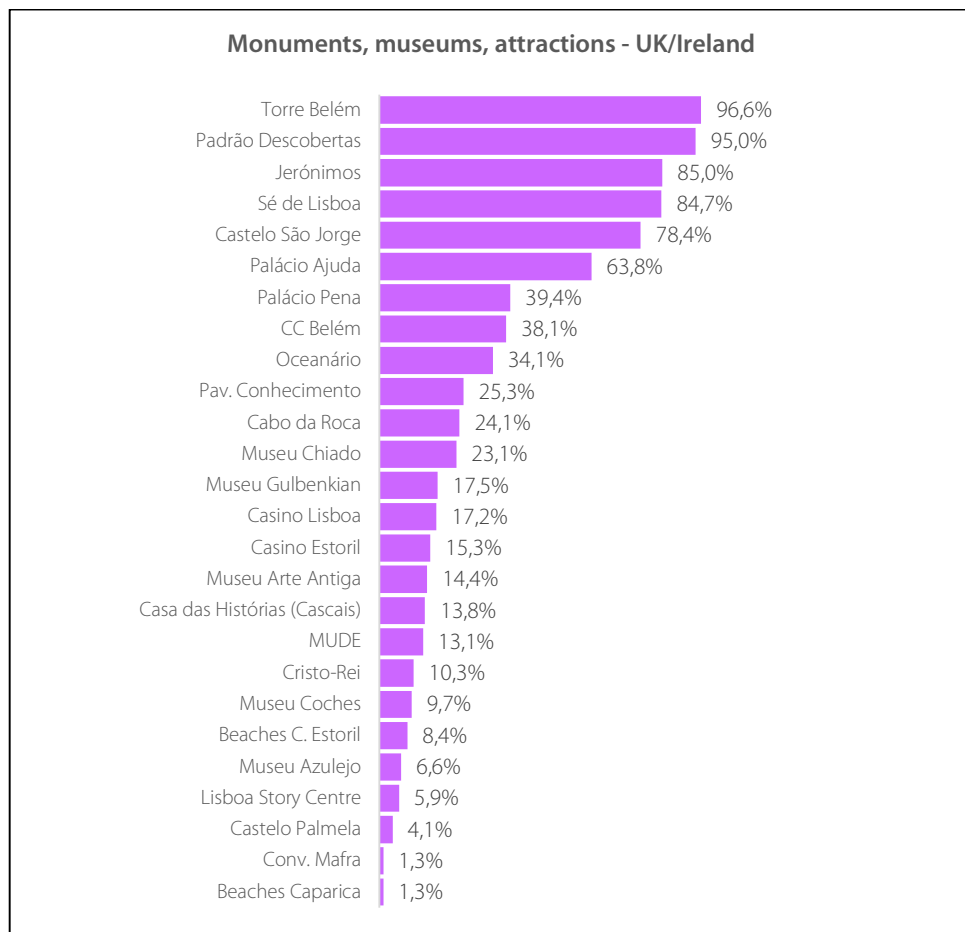
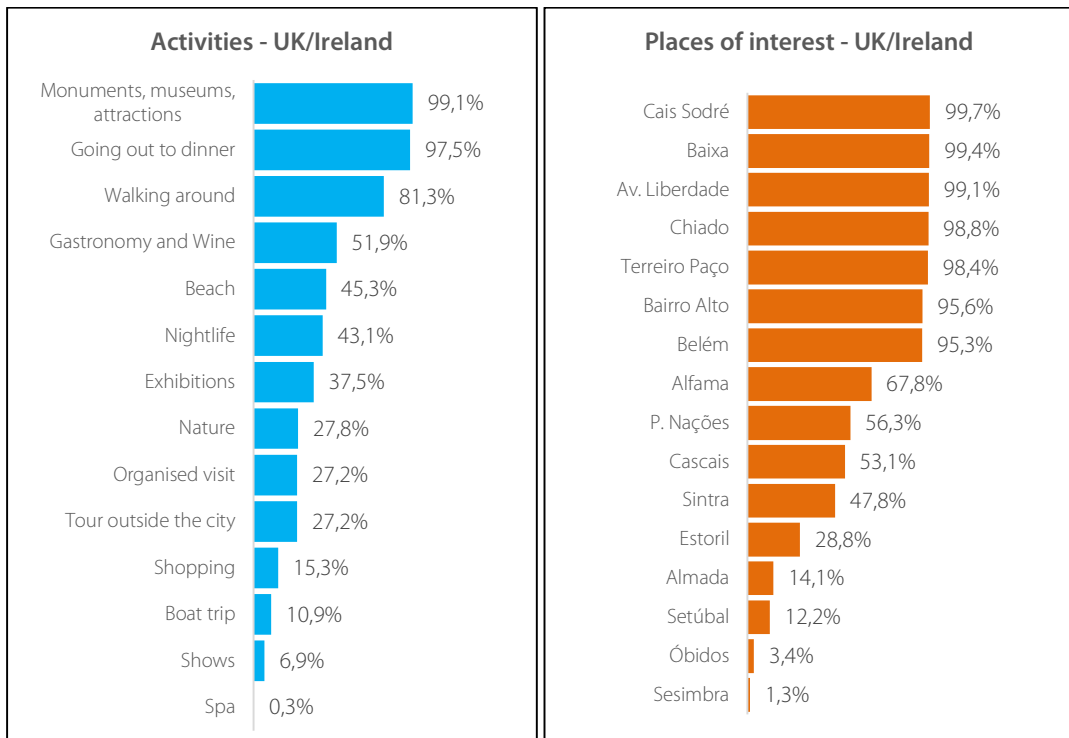
Evaluation of the sources of information before the trip - UK/IRELAND		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Family/Friends	96,8%	9,67
Newspapers/Magazines	97,6%	8,94
Social networks	87,7%	8,83
Travel agents	100,0%	8,63
Other official websites	95,8%	8,50
Airline websites	83,4%	8,39
www.visitlisboa.com	86,7%	8,13
Accommodation websites	79,4%	8,07
Travel websites	84,2%	8,01



### Evaluation of the sources of information during the trip - UK/IRELAND

Source	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Tourism information offices	100,0%	9,14
Place of accommodation	98,2%	8,68
Tourism guides/books	100,0%	8,63
Local people	98,6%	8,61
Mobile apps	96,4%	8,49
Internet terminals	100,0%	8,38
Tourism brochures	67,2%	7,88
Family/Friends	37,5%	7,75

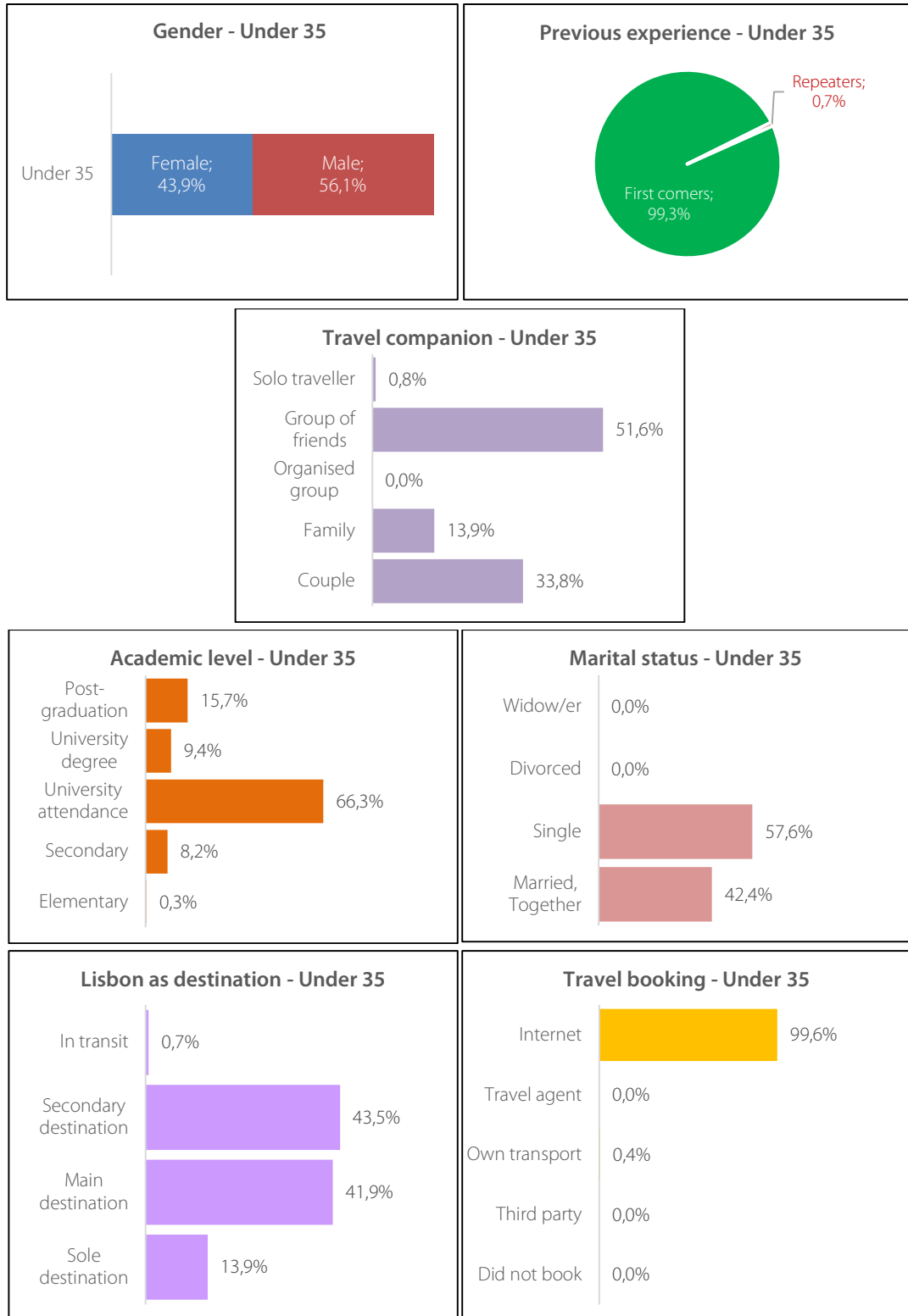


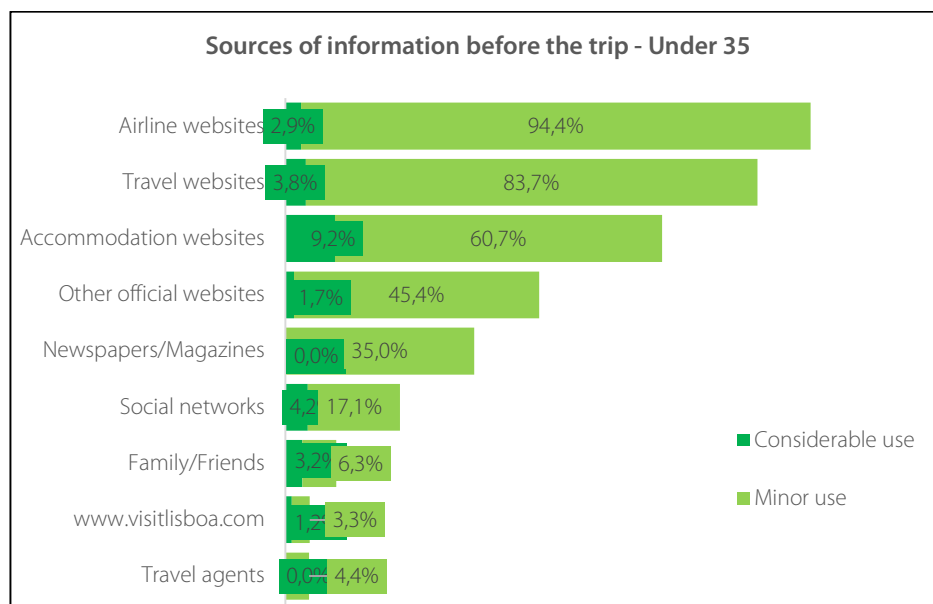
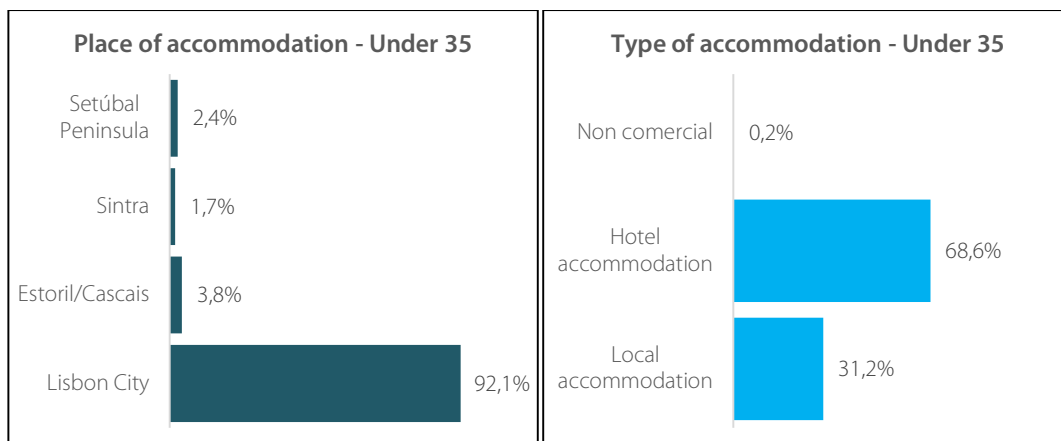




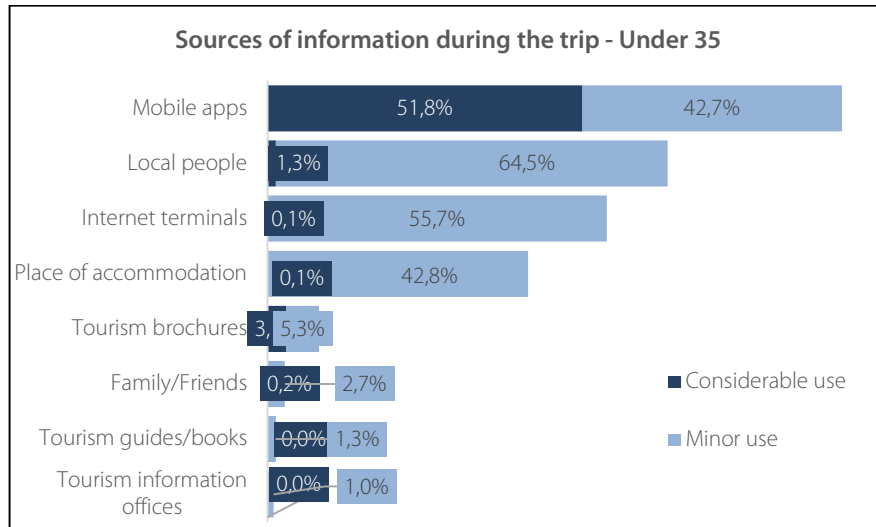
## 14. RESULTS BY AGE

### UNDER 35 YEARS OLD (1.197 Answers)



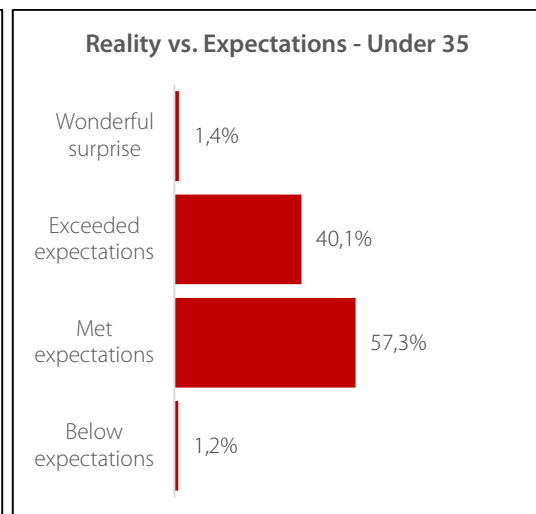
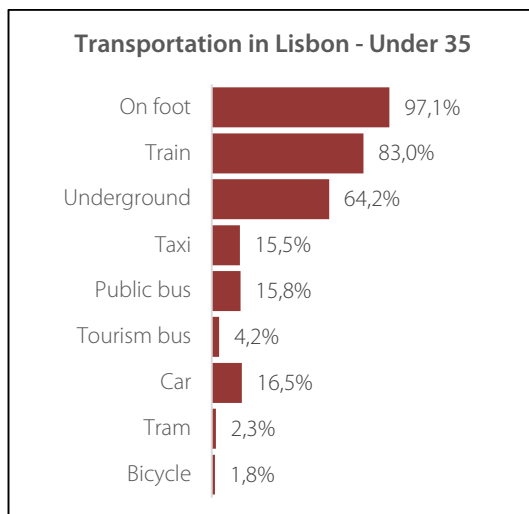


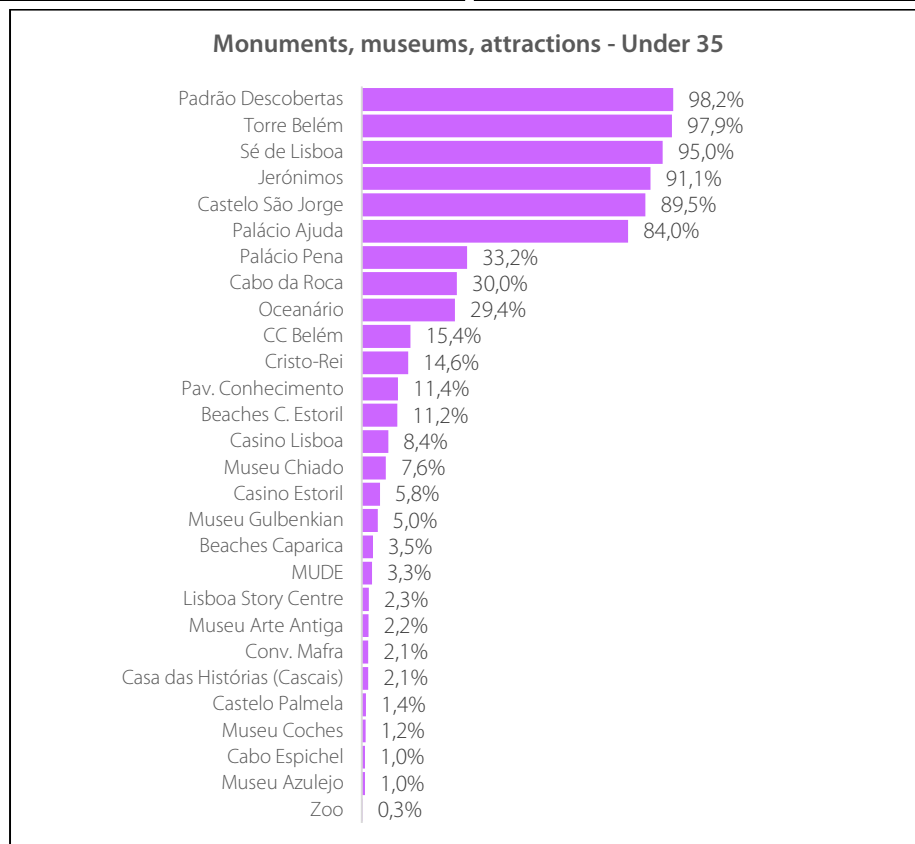
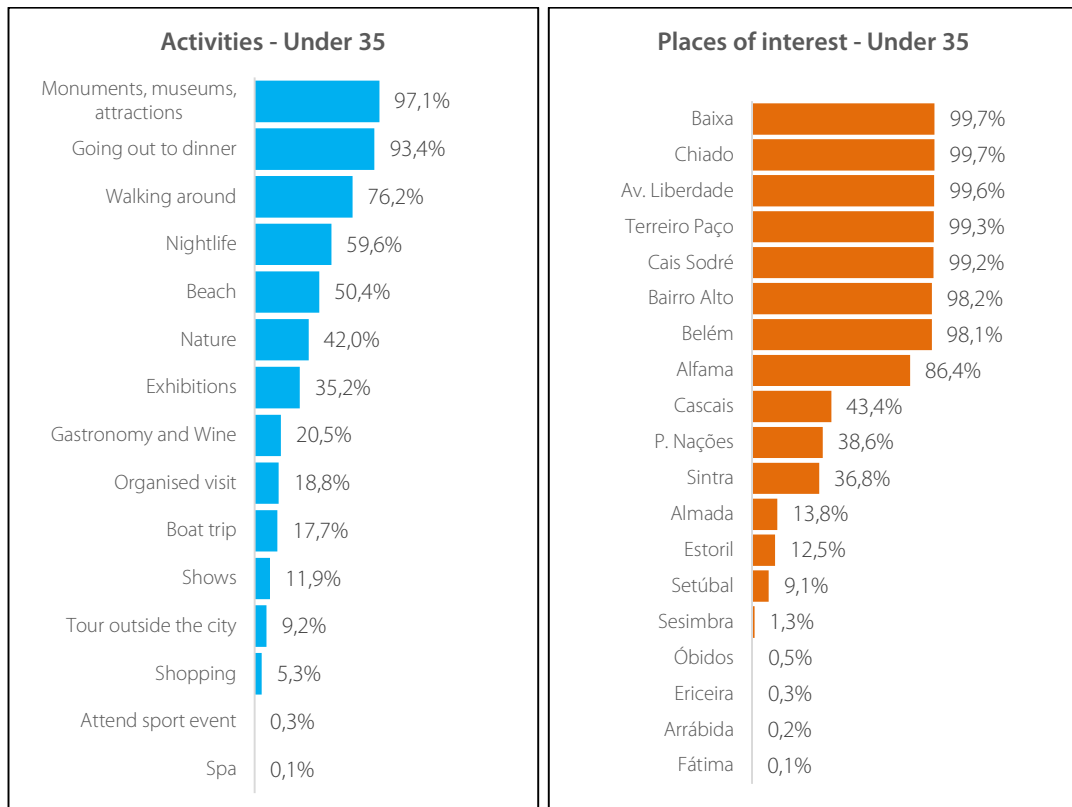
Evaluation of the sources of information before the trip - UNDER 35		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Family/Friends	100,0%	9,53
Social networks	94,9%	8,80
Newspapers/Magazines	98,8%	8,54
Airline websites	95,4%	8,54
Travel websites	95,5%	8,36
Other official websites	98,6%	8,35
Accommodation websites	91,5%	8,29
Travel agents	100,0%	8,21
www.visitlisboa.com	77,8%	8,15



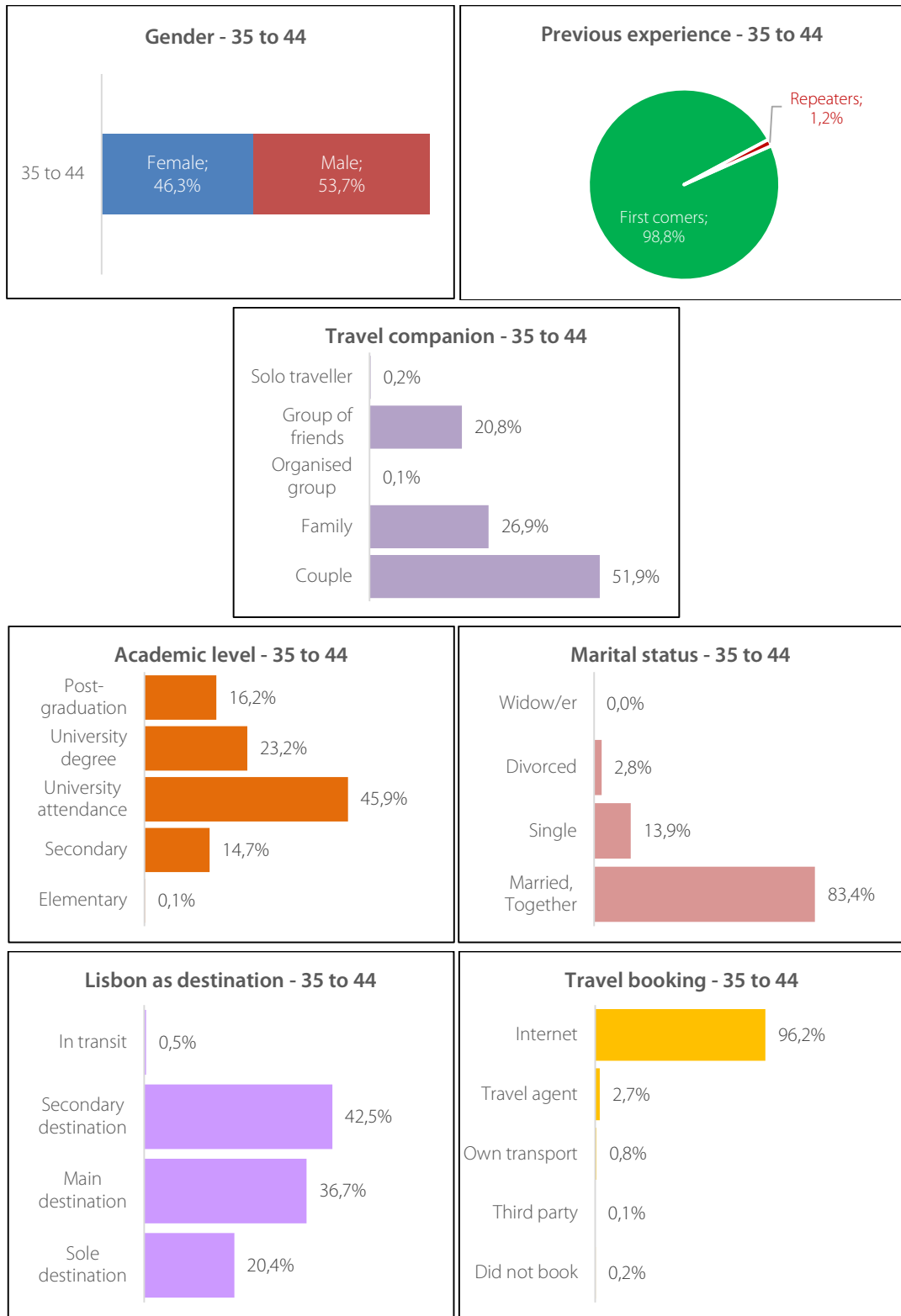
### Evaluation of the sources of information during the trip - UNDER 35

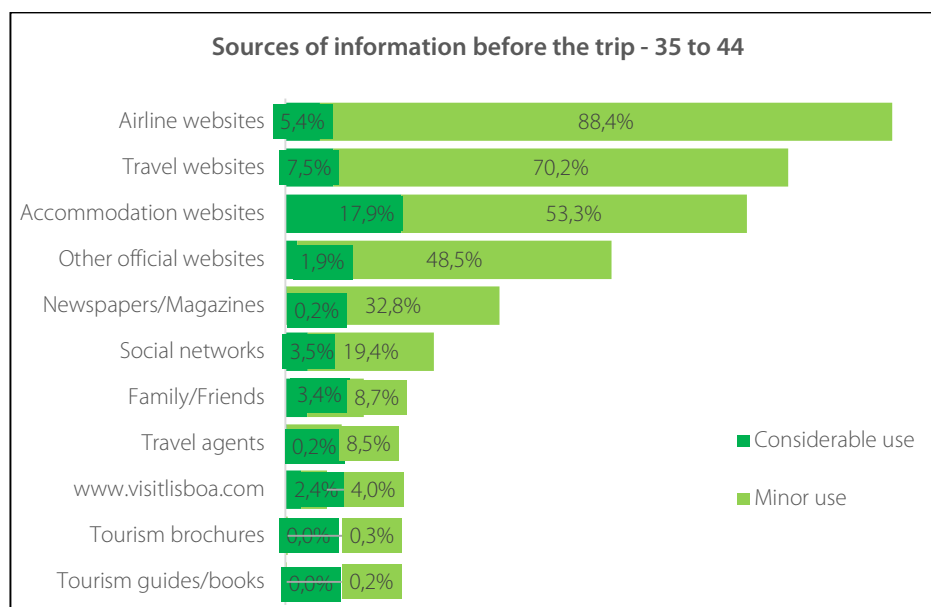
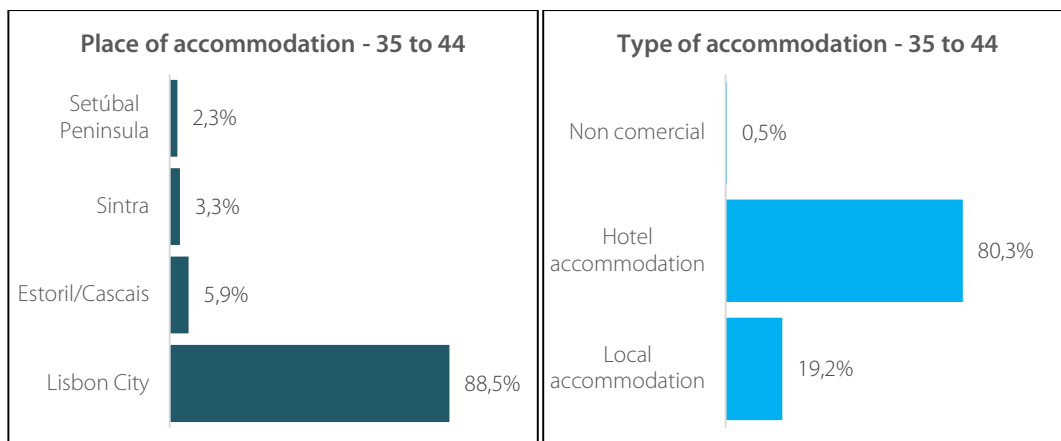
Source	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Tourism information offices	100,0%	9,17
Place of accommodation	100,0%	8,59
Tourism guides/books	100,0%	8,56
Local people	99,9%	8,52
Mobile apps	99,5%	8,51
Internet terminals	99,9%	8,41
Tourism brochures	52,5%	7,50
Family/Friends	26,5%	7,24



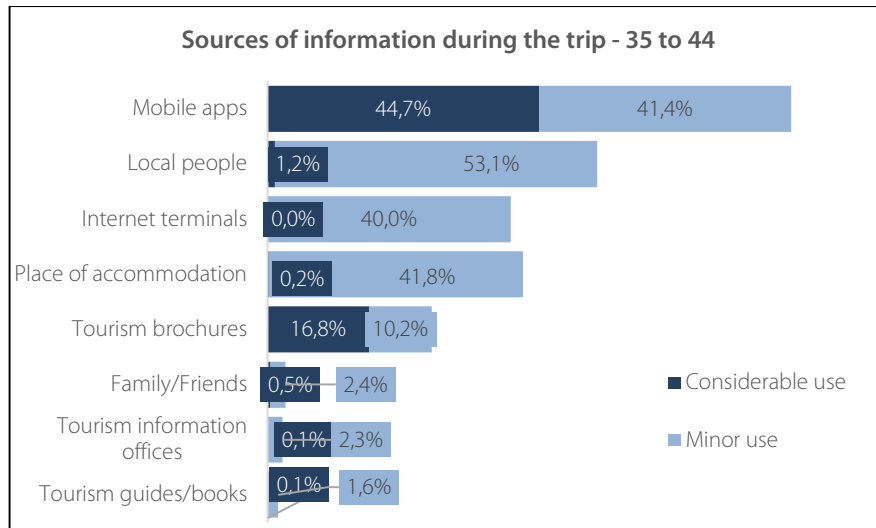


### 35 TO 44 YEARS OLD (859 Answers)



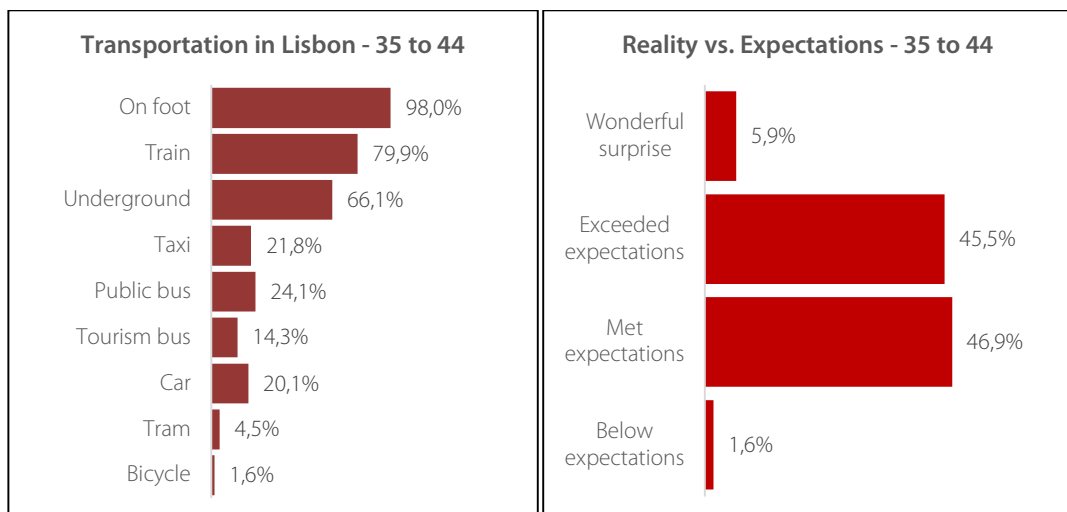


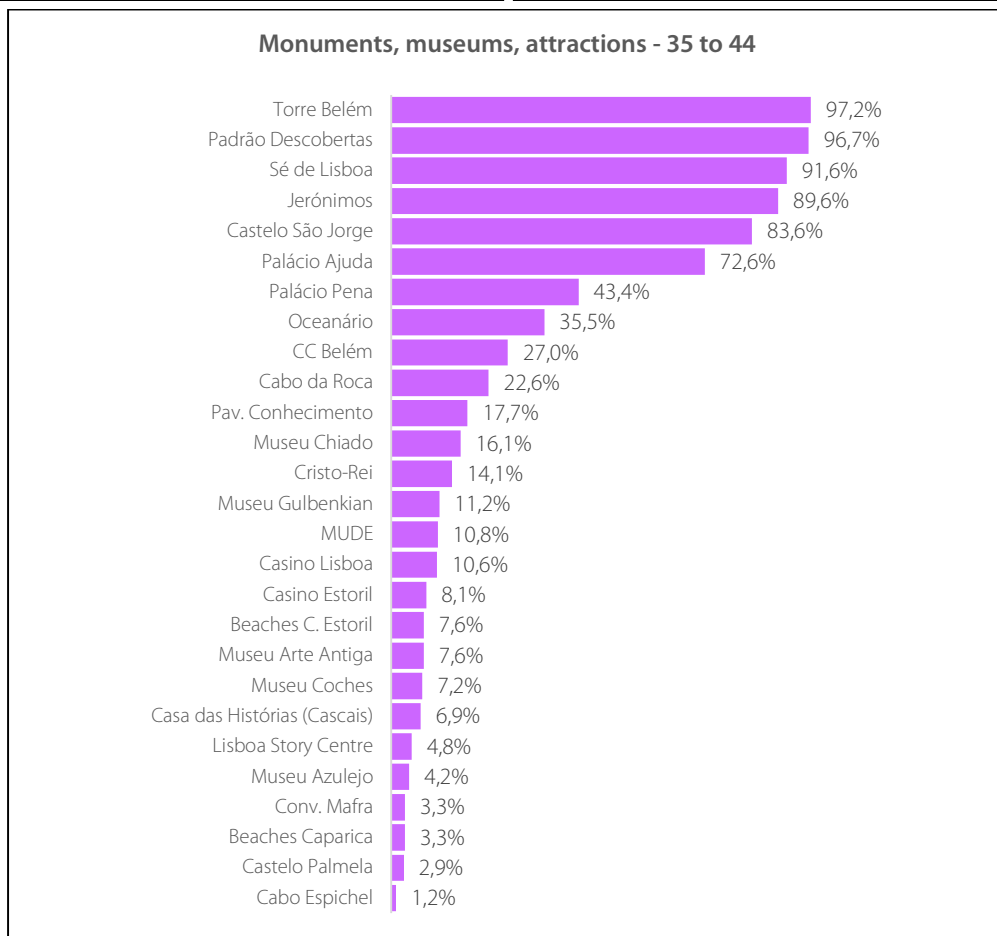
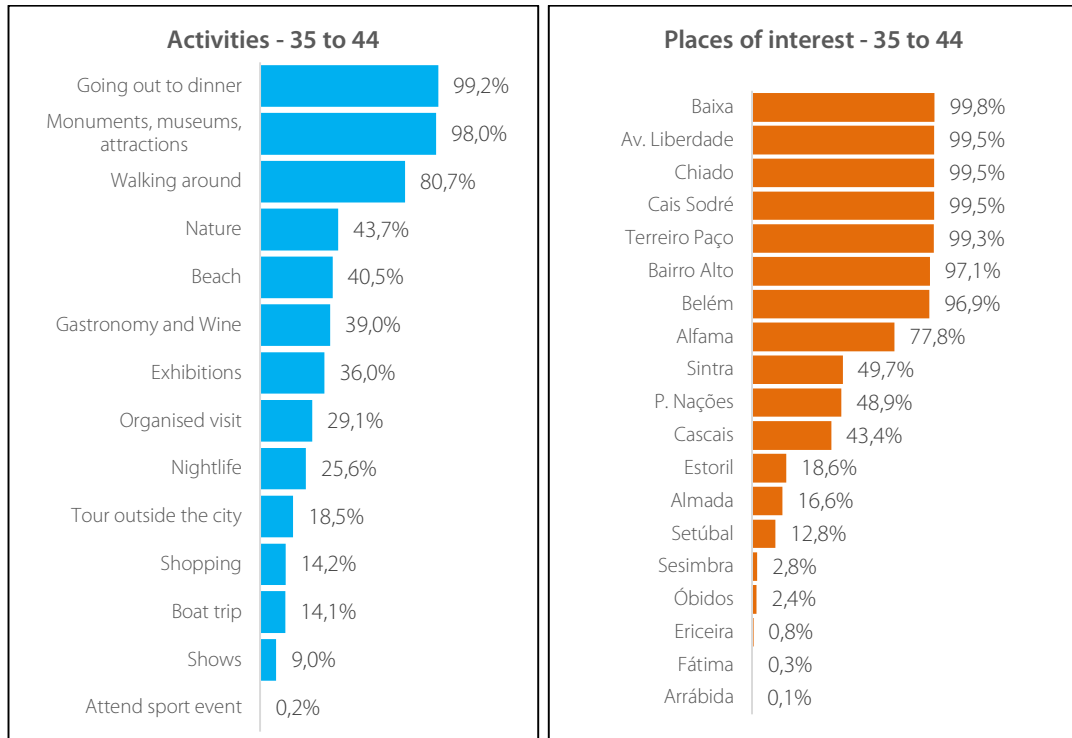
Evaluation of the sources of information before the trip - 35 TO 44		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Family/Friends	95,1%	9,45
Social networks	93,3%	8,89
Newspapers/Magazines	97,9%	8,77
www.visitlisboa.com	87,3%	8,56
Travel agents	96,0%	8,51
Other official websites	98,4%	8,50
Airline websites	89,0%	8,43
Accommodation websites	89,3%	8,23
Travel websites	86,7%	8,05
Tourism brochures	66,7%	6,67



### Evaluation of the sources of information during the trip - 35 TO 44

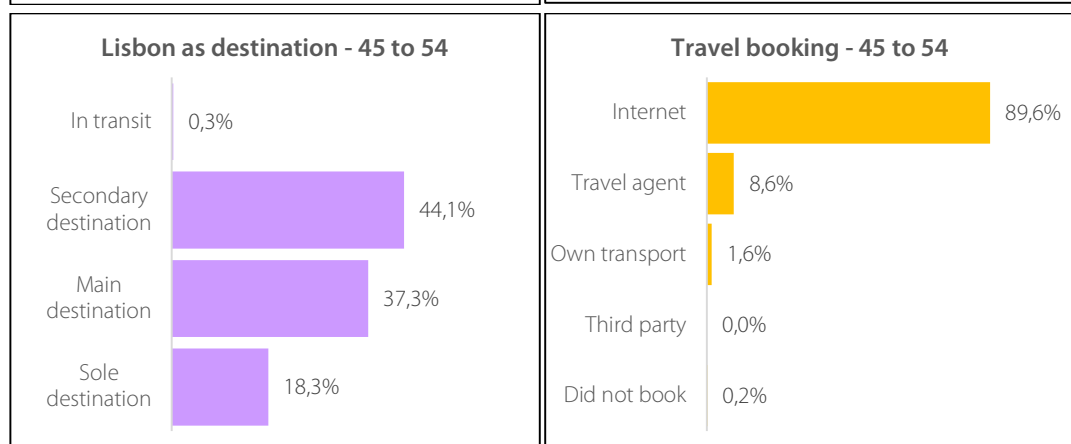
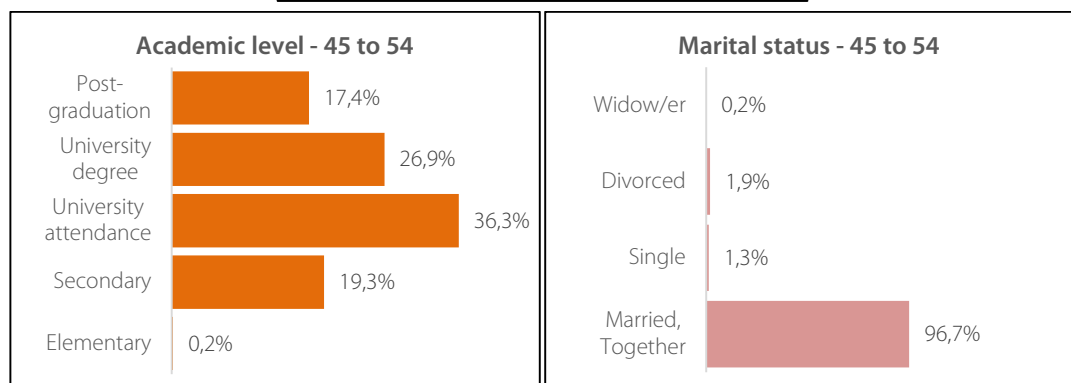
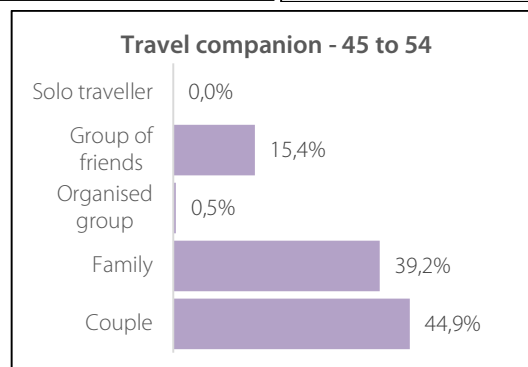
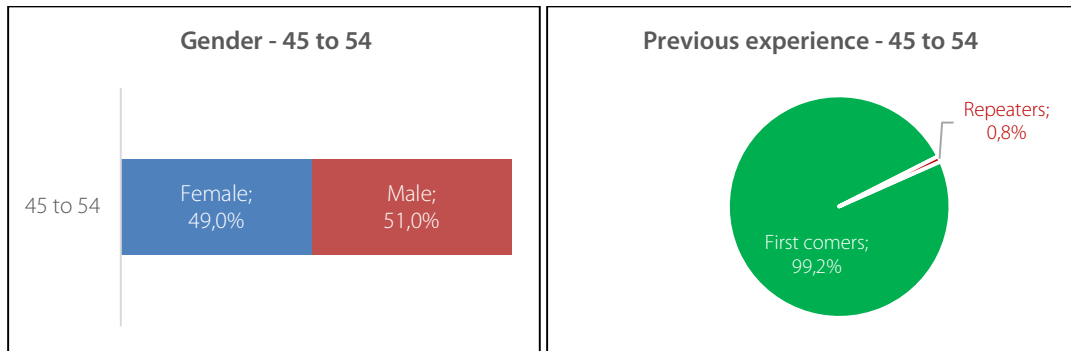
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Tourism information offices	100,0%	9,62
Place of accommodation	98,9%	8,60
Local people	99,1%	8,54
Tourism guides/books	100,0%	8,47
Mobile apps	98,2%	8,46
Internet terminals	100,0%	8,36
Tourism brochures	63,5%	7,76
Family/Friends	48,0%	7,52

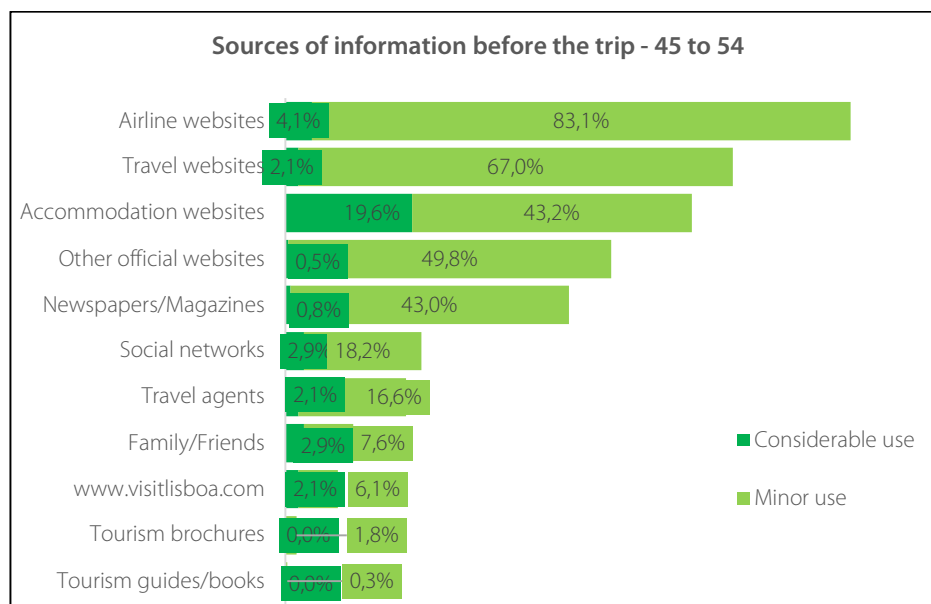
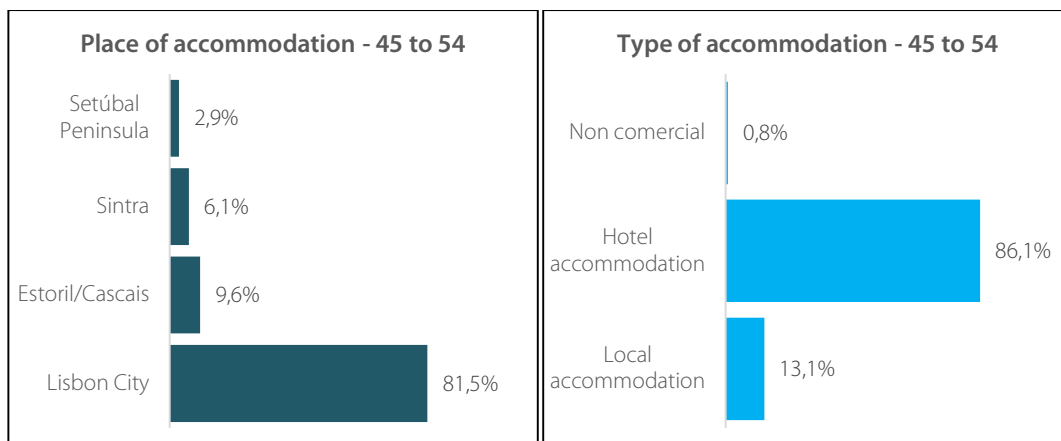




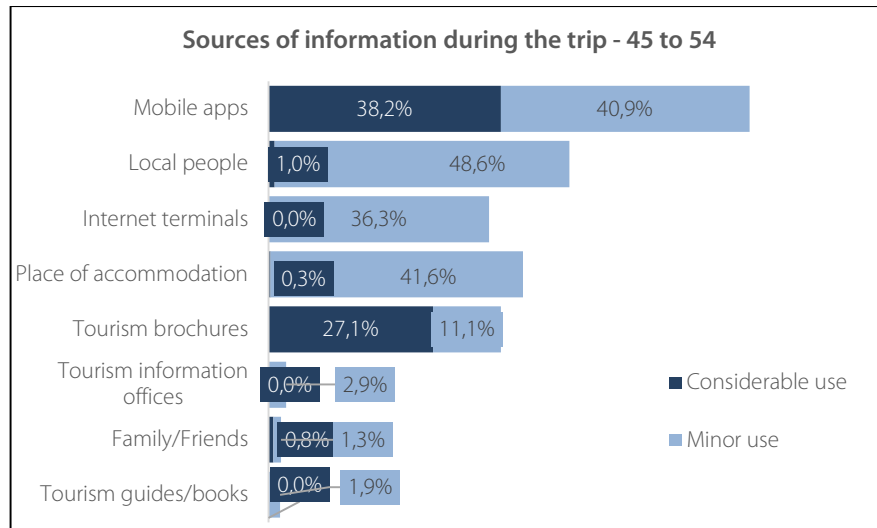


## 45 TO 54 YEARS OLD (628 Answers)



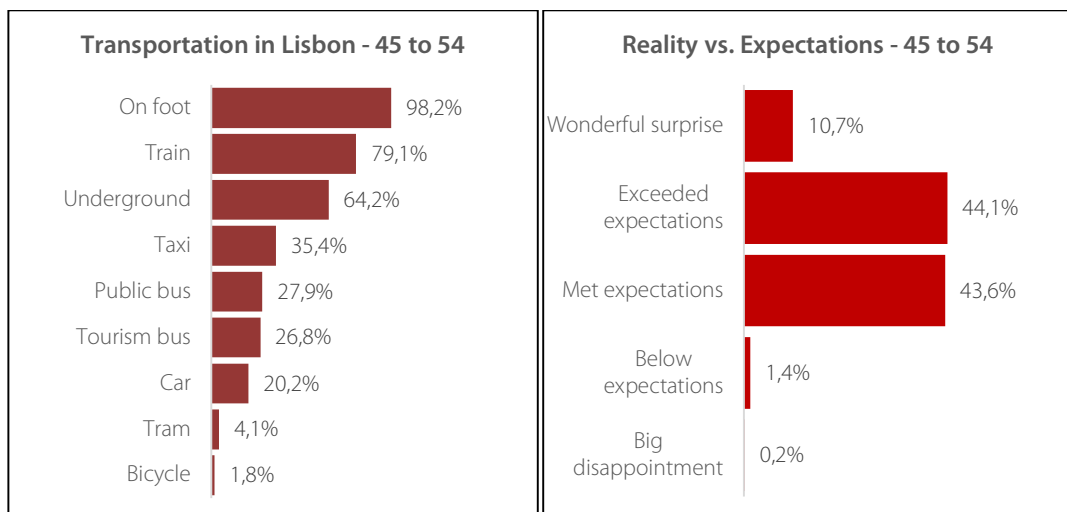


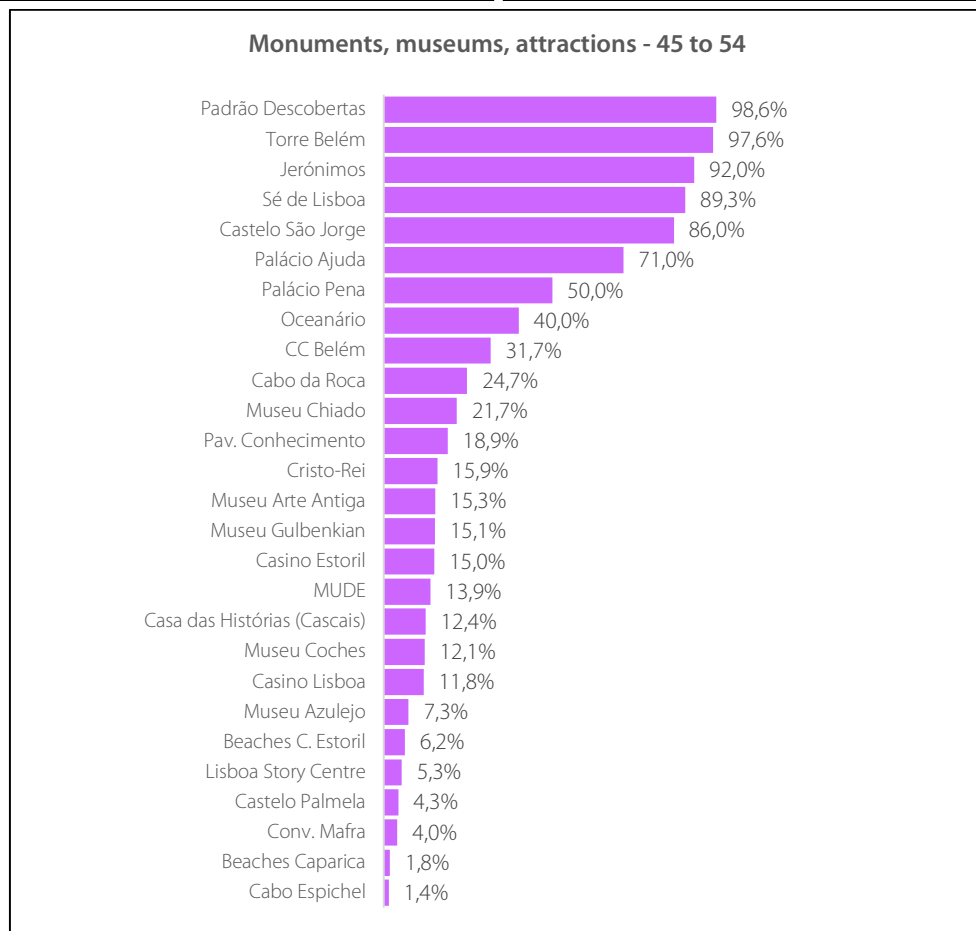
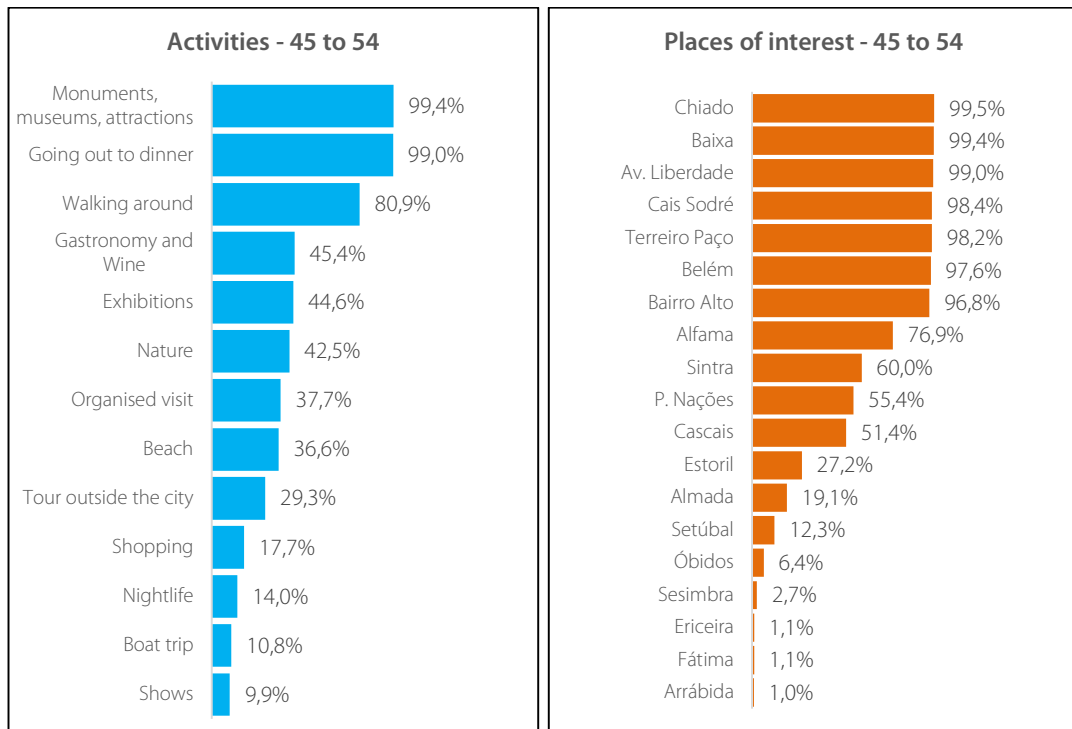
Evaluation of the sources of information before the trip - 45 TO 54		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Family/Friends	95,5%	9,58
Tourism guides/books	100,0%	9,50
Newspapers/Magazines	95,9%	8,92
Travel agents	94,0%	8,82
Social networks	90,2%	8,76
www.visitlisboa.com	90,2%	8,51
Tourism brochures	75,0%	8,50
Other official websites	94,6%	8,43
Airline websites	87,0%	8,38
Accommodation websites	84,2%	8,23
Travel websites	87,8%	8,14



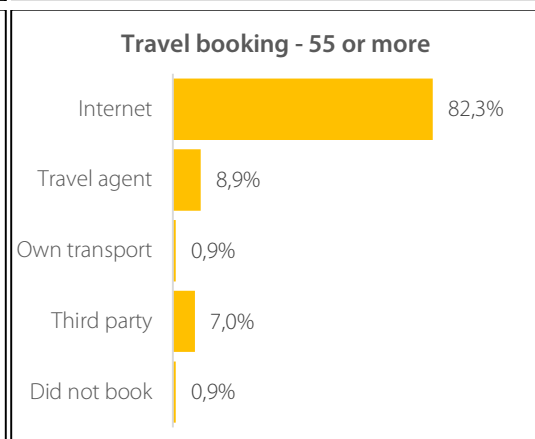
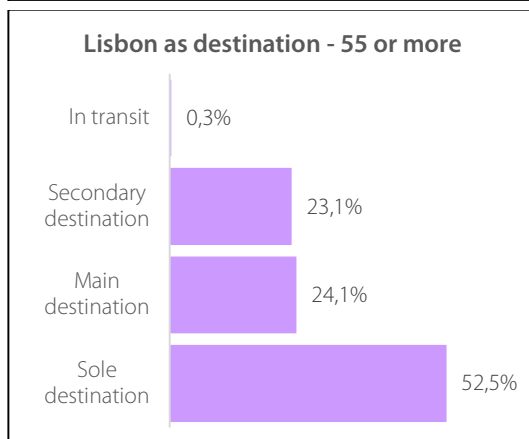
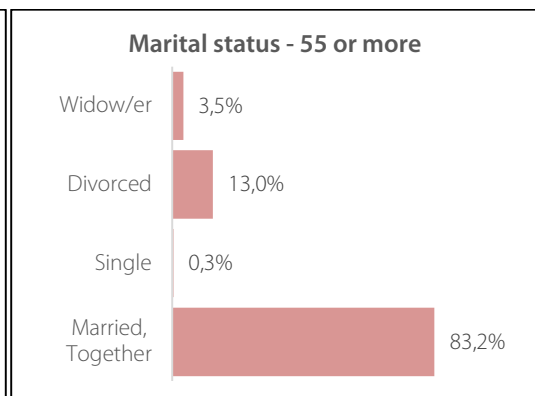
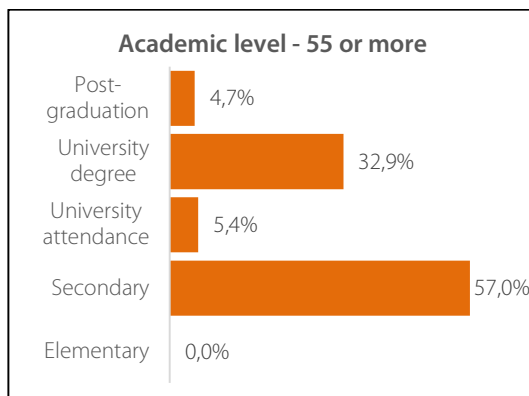
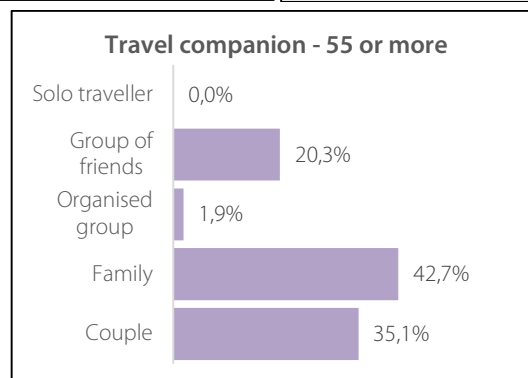
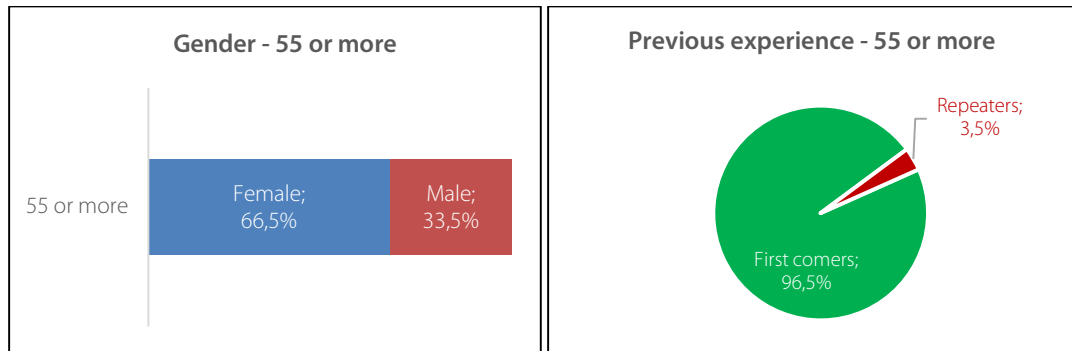
### Evaluation of the sources of information during the trip - 45 TO 54

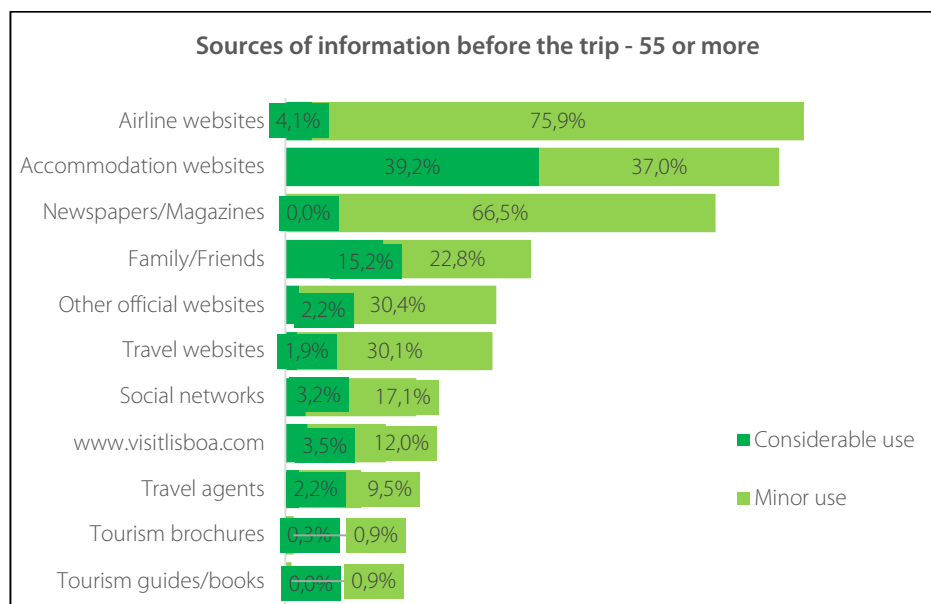
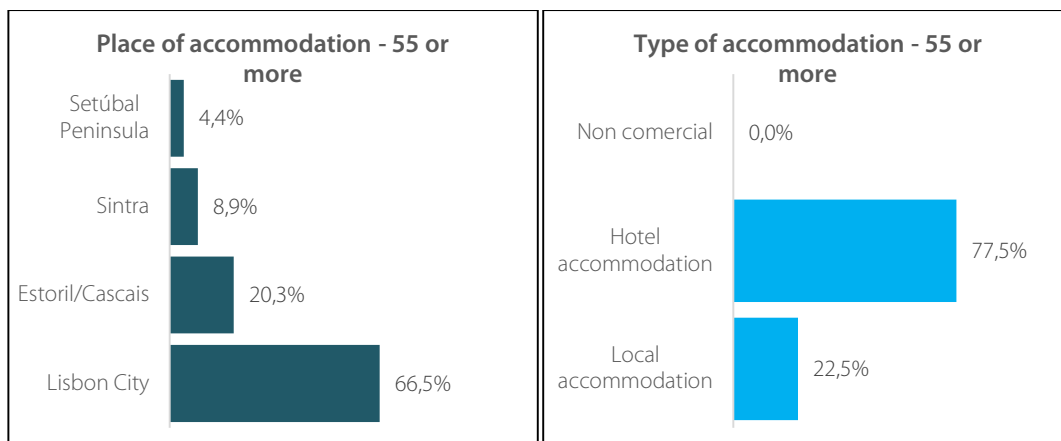
Source	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Tourism information offices	100,0%	9,20
Place of accommodation	99,6%	8,81
Tourism guides/books	100,0%	8,58
Local people	99,0%	8,58
Mobile apps	98,8%	8,46
Internet terminals	99,6%	8,33
Tourism brochures	64,2%	7,81
Family/Friends	38,5%	7,62



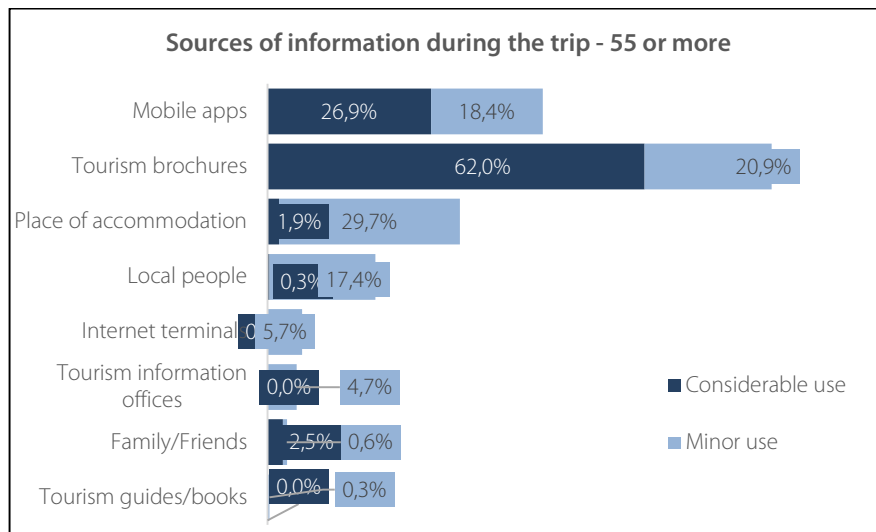


## 55 YEARS OLD OR MORE (316 Answers)

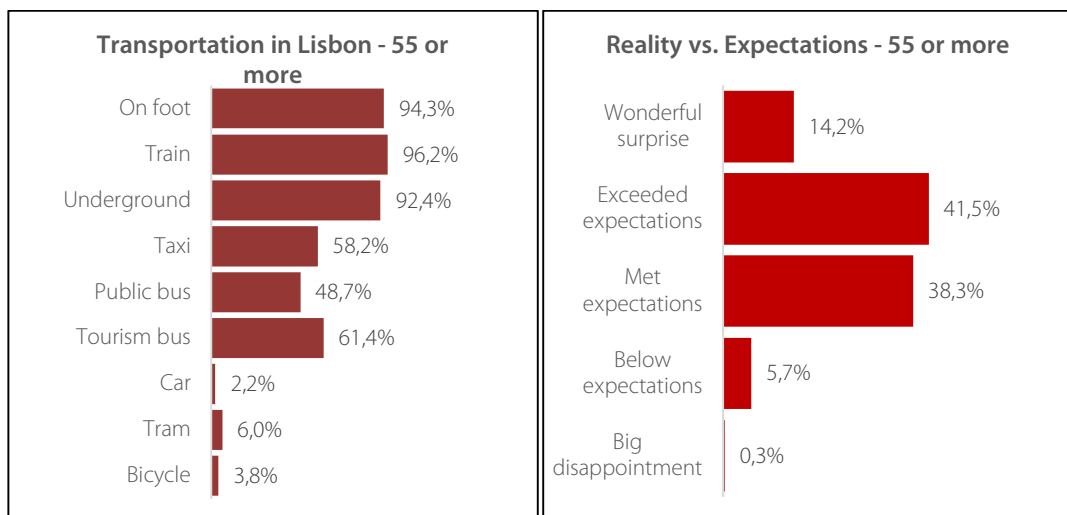


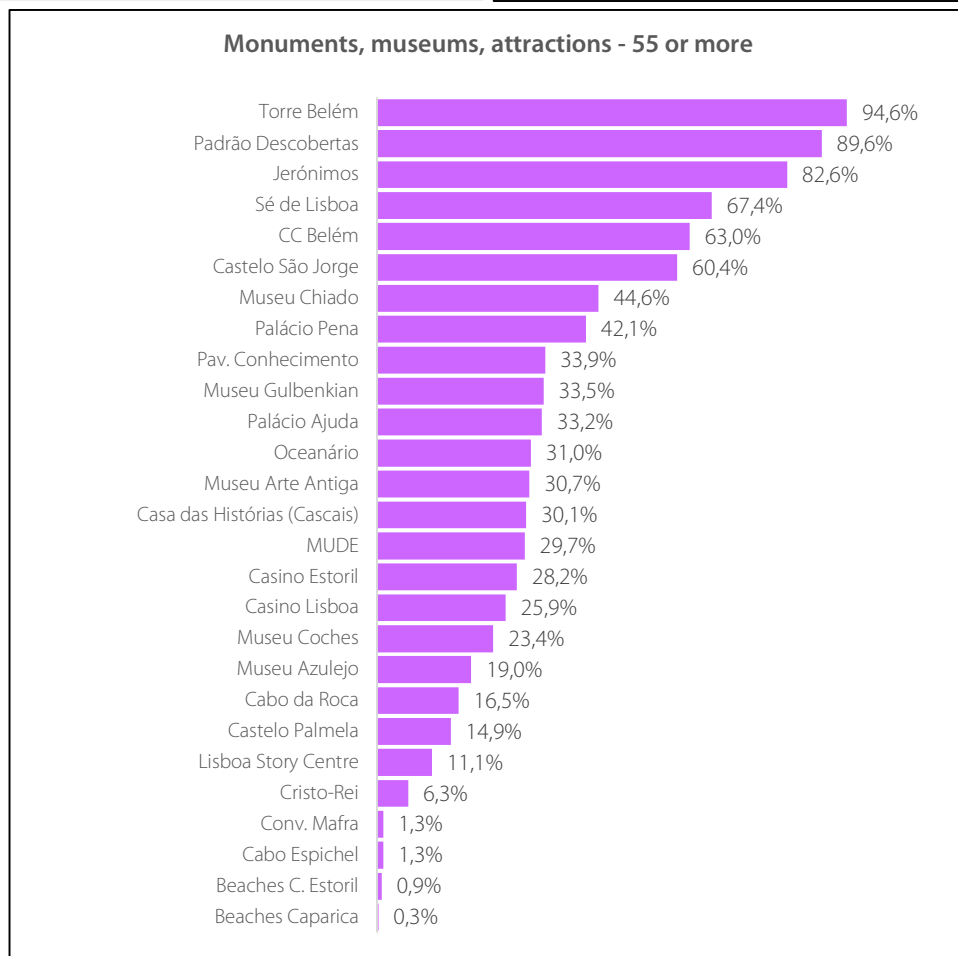
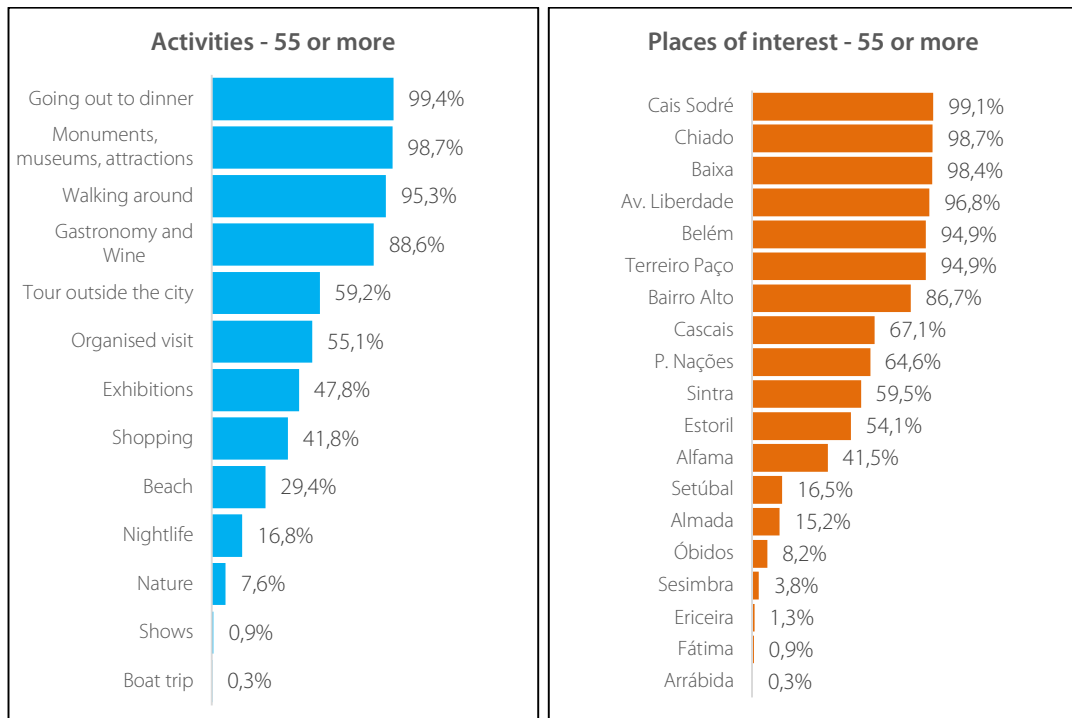


Evaluation of the sources of information before the trip - 55 OR MORE		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Tourism guides/books	100,0%	10,00
Family/Friends	98,3%	9,63
Newspapers/Magazines	97,1%	9,32
Travel agents	91,7%	9,06
Other official websites	95,0%	8,77
Tourism brochures	75,0%	8,75
Social networks	83,9%	8,66
Airline websites	72,6%	8,33
Accommodation websites	76,1%	8,18
www.visitlisboa.com	72,9%	8,17
Travel websites	42,6%	6,73



Evaluation of the sources of information during the trip - 55 OR MORE		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Tourism information offices	100,0%	9,50
Place of accommodation	99,0%	9,46
Tourism guides/books	100,0%	9,00
Local people	96,4%	8,91
Family/Friends	100,0%	8,90
Mobile apps	89,4%	8,51
Internet terminals	100,0%	8,17
Tourism brochures	70,9%	7,94

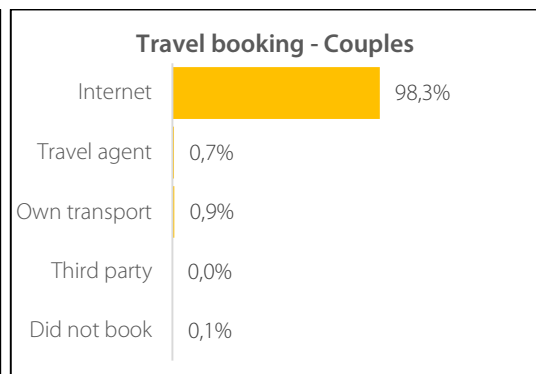
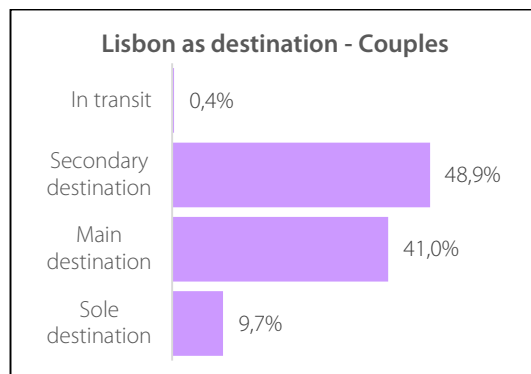
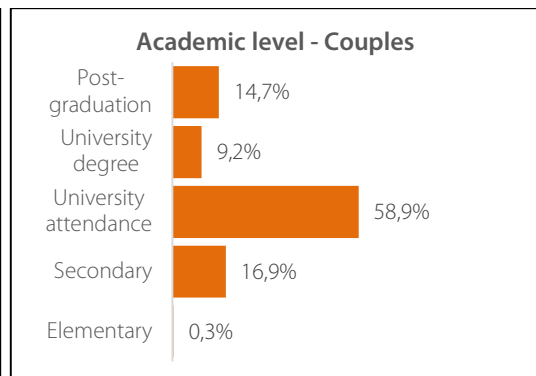
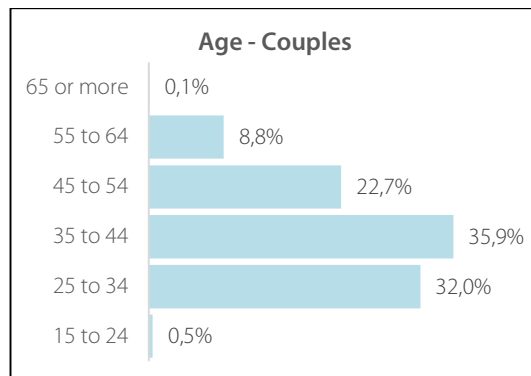
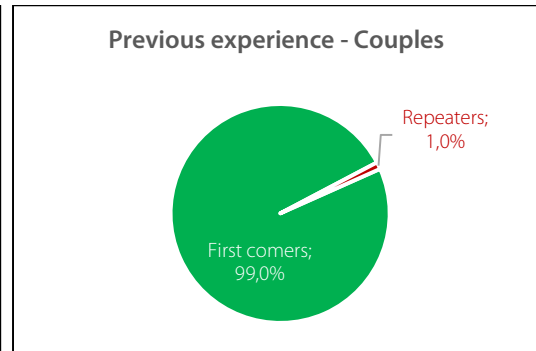
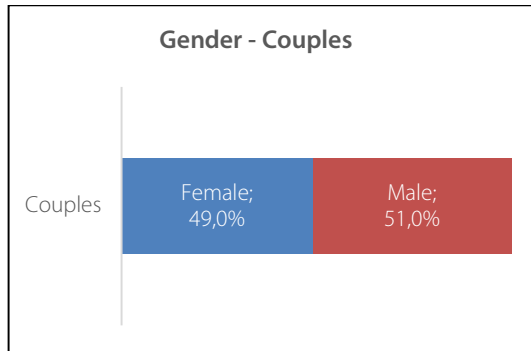


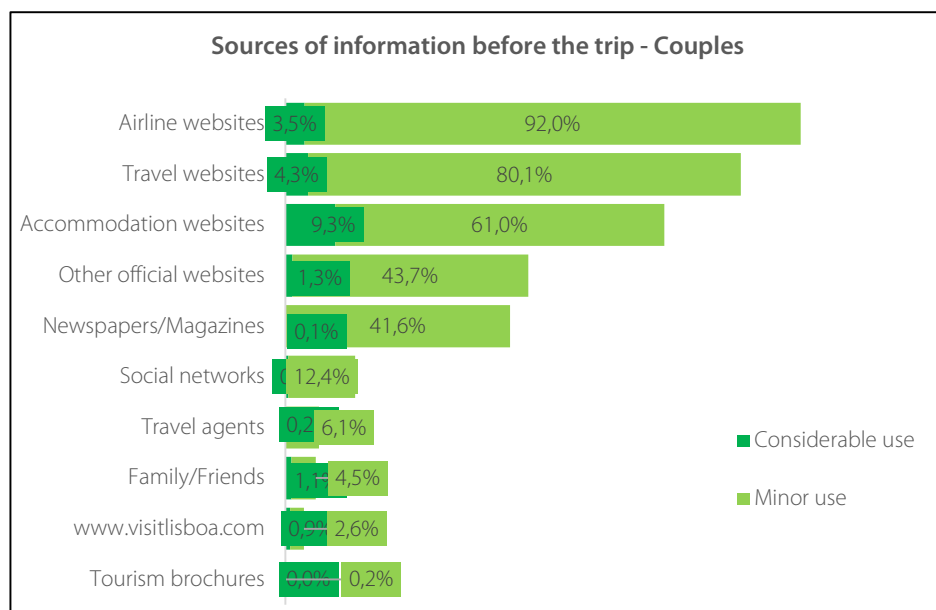
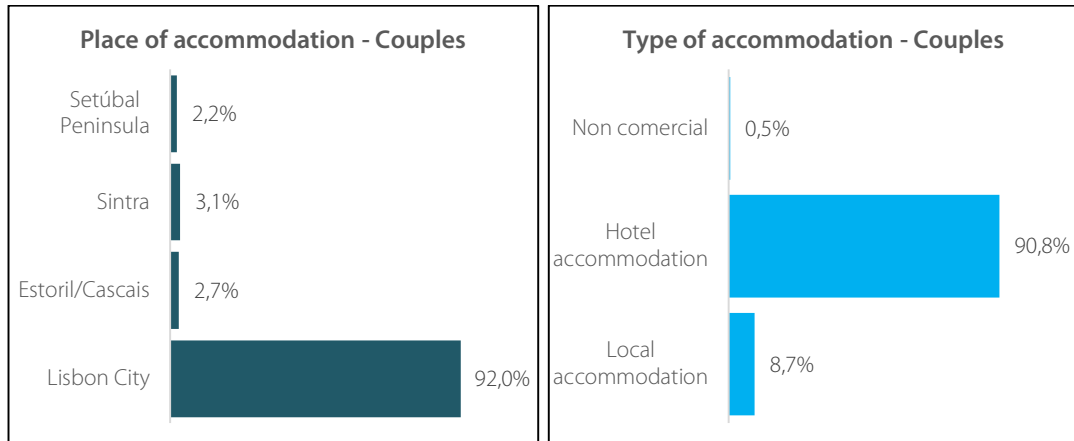




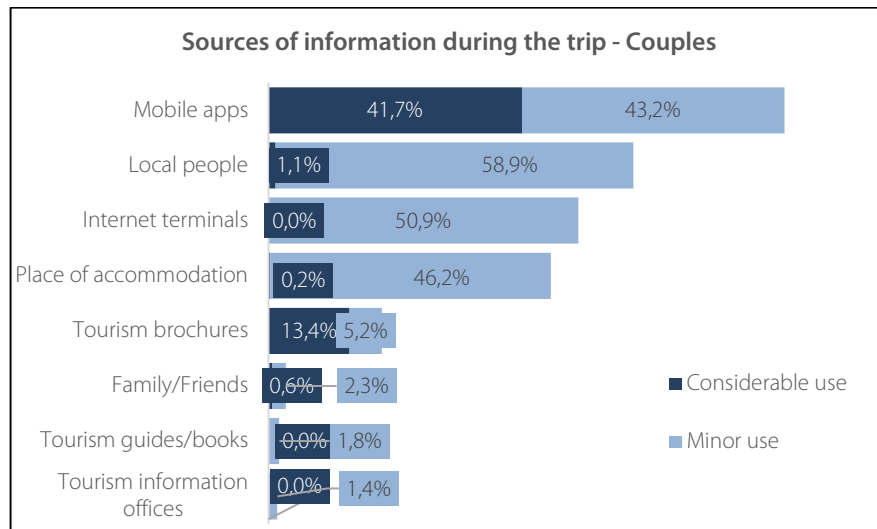
## 15. RESULTS BY TRAVEL COMPANION

### COUPLES (1.243 Answers)



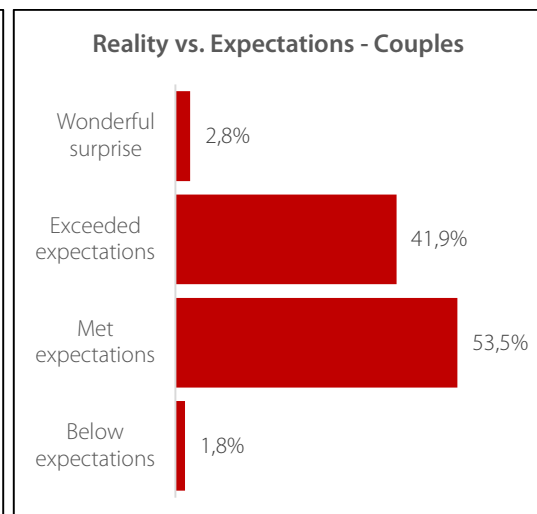
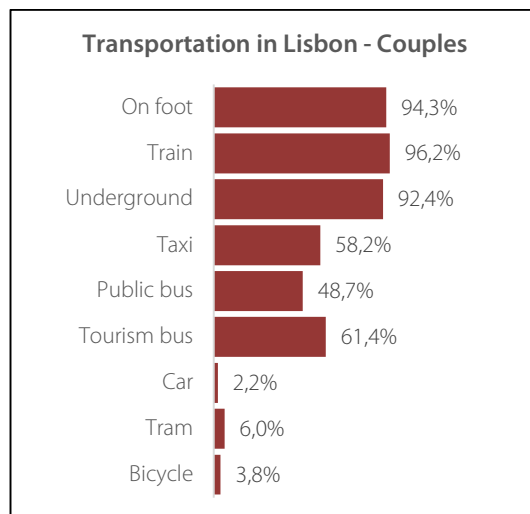


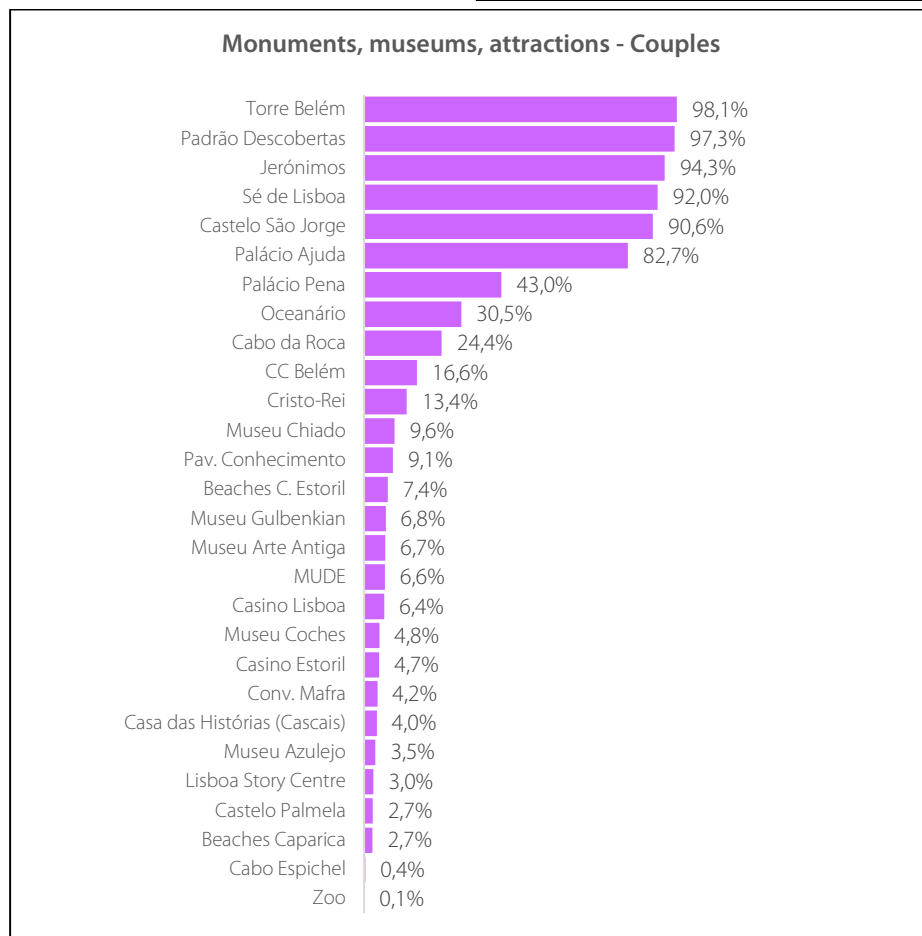
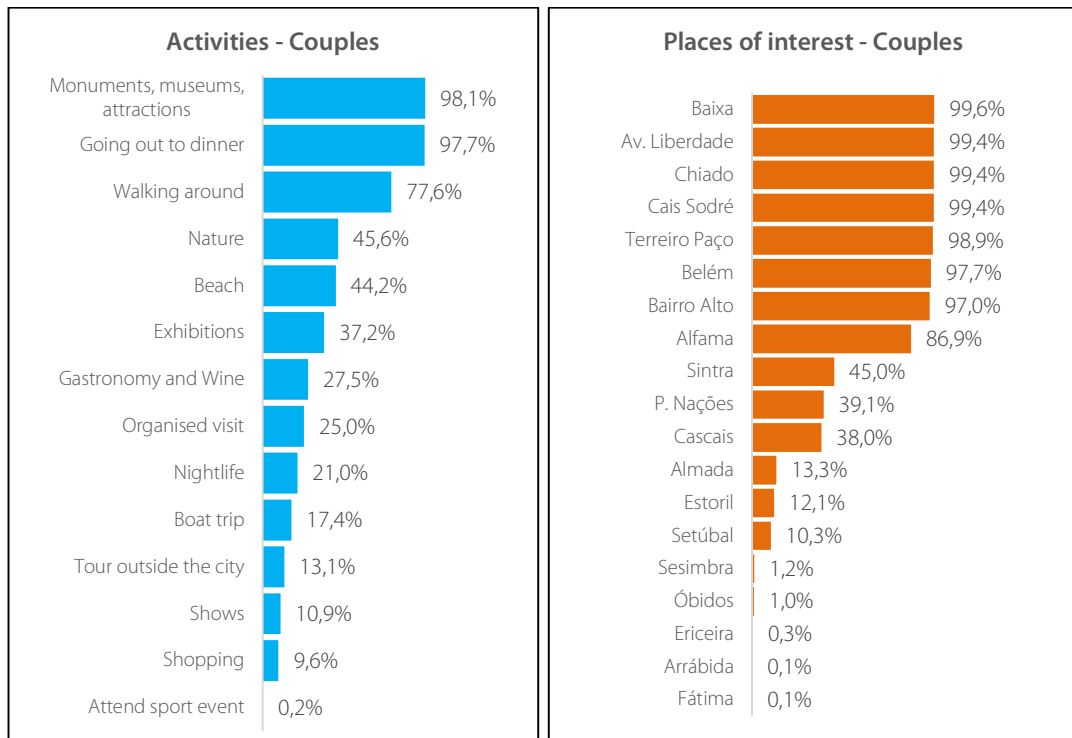
Evaluation of the sources of information before the trip - COUPLES		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Tourism brochures	100,0%	10,00
Family/Friends	98,6%	9,38
Newspapers/Magazines	98,4%	8,76
Social networks	93,8%	8,56
Airline websites	93,3%	8,48
Travel agents	100,0%	8,42
www.visitlisboa.com	93,0%	8,42
Other official websites	98,9%	8,39
Travel websites	94,4%	8,33
Accommodation websites	91,6%	8,30



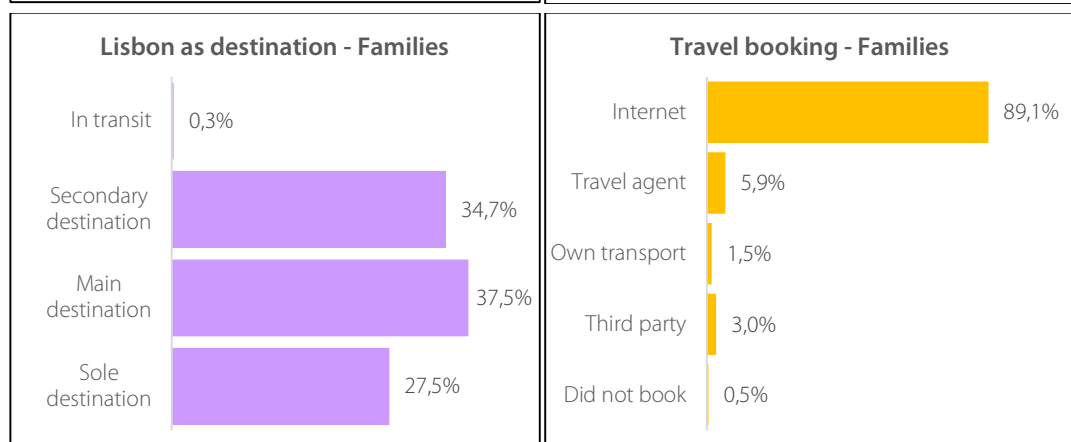
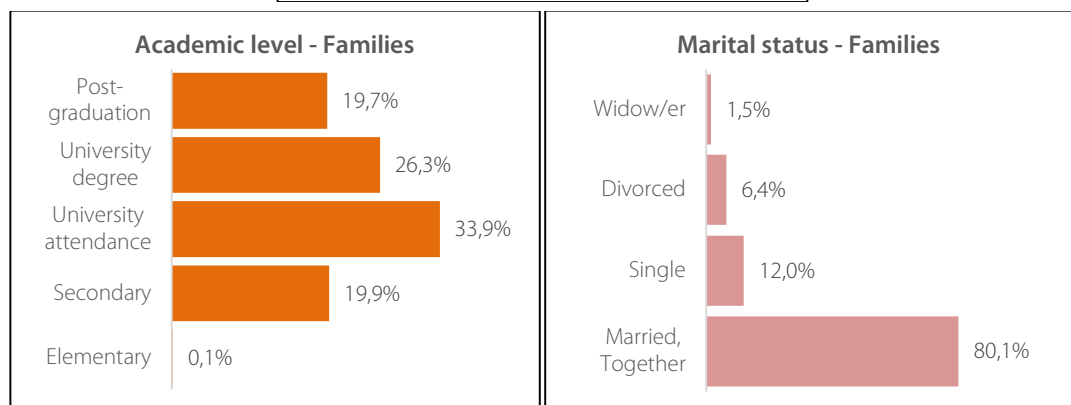
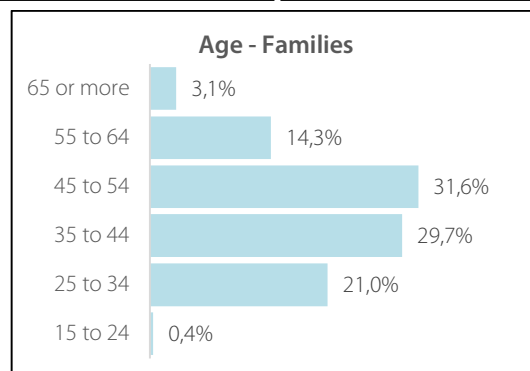
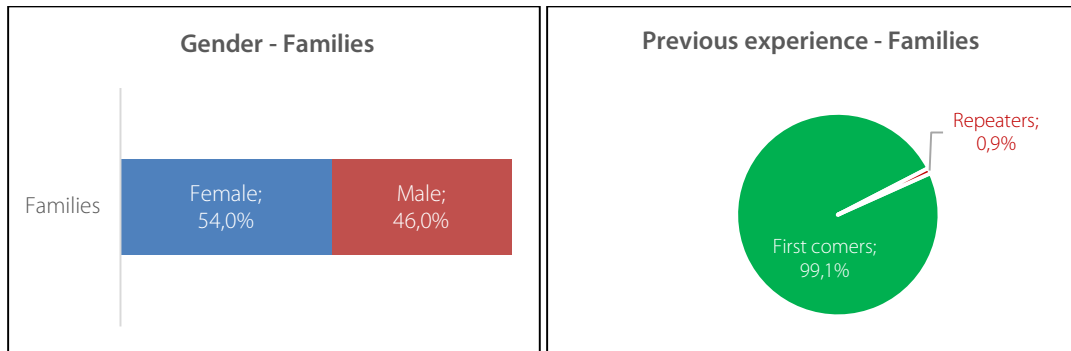
### Evaluation of the sources of information during the trip - COUPLES

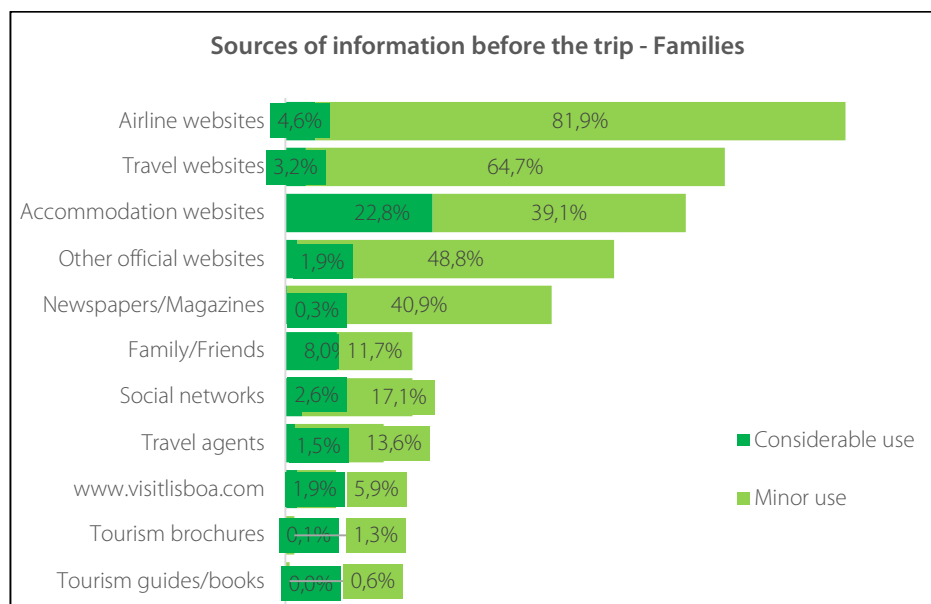
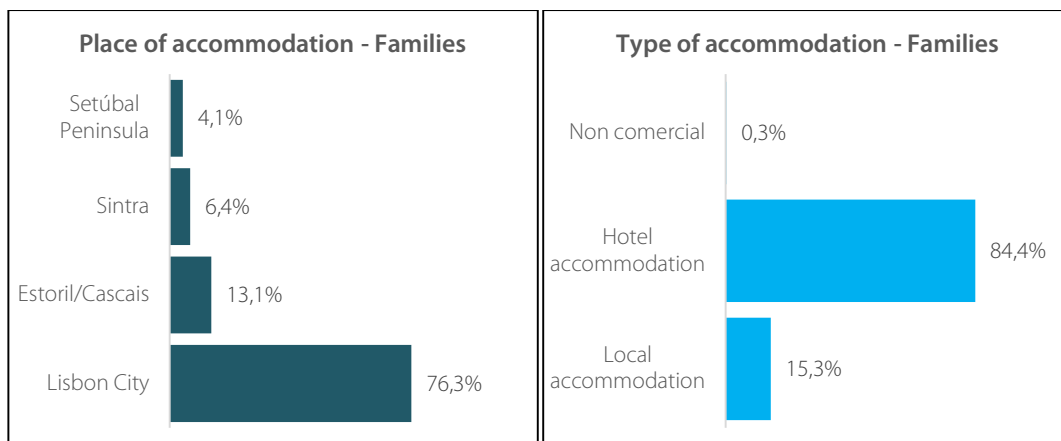
Source	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Tourism information offices	100,0%	9,54
Place of accommodation	99,1%	8,64
Tourism guides/books	100,0%	8,50
Local people	99,9%	8,49
Mobile apps	99,1%	8,42
Internet terminals	100,0%	8,40
Tourism brochures	73,6%	8,01
Family/Friends	42,9%	7,54



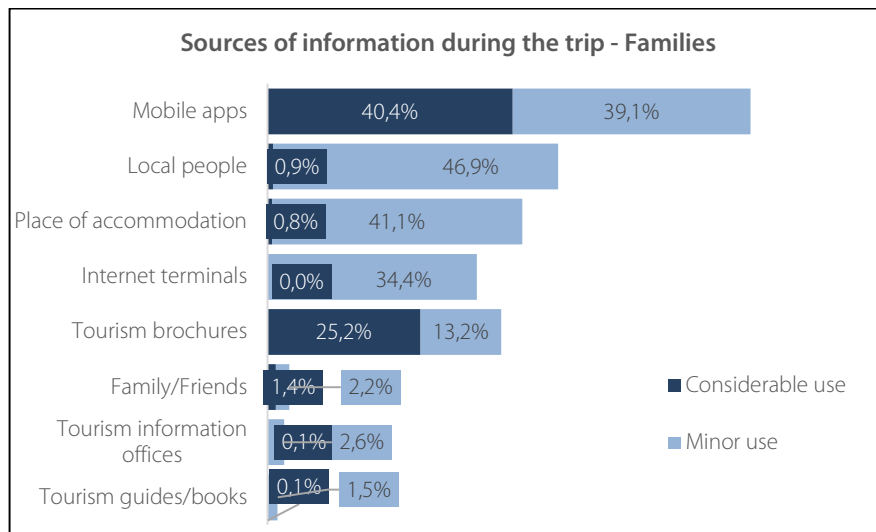


## FAMILIES (778 Answers)



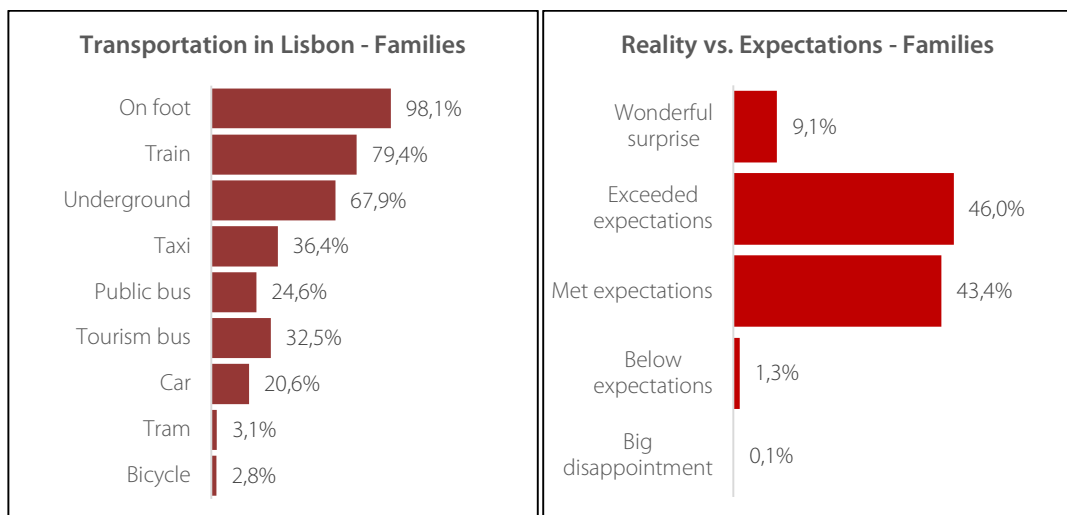


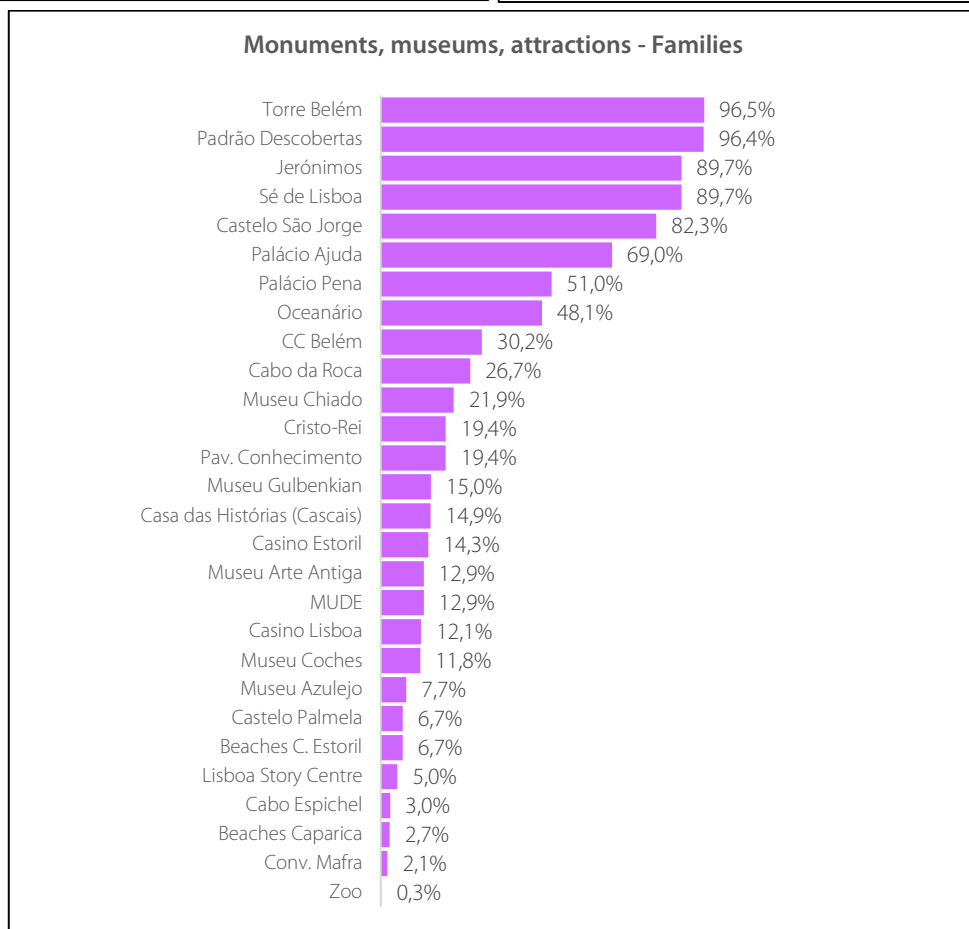
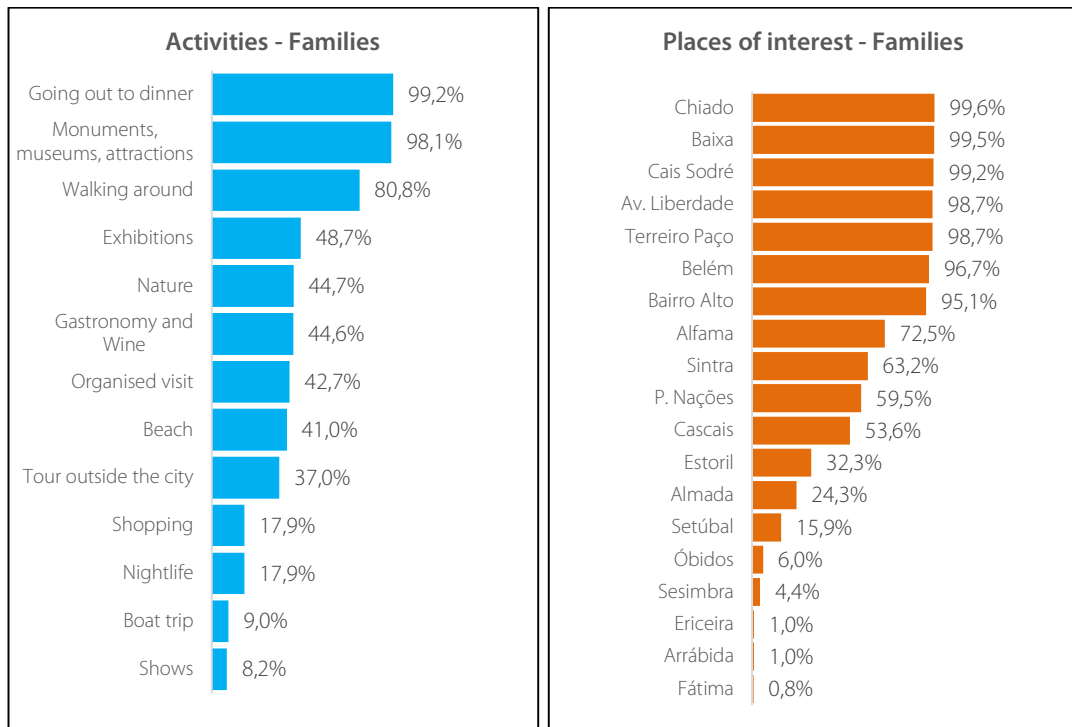
Evaluation of the sources of information before the trip - FAMILIES		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Tourism guides/books	100,0%	9,67
Family/Friends	98,7%	9,62
Newspapers/Magazines	97,2%	8,89
Social networks	90,7%	8,78
Travel agents	94,9%	8,71
Other official websites	96,4%	8,45
www.visitlisboa.com	86,9%	8,43
Airline websites	87,2%	8,39
Tourism brochures	77,8%	8,33
Accommodation websites	88,6%	8,27
Travel websites	88,1%	8,14



### Evaluation of the sources of information during the trip - FAMILIES

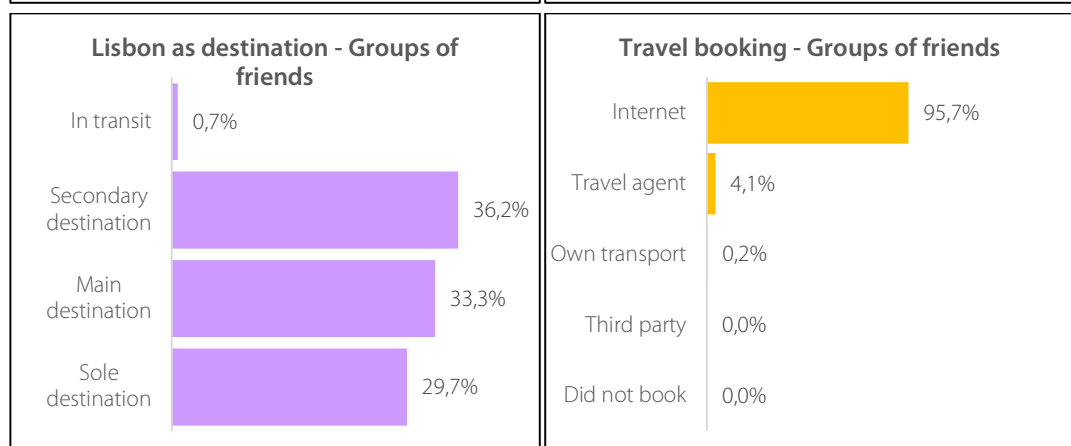
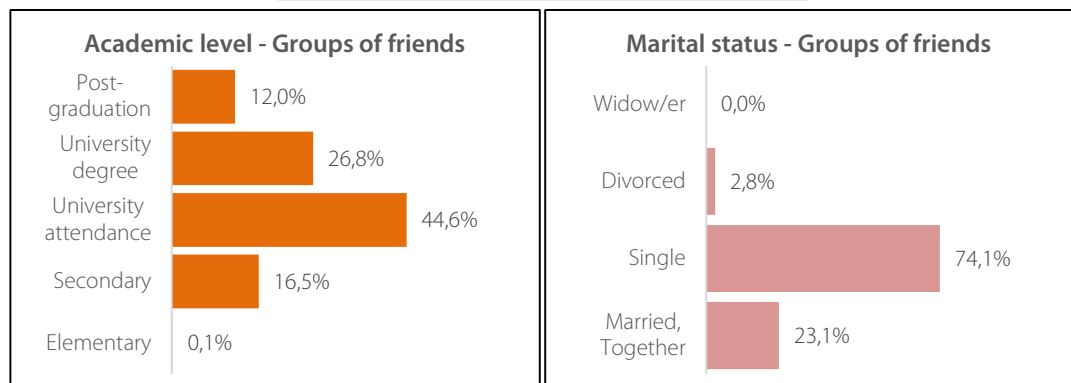
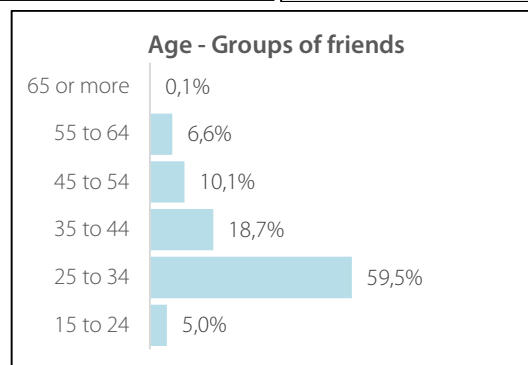
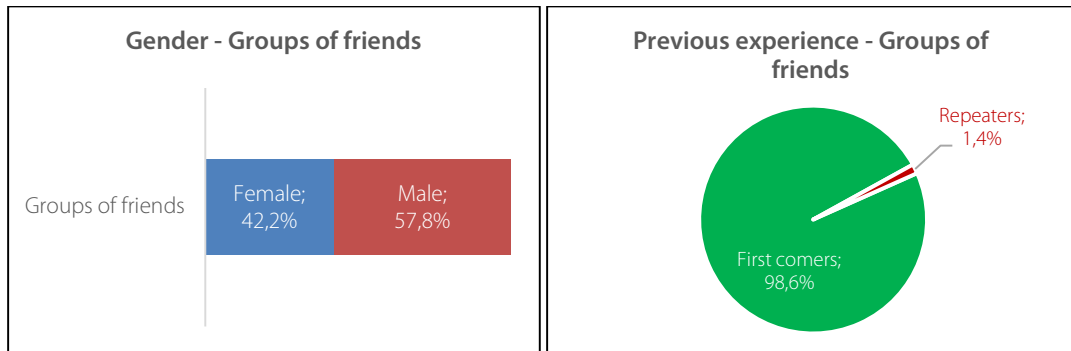
Source	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Tourism information offices	100,0%	9,57
Place of accommodation	100,0%	8,82
Local people	98,4%	8,56
Tourism guides/books	100,0%	8,54
Mobile apps	97,2%	8,43
Internet terminals	99,6%	8,25
Family/Friends	50,0%	7,82
Tourism brochures	59,4%	7,70

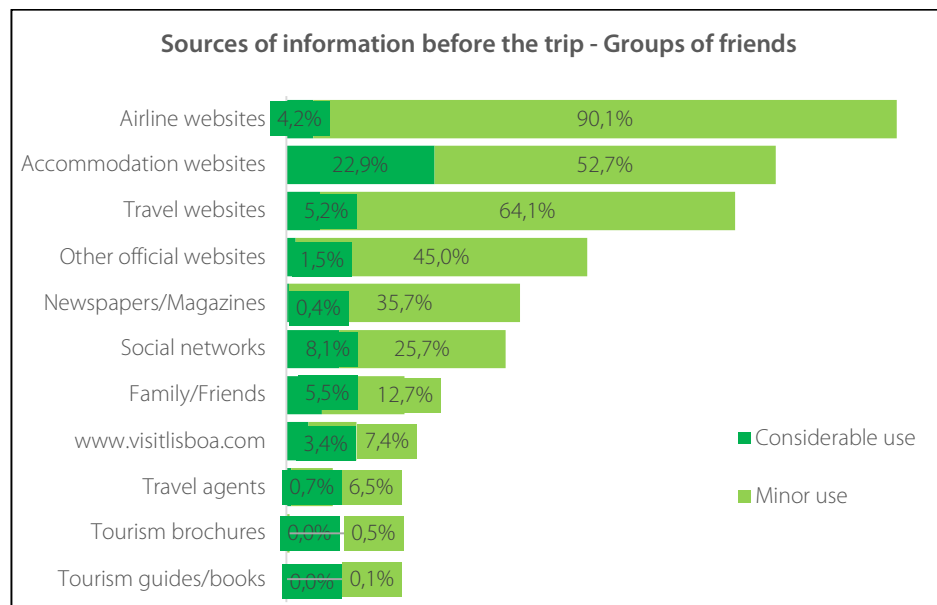
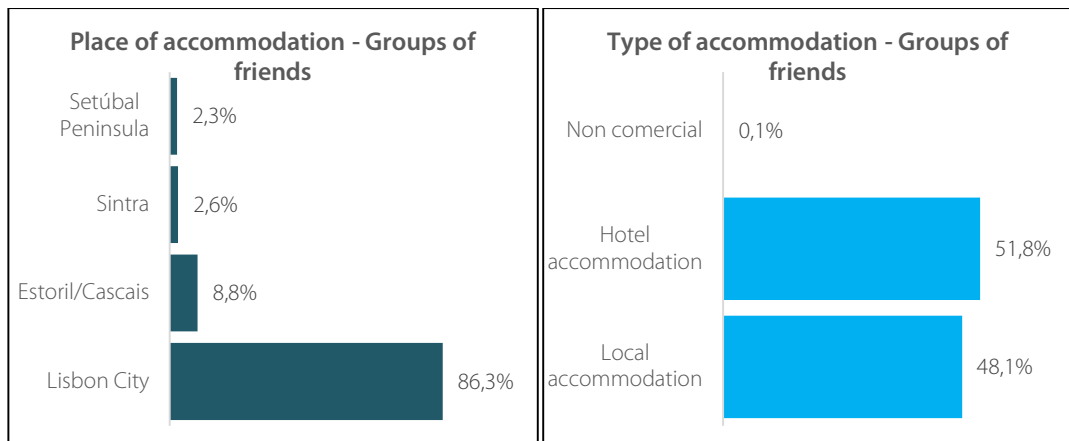




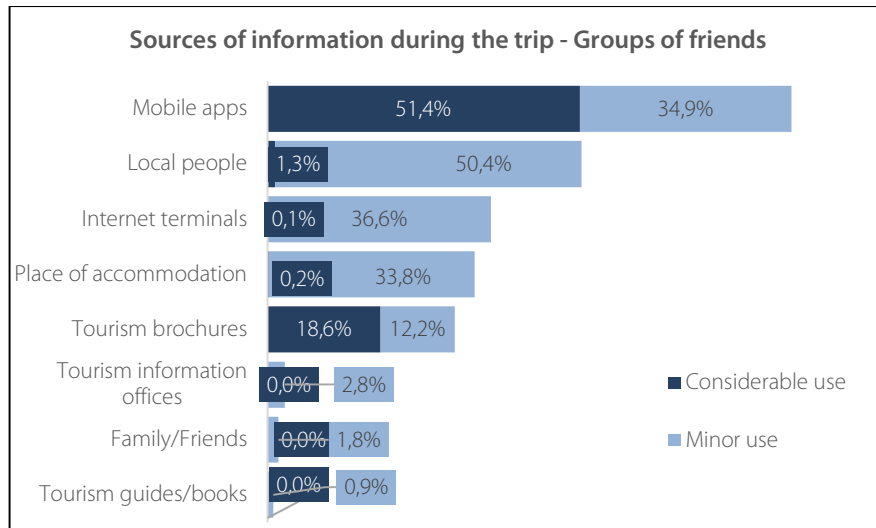


## GROUPS OF FRIENDS (958 Answers)



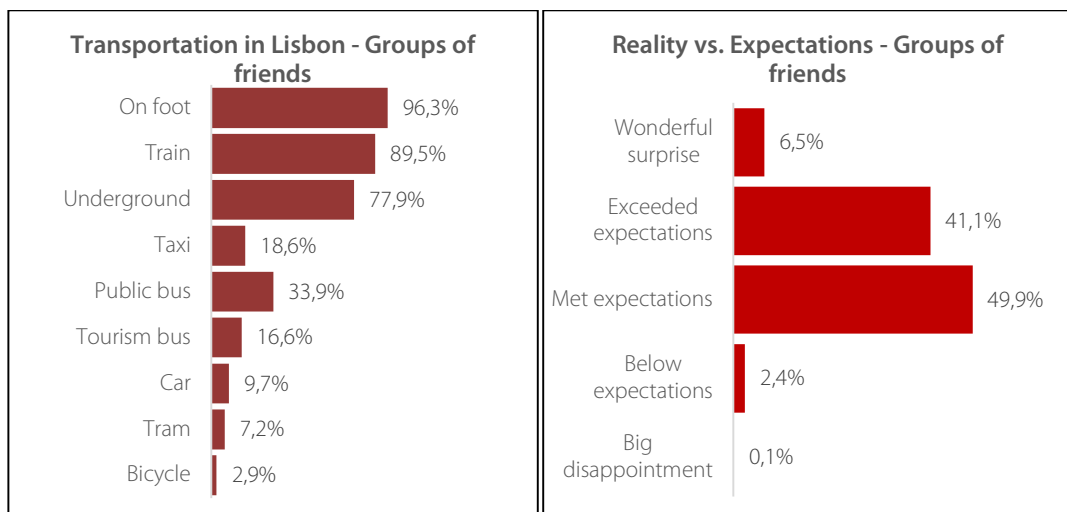


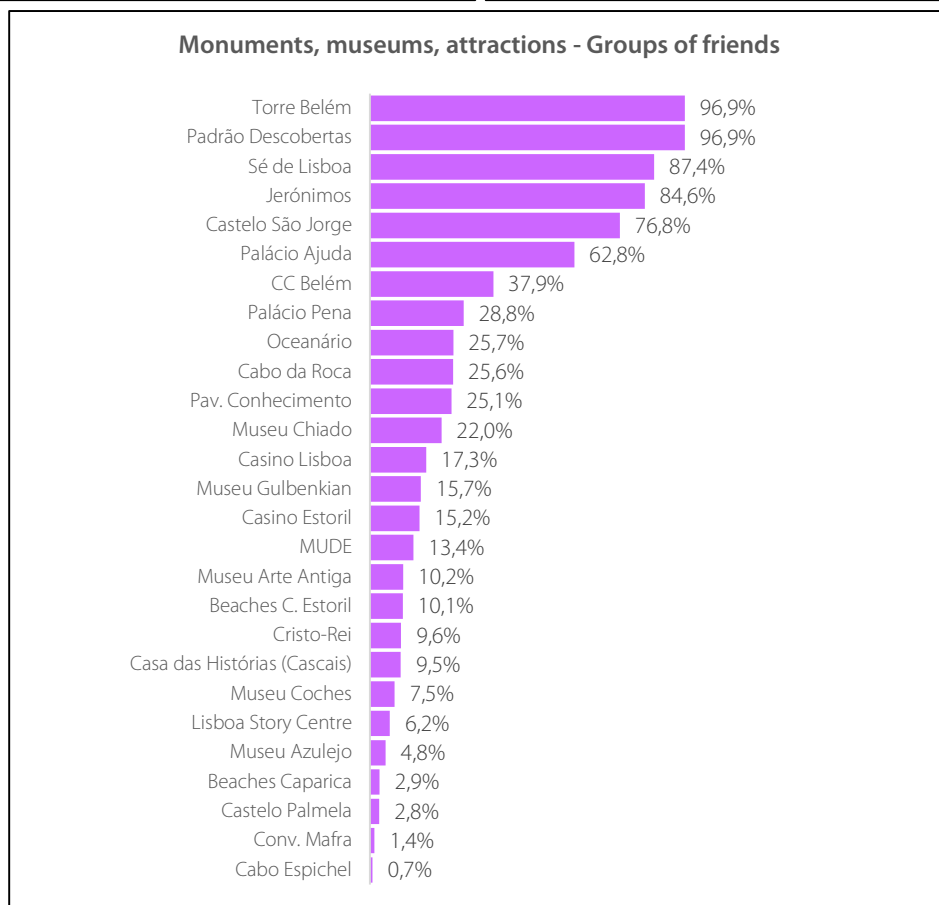
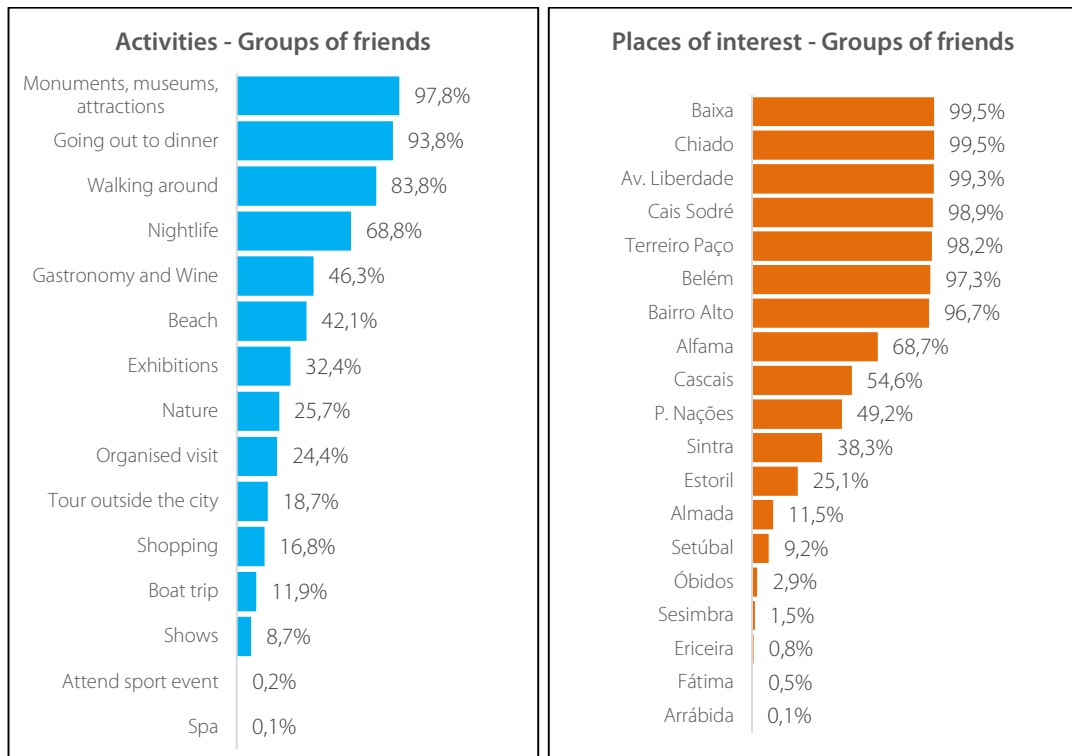
Evaluation of the sources of information before the trip - GROUPS OF FRIENDS		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Tourism guides/books	100,0%	10,00
Family/Friends	95,9%	9,55
Social networks	92,6%	8,94
Newspapers/Magazines	97,1%	8,83
Travel agents	89,9%	8,72
Other official websites	96,1%	8,50
Airline websites	87,0%	8,48
www.visitlisboa.com	74,8%	8,28
Accommodation websites	82,4%	8,16
Travel websites	81,2%	7,88
Tourism brochures	60,0%	7,60



### Evaluation of the sources of information during the trip - GROUPS OF FRIENDS

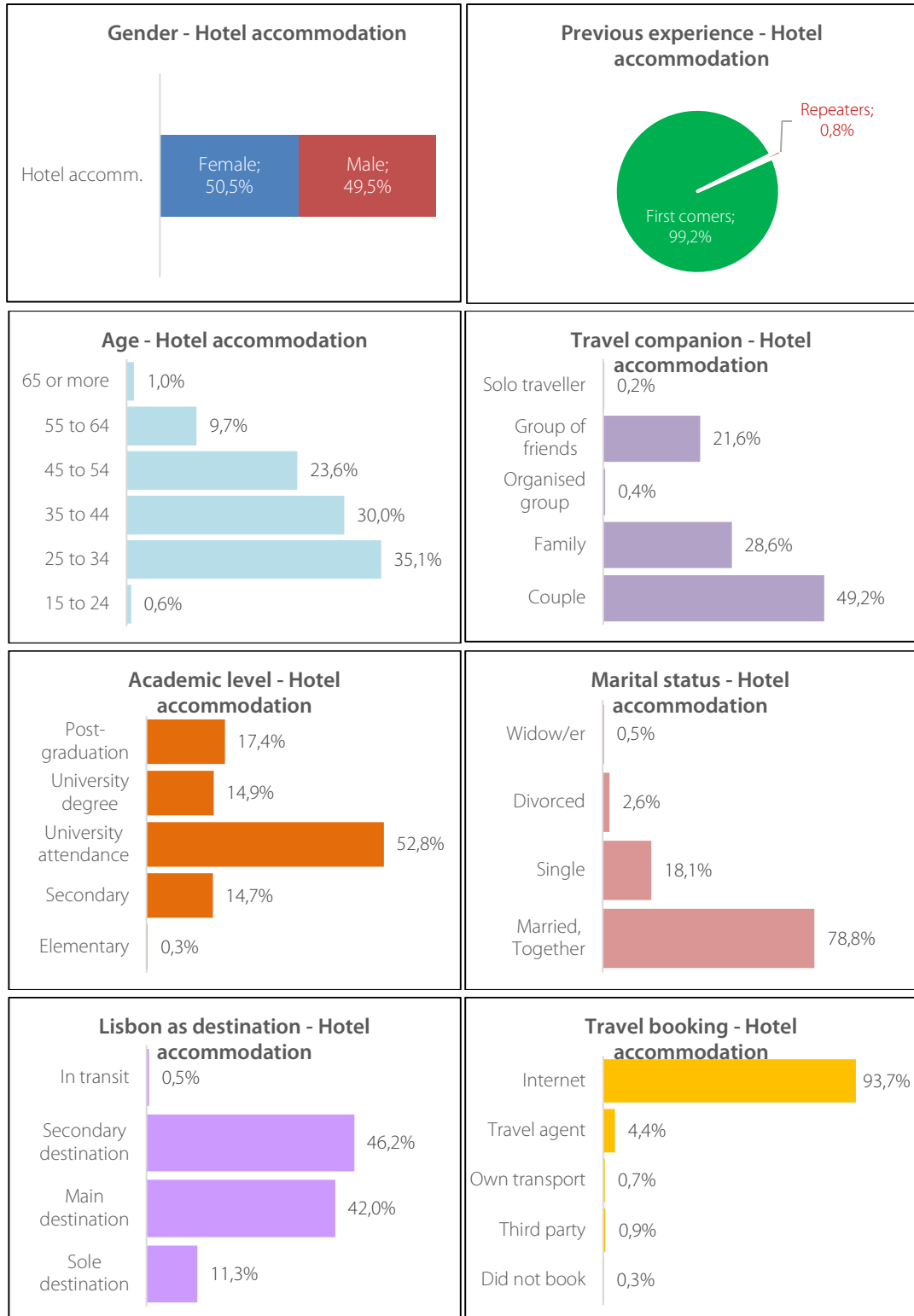
Source	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Tourism information offices	100,0%	9,08
Place of accommodation	99,7%	8,71
Tourism guides/books	100,0%	8,67
Local people	99,4%	8,62
Mobile apps	98,4%	8,61
Internet terminals	99,7%	8,44
Tourism brochures	63,1%	7,73
Family/Friends	29,4%	7,18

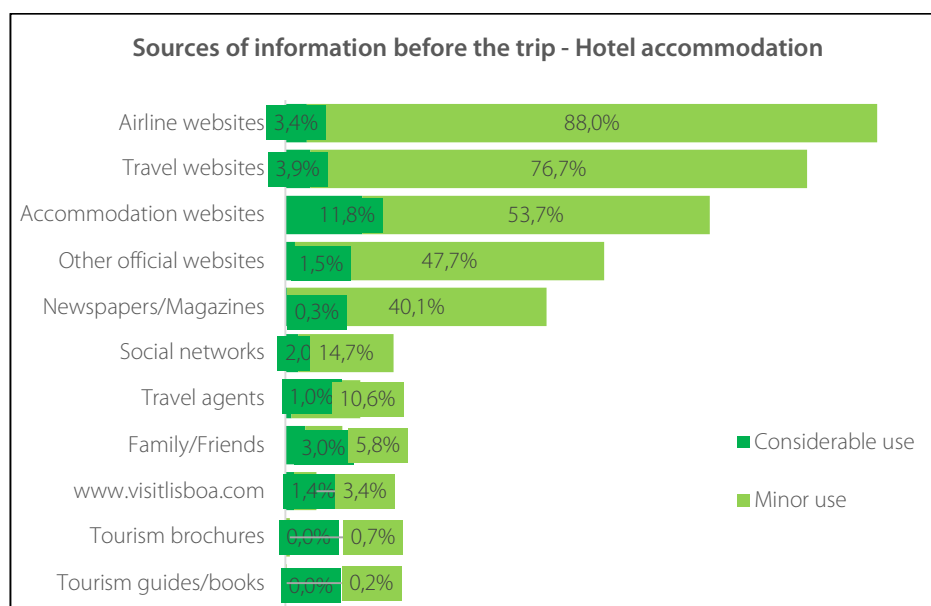
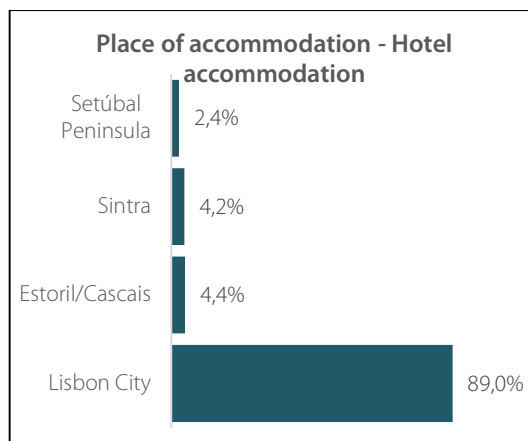




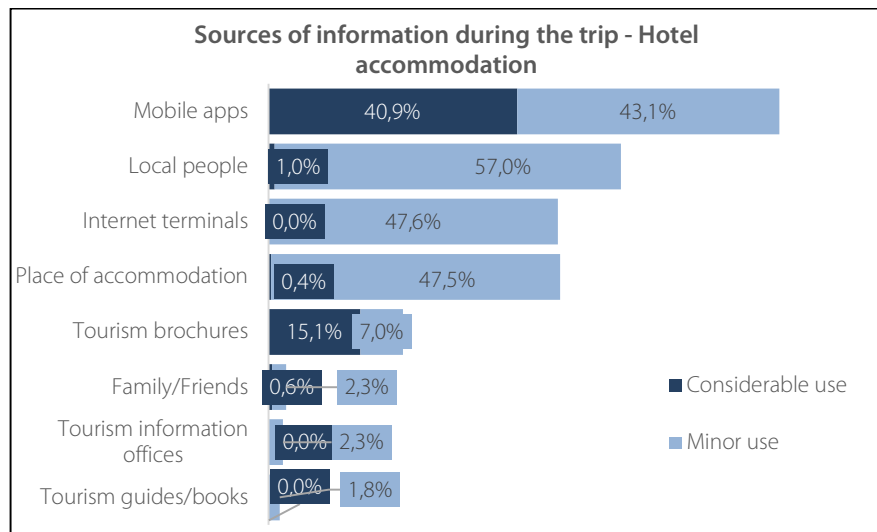
## 16. RESULTS BY TYPE OF ACCOMMODATION

### HOTEL ACCOMMODATION (2.297 Answers)



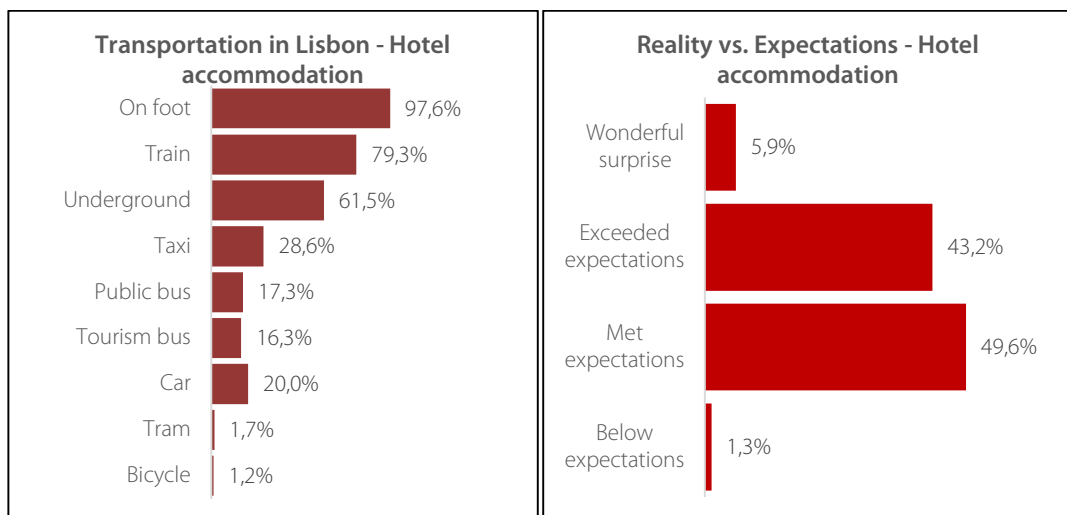


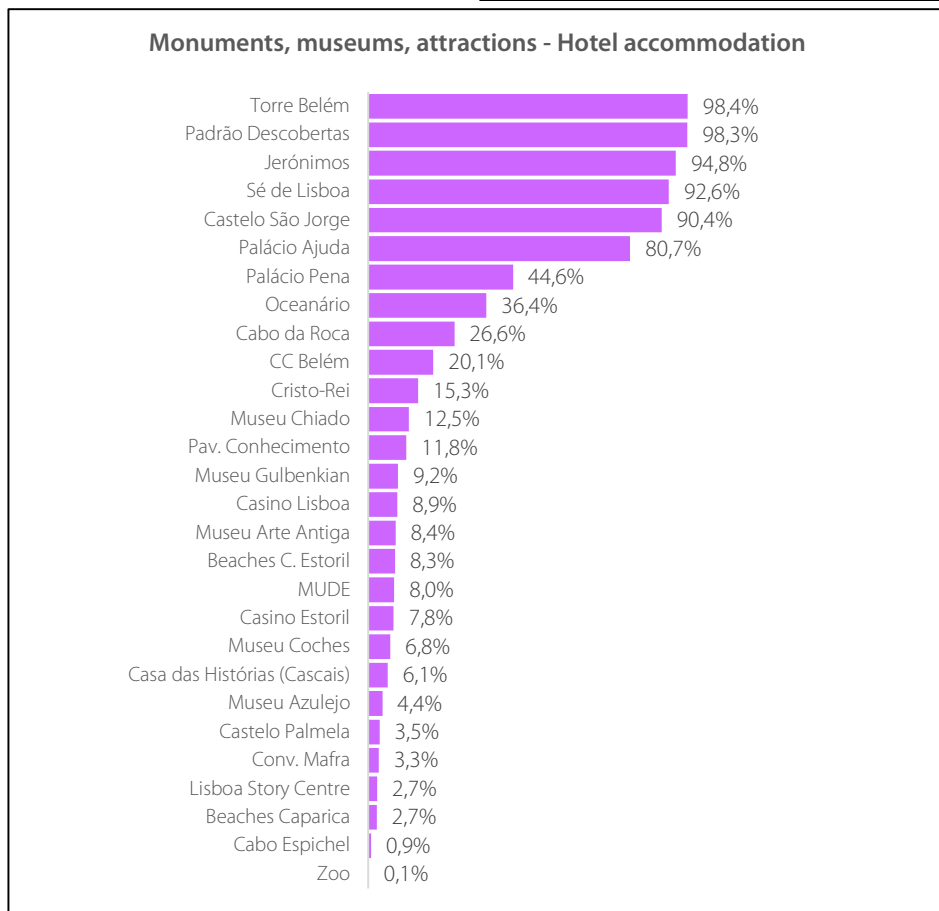
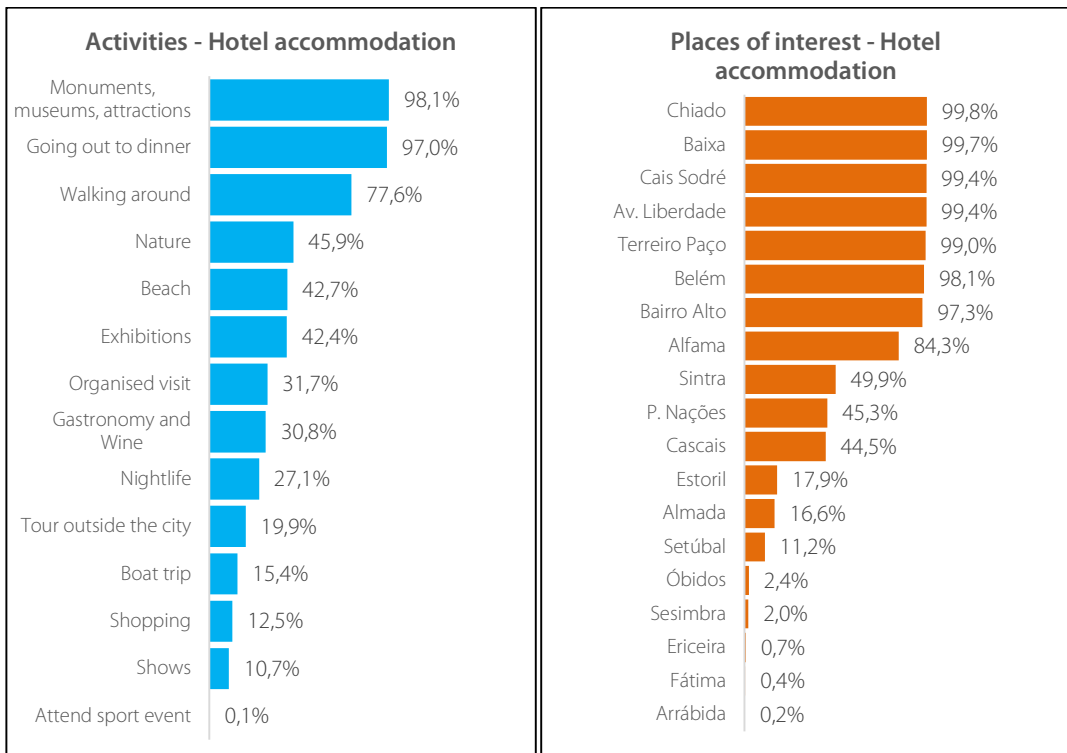
Evaluation of the sources of information before the trip - HOTEL ACCOMMODATION		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Tourism guides/books	100,0%	9,80
Family/Friends	97,5%	9,45
Newspapers/Magazines	98,2%	8,78
Social networks	93,4%	8,66
Travel agents	95,1%	8,65
Airline websites	93,3%	8,46
Other official websites	98,2%	8,41
Accommodation websites	92,7%	8,33
Travel websites	93,9%	8,31
www.visitlisboa.com	82,6%	8,27
Tourism brochures	73,3%	8,20



### Evaluation of the sources of information during the trip - HOTEL ACCOMMODATION

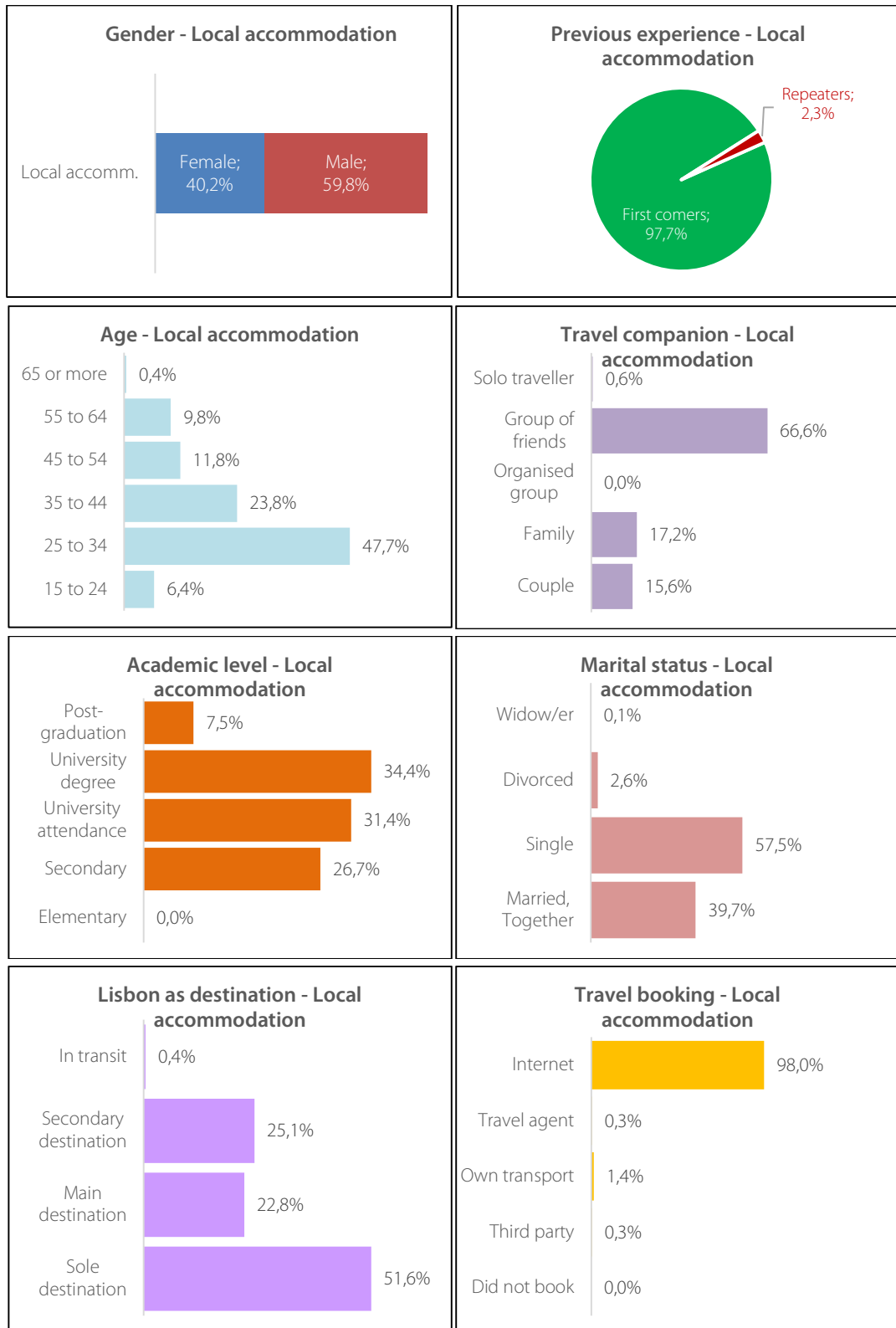
Source	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Tourism information offices	100,0%	9,42
Place of accommodation	99,6%	8,71
Tourism guides/books	100,0%	8,55
Local people	99,6%	8,51
Mobile apps	99,2%	8,43
Internet terminals	99,9%	8,37
Tourism brochures	65,0%	7,84
Family/Friends	39,4%	7,52

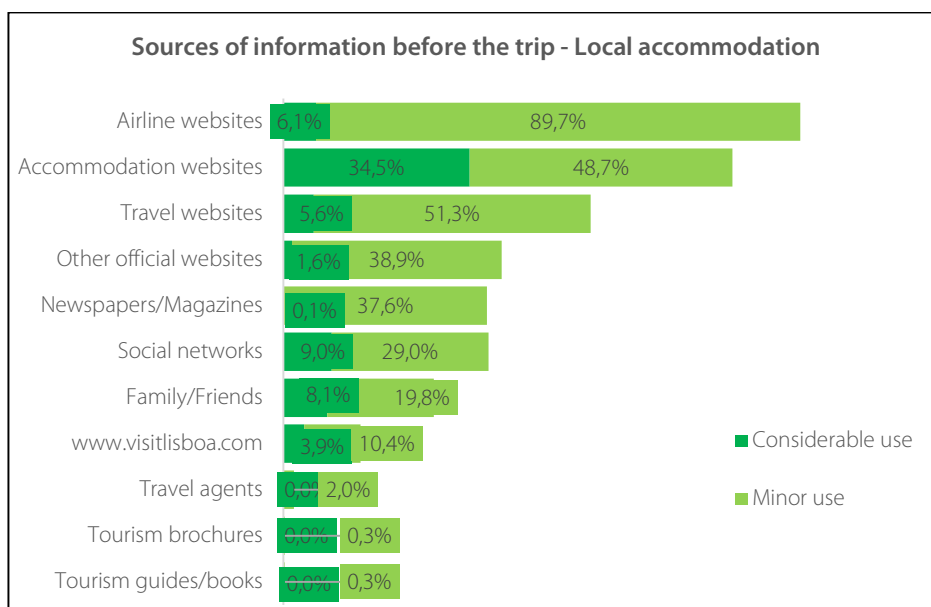
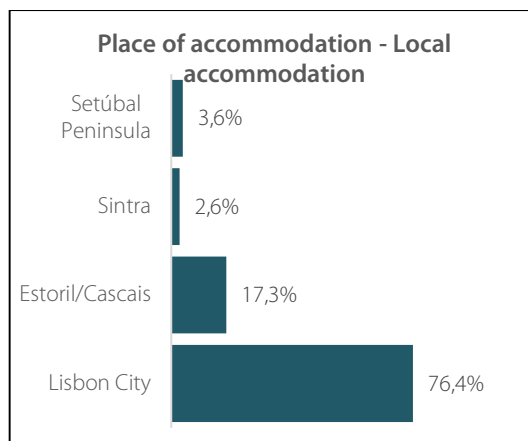




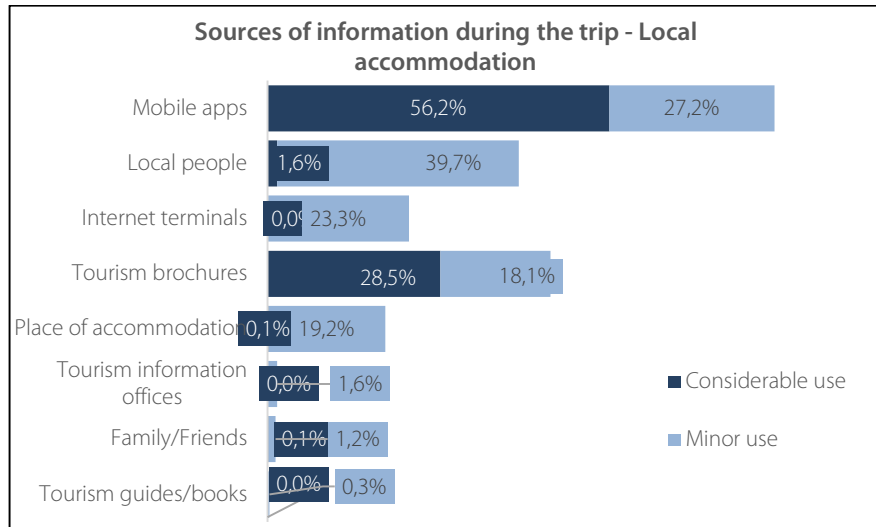


## LOCAL ACCOMMODATION (692 Answers)





Evaluation of the sources of information before the trip - LOCAL ACCOMMODATION		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Family/Friends	97,3%	9,64
Social networks	90,8%	9,01
Newspapers/Magazines	95,7%	8,95
Other official websites	93,8%	8,57
Travel agents	100,0%	8,57
Airline websites	79,1%	8,45
www.visitlisboa.com	81,8%	8,44
Accommodation websites	74,4%	8,02
Travel websites	66,0%	7,38



Evaluation of the sources of information during the trip - LOCAL ACCOMMODATION		
	% Satisfaction (8 or more)	Average satisfaction (1 to 10)
Tourism information offices	100,0%	9,17
Local people	98,2%	8,73
Place of accommodation	98,5%	8,67
Mobile apps	95,8%	8,66
Tourism guides/books	100,0%	8,50
Internet terminals	99,4%	8,45
Tourism brochures	64,8%	7,74
Family/Friends	33,3%	7,22

