

# SATISFACTION AND IMAGE SURVEY

LISBON

2022



OBSERVATÓRIO

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## 1. INTRODUCTION

This report presents the main conclusions of 4 cumulated sets of interviews that took place in 2022, in a total of 3.026 interviews to foreign visitors to the Lisbon Region.

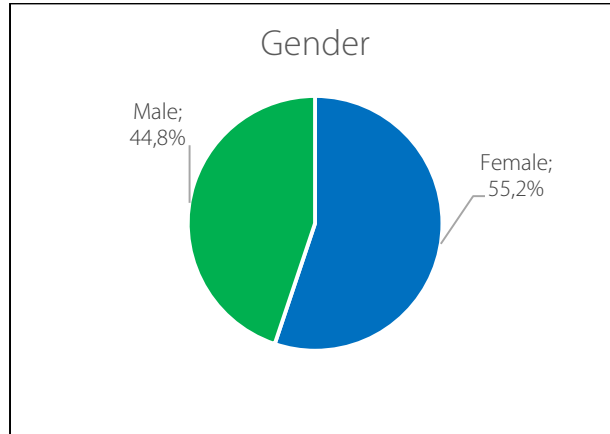
## 2. SUMMARY OF MAIN RESULTS

- Predominance of the female gender: 55,2%;
- 28,5% were under 35 years old;
- 60,8% were between 35 and 54 years old;
- 10,7% were more than 54 years old;
- 58,4% held at least a university degree as academic level;
- 67,9% were married or with a life partner;
- 22,4% were single;
- Only 3,4% had visited Lisbon previously;
- 38,4% travelled within a group of friends;
- 30,7% travelled as a couple;
- 20,1% viajavam em família;
- 9,2% travelled as a family;
- The average global evaluation of the visit was of 7,27, on a scale from 1 to 10;
- The global level of satisfaction with the visit (percentafe of evaluations over 7) was of 43,2%;
- The main parameters considered relevant in the visit were:
  - Public transportation network
  - Good value for money
  - Feeling of safety/security
  - Friendliness/Helpfulness of local people
  - Tourist signs
- On a scale from 1 to 10, the best valued visit parameters, for who considered them relevant, were:
  - Friendliness/Helpfulness of local people: 8,32
  - Nightlife: 8,31
  - Tourism information offices: 8,30
  - Offer of modernity: 8,15
  - Offer of monuments: 8,13
- In what concerns the strongest image of Lisbon, the main attributes were:

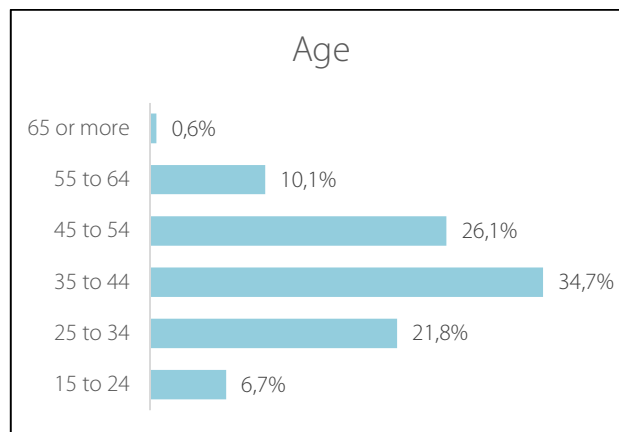
- Attractiveness: 31,5%
- Sensations: 21,6%
- Sophistication and modernity: 12,3%
- Authenticity: 11,8%
- In terms of the differentiation of Lisbon regarding other destinations, the main attributes were:
  - Authenticity: 47,4%
  - Human element: 45,1%
  - Historical relevance: 37,6%
- For 41,9% of interviewed visitors the initial expectations were exceeded during their visit.
- 93,3% of the interviewed visitors considered their return to Lisbon as likely or very likely.
- Regarding their recommendation of the visit to Lisbon, 81,1% place Lisbon in the Top 10 of destinations to visit.

### 3. SAMPLE CHARACTERISTICS

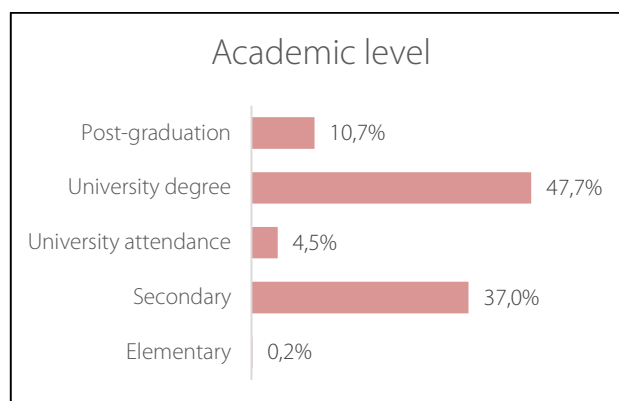
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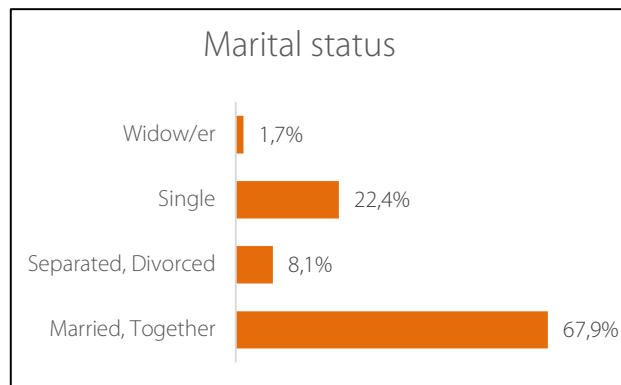
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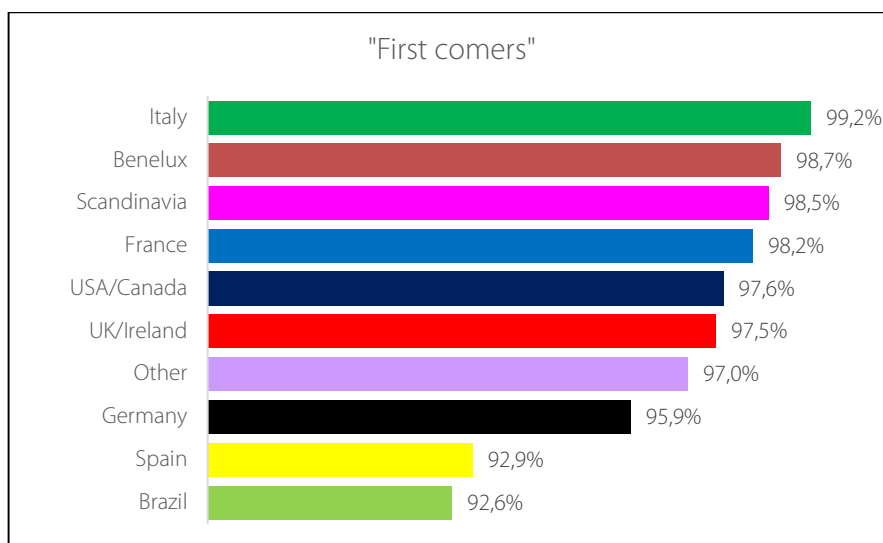
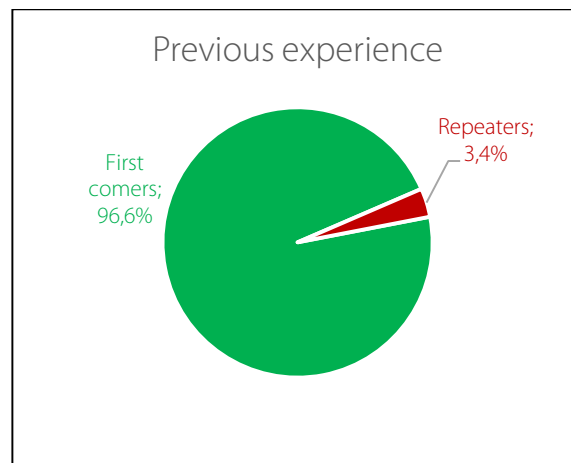
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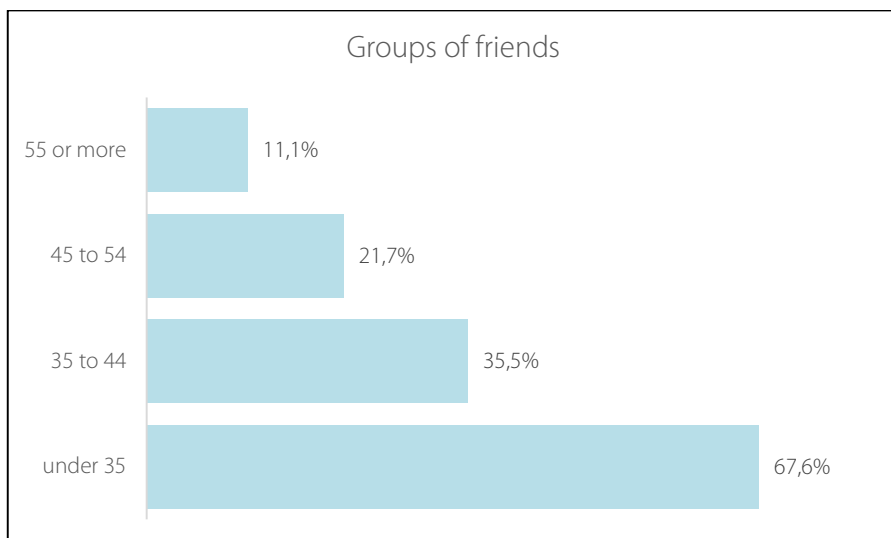
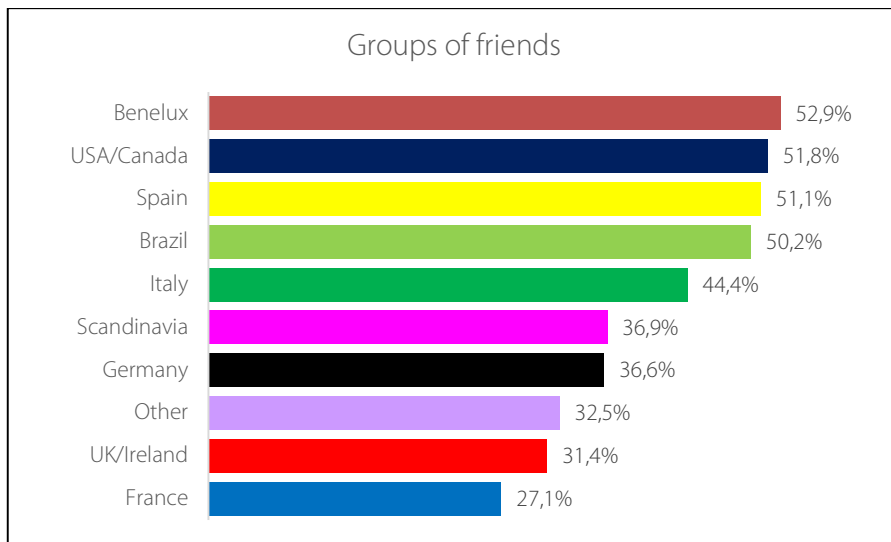
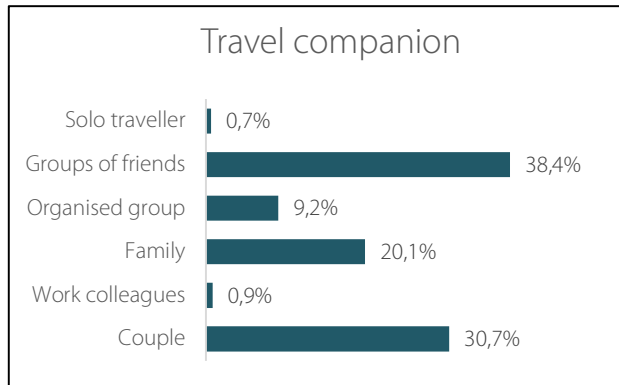
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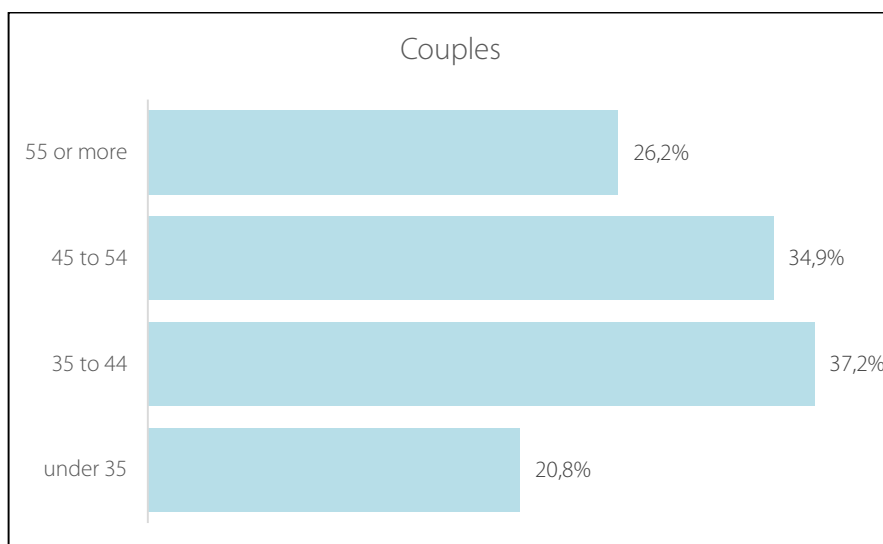
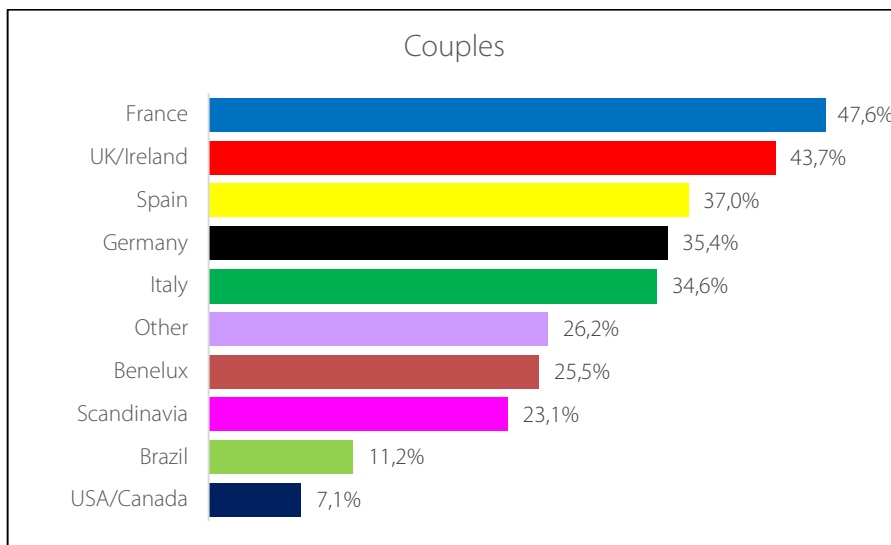
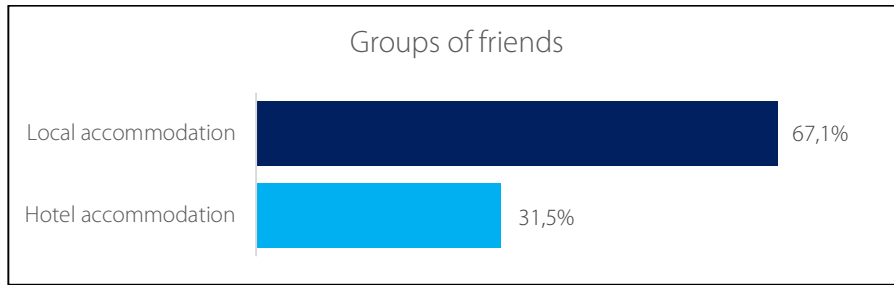


## PREVIOUS EXPERIENCE

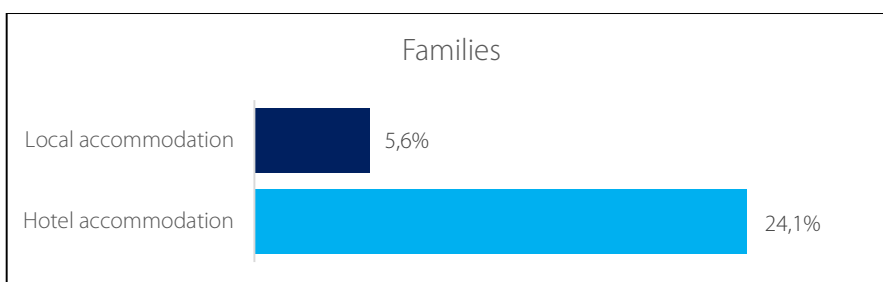
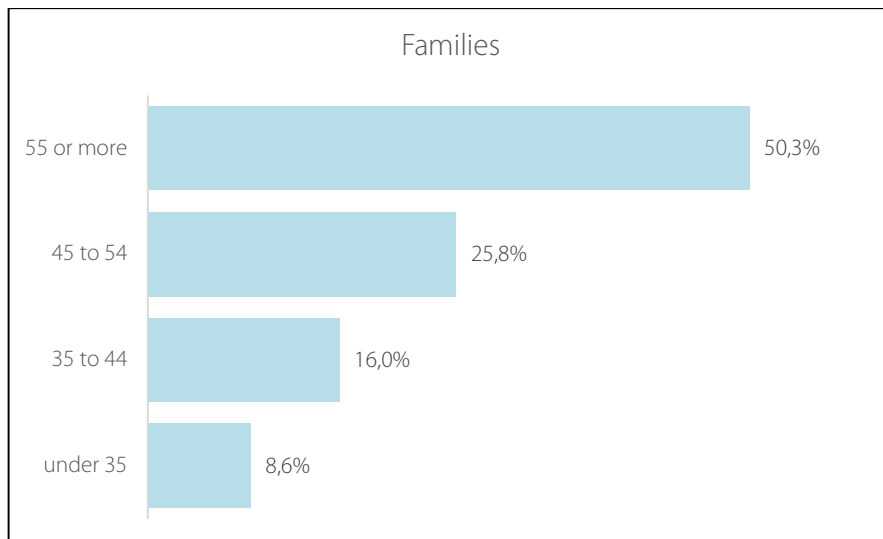
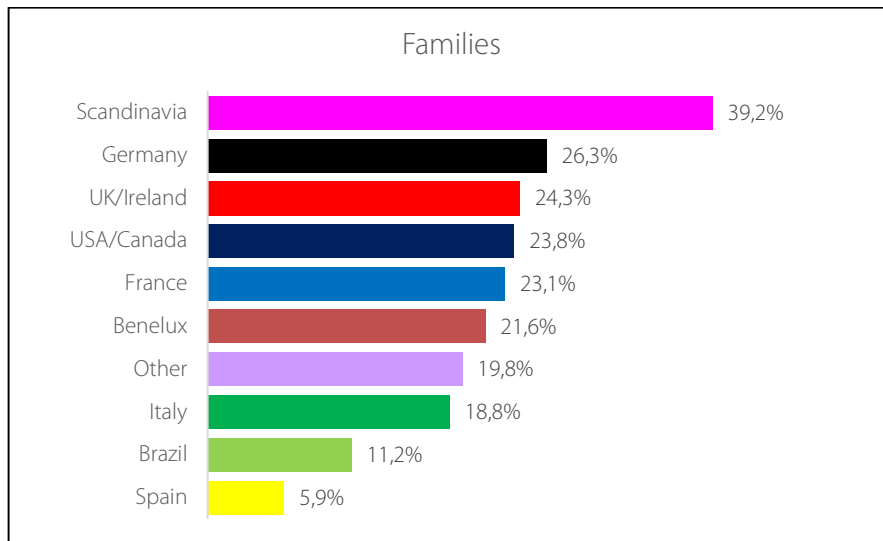


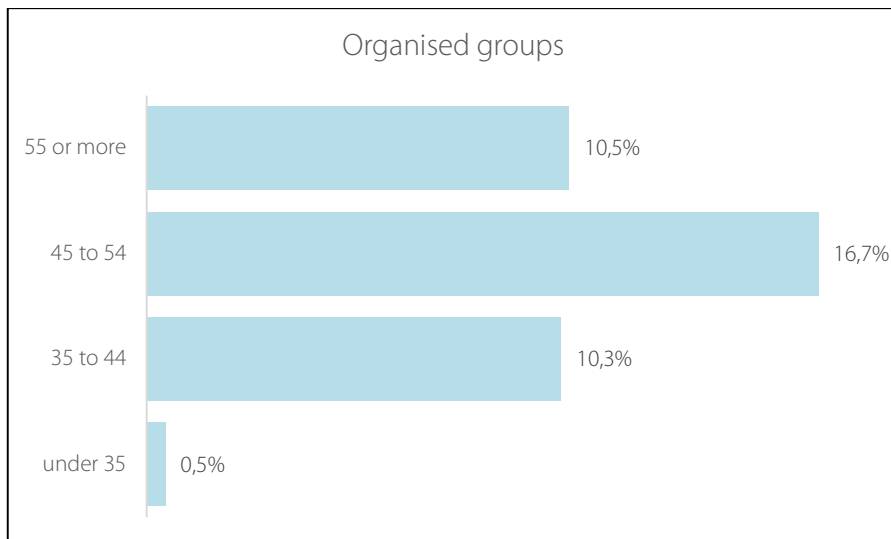
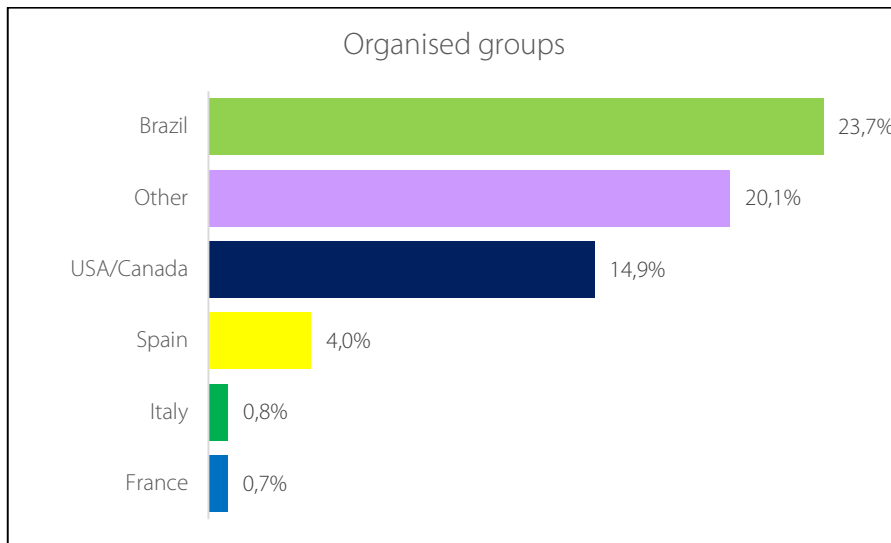
## TRAVEL COMPANIONS







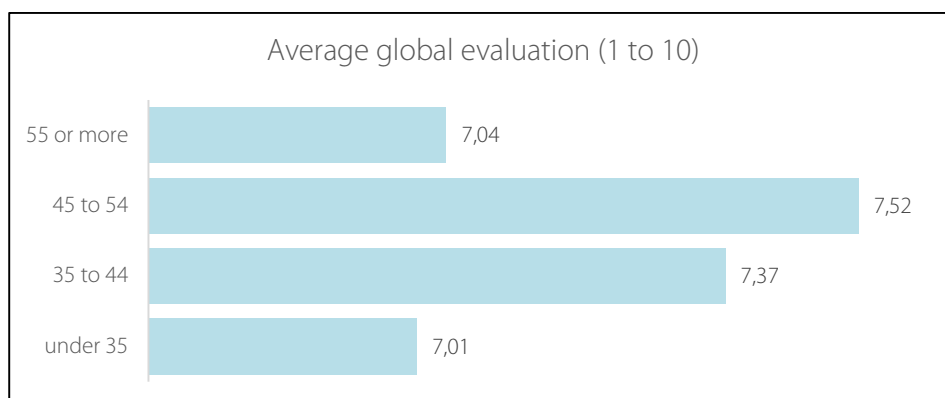
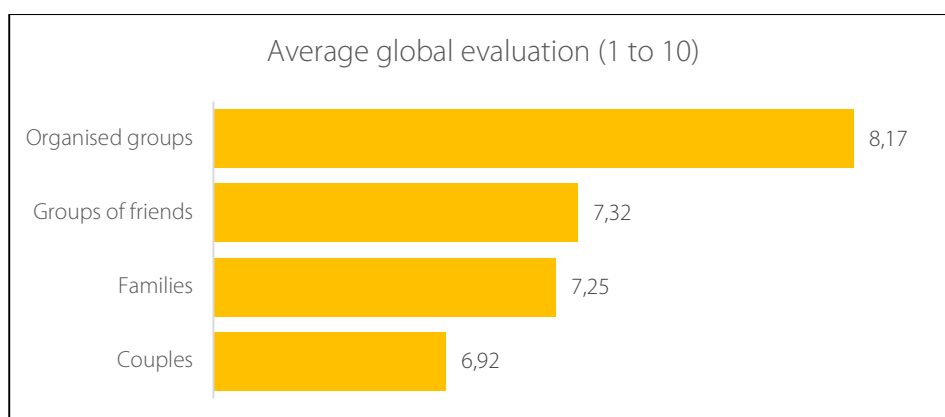
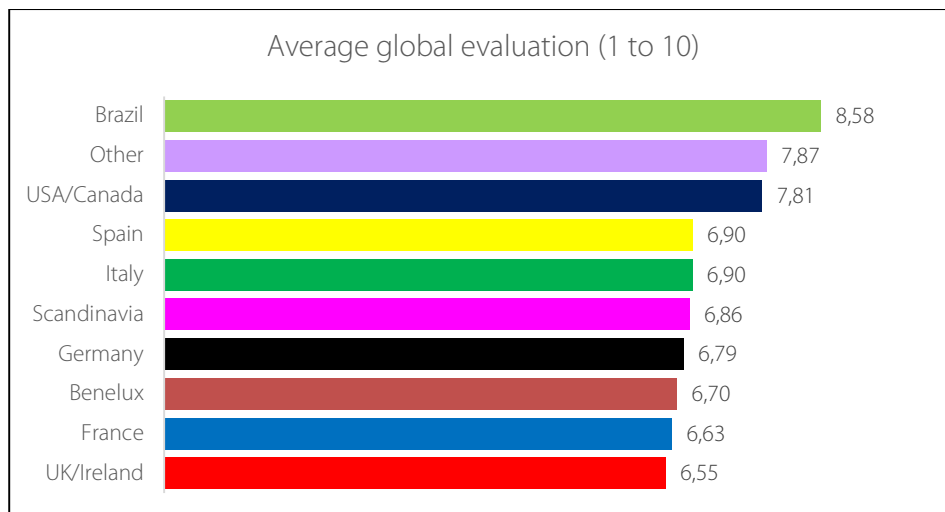




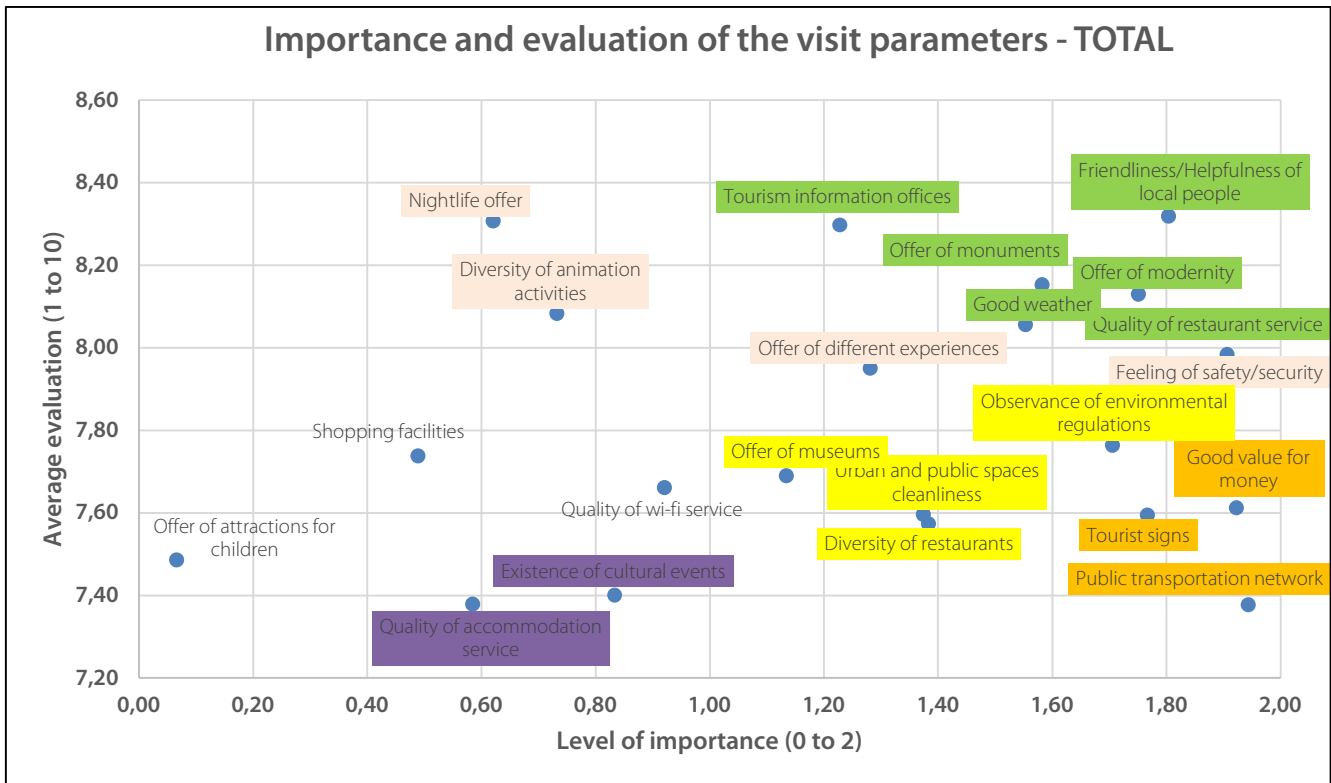
## 4. EVALUATION OF THE VISIT

### GLOBAL EVALUATION OF THE VISIT

Lisbon		
	% satisfaction (8 or more)	Average evaluation (1 to 10)
<b>Global evaluation</b>	43,2%	7,27

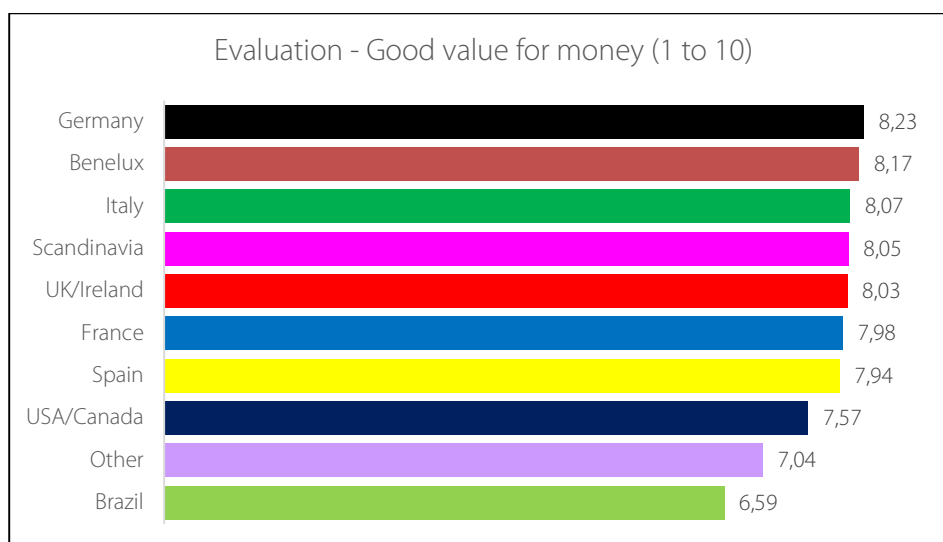
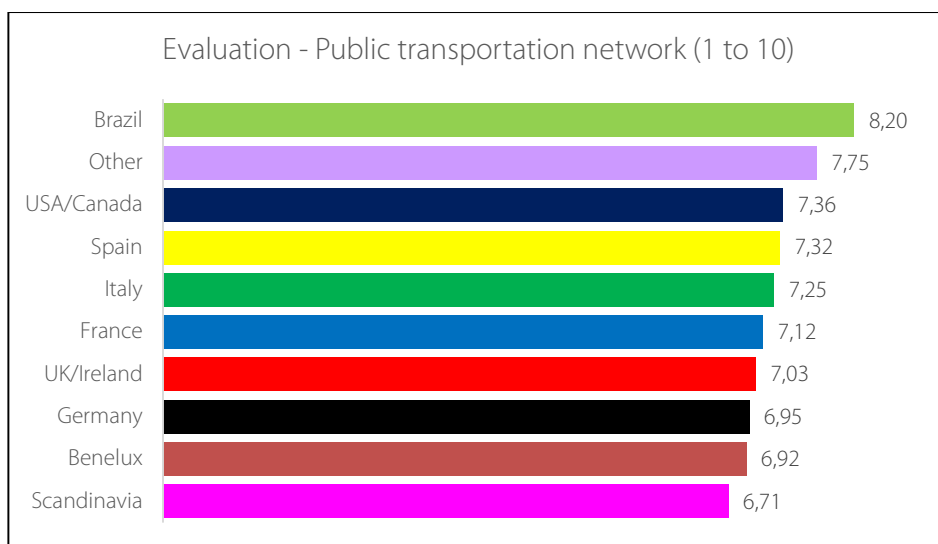


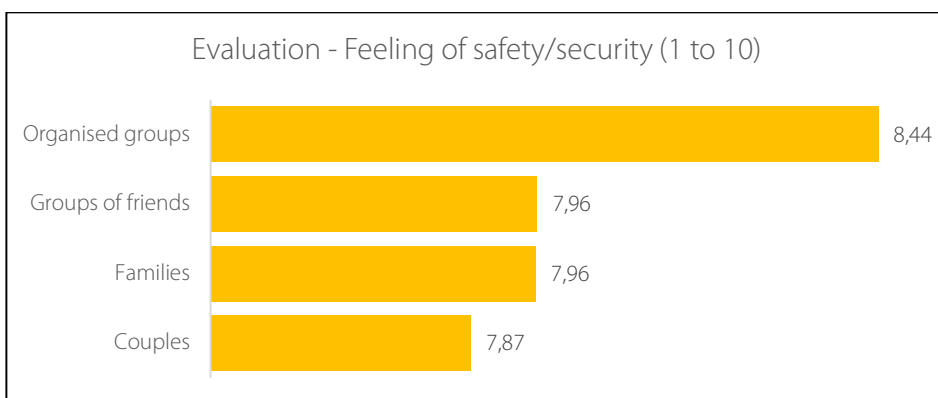
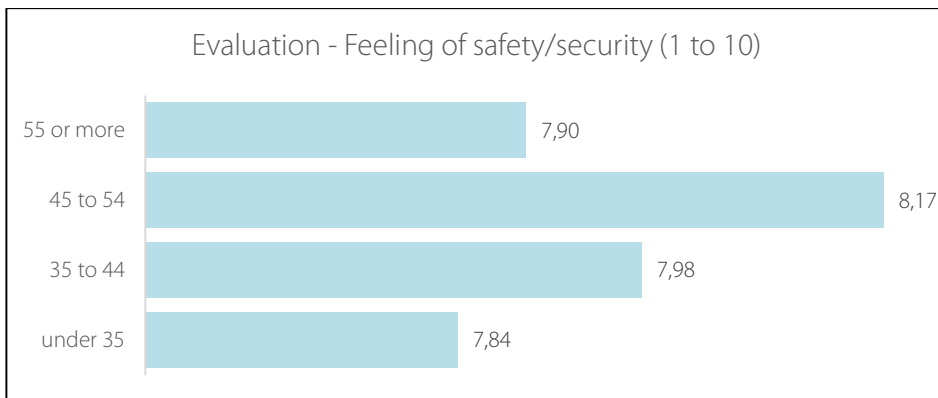
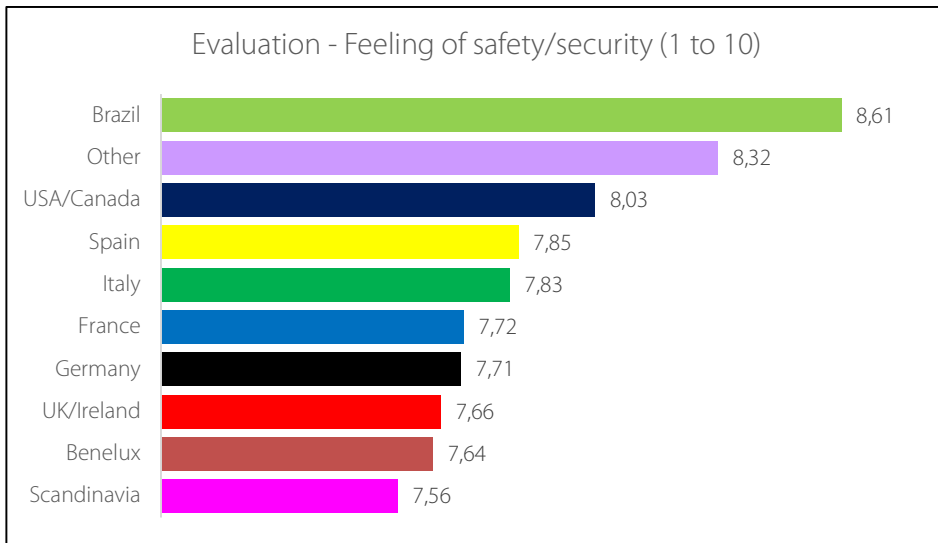
## IMPORTANCE AND RELEVANCE OF THE VISIT PARAMETERS

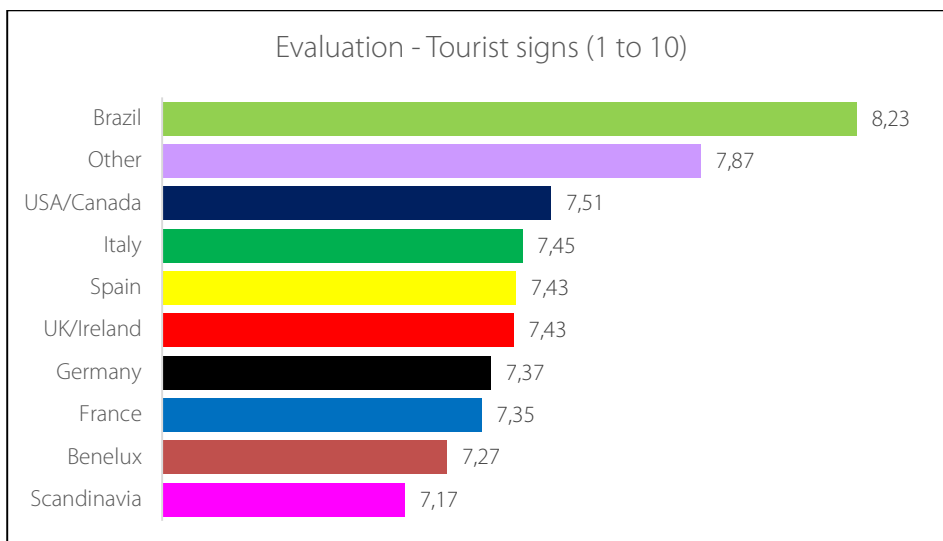
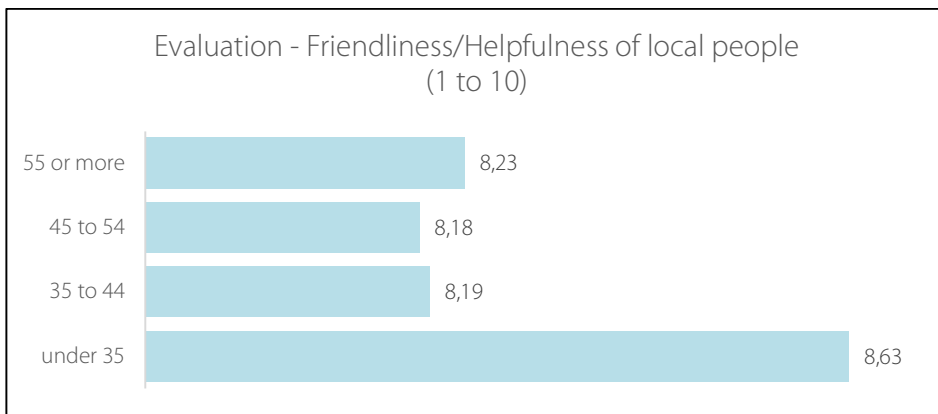
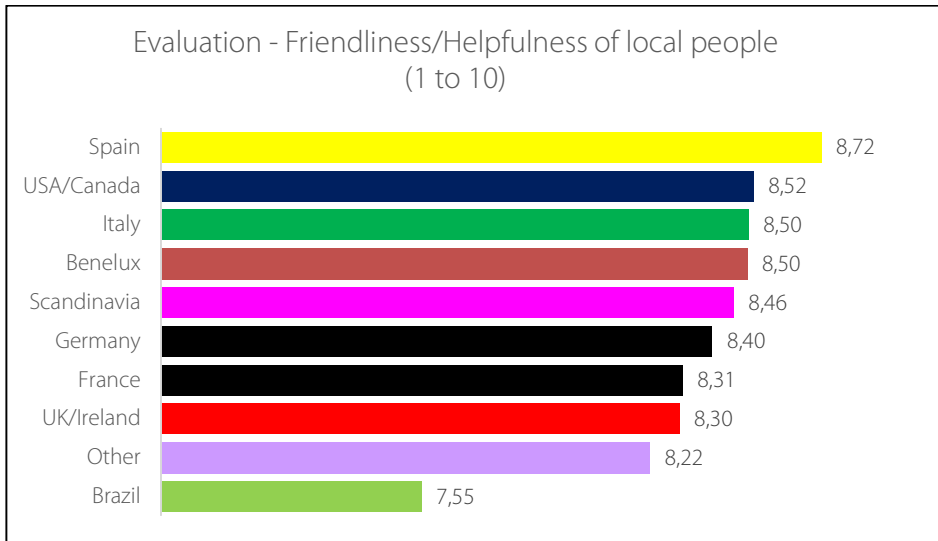


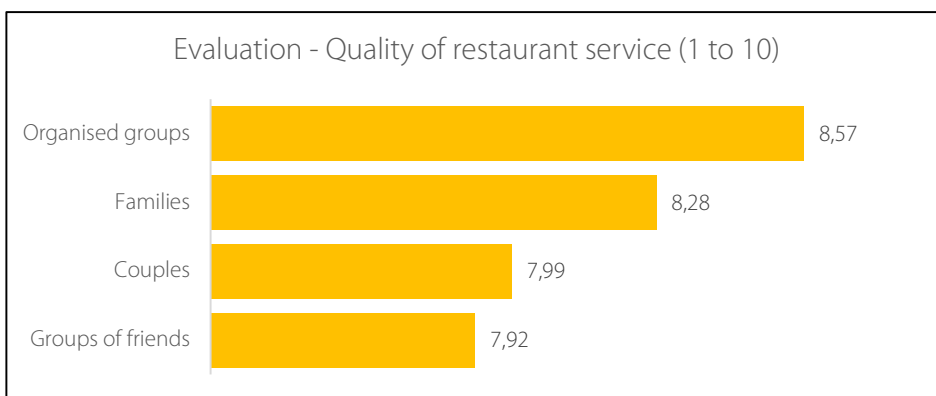
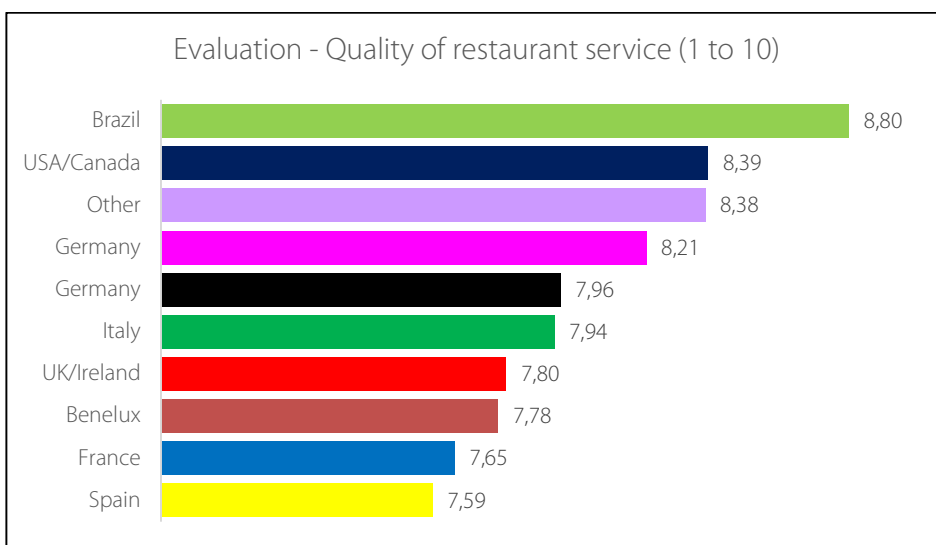
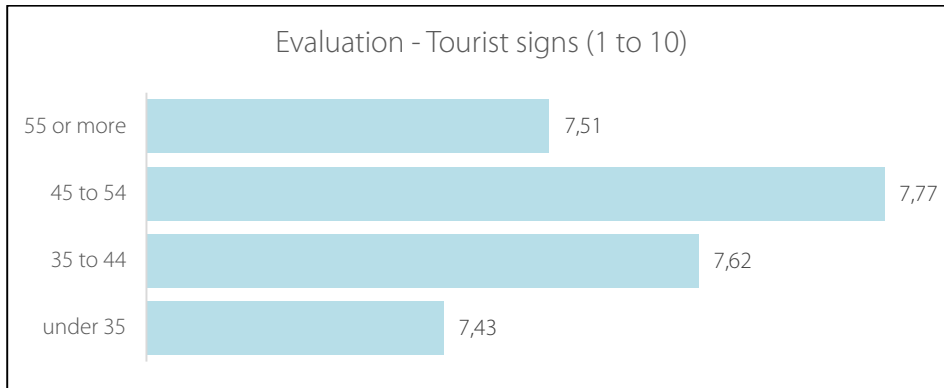
Parameter	Level of importance (0 to 2)	Average evaluation (1 to 10)
Public transportation network	1,94	7,38
Good value for money	1,92	7,61
Feeling of safety/security	1,91	7,98
Friendliness/Helpfulness of local people	1,80	8,32
Tourist signs	1,77	7,59
Quality of restaurant service	1,76	8,08
Offer of monuments	1,75	8,13
Observance of environmental regulations	1,71	7,76
Offer of modernity	1,58	8,15
Good weather	1,55	8,06
Diversity of restaurants	1,38	7,57
Urban and public spaces cleanliness	1,37	7,60
Offer of different experiences	1,28	7,95

Tourism information offices	1,23	8,30
Offer of museums	1,13	7,69
Quality of wi-fi service	0,92	7,66
Existence of cultural events	0,83	7,40
Diversity of animation activities	0,73	8,08
Nightlife offer	0,62	8,31
Quality of accommodation service	0,58	7,38
Shopping facilities	0,49	7,74
Offer of attractions for children	0,07	7,49

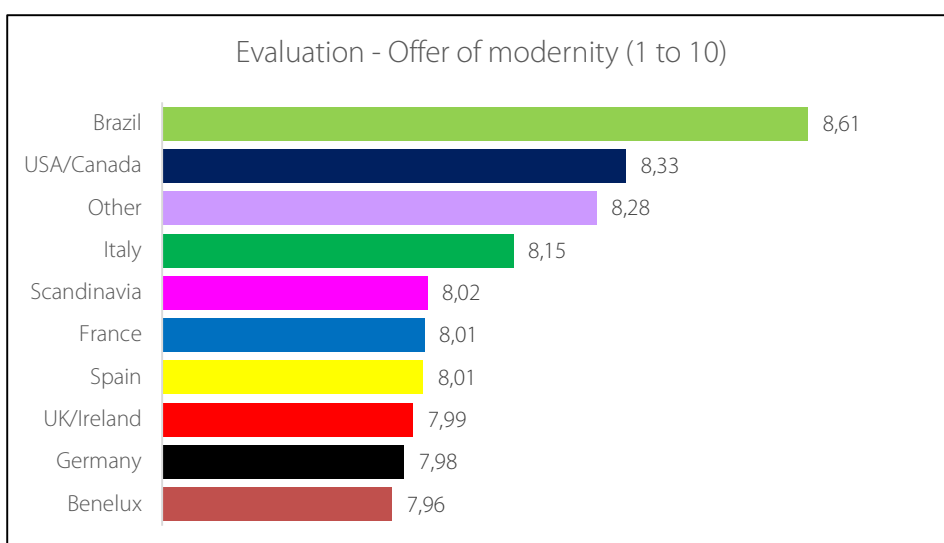
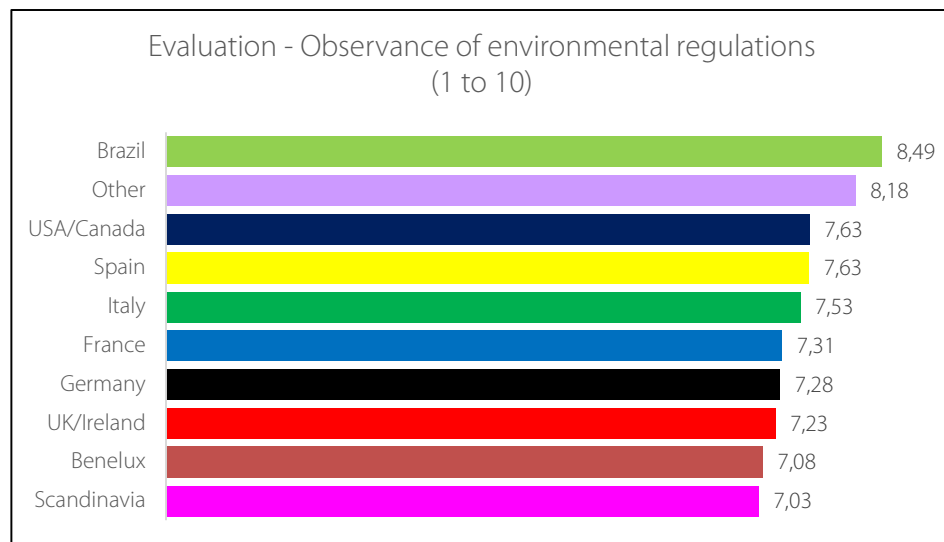
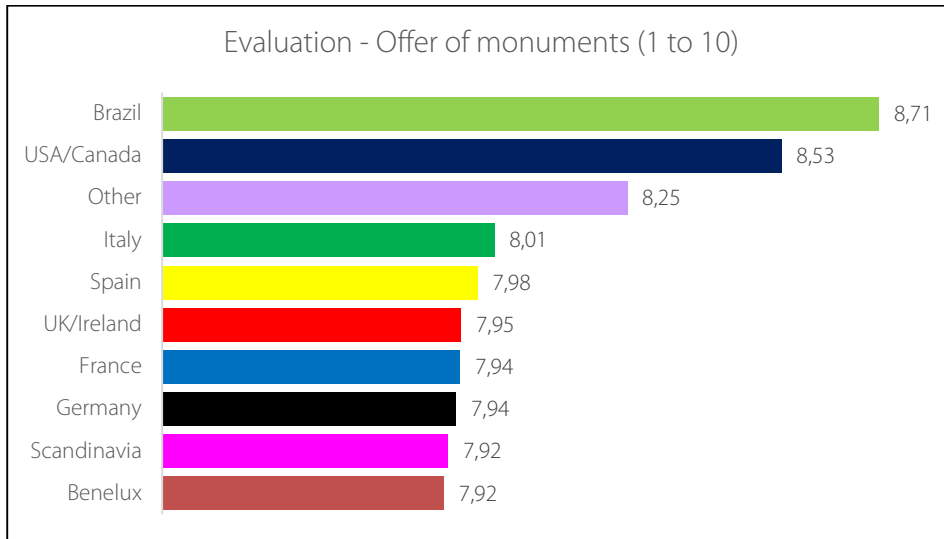


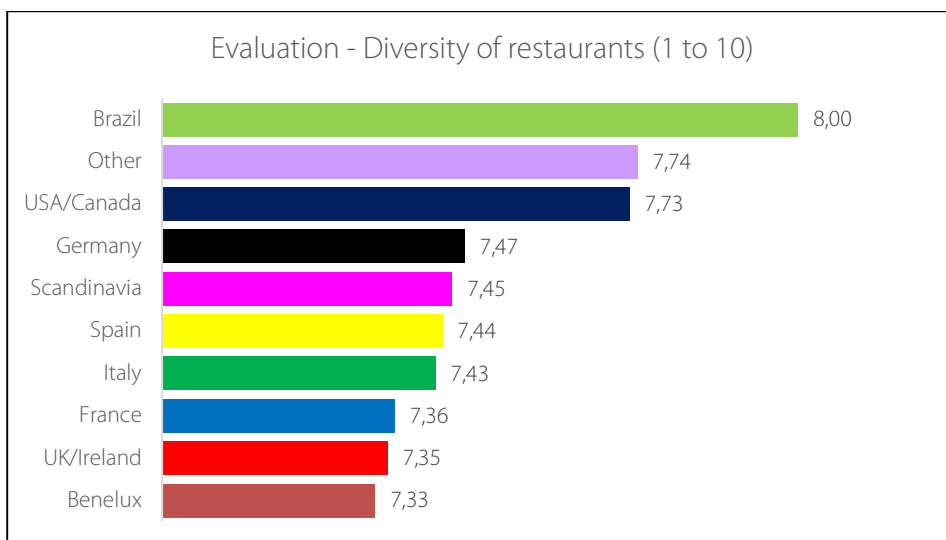
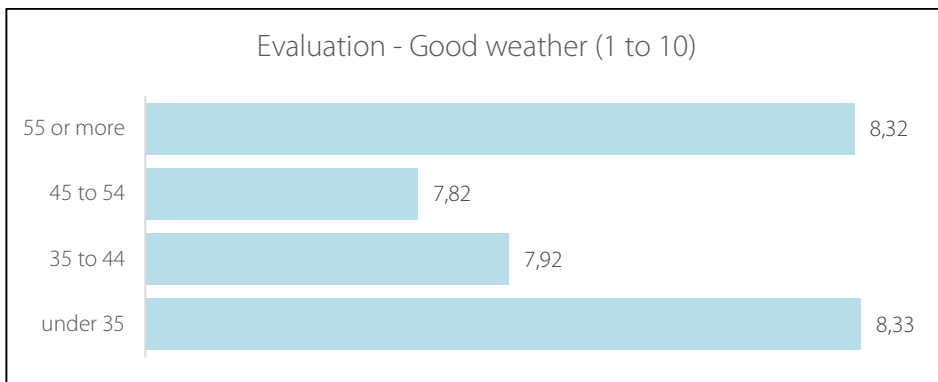
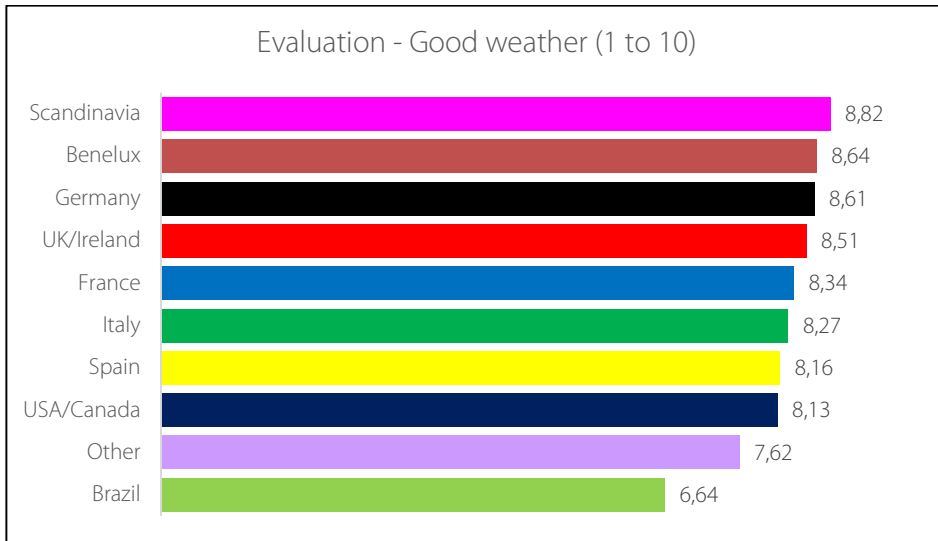


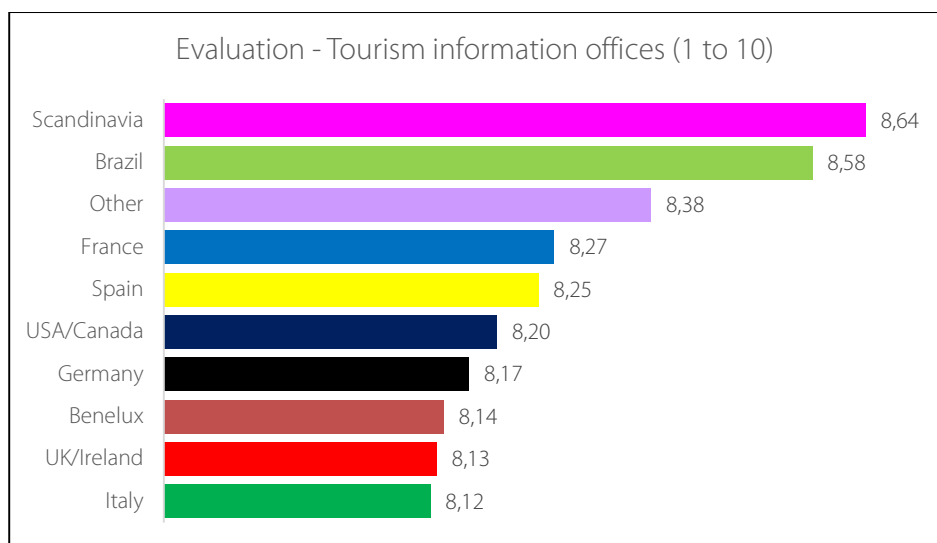
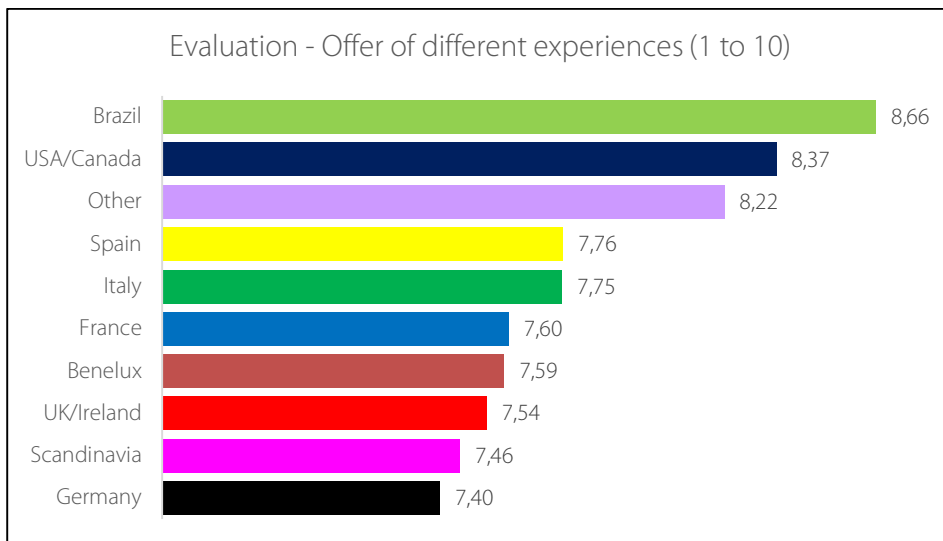
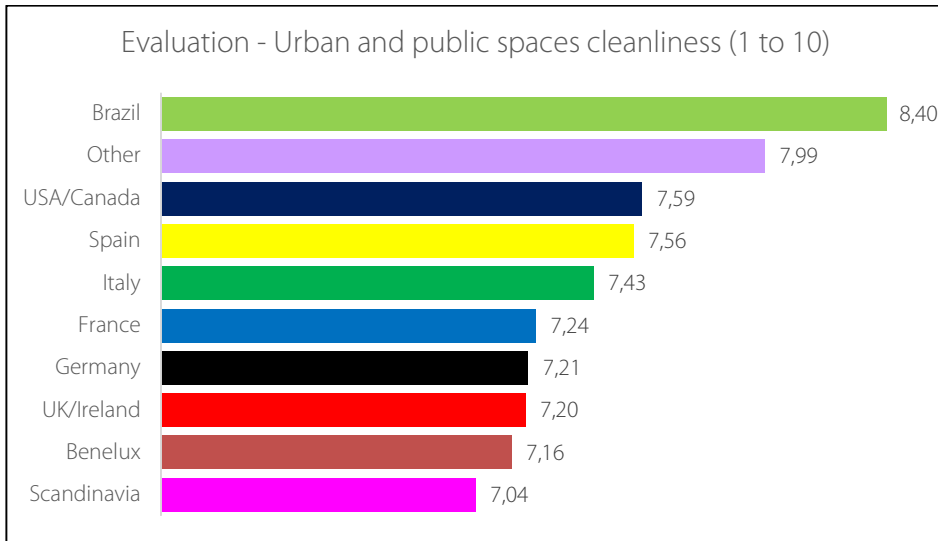


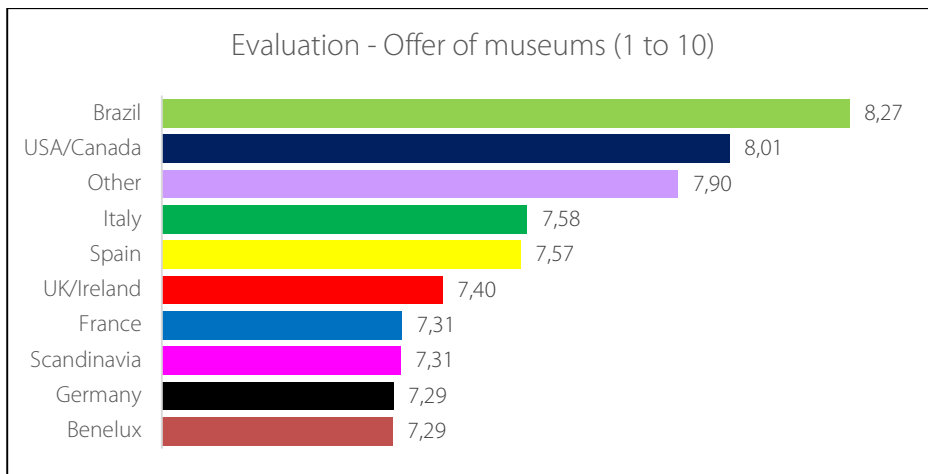
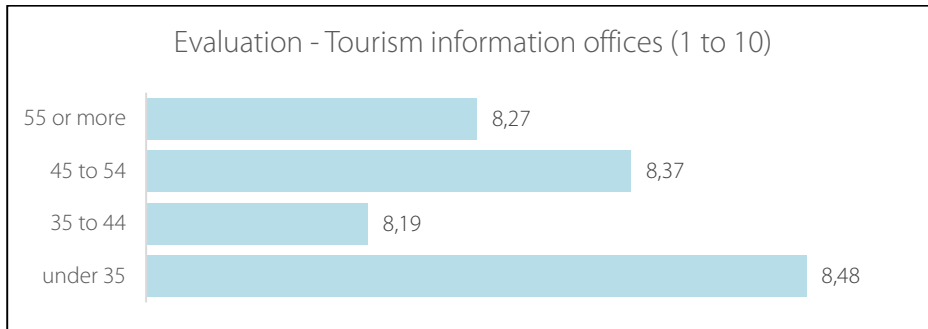






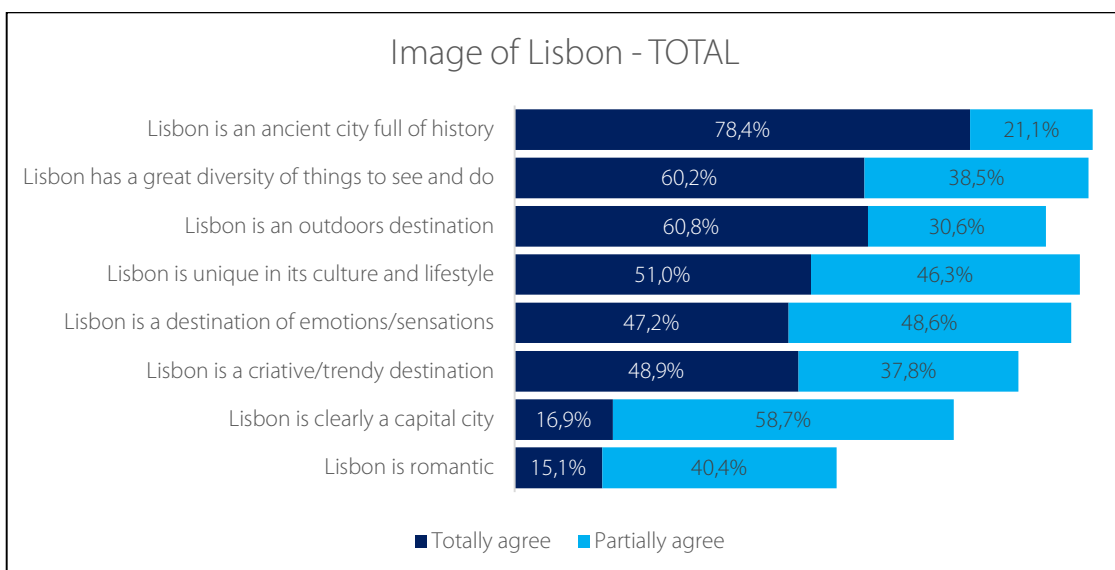






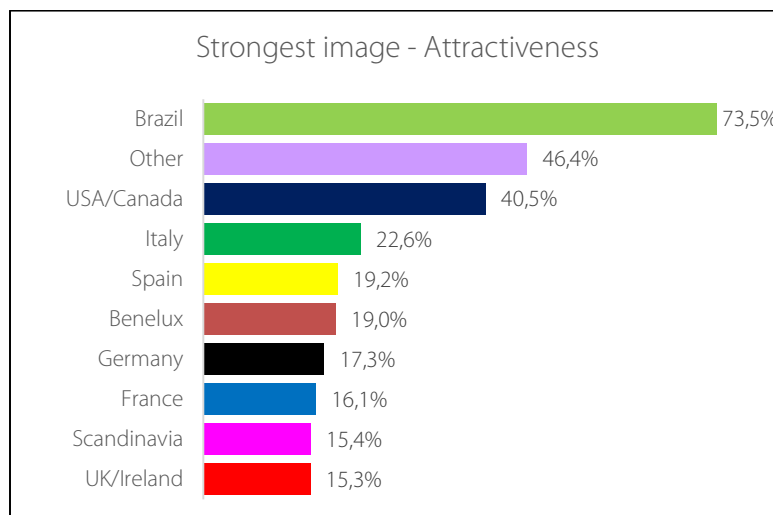
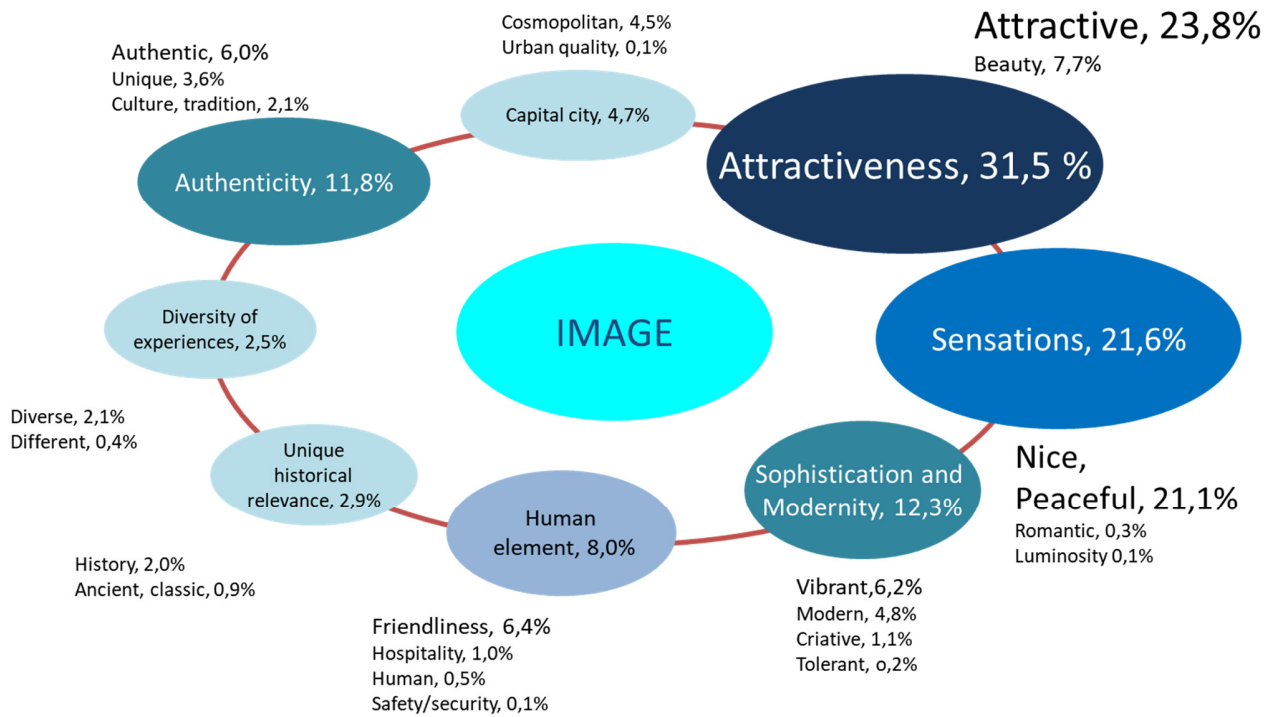
## 5. IMAGE OF LISBON AS A DESTINATION

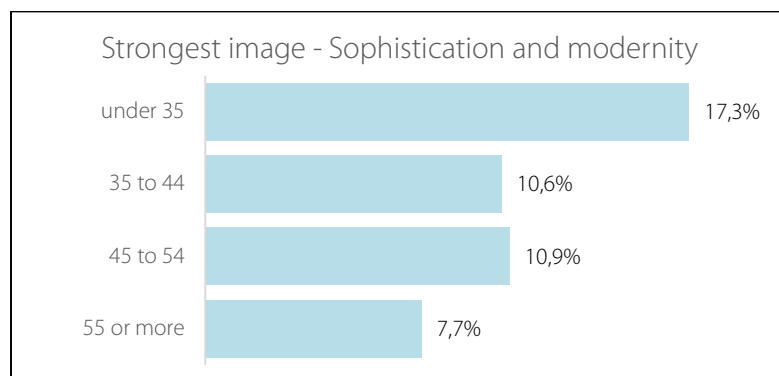
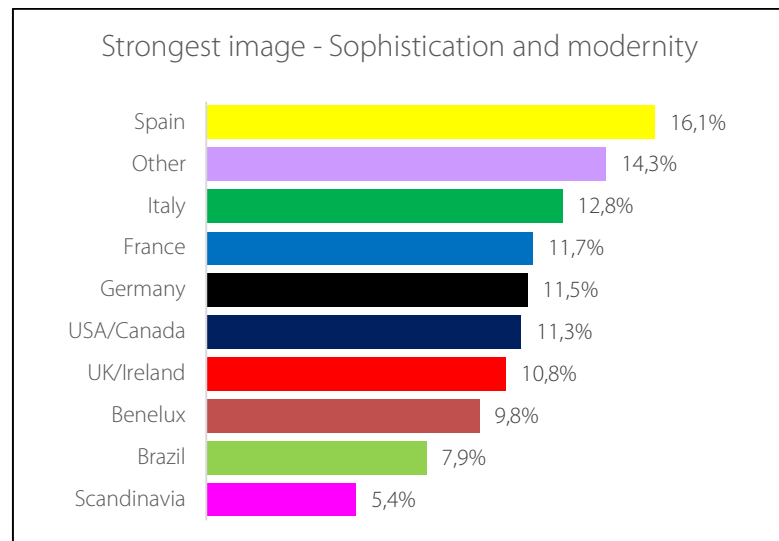
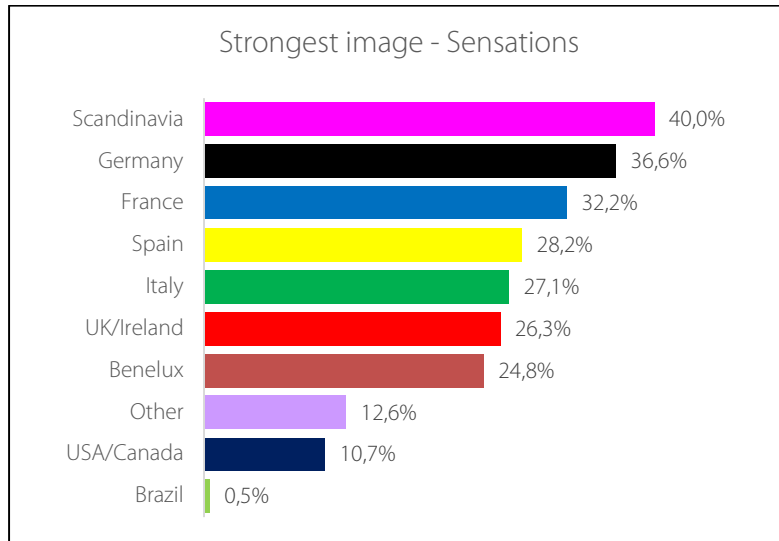
### RECOGNITION OF THE ATTRIBUTES OF LISBON'S VALUE PROPOSITION

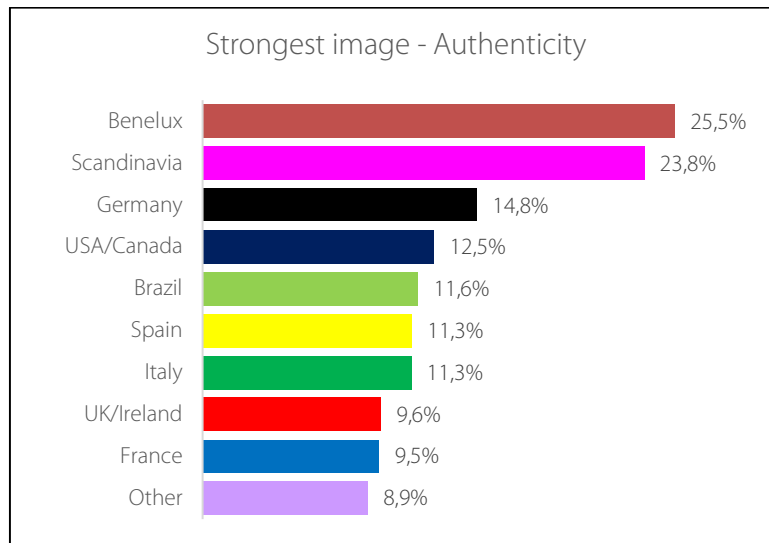


## THE STRONGEST IMAGE OF LISBON

### 2022 What is Lisbon's strongest image?

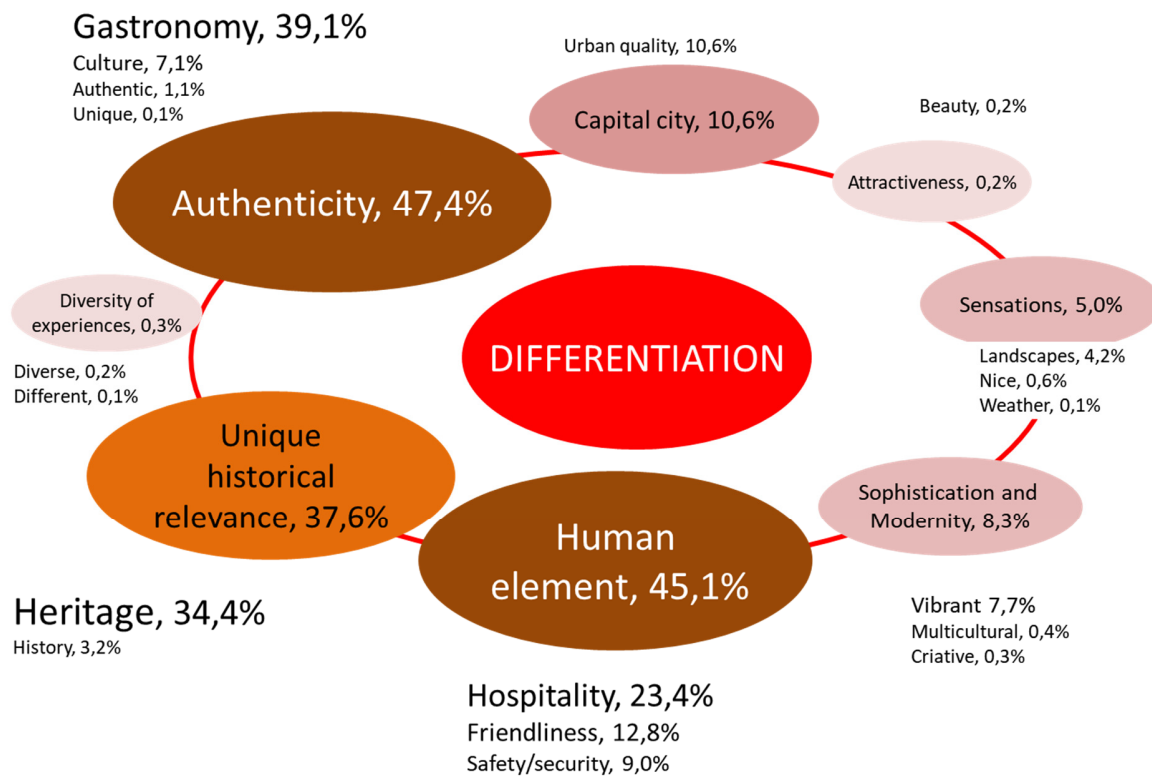


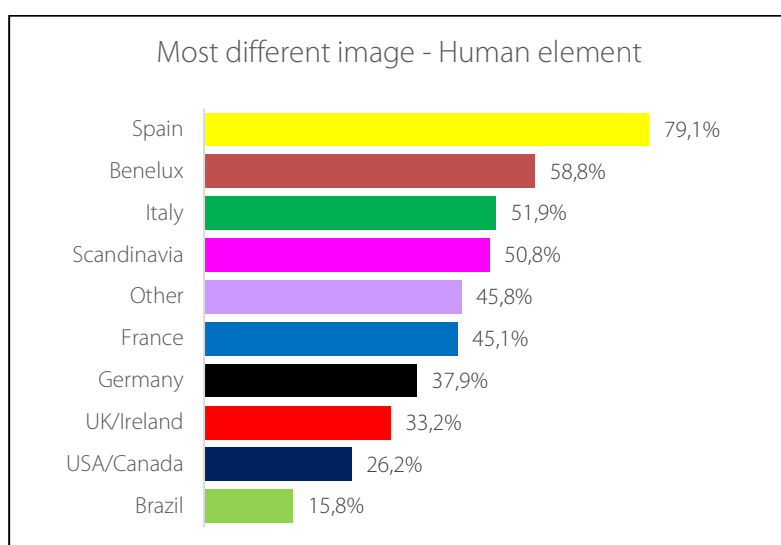
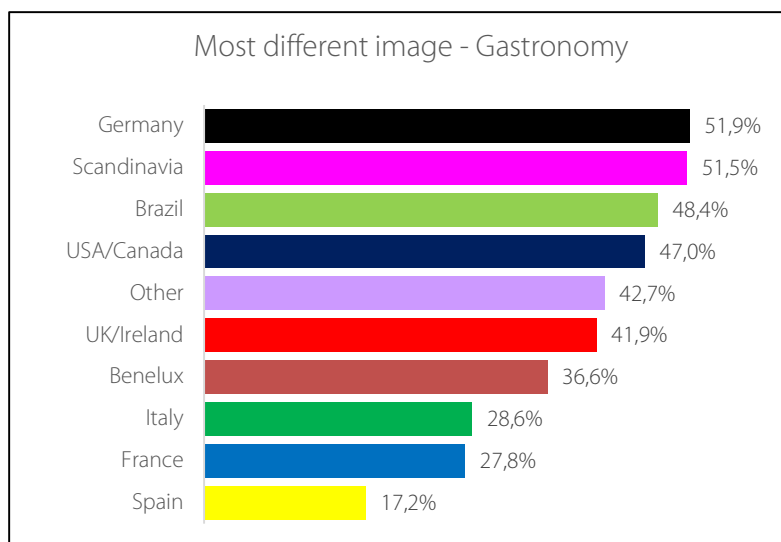
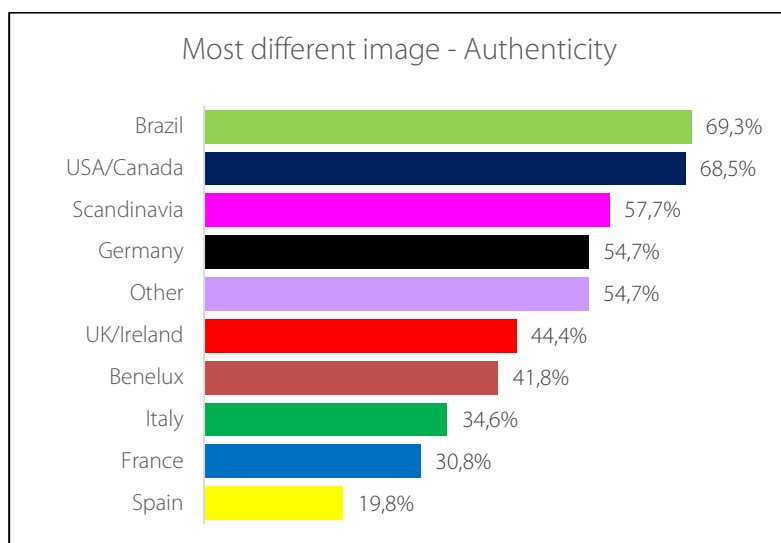




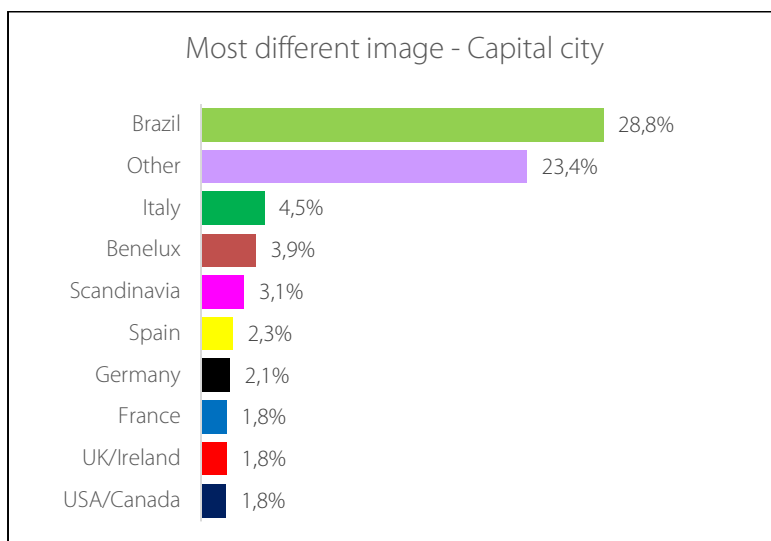
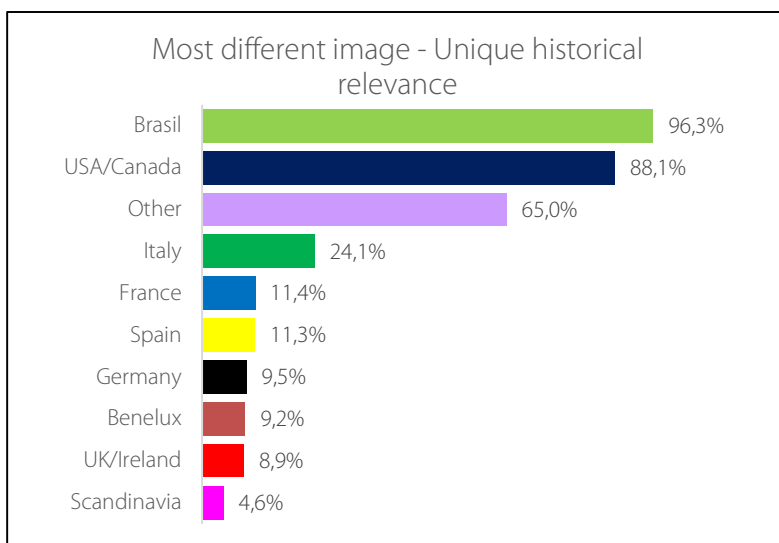
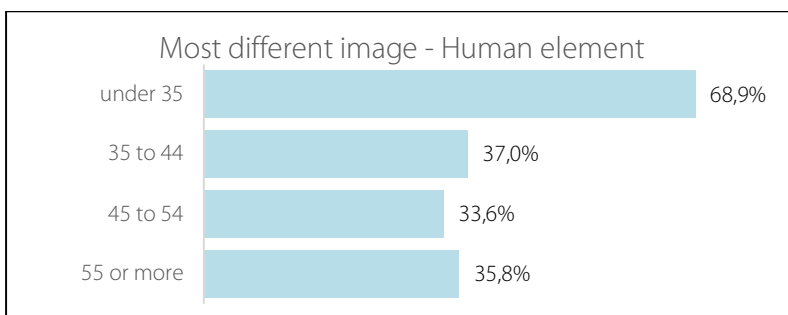
## THE DIFFERENTIATING IMAGE OF LISBON

### 2022 In what is Lisbon different?

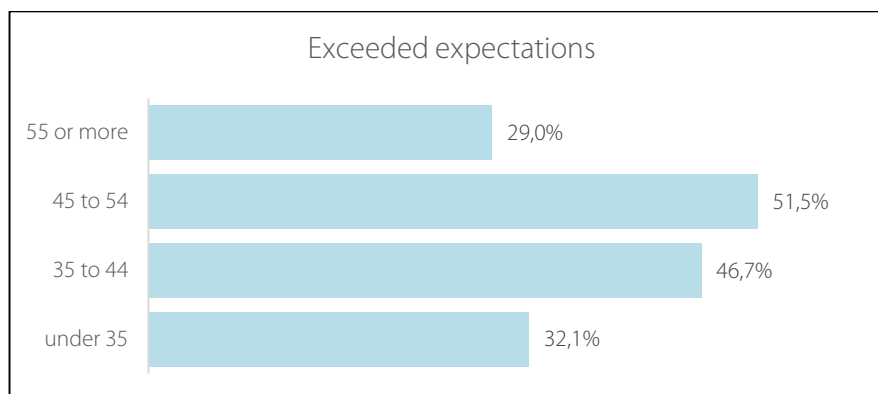
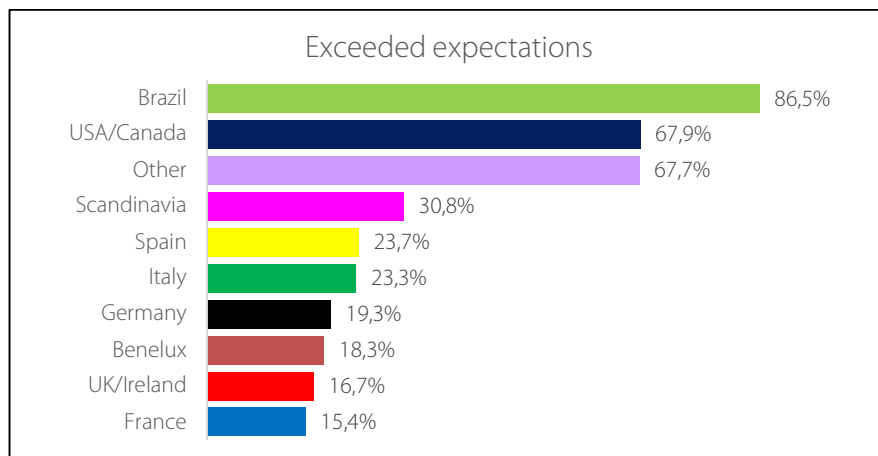


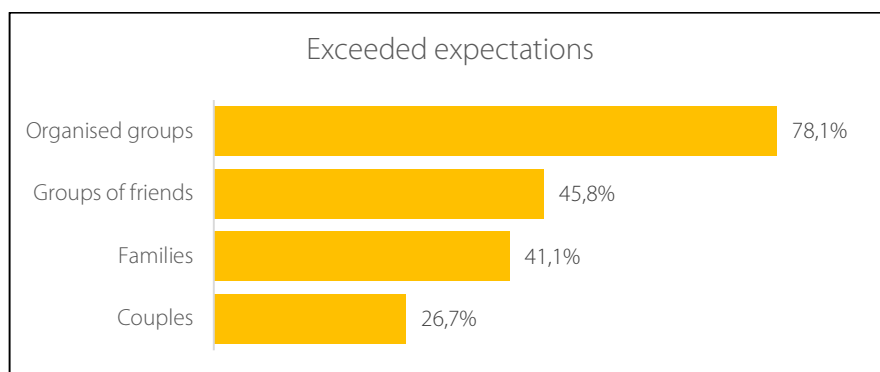






## 6. REALITY VS. EXPECTATIONS





## 7. PROBABILITY OF RETURNING



## 8. RECOMMENDATION

