

# SURVEY TO THE PURPOSE OF TRIP

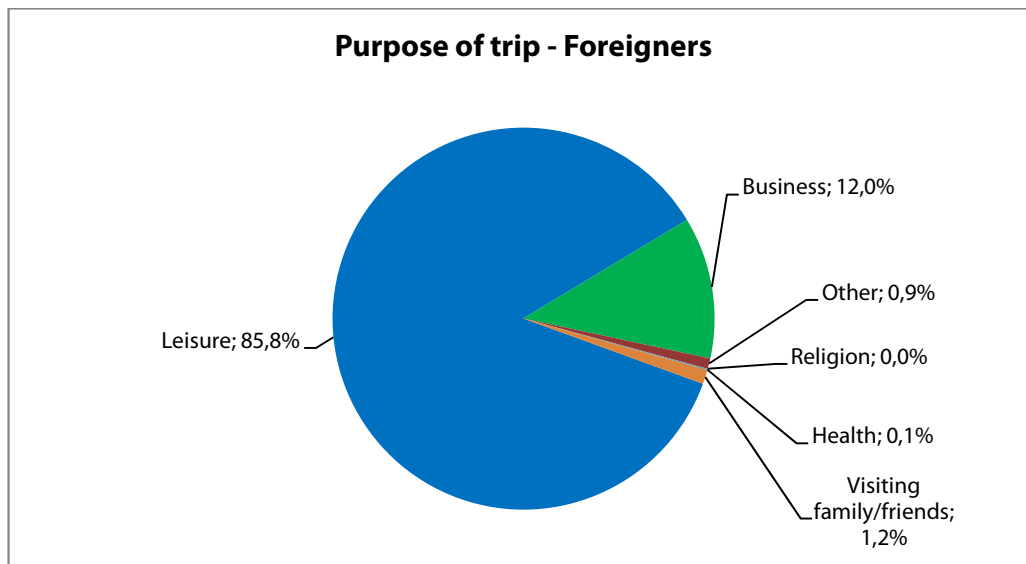
2015

LISBON CITY



# 1 MOTIVE AND PURPOSE OF TRIP

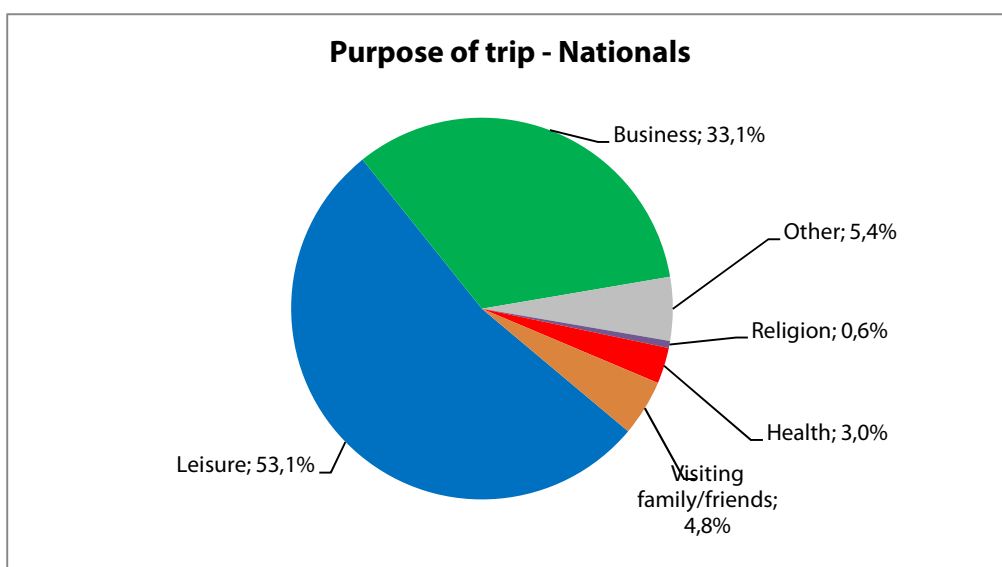
## 1.1 FOREIGNERS



Motivational segments	Foreigners
City & Short Breaks	69,67%
Sun and Sea	10,41%
Private business	6,53%
MI	5,20%
Touring Portugal	4,90%
Visiting family/friends	1,20%
Sport events	0,32%
Cultural events	0,27%
Training	0,23%
Fair	0,20%
Nature	0,18%
Health	0,09%
Incentive	0,07%
Golf	0,05%
Religious Tourism	0,05%
Other	0,64%

PURPOSE OF TRIP	Foreigners
Visit monuments and museums	79,9%
To know the Portuguese culture	74,3%
Gastronomy and wine	68,3%
To know different local customs	65,9%
To know the modern Lisbon	58,9%
Have fun with friends	37,4%
Rest/Relax	33,0%
Contact with local people	30,3%
Sightseeing	29,9%
Nightlife	16,9%
To be with family	14,0%
Contact with Nature	8,6%
Professional business	8,6%
Take advantage of good weather	6,8%
Attend cultural events	6,6%
Stay at a good hotel	4,7%
Go to recommended restaurants	4,1%
Play sports	1,6%
Attend sport events	1,0%
Health reasons	0,1%

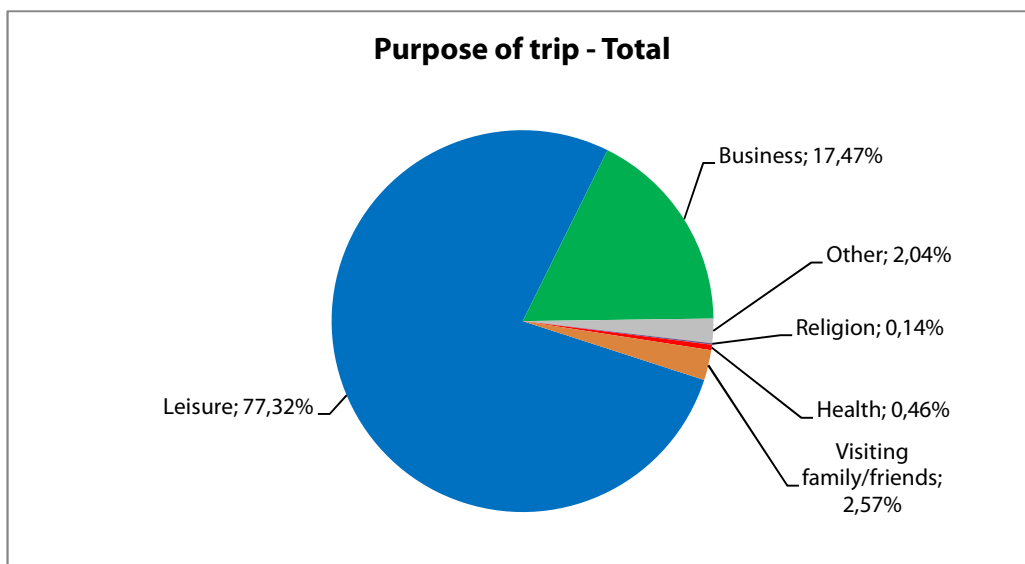
### 1.2 NATIONALS



Motivational segments	Nationals
City & Short Breaks	50,97%
MI	16,83%
Private business	15,43%
Visiting family/friends	4,75%
Training	3,64%
Health	3,05%
Sport events	1,00%
Fair	0,82%
Cultural events	0,70%
Religious Tourism	0,59%
Touring Portugal	0,18%
Cruise	0,12%
Sun and Sea	0,12%
Golf	0,06%
Other	1,76%

PURPOSE OF TRIP	Nationals
Sightseeing	35,4%
Visit monuments and museums	31,8%
Rest/Relax	29,3%
Professional business	25,2%
Have fun with friends	17,5%
To be with family	15,1%
Go to recommended restaurants	10,9%
Nightlife	8,6%
Attend cultural events	5,6%
Contact with Nature	4,5%
Stay at a good hotel	4,5%
To know the modern Lisbon	3,6%
Health reasons	2,9%
Gastronomy and wine	2,3%
Attend sport events	2,2%
Contact with local people	1,2%
Take advantage of good weather	0,9%
To know different local customs	0,5%
To know the Portuguese culture	0,5%
Play sports	0,3%

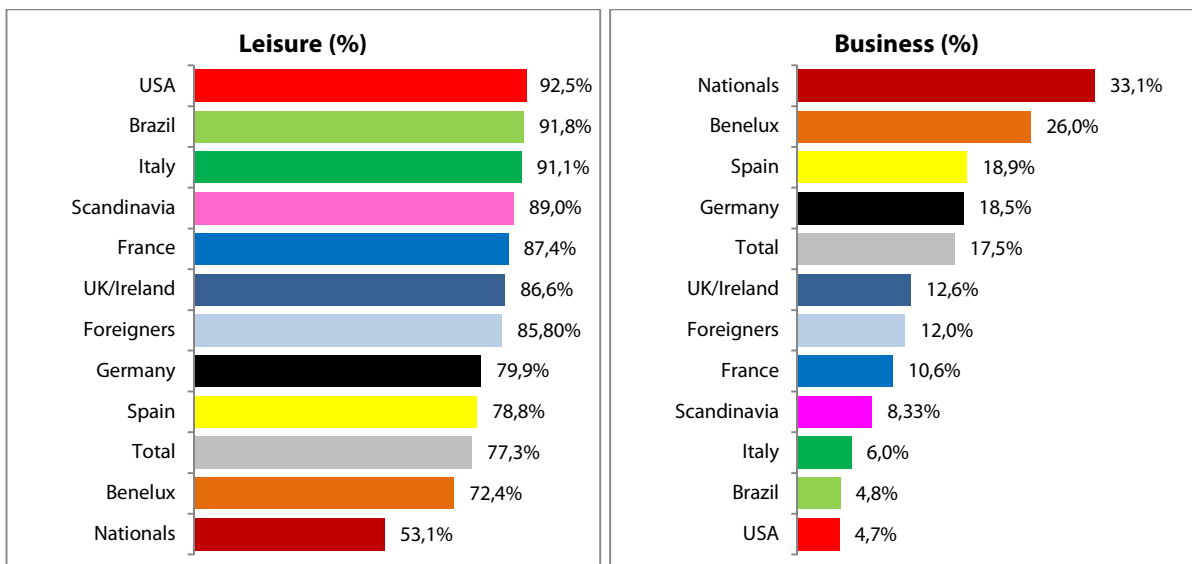
### 1.3 TOTAL

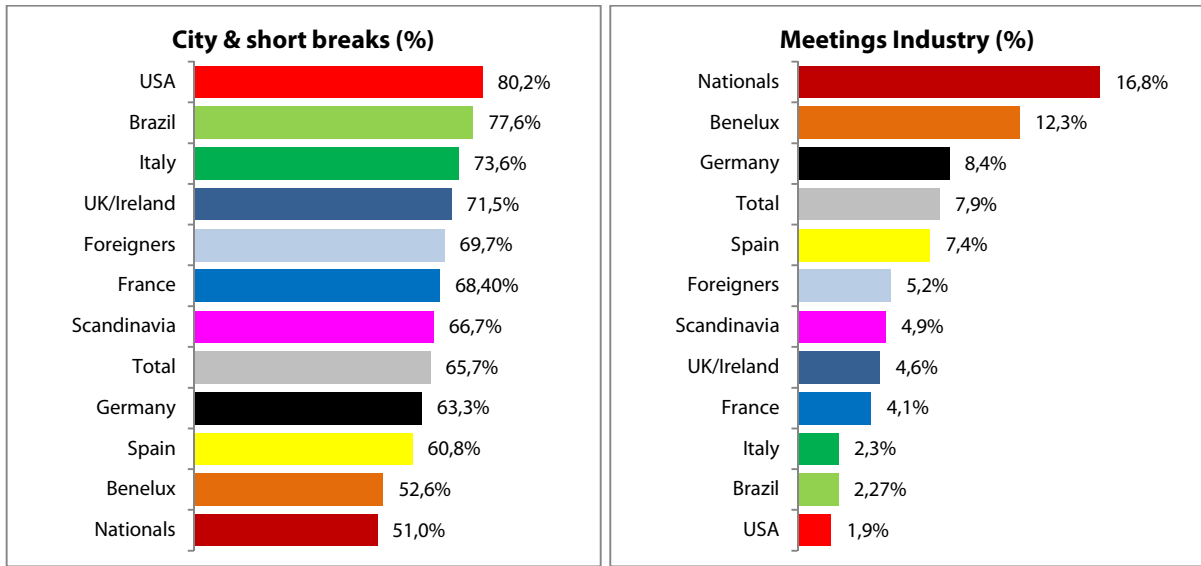


Motivational segments	Total
City & Short Breaks	65,74%
Private business	9,16%
MI	7,91%
Sun and Sea	6,99%
Touring Portugal	3,34%
Visiting family/friends	2,57%
Training	0,75%
Sport events	0,59%
Health	0,46%
Cultural events	0,45%
Fair	0,33%
Religious Tourism	0,14%
Nature	0,12%
Incentive	0,07%
Golf	0,05%
Cruise	0,04%
Other	1,29%

PURPOSE OF TRIP	Total
Visit monuments and museums	66,5%
To know the Portuguese culture	50,5%
Gastronomy and wine	47,5%
To know different local customs	44,3%
To know the modern Lisbon	41,0%
Sightseeing	34,4%
Rest/Relax	33,5%
Have fun with friends	31,6%
Contact with local people	20,9%
To be with family	14,8%
Nightlife	14,7%
Professional business	12,5%
Contact with Nature	7,7%
Go to recommended restaurants	7,2%
Attend cultural events	6,5%
Take advantage of good weather	5,1%
Stay at a good hotel	4,9%
Attend sport events	1,4%
Play sports	1,3%
Health reasons	0,4%

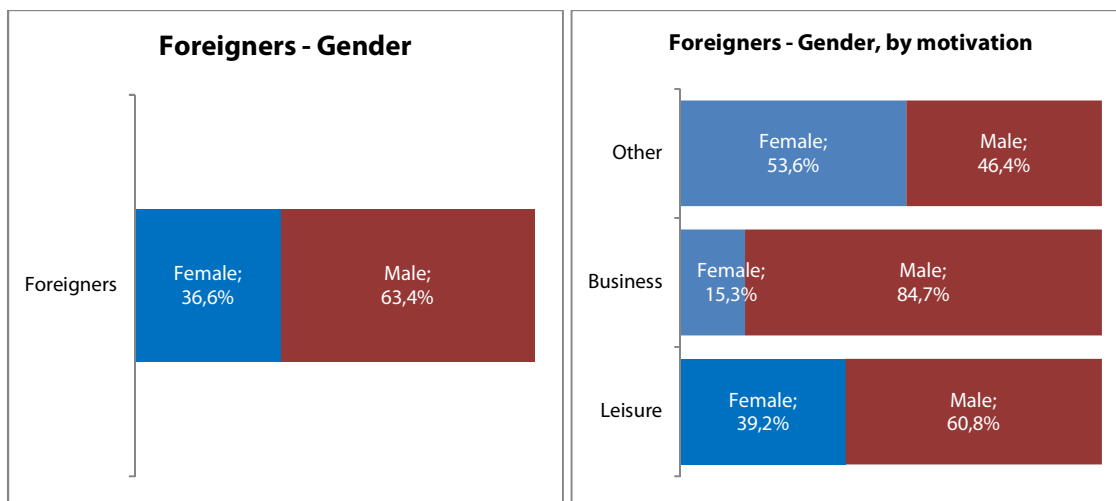
### 1.4 BY NATIONALITY



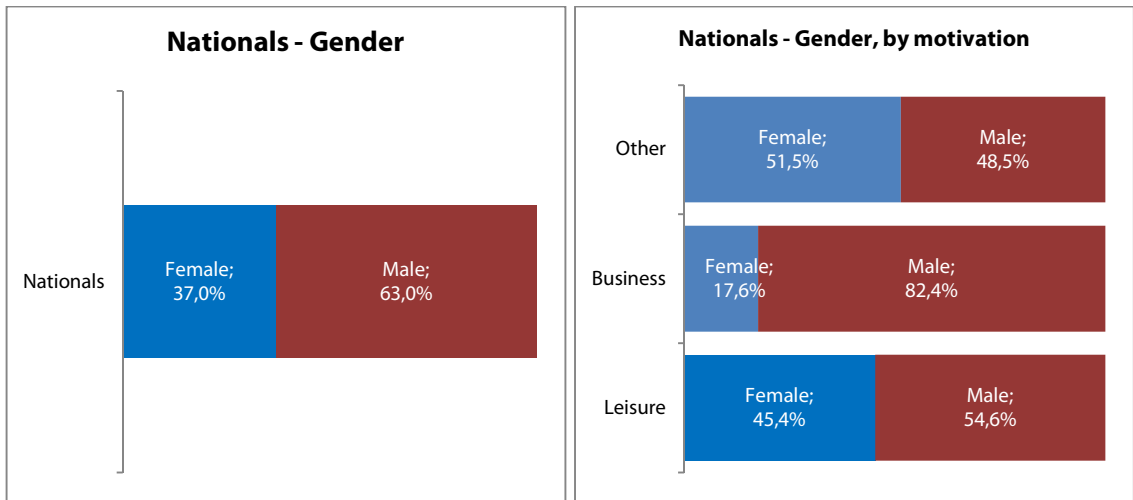


## 2 GENDER

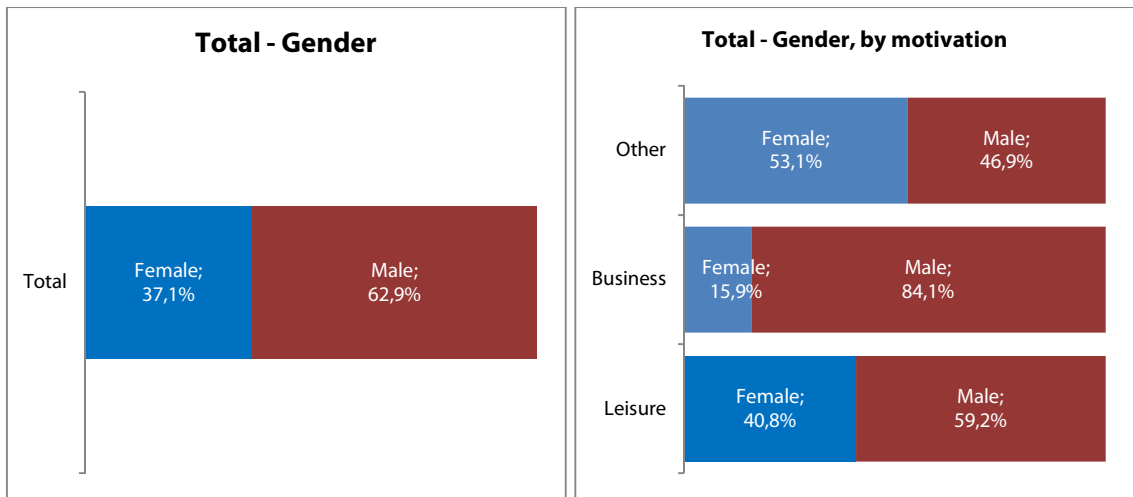
### 2.1 FOREIGNERS



## 2.2 NATIONALS

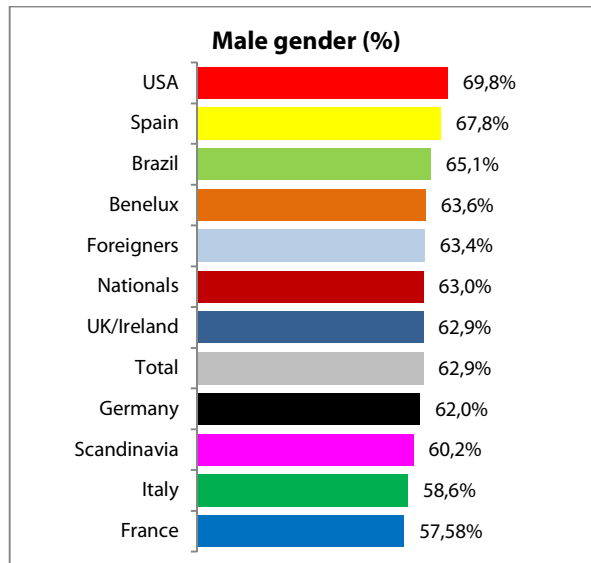


## 2.3 TOTAL



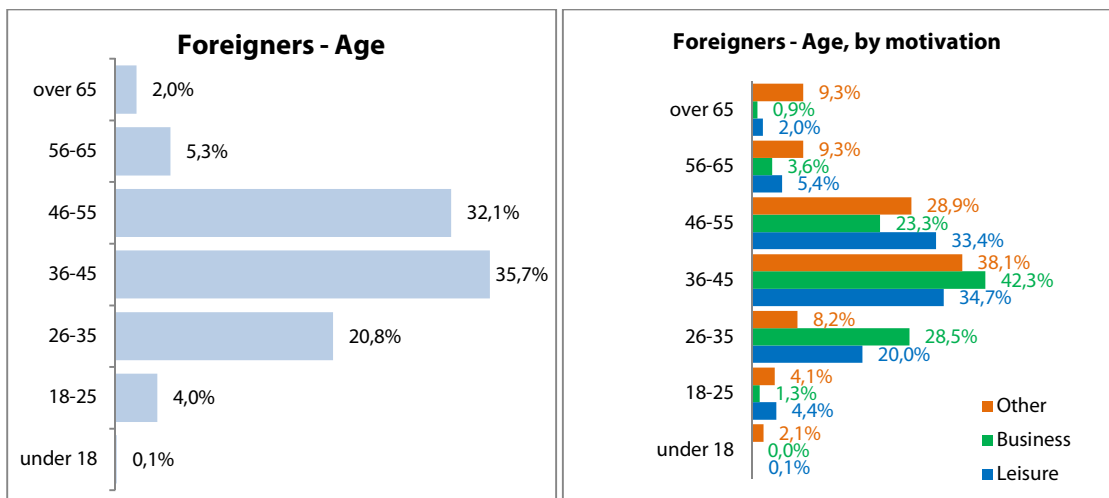


## 2.4 BY NATIONALITY

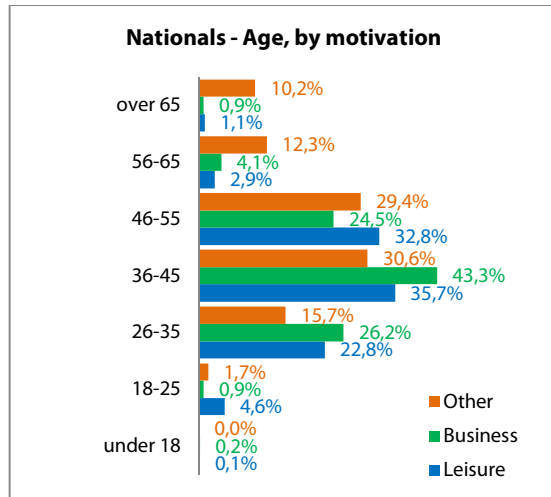
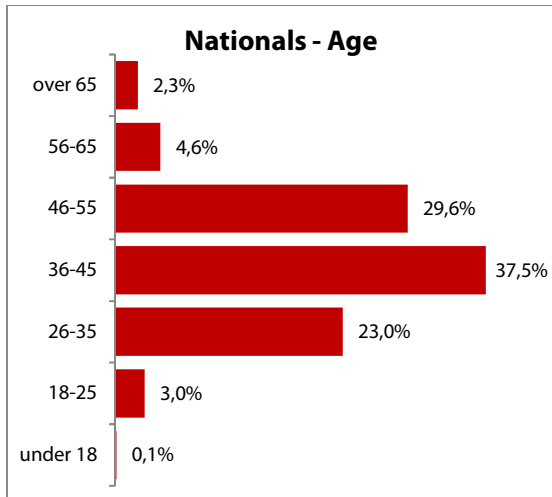


## 3 AGE

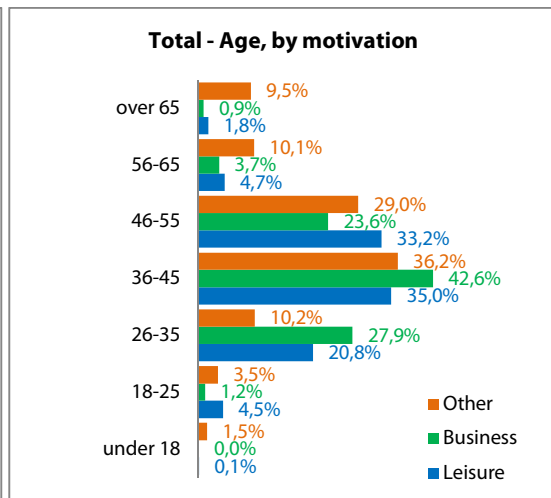
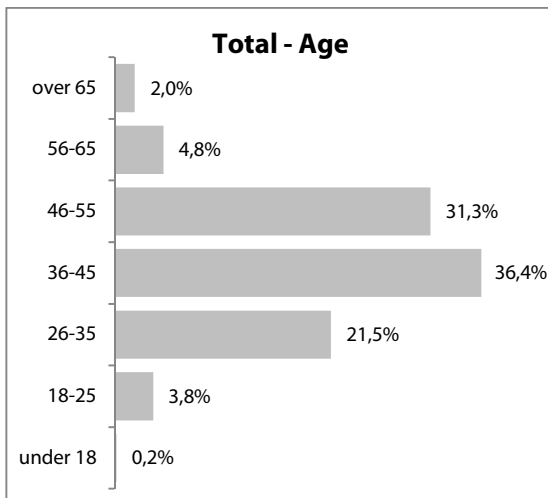
### 3.1 FOREIGNERS



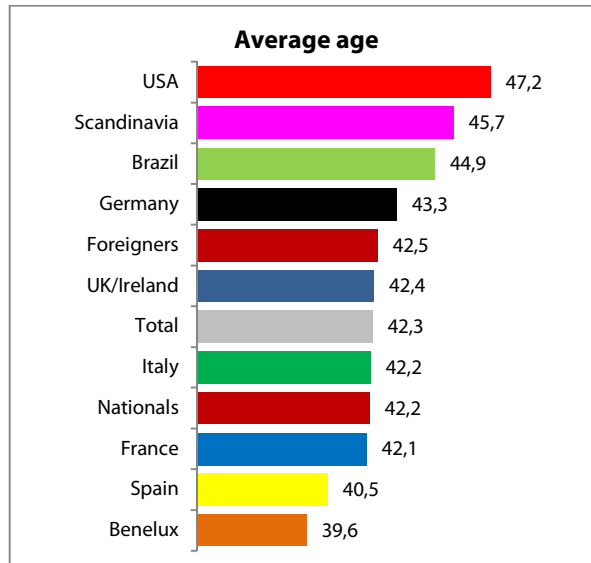
### 3.2 NATIONALS



### 3.3 TOTAL

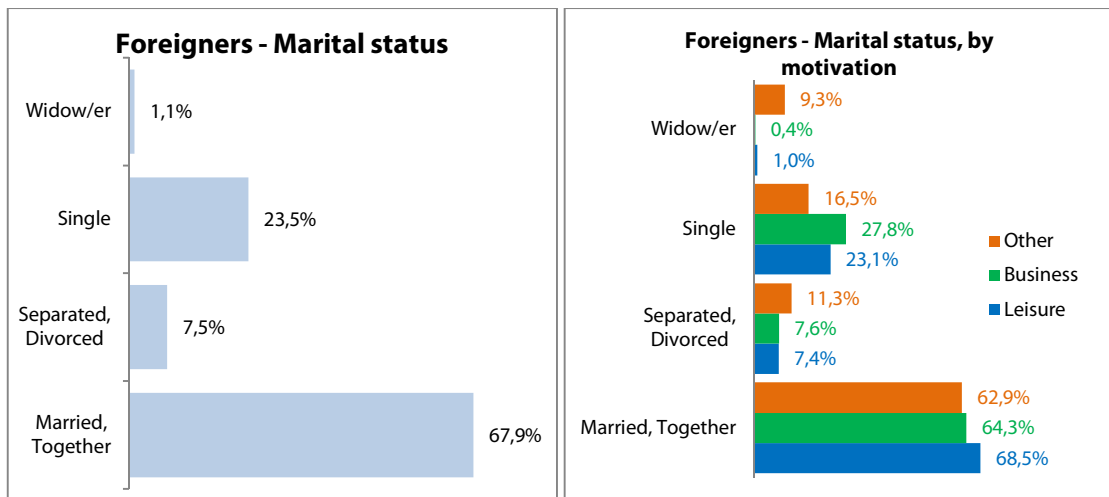


### 3.4 BY NATIONALITY

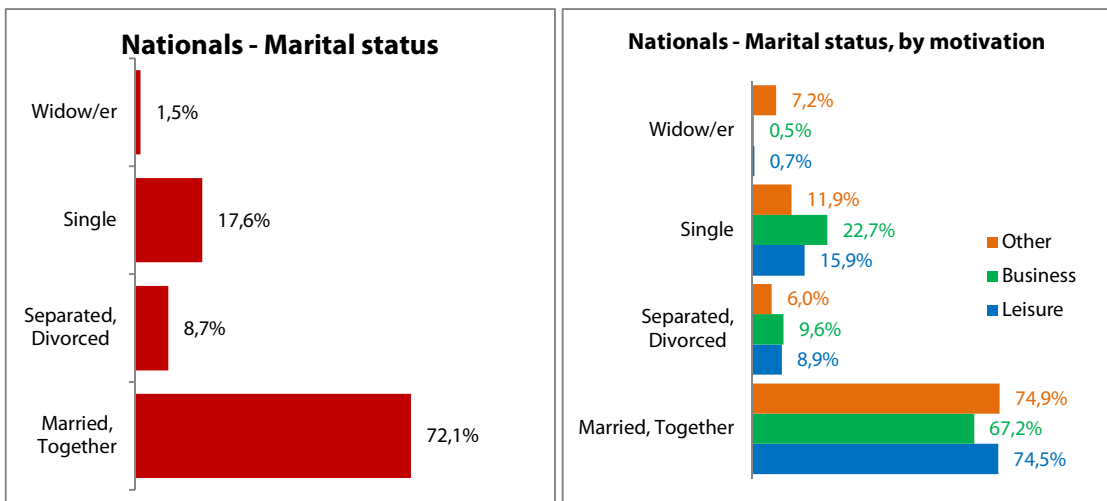


## 4 MARITAL STATUS

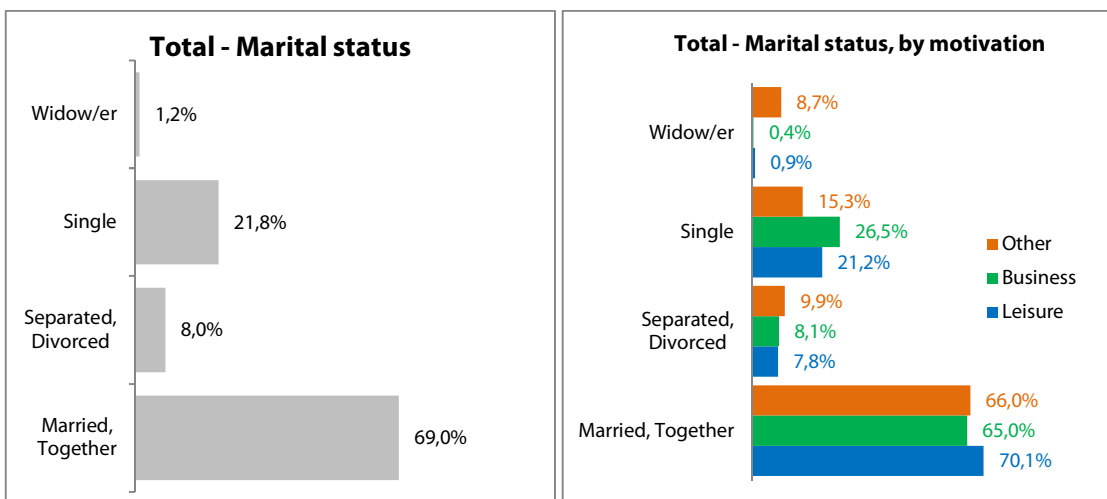
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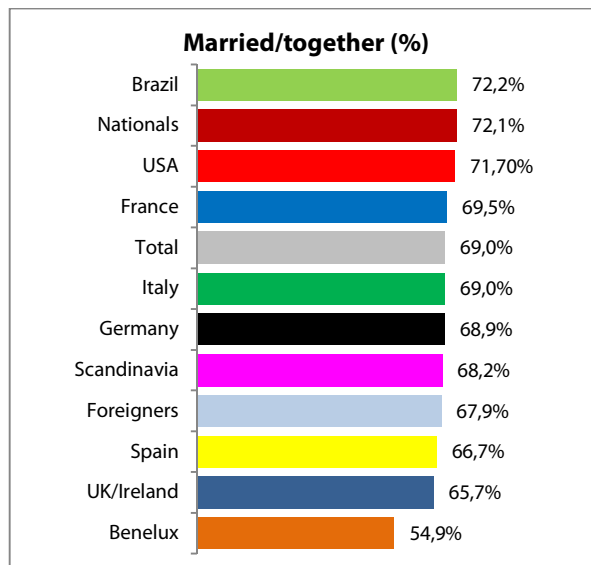
### 4.2 NATIONALS



### 4.3 TOTAL

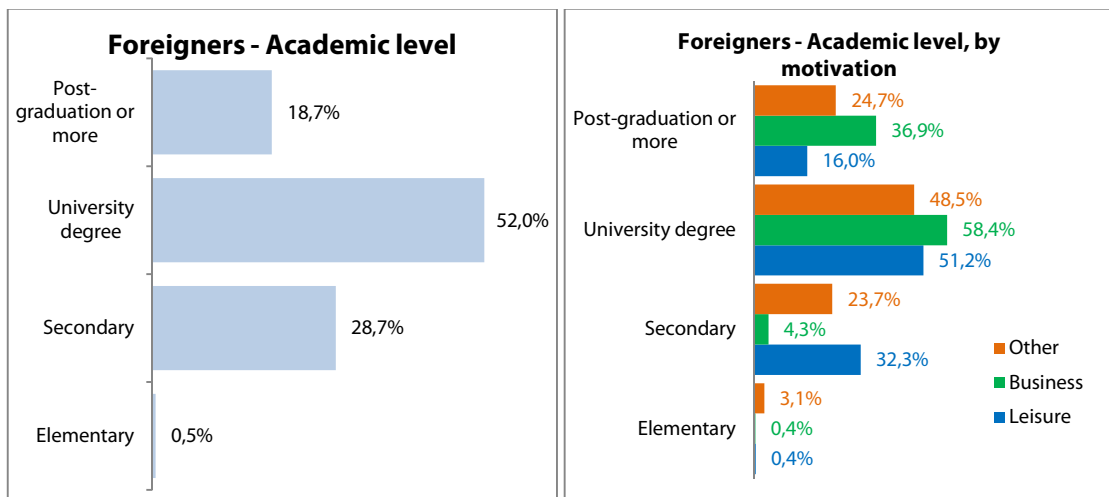


#### 4.4 BY NATIONALITY

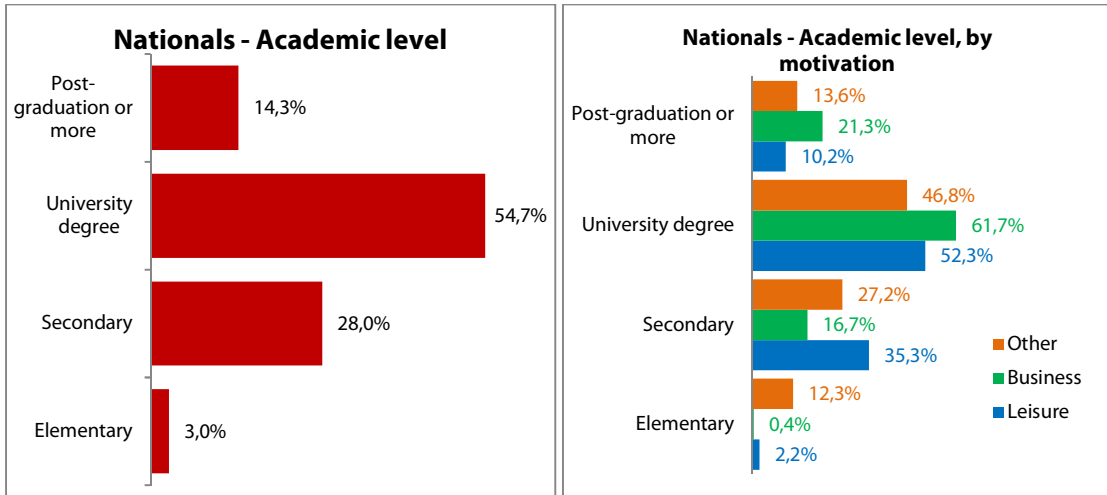


### 5 ACADEMIC LEVEL

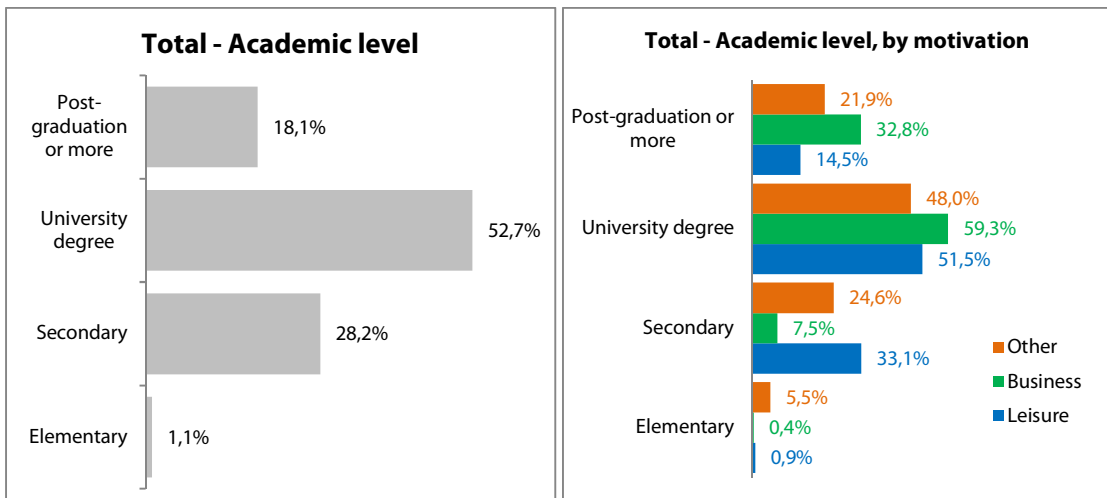
#### 5.1 FOREIGNERS



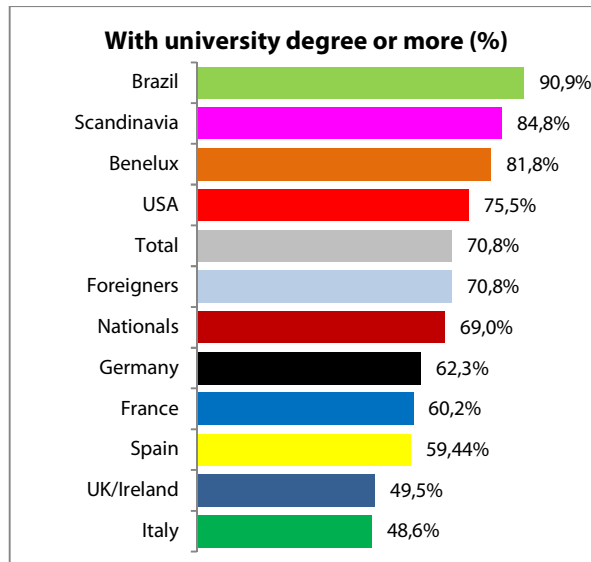
### 5.2 NATIONALS



### 5.3 TOTAL

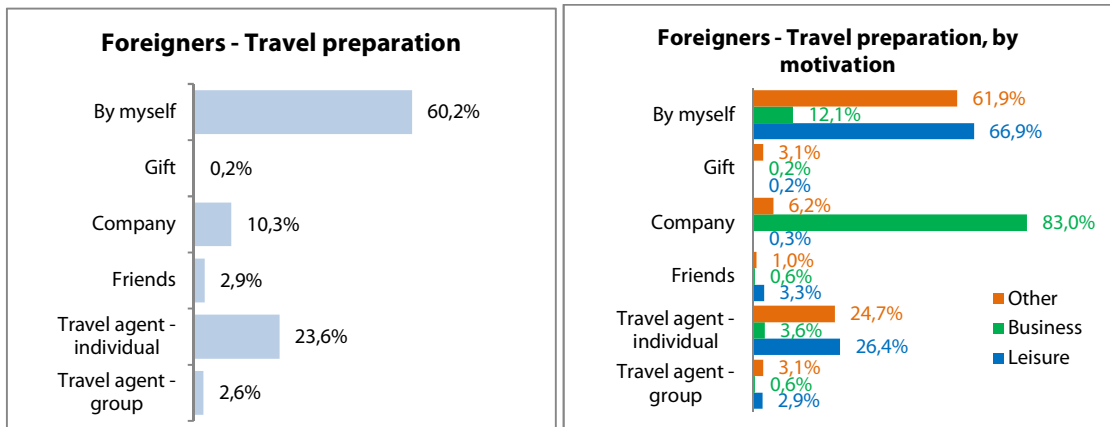


### 5.4 BY NATIONALITY

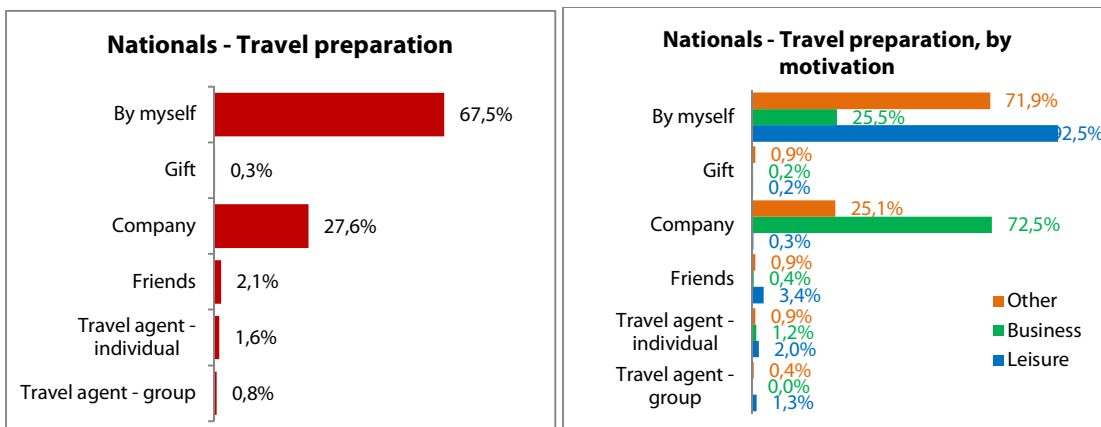


## 6 TRAVEL PREPARATION

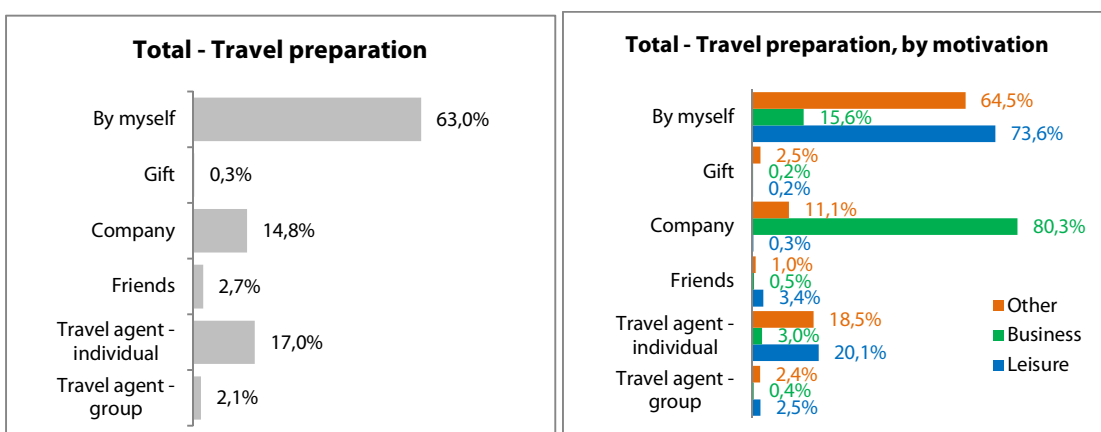
### 6.1 FOREIGNERS



## 6.2 NATIONALS

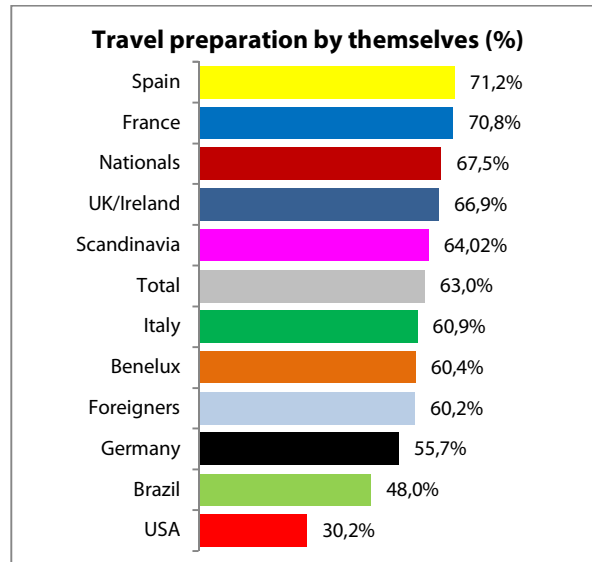


## 6.3 TOTAL



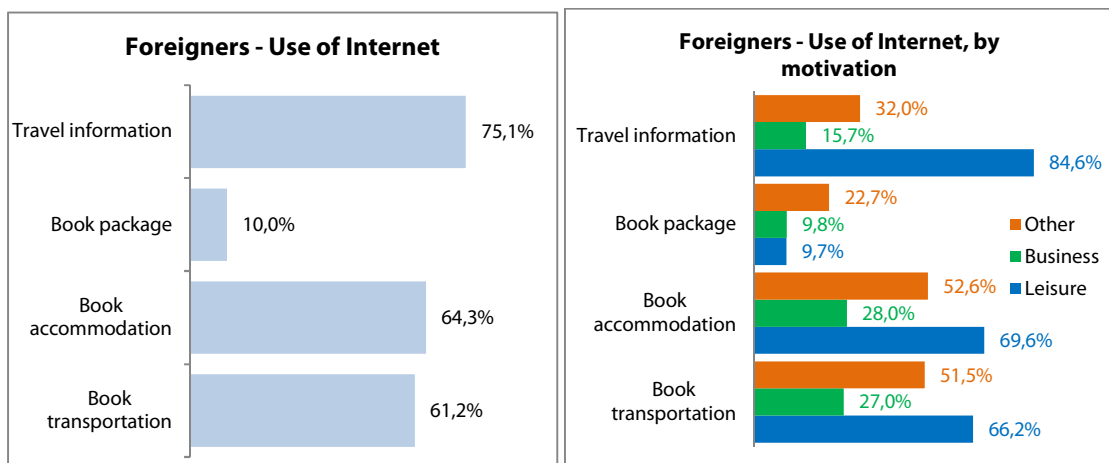


## 6.4 BY NATIONALITY

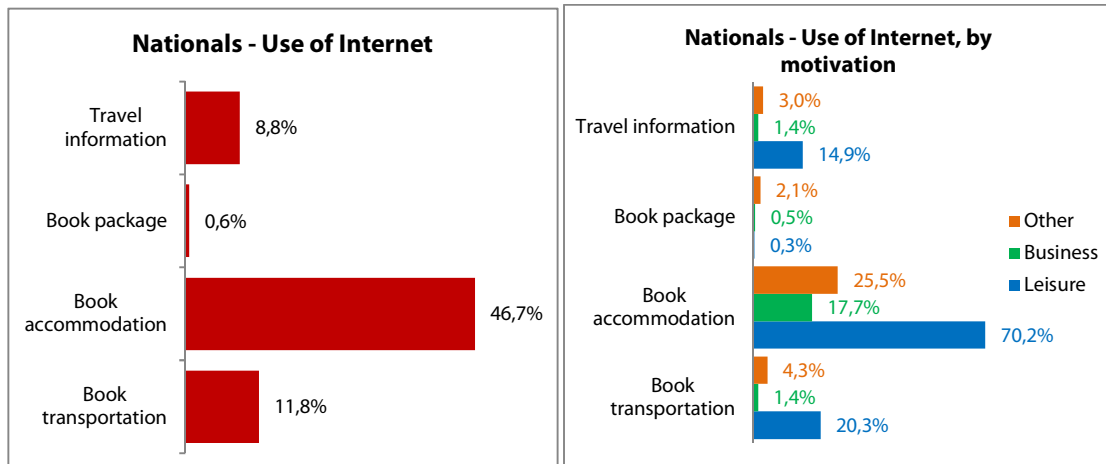


## 7 USE OF INTERNET

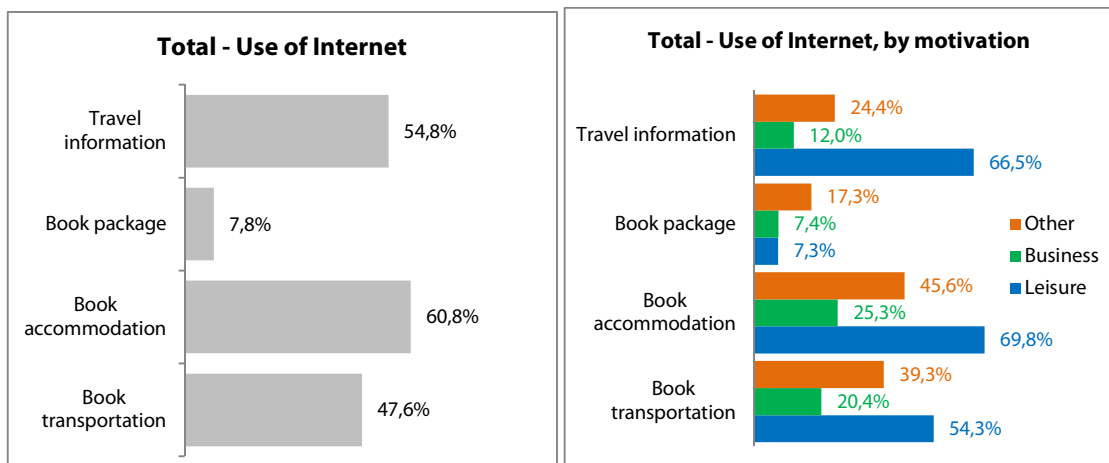
### 7.1 FOREIGNERS



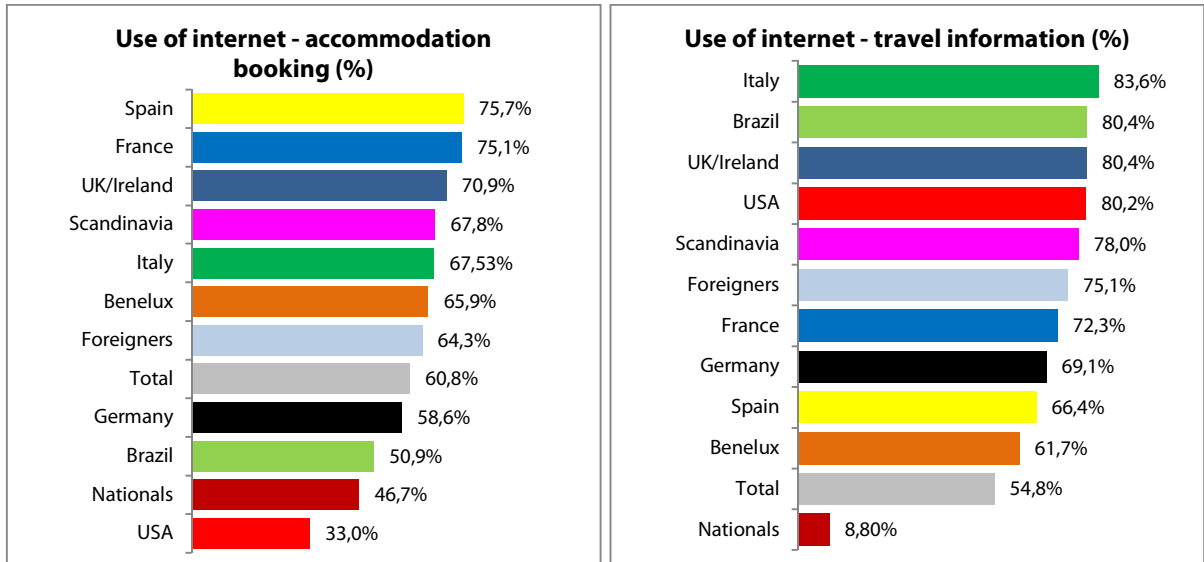
### 7.2 NATIONALS



### 7.3 TOTAL

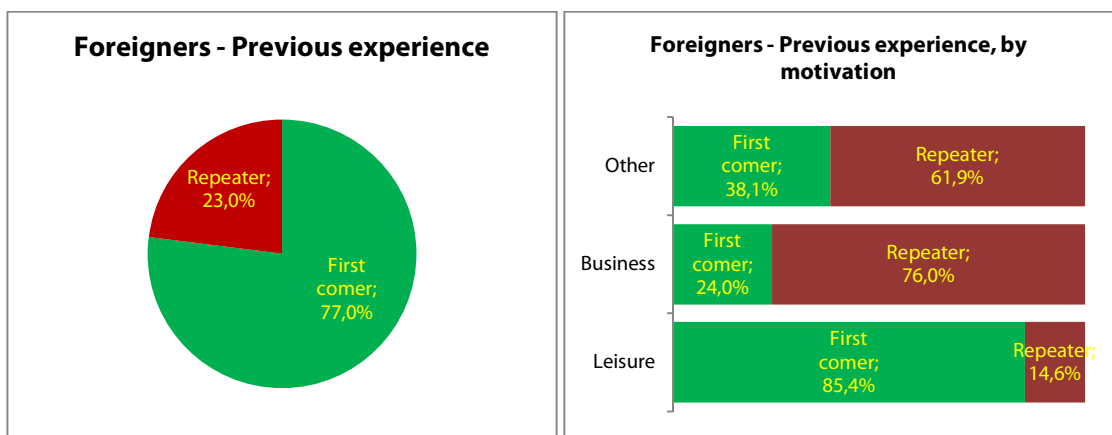


### 7.4 BY NATIONALITY

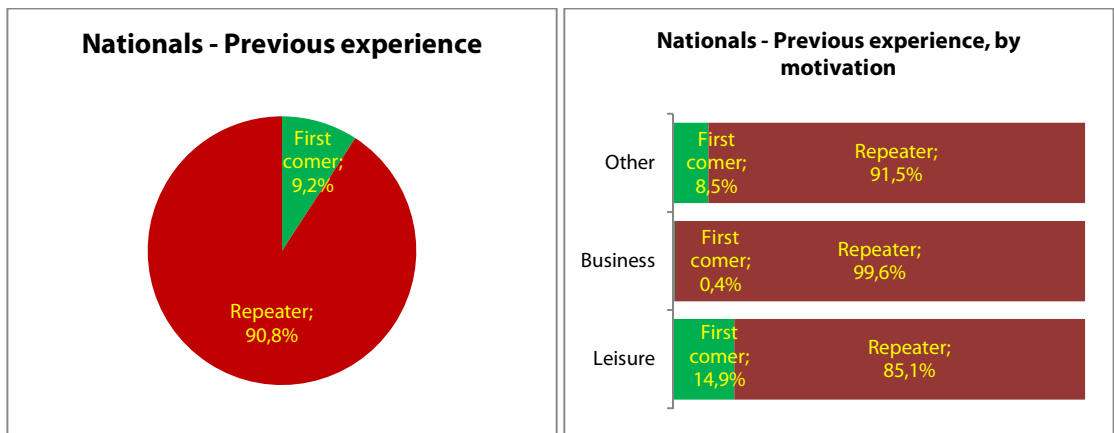


## 8 PREVIOUS EXPERIENCE

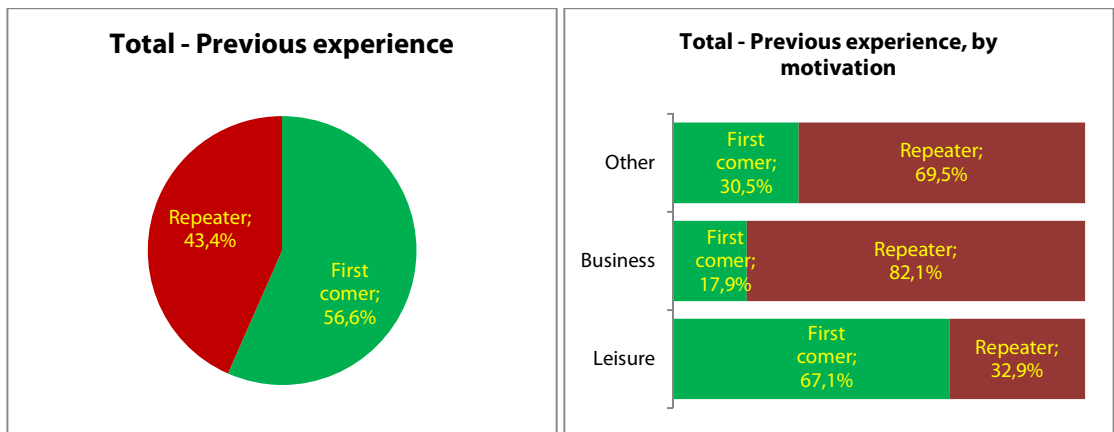
### 8.1 FOREIGNERS



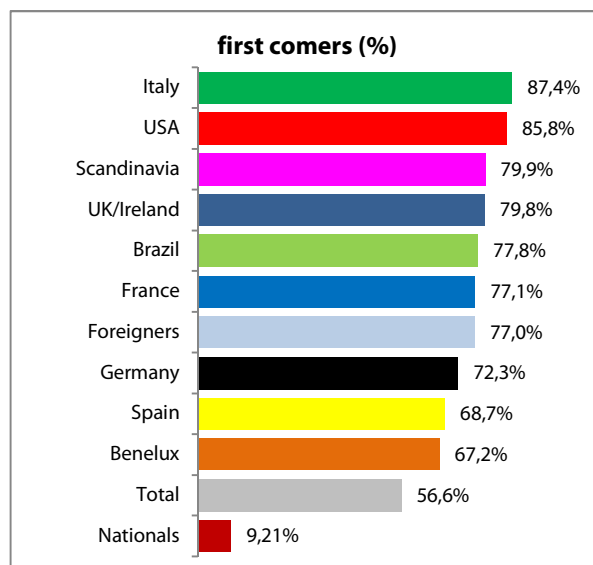
### 8.2 NATIONALS



### 8.3 TOTAL

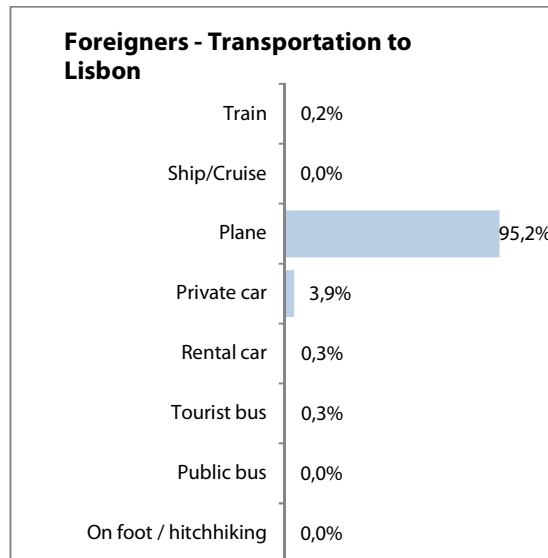


### 8.4 BY NATIONALITY

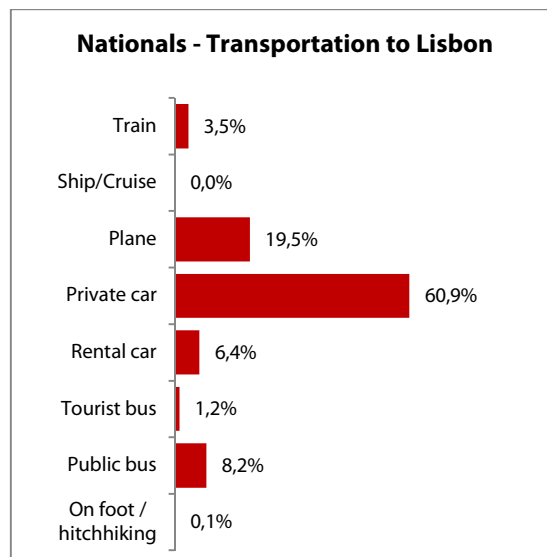


## 9 TRANSPORTATION TO LISBON

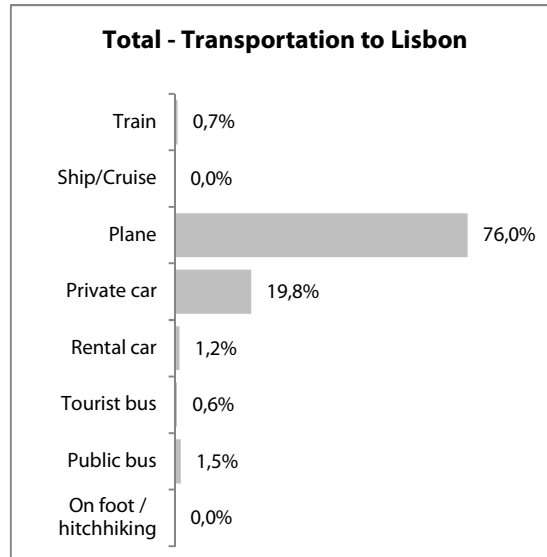
### 9.1 FOREIGNERS



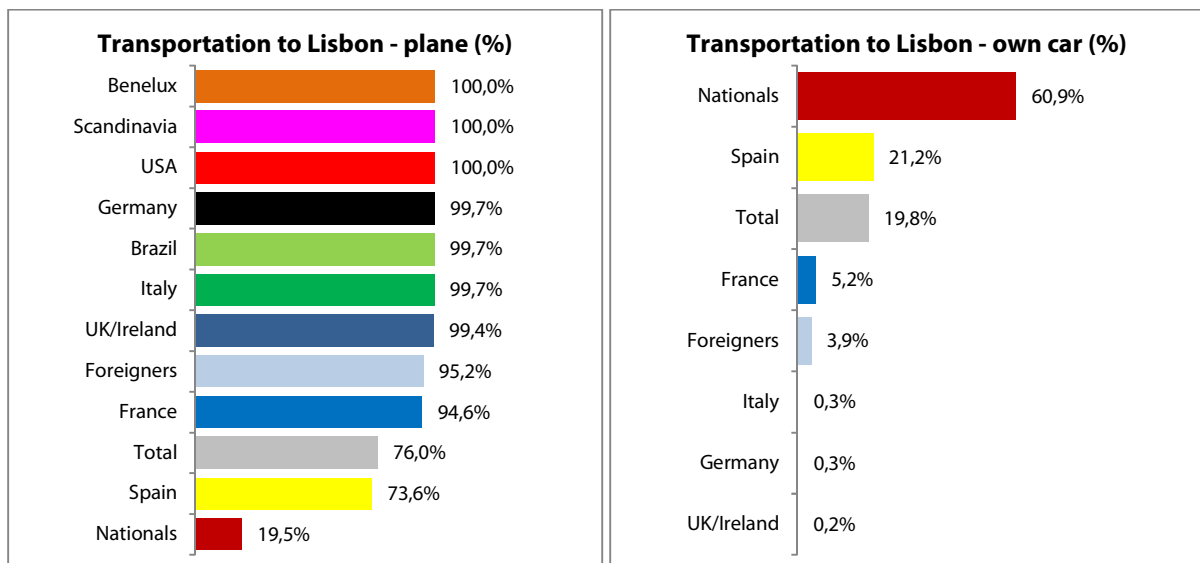
### 9.2 NATIONALS



### 9.3 TOTAL

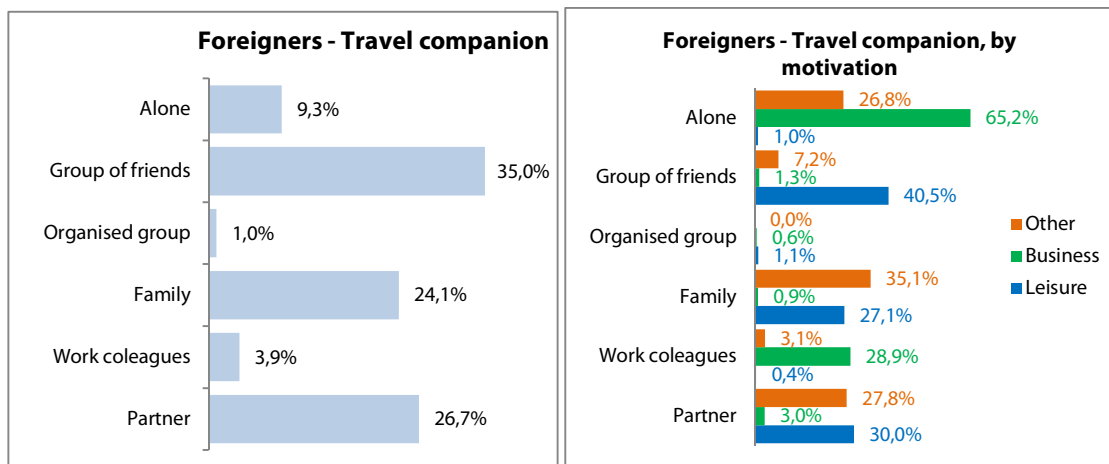
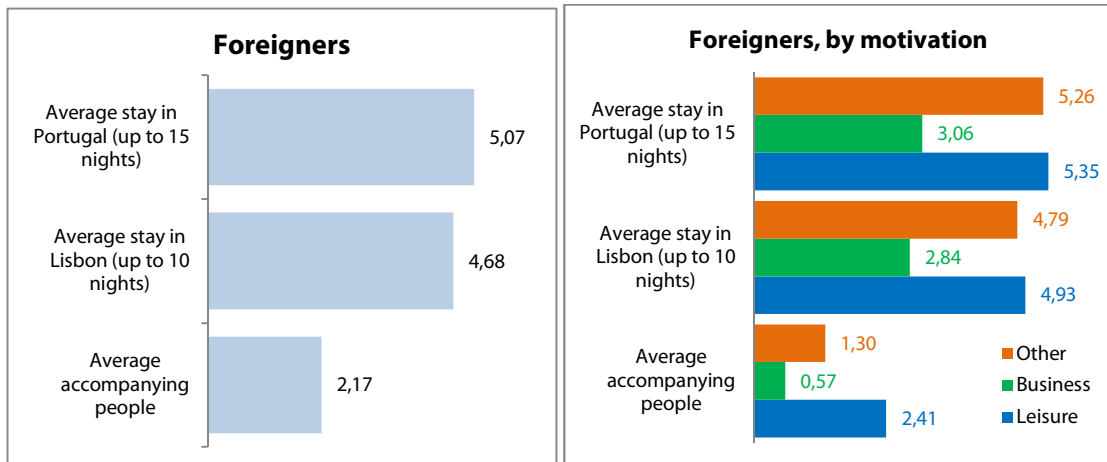


### 9.4 BY NATIONALITY

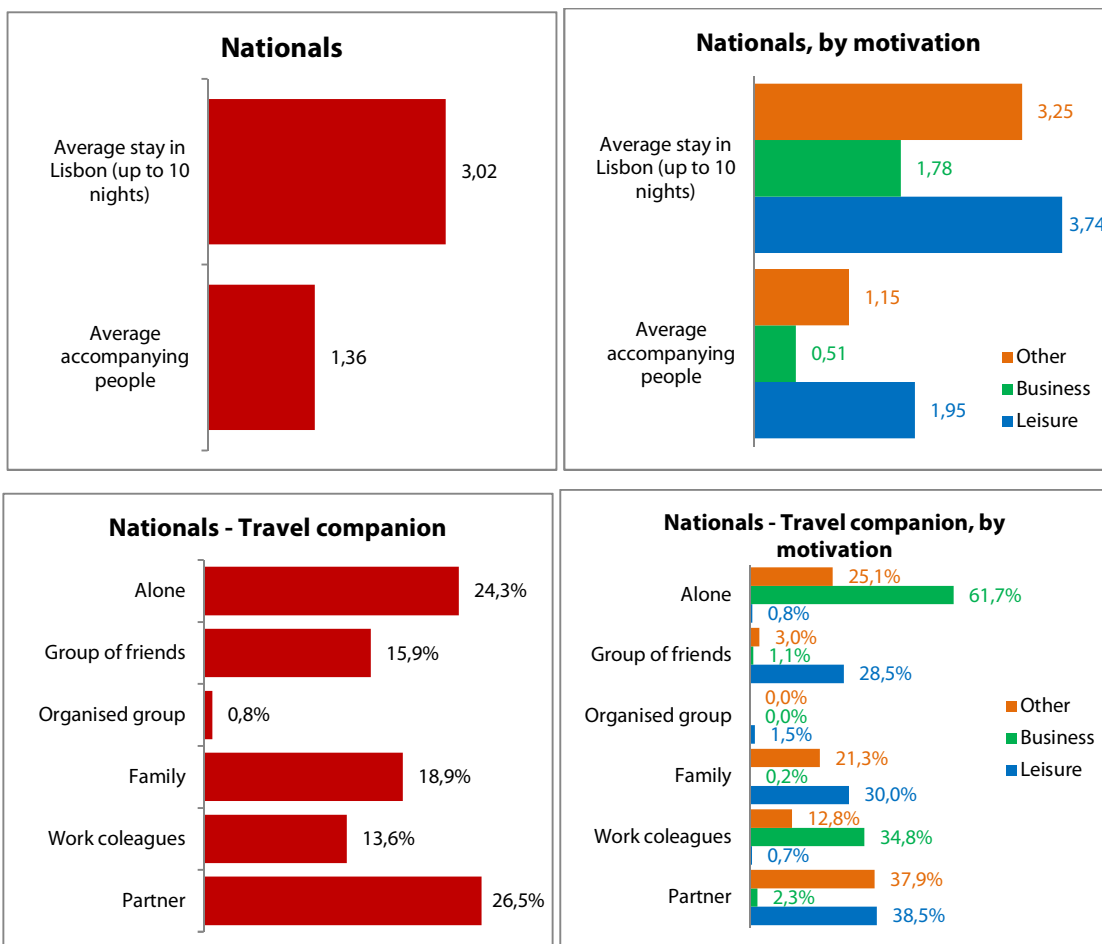


## 10 AVERAGE STAY AND TRAVEL COMPANIONS

### 10.1 FOREIGNERS

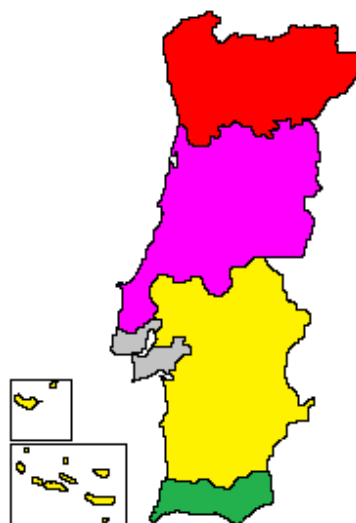


## 10.2 NATIONALS



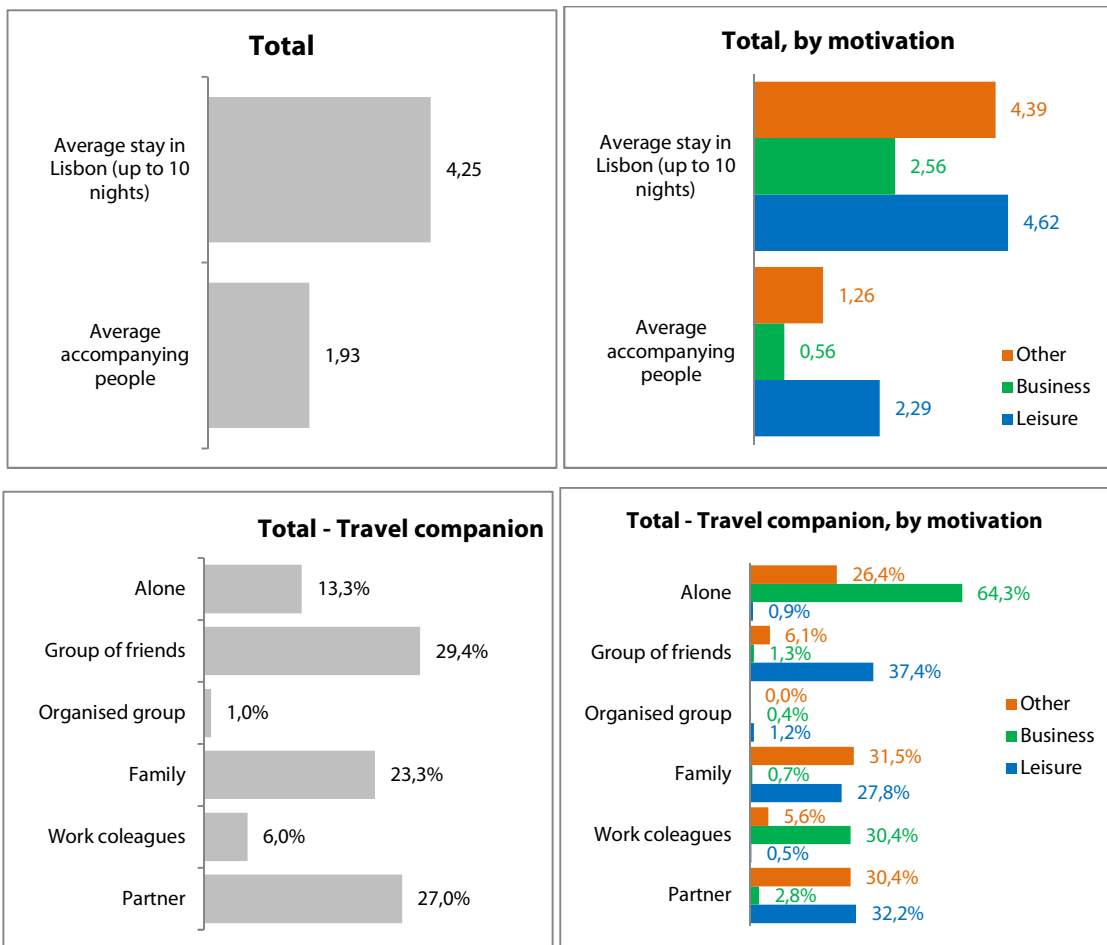
### AREA OF RESIDENCE OF NATIONAL VISITORS:

Nationals - Area of residence	
North	37,01%
Centre	26,51%
Algarve	10,97%
Madeira	9,79%
Alentejo	8,62%
Azores	5,40%
Lisbon	1,64%
NA	0,06%

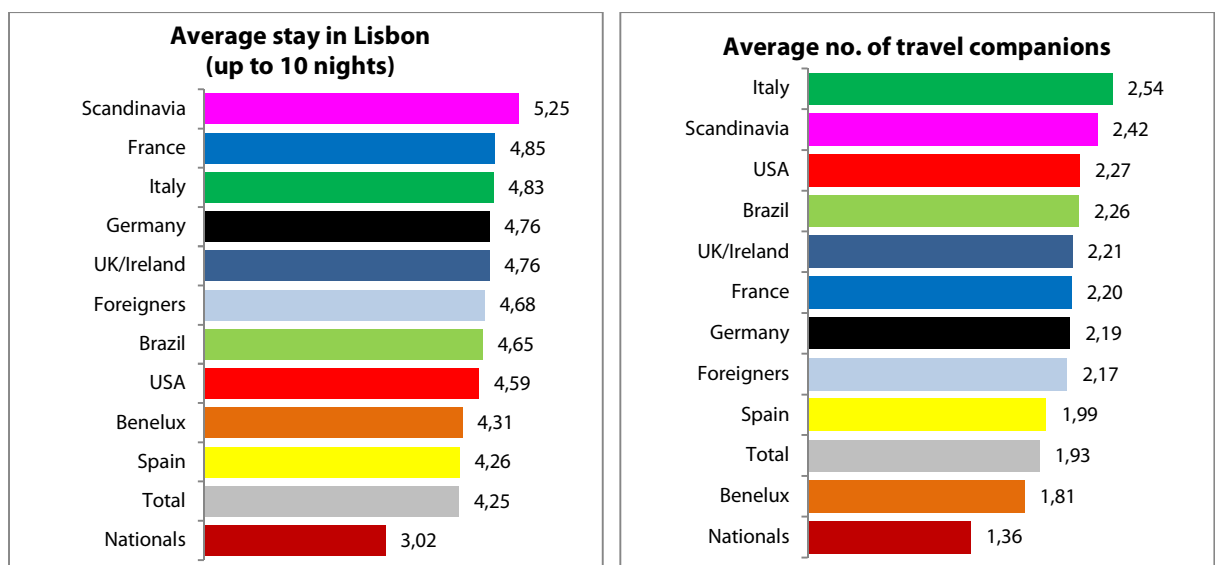


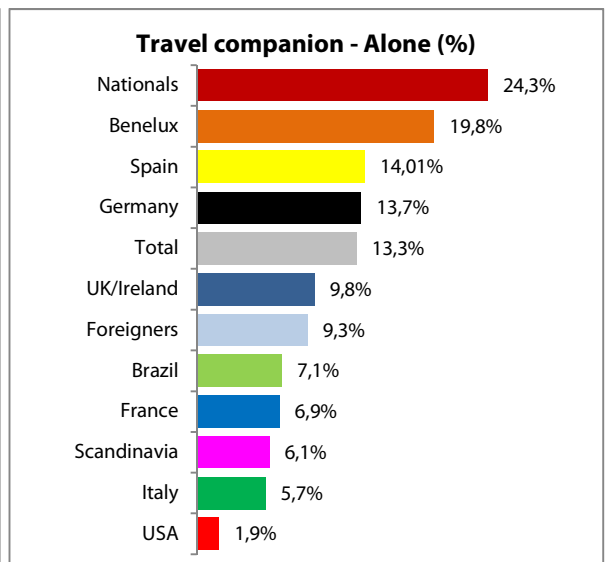
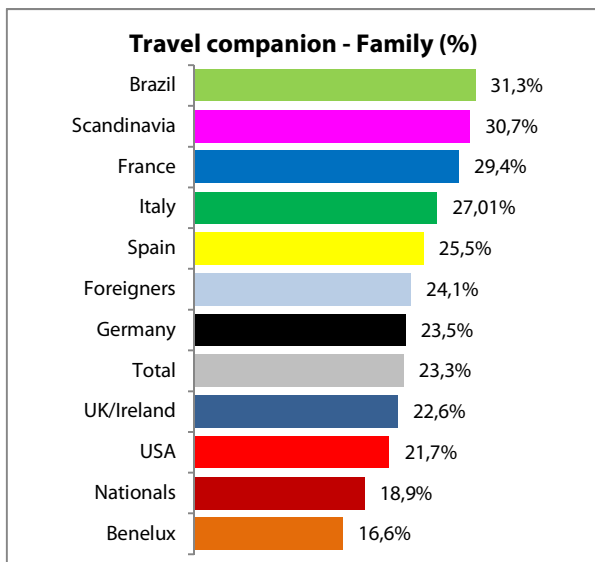
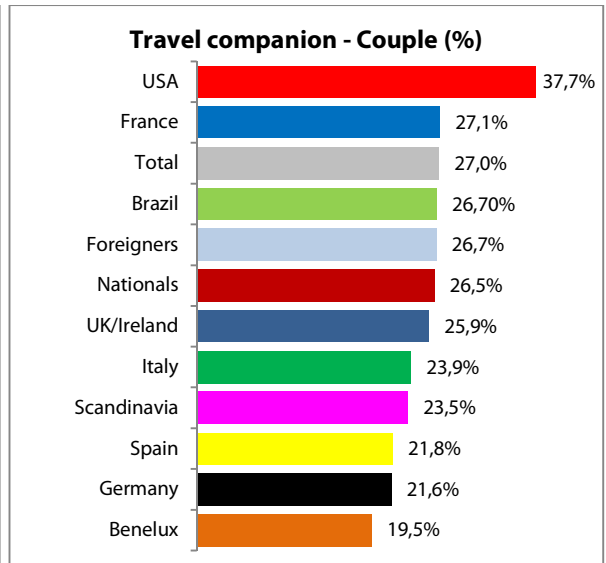
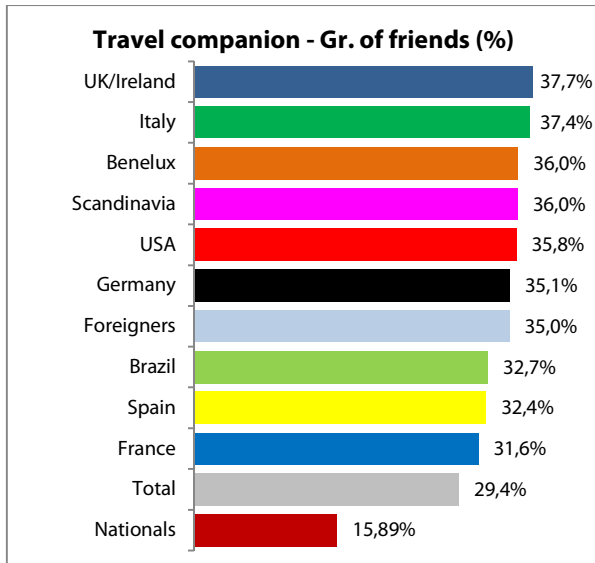


### 10.3 TOTAL



### 10.4 BY NATIONALITY





## 11 AVERAGE EXPENSES

### 11.1 FOREIGNERS

		FOREIGNERS								
		2014			2015			Variation		
		Leisure	Business	Total	Leisure	Business	Total	Leisure	Business	Total
<b>Average Individual Expense Transportation</b>		<b>541,52 €</b>	<b>610,06 €</b>	<b>571,90 €</b>	<b>361,95 €</b>	<b>409,89 €</b>	<b>375,07 €</b>	<b>-33,2%</b>	<b>-32,8%</b>	<b>-34,4%</b>
Average daily individual expense (without transportation to Lisbon)	Accommodation	80,75 €	100,90 €	87,08 €	55,10 €	80,67 €	58,53 €	-31,8%	-20,0%	-32,8%
	Food	36,19 €	46,48 €	36,37 €	33,55 €	45,09 €	34,68 €	-7,3%	-3,0%	-4,7%
	Attractions	5,57 €	1,75 €	4,45 €	8,09 €	1,85 €	7,25 €	45,4%	5,6%	62,9%
	Transportation	2,38 €	5,13 €	2,88 €	6,46 €	13,44 €	7,27 €	171,6%	162,0%	152,8%
	Other	5,79 €	18,55 €	8,78 €	22,00 €	35,73 €	24,59 €	280,1%	92,6%	179,9%
Global		130,67 €	172,82 €	139,56 €	125,20 €	176,78 €	132,32 €	-4,2%	2,3%	-5,2%
Average individual expense (no transportation)		889,09 €	957,00 €	907,61 €	742,64 €	678,45 €	751,57 €	-16,5%	-29,1%	-17,2%
answers		1.735	346	2.444	834	151	1.040			

### 11.2 NATIONALS

		NATIONALS								
		2014			2015			Variation		
		Leisure	Business	Total	Leisure	Business	Total	Leisure	Business	Total
<b>Average Individual Expense Transportation</b>		<b>64,63 €</b>	<b>82,42 €</b>	<b>68,79 €</b>	<b>62,41 €</b>	<b>73,37 €</b>	<b>64,30 €</b>	<b>-3,4%</b>	<b>-11,0%</b>	<b>-6,5%</b>
Average daily individual expense (without transportation to Lisbon)	Accommodation	66,17 €	62,25 €	72,12 €	44,23 €	68,64 €	55,64 €	-33,2%	10,3%	-22,9%
	Food	32,01 €	31,96 €	30,90 €	27,80 €	35,05 €	30,12 €	-13,1%	9,7%	-2,5%
	Attractions	5,04 €	1,03 €	2,31 €	6,97 €	0,49 €	4,00 €	38,3%	-52,4%	73,4%
	Transportation	1,24 €	2,95 €	1,54 €	3,09 €	8,13 €	4,75 €	149,2%	175,5%	209,7%
	Other	8,75 €	38,75 €	19,58 €	20,48 €	19,03 €	18,97 €	134,1%	-50,9%	-3,1%
Global		113,21 €	136,94 €	126,45 €	102,58 €	131,35 €	113,48 €	-9,4%	-4,1%	-10,3%
Average individual expense (no transportation)		557,48 €	500,35 €	567,99 €	485,85 €	365,53 €	456,67 €	-12,8%	-26,9%	-19,6%
answers		163	184	571	123	116	353			

### 11.3 TOTAL

		TOTAL								
		2014			2015			Variation		
		Leisure	Business	Total	Leisure	Business	Total	Leisure	Business	Total
<b>Average Individual Expense Transportation</b>		<b>465,52 €</b>	<b>432,12 €</b>	<b>439,50 €</b>	<b>308,55 €</b>	<b>244,57 €</b>	<b>294,44 €</b>	<b>-33,7%</b>	<b>-43,4%</b>	<b>-33,0%</b>
Average daily individual expense (without transportation to Lisbon)	Accommodation	78,42 €	87,87 €	83,14 €	53,16 €	74,76 €	57,78 €	-32,2%	-14,9%	-30,5%
	Food	35,53 €	41,58 €	34,93 €	32,52 €	40,16 €	33,50 €	-8,5%	-3,4%	-4,1%
	Attractions	5,48 €	1,51 €	3,89 €	7,89 €	1,18 €	6,41 €	44,0%	-21,6%	64,9%
	Transportation	2,20 €	4,39 €	2,52 €	5,86 €	10,83 €	6,62 €	166,6%	146,5%	162,3%
	Other	6,26 €	25,36 €	11,63 €	21,73 €	27,52 €	23,13 €	247,1%	8,5%	99,0%
Global		127,89 €	160,72 €	136,11 €	121,17 €	154,46 €	127,43 €	-5,3%	-3,9%	-6,4%
Average individual expense (no transportation)		806,89 €	810,32 €	814,59 €	681,14 €	550,52 €	669,03 €	-15,6%	-32,1%	-17,9%
answers		1.898	530	3.015	957	267	1.393			

## 11.4 BY NATIONALITY

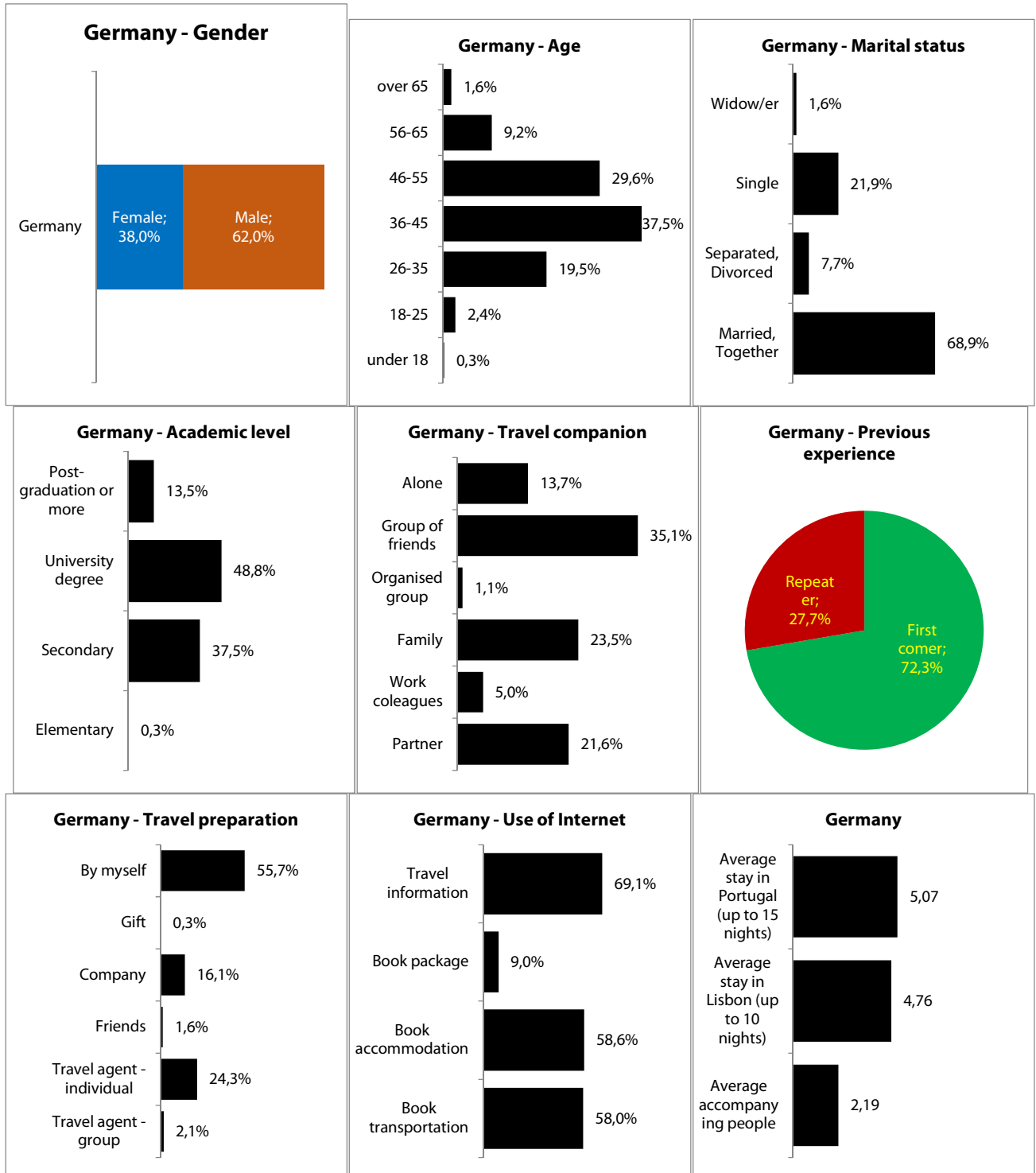
Market	Average individual expense in transportation
Brazil	929,36 €
USA	928,79 €
Scandinavia	382,01 €
<b>Foreigners</b>	<b>375,07 €</b>
<b>Total</b>	<b>294,44 €</b>
Germany	285,94 €
Benelux	222,43 €
Italy	204,03 €
UK/Ireland	192,59 €
France	192,16 €
Spain	107,28 €
<b>Nationals</b>	<b>64,30 €</b>

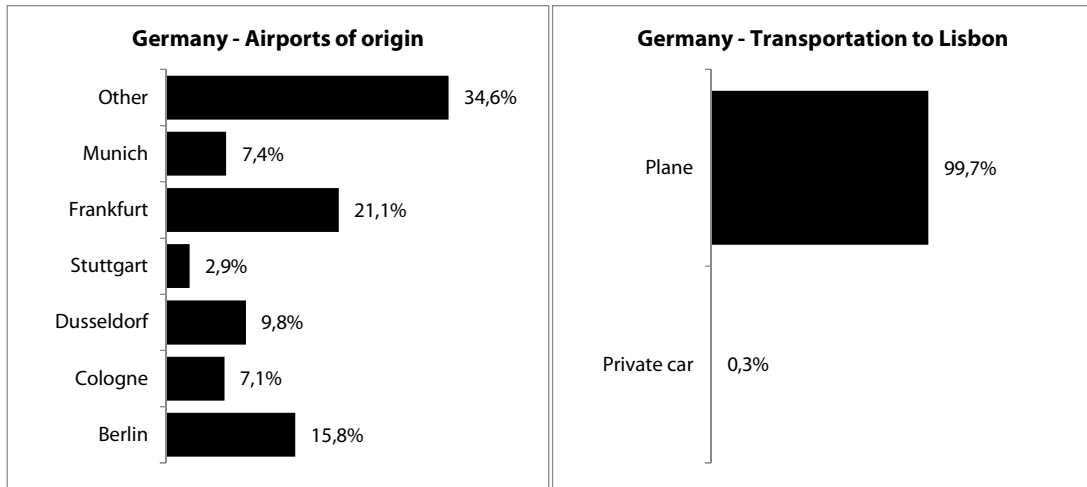
Market	Average daily individual expense (without transportation)
Brazil	150,08 €
USA	147,10 €
Scandinavia	134,26 €
UK/Ireland	133,41 €
<b>Foreigners</b>	<b>132,32 €</b>
<b>Total</b>	<b>127,43 €</b>
Italy	124,53 €
Germany	123,26 €
Benelux	122,68 €
Spain	120,18 €
France	116,24 €
<b>Nationals</b>	<b>113,48 €</b>

Market	Average individual expense (no transportation)
Brazil	847,72 €
Scandinavia	838,86 €
USA	821,78 €
UK/Ireland	767,93 €
<b>Foreigners</b>	<b>751,57 €</b>
Italy	725,64 €
Germany	709,90 €
France	680,27 €
<b>Total</b>	<b>669,03 €</b>
Benelux	651,38 €
Spain	632,53 €
<b>Nationals</b>	<b>456,67 €</b>

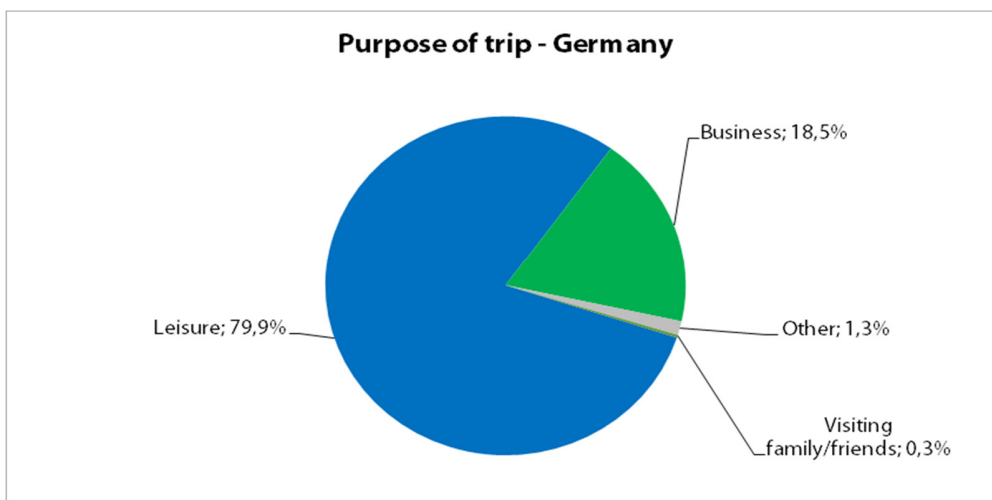
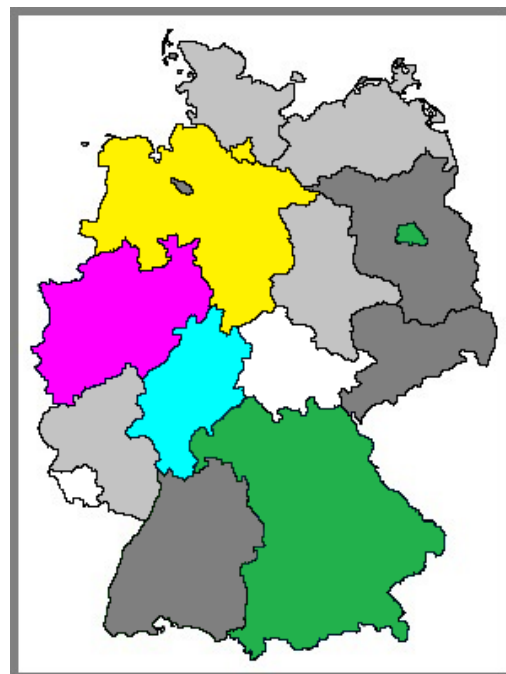
## 12 PROFILE BY NATIONALITY

### 12.1 GERMANY (379 interviews)





Germany - Area of residence	
Nordrhein - Westfalen	28,2%
Hesse	16,4%
Bayern	12,9%
Berlin	12,7%
Hamburg	6,1%
Nieder Sachsen	6,1%
Bremen	4,2%
Baden- Württemberg	3,7%
Sachsen	3,7%
Brandenburg	2,6%
Mecklenburg- Vorpommern	1,3%
Sachsen- Anhalt	0,8%
Schleswig- Holstein	0,8%
Rheinland- Pfalz	0,3%
NA	0,3%

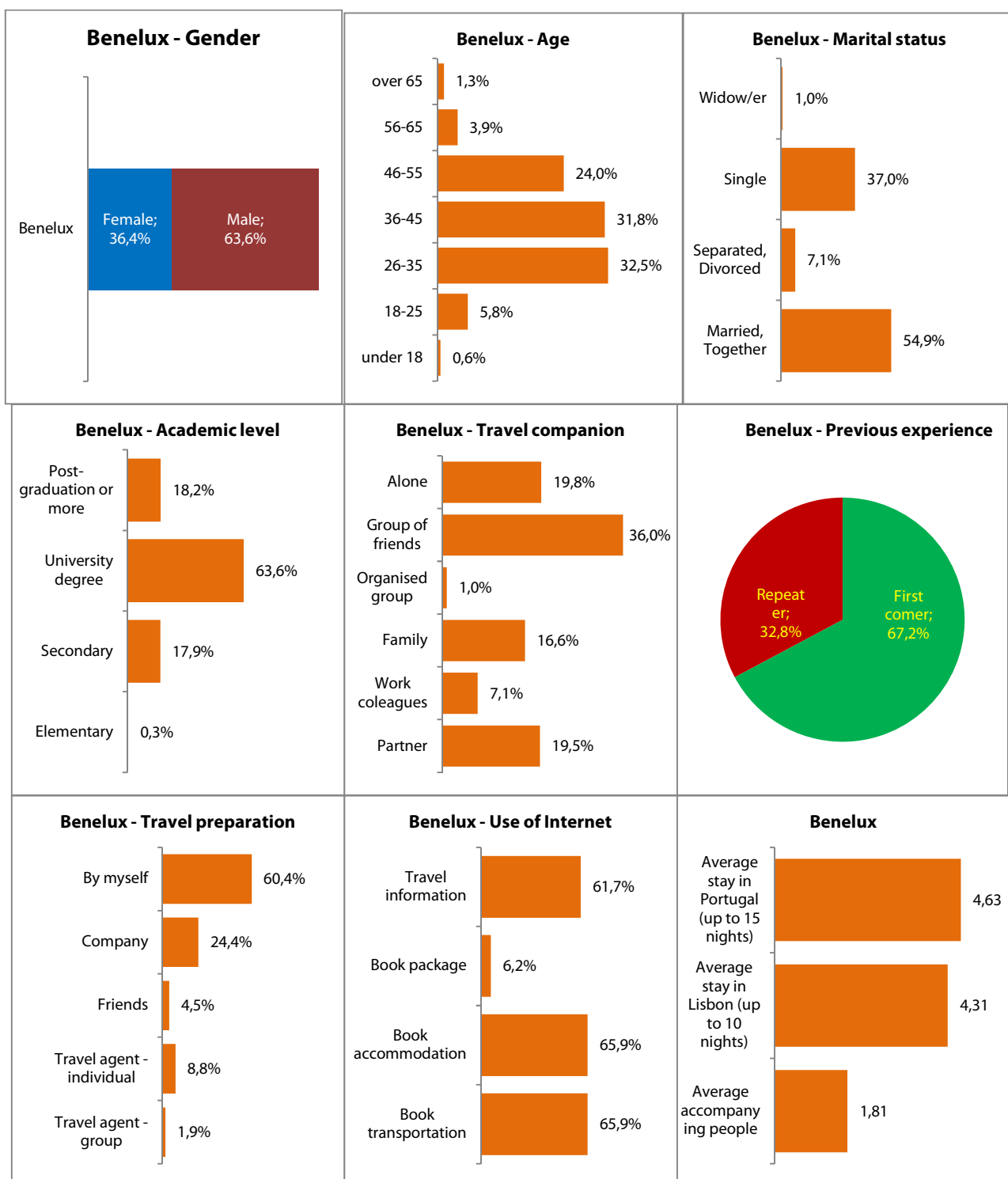


Motivational segments	Germany
City & Short Breaks	63,32%
Sun and Sea	12,40%
Private business	9,50%
MI	8,44%
Touring Portugal	3,69%
Fair	0,53%
Training	0,53%
Nature	0,53%
Visiting family/friends	0,26%
Other	0,79%

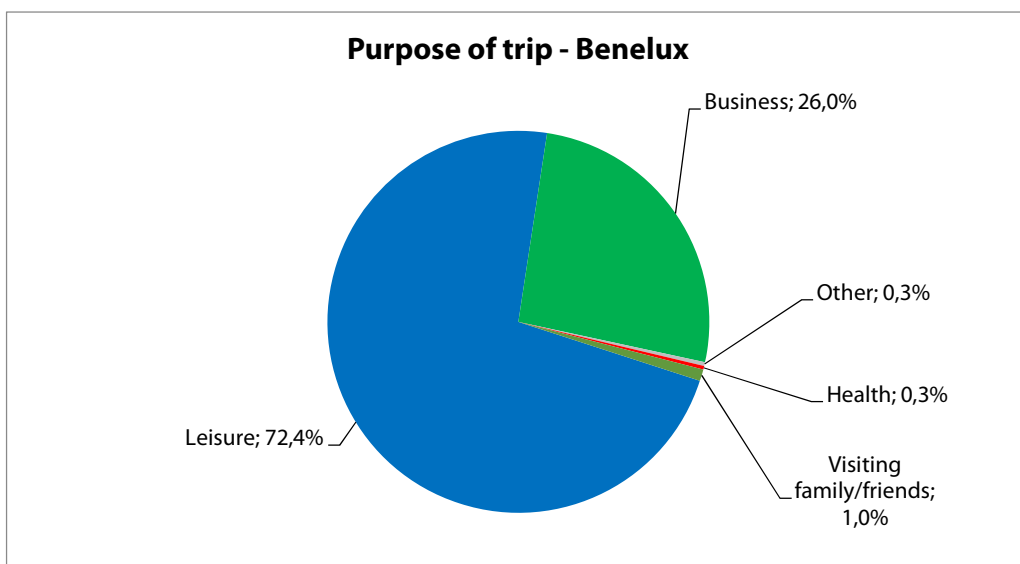
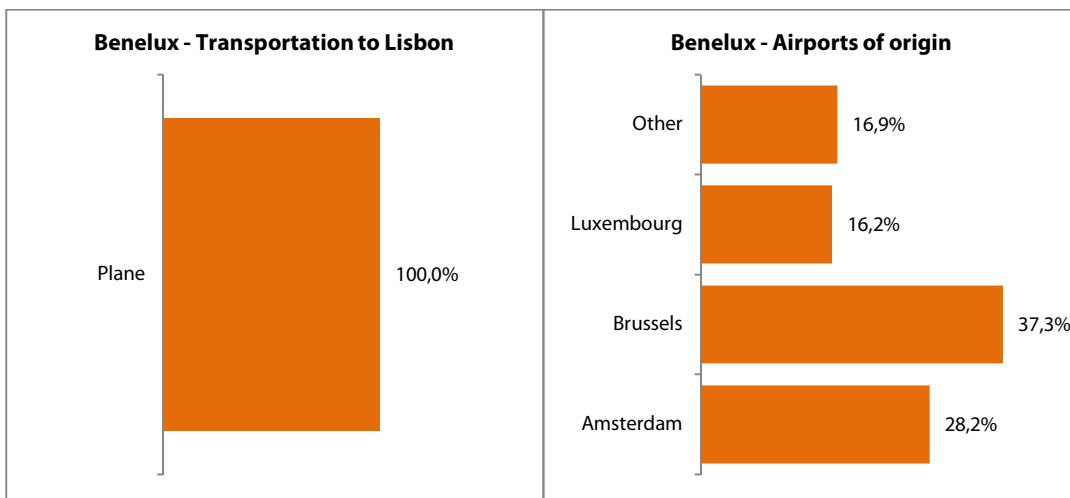
PURPOSE OF TRIP	Germany
Visit monuments and museums	74,7%
To know the Portuguese culture	72,0%
Gastronomy and wine	67,8%
To know different local customs	67,0%
To know the modern Lisbon	59,1%
Have fun with friends	39,6%
Rest/Relax	36,9%
Sightseeing	26,4%
Contact with local people	26,1%
To be with family	17,4%
Nightlife	16,1%
Professional business	16,1%
Take advantage of good weather	5,5%
Contact with Nature	4,5%
Stay at a good hotel	4,0%
Go to recommended restaurants	3,7%
Attend cultural events	2,4%
Play sports	1,1%
Attend sport events	1,1%

		Germany		
		2014	2015	Var%
Average Individual Expense Transportation		449,23 €	285,94 €	-36,3%
Average daily individual expense (without transportation to Lisbon)	Accommodation	95,28 €	60,37 €	-36,6%
	Food	35,74 €	34,00 €	-4,8%
	Attractions	4,42 €	7,44 €	68,1%
	Transportation	2,08 €	7,57 €	263,5%
	Other	3,66 €	13,88 €	278,9%
Global		141,19 €	123,26 €	-12,7%
Average individual expense (no transportation)		927,99 €	709,90 €	-23,5%
answers		177	64	

### 12.2 BENELUX (308 interviews)





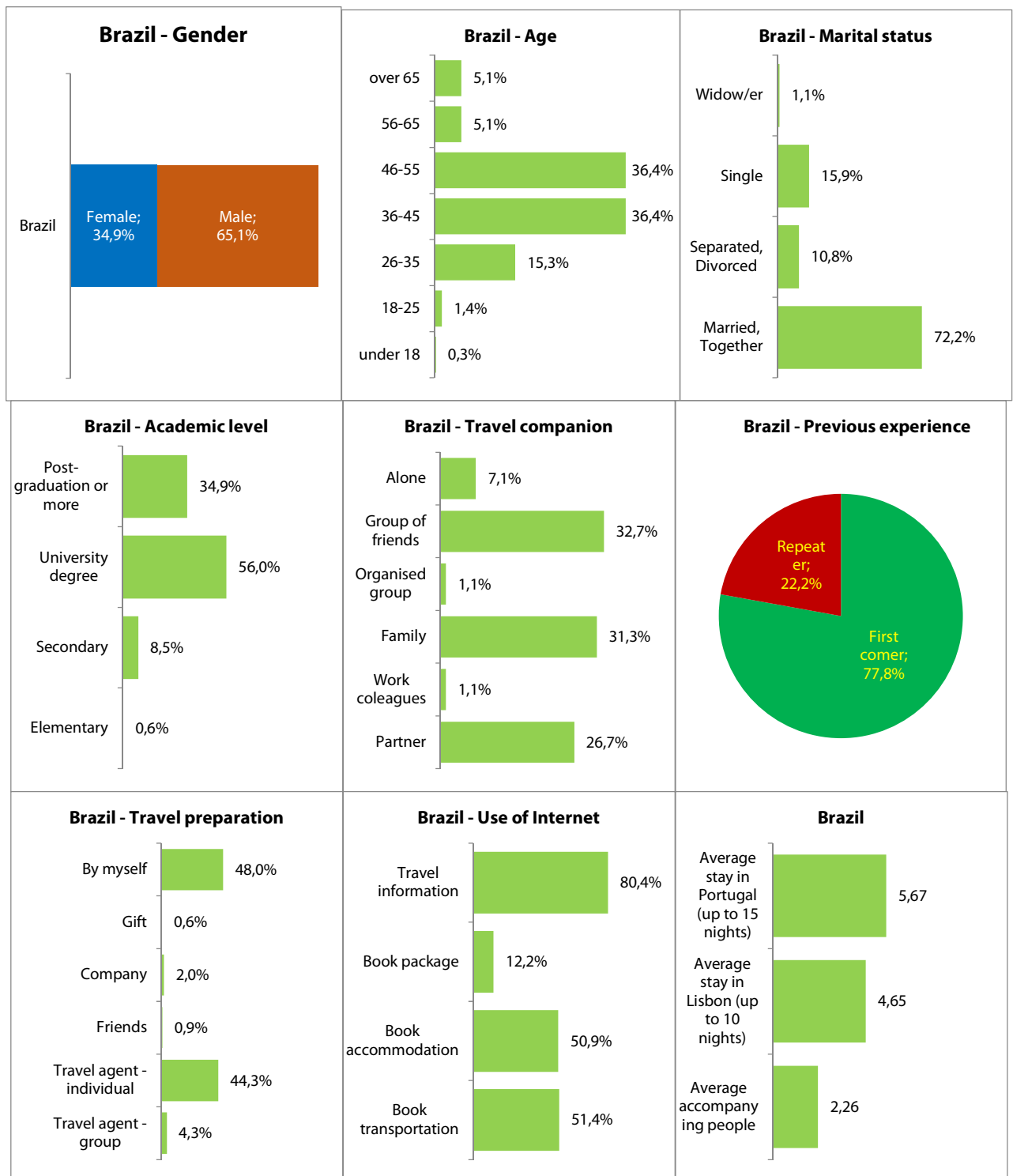


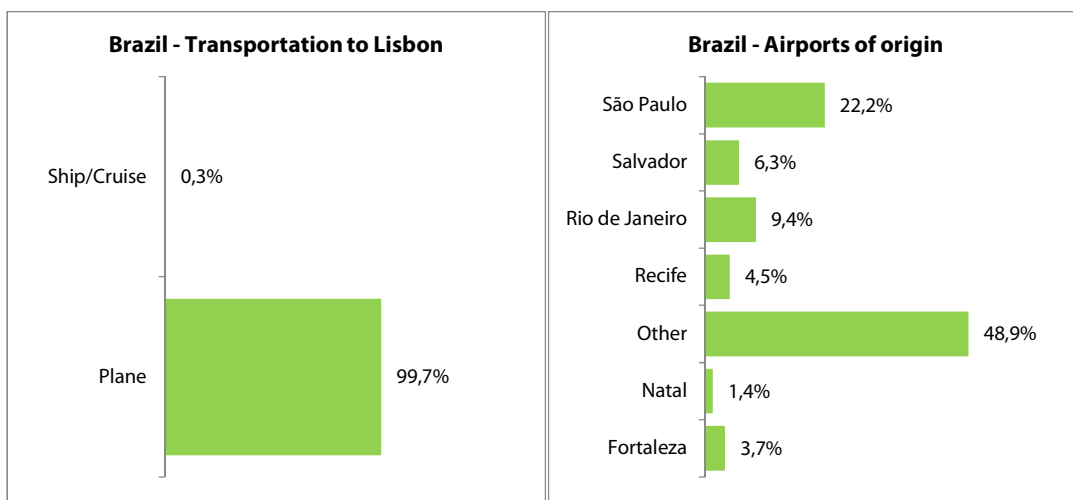
Motivational segments	Benelux
City & Short Breaks	52,60%
Sun and Sea	13,64%
Private business	12,66%
MI	12,34%
Touring Portugal	4,87%
Visiting family/friends	0,97%
Cultural events	0,65%
Sport events	0,65%
Fair	0,65%
Incentive	0,32%
Health	0,32%
Other	0,32%

PURPOSE OF TRIP	Benelux
Visit monuments and museums	66,2%
To know the Portuguese culture	60,7%
To know different local customs	54,9%
Gastronomy and wine	52,6%
To know the modern Lisbon	45,5%
Have fun with friends	37,3%
Contact with local people	31,2%
Sightseeing	26,9%
Rest/Relax	25,0%
Nightlife	23,7%
Professional business	23,1%
Contact with Nature	9,7%
Take advantage of good weather	7,5%
To be with family	5,8%
Stay at a good hotel	5,8%
Attend cultural events	4,9%
Go to recommended restaurants	4,2%
Attend sport events	1,3%
Play sports	1,0%

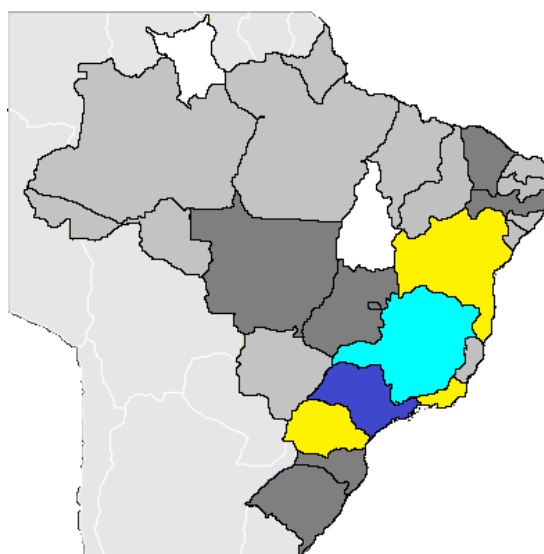
		Benelux		
		2014	2015	Var%
Average Individual Expense Transportation		486,59 €	222,43 €	-54,3%
Average daily individual expense (without transportation to Lisbon)	Accommodation	95,38 €	56,50 €	-40,8%
	Food	35,27 €	33,87 €	-4,0%
	Attractions	4,60 €	7,57 €	64,4%
	Transportation	2,28 €	7,51 €	229,0%
	Other	3,83 €	17,23 €	350,1%
Global		141,37 €	122,68 €	-13,2%
Average individual expense (no transportation)		882,01 €	651,38 €	-26,1%
answers		185	91	

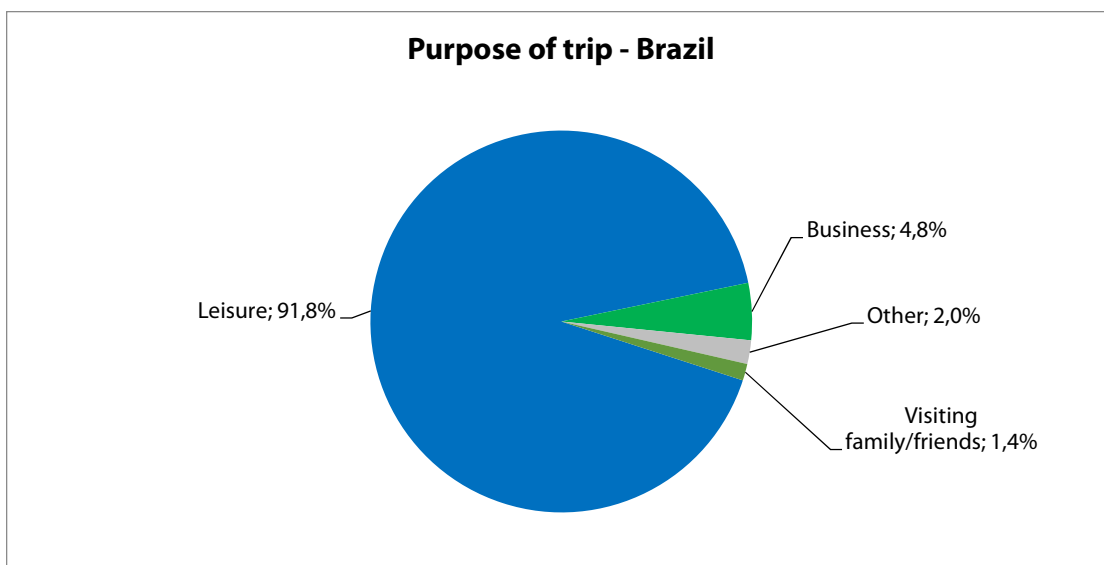
### 12.3 BRAZIL (352 interviews)





Brazil - Area of residence	
São Paulo	22,2%
Minas Gerais	19,9%
Rio de Janeiro	8,8%
Paraná	8,5%
Bahia	5,1%
Distrito Federal	4,5%
Rio Grande do Sul	4,3%
Goiás	4,0%
Pernambuco	4,0%
Ceará	3,7%
Mato Grosso	2,6%
Santa Catarina	2,6%
Rio Grande do Norte	1,4%
Sergipe	1,4%
Amazonas	1,1%
Espírito Santo	1,1%
Maranhão	0,9%
Mato Grosso do Sul	0,9%
Piauí	0,9%
Alagoas	0,6%
Paraíba	0,6%
Acre	0,3%
Amapá	0,3%
Pará	0,3%
Rondônia	0,3%



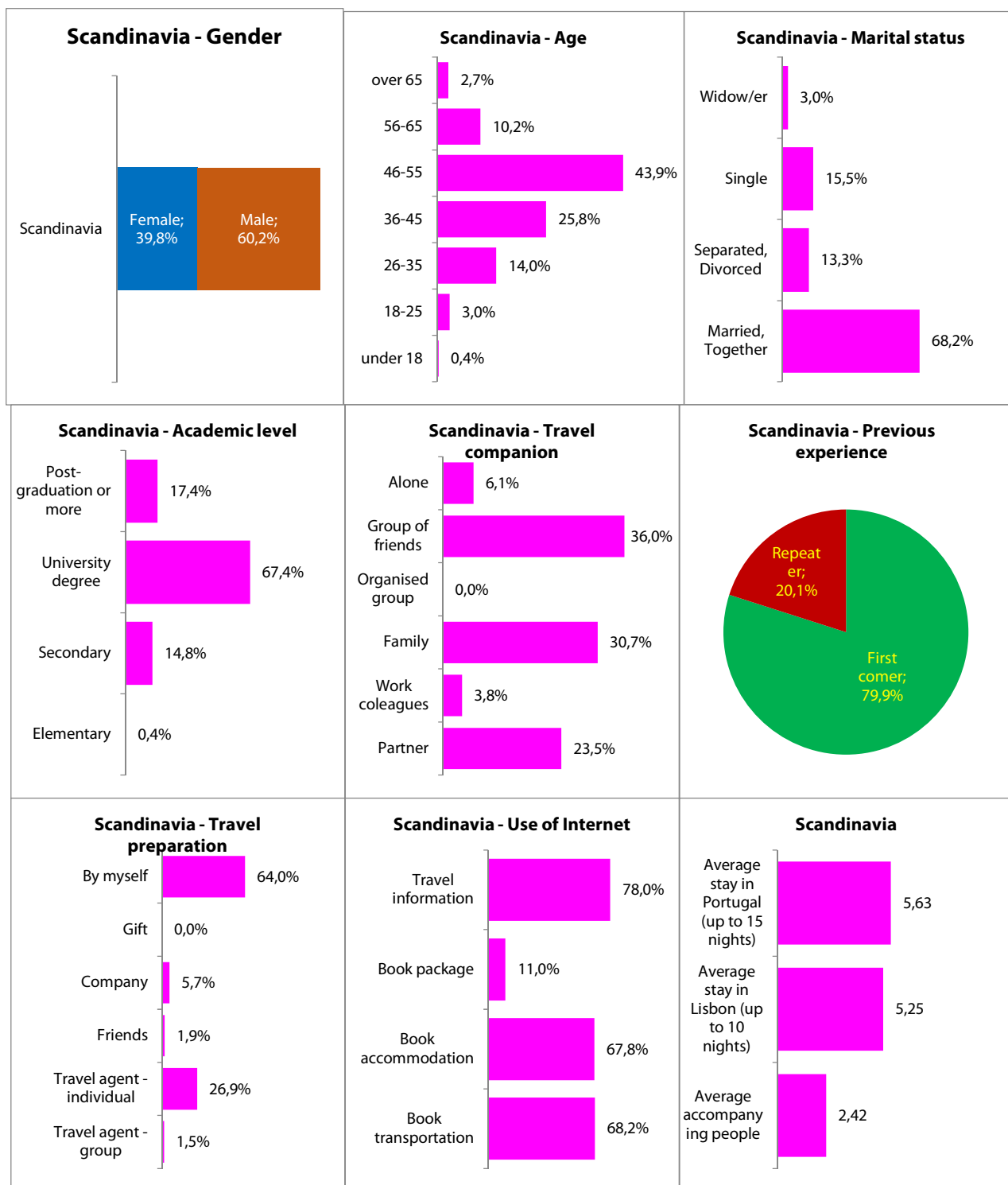


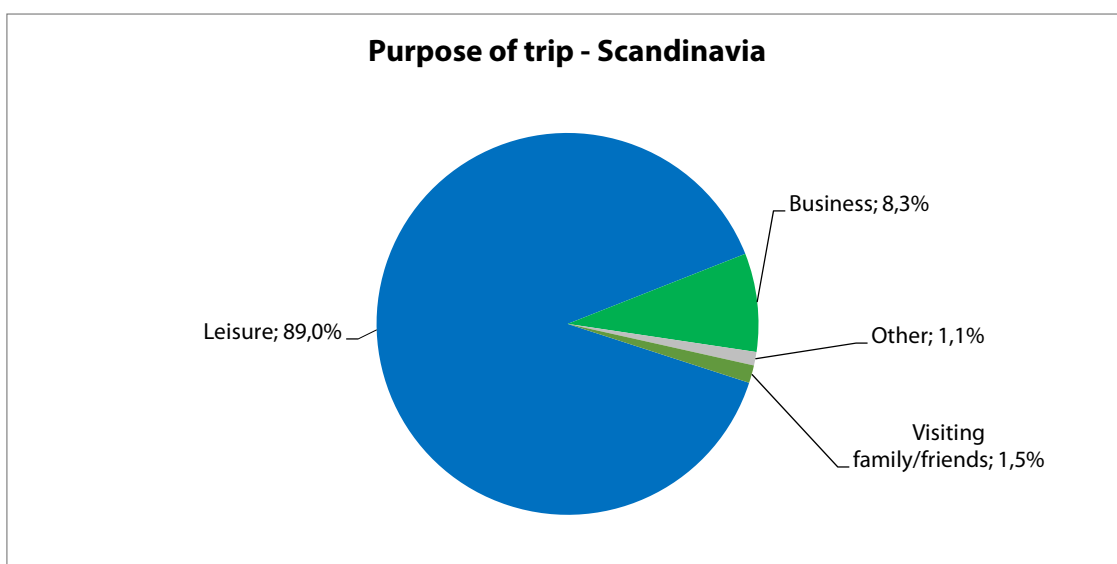
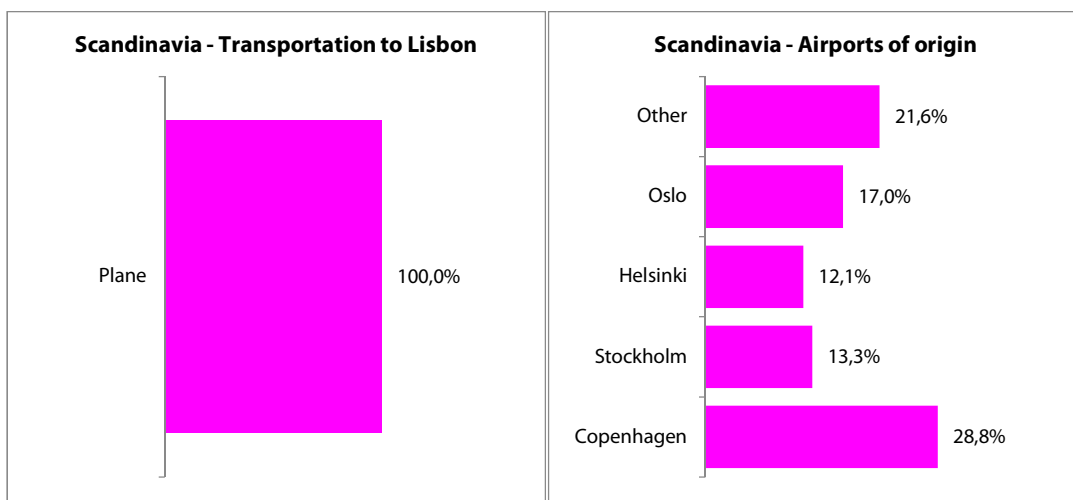
Motivational segments	Brazil
City & Short Breaks	77,56%
Touring Portugal	14,20%
Private business	2,56%
MI	2,27%
Visiting family/friends	1,42%
Training	0,57%
Other	1,42%

PURPOSE OF TRIP	Brazil
Visit monuments and museums	87,2%
Gastronomy and wine	85,2%
To know the Portuguese culture	76,7%
To know the modern Lisbon	66,5%
To know different local customs	58,5%
Sightseeing	52,0%
Contact with local people	44,3%
Have fun with friends	36,9%
Rest/Relax	30,1%
Attend cultural events	21,0%
Contact with Nature	19,0%
To be with family	13,1%
Take advantage of good weather	13,1%
Go to recommended restaurants	10,2%
Nightlife	9,7%
Stay at a good hotel	8,0%
Professional business	1,7%
Play sports	1,7%
Attend sport events	0,9%

		Brazil		
		2014	2015	Var%
Average Individual Expense Transportation		1.056,40 €	929,36 €	-12,0%
Average daily individual expense (without transportation to Lisbon)	Accommodation	73,33 €	57,88 €	-21,1%
	Food	34,32 €	32,85 €	-4,3%
	Attractions	6,12 €	7,66 €	25,1%
	Transportation	4,64 €	8,39 €	80,8%
	Other	22,75 €	43,31 €	90,3%
Global		141,16 €	150,08 €	6,3%
Average individual expense (no transportation)		984,18 €	847,72 €	-13,9%
answers		214	119	

### 12.4 SCANDINAVIA (264 interviews)





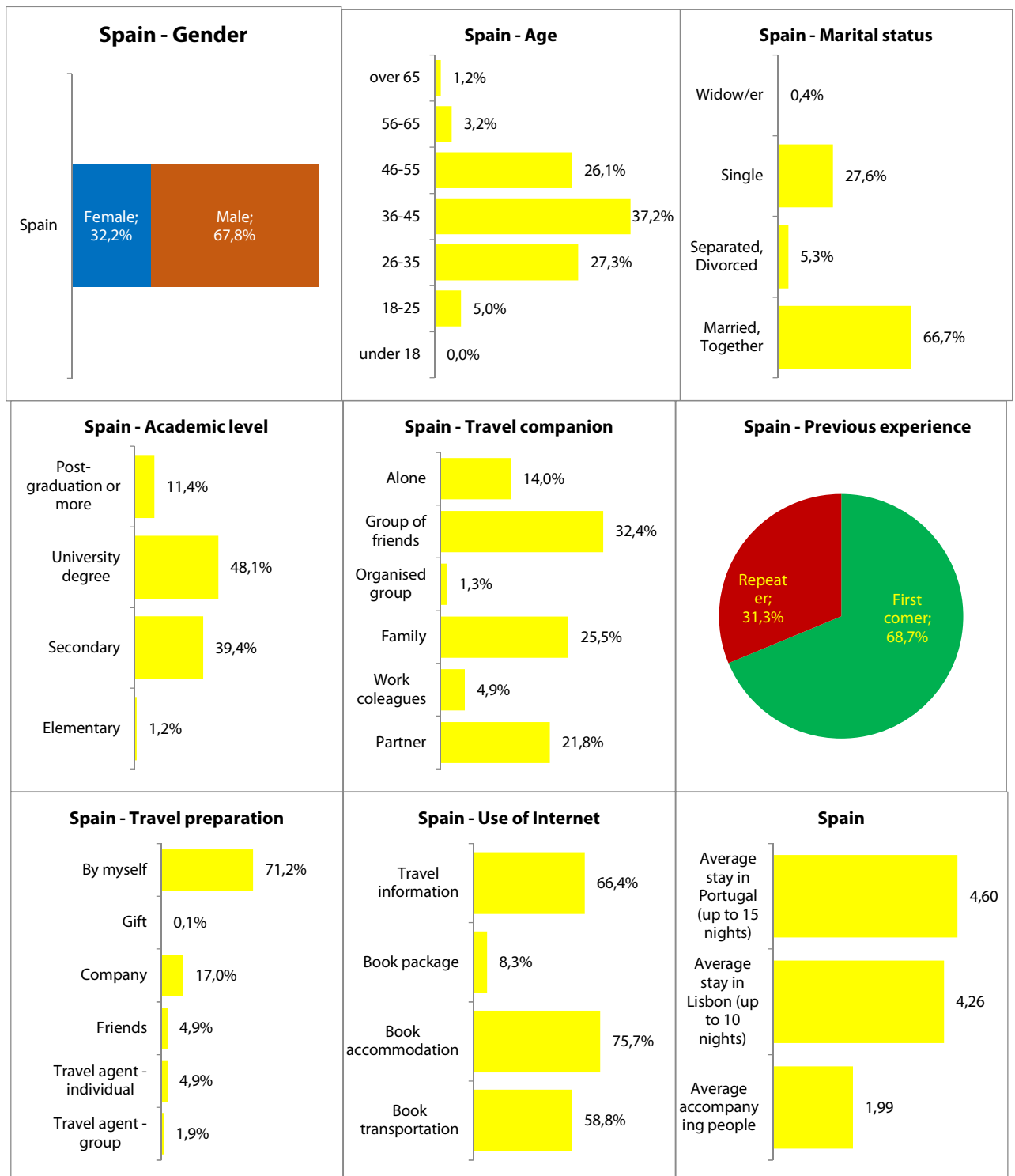
Motivational segments	Scandinavia
City & Short Breaks	66,67%
Sun and Sea	15,53%
MI	4,92%
Touring Portugal	4,92%
Private business	3,03%
Visiting family/friends	1,52%
Nature	0,76%
Cultural events	0,38%
Sport events	0,38%
Fair	0,38%
Golf	0,38%
Other	1,14%

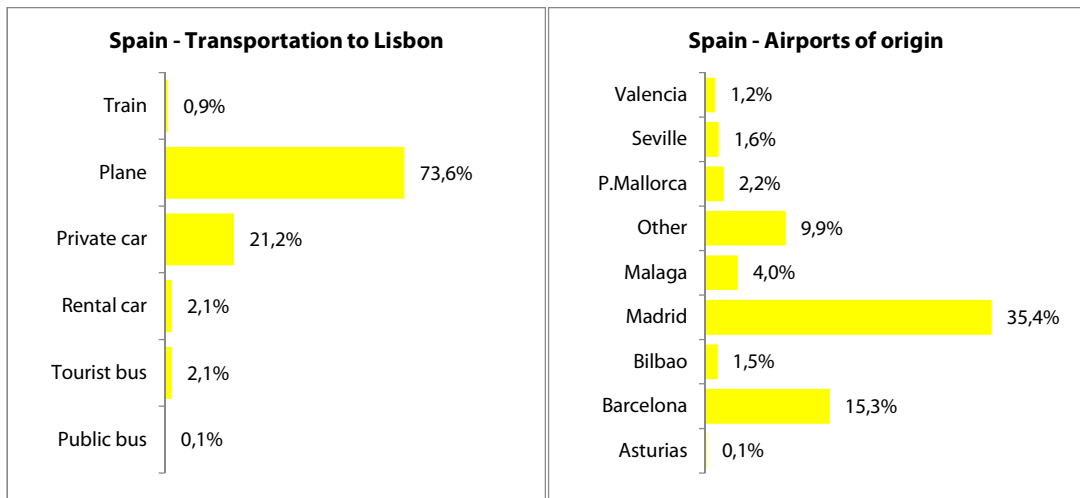
PURPOSE OF TRIP	Scandinavia
Visit monuments and museums	80,7%
To know the Portuguese culture	77,7%
Gastronomy and wine	72,3%
To know different local customs	70,8%
To know the modern Lisbon	63,6%
Rest/Relax	43,9%
Have fun with friends	38,6%
Sightseeing	28,4%
Contact with local people	25,8%
To be with family	17,8%
Nightlife	11,7%
Take advantage of good weather	10,6%
Contact with Nature	6,4%
Stay at a good hotel	5,3%
Professional business	4,9%
Attend cultural events	4,9%
Go to recommended restaurants	3,4%
Play sports	1,9%
Attend sport events	0,8%

		Scandinavia		
		2014	2015	Var%
Average Individual Expense Transportation		563,65 €	382,01 €	-32,2%
Average daily individual expense (without transportation to Lisbon)	Accommodation	94,10 €	70,68 €	-24,9%
	Food	37,63 €	36,10 €	-4,1%
	Attractions	4,68 €	5,95 €	27,1%
	Transportation	1,24 €	5,00 €	303,4%
	Other	2,50 €	16,53 €	560,7%
Global		140,14 €	134,26 €	-4,2%
Average individual expense (no transportation)		927,95 €	838,86 €	-9,6%
answers		228	76	

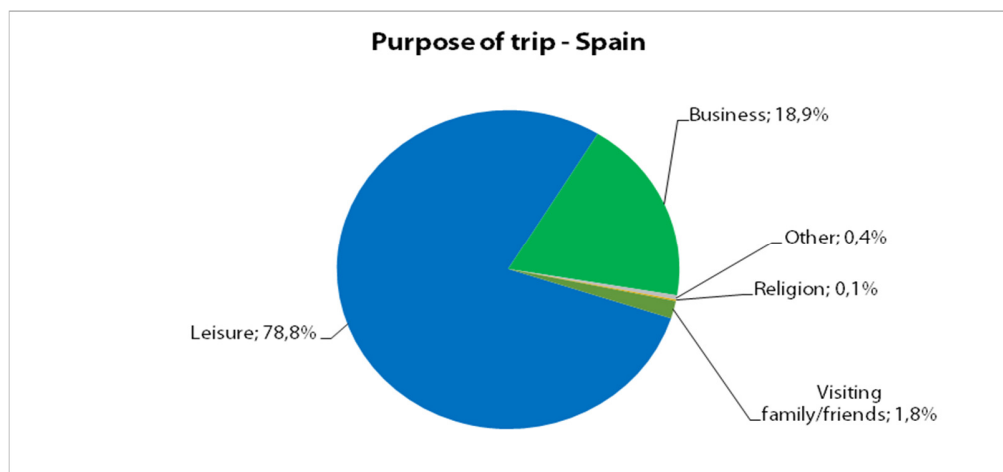
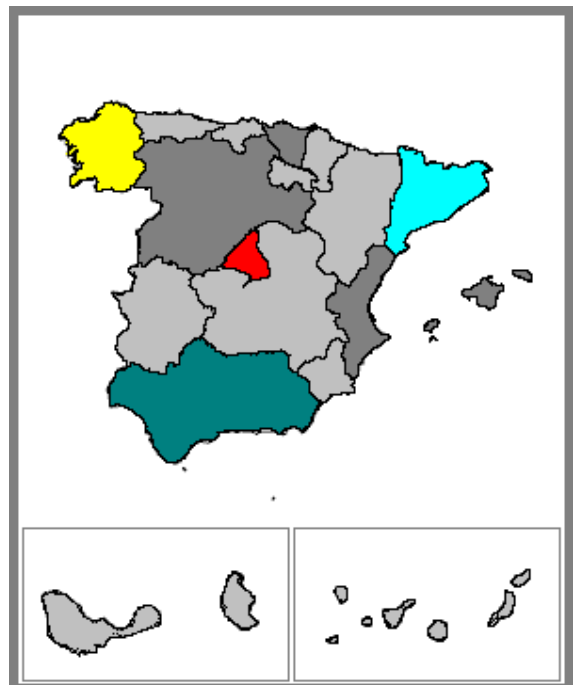


12.5 SPAIN (678 interviews)





Spain - Area of residence	
Madrid Com	35,7%
Catalunya	17,3%
Andalucia	13,3%
Galicia	8,6%
Valencia Com	4,6%
País Vasco	3,2%
Castilla y León	2,9%
Is Baleares	2,7%
Extremadura	2,4%
Aragón	2,2%
Castilla-la-Mancha	1,9%
Murcia Com	1,2%
Cantabria	1,0%
Is Canarias	0,9%
Navarra	0,9%
Asturias	0,7%
La Rioja	0,3%
Ceuta	0,1%
Melilla	0,1%

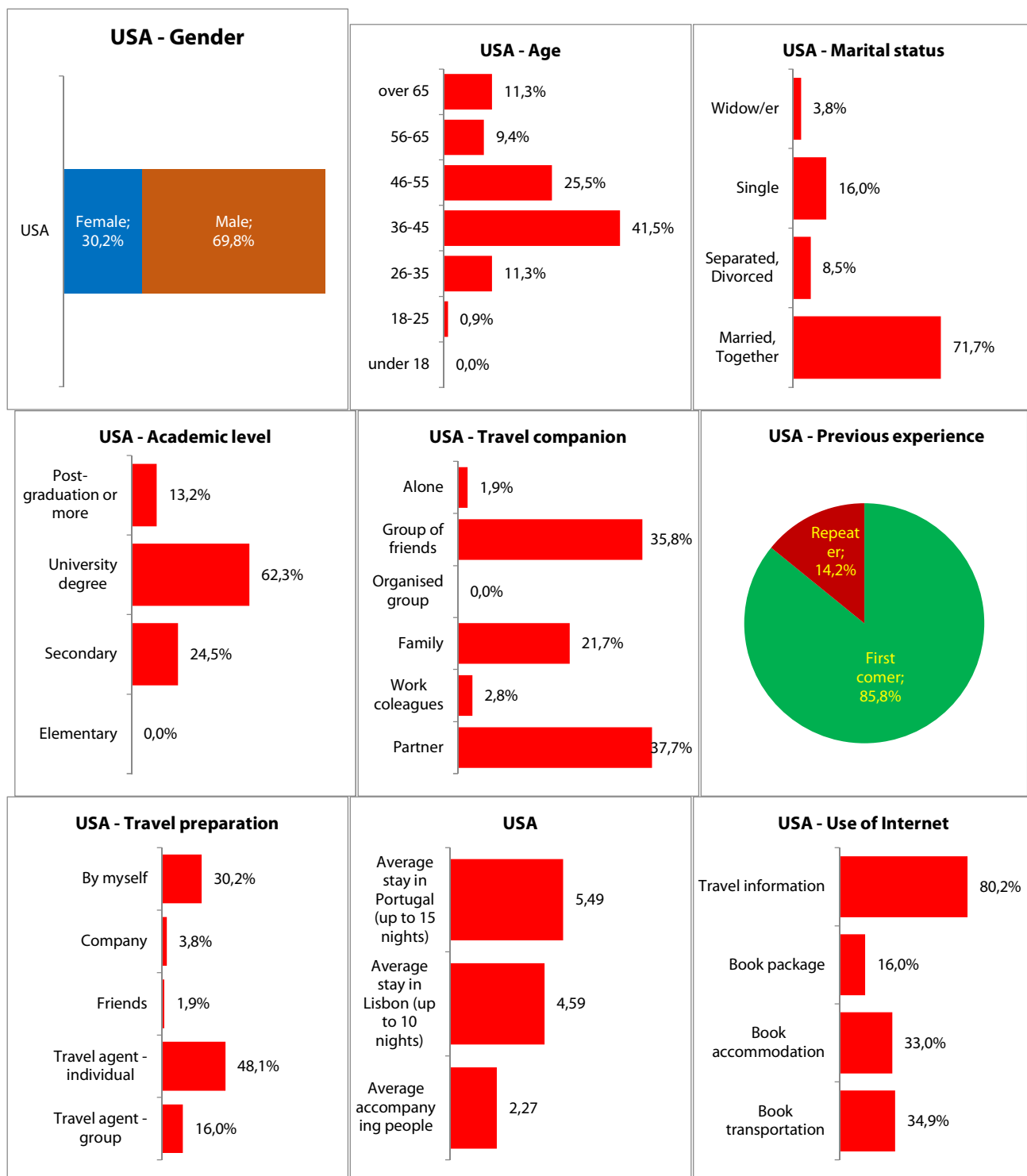


Motivational segments	Spain
City & Short Breaks	60,77%
Sun and Sea	12,98%
Private business	11,36%
MI	7,37%
Touring Portugal	4,42%
Visiting family/friends	1,77%
Nature	0,29%
Sport events	0,15%
Fair	0,15%
Training	0,15%
Golf	0,15%
Religious Tourism	0,15%
Other	0,29%

PURPOSE OF TRIP	Spain
Visit monuments and museums	73,9%
To know the Portuguese culture	68,0%
Gastronomy and wine	62,1%
To know different local customs	58,0%
To know the modern Lisbon	52,2%
Have fun with friends	33,6%
Contact with local people	33,2%
Rest/Relax	26,4%
Sightseeing	25,4%
Nightlife	21,4%
To be with family	14,2%
Professional business	13,0%
Contact with Nature	9,6%
Attend cultural events	5,6%
Stay at a good hotel	5,2%
Take advantage of good weather	4,6%
Go to recommended restaurants	3,2%
Play sports	1,6%
Attend sport events	0,3%

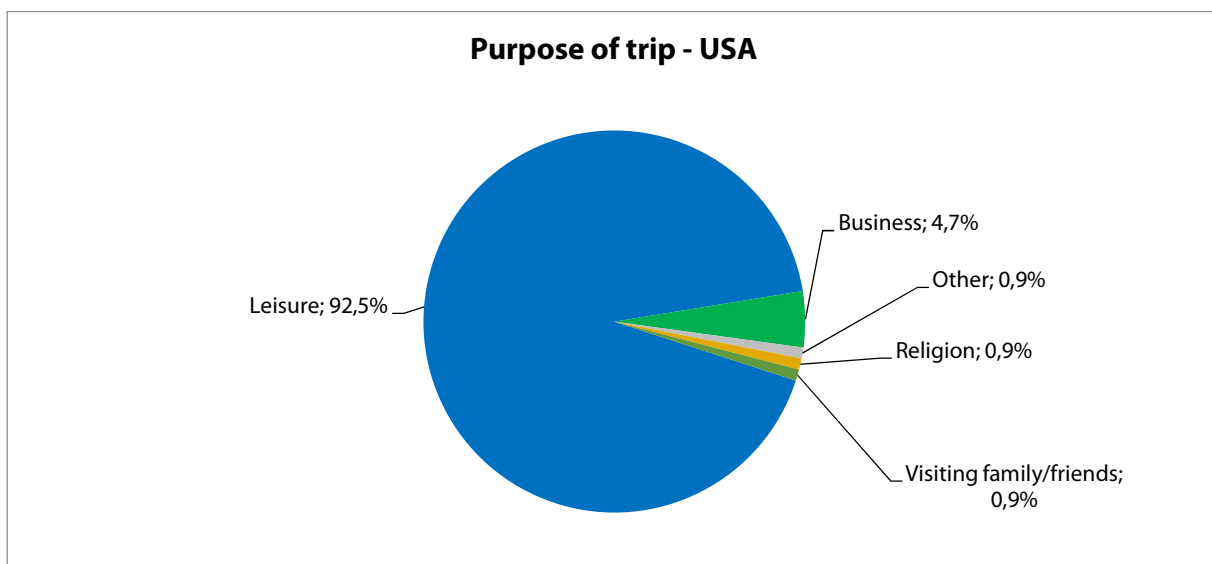
		Spain		
		2014	2015	Var%
Average Individual Expense Transportation		216,63 €	107,28 €	-50,5%
Average daily individual expense (without transportation to Lisbon)	Accommodation	65,23 €	52,43 €	-19,6%
	Food	32,97 €	34,68 €	5,2%
	Attractions	4,83 €	5,85 €	21,1%
	Transportation	5,06 €	8,99 €	77,6%
	Other	9,11 €	18,22 €	100,1%
Global		117,20 €	120,18 €	2,5%
Average individual expense (no transportation)		668,78 €	632,53 €	-5,4%
answers		189	198	

### 12.6 UNITED STATES OF AMERICA (106 interviews)





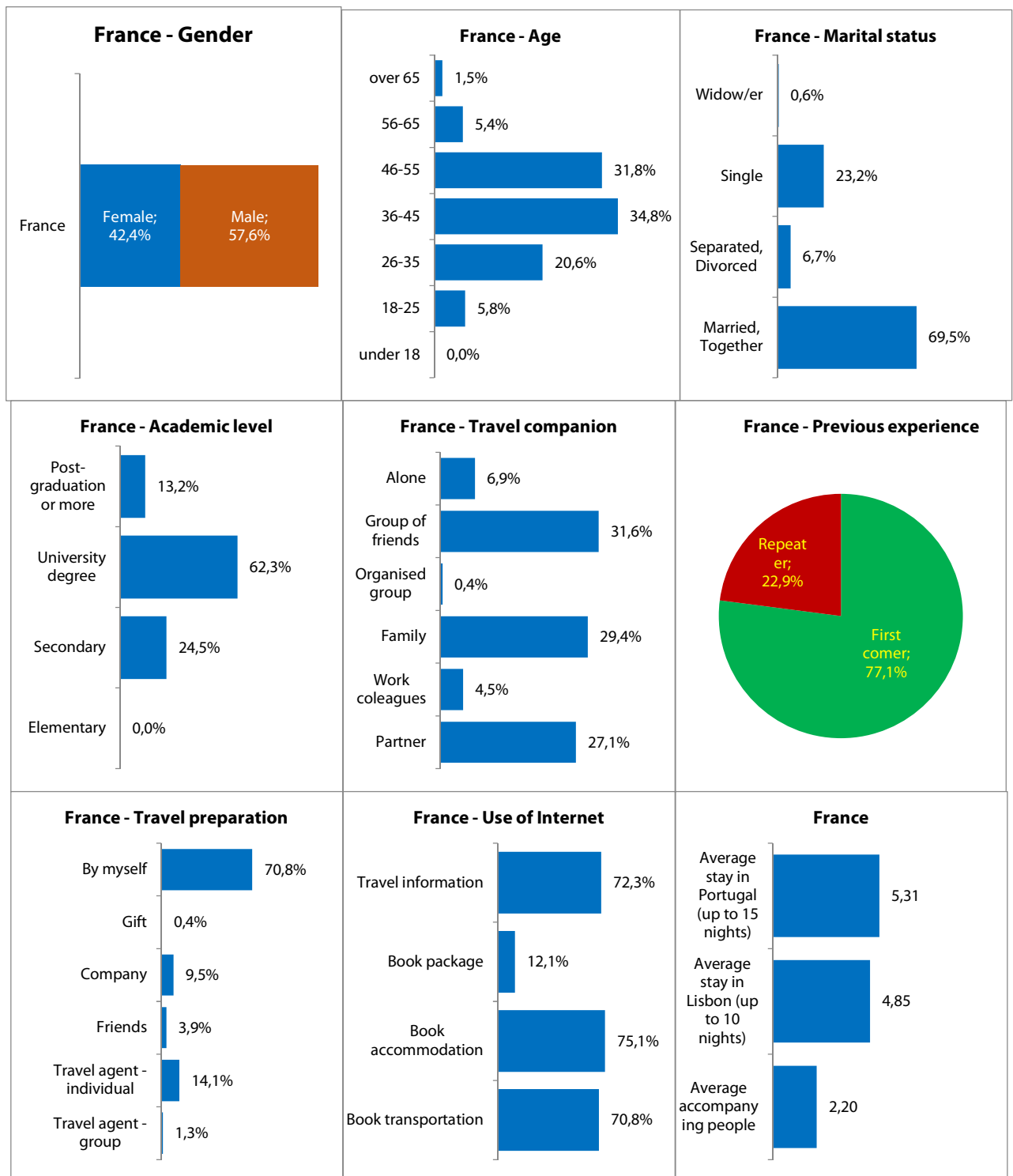
USA - Area of residence	
New York	17,9%
California	9,4%
Arizona	8,5%
Massachussets	7,5%
Florida	6,6%
Texas	5,7%
New Jersey	4,7%
Maryland	3,8%
New Mexico	2,8%
Michigan	1,9%
Minnesota	1,9%
Montana	1,9%
Nebraska	1,9%
Colorado	0,9%
Georgia	0,9%
Hawaii	0,9%
Indiana	0,9%
Kansas	0,9%
Kentucky	0,9%
Missouri	0,9%
North Carolina	0,9%
Ohio	0,9%
Oregon	0,9%
Pensylvannia	0,9%
Washington	0,9%
Wisconsin	0,9%
NA	13,2%



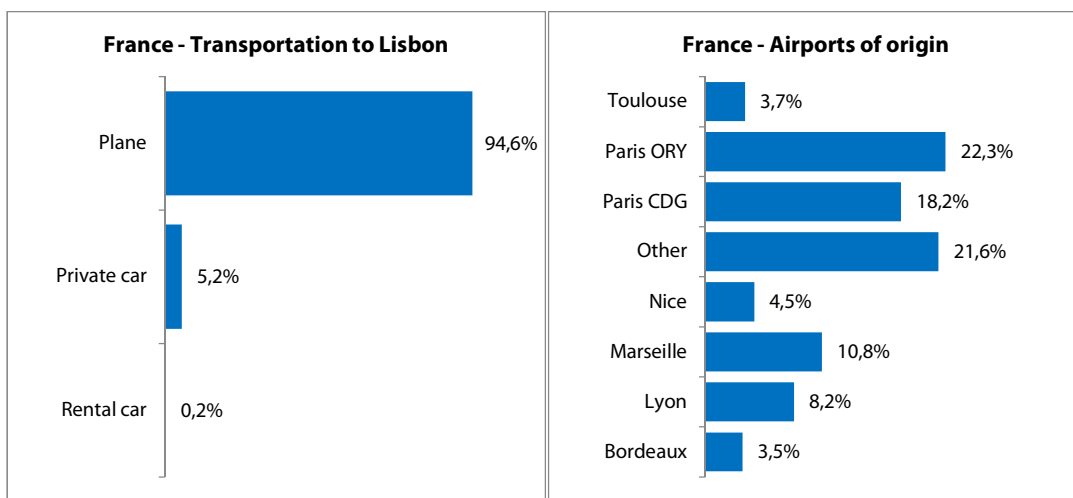
Motivational segments	USA
City & Short Breaks	80,19%
Touring Portugal	12,26%
Private business	2,83%
MI	1,89%
Religious Tourism	0,94%
Visiting family/friends	0,94%
Other	0,94%

PURPOSE OF TRIP	USA
Visit monuments and museums	83,0%
To know different local customs	76,4%
To know the Portuguese culture	76,4%
Gastronomy and wine	72,6%
To know the modern Lisbon	54,7%
Sightseeing	38,7%
Rest/Relax	33,0%
Have fun with friends	33,0%
Contact with local people	21,7%
To be with family	14,2%
Attend cultural events	12,3%
Stay at a good hotel	7,5%
Take advantage of good weather	7,5%
Nightlife	6,6%
Contact with Nature	6,6%
Go to recommended restaurants	6,6%
Professional business	1,9%
Play sports	0,9%
Attend sport events	0,9%

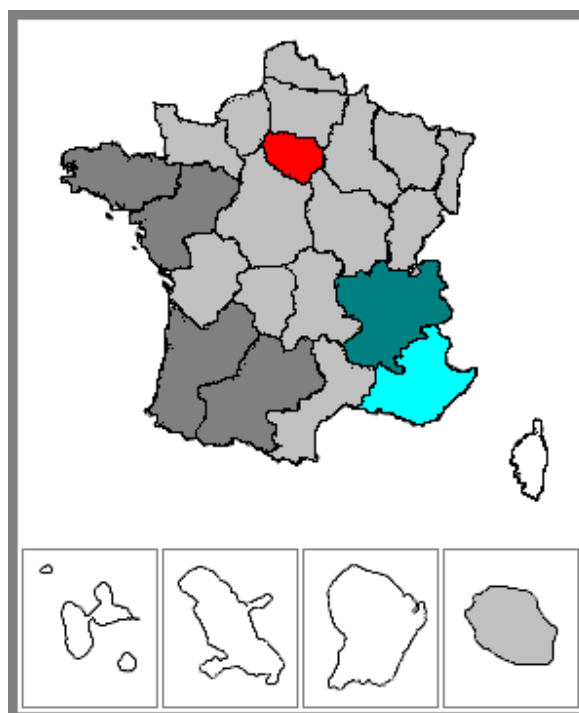
12.7 FRANCE (462 interviews)

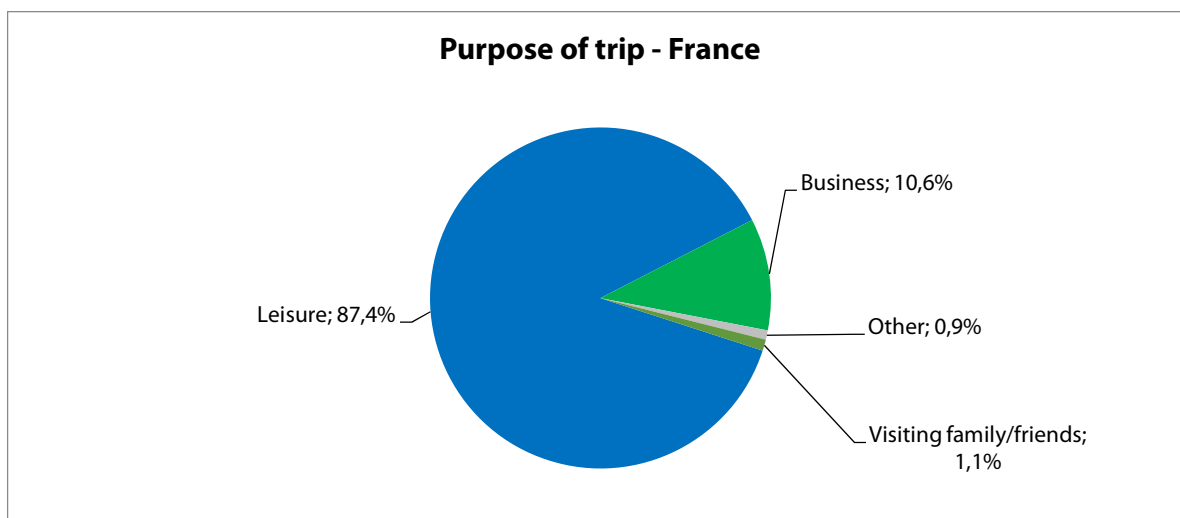






France - Area of residence	
Île de France	36,6%
Provence- Alpes- Cote D'Azur	17,3%
Rhône- Alpes	10,6%
Aquitaine	4,3%
Midi Pyrénées	4,3%
Pays de la Loire	3,5%
Bretagne	3,2%
Languedoc- Roussillon	2,4%
Bourgogne	2,2%
Nord- Pas de Calais	2,2%
Alsace	1,9%
Centre	1,9%
Franche- Comté	1,9%
Limousin	1,5%
Champagne- Ardenne	1,3%
Basse- Normandie	1,1%
Haute- Normandie	0,9%
Auvergne	0,9%
Picardie	0,9%
Lorraine	0,4%
Poitou- Charentes	0,2%
Réunion	0,2%
NA	0,2%



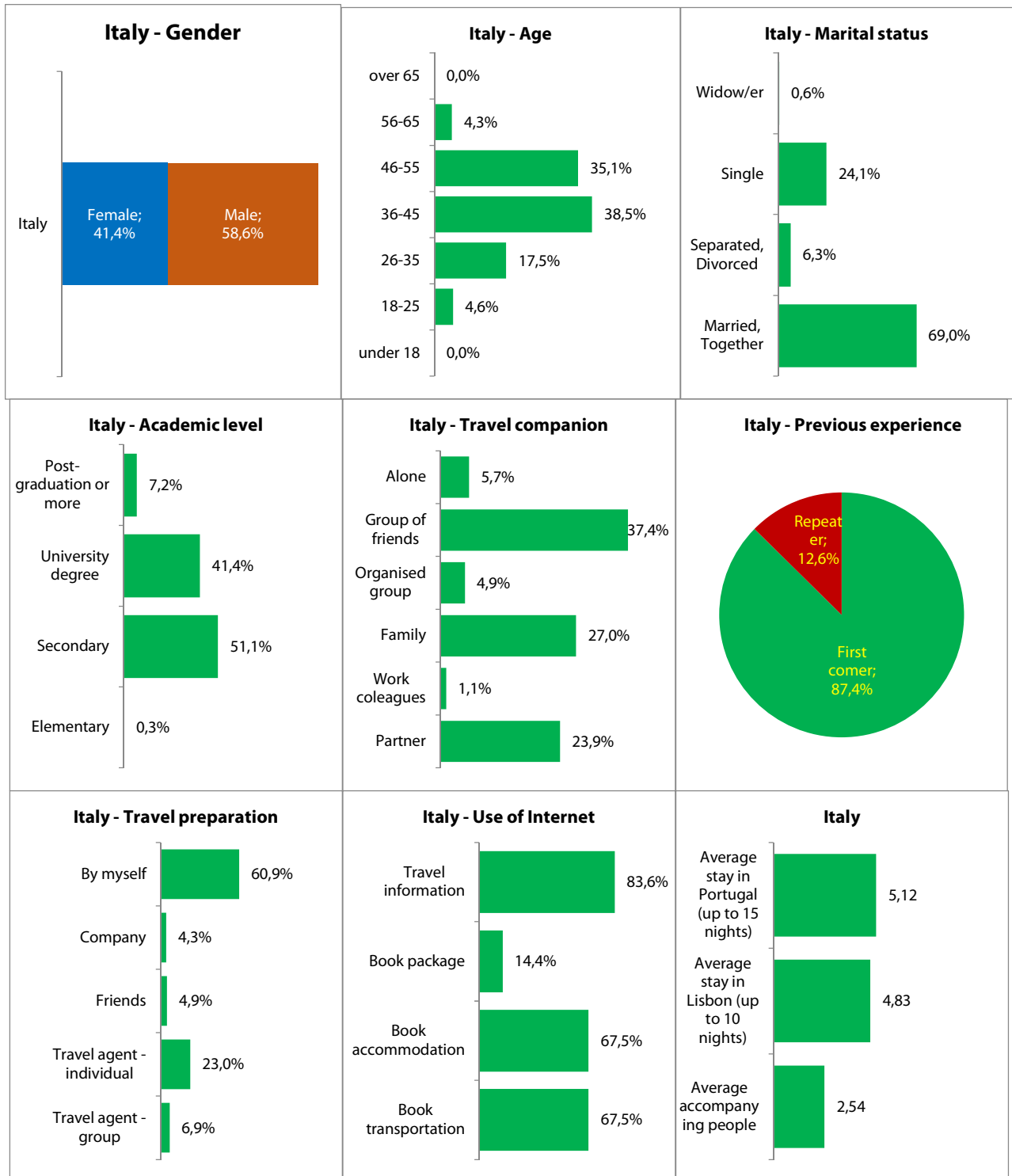


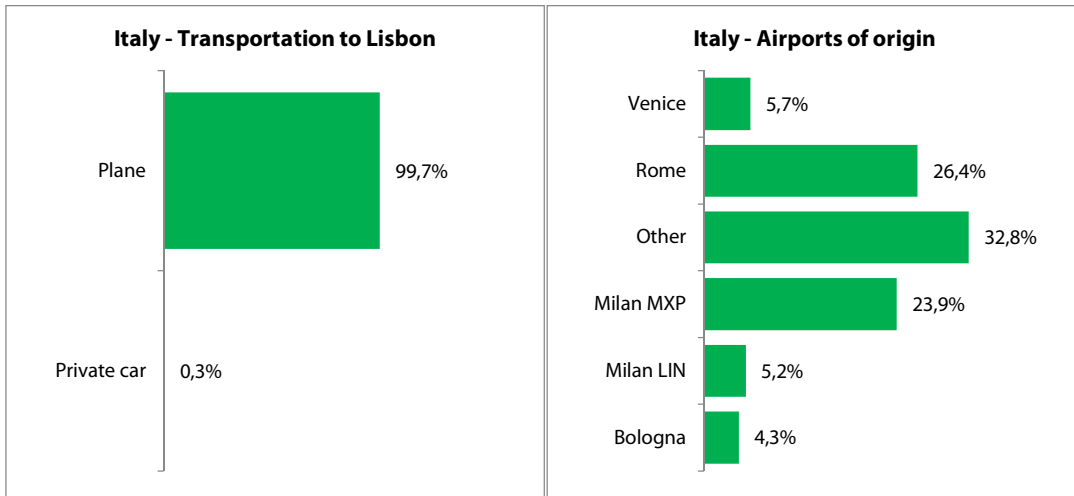
Motivational segments	France
City & Short Breaks	68,40%
Sun and Sea	12,99%
Private business	6,49%
Touring Portugal	5,41%
MI	4,11%
Visiting family/friends	1,08%
Sport events	0,43%
Cultural events	0,22%
Training	0,22%
Other	0,65%

PURPOSE OF TRIP	France
Visit monuments and museums	82,5%
To know the Portuguese culture	72,1%
Gastronomy and wine	69,7%
To know different local customs	60,4%
To know the modern Lisbon	54,1%
Rest/Relax	39,6%
Have fun with friends	36,6%
Sightseeing	32,3%
Contact with local people	31,8%
Nightlife	19,3%
To be with family	14,7%
Contact with Nature	13,9%
Take advantage of good weather	7,6%
Stay at a good hotel	7,1%
Attend cultural events	6,9%
Professional business	6,3%
Go to recommended restaurants	4,3%
Play sports	2,6%
Attend sport events	1,1%
Health reasons	0,2%

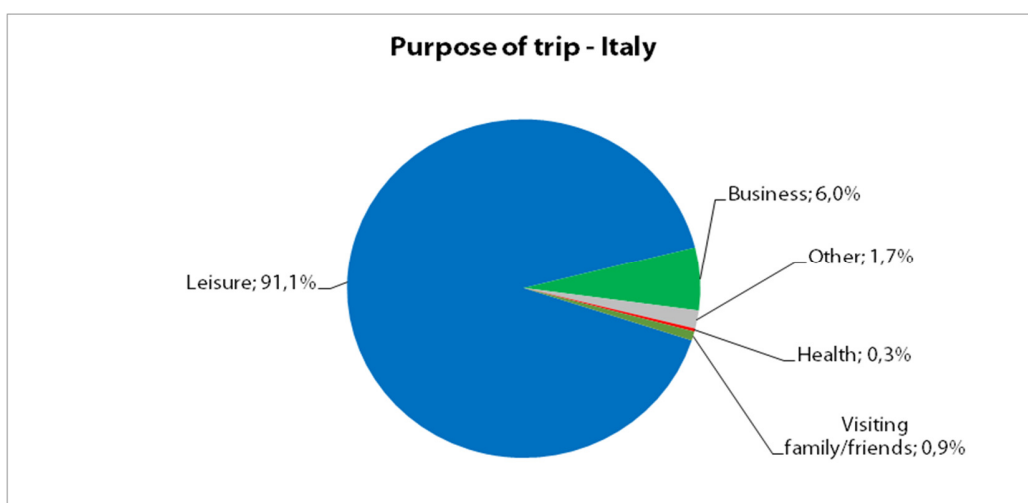
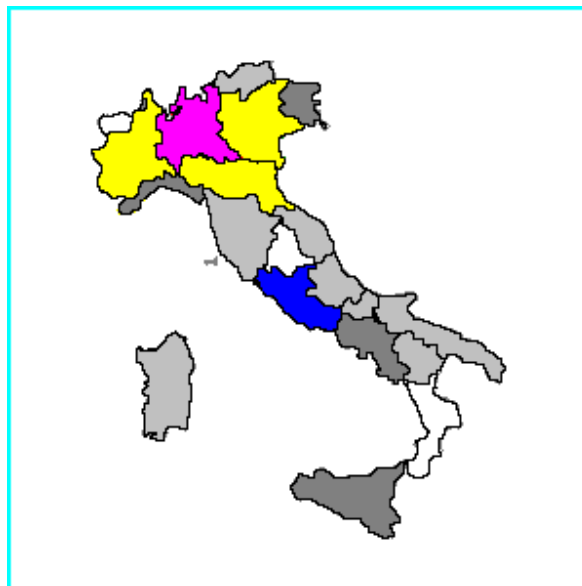
		France		
		2014	2015	Var%
<b>Average Individual Expense Transportation</b>		<b>345,93 €</b>	<b>192,16 €</b>	<b>-44,5%</b>
Average daily individual expense (without transportation to Lisbon)	Accommodation	69,02 €	51,10 €	-26,0%
	Food	31,20 €	32,02 €	2,6%
	Attractions	4,50 €	7,08 €	57,2%
	Transportation	2,85 €	7,16 €	150,8%
	Other	5,90 €	18,87 €	219,8%
<b>Global</b>		<b>113,48 €</b>	<b>116,24 €</b>	<b>2,4%</b>
Average individual expense (no transportation)		702,08 €	680,27 €	-3,1%
answers		226	118	

### 12.8 ITALY (348 interviews)





Italy - Area of residence	
Lombardia	29,9%
Lazio	22,4%
Emilia-Romagna	9,2%
Veneto	8,6%
Piemonte	5,2%
Campania	4,9%
Sicilia	4,3%
Liguria	3,4%
Friuli-Venezia Giulia	2,9%
Marche	2,3%
Toscana	2,3%
Puglia	2,3%
Molise	0,6%
Sardegna	0,6%
Abruzzo	0,3%
Basilicata	0,3%
Trentino-Alto Adige	0,3%
NA	0,3%

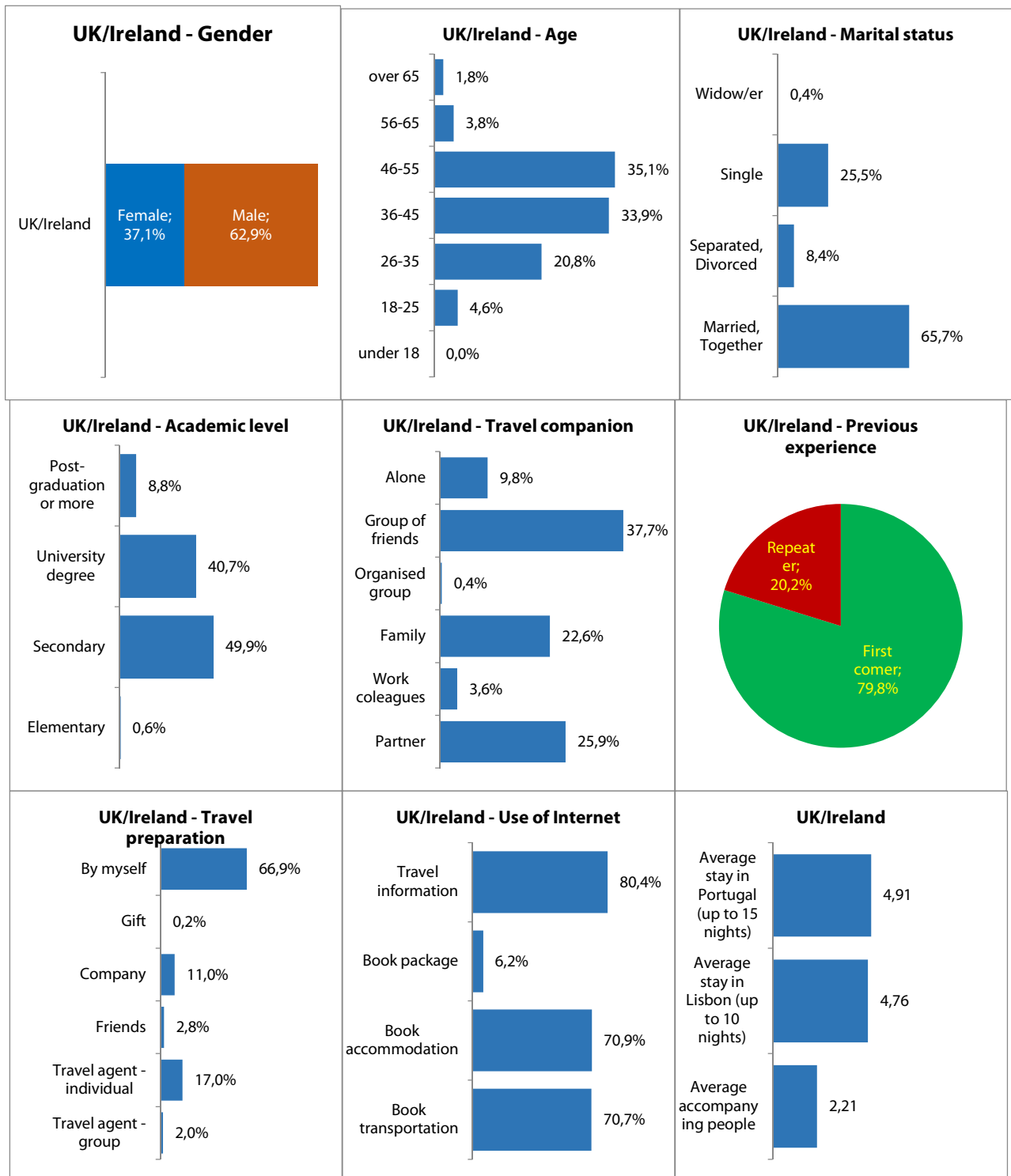


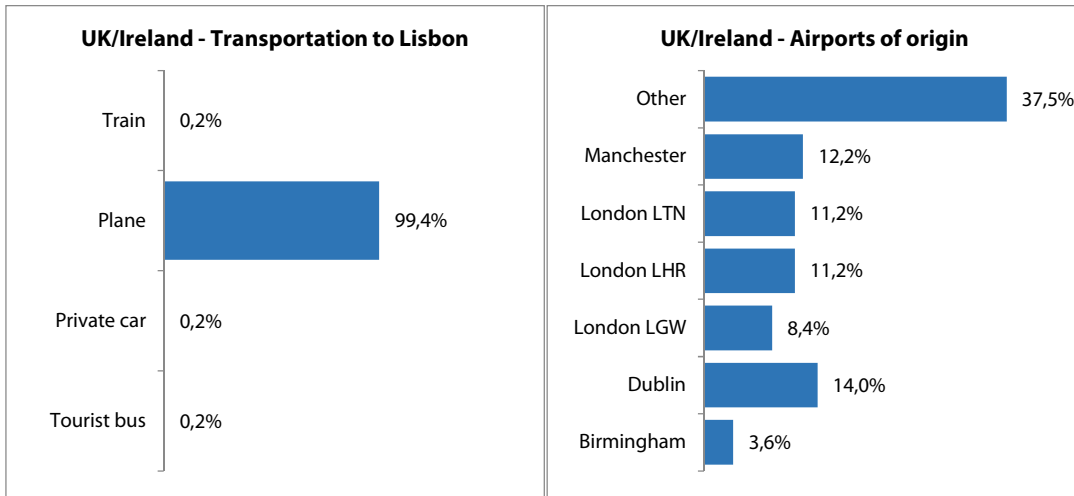
Motivational segments	Italy
City & Short Breaks	73,56%
Sun and Sea	13,79%
Private business	3,74%
MI	2,30%
Touring Portugal	2,30%
Visiting family/friends	0,86%
Cultural events	0,57%
Sport events	0,57%
Training	0,57%
Health	0,29%
Nature	0,29%
Other	1,15%

PURPOSE OF TRIP	Italy
Visit monuments and museums	83,3%
To know the Portuguese culture	79,6%
Gastronomy and wine	77,0%
To know different local customs	73,3%
To know the modern Lisbon	57,2%
Have fun with friends	42,0%
Rest/Relax	37,9%
Contact with local people	34,8%
Sightseeing	28,4%
Nightlife	19,5%
To be with family	18,4%
Contact with Nature	6,9%
Attend cultural events	5,2%
Take advantage of good weather	4,6%
Stay at a good hotel	3,4%
Professional business	2,0%
Go to recommended restaurants	1,7%
Attend sport events	1,1%
Play sports	0,9%
Health reasons	0,3%

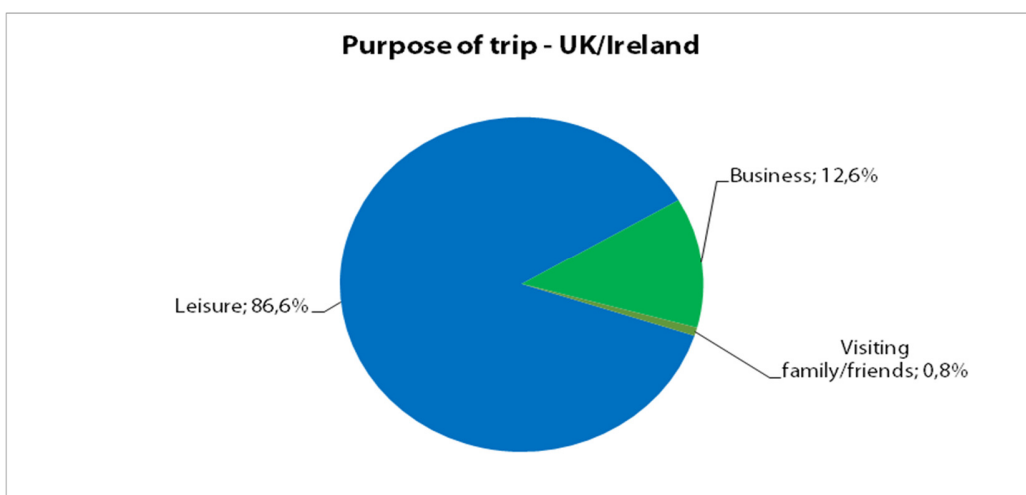
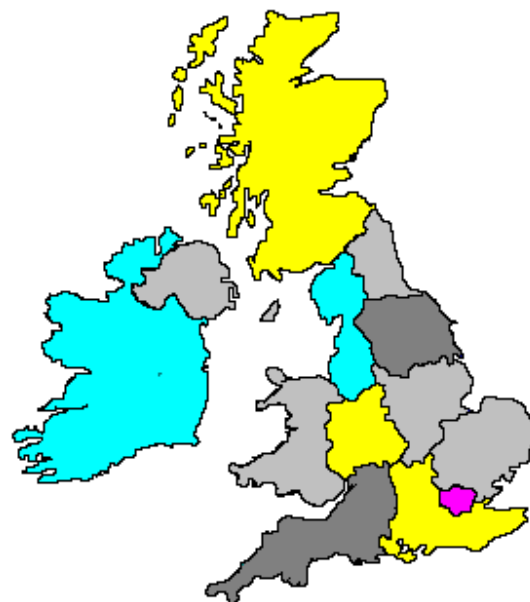
		Italy		
		2014	2015	Var%
Average Individual Expense Transportation		410,08 €	204,03 €	-50,2%
Average daily individual expense (without transportation to Lisbon)	Accommodation	83,83 €	54,84 €	-34,6%
	Food	35,62 €	34,53 €	-3,1%
	Attractions	4,41 €	5,41 €	22,5%
	Transportation	2,35 €	6,27 €	166,8%
	Other	4,29 €	23,49 €	447,2%
Global		130,51 €	124,53 €	-4,6%
Average individual expense (no transportation)		813,40 €	725,64 €	-10,8%
answers		186	82	

### 12.9 UNITED KINGDOM AND IRELAND (499 interviews)





UK/Ireland - Area of residence	
London	27,5%
Northwest	17,8%
Ireland	17,6%
Scotland	9,2%
West Midlands	6,6%
Southeast	5,8%
Southwest	4,6%
Yorkshire and the Humber	3,8%
East Midlands	1,8%
East	1,6%
Wales	1,2%
Northern Ireland	1,2%
Northeast	0,8%
Isle of Man	0,4%



Motivational segments	UK/Ireland
City & Short Breaks	71,54%
Sun and Sea	13,03%
Private business	7,21%
MI	4,61%
Touring Portugal	1,20%
Sport events	0,80%
Visiting family/friends	0,80%
Fair	0,60%
Incentive	0,20%

PURPOSE OF TRIP	UK/Ireland
Visit monuments and museums	81,0%
To know the Portuguese culture	79,4%
To know different local customs	72,7%
Gastronomy and wine	68,7%
To know the modern Lisbon	59,9%
Have fun with friends	39,9%
Rest/Relax	38,7%
Contact with local people	27,5%
Sightseeing	24,2%
Nightlife	19,2%
To be with family	15,6%
Professional business	10,6%
Contact with Nature	5,6%
Go to recommended restaurants	4,0%
Attend cultural events	3,8%
Take advantage of good weather	3,8%
Stay at a good hotel	3,6%
Play sports	1,2%
Attend sport events	1,2%

		United Kingdom and Ireland		
		2014	2015	Var%
Average Individual Expense Transportation		388,21 €	192,59 €	-50,4%
Average daily individual expense (without transportation to Lisbon)	Accommodation	85,67 €	60,15 €	-29,8%
	Food	38,64 €	36,82 €	-4,7%
	Attractions	6,28 €	6,99 €	11,2%
	Transportation	2,16 €	8,83 €	309,6%
	Other	5,87 €	20,62 €	251,5%
Global		138,61 €	133,41 €	-3,8%
Average individual expense (no transportation)		920,70 €	767,93 €	-16,6%
answers		181	81	