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Turn  
**dreamers**  
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WHAT ARE THE PLANS OF PORTUGUESE TRAVELERS FOR SPRING AND SUMMER 2021?



# What are the plans of Portuguese travelers for **spring and summer 2021**?

Portugal is one of the best outdoor destinations in Europe. It's also a perfect place for adventurers and road-trip lovers. But what do we know about Portuguese travelers? In our report we want to focus where Portuguese travelers prefer and want to travel this spring and summer.

The pandemic has changed the way we all travel and plan our vacation. However, as countries worldwide roll out COVID-19 vaccines there is hope that travel will resume soon in a safe and responsible way. Antici-

pating travel revival, we analyzed air travel search data from Portugal made in January 2021 and found out:

- **When and where Portuguese travelers are planning to travel in spring and summer**
- **What are the top destinations on their mind**



Online air travel searches are indicators of interest and demand to a destination from a certain market and potentially a signal to focus your advertising activities there.



# When and where are Portuguese travelers planning to travel in **spring and summer**?

## When are they planning to go on a trip?

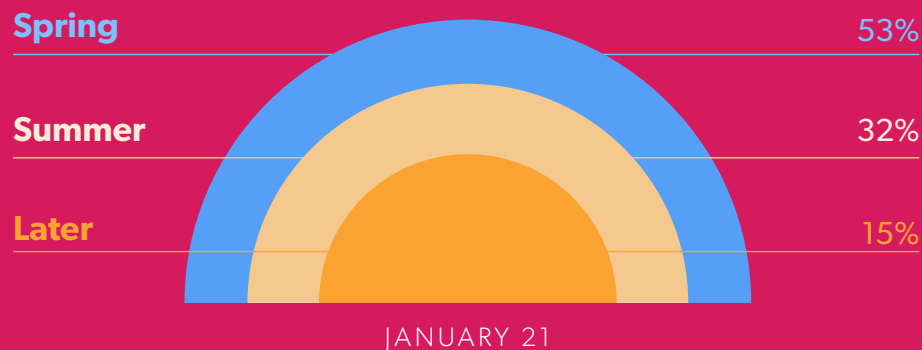
More than a half of air travel searches made from Portugal in January 2021 were for travel in springtime. 32% of Portuguese are searching for summer trips followed by 15% who are making longer term plans. It shows that this market has a good potential for short- and mid-term campaigns to grow this demand further.

## Where are they heading?

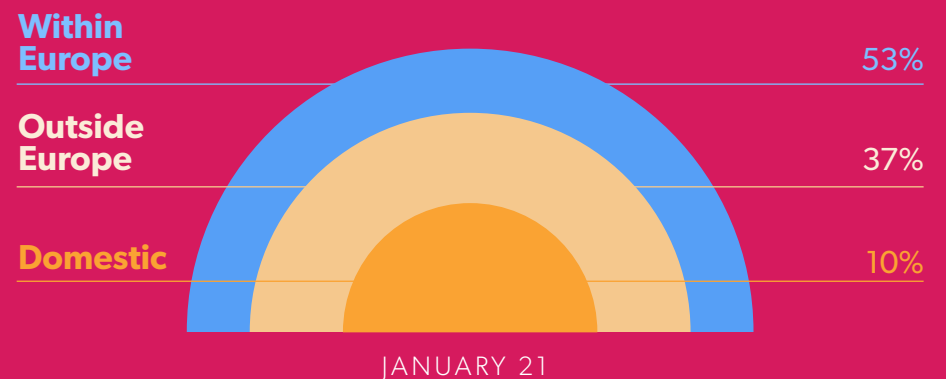
37% of Portuguese travelers are searching for a trip outside Europe. Another 10% of them consider domestic air travel for this spring and summer. And more than a half of Portuguese travelers are searching for a trip within Europe, which shows that this market has a great potential for European destinations.

FOR TRAVELING IN MARCH AND LATER

## When are they planning to travel?



## Searches within and outside Europe

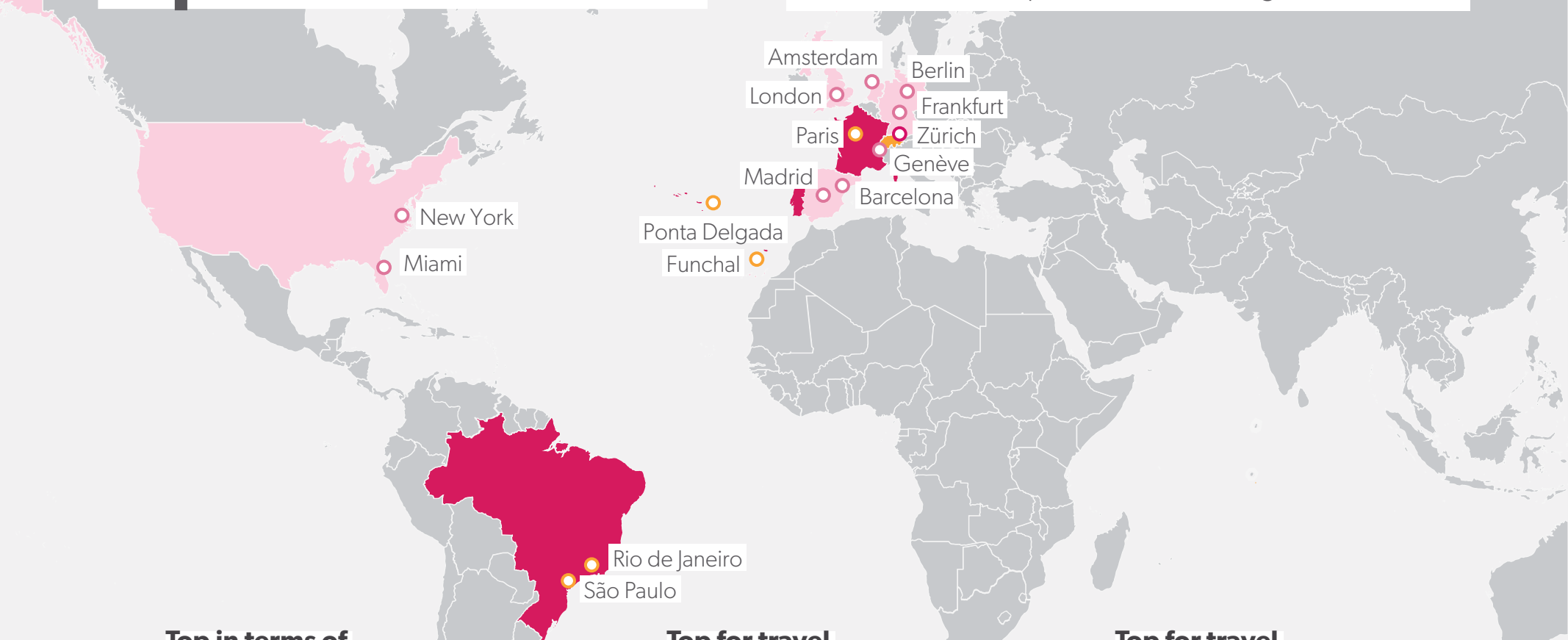


The Portuguese market would be a good target for European and non-European destinations that want to bring visitors in spring and summer. A conversion-oriented advertising campaign can become a great way to attract Portuguese travelers to these destinations.



# What are the top destinations?

We analyzed searches made in Portugal in January 2021 and put together the top destination map based on different criteria to find out what destinations are top-of-mind for Portuguese travelers.



### Top in terms of search volumes

1	Paris, France
2	London, UK
3	São Paulo, Brazil
4	Amsterdam, Netherlands
5	Madrid, Spain
+10 ▲	6 Rio de Janeiro, Brazil
+11 ▲	7 Zürich, Switzerland
8	Genève, Switzerland
9	Frankfurt am Main, Germany
10	Berlin, Germany

### Top for travel in spring

1	Ponta Delgada, Portugal
2	Paris, France
+13 ▲	3 São Paulo, Brazil
4	Funchal, Portugal
5	Amsterdam, Netherlands
6	New York City, USA
+16 ▲	7 Rio de Janeiro, Brazil
8	London, UK
9	Miami, USA
10	Madrid, Spain

### Top for travel in summer

1	Ponta Delgada, Portugal
2	Funchal, Portugal
+11 ▲	3 São Paulo, Brazil
4	Paris, France
5	New York City, USA
6	London, UK
+14 ▲	7 Rio de Janeiro, Brazil
8	Amsterdam, Netherlands
9	Barcelona, Spain
10	Madrid, Spain

▲ Increase in ranking position in comparison to 2020

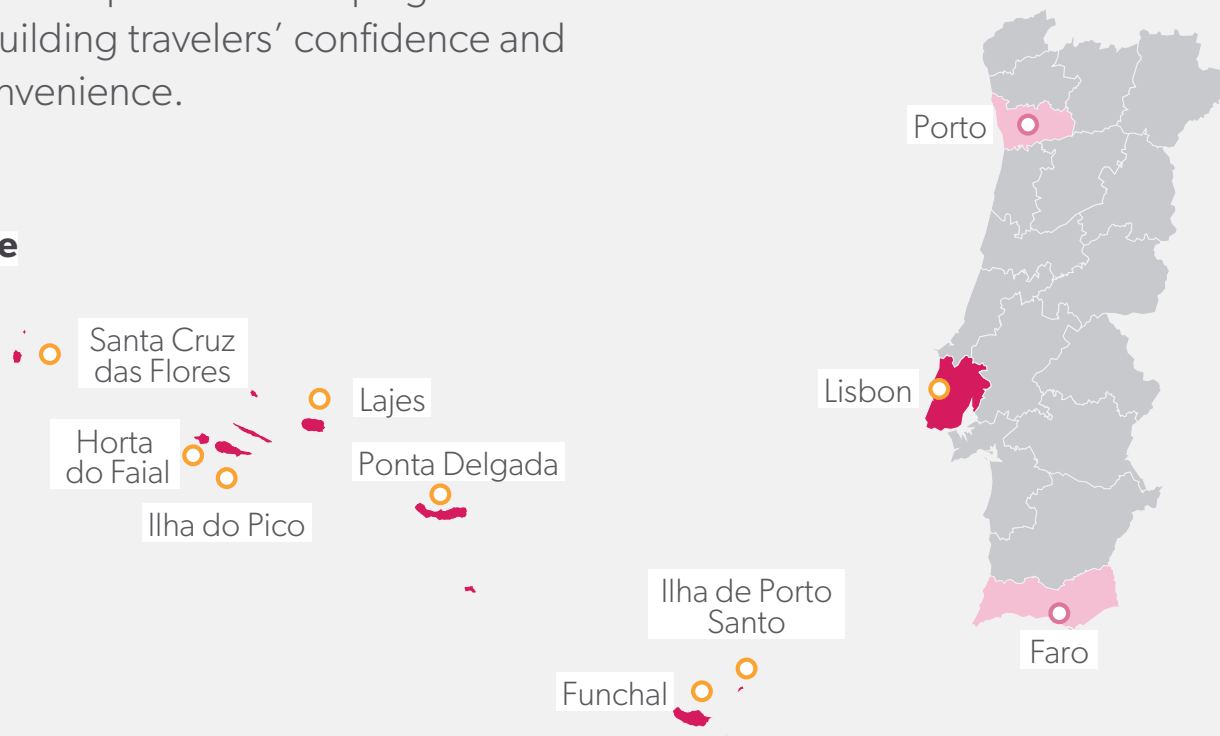


# What are the **top destinations**?

In case your destination is not in the top ranking for now, you might want to start raising awareness about it. Inspirational campaigns can be a suitable way to grow demand by building travelers' confidence and reassuring them about safety and convenience.

## Highest domestic search volume

1	Ponta Delgada, Portugal
2	Funchal, Portugal
3	Lisbon, Portugal
4	Porto, Portugal
5	Lajes, Portugal
6	Faro, Portugal
7	Ilha do Pico, Portugal
8	Horta Faial, Portugal
9	Ilha de Porto Santo, Portugal
10	Santa Cruz das Flores, Portugal

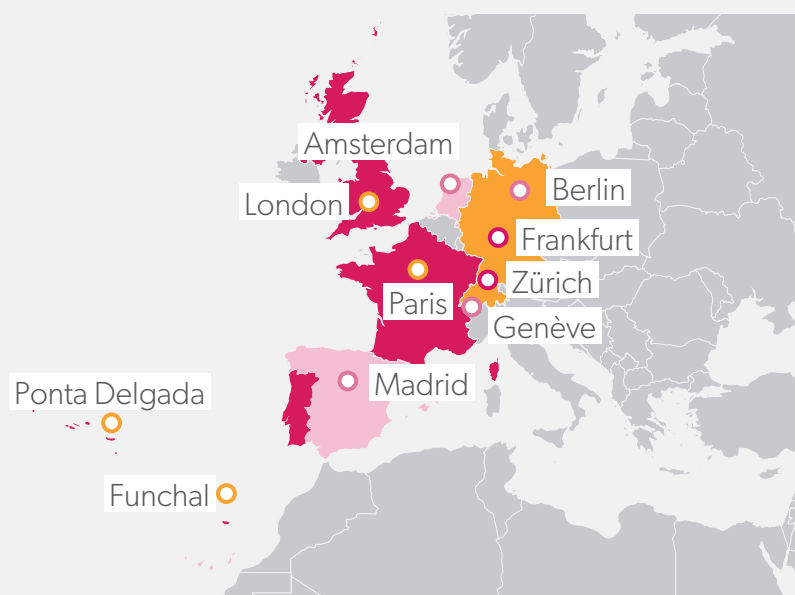


## Top destinations within Europe

1	Paris, France
2	Ponta Delgada, Portugal
3	London, UK
4	Funchal, Portugal
5	Amsterdam, Netherlands
6	Madrid, Spain
+12 ▲	7 Zürich, Switzerland
	8 Genève, Switzerland
+9 ▲	9 Frankfurt am Main, Germany
	10 Berlin, Germany



Zurich and Frankfurt am Main had a significant rise in the ranking of the top destinations within Europe in comparison to the last year. This can be a signal for those DMOs to advertise to the Portuguese market.



▲ Increase in ranking position in comparison to 2020



# What are the top destinations?



Do you see your destination trending? Amazing! Don't miss out on an opportunity to convert demand to your destination into real visitors. Conversion-oriented advertising (e.g. display ads) will bring you bookings as soon as the borders reopen, and travel is safe again.

## Highest volumes for immediate travel

	<b>1</b>	<b>Paris, France</b>
	<b>2</b>	<b>São Paulo, Brazil</b>
	<b>3</b>	<b>Ponta Delgada, Portugal</b>
	4	London, UK
	5	Funchal, Portugal
+6 ▲	<b>6</b>	<b>Rio de Janeiro, Brazil</b>
	7	Amsterdam, Netherlands
	8	Madrid, Spain
	9	Barcelona, Spain
+9 ▲	<b>10</b>	<b>Berlin, Germany</b>



## Highest ranking increase (within top 100)

+66 ▲	<b>24</b>	<b>Cancún, Mexico</b>
+63 ▲	<b>76</b>	<b>Bissau, Guinea-Bissau</b>
+55 ▲	<b>23</b>	<b>Delhi, India</b>
+55 ▲	93	San José, Costa Rica
+54 ▲	45	Male, Maldives
+48 ▲	32	Luanda, Angola
+46 ▲	18	Dubai, UAE
+46 ▲	71	Natal, Brazil
+46 ▲	77	Kathmandu, Nepal
+45 ▲	40	Goiânia, Brazil





TRAVELER SPOTLIGHT

# Portugal

Highest daily average search increase from

## Faial Island

January shows **25.5% increase** compared to the average of last 12 months



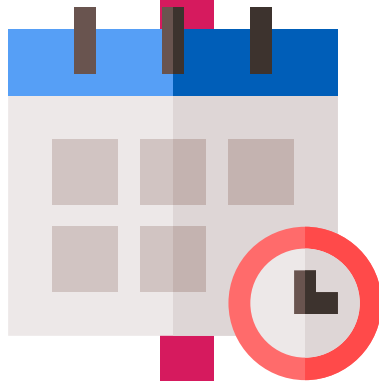
## 61 days

was the average time between searching and the travel day in January



## Jan 10

was the day with highest search volumes: **34.8%** above January average



## 8–9 pm

was the time with highest search volumes with **6.3%** of the daily searches

## 11 March

is the most searched day assuming the advance time on the peak demand date

## 3,9 days


is the average searched stay for March onwards



## Paris

is the most searched destination on the peak day with **5.8%** of the total volume





As an Amadeus company, travel audience is a part of the leading technology company dedicated to the global travel industry and has access to unique travel data including searches, bookings, schedules and traffic.

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