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European consumer choice criteria for the ideal accommodation

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Resumo

Esta tese centra-se nos atributos de seleção mais importantes que os europeus consideram quando procuram alojamento em hoteleiro. O turismo e a hotelaria são um ramo de negócio cada vez mais desenvolvido na década de atualmente. Em muitos países da Europa são considerados como rendimento essencial do país, tendo estes mais de 50% de taxa de trabalho englobado na indústria hoteleira. Recentemente, devido à pandemia de COVID-19 o mercado de turismo tem se detetado que reduziu significativamente os hóspedes que viajavam por motivos de lazer em todo o tipo de alojamento. Sendo um dos maiores desafios que o mercado sofreu nos últimos anos. Assim os hóspedes de atualmente exigem melhores condições de produtos e serviços que possam adequar às suas necessidades face aos diferentes contornos que o setor pode enfrentar. Deste modo a unidade hoteleira para se tornar o alojamento ideal é necessária uma pesquisa e estudo do mercado atual, da sociedade atual e das necessidades atuais do consumidor, para que o hoteleiro consiga atingir o máximo de procura e maximizando o fluxo de rendimento do seu negócio. Esta tese analisa como diferentes características demográficas e comportamentos de viagem influenciam essas preferências. Para isso, coletamos informações de artigos científicos e realizamos uma pesquisa online, coletando dados de 216 viajantes. Por fim, os atributos mais importantes podem ser construídos de acordo com as prioridades do consumidor, o que se tornará a sequência de abordagens recomendada para o empresário.

Palavras-chave:

Alojamento, hotel, alojamento local, critérios de escolha, comportamento do consumidor, tomada de decisão.

JEL Classification System:

M31 Marketing

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Abstract

This thesis studies the most crucial choice attributes Europeans consider when looking for hotel accommodations. Tourism and hospitality are increasingly developed branches of business in today's decade. In many European countries, they are regarded as essential income for the country, with more than 50% of them employed in the hospitality industry.

Recently, due to the COVID-19 pandemic, the tourism market has been found to have significantly reduced the number of guests traveling for leisure in all types of accommodations. This problem is one of the biggest challenges the market has suffered in recent years. So, guests today demand better conditions for products and services that can adapt to their needs, given the different contours the sector can face. Thus, for the accommodations unit to become the ideal accommodation, it is necessary to research and study the current market, society, and consumer needs so that the hotelier can reach maximum demand and maximize the income flow of his business. In this thesis, an analysis was made of how different demographic characteristics and travel behaviors affect these preferences. Information has been collected from scientific articles, and an online survey has been developed that collected data from 216 travelers. This makes it possible to structure the most important attributes by priority levels for the consumer, which will consequently be the suggested approach to be taken by the establishment's owner.

Keywords:

Accommodation, hotel, local accommodation, choice criteria, consumer behavior, decision-making.

JEL Classification System:

M31 Marketing

Z32 Tourism and Development

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List of abbreviations

MICE - Meetings, Incentives, Conferences, and Exhibitions

GDP - Gross domestic product

Wi-Fi - Wireless Fidelity

WOM – Word of Mouth

PCA - Principal Component Analysis

ST – Short-term

LT - Long-term

1. Introduction

1.1 Type of Thesis

In the final stage of the academic path of the Master's in Management at ISCTE Business School, students were asked to prepare a thesis within the areas studied throughout the Master's Specifically, I chose to develop a project in the form of a dissertation in order to have the opportunity to know and interpret the existing gaps around the theme of hotel management and consumer behavior.

1.2 Contextualization and Relevance of Theme

In this era of advanced technology and the rapid transition of information through social networks, tourists may now publish their memories and views of their trips on the lodging's website, thanks to technology, which provides more accurate and transparent information to tourists planning their visits, so the method of consumer choice for the ideal accommodation when traveling has altered as a result of the increased variety of alternatives. Travelers value several attributes more and less when choosing the perfect accommodation for their journey, which can vary firstly according to their budget and then according to their preferences and personal tastes. The most common accommodations are hotels, local or Airbnb, hostels, apartments, and friend's homes. (Tao & You, 2022)

Currently, the criteria chosen for the ideal accommodation is the key for entrepreneurs in the hospitality sector, as tourism generates several benefits for the economy, such as the rise in employment and the local population's higher standard of living (Bunghez, 2015). Plus, it has the most significant business and source of income, and it is the fundamental economic activity for generating wealth and employment in Portugal (OMT, 2020).

As Baruca and Čivre (2012) defined, the hospitality industry's marketing environment is highly competitive. Businesses must understand customers and their decisions, as only hoteliers with a strong understanding of consumer wishes will endure and evolve in their quest for a competitive edge. In this way, considering that there is no end to competitors worldwide, this study of the possible clientele and their preferences is essential for the success of hospitality-related businesses.

1.3 Objectives

With this dissertation, it will be possible to verify that consumer behavior and decision-making are constantly changing because of the evolution of technologies and the appearance of natural phenomena such as the coronavirus. Thus, the in-depth study of the attributes that contribute to consumer choices and the data collection from the answers will determine the criteria for choosing the ideal accommodation.

Currently, local hotels and accommodations seek a competitive advantage in the market. In this sense, the primary goal of the investigation is to examine the factors that influence the choice of accommodation in the tourism sector and the differentiation between short- and long-term stays through the analysis of results observed in the hospitality sector.

Having identified the main objective, I proceed to the enumeration of the goals to be achieved through the elaboration of this project:

- Understand the type of accommodation preferred by guests.
- Understand which attributes are most relevant to the consumer's ideal accommodation choice.
- Understand the customer's characteristics for long-term stays and the attributes they value for short-term stays.
- Understand what drives consumers to choose between short-term and long-term stays.
- Elaborate on a sufficiently significant study that can support possible decisions to improve and perfect the products and services of the hospitality industry.

2 Literature Review

2.1 Tourism and Hospitality

2.1.1 Categories and types of tourism

From its beginnings to the present day, the tourist and hospitality business has been acknowledged for many years. According to Alpestana (2020) and Thommandru et al. (2021), tourism is broadly classified into international and domestic. Visitors practice these without a minimum duration in their own country or another country. Tourism is still divided into eight different types:

1) Leisure tourism

According to R. Liu et al. (2023) and Thommandru et al. (2021), the most common form of travel is leisure travel, in which individuals go on vacation for pleasure, relaxation, and entertainment. It includes activities such as beach vacations, exploring, shopping, and participating in cultural events.

2) Religious and spiritual tourism

According to Heidari et al. (2018), Olsen and Timothy (2021), and Thommandru et al. (2021), religious and spiritual tourism is tourism that has the same crucial motivation as religion. It includes beliefs such as Hinduism, Islam, Buddhism, Jainism, Zoroastrianism, and Christianity.

3) Rural tourism

According to Priatmoko et al. (2023), Thommandru et al. (2021), and Zheng et al. (2023). Tourism in Rural Areas is related to offering tourist activities, accommodation, entertainment, and events in rural destinations.

4) Urban tourism

According to Alpestana (2020), Liu (2023), and Thommandru et al. (2021), the notion of urban tourism refers to the consumption of specific dimensions typically associated with city space, such as architecture, monuments, or parks, but also specifically culturally, such as museums, restaurants, and performances.

5) Sustainable tourism

According to Bhuiyan et al. (2023), Gautam (2023), and Thommandru et al. (2021). Sustainable tourism takes into account the environmental and social effects of present and future economic activity, as well as the demands of tourists, the environment, local communities, and financial institutions.

6) Nature tourism

According to Thommandru et al. (2021), nature tourism refers to travel and recreational activities focusing on feeling and realizing natural environments while minimizing negative environmental impacts and supporting local preservation labors. It involves visiting and exploring natural landscapes, protected areas, and wildlife habitats responsibly and sustainably.

7) Adventure tourism

According to Ibrahim and Shogaa (2023), Rantala et al. (2018), and Thommandru et al. (2021), Adventure tourism includes tourism activities resulting from recreational and non-competitive adventure activities.

8) MICE tourism

According to Dwyer and Forsyth (1997), Ibrahim and Shogaa (2023), and Thommandru et al. (2021), MICE means Meetings, Incentives, Conferences, and Exhibitions, and it signifies a profitable segment of tourism. MICE can also be called business travel or business events.

2.1.2 Importance of the tourism industry for the economy of the country

The different types of tourism contribute to a large number and variety of people practicing this way, contributing a lot to the inflow of money to the country and offering direct and indirect job possibilities for workers. Such as support in handicrafts, the maintenance of culture, helping preserve nature, and conserving the typical products of the area. This directly influences globalization and sustainable development and, above all, contributes to the increase in each country's Gross Domestic Product (GDP), which means that tourism is vital for the sectors of agriculture, animal husbandry, construction, entertainment, crafts, transport, and, among others, allowing the economic growth and development of the country. (Ip et al., 2011; Law & Chon, 2007; Thommandru et al., 2021).

2.2 Consumer Behavior

Jesus (2019) explains consumer behavior as studying the procedures presented while an individual or group chooses, purchases, employs, or discards goods, services, ideas, or experiences to meet their demands and desires. Nonetheless, based on Leon et al. (2014), customer habits involve how consumers show (their process of choice and choices), consider (their sentiments), and react (their bodily behaviors that arise from their emotions and conclusions). The behavior of consumers thus examines how people allocate their available assets—such as cash, time, and effort—to purchase and use products and services.

2.2.1 Consumer Decision-making Process

Consumers constantly make decisions regarding purchasing, choosing, and using products and services. These choices are essential for consumers, employees, and marketers. These decisions are often tricky. Consumers often face many options, which are continually changing because of new technologies and competitive pressures. Much information is usually available from many sources (e.g., packages, advertisements, friends, salespeople, and brochures). Furthermore, the consumer is often unsure how to select a product (Bettman et al., 1991).

Solomon et al. (1999) assert that consumers must make selections about which goods and services to choose. As stated by Baruca and Čivre (2012), the use of substitute items is widespread in today's circumstances. Through offers, consumers are increasingly considering product qualities as well as the price-quality ratio.

2.2.2 Consumer decisions under the influence of various factors

An essential factor in the decision-making process is the importance of the task. Bettman et al. (1991) assume three different types of decision-making processes: (1) a simple and habitual process, (2) a process with moderate processing, and (3) a process with extensive processing.

The type of decision-making process is defined according to aspects such as the choice task, for example, time pressures; characteristics of the substitute products themselves, such as variation in significance weights for attributes; individual differences in skill or knowledge; and social factors that can also have an impact on how consumers react to a decision task (Bettman et al., 1991).

1. The first type of decision-making process is considered a standard or daily purchase, such as a purchase of food in the supermarket. The decision is often routine, has few consequences, and is made almost spontaneously with slight effort.
2. The second type of decision-making process is considered to have more consequences compared with the first type. This means that the consumer will dedicate effort to seeking information and asking for advice.
3. In the third type of decision-making process, the consequences are much more significant, and the consumer will often dedicate a great deal of effort to seeking vast amounts of information, asking for advice, and agonizing over complex exchanges.

Baruca and Čivre (2012) confirm that the selection procedure of an accommodation used by consumers is affected by essential factors according to the qualities of the data received, individual preferences, and hospitality products. Thus, according to Bettman et al. (1991), consumers used the second decision-making process when choosing the ideal accommodation.

2.3 Accommodation Selection Criteria / Attributes

Several different factors influence forecast consumers' accommodation selection. These are made up of aspects related to the features of the lodging product, customer personality traits, and marketing initiatives. Hotel items may be viewed as collections of many characteristics that directly affect the decision, stimulate customers' buying intentions, and set themselves apart from their rivals' offerings (Alpert, 1971).

With a deep study of the value of the attributes that different authors confirm, it could be possible to list the principal points consumers value when choosing accommodation when traveling. (See table 1).

Table 1 Attributes that consumers value when choosing an accommodation (Author)

Attributes	Definition	Reference
Brand loyalty	An intangible asset of the company. The name or image of the accommodation.	(Belfrage et al., 2005; Khraim, 2011; Martins et al., 2021)
Location	The proximity to attractions,	(Aksoy & Yetkin Ozbuk, 2017; Baruca &

	accessibility, safety, and security, scenic views and natural surroundings, local culture and authenticity, business and conference facilities, and surrounding amenities and services	Čivre, 2012; Biswas et al., 2020; Lertsansern, 2020)
Room and Room Amenities	The main product of the accommodation is the room, which includes the bed, desk, and toilet. Room amenities include air conditioning, entertainment (TV or music), Wi-Fi, toiletries, bathrobes, and more.	(Ady & Quadri-Felitti, 2015; Baruca & Čivre, 2012; Kim & Han, 2022; Masiero & Nicolau, 2016; Tao & You, 2022; Wang et al., 2020)
Free WIFI	Free internet connection in the accommodation.	(Baruca & Čivre, 2012; Jones & Chen, 2011; Kim & Han, 2022; Lu & Tabari, 2019; Masiero & Nicolau, 2016; Mellinas & Nicolau, 2020)
Cleanliness	The state or quality of cleanliness of the accommodation.	(Awan et al., 2020; Baruca & Čivre, 2012; Kim & Han, 2022; Masiero & Nicolau, 2016; Shin & Kang, 2020; Wang et al., 2020)

Having safety conditions	The accommodation has safe conditions to live in.	(Baruca & Čivre, 2012; Kim & Han, 2022; Masiero & Nicolau, 2016; Rabiul et al., 2022; Robina-Ramírez et al., 2021; Wang et al., 2020)
Parking availability	The accommodation can park the car in or near the accommodation.	(Baruca & Čivre, 2012; Maršanić & Mrnjavac, 2015)
Lift availability	The accommodation has one or more lifts in the establishment.	(Baruca & Čivre, 2012; Brien et al., 2019)
Children friendly services	A child-friendly accommodation has a particular space that both parents and children enjoy. It could be like a babysitting service, having a playground, or having toys.	(Özel, 2015)
Pet-friendly services	An accommodation where you can stay with your pet.	(Buhalis & Chan, 2023)
Refund in case of cancelation	The accommodation immediately returns the funds to the customer's bank account in case of a cancellation of the stay.	(Ady & Quadri-Felitti, 2015; Baruca & Čivre, 2012; Kim & Han, 2022; Masiero & Nicolau, 2016; Peng & Xiong, 2008; Tao & You, 2022; Wang et al., 2020)

Price	The amount paid for the accommodation stay.	(Ady & Quadri-Felitti, 2015; Aksoy & Yetkin Ozbuk, 2017; Baruca & Čivre, 2012; Jones & Chen, 2011; Lockyer, 2005; Wang et al., 2020)
Feedback from other guests	Online and word-of-mouth reviews of the accommodation.	(Amheka et al., 2019; Högnäs, 2015; Jones & Chen, 2011; Manhas & Tukamushaba, 2015)
First impression	The first image that the customer has of the accommodation.	(Amheka et al., 2019; Högnäs, 2015; Manhas & Tukamushaba, 2015)

2.3.1 Products and Services Quality

The room, as the main product of the accommodation service, has characteristics such as privileged location (Aksoy & Yetkin Ozbuk, 2017; Baruca & Čivre, 2012; Biswas et al., 2020; Lertsansern, 2020), good cleanliness (Awan et al., 2020; Baruca & Čivre, 2012; Kim & Han, 2022; Masiero & Nicolau, 2016; Shin & Kang, 2020; Wang et al., 2020), comfort, useful amenities (Ady & Quadri-Felitti, 2015; Baruca & Čivre, 2012; Kim & Han, 2022; Masiero & Nicolau, 2016; Tao & You, 2022; Wang et al., 2020), and having safety conditions (Baruca & Čivre, 2012; Kim & Han, 2022; Masiero & Nicolau, 2016; Rabiul et al., 2022; Robina-Ramírez et al., 2021; Wang et al., 2020).

The location of the accommodation is an attribute that can significantly influence the selection and decision-making of the consumer. Consumers evaluate the location by several factors: proximity to attractions, accessibility, safety, and security; scenic views and natural surroundings; local culture and authenticity; business and conference facilities; and surrounding amenities and services. Thus, an accommodation that offers convenience, security, unique experiences, and accessibility to the desired attractions and amenities is the key selling point for hoteliers to attract guests (Aksoy & Yetkin Ozbuk, 2017; Baruca & Čivre, 2012; Biswas et al., 2020; Lertsansern, 2020).

An adequate price is an essential attribute and is often decisive for the buyer when deciding on any industry, including the hospitality industry. In the labor market, the price definition must consider the price/quality ratio to create greater competitiveness in the market. In this case, the study of the target consumer is very relevant since it promotes the installation of the accommodation to have the notion of what budget the consumer is willing to spend on the purchase, understanding their limitations, understanding the occasion of time that the target consumer will enjoy the accommodation service, thus anticipating advertising of discounts or economic packs, thus allowing hoteliers to optimize their pricing strategies to attract and retain customers (Ady & Quadri-Felitti, 2015; Aksoy & Yetkin Ozbuk, 2017; Baruca & Čivre, 2012; Jones & Chen, 2011; Lockyer, 2005; Wang et al., 2020).

To improve the quality of the guests' stays, the consumers' feedback is crucial for its own uplift. This combines all the positive and negative aspects that each customer has witnessed in their consumption from the beginning of the trip to the end, including all consumption made inside or outside the hotel, which is part of the customer journey. Thus, comments on the internet and word-of-mouth (WOM) are incredibly important for consumers in their decision-making process. And for the hoteliers to improve their defects and negligence (Alexandrov et al., 2013; Baker et al., 2016; Zhao & Li, 2023).

The number of comments on the internet is increasing in the current generation. With technological innovation, customers are ready to always consider online reviews before purchasing or reserving any product or service. Customers usually choose the accommodation they like for its characteristics and price and reassess their stimulus with past comments to ensure the quality of the selected product (Jones & Chen, 2011). Consumers pay attention to six factors: "online review quality, online review attitude, trust trend, engagement, and perceived risk" (Zhao & Li, 2023).

WOM, unlike comments on the internet, is transmitted offline. It is more trustworthy for consumers as it is expressed by consumers who already know and have used the product or service. In their study, Alexandrov et al. (2013) proved that WOM positively and negatively influences 79% of the tested hypotheses in the consumer's decision. The purchase intention increases significantly when the conversation takes place offline. It was also proved by Baker et al. (2016) that the degree of influence depends on the relationships of the individuals who are passing the message on. This means that the greater the intimacy between individuals, the greater the likelihood of a purchase. Compared with marketing advertising, WOM is known for trustworthy recommendations and honest and unbiased information.

2.3.2 Accessibility and Image of the Accommodation

After knowing the customers' needs, the hotelier must customize the equipment to facilitate accessibility to the guests it will receive. Some of the equipment that the accommodation could have is the parking (Baruca & Čivre, 2012; Maršanić & Mrnjavac, 2015), the elevator (Baruca & Čivre, 2012; Brien et al., 2019), the Wi-Fi (Baruca & Čivre, 2012; Kim & Han, 2022; Lu & Tabari, 2019; Masiero & Nicolau, 2016; Mellinas & Nicolau, 2020),

To maintain or improve the image of the accommodation, some attributes are precious for the customers. First, the hotel's brand attribute is increasingly important as it is an intangible company asset (Belfrage et al., 2005). Brand loyalty plays an essential role in the hospitality industry. It refers to the tendency of customers to repeatedly choose and remain loyal to a hotel brand over its competitors. A good brand image helps the hotel to be aware of the preferences of its consumers, thus seeking to expand its business in order to facilitate the customer's needs, which may include services before check-in and post-check-in services, helping customers with the inconveniences they may have or can find on the trip (Martins et al., 2021). Also, loyalty to the brand is crucial in keeping the desire to purchase the product in the minds of consumers and keeping them updated to prevent switching to another supplier (Khraim, 2011).

Subsequently, the first impression attribute is also significant for new customers, as it is a person's initial perception of another person, place, object, or situation. This impression is formed based on limited and immediate information, such as physical appearance, body language, tone of voice, behavior, and the surrounding environment. First impressions can be powerful and influence how people perceive and interact with each other. They can be positive, negative, or neutral, often forming in seconds (Amheka et al., 2019). Högnäs (2015) has found that 75% of the satisfaction of the guests is directly proportional to the first impression that the guest has of the accommodation.

In addition, the first impression can be a differentiating factor, provide quality assurance, and even improve the brand image. It can be summarized that the first impression is crucial in the hospitality industry, as it affects the perception of quality, brand image, and reputation of guests. It helps hotels differentiate themselves from competitors, fosters emotional connections, contributes to guest satisfaction, and influences booking decisions. By prioritizing a positive initial experience, consumers will have more confidence in the accommodation, and it will be able to attract and retain more customers, leading to business success (Manhas & Tukamushaba, 2015). Thus, for the consumer to have an excellent first impression of the accommodation, the staff's figure, status, and attitude must be extremely strict. In this case, meeting the customer's needs is essential (Amheka et al., 2019).

2.3.3 Complementary services

Finally, different consumer profiles have different definitions of product quality. They may prefer one feature over another, depending on the case. Knowing the target consumer is crucial for the success of any business, including the hospitality industry. By understanding the target consumer's specific needs, preferences, and characteristics, hotels can tailor their services, marketing strategies, and overall guest experience to meet and exceed their expectations. For this, each accommodation should first evaluate the consumer profile it will receive, which is divided into four different types: travelers that travel alone or for business and travelers that travel with friends, family, or a partner (Lertsansern, 2020).

Travelers who travel alone or for business generally don't have high requirements for accommodation. The most required are basic needs such as Wi-Fi and accessibility (Herjanto et al., 2017). Other travelers require more, such as family travelers, who may choose accommodations with children-friendly services (Özel, 2015) or pet-friendly services (Buhalis & Chan, 2023) to enjoy the trip more relaxed and peacefully. Thus, optimizing the quality of the stay (Ady & Quadri-Felitti, 2015; Baruca & Čivre, 2012; Kim & Han, 2022; Masiero & Nicolau, 2016; Tao & You, 2022; Wang et al., 2020).

Another attribute that customers increasingly consider is the refund in case of cancellation. Consumers value this attribute once they offer financial protection and flexibility, making them feel confident enough to buy without worrying about unforeseen events. An accommodation with this complimentary service gains a competitive advantage because when the consumer must decide but is still undecided, they will choose the most convenient accommodation best suited to their needs (Ady & Quadri-Felitti, 2015; Baruca & Čivre, 2012; Kim & Han, 2022; Masiero & Nicolau, 2016; Peng & Xiong, 2008; Tao & You, 2022; Wang et al., 2020).

3 Proposed Research Model

After deepening the literature described above and considering the different attributes and criteria of the various selected studies, three dimensions that appeared to be relevant to the study in question were then adapted(Ady & Quadri-Felitti, 2015; Aksoy & Yetkin Ozbuk, 2017; Alexandrov et al., 2013; Alpert, 1971; Baker et al., 2016; Baruca & Čivre, 2012; Belfrage et al., 2005; Bettman et al., 1991; Biswas et al., 2020; Brien et al., 2019; Buhalis & Chan, 2023; Dogru et al., 2022; Högnäs, 2015; Khraim, 2011; Kim & Han, 2022; Leon et al., 2014; Lertsansern, 2020; R. Liu et al., 2023; Lockyer, 2005; Manhas & Tukamushaba, 2015; Maršanić & Mrnjavac, 2015; Masiero & Nicolau, 2016; Özel, 2015; Robina-Ramírez et al., 2021; Shin & Kang, 2020;

Solomon et al., 1999; Tao & You, 2022; Wang et al., 2020; Zhao & Li, 2023). Then, the choice criteria were allocated to the various corresponding dimensions.

Thus, the objective was to understand the type of accommodation preferred by guests, understand which attributes are most relevant in the consumer's ideal accommodation choice, understand what drives consumers to choose between short-term and long-term stays, and understand the customer's characteristics and the attributes they value for short- and long-term stays.

The Research Model is illustrated below:

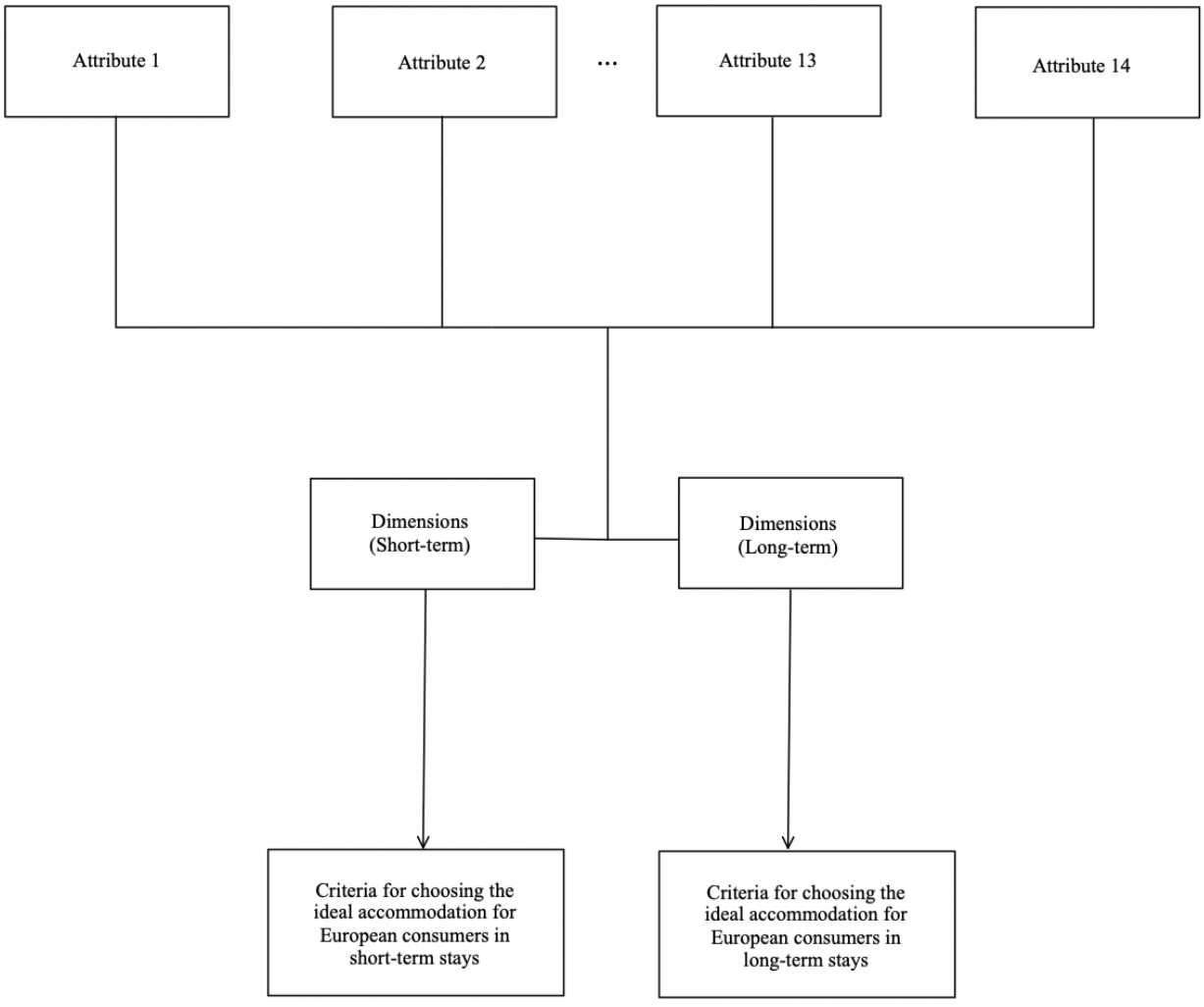


Figure 1 Research Model (Author)

4 Methodology

4.1 Procedure

The main objective of this investigation is to understand the determinants and motivations that drive the consumer to choose the ideal accommodation to carry out their tourism-related trips.

In this sense, after introducing the concepts and conducting an intensive analysis of the literary review, I opted to follow a methodology of a quantitative nature due to the descriptive nature of the study due to analyzing the preferences of current-generation consumers. Thus, an online questionnaire has been created and divided into two parts, including questions regarding the demographic characterization (age, gender, level of education, and average time spent online) of the respondent in the first part and questions regarding the preference for the type of accommodation. These potential factors may influence consumers' adoption of long or short stays, among others, in the second part in order to collect answers and data regarding the determining factors of the consumer in the tourism sector, as well as to understand the different factors when it comes to opting for long-term and short-term stays and, finally, the determinants and attributes that lead them to choose the ideal accommodation.

4.2 Data Analysis

The participants who belong to the sample of this study were selected based on the sole condition that they were consumers, something that would not initially constitute a barrier.

The sampling technique used is non-probabilistic for convenience since the sample selection was made primarily by the researcher.

To collect the data, a questionnaire was created and placed online on the Google Docs platform (Annex A: Questionnaire), and the questionnaire link was made available in several ways: WhatsApp, WeChat, Facebook Messenger, Instagram, and in person. Participants were asked to be sincere in their responses, reminding them to ensure the anonymity and confidentiality of their data and responses. Data collection took place in June 2023, and 216 responses were obtained.

The IBM SPSS Statistics version 27 software was used for subsequent data analysis.

4.3 Dimension Analysis

Table 2 Dimension of the criteria for choosing the ideal accommodation

Dimension	Items	Corresponding questions in the questionnaire
Products and service quality	Price Cleanliness Having safety conditions and security Location Feedback from other guests Room and room amenities	12
Accessibility and image of the accommodation	Lift availability Free Wi-Fi Brand Loyalty Parking availability First impression	10
Complementary services	Pet-friendly services Children friendly services Refund in case of cancelation	6

4.3.1 Analysis of principal components and reliability

The principal component analysis (PCA) was the first approach employed in this dissertation. This is regarded as a strategy for analyzing components in terms of importance, the presence of correlation, and simplifying data by transforming correlated variables into components (Marôco, 2021).

This approach in the current thesis is designed to evaluate if the findings of each variable are pertinent to the study, as well as to confirm the association between the variables, with the goal of diagnosing the variables' independence. The first test to be carried out was the Kaiser-Meyer-Olkin test, which aims to analyze the homogeneity of dimensions by comparing simple

and partial correlations between measurements. This test is a measure of sampling adequacy. (See table 4)

Table 3 KMO and Bartlett Sphericity test

Dimension	KMO measurements	Recommendation regarding AF a	Bartlett's Test of Sphericity b
Criteria for Short-term stays	0,874	Good	$\chi 2$ (91) = 948,304; p = <0,001
Criteria for Long-term stays	0,827	Good	$\chi 2$ (91) = 493,705; p = <0,001

N=216; a according to Marôco J (2021); b Significance level considered in analysis: $\alpha = 0.05$

The KMO test indicated that the dimension can be used since the degree of suitability presents values greater than 0.6 (Marôco, 2021). In this study, the results were explicitly 0.874 for the dimension of short-term stays and 0.827 for the dimension of long-term stays. The Bartlett sphericity test is carried out in conjunction with the KMO test and seeks to determine whether there are positive correlations between the various dimensions (Marôco, 2021). All dimensions present p = 0.001, so it can be concluded that there are positive correlations between them, confirming, together with the KMO test, the suitability of the dimensions (see Table 4).

The total explained variance must have values greater than 60%, according to Hooper (2012), which is verified in all dimensions after a varimax rotation following the percentage of explained variance criterion and the Kaiser criterion.

According to Abud et al. (2019), factor loading can be defined as the correlation of the variable with the factor. If this load takes a positive value, the variable positively correlates with the factor. If it takes on a negative value, this correlation is negative. Also, according to Marôco (2021), for the factor loading value to be suitable for the study, the value must be greater than |0.5|. In the case of the study in question, all values follow this requirement. Thus, analyzing whether the analyzed data is correlated means knowing whether a single factor or a combination attracts the consumer (See Tables 5 and 6).

Regarding the reliability analysis, Cronbach's alpha coefficient was used, which must vary between 0 and 1. According to Raharjanti et al. (2022), the value must be more significant than 0.6 to confirm satisfactory reliability and internal consistency in the dimensions. Thus, all measurements were verified to have Cronbach's alpha values greater than 0.6. (See Tables 5 and 6).

As a result, it is possible to conclude that the attributes are reliable and correlated with one another.

Table 4 Analysis of principal components and reliability (short-term stays)

Short-term Dimension	**Items**	**Factor loading**	**Total variance explained (%) 60,147**	**Cronbach´s alfa**
Products and service quality	Price	0,771	26,189	0,865
	Cleanliness	0,754		
	Having safety conditions and security	0,746		
	Location	0,734		
	Feedback from other guests	0,690		
	Room and room amenities	0,634		
Accessibility and image of the accommodation	Lift availability	0,713	17,746	0,724
	Free Wi-Fi	0,686		
	Brand Loyalty	0,591		
	Parking availability	0,541		
	First impression	0,504		
Complementary services	Pet-friendly services	0,851	16,212	0,741
	Children friendly services	0,792		
	Refund in case of cancelation	0,682		

Table 5 Analysis of principal components and reliability (Long-term stays)

Long-term Dimension	**Items**	**Factor loading**	**Total variance explained (%) 65,348**	**Cronbach´s alfa**
Products and service quality	Price	0,767	35,301	0,849
	Cleanliness	0,855		
	Having safety conditions and security	0,872		
	Location	0,717		
	Feedback from other guests	0,660		
	Room and room amenities	0,703		
Accessibility and image of the accommodation	Lift availability	0,662	22,080	0,748
	Free Wi-Fi	0,686		
	Brand Loyalty	0,848		
	Parking availability	0,782		
	First impression	0,665		
Complementary services	Pet-friendly services	0,779	7,967	0,752
	Children friendly services	0,876		
	Refund in case of cancelation	0,643		

5 Analysis and discussion of results

In the first phase of the analysis of the results, the sample was characterized to study the collected data. Next, the consumer was explored from the point of view of consumption habits and their relationship with accommodation. This analysis could be essential to understanding the importance of attributes currently in people's lives and how consumers choose the ideal accommodation. Finally, the various relevant variables were crossed to achieve the objectives of this research.

5.1 Sample Characterization

Of these 216 participants, 130 (60,2%) were female, 84 (38,9%) were male, and 2 (0,9%) preferred not to say. The average age group is from 18 to 28 years old, ranging from 18 to 28 to over 65 years old. Regarding academic qualifications, 12 (5,6%) participants have qualifications equal to or less than 9th grade. 88 (40,7%) participants have capabilities in the 12th grade. 93 (43,1%) have a bachelor's degree, and 23 (10,6%) have a master's degree or higher. Regarding the net monthly salary, 134 (62%) participants receive between 0€ and 1000€, 51 (23,6%) participants have a salary between 1001€ and 1500€, and 22 (10,2%) participants have an income between 1501€ and 2000€. 7 (3,2%) participants have their salaries between 2001 and 3000€, and 2 (0,9%) participants earn more than 3001€ per month. Regarding the residence country, 1 (0,5%) live in Austria, 1 (0,5%) live in France, 2 (0,9%) live in Italy, 4 (1,9%) live in the Netherlands, 196 (90,7%) live in Portugal, 6 (2,8%) lives in Spain, and 6 (2,8%) lives in another country but within Europe. Regarding marital status, 190 (88%) participants are single, 2 (0,9%) are single with children, 9 (4,2%) are married, 8 (3,7%) are married with children, 2 (0,9%) are divorced, 4 (1,9%) are divorced with children, and 1 (0,5%) are widowed (see Table 2).

Table 6 Sample characterization (Author)

		Frequency	**Percentage**
Gender	Female	130	60,2%
	Male	84	38,9%
	Prefer not to say	2	0,9%
Age	18 - 28 years old	191	88,4%
	29 – 38 years old	12	5,6%
	39 – 54 years old	8	3,7%
	55 – 64 years old	3	2,4%

	More than 65 years old	2	0,9%
Academic qualifications	Basic education (up to 9h grade)	12	5,6%
	Secondary education (up to 12th grade)	88	40,7%
	Bachelor	93	43,1%
	Master	23	10,6%
Monthly salary (net)	0€ - 1000€	134	62%
	1001€ - 1500€	51	23,6%
	1501€ - 2000€	22	10,2%
	2001€ - 3000€	7	3,2%
	>3001€	2	0,9%
Residence Country	Austria	1	0,5%
	France	1	0,5%
	Italy	2	0,9%
	Netherlands	4	1,9%
	Portugal	196	90,7%
	Spain	6	2,8%
	Other but within Europe	6	2,8%
Marital status	Single	190	88%
	Single with children	2	0,9%
	Married	9	4,2%
	Married with children	8	3,7%
	Divorced	2	0,9%
	Divorced, with children	4	1,9%
	Widow	1	0,5%

5.2 Descriptive Analysis

5.2.1 Consumption Habits

5.2.1.1 Type of accommodation preferred

Analyzing the response frequencies, this sample shows that of the 216 participants, 109 (50,46%) had their stay in a hotel. The second most chosen accommodation by consumers is Airbnb with 75 responses (equivalent to 34,72%), followed by friends and relatives' houses

with 18 answers (representing 8,33%), hostels with 11 replies (equal to 5,09%), and finally, apartments, hotels, and own houses, which only one consumer chose for each type of accommodation (0,46%) (See Figure 2).

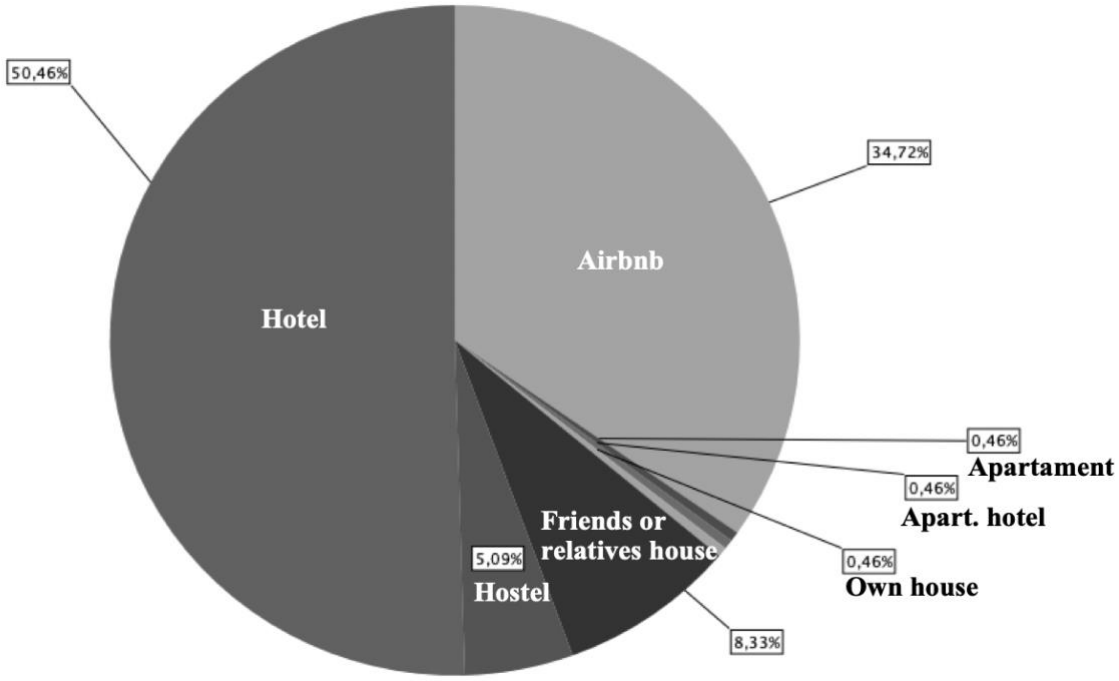


Figure 2 Type of accommodation chosen by the consumers (Author)

5.2.1.2 The reason for scheduling a stay

Regarding the reason for booking the stay in the type of accommodation, in which participants were able to select more than one option, 34 participants (15,7%) mentioned business, 200 (92,6%) said holiday, 44 (20,4%) mentioned weekend, 24 (11,1%) mentioned dates, 24 (11,1%) mentioned parties, and 1 (0,5%) said other unknown. (See Figure 3).

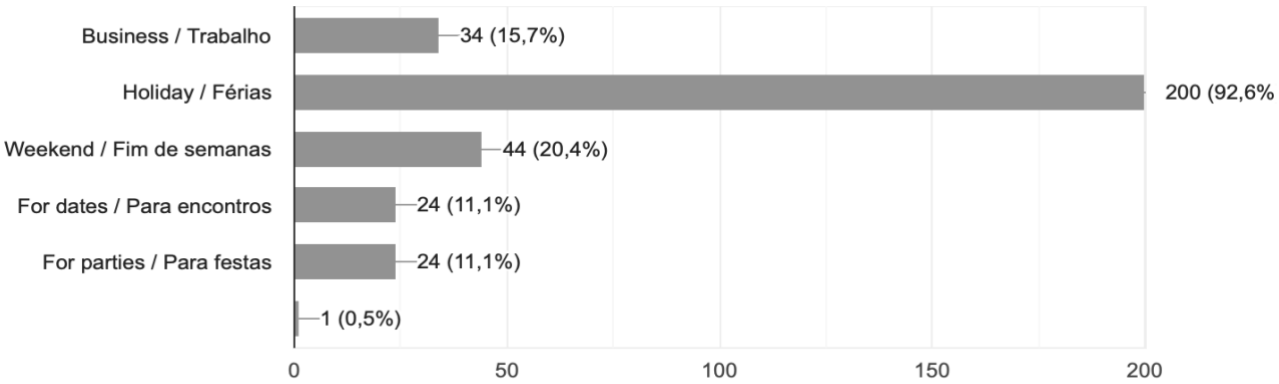


Figure 3 Reason for booking a stay (Google forms)

5.2.1.3 With whom travels with

Regarding the people with whom the participant travels, in which participants were able to select more than one option, 45 (20,8%) participants say they prefer to travel alone, 122 (56,5%) like to travel with family, 150 (69,4%) like to travel with friends, and 51 (23,6%) prefer to travel with their partner. (See Figure 4).

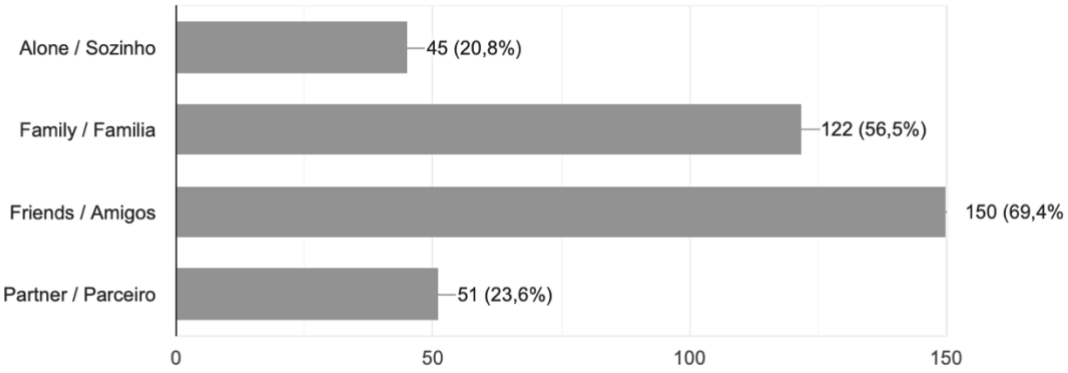


Figure 4 With whom responses usually travel (Google forms)

5.2.1.4 Amount spent per day on a stay

Regarding the amount the participant spends on their travels on a stay per day, 24 (11,1%) participants spend less than 50€, 108 (50%) spend between 50€ and 100€, 52 (24,1%) spend between 100€ and 200€, 12 (5,6%) spend between 200€ and 300€, 13 (6%) spend between 300€ and 500€ and 7 (3,2%) spend more than 500€. (See Figure 5).

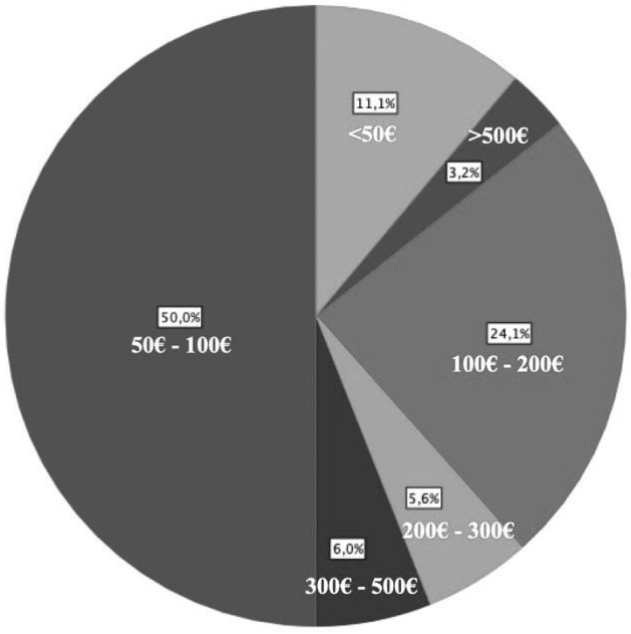


Figure 5 Average spend amount in accommodation per day when traveling (Author)

5.2.1.5 Reason for choosing short-term and long-term stays

Regarding the responders' answers, with a sample of 216 responses, the preference for short- and long-term stays has been measured. Of the choice of the participants for short-term (less than one week) and long-term (more than one week) stays, 149 (69%) prefer short-term stays, and 67 (31%) prefer long-term stays. (See Figure 6).

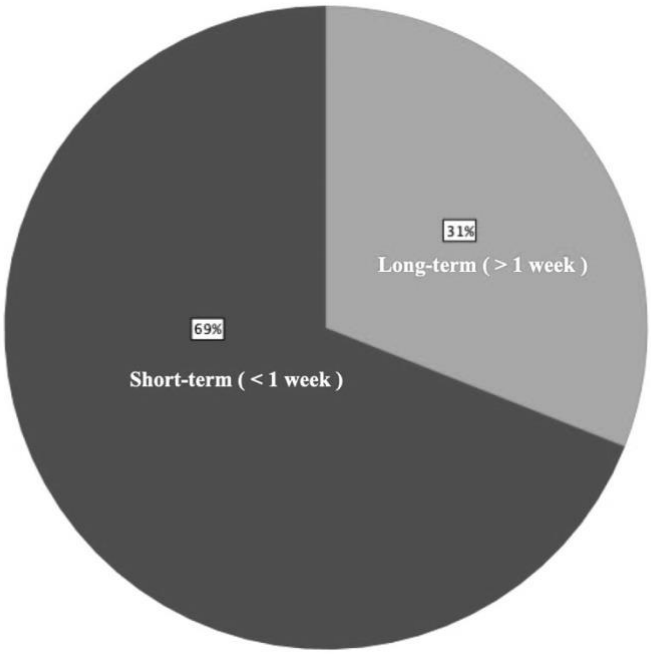


Figure 6 Preference of the participants about short-term and long-term stays (Author)

Analyzing the answers for short-term stays, consumers choose this option due to their financial status, job, and personal preferences. Some respondents sense that one week is enough to visit the new place, so they prefer to spend less time in one place to have time to see others. Also, some reviews state that staying too long in one place is tedious and not efficient.

On the other hand, the main reason for the preference for long-term stays is the rest. Most responses highlight the insufficient time to rest for holidays of less than a week. In this way, the most relevant point given by respondents is the need for more time to explore and visit the place with peace of mind to do more things and enjoy it better.

In brief, customers have diverse perspectives on travel thus, some choose short vacations to make the most of their holiday as fully as possible in the near term, while others prefer longer travels to have a more relaxed mentality and rest during the trip. However, it is all dictated by the customer's financial capacity since respondents' responses frequently highlight a lack of funds and time as reasons for avoiding long-term vacations.

5.2.2 Criteria for Choosing Ideal Accommodation

The significant dimension of the study–criteria for choosing ideal accommodation–was evaluated by consumers according to their level of importance using a five-point Likert scale. With: 1 = “Not at all important”; 2 = “Slightly important”; 3 = “Moderately important”; 4= “Very important”: 5 = “Extremely Important”.

Participants assessed the attributes that resulted in the three main criteria, divided into short-term and long-term stays, used to form the study hypotheses. In the first analysis, the averages of each bar were checked to get an overview of the criteria that have the most weight for consumers.

The criterion with the most weight in short-term stays and long-term stays was "Product and service quality," followed by "Accessibility and image of the accommodation," and finally, "Complementary services." (See Figure 7).



Figure 7 Descriptive analysis of the weight of criteria for choosing the ideal accommodation

Regarding the dimension "Products and service quality,” participants in short-term stays consider the attribute "having a feeling of safety and security" as the most important, followed by "Cleanliness; Price; Location; Comments on the internet or word of mouth; and Room and room amenities.” In the long-term stays, consumers consider the same sequence for the weight of importance of the attributes for the short-term stays, except for the attributes “room and room amenities and comments on the internet and word of mouth,” which are switched positions (see Figure 8).



Figure 9 Descriptive analysis of Products and service quality dimension

Regarding the “accessibility and image of the accommodation” dimension, in a short-term stay vision, the participants consider the attributes with the most weight to be "Free Wi-Fi” followed by “First impression; Availability of lift; Brand Loyalty; and Parking availability.” In the long-term stays, the consumers consider the same sequence for the weight of importance of the attributes for the short-term stays, except for the attributes “Brand Loyalty” and “Parking availability” which are switched positions (See Figure 9).

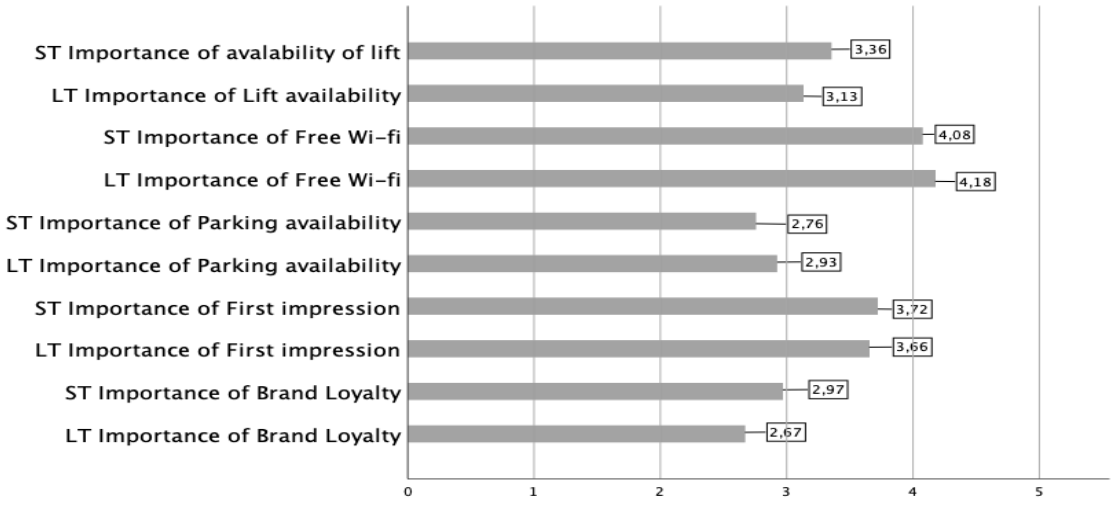


Figure 8 Descriptive analysis of the Accessibility and image of the accommodation dimension

Finally, when it comes to the “Complementary services” dimension, in both short and long stays, the attribute that stands out the most is “Refund in case of cancelation.” However, in long-term stays, consumers value “Children-friendly” rather than “Pet-friendly.” In long-term stays, consumers value these two attributes equally (see Figure 10).

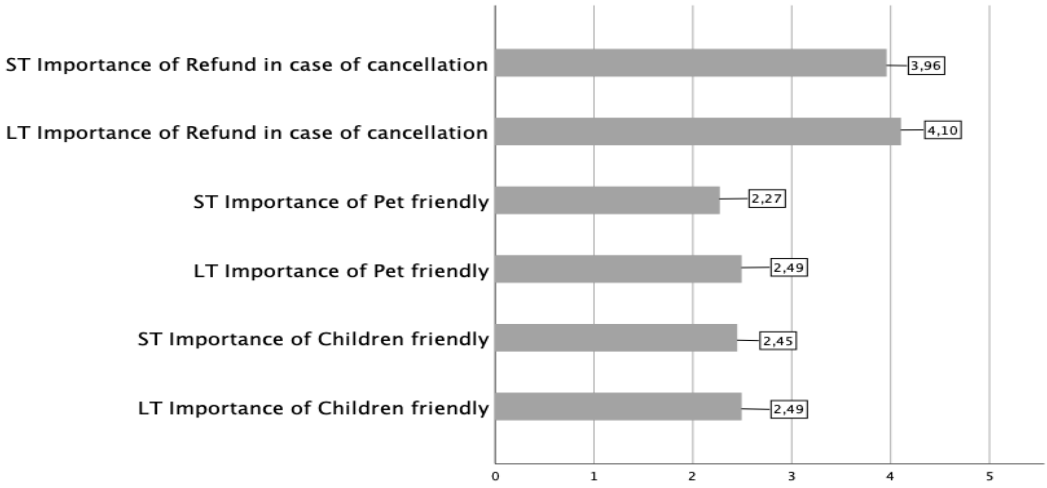


Figure 10 Descriptive analysis of the Complementary services dimension

5.2.2.1 Other important attributes mentioned by the sample´s consumers

Relatively, the answers to the question "Is there any other attribute you consider when choosing your accommodation?" primarily refer to the existence of air conditioning, bed size, room view, food offers or breakfast, service attendance, and other entertainment services. Gym/pool, privacy, silence, the schedule of check-in and check-out, the existence of a kitchen, sustainability, and the deposit of luggage.

The attributes “the existence of air conditioning,” “size of the bed,” “privacy,” “silence,” “deposit of luggage,” “schedule of check-in and check-out,” “the existence of kitchen,” and “sustainability” are characteristics of the attribute “Room and Room amenities.” This means that consumers give significant importance to room facilities and the services they encompass. Manhas and Tukamushaba (2015) proved that consumers care about “service attendance.” The article by Ady and Quadri-Felitti (2015) presented the accommodation food offers as significant. In addition, Martins et al. (2021) confirmed the importance of a check-in and check-out service. Also, Jones and Chen (2011) concluded the consumer searches for the presence of a swimming pool and gym.

6 Conclusion

6.1 Concluding Remarks

This study aims to understand European consumers, the type of accommodation they prefer, the reason and duration of their travels, and the importance of different criteria when choosing accommodation and its differences in short-term and long-term stays. To achieve these goals, several criteria already used in studies outside of Europe were reorganized so that the study included the most significant number of dimensions possible.

The first step is to determine the study population and their preferred accommodations. The results show that in a sample of 216 responses, 50,46% considered "Hotel," followed by "Airbnb," which 34,72% chose as their favorite accommodation type. This means that the two more significant types of accommodations approved by European consumers are the "hotel" and "Airbnb," as they represent more than 80% of the sample. Regarding the travelers´ reasons for travel, the majority selected holidays, representing 92,6% of the model, and most of them prefer to travel with family (56,5%) or with friends (69,4%). About the cost of the stay, 50% of the sample agree on 50€ to 100€, and 24,1% agree on 100€ to 150€. This means the paid average is around 50€ to 150€. And for the preference for short- or long-term stays, the indicator confirms that consumers give more importance to short-term stays with 69% of responses.

In the second step, a model was developed to measure the ranking of attributes valued when choosing the ideal accommodation for consumers when traveling. A questionnaire was designed and disseminated among consumers and accommodation users to obtain the data necessary for the investigation. Subsequently, the data was analyzed and statistically validated. Thus, with a descriptive analysis, it was possible to prove that the attributes with the most significant weight in choosing the ideal accommodation for European consumers from the dimension of "Products and service quality" are "having a feeling of safety and security and cleanliness" with an average of around 4,5 on a scale of 1 to 5. In the dimension "Accessibility and Image of the establishment," the attribute with the most importance is the "Free Wi-Fi," with an average of around 4. Finally, in the dimension "Complementary services," the most significant attribute is "Refund in case of cancelation," with an average of around 4. On the other hand, the characteristics with less significance from the dimension of "Products and service quality" are "room and room amenities" and "comments on the internet or WOM," with an average of around 3,8 on a scale of 1 to 5. In the dimension "Accessibility and Image of the establishment," the attributes with less importance are "Parking availability and Brand loyalty," with an average of around 2,8, and in the dimension "Complementary services," the attributes

with the lowest consideration are the “children-friendly” and “pet-friendly” services with a rate under 2,5.

Table 7 Ranking of the short- and long-term attributes

Ranking (Short-term stays)	Attribute	Mean
1	Having a feeling of safety and security	4,54
2	Cleanliness	4,53
3	Price	4,13
4	Free Wi-Fi	4,08
5	Location	4,00
6	Refund in case of cancelation	3,96
7	Comments on the internet or word of mouth	3,90
8	Room and Room Amenities	3,83
9	First impression	3,72
10	Lift availability	3,36
11	Brand Loyalty	2,97
12	Parking availability	2,76
13	Children-friendly	2,45
14	Pet-friendly	2,27

Ranking (Long-term stays)	Attribute	Mean
1	Having a feeling of safety and security	4,52
2	Cleanliness	4,48
3	Price	4,18
3	Free Wi-Fi	4,18
4	Refund in case of cancelation	4,10
5	Location	3,94
6	Room and Room Amenities	3,81
7	Comments on the internet or word of mouth	3,73
8	First impression	3,66
9	Lift availability	3,13
10	Parking availability	2,93
11	Brand Loyalty	2,67
12	Children-friendly	2,49
12	Pet-friendly	2,49

With a global view of the attributes, it concludes that there is no significant difference in the weight of importance of the attributes with the duration of the stay, as Table 7 showed that the ranking of their valuation is almost the same for both short- and long-term stays, with some little differences in the attributes “room and room amenities and refund in case of cancelation” which are more valued in long-term stays, “comments on the internet and word of mouth and location” which are more appreciated in short-term stays.

Bridgman et al. (2019) have recognized in their study that Maslow´s pyramid is recognized not only in the field of studies of management but also in the disciplines of social psychology and economics. So, in this study, with the ranking table with all attributes divided into short- and long-term (See Table 7), it was possible to create a pyramid inspired by Maslow to interpret the results, where each level represents the need that consumers have for the attributes (See Figure 11). In this pyramid, the lowest level represents the attributes consumers consider extremely important, the middle level represents very important, and the upper level represents the ones with some importance.

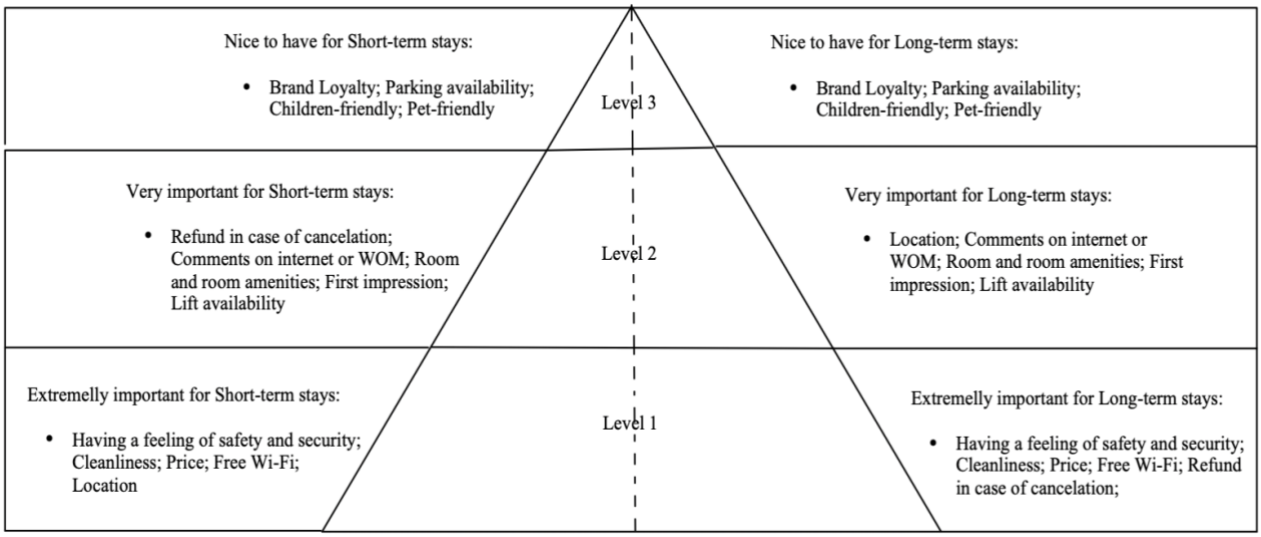


Figure 11 Attributes pyramid (Author)

The pyramid is divided into two sides. On the left side, it represents short-term attributes; on the right, it means long-term characteristics.

The bottom line is the consumers' basic requirements, which are eliminated when choosing an accommodation. Here, for the short term, are included the variables of having a feeling of safety and security, cleanliness, price, free Wi-Fi, and location. In the long-term, the variables of having a feeling of safety and security, cleanliness, price, free Wi-Fi, and refund in case of cancelation.

Subsequently, level 2 consists of the following critical stage: However, equal to Maslow´s pyramid, this is only applicable after level 1 is sufficiently satisfied. Here, for the short-term, the attributes include a refund in case of cancelation, comments on the internet or WOM, room and room amenities, first impression, and lift availability. For the long-term, it includes location, comments on the internet or WOM, room and room amenities, first impressions, and lift availability.

In the upper level of the pyramid, the least significant attributes can be found, which are only nice to have since they are not very interesting for the consumer of this sample. Thus, it includes brand loyalty, parking availability, and children- and pet-friendly services for the short- and long-term.

6.2 Limitations

As with any investigation, the present thesis also met some limitations. In the present case, the restrictions were related to the survey and the data obtained.

Firstly, the questionnaire was shared due to time constraints. Without this, it would be possible to collect a larger sample size. It would be more representative of the population, and the information would be more dependable. This sample was more concentrated in Portuguese than European consumers, with 90% of 216 respondents being Portuguese, with the age of respondents focused on 18-28 years old, with a percentage of 88% in 216 respondents.

Secondly, the survey consisted mainly of closed questions, and although there were open questions, these were not completed by the majority of the sample as they were not mandatory.

6.3 Contributions and Managerial Implications

The present thesis contributed to the investigation regarding the study of the European consumer as a traveling consumer and the accommodation businesses. Overall, it focused on the characteristics European consumers consider necessary in local hospitality venues. On top of that, it was possible to understand that the different attributes have different weights of importance when consumers decide. Moreover, the present study looks into the length of stay, which also affects the European consumer's decision when choosing a place to stay.

According to the literature review, most attributes have a significance level of more than 3, indicating that they have a reasonably significant value in the eyes of the customer (Ady & Quadri-Felitti, 2015; Aksoy & Yetkin Ozbuk, 2017; Alexandrov et al., 2013; Alpert, 1971; Baker et al., 2016; Baruca & Čivre, 2012; Bettman et al., 1991; Biswas et al., 2020; Dogru et al., 2022; Högnäs, 2015; Kim & Han, 2022; Leon et al., 2014; Lertsansern, 2020; R. Liu et al., 2023; Lockyer, 2005; Manhas & Tukamushaba, 2015; Masiero & Nicolau, 2016; Robina-Ramírez et al., 2021; Shin & Kang, 2020; Solomon et al., 1999; Tao & You, 2022; Wang et al., 2020; Zhao & Li, 2023). However, in contrast to the literature, features such as brand loyalty, parking availability, and child and pet-friendly services are not as highly regarded (Belfrage et al., 2005; Buhalis & Chan, 2023; Khraim, 2011; Maršanić & Mrnjavac, 2015; Martins et al.,

2021; Özel, 2015). The results also revealed that accessible personal assets impact customer behavior, which Leon et al. (2014) corroborated in their study.

In summary, this study might be understood as recognizing that hospitality establishments are somewhat overloaded when it comes to what their distinctive offer is because most of the characteristics of the study are shared by practically all lodging establishments. It will, therefore, be captivating to invest in the elements that are most pertinent to the target consumer, or in this case, to have a few additional services that facilitate the customer's stay simpler and that really differentiate the offer.

6.4 Further Research

Future research could reflect on the influence of the previously referred factors and the type of vacation destiny. This would possibly help the local accommodation and hotel owners improve their offer to European consumers even more.

Moreover, other relevant accommodation attributes could be studied with the evolution of the needs of the European consumer and the innovation in the hospitality offers. By increasing the list of factors travelers could consider necessary, a better and more up-to-date explanation can be achieved to attract them.

Considering this dissertation is about a specific sector, accommodation, more research could be developed on, for example, the experiences outside their stay or the factors influencing the consumers' destination choice. Together, it would be possible to understand this target as a traveler on a deeper level.

Finally, as European consumers are one of the five consumer types in the world significant for tourism, the other continents´ consumers, Asia, America, Africa, and Australia, will be the next to follow. So, a similar study applied to these future tourists will undoubtedly be helpful for the hospitality market.

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Annex

Annex A - Questionnaire

European consumer choice criteria for the ideal accommodation (when they are traveling)

This questionnaire forms part of a Dissertation for obtaining the Master's degree in Management at ISCTE-IUL and aims to obtain a better understanding of the factors that currently influence the behavior of **European** consumers in terms of choosing the ideal accommodation.
Please respond with the utmost sincerity and spontaneity as there are no right or wrong answers, just your personal opinion. The confidentiality and anonymity of the collected data is guaranteed, being only used for academic purposes.
This questionnaire takes around 3 minutes to complete. Thank you in advance for your contribution. For any question, feel free to contact: jlini1@iscte-iul.pt

Este questionário faz parte da Dissertação de Mestrado em Gestão do ISCTE-IUL e visa obter um melhor conhecimento dos fatores que atualmente influenciam o comportamento dos consumidores **europeus** na escolha do alojamento ideal.
Por favor, responda com a maior sinceridade e espontaneidade, pois não há respostas certas ou erradas, apenas a sua opinião pessoal. É garantida a confidencialidade e o anonimato dos dados recolhidos, sendo apenas utilizados para fins académicos.
Este questionário leva cerca 3 minutos para ser concluído. Agradecemos antecipadamente pela sua contribuição. Para qualquer questão, não hesite em contactar: jlini1@iscte-iul.pt

European consumer choice criteria for the ideal accommodation (when they are traveling)

*Obrigatório

0 - Demographic data / Perfil do consumidor

For the purposes of statistical Analysis, please provide us with some behavioral data. We remind you that these data will only be considered for research purposes, guaranteeing total anonymity.

Para fins de análise estatística, forneça-nos alguns dados comportamentais. Lembramos que esses dados serão considerados apenas para fins de pesquisa, garantindo total anonimato.

Gender / Sexo*
Mark only one option / Marque apenas uma opção.

- ○ Male / Masculino

- Female / Feminino
- Prefer not to say / Preferir não dizer

Age / Idade *
In years / em anos

- 18 - 28 years old / 18 - 28 anos
- 29 - 38 years old / 29 - 38 anos
- 39 - 54 years old / 39 - 54 anos
- 55 - 64 years old / 55 - 64 anos
- >65 years old / > 65 anos

Complete academic qualifications / Habilitações literárias completas*
Mark only one option / Marque apenas uma opção.

- Basic Education (up to 9th grade) / Ensino Básico (até ao 9º ano)
- Secondary Education (up to the 12th year) /Ensino Secundário (até ao 12º ano)
- Bachelor / Licenciatura
- Master's / Mestrado

Monthly salary (net) of the individual / Remuneração mensal (líquida) do indivíduo*
Mark only one option / Marque apenas uma opção.

- 0€ - 1000€
- 1001€ - 1500€
- 1501€ - 2000€
- 2001€ - 3000€
- >3001€

Country of residence / País de residência *
Escolher

- Austria
- Belgium
- Bulgaria
- Cyprus
- Croatia
- Czechia
- Denmark
- Estonia
- Finland
- France
- Germany
- Greece
- Hungary
- Ireland
- Italy
- Latvia
- Lithuania

- Luxembourg
- Malta
- Netherlands
- Portugal
- Poland
- Romania
- Slovakia
- Slovenia
- Spain
- Sweden
- Other but within Europe

Marital status / Estado civil*
Mark only one option / Marque apenas uma opção.

- Single / Solteiro
- Single with children / Solteiro com crianças
- Married / Casado
- Married with children / Casado com filhos
- Divorced / Divorciado
- Divorced with children / Divorciado com filhos
- Widow / Viúvo

I - Consumer behavior / Comportamento do consumidor

For the purposes of statistical Analysis, please provide us with some behavioral data. We remind you that these data will only be considered for research purposes, guaranteeing total anonymity.

Para fins de análise estatística, forneça-nos alguns dados comportamentais. Lembramos que esses dados serão considerados apenas para fins de pesquisa, garantindo total anonimato.

1. Where do you usually stay for most of your stays (when you are traveling)? / Onde costuma ficar durante a maior parte das suas estadias (Quando está de viagem)?*
Mark only one option / Marque apenas uma opção.

- Hotel
- Hostel
- Airbnb / Alojamento local
- Friends or relatives house / Casa de familiares ou amigos
- Outro:

2. What is the reason for booking a stay in any type of accommodation? / Qual a razão que costuma ser para a marcação de uma estadia em qualquer tipo de alojamento?*
Tick all that apply / *Marcar tudo o que for aplicável.*

- For Work / Trabalho
- Holiday / Férias
- Weekend / Fim de semanas
- For dates / Para encontros
- For parties / Para festas

- Outro:

3. With whom do you usually travel? / Com quem costuma viajar? *
Tick all that apply / *Marcar tudo o que for aplicável.*

- Alone / Sozinho
- Family / Familia
- Friends / Amigos
- Partner / Parceiro
- Outro:

Average amount you spent on a stay in any type of accommodation (when you are traveling) per day / Valor médio gasto numa estadia em qualquer tipo de alojamento (quando está de viagem) por dia*

- < 50€
- 50€ - 100€
- 100€ - 200€
- 200€ - 300€
- 300€-500€
- >500€

II - Accommodation attributes / Atributos de acomodação

When searching for a place to stay during the vacations, many options with different characteristics are deliberated before selecting the final option. In this section you are asked about the characteristics you value when choosing Your stay.
Ao procurar um lugar para ficar durante as férias, muitas opções com diferentes características são deliberadas antes de selecionar a opção final. Nesta seção você é questionado sobre as características que valoriza ao escolher a sua estadia.

4. Do you prefer long-term or short-term stays? / Prefere estadias de longo ou curto prazo? *
Mark only one option / Marque apenas uma opção.

- Long-term (> 1 week) / Longo prazo (> 1 semana)
- Short-term (< 1 week) / Curto prazo (< 1 semana)

III - Short-term stays accommodation attributes / Atributos de acomodação de estadias de curto prazo

When searching for a place to stay during the vacations, many options with different characteristics are deliberated before selecting the final option. In this section you are asked about the characteristics you value when choosing Your stay.
Ao procurar um lugar para ficar durante as férias, muitas opções com diferentes características são deliberadas antes de selecionar a opção final. Nesta seção você é questionado sobre as características que valoriza ao escolher a sua estadia.

4.1 What is the reason for this preference? / Qual o motivo dessa preferência? *
About short term stay preference / Sobre a preferência de estadia de curto-prazo

Answer: _____

5. Please evaluate the following attributes considering the preferences you have in the choosing process of the accommodation (when you are traveling). / Por favor, avalie os seguintes atributos considerando as preferências que você tem no processo de escolha do alojamento (quando está de viagem). *
Mark only one oval per row / Marque apenas um oval por linha.

	Not at all important / nada importante	Slightly important / pouco importante	Moderately important / Moderadamente importante	Very important / muito importante	Extremely Important / extremamente importante
Location / Localidade	○	○	○	○	○
Room and Room amenities / Quarto e Comodidades do quarto	○	○	○	○	○
Price / Preço	○	○	○	○	○
Feedback (comments on the internet or word of mouth) of other guests / Feedback (comentários na internet ou word of mouth) de outros clients	○	○	○	○	○
Cleanliness / Limpeza	○	○	○	○	○
Having a feeling of safety and security / Sentir se seguro e ter condições seguras	○	○	○	○	○

Brand Loyalty / Lealdade à marca	○	○	○	○	○
First impression / Primeira impressão	○	○	○	○	○
Parking availability / Existência de estacionamento	○	○	○	○	○
Free Wi-fi / Wi-fi gratuito	○	○	○	○	○
Lift availability / Existência de elevador	○	○	○	○	○
Children friendly / Adaptabilidade para crianças	○	○	○	○	○
Pet friendly / Adaptabilidade para os animais de estimação	○	○	○	○	○
Refund in case of cancellation / Reembolso no caso de cancelamento da estadia	○	○	○	○	○

5.1 Is there any other attribute you consider important? / Existe algum outro atributo que considere importante?

Answer:

_____

5.1.1 How important is it to you? / Quão importante é para si?
Mark only one oval per row / Marque apenas uma oval por linha.

	1	**2**	**3**	**4**	**5**	
Not at all important	○	○	○	○	○	Extremely Important /

/ nada importante	extremamente importante

IV - Long-term stays accommodation attributes / Atributos de acomodação de estadias de curto prazo

When searching for a place to stay during the vacations, many options with different characteristics are deliberated before selecting the final option. In this section you are asked about the characteristics you value when choosing Your stay.
Ao procurar um lugar para ficar durante as férias, muitas opções com diferentes características são deliberadas antes de selecionar a opção final. Nesta seção você é questionado sobre as características que valoriza ao escolher a sua estadia.

4.1 What is the reason for this preference? / Qual o motivo dessa preferência? *
About long term stay preference / Sobre a preferência de estadia de longo-prazo

Answer: _____

5. Please evaluate the following attributes considering the preferences you have in the choosing process of the accommodation (when you are traveling). / Por favor, avalie os seguintes atributos considerando as preferências que você tem no processo de escolha do alojamento (quando está de viagem). *
Mark only one oval per row / Marque apenas um oval por linha.

	Not at all important / nada importante	**Slightly important / pouco importante**	**Moderately important / Moderadamente importante**	**Very important / muito importante**	**Extremely Important / extremamente importante**
Location / Localidade	○	○	○	○	○
Room and Room amenities / Quarto e Comodidades do quarto	○	○	○	○	○
Price / Preço	○	○	○	○	○
Feedback (comments on the internet or word of mouth) of other guests / Feedback (comentários na internet ou word of mouth)	○	○	○	○	○

de outros clients					
Cleanliness / Limpeza	○	○	○	○	○
Having a feeling of safety and security / Sentir se seguro e ter condições seguras	○	○	○	○	○
Brand Loyalty / Lealdade à marca	○	○	○	○	○
First impression / Primeira impressão	○	○	○	○	○
Parking availability / Existência de estacionamento	○	○	○	○	○
Free Wi-fi / Wi-fi gratuito	○	○	○	○	○
Lift availability / Existência de elevador	○	○	○	○	○
Children friendly / Adaptabilidade para crianças	○	○	○	○	○
Pet friendly / Adaptabilidade para os animais de estimação	○	○	○	○	○
Refund in case of cancellation / Reembolso no caso de cancelamento da estadia	○	○	○	○	○

5.1 Is there any other attribute you consider important? / Existe algum outro atributo que considere importante?

Answer:

_____

5.1.1 How important is it to you? / Quão importante é para si?
Mark only one oval per row / Marque apenas uma oval por linha.

	1	2	3	4	5	
Not at all important / nada importante	○	○	○	○	○	Extremely Important / extremamente importante

Thank you very much! / Muito obrigada!

Thank you for your availability and collaboration in carrying out this survey! I reinforce once again that the data collected is anonymous and will only be used for academic purposes.

Obrigada pela sua disponibilidade e colaboração na realização deste inquérito! Reforço mais uma vez que os dados recolhidos são em anonimato e serão somente utilizados para fins académicos.

Annex B - Frequency Analysis

		Gender	Qualifications	Marital status	Monthly salary (net)	Age	Residence country
N	Valid	216	216	216	216	216	216
	Missing	0	0	0	0	0	0

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female / Feminino	130	60.2	60.2	60.2
	Male / Masculino	84	38.9	38.9	99.1
	Prefer not to say / Preferir não dizer	2	.9	.9	100.0
	Total	216	100.0	100.0	

Qualifications

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor / Licenciatura	93	43.1	43.1	43.1
	Basic Education (up to 9th grade) / Ensino Básico (até ao 9º ano)	12	5.6	5.6	48.6
	Master's / Mestrado	23	10.6	10.6	59.3
	Secondary Education (up to the 12th year) /Ensino Secundário (até ao 12º ano)	88	40.7	40.7	100.0
	Total	216	100.0	100.0	

Marital status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Divorced / Divorciado	2	.9	.9	.9
	Divorced with children / Divorciado com filhos	4	1.9	1.9	2.8
	Married / Casado	9	4.2	4.2	6.9
	Married with children / Casado com filhos	8	3.7	3.7	10.6
	Single / Solteiro	190	88.0	88.0	98.6
	Single with children / Solteiro com crianças	2	.9	.9	99.5
	Widow / Viúvo	1	.5	.5	100.0
	Total	216	100.0	100.0	

Monthly salary (net)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	> 3001€	2	.9	.9	.9
	0€ - 1000€	134	62.0	62.0	63.0
	1001€ - 1500€	51	23.6	23.6	86.6
	1501€ - 2000€	22	10.2	10.2	96.8
	2001€ - 3000€	7	3.2	3.2	100.0
	Total	216	100.0	100.0	

Residence country

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Austria	1	.5	.5	.5
	France	1	.5	.5	.9
	Italy	2	.9	.9	1.9
	Netherlands	4	1.9	1.9	3.7
	Other but within Europe	6	2.8	2.8	6.5
	Portugal	196	90.7	90.7	97.2
	Spain	6	2.8	2.8	100.0
	Total	216	100.0	100.0	

Where do you usually stay for most of your stays (when you are traveling) ?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Airbnb / Alojamento local	75	34.7	34.7	34.7
	Apart hotel	1	.5	.5	35.2
	apartamento	1	.5	.5	35.6
	Casa própria	1	.5	.5	36.1
	Friend or relates house / Casa de familiares ou amigos	18	8.3	8.3	44.4
	Hostel	11	5.1	5.1	49.5
	Hotel	109	50.5	50.5	100.0
	Total	216	100.0	100.0	

With whom do you usually travel?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Alone / Sozinho	8	3.7	3.7	3.7
	Alone / Sozinho, Family / Familia	4	1.9	1.9	5.6
	Alone / Sozinho, Family / Familia, Friends / Amigos	14	6.5	6.5	12.0
	Alone / Sozinho, Family / Familia, Friends / Amigos, Partner / Parceiro	6	2.8	2.8	14.8
	Alone / Sozinho, Friends / Amigos	9	4.2	4.2	19.0
	Alone / Sozinho, Friends / Amigos, Partner / Parceiro	2	.9	.9	19.9
	Alone / Sozinho, Partner / Parceiro	2	.9	.9	20.8
	Family / Familia	37	17.1	17.1	38.0
	Family / Familia, Friends / Amigos	42	19.4	19.4	57.4
	Family / Familia, Friends / Amigos, Partner / Parceiro	15	6.9	6.9	64.4
	Family / Familia, Partner / Parceiro	4	1.9	1.9	66.2
	Friends / Amigos	51	23.6	23.6	89.8
	Friends / Amigos, Partner / Parceiro	11	5.1	5.1	94.9
	Partner / Parceiro	11	5.1	5.1	100.0
	Total	216	100.0	100.0	

What is the reason for booking a stay in any type of accommodation?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Business / Trabalho	7	3.2	3.2	3.2
	Business / Trabalho, For dates / Para encontros	1	.5	.5	3.7
	Business / Trabalho, Holiday / Férias	15	6.9	6.9	10.6
	Business / Trabalho, Holiday / Férias, For dates / Para encontros	1	.5	.5	11.1
	Business / Trabalho, Holiday / Férias, For parties / Para festas	3	1.4	1.4	12.5
	Business / Trabalho, Holiday / Férias, Weekend / Fim de semanas	4	1.9	1.9	14.4
	Business / Trabalho, Holiday / Férias, Weekend / Fim de semanas, For dates / Para encontros	1	.5	.5	14.8
	Business / Trabalho, Holiday / Férias, Weekend / Fim de semanas, For dates / Para encontros, For parties / Para festas	1	.5	.5	15.3
	Business / Trabalho, Weekend / Fim de semanas, For dates / Para encontros, For parties / Para festas	1	.5	.5	15.7
	For dates / Para encontros	1	.5	.5	16.2
	For parties / Para festas	2	.9	.9	17.1
	For parties / Para festas,	1	.5	.5	17.6
	Holiday / Férias	127	58.8	58.8	76.4
	Holiday / Férias, For dates / Para encontros	4	1.9	1.9	78.2
	Holiday / Férias, For dates / Para encontros, For parties / Para festas	6	2.8	2.8	81.0
	Holiday / Férias, For parties / Para festas	4	1.9	1.9	82.9
	Holiday / Férias, Weekend / Fim de semanas	24	11.1	11.1	94.0
	Holiday / Férias, Weekend / Fim de semanas, For dates / Para encontros	4	1.9	1.9	95.8
	Holiday / Férias, Weekend / Fim de semanas, For dates / Para encontros, For parties / Para festas	4	1.9	1.9	97.7
	Holiday / Férias, Weekend / Fim de semanas, For parties / Para festas	2	.9	.9	98.6
	Weekend / Fim de semanas	3	1.4	1.4	100.0
	Total	216	100.0	100.0	

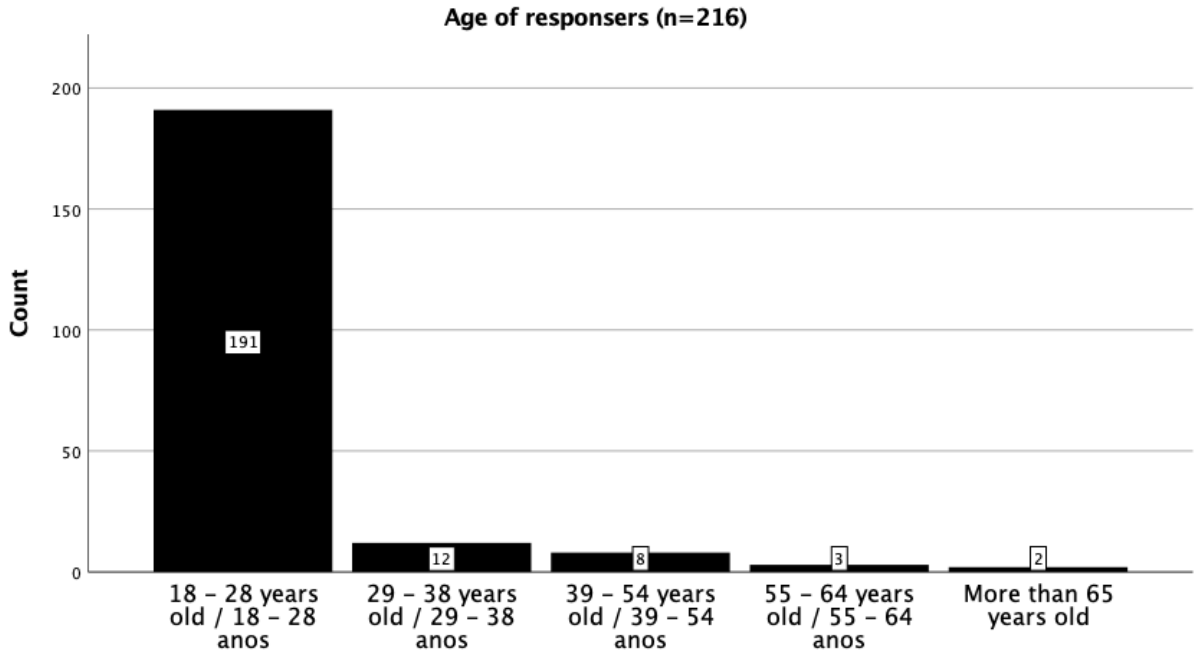
Average amount you spent on a stay in any type of accommodation (when you are traveling) per day

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 50€	24	11.1	11.1	11.1
	>500€	7	3.2	3.2	14.4
	100€ - 200€	52	24.1	24.1	38.4
	200€ - 300€	12	5.6	5.6	44.0
	300€-500€	13	6.0	6.0	50.0
	50€ - 100€	108	50.0	50.0	100.0
	Total	216	100.0	100.0	

Do you prefer long-term or short-term stays?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Long-term (> 1 week) / Longo prazo (> 1 semana)	67	31.0	31.0	31.0
	Short-term (< 1 week) / Curto prazo (< 1 semana)	149	69.0	69.0	100.0
	Total	216	100.0	100.0	

Annex C – Descriptive Statistics



	N	Minimum	Maximum	Mean	Std. Deviation
LT Importance of Location	216	1	5	3.94	1.057
ST Importance of Location	216	1	5	4.00	.866
LT Importance of Room and Room amenities	216	2	5	3.81	.941
ST Importance of Room and Room amenities	216	1	5	3.83	.871
LT Importance of the Price	216	1	5	4.18	1.043
ST Importance of the Price	216	1	5	4.13	.917
LT Importance of comments on the internet or word of mouth	216	1	5	3.73	.994
ST Importance of comments on the internet or word of mouth	216	1	5	3.90	.836
LT Importance of Cleanliness	216	1	5	4.48	.911
ST Importance of Cleanliness	216	1	5	4.53	.780
LT Importance of having a feeling of safety and security	216	1	5	4.52	.877
ST Importance of having a feeling of safety and security	216	1	5	4.54	.779
Valid N (listwise)	216				

	N	Minimum	Maximum	Mean	Std. Deviation
LT Importance of Brand Loyalty	216	1	5	2.67	1.260
ST Importance of Brand Loyalty	216	1	5	2.97	1.187
LT Importance of First impression	216	1	5	3.66	1.095
ST Importance of First impression	216	1	5	3.72	1.023
LT Importance of Parking availability	216	1	5	2.93	1.352
ST Importance of Parking availability	216	1	5	2.76	1.356
LT Importance of Free Wi-fi	216	1	5	4.18	1.100
ST Importance of Free Wi-fi	216	1	5	4.08	1.129
LT Importance of Lift availability	216	1	5	3.13	1.381
ST Importance of Lift availability	216	1	5	3.36	1.311
Valid N (listwise)	216				

	N	Minimum	Maximum	Mean	Std. Deviation
LT Importance of Children friendly	216	1	5	2.49	1.418
ST Importance of Children friendly	216	1	5	2.45	1.327
LT Importance of Pet friendly	216	1	5	2.49	1.397
ST Importance of Pet friendly	216	1	5	2.27	1.313
LT Importance of Refund in case of cancellation	216	1	5	4.10	1.089
ST Importance of Refund in case of cancellation	216	1	5	3.96	1.071
Valid N (listwise)	216				

	N	Minimum	Maximum	Mean	Std. Deviation
LT Products and service quality	216	1.00	5.00	4.1095	.75129
ST Products and service quality	216	1.00	5.00	4.1558	.63573
LT Accessibility and image of the accommodation	216	1.00	5.00	3.3134	.85721
ST Accessibility and image of the accommodation	216	1.00	5.00	3.3763	.85212
LT Complementary services	216	1.00	5.00	3.0299	1.06321
ST Complementary services	216	1.00	5.00	2.8935	1.01599
Valid N (listwise)	216				

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.350	38.216	38.216	5.350	38.216	38.216	3.666	26.189	26.189
2	2.056	14.684	52.899	2.056	14.684	52.899	2.484	17.746	43.935
3	1.015	7.248	60.147	1.015	7.248	60.147	2.270	16.212	60.147
4	.823	5.878	66.025						
5	.737	5.267	71.292						
6	.683	4.878	76.170						
7	.608	4.339	80.510						
8	.553	3.953	84.463						
9	.463	3.308	87.771						
10	.440	3.140	90.911						
11	.408	2.911	93.822						
12	.349	2.496	96.318						
13	.298	2.130	98.448						
14	.217	1.552	100.000						

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.772	41.227	41.227	5.772	41.227	41.227	4.942	35.301	35.301
2	2.442	17.441	58.668	2.442	17.441	58.668	3.091	22.080	57.381
3	.935	6.681	65.348	.935	6.681	65.348	1.115	7.967	65.348
4	.881	6.294	71.642						
5	.734	5.240	76.882						
6	.712	5.086	81.968						
7	.522	3.726	85.694						
8	.466	3.328	89.023						
9	.369	2.637	91.660						
10	.337	2.410	94.070						
11	.275	1.964	96.035						
12	.237	1.693	97.728						
13	.197	1.408	99.135						
14	.121	.865	100.000						

Extraction Method: Principal Component Analysis.