



# **All you need is love and a passport- Honeymoon Tourism Trends and Implications**

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## **Abstract**

Honeymoon tourism is a subtype of tourism that revolves around the complex experience of honeymoons and all elements contributing to the once in a lifetime experience which is growing steadily over the past decade, with new degrees of demandingness by couples.

This dissertation main purpose is to provide a thorough analysis of factors that contribute to a favorable experience for the couple on honeymoon. The findings collected are deeply relevant to actively improve tourism related institutions, which consequently improve the overall couple's experience.

In this dissertation the methodology chosen was qualitative. This primary data was collected through 20 interviews, to collect deeper insights, which was then evaluated using Leximancer.

Current existing literature doesn't answer underlying motivations/preferences of European citizens. Understanding what creates a memorable experience for couples in their honeymoons, main motivations to go and what do they value the most, is essential to comprehend the global decision-making process and gather useful information to improve current European honeymoon offers.

The overall tendency of couples is to search for an outside Europe destination, having specially focus on the need for an unforgettable trip, filled with memorable activities, and warm weather. It is also undeniable that couples aim to have a paradisiacal and relaxing experience.

To conclude, the practical and theoretical implications gathered in this dissertation are useful to overall tourism related institutions, focusing on providing unforgettable honeymoon experiences.

**Key words:** Honeymoon, Europe, Country of Destination, Tourism

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## **Resumo**

O turismo de lua-de-mel é um subtipo de turismo em torno da complexa experiência da lua-de-mel e de todos os elementos que contribuem para esta experiência única, que tem vindo a crescer de forma constante ao longo da última década, com novos graus de exigência por parte dos casais.

O principal objetivo desta dissertação é fornecer uma análise aprofundada dos fatores contribuintes para uma experiência favorável para casais em lua-de-mel. Os resultados recolhidos são relevantes para melhorar ativamente instituições relacionadas com o turismo, consequentemente melhorando a experiência global do casal.

Nesta dissertação, a metodologia escolhida foi a metodologia qualitativa. Estes dados primários foram recolhidos através de 20 entrevistas, para recolher conhecimentos mais profundos, que foram depois avaliados utilizando o Leximancer.

A literatura atual não dá resposta às motivações subjacentes dos cidadãos europeus. Compreender o que cria experiências memoráveis para os casais nas luas-de-mel, principais motivações na viagem e o que mais valorizam, é essencial para compreender o processo global de tomada de decisões e recolher informações úteis para melhorar as atuais ofertas europeias.

Os casais procuram tendencialmente destinos fora da Europa, atentando à necessidade de uma viagem inesquecível, repleta de atividades e clima quente. É também inegável que os casais pretendem ter uma experiência paradisíaca e relaxante.

Concluindo, as implicações práticas e teóricas reunidas nesta dissertação são úteis para instituições relacionadas globalmente com o turismo, com o objetivo de proporcionar luas-de-mel inesquecíveis.

**Palavras-Chave:** Lua-de-mel, Europa, País de destino, Turismo

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## 1. Introduction

Honeymoons have been a growing topic in the past decades, the socio-economic conditions of the population all over Europe have changed and the working legislations have allowed the costumers to be able to take a few days of to go on their honeymoons and spend a little bit of money (Dataintel, 2023b), thus improving the overall quality of life (*Europe: Quality of Life Index by City 2023 Mid-Year*, n.d.). Having in mind that the honeymoon market is expected to grow roughly quadruple from 2022 to 2023 (Dataintel, 2023b) to study honeymoons becomes increasingly more relevant (Statista, 2023).

According to the recent “*Global Honeymoon Trip Market*” report and its PESTEL analysis, the choice of honeymoon relies on multiple factors ranging from cultural to socio-economic factors and many other aspects (Dataintel, 2023b). Under this, countries aim to know how the concept and timeline of honeymoons has been evolving over the past decade and what are the trends (*Honeymoon Expert Shares Destination Trends for 2023*, 2023) in this market that they should be looking out for, in order to take the most out of it.

Besides, this dissertation is relevant to read for three main reasons. Firstly, the study of this topic enables European tourism-oriented countries to check their current practices on honeymoon tourism and analyze if they could take advantage of their countries assets to offer a pleasant honeymoon experience to newlywed couples (Pereira et al., 2022a). Secondly, this paper offers relevant information to analyze the European behaviors and patterns and use it to compare it with the information already gathered regarding other continents (Doğru et al., 2020b). Thirdly, companies that offer honeymoon related experiences can also improve their offers in an attempt to match with the desires of consumers in order to ensure that a memorable experience is attained by appealing to multiples senses to captivate the couples (Patterson et al., 2017).

Notably, the realm of honeymoon tourism, particularly concerning Europe, remains a relatively underexplored domain within the existing literature, being the current main focus of written literature, the continents of Asia and Africa (C. Lee et al., 2010). As such, this paper fills a significant void, offering a wealth of knowledge and guidance to tourism professionals and enthusiasts alike, regarding the preferences of Europeans when it comes to travel preferences/patterns (LaMondia, 2008).

Regarding the collection of data, it allows us to understand what the current consumer preferences and decision-making processes are. Afterwards, studying the market can also help us to gather information regarding the most current trends (*Honeymoon Expert Shares Destination Trends for 2023*, 2023) and understand what the ideal honeymoon for a consumer is.

Lastly, is through comparing the current situation of consumers and their aspirational dream honeymoon, that we can delineate a path of improvement to further be able to offer/improve in Europe those valued memorable honeymoon experiences that the newlyweds desire (Patterson et al., 2017b).

The **main research problem** to be analyzed is so, what are the key factors that transform a regular honeymoon trip into an unforgettable experience for the couple to remember?

To summarize, this research will focus on the following objectives:

- (1) Understand the main motivations to go on a honeymoon and pinpoint the key elements that make it a memorable experience.
- (2) Analyze the most recent trends in destination choices for honeymoon trips.
- (3) Understand how the experience offered by European countries can become the dream honeymoon experience for Europeans. – Is there anything missing in European countries?

In order to answer the objectives above mentioned, the research questions guiding this dissertation are: (a) What are the key factors for choosing a honeymoon destination? – Which will be answered by the interviews with the couples and (b) What are the current trends? – Which will be answered with the help of secondary data such as news, articles and statistical websites.

This dissertation is structured into 6 chapters, after this introduction the next section is the literature review, covering three main topics. The third section encompasses the methodology process including the population studied and the research approach. Following that, Leximancer is used to present the main findings, themes and concepts, in section four, that are afterwards discussed in section five. The paper will then finish with a conclusion which will present the overall outcomes collected.

The final section of the dissertation encompasses the practical and theoretical applications on where the present findings can be used, as well as the limitations and suggestions for further research articles.

## 2. Literature review

### 2.1 Honeymoon Tourism - Destination choices

When planning a honeymoon journey, couples consider a variety of factors. Initially, both parts tend to be focused on only one goal: the event must be **unforgettable** (Lee et al., 2020). However, because honeymoons tend to be a costly voyage, in the majority of cases, especially in long duration honeymoons, the choice of the destination and the consequent cost allocation, must be carefully and thoroughly picked out (Institute of Transport Studies, University of Leeds, n.d.), by analyzing all relevant attributes and having in mind all the constraints (Li et al., 2020b).

This decision is then impacted by a variety of constraints and desires on both sides of the couple, namely the element with the greatest overall influence in the relationship. When it comes to choosing the destination, the wife-to-be is more likely to stick to its initial preference whereas the husband-to-be is more likely to adapt to its fiancé's choice (Jang et al., 2007).

The image of Figure 1 (Figure 1 - Adapted from: Jang et al., 2007) shows the individual destination choice-set model and compares it with the destination choice-sets model for a couple. The figure is relevant in this context since the decision of the choice of the honeymoon destination is a joint decision which combines the decision of the female and male opinions on the topic.

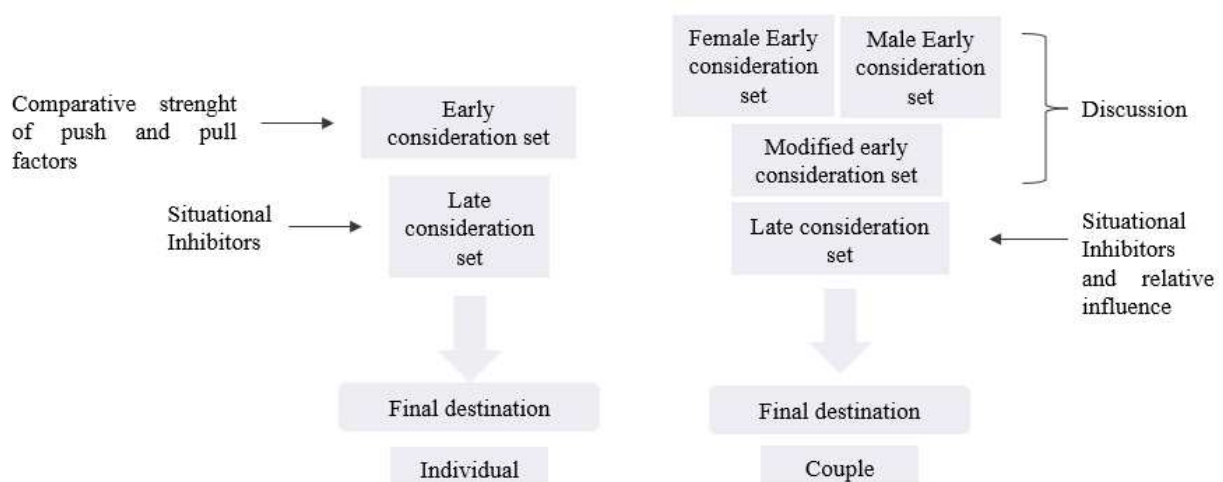


Figure 1 - Individual destination choice-set model vs destination choice-sets model for a couple

Various factors/indicators are formed and established during the early step of picking the honeymoon destination that the couple sets a high value on to ensure a memorable and unforgettable holiday (Lee et al., 2020). After all the elements are gathered, they are displayed in a ranking manner and then they are prioritized accordingly to the couple's desires and preferences (Kim & Agrusa, 2005) on what their honeymoon expectations are.

The following step is to hunt for destinations that best satisfy this rating. Accordingly, to the "*Pacific Wedding and honeymoon study report*" (*Weddings & Honeymoons Market*, n.d.), the desire location chosen by the couple ends up being a destination that represents a personal and intimate desire to fulfill a lifetime goal.

## **2.2 Honeymoon destination trends**

Tourism is an industry which is growing on a steady rate, especially after the recovery of Covid-19, over 879 million trips have been made in 2021, representing a growth recovery from 2020 by 23% (Arta, 2022) and is expected to reach USD 79.8 billion by 2025 in revenues from the tourism market alone (Reports, 2023b).

The cost is a fundamental aspect to take into consideration when choosing the destination of the honeymoon. However, the decision-making process of newlyweds includes many other factors that are considered key to having a successful and memorable experience.

According to the dissertation made about the romance that entails the honeymoon (Li et al., 2020b), a romantic travel experience is something that is valued to attain a memorable trip and keep a romantic atmosphere during the entirety of the trip. According to previous studies made until 2010, Table 1 (Table 1 - Adapted from: Lee et al., 2020) presents the 'most frequent attributes of tourism destination searched by couples, as well as the 'author(s)', 'Research Aim', 'Research Method' and 'Attributes of tourism destination' (the main focus of this analysis should be on this last topic).

Author (s)	Research Aim	Research Method	Attributes of tourism destination
Gearing et al (1974)	To study destination resources and attractions that attract tourists; to explore the perceptions tourists have of a destination	An expert-panel investigation	Natural; social;historical; recreation & shopping; infrastructure; food and shelter
Ritchie & Zins (1978)	To explore the perceptions tourists have of a destination	A mail questionnaire employed to obtain the opinions of managers and funcionarios from various sectors of tourism and from different areas of cultural development	Natural beauty and climate; cultural and social characteristics; accessibility of the region; attitudes toward tourists; infrastructure of the region; price levels; shopping and commercial facilities; sports; recreation, and educational facilities
Ferrario (1979)	To study destinations resources and attractions that attract tourists	A visitor analysis; An expert-panel investigation; A guidebook content analysis	Typical environmental features: scenary and landscape, wildlife, and natural vegetation. Local people and typical ways of life; Tourist facilities, sports, and recreational activities
Hu & Ritchie (1993)	To explore the perceptions tourists have of a destination	A visitor survey conducted via telephone	Climate; availability/quality of accomodations; sports/recreational opportunities; scenary; food; entertainment; uniqueness of local people's life; historical attractions; museums, cultural attractions; communication difficulty due to language barriers; festivals, special events; accessibility; shopping; attitude toward tourists; availability/quality of local transportation; price levels
Kim (1998)	To explore the perceptions tourists have of a destination	A visitor conducted via structured questionnaire	Seasonal and cultural attractiveness; clean and peaceful environment; quality of accomodations and relaxing facilities; family-oriented amenities and safety; accessibility and reputation; entertainment and recreational opportunities
Lai & Graefe (2000)	To explore the perceptions tourists have of a destination	A visitor conducted via structured questionnaire	Welcoming staff/good and prompt services; safety/security/protection; low cost/expenses (cheap food/accomodation/other facilities); location/accessibility/distance or nearness; purchase of arts/crafts work/business; recommendation from friends /acquaintances
Awaritefe (2004)	To explore the perceptions tourists have of a destination	A visitor conducted via structured questionnaire	Facilities/safety; attractions; practical accessibility; quality; symbolic accessibility
Formica & Uysal (2006)	To study destination resources and attractions that attract tourists; to explore the perceptions tourists have of a destination	A content analysis of secondary data. An expert -panel investigation.	Tourism services and facilities; cultural/historical; rural lodging; outdoor recreation

Table 1 - Most common attributes of tourism destination

The tendency is also to search for unforgettable memories and experiences and seek for the ultimate “trip of a lifetime” (Reporter et al., 2023) that contains special experiences which include luxurious resorts, amazing accommodations, and romantic (Expedia, 2022) extras on the trip such as couples’ massages and private dinners (*Honeymoon Expert Shares Destination Trends for 2023, 2023b*).

Another frequent trend which is arising is the “crossing of the list” trend. This includes fulfilling a long-term desire to do something such as swim with the dolphins or jump of a cliff, once again to make the trip extraordinary (Michelle, 2023)

### 2.3 Most requested locations for honeymoon in Europe

Accordingly, to multiple articles and recent news that explore the future honeymoon trends, the most mentioned trend was the beach destination honeymoon (*Honeymoon Expert Shares Destination Trends for 2023, 2023b*). Overall Couples search for an authentic and dreamy beach honeymoon, being the most common countries in Europe chosen, Greece and Italy, due to its dreamy beaches and landscapes all over the country. These two locations end up providing one of the most important attributes several times mentioned to satisfy on the honeymoon, which is the relaxation and stress relieve aspect (Rokou, 2022). Outside Europe the tendencies shift to

mostly islands and/or paradisiacal destinations such as Maldives, Bali and Antigua and Barbuda (Rokou, 2022).

## 2.4 Iso Ahola’s Motivation Theory

The study done by Iso Ahola in 1984 explains where the motivation of tourists comes from when deciding to go on a trip. The theory mentioned above, explains that personal escape, personal seeking, interpersonal escape, and interpersonal seeking motivate tourism and recreation (Snepenger et al., 2006), and thus are factors that can distinguish the type of tourist in a certain trip.

This theory is divided into two main sections that explain the two main factors that are present in tourism motivation. Iso Ahola mentions that travel motivation is triggered in general by seeking intrinsic rewards and escaping everyday routines.

Overall couples’ predictability search for a memorable and unforgettable honeymoon with both these two motivations in mind, in order to achieve a once in a lifetime experience, as it was already mentioned above as being a considerably important attribute to couples.

Through figure 2 (Figure 2 - – Adapted from Iso-Ahola, 1982) it is possible to visualize the theory presented and its multiple axis and attributes.



*Figure 2 - Iso Ahola model*

Tourists can be placed in one of the four cells in the model (Iso-Ahola, 1982), accordingly to their motivations, desires, preferences and what do they want to extract from the trip they are planning on taking. Further on in the discussion section of this dissertation, this model will be evaluated having in mind the main motivations perceived by couples when they decided to go on honeymoon.

### **3. Methodology**

In this section, it is explained what the methodological procedure was to collect enough data to be able to answer the abovementioned research question. Having in mind that the main purpose of this dissertation is to evaluate the current preferences of newlyweds in Europe and to consequently improve the European honeymoon experience accordingly, this methodology section follows the following sequence, starting by the research approach, followed by the data collection and finishing with the target population.

#### **3.1 Research Approach**

As mentioned in the introduction, this dissertation aims to examine the factors that make a honeymoon trip unforgettable and memorable for the couple as well as understanding the underlying motivations, preferences, and patterns of couples.

In order to be able to correctly evaluate the abovementioned research question, the most fitted approach is the qualitative method. Through qualitative approach it is possible to have rich data since respondents can talk openly about the questions they are being asked.

The instrument to collect the necessary data for this study to take the relevant conclusions was done via phone interviews to collect the necessary primary data. These interviews included open-ended questions related to their destination choice, in which the respondent could freely develop the topic being asked. The interviews also encompass questions to explore the motivations, experiences, and preferences of the couples. Lastly, there were also some demographics questions as it is possible to see in the demographics table.

The collected data was then inserted into Leximancer software, which is a software that performs automated textual analyses providing as a result a conceptual map.

#### **3.2 Data collection**

In this dissertation, to have an accurate set of answers, the population to be interviewed had to fit in one of the below categories.

- People who got married within the last 2 years and recently had their honeymoon.
- People who have just married and plan to have a honeymoon in a couple of months.

The interviews were done on the phone and were all done in Portuguese and for that reason, the citations that will occur in the discussion section are transcribed to English.

### 3.2.1 Data population

There were 20 interviewees, as seen in the demographics table 2. All interviewed couples agreed to have their data displayed in this dissertation and the consent form was read to all the couples prior to the interviews.

The age range in this sample was between 22 and 43 years old. Although all the couples were all heterosexual couples, the interviewees were mostly answered primarily by the wives rather than the husbands.

<i>Participant ID</i>	<i>Ages</i>	<i>Destination country</i>	<i>Length of the stay</i>
<i>Couple 1</i>	28 and 27	Croacia, Monte Negro and Serbia	2 weeks
<i>Couple 2</i>	25 and 26	Sal Islands, Cape Verde	1 week
<i>Couple 3</i>	24 and 25	Maldivas	2 weeks
<i>Couple 4</i>	35 and 34	Portugal, Serra da Estrela	1 week
<i>Couple 5</i>	27 and 28	India and Maldivas	3 weeks
<i>Couple 6</i>	30 and 32	Saint Lucia - Caribbean and Japan	2 weeks
<i>Couple 7</i>	33 and 39	Bali	2 weeks

<b><i>Couple 8</i></b>	25 and 34	Japan and Maldivas	3 weeks
<b><i>Couple 9</i></b>	31 and 35	Kenya and Zanzibar	2 weeks
<b><i>Couple 10</i></b>	22 and 23	Thailand, Bangkok., Phi Phi Island and Phuket	Dubai, 2 weeks
<b><i>Couple 11</i></b>	24 and 28	Kenya and Seychelles	2 ½ weeks
<b><i>Couple 12</i></b>	28 and 26	Istanbul and Maldivas	2 weeks
<b><i>Couple 13</i></b>	26 and 29	Maldivas	2 weeks
<b><i>Couple 14</i></b>	40 and 43	Dominican Republic	1 week
<b><i>Couple 15</i></b>	27 e 28	Kenya e Zanzibar	3 weeks
<b><i>Couple 16</i></b>	28 e 28	South Africa, Indonesia and Bali	3 weeks
<b><i>Couple 17</i></b>	29 and 28	Istanbul, Cappadocia and Mauritius	2 weeks
<b><i>Couple 18</i></b>	28 and 27	Mexico and Itália	3 weeks
<b><i>Couple 19</i></b>	29 and 32	France, Ilha da Reunião e Gêres, Portugal	3 weeks

<b><i>Couple 20</i></b>	29 and 26	Ilha de São Miguel, Açores, Portugal	1 week
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*Table 2 – Demographics of the participants*

### **3.3 Data Analysis Tool**

All the interviewees' content was uploaded to Leximancer software which is a tool that is used to evaluate qualitative data and understand and create correlations between textual data.

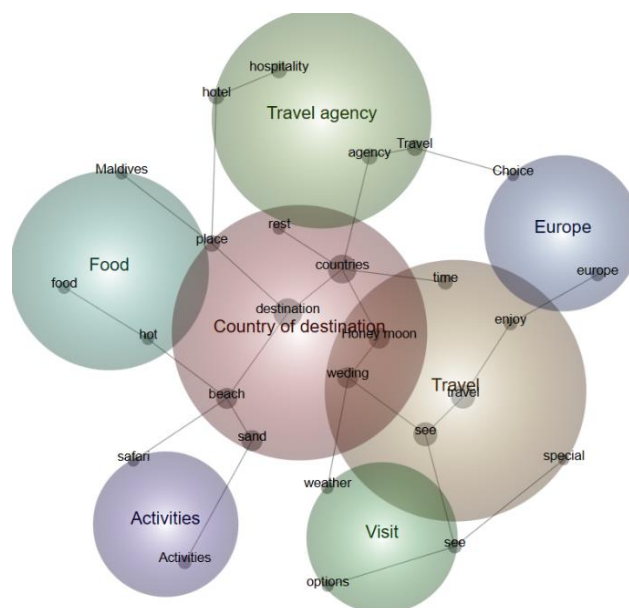
The analysis on Leximancer follows a color system based on the concept of heat maps. The themes that are in the “warmer” side of the color spectrum (red and yellow) represent the most significant topics on the conceptual map. The “cooler” tones represent so, the less prominent topics represented on the conceptual map (purple tone). It was through this color analysis as well as the connecting lines and gray dots (which the size represents the frequency a topic is mentioned), that the following section in this discussion was done.

## 4. Results

### 4.1 Overall view of the mostly mentioned concepts in the interviews.

The content analysis was done using Leximancer, on which a concept map - Figure 3 (Figure 3 - Generated from Leximancer) - was produced. This concept map represents the most common and recurring themes and concepts related to the honeymoon tendencies of Europeans.

Leximancer was able to identify the main topics: Travel agency (with the main subtopics being “hospitality” and “hotel”), Europe, visit (with the main topics being “weather” and “see”), activities (with the main focus on “safari” and “activities”), food (with a high correlation to “Maldives” and “place”) and country of destination (being the most mentioned topic relating with many subtopics such as “beach”, “sand”, “place”, “rest”, “countries”, “honeymoon” and “wedding”).



*Figure 3 – Conceptual Map 1 – Most common themes and concepts on honeymoons*

One way to interpret the Leximancer map that was generated is to observe the overlaps that these 7 seven most relevant concepts had. The first most significant overlap occurs between “travel” and “country of destination”, this overlap happens because when newlyweds want to go on honeymoon, they express the desire to choose a travel destination that makes their

honeymoon experience unforgettable, as we can conclude by the high correlation between travel and the subtopic “special”. The theme of “country of destination” varies accordingly to the type of travel experience the couple desires to achieve and is the most relevant theme on this conceptual map, accordingly to the color scheme approach mentioned before.

Another relevant example is the overlap between “travel” and “visit”. This overlap occurs due to the fact that most of the respondents answered that there was a desire to have an enjoyable experience of relaxation and distress but also wanted to visit new places and cultures and explore the chosen destination in a cultural way, hence the high correlation between the topics “Visit” and subtopic “options” and “see”. Couples’ intent to have multiple activity options to do and many places to see in the chosen location of their honeymoon.

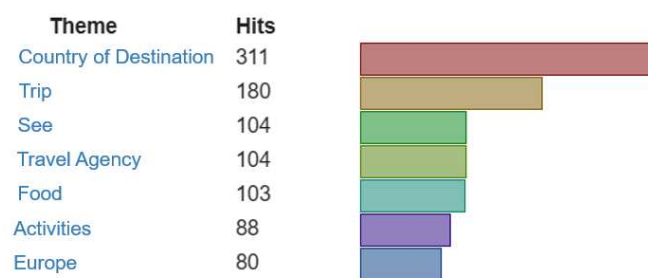
The overlap between “food” and “country of destination” is also very interesting to evaluate, since there is a tendency to choose the “country of destination” based on the variety and quality of the food. This overlap demonstrates, as well as the overlap between “travel” and “visit”, that the couples search for meaningful and memorable gastronomical experiences that will enrich the overall honeymoon trip.

<b><i>Themes</i></b>	<b><i>Concepts</i></b>
<i>Country of destination (311 Hits)</i>	Destination, rest, countries, honeymoon, wedding, beach, sand, and place
<i>Trip or Travel (180 Hits)</i>	Honeymoon, Wedding, Time, Enjoy, See, travel and special
<i>See or Visit (104 Hits)</i>	Weather, Options and See
<i>Travel Agency (104 Hits)</i>	Hotel, hospitality, agency, and travel
<i>Food (103 Hits)</i>	Food, Maldives and Hot
<i>Activities (88 Hits)</i>	Activities and Safari
<i>Europe (80 Hits)</i>	Choice and Europe

*Table 3 - Themes and matching concepts (Related to conceptual map 1)*

This section above will be helpful in the discussion section, in order to be able to answer more completely on the first research objective, which is “Understand the main motivations to go on a honeymoon and pinpoint the key elements that make it a memorable experience”.

Another interesting evaluation taken from the generated figure - Table 3 - is the subtopics most highly connected to “country of destination”, being “destination”, “countries”, “place”, “sand”, “rest”, “honeymoon”, “wedding” and “beach”, the concepts that were more frequently associated with “country of destination.”

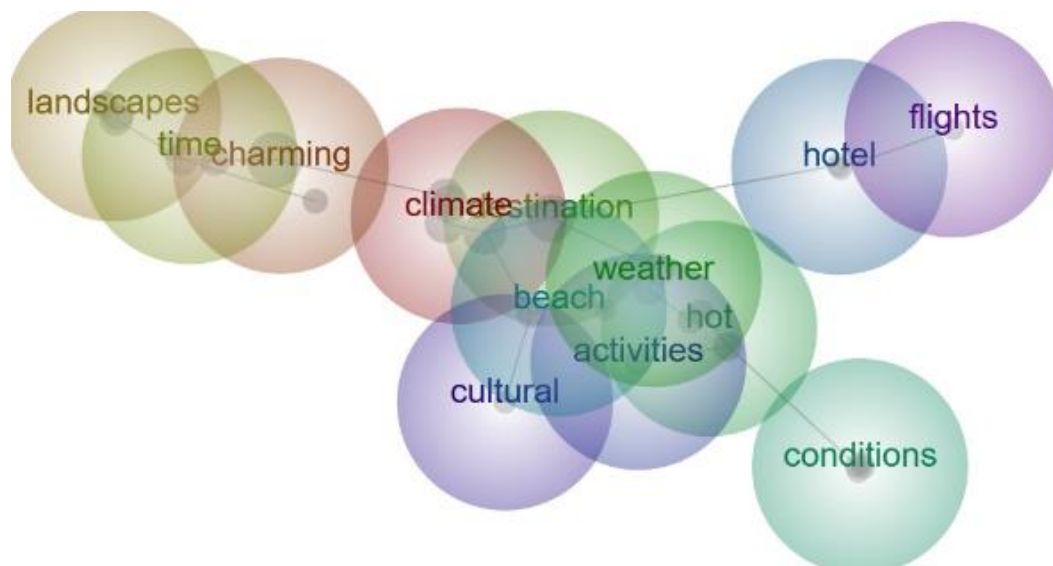


*Figure 4 – Themes and respective Hits*

Lastly, we can also analyze in figure 4 (Figure 4 - Related to conceptual map 1 - Generated from Leximancer), which represents the most mentioned concepts, which are: “country of destination”, “trip”, “see”, “travel agency”, “food”, “Activities” and “Europe” are the most relevant concepts that couples take into consideration in their honeymoon destination choice.

#### **4.2 Most relevant attributes couples nominated about ideal honeymoon.**

In figure 5 (Figure 5 - Generated from Leximancer), Leximancer built up a conceptual map related to the attributes that couples considered to be part of their **ideal honeymoon trip**. We can easily identify the many attributes that were mentioned, such as “Destination”, “Weather”, “cultural”, “Activities” and “beach”.



*Figure 5 – Attributes that couples considered to be part of an ideal honeymoon*

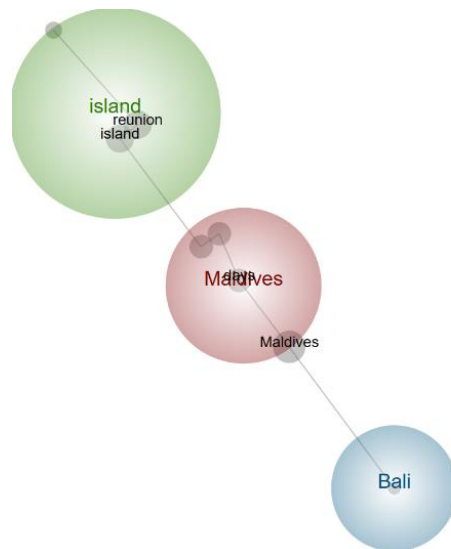
We can see a connection between these attributes mentioned above and the theme “weather”, which is the topic with the highest amount of overlapping concepts, representing the need for the couples to find a pleasant “weather/hot/climate” when choosing their honeymoon destination, hence the big overlap between that topic and “destination”.

Although “weather” is the theme with the highest among overlapping themes, the theme “climate” appeared to be the most critical one, according to the color spectrum analysis that was mentioned before.

The theme that was less mentioned when couples discussed their ideal honeymoons, was the theme “flights”, represented by the cooler color of the scheme, which is purple.

### 4.3 Most common destinations

Finally, in figure 6 (Figure 6 - Generated from Leximancer) we can gather information about the most chosen destination by couples. This conceptual map represents the results gathered from the choices of couples in their destination choice for their honeymoon to take place.



*Figure 6 – Most common destinations*

We can observe three groups that have more relevance such as Bali and Maldives which had multiple couples choosing those destinations and a third group “Islands” which includes multiple Island choices such as “Reunion Islands”, “Phi Phi Islands” and more.

The theme “Maldives” was the country of destination that was more relevant in this analysis, accordingly to the color scheme approach mentioned before.

### 4.4 Summarizing all the conceptual maps

The first Leximancer map will help especially in answering the first research objective, which is: “Understand the main motivations to go on a honeymoon and pinpoint the key elements that make it a memorable experience”, alongside secondary data.

The third conceptual map generated by Leximancer will be useful to aid the discussion section in an attempt to help solve the second research objective, which is: “Analyze the most recent trends in destination choices of honeymoon trip”.

Lastly, the third objective, “Understand how the experience offered by European countries can become the dream honeymoon experience for Europeans. – Is there anything missing in European countries?” will be answered with the help of all Leximancer’s conceptual maps and further information gathered in secondary data and in the questions asked in the interviews to the couples.

## 5. Discussion

The research question guiding this dissertation is as follows “What are the key factors that transform a regular trip into an unforgettable experience for the couple to remember?” To properly evaluate this research question there are three main objectives that help to structure out the final conclusions taken out.

- (1) Understand the main motivations to go on a honeymoon and pinpoint the key elements that make it a memorable experience.
- (2) Analyze the most recent trends in destination choices of honeymoon trip.
- (3) Understand how the experience offered by European countries can become the dream honeymoon experience for Europeans. – Is there anything missing in European countries?

Leximancer was used to create the conceptual map in figure 3 which encompasses the main themes and concepts that were overall retrieved from the interviews.

The second conceptual map in figure 5 encompasses the main topics related to the ideal honeymoon of a couple.

The third, and final map, figure 6, includes the destination trends chosen by the interviewees and the overall tendencies which are divided into three main groups.

Although the following Leximancer maps will be evaluated separately, they are all connected semantically as we will see below.

### 5.1 Viewpoints on honeymoons

In this section of the discussion the first Leximancer map in figure 3, represents the concepts more frequently mentioned in the interviews and the correlation between them.

This first Leximancer map (figure 3), includes the topics such as "travel agency", "food", "activities", "visit", "travel", "Europe" and "country of destination" which were revealed to be

the commonly associated concepts that are top of mind in the honeymoon decision making process of couples.

***Food** couldn't be given up! It was a must for us to have good **food**. – Couple 19, question 7*

Through the help of figure 4, where the most common words mentioned in the interviews, besides, obviously, country of destination, which is the country chosen by the couple to go on honeymoon, there is a frequent word count on the theme "trip", "see" and "travel agency".

The concept with biggest relevance is “country of destination” which was exactly what was expected since a lot of the questions asked are specifically related to what the country was chosen by the couple, why was that choice made and what were the attributes that enticed that choice (Fakfare & Lee, 2019).

The second most relevant attribute was “travel” (or “trip”), with a high correlation to the topic “country of destination” which represents the strong need for couples to take advantage of this opportunity that happens once in a lifetime and choose a country of destination that creates a sense of specialty and uniqueness (C. Lee et al., 2010). One aspect that can also be seen is that the words “honeymoon” and “wedding” are mentioned in both the theme “country of destination” and on “trip/travel”, which enlightens the high correlations between the overall idea that all interviewees transmitted that as well as the wedding, the country of destination of the honeymoon has a high impact on the success of the trip.

The topic of "trip" (or “travel”) is related to the sense that is created around the unforgettable and once in a lifetime experience that is the honeymoon trip.

*We didn't want it to be a trip around here, we wanted it to be different. A **remarkable trip!** – Couple 3, question 6*

***Paradisiacal** and **incredible** and not very accessible (meaning few people know about it and go there) – Couple 6, question 7*

In the interviews it is frequently mentioned “trip” in the sense of an escape feeling and more than a simple and common travel experience.

*Undoubtedly a trip more **paradisiacal** than traditional, yes. – Couple 6, question 7*

*In reality, it all started with the question: what is your **dream destination**? – Couple 8,  
question 4*

The relationship between tourism and honeymoons has created a very strong alliance, making space for many tourism related industries to arise and take this as an opportunity to stand out and offer services in order to match their customer's needs (Markets, 2023), as it is possible to confirm by looking at the relationship between "trip" the positive words associated to it such as "enjoy" and "special".

This behavior goes accordingly to what was expected and mentioned in the literature review topic "2.2 Honeymoon destination trends", regarding the unforgettable and memorable aspect of the choice of honeymoons. The couple wish to attain that ultimate travel experience and ensure that their trip is a once in a lifetime moment.

The feeling of "crossing of the list" experience, also mentioned in the same literature review topic (J. Kim, 2014), also revealed to be truthful in the answers collected in the interviews.

The word "see" (or "visit"), also mentioned multiple times during the interviews, refers to the wish to explore and get to know more the country of destination. There was an overall tendency amongst all interviews which was the wish to have a diverse trip, followed by moments of relaxation but undoubtedly moments of culture, to "see", hence the correlation between the theme "see" and the concepts "options", representing the wish for diversity in the choice of places to "see" and experience the country of destination chosen.

*We were looking for a destination with a **cultural** and **relaxing** side, not just a beach or a cultural destination. – Couple 20, question 1*

*There is no doubt that **activities** are important in both scenarios. – Couple 10, question 1*

*We didn't just want to go on safari, **we really wanted to see the people and the culture.** –  
Couple 11, question 1*

With the same amounts of hits, the concept "travel agency" is also mentioned multiple times due to the fact that, in the interviews, the opinions on the choice of having or not the help of a

travel agency where many times convergent in the sense that initially there was an intention to pursue with the help of a travel agency but only after some search and previous investigation, the help was asked to an agency to finalize some details.

*We booked with an **agency**; I didn't know how to go about it. I chose the agency I did when we **already had an idea of the place**. – Couple 16, question 3*

*We already **knew beforehand which destination we wanted**, so we spoke to the agency, which took care of everything for us, **greatly simplifying the process** and greatly contributing to the unforgettable experience that was our wedding. – Couple 15, question 3*

The theme of “travel agency” is mentioned alongside the concepts such as “hotel” and “hospitality” since those were the main motives that couples choose to look for travel agencies help.

## **5.2 Most relevant attributes when couples think about their ideal honeymoon destination**

In this section the conceptual map produced by Leximancer represented in Figure 5 will be evaluated with the aid of some citations of interviewees.

"Climate" is the strongest theme when discussed the ideal honeymoon preferences of couples and what they idealized for their honeymoon. Honeymoon tourism is a type of tourism which is steadily growing in the past few years and is expected to grow more in the next years as well (Dataintel, 2023b).

The "climate" theme also highly correlated to "charming" (in orange) represents a fundamental need, that was multiple times transmitted during interviewees, to have good and warm weather. Accordingly, to (C. Lee et al., 2010) weather is one of the main attributes mentioned when people are planning a trip, since it is related to the overall comfort and commodity that is also highly appreciated and valued (C. Lee et al., 2010).

***Warmer/tropical climate. More of a spring or summer destination. Sightseeing activities, monuments, or views. We opted for a mix of both scenarios.** – Couple 2, question 1*

Related with “charming” this theme is also something that has been increasingly searched for in multiple trips, namely on honeymoons. The sense of looking for an authentic and charming culture to see the people and interact with locals, explains the high correlation present between ideal honeymoons and the theme “charming” (Công, 2016).

*Comfort, since we were essentially resting from a very tiring year. We wanted to stay in the center and make little use of transport. The food always had to be good, and our purchasing power had to be higher. (...) – Couple 10, question 4*

The theme “landscapes” (also in warmer tones, accordingly to the color scheme approach), is also considered to be a highly relevant subject, which goes according to the following article (Albacete-Sáez et al., 2007), which mentions that frequently the non-physical attributes affect more the perception of quality rather than the physical attributes.

### 5.3 Most common chosen destinations

In this section of the dissertation, I will evaluate the conceptual map represented by figure 6. This conceptual map represents what were the most common chosen destinations by interviewees when asked the question “What was your final honeymoon destination choice?”

Although there was a diverse list of destination choices in the interviews performed, there was clearly an observable pattern amongst all which is clear to see in Figure 6. As it was mentioned on the literature review (2.1 Honeymoon Tourism – Destination Choices), the couple has initially one idea in mind when they decide their destination choice, which is to have an unforgettable honeymoon which combines the desires of both parts of the couple (Kim & Agrusa, 2005).

In this conceptual map generated by Leximancer (Figure 6), there is a concentration of answers which mention Islands as the destination choice, which encompass islands ranging from Açores, Portugal to Ilhas da Reunião, belonging to the French department although being situated in the Indic Ocean.

Maldives and Bali are also very popular destinations amongst the interviewees, which once again transmit the desire for a paradisiacal honeymoon, with a high focus on relaxation and alone time (Kim & Agrusa, 2005). Both of these choices, are in line with the information collected in Table 1, which represent the most frequent attributes of tourism destinations, which frequently mention attributes which can only be found in those types of places, such as “natural beauty and climate -Ritchie & Zins (1978)”, “Local people and typical ways of life – Ferrario (1979) and “wildlife and natural vegetation - Ferrario (1979)”.

The search for an outside Europe destination aims to satisfy the need of “escaping interpersonal environments” and “escaping personal environments”, present in the Iso-Ahola model, which explains where the motivations of tourists come from.

## **6. Conclusion**

The segment of honeymoon tourism is growing steadily to become a very profitable segment of tourism with economic relevance for multiple industry related institutions, such as hotels and restaurants.

### **6.1 Main conclusions**

The vast majority of European respondents choose to have an outside-Europe honeymoon, with the wish to have an unforgettable experience on the first moments as a couple. Having in mind the couple’s answers, this dissertation was able to identify the main motivations that drive couples to search outside Europe, to have their dream honeymoon trip.

### **6.2 Practical contributions**

As mentioned previously the results collected have a practical relevance for tourism related institutions in the sense that they provide useful data to be used by European hotels, restaurants, and activity facilities, for example, to improve the global experience of couples, providing them with options that satisfy their deepest desires in terms of comfort, accessibilities, food or accommodations.

Honeymoon related institutions should be able to firstly identify the key attributes mentioned here in this study as “irrevocable” and “indispensable” to couples in their honeymoon destination hunt and actively search for close solutions that aim to satisfy the primary needs behind it.

The present literature already written on this topic of honeymoons, is quite limited since it has a special focus on Asian countries, and this dissertation aims to complete that already gathered data. This data can help hotels understand the high importance of a charming environment, and it impacts overall satisfaction, for example. Activity facilities can take the information gathered and aim to provide the most requested activities done on honeymoon and perhaps advertise it more together with hotels. Lastly, all institutions related to tourism can aim to provide and satisfy the highly mentioned need/dream of a paradisaical honeymoon.

By crossing the “Most common themes and concepts on honeymoons” and the “Attributes that couples considered to be part of an ideal honeymoon” conceptual maps, it’s possible to take out relevant conclusions regarding the improvements that can be done and answer the third objective of this dissertation - (3) Is there anything missing in European countries?

### **6.3 Theoretical Contributions**

The information gathered in this dissertation is consistent with the previously written articles related to the topic of honeymoon tourism, although they relate to other continents and/or countries. Throughout the dissertation there were several motivational factors that have been mentioned to make people chose to travel to some countries instead of others.

In particular, this dissertation is in line with the theory presented in the model of Iso-Ahola, which refers to the motivations of tourists when they decide to go on a trip. This study advances previous studies that largely study the honeymoon tourism topic namely (Li et al., 2020b), (Fakfare & Lee, 2019) and (Jang et al., 2007).

This dissertation therefore aims to fill the literature gap that exists on the topic of honeymoon in the sense that there is almost no relevant literature concerning European countries, behaviors and decision-making patterns, which were topics which were mainly developed in this dissertation.

This paper focuses on the decision-making process of choosing the destination as well as the motivations behind these choices. Ultimately, the collected literature aims to complete the existing literature by extending it to Europe.

To conclude, this dissertation aimed to assess “What factors transform a regular honeymoon into an unforgettable experience for the couple to remember” and how this information can be beneficial to European tourism. The collected results will allow institutions to identify more appropriate and specific actions to take to improve and add value to the current honeymoon offers, making them memorable forever.

#### **6.4 Limitations**

Even though this study gathered a substantial quantity of information, it has methodological constraints owing to the subjective character of qualitative analysis.

Also, the fact that there was a very limited number of nationalities in this study, it may not accurately represent the population of Europe and generalize conclusions to all European countries.

#### **6.5 Future research**

Regarding future research on this topic, a future study including people with more variety of nationalities from all over Europe would be beneficial in the sense that it makes the population sample richer and more diverse. Since this is a topic that is very related to trends, a future study similar to this one, performed 10 years from now for example, would encompass couples from another generation, making this research more complete.

Lastly, future research could also evaluate the economic impact that these choices of destination have on the local and national tourism institutions and to what extent it is fundamental or not to invest in even more deep research to collect even more data with more diversity in terms of nationality, age, and gender.

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## 8. Appendices

### *Appendix A – Consent Form for Interviews*

*Dear participant,*

First of all, I would like to thank you for participating in this interview and to help me gather valuable information so that I can draw the necessary information to fulfill my research objective. Please find below the overview of the research proposal as well as some guidelines and participation consent form.

#### **Purpose of the study:**

The **main problem** to be analyzed in this dissertation is: What are the key factors that transform a regular trip into an unforgettable experience for the couple to remember? It is through the deep understanding of the underlying preferences and tendencies behind the thinking-process of the honeymoon destination, that valuable considerations can be taken. This dissertation intends to gather valuable information that can be used in European tourism institutions (like hotels, restaurants, amongst others) in order to make/ improve Europe as valuable and recognized honeymoon destination for newlyweds.

The research questions guiding this dissertation are:

- (a) What are the key factors for choosing a honeymoon destination? - Couples Perspectives
- (b) What are the current trends? - Secondary Data

#### **Guidelines and Consent Form**

By participating in this interview, I acknowledge that:

- This interview is guided by the researcher and will be recorded.
- The duration of each interview takes about 15/20 minutes.
- This interview is a voluntary process on which the participant can withdraw at any moment or after the interview is done can choose not to have the information gathered, published.

- All the information gathered will only be used solely for the purpose of this master's dissertation and will be kept private afterwards.
- The participant can also choose to participate anonymously if that is the desire of the interviewee.

**Consent Form:**

I acknowledge my participation on this study and consent that the information collected is used in the conditions above mentioned.

- Yes, I consent in the participation of this study.
- No, I don't consent.

**Age:**

- 18-24
- 25-34
- 35-44
- 45- older

**Gender:**

- Male
- Female
- Rather Not Say

***Appendix B - Interview Guidelines and Transcripts - Couples***

<b>Explored Topic</b>	<b>Source in literature</b>	<b>Reframed Question</b>	<b>Purpose of the Question</b>
		<b>Preliminary Question:</b>	
Perfect Destination	<a href="#">(Motivators for Going on Holiday, With Principle Focus on Extreme Sport, 2012)</a>	How would you describe the perfect honeymoon destination? – Weather, Activities, Food, Environment	Understand what/why the dream of the couple prior to their final decision. When they first started planning and what were they looking for.
<b>Decision Making Process</b>			
Final destination	<a href="#">(Tham et al., 2019)</a>	Please tell me about the final destination you chose.	Know right at the beginning of the interview if the couple when on an outside Europe or inside Europe honeymoon
Choice Process	<a href="#">(Tham et al., 2019)</a>	Please further describe how you made the decision to choose that honeymoon destination	Understand the process thinking behind the final decision taken
External influences	<a href="#">(Tham et al., 2019)</a>	What were the external influences that affected your choice of honeymoon destination?	Understand if the decision was made with the influence of a family member, friend or online information.
<b>Destination Choices</b>			
Attraction Factors in Europe	<a href="#">(Seyidov, 2016)</a>	What factors are important for you when choosing a destination in Europe for your honeymoon trip?	Understand main factors that attract couples to do their honeymoon in European countries
Attraction Factors outside Europe	<a href="#">(Seyidov, 2016)</a>	What factors are important for you when choosing a	Understand main factors that attract couples to do their

		destination outside Europe for your honeymoon trip?	honeymoon in outside European borders
<b>Uniqueness Factors/ Requirements</b>			
Specific Requirements	<a href="#">(You &amp; O’Leary, 1999)</a>	Which destination attributes were fundamental to the couple?	What attributes were not revocable to the couple in their honeymoon choice
Uniqueness of the destination	<a href="#">(You &amp; O’Leary, 1999)</a>	What did the travel destination chosen had to offer in order to satisfy this specific needs and desires?	Understand what the uniqueness of the final destination for the couple was. Understand the meaning behind the choice. Was it a destination on their Wishlist already?

*Appendix C – Interviews Transcripts*

**Couple 1**

**Idades: 28 e 27 | Duração: 2 semanas**

**R1:** Idealmente seria um destino que fosse quente, com praia, preferencialmente com comida italiana, bonito e adaptado aos gostos de cada um

**R2:** Nós decidimos fazer uma viagem multidestinos, fizemos croácia, monte negro e Sérvia.

**R3:** Nós fizemos uma lista de sítios que gostaríamos de ir e definimos um budget. Depois fizemos as contas a quanto era cada sítio e fizemos um balanço das opções e marcamos tudo nos. Fomos delineando o que era possível. Coisas a ver e fazer. Depois vimos qual se enquadrava nestas condições e foi assim que escolhemos

**R4:** As nossas influências foram amigas e em várias redes sociais, vimos imensos vídeos e posts mas a nossa maior influencia foi através de pesquisa no google

**R5:** Nós casamos após covid em tempos de incerteza e foi o motivo da nossa escolha. A saúde na europa é uma coisa segura e que funciona bem por isso a segurança foi um dos motivos pelo qual escolhemos a croácia por exemplo. Como eramos nós a escolher os destinos era mais fácil escolhermos mesmo um destino que fosse ao encontro das nossas necessidades.

**R6:** *Não Aplicável*

**R7:** Eu penso que o que definiu a nossa lua de mel na croácia, que foi o principal foco da nossa viagem, foi porque é um país de serra e praia é muito completo a nível de muitas atividades possíveis de fazer. Turismo de água e montanha, muitas atrações para vermos, juntamente com segurança e saúde (sistemas de saúde) tornou se o nosso destino de eleição. Tinha de saber que estava segura em qualquer circunstância pois tenho uma doença de pele grave e tinha de garantir a minha segurança em qualquer que fosse a nossa escolha.

**R8:** Tinha actividades tais como hiking, desportos e praias bonitas e o facto da croácia ser multidestinos só por si só e dá para nos deslocarmos facilmente entre outras cidades sem impedimentos, e ate para outros países.

**Wishlist:** Era um país que estava na nossa wishlist, a croácia.

## **Couple 2**

**Idades 25 e 26 | Duração: 1 semana**

**R1:** Clima tropical, com praia e piscina, com ambiente tranquilo, com regime tudo incluído e opções de atividades de lazer.

**R2:** Ilha do Sal, Cabo Verde

**R3:** O processo de escolha começou por deferir que tipo de lua de mel queríamos, se mais para descansar e aproveitar ou para visitar e turistas. Optamos por tratar de tudo com uma agência pois acaba por ser mais fácil a nível de logística e garantia de que não fica nada esquecido. A ideia original seria ir às Maldivas, no entanto devido a ser época de chuvas decidimos antes ir para o Sal.

**R4:** Nenhuma, tomamos a decisão em casal sem qualquer influência externa.

**R5:** *Não Aplicável*

**R6:** Achamos que se fosse na Europa teríamos sempre maior facilidade de ir noutra altura então decidimos que só faria sentido para nós ser fora da Europa.

**R7:** Países tropicais, acesso à praia para aproveitar o Sol e o regime tudo inclusivo.

**R8:** Acabou por satisfazer os pontos principais que tínhamos como “objetivo” para a nossa lua de mel, apenas ficou a faltar maior diversidade de atividades de lazer fora do resort.

### **Couple 3**

**Idades: 24 e 25 | Duração: 2 semanas**

**R1:** Tranquilo com atividades porque não gostamos de estar sem fazer nada. Tem de haver um balanço entre estar a fazer atividades e relaxar ao mesmo tempo. Tem de ter boa comida e calor e águas quentes

**R2:** Foi as Maldivas

**R3:** Cumpria os requisitos. Sempre tive o sonho e era viagem eu (Mariana) já queria há algum tempo. Queria ir andar de hidroavião e la faz se isso. E eu quero ver a minha mulher feliz (Sérgio)

**R4:** Sem duvida as redes sociais e os vídeos do insta. Por outro lado, família porque ambos temos família que já lá foi e gostou imenso

**R5:** *Não Aplicável*

**R6:** Queríamos mesmo um destino longe porque uma lua de mel é uma viagem que se faz só uma vez na vida. Não queríamos que fosse uma viagem aqui perto queríamos que fosse diferente. Uma viagem marcante!

**R7:** Sem dúvida o calor e água quente

**R8:** Tinha tudo! Praia e piscina tudo perto e um por do sol muito bonito. E boa comida porque era tipo resort e all inclusive e tem várias atividades para nós fazermos

## Couple 4

**Idades: 35 e 34 | Duração: 1 semana**

**R1:** O mais tranquilo possível com espaço de spa e massagens. Em termos de clima mais para o frio e ameno que não seja muito quente, não queríamos um calor enorme na nossa lua de mel

**R2:** Foi Portugal, serra da estrela

**R3:** Fomos nós de forma autónoma e foi baseada nos critérios que disse acima

**R4:** Através um bocadinho das redes sociais pela parte do hotel porque vimos vídeos e pessoas a postar sobre o hotel onde acabamos por ficar

**R5:** Primeiro foi o período, número de dias que decidimos ficar em lua de mel não justificava sair. Como havia cá as condições não justificava ir para fora. Não tínhamos muitos dias para lua de mel.

**R6:** *Não Aplicável*

**R7:** Uma das coisas era o spa e uma piscina interior e queríamos ter uma atividade externa. Queríamos ter margem para passear a volta e ver a neve se possível, em especial o meu marido. O ideal era mesmo um mix entre relaxar e atividades

**R8:** Por satisfazer nada cumpriu todos os critérios e tinha tudo como queríamos, tal como o spa e a piscina interior e as acessibilidades iniciais.

## Couple 5

**Idades: 27 e 28 | Duração: 3 semanas**

**R1:** O ideal seria um clima quente com praia e que desse para ver coisas giras e culturais à volta

**R2:** Fomos para a Índia e depois para as Maldivas

**R3:** Nos queríamos calor e então na Ásia já lá tínhamos ido mas com pouco tempo e queríamos muito voltar. Vimos a América Central, mas estava mau tempo. Começamos a ver vídeos e coisas

sobre a Índia e sítios perto e já que estávamos na Índia estávamos perto das Maldivas e decidimos ter mais luxos e ir lá para passar uns dias. Foi 3 semanas e meia o total da viagem. Fomos nós que planeamos tudo sem agências.

**R4:** Vimos imensos vídeos no Youtube de pessoas que foram lá e vimos blogs e assim de viagens e amigos e que já tinham ido aos dois destinos

**R5:** *Não Aplicável*

**R6:** Porque tínhamos muito tempo de viagem e valia mais a pena aproveitar os dias que tínhamos para ir longe. E ambos os destinos que escolhemos tinham muitas coisas para ver.

**R7:** Tinha mesmo e ser minimamente barato para ficar tanto tempo e bom tempo. Tinha de ser seguro também, isso era muito importante para nós.

**R8:** Foi tudo surpreendentemente melhor e mais giro do que estávamos a pensar. Surpreendeu nos até! Até tínhamos expectativas em baixo

Estava +/- na nossa wishlist, foi mais a curiosidade de ir que nos atraiu depois de começar a ver cenas na net.

## **Couple 6**

**Idades: 30 e 32 | Duração: 2 luas de mel – 1 em Caraíbas, Santa Lúcia 2023 e a uma viagem grande no Japão 2024 – 2 semanas**

**R1:** Teria de ser bom tempo idealmente quente, e havia também pouca probabilidade de ter uma tempestade. Queríamos total relaxamento fomos para um tudo incluído, com boa comida, e principalmente para descansar. Até alugamos um quarto com jacuzzi e queríamos mesmo tudo incluído. E no Japão será mais cultural. Já estava nos países de wishlist. Santa Lúcia nunca tínhamos ouvido falar, mas queríamos que fosse perto donde moramos (Londres) e assim era mais fácil para comprar voos.

**R2:** Santa Lúcia. E depois Japão

**R3:** Queríamos uma viagem de uma semana, começamos com a “best travels” mas as ofertas eram super caras e destinos que não nos cativaram. Não concordávamos com o clima das opções. Começamos a ver na net e a pedir opiniões a amigos e família. Acabamos por escolher um destino mais exclusivo e especial. O japão era para irmos em 2020 mas ficamos com as fronteiras fechadas por isso vamos agora para o ano que vem.

**R4:** Trabalho com uma rapariga que é da ilha ao pé de santa lucia e eu falei com ela e ela deu-me esta sugestão. Comecei a ver e nós vimos o “the office” (série televisiva) e o personagem falou no resort em Santa lucia várias vezes e começamos a ver e adoramos e fomos ver e tinha ótimas reviews. Influencia da serie basicamente. O hotel era All inclusive com tudo mesmo, transfer, comida, actividades, marítimas, diferentes que poderíamos fazer. Não queríamos muito ter as actividades e algumas aulas mas gostamos das actividades aquáticas .

**R5:** *Não Aplicável*

**R6:** Porque a lua de mel tem de ser especial e queríamos ir para um sitio que não iríamos normalmente e a europa já viajamos quase tudo cá dentro daa Europa também.

**R7:** Paradisiaco e incrível e pouco acessível (meaning poucas pessoas conhecem e vão lá) e queria mesmo um bom hotel e que a viagem fosse direta de londres por uma questão de preços.

**R8:** em termos de o que queríamos mais ficou tudo satisfeito. E sei que na europa não ficaria num hotel tão bom quase de certeza.

## **Couple 7**

**Idades: 33 e 39 | Duração: 2 semanas**

**R1:** Sítio ideal para nos foi um bocado o que acabamos por escolher, o clima era bom e costuma estar sol. Nós fomos para Bali. Também gostamos muito da comida deles

**R2:** Bali.

**R3:** Férias de praia, não fazer turismo cultural, mas à base de descanso. Tentamos noutra sítio, mas só tinha mesmo praia. Bali tem mix de praia e natureza. Fomos nós a planear a viagem toda.

**R4:** Já lá tínhamos ido numa semana, mas foi pouco então decidimos voltar. Vimos muito na net em termos de redes sociais hotéis e sites bonitos. Qualidade preço e tem muita oferta enquanto noutros sítios havia muito pouca oferta com tanta qualidade.

**R5:** *Não Aplicável*

**R6:** Queríamos um destino seguro e não superlonge. Ponderar o valor claro. Mas era certo que queríamos fora da Europa. Uma viagem sem dúvida mais para o paradisíaco mais que tradicional sim.

**R7:** Não queríamos abdicar de segurança nem alojamento de qualidade.

**R8:** Tinha bastante oferta e por outro lado não ficou nada por satisfazer, so se fosse mais tempo de lua mel mesmo.

## **Couple 8**

**Idade: 25 e 34 | Duração: 3 semanas**

**R1:** A lua de Mel ideal para nós e que acabamos por fazer é um misto de uma visita cultural e praia.

**R2:** Tivemos 14 dias no Japão onde visitamos grande parte do país e em seguida ficamos 7 dias nas Maldivas

**R3:** acabou por ser a agência que trata de todas as nossas viagens, apenas indicamos os destinos que queríamos e o plano foi apresentado

**R4:** Na realidade tudo começou com a pergunta de qual é o teu destino de sonho? E para ambos foi o Japão. Como sabíamos que iria ser uma viagem exigente acabamos por por as Maldivas como destino para descansar.

**R5:** *Não Aplicável*

**R6:** Queríamos mesmo fazer uma viagem que fosse de sonho e para nos era mesmo Japão

**R7:** como já referimos anteriormente, o que pesou foi mesmo irmos ao nosso destino de sonho.

**R8:** O Japão, é muito rico em tudo. É um país com imensa história, cidades deslumbrantes, alimentação incrível e uma cultura completamente diferente. Quanto as Maldivas o objetivo foi mesmo para termos 7 dias para relaxar! Bom clima, boas praias e bons resorts.

## Couple 9

**Idades: 31 e 35 | Duração: 2 semanas**

**R1:** Nós procurávamos um destino com vertente cultural e descanso, não fosse só praia nem só cultural

**R2:** Safari no Quênia e depois fomos para Zanzibar

**R3:** Tivemos muitas dúvidas sobre o destino e quando casámos havia muitas zonas que não eram recomendadas a ir por causa do tempo e clima. Vimos várias opções consoante isso. Fomos a uma feira de viagens na FIL só para ver ideias, mas acabamos por ficar ainda mais confusos. Vi nos net programas de agências para ter uma ideia geral. Depois acabamos por mandar pedidos de orçamentos e ver voos e hotéis dentro dessas opções.

**R4:** Tivemos alguns amigos que tinham feito esta viagem mas para lua de mel e nós queríamos uma coisa que fosse marcante e que mais tarde pudéssemos não fazer por dinheiro ou tempo de férias. Quisemos investir neste destino mais complexo com estas duas vertentes de praia e descanso

**R5:** *Não Aplicável*

**R6:** As viagens de lua de mel são sempre viagens mais caras e achámos que pronto, pelo contexto do casamento, a lua de mel fazia sentido esse investimento, fazia sentido aproveitar e fazer uma viagem mais cara.

**R7:** Confronto era o mais importante, sem dúvida !

**R8:** Sim satisfez tudo. Nós não fizemos um regime de tudo incluído porque queríamos um hotel mais pequeno. Mais local.

Destinos na wishlist: Sim

## Couple 10

**Idades: 22 e 23 | Lua de mel: 2023 | Duração: 2 semanas**

**R1:** Nos tínhamos duas ideias em mente, não fazer nada um clima tropical e que desse para comer bem. Segunda opção, não descansar e era mais regime de andar a passear. Calor sempre nas duas opções. Importante haver atividades sem dúvida, em ambos os cenários.

**R2:** Foram: Tailândia, Lisboa até Dubai e depois do Dubai para Bangkok 2 dias, 4 dias Phi phi islands, depois Phuket 4/5 dias

**R3:** Nós temos uma amiga dos meus pais (Mulher), ajudou-nos a ver o percurso e opções e ideias. Pensamos em Japão, mas por questão de orçamento e de termos de levar a terceira vacina não convinha, porque nenhum de nós tinha. Comida influenciou muito o processo de escolha porque era sem dúvida um fator importante para nós os dois.

**R4:** Influencia das redes sociais em termos de vermos que era bonito, tranquilo, comida boa e tínhamos um alto poder de compra, ajudou nos sem duvida a decidir que queríamos ir para os destinos que já falei

**R5:** *Não Aplicável*

**R6:** Para nós nunca se colocou essa hipótese sequer, porque para a Europa podes viajar quando queres, tens voos baratos e podes ir poucos dias (3/4 dias) e fora da Europa exige tirar mais férias e gatares mais inevitavelmente por isso mais valia aproveitar nesta altura

**R7:** Conforto, já que estávamos a descansar essencialmente de um ano super cansativo. Queríamos ficar no centro e ter pouco uso de transportes. A comida tinha de ser sempre boa e o nosso poder de compra fosse mais elevado. Não queríamos frio, se chovesse com calor na boa, mas frio não.

**R8:** Dubai não gostamos muito, estava muito muito caldo 43 graus. Teríamos escolhido outro destino para a stopover. Phuket gostamos, mas não amamámos porque estávamos um pouco longe do centro e para quem gosta de passear estávamos longe.

Licença de Casamento = 14 dias

**Wishlist:** a Tailândia em especial estava na lista de ambos

## **Couple 11**

**Idades: 24 e 28 | Duração: Em 2023: 19 setembro a 6 outubro**

**R1:** Os nossos requisitos foram que tivesse bom tempo e não muito húmido. Queríamos uma experiência de integração na comunidade. Mais tarde seria mais difícil ir para um sítio tao caro e longe. E com tantos dias de ferias para gastar. Não queríamos só safari, queríamos mesmo ver as pessoas e a cultura. Queríamos um alojamento bom sem dúvida

**R2:** Quénia e Seicheles

**R3:** Usamos uma agência que já conhecíamos, já conhecíamos pessoas que tinham feito la nessa agência. Foi por exclusão de partes, viagens que queríamos fazer um dia e que se associavam à lua de mel e eram apropriadas a essa ocasião.

**R4:** Sim houve influencias. A irmã do meu marido fez a mesma viagem, apesar de não queremos fazer igual, a experiência dela incentivou-nos a explorar e gerou interesse.

**R5:** *Não Aplicável*

**R6:** Quanto mais longe, temos a tendência para acreditar que mais distinta é a viagem. Teria de ser diferente aproveitar os dias e o tempo. Viagem única, se fosse mais perto, dentro da europa, era mais provável irmos noutra altura uns dias.

**R7:** Tempo, bom tempo e não estávamos dispostos a abdicar de algum luxo, conforto e passar por vários sítios. Teria de haver atividades onde quer que estivessemos.

**R8:** Satisfez totalmente, tinha tudo

**Wishlist:** Sim estavam

## **Couple 12**

**Idades: 28 e 26 | Datas: 2023 março | Duração 2 semanas –10 dias**

**R1:** Nos idealmente queríamos ir para um sítio cultural e depois praia. Sri Lanka e Maldivas, e depois vimos outros destinos em alternativa ao Sri Lanka porque estava em guerra. Vimos Istambul e foi esse que acabámos por escolher.

**R2:** Instambul e Maldivas

**R3:** Eu fui procurando pelas agências mais conhecidas e tentar ver o budget para os destinos que queríamos. Vi várias opções. Fui a abreu e falei com eles e estavam a mandar me opções de todo o lado e os preços eram altíssimos. E por isso desistimos da Abreu. Deram-me o contacto de outra agência e continuamos por aí. Em Istambul fomos nós que fizemos que fizemos o plano.

**R4:** So foi mesmo a influencia sobre Istambul, porque uma amiga nossa foi e gostou. Maldivas já queríamos, não nos precisaram de convencer.

**R5:** Não Aplicável

**R6:** A lua de mel nunca pensámos em fazer na europa, nós vamos ter esta viagem uma vez na vida esperemos, mas a ser que fosse em grande e para um sitio que não é comum irmos. Dai a escolha das maldivas.

**R7:** Tudo o que nos apresentavam nós gostávamos, mas no caso das maldivas queríamos mesmo uma casinha por cima da água e isso era sem dúvida algo que não queríamos abdicar. Foi tudo incluído- all inclusive.

**R8:** Podíamos ter ficado numa zona ( casinha) ainda mais renovada mas adorámos na mesma.

**Wishlist:** Maldivas

### **Couple 13**

**Idades 26 e 29 | Duração: 2 semanas**

**R1:** O destino perfeito será sempre algo muito próprio e adaptado ao casal. Não há um pacote que funcione para todos. Para nós, independentemente do destino escolhido, queríamos que

estivesse bom tempo para podermos usufruir do exterior e que pudéssemos comer e beber bem (com qualidade).

**R2:** Maldivas

**R3:** Queríamos um destino com bom tempo, onde nunca tivéssemos estado, que tivesse muito contacto com a natureza. Em regime Tudo Incluído para que não houvesse mais nenhuma preocupação ou surpresa. Fomos nós a pesquisar e escolher tudo (destino, hotel, voos) e depois entregamos o pretendido a uma agência para tratarem da parte administrativa.

**R4:** Não houve influência externa na decisão.

**R5:** *Não aplicável*

**R6:** Preço, quantos voos seriam necessários, a sua duração e qual a companhia aérea que os realiza. Alguma exclusividade no destino.

**R7:** Não tínhamos nada fechado quanto ao que queríamos, sabíamos que não queríamos nada demasiado movimentado, que não fosse demasiado popular (em termos de acessibilidade) e que estivesse calor.

**R8:** Satisfez em tudo, voltaria a escolher o mesmo destino, hotel, tudo exatamente igual. Maldivas é um dos locais mais famosos para lua de mel e depois de lá estarmos fez-nos sentido.

## **Couple 14**

**Idades: 40 e 43 | Lua de mel: 2 out – 9 out 2023 | Duração: 1 semana**

**R1:** Um sítio paradisíaco no sentido de água transparente quente. Boa comida e bom hotel. As atividades não foi um ponto de seleção por acaso.

**R2:** República Dominicana

**R3:** Foi uma agência, tínhamos duas agências que conhecíamos, perguntamos orçamentos e destino e uma atrasou se um bocado e acabamos por escolher a outra agência. Uma amiga nossa já tinha estado no sítio e no hotel e isso também nos ajudou a decidir

**R4:** É uma zona que já sabíamos que era boa. A amiga que teve no mesmo hotel e sítio influenciou-nos claro. Bahaide?? Era o nome da zona mesmo hoje em dia tem zonas com muitas algas e então tivemos isso em consideração.

**R5:** *Não Aplicável*

**R6:** As próprias agências apresentaram soluções que nos mandaram para fora da europa. Dentro da europa havia mais percurso com cidades. Clima na europa era mais parecido com o nosso. E nas caraíbas em toda a altura do ano podemos fazer praia. Pedimos praia e paraíso e foram nos apresentadas opções nesse sentido

**R7:** Zona ser segura, há zonas bonitas mas não são seguras, hotel muito bom de referencia uma zona que há partida íamos gostar. Não estarmos muito longe do centro também era importante – comodidades essencialmente

**R8:** Acima do que estávamos à espera até. Staff ficou acima das expectativas.

**Wishlist:** Não ainda não tínhamos ido e também era queríamos ir a um sitio que ambos não tivéssemos ido. Não estava.

## **Couple 15**

**Idade: 27 e 28 |Duração: 3 semanas**

**R1:** O destino de lua de mel foi perfeito. Tivemos a oportunidade de desfrutar de um clima encantador e romântico, ideal para explorar juntos. As atividades variaram entre momentos relaxantes e experiências mais aventureiras, como explorar locais históricos, fazer caminhadas em paisagens naturais deslumbrantes e, o mais interessante de todos, o safari. A gastronomia local foi uma parte inesquecível da jornada, permitindo-nos saborear pratos autênticos e descobrir restaurantes encantadores que nos proporcionaram experiências gastronômicas únicas. O ambiente acolhedor e íntimo dos hotéis escolhidos contribuiu para tornar essa experiência ainda mais especial. Explorar locais emblemáticos e românticos, como mirantes com vistas deslumbrantes e cidades encantadoras, foi uma parte memorável dessa viagem, adicionando um toque extra de magia ao nosso momento junto.

**R2:** Visitámos o Quénia onde tivemos oportunidade de fazer um safari e Zanzibar.

**R3:** Já sabíamos de antemão qual era o destino que queríamos, falámos com a agência, que nos tratou de tudo, simplificando em muito o processo e que contribuiu em muito para a experiência inesquecível que foi o nosso casamento.

**R4:** Vimos o destino nas redes sociais e ficamos completamente encantados. Tivemos oportunidade de discutir com um casal amigo que já tinha feito alguns dos trajetos que tínhamos em mente e que ajudaram a confirmar a nossa escolha.

**R5:** Não Aplicável

**R6:** O orçamento e preço final da viagem, bem como o alojamento e respetivo itinerário

**R7:** Tínhamos bem presente que queríamos que a nossa lua de mel incluísse um safari e um destino paradisíaco com praia.

**R8:** O destino que escolhemos satisfaz todas as necessidades que considerávamos prioritárias, em particular o que já referimos em cima, quer o safari, que era indispensável, quer praia que nos permitiu descansar e usufruir do momento mais marcante das nossas vidas.

## **Couple 16**

**Idades: 28 e 28 | Duração: 3 semanas**

**R1:** Acho que os dois queríamos aquelas que viagens que são caras ou nunca fazemos. Queríamos viagens que desse para conhecer um bocado a zona e acabar na praia. Mix passear e descansar

**R2:** Eu queria ir a africa do sul. Lisboa até Africa do sul, depois para uma cidade e depois indonésia. Já queríamos ter ido imensas vezes, mas nunca dava entao foi desta vez. Fomos a várias ilhas e bali. Teve safari, templos, cidade, praia mais vida tranquila e descanso.

**R3:** Marcamos agência, não sabia como havia de fazer. Escolhi a agência que escolhi quando já tínhamos ideia do sítio.

**R4:** Vivi em moçambique, para mim era muito certo que queria safari porque vivi a ouvir falar em safaris. Indonésia era ele que queria. Cruger??

**R5:** *Não Aplicável*

**R6:** Nunca nos passou na cabeça que fosse na europa. Europa vamos noutra altura e já viajamos quase tudo dentro da Europa por isso para nós nem fazia sentido.

**R7:** Acabar em praia para mim era crucial termos de hotéis, não precisa de ficar nos melhores, mas queria um hotel simpático. Tinha de ter certas comodidades, mas não num de 5 estrelas nem aqueles de luxo. Acima de tudo era não ter de pensar em nada, daí a escolha da agência e não autonomamente – Comodidades, relaxar totalmente sem preocupações

**R8:** A única que ficou por satisfazer foi quando fomos para Bali e ficamos doentes. Cape town não é a cidade mais segura do mundo e se calhar podíamos ter estado num sítio mais seguro.

**Wishlist:** Indonésia sim para o Francisco e para mim curiosidade | Africa do sul: Estava para mim porque eu vivi em moçambique.

### **Couple 17**

**Idades: 29 e 28 | Duração: +15 dias (17/18) - 2022**

**Wishlist:** Por acaso não estava, nem de um nem do outro.

**R1:** Nos precisávamos de um sitio com trakings, para passearmos não só com praia para termos atividades e coisas para fazermos. Boa comida, sem dúvida

**R2:** Fomos para Istanbul e Capadócia e acabamos nas Maurícias.

**R3:** Usamos um agência pequena, andamos a ver coisas que fossem diferentes daquilo que estamos sempre a ver. Queríamos uma ilha e ai escolhemos as maurícias. Istanbul foi pela parte cultural. Não era supercaro. Pensamos em fazer um safarai.

**R4:** Não tivemos muita influência. Fomos os dois investigar sítios. Queríamos ir para a Colômbia e argentina, mas depois era um altura péssima por causa do tempo. Não conhecíamos ninguém que tinha estado nas Maurícias, era mesmo só uma ideia nossa.

**R5:** *Não Aplicável*

**R6:** Nos queríamos um destino mais caro, se era para fazer uma viagem que fosse grande e cara era agora. Podemos ir noutras alturas fazer viagens mais baratas e aqui perto na Europa.

**R7:** Tínhamos de ter bons hotéis, comida não fizemos pensão total nas Maurícias. Tivemos carro na Capadócia e Maurícias para explorar. Atividades também não estavam dispostas a abdicar queríamos fazer várias coisas. Conforto e atividades acima de tudo eram prioritárias.

**R8:** Não adoramos Istambul, mas adoramos o resto. O hotel em Istambul era superluxo, mas não era o nosso género era muito extravagante.

### **Couple 18**

**Idades: 28 e 27 | Duração: 20 e poucos dias - 2022**

**R1:** Clima mais quente/ tropical. Destino mais de primavera ou verão. Atividades de turismo de visita, monumentos ou vista. Optámos por um mix de ambos os cenários.

**R2:** México e Itália

**R3:** Nós usamos agência para ter várias propostas de vários sitios e consoantes o budget

**R4:** sim nós tivemos feedbacks de amigos e de sites de viagens

**R5:** Não Aplicável

**R6:** Conhecer américa central e porque tinha bons resorts. Nunca equacionámos fazer na Europa.

**R7:** Segurança

**R8:** Sim satisfez. Podíamos ter visitado mais o México. Iamos para o Japão mas por causa da guerra tivemos de alterar o nosso destino

Ambos estavam em wishlist Sim

### **Couple 19**

**Idade: 29 e 32 | Duração: 12 dias + 1 semana no Norte - 2022**

**R1:** Era algo que não víssemos todos os dias, tínhamos capacidade para ir um sitio exótico mas não queríamos um sitio muito comum porque poderíamos ir noutra altura. Uma das nossas prioridades era diversidade de paisagem, ver coisas de natureza, mas diversas. Também queríamos que fosse algo variado e com paisagem, mas com condições. Serviços e infraestrutura

**R2:** Fomos para França para a ilha da reunião. No indico. Mais 4 dias no geres no Norte

**R3:** Escolhemos o local com base no facto de estarmos em covid e queríamos estar em segurança. Agencia para as facilities

**R4:** Nós a pesquisar sozinhos apenas, não houve influências externas

**R5:** Na união europeia, mas na Europa. Tínhamos mais uma semana em Portugal e quisemos aproveitar num sitio bonito de natureza e mais difícil acesso porque ainda é longe de lisboa.

**R6:** Gostamos no local, a moeda era a mesma. Tínhamos as vantagens de ser união europeia (Nice to have)

**R7:** Diversidade da paisagem e não queríamos abdicar de um bom hotel com conforto. No gerês, Comida não era abdicável, era fundamental para nós ter boa comida.

**R8:** Nada por satisfazer, se fosse hoje tentaria de ir num melhor voo, mas não é decisivo.

Já estava na **wishlist**? – Não

## **Couple 20**

**Idades: 29 e 26 |Duração: 1 semana**

**R1:** Destino seria algo não muito calor e tivesse atividades e coisas para visitar. Procurávamos um sitio que fosse um mix entre cultura e relaxar, não só praia ou só lado cultural. História para visitar. Tinha de ser um sítio cultural

**R2:** Ilha de são Miguel- Açores

**R3:** Fomos nós tentamos agência, mas era muito caro. Tínhamos pensado noutra destino, mas era muito longe e tínhamos muito de andar de avião e era muito mais caro.

**R4:** Sim eu (Mulher) tenho família lá no destino e já tinha ouvido feedback de outras amigas e amigos também

**R5:** Fora da Europa não por caso do orçamento e andar de avião não gosto

**R6:** Não Aplicável

**R7:** Conforto no hotel

**R8:** Sim satisfez. Não ficou nada por satisfazer