

one of a  
kind villas

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# Ibiza Stereotypes and Holiday Habits Survey Report

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## Ibiza Stereotypes And Holiday Habits

### Introduction

From December 11<sup>th</sup> to January 12<sup>th</sup>, One Of A Kind Villas Ibiza conducted a short questionnaire to discover public opinions regarding Ibiza as a holiday destination, as well as general holidaying habits. With a total of 381 responses, the replies were phenomenal, as we heard from hundreds of people across all walks of life.

Having extracted some amazingly detailed findings from the wealth of data we are now pleased to present the final report, showcasing our results in an easy to read, accessible manner.

### About Us

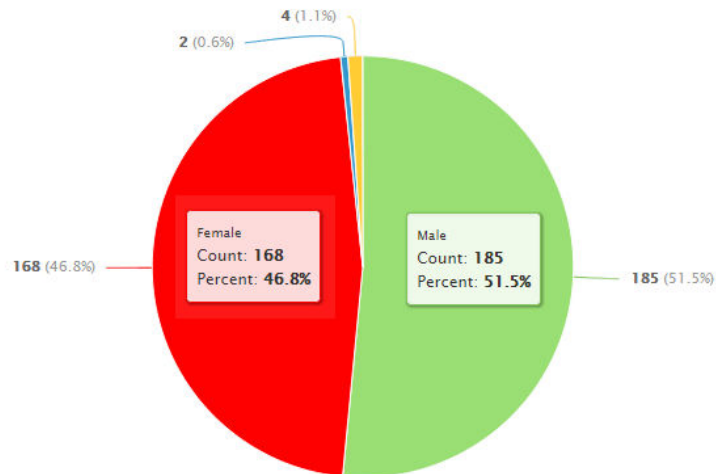
One of a Kind Villas was founded three years ago to fulfill the need for reasonably priced villas in Ibiza, with fast, quality service in Dutch, English and German.

Our portfolio is huge, but we place a great deal of importance on setting the right prices and ensuring high quality accommodation.

Please ensure you credit One Of A Kind Villas Ibiza ([www.onevillasibiza.co.uk](http://www.onevillasibiza.co.uk)) if you are publishing any material contained within this document. Links can be followed or not followed, depending on your individual site policy.

## About The Respondents

The majority of respondents were aged 46-55, whilst 22.9% of the people questioned were under 35. Just over half (51.5%) of those who took part were male.



In terms of relationship status, almost 52% of respondents we're married, whilst 26.2% were single.

These variables will be used to identify trends throughout the report, in which we'll compare answers against age, sex and relationship status.

## Visiting Ibiza

### When was the last time you visited Ibiza?

We asked all our respondents to recall the last time they travelled to Ibiza. Whilst a large number of participants had not yet travelled to the island, 100 users said they had visited 'more than one year ago'. Surprisingly, only a small percentage (3.7%) had visited in the last six months.

Of those people who have been to Ibiza in the last six months, the majority (56.6%) were male, 64.7% were under 35, and 58.82% were married.

In fact, of the 144 respondents who had been to Ibiza, 53.47% were married, and 10.41% were engaged, in a relationship or simply living with their partner. This perfectly showcases the islands broad appeal to both couples and singles alike.

We then asked those who had travelled to Ibiza how often they visited the island. A large percentage (74.2%) of respondents said that they rarely holidayed on the island, although 5% said they came here fairly often.

### Key takeaways:

- The people questioned don't travel to the island that regularly
- Ibiza is just as much a destination for couples as it is for singles

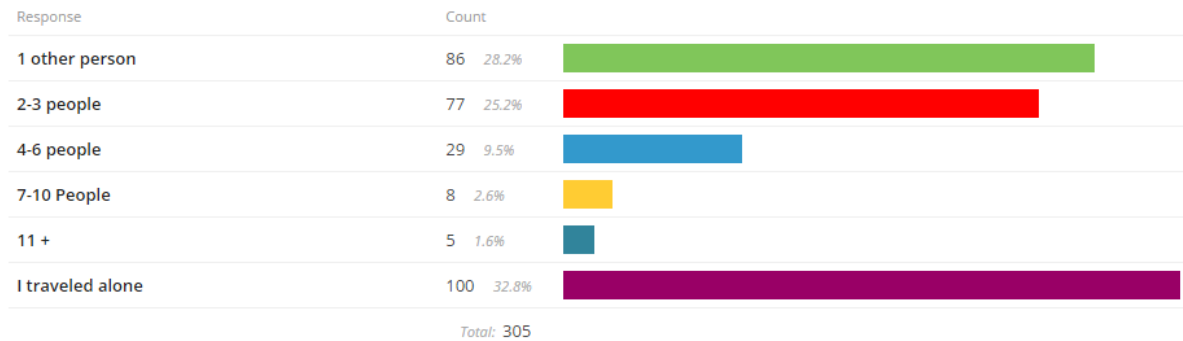
### How many people travelled with you to Ibiza the last time you visited?

The results of the above question revealed a strange trend, in which a number of people (32.8% of all respondents) revealed they travelled to Ibiza alone. Only 5 respondents said they travelled in groups of 11 or more people, whereas a quarter of the respondents stated they holidayed with 2-3 people.

The majority of males travelled with 1 other person, whereas just over a quarter of females travelled with one other person.

In terms of groups, our findings suggest that females are slightly more likely to travel in large groups than males, with 3.4% of male respondents travelling in groups of 7 or more, compared to 4.3% females.

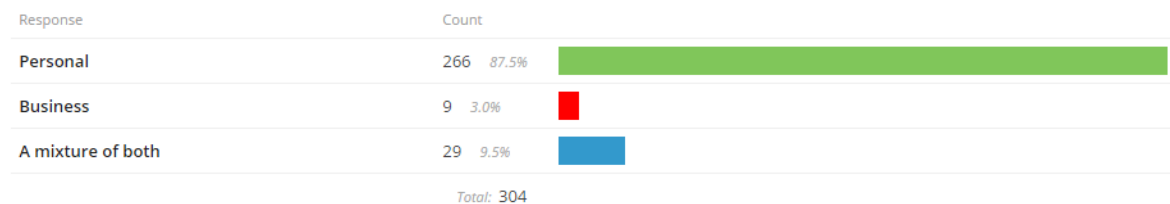
6 - How many people travelled with you to Ibiza the last time you visited?



The second most common choice was traveling with 1 other person, which 28.2% of respondents selected.

Couple this with the fact that the majority of respondents listed that their primary reason for travelling to the island was personal, and not business related, and you can see the potential for local businesses on the island to benefit from advertising to these small groups, either with personalized activities, or special discounts for pairs.

7 - What was your primary reason for travelling to Ibiza?



**Key takeaways:**

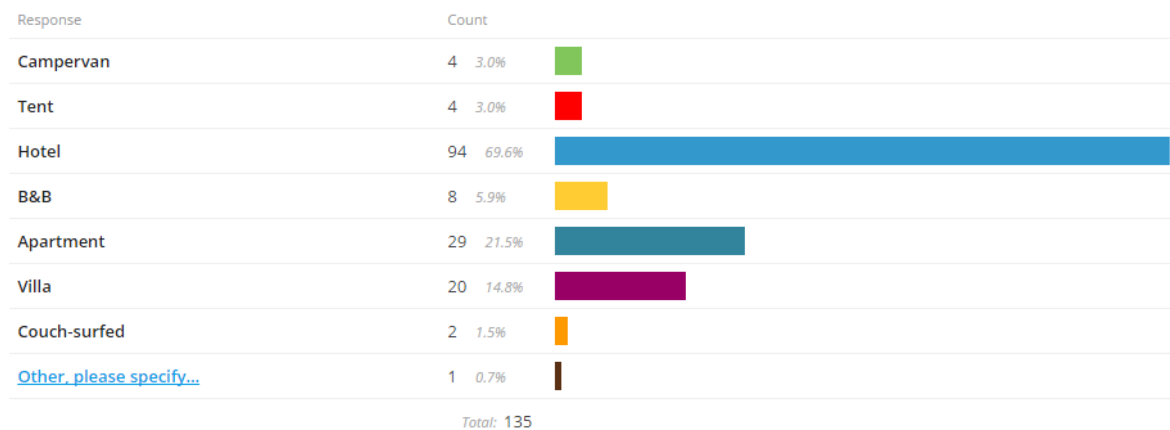
- It's common to travel to Ibiza in small groups or pairs
- People don't travel to Ibiza to do business

## Accommodation Choices

Whilst visiting Ibiza, which of the following accommodations did you stay in?

It's very interesting to see that despite the wide range of accommodation choices available to holiday-goers, people still prefer to stay in hotels rather than apartments, villas and B&Bs.

8 - Whilst visiting the island, which of the following accommodations did you stay in (tick all that apply):

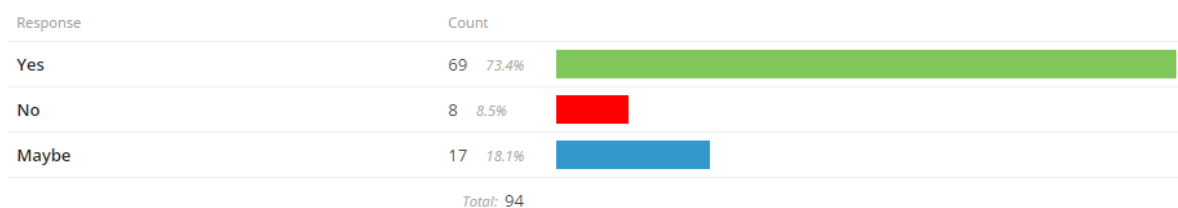


Although hotels are considered to be one of the most traditional forms of accommodation whilst on holiday, 73.4% of the 94 people who said they'd stayed in a hotel also said they'd consider staying in a villa; especially after being told that they could save money by renting one out for their trip.

In terms of other accommodation, we found males to be more adventurous than females, with small percentages of male respondents staying in camper vans, tents and homes via couch surfing. Our female respondents, on the other hand, stayed primarily within villas, apartments and hotels.

Despite their alternative accommodation choices, we found more males opted to stay in a villa than females. 9.7% of females said they stayed in apartments, whilst almost double that amount (18.6%) of males chose villas.

9 - Groups of holiday-goers could save considerable amounts renting out a villa whilst visiting Ibiza. Would you ever consider staying in a villa whilst abroad?



Overall, 74.1% of those who took the survey agreed that they would consider staying in a villa if it could save them money.

With many holiday destinations hiking up prices in the peak holiday seasons; it can often work out less expensive for groups of 2 or more people to rent out their own villa. This not only gives them the freedom to relax in their own space, but also allows people the chance to enjoy a true, authentic taste of the island.

For more information about the wide range of villas available, visit the [One Of A Kind Villas Ibiza](#) site.

**Key takeaways:**

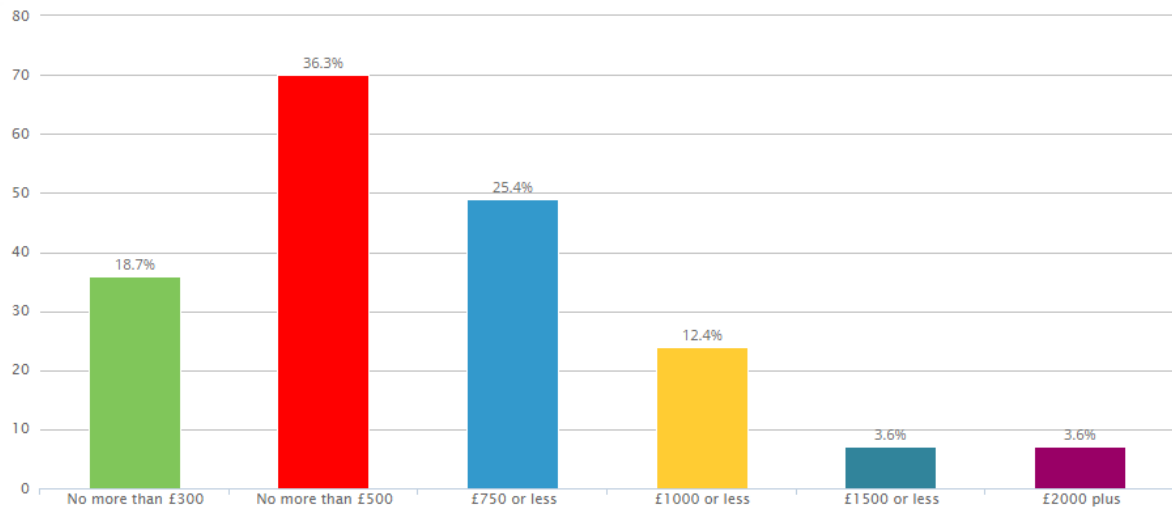
- Hotels are the most popular form of accommodation in Ibiza
- If saving money was a selling point, people would definitely consider villas



## Holiday Expenses

When assessing how much our participants would expect to spend when travelling to Ibiza, we uncovered an interesting trend.

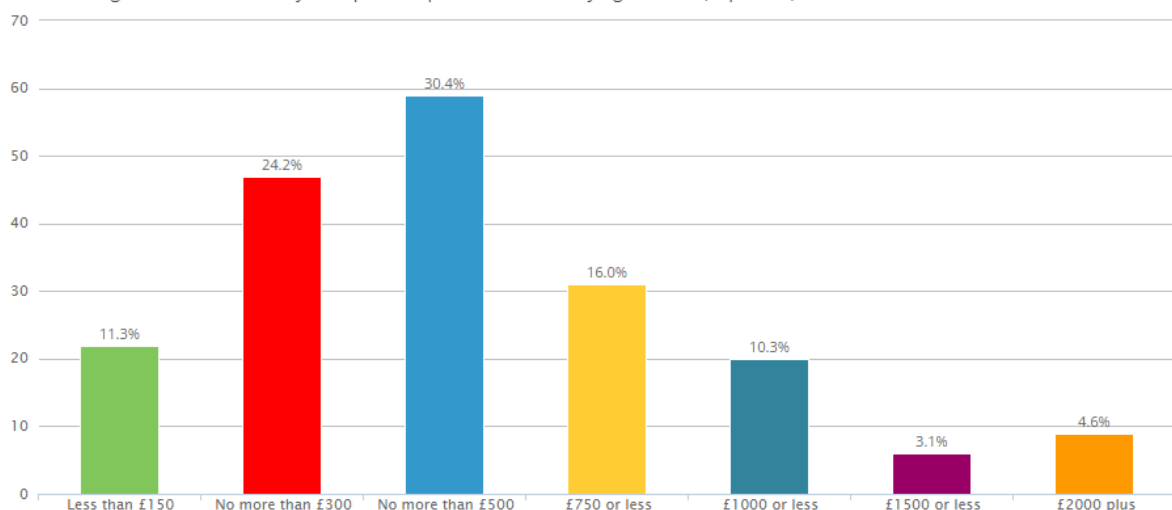
10 - On average, how much would you expect to spend on a 7 day holiday to Ibiza, not including expenses?



The majority of people (36.5%) would not expect to spend more than £500 on a holiday to Ibiza, excluding expenses.

Compare this with how much people would expect to spend on expenses, and we begin to see an interesting correlation:

11 - On average, how much would you expect to spend whilst holidaying in Ibiza? (Expenses)



As you can see, once again it is clear that £500 is the optimum spend that holiday-goers expect to spend on a trip to Ibiza.

That being said, our survey did find that those in the younger age brackets (under 35) would expect to spend more on trip to Ibiza than those in the older age bracket.

34.6% of people aged 35 and under said they'd expect to spend £750 or less on a trip to Ibiza, compared to 25.2% of those over 46. Just under quarter of those in the younger age bracket also said they'd expect to spend more on expenses during their trip as well, whereas over a quarter of those over 46 said they would spend no more than £300.

Interestingly, by filtering down the survey results further we discovered that people generally tend to expect to spend as much on their holiday as they do on their expenses. For example, 39.1% of those who said they'd expect to spend no more than £500 on a holiday also expected to spend no more than £500 on expenses.

**Key takeaways:**

- The average person will expect to spend no more than £1000 on a trip to Ibiza, including hotel and expenses
- Younger people spend more in Ibiza
- People expect to spend the equivalent of their trip's cost on expenses

## Opinions On Ibiza

As the title of this survey suggests, we were very interested in discovering exactly what people thought about Ibiza as a holiday destination.

When asked whether they agree or disagree with a series of mutual statements, we found several worthwhile opinions emerging.

12 - On a scale of 1 to 5, with 5 being strongly agree, and 1 being strongly disagree, what are your thoughts on the following statements:

| Variable  | 1        | 2        | 3        | 4        | 5        | Total      |
|---|----------|----------|----------|----------|----------|------------|
| Ibiza is a suitable holiday destination for young couples without children. | 15 7.7%  | 17 8.7%  | 32 16.4% | 78 40.0% | 53 27.2% | Total: 195 |
| Ibiza is a suitable holiday destination for families with children.         | 25 12.8% | 34 17.4% | 59 30.3% | 51 26.2% | 26 13.3% | Total: 195 |
| Ibiza is a suitable holiday destination for groups of teenagers.            | 9 4.6%   | 15 7.7%  | 40 20.5% | 61 31.3% | 70 35.9% | Total: 195 |
| Ibiza is a suitable holiday destination for the elderly.                    | 50 25.6% | 53 27.2% | 40 20.5% | 33 16.9% | 19 9.7%  | Total: 195 |
| There's more to Ibiza than clubbing and boat parties.                       | 17 8.7%  | 19 9.7%  | 46 23.6% | 52 26.7% | 61 31.3% | Total: 195 |
| Ibiza is a luxurious holiday destination.                                   | 22 11.3% | 27 13.8% | 71 36.4% | 48 24.6% | 27 13.8% | Total: 195 |
| Ibiza is a budget holiday destination.                                      | 17 8.8%  | 22 11.3% | 76 39.2% | 53 27.3% | 26 13.4% | Total: 194 |

From the chart above, we can surmise that 40% of people believe that Ibiza is a suitable holiday destination for young couple. Whilst the majority (30.3%) are unsure as to whether Ibiza is a suitable holiday destination for families with children; 35.9% strongly agree that Ibiza is ideal for groups of teenagers.

Most respondents also disagreed that Ibiza is suitable for the elderly. 25.6% strongly disagreed with that point.

When asked whether there's more to Ibiza than clubbing and partying, it was positive to see that the majority (31.3%) of respondents agreed. In fact, only a small minority disagreed, suggesting that the Island's party-central reputation may be fading away.

However, it would appear that Ibiza still has some way to go in order change perceptions, as over quarter of the respondents agreed that Ibiza was a budget holiday destination (which would also explain the relatively low expected holiday expenditure identified in previous answers).

The majority of respondents were unsure when questioned though.

Whilst at first glance it may seem that the majority of respondents were unsure as to whether Ibiza could be classed as a luxury holiday destination, further inspection tells us this is not the case. Although 25.1% disagreed overall, over 38% of people questioned, agreed with the statement.

Our survey also revealed that women were more likely to think of Ibiza as a luxury destination than the men, although by a very small margin. The findings also suggest that women are more likely to agree there's more to Ibiza than just clubbing and boat parties.

Filtering by age, we see that the 46-55 age bracket consider Ibiza to be more of a budget holiday (31.3% agreed with the statement), whereas the under 25s considered Ibiza to be more of a luxurious destination.

Interestingly, the majority of both age groups agreed there was more to the island than its renowned nightlife.

**Key takeaways:**

- The majority of people agree that there is more to the island than clubbing and parties, bucking the associated stigma attached to the island's exotic nightlife
- Ibiza is largely considered to be a luxury holiday for the young, and a low cost trip for the middle aged

## Conclusion

In summary, it is clear that the questionnaire was successful when it came to assessing both holiday habits, and the opinions associated with Ibiza.

Our findings revealed that whilst it is common to travel to Ibiza in small groups or pairs, people don't travel to Ibiza to do business. This gives us the opportunity to personalize our services, and better target our villas towards your needs.

Although the people questioned don't travel to the island that regularly, they did believe that Ibiza is just as much a destination for couples as it is for singles. This further highlights the islands romantic appeal. With gorgeous scenery and beautifully vibrant culture, Ibiza is an ideal destination for love-struck couples.

In terms of accommodation, hotels are still the most popular choice in Ibiza. However, we believe that when they see the fantastic value for money choices available with our villas, people may be swayed to try something new. Many people agreed that if they had the opportunity to save money, they would definitely consider staying in a villa.

Speaking of money, our survey uncovered that the average person will expect to spend no more than £1000 on a trip to Ibiza, including hotel and expenses. We also found that Ibiza is largely considered to be a luxury holiday for the young, and a low cost trip for the middle aged.

It makes sense then the data further reinforced the idea Ibiza is an ideal location for young people, however, the majority of respondents (across all age-groups) agreed that there is more to the island than clubbing and parties, bucking the associated stigma attached to the islands exotic nightlife.

In conclusion, people definitely understand there's more to this amazing island than just its renowned nightlife, and now it's One Of A Kind Villas Ibiza's chance to showcase this.

## Contact Details

One Of A Kind Villas Ibiza has a huge range of reasonable-priced luxury villas located all over Ibiza.

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