

## **Lisbon Experience, Mobility, Quality of Life and Tourist Image: A Survey**

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**Abstract :** Tourists recently awarded Lisbon as the best city break destination in Europe. This article analyses the various types of tourist experiences in the city of Lisbon. The research method is the questionnaire, aimed at investigating the choices of tourists in the area of mobility, their perception of the quality of life and their level of appreciation of neighbourhoods, landmarks and infrastructures. There is an obvious link between the quality of life and the quality of the tourist experience, but it is difficult to measure it. Through this questionnaire, we hope to have made a small contribution to the understanding of the perceptive sphere of the individual and his choices in terms of behaviour, which is an essential element of any strategy for tourism marketing.

**Keywords :** Lisbon, mobility, quality of life, perception, tourism, hospitality

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