FRANCE
Tourists' Perception – Fact Sheet | High Season 2022

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Sample n=41

Gender
Female **63.4%**
Male **36.6%**

Education Level
Primary School **9.8%**
High School **26.8%**
University **43.9%**
DK/DA **19.5%**

Age Group
18-24 years old **14.6%**
25-64 years old **68.3%**
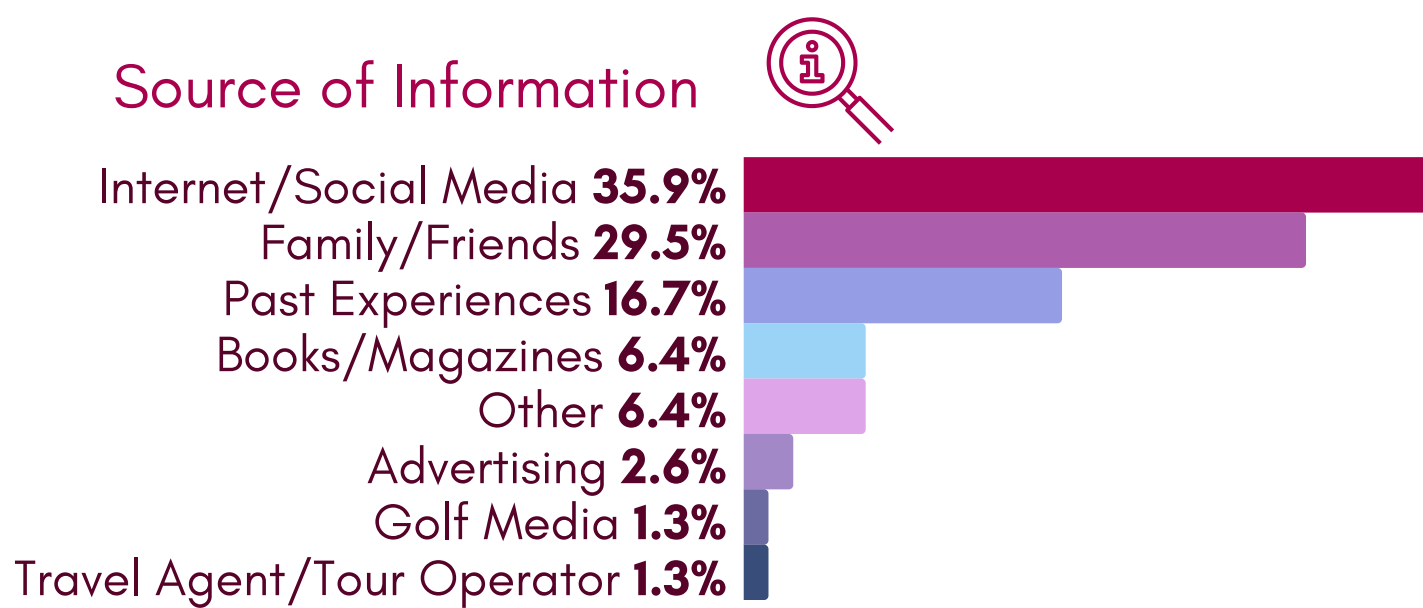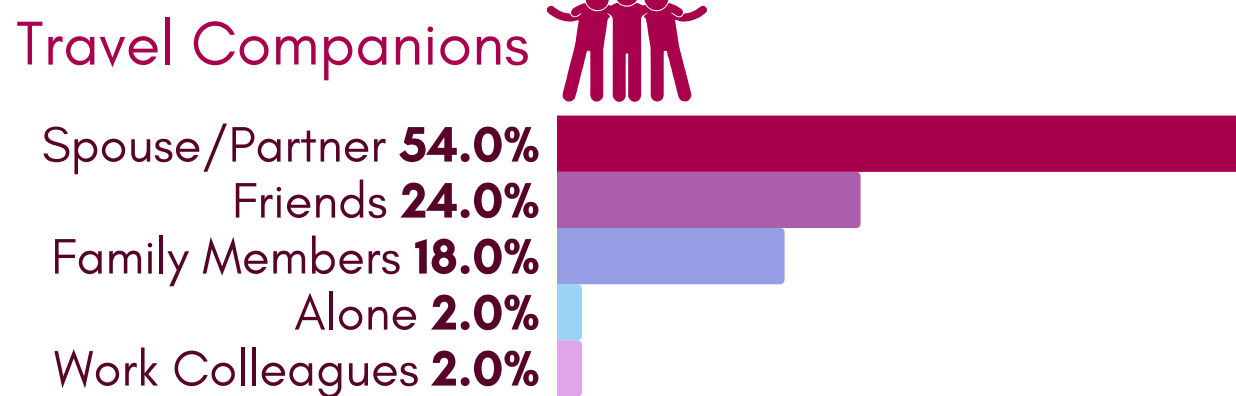65 years old or more **2.5%**
DK/DA **14.6%**

Travel Logistics

Number of Nights
Up to 3 nights **2.4%**
4-7 nights **63.4%**
8-14 nights **9.8%**
15-30 nights **19.5%**
DK/DA **4.9%**

1st Time Visit
39.0% No
58.5% Yes
2.4% DK/DA

Travel Companions
Spouse/Partner **54.0%**
Friends **24.0%**
Family Members **18.0%**
Alone **2.0%**
Work Colleagues **2.0%**

Source of Information
Internet/Social Media **35.9%**
Family/Friends **29.5%**
Past Experiences **16.7%**
Books/Magazines **6.4%**
Other **6.4%**
Advertising **2.6%**
Golf Media **1.3%**
Travel Agent/Tour Operator **1.3%**
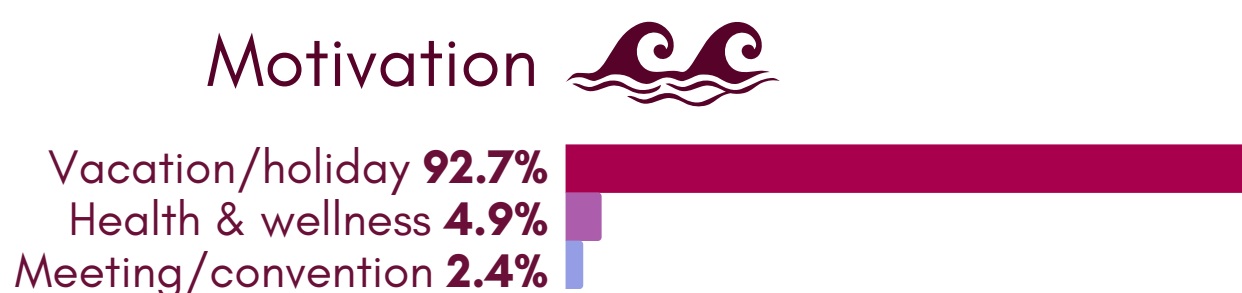
Type of Accommodation
Local lodging **34.1%**
Other **14.6%**
Hotel/Resort with 4 or more stars **12.2%**
Own holiday home **12.2%**
Hotel/Resort up to 3 stars **7.3%**
Hostel **7.3%**
Aparthotel **4.9%**
Family/friends home **4.9%**
Camping/caravan **2.4%**

DK/DA-Do not know/Do not answer

Motivation
Vacation/holiday **92.7%**
Health & wellness **4.9%**
Meeting/convention **2.4%**

SOME FACTS

63.4% of respondents from France stayed for **4 to 7 nights** and 39.0% had visited the destination previously. The majority of respondents travel with their spouse/partner (54.0%).
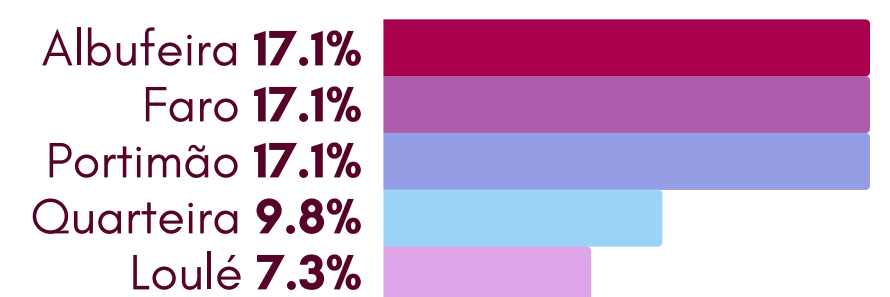
The three main **sources of information** for the destination choice are internet/social media (35.9%), family/friends (29.5%), and past experiences (16.7%).

The **type of accommodation** chosen the most by the respondents is local lodging (35.9%) and the three most visited places are Albufeira (17.1%), Faro (17.1%), and Portimão (17.1%).
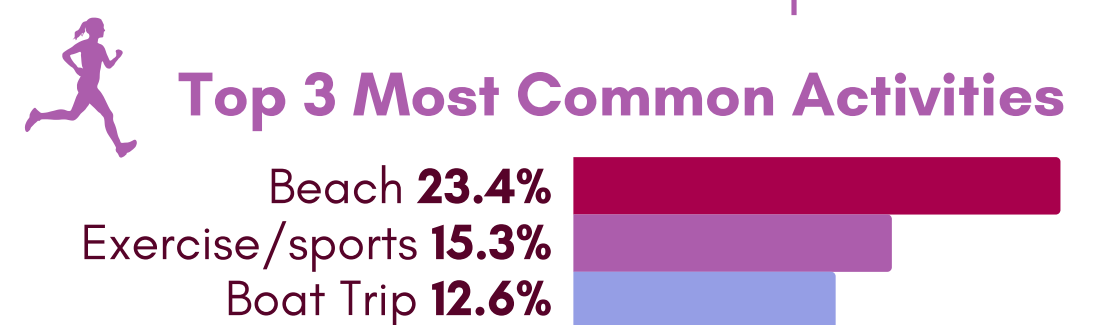
The main **motivation** for the respondents' visit to the Algarve is holiday/vacation (92.7%). Additionaly, the three **most common activities** performed are beach (23.4%), exercise/ sports (15.3%) and taking a boat trip (12.6%).

Lastly, regarding **social media**, 80.5% of respondents report to have shared content online in Instagram (35.3%), Facebook (20.6%) and Snapchat (19.1%).
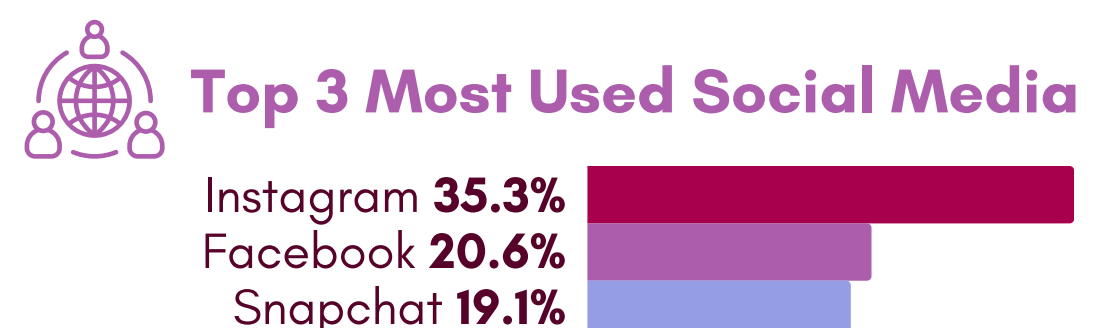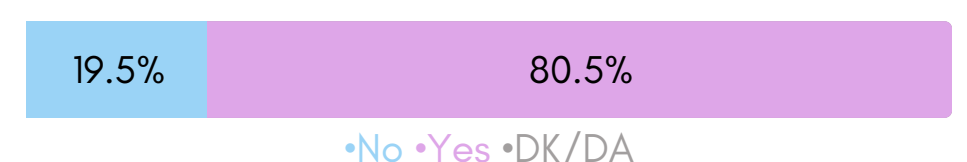
Top 5 Most Visited Places
Albufeira **17.1%**
Faro **17.1%**
Portimão **17.1%**
Quarteira **9.8%**
Loulé **7.3%**

Tourist Experience

Top 3 Most Common Activities
Beach **23.4%**
Exercise/sports **15.3%**
Boat Trip **12.6%**

Social Media Sharing
19.5%
80.5%
•No •Yes •DK/DA

Top 3 Most Used Social Media
Instagram **35.3%**
Facebook **20.6%**
Snapchat **19.1%**

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Respondents agree to a postitive **destination evaluation** (4.06), specifically with regards to the safety (4.39) of the destination, and that residents in the Algarve treat tourists with sympathy (4.07).

They show high levels of **satisfaction** (70.7%), and consider the Algarve to be better (41.5%) and safer than other sun and sea destinations (34.1%).

Respondents consider consider service **quality** in the destination as regular (3.84), but recognise higher quality levels for accommodation and shopping centers.

Additionally, the respondents acknowledge the **price levels** as average (3.34).

Respondents reveal not to put much emphasis on the possibilities of the existence of crime, violence, terrorist attacks and epidemics in the Algarve and when choosing a destination (2.03).

The big majority of respondents show high levels of **loyalty** by displaying interest in returning to the Algarve within the next five years (82.9%) and in recommending the destination to others (92.7%).
However, respondents report that, on holidays, they like to visit new destinations (4.28), rather than to revisit destinations they have already experienced (2.93).

Destination Evaluation 👍

Global Impact 4.06
Generally, the Algarve is a safe tourism destination **4.39**
Generally, residents in the Algarve treat tourists with sympathy **4.07**
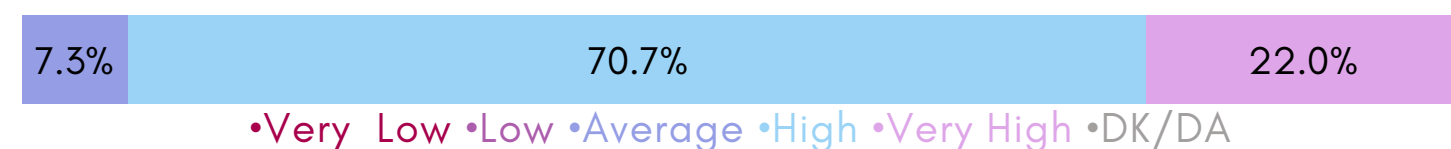Generally, the Algarve has a good environmental quality **3.93**
Generally, the Algarve is a destination that preserves its cultural heritage **3.85**

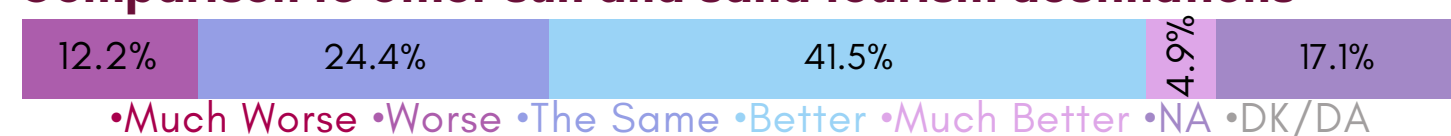Scale: 1– Strongly Disagree; 5-Strongly Agree
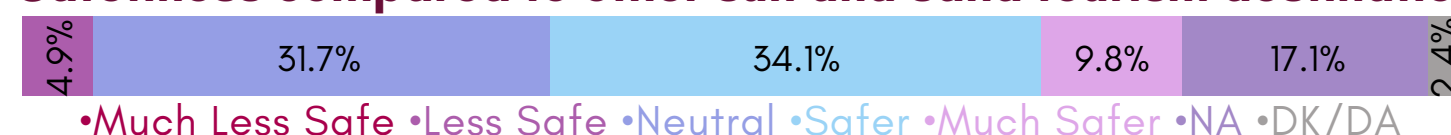
Satisfaction

Overall Satisfaction

7.3%	70.7%	22.0%

•Very Low •Low •Average •High •Very High •DK/DA

Previous visits to other sun and sand tourism destinations

73.2%	26.8%

•Yes •No •DK/DA

Comparison to other sun and sand tourism destinations

12.2%	24.4%	41.5%	4.9%	17.1%

•Much Worse •Worse •The Same •Better •Much Better •NA •DK/DA

Safetiness compared to other sun and sand tourism destinations

4.9%	31.7%	34.1%	9.8%	17.1%	2.4%

•Much Less Safe •Less Safe •Neutral •Safer •Much Safer •NA •DK/DA

NA–Not applicable | DK/DA–Do not know/Do not answer

Assessment of service quality and price levels

Service Quality

Global Impact 3.84
The quality level of accommodation services **3.95**
The quality level of shopping centers/malls **3.94**
The overall quality level of tourist services **3.89**
The quality level of restaurants and similar services **3.77**
The quality level of local trade/traditional stores **3.63**

Scale: 1– Very Bad; 5-Very Good

Price Levels

Global Impact 3.34
The level of prices in accommodation services **3.49**
The overall level of prices **3.39**
The level of prices in shopping centers/malls **3.33**
The level of prices in local trade/traditional stores **3.26**
The level of prices in restaurants and similar services **3.24**

Scale: 1– Very Low; 5-Very High

⚠ Safety Concerns

Global Impact 2.03
The possibility of the occurrence of epidemics, such as COVID-19, affects my choice of tourism destinations **2.28**
The possibility of the occurrence of epidemics, such as COVID-19, was a concern during my visit to the Algarve **2.10**
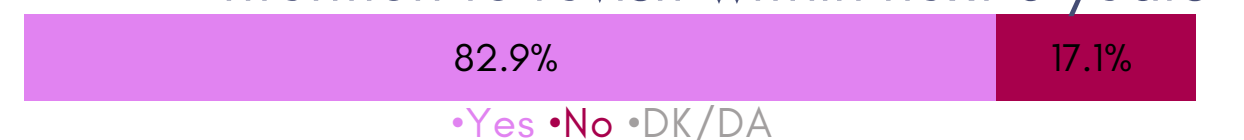The possible existence of crime and violence was a concern during my visit to the Algarve **1.93**
The possibility of global threats, such as those posed by terrorist attacks, was a concern during my visit to the Algarve **1.80**
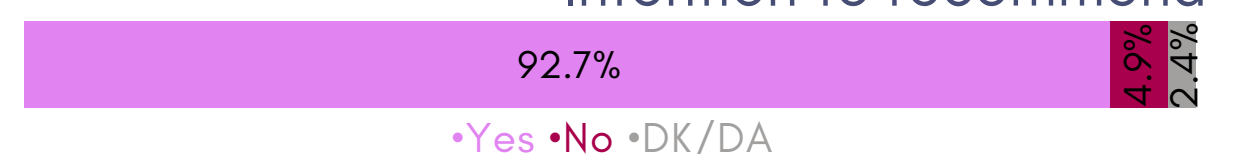
Scale: 1– Strongly Disagree; 5-Strongly Agree

🔒 Loyalty

Intention to revisit within next 5 years

82.9%	17.1%

•Yes •No •DK/DA

Intention to recommend

92.7%	4.9% / 2.4%

•Yes •No •DK/DA

Tourist Profile

On holidays, I like to visit new destinations **4.28**
On holidays, I like to visit exotic and unknown destinations **3.65**
I like to revisit the same destinations because I know what to expect **2.93**

Scale: 1– Strongly Disagree; 5-Strongly Agree