

# FRANCE

## Tourists' Perception - Fact Sheet

Low Season 2022/2023



monitur



Sample  
n=33



Gender

Female **51.5%**  
Male **48.5%**

### Education Level



Primary School **3.0%**  
High School **30.3%**  
University **18.2%**  
DK/DA **48.5%**

### Age Group



18-24 years old **9.1%**  
25-64 years old **63.6%**  
65 years old or more **18.2%**  
DK/DA **9.1%**

## Travel Logistics



### Number of Nights

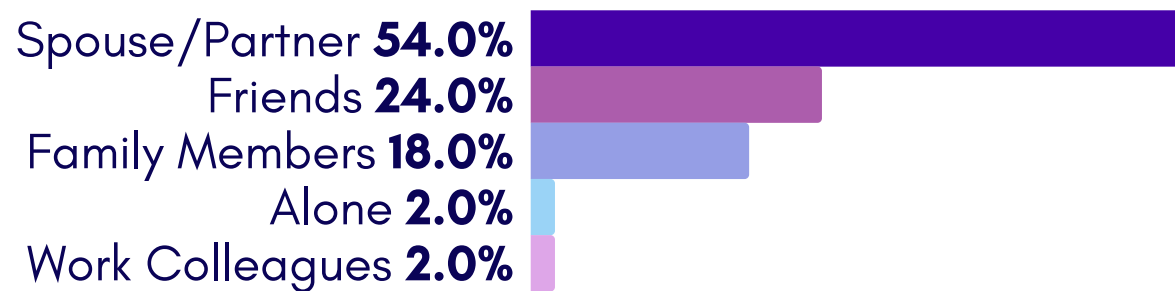
Up to 3 nights **27.3%**  
4-7 nights **48.5%**  
8-14 nights **18.2%**  
More than 30 nights **6.1%**



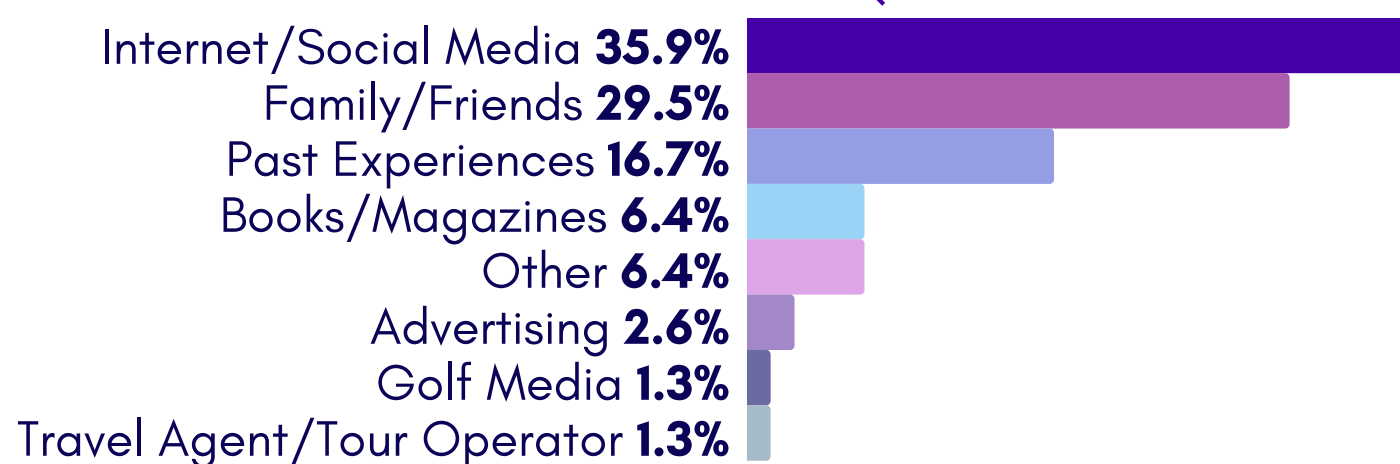
### 1st Time Visit



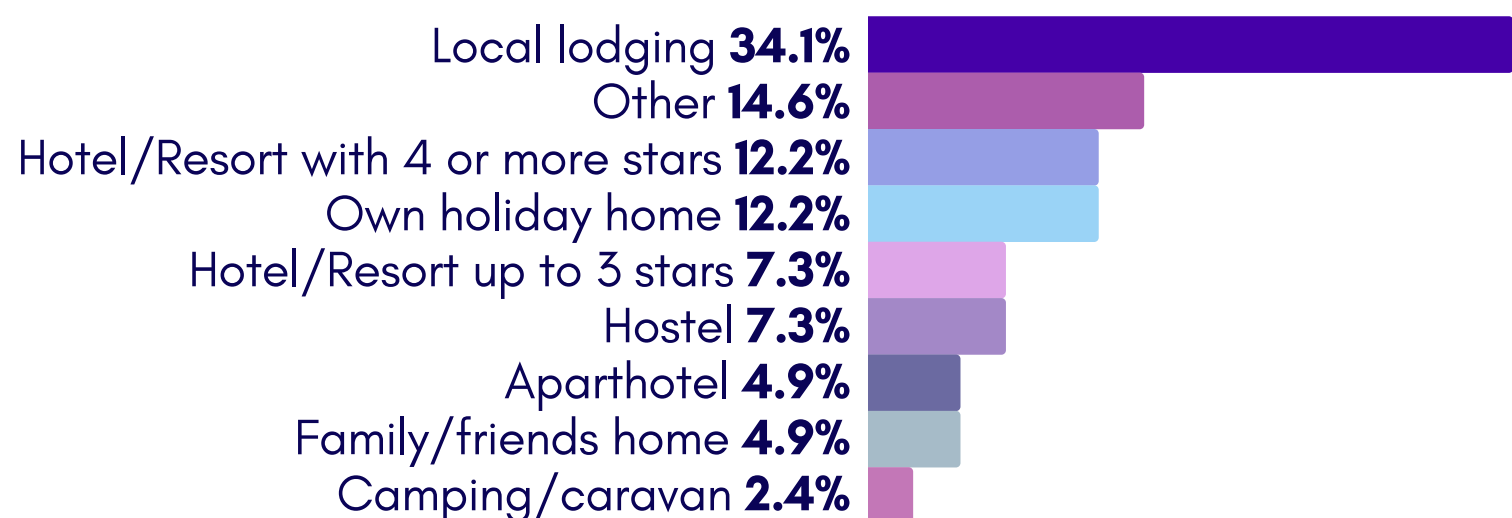
### Travel Companions



### Source of Information

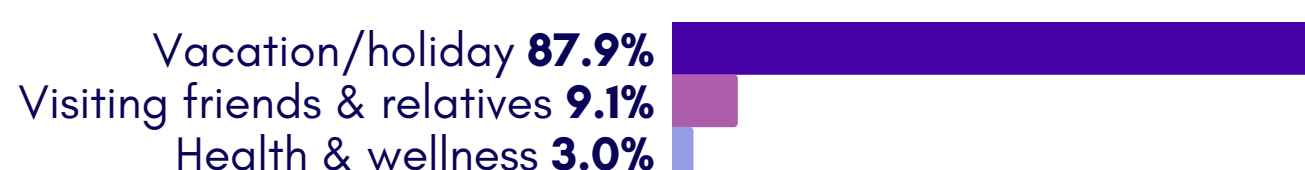


### Type of Accommodation



DK/DA-Do not know/Do not answer

### Motivation



## SOME FACTS

48.5% of respondents from France stayed for **4 to 7 nights**. For 75.8% it was their first visit to the destination. The majority of respondents traveled with their spouse/partner (54.0%).

The three main **sources of information** for the destination choice were internet/social media (35.9%), family/friends (29.5%) and past experiences (16.7%).

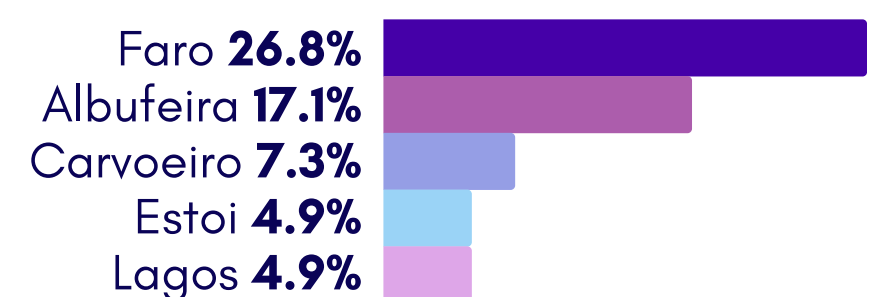
The **type of accommodation** chosen the most by the respondents was local lodging (34.1%) and the most visited place was Faro (26.8%).

The main **motivation** for the respondents' visit to the Algarve was holiday/vacation (87.9%). Additionally, the three **most common activities** performed were tours/sightseeing (31.3%), beach (18.8%) and exercise/sports (14.6%).

Lastly, regarding **social media**, 51.5% of respondents reported to have shared content online in the three main social medias chosen: Instagram (40.0%), WhatsApp (36.0%) and Facebook (12.0%).



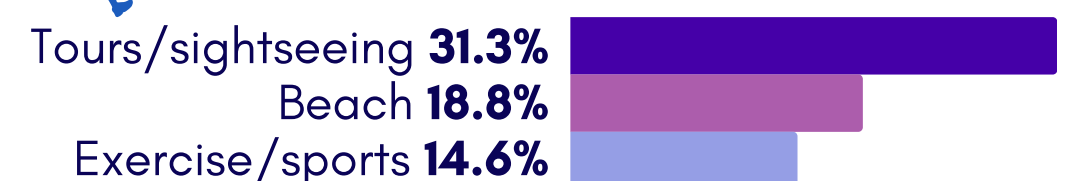
### Top 5 Most Visited Places



## Tourist Experience



### Top 3 Most Common Activities



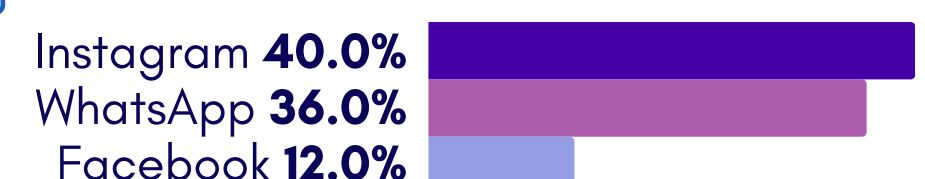
### Social Media Sharing



•No •Yes •DK/DA



### Top 3 Most Used Social Media





Respondents show a certain neutrality in regards of **destination evaluation** (3.98), while admitting a higher level of agreement regarding the safety of the destination and the preservation of cultural heritage.

While they show high levels of **satisfaction** (63.6%), they consider the Algarve to be the same (33.3%) and equally as safe (33.3%) as other sun and sea destinations.

Respondents consider the destination to have a moderate level of service **quality** overall (3.90), but highlight in particular the quality levels of shopping centers and malls (4.22).

Additionally, the respondents acknowledge the **price levels** as average (3.32).

Respondents reveal to be somewhat carefree with the possibilities of the existence of crime, violence, terrorist attacks and epidemics in the Algarve and when choosing a destination (2.31).

The majority of respondents show high levels of **loyalty** by displaying interest in returning to the Algarve within the next five years (72.7%) and in recommending the destination to others (97.0%).

At the same time, they have a certain neutrality towards revisiting destinations they have already experienced (3.80).

### Destination Evaluation

**Global Impact 3.98**

Generally, the Algarve is a safe tourism destination **4.24**

Generally, the Algarve is a destination that preserves its cultural heritage **4.03**

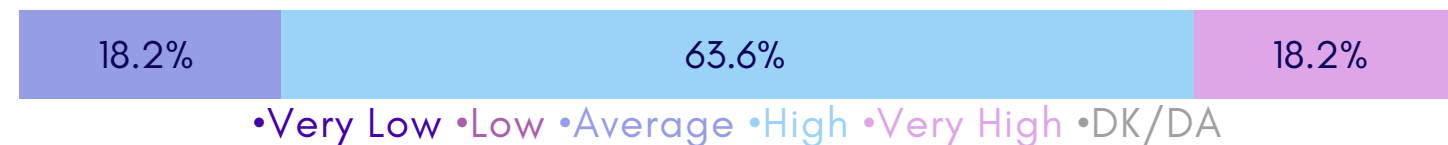
Generally, residents in the Algarve treat tourists with sympathy **3.91**

Generally, the Algarve has a good environmental quality **3.74**

Scale: 1- Strongly Disagree; 5-Strongly Agree

### Satisfaction

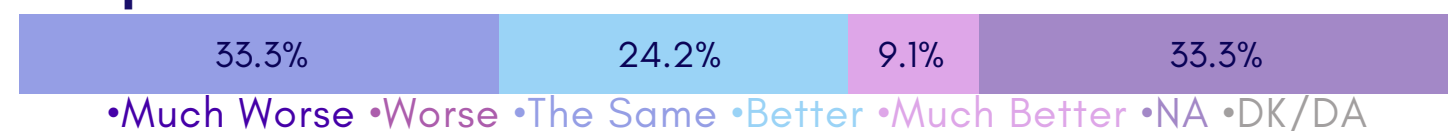
**Overall Satisfaction**



**Previous visits to other sun and sand tourism destinations**



**Comparison to other sun and sand tourism destinations**



**Safetiness compared to other sun and sand tourism destinations**



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

### Assessment of service quality and price levels



**Global Impact 3.90**

The quality level of shopping centers/malls **4.22**

The quality level of local trade/traditional stores **3.89**

The quality level of accommodation services **3.88**

The quality level of restaurants and similar services **3.77**

The overall quality level of tourist services **3.72**

Scale: 1- Very Bad; 5-Very Good



**Global Impact 3.32**

The level of prices in restaurants and similar services **3.41**

The level of prices in local trade/traditional stores **3.35**

The level of prices in shopping centers/malls **3.33**

The level of prices in accommodation services **3.30**

The overall level of prices **3.22**

Scale: 1- Very Low; 5-Very High

### Safety Concerns

**Global Impact 2.31**

The possibility of global threats, such as those posed by terrorist attacks, was a concern during my visit to the Algarve **2.47**

The possibility of the occurrence of epidemics, such as COVID-19, affects my choice of tourism destinations **2.42**

The possible existence of crime and violence was a concern during my visit to the Algarve **2.21**

The possibility of the occurrence of epidemics, such as COVID-19, was a concern during my visit to the Algarve **2.15**

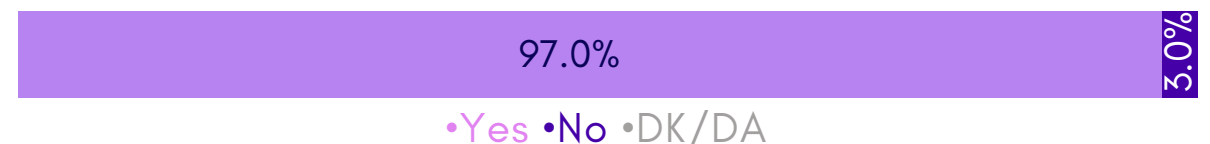
Scale: 1- Strongly Disagree; 5-Strongly Agree

### Loyalty

**Intention to revisit within next 5 years**



**Intention to recommend**



### Tourist Profile

On holidays, I like to visit exotic and unknown destinations **4.38**

I like to revisit the same destinations because I know what to expect **3.80**

On holidays, I like to visit new destinations **2.91**

Scale: 1- Strongly Disagree; 5-Strongly Agree