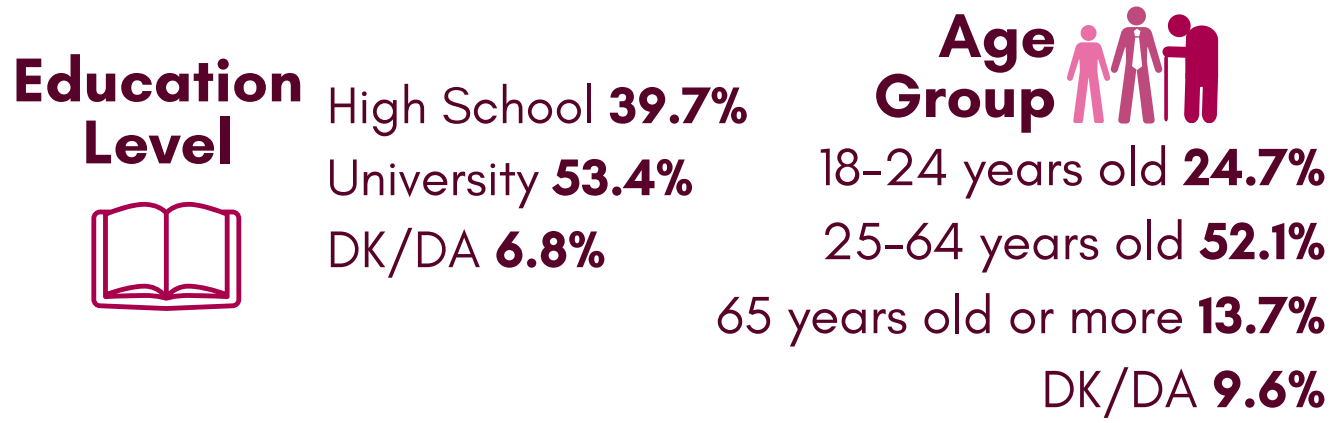# FRANCE
Tourists' Perception – Fact Sheet | High Season 2023
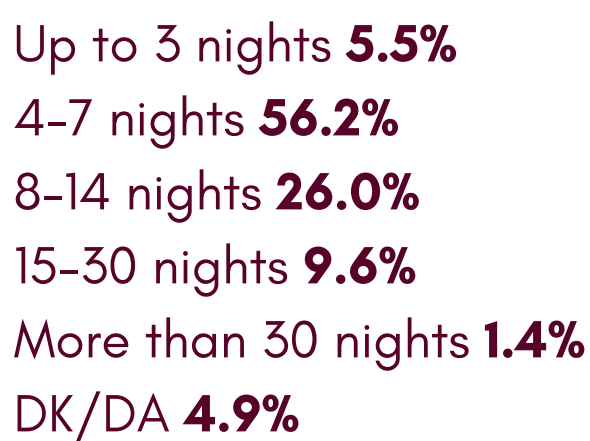
monitur

Sample n=73

Gender
Female **63.0%**
Male **32.9%**
DK/DA **4.1%**

Education Level
High School **39.7%**
University **53.4%**
DK/DA **6.8%**

Age Group
18-24 years old **24.7%**
25-64 years old **52.1%**
65 years old or more **13.7%**
DK/DA **9.6%**
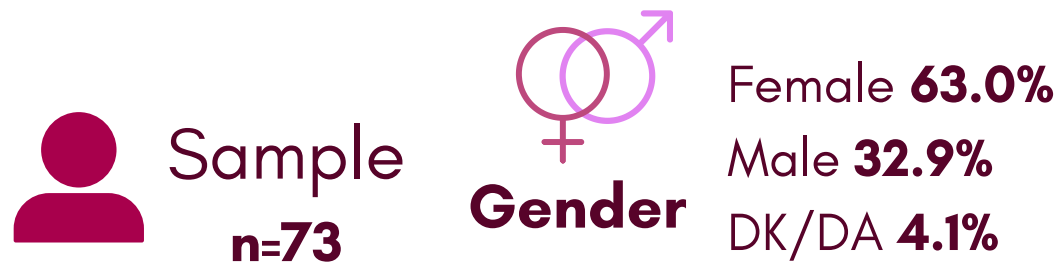
Travel Logistics

Number of Nights
Up to 3 nights **5.5%**
4-7 nights **56.2%**
8-14 nights **26.0%**
15-30 nights **9.6%**
More than 30 nights **1.4%**
DK/DA **4.9%**

1st Time Visit
37.0% No
63.0% Yes

Travel Companions
Friends **39.5%**
Spouse/Partner **33.3%**
Family Members **21.0%**
Alone **3.7%**
Work Colleagues **1.2%**
DK/DA **1.2%**

Source of Information
Family/Friends **34.1%**
Internet/Social Media **28.7%**
Past Experiences **17.8%**
Books/Magazines **8.5%**
Advertising **5.4%**
Travel Agent/Tour Operator **3.1%**
Other **1.6%**
DK/DA **0.8%**

Type of Accommodation
Local lodging **38.4%**
Hotel/Resort with 4 or more stars **15.1%**
Family/friends home **15.1%**
Own holiday home **11.0%**
Aparthotel **11.0%**
Hostel **5.5%**
Hotel/Resort up to 3 stars **4.1%**

DK/DA-Do not know/Do not answer

Motivation
Vacation/holiday **82.2%**
Visiting friends & relatives **13.7%**
Business **4.1%**
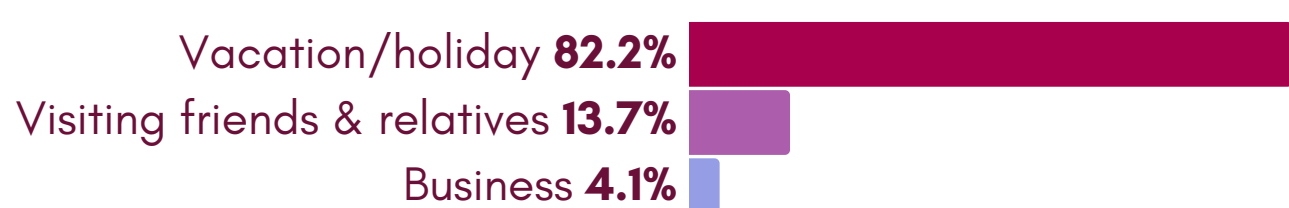
SOME FACTS

56.2% of respondents from France stayed for **4 to 7 nights** and 37.0% had visited the destination previously. A big portion of respondents travel with friends (39.5%).

The three main **sources of information** for the destination choice are family/friends (34.1%), internet/social media (28.7%), and past experiences (17.8%).
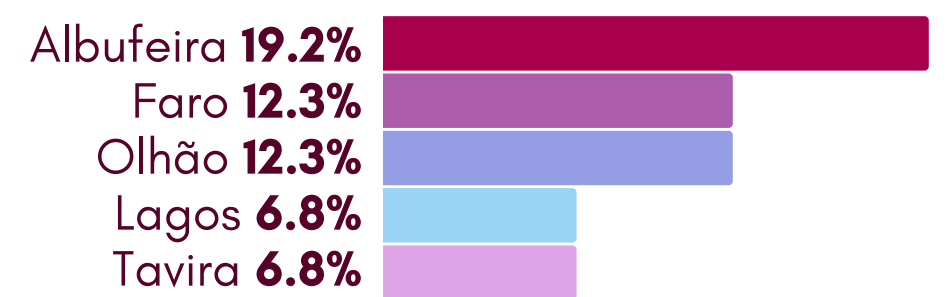
The **type of accommodation** chosen the most by the respondents is local lodging (38.4%) and the three most visited places are Albufeira (19.2%), Faro (12.3%), and Olhão (12.3%).

The main **motivation** for the respondents' visit to the Algarve is holiday/vacation (82.2%). Additionally, the three **most common activities** performed are beach, sun and sea (35.5%), gastronomy (22.2%) and tours and sightseeing (19.7%).

Lastly, regarding **social media**, 68.5% of respondents report to have shared content online in Instagram (40.2%), Facebook (20.7%) and WhatsApp (19.5%).
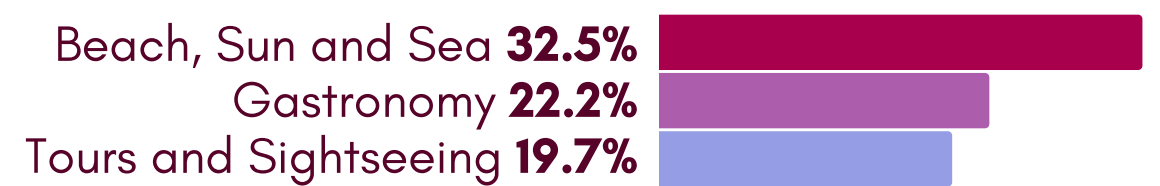
Top 5 Most Visited Places
Albufeira **19.2%**
Faro **12.3%**
Olhão **12.3%**
Lagos **6.8%**
Tavira **6.8%**

Tourist Experience

Top 3 Most Common Activities
Beach, Sun and Sea **32.5%**
Gastronomy **22.2%**
Tours and Sightseeing **19.7%**

Social Media Sharing
31.5%   68.5%
•No •Yes •DK/DA

Top 3 Most Used Social Media
Instagram **40.2%**
Facebook **20.7%**
Whatsapp **19.5%**

Additional information may be found in the global report at https://monitur.ualg.pt/en/tourists-global-report/
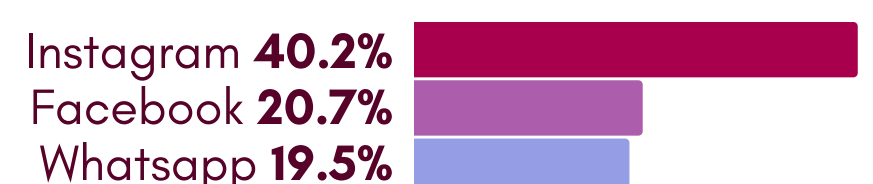
Respondents agree to a postitive **destination evaluation** (4.14, specifically with regards to the safety (4.47) of the destination, and the good environment in the region (4.08).

They show high levels of **satisfaction** (61.6%), and consider the Algarve to the same (38.4%), but safer than other sun and sea destinations (37.0%).

Respondents consider service **quality** in the destination to be somewhat good (3.90), and recognise higher quality levels for accommodation.

Additionally, the respondents acknowledge the **price levels** as average (3.22).

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 (1.58).

The big majority of respondents show high levels of **loyalty** by displaying interest in returning to the Algarve within the next five years (60.3%) and in recommending the destination to others (94.5%).
However, respondents report that, on holidays, they like to visit new destinations (4.03), rather than to revisit destinations they have already experienced (2.98).

Destination Evaluation 👍

Global Impact 4.14

Generally, the Algarve is a safe tourism destination **4.47**

Generally, the Algarve has a good environmental quality **4.08**

Generally, residents in the Algarve treat tourists with sympathy **4.07**

Generally, the Algarve is a destination that preserves its cultural heritage **3.93**

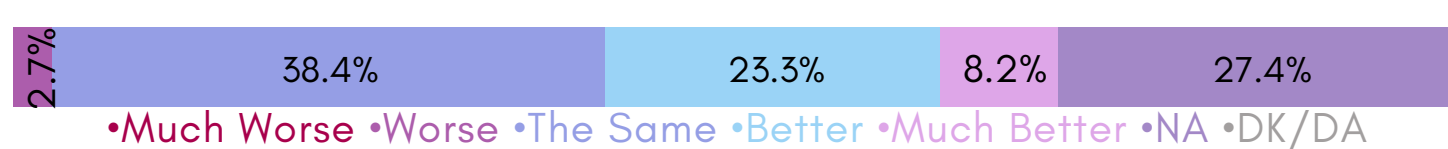Scale: 1- Strongly Disagree; 5-Strongly Agree
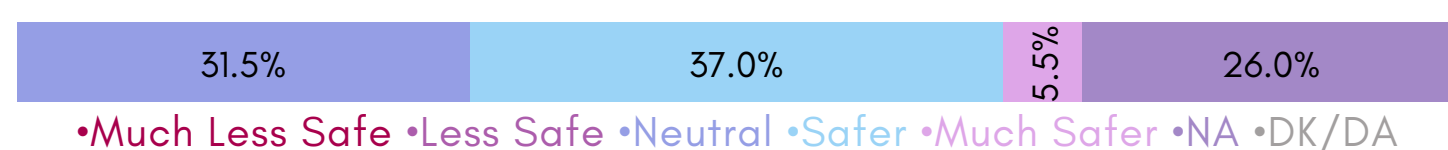
Satisfaction

Overall Satisfaction

1.4%	13.7%	61.6%	21.9%	1.4%

•Very Low •Low •Average •High •Very High •DK/DA
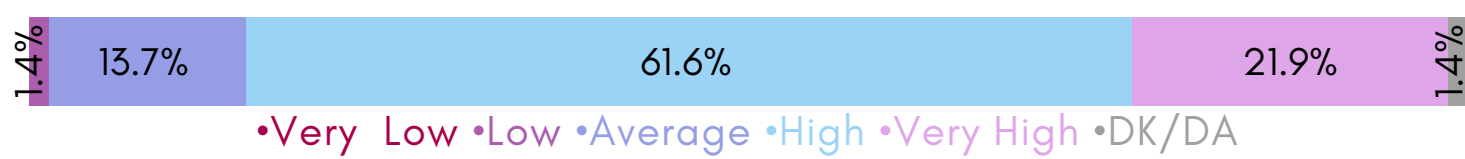
Previous visits to other sun and sand tourism destinations

72.6%	27.4%

•Yes •No •DK/DA

Comparison to other sun and sand tourism destinations

2.7%	38.4%	23.3%	8.2%	27.4%

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

Safetiness compared to other sun and sand tourism destinations

31.5%	37.0%	5.5%	26.0%

•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 3.90

The quality level of accommodation services **4.07**

The quality level of restaurants and similar services **3.97**

The overall quality level of tourist services **3.96**

The quality level of local trade/traditional stores **3.75**

The quality level of shopping centers/malls **3.74**

Scale: 1- Very Bad; 5-Very Good

🏷 Price Levels

Global Impact 3.22

The overall level of prices **3.38**

The level of prices in accommodation services **3.36**

The level of prices in restaurants and similar services **3.25**

The level of prices in shopping centers/malls **3.07**

The level of prices in local trade/traditional stores **3.06**

Scale: 1- Very Low; 5-Very High

⚠ Safety Concerns

Global Impact 1.58

The possible existence of crime and violence was a concern during my visit to the Algarve **1.72**

The possibility of the occurrence of epidemics, such as COVID-19, affects my choice of tourism destinations **1.63**

The possibility of the occurrence of epidemics, such as COVID-19, was a concern during my visit to the Algarve **1.52**

The possibility of global threats, such as those posed by terrorist attacks, was a concern during my visit to the Algarve **1.44**

Scale: 1- Strongly Disagree; 5-Strongly Agree

🔓 Loyalty

Intention to revisit within next 5 years

60.3%	38.4%	1.4%

•Yes •No •DK/DA

Intention to recommend
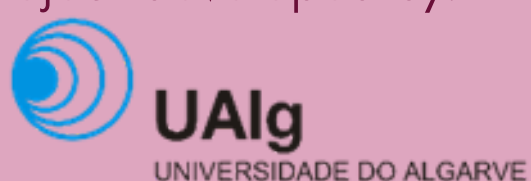
94.5%	4.1%	1.4%

•Yes •No •DK/DA
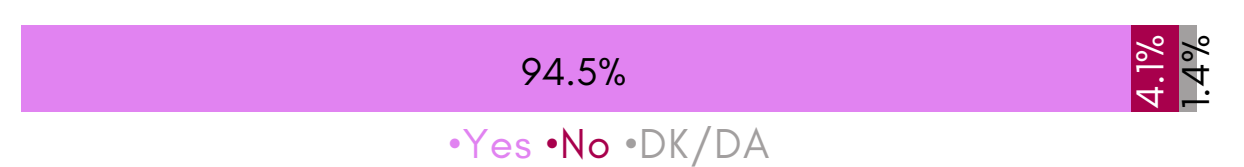
🧳 Tourist Profile

On holidays, I like to visit new destinations **4.03**

On holidays, I like to visit exotic and unknown destinations **3.74**

I like to revisit the same destinations because I know what to expect **2.98**

Scale: 1- Strongly Disagree; 5-Strongly Agree