

SATISFACTION AND IMAGE SURVEY

LISBON

2022



OBSERVATÓRIO

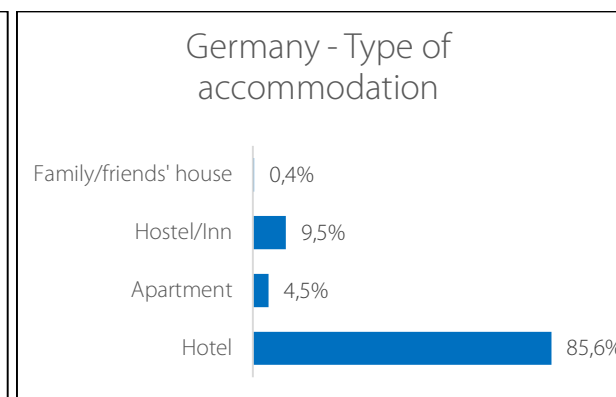
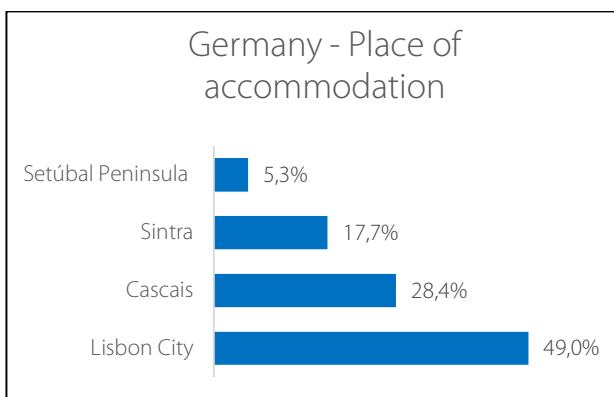
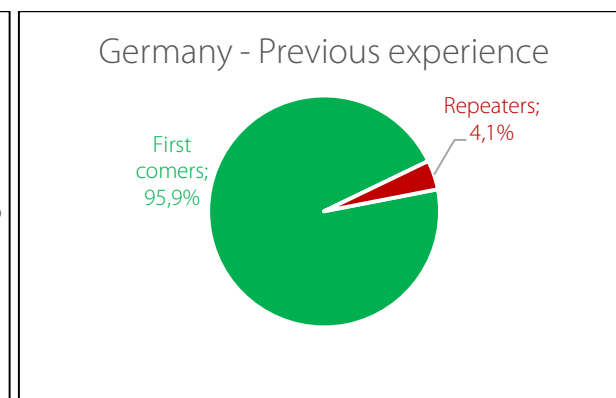
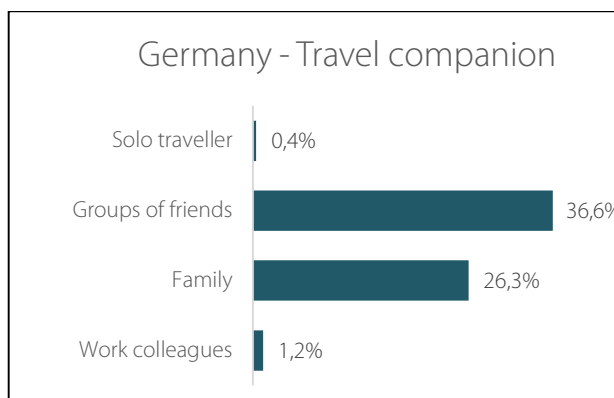
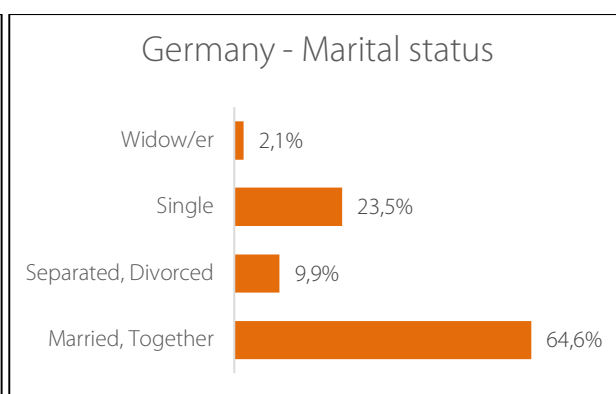
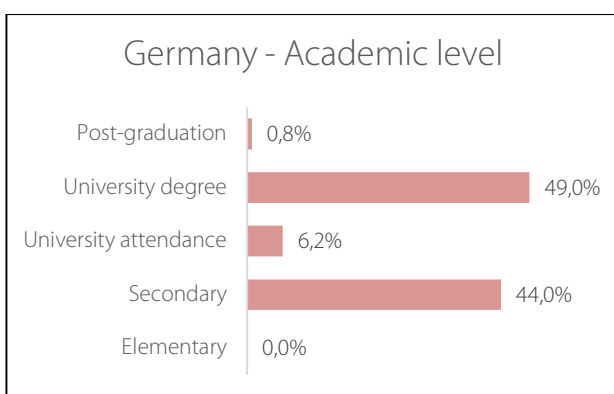
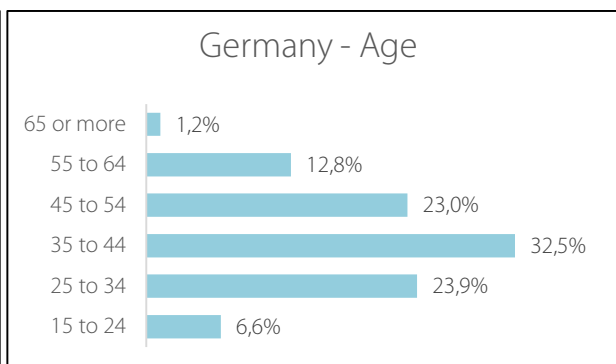
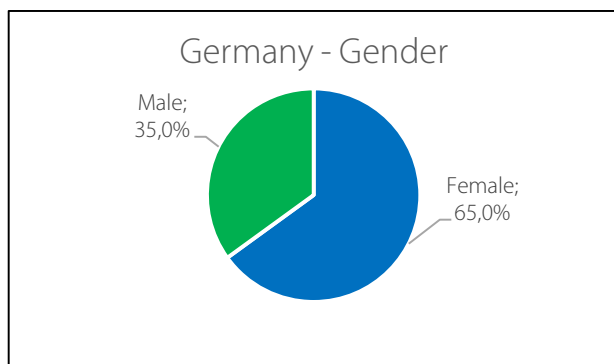
ANNEX

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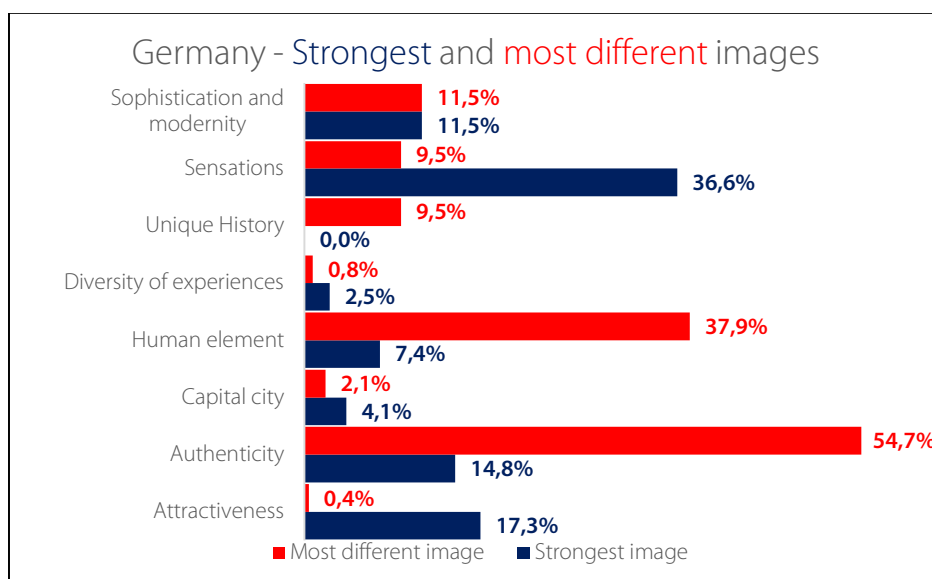
1. RESULTS BY NATIONALITY

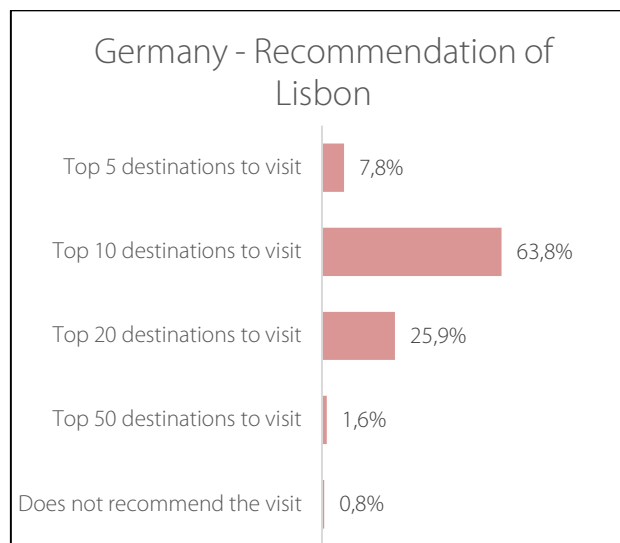
GERMANY (243 answers)



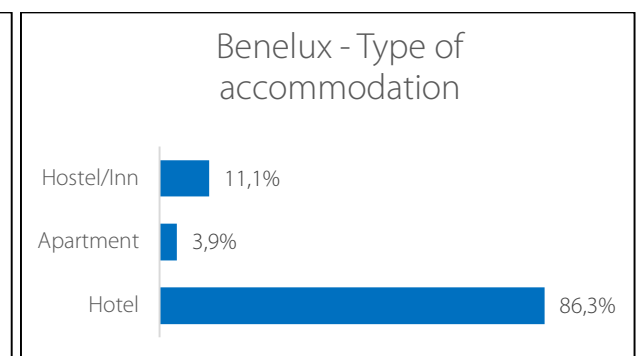
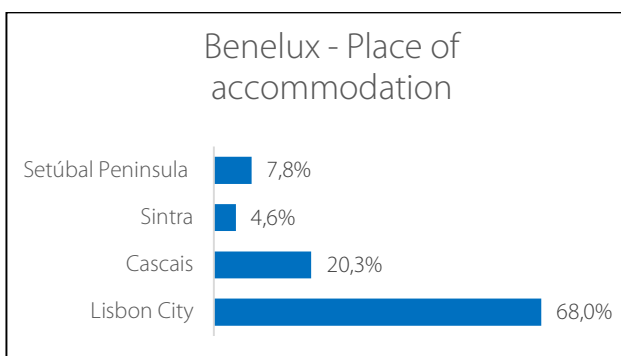
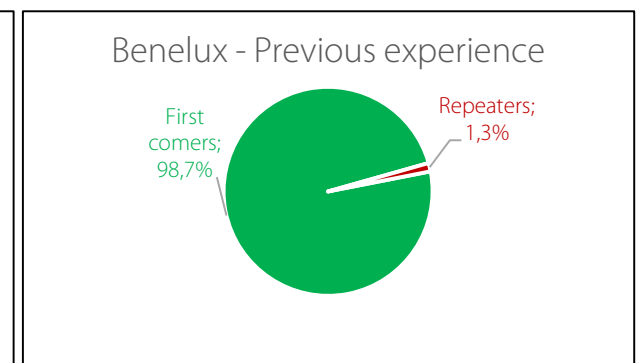
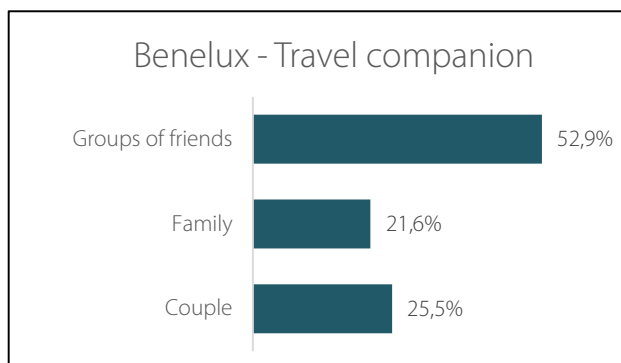
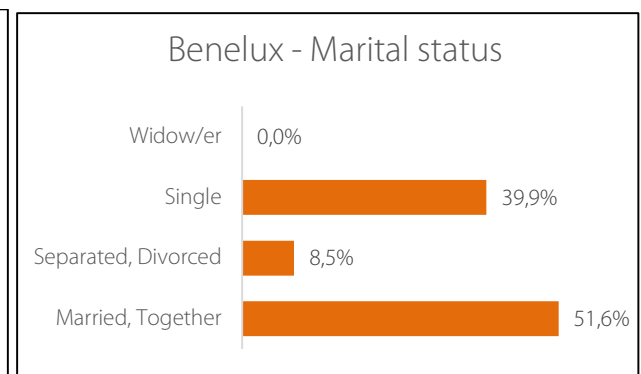
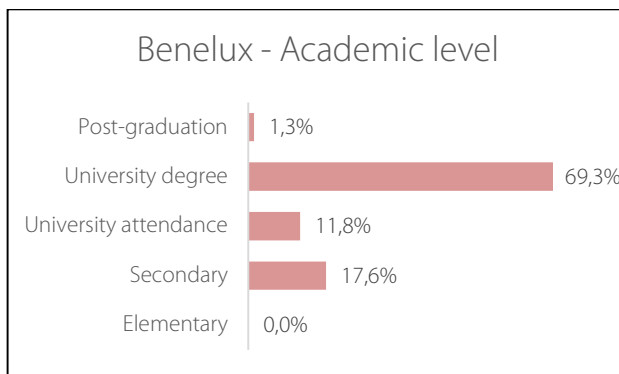
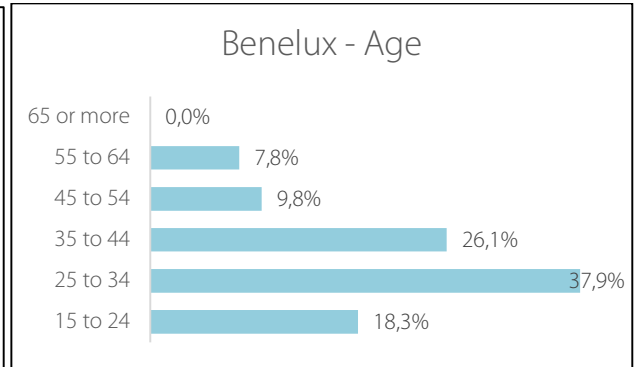
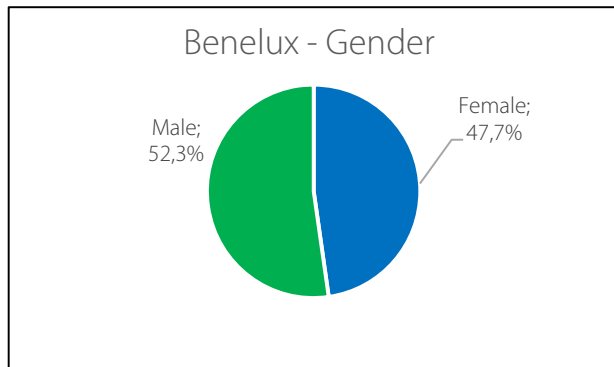
	% satisfaction (8 or more)	Average evaluation (1 to 10)
Global evaluation	15,6%	6,79

Parameter	Level of importance (0 to 2)	Average evaluation (1 to 10)	% satisfaction (8 or more)
Public transportation network	1,96	6,95	21,4%
Feeling of safety/security	1,95	7,71	66,3%
Good weather	1,93	8,61	98,8%
Good value for money	1,89	8,23	89,3%
Observance of environmental regulations	1,87	7,28	36,2%
Tourist signs	1,80	7,37	42,7%
Quality of restaurant service	1,79	7,96	74,3%
Friendliness/Helpfulness of local people	1,77	8,40	94,9%
Offer of monuments	1,66	7,94	72,5%
Urban and public spaces cleanliness	1,65	7,21	30,8%
Offer of modernity	1,51	7,98	81,9%
Diversity of restaurants	1,40	7,47	46,9%
Tourism information offices	1,24	8,17	90,9%
Offer of different experiences	1,05	7,40	48,2%
Offer of museums	0,98	7,29	37,9%
Existence of cultural events	0,75	7,18	38,8%
Diversity of animation activities	0,74	8,05	78,9%
Quality of accommodation service	0,68	7,58	56,1%
Nightlife offer	0,61	8,45	89,7%
Quality of wi-fi service	0,58	7,30	42,3%
Shopping facilities	0,41	7,71	60,2%
Offer of attractions for children	0,14	7,68	64,0%



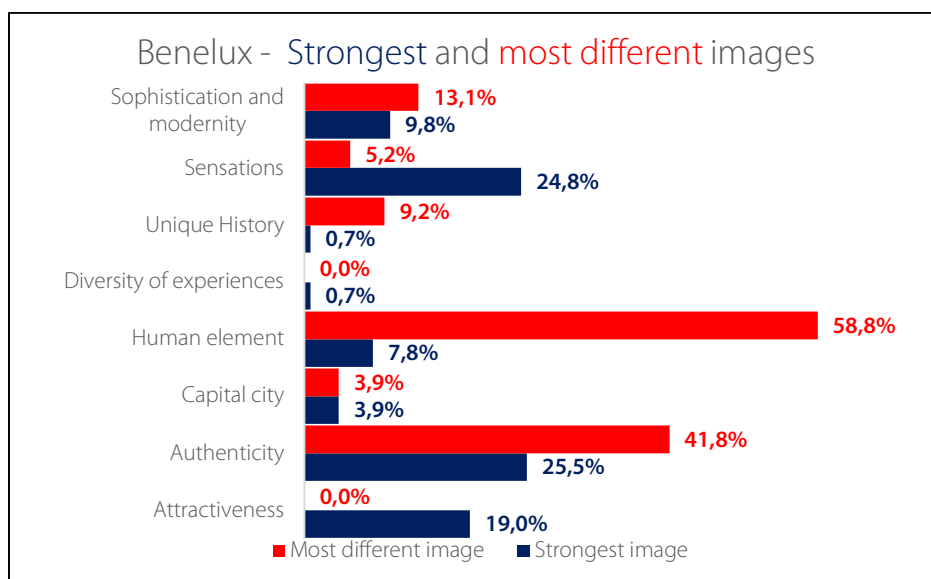


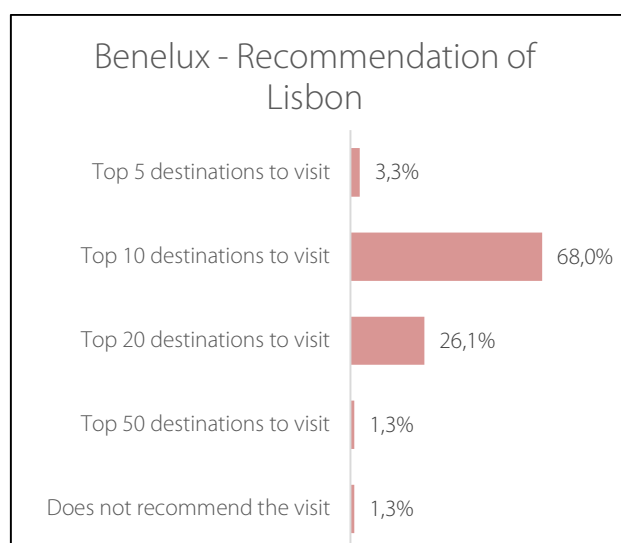
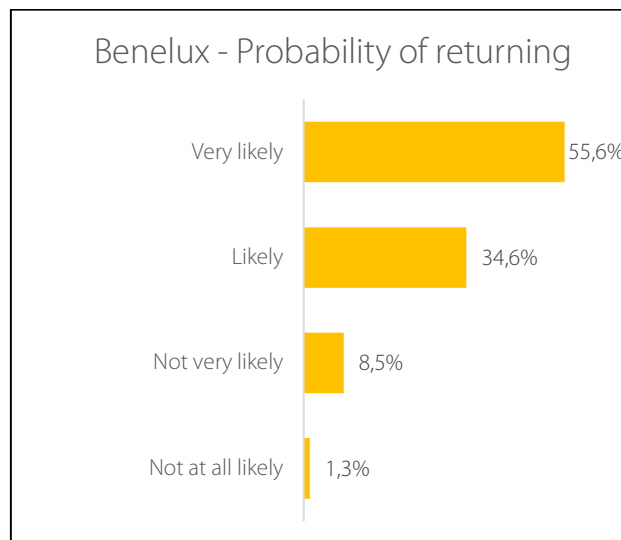
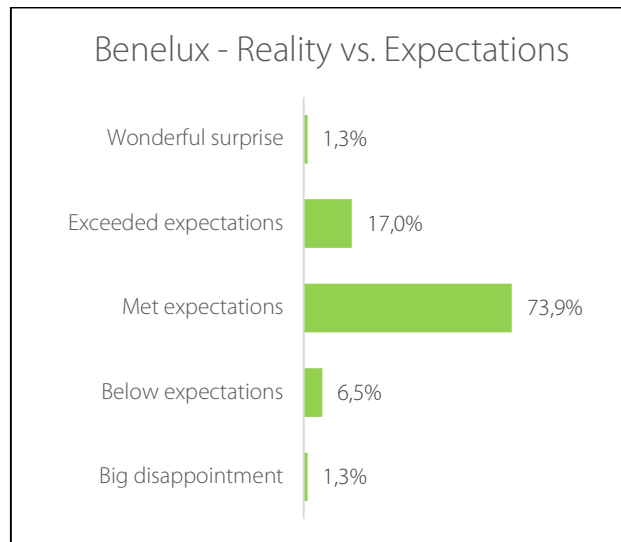
BENELUX (153 answers)



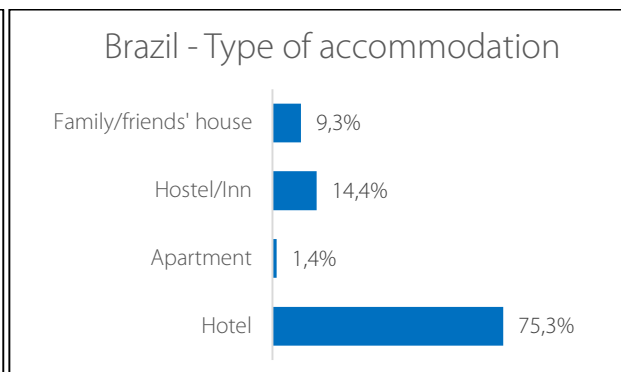
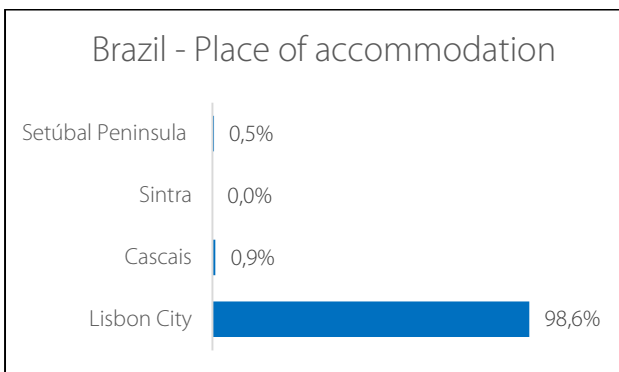
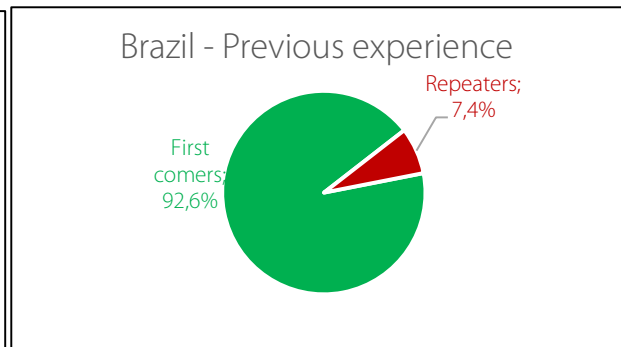
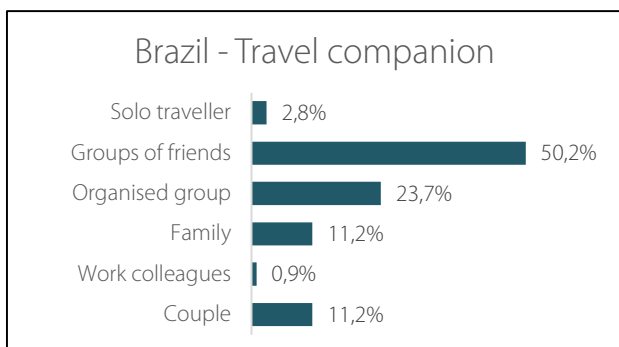
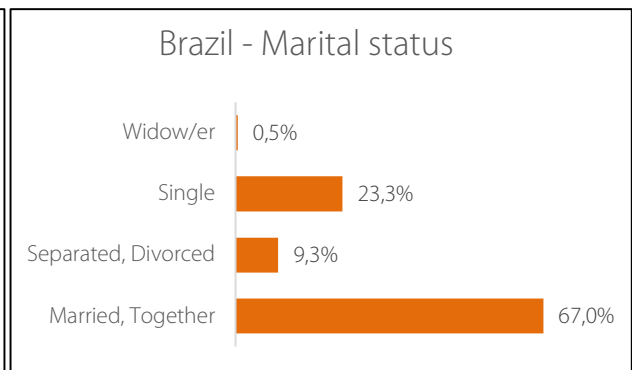
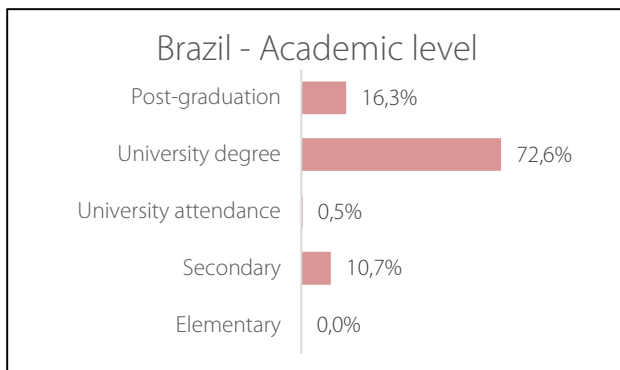
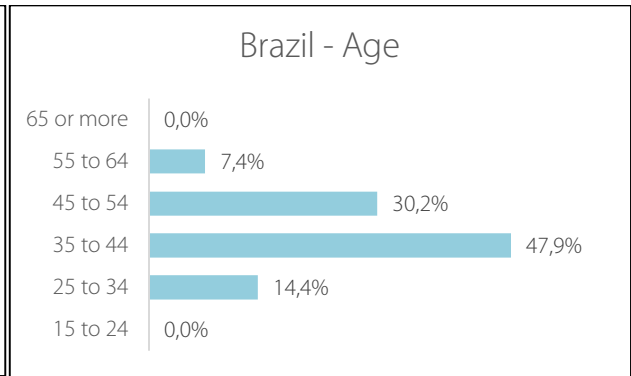
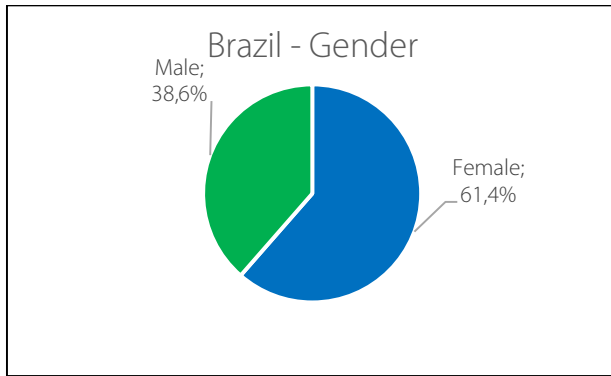
	% satisfaction (8 or more)	Average evaluation (1 to 10)
Global evaluation	13,7%	6,70

Parameter	Level of importance (0 to 2)	Average evaluation (1 to 10)	% satisfaction (8 or more)
Public transportation network	1,95	6,92	20,3%
Good weather	1,94	8,64	98,7%
Observance of environmental regulations	1,90	7,08	25,8%
Good value for money	1,89	8,17	91,4%
Feeling of safety/security	1,88	7,64	60,5%
Friendliness/Helpfulness of local people	1,86	8,50	95,3%
Tourist signs	1,74	7,27	36,8%
Offer of monuments	1,73	7,92	75,2%
Urban and public spaces cleanliness	1,73	7,16	32,0%
Quality of restaurant service	1,72	7,78	66,0%
Offer of modernity	1,58	7,96	83,3%
Diversity of restaurants	1,33	7,33	36,2%
Offer of different experiences	1,20	7,59	56,9%
Tourism information offices	0,99	8,14	72,7%
Diversity of animation activities	0,90	8,19	86,5%
Nightlife offer	0,90	8,31	85,2%
Offer of museums	0,88	7,29	40,6%
Existence of cultural events	0,81	7,51	47,5%
Quality of accommodation service	0,63	7,36	46,9%
Quality of wi-fi service	0,63	7,19	35,2%
Shopping facilities	0,44	7,68	61,0%
Offer of attractions for children	0,18	7,06	44,4%



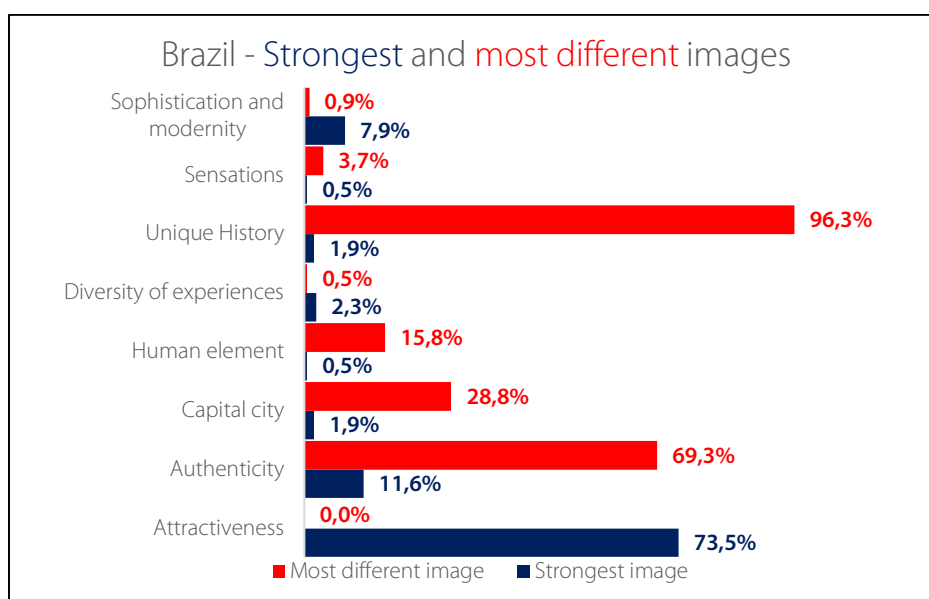


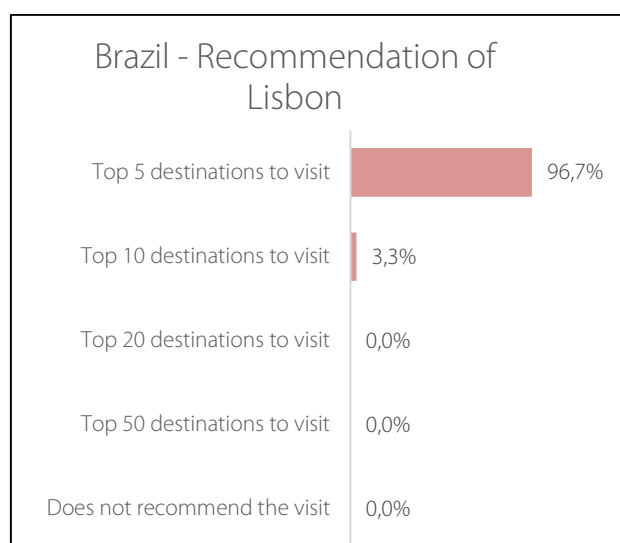
BRAZIL (215 answers)



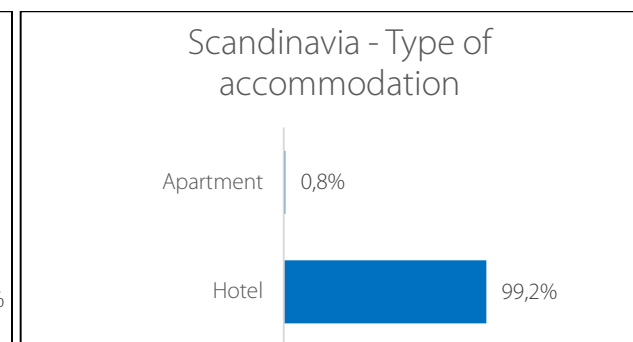
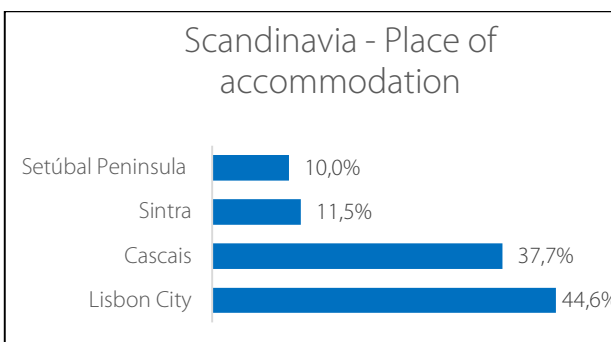
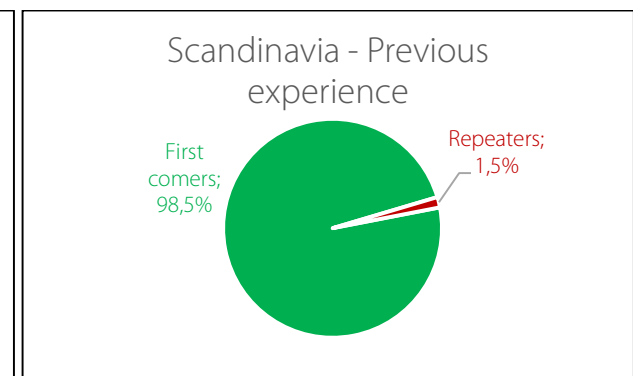
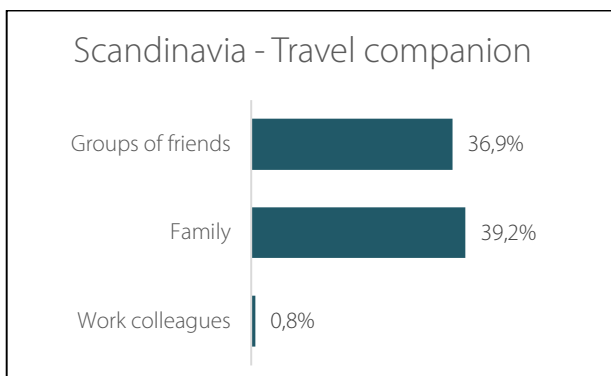
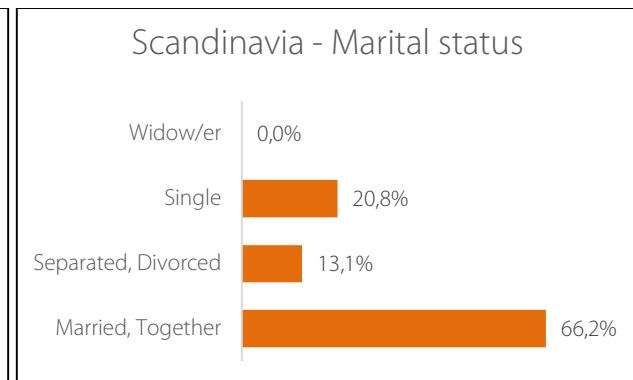
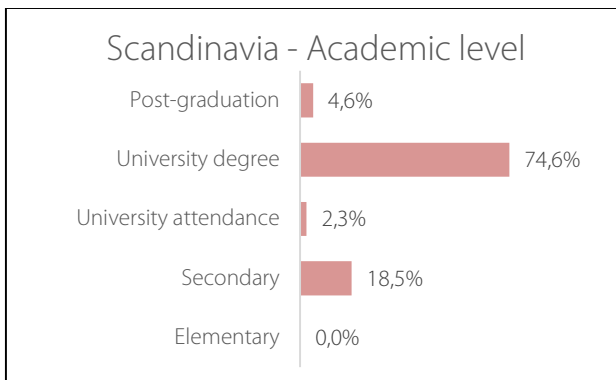
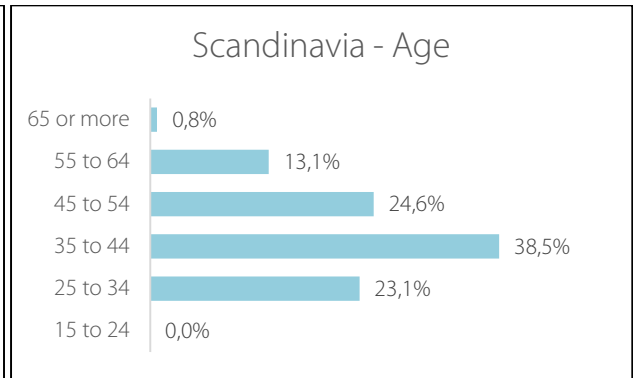
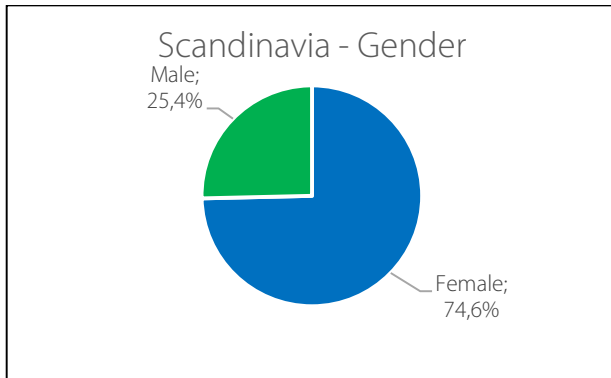
	% satisfaction (8 or more)	Average evaluation (1 to 10)
Global evaluation	99,5%	8,58

Parameter	Level of importance (0 to 2)	Average evaluation (1 to 10)	% satisfaction (8 or more)
Good value for money	1,96	6,59	5,1%
Public transportation network	1,94	8,20	88,8%
Feeling of safety/security	1,94	8,61	98,6%
Offer of monuments	1,92	8,71	99,1%
Tourist signs	1,87	8,23	91,1%
Quality of restaurant service	1,87	8,80	99,1%
Offer of modernity	1,83	8,61	98,6%
Friendliness/Helpfulness of local people	1,83	7,55	55,5%
Offer of different experiences	1,74	8,66	97,1%
Offer of museums	1,66	8,27	90,4%
Diversity of restaurants	1,57	8,00	86,4%
Quality of wi-fi service	1,57	8,00	80,1%
Observance of environmental regulations	1,55	8,49	97,9%
Tourism information offices	1,43	8,58	94,7%
Existence of cultural events	1,17	7,38	45,1%
Urban and public spaces cleanliness	1,13	8,40	97,7%
Shopping facilities	1,04	8,02	76,5%
Good weather	1,01	6,64	11,4%
Diversity of animation activities	0,93	8,13	84,0%
Nightlife offer	0,68	8,03	78,7%
Quality of accommodation service	0,53	7,54	56,4%
Offer of attractions for children	0,03	Ind.	Ind.



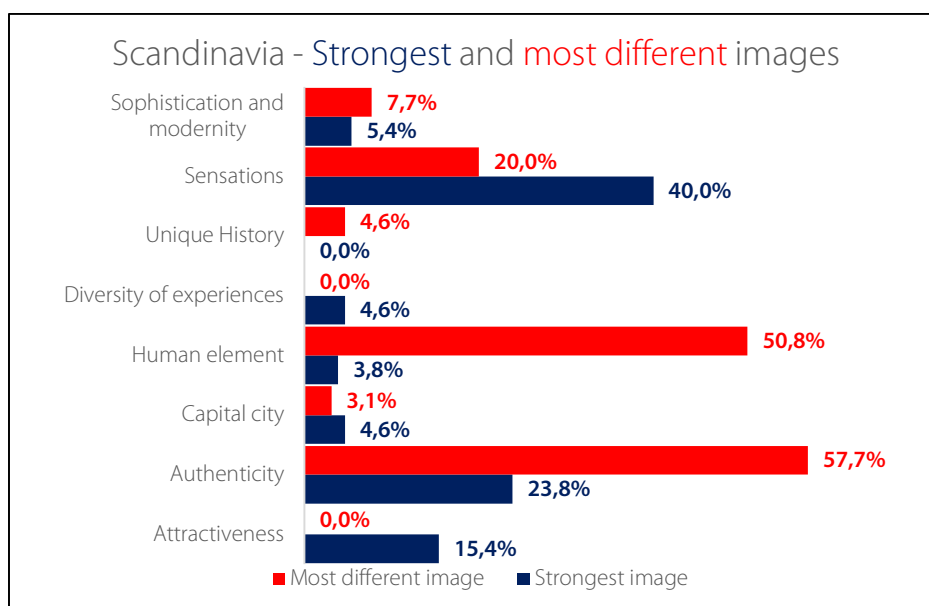


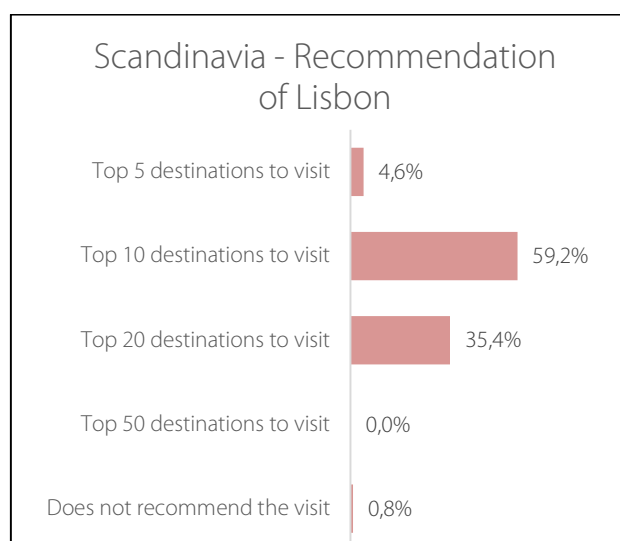
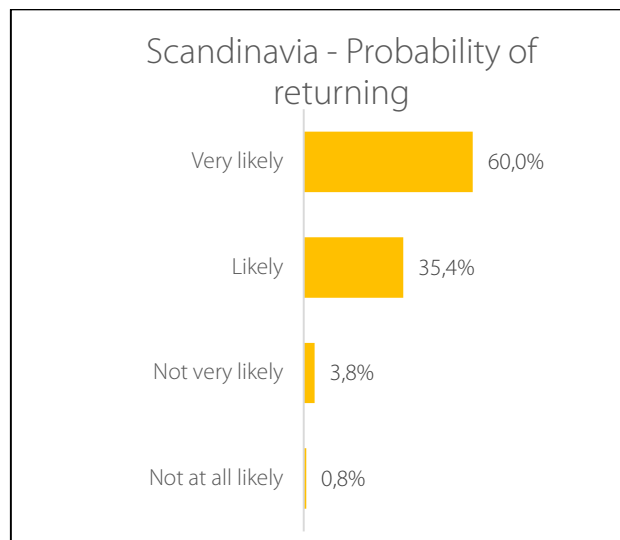
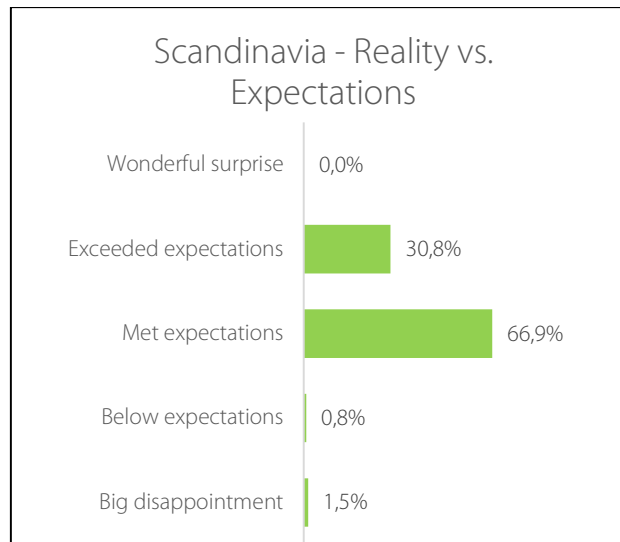
SCANDINAVIA (130 answers)



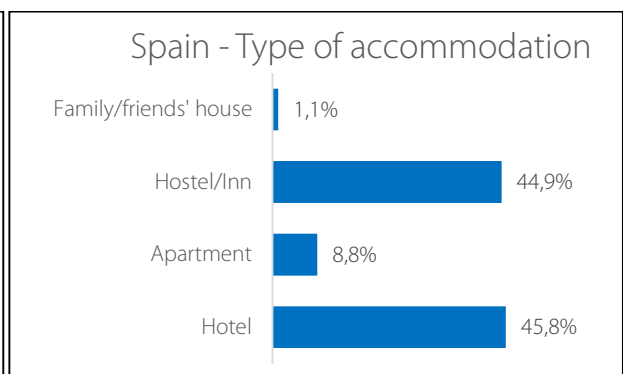
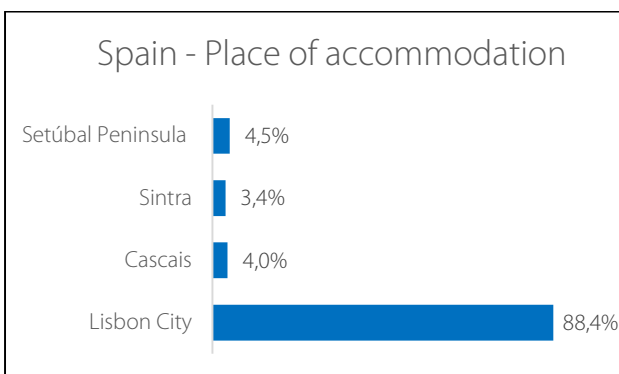
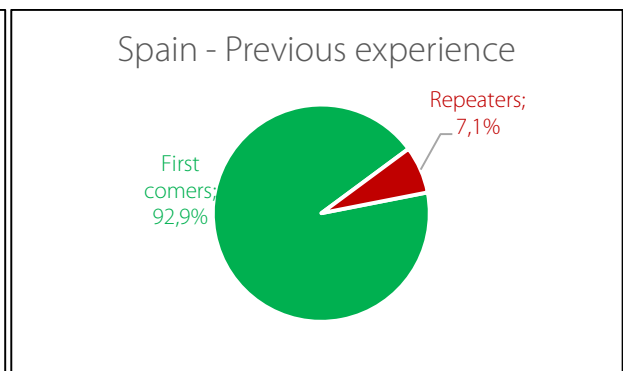
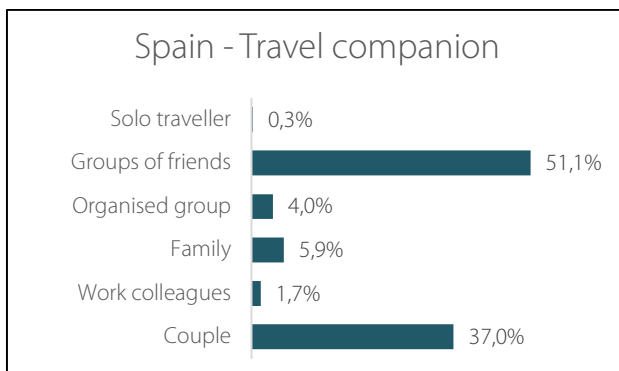
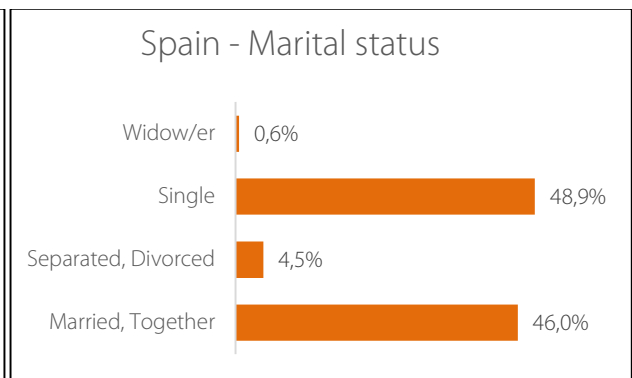
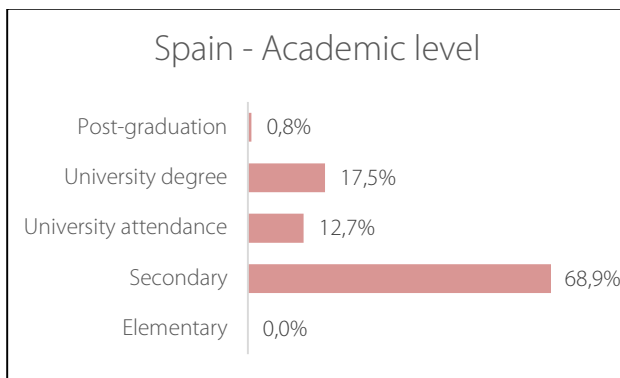
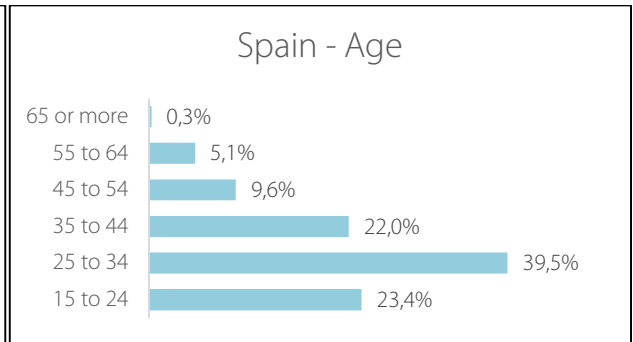
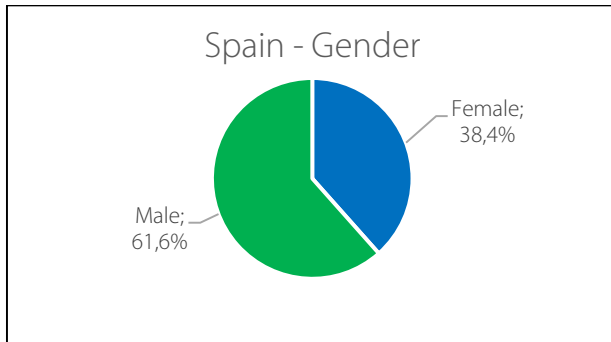
	% satisfaction (8 or more)	Average evaluation (1 to 10)
Global evaluation	17,7%	6,86

Parameter	Level of importance (0 to 2)	Average evaluation (1 to 10)	% satisfaction (8 or more)
Public transportation network	1,99	6,71	10,8%
Good weather	1,99	8,82	100,0%
Observance of environmental regulations	1,99	7,03	22,7%
Feeling of safety/security	1,97	7,56	52,3%
Urban and public spaces cleanliness	1,96	7,04	22,3%
Quality of restaurant service	1,91	8,21	92,3%
Good value for money	1,89	8,05	87,7%
Tourist signs	1,85	7,17	31,8%
Friendliness/Helpfulness of local people	1,78	8,46	96,9%
Offer of monuments	1,72	7,92	73,1%
Offer of modernity	1,67	8,02	85,4%
Diversity of restaurants	1,62	7,45	46,9%
Tourism information offices	1,14	8,64	96,4%
Quality of accommodation service	1,13	7,66	60,3%
Offer of different experiences	1,13	7,46	51,4%
Offer of museums	1,12	7,31	38,1%
Existence of cultural events	1,06	7,23	39,4%
Diversity of animation activities	0,78	8,09	84,0%
Nightlife offer	0,65	8,11	80,3%
Quality of wi-fi service	0,58	7,13	28,2%
Shopping facilities	0,47	7,74	63,8%
Offer of attractions for children	0,13	7,50	41,7%



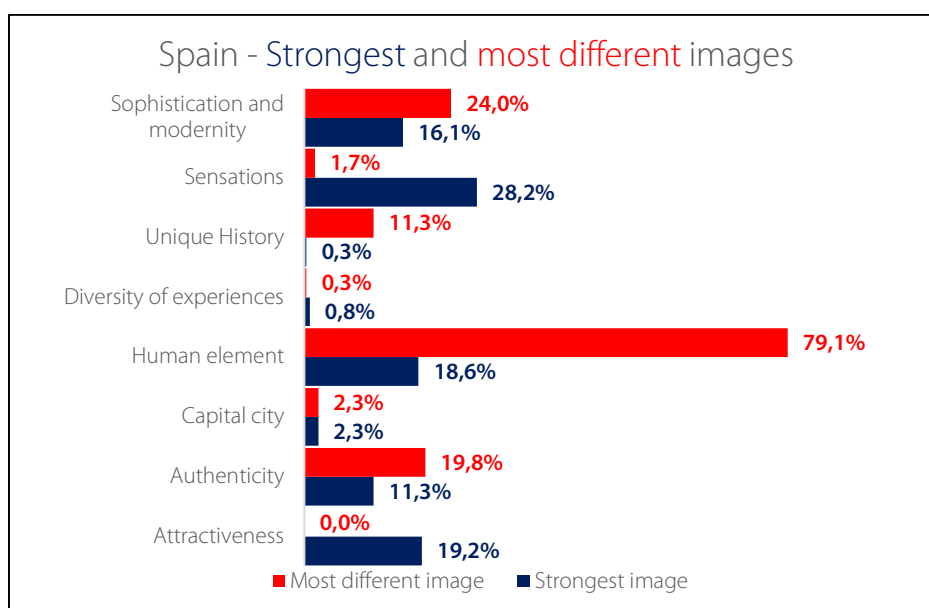


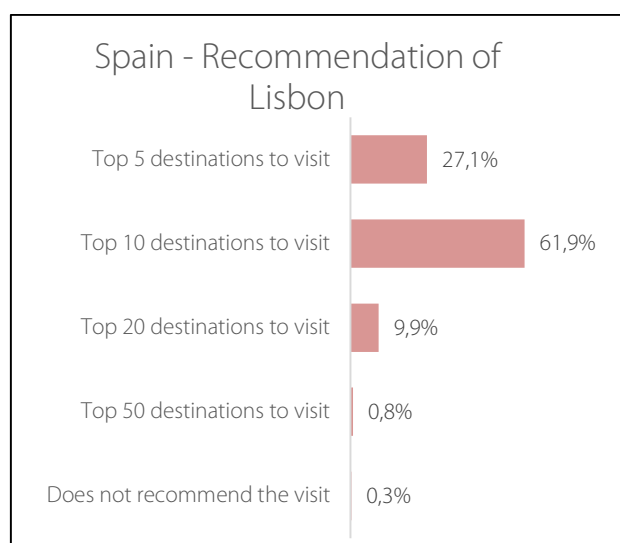
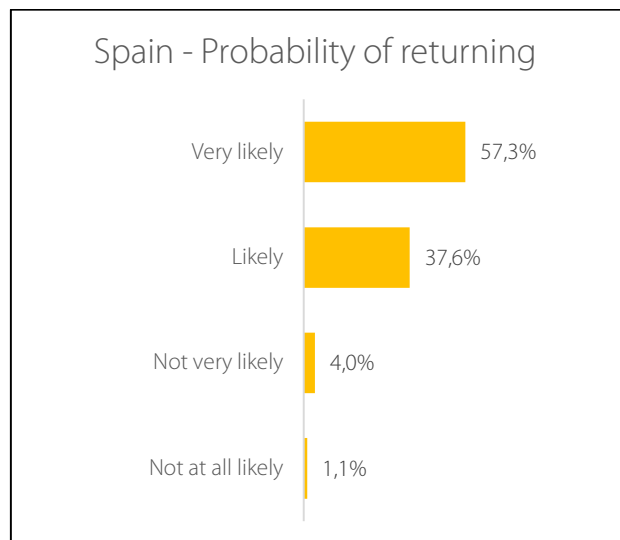
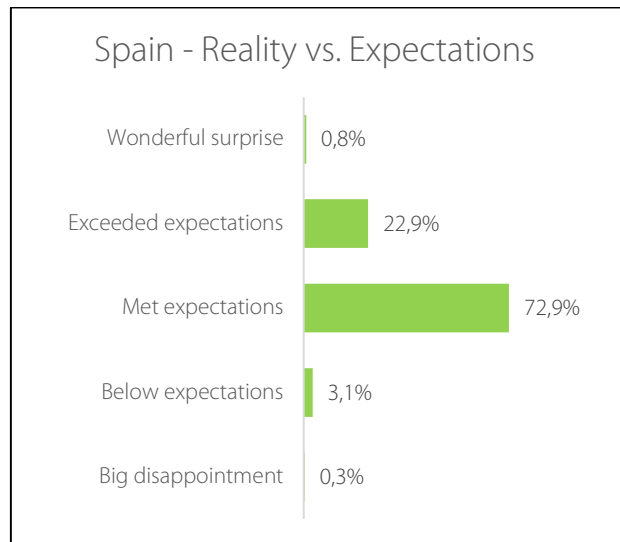
SPAIN (354 answers)



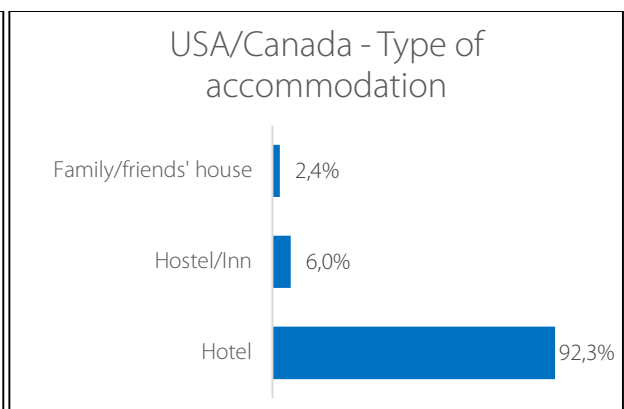
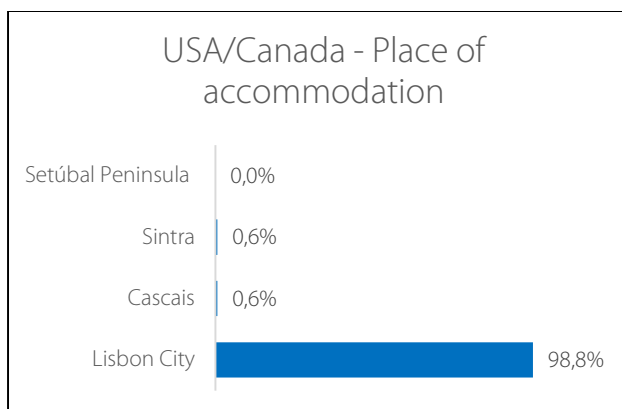
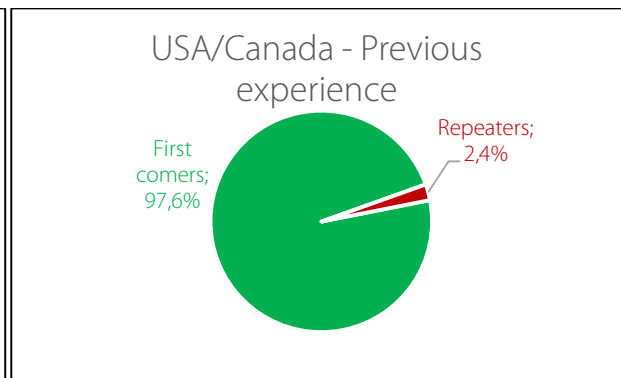
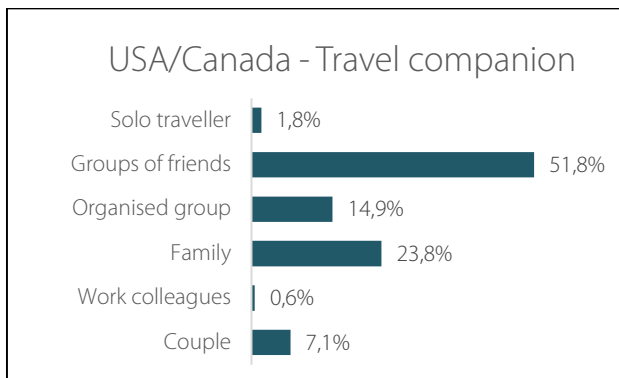
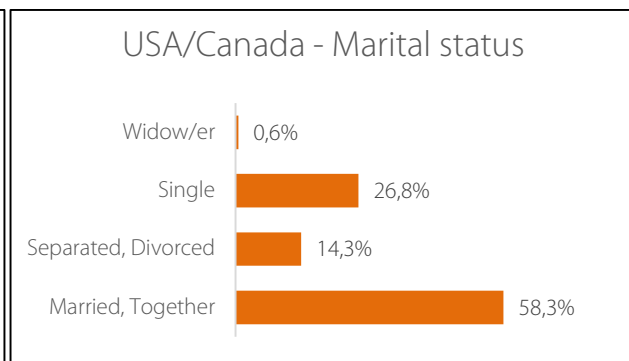
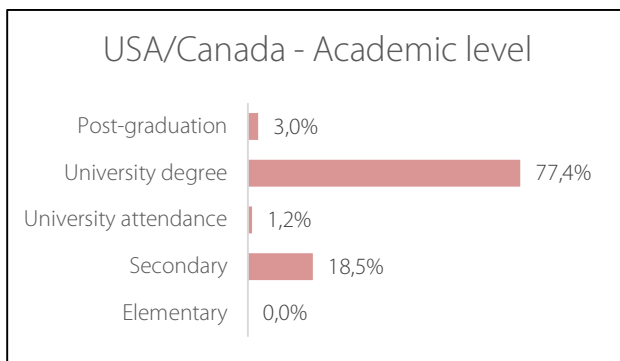
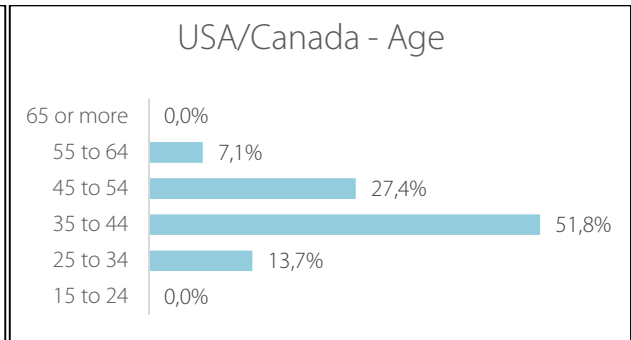
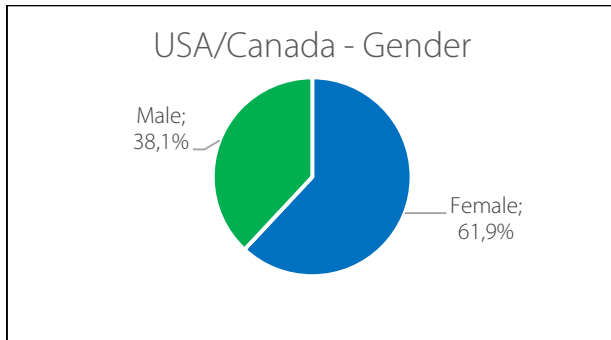
	% satisfaction (8 or more)	Average evaluation (1 to 10)
Global evaluation	20,3%	6,90

Parameter	Level of importance (0 to 2)	Average evaluation (1 to 10)	% satisfaction (8 or more)
Good value for money	1,92	7,94	79,9%
Public transportation network	1,88	7,32	37,3%
Friendliness/Helpfulness of local people	1,87	8,72	98,0%
Feeling of safety/security	1,78	7,85	72,3%
Offer of monuments	1,55	7,98	76,8%
Observance of environmental regulations	1,50	7,63	60,6%
Tourist signs	1,48	7,43	43,8%
Good weather	1,45	8,16	89,3%
Quality of restaurant service	1,42	7,59	52,4%
Offer of modernity	1,29	8,01	84,1%
Offer of different experiences	1,27	7,76	63,9%
Urban and public spaces cleanliness	1,15	7,56	55,8%
Nightlife offer	1,14	8,64	91,4%
Diversity of restaurants	0,91	7,44	45,4%
Quality of wi-fi service	0,82	7,48	47,7%
Tourism information offices	0,78	8,25	90,6%
Diversity of animation activities	0,74	8,19	81,5%
Offer of museums	0,57	7,57	52,0%
Existence of cultural events	0,38	7,36	46,9%
Shopping facilities	0,24	7,74	61,6%
Quality of accommodation service	0,13	6,76	19,0%
Offer of attractions for children	0,04	7,75	75,0%



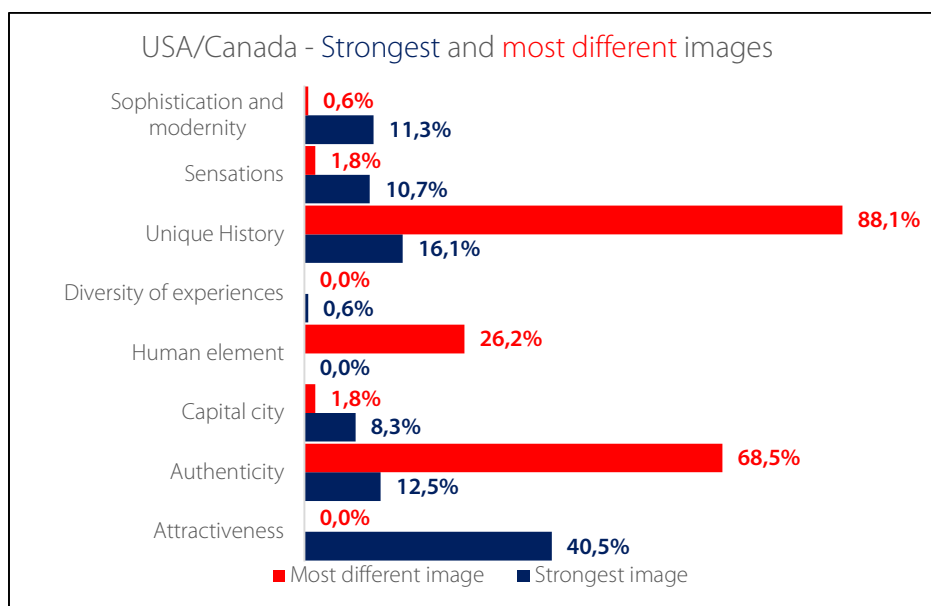


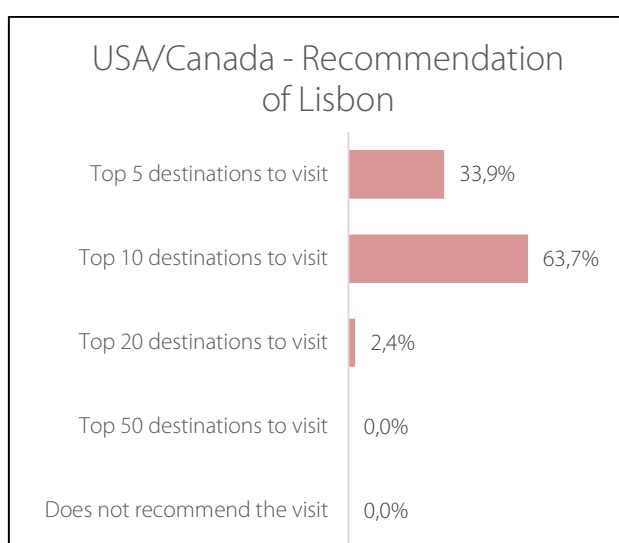
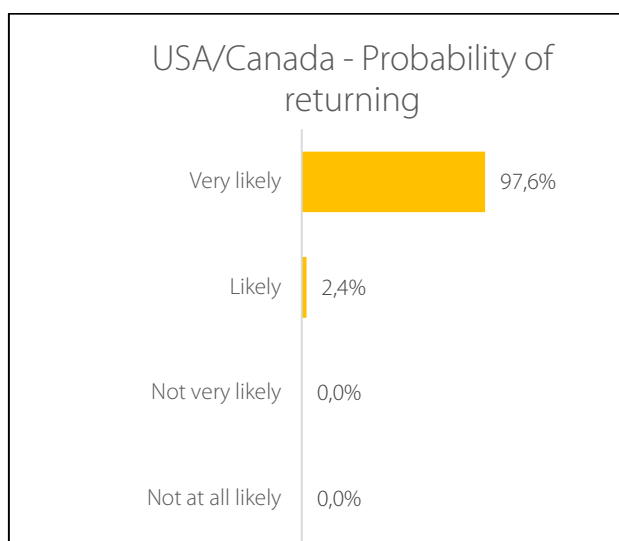
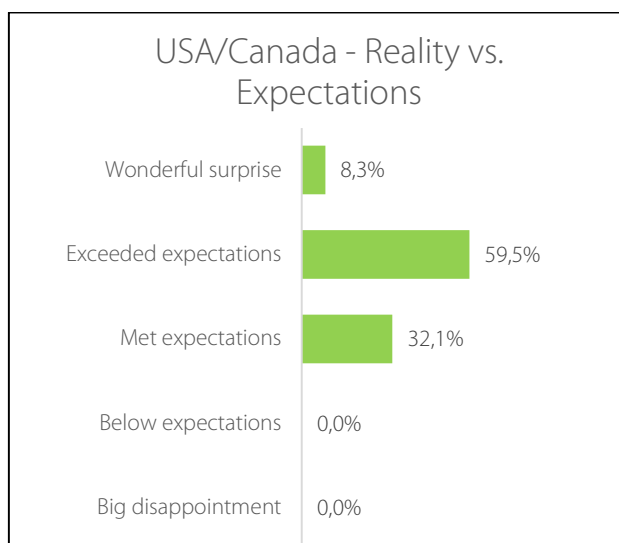
USA/CANADA (168 answers)



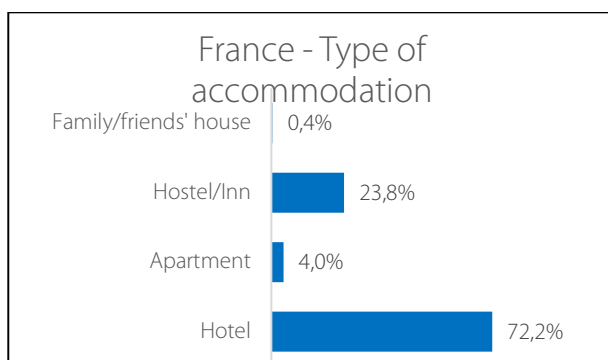
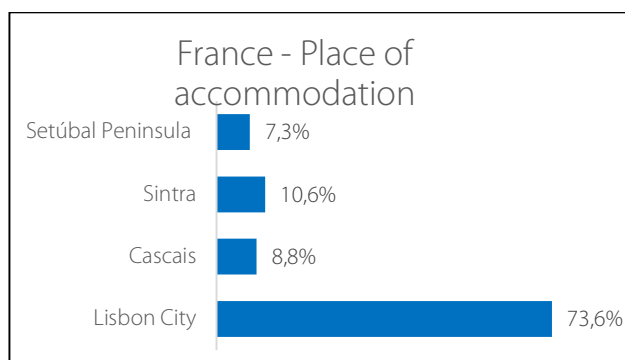
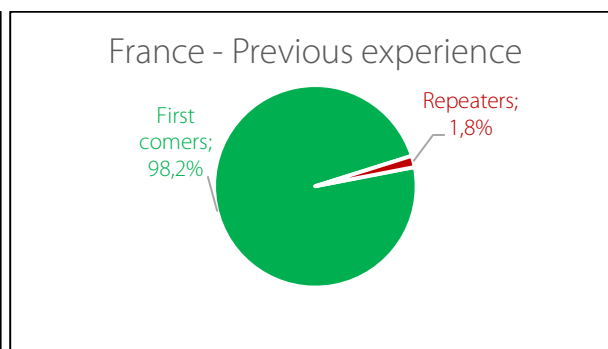
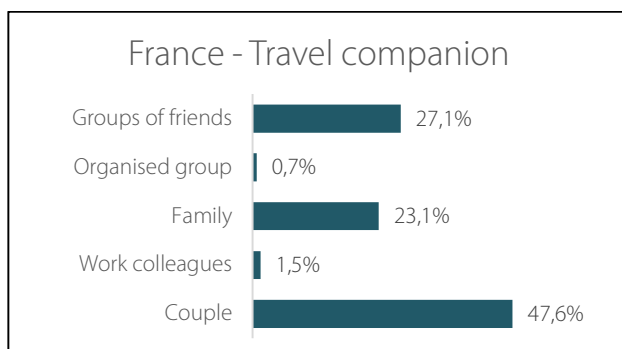
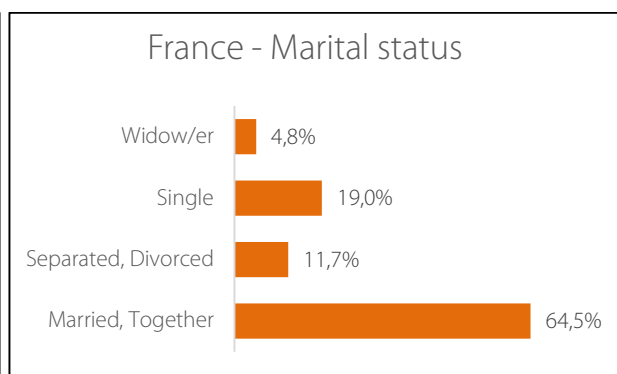
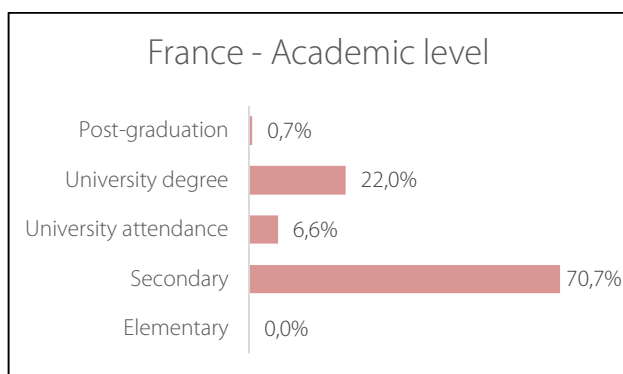
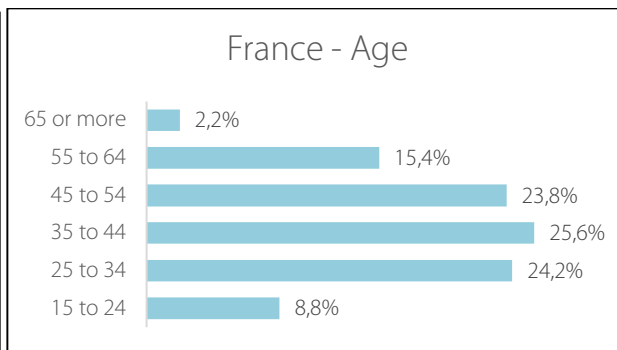
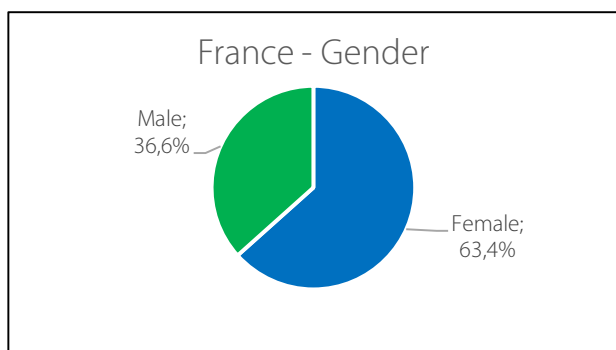
	% satisfaction (8 or more)	Average evaluation (1 to 10)
Global evaluation	75,0%	7,81

Parameter	Level of importance (0 to 2)	Average evaluation (1 to 10)	% satisfaction (8 or more)
Feeling of safety/security	1,95	8,03	78,0%
Public transportation network	1,93	7,36	36,7%
Good value for money	1,92	7,57	53,6%
Quality of restaurant service	1,90	8,39	94,6%
Offer of monuments	1,90	8,53	97,0%
Tourist signs	1,85	7,51	44,9%
Friendliness/Helpfulness of local people	1,79	8,52	100,0%
Observance of environmental regulations	1,75	7,63	60,4%
Offer of modernity	1,72	8,33	97,5%
Offer of different experiences	1,65	8,37	89,1%
Diversity of restaurants	1,54	7,73	68,3%
Offer of museums	1,50	8,01	75,9%
Urban and public spaces cleanliness	1,33	7,59	56,0%
Good weather	1,23	8,13	90,5%
Quality of wi-fi service	1,22	7,49	52,9%
Tourism information offices	1,21	8,20	96,7%
Existence of cultural events	1,05	7,39	51,3%
Shopping facilities	0,73	7,53	43,3%
Quality of accommodation service	0,72	7,18	32,1%
Diversity of animation activities	0,70	8,11	83,5%
Nightlife offer	0,59	8,06	88,0%
Offer of attractions for children	0,03	Ind.	Ind.



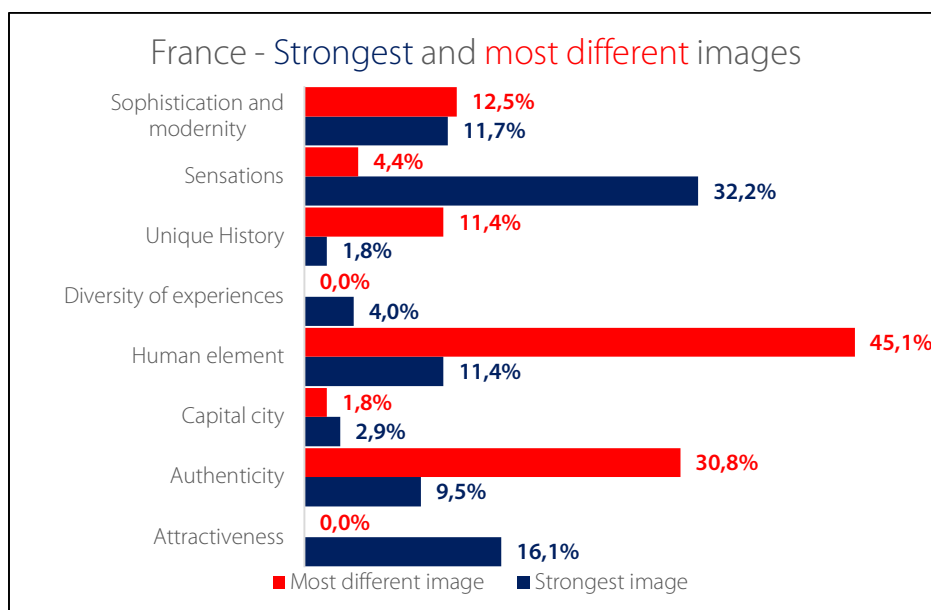


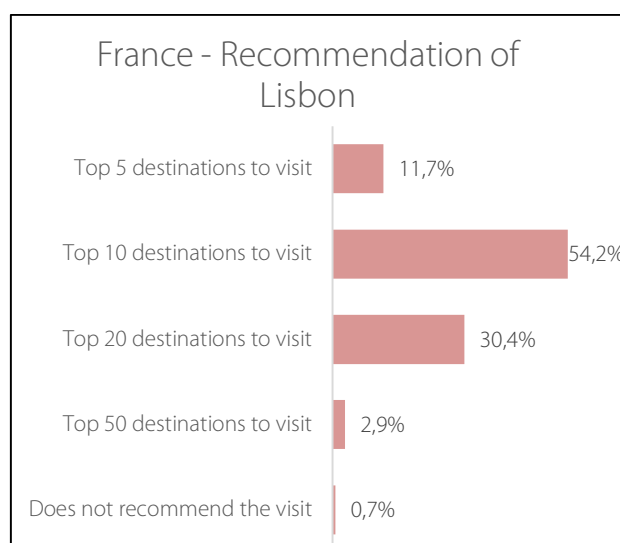
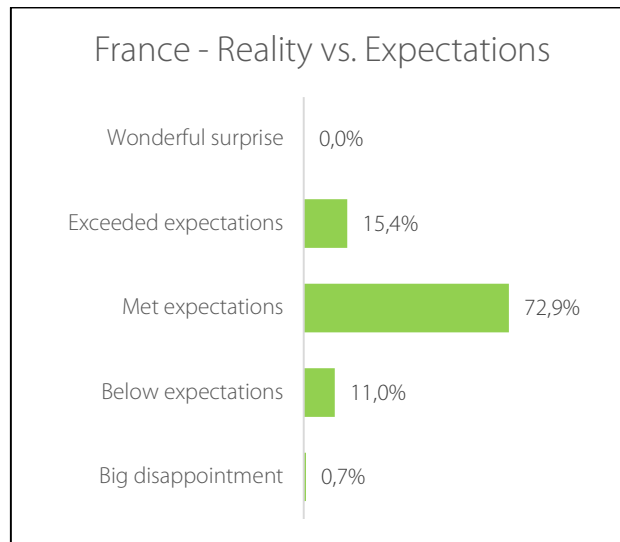
FRANCE (273 answers)



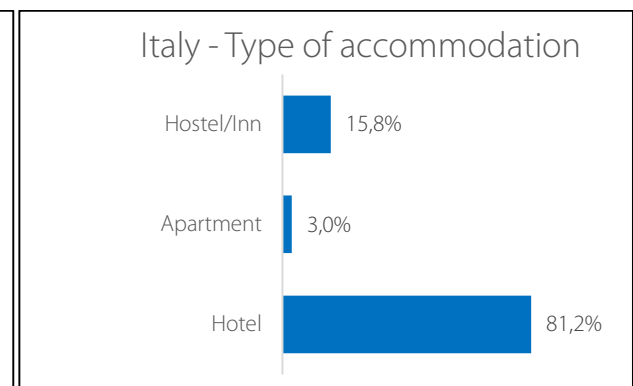
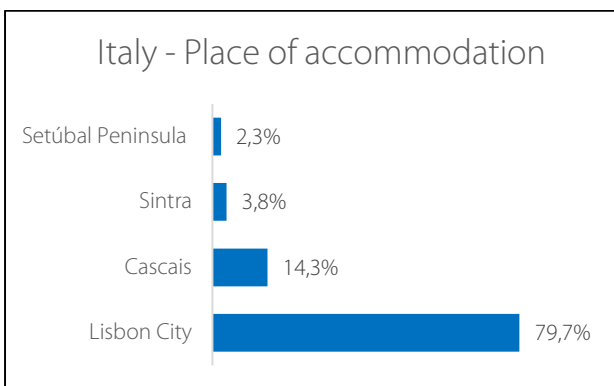
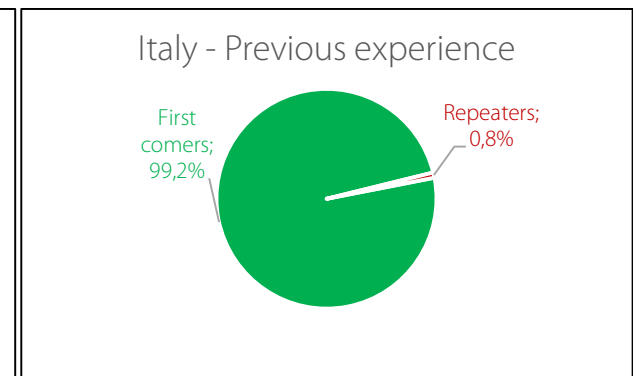
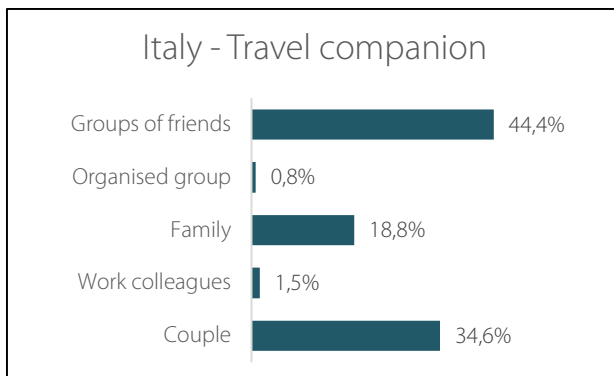
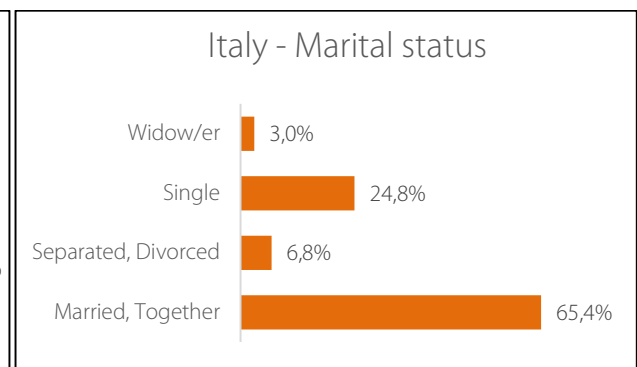
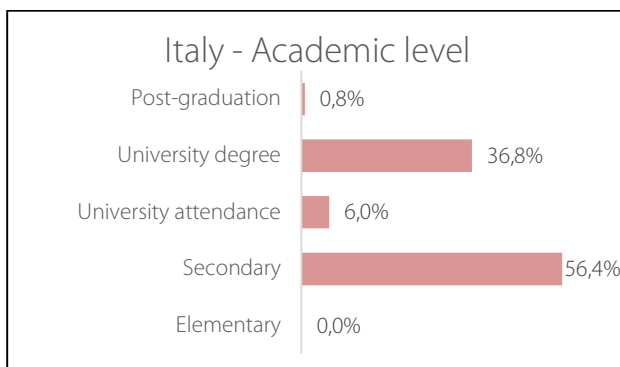
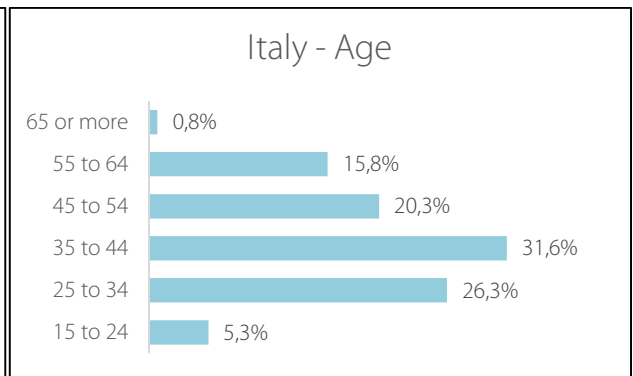
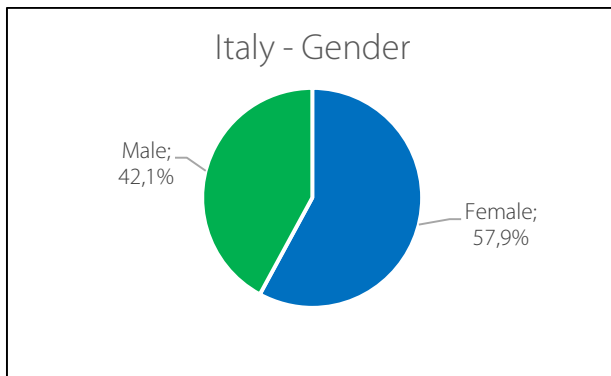
	% satisfaction (8 or more)	Average evaluation (1 to 10)
Global evaluation	15,8%	6,63

Parameter	Level of importance (0 to 2)	Average evaluation (1 to 10)	% satisfaction (8 or more)
Public transportation network	1,94	7,12	29,2%
Good value for money	1,93	7,98	81,3%
Feeling of safety/security	1,88	7,72	60,8%
Friendliness/Helpfulness of local people	1,79	8,31	90,1%
Good weather	1,77	8,34	95,5%
Observance of environmental regulations	1,75	7,31	40,1%
Tourist signs	1,73	7,35	37,4%
Quality of restaurant service	1,73	7,65	59,2%
Offer of monuments	1,69	7,94	75,4%
Offer of modernity	1,48	8,01	83,1%
Urban and public spaces cleanliness	1,35	7,24	37,0%
Diversity of restaurants	1,33	7,36	40,0%
Tourism information offices	1,21	8,27	83,6%
Offer of different experiences	1,02	7,60	55,9%
Offer of museums	0,92	7,31	40,1%
Diversity of animation activities	0,74	8,02	80,6%
Existence of cultural events	0,74	7,39	49,5%
Quality of wi-fi service	0,59	7,52	51,6%
Nightlife offer	0,58	8,45	85,9%
Quality of accommodation service	0,39	7,20	35,1%
Shopping facilities	0,31	7,67	57,3%
Offer of attractions for children	0,06	7,73	54,5%



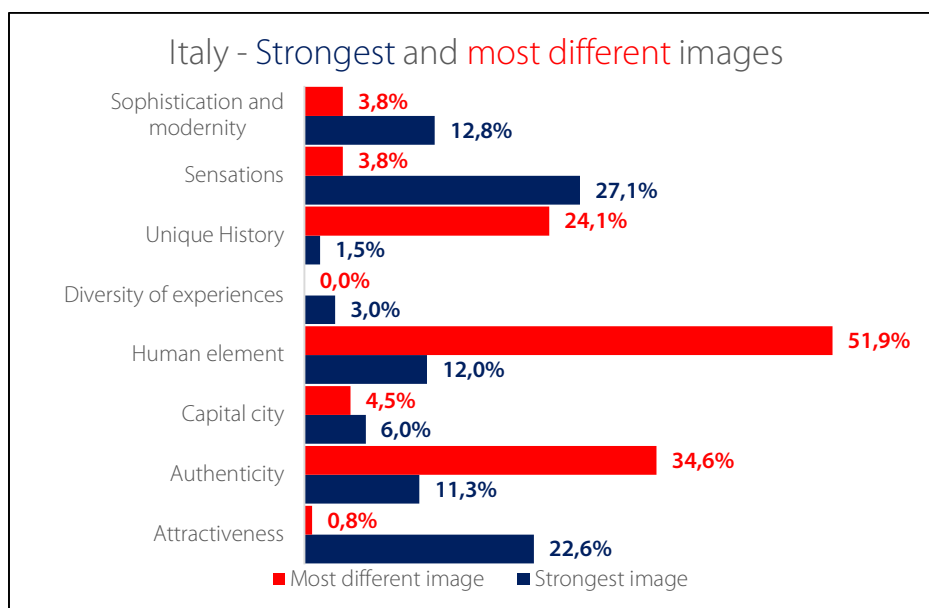


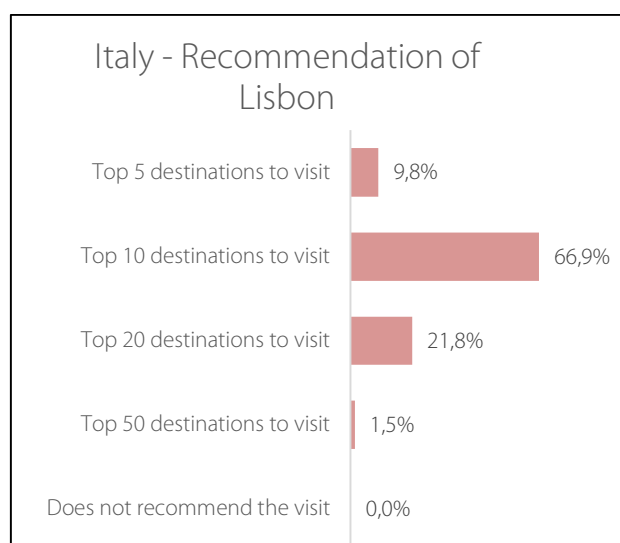
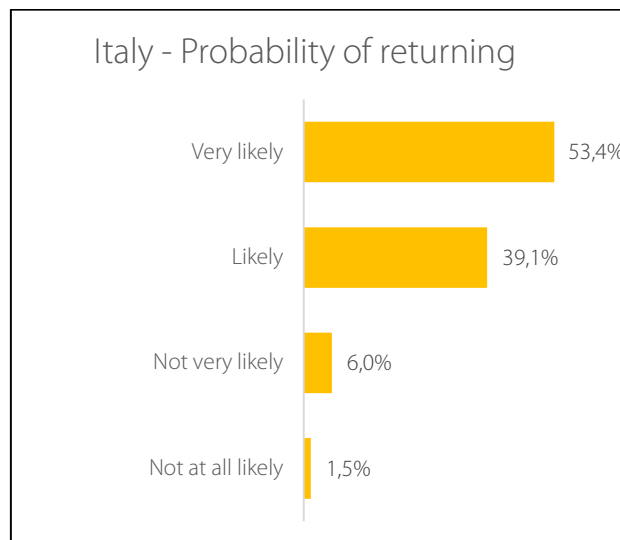
ITALY (133 answers)



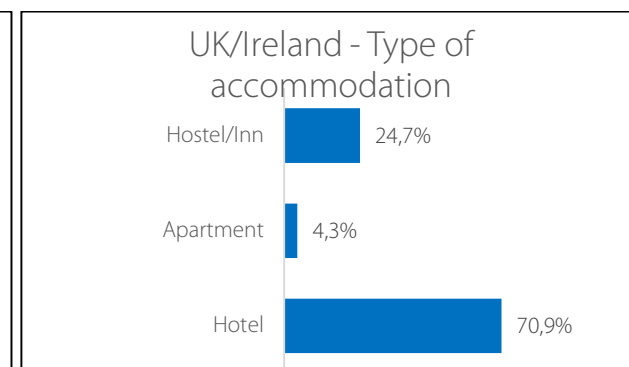
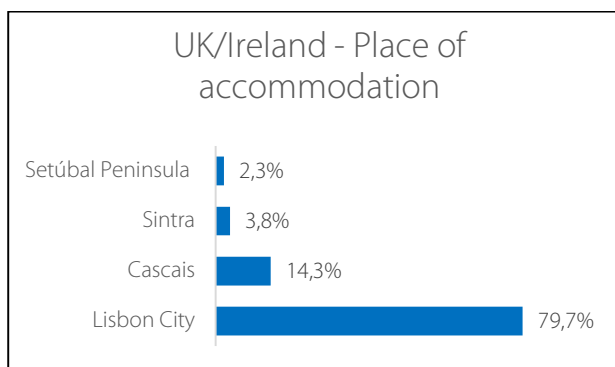
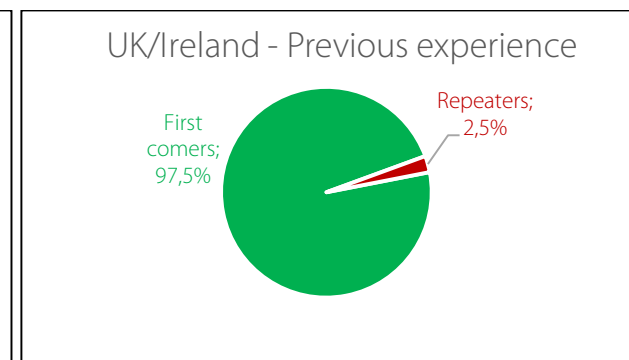
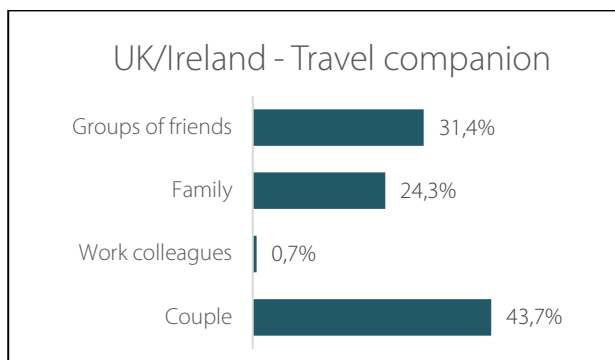
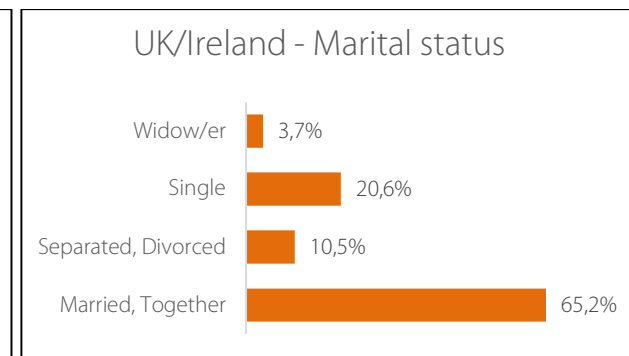
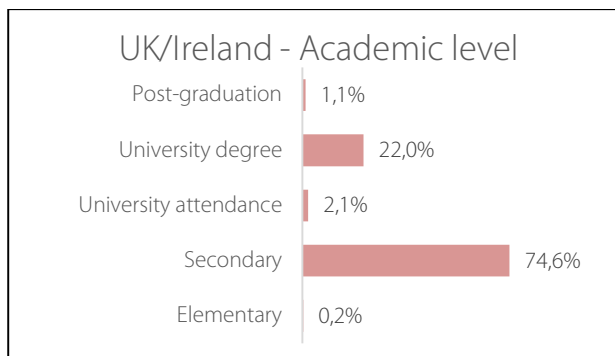
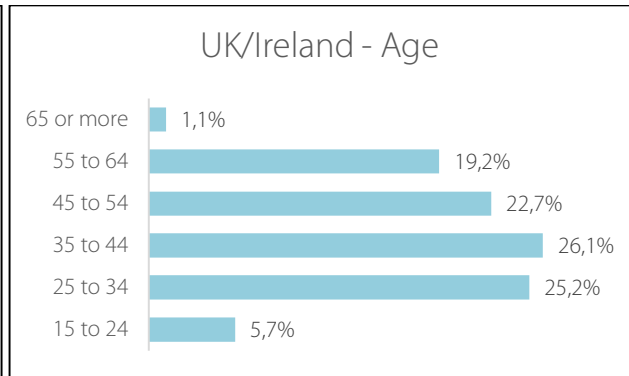
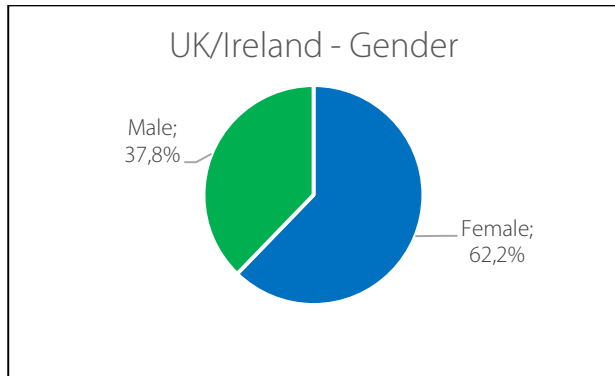
	% satisfaction (8 or more)	Average evaluation (1 to 10)
Global evaluation	18,0%	6,90

Parameter	Level of importance (0 to 2)	Average evaluation (1 to 10)	% satisfaction (8 or more)
Good value for money	1,96	8,07	85,7%
Public transportation network	1,95	7,25	33,1%
Feeling of safety/security	1,91	7,83	69,9%
Friendliness/Helpfulness of local people	1,80	8,50	97,0%
Observance of environmental regulations	1,79	7,53	43,8%
Tourist signs	1,78	7,45	42,4%
Offer of monuments	1,75	8,01	79,7%
Quality of restaurant service	1,72	7,94	73,7%
Offer of modernity	1,62	8,15	89,5%
Good weather	1,58	8,27	93,2%
Diversity of restaurants	1,40	7,43	45,8%
Urban and public spaces cleanliness	1,35	7,43	41,4%
Tourism information offices	1,25	8,12	88,0%
Offer of different experiences	1,03	7,75	62,9%
Offer of museums	1,02	7,58	49,5%
Existence of cultural events	0,83	7,39	47,1%
Quality of wi-fi service	0,67	7,39	45,6%
Diversity of animation activities	0,66	7,95	72,7%
Nightlife offer	0,63	8,46	89,8%
Quality of accommodation service	0,43	7,15	30,9%
Shopping facilities	0,35	7,37	34,9%
Offer of attractions for children	0,02	8,00	100,0%



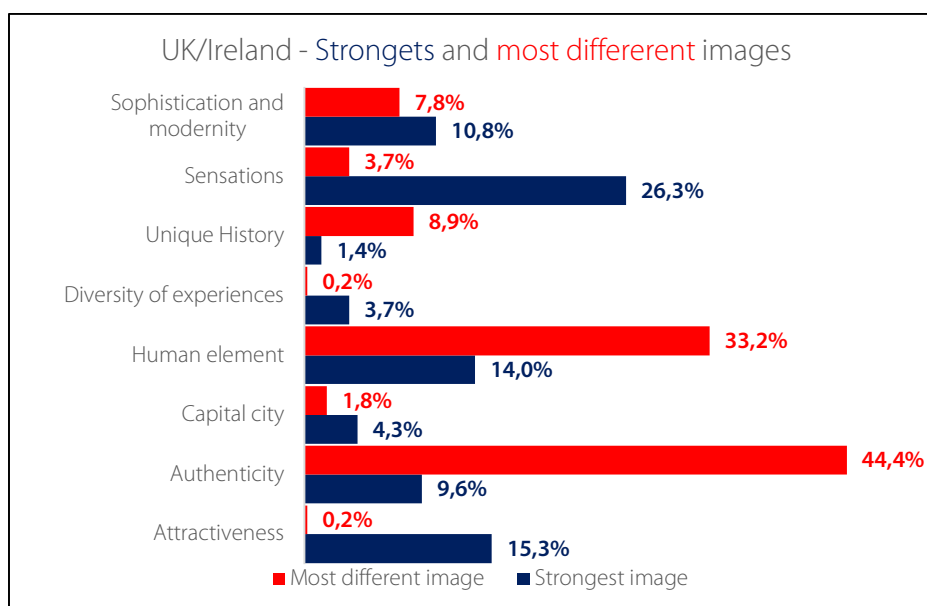


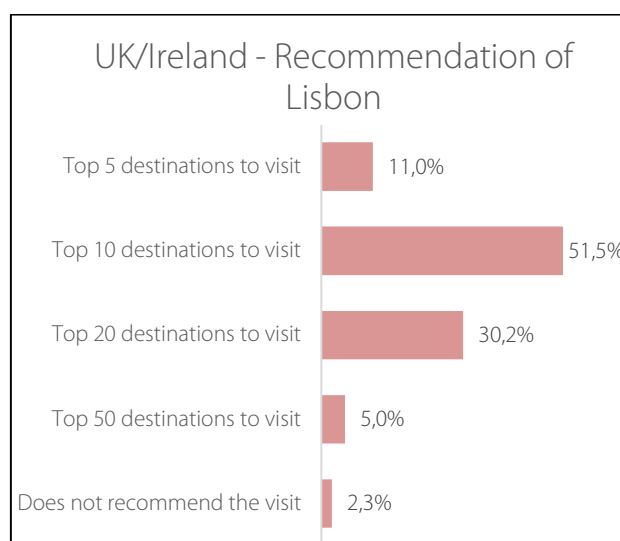
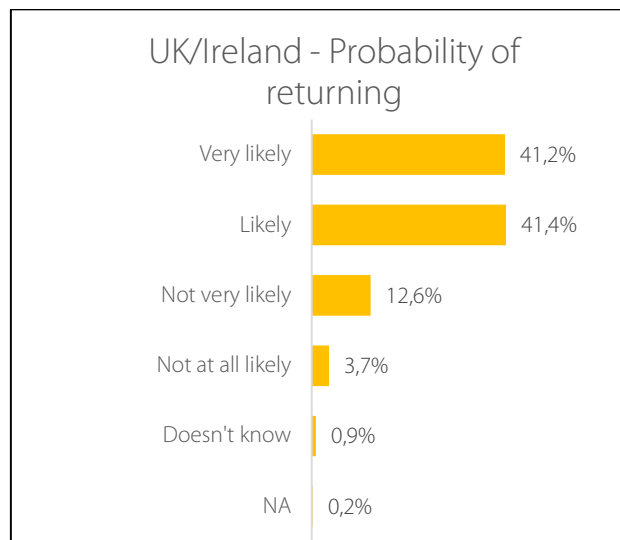
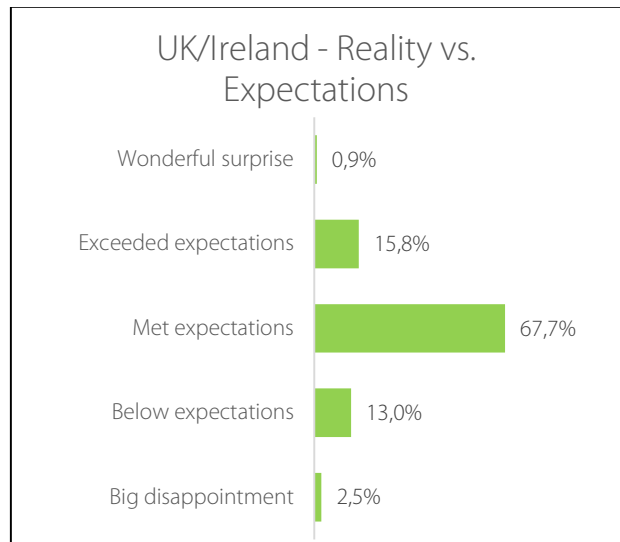
UNITED KINGDOM/IRELAND (437 answers)



	% satisfaction (8 or more)	Average evaluation (1 to 10)
Global evaluation	12,6%	6,55

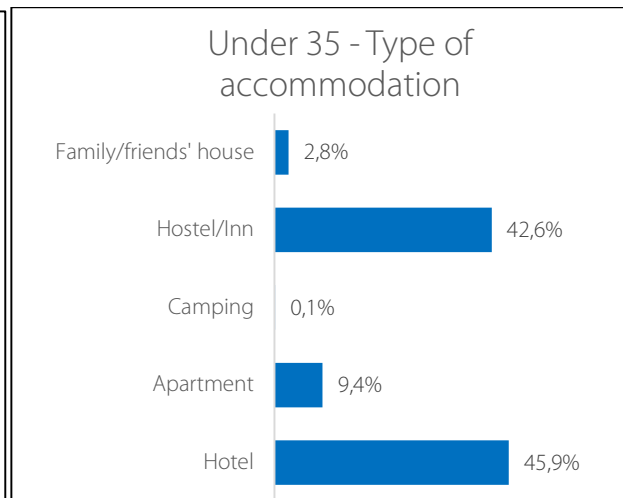
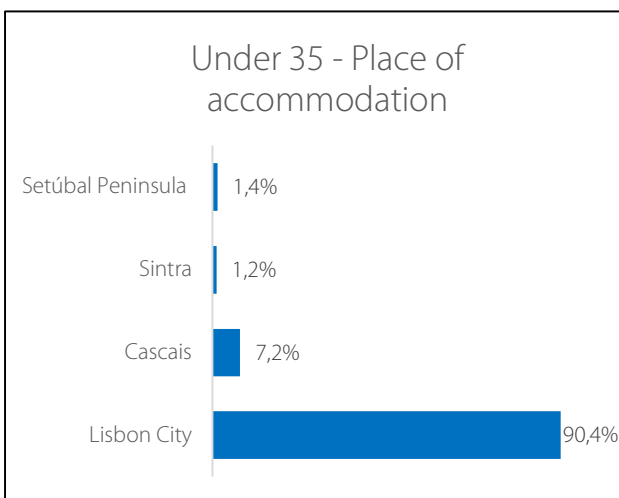
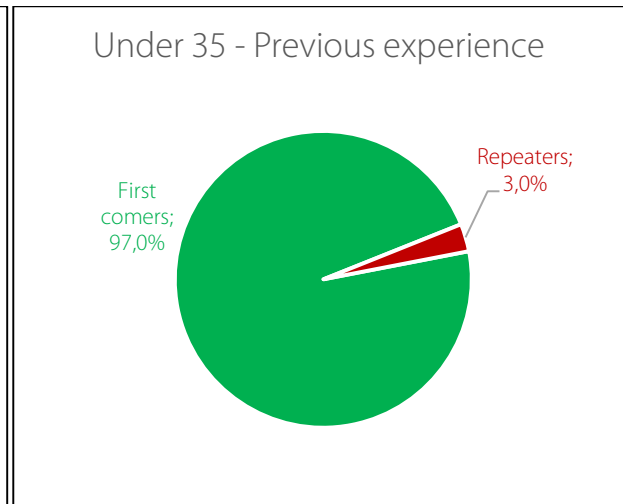
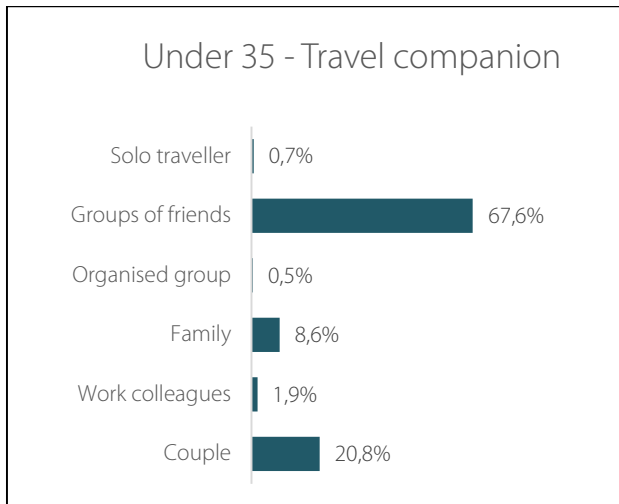
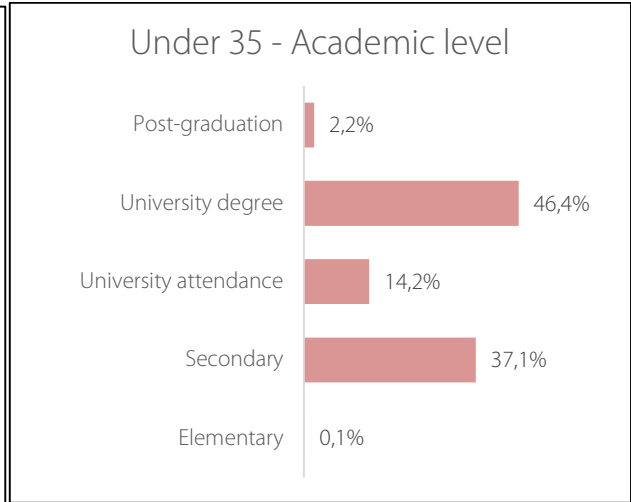
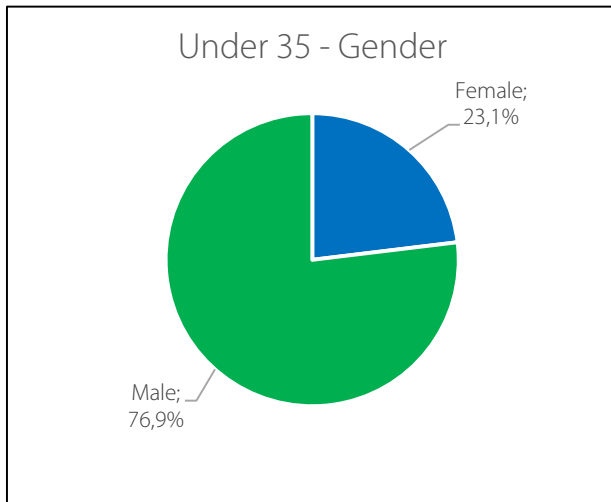
Parameter	Level of importance (0 to 2)	Average evaluation (1 to 10)	% satisfaction (8 or more)
Public transportation network	1,96	7,03	27,4%
Good value for money	1,93	8,03	82,6%
Feeling of safety/security	1,88	7,66	63,2%
Good weather	1,86	8,51	96,5%
Friendliness/Helpfulness of local people	1,80	8,30	90,3%
Observance of environmental regulations	1,76	7,23	32,0%
Tourist signs	1,75	7,43	43,5%
Quality of restaurant service	1,70	7,80	66,4%
Offer of monuments	1,65	7,95	76,8%
Offer of modernity	1,47	7,99	81,8%
Urban and public spaces cleanliness	1,42	7,20	33,0%
Diversity of restaurants	1,32	7,35	40,3%
Tourism information offices	1,32	8,13	82,3%
Offer of different experiences	1,00	7,54	55,3%
Offer of museums	0,96	7,40	43,1%
Existence of cultural events	0,73	7,42	49,3%
Quality of wi-fi service	0,73	7,48	51,2%
Diversity of animation activities	0,67	8,02	79,1%
Nightlife offer	0,59	8,36	86,9%
Quality of accommodation service	0,41	7,14	35,2%
Shopping facilities	0,27	7,63	54,9%
Offer of attractions for children	0,07	7,19	62,5%





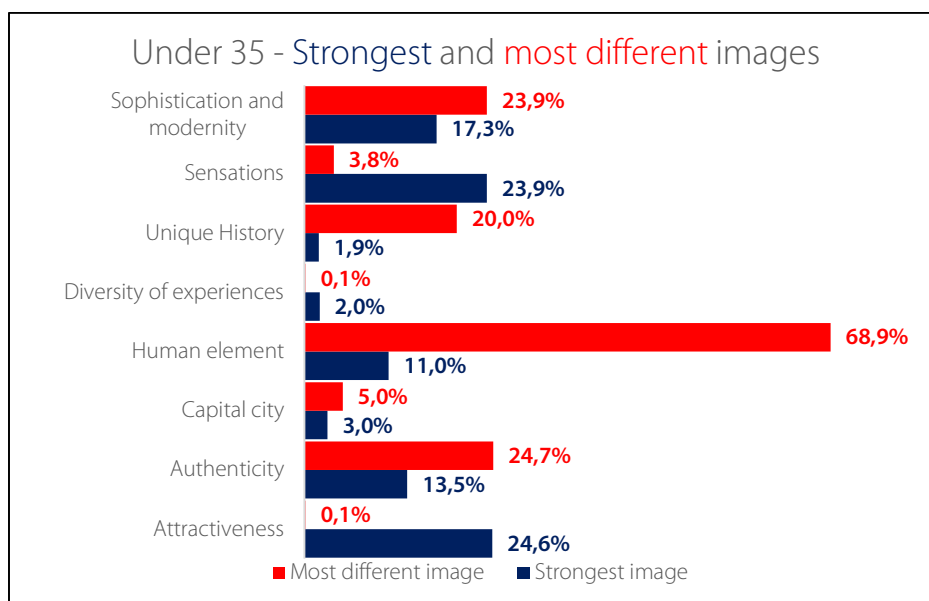
2. RESULTS BY AGE

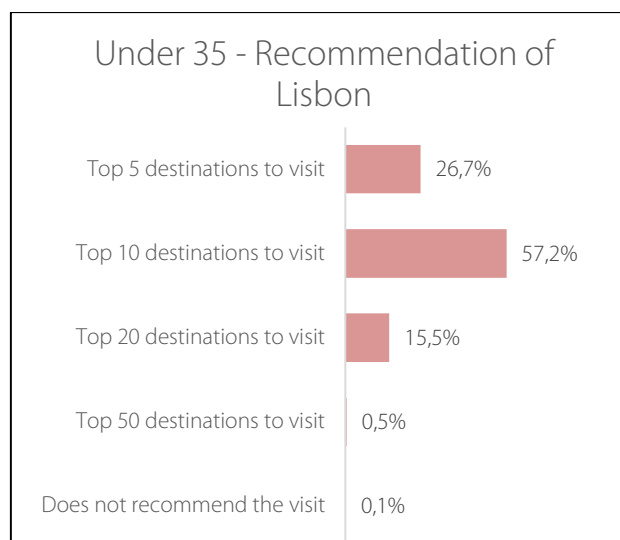
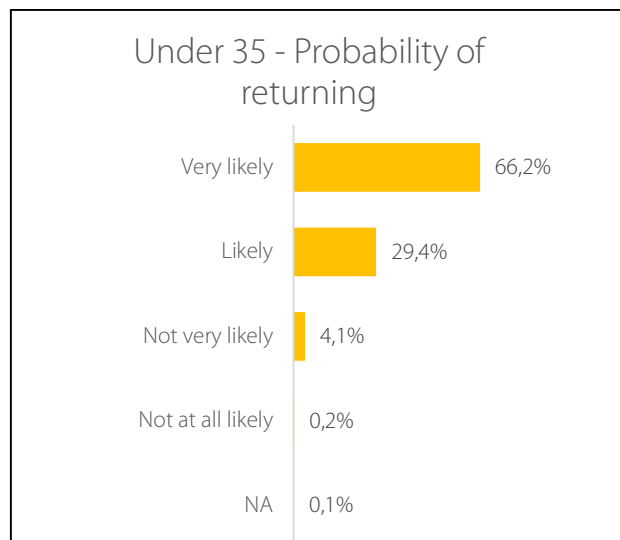
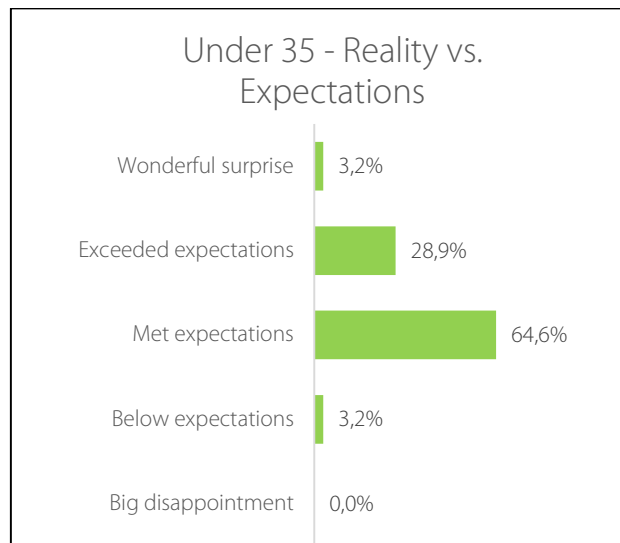
UNDER 35 YEARS OLD (862 answers)



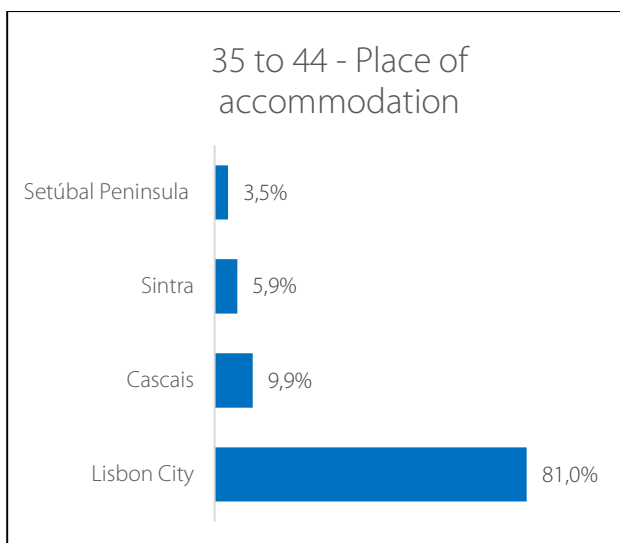
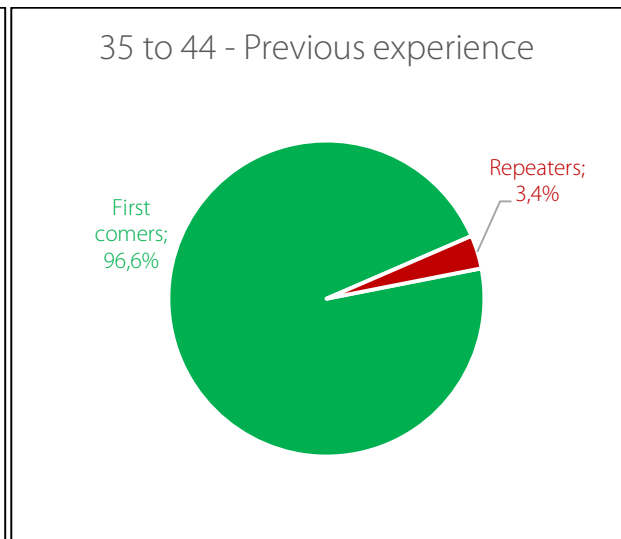
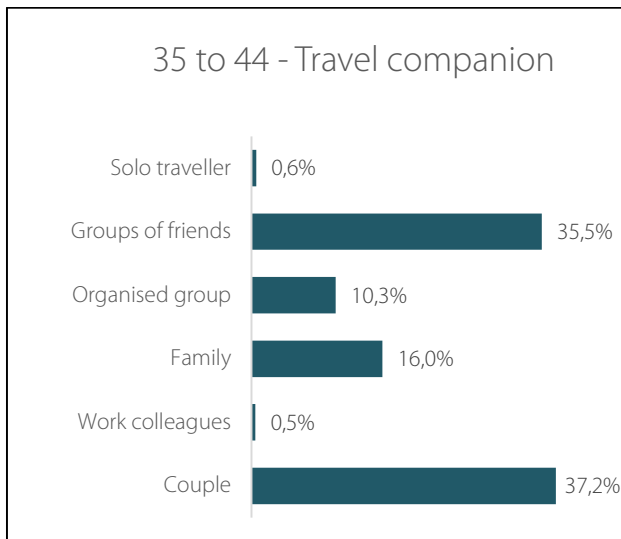
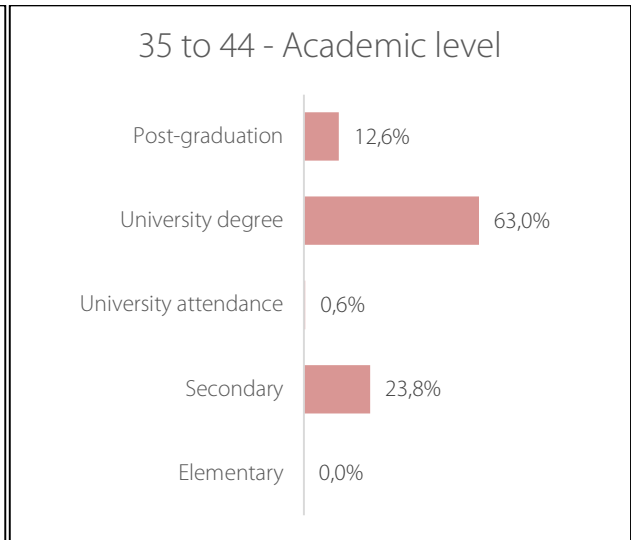
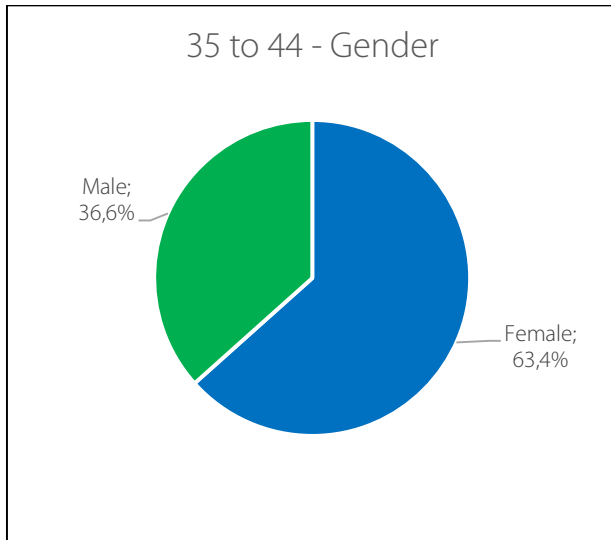
	% satisfaction (8 or more)	Average evaluation (1 to 10)
Global evaluation	27,0%	7,01

Parameter	Level of importance (0 to 2)	Average evaluation (1 to 10)	% satisfaction (8 or more)
Public transportation network	1,91	7,28	36,9%
Good value for money	1,90	7,86	74,3%
Friendliness/Helpfulness of local people	1,87	8,63	96,6%
Feeling of safety/security	1,78	7,84	70,3%
Good weather	1,67	8,33	90,3%
Observance of environmental regulations	1,63	7,60	55,9%
Offer of monuments	1,59	8,02	80,0%
Tourist signs	1,54	7,43	44,5%
Offer of different experiences	1,50	7,90	70,3%
Quality of restaurant service	1,48	7,61	53,3%
Offer of modernity	1,39	8,01	84,2%
Nightlife offer	1,36	8,64	94,4%
Urban and public spaces cleanliness	1,29	7,46	48,4%
Diversity of restaurants	1,03	7,42	43,0%
Quality of wi-fi service	1,00	7,43	46,0%
Diversity of animation activities	0,90	8,17	82,6%
Tourism information offices	0,75	8,48	92,6%
Offer of museums	0,61	7,55	48,3%
Existence of cultural events	0,52	7,37	43,4%
Shopping facilities	0,29	7,69	59,0%
Quality of accommodation service	0,20	7,10	33,1%
Offer of attractions for children	0,08	7,22	50,0%



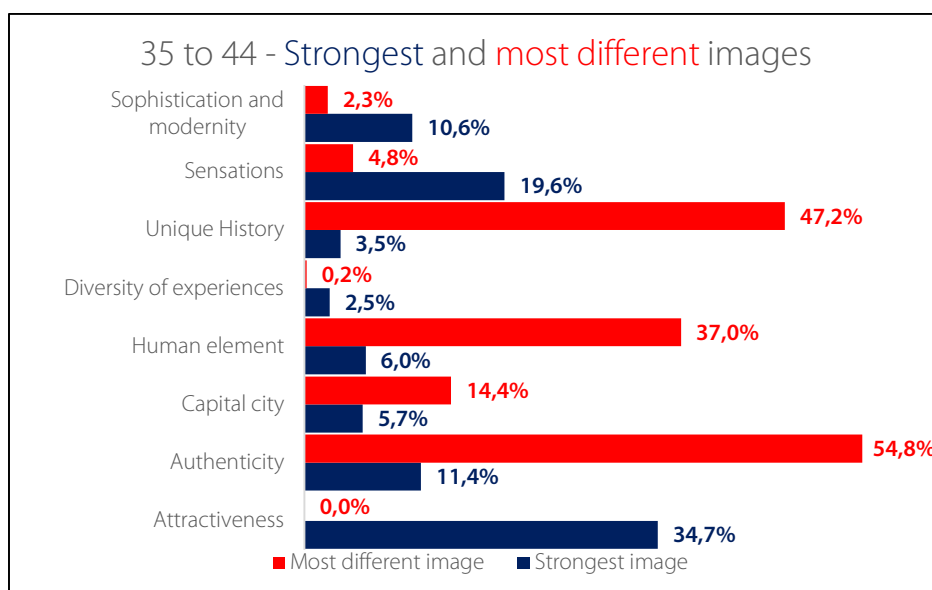


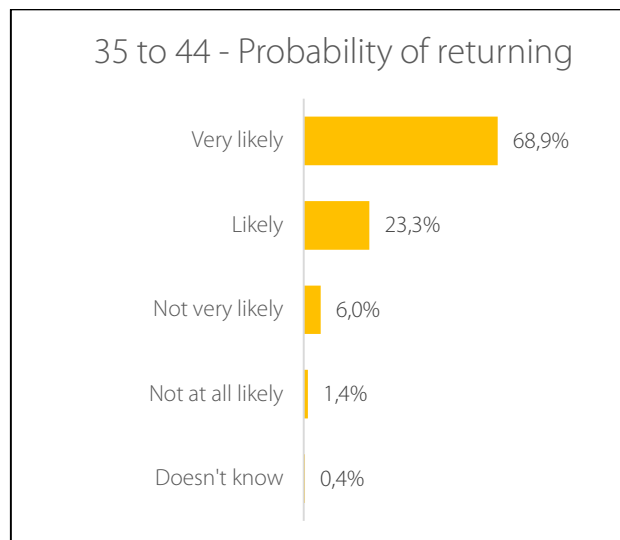
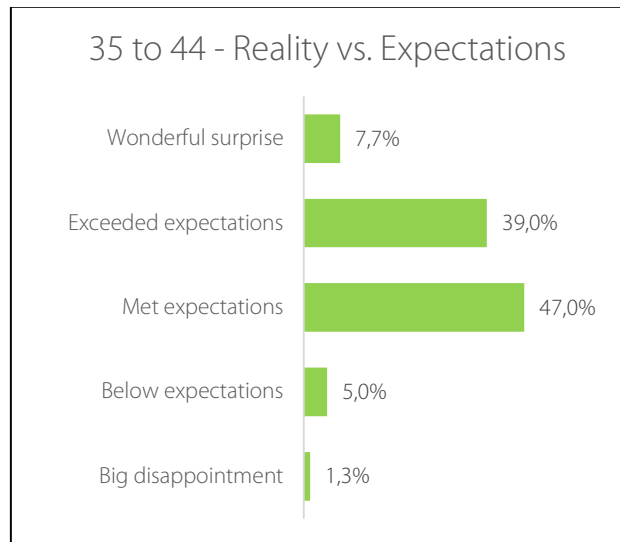
35 TO 44 YEARS OLD (1.049 answers)



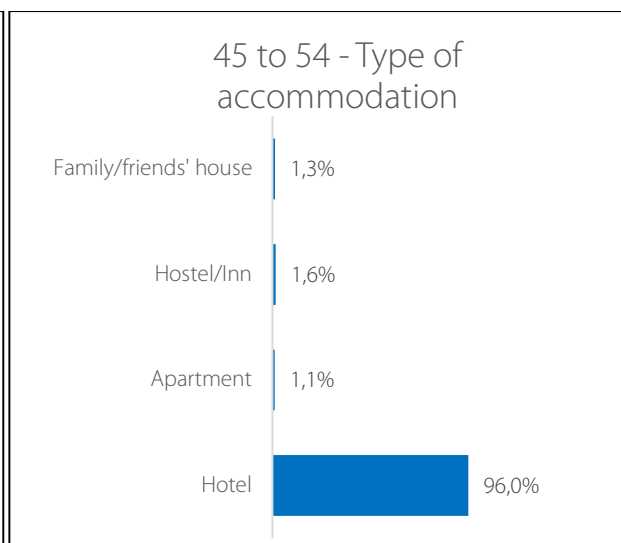
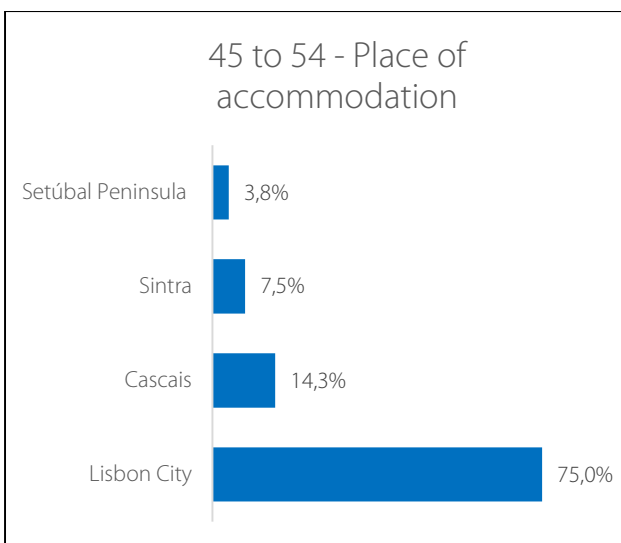
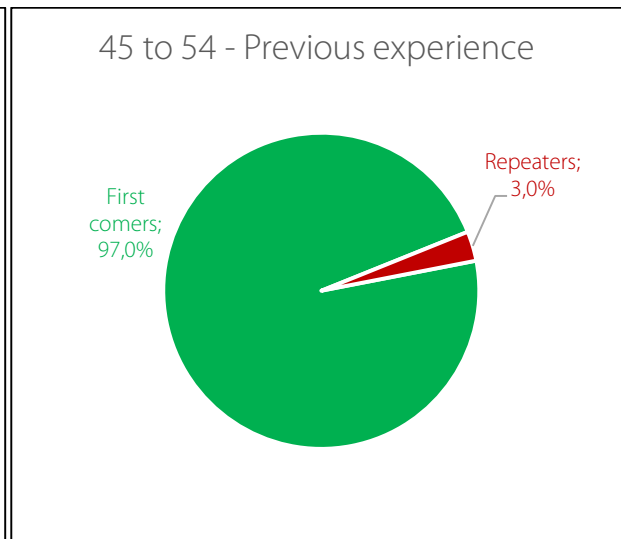
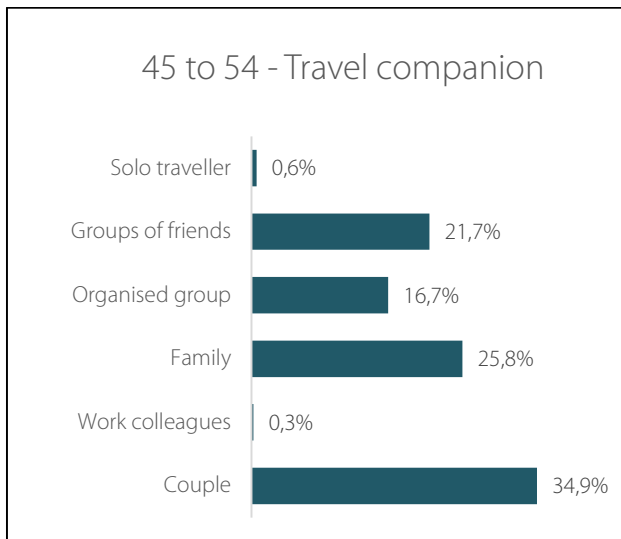
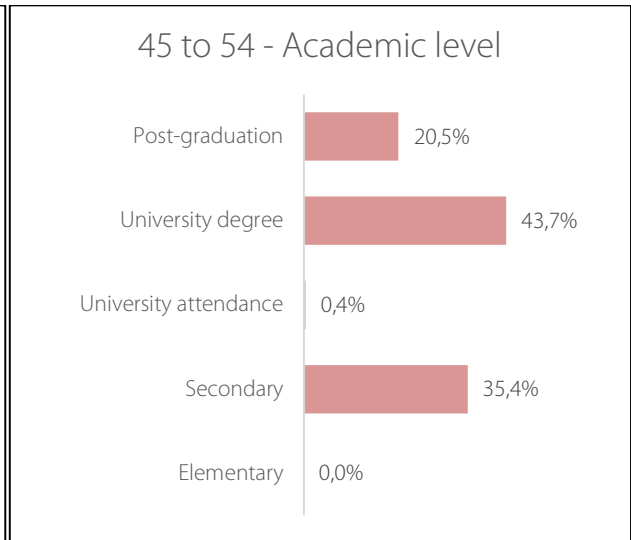
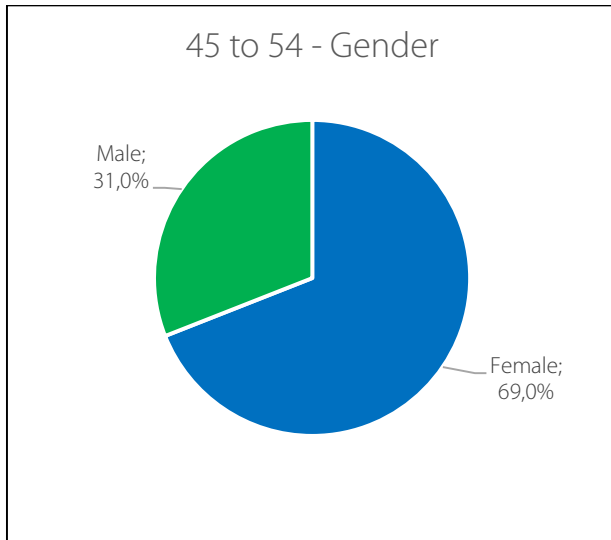
	% satisfaction (8 or more)	Average evaluation (1 to 10)
Global evaluation	50,5%	7,37

Parameter	Level of importance (0 to 2)	Average evaluation (1 to 10)	% satisfaction (8 or more)
Public transportation network	1,96	7,40	46,6%
Feeling of safety/security	1,95	7,98	75,1%
Good value for money	1,94	7,46	51,0%
Quality of restaurant service	1,85	8,20	84,8%
Tourist signs	1,85	7,62	56,7%
Offer of monuments	1,83	8,15	81,7%
Friendliness/Helpfulness of local people	1,77	8,19	85,8%
Observance of environmental regulations	1,73	7,80	66,2%
Offer of modernity	1,68	8,20	89,8%
Diversity of restaurants	1,50	7,61	58,8%
Good weather	1,47	7,92	69,1%
Urban and public spaces cleanliness	1,37	7,63	57,7%
Offer of different experiences	1,36	7,92	71,7%
Offer of museums	1,29	7,72	61,1%
Tourism information offices	1,28	8,19	88,8%
Quality of wi-fi service	1,03	7,73	68,1%
Existence of cultural events	0,94	7,42	47,8%
Diversity of animation activities	0,75	8,04	81,1%
Quality of accommodation service	0,66	7,39	46,9%
Shopping facilities	0,62	7,69	58,5%
Nightlife offer	0,49	7,94	74,3%
Offer of attractions for children	0,06	7,56	50,0%



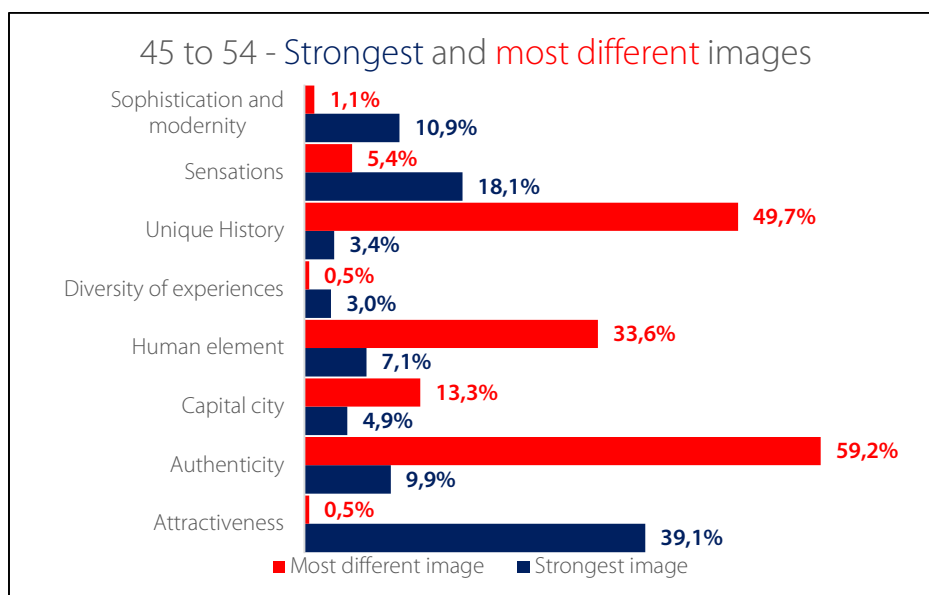


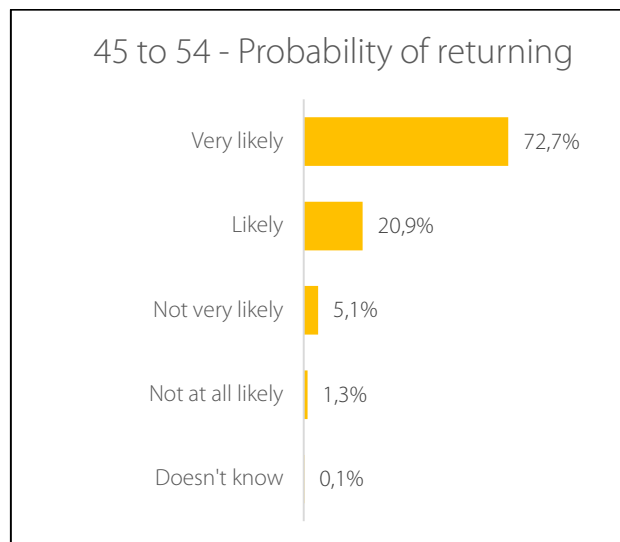
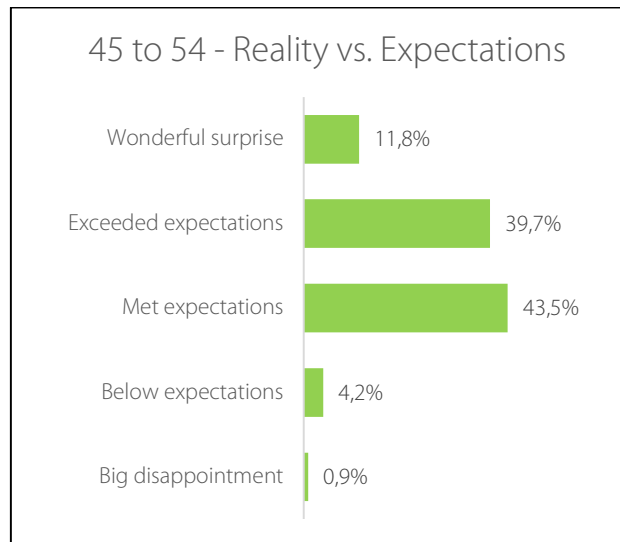
45 TO 54 YEARS OLD (791 answers)



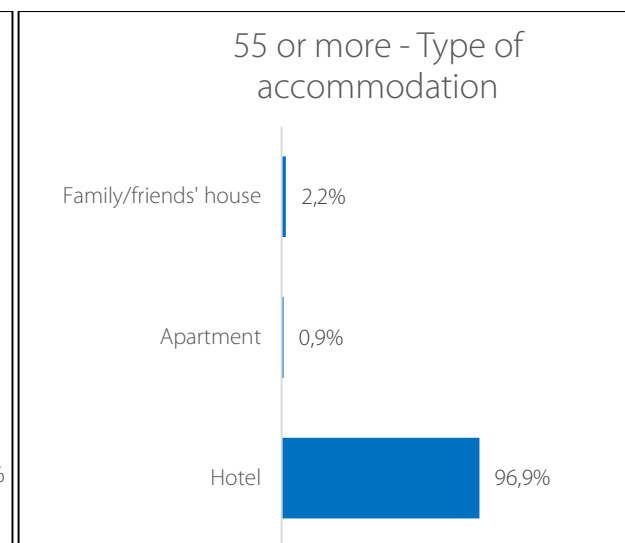
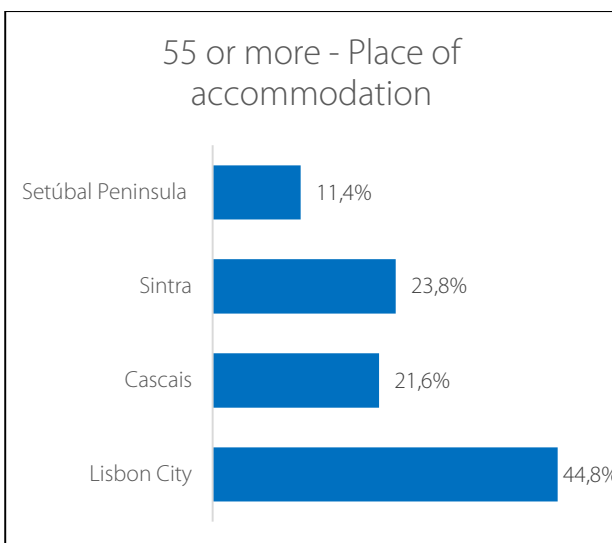
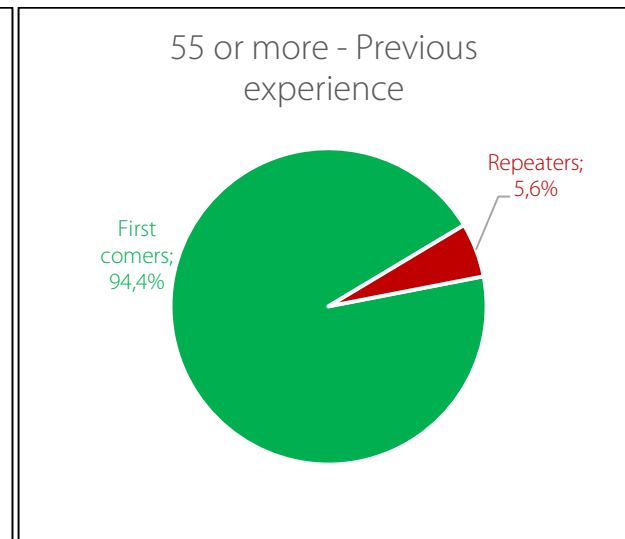
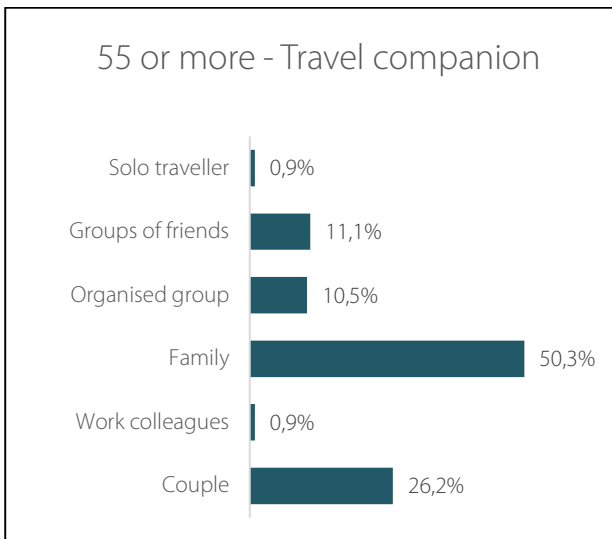
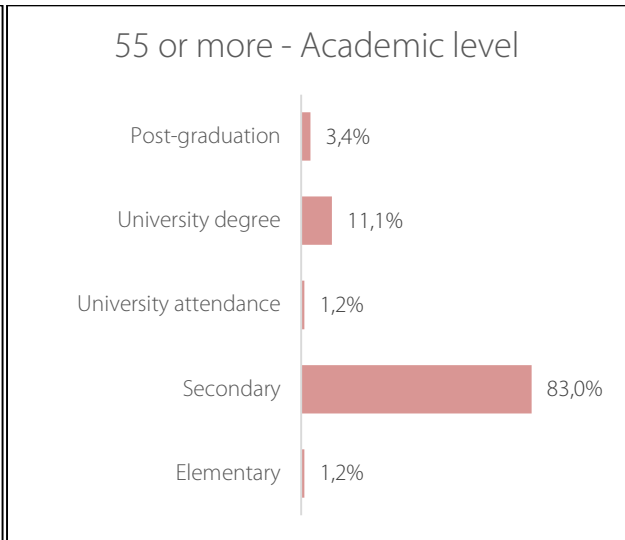
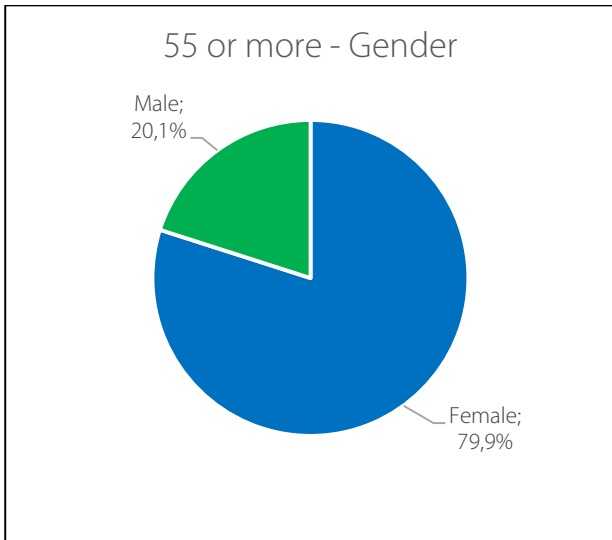
	% satisfaction (8 or more)	Average evaluation (1 to 10)
Global evaluation	56,8%	7,52

Parameter	Level of importance (0 to 2)	Average evaluation (1 to 10)	% satisfaction (8 or more)
Feeling of safety/security	1,96	8,17	81,0%
Public transportation network	1,96	7,55	53,6%
Good value for money	1,92	7,45	49,9%
Quality of restaurant service	1,88	8,35	90,4%
Tourist signs	1,86	7,77	64,2%
Offer of monuments	1,81	8,24	83,0%
Friendliness/Helpfulness of local people	1,76	8,18	87,2%
Observance of environmental regulations	1,71	7,95	70,0%
Offer of modernity	1,66	8,25	90,5%
Diversity of restaurants	1,53	7,69	64,7%
Tourism information offices	1,49	8,37	93,2%
Good weather	1,46	7,82	63,9%
Offer of museums	1,39	7,80	64,2%
Urban and public spaces cleanliness	1,39	7,79	64,9%
Offer of different experiences	1,21	8,09	78,4%
Existence of cultural events	0,96	7,38	49,1%
Quality of wi-fi service	0,93	7,87	75,9%
Quality of accommodation service	0,81	7,44	48,1%
Diversity of animation activities	0,63	8,03	79,7%
Shopping facilities	0,59	7,84	66,4%
Nightlife offer	0,21	7,71	66,4%
Offer of attractions for children	0,06	7,88	87,5%



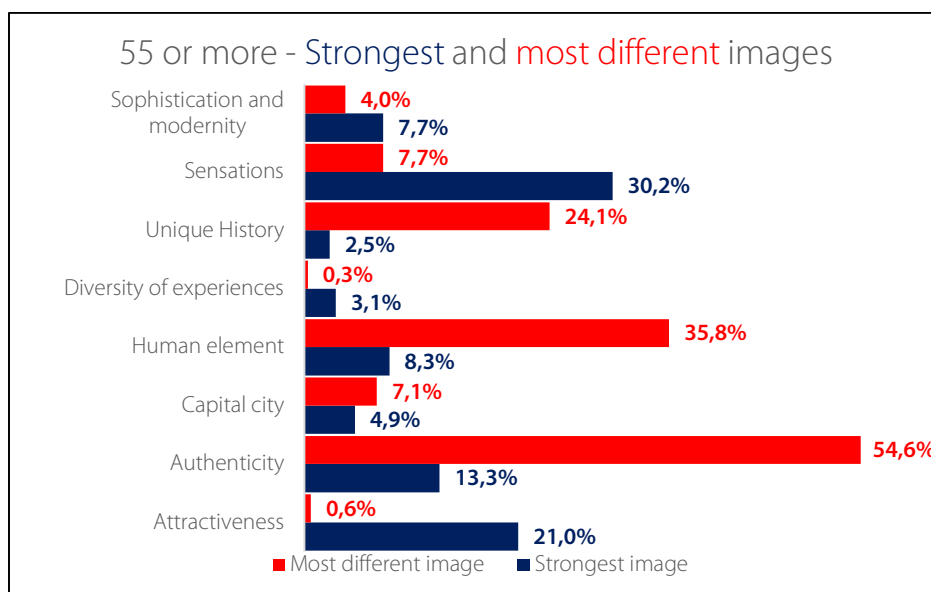


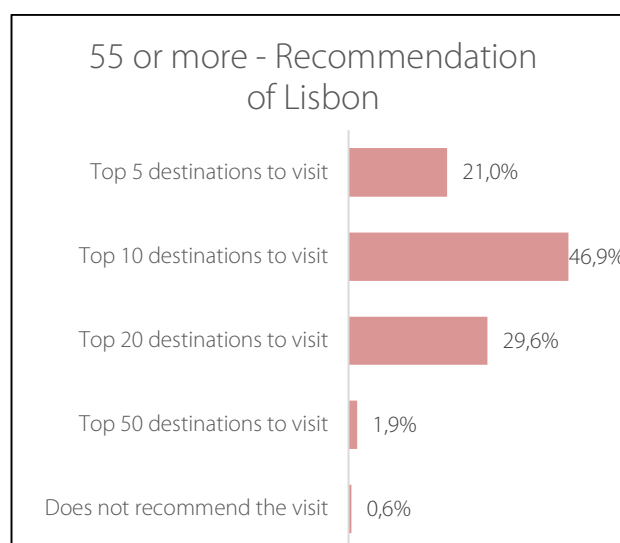
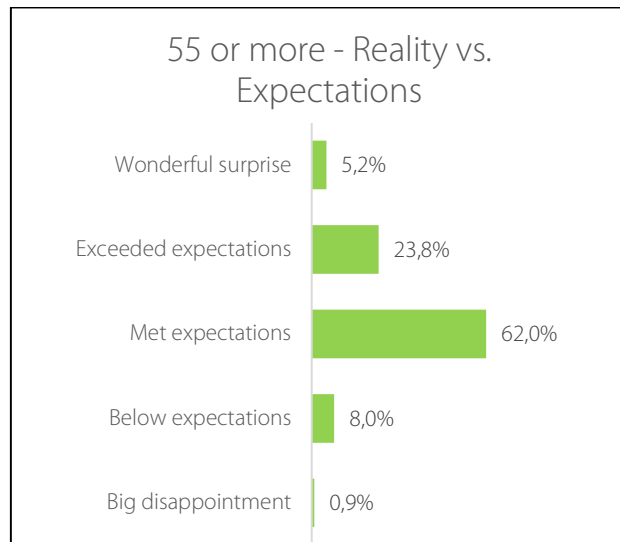
55 YEARS OLD OR MORE (324 answers)



	% satisfaction (8 or more)	Average evaluation (1 to 10)
Global evaluation	29,6%	7,04

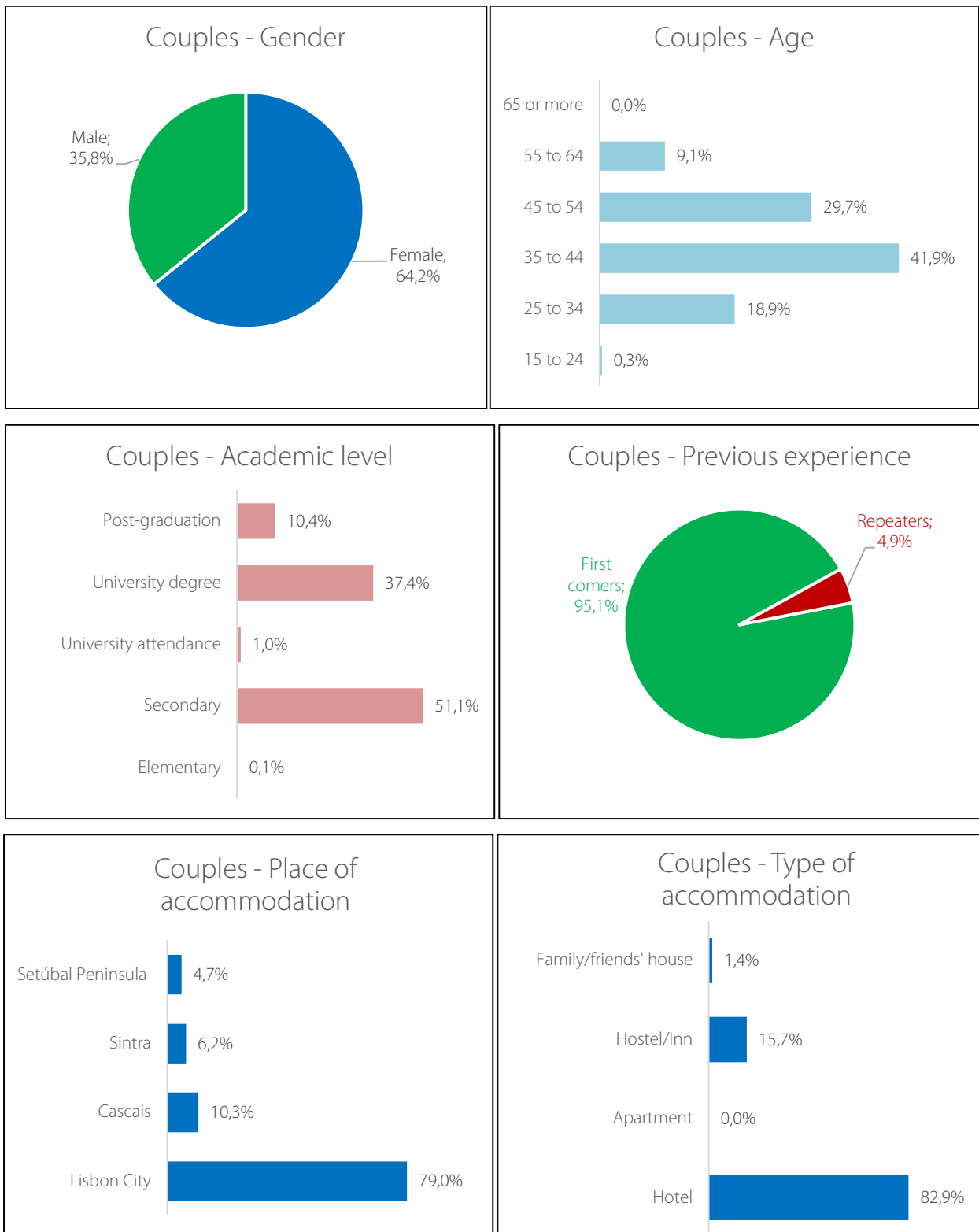
Parameter	Level of importance (0 to 2)	Average evaluation (1 to 10)	% satisfaction (8 or more)
Feeling of safety/security	1,97	7,90	71,3%
Public transportation network	1,95	7,13	31,1%
Good value for money	1,94	7,82	74,0%
Quality of restaurant service	1,89	8,22	88,7%
Tourist signs	1,88	7,51	49,4%
Friendliness/Helpfulness of local people	1,86	8,23	89,8%
Observance of environmental regulations	1,81	7,46	45,1%
Offer of monuments	1,78	8,07	79,8%
Good weather	1,73	8,32	86,9%
Tourism information offices	1,67	8,27	89,5%
Offer of modernity	1,59	8,13	90,2%
Urban and public spaces cleanliness	1,58	7,38	42,1%
Diversity of restaurants	1,56	7,49	53,8%
Offer of museums	1,40	7,52	49,8%
Existence of cultural events	1,03	7,43	54,5%
Quality of accommodation service	0,80	7,36	42,9%
Offer of different experiences	0,61	7,81	65,9%
Diversity of animation activities	0,50	8,06	82,9%
Quality of wi-fi service	0,35	7,72	67,9%
Shopping facilities	0,34	7,71	58,8%
Nightlife offer	0,07	7,88	75,0%
Offer of attractions for children	0,04	8,14	85,7%





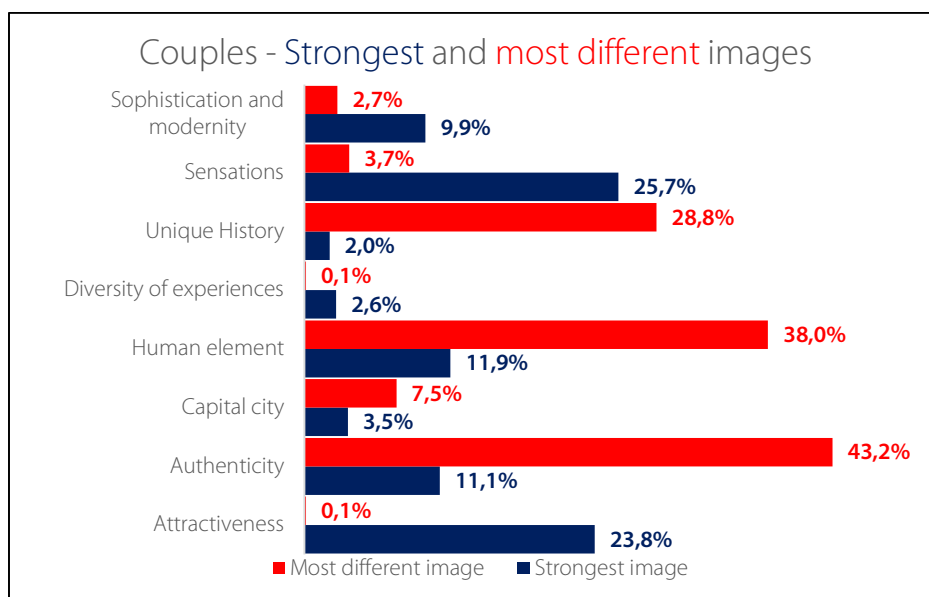
3. RESULTS BY TRAVEL COMPANION

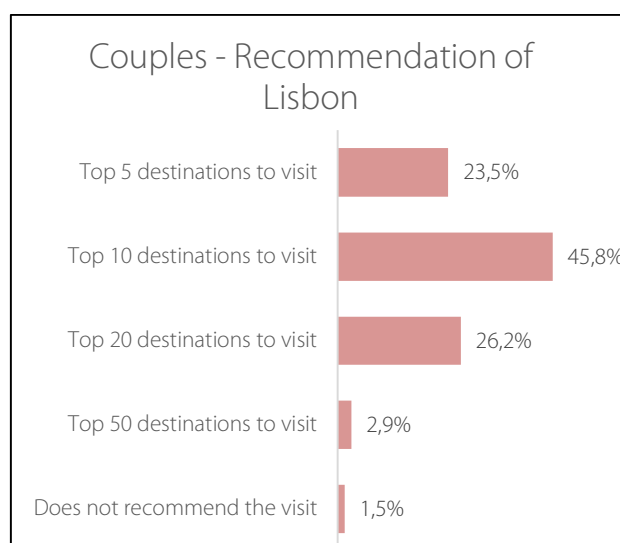
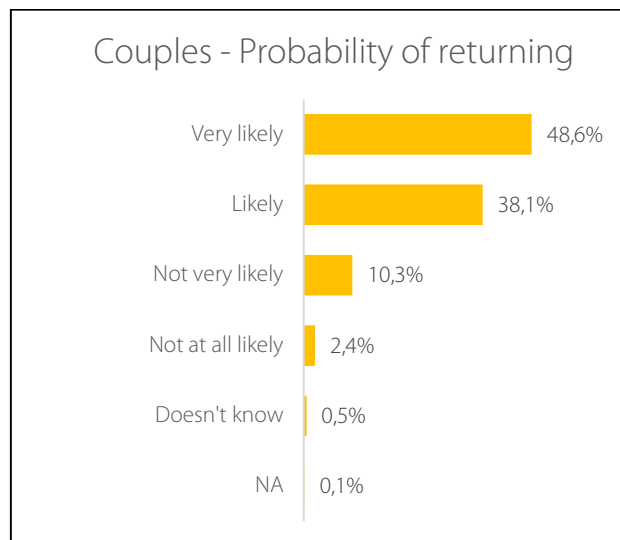
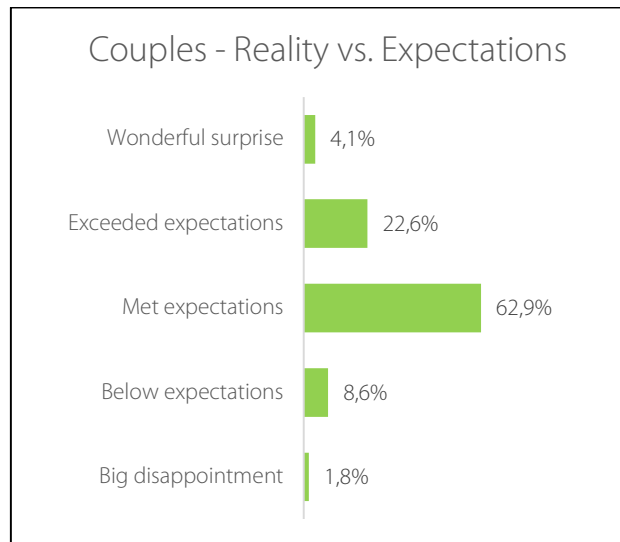
COUPLES (930 answers)



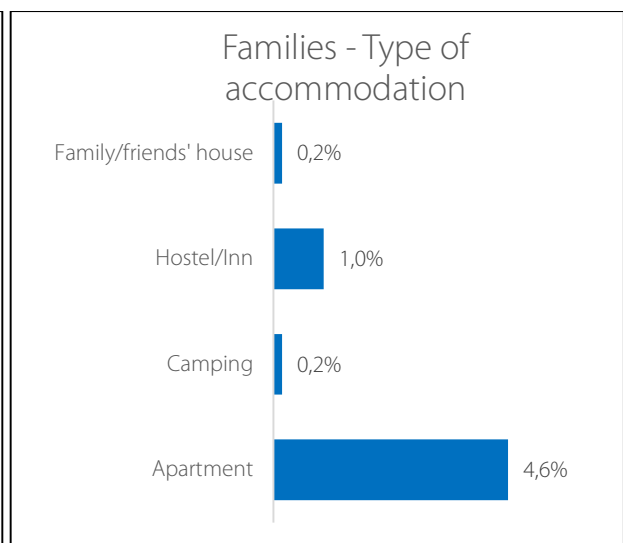
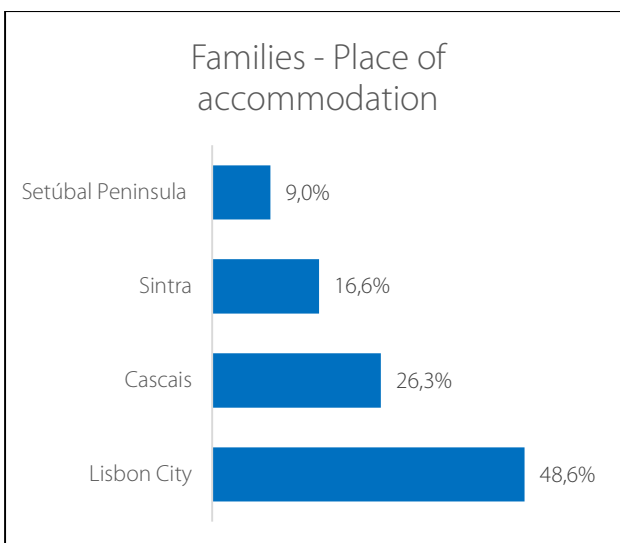
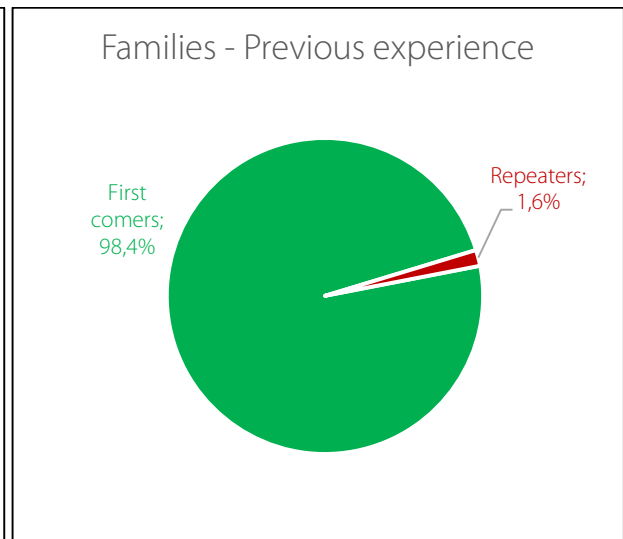
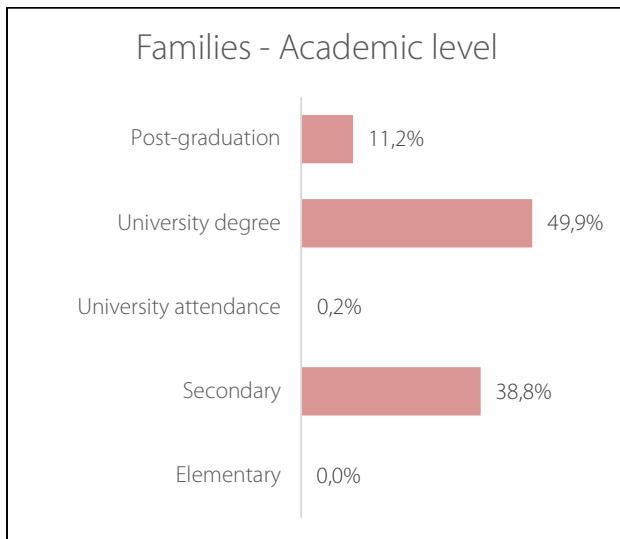
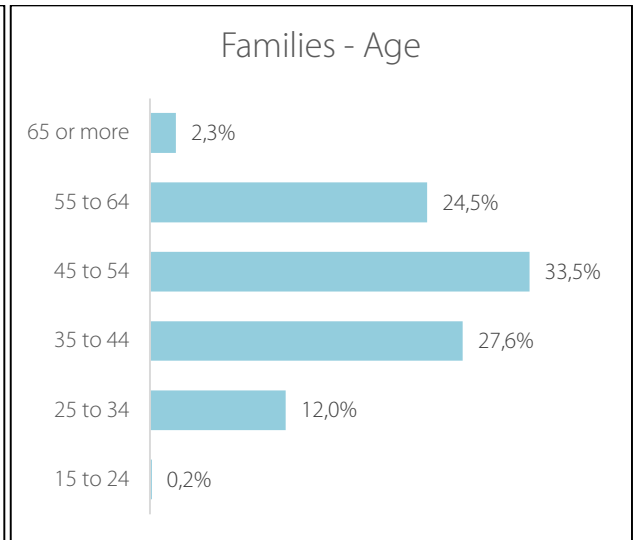
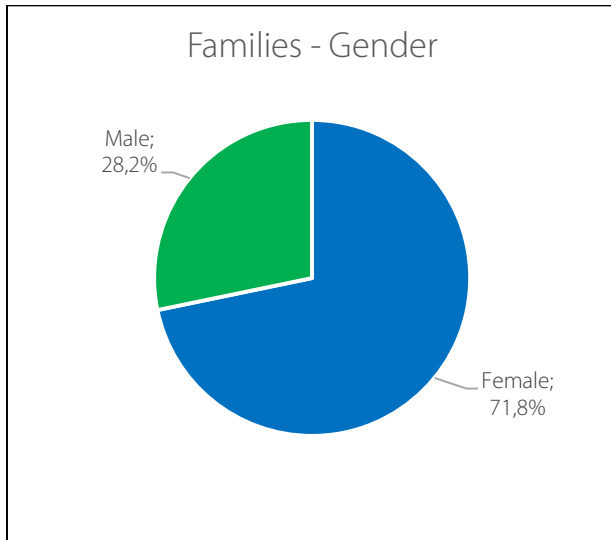
	% satisfaction (8 or more)	Average evaluation (1 to 10)
Global evaluation	29,5%	6,92

Parameter	Level of importance (0 to 2)	Average evaluation (1 to 10)	% satisfaction (8 or more)
Public transportation network	1,97	7,26	38,1%
Feeling of safety/security	1,93	7,87	70,2%
Good value for money	1,91	7,73	66,2%
Tourist signs	1,82	7,52	49,5%
Quality of restaurant service	1,78	7,99	77,5%
Friendliness/Helpfulness of local people	1,75	8,22	87,2%
Observance of environmental regulations	1,73	7,56	51,9%
Offer of monuments	1,71	8,03	74,8%
Good weather	1,61	8,16	81,7%
Offer of modernity	1,52	8,12	85,8%
Urban and public spaces cleanliness	1,41	7,46	48,7%
Diversity of restaurants	1,37	7,53	51,8%
Tourism information offices	1,30	8,11	85,0%
Offer of museums	1,13	7,51	49,2%
Offer of different experiences	1,02	7,62	57,7%
Existence of cultural events	0,75	7,38	47,3%
Quality of wi-fi service	0,71	7,62	60,9%
Diversity of animation activities	0,61	8,00	78,0%
Quality of accommodation service	0,52	7,31	44,0%
Shopping facilities	0,43	7,72	60,3%
Nightlife offer	0,34	7,82	68,1%
Offer of attractions for children	0,03	6,00	66,7%



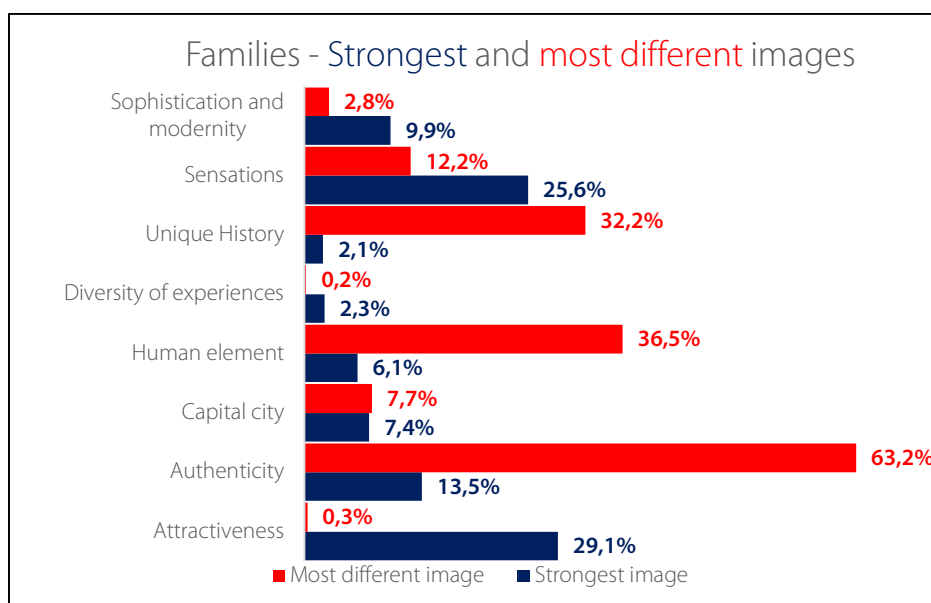


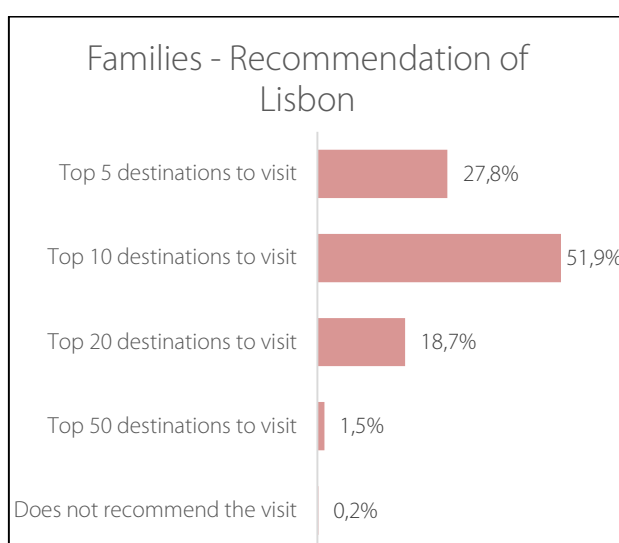
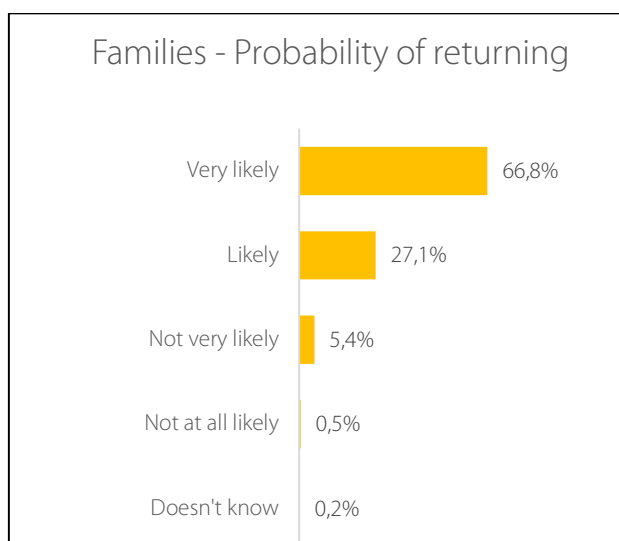
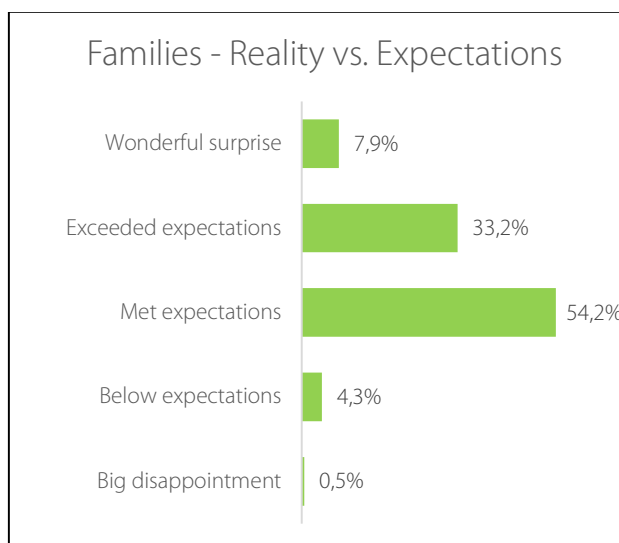
FAMILIES (609 answers)



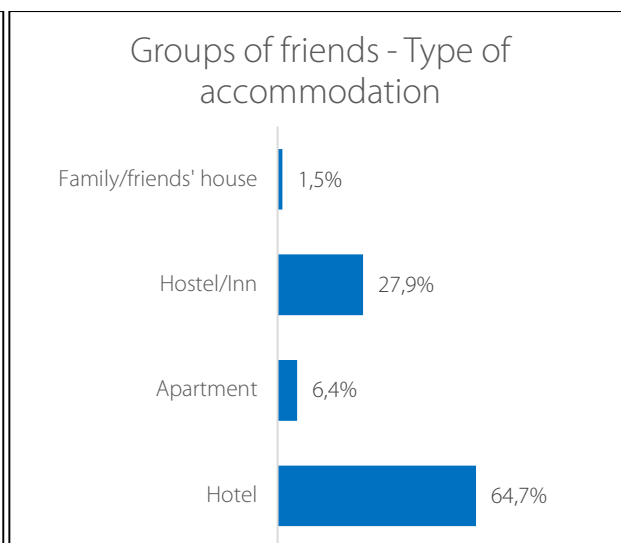
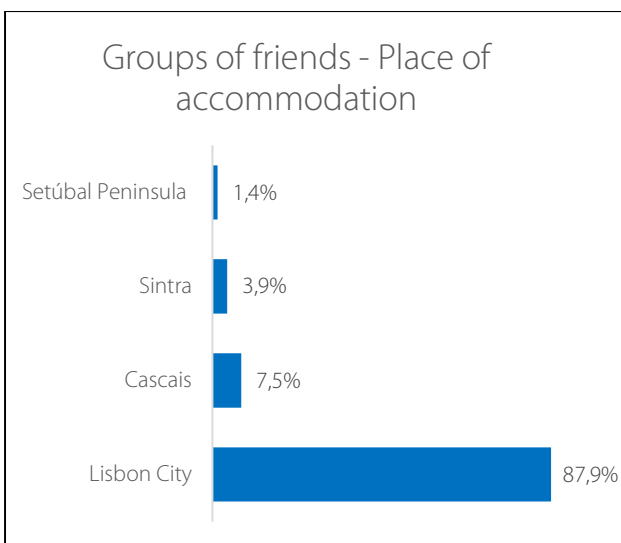
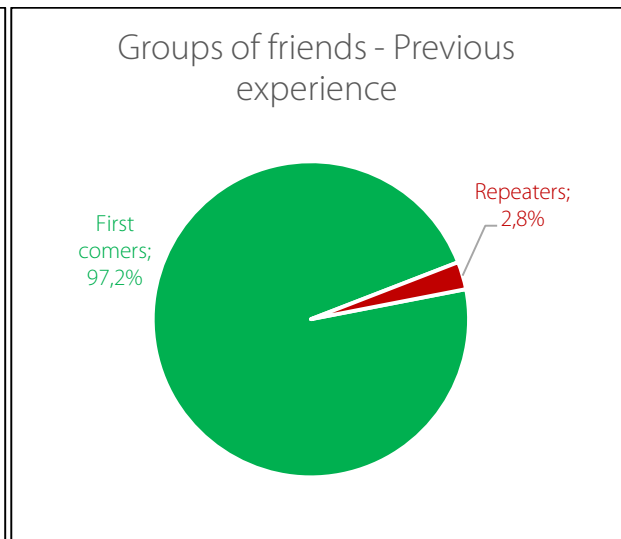
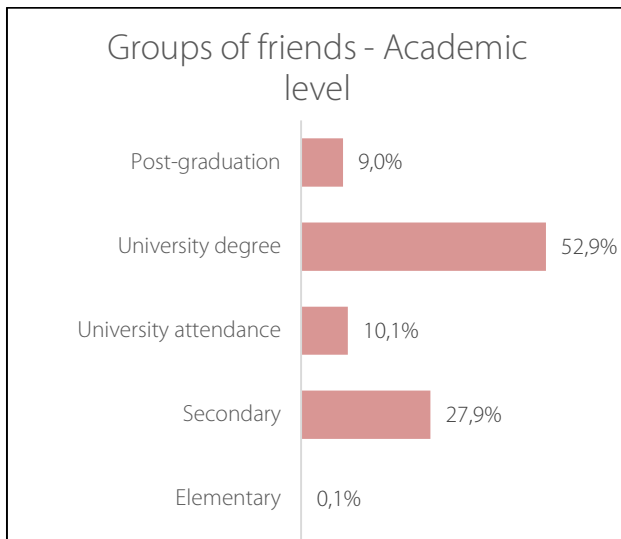
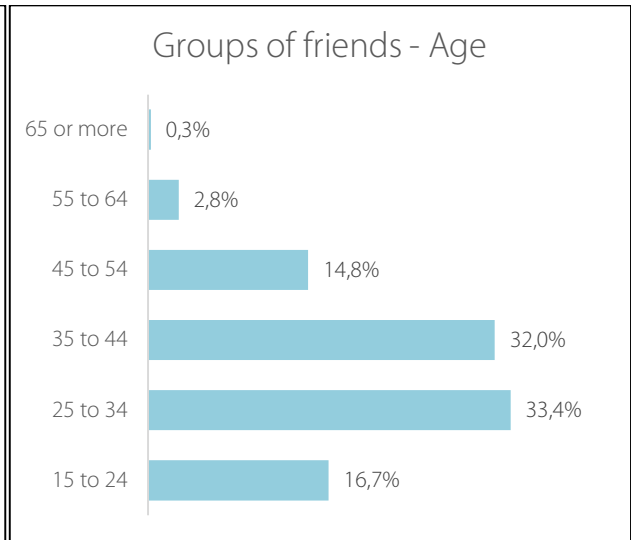
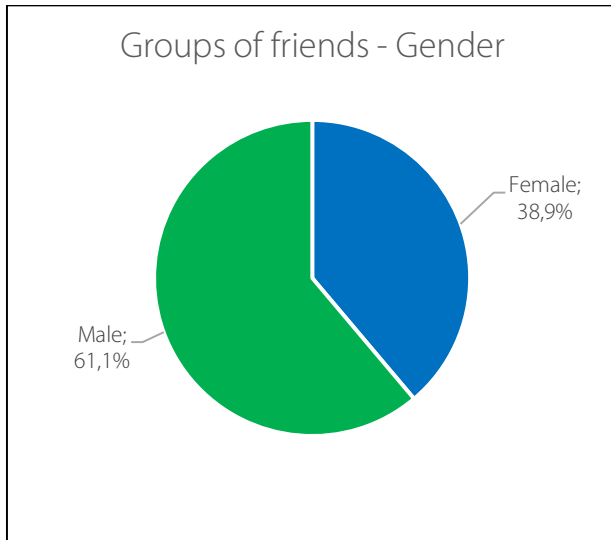
	% satisfaction (8 or more)	Average evaluation (1 to 10)
Global evaluation	40,4%	7,25

Parameter	Level of importance (0 to 2)	Average evaluation (1 to 10)	% satisfaction (8 or more)
Feeling of safety/security	1,97	7,96	72,2%
Public transportation network	1,97	7,25	36,0%
Good value for money	1,95	7,77	68,7%
Tourist signs	1,93	7,61	55,3%
Quality of restaurant service	1,92	8,28	89,8%
Offer of monuments	1,87	8,13	80,5%
Observance of environmental regulations	1,83	7,72	57,9%
Friendliness/Helpfulness of local people	1,82	8,31	93,8%
Offer of modernity	1,72	8,18	90,9%
Good weather	1,68	8,21	82,3%
Diversity of restaurants	1,66	7,58	58,7%
Tourism information offices	1,56	8,43	95,7%
Urban and public spaces cleanliness	1,55	7,53	48,9%
Offer of museums	1,28	7,62	54,2%
Existence of cultural events	1,12	7,43	49,6%
Offer of different experiences	1,04	7,91	70,2%
Quality of accommodation service	0,88	7,55	53,6%
Diversity of animation activities	0,82	8,17	86,9%
Quality of wi-fi service	0,74	7,74	66,5%
Shopping facilities	0,52	7,80	66,7%
Nightlife offer	0,24	7,88	70,7%
Offer of attractions for children	0,23	7,59	58,1%



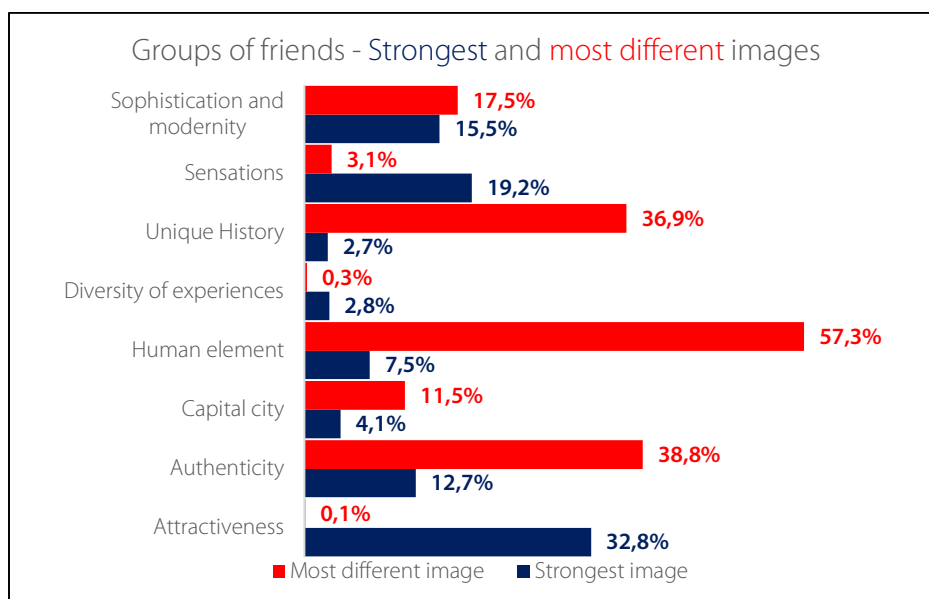


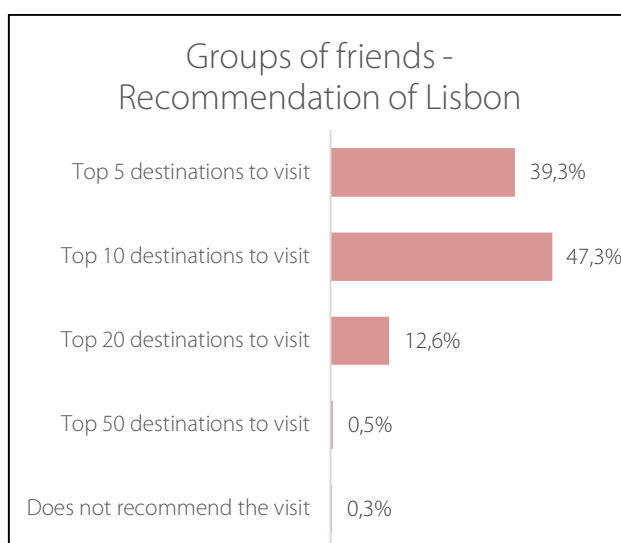
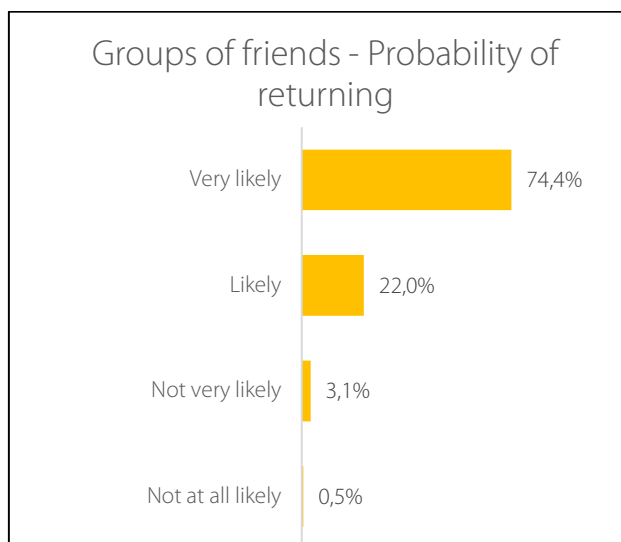
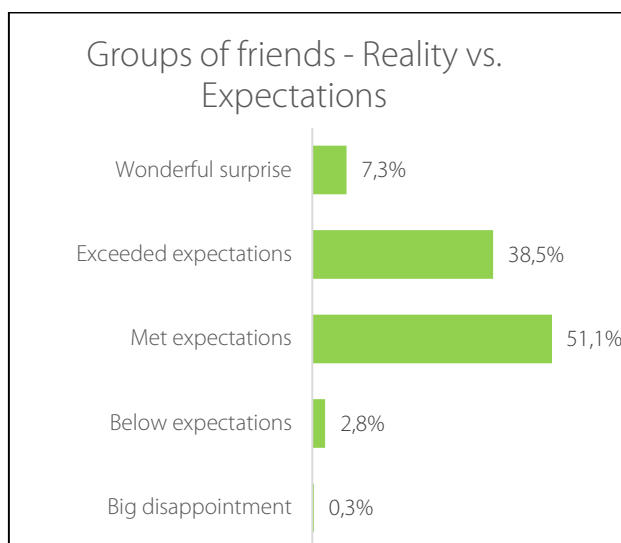
GROUPS OF FRIENDS (1.163 answers)



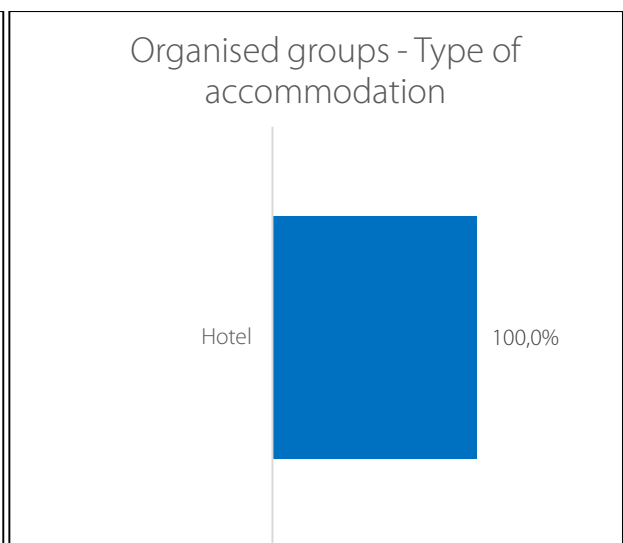
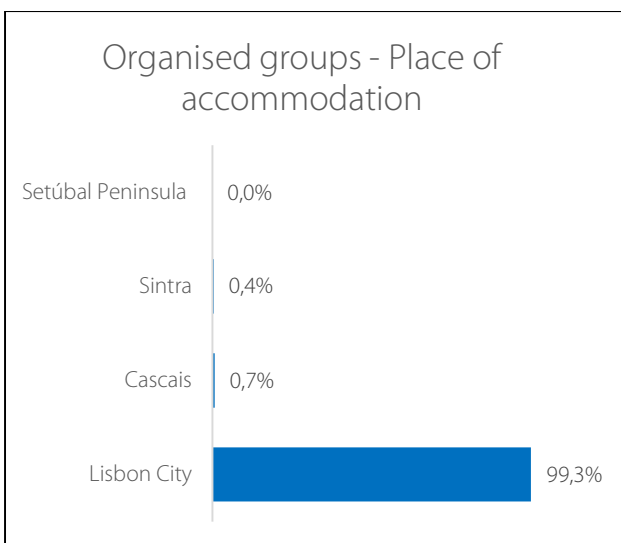
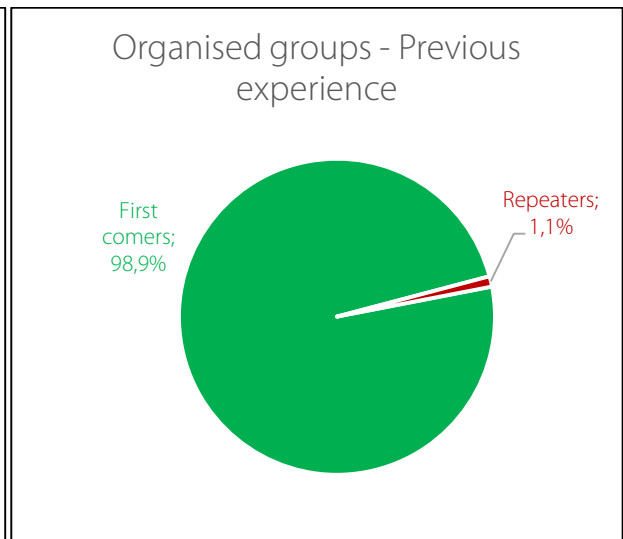
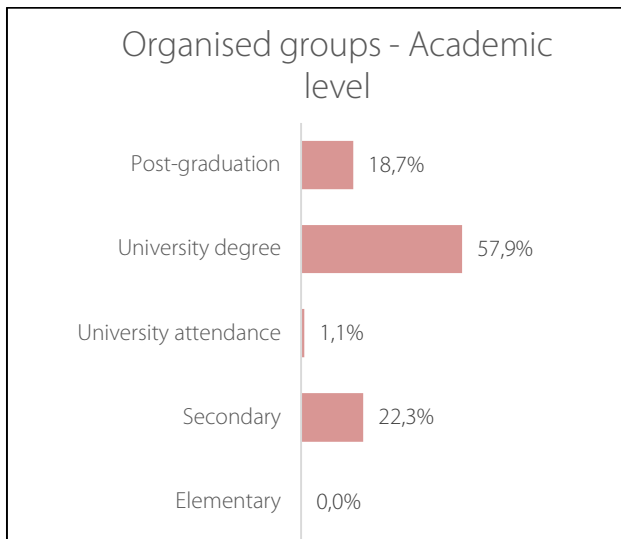
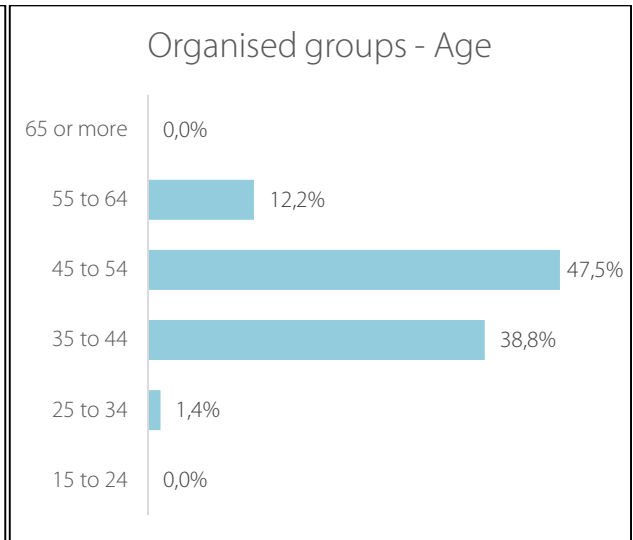
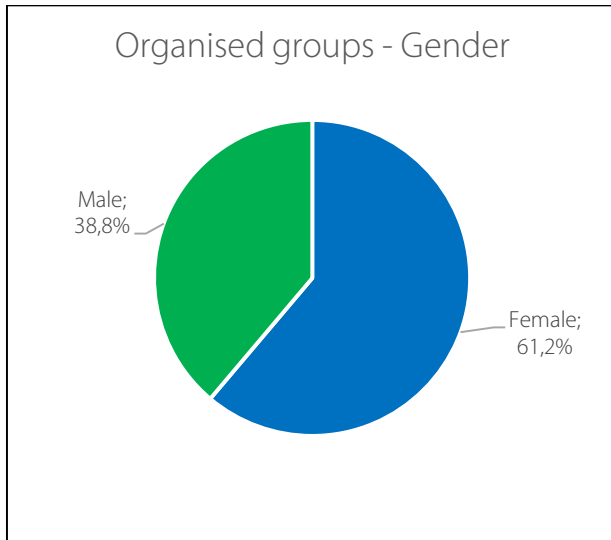
	% satisfaction (8 or more)	Average evaluation (1 to 10)
Global evaluation	44,4%	7,32

Parameter	Level of importance (0 to 2)	Average evaluation (1 to 10)	% satisfaction (8 or more)
Public transportation network	1,93	7,39	43,9%
Good value for money	1,93	7,65	60,6%
Friendliness/Helpfulness of local people	1,86	8,47	92,3%
Feeling of safety/security	1,84	7,96	74,8%
Offer of monuments	1,69	8,12	83,4%
Observance of environmental regulations	1,68	7,81	65,0%
Tourist signs	1,66	7,55	51,8%
Quality of restaurant service	1,65	7,92	67,2%
Good weather	1,58	8,13	79,3%
Offer of modernity	1,54	8,11	87,1%
Offer of different experiences	1,52	8,03	77,1%
Urban and public spaces cleanliness	1,32	7,61	56,0%
Diversity of restaurants	1,26	7,53	51,7%
Nightlife offer	1,12	8,52	92,2%
Quality of wi-fi service	1,10	7,59	57,7%
Tourism information offices	0,99	8,36	93,0%
Offer of museums	0,98	7,77	63,0%
Diversity of animation activities	0,84	8,09	80,8%
Existence of cultural events	0,74	7,36	46,4%
Shopping facilities	0,47	7,70	58,1%
Quality of accommodation service	0,42	7,39	46,1%
Offer of attractions for children	0,02	1,00	0,0%



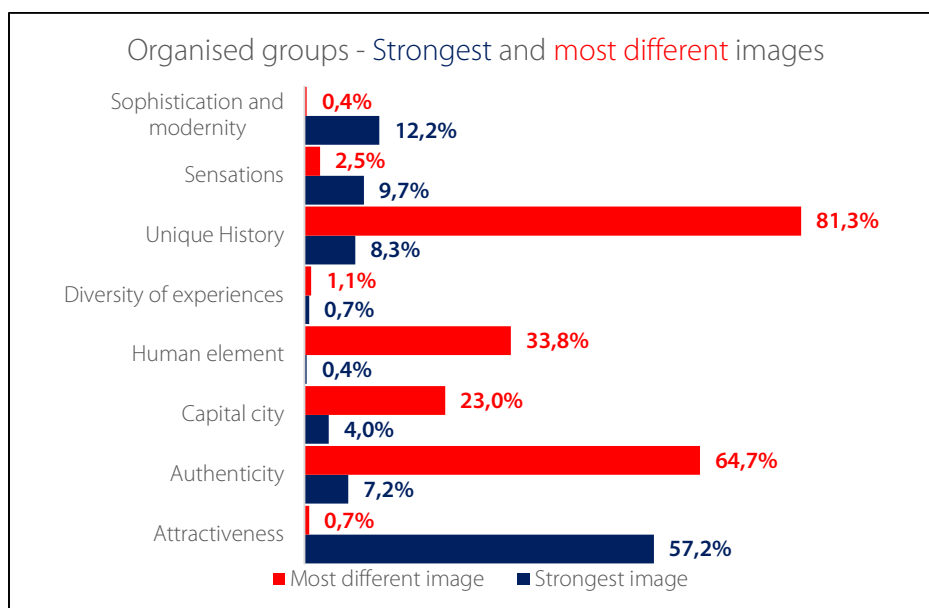


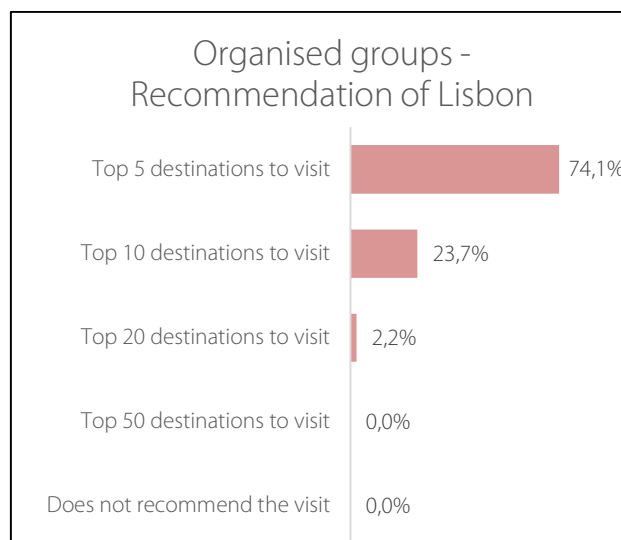
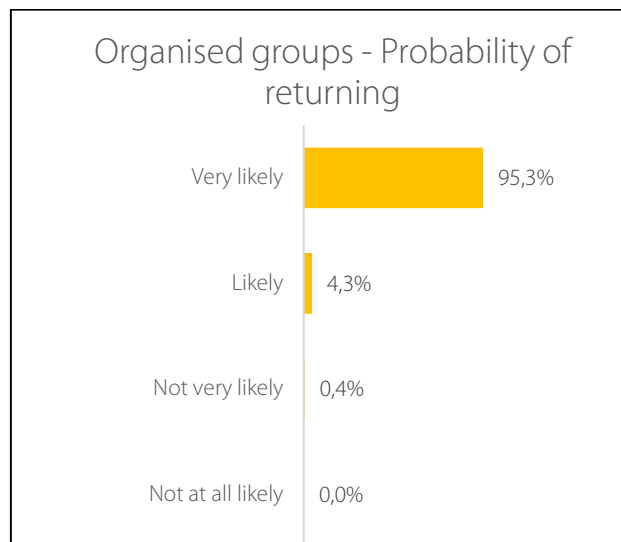
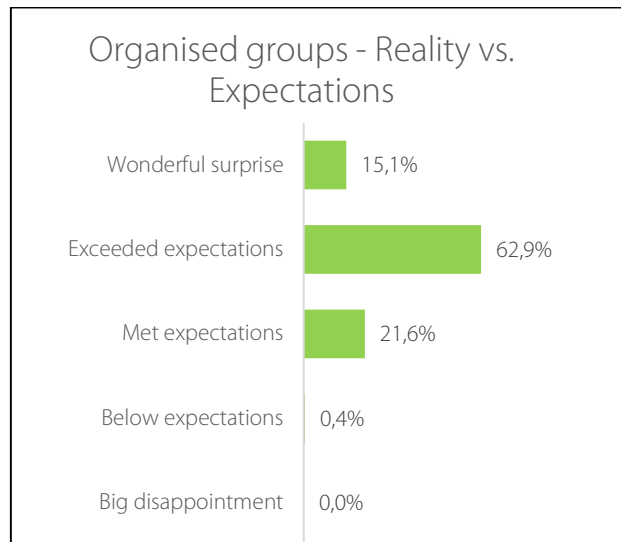
ORGANISED GROUPS (278 answers)



	% satisfaction (8 or more)	Average evaluation (1 to 10)
Global evaluation	87,4%	8,17

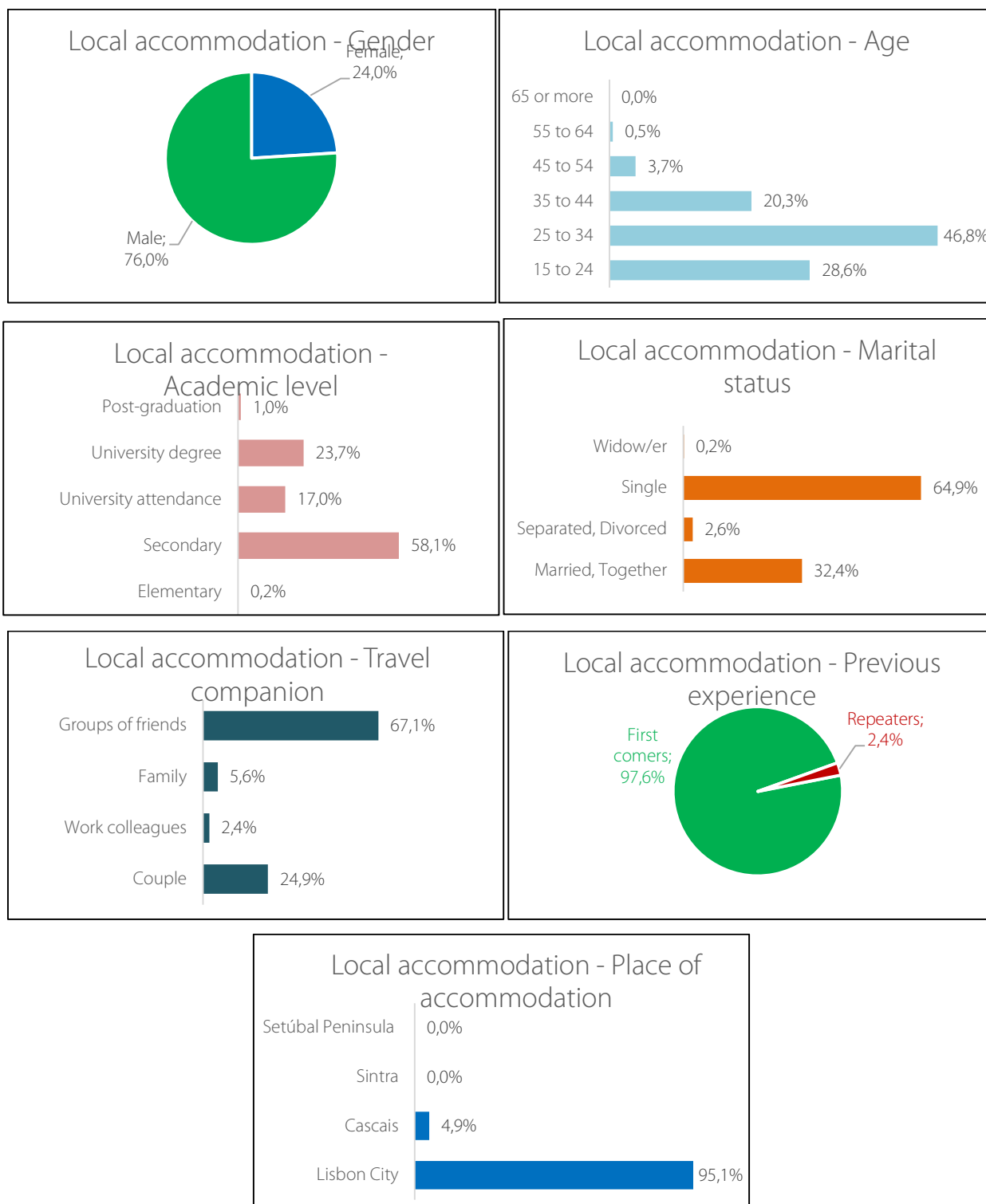
Parameter	Level of importance (0 to 2)	Average evaluation (1 to 10)	% satisfaction (8 or more)
Feeling of safety/security	1,96	8,44	93,5%
Good value for money	1,94	6,80	18,1%
Offer of monuments	1,92	8,46	95,7%
Public transportation network	1,87	7,94	77,3%
Quality of restaurant service	1,86	8,57	98,6%
Friendliness/Helpfulness of local people	1,75	8,05	80,4%
Tourist signs	1,75	7,94	77,0%
Offer of modernity	1,70	8,37	96,4%
Offer of different experiences	1,68	8,45	93,1%
Offer of museums	1,57	8,11	81,1%
Observance of environmental regulations	1,52	8,22	92,1%
Diversity of restaurants	1,44	7,89	80,8%
Tourism information offices	1,35	8,62	100,0%
Quality of wi-fi service	1,23	7,93	82,5%
Urban and public spaces cleanliness	1,16	8,09	86,0%
Good weather	1,05	7,00	26,1%
Existence of cultural events	0,93	7,56	55,0%
Quality of accommodation service	0,86	7,13	29,3%
Shopping facilities	0,73	7,76	62,3%
Diversity of animation activities	0,48	8,05	80,0%
Nightlife offer	0,18	7,72	66,7%
Offer of attractions for children	0,01	Ind.	Ind.





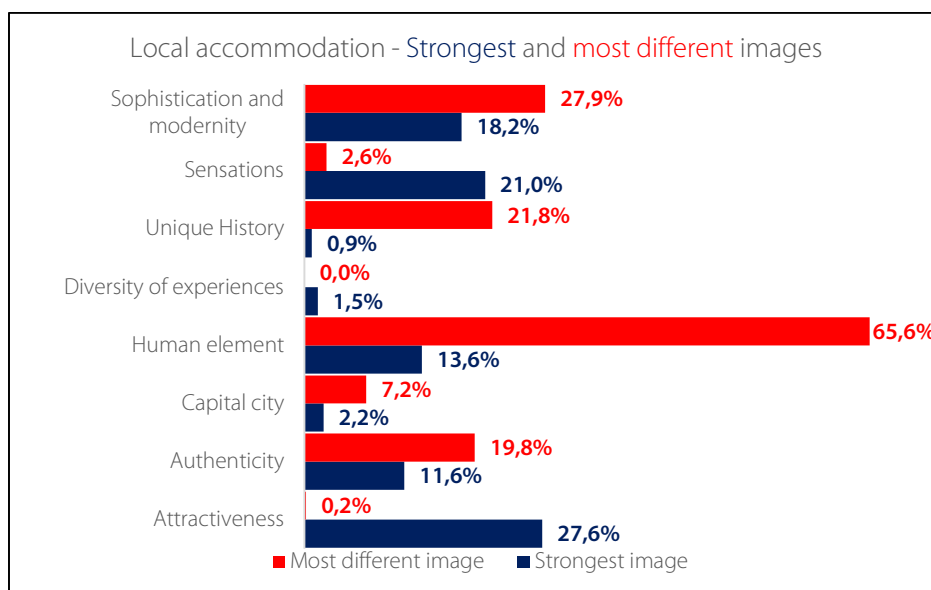
4. RESULTS BY TYPE OF ACCOMMODATION

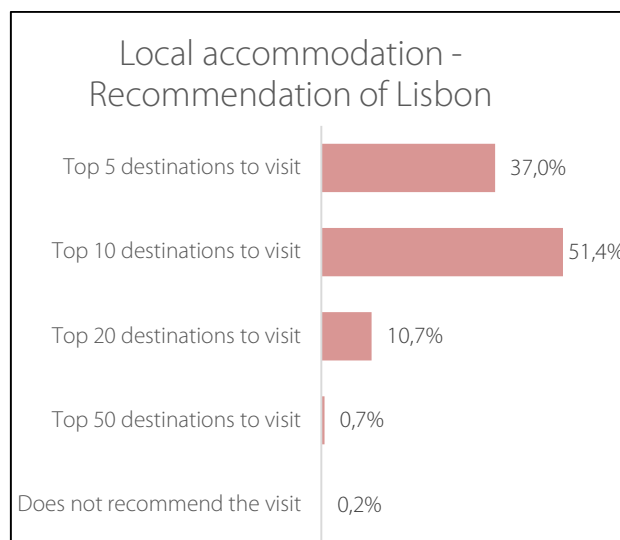
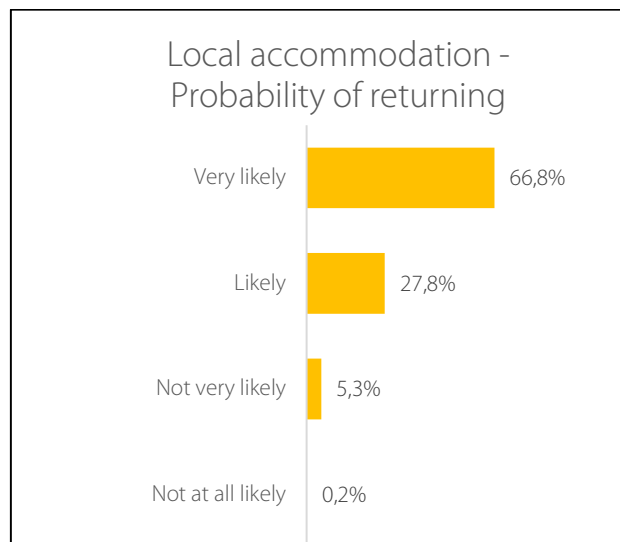
LOCAL ACCOMMODATION (587 answers)



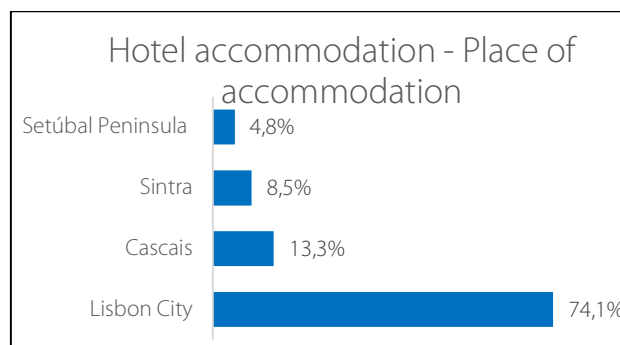
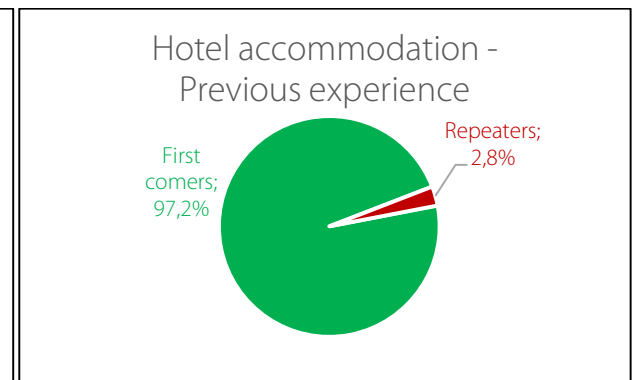
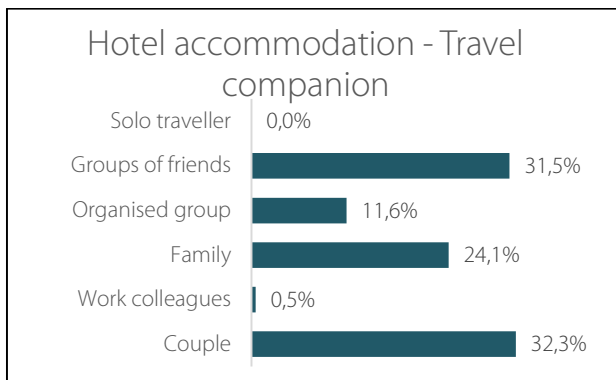
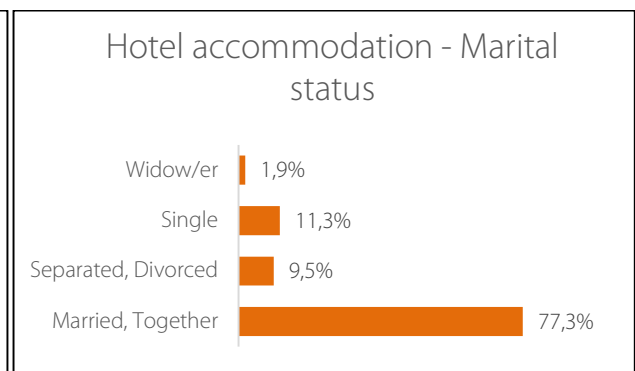
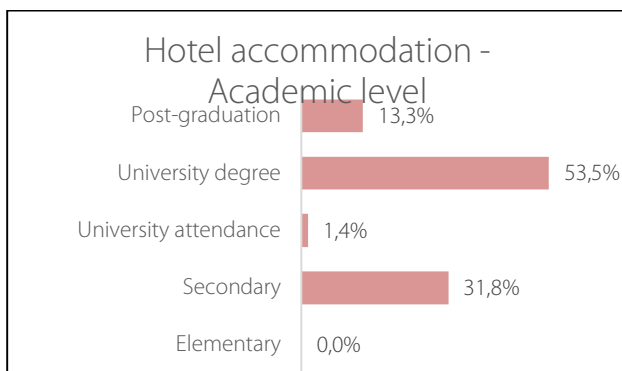
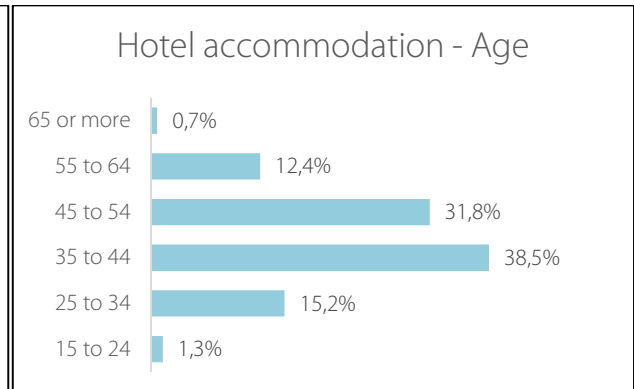
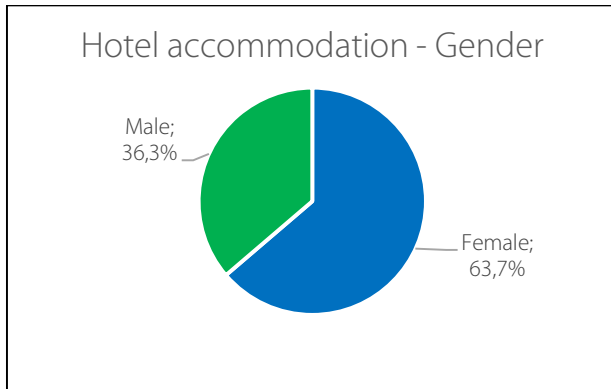
	% satisfaction (8 or more)	Average evaluation (1 to 10)
Global evaluation	31,5%	7,06

Parameter	Level of importance (0 to 2)	Average evaluation (1 to 10)	% satisfaction (8 or more)
Good value for money	1,91	7,66	63,4%
Public transportation network	1,90	7,37	42,2%
Friendliness/Helpfulness of local people	1,87	8,56	93,8%
Feeling of safety/security	1,72	7,91	74,4%
Good weather	1,62	8,25	86,7%
Offer of monuments	1,57	8,04	83,1%
Offer of different experiences	1,52	8,01	75,5%
Tourist signs	1,51	7,50	49,4%
Observance of environmental regulations	1,50	7,70	62,6%
Nightlife offer	1,44	8,64	93,5%
Quality of restaurant service	1,38	7,48	43,9%
Offer of modernity	1,38	8,02	84,6%
Urban and public spaces cleanliness	1,13	7,54	53,7%
Quality of wi-fi service	1,08	7,53	51,4%
Diversity of animation activities	1,00	8,20	83,0%
Diversity of restaurants	0,95	7,37	39,5%
Tourism information offices	0,83	8,56	90,5%
Offer of museums	0,62	7,64	55,1%
Existence of cultural events	0,53	7,30	39,5%
Shopping facilities	0,20	7,52	52,8%
Offer of attractions for children	0,03	7,75	62,5%
Quality of accommodation service	0,01	Ind.	Ind.





HOTEL ACCOMMODATION (2.389 answers)



	% satisfaction (8 or more)	Average evaluation (1 to 10)
Global evaluation	45,1%	7,29

Parameter	Level of importance (0 to 2)	Average evaluation (1 to 10)	% satisfaction (8 or more)
Public transportation network	1,96	7,36	43,5%
Feeling of safety/security	1,96	7,98	74,5%
Good value for money	1,93	7,63	60,0%
Quality of restaurant service	1,86	8,22	85,9%
Tourist signs	1,84	7,61	55,2%
Offer of monuments	1,80	8,14	80,6%
Friendliness/Helpfulness of local people	1,79	8,28	89,4%
Observance of environmental regulations	1,77	7,75	62,0%
Offer of modernity	1,64	8,18	89,2%
Good weather	1,55	8,02	73,6%
Diversity of restaurants	1,51	7,61	59,0%
Urban and public spaces cleanliness	1,44	7,59	54,9%
Tourism information offices	1,34	8,27	91,0%
Offer of museums	1,27	7,69	58,8%
Offer of different experiences	1,23	7,92	71,4%
Existence of cultural events	0,91	7,41	49,4%
Quality of wi-fi service	0,87	7,70	65,9%
Quality of accommodation service	0,74	7,38	45,4%
Diversity of animation activities	0,66	8,04	80,9%
Shopping facilities	0,56	7,76	61,8%
Nightlife offer	0,41	8,05	78,3%
Offer of attractions for children	0,08	7,47	57,4%

