

ZA5224

Flash Eurobarometer 291
(Survey on the Attitudes of Europeans towards Tourism in 2010)

Country Specific Questionnaire
Ireland

FLASH 291 – TOURISM (2010)

Q1. During 2009, how many times have you travelled for business or private purposes where you were away from home for a minimum of one night?

Record the actual number: _____

[00] – Have not travelled at all -> GO TO Q4

[99] – DK/NA

Q2. And how many of these were short private trips, where you stayed away for less than four nights?

Record the actual number: _____

[00] – None

[99] – DK/NA

Q3. How many times did you go on holiday in 2009, where you either stayed in paid accommodation / or in your second home for a minimum of four nights?

Record the actual number: _____

[00] – None

[99] – DK/NA

IF Q3 = 0 OR Q1 = 0

Q4. What was the main reason why you did not go on holiday in 2009?

(ROTATE)

- Personal/private reasons 1
- Financial reasons 2
- Lack of time 3
- Prefer to only make short-stay trips 4
- No motivation to take a holiday in 2009 5
- Concerns about safety 6
- Prefer to stay at home or with family / friends 7
- Other 8
- [DK/NA] 9

[IF Q3 NOT EQ 0 OTHERWISE GO TO Question 8]

Q5. What was the major motivation for your main holiday trip in 2009? (choose one)

(ROTATE)

- Sun/beach 1
- Wellness/health treatment 2
- Rest/recreation 3

- City trips4
- Sports-related5
- Nature6
- Culture / religion7
- Visiting friends / relatives8
- [DK/NA]9

Q6. How did you travel there in 2009? (what was the main method of transport?)

(ROTATE)

- Airplane1
- Boat2
- Train3
- Bus4
- Car / motorbike5
- Bicycle (not motorised)6
- Other7
- [DK/NA]9

Q7. How did you organize your main holiday trip in 2009?

- Travel / accommodation organised individually1
- Travel or accommodation booked through a travel agency2
- Package tour/All Inclusive holiday booked via the Internet.....3
- Package tour /All Inclusive holiday booked through a travel agency 4
- Other5
- [DK/NA]9

ASK ALL

Q8. When you are actually on holiday, what kind of leisure spending are you willing to reduce the most?

(ROTATE)

- Entertainment (movies; theatres)1
- Restaurants and cafes2
- Shopping3
- Beauty/Wellness treatments4
- Sports and other activities5
- [None (I would not reduce any)]6
- [All of these]7
- [DK/NA]9

Q9. What type of holiday destinations do you prefer?

- Traditional, well-known destinations1
- Non-traditional, emerging destinations2
- [Not important, no preference]3
- [DK/NA]9

Q10. What would be your main expectation from a non-traditional, emerging destination?

(ROTATE)

- Better quality of service 1
- Lower prices 2
- Better value for money 3
- Local culture, lifestyle and traditions 4
- Better environmental quality 5
- [DK/NA] 9

Q11a. From the following information sources, which one do you consider to be the most important when you make a decision about your travel plans?

(ROTATE)

- Personal experience 1
- Recommendations of friends and colleagues 2
- Guidebooks and magazines (commercial)..... 3
- Catalogues, brochures (non-commercial) 4
- The Internet 5
- Travel / tourist agencies 6
- Media (newspaper, radio, TV) 7
- [DK/NA] 9

Q11b. And what is the second most important?

(ROTATE)

- Personal experience 1
- Recommendations of friends and colleagues 2
- Guidebooks and magazines (commercial)..... 3
- Catalogues, brochures (non-commercial) 4
- The Internet 5
- Travel / tourist agencies 6
- Media (newspaper, radio, TV) 7
- [DK/NA] 9

Q12. From the following attractions, please choose the one that has the major influence on your choice of destination?

(ROTATE)

- Art 1
- Gastronomy 2
- Entertainment 3
- Cultural heritage 4
- Festivals & other events 5
- The environment 6

- Others7
- [DK/NA]9

Q13. What kind of holidays are you planning in 2010?

- A holiday with more than 13 consecutive nights 1
- A holiday with more than four consecutive nights.....2
- A combination of longer holidays and shorter trips3
- Short-stay trip(s) (1 - 3 nights) only4
- No decision yet5
- No trip at all 6 -> GO TO DEMOGRAPHY
- [DK/NA]9

Q14. Will you have the necessary financial resources to be able to afford to take your planned holidays in 2010?

- Yes, without any major difficulties 1
- Yes, but we will need to make extra savings2
- No, not without going into debt3
- No, I cannot afford given the current financial situation.....4
- [DK/NA]9

Q15. Where do you plan to spend your main holiday in 2010?

[Precoded, including the at home and within the country]

D1. Gender

(DO NOT ASK- MARK APPROPRIATE)

- Male..... 1
- Female 2

D2. How old are you?

- [][] years old
- [99] [REFUSAL/NO ANSWER]

D3. How old were you when you stopped full-time education?

(Write in THE AGE WHEN EDUCATION WAS TERMINATED)

- [][] years old
- [99] [REFUSAL/NO ANSWER]
- [01] [NEVER BEEN IN FULL TIME EDUCATION]
- [00] [STILL IN FULL TIME EDUCATION]

D4. As far as your current occupation is concerned, would you say you are self-employed, an employee, a manual worker or would you say that you are without a professional activity? Does it mean that you are a(n)...

[IF A RESPONSE TO THE MAIN CATEGORY IS GIVEN, READ OUT THE RESPECTIVE SUB-CATEGORIES - ONE ANSWER ONLY]

- Self-employed
 - i.e. : - farmer, forester, fisherman..... 11
 - owner of a shop, craftsman 12
 - professional (lawyer, medical practitioner, accountant, architect,...) 13
 - manager of a company 14
 - other 15

- Employee
 - i.e. : - professional (employed doctor, lawyer, accountant, architect) 21
 - general management, director or top management ... 22
 - middle management 23
 - Civil servant 24
 - office clerk 25
 - other employee (salesman, nurse, etc...) 26
 - other 27

- Manual worker
 - i.e. : - supervisor / foreman (team manager, etc...)..... 31
 - Manual worker 32
 - unskilled manual worker 33
 - other 34

- Without a professional activity
 - i.e. : - looking after the home 41
 - student (full time)..... 42
 - retired 43
 - seeking a job..... 44
 - other 45

- (Refusal) 99

D6. Would you say you live in a ...?

- metropolitan zone..... 1
- other town/urban centre 2
- rural zone..... 3
- (Refusal) 9