

# NORTHERN IRELAND PASSENGER SURVEY 2024 LONG QUESTIONNAIRE

Good Morning/Afternoon/Evening. We are carrying out a survey of passengers on behalf of Northern Ireland Tourism Statistics talking to every 5<sup>th</sup>/10<sup>th</sup> passenger, (it will only take a few minutes of your time).

**1) SCREENING {NAT}**

**a. In which country have you been living (working/studying) for the last 12 months?**

- 2+ countries GOTO 1b
- Northern Ireland resident END
- Republic of Ireland resident END
- England GOTO 2
- Scotland GOTO 2
- Wales GOTO 2
- Isle of Man and Channel Islands GOTO 2
- All other European countries (please specify {NATEU}) GOTO 2
- United States of America GOTO 2
- Canada GOTO 2
- Rest of World (please specify {NATSPEC}) GOTO 2

*Interviewer note: If student is on a course that lasts for more than 12 months - then they reside in their country of residence before the course began. If the respondent is here for medical treatment which has lasted over a year they will also reside in their original country of residence. Student/respondent here for medical treatment last for more than 12 months are ineligible for an interview as they are not a visitors. Check length of course as some students will say a course lasting a year when it actually runs from eg Oct to June.*

[If Nat = 2+ countries] {CoRb}

**b. Where are you living (working/studying) now? .....**

[If Nat = 2+ countries] {CoRc}

**c. Will you complete 12 months in .....in total including time spent away on holiday or business**

- Northern Ireland resident END
- Republic of Ireland resident END
- England GOTO 2
- Scotland GOTO 2
- Wales GOTO 2
- Isle of Man and Channel islands GOTO 2
- All other European countries (please specify) GOTO 2
- United States of America GOTO 2
- Canada GOTO 2
- Rest of World (please specify) GOTO 2
- No GOTO 1d

[If CoRc = No] {CoRd}

**d. Can you explain to me why you travel between these countries?**

*Note: If they are a resident of one country please select 'other reason' and then answer the next question or select student/medical treatment*

- Student for over 12 months in Island of Ireland
- Medical treatment for over 12 months in Island of Ireland
- Other reason

[If CoRd = Other] {CoRe}

**e. Which is the last country you have lived in for twelve months or longer**

- Northern Ireland resident END
- Republic of Ireland resident END
- England GOTO 2
- Scotland GOTO 2
- Wales GOTO 2
- Isle of Man and Channel Islands GOTO 2
- All other European countries (please specify) GOTO 2
- United States of America GOTO 2
- Canada GOTO 2
- Rest of World (please specify) GOTO 2

*Interviewer notes: If resident of Northern Ireland or Republic of Ireland then code as Ineligible and Thank the respondent.*

- 2) {DateArr} **On what date did you last arrive in Northern Ireland or the Republic of Ireland?**  
GO TO Q3 Check if internal flights within Republic of Ireland/Northern Ireland – then we are only interested from your last flight arrived in the island of Ireland.  
Compute: The number of days stayed in the island of Ireland. {Totnights}  
If no nights then go to Q5.

- 3) {NInights} **How many nights have you stayed, on this trip, in Northern Ireland?** 0..365  
4) {ROInights} **How many nights have you stayed, on this trip, in the Republic of Ireland?**  
0..365 [Go to Q9]

[Ask if NOT resident of Island of Ireland and have stayed 0 nights in total]

5) {DayV} **What was the main purpose of your day trip to Northern Ireland?**

- Leisure/Recreation/Sightseeing
- Visiting friends/relatives (including wedding/funeral)
- Business/work/study
- Same day transit
- ROI daytrip
- To get VISA(s)
- Other

*Interviewer note:* END – Thanks

[IF DayV not Same day transit or to get VISA or ROI daytrip]

6) **Which town did you spend the majority of time in during your day trip to Northern Ireland?**

[Ask if NOT resident of Island of Ireland and have stayed 0 nights in total]

- 7) {DayExp} **How much did you spend within Northern Ireland on this day trip, including all the people you yourself (or your party) actually paid for, BUT excluding fares to and from NI?**  
This includes Entertainment, meals, presents, travel within NI and miscellaneous expenses  
Total Cost ( ) ....Sterling/ Euro / Other (please specify)

- 8) **How many people are included in this expenditure including yourself?** 0..12

- 9) {UsualEn} **Would you consider your trip to Northern Ireland as part of your usual travelling pattern/working environment, that is, you make this trip at least weekly?**

*Interviewer note: they make this trip at least weekly.*

- Yes END - Thanks
- No GOTO Q10/Q26

**NOW GOTO**

If Q3 >0 then GOTO RFV (Q10)

Elseif Q4 >0 then GOTO RoIRFV (Q26)

Else END -Thank respondent

**IF NIGHTS SPENT IN NI and/or ROI AND NON ISLAND OF IRELAND RESIDENT THEN CONTINUE ELSE THANK RESPONDENT AND FINISH.**

**PURPOSE OF VISIT – ASK ALL**

[ASK ALL]

10) {RFV} What was the main purpose of your visit to Northern Ireland?

- o Business
- o Visiting friends/relatives
- o Holiday/short break/leisure/recreation
- o English Language Study
- o Other

[If RFV = Business]

11) {BusTrip} Which of the following best describes your business trip to NI?

- o Attending an association conference or convention
- o Attending a corporate conference, seminar or company event
- o Attending a business meeting
- o Attending a trade fair or exhibition
- o Incentive trip
- o On the job training
- o Training course
- o Commuter (Domestic/International)
- o Other business/paid work

[If RFV = Other]

12) {RFVStudy} Was the main purpose of your visit to Northern Ireland to study? Yes/No

**LOCATIONS VISITED**

[ASK ALL]

13) Could you tell me which locations/towns/villages you stayed in during your <n> nights in NI? Starting with the first location you stayed in...

	District Council stayed in	Accommodation Type	Nights stayed
1 <sup>st</sup>	{TownS} and {DC}	{Accom}	{Nights}
2 <sup>nd</sup>	{TownS2} and {DC2}	{Accom2}	{Nights2}
3 <sup>rd</sup>	{TownS3} and {DC3}	{Accom3}	{Nights3}
8 <sup>th</sup>	.....etc. until ... {TownS8} and {DC8}	....until {Accom8}	...until {Nights8}

CAP1 calc: Main accom used in NI' = accommodation stayed in for greatest number of nights.

Coding for Accommodation types:

- |    |                                    |    |                          |
|----|------------------------------------|----|--------------------------|
| 01 | 5-star/4-star Hotel                | 08 | Friends/Relatives Houses |
| 02 | 3-star Hotel                       | 09 | Caravan                  |
| 03 | 2-star/1-star                      | 10 | Motorhome                |
| 04 | Unclassified Hotel                 | 11 | Camping                  |
| 05 | B&B/Guesthouse/Guest Accommodation | 12 | Glamping                 |
| 06 | Rented House/Cottage/Flat          | 13 | Hostel                   |
| 07 | Own Home (not friends/relatives)   | 15 | Other                    |

14) [Ask if RFV is NOT Business AND only one location stayed in at previous question (Q12)]

(i) {DayVisit} Apart from <TownS> did you visit any other places in Northern Ireland during this trip?

Interviewer note: This can include cities, towns, villages or visitor attractions in Northern Ireland.

- Yes GO TO Q14 (ii)
- No GO TO Q15

(ii) {TownVis} Where else did you visit during this trip?

Interviewer note: Up to a maximum of four different places.

**EXPENDITURE**

[ASK ALL]

15) **{TotCostA}** Now I would like to ask about your expenditure in respect of this visit to NI. I want you to include items/deposits paid for in advance of your visit, items paid for while you were here and items to be paid for after you go home ie credit card. Could you exclude fares to NI, money spent in ROI/other countries, items bought for business and anything paid by a NI company. So, how much in total did you (and your party) spend while in NI? [INTERVIEWER NOTE: Round to the nearest pound]

16) **{TotcstCr}**...is that in sterling?

[ASK ALL]

17) **{CheckExp}** Can I just confirm that you have included all your expenditure in Northern Ireland including anything you spent on your credit or debit cards or cash withdrawals?  
**YES/NO** IF 'NO' edit expenditure to include extra cost.

[ASK ALL]

18) Can you now tell me how much, if anything, you/your party spent on....

	Currency	Amount spent	Converted to sterling
Accommodation	<b>{AccomCr}</b>	<b>{AccomAm}</b>	<b>{AccomSt}</b>
Food & drink	<b>{FoodCr}</b>	<b>{FoodAm}</b>	<b>{FoodSt}</b>
Entertainment & sightseeing	<b>{EnterCr}</b>	<b>{EnterAm}</b>	<b>{EnterSt}</b>
Internal Transport	<b>{TransCr}</b>	<b>{TransAm}</b>	<b>{TransSt}</b>
Shopping	<b>{ShopCr}</b>	<b>{ShopAm}</b>	<b>{ShopSt}</b>

[ASK ALL]

19) **{PeopExp}** How many people are included in this expenditure including yourself? 0..12

**CAPI calculation: DailyExp=Daily expenditure per person per night.**

[Ask If daily expenditure is outside these ranges for: Business visitors £20-200; holiday visitors £20 - 150; VFR visitors £10-100 (GB) or £10-150; and all other visitors £10-150.]

20) **{ChDlyExp}** Your daily expenditure per person/night during you trip to Northern Ireland calculates as <DailyExp>, could you explain why this is so high/low: \_\_\_\_\_

[Ask if RFV = Holiday AND NInights>0]

21) **{NIVFM}** As a tourism destination, to what extent do you feel Northern Ireland offers value for money?

1. Very poor value for money
2. Poor value for money
3. Fair value for money
4. Good value for money
5. Very good value for money

[ASK ALL]

22) **{Inf1}** Did any of these influence your decision to visit NI on this occasion?

[Code all that apply]

- Giant's Causeway
- Causeway Coastal Route
- Titanic Belfast Visitor Attraction
- Game of Thrones Studio Tour/Game of Thrones filmed in NI
- Castles/ stately homes/ gardens
- Performing arts i.e. music, dance, theatre
- Food & drink
- Outdoor activities e.g. walking, cycling, kayaking
- Golf
- Cheap flight/boat
- Political history
- Cultural Event/Festival
- Seen an advertisement
- Sporting event
- Derry Girls filmed in NI
- Other (please specify)
- None

[ASK ALL]

23) **{NIVisit}** Including this visit, how many times in total have you visited Northern Ireland and stayed overnight? 1..9 or more

[Ask if RFV = Holiday AND NIinghts>0]

24) **{NIRECO}** How likely would you be to recommend a short break or holiday in Northern Ireland on a scale of 0 to 10 where 10 is definitely recommend and 0 is definitely not recommend.

[ASK IF ROIinghts=0]

25) **{ROldaytrip}** During your trip to Northern Ireland, did you visit the Republic of Ireland for a day trip that was not for business?

- Yes
- No

#### **ROI questions – ASK IF STAYED ONE OR MORE NIGHTS IN ROI.**

[ASK IF ROIinghts>0]

26) **{ROIRFV}** What was the main purpose for your visit to the Republic of Ireland?

- Visit to Friends/Relatives
- Holiday/Leisure/Recreation
- Business (excluding conferences)
- Conference
- English Language study
- Other

[ASK IF ROIinghts >0]

27) About how much did you spend within the Republic of Ireland on this trip, including all the people you yourself (or your party) actually paid for, BUT excluding fares to and from the Republic of Ireland?

*This includes Accommodation, Entertainment, Meals, Shopping, Travel within Republic of Ireland and miscellaneous expenses.*

Total cost \_\_\_\_\_ **{ROIsPdA}** \_\_\_\_\_ sterling / Euro/ other(please specify) **{ROIsPdC}**

[ASK IF ROIinghts >0]

28) **{ROIsPdN}** And how many people, including yourself, was this for? 0..12

[Ask if RoIRFV = Holiday/Leisure/Recreation AND RoInghts>0]

29) **{RoIVFM}** As a tourism destination, to what extent do you feel the Republic of Ireland offers value for money?

1. Very poor value for money
2. Poor value for money
3. Fair value for money
4. Good value for money
5. Very good value for money

[ASK IF ROI nghts >0]

30) **Could you tell me the names of the towns/villages or nearest town/village you stayed in during your <n> nights in the Republic of Ireland?**

**Starting with the first location you stayed in...**

	Region stayed in	Accommodation Type	Nights Stayed
1 <sup>st</sup>	{Town, Towncode, County}	{Accom9}	{Nghts9}
2 <sup>nd</sup>	{Town2, Towncode2, County2}	{Accom10} ...	{Nghts10}
3 <sup>rd</sup>	...		
8 <sup>th</sup>	... etc. until {Town8, Towncode8, County8}	... until {Accom16}	...until {Nghts16}

CADI CODE Town to region code.

CADI Check: Total number of nights in ROI = Sum of nights stayed in each location.

Coding for Accommodation types:

- |                                       |                             |
|---------------------------------------|-----------------------------|
| 01 Hotel                              | 06 Hostel                   |
| 02 B&B/Guesthouse/Guest Accommodation | 07 Friends/Relatives Houses |
| 03 Rented House/Cottage/Flat          | 08 Camping                  |
| 04 Own Home (not friends/relatives)   | 09 Glamping                 |
| 05 Caravan                            | 10 Motorhome                |
|                                       | 20 Other                    |

**Finally ask ALL**

[Ask All]

31) **{PartyA01-10}** Who is accompanying you in your personal travelling party today?

CODE ALL THAT APPLY

- Travelling on own
- Spouse/Partner/Couple
- Child(ren) aged 0-4
- Child(ren) aged 5-11
- Child(ren) aged 12-17
- Adult friend(s)
- Adult family member(s)
- Business colleague(s)
- School group
- Common Interest group
- Part of Tour group/Sports Team

CAPI compute: {PartyType} recode to travelling alone, couple/partner/spouse, family with children, family without children, friend(s), other adult party, school party, colleague

[Ask ALL]

32) **Within your travelling party (including yourself)...**

**Was anyone born in...**

- Northern Ireland,
- Republic of Ireland,
- Both or
- Neither

[If air departure]

33) **{Destinat}** What is your flights destination? \_\_\_\_\_

[For all passengers]

34) **{PortEnd}** Is this where your final air/sea journey will end? Yes/No

[ASK if No at Q33]

35) At which airport/sea port will your journey end? \_\_\_\_\_

36) By which route are you leaving Northern Ireland? [Coded in office from previous 3 questions]

- Great Britain by air
- Mainland Europe by air
- Transatlantic air
- Great Britain by sea
- Mainland Europe by sea
- Other Europe

## **OBSERVATION QUESTIONS**

[For Sea Passengers]

37) **{LarRoute}** Ferry route and sailing time?

- StenaLine – Belfast to Cairnryan sailing at \_\_\_\_\_
- Stena Line – Belfast Liverpool sailing at \_\_\_\_\_
- P&O – Larne Cairnryan sailing at \_\_\_\_\_

[For Air passengers]

38) **{Schedule}** Is their (initial) flight Scheduled or Chartered?

Scheduled/Chartered

[For all Passengers]

39) **{EstAge}** Estimate what age the respondent was?

- 0-15
- 16-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75-84
- 85+