

## Survey of Overseas Travellers (SOT) – Survey methodology

The SOT is conducted by a research company on behalf of Fáilte Ireland, and has been running in essentially the same way for over thirty years. Its prime purpose is to provide greater detail on the characteristics of overseas visitors to Ireland and their trips.

Face to face interviews are conducted each year with overseas visitors, aged 15 years or over, who have spent at least one night on the island of Ireland; the interviews are carried out with departing passengers at the three main airports (Dublin, Cork and Shannon) and at the four seaports in the Republic. Routes are disproportionately sampled to ensure an adequate representation of all major source markets, which effectively means Great Britain routes are under-sampled and mainland Europe routes over-sampled to provide large enough sample sizes for detailed analysis.

Since 2011, the annual sample size has been 6000. The sample results are weighted by month, by route and by country of residence using the Country of Residence Survey data (from CSO).

**Table 1: 2016 SOT Sample**

<b>Survey of Overseas Travellers</b>	<b>2016</b>
<b>Sample size</b>	<b>10,000</b>
<b>Visitors who overnight in ROI only</b>	<b>9,500</b>
<b>Visitors who overnight in ROI and NI</b>	<b>600</b>
<b>Visitors who overnight in NI only</b>	<b>200</b>

Figures rounded to the nearest 100.