

ZA4889

**Flash Eurobarometer 258
(Attitudes of Europeans towards tourism)**

**Country Specific Questionnaire
Malta (English)**

Eurobarometer FLASH- 258

D2. How old are you?

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

On tourist attitudes and destination preferences covering the year 2008 (reference period of 12 months) and outlook for 2009

Q1. During 2008, 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 → IF 0, GO TO Q3A
[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

IF Q1 NOT EQ 0

Q3. Was this more, less or the same number of short trips that you took in 2007?

- Less 1
- Same 2
- More than in the previous year (2007) 3
- [DK/NA] 9

IF Q1 EQ 0

Q3A. Did you make a trip in 2007 where you were away from home for a minimum of one night?

- Yes 1
- No 2
- [DK/don't remember] 9

AFTER Q3A GO TO Q5

Q4. How many times did you go on holiday in 2008, 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 Q1=0 OR Q4=0 OR Q4=99

Q5. What was the main reason why you did not go on holiday in 2008?

- Personal/private reasons 1
- Financial reasons 2
- Lack of time 3
- Prefer to only make short-stay trips [INTERVIEWER: LESS THAN 4 NIGHTS]4
- No motivation to take a holiday in 2008 5
- Concerns about safety 6
- Prefer to stay at home or with family / friends 7
- Other 8
- [DK/NA] 9

**[ASK IF Q1 NOT 0 OR Q4 NOT 0 OR Q4 NOT 99,
OTHERWISE GO TO Q11]**

Q6. What was the major motivation for your main holiday trip in 2008? (choose one)

(ONE ANSWER ONLY)

- Sun/beach 1
- Wellness/health treatment 2
- Rest/recreation 3
- City trips 4
- Sports-related 5
- Nature 6
- Culture / religion 7
- Visiting friends / relatives 8
- [DK/NA] 9

Q7. Where did you travel for your main holiday in 2008? (if more than one place, where did you stay most of the time?)

At home, in country
Precoded list

Other

Q8. How did you travel there in 2008? (what was the main method of transport?)

- Airplane 1
- Boat 2
- Train 3
- Bus 4
- Car / motorbike 5
- Bike (not motorised) 6

- Other	7
- [DK/NA]	9

Q9. In which month in 2008 did you start your main holiday trip?

- January	1
- February	2
- March	3
- April	4
- May.....	5
- June.....	6
- July	7
- August	8
- September.....	9
- October	10
- November	11
- December	12
- [DK/NA]	99

Q10. How did you organize your main holiday trip in 2008?

- Travel / accommodation organised individually	1
- Travel or accommodation booked through a travel agency	2
- Package tour/All Inclusive holiday booked via the Internet.....	3
- Package tour /All Inclusive holiday booked through a travel agency	4
- Other	5
- [DK/NA]	9

ASK ALL

Q11. In 2008, did you spend more, less or the same amount of money for all your holidays compared to 2007?

- More	1
- Less	2
- Same	3
- [DK/NA]	9

Q12. Did changes in your cost of living have an impact on your 2008 travel /holiday plans?

- Yes	1
- No, no changes in cost of living	2
- No, no impact on travel plans.....	3
- [DK/NA]	9

Q12a. If yes: How did it impact your 2008 travel /holiday plans?

- It had an influence on how much I spent on travels	1
- It influenced the length of my trips/holidays	2
- It meant that I took no holidays at all	3
- [DK/NA]	9

Q13. If you had to make savings on your holiday budget, where would you save?

- On accommodation 1
- On the type of transportation 2
- On the destination (i.e. the distance I would consider travelling) 3
- On the timing of booking (e.g. a last-minute decision) 4
- On the timing of the holidays (low season)..... 5
- [DK/NA] 9

Q14. If you would have to make savings on your travel plans and holidays, what kind of holidays or trips would you be prepared to give up or to reduce first?

- Short-stay trips 1
- Winter holidays 2
- Summer holidays 3
- None (I would not give up any trip at all) 4
- [DK/NA] 9

Q15. When you are actually on holiday, what kind of leisure spending are you willing to reduce the most?

- Entertainment (movies; theatres) 1
- Restaurants and cafes 2
- Shopping 3
- Beauty/Wellness treatments 4
- Sports and other activities 5
- [None (I would not reduce any)] 6
- [All of these] 7
- [DK/NA] 9

Q16. When you are deciding on a holiday trip, which of the following considerations are the most important in your decision-making?

- Quality of service 1
- Price 2
- Value for money 3
- Environmental considerations 4
- Social considerations 5
- Safety/security 6
- Other 7
- [DK/NA] 9

Q17. What type of holiday destinations do you prefer?

- Traditional, well-known destinations 1
- Non-traditional, emerging destinations 2
- [Not important, no preference] 3

- [DK/NA]9

Q18. What would be your main expectation from a non-traditional, emerging destination?

- Better quality of service1
- Lower prices2
- Better value for money3
- Local culture, lifestyle and traditions4
- Better environmental quality5
- [DK/NA]9

Q19a. From the following information sources, which one do you consider to be the most important when you make a decision about your travel /holiday plans?

- Personal experience1
- Recommendations of friends and colleagues2
- Guidebooks and magazines (commercial)3
- Catalogues, brochures (non-commercial)4
- The Internet5
- Travel / tourist agencies6
- Media (newspaper, radio, TV)7
- [DK/NA]9

Q19b. And what is the second most important?

- Personal experience1
- Recommendations of friends and colleagues2
- Guidebooks and magazines (commercial)3
- Catalogues, brochures (non-commercial)4
- The Internet5
- Travel / tourist agencies6
- Media (newspaper, radio, TV)7
- [DK/NA]9

Q20. From the following attractions, please choose the one that has the major influence on your choice of destination?

- Art1
- Gastronomy2
- Entertainment3
- Cultural heritage4
- Festivals & other events5
- The environment6
- Others7
- [DK/NA]9

Q21. What kind of holidays are you planning in 2009?

- 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 trips 3
- Short-stay trip(s) (1 - 3 nights) only 4
- No decision yet 5
- No trip at all 6 --> GO TO D1
- [DK/NA] 9

Q22. Will you have the necessary financial resources to be able to afford to take your planned holidays in 2009?

- Yes, without any major difficulties 1
- Yes, but we will need to make extra savings 2
- No, not without going into debt 3
- No, I cannot afford given the current financial situation..... 4
- [DK/NA] 9

Q23. Where do you plan to spend your main holiday in 2009?

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

At home, in country

Precoded list

Other

D1. Gender

(DO NOT ASK- MARK APPROPRIATE)

- Male 1
- Female..... 2

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. :		21
- professional (employed doctor, lawyer, accountant, architect)		
- 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