

IOM.Language = Language.Categories[Language].Name

[Intro, Info]

This survey is about leisure holiday. A holiday is a trip with at least one night spent away from home. This includes stays in both paid and private accommodation and both domestic and abroad.

NewQuestion_1_.Categories.Order = OrderConstants.oCustom

NewQuestion_1_.Categories.Filter =

{_30,_28,_1,_2,_3,_4,_5,_6,_7,_8,_9,_10,_11,_12,_32,_13,_14,_31,_15,_16,_17,_18,_19,_20,
_21,_22,_23,_24,_25,_26,_27,_33,_34,_99}

[NewQuestion_1_, Categorical/Multiple, Normal, Min:1, Max:33, Must Answer]

Which of the following destinations did you visit for a holiday in 2017? (More answers possible)

- ☐ (_1) Austria
- ☐ (_2) Baltic countries (Estonia, Latvia, Lithuania)
- ☐ (_3) Belgium
- ☐ (_4) Bulgaria
- ☐ (_5) Czech Republic
- ☐ (_6) Denmark
- ☐ (_7) Egypt
- ☐ (_8) Finland
- ☐ (_9) France
- ☐ (_10) Germany
- ☐ (_11) Greece (incl. islands)
- ☐ (_12) Hungary
- ☐ (_13) Ireland
- ☐ (_14) Italy
- ☐ (_15) Netherlands
- ☐ (_16) Norway

- ☐ (_17) Croatia/Slovenia/Montenegro
- ☐ (_18) Poland
- ☐ (_19) Portugal
- ☐ (_20) Russia
- ☐ (_21) Switzerland
- ☐ (_22) Spain
- ☐ (_23) Sweden
- ☐ (_24) Thailand
- ☐ (_25) Turkey
- ☐ (_26) United Kingdom
- ☐ (_27) United States of America
- ☐ (_28) Armenia
- ☐ (_29) Romania
- ☐ (_30) Albania
- ☐ (_31) Malta
- ☐ (_32) Iceland
- ☐ (_33) Other countries
- ☐ (_34) I did not go on holiday<Exclusive><Fixed>
- ☐ (_99) Don't know<Exclusive><Fixed>

(NEW)

Thinking of your last city break/holiday abroad. Which sources influenced your choice of destination?

(More answers possible)

- ☐ (_1) Online advertisements
- ☐ (_2) Online booking portals (e.g. booking.com, expedia.com)
- ☐ (_3) Maps and route finders (e.g. Google Maps)
- ☐ (_4) Newsletters (online)
- ☐ (_5) The country's official tourism website
- ☐ (_6) Websites for particular destinations in the country
- ☐ (_7) Airlines' and/or ferry companies' websites
- ☐ (_8) Website on accommodation establishment (e.g. hotel, holiday home)
- ☐ (_9) Websites with user reviews (e.g. TripAdvisor, etc.)

- ☐ Social media (e.g. Facebook, Instagram, Blogs)
- ☐ Online videos (e.g. YouTube)
- ☐ Holiday catalogues
- ☐ Print advertisements (e.g. newspapers, magazines)
- ☐ Holiday features in newspapers/magazines
- ☐ TV programmes, series and movies
- ☐ Travel agency
- ☐ Travel fair
- ☐ Previous experience with the destination
- ☐ Personal recommendations from my friends
- ☐ Personal recommendations from my family
- ☐ Other
- ☐ 99) Not relevant/ don't know<Exclusive><Fixed>

(NEW)

Thinking of your last holiday abroad at the coast or countryside? Which sources influenced your choice of destination.(More answers possible)

- ☐ Online advertisements
- ☐ Online booking portals (e.g. booking.com, expedia.com)
- ☐ Maps and route finders (e.g. Google Maps)
- ☐ Newsletters (online)
- ☐ The country's official tourism website
- ☐ Websites for particular destinations in the country
- ☐ Airlines' and/or ferry companies' websites
- ☐ Website on accommodation establishment (e.g. hotel, holiday home)
- ☐ Websites with user reviews (e.g. TripAdvisor, etc.)
- ☐ Social media (e.g. Facebook, Instagram, Blogs)
- ☐ Online videos (e.g. YouTube)
- ☐ Holiday catalogues
- ☐ Print advertisements (e.g. newspapers, magazines)
- ☐ Holiday features in newspapers/magazines
- ☐ TV programmes, series and movies
- ☐ Travel agency

- ☐ Travel fair
- ☐ Previous experience with the destination
- ☐ Personal recommendations from my friends
- ☐ Personal recommendations from my family
- ☐ Other

99) Not relevant/ don't know<

Q17_.Categories.Order = OrderConstants.oCustom

Q17_.Categories.Filter =

{_30,_28,_1,_2,_3,_4,_5,_6,_7,_8,_9,_10,_11,_12,_32,_13,_14,_31,_15,_16,_17,_18,_19,_29,_20
,_21,_22,_23,_24,_25,_26,_27,_33,_34,_99}

[Q17_, Categorical/Multiple, Normal, Min:1, Max:33, Must Answer]

Thinking ahead, which destination or destinations do you expect to visit for a holiday the next 12 months? (More answers possible)

- ☐ (_1) Austria
- ☐ (_2) Baltic countries (Estonia, Latvia, Lithuania)
- ☐ (_3) Belgium
- ☐ (_4) Bulgaria
- ☐ (_5) Czech Republic
- ☐ (_6) Denmark
- ☐ (_7) Egypt
- ☐ (_8) Finland
- ☐ (_9) France
- ☐ (_10) Germany
- ☐ (_11) Greece (incl. islands)
- ☐ (_12) Hungary
- ☐ (_13) Ireland
- ☐ (_14) Italy

- ☐ (_15) Netherlands
- ☐ (_16) Norway
- ☐ (_17) Croatia/Slovenia/Montenegro
- ☐ (_18) Poland
- ☐ (_19) Portugal
- ☐ (_20) Russia
- ☐ (_21) Switzerland
- ☐ (_22) Spain
- ☐ (_23) Sweden
- ☐ (_24) Thailand
- ☐ (_25) Turkey
- ☐ (_26) United Kingdom
- ☐ (_27) United States of America
- ☐ (_28) Armenia
- ☐ (_29) Romania
- ☐ (_30) Albania
- ☐ (_31) Malta
- ☐ (_32) Iceland
- ☐ (_33) Other countries
- ☐ (_34) Don't expect to go on holiday the next 12 months<Exclusive>
- ☐ (_99) Don't know<Exclusive>

[#11] If not Q17_.ContainsAny({_34})

[Q18_, Categorical/Multiple, Normal, Min:1, Max:3, Must Answer]

Which of the following types of holidays do you expect to take in the next 12 months? (More answers possible)

- ☐ (_1) Family holiday with children at the coast or countryside
- ☐ (_2) City break/holiday with or without children
- ☐ (_3) Couples or friends on holiday without children at the coast or countryside
- ☐ (_97) None of these<Exclusive><Fixed>

☐ (_99) Don't know<Exclusive><Fixed>

[#11].[#1] If Q18_.ContainsAny({_3})

Q19_.Categories.Order = OrderConstants.oCustom

Q19_.Categories.Filter =

{_30,_28,_1,_2,_3,_4,_5,_6,_7,_8,_9,_10,_11,_12,_32,_13,_14,_31,_15,_16,_17,_18,_19,_29,_20
,_21,_22,_23,_24,_25,_26,_27,_33,_99}

[Q19_, Categorical/Multiple, Normal, Min:1, Max:33, Must Answer]

Which destination(s) would you consider for your **couples or friends holiday without children at the coast or countryside** the next 12 months? (More answers possible)

- ☐ (_1) Austria
- ☐ (_2) Baltic countries (Estonia, Latvia, Lithuania)
- ☐ (_3) Belgium
- ☐ (_4) Bulgaria
- ☐ (_5) Czech Republic
- ☐ (_6) Denmark
- ☐ (_7) Egypt
- ☐ (_8) Finland
- ☐ (_9) France
- ☐ (_10) Germany
- ☐ (_11) Greece (incl. islands)
- ☐ (_12) Hungary
- ☐ (_13) Ireland
- ☐ (_14) Italy
- ☐ (_15) Netherlands
- ☐ (_16) Norway
- ☐ (_17) Croatia/Slovenia/Montenegro
- ☐ (_18) Poland
- ☐ (_19) Portugal

- ☐ (_20) Russia
 - ☐ (_21) Switzerland
 - ☐ (_22) Spain
 - ☐ (_23) Sweden
 - ☐ (_24) Thailand
 - ☐ (_25) Turkey
 - ☐ (_26) United Kingdom
 - ☐ (_27) United States of America
 - ☐ (_28) Armenia
 - ☐ (_29) Romania
 - ☐ (_30) Albania
 - ☐ (_31) Malta
 - ☐ (_32) Iceland
 - ☐ (_33) Other countries
 - ☐ (_99) Don't know<Exclusive><Fixed>
-

[#11].[#1] End If

[#11].[#2] If Q18_.ContainsAny({_1})

Q22_.Categories.Order = OrderConstants.oCustom

Q22_.Categories.Filter =

{_30,_28,_1,_2,_3,_4,_5,_6,_7,_8,_9,_10,_11,_12,_32,_13,_14,_31,_15,_16,_17,_18,_19,_29,_20
,_21,_22,_23,_24,_25,_26,_27,_33,_99}

[Q22_, Categorical/Multiple, Normal, Min:1, Max:33, Must Answer]

Which destination(s) would you consider for your **family holiday with children at the coast or countryside** in the next 12 months? (More answers possible)

- ☐ (_1) Austria
 - ☐ (_2) Baltic countries (Estonia, Latvia, Lithuania)
 - ☐ (_3) Belgium
-

- ☐ (_4) Bulgaria
- ☐ (_5) Czech Republic
- ☐ (_6) Denmark
- ☐ (_7) Egypt
- ☐ (_8) Finland
- ☐ (_9) France
- ☐ (_10) Germany
- ☐ (_11) Greece (incl. islands)
- ☐ (_12) Hungary
- ☐ (_13) Ireland
- ☐ (_14) Italy
- ☐ (_15) Netherlands
- ☐ (_16) Norway
- ☐ (_17) Croatia/Slovenia/Montenegro
- ☐ (_18) Poland
- ☐ (_19) Portugal
- ☐ (_20) Russia
- ☐ (_21) Switzerland
- ☐ (_22) Spain
- ☐ (_23) Sweden
- ☐ (_24) Thailand
- ☐ (_25) Turkey
- ☐ (_26) United Kingdom
- ☐ (_27) United States of America
- ☐ (_28) Armenia
- ☐ (_29) Romania
- ☐ (_30) Albania
- ☐ (_31) Malta
- ☐ (_32) Iceland
- ☐ (_33) Other countries
- ☐ (_99) Don't know<Exclusive><Fixed>

[#13] If Q18_.ContainsAny({_2})

[Q25_, Categorical/Multiple, Normal, Min:1, Max:23, Must Answer]

Which city or cities would you consider for your **city break/holiday with or without children** in the next 12 months? (More answers possible)

- ☐ (_1) Amsterdam
- ☐ (_2) Athens
- ☐ (_3) Aarhus
- ☐ (_4) Barcelona
- ☐ (_5) Berlin
- ☐ (_6) Bruxelles
- ☐ (_7) Copenhagen
- ☐ (_8) Dublin
- ☐ (_9) Edinburgh
- ☐ (_10) Gothenburg
- ☐ (_11) Hamburg
- ☐ (_12) Helsinki
- ☐ (_13) London
- ☐ (_14) Madrid
- ☐ (_15) New York
- ☐ (_16) Oslo
- ☐ (_17) Paris
- ☐ (_18) Prague
- ☐ (_19) Reykjavik
- ☐ (_20) Rome
- ☐ (_21) Stockholm
- ☐ (_22) Vienna
- ☐ (_23) Other
- ☐ (_99) Don't know<Exclusive><Fixed>

[Q31_Intro, Info]

The next questions are about different holiday destinations.

[Q31, Grid, Row, Normal, EXPANDED, Must Answer]

How well do you know each of the following countries as holiday destinations? You don't necessarily have to have visited the countries mentioned to give your opinion.

	(_1) I don't know anything	(_2) I know very little	(_3) I know something	(_4) I know a lot
(_1) Denmark	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(_2) Norway	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(_3) Sweden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(_4) Finland	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(_5) Netherlands	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(_6) Germany	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(_7) Ireland	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(_8) United Kingdom	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[Q56, Categorical/Single, Normal, Min:1, Max:1, Must Answer]

How attractive would you rate **Denmark** as a holiday destination? Give your answer on a scale from 1 to 7, where "1" stands for "not at all attractive" and "7" stands for "very attractive".

- ☐ (_1) 1 - Not at all attractive
- ☐ (_2) 2
- ☐ (_3) 3
- ☐ (_4) 4
- ☐ (_5) 5

- o (_6) 6
- o (_7) 7 - Very attractive
- o (_99) Don't know

[Q39, Grid, Row, Normal, EXPANDED, Must Answer]

How many times have you been to Denmark on a one day visit, a short stay and a long stay within the last 2 years?

	(_1) None	(_2) Once	(_3) 2-4 times	(_4) 5 times or more	(_99) Don't know
(_1) One day visit (no nights)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(_2) Short stay (1-3 nights)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(_3) Long stay (4 nights or more)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[Q40, Categorical/Single, Normal, Min:1, Max:1, Must Answer]

What do you associate with Denmark? Please note your spontaneous associations even if you have not visited Denmark.

- o (_1) Please specify:<Open Textbox>
- o (_99) Don't know

[Q41_2015, Grid, Row, Randomize, EXPANDED, Must Answer]

To what degree do you associate Denmark with the following? SVARLISTE SKAL OPDATERES

	(_1) Not at all	(_2) Low degree	(_3) Neither nor	(_4) High degree	(_5) Very high degree	(_99) Don't know

(_1) Bicycles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(_2) Vikings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(_3) Design and architecture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(_4) Culture and art	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(_5) Films and television series	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(_6) "Hygge"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(_7) Happiness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(_8) Green solutions and sustainability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(_9) Nature perfect for outdoor activities (e.g. biking, hiking or sports)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(_10) Gastronomy and finer culinary experiences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

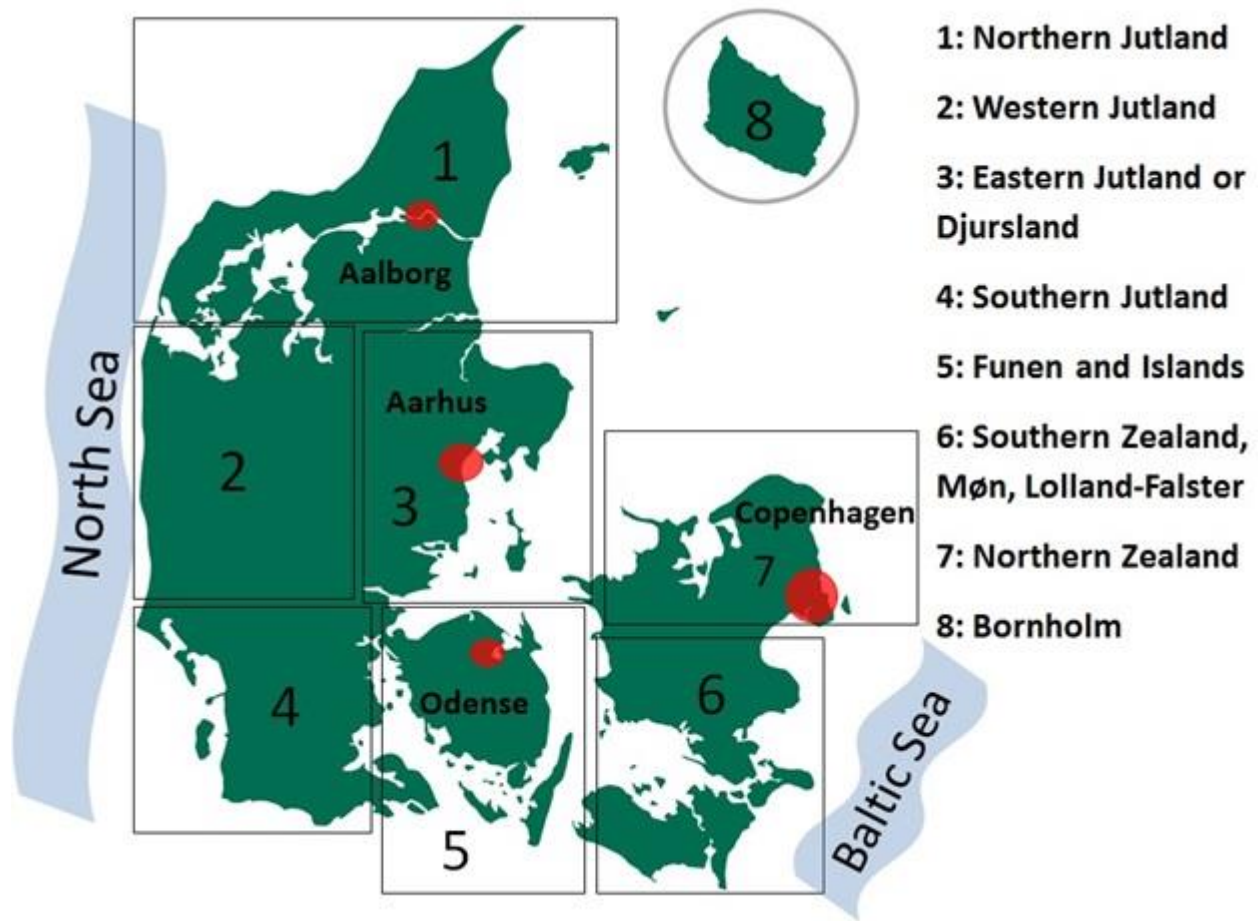
[#23] If Language <> {DEU}

Q57.QuestionFilter = Q57.Categories - {_15,_16}

[#23] End If

[Q57, Grid, Row, Normal, EXPANDED, Must Answer]

How well do you know each of the following holiday destinations in Denmark? You don't necessarily have to have visited the destinations mentioned to give your opinion.



	(_1) I don't know anything	(_2) I know very little	(_3) I know something	(_4) I know a lot
(_1) Copenhagen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(_2) Aalborg	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(_3) Aarhus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(_4) Odense	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(_5) Northern Jutland	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(_6) Western Jutland	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(_7) Eastern Jutland	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(_8) Djursland	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(_9) Southern Jutland	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(_10) Funen and Islands	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(_11) Southern Zealand, Møn, Lolland-Falster	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(_12) Northern Zealand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(_13) West Zealand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(_14) Bornholm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(_15) The Danish North Sea	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(_16) The Danish Baltic Sea	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[Q90_Intro, Info]

The next questions are about different choices regarding leisure holidays.

[Q90_2016, Categorical/Single, Normal, Min:1, Max:1, Must Answer]

How many leisure holidays have you been on, where you paid for your accommodation, within the past 12 months?

- ☐ (_1) 0
- ☐ (_2) 1
- ☐ (_3) 2
- ☐ (_4) 3

- ☐ (_5) 4
 - ☐ (_6) 5 or more
 - ☐ (_99) Don't know
-

#30] If Q90_2016.ContainsAny("_2.._6")

[Q78_Intro, Info]

In closing, we would like to ask you some background questions.

[Q78, Categorical/Single, Normal, Min:1, Max:1, Must Answer]

Are you?

- ☐ (_1) Man
 - ☐ (_2) Woman
-

[Q79, Categorical/Single, Normal, Min:1, Max:1, Must Answer]

What year were you born?

- ☐ (_1) Please enter the year:<Open Textbox>
 - ☐ (_2) Decline to answer
-

#36] If Language = {ENU}

[Q80, Categorical/Single, Normal, Min:1, Max:1, Must Answer]

In which post code do you live?

- ☐ (_1) Please enter the postal code:<Open Textbox>
 - ☐ (_99) Don't know/ Decline to answer
-

[Q81, Categorical/Single, Normal, Min:1, Max:1, Must Answer]

In which region do you live?

- ☐ (_1) East Anglia
- ☐ (_2) Greater London
- ☐ (_3) Midlands
- ☐ (_4) North East
- ☐ (_5) North West
- ☐ (_6) Northern Ireland
- ☐ (_7) Scotland
- ☐ (_8) South East
- ☐ (_9) South West
- ☐ (_10) Wales
- ☐ (_11) Yorkshire and Humberside
- ☐ (_99) Do not wish to say

[Q82, Categorical/Single, Normal, Min:1, Max:1, Must Answer]

What is your current household income? Please indicate your gross income – that is your income before taxes.

- ☐ (_1) Under £9,999
- ☐ (_2) £10,000 to £19,999
- ☐ (_3) £20,000 to £29,999
- ☐ (_4) £30,000 to £39,999
- ☐ (_5) £40,000 to £49,999
- ☐ (_6) £50,000 to £59,999
- ☐ (_7) £60,000 to £69,999
- ☐ (_8) £70,000 to £79,999
- ☐ (_9) £80,000 to £89,999
- ☐ (_10) £90,000 to £99,999
- ☐ (_11) Over £100,000

- ☐ (_99) Would rather not say
-

[Q83, Categorical/Single, Normal, Min:1, Max:1, Must Answer]

Please select the highest level of education you have attained to date:

- ☐ (_1) 5 grade C GCSEs (or equivalent) or less
 - ☐ (_2) More than 5 grade C GCSEs (or equivalent)
 - ☐ (_3) A levels/AS levels/Scottish Highers/NVQ levels 3 or 4
 - ☐ (_4) Undergraduate degree or equivalent
 - ☐ (_5) Postgraduate Degree or equivalent
 - ☐ (_6) Professional Qualification
 - ☐ (_99) Decline to answer
-

[Q84_, Categorical/Multiple, Normal, Min:1, Max:4, Must Answer]

Do you have children within any of the following age groups living at home? (More answers possible)

- ☐ (_1) 0-6 years
 - ☐ (_2) 7-12 years
 - ☐ (_3) 13-18 years
 - ☐ (_4) 19 years or above
 - ☐ (_5) I have no children living at home<Exclusive><Fixed>
-

[#36] End If

[#38] If Language = {NOR}