



Press Monitor 2005

What did the international press write about
Copenhagen in 2004?



Content

- About Monitor
- Analysis
- Conclusions
- Implications for future analysis
- Ch. 1: Key findings
- Ch. 2: Business segments
- Ch. 3: Key markets



About Monitor

- This is the second edition of Wonderful Copenhagen's Press Monitor. The first edition was produced in 2003.

Purpose of Press Monitor 2004

- Wonderful Copenhagen's press department produces a number of news releases, news letters; and other press related information for the international media. Furthermore, approx. 500 - 600 journalists visit Copenhagen every year.
- The purpose of this report is to track the effects of all international press related activities and monitor how Copenhagen is portrayed in the international media.



Methodology

- Thanks to VisitDenmark's offices abroad who kindly forward press clippings from each market to us, Wonderful Copenhagen is able to generate qualitative results on how Copenhagen is portrayed in the international media.
- The database contains approximately 10.000 press clippings in total for the period 2000 to the present date. Of these 3,640 press clippings are from 2004, which is more than any other year. This report focuses on the clippings from 2004. Where relevant, comparisons are made with results from the previous Press Monitor report, which analyses clippings from 2000-02.



Methodology cont.

- The clippings are registered with basic information, e.g.: name and type of media, country of origin, date of publication, article size, and the original reason the article appeared, i.e. press travel, news release or other. Furthermore, the content of the clippings are registered in terms of themes, cue words and grading (negative/positive).



Analysis:

- An analysis is conducted on the content of the articles, aiming to answer the following questions:

Key questions:

- How has Copenhagen been able to penetrate key media?
- Is Copenhagen presented on the right markets?
- Are various tourism-related business segments and/or projects, relevant to Wonderful Copenhagen, presented in the articles?
- Is Copenhagen described according to Wonderful Copenhagen's strategy for branding the city?
- Is Copenhagen's branding obvious in the international media?



Conclusions: Key findings

- Articles about Copenhagen have a high penetration in A-media (newspapers and lifestyle magazines accounts for 78% of all articles).
- The distribution of articles across national markets corresponds with market priorities in terms of nearby markets (Sweden, Norway, Germany). However, the number of articles from the UK, USA and Italy are less than expected and in terms of percentages these have decreased compared to the period 2000-02.
- Press visits yield longer stories.
- The combination of business segments and article content corresponds in general to the branding of Copenhagen.



Conclusions: Themes

- Wonderful Copenhagen has been successful in promoting the 'New Copenhagen' (New Copenhagen being: Copenhagen as a cultural, cool and human city) on an international level. All 3 themes have increased their share compared to 2002 and now account for 58% of all articles.
- 'City of Culture' is with 41% of all articles the most written about theme overall. There is still a need to focus more on purveying the message of 'human capital', which accounts for 7%.
- 'Good Old Copenhagen' has also increased it's share compared to 2002, this is mainly because of the Royal Wedding and HCA. The two events account for almost 10% (348 articles) and 9% (322 articles) respectively of all articles.



Conclusions: Business segments

- City break is the most frequently mentioned segment (47% of all articles). However, with an impressive press coverage of 26% of all articles, the new segment Events gains ground.
- Articles concerning Events refer to the message of 'Human Capital' more than articles concerning other segments, and at the same time less on 'City functionality' compared to other segments.
- The majority of articles concerning cruising are written by the Swedish media, whilst only 5 articles are from USA and none from the UK.
- Nearby markets are most active in writing about Family holiday, and they describe Copenhagen mainly as 'a place to have a good time'.



Conclusions: Key markets

- In Sweden, Copenhagen is most of all a 'Cultural City break' destination – but 'Events' are gaining ground.
- USA and the UK find Copenhagen 'the coolest' compared to both other themes and other international markets.
- German and Norwegian media still focus most on 'City functionality' although less than previous years.



Implications for future analysis:

- This analysis is based primarily on press clippings, delivered by VisitDenmark's offices abroad and consist only of press coverage generated by VisitDenmark. Press coverage not generated by VisitDenmark is only included to a lesser extent.
- Wonderful Copenhagen has recently signed a Press agreement with VisitDenmark which should make the gathering of press clippings easier and result in more press clippings in the future. The next step in the agreement could be the development of a joint 'Press Monitor database'.
- In the future the possibility of including new themes, events (e.g. 'MTV Europe Award 2006'); and possible companies/organisations should be considered.

Key findings

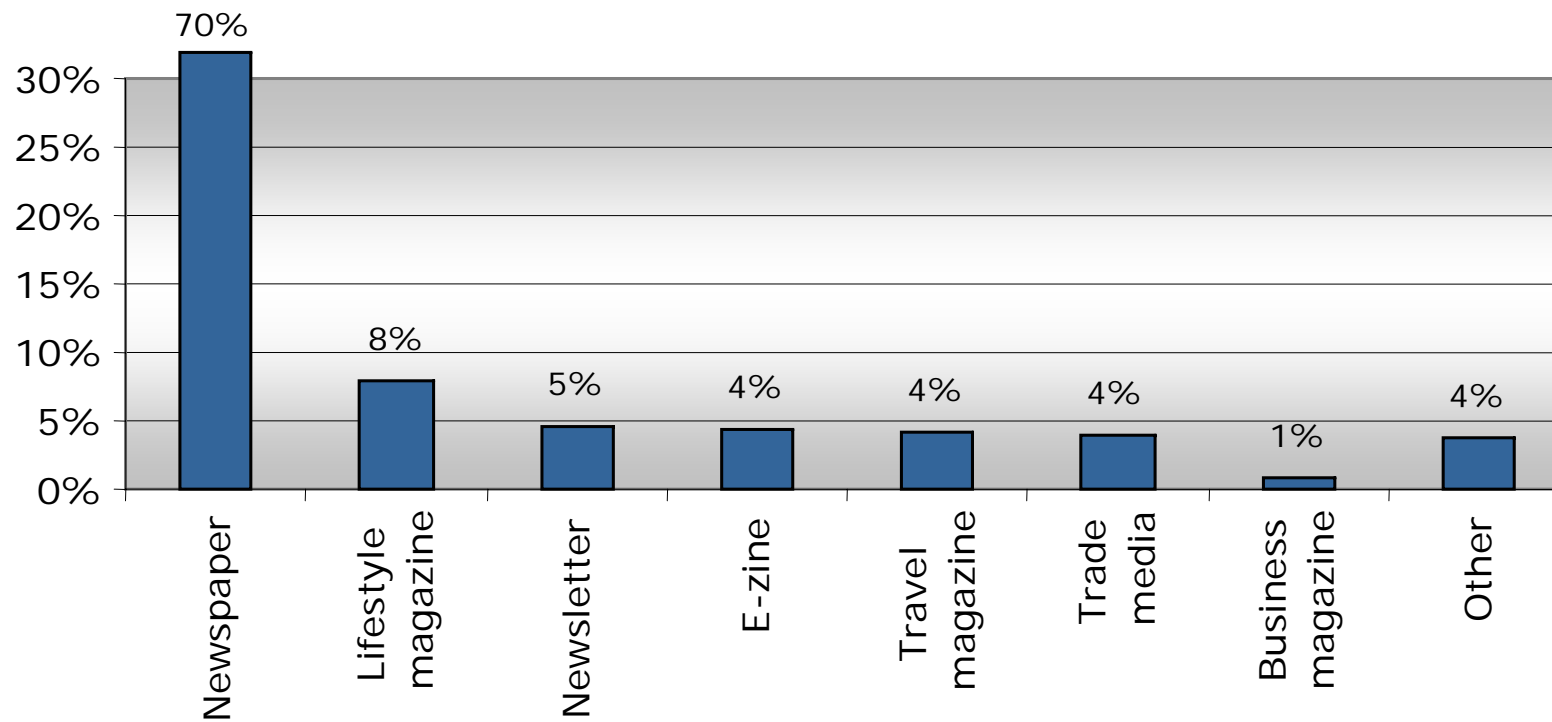


Chapter 1: Key findings

Key findings



High penetration in newspapers



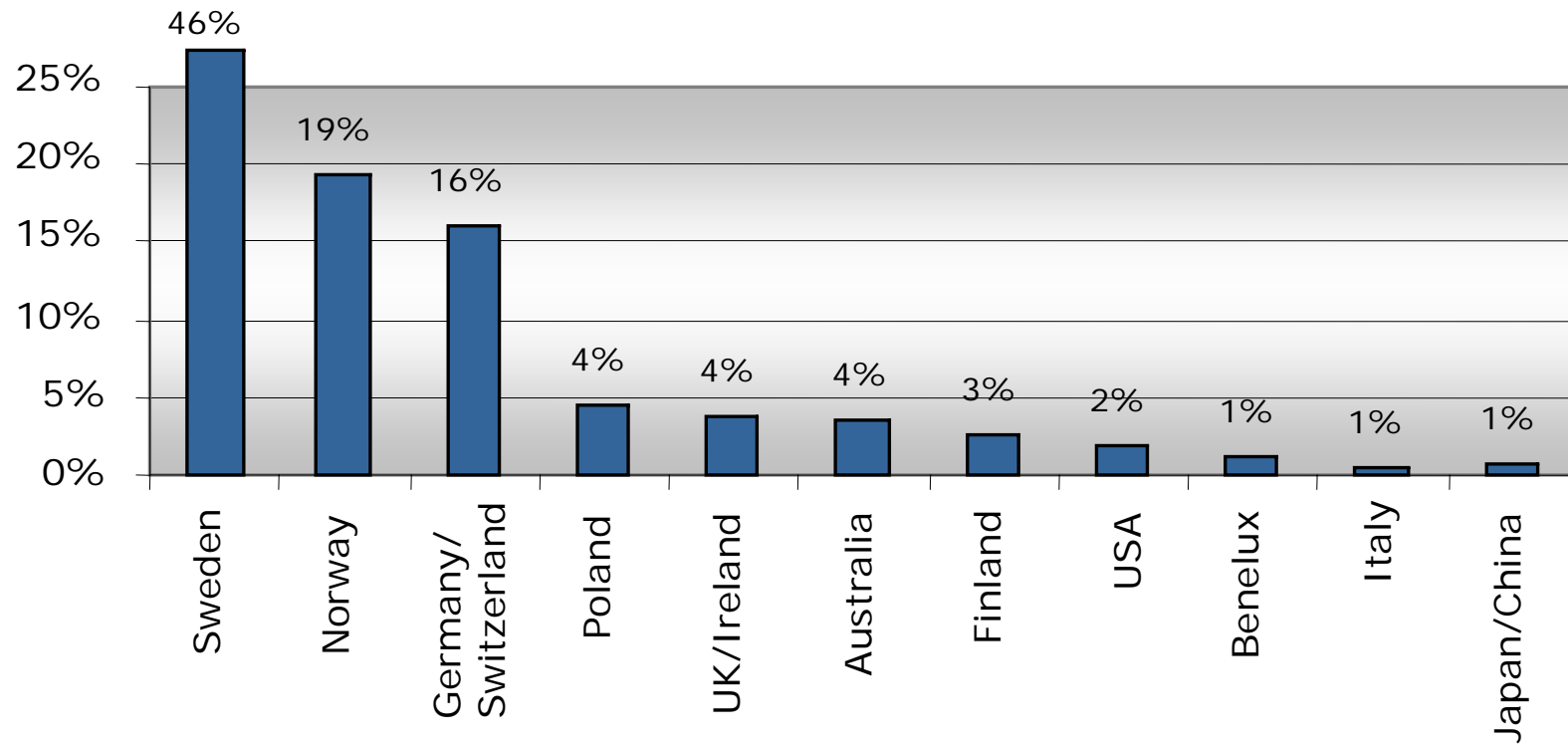
Source: Press Monitor

Base= 3,640 articles 2004

Key findings



Articles are mostly from nearby markets



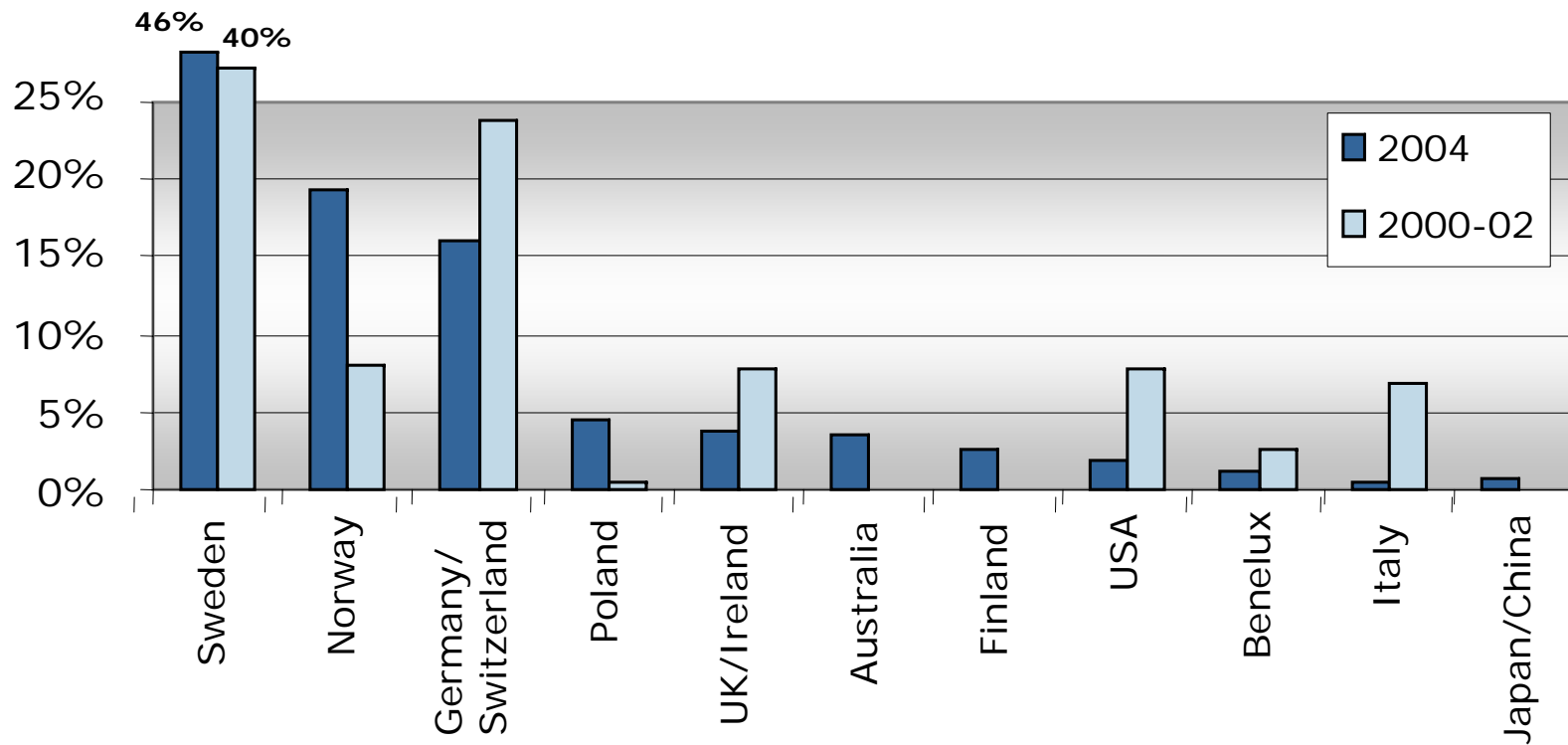
Source: Press Monitor

Base= 3,640 articles 2004

Key findings



Articles in 2004 compared with 2000-02



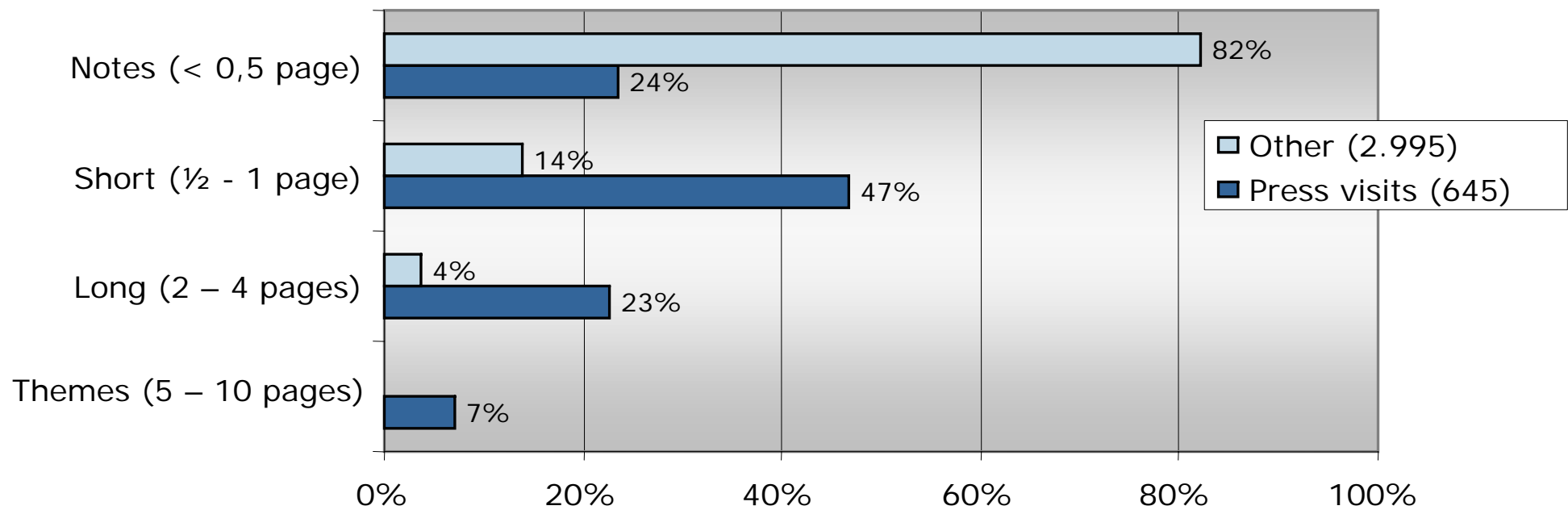
Source: Press Monitor

Base= 3,640 articles 2004 6,263 articles 2000-02

Key findings



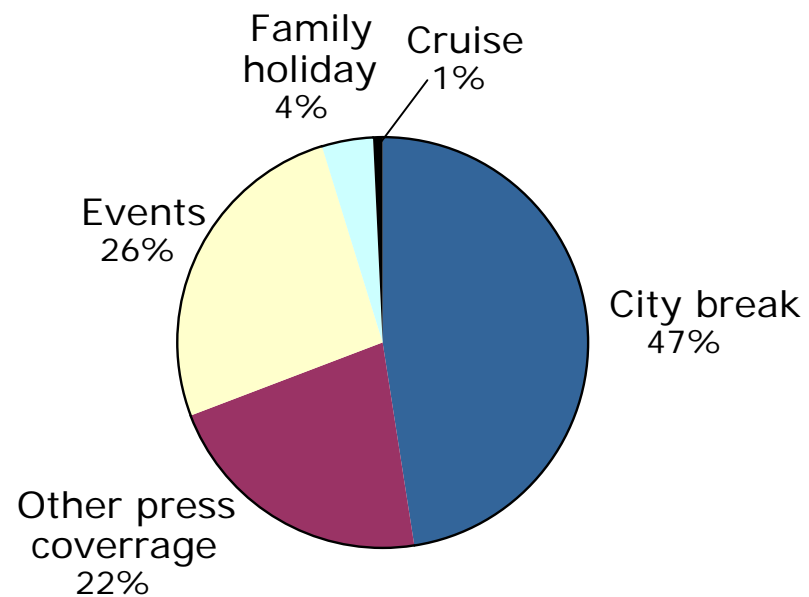
Press visits yield I-o-n-g-e-r features



Key findings



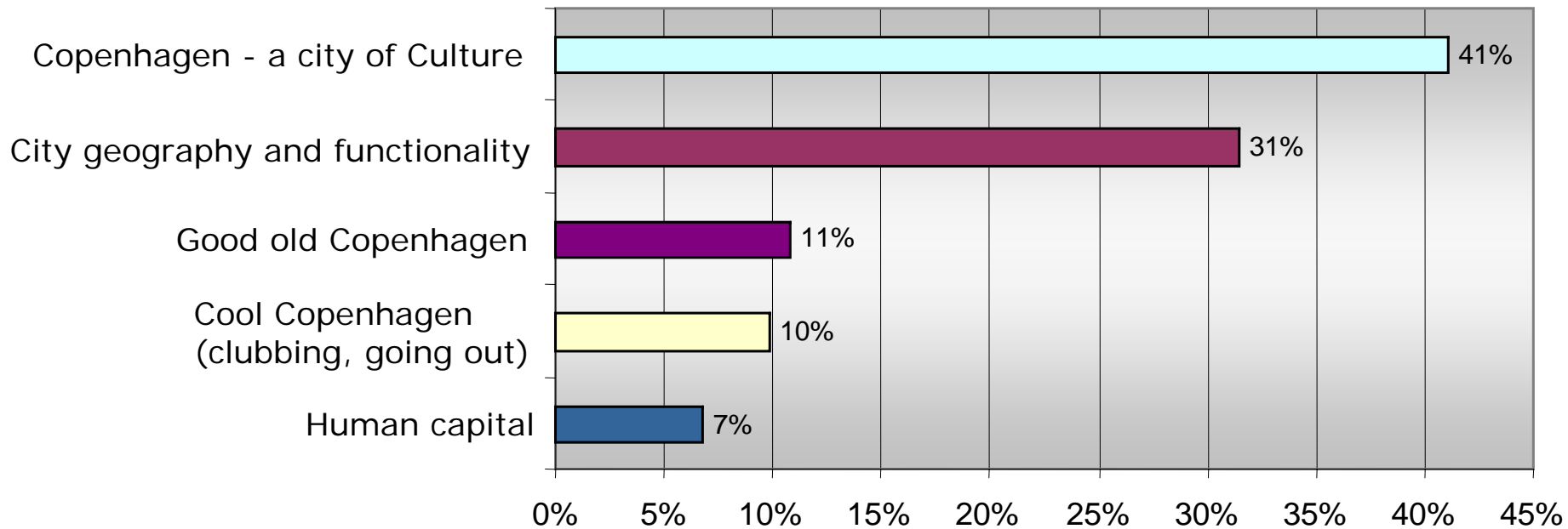
Copenhagen is most commonly presented as a city break destination



Key findings



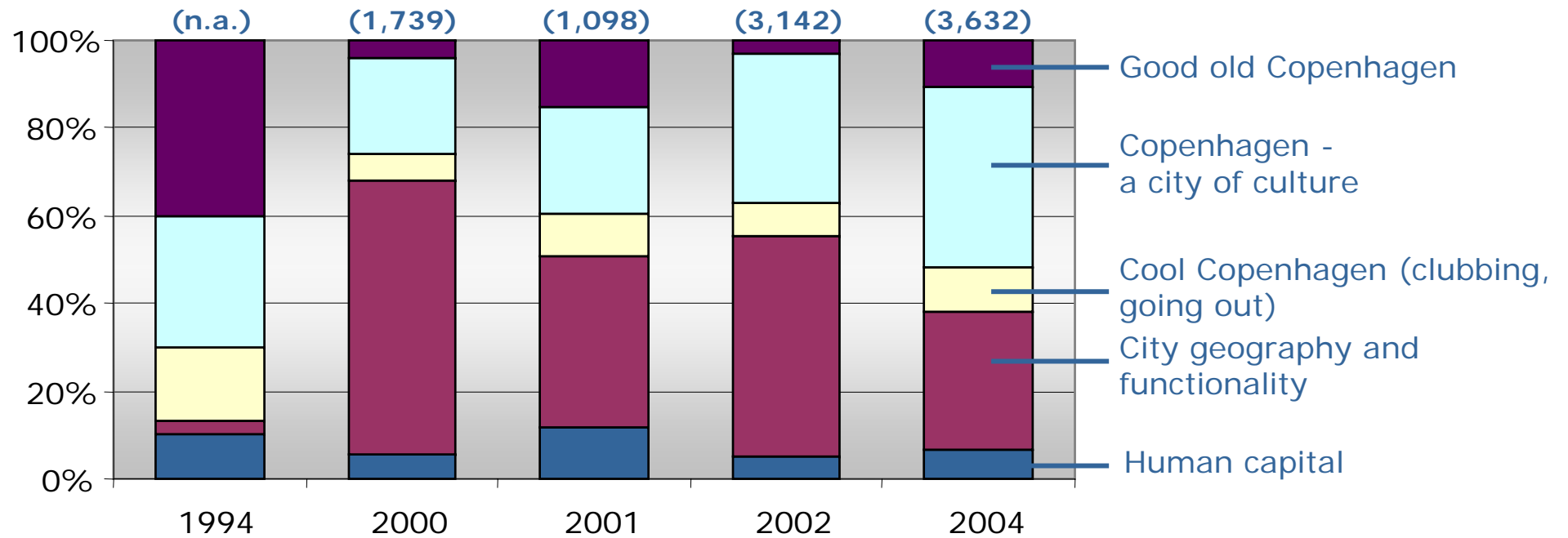
Themes: what does the international media write about Copenhagen?



Key findings



'New Copenhagen' overtake 'old Copenhagen'



○ = base

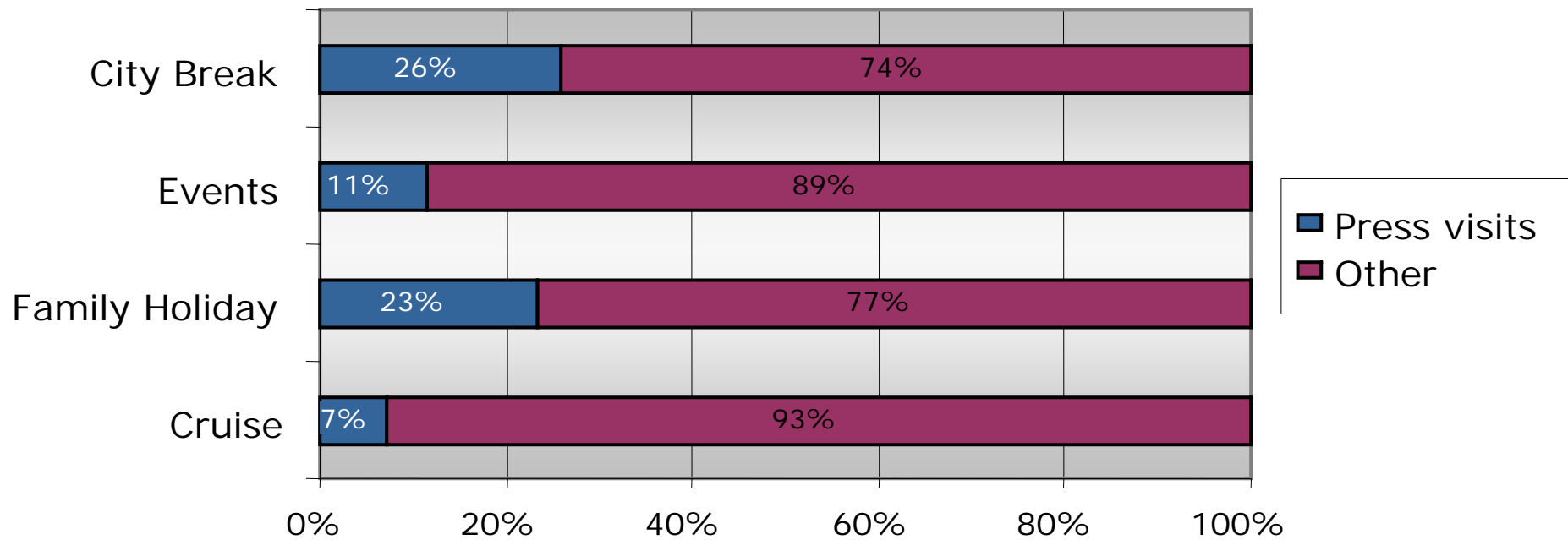
Source: Press Monitor

Base= 3,632 articles 2004

Key findings



Business segment vs. origin of feature



Business segments



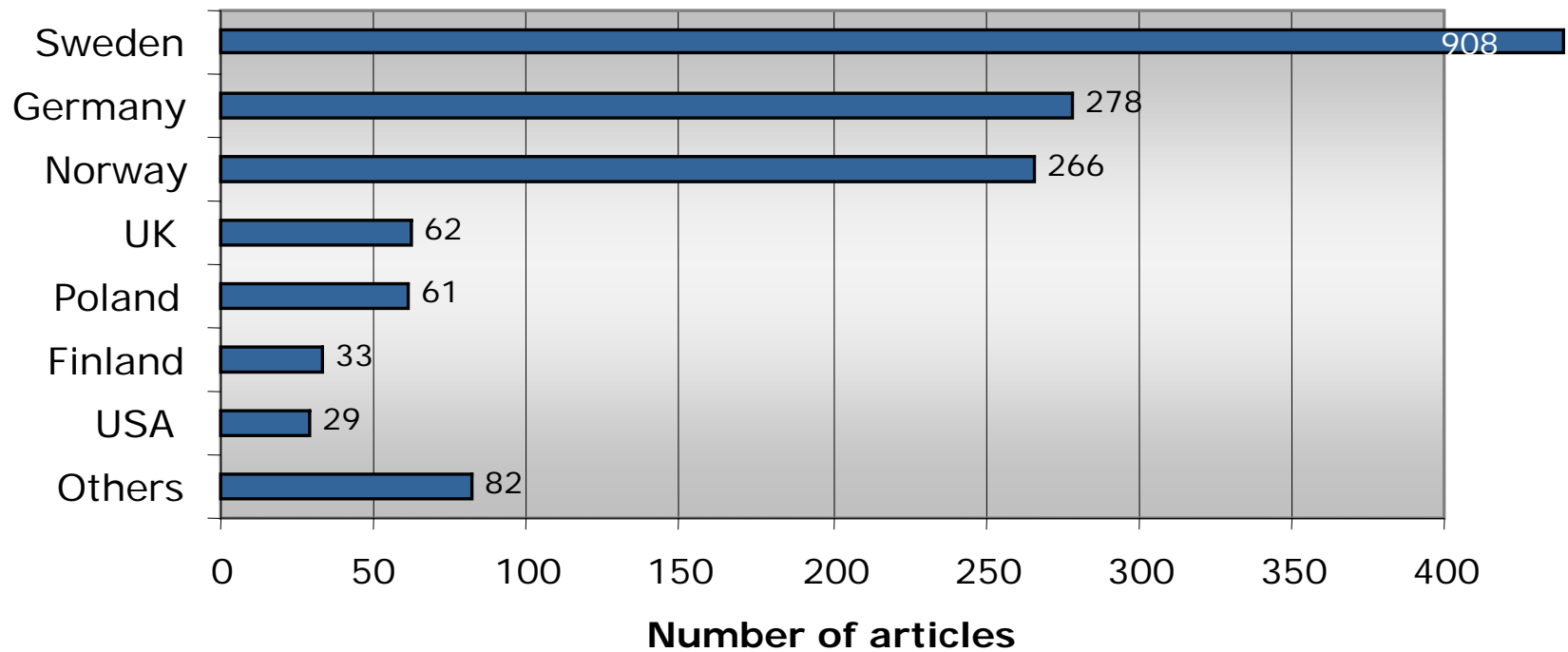
Chapter 2:

Business segments

Business segments



City break: High penetration in Sweden



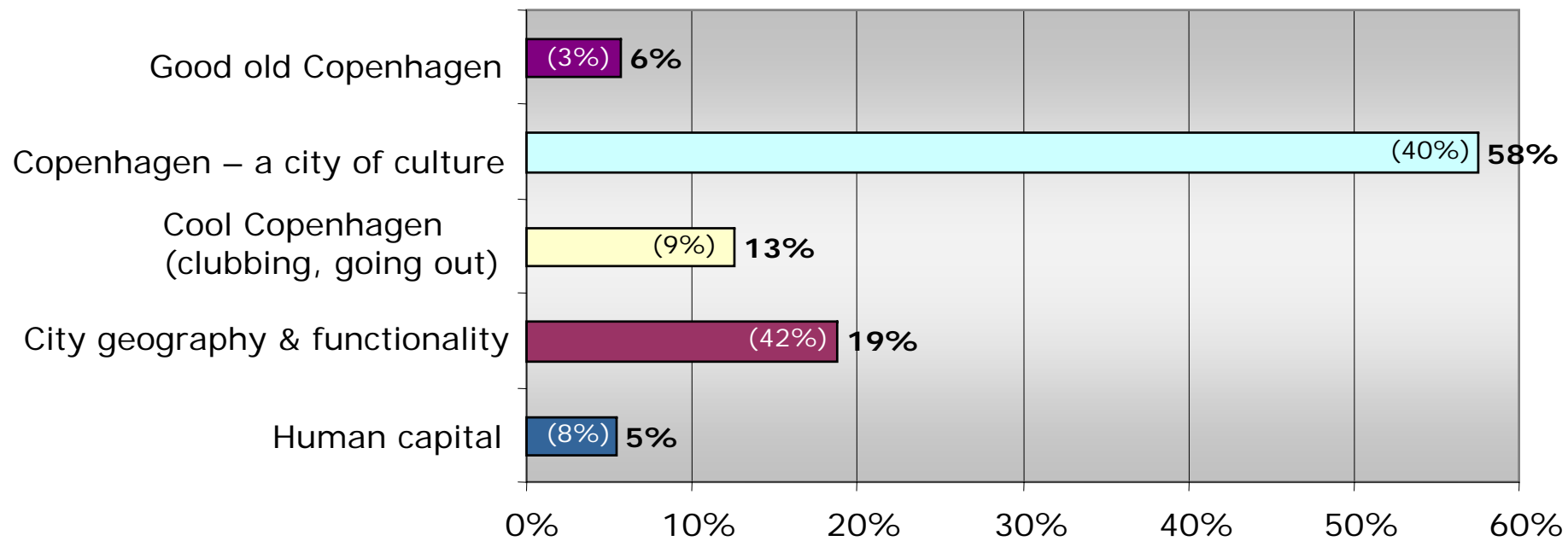
Source: Press Monitor

Base= 1,719 articles 2004

Business segments



City break: Copenhagen is foremost a cultural city



() = 2002 figures

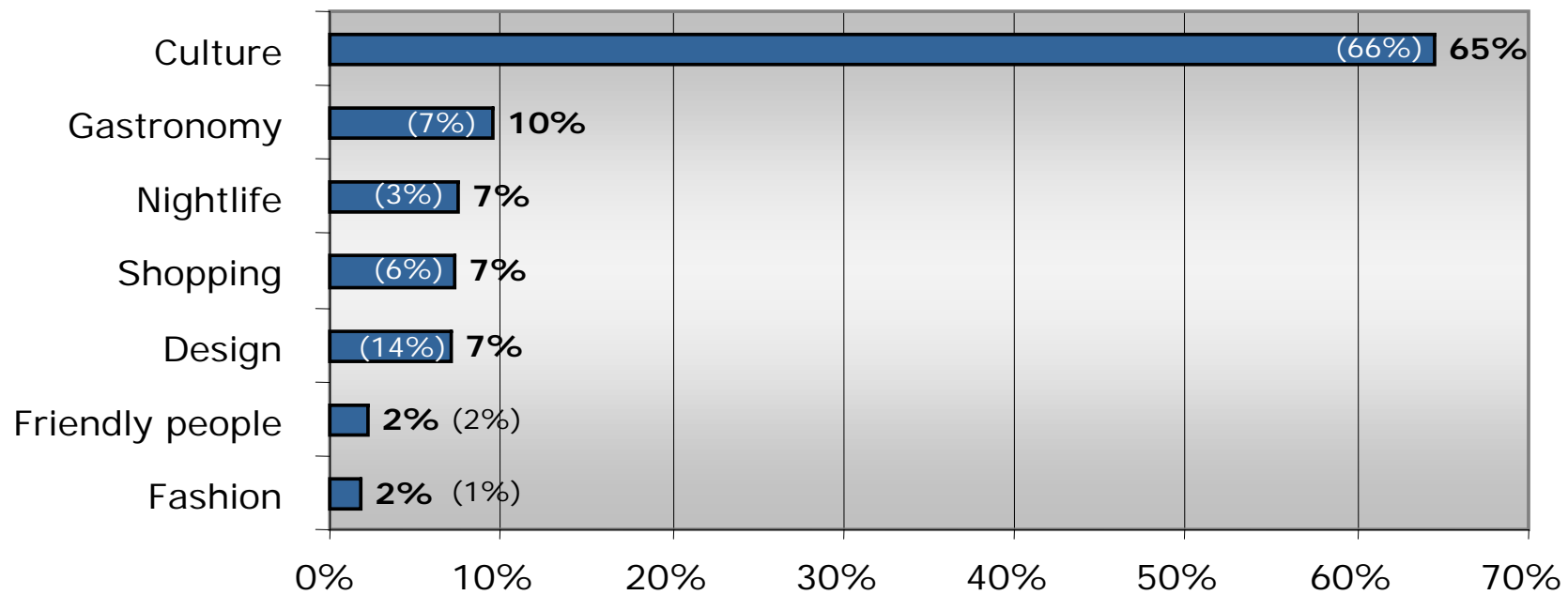
Source: Press Monitor

Base = 1,719 articles 2004 2,264 articles 2002

Business segments



City break: Most articles are about culture



() = 2000-02 figures

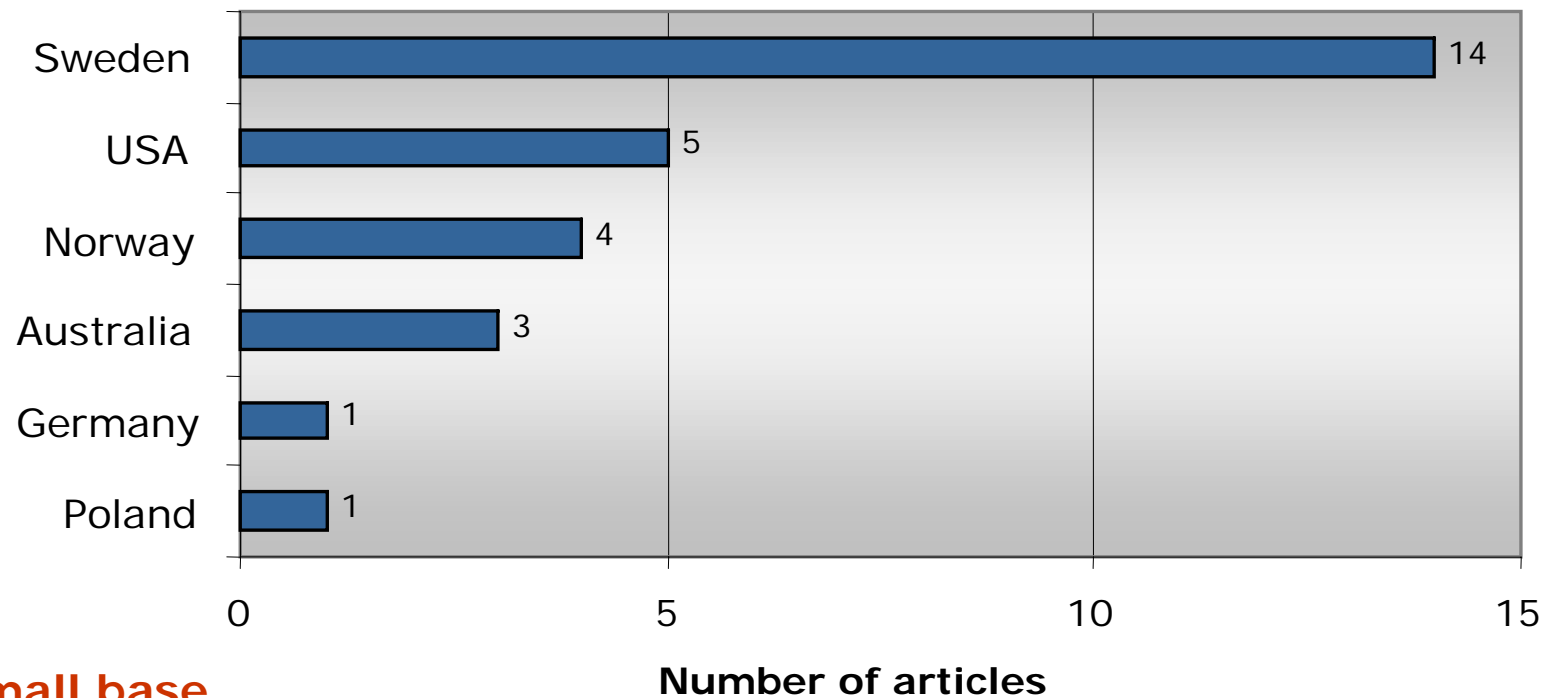
Source: Press Monitor

Base = 1,719 articles 2004 4,169 articles 2000-02

Business segments



Cruise: Swedish media have been most active, whilst the UK media have been absent



Note: small base

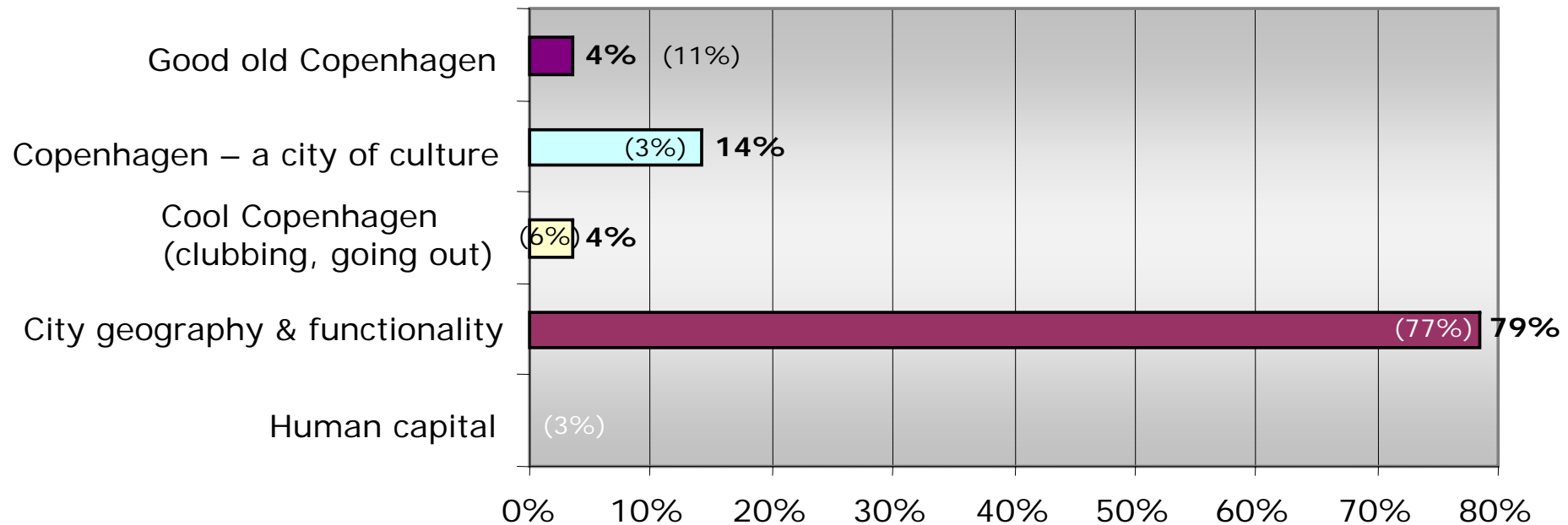
Source: Press Monitor

Base = 28 articles 2004

Business segments



Cruise themes: City geography & functionality predominate



() = 2002 figures

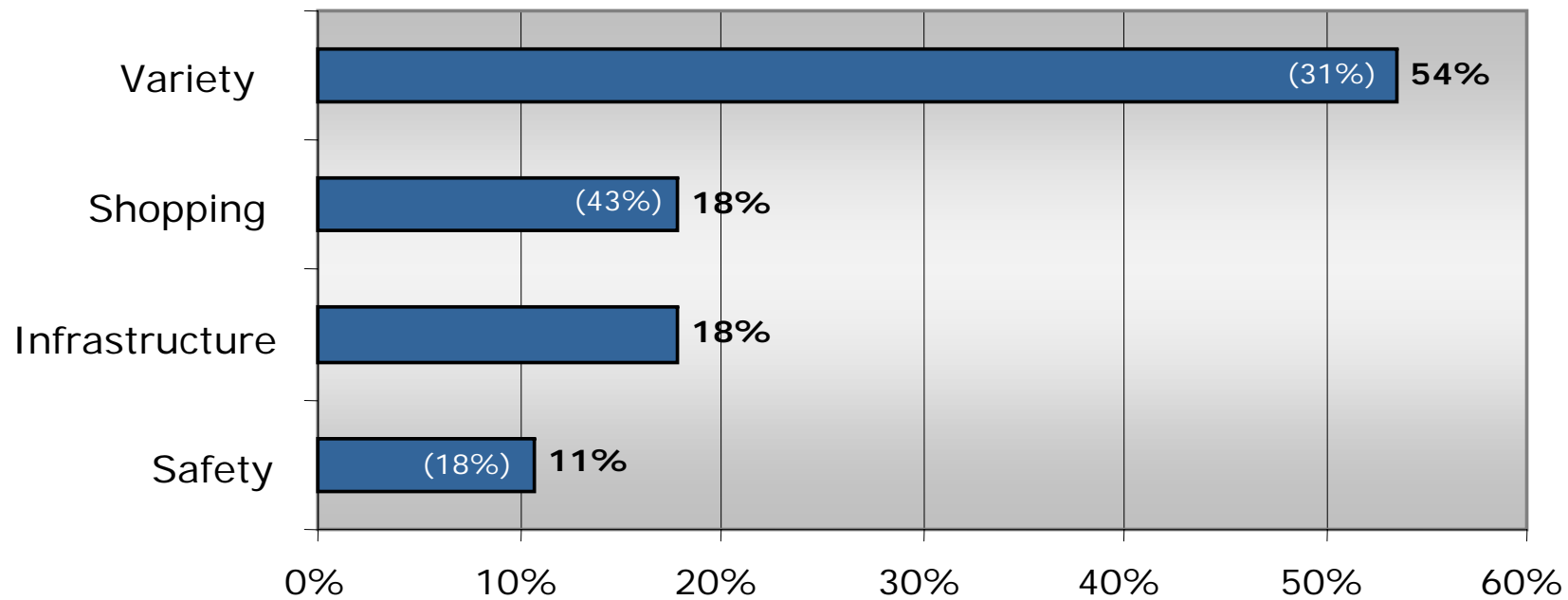
Source: Press Monitor

Base = 28 articles 2004 35 articles 2002

Business segments



Cruise-related articles focus on variety, shopping and infrastructure



() = 2000-02 figures

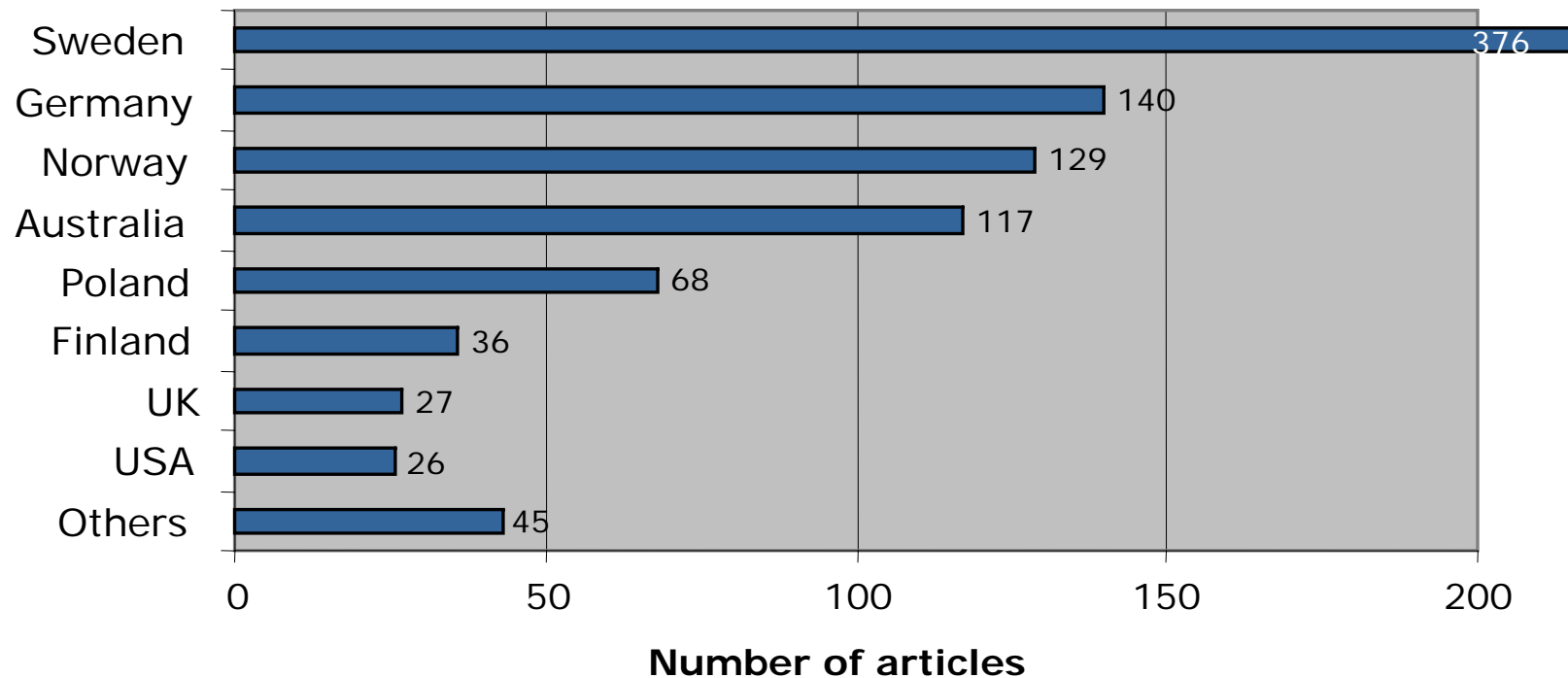
Source: Press Monitor

Base = 28 articles 2004 62 articles 2000-02

Business segments



Events: Swedish media have been most active in writing about Events



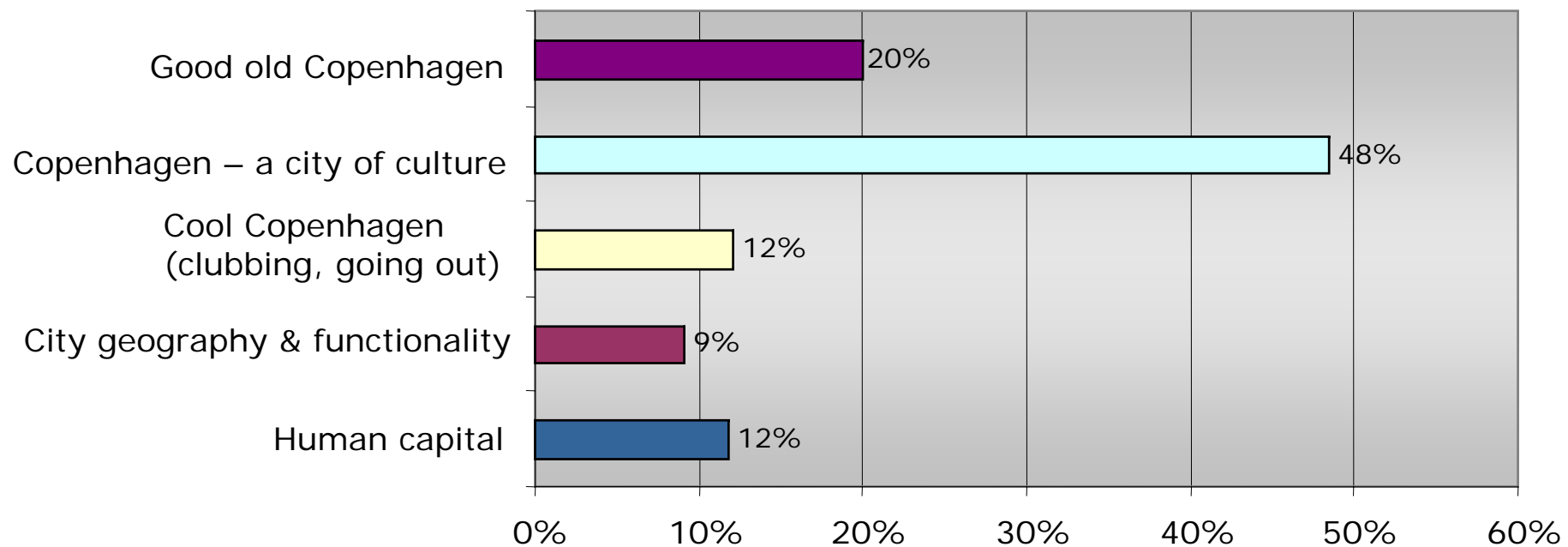
Source: Press Monitor

Base = 959 articles 2004

Business segments



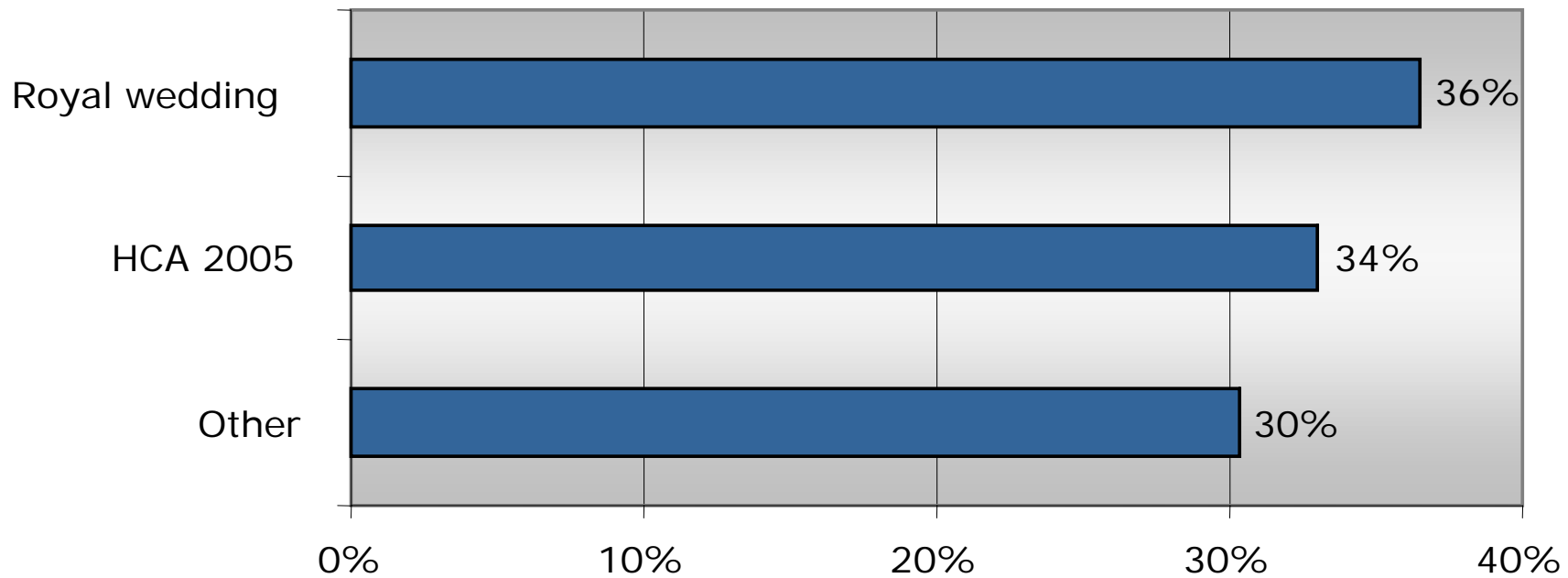
Event themes: 12 % of articles are about 'Human capital' - the highest among all segments



Business segments



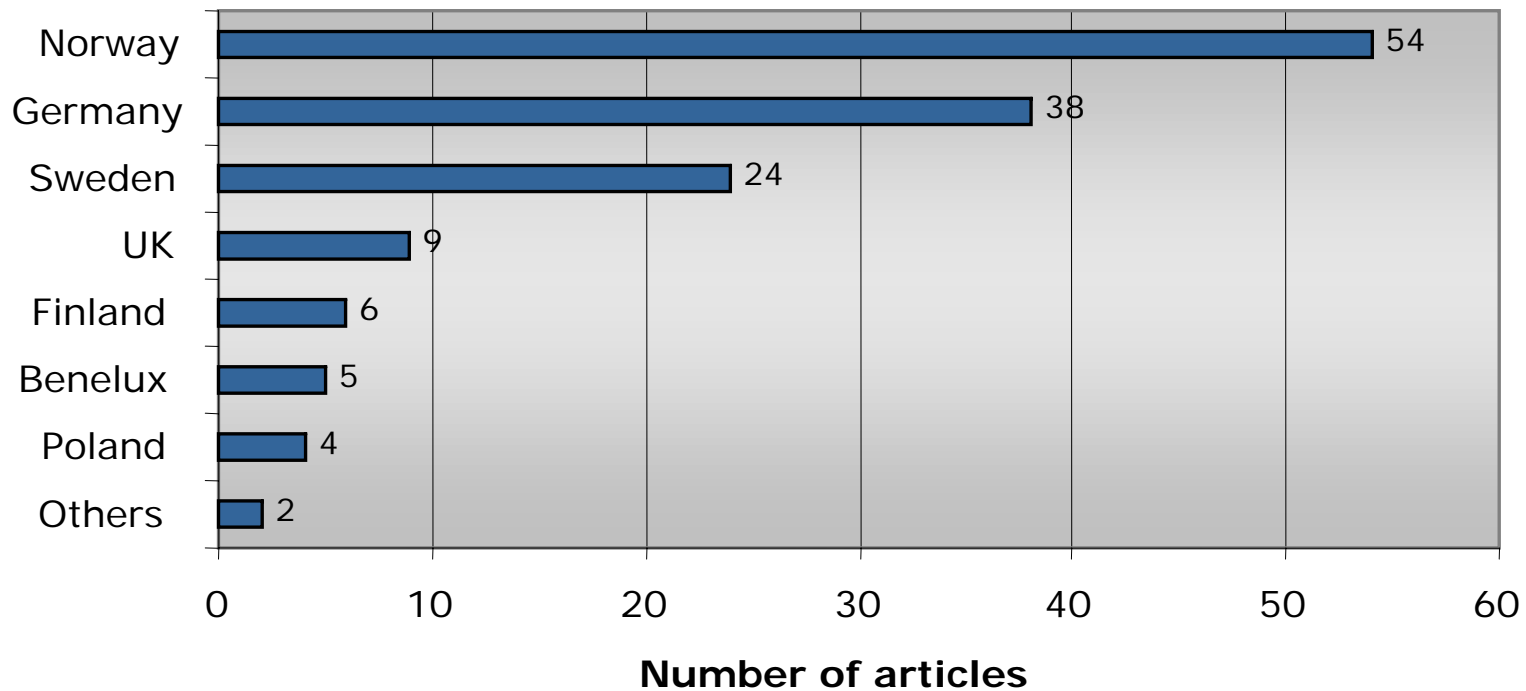
Events: The Royal wedding was the biggest event in 2004



Business segments



Family holiday: attractive to Norwegians and Germans in particular



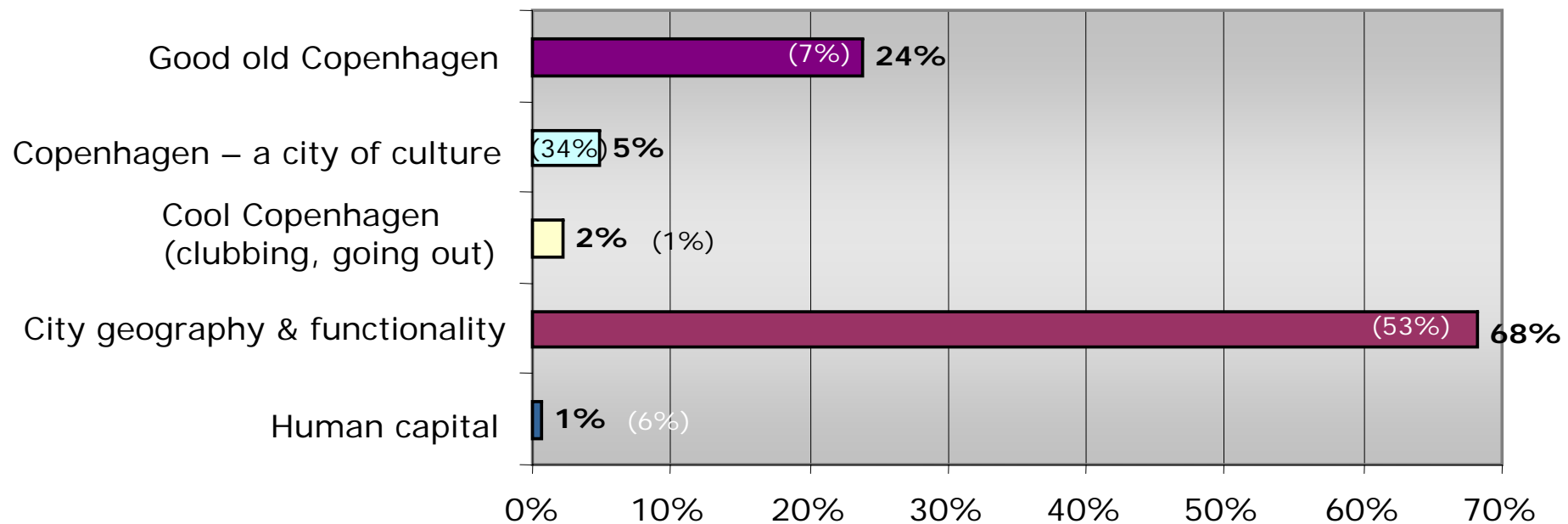
Source: Press Monitor

Base = 142 articles 2004

Business segments



Family holiday: City functionality is important and 'Good old Chp'. interesting for the family tourist



() = 2002 figures

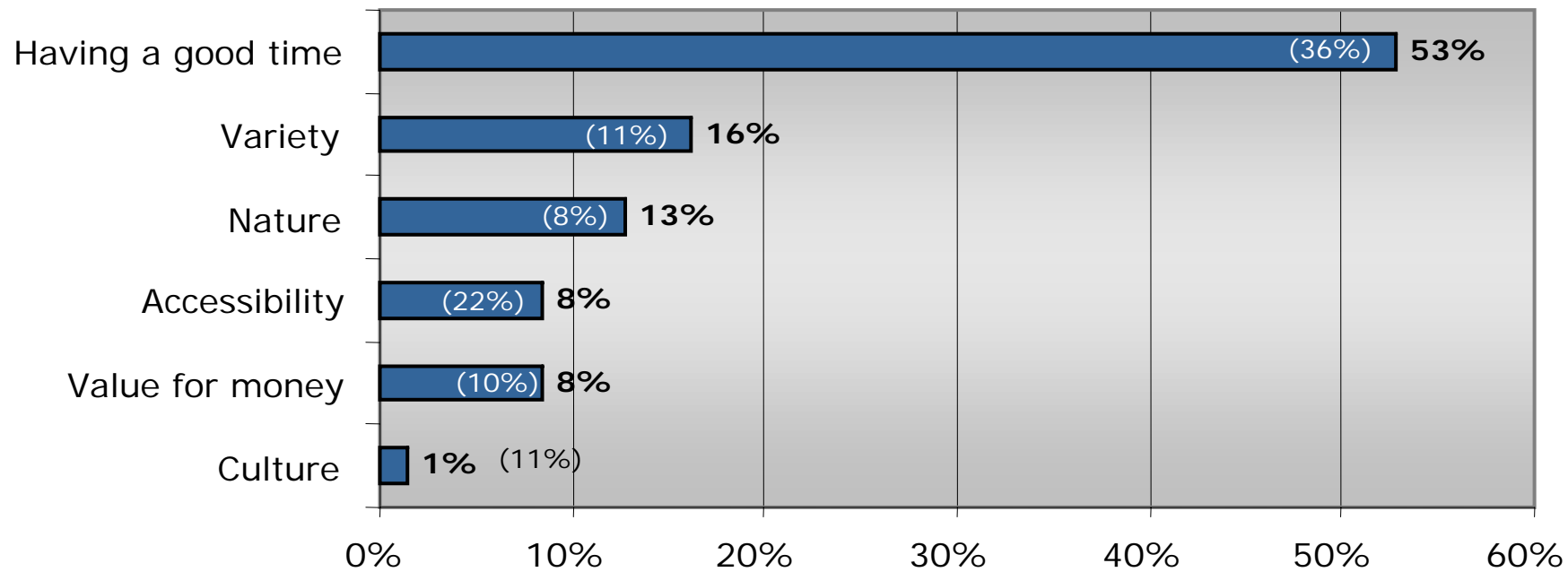
Source: Press Monitor

Base = 142 articles 2004 148 articles 2002

Business segments



Family holiday: describe Copenhagen as a place to have a good time



() = 2000-02 figures

Source: Press Monitor

Base = 142 articles 2004 655 articles 2000-02

Key markets



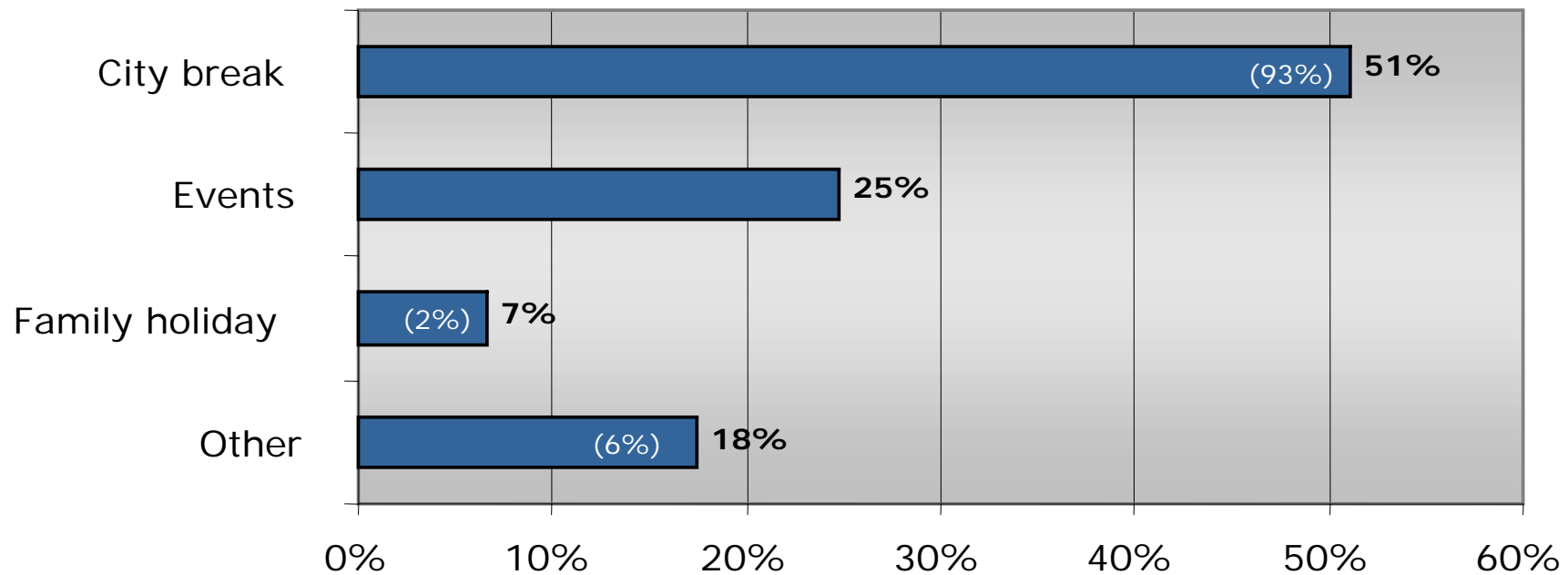
Chapter 3:

Key markets

Key markets



Copenhagen in the British media 2004



() = 2000-02 figures

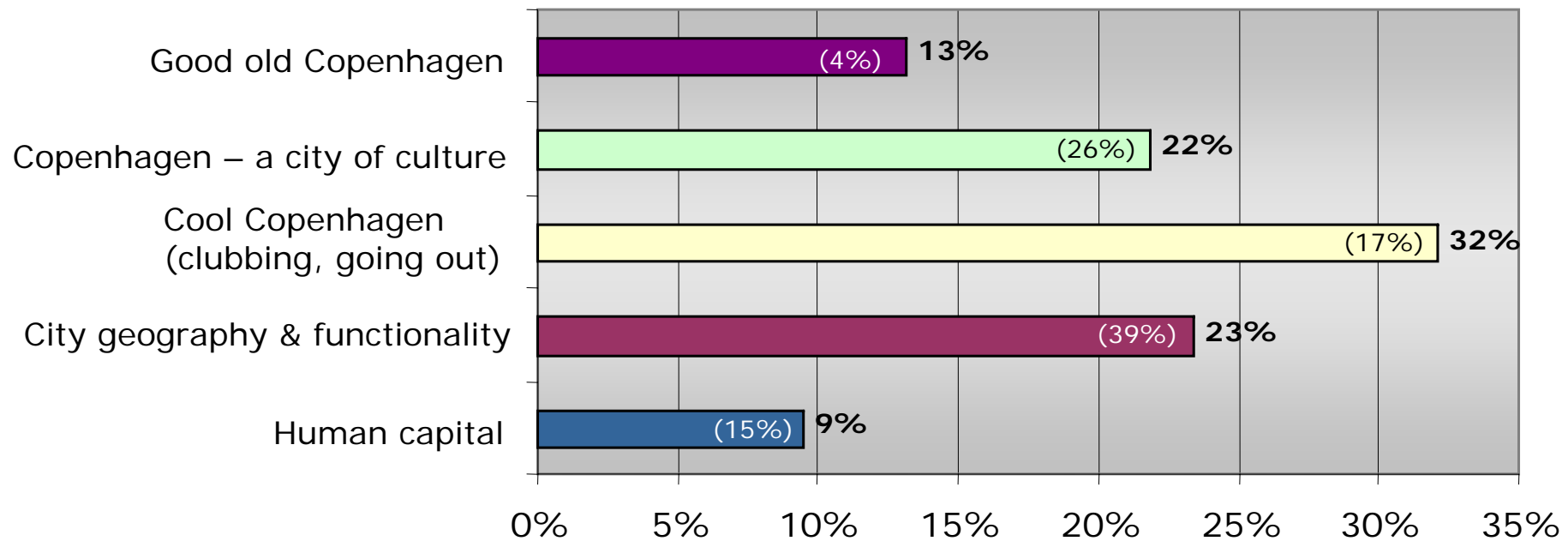
Source: Press Monitor

Base = 137 articles 2004 443 articles 2000-02

Key markets



Themes in the United Kingdom



() = 2000-02 figures

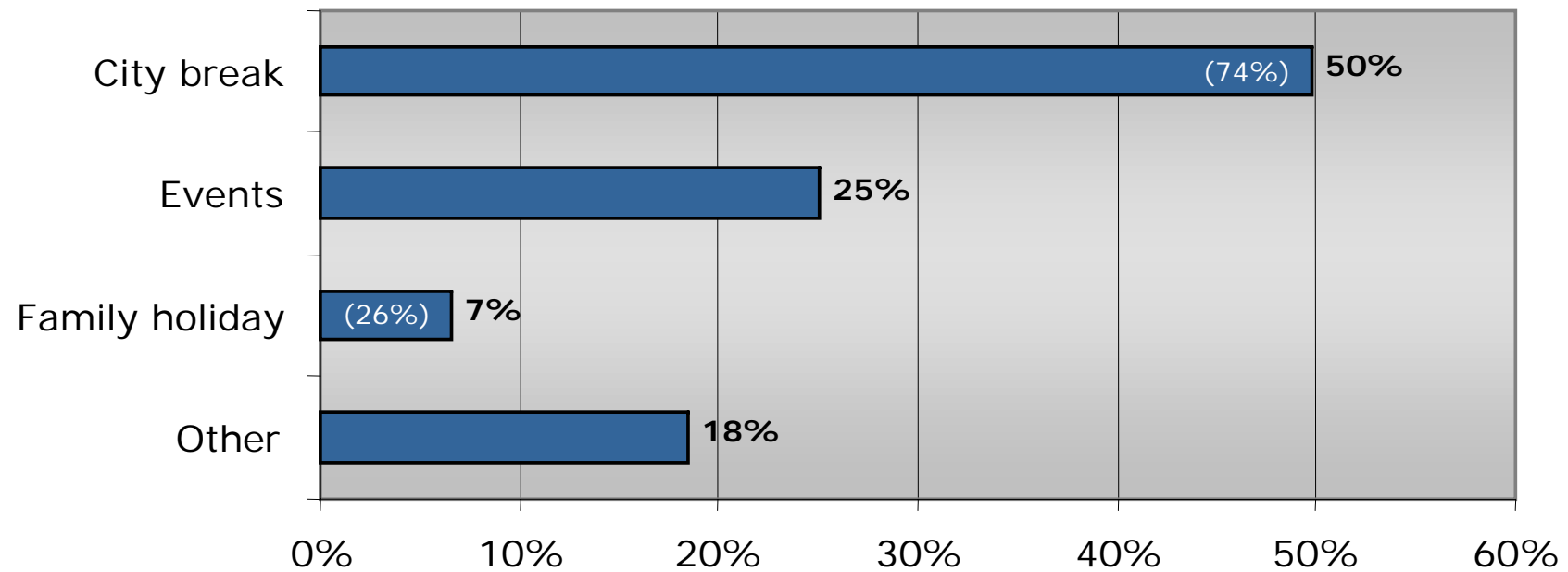
Source: Press Monitor

Base = 137 articles 2004 443 articles 2000-02

Key markets



Copenhagen in the German media 2004



() = 2000-02 figures

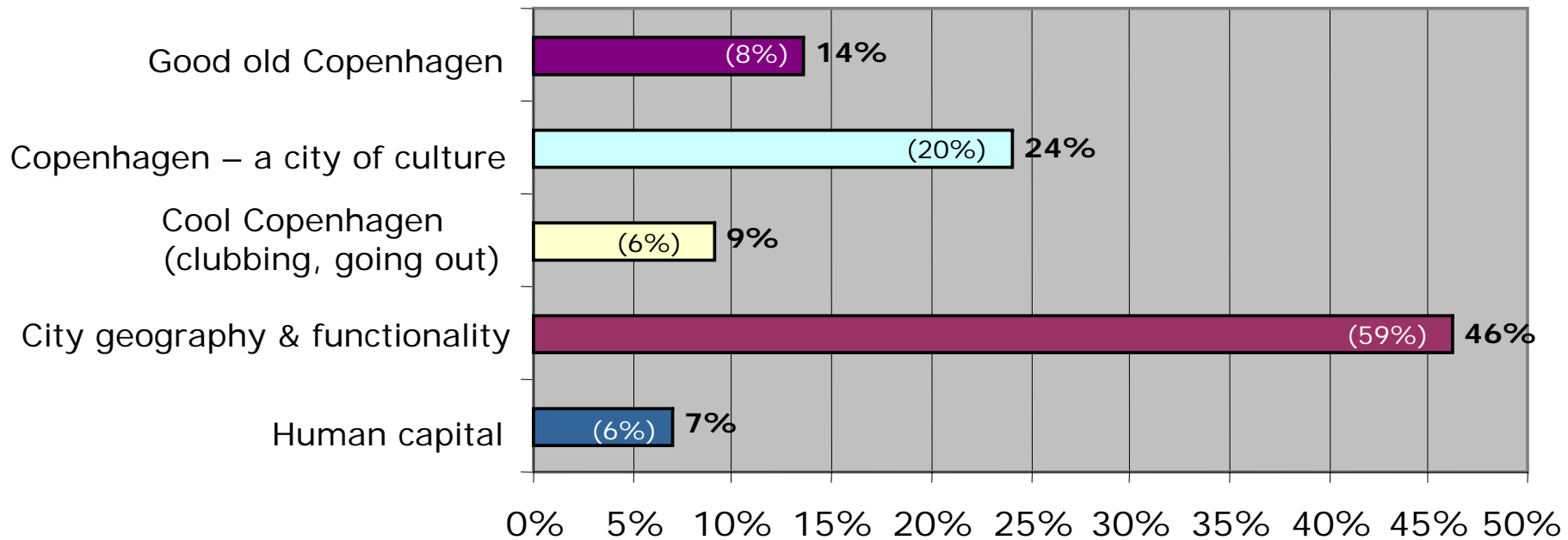
Source: Press Monitor

Base = 582 articles 2004 1,989 articles 2000-02

Key markets



Themes in Germany



() = 2000-02 figures

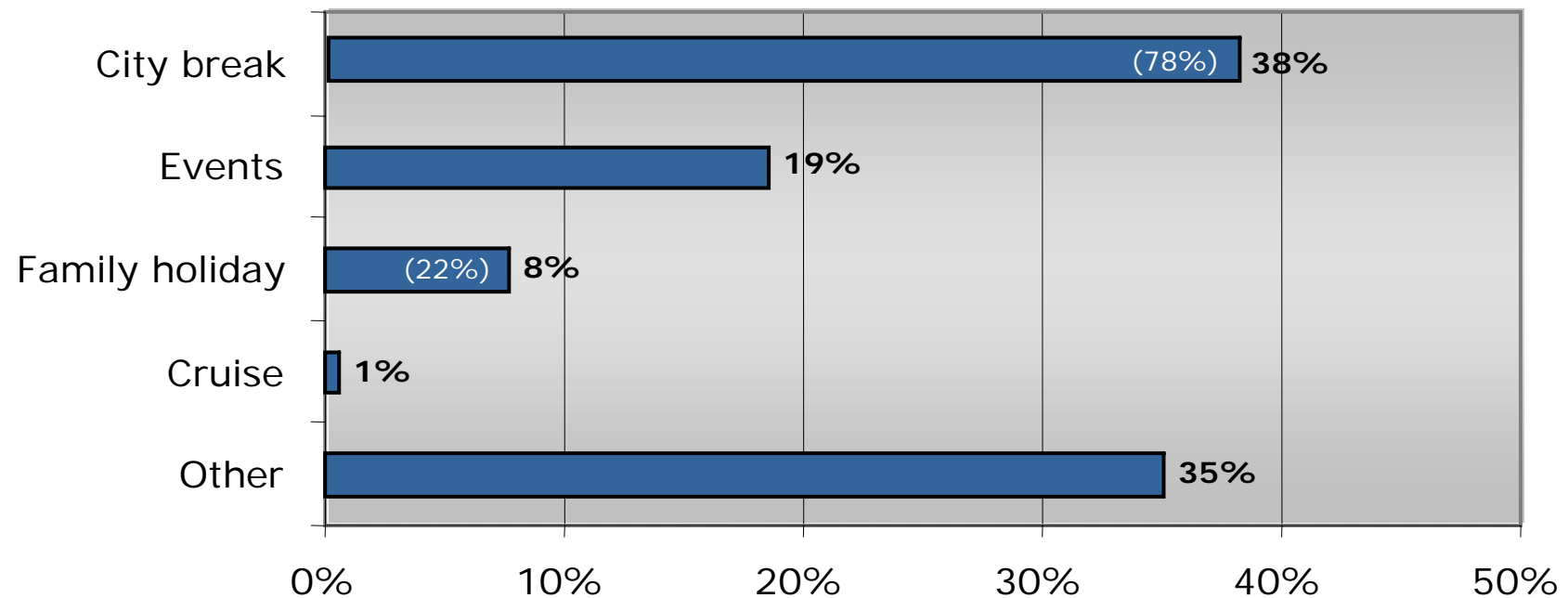
Source: Press Monitor

Base = 582 articles 2004 1,989 articles 2000-02

Key markets



Copenhagen in the Norwegian media 2004



() = 2000-02 figures

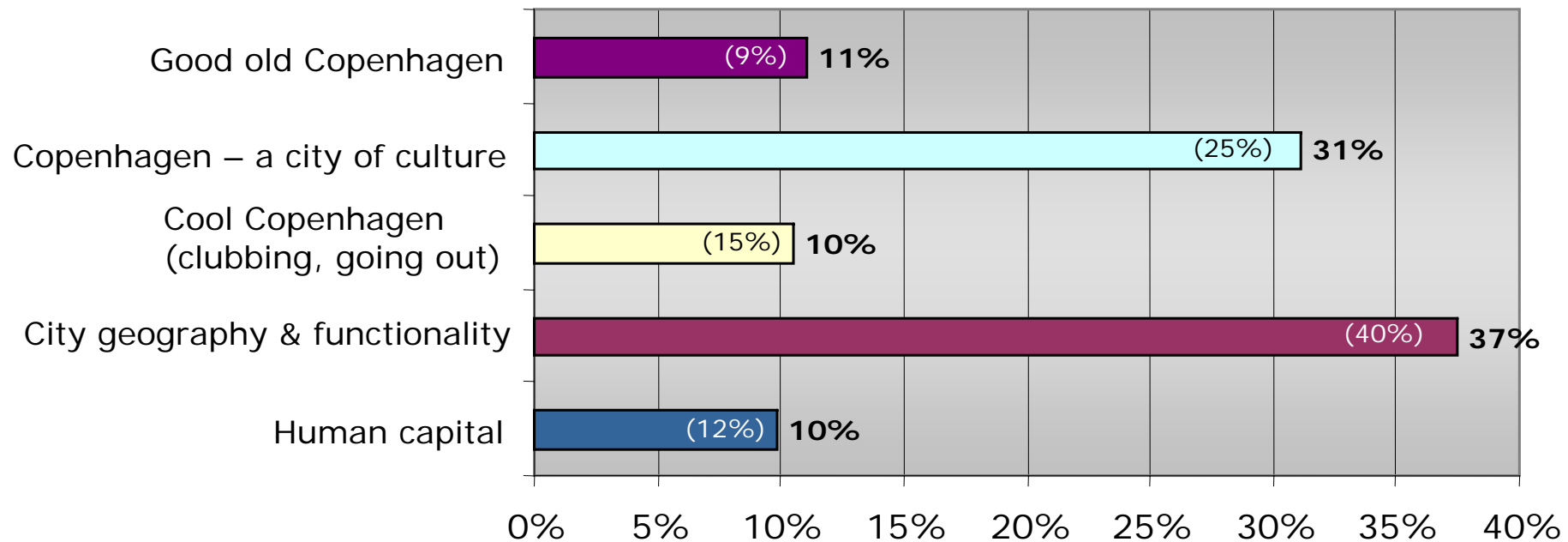
Source: Press Monitor

Base = 697 articles 2004 607 articles 2000-02

Key markets



Themes in Norway



() = 2000-02 figures

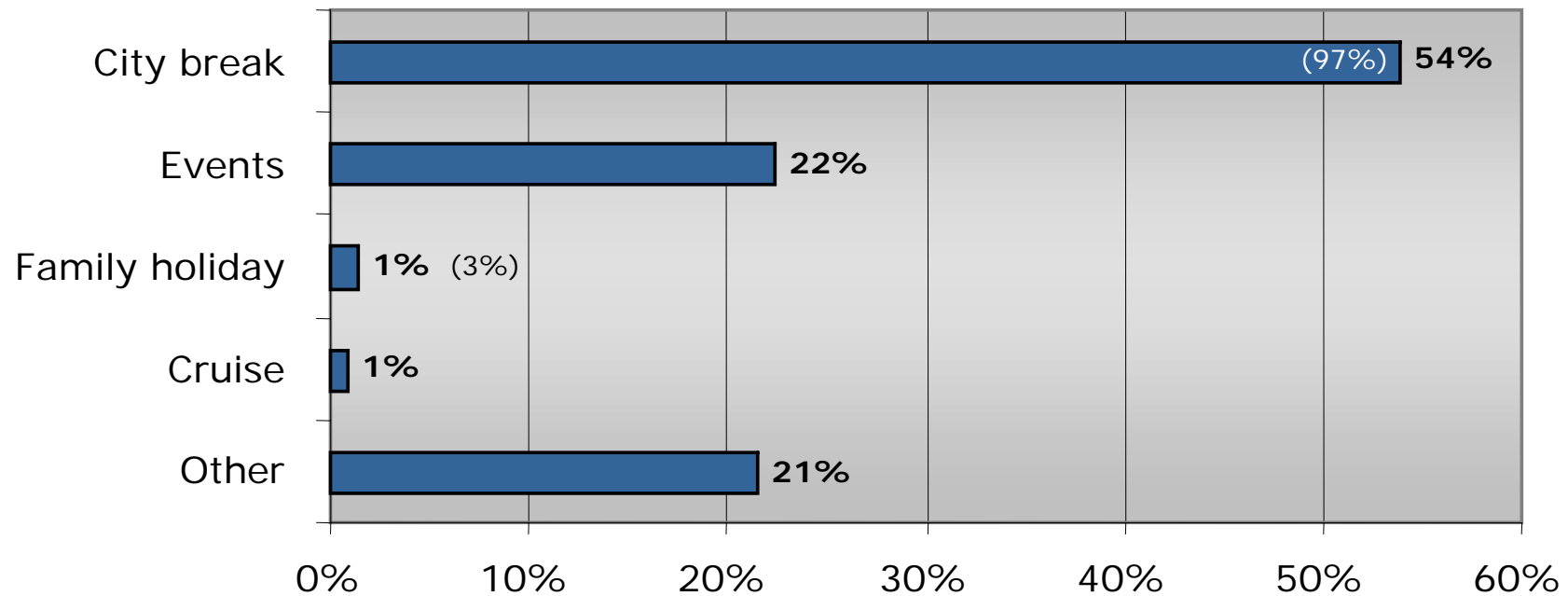
Source: Press Monitor

Base = 697 articles 2004 607 articles 2000-02

Key markets



Business segments in the Swedish media 2004



() = 2002 figures

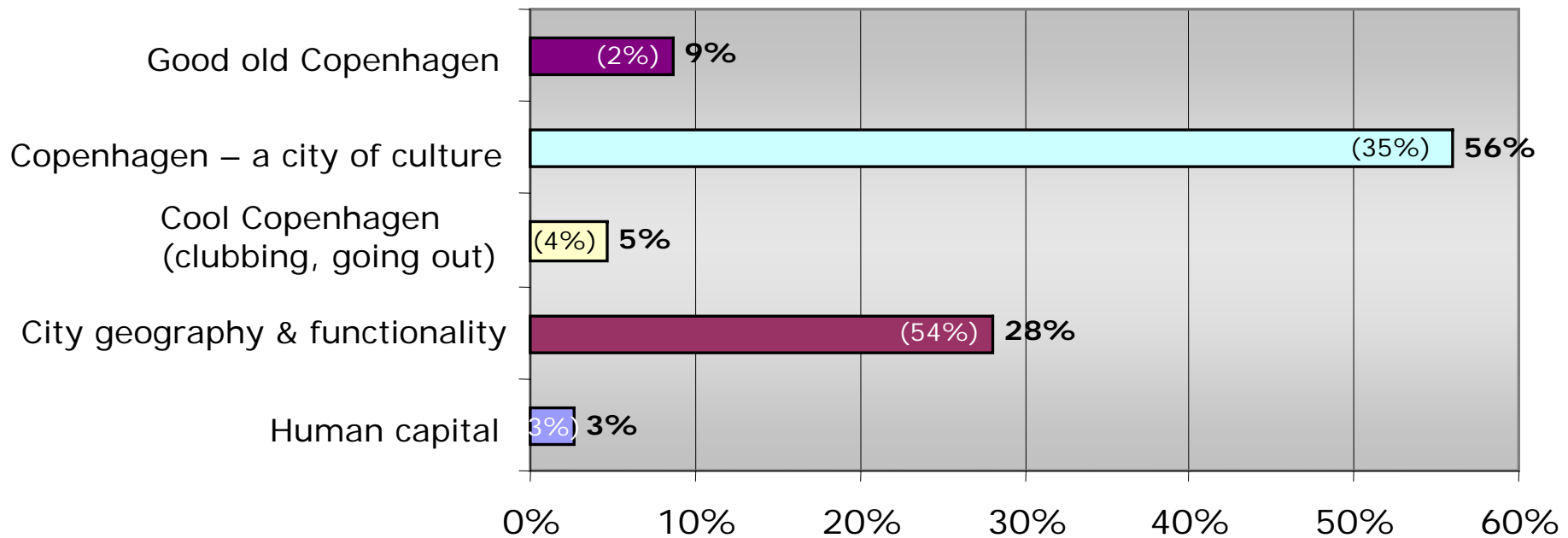
Source: Press Monitor

Base = 1,683 articles 2004 2,247 articles 2002

Key markets



Themes in Sweden



() = 2002 figures

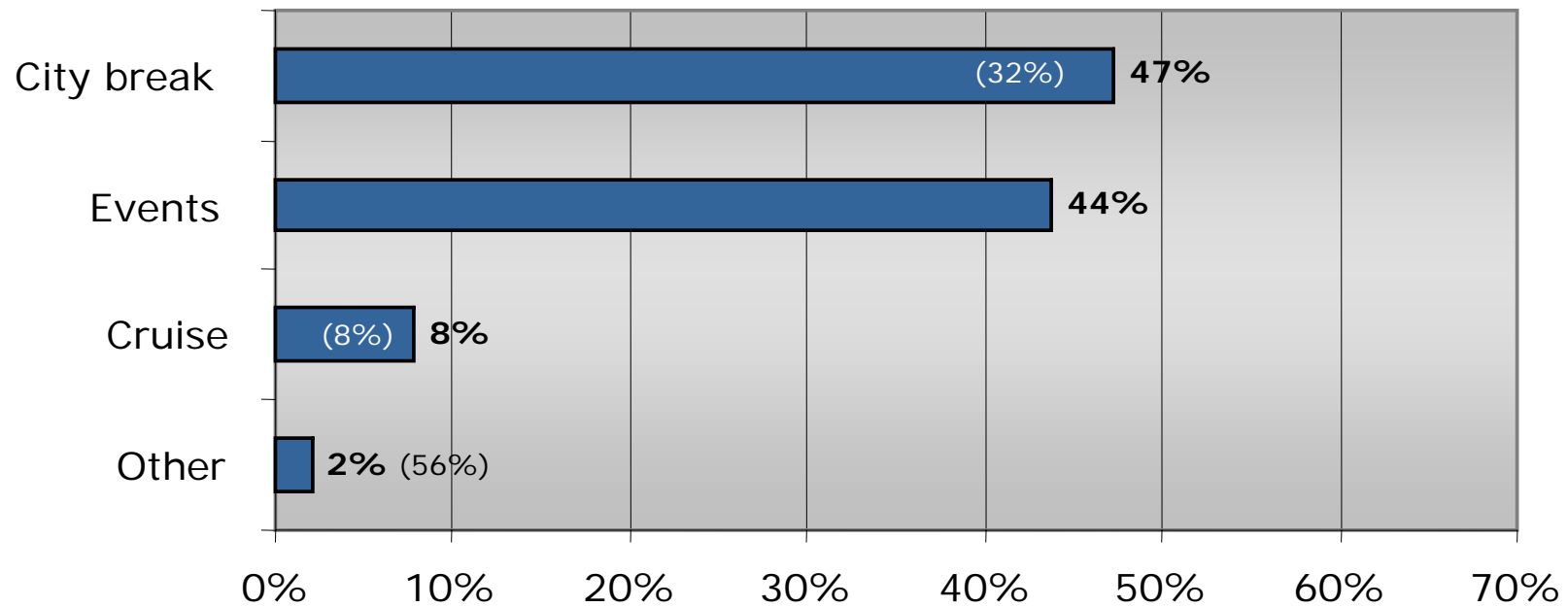
Source: Press Monitor

Base = 1,683 articles 2004 2,247 articles 2002

Key markets



Business segments in the American media 2004



() = 2000-02 figures

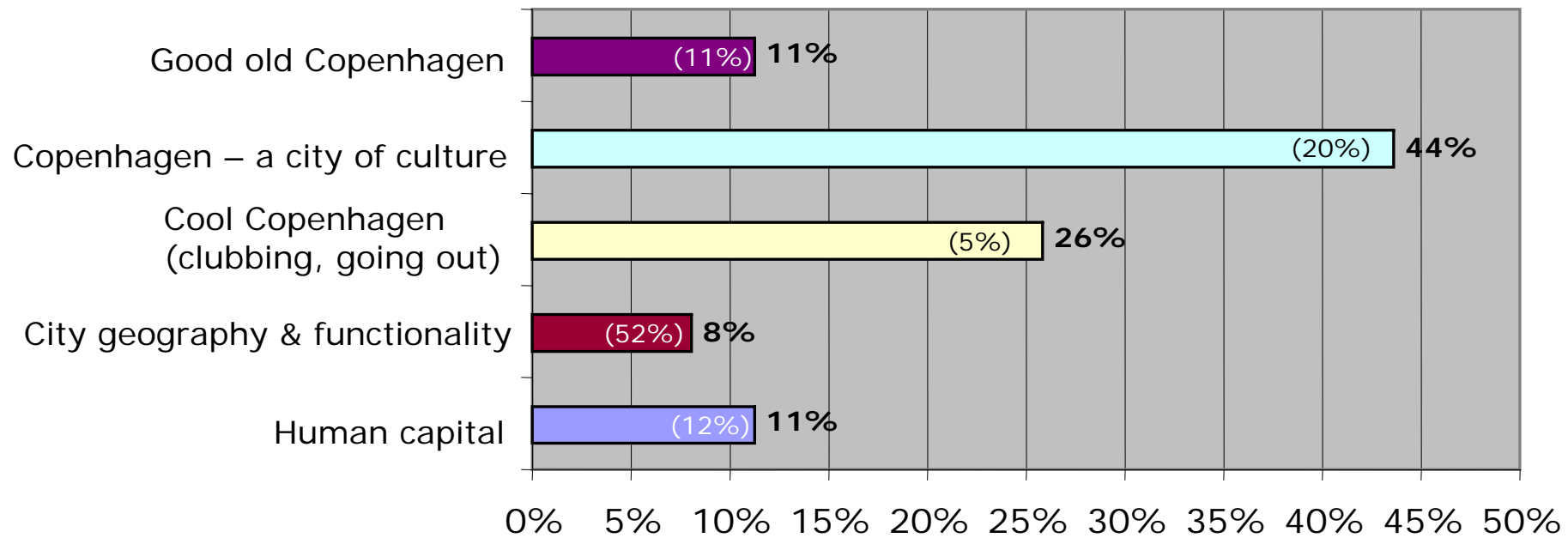
Source: Press Monitor

Base = 62 articles 2004 437 articles 2000-02

Key markets



Themes in the USA



() = 2000-02 figures

Source: Press Monitor

Base = 62 articles 2004 437 articles 2000-02



Additional information

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