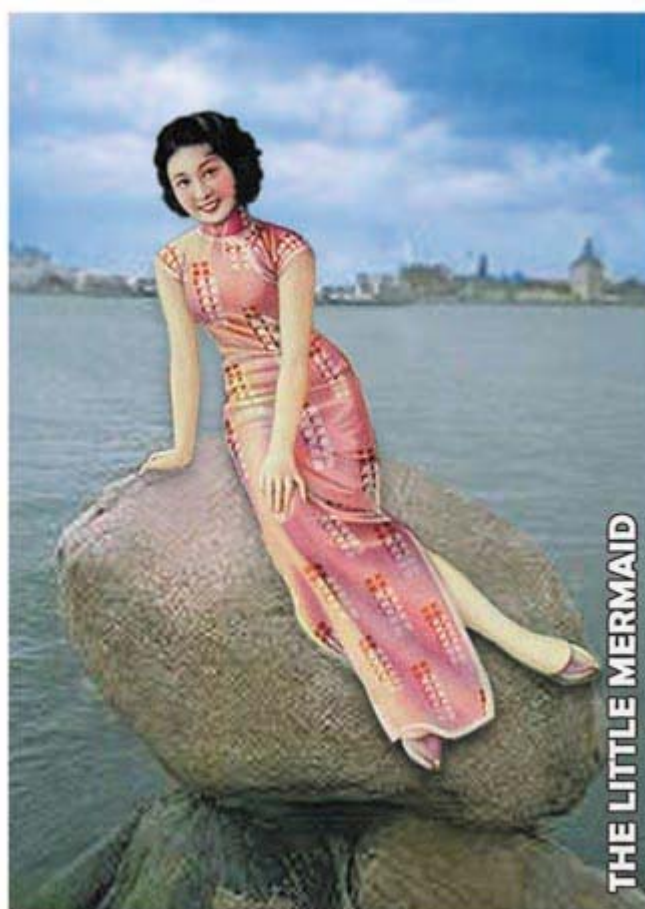


Being Chinese in Copenhagen II

Quantitative Survey on Chinese tourists in Copenhagen
2004



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Quantitative survey on Chinese tourists in Copenhagen 2004

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Introduction

This report presents information on Chinese tourists' perception of Copenhagen based on 403 questionnaires collected by Wonderful Copenhagen - Centre for Strategy and Analysis. The report consists of five parts responding to the structure of the questionnaire: Profile of respondents, Experiences, Branding values, Shopping and Overall rating. Each answer is cross tabulated with age and gender.

Main findings: The typical Chinese tourist in Copenhagen is a male middle-aged manager from Beijing or Shanghai visiting Copenhagen for business purposes. He visits the city on his Nordic tour together with his friends, family or colleagues, who have also inspired him to visit the city in the first place. He likes to visit attractions, take a sightseeing tour and go shopping. He stays in the city for 2-3 days and spends the nights in a four or five stars hotel. He spends around 150 Euro (excluding accommodation) per day and thinks Copenhagen is a nice place he would like to revisit another time.

Managers and students: The survey results show that the majority of the Chinese tourists in Copenhagen are either managers (27%) or students (24%). However, there are differences between the genders. More than one third of the men are managers (35%) whereas only 15% of the women have this profession. In contrast, 35% of the women are students; this category is smaller among the men (20%). Not surprisingly, a lot of the younger tourists are students and a lot of the middle-aged tourists are managers (P.7-8).

Travel with family, friends or colleagues: The survey also shows that the far majority of the Chinese tourists travel with family and friends (48%) or colleagues (31%), but without children. Surprisingly, more women than men travel alone and more men than women travel accompanied by family and friends. The younger Chinese tourists travel alone or with colleagues. The middle-aged, in contrast, prefer to travel with family or friends (P. 9-10).

In Copenhagen on a Nordic tour: Most Chinese tourists are in Copenhagen on a Nordic tour to Denmark, Finland, Norway and Sweden (39%). However, a relatively large number have been to Germany or France in combination with their visit in Copenhagen. There is no significant difference between the genders' travel pattern. According to the survey, a lot of the young people have combined their trip to Copenhagen with a trip to the UK and Ireland, but the middle-aged and elderly people stay in the Nordic countries (P. 11-12).

Inspired to visit Copenhagen by family, friends and advertisement: The survey shows that the Chinese tourists are inspired by "word of mouth", they have

Background: The questionnaire survey is part of a larger study conducted by Wonderful Copenhagen, on Chinese tourists in Copenhagen. The study also includes focus group interviews.

The questionnaire survey consists of 403 questionnaires collected at the gates to Beijing and Shanghai in Copenhagen Airport Kastrup and on the City Hall Square downtown.

The questionnaires are in Chinese Mandarin and were collected in Autumn 2003 and Spring and Summer 2004 by Wonderful Copenhagen. (For an English version of the questionnaire, please see appendix 1.)

The team behind the survey consists of Project manager Lars Berg Schovsbo and Researchers Saiki Zheng and Liu Lifeng under supervision of Senior director Peter Hansen.

Contact information:

Henning Kaare Glarvig, Marketing manager Far East: hkg@woco.dk.

Lars Berg Schovsbo, Centre for Strategy and Analysis: lbs@woco.dk.

been told by family and friends that Copenhagen is worth a visit (37%). Also, advertisement in newspapers and magazines are important channels of inspiration (19%). There are no significant differences between the genders in terms of inspiration. But, the results show that advertisement in newspapers and magazines inspire a larger number of middle-aged tourists than younger tourists (P.13-14).

Visit attractions: The most popular activity is to visit attractions (62%), but sightseeing and shopping are also very popular among the Chinese tourists. More women than men have done shopping in Copenhagen, whereas more men than women have attended business meetings. The results further show that the young tourists do not visit attractions in the same number as the middle-aged do, they go shopping instead (P.15-16).

City break and quality accommodation: The Chinese tourists are in Copenhagen on a city break, they spend on average 2.41 days in the city. The majority has been to Europe at least once before and one third has been in Copenhagen before. Almost half the Chinese tourists (47%) stay in four or five stars hotels, however, not surprisingly, this kind of accommodation is most popular among the middle-aged and older tourists than among the younger (P.17-22).

The friendly Danes: The survey shows that the Chinese experience the Danes as friendly and helpful. They also believe Copenhagen has an exciting cultural heritage and the far majority agree that the hotels, restaurants and shops in Copenhagen live up to international standards. There are no significant differences between how the men and the women or the old and the young experience Copenhagen (P. 24-28).

A city of freedom: Freedom is the statement that applies to Copenhagen the best, according to 47% of the respondents. But, Copenhagen is also experienced as a relaxed, informal, clean and safe city. Among the women, informal is the best word to describe the Danish capital. The younger Chinese tourists see Copenhagen as relaxed, whereas the middle aged experience an informal, safe and clean city with an interesting cultural heritage (P. 33-36).

Shopping in Copenhagen is just so-so: The shopping opportunities in Copenhagen are okay, but only relatively few (16%) agree that the city offers interesting shopping opportunities. Men and women do not differ significantly in their perceptions. Neither do the various age groups, except from the younger tourists, who find it difficult to judge whether the shopping opportunities in Copenhagen are interesting (P. 44-45).

Spending money:

The survey shows that the majority of the Chinese tourists spend around 150 Euros per day or less. Men and women spend the same amount of money, but the younger spend a little less than the older tourists (P. 46-47).

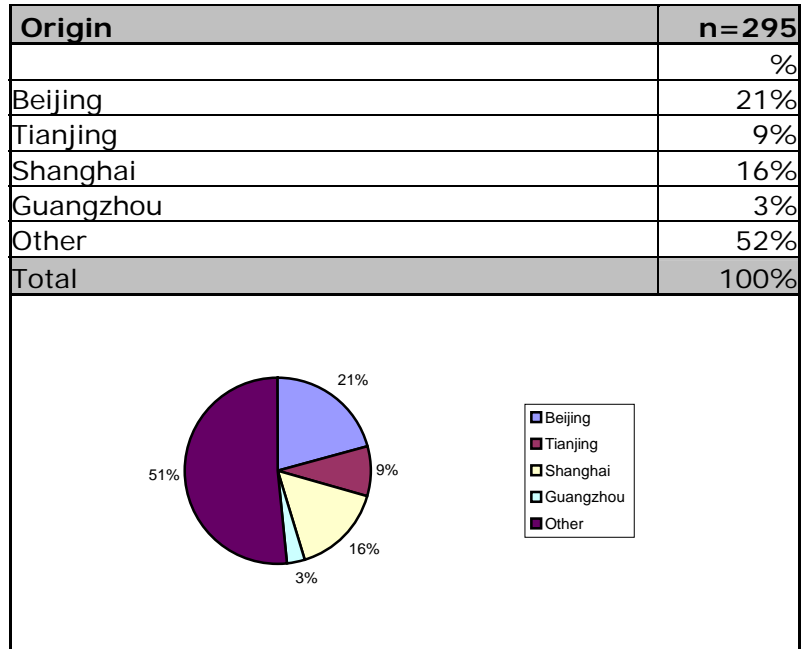
Overall, Copenhagen is a nice city to visit and almost three quarters of the Chinese tourist would like to come back (P.49).

In the tables, n indicates the number of respondents to each question, i.e. (n=403) means that 403 respondents have answered the question.

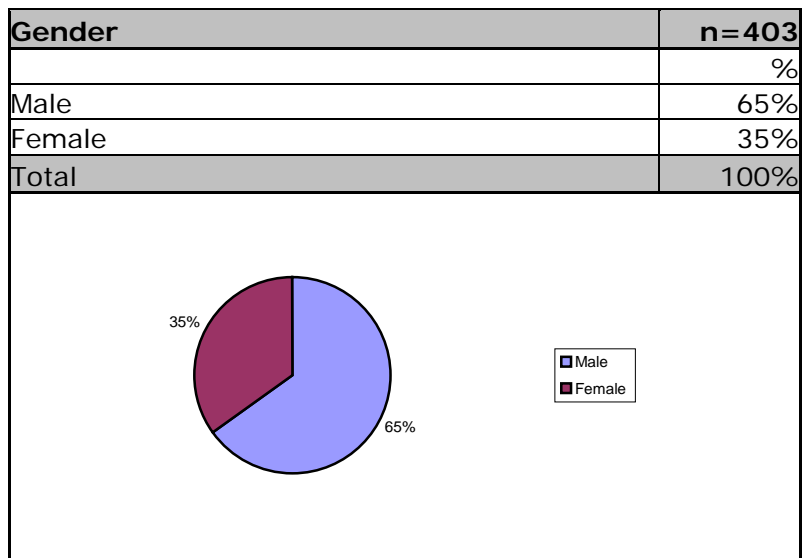
Results

1. Profile of Respondents

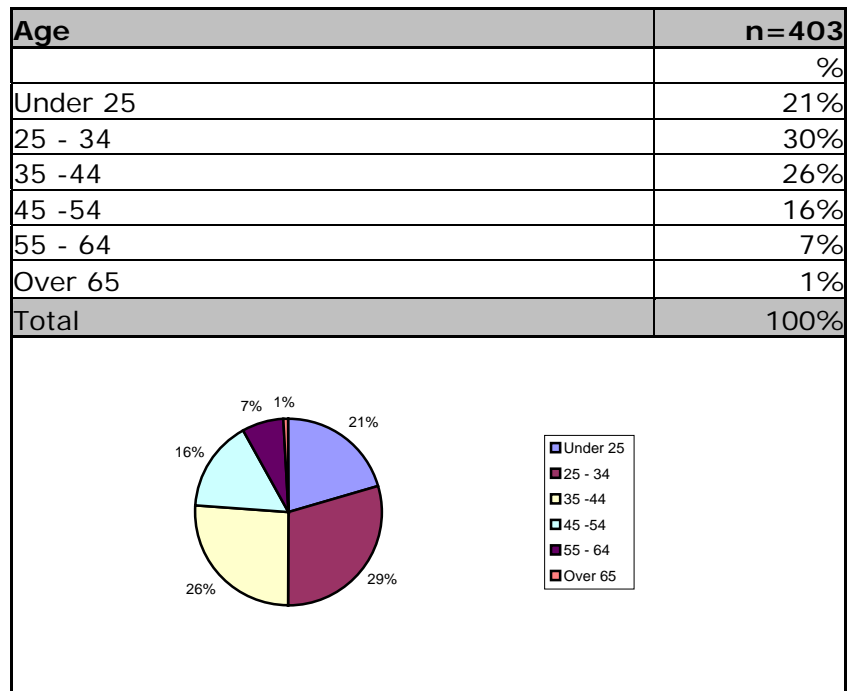
1.1 Origin



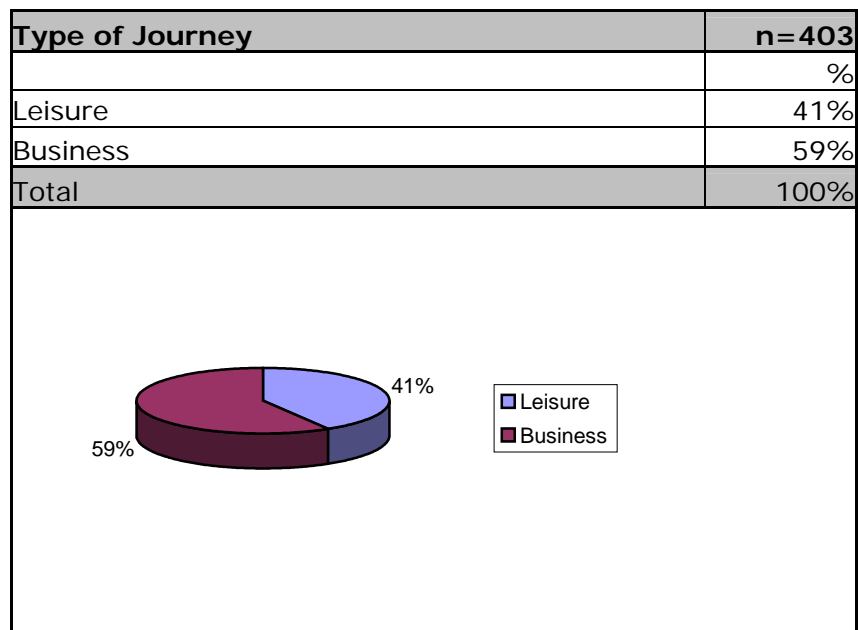
1.2 Gender



1.3 Age

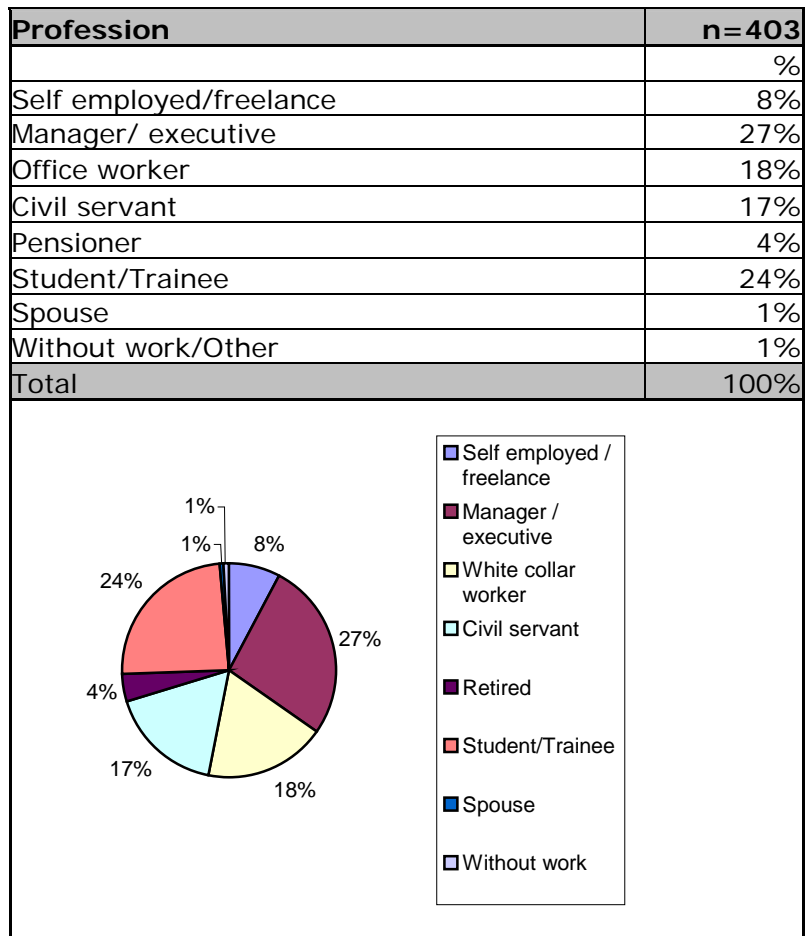


1.4 Type of Journey*

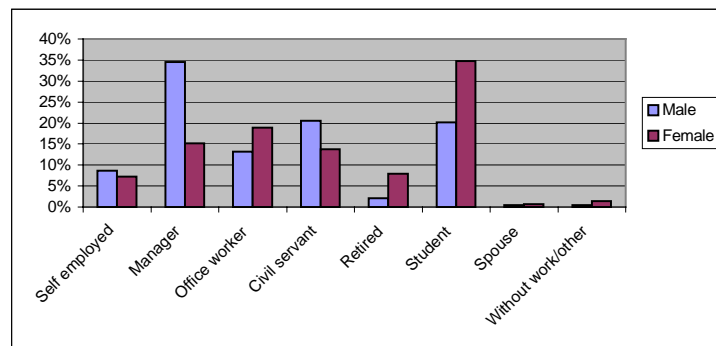


* Please notice that Chinese citizens were not allowed to visit Denmark for leisure purposes only, when the questionnaire analysis was conducted.

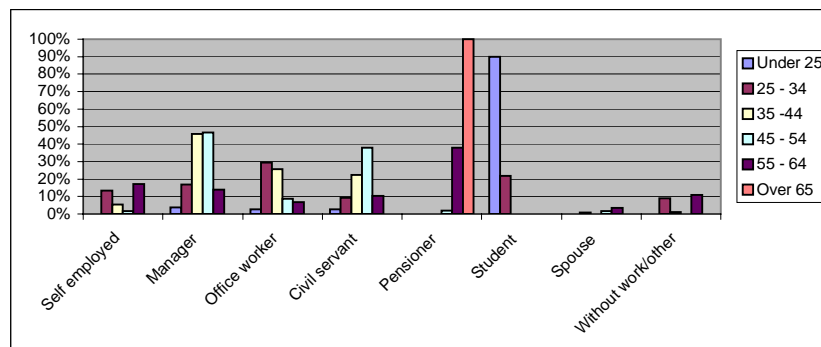
1.5 Profession



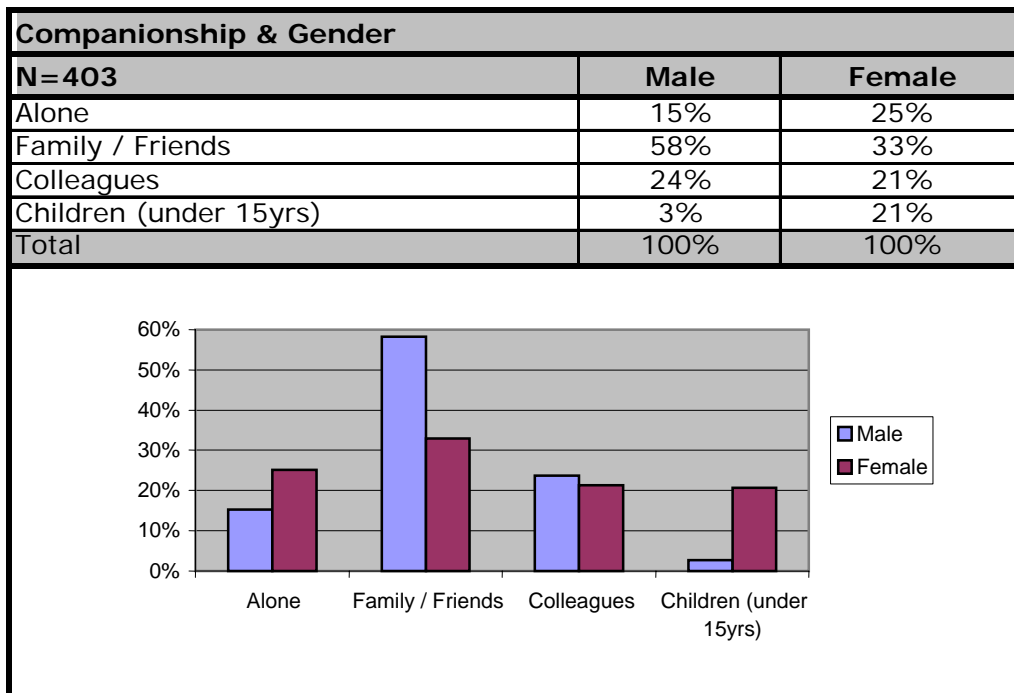
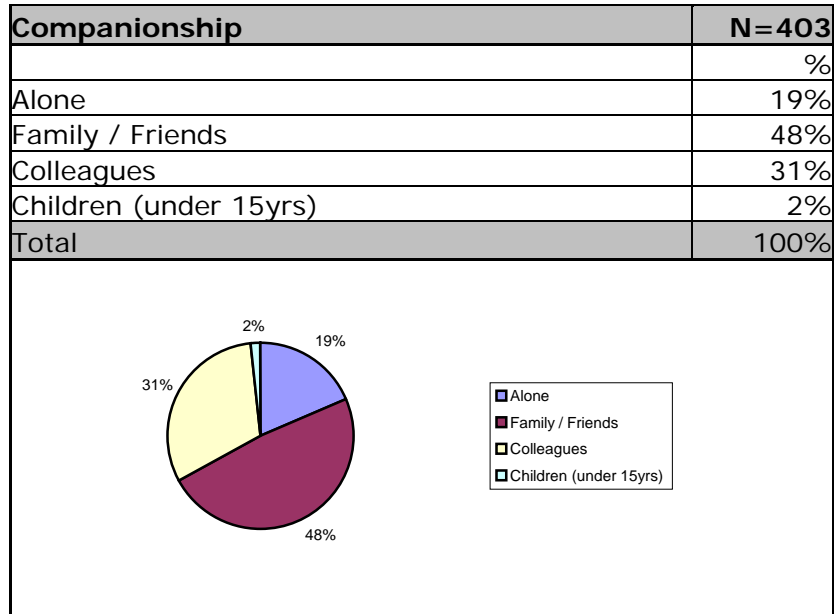
Profession & Gender		
N=403	Male	Female
Self employed	9%	7%
Manager	35%	15%
Office worker	13%	19%
Civil servant	21%	14%
Retired	2%	8%
Student	20%	35%
Spouse	0%	1%
Without work/other	0%	1%
Total	100%	100%



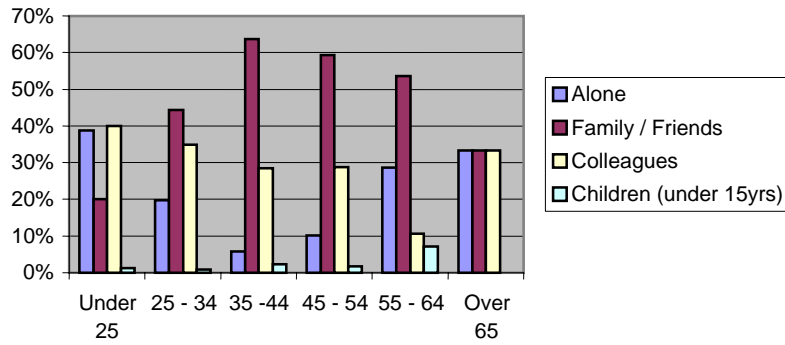
Profession & Age						
N=403	Under 25	25 - 34	35 - 44	45 - 54	55 - 64	Over 65
Self employed	0%	13%	5%	2%	17%	0%
Manager	4%	17%	46%	47%	14%	0%
Office worker	3%	29%	26%	9%	7%	0%
Civil servant	3%	9%	22%	38%	10%	0%
Pensioner	0%	0%	0%	2%	38%	100%
Student	90%	22%	0%	0%	0%	0%
Spouse	0%	1%	0%	2%	3%	0%
Without work/other	0%	9%	1%	0%	11%	0%
Total	100%	100%	100%	100%	100%	100%



1.6 Companionship



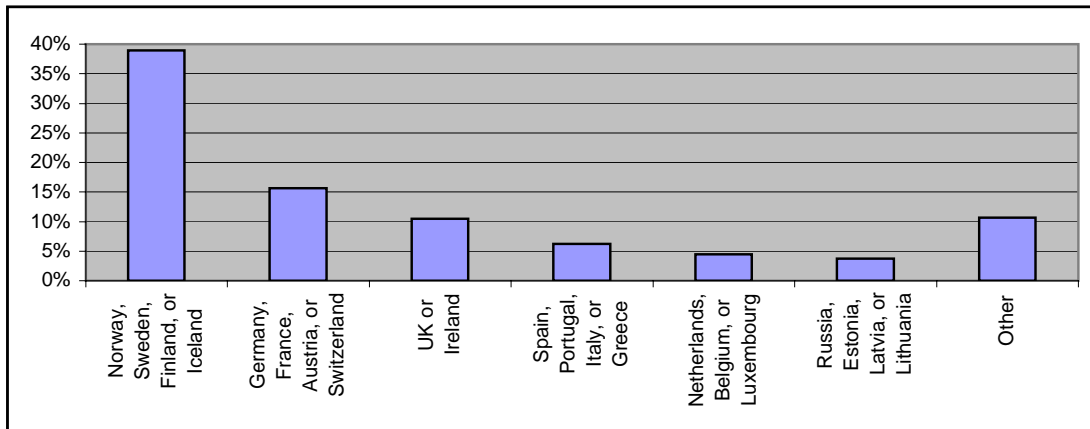
Companionship & Age						
	Under 25	25 - 34	35 -44	45 - 54	55 - 64	Over 65
Alone	39%	20%	6%	10%	29%	33%
Family / Friends	20%	44%	64%	59%	54%	33%
Colleagues	40%	35%	28%	29%	11%	33%
Children (under 15yrs)	1%	1%	2%	2%	7%	0%
Total	100%	100%	100%	100%	100%	100%



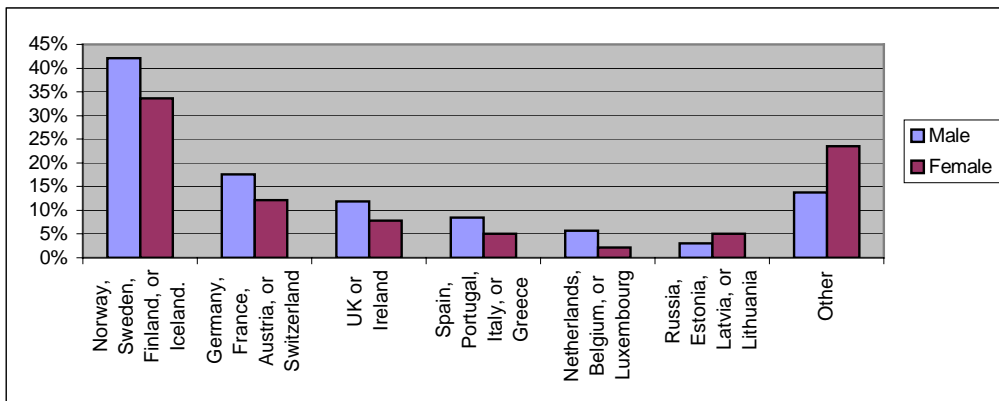
1.7 Travel Itinerary

Travel Itinerary	N=403
	%
Norway, Sweden, Finland, or Iceland	39%
Germany, France, Austria, or Switzerland	16%
UK or Ireland	10%
Spain, Portugal, Italy, or Greece	6%
Netherlands, Belgium, or Luxembourg	4%
Russia, Estonia, Latvia, or Lithuania	4%
Other	11%

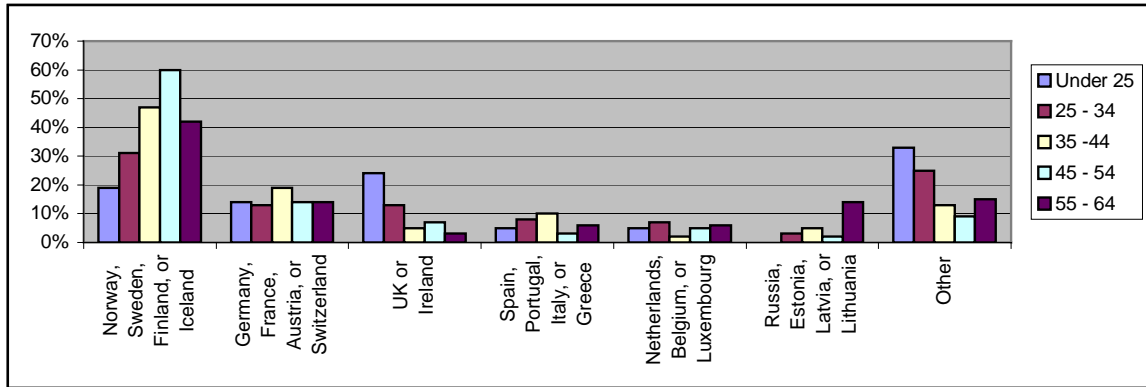
The total is not 100 % due to the fact that some visitors have only been in Denmark



Travel Itinerary & Gender		
N=403	Male	Female
Norway, Sweden, Finland, or Iceland.	42%	34%
Germany, France, Austria, or Switzerland	18%	12%
UK or Ireland	12%	8%
Spain, Portugal, Italy, or Greece	8%	5%
Netherlands, Belgium, or Luxembourg	6%	2%
Russia, Estonia, Latvia, or Lithuania	3%	5%
Other	14%	24%

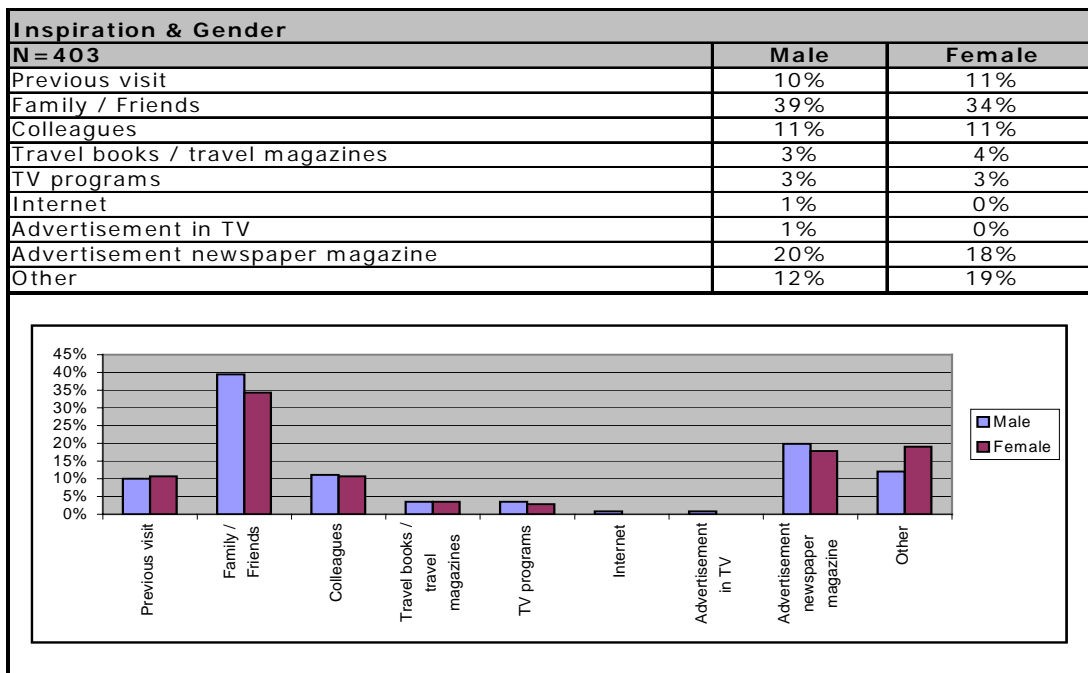
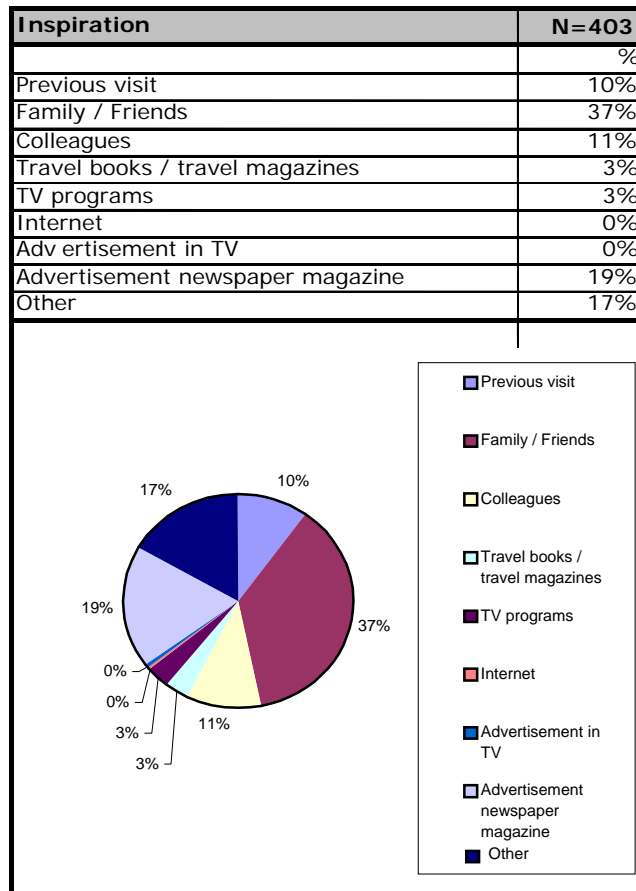


Travel Itinerary & Age					
n=403	Under 25	25 - 34	35 -44	45 - 54	55 - 64
Norway, Sweden, Finland, or Iceland	19%	31%	47%	60%	42%
Germany, France, Austria, or Switzerland	14%	13%	19%	14%	14%
UK or Ireland	24%	13%	5%	7%	3%
Spain, Portugal, Italy, or Greece	5%	8%	10%	3%	6%
Netherlands, Belgium, or Luxembourg	5%	7%	2%	5%	6%
Russia, Estonia, Latvia, or Lithuania	0%	3%	5%	2%	14%
Other	33%	25%	13%	9%	15%

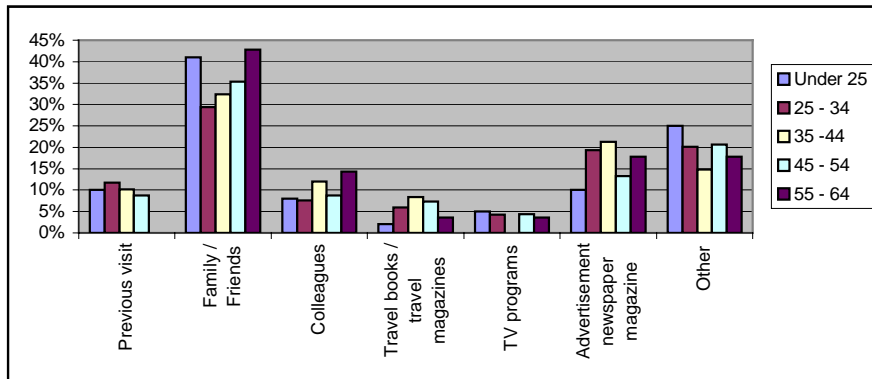


The age group "over 65" has been taken out due to too few respondents.

1.8 Inspiration

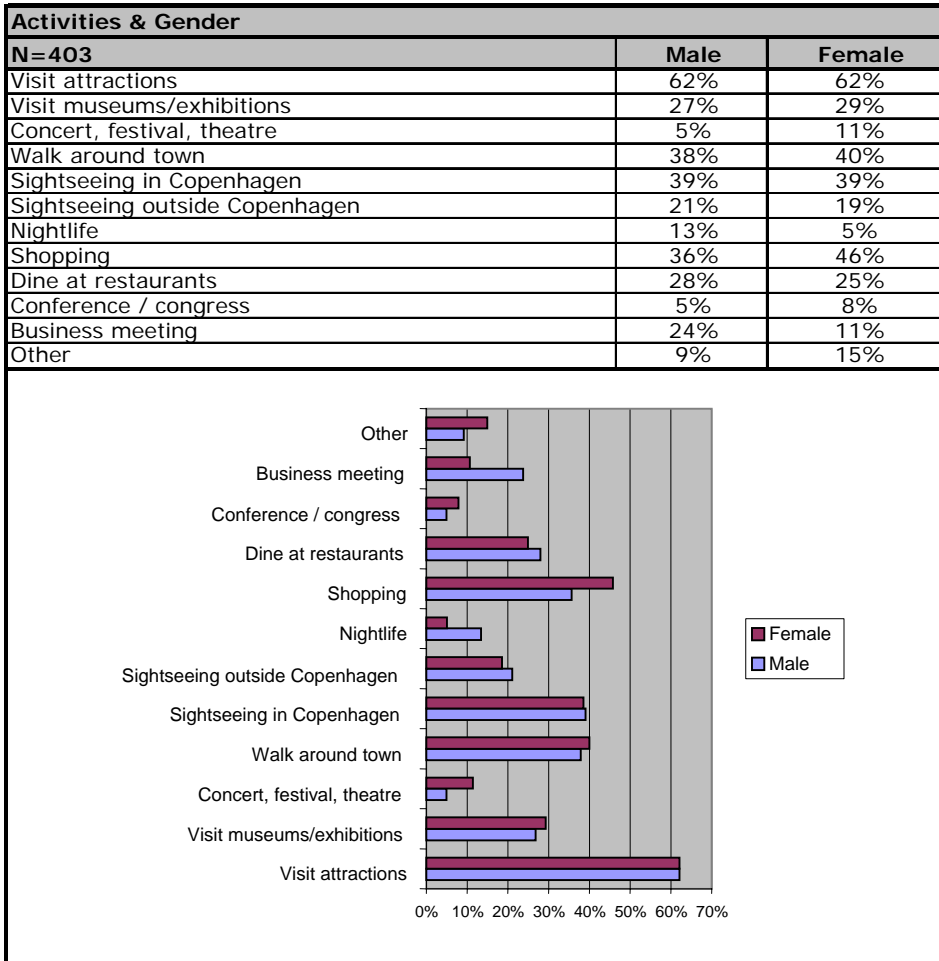
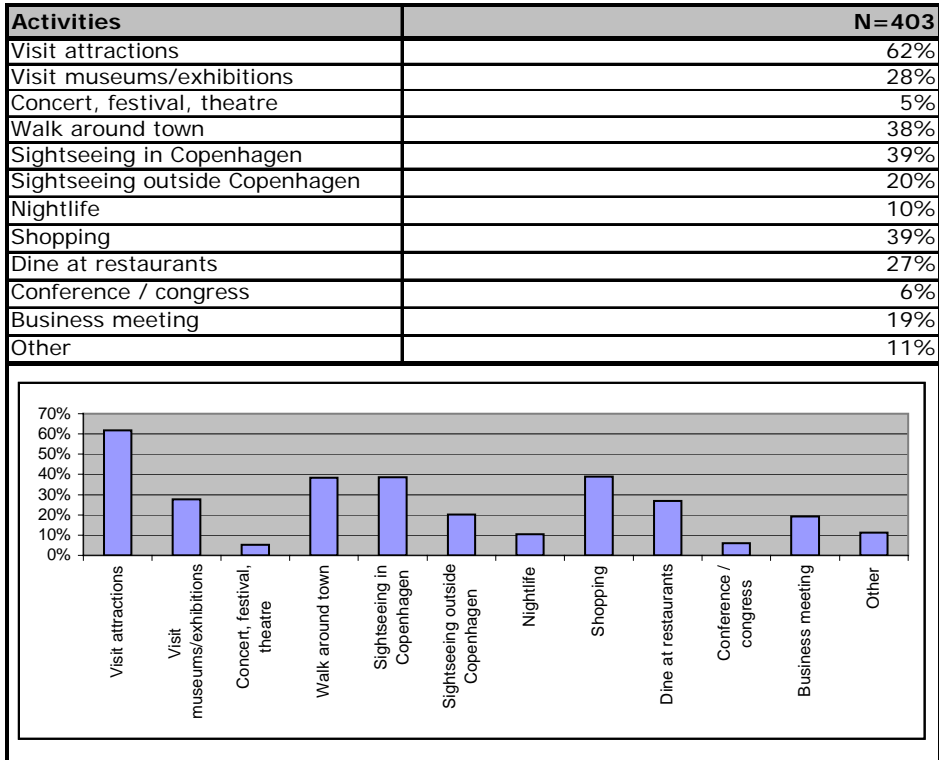


Inspiration & Age						
N=403	Under 25	25 - 34	35 -44	45 - 54	55 - 64	Over 65
Previous visit	10%	12%	10%	9%	0%	0%
Family / Friends	41%	29%	32%	35%	43%	0%
Colleagues	8%	8%	12%	9%	14%	100%
Travel books / travel magazines	2%	6%	8%	7%	4%	0%
TV programs	5%	4%	0%	4%	4%	0%
Internet	0%	1%	0%	1%	0%	0%
Advertisement in TV	0%	1%	1%	0%	0%	0%
Advertisement newspaper magazine	10%	19%	21%	13%	18%	0%
Other	25%	20%	15%	21%	18%	0%

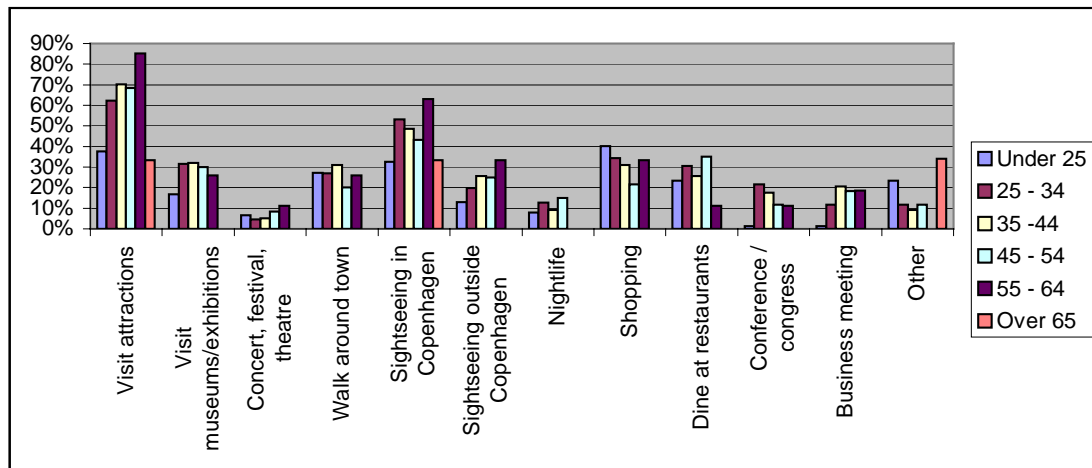


Please notice that the age group "over 65" and "advertisement in TV" and "Internet" are left out in the figure due to too few respondents.

1.9 Activities

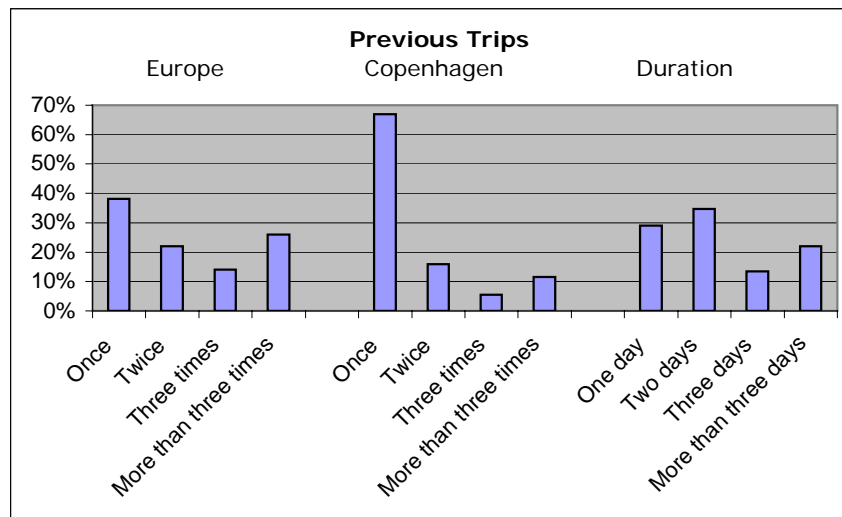


Activities & Age						
N=403	Under 25	25 - 34	35 -44	45 - 54	55 - 64	Over 65
Visit attractions	38%	62%	70%	68%	85%	33%
Visit museums/exhibitions	17%	32%	32%	30%	26%	0%
Concert, festival, theatre	6%	5%	5%	8%	11%	0%
Walk around town	27%	27%	31%	20%	26%	0%
Sightseeing in Copenhagen	32%	53%	48%	43%	63%	33%
Sightseeing outside Copenhagen	13%	20%	26%	25%	33%	0%
Nightlife	8%	13%	9%	15%	0%	0%
Shopping	40%	34%	31%	22%	33%	0%
Dine at restaurants	23%	31%	26%	35%	11%	0%
Conference / congress	1%	22%	18%	12%	11%	0%
Business meeting	1%	12%	21%	18%	19%	0%
Other	23%	12%	9%	12%	0%	34%



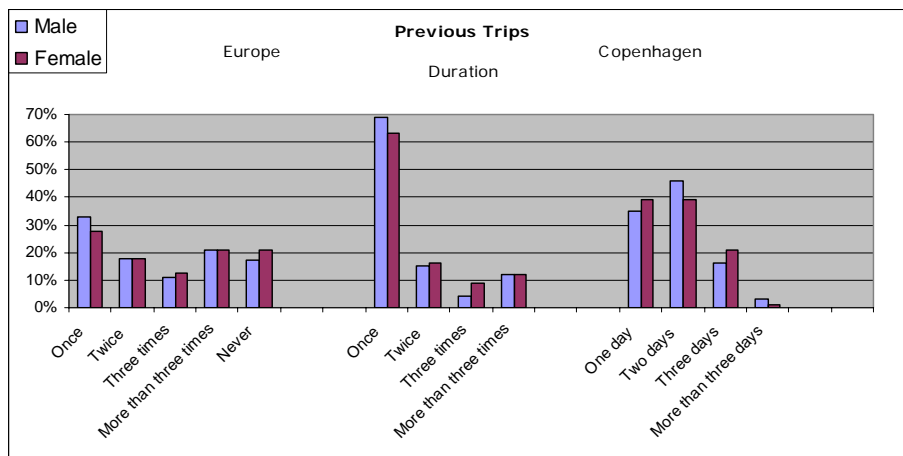
1.10 Previous Trips and Average Duration of Stay

Previous Trips		N=403
How many times have you visited Europe before?		
Once		31%
Twice		18%
Three times		11%
More than three times		21%
Never		19%
How many times have you visited Copenhagen including this time?		
Once		67%
Twice		16%
Three times		6%
More than three times		11%
Average duration of stay in Copenhagen?		
One day		29%
Two days		35%
Three days		14%
More than three days		22%



Average duration of stay: 2,41 days

Previous trips & Gender		N=403	
How many times how you visited Europe before?		Male	Female
Once		33%	27%
Twice		18%	18%
Three times		11%	13%
More than three times		21%	21%
Never		17%	21%
How many times have you visited Copenhagen including this time?			
Once		69%	63%
Twice		15%	16%
Three times		4%	9%
More than three times		12%	12%
Average duration of stay in Copenhagen?			
One day		35%	39%
Two days		46%	39%
Three days		16%	21%
More than three days		3%	1%



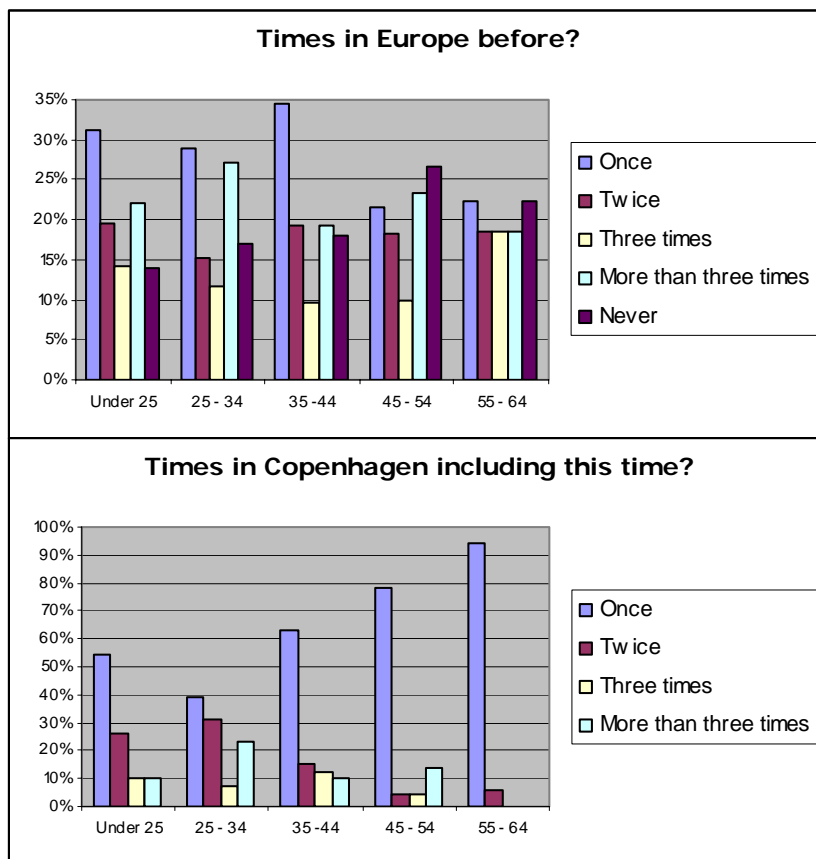
Average duration of stay:

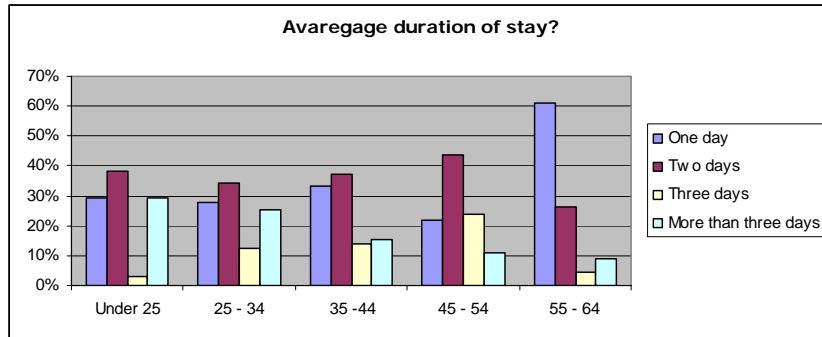
Male: 2,50 days

Female: 2,37 days

Previous Trips & Age						N=403
How many times have you visited Europe before?	Under 25	25 - 34	35 -44	45 - 54	55 - 64	
Once	31%	29%	34%	22%	22%	
Twice	19%	15%	19%	18%	19%	
Three times	14%	12%	10%	10%	19%	
More than three times	22%	27%	19%	23%	19%	
Never	14%	17%	18%	27%	22%	
How many times have you visited Copenhagen including this time?	Under 25	25 - 34	35 -44	45 - 54	55 - 64	
Once	54%	39%	63%	78%	94%	
Twice	26%	31%	15%	4%	6%	
Three times	10%	7%	12%	4%	0%	
More than three times	10%	23%	10%	14%	0%	
Average duration of stay?	Under 25	25 - 34	35 -44	45 - 54	55 - 64	
One day	29%	28%	33%	22%	61%	
Two days	38%	34%	37%	43%	26%	
Three days	3%	13%	14%	24%	4%	
More than three days	29%	25%	15%	11%	9%	

The age group "over 65" is left out due to too few respondents.



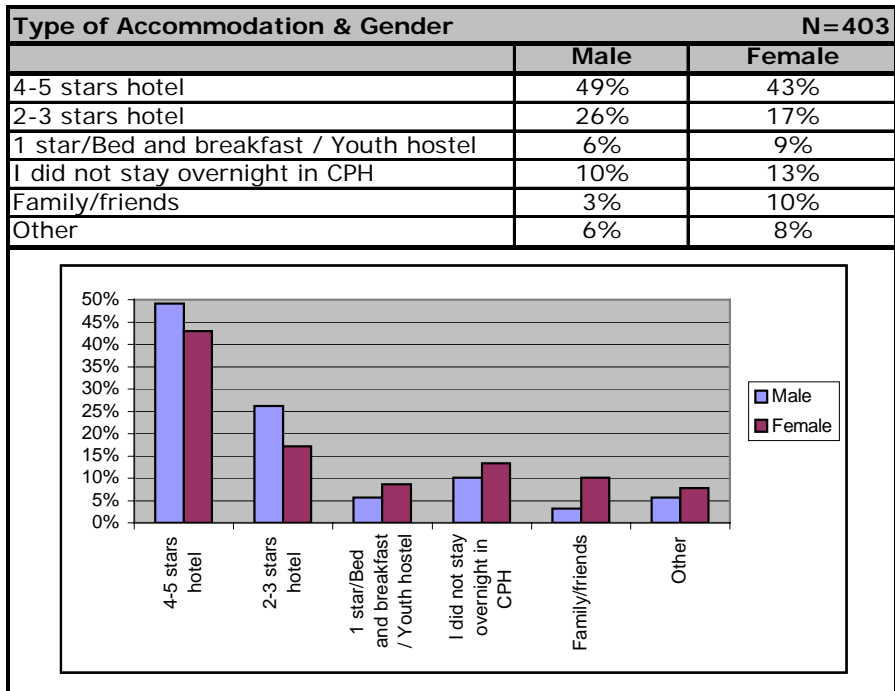
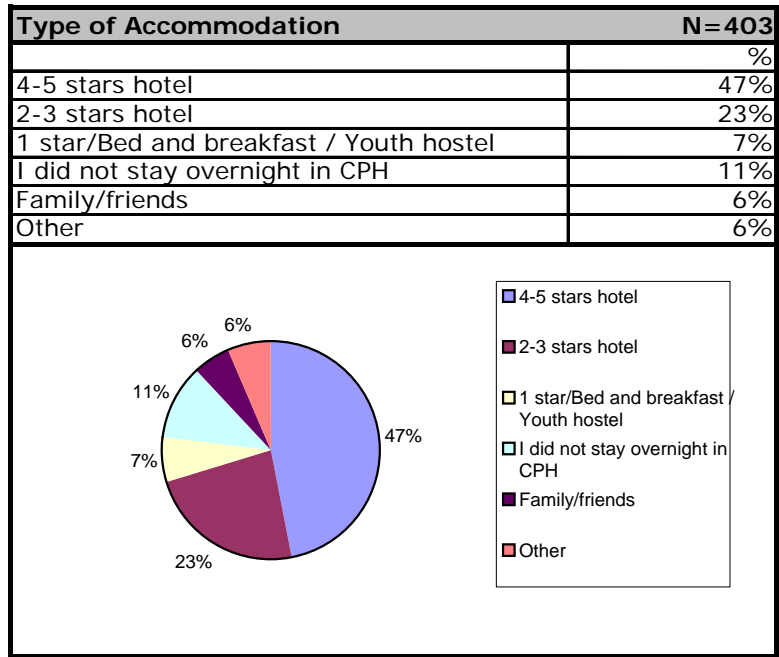


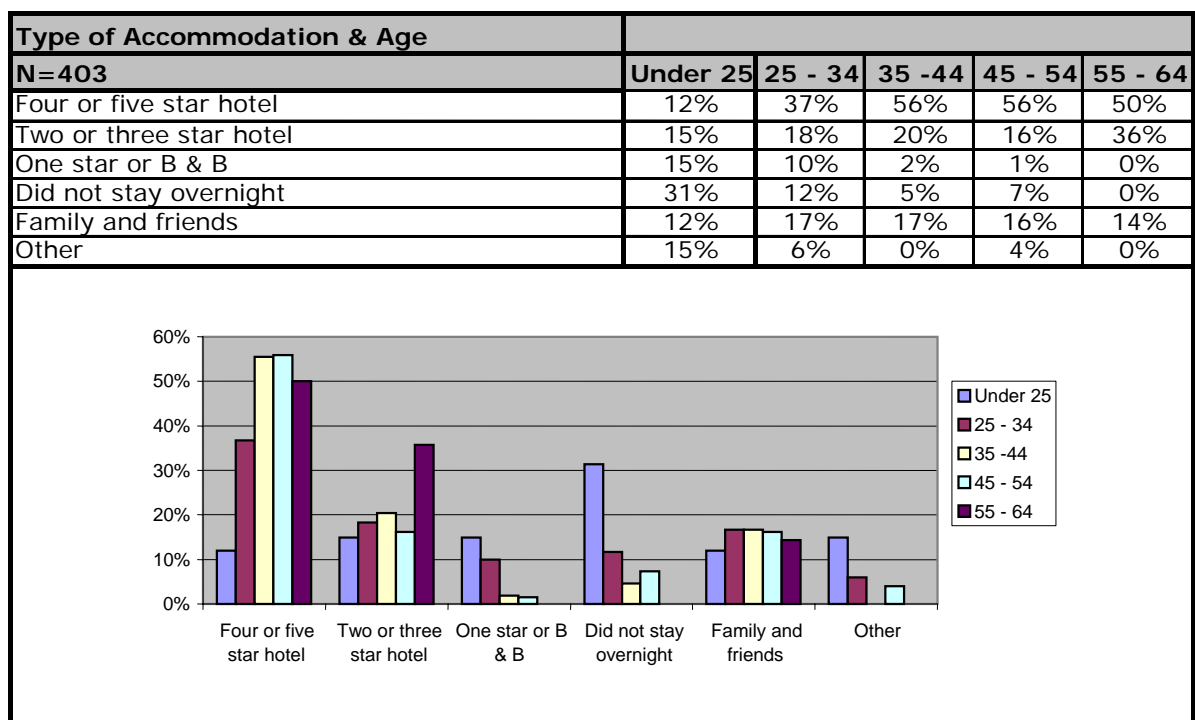
Please notice that the age group "over 65" is taken out due to too few respondents.

Average duration of stay:

Under 25:	2,33 days
25-34:	2,35 days
35-44:	2,12 days
45-54:	2,24 days
55-64:	1,61 days

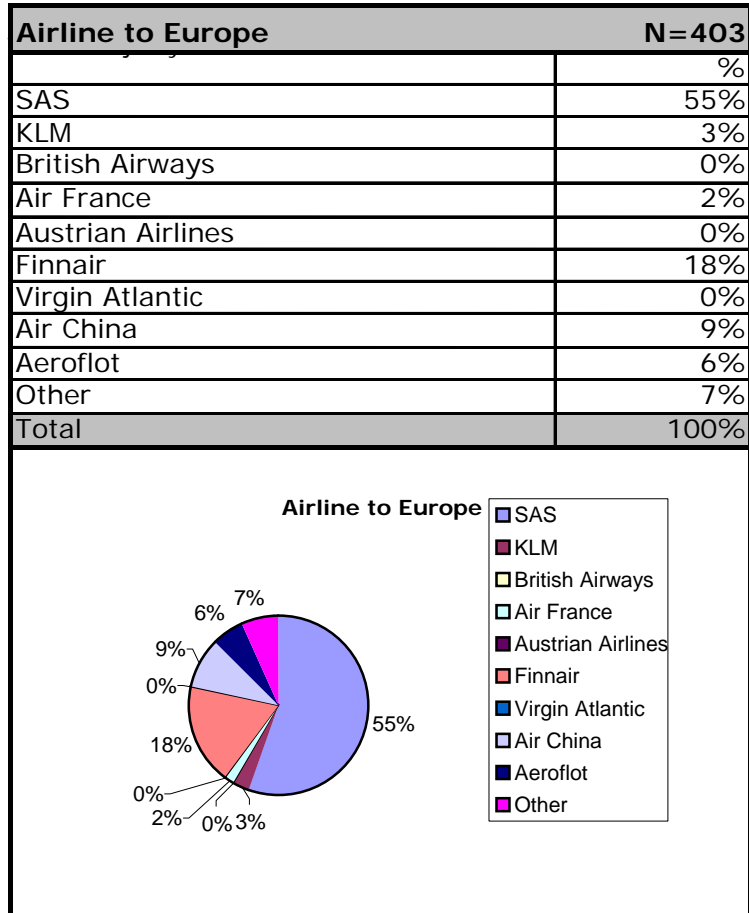
1.11 Type of Accommodation





The age group "over 65" is left out due to too few respondents.

1.12 Airline to Europe

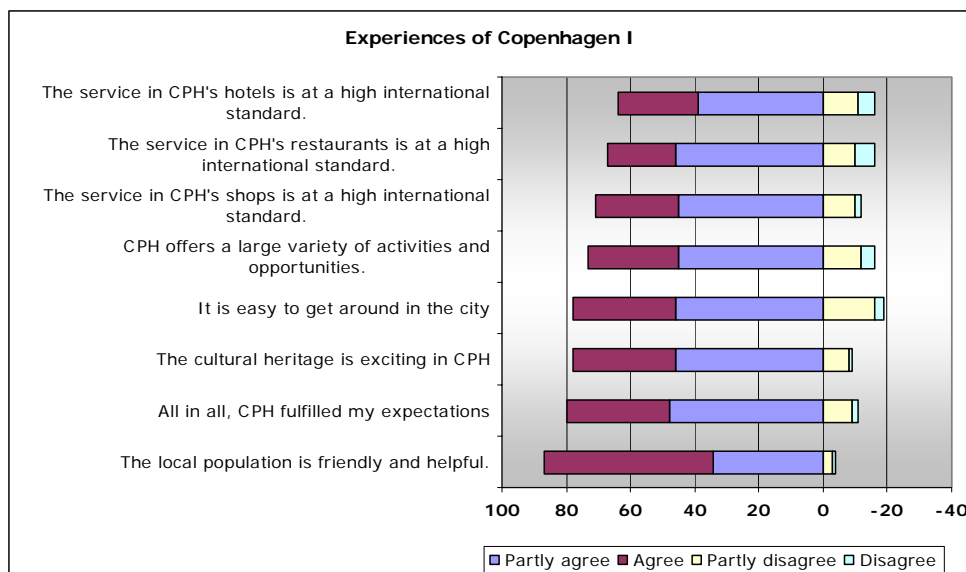


2. Experiences I

2.1 Experiences of Copenhagen

Statement:	Agree	Partly agree	Partly Disagree	Disagree	Don't know
The service in CPH's hotels is at a high international std.	25%	39%	8%	5%	23%
The service in CPH's restaurants is at a high international std.	21%	46%	10%	6%	18%
The service in CPH's shops is at a high international standard.	26%	45%	10%	2%	17%
CPH offers a large variety of activities and opportunities.	28%	45%	12%	4%	11%
The cultural heritage is exciting in CPH	32%	46%	8%	1%	13%
It is easy to get around in the city	32%	46%	16%	3%	3%
All in all, CPH fulfilled my expectations	32%	48%	9%	2%	9%
The local population is friendly and helpful.	53%	34%	3%	1%	9%

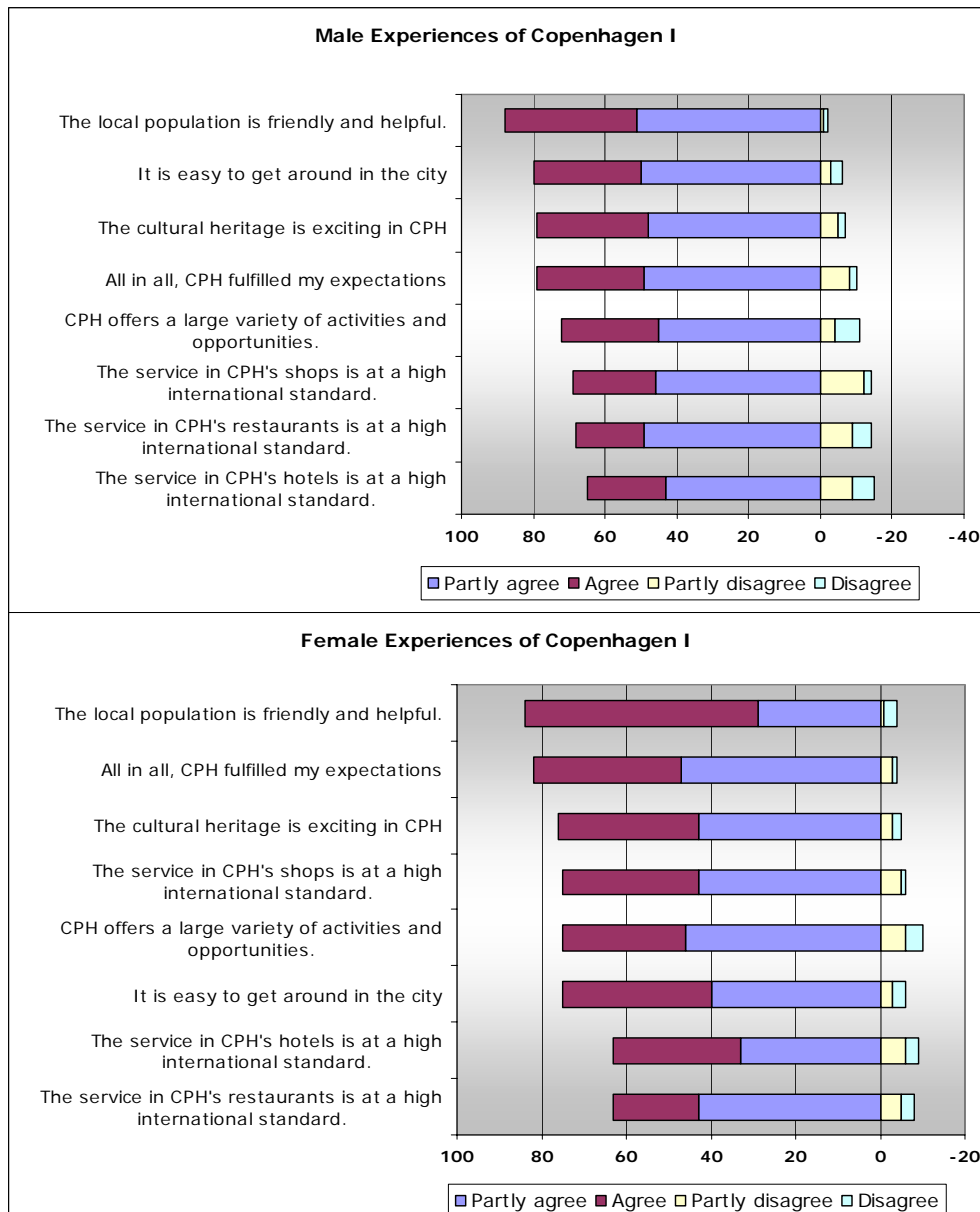
n=403: Except Service level in restaurants (N=295), Service level in shops (N=295), It is easy to get around (N=108).



Experiences & Gender

Experiences of Copenhagen I & Gender		Male				
Statement:	Agree	Partly agree	Partly Disagree	Disagree	Don't know	
The service in CPH's hotels is at a high international std.	22%	43%	9%	6%	20%	
The service in CPH's restaurants is at a high international std.	19%	49%	9%	5%	18%	
The service in CPH's shops is at a high international standard.	23%	46%	12%	2%	17%	
CPH offers a large variety of activities and opportunities.	27%	45%	4%	7%	17%	
The cultural heritage is exciting in CPH	31%	48%	5%	2%	14%	
It is easy to get around in the city	30%	50%	3%	3%	13%	
All in all, CPH fulfilled my expectations	30%	49%	8%	2%	11%	
The local population is friendly and helpful.	51%	37%	1%	1%	9%	
		Female				
Statement:	Agree	Partly agree	Partly Disagree	Disagree	Don't know	
The service in CPH's hotels is at a high international std.	30%	33%	6%	3%	28%	
The service in CPH's restaurants is at a high international std.	20%	43%	5%	3%	28%	
The service in CPH's shops is at a high international standard.	32%	43%	5%	1%	18%	
CPH offers a large variety of activities and opportunities.	29%	46%	6%	4%	15%	
The cultural heritage is exciting in CPH	33%	43%	3%	2%	19%	
It is easy to get around in the city	35%	40%	3%	3%	20%	
All in all, CPH fulfilled my expectations	35%	47%	3%	1%	14%	
The local population is friendly and helpful.	55%	29%	1%	3%	13%	

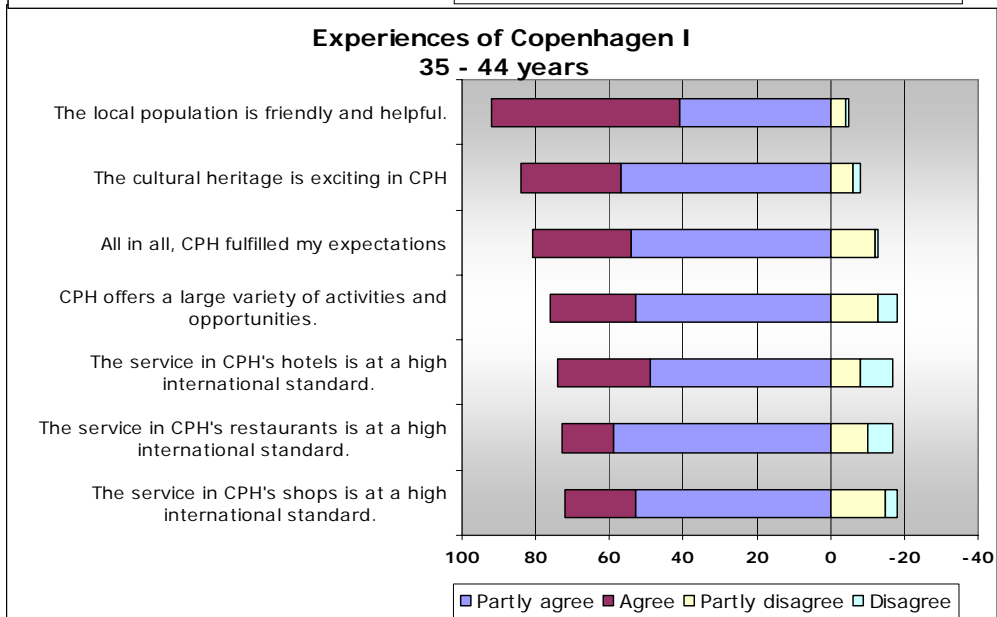
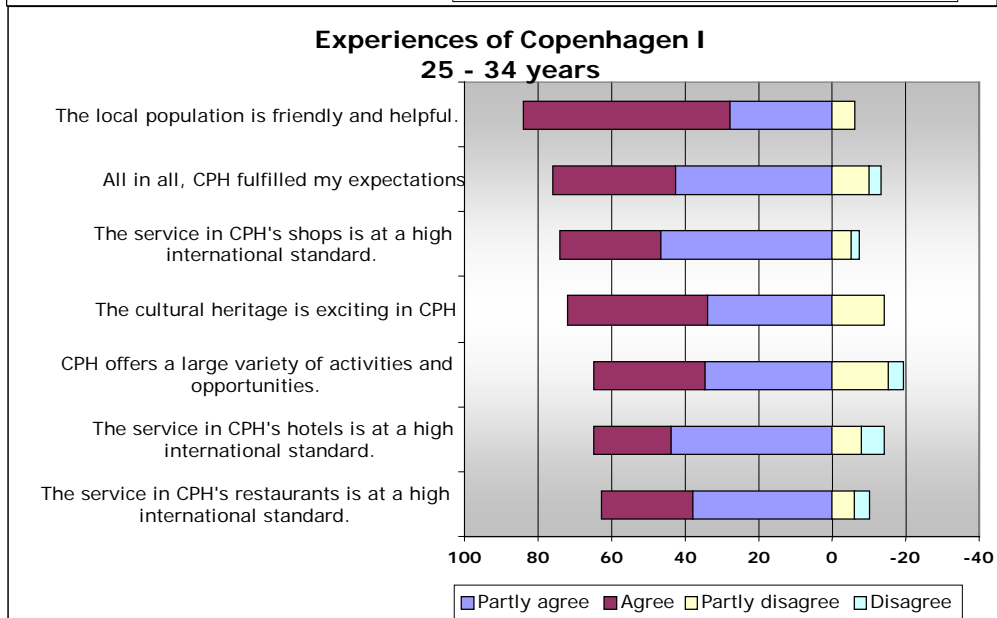
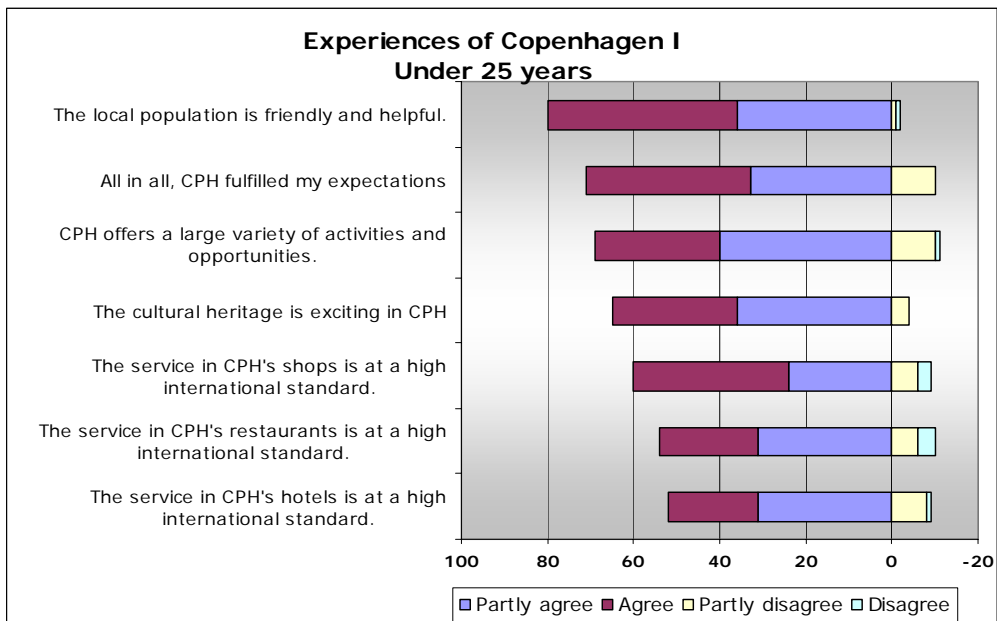
n=403: Except Service level in restaurants (N=295), Service level in shops (N=295), It is easy to get around (N=108).



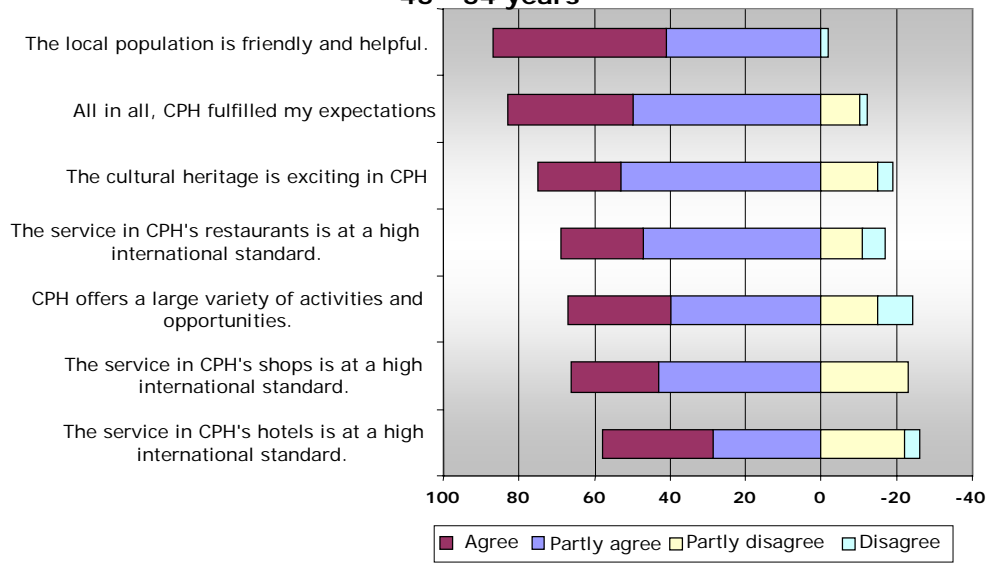
Experiences I & Age

The local population is friendly and helpful.						
	Under 25	25 - 34	35 -44	45 - 54	55 - 64	Over 65
Agree	44%	56%	51%	46%	69%	67%
Partly agree	36%	28%	41%	41%	15%	33%
Partly disagree	1%	6%	4%	0%	0%	0%
Disagree	1%	0%	1%	2%	0%	0%
Don't know	17%	10%	3%	11%	15%	0%
Total	100%	100%	100%	100%	100%	100%
The cultural heritage is exciting in CPH						
	Under 25	25 - 34	35 -44	45 - 54	55 - 64	Over 65
Agree	29%	38%	27%	22%	48%	67%
Partly agree	36%	34%	57%	53%	52%	33%
Partly disagree	4%	14%	6%	15%	0%	0%
Disagree	0%	0%	2%	4%	0%	0%
Don't know	31%	15%	8%	7%	0%	0%
Total	100%	100%	100%	100%	100%	100%
All in all, CPH fulfilled my expectations						
	Under 25	25 - 34	35 -44	45 - 54	55 - 64	Over 65
Agree	38%	33%	27%	33%	24%	33%
Partly agree	33%	43%	54%	50%	68%	33%
Partly disagree	10%	10%	12%	10%	0%	33%
Disagree	0%	3%	1%	2%	8%	0%
Don't know	19%	10%	5%	5%	0%	0%
Total	100%	100%	100%	100%	100%	100%
CPH offers a large variety of activities and opportunities.						
	Under 25	25 - 34	35 -44	45 - 54	55 - 64	Over 65
Agree	29%	30%	23%	27%	27%	33%
Partly agree	40%	35%	53%	40%	65%	67%
Partly disagree	10%	15%	13%	15%	4%	0%
Disagree	1%	4%	5%	9%	4%	0%
Don't know	21%	17%	5%	9%	0%	0%
Total	100%	100%	100%	100%	100%	100%
The service in CPH's hotels is at a high international std.						
	Under 25	25 - 34	35 -44	45 - 54	55 - 64	Over 65
Agree	21%	21%	25%	29%	39%	33%
Partly agree	31%	44%	49%	29%	30%	33%
Partly disagree	8%	8%	8%	22%	4%	0%
Disagree	1%	6%	9%	4%	0%	0%
Don't know	39%	21%	9%	16%	26%	33%
Total	100%	100%	100%	100%	100%	100%
The service in CPH's restaurants is at a high international std.						
	Under 25	25 - 34	35 -44	45 - 54	55 - 64	Over 65
Agree	23%	25%	14%	22%	5%	33%
Partly agree	31%	38%	59%	47%	75%	33%
Partly disagree	6%	6%	10%	11%	5%	0%
Disagree	4%	4%	7%	6%	0%	0%
Don't know	36%	26%	10%	14%	15%	33%
Total	100%	100%	100%	100%	100%	100%
The service in CPH's shops is at a high international std.						
	Under 25	25 - 34	35 -44	45 - 54	55 - 64	Over 65
Agree	36%	27%	19%	23%	20%	33%
Partly agree	24%	47%	53%	43%	70%	67%
Partly disagree	6%	5%	15%	23%	5%	0%
Disagree	3%	2%	3%	0%	0%	0%
Don't know	32%	20%	10%	11%	5%	0%
Total	100%	100%	100%	100%	100%	100%

n=403: Except Service level in restaurants (N=295), Service level in shops (N=295), It is easy to get around (N=108).



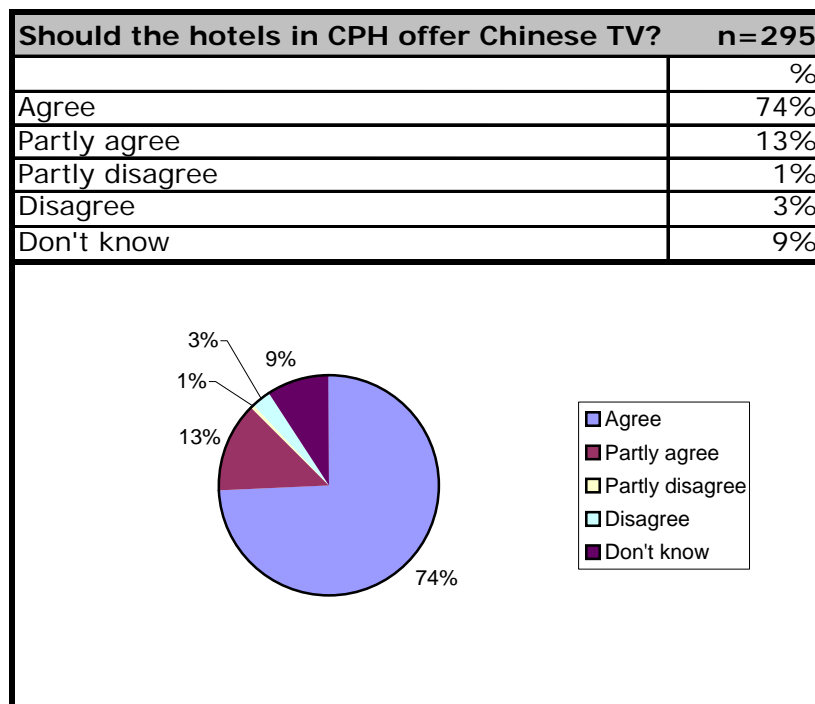
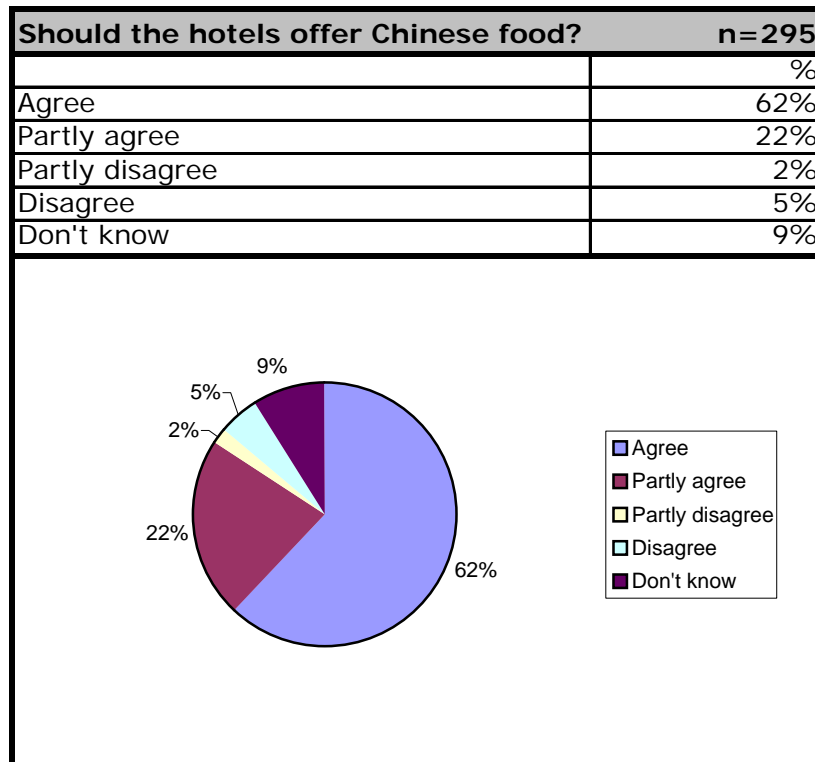
Experiences of Copenhagen I 45 - 54 years



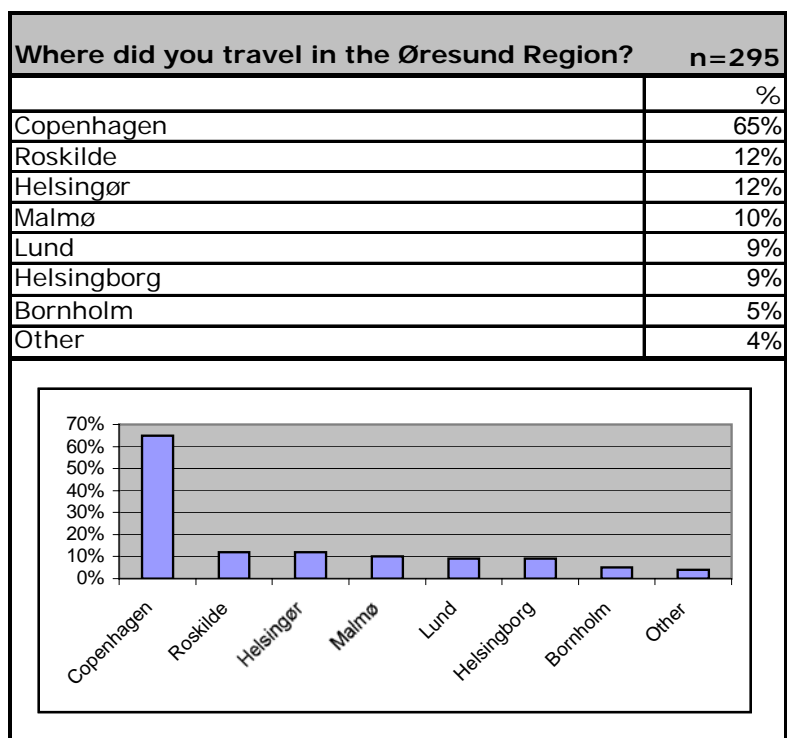
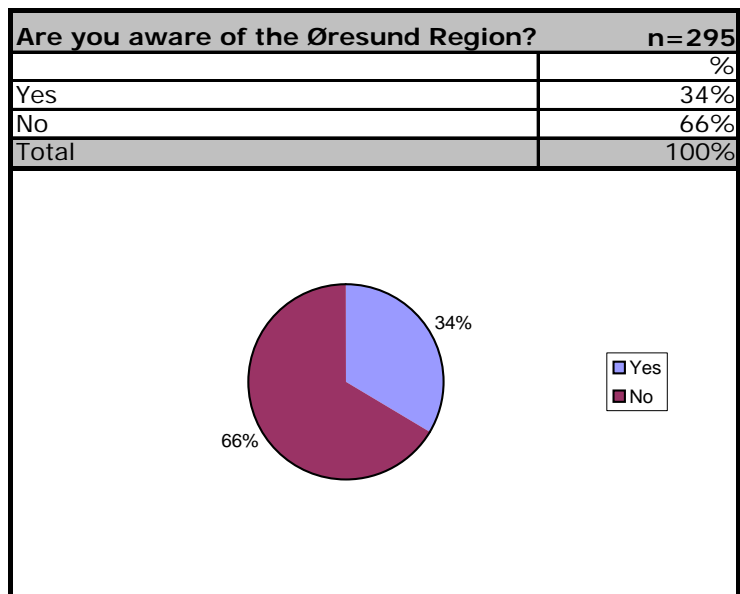
Experiences of Copenhagen I 55 - 64 years

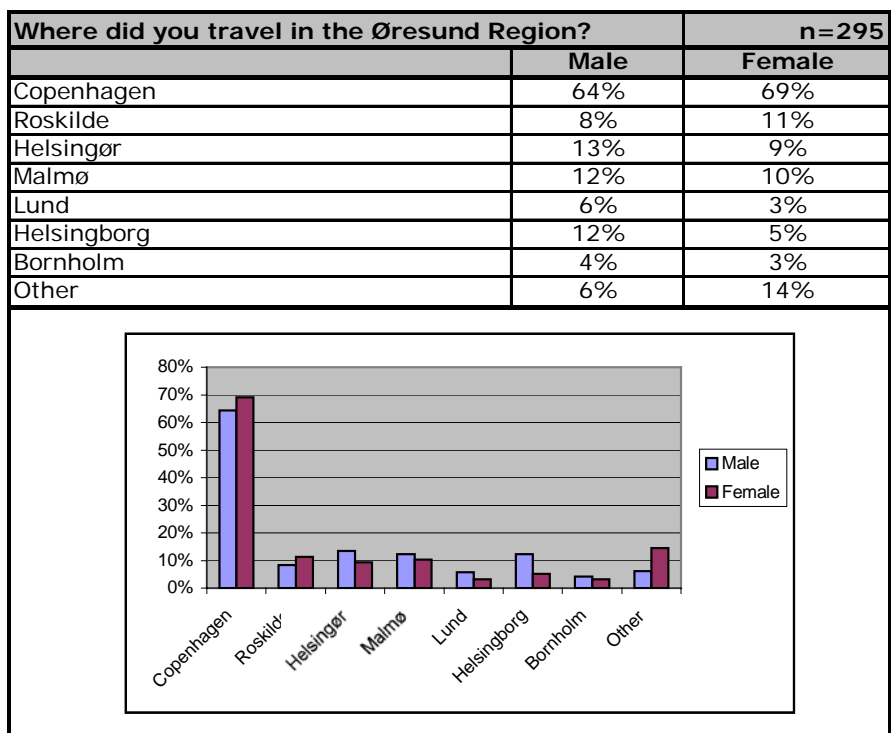
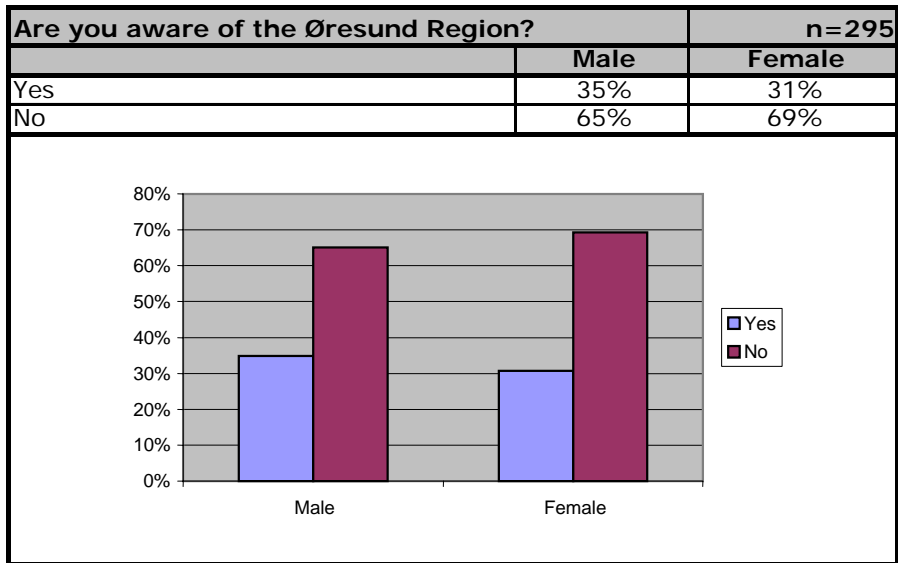


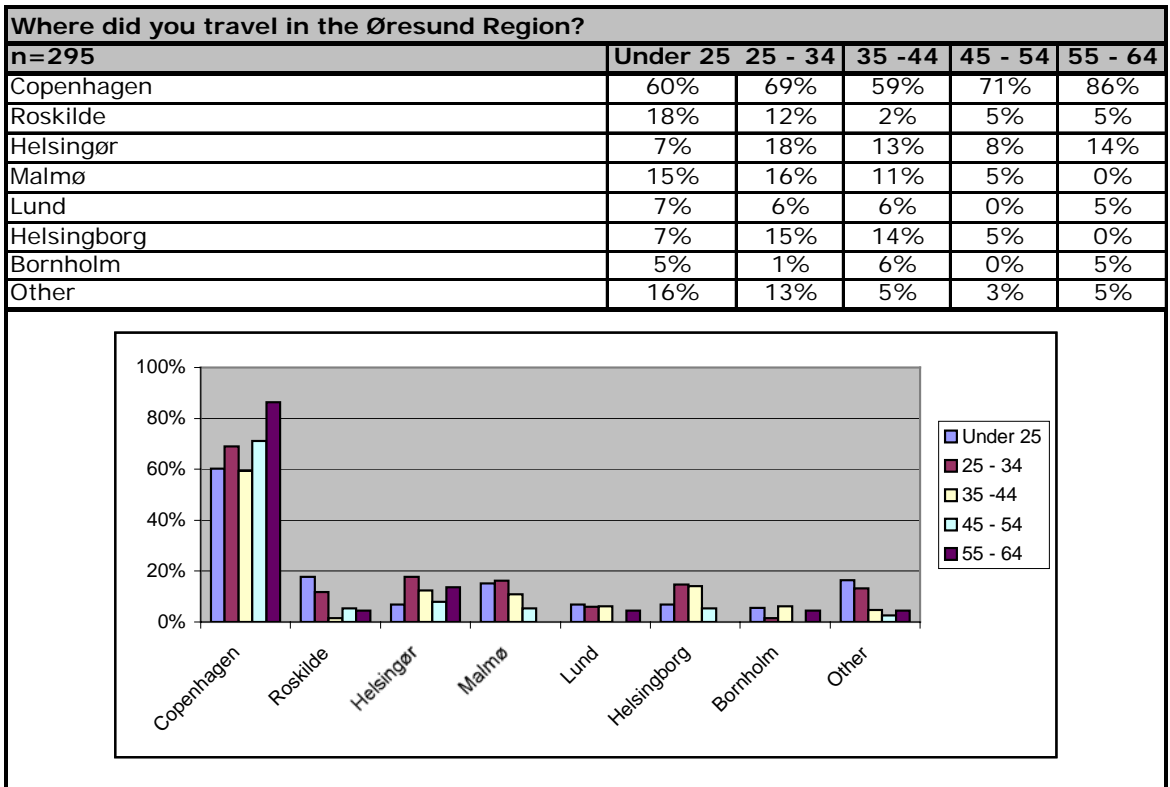
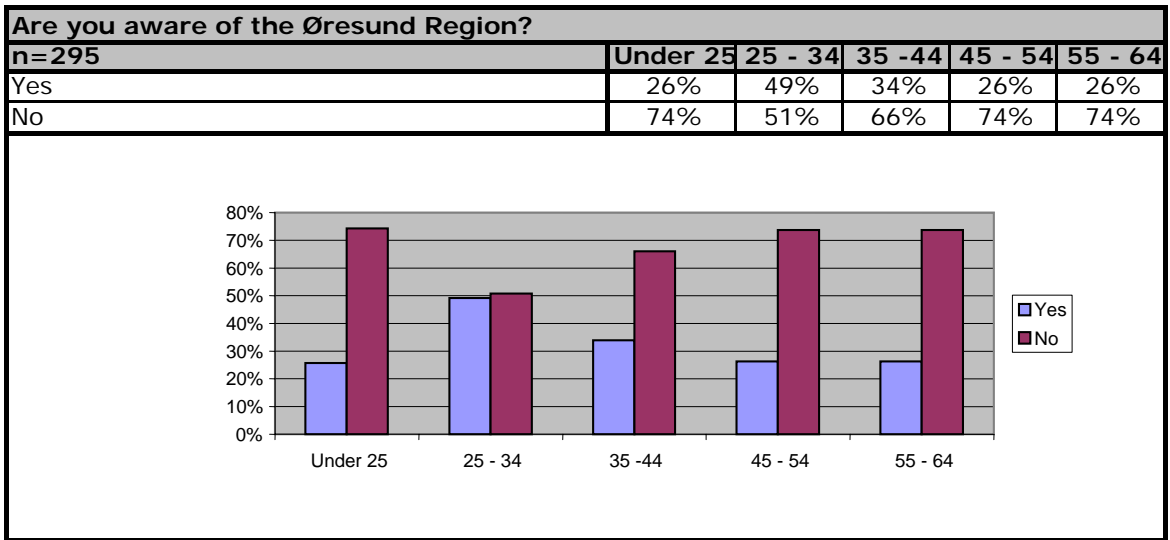
2.2 Chinese Food and Television



2.3 The Øresund Region

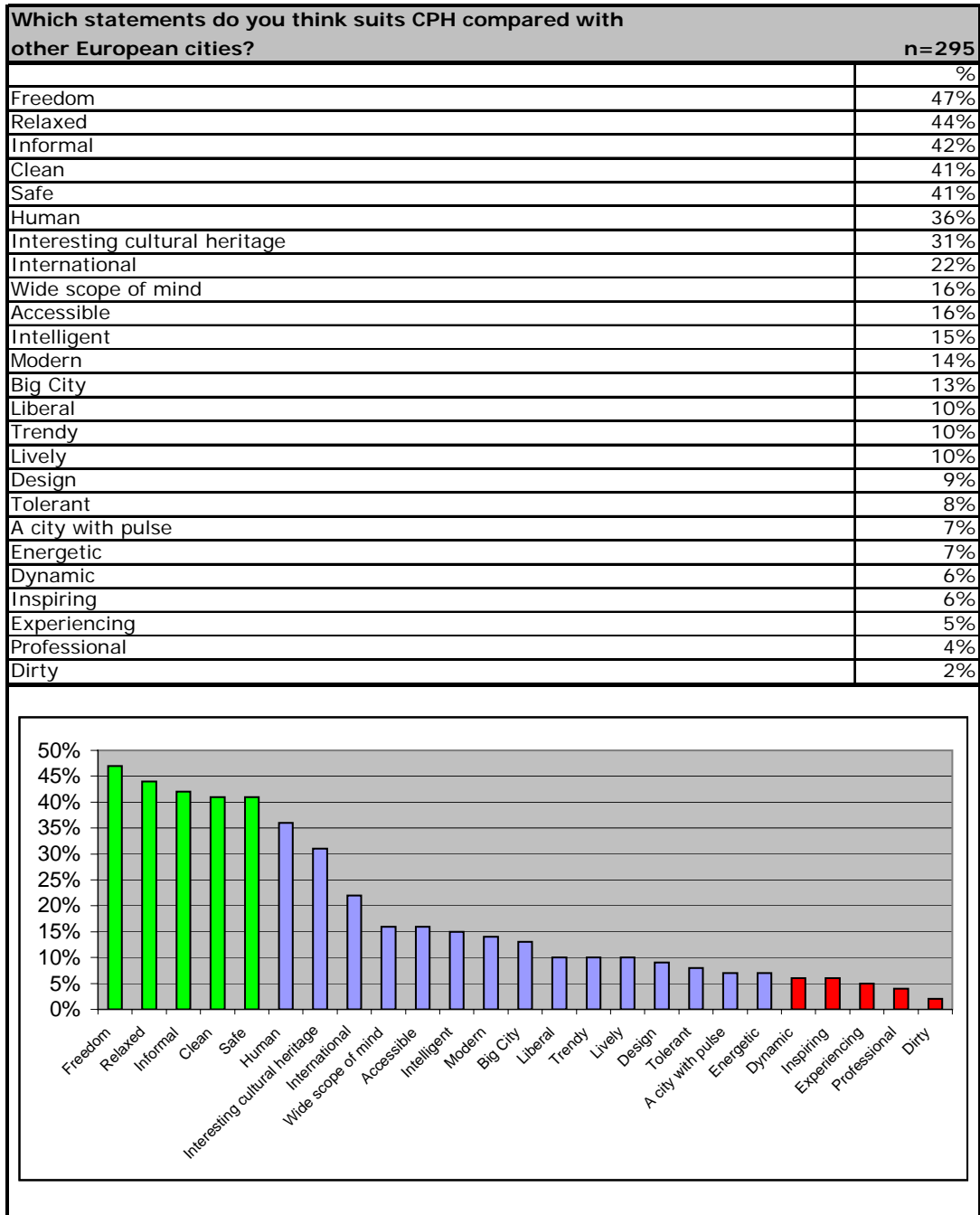




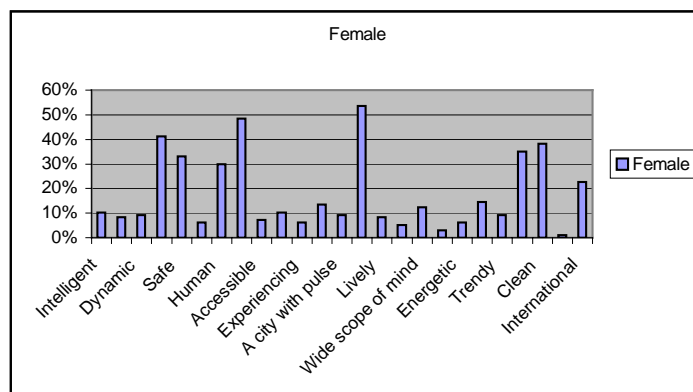
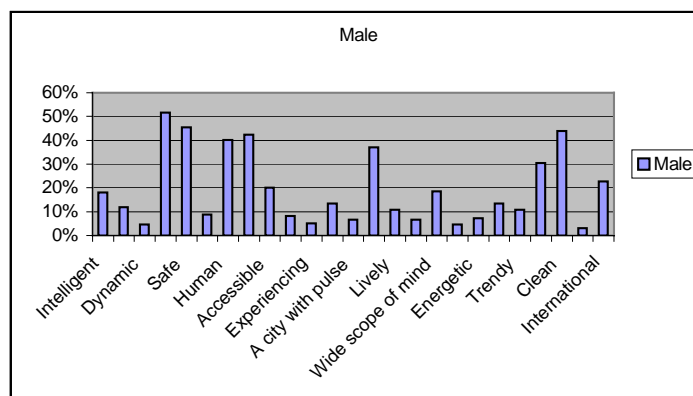


3. Branding Values

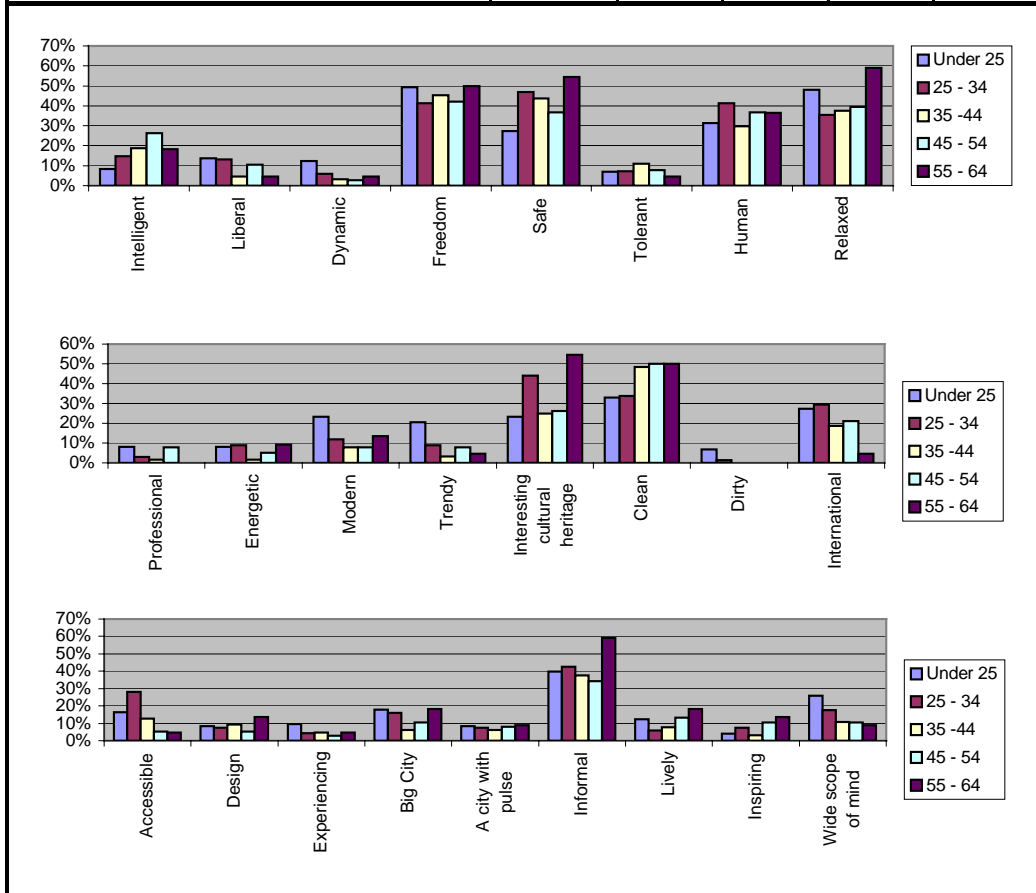
3.1 Statements that applies to Copenhagen



Which statements do you think suits CPH compared with other European cities?		
n=295	Male	Female
Intelligent	18%	10%
Liberal	12%	8%
Dynamic	5%	9%
Freedom	52%	41%
Safe	45%	33%
Tolerant	9%	6%
Human	40%	30%
Relaxed	42%	48%
Accessible	20%	7%
Design	8%	10%
Experiencing	5%	6%
Big City	13%	13%
A city with pulse	7%	9%
Informal	37%	54%
Lively	11%	8%
Inspiring	7%	5%
Wide scope of mind	19%	12%
Professional	5%	3%
Energetic	7%	6%
Modern	13%	14%
Trendy	11%	9%
Interesting cultural heritage	30%	35%
Clean	44%	38%
Dirty	3%	1%
International	23%	23%



Which statements do you think suits CPH compared with other European cities?					
n=295	Under 25	25 - 34	35 - 44	45 - 54	55 - 64
Intelligent	8%	15%	19%	26%	18%
Liberal	14%	13%	5%	11%	5%
Dynamic	12%	6%	3%	3%	5%
Freedom	49%	41%	45%	42%	50%
Safe	27%	47%	44%	37%	55%
Tolerant	7%	7%	11%	8%	5%
Human	32%	41%	30%	37%	36%
Relaxed	48%	35%	38%	39%	59%
Accessible	16%	28%	13%	5%	5%
Design	8%	7%	9%	5%	14%
Experiencing	10%	4%	5%	3%	5%
Big City	18%	16%	6%	11%	18%
A city with pulse	8%	7%	6%	8%	9%
Informal	40%	43%	38%	34%	59%
Lively	12%	6%	8%	13%	18%
Inspiring	4%	7%	3%	11%	14%
Wide scope of mind	26%	18%	11%	11%	9%
Professional	8%	3%	2%	8%	0%
Energetic	8%	9%	2%	5%	9%
Modern	23%	12%	8%	8%	14%
Trendy	21%	9%	3%	8%	5%
Interesting cultural heritage	23%	44%	25%	26%	55%
Clean	33%	34%	48%	50%	50%
Dirty	7%	1%	0%	0%	0%
International	27%	29%	19%	21%	5%



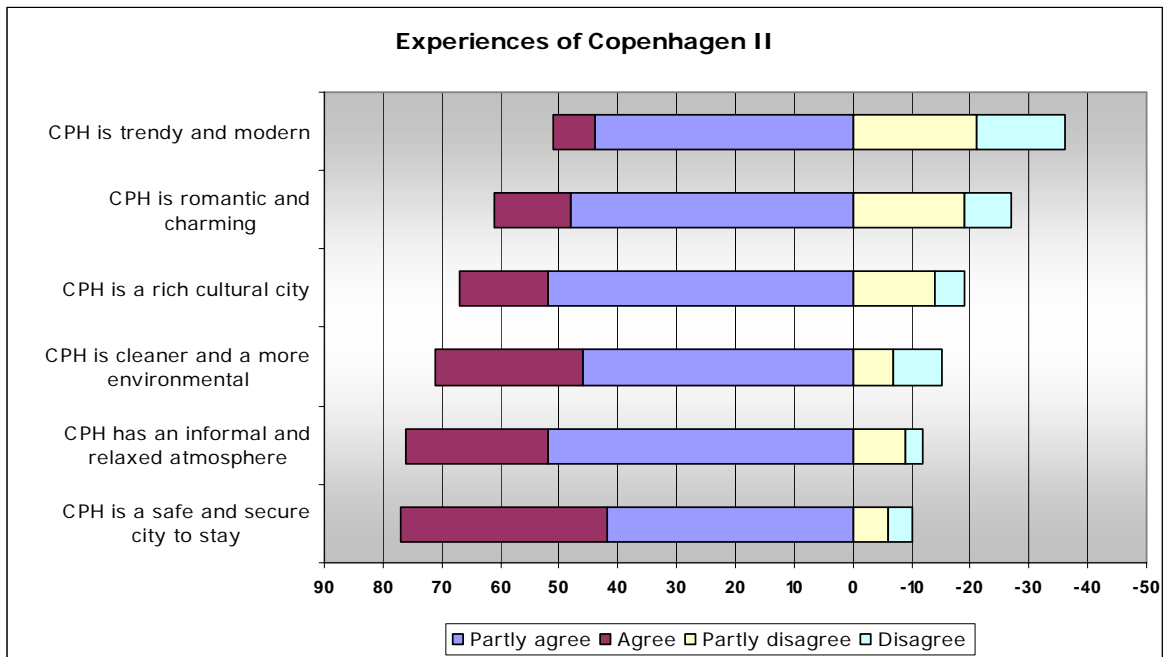
As mentioned in the introduction, the questionnaire survey is part of a larger study, which also includes focus group interviews. The participants in the focus groups were asked to describe what came to their minds when reading the most popular and less popular statements from above and whether they found them positive, neutral or negative. Here is what they came up with:

Statements:	In a tourist context what do the following words mean to you?	Positive	Neutral	Negative
Freedom	No disturbance, No limitation, Liberal in thinking, Have own rights, Do whatever you want.	67%	33%	0%
Relaxed	Be yourself, Do not worry, Slow living pace, No pressure from job or living, Carefree.	75%	25%	0%
Informal	No limitation of behaviour, You do not need to be nervous, Casual, Private.	0%	100%	0%
Safe	Relaxed, No danger, Insure, Need not worry, No fear, No life threat, Personal safety and money safety (not stolen), Secure.	75%	25%	0%
Human	All for human beings' comfort, comfortable, Human needs and wants.	59%	41%	0%
Experiencing	Feel, More important than description, full of all kinds of things, Slow pace, Participate personally.	75%	25%	0%
Professional	Responsible, Something with work, Stick to certain requirements, Specialise, Specialised in a certain field, Trained, Considerable.	67%	33%	0%
Dynamic	Full of interest, Trendy, Energetic, Attractive, Healthy and Optimistic, Active.	75%	25%	0%
Design	Think, Finish a thing according to a plan, to plan, beautiful, architecture, Have directions how to do things.	17%	83%	0%
Modern	Idealistic, Trendy and Charming, The latest period, New, Ideal, Advanced, Civilised.	50%	50%	0%
n=24				

3.2 Experiences of Copenhagen II

Experiences of Copenhagen II	Agree	Partly agree	Partly Disagree	Disagree	Don't know
CPH is trendy and modern compared to other well-known European cities	7%	44%	21%	15%	13%
CPH is romantic and charming compared to other well-known European cities	13%	48%	19%	8%	12%
CPH is a rich cultural city compared to other well-known European cities	15%	52%	14%	5%	14%
CPH is cleaner and a more environmental oriented city than other well-known European cities	25%	46%	7%	8%	14%
CPH has an informal and relaxed atmosphere compared to other well-known European cities	24%	52%	9%	3%	12%
CPH is a safe and secure city to stay in compared to other well-known European cities	35%	42%	6%	4%	13%

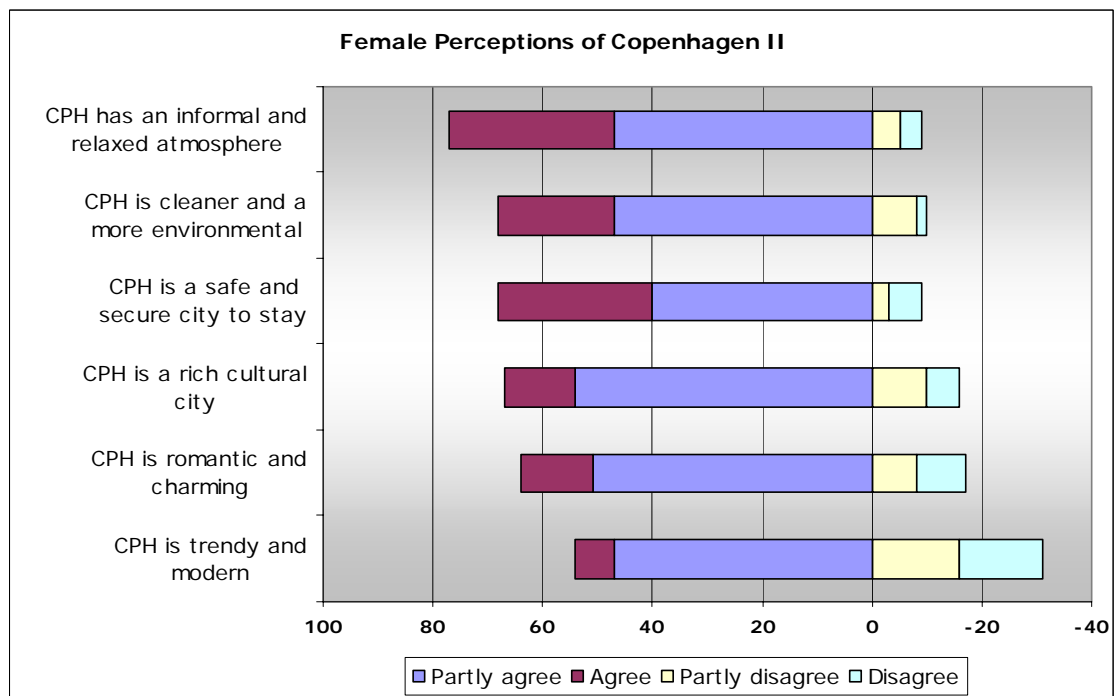
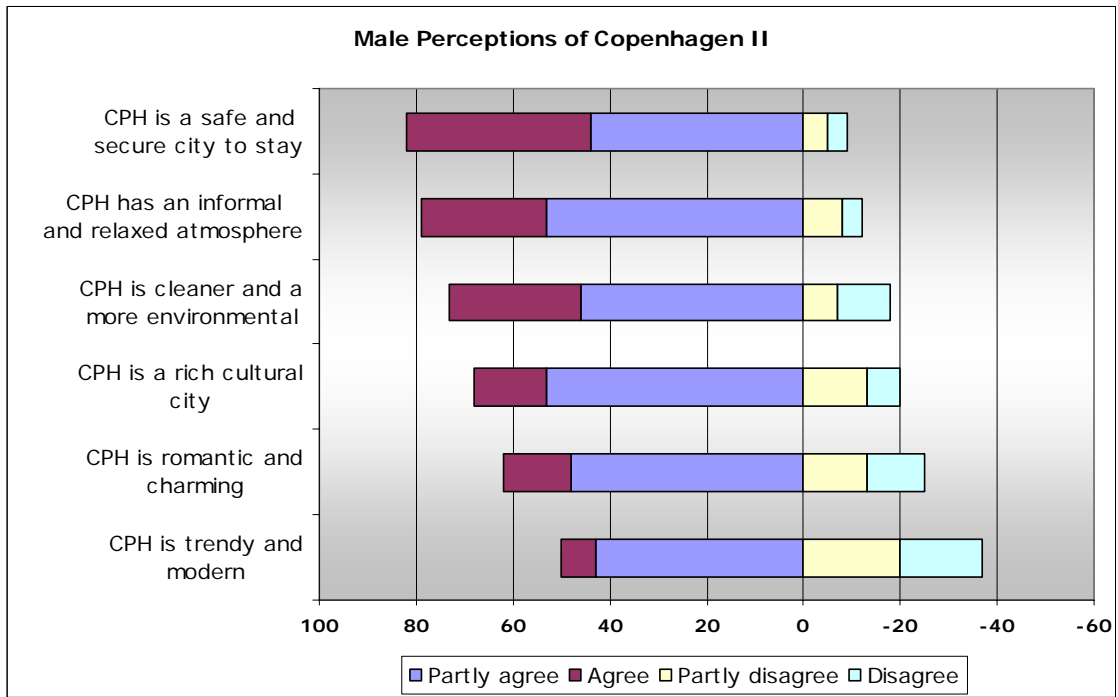
n=403: Except Service level in restaurants (N=295), Service level in shops (N=295), It is easy to get around (N=108).



Experiences of Copenhagen II & Gender

CPH is trendy and modern compared to other well-known European cities		
	Male	Female
Agree	7%	8%
Partly agree	43%	47%
Partly disagree	20%	16%
Disagree	17%	14%
Don't know	13%	15%
Total	100%	100%
CPH is romantic and charming compared to other well-known European cities		
	Male	Female
Agree	14%	13%
Partly agree	48%	51%
Partly disagree	13%	8%
Disagree	12%	9%
Don't know	13%	19%
Total	100%	100%
CPH is a rich cultural city compared to other well-known European cities		
	Male	Female
Agree	15%	13%
Partly agree	53%	54%
Partly disagree	13%	10%
Disagree	7%	6%
Don't know	12%	17%
Total	100%	100%
CPH is cleaner and a more environmental oriented city than other well-known European cities		
	Male	Female
Agree	27%	21%
Partly agree	46%	47%
Partly disagree	7%	8%
Disagree	11%	2%
Don't know	9%	22%
Total	100%	100%
CPH has an informal and relaxed atmosphere compared to other well-known European cities		
	Male	Female
Agree	26%	31%
Partly agree	53%	47%
Partly disagree	8%	5%
Disagree	4%	4%
Don't know	9%	13%
Total	100%	100%
CPH is a safe and secure city to stay in compared to other well-known European cities		
	Male	Female
Agree	38%	28%
Partly agree	44%	40%
Partly disagree	5%	3%
Disagree	4%	6%
Don't know	9%	23%
Total	100%	100%

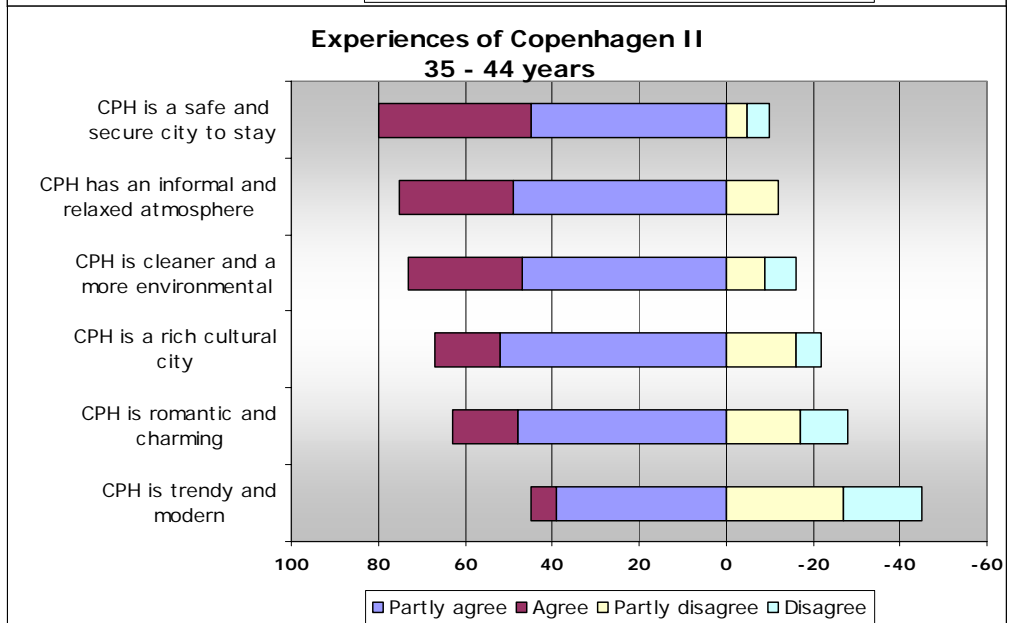
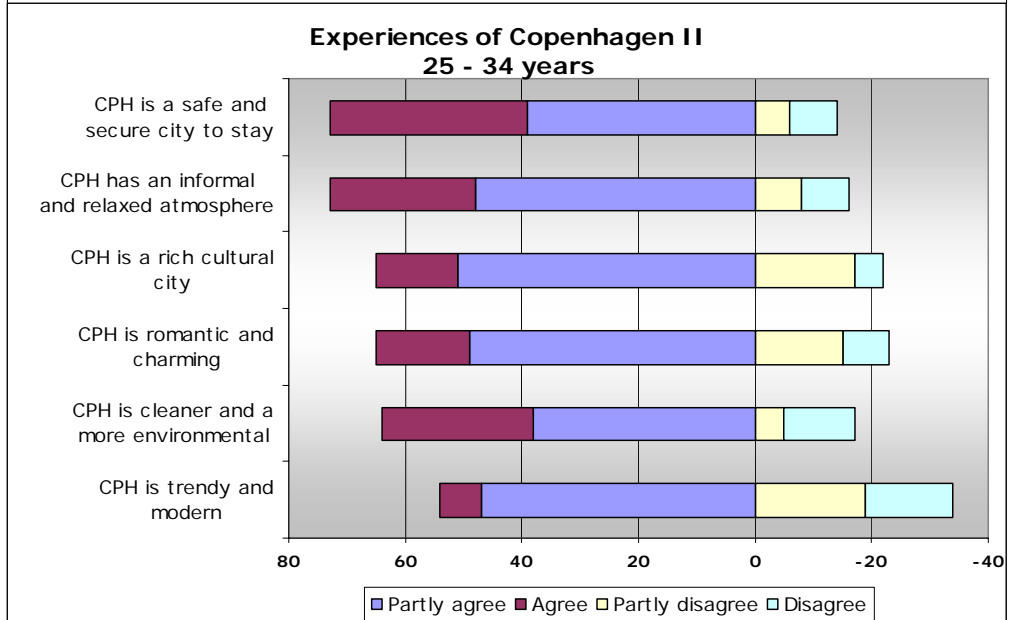
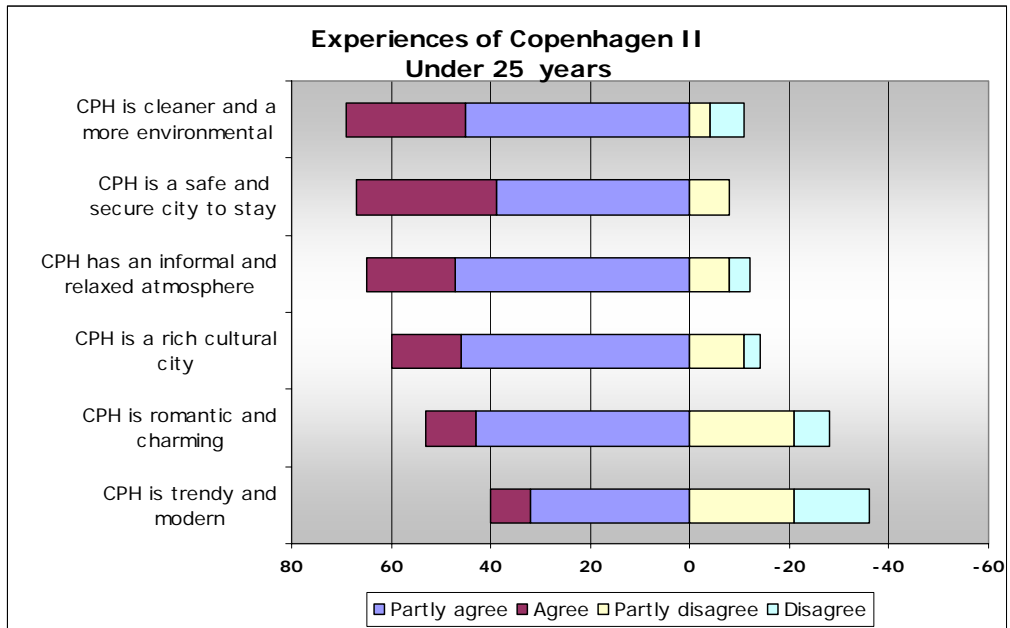
n=403: Except Service level in restaurants (N=295), Service level in shops (N=295), It is easy to get around (N=108).

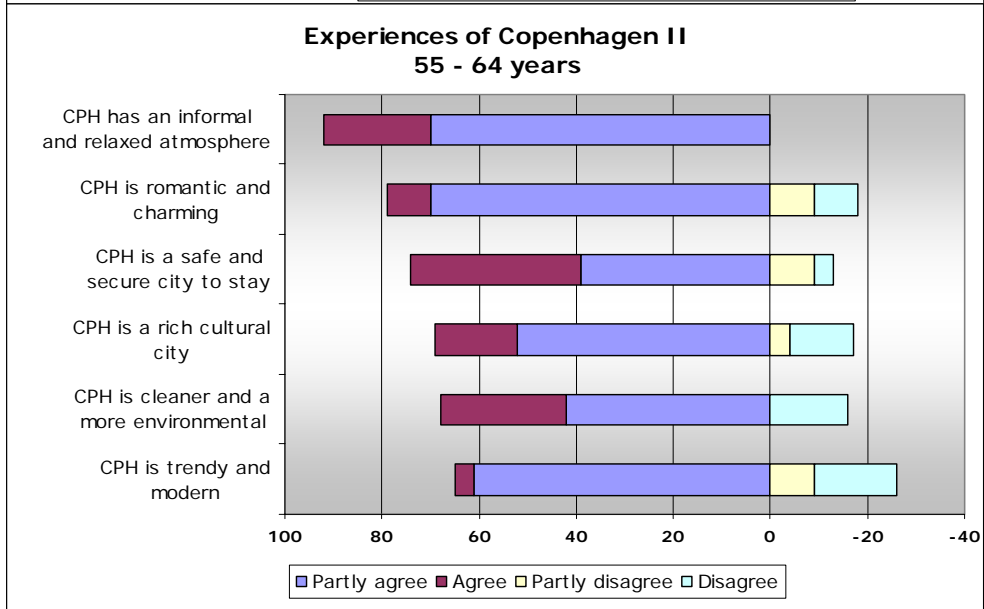
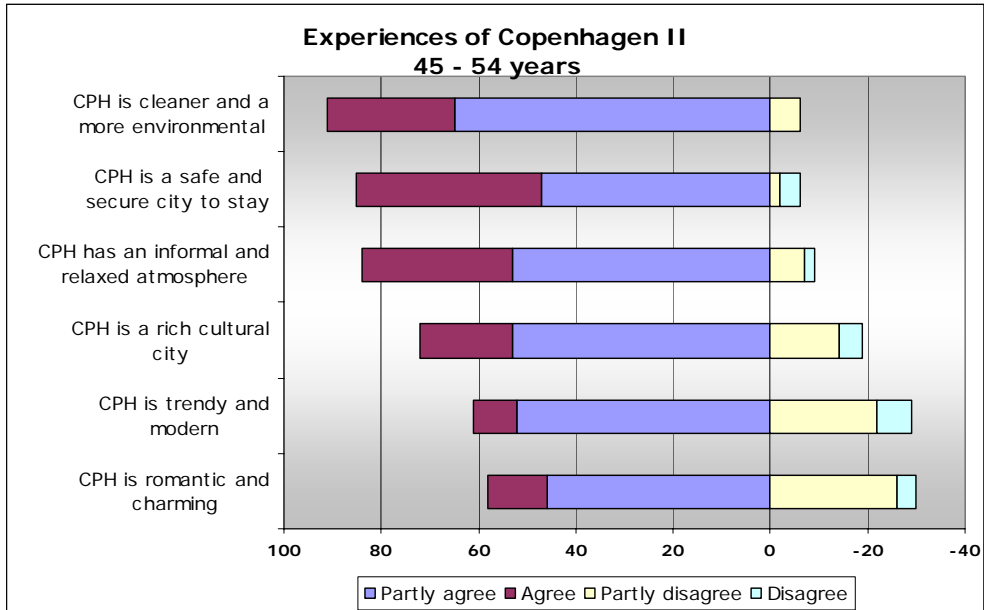


Experiences II & Age

Experiences II & Age						
CPH is trendy and modern compared to other well-known European cities						
	Under 25	25 - 34	35 -44	45 - 54	55 - 64	Over 65
Agree	8%	7%	6%	9%	4%	0%
Partly agree	32%	47%	39%	52%	61%	67%
Partly disagree	21%	19%	27%	22%	9%	0%
Disagree	15%	15%	18%	7%	17%	0%
Don't know	24%	12%	10%	10%	9%	33%
Total	100%	100%	100%	100%	100%	100%
CPH is romantic and charming compared to other well-known European cities						
	Under 25	25 - 34	35 -44	45 - 54	55 - 64	Over 65
Agree	10%	16%	15%	12%	9%	0%
Partly agree	43%	49%	48%	46%	70%	67%
Partly disagree	21%	15%	17%	26%	9%	0%
Disagree	7%	8%	11%	4%	9%	0%
Don't know	19%	13%	9%	12%	4%	33%
Total	100%	100%	100%	100%	100%	100%
CPH is a rich cultural city compared to other well-known European cities						
	Under 25	25 - 34	35 -44	45 - 54	55 - 64	Over 65
Agree	14%	14%	15%	19%	17%	0%
Partly agree	46%	51%	52%	53%	52%	100%
Partly disagree	11%	17%	16%	14%	4%	0%
Disagree	3%	5%	6%	5%	13%	0%
Don't know	26%	13%	11%	9%	13%	0%
Total	100%	100%	100%	100%	100%	100%
CPH is cleaner and a more environmental oriented city than other well-known European cities						
	Under 25	25 - 34	35 -44	45 - 54	55 - 64	Over 65
Agree	24%	26%	26%	26%	26%	0%
Partly agree	45%	38%	47%	65%	42%	67%
Partly disagree	4%	5%	9%	6%	0%	33%
Disagree	7%	12%	7%	0%	16%	0%
Don't know	19%	20%	11%	3%	16%	0%
Total	100%	100%	100%	100%	100%	100%
CPH has an informal and relaxed atmosphere compared to other well-known European cities						
	Under 25	25 - 34	35 -44	45 - 54	55 - 64	Over 65
Agree	18%	25%	26%	31%	22%	0%
Partly agree	47%	48%	49%	53%	70%	67%
Partly disagree	8%	8%	12%	7%	0%	0%
Disagree	4%	8%	0%	2%	0%	0%
Don't know	23%	10%	12%	7%	9%	33%
Total	100%	100%	100%	100%	100%	100%
CPH is a safe and secure city to stay in compared to other well-known European cities						
	Under 25	25 - 34	35 -44	45 - 54	55 - 64	Over 65
Agree	28%	34%	35%	38%	35%	67%
Partly agree	39%	39%	45%	47%	39%	33%
Partly disagree	8%	6%	5%	2%	9%	0%
Disagree	0%	8%	5%	4%	4%	0%
Don't know	24%	13%	10%	9%	13%	0%
Total	100%	100%	100%	100%	100%	100%

n=403: Except Service level in restaurants (N=295), Service level in shops (N=295), It is easy to get around (N=108).

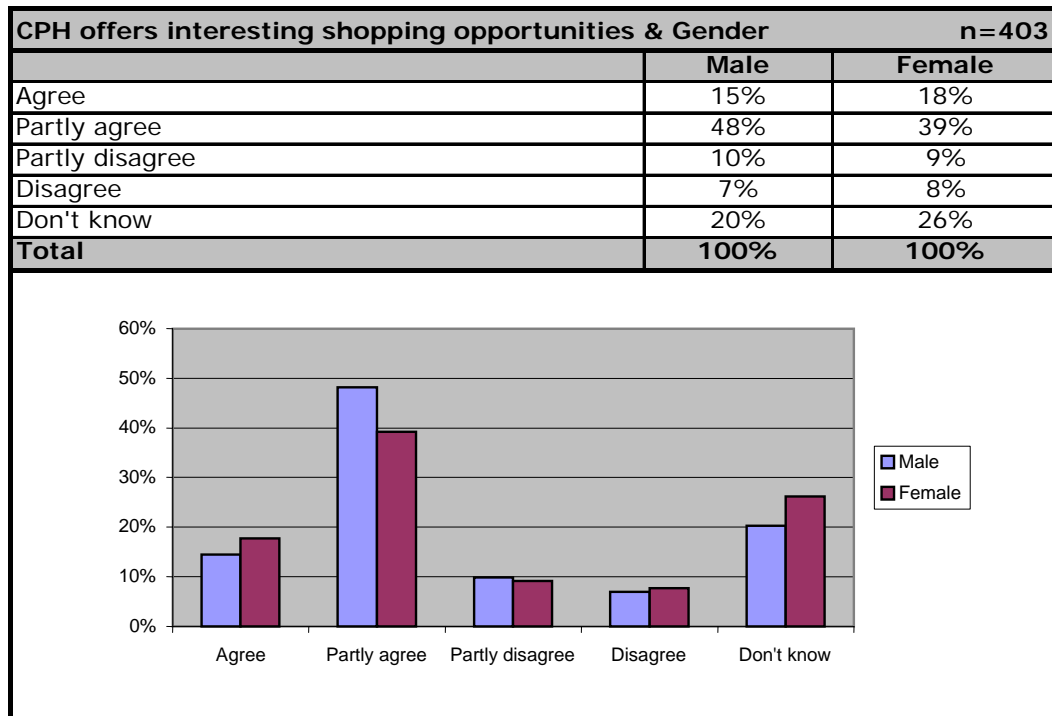
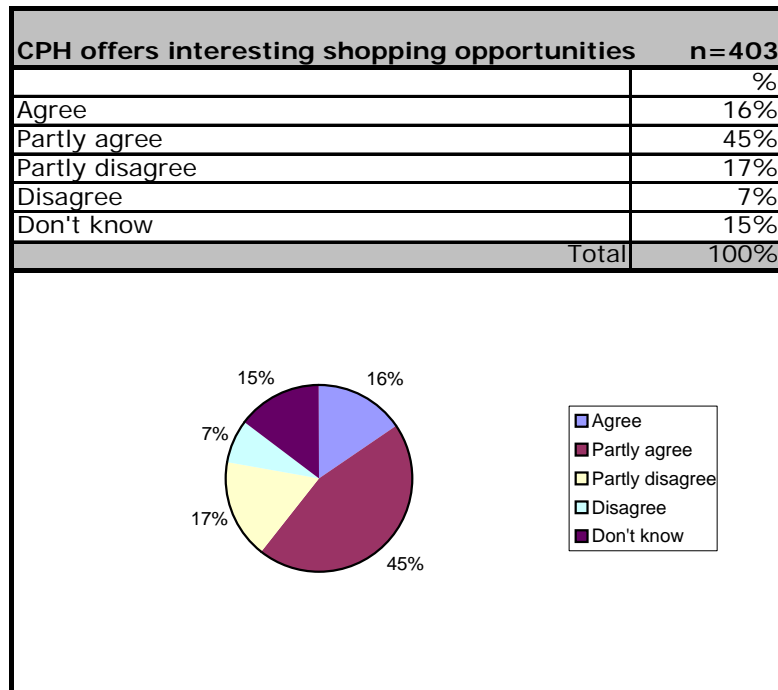




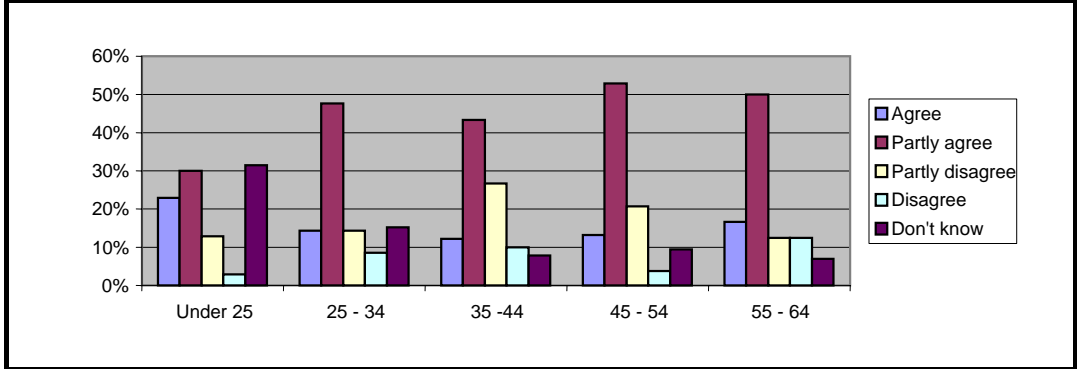
Please notice that the category "Over 65 Years " is excluded due to few respondents.

4. Shopping

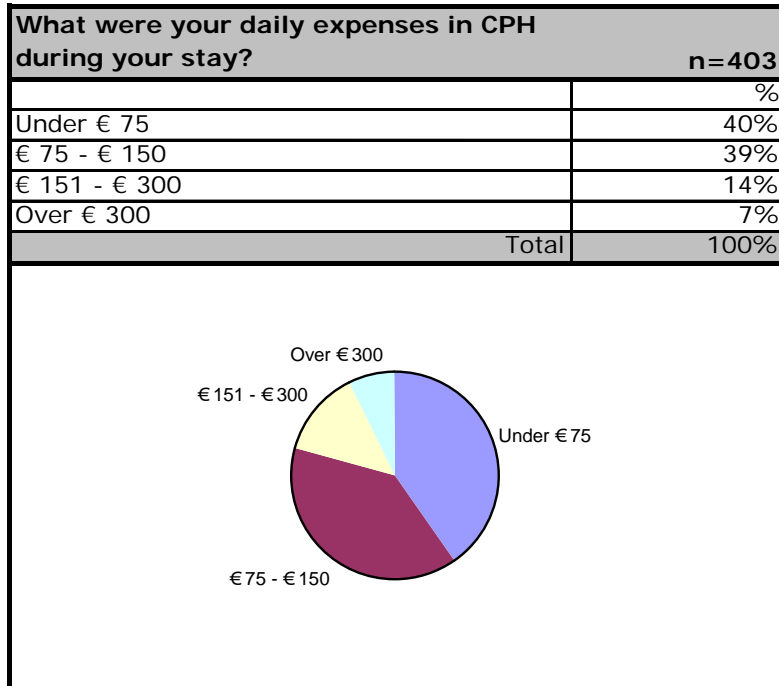
4.1 Shopping Opportunities



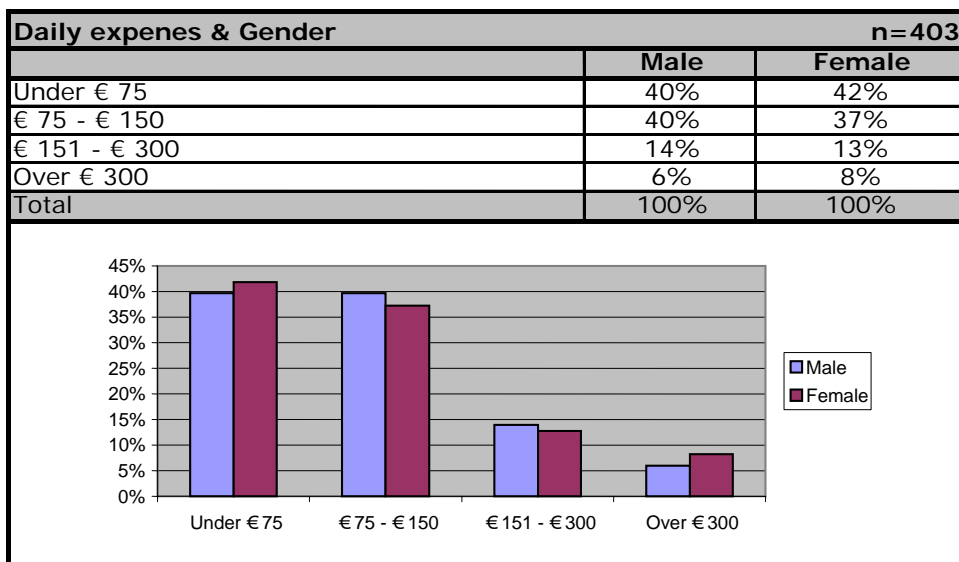
CPH offers interesting shopping opportunities & Age						n=403
	Under 25	25 - 34	35 -44	45 - 54	55 - 64	
Agree	23%	14%	12%	13%	17%	
Partly agree	30%	48%	43%	53%	50%	
Partly disagree	13%	14%	27%	21%	13%	
Disagree	3%	9%	10%	4%	13%	
Don't know	31%	15%	8%	9%	7%	
Total	100%	100%	100%	100%	100%	

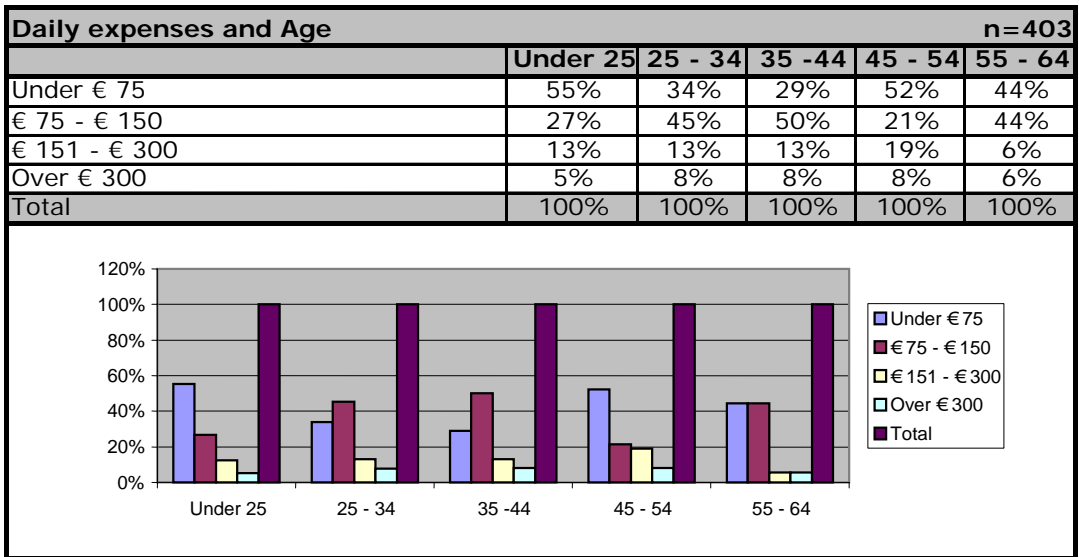


4.2 Daily Expenses

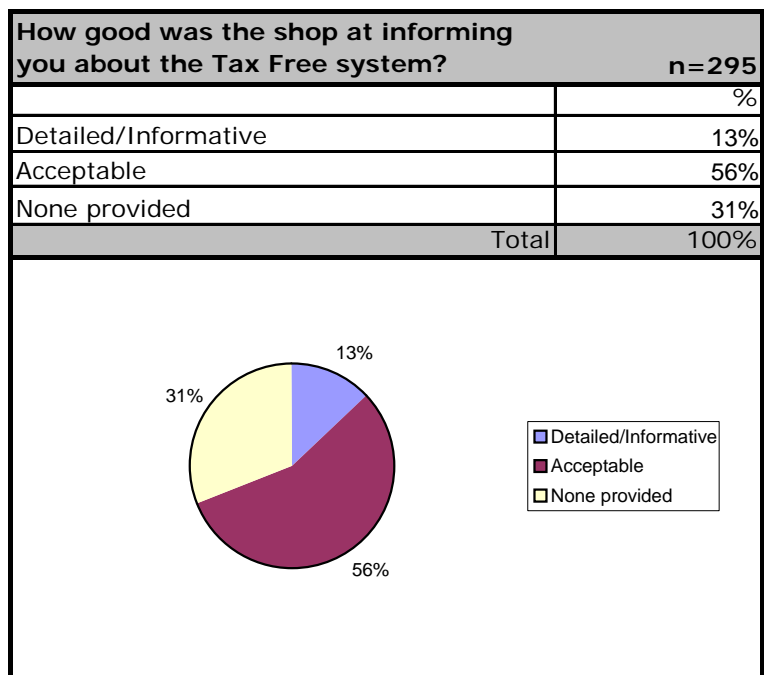
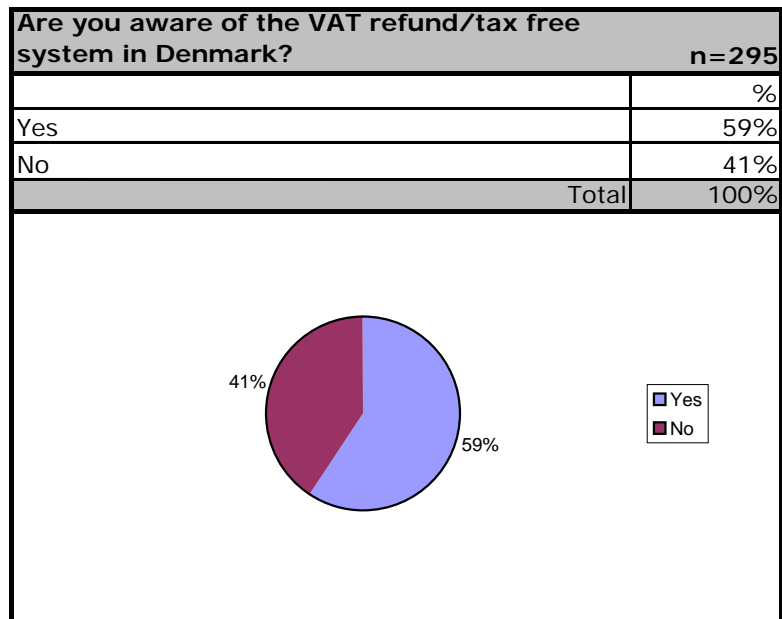


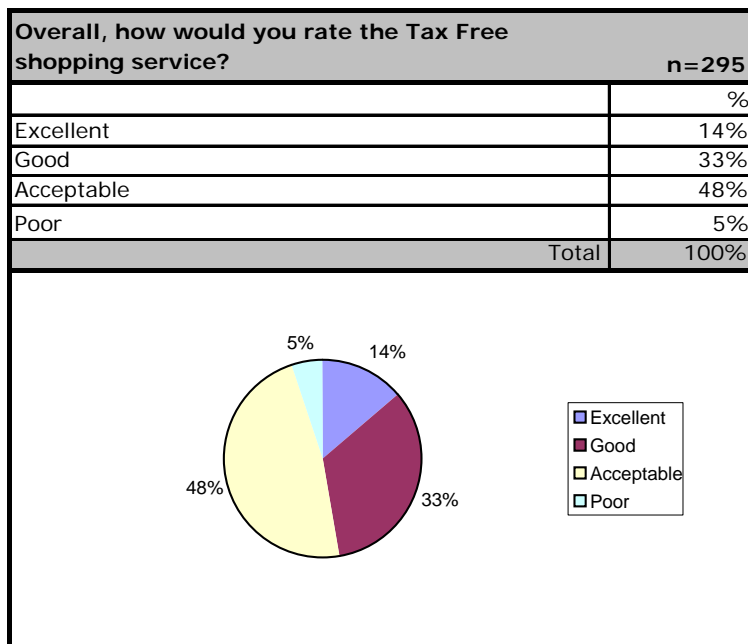
Notice: The daily expenses do not include accommodation.





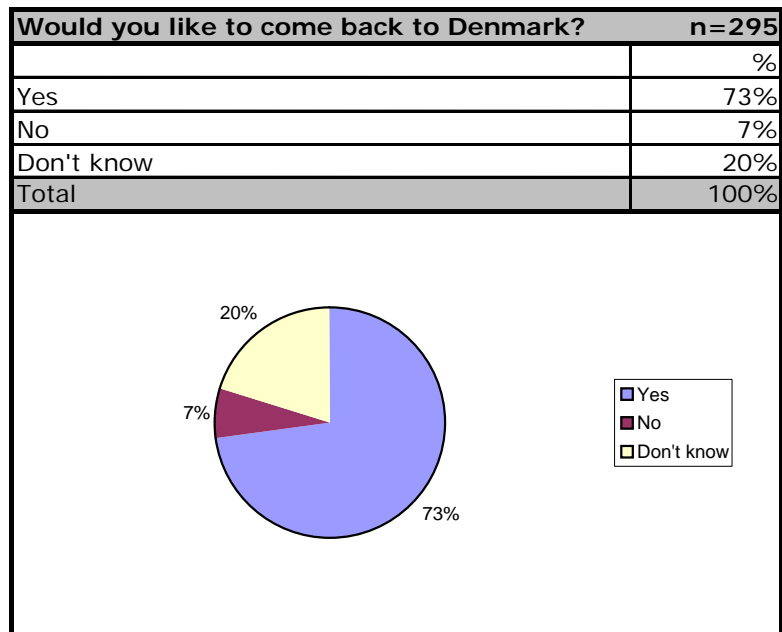
4.3 VAT Tax Free System





5. Overall rating

5.1 Come Back to Denmark?



Appendix 1: Questionnaire – English Version

English Version


Intro: Hello - We represent the Copenhagen Tourist Board. May we please ask you a couple of questions about your visit in Copenhagen? It will take about 8-10 minutes.		
I. First, I would like to ask who you are and why you are in Copenhagen		
1	Where in China do you come from?	<input type="checkbox"/> Beijing <input type="checkbox"/> Tianjing <input type="checkbox"/> Shanghai <input type="checkbox"/> Guanzhou <input type="checkbox"/> Other_____
2	Gender Age	<input type="checkbox"/> Male <input type="checkbox"/> Female <input type="checkbox"/> _____Years old
3	Type of Journey	<input type="checkbox"/> Leisure <input type="checkbox"/> Business
4	Profession	<input type="checkbox"/> Self employed/freelance <input type="checkbox"/> Manager/executive <input type="checkbox"/> Office worker <input type="checkbox"/> Civil servant <input type="checkbox"/> Pensioner <input type="checkbox"/> Student/Trainee <input type="checkbox"/> Spouse <input type="checkbox"/> Without work/other
5	Who are you travelling with? (Multiple answers possible)	<input type="checkbox"/> Alone <input type="checkbox"/> Family/friends (Qing You) <input type="checkbox"/> Colleagues <input type="checkbox"/> Children (Under 15 yrs)
6	Travel itinerary	<input type="checkbox"/> Denmark <input type="checkbox"/> Norway, Sweden, Finland, or Iceland <input type="checkbox"/> Germany, France, Austria, or Switzerland <input type="checkbox"/> UK or Ireland <input type="checkbox"/> Spain, Portugal, Italy, or Greece <input type="checkbox"/> Netherlands, Belgium, or Luxembourg <input type="checkbox"/> Russia, Estonia, Latvia, or Lithuania <input type="checkbox"/> Other
7	Where did you get inspired to visit Copenhagen?	<input type="checkbox"/> Previous visit <input type="checkbox"/> Family or friends (Qing You) <input type="checkbox"/> Colleagues <input type="checkbox"/> Travel books/travel magazines <input type="checkbox"/> TV programs <input type="checkbox"/> Internet <input type="checkbox"/> Advertisement in TV <input type="checkbox"/> Advertisement newspaper magazine <input type="checkbox"/> Other_____
8	Which of the following activities have you done or would you like to do during your visit in Copenhagen (Multiple answers possible).	<input type="checkbox"/> Visit attractions <input type="checkbox"/> Visit museums/exhibitions <input type="checkbox"/> Concert, festival <input type="checkbox"/> Walk around town <input type="checkbox"/> Sightseeing in Copenhagen <input type="checkbox"/> Sightseeing outside Copenhagen

		<input type="checkbox"/> Go out at night/ nightlife <input type="checkbox"/> Shopping <input type="checkbox"/> Dine at restaurants <input type="checkbox"/> Conference/congress <input type="checkbox"/> Business meeting <input type="checkbox"/> Other										
9	<p>A) How many times have you visited Europe before?</p> <p>B) How many times have you visited Copenhagen before?</p> <p>C) What was your average duration of stay in Copenhagen?</p>	<ul style="list-style-type: none"> • A) Time(s) in Europe • B) Time(s) in Copenhagen • C) Average number of days in Copenhagen 										
10	<p>Accommodation Type</p> <p>What kind of accommodation have you used during your visit to Copenhagen?</p> <p>(Multiple answers possible)</p>	<input type="checkbox"/> 4—5 Hotel 4 - 5 stars <input type="checkbox"/> 2—3 Hotel 2 - 3 stars <input type="checkbox"/> 1 star/Bed and breakfast/Youth hostel <input type="checkbox"/> I did not stay overnight in Copenhagen <input type="checkbox"/> Family/friends <input type="checkbox"/> Other										
11	<p>Which Airline Company did you fly with to Europe?</p>	<table style="width: 100%; border: none;"> <tr> <td><input type="checkbox"/> SAS</td> <td><input type="checkbox"/> Finnair</td> </tr> <tr> <td><input type="checkbox"/> KLM</td> <td><input type="checkbox"/> Virgin Atlantic</td> </tr> <tr> <td><input type="checkbox"/> British Airways</td> <td><input type="checkbox"/> Air China</td> </tr> <tr> <td><input type="checkbox"/> Air France</td> <td><input type="checkbox"/> Aeroflot</td> </tr> <tr> <td><input type="checkbox"/> Austrian Airlines</td> <td><input type="checkbox"/> Other: _____</td> </tr> </table>	<input type="checkbox"/> SAS	<input type="checkbox"/> Finnair	<input type="checkbox"/> KLM	<input type="checkbox"/> Virgin Atlantic	<input type="checkbox"/> British Airways	<input type="checkbox"/> Air China	<input type="checkbox"/> Air France	<input type="checkbox"/> Aeroflot	<input type="checkbox"/> Austrian Airlines	<input type="checkbox"/> Other: _____
<input type="checkbox"/> SAS	<input type="checkbox"/> Finnair											
<input type="checkbox"/> KLM	<input type="checkbox"/> Virgin Atlantic											
<input type="checkbox"/> British Airways	<input type="checkbox"/> Air China											
<input type="checkbox"/> Air France	<input type="checkbox"/> Aeroflot											
<input type="checkbox"/> Austrian Airlines	<input type="checkbox"/> Other: _____											

II. Now, we would like to ask some questions about your experience in Copenhagen. Please, tell us about your beforehand opinion. Please, answer the following short statements whether you agree, partly agree, partly disagree, or disagree.		
1	The cultural heritage is exiting in Copenhagen.	<input type="checkbox"/> Agree <input type="checkbox"/> Partly agree <input type="checkbox"/> Partly disagree <input type="checkbox"/> Disagree <input type="checkbox"/> Don't know
2	Copenhagen offers a large variety of activities and opportunities for international visitors.	<input type="checkbox"/> Agree <input type="checkbox"/> Partly agree <input type="checkbox"/> Partly disagree <input type="checkbox"/> Disagree <input type="checkbox"/> Don't know
3	The local population is friendly and helpful.	<input type="checkbox"/> Agree <input type="checkbox"/> Partly agree <input type="checkbox"/> Partly disagree <input type="checkbox"/> Disagree <input type="checkbox"/> Don't know
4	<input type="checkbox"/> The service level in Copenhagen's hotels is at a high international standard. <input type="checkbox"/> The service level in Copenhagen's restaurants is at a high international standard. <input type="checkbox"/> The service level in Copenhagen's shops is at a high international standard.	A) Hotels: <input type="checkbox"/> Agree <input type="checkbox"/> Partly agree <input type="checkbox"/> Partly disagree <input type="checkbox"/> Disagree <input type="checkbox"/> Don't know B) Restaurants: <input type="checkbox"/> Agree <input type="checkbox"/> Partly agree <input type="checkbox"/> Partly disagree <input type="checkbox"/> Disagree <input type="checkbox"/> Don't know C) Shops: <input type="checkbox"/> Agree <input type="checkbox"/> Partly agree <input type="checkbox"/> Partly disagree <input type="checkbox"/> Disagree <input type="checkbox"/> Don't know
5	All in all, Copenhagen as a city travel /holiday destination fulfilled my expectations.	<input type="checkbox"/> Agree <input type="checkbox"/> Partly agree <input type="checkbox"/> Partly disagree <input type="checkbox"/> Disagree <input type="checkbox"/> Don't know
6	In your opinion, should the hotels in Copenhagen offer Chinese food?	<input type="checkbox"/> Agree <input type="checkbox"/> Partly agree <input type="checkbox"/> Partly disagree <input type="checkbox"/> Disagree <input type="checkbox"/> Don't know
7	In your opinion, should the hotels in Copenhagen offer Chinese TV?	<input type="checkbox"/> Agree <input type="checkbox"/> Partly agree <input type="checkbox"/> Partly disagree <input type="checkbox"/> Disagree <input type="checkbox"/> Don't know
8	Are you aware of the Øresund Region linking Copenhagen Denmark and Malmø Sweden?	<input type="checkbox"/> Yes <input type="checkbox"/> No
9	Where did you travel in the Øresund Region? (Multiple answers possible)	<input type="checkbox"/> Copenhagen <input type="checkbox"/> Roskilde <input type="checkbox"/> Helsingør <input type="checkbox"/> Malmø <input type="checkbox"/> Lund <input type="checkbox"/> Helsingborg <input type="checkbox"/> Bornholm <input type="checkbox"/> Other: _____

III.	Branding values: Now we would like to ask a few questions about your impression of Copenhagen. If you have just arrived today, please tell us about your beforehand perception.	
1	Which statements do you think suits Copenhagen compared to other European cities? (Multiple answers possible)	<input type="checkbox"/> Intelligent <input type="checkbox"/> Liberal <input type="checkbox"/> Dynamic <input type="checkbox"/> Freedom <input type="checkbox"/> Safe <input type="checkbox"/> Tolerant <input type="checkbox"/> Human <input type="checkbox"/> Relaxed <input type="checkbox"/> Accessible <input type="checkbox"/> Design <input type="checkbox"/> Experiencing <input type="checkbox"/> Big city <input type="checkbox"/> A city with pulse <input type="checkbox"/> Informal <input type="checkbox"/> Lively <input type="checkbox"/> Inspiring <input type="checkbox"/> Wide scope of mind <input type="checkbox"/> Professional <input type="checkbox"/> Energetic <input type="checkbox"/> Modern <input type="checkbox"/> Trendy <input type="checkbox"/> Interesting Cultural Heritage <input type="checkbox"/> Clean <input type="checkbox"/> Dirty <input type="checkbox"/> International

2	Copenhagen has an informal and relaxed atmosphere compared to other well-known European cities.	<input type="checkbox"/> Agree <input type="checkbox"/> Partly agree <input type="checkbox"/> Partly disagree <input type="checkbox"/> Disagree <input type="checkbox"/> Don't know
3	Copenhagen is trendy and modern compared to other well-known European cities.	<input type="checkbox"/> Agree <input type="checkbox"/> Partly agree <input type="checkbox"/> Partly disagree <input type="checkbox"/> Disagree <input type="checkbox"/> Don't know
4	Copenhagen is romantic and charming compared to other well-known European cities.	<input type="checkbox"/> Agree <input type="checkbox"/> Partly agree <input type="checkbox"/> Partly disagree <input type="checkbox"/> Disagree <input type="checkbox"/> Don't know
5	Copenhagen is a rich cultural city compared to other well-known European cities.	<input type="checkbox"/> Agree <input type="checkbox"/> Partly agree <input type="checkbox"/> Partly disagree <input type="checkbox"/> Disagree <input type="checkbox"/> Don't know
6	Copenhagen is a safe and secure city to stay in compared to other well-known cities in Europe.	<input type="checkbox"/> Agree <input type="checkbox"/> Partly agree <input type="checkbox"/> Partly disagree <input type="checkbox"/> Disagree <input type="checkbox"/> Don't know
7	Copenhagen is cleaner and a more environment oriented city than other well-known European cities.	<input type="checkbox"/> Agree <input type="checkbox"/> Partly agree <input type="checkbox"/> Partly disagree <input type="checkbox"/> Disagree <input type="checkbox"/> Don't know

IV. Shopping: Now, we would like to ask a few questions about your shopping experiences in Copenhagen.		
1	Copenhagen offers interesting shopping opportunities.	<input type="checkbox"/> Agree <input type="checkbox"/> Partly agree <input type="checkbox"/> Partly disagree <input type="checkbox"/> Disagree <input type="checkbox"/> Don't know
2	What were your daily expenses in Copenhagen during your stay? (Should not include accommodation expenses)	<input type="checkbox"/> Under 750 RMB <input type="checkbox"/> 750 - 1500 RMB <input type="checkbox"/> 1501 - 3000 RMB <input type="checkbox"/> Over 3000 RMB
3	 Are you aware of the VAT refund/tax refund system in Denmark?	<input type="checkbox"/> Yes <input type="checkbox"/> No
4	How good was the shop at informing you about the VAT/Refund system?	<input type="checkbox"/> Detailed/Informative <input type="checkbox"/> Acceptable <input type="checkbox"/> None provided
5	Overall, how would you rate the VAT Refund / Tax Free shopping service?	<input type="checkbox"/> Excellent <input type="checkbox"/> Good <input type="checkbox"/> Acceptable <input type="checkbox"/> Poor

V. The final questions		
1	Would you come back to Denmark again?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't know
2	Please, write down the most attractive sight in Copenhagen	_____

At last, please tell us what you will say to your friends and family about Copenhagen when you come back to China:

Thank you very much !