



Eric Clapton 2004

The study was conducted by the Swedish Research Institute of Tourism, commissioned by Wonderful Copenhagen.

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1. INTRODUCTION

The Swedish Research Institute of Tourism conducted this study commissioned by Wonderful Copenhagen. This chapter gives an introduction to the background and purpose of the study and its method.

1.1 Background

On April 17th Eric Clapton played at “Parken” in Copenhagen. The concert in Copenhagen was the only performance he held in Scandinavia. “Parken” is Denmark’s National Stadium with a maximum capacity of 50 000 spectators.

Together with DKBMotor Wonderful Copenhagen had created a “Clapton weekend” which included additional activities. Amongst other things the customers were offered discounts on a few museums, exhibitions, restaurants etc.

Around 23 000 tickets were sold and the price range was between 450 and 600 Danish crowns.

1.2 Purpose

The purpose of the study was to survey the audience and to clarify the economic tourism effects followed by the Eric Clapton concert.

To achieve the purpose of the study the following questions had to be answered.

- Who visited the concert?
- How did the visitors receive information about the concert?
- When did the visitors decide to go to the concert?
- How many tourists¹ visited the concert?
- How long did they stay in Copenhagen?
- How did the tourists’ consumption look like?

Another purpose with the study was to compare the results with previous studies on similar events, primarily:

- AC/DC concert, Ullevi Arena 2001
- Bruce Springsteen concert, Ullevi Arena 2003
- MTV awards, The Globe Arena 2000
- National Song Contest, Malmö Exhibition & Convention Centre 2004
- Tina Turner concert, Ullevi Arena 2000

¹ A person is defined as a tourist during the time he or she goes for a temporary visit outside his or hers usual domicile.

1.3 Method

Data was collected from the visitors through personal interviews upon their arrival to the concert on April 17th. The team consisted of around 20 interviewers and one project leader.

The population consisted of all visitors at “Parke” during the Eric Clapton concert. The interviewers were strategically spread around the event area (Parke) where there were natural flows of visitors. The interviewers randomly selected the person to interview by imagining a “fictive cross” on the ground and approach the first person who passed this “cross” within a certain timeframe.

Personal interviews give, compared to other methods, a higher response frequency and the data is also of a higher quality. The method is the same as previous conducted surveys which makes it possible to compare the results.

A total of 881 persons were asked to participate and 207 persons declined to respond. 607 persons participated in the study. The response rate was 69 percent which is a very good response rate for this type of studies. The reduction (those who didn’t want to take part in the study) shows the same pattern when it comes to the control variables gender, age and place of residence which indicates that the sample reflects the population.

2. DEMOGRAPHIC PROFILE

The following chapter presents the visitors' demographic profile with regards to the distribution of gender and age, nationality, number of persons in the company and type of company and finally the visitors' occupation.

2.1 Gender and age

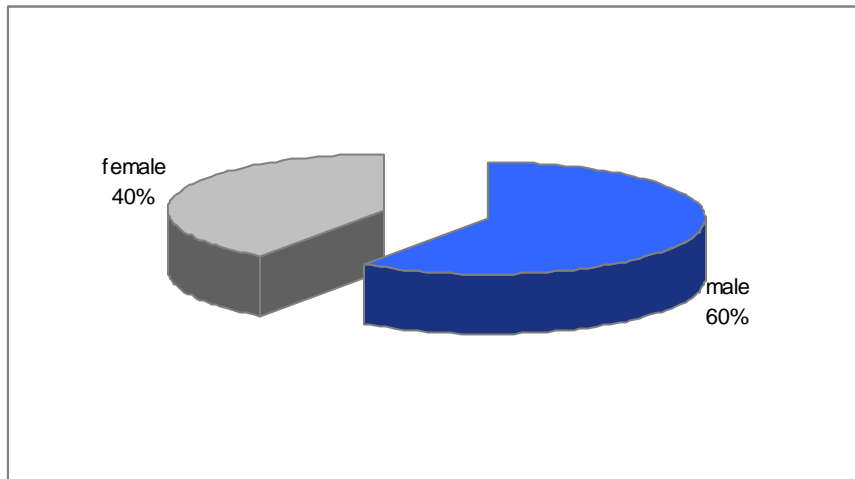


Figure 1: The distribution of gender

The visitors at the Eric Clapton concert consisted of 60 percent men and 40 percent women. Compared to similar music events in Sweden the visitors at the Bruce Springsteen concert had the same gender distribution. The AC/DC concert in 2001 was dominated by male visitors (approximately 80 percent). Both the Tina Turner concert and the National Song Contest had a higher share of female visitors, approximately 60 percent women.

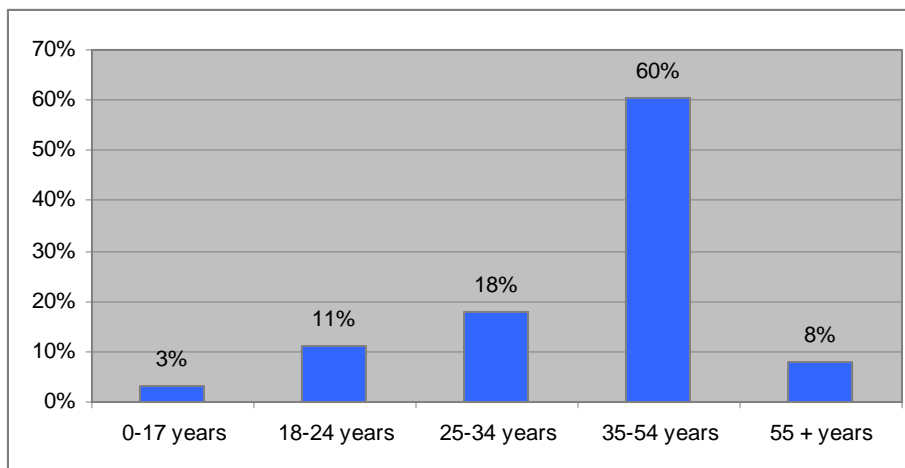


Figure 2: The age distribution

Almost every visitor at the Eric Clapton concert was middle aged. The average visitor was 40 years old. More than half of the visitors, 60 percent, are found between the age of 35 and 54. The age distribution was similar to the visitors at the Tina Turner concert whereas all other

events had younger visitors. The average visitor at MTV Europe Music Awards was 25 years and the youngest among the events compared in this study.

2.2 Nationality and domicile

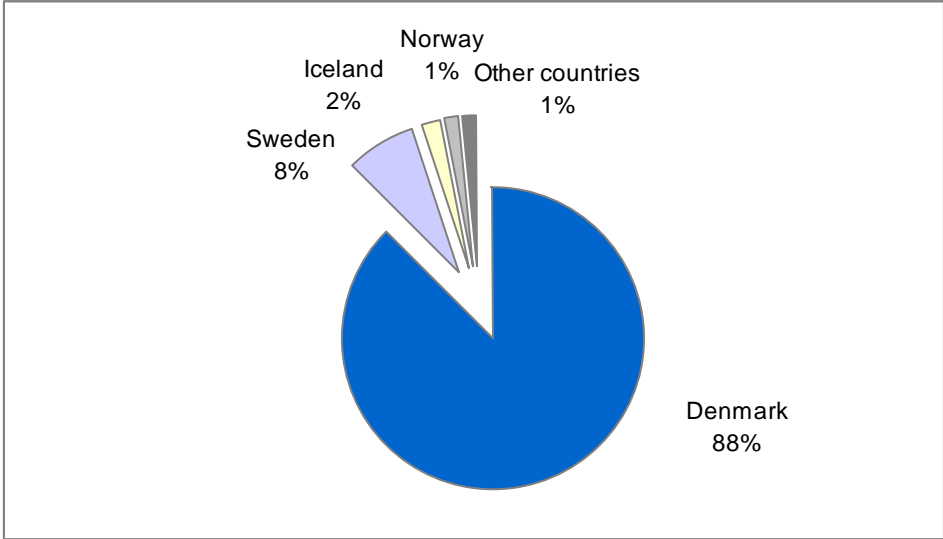


Figure 3: The visitors' nationality

The majority of the visitors were Danish, 88 percent. Almost all the foreign visitors were Scandinavian, eight percent were Swedes followed by two percent from Iceland and one percent from Norway. Amongst “other countries” you’ll find primarily European countries.

The Danish visitors were also asked in what municipality/amt they resided.

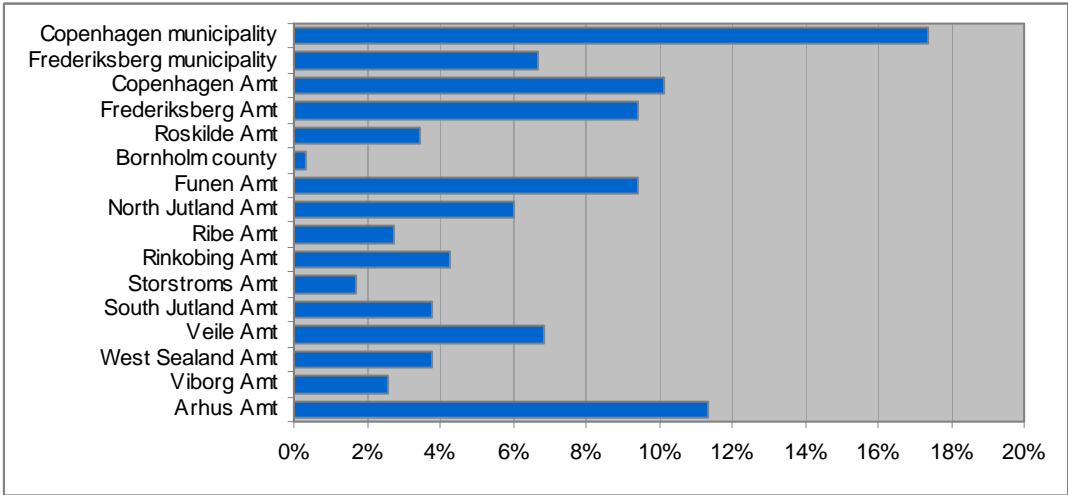


Figure 4: The Danish visitors' residence

17 percent of the Danish visitors were residents in Copenhagen municipality. Almost half, 47 percent of the national visitors were residents in the Capital region². The remaining visitors came from all the Danish regions.

2.3 Company

The average company consisted of 3,5 persons. More than 50 percent of the visitors came in company of one other person. A majority of the visitors, approximately 91 percent, went to the concert in smaller groups consisting of one-five persons. Larger companies were less usual and one tenth of the visitors came in a group of more than five persons.

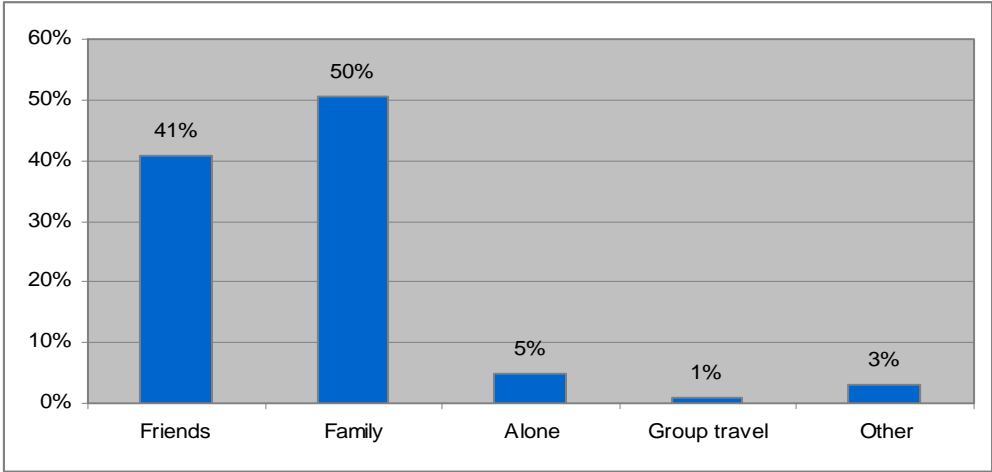


Figure 5: Type of company

Half of the visitors went together with his or her family. The second most common type of company was to go with friends which 41 percent of the visitors did. A total of five percent went to the concert alone while one percent went with an organised group travel. Among other types of companies you find the visitor who went to the concert with colleagues.

2.4 Occupation

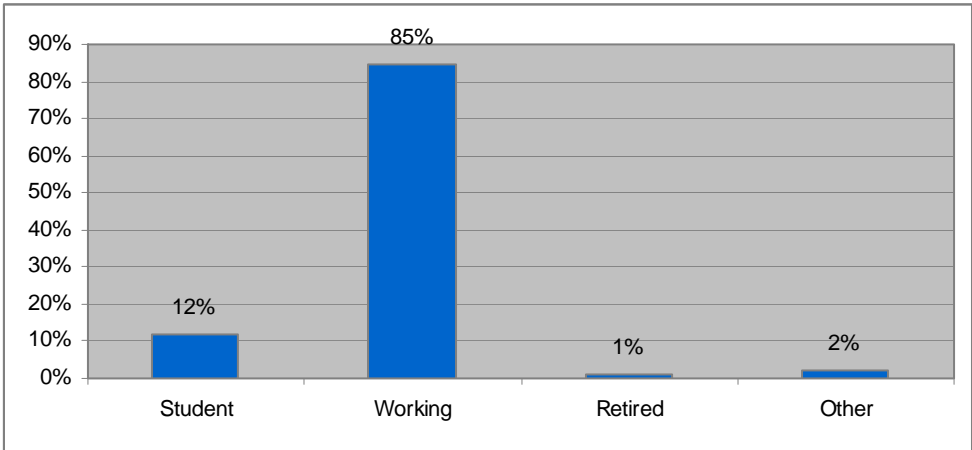


Figure 6: The visitors' occupation

² The Capital region consists of Copenhagen municipality, Frederiksberg municipality, Copenhagen Amt, Frederiksberg Amt and Roskilde Amt.

A majority of the visitors, 85 percent, were working. Around every tenth visitor was studying and one percent of the visitors were retired. Among other occupations you find military service and unemployed.

3. INFORMATION

The chapter presents the primary source of information about the concert.

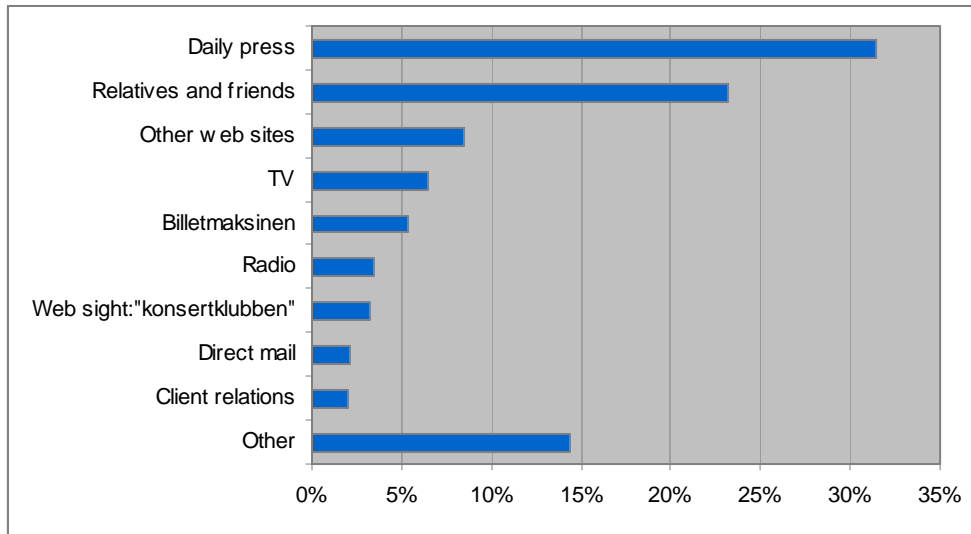


Figure 7: The visitors' primary source of information

Approximately one third of the visitors received information about the concert primarily through daily press. More than one fifth of the visitors got the information through relatives and friends. Among other web sites you find for example: Eric Clapton's web page, SAS web page, DKB Motors and Iceland Air web page. Direct mail includes mail from SAS Eurobonus, Iceland air and FCK. Other sources of information consist of the visitors who were invited, got the ticket as a present, sponsored the event or was there with their job etc.

4. TIME FOR DECISION MAKING

The visitors were asked when in time they decided to go to the concert.

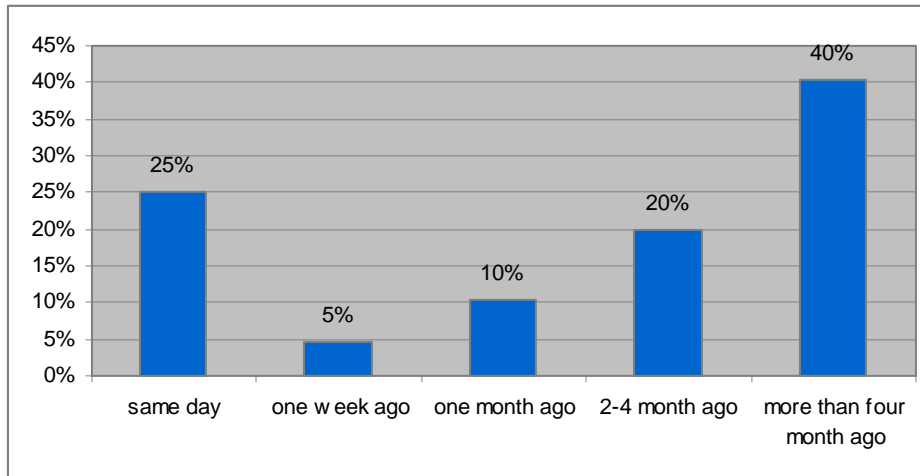


Figure 8: When the visitors decided to go to the concert

Four out of ten visitors decided to go to the concert more than four month earlier. Every fourth visitor decided to go the same day. The visitors who decided to go to the concert the same day show the same demographic profile in regards to nationality and national residence as the entire sample. The time of the decision does not seem to be dependent on where the visitors live.

5. TYPE OF TICKET

Wonderful Copenhagen and DKBMotor created a “Clapton weekend” including accommodation, ticket and a value pass. Among other things the package offered discounts on a number of museums, exhibitions, restaurants and shops etc. Therefore it was interesting to see how many that had bought this type of ticket.

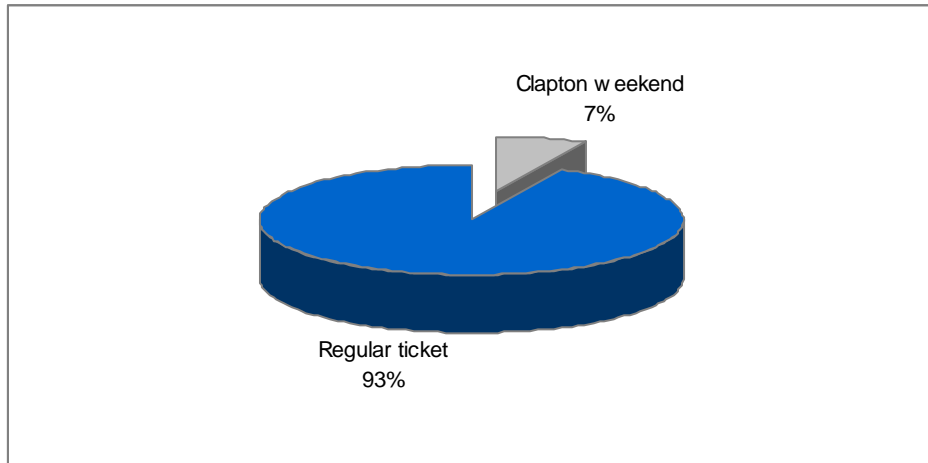


Figure 9: The different types of tickets

Almost everyone in the selection had a regular ticket, 93 percent compared to the seven percent who had bought the special package.³

³ According to Wonderful Copenhagen approximately 1000 Clapton weekends were sold, which is equivalent to 4,2 percent of the visitors. The consumption of the two groups were similar.

6. ACTIVITIES DURING THE COPENHAGEN VISIT

The visitors residing outside Copenhagen municipality and Frederiksberg municipality were asked what kind of activities they were doing during their visit in Copenhagen. Because they were able to state more than one activity the total sum equals to more than one hundred percent.

Activity	Percent
Walked around Copenhagen	40 %
Went to a restaurant	39 %
Shopping	19 %
Visited friends and family	15 %
Visited attractions	9 %
Night life	5 %
Went to museums/exhibitions	5 %
Excursions outside Copenhagen	3 %
Conferences/congresses	1 %
Watched a sport event	1 %
Practised sports	0,4 %
Went to the theatre	0,1 %
Other activities	3 %

Figure 10: Different types of activities

The most common activities during the visit in Copenhagen were “walked around Copenhagen” and “went to a restaurant” which almost 40 percent of the tourists did. One fifth of the tourists did some shopping and 15 percent visited friends and family. The foreign tourists were more likely to walk around Copenhagen, go to a restaurant and to do some shopping and they were less likely to visit friends and family.

Other activities that the visitors spent time on were for example Tivoli, drinking beer and funeral.

Besides attending the concert the visitors who came outside Copenhagen municipality and Frederiksberg municipality did approximately 1,5 activities.

7. TOURIST PROFILE

This chapter presents the tourist⁴ profile with regards to primary purpose for the visit in Copenhagen, the length of stay in Copenhagen, type of accommodation and the tourists' consumption.

7.1 Primary purpose for Copenhagen visit

The tourists were asked about their primary purpose for being in Copenhagen on the day of the concert.

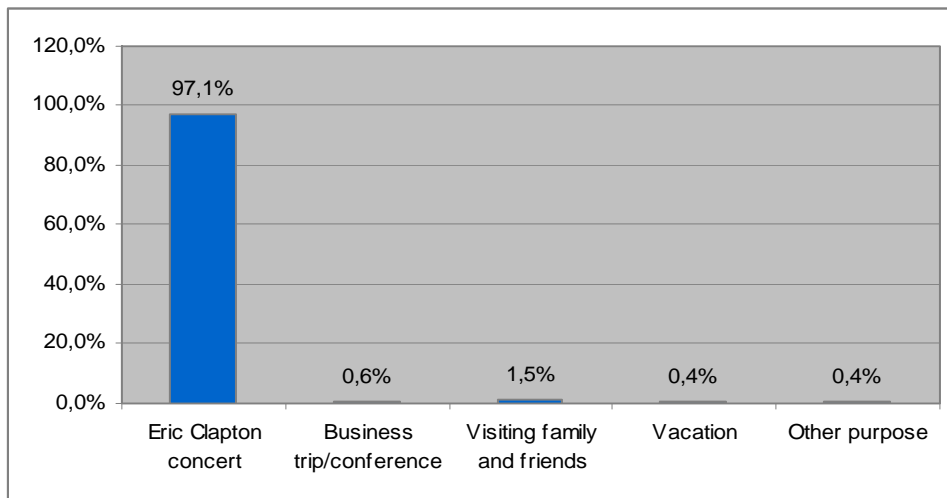


Figure 11: The tourists' primary purpose for visiting Copenhagen

Almost every tourist was in Copenhagen specifically because of the Eric Clapton concert. It was the same relation amongst the tourists at the Bruce Springsteen concert and the National Song Contest while approximately 85 percent at the MTV Europe Music Awards went to Stockholm because of the event.⁵

7.2 Length of stay

The tourists were asked how long they would stay in Copenhagen.

Length of stay in Copenhagen	Days	Nights
Mean	1,62 days	0,63 nights

Figure 12: Table of the tourists' length of stay in Copenhagen

The average length of stay was 1,62 days and 0,63 nights. More than half of the tourists, 59 percent, didn't spend the night in Copenhagen and those who did, stayed for one or two nights. Even among the foreign tourists approximately half of them stayed overnight in Copenhagen which probably means that a lot of the foreign tourists are Swedes from the Malmö region.

⁴ Visitors residing outside Copenhagen municipality or Frederiksberg municipality are considered to be tourists.

⁵ The information is missing for the other events.

7.3 Type of accommodation

The tourists who spent one or more nights in Copenhagen (approximately 41 percent of the tourist) were asked what type of accommodation they had chosen.

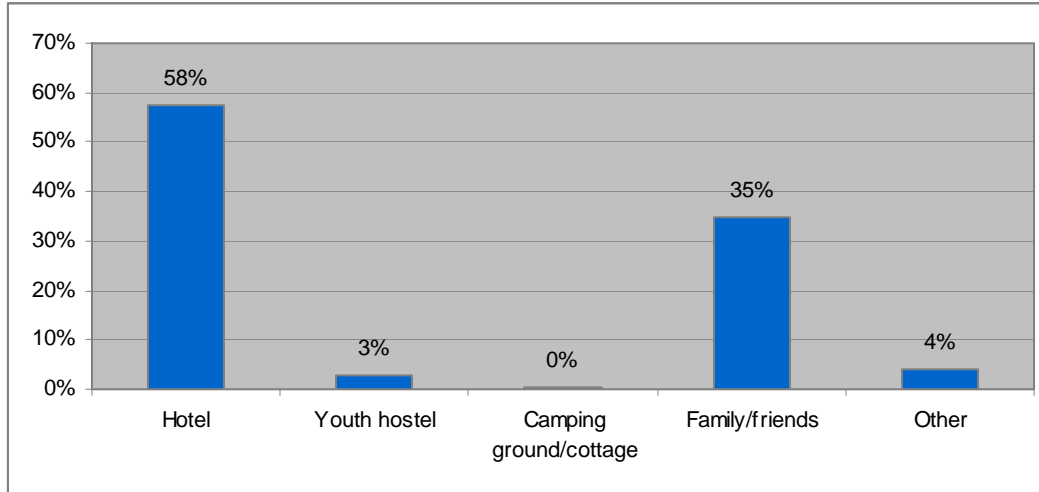


Figure 13: The tourists' choice of accommodation

More than half of the overnight tourists chose to stay at a hotel. Around one third of the tourists stayed at friends or family in Copenhagen. Almost every foreign tourist who spent one or more nights in Copenhagen (approximately half of the foreigners didn't stay overnight) stayed at a hotel which means that the nights spent at friends and family are primarily generated by domestic tourists.

7.4 Tourist consumption

The tourists were asked about their consumption during their stay in Copenhagen. They had to state how much they spent during the current twenty four hour period on ten different consumption categories: accommodation, restaurants/café, night life, shopping/souvenirs, local transportation, entrances/tickets, provisions, petrol, parking and others. The reason for asking about the current twenty four hour period and the different consumption categories is to minimize the risk of forgetting. Also according to previous experience some persons have a tendency to exaggerate or underestimate one's consumption, extreme values has therefore been eliminated.

Wonderful Copenhagen works with the entire capital region⁶ and is therefore interested to see the economic inflow to the entire region. From here onwards, the following results will be presented both for all the tourists as well as for the tourists residing outside the capital region.

The consumption will also be compared to results from other studies from similar events.

⁶ The capital region consists of Copenhagen municipality, Frederiksberg municipality, Copenhagen Amt, Frederiksberg Amt, Roskilde Amt.

Consumption category	Average consumption (all tourists)	Average consumption (tourists outside the capital region)
Accommodation	179 crowns	244 crowns
Restaurant/café	307 crowns	358 crowns
Night life	30 crowns	37 crowns
Shopping/souvenirs	84 crowns	113 crowns
Public transportation	22 crowns	30 crowns
Entrances/tickets	520 crowns	520 crowns
Provisions	1 crown	2 crowns
Petrol	15 crowns	19 crowns
Parking	0 crowns	0 crowns
Others	28 crowns	32 crowns
Sum	1 186 crowns	1 355 crowns

Figure 14: The average 24-hour consumption

Every tourist spent on average 1 186 Danish crowns during twenty four hours in Copenhagen. The high consumption is a result of the 500 crowns spent on entrances and tickets where the concert ticket is a huge part. The high consumption is also a result of the demographic profile of the visitors where most of them were working people in their middle age that probably had some money to spend.

The table above also presents the consumption of the tourists residing outside the capital region. The difference depends on the fact that tourists outside the capital region have travelled farther and therefore are more likely to spend the night, go to restaurants and do some shopping and night life. Since they have travelled longer they also spend more on public transportation. Otherwise the consumption is similar for the two groups.

The following table shows a comparison between different music events that has taken place in Sweden. The average consumption has been converted into Danish crowns.⁷

Event	Average 24-hour consumption
National Song Contest, Malmö	456 crowns
AC/DC, Ullevi Gothenburg	826 crowns
Bruce Springsteen, Ullevi Gothenburg	914 crowns
Tina Turner, Ullevi Gothenburg	905 crowns
MTV Europe Music Awards, Stockholm ⁸	689-1 788 crowns
Eric Clapton	1 186 crowns

Figure 15: A comparison with similar music events

With the exception of the foreign tourists at the MTV Europe Music Awards, the tourists at Eric Clapton had the highest consumption. The music event with the lowest consumption was the National Song Contest in Malmö 2004. It was an event with national visitors mainly from the immediate surroundings who seemed to go to Malmö only for the event and then return home directly afterwards.

⁷ The exchange rate 1SEK=0,81DKK. Source www.seb.se 2004-04-29.

⁸ The consumption was divided into domestic tourists who spent 689 crowns and foreign tourists who spent 1 788 crowns.

The visitors at the three major concerts in Gothenburg, AC/DC; Tina Turner and Bruce Springsteen show similar consumption patterns as the visitors at Eric Clapton. AC/DC had a lot of daily visitors and Bruce Springsteen had a lot of visitors who stayed with family and friends, hence lower consumption on accommodation.

In the survey made on MTV Europe Music Awards the tourists were separated into domestic and foreign because of the difference in consumption between the two groups. Besides the ticket that constituted half of the consumption, the domestic visitors at the MTV Europe Music Awards spent most money on night life and shopping which probably is a consequence of the fact that the visitors were very young. The foreign visitors however, spent most on shopping, followed by tickets and accommodation. The average foreign visitor spent two nights in Stockholm and almost always stayed in a hotel.

The visitors at the three major concerts in Gothenburg spent less money on average than the visitors at Eric Clapton. This can probably be explained by two factors. Visitors at Eric Clapton had an older age distribution except for the visitors at Tina Turner which means they probably had more money and also were more likely to spend money. The other factor is a presumed price difference and a discrepancy generated by the exchange rate.

8. TOURIST ECONOMIC EFFECTS

This section presents the tourist economic effects of the Eric Clapton concert. First the economic tourism inflow is presented both for Copenhagen/Frederiksberg and for the capital region. This is followed by the estimation of the tax effects from the tourist consumption generated by the concert which is calculated both on national level (tourism export) and on county and municipal level.

8.1 Economic tourism inflow

The following table presents the economic tourism inflow generated by visiting tourists to the Eric Clapton concert on April 17th 2004. The economic tourism inflow is the tourists' total consumption in Copenhagen and Frederiksberg during the entire visit. The economic tourism inflow can be divided into the general and specific inflow. The general inflow presents the inflow from all tourists at the concert regardless of the primary purpose for visiting Copenhagen while the specific inflow presents the inflow from the tourists who went to Copenhagen specifically for the concert.

Number of visitors	23 704 persons ⁹
Tourist percentage	79 %
Number of tourists	18 726 persons
Average consumption per person ¹⁰	1 422 Danish crowns
General economic tourism inflow	26,6 million Danish crowns
Number of tourists who went to Copenhagen Specifically for the Eric Clapton concert ¹¹	18 164 persons
Specific economic tourism inflow	25,8 million Danish crowns

Figure 16: The economic tourism inflow to Copenhagen and Frederiksberg

The Eric Clapton concert generated an economic tourism inflow of 26,6 million Danish crowns. The difference between the general and specific inflow was small because almost every tourist was in Copenhagen specifically for the concert.

Since Wonderful Copenhagen works with the entire capital region the economic tourism inflow was also estimated for the region, which is presented in the following table.

⁹ Information given by Flemming Schmidt from DKBMotor.

¹⁰ The consumption has been adjusted for the length of stay.

¹¹ 97 percent of the tourists stated that they went to Copenhagen specifically for the Eric Clapton concert.

Number of visitors	23 704 persons ¹²
Tourist percentage	59 %
Number of tourists	13 985 persons
Average consumption per person ¹³	1 756 Danish crowns
General economic tourism inflow	24,6 million Danish crowns

Number of tourists who went to Copenhagen Specifically for the Eric Clapton concert ¹⁴	13 566 persons
Specific economic tourism inflow	23,8 million Danish crowns

Figure 17: The economic tourism inflow to the capital region.

The difference between the economic tourism inflow to Copenhagen/Frederiksberg and the capital region is relatively small which is a result of that the tourists residing outside the capital region spend more money than the tourists within the region.

The general inflow from Eric Clapton is compared to similar events in the following table.¹⁵

Event	Economic tourism inflow (Danish crowns)
National Song Contest Malmö	2,2 million crowns
MTV Europe Music Awards, Stockholm	23,9 million crowns
Eric Clapton	26,6 million crowns
AC/DC, Ullevi Gothenburg	35,5 million crowns
Tina Turner, Ullevi Gothenburg	47,1 million crowns
Bruce Springsteen, Ullevi Gothenburg	109,4 million crowns

Figure 18: Comparison of economic tourism inflow

Even though the tourists at Eric Clapton had the highest daily consumption the total inflow wasn't the highest. The difference in inflow is a direct effect of the number of visitors and number of tourists. AC/DC and Tina Turner had around 50 000 visitors and Bruce Springsteen held two concerts which attracted more than 100 000 visitors. Considering that Eric Clapton had half of the visitors compared to AC/DC and Tina Turner the inflow per capita was very high.

8.2 Tax Effects

The inflow generated by the tourists at the Eric Clapton concert will result in different tax effects both on a national level as tourism export and on a local level for the municipality and counties (amt).¹⁶ The tourism exports (the inflow generated by foreign tourists) result in a national tax effect and the total economic tourism inflow results in tax effects for the

¹² Information given by Flemming Schmidt from DKBMotor.

¹³ The consumption has been adjusted for the length of stay.

¹⁴ 97 percent of the tourists stated that they went to Copenhagen specifically for the Eric Clapton concert.

¹⁵ The exchange rate 1SEK=0,81DKK. Source www.seb.se 2004-04-29.

¹⁶ The tax burden includes personal income taxes (national, regional and local), labour market contributions, company taxes, excise duties, social security funds and other direct and indirect taxes. The overall tax burden for the economic tourism inflow of 24,6 million crowns amounts to almost 12 million crowns, however the local tax effects only take in consideration the local taxes which are municipality and county tax.

municipalities and counties (amt). The local tax effect of the total economic tourism inflow is estimated both for Copenhagen and Frederiksberg municipalities and for the capital region.

The tourism export is the total economic tourism inflow that was generated by the foreign tourists. The tax effect shows how much of the tourism export that is paid in tax in Denmark.

Number of visitors	23 704 persons
Percentage share of foreign tourists	12 %
Number of foreign tourists	2 844 persons
Average consumption per person	1 756 crowns
Tourism export	4 994 000 crowns
Tax burden (cautious estimate) ¹⁷	48,6 %
Tax effect on tourism export	2 427 000 crowns

Figure 19: The tax effect on tourism export.

The Eric Clapton concert on April 17th 2004 led to a tourism export which amounted to almost five million Danish crowns. Out of the export it's cautiously estimated that 2,4 million Danish crowns are paid in tax after they have passed the entire consumption process.¹⁸

The municipalities and counties in Denmark receive municipality tax and county tax. Since Copenhagen and Frederiksberg have both municipality and county (amt) status they receive both municipality and county tax. With a municipality and county tax rate of 33 percent it's estimated that approximately 5 percent of the inflow is paid in tax to the municipalities and counties. The following tables present the local tax effects.

Total economic tourism inflow	26 600 000 crowns
Average municipality and county tax	33 %
Tax consequence (estimated)	5 %
Tax effect for Copenhagen and Frederiksberg	1 330 000 crowns¹⁹

Figure 20: Tax effect for Copenhagen and Frederiksberg municipalities.

The Eric Clapton concert generated an estimated tax income to Copenhagen and Frederiksberg of 1,3 million Danish crowns.

Total economic tourism inflow to the capital region	24 600 000 crowns
Average municipality and county tax	33 %
Tax consequence (estimated)	5 %
Tax effect for the capital region	1 230 000 crowns²⁰

Figure 21: Tax effect for the municipalities and counties in the capital region.

The Eric Clapton concert generated an estimated tax income to the municipalities and the counties in the capital region of 1,2 million Danish crowns.

¹⁷ The percentage of the inflow that is paid in tax when it has passed the entire consumption process.

¹⁸ A small part of the tax effects on the tourism exports become a tax income for the municipalities and regions, which will be illustrated later in this chapter.

¹⁹ The total tax burden from the tourism consumption amounts to almost 13 million Danish crowns.

²⁰ The total tax burden from the tourism consumption amounts to almost 12 million Danish crowns.

The tax effect differs between Copenhagen/Frederiksberg and the capital region because the geographic areas are different. The capital region is bigger and hence fewer tourists and a lower economic tourism inflow.

The following figure below illustrates how much money that was generated in tax income, both national and local, thanks to the Eric Clapton concert.

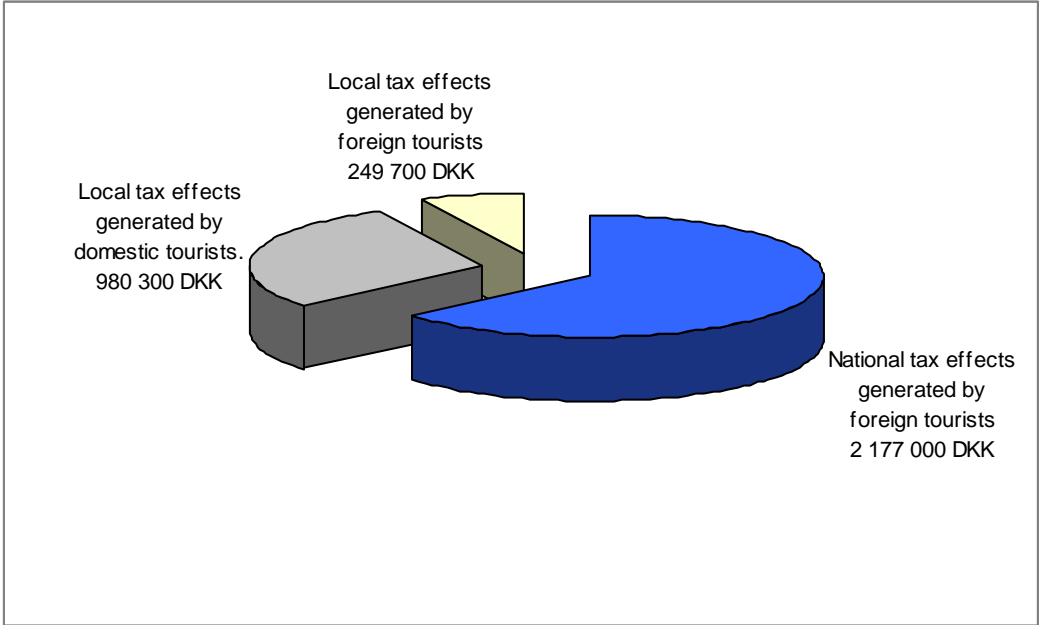


Figure 22: The distribution of the tax income generated by the Eric Clapton concert

Of the total tax effect generated by the foreign visitors almost 2,2 million crowns were national tax incomes and 250 000 crowns were local tax incomes to the municipalities and counties in the capital region. Out of the local tax effect for the capital region which amounted to 1,2 million crowns, 980 000 crowns were generated by the domestic visitors and 250 000 crowns were generated by foreign visitors.

The tourists at the Eric Clapton concert generated a tax income of approximately 3,4 million Danish crowns.