

Survey of Chinese visitors to Scandinavia

Perspectives for Scandinavian city tourism

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by Wonderful Copenhagen
Research & Development**



Flying the Dragon, while avoiding its burn...

China's outbound travel market is growing exponentially while Europe's economy and consumption are stagnating. China's middle class is on the rise and with 80+ mio. outbound travellers in 2012, Chinese tourists are quickly becoming the travel industry's number one growth segment. The rapid development and huge potential of the Chinese source market have also been felt in Europe, where European cities across the continent have seen an average of two digit annual growth rates in Chinese bednights since 2007, skyrocketing from 2009 onwards and surpassing an average annual growth of 30% in 2011.

But with this impressive growth comes more than just numbers. Tourism creates jobs, builds relations – politically, culturally and economically. Tourism connects companies, schools, universities, organisations and governments and most importantly: *People*.

That's why China's outbound travel market is a must-win battle for Scandinavia. And that's why the Chinavia project was launched in 2012 in collaboration between Wonderful Copenhagen, Göteborg & Co, Stockholm Visitors Board and Helsinki Tourism & Congress bureau. The aim of the project is to gain a deeper insight into the Chinese travel market, the preferences of the modern Chinese travellers and the performance of our destinations in serving them.

The project has accomplished all of this and hereby presents one of five market studies all documenting the vast potential promised by the Chinese market and the great affection many Chinese visitors have for Scandinavia. But the studies also identify Scandinavia's common challenges in gaining attention and visibility in the digitalized Chinese travel market and difficulties of engaging in dialogue with the Chinese netizens. Another main alert is the fact that the welcoming and service of Chinese tourists in our cities need to be much better if we are to sustain or even gain market share in the fierce competition with continental destinations.

In this report we present the results of a visitor survey which was carried out in August 2012. As the first of its kind, the visitor survey provides entirely new knowledge and insights into the travel experience and preferences of 678 Chinese visitors in Copenhagen, Stockholm and Helsinki.

The Chinavia pilot project has been managed and executed by Wonderful Copenhagen in close cooperation with the project partners. All elements of the Chinavia research package are made publicly available with thanks to the project partners and gratitude to the many Chinese visitors who participated.

In the spirit of sharing, we hope, you will find this report informative and useful.

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Chinese visitors to Scandinavia have great affection for Scandinavian cities. The attraction lies in the serenity and tranquility of Scandinavian cities and scenery, the green and relaxed urban atmosphere and the history of the city destinations. Yet it is difficult to be Chinese in Scandinavia as especially language barriers inhibit the Chinese visitors from exploring freely and fully. As China is fast becoming the biggest source market for global tourism, and Scandinavian city destinations are experiencing rapid growth in Chinese bednights, there is an urgent need to prepare destinations for this new market. This survey of 678 Chinese tourists in Copenhagen, Helsinki and Stockholm, performed in August 2012, provides new insights into the Chinese visitors, their travel preferences and itineraries, their experience of Scandinavian cities and how Scandinavian destinations can improve their products and services to the new Chinese visitors.

Profiling the Chinese visitor

The below paragraphs outline the main survey results concerning the profile of the Chinese visitor to Scandinavia.

Highly educated visitors

The Chinese visitors are highly educated. 79% of the 678 surveyed Chinese visitors have a college degree or a higher education.

Insecure English speakers

Despite the high educational level, the majority of Chinese visitors are insecure English speakers. 59% of the 678 Chinese visitors surveyed rate their English as either broken or non-existent. In Copenhagen, the insecure English speakers amount to 72% of surveyed Chinese visitors.

More visitors of 35+ years travel in tour groups

The Chinese visitors mainly fall within a large working age span of 25-54 years. Within this age span, however, there is an indication that visitors of 35 years or more show a higher propensity to travel in tour groups, whereas the younger (age 34 or below) are more likely to venture into independent travel.

Mainly from China's big cities

The Chinese visitors come from all parts of China, yet with the biggest share originating in either one of the two largest cities; Beijing and Shanghai. Though the general geographical distribution of visitors is very similar between the three Scandinavian cities of the survey (Helsinki, Stockholm and Copenhagen), Copenhagen sees a considerably larger share of visitors

from Shanghai than Stockholm does, which is most likely explained by the direct flight connections. Meanwhile, Stockholm sees a larger share of visitors from the inner Western regions and from Hong Kong and Taiwan.

Travel preferences and itinerary of the Chinese visitors

In the below paragraphs we outline the overall travel preferences and travel itineraries of the 678 Chinese visitors surveyed.

Chinese visitors are on holiday

54% of the 678 Chinese visitors surveyed are travelling for holiday. As Copenhagen sees a larger share of tour group travellers, 67% of surveyed visitors in Copenhagen are leisure travellers. Helsinki sees the largest share of business travellers (25% against 14% and 9% in Stockholm and Copenhagen respectively), while 23% of Chinese tourists surveyed in Stockholm travel to visit friends and family (against 11% and 7% in Helsinki and Copenhagen respectively). As the survey was carried out in August 2012, the main season for summer holidays in China, this could also have influenced the distribution of visitors' travel purposes.

Travelling mainly by tour group

Despite differences in purpose of travel, an average of 59% of the Chinese visitors surveyed travel as part of a tour group. Copenhagen takes the lead on tour groupers with as much as 82% of respondents travelling in a tour group, whereas half of respondents in Helsinki are travelling by tour group and only 39% in Stockholm. This higher share of tour groupers among respondents in Copenhagen could be related to the timing of the survey (beginning of August in Copenhagen, whereas the survey was carried out later in August in the other two cities).

Short stays of 0-2 nights

The Chinese tourists have very little time in each city. 63% stay for between 0-2 nights in the city of survey. The tour group travellers stay for the shortest period of time; 76% of tour groupers stay between 1-2 nights. Meanwhile, the independent travellers (travelling outside a tour group) stay longer with 45% staying for more than 5 nights (against only 4% of the tour group travellers).

1st timers to Scandinavia

The Chinese visitors have little previous experience with the Scandinavian destinations. 79% are visiting

Scandinavia for the 1st time. For 54% of the visitors, Scandinavia is also the 1st encounter with Europe.

84% of Chinese visitors are touring several countries

The majority of Chinese visitors (84%) go to more than one country during their trip. Looking at the distribution of tour group travellers vs. independent travellers, 95% of Chinese tour group travellers visit several countries on their trip, while only 68% of the independent travellers visit more than one country.

Very few exclusive visits

Very few Chinese visitors come to Copenhagen and Denmark exclusively. Only 7% of the surveyed tourists stay exclusively in Copenhagen, while the same for Stockholm and Helsinki amounts to 23% and 21% respectively.

Touring Scandinavia exclusively

Meanwhile, a large share of Chinese visitors (71%) are touring Scandinavia exclusively; including the 4 Scandinavian countries and Iceland. Of the 3 surveyed cities, Helsinki is the one most frequently combined with other non-Scandinavian destinations.

Shopping according to plan

Chinese are recognized as big global shoppers – and the Chinese visitors surveyed in Scandinavia are no exception. 64% confirm having a shopping itinerary for their trip. This is the case almost regardless of whether the visitors are travelling as part of a tour group or not; 67% of tour group travellers have a shopping itinerary against 59% of the independent travellers.

Travel itineraries: Touristy things

The travel itineraries of Chinese visitors surveyed primarily involve so-called mainstream tourist activities – visiting tourist attractions (90%), visiting museums and exhibitions (57%) and 51% shopping for souvenirs.

Tourist classics vs. explorers

The results show that there is a difference in activities between tour group and independent travellers. Where the tour groupers mainly concentrate on the known (61% eating Chinese food while travelling and 41% eating either local or international food), the independent travellers are more likely to explore local or international specialties (77% eating either local or international food while travelling).

Travel planning by the Chinese visitors

Below we summarise the main results of the visitor survey in relation to how the 678 Chinese visitors plan and prepare for their trip to Scandinavia.

Chinese visitors plan their trip online

The Chinese visitors turn online when researching their trip to Scandinavia. Looking at the differences in research topics between independent travellers and tour group travellers, the independent travellers do more research on flight and accommodation. 59% and 46% of independent travellers research flights and accommodation, respectively, against 21% and 22% of tour group travellers. However, both groups research information on shopping (29% of independent travellers and 27% of tour group travellers) and information on other activities (food, drinks, exhibitions etc.), namely 56% independent travellers and 52% tour group travellers.

67% of Chinese visitors have a social media profile

Much like the rest of China's (especially urban)

population, the Chinese tourists travelling Scandinavia are social netizens. 67% have social media profiles and the majority are on Chinese social sites, especially Weibo and Renren.

Sharing the travel experience online

Of the 67% with a social media profile, 67% plan to share their Scandinavian experience online by posting pictures from the trip.

Using their smart phones while travelling

78% of the Chinese tourists surveyed confirm having a smart phone. 82% of them used it while here and 44% downloaded APPs related to their stay in Scandinavia, mainly for wayfinding or translation.

Expecting Scandinavia to be green, clean and relaxed

The results show that Chinese tourists have a concerted expectation to Scandinavian cities involving the keywords: green, clean and relaxed.

Chinese visitors' Scandinavian experience

The main findings in terms of best and worst experience of the 678 Chinese tourists surveyed in Scandinavia are outlined below.

The best of Scandinavia: Historical & famous sites

The Chinese tourists are most satisfied with the historical and famous sites of Scandinavia. In addition, the experience of local culture and the time to relax are also rated satisfactorily by the surveyed tourists.

The worst of Scandinavia: Lack of Chinese information

Across the three cities, the elements receiving the lowest score of satisfaction are all related to the provision of Chinese information – whether through city websites, through brochures and maps, through mobile APPs or the availability of Chinese-speaking service personnel.

Experience Scandinavia to broaden and ease the mind

Across the three cities, Chinese visitors express their motivation to broaden the mind by experiencing the foursome of Scandinavian countries. The overall narrative of Scandinavia as a place of harmony and tranquility also offers an escape from the busy everyday life. While Copenhagen is considered historical and a shopping heaven, Helsinki is commended for its purity and civilization, and Stockholm for its friendly people and convenient transportation.

Lack of Chinese information and poor service

Overall the Scandinavian cities are considered inconvenient due to lack of available Chinese information, poor Chinese food and lack of Chinese-speaking personnel. In addition, the quality of service is poor and several visitors point to very specific incidents of poor service treatment. Copenhagen is also criticized for its dirty and messy streets. This stands in contrast with the expectations to Copenhagen as green and clean, which could also explain why respondents specifically highlight this as their worst experience. Meanwhile, several of the surveyed Chinese visitors point to Helsinki as too slow-paced and Stockholm as too expensive.

The results of the Chinese visitor survey point out a clear direction for Scandinavian cities to follow in order to improve their communication with and welcome of Chinese visitors. The results provide new knowledge of the travel preferences, experiences and demands of the Chinese travelers, allowing Scandinavian cities to better adapt and target their products and services to this new and growing market. Based upon these results, we summarize three overall recommendations to the Chinavia cities related to 1) establishing an online presence, 2) making Scandinavian destinations accessible and convenient to the Chinese-speaking visitor and 3) improving the service experience of Chinese visitors. The overall perspectives and recommendations are outlined below.

The starting point of Chinese visitors

The visitors are well-educated, urban Chinese citizens. They are insecure English speakers and prefer to travel within the safety of a tour group, touring several Scandinavian destinations in one trip. The visitors have very little Scandinavian and even European travel experience. However, the survey results also indicate that with travel experience follows the propensity to travel more independently and staying longer.

Turning online for planning

Regardless of whether they are travelling in tour groups or independently, the Chinese visitors turn online to prepare their trip to Scandinavia, looking for information through China's online platforms on what the Scandinavian cities have to offer.

Sharing the experience online upon return

During their travel or upon return to China, the Chinese visitors share their actual experience online, contributing to the re-generation – or if disappointed the de-generation – of the Scandinavian narrative online in China. Scandinavian destinations need to understand this narrative and actively contribute to shaping the Scandinavian narrative on China's internet through a strong online presence with targeted Chinese travel information and inspiration.

Recommendation:

- **Provide targeted Chinese information and inspiration on the preferred Chinese online platforms.**

China's online users generally place strong trust in online recommendations made by online peers or key opinion leaders. Scandinavian destinations can tap into the potential of Chinese Word of Mouth between the 500+ mio. Chinese internet users. By establishing a strong and interlinked online presence in China, Scandinavian city destinations can build a platform with inspiration for the indecisive and potential visitors, with targeted and relevant information for the planning visitors and with a forum to share experiences for the returned visitors (and potential 2nd, 3rd and 4th time return visitor).

Understanding the expectations and experiences of Chinese visitors

The answers to both the closed- and open-ended questions of the survey makes it possible to compare the expectations of the Chinese tourists before coming with the actual experience of travelling Scandinavia.

The ideal Scandinavian experience

Chinese visitors' expectations to Scandinavian cities outline an ideal travel experience, involving:

1. An experience of Scandinavian cities as green, clean and relaxed
2. An opportunity to escape a busy everyday life and indulge in the serenity and tranquility of Scandinavia to ease the mind
3. An educational journey to broaden the mind by exploring local history, tradition and society.

The actual Scandinavian experience

The actual travel experience of the Chinese visitors does, however, leave room for improvement for Scandinavian cities. While many visitors point to the beautiful Scandinavian landscape, clean air and green cities, the Chinese tourists also return home with an impression of Scandinavian cities as:

1. Inconvenient to travel due lack of Chinese information and service
2. Not as clean and green as expected
3. Providing an inadequate service level.

Making Scandinavia accessible and convenient

The Chinese visitors are looking for an authentic Scandinavian experience with green scenery, clean air and local history and culture in focus. With travel experience, this crave for authenticity and local flavor becomes more accentuated. But, the Chinese visitors experience essential hindrances in accessing the authentic experience. Lack of Chinese tourist information, services and products leave the Chinese visitors confined to the guidance of tour groups, despite lower satisfaction with their own influence on travel itinerary and the itinerary provided by the travel agency.

Recommendation:

- ***Make the authentic Scandinavian experience accessible by providing Chinese tourist information and customized tourist products, ie. mobile apps guiding visitors through the cities' attractions and offerings.***

Scandinavian cities need to understand the starting point of Chinese visitors and appreciate the expectations of Chinese visitors to the Scandinavian experience. By providing on site Chinese tourist information and customized tourist products that guide Chinese visitors through the cities' different offers, Scandinavian destinations can facilitate the expected authentic, yet accessible Scandinavian travel experience.

Preparing for the service encounter with Chinese visitors

In addition to providing Chinese language tourist information and products to ensure the accessibility and convenience of Scandinavian cities to Chinese visitors, the survey results also point to the need for destinations to improve the Scandinavian service experience.

Scandinavian city destinations need to prepare for the encounter with Chinese tourists – in shops, hotels, museums and other institutions catering to the city’s international visitors. Through training of service personnel and development of customized service guidelines and products, the cities’ can facilitate a positive encounter with Scandinavia, increasing the likelihood of return visits.

Recommendation:

- ***Prepare destinations for the Chinese visitors through development of customized service guidelines and products as well as training seminars for front-line service personnel.***



Introduction
p.17



Profiling
p.25



Travelling
p.35



Planning
p.57



**Expectations &
satisfaction**
p.69



**Motivation &
experience**
p.79



Appendices
1-3
p.101



Introduction

**- a survey of
Chinese visitors
to Scandinavia**

Chinavia – a Scandinavian project

Chinavia is the title of a Scandinavian cooperation project targeting the Chinese outbound travel market. Initiated in 2012, the present project phase is a one-year pilot probing a larger, strategic roll-out. The objective of this pilot phase is to identify the main issue areas and opportunities in terms of reaching and servicing the Chinese consumers.

The Chinavia package

The Chinese travel market is a highly complex, fast-moving market. The research deliverables of the Chinavia pilot reflect this complexity in focusing on different aspects of the market, contributing to a more comprehensive understanding of the market anno 2012 and forward. In addition to present visitor survey, the list of deliverables also includes:

- **Market Review:** A desk research review of existing knowledge and research on the Chinese outbound travel market, outlining the main market perspectives for Scandinavian city tourism.
- **Best Practice Survey:** A survey of marketing activities of European cities towards the Chinese market, identifying best practice and benchmarking Scandinavian city efforts against those of other European cities.
- **European market study:** A statistical benchmark analysis of Chinese market growth potential to the European and specifically Scandinavian tourism industry (by Claus Sager, Tourismdesign).
- **Explorative web study:** A mapping of the Chinese internet landscape, providing a snapshot of Scandinavian online presence in China.

With a total of 678 field interviews with Chinese visitors to the 3 Scandinavian cities of Stockholm, Helsinki and Copenhagen, this survey zooms in on the Chinese tourist and provide insight into the travel motivations and experiences of Chinese tourists travelling to, around and through Scandinavia.

Survey scope

The survey was conducted in three Scandinavian capital cities; Helsinki, Stockholm and Copenhagen throughout the month of August 2012:

- Copenhagen: July 26-27, July 31-August 3
Total: 271 interviews
- Helsinki: August 13 – 26
Total: 200 interviews
- Stockholm: August 20-25
Total: 207 interviews

The target number of interviews in each city was 200. As a 2-day trial was performed in Copenhagen, the number of interviews in this city is higher. All interviews, including the trial interviews, are included in the total sample.

Survey questionnaire

- The survey was conducted on the basis of printed questionnaires, which the respondents in most cases were able to fill out themselves once given a brief instruction.
- The same questionnaire was applied in all cities, adapted with city name, logo and brief introduction.
- The questionnaire consisted of 26 questions, 3 of which were completely open-ended.
- The content was translated from English to Mandarin, using simplified Chinese characters.

- In addition to the translator, the questionnaire was proof-read by another native Chinese.
- To test the questionnaire and survey set-up, a 2-day trial was performed in Copenhagen Airport.

Survey venues

The venues differed slightly between the cities, though with the Global Blue airport offices as common denominator.

- In both Copenhagen and Stockholm one interviewer worked mornings by Global Blue landside office in the airports (Copenhagen Airport and Stockholm Arlanda Airport). In the evenings, a team of three interviewers contacted Chinese travellers waiting to board the direct flights to China. In Copenhagen, this involved the two SAS departures to Shanghai and Beijing, respectively, while in Stockholm the interviewers focused on Air China's Beijing departure.

- In Helsinki, two interviewers were given two weeks to collect the target 200 interviews. They divided their time between the Global Blue landside office and different locations throughout Helsinki city.

Surveying the Chinese

To ensure a positive encounter between interviewers and Chinese tourists, a few essential cultural traits were taken into consideration when designing the set-up:

China's culture of 关系 and gift-giving

By offering respondents a small gift as a token of appreciation upon completing the questionnaire, the survey strived to reflect Chinese culture of gift-giving. Gift-giving is seen as a fundamental part of maintaining social networks and relationships in China, an element of the strong culture of *guanxi*.

In Copenhagen, respondents were presented with a piece of amber, sponsored by the Danish company House of Amber. In Helsinki respondents were gifted with a key chain of Helppi, the city mascot, and in Stockholm respondents received a smart phone sticker with the city logo.

Chinese concept of 面子 - "face"

Similarly reflected in the survey design was the Chinese concept of "giving face". The Chinese are generally unwilling to "lose face" and will rather refuse to participate than risk to "lose face" by responding in English. In addition, it is a common assumption that Chinese are relatively sensitive to any perceived sense of hostility or bias against their culture. By presenting them with a Chinese questionnaire and Mandarin-speaking interviewers, the atmosphere was both relaxed and easy, yet also very respectful to Chinese culture.

Confucianist ideal of 以和为贵

The confucianist ideal of 以和为贵 (yiheweigui), which translated means putting peace above all or as the highest ideal, which in daily interaction involves a general reluctance and dislike to cause disagreement or conflict. In relation to the survey, it was important that the respondents would share both their best and worst experience while travelling in Scandinavia. As it may be considered contrary to the ideal of *yiheweigui* to share worst experience with actual representatives of the destination, interviewers were instructed to positively encourage sharing this worst experience and taking the time to explain that this was solely with the intention of understanding how to improve the destinations to Chinese tourists. With more than 400 responses specifically detailing worst experiences of Chinese tourists, this approach seemingly was successful.

Survey qualifications and limitations

The representative quality of the survey data was sought by:

- Combining venues for contacting respondents; both travellers of direct and connecting flights, while in Helsinki also tourists in the city.
- Approaching respondents in Mandarin.
- Providing the questionnaire in simplified Chinese characters. As such, the data could see a bias against travellers from the southernmost parts of China (Guangdong, Hong Kong and Taiwan), where traditional characters and Cantonese dialects are more prevalent. It is, however, commonly acknowledged that it is easier to go from traditional to simplified characters than the other way around.

- Conducting the survey in all three cities throughout the month of August. Though slight seasonal changes may be reflected in the data, the month of August is generally part of the Chinese school holiday season (July – August) and doesn't coincide with any Chinese national holidays.

Furthermore, survey data show relatively distinct differences between the three cities of survey. The analysis will highlight these differences, yet caution readers to keep in mind that while differences stand out between the cities, the lion's share of respondents (84%) indicate that their visit to the specific city is part of a tour of several countries, 79% specifies this as a tour involving other Scandinavian countries. This means that the general results for Scandinavia as an entity has relevance to understanding the Chinese traveller at large.

Chinese visitors to Scandinavia - as an entity

Profiling

Who is the Chinese visitor to Scandinavia?

Travelling

How does the Chinese visitor travel Scandinavia?

Planning

How does the Chinese visitor research Scandinavia?

Motivating

What is the motivation of Chinese visitors to travel to Scandinavia?

Experiencing

How does the Chinese visitor experience Scandinavia?

Chinese visitors to Scandinavia - divided into segments

Divided into cities

Copenhagen / CPH

Stockholm / STH

Helsinki / HEL

Divided into traveller segments

Tour groupers - Independent travellers

1st timers - Experienced travellers

Purpose of travel

Survey structure

The survey explores five overall aspects of the Chinese visitors to Scandinavia:

1. Who's the Chinese visitor to Scandinavia?
2. How does the Chinese visitor travel Scandinavia?
3. Where does the Chinese visitor look for information both before and during the trip?
4. What motivates the Chinese visitor to travel to Scandinavia?
5. What is the overall impression of Scandinavia after the trip?

Each chapter will firstly outline the general picture of Chinese visitors to Scandinavia as an entity. Following the overall picture, differences between different segments will be outlined where relevant.

A large abstract graphic on the left side of the slide, composed of several overlapping shapes in various shades of blue and teal. The shapes are organic and fluid, creating a sense of movement and depth. The colors transition from a deep blue on the left to a lighter teal on the right.

Profiling

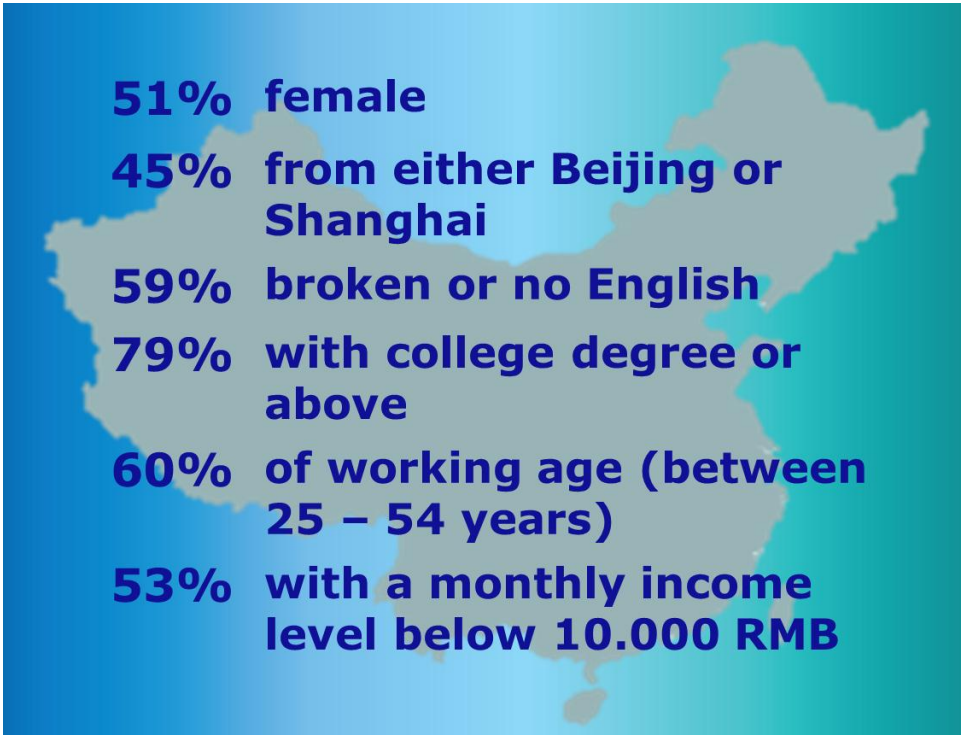
**- who is the
Chinese visitor
to Scandinavia?**

Who's travelling to Scandinavia?

The first step in profiling the Chinese tourist travelling to, around and through Scandinavia is to outline the key socio-demographic characteristics of the traveller:

There is an approximately equal share of female and male travellers with the vast majority belonging to a working age span of 25 – 54 years, featuring 23% between 34 – 44 years.

Though the majority of respondents indicate an educational level of college or above (79%), more than half are insecure English speakers, rating their English level as either broken or non-existent. In assessing the high level of insecurity in speaking English, it is important to keep in mind the Chinese culture of keeping face – and the unwillingness to lose face by speaking a less-than-perfect English.



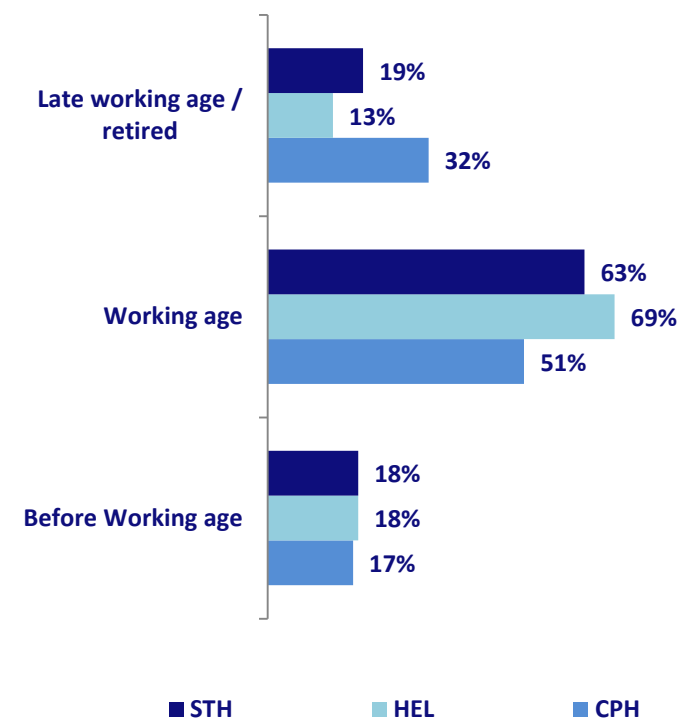
Mainly working age travellers

The overall results show a majority of working age travellers. When looking at the age division between the cities, Helsinki sees a larger percentage of visitors within the working age span (69%) in contrast to Copenhagen with a share of 51% working age travellers.

When looking at the specific age span of 25-34 year olds within the working age group, the differences are even more apparent. Among Chinese respondents in Helsinki and Stockholm, this age group accounts for 24%, whereas the same group in Copenhagen only accounts for 13% of respondents.

As the following results will show, this difference is related to the different division of Chinese tourists travelling with or without a tour group.

The age distribution of Chinese travellers points to an older traveller segment in Copenhagen



Q: Age
N: 665 respondents

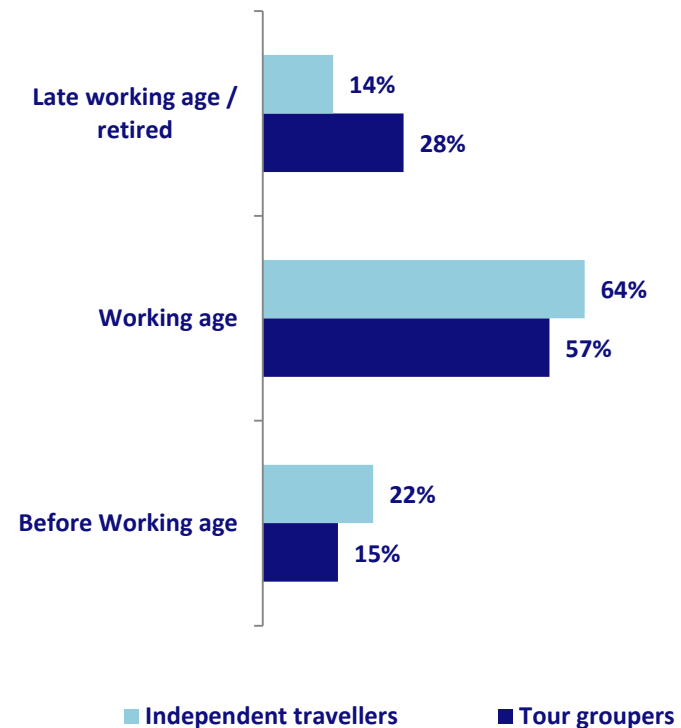
Tour groupers are older

The age division also reflects the travel arrangements of Chinese travellers. The data shows a higher propensity of the elderly tourists travelling with a tour group, whereas younger travellers are more likely to travel independently. As a larger share of the respondents in Copenhagen travel as members of a tour group, this could explain the elderly segment of Chinese tourists in the Danish capital. The fact that senior travellers are more likely to travel in tour groups is also supported by results from other sources of research, including statistics of China Tourism Academy (as reported by SOAS, 2011).

Gender ratio close to 1:1

The Scandinavian average shows an almost equal share of male and female Chinese tourists. The slight deviations in the ratio of male:female travellers between the cities can most plausibly be explained by the nature of gifts for completing the questionnaire.

Age distribution of tour groups vs independent travellers



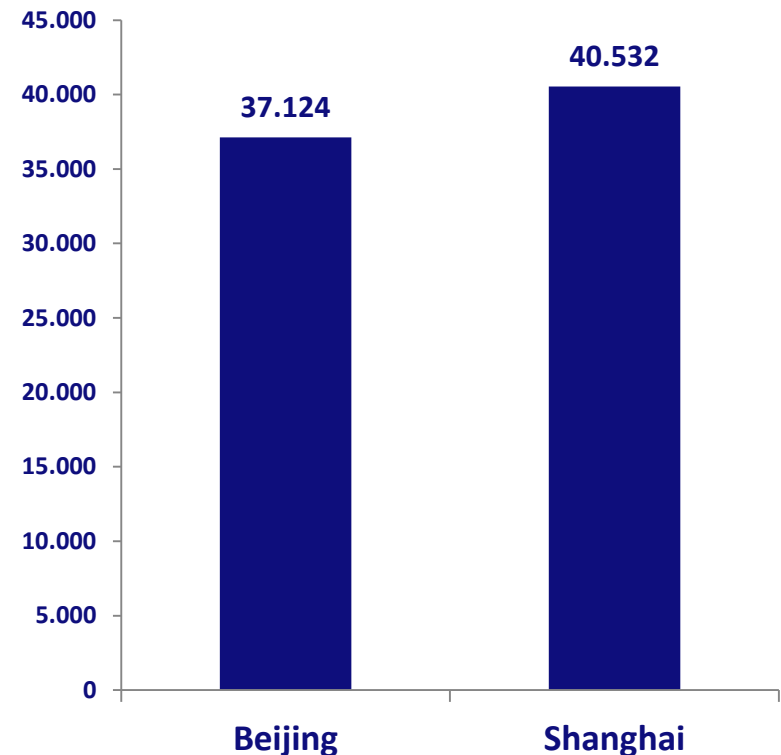
Average income of visitors to Scandinavia

45% of respondents are from either one of the two major cities in China, Beijing and Shanghai. This reflects findings of other market surveys and researches, ie. European Travel Commission identifying Beijing, Shanghai and the Guangdong province as the main tourism-generating areas of China.

The survey results show that 53% of the Chinese visitors surveyed have a monthly income below RMB 10.000, while only 12% indicate a monthly income of RMB 40.001 or above. This level reflects the average annual income levels of urban households in both Beijing and Shanghai according to China's National Bureau of Statistics.

With a monthly income level of RMB 10.000, a trip to Scandinavia naturally involves a big budget expense. In the specific context of China, however, it is important to also consider the following elements in relation to the purchasing power of Chinese consumers:

Per capita annual income of urban households (2011) according to China's National Bureau of Statistics



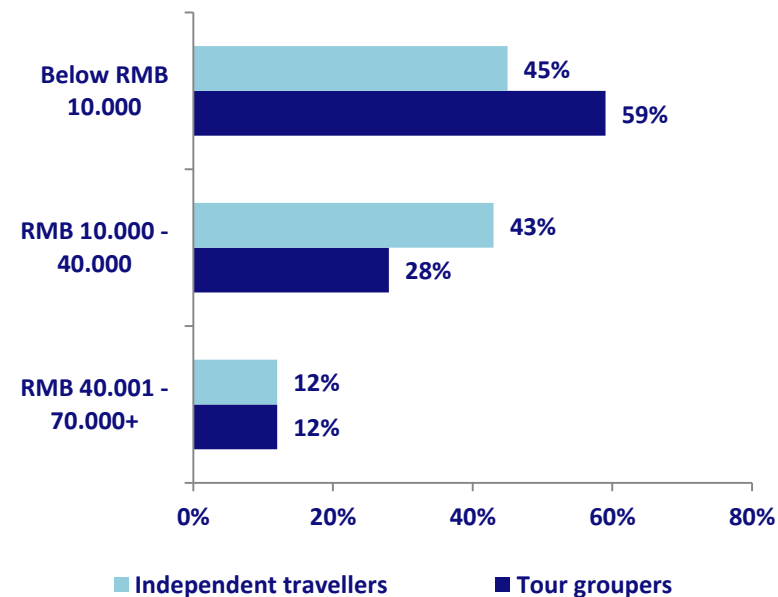
Source : ETC, Market Insights – China 2011, National Bureau of Statistics China (<http://www.stats.gov.cn/english/>); Ellemann Kristensen, COTRI Yearbook 2012

1. The questionnaire asked respondents for their monthly salary or wage level (月工资). The Chinese visitors surveyed can therefore be assumed to have responded according to their monthly salary, rather than income at large. Respondents could therefore also have other sources of income not reflected in their response to the questionnaire. This was also reflected by the experience of interviewers, as several respondents that were retired or studying asked for guidance on how to respond.
2. In terms of purchasing power, Chinese residents should financially be lumped together in groups of threes and sixes as generations often live together or at least have a very integrated private economy. This makes the actual purchasing power of lower income household members stronger as other members provide.
3. Cultural differences could also imply an unwillingness to reveal personal financial information. China is furthermore considered to have a large grey economy, not accounted for in official statistics, but generally assumed large enough to change statistics substantially.

Independent travellers earn more

In relation to the mid-range income levels there is a clear difference between traveller segments with 43% of independent travellers indicating an income level of RMB 10.000 – 40.000 against 28% of tour group travellers.

Independent travellers indicate higher income levels



Source : ETC, Market Insights – China 2011, National Bureau of Statistics China (<http://www.stats.gov.cn/english/>); Ellemann Kristensen, COTRI Yearbook 2012

Q: Average monthly income
N: 625 respondents

Highly educated Chinese travellers

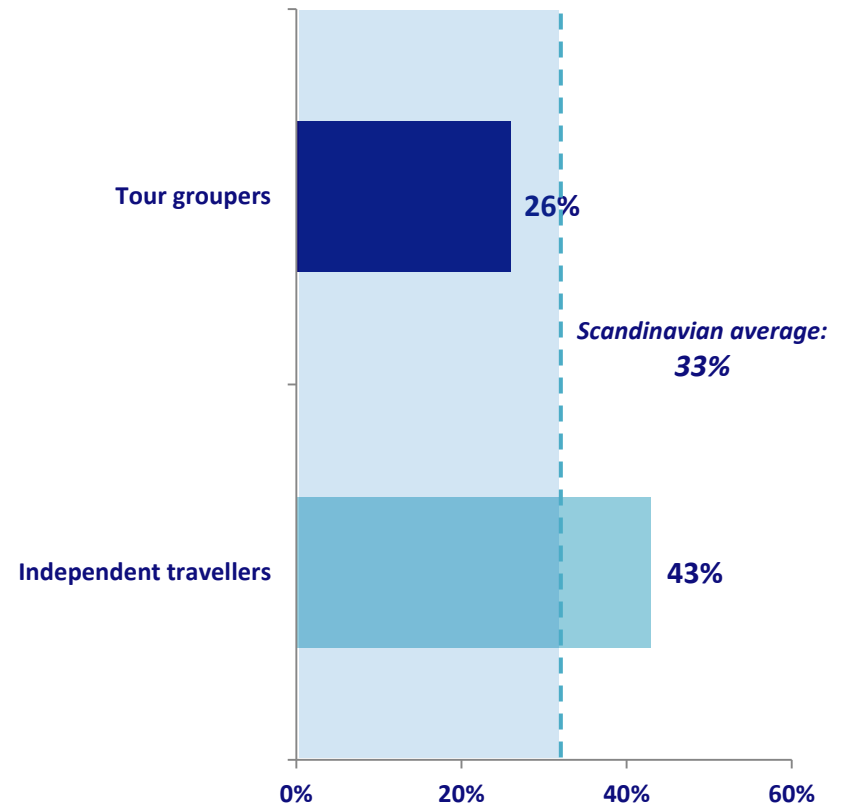
In general, Chinese tourists are highly educated with university degrees of BA-level or above. When comparing the cities' respondents, both Helsinki and Stockholm see over 10 % more visitors with higher university degrees (masters level or above). When comparing tour groupers and individual travellers, the latter demonstrate a much larger proportion of higher university degrees (masters level or above).

Insecure English speakers

Despite the high education levels, the survey results show a relatively large proportion of Chinese tourists that are uncomfortable communicating in English.

In China, however, the level of English is generally assumed to be more a matter of whether ones family has connections with Chinese living abroad than the level of education. There is also the possibility that the Chinese culture of face – and fear of losing face by speaking a less-than-perfect English – could impact the respondents' assessment of their own English level.

More independent travellers with higher university degrees



Q: Level of education
N: 674

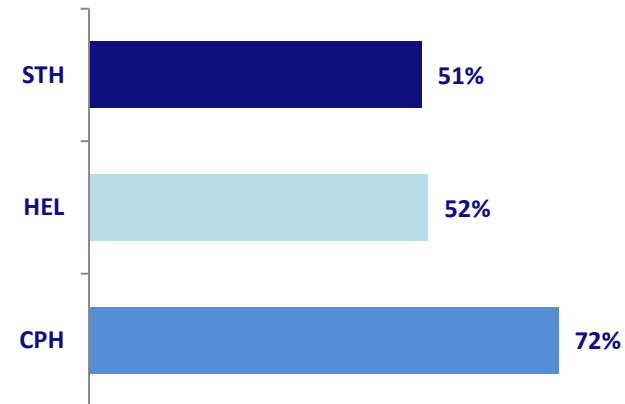
Larger share of insecure English speakers to CPH

When comparing the cities, Copenhagen sees a larger percentage of respondents assessing their level of English as either broken or non-existent (72%), whereas both Stockholm and Helsinki see 51% and 52% of respondents, who are insecure English speakers. As English is generally considered the global "travel language", the insecure English speakers are more likely to prefer the comfort of travelling with a tour group. As Copenhagen see a much larger share of tour groupers, this also explains the city's high share of poor English speakers.

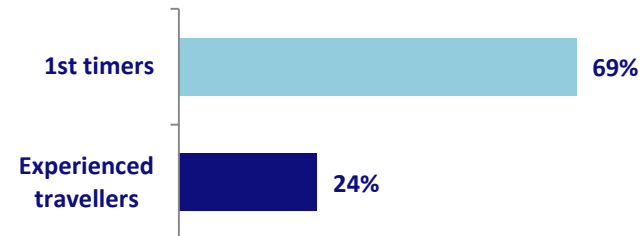
The experienced traveller speaks English

The importance of foreign language comfort is also reflected in the correlation between travel experience and English level. There are considerably more 1st time visitors who rate their English level as either broken or non-existent (69%) than the experienced travellers (24%).

Copenhagen has the largest share of insecure English speakers



1st time visitors less comfortable speaking English



Q: Rating English level as either broken or non-existent
N: 639 respondents

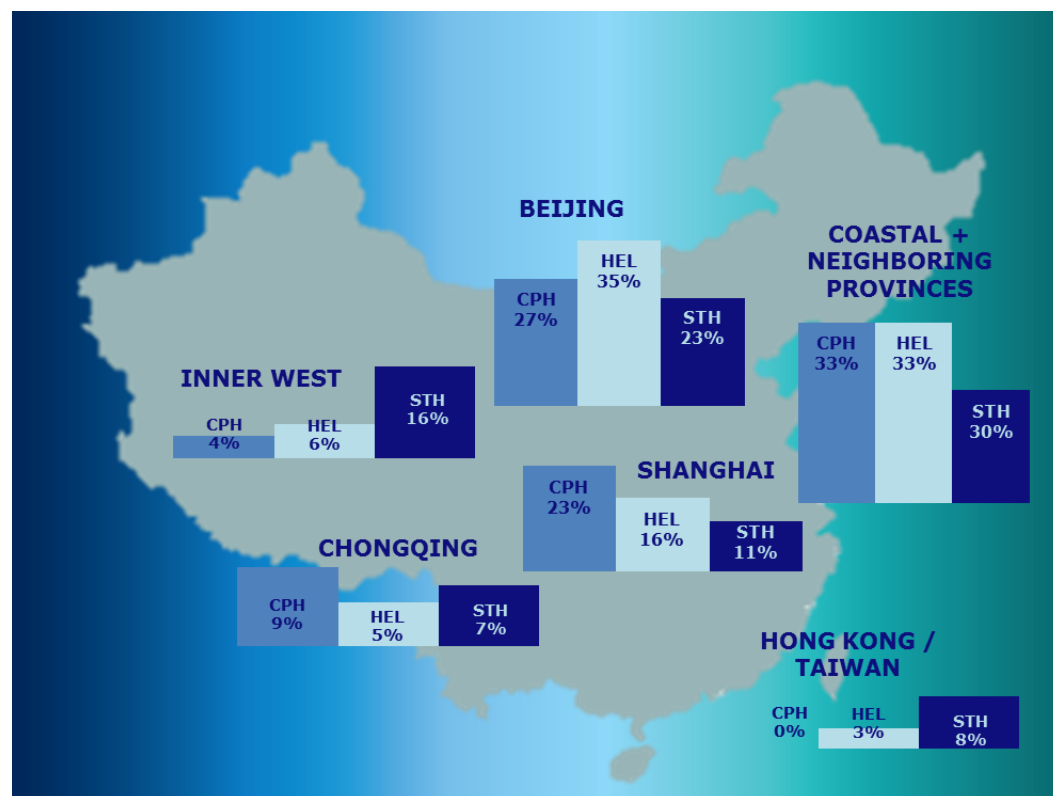
Chinese tourists come from the whole of China

A large percentage of respondents come from the two large cities of Beijing and Shanghai. Due to the relative wealth of these cities and the Eastern provinces and the more convenient travel access of these areas, this was expected.

The questionnaire largely listed coastal cities and provinces as answer categories for respondents to choose from. 23% of respondents, however, indicated "Other" as their geographical point of departure and contributed to a much more wide-spread image of the Chinese tourists' starting point.

Most visitors from Beijing and Shanghai

Helsinki sees comparatively more visitors from Beijing (35%) than the other two cities (Copenhagen 27%, Stockholm 23%), whereas travellers from Shanghai are more represented among the respondents in



Q: Home address
N: 674 respondents

Copenhagen (23% against 16% in Helsinki and 11% in Stockholm). The lower share of respondents from Shanghai in Stockholm could probably be due to the lack of direct flight connection.

Though Helsinki also has a direct flight connection to Chongqing, this is not immediately reflected in the distribution of travellers. The route opened in May 2012, so this could perhaps be explained by the relative novelty of the connection.

Other big Chinese urban players fall behind

The coastal provinces are the wealthiest of China and have been so for years. They therefore pose a somewhat expected travel segment.

Beijing and Shanghai are individually represented on the map indicating the division of survey travellers. However, the large, Northern city of Tianjin (city with province-level municipality status) and the rich

Southern province of Guangdong (both with GDP/capita levels to match both Shanghai and Beijing) are very sparsely represented in the survey. Copenhagen see 0% from either one of these two areas, whereas Helsinki sees 4% and 8% from Tianjin and Guangdong respectively, while both areas are each represented by 3% among respondents in Stockholm.

South of China travels to Stockholm

Though the number of travellers are comparatively small, it is noteworthy how Stockholm sees a much larger proportion of Chinese tourists travelling from the inner west and southernmost parts of China, including the non-mainland regions of both Hong Kong and Taiwan. This could possibly be due to business connections between these regions and Sweden, or the larger share of tourists surveyed that are travelling to visit friends and family in Stockholm. With the motivation of visiting family, tourists are perhaps more inclined to travel from more remote Chinese regions to arrive at the destination.

A large, stylized number '3' is positioned on the left side of the slide. It features a blue-to-teal gradient and is set against a dark blue vertical bar that also has a gradient. The number is composed of three rounded, overlapping shapes.

Travelling

**- how does the
Chinese visitor
travel Scandinavia**



How the Chinese visitors travel Scandinavia?

With the objective of outlining the average Scandinavian trip of Chinese tourists, the survey asked respondents to further detail their travel arrangements and itineraries.

Travelling with spouses or colleagues

While 28% of Chinese tourists in the survey travel with their partner or spouse, an almost equal share are travelling with colleagues (27%).

However only 15% of respondents indicate the specific purpose of their travel as work-related, whereas 54% of all respondents are travelling for holiday.

Mainly tour groupers

The majority of Chinese visitors in the survey travel as part of a tour group (59%).

Touring several countries

84% of the Chinese visitors surveyed are touring several countries on their trip. 71% are touring Scandinavian countries exclusively.

A short stop of 0 – 2 nights

Touring more than one country in one trip, the travel itinerary is very tight. This is also reflected in the duration of the Chinese tourists stay in each city, averaging between 0-2 nights (63%) with 30% staying for just 1 night in the city of survey.

1st timers to Scandinavian cities

The majority of Chinese tourists are visiting the specific city of survey for the first time (79%), while for 45% of the respondents it is also the first time visiting Europe. Visiting for the first time, there is naturally a need maximize value by visiting more countries, which explains the high share of respondents touring several countries in one trip.

1st timers to Europe

The high percentage of 1st timers to Europe is somewhat surprising. Chinese travellers prefer popular and more widely-known destinations like France, Italy and Germany. The lesser-known destinations, including the Scandinavian destinations, are often assumed to be for the 2nd or 3rd visit to Europe. However, for 45% of the Chinese tourists surveyed, Scandinavia is the first European encounter.

The Chinese go for “Kodak moments” and culture

While here, the Chinese tourists mainly visit famous tourists attractions (90%), yet the results also show a comparatively high degree of cultural activities in terms of visiting museums and exhibitions (57%). Finally, activities like eating Chinese food and shopping for souvenirs are also ranked as important (both by 51%), while the importance of shopping is reflected in the high number of respondents confirming that they have a shopping itinerary as part of their trip to Scandinavia (64%).

Travelling with spouses and colleagues

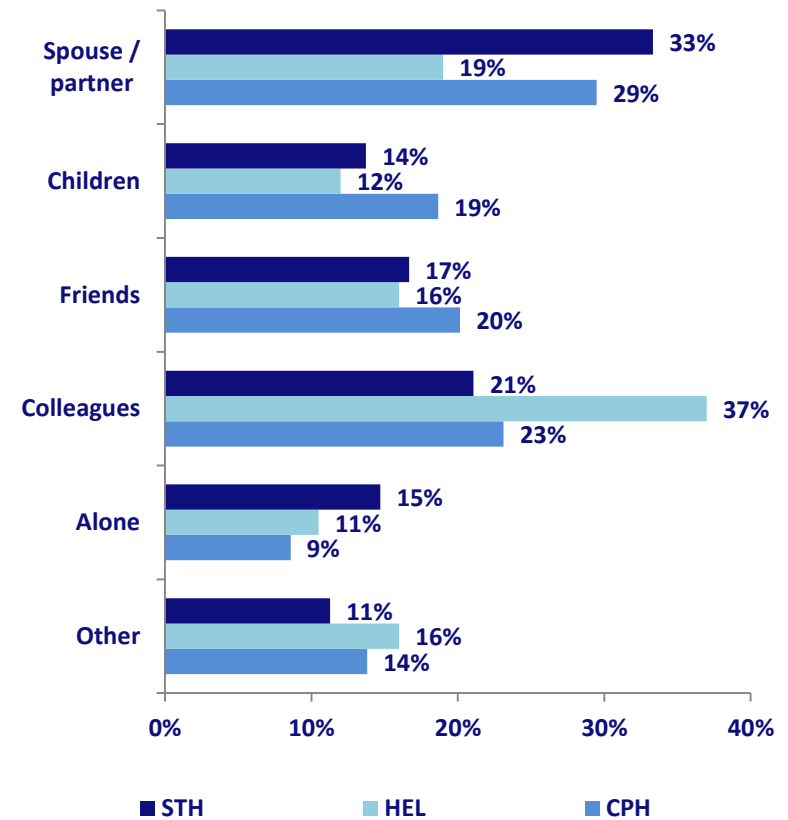
When comparing the results from the three Scandinavian cities, the main differences in terms of travellers' companionship mainly relate to spouse/partner and colleagues.

While 33% of respondents in Stockholm are travelling with their spouse/partner (14% more than in Helsinki), 37% of respondents in Helsinki travel with their colleagues (16% more than in Stockholm). Finally, Copenhagen sees a slightly larger share of respondents travelling with children.

Travel companions depend on travel purpose

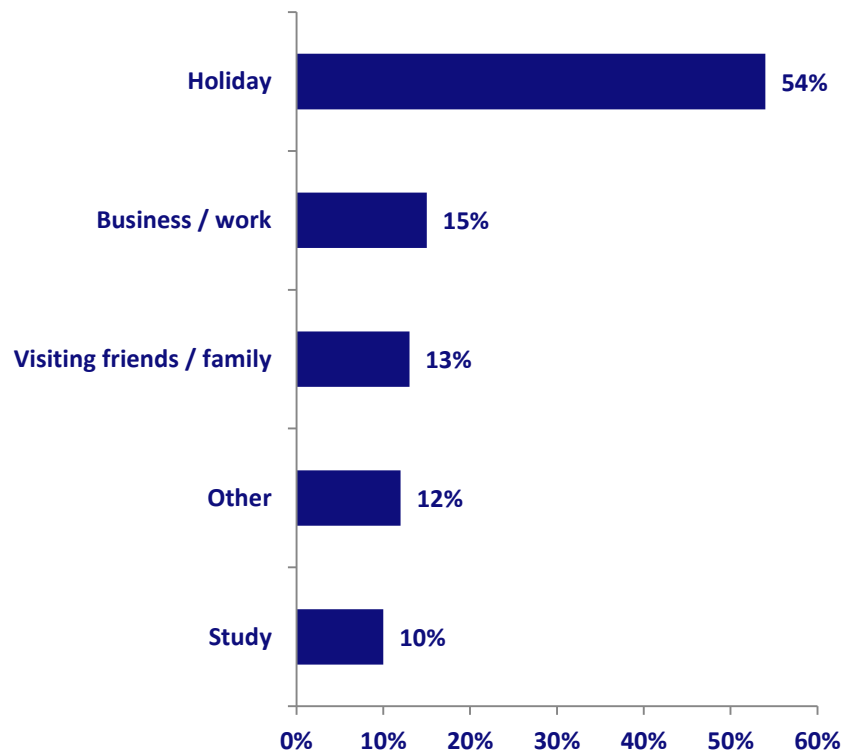
Companionship is highly reflective of the purpose of travel. The correlation shows a clear and unsurprising correlation between purpose and the choice of travel companionship.

Spouses and colleagues as preferred companionship



Q: Who are you travelling with?
 N: 752 respondents (some respondents chose more than one answer)

Leisure travel at most: Chinese tourists in Scandinavia are holidaying



For respondents travelling for purposes of business, there is a higher propensity of travelling together with colleagues (65% against 17% for those holidaying) as opposed to respondents travelling for holiday, who are more likely to travel with their spouse or partner (35% against 5% for those on business).

Chinese tourists are on holiday

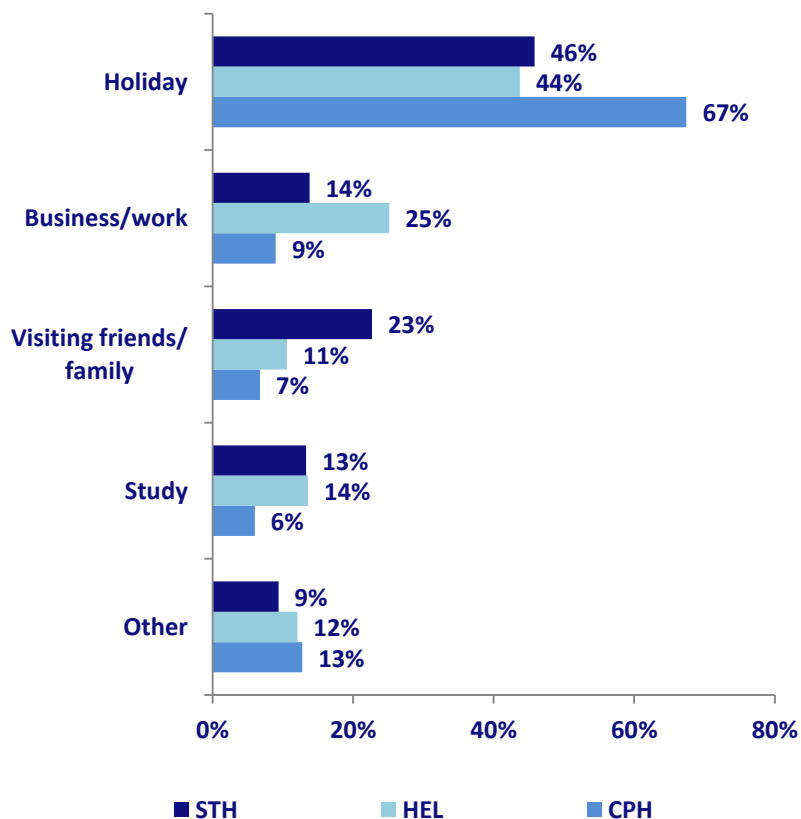
Chinese tourists to Scandinavia are mainly here for holiday reasons (54%). The distribution of respondents between travel purpose corresponds to data on purpose of outbound travel of Chinese tourists as published by China Tourism Academy (CTA), referenced by STB market briefing 2012. These numbers show 66% of leisure travel and 14.4% business travel for Chinese outbound travel, demonstrating that Chinese travel to Scandinavia does in fact follow a similar purpose pattern.

Q: Who are you travelling with?

N: 752 respondents (some respondents chose more than one answer)

Source : STB, Market Briefing February 2012

Each city, its purpose and traveller segment



Q: What is the nature of your stay in (city)?

N: 694 respondents (some respondents chose more than one answer)

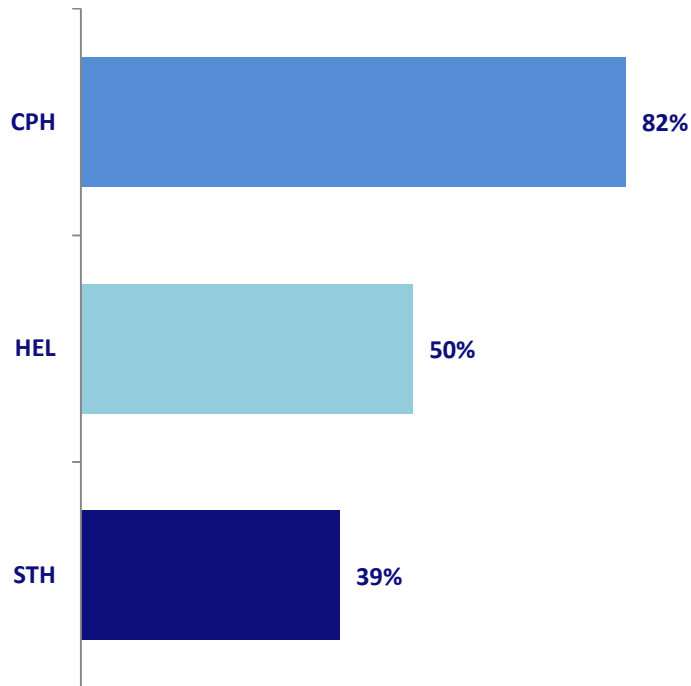
CPH for holiday, HEL for work and STH for visits

When comparing the cities, there are marked differences between purpose of travel among respondents in the cities.

These differences are reflected in the number of respondents travelling with a tour group. The majority of respondents in Copenhagen are travelling as part of a tour group and are therefore mainly travelling for holiday purposes, whereas Helsinki sees a larger share of business travel and Stockholm a larger share of Chinese travellers visiting friends/family.

Helsinki enjoys a number of convenient flight connections to several parts of China, which could in part explain the city's large share of business travellers. For Stockholm and Sweden, the existence of large companies such as Volvo and Ericsson, both with strong ties to China, could result in a higher number of business travellers, but also potentially a larger number of Chinese expats living in Sweden, who receive visitors from back home.

82% of Chinese visitors in Copenhagen are part of a tour group



Q: Are you travelling as part of a tour group? (graph shows affirmative answers)

N: 673 respondents

Tour groupers are on holiday

Many of the differences between the three cities can be related to the fact that the vast majority of respondents in Copenhagen are travelling as part of a tour group (82%). Including the purpose of travel, where 68% of tour groupers indicate holiday as their main purpose of travelling to Scandinavia.

With smaller shares of tour groupers, respondents of Helsinki and Stockholm represent a more diverse set of travel purposes. In Stockholm 23% are travelling to visit friends and family, while in Helsinki 25% of respondents travel for business against 14% in Stockholm and only 9% in Copenhagen.

As already suggested, the large number of respondents in Stockholm visiting friends and family could imply a larger Chinese expat population. This could also plausibly explain the lower proportion of tour groupers in Stockholm, as knowing someone residing in the travel destination makes both visa process and travel planning in general a much easier and more manageable task.

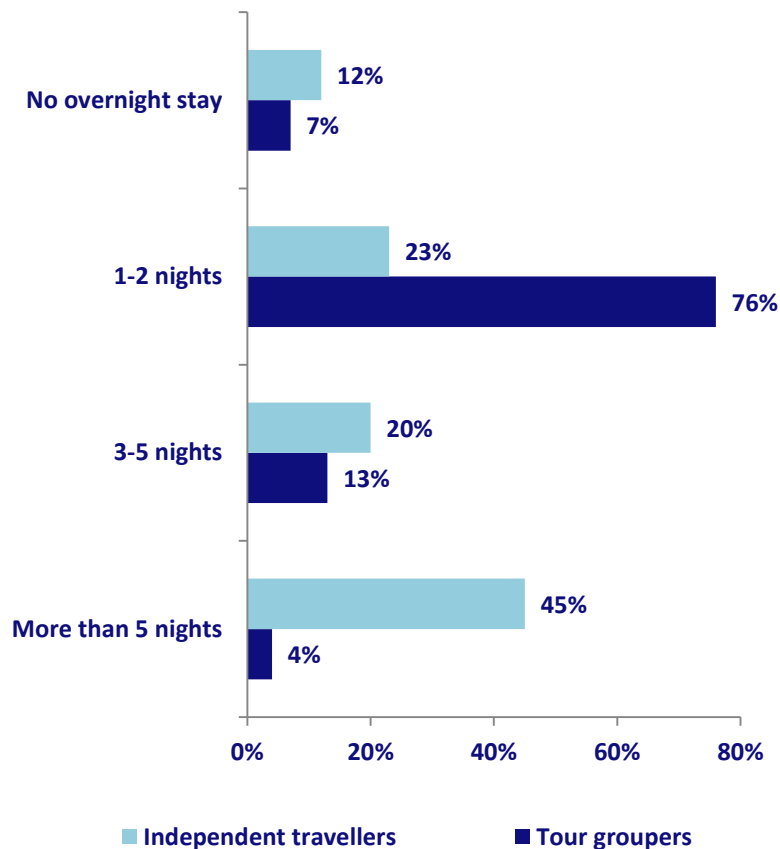
63% of Chinese tourists stay for 0-2 nights

The general Scandinavian picture indicates shorter stays of between 1-2 nights in each of the cities. 63% of respondents stay for 2 nights or less. Only 9% have no overnight stay and a rather large share of respondents stay for more than 5 nights (20%).

When correlated according to respondents travelling with or without a tour group, the results show a different picture. The vast majority of tour groupers stay for 1-2 nights, while a large share of independent travellers (45%) stay for more than 5 nights.

The short stays are not specific for Scandinavian destinations, but however common for Chinese tours to all European destinations. According to ETC Market insights, destination statistics suggest that the average length of stay is 2.1 nights in Germany, 2.0 in France, 1.8 in Czech Republic, 1.6 in Italy, Belgium and the Netherlands and 1.5 in Switzerland.

The majority of Chinese tourists stay for ≤ 2 nights. Independent travellers stay 5+



Q: What is the duration of your stay in (city)?

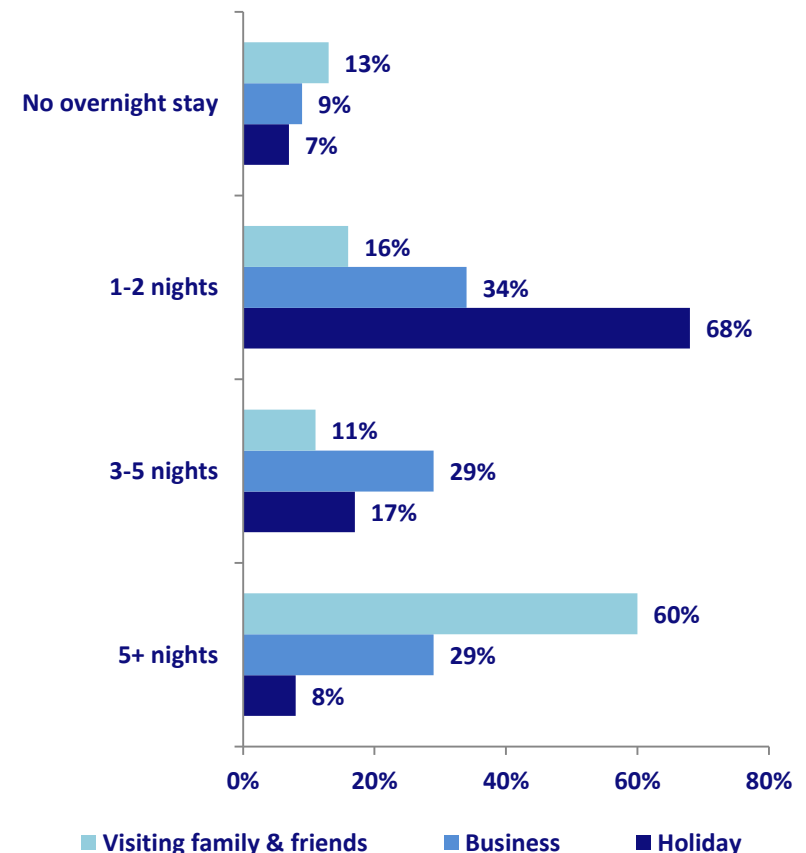
N: 673 respondents

Longer stays for travellers visiting friends and family

The large share of independent travellers who stay for 5+ nights are primarily the group of Chinese tourists that are visiting friends or relatives (60% of those staying 5+ nights are travelling with the purpose of visiting family or friends), whereas business travellers are more evenly distributed with approximately the same share of business travellers staying for 1-2, 3-5 or 5+ nights (34%, 29% and 29% respectively).

In correlation with the high number of tour groupers on holiday, 75% of Chinese tourists travelling for purposes of holiday stay for 0-2 nights.

Longer stays are for visiting relatives – shorter stays for holiday



Q: What is the duration of your stay in (city)?
N: 673 respondents

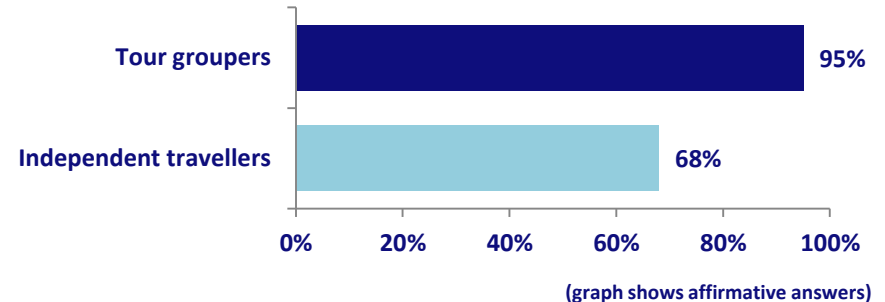
84% of Chinese tourists are "on tour" of several destinations

The comparatively short stays of Chinese tourists in each of the Scandinavian cities is in large part due to the fact that they are touring several countries in one trip. 84% of the Chinese tourists confirm being on tour of several European destinations. For Chinese tourist travelling with a tour group, the share is even larger with 95% of the Chinese tour groupers touring several countries in one trip. The majority of independent travellers similarly take the chance to see more than one country while here, totalling 68%.

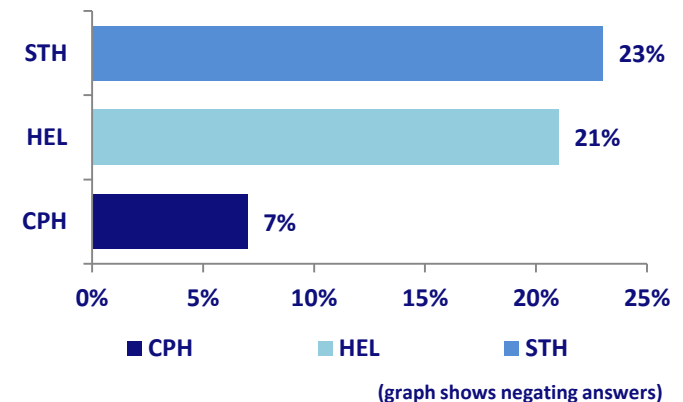
Very few visit Copenhagen exclusively

For Scandinavia as an entity only 16% are not on a tour of several destinations. This low number is primarily due to the very small share of respondents in Copenhagen, who are exclusively visiting Copenhagen as a destination (7%). With the large number of tour groupers in Copenhagen, the majority will be on a larger tour of several destinations, whereas

Majority of Chinese tourists are touring several countries



Low share of tourists exclusively visiting city of survey



Q: Is your stay in (city) part of a tour of several European destinations?
N: 675 respondents

respondents in both Stockholm and Helsinki are more likely to have an exclusive focus of travel, according to their purpose of either business or visiting family and friends.

Touring Scandinavia exclusively or combined

In the survey respondents were asked to indicate which other countries were included in their tour. In total 58% of the respondents on tour of several destinations specified these other destinations (totalling 326 answers). These answers were quantified according to three subcategories (of course all in combination with the city of survey).

These three subcategories are:

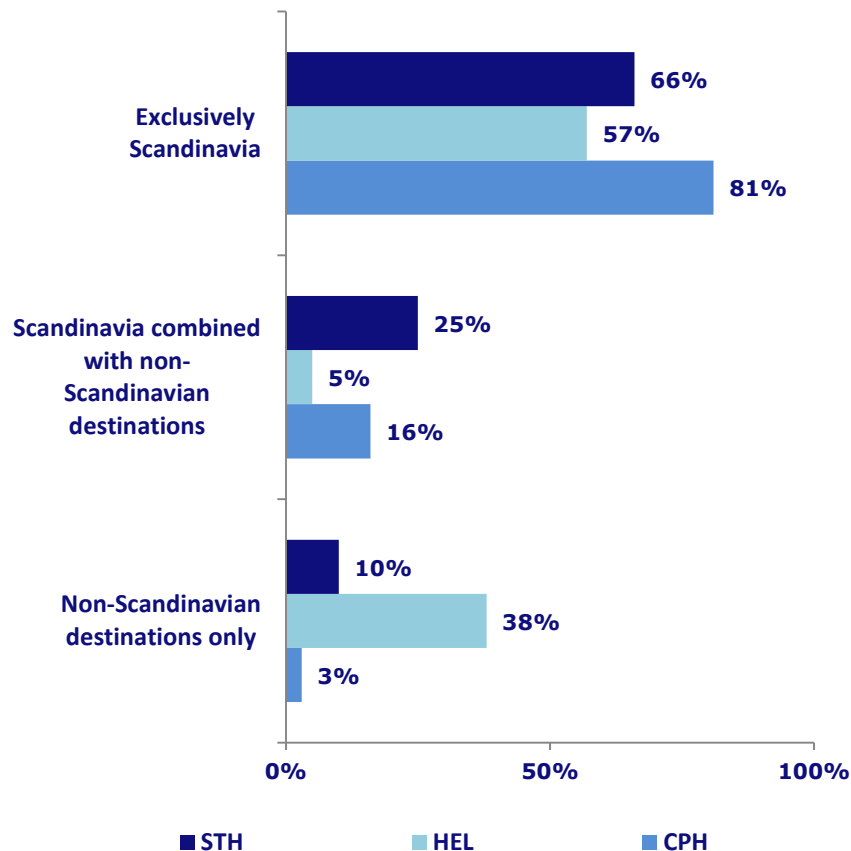
- Touring Scandinavia **exclusively** (incl. Iceland)
- Touring Scandinavian destinations **combined** with non-Scandinavian destinations
- Touring non-Scandinavian destinations **only** (apart from the Scandinavian city of survey)

For Scandinavia as an entity, a total of 71% are exclusively touring Scandinavia, while the remaining respondents are equally divided between the other two subcategories.

The high number of respondents touring Scandinavia exclusively is supported by recent research results from the international consultancy of Kairos Future, who have mapped the mental travel routes of Chinese travellers according to a netnographic study of Chinese netizens online activity related to travel. In this context, the five countries of Denmark, Sweden, Finland, Norway and Iceland are positioned in the same group and therefore considered more or less as parts of the same destination entity. 71% touring Scandinavia exclusive (and as many as 81% of respondents in Copenhagen touring only Scandinavian destinations) attests to this grouping of destinations.

Source : "The Mind of the Chinese Traveller", Netnographic study by Kairos Future, 2012

An average of **71%** of Chinese tourists are touring Scandinavia exclusively



Helsinki combined with non-Scandinavian destinations

Especially among respondents from Helsinki, there is a large share of tourists combining their visit to Helsinki with a tour of non-Scandinavian destinations.

Summing up the open answers, 33% of these involve a combination of Helsinki with a tour of the Baltic states. The additional 67% combine Helsinki with a relatively broad variety of non-Scandinavian destinations, ie. France, Italy and Switzerland.

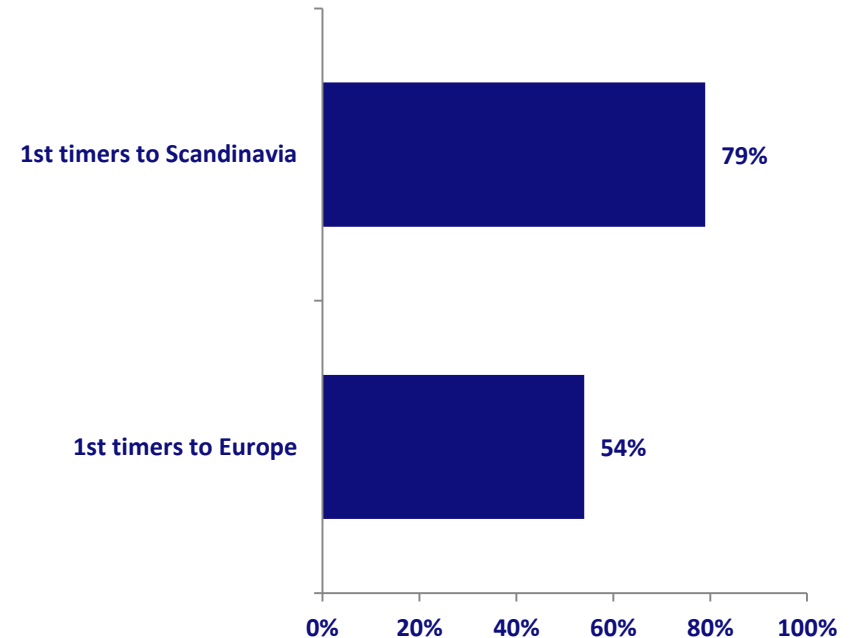
Q: Please indicate which other cities you will or have already visited on this trip?
N: 326 respondents

Chinese tourists are first timers to Scandinavia

79% of survey respondents indicate that this is their first time to visit the respective Scandinavian city of survey.

Despite expectations that Chinese tourists first visit Scandinavia once other, more famous European destinations have been ticked off the wish list (ie. France, Italy), a surprisingly large group of respondents are also visiting Europe for the first time. For 54% of Chinese tourists surveyed, Scandinavia is hence the first European encounter.

Majority of travellers visiting both Scandinavia and Europe for the first time



Q: How many times have you visited (city)?

N: 677 respondents

Q: How many times have you visited Europe?

N: 676 respondents

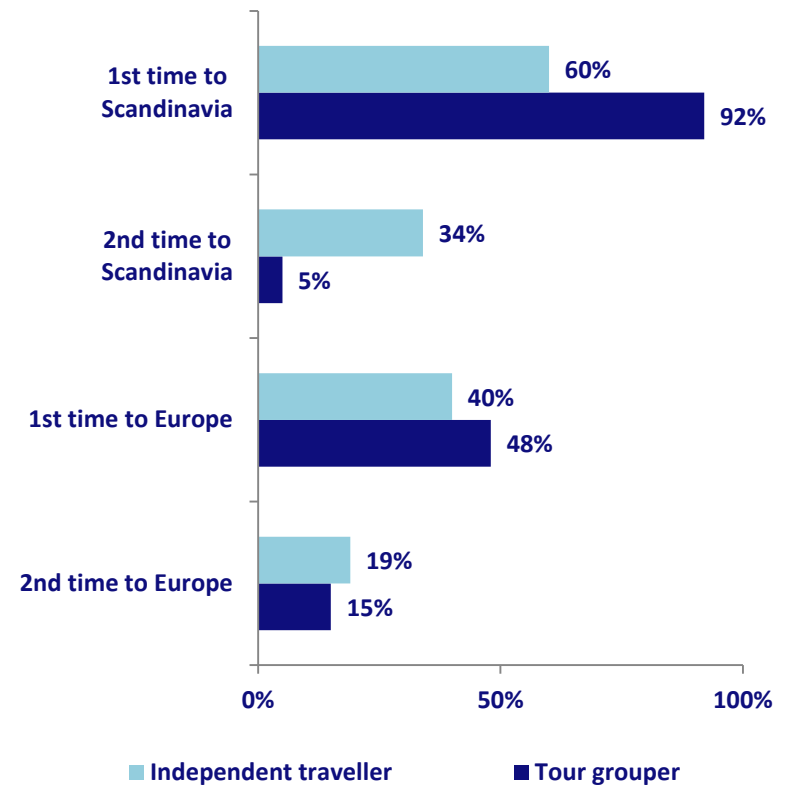
Independent travellers have more experience

When looking at the difference in travel experience between tour groupers and independent travellers, the majority of both groups are visiting Scandinavia for the first time (though 32% more tour groupers than independent travellers). Surprisingly an almost equal number is also visiting Europe for the first time.

Looking at second timers, and even more so for third or fourth timers, the percentage of independent travellers increase as compared to the tour groupers.

The reason for this may well be either business related or family relations. Specific business activities could plausibly necessitate frequent returns to the same destination in much the same way as having friends or family connections in Scandinavia or other European countries would involve more frequent return visits.

Tour groupers are more likely to visit for the first time



Q: How many times have you visited (city)?

N: 677 respondents

Q: How many times have you visited Europe?

N: 676 respondents

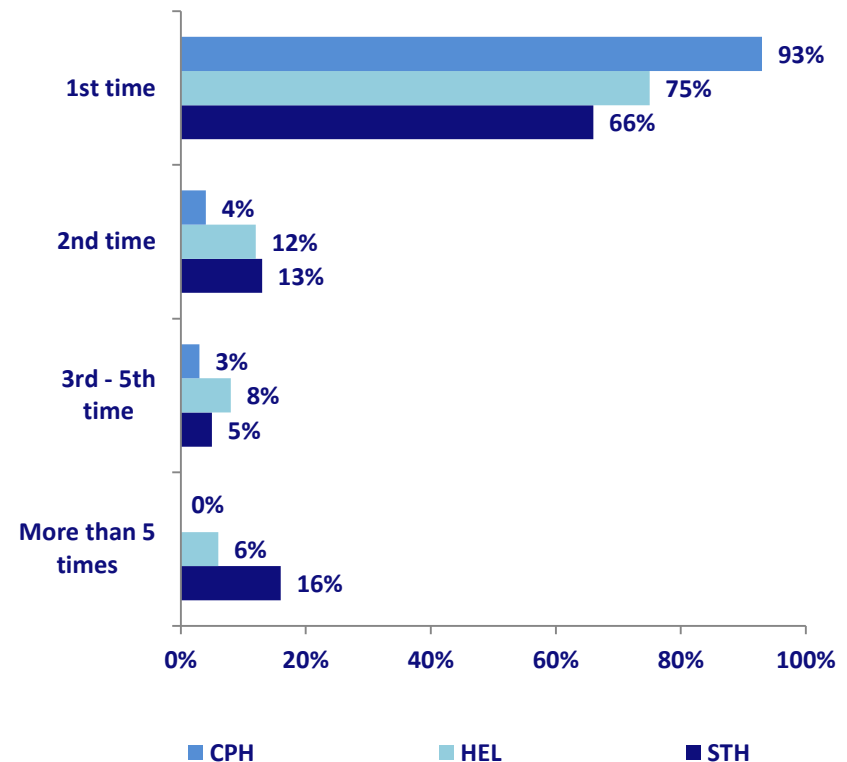
5+ timers are a rare species

There are very few travellers who have been to Scandinavia more than 5 times. The Scandinavian average of very experienced travellers (that have been to the Scandinavian city of survey more than 5 times) is 7%.

When looking at the cities individually, respondents in Stockholm represent the largest share of very experienced travellers. A total of 16% have been to Stockholm more than 5 times, whereas Copenhagen has only 1 respondent (0%) of very experienced travellers among the surveyed Chinese tourists.

As previously seen, Stockholm also has a relatively large share of respondents visiting friends and family. The results could therefore point to the return of travellers visiting the Chinese expat community in Sweden, or return for ongoing business activities.

Experienced travellers to Stockholm



Q: How many times have you visited (city)?
N: 677 respondents

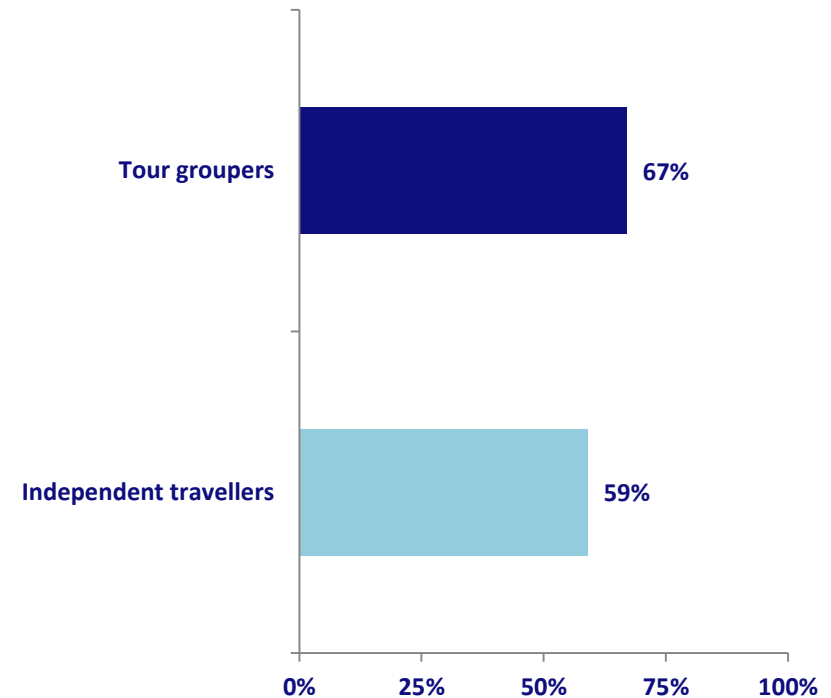
Chinese tourists shop according to plan

The Chinese are known to be big shoppers when travelling. Among the Chinese tourists in the survey, 64% confirm having a shopping itinerary for their Scandinavian visit. As the questionnaire does not specify by whom the itinerary has been prepared, this could be a set itinerary as prepared by the travel agent or simply a shopping plan prepared by the visitor. The key is, however, that shopping has been given thought in the planning phases of travel.

Non-tour groupers also have shopping plans

Considering the large proportion of tour groupers among the Chinese travellers, it is perhaps not surprising that such a large share have a set itinerary for shopping. Interestingly, however, a large proportion of those travelling outside the pre-planned schedule of a tour group also confirm having a set shopping itinerary.

The majority of Chinese travellers have set shopping itineraries



Q: Did you have a shopping itinerary for your travel?
(graph shows affirmative answers)
N: 656 respondents

The Scandinavian shopping list

The Chinese survey respondents were asked to specify which shops were included in their shopping plans. 59% of respondents, who confirmed having a shopping itinerary, listed either specific shops or shopping items. The list of shops, brands and items is relatively long for each city with only a few responses repeated by more than 1 or 2 respondents. The below summarises the most frequent and/or most interesting answers given.

CPH: Shoes, watches and amber

For Copenhagen, the two answers scoring the highest frequency are:

- ECCO, the Danish shoe brand, with 27 respondents indicating this as part of the shopping itinerary; and
- Strøget, the pedestrian shopping street of Copenhagen, indicated by 26 respondents.

In addition, two shopping items stand out in frequency, namely watches (by 11 respondents) and amber (by 7 respondents).

STH: Shopping in NK

In the Stockholm listings one shopping location stands out:

- NK, Nordiska Kompagniet, the big department store in Stockholm City, indicated by 19 respondents as part of their itinerary

Surprisingly, only 6 respondents specifically highlight H&M, while no special shopping items are emphasized.

HEL: Luxury and local brands

At quick glance, the list for Helsinki differs from the other two cities by including more local brands.

Apart from the one big shopping location of Stockmann, Helsinki's big department store, the list includes several Finnish brands, ie. Iittala and Marimekko. The shopping list for Helsinki also includes a number of international luxury brands, ie. Louis Vuitton as listed by 15 respondents.

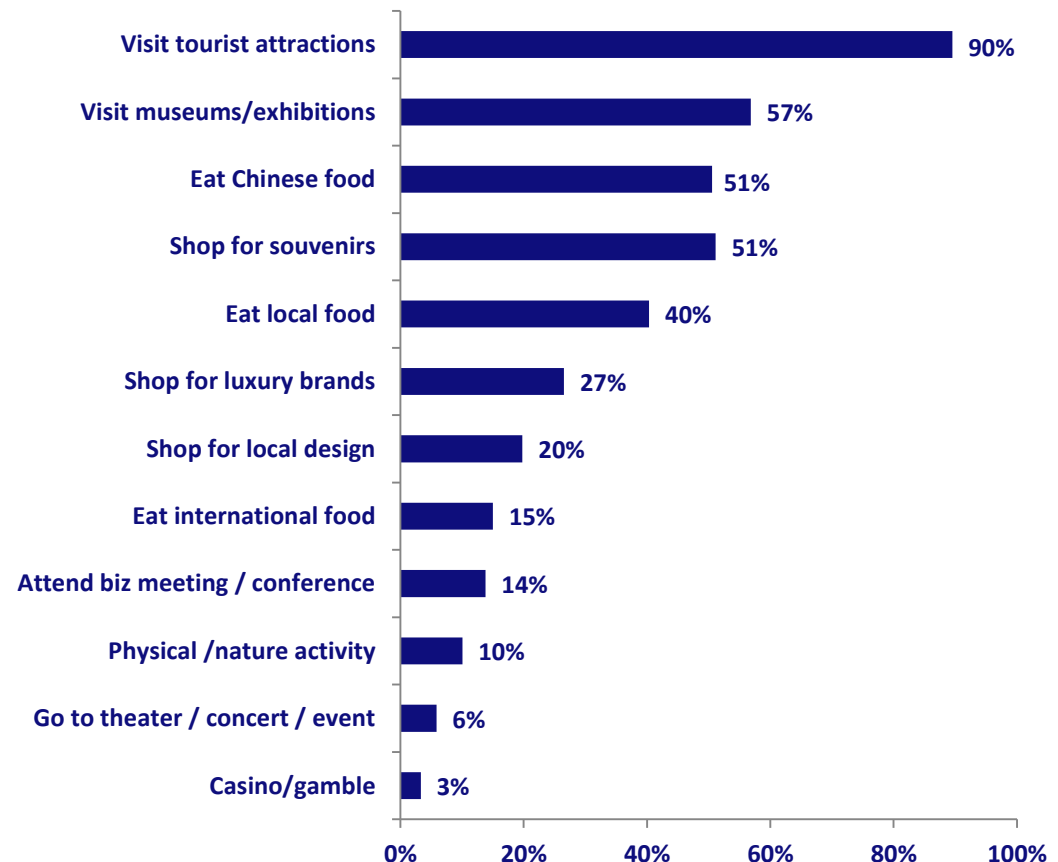
See specified shopping list for each city, Appendix 3.

The Chinese go for “Kodak moments” and culture

When in Scandinavia the vast majority of Chinese tourists (90%) visit the cities’ tourist attractions. With 79% of the respondents visiting the Scandinavian destinations for the first time, it is not surprising that the travel itinerary includes these must-see attractions.

A rather large share of respondents also include visits to museums and exhibitions in their travel itinerary (57%). The Chinese tourists thereby demonstrate a comparatively high degree of cultural consumption while travelling. Though the two top activities, tourist attractions and museums/exhibitions, are related and potentially overlapping, the clear specification of museums and exhibitions does in fact delineate one from the other.

In Scandinavia to do “touristy” things



Q: What did you do during your stay in (city)?
(note: option to tick as many activities as apply)
Total answers given: 2552

The two activities sharing third place in terms of popular activities are eating Chinese food and shopping for souvenirs (51%). Both are commonly associated with the traditional Chinese tourist, travelling in tour groups, rushing from one attraction to another with very packed schedules and no time to explore and indulge in the local customs and specialities of the travel destination.

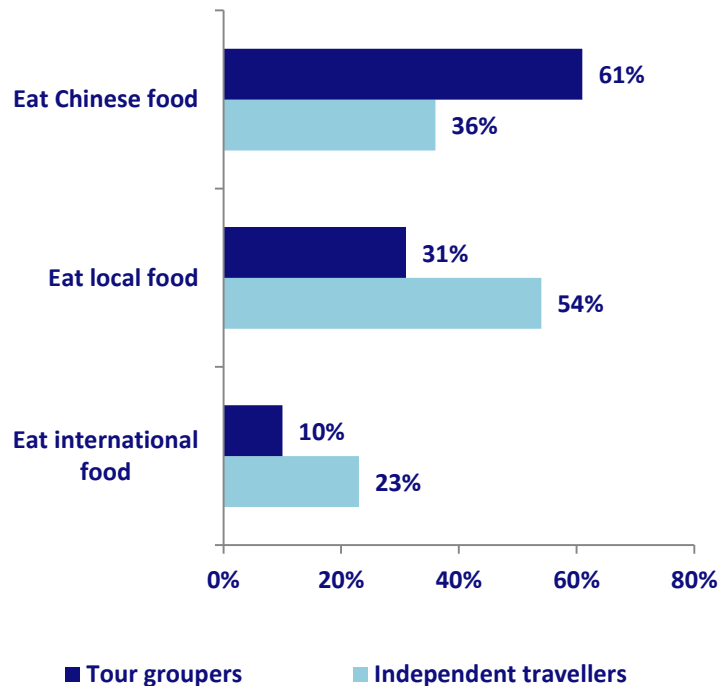
The least popular activities are engaging in physical or nature-related activities, attending a concert/theatrical performance or event and finally gambling. As especially visiting casinos and gambling are typically highlighted as popular among Chinese and many casinos around the world (Australia, US, Macao) are specifically targeting mainland Chinese tourists, the low share of respondents indicating gambling as part of their trip is a little surprising. This could be due to lack of opportunity or that travellers, who choose to visit Scandinavia as opposed to other destinations, are not very interested in gambling. It is also possible that, as

gambling has long been illegal in China, respondents are less inclined to indicate such activities as part of their visit.

Traveller segments: Tourist classic vs. explorer

Many of the activities listed pertain to the actual purpose of travelling; business travellers will naturally include business meetings or conferences in their travel itinerary. Meanwhile, the activities listed also induce the observation of a more thematic distribution between activities typically related to the traditional Chinese tour group traveller and the predicted trends of a more exploratory and independent Chinese traveller. While the two most popular activities remain visiting tourist attractions and museums/exhibitions, the main activity differences between tour groupers and independent travellers will be highlighted in the following sections.

Independent travellers more inclined to go beyond the known and challenge their palate



Q: What did you do during your stay in (city)?
 (note: option to tick as many activities as apply)
 Total answers given to food-related questions: 703

Travel & food: Tour groupers go for the known

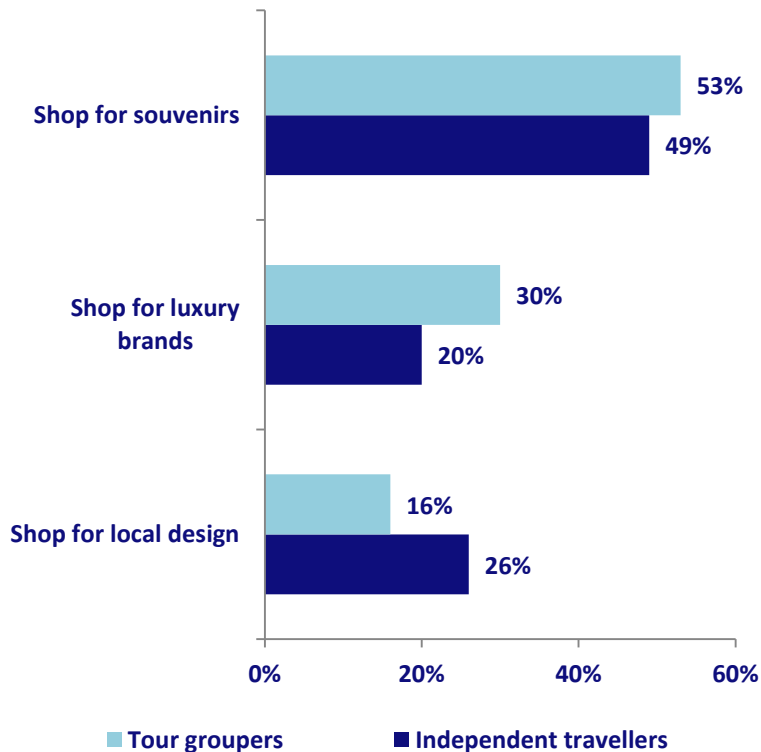
One general difference between the two traveller segments is in terms of food consumption; a larger share of tour groupers eat Chinese food throughout their stay (61%) with only 31% venturing to try local food and even fewer going for international cuisine.

As most meals are typically included in the tour group package deals, the responses are not necessarily indicative of the preferences of travellers, but of the agency's set travel programme. The travel agency is however assumably trying to satisfy the customers' wishes and palates.

Independent travellers are more adventurous with 54% eating local food and 36% eating Chinese food during their stay. According to international research, the new Chinese tourist is seeking more in-depth travel experiences and a closer encounter with local customs and traditions; exploring the local food culture could be part of this new travel experience.

Source : Essential China Travel Trends, 2012; TUI, 2012; SOAS, 2011

Independent travellers shop for local products



Travel & shopping: Souvenirs as the most important shopping item

Both traveller segments emphasize shopping for souvenirs as the major shopping activity of their trip. Though differences are less outspoken, the shopping of Chinese tourists follows roughly the same pattern as food consumption.

The independent travellers are more inclined to explore the local design landscape of the Scandinavian destination, whereas tour groupers are more focused on shopping for luxury brands. Due to favorable tax free rules (and high national luxury taxes in mainland China) the Chinese tourists are known to be big luxury shoppers when travelling. According to Global Blue Analytics, China is the most important globe shopper nation (globe shopper defined as a person who regards shopping as a fundamental part of their travel experience).

Q: What did you do during your stay in (city)?
 (note: option to tick as many activities as apply)
 Total answers given to shopping-related questions: 644

Source : Global Blue Analytics, 2012

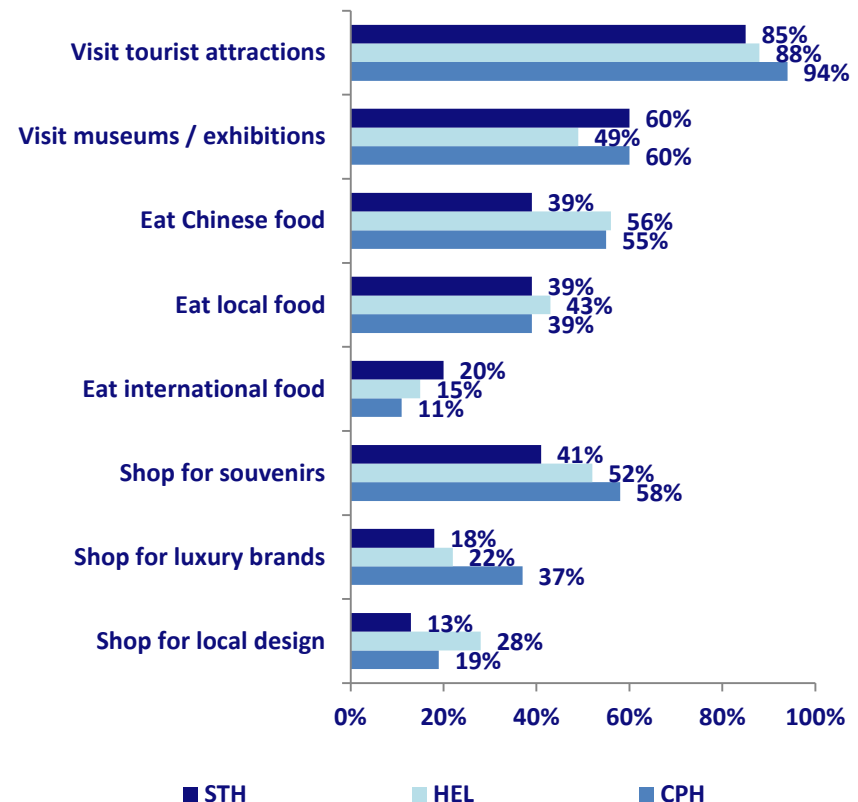
Activities by city

As **Copenhagen** sees a larger share of tour groupers on holiday, this is reflected in the activities of the Chinese tourists in the Danish capital. The activities of Chinese tourists surveyed in Copenhagen are primarily classic tourist activities; visiting tourist attractions, museums and exhibitions, shopping for souvenirs and for luxury brands.

Meanwhile, respondents in **Helsinki** display more exploratory behavior. They still indicate tourist attractions, museums and Chinese food as among the main travel activities. However, a comparatively larger share of respondents in Helsinki have shopped for local brands and a slightly bigger share have also eaten local food.

In **Stockholm**, the localized activities are not ranked very high on the travel itineraries. Stockholm, however, sees a smaller share of respondents seeking out Chinese food (only 39% as compared to more than 50% in both Helsinki and Copenhagen) and a higher share of tourist eating international food.

Same, same, but slightly different: Touristy CPH, exploratory HEL and international STH

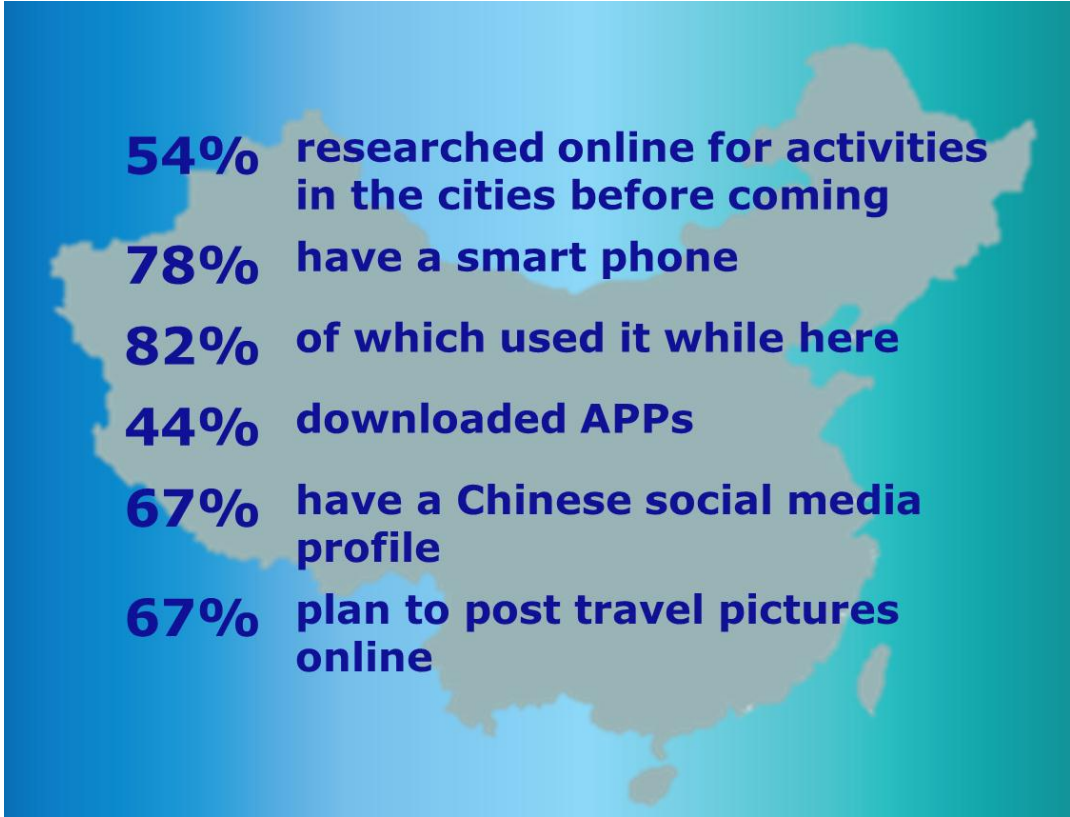


Q: What did you do during your stay in (city)?
 (note: option to tick as many activities as apply)
 Total answers given to above-included questions: 2332



Planning

- how does the
Chinese visitor
research
Scandinavia?



How the Chinese plan their trip to Scandinavia?

The Chinese tourists in Scandinavia are online, both when planning and when travelling. Respondents were asked to detail their use of information sources, particularly online, in order to better understand where and how the Chinese tourists research in the planning phases of travel, where and how they search for information during travel and finally where and how they share their experience after their travel.

Researching online

54% of all surveyed Chinese tourists confirm that they have researched online for activities related to the specific Scandinavian city's attractions, restaurants, museums and other before travelling.

Buying travel-related items online

Despite the fact that China's online travel penetration rates are still among the lowest in the Asia-Pacific region and online travel bookings only amounted to 11% of the total market in 2011, 19% of the surveyed Chinese tourists indicate that they have in fact bought travel-related items online (ie. package tours, flights or accommodation).

Active social media users

Of all the Chinese tourists in the survey, 67% have social media profiles on the Chinese internet. Furthermore, the tourists are mainly present on Chinese social media sites.

Posting travel pictures online

67% of respondents plan to post their travel pictures from Scandinavia online upon return to China, while 41% plan to post online recommendations.

Chinese tourists are APPsters

Reflective of the fast-growing Chinese market for smart phones and use of mobile internet, 78% of Chinese tourists in Scandinavia have a smart phone. Of these, the majority (84%) have used it while here, while 44% have downloaded APPs in relation to their Scandinavian trip. The downloaded APPs are mainly related to way-finding or translations.

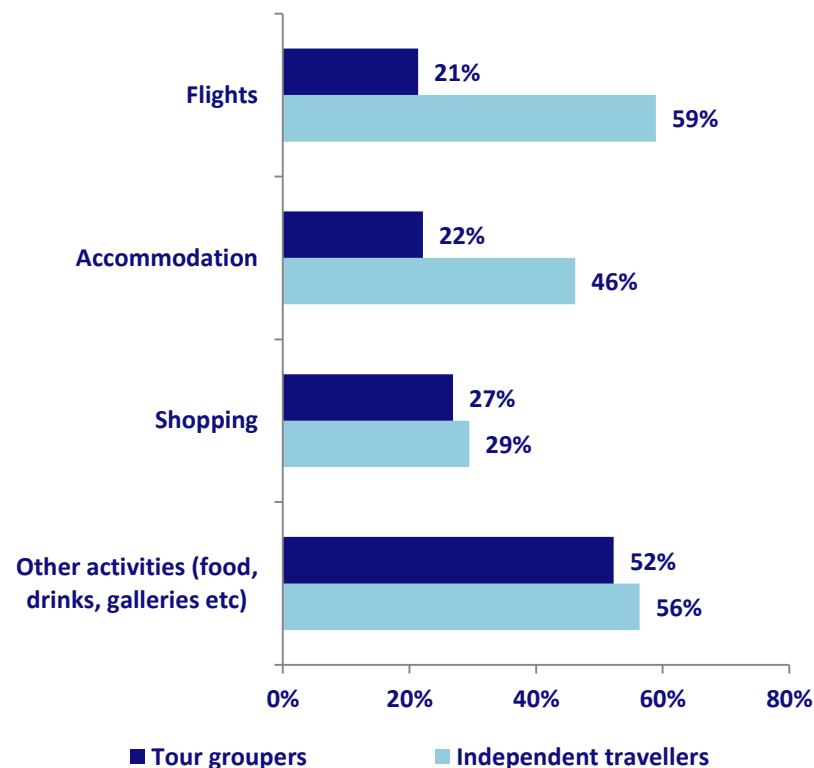
Tour groupers also research online

In the planning phases of travel the majority of independent travellers research online for flights and accommodation, when planning to trip to Scandinavia.

Tour groupers could be expected to have limited need to do independent research, as the travel agency usually provides everything as part of the often all-inclusive package deal. Still, 52% of tour groupers, however, confirm having done research online in relation to activities in the city of destination (restaurants, drinks, exhibitions etc), another 27% confirm having researched information in relation to shopping.

With a large share of the Chinese tourists researching the cities of destination before travelling, there is a clear potential to facilitate the travel consumption of the Chinese tourists when travelling Scandinavia.

Chinese tourists researching leisure activities online



Q: Before arriving in (city), did you look on the internet for information regarding any of the below?
(note: option to tick as many answers as apply)

Frequencies in graph based on the total number of respondents in each traveller segment

N: tour groupers: 398 respondents, independent travellers: 275 respondents

Battle of search giants: Baidu wins!

Respondents were asked to specify the best websites to do travel research. The open answers were compiled and the answers with the highest frequency of answers are depicted in the following.

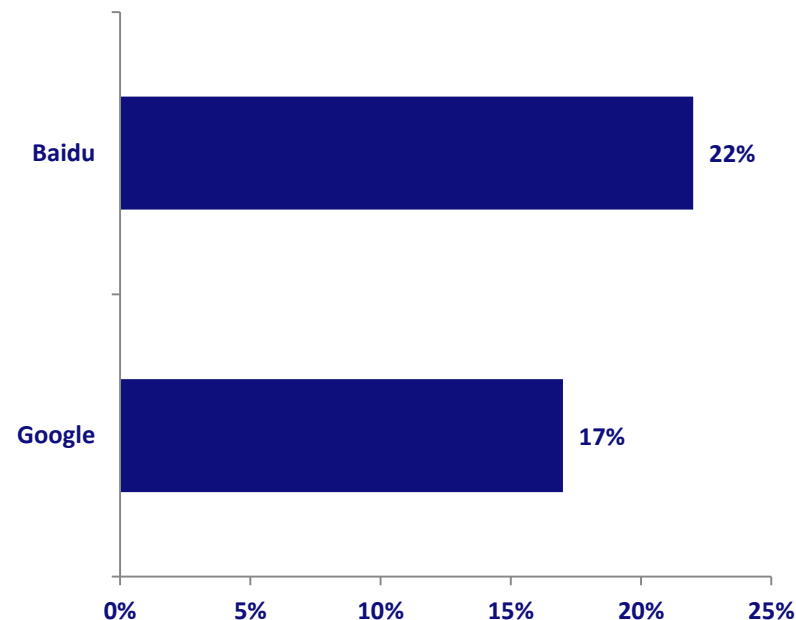
When summarising the open answers, two sites stand out:

- Baidu, market-dominating search engine in China with a market share above 80%
- Google, search engine where only the Hong Kong-based site is accessible in China, demonstrating a market share of approximately 5%.

Search engines vary between Scandinavian cities

The results show that Baidu is preferred by a slightly bigger group of respondents than Google. Though based on a relatively small number of answers, it is apparent that the search engine preferences of respondents differ between the three cities.

Search engines for travel research: Baidu in the lead!



Q: Which internet sites would you characterise as the best to do research when making travel plans?

Frequencies in graph based on the total number of answers

N: 200 open answers

Baidu for Copenhagen and Helsinki

Baidu is particularly prevalent among respondents in Copenhagen and Helsinki with 31% of the answers in both cities pointing to Baidu as the preferred choice against only 7% in Stockholm.

Google for Stockholm

In contrast respondents in Stockholm prefer Google to Baidu; 36% of the answers point to Google as the preferred search engine against only 8% of the answers in Copenhagen. One important reason could be geographics: Google is more easily accessible and widely used in Hong Kong and Taiwan from which Stockholm see a larger share of respondents than the other two Scandinavian destinations. Another possible explanation could be language, especially for the prevalence of Baidu among Chinese visitors surveyed in Copenhagen. In the survey, Copenhagen sees a larger share of insecure English speakers and as Baidu favours Chinese content and generally delivers more search results in Chinese, the more insecure English speakers can be assumed to prefer Baidu as search engine.

Buying online: Ctrip vs. Booking.com

19% of the surveyed Chinese tourists indicate that they have in fact bought travel-related items online (ie. package tours, flights or accommodation).

Respondents were furthermore asked to indicate the best site to buy travel products online. When compiling the open answers, the two top sites are:

- Ctrip, one of China's largest online travel agencies, primarily focused on mainland China
- Booking.com, an international site among the world's leading online hotel reservations agency. The site is available in 41 languages, including Chinese.

A pattern of preference similar to the one of search engines can be observed as Booking.com is primarily recommended by respondents in Stockholm, while Ctrip is more prevalent among the recommendations of respondents in Copenhagen, perhaps reflective of Ctrip's stronger mainland focus.

Chinese tourists are online and mobile

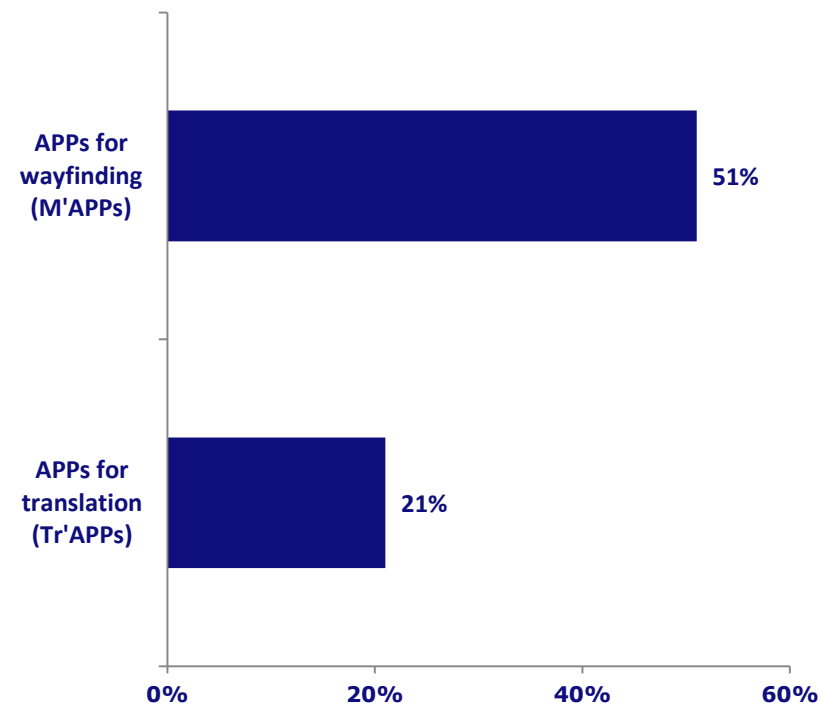
Reflecting China's booming mobile internet market, 78% of Chinese tourists surveyed have a smart phone and 82% of them used it, while travelling in Scandinavia. In addition, 37% of them specifically downloaded mobile APPs related to their stay.

APPs related to maps and translation

Respondents were asked to specify which mobile APPs they downloaded. When compiling the open answers, they can be categorized in two overall groups:

- Mobile applications related to wayfinding, ie. maps or GPS applications (51% of the open answers)
- Mobile applications related to translation (21% of the open answers)

Mobile APPs that provide wayfinding and translation are most popular



Q: Did you download any mobile APPs related to your stay here? If yes, please specify
 Frequencies in graph based on the total number of answers specifying which APPs were doanloaded
 N: 141 open answers

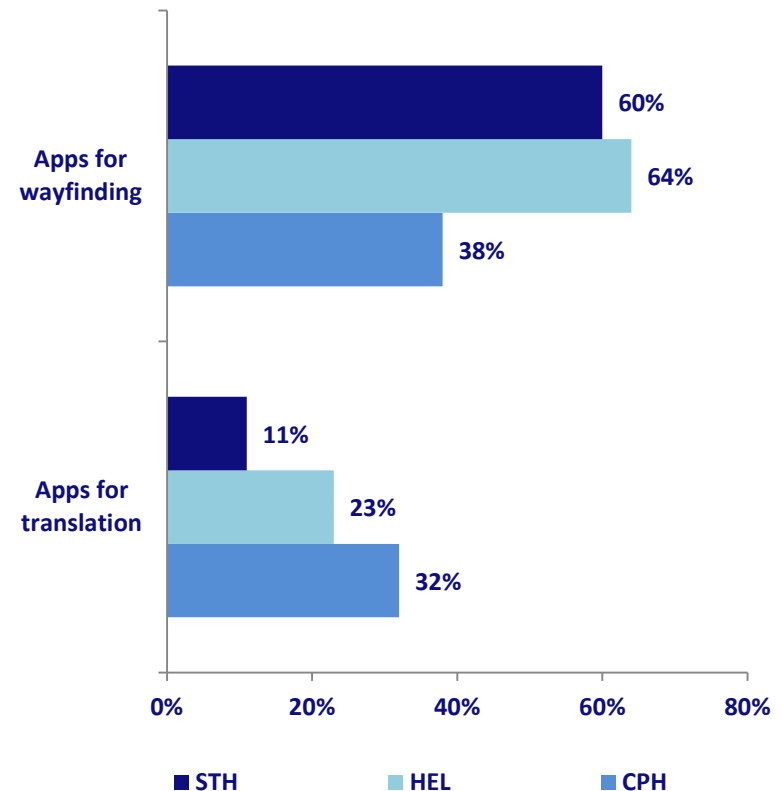
Mobile APPs vary between cities

Though similarly based on the smaller number of open answers (total 141 open answers), there are differences in the download of mobile APPs between the cities.

Download of mobile APPs for wayfinding is more prevalent among Chinese tourists surveyed in Helsinki and Stockholm, whereas the tourists in Copenhagen download more mobile APPs related to translation.

The latter is plausibly related to the fact that respondents in Copenhagen are the least comfortable speaking English and therefore need assistance to communicate better. Meanwhile assistance to find your way is probably more relevant to the larger share of independent travellers in both Stockholm and Helsinki.

Lost in the streets of STH and HEL – lost in translation in CPH



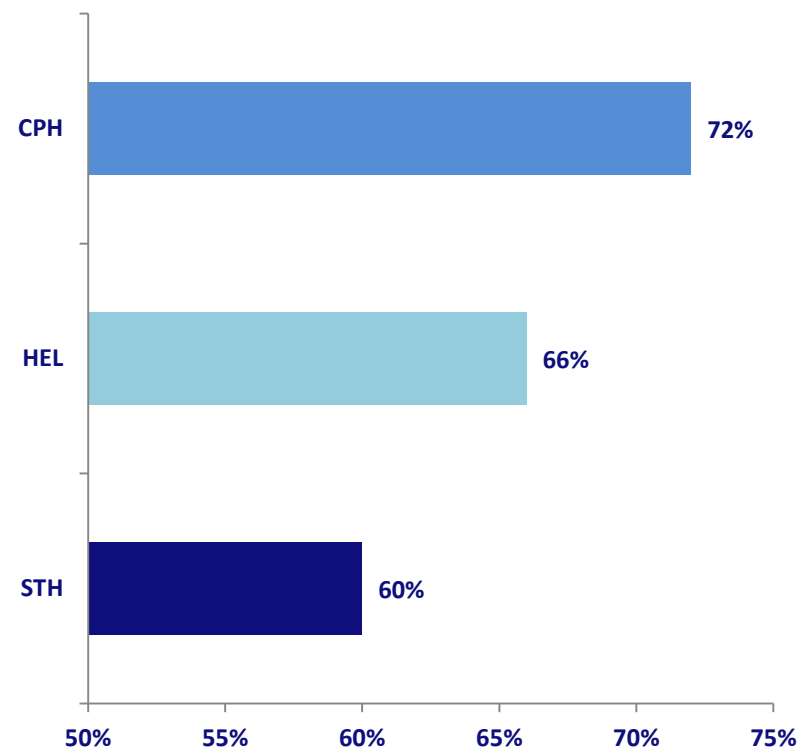
Q: Did you download any mobile APPs related to your stay here? If yes, please specify
 Frequencies in graph based on the total number of answers specifying which APPs
 N: 141 open answers

Chinese tourists are social netizens

China boasts the world's highest number of internet users; 538 mio. users and growing. China is furthermore the most engaged country online with 92% of Chinese netizens contributing to social media. This engagement is reflected in the survey results, where the majority of Chinese travellers (67% for all Chinese tourists surveyed) have one or more social media profiles.

While social media users of Scandinavia are registered on sites like Facebook or Twitter, the Chinese netizens navigate an entirely different online landscape. This is also reflected in the survey, where respondents were asked to specify on which sites they have user profiles.

Majority of Chinese tourists in all 3 cities have one or more social media profiles



Q: Do you have one or more profiles on Chinese social media sites?
(graph shows affirmative answers)

N: 639 respondents

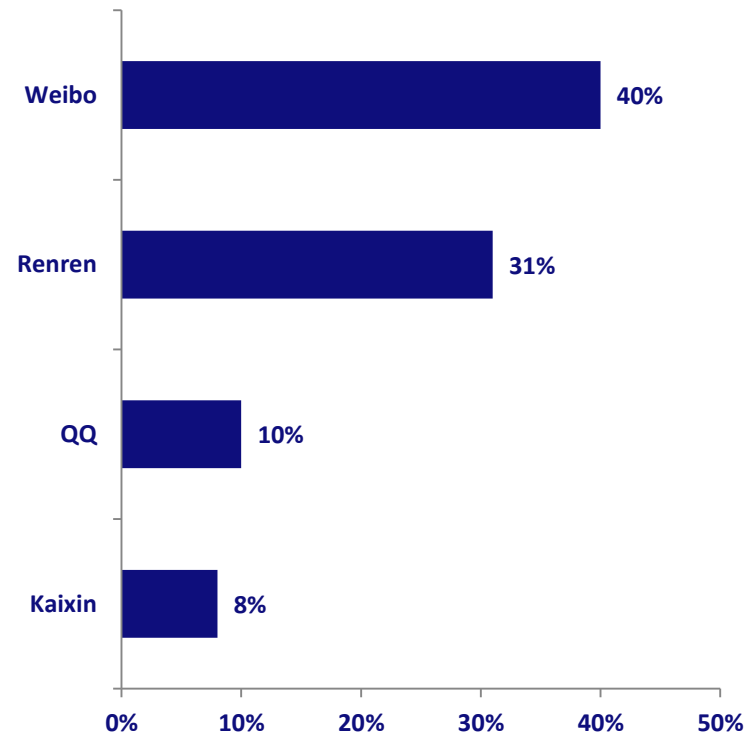
Source : Essential China Travel Trends, 2012; The Mind of the Chinese Traveller (Kairos Future), 2012; McKinsey, 2012

Chinese tourists on Weibo and Renren

The Chinese tourists surveyed were asked to specify on which social media sites they were registered. When compiling the open answers, the four most frequent sites are all Chinese. These are:

- Weibo; including both Sina Weibo and Tencent Weibo, both vastly popular microblog sites. Sina Weibo has approx. 350+ mio. users.
- Renren; recognized as the Chinese equivalent to Facebook with approx. 147 mio. users
- Kaixin; also a Facebook equivalent with approx. 116 mio. users
- QQ; instant messaging service with 550+ mio. users

Most tourists are on Weibo and Renren



Q: On which sites do you have a profile??
Frequencies in graph based on the total number of answers specifying social media sites
N: 278 open answers

Source : Jens Thraenhart, Dragontrail 2012; Sam Flemming, CIC Data 2012; McKinsey, 2012

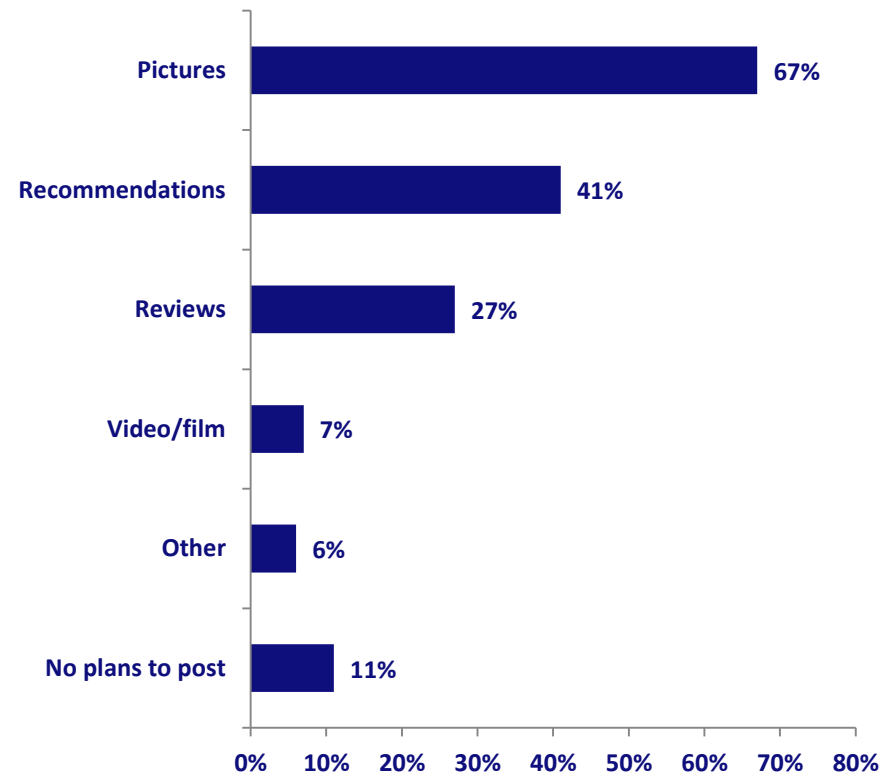
Sharing the Scandinavian experience online

Among the Chinese tourists with a social media presence, the majority have plans to post something from or about their trip online. Only 11% indicate no plans to do so.

67% of Chinese tourists with a social media profile plan to post pictures from their trip online, while a little less than half plan to post online recommendations of sites and places.

These results show potential as user-driven marketing of the Scandinavian destinations as online recommendations and reviews are generally considered trustworthy in China. According to the 2010 Global Web Index netizens even trust reviews and insights on social media three times more than recommendations from an acquaintance.

67% of Chinese tourists want to share their Scandinavian travel pictures online



Q: Have you posted or do you plan to post anything on the internet about your trip?
(note: option to tick as many activities as apply)

N: 668 responses

Source : Jens Thraenhart, Dragontrail 2012; McKinsey, 2012



Expectations & satisfaction

**- How the Chinese
visitors perceive
and experience
Scandinavia?**

What motivates the Chinese to visit Scandinavia?

To better understand the motivations and expectations of Chinese tourists travelling to Scandinavia, respondents were asked of their image of the Scandinavian city of survey before visiting for the first time.

Green & clean Scandinavia

There are three overall keywords that summarise the perceptions and expectations of Chinese tourists to the Scandinavian destinations. These are: **Green**; as a place with lots of parks, trees and flowers. **Clean**; as a place free of rubbish and pollution. **Relaxed**; as a place where life is easy, you feel safe and without worry.



How do the Chinese experience Scandinavia?

In order to assess the match between expectations and actual experience, and to further detail our understanding of the Chinese tourist experience in Scandinavia, respondents were asked to specify their aspects of their trip that were most satisfying and similarly most dissatisfying.

Famous must-sees are the best

The Chinese tourists surveyed are most satisfied with their visit to famous must-sees, their experience of local culture and the time to relax and recharge.

Availability of Chinese info is poor

Chinese tourists are most dissatisfied with the availability of Chinese information, Chinese-language mobile applications for travelling the Scandinavian destinations and the city websites in Chinese (or lack of same).

A concerted Scandinavian image

The statistics show a clear, concerted Scandinavian image involving the three keywords: **green, clean and relaxed**.

These key associations also resonate the analysis of Kairos Future, showing that among the major themes on Europe on Chinese social media sites are the perception of European cities as peaceful, clean and with blue skies.

Similarly concerted is the low perception of Scandinavian cities as modern. Less than 30% in all three cities expect Scandinavian cities to be modern, defined in the questionnaire as cities of new technology and modern facilities.

Small differences in expectations

Though the results demonstrate a concerted image, there are also differences in the expectations and perceptions of the three Scandinavian capital cities.

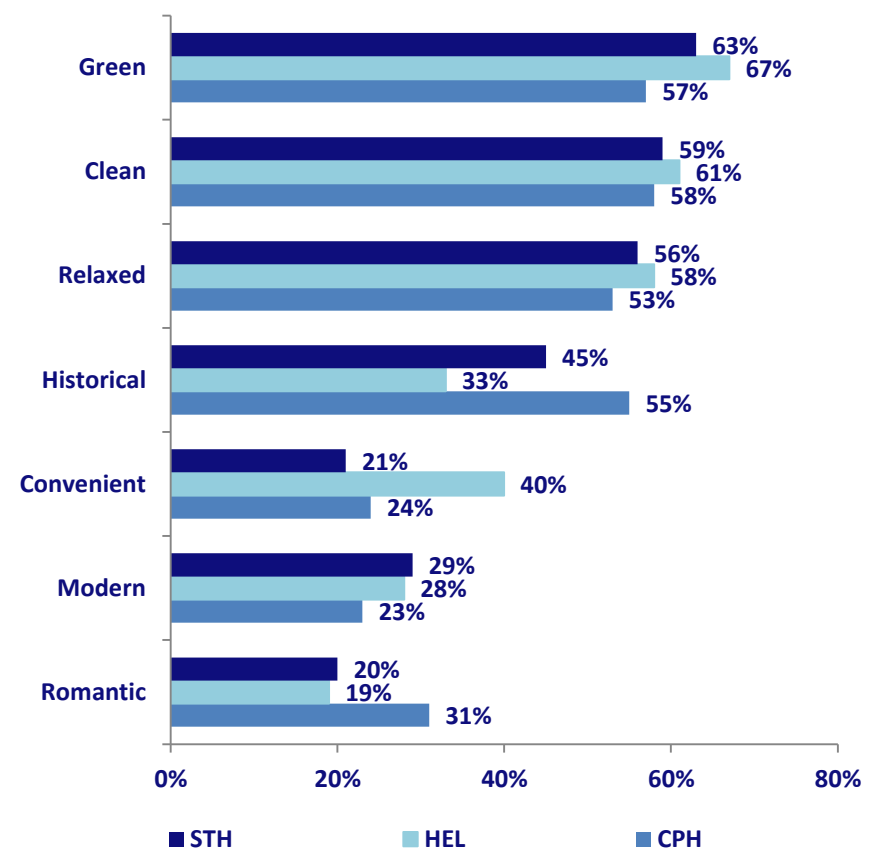
CPH is historical and romantic

The Chinese visitors surveyed in Copenhagen have a strong expectation of the city as historical, more than for the other two cities. In addition, Copenhagen is also perceived as the most romantic of the three capitals.

Helsinki most convenient

Chinese visitors surveyed in Helsinki expect the city to be convenient, considerably more than respondents in both Copenhagen and Stockholm. In the questionnaire a convenient city is defined as a city where you can see and do everything in no time.

Expectations: Same, same but slightly different



Q: What was your overall impression of (city) before coming for the first time?
 (note: option to tick as many activities as apply)
 N: 2000 responses

Source : SOAS, 2012

Scandinavia hits on the tourist experience, flips on convenience

The Chinese visitors were asked to rate what is most important to them when travelling in general (on a scale from 1-5, with 1: not important at all and 5: extremely important). They were then similarly asked to rate their level of satisfaction with the same items while in Scandinavia (with 1: Very dissatisfied and 5: Very satisfied).

Top hit: Historical & famous sites

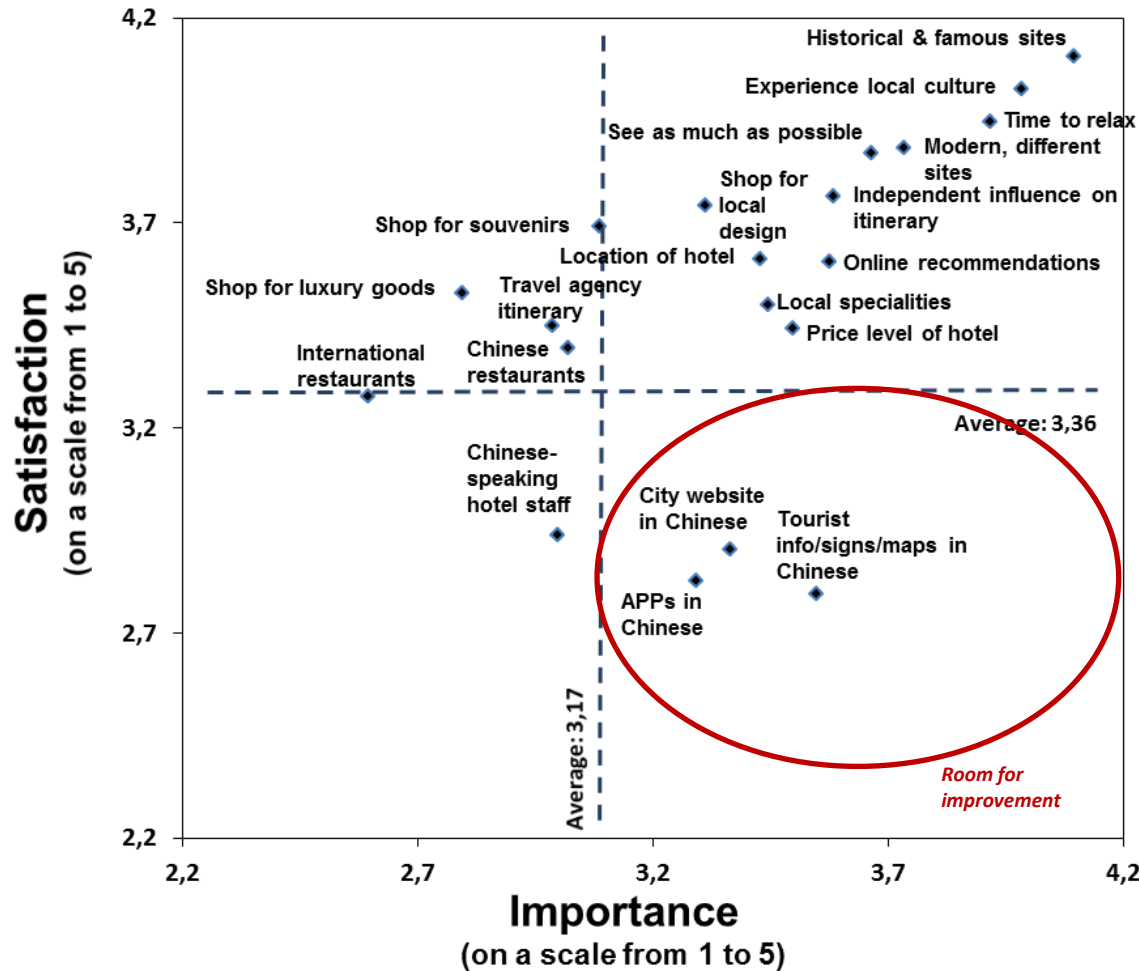
As clearly depicted in the overall scatter plot (see next page), the most satisfying elements of the Chinese visitors' Scandinavian experience involve visit to historical and famous sites, experience of local culture and time to relax. All of these items score high on both importance and satisfaction (upper right corner of the scatter plot). The items in this section can generally be themed as "experience-level" items – what you actually see and do, while travelling.

Lack of convenience on the flip side

On the flip side of the Chinese visitors' experience in Scandinavia are the items rated high in importance, yet low in satisfaction. These areas indicate important "room for improvement" to Scandinavian destinations in catering to the needs and wishes of Chinese visitors (lower right corner).

The most dissatisfying, yet important elements of the experience in Scandinavia include: the availability of city websites, mobile APPs and tourist information/maps in Chinese. These flip side elements can be themed as "convenience-level" items - or rather what makes it possible and easy to experience the travel destination.

SCANDINAVIA at large: Good experiences, though inconvenient



Explorer activities are important

As previously described, travel research points to the development of a "new Chinese traveller segment" that is less price-sensitive and instead more focused on the quality of the experience and more willing to venture outside the safety of tour groups.

It is noteworthy that the majority of items in the upper right side of the plot (the hits section) are activities commonly related to this new and exploring traveller segment. These activities involve: experiencing the local culture, shopping for local design and eating local specialties, while also prioritising independent influence on travel itinerary.

Based on survey responses to 1) the importance of listed elements when travelling (on a scale from 1-5) the satisfaction with listed elements on this particular trip (on a scale from 1-5)

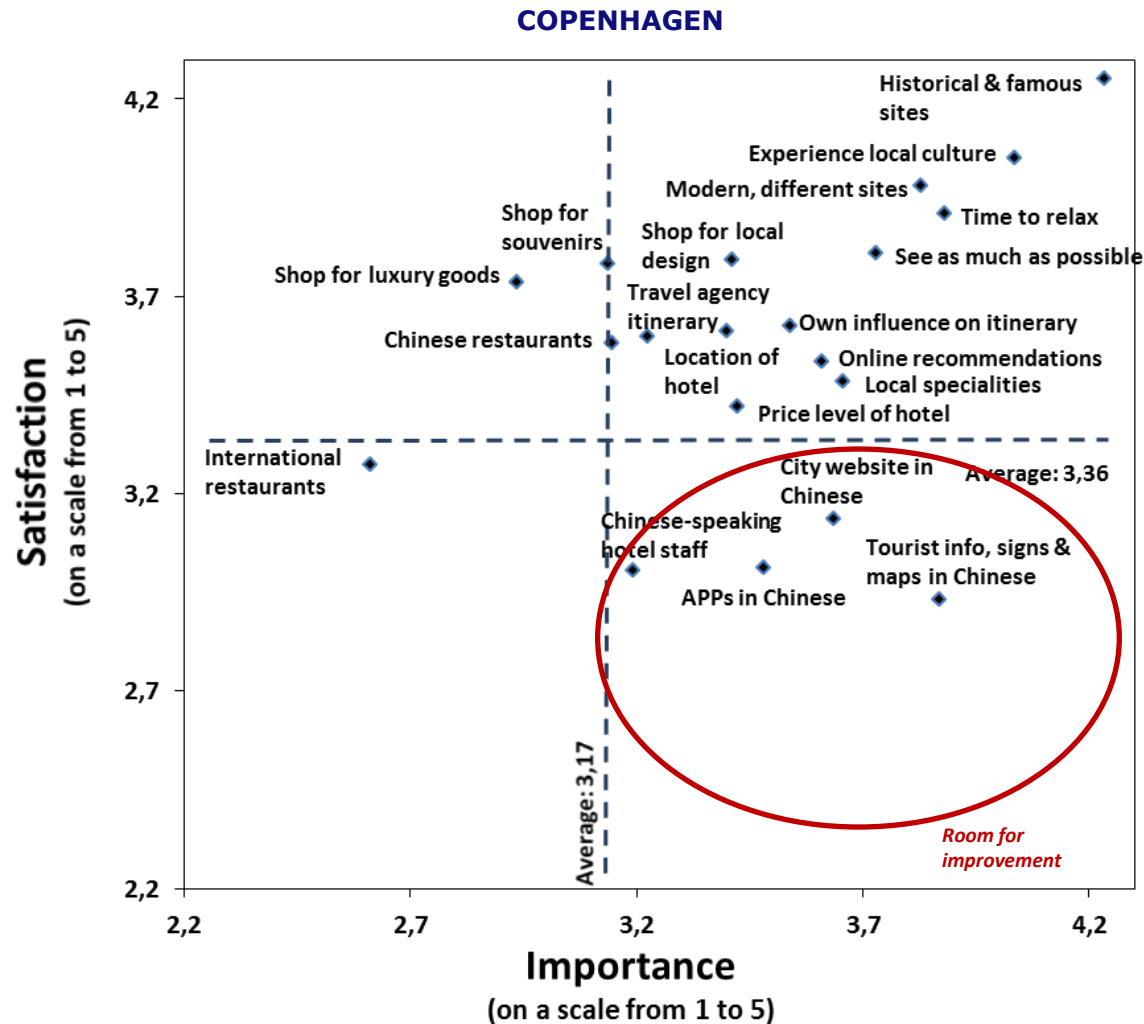
CPH is kodak moments, but not convenience

Copenhagen demonstrates an above-average satisfaction level in terms of visiting historical and famous sites. In this aspect, Copenhagen lives up to the expectations of tourists, depicting Copenhagen as the most historical city of the three.

Surprisingly, shopping is not rated as very important, yet satisfaction with this aspect is somewhat high.

The scatter plot furthermore underlines Copenhagen’s room for improvement. The Chinese tourists want more available Chinese information, including more Chinese speaking service personnel.

Finally, the low rating in both importance and satisfaction with the international restaurants of Copenhagen doesn’t match the city’s self-perception as being a gourmet capital.



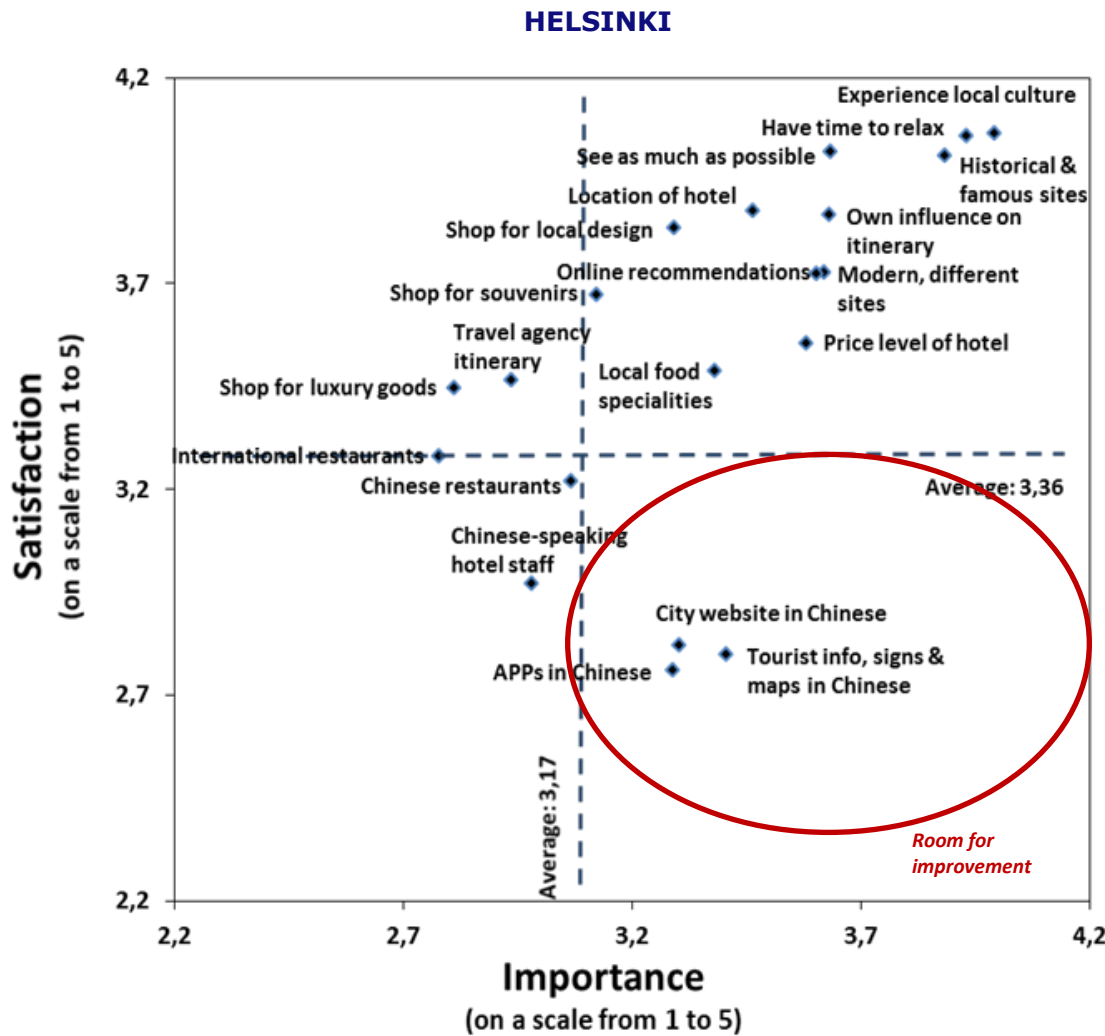
Based on survey responses to 1) the importance of listed elements when travelling (on a scale from 1-5) the satisfaction with listed elements on this particular trip (on a scale from 1-5)

HEL for exploring local culture

Matching the expectations of tourists surveyed in Helsinki, historical & famous sites are not ranked nearly as high in terms of importance and satisfaction in Helsinki as is the case with Copenhagen.

Helsinki, however, hits in terms of experiencing the local culture and time to relax. This correlates well with the higher propensity of "explorer" activities in the travel itineraries of respondents in Helsinki.

With regards to room for improvement, Helsinki faces the same challenges as Copenhagen, including the accessibility and availability of Chinese language information. This is somewhat surprising as Helsinki is the only of the three cities with a Chinese language version of the city tourism website.

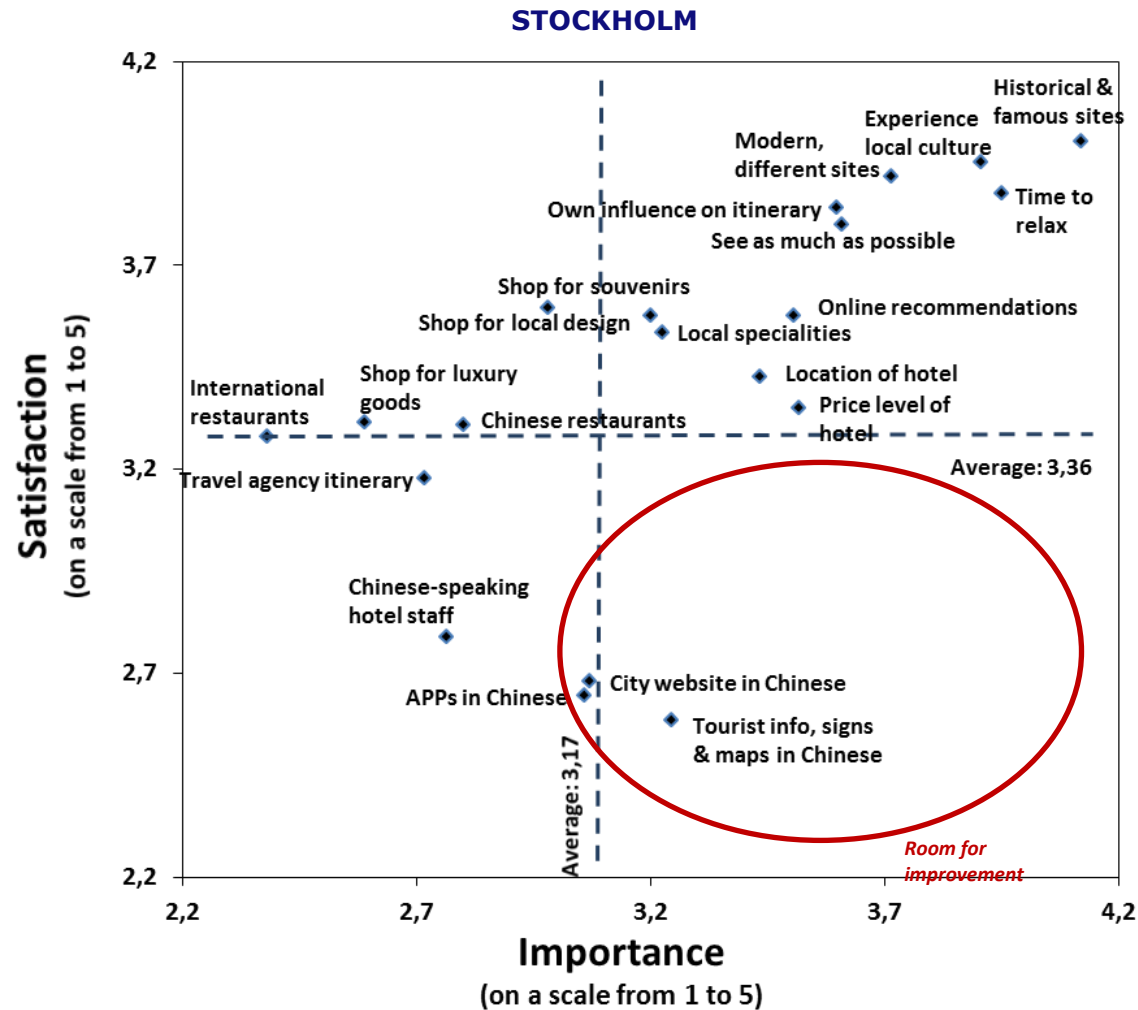


Based on survey responses to 1) the importance of listed elements when travelling (on a scale from 1-5) the satisfaction with listed elements on this particular trip (on a scale from 1-5)

STH less convenient, but it's not as important

Though highlights remain largely the same across the Scandinavian picture, the room for improvement-section differs slightly.

Respondents in Stockholm are generally less satisfied with the availability of Chinese information, but they do not rate this nearly as important as respondents in the two other cities. The lower importance of Chinese language information could be due to the relatively high share of Chinese tourists visiting friends or relatives, in addition to the higher degree of experienced travellers to Stockholm. Both groups of travellers (which in many cases overlap) do not have the same need for assistance in touring the city, yet they still find the current standard of information available dissatisfying.



Based on survey responses to 1) the importance of listed elements when travelling (on a scale from 1-5) the satisfaction with listed elements on this particular trip (on a scale from 1-5)

Comparing hits and misses between the cities: Desire to influence own travel itinerary

As outlined, there is a general picture across the Scandinavian city destinations of both hits and misses.

Keeping in mind, however, the considerably larger share of tour groupers among Copenhagen respondents, it is interesting to compare the scatter plot of Copenhagen to that of the other two cities.

In line with the development from the traditional Chinese tourist of tour groupers to the new and exploratory Chinese tourist, the respondents of Copenhagen indicate a lower degree of satisfaction with their own influence on travel itinerary, though rated as relatively important. The same for the travel agency's itinerary, also rated relatively important, though in the lower ratings of satisfaction level.

In contrast the respondents of Stockholm are quite satisfied with their own influence on itinerary, which is also considered important. While the travel agency's itinerary is neither important nor satisfactory. Though slightly less outspoken, the same can be observed from the responses in Helsinki.

Though difficult to conclude anything in relation to development trends without comparable data from previous years, the comparison of the cities (taking Copenhagen as representative of the traditional tourists and Stockholm as providing small insight into the more independent Chinese traveller) the results suggest that independent influence on travel itinerary is increasingly valued by Chinese tourists and the travel itinerary provided by tour agencies is increasingly dissatisfying to the travellers.



Motivation and experience

- exploring the minds of the Chinese visitors

Scandinavia in the minds of Chinese visitors

The Chinese visitors in the survey were asked to openly share their motivation for travelling to Scandinavia, as well as their best experience and their worst experience in the Scandinavian city of survey.

These answers provide insight into two important aspects of understanding the Chinese visitors to Scandinavia, namely:

- 1) The ideal Scandinavian experience, which motivated the Chinese visitors to come
- 2) The actual Scandinavian experience, for better and worse

There are common traits across the Scandinavian borders, both in terms of motivation for coming and in relation to best and worst experience while here. These will be outlined in the following, while city specific differences will be detailed in the separate city chapters.

Word clouds and Chinese phrases

In assessing the open answers of the surveyed Chinese visitors, we've created word clouds for each category: motivation for coming, best experience and worst experience.

The word clouds graphically depicts the words that appear with the highest frequency in the answers. As such, the word clouds provide a quick overview of the main themes of the responses.

These word clouds are however only made with the English translations of answers, and only reflect the frequency of words in the responses given. To assess the more qualitative nature of the open answers, we've also looked at the original Chinese language responses and included key quotes to summarize the most important themes as well as differences between the cities.

Motivated to experience the foursome of Scandinavia

One of the primary motivations for travelling to the specific city of survey, as expressed by the Chinese visitors, is to experience Scandinavia as an entity of four countries. This is coined by the expression in Chinese: “ ”北欧四国”, which literally means the four countries of Northern Europe, namely Denmark, Sweden, Norway and Finland.

Through their motivation for coming, many respondents indicate a concerted expectation to the Scandinavian experience, involving the Scandinavian scenery, culture and history as well as a collective image of the Scandinavian people.

This resonates with the netnographic study by Kairos Future, mapping the mental travel routes of Chinese travellers, putting all four Scandinavian countries in the same group.

Source : The Mind of the Chinese Traveller (Kairos Future), 2012

“北欧四国，必经之地”

The four Scandinavian countries are must-see places

“向往北欧的景色，风土人情，喜欢北欧人的善良真诚”

Wanted to see Scandinavian natural scenery, experience the culture and customs. I also like the kindness and sincerity of Scandinavians

“北欧风情，北欧的人很好”

Scandinavian customs and conditions, very nice Scandinavian people

“了解北欧美景和历史文化，风土人情”

Visit scenic places in Scandinavia and learn more about Scandinavian history, culture, customs, and traditions

“北欧自然风景好，赫尔辛基是北欧代表性必去国家之一”

Scandinavia has beautiful natural scenery, Helsinki is representative of Scandinavia and is a must-go-to place

“观光，体验北欧的人文景观”

Sightseeing, experience the cultural landscape of Scandinavia

“了解北欧风光和人文自然景观”

View Scandinavian nature/scenery as well as experience local culture

“向往北欧的景色，风土人情，喜欢北欧人的善良真诚”

Wanted to see Scandinavian natural scenery, experience the culture and customs, I also like the kindness and sincerity of Scandinavians

“因为北欧和哥本哈根市一直向往的美丽而浪漫的地方，所以到此度假”

Always thought of Scandinavia as a beautiful and romantic place, so decided to vacation here.

Q: What motivated you to come to Scandinavia and (city of survey)?

Above are quotes of Chinese visitors' responses

Motivated by the opportunity to broaden the mind

Many Chinese visitors also express a motivation for coming to Scandinavia to make comparisons and learn from the experience of something new and different.

The travel-experienced express a motivation in comparing Scandinavia to other European destinations, whereas others are motivated by the opportunity to seek knowledge and general formation through contrasting the familiar and the unfamiliar, comparing China and Scandinavia.

Inherent to this motivation of broadening the mind by experiencing Scandinavia is also an overall motivation for travelling in general, namely to strive for life experience and general formation through travel to foreign destinations.

Q: What motivated you to come to Scandinavia and (city of survey)?
Opposite are quotes of Chinese visitors' responses

“欧洲只有北欧没有来过，了解北欧”

Scandinavia is the only part of Europe that I haven't been to yet, want to learn more about Scandinavia

“文化与自己国家差异较大”

Big cultural differences between Scandinavia and my home country

“风土人情有自己的风格特点。能来此一游了解一下，丰富自己的人生经历也是有必要的”

Scandinavian customs and traditions have their own unique characteristics. Travelling here to understand those, and enriching one's life experiences, is something that one ought to do

“心目中的北欧是个理想的社会，自然生态及人文环境都不错，故想实地感受一下”

Scandinavia, in my mind, is an ideal society, with good social systems as well as a good natural environment, wanted to come here and experience that myself

“多旅游使人心胸宽广”

Much travelling broadens the mind

“读万卷书，行万里路”

Read ten thousand books, walk ten thousand miles (Chinese proverb quoted by one of the Chinese visitors in the survey, meaning: in order to attain wisdom, it is now enough to merely read books, one must be well travelled as well)

“我觉城市，和风景，卫生一切值得我们学习，所以选择北欧等有关城市”

Chose to visit Scandinavia and its cities because the cities, the landscape, the sanitation conditions are all worth for us to learn from.

“开放眼界，认识西方世界”

Broaden horizons, learn more about the Western world

“看看北欧和中国有什么区别”

To see what differences there are between Scandinavia and China

“体验北欧人情风味，同西欧的差别”

Experience the culture and style of Scandinavia, see how Scandinavia is different from Western Europe

Motivated by the opportunity to ease the mind

In addition to the educational aspects of travelling, the Chinese visitors also express an almost poetic expectation to the serenity and purity of Scandinavia. Their motivation for visiting Scandinavia is driven by the possibility to seek out the peacefulness of Scandinavia and relaxing the mind.

Reading the open answers of Chinese visitors, it becomes evident that this motivation of purity and cleanliness is not solely related to the Scandinavian environment and air quality, but also to the idea of a care-free society and its friendly inhabitants.

Meanwhile, the elements of cleanliness and purity are interrelated as for example clean air, lack of noise and easy living are all described as prerequisites to enjoy life and relax the mind.

“感受北欧这片纯净之地，放松心情”
See the pure land that is Scandinavia, relax and ease the mind

“一直向往北欧的宁静”
Always longed for the serenity of Scandinavia

“天然氧吧，享受生活”
Natural 'oxygen bar', enjoy life

“天人合一，和谐共生，真诚，友好，居住的天堂”
'Oneness of heaven and humanity', harmonious coexistence (of man and nature), sincere, friendly, a perfect place to live

“生态，安闲，不很喧闹，比巴黎、罗马更有吸引力”
Way of life, peaceful and care-free, not very noisy, more appealing than Paris and Rome

“放松身心，缓解工作疲劳”
Relax body and mind, relieve the weariness from work

“放松心情，喜爱生活”
Relax, ease mind, enjoy/love life

“放松心情，有个有意义的假期”
Relax and ease the mind, have a meaningful holiday

“北欧给我的感觉是舒适安逸，想来体验一下”
To me, Scandinavia is a comfortable and peaceful place, wanted to experience that

Q: What motivated you to come to Scandinavia and (city of survey)?
 Above are quotes of Chinese visitors' responses

Best of Scandinavia: A harmonious experience

Reading through the answers, the words related to "best experience" that stand out with the highest frequency in the word cloud, are related to an overall experience of Scandinavia as an orderly and harmonious society.

The experience of a harmonious society primarily concentrates on key elements like fresh air green environment and little pollution, but also involves the balance between man and nature, the orderly society and the civilized and friendly behavior of Scandinavian society.

The underlying experience of harmony is important, as harmony exists as a deeply rooted element of Chinese culture, both as an element of yin and yang, but also as an objective of modern day Chinese politics.

"人与自然很和谐，干净"

Humans and nature in harmonious coexistence, clean

"有秩序，较干净，人都很热情"

Good social order, quite clean, everyone is very friendly

"空气好，治安好，当地人有礼"

Fresh air, good public order, courteous locals

"绿色，生态，休闲，干净，和谐"

Green, way of life, relaxed, clean, harmonious

"干净，整洁，文明"

Clean, tidy, civilized

"清洁，安全，舒适，历史，诚信，礼仪"

Clean, safe, comfortable, historical, sincere, etiquette

"绿色，生态，休闲，干净，和谐"

Green, the environment, relaxed, clean, harmonious

"人们友善和谐，环境优美，绿色"

Friendly and harmonious people, beautiful environment, green

"空气清新，安静，和谐"

Clean and refreshing air, peaceful, harmonious

"社会和谐，环境优美，与人友善"

Harmonious society, beautiful environment, friendly people

Q: What was your best experience while in (city of survey)?

Above are quotes of Chinese visitors' responses

The worst of Scandinavia: Inconvenient for Chinese visitors

Though the worst experiences of Chinese visitors vary between the three cities of survey, there is an overall complaint – also apparent from the word cloud – of the inconvenience for Chinese visitors travelling in Scandinavia.

This inconvenience is mainly related to the lack of Chinese language information and service. Listed both in relation to the information provided by tourist informations and at attraction sites, as well as in relation to service experiences in airports, hotels, shops and restaurants.

In addition, the Chinese visitors express a general dissatisfaction with the quality and standard of Chinese food.

“没有中文标识和中文服务”

No signs and no service in Chinese.

“中文指示牌，中文介绍少，餐馆里中文介绍少”

Few Chinese signs, few explanations in Chinese, few Chinese explanations in restaurants

“找不到人问路”

Couldn't find anyone to ask for directions

“中国人旅游越来越多，却少有看到中文的旅游地图，购物商场无会说中文的雇员”

More and more Chinese people are travelling abroad, yet there are few maps in Chinese, no Chinese-speaking employees in shopping centres

“观光车等旅游设施没有中文标志”

Sightseeing buses and other tourist facilities do not have Chinese signs/information

“由中国在世界崛起，中国人去国外旅游必将越来越多，跟团游个人不操心，但要自由行就要有中文的地图和能交流的人员”

With the rising role of China in the global society, more and more Chinese people will start to travel abroad; travelling in a group is easy and care-free, but people travelling on their own need to have maps in Chinese and Chinese-speaking staff to communicate with

“这里的中餐太难吃”

The Chinese food over here is really bad

“中国餐馆味道不佳”

The Chinese restaurants are not good

Q: What was your worst experience while in (city of survey)?
Above are quotes of Chinese visitors' responses



Experience local culture and customs in CPH

The word cloud above compiles the answers of Chinese visitors to Copenhagen regarding their motivation for travelling to Copenhagen.

Scandinavia appears with a high frequency, reflecting that many Chinese visitors come to Copenhagen motivated to see all four countries of Scandinavia. The word cloud, however, also highlights the experience of culture and customs, traditions and history.

Motivated by fairytales and romance

In addition to the overall motivations for visiting Scandinavia, Chinese visitors to Copenhagen are also motivated by their familiarity with the fairytales of Hans Christian Andersen (Andersen (安徒生), involving also a motivation to see the statue of The Little Mermaid. This fairytale image is also linked to a perception of Copenhagen as both historical and romantic, which also motivate Chinese to visit.

“浪漫气息的吸引，古老神话的吸引”
Romantic atmosphere, historic, fairytale world

“亲眼看看北欧高福利的人民生活，看看曾在上海见过的小美人鱼，童话之王安徒生像”
Want to see how people live in the Scandinavian welfare states, visit the Little Mermaid, who I once saw in Shanghai, and see the king of fairy tales, Andersen's sculpture

“浪城市历史悠久，文化底蕴深厚，建筑保存完好”
A city with a long history, rich cultural heritage, well-preserved buildings

麦是童话世界，充满浪漫
Denmark is a fairytale world, very romantic

从小喜欢看安徒生童话故事，很想看看他的生活地方
Have loved H.C. Andersen's fairy tales ever since I was a little child, so wanted to visit his home country.

Q: What motivated you to come to Scandinavia and Copenhagen?
Above are quotes of Chinese visitors' responses

Best of CPH: Friendly and good for shopping

Apart from the best Scandinavian experiences, as already outlined in the general picture, several visitors point to their meeting with the friendly people of Copenhagen and Denmark as part of their best experience.

Copenhagen is furthermore emphasized as good for shopping, both in terms of price and convenience.

Worst of CPH: Dirty and messy

Describing their worst experience in Copenhagen, some Chinese visitors leave with an impression of Copenhagen as dirty and messy with rubbish in the streets and at tourist sites. This stands in contrast to the overall positive expectation and experience of Scandinavia as a harmonious and clean destination, as the dirt and mess is generally associated with a lack of order and a call by Chinese visitors for more "strict measures" to ensure a clean and tidy city.

Q: What was your best experience while in (city of survey)?
Opposite are quotes of Chinese visitors' responses

“哥本哈根风景很好，是购物的天堂”
Copenhagen has very beautiful scenery, and is a shopping heaven

“人们友善和谐”
Friendly and harmonious people

“环境优美，居民和善，城市清洁，回忆美好”
Beautiful environment, friendly people, clean city, good memories.

“买东西相对便宜”
Relatively cheap to buy things

“购物便捷”
Shopping is easy and convenient

“人们善良，风景优美，吸引人”
Kind-hearted people, beautiful scenery, intriguing

“a. 历史，古迹保持完好 / b. 城市整洁，干净 / c. 民风友善，纯朴”
a. history, historical sites are well preserved, b. tidy and clean city, c. friendly and honest people

“城市脏”
The city is dirty

“秩序一般，过于嘈杂”
Not particularly orderly, quite tumultuous

“市政厅附近太杂闹。 / 最后一天旅行结束时在酒店早餐时，有客人包被偷”
The area near the city hall was very messy. / Someone got their bag stolen at breakfast in the hotel on the last day of the trip

“步行街景点不太清洁”
Strøget is a bit dirty

“卫生条件一般”
City hygiene not particularly good

“旅游景区环境不太干净”
Tourist sites can be a bit dirty

Worst of CPH: Inconvenient to Chinese visitors

Copenhagen is no exception to the experience of many Chinese visitors that Scandinavia is inconvenient to the Chinese-speaking traveller. Visitors in Copenhagen point to the lack of Chinese information around the city and at tourist sites, and the lack of Chinese TV channels in hotels rooms as well as the general standard of Chinese food. The inconvenience of Copenhagen, however, also entails the lack of free WiFi around the city, lack of public rest rooms and an inconvenient currency exchange requirement.

Worst of CPH: Poor service experience

In addition to the lack of Chinese services offered, several Chinese visitors also point to poor service experiences, specifically in hotels and customs. A few visitors even resonate a feeling of general disrespect towards Chinese by the Danish people.

Q: What was your worst experience while in Copenhagen?
Opposite are quotes of Chinese visitors' responses

“哥本哈根风景很好，是购物的天堂”
Copenhagen has very beautiful scenery, and is a shopping heaven

“没有中文标识和中文服务”
No signs and no service in Chinese

“电视节目，中文的台少”
TV programmes, few Chinese TV channels

“中文服务欠缺”
Lacking service in Chinese

“中文的标志太少，讲中文的朋友较少”
Too few signs in Chinese, relatively few people who can speak Chinese.

“商店里会中文和懂中文的服务员太少了”
Too few shop assistants who can understand and speak Chinese

“景点，旅馆没有中文提示和服务”
No signs or service in Chinese at tourist sites + hotel

“却中文指导”
Lack Chinese directions/guide

“有点建议：景点多一些厕所，特别女厕所!还有多一些免费 wifi 没 password!”
Some suggestions: more toilets at tourist spots, especially ladies' rooms! And more free wifi that don't require a password!

“中餐吃饭还要改进”
The quality of Chinese food should be improved

“消费找零总是当地货币，不太方便”
When buying things, the change you get back is always in the local currency, not very convenient for tourists.

“宾馆服务人员态度恶劣，服务态度较差”
Hotel staff had an extremely bad attitude, bad service

“海关受银好不友好”
Very unfriendly customs personnel

“个别丹麦人不太尊重中国人”
Some Danish people did not seem to respect the Chinese much

Best of HEL: Civilized, pure and tranquil

Though the experience of Scandinavia as a destination of cleanliness, order and purity is described by the Chinese visitors in all three cities, this narrative is even more outspoken among the visitors in Helsinki.

The orderly and pure experience of Chinese visitors in Helsinki is strongly related to the encounter with the Finnish people. Several Chinese visitors describe the Finnish as personifications of the orderly and pure society, emphasizing the honesty, civility and simplicity of the people.

Though all three Scandinavian cities are highlighted as places for relaxation, Helsinki stands out as the city with positive experiences related to the tranquility and slow pace of the city.

“人很严谨，守纪，自然风光很好”
People are very disciplined and follow rules, very beautiful natural scenery

“干净简洁，城市文明礼貌，人民很有好”
Clean and concise, civilized and polite, people are friendly

“温和的气候，民风纯朴，干净，舒适”
Mild climate, simple and honest people, clean, comfortable

“这是全世界最纯净的土地”
This is the purest land on Earth

“人少，安静，生活节奏慢，环境优美”
Few people, peaceful, slow pace of life, beautiful environment

“绿色，慢节奏，舒适”
Green, slow-paced, comfortable

“人文环境，城市环境很好”
Very good cultural/human environment, and urban environment

“环境好，人善良”
Good environment, kind-hearted people

“古典气息，有礼貌”
Classical atmosphere, people have good manners

“空气好，治安好，当地人有礼”
Fresh air, good public order, courteous locals

Q: What was your best experience while in Helsinki?
 Above are quotes of Chinese visitors' responses

Worst of HEL: Too slow-paced

Though the tranquility and slow pace of Helsinki is emphasized by some Chinese visitors as part of the best experience in the city, other visitors equal the slow pace to an uninteresting experience.

Several respondents use the word boring to describe their worst experience and some even equal the slow pace of the city with an inefficient society where work is slow and shops close too early, making it inconvenient for Chinese visitors to experience.

“玩的东西少，吃的不好，英文标识少”
Few things to have fun with, bad food, few signs in English

“无聊，娱乐太少”
Boring, not enough entertainment

“商店关门太早-无聊”
Shops close too early - boring

“工作效率慢”
Work is slow/inefficient

“商店开业时间短”
Shops' opening times are too short

“生活节奏较慢”
Life is a bit too slow-paced

“物价高，购物场所关门时间太早”
Expensive, shopping mall closes too early

“工作效率太低”
Too low efficiency

“没啥好玩的地方”
Not really any places to have fun

“没什么好玩，无聊”
Nothing really to do, boring

“购物或登机，退税时，速度慢，感觉工作人员不够紧张”
Shopping, boarding the plane, or getting tax refunds could take a long time, got the feeling that the employees were not being efficient enough

Q: What was your worst experience while in Helsinki?
 Above are quotes of Chinese visitors' responses

Best of STH: Friendly, historical and convenient

Chinese visitors to Stockholm describe their best experiences in the city as related to 1) the friendly people of Stockholm and Sweden, 2) the historical and beautiful sites to see and 3) the convenience of travelling there.

As the survey results show that Stockholm see a larger share of experienced and independent travellers, this could also be the explanation why the convenience of ie. transportation is highlighted by several respondents. Travelling outside of a tour group, visitors are more likely to make use of public transportation means and other offerings of the city.

“干净，空气好，人很友好，放松休假”

Clean, nice air, very friendly people, relax and vacation

“城市非常美丽，干净，交通方便，居民十分友好”

The city is very beautiful, clean, transportation is convenient, locals are very friendly

“第四次来斯德哥尔摩，每一次都留下了深刻的印象和美好的回忆。清澈的湖水，纯净的空气，便捷的交通，都给我留下了最好的印象”

The 4th time I'm visiting Stockholm, every time I leave deeply impressed and with fond memories. The clear lakes, the fresh air, the convenient transport system have all made deep impressions on me

“老城保存完好，空气好，绿化很好，人民友善”

Well-preserved Old Town, nice air, nice green areas, friendly people

“交通方便”

Convenient transport system

“卫生，有序，安静，安全，交通便利”

Hygienic, orderly, peaceful, safe, convenient transportation

“文明，为生，交通方便”

Civilized, hygienic, convenient transportation

“市政交通方便”

Convenient transportation in the city

“交通便利，城市干净整洁”

Convenient transport, clean and tidy city

Q: What was your best experience while in Stockholm?

Above are quotes of Chinese visitors' responses

Worst of STH: Too expensive and poor service

In addition to the lack of Chinese information and service, as also highlighted for the other cities, there are two overall themes that stand out among the worst experiences of Chinese visitors to Stockholm, namely the price level of Stockholm and a number of poor service experiences.

Whereas Helsinki is noted for an expensive entrance fee at the national museum and Copenhagen praised for cheap shopping, Stockholm is noted as expensive on several aspects: food, hotel, transportation and "things".

Though poor service experiences are general to all three Scandinavian cities, several Chinese visitors to Stockholm highlight very specific incidents of poor service; at the tax refund desk in the airport, with travel agency services, taxi drivers and three visitors also describe unfortunate experiences of thievery and trickstery involving pick-pockets and accommodation scams.

“物价较贵，物品种类较少”
Things are relatively expensive, there is little product variety

“交通费贵”
Public transport is expensive

“旅店太贵”
Hotel too expensive

“东西贵”
Things are expensive

“投诉：从机场到酒店才520元，从酒店到机场要2070元，不明白，太恶劣”
Complaint: The trip from the airport to the hotel only cost 520 kr., but the trip from the hotel to the airport cost 2070 kr., do not understand, atrocious

“机场 tax refund 工作人员服务态度差”
Poor service attitude of the staff at the tax refund desk in the airport

“机场退税服务人员态度相当恶劣”
Very poor service provided by the travel agency

“被小偷倒了液体在生上，想籍此抢东西，幸好我立即离开”
A thief poured a liquid on me, using the opportunity to try to steal from me, but luckily, I immediately got away

“住房难找，有骗子（但不使瑞典人）”
Difficult to find accommodation, there were swindlers (they were not Swedish, though)

“交通太贵，蓝莓、三文鱼等海产品太贵。没有lobster meat。招租信息有大量骗子（非瑞典人），租房难找”
Public transport is too expensive. Too expensive blueberries, salmon and other seafood. No lobster meat. Many fraudsters in the rental market (not Swedes, though), difficult to find rental accommodation.

Q: What was your worst experience while in Stockholm?
 Above are quotes of Chinese visitors' responses



Appendices 1-3

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13. 您是第几次来欧洲？

- 第一次
 第二次
 三到五次
 五次以上

14. 您在赫尔辛基做了些什么？

(可以在一个以上的空格内打勾)

- 参观旅游景点
 参观博物馆/展览馆
 品尝当地风味食品
 品尝多国风味食品
 吃中国饭
 购买旅游纪念品
 购买高档品牌消费品
 购买当地设计消费品
 观看剧院演出，听音乐会及其他
 参加商务活动、会议、演讲
 参加体育活动（徒步旅行、骑自行车、帆船...）
 赌场

15. 您第一次来赫尔辛基之前对赫尔辛基有什么印象？

(可以在一个以上的空格内打勾)

- 简单方便（不用花多长时间就可以看到和办到很多事）
 浪漫气息（能激发浪漫的感觉）
 历史悠久（有很多古老的建筑、雕塑、纪念碑）
 绿色城市（有很多公园、森林和绿地）
 干净整洁（很少垃圾和污染）
 休闲舒适（生活轻松安逸，感觉很安全放松）
 现代先进（有高水平的科学技术和现代化的设施）

16. 您的旅行中有没有购物的计划？

- 有
 没有

16.1 如果有，请您注明去了哪些商店购物。

21. 您是否在中国的社交网站上注册（比如 weibo.com, renren.com, kaixin.com 等）？

- 是
 否

21.1 请注明您在哪些网站注册了：

21.2 您是否已经或者准备把您的旅行体验放在网上？（可以在一个以上的空格内打勾）

- 介绍，推荐
 评论
 照片
 录像
 其他
 我没有准备把这次的旅行体验放在网上

如何得知旅游信息

17. 您到达这里之前是否在网上查过赫尔辛基的旅游信息？（可以在一个以上的空格内打勾）

我查过以下的信息：

- 住宿
 飞机航班
 购物情况
 其他情况（旅游景点、饮食、展览馆/博物馆）

18. 您在做旅游计划的时候，认为哪些网页提供旅游信息是最好的？

www. _____

www. _____

- 我没有使用网络来查找信息

19. 您在购买机票、预定旅馆及其他旅游计划的时候，认为哪些网站是最好的？

www. _____

www. _____

- 我没有使用网络

20. 您是否有智能手机/平板电脑？

- 有
 没有

20.1 如果有，您在这儿是否使用过？

- 是
 否

20.2 如果是，您是否使用过以下软件，比如电子地图、导游、语言翻译及其他？

是，请注明：_____

否 _____

您在旅游中重视的项目

22. 通常您在旅行的时候，您一般认为什么问题是最重要的？依据您自己的看法，请在下面所有的问题上根据重要程度打分。从1到5，1是最不重要，5是最重要

	重要程度					
	最不重要	1	2	3	4	5
旅馆离市中心位置						
旅馆的价格水平						
旅馆是否有会讲中文的雇员						
有好的中餐馆						
有国际著名的餐馆						
有当地风味的餐馆						
可以购买高档消费品						
可以在景点购买旅游纪念品						
可以购买到当地设计的品牌物品						
参观历史景点和必看的著名景点						
参观现代和其他风格的景点						
翻译成中文的旅游信息、路牌、和城市地图						
中文版的城市网页						
中文版的手机旅游导览						
您自己可以安排旅游行程						
由旅游公司安排好的行程						
网上关于旅游目的地的介绍和推荐						
体验当地的文化						
有时间放松和休息						
尽可能多参观点						

23. 您为什么选择到北欧和赫尔辛基旅游？请简单地写一下您的主要目的。

13. 您是第几次来欧洲？

- 第一次
 第二次
 三到五次
 五次以上

14. 您在斯德哥尔摩做了什么？

(可以在一个以上的空格内打勾)

- 参观旅游景点
 参观博物馆/展览馆
 品尝当地风味食品
 品尝多国风味食品
 吃中国饭
 购买旅游纪念品
 购买高档品牌消费品
 购买当地设计消费品
 观看剧院演出, 听音乐会及其他
 参加商务活动、会议, 演讲
 参加体育活动(徒步旅行、骑自行车、帆船...)
 赌场

如何得知旅游信息

17. 您到达这里之前是否在网上查过斯德哥尔摩的旅游信息？(可以在一个以上的空格内打勾)

我查过以下的信息:

- 住宿
 飞机航班
 购物情况
 其他情况(旅游景点、饮食, 展览馆/博物馆)

18. 您在做旅游计划的时候, 认为哪些网页提供旅游信息是最好的?

www. _____

www. _____

我没有使用网络来查找信息

19. 您在购买机票、预定旅馆及其他旅游计划的时候, 认为哪些网站是最好的?

www. _____

www. _____

我没有使用网络

15. 您第一次来斯德哥尔摩之前对斯德哥尔摩有什么印象？(可以在一个以上的空格内打勾)

- 简单方便(不用花多长时间就可以看到和办到很多事)
 浪漫气息(能激发浪漫的感觉)
 历史悠久(有很多古老的建筑、雕塑、纪念碑)
 绿色城市(有很多公园、森林和绿地)
 干净整洁(很少垃圾和污染)
 休闲舒适(生活轻松安逸, 感觉很安全放松)
 现代先进(有高水平的科学技术和现代化的设施)

16. 您的旅行中有没有购物的计划?

- 有
 没有

16.1 如果有, 请您注明去了哪些商店购物:

20. 您是否有智能手机/平板电脑?

- 有
 没有

20.1 如果有, 您在这儿是否使用过?

- 是
 否

20.2 如果是, 您是否使用过以下软件, 比如电子地图、导游、语言翻译及其他?

是, 请注明: _____

否

21. 您是否在中国的社交网站上注册(比如weibo.com, renren.com, kaixin.com等)?

- 是
 否

21.1 请注明您在哪些网站注册:

21.2 您是否已经或者准备把您的旅行体验放在网上?(可以在一个以上的空格内打勾)

- 介绍, 推荐
 评论
 照片
 录像
 其他
 我没有准备把这次的旅行体验放在网上

您在旅游中重视的项目

22. 通常您在旅行的时候, 您一般认为什么问题是最重要的? 依据您自己的看法, 请在下面所有的问题上根据重要程度打分。从1到5, 1是最不重要, 5是最重要

	重要程度					
	最不重要	1	2	3	4	5
旅馆离市中心位置						
旅馆的价格水平						
旅馆是否有会讲中文的雇员						
有好的中餐馆						
有国际著名的餐馆						
有当地风味的餐馆						
可以购买高档消费品						
可以在景点购买旅游纪念品						
可以购买到当地设计的品牌物品						
参观历史景点和必看的著名景点						
参观现代和其他风格的景点						
翻译成中文的旅游信息、路牌、和城市地图						
中文版的城市网页						
中文版的手机旅游导览						
您自己可以安排旅游行程						
由旅游公司安排好的行程						
网上关于旅游目的地的介绍和推荐						
体验当地的文化						
有时间放松和休息						
尽可能多参观景点						

23. 您为什么选择到北欧和斯德哥尔摩旅游? 请简单地写一下您的主要目的:

您对哥本哈根的印象

24. 您在哥本哈根旅游满意吗？依据您自己的体验，请在下面的问题上根据满意度打分。
从1到5，1是最不满意，5是最满意

	满意度					不适用
	1	2	3	4	5	N/A
住宿						
旅馆离市中心位置						
旅馆的价格水平						
旅馆会讲中文的雇员						
用餐						
中餐馆						
国际著名的餐馆						
当地风味的餐馆						
购物						
可以购买高档消费品						
可以在景点购买旅游纪念品						
可以购买到本地设计的品牌消费品						
游览						
参观历史景点和必看的著名景点						
参观现代和其他风格的景点						
信息						
翻译成中文的旅游信息、路牌、和城市地图						
中文版的城市网页						
中文版的手机旅游导览						
旅游计划						
您自己安排过的旅游行程						
被旅游公司安排过的行程						
网上关于旅游目的地的介绍和推荐						
旅游的总目的						
体验当地的文化						
有时间放松和休息						
尽可能多参观点						

25. 您这次旅行对哥本哈根最好的印象是什么？

26. 您这次旅行对哥本哈根最差的印象是什么？

27. 如果我们还有一些问题问您，可否请您留下您的 e-mail：

感谢您的合作！

游客调查表

您的哥本哈根和北欧之行如何？



Wonderful Copenhagen 是哥本哈根首都地区的官方旅游管理局。

为了帮助我们提高北欧的旅游事业做得更好，请您回答以下的问题。
填写这个表格大约需要15分钟。

为了表达我们的谢意，我们给您准备了一件小礼品：她是一块有纪念意义的琥珀，号称“北欧黄金”的琥珀，她将会给您带来好运。我们再感谢您的合作，祝您旅途一路顺风！

基本资料

1. 性别

- 男
 女

2. 年龄

- 18岁以下
 18-24岁
 25-34岁
 35-44岁
 45-54岁
 55-64岁
 65岁以上

3. 英语能力

- 流利
 能交流
 简单对话
 不会

4. 学历

- 初中以下
 初中
 高中/中专
 大学
 大学以上

5. 月工资水平

- 10000元（人民币）以下
 10001 - 20000元
 20001 - 30000元
 30001 - 40000元
 40001 - 50000元
 50001 - 70000元
 70000元以上

6. 中国的地址

- 北京
 上海
 广东
 天津
 河北
 山东
 重庆
 江苏
 浙江
 其他，请注明：

您这次在丹麦的行程

7. 您和谁同行？

（请在所有的同行者上打勾）

- 配偶
 孩子
 朋友
 同事
 单独
 其他

9. 您为什么到哥本哈根来旅游？

（可以在一个以上的空格内打勾）

- 度假
 探亲访友
 工作
 学习
 其他

11. 您在哥本哈根停留是否是欧洲之行中的一部分？

- 是
 否

11.1 如果是，请注明其他的城市：

8. 您是否跟团旅行？

- 是
 否

10. 您在哥本哈根停留多久？

- 不过夜
 1晚
 2晚
 3晚
 4-5晚
 5晚以上

12. 您是第几次来哥本哈根？

- 第一次
 第二次
 三到五次
 五次以上

13. 您是第几次来欧洲？

- 第一次
- 第二次
- 三到五次
- 五次以上

14. 您在哥本哈根做了些什么？

(可以在一个以上的空格内打勾)

- 参观旅游景点
- 参观博物馆/展览馆
- 品尝当地风味食品
- 品尝多国风味食品
- 吃中国饭
- 购买旅游纪念品
- 购买高档品牌消费品
- 购买当地设计消费品
- 观看剧院演出, 听音乐会及其他
- 参加商务活动、会议, 演讲
- 参加体育活动 (徒步旅行、骑自行车、帆船...)
- 赌场

如何得知旅游信息

17. 您到达这里之前是否在网上查过哥本哈根的旅游信息？(可以在一个以上的空格内打勾)

我查过以下的信息:

- 住宿
- 飞机航班
- 购物情况
- 其他情况 (旅游景点、饮食, 展览馆/博物馆)

18. 您在做旅游计划的时候, 认为哪些网页提供旅游信息是最好的?

www. _____

www. _____

- 我没有使用网络来查找信息

19. 您在购买机票、预定旅馆及其他旅游计划的时候, 认为哪些网站是最好的?

www. _____

www. _____

- 我没有使用网络

15. 您第一次来哥本哈根之前对哥本哈根有什么印象？(可以在一个以上的空格内打勾)

- 简单方便 (不用花多长时间就可以看到和办到很多事)
- 浪漫气息 (能激发浪漫的感觉)
- 历史悠久 (有很多古老的建筑、雕塑、纪念碑)
- 绿色城市 (有很多公园、森林和绿地)
- 干净整洁 (很少垃圾和污染)
- 休闲舒适 (生活轻松安逸, 感觉很安全放松)
- 现代先进 (有高水平的科学技术和现代化的设施)

16. 您的旅行中有没有购物的计划?

- 有
- 没有

16.1 如果有, 请您注明去了哪些商店购物:

20. 您是否有智能手机/平板电脑?

- 有
- 没有

20.1 如果有, 您在这儿是否使用过?

- 是
- 否

20.2 如果是, 您是否使用过以下软件, 比如电子地图、导游、语言翻译及其他?

- 是, 请注明: _____
- 否

21. 您是否在中国的社交网站上注册 (比如 weibo.com, renren.com, kaixin.com 等)?

- 是
- 否

21.1 请注明您在那些网站注册:

21.2 您是否已经或者准备把您的旅行体验放在网上? (可以在一个以上的空格内打勾)

- 介绍, 推荐
- 评论
- 照片
- 录像
- 其他
- 我没有准备把这次的旅行体验放在网上

您在旅游中重视的项目

22. 通常您在旅行的时候, 您一般认为什么问题是最重要的? 依据您自己的看法, 请在下面所有的问题上根据重要程度打分。从1到5, 1是最不重要, 5是最重要

	重要程度					
	最不重要	1	2	3	4	5
旅馆离市中心位置						
旅馆的价格水平						
旅馆是否有会讲中文的雇员						
有好的中餐馆						
有国际著名的餐馆						
有当地风味的餐馆						
可以购买高档消费品						
可以在景点购买旅游纪念品						
可以购买到当地设计的品牌消费品						
参观历史景点和必看的著名景点						
参观现代和其他风格的景点						
翻译成中文的旅游信息、路牌、和城市地图						
中文版的城市网页						
中文版的手机旅游导览						
您自己可以安排旅游行程						
由旅游公司安排好的行程						
网上关于旅游目的地的介绍和推荐						
体验当地的文化						
有时间放松和休息						
尽可能多参观景点						

23. 您为什么选择到北欧和哥本哈根旅游? 请简单地写一下您的主要目的:

Copenhagen Shopping List

Specified shops/brands/locations (number of respondents)

ECCO (by 27 respondents)

Strøget (by 26 respondents)

Louis Vuitton (by 7 respondents)

Magasin (by 7 respondents)

H&M (by 6 respondents)

Illum (by 5 respondents)

Tax free shos in airport (by 5 respondents)

Burberry (by 3 respondents)

Zara, NK, Klarlund, House of Amber, Clarks,
Gant, Boss, Visty West, Chanel, Hermes,
Body Shop, Bulgari, LABL, Levi's, Georg
Jensen, Lego, Field's
(by 1-2 respondents)

Specified items (number of respondents)

Watches (by 11 respondents)

Amber (by 7 respondents)

Clothes, shoes, hats, supermarket,
souvenirs, electronics, locally distinctive
shops (by 1-2 respondents)

Stockholm Shopping List

Specified shops/brands/locations (number of respondents)

NK (by 19 respondents)

H&M (by 6 respondents)

Tax free in general (by 5 respondents)

Åhlens (by 3 respondents)

Tax free in airport (by 3 respondents)

Alans, Svenskt tenn, Ecco, Outlet, ICA
galaria, Ahales, J&C, Rolex (by 1
respondent)

Specified items (number of respondents)

Tourist shops/souvenirs (by 3
respondents)

Clothes, cameras, shoes, gifts, bags and
suitcases, jewellery, supermarket,
watches, perfumes (by 1-2 respondents)

Helsinki Shopping List

Specified shops/brands/locations (number of respondents)

Stockmann (by 32 respondents)
Louis Vuitton (by 15 respondents)
Iittala (by 8 respondents)
Sokos (by 7 respondents)
Jumbo (by 5 respondents)
Marimekko (by 5 respondents)
Arabia (by 3 respondents)
Kamppi (by 3 respondents)
Chanel (by 3 respondents)

Selo/Sello, Viking ship, cruise ships food dept., Longchamp, Lindex, H&M, Gucci, Fiskars, Fazer, sletu-kortilla, Jack & Jones, WTC, Boss, Swarovski, Ecco, Form, Kappie centre, citymu, Zara, Amber Dream, K city market, Isoomena (by 1-2 respondents)

Specified items (number of respondents)

Watches (by 5 respondents)
Amber (by 3 respondents)
Clothes, leather goods (by 1 respondent)