COPENHAGEN HALF MARATHON 2016
A PARTICIPANT SURVEY
PARTICIPANT IN METHODOLOGY

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INTRODUCTION

BACKGROUND

Copenhagen Half Marathon (CPH Half) is a yearly event taking place in the streets of Copenhagen, and comprise as the Danish championship on the half marathon distance. As the first road race throughout the Nordic countries, the CPH half obtained the IAAF road race silver label in January 2016 and just one year later the race receives the Road Race Gold Label.

CPH half attracts a strong international elite field. 7 pro-athletes below the 60 minutes’ mark made the 2016 elite race the strongest on Danish soil ever. It is only the second time in history that so many made the 60 minutes-dash in a half marathon.

The 2016 winner time of 59:07 was the second fastest in the world in 2016.

FACTS

- 21,928 participated in 2016.
- 16.7% foreign participants
- 83.3% domestic participants
- 105 nationalities
- Gender distribution: 59% men, 41% women
- Largest age group 40-44 years. (15.3%); followed by 45-49 and 25-29 years. With respectively 13.8% and 13.6%
- Most participants were aged 26.

Top 5 countries:
1. Denmark
2. Sweden
3. Great Britain
4. Norway
5. Germany

PURPOSE

This report will present the results of the survey conducted amongst the participants at this year’s race.

Another report has been conducted that look into the experience of participating in the race as a spectator. Both reports have been carried out in close cooperation with Sparta.
Were relevant, results from this year’s survey has been compared to the results from last year.
GREAT SATISFACTION AMONGST PARTICIPANTS AT CPH HALF

97% of the respondents were satisfied or very satisfied with CPH Half, overall. Also, the atmosphere at the race were rated satisfactory or very satisfactory by 97% of the runners.

In comparison to survey results from 2015, this year’s survey found that CPH Half had improved on all parameters regarding the setup of the race. Except for on-course hydration stations, were fewer were satisfied this year.

The start and finish area had improved the most, from 68% of respondents being satisfied in 2015 to 84% this year. Nevertheless, a great deal of the critique given on this year’s race regarded the start and finish area, and specific issues with the area.

NPS WITH A GREAT INCREASE

While last year’s NPS on 60.7 was very impressive, this year’s NPS result was even more impressive with the score ending at 82! This indicates that the runners of the race are overall, very satisfied with the CPH Half and the organisations of the race.

This is a very positive result for the organisers of the race and only very few events obtain such a high score.

RECOMMENDATIONS

While the NPS was very impressive, the survey still found 15% of the respondents that were ‘Passives’ or ‘Detractors’. These respondents provided valuable information, as to what should be improved at CPH Half for them to have a better perception of the race.

Most mentioned, was the large number of runners participating. It was especially in the beginning of the race that respondents found the large number of runners problematic. So, organisers should consider, whether the start of the race could be better organised, by for example sending runners of in groups with a few minutes’ intervals in between the groups. Or consider allowing fewer participants.

The start and finish area, had despite the positive increase in evaluation since last year, still been problematic for several respondents.

Especially, the way the race was finished had disappointed runners. So, a recommendation could be, to better organise the way the medals were given as well as ensuring that it was clear where water could be picked up.

The issues with meeting friends and family after the race, could also be solved with larger exits after the race or a bigger area in Fælledparken for people to meet up.
DATA COLLECTION

The data collection for this year’s survey was done by e-mail invitation to all the runners at the CPH Half. As every participant had ensured their ticket for the race via an online purchase, a database with e-mail addresses had been established.

All recipients had agreed to receive the newsletter from CPH Half and in a newsletter sent out shortly after the race a link to the survey was provided. The invitation to participate in the survey was followed by two reminders, sent respectively 6 and 11 days after the first invitation. The survey was stopped after 30 days of collecting data. This approach was very effective, and resulted in a response rate of 45%. In total 20,160 received an e-mail with a link to the survey, of which 10,153 began the completion of the questionnaire.

In total, 8,884 respondents completed the survey and had agreed to the screening question of whether they had run the CPH Half.
NATIONALITY

While the clear majority of the respondents were Danish a larger group of international runners were in the sample at this years’ race, compared to last years’ sample.

Last year, 7% of the respondents came from another country than Denmark. This year, this amount almost doubled to 13%.

But, respondents came from as far away as Australia, Canada, Russia, USA and Japan.

MAJORITY FROM COPENHAGEN

Of the 87% of respondents that were Danish, 67% of the respondents were residents of Copenhagen. The second largest group of Danes were from Region Zealand (19%), while 6% travelled from the southern region of Denmark.

These numbers to some extend match the results from last years’ survey. A few more respondents came from the capitol region this year, whereas the regions Southern Denmark and Central Denmark Region both decreased slightly.

36-45 YEAR OLDS MOST COMMON RUNNER

Just as last years’ survey results found, the age group with the highest representation amongst the respondents were aged between 36-45 years of age.
From the demographic data that Sparta gathered for all the participating runners, the largest age group was 35-44 years with 28% being in this group, which matches the data gathered for this survey exactly.

Age groups in Spartas data had a different split (from 25-34 years, instead of 26-35 years as this survey), but overall, data matches really well with what the survey found and what Sparta had registered on runners.

The second largest group was the 25-34 year olds (26%) closely followed by the 45-54 year olds (24%) – again very similar to the results from the survey.
PREPARING FOR CPH HALF MARATHON

RECOMMENDATIONS MOST MENTIONED

40% of the respondents had heard about the CPH Half from others. Second most mentioned, as source, was social media (26%).

These two were also the most mentioned in last years’ report, but last year social media was mentioned more frequently than ‘others’.

Social media was mentioned by 37% and family/friends by 28%. So, quite a drop for social media this year as it was 18% who had become aware of CPH Half through social media.

There was a difference between the age groups, as the younger respondents to a higher degree tended to have heard about the race from others. More than 50% amongst the respondents up to 25 years old had heard about the race from others. Respondents in the older age categories were more likely to have known about the race, either from participating in other races or from their running club.

CHALLENGING ONESELF WAS MAIN PURPOSE

Very few (0.6%) amongst the respondents participated to win CPH Half.

To challenge oneself, was in particular mentioned amongst the respondents that had never run a half marathon before. Those who had tried the distance before, were more eager to obtain an improved time.

83% OF NEW HALF MARATHON RUNNERS WERE MOTIVATED BY THE CHALLENGE
89% of the respondents said to have obtained their goal or purpose with participating in the race. Of those, that said they were not satisfied with their participation, most explained the lack of improved time as reason.

**82% HAD PARTICIPATED IN A RACE PRIOR TO CPH HALFW**

In general, the participants were rather experienced runners, with 82% having run a race (any type) previously. Likelihood to have run a race before, increased with age, so the older were more likely to have had the experience before.

89% of respondents aged 46-55 years had participated in a race before.

The exact same picture showed, when asked about having run a half marathon before. Again, the older respondents had more often had the experience, but in total, 68% had previously run the 21 km before.

**50% SPENT LESS THAN THREE MONTHS PREPARING FOR THE CPH HALFW**

The respondents did not use many months to prepare for the CPH Half. 50% of the runners used less than three months to prepare.

25% spent 4-6 months in preparing while the remaining either spent more time or none, at all (7%).

The variation in number of kilometres run per week in the preparation, showed that some runners clearly used the CPH HALF as preparation for other races like an ironman or a full marathon.

The question was open and respondents could in their own words say how they had prepared for the CPH HALF. Most had run between 60-90 kilometres per week, while others had combined running with swimming and biking.

These results only highlight what was mentioned previously that the runners of the CPH HALF were experienced runners.

**ENDOMONDO THE MOST USED APP IN PREPARATION**

25% of the respondents used a running programme in preparation for the race. Especially, a running programme from Sparta was mentioned (5%), but also programmes from the participants running clubs were popular. Of the respondents that answered ‘other’, many had found a good programme through a book they had read on running.

All those that said to have used an app were asked which app they had used. Endomondo and Nike+ Running app were the two single most mentioned apps with each 23% using the app. Runkeeper was used by 17%, while the remaining mentioned many different apps.
26% of the respondents in the survey said to be members of a running club. Since the majority of respondents were Danish, the names of the running clubs provided are almost all Danish. The most mentioned was the running community NBRO, but also more local running clubs were mentioned.

The older respondents (older than 46 years) were almost twice as often members of a running club as compared to the younger respondents (younger than 35 years).

The atmosphere was decisive for participation

66% of the respondents said that the atmosphere at a race was the most important when deciding to participate in a race.  

The atmosphere is something very central in the planning of the CPH HALF and the organisers very carefully plan many days of activities in the city of Copenhagen prior to the race. On the race day, various elements provide the means for a festive day across the city.

61% said that the location of the race was important and influenced their decision.

The least important were matters such as prizes for winners and whether the race had many participants.

<table>
<thead>
<tr>
<th>Important Factor</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>The atmosphere</td>
<td>66%</td>
</tr>
<tr>
<td>The location of the race</td>
<td>61%</td>
</tr>
<tr>
<td>The destination (Country/city)</td>
<td>52%</td>
</tr>
<tr>
<td>The organisation of the race (events...)</td>
<td>45%</td>
</tr>
<tr>
<td>The route (flat, through a city etc.)</td>
<td>44%</td>
</tr>
<tr>
<td>The size of the race (amount of...</td>
<td>32%</td>
</tr>
<tr>
<td>T-shirt, medal or goodie bag</td>
<td>31%</td>
</tr>
<tr>
<td>To participate with friends and/or...</td>
<td>29%</td>
</tr>
<tr>
<td>My racing time</td>
<td>28%</td>
</tr>
<tr>
<td>Weather conditions</td>
<td>16%</td>
</tr>
<tr>
<td>Many participants</td>
<td>12%</td>
</tr>
<tr>
<td>Prize drawings</td>
<td>3%</td>
</tr>
<tr>
<td>I don't know</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
</tr>
<tr>
<td>Prizes for the winners</td>
<td>1%</td>
</tr>
</tbody>
</table>

n=8874

1 The numbers in the graph sum to more than 100% as respondents could select more than one answer
VERY IMPORTANT FOR THE DECISION THAT THE RACE WAS IN COPENHAGEN

Only respondents living outside the Capital Region were asked whether it had any influence on their decision to participate in the CPH HALF that the race took place in Copenhagen.

Looking across all nationalities, it seemed that the location of the race did have an influence. 81% of the respondents travelling the furthest said the location influenced to a great extent, whereas 60% of the Swedes and Norwegians said the same.

So, the further away the destination, the more likely the respondents’ had chosen to run the CPH HALF due to the race being in Copenhagen.

Of the 12% that said that the location had no influence on their decision, 90% were Danes from Region Zealand (the region closest to the Capital Region).

1% said they did not know whether the location had an influence, and the last 1% had other reasons where the setup of the race was mentioned, with many spectators and events during the race. The route being flat also made the race popular.

**DID THE LOCATION OF THE RACE HAVE ANY INFLUENCE ON YOUR DECISION TO PARTICIPATE?**

<table>
<thead>
<tr>
<th>Response</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, to a great extend</td>
<td>53%</td>
</tr>
<tr>
<td>To some extend</td>
<td>33%</td>
</tr>
<tr>
<td>No, not at all</td>
<td>12%</td>
</tr>
<tr>
<td>I don’t know</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
</tr>
</tbody>
</table>

n=3697
BAS UNDER BUEN MOST NOTICED POWER ZONE

The majority of all runners noticed one or more power zones along the route of CPH HALF. Only 7% said they did not notice any. ²

WHICH POWER ZONES DID YOU NOTICE?  n=8884

<table>
<thead>
<tr>
<th>Power Zone</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bas under Buen/ Strøm</td>
<td>64%</td>
</tr>
<tr>
<td>Nbro</td>
<td>61%</td>
</tr>
<tr>
<td>Distortion</td>
<td>59%</td>
</tr>
<tr>
<td>Telenor 90's party</td>
<td>50%</td>
</tr>
<tr>
<td>Copenhagen Pride</td>
<td>39%</td>
</tr>
<tr>
<td>Mikkeller</td>
<td>28%</td>
</tr>
<tr>
<td>CPH Half Village</td>
<td>27%</td>
</tr>
<tr>
<td>None</td>
<td>7%</td>
</tr>
</tbody>
</table>

² The numbers in the graph sum to more than 100% as respondents were able to select more than one answer.
On the map to the right, the route is shown and the small flashes.

64% of all respondents noticed the Power Zone Bas Under Buen, where DJ’s played music from sound bikes. The NBRO team also made aware of themselves and were noticed by 61% of all runners.

The least noticed Power Zone was CPH Half Village, but since it was at the start and finish area, runners could have not perceived it as a Power Zone, in the same way as the others.

**POSTIVE EFFECT OF THE POWER ZONES**

77% of the respondents felt that the Power Zones added to a better atmosphere and 73% that it was very motivating.

3% said that they found the Power Zones disturbing. The younger respondents tended to be more positive towards the Power Zones, but asked directly, only 10% of the oldest respondents (aged 65 years and up) said they had found them disturbing.

Overall, 74% said that the Power Zones had added positively to their overall perception of CPH Half.
SATISFACTION WITH THE CPH HALF

TICKET PRICE THE LOWEST ON SATISFACTORY MEASURE

Five measures concerning the setup of the race were rated satisfactory by 90% or more of the respondents. Both the overall perception of the CPH Half and the atmosphere at the race had almost only positive scores from the respondents.³

Ticket price received the lowest number of respondents that were either satisfied or very satisfied. Although 12% of the respondents were either dissatisfied or very dissatisfied, the main difference with price, compared to the others, was the large group (30%) of respondents that replied ‘either/or’, indicating that they did not in fact have an opinion on the ticket price.

Two things influenced the respondents’ perception overall of the CPH Half the most:
- The atmosphere at the race and;
- Number of participants

³ The numbers in the graph sum to more than 100% as respondents were able to select more than one answer
The better the score given on these two parameters, the better the score given on the overall perception of the race. And vice versa. Opinion of ticket price had no influence.

To ensure the satisfaction with the race overall, the atmosphere and number of participants are key elements in the setup of the event.

**THE ROUTE OF THE RACE WAS THE BEST RATED**

Most of the parameters concerning the race that respondents were asked to reflect upon, were rated either satisfactory or very satisfactory by the majority of the respondents.

The parameter with the highest number of respondents that were either satisfied or very satisfied was the route or the course of the race. This was also one of the parameters that respondents rated as very important when deciding to participate in a half marathon.

Also, the signage along the course was satisfactory for the respondents. This parameter has seen an increase in satisfaction when compared to last year’s results.

Last year, 89% of the respondents were satisfied or very satisfied, so in a year it has seen a 6% increase.

The two parameters with the lowest number of satisfied respondents (baggage drop-off and toilets) were still perceived positively by more than half of the respondents.

Last year’s survey showed the exact same – and so, the toilets remained the issue that respondents were least satisfied with. Nevertheless, both parameters scored just a few percentage points better in this year’s survey.
Overall, most parameters increased their satisfaction amongst respondents, and apart from ‘Guidance to the starting area’ not being asked last year, the only parameter to decrease its score was on-course hydration stations.

**NPS – GREAT INCREASE FROM LAST YEAR**

The management tool NPS (Net Promoter Score) is a valued tool in assessing customer satisfaction. In the context of this survey, the runners of the CPH Half were regarded as the customers.

The NPS measure is based on a single question, asking respondents:

“On a scale from 0 to 10, how likely is it that you will recommend family, friends or colleagues participating in next year's edition of Copenhagen Half Marathon?”

The NPS is measured on a scale from 0 – 10, where 10 is the most likely to recommend. Those that give the score 9 or 10 are called *promoters*, meaning customers or members that are the most likely to exhibit value-creating behaviours. Those giving a score of 7 or 8 are called *passives*, and would in many ways be the neither/nor in older versions of likability scales.

*Detractors*, are those that give a score between 0 and 6 and they are believed to be the least likely to exhibit value-creating behaviour.

The Net Promoter Score is measured by deducting the percentage of detractors from the percentage of promoters.

Last year, the CPH Half received an impressive NPS of 60.7, indicating that a large overweight of respondents were very satisfied with the race.

The impressive NPS for this year’s CPH Half Marathon was, when promotors were deducted from detractors 82!

That is quite an increase from last year, and generally a very high NPS. Depending on type of business, companies that are evaluated to have the most loyal and motivated customers hold a NPS of 75 or higher.

**FEWER RUNNERS, BETTER ORGANISED START-AND-FINISH AREA WAS RECOMMENDED**

The respondents that gave a score of 7 or 8, the passives, were asked a follow-up question. The responses provided very good and informative input to the organisers, as these respondents were very close to being promotors, but only minor details detained them from giving the score 9 or 10.

Many responses resembled one another. The number of participants, was mentioned several times, as it caused issues especially at the beginning of the race. Suggestions, such as organising start groups according to estimated finish time, or 10 minute leaps between groups, but also fewer start numbers sold was put forward.
Issues with the start and finish area, were mentioned very frequently. Overall, comments regarded a better organising of the area. When finishing the race, some respondents felt that the way runners were given their medals was very poorly organised.

Runners, had to go look for the person handing out the medals in between the trees of the park, who then pulled the medal out of a plastic bag and handed it over. It was reflected upon as dissatisfying for the race.

Water stations were difficult to find when crossing the finish line, and meeting up with friends or family was too problematic.

So, suggestions such as having the volunteers providing the runners their medals just when they cross the finish line, and handing out water just next after were made. A better way of meeting those who had been cheering for you along the route, or maybe just a bigger entrance/exit from the runners’ area, would according to respondents have made the meeting easier.

The route, which was the best rated on the parameters concerning the race, was nevertheless mentioned a few times. Few respondents, had found the route slightly boring and wanted more bridges or parks to be included. But, most comments regarded some practicalities that had influenced their experience along the route.

Most mentioned was the issue of pedestrians crossing the streets, at a place along the course were the runners were already running very close. These places, it was suggested that staircases were put up, so people could cross the bigger streets without bothering runners.

The water cups, made of plastic also caused some problems for the runners, as they were very slippery for the runners to step on. Cups should instead have been made of paper, it was suggested.

Respondents travelling from outside Copenhagen to participate in the race, also found it problematic that the start number had to be picked up prior to the day of the race, since they had not been planning to go to Copenhagen prior to the day of the race.

**NEGATIVE FEEDBACK, CAUSED BY TOO MANY RUNNERS**

Respondents giving a score of 6 or lower were similarly asked what had been found problematic about the race resulting in their score.

Very few respondents had given a low score, but most of those who had, said that the number of runners were the reason behind the evaluation.

Apart from the overcrowded running route, the start and finish area was also criticised, and again the handing over of the medals was mentioned.
The last section of the report is about the runners, who visited Copenhagen in Connection to the CPH Half, and about their experience with visiting

**TWO OVERNIGHT STAYS IN CONNECTION TO THE RACE**

Across all respondents, regardless of nationality, 47% of respondents had at least one overnight stay. When excluding the Danes, it was as many as 75% who had stayed more than one night.

Primarily, the respondents travelling from other countries than Denmark and Sweden had overnight stays in Copenhagen in connection to the CPH Half.

On average, respondents had two overnight stays, when disregarding the Danes. The runners from Denmark had on average 0,9 overnight stays.

**HOTEL MOST POPULAR ACCOMMODATION CHOICE**

Hotel was the most chosen form of accommodation among the respondents in the survey.

- 45% HOTEL
- 24% FRIEND/FAMILY
- 19% AIRBNB
- 4% HOSTEL
- 8% OTHER

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4 Respondents from the Capital Region of Denmark, were not included in this last part of the survey.
In last year’s survey, it was family/friends that was the most common choice (43% of respondents in the survey had chosen this option in 2015), but this year, it was the second most chosen.

Airbnb, on the other hand increased from 11% to 19% in the last year. The increase is comparable to findings from other surveys, where increases in overnight stays at Airbnb has been found.

In the category ‘Other’, housing options such as private rentals that were not Airbnb, were mentioned, but also student housing or summer cottages were mentioned.

TRAVEL GROUPS OF THREE

18% of respondents replied to be travelling with two other adults on their journey to participate in CPH Half. On average, travel groups consisted of three adults, of which one was the respondent.

HOW MANY ADULTS DID YOU TRAVEL WITH? n=1789

<table>
<thead>
<tr>
<th>Adult Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 - I travelled alone</td>
<td>21%</td>
</tr>
<tr>
<td>1 other</td>
<td>34%</td>
</tr>
<tr>
<td>2 others</td>
<td>10%</td>
</tr>
<tr>
<td>3 others</td>
<td>7%</td>
</tr>
<tr>
<td>4 others</td>
<td>10%</td>
</tr>
<tr>
<td>5 or more others</td>
<td>0%</td>
</tr>
</tbody>
</table>

21% travelled alone, and when looking at nationality respondents travelling as far as from Australia and USA said they were travelling by themselves to Copenhagen. Maybe they met up with members of family or friends once here.

ATMOSPHERE IN COPENHAGEN THE MOST SATISFYING

Of the ten parameters respondents were presented to, atmosphere was what the highest number of respondents found very satisfying during their visit to Copenhagen.

Sense of safety and accessibility to Copenhagen were almost as satisfactory among respondents with close to half of respondents finding it very satisfying.

VERY SATISFIED WITH WHEN VISITING COPENHAGEN n=2519-3272

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>ATMOSPHERE</td>
<td>56%</td>
</tr>
<tr>
<td>SENSE OF SAFETY</td>
<td>50%</td>
</tr>
<tr>
<td>ACCESSIBILITY</td>
<td>45%</td>
</tr>
<tr>
<td>RECEPTION OF LOCAL COMMUNITY</td>
<td>45%</td>
</tr>
<tr>
<td>SELECTION OF RESTAURANTS</td>
<td>39%</td>
</tr>
<tr>
<td>SELECTION OF SHOPPING</td>
<td>37%</td>
</tr>
<tr>
<td>LOCAL TRANSPORT</td>
<td>35%</td>
</tr>
<tr>
<td>SELECTION OF CULTURAL ACTIVITIES</td>
<td>34%</td>
</tr>
<tr>
<td>ACCOMMODATION OPTIONS</td>
<td>34%</td>
</tr>
<tr>
<td>VALUE FOR MONEY</td>
<td>29%</td>
</tr>
</tbody>
</table>

Value for money scored the lowest, which is often seen on satisfaction scales for Copenhagen. But also, accommodation options were among the parameters with the fewest satisfied respondents.
For the selection of activities and cultural activities the low score could be caused by the respondents group being in Copenhagen, not for touristic behaviour, but for running the CPH Half.
BACKGROUND

In this part of the analysis the economic impact of the Copenhagen Half Marathon has been evaluated to determine tourism economic impacts (turnover, job creation, tax and gross profit) of the race.

METHODOLOGY

The tourism revenue reflects the spending of the non-locals, as well as the international visitors. The non-locals are Danes visiting from regions outside the Capitol Region.

The model used for this calculation is the (Danish) input-output model LINE . LINE is used to calculate the tourism economic turnover and derived impacts of the race. LINE is operated jointly by VisitDenmark, Danish Enterprises and Construction Authority and the National Labour Market Authority.

The touristic economic impact analysis follows a well-established methodology based on quantitative in situ survey (How much money do you think that you, personally, spent per day (excluding flight / transportation costs to and from Copenhagen, and admission fee to the Copenhagen Half Marathon)? Please note your estimate in Danish Kroner, despite not knowing the prices), followed by calculations by use of indicators and key values from macro-economic model LINE, to determine the job effect and tax revenue.

The analysis is not a cost-benefit analysis, as it only includes the profit of the race and does not consider the costs of organising the event etc.

NUMBER OF PARTICIPANTS/VISITORS

This year’s Copenhagen Half Marathon attracted 21,928 runners in total. Of these 3,662 where international participants, and 6,935 were non-local Danes from outside the Capital Region.

In contrary to last year this analysis only covers the runners. Family and other travel group members is not included in this, as it only includes the spending from the runners and not the rest of the travel group who joined them on their trip.
**BEDNIGHTS AND ONE DAY VISITORS**

Of the nearly 22,000 runners who participated in the Copenhagen Half Marathon, the majority were locals with residence in the Capital region, and are not included when calculating the tourism economic impact of the race. Those included are the non-locals from other regions of Denmark, and the international runners.

<table>
<thead>
<tr>
<th></th>
<th>Non-locals</th>
<th>International</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Bednights</td>
<td>3,801</td>
<td>7,019</td>
<td>10,820</td>
</tr>
<tr>
<td>One day visitors</td>
<td>4,454</td>
<td>953</td>
<td>5,407</td>
</tr>
</tbody>
</table>

**DAILY SPENDING**

The average daily spending includes amount spent on accommodation, meals etc. In general, international visitors that stayed overnight, had a significantly higher average daily spending compared to the non-local Danish visitors. The reason being that they chose commercial accommodation to a higher extent than their Danish counterparts.

<table>
<thead>
<tr>
<th></th>
<th>One day visitors avg. spending</th>
<th>Overnight visitor avg. spending</th>
<th>Avg. Length of stay</th>
<th>Turnover from tourism</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-locals</td>
<td>Kr. 258.5</td>
<td>Kr. 872.2</td>
<td>1.53 Nights</td>
<td>Kr. 7,933,975</td>
</tr>
<tr>
<td>Internationals</td>
<td>Kr. 370.6</td>
<td>Kr. 1355.9</td>
<td>2.59 Nights</td>
<td>Kr. 11,700,680</td>
</tr>
</tbody>
</table>

**ECONOMIC IMPACT**

The tourism economic turnover generated from the runners in the race, is calculated to a total of 19.6 million DKK. This includes revenue generated from ticket sales. The turnover is equivalent to a creation of 24 full time jobs of which 15 will be in the Capital Region. There is a 2-percentage point increase on the turnover created by international runners, compared to last year. This is both a reflection of more international runners, but also an increase in their average daily spending when in Copenhagen.

<table>
<thead>
<tr>
<th>Total tourism economic impacts</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total tourism turnover (DKK)</td>
<td>19,634,655 DKK</td>
</tr>
<tr>
<td>- Hereof turnover from interna-</td>
<td>11,700,680 DKK</td>
</tr>
<tr>
<td>tional visitors</td>
<td>59.6 %</td>
</tr>
<tr>
<td>Employment effect</td>
<td></td>
</tr>
<tr>
<td>- Hereof in the Capital Region</td>
<td>24 full time jobs</td>
</tr>
<tr>
<td>of Copenhagen</td>
<td>15 full time jobs</td>
</tr>
</tbody>
</table>
SEE YOU NEXT YEAR!

Wonderful Copenhagen Research Team
2016