Copenhagen Half Marathon

Wonderful Copenhagen Research Team

2015
Introduction

Background
The Copenhagen Half Marathon is an annual running competition taking place in the streets of Copenhagen. Since the first run in 2010 the amount of participants have almost exploded. This year it reached new heights with 23,860 runners all competing to be the fastest.

The half marathon is also the Danish championship, so the first Dane to cross the finish line takes the prize as the Danish champion in the half marathon distance.

This year’s competition took place on 13. September and despite the rainy weather about 100,000 spectators stood along the route and cheered the runners on.

The surroundings of the race are of great importance to the organisers. Many things are organised to attract and entertain runners and spectators before, after and during the race.

The Expo is open four days up to the race, at which the runners can pick up their start number, a t-shirt sponsored by the race and a luggage bag. Additionally, the expo offers stands with various running equipment and products for sale with discounts, as well as a café.

A long the running route more than 20 Power Zones and entertainment venues greeted the runners and spectators.

Purpose of evaluation
The overall purpose of this evaluation is to measure the respondents opinions and satisfaction level with the Copenhagen Half Marathon.

Additionally, questions to estimate the participants spending’s while in Copenhagen in connection to the race will help estimate the tourist economic effects, such as job creation, tax proceeds and value increment. For this purpose, it will be only the respondents from abroad or visiting Danes spending’s that is included in the estimation.

An NPS measure has been used to cover the level of satisfaction of the respondents. The higher satisfaction, the higher NPS and chance of respondents recommending the Copenhagen Half Marathon to family and friends.

A line of questions regarding the running behaviours of the respondents has been included to cover type of runners that are prone to participate in the race.

Survey
In this evaluation, 1310 runners make up the respondent group. When describing the results of the survey the group will be referred to as respondents. Only when referring to numbers obtained from the organisers regarding all participants in the Copenhagen Half Marathon the group will be referred to as runners. Also, in the section regarding the tourism economic impact the group will be referred to as either tourists or runners, as this section regards the impact of the Copenhagen Half Marathon, as a whole, on the city of Copenhagen.
Conclusion and Perspective
Conclusion and perspective

Copenhagen Half Marathon generated a tourism economic turnover of 15.6 mio. DKK

- The visiting Danes, as well as the international guests, visiting Copenhagen in relation to their participation in Copenhagen Half Marathon, either as a competitor or as a spectator, generated a turnover of 15.629.732 DKK. The spending of the locals are not included.
- The race created close to 15.000 bed nights, of which 8.186 were bed nights of the international visitors.

Great satisfaction with the Copenhagen Half Marathon

- Overall, Copenhagen Half Marathon scored above four, on a scale from 1-5, in nine out of ten parameters regarding the race. The highest score was given to the Copenhagen Half Marathon as a whole, and the atmosphere at the race.
- The price of the race achieved the lowest scorer, but still obtained an average score of 3.6.
- Runners were very satisfied with the course of the race, which is also evaluated as the most important factor for a running competition.
- The second most important factor for the race, as evaluated by the respondents, was the atmosphere. In this analysis, the Power Zones along the course were positively received, as most respondents found that they added to the overall atmosphere, and that they found them to be good motivators.

High NPS score

- The Copenhagen Half Marathon scored a high and positive NPS of 60.7, indicating that most respondents were so satisfied with their experience at the race that they would recommend it to friends or family.

Recommendations

- Most comments by respondents regard the start and finish area. Especially, grouping of runners in the different starting groups, where slower runners had found their way in to the faster groups was mentioned, as a source of irritation. This issue, is apparently not so problematic in other races that are comparable to the Copenhagen Half Marathon. Therefore it is recommended that the organising of running groups are dealt with by the organisers.
- Amount of toilets and toilet facilities were also criticised by the respondents. This is an issue that the organisers more easily can improve, to raise satisfaction amongst the runners.

In general, the responses throughout the questionnaire reflects a very positive perception of the Copenhagen Half Marathon and was a very positive experience.
Demographics
Demographics

The age group 36-45 are best represented at the Copenhagen Half Marathon

Overall, 23,860 runners competed in this year's Copenhagen Half Marathon. The largest amount of respondents in this evaluation were in the age group 36-45 years old, and only very few were under 18 or over 65 years old. From the official numbers, provided by the organizers (Sparta Athletics and Running and the Danish Athletic Federation), it is seen that the average age is 40 years, while the largest age group is from 40-44.

More men than women

In the survey 52% are men, while the remaining 48% are women. The official numbers from the organizers show a higher margin of men (58.5%), than found in this survey.

Mostly Danes participated in the survey

The majority of the respondents are Danish. 59% came from the Capital Region, 34% from other regions of Denmark, while 7% were visitors from outside of Denmark.

- From the statistics provided by the organizers, 10.08% of the runners are foreigners.
- The nationality best represented apart from the Danish, are the Swedes. In this survey, 2% of all respondents are Swedish, while it is 3% overall in the Copenhagen Half Marathon.
Accommodation

**Nights in Copenhagen**

In this part of the analysis, only respondents travelling to Copenhagen from outside the Capital region are included. This includes all other Danish regions, apart from Capital Region Copenhagen, and visitors from abroad.

More than 50% of the respondents travelling to Copenhagen, did not spend the night in Copenhagen in relation to the Copenhagen Half Marathon, while 46% spent one or more nights.

43% of those that spent the night in Copenhagen in relation to the race, stayed with family or friends and 40% at a hotel.

The private housing type, Airbnb, was the third most common accommodation choice amongst the respondents. In general, Airbnb has seen a great increase in the last years. In Denmark alone, there has been a twofold increase every year since 2013 in Airbnb users*.

---

n=532

<table>
<thead>
<tr>
<th>Nights in Copenhagen</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>No nights</td>
<td>54%</td>
</tr>
<tr>
<td>1 night</td>
<td>18%</td>
</tr>
<tr>
<td>2 nights</td>
<td>15%</td>
</tr>
<tr>
<td>3 nights</td>
<td>8%</td>
</tr>
<tr>
<td>4 nights</td>
<td>3%</td>
</tr>
<tr>
<td>5 nights or more, please state no. of nights:</td>
<td>2%</td>
</tr>
</tbody>
</table>

n=244

**Accommodation**

- **Others, please state:** 1%
- **Hostel:** 5%
- **Airbnb (or similar):** 11%
- **Hotel:** 40%
- **Family / friends:** 43%

*Source: www.business.dk, Monday 30 November 2015*
The runners

Most of the respondents are experienced runners and have participated in other half-marathons prior to the Copenhagen Half Marathon. To the question ‘Have you participated in a half marathon race before,’ 82% of the participants answered yes.

63% of the respondents trained between 1-6 months prior to the race in Copenhagen, while only 3% did not train at all.

Of the 36% that trained between 1-3 months prior to the race, one third ran between 21-30 km a week. Another third ran only 11-20 km every week, as practice.

Regardless, of the period of practice prior to the race, the distance run per week across all respondents was 21-30 km.

Members of a running club

30% of the respondents are members of a running club. These members have run more kilometres on average per week than those that are not members of a running club. 21-30 km remain the distance that most respondents, members as well as non-members, ran prior to the race as practice. But, 44% of the running club members ran more than 31 km every week, as opposed to 21% of the non-members.

In this survey, running club members are equally more likely to have trained for a longer period of time, prior to the race. Only those that did not practice at all, make up the same amount (3%) in both groups of member/not members.

92% of the respondents that had a membership had participated in a half marathon before, while this amounted to 77% of those that were not members.
Tourism Economic Impact Analysis
Tourism economic impact analysis

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 did you spend during your stay?”) followed by calculations by use of indicators and key values from macro economic models in order 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 take into account the costs of organising the event etc.

Number of participants/visitors

This years Copenhagen Half Marathon attracted 23.860 runners in total. Of these 2.474 where international participants, and 5.766 were non-local Danes from outside the Capital Region.

The 15.620 locals are not included in this part of the analysis. The amount of spectators are calculated based on what the respondents in the survey has stated. Respondents were asked the size of their travel group, and the amount of those that were running the Copenhagen Half Marathon. Those that were not running, were regarded as spectators, and tourists in Copenhagen.

It is assumed that spectators stayed the same amount of days as the runners they where traveling with. Both spectators and participants will be referred to as either non-locals or international visitors. When referred to as a group as a whole, they will be called visitors.

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Locals</th>
<th>Non-local Danes</th>
<th>International</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spectators*</td>
<td>4.619</td>
<td></td>
<td>3.256</td>
<td>1.363</td>
</tr>
<tr>
<td>Participants</td>
<td>23.860</td>
<td>15.620</td>
<td>5.766</td>
<td>2.474</td>
</tr>
</tbody>
</table>

*this is only including the people from the runners travel group that are not participating in the Half Marathon

In total, 5.766 non-local Danes, brought 3.256 spectators to the Half Marathon, while 2.474 international runners brought 1.363. This gives a total amount of visitors of 8.240 runners, and 4.619 spectators to be included in this analysis of tourism economic impact analysis.
Visitors average spending and length of stay

Of the 12,859 visitors (runners and spectators), 5,845 came as one day visitors, and did therefore not spend the night in Copenhagen. The remaining 7,014 generated a total amount of 14,977 bed nights.

This gives an average length of stay of 1.7 nights for the non-local Danes, whilst international visitors stayed 2.7 nights in average.

<table>
<thead>
<tr>
<th></th>
<th>Non-locals</th>
<th>International</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amount of bed nights</td>
<td>6.791</td>
<td>8.186</td>
<td>14.977</td>
</tr>
<tr>
<td>One day visitors</td>
<td>5.011</td>
<td>834</td>
<td>5.845</td>
</tr>
</tbody>
</table>

The average daily spending includes amount spent on accommodation, meals etc. In general, international visitors that stayed overnight, had almost twice the 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>One day visitors</th>
<th>Visitors with bednights</th>
<th>Tickets</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Ave. daily spend (DKK)</td>
<td>Ave. length of stay (nights)</td>
<td>Revenue from tickets (DKK)</td>
</tr>
<tr>
<td>Non-locals</td>
<td>162,18</td>
<td>1.7</td>
<td>2.489.250</td>
</tr>
<tr>
<td>International</td>
<td>163,44</td>
<td>2.7</td>
<td>1.231.560</td>
</tr>
</tbody>
</table>

The total tourism economic turnover generated from the Copenhagen Half Marathon is calculated at 15,629,732 DKK. This includes the revenue generated from tickets. When calculating the total turnover, only income and ticket revenue from the visitors (non-local and international) has been included. Hence, the study does not include spending from locals.

Excluding revenues from tickets the total amount is calculated at 11,908,922 DKK.

Job creation

The turnover from the Half Marathon have resulted in the creation of approximately 19 fulltime job. Of these 12 remain in the Capital Region.

Gross value added

Gross value added is a measure of the value that the economic activity creates. Gross value added is the part of the tourism turnover that is left for compensation of employees and profit (when intermediate consumption has been deducted). This key figure is almost equivalent to GDP.

Tax revenue

The total tourism turnover created a tax revenue of 4,532,622 DKK in the Capitol region, while the total tax revenue is 3,601,009 DKK.

### Total tourism economic impacts

<table>
<thead>
<tr>
<th>Total tourism economic impacts</th>
<th>Findings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total tourism turnover (DKK)</td>
<td>15,629,732 DKK</td>
</tr>
<tr>
<td>- Hereof from international visitors</td>
<td>9,002,523 DKK</td>
</tr>
<tr>
<td></td>
<td>Share of international turnover</td>
</tr>
<tr>
<td>Employment effect</td>
<td>19 full time jobs</td>
</tr>
<tr>
<td>- Hereof in the Capital Region of Copenhagen</td>
<td>12 full time jobs</td>
</tr>
<tr>
<td>Gross Value Added</td>
<td>8,127,461 DKK</td>
</tr>
<tr>
<td>- Hereof in the Capital Region of Copenhagen</td>
<td>5,311,488 DKK</td>
</tr>
<tr>
<td>Total tax revenue</td>
<td>3,601,009 DKK</td>
</tr>
<tr>
<td>- Hereof generated in the Capital Region of Copenhagen</td>
<td>4,532,622 DKK</td>
</tr>
<tr>
<td></td>
<td>Hereof in the Capital Region of Copenhagen from income tax solely</td>
</tr>
</tbody>
</table>
The Race
Awareness and Importance at a Race

Social media is first choice of source of Information

Facebook, Instagram and other social media have been the source of inspiration for 37% of the respondents prior to the Copenhagen Half Marathon.

Of the 7% of the respondents that answered ‘other’ many comment that they are familiar with the race as they have participated before, or heard about it when participating in another race in Denmark.

Importance at the race

The running course is perceived as the most important factor when participating in the Copenhagen Half Marathon. 88% of the respondents stated this issue as one of the most important at a race.

Next, is the atmosphere, with 84% of the respondents replying that this is an important issue for them, when participating in a race.

The very least important is the prize for the winners, or any prizes at all, since the lottery draw also was not regarded important with only 5%.

Where did you hear about Copenhagen Half Marathon?*1

Via social media 37.11%
From others 27.93%
Through the Internet 27.16%
From my running club 14.61%
Other, please state: 7.19%
Don’t know 4.28%

*1 The overall percentage is above 100% as respondents could mark more than one answer.
Setup of the Race

The route is the high scorer

The respondents were asked on a scale from 1 to 5, with 1 being very unsatisfied and 5 very satisfied, to express their satisfaction with the race*. The course/route scored 4,60 – the highest in the category of measures regarding the race.

The course covers most of Copenhagen city, as well as Frederiksberg, and has been particularly selected to showcase the best of the city and attract spectators.

Again, most parameters received a high score, so on top of the route, signposts, and on-course hydration stations were also very positively evaluated by the runners.

The lowest score is given to the toilet facilities, but still, it has received a score above middle.

Satisfaction level

All parameters regarding the satisfaction with the setup of Copenhagen Half Marathon, equally obtained an average score above 4,0, except price for participation. The overall experience reached an average score of 4,5, which illustrates that the respondents were satisfied with the setup. A score that it shares with the atmosphere at the race itself – a great reward for the organisers.

The lowest scoring parameter is the price for the participation. The price range for participating in half marathons in different cities in Europe vary a great deal and the Copenhagen equivalent is not the most expensive, but also cheaper races can be found.

TheTable:

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Satisfaction Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>The course/route</td>
<td>4,60</td>
</tr>
<tr>
<td>Signposts</td>
<td>4,50</td>
</tr>
<tr>
<td>On-course hydration stations</td>
<td>4,50</td>
</tr>
<tr>
<td>Bagage drop-off</td>
<td>4,40</td>
</tr>
<tr>
<td>The overall service at the race</td>
<td>4,40</td>
</tr>
<tr>
<td>The speakers in the start and finish area</td>
<td>4,20</td>
</tr>
<tr>
<td>Catering/food</td>
<td>4,00</td>
</tr>
<tr>
<td>Start and finish area</td>
<td>3,90</td>
</tr>
<tr>
<td>Toilet facilities</td>
<td>3,70</td>
</tr>
<tr>
<td>Overall average</td>
<td>3,50</td>
</tr>
</tbody>
</table>

*The respondents had the option of marking ‘don’t know / not relevant’. Those who did are no included in this analysis, and the sample size will therefore vary in size for each question.
Power Zones

**Power zones added to the atmosphere**

Along the running course a great variety of entertainment zones were organized to both cheer on the runners, as well as entertain spectators.

The respondents found that the Power Zones added to a better atmosphere and rated it with a 4.47 score. Respondents did not find them being disturbing and only rated it with an average score of 1.48.

In this evaluation respondents were asked their opinion of three Power Zones: Bas under Buen, Distortion and Copenhagen Pride. All are street parties that are held in Copenhagen every year, and for the Copenhagen Half Marathon a small sneak peak at what the actual street parties look like were arranged at three different spots along the running course.

The most noted Power Zone was Bas under Buen where Dj’s played music from cool sound bikes. Only 10% of the respondents did not notice any of the three Power Zones.
Satisfaction
Recommendation – NPS

NPS

The Net Promoter Score (NPS) is a management tool used to measure customer satisfaction. In this context, the respondents are regarded as customers.

The model has over the last years become increasingly popular, and a recognised system to measure customer loyalty.

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. A score of 7 or 8 is called passives, in many ways 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 NPS is measured by deducting the percentage of detractors from the percentage of promoters.

Companies that have the most loyal and motivated customers hold a score of 75% or higher, depending on line of business. Research show that companies with the highest NPS within their line of business in average grows 2,5 faster than their competitors.

A great strength with the concept is that it is a simple tool and easy to comprehend, enabling an organisation to focus its work strategically, tactically, and operational on the overall purpose: happy and loyal members.

Question asked: “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 respondents expressed mostly very positive scores for the Copenhagen Half Marathon. Combining to two highest scores (9 and 10) almost 70% fall in the category of ‘promoters’. Calculating the NPS, the percentage of detractors (6,3%) are deducted from the promoters (66,8%).

The NPS Score for Copenhagen Half Marathon is: 60,7

*The ‘Detractor’ scores (0-6) are in this graph combined, as most categories were very low. 5 was the score most given, with 3,9%.
Future participation in the CPH Half Marathon

Participation in a half marathon race requires, for most people, a certain amount of preparation and practice. So, when respondents were asked whether they wished to participate in the Copenhagen Half Marathon next year as well, to measure satisfaction with the race, it is important to note that even if respondents have been satisfied with participating in this year’s competition, they might not feel ready to announce participation in next year’s again.

Nevertheless, 42% of the respondents felt that it was extremely likely that they would participate again next year, and almost 18% felt almost extremely sure. The five lowest scores (0–4) were combined, as they separately were very low percentages.

Considering that 82% of the respondents had already participated in another half marathon in the two years prior to this year’s Copenhagen Half Marathon, the result is not so surprising.

When looking at what respondents answered on the NPS measure matched with this question about future participation, those that gave a low NPS were also more reluctant to give a low score on whether they would participate next year or not, indicating that they would not. Reversed, the higher the NPS the more likely to participate in the Copenhagen Half Marathon again next year.
All respondents that visited Copenhagen were asked their opinion and experience with Copenhagen regarding tourist relevant issues*.

The respondents evaluated the questions on a scale from one to five, where one was ‘Very unsatisfied’ and five was ‘very satisfied’.

In general, most parameters scored above four – quite high. Sense of safety in Copenhagen scored the highest average across the respondents, but four others scored close to the same.

Overall value for money scored the lowest average, which is quite common when asking tourist about their perception on this in Copenhagen - the city is perceived expensive.

The overall average for the ten questions is 4,3, indicating that the respondents are very satisfied with what they experienced, while in Copenhagen.

---

*Respondents had the option to select ‘Don’t know / not relevant’ if they hadn’t made use of the parameter in question.
Recommendations
Recommendations

Recommendations made by the users

Although the Copenhagen Half Marathon received a high NPS, as well as positive responses to most of the questions regarding the race and the practicalities, a few comments were made at the end of the questionnaire, in recommendation to the organisers.

Most regarded the start and finish area. Respondents found that there were too little space and that it was problematic that spectators were allowed into the finish area. It was difficult to get out of the finish area and especially the gangway was mentioned as highly dangerous to pass.

There were too few toilets, and the signposting to the baggage drop was inadequate. The toilet facilities also scored the lowest on the parameters regarding race specifics.

Starting groups

The guiding to the different starting groups was done too early, and many commented that this was in particular problematic as the weather was very cold and rainy. Runners had to stand in the rain between 30-60 minutes before the race began.

Somehow, there were also slower runners in the front groups to great frustration amongst the fastest runners, as they had to surpass them along the route. This, is apparently avoided in many other running competitions that respondents have participated in.

Therefore, it is recommended that the organisers of the Copenhagen Half Marathon, explore the possibilities of a better way to allocate the runners in a group that matches their running pace.

Price

Respondents evaluated both the price of participation in Copenhagen Half Marathon, as well as the overall value for money in Copenhagen lower than other parameters.

This is something that is found in many tourist surveys, as the cost of events along with the price levels in the Capitol region are usually higher than many other countries, as well as the other regions in Denmark. Therefore, it is not something that the organisers easily can do something about.

It is recommended that, as long as runners are satisfied with the race itself and the surroundings of the race, it is more important that organisers ensure a high quality of both, rather than focussing too much on the price levels.
Wonderful Copenhagen
Research Team
2015