

XXX RESONANCE

WONDERFUL COPENHAGEN DESTINATION ASSESSMENT

June 20, 2018



RESONANCE CONSULTANCY CREATES DEVELOPMENT STRATEGIES, PLANS, AND BRANDS THAT SHAPE THE FUTURE OF PLACES AROUND THE WORLD.

Our team has advised developers, destinations, communities, cities and governments in more than 70 countries. We provide leading public and private sector organizations with research, visioning, strategic planning, development strategy, and brand strategy to help realize the full potential of developments, destinations and communities.

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INTRODUCTION

Resonance Consultancy has undertaken Destination Assessments for a wide range of destinations, cities, states and countries. Through our work, we've learned that traditional performance indicators – economic output, spending and visitors – don't tell destinations and their tourism and economic development agencies the whole story.

In our experience, Destination Marketing Organizations focus primarily on growing visitor numbers, but there is relatively scant attention paid to the product development and programming required to maintain and improve the quality of the visitor experience.

As a growing number of visitors base their judgment about destinations on overall experiential quality rather than just the number of must-see attractions, growth in demand must be matched by expansion and improvement in supply to ensure the viability and sustainability of a destination's tourism industry over the long term.

From a demand side perspective, it's generally straightforward to assess a destination's performance using standardized measures of visitor traffic, spending or hotel occupancy rates. But when it comes to evaluating the supply side of a destination, no standardized measures exist to benchmark the experiential quality of one destination to the next. Traditional visitor intercept surveys provide destinations with insight into what visitors find appealing or lacking, but there is no efficient or standardized way to compare and benchmark these results with those of other destinations.

To solve this problem, Resonance Consultancy has analyzed social media channels from increasingly influential websites such as TripAdvisor and Yelp. We've identified how many quality experiences cities offer from one product and experience category to the next as rated by locals and visitors themselves. With more than 500 million combined reviews, these sites are both powerful marketing channels for destinations, and can also provide new insight and intelligence into the experiential quality and differentiating characteristics of destinations themselves.

INTRODUCTION

With more than 500 million reviews on TripAdvisor alone, and 390 million average monthly unique visitors, these sites are powerful marketing channels for destinations, and they can provide new insight and intelligence into their experiential quality and differentiating characteristics.

The influence of TripAdvisor on how tourists choose to spend their money is continuing to increase. Research firm Oxford Economics reported that TripAdvisor's reviews and scores influenced around \$546 billion of travel spending during 2017 – this represents 10.3% of all global spending on tourism which reached a total of \$5.3 trillion last year. The study also revealed that viewing TripAdvisor content led to consumers taking extra trips to new destinations – consumers spent an extra \$80 billion globally on 32 million extra trips in 2017 that would not have happened without TripAdvisor. The level of impact that TripAdvisor¹ has on travel booking decisions varies across global regions – 9% influence in Asia Pacific, 10% in North America, 11.6% in Western Europe, and 12.8% of travel spending from tourists in Emerging Europe.

The latest comScore study² found that 60 percent of travel consumers worldwide who booked trips on prominent websites in a dozen major markets in Europe, Asia, North America and Latin America visited TripAdvisor sites and apps along the way as part of their research process. When considering just U.S. travelers, that number rose to 67 percent.

We think you'll find that this approach to examining the quality of destinations from the visitors' point of view is both an effective and efficient method to measure supply side performance from one destination to the next and a valuable tool to better understand the competitive advantages – and weaknesses – of your destination.

(1) Oxford Economics Global Travel Market Study, (2) comScore Worldwide Path to Purchase Report

METHODOLOGY

The Destination Assessment for Copenhagen, Denmark measures tourism’s supply-side performance and competitiveness based on both absolute and indexed scales: the absolute scale measures the total number of quality experiences; the indexed scale evaluates performance in terms of how many quality experiences are delivered per visitor (i.e. the number of quality experiences per one million bednights). The report analyzes and compares 17 perception shaping factors in eight key categories using combination of online ratings and reviews from TripAdvisor. The data was collected during Q1 2018 (January).

The rankings that follow are based on an analysis of the number of products or experiences rated as ‘very good’ or ‘excellent’ in 17 different areas using TripAdvisor data.

We grouped these factors together into eight categories: Culture, Attractions, Nightlife, Shopping, Sightseeing, Sports & Adventure, Culinary, and Lodging. The eight categories in this report are treated with equal importance and, as such, are weighted equally. Within each category, the number of quality experiences are tallied to produce a total number of quality attractions for that indicator. The overall ranking is determined by the total number of quality attractions and experiences in a city across all eight categories. In sum, a city’s performance across these eight categories reflects the relative competitive identity of one destination to the next.

Please note, Quality Experiences are those with an overall rating of “very good” or “excellent” – 4 and above.

METHODOLOGY

All cities were benchmarked in each of the following areas:

1. Culture

- Museums¹
- Concerts & Shows¹
- Major Events¹

2. Attractions

- Fun & Games¹
- Water & Amusement Parks¹
- Zoos & Aquariums¹

3. Nightlife

- Nightlife Experiences¹
- Casinos & Gambling¹

4. Shopping

- Shopping Experiences¹

5. Sightseeing

- Sights & Landmarks¹
- Nature & Parks¹
- Sightseeing Tours¹

6. Sports & Adventure

- Outdoor Activities¹
- Boat Tours & Water Sports¹

7. Culinary

- Food & Drink Experiences¹
- Restaurants¹

8. Lodging

- Hotels¹

(1) TripAdvisor.com

METHODOLOGY

COMPETITIVE SET

Based on proprietary research and secondary research, including research provided by Wonderful Copenhagen, we selected a final competitive set of 14 cities. From a tourism perspective, our team selected competing destinations based on annual visitor counts¹ and European cities identified in the TravelStat Competitive Index 2017². From an economic perspective, we identified primary competitors using key metrics such as occupational and skill clusters³, emerging industry clusters⁴, and living standards⁵, measured using GDP per capita. All cities were considered to be geographic, economic, and/or experiential competitors.

The competitive set that was selected for Copenhagen includes: Amsterdam, Barcelona, Berlin, Brussels, Dublin, Hamburg, Helsinki, Lisbon, Munich, Oslo, Prague, Rome, Stockholm and Vienna.



(1) TourMIS, (2) TCI Research, (3) Eurostat: Labor Market Profile, (4) European Commission: European Cluster Observatory, (5) Brookings

METHODOLOGY

INDEX SCALE

To formulate visitor estimates for each destination and create the index scale, we utilized annual data from TourMIS for total bednights to each destination to improve data consistency. Therefore, the index scale measures a destination's experiential quality, in other words, the number of quality experiences delivered per one million bednights. Changes to visitor estimates will have an inverse impact on the index scale.

City	Country	Annual Bednights	Definition	Year
Berlin	Germany	31,150,090	NA ⁴	2017
Rome	Italy	29,293,952	NG ³	2017
Barcelona	Spain	18,791,180	NG ³	2017
Prague	Czech Republic	18,055,838	NA ⁴	2017
Vienna	Austria	16,423,533	NAS ²	2017
Munich	Germany	15,663,728	NG ³	2017
Amsterdam	Netherlands	13,983,000	NG ³	2016
Hamburg	Germany	13,822,337	NA ⁴	2017
Lisbon	Portugal	10,667,695	NG ³	2017
Dublin	Ireland	9,732,457	NGS ¹	2016
Stockholm	Sweden	9,341,900	NA ⁴	2017
Copenhagen	Denmark	8,097,345	NA ⁴	2017
Brussels	Belgium	6,306,369	NA ⁴	2017
Oslo	Norway	5,083,166	NA ⁴	2017
Helsinki	Finland	4,177,318	NA ⁴	2017

(1) NGS = Bednights in hotels and similar establishments in greater city area, (2) NAS = Bednights in all forms of paid accommodation in greater city area (3) NG = Bednights in hotels and similar establishments in city area only, (4) NA = Bednights in all forms of paid accommodation in city area only

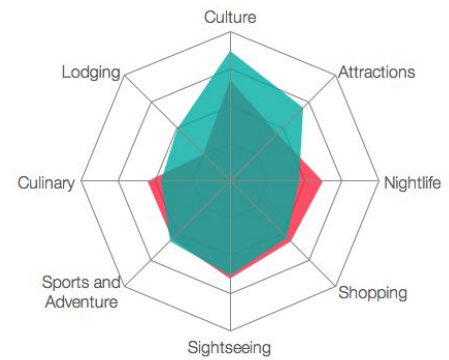
METHODOLOGY

RADAR CHARTS

The competitive identity benchmarking report includes results for each individual factor, each category and overall results. The results in each category are presented in both tables and radar charts. For example, the radar chart below portrays Copenhagen’s relative performance in each category: Culture, Attractions, Nightlife, Shopping, Sightseeing, Sports and Adventure, Culinary, and Lodging.



The larger the shaded area, the better this city compares to the best of the competitive set. The further the shaded area expands to the outside edge in any grouping, the better this city compares to the best of the competitive set in this grouping. To illustrate key strengths and weaknesses, each city was compared against Copenhagen – below is a radar chart benchmarking Copenhagen, in red, against Helsinki in turquoise.



KEY INSIGHTS

OVERALL

The following are defining competitive characteristics that the destination assessment reveals for Copenhagen.

1 Copenhagen shares a similar tourism market as Stockholm and Dublin based on annual bednights.

2 On the absolute scale, Copenhagen's tourism product is about the same size, as Stockholm, and although slightly smaller, in the same range as Munich, Hamburg, Brussels and Dublin.

3 Overall, Copenhagen generally fits into the middle of its competitive set based on the size of its tourism industry. Copenhagen ranks 12th based on the total number of quality experiences (absolute scale).

4 Copenhagen ranks in the mid-tier in terms of experiential quality – measured as the number of quality attractions per one million bednights. Copenhagen ranks 9th (in the middle tier) on an indexed scale, delivering 23.5 quality experiences per one million bednights.

5 On an absolute and index scale, sports and adventure, nightlife and sightseeing are competitive advantages for Copenhagen relative to the competitive set.

6 Based on the size of the tourism industry (number of tourism products) and annual visitation, Copenhagen ranks higher in terms of experiential quality (index scale) than the total number of experiences and attractions (absolute scale).



KEY INSIGHTS

CULTURE

Culture	Copenhagen scores 11th place on the absolute scale and 8th place on the index scale.
Major Events	Copenhagen is placed best (4th place on the absolute scale) in the category of Major Events as a result of 3 postings with qualifying scores in this category. When the results are adjusted for visitor counts, Copenhagen moves up one position on the scale to a 3rd place ranking. On the absolute scale, Barcelona, Amsterdam and Vienna are the big winners in this category (Major Events), while Helsinki and Amsterdam beat out Copenhagen on the indexed scale.
Museums	Copenhagen registers 57 quality experiences for Museums, putting it in 10th place on an absolute scale and 7th on an index scale. Prague, Berlin and Rome are the top finishers (absolute scale). On the index scale, Brussels' 81 quality establishments for Museums, Helsinki's and Oslo's lower visitor counts puts them in first and third place on the index scale by a wide margin.
Concerts & Shows	Copenhagen has registered 33 quality experiences for Concerts & Shows putting it in 10th place on the absolute scale, and 4th on the index scale. Berlin, Prague and Vienna score very well on the absolute scale, while Dublin's 62 establishments score very well on the index scale.



KEY INSIGHTS

ATTRACTIONS

Attractions	<p>In total, Copenhagen has 39 quality establishments putting it in 10th place among its competitive set (absolute scale) and 9th place on an index scale.</p>
Fun & Games	<p>TripAdvisor reports that Copenhagen has 33 quality Fun & Games establishments ranking it 10th out of its competitive set (absolute scale) and 9th out of its competitive set (index scale). Prague is the absolute leader in this category with a total of 183 quality establishments.</p>
Water & Amusement Parks	<p>Copenhagen registers 3 quality Amusement Parks putting it in a tie for 5th place with 3 other destinations (Barcelona, Oslo, and Stockholm), while Prague is the absolute leader in this category with 7 quality establishments in this category. On an index scale, Helsinki is 1st for Amusement Parks, followed by Oslo, Prague and Copenhagen (4th on the index scale).</p>
Zoos & Aquariums	<p>Copenhagen registers 3 quality Zoos & Aquariums putting it in a tie for 4th place with 2 other destinations (Helsinki and Berlin), while Prague, Vienna, and Lisbon are the narrow winners. On an index scale, Helsinki, Lisbon and Copenhagen top the rankings.</p>



KEY INSIGHTS

NIGHTLIFE

Nightlife	<p>In total, Copenhagen has 114 quality Entertainment establishments putting it in 9th place among its competitive set (absolute scale) and 6th place on an index scale.</p>
Nightlife Experiences	<p>Copenhagen scores 114 quality Nightlife establishments putting it in 9th place on the absolute scale and 9th on an index scale. Major destinations such as Barcelona, Berlin, Prague, Rome and Amsterdam constitute the top 5. On an index scale, Dublin ranks second after Barcelona.</p>
Casinos & Gambling	<p>Only 9 of the 15 destinations in the competitive set have quality Casinos & Gambling establishments. Prague leads the ranking with 9 quality establishments, followed by Dublin and Vienna. For Casinos & Gambling, Copenhagen is last with no quality establishment in this category, including Casino Copenhagen.</p>

SHOPPING

Shopping	<p>Copenhagen ranks 10th for Shopping in terms of total number of quality experiences and 9th on an index scale. Rome is the clear winner on the absolute scale, followed by Barcelona and Amsterdam. On the index scale, Amsterdam is the top shopping destination by a small margin over Brussels and Helsinki.</p>
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KEY INSIGHTS

SIGHTSEEING

Sightseeing

In the aggregate grouping of Sightseeing, Copenhagen's 310 quality establishments place it in 9th position on the absolute scale and 7th place on the index scale.

Sights & Landmarks

Copenhagen's 131 quality Sights & Landmarks put it in 9th place on the absolute scale and 6th place on the index scale. Rome is particularly strong in the area of Sightseeing Tours with more than 700 quality establishments. Prague and Berlin are the 2nd and 3rd place finishers (absolute scale) with 318 and 279 quality Sights & Landmarks respectively. Helsinki and Brussels are the top finishers after Rome for Sights & Landmarks on the index scale.

Nature & Parks

Copenhagen's 34 quality establishments in this category place it in 9th position on the absolute scale and 5th place on the index scale. Oslo, Helsinki and Dublin place first, second and third on the index scale.

Sightseeing Tours

Copenhagen's 145 quality Sightseeing Tours put it in 8th place on the absolute scale and 7th place on the index scale. Rome is the far and away 1st place finisher (absolute scale) with 687 quality Sightseeing Tours followed by Barcelona and Lisbon.



KEY INSIGHTS

SPORTS & ADVENTURE

Sports & Adventure	Copenhagen's total of 101 establishments places it 8th of 15 on the absolute scale and 6th of 15 on the index scale. Barcelona is the leader of absolute rankings, while Lisbon is the leader of the index rankings.
Outdoor Activities	Copenhagen's total of 78 establishments places it 8th of 15 on the absolute scale and 6th of 15 on the index scale. Barcelona, Amsterdam and Lisbon are the leaders both the absolute and index scale.
Boat Tours & Water Sports	For a city surrounded by water, Copenhagen registers 23 quality Boat Tours & Water Sports establishments, putting it in 7th place out of 15 on the absolute and 6th on an index scale. Amsterdam is the absolute major player in this area, while Amsterdam and Lisbon are the leaders on the index scale by a wide margin.



KEY INSIGHTS

CULINARY

Culinary	<p>While Copenhagen only ranks 13th in terms of the total number of culinary experiences, it ranks 7th on an indexed scale.</p>
Restaurants	<p>For Restaurants, Copenhagen's 1,405 quality establishments translate into 173.5 establishments per one million bednights or 7th place among its competitive set on the index scale. Major destinations such as Rome, Barcelona and Berlin lead the ranking. Rome is the absolute leader in this category with 6,611 quality establishments.</p>
Food & Drink	<p>For Food & Drink experiences, TripAdvisor lists 48 quality establishments in Copenhagen placing it in 6th position out of 15 destinations. Rome, Barcelona and Lisbon lead the absolute list. On an index scale for Food & Drink, Lisbon, Barcelona and Rometop the rankings. Copenhagen is 4th on the index scale.</p>

LODGING

Hotels	<p>Copenhagen has 48 quality Hotels , one of the lowest numbers after Helsinki, putting it in 14th place on the absolute scale and last on the index scale among the competitive set of 15 destinations. Rome, Prague, Berlin, and Barcelona lead the list of total quality establishments for Hotels by a large margin.</p>
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KEY INSIGHTS

DESTINATION PROFILE

Dublin, Ireland Copenhagen shares a similar profile as Dublin on an absolute scale, although Dublin has more Culture, Nightlife, Shopping and Lodging options. Dublin also outperforms the Danish capital for Nightlife.

On an index scale, Dublin and Copenhagen share a similar experiential quality in all categories, except Nightlife, one of Dublin’s key strengths.

Oslo, Norway Although Oslo has a smaller tourism product, both Scandinavian cities share a similar profile, while Oslo lacks Nightlife experiences.

Oslo delivers a higher experiential quality in Lodging, Culture, and Attractions, while Nightlife and Culinary experiences are a relative competitive advantage for Copenhagen.

Lisbon, Portugal On an index scale, Lisbon and Copenhagen share a similar performance for Culture, Attractions and Nightlife. Lisbon outperforms Copenhagen in all other areas.

DESTINATION ASSESSMENT

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The Destination Assessment analyzes and compares 17 perception shaping factors in eight key categories.

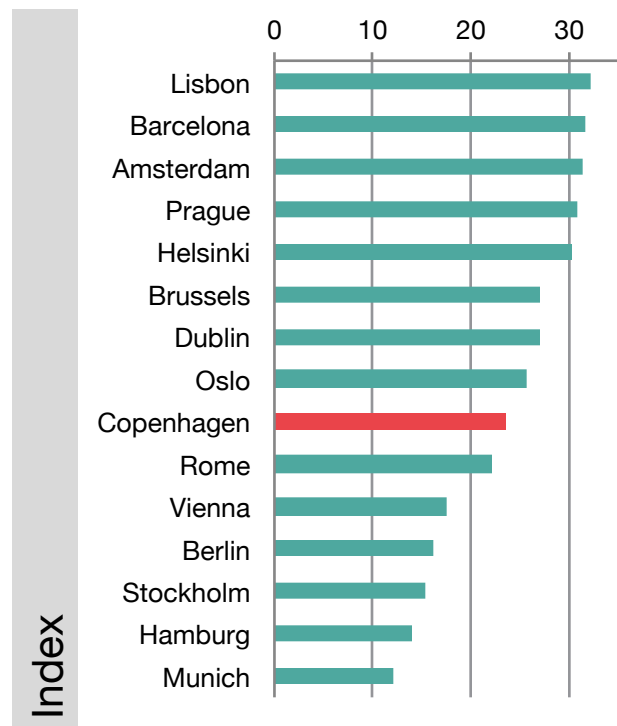
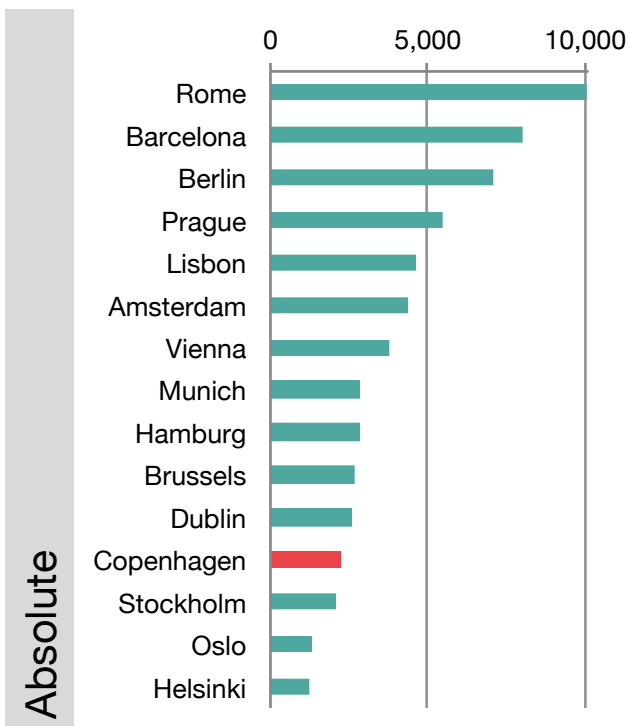


Overall

The absolute scale¹ measures the total number of quality experiences as rated by visitors and locals. The index scale² evaluates performance in terms of how many quality experiences are delivered per one million bednights.

City Profile	Country	Absolute ¹	Rank	Index ²	Rank
Copenhagen	Denmark	2,239	10	23.5	9

Competitive Set	Country	Absolute	Rank	Index	Rank
Rome	Italy	10,015	1	22.0	10
Barcelona	Spain	8,039	2	31.7	2
Berlin	Germany	7,109	4	16.2	12
Prague	Czech Republic	5,480	3	30.8	4
Lisbon	Portugal	4,582	6	32.3	1
Amsterdam	Netherlands	4,387	5	31.4	3
Vienna	Austria	3,792	7	17.5	11
Munich	Germany	2,875	11	12.1	15
Hamburg	Germany	2,809	9	14.0	14
Brussels	Belgium	2,675	12	27.0	6
Dublin	Ireland	2,618	8	26.9	7
Copenhagen	Denmark	2,239	10	23.5	9
Stockholm	Sweden	2,121	13	15.3	13
Oslo	Norway	1,296	14	25.6	8
Helsinki	Finland	1,271	15	30.4	5



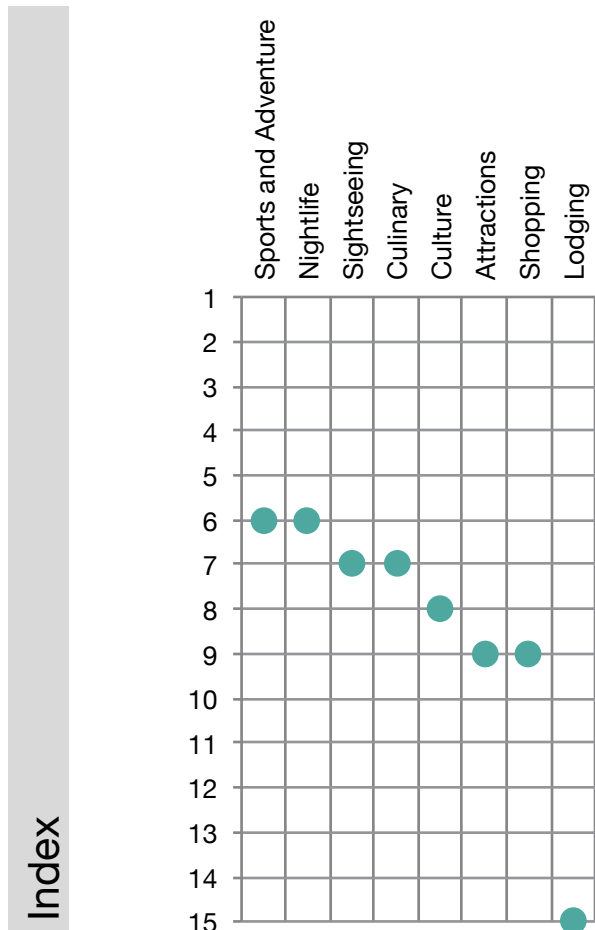
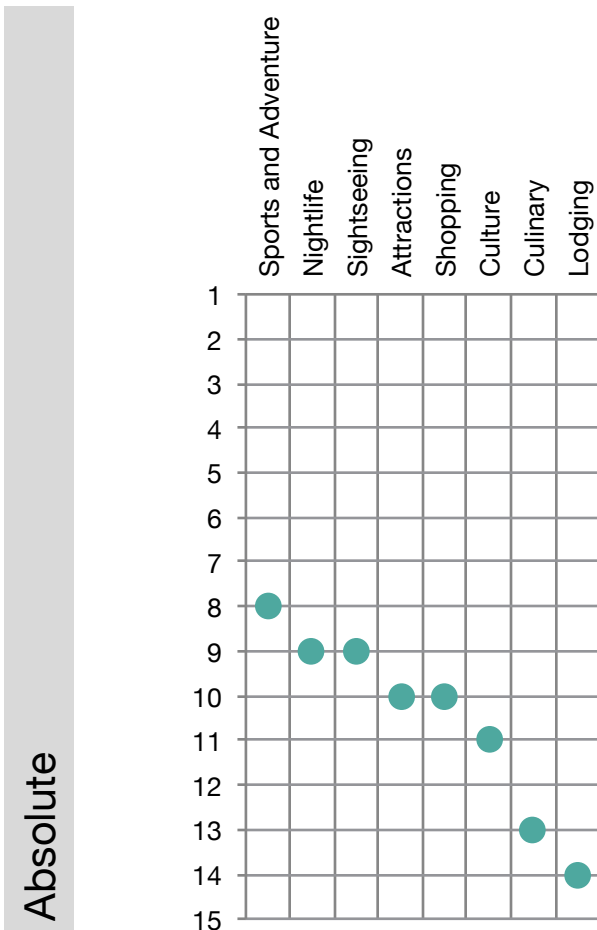


Destination Profile / Categories

The total number of quality experiences per category.

City Profile	Reviews ¹	Absolute	Rank	Index	Rank
Total	517,203	2,239	10	23.5	9

Competitive Set	Reviews ¹	Absolute	Rank	Index	Rank
Sports and Adventure	11,563	101	8	4.1	6
Nightlife	13,879	114	9	3.3	6
Sightseeing	136,103	310	9	2.6	7
Attractions	26,061	39	10	2.5	9
Shopping	4,384	81	10	3.2	9
Culture	28,830	93	11	4.4	8
Culinary	195,811	1,453	13	2.6	7
Lodging	100,572	48	14	0.9	15



(1) Total TripAdvisor reviews

Source: TripAdvisor, 2018

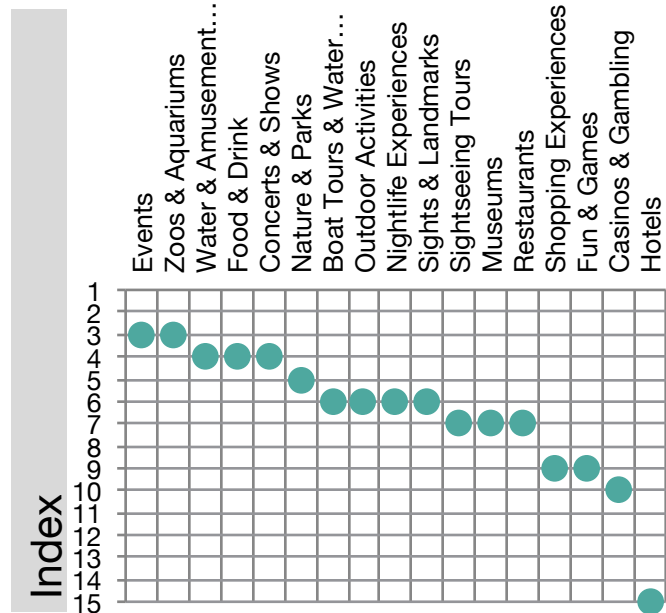
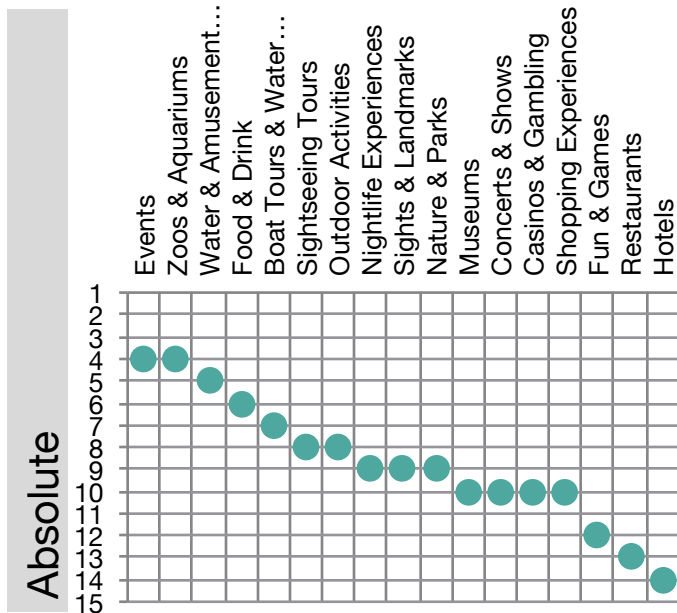


Destination Profile / Individual Factors

The total number of quality experiences per factor.

City Profile	Reviews ¹	Absolute	Rank	Index	Rank
Total	517,203	24	10	23.5	9

Competitive Set	Reviews ¹	Absolute	Rank	Index	Rank
Events	18	3	4	0.4	3
Zoos & Aquariums	3,567	3	4	0.4	3
Water & Amusement Parks	20,270	3	5	0.4	4
Food & Drink	10,365	48	6	5.9	4
Boat Tours & Water Sports	3,433	23	7	2.8	6
Sightseeing Tours	19,795	145	8	17.9	7
Outdoor Activities	8,130	78	8	9.6	6
Nightlife Experiences	13,832	114	9	14.1	6
Sights & Landmarks	88,752	131	9	16.2	6
Nature & Parks	27,556	34	9	4.2	5
Museums	25,553	57	10	7.0	7
Concerts & Shows	3,259	33	10	4.1	4
Casinos & Gambling	47	0	10	0.0	10
Shopping Experiences	4,384	81	10	10.0	9
Fun & Games	2,224	33	12	4.1	9
Restaurants	185,446	1,405	13	173.5	7
Hotels	100,572	48	14	5.9	15



(1) Total TripAdvisor reviews

Source: TripAdvisor, 2018

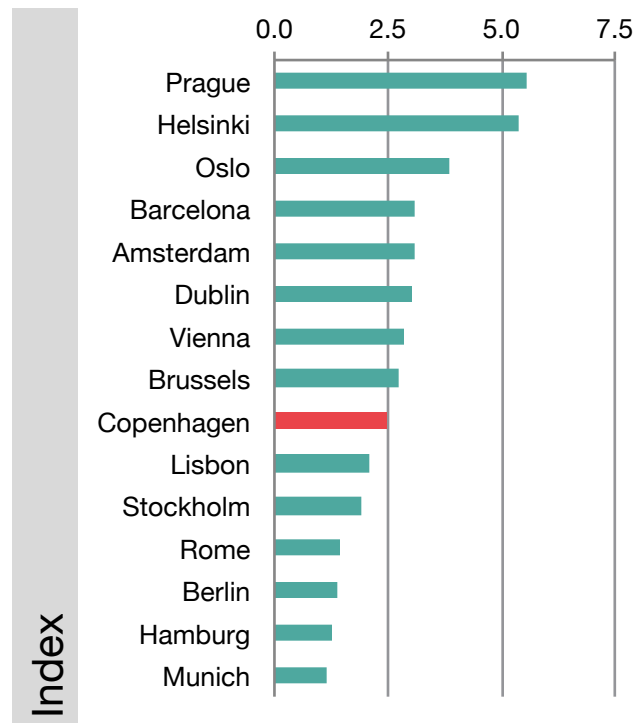
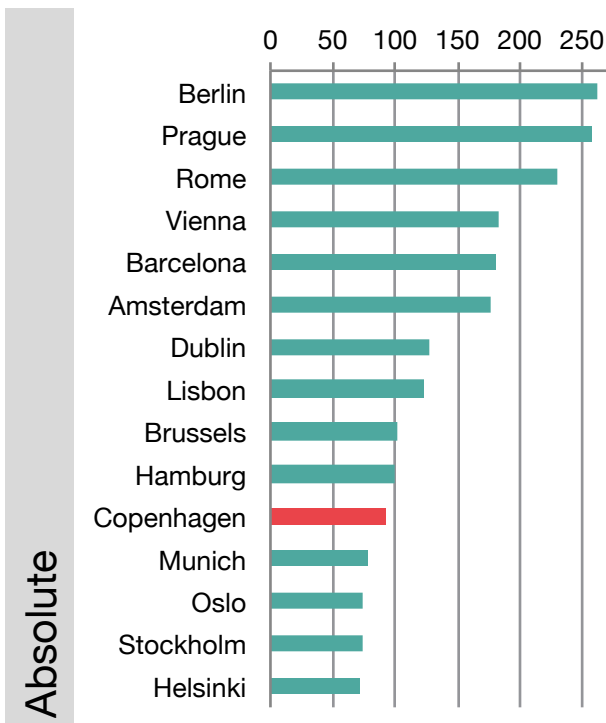


Culture

The arts and culture in a destination.

City Profile	Country	Absolute	Rank	Index	Rank
Copenhagen	Denmark	93	11	4.4	8

Competitive Set	Country	Absolute	Rank	Index	Rank
Berlin	Germany	262	1	3.2	11
Prague	Czech Republic	257	2	5.4	4
Rome	Italy	231	3	3.0	13
Vienna	Austria	183	4	4.3	9
Barcelona	Spain	181	5	3.7	10
Amsterdam	Netherlands	176	6	4.8	6
Dublin	Ireland	127	7	5.0	5
Lisbon	Portugal	123	8	4.4	7
Brussels	Belgium	101	9	6.1	2
Hamburg	Germany	99	10	2.7	14
Copenhagen	Denmark	93	11	4.4	8
Munich	Germany	79	12	1.9	15
Oslo	Norway	75	13	5.6	3
Stockholm	Sweden	75	13	3.1	12
Helsinki	Finland	71	15	6.5	1



Source: TripAdvisor, 2018

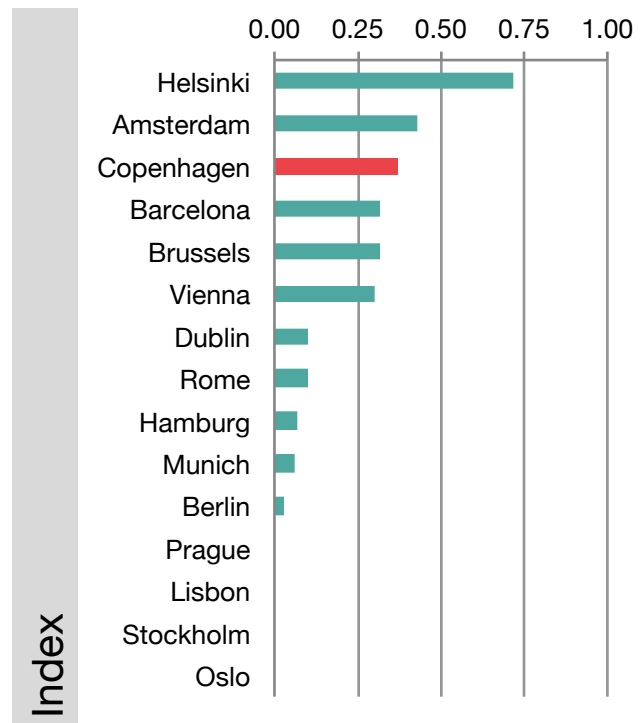
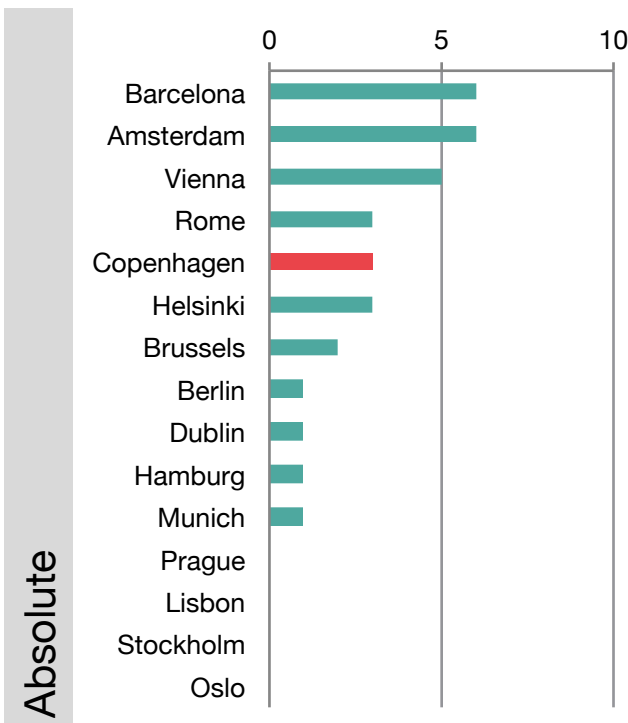


Culture / Events

Cultural Events, Food & Drink Festivals, Music Festivals, etc.

City Profile	Country	Absolute	Rank	Index	Rank
Copenhagen	Denmark	3	4	0.4	3

Competitive Set	Country	Absolute	Rank	Index	Rank
Barcelona	Spain	6	1	0.3	4
Amsterdam	Netherlands	6	1	0.4	2
Vienna	Austria	5	3	0.3	6
Rome	Italy	3	4	0.1	8
Copenhagen	Denmark	3	4	0.4	3
Helsinki	Finland	3	4	0.7	1
Brussels	Belgium	2	7	0.3	5
Berlin	Germany	1	8	0.0	11
Dublin	Ireland	1	8	0.1	7
Hamburg	Germany	1	8	0.1	9
Munich	Germany	1	8	0.1	10
Prague	Czech Republic	0	12	0.0	12
Lisbon	Portugal	0	12	0.0	12
Stockholm	Sweden	0	12	0.0	12
Oslo	Norway	0	12	0.0	12



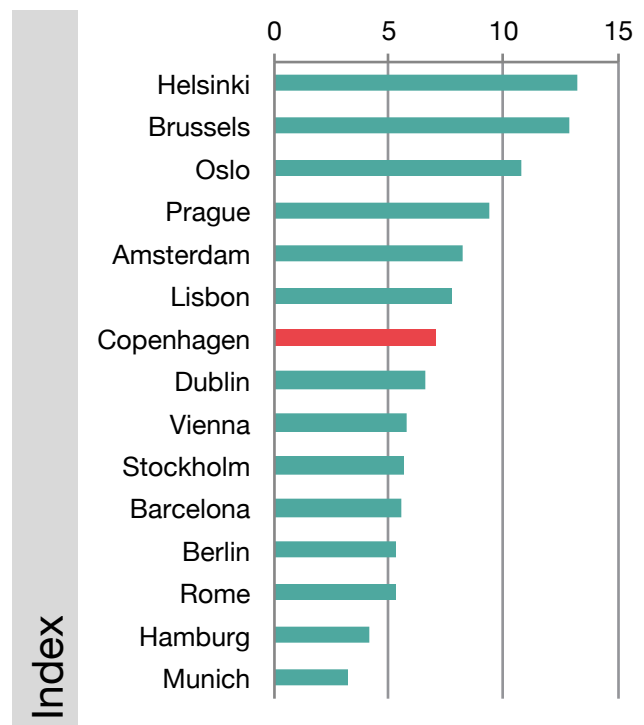
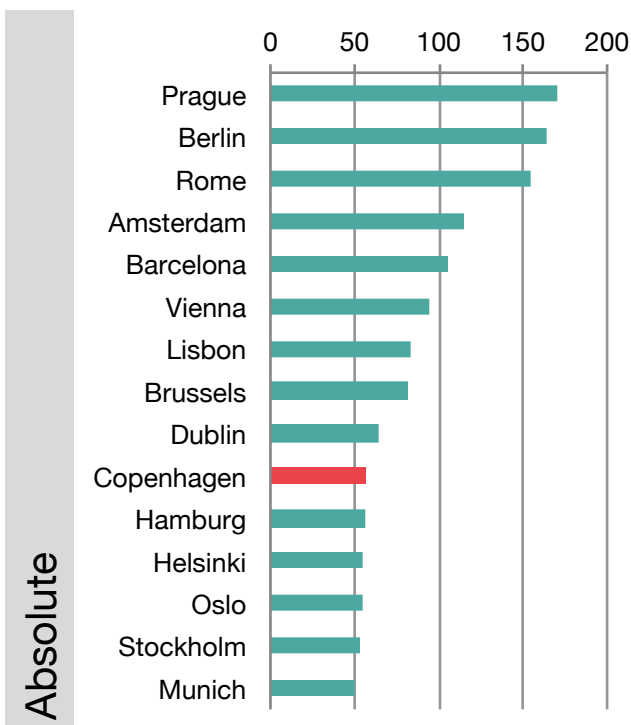


Culture / Museums

Art Galleries, Observatories, Planetariums, Speciality, Art, History, Science Museums, etc.

City Profile	Country	Absolute	Rank	Index	Rank
Copenhagen	Denmark	57	10	7.0	7

Competitive Set	Country	Absolute	Rank	Index	Rank
Prague	Czech Republic	170	1	9.4	4
Berlin	Germany	164	2	5.3	12
Rome	Italy	154	3	5.3	13
Amsterdam	Netherlands	115	4	8.2	5
Barcelona	Spain	105	5	5.6	11
Vienna	Austria	94	6	5.7	9
Lisbon	Portugal	83	7	7.8	6
Brussels	Belgium	81	8	12.8	2
Dublin	Ireland	64	9	6.6	8
Copenhagen	Denmark	57	10	7.0	7
Hamburg	Germany	57	10	4.1	14
Helsinki	Finland	55	12	13.2	1
Oslo	Norway	55	12	10.8	3
Stockholm	Sweden	53	14	5.7	10
Munich	Germany	50	15	3.2	15



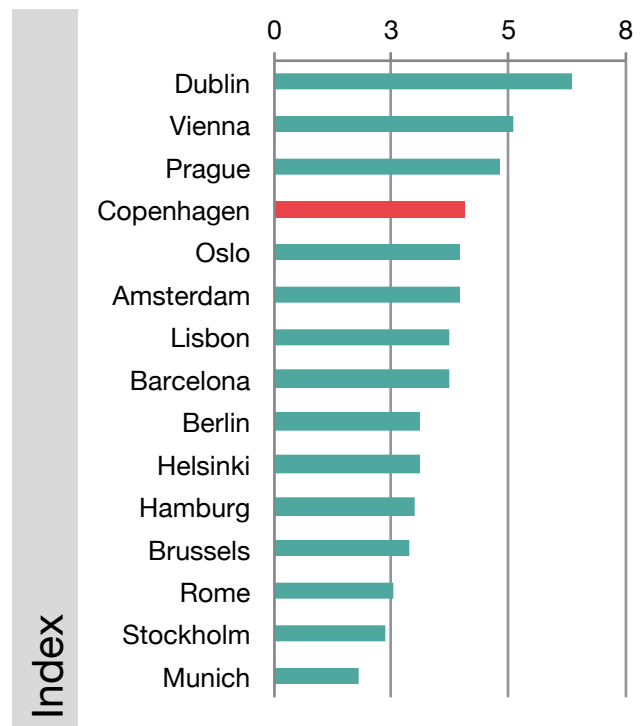
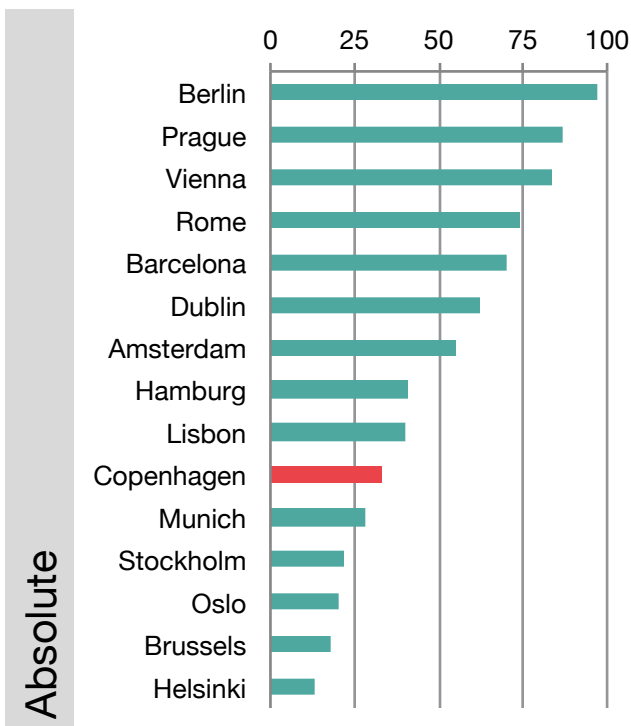


Culture / Concerts & Shows

Performances, Theatres, Comedy Clubs, Concerts, Operas, Cabarets, Symphonies, etc.

City Profile	Country	Absolute	Rank	Index	Rank
Copenhagen	Denmark	33	10	4.1	4

Competitive Set	Country	Absolute	Rank	Index	Rank
Berlin	Germany	97	1	3.1	9
Prague	Czech Republic	87	2	4.8	3
Vienna	Austria	84	3	5.1	2
Rome	Italy	74	4	2.5	13
Barcelona	Spain	70	5	3.7	8
Dublin	Ireland	62	6	6.4	1
Amsterdam	Netherlands	55	7	3.9	6
Hamburg	Germany	41	8	3.0	11
Lisbon	Portugal	40	9	3.7	7
Copenhagen	Denmark	33	10	4.1	4
Munich	Germany	28	11	1.8	15
Stockholm	Sweden	22	12	2.4	14
Oslo	Norway	20	13	3.9	5
Brussels	Belgium	18	14	2.9	12
Helsinki	Finland	13	15	3.1	10



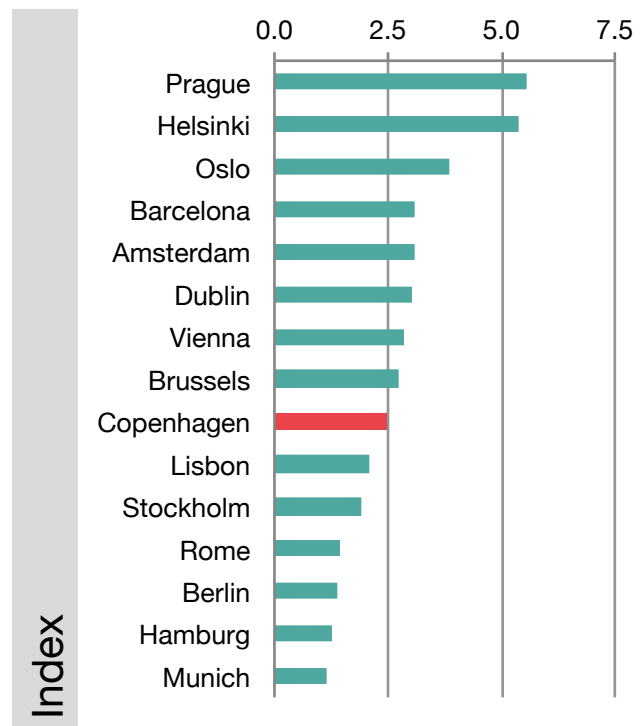
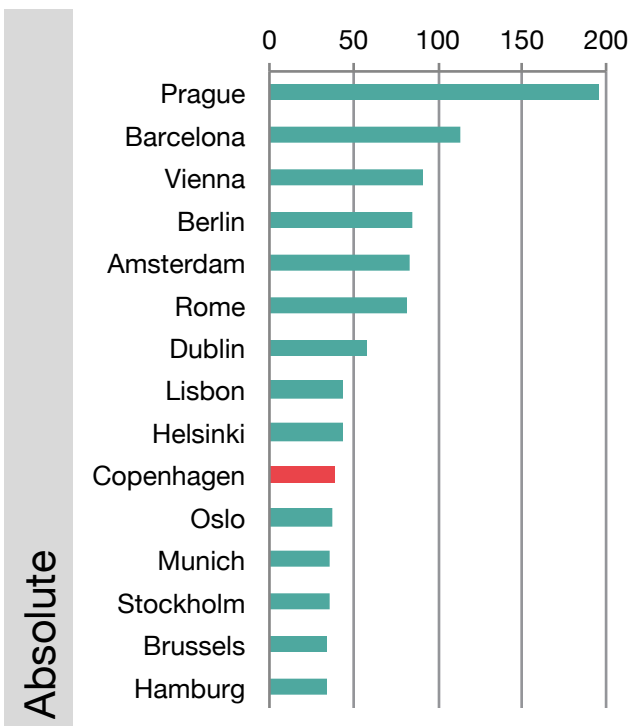


Attractions

Fun attractions and experiences.

City Profile	Country	Absolute	Rank	Index	Rank
Copenhagen	Denmark	39	10	2.5	9

Competitive Set	Country	Absolute	Rank	Index	Rank
Prague	Czech Republic	195	1	5.5	1
Barcelona	Spain	114	2	3.1	4
Vienna	Austria	92	3	2.9	7
Berlin	Germany	85	4	1.4	13
Amsterdam	Netherlands	84	5	3.1	5
Rome	Italy	81	6	1.4	12
Dublin	Ireland	58	7	3.1	6
Lisbon	Portugal	44	8	2.1	10
Helsinki	Finland	44	8	5.4	2
Copenhagen	Denmark	39	10	2.5	9
Oslo	Norway	38	11	3.8	3
Munich	Germany	36	12	1.2	15
Stockholm	Sweden	35	13	1.9	11
Brussels	Belgium	34	14	2.8	8
Hamburg	Germany	34	14	1.3	14



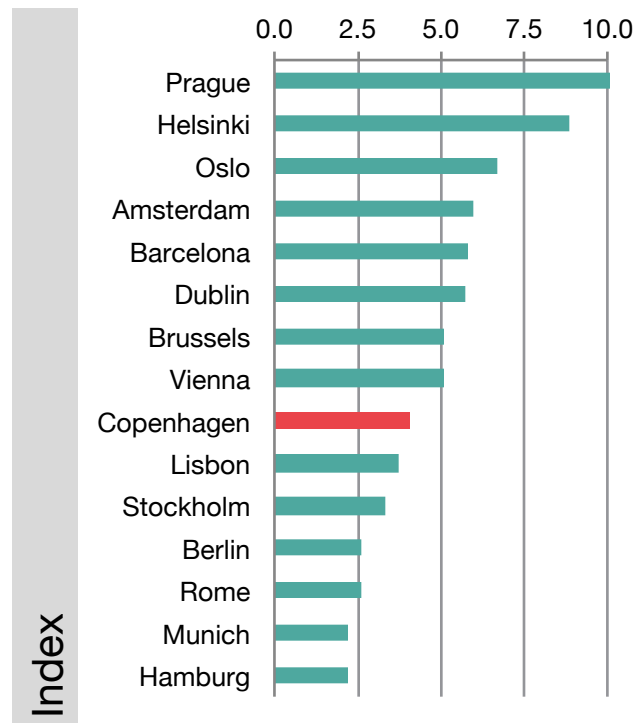
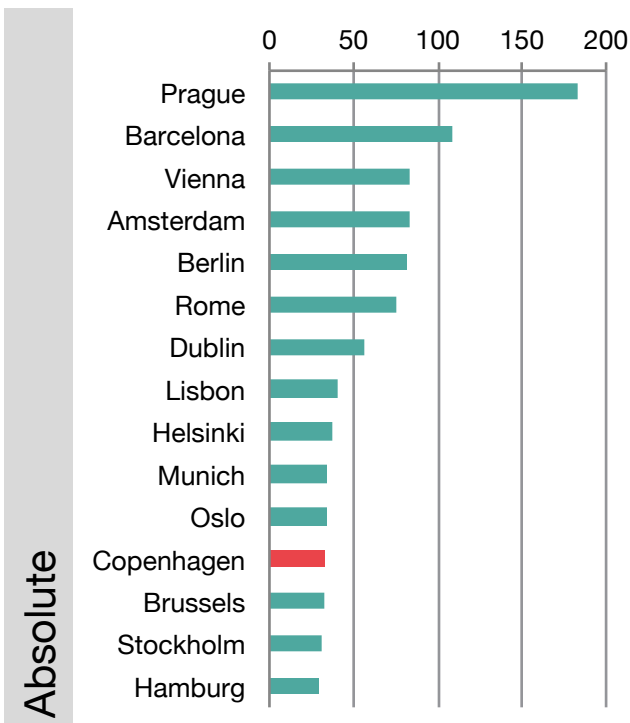


Attractions / Fun & Games

Movie Theatres, Game & Entertainment Centres, Room Escape Games, Playgrounds, etc.

City Profile	Country	Absolute	Rank	Index	Rank
Copenhagen	Denmark	33	12	4.1	9

Competitive Set	Country	Absolute	Rank	Index	Rank
Prague	Czech Republic	183	1	10.1	1
Barcelona	Spain	109	2	5.8	5
Vienna	Austria	83	3	5.1	8
Amsterdam	Netherlands	83	3	5.9	4
Berlin	Germany	82	5	2.6	12
Rome	Italy	76	6	2.6	13
Dublin	Ireland	56	7	5.8	6
Lisbon	Portugal	40	8	3.7	10
Helsinki	Finland	37	9	8.9	2
Munich	Germany	34	10	2.2	14
Oslo	Norway	34	10	6.7	3
Copenhagen	Denmark	33	12	4.1	9
Brussels	Belgium	32	13	5.1	7
Stockholm	Sweden	31	14	3.3	11
Hamburg	Germany	30	15	2.2	15



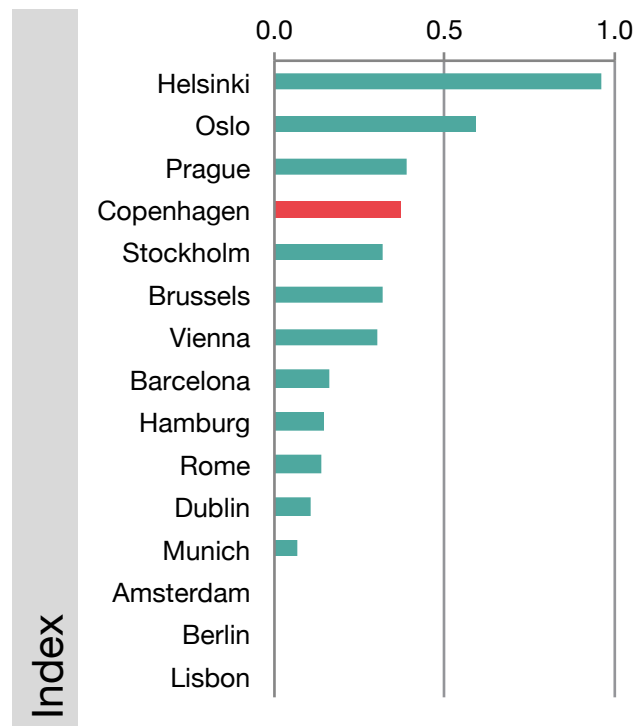
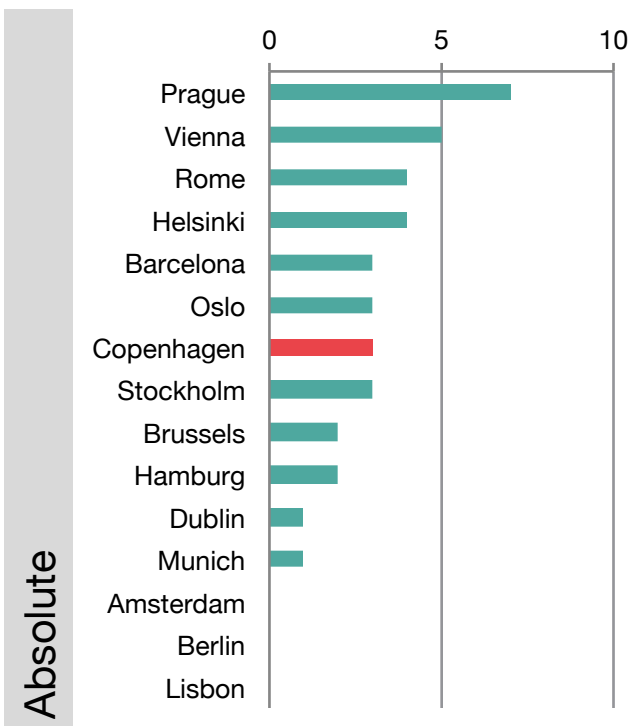


Attractions / Water & Amusement Parks

Theme parks, etc.

City Profile	Country	Absolute	Rank	Index	Rank
Copenhagen	Denmark	3	5	0.4	4

Competitive Set	Country	Absolute	Rank	Index	Rank
Prague	Czech Republic	7	1	0.4	3
Vienna	Austria	5	2	0.3	7
Rome	Italy	4	3	0.1	10
Helsinki	Finland	4	3	1.0	1
Barcelona	Spain	3	5	0.2	8
Oslo	Norway	3	5	0.6	2
Copenhagen	Denmark	3	5	0.4	4
Stockholm	Sweden	3	5	0.3	5
Brussels	Belgium	2	9	0.3	6
Hamburg	Germany	2	9	0.1	9
Dublin	Ireland	1	11	0.1	11
Munich	Germany	1	11	0.1	12
Amsterdam	Netherlands	0	13	0.0	13
Berlin	Germany	0	13	0.0	13
Lisbon	Portugal	0	13	0.0	13



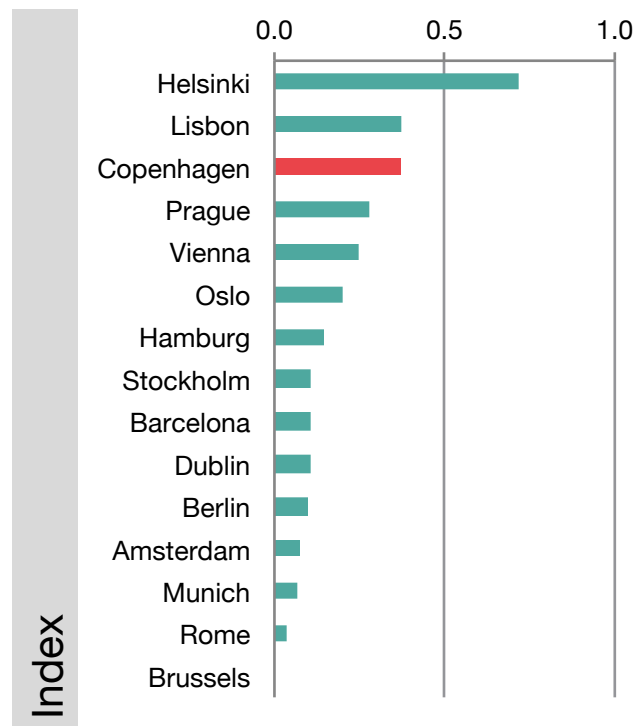
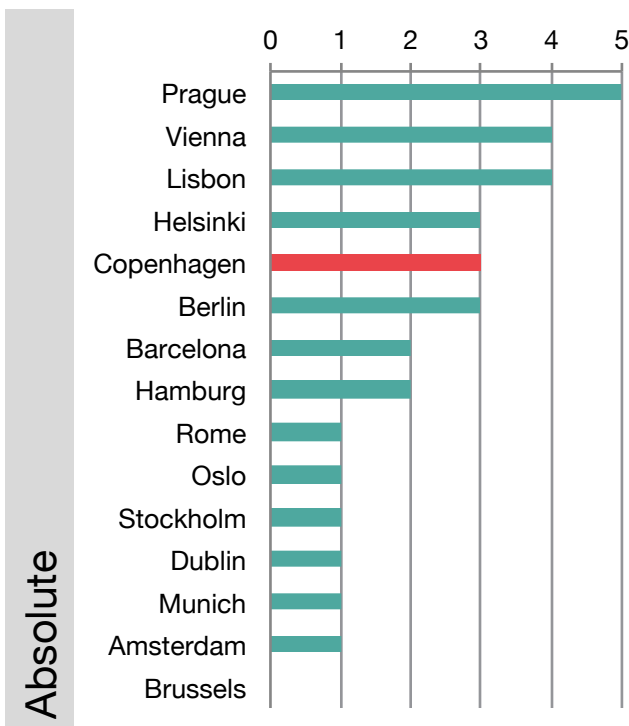


Attractions / Zoos & Aquariums

Zoos, Aquariums, etc.

City Profile	Country	Absolute	Rank	Index	Rank
Copenhagen	Denmark	3	4	0.4	3

Competitive Set	Country	Absolute	Rank	Index	Rank
Prague	Czech Republic	5	1	0.3	4
Vienna	Austria	4	2	0.2	5
Lisbon	Portugal	4	2	0.4	2
Helsinki	Finland	3	4	0.7	1
Copenhagen	Denmark	3	4	0.4	3
Berlin	Germany	3	4	0.1	11
Barcelona	Spain	2	7	0.1	9
Hamburg	Germany	2	7	0.1	7
Rome	Italy	1	9	0.0	14
Oslo	Norway	1	9	0.2	6
Stockholm	Sweden	1	9	0.1	8
Dublin	Ireland	1	9	0.1	10
Munich	Germany	1	9	0.1	13
Amsterdam	Netherlands	1	9	0.1	12
Brussels	Belgium	0	15	0.0	15



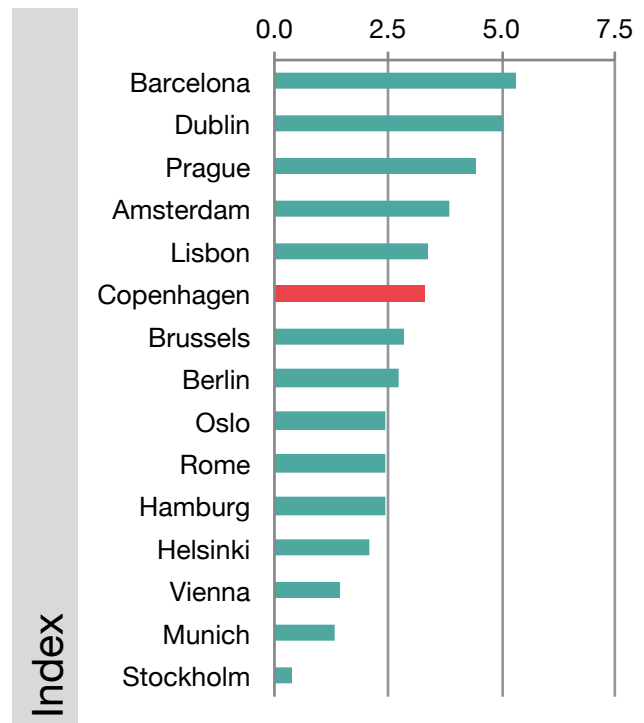
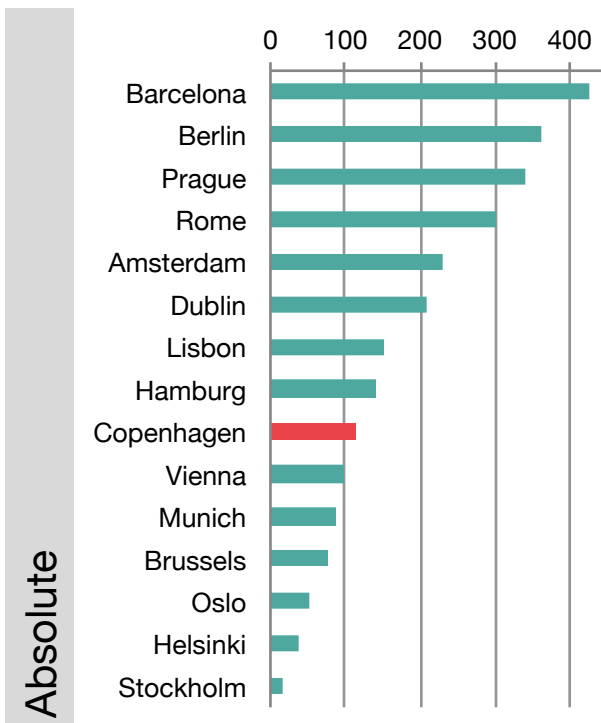


Nightlife

The nightlife experiences in a destination.

City Profile	Country	Absolute	Rank	Index	Rank
Copenhagen	Denmark	114	9	3.3	6

Competitive Set	Country	Absolute	Rank	Index	Rank
Barcelona	Spain	425	1	5.3	1
Berlin	Germany	363	2	2.7	8
Prague	Czech Republic	340	3	4.4	3
Rome	Italy	301	4	2.4	10
Amsterdam	Netherlands	229	5	3.9	4
Dublin	Ireland	208	6	5.0	2
Lisbon	Portugal	153	7	3.4	5
Hamburg	Germany	142	8	2.4	11
Copenhagen	Denmark	114	9	3.3	6
Vienna	Austria	99	10	1.4	13
Munich	Germany	87	11	1.3	14
Brussels	Belgium	76	12	2.8	7
Oslo	Norway	53	13	2.5	9
Helsinki	Finland	37	14	2.1	12
Stockholm	Sweden	16	15	0.4	15



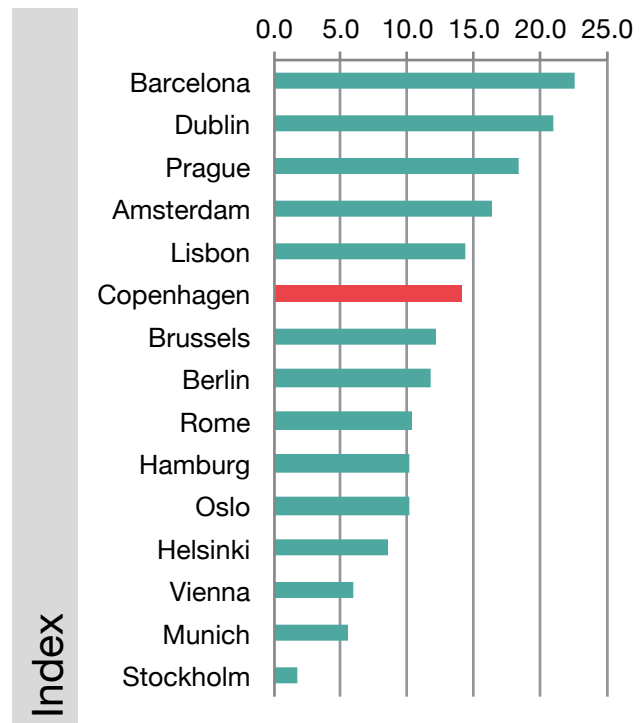
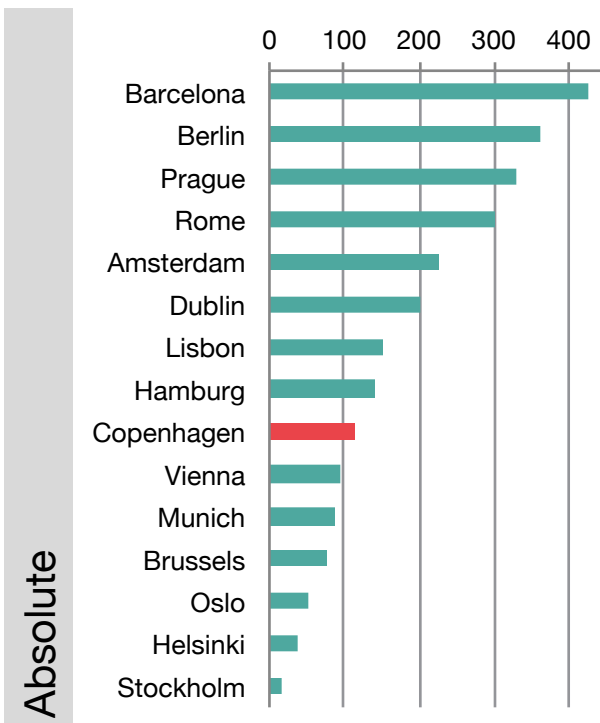


Nightlife / Nightlife Experiences

Bars, Clubs, Dance Clubs, Discos, Karaoke Bars, etc.

City Profile	Country	Absolute	Rank	Index	Rank
Copenhagen	Denmark	114	9	14.1	6

Competitive Set	Country	Absolute	Rank	Index	Rank
Barcelona	Spain	425	1	22.6	1
Berlin	Germany	363	2	11.7	8
Prague	Czech Republic	331	3	18.3	3
Rome	Italy	300	4	10.2	9
Amsterdam	Netherlands	228	5	16.3	4
Dublin	Ireland	203	6	20.9	2
Lisbon	Portugal	152	7	14.2	5
Hamburg	Germany	141	8	10.2	10
Copenhagen	Denmark	114	9	14.1	6
Vienna	Austria	96	10	5.8	13
Munich	Germany	87	11	5.6	14
Brussels	Belgium	76	12	12.1	7
Oslo	Norway	51	13	10.0	11
Helsinki	Finland	36	14	8.6	12
Stockholm	Sweden	16	15	1.7	15



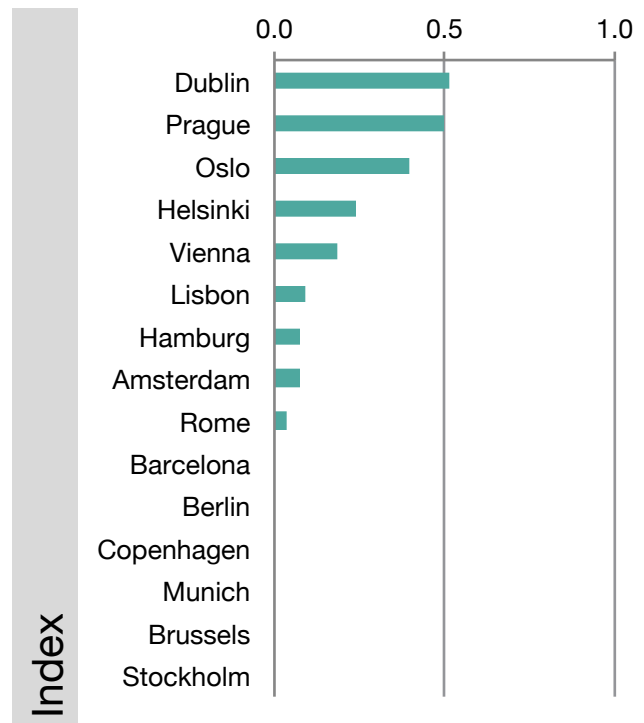
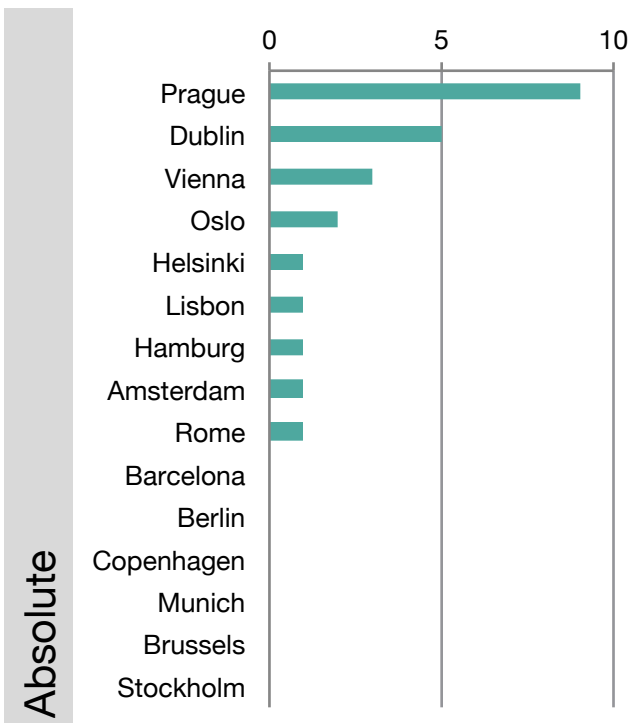


Nightlife / Casinos & Gambling

Casinos, Horse Tracks, etc.

City Profile	Country	Absolute	Rank	Index	Rank
Copenhagen	Denmark	0	10	0.0	10

Competitive Set	Country	Absolute	Rank	Index	Rank
Prague	Czech Republic	9	1	0.5	2
Dublin	Ireland	5	2	0.5	1
Vienna	Austria	3	3	0.2	5
Oslo	Norway	2	4	0.4	3
Helsinki	Finland	1	5	0.2	4
Lisbon	Portugal	1	5	0.1	6
Hamburg	Germany	1	5	0.1	7
Amsterdam	Netherlands	1	5	0.1	8
Rome	Italy	1	5	0.0	9
Barcelona	Spain	0	10	0.0	10
Berlin	Germany	0	10	0.0	10
Copenhagen	Denmark	0	10	0.0	10
Munich	Germany	0	10	0.0	10
Brussels	Belgium	0	10	0.0	10
Stockholm	Sweden	0	10	0.0	10



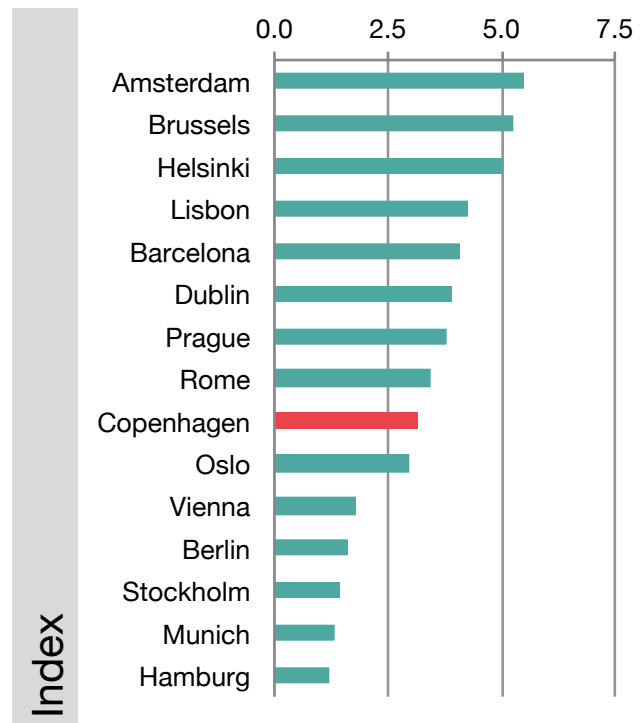
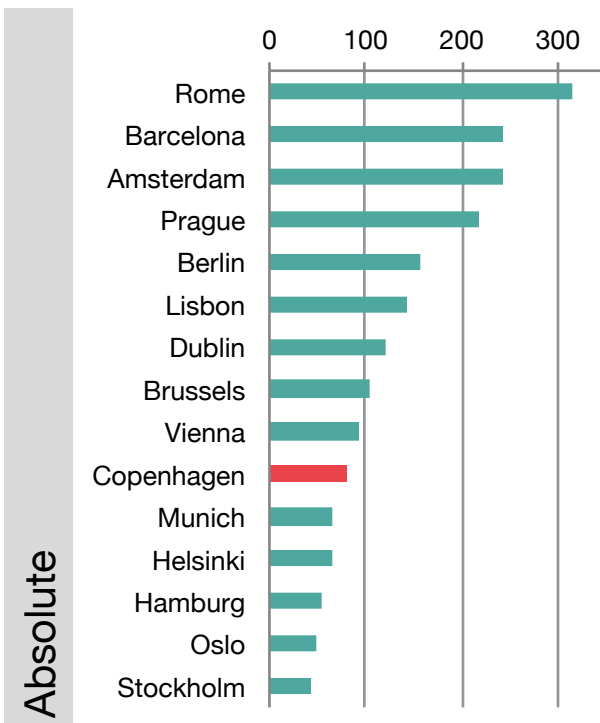


Shopping

The shopping and retail experiences in a destination.

City Profile	Country	Absolute	Rank	Index	Rank
Copenhagen	Denmark	81	10	3.2	9

Competitive Set	Country	Absolute	Rank	Index	Rank
Rome	Italy	316	1	3.4	8
Barcelona	Spain	244	2	4.1	5
Amsterdam	Netherlands	244	2	5.5	1
Prague	Czech Republic	217	4	3.8	7
Berlin	Germany	158	5	1.6	12
Lisbon	Portugal	143	6	4.2	4
Dublin	Ireland	120	7	3.9	6
Brussels	Belgium	105	8	5.3	2
Vienna	Austria	94	9	1.8	11
Copenhagen	Denmark	81	10	3.2	9
Munich	Germany	66	11	1.3	14
Helsinki	Finland	66	11	5.0	3
Hamburg	Germany	53	13	1.2	15
Oslo	Norway	48	14	3.0	10
Stockholm	Sweden	42	15	1.4	13



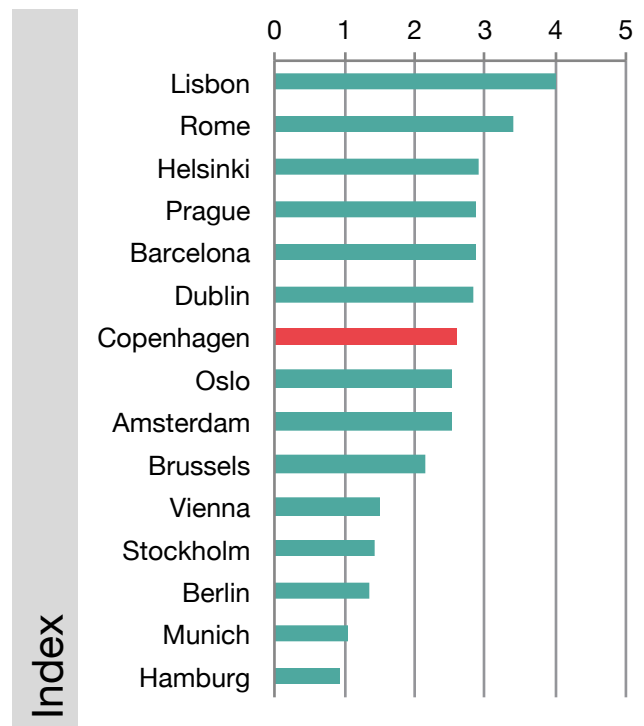
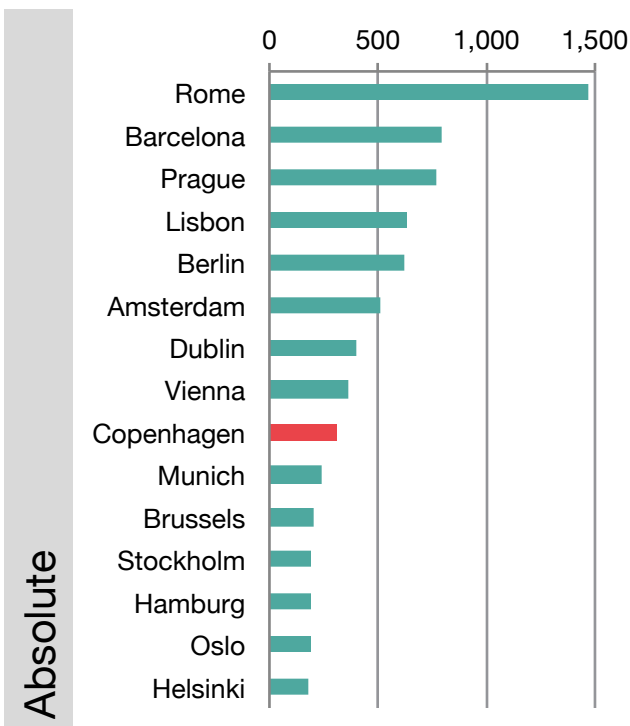


Sightseeing

The natural and built environment of a destination.

City Profile	Country	Absolute	Rank	Index	Rank
Copenhagen	Denmark	310	9	2.6	7

Competitive Set	Country	Absolute	Rank	Index	Rank
Rome	Italy	1,473	1	3.4	2
Barcelona	Spain	790	2	2.9	5
Prague	Czech Republic	766	3	2.9	4
Lisbon	Portugal	628	4	4.0	1
Berlin	Germany	622	5	1.4	13
Amsterdam	Netherlands	517	6	2.5	9
Dublin	Ireland	403	7	2.8	6
Vienna	Austria	362	8	1.5	11
Copenhagen	Denmark	310	9	2.6	7
Munich	Germany	245	10	1.1	14
Brussels	Belgium	200	11	2.2	10
Stockholm	Sweden	194	12	1.4	12
Hamburg	Germany	192	13	0.9	15
Oslo	Norway	190	14	2.5	8
Helsinki	Finland	179	15	2.9	3



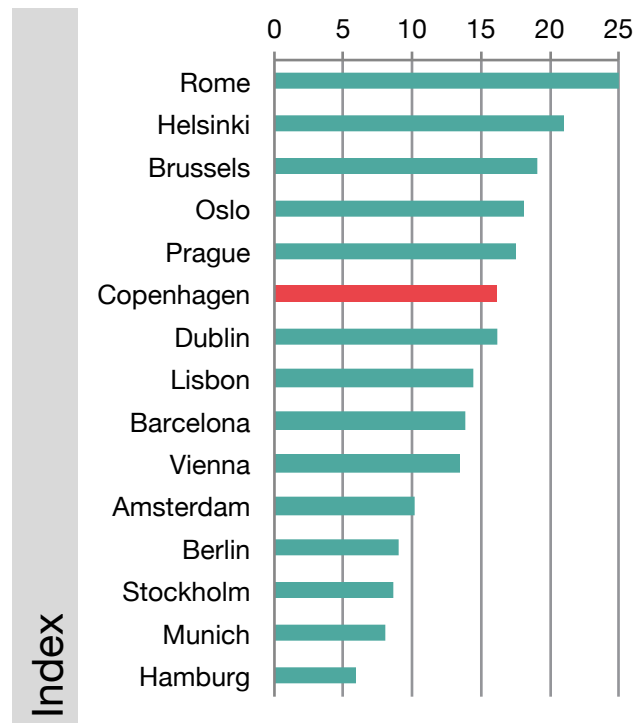
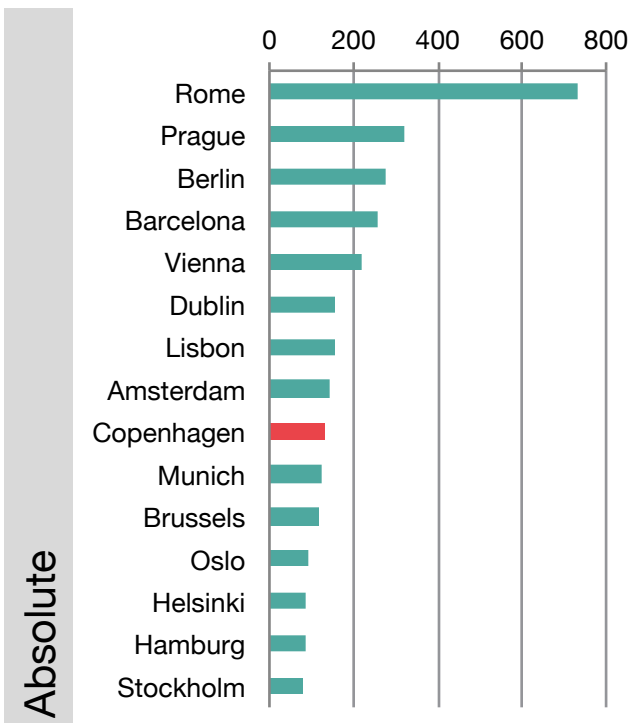


Sightseeing / Sights & Landmarks

Landmarks, Architectural Buildings, Historic Sites, Religious Sites, Neighbourhoods, etc.

City Profile	Country	Absolute	Rank	Index	Rank
Copenhagen	Denmark	131	9	16.2	6

Competitive Set	Country	Absolute	Rank	Index	Rank
Rome	Italy	733	1	25.0	1
Prague	Czech Republic	318	2	17.6	5
Berlin	Germany	279	3	9.0	12
Barcelona	Spain	260	4	13.8	9
Vienna	Austria	222	5	13.5	10
Dublin	Ireland	157	6	16.1	7
Lisbon	Portugal	155	7	14.5	8
Amsterdam	Netherlands	142	8	10.2	11
Copenhagen	Denmark	131	9	16.2	6
Munich	Germany	126	10	8.0	14
Brussels	Belgium	120	11	19.0	3
Oslo	Norway	92	12	18.1	4
Helsinki	Finland	88	13	21.1	2
Hamburg	Germany	83	14	6.0	15
Stockholm	Sweden	80	15	8.6	13



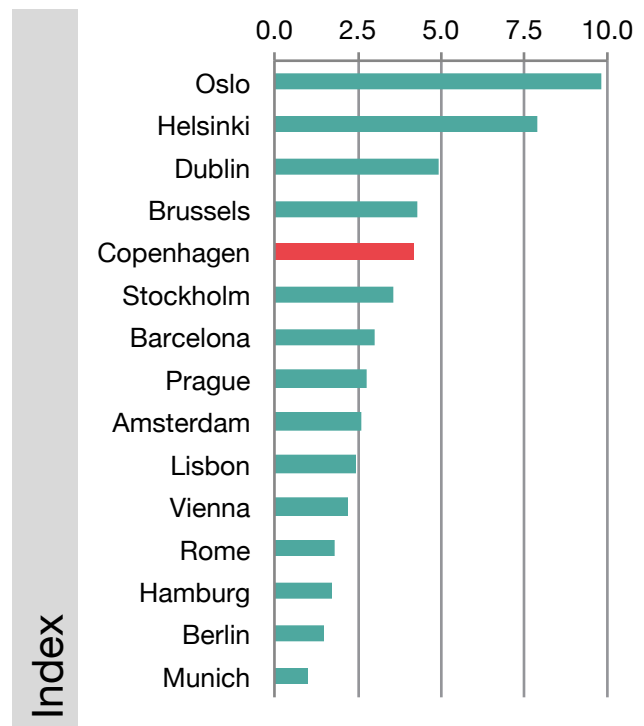
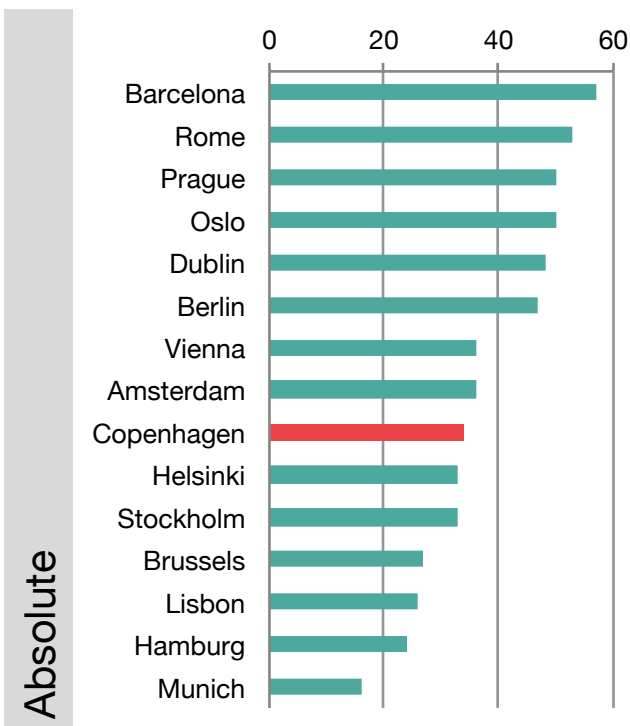


Sightseeing / Nature & Parks

Parks, Gardens, Nature & Wildlife Areas, Playgrounds, Bodies of Water, etc.

City Profile	Country	Absolute	Rank	Index	Rank
Copenhagen	Denmark	34	9	4.2	5

Competitive Set	Country	Absolute	Rank	Index	Rank
Barcelona	Spain	57	1	3.0	7
Rome	Italy	53	2	1.8	12
Prague	Czech Republic	50	3	2.8	8
Oslo	Norway	50	3	9.8	1
Dublin	Ireland	48	5	4.9	3
Berlin	Germany	47	6	1.5	14
Vienna	Austria	36	7	2.2	11
Amsterdam	Netherlands	36	7	2.6	9
Copenhagen	Denmark	34	9	4.2	5
Helsinki	Finland	33	10	7.9	2
Stockholm	Sweden	33	10	3.5	6
Brussels	Belgium	27	12	4.3	4
Lisbon	Portugal	26	13	2.4	10
Hamburg	Germany	24	14	1.7	13
Munich	Germany	16	15	1.0	15



Source: TripAdvisor, 2018

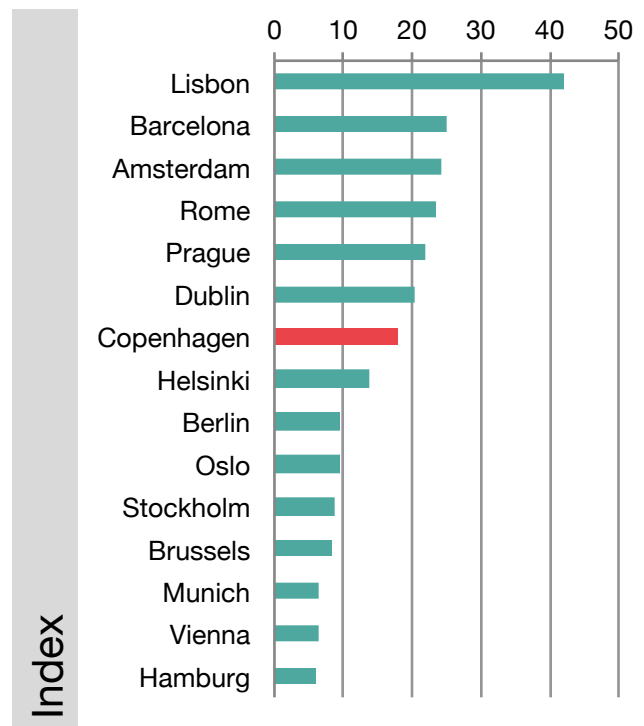
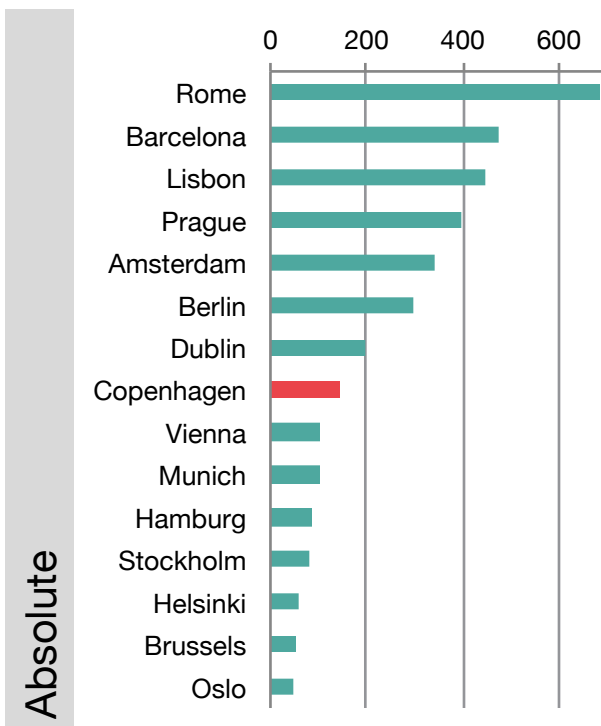


Sightseeing / Sightseeing Tours

Walking Tours, City Tours, Sightseeing Tours, Historical & Heritage Tours, Cultural Tours, etc.

City Profile	Country	Absolute	Rank	Index	Rank
Copenhagen	Denmark	145	8	17.9	7

Competitive Set	Country	Absolute	Rank	Index	Rank
Rome	Italy	687	1	23.5	4
Barcelona	Spain	473	2	25.2	2
Lisbon	Portugal	447	3	41.9	1
Prague	Czech Republic	398	4	22.0	5
Amsterdam	Netherlands	339	5	24.2	3
Berlin	Germany	296	6	9.5	9
Dublin	Ireland	198	7	20.3	6
Copenhagen	Denmark	145	8	17.9	7
Vienna	Austria	104	9	6.3	14
Munich	Germany	103	10	6.6	13
Hamburg	Germany	85	11	6.1	15
Stockholm	Sweden	81	12	8.7	11
Helsinki	Finland	58	13	13.9	8
Brussels	Belgium	53	14	8.4	12
Oslo	Norway	48	15	9.4	10



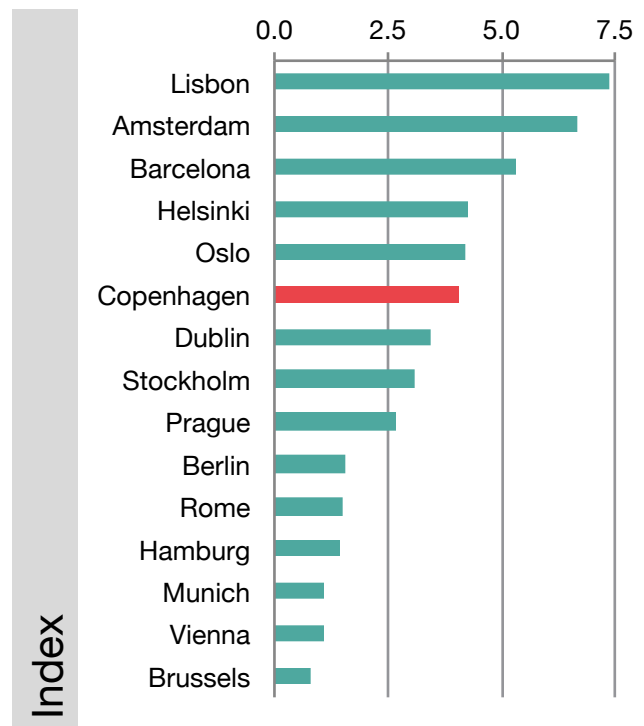
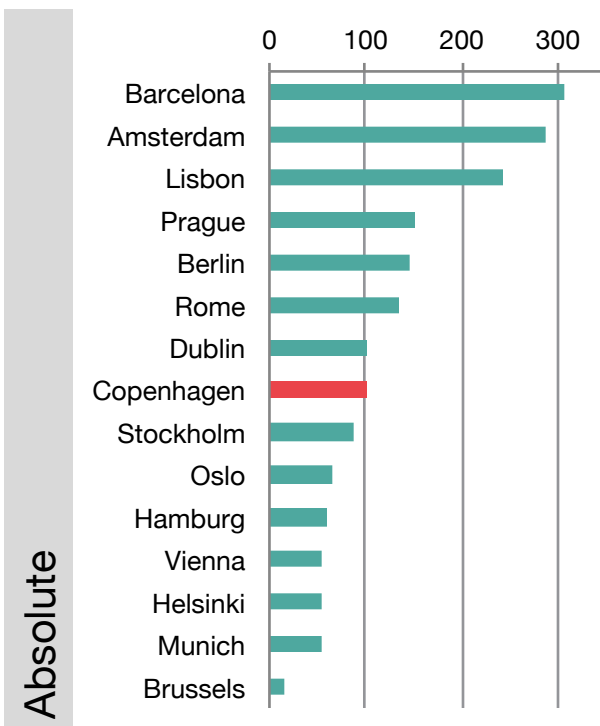


Sports and Adventure

A destination's outdoor activities and adventures.

City Profile	Country	Absolute	Rank	Index	Rank
Copenhagen	Denmark	101	8	4.1	6

Competitive Set	Country	Absolute	Rank	Index	Rank
Barcelona	Spain	307	1	5.3	3
Amsterdam	Netherlands	287	2	6.7	2
Lisbon	Portugal	242	3	7.4	1
Prague	Czech Republic	150	4	2.7	9
Berlin	Germany	147	5	1.5	10
Rome	Italy	135	6	1.5	11
Dublin	Ireland	102	7	3.4	7
Copenhagen	Denmark	101	8	4.1	6
Stockholm	Sweden	88	9	3.1	8
Oslo	Norway	66	10	4.2	5
Hamburg	Germany	61	11	1.4	12
Vienna	Austria	55	12	1.1	14
Helsinki	Finland	55	12	4.3	4
Munich	Germany	53	14	1.1	13
Brussels	Belgium	15	15	0.8	15



Source: TripAdvisor, 2018

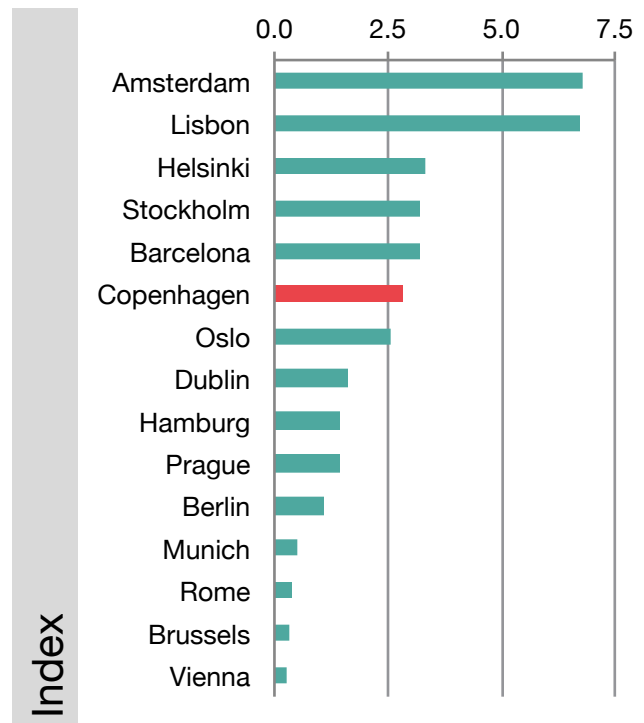
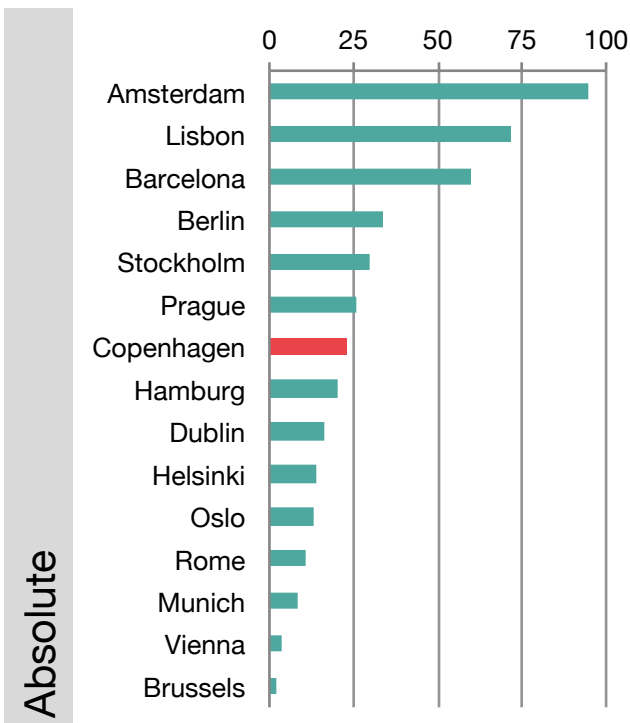


Sports & Adventure / Boat Tours & Water Sports

Boat Tours, Kayaking & Canoeing, Scuba & Snorkeling, Water Sports, etc.

City Profile	Country	Absolute	Rank	Index	Rank
Copenhagen	Denmark	23	7	2.8	6

Competitive Set	Country	Absolute	Rank	Index	Rank
Amsterdam	Netherlands	95	1	6.8	1
Lisbon	Portugal	72	2	6.7	2
Barcelona	Spain	60	3	3.2	5
Berlin	Germany	34	4	1.1	11
Stockholm	Sweden	30	5	3.2	4
Prague	Czech Republic	26	6	1.4	10
Copenhagen	Denmark	23	7	2.8	6
Hamburg	Germany	20	8	1.4	9
Dublin	Ireland	16	9	1.6	8
Helsinki	Finland	14	10	3.4	3
Oslo	Norway	13	11	2.6	7
Rome	Italy	11	12	0.4	13
Munich	Germany	8	13	0.5	12
Vienna	Austria	4	14	0.2	15
Brussels	Belgium	2	15	0.3	14



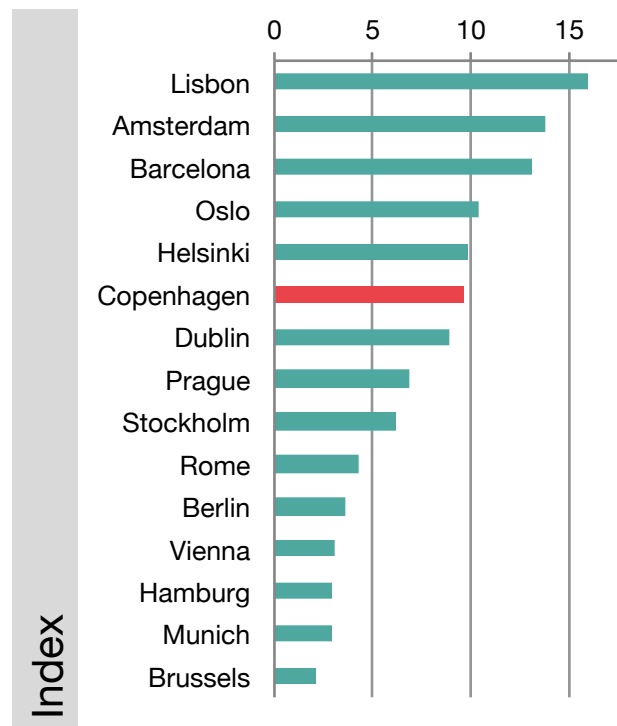
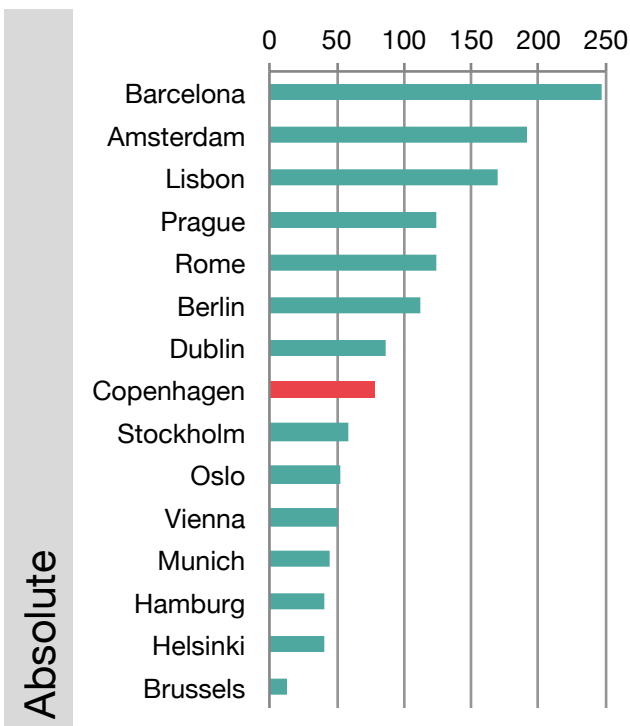


Sports & Adventure / Outdoor Activities

Outdoor Activities, Equipment Hire, Golf Courses, etc.

City Profile	Country	Absolute	Rank	Index	Rank
Copenhagen	Denmark	78	8	9.6	6

Competitive Set	Country	Absolute	Rank	Index	Rank
Barcelona	Spain	247	1	13.1	3
Amsterdam	Netherlands	192	2	13.7	2
Lisbon	Portugal	170	3	15.9	1
Prague	Czech Republic	124	4	6.9	8
Rome	Italy	124	4	4.2	10
Berlin	Germany	113	6	3.6	11
Dublin	Ireland	86	7	8.8	7
Copenhagen	Denmark	78	8	9.6	6
Stockholm	Sweden	58	9	6.2	9
Oslo	Norway	53	10	10.4	4
Vienna	Austria	51	11	3.1	12
Munich	Germany	45	12	2.9	14
Hamburg	Germany	41	13	3.0	13
Helsinki	Finland	41	13	9.8	5
Brussels	Belgium	13	15	2.1	15



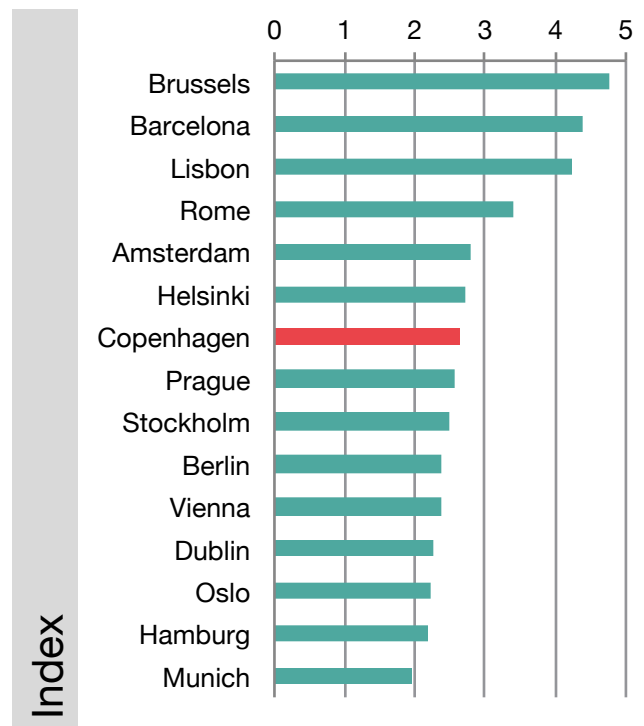
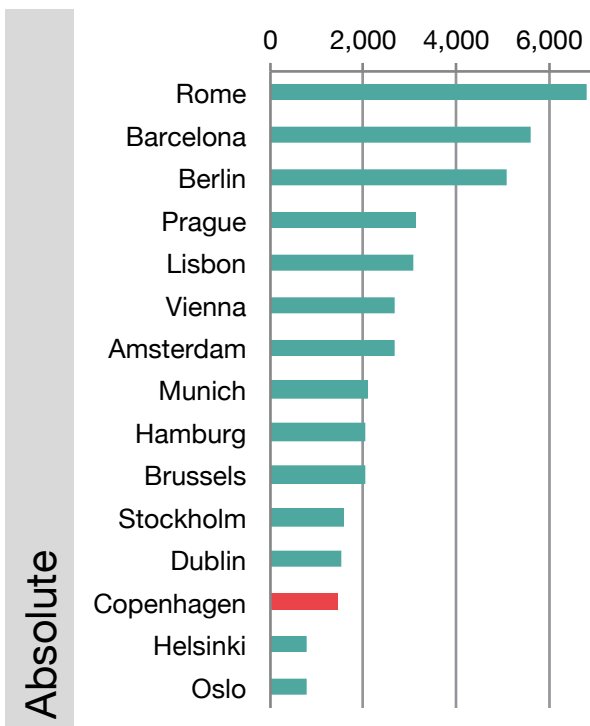


Culinary

The food experiences in a destination.

City Profile	Country	Absolute	Rank	Index	Rank
Copenhagen	Denmark	1,453	13	2.6	7

Competitive Set	Country	Absolute	Rank	Index	Rank
Rome	Italy	6,803	1	3.4	4
Barcelona	Spain	5,609	2	4.4	2
Berlin	Germany	5,067	3	2.4	10
Prague	Czech Republic	3,130	4	2.5	8
Lisbon	Portugal	3,065	5	4.2	3
Vienna	Austria	2,667	6	2.4	11
Amsterdam	Netherlands	2,648	7	2.8	5
Munich	Germany	2,074	8	1.9	15
Hamburg	Germany	2,058	9	2.2	14
Brussels	Belgium	2,045	10	4.8	1
Stockholm	Sweden	1,573	11	2.5	9
Dublin	Ireland	1,505	12	2.3	12
Copenhagen	Denmark	1,453	13	2.6	7
Helsinki	Finland	777	14	2.7	6
Oslo	Norway	766	15	2.2	13



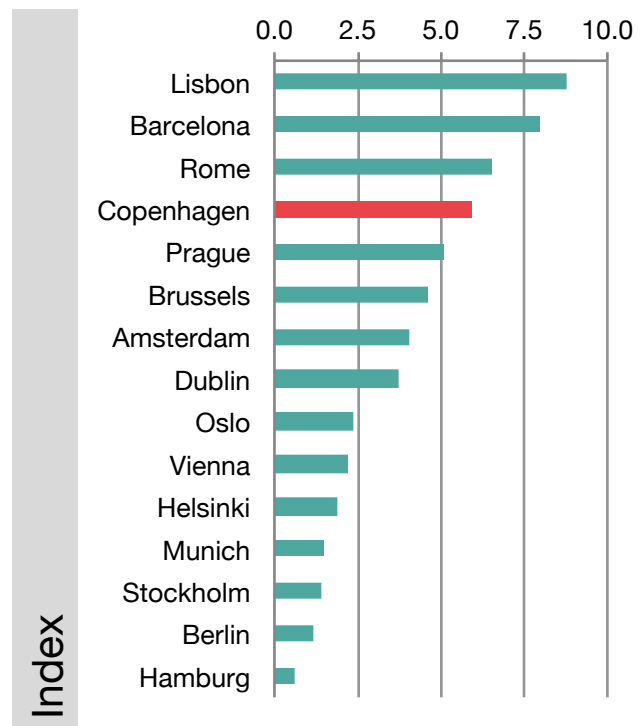
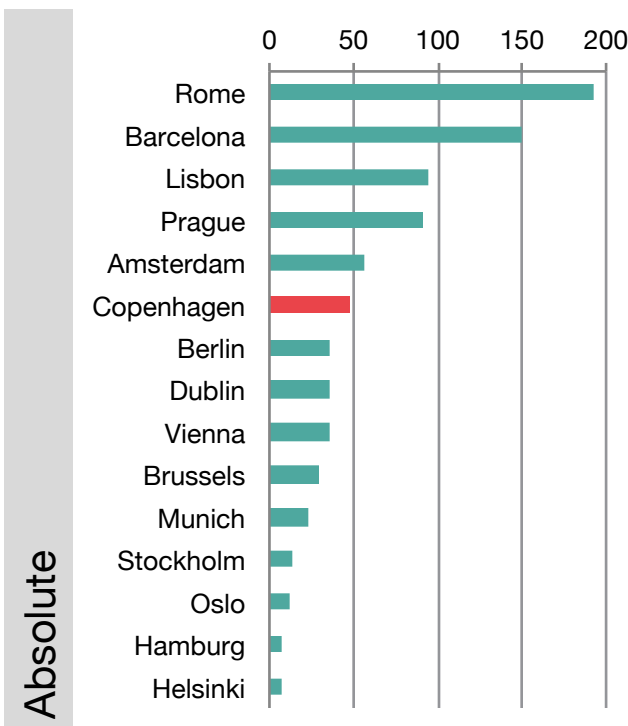


Culinary / Food & Drink

Food Tours, Cooking Classes, Breweries, Farmers Markets, Wineries & Vineyards, etc.

City Profile	Country	Absolute	Rank	Index	Rank
Copenhagen	Denmark	48	6	5.9	4

Competitive Set	Country	Absolute	Rank	Index	Rank
Rome	Italy	192	1	6.6	3
Barcelona	Spain	150	2	8.0	2
Lisbon	Portugal	94	3	8.8	1
Prague	Czech Republic	92	4	5.1	5
Amsterdam	Netherlands	57	5	4.1	7
Copenhagen	Denmark	48	6	5.9	4
Berlin	Germany	36	7	1.2	14
Dublin	Ireland	36	7	3.7	8
Vienna	Austria	36	7	2.2	10
Brussels	Belgium	29	10	4.6	6
Munich	Germany	23	11	1.5	12
Stockholm	Sweden	13	12	1.4	13
Oslo	Norway	12	13	2.4	9
Hamburg	Germany	8	14	0.6	15
Helsinki	Finland	8	14	1.9	11



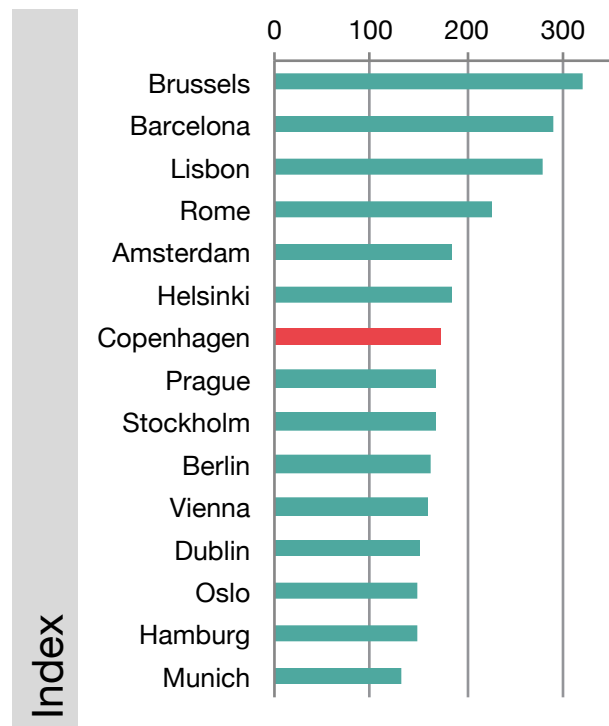
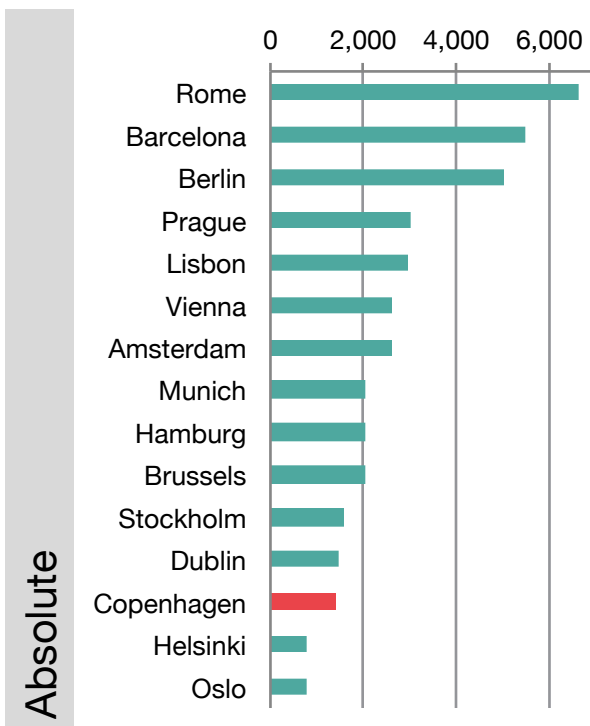


Culinary / Restaurants

Restaurants, Dessert, Coffee & Tea, Bakeries, Bars & Pubs, Dine With a Local Chef, etc.

City Profile	Country	Absolute	Rank	Index	Rank
Copenhagen	Denmark	1,405	13	173.5	7

Competitive Set	Country	Absolute	Rank	Index	Rank
Rome	Italy	6,611	1	225.7	4
Barcelona	Spain	5,459	2	290.5	2
Berlin	Germany	5,031	3	161.5	10
Prague	Czech Republic	3,038	4	168.3	8
Lisbon	Portugal	2,971	5	278.5	3
Vienna	Austria	2,631	6	160.2	11
Amsterdam	Netherlands	2,591	7	185.3	5
Munich	Germany	2,051	8	130.9	15
Hamburg	Germany	2,050	9	148.3	14
Brussels	Belgium	2,016	10	319.7	1
Stockholm	Sweden	1,560	11	167.0	9
Dublin	Ireland	1,469	12	150.9	12
Copenhagen	Denmark	1,405	13	173.5	7
Helsinki	Finland	769	14	184.1	6
Oslo	Norway	754	15	148.3	13

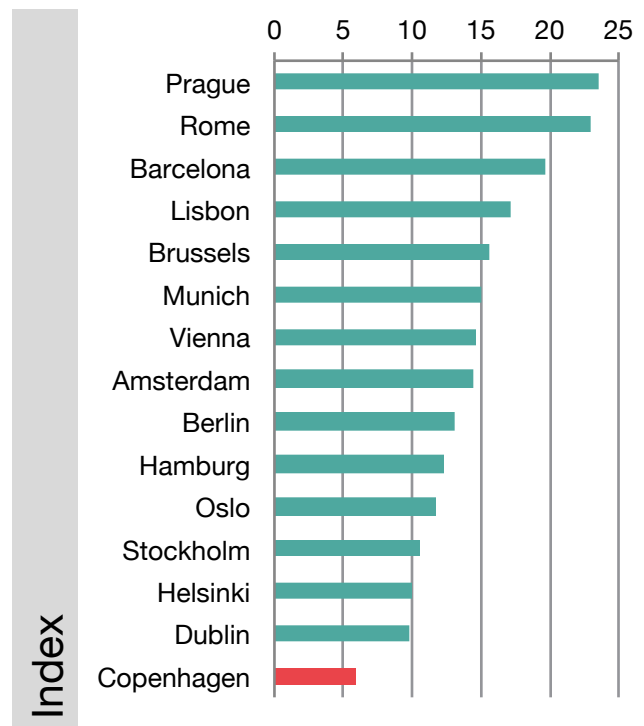
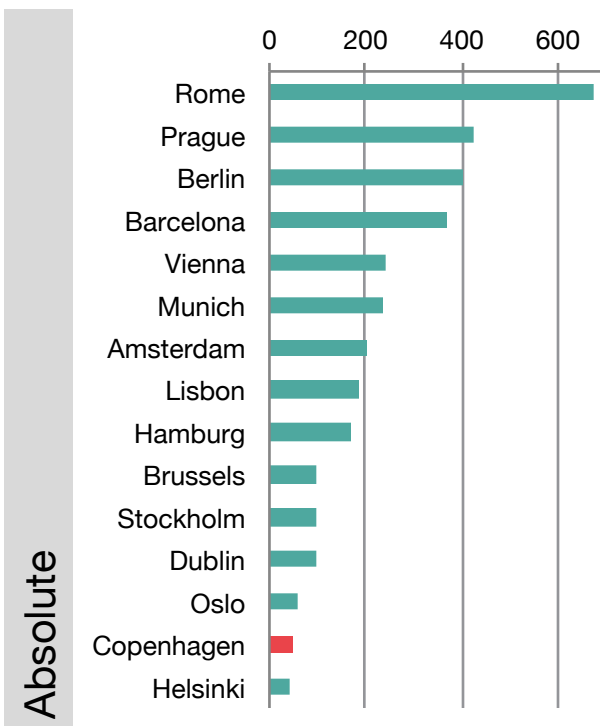




Lodging / Hotels

City Profile	Country	Absolute	Rank	Index	Rank
Copenhagen	Denmark	48	14	5.9	15

Competitive Set	Country	Absolute	Rank	Index	Rank
Rome	Italy	675	1	23.0	2
Prague	Czech Republic	425	2	23.5	1
Berlin	Germany	405	3	13.0	9
Barcelona	Spain	369	4	19.6	3
Vienna	Austria	240	5	14.6	7
Munich	Germany	235	6	15.0	6
Amsterdam	Netherlands	202	7	14.4	8
Lisbon	Portugal	184	8	17.2	4
Hamburg	Germany	170	9	12.3	10
Brussels	Belgium	99	10	15.7	5
Stockholm	Sweden	98	11	10.5	12
Dublin	Ireland	95	12	9.8	14
Oslo	Norway	60	13	11.8	11
Copenhagen	Denmark	48	14	5.9	15
Helsinki	Finland	42	15	10.1	13



City Profile – Absolute

Amsterdam



Barcelona



Berlin



Brussels



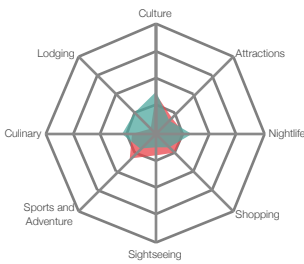
Copenhagen



Dublin



Hamburg



Helsinki



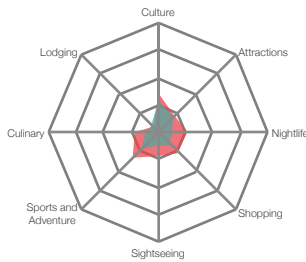
Lisbon



Munich



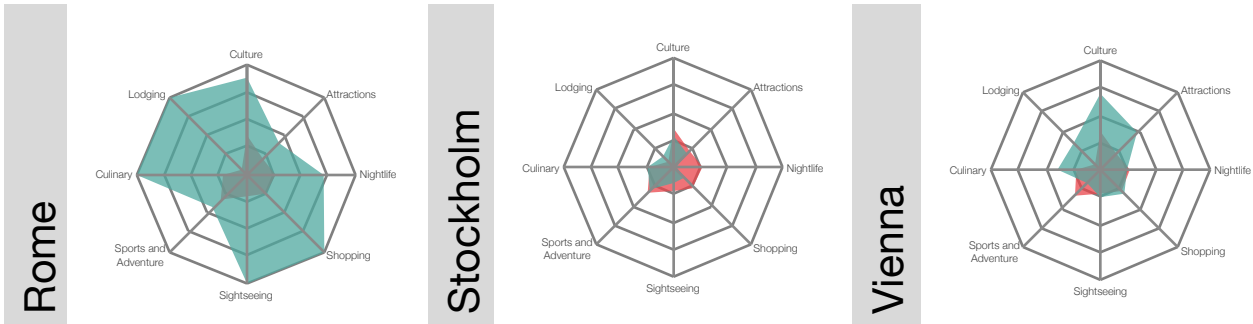
Oslo



Prague



City Profile – Absolute



Absolute Web Charts Explained

For each of the eight groupings, we have taken the absolute results and compared each of them to the best result in each grouping from the competitive set. The larger the shaded area, the better this destination compares to the best of the competitive set. The further the shaded area expands to the outside edge in any grouping, the better this destination compares to the best of the competitive set in this grouping.

City Profile – Index

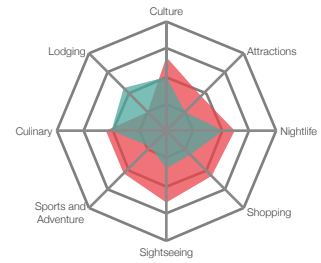
Amsterdam



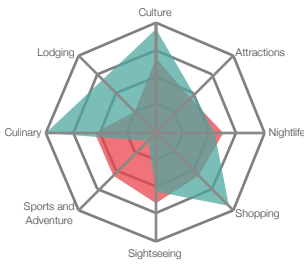
Barcelona



Berlin



Brussels



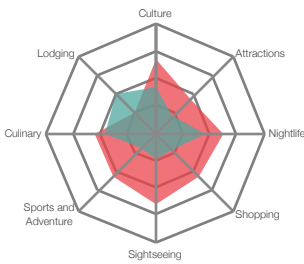
Copenhagen



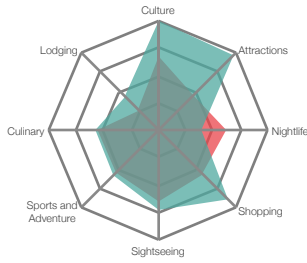
Dublin



Hamburg



Helsinki



Lisbon



Munich



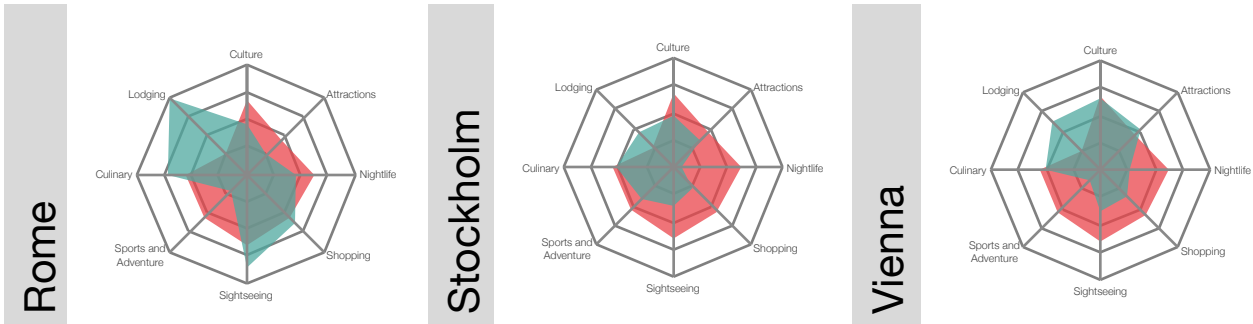
Oslo



Prague



City Profile – Index



Index Web Charts Explained

For each of the eight groupings, we have taken the indexed results and compared each of them to the best result in each grouping from the competitive set. The larger the shaded area, the better this destination compares to the best of the competitive set. The further the shaded area expands to the outside edge in any grouping, the better this destination compares to the best of the competitive set in this grouping.

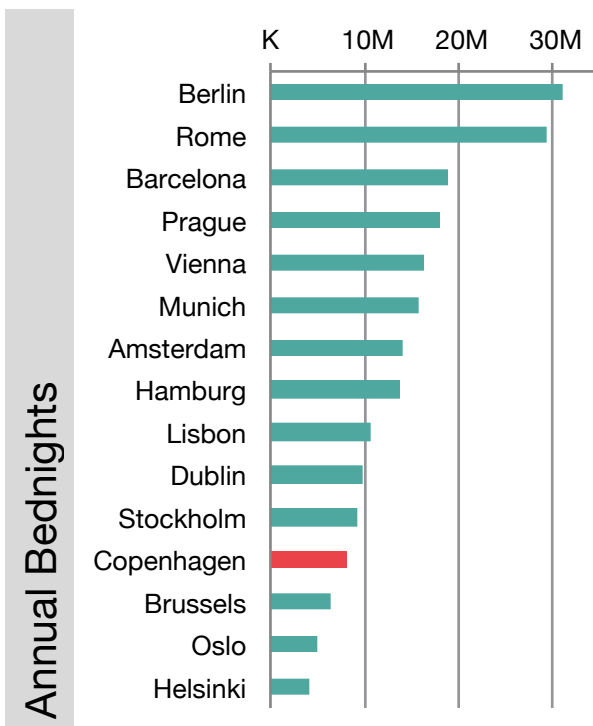


Tourism Statistics / Bednights

The total number of bednights, foreign and domestic.

<i>City Profile</i>	<i>Country</i>	<i>Absolute</i>	<i>Definition</i>	<i>+/-</i>	<i>% p.y.</i>
Copenhagen	Denmark	8,097,345	NA	172,104	2.2

<i>Competitive Set</i>	<i>Country</i>	<i>Absolute</i>	<i>Definition</i>	<i>+/-</i>	<i>% p.y.</i>
Berlin	Germany	31,150,090	NA	82,315	0.3
Rome	Italy	29,293,952	NG	685,478	2.4
Barcelona	Spain	18,791,180	NG	-371,400	-1.9
Prague	Czech Republic	18,055,838	NA	1,259,454	7.5
Vienna	Austria	16,423,533	NAS	663,279	4.2
Munich	Germany	15,663,728	NG	1,636,622	11.7
Amsterdam	Netherlands	13,983,000	NG	1,085,000	8.4
Hamburg	Germany	13,822,337	NA	491,336	3.7
Lisbon	Portugal	10,667,695	NG	949,977	9.8
Dublin	Ireland	9,732,457	NGS	256,464	2.7
Stockholm	Sweden	9,341,900	NA	6,136	0.1
Copenhagen	Denmark	8,097,345	NA	172,104	2.2
Brussels	Belgium	6,306,369	NA	758,597	13.7
Oslo	Norway	5,083,166	NA	144,611	2.9
Helsinki	Finland	4,177,318	NA	600,514	16.8



NGS = Bednights in hotels and similar establishments in greater city area
 NZS = Bednights in all forms of accommodation incl. VFR in greater city area
 NAS = Bednights in all forms of paid accommodation in greater city area
 NG = Bednights in hotels and similar establishments in city area only
 NA = Bednights in all forms of paid accommodation in city area only

GLOSSARY

Absolute Scale	The absolute scale measures the total number of quality experiences as rated by visitors and locals.
Amusement Parks	Theme Parks, Water Parks, etc.
Attractions	The Attractions grouping is an aggregate of the following categories: Fun & Games, Amusement Parks, and Zoos & Aquariums.
Boat Tours & Water Sports	Boat Tours, Kayaking & Canoeing, Scuba & Snorkeling, Water Sports, etc.
Casinos & Gambling	Casinos, Horse Tracks, etc.
Concerts & Shows	Performances, Theatres, Comedy Clubs, Concerts, Operas, Cabarets, Symphonies, etc.
Culinary	The Culinary grouping is an aggregate of the following categories: Restaurants and Food & Drink experiences.
Culture	The Culture grouping is an aggregate of the following categories: Major Events, Museums and Concerts & Shows.
Events	Cultural Events, Food & Drink Festivals, Music Festivals, etc.

GLOSSARY

Food & Drink	Food Tours, Cooking Classes, Breweries, Farmers Markets, Distilleries, Wineries & Vineyards, etc.
Fun & Games	Movie Theatres, Game & Entertainment Centres, Room Escape Games, Playgrounds, etc.
Index Scale	The indexed scale evaluates performance in terms of how many quality experiences are delivered per one million bednights.
Lodging	Lodging grouping is the sum of Hotels.
Museums	Art Galleries, Observatories, Planetariums, Speciality, Art, History, Science Museums, etc.
Nature & Parks	Parks, Gardens, Nature & Wildlife Areas, Playgrounds, Bodies of Water, etc.
Nightlife	The Nightlife grouping is an aggregate of the following categories: Nightlife Experiences and Casinos & Gambling.
Nightlife Experiences	Bars, Clubs, Dance Clubs, Discos, Karaoke Bars, etc.
Outdoor Activities	Outdoor Activities, Equipment Hire, Golf Courses, etc.

GLOSSARY

Quality Experiences	Experiences and attractions listed on TripAdvisor, rated by visitors and locals, with an average score of 4 or more.
Restaurants	Restaurants, Dessert, Coffee & Tea, Bakeries, Bars & Pubs, Dine With a Local Chef, etc.
Shopping	Gift & Speciality Shops, Flea & Street Markets, Antique Stores, Department Stores, Shopping Malls, etc.
Sights & Landmarks	Landmarks, Architectural Buildings, Historic Sites, Sacred & Religious Sites, Neighbourhoods, etc.
Sightseeing	The Sightseeing grouping is an aggregate of the following categories: Sightseeing Tours, Nature & Parks and Sights & Landmarks.
Sightseeing Tours	Walking Tours, City Tours, Sightseeing Tours, Private Tours, Historical & Heritage Tours, Cultural Tours, etc.
Sports & Adventure	The Sports & Adventure grouping is an aggregate of the following categories: Outdoor Activities, and Boat Tours & Water Sports.
Zoos & Aquariums	Zoos, Aquariums, etc.



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