

CPH:DOX*

A 2017 Participant Survey

WONDERFUL
COPENHAGEN



Contents

Introduction	2	Word of mouth as an information source.....	17
Survey objectives.....	2	Taking public transport to visit tourist sites.....	18
Data collection.....	2	Previous participation in CPHPIX/Buster	19
Limitations.....	3	Interest in future events in Copenhagen	20
Key Findings	4	Enjoying art, architecture and history	21
Recommending CPH:DOX	6	Internationals are solo travelling, return visitors	22
Demographics	7	Appendix	23
Many young participants.....	7		
More Danish than international participants	7		
Analysing the participants.....	8		
Popular side-events.....	8		
Using the CPH:DOX website to find films to watch	9		
CPH:DOX gives new experiences	10		
Following CPH:DOX on Facebook	11		
CPH:DOX is an introduction to film festivals.....	12		
CPH:DOX 2017 was an exciting event	13		
First-time vs. returning guests	14		
Industry professionals vs. documentary enthusiasts.....	15		
Documentary tourists.....	16		
CPH:DOX was primary 'reason to go'	16		

Introduction

This report focuses on the results of a survey conducted for the 2017 CPH:DOX documentary festival in Copenhagen. CPH:DOX is a yearly event where both industry professionals, as well as regular documentary enthusiasts, participate to find out what is going on in the documentary film industry.

The first CPH:DOX event took place in 2003 with 14,000 participants and has since grown to reach a record number of participants in 2015 of 91,400. Furthermore, the festival has grown from a focus purely on displaying new documentary films to also include a lot of other activities that the participants can take part in. These include, but are not limited to:

- ✓ Concerts
- ✓ Art exhibitions
- ✓ Professional seminars
- ✓ Post-showing discussion with the production crews
- ✓ Workshops
- ✓ And several other activities

This year's CPH:DOX took place from the 15th of March to the 25th of March 2017.

Survey objectives

The survey had two main objectives. Firstly, the survey was meant to give CPH:DOX insight into the participants' experience and satisfaction with the event, their participation in the different activities offered by CPH:DOX, as well as their suggestions for improvements that can be made to help CPH:DOX grow and evolve into the best documentary film festival it can be. Secondly, the survey was meant to give insight into the opinions

and preferences of the tourists who visited Copenhagen in order to participate in the event, to find out what their experience with Copenhagen was, which activities they took part in, while in the city, and whether they would like to return to Copenhagen in the future.

The survey included questions to cover all of these aspects of the CPH:DOX participants' experience with both the event and the city of Copenhagen and this report will supply an in-depth analysis of these results seeking to highlight important and noteworthy findings about the participants.

Data collection

The data was collected through an online survey. Participants of the 2017 CPH:DOX were asked, when they signed up for the event, whether they would like to also participate in a survey about their experiences and satisfaction with the event. Those who agreed received an e-mail invitation with a link to the survey one week after the event ended.

Following the launch of the survey, two reminders were sent out, respectively one and two weeks after the initial invitation, to participants who had not yet completed the questionnaire.

A total of 3,115 participants received the initial invitation, (2,606 received the first reminder and 2,398 received the second). A total of 444 participants successfully completed the questionnaire, which constitutes a 14.3% response rate. Compared to other event evaluations this is considered a rather low response rate.

Limitations

When analysing data to find information about a group of people, it is important that the demographic composition amongst the survey participants matches the demographic composition of the entire group of CPH:DOX participants, otherwise the findings cannot be expected to show a true picture of the opinions, preferences and satisfaction of the average CPH:DOX participant.

Out of the 444 survey respondents, there were a total of 269 Danish respondents and 175 international respondents. This is, in both cases, enough for the findings to be significant for both Danish and international participants and allows for comparisons between the two groups. When looking at the specific nationality of the individual international participants, however, there are a lot of nationalities that were underrepresented in the sense that there simply were not enough respondents from the given country to assume that the answers of those respondents accurately reflect any difference in opinion compared to the rest of the survey sample. This is the case for all nationalities and as a result, comparisons will only be made between Danish and international respondents. Furthermore, 85,9% of the Danish respondents lived in the Capital Region of Denmark, which means that only 14,1% (38 individuals) of the Danish respondents lived outside of the Capital Region and as a result, it will not be possible to say whether any differences between these and the Danes who lived in the Capital Region of Denmark, are significant or not.

Looking at the age distribution of the survey respondents shows that every age group from 15-24 years old to 65+ years old are present in the sample. Only 0.9% of international respondents, however are in the 65+ age group, which limits the ability of this analysis to say anything significant about international respondents in this age group specifically. All other age groups are represented by 4.4% or more of both Danish and international

respondents, with the age groups 25-34, 35-44 and 45-54 years old being the most popular amongst the survey respondents.

Looking at the respondents as a homogenous group, however, results in every age group being represented by at least 5.9% of the respondents and the age groups 25-34, 35-44 and 45-54 years old all being represented by at least 19.1% of the total number of respondents (444).

There is no official overview of the demographic distribution of the participants of the 2017 CPH:DOX, which means that the results in this survey should be viewed as an exploratory study of the survey participants' opinions and preferences, which may or may not accurately reflect the opinions and preferences of the average CPH:DOX participant. The answers will, however, be valid approximations of the opinions and preferences of the respondents who fit in the demographic groups described above.

Key Findings

This section summarizes the most important findings of the survey. This is done to create a quick and easy to read overview of the main findings and can be used for future reference.

Good willingness to recommend CPH:DOX

The respondents gave CPH:DOX a Net Promoter Score (NPS) of 45. The NPS indicates the respondents' willingness to recommend the event to friends and family. A score of 45 means that there are more promoters than detractors for the event. Comparing this score to the NPS of other events with similar topics shows, however, that it is somewhat lower.

The participants' willingness to recommend the event combined with the fact that CPH:DOX offered new and different experiences to what many of the participants had tried before, could potentially be used to attract more participants through word-of-mouth communication. This could, for instance, be done by encouraging participants to share their experiences on social media with hashtags such as #NewExperiences #CPH:DOX17, which might, in turn, be seen by the participants' friends, family and colleagues who have not attended the festival before or maybe have not even heard about it. One way to encourage this kind of word-of-mouth communication about the festival could be to offer a unique experience to one or more of the participants who make the most interesting social media posts about the festival.

This could be an effective way to encourage participants to post about CPH:DOX on social media, given how many of the respondents said that some of the value of the event was that

they had new and different experiences to what they had tried before.

International participants are mostly industry professionals

80.7% of the international respondents said they either worked or studied within the film industry. This is roughly three times as many compared to the Danish respondents, of which only 28.7% said they worked or studied within the film industry.

This difference in the respondents' motivation for participating in CPH:DOX is noteworthy given that someone who is an industry professional is likely to want to experience different things from CPH:DOX than someone who is a movie enthusiast, but who does not work in the field. This, in turn, means that any promotional material that these types of participants receive needs to, if possible, be tailored to their wants and needs.

This difference in occupation was also visible in the attendance statistics for the side-event such as CPH:CONFERENCE and CPH:FORUM. Given that these side-events were primarily tailored towards industry professionals, it was attended by a higher percentage of international participants than Danish participants, since there were more industry professionals amongst the international participants.

Lastly, the fact that so many of the international participants said that part of the value that CPH:DOX offered was that they had the chance to experience Copenhagen and the city's atmosphere, this could be used in the festival's international marketing efforts by putting emphasis on the fact that the international participants can get insights into the way the

documentary film industry operates in Denmark and Copenhagen specifically. This could furthermore include specific differences between the Danish industry and other international industries. These would, however, have to be researched, seeing as it was not a part of the scope of this survey.

Localized value

The Danish and international participants judged the value proposition of CPH:DOX differently. The Danish participants focused a lot on being able to experience new things as well as broadening their knowledge of social transformation, while the international participants focused a lot on Copenhagen itself, in terms of how CPH:DOX allowed them to experience the atmosphere of Copenhagen. CPH:DOX as an event the locals can be proud of was also rated highly on both of the groups' ratings of the different value propositions.

The fact that the international participants focused less on learning could be because more of them were industry professionals. This means they were likely to have more knowledge of the industry and the trends and developments within it, than a lot of the Danish participants, most of which did not work within the industry.

CPH:DOX attracts international tourists to Copenhagen

66.5% of the international respondents in this year's survey said that part of the value of CPH:DOX was that the festival made them want to return to Copenhagen in the future. This, in other words, means their experiences in Copenhagen in relation to attending CPH:DOX were good enough to make them want to return and experience more of Copenhagen.

This is good for the city of Copenhagen, but also for CPH:DOX, given that it is, presumably, likely they will return to Copenhagen in relation to future editions of CPH:DOX.

CPH:DOX was an introduction to film festivals

CPH:DOX 2017 was the first ever documentary film festival for 31.3% of the Danish and 22.2% of the international respondents. Overall, the international respondents had attended more international documentary film festivals than the Danish respondents.

Seeing as CPH:DOX was the first documentary film festival that a subset of the participants had taken part in, it creates options for cross-marketing with other film festivals. CPH:DOX could partner with other film festivals and promote them during their event, especially to participants who have not attended a film festival before, while the other film festivals could do the same during their events. This could encourage participants in one film festival to participate in others as well, thereby potentially increasing the number of new participants attending future editions of CPH:DOX.

Understanding social transformation

On average, 28.4% of the respondents said part of the value of CPH:DOX was that it broadened the horizon of the respondents in terms of social transformation. In other words, CPH:DOX helped them gain a better understanding of our constantly evolving societies. This percentage was even higher within some of the sub-groups of respondents, namely international participants and first-time participants.

This could be used in the festival's marketing material to show that the festival is up-to-date in terms of the developments in society and reflects the current situation in various aspects of different societies. Future surveys could expand on this topic to analyse why there were not more participants who thought that this was part of the value of CPH:DOX. It is, however, possible that the explanation simply is that the majority of the respondents keep themselves up-to-date on social transformations and thus were not surprised by the included documentaries' content.

Recommending CPH:DOX

One way to measure satisfaction with an event like CPH:DOX is to calculate a so-called Net Promoter Score, or NPS, for the event. This NPS is based on a question that asks respondents how likely they are to recommend CPH:DOX to others, on a scale from 0 to 10. The respondents are then split in to three groups (Promoters, Passives and Detractors) based on their score.

The first group is the promoters, who chose a score of 9 or 10 when asked how likely they are to recommend the event to others. These respondents are considered ambassadors for the event and will generally be very likely to speak positive about and recommend CPH:DOX.

The second group is the passives, who chose a score of 7 or 8. These respondents are considered satisfied with the event, but not enough to actively promote it to others. These respondents do not have a negative impact on the reputation of the event, but they do have an effect on the final NPS. The NPS is calculated based on the difference between the number of promoters and the number of detractors relative to the total number of respondents, which means that a higher number of neutrals will lower the NPS.

The third group is the detractors, who chose a score of 6 or less. These respondents are least likely to exhibit value-creating behaviour and as such the number of detractors will have a large impact on the NPS.

The Net Promoter Score is measured on a scale from -100 to 100. A NPS of -100 means that every single respondent was a detractor and the general satisfaction with the event was very

poor, while a NPS of 100 means that every single respondent was a promoter and the general satisfaction with the event was very high. The NPS is offset by the number of passives which will have a negative impact on the NPS given that a higher number of passives increases the overall sample size and thus decreases the size of the promoters relative to the overall size of the group of respondents.

CPH:DOX achieved a NPS of 45, which means that there were more promoters amongst the survey participants, than there were passives or detractors. Specifically:



57.2% of the survey participants were promoters

30.2% of the survey participants were passives

12.5% of the survey participants were detractors.

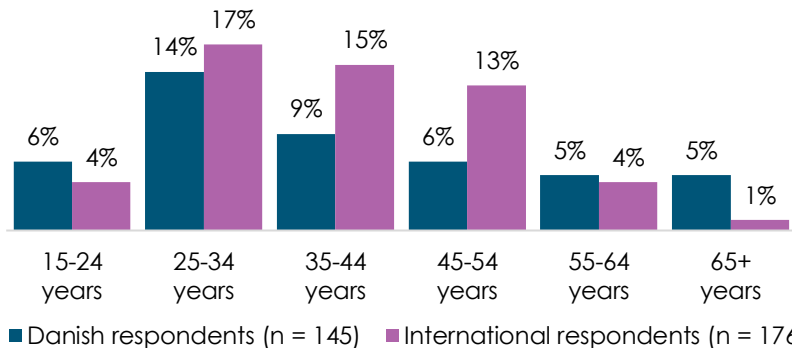
This can be compared to other events that, like CPH:DOX, focus on promoting artistic abilities and creations. As an example, the 2017 Copenhagen Jazz festival achieved a NPS of 73 and the 2017 CLICK festival achieved a NPS of 48. On one hand, a score of 45 suggests that there is room for improvement for CPH:DOX, but when looking at the comments that the respondents could give in relation to their score, several respondents pointed out that they simply were not willing to recommend CPH:DOX because their friends/family either did not work in the industry or did not have the same interest in documentaries as the respondent. This is clearly a misinterpretation of the intention of the NPS and hence not too much attention should be put into this result.

Demographics

This section of the report takes a closer look at the age and nationality of the survey respondents and highlights the distributions of the respondents for these variables.

Many young participants

Looking at the age distributions of both the Danish and international participants in CPH:DOX 2017 shows that the most common age group was 25-34 years old, with 35-44 years old and 45-54 years old being the second and third most common age group, respectively. In other words CPH:DOX seems to be a festival that was very popular amongst younger people, with the average age of both Danish and international respondents being close to 40 years old.



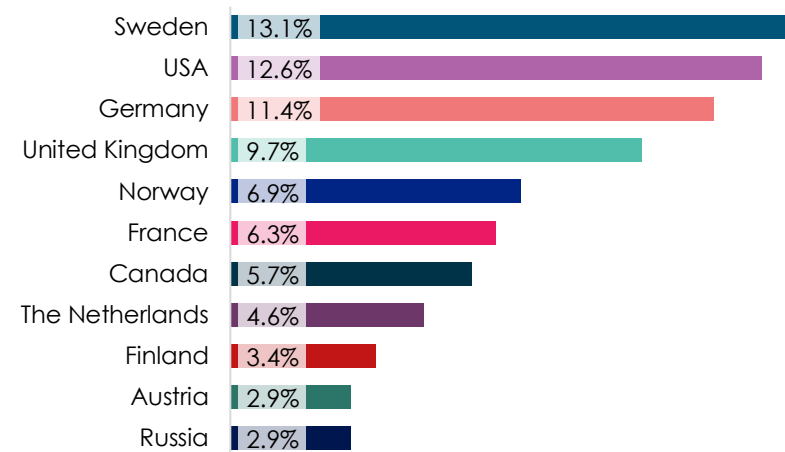
28.7% of Danish respondents and 80.7% of international respondents said they either worked or studied within the industry, which also suggests that, for international participants, CPH:DOX is a festival that is mostly visited by industry professionals, while for Danish participants most people participate out of pure interest rather than participating in a professional context.

More Danish than international participants

Out of the total of 444 respondents, 60.6% were Danish participants, while the remaining 39.4% were international participants.

Most of the Danish respondents (85.9%) lived in the capital region of Denmark, which suggests the festival might not be that well known outside of the capital region. Out of the remaining 14.1% of Danish respondents, 8.6% lived in the region of Zealand, while 4.8% lived in the central region of Denmark.

As for the international participants, many different nationalities were represented, ranging from countries close to Denmark like Germany and Sweden to countries like USA and Canada where participation in the festival requires more travel time.



n = 176

Analysing the participants

This section takes a closer look at the respondents' participation in CPH:DOX, which includes how many times they have participated, how many days they participated for as well as their participation in the side-events, their opinion on the value of CPH:DOX and their interaction with other aspects of the festival.

More than half of the participants in CPH:DOX 2017 were first-time participants, specifically:

- ✓ 56.3% participated for the first time
- ✓ 12.5% had participated at least once before
- ✓ 11.6% had participated at least twice before
- ✓ 19.6% had participated at least three times before

Popular side-events

The festival included a total of five side-events, primarily for industry professionals. These are highlighted below. In total 37,2% participated in side-events.

- ✓ 0.2% participated in all five side-events
- ✓ 1.4% participated in four of the side-events
- ✓ 5.0% participated in three of the side-events
- ✓ 21.2% participated in two of the side-events
- ✓ 62.8% did not participate in one of the side-events

CPH:CONFERENCE: A side-event where different speakers came to talk about art, technology, science and film-making and included topics ranging from artificial intelligence to how art can impact people and influence behaviour. CPH:CONFERENCE was attended by 34.7% of the international respondents and 9.7% of

the Danish respondents. The respondents did, however, participate in the conference for a varying number of days. Of the respondents that participated:

- ✓ 43.7% participated in one day of CPH:CONFERENCE
- ✓ 29.9% participated in two days of CPH:CONFERENCE
- ✓ 9.2% participated in three days of CPH:CONFERENCE
- ✓ 9.2% participated in four days of CPH:CONFERENCE
- ✓ 8.0% participated in all five days of CPH:CONFERENCE

This resulted in an average participation length of 2 days (n = 81).

CPH:FORUM: A side-event where 31 ongoing film projects were presented with the intent of building interest amongst the viewers and finding industry professionals who would be willing to help the different projects complete, either financially or through other measures of support. CPH:FORUM was attended by 30.7% of the international respondents and 7.5% of the Danish respondents.

CPH:MEETINGS: A side-event where actors, musicians, producers and other industry professionals hosted discussions about a topic of their choice. This side-event was meant to give the industry professionals a chance to present their opinion on subjects that were not necessarily related to the documentary industry (e.g. Brexit) and have a discussion about it with the CPH:MEETINGS participants. 19.9% of the international respondents and 9.0% of the Danish respondents participated in CPH:MEETINGS.

CPH:LAB: A side-event that focused on further developing the talents of up-and-coming film directors. 20 film directors were chosen amongst a group of applicants and were then asked to

create a film in pairs of two, while being supported by the CPH:DOX staff and teachers. 13.1% of the international respondents and 4.5% of the Danish respondents participated in CPH:LAB.

CPH:WIP: a side-event where 6 projects close to completion were showcased to industry professionals in order to try and generate funding, as well as help with the distribution of the final film. 9.1% of the international respondents and 0.7% of the Danish respondents participated in CPH:WIP.

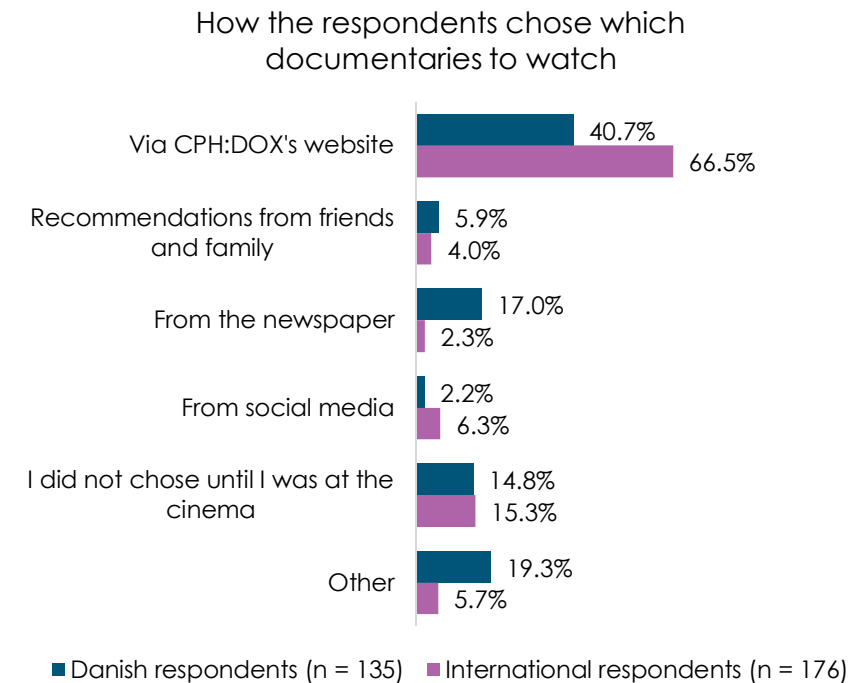
CPH:DOX's headquarters, located at Charlottenborg Castle, was open for visitors and 78.8% of the respondents visited the headquarter. 17.4% of the respondents visited the headquarters once during the festival, while the remaining 61.4% of the respondents visited the headquarters more than once.

Furthermore, 30.3% of the respondents bought the CPH:DOX accreditation, which was restricted to purchase by industry professionals, journalists and students only.

Using the CPH:DOX website to find films to watch

This year's CPH:DOX had more than 200 films, events, talks and other activities that the participants could take part in. Several of these were happening at the same time during each of the festival days, which means that the participants would have to pick and choose between the different activities.

The majority of respondents used the official CPH:DOX website to help them decide which film to watch (see graph below). Others used recommendations from friends and family or other sources than the ones specified. Amongst the comments in the "other" category, the most commonly mentioned sources were the CPH:DOX program and a combination of the listed information sources.



CPH:DOX gives new experiences

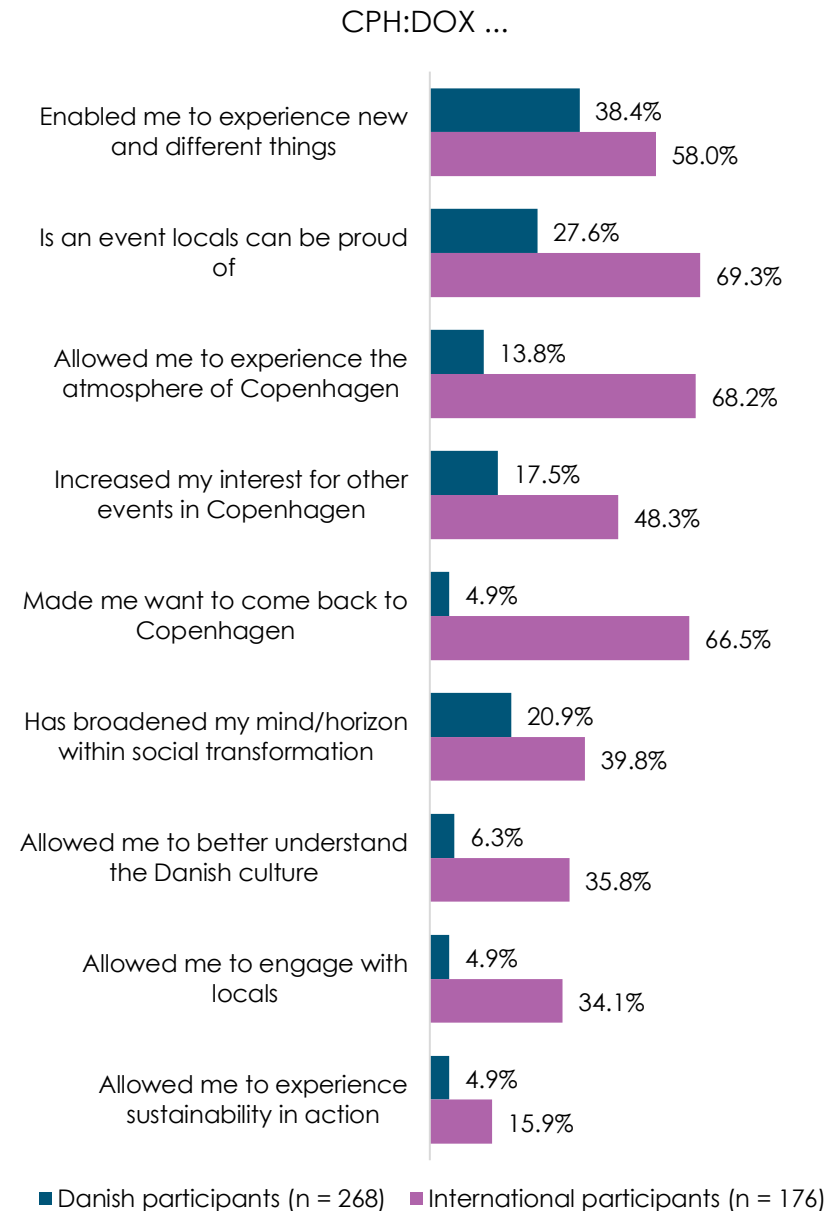
An important aspect of measuring the satisfaction with CPH:DOX is analysing which benefits participants received from taking part in the festival.

As can be seen in the graph below, the most popular value proposition, overall, was that CPH:DOX enables participants to experience new and different things and that it is an event locals can be proud of.

Not surprisingly perhaps, the international respondents emphasised in particular, besides the above, the value propositions relating to the city of Copenhagen, whether it was experiencing the city's atmosphere or by taking part in other events in Copenhagen. The event also made international participants want to return to Copenhagen in the future.

The Danish respondents' focus was, besides the above, on the value proposition relating to getting a broader understanding of social transformation. This was also the case, to some extent, for the international respondents.

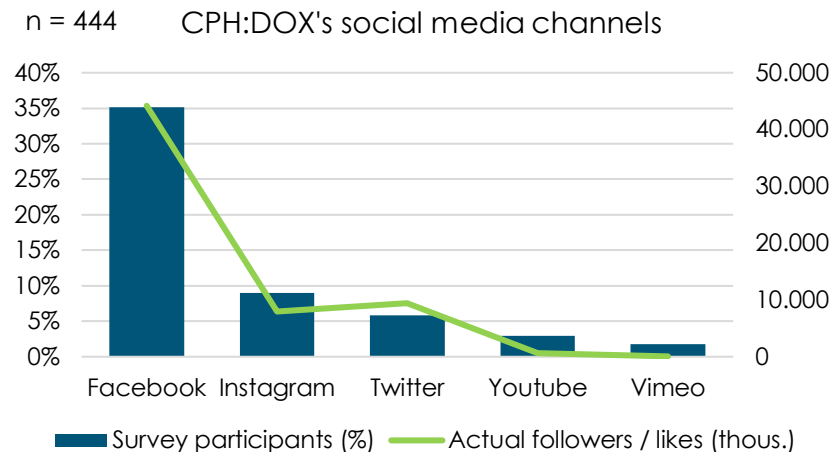
When analysing the results, it should be noted that a huge part (86%) of the Danish respondents are from the Capital Region of Copenhagen, hence perhaps the explanation for the low score on propositions such as "made me want to come back to Copenhagen," "allow me to engage with locals" and "understand Danish culture" among the Danish respondents.



Following CPH:DOX on Facebook

Looking at how the respondents liked to interact with the festival online, showed that the most popular of CPH:DOX's social media accounts was Facebook, which was used by 35.1% of the respondents, while the second most popular social media account, Instagram, was used by 9.0% of the respondents.

In total, CPH:DOX uses five different social medias to connect with people who are interested in the festival. Comparing the answers which the survey respondents gave to the actual follower statistics from each of the social medias, show that the popularity of the social medias amongst the survey respondents more or less matches the real follower statistics. One key difference, however, was that Instagram was more popular than Twitter amongst the survey respondents, while the CPH:DOX Twitter account has more followers than the CPH:DOX Instagram account, as shown below:



Looking at the respondents' usage of the different social media accounts based on their nationality, shows that each of the social medias were more often used by international respondents than by Danish respondents. While this was the case for all of the

social medias, the difference was most significant for the medias that were most popular overall:

- ✓ 50.6% of international respondents and 25% of the Danish respondents followed the CPH:DOX Facebook page
- ✓ 14.8% of the international respondents and 5.2% of the Danish respondents followed the CPH:DOX Instagram page
- ✓ 13.1% of the international respondents and 1.1% of the Danish respondents followed the CPH:DOX Twitter page
- ✓ 4.5% of the international respondents and 1.9% of the Danish respondents followed the CPH:DOX YouTube page
- ✓ 3.4% of the international respondents and 0.7% of the Danish respondents followed the CPH:DOX Vimeo page

This is contrasted by the fact that only 6.3% of international respondents and 2.2% of Danish respondents used social media to decide which films they were going to watch.

Comparing the fact that the international respondents made more use of CPH:DOX's social media pages with the fact that there were more industry professionals amongst the international respondents than the Danish respondents, suggests that industry professionals might be more engaged in the type of content that CPH:DOX posts on its social media pages or simply that they are more motivated to engage in discussion and content sharing, because it is a topic that is a large part of their professional lives.

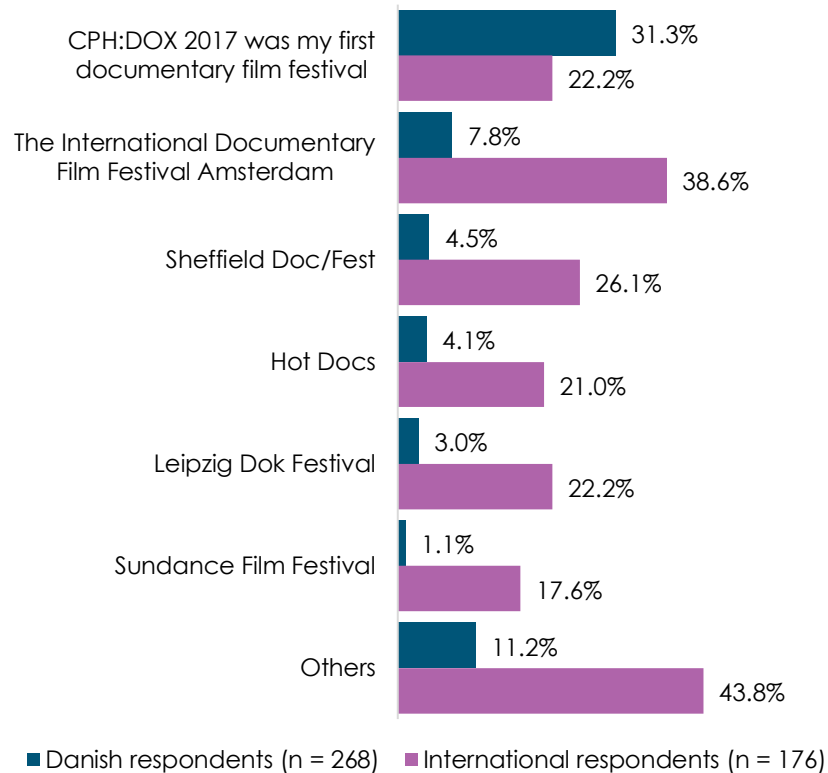
CPH:DOX is an introduction to film festivals

There are quite a few well-known film festivals around the world, such as the Sundance Film Festival in Utah, London and Hong Kong and the International Documentary Film Festival in Amsterdam. Yet almost one in three respondents states that CPH:DOX was the first film festival they have ever attended. The film festival in Amsterdam was also quite popular, especially among international respondents.

The “other” category included events such as:

- ✓ Nordisk Panorama
- ✓ SXSW
- ✓ Jihlava International Documentary Festival
- ✓ Visions du Réel
- ✓ Cinema du Réel
- ✓ Tribeca Film Festival
- ✓ Camden International Film Festival

Film festivals, attended by respondents:



CPH:DOX 2017 was an exciting event

As a final question about the respondents' participation in the festival, they were asked to list three words that best described their experience with CPH:DOX. Below are listed the 10 most commonly used words:

- ✓ Exciting
- ✓ Interesting
- ✓ Inspiring
- ✓ Friendly
- ✓ Innovative
- ✓ International
- ✓ Diverse
- ✓ Fun
- ✓ Informative
- ✓ Cool

The above words illustrate the participants' overall experience with the festival.

The respondents' choice of words suggests that they, overall, had a good experience participating in the festival and that they obtained useful insights into the world of documentary film making. Comparing this to the comments that the respondents made about their best experiences at CPH:DOX underlines this. The vast majority of the comments were about the films included in the event and how much the participants enjoyed watching them. Another often mentioned aspect of the festival was the CPH:FORUM side-event and the fact that a lot of participants made new connections to other industry professionals and/or film enthusiasts. The two quotes below are from respondents attending the CPH:Forum, about their best experiences:

"Meeting filmmakers and film professionals from around the world."

"Meeting and chatting with people from different cultures."

First-time vs. returning guests

This section takes a closer look at the demographics and festival preferences of 'first time' and returning participants in CPH:DOX in order to identify the differences, if any, between the two groups.

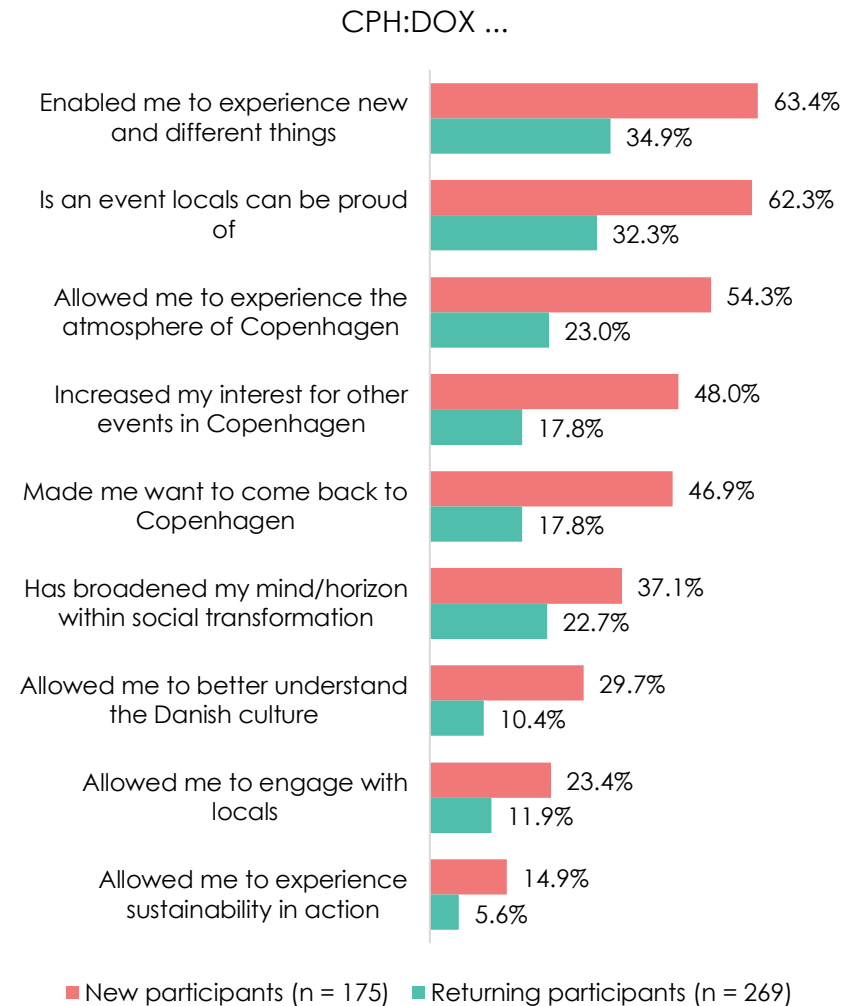
Returning participants have been identified as participants who have attended CPH:DOX at least once before.

- ✓ First time participants were mainly international participants (68.6%), while returning participants were mainly Danish participants (79.2%).
- ✓ 40.7% of the first time participants were in Copenhagen for the first time, while 46.2% of them had been in Copenhagen more than two times before.
 - 76.5% of the returning participants had been in Copenhagen more than two times before.

Furthermore, there were differences in how the two groups valued the event. (See the graph on the right). First time participants, overall, felt that they received more value from CPH:DOX on all of the included parameters.

The overall ranking of the parameters was, however, more or less the same for both groups. The exception to this is that the returning participants rated knowledge of social transformation higher than the new participants.

This could be explained by the returning participants having experienced a lot of the aspects of CPH:DOX before, whereas all of the events and activities were new to the new participants.



Industry professionals vs. documentary enthusiasts

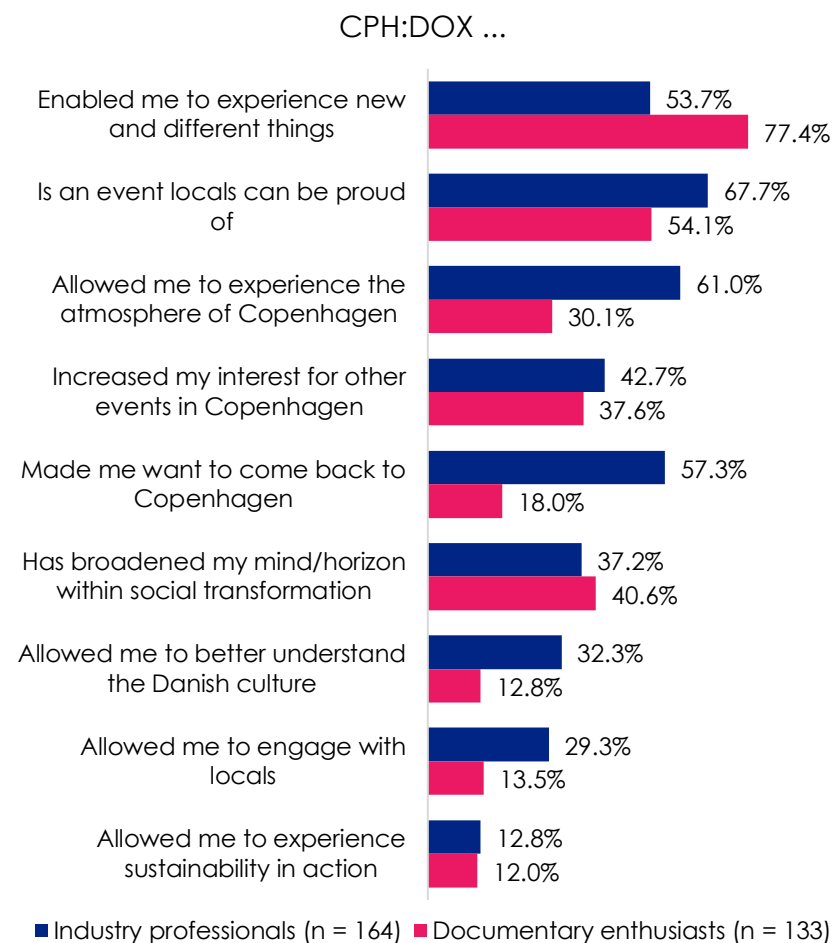
Comparing the industry professionals' perception of the value of CPH:DOX to the opinions of the respondents that were not industry professionals shows slight differences between the two groups.

Keeping in mind that the majority of the industry professionals were international participants, whereas the majority of non-industry professionals were Danes. This likely explains the difference in the perception of value related to the city of Copenhagen itself, such as the respondents' desire to return to Copenhagen in the future.

The most notable difference in terms of the respondents' value related to the documentary industry, is the fact that 77.4% of non-industry professionals said that the event enabled them to experience new and different things, while this was the case for 53.7% of industry professionals. This is to be expected given the industry professionals knowledge of the field, but the fact that 53.7% of industry professionals said that they experienced something new and different should be considered very good. This means that CPH:DOX is able to offer new experiences to the majority of participants, which is a strength both in terms of marketing the festival and in terms of making word-of-mouth recommendations more effective. If the participants put emphasis on the new experiences they had during the festival, it might make others more likely to participate as well, in the hopes of having new experiences themselves.

This could potentially be used by CPH:DOX by encouraging participants to share their new experiences on social media with a hashtag such as #NewExperiences #CPH:DOX17, which will in turn also function as word-of-mouth recommendations that might

attract new participants for future events, or make the participants' friends, family and colleagues enquire about the festival.



Documentary tourists

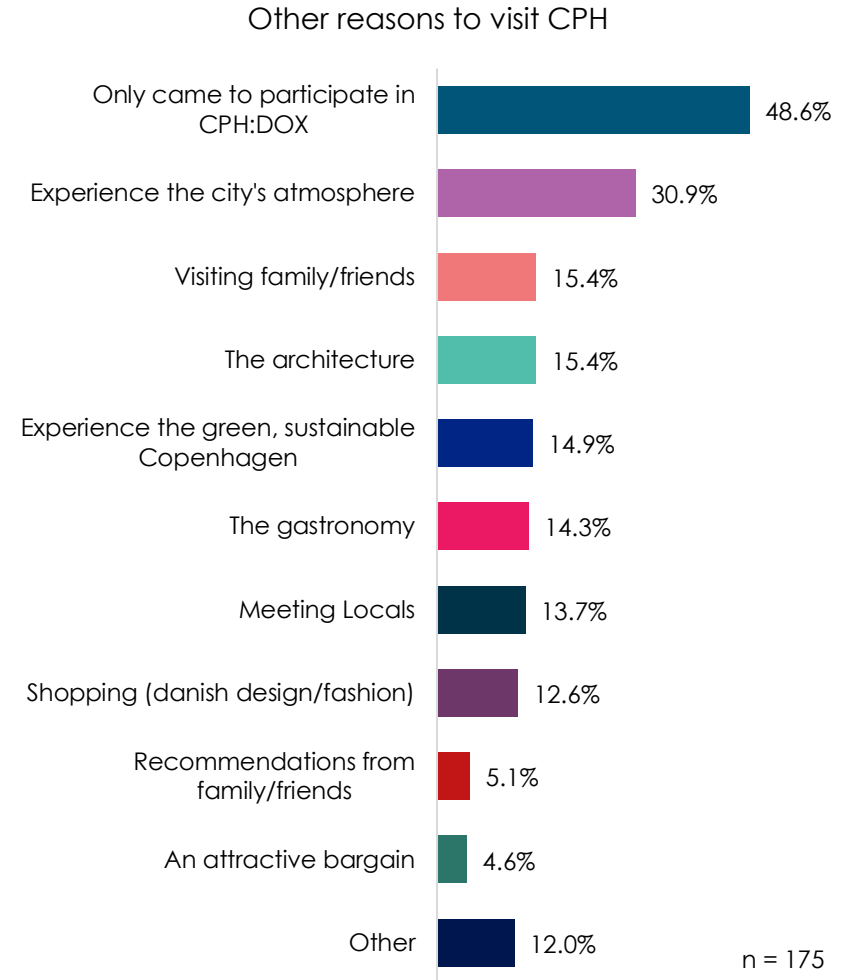
This section takes a closer look at the CPH:DOX participants as tourists in Copenhagen. Due to the low number of Danish respondents who lived outside of the Capital Region of Denmark (38), this section will only include results about the international participants.

The section includes results regarding the tourists' stay in Copenhagen, their interests, their participation in other events in Copenhagen and more.

CPH:DOX was primary 'reason to go'

CPH:DOX was primary reason to go to Copenhagen for 78.3% of the international participants, while 4-5% visited Copenhagen due to business, holiday, a combination of business & holiday and studying, respectively.

The respondents did, however, choose a number of other or secondary reasons for visiting Copenhagen. The second most popular reason for visiting Copenhagen was to experience the city's atmosphere, but motivations such as visiting friends/family, shopping, gastronomy, meeting the locals and shopping were also fairly popular and were chosen by 12.6-15.4% of the international respondents. 12% of the respondents chose the "other" category in which most said that they were in Copenhagen for work-related reasons, without specifying whether it was related to the documentary film industry or not.



Word of mouth as an information source

The international respondents used a varied selection of information sources to find information about the city of Copenhagen. The most popular source was family and friends, which was used by 38.2% of the respondents. This source was closely followed by search engines, such as Google or Bing, which were used by 35.4% of the international respondents to find information about Copenhagen.

Interestingly many of the popular information sources relates to word of mouth. Other than getting information from family and friends, the international respondents also got information from online recommendations of Copenhagen as well as Trip Advisor, which is a site based around people being able to recommend, for instance, accommodation options or restaurants in a given city.

Furthermore, 25.1% of the respondents said that they did not search for information, which either suggests that they already knew a lot about the city or that they simply did not feel that it was necessary to look up additional information. Comparing this to the fact that 65.7% of the international respondents had been in Copenhagen one or more times before, it is definitely possible that the respondents simply felt they had all of the necessary information about the city. Alternatively, given that the vast majority of the respondents travelled to Copenhagen specifically to participate in CPH:DOX, it is also possible that a large number of the respondents were used to travel to events like CPH:DOX in relation to their work and thus were used to finding their way around in international cities.



Taking public transport to visit tourist sites

The survey respondents stayed in Copenhagen for an average of 3.75 nights, during which they participated in other activities than CPH:DOX. The respondents were shown a list of activities that were available in the city of Copenhagen and asked which of the activities they took part in. The answers show that at least some of the respondents had time to do other activities.

The most popular activity by far was using public transportation. This could, however, be explained by their participation in CPH:DOX, given that the different activities which are part of the festival are located in different areas of the city and as a result, the participants would have to travel between these locations, which could be done by using public transportation.

Other popular activities included visiting cultural attractions like museums, tourist sites and the likes. Tourist sites, art exhibitions, tourist attractions and museums were all equally popular amongst the international respondents. Further comparison between the respondents showed that several respondents visited more than one of the types of cultural attractions. For instance, 57.9% of the respondents who said that they visited a tourist site also said that they visited an attraction. 66% of the respondents who said that they visited a museum also said that they visited an art exhibition. 37% of the respondents who visited an attraction also said that they visited a museum.

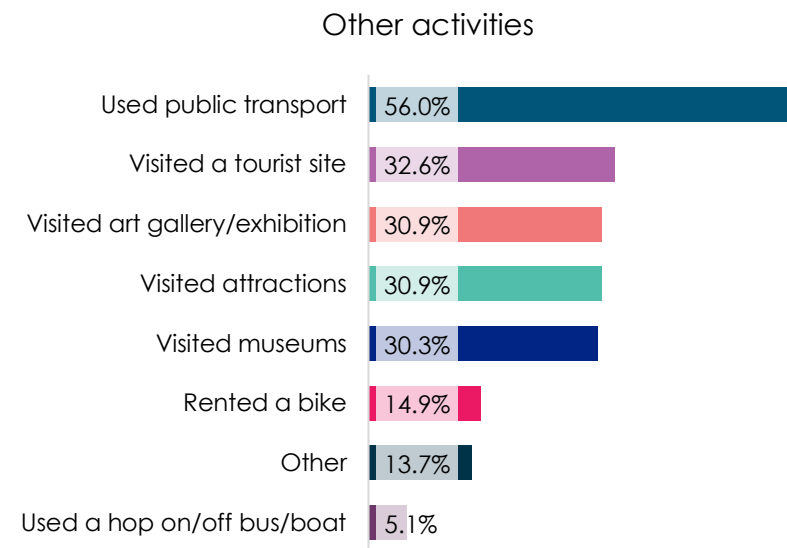
Bike rental was also a fairly common activity amongst the international respondents. Renting a bike could be a substitute for using public transportation and could therefore also have been used to travel between the different locations of CPH:DOX. Comparing the respondents' answers for the two variables shows that 50% of the respondents who said that they rented a bike also said that they used public transportation. In other words, 7.45% of respondents rented a bike instead of using public transportation to get around Copenhagen. This does not, however, include

other possible transportation methods, like walking and car rental.

Hop on/off busses and boats were the least popular of the included activities and was only used by 5.1% of the international respondents. Given that most of the international respondents had already been in Copenhagen at least once before, means there is a possibility that these tourists had already used these sightseeing transports during previous visits.

Lastly, 13.7% of respondents chose the "other" category, in which the most commonly given answers were:

- ✓ Visiting Christiania/Nyhavn
- ✓ Going shopping
- ✓ Going to restaurants and cafés
- ✓ Going to the theatre
- ✓ Going to the beach
- ✓ Walking through the city



n = 175

Previous participation in CPHPIX/Buster

65.7% of the international participants had been to Copenhagen on a previous occasion. These respondents were asked if they had previously participated in a list of events that have taken place in the city of Copenhagen.

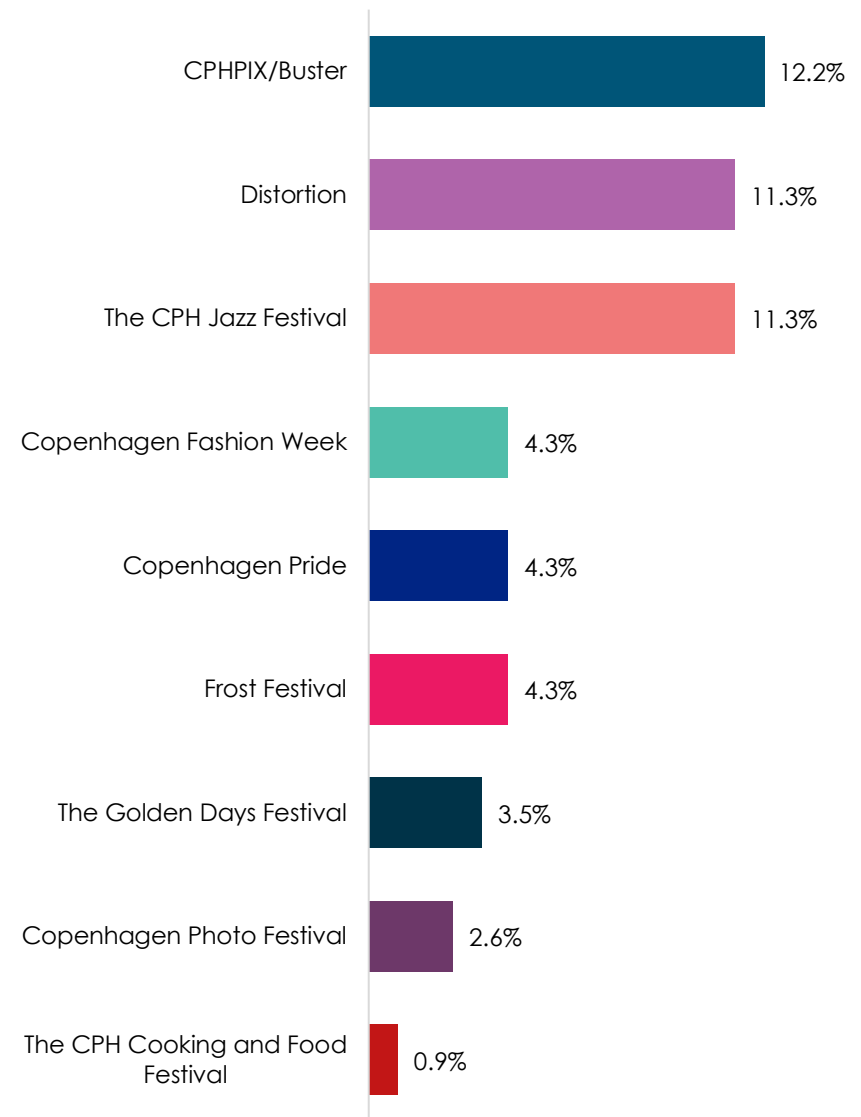
There were not a lot of respondents who had previously participated in any of the listed events. The most popular event during previous visits in Copenhagen was the CPHPIX/Buster film festival which had been attended by 12.2% of the international respondents.

Distortion and the Copenhagen Jazz festival were also amongst the top visited events during the participants' previous visits to Copenhagen. Both of these events have had 11.3% of the respondents participate previously.

Even though it is a fairly low number of the respondents who had previously participated in the listed events, there does seem to be a correlation between the topics of the events in question. The CPHPIX/Buster film festival is the closest to CPH:DOX in terms of the topic given that they are both about films, whereas Distortion and the Copenhagen Jazz festival are both music festivals focused on different genres of music. The common denominator, however, was the focus on artistic creations in the form of music and films. If this was a general trend amongst the CPH:DOX participants, however, then the attendance in the Frost festival and the Copenhagen Photo festival stands out as being particularly low, given that these are also about artistic creations.

Another event that stands out to an extent is the Copenhagen Fashion Week. Creating clothing and fashion trends is also considered an artistic creation and yet only 4.3% of the respondents have participated during previous visits. This suggests that it is not necessarily all artistic creations that are equally interesting to the average CPH:DOX participants and that films and music was what interested them the most.

Event participation during previous visits to Copenhagen



n = 115

Interest in future events in Copenhagen

Looking at the respondents' desire to participate in the same Danish events during future visits to Copenhagen shows that quite a few of the respondents were interested in participating in the various events.

The CPHPIX/Buster film festival was, again, the most popular event on the list with 40% of the respondents saying that they would consider participating in the event in the future. This is likely due to the similarity of the topics in CPH:DOX and the CPHPIX/Buster film festival.

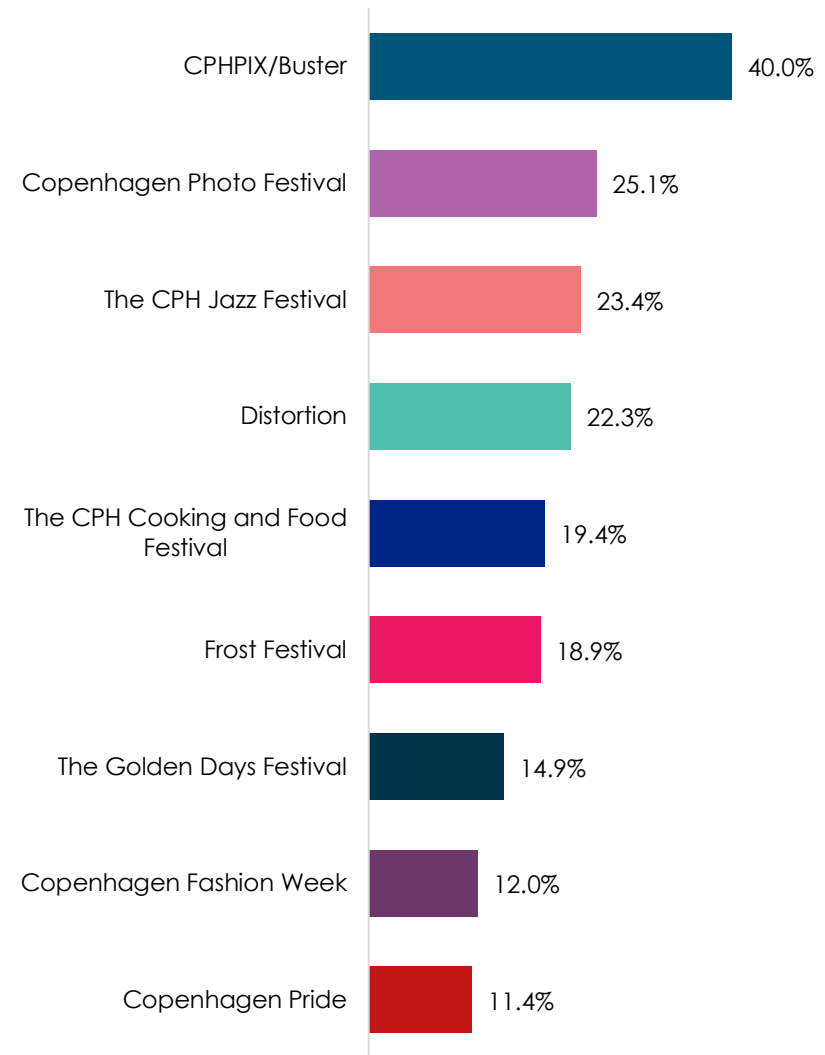
Distortion and the Copenhagen Jazz festival were also very popular, which is to be expected given that they were amongst the most popular events during the respondents' previous visits to Copenhagen.

One event that stands out, however, is the Copenhagen Photo festival which was amongst the least popular events during previous visit, but is the second most popular event in terms of whether the respondents would consider coming back to Copenhagen in order to participate in the event.

Overall each of the included events had more than 10% of the respondents who said that they were willing to consider coming back to Copenhagen in order to participate in the event. Furthermore, the most popular events for future participation were the events that are about showcasing artistic creations, whether it is films, music or pictures. This suggests that respondents who had participated in an event with a given topic, could also be a possible participant for other events with similar topics. Therefore, it might be beneficial for these events, and for the participants, if the events were to cooperate and create joint activities that are meant to cross-promote the events. It would be beneficial for the events themselves because it is likely to attract more participants to each of the events that cooperates and it would be beneficial for the participants because they would be

informed about events with similar topics that they might be interested in, but might otherwise not have known about.

Event participation during future visits to Copenhagen



n = 175

Enjoying art, architecture and history

Other than the fact that the respondents attended CPH:DOX, which a festival that revolves around the art of creating documentary films, they also seem to have an interest in the artistic based on their preferences for participating in other events in Copenhagen. This is further underlined by the answers that the respondents gave when they were asked to choose which topics from a list, they were interested in.

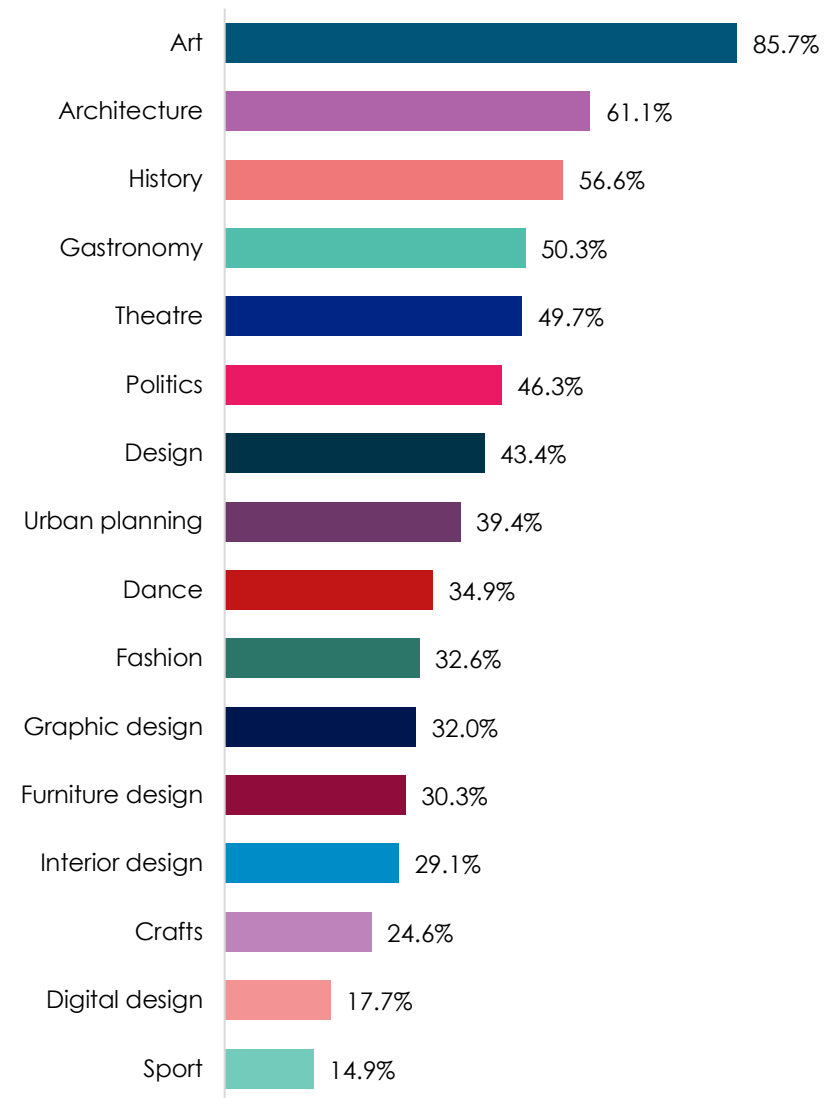
85.7% of the respondents said that they were interested in art, which was the most popular topic out of the ones listed. This combined with the interest for architecture and history could explain why a third of the respondents were interested in visiting tourist sites, museums, attractions and art exhibitions, respectively.

These answers can, in combination with the respondents' preferences for participating in other events in Copenhagen, be used to find out what kind of co-operations with other events might be enjoyable for the CPH:DOX participants and attract new participants to the CPH:DOX festival.

Furthermore, it can give the CPH:DOX organizers an idea of which documentary topics might be most popular with the participants. Based on the graph on the right topics such as history, gastronomy and politics might be popular documentary topics that can be included in future editions of the festival.

Lastly, 32.6% of the respondents, however, said that they are interested in fashion, but only 12% said that they would consider coming back to Copenhagen in order to participate in the Copenhagen Fashion Week. This suggests that an interest in a given topic is not necessarily enough to make a person want to travel to another country to participate in an event about that given topic.

Topical interests



n = 175

Internationals are solo travelling, return visitors

The majority of the international participants in this year's CPH:DOX were return visitors to Copenhagen who travelled alone.

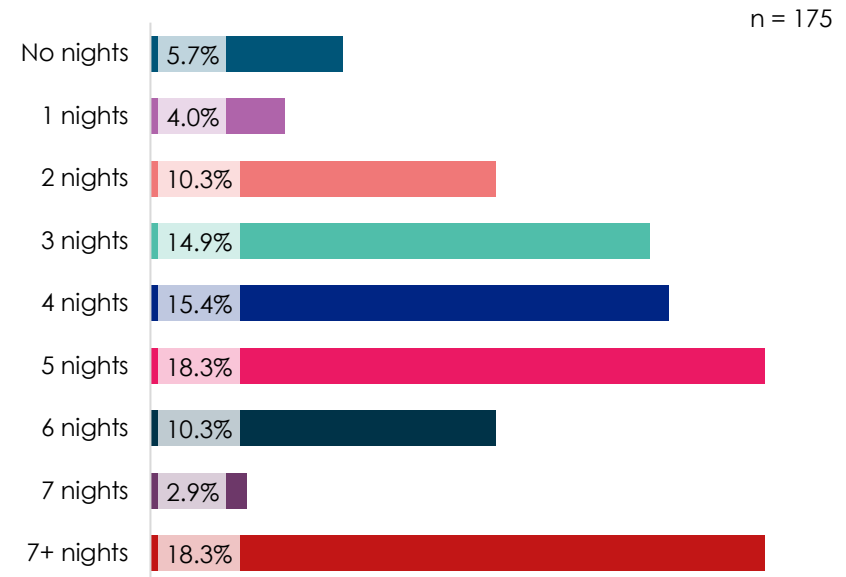
- ✓ 34.3% were visiting Copenhagen for the first time
- ✓ 13.7% had visited Copenhagen once before
- ✓ 5.1% had visited Copenhagen twice before
- ✓ 46.9% had visited Copenhagen more than two times before

Furthermore 59.4% of international participants travelled alone to Copenhagen in order to participate in CPH:DOX, which could potentially be explained by the fact that most of the respondents travelled to Copenhagen, primarily or exclusively, to participate in the festival.

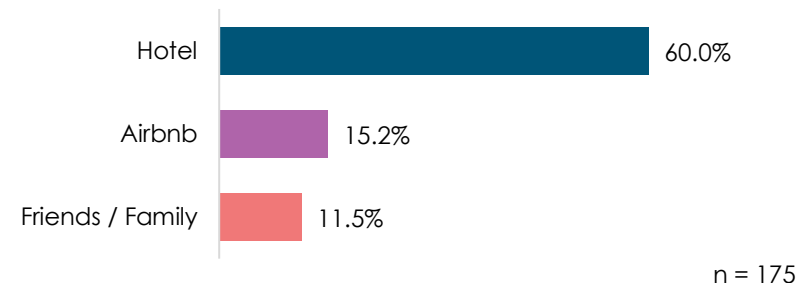
- ✓ 59.1% travelled alone
- ✓ 21.0% travelled with 1 partner
- ✓ 12.5% travelled with 2 partners
- ✓ 5.7% travelled with 3-5 partners
- ✓ 1.7% travelled with more than 5 partners

Staying 4 nights in hotel rooms

The average length of stay in Copenhagen of 3.75 nights, which means that the respondents likely had time to take part in other activities while in Copenhagen, which might have been spent visiting tourist attractions, as shown in the section about activities. Overall the distribution of nights spent in Copenhagen can be seen to the right.



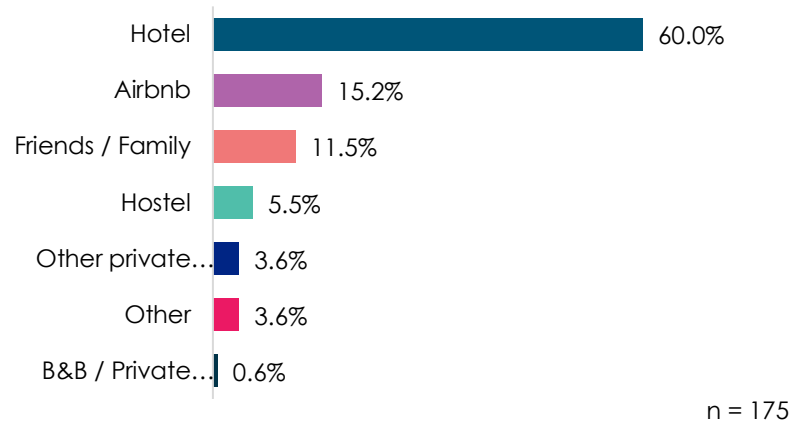
Furthermore, the most commonly chosen type of accommodation was hotel rooms followed by both staying with family and renting houses/apartments through Airbnb. Both of these options were almost equally popular as shown below:



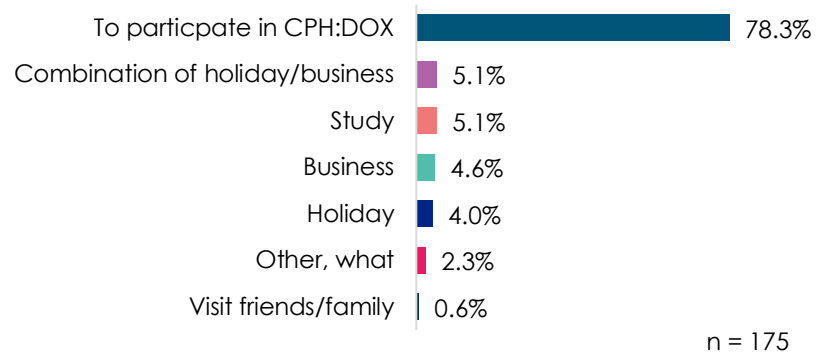
Some of the respondents also chose to stay in hostels (5.5%) or use other types of private rental (3.6%), but this was only the case for a small number of the respondents.

Appendix

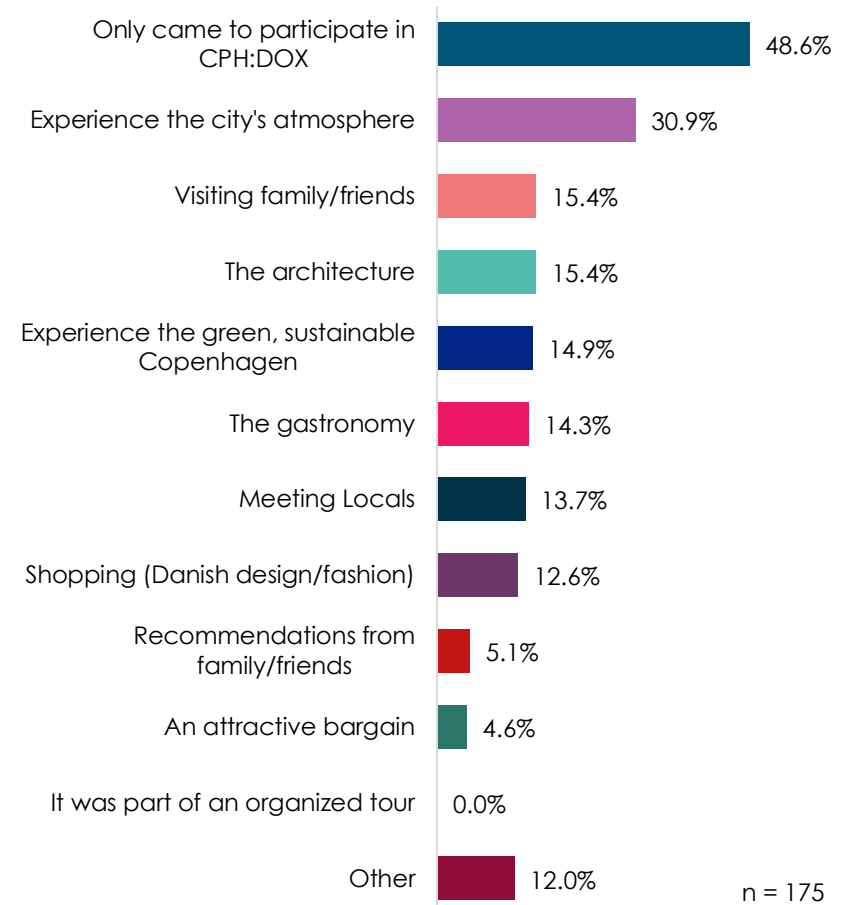
Accommodation options



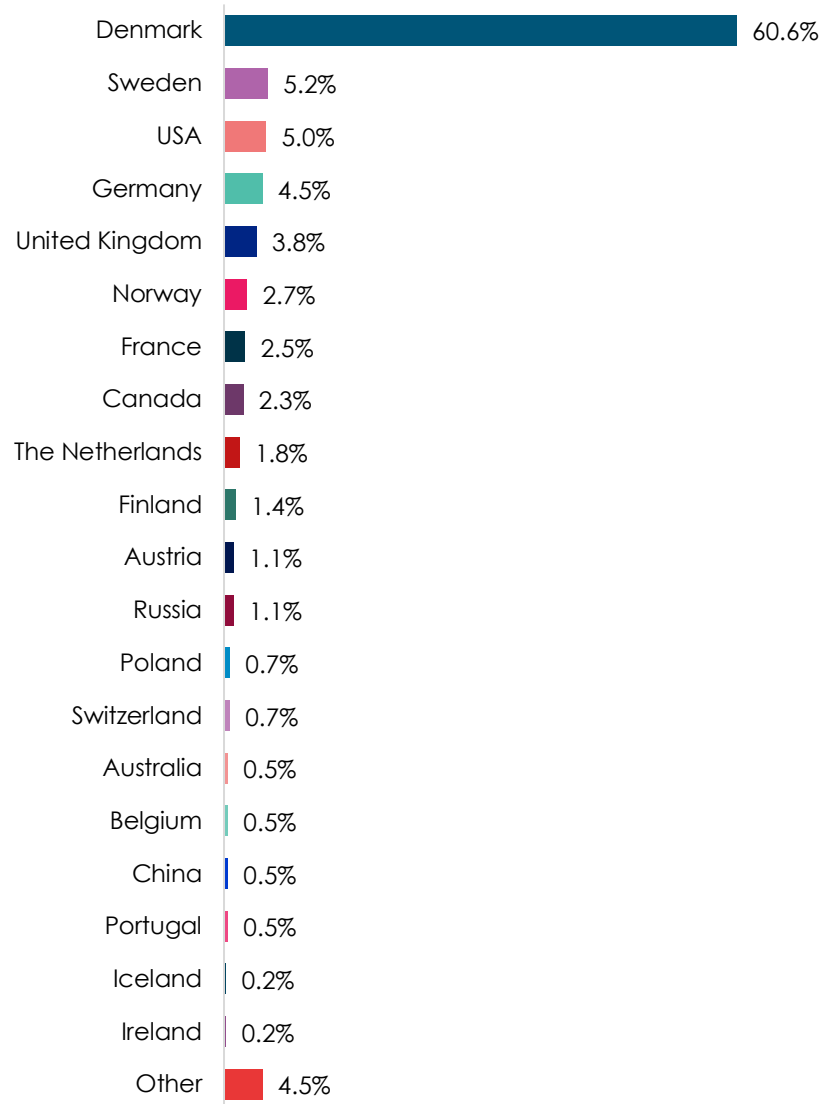
Primary reason to visit CPH



Other reasons to visit CPH

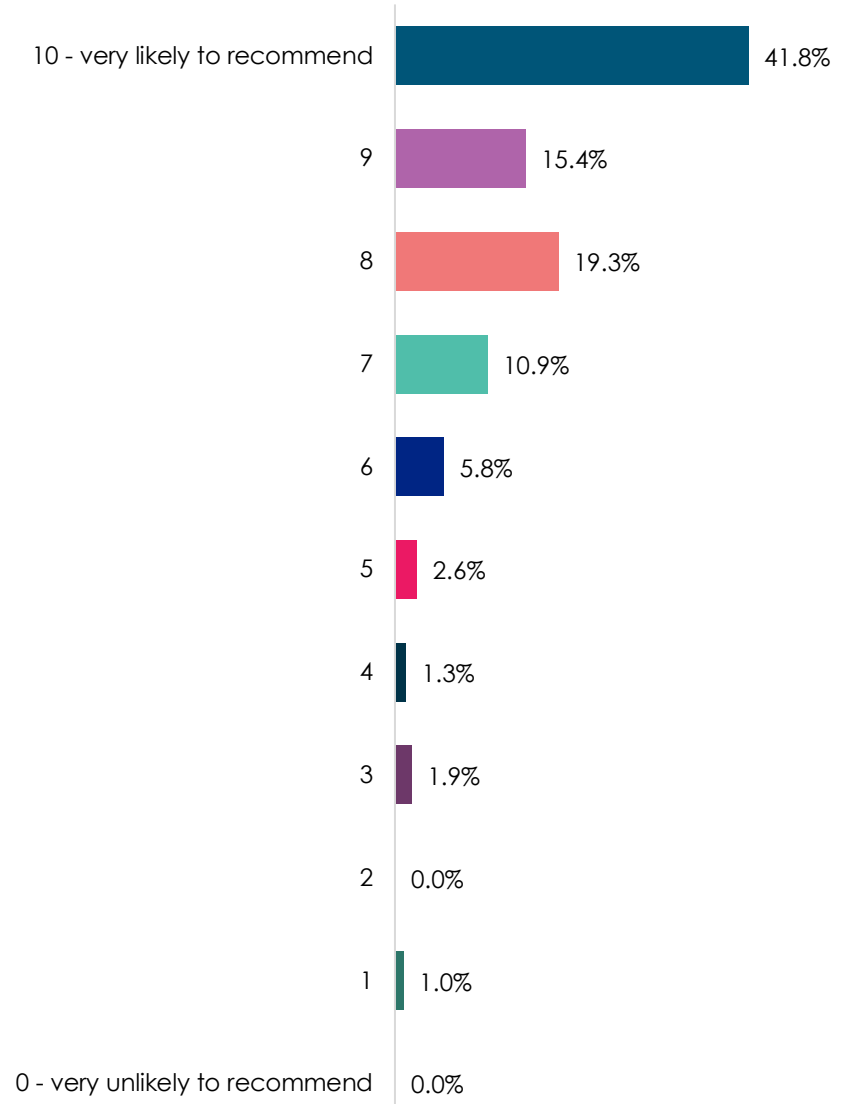


Nationality



n = 444

Net Promoter Score



n = 444

CPH:DOX*

For inquiries about this report please contact Analyst Mike Wedel Hansen at mha@woco.dk

WONDERFUL
COPENHAGEN

