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Telenor Copenhagen Marathon

A 2017 Participant Survey

WONDERFUL
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Introduction

The Telenor Copenhagen Marathon is a yearly marathon that is organized by the Danish non-profit organisation Sparta Atletik og Motion and takes place in the month of May. The marathon's main sponsor is the Danish telecommunications company Telenor, with other sponsors being Nike, Marathon Sport, High5 and the Danish news media Politiken.

The Telenor Copenhagen Marathon first took place in 1980 and has since been a yearly event that now attracts thousands of runners from all over the world. The 2010 Telenor Copenhagen Marathon was the biggest in the event's history with a total of 12,644 signed up runners, while the number of signed up runners for the 2017 Telenor Copenhagen Marathon was a bit lower with 10,234 participants. This year's event did, however, break the record for the highest percentage of international runners with 36.2%, compared to the 2016 event which now has the second highest percentage of international participants with 32%. The percentage of international runners has risen from 15% in 2011 to 36.2% in 2017, which is an increase of 21.2%.

This report will take a closer look at the data collected in a survey that was conducted amongst the participants of the 2017 Telenor Copenhagen Marathon.

Survey objectives

There were two main objectives that the survey was meant to fulfil. Firstly, the survey was meant to help Sparta better understand the participating runners' motives for participating in the race, as well as their satisfaction with the various aspects of

the race, in order to enable Sparta to give the participating runners the best possible experience in future Telenor Copenhagen Marathons. Secondly, the survey aimed to create a better understanding of how and why events like the Telenor Copenhagen Marathon attracts international visitors to Copenhagen and how these tourists make use of what the city has to offer, in terms of shopping, public transport, tourist attractions etc.

Data collection

The data was collected by means of an online survey that was emailed to runners who had agreed to participate in the survey. Every marathon participant was asked if they would like to participate in the survey, when they signed up for the marathon. Those who agreed were then asked to provide their email, so that the survey could be emailed to them after the marathon. Two weeks after the marathon, the survey respondents received an email with an invitation to fill out the survey. Two subsequent reminders were sent out to respondents who had not completed the survey yet, to obtain the best sample possible.

A total of 3,005 respondents successfully completed the survey, which constituted 29% of the total number of marathon participants. It is also an increase of more than 6 times the sample size of the 2016 survey, which had 444 respondents.

Limitations

As mentioned, the survey had a total of 3,005 successful completions, which is a large enough number of respondents for the results to be representative of the opinions and preferences of the general marathon participant, in terms of size requirement for a sample.

It is, however, also important that the demographic variables, like age, gender and nationality of the survey respondents, match the actual age, gender and nationality distributions of the entire group of marathon runners in the event. The more the sample resembles the total group of runners, the more likely it is that the survey results reflect the opinions and preferences of the entire group of marathon runners.

The official marathon registration data included information about age, gender and nationality which enables the comparison of the survey respondents to the full group of runners and results in the following findings:

- ✓ The average age of the marathon runners was 39 years, while the average age of the survey participants was 41 years.
- ✓ The largest age group amongst the marathon runners was 40-44 years old, while the largest age group amongst the survey participants was 45-49 years old.
- ✓ The second largest age group amongst the marathon runners was 25-29 years old, while it was 40-44 years old amongst the survey respondents. The age group 25-29 years old was the 6th largest age group amongst the survey participants.
- ✓ 26% of the marathon runners were women, while 27% of survey respondents were women.
- ✓ 36% of the marathon runners were international participants, while 33% of the survey participants were international respondents.

This comparison shows that the gender and nationality distributions of the survey respondents is very close to that of the total group of marathon runners. Comparing the age of the survey respondents to the total group of marathon runners, however, shows that there are differences between the two groups and suggests that the people who were willing to participate in the survey were generally older than the average marathon runner in the 2017 Telenor Copenhagen Marathon.

This means that for the most part, the results in this report will be close to the general opinion of the average marathon participant with the exception that the results will be more reflective of the opinions and preferences of marathon runners in the age of 40-49 years, which will be further confirmed later in the report. Therefore, the results will be less reflective of the opinions and preferences of marathon runners outside of this age range, which should be kept in mind, if these results are used for further research/studies or for event, activity and marketing planning.

The results in this report cannot be considered fact, but rather a close approximation of the opinions and preferences of the full group of runners in the 2017 Telenor Copenhagen Marathon.

Report structure

This report aims to fully highlight all noteworthy statistics about the survey respondents. In order to make the report as easy to read as possible, only results that are statistically significant have been included when comparing opinions and preferences across age groups, gender, nationality or other variables. Therefore, if one or more significant differences between two groups of survey participants is mentioned, but certain variables are left out of the comparison, it should be assumed that these variables were left out due to a lack of significant differences between the two groups of respondents for the given variables.

Key findings and recommendations

This section summarizes the key findings. Each individual finding will not be discussed in detail, given that the following sections of the report will go into more detail about each specific finding and this section is purely meant to serve as a quick overview of the study's findings.

High willingness to recommend the Telenor Copenhagen Marathon to others

This year's event obtained a NPS of 71, which means that most of the respondents in this survey are willing to recommend the marathon to family and friends. Specifically, 74.4% of the respondents in the survey said that they were willing to recommend the Telenor Copenhagen Marathon to others. This was also reflected in the many positive comments made by participants.

The most important aspects of a city marathon

The survey respondents highlighted the following four aspects of a city marathon as the most important and the ones that add the most value to a marathon event:

1. Many spectators
2. An attractive running course
3. The city's involvement in the race
4. Entertainment along the course

The respondents commented on these aspects, with regards to the Telenor Copenhagen Marathon, in the open questions of this survey and explained how these aspects in the event were compared to the expectations that the individual respondent had for the event. This will be highlighted in the following sections.

The first, third and fourth aspect on the list are all related, which is a benefit for the Telenor Copenhagen Marathon organizers because they can continue to improve the entertainment along the course, which is likely to increase both the number of spectators and the city's involvement in the race. This could, in turn, make the marathon participants even more satisfied with the event, which is likely to increase the participants' willingness to recommend the Telenor Copenhagen Marathon to people that they know and thereby increase the NPS.

The attractiveness of the running course could potentially be improved by changing the part of the course that is repeated, which is one of the most commonly mentioned problems with the course. Furthermore, increasing the entertainment and the number of spectators in the quieter parts of the course, could also make it more attractive to the marathon participants.

The Telenor Copenhagen Marathon app was very popular

The marathon participants had several communication channels that they could use to find information about the event, but when asked which communication channel they primarily used to find information, 44.4% said that the mobile app was their go-to source. Each of the official communication channels were used by more than 37% of the survey participants, with only 2.4% saying that they used other sources of information about the marathon.

One way to improve the app and make it more popular amongst the participants could be to replace the less popular features like the “follow us” and live TV feature and instead optimize, and further develop, the popular features that revolve around time tracking, photo sharing and practical information.

A desire to participate in future Telenor Copenhagen Marathons

71.5% of the respondents in the survey said that they intended to participate in future Telenor Copenhagen Marathons. This reflects the respondents’ overall satisfaction with the event, which is also shown in the comments that the respondents gave and in the high NPS.

This indicates a high group of ‘loyal customers’ and gives the organizers a unique opportunity for customer care on an ongoing basis, e.g. special offers or incentives for repeat customers (runners).

The Telenor Copenhagen Marathon was a personal challenge

The respondents were asked what their primary motivation for participating in the event was. The most popular answer, which was chosen by 37.6% of the respondents, was that it was a personal challenge for them. 24.5% said that their primary motivation was that they also participated last year. The third most selected motivation was the “other” category, where answers ranged from it being a spontaneous decision to the

runners participating with members of their running club. The survey results show that 36.4% of marathon runners were part of a running club.

These primary motivations for attending suggest that the organizers of the Copenhagen Marathon should particularly promote the marathon as an event that let participants challenge themselves and improve, as a way of attracting participants. Furthermore, less than 4.4% of the participants said that the prestige of the marathon and the elite runners that participate in the marathon was an important aspect of a marathon. This further underlines the idea that the individual runners’ own performance, experience and challenges are what should be focused on to attract participants.

Besides, running clubs should be targeted with special promotion since ‘running as part of a running club’ is a prime motivator for more than every 3rd runner.

Participants are interested in both sport and music

When the tourists (excluding locals) amongst the respondents were asked which other events that they had previously participated in and which ones they would like to participate in, in the future, there was a clear trend based around events focused on either sport or music. This was especially true amongst the international respondents and suggests that a collaboration between events like the Telenor Copenhagen Marathon, the Copenhagen Half Marathon, Distortion, the Copenhagen Jazz festival and the Frost festival might be a way to attract more international visitors to Copenhagen and thus also more international participants to these events and increase the number of participants who take part in more than just one of these events.

Given that a lot of the respondents rate entertainment along the course, many spectators and the city’s involvement in the race

as very important aspects of a marathon, this kind of collaboration with other entertainment festivals/events could perhaps help increase number of international participants and increase participants satisfaction.

The results also showed the international participants in the Telenor Copenhagen Marathon tended to spend more days in Copenhagen than the Danish (non-local) participants, which means that the international respondents might have time to participate in side-events planned in cooperation with other organisations.

The international participants, on average, stayed for 2.5 days in Copenhagen.

Willingness to recommend

One way to measure satisfaction with an event like the Telenor Copenhagen Marathon is to calculate a so-called Net Promoter Score (NPS), for the event. This section looks in more detail at the NPS for the Telenor Copenhagen Marathon, followed by a sample of the main reasons for the NPS score given by respondents.

Net Promoter Score of 71

The NPS is based on a question asking respondents how likely they are to recommend the event to others, on a scale from 0 to 10. The respondents are then split in to three groups based on their score.

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

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 influence 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 NPS 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.

The Telenor Copenhagen Marathon achieved a NPS of 71, which is an increase of 7 points compared to the NPS of 64 for the 2016 Telenor Copenhagen Marathon. This can be compared to Wonderful Copenhagen's analysis of the surveys for the 2015 and 2016 Copenhagen Half Marathon. The 2016 Copenhagen Half Marathon achieved a NPS of 82, which was an increase of 21 from the 2015 Copenhagen Half Marathon's NPS of 61.



74.8% of the survey participants were promoters

21.8% of the survey participants were passives

3.4% of the survey participants were detractors.

Well organized event with a good atmosphere

Taking a closer look at the aspects of the Telenor Copenhagen Marathon which the promoters highlighted as their main reason for giving the event a high score, shows that the way that the event was organized and the atmosphere at the event had a large impact on the runners' experience and made them more willing to recommend the event to people that they know.

"Beautiful run, very well organized, music, crowds."

Regarding the atmosphere there are comments about the friendliness of the other runners, the energy and support from the crowd as well as the party-like atmosphere that was supported by the POWER Zones.

"Great atmosphere all around the course - the NBRO Power Zone was especially amazing."

Another important factor was the fact that a lot of the runners thought that Copenhagen is a beautiful city, which suggests that the actual aesthetics of the location where a marathon is held, potentially has a large impact on the experience that the runners have and therefore also on the event's NPS.

"Beautiful course, well organized, crowd was terrific, Copenhagen is always a great city to visit for a few days."

A lot of runners also commented on the route, saying that it was very enjoyable and well planned. Some of the runners also liked that it was a flat course and that it had turns rather than being a lot of straight lines.

"Excellent event - combines a big city marathon, with very high-quality organisation, yet incredibly friendly."

Other runners mentioned the level of information about the event, both at the event itself and before the event started, saying that they could easily get the information that they needed and that the communication methods (e-mail, app etc.) that the organizers had chosen worked very well.

"Race communication via e-mails/texts, interactive website/app"

Furthermore, several people commented on the hydration stations and the general availability of supplies during the run.

"I really liked the run. The course is flat and interesting. There were a lot of people who showed up to cheer. I also loved the power stations and the fact that the hydration zones were so many. They were at a very good interval."

Turning detractors into promoters

The NPS of the 2016 Copenhagen Half Marathon showed that it is possible for marathon events to increase the NPS beyond the 72 that the Telenor Copenhagen Marathon achieved. Looking at the comments from the detractors shows that:

- ✓ Some runners thought that it was too hot on the day of the race and would prefer if the race took place earlier in the year, when it is colder.
- ✓ Other runners say that they experienced problems with queues during the race, that caused them to have to slow down. This was mainly due to certain narrow streets and a lot of runners needing to use the hydration stations at the same time.
- ✓ Several runners thought that it was unfortunate that a part of the route was repeated towards the end of the race.

Suggestions from the promoters

This section will focus on the suggestions that the runners made for the organizers of the event and will therefore mainly consist of quotes from the runners, specifically the promoters given that the main problems experienced by the detractors were highlighted above.

The survey had 33% international runners and some of these say that they would like the option of either being able to get their start-kit (with runner number etc.) mailed to them rather than having to pick it up the day before.

“Many participants are from Malmö Sweden. Make it possible to pick up start-kit in Malmö. E.g. at a sports shop.”

Another fairly common comment was that the survey participants experienced queues outside of the toilets in the starting area and therefore would like, if it was possible to add more toilets for future marathons.

“There could have been more toilets. The queue was so long that I missed the toilets before the run. For that reason, I had to go to the toilet during the race.”

One of the main suggestions revolve around the water at the hydration stations. A lot of the runners would have liked to receive water bottles instead of cups with water in them, given that they find bottles easier to use while running.

“Great event - keep it up. Could provide water in bottles rather than cups as can then run with them to hydrate better”

Some runners also commented that they would have liked for there to be salty snacks at the hydration stations to help keep up their body's salt balance while they were drinking a lot of water and sweating a lot.

“Food! I love well-stocked depots! The number of filling stations along the route was great, but I really struggled on just small pieces of fruit and sports drink. I craved salt all through the race...”

Quite a few runners would have also liked to be able to see their time at set intervals throughout the route.

“Would be really cool to see the time at all 5kms. I had no watch and so I didn't know how fast I was until the end.”

Another suggestion was to have a better and more varied selection of food and drinks for the runners to enjoy in the goal area.

“Please work to improve the quality of food and drinks after the race. There are so many local companies making quality products that better reflect the city of Copenhagen.”

Lastly, a lot of the respondents simply wrote comments about how much they enjoyed the 2017 Telenor Copenhagen Marathon, which further underlines the fact that most of the respondents in the survey were very satisfied with the event.

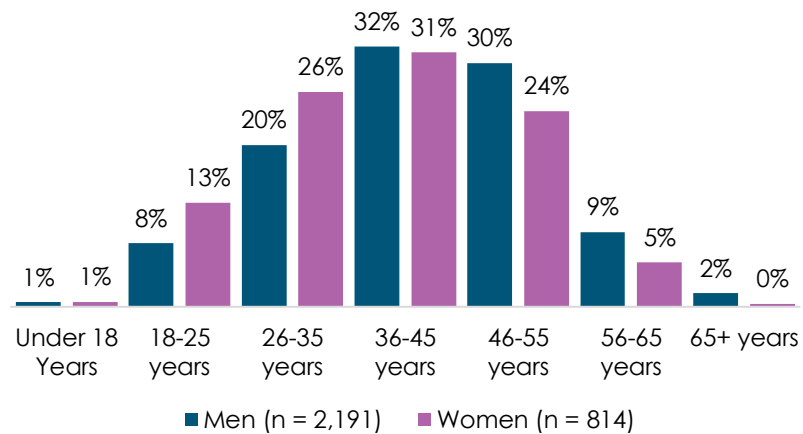
“Thank you for organizing a phenomenal weekend. Your work did not go unnoticed!”

Demographics

This section will take a closer look at the age, gender and nationality of the survey respondents and highlight the distribution of the respondents on these variables.

More male than female participants

This survey had a total of 2,191 male respondents and 814 female respondents respectively, who were similarly distributed amongst the age groups, as shown below:



The ages from 18 up to 65 were the most represented in the survey, but the average age of the participants was fairly high considering that it is a very physically demanding sport event. The average age of all respondents was 41 years, with the average age of men being a little higher at 42 years and the average age of women being a couple of years younger at 39 years.

More International runners

As mentioned in the introductory section of the report, 33% of the survey participants were international runners which is a little lower than the 36% amongst the total group of marathon participants.

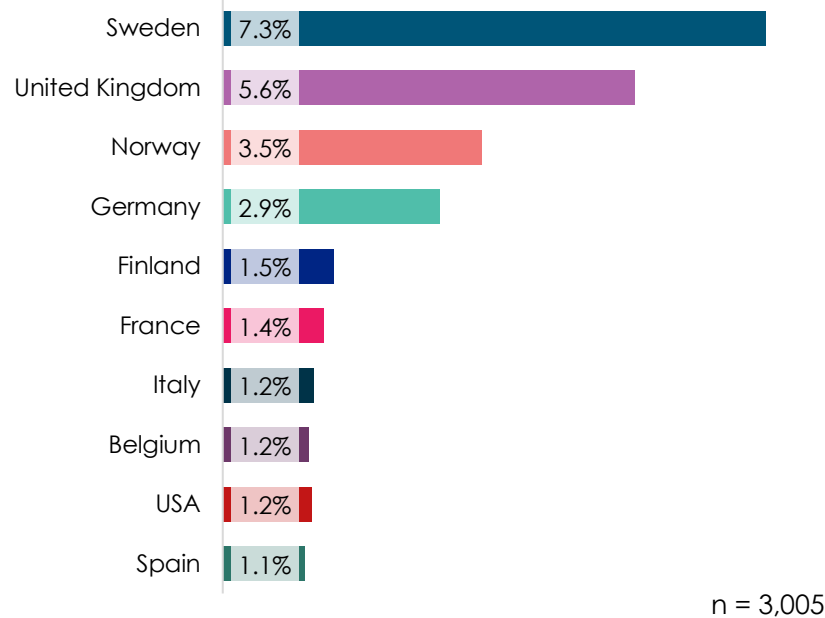
Out of these international runners 13.2% came from the other Scandinavian countries, while 15.6% came from Europe and 4% came from outside of Europe.

33% international survey participants were, however, a large increase compared to the 2016 Telenor Copenhagen Marathon survey where only 19% of the runners were international. This is an increase of 14% compared to last year's event survey. However, the official data from Sparta showed that the 2016 marathon had 32% international participants while the 2017 marathon had 36.2% international participants. This means that the actual increase in international runners was 4.2%, and the survey had a more representative sample in 2017 compared to the 2016.

Top 10 nationalities amongst the respondents

Taking a closer look at the most popular nationalities, shows that most of the international participants came from countries that are relatively close to Denmark and thus does not require the participants to spend as much time and money travelling to the marathon. There was, however, 1.2% of the survey respondents who were from the USA as well as 1.2% who were from Italy and 1.1% who were from Spain, suggesting that more dedicated marathon runners were attracted to the Danish event:

Top 10 international countries

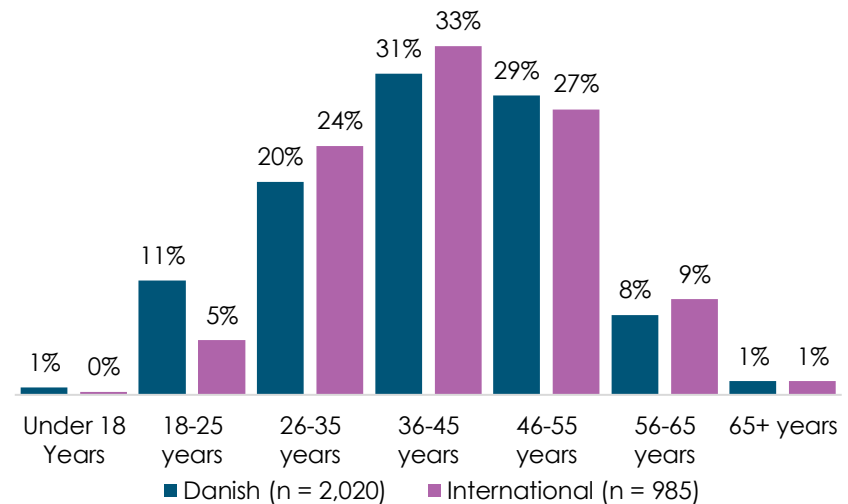


Furthermore, there were also runners from countries such as China, Australia, Canada, Russia and Japan, albeit not very many. There was a total of 5 survey participants from China, 4 from Australia and Canada respectively, 3 from Russia and 1 from Japan.

Comparing Danish and international respondents

Comparing the demographics of Danish and international participants reveals that the same number of men and women participated in the event regardless of nationality. 27.1% of the Danish participants were women, while 27.0% of the international participants were women and the rest were men.

Looking at the difference in ages for Danish and international participants shows a very similar distribution amongst the respondents, with a few exceptions. There were more Danish participants who were 25 years old or younger, which is to be expected given the travel distance for international participants. There were also a higher percentage of runners aged 26-45 years old amongst the international runners than the Danish runners, which again could be expected given that people in this age group are most likely to travel for events:



Surprisingly, more of the international runners than Danish runners were aged 56-65 years old, while the Danish and the international group had the same percentage of runners aged 65+.

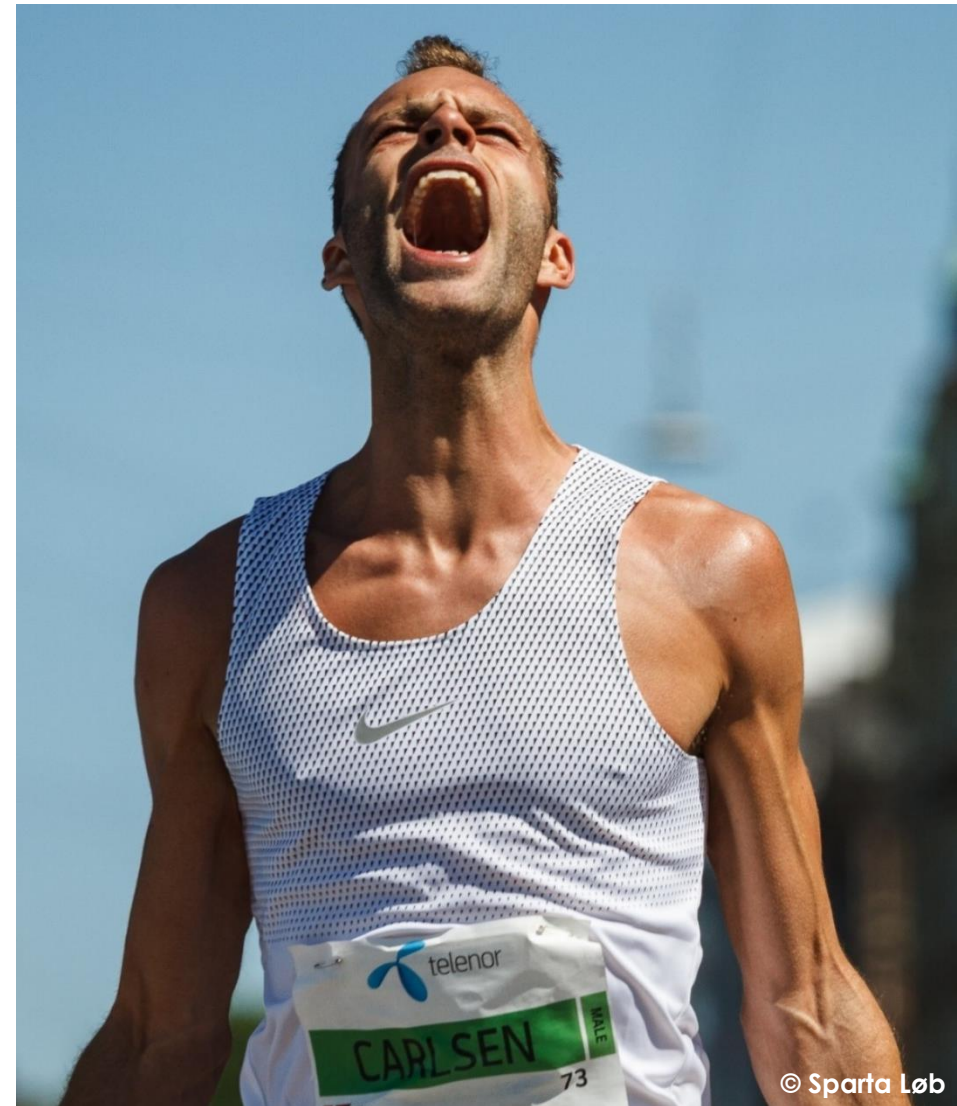
Travelling Danes

Looking at the home region of the Danish survey participants shows that 56.9% of the Danish runners lived in the Capital Region of Denmark (excluding Bornholm), while the remaining runners were split between the other regions. Overall the number of runners from any given region that participated in the marathon seems to depend on the distance between the region in question and the Capital Region of Denmark where the marathon took place. Out of all of the Danish survey participants:

- ✓ 56.9% lived in the Capital Region of Denmark (excluding Bornholm)
- ✓ 17.6% lived in the region of Zealand
- ✓ 11.7% lived in the region of Middle Jutland
- ✓ 7.7% lived in the region of Northern Jutland
- ✓ 5.9% lived in the region of South Denmark
- ✓ 0.2% lived in the regional municipality of Bornholm

These percentages can be compared to the 2016 survey for the Telenor Copenhagen Marathon, where 49.9% of the Danish respondents lived in the Capital Region of Denmark. The number of participants from the rest of Zealand has, however, increased from 17.2% in 2016, to 17.6% in 2017. As for Jutland, the number of participants from both regions has dropped. The 2016 event had 13.6% and 11.4% from Middle and Northern Jutland respectively.

Lastly, the percentage of runners from Southern Denmark and Bornholm has decreased from 7.2% and 0.8% respectively in 2016, to 5.9% and 0.2% respectively in 2017.



Analysing the runners

This section of the report will take a closer look at the survey participants, their opinion of the 2017 Telenor Copenhagen Marathon and their general preferences for different aspects of a marathon. This is done in order to find information about what aspects of the current marathon setup are the best in the respondents' opinion and which, if any, could be improved to increase the runners' satisfaction with the event.

Spectators are important

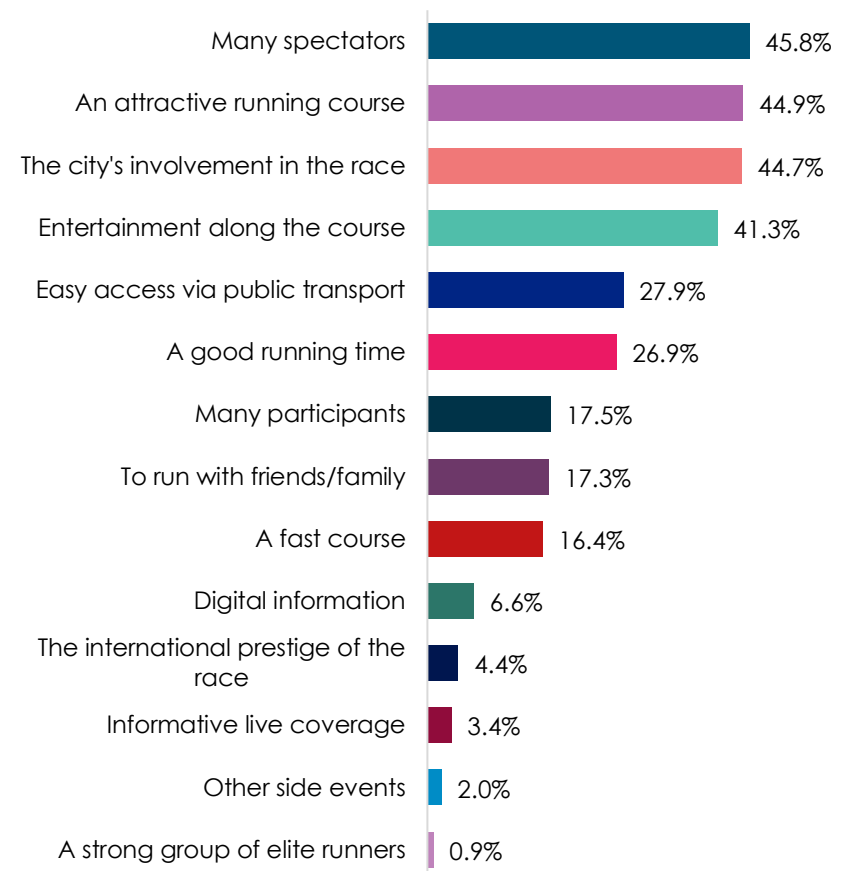
Part of the survey asked the respondents what aspects of a marathon that they think adds the most value to the marathon and makes it the most enjoyable.

Out of the 14 listed aspects of a marathon, four were selected more often than the others. 'Many spectators' was the most important aspects among respondents, followed by an attractive course, the city's involvement in the race, which presumably goes hand in hand with the number of spectators at the event, and entertainment along the course. The entertainment along the course was created by the Power Zones, with which many of the respondents were very satisfied.

The Danish and international runners had similar rankings of most of the aspects. There were, however, a few differences. More international runners prioritized the attractiveness of the course higher, than Danish runners, while more Danish runners prioritized entertainment and the city's involvement higher, than the international runners.

The rankings across age groups were very similar.

Most important aspects of a marathon



n = 2,871

Most runners were first time participants

When asked whether they had previously participated in the Telenor Copenhagen Marathon, 55.7% said that this was the first year that they participated, whilst the remaining 44.3% had either participated as recently as 2016 or in the previous years.

Other interesting facts about the respondents' participation were that:

- ✓ 84% knew at least one of the other runners.
- ✓ 71.5% intended to participate in future Telenor Copenhagen Marathons.
 - 54.8% of these also said that they had participated in previous Telenor Copenhagen Marathons
- ✓ 67.8% thought that it was important to receive an official Copenhagen Marathon shirt, while 6.5% of runners thought that the money would be better spent on charity
- ✓ 51.9% have participated in other marathons.
- ✓ 36.4% were members of a running club or team.
 - Running club memberships were more popular amongst older participants (45+).

Note that 51.9% of the respondents had participated in other marathons before, while 44.3% of the respondents had participated in previous Telenor Copenhagen Marathon events. This means that the 55.7% of respondents that were new to the Telenor Copenhagen Marathon, were not all new to marathons.

73.4% of the international respondents had previously participated in another marathon, while 14.8% had previously participated in the Telenor Copenhagen Marathon. Amongst the Danish runner, 41.4% said that they had previously participated in another marathon, while 58.7% said that they had previously participated in the Telenor Copenhagen Marathon.

Using the app to find information

The runners had several communication channels that they could use to find information about the event, but the one that was most used amongst the survey respondents was the Telenor Copenhagen Marathon app:

- ✓ 44.4% used the Telenor Copenhagen Marathon app
- ✓ 43.9% used the Telenor Copenhagen Marathon website
- ✓ 40.9% used the Telenor Copenhagen Marathon newsletter
- ✓ 37.6% used the Telenor Copenhagen Marathon Facebook page
- ✓ 2.4% said that they used other sources to find information about the event

In total 49.3% used one of the above information sources, while 34.3% used two of the sources, 11.5% used three of the sources and 3.6% used all four official information sources. 1.3% used none of the official information sources.

Comparing the use of the above sources of information with the nationality of the respondents, shows that:

- ✓ 48.1% of the Danish respondents used the mobile app, while 36.6% of the international respondents used the app.
- ✓ 23.7% of the Danish respondents used the official website, while 66% of the international respondents used the website.
- ✓ 42.9% of the Danish respondents used the official newsletter, while 37% of the international respondents used the newsletter.
- ✓ 49.6% of the Danish respondents used the official Facebook page, while 32.2% of the international respondents used the Facebook page.

Some of the respondents mentioned the app in the open questions of the survey. These comments were generally all positive:

"...the App was so helpful- I was impressed about how you managed the whole event, the Berlin Marathon is behind your organisation (like App e.g.) ..."

"My friends and family in Sweden tracked me with the app or online and we all appreciated it very much."

"The app was great for my family at home who could follow me all the time during the run."

Using the app's features

The app had a series of different features that could be used by the marathon participants, ranging from reading and sharing results to following runners through live tracking and viewing the marathon program.

The survey participants primarily used the app to see and share results as well as accessing practical information about the event, but most of the app's features were used by at least 18% of the survey participants.

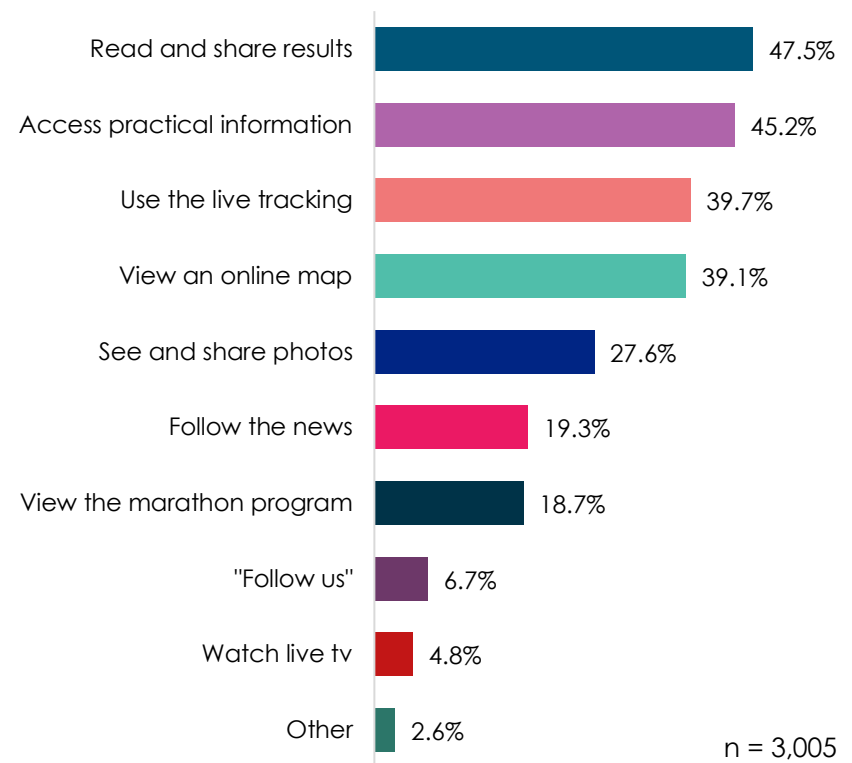
Viewing an online map of the course and tracking the runners progress were two features that were also very popular amongst the survey participants, however most of the participants did not find much use for the "follow us" and live TV features, suggesting that the features that mainly attracted users were the ones that allow users to see how they and others performed as well as to get practical information about the event.

Furthermore, 30.6% of the respondents who said that they read and shared results using the app said that a good running time is an important aspect of a marathon. 15.3% of these respondents

also said that a fast course is an important aspect of a marathon. Comparatively, 48.1% of the respondents who said that they participated in the marathon as a personal challenge also said that they used the mobile app to read and share results.

54.2% of the 190 respondents who said that digital information is an important aspect of a marathon, used the Telenor Copenhagen Marathon app to access practical information.

The live tracking and online map features were, furthermore, more popular with younger participants (<36) than older participants. This likely has to do with the fact that more of the older respondents (35+) had participated in the marathon before, compared to the younger respondents.



Overall mobile phone usage

Whether the runners used their mobile phones to find information, to time themselves whilst running or something else, there was a lot of survey participants who decided to use their mobile phone during and after the race.

34% of the respondents said that they used their mobile phone during the marathon. Some of these respondents noted in the open answers of the survey that they used their phones to keep track of their time, since they did not have a watch and did not find enough timers along the course.

35.5% of respondents said that they used their mobile phones before and after the race in the designated areas for marathon participants.

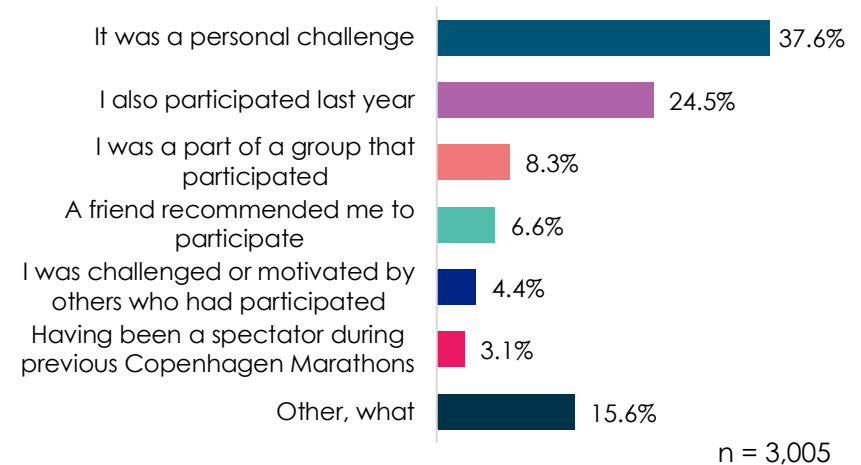
Given that the event had a mobile application specifically made for users to be able to access information online, it was important for the users to be able to get a strong signal for their internet connection. 59.1% of the respondents said that the mobile coverage during the marathon was either good or very good.

Lastly, the Telenor Copenhagen Marathon had a SMS information service that participants could use to get important notifications about the event. 78.1% of the survey participants said that they found the SMS service to be either useful or very useful, while 10.4% said that they never received any text messages from the event organizers.

The marathon was a personal challenge

There are a lot of possible reasons for a person to want to participate in a marathon, but when the survey participants were asked what their primary motivation was, 37.6% said that their participation in the marathon was a personal challenge.

Other motivations included:



The younger participants (18-45 years old) were more likely to choose personal challenge, while the older participants (45+ years old) were more likely to choose participation last year or the “other” category.

Reasons given in the “other” category included:

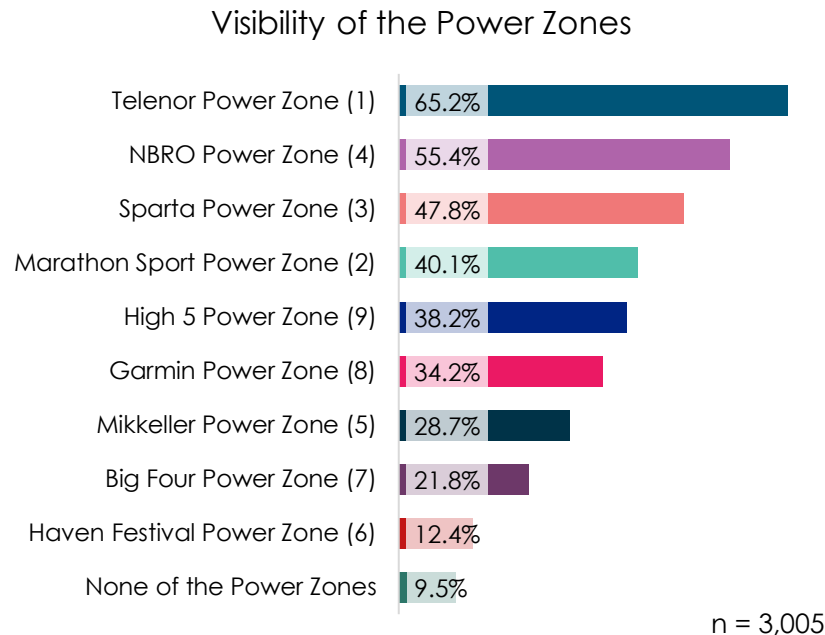
- ✓ It was a spontaneous decision
- ✓ Previous participation (not last year)
- ✓ Participating as a member of Sparta
- ✓ Avoid marathon runners wanting a new experience
- ✓ Participation as a reason to visit Copenhagen



Spotting the Power Zones

Throughout the route for the event special Power Zones were set up. These were areas where sponsors of the event could host activities for the spectators, while playing music and serving food/drinks in order to create a festive atmosphere that would both make it fun for the spectators to watch the marathon and motivate the runners to keep running and finish the marathon.

One part of the survey asked the participants which of the nine Power Zones that they had noticed during the marathon, which resulted in the following ranking of the Power Zones:

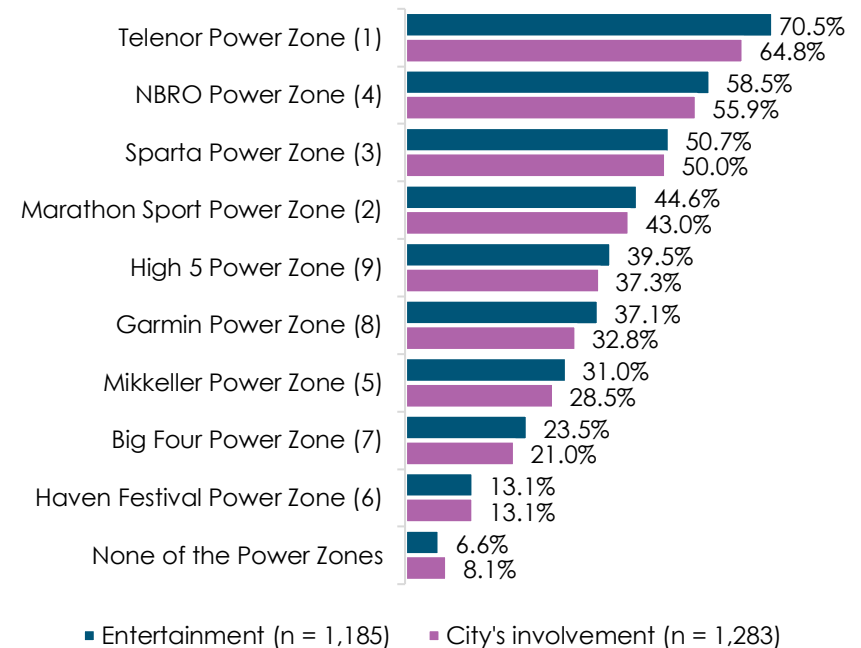


The number in the parenthesis next to the name of each Power Zone shows where it was on the route. The Telenor Power Zone was the first Power Zone on the route, while the High 5 Power Zone was the last Power Zone on the map. This shows that the

Power Zones noticed the most, were the ones at the beginning of the route. While it is possible that these Power Zones were simply more enjoyable or visible than the lower ranking ones, it is also possible that the runners noticed the earlier Power Zones more because they had more energy to spare earlier on in the marathon and did not have to focus as much on the race in order to keep going.

The general opinion of the Power Zones amongst the survey participants was very positive and there were a lot of comments from participants saying that the Power Zones were entertaining and helped motivate them to keep running.

Comparing the respondents who said that entertainment along the course and the city's involvement in the event was important aspects of a marathon, shows that they noticed some of the Power Zones more than the average participant:



Marathon runners as tourists

This section analyses the findings related to the questions that were asked only to the tourists (International and non-local Danish runners). The overall goal with these questions was to identify the aspects of the Capital Region that were attractive for the non-local runners.

The sample size for this section is smaller than it was in previous sections, as the 1,150 respondents who live in the Capital Region of Denmark (excluding Bornholm) has been excluded, since they cannot be classified as tourists in the Capital Region.

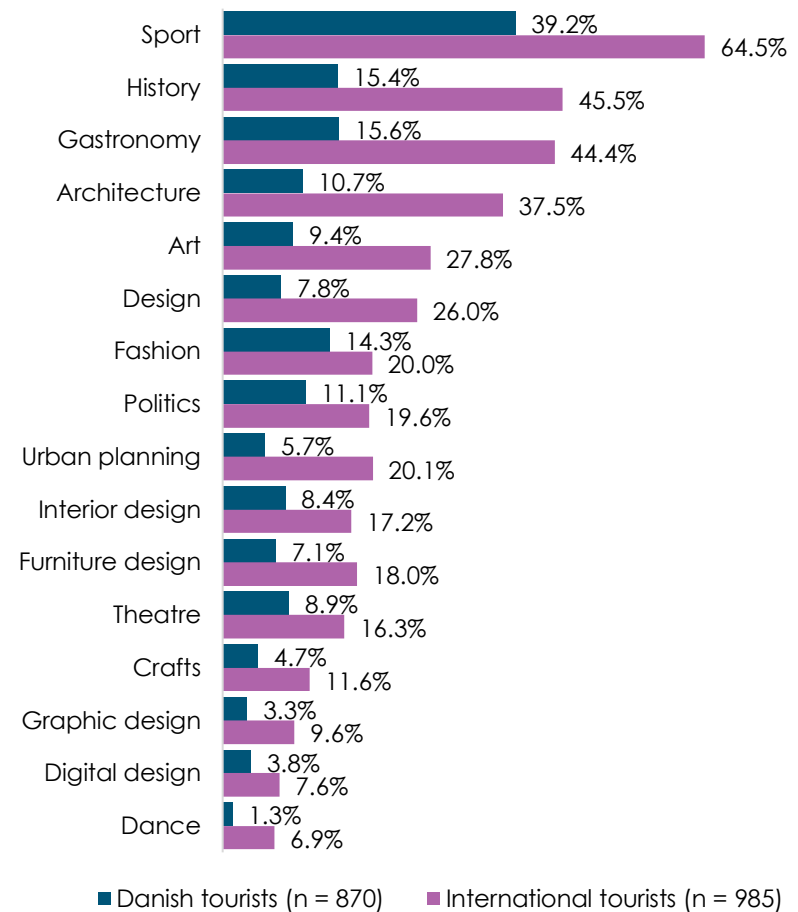
Looking for sport, history and food

The tourists were asked which topics that they found interesting to find out what activities that they might be interested in while in Copenhagen. While the topics were ranked somewhat similarly by Danish (non-locals) and international tourists, there was a large difference in how many from each group said that they were interested in any given topic.

More of the international tourists were interested in any given topic than the Danish tourists. One reason for this could be that the international tourists were in another country and thus did not know as much about these topics in Denmark as the Danish tourists did, which could mean that the results for the Danish tourists do not actually reflect their true interests.

Sport, history and gastronomy were the three most popular topics amongst respondents from both groups, while graphic and digital

design as well as dance were the most unpopular topics:

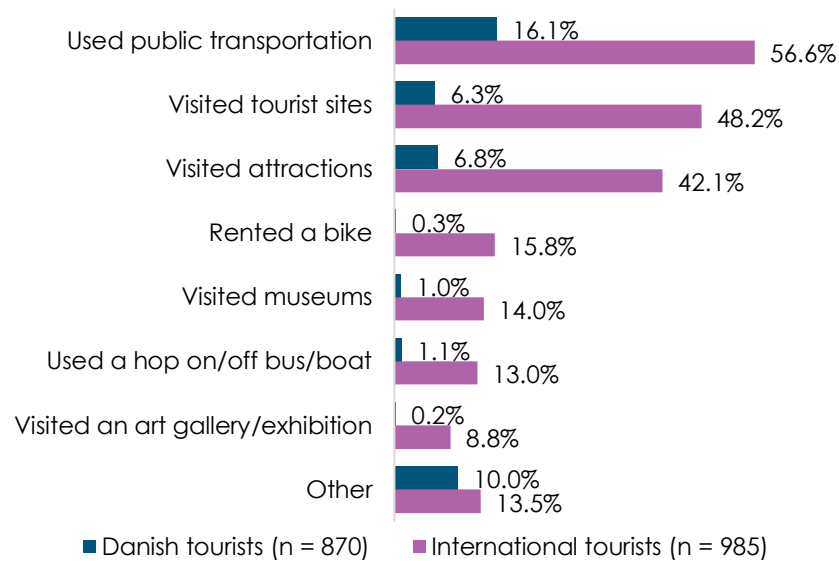


Taking public transportation to tourist sites

The tourists in the survey were asked which activities they participated in whilst in Copenhagen. 28.7% of the Danish tourists and 12.8% of the international tourists answered that they were only in Copenhagen to participate in the Telenor Copenhagen Marathon, but the rest of the participants took part in various activities, from using public transportation to visiting museums.

Using public transportation was the most popular activity, which makes sense given that transportation of some kind is necessary to get to most activities, including the Telenor Copenhagen Marathon itself. Other popular activities, however, were visiting tourist sites, like the Little Mermaid, and visiting tourist attractions.

Copenhagen is known to be a bike-friendly city, which could encourage visitors to use a bike to get around the city as opposed to using public transportation, which 15.8% of the international tourists chose to do:



Only a few of the tourists chose to visit art galleries/exhibitions and museums or use the traditional touristic transportation methods.

Amongst the answers in the "other" category, the following three were the most commonly given:

- ✓ Visiting friends/family
- ✓ Going out to restaurants/cafés
- ✓ Going shopping



Participating in the Copenhagen Half Marathon

Survey participants were also asked which other Copenhagen events that they had previously participated in. As the graph to the right shows, not surprisingly, the Copenhagen Half Marathon was the most popular event among both national (non-locals) and international respondents.

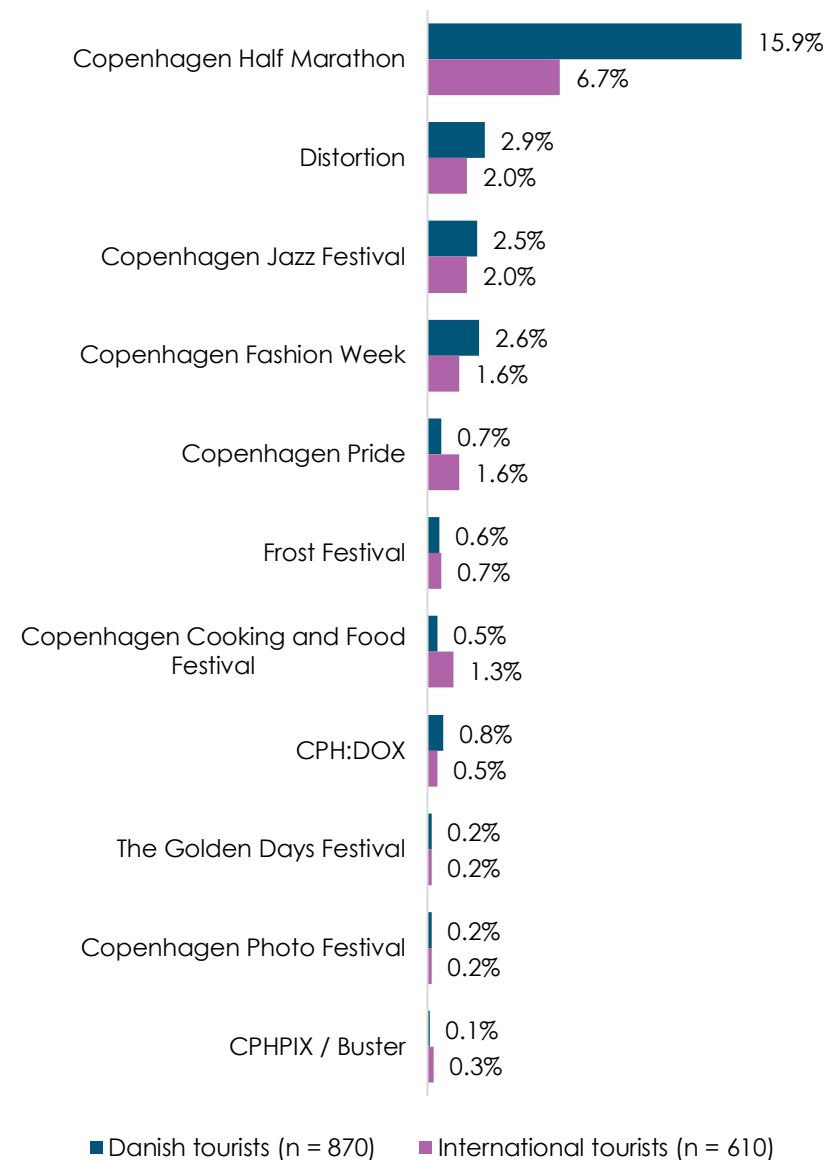
Overall, most of the events have not previously had many participants amongst the respondents in this survey. The one event that really stood out from the rest was the Copenhagen Half Marathon, where 15.9% and 5.2% of Danish and international respondents respectively had participated one or more times during previous year's events.

Distortion, Copenhagen Jazz Festival and Copenhagen Fashion Festival were the three events that have had the most participants other than the Copenhagen Half Marathon. Both Distortion and the Copenhagen Jazz Festival are music festivals focusing on different genres of music and different types of activities, while the Copenhagen fashion week is about showcasing the newest trends in fashion.

What is interesting about these results is that there does not seem to be a correlation between participating in one event, like the Telenor Copenhagen Marathon, and participating in other events in Copenhagen. As mentioned, 15.9% and 6.7% of Danish and international tourists had also previously participated in the Copenhagen Half Marathon. These percentages could be considered low, given that it is two events that are very similar in nature. Out of the other events in Copenhagen, none of which are focused on sports, the highest participation rates were 2.9% for Danish tourists and 2.0% for international tourists.

This leaves an interesting challenge for Wonderful Copenhagen and event organizers, to try and motivate participants in each event, to also participate in other events in Copenhagen.

Previous participation



A desire to participate in future events

The follow-up question asked the respondents if they would like to return to Copenhagen to participate in these same events.

Most of the events had a somewhat low percentage of participants who say that they would like to participate in the future, but there were a couple of the events that stand out.

The Copenhagen Half Marathon was, again, the most popular event, with 33.7% of international respondents and 26.7% of Danish respondents saying that they would like to participate in the future. Given that the respondents were marathon participants, this could be expected.

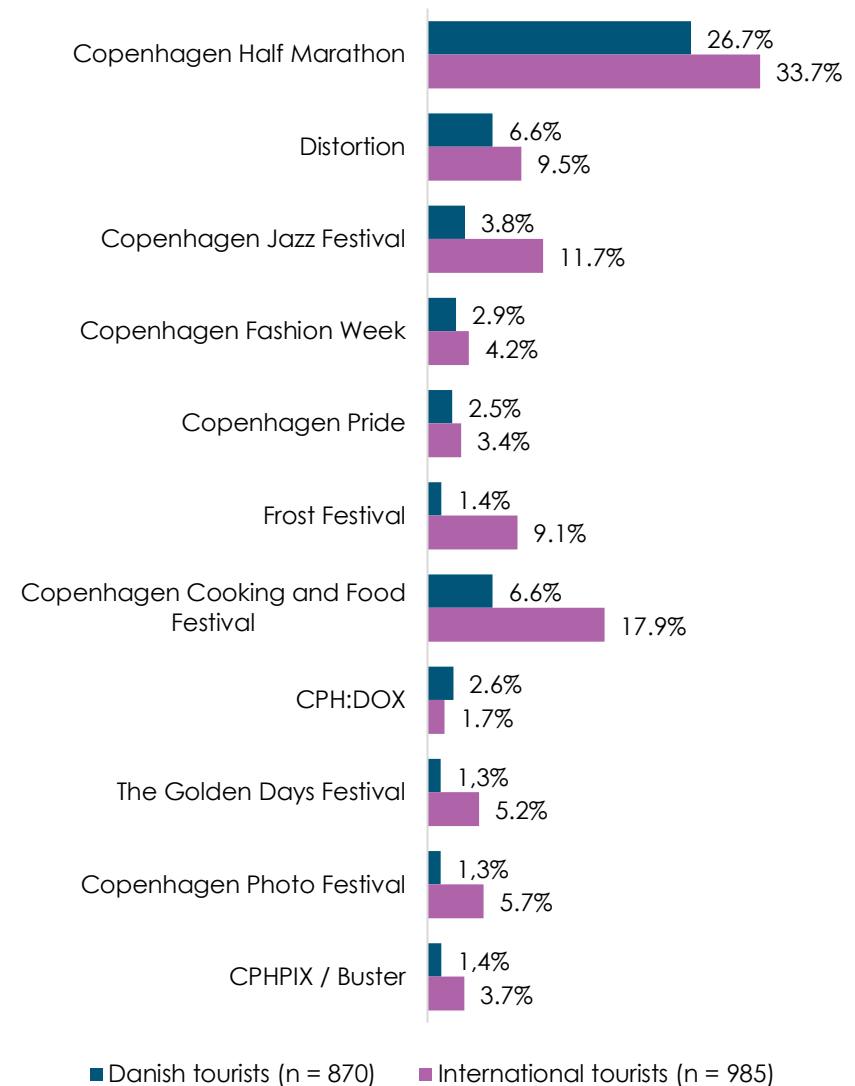
Much like in the above section, Distortion and the Copenhagen Jazz festival were amongst the most popular non-sport events, but a lot of both the Danish and international tourists also said that they would like to participate in the Copenhagen Cooking and Food festival in the future.

Furthermore, 9.1% of the international respondents said that they would like to participate in the Frost Festival in the future. This means that three out of the five most popular events amongst the international respondents were events related to music, namely Distortion, the Copenhagen Jazz festival and the Frost festival. Comparing this to the fact that art was the 5th most popular topic amongst the international respondents suggest that there might be a fairly large potential market for music festivals and events amongst international visitors to Copenhagen. It also suggests that the top 5 topics amongst international respondents might have been different, if music had been included as a separate topic.

Given that so many people are interested in both music and sport events, it means that it could potentially benefit the event organizers and tourists, if events like Distortion and the

Copenhagen Jazz festival were to cooperate with events like the Telenor Copenhagen Marathon.

Future participation



Travel and Accommodation

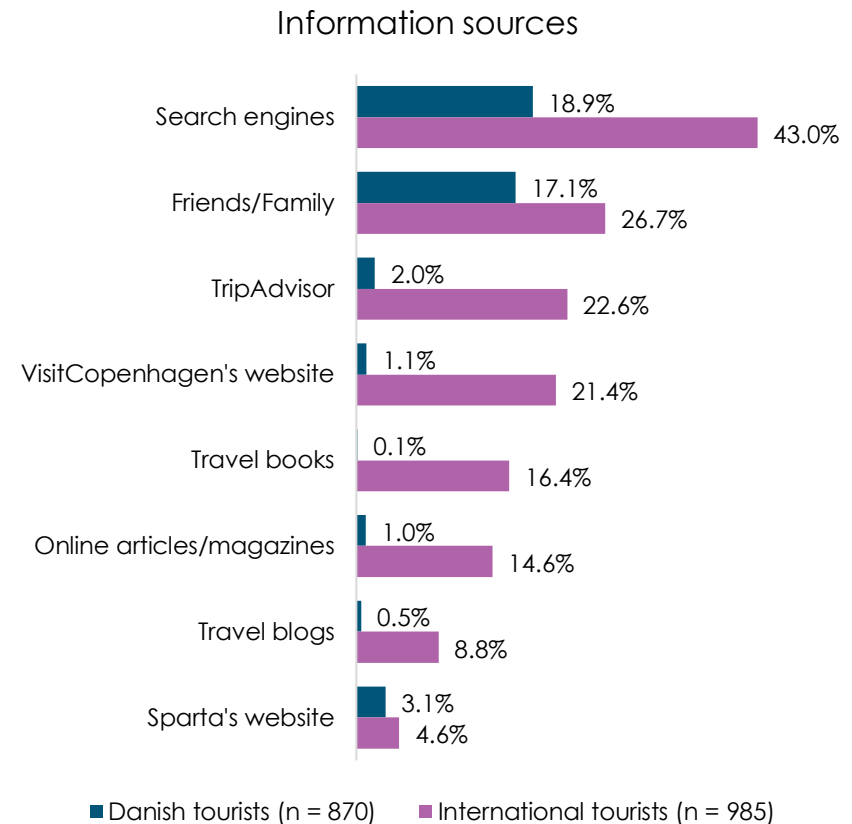
This section takes a closer look at the respondents' methods of finding information about Copenhagen as well as their travel habits and their accommodation of choice. Like the previous section, this section will only include respondents who did not live in the Capital Region of Denmark (excluding Bornholm), which means that this section will be based on the answers of 1,855 respondents.

Googling information about Copenhagen

As with some of the other questions, there was a difference in the number of Danish and international tourists respectively in terms of sources used for information about Copenhagen. As the graph to the right shows, each type of information source was used more by international respondents than by Danish respondents. This can likely be explained by the difference in the two groups' general knowledge of Copenhagen and Denmark in general. A lot of the aspects of Copenhagen, such as public transportation or store opening/closing hours, are the same as they are for a large part of Denmark. This means that Danish participants will already have a lot of the knowledge that the international participants will have to search for through various communication channels and thus there will be a gap between the two groups usage of each communication channel.

The majority of international participants chose to use search engines like Google to find information about Copenhagen. The thing to note here though, is that Google will show results from other websites including VisitCopenhagen, TripAdvisor and other sites that are included as separate categories. This means that

there is a chance that the number of international respondents who, for instance, used TripAdvisor's website might be higher than 26.7%, but the respondents might not have noticed the name of the specific site that they visited through their Google search.



Many return visitors to Copenhagen

The respondents were also asked if they have ever been to Copenhagen before, to which the majority of both the Danish and international respondents said that they had.

98.3% of the Danish respondents had been in Copenhagen more than two times before, while 42.8% of the international respondents had been in Copenhagen more than two times before. 38.1% of the international respondents were in Copenhagen for the first time and the remaining 19.1% had been in Copenhagen either one or two times prior to this occasion.

As for travel partners, on average:



- ✓ 21.2% travelled alone
- ✓ 40.5% travelled with one other adult
- ✓ 14.1% travelled with two other adults
- ✓ 10.2% travelled with three other adults
- ✓ 14% travelled with four or more other adults

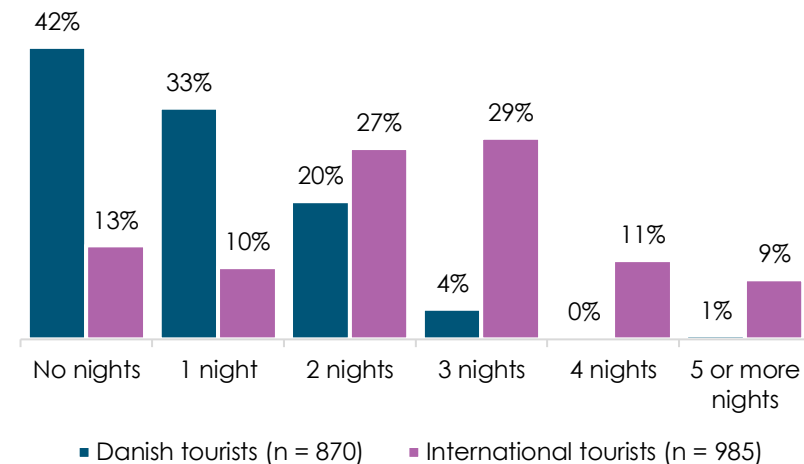


- ✓ 84.8% travelled without children
- ✓ 7.3% travelled with one child
- ✓ 5.3% travelled with two children
- ✓ 2.6% travelled with 3 or more children

There were only minor differences between the Danish and international respondents, in terms of their number of travel partners and children.

Day-visits most common

There was a noticeably large difference in the amount of time that each of the two groups spent in Copenhagen, as shown below:



The international tourists generally spend more days in Copenhagen while 42% of the Danish tourists were only in the city for the day the marathon took place.

The Danish tourists had an average stay in Copenhagen of 0.9 days, which means that the majority of these respondents were only in Copenhagen for a day-visit while participating in the Telenor Copenhagen Marathon. The international respondents, on the other hand, had an average stay in Copenhagen of 2.5 days.

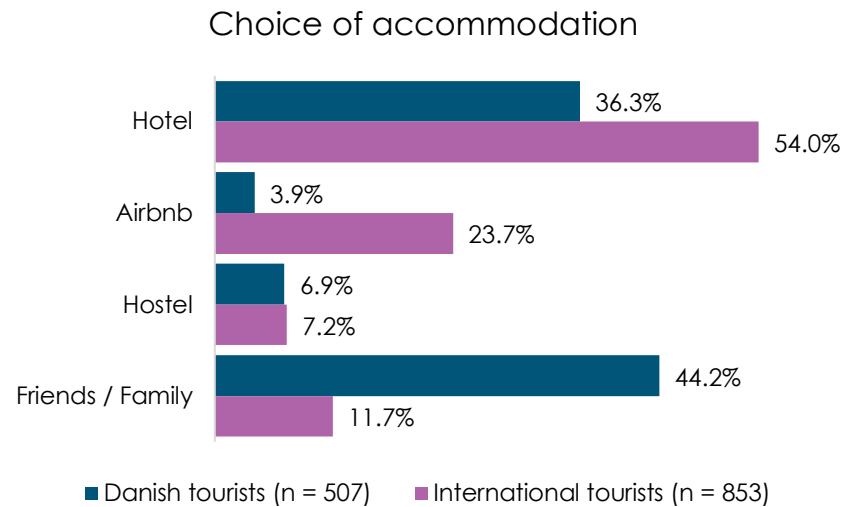
Comparing new visitors to Copenhagen with returning visitors showed that new visitors on average stayed in Copenhagen for more nights, than returning visitors. On average, new visitors stayed in Copenhagen for 3.16 nights, while visitors who had been to the city more than two times stayed for 1.17 nights.

Hotels are the accommodation of choice

The last tourist question in the survey was about the accommodation. This question was only posed to the respondents who stayed in the city for more than a day-visit.

The two groups of respondents had different preferences when it came to the type of accommodation that they wanted. The International respondents mainly chose hotels and Airbnb rentals, while the Danish respondents mainly chose hotels or stayed with friends/family.

Interesting, roughly the same percentage of Danish and international respondents chose to stay in a hostel, as shown below:



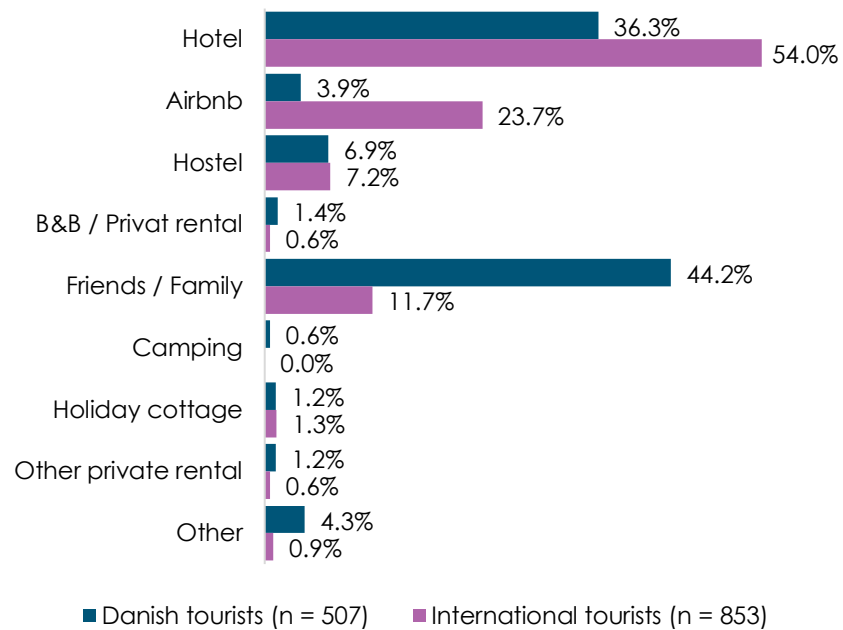
The question included other accommodation types such as camping and other types of rental, but none of these were particularly popular and have therefore not been included in the above graph, but can, however, be seen in the report's appendix.

Lastly, staying with friends or family was the most popular accommodation option for respondents aged 18-25, while hotel was the most popular accommodation option amongst the remaining age groups.

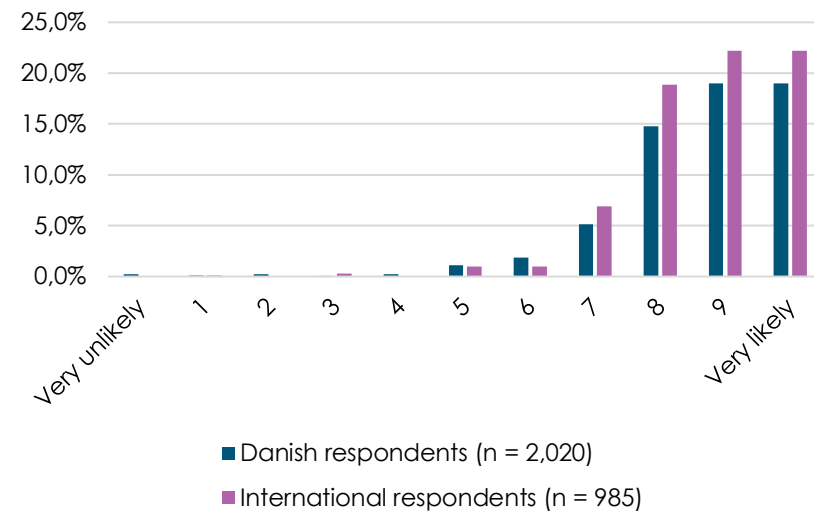


Appendix

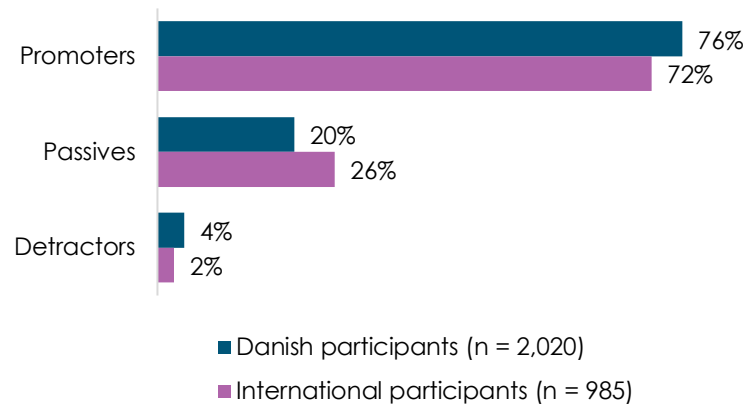
Choice of accommodation



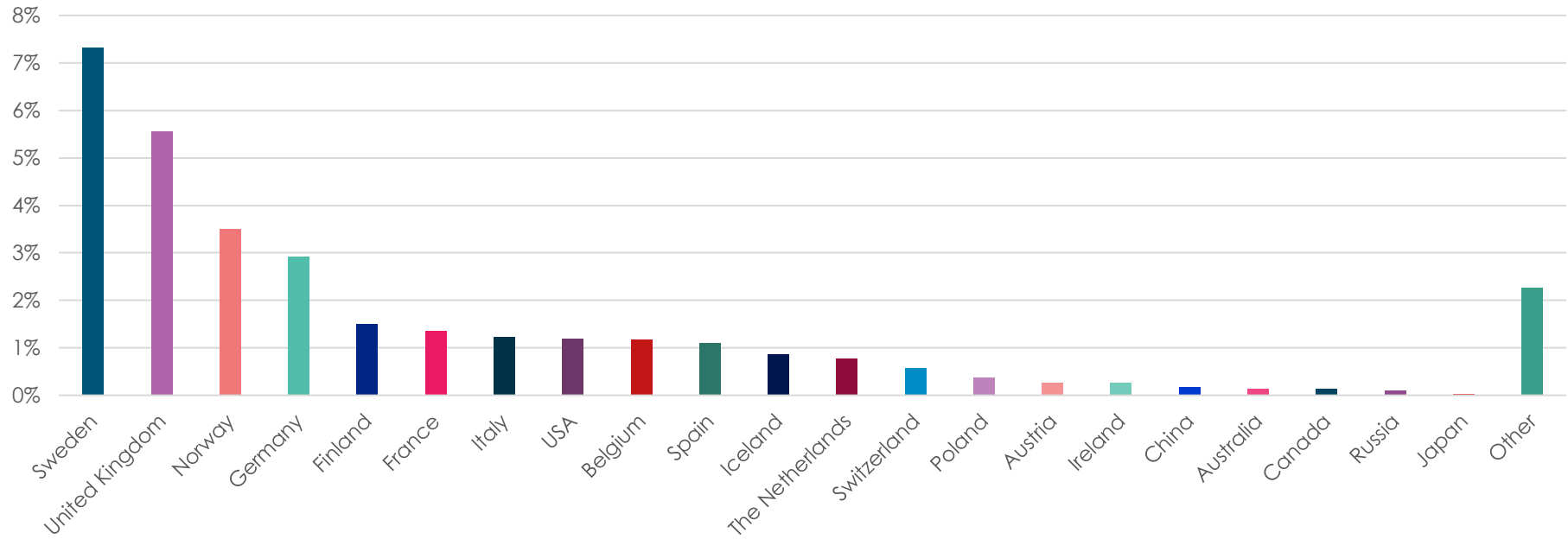
Wanting to recommend the Telenor Copenhagen Marathon (NPS)



Net Promoter Groups



International participants





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