Destination choice and non-choice:
The case of 28 mini-destinations in Denmark

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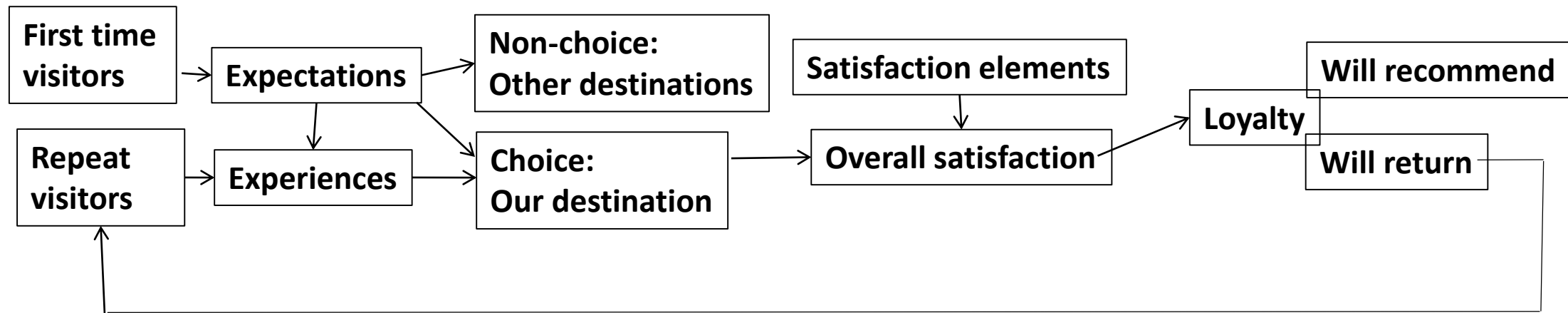
Introduction

- This paper explores the factors which tend to favour the choice or non-choice of any of up to 28 different destinations coastal destinations in Denmark.

- The study utilizes a national survey data set from 2013 with 8217 respondents (CKT).

Overview

1. Introduction
2. Condensing variables: Factor analysis
3. Mapping destinations: MDS analysis
4. Characteristics of destinations: Reg.ana.
5. Summary, conclusion

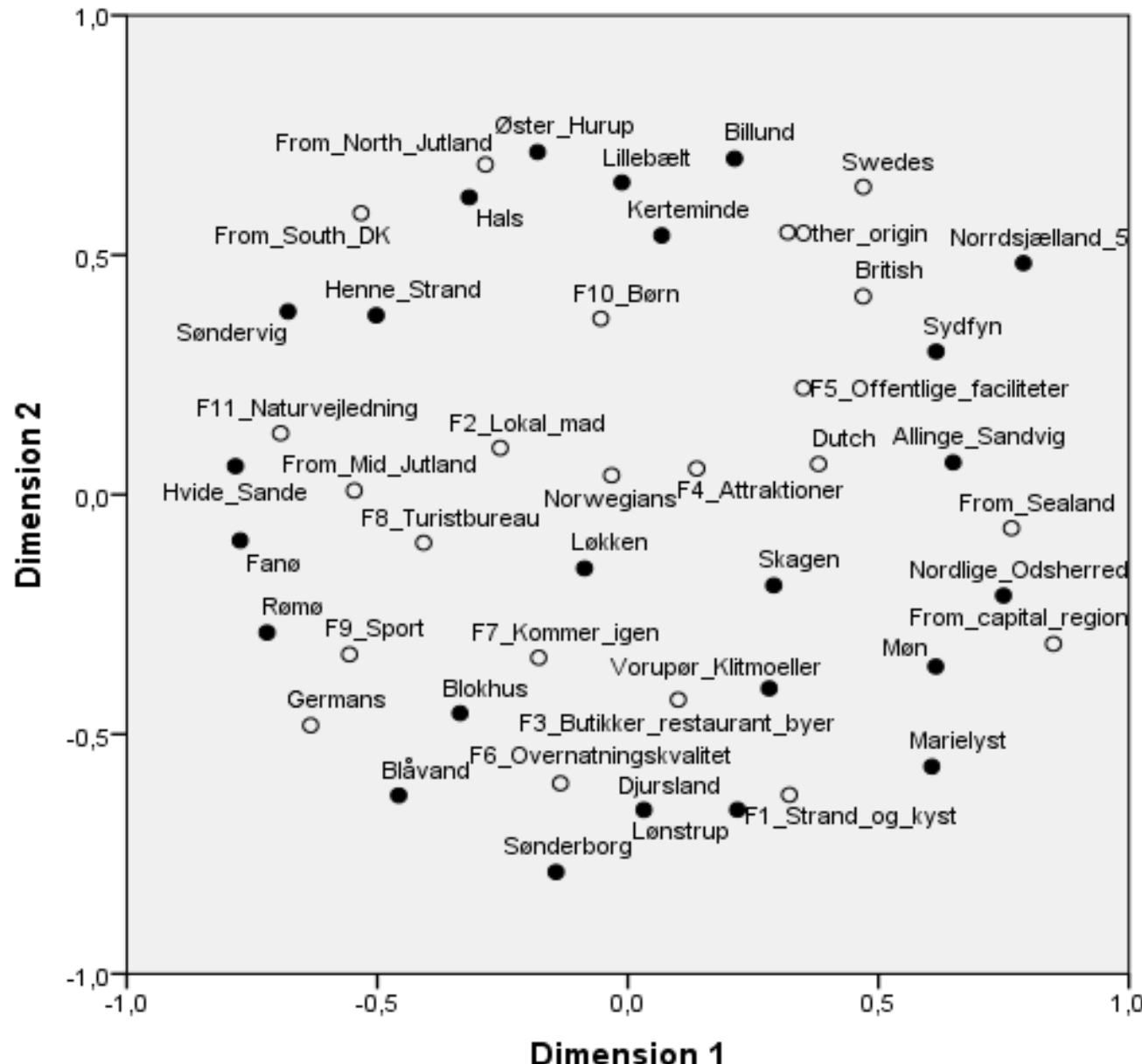# Conceptualizing destination choice and non-choice

43 variables→11 factors

% of variance										
Cumulative										

10,1	6,5	6,3	5,8	5,4	5,1	4,5	4,4	4,3	4,0	3,5
10,1	16,5	22,8	28,6	33,9	39,0	43,5	48,0	52,2	56,2	59,7
1	2	3	4	5	6	7	8	9	10	11

F1 Beach and coast
- D1 Beach and coastal area
- D0 Visited beaches, coasts, national parks?
- D4 Access to the sights and viewpoints
- D3 Bathing facilities and activities
- D2 Special natural areas , such as national park
- D5 Trails , hiking and biking trails
- D8 Information and signage

F2 Local food
- H2 Look of local food
- H1 Taste of local food
- H0 Restaurants, farm shops, markets, breweries
- H3 Info. and history about the local food

F3 Shops, restaurants, towns
- A7 Shops and shopping
- A8 Restaurants and eateries
- A6 Urban environments
- A4 Service from staff such as shops
- A5 Price / quality ratio generally
- A10 The general friendliness of population
- Return visitor

F4 Attractions
- E0 Visited attractions?
- E2 Attractions and entertainment centers
- E1 Historic sites and museums
- E4 Other leisure activities , such as waterlands
- E3 Festivals and Events

F5 Public facilities
- A3 Parking spaces
- A2 Area maintenance (clean and neat)
- A1 Information and sign posting
- A9 Public Toilets

F6 Accommodation quality
- C1 Standard and Quality
- C2 Location
- C3 Information and service from the staff @

F7 Will return
- Number of previous visits
- Overall satisfaction with the destination
- Likelihood of recommendation to others
- Assessment of precisely this location

F8 Turist bureau
- G Have you used local turistinfo.service
- Satisfaction with the tourist-info.service

F9 Sports
- Satisfaction with the sports activities
- F Cycling, surfing, walking, golf, angling

F10 Children
- Have children
- A12 Children friendliness

F11 Nature guiding
- D7 Nature tours and guided tours
- D6 Natural playgrounds and similar activities
- A11 Weather

Map of the actual geographical location of the 28 mini-destinations

Reconstruction of the locations of the 28 mini-destinations based on travel times

MDS diagram for 24 mini destinations based on survey data (11 factors and origin markets of the tourists)

Key:
F1 Beach and coast.
F2 Local food.
F3 Shops, restaurants, towns.
F4 Attractions.
F5 Public facilities.
F6 Accommodation quality.
F7 Will return.
F8 Tourist bureau.
F9 Sports.
F10 Children.
F11 Nature guiding

Regression analysis results for the characteristics of one of the coastal destination in Denmark: Allinge-Sandvig on Bornholm Island - positive

Determinants:	B	t	Sig.	VIF
(Constant)	-,092	-3,943	,000	
A6 Urban environments	,035	14,274	,000	1,454
E1 Historic sites and museums	,034	12,105	,000	1,462
A9 Public Toilets	,022	8,998	,000	1,183
A1 Information and sign posting	,019	7,866	,000	1,305
H1 Taste of local food	,023	7,035	,000	2,170
D2 Special natural areas , such as national park	,017	6,425	,000	1,812
A10 The general friendliness of population	,017	6,211	,000	1,501
B Swedes	,049	5,306	,000	1,215
D5 Trails , hiking and biking trails	,013	4,653	,000	1,857
A3 Parking spaces	,008	3,752	,000	1,253
A11 Weather	,008	3,504	,000	1,131
E3 Festivals and Events	,013	3,468	,001	1,224
D1 Beach and coastal area	,011	3,288	,001	2,486
C1 Standard and Quality	,006	2,014	,044	1,976

Regression analysis results for the characteristics of one of the coastal destination in Denmark: Allinge-Sandvig on Bornholm Island - negative

Determinants:	B	t	Sig.	VIF
G Have you used local turistinfo.service	-,011	-2,420	,016	1,170
E4 Other leisure activities , such as waterlands	-,009	-2,679	,007	1,394
D3 Bathing facilities and activities	-,008	-2,811	,005	1,896
B Norwegian	-,029	-3,178	,001	1,269
A4 Service from staff such as shops	-,009	-3,237	,001	1,526
D8 Information and signage	-,012	-3,926	,000	1,752
B Germans	-,024	-4,010	,000	1,827
A5 Price / quality ratio generally	-,010	-4,084	,000	1,388
A2 Area maintenance (clean and neat)	-,013	-4,313	,000	1,413
D6 Natural playgrounds and similar activities	-,015	-4,432	,000	1,343
C3 Information and service from the staff @	-,013	-5,030	,000	1,654
A12 Children friendliness	-,013	-5,545	,000	1,292
H3 Info. and history about the local food	-,019	-6,247	,000	1,272
B From South DK	-,042	-6,266	,000	1,456
D4 Access to the sights and viewpoints	-,020	-6,653	,000	2,020
B From North Jutland	-,056	-6,997	,000	1,269
B From Mid Jutland	-,053	-7,706	,000	1,396
E2 Attractions and entertainment centers	-,025	-8,961	,000	1,505
A7 Shops and shopping	-,027	-9,755	,000	1,574

The three most significantly POSITIVE characteristics of each of 5 selected coastal mini-destinations in Denmark

	Positive Most significant	Positive Second most significant	Positive Third most significant
Allinge-Sandvig	A6 Urban environments	E1 Historic sites and museums	A9 Public Toilets
Billund	E2 Attractions and entertainment centers	A12 Children friendliness	A4 Service from staff such as shops
Fanø	A6 Urban environments	B From South DK	B Germans
Rømø	D3 Bathing facilities and activities	A3 Parking spaces	B From South DK
Skagen	E2 Attractions and entertainment centers	D4 Access to the sights and viewpoints	D2 Special natural areas , such as national park

The three most significantly NEGATIVE characteristics of each of 5 selected coastal mini-destinations in Denmark

	Negative Third most significant	Negative Second most significant	Negative Most significant
Allinge-Sandvig	B From Mid Jutland	E2 Attractions and entertainment centers	A7 Shops and shopping
Billund	A7 Shops and shopping	E1 Historic sites and museums	D1 Beach and coastal area
Fanø	A2 Area maintenance (clean and neat)	A7 Shops and shopping	A3 Parking spaces
Rømø	C2 Location	A10 The general friendliness of population	A6 Urban environments
Skagen	A12 Children friendliness	D8 Information and signage	D3 Bathing facilities and activities

Positive characteristics – Negative characteristics

	Positive Most significant	Positive Second most significant	Positive Third most significant
Allinge-Sandvig	A6 Urban environments	E1 Historic sites and mu	A9 Public Toilets
Billund	E2 Attractions and ente	A12 Children friendline	A4 Service from staff su
Blokhus	B From North Jutland	D6 Natural playgrounds	D4 Access to the sights
Blåvand	E4 Other leisure activiti	A7 Shops and shopping	C1 Standard and Qualit
Djursland	B From Mid Jutland	D8 Information and sigr	E2 Attractions and ente
Fanø	A6 Urban environments	B From South DK	B Germans
Gilleleje	B Swedes	B Age	A7 Shops and shopping
Henne Strand	H3 Info. and history abc	B From South DK	B Germans
Hvide Sande	B Germans	A1 Information and sigr	F Cycling, surfing, walk
Lillebælt	A9 Public Toilets	B From South DK	A6 Urban environments
Løkken	B Germans	D8 Information and sigr	B Norwegian
Lønstrup	E1 Historic sites and mu	E2 Attractions and ente	B From North Jutland
Marielyst	D4 Access to the sights	B From Sealand	A5 Price / quality ratio
Møn	D2 Special natural area	A3 Parking spaces	D7 Nature tours and gu
Rømø	D3 Bathing facilities and	A3 Parking spaces	B From South DK
Nordlige Odsherred	B Age	A12 Children friendline	A5 Price / quality ratio
Skagen	E2 Attractions and ente	D4 Access to the sights	D2 Special natural area
Sydfyn	A2 Area maintenance (	B From South DK	A11 Weather
Sønderborg	B Germans	C2 Location	A10 The general friend
Søndervig	A1 Information and sigr	B Germans	B From Mid Jutland
Vorupør/Klitmøller	D4 Access to the sights	B From Mid Jutland	F Cycling, surfing, walk
Hals	B From North Jutland	G Have you used local t	A3 Parking spaces
Øster Hurup	B From North Jutland	B From Mid Jutland	A12 Children friendline
Kerteminde	B From South DK	D1 Beach and coastal ar	A6 Urban environments
Tisvildeleje	A8 Restaurants and eat	A3 Parking spaces	D4 Access to the sights
Liseleje	D6 Natural playgrounds	A3 Parking spaces	D4 Access to the sights
Hornbæk	B Age	A5 Price / quality ratio	D3 Bathing facilities and
Sletten/Humlebæk	E1 Historic sites and mu	A2 Area maintenance (	B Swedes
North_Sealand_5	D6 Natural playgrounds	B Age	A5 Price / quality ratio

	Negative Third most significant	Negative Second most significant	Negative Most significant
Allinge-Sandvig	B From Mid Jutland	E2 Attractions and ente	A7 Shops and shopping
Billund	A7 Shops and shopping	E1 Historic sites and mu	D1 Beach and coastal ar
Blokhus	A11 Weather	E1 Historic sites and mu	D2 Special natural areas
Blåvand	A9 Public Toilets	A3 Parking spaces	A6 Urban environments
Djursland	A9 Public Toilets	H1 Taste of local food	E4 Other leisure activiti
Fanø	A2 Area maintenance (	A7 Shops and shopping	A3 Parking spaces
Gilleleje	C1 Standard and Quality	B From North Jutland	B From South DK
Henne Strand	C2 Location	A11 Weather	A6 Urban environments
Hvide Sande	A10 The general friendl	D5 Trails , hiking and bi	D4 Access to the sights
Lillebælt	B Age	D1 Beach and coastal ar	H Restaurants, farm sho
Løkken	D5 Trails , hiking and bi	D6 Natural playgrounds	D7 Nature tours and gu
Lønstrup	A12 Children friendline	D7 Nature tours and gu	E3 Festivals and Events
Marielyst	B From South DK	B From North Jutland	D2 Special natural areas
Møn	B Germans	B From North Jutland	D3 Bathing facilities and
Rømø	C2 Location	A10 The general friendl	A6 Urban environments
Nordlige Odsherred	B From Mid Jutland	B Germans	B From South DK
Skagen	A12 Children friendline	D8 Information and sigr	D3 Bathing facilities and
Sydfyn	D4 Access to the sights	D2 Special natural area	A1 Information and sigr
Sønderborg	D1 Beach and coastal ar	A1 Information and sigr	A9 Public Toilets
Søndervig	D4 Access to the sights	A11 Weather	A6 Urban environments
Vorupør/Klitmøller	C3 Information and ser	D3 Bathing facilities and	E2 Attractions and ente
Hals	E2 Attractions and ente	D2 Special natural area	H3 Info. and history abc
Øster Hurup	A7 Shops and shopping	E2 Attractions and ente	H3 Info. and history abc
Kerteminde	D4 Access to the sights	A1 Information and sigr	D2 Special natural areas
Tisvildeleje	From_North_Jutland	From_South_DK	B Germans
Liseleje	B Germans	B From Mid Jutland	B From North Jutland
Hornbæk	B From Mid Jutland	B From South DK	B Germans
Sletten/Humlebæk	B From Mid Jutland	A3 Parking spaces	B From South DK
North_Sealand_5	B Germans	B From North Jutland	B From South DK

Conclusion, summary

- Factor analysis: Combine or select variables
- MDS: Useful for illustration of proximities, positions
- Regression (mulreg or logistic): Identifying typical characteristics of destinations of destinations
- Input for highlighting of strengths – or for improvement of weaknesses of given destinations

Thank you for your attention. – Q&A.