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Determinants of tourist satisfaction and intention to return

Abstract

This study shows that satisfaction tends to lead to intention to return. However, satisfaction is not the only factor determining intention to return. Other factors, such as nearness of the destination to the market, prior experience, sociodemographics, and additional trip characteristics, also play a role. Multiple regression analyses were used to show the factors that determine six different aspects of holiday outcome: satisfaction with three separate accommodation elements (price, service, and standard), overall satisfaction with the accommodation, overall satisfaction with the holiday, and intention to return. Before the series of six multiple regression analyses, factor analyses were performed to condense the many explanatory variables into fewer factors. An important contribution of this study is its analysis of the role of accommodation satisfaction overall, as well as the three separate accommodation elements, for overall satisfaction with the holiday and for intention to return. Satisfaction with the accommodation standard is the most important determinant of accommodation satisfaction, but also satisfaction with price, facilities and service offered play a role for accommodation satisfaction. Overall satisfaction with the accommodation is the main driver for overall satisfaction with the holiday. Repeat visitors and domestic visitors tend to expect to return within three years.

Key words:
factor analysis; multiple regression analysis; tourist satisfaction; loyalty; intention to return; Denmark

Introduction

In many tourist markets, a significant proportion of tourists are repeaters. In general, satisfaction with a holiday is thought to lead to intention of re-visiting the destination, and this is also demonstrated in many tourism studies (See Table 1). Even if tourists do not intend to come back, their satisfaction is still important. Word-of-mouth (WOM) from friends and relatives, who have visited a destination, is an important source of information for those who might like to visit, although its relation to satisfaction has yet to be investigated. There is a range of socio-demographic and trip-related characteristics that may impact satisfaction elements, overall satisfaction with the holiday, and intention to return. However, even if tourists are satisfied, they may not intend to return during the next few years because they want to experience other destinations. This phenomenon known as variety seeking or novelty seeking behaviour (Jang & Feng,

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2007; Bigne, Sanchez & Andreu, 2009) may be more outspoken for some types of destinations (such as capitals) and for some types of tourists (such as first-timers) than others (repeaters visiting non-capital destinations), irrespective of satisfaction levels. What appears to be a desire for variety may be a disliking of distance, which is related to transportation costs and the constraints of income. Distance and market, but not desire for variety or novelty, are taken into account as some of the explanatory factors in this study. Both (short) distance and satisfaction may be strong determinants of intention to return. Relatively few studies of tourist satisfaction and intention to return (or loyalty) specifically include satisfaction with the accommodation as a determinant of overall satisfaction with the holiday (see Table 1). This study includes an analysis of the sub-elements of accommodation satisfaction on overall accommodation satisfaction as well as an analysis of the effect of accommodation satisfaction on overall satisfaction with the holiday.

The research question in this study is the following: *What are the determinants of holiday satisfaction, and what are the determinants of tourists' intention to return*?

Trip-related characteristics, socio-demographic variables, holiday themes (motives and the associated actual activities), and information sources are included as explanatory variables. The implications of the findings, primarily with respect to destination marketing, are discussed.

Literature review

In this section previous studies of tourist satisfaction and intention to return specifically or loyalty in general are reviewed. The focus is twofold. Firstly, the factors affecting satisfaction with a holiday, and the factors affecting tourists' intention to return according to the different empirical studies are listed. Secondly, the methods used by these studies are listed.

The marketing parameters *product* (service offer, service quality) and *price* are bound to have an impact on satisfaction and intention to return, and the same may also be the case for the parameters *promotion* (market communication) and *place*, that is purchase channel (McCarthy, 1960, 1978; Frey, 1961, cf. Kotler, 1980). Market communication, prior experience and WOM form expectations, which in turn may affect satisfaction. Matzler, Renzl and Rothenberger (2006) note that service dimensions determine price satisfaction and service satisfaction, and these elements of satisfaction impact loyalty. Matzler et al. (2006) and Matzler, Füller, Renzl, Herting and Späth (2008) use structural equation modelling (SEM), and so do Chi and Qu (2008) in a study of destination image, tourist satisfaction and destination loyalty. During their analytical process, Chi and Qu also use exploratory factor analysis (EFA), normally called factor analysis for short, and use nine image measures (independent variables). Chi and Qu (2008) discuss explanatory variables such as domestic vs. international tourists, travel partners, purpose of trip, first timers vs. repeaters, and information sources including previous visits and WOM.

Using SEM, Turner, Reisinger and McQuilken (2002) find that cultural differences lead to differences in satisfaction due to differences in perceived importance and experienced service levels. In a non-tourism study, Homburg and Giering (2000) find that the relationship between customer satisfaction and loyalty is strongly influenced by customer characteristics. Homburg and Giering (2000) discuss variety seeking, age, and income. These concepts and characteristics are also relevant and well known in tourism. Thus, socio-demographic characteristics play a universal role, also in the context of satisfaction with holidays and intention to return. Trip-related characteristics presumably also have an impact. The distinction between socio-demographic characteristics and trip-related characteristics is common in tourism studies (e.g. in studies of spending determinants).

Hui, Wan and Ho (2007) investigate the impact of socio-demographic characteristics, including gender, marital status, age, occupation, personal income, and origin market. Different aspects of the services offered lead to differences in satisfaction, recommendation and re-visitation, and results vary between origin markets. Hui et al. (2007) use t-tests and a series of multiple regression analyses (MR). Yoon and Uysal (2005) examine the effects of motivation and satisfaction on destination loyalty using SEM. They find that push and pull motivations impact tourists' satisfaction, which in turn impact the loyalty elements of recommendations to friends/relatives and intention to revisit.

In a study of the determinants of golf tourists' satisfaction, Petrick and Backman (2002) use path analysis, which is one of the tools in SEM. They also use stepwise multiple regression analyses, and simple bivariate correlation analyses. Overall satisfaction is highly correlated with intention to revisit. In another study of satisfaction and behavioural intentions among golf tourists, Hutchinson, Lai and Wang (2009) use SEM and find that both value and satisfaction impact intention to revisit and WOM behavioural intention variables. Petrick (2004) use SEM, including CFA and path analysis, in a study of the roles of quality, value and satisfaction in predicting cruise passengers' behavioural intentions. Kim, Kim and Kim (2009) use SEM in a study of service failures in upscale hotels, satisfaction, trust, WOM, and intention to revisit. Del Bosque and San Martin (2008) use the SEM tools of path diagrams and confirmatory factor analysis. The main constructs in the mentioned study are expectations, disconfirmation, positive and negative emotions, destination image, satisfaction and loyalty. Williams and Soutar (2009) use confirmatory factor analysis (CFA), and multiple regression analyses to study value, satisfaction, and behavioural intentions in adventure tourism. They find that three value dimensions have a strong, positive influence on customer satisfaction and behavioural intentions.

Choi and Chu (2001) use descriptive statistics, exploratory factor analysis (principal component analysis with Varimax rotation), and multiple regression analysis in a study of the determinants of hotel guests' satisfaction and repeat patronage in the Hong Kong hotel industry. They find that staff service, room quality, and value are the most important determinants. Namkung and Jang (2009) use SEM in a restaurant study of the effects of interactional fairness on satisfaction and behavioural intentions. In an-

other restaurant study, Wu and Liang (2009) use SEM to investigate experiential value and customer satisfaction. In their study of value dimensions, perceived value, satisfaction and loyalty, Gallarza and Saura (2006) use SEM (LISREL) and mention eight other papers on tourism value from the period 1999-2003 that also use SEM. Tsaur, Chiu and Huang (2002) use conceptual illustrative models, factor analysis and logistic regression analyses in a study of the determinants of guest loyalty to international tourist hotels.

Lehto, O'Leary and Morrison (2004) analyze the effect of prior experience on vacation behaviour using factor analysis and SEM. Rather than focusing on the effects of prior experience on post-holiday behaviour they find that prior experience affects activity participation and expenditure patterns during the present vacation. Alegre and Garau (2009) use regression analysis with dummy variables in their study of tourist satisfaction at sun and sand destinations. Alegre and Garau (2010) study tourist satisfaction and dissatisfaction and use basic statistical measures, factor analysis, ordinary multiple regression analysis (with overall satisfaction as the dependent variable), correlations, and binary logit multiple regression analysis (with intention to return or not as the dependent variable). Campo-Martinez, Garau-Vadell and Martínez-Ruiz (2010) study the influence of group composition, satisfaction, image, and prior experience on repeat visits to a destination. They use logistic regression analysis (logit) to analyze the factors affecting the likelihood of a return visit to the destination. Yoon and Uysal (2005) use SEM (LISREL, short for linear structural relations) to examine the effects of motivation and satisfaction on destination loyalty. During the process, they apply both exploratory and confirmatory factor analyses, and a path diagram is used to illustrate relations between push/pull motivation and other factors affecting travel satisfaction, and destination loyalty (including revisiting and recommendation to others). Neal and Gursoy (2008) use SEM (LISREL), including confirmatory factor analysis and path analysis, in their multifaceted study of tourism satisfaction. Velazquez, Saura and Molina (2011) offer a recent review of the literature of loyalty and its antecedents and propose a model, which may be tested subsequently.

Overall, SEM was used in the vast majority of studies into tourist satisfaction and loyalty during the first decade of this century. However, a small minority of studies in this field used exploratory factor analysis and multiple regression analysis. The literature review is summarized in Table 1.

Table 1
SUMMARY OF THE LITERATURE REVIEW

Authors	Method(s)	Endogenous variables (Y)	Exogenous variables (X)
Alegre & Garau (2011)	MR	Satisfaction	Accommodation and various destination aspects, prices
Alegre & Garau (2010)	EFA, MR, correlations, binary logistic MR	Overall satisfaction, intention to revisit	(Dis-)Satisfaction components, nationality, age, income, accommodation type, packaging, destination
Campo-Martinez & Garau-Vadell (2010)	SEM	Overall satisfaction	Satisfaction elements, first time vs. repeat tourists

Table 1 **CONTINUED**

Authors	Method(s)	Endogenous variables (Y)	Exogenous variables (X)
Chen & Chen (2010)	SEM	Satisfaction, intentions: will revisit, will recommend	Experience quality, perceived value
Chen & Myagmarsuren (2010)	SEM	Tourist satisfaction, destination loyalty	Destination awareness, destination image, perceived quality
Devesa, Laguna & Palacios (2010)	ANOVA, EFA, cluster analysis	Satisfaction	Four motivational types
Hyung & Perdue (2010)	Factor analysis, MR	Intension to revisit	Previous trip satisfaction, destination image
Kim, Weldon & Malik (2010)	MANOVA	Satisfaction, revisit intentions	Quality, types of events
McDowall (2010)	t-tests, ANOVA, EFA	Satisfaction, loyalty: Revisit, recommend.	Demographics. Attribute satisfaction. First time or repeat tourist
Mendes, Oom do Valle, Guerreiro & Silva (2010)	SEM	Satisfaction, loyalty	Sociodemographics, travel motivations
Prebensen, Skallerud & Chen (2010)	SEM	Satisfaction, WOM	Body-related and mind-related motives
Yuksel, Yuksel & Bilim (2010)	SEM	Satisfaction, loyalty	Place attachment
Bigne, Sanchez & Andreu (2009)	SEM	Short run and long run intention to revisit	Variety seeking, value, image, satisfaction, switching costs/ behavior
Campo-Martinez, Garau-Vadell & Martinez-Ruiz (2010)	Logistic (logit) MR	Intention to revisit	Group composition, motives
Hutchinson, Lai & Wang (2009)	SEM	Satisfaction, intention to revisit, WOM	Quality, equity, value
Kim, Kim & Kim (2009)	SEM	Satisfaction, trust, WOM, revisit intention	Perceived justice. Gender, marital status, ages, education, occupation, income
Namkung & Jang (2009)	SEM	Satisfaction, will return, will recommend, talk positive	Interaction fairness, age, gender ethnicity, income, motives, companions, frequency of visits
Prayag (2009)	SEM	Satisfaction, will return, will recommend	Destination image
Williams & Soutar (2009)	SEM	Satisfaction and intentions	Value. Gender, age, origin
Wu & Liang (2009)	SEM	Experiential value and satisfaction	Restaurant, employees, other customers
Chi & Qu (2008)	SEM	Attribute satisfaction, overall satisfaction, loyalty (intention to revisit, will recommend)	Destination image, attribute satisfaction
Del Bosque & San Martin (2008)	SEM	Satisfaction, loyalty	Image, expectations. Gender, education, household size, origin, age group, occupation, income level
Matzler, Füller, Renzl, Herting & Späth (2008)	SEM	Satisfaction	Gender, age groups, first-time/ repeat, activities
Neal & Gursoy (2008)	SEM	Satisfaction	Satisfaction elements

Table 1 **CONTINUED**

Authors	Method(s)	Endogenous variables (Y)	Exogenous variables (X)
Hui, Wan & Ho (2007)	t-tests, MR	Satisfaction, intention to revisit, will recommend	Accommodation and food, attractions, culture. Expectations. Perceptions. Gender, marital status, ages, occupation, personal income level, origin
Weaver, Weber & McCleary (2007)	Canonical correlation	Destination evaluation	Previous travel experience, trip characteristics
Gallarza & Saura (2006)	SEM	Perceived value, satisfaction, loyalty	Efficiency, quality, value, cost, play, aesthetics
Matzler et al. (2006)	SEM	Satisfaction, intention to revisit, WOM	Reception, service, room, food, wellness area. Gender, ages, origin, travel party
Oom do Valle, Silva, Mendes & Guerreiro (2006)	SEM	Satisfaction, intention to revisit, will recommend	Attribute satisfaction, expectations. Demographics and trip characteristics
Um, Chon & Ro (2006)	t-tests, path analysis: SEM	Satisfaction, intention to revisit	Attractiveness, quality, value for money, satisfaction
Yoon & Uysal (2005)	SEM	Satisfaction, intention to revisit, will recommend	Push/pull motivation, satisfaction
Lehto, O'Leary & Morrison (2004)	SEM	Destination activities	Sociodemographics, prior experience
Petrick (2004)	SEM	intention to revisit, WOM, satisfaction, value	Price, quality, emotional response
Petrick & Backman (2002)	SEM	Satisfaction, intention to revisit	Performance, expectations, satisfaction with elements and information
Tsaur, Chiu & Huang (2002)	EFA,(factor), logistic MR	Intention to revisit, will recommend	Staff, room, hotel, meals, location
Turner, Reisinger & McQuilken (2002)	SEM	Satisfaction	Service. Safety. Origin, purpose, age, visits, length of stay, level of education, packaging, gender
Choi & Chu (2001)	EFA (factor), MR	Satisfaction, intention to revisit	Demographic and travelling characteristics. Staff, room, amenities etc.
Yuksel (2001)	Factor analysis, MR	Satisfaction and retention	First timers vs. repeaters, quality, hospitality, safety, services
Baker & Crompton (2000)	Correlations, SEM	Satisfaction, will pay more, will revisit	Quality

Note: MR=Multiple regression analysis. SEM=Structural equation modeling. EFA=Exploratory factor analysis.

Conceptual model and research hypotheses

Traditional consumer behaviour theory suggests the following steps in the buying process: need arousal; information search; evaluation behaviour; purchase decision; and post-purchase feelings (Kotler, 1980). These five steps are similar to a variety of so-called Response Hierarchy Models, for example, AIDA: attention, interest, desire and action. Here, we shall discuss the above steps in the buying process in relation to the purchase of holidays. Need arousal may be related to people needing a short break or a holiday, it may relate to people deciding how to make the best use, within given budget constraints, of the several weeks of vacation time most people have.

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Need arousal could perhaps also be related to motives or reasons for choosing certain holiday destinations. The search for information regarding the purchase of vacations can comprise different sources, such as personal, commercial, public, and experiential sources. For holidays, personal sources can be friends and family who may have visited the destination previously. Today, the Internet is an important public (and sometimes commercial) information source on holidays. Experiential sources for holidays include one's own personal experience with a destination and may include specific accommodations and other service providers at the given destination. Adults evaluate different destinations and types of accommodations. They think about the characteristics or attributes of different destinations and how much they appreciate or how much weight they put on each of the attributes. If people have children, the children's wishes may also be taken into account. Of course, we must assume that the destination that best (most cheaply and conveniently) fits the evaluation criteria is chosen, cf. the so-called multi attribute attitude models (Fishbein models, Kotler, 1980). Tourists may be asked how important is a "good beach" to them, and how would they rate the beaches at a variety of destinations. If people have already chosen a destination they can be asked about what made them choose a certain destination. Post-purchase feelings may include overall satisfaction with a holiday at a certain destination or the satisfaction with different service elements, such as the accommodations. Additionally, post-purchase feelings include whether or not a person intends to return to the destination. People may be asked whether they intend to return within a certain time period, or about the probability that they will do so. Additionally, people may be asked whether they would recommend the destination to others.

Within the overall travel or holiday buying process, some of the factors affecting satisfaction elements and intention to return are illustrated in Figure 1.

Figure 1
MODEL OF SATISFACTION AND INTENTION TO RETURN
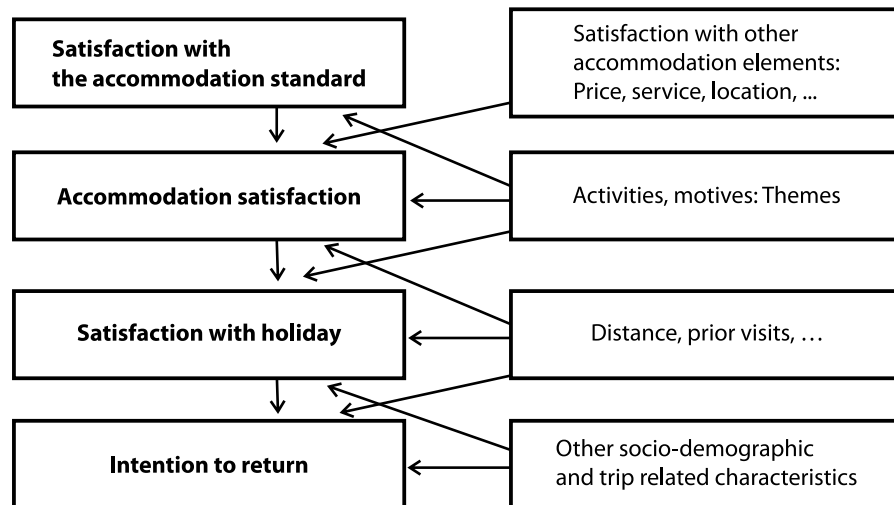
In relation to the core constructs in this paper, in light of the literature review and the above conceptual model, several sets of hypotheses were defined. The first set deals with the factors of overall satisfaction and intention to return:

H1. Satisfaction with the holiday affects intention to return positively.

H 2.1. *Accommodation satisfaction* affects satisfaction with the holiday positively.

H 2.2. *Accommodation satisfaction* affects intention to return positively.

H3. Satisfaction with the six factors (the *standard* of the accommodation, the price of the accommodation, the *facilities* at the accommodation, the service offered at the accommodation, the *location* of the accommodation and the i*nformation received* at the accommodation) affects (a) accommodation satisfaction, (b) overall satisfaction with the holiday, and (c) intention to return:

H4. Whether tourists are *first-timers or repeaters* affects each of five satisfaction factors (satisfaction with the price of the accommodation, service at the accommodation, standard of the accommodation, overall satisfaction with the accommodation and overall satisfaction with the holiday) and intention to return.

The next set of hypotheses deals with the five factors affecting satisfaction (as stipulated in H4) and intention to return. It is hypothesised that the following factors will have an effect on, both, satisfaction and return intention: *nationality* of the tourists in terms of market origin (H5), *distance* to the destination (H6), *destination* - within the given country (H7), *season* (H8), *age (H9), spending defined as total spending per person per night* (H10), *length of stay* (H11), *type of accommodation* (H12), *household income* (H13), *packaging (*H14)*, party size* (H15), *mode of transport* where flying vs. surface transport is investigated(H16) *and gender* (H17).

Then, a group of hypotheses deals with the relationship between the types of motives/ activities engaged in while on holiday or holiday teams and their effect on the five satisfaction factors and intention to return. It is hypothesised that satisfaction and intention to return are affected by the following: *nature* or being close to nature (H18.1), *sightseeing* (H18.2), *friendly people* (H18.3), *children* (H18.4), *angling* (H18.5), *cycling* (H18.6), *gloving* (H18.7), *music and art* (H18.8), *meeting new people* (H18.9), *shopping* (H18.10), *sailing* (H18.11), *bargain holiday* (H18.12), *spa and health* (H18.13).

Finally, the last set of hypotheses is focused on the source of information used and its effect on the five satisfaction factors and intention to return. They state that the degree of the usage of *the Internet* (H19.1), *catalogues and TV* (H19.2), *advertisements and articles (H19.3), travel agents (H19.3), holiday fairs (H19.5), prior experience (H19.6) and information from friends and relatives (H19.7)* affects each of the five satisfaction measures and intention to return.

The empirical part of this study is based on a very large and comprehensive survey commissioned by VisitDenmark in 2004 with almost 8,000 overnight leisure tourists as respondents. Interviews were conducted in person at the places of accommodation in all destinations in Denmark by a third party. Only tourists (international tourists

or Danes visiting Denmark) staying at commercial types of accommodation were interviewed, that is, those visiting friends and relatives were not included. In addition to the leisure tourists, 3,500 business tourists responded. However, business tourists were not asked the specific questions that are central to this study, and consequently business tourists are not included in the analyses undertaken in this study.

Results

To provide background insight on the survey, the percentage of respondents stating each motive is mentioned (0-1 scale) and the averages for the activities (1-5 scale) are reported in the right side of Table 2. Two series of questions involving 22 motives and 19 activities were grouped into 13 holiday themes by using a rotated factor-analysis (Varimax). Details of the factor analysis are shown in Table 3. A second factor analysis (also Varimax) condensed nine decisive information sources and 18 other information sources into seven types of information.

Table 2
BASIC DESCRIPTION OF KEY VARIABLES AND CORRELATIONS (n=7943)

n=7943	Mean	Expect to return within 3 years	Overall satisfaction with stay	Overall satisfaction with accommodation	Standard of accommodation	Price of accommodation	Facilities at accommodation	The service offered	Location of place of accommodation	Info, received at the accommodation
Repeat leisure	83%	0.46	0.08	0.12	0.07	0.14	0.07	0.06	0.06	0.07
Danes	35%	0.24	0.01	0.10	0.11	0.17	0.12	0.21	0.11	0.11
Gemans	29%	0.03	0.03	0.03	-0.02	-0.06	-0.03	-0.23	-0.02	-0.04
Swedes	9%	0.03	0.01	-0.05	-0.05	-0.01	-0.05	0.01	-0.05	-0.00
Norwegains	10%	0.01	-0.02	-0.02	-0.02	0.02	-0.02	0.03	-0.01	0.01
Distant markets	16%	-0.38	-0.04	0.10	-0.06	-0.15	-0.07	-0.01	-0.07	-0.10
Distance	820	-0.28	-0.03	-0.09	-0.05	-0.09	-0.08	-0.01	-0.06	-0.08
Copenhagen	15%	-0.21	-0.05	-0.18	-0.12	-0.12	-0.14	-0.01	-0.08	-0.21
Jutland	60%	0.16	0.04	0.10	0.06	0.06	0.05	-0.08	0.07	0.15
Bornholm	5%	0.03	0.04	0.04	0.02	0.01	0.00	0.04	0.04	-0.06
Sealand	14%	-0.04	-0.03	-0.00	-0.00	0.02	0.05	0.07	-0.07	0.03
Funen	6%	0.02	-0.00	0.03	0.04	0.03	0.04	0.04	0.05	0.00
Season 6 - 9	71%	-0.08	-0.02	-0.02	-0.01	-0.06	0.01	0.02	0.00	0.00
Age 15 - 29	9%	-0.09	-0.05	-0.06	-0.05	-0.06	-0.05	-0.07	-0.08	-0.03
Age 30 - 59	67%	0.01	-0.05	-0.04	-0.05	-0.05	-0.02	-0.06	-0.02	0.06
Age 60 - 94	23%	0.05	0.09	0.09	0.09	0.09	0.06	0.11	0.08	-0.04
EUR ppp night	90.32	-0.07	0.01	-0.06	-0.03	0.00	-0.09	0.09	0.02	-0.10
Nights	8.26	0.02	0.03	0.05	0.01	-0.02	0.03	-0.03	0.04	0.01
Night 1	7%	0.03	0.00	0.01	0.02	0.05	-0.02	0.08	0.02	-0.03
Cottages	29%	0.06	0.04	0.06	0.03	-0.00	0.04	-0.27	-0.02	-0.08
Hotels cent	44%	0.10	-0.02	-0.08	-0.05	-0.00	-0.08	0.14	-0.01	0.07
Camping	20%	0.07	0.00	0.08	0.06	0.02	0.08	0.12	0.09	0.07
Y Hostels	7%	-0.02	-0.04	-0.06	-0.03	-0.02	-0.05	0.01	-0.10	-0.10
Income level (1-5 scale)	3.24	-0.01	0.03	0.00	0.01	0.04	0.00	0.07	0.01	0.04
Package tour	16%	-0.04	0.02	-0.01	-0.01	0.06	-0.04	0.09	0.04	0.01
Party size	2.61	0.00	-0.04	0.00	0.00	-0.08	0.04	-0.05	-0.02	0.13
1 person	17%	-0.04	-0.02	-0.04	-0.03	0.01	-0.04	-0.02	-0.01	-0.04
Flying	9%	-0.27	-0.02	-0.12	-0.06	-0.10	-0.08	-0.01	-0.05	-0.12
Male resp	57%	0.02	-0.01	-0.01	-0.00	0.00	-0.01	0.01	-0.03	-0.03

Table 2 **CONTINUED**

n=7943	Mean	Expect to return within 3 years	Overall satisfaction with stay	Overall satisfaction with accommodation	Standard of accommodation	Price of accommodation	Facilities at accommodation	The service offered	Location of place of accommodation	Info, received at the accommodation
F1 In nature	0.00	0.13	0.07	0.13	0.08	0.03	0.14	-0.10	0.09	0.10
F2 Sightseeing	0.00	-0.13	0.00	-0.04	-0.02	-0.02	-0.04	0.02	0.01	-0.10
F3 Friendly people	0.00	0.17	0.15	0.13	0.10	0.08	0.09	0.08	0.10	0.01
F4 For children	-0.00	-0.02	-0.08	-0.04	-0.02	-0.11	0.02	0.01	-0.05	0.20
F5 Angling	0.00	0.05	0.00	0.02	0.01	-0.01	0.00	-0.04	0.01	0.03
F6 Cycling	0.00	0.00	-0.00	-0.01	-0.02	-0.05	-0.01	-0.03	0.01	-0.01
F7 Golf	-0.00	0.02	0.02	0.01	0.03	0.04	0.04	0.06	0.03	0.04
F8 Music art	0.00	0.00	0.01	0.02	0.03	0.02	0.03	0.03	0.00	0.01
F9 Meeting new	-0.00	0.02	0.01	0.03	0.04	0.05	0.02	0.11	0.04	0.03
F10 Shopping	-0.00	0.07	0.05	0.01	-0.00	0.02	-0.01	0.01	0.02	-0.01
F11 Sailing	-0.00	0.01	0.01	0.01	-0.01	-0.02	-0.01	0.01	0.04	-0.01
F12 Bargain holiday	-0.00	-0.01	-0.05	-0.01	0.00	0.08	-0.03	-0.04	-0.00	0.03
F13 Spa health	0.00	-0.05	-0.01	0.01	0.03	-0.00	0.04	0.01	-0.00	0.14
F1 info Internet	-0.00	-0.07	-0.01	-0.07	-0.05	-0.08	-0.04	-0.02	-0.07	-0.05
F2 info Catalogues TV	0.00	-0.01	0.01	0.02	0.03	0.00	0.04	0.00	0.01	-0.01
F3 info Ads articles	-0.00	-0.08	-0.03	-0.01	0.01	0.01	0.01	0.05	-0.02	-0.00
F4 info Travel agent	-0.00	-0.08	-0.00	-0.04	-0.03	-0.01	-0.06	-0.02	0.00	-0.00
F5 info Holiday fair	-0.00	-0.01	0.01	0.01	0.00	-0.01	0.01	-0.00	0.00	0.01
F6 info Other	-0.00	-0.28	-0.09	-0.09	-0.06	-0.06	-0.09	-0.03	-0.04	-0.07
F7 info Friends	-0.00	-0.09	0.01	-0.01	0.00	-0.03	-0.01	-0.04	-0.02	0.00
Expect to return within 3 years	82%	1.00	0.16	0.15	0.08	0.15	0.08	0.07	0.09	0.04
Overall satisfaction with stay	4.48	0.16	1.00	0.38	0.27	0.24	0.26	0.20	0.23	0.12
Overall satisfied with accomodation	4.35	0.15	0.38	1.00	0.59	0.41	0.54	0.38	0.34	0.23
Standard of accomodation	4.13	0.08	0.27	0.59	1.00	0.37	0.71	0.38	0.35	0.29
Price of accomodation	4.04	0.15	0.24	0.41	0.37	1.00	0.35	0.35	0.27	0.16
Facillities at accomodation	4.10	0.08	0.26	0.54	0.71	0.35	1.00	0.40	0.31	0.36
The service offered	4.16	0.07	0.20	0.38	0.38	0.35	0.40	1.00	0.26	0.22
Location of place of accomodation	4.50	0.09	0.23	0.34	0.35	0.27	0.31	0.26	1.00	0.17
Info, received at the accomodation	3.56	0.04	0.12	0.23	0.29	0.16	0.36	0.22	0.17	1.00

Table 3
FACTOR ANALYSIS OF 22 MOTIVES AND 19 ACTIVITIES, RESULTING IN 13 HOLIDAY THEMES

Motives, activities	Averages	Loadings	Factor labels	Explained (%)	Accumulated (%)
Cook your own food	3.19	**0.80**	F1_In-nature	7.4	7.4
Sunbathe	2.52	0.66			
Relax	4.16	0.60			
Eat at restaurants (note the sing!)	2.85	(0.59)			
Nature (beach, forest)	73%	0.54			
Swimming in lakes, at beaches	2.01	0.47			
Long walks or hikes	2.99	0.36			
Sightseeing	2.87	**0.74**	F2_Sightseeing	6.4	13.8
Visit attractions	2.63	0.67			
Cultural events	1.88	0.63			
Visit or experience port areas	2.39	0.58			
Go out withou eating out	1.15	0.42			

Table 3 **CONTINUED**

Motives, activities	Averages	Loadings	Factor labels	Explained (%)	Accumulated (%)
Safe place to stay	58%	**0.77**	F3_Friendly_people	6.2	20.0
People in general	46%	0.73			
Clean country	60%	0.69			
Possibility of enjoying Danish food	34%	0.49			
Play with your kids	2.40	**0.77**	F4_For_children	5.7	25.7
Child friendly	40%	0.75			
Attractions/amusements	40%	0.62			
Possibility of activities	39%	0.48			
Possibility of angling	12%	**0.90**	F5_Angling	4.4	30.2
Angle in lakes, streams or ocean	1.37	0.89			
Possibility of bicycling	20%	**0.89**	F6_Cycling	4.3	34.4
Go for pleasure ride on bicycle	1.68	0.88			
Play golf	1.20	**0.91**	F7_Golf	4.2	38.7
Possibility of golfing	6%	0.90			
Theatre/music/festival	6%	**0.74**	F8_Music_Art	3.8	42.5
Special events	12%	0.54			
Art exhibition/cultural-historic sight	24%	0.46			
Meet new friends or acquaintances	1.87	**0.70**	F9_Meeting_new	3.8	46.2
Visit friends/family	25%	0.44			
Few tourists (note the sign!)	20%	(0.34)			
Shopping	2.78	**0.76**	F10_Shopping	3.7	50.0
Shopping	30%	0.73			
Yachting	1.14	**0.85**	F11_Sailing	3.7	53.7
Possibility of yachting	4%	0.84			
Good/cheap means of transportation	24%	**0.77**	F12_Bargain_holiday	3.6	57.3
Pricelevel/inexpensive	20%	0.76			
Other motive	29%	0.27			
Visit spa, health of fitness centre	1.20	**0.82**	F13_Spa_health	3.4	60.7
Possibility of spa, health, fitness	5%	0.77			

Note: Rotated factor analysis was applied (Varimax) with the conventional Eigenvalue cutoff limit of one for the extraction of faxtors.

In general, guests are very satisfied with their holiday in Denmark and on average their overall satisfaction was 4.48 on a scale from one to five (Table 2). Additionally, there is a very high proportion of repeaters in the province (i.e., outside of the capital, Copenhagen) of Denmark. Repeaters are more satisfied than first-timers. Tourists in the province of Denmark are more satisfied than tourists in Copenhagen. However, this is largely because of a higher proportion of first-timers to Copenhagen than to the rest of Denmark.

The results of the regression analyses are shown in Table 4. There are a total of 51 explanatory variables relating to the 19 sets of hypotheses. These 51 explanatory variables are used in six different models that differ in their dependent variable. Apart from the constant, there could thus be up to 51*6=306 t-values, but 27 of these are not relevant or are not available (labelled n.a. in Table 4). Consequently, there are actually a total of 279 t-values. Of these, 116, or 42%, are significant, (i.e., at least with t=+/-1.96), when testing at the 95% level. Only a few hypotheses were rejected in all six models: *Spending per person per night, gender,* one of 13 holiday themes (music and art), and

three out of seven information sources (catalogues and TV, holiday fairs, information from friends and relatives). The t-value for accommodation service satisfaction was 1.95, which was just below the +/- 1.96 threshold for testing at the 95%-level. Three hypotheses were accepted in all six models: the holiday theme *F3_Friendly_people*, *nationality* (market origin), and *destination*. The holiday theme *F3_Friendly_people* covers four motives: *safe place to stay*, *people in general*, *clean country*, and *possibility of enjoying Danish food*.

Table 4
REGRESSION ANALYSIS RESULTS: TESTING THE 19 HYPOTHESES INF EACH OF SIX MODELS

n=7943	Dependent variables, model 1-6:	1	2	3	4	5	6	Total:	Total:	Collin.:
Explanatory variables:		Accomm. price satisfac.	Accomm. service satisfac.	Accomm. standard satisfac.	Accomm. satisfaction	Overall satisfaction	Expect to return in 3 years	Average numeric t-value	Significant out of six	VIF
	(Constant)	56.26	63.88	59.13	12.72	26.18	10.96	38.19	n.a.	
H1	Overall satisfaction with holiday	n.a.	n.a.	n.a.	n.a.	n.a.	**8.44**	8.44	1	1.24
H2	Overall satisfaction with accommodation	n.a.	n.a.	n.a.	n.a.	**19.06**	2.51	10.78	2	1.89
H3.1	Standard of accommodation (satisfac.)	n.a.	n.a.	n.a.	**25.39**	0.82	-0.53	**8.91**	1	2.42
H3.2	Price of accommodation (satisfaction)	n.a.	n.a.	n.a.	15.76	6.65	2.11	8.17	3	1.40
H3.3	Facilities at accommodation (satisfac.)	n.a.	n.a.	n.a.	12.34	2.32	-1.58	5.41	2	2.40
H3.4	The service offered (satisfaction)	n.a.	n.a.	n.a.	13.1	2.64	0.27	5.34	2	1.53
H3.5	Location of place of accommodation	n.a.	n.a.	n.a.	8.84	6.74	0.08	5.22	2	1.25
H3.6	Info. received at place of accommodation	n.a.	n.a.	n.a.	0.96	2.79	-1.40	1.72	1	1.35
H4	Repeat_leisure	1.64	-0.01	-0.77	2.51	1.81	**23.44**	5.03	2	1.59
H5	Germans	-10.98	-8.73	-8.03	2.37	2.08	-9.84	**7.01**	**6**	2.50
-	Swedes	-7.11	-5.69	-6.52	-0.31	3.23	-4.18	4.51	5	1.37
-	Norwegians	-4.38	-3.92	-4.24	-0.24	-0.03	-7.37	3.36	4	1.46
-	Distant_markets	-10.37	-4.03	-4.06	2.63	0.89	**-16.3**	6.38	5	2.48
H6	Distance_1000_km	-0.05	-0.68	0.21	-0.48	0.05	-4.34	0.97	1	1.71
H7	Copenhagen	-4.70	-6.09	-5.10	-3.43	2.97	3.84	**4.36**	**6**	2.57
-	Jutland	-0.87	-4.43	0.94	2.74	2.35	5.84	2.86	4	1.78
-	Bornholm	0.08	-0.60	1.21	3.61	2.37	2.36	1.71	3	1.35
H8	Season 6 - 9	-1.95	-0.87	-0.31	-0.88	-0.50	-3.93	1.41	1	1.25
H9	Age 15 - 29	-2.69	-3.16	-1.55	1.02	0.70	-2.24	1.89	3	1.20
-	Age 60 - 94	2.54	5.80	6.01	1.31	2.16	-0.86	**3.11**	4	1.29
H10	EUR_ppp_night	-1.78	1.95	1.45	1.79	0.82	1.78	1.59	0	1.96
H11	Nights	-1.24	-0.49	-1.52	1.85	0.59	-0.30	1.00	0	1.18
-	Night 1	3.08	3.93	4.31	1.05	0.64	1.73	**2.45**	3	1.24
H12	Cottages	3.06	-12.47	2.47	1.95	1.37	1.40	**3.79**	3	2.53
-	Hotels_cent	-0.37	-0.82	-2.15	-0.61	0.73	-1.73	1.07	1	2.27
H13	Income_level	4.34	2.59	1.08	-0.05	1.5	-0.60	1.69	2	1.21
H14	Package_tour	4.80	1.43	0.86	0.08	1.78	-1.15	1.68	1	1.55
H15	Party_size	-3.31	-2.56	0.40	0.74	-0.50	-1.37	1.48	2	2.49
-	1_person	-0.45	-3.27	-0.06	-0.03	-0.44	1.05	0.88	1	1.71
H16	Flaying	1.11	0.91	2.71	-1.54	1.63	0.75	1.44	1	2.25
H17	Male_resp.	-0.13	1.00	-1.13	-1.38	-1.46	0.81	0.99	0	1.04
H18.1	F1_In_nature	1.9	0.87	3.97	2.40	2.26	2.52	2.32	4	2.50
H18.2	F2_Sightseeing	3.14	3.16	1.47	-1.05	0.65	0.07	1.59	2	1.36
H18.3	F3_Friendly_people	5.47	6.44	7.84	4.71	7.46	**10.62**	**7.09**	**6**	1.28
H18.4	F4_For_children	-5.90	0.87	0.12	-1.21	-3.03	0.84	1.99	2	1.85
H18.5	F5_Angling	0.20	-0.59	0.63	0.67	0.23	3.31	0.94	1	1.11
H18.6	F6_Cycling	-2.39	-0.69	-0.54	0.20	0.98	2.49	1.21	2	1.13
H18.7	F7_Golf	2.09	2.61	1.62	-3.11	1.25	-0.09	1.79	3	1.06

Table 4 **CONTINUED**

n=7943 Dependent variables, model 1-6:	1	2	3	4	5	6	Total:	Total:	Collin.:
Explanatory variables:	Accomm. price satisfac.	Accomm. service satisfac.	Accomm. standard satisfac.	Accomm. satisfaction	Overall satisfaction	Expect to return in 3 years	Average numeric t-value	Significant out of six	VIF
H18.8 F8_Music_art	0.36	0.51	1.83	0.27	-0.25	-0.72	0.65	0	1.08
H18.9 F9_Meeting_new	2.29	5.04	2.45	-0.41	0.44	0.71	1.89	3	1.20
H18.10 F10_Shopping	3.86	2.00	2.19	1.61	2.24	6.69	3.10	5	1.22
H18.11 F11_Sailing	-1.04	0.75	-0.57	0.96	0.33	2.49	1.02	1	1.03
H18.12 F12_Bargain_holiday	5.97	-1.59	1.14	-1.36	-4.57	-1.14	2.63	3	1.13
H18.13 F13_Spa_health	-0.54	1.84	3.81	-0.86	-2.4	-3.64	2.18	3	1.09
H19.1 F1_Info_Internet	-1.07	0.42	-1.15	-0.92	2.04	2.97	1.43	2	1.22
H19.2 F2_Info_Catalogues_TV	-0.09	1.81	1.35	-1.7	-0.95	-1.56	1.25	0	1.11
H19.3 F3_Info_Ads_articles	1.26	0.50	0.47	-1.21	-3.62	-2.86	1.65	2	1.18
H19.4 F4_Info_Travel_agent	-0.42	-1.58	-2.03	-1.44	-0.21	-2.43	1.35	2	1.16
H19.5 F5_Info_Holiday_fair	-0.45	-0.53	0.08	1.49	0.42	-0.58	0.59	0	1.02
H19.6 F6_Info_Other (no prior experience)	-0.50	-2.57	-0.78	1.51	-2.13	-6.13	**2.27**	3	1.41
H19.7 F7_Info_Friends	0.17	-0.62	1.20	0.59	1.31	-1.91	0.97	0	1.09
Adjusted R square	0.09	0.13	0.05	0.44	0.19	0.30		116	
n	7943	7943	7943	7943	7943	7943		279	

Table 5
ACCEPTANCE OR REJECTION OF H1-H19 IN EACH OF THE SIX MODELS

#	Hypotheses:	Dependent variables, model 1-6: 1	2	3	4	5	6	Total Accepted	Total Rejected	Total Tested	Total Accepted, percent
		Accomm. price satisfac.	Accomm. service satisfac.	Accomm. standard satisfac.	Accomm. satisfaction	Overall satisfaction	Expect to return in 3 years				
1	H1 Overall satisfaction with holiday	n.a.	n.a.	n.a.	n.a.	n.a.	Accepted	1	0	1	100%
2	H2 Overall satisfaction with accommodation	n.a.	n.a.	n.a.	n.a.	Accepted	Accepted	2	0	2	100%
3	H3.1 Standard of accommodation (satisfac.)	n.a.	n.a.	n.a.	Accepted	Rejected	Rejected	1	2	3	33%
4	H3.2 Price of accommodation (satisfaction)	n.a.	n.a.	n.a.	Accepted	Accepted	Accepted	3	0	3	100%
5	H3.3 Facilities at accommodation (satisfac.)	n.a.	n.a.	n.a.	Accepted	Accepted	Rejected	2	1	3	67%
6	H3.4 The service offered (satisfaction)	n.a.	n.a.	n.a.	Accepted	Accepted	Rejected	2	1	3	67%
7	H3.5 Location of place of accommodation	n.a.	n.a.	n.a.	Accepted	Accepted	Rejected	2	1	3	67%
8	H3.6 Info. received at place of accommodation	n.a.	n.a.	n.a.	Rejected	Accepted	Rejected	1	2	3	33%
9	H4 Repeat vs. first time visitors	Rejected	Rejected	Rejected	Accepted	Rejected	Accepted	2	4	6	33%
10	H5 Nationality	Accepted	Accepted	Accepted	Accepted	Accepted	Accepted	6	0	6	100%
11	H6 Distance to destination	Rejected	Rejected	Rejected	Rejected	Rejected	Accepted	1	5	6	17%
12	H7 Destination	Accepted	Accepted	Accepted	Accepted	Accepted	Accepted	6	0	6	100%
13	H8 Season, July-September, incl.	Rejected	Rejected	Rejected	Rejected	Rejected	Accepted	1	5	6	17%
14	H9 Age grups	Accepted	Accepted	Accepted	Rejected	Accepted	Accepted	5	1	6	83%
15	H10 Spending per person per night	Rejected	Rejected	Rejected	Rejected	Rejected	Rejected	0	6	6	0%
16	H11 Lenght of stay	Accepted	Accepted	Accepted	Rejected	Rejected	Rejected	3	3	6	50%
17	H12 Type of accommodation	Accepted	Accepted	Accepted	Rejected	Rejected	Rejected	3	3	6	50%
18	H13 Household income level	Accepted	Accepted	Rejected	Rejected	Rejected	Rejected	2	4	6	33%
19	H14 Package tour	Accepted	Rejected	Rejected	Rejected	Rejected	Rejected	1	5	6	17%
20	H15 Travel party size	Accepted	Accepted	Rejected	Rejected	Rejected	Rejected	2	4	6	33%
21	H16 Mode of transport	Rejected	Rejected	Accepted	Rejected	Rejected	Rejected	1	5	6	17%
22	H17 Gender	Rejected	Rejected	Rejected	Rejected	Rejected	Rejected	0	6	6	0%

Table 5 **CONTINUED**

#	Hypotheses:	1 Accomm. price satisfac.	2 Accomm. service satisfac.	3 Accomm. standard satisfac.	4 Accomm. satisfaction	5 Overall satisfaction	6 Expect to return in 3 years	Total Accepted	Total Rejected	Total Tested	Total Accepted, percent
	Dependent variables, model 1-6:										
23	H18.1 Holyday theme in nature	Rejected	Rejected	Accepted	Accepted	Accepted	Accepted	4	2	6	67%
24	H18.2 Holiday theme sightseeing	Accepted	Accepted	Rejected	Rejected	Rejected	Rejected	2	4	6	33%
25	H18.3 Holiday theme friendly people	Accepted	Accepted	Accepted	Accepted	Accepted	Accepted	6	0	6	100%
26	H18.4 Holiday theme for children	(Accepted)	Rejected	Rejected	Rejected	(Accepted)	Rejected	2	4	6	33%
27	H18.5 Holiday theme angling	Rejected	Rejected	Rejected	Rejected	Rejected	Accepted	1	5	6	17%
28	H18.6 Holiday theme cycling	(Accepted)	Rejected	Rejected	Rejected	Rejected	Accepted	2	4	6	33%
29	H18.7 Holiday theme golf	Accepted	Accepted	Rejected	(Accepted)	Rejected	Rejected	3	3	6	50%
30	H18.8 Holiday theme music and art	Rejected	Rejected	Rejected	Rejected	Rejected	Rejected	0	6	6	0%
31	H18.9 Holiday theme meeting new people	Accepted	Accepted	Accepted	Rejected	Rejected	Rejected	3	3	6	50%
32	H18.10 Holiday theme shopping	Accepted	Accepted	Accepted	Rejected	Accepted	Accepted	5	1	6	83%
33	H18.11 Holiday theme sailing	Rejected	Rejected	Rejected	Rejected	Rejected	Accepted	1	5	6	17%
34	H18.12 Holiday theme bargain holiday	Accepted	Rejected	Rejected	Rejected	(Accepted)	Rejected	2	4	6	33%
35	H18.13 Holiday theme spa and health	Rejected	Rejected	Accepted	Rejected	(Accepted)	(Accepted)	3	3	6	50%
36	H19.1 Info from Internet	Rejected	Rejected	Rejected	Rejected	Accepted	Accepted	2	4	6	33%
37	H19.2 Info from catalogues_TV	Rejected	Rejected	Rejected	Rejected	Rejected	Rejected	0	6	6	0%
38	H19.3 Info from ads and articles	Rejected	Rejected	Rejected	Rejected	(Accepted)	(Accepted)	2	4	6	33%
39	H19.4 Info from travel agents	Rejected	Rejected	(Accepted)	Rejected	Rejected	(Accepted)	2	4	6	33%
40	H19.5 Info from holiday fair	Rejected	Rejected	Rejected	Rejected	Rejected	Rejected	0	6	6	0%
41	H19.6 Info Other (no prior experience)	Rejected	(Accepted)	Rejected	Rejected	(Accepted)	(Accepted)	3	3	6	50%
42	H19.7 Info from friends and relatives	Rejected	Rejected	Rejected	Rejected	Rejected	Rejected	0	6	6	0%
	Accepted	16	13	12	11	18	20	90			
	Rejected	18	21	22	29	23	22		135		
	Total, tested	34	34	34	40	41	42			225	
	% accepted	47%	38%	35%	28%	44%	48%				40%

In Table 5, the conclusions about the 19 sets of hypotheses, in each of the six different models, are summarized. Since each set of hypotheses are split into up to 13 separate elements (in the case of H18), there are up to 42 tests in each of the six models (cf. Table 5).

Model 1 analyzes satisfaction with the price of the accommodation and 16 of 34 hypotheses are accepted: H5 Nationality (all foreigners are less satisfied with the price of accommodation than Danes); H7 Destination (those visiting Copenhagen are less satisfied with the price of accommodation than others); H9 Age groups (the young are less satisfied the price than others); H11 Length of stay (those who just stay for one night are more satisfied with the price than others); H12 Type of accommodation (those who stay in holiday cottages are more satisfied with the price than others); H13 Income (the rich are more satisfied with the price than the poor); H14 Packaging (those who buy their holiday as a package are more satisfied with the price than others); and H15 Party size (the larger the travel group the less satisfaction with the price of the accommodation). In addition, eight of 13 holiday themes in H18 are significant in model 1: In six of these, the tourists are significantly more satisfied with the price of accommodation: those who come for a *bargain holiday;* those who come

because of the *friendly Danish people*; those who come for *shopping; sightseeing; meeting new people*; and *golfing*. On the other hand, those who come for a *children holiday* or for a *cycling holiday* are significantly less satisfied with the price of the accommodation than others.

Model 2 examines satisfaction with the service at the accommodation, and 13 of 34 hypotheses are accepted: H5 Nationality; H7 Destination; H9 Age groups; H11 Length of stay; H12 Type of accommodation; H13 Income; H15 Party size; five of 13 Holiday themes in H18, including *friendly people*; one of seven Information sources in H19, namely F6_info *prior experience*. In H19, a negative sign for *no prior experience* indicates that prior experience has a positive effect on satisfaction with the service at the accommodation, while those without any prior experience with the destination are significantly less satisfied with the service at the accommodation than others.

Model 3 examines satisfaction with the standard of the accommodation, and 12 of 34 hypotheses are accepted: H5 Nationality; H7 Destination; H9 Age groups; H11 Length of stay; H12 Type of accommodation; H16 Mode of transport; five of 13 holiday themes in H18, including friendly people; and one of seven information sources in H19, namely F6_info *travel agent*. In H19, a negative sign for *travel agent* indicates that those who find their accommodation themselves are more satisfied with the standard of the accommodation than those who use a travel agent.

Model 4 examines the overall satisfaction with the accommodation, and just 11 of 40 hypotheses are accepted. However, explanatory power of model 4 is higher than that of any of the other models. Thus in model 4, 44% of the variance is explained (R^2 adjusted is 0.44, cf. second last line in Table 4). The accepted hypotheses in model 4 are: H3 Satisfaction with five out of six accommodation elements, with the *standard* having greater impact on accommodation satisfaction than any of the other accommodation elements, cf. the corresponding t-values in Table 4 under H3 for model 4; H4 Repeaters; H5 Tourists from distant markets and Germans are more satisfied than Danes (basis); H7 Destination, where those visiting Bornholm and Jutland are more satisfied with the accommodation that those visiting Copenhagen, and the rest of Denmark (basis). Three out of 13 themes in H18 are significant in model 4 (accommodation satisfaction), with two having a positive impact on accommodation satisfaction, and one a negative impact. The holiday theme *friendly people* is the most important positive driver of accommodation satisfaction. On the other hand, those who play golf are less satisfied with the accommodation overall, than those who don't. Those who favour the *nature* theme are more satisfied with the accommodation than others. The *nature* theme has a positive impact in all models, and the positive impact is significant in four out of six models.

Model 5 examines the overall satisfaction with the holiday, and 18 of 41 hypotheses are accepted: H2 Overall satisfaction with the accommodation (this is by far the strongest driver of overall satisfaction); in H3, five out of six accommodation satisfaction elements affect overall satisfaction with the holiday positively (especially location and

price), but surprisingly, satisfaction with the *standard* of the accommodation does not have a significant impact on overall holiday satisfaction; H5 Nationality (both Swedes and Germans are more satisfied overall than Danes); H7 Destination (those visiting Copenhagen, Bornholm and Jutland are more satisfied overall that those visiting the rest of Denmark); H9 Age (those aged 60 and over are more satisfied overall than those aged 30-59). Additionally, six of 13 holiday themes in H18 have a significant impact on overall satisfaction with the holiday, of which only three have a positive impact. Among the holiday themes, *Friendly people* is the most positive driver of overall satisfaction, while those who came for a *bargain holiday* are significantly less satisfied than others, and so are those who come for *spa and health*. In H19, Internet usage and prior experience are positive drivers of overall satisfaction, while those who received information from advertisements and/or had no prior experience are less satisfied overall than others.

Model 6 examines whether tourists expect to return in 3 years, and 20 out of 42 hypotheses are accepted, that is, H1, H2, H3.2, H4-H9, seven of 13 holiday themes in H18, and four out of seven types of information in H19. H1 *Overall satisfaction with the holiday* is a strong driver of intention to revisit. However, three other determinants have even greater t-values. Thus, *repeat visitation* (the fact that it is not the first visit, with t=23.44) and the *friendly people* theme are even stronger positive drivers of intention to revisit than overall satisfaction (t=23.44 in H4, t=10.62 in H18.3, vs. t=8.44 in H1, cf. Table 4), while those from *distant markets* are very unlikely to return (t=-16.27 in H5). Other positive drivers of intention to revisit are: H2 Overall accommodation satisfaction; H3 Price satisfaction; H5 Domestic tourists; H6 Tourists with short travel distance; H7 certain destinations, Jutland, Copenhagen, Bornholm; H8 Those who come outside of the summer season; H18.10 Shopping; H18.5 Angling; H18.1 Nature; H18.6 Cycling; H18.11 Sailing, and H19.1 Those who get their information from the Internet. The negative drivers of intention to return are these aspects: H5 both the near and distant foreign markets, as opposed to domestic tourists; H6 The longer the travel distance, the less the probability of intention to return; H8 Those who come in the summer season; H9 The young; H18.13 Those who come for spa, wellness and health; H19.6 No prior experience; H19.3 Information from ads and articles; and H19.4 Information from travel agents. Those from distant markets tend to use travel agents and tend not to use the Internet, and they generally do not intent to return because (by inference) they intend to visit a different destination for their next holiday, another capital for example, which is consistent with the notion of variety seeking behaviour (Jang & Feng, 2007; Bigne et al., 2009).

Conclusion

Overall satisfaction with the holiday is a very strong driver of intention to return. Tourists that *have been to Denmark before* and the holiday theme of the *friendly Danish people* are even stronger drivers, while those from *distant markets* are very unlikely to return. In the survey used in this study, satisfaction with the *standard* of the accommodation did not have any significant impact on overall holiday satisfaction or on intention to return. This could mean that vacationers can have a great holiday even if the accommodation satisfaction is not great, and they may even want to come back.

Among the accommodation satisfaction elements, price satisfaction is the only significant driver of intention to return. In contrast, location satisfaction and price satisfaction are the two most significant drivers of overall satisfaction, while information, service and facilities are also significant drivers of overall satisfaction. Overall accommodation satisfaction (which did not have any significant impact on overall satisfaction or intention to return) is primarily driven by satisfaction with the standard of the accommodation, but also by price, service, facilities and location satisfaction, while information satisfaction was not significant. Across the six models, the top 10 most significant t-values were these: 1) standard of the accommodation drives accommodation satisfaction; 2) repeat tourists intend to return again; 3) overall satisfaction with the accommodation drives overall satisfaction with the holiday (mainly supported by friendly people, price satisfaction and location satisfaction); 4) those from distant markets are unlikely to return; 5) those tourists who stay in holiday cottages are not happy with the service, for the logical reason that there are no service personnel in the cottages themselves; 6) foreigners are generally less happy about the price, service and standard of the accommodation than Danes; 7) the friendly Danish people are a great driver for intention to return, and for all satisfaction measures; 8) overall satisfaction drives intention to return; 9) shoppers are very likely to intend to return, probably to shop again; and 10) tourists for whom prior experience is one of the main reasons for coming to Denmark are very likely to return.

The implications for destination marketing and development can be summarized as follows. One, keep your loyal customers happy and maintain relations with them. Two, guests from near markets are likely to come back, if they are satisfied. Consequently, satisfy their expectations and give them realistic expectations. Three, make sure tourists are aware of shopping opportunities. Four, camping guests are loyal, although their accommodations are not expensive, but then sell extras. Five, make sure there are plenty of activities for kids if you target children and families. Six, maintain your accommodation standard because that is important for accommodation satisfaction, which impacts intention to return.

In practice, tourism marketers will want to make the current customers come back and at the same time attracting new customers. In Copenhagen, about half of the tourists are first timers; 70% of these fly to Denmark, and most stay at hotels. Therefore, some cooperation between airlines flying to Copenhagen and either destination marketing organizations or hotel organizations could be fruitful, especially if the intention is to attract first timers. However, it should be noted that these tourists are unlikely to return.

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