

Paper prepared for the 16th Nordic Symposium in Tourism Research
September 27-30, 2007, Helsingborg, Sweden

Comparing tourist motives, activities and satisfaction between first-time and repeat visitors in Denmark

Carl Marcussen and Jie Zhang
Center for Regional and Tourism Research
Stenbrudsvej 55, 3730 Nexø, Denmark
Tel: +45 5644 1144
Email: marcussen@crt.dk and jz@crt.dk

September 2007

Comparing tourist motives, activities and satisfaction between the first-time and repeat visitors in Denmark

Abstract:

This paper focuses on the tourist motivation and satisfaction of the first-time and repeat visitors at destinations in Denmark. Various studies have dealt with tourist motivations (Chon, 1989; Crompton, 1979; Dann, 1981; Pearce, 1993). Tourism motivation analysis can be made in different angles, for example, it can focus on one destination, exploring why tourists choose to visit the destination (Kim, Lee and Klenosky, 2003); or it can be conducted by a comparative study by nationality and destination, for example at two destinations with two nationalities (Kozak, 2002). The motivation study can also focus on one type of target group such as on senior travelers (Jan and Wu, 2006) and on backpackers (Maoz, 2007).

This piece of research is based on a large survey sample that the Danish Tourism Organization (Visit Denmark¹) collected in 2004. Visit Denmark conducted a survey on approximately 7,600 leisure tourists in all regions of Denmark, which covered both domestic and foreign tourists, and five different accommodation types. A list of tourist motives and a level of satisfaction at destination is among the many questions in the questionnaire. Comparing tourist motives and satisfaction between the first-time and repeat visitors is important for destinations to understand why tourists choose for the first time and repeat visits in Denmark, and the influence of their satisfaction. It has also implication for tourism marketing and destination development.

A variety of statistical techniques ranging from Chi-Squared test and t-tests to factor analysis (to make groups of motivators) are used in the analyses. The statistical results show that the tourist motivations have significant difference depending on destinations, different types of accommodation and tourist markets. Differences in tourist satisfaction also exist between the first-time and repeat visitors. One of the principle findings shows that more active tourists with higher satisfaction level than non-active tourists. Another main result is that some of the differences in motives and activities of first time and repeat visitors are simply due to differences in destinations. Thus it is important to control for destination, before drawing conclusions about differences in motives between first time and repeat visitors.

Key words: Tourist motivation; tourist activities; tourist satisfaction; first-time and repeat visitors; factor analysis.

¹ Authors are grateful to Visit Denmark for the permission of applying its tourist survey data in this research.

Comparing tourist motives, activities and satisfaction between the first-time and repeat visitors in Denmark

Introduction

Danish tourism industry is facing a strategic challenge in the international tourism market. Should marketing strategies differ for the first-time and repeat visitors? What roles do the tourism destinations play in tourism marketing? How should destinations build their tourism image? These are the questions that tourism industries and destinations must face in the competitive markets. Tourist products and services are not single products; rather tourism is related to the complex products that require several economic sectors to have a good cooperation. The regional tourism organizations could play an important role in destination marketing and tourism product development. As shown from the analysis, the Danish tourism market is not big enough to have so many segments; therefore the different regions need to have common and coordinated marketing strategies. Innovation is playing a more and more important role in tourism. Tourism investment could be considered to be more innovative, active and creative where tourists are provided with unique experiences which will surely create more repeat visits.

This paper focuses on differences in motives, activities and satisfaction among first time and repeat leisure visitors to Denmark, depending on destination (region in Denmark), type of accommodation and market (country of origin).

Hypotheses

To following hypothesis are stated and subsequently tentatively tested:

1. Motives are different between first-time and repeat visitors.
2. Activities are different between first-time and repeat visitors.
3. Repeat visitors are more satisfied than first-time visitors.
4. Motives and activities are closely linked. People undertake the activities they came to do.
5. First-time visitors come for the attractions and museums, and actually visit those. The repeat visitors tend to come for the free pleasures.
6. First-time visitors tend to visit Copenhagen. Repeat visitors tend to visit the province.
7. First-time visitors tend to fly to Denmark. Repeat visitors tend to drive by car.
8. First-time visitors tend to be from distant markets. Repeat visitors tend to from the domestic market Denmark, and the neighbouring countries Germany, Sweden and Norway.
9. First-time visitors tend to stay at hotels and youth hostels. Repeat visitors tend to stay at camping sites, in holiday cottages and holiday centres
10. There are interrelations between destination, market and type of accommodation and the fact that leisure tourists are either first-time or repeat visitors. For example Germans tend to be repeat visitors, who stay at holiday cottages, a type of accommodation which is available in the province only (i.e. not in Copenhagen, the capital).

Basic background data

Below there will be a number of tables showing basic facts about the structure of the Danish tourism market, based on a large survey as mentioned and acknowledged.

Table 1 Overall purpose of trip by destination

Overall purpose of trip	Destination			Total
	Bornholm	Copenhagen	Rest of Denmark	
1 Leisure	366	1179	6398	7943
2 Business	33	1071	1389	2493
3 Mixed	10	233	398	641
Total	409	2483	8185	11077

Overall, 72% of visitors to Denmark staying in commercial accommodations are leisure visitors, 22% pure business travelers, and 6% had mixed purposes. In Copenhagen just under half (47%) of the visitors are pure leisure tourists, in the island of Bornholm almost 90% are leisure tourists and in the rest of Denmark 78%. In the following we shall deal with leisure tourists only.

Among the leisure visitors in the survey, there were 1179 respondents visiting Copenhagen (15%), 366 visiting Bornholm (5%) and 6398 visiting the rest of Denmark (80%). Bornholm and the rest of Denmark will be referred to under one as the province (of Denmark), as opposed to the capital, Copenhagen.

Table 2 Main markets by destination (leisure only)

Main markets	Destination			Total
	Bornholm	Copenhagen	Rest of Denmark	
Denmark	134	201	2452	2787
Germany	122	79	2142	2343
Norway	34	133	615	782
Sweden	44	139	557	740
X.Other	32	627	632	1291
Total	366	1179	6398	7943

Copenhagen receives over half (53%) of its leisure tourists from distant markets, whereas the province gets most of its visitors from Denmark and Germany, followed by the other Scandinavian markets, i.e. Sweden and Norway

Table 3 Type of accommodation by destination

		Destination			Total
		Bornholm	Copenhagen	Rest of Denmark	
Accommodation					
	Hotels	105	992	1009	2106
	Centres	87	0	1268	1355
	Youth hostels	31	142	379	552
	Camping	43	45	1510	1598
	Cottages	100	0	2232	2332
Total		366	1179	6398	7943

In Copenhagen there are no holiday centres or holiday cottages. 84% of visitors to Copenhagen stay in hotels, 14% in youth hostels, and 4% at camping sites. In Bornholm 29% stay at hotels, 27% in holiday cottages and 24% at holiday centres, the balance at camping sites and youth hostels (and actually sailing boats, which was not included in the survey). In the rest of Denmark 35% of the leisure tourists stay in holiday cottages, 24% at camping sites, 20% in holiday centres, 16% at hotels. For Denmark overall, in terms of number of tourists, the top three types of accommodation were holiday cottages (29%), hotels (27%), and camping (20%).

Table 4 Percentage of repeat visitors in different types of accommodation by destination

	Bornholm	Copenhagen	Rest of DK	Total
Hotels	88%	52%	87%	70%
Centers	97%		87%	88%
Youth hostels	81%	71%	83%	80%
Camping	95%	64%	89%	89%
Cottages	92%		87%	87%
Total	91%	55%	87%	83%

Bornholm has got a very high percentage of repeat visitors (91%), Copenhagen 55%, and the rest of Denmark 87%. Overall, there are 83% repeat visitors to Denmark among the leisure tourists.

Table 5 First time or repeat leisure visitors by destination

		Destination			Total
		Bornholm	Copenhagen	Rest of Denmark	
First or repeat, leisure	First time	32	530	800	1362
	Repeat	334	641	5494	6469
Total		366	1171	6294	7831

Not surprisingly, there are very few Danes among the first time visitors to any of the destinations in Denmark. Even in Copenhagen 92% of Danes are repeat visitors. Among the nearest foreign markets, there is the highest percentage of repeat visitors from Norway (89%), followed by Sweden and Germany with 85% repeat visitors each. However, from distant markets, the first time visitors

are in the majority, with 58% for Denmark as a destination overall (42% repeat visitors), but among those visiting Copenhagen from distant markets there are 71% first time visitors (and only 29% repeat visitors).

Table 6 Percentage of repeat visitors by market and destination in Denmark

	Bornholm	Copenhagen	Rest of Denmark	All of DK
Denmark	99%	92%	98%	97%
Germany	91%	59%	86%	85%
Norway	97%	89%	88%	89%
Sweden	84%	83%	85%	85%
X.Other	66%	29%	54%	42%
Total	91%	55%	87%	83%

In Copenhagen, almost half (49%) of leisure visitors flew, whereas it was 3% to Bornholm, and 2% in the rest of the country. Overall, 79% of leisure tourists to Denmark, staying in paid accommodations, arrived by private car, but in Copenhagen this percentage was much lower (27%).

Table 7 Means of transport by destination

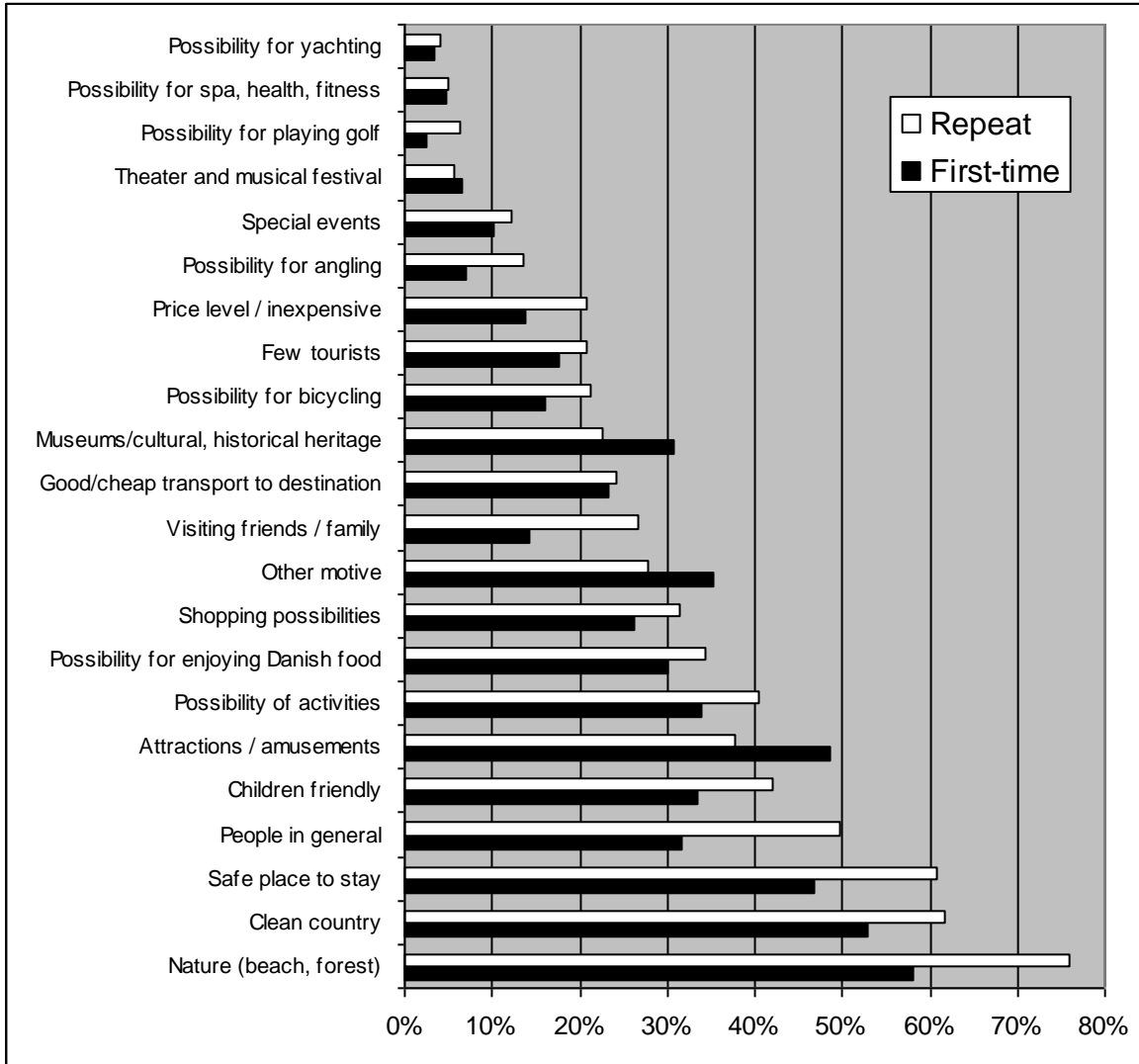
Means of transport	Destination			Total
	Bornholm	Copenhagen	Rest of Denmark	
Airplane	12	583	135	730
Private car	272	321	5557	6150
All Other	84	275	706	1063
Total	366	1179	6398	7943

Among those who visit Denmark from distant markets by airplane, 81% fly to Copenhagen, 1% fly to Bornholm, 18% fly to the rest of Denmark. Among the visitors to Copenhagen from distant markets who fly, three out of four are first time visitors, and one out of four repeat visitors.

Motives for repeat visitors and first-time visitors

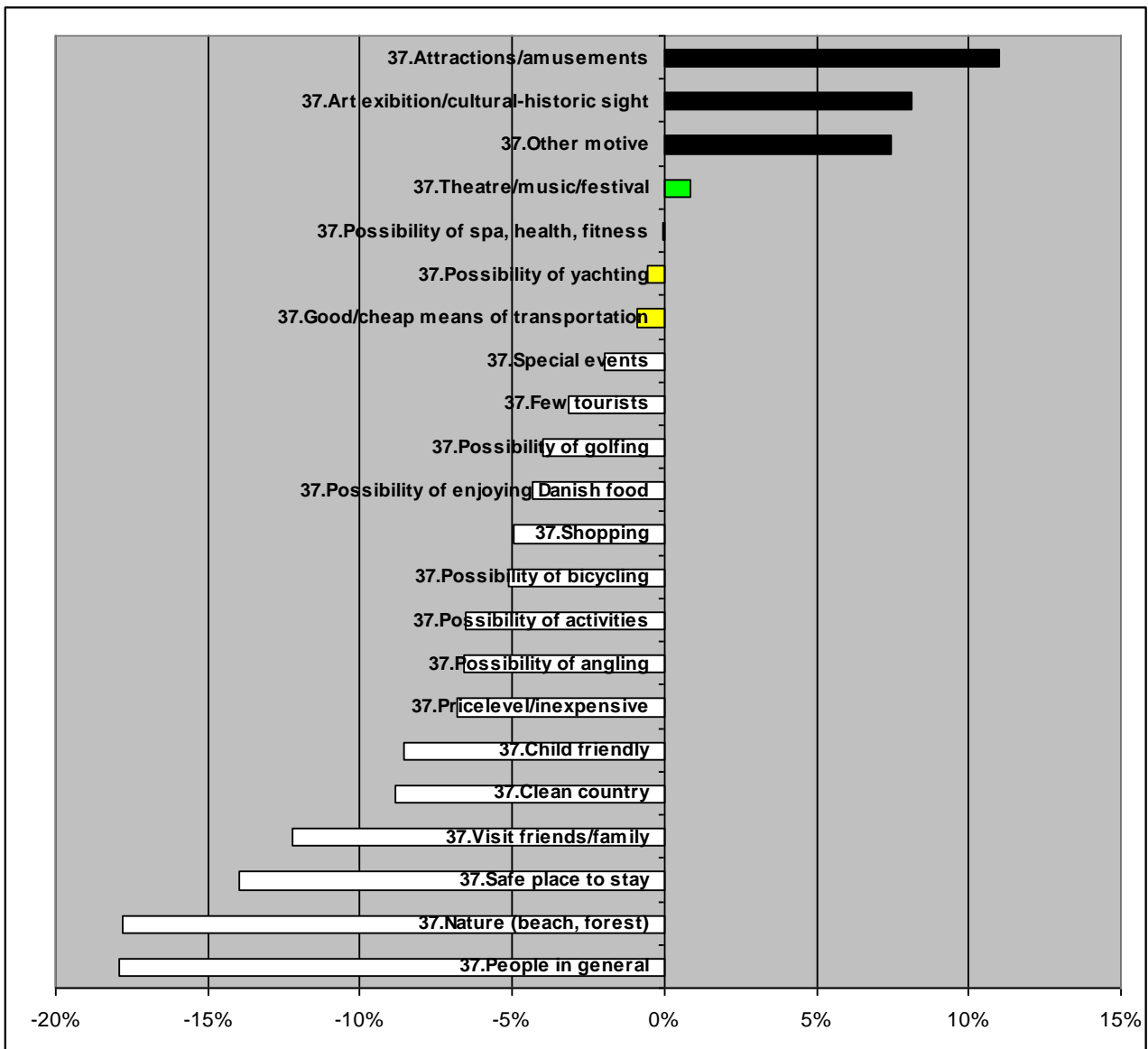
The graph below shows what percentage of first-time and repeat visitors, respectively, came to Denmark for what reason.

Figure 1 Motives for repeat visitors and first-time visitors



Obviously, not all motives for coming to Denmark for the vacation are equally important. Also, clearly, there are differences in the motives of first time and repeat visitors.

Figure 2 Differences in motives for repeat visitors and first-time visitors



Note: White and black denote significant differences at the 5% level, yellow and green insignificant differences.

Most of the differences are significant, given the sample size, which is large. The sample is large. Basically, if the sample is large enough, almost any difference can be shown to be significant. Anyhow, the repeat visitors seem to treasure the free enjoyments of Denmark, much more than the first time visitors.

The first time visitors, on the other hand, want to see the attractions and sights of Denmark. The repeat visitors have probably already visited the attractions and museums etc.

However, there are also activities such as angling, bicycling, shopping and golfing, which the repeat visitors can do again and again, and these activities are valued more by repeat visitors than by the first-time visitors.

The question could now be: Is the differences in motives found between first time and repeat visitors simply due to differences in destination, or are the motives of first time and repeat visitors different for given destinations, for example: Are the motives of those visiting Copenhagen different among first time and repeat visitors. And among those visiting the province of Denmark, are the motives different among first time and repeat visitors?

For those visiting Bornholm, the beautiful nature is an important motive of coming for 93.8% of the first time visitors, and for 93.4% of the repeat visitors, i.e. this motive is equally important for first time and repeat visitors. For those visiting Copenhagen, nature is important for 25.7% of first time visitors, and for 26.3% of repeat visitors, i.e. there is no difference among first time and repeat visitors to Copenhagen, with respect to nature as a motive for coming. Finally, for the rest of Denmark, nature / beach / forest is an important motive for coming for 78% of first time visitors, and for 80% of repeat visitors. Again, there is hardly any difference at all between first time and repeat visitors, nature being an import motive for only a marginally higher percentage of repeat visitors than of first time visitors.

Table 8 37. Nature (beach, forest) as motive for first or repeat leisure tourists by destination in Denmark

			Destination			Total
			Bornholm	Copenhagen	Rest of Denmark	
First or repeat, leisure						
First time	37.Nature (beach, forest)	No	2	393	175	570
		Yes	30	136	624	790
	Total		32	529	799	1360
Repeat	37.Nature (beach, forest)	No	22	472	1066	1560
		Yes	312	168	4426	4906
	Total		334	640	5492	6466

So, for the most important motive of all, nature / beach, there is hardly any difference at all between first time and repeat visitors. Nature is important for a very high percentage of both first time and repeat visitors for those visiting the province, less so for those visiting Copenhagen (of course).

Let us go on to look at another motive, attractions / amusements. Both in Bornholm and in Copenhagen, the attractions / amusements are actually MORE important for the repeat visitors than for the first time visitors. So, for both Bornholm and Copenhagen it is not a question of “seen it, done it” during the first visit, and then no reason to come back for the attractions during repeat visits. However, for those visiting the rest of Denmark, attractions are important for a much smaller percentage of repeat visitors than of first time visitors. So, attractions in the rest of Denmark are significantly more important for first time visitors than for repeat visitors, i.e. they are important for about half of first time visitors but only important for about a third of the repeat visitors.

Table 9 37.Attractions/amusements as a motive by destination and first time or repeat, leisure

			Destination			Total
			Bornholm	Copenhagen	Rest of Denmark	
First or repeat, leisure						
First time	37.Attractions/amusements	No	20	273	405	698
		Yes	12	256	394	662
	Total		32	529	799	1360
Repeat	37.Attractions/amusements	No	172	281	3575	4028
		Yes	162	359	1915	2436
	Total		334	640	5490	6464

Clearly, some of the difference between first-time and repeat visitors is simply due to differences in destination. Therefore, let us look at differences in motives between first-time and repeat visitors within each destination or region.

Denmark has been divided into Copenhagen, Bornholm and the rest of Denmark. Due to relatively small sample size for Bornholm, only two things can be said with certainty, or specifically significant results at the 5% level:

In Bornholm (as in other parts of Denmark), repeat visitors come to visit friends and relatives. On the other hand, in Bornholm significantly more first-time visitors come to bicycle than repeat visitors. – Other results are not significant due to the relatively low number of respondents in the survey, who had visited Bornholm, although additional differences may be valid.

In Copenhagen repeat visitors come to shop, for special events, to visit friends and relatives, people in general and several other things (the food, attractions, child friendliness, activities, good/cheap transportation, low prices, theatre, . The first-time visitors to Copenhagen, on the other hand, come for “other reasons”, to visit art exhibitions and cultural-historic sights, and because they think there are relatively few tourists in Copenhagen.

In the rest of Denmark, repeat visitors come because of the nice people in general, because it is a safe place to stay, to visit friends and relatives, to enjoy Danish food, shopping, angling, golfing, because it is relatively inexpensive and to bicycle. The first time visitors come for the attractions and also because they believe the province of Denmark is child friendly.

Table 10 Percentage of repeat visitors minus percentage of first time visitors citing certain reasons for coming

Important for, percent	Difference Bornholm	Difference Copenhagen	Difference Rest of DK
37.People in general	-8%	-11%	-21%
37.Safe place to stay	-6%	-2%	-13%
37.Visit friends/family	-15%	-13%	-13%
37.Possibility of enjoying Danish food	12%	-9%	-6%
37.Shopping	-3%	-17%	-5%
37.Possibility of angling	1%	-1%	-5%
37.Possibility of golfing	-4%	0%	-4%
37.Pricelevel/inexpensive	4%	-5%	-4%
37.Possibility of bicycling	21%	-1%	-3%
37.Nature (beach, forest)	0%	-1%	-2%
37.Clean country	2%	1%	-2%
37.Possibility of activities	-4%	-6%	-2%
37.Possibility of yachting	5%	0%	-1%
37.Good/cheap means of transportation	10%	-6%	-1%
37.Few tourists	6%	3%	-1%
37.Other motive	-1%	10%	0%
37.Special events	7%	-13%	0%
37.Theatre/music/festival	-1%	-5%	0%
37.Possibility of spa, health, fitness	8%	0%	1%
37.Art exhibition/cultural-historic sight	3%	7%	2%
37.Child friendly	-1%	-8%	4%
37.Attractions/amusements	-11%	-8%	14%
Number of respondents, typically	366	1169	6291

Note: Differences in bold are significant at the 5% level, using chi square test. The same differences are significant using a 2-tailed t-test. – Green cells indicate that motives are more important for first time visitors than for repeat visitors, yellow cells indicate that motives are more important for repeat visitors than for first time visitors.

Activities by repeat visitors and first-time visitors

After having looked into the differences between the motives of first-time and repeat visitors, respectively, we shall now proceed to differences in activities between these two groups.

Figure 3 Activities for repeat visitors and first-time visitors

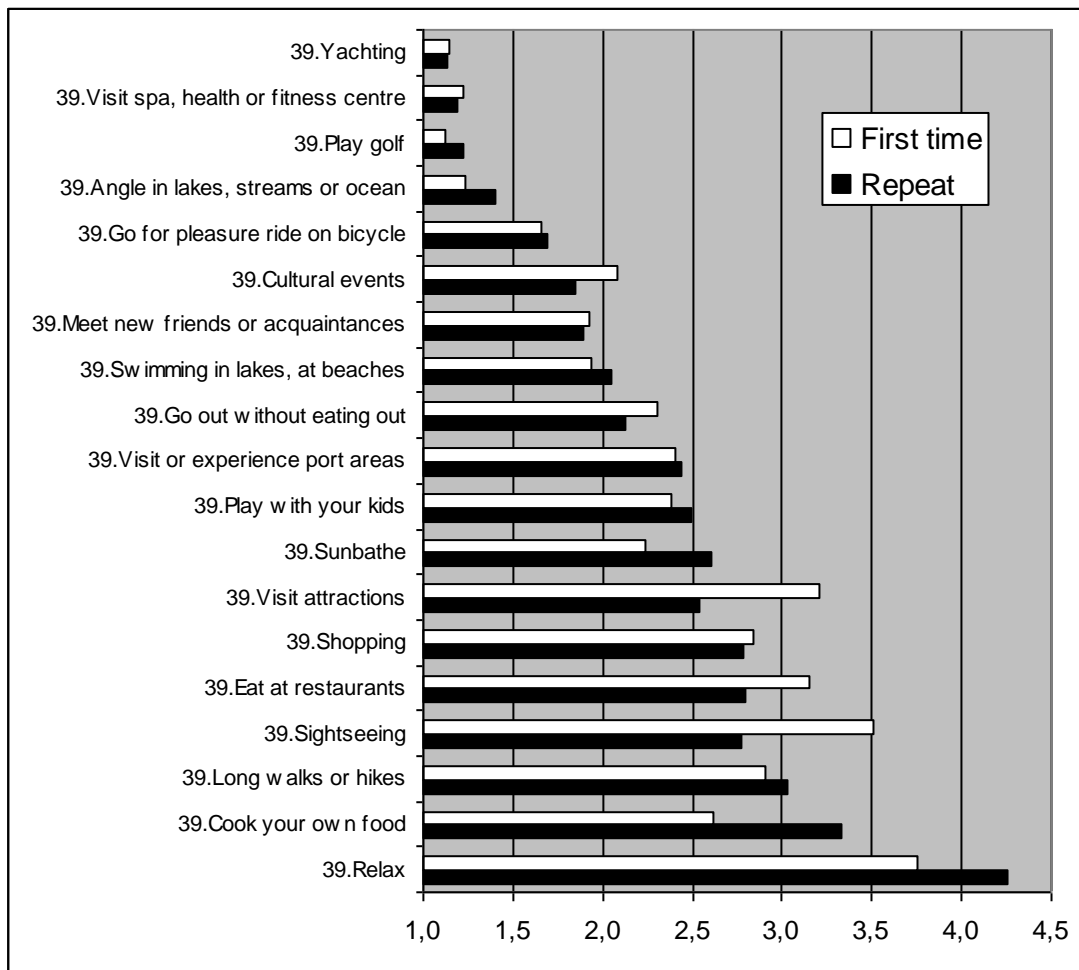
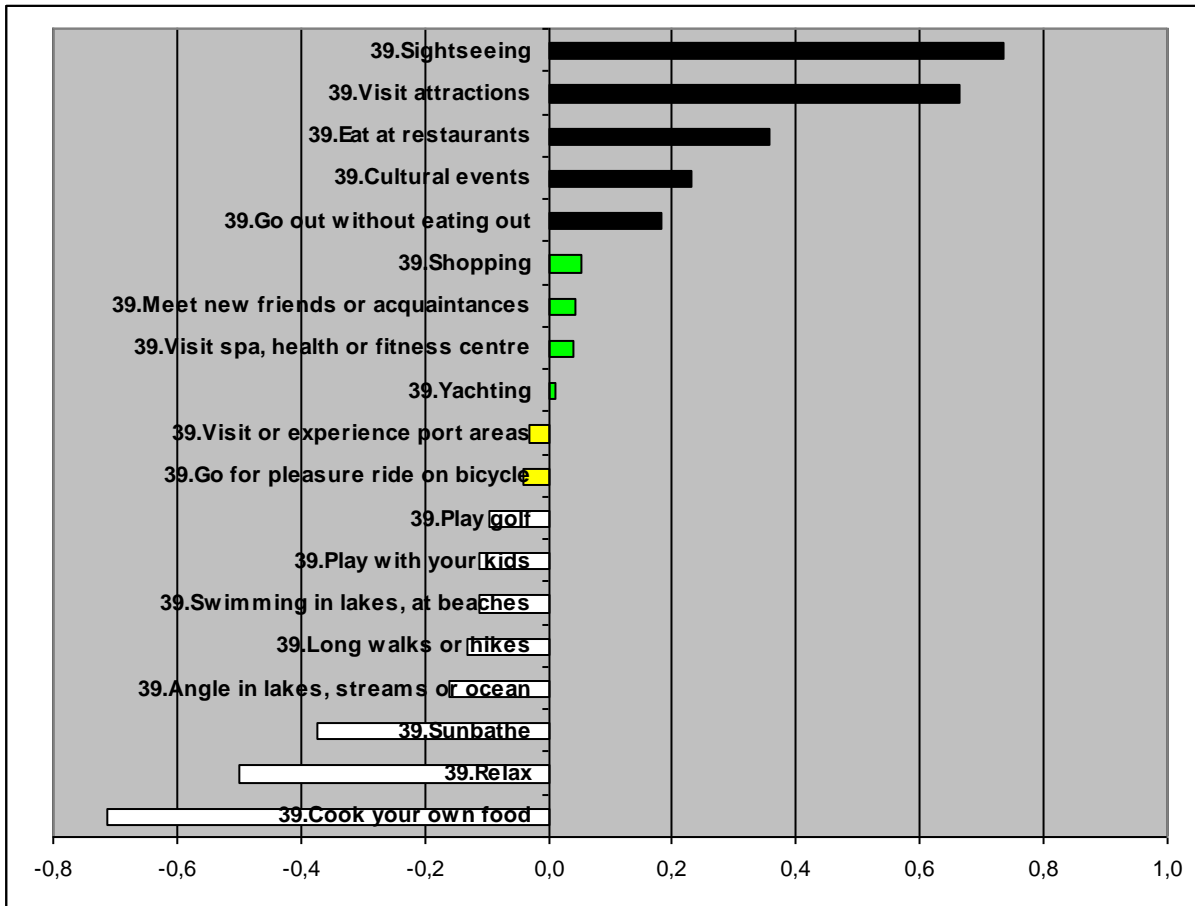


Figure 4 Differences in activities for repeat visitors and first-time visitors



Note: White and black denote significant differences at the 5% level using 2-tailed t-tests (equal variance assumed), yellow and green insignificant differences.

For Denmark overall, first time visitors do the following significantly more than repeat visitors: Sightseeing, visit attractions, eat at restaurants, attending cultural events, going out.

For Denmark overall, repeat visitors do the following significantly more than first time visitors: Cooking, relaxing, sunbathing, angling, walking, swimming, golfing.

It appears that the activities mainly undertaken by repeat visitors are those activities mainly associated with holidays in the province of Denmark, whereas the activities of the first time visitors are the typical activities for leisure tourists in Copenhagen. Therefore there is every reason to see to what extent the differences in activities between first time and repeat visitors remain when looking at the different destination in Denmark separately.

Figure 5 Activities undertaken by first time and repeat visitors to different destinations in Denmark

Activities	Bornholm	Copenhagen	Rest of DK	All of DK
39.Sightseeing	0,48	0,67	0,41	0,74
39.Visit attractions	-0,02	0,25	0,56	0,66
39.Eat at restaurants	0,39	-0,05	0,08	0,36
39.Cultural events	-0,10	-0,09	0,14	0,23
39.Go out without eating out	0,19	-0,01	0,12	0,18
39.Shopping	0,03	-0,15	-0,07	0,05
39.Meet new friends or acquaintances	0,03	0,09	0,03	0,04
39.Visit spa, health or fitness centre	0,06	0,05	0,07	0,04
39.Yachting	-0,06	0,00	0,01	0,01
39.Visit or experience port areas	0,22	0,19	-0,09	-0,03
39.Go for pleasure ride on bicycle	0,66	0,14	0,02	-0,04
39.Play golf	0,00	0,02	-0,09	-0,10
39.Play with your kids	-0,05	-0,32	0,50	-0,11
39.Swimming in lakes, at beaches	0,15	-0,07	0,25	-0,11
39.Long walks or hikes	0,05	0,24	-0,30	-0,13
39.Angle in lakes, streams or ocean	-0,02	-0,01	-0,09	-0,16
39.Sunbathe	-0,10	-0,06	0,06	-0,37
39.Relax	-0,06	-0,26	-0,23	-0,50
39.Cook your own food	-0,55	-0,15	-0,09	-0,71
Respondents	366	1169	6291	7826
First time	32	530	800	1362
Repeat	334	639	5491	6464
First time %	9%	45%	13%	17%
Repeat %	91%	55%	87%	83%

Note: Significant differences at the 5% level are in bold, based on 2-tailed t-tests (equal variance assumed). Differences in green mean that these motives are more important for first time users than for repeat visitors. Differences in yellow mean that these differences are more important for repeat visitors than for first time users.

In Bornholm, first time visitors cycle significantly more than repeat visitors. And repeat visitors cook their own meals significantly more often than first time users. Due to relatively small sample size for Bornholm other differences are not significant, although they may be valid.

Those who visit Copenhagen for the first time go significantly more at sightseeing than repeat visitors and the same is true for visiting attractions, walking, seeing the port area and bicycling. Repeat visitors to Copenhagen play with their kids, relax and cook their own food significantly more frequently than the first time visitors.

In the rest of Denmark first time visitors visit attractions, play with their kids, go sightseeing, swim, go out, and visit spas and fitness centres significantly more often than first time visitors. On the other hand repeat visitors in the rest of Denmark take long walks, relax, angle and play golf significantly more often than first time visitors.

There are both similarities and differences between destinations in Denmark, with respect to difference in activities undertaken by first time and repeat visitors. Bornholm is obviously a heaven for cyclist, in particular for the first time visitors. Comparing the differences in activities undertaken by first time and repeat visitors in Copenhagen and the rest of Denmark (excluding Bornholm) the following similarities can be noted: The first time visitors go on sightseeing and visit attractions significantly more frequently than first time visitors at both destinations. And at both destinations

the repeat visitors relax significantly more than first time users. There are also significant differences. In Copenhagen first time visitors walk significantly more than repeat visitors, whereas the opposite is true in the rest of Denmark. In Copenhagen repeat visitors play significantly more with their kids than first time visitors, whereas the opposite is true in the rest of Denmark.

There are interrelations between motives and activities. A factor analysis shows the following:

- 1) Nature: Those leisure tourists who come to Denmark because of the nice nature, they take long walks, swim, cook their own food, relax and sunbathe.
- 2) Seeing the city: Those who go on sightseeing also visit cultural events, attractions, the port areas, and go out, sometimes to eat out.
- 3) Taking it easy: Those who come because Denmark is a safe place to stay, because of people in general, because it is a clean country, the local food and because there are few tourists, they don't do much at all.
- 4) For Children: Those who come because Denmark is a child friendly country, because of the attractions / amusements and the possibilities of activities, they play with their kids.
- 5) Fishing: Those who come to fish, they fish.
- 6) Cycling: Those who come to bicycle, they bicycle.
- 7) Golfing: Those who come to play golf, they play golf.
- 8) Shopping: Those who come to shop they go shopping, and come for other reasons.
- 9) Events: Those who come for special events, theatre/music festivals, art exhibitions, they probably visit cultural events.
- 10) Health: Those who come because of spa, health and fitness possibilities, they visit spa, health or fitness centres.
- 11) Bargain hunting: Those who come because of cheap transport and because it is inexpensive don't do much.
- 12) VFR, visiting friends and relatives: Those who come to visit friends and relatives they (probably visit friends and relatives and) meet new friends or acquaintances.
- 13) Sailing: Those who come to sail in their boat, the sail.

And that's all.

Table 11 Factor analysis of motives and activities – holidays in Denmark

Rotated Component Matrix(a)

	Component												
	1	2	3	4	5	6	7	8	9	10	11	12	13
37.People in general	0,04	0,01	0,74	-0,05	0,03	0,02	0,02	0,10	-0,03	-0,03	0,05	0,07	-0,03
37.Safe place to stay	0,05	0,00	0,77	0,12	0,03	0,03	0,01	0,05	-0,02	0,02	0,08	0,06	-0,02
37.Visit friends/family	0,02	-0,13	0,12	-0,10	0,04	-0,07	0,04	-0,10	0,29	-0,22	-0,04	0,46	-0,03
37.Special events	-0,16	-0,03	-0,04	-0,03	-0,03	-0,03	0,04	-0,09	0,59	0,02	0,06	0,24	0,00
37.Good/cheap means of transportat	-0,07	0,03	0,09	0,07	-0,03	0,04	-0,02	0,12	-0,01	0,02	0,79	0,01	0,00
37.Pricelevel/inexpensive	0,03	-0,01	0,10	0,01	0,00	-0,06	0,05	0,05	0,04	0,05	0,81	0,02	-0,01
37.Few tourists	0,25	0,11	0,29	-0,06	0,01	-0,02	-0,03	-0,15	0,06	0,11	0,24	-0,36	0,12
37.Nature (beach, forest)	0,53	0,08	0,44	0,05	0,08	0,15	0,05	-0,09	0,00	0,06	0,06	-0,07	0,00
37.Child friendly	0,26	-0,08	0,15	0,72	0,03	0,05	-0,09	0,01	-0,10	0,01	0,04	-0,02	0,00
37.Clean country	0,21	0,06	0,68	0,21	0,03	0,08	0,01	0,04	-0,01	0,06	0,03	-0,10	0,06
37.Attractions/amusements	-0,24	0,17	0,11	0,63	0,01	-0,06	0,02	0,21	0,19	0,14	0,01	-0,06	-0,03
37.Shopping	-0,07	0,01	0,25	0,10	0,04	-0,03	0,02	0,72	0,17	0,08	0,13	-0,05	0,01
37.Theatre/music/festival	0,03	0,10	-0,04	0,01	0,02	0,01	0,03	0,16	0,73	0,06	-0,01	-0,02	0,06
37.Art exhibition/cultural-historic sight	-0,10	0,42	0,24	0,03	-0,05	0,07	-0,04	0,05	0,43	0,01	-0,03	-0,24	0,02
37.Possibility of activities	-0,01	0,00	0,19	0,49	0,09	0,16	0,12	0,14	0,14	0,25	0,10	-0,01	-0,06
37.Possibility of spa, health, fitness	0,00	-0,07	0,06	0,07	-0,03	0,06	-0,02	0,07	0,14	0,73	0,04	-0,04	0,01
37.Possibility of golfing	-0,01	-0,07	0,07	0,02	0,01	0,05	0,87	0,04	0,10	0,02	0,02	-0,03	0,02
37.Possibility of bicycling	0,11	-0,01	0,15	0,06	0,06	0,88	0,04	0,00	0,07	0,00	-0,01	-0,06	0,06
37.Possibility of angling	0,09	-0,07	0,10	0,09	0,88	0,09	0,00	0,04	0,05	-0,04	-0,02	-0,03	0,07
37.Possibility of yachting	0,02	-0,06	0,07	0,03	0,10	0,09	-0,03	0,06	0,12	-0,04	-0,02	-0,07	0,80
37.Possibility of enjoying Danish food	-0,22	0,02	0,46	0,06	0,01	0,05	0,07	0,35	0,13	-0,07	0,12	0,08	0,10
37.Other motive	-0,17	0,00	-0,19	-0,30	-0,04	0,07	-0,11	0,15	-0,03	0,11	0,08	0,13	-0,09
39.Long walks or hikes	0,36	0,30	0,17	-0,28	0,15	0,12	0,04	0,05	-0,06	0,20	-0,04	-0,15	-0,16
39.Swimming in lakes, at beaches	0,46	0,17	0,01	0,25	-0,06	0,22	0,07	0,02	-0,06	0,01	-0,06	0,42	0,13
39.Visit spa, health or fitness centre	0,04	0,16	-0,06	0,02	0,05	-0,04	0,17	-0,05	-0,09	0,69	0,02	0,13	0,14
39.Play golf	0,00	0,04	0,00	-0,01	0,04	0,01	0,90	-0,02	-0,04	0,11	0,00	0,07	0,04
39.Eat at restaurants	-0,57	0,28	0,09	0,01	-0,17	-0,04	0,14	0,27	-0,06	-0,04	-0,04	0,17	0,07
39.Yachting	0,05	0,16	-0,03	-0,03	0,16	0,03	0,11	-0,03	-0,07	0,22	0,01	0,13	0,76
39.Go for pleasure ride on bicycle	0,16	0,12	0,02	-0,03	0,09	0,85	0,03	-0,04	-0,07	0,04	-0,02	0,06	0,06
39.Angle in lakes, streams or ocean	0,12	0,05	0,01	0,02	0,86	0,06	0,06	-0,02	-0,07	0,05	-0,01	0,08	0,19
39.Cook your own food	0,79	-0,09	0,01	0,09	0,20	0,12	-0,06	-0,09	-0,07	0,04	0,03	-0,08	0,00
39.Shopping	0,13	0,35	0,01	-0,03	0,00	-0,03	-0,02	0,72	-0,08	-0,03	0,06	0,00	0,01
39.Sightseeing	-0,03	0,73	-0,03	-0,01	-0,03	0,04	-0,02	0,20	-0,04	-0,06	0,03	-0,06	-0,04
39.Cultural events	-0,03	0,69	-0,03	-0,03	-0,04	-0,01	0,03	-0,02	0,29	0,05	0,02	0,08	0,04
39.Relax	0,61	-0,04	0,10	0,06	-0,03	-0,04	0,03	0,14	-0,08	-0,09	-0,06	-0,02	0,03
39.Sunbathe	0,65	0,11	0,06	0,19	-0,02	0,15	0,05	0,09	-0,05	0,03	-0,03	0,34	0,10
39.Play with your kids	0,25	0,04	-0,07	0,70	0,04	-0,01	-0,01	-0,09	-0,16	-0,05	0,02	0,05	0,01
39.Visit attractions	-0,18	0,67	-0,02	0,38	-0,10	-0,01	-0,01	0,03	-0,02	-0,07	-0,04	0,03	0,03
39.Meet new friends or acquaintance	-0,04	0,21	0,04	-0,04	0,06	-0,02	-0,01	-0,08	0,12	0,33	0,16	0,60	0,08
39.Go out without eating out	-0,02	0,43	0,05	-0,10	0,02	0,00	-0,01	0,20	-0,02	0,16	0,03	0,37	0,00
39.Visit or experience port areas	0,21	0,56	0,14	-0,03	0,18	0,12	-0,03	-0,02	-0,07	0,16	0,02	0,09	0,10

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.

a

Rotation converged in 11 iterations.

Satisfaction – first-time vs. repeat visitors

In this section there will be a review of the satisfaction of first-time vs. repeat visitors by

- destination
- type of accommodation
- market

Table 12 Number of respondents, first-time vs. repeat visitors, by destination (region visited)

	First time	Repeat	Total	Repeat %
Bornholm	32	334	366	91%
Copenhagen	530	641	1171	55%
Rest of Denmark	800	5494	6294	87%
Total	1362	6469	7831	83%

Table 13 Mean over-all satisfaction of first-time vs. repeat visitors, by destination – with t-test results

Destination	First-time	Repeat	Total	Difference	Sig. (2-tailed)
Bornholm	4,563	4,632	4,626	0,069	0.525
Copenhagen	4,372	4,413	4,394	0,041	0.371
Rest of Denmark	4,317	4,518	4,493	0,201	0.000
Total	4,344	4,514	4,484	0,170	0.000

In all destinations repeat visitors are more satisfied than first time visitors, however in Copenhagen and Bornholm the difference is not significant, whereas in the rest of Denmark it is. In Bornholm satisfaction for first time and repeat visitors under one is significantly above the national average.

Table 14 Mean over-all satisfaction of first-time vs. repeat visitors, by type of accommodation – with t-test

	First-time	Repeat	Total	Difference	Sig. (2-tailed)
Hotels	4.389	4.548	4.501	0.159	0.000
Centres	4.213	4.441	4.413	0.229	0.000
Youth hostels	4.321	4.389	4.375	0.068	0.399
Camping	4.281	4.512	4.486	0.231	0.000
Cottages	4.370	4.558	4.534	0.188	0.000
Total	4.344	4.514	4.484	0.170	0.000

A two-sided t-test (equal variances assumed) showed that for all types of accommodation except youth hostels, repeat visitors are significantly more satisfied than first time visitors.

Table 15 Number of respondents, first-time vs. repeat visitors, by market (origin)

Number of respondents	First time	Repeat	Total	Repeat %
Denmark	76	2,616	2692	97%
Germany	336	1991	2327	86%
Norway	88	691	779	89%
Sweden	112	622	734	85%
Other	739	536	1,275	42%
Total	1351	6456	7807	83%

Table 16 Mean over-all satisfaction of first-time vs. repeat visitors, by market (origin) – with t-test

	First time	Repeat	Total	Difference	Sig. (2-tailed)
Denmark	4.46	4.50	4.50	0.04	0.670
Germany	4.36	4.55	4.52	0.19	0.000
Norway	4.24	4.47	4.45	0.23	0.006
Sweden	4.34	4.52	4.49	0.18	0.004
Other	4.34	4.50	4.41	0.16	0.000
Total	4.34	4.51	4.48	0.17	0.000

In all foreign markets (countries of origin), repeat visitors are more satisfied than first time visitors. From Denmark, there are very few people having their vacation in Denmark for the first time, and the difference in satisfaction between first time and repeat domestic visitors is insignificant. From the nearest foreign markets, there is from 85% to 89% repeat visitors. From all other markets under one the first-time visitors to Denmark are in majority.

There is a particularly high percentage of first time visitors to Copenhagen. A high percentage of international (leisure) visitors to Copenhagen fly.

Table 17 Means of transport by destination – for first-time and repeat visitors

First time	Copenhagen	Province	Denmark
Fly	383	72	455
Non fly	147	760	907
Total	530	832	1362
Fly %	72%	9%	33%

Repeat	Copenhagen	Province	Denmark
Fly	197	75	272
Non fly	444	5753	6197
Total	641	5828	6469
Fly %	31%	1%	4%

All	Copenhagen	Province	Denmark
Fly	580	147	727
Non fly	591	6513	7104
Total	1171	6660	7831
Fly %	50%	2%	9%

Table 18 Split between first time and repeat visitors by destination

Repeat %	Copenhagen	Province	Denmark
Fly	34%	51%	37%
Non fly	75%	88%	87%
Total	55%	88%	83%

First time	Copenhagen	Province	Denmark
Fly	66%	49%	63%
Non fly	25%	12%	13%
Total	45%	12%	17%

Overall, 9% of those visiting Denmark on holiday fly. However, as much as 50% of those visiting Copenhagen fly, whereas only 2% of those visiting other parts of Denmark fly.

The percentage of those who fly to Denmark is much higher for first time visitors than for repeat visitors, 33% for first time visitors vs. only 4% for repeat visitors.

In Copenhagen, as much as 72% of the first time visitors fly to Copenhagen, and 31% of repeat leisure visitors fly to Copenhagen.

In the province (Denmark outside of Copenhagen) 9% of first time visitors fly, whereas only 1% of repeat visitors fly.

Obviously, airlines play a big role in attracting visitors to Copenhagen, in particular first time visitors.

Conclusions and implications

1. Some motives are significantly different between first time and repeat visitors, while others are not, within given destinations. In order to properly understand the differences between the two groups, widely different (heterogeneous) destinations such as capital and province should be analysed separately.

Some motives are largely identical for first-time and repeat visitors, within given destinations. This applies to the motive nature: Once differences in destination have been taken into account, nature is equally important to first time and repeat visitors. In other words, at the aggregated national level nature is apparently a more important motive for repeat than for first time visitors, but this is simply because there are more repeat visitors outside of Copenhagen, in the province of Denmark, where nature obviously dominates the scenery. Therefore differences in motives should be analysed within destinations.

For all three destinations in this study, VFR (visiting friends and relatives) is a significantly more important motive for repeat visitors than for first time visitors. - For those visiting Bornholm, cycling is a significantly more important motive for first time visitors than for repeat visitors.

In Copenhagen the following motives are significantly more important for repeat visitors than for first time visitors: Shopping, VFR, special events, people in general, attractions / amusements, local food, child friendliness, good/cheap transportation, theatre/music/festival, low price level. - In Copenhagen a few motives are significantly more important to first time visitors than to repeat visitors: "Other motive", art exhibition / cultural-historic sights, few tourists (not crowded).

So, the message could be: If you have not been to Denmark before, come and see the nature, and if you have been here before come and see it again. Both first time and repeat visitors appreciate nature, notably those visiting the province.

Within the three destinations defined in this paper, there are several significant differences in the motives of first time and repeat visitors: In Bornholm cycling appeals to a significantly higher percentage of first time visitors than of repeat visitors. In Copenhagen the art exhibitions and cultural/historic sights is an important motive for a significantly higher percentage of first time visitors than of repeat visitors. In the rest of Denmark the attractions / amusements are an important motive for a significantly higher percentage of first time visitors than of repeat visitors.

So, to specifically attract first time visitors to Bornholm the cycling tracks could be emphasized, i.e. cycling in the beautiful nature (sited by 94% of first time visitors), of the clean island (sited by 66%) which is also safe (sited by 56%). In Copenhagen the art exhibitions and cultural/historic sights could be emphasized to attract first time visitors in particular, but according to an absolute measurement, attractions / amusements (like Tivoli and Bakken) are even more important motives than the museums for first time visitors. Furthermore, the attractions are important not only for first time visitors, but even more important for repeat visitors. It is important to look at not only at the differences in motives between first time and repeat visitors, but also to look at the absolute importance of the different motives. To use first time vs. repeat visitors as segmentation criteria is not straightforward, since there are many facets of varying importance of the different motives of the two groups of visitors even within given destinations. In big cities like Copenhagen there is a high percentage of first time visitors, and it is an important consideration what motivates these.

2. At the aggregated national level there are big differences between the activities undertaken by first time and repeat visitors. However, things like cooking own food, relaxing, sunbathing, angling, walking, swimming, playing, golfing are all activities mainly undertaken in the province of Denmark, with has a high percentage of repeat visitors. On the other hand, activities like sightseeing, visiting attractions, eating at restaurants, attending cultural events, going out are mainly undertaken by tourists visiting Copenhagen. And Copenhagen has got a high percentage of first time visitors. Therefore, obviously, a large part of the differences between the activities undertaken by first time and repeat visitors will disappear, when controlling for destination, i.e. within given destinations there differences between the motives of first time and repeat visitors is not as great as at the aggregated national level.

Therefore, for given destinations (regions within a country) is not so relevant to segment the markets into first time and repeat visitors. However, for Copenhagen it is important to keep in mind that a large part of their visitors are first time visitors. So, for Copenhagen, and for Copenhagen only, it may be relevant to target first time users, a large part of which come by airplane. Some (additional) cooperation between airlines and the tourism marketing organisation(s) of Copenhagen could be relevant.

3. Not surprisingly, repeat visitors are more satisfied than first time visitors. Those who are not satisfied with Denmark as a holiday destination – compared with other destinations – are not coming back. However, in Bornholm and in Copenhagen, repeat visitors are not significantly more satisfied than first time visitors. In Bornholm satisfaction of first time and repeat visitors alike is significantly higher than the national average.

Since in the province of Denmark, about 90% of the tourists are repeat visitors, obviously it will be important for tourism businesses and organisations to nurse relations to the existing customers, to make them come back. Tourism businesses in Copenhagen should of course also try to nurse customer relations, only a little more selective, given the large influx of new customers, and given the limited likelihood that the customers one year will actually return the next year.

4. A rotated factor analysis of both (22) motives and (19) activities shows that the different motives tend to be grouped into the same factor as their corresponding activities. 13 factors were found.

- Four of these are oriented towards Copenhagen, the big city:
2. Seeing the city. 8. Shopping. 9. Events. 11. Bargains.
- Nine factors are more oriented towards the province:
1. Nature. 3. Taking it easy in Denmark. 4. Denmark for children. 5. Fishing. 6. Cycling. 7. Golfing. 10. Health and fitness. 12. Visiting friends and relatives. 13. Sailing.

5. Depending on destination, visitors have different motives and undertake different activities. Obviously tourists chose the destination or region within a country, which best suits their needs, taking all time and money constraints into account. Within destinations (regions within a country), some motives are significantly more important for first time visitors than for repeat visitors, whereas other motives are significantly more important for repeat visitors than for first time visitors. Finally for the remaining motives there are no significant differences between the two groups. Much of the variance between first time and repeat visitors disappear, when controlling for destination.

6. In Copenhagen 45% of visitors are first time visitors. In the province it is just 12% first time visitors and 88% repeat visitors.

It is particularly important for tourism businesses in the province of Denmark to nurse their relations to those guests who have visited them before, since they depend so much on repeat visitors.

7. 63% of first time visitors to Denmark fly. 66% of those visiting Copenhagen for the first time fly, whereas 49% of the first time visitors to the province of Denmark fly. Among those who drive by car and those who use other non-air transport to and from their holiday destination in Denmark there are as much as 87% repeat visitors.

8. There are 58% first time visitors and only 42% repeat from distant markets. On the other hand, there are at least 85% repeat visitors among the Scandinavian and Germany visitors to Denmark.

9. Among those tourists who stay at hotels, as much as 30% visit Denmark for the first time, 70% are repeat visitors. For those staying at youth hostels the split is 20 / 80. Among those tourists who stay at the remaining types of accommodation (holiday cottages, holiday centres and camping sites), there are 87-88-89% repeat visitors to Denmark.

10. Destination is certainly an important segmentation criteria. And so are type of accommodation and nationality. Depending on the scope of the organisations in question, destination may be taken for given or types of accommodation may be taken for given. Interrelations between market, type of accommodation and exist, and these should be taken into account in planning marketing activities.

References

- Chon, K. S. (1989): Understanding recreational traveler's motivation, attitude and satisfaction. *The Tourist Review*, 1, 3-6.
- Crompton, J. L. (1979). Motivations of pleasure vacation, *Annals of Tourism Research*, 6, 408-424.
- Dann,, G. M. (1981) Tourism motivations: An appraisal. *Annals of Tourism Research*, 8 (2), 189-219.
- Jang S. and Wu, C.E. (2006): Seniors' travel motivation and the influential factors: An examination of Taiwanese seniors. *Tourism Management* 27:306-316.
- Kozak, Metin (2001): Repeaters' behaviour at two distinct destinations. *Annals of Tourism Research*, Vol. 28, No. 3, pp. 784-807.
- Lehto, X.Y; O'Leary, J.T.; Morrison, A. M. (2004): The effect of prior experience on vacation behaviour. *Annals of Tourism Research*, Vol. 31, No. 4, pp. 801-808.
- Lancaster University, Centre for Applied Statistics (2007a): The Chi-Squared test, www.cas.lancs.ac.uk/short_courses/notes/intro_spss/session8.pdf, under SPSS for Windows I www.cas.lancs.ac.uk/short_courses/intro_spss.html.
- Lancaster University, Centre for Applied Statistics (2007b): Factor Analysis, www.cas.lancs.ac.uk/short_courses/notes/inter_spss/session5.pdf, under SPSS for Windows II www.cas.lancs.ac.uk/short_courses/inter_spss.html.
- Maoz, D. (2007): Backpackers' motivations: The role of culture and nationality. *Annals of Tourism Research*, 34(1), 122-140.
- Pearce, P. L. (1993): Fundamentals of tourist motivation. In D. G. Pearce and R. W. Butler (Eds.) *Tourism Research: Critique and Challenges* (pp. 113-134). London: Routledge.

Appendix – Details for

Table 10

Important for, percent	First time	Repeat	Total	First time	Repeat	Total	First time	Repeat	Total
	Bornholm	Bornholm	Bornholm	CPH	CPH	CPH	Rest of DK	Rest of DK	Rest of DK
37.People in general	41%	49%	48%	35%	46%	41%	29%	50%	47%
37.Safe place to stay	56%	62%	61%	43%	45%	44%	49%	63%	61%
37.Visit friends/family	6%	22%	20%	16%	29%	23%	14%	27%	25%
37.Special events	16%	8%	9%	8%	21%	15%	12%	11%	11%
37.Good/cheap means of transportation	19%	8%	9%	23%	29%	26%	24%	25%	24%
37.Pricelevel/inexpensive	9%	5%	6%	6%	11%	9%	19%	23%	22%
37.Few tourists	25%	19%	19%	11%	8%	9%	22%	22%	22%
37.Nature (beach, forest)	94%	93%	93%	26%	26%	26%	78%	81%	80%
37.Child friendly	38%	39%	39%	9%	17%	13%	50%	45%	46%
37.Clean country	66%	64%	64%	38%	37%	37%	62%	65%	64%
37.Attractions/amusements	38%	49%	48%	48%	56%	53%	49%	35%	37%
37.Shopping	13%	16%	16%	27%	44%	37%	26%	31%	30%
37.Theatre/music/festival	3%	4%	4%	9%	14%	11%	5%	5%	5%
37.Art exhibition/cultural-historic sight	47%	43%	44%	43%	36%	39%	22%	20%	20%
37.Possibility of activities	41%	45%	45%	25%	31%	28%	40%	41%	41%
37.Possibility of spa, health, fitness	9%	1%	2%	3%	3%	3%	6%	5%	5%
37.Possibility of golfing	3%	7%	7%	2%	2%	2%	3%	7%	6%
37.Possibility of bicycling	59%	39%	40%	11%	12%	11%	18%	21%	21%
37.Possibility of angling	9%	8%	8%	1%	3%	2%	11%	15%	15%
37.Possibility of yachting	9%	4%	4%	4%	4%	4%	3%	4%	4%
37.Possibility of enjoying Danish food	41%	29%	30%	32%	41%	37%	28%	34%	33%
37.Other motive	16%	16%	16%	48%	38%	43%	27%	27%	27%
Number of respondents, typically	32	334	366	529	640	1169	799	5492	6291

Significance tests

	Under 5	Min.expect.	Chi-square	Significance	Chi-square	Significance	Chi-square	Significance
	Bornholm	Bornholm	Bornholm	Bornholm	CPH	CPH	Rest of DK	Rest of DK
37.People in general	0	15,48	0,840	0,359	13,608	0,000	122,188	0,000
37.Safe place to stay	0	12,33	0,404	0,525	0,719	0,397	53,229	0,000
37.Visit friends/family	0	6,47	4,242	0,039	28,651	0,000	63,500	0,000
37.Special events	1	2,89	1,867	0,172	37,674	0,000	0,007	0,935
37.Good/cheap means of transportation	1	2,97	3,724	0,054	5,272	0,022	0,287	0,592
37.Pricelevel/inexpensive	1	1,84	0,858	0,354	7,752	0,005	5,086	0,024
37.Few tourists	0	6,21	0,704	0,402	4,223	0,040	0,286	0,605
37.Nature (beach, forest)	1	2,10	0,005	0,941	0,044	0,834	2,736	0,098
37.Child friendly	0	12,33	0,016	0,901	14,718	0,000	5,374	0,020
37.Clean country	0	11,45	0,031	0,861	0,212	0,645	1,635	0,201
37.Attractions/amusements	0	15,21	1,418	0,234	6,888	0,009	62,507	0,000
37.Shopping	1	4,98	0,252	0,616	35,880	0,000	6,888	0,009
37.Theatre/music/festival	1	1,31	0,085	0,771	7,290	0,007	0,255	0,614
37.Art exhibition/cultural-historic sight	0	13,99	0,142	0,706	6,141	0,013	2,321	0,128
37.Possibility of activities	0	14,25	0,217	0,641	5,459	0,019	0,791	0,374
37.Possibility of spa, health, fitness	1	0,61	10,409	0,001	0,017	0,897	0,612	0,434
37.Possibility of golfing	1	2,23	0,841	0,359	0,284	0,594	19,717	0,000
37.Possibility of bicycling	0	12,94	5,221	0,022	0,180	0,671	4,950	0,026
37.Possibility of angling	1	2,62	0,065	0,799	2,079	0,149	11,563	0,001
37.Possibility of yachting	1	1,40	2,100	0,147	0,173	0,677	1,543	0,214
37.Possibility of enjoying Danish food	0	9,53	1,972	0,160	9,812	0,002	9,599	0,002
37.Other motive	0	5,25	0,015	0,902	12,640	0,000	0,003	0,954