

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

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This paper focuses on ...

differences in

- motives,
- activities and
- satisfaction among

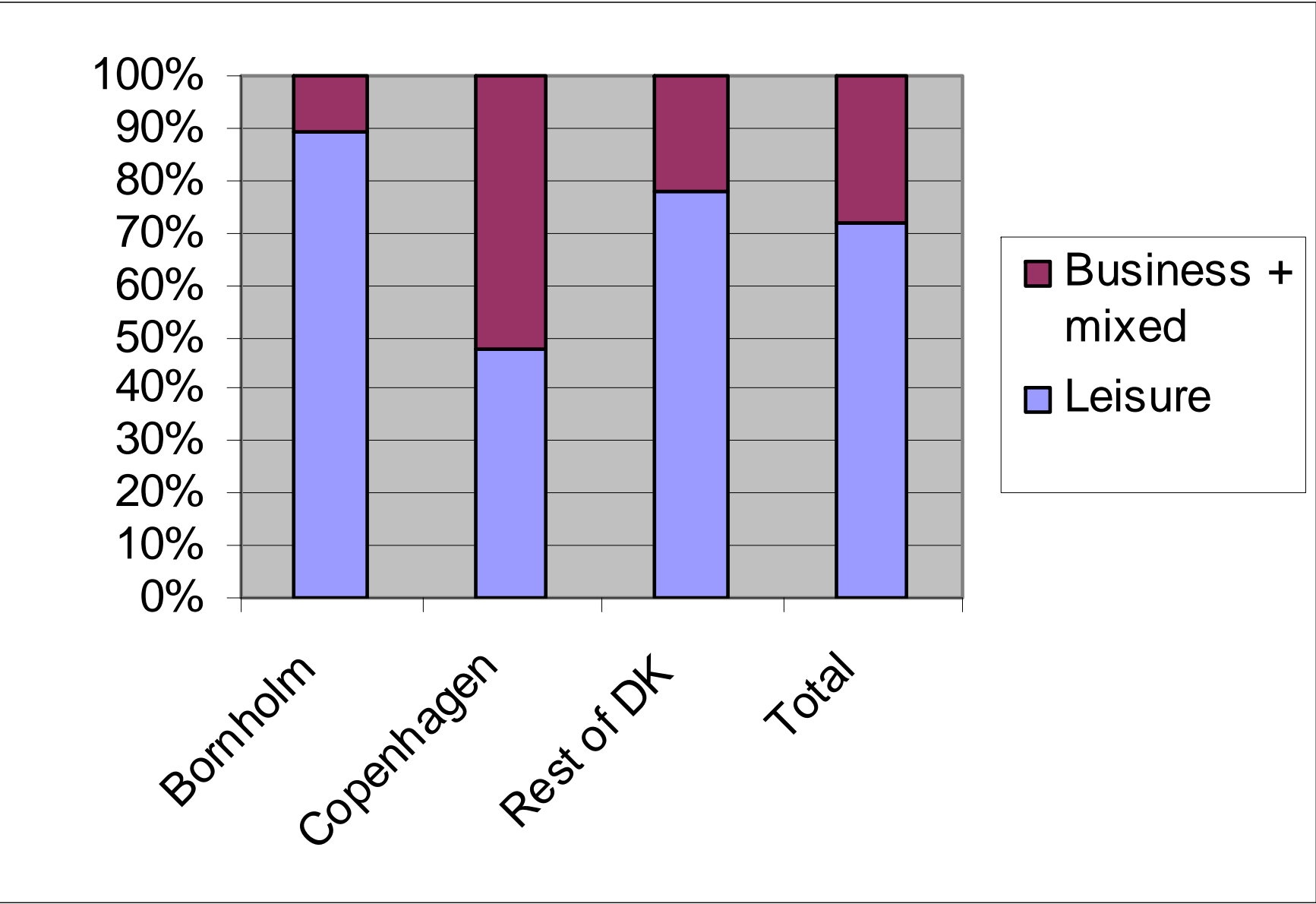
first time and **repeat** leisure visitors to Denmark,
depending on

- destination (region in Denmark),
- type of accommodation and
- market (country of origin).

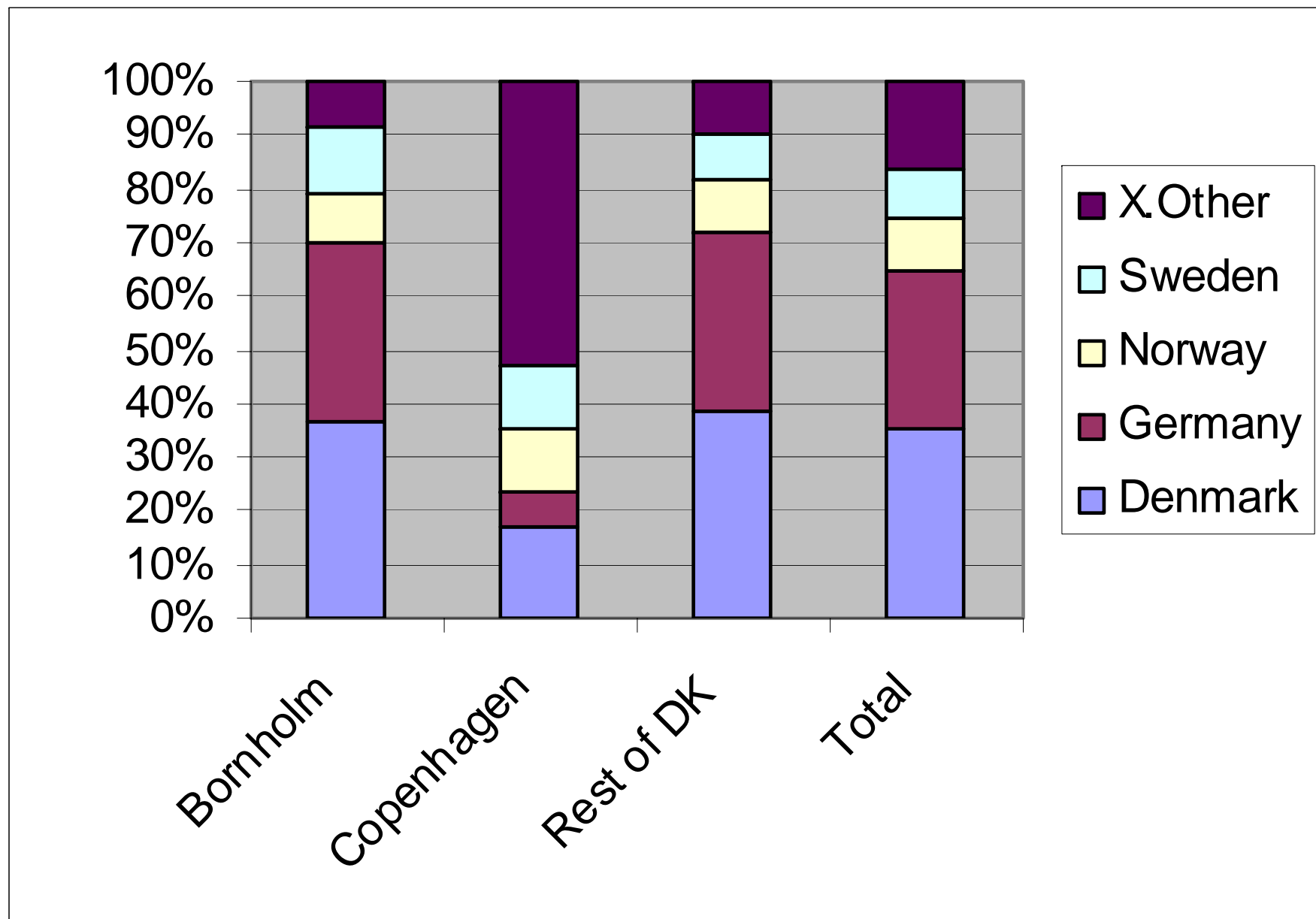
Hypotheses

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 be 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.

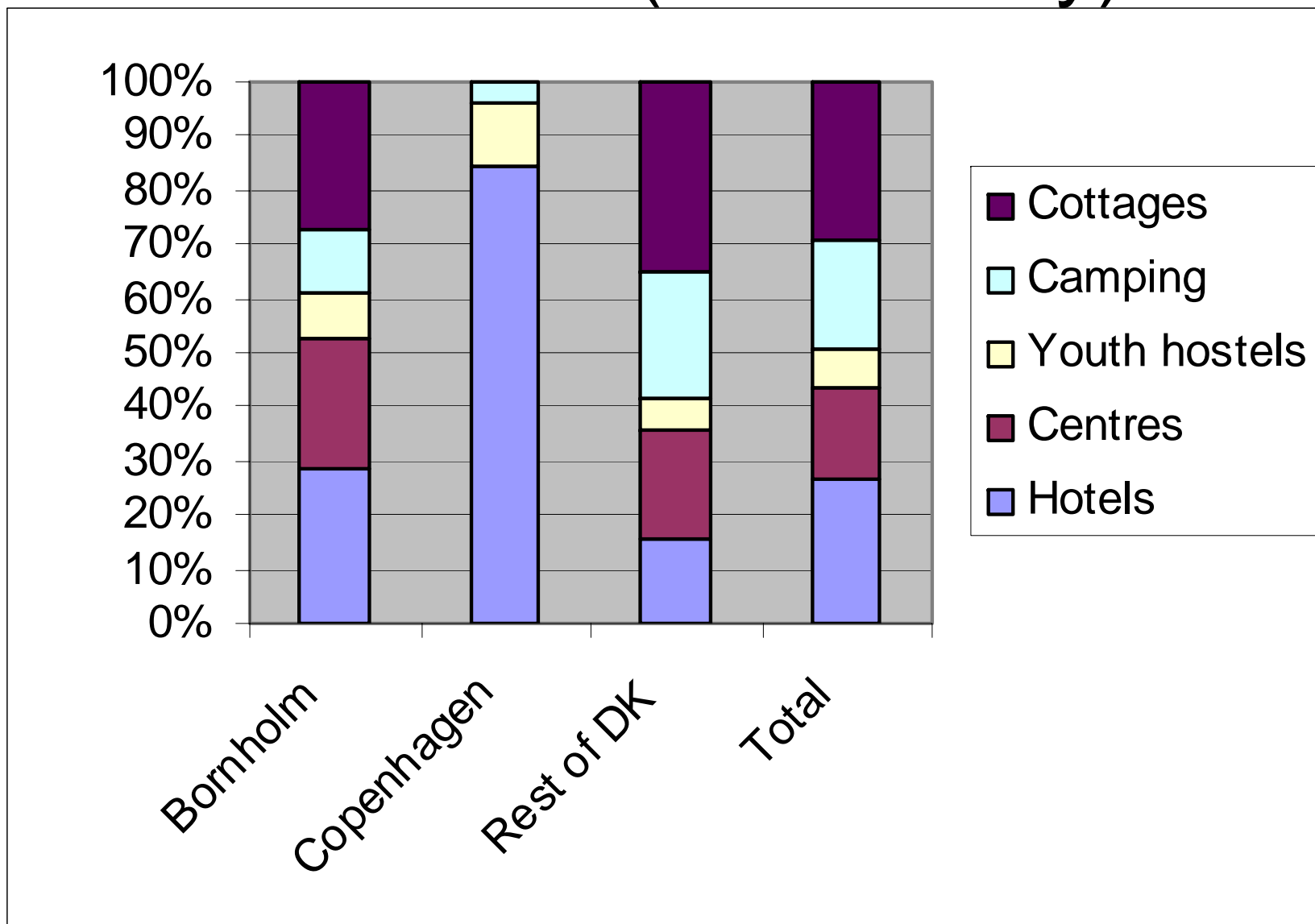
Leisure vs. business visitors



Main markets by destination (leisure only)



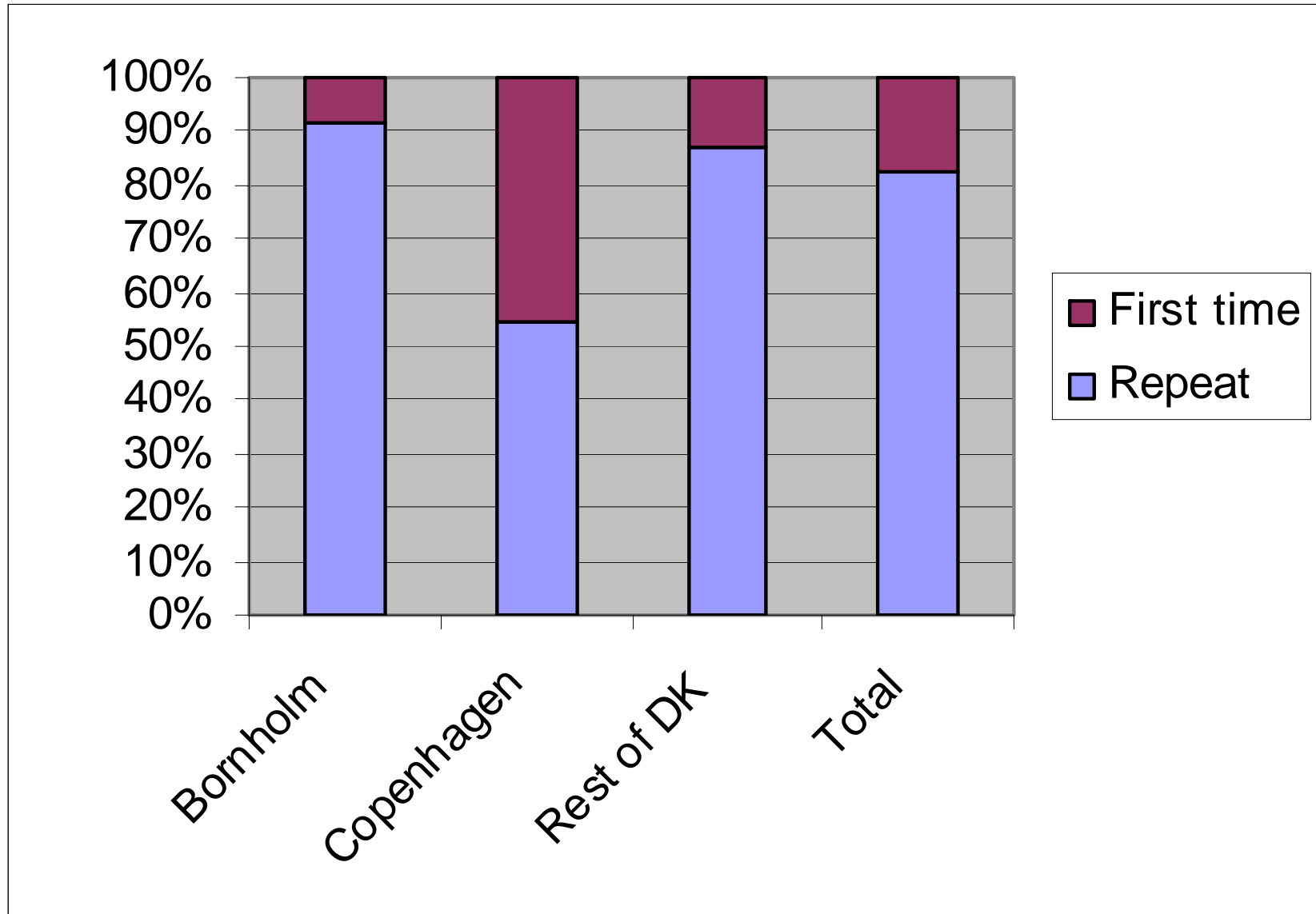
Type of accommodation by destination (leisure only)



Percentage of repeat visitors in different types of accommodation by destination

	Bornholm	CPH	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%

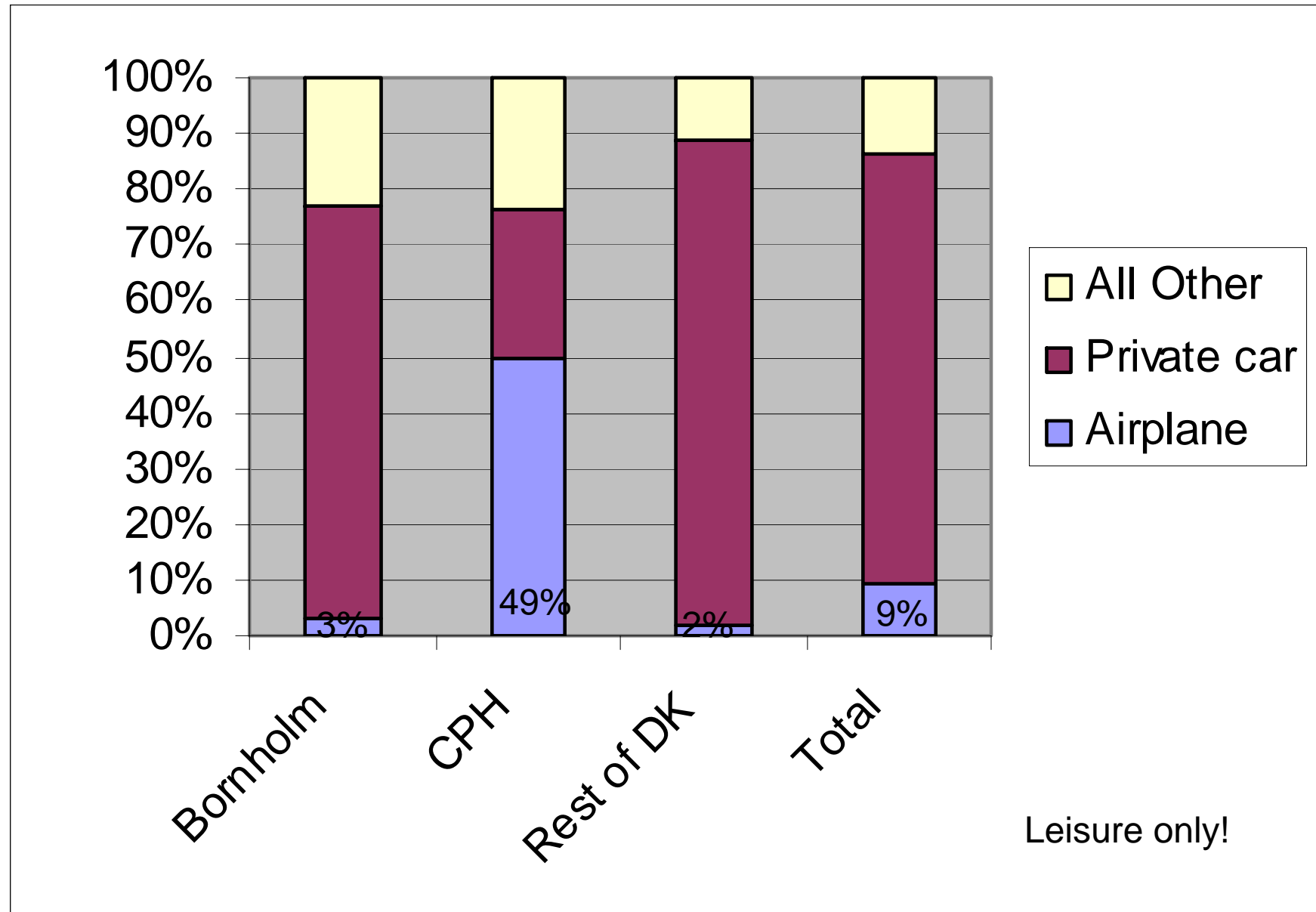
First time or repeat leisure visitors by destination



Repeat visitors by market and destination in Denmark (%)

	Bornholm	CPH	Rest of DK	Total
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%

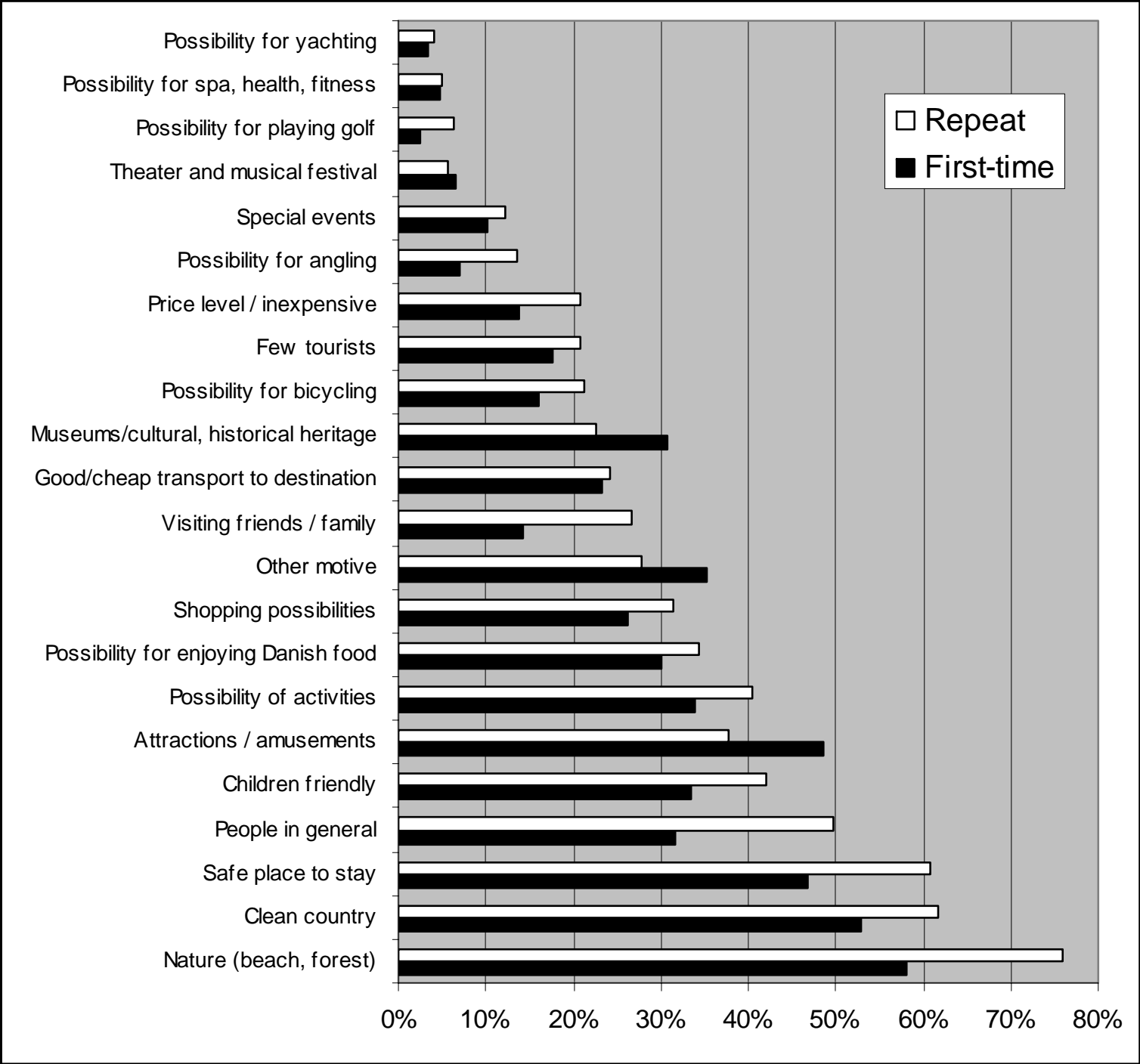
Means of transport by destination



Motives for repeat visitors and first-time visitors

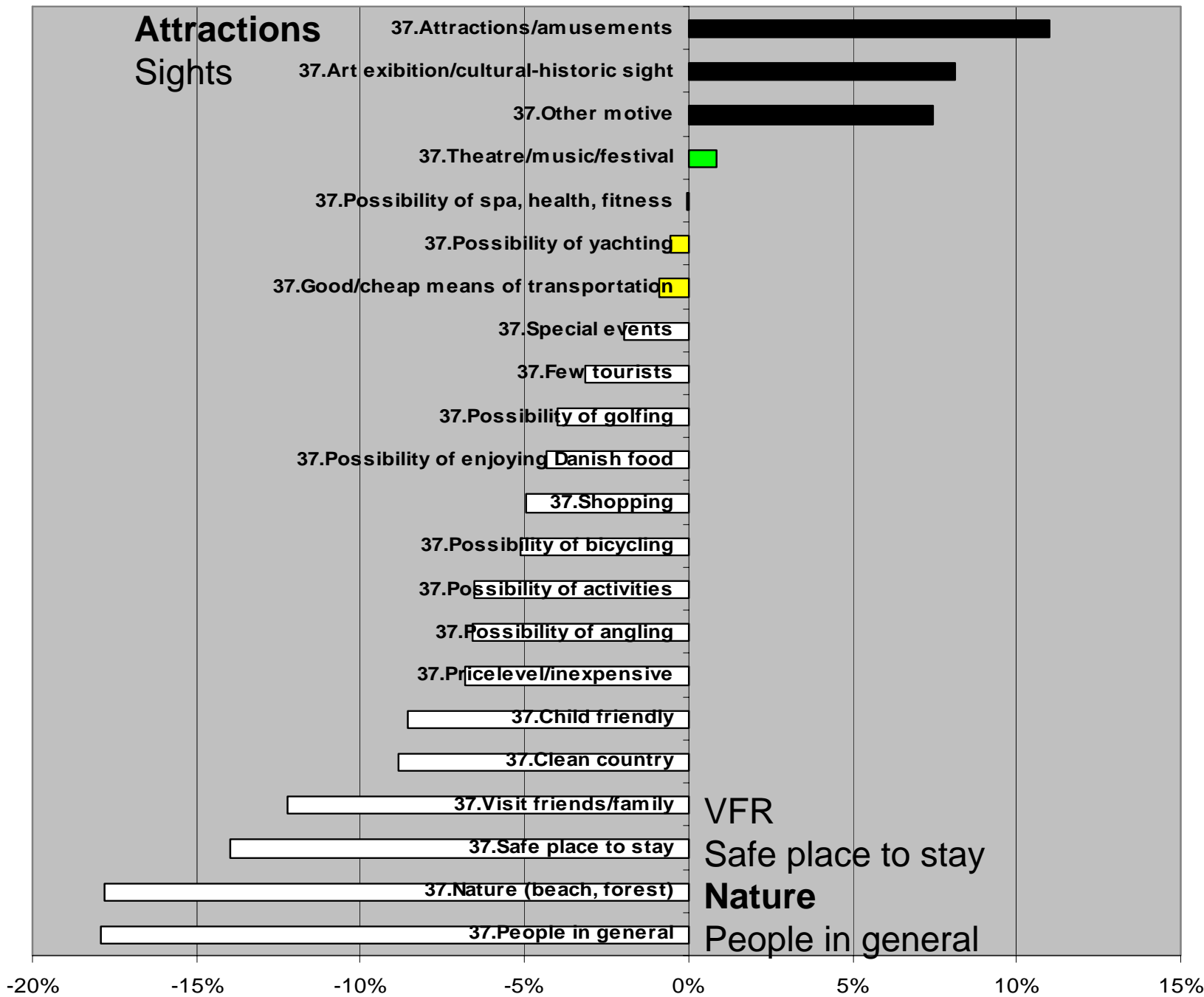
Differences in motives for repeat visitors and first-time visitors

- Graphs: See next two slides



Attractions

Sights



VFR
Safe place to stay
Nature
People in general

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

	Bornholm	CPH	Rest of DK	Total
First time	94%	26%	78%	58%
Repeat	93%	26%	81%	76%
Total	93%	26%	80%	73%

Surprise, surprise: No difference between first-time and repeat visitors – to Bornholm and CPH - when controlling for destination. Insignificant difference in the rest of DK.

Attractions/amusements as a motive by destination and first time or repeat, leisure

	Bornholm	CPH	Rest of DK	Total
First time	38%	48%	49%	49%
Repeat	49%	56%	35%	38%
Total	48%	53%	37%	40%

Surprise, surprise 2: Both on Bornholm and in CPH, repeat visitors are actually coming for the attractions to an even higher extent than first-time visitors.

Next slide shows:

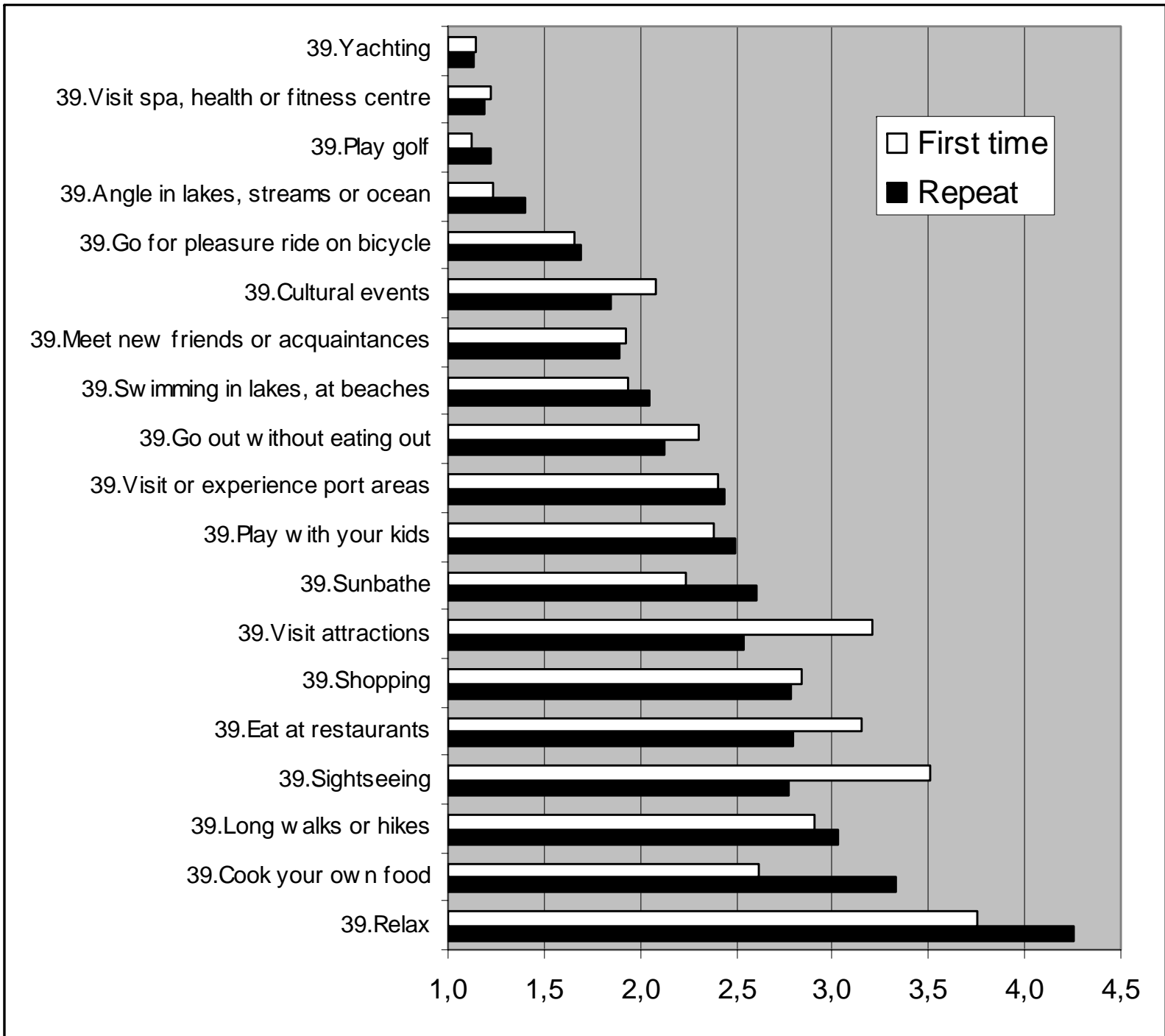
Percentage of repeat visitors minus
percentage of first time visitors
citing certain reasons for coming
- by destination

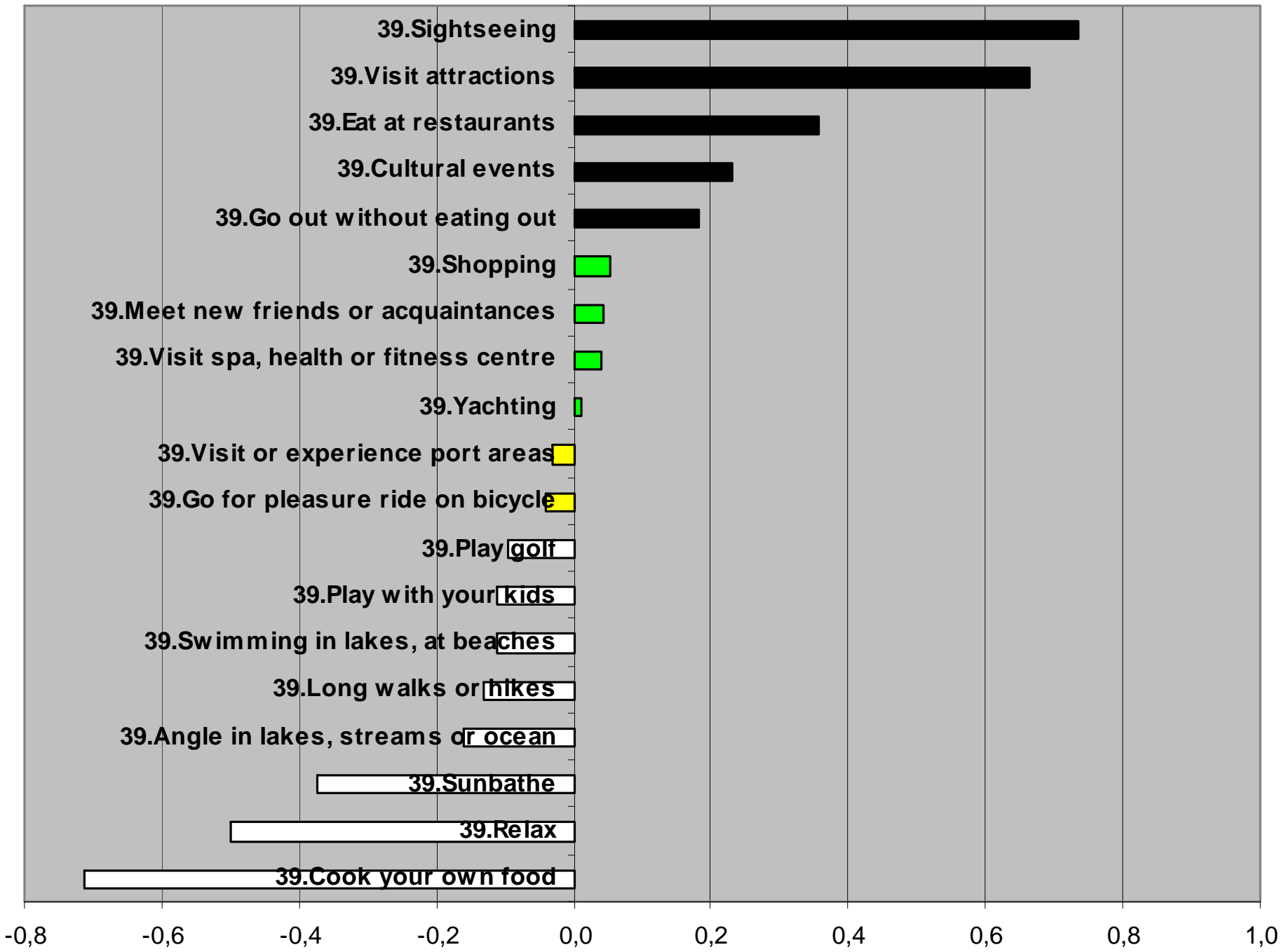
Differences shown in bold are significant.

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

Activities by repeat visitors and first-time visitors

.... - and differences in activities, by destination





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

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

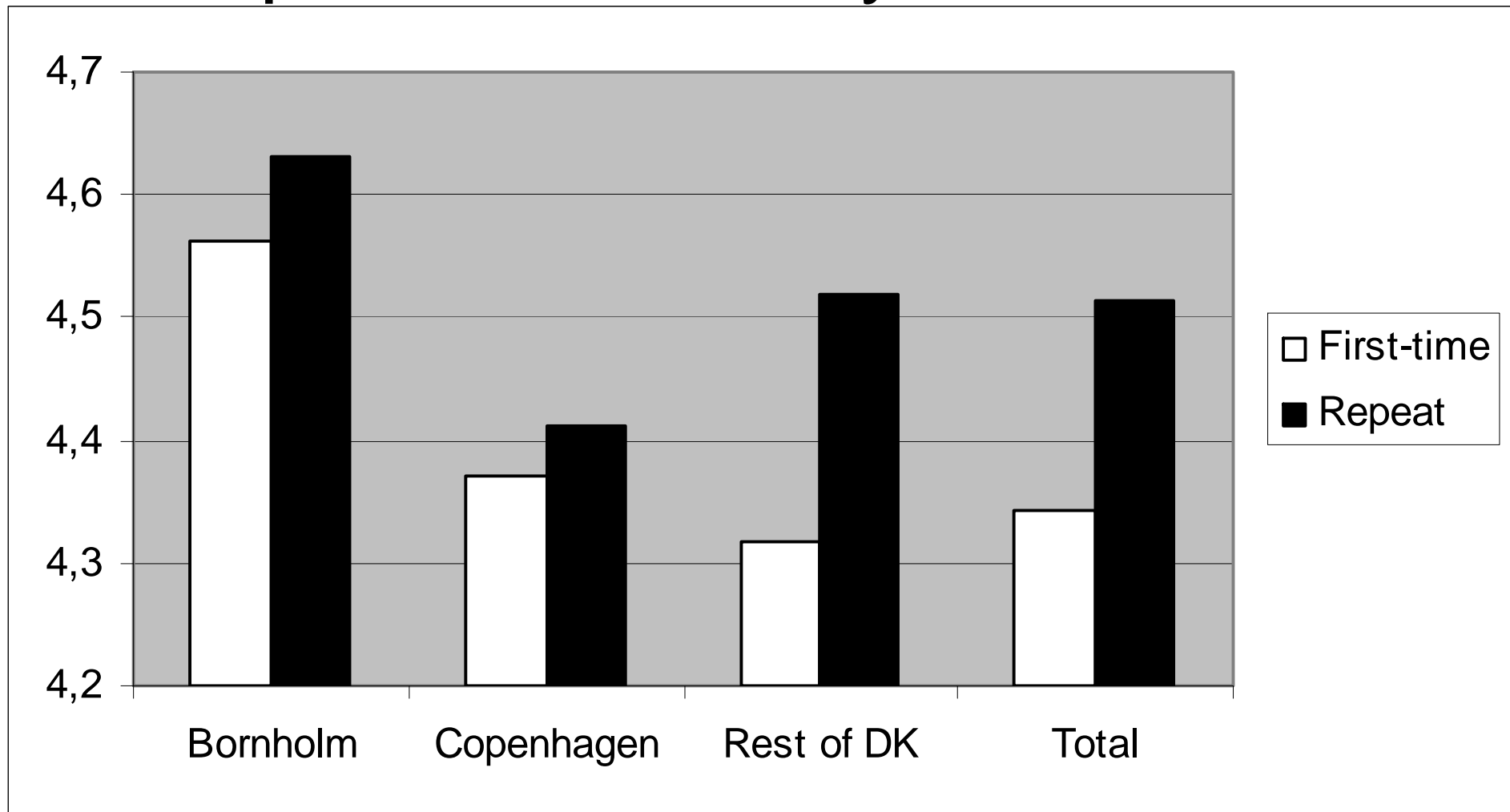
- 1. Nature**
- 2. Seeing the city**
- 3. Taking it easy**
- 4. For Children**
- 5. Fishing**
- 6. Cycling**
- 7. Golfing**
- 8. Shopping**
- 9. Events**
- 10. Health**
- 11. Bargain hunting**
- 12. VFR, visiting friends and relatives**
- 13. Sailing**

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.

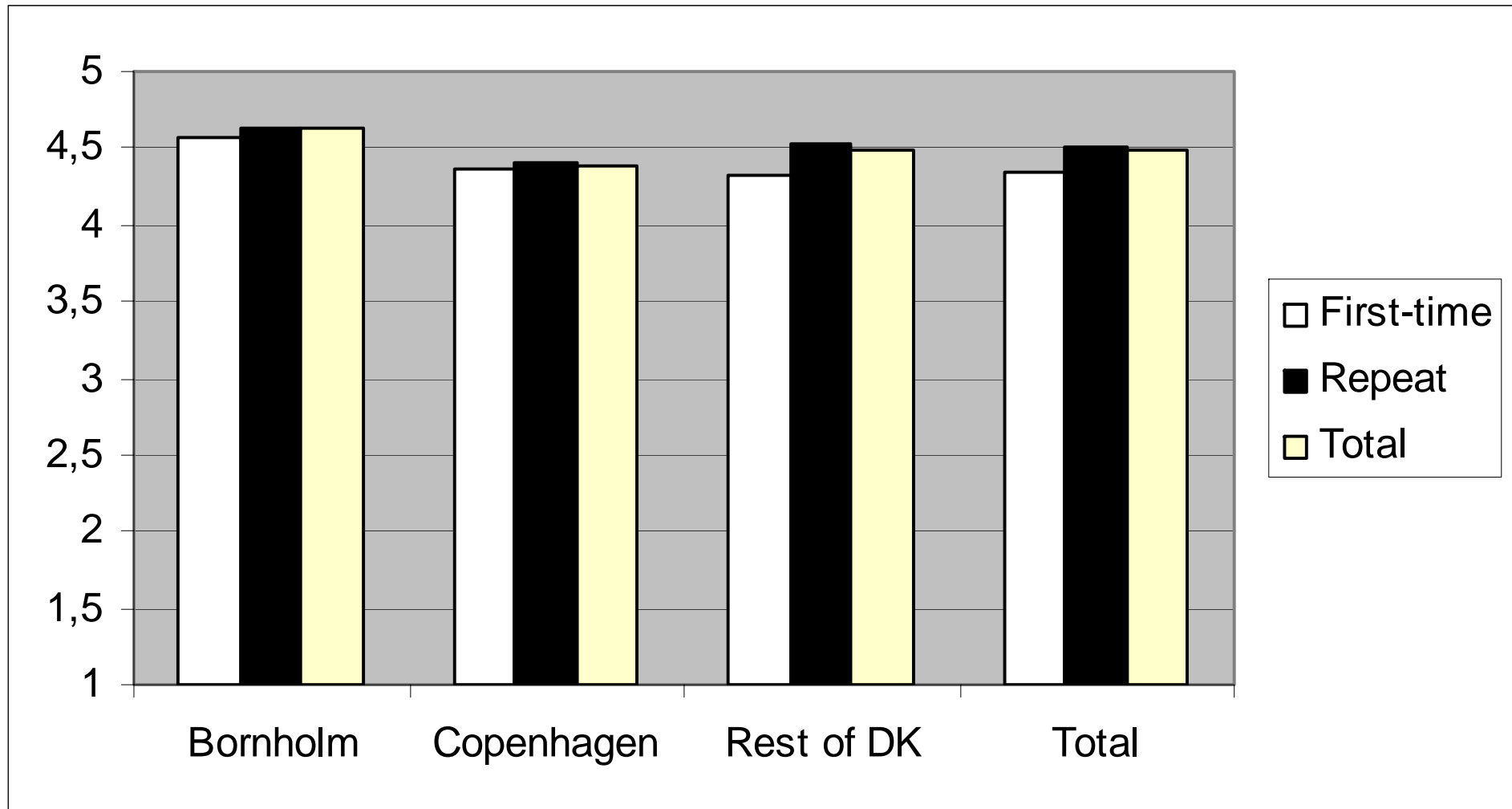
Satisfaction of first-time and repeat visitors - by

- **Destination**
- Type of accommodation
- Market

Satisfaction of first-time and repeat visitors – by destination



Satisfaction of first-time and repeat visitors – by destination



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

	First-time	Repeat	Total	Difference	Sig. (2-tailed)
Bornholm	4,563	4,632	4,626	0,069	0.525
CPH	4,372	4,413	4,394	0,041	0.371
Rest of DK	4,317	4,518	4,493	0,201	0.000
Total	4,344	4,514	4,484	0,17	0.000

Insignificant difference in the satisfaction of first-time and repeat visitors
- on Bornholm and in Copenhagen

Mean over-all satisfaction of first-time vs. repeat visitors, by type of accommodation

Insignificant difference in the satisfaction of first-time and repeat visitors
- in youth hostels

But for types of accommodation repeat visitors ARE significantly more satisfied than first-time visitors.

Mean over-all satisfaction of first-time vs. repeat visitors, by market

Insignificant difference in the satisfaction of first-time and repeat visitors
- from Denmark (almost all are repeat)

But for other markets repeat visitors ARE significantly more satisfied than first-time visitors.

Conclusion

The study highlights the many facets of the first-time vs. repeat visitors, with respect to motives, activities and satisfaction, depending destination, type of accommodation and market.

To split the market into first-time and repeat visitors is only a secondary segmentation criteria. The main segmentation criteria remain market, type of accommodation and destination.