

# Eurovision Song Contest 2014

## Tourist economic impact analysis

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## Preface

The Eurovision Song Contest 2014 (ESC) was hosted by Copenhagen in May 2014 with great success. The ESC 2014 sets new standards for television design, light, technology and production. The Danish Broadcasting Corporation (DR) created a magnificent show for the audience and the thousands of TV viewers. The choice of venue in the old B&W shipyard was one of the most ambitious, creative and brave decisions made in Eurovision history. And the winner Conchita Wurst from Austria paved the way for a new and united Europe. But how about the benefit for Copenhagen and Denmark in terms of tourism turnover and media coverage?

This analysis looks at the tourism impacts of the ESC 2014, focusing on the tourism economic impacts, the press coverage generated from the event as well as visitors' and citizens' perception of the event. Furthermore, the analysis gives a discussion of possible long-term benefits on tourism in Copenhagen and Denmark.

## About the report

This impact analysis has been carried out by Wonderful Copenhagen's department of Research and Business Development commissioned by Oresund Event Center. The main purpose of Oresund Event Center is to promote sustainable economic growth and increased marketing of the Oresund Region. This is achieved by supporting and servicing the existing event organisations on both sides of the Oresund. The Oresund Event Center and hence this analysis is supported by the European Regional Development Fund under the European Union, as part of the Interreg IV A-program.



## Content

2	Preface	76	Appendix 1: Social media analysis
4	Main conclusions		
6	Discussion & recommendations		
9	Purpose of the analysis		
10	Analysis design and methodology		
11	Methodology		
13	Tourism economic effects		
20	Other potential benefits		
25	Audience survey		
36	Citizens survey		
46	Media analysis - Danish Press		
55	Media analysis - International Press		
62	Other facts & figures		
65	Press survey		

## Tourism economic impacts

- A total tourism economic turnover of approximately 123 million DKK was generated by the ESC in Denmark, hereof 117 million from international visitors.
- A total of approximately 39,000 individual visitors (including delegations and press but excluding VIPs, sponsors, free ticket holders, etc.) attended the nine shows. Of these 17,000 were international visitors.
- A total of approximately 87,000 bednights were generated by ESC, hereof approximately 51,000 hotel bednights in Copenhagen and the surrounding area.
- The derived effects generated by the event calculated to 139 jobs (FTE)\*, and 39 million in tax revenue.

## Satisfaction and perception among the audience and local citizens

- The audience were overall satisfied with the ESC. On a scale from 1 to 5 the overall satisfaction scored a total of 4.17. The audience were most satisfied with the ESC stage and the shows' visual expression (4.80), and least satisfied with the area outside the venue - the 'Eurovision Island' (2.7).
- Overall strong support from local citizens to ESC. Citizens felt that the ESC was managed professionally and was well organised. Over half (58%) agreed that it made them proud that ESC was hosted by Copenhagen.
- Overall also positive attitude among both the audience and the local citizens to the outreach program. 64% of the audience attended the outreach program.

\*FTE = Full time equivalent

## Media coverage

- The total number of TV viewers around the globe amounted to 195 million reported by EBU (European Broadcasting Union). The highest ever in the history of ESC, also compared to the previous show in Malmö, which reached 173 million viewers.
- The total amount of relevant international online articles about ESC and Copenhagen amounted to 23,591, published in the period start April to end May 2014. Most articles were published in Germany followed by USA and Sweden. The majority of articles (31%) had a positive content. 42% were neutral in their reporting.
- In total 1,092 articles (both print and online) regarding the ESC and Copenhagen were published in the Danish press in the period 2<sup>nd</sup> September 2013 to 17<sup>th</sup> may 2014. The overall tone in the media was both positive (37%) and negative (24%). The negative press was mainly concerning questions of exceeding budget at the end of the period monitored.
- There was high activity on the different social media, showing a considerable increase in hits concerning ESC and Copenhagen on different markets and globally.

## Long term impacts

- The audiences' interest in visiting Copenhagen again was quite high (60% will definitely return and 22% will probably visit Copenhagen again). The willingness to recommend Copenhagen to family and friends was also high (69% will definitely recommend Copenhagen to friends and family). This combined with the positive international media coverage and record high number of TV viewers is expected to have a positive impact on the number of future visitors to Copenhagen.

## Events contribute to a more attractive city

- It is difficult to establish whether hosting the ESC paid off for Copenhagen and Denmark both short and long term, partly because it is difficult to measure the long term impacts, partly because it is difficult to access the total direct and indirect costs of producing the event. However, perhaps the questions should be what if Copenhagen did *not* attract and host big events? Indeed the support from the local citizens to the ESC and similar events (results from other event studies) suggest that events - both cultural and sport events - create life and atmosphere in a city and ultimately make a city more fun to live in and hence visit, resulting in increased tourism.

## Better communication of the storytelling

- The storytelling about the old shipyard 'B&W-hallerne' and the maritime theme, emphasized by the venue being on an island, did not seem to communicate very well according to the results from the audience and the press surveys. Although both DR, EBU and Host City Copenhagen believed the choice of venue, was both creative and well suited for a maritime nation, some members of the audience and press did not share the same view. The roughness of the island did not suit everybody's taste, and many described the area as ugly and looking like an industrial area. It was certainly not clear to everyone that it was supposed to have a rough/maritime feel to it.
- This was made worse by the fact that the transport logistics were a challenge especially for people like the press which had to visit the island every day. Furthermore, some believed the Island and the area outside the area did not quite deliver what was promised. The party atmosphere on the area outside the area was lacking.

- Nevertheless, once inside the area there was no end to the praise from the audience etc. DR created a magnificent show for the audience and the millions of TV viewers and most definitely set new standards for television design and production of the ESC.

## More consistent and better crowd management and transportation

- Crowd management could have been better at the venue. Only one exit gate created long queues. Furthermore, unclear and varying security rules resulted in frustrations among repeat visitors.
- Transport to the island was no doubt a challenge, especially for the press but also for the audience at peak periods. This was likely made worse by the fact that the weather was bad (raining).

## Exploit the Oresund potential

- There is great potential in getting visitors to visit both Denmark and Sweden whilst being on holiday in the region. As many as 90% of the audience at the ESC believed it was an obvious opportunity to visit two countries during the same holiday. However, for this to be exploited incentives or 'reasons to go' need to be developed, e.g. joint marketing campaigns, discounts on the Oresund Bridge, cross Oresund events etc.

## Increased accommodation supply

- The audience survey showed, perhaps surprisingly, that almost one quarter of the bednights during the ESC were in 'private rental/B&B/AirB&B'. The increase in private bednights in particular AirB&B is a general trend in European cities and contributes to a broader and increased accommodation supply, which can help attract different visitor segment e.g. low budget and youth travelers.



## Purpose

The purpose and focus area of the impact analysis has been:

- To determine tourism economic impacts (turnover, job creation, tax and gross profit) of the ESC.
- To measure the overall event perception and satisfaction among the audience at the ESC.
- To measure the attitude and perception of the event among the citizens of the Capital Region of Copenhagen and Scania (Sweden).
- To provide a quantitative and qualitative assessment of the Danish press coverage of the event as well as a quantitative assessment of the international online media coverage.
- To get an indication of the long-term impacts on tourism in Copenhagen and Denmark.

To fulfil the purpose of the impact analysis, a total of four analyses were carried out:

- 1. Survey among the audience**
- 2. Survey among citizens in Capital Region of Copenhagen and Scania**
- 3. Media coverage analysis**
- 4. Survey among the accredited press**

The results of the surveys among the audience and the accredited press are used as inputs in the regional input-output model LINE. LINE is used to calculate the tourism economic turnover and derived impacts of the event (see also section on Methodology).

LINE is operated jointly by VisitDenmark, Danish Enterprises and Construction Authority and the National Labour Market Authority.

## Part 1. Audience survey

- Methodology: Online questionnaire survey.
- E-mail addresses were collected among a representative no. of audience at five of the total of nine ESC TV shows.
- In total 1,585 respondents completed the survey, representing a response rate of 51%. The data collection was carried out by CEM Institute/Voxmeter.

## Part 2. Citizen survey

- Methodology: Online panel questionnaire survey among a representative number of citizens in the Capital Region of Copenhagen and Region Scania.
- In total 540 Swedish and 538 Danish respondents completed the survey.
- Data collection was carried out using Nordstat's panels in Denmark and Sweden.

## Part 3. Media analysis

- Methodology Danish Press: Monitoring Infomedia A/S' media database, using the words: Copenhagen and Eurovision Song Contest (in Danish).
- All articles were analysed and categorised according to name and type of media, theme, stakeholder, source and an evaluation of content (from -2 to +2).
- Methodology International Press (excluding Danish press): search results from the online search tool Meltwater News. No television, radio or printed media was monitored.

## Del 4. Press survey

- Methodology: Combination of online questionnaire survey and face to face interviews with the international media and press covering ESC. In total 87 respondents completed the questionnaire.
- E-mail addresses were collected from a Newsletter sent to the media during ESC. Furthermore 58 face to face interviews with members of the press were conducted.

## Methodology & limitations

This report is a Tourist Economic impact analysis and as such the aim is to quantify the economic spending of visitors (tourists, delegates and press) during ESC 2014.

*In other words; The analysis aims to determine just how much money visitors spent in Copenhagen during ESC and where the money went.*

The tourist economic impact analysis follows a well established methodology based on quantitative *in situ* survey (“How much money did you spend during your stay”) followed by calculations by use of indicators and key values from macro economic models in order to determine the job effect and tax revenue. See link <http://bit.ly/1yd7vot> for the methodology applied.

The Macro Economic Models used, in order to calculate the derived impacts from the increased (tourism) demand due to ESC, is the regional input-output model LINE. It is important to note, that Tourist Economic Impact Analysis does *not* include all costs of hosting an event.

Tourist impact analysis is often – and sometimes rightfully - criticized for not considering the production costs of the event nor the often hidden cost for public services (such as policing and public services).

Therefore it is difficult to conclude with this analysis whether or not ESC was worth the money for the Capital Region of Copenhagen (incomes bigger than cost). Instead, the analysis simply quantifies the tourism business that the event brought in.

In addition a discussion of the long term and more intangible impacts of the ESC event is presented.

The result is hence not a full cost benefit but merely a more holistic discussion of the value and long term effects of this event for the host city of Copenhagen.

## Displacement effects?

The model (LINE) used to calculate the derived effects does not take into account the displacement effect (crowding out effect), the event might have had on other tourists during the event period.

It can be assumed that there has been a certain displacement effect during the event, as tourists (leisure and business) might expect the city to be fully booked or too expensive.

However, there are a number of reasons why one can assume that the displacement effect has been limited:

- Hotel capacity in Copenhagen has increased extensively in recent years. ESC can by no means fill all hotels in Copenhagen in the period. Hotel capacity in Greater Copenhagen as of April 2014 is 16,800 rooms. Nevertheless, as can be seen from the table 1.1 occupancy levels in May generally lies in the mid 70'es in Copenhagen city, hence, occupancy levels close to 'full occupancy' might be

expected during the ESC week in the city center, but not in the region or in Malmö.

- Copenhagen has in recent years seen a big expansion of AirB&B. This has increased the total accommodation capacity in Copenhagen. The results from the Audience surveys show that 23% of respondents stayed at 'private rental/B&B/AirB&B'.
- Tourists and/or companies who have searched for hotels during this period and not found a suitable hotel, will typically look at a different time when the relation between price and availability of hotels is more suitable. This applies at all times of the year for all major cities that there are peak periods.

**Table 1.1 - Occupancy in % May 2010, 2011, 2012, 2013**

	May 2010	May 2011	May 2012	May 2013
Capital Region of Copenhagen	65	69	69	70
Copenhagen city	72	77	76	78
Suburbs of Copenhagen	54	64	66	68

Source: Statistics Denmark



### Introduction

This part of the report describes the findings of the tourism economic analysis of the ESC. The purpose of the analysis is to document and quantify the tourism spending the event brought to the Capital region of Denmark.

The analysis will determine the total amount of additional expenditure generated by visitors from outside the host region, as a direct consequence of staging the ESC, as well as measure the derived impacts such as employment, gross value added and tax revenues.

In the next section 'Other potential benefits' the possible long-term impacts and more intangible impacts of the ESC (not quantified) is described.

### Main results

- A total tourism economic turnover of approximately 123 million DKK was generated by the ESC in Denmark, hereof 117 million from international tourists.
- A total of approximately 39,000 individual visitors (including delegations and press but excluding VIPs, sponsors, free ticket holders, etc.) attended the nine shows. Of these 17,000 were international visitors.
- A total of approximately 88,000 bednights were generated by ESC, hereof approximately 51,000 hotel bednights in Copenhagen and the surrounding area.
- The derived effect generated by the event amounted to 139 jobs (FTE), and 39 million in tax revenue.

### Number of visitors

ESC attracted a live audience of approximately 36,300 individual visitors at the nine ESC shows. Added to this the number of visitors from the delegations and the media/press a total of 39,000 visitors were reached. Of these approximately 16,000 were locals. A total of 44% were international visitors.

**Table 1.2 - Number of individual audiences, delegations and media**

	Danish (locals)	Danish non locals	International	Total
Audience*	15,995	5,943	14,416	<b>36,354</b>
Delegations			1,182	<b>1,182</b>
Media/press			1,523	<b>1,523</b>
Total	15,995	5,943	17,121	<b>39,059</b>

Source: List of ESC tickets sold, DR, EBU, Audience survey and DIS Congress Service A/S

\* Excluding audience with VIP/complimentary tickets

### Number of bednighths

The ESC generated a total of approximately 86,000 bednighths, of these 82,000 were international bednighths. Approximately 3,000 of the international bednighths were spend in Sweden.

Approximately 51,000 were hotel bednighths in Copenhagen and the surrounding region. The results from the Audience survey shows that 52% of the audience stayed in hotels.

**Table 1.3 - Number of bednighths**

	Danish bednighths	International bednighths	Total bednighths
Audience*	5,173	53,095	<b>58,268</b>
Delegations/Officials /Staff		15,819	<b>15,819</b>
Media/press		12,946	<b>12,946</b>
Total bednighths	5,173	81,859	<b>86,032</b>

Source: List of ESC tickets sold, DR, EBU, Audience survey and DIS Congress Service A/S

\*Hereof app. 3,000 bednighths located in Sweden (6%)

# Tourism economic impact analysis

## - Spending and length of stay

### Audiences' average spending and length of stay

Average daily spending for non local Danes staying overnight was 935 DKK (125 EURO) and they had an average length of stay of 2.5 nights.

For international visitors (audience) staying overnight the average daily spend was 1,282 DKK (171 Euro), with an average length of stay of 4.3 nights.

In general, international visitors had a higher average spending than non-local Danish visitors, as they choose commercial accommodations to a higher extend than their Danish counterparts.

Visitors (audience) not staying overnight had on average a daily spending of 292 DKK (39 Euro) for non-local Danes and 345 DKK (46 Euro) for international visitors.

Average length of stay for visitors not staying overnights equals average event days i.e. number of shows attended.

**Table 1.4 - Audiences' average spending, length of stay and tourism turnover**

	No. of tourists*	Ave. daily spend**	Ave. length of stay***	Tourism turnover (DKK)
Danes with overnight stays	2,069	935	2.5	<b>4,836,058</b>
Danes without overnight stays	3,874	292	1.2	<b>1,313,657</b>
Int. with overnight stays****	12,348	1,282	4.3	<b>68,062,077</b>
Int. without overnight stays	2,069	345	1.3	<b>955,757</b>
<b>Total</b>	<b>20,359</b>	<b>1,147</b>	<b>3.2</b>	<b>75,167,549</b>

Source: List of ESC tickets sold, Audience survey

\*Individuals

\*\*Excluding cost of tickets

\*\*\*Average length of stay for tourist without overnight stays equals ave. event days

\*\*\*\*Including turnover generated from 3,000 bednights in Sweden (app. 1.7 million DKK)



### Delegates', media/press' and Officials' average spending, length of stay

In many cases the delegations arrived several days before the semi-finals were held and many stayed until after the final on May 10<sup>th</sup>. This resulted in an average length of stay of 7.6 nights.

This was also the case for the media/press, who on average had a length of stay of 8.5 nights.

As spending among the media/press was not measured, the average spending was based on result from other similar event studies (e.g. UCI Road World Championships 2011 and European Championships in show jumping, dressage and para-dressage 2013).

**Table 1.5 - Delegations' etc. average spending, length of stay and tourism turnover**

	No. of tourists*	Ave. daily spend	Ave. length of stay	Tourism turnover
Delegations	1,182	1,900	7.6	<b>17,056,300</b>
Media/press**	1,523	1,500	8.5	<b>19,418,250</b>
Officials/staff		1,900		<b>12,999,800</b>
Total				<b>49,474,350</b>

Source: List of ESC tickets sold, DR, EBU, Press survey and DIS Congress Service A/S

\*Individuals

\*\*Average daily spend estimated based on previous event studies

# Tourism economic impact analysis

## - Jobs, Gross Value Added and Tax

### Tourism economic turnover

The total tourism economic turnover generated by hosting the ESC has been calculated at approximately 123 million DKK (16.4 million Euro) (See the table on the following page). When calculating the total turnover, only income from non-local Danish visitors and international visitors has been included. Hence the study does not include spending from locals (i.e. living in the Capital region of Copenhagen). Furthermore, turnover generated from app. 3,000 bednights taking place in Sweden has been deducted the total tourism turnover, as the study does solely look at the economic tourism benefits in Denmark.

### Job creation

The tourism turnover generated from the ESC calculates to the creation of approximately 139 jobs (\*FTE), of which 127 jobs are created in the Capital region of Copenhagen.

### Gross Value Added (Bruttoværditilvækst)

Gross Value Added is a measure of the value that the

economic activity creates. Gross Value Added is the part of the tourism turnover that is left for compensation of employees and profit (when intermediate consumption has been deducted). This key figure is almost equivalent to GDP. The total tourism revenue created in the Capital Region of Copenhagen a Gross Value Added of 53 million DKK. The comparable value created at the national level from the international tourism turnover was 58 million DKK.

### Tax revenue

The total tourism turnover created a tax revenue of 35 million DKK in the Capital region of Copenhagen. Of these, 6 million DKK was generated by municipal income tax in the Capital Region alone. The national created tax revenue was 39 million DKK.

Note: To some extent, however, the derived impacts will be offset by the use of volunteers when hosting the ESC. Voluntary work will reduce the estimated employment effect and hence part of the tax revenue coming from income taxes. In total approx. 1,300 volunteers worked 62,000 hours at the ESC.

# Tourism economic impact analysis

## - An overview

**Table 1.6 – Tourism economic impact**

Tourism economic impacts	DKK
<b>Total tourism turnover*</b>	<b>122,937,974</b>
hereof turnover from international tourists**	116,788,260
share of turnover from international visitors	95%
<b>Employment effect</b>	<b>139</b>
hereof in the Capital region of Copenhagen	127
hereof in the Copenhagen municipality	105
<b>Gross value added (Bruttoværditilvækst ~BNP)</b>	<b>57,665,928</b>
of which in the Capital region of Copenhagen	52,781,775
of which in the Copenhagen municipality	42,707,023
<b>Total tax revenue</b>	<b>38,853,915</b>
of which in the Capital region of Copenhagen	35,465,796
of which in the Copenhagen municipality	26,213,149
of which generated from municipality income tax in the Capital region of Copenhagen alone	5,811,288

\*Ex. turnover generated in Sweden due to app. 3,000 overnights stays in Sweden

\*\*Including delegations/officials/staff and media/press

# Other potential benefits



### Long-term branding benefits

An event like ESC can potentially result in several long-term benefits including branding and image effects, which can positively affect tourism and foreign investments long-term. The branding effect arises from the increased exposure of the host city in the national and international media. As can be seen in the media analysis, the international media coverage of the ESC 2014 was quite extensive. If planned optimally this increase in exposure can help brand the host city or region as desired.

To calculate the benefits of the branding effect, one option is to use the method of opportunity cost. That is, the benefit of the increased media coverage/exposure due to the event equals the cost of a similar media coverage in the absence of the event. Due to the complexity and scope of the media coverage of a big event like ESC, it is difficult to accurately estimate the benefit of the branding effect. Hence, the branding/image effects resulting from the ESC have not been

estimated/quantified, as it is beyond the scope of this analysis.

It is expected, however, that the extensive - in the main very positive - international media coverage generated by the ESC, will have long-term benefits on tourism in Copenhagen.

### Long-term increase in tourism

Besides the branding/image effect an additional long-term effect on tourism and destination image is the legacy of the event on event-visitors. The effect can be divided into two different impacts.

The first impact considers the first time visitors and their experience, more specific, the impact on the willingness to come back, creating future tourism and related effects.

The second impact considers the possibility of the event visitors to “spread the word” about the host city or region as an attractive tourist-destination and thus

# Other potential benefits

## - Long term effects

create future tourism. Notice that this effect can be both positive and negative depending on the visitors' experience.

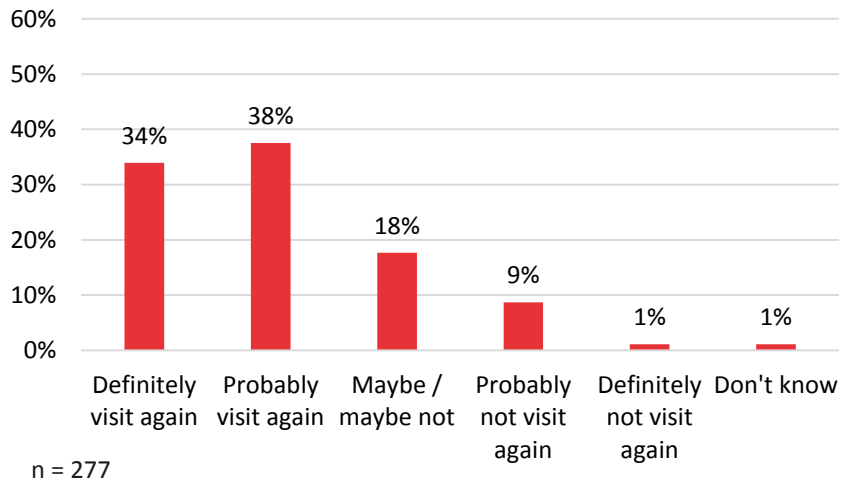
In figure 1.1 and 1.2 the first time visitors' willingness to re-visit and to recommend Copenhagen to friends and family, are presented.

As figure 1.1 shows as many as 72% of the first time visitors will definitely or probably visit Copenhagen again.

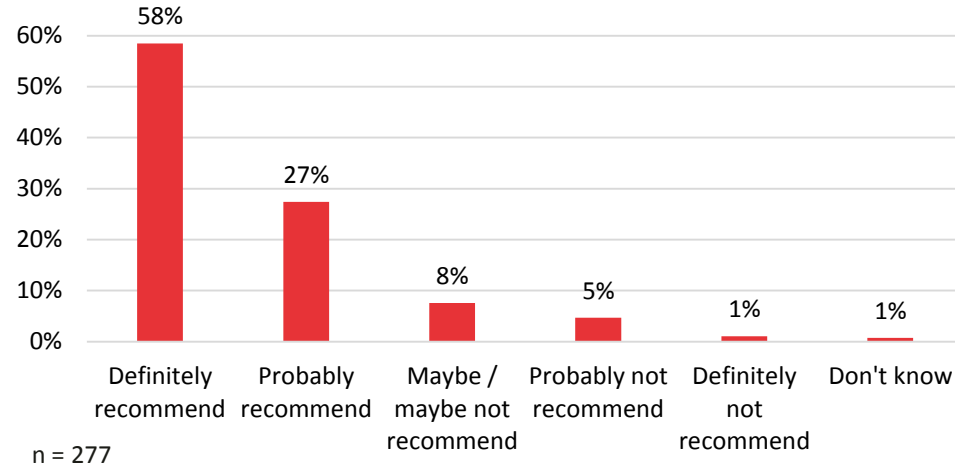
As shown in figure 1.2 the same pattern applies to the question on whether the first time visitors are likely to recommend Copenhagen to family and friends.

The figure shows that 85% are likely to recommend Copenhagen as a tourist destination. 58% will definitely recommend Copenhagen and 27% will probably recommend. These results indicate a positive impact on long-term tourism.

**Figure 1.1 - Likelihood of visiting CPH again**



**Figure 1.2 - Likelihood of recommending CPH**



# Other potential benefits

## - The intangible effects

Other long term benefits might include business effects, increased human capital and know-how on event management. Hosting an event can through the increased exposure possibly change companies' and investors' perception of the region and thereby attract foreign investments creating jobs in the region.

Hosting the event helps aggregating human capital and expertise on event hosting, which can help lowering the costs in future events in the region. Furthermore a successful event hosting will increase the chances of being picked by event organisers to host future events, which in turn can create more benefits.

### Intangible effects

Another effect is the intangible benefits (or costs) for the local citizens. Effects, which are very difficult to quantify, like increased happiness, proudness, social cohesion etc. These are effects which increase the individual utility for the citizens.

In parts of the academic literature, these effects are mentioned as the most significant effects related to big culture and sport events.

When assuming the existence of intangible effects, it is important to notice both the quantitative and qualitative differences between events.

Because of the qualitative difference between events, it is not possible to use scaling relative to the size of the event when estimating the effects. Even with similar events one cannot transfer the conclusion of one event to an other one because the existence and size of intangible effects depend on many various factors.

# Other potential benefits

## - The intangible effects

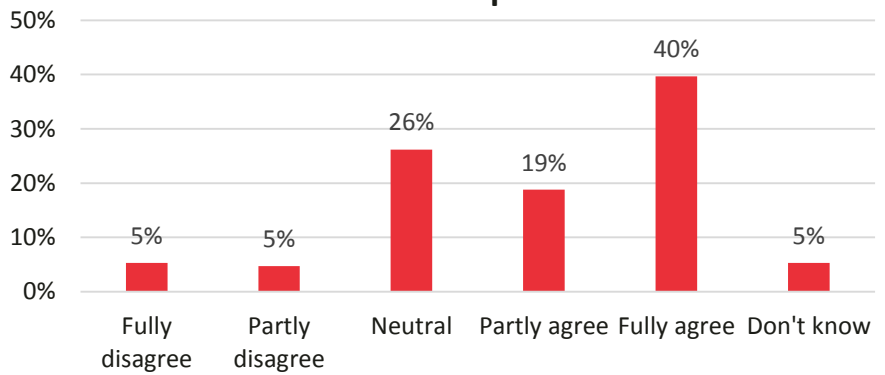
In this analysis no attempt has been made to quantify the intangible benefits, but it is mentioned as a potential effect caused by the ESC and the related atmosphere in the city.

In figure 1.3 is shown the answers to the statement: *“I am proud that an event like ESC is held in Copenhagen”* among the local citizens in Copenhagen.

The figure shows that 40% and 19% of the citizens ‘fully’ or ‘partly agree’ respectively, and only 10 % ‘partly’ or ‘fully disagree’.

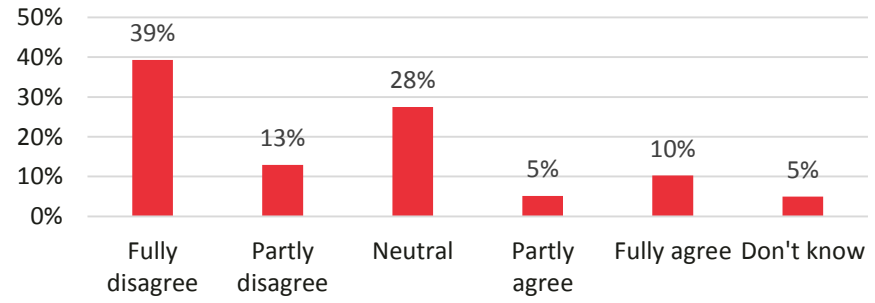
Another indicator for intangible costs is the answers to the statement: *“I’d rather be without it”* among the local citizens. Figure 1.4 shows that only 15% of the local citizens ‘fully’ or ‘partly agree’, whereas more than 50% ‘fully’ or ‘partly disagree’.

**Figure 1.3 – I am proud that an event like ESC is held in Cph.**



n = 527

**Figure 1.4 – I would rather be without it (ESC)**



n = 527





# Audience Survey

## - Introduction and main results

### Introduction

This section looks at the results of the audience survey. The survey was conducted among a representative sample of the audience attending the nine ESC shows.

In all 1.585 audience completed an online questionnaire. Local audiences living in the Capital region of Copenhagen were not included in the survey. The audience were asked about their satisfaction and perception of the ESCs, their spending, length of stay etc.

The data collection, which consisted of collection e-mail addresses, were carried out by CEM Institute / Voxmeter.

### Main results

- The audience were overall satisfied with the ESC. On a scale from 1 to 5 the overall satisfaction scored a total of 4.17.
- The audience were most satisfied with the stage and the shows visual expression (4.80), and least satisfied with the area outside the venue - the 'Eurovision Island' (2.97).
- Great attendance and very positive attitude towards the outreach program among the audience.
- High interest in visiting Copenhagen again. 60% will definitely and 22% will probably visit Copenhagen again.
- Also high willingness to recommend Copenhagen to family and friend. 69% will definitely recommend Copenhagen to friends and family.
- The average audience was male, 38 years old, stayed 4 nights, saw 1.9 shows and spend 1,092 DKK a day.

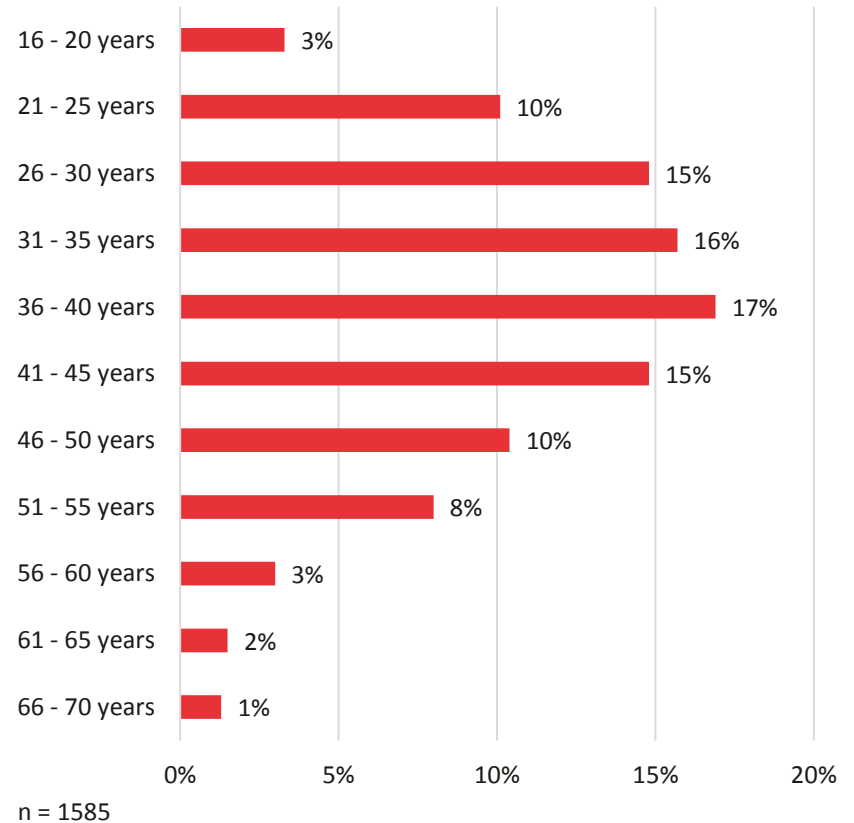
# Audience Survey

## - Profile of the audience

### Profile of the audience

- 63% of the audience were male and 36% female.
- Average age was 38 years.
- Average size of a travel group was 3.9 persons.
- Only 12% of the participants brought children under the age of 15 years to the ESC.
- Average length of stay was 4 nights.
- The audience watched in average 1,9 ESC shows.
- Average spending was 1,092 DKK.
- The majority of the audience sample (40%) came from Denmark, 14% from UK, 13% from Sweden. In total 53 different countries were represented.
- According to the list of tickets sold, most tickets were sold to Danes, followed by Swedes (7.2%), Englishmen (6.8%) and Germans (5.9%).
- The distribution of the Danish participants shows that the majority (38%) came from the Capital Region of Copenhagen, 34% from the Region of Sealand and 13% from the Region of Middenmark.

Figure 1.5 - Age distribution



# Audience Survey

## - Type of accommodation

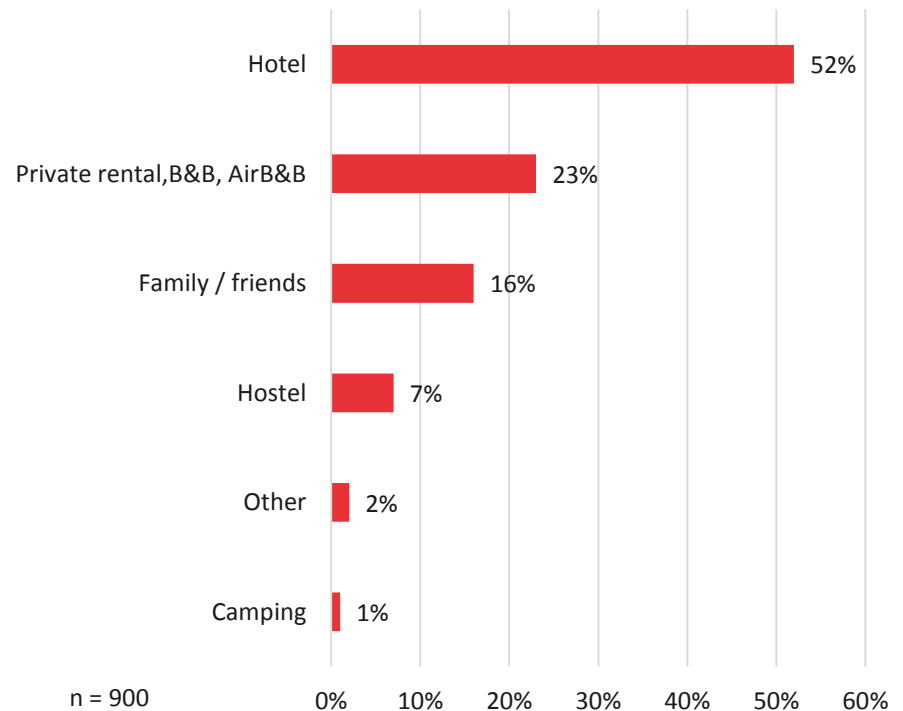
### 6% stayed overnight in Sweden

- In total 71% of the audience stayed overnight in connection with the ESC.
- Of these 92% stayed overnight in Copenhagen and the surrounding region, whilst 6% stayed in Sweden, primarily Malmö. 1% stayed in Denmark but outside the Capital region.

### Hotel most popular

- Whilst hotels were the most popular means of accommodation, with half (52%) of the respondents among the audience staying at hotels, 'Private rental / B&B /AirB&B' was also quite popular with 23% choosing this type of accommodation.
- 16% stayed with family and friends – the majority being Danish visitors.

Figure 1.6 - Type of accommodation



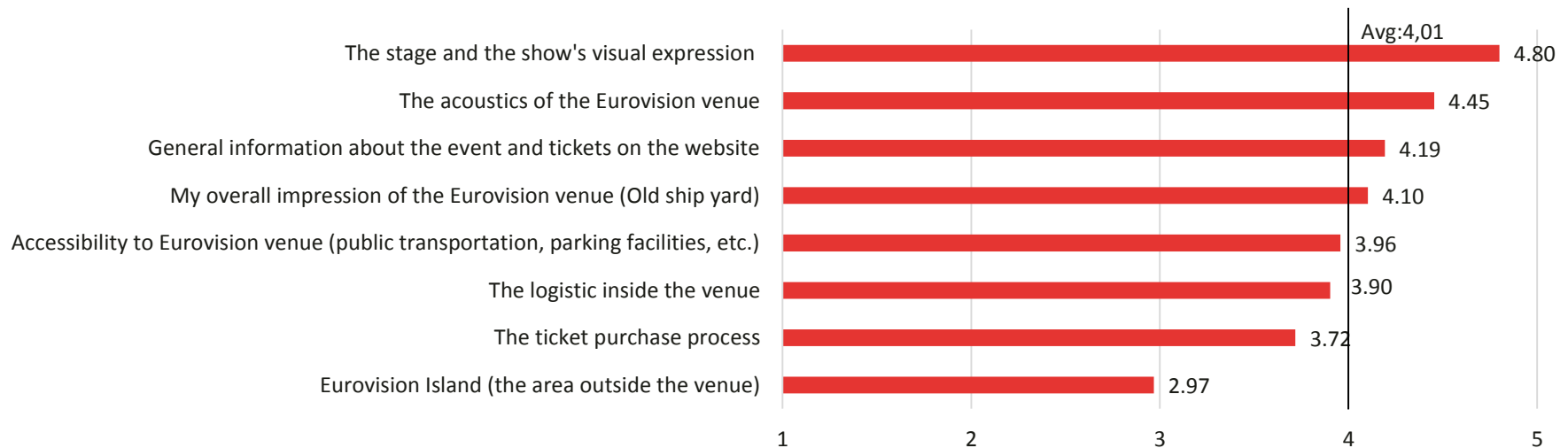
# Audience Survey

## - Satisfaction with ESC

### Very satisfied in general with the ESC

- The ESC scored overall on a scale from 1 to 5 a total of 4.01. The audience were most satisfied with the stage and the shows visual expression (4.80).
- The audience were less satisfied with the area outside the venue - the 'Eurovision Island' (2.97).

**Figure 1.7 - How satisfied have you been with the following aspects of the ESC 2014?**



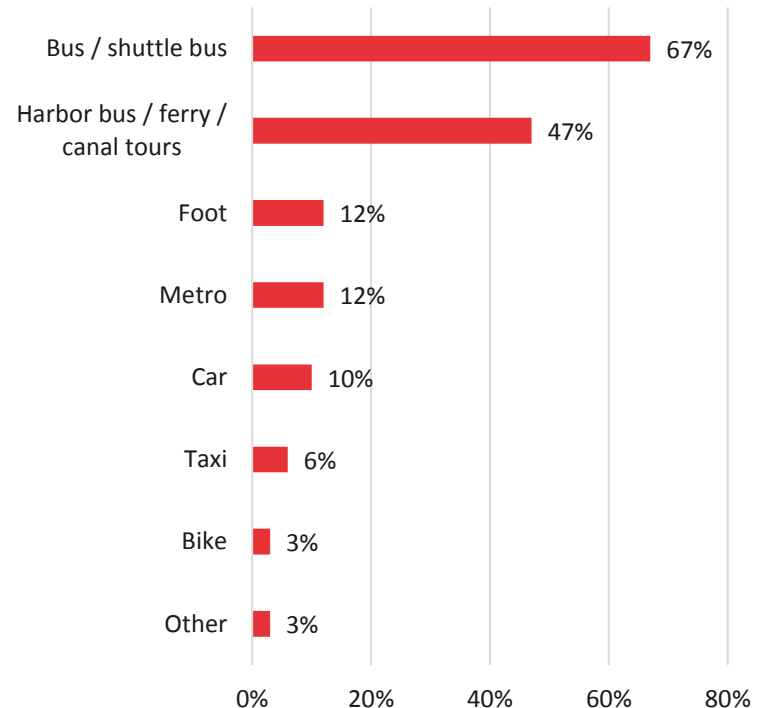
n = 1252

*Note: Average score on a scale from 1-5 where 1 is very dissatisfied and 5 is very satisfied.*

### Bus was the main means of transport

- The preferred means of transport were the busses and ferries. As many as 67% of the audience arrived to the Eurovision Island by bus/shuttle bus, whilst 47% reached the Island by the Harbor bus/ferry/canal tours.
- As can be seen from the previous page, respondents were overall fairly satisfied with accessibility to the island (3.96).

Figure 1.8 - Means of transportation



n = 1252

Note: The graph sums to more than 100% as it has been possible to give more than one answer.

### Comments from the audience

Below are summarized some of the comments and recommendations the respondents had to ESC. There was much praise as the quantitative responses also confirms, particularly regarding the shows, but also some criticisms and / or suggestions for improvement were highlighted:

- Crowd organisation and queuing systems both inside and outside were criticised e.g. only one exit point resulted in queues.
- The Eurovision Island was unattractive - looked like an industrial area.
- Lack of uniform safety procedures.
- Lack of access to toilets when queuing to get in to the ESC area, and lack of toilets inside the arena.
- Transport logistics resulting in long queues.
- Tickets were changed, but to a worse location.
- Poor choice of food and expensive bottle water.

### Quotes from the audience:

"The venue looked amazing inside, but the lack of effort outside really detracted from what was a major international event.... To sum up, inside was like Vegas, outside was like Chernobyl!"

"2 hours to get out of the venue, in the rain...not the greatest way to finish off the night".

"I was very dissatisfied that there were no toilet facilities outside the main area for people who were queuing up".

"A resoundingly brilliant night and perhaps the best Eurovision yet! Thank you so much Copenhagen for just a great show, will be tough to beat!"

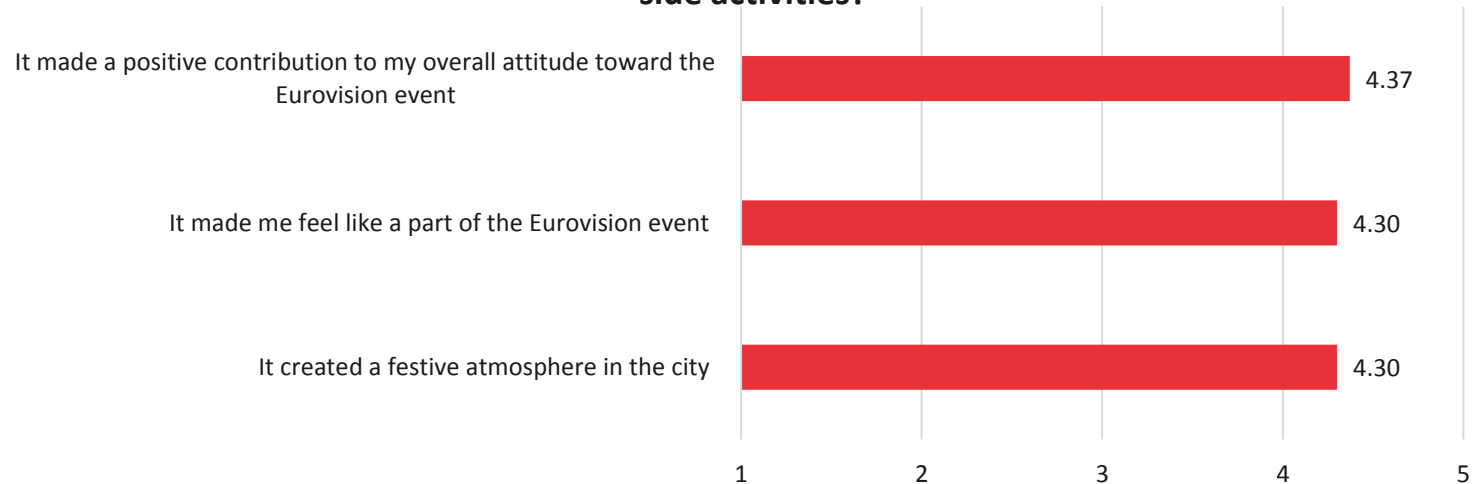
# Audience survey

## - The Outreach program

### Great attendance and very positive attitude towards the outreach program

- A very high percentage of 64% of the respondents attended some of the side events/activities that took place in the city center of Copenhagen. 37% did not attend and merely 4% had not heard about the side events/activities.
- In general the audience had a very positive attitude toward the outreach program and agreed with all the below mentioned statements.

**Figure 1.9 - To which degree do you agree with the following statements about the side activities?**



n = 796

Note: Average score on a scale from 1-5 where 1 is fully disagree and 5 is fully agree



### Many revisits

- 22% of the respondents visited Copenhagen for the first time. As many as 41% of the respondents had visited Copenhagen 6 times or more and 36% had been in Copenhagen between 1 to 5 times.

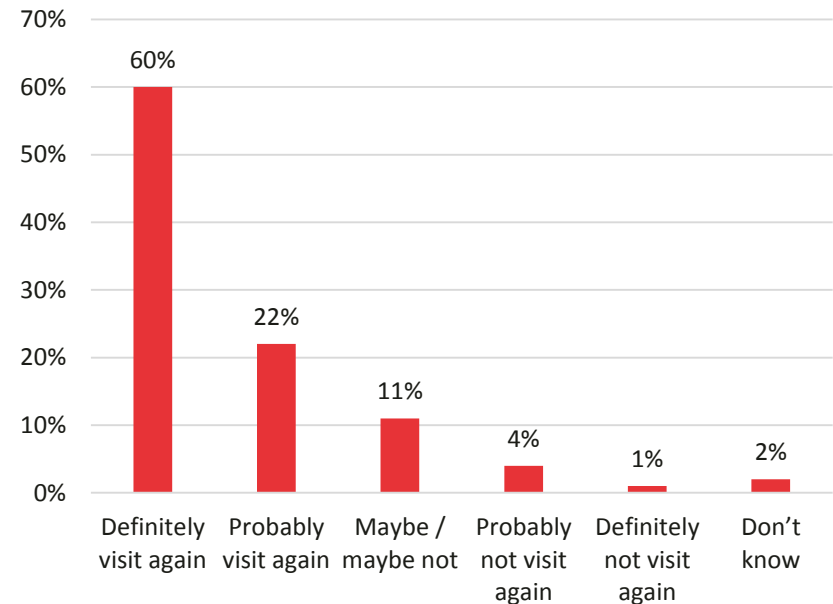
### Great endorsement to Copenhagen

- A total of 69% of the audience will 'definitely recommend' family and friends to visit Copenhagen in the future. 21% will 'maybe recommend' and 8% will 'maybe, probably or not recommend' anyone to visit Copenhagen.

### See you again

- More than half, namely 60% will 'definitely' visit Copenhagen again as a tourist and 22% will 'probably' visit again.

**Figure 1.10 - How likely is it that you will visit CPH again as a tourist?**



n = 1249

### Comments from the audience

Below are summarized some of the comments and recommendations the respondents had to Copenhagen as a tourist destination. Copenhagen was generally considered a very beautiful and attractive city by far the majority of the respondents.

- In particular the local citizens were highlighted as being very friendly and helpful (and beautiful).
- Copenhagen was considered very expensive – particular going out to eat.
- More and clearer signage to tourist sights were requested.
- The public transport system was considered excellent – but expensive.
- Several mentioned that the city looked like a building site in many areas due to the metro being expanded.

### Quotes from the audience

“Very nice city - would be nice if landmarks and points of interest were more clearly signposted”.

“Beautiful city and very friendly people! Great experience thanks to the Danish people! Thanks

“The only downside was the expense of everything, which is a lot higher than we are used to!

“The only downside really was the amount of work ongoing in the city. So I will wait a few years before coming back”.

“People are the city's most valuable asset - friendly, helpful, "wonderful”.

# Audience survey

## - Oresund perspectives

### Knowledge of ESC 2013

- 98% of the audience knew that the ESC was held in Malmö last year.

### Attendance at the show in Malmö

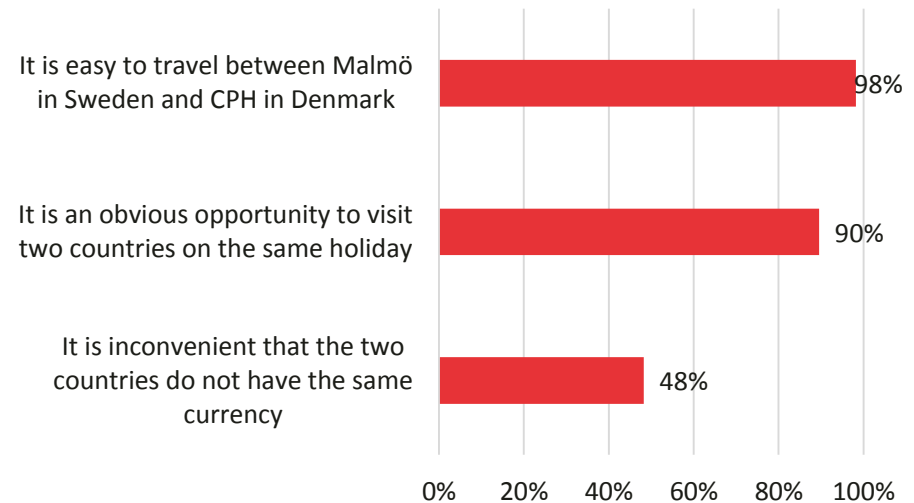
- 35% of the respondents attended the ESC in Malmö the previous year (2013).

### Great potential for the Oresund region

- 73% of the respondents that visited last years show in Malmö did at the time also visit Copenhagen.
- In reverse 13% of this year audience did also visit Malmö (5% stayed overnight in Malmö).
- As much as 90% believe that it is an obvious opportunity to visit two countries on the same holiday.
- 98% of the respondents agree that it is easy to travel between Malmö and Copenhagen.
- Respondents were also asked if they find it inconvenient that the two countries do not have the same currencies and 48% mainly agreed.

The above results, nevertheless, suggest that there is a potential to explore for the Oresund regions to increase tourism.

**Figure 1.11 - Sum of 'total' and 'partly' agreed with the following statements:**



n = 507



### Introduction

This section looks at the results of the citizens survey. The survey was conducted among a representative sample of the citizens in the Capital region of Copenhagen and Scania / Sweden respectively.

In all 538 Danish and 540 Swedish citizens completed an online questionnaire.

The citizens were asked about their attitude and perception of the ESC as well as their attitudes towards the Oresund region. There was slight variation in the two questionnaires. Some questions were only asked Danish citizens and vice versa.

The data collection was carried out using Nordstats panels in Denmark and Sweden respectively.

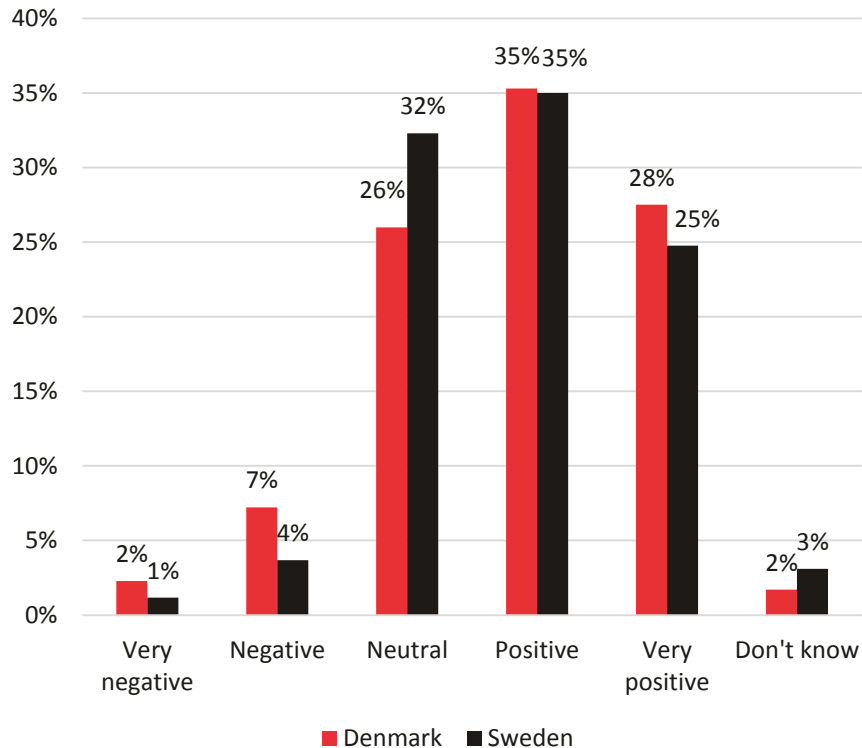
### Main results

- Overall strong support from local citizens to ESC. Citizens felt that the ESC was managed professionally and was well organised – both ESC 2014 in Copenhagen and ESC 2013 in Malmö.
- Over half (58%) of the Danish citizens agreed that it made them proud that ESC was hosted by Copenhagen.
- With an average score of 4.32 and 4.25 respectively, the Danish citizens agreed that it benefits the international reputation when a city is hosting major events, and that it is important for a city to mark itself internationally by attracting major events.
- Overall also positive attitude among the local citizens to the outreach program.
- Overall Swedish citizens are more pro- Oresund and feel stronger connected to Oresund than their Danish counterparts.

# Citizens survey

## - General attitude towards the ESC

**Figure 2.1 - What is your general attitude towards the fact that the ESC is held in CPH?**



n = 1044

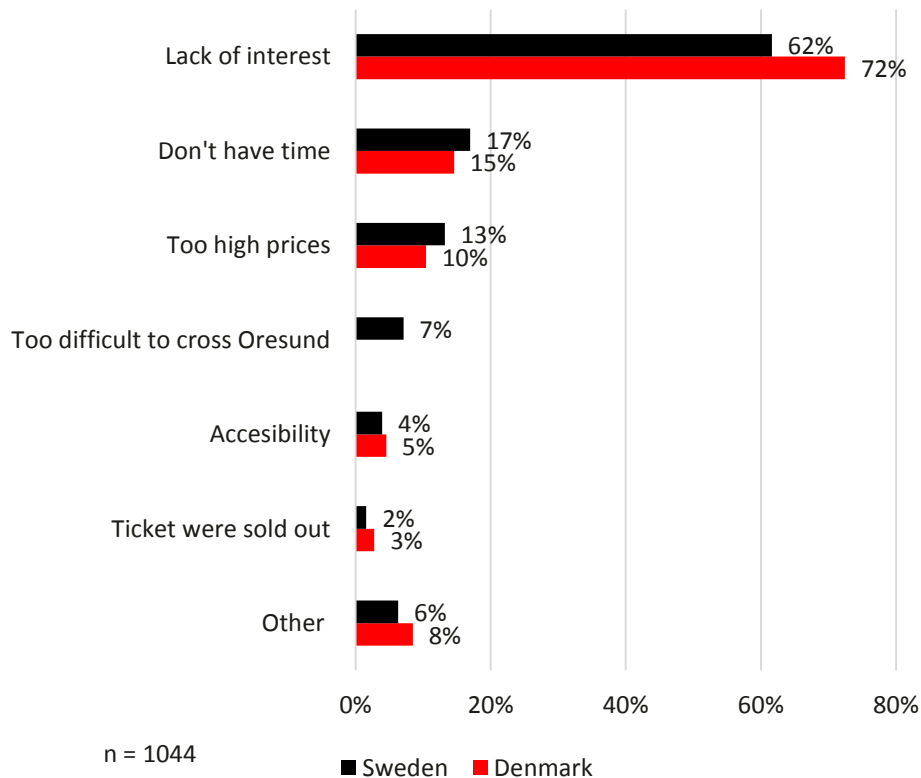
### Positive attitude among the citizens

- Both the Danish and the Swedish citizens had a general positive attitude towards the ESC in Copenhagen.
- The majority (63% of the Danish and 60% of the Swedish citizens) were either positive or very positive towards the fact that ESC was held in Copenhagen. Only 9% (Danes) and 5% (Swedes) answered negative or very negative.

# Citizens survey

## - Barriers for attending the shows

Figure 2.2 - Main reason for not attending ESC



### Lack of interest the main reason

- The main reason for not attending a show in the Eurovision week was predominantly lack of interest. 72% and 62% Danish and Swedish citizens respectively stated lack of interest as the main reason for not attending.

### Not too difficult to cross Oresund

- Only 7% of the Swedish citizens stated "too difficult to cross Oresund" as the main reason for not attending a show in the ESC week.

Note: The graph sums to more than 100% as it has been possible to give more than one answer.  
Note: Only the Swedish respondent were given the option "Too difficult to cross Oresund"

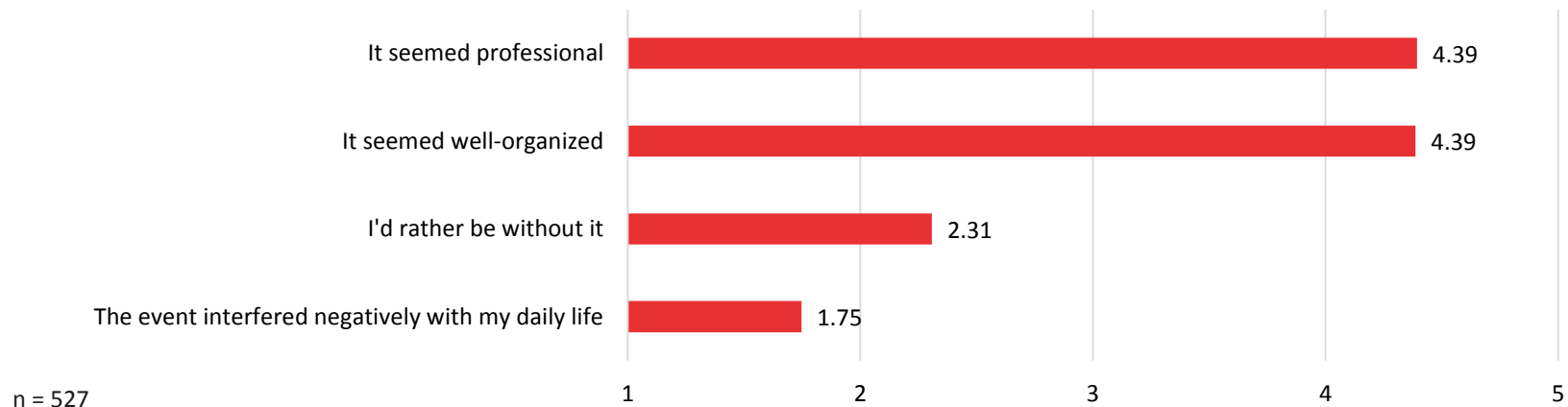
### Professional and well-organised

- The Danish citizens believed that the organisation of ESC seemed both professional and well-organised, as they both scored an average of 4.39 on a scale from 1-5. More than 50% fully agreed (55% and 54% respectively) on both statements.

### A minimum of interference with the citizens daily life

- Only 7% fully or partly agreed that the ESC interfered negatively with their daily life, where as many as 70% fully or partly disagreed with the statement resulting in an average score of 1.75.

**Figure 2.3 - Level of agreement to pre-fixed statements on the organization of the ESC**



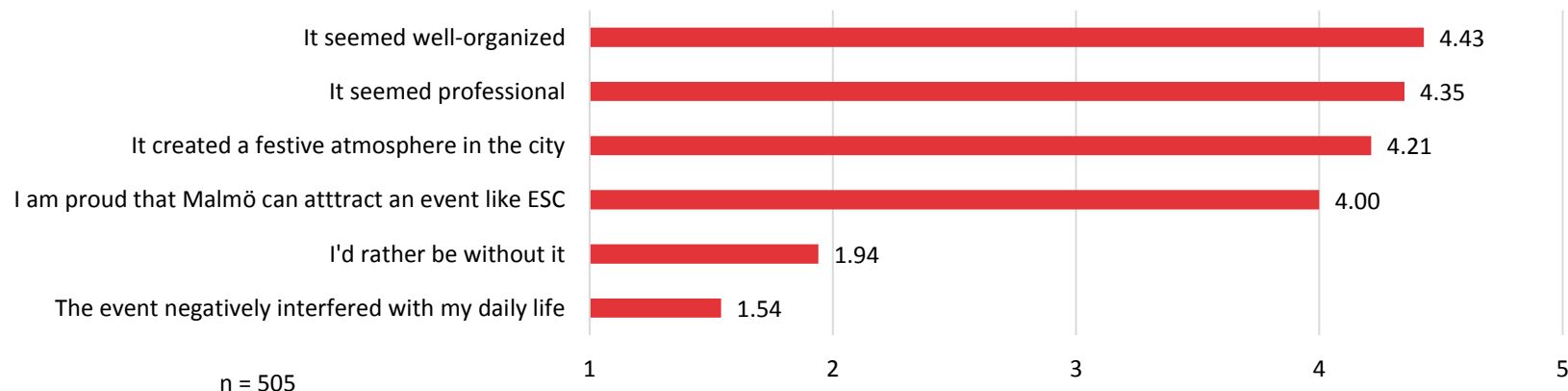
Note: Average score on a scale from 1-5 where 1 is fully disagree and 5 is fully agree.



### Swedish citizens slightly more positive than their Danish counterparts

- The Swedish citizens believed that the organization of the ESC 2013 in Malmö was well organised (4.43) and professional (4.35).
- Overall the attitudes among the Swedish citizens to the ESC 2013 in Malmö seem slightly more positive than the Danish Citizens' attitude to the ESC 2014 in Copenhagen. However, overall both groups of citizens were positive towards ESC being hosted in their respective city.
- With a score of 1.94 slightly less Swedish citizens agreed with the statement "I'd rather be without it" compared to their Danish counterpart with a score of 2.31.

**Figure 2.4 - Level of agreement to pre-fixed statements on the ESC held in Malmö**



*Note: Average score on a scale from 1-5 where 1 is fully disagree and 5 is fully agree.*

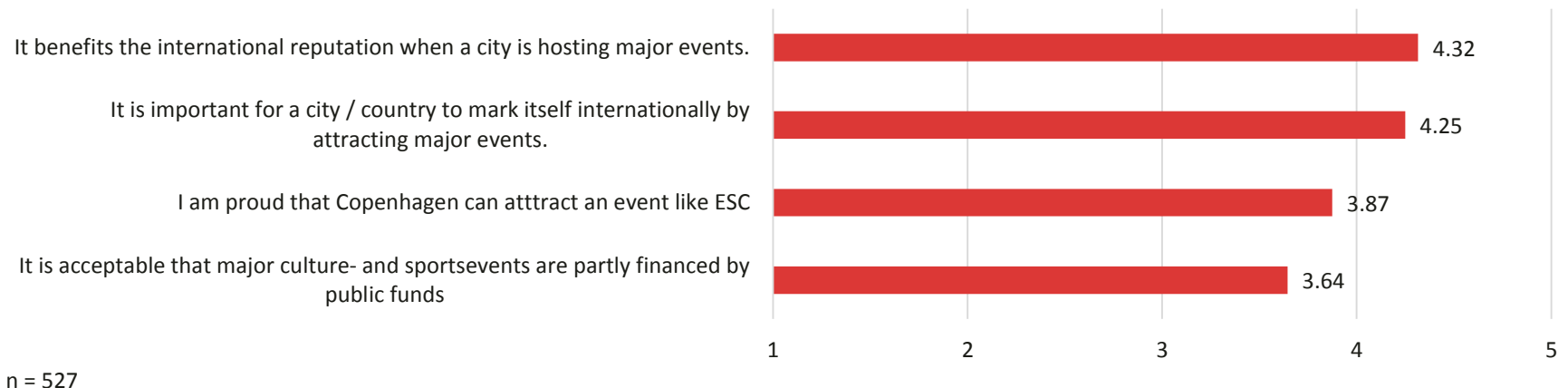
### Support from the citizens to major events in the Capital

- With an average score of 4.32 and 4.25 respectively, the citizens agreed that it benefits the international reputation when a city is hosting a major event, and that it is important for a city to mark itself internationally by attracting major events.

### Acceptable to finance major events by public funds

- The majority of the citizens (63%) fully or partly agreed that its is acceptable that major events is partly financed by public funds leading to a average score of 3.64.

**Figure 2.5 - Level of agreement to pre-fixed statements about major events in Denmark**



Note: Average score on a scale from 1-5 where 1 is fully disagree and 5 is fully agree

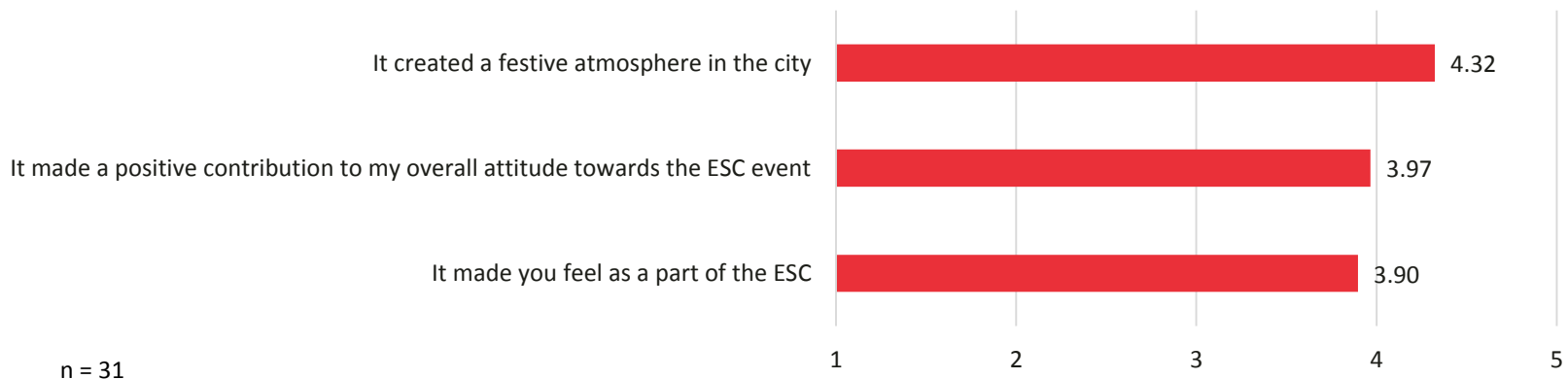
### Attendance

- 6% of the citizens attended one or more of the activities in the outreach program.

### Positive attitudes towards the side-events

- According to the citizens the side events/activities created a festive atmosphere in the city (Average score 4.32), it made a positive contribution to the overall attitude towards the ESC (3.97) and it made them feel as part of the ESC (3.90).

**Figure 2.6 - Level of agreement to pre-fixed statements on the side events**

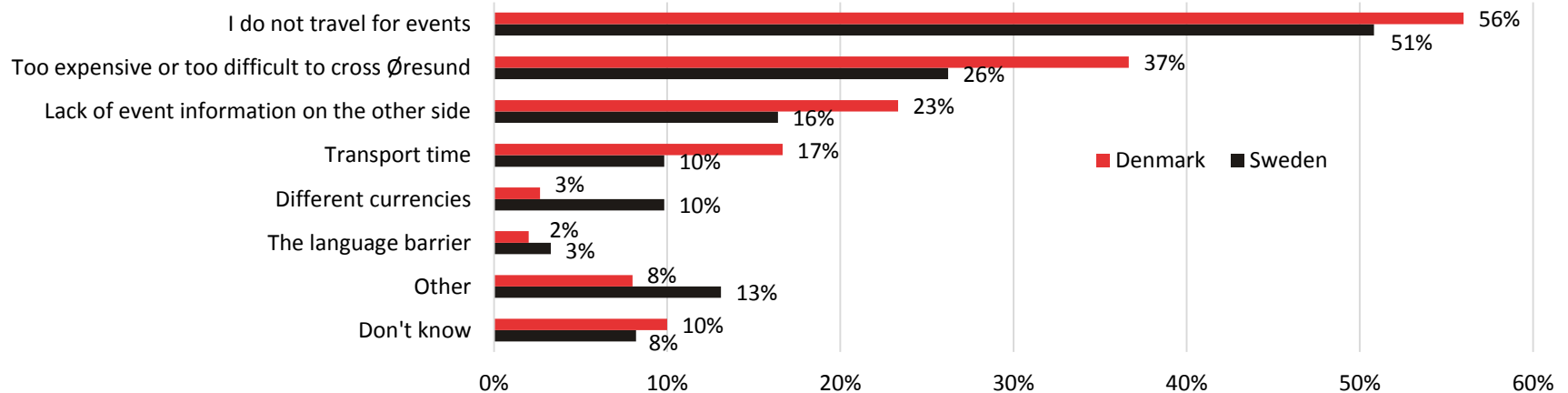


*Note: Average score on a scale from 1-5 where 1 is fully disagree and 5 is fully agree.*

### Difficult to mobilize local citizens to cross Oresund for events

- For both the Danish and Swedish citizens more than half (56% and 51% respectively) state that "they do not travel for events" as the main barrier for crossing Oresund in relation to attend an event like the ESC.
- Reversely the different languages do not seem to be of major influence on mobility, as only 2% and 3% of the Danish and Swedish citizens mention that as a barrier for crossing Oresund.
- Other main barriers are prices and difficulties for crossing Oresund and lack of event information on the other side.

**Figure 2.7 - Barriers for crossing Oresund to attend an event**



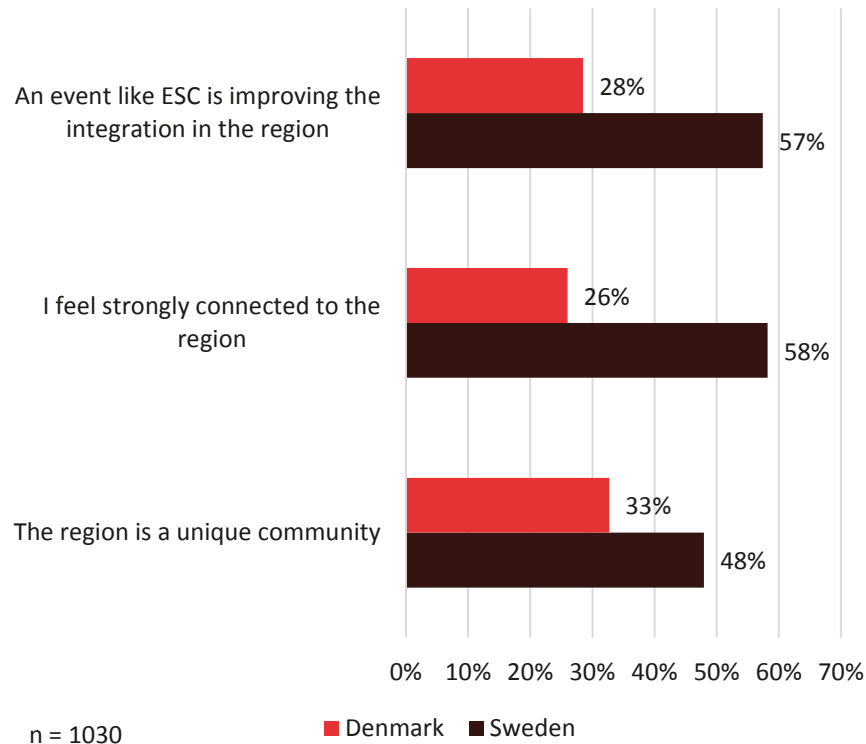
n = 1044

Note: The graph sums to more than 100% as it has been possible to give more than one answer.

# Citizens survey

## - Belonging to the Oresund region

**Figure 2.8 - Level of agreement to pre-fixed statements on the Oresund region**



### The Swedish citizens feel more connected to the Oresund region

The figure shows a general difference in the view on the Oresund region between Danish and Swedish citizens.

- 58% of the Swedish citizens partly or fully agree that they feel strongly connected to the region.
- For the Danish respondents it is only 26%. Likewise 48% of the Swedish citizens and 33% of the Danish citizens fully or partly agree, that the region is a unique community.
- Also when it comes to the question whether an event like ESC is improving the integration in the region the difference is significant. 57% of the Swedish citizens fully or partly agree with the statement, whereas only 28% of the Danish citizens do so.
- These results are very similar to results from studies carried out in 2012 by the Oresund Event Center.



# Media analysis - Danish press

## - Introduction and main results

### Introduction

This section of the rapport includes the results of the Danish press coverage of the ESC 2014.

The Danish press was monitored in the period September 2<sup>nd</sup> 2013 to May 17<sup>h</sup> 2014 (i.e. the period from when it was announced that Copenhagen would be the host city, until one week after the show).

The purpose of the media analysis was to produce a qualified assessment of the ESC's brand value for both Copenhagen and the Capital Region of Denmark, by monitoring the press coverage and analysing the articles. (The method of opportunity cost, elsewhere defined in this reports, has not been applied).

The analysis is based on a quantitative assessment of the printed and online articles covering ESC. The analysis includes mainly articles form in the largest Danish media organisations.

### Main results

- Overall 1,092 articles were analysed in depth within the period of September 2<sup>nd</sup> to May 17<sup>th</sup>.
- The tone in the Danish media showed a split, but to the positive side. The distribution shows that the ESC has had more positive (37%) media coverage than negative (24%).
- The most positive media was Børsen (0,6%) followed by DR. The most negative media was the newspaper Ekstra Bladet, which accounted for 15% of the written articles.
- The media 'DR' was as expected the media who represented most articles in the survey with a total of 27%.
- The most prevalent themes among the represented medias were: the scene, the show and the music but also pre-event skepticism regarding venue and transportation.

### Methodology

A search on Infomedia A/S, the leading Danish provider of media intelligence data, using the exact words: ("Eurovision\*" OR "Melodi Grand Prix\*") AND ("København\*" OR "Copenhagen\*" OR "Refshaleøen\*" OR "Wonderful Copenhagen" OR "Host City Copenhagen" OR "projektselskab\*") resulted in a total of 1,859 articles within the period 1<sup>st</sup> of September 2013 to 17<sup>th</sup> of May 2014, which covers the period from when Copenhagen was announced as the host city for the event until one week after the show.

All articles were screened based on assessment of their relevance in terms of themes covered and stakeholder quoted. 767 were discarded due to lack of relevance and the remaining 1,092 articles were analysed in depth and categorized according to:

- Name and type (print/web) of media
- Themes (see page 53)
- Stakeholder and sources named and quoted
- Tone analysis - evaluation of content (positive, neutral or negative approach to the ESC). The evaluation of the content was hereafter given a score in quantitative marks on a scale from -2 to 2.

Note: The press analysis in May only covered web articles due to lack of resources.



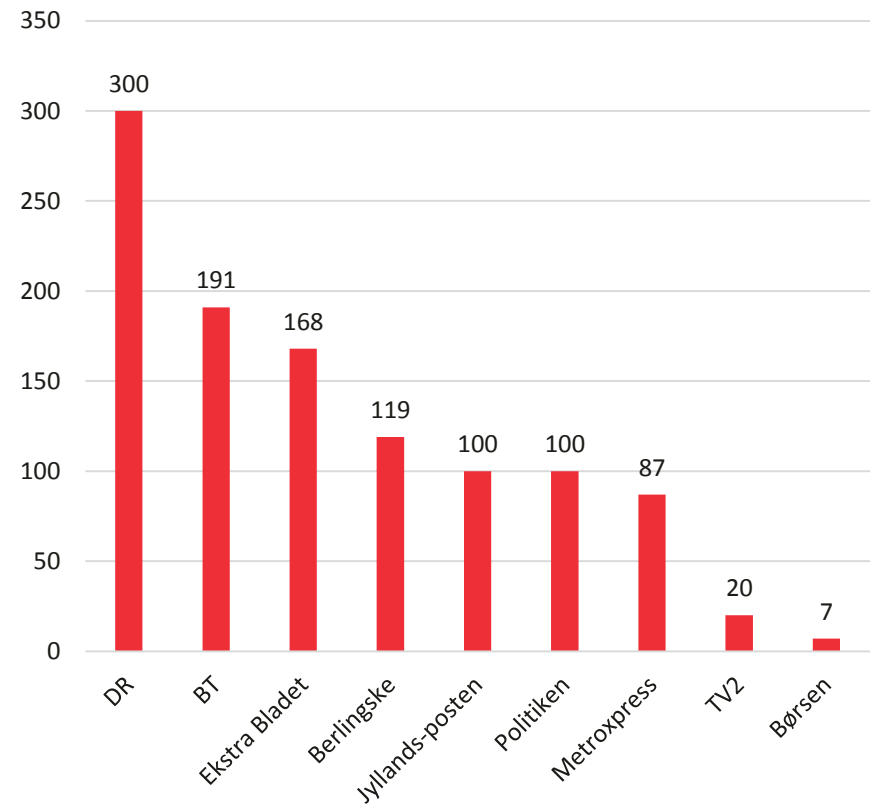
# Media analysis - Danish press

## - Total number of articles

### DR had the most extensive media coverage

- As expected DR had the most extensive coverage of the ESC, with a total of 300 web articles, corresponding to 27% of the total number of articles.
- BT came in second place with a total of 191 articles, - both print and web, followed by Ekstra Bladet who published 168 articles also both print and web.
- Børsen and TV2 were the two media types who wrote the least about The ESC. Børsen's focus is primarily the corporate and the financial world, whilst TV2 is the rival to DR.

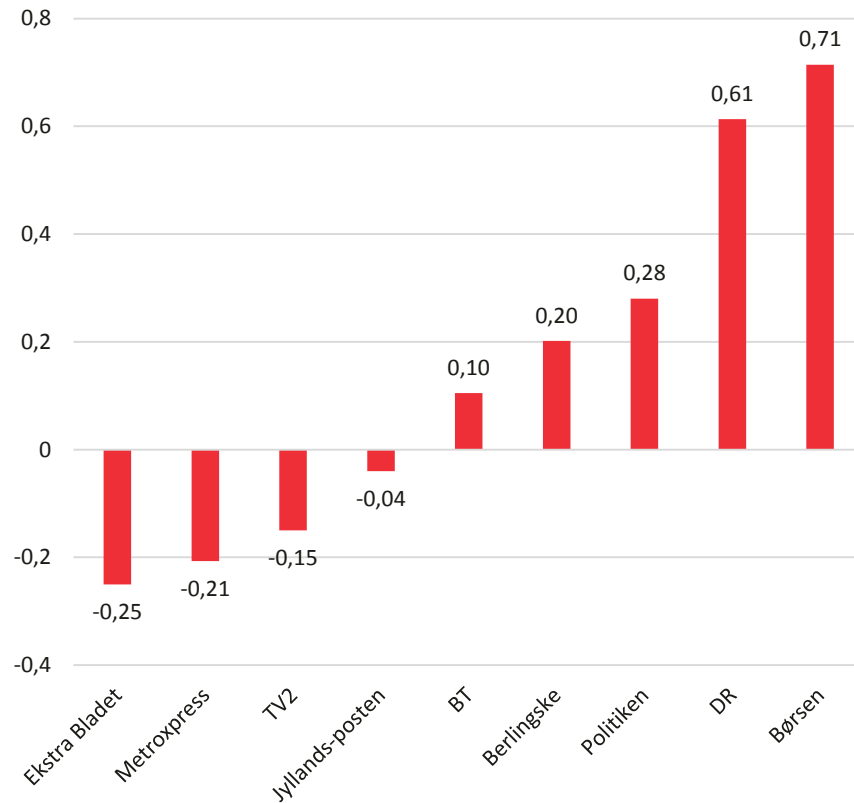
Figure 3.1 - Number of articles per media



# Media analysis - Danish press

## - The tone in the media

Figure 3.2 - The tone in the media



### Børsen the most positive newspaper

- Interestingly, Børsen was the most positive media in the coverage of the ESC. The sample from Børsen consisted of only 7 articles in total, focusing on themes like finance and budgets.
- DR was as expected also a media with a very positive tone. DR was in charge of the ESC show, stage and music and thereby itself very interested in positive publicity.
- Ekstra Bladet and the free newspaper Metroxpress were more negative in their coverage of the ESC. Both newspapers published critical articles throughout the whole period.

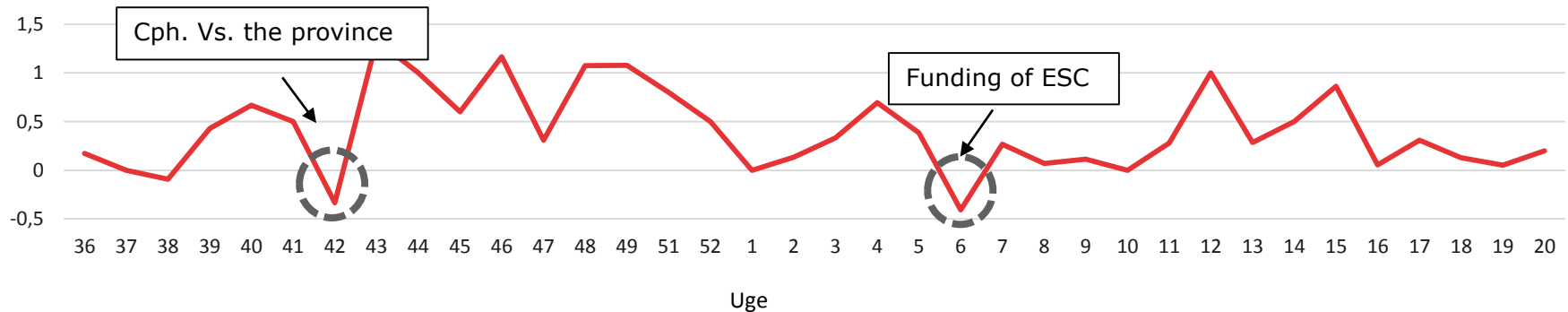
# Media analysis - Danish press

## - Tone over time

### Mainly positive content (tone)

- After the announcement of Copenhagen as the host city and until approximately week 42 in 2013, the Danish press coverage mainly discussed the choice of Copenhagen becoming the host city (as supposed to Herning). Hereafter the discussion was replaced by articles about 'the show, stage and music'.
- The level of articles decreased around new year. In week 6 the tone in the press was highly influenced by discussions about the funding and organization of the event and once again the show.
- The main theme within the 2 months leading up to the show was once again the show, stage and music, covered in 151 articles, followed by the funding and organisation of the event, covered in 70 articles and the logistics in 25 articles. This indicates that the positive tone was kept down by the negative tone, which is why the curve levels of at the end of the analysis.

Figure 3.3 – Tone analysis over time



Note: Average score from the evaluation of the content on a scale from -2 to 2

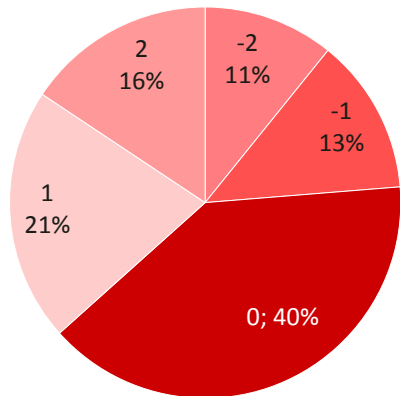
# Media analysis - Danish press

## - Tone per month

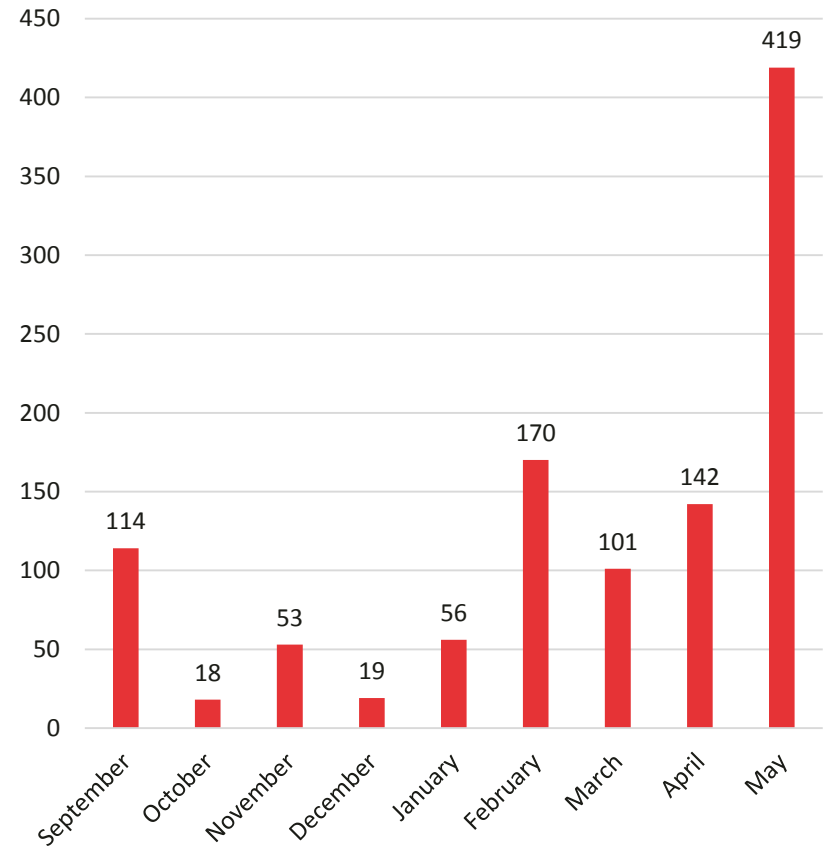
### Busy month in May

- The three biggest months of press coverage were September (114), February (170) and May (419).
- The newspaper BT accounted for 25% of the articles in September, DR wrote 26% of the articles in February, and BT again typed 19% of the articles in May.
- The overall distribution of the tone shows that 40% of the articles were neutral, 37% positive and 24% were negative.

**Figure 3.4 - The distribution of the tone**



**Figure 3.5 - Number of articles per month**



# Media analysis - Danish press

## - The themes in the press analysis

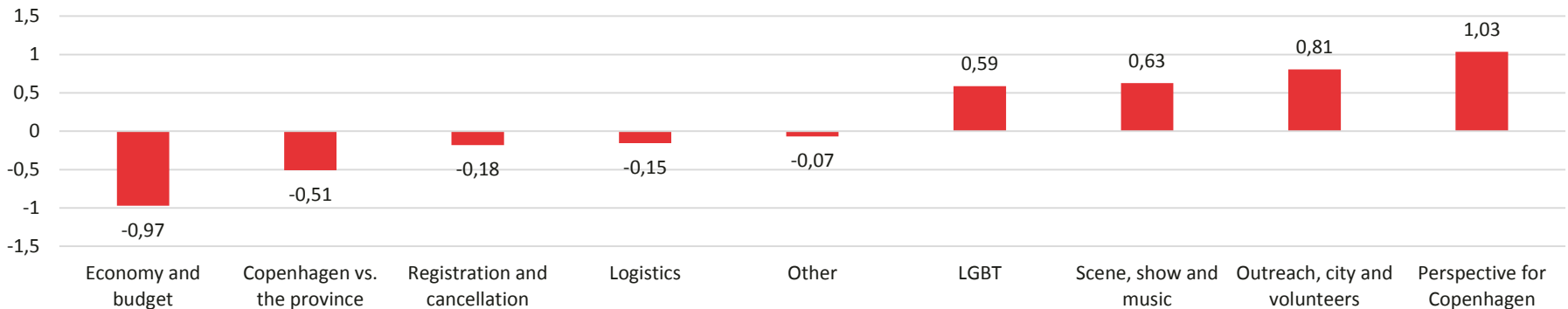
### Positive themes

- The most positive tone was seen in the theme of the ESC's 'perspective for Cph.' (1.03). The second highest score were the theme concerning 'the outreach activities' in the city and the 'volunteers' (0.81).
- Berlingske was the newspaper which published most about the 'perspective for Copenhagen' whilst DR wrote most about 'the Outreach activities' etc. The LGBT theme was also a quite significant theme with a positive content, stressing the ESC as an important LGBT event.

### Negative themes

- The most negative tone was seen in the theme of the 'funding and budgets' of the ESC. The second most negative theme was the choice of 'Copenhagen as the host city' instead of Herning.
- Ekstra Bladet was the newspaper who wrote most about the 'finance and budgets' theme and also the 'Copenhagen versus Herning' theme, followed by a substantial negative campaign by the Metroexpress.

Figure 3.6 - The tone per theme



Note: Average score from the evaluation of the content on a scale from -2 to 2

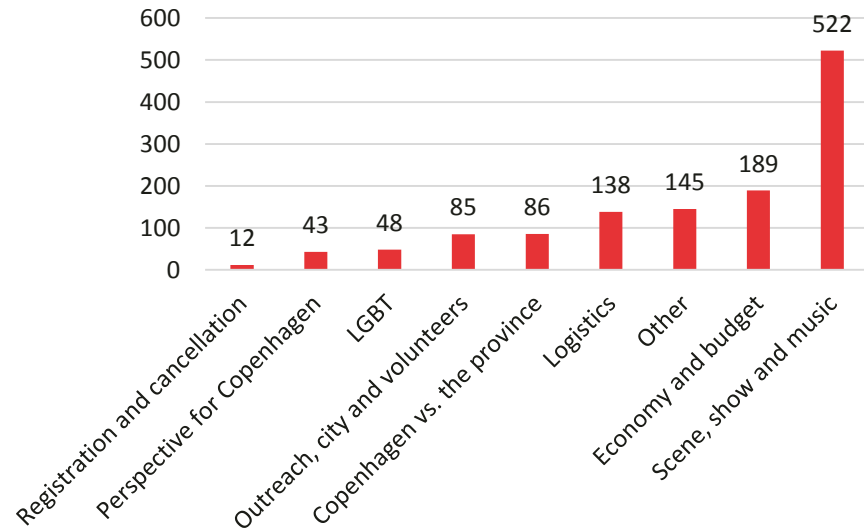
# Media analysis - Danish press

## - Popular themes and players

### Most covered themes

The theme concerning 'the scene, show and music' was the topic most media wrote about, followed by the 'finance and the budget' theme.

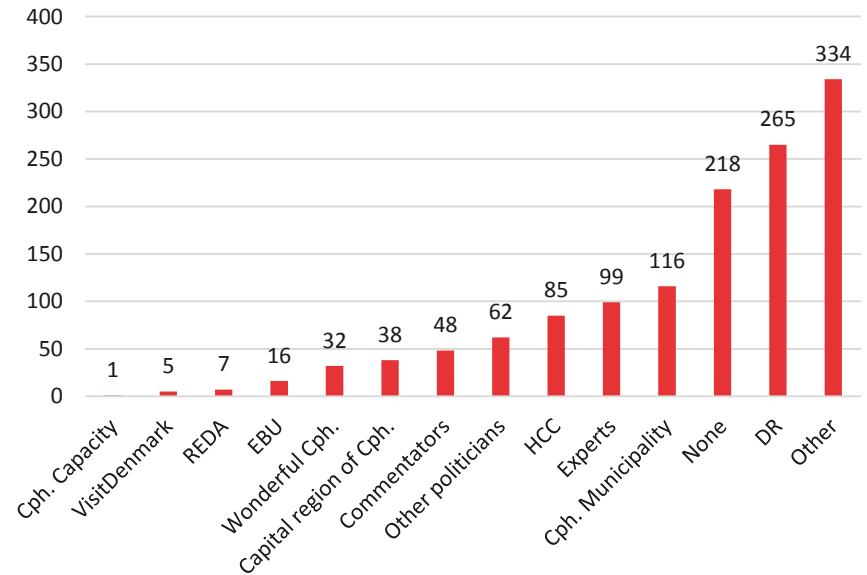
Figure 3.8 - Number of articles per theme



### The different players

The articles were also listed by the most important player mentioned in the articles (i.e. the organization most often quoted). The most quoted sender was as expected DR, due to the high level of articles produced.

Figure 3.7 - Players in the articles





### Introduction

This part of the report includes the results the International online press coverage of the ESC 2014.

The purpose of the international media analysis is to produce a qualified assessment of the ESC's brand value for both Copenhagen and the Capital Region.

The results are based on a quantitative analysis of online articles in media from around the world extracted from Meltwater News' international online database in the period April 1<sup>st</sup> 2014 to May 31<sup>st</sup> 2014.

The international media analysis was based on search results from the online search tool Meltwater News, using the search string: ("Eurovision" OR "Eurovisió") AND ("Copenhagen") in 42 different languages. No television, radio or printed media have been taken into account in this part of the report.

Furthermore, a 'tone analysis' was performed. The tone analysis is based on Meltwater News 'Tone tool', where each word is individually assessed as being positive, neutral or negative. The results are subject to some uncertainty, and should be seen as indicative.

### Main results

- A total number of 23,591 online articles were published in the period.
- The ESC was covered in online media from 96 different countries, with the German media being the most active with 9,487 articles.
- The ESC was covered in online media from all continents with the European media accounting for the predominant part (79%). North America was represented with 11% and Asia with 5%.
- The tone was generally positive with 31% of the articles being rated as positive. In contrast only 19% were negative. 42% were neutral.



# Media analysis – International press

## - Top 20 countries covering ESC 2014

### Comprehensive coverage

- ESC was subject to a comprehensive international coverage. In total 23,591 online international articles (excluding Danish press) were published in the period.
- The media represented 96 different countries with the German media being the most active, publishing 9,487 articles. See figure on the following page, illustrating the Top 20 countries, where most articles were published.

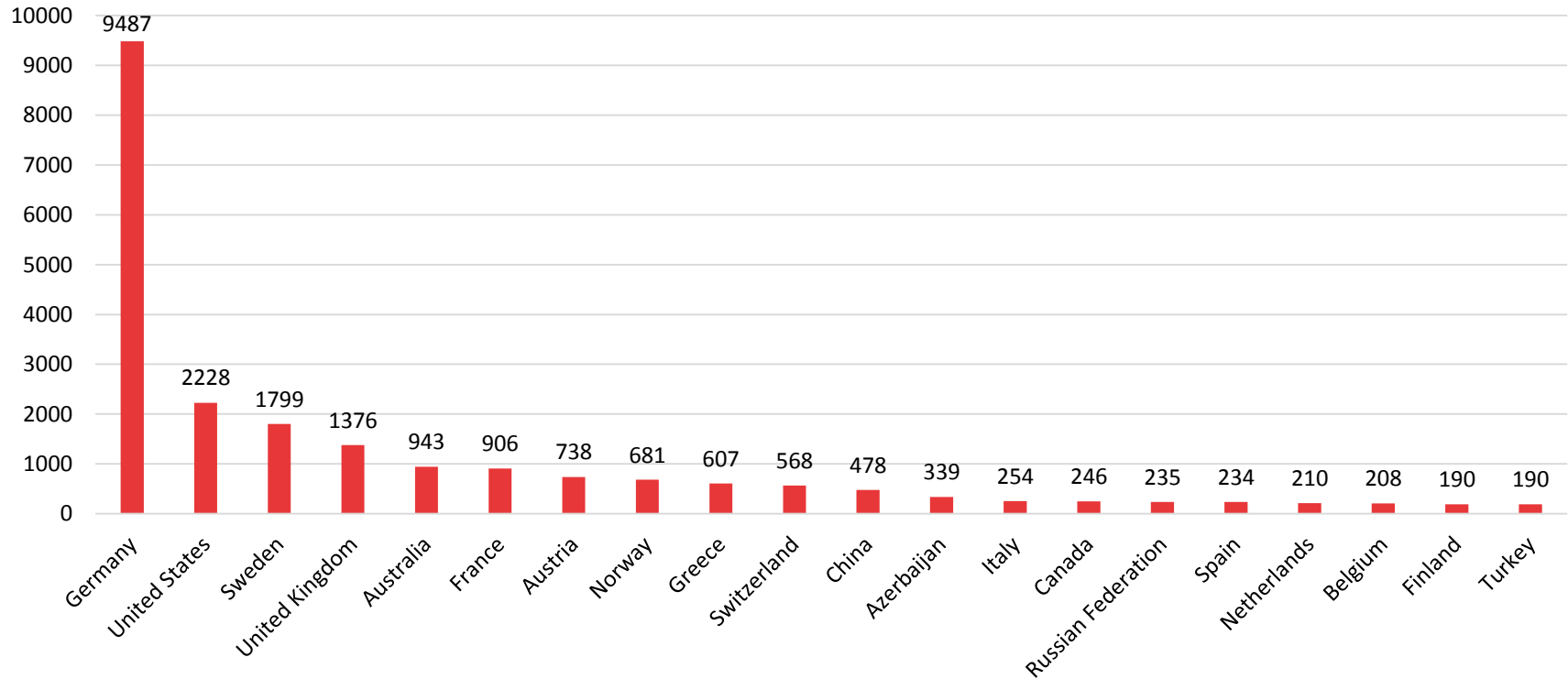
### Long-haul markets

- An interesting result of the analysis is the comprehensive coverage in the media outside Europe. The US media is represented with 2,228 articles, being the second most active country.
- Also in Australia (943 articles) and China (478 articles) there were a comprehensive coverage of the ESC. Whereas Australia historically has been interested in the ESC, the numbers for China and USA are more conspicuous. However, Beijing was a partner city in the outreach program which might have had an effect on the Chinese interest in the ESC.

# Media analysis – International press

## - Top 20 countries covering ESC 2014

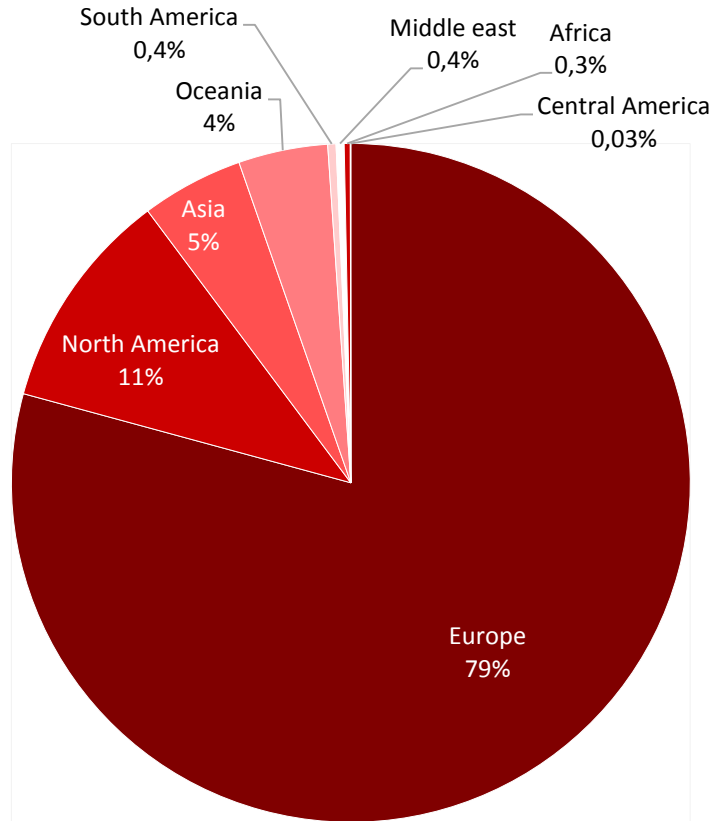
Figure 3.9 - Top 20 countries



# Media analysis – International press

## - Online articles by continent

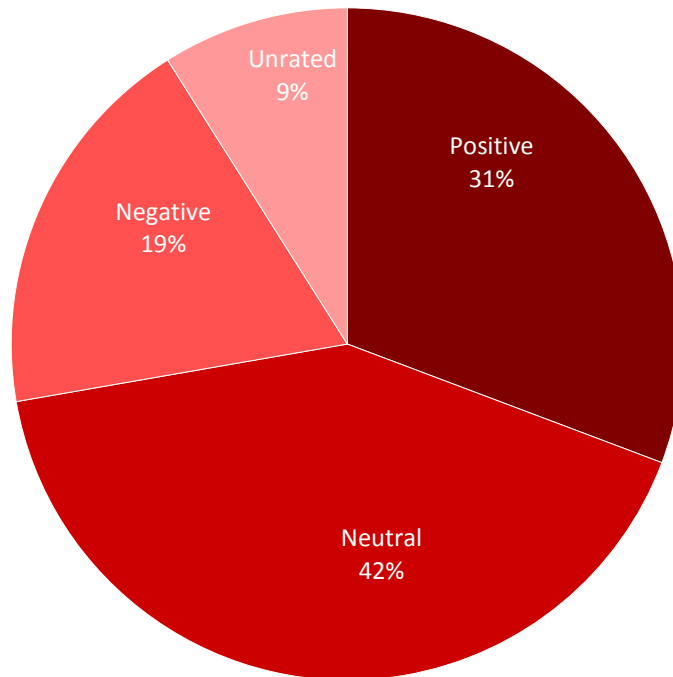
**Figure 3.10 – Online articles by continent**



### Most articles published in Europe

- In figure 3.10 the distribution of articles on continent is illustrated. Not surprisingly most articles were published in Europe, who accounted for 79% of the total number of articles.
- 11% were published in North America, with USA accounting for the predominant part (11%).
- The least active continent was Central America, accounting only for 0,03% of the total number of articles.

**Figure 3.11 - Tone analysis of the press coverage**



### Positive coverage of the ESC

- A tone analysis of the online articles found in the period of the ESC in Copenhagen was carried out to evaluate the qualitative coverage of the international media.
- As illustrated in figure 3.11 the analysis showed that the coverage in the international media was primarily positive. Out of the total number of 2,3591 articles 31% was rated positive, 42% was neutral and only 19% negative. Due to limitations in the Meltwater search-system, 9% were unable to be rated.

# Media analysis

## - Social Media analysis

### Introduction and methodology

Besides the Danish and International press analysis, a Social Media analysis was carried out.

The purpose was to give an indication of the coverage of the ESC on different chosen social media, such as Facebook, Twitter and Blogs etc.

The figures are based on quantitative search results of online social media activities by the international online search tool Meltwater News.

The results of the social media analysis are displayed in Appendix 1.

### Main conclusions

The Social Media analysis showed that the ESC also prevailed at the different social media. The analysis showed that Facebook and Twitter were the two most preferred social media and that the tone in the conversations were mainly neutral.

The geographical distribution of the conversations showed that the Germans and the Americans accounted for the highest level of international activities on the social media.



Below are listed a few of the many other facts & figures, not analysed in this report concerning the ESC 2014:

## **VisitDenmark's ESC campaign**

The preliminary results of VisitDenmark's ESC campaign shows that 2.1 million people became aware of Denmark due to the campaign, which included among others events, happenings / sweepstakes and online activities at both VisitDenmark and the EBU channels.

*Source: VisitDenmark 2014*

## **Wonderful Weddings**

Wonderful Weddings was a great success. A total of 63 couples was married at the three events, here off 22 marriages between two persons of the same sex.

The event resulted in an overwhelming media coverage. In total 29 global and 21 Danish media reported on the event, from countries including Germany, Ireland, Russia, Israel, Poland, China, USA and Australia.

*Source: Copenhagen municipality*

## **ESC event in Canada**

Also 6,000 km. across the Atlantic Ocean the ESC was celebrated. The Danish Embassy in Canada arranged an ESC event. Both in Toronto and in Montreal ESC fans gathered to watch and celebrate the ESC show.

## **Fan Mile cities at Eurovision**

The Fan Mile Cities (Beijing, Hamburg and San Francisco) were very successful in both attracting attention and spreading the Eurovision message across the globe.

In particular, the participation of the Chinese capital city, Beijing, was impressive with a delegation of more than 70 people and a 3 day show in the city centre.

The Beijing participation resulted in extensive media coverage in Chinese media, including direct TV reports in huge Chinese media like CCTV, Beijing TV and iFeng TV. The initiative was described by the municipality of Beijing as *'the most successful event/initiative since the sistercity agreement was signed between Copenhagen and Beijing'*.

See examples of the Beijing activities on the next page.

# Other facts & figures

## - examples of Beijing activities



**Beijing Eurovision Fanmile**

- 8 – 10 May: Chinese ESC party at Højbro square
- 30 officials (several senior VIP delegates)
- 45 artists who performed on the square.



**欧洲歌唱大赛“北京周”开启 中国元素“闪亮”哥本哈根**

2014-05-12 09:11:30 | 来源: 国际在线 | 编辑: 杨兵

国际在线消息: 当地时间6日中午18时15分, 丹麦首都哥本哈根最负盛名的高档广场商业街响起了中国节奏。身着喜庆红袄的红灯来打击乐团女队员们, 用手中的鼓敲响译唱极具民族特色的曲目——《中国龙》, 现场吸引了数百名行人驻足观瞻。至此, 由北京市旅游委、北京市外办、北京市文化局和北京市政府新闻办公室联合举办的哥本哈根欧洲歌唱大赛“北京周”文化旅游推介活动, 正式拉开帷幕。

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时间: 2014-05-12 10:04 来源: 未知 作者: admin 点击: 183 次

驻丹麦大使刘德训为媒体出席哥本哈根“北京周”开幕式 2014/05/09 2014年5月8日, 欧洲歌唱大赛北京周开幕式在哥本哈根市中心高档广场隆重举行。驻丹麦大使刘德训、北京市政协副主席闫向仲秋、哥本哈根市长延森出席并致辞。刘大使在致辞中表示, 当前中丹关系发展良好, 人

驻丹麦大使刘德训为媒体出席哥本哈根“北京周”开幕式 2014/05/09

2014年5月8日, 欧洲歌唱大赛“北京周”开幕式在哥本哈根市中心高档广场隆重举行。驻丹麦大使刘德训、北京市政协副主席闫向仲秋、哥本哈根市长延森出席并致辞。

**COPENHAGEN EUROVISION SONG "BEIJING WEEK"**  
哥本哈根欧洲歌唱大赛“北京周”

刘大使在致辞中表示, 当前中丹关系发展良好, 人文交流丰富多彩, 希望北京和哥本哈根两座首都城市进一步交流互鉴, 增进了解, 拓展合作, 促进中丹关系全面深入发展。闫副主席高度评价两市友好交往, 欢迎丹麦朋友赴华参访, 亲身体验中国丰富的风土人情和时代风貌, 不断增强两市商务和人文交流。延森市长祝贺“北京周”活动盛大开幕, 感谢中方的辛勤付出和精心筹备, 相信哥本哈根和北京市间的务实合作将会取得更多成果。

活动现场, 人头攒动, 热闹非凡。北京红灯来女子打击乐团、水晶乐团等文艺团体的青年演员们各展才艺, 激情演绎, 充分展示了中国文化和东方艺术的特色魅力。在现场观众持望远镜观看, 掌声此起彼伏, 始终沉浸在无限欢乐的气氛中。

延森市长在致辞中, 北京市作为欧洲歌唱大赛“哥本哈根”城市利用慈善平台举办“北京周”活动, 其间还将举办魅力北京时尚风情图片展和非物质文化遗产手工艺家现场表演等文化活动。





### Introduction

This section looks at the results of the press survey. The survey was conducted among a sample of the accredited international media and press, covering the ESC.

Data collection was a combination of a online questionnaire survey and face to face interviews with the international media and press. In total 87 respondents completed the questionnaire (of which 58 were conducted as face to face interviews).

E-mail addresses for the online questionnaire survey were collected from a ESC Newsletter sent to the press during ESC.

### Main results

- The respondents represented 24 different nationalities, highest represented was Germany with 11%. 45% were working as writing journalists.
- The average length of stay of the press was 8.5 nights.
- The respondents were overall very satisfied (4.59) with the stage and show. However, considerable less satisfied (1.63) with the accessibility of the Eurovision Venue.
- The respondents were in general satisfied with the staffs' assistance at the Press Center (4.11).
- 61% of the respondents who had reported from ESC before, rated the organization of this year ESC slightly or much worse compared to previous years.
- The supplementary comments elaborated that the transportation to and from Eurovision Island, especially the first week was appalling, and the main reasons for the press' dissatisfaction with ESC.

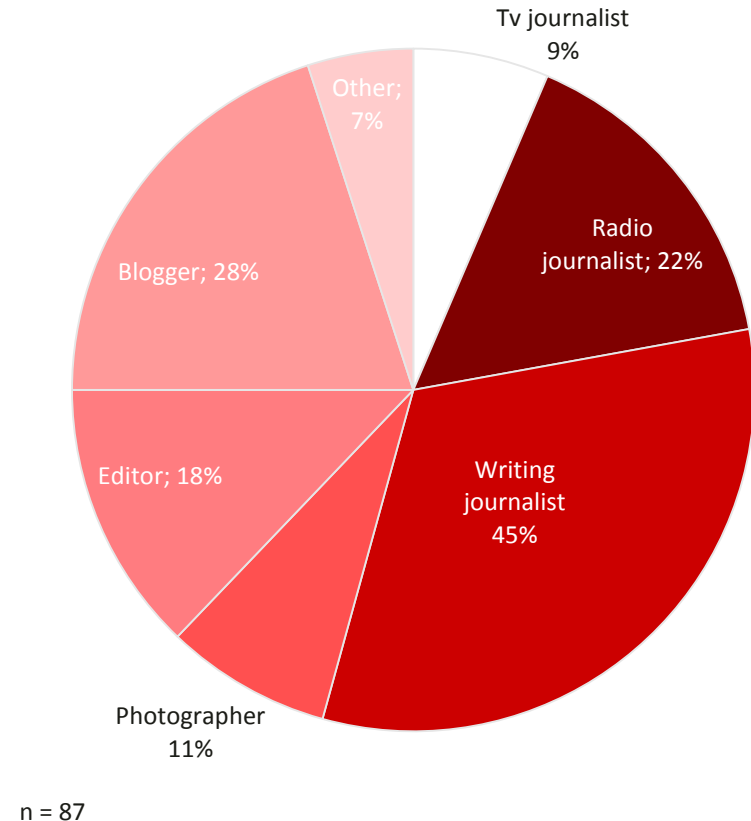
# Press survey

## - Profile of the press

### Profile of the press

- The 87 respondents came from 24 different countries. The three highest represented countries in the survey were Germany (11%), Sweden (9%) and Belgium (8%).
- Of the 87 respondents, 57% represented an internet media, 21% a newspaper and 20% a radio.
- Almost half of the respondents (45%) worked as writing journalists. 28% functioned as bloggers and 22% operated as radio journalists.
- 80 respondents of the 87 stayed overnight. Average length of stay was 8.5 nights.

Figure 4.1 - Job titles



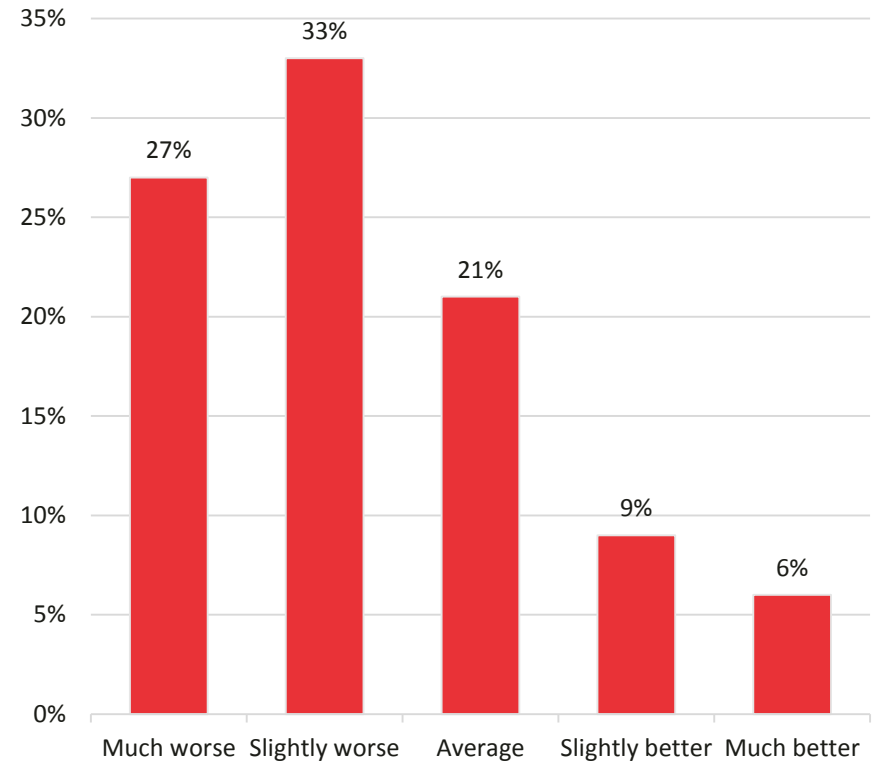
### Seniority of the press

- The respondents were asked how many times they had reported from an ESC. 20% of the respondents reported from the ESC for the first time. 19% of the press had reported from the show 10 times or more and as much as 61% between 2 and 9 times.

### Comparison with previous experiences

- The press that had reported from ESCs before were asked *“How would you rate Eurovision Song Contest 2014 in Copenhagen compared to earlier shows?”*
- 15% rated the ESC 2014 ‘much’ or ‘slightly better’ compared to previous experiences at ESCs. 60% rated ESC 2014 ‘slightly’ or ‘much worse’.
- The supplementary comments elaborated that the transportation to and from Eurovision Island, especially the first week was appalling, and the main reasons for the press’ dissatisfaction with the ESC 2014.

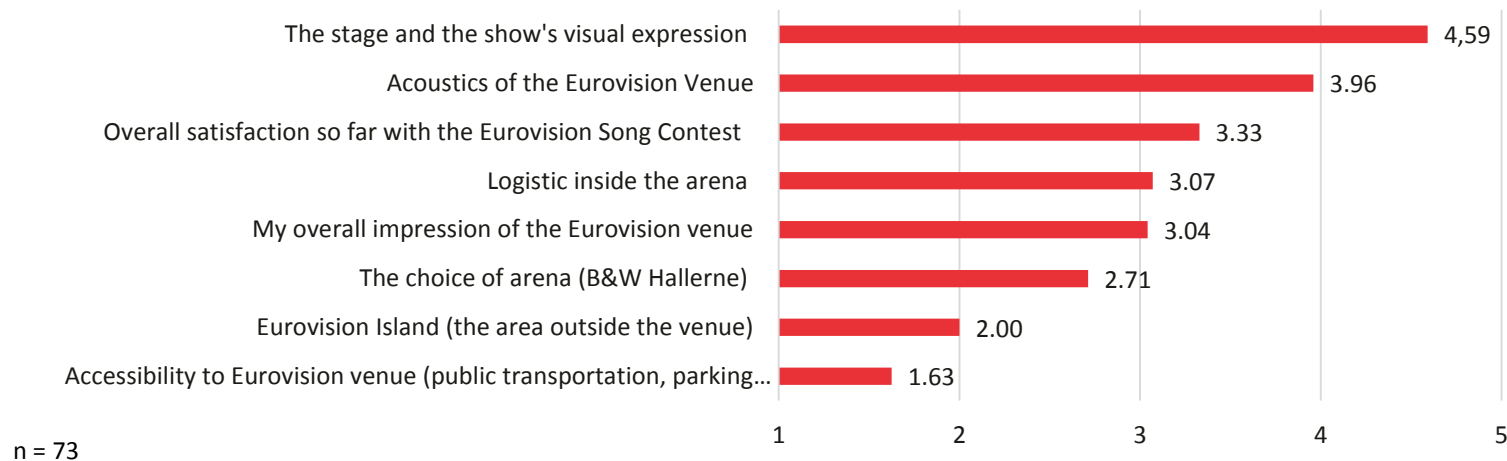
Figure 4.2 - Comparison with previous ESCs



n = 66

- The respondents were very satisfied with the stage and the show's visual expression on a scale from 1-5 this aspect scored 4.59. The respondents were less satisfied with the accessibility to the Eurovision venue which scored total of only 1.63.
- Respondents who had none or little experience with reporting from previous ESCs, were in general more satisfied with the ESC 2014 than respondents who had high seniority with reporting from ESCs.

**Figure 4.3 - Satisfaction with the following aspects**

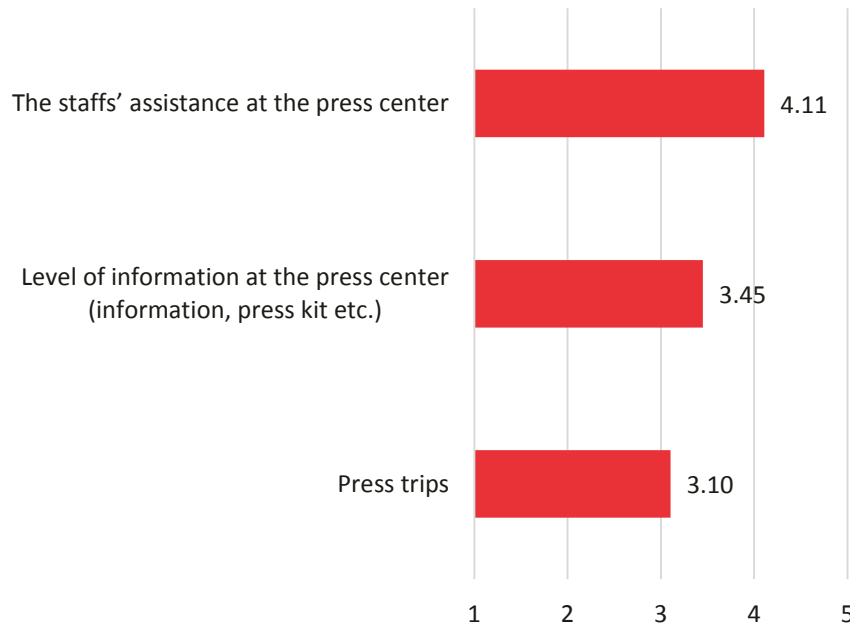


*Note: Average scale values between 1-5. (1=Very dissatisfied and 5=Very satisfied)*

# Press survey

## - Satisfaction with the press center

**Figure 4.4 - Satisfaction with the press center**



n = 73

*Note: Average scale values between 1-5. (1=Very dissatisfied and 5=Very satisfied)*

### Pleased with the assistance

The respondents were satisfied with the staffs' assistance at the Press Center, staffed by Wonderful Copenhagen. On a scale from 1-5 this question scored 4.11.

The score of 3.10 regarding the satisfaction with the Press trips, indicates that the press trips were not of great significance for the press.

### The respondents were asked to give supplementary comments about the venue, the show and Copenhagen in general:

- The respondents were mostly thrilled about the stage and the show, but their enthusiasm did not exceed their skepticism with regards to the venue, which was poor due to the inaccessibility. The stage and show generally received flattering remarks, but the place of venue was criticized for being remote and isolated.
- The press were both pleased and dissatisfied with the Press Center. Some enhanced good service and the location of the Press Center, which was close to the stage. Others found the service less good and the volunteers ill-mannered. Also the general level of information was criticized, due to contradictory information.
- The main issue among the respondents was clearly the transport to and from the Eurovision Island, which they claimed was disorganised. The respondents outlined lack of busses, missing busses, a long route especially in the first week. They also questioned why the busses only stopped at official ESC hotels and not at the central station. Secondly, the long walk from the bus stop to the Press Center were inefficient and unpractical.
- The respondents liked the 'Euroclub', but found that it was too far away and highlighted that there were no direct busses to the 'Euroclub'.
- With regards to Copenhagen in general the majority found Copenhagen to be attractive and beautiful.





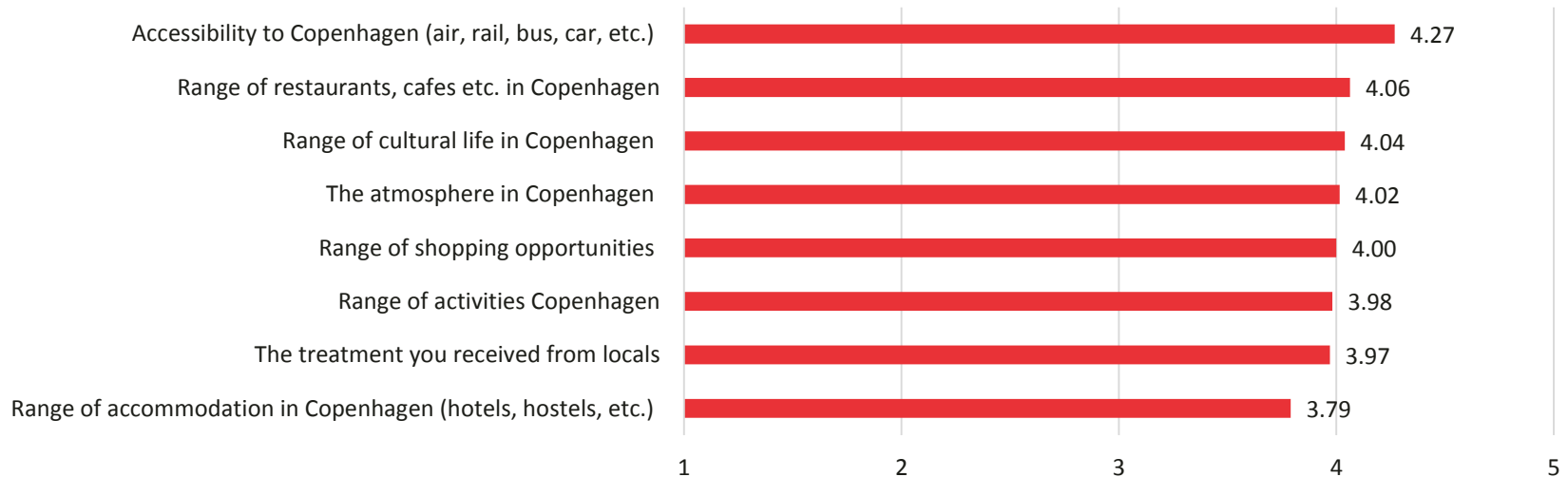
# Press survey

## - Satisfaction with Copenhagen

### Overall satisfied with Copenhagen as a destination

- The respondents were overall satisfied with the different statements regarding aspects of Copenhagen.
- The respondents were most happy with the accessibility to Copenhagen which scored a value of 4.27, followed by 'range of restaurants, cafes etc. in Copenhagen' (4.06).

**Figure 4.5 - Satisfaction with following aspects of CPH**



n = 73

*Note: Average scale values between 1-5. (1=Very dissatisfied and 5=Very satisfied)*

# Press survey

## - Themes for reporting

### Mainly reported on the ESC

The respondents were asked if they professionally reported on other topics or themes besides the ESC, whilst in Copenhagen. 81% of the respondents reported only about the ESC.

The remaining 19% reported on the atmosphere in Copenhagen and what Copenhagen can offer tourists.

Also themes like mentality, nightlife, Roskilde and liquorice was mentioned. Other topics were the 'Culinary Copenhagen' and 'Green Copenhagen'.



### Great city and friendly people

The reporters had the opportunity to write closing comments regarding Copenhagen and following extracts compile the comments:

- Several respondents wished that they had time for other things than the ESC.
- Some mentioned that the city was great and one noted that the city was dirty.
- One mentioned that the city had improved since the 1980s, but the building sites ruin much of the appearance, but understandable and needed for the new transport system.
- And finally one would like to thank people in Copenhagen and especially at Christiania for being very kind and friendly to tourists and the press.

# Appendix 1: - Social media analysis



# Social Media analysis

## - Introduction and main results

### Introduction and methodology

This analysis highlights the international coverage of the ESC on different social media.

The purpose the analysis is to capture and point out the interest of the ESC at different social medias world wide. The figures are based on quantitative search results of online social medias activities by the international online search tool Meltwater News within the period of the May 1<sup>st</sup> 2014 until May 31<sup>st</sup> 2014.

The search focused on following parameters:

“#esc2014 #joinus #eurovision #eurovision2014  
#mgp2014 #escph #melodigrandprix  
#melodigrandprix2014 eurovision mgp”

A condition was added, so that the search filtered out all the publicity, which did not mention Copenhagen in the different languages.

### Main results

- The conversation sentiment (tone) within the period of research was mainly neutral, with 83% of all hits/conversations being neutral. 15% were positive and only 2% were negative conversations.
- The research showed that Facebook and Twitter was clearly the social media most frequently used by respectively 72% and 20% of all social media.
- The day of the ESC Final, May 10<sup>th</sup> , and the day after, May 11<sup>th</sup> were clearly the peakdays with most hits on the different social media.
- The geographical distribution of the hit/ conversations showed, the same as the International Press analysis, that the Germans and the Americans accounted for the highest level of international activities on the different social media.

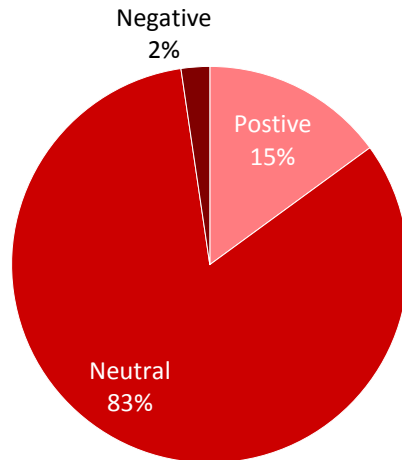
# Social Media analysis

## - Conversation sentiment

### Conversation in May

The conversations at the different social media in May, as below mentioned graph shows, were mainly neutral with the total of 83%. 15% of the hits were positive and only 2% were negative.

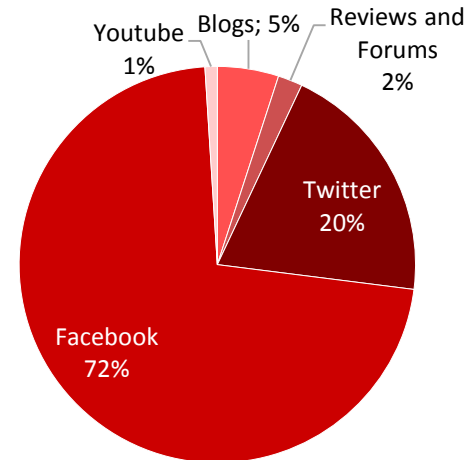
Figure 5.1 - Conversation sentiment in May



### Conversation by Channel

Facebook was by far the media with most hits within the search, with a total of 72% of all conversations, followed by Twitter with 20%. Different kind of blogs accounted for 5% of the conversations/hits.

Figure 5.2 - Conversation Sentiment by Channel



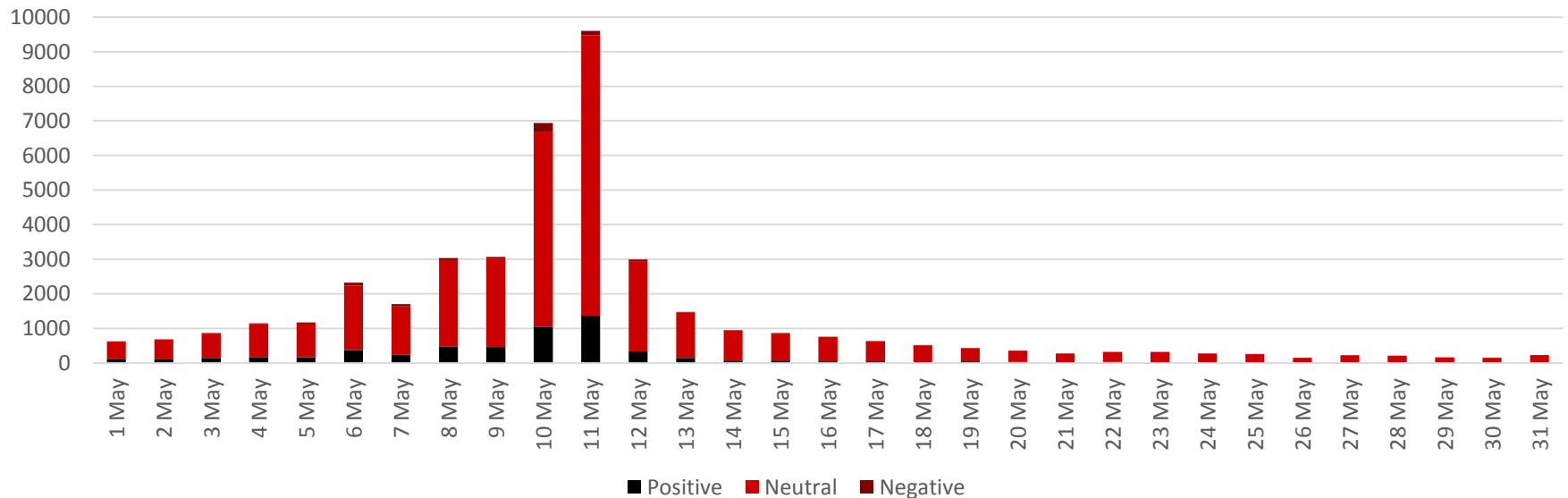
# Social Media analysis

## - The level of hits by date

### Conversation sentiment by date

- The level of conversations was as expected concentrated around the days with ESC shows and the days just after the ESC Final. The day of the Final, May 10<sup>th</sup> had 6,938 hits and May 11<sup>th</sup>, the day after the show, was the day with greatest hits by a total of 9,602.
- The tone in the conversations was as mentioned in the main neutral. The days with most positive conversations/hits were May 10<sup>th</sup> with 1,048 (15%) hit and May 11<sup>th</sup> with 1,370 (14%) conversations/hit.

**Figure 5.3 - Conversation Sentiment by date**



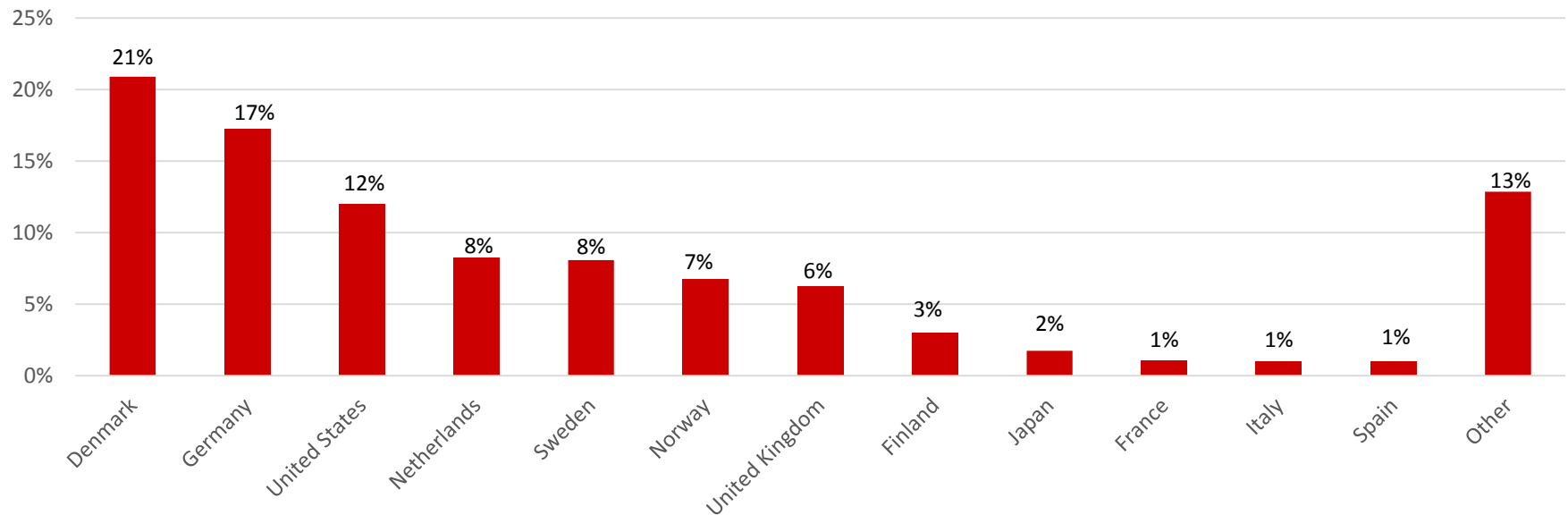
# Social Media analysis

## - The geographical distribution

### Germans were very active on the social media

- As expected, the Danes, were the most active nationality on the social media with 21% of all conversations/hits. Germans were likewise very active with 17% hits of all conversations/hits. The Americans were remarkably also very active with a total of 12%.
- The International Media analysis showed the same nationality distribution of articles written. Here Germany and The United States, also accounted for the highest level of activity.

Figure 5.4 - Geographical distribution







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