

COPENHAGEN COOKING & FOOD FESTIVAL

2016

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INTRODUCTION

INTRODUCTION

Breaking the New

Copenhagen has within the last decade developed into an international food metropolis. This year, Copenhagen Cooking & Food Festival put focus on new trends within food and gastronomy, and presented it to their guests, under the theme 'Breaking the New'.

Over 80.000 guests attended the more than 150 unique events during the festival. Some of the new features this year, was the festival center CPH Food District in Øksnehallen, and the Top Dog Charity, a gourmet hotdog competition for international chefs, which was especially popular.



METHODOLOGY

Purpose of study

The main purpose with this study is to gain general information about the participants of the Copenhagen Cooking & Food Festival (CCFF), and their knowledge and satisfaction with the events. Similar studies were carried out in 2011 and 2015. Throughout the report, the results from this study will be compared with the study from 2015, to see if any changes occur in the participants demography or satisfaction. Furthermore a study of the volunteers affiliated with the CCFF, has been carried out in the same period. Information and key findings will be presented in a separate section at the end of this report.

Data collection

During the 10 days of the CCFF (19-28 August), a selection of participants were recruited at 12 different events. Furthermore e-mails used for buying tickets at madbillet.dk, was collected. In total 6.687 unique e-mails were collected and used as our respondent list.

After the final event of the festival, an online survey was published and e-mails were sent out to all collected e-mail addresses with a link to the questionnaire, followed by two reminders, sent with a seven days interval, to those who did not respond. That approach resulted in a response rate of 30%. Compared to the study from 2015 there is a drop in the response rate, but the number of respondents is almost four times bigger.

Of the 6.687 who received the survey, 2001 started answering, 1751 completed the survey, out of whom 1667 stated they had participated in CCFF. The reasons for the 84 respondents who stated they had not participated in CCFF, was either that the event they planed to go to was cancelled, but they still received the survey, or that they where not aware, that the event they had participated in was part of CCFF.

Limitations

The data was not collected at the same events at last year's report, and therefor the data could be biased when comparing the two reports. Due to the fact that we received emails, from all who have bought tickets through madbillet.dk, respondents who attended events with entrance fee will be overrepresented compared to those who attended free events. That could also be the reason for the different age distribution.

METHODOLOGY

Introduction to the report

The report will highlight the experience of the respondents during their participation in the CCFF. The first part of the report is a background description of the respondents, followed by a descriptions of the travel groups and tourists who attended CCFF.

The following chapter outline the respondents familiarity with the CCFF, their search for information before and during the festival and their use of social media.

In the next chapter the respondents level of satisfaction will be outlined. It will be presented both for specific events, and for the CCFF in general. The Net Promoter Score is presented, as it has been used in measuring the level of satisfaction for the CCFF.

The final chapter will be a presentation of the main findings of the volunteer study, carried out in the same period. It will contain background description, reason for volunteering and the level of satisfaction for the volunteers.

Not all collected data are shown in full or analysed in detail in this report and only main results have been highlighted and illustrated to ensure a more reader-friendly report. But, all data can be found in the appendix where they are portrayed in graphs.

THE FESTIVALGOERS

DEMOGRAPHY

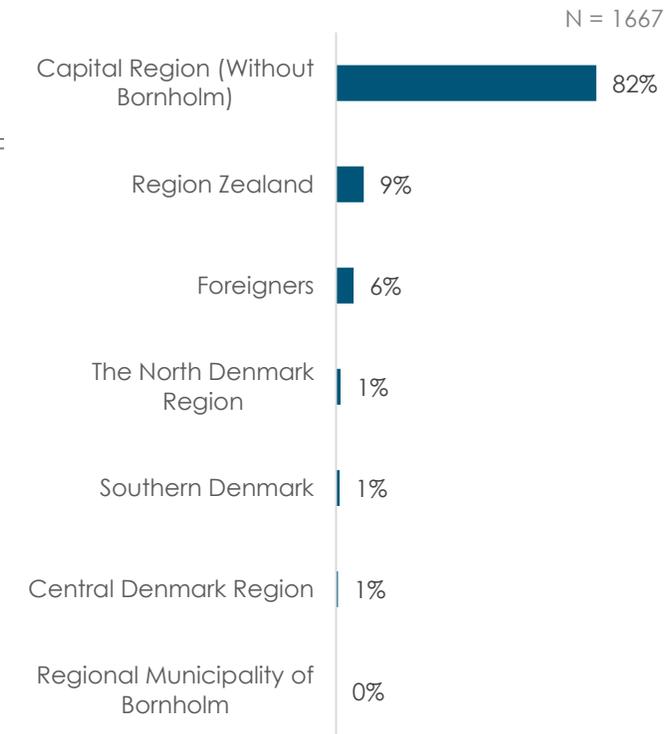
The main part of participants are locals

More than two thirds, 69%, of the respondents in this survey are women, and 31% are men.

Almost similar to last year, 66% of the respondents, participated in CCFF, for the first time. 15% attended CCFF for the second time, and almost 19% attended CCFF for the third time or more.

In total, 94% of the respondents live in Denmark, of which 82% are locals from the Capital Region. The Region Zealand is the second best represented region in this study with 9%. The other 3 regions and the municipality of Bornholm, make up 3% of the respondents.

6% of the respondents were foreigners who live outside of Denmark. The main part are from Europe, with Sweden best represented with one out of three. The rest of the respondents came from as far away as Australia, China, and USA.



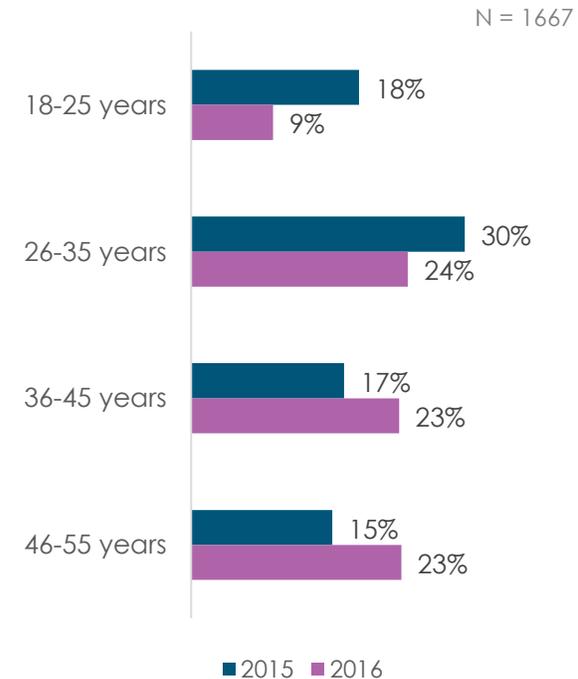
AGE DISTRIBUTION

Shift from the younger age groups

Except for the two outer categories all the age groups are well represented in this year's survey. But compared to the results from 2015 it is worth to notice that there has been a change in the age distribution. The percentage of younger participants, under the age of 35, has been reduced significantly. The percentage of respondents between 18 and 25 years of age, has been halved compared to 2015.

In 2015, 48% of the respondents were between 18-35. That number has this year been reduced to 33%. As a result the respondents between the age of 36 and 55 make up 46% of the respondents in this year's survey, while it was only 32% in 2015.

The decrease in younger participants has also resulted in a decrease in the amount of students who have participated this year. Compared to last years report, the number of student has almost been halved. In 2015, 1 out of 5 was a student, while this year it is only 11%.



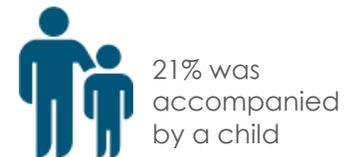
TRAVEL GROUPS

More couples and smaller travel groups

The respondents were asked to specify the size of their travel group, while attending the events. The general picture is that the groups are getting smaller. 1 out of 5 stated that they attended the events alone, while 45% stated that their travel group existed of only 2 people.

A smaller percentage of the respondents were in groups made up of 3 or more people. The report from 2015 showed that almost half of the respondents were part of bigger groups consisting of 3 or more people. That number is now 36%.

In total, 80% of the respondents were accompanied when attending one of the events. Of these 26% travelled with children. In total more than 1 in 5 had children under the age of 18 with them during an event. A small increase compared to last year's report.



TOURISTS

Non locals make up 18%

18% of the respondents were visitors living outside of the Capital Region and were therefore categorised as non locals. This group, were asked an additional range of questions, regarding, their stay in Copenhagen.

The respondents were asked whether they were in Copenhagen because of the CCFF. They could either answer, primarily, partly or not at all. In total 60% of the non locals were in Copenhagen because of CCFF. Divided, 47% stated they were in Copenhagen primarily because of the CCFF, an increase from 31% last year. 13% stated they were in Copenhagen partly because of the CCFF, compared to 21% last year. 40% would had come anyway, or were already in Copenhagen.

In connection to the CCFF, 36% of the non locals had at least one or more nights in Copenhagen, and stayed on averaged 2,3 nights in Copenhagen. A hotel was the preferred accommodation form, with 37%, choosing that option. 29% stayed with family or friends, while 13% chose to rent an apartment through Airbnb or similar option.

47% Was in Copenhagen
Primarily because of CCFF

N = 293



36% Stayed one
or more nights

N = 293



37% Hotel
29% Family / friends
13% Airbnb or similar

SOCIAL MEDIA

SOCIAL MEDIA

The CCFF website has doubled the use

The CCFF official Facebook page, has since last year increased its number of followers with more than 6.000, an increase of 32%. Besides that, the percentage of the respondents who follow CCFF on Facebook is almost similar to the 2015 results, and has only changed one percentage point.

When searching for information prior to the festival, the CCFF Facebook page is now the second most used source. However 23% of the respondents who used Facebook to look up information, do not follow CCFF on Facebook. So even though they do not follow CCFF on Facebook, the page is still used in the search for information. When looking at age groups, it is still primarily the younger groups who use Facebook. 27% of the respondents between 18-35 used Facebook in search of information, while it is only 17% of the respondents between 36-55.

The official website of CCFF, is by far the most used to look up information. 64% or almost 2 out 3 used the website in the search for information. That is double the amount compared to last year. There is no difference between the age groups who use the website the most. The third most used source of information, is the printed program, with 12% of the respondents who state that. This year there is no clear picture of which age groups who use the printed program the most. Last year it was the respondents above the age of 56.

Familiarity

The respondents were asked how they got familiar with the CCFF. The top three answers have not changed since last year. 33% got familiar with the festival via social media (Facebook, Instagram, blogs etc.). 33% have attended the festival before and know it from previous years, while 20% got recommendation to attend the festival from family or friends.

30% follow CCFF on Facebook.
and
19% use Facebook to search for
information

33% got acquainted with CCFF
through 'Social media'
and 33% from 'Previous years'.

64% used the website of CCFF to
search for information

TRANSPORTATION

Bike is the most common used transportation form

The respondents were asked what type of transportation they used, to get to and from the events during CCFF. They were able to answer several means if they had used different means of transportation, to different events. Bike is the most preferred method, with 42% choosing that option. The second most used is train 24%, while walking is preferred by 19%. 14% used the bus, and 10% used the Metro. In total 37% used public transportation, as a way of getting to and from events.

An additional question, regarding their choice of ticket, was asked to those who used either train, bus or metro. Here 'Rejsekort' with 68%, was the most used ticket, followed by the 'season ticket' 17%. In the category 'other', it was either mobile tickets or and variations of the season ticket.

In connection to these questions, the respondents were asked whether or not they were aware of the 'Eventbillet', a special ticket provided from DOT during CCFF. In total 35% stated that they were aware of the offer existing, but less than 2% made use of the offer in connection to CCFF. 65% answered that they were not aware of the offer at all.



37% used public transportation



42% used the bike as transportation



19% walked

* The respondents had the opportunity to answer several means of transportation, the total therefore sum to more than 100%

SATISFACTION

SATISFACTION WITH EVENTS

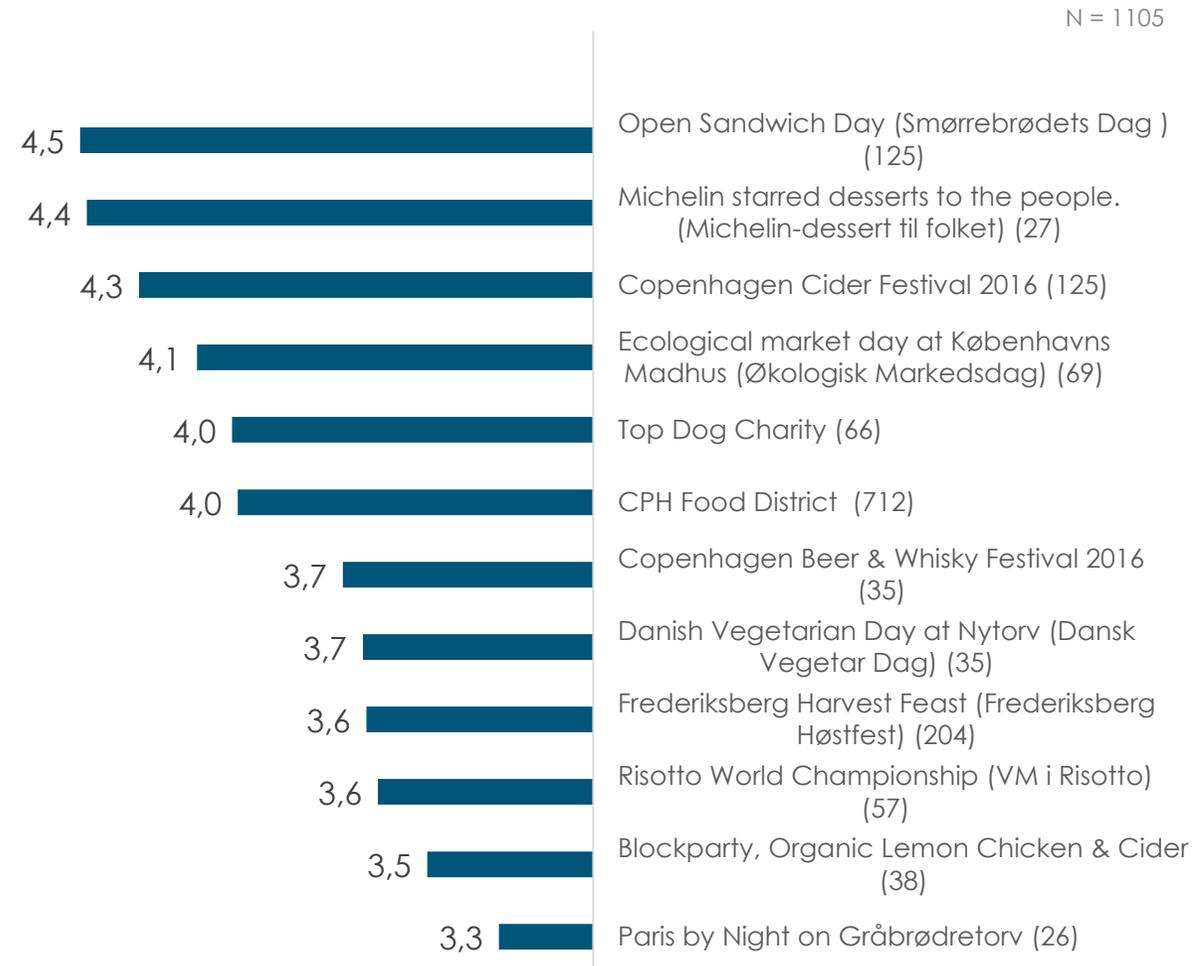
The respondents were asked to rate their satisfaction with the 12 events, where e-mails were collected. The rating was from 1-5, with 1 being extremely unsatisfied and 5 being extremely satisfied.*

Generally there has been a positive feedback from the respondents. The positive feedback is also reflected when looking at the overall average for all the events. This year it is 4.0, an increase of 0.2 compared to 2015.

When going through the open answers, there is none, or only few comments on the top 5 events. Most of the comments are from those who are dissatisfied with something during the events. Those comments that are not directed at specific events mostly regard not getting value for money.

The CPH Food District received comments regarding the entrance fee being too expensive, and not enough tastings inside.

Last year the Frederiksberg Harvest Feast achieved a rating of 4.3 in the rating, compared to 3.6 this year. The reason for the decreased score this year could be that several stated that the food did not live up to the quality they expected, and that the food at the children's Harvest feast was not child friendly enough.



* If the respondents had not participated in the event, they were asked to leave it blank.

BARRIERS

Time and money are the two biggest barriers

In total the respondents participated in 2.1 events during the CCFF. 1.44 events with access fees, and 0.66 of the free events. A small bias may occur in this picture due to the fact that the emails gathered consisted of everyone who had bought tickets at madbillet.dk, and therefore ticket goers were overrepresented.

When asked what barriers prevented them from participating in more events during the CCFF, the primary reason was lack of time. 47% would have participated in more events, if they had more time. The second most often mentioned reason for not participating in more events, was money, either a lack of, or a decision not to spend any more money attending events. Those are the same two reasons, as in the last report. The percentage of respondents who stated money as a barrier has increased from 20% in last year's report to 30% this year.

The third most common barrier mentioned by the respondents, was '*a confusing program*', with more than 1 out of 5 indicating that the program did not provide an adequate overview of the events. That is an increase of 7 percentage points since last year. In connection, 12% of the respondents stated that insufficient information, was a barrier for participating in more events.

When looking at those who found information insufficient or the program confusing, and where the respondents chose to search for information, there is no significant difference between respondents.

In the '*Other*' category, the most common answer is '*no barriers*'. There was no category, with '*no barriers*' so many of the respondents answered the '*other*' category instead. The reason given for no barriers is that they have attended those events that appealed to them.



47% indicated time as a barrier



30% indicated money as a barrier



21% indicated a confusing program as a barrier

NPS SCORE

THE NET PROMOTER SCORE

The Net Promoter Score (NPS) is a simple management tool used to measure customer loyalty. It serves as an alternative to traditional customer satisfaction measuring. In this context, the respondents are regarded as customers.

Loyal customers are found to be good ambassadors of endorsing the product or company being measured.

Calculating the NPS requires the use of the simple question: **On a scale from 0-10 how likely is it that you would recommend [brand] to a friend or colleague?**

Respondents are grouped as follows:

Promoters: (a score 9 or 10) loyal customers or members that are the most likely to exhibit value-creating behaviours.

Passives: (A score of 7 or 8) in many ways the neither/nor in older versions of likability scales. These are the satisfied but unenthusiastic customers who are vulnerable to competitive offerings.

Detractors: (a score between 0 and 6) these customers are believed to be the least likely to exhibit value-creating behaviour.

The Net Promoter Score is measured by deducting the percentage of detractors from the percentage of promoters.

Companies that have the most loyal and motivated customers hold a score of 75% or higher, depending on line of business. Research show that companies with the highest NPS within their line of business in average grows 2.5 times faster than their competitors.

A great strength with the concept is that it is a simple tool and easy to comprehend, enabling an organisation to focus its work strategically, tactically, and operationally on the overall purpose: happy and loyal members.

NPS MEASURE

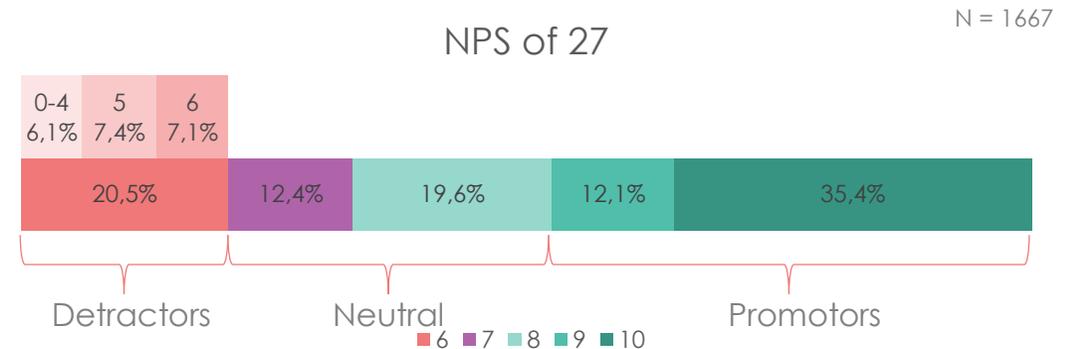
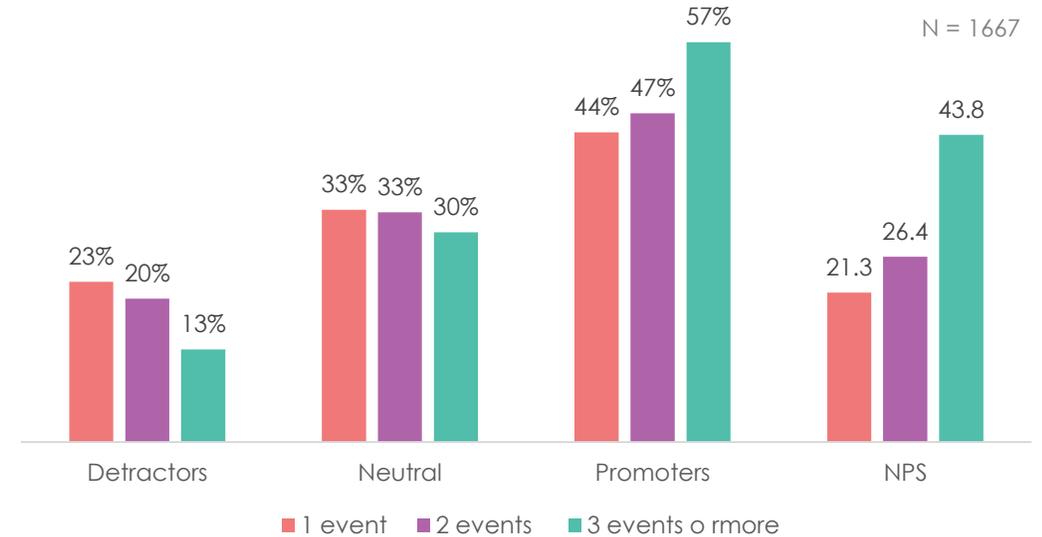
NPS Score of 27

When looking at the NPS for CCFF, there is a small decrease compared to last year's score of 30.4. The reason being that the group of neutrals has grown by 3% while the promoters have decreased. The number of detractors is exactly the same as last year.

The decrease in the NPS score suggest that the participants were less satisfied as compared to last year. But, when comparing the total average of the scores given, there is no change between the two years, as they both have a result of 8.0, indicating no change in satisfaction at all.

Looking at the number of events each respondent have attended and the score given, there is a clear link between the two. The more events a respondent has attended, the higher a score is given.

For those respondents who have only attended one event, the percentage of detractors make up 23%, while that number is only 13% for those who have attended 3 events or more. Looking at the NPS score, it is more than double for those who have attended 3 or more events, compared to those who have only attended one.



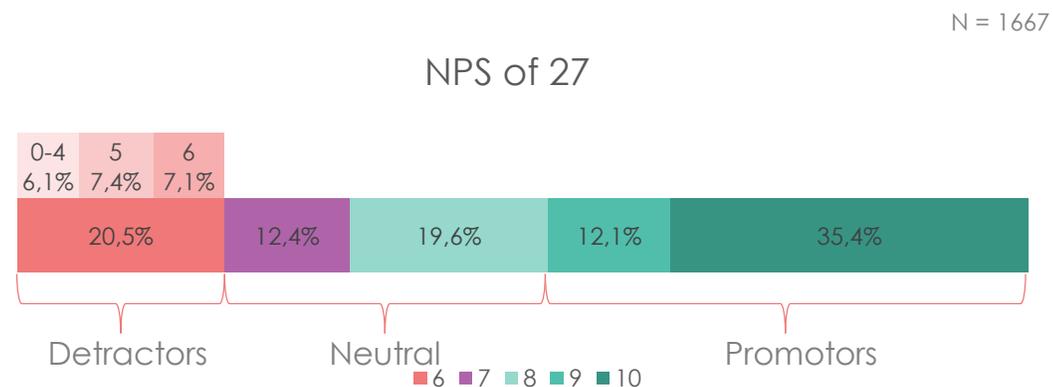
NPS SCORE

A follow up question was given to those who answered 8 or lower on the NPS scale. It was an elaborative question, asking them to give a reason for their score. In general, the feedback was positive, and several stated that they only attended one event, and therefore did not have knowledge to rate the entire CCFF, so they gave a score somewhere in the middle.

The more negative feedback was either regarding the program or the quality of the events. Many have stated that the program was too confusing, and lacked specific information on the events, and that it was difficult to get an overview of the program.

Most of those who gave a score of 4 or lower, replied that they did not receive value for money. Either the quality of the food was too low, or the information on the specific events was misleading and therefore lead to expectations that were not fulfilled.

Especially the event, Frederiksberg Harvest Feast, had many complaints regarding the quality of the food, and respondents did not feel they received enough value for money. At the children's Harvest feast some stated that the food was not child friendly. At the 'Chicken & Cider' event, the cider was not included, even though the title could indicate otherwise. That made for an unnecessary misunderstanding and moved the focus away from the actual event.



RECOMMENDATIONS

CONCLUSION

Highlights

There has been a noticeable demographic change of the respondents, compared to last year's report. A change in the age distribution means that the majority of the respondents is no longer to be found in the age group between 18 and 35 years, but instead in the age group between 36 and 55 years of age. With 46%, they now make up almost half of the respondents.

30% follow CCFF on Facebook, and 1 of 3 got familiar with this years CCFF's through social media. When searching for information the CCFF's website is the most used, with 64% of the respondents using it to search for information. That is almost twice as many compared to last year.

Half of the respondents used public transportation as a mean to get to and from events. But even less than 2% used the 'Eventbillet' as ticket for the trip.

The most mentioned barriers for not participating in more events, is still time and money, with respectively 49% and 30% indicating that. But 'a confusing program' has moved up the list and more than 1 out of 5 state that as a barrier for not attending more events.

In general the respondents have been satisfied with the evaluated events, but there has been a small decrease in the NPS-score, from 30.4 in 2015 to 27 this year. The reason could be some dissatisfaction with the quality at some of the events. But looking at the average score there has been no change in satisfaction between years, and it is still 8.0.

RECOMMENDATIONS

The Program

Again this year there has been an increase in the number of respondents who indicate 'A confusing program' as a barrier for participating in more events. A better overview of the program is therefore an area that could be improved.

When knowing that almost 2 out of 3 respondents use the CCFF's website to search for information, it is evident that the search function is both easy to find, as well as provide the information needed. Despite some search functions already exist at the website, it is for some, not sufficient to create an overview of the program.

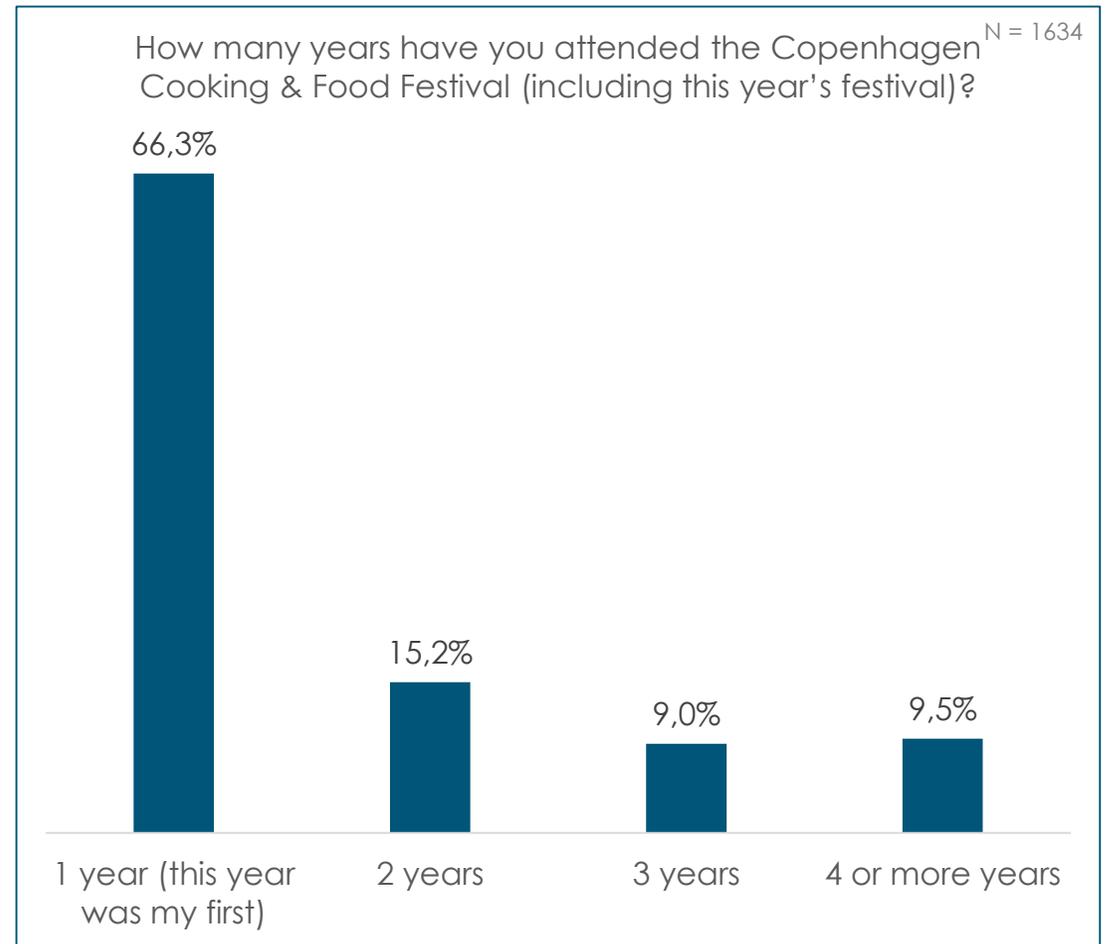
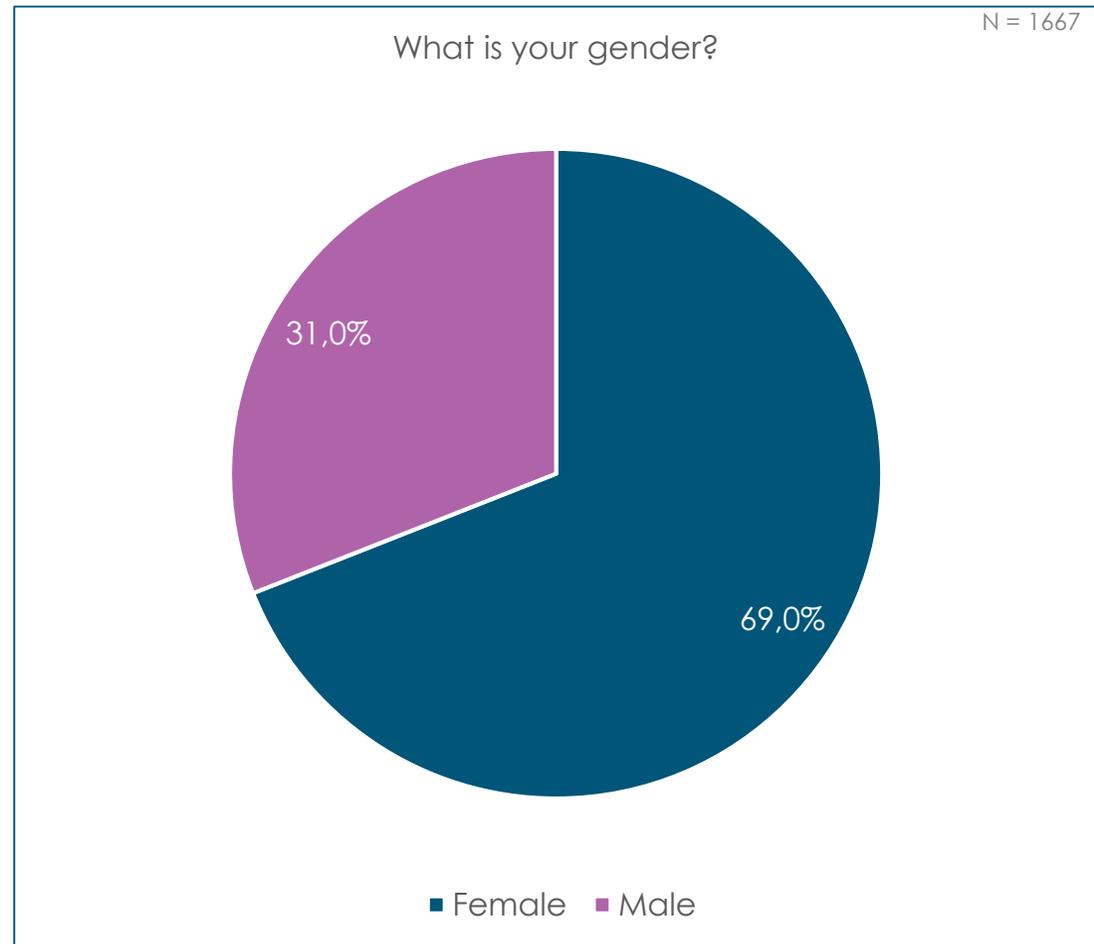
Almost half of the respondents used public transportation, but less than 2% used the 'Eventbillet', as ticket for their trip. It could be an idea to further investigate, the reasons for not buying the 'Eventbillet'. Alternative is to simply remove the offer.

The Events

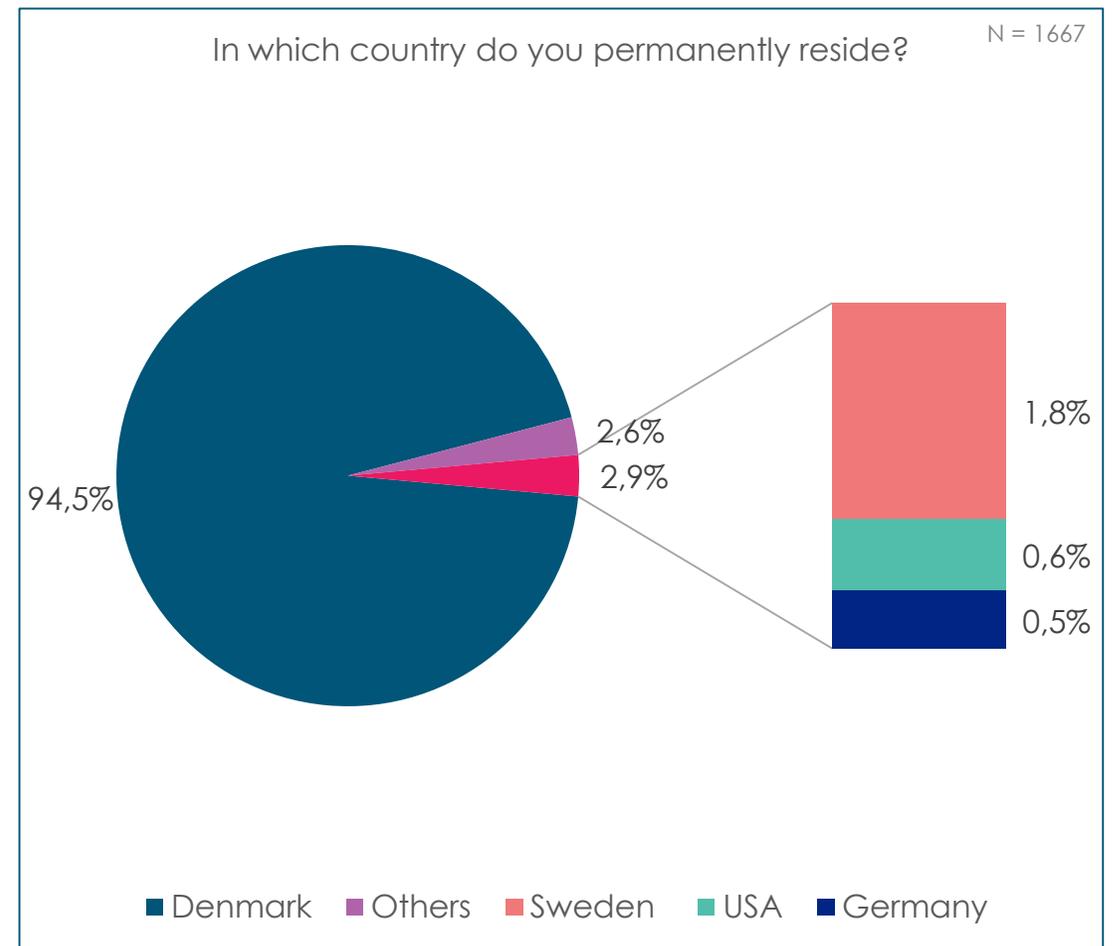
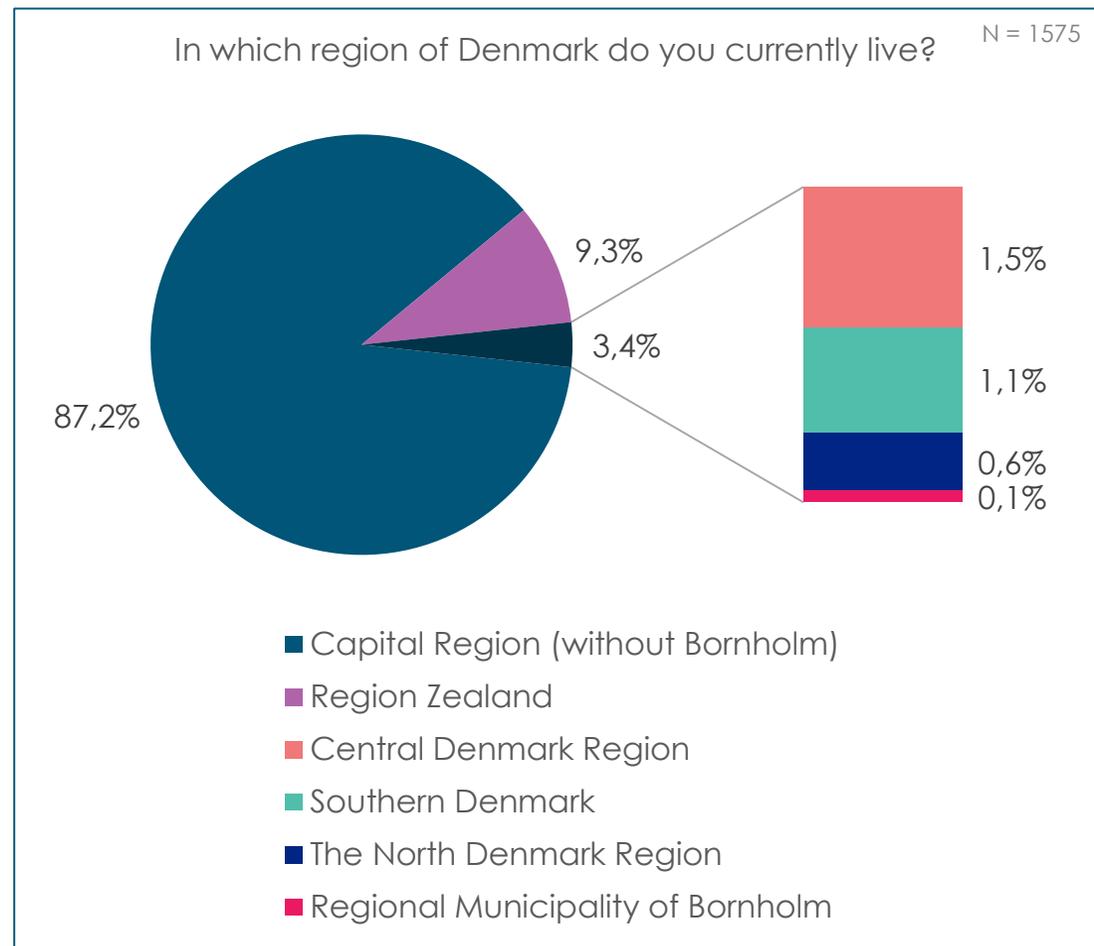
In general there have been lots of positive feedback, on the evaluated events. Some of the more negative comments, is regarding the price for events and quality of food. Even though many of the respondents have participated in events with entrance fee, the price is still an issue for some. The generally complaint were regarding the price of the event not matching the quality of the food, and therefore did not live up to their expectations. A better description of the events, and clarity of what is included in the prices could prevent misunderstandings.

APPENDIX

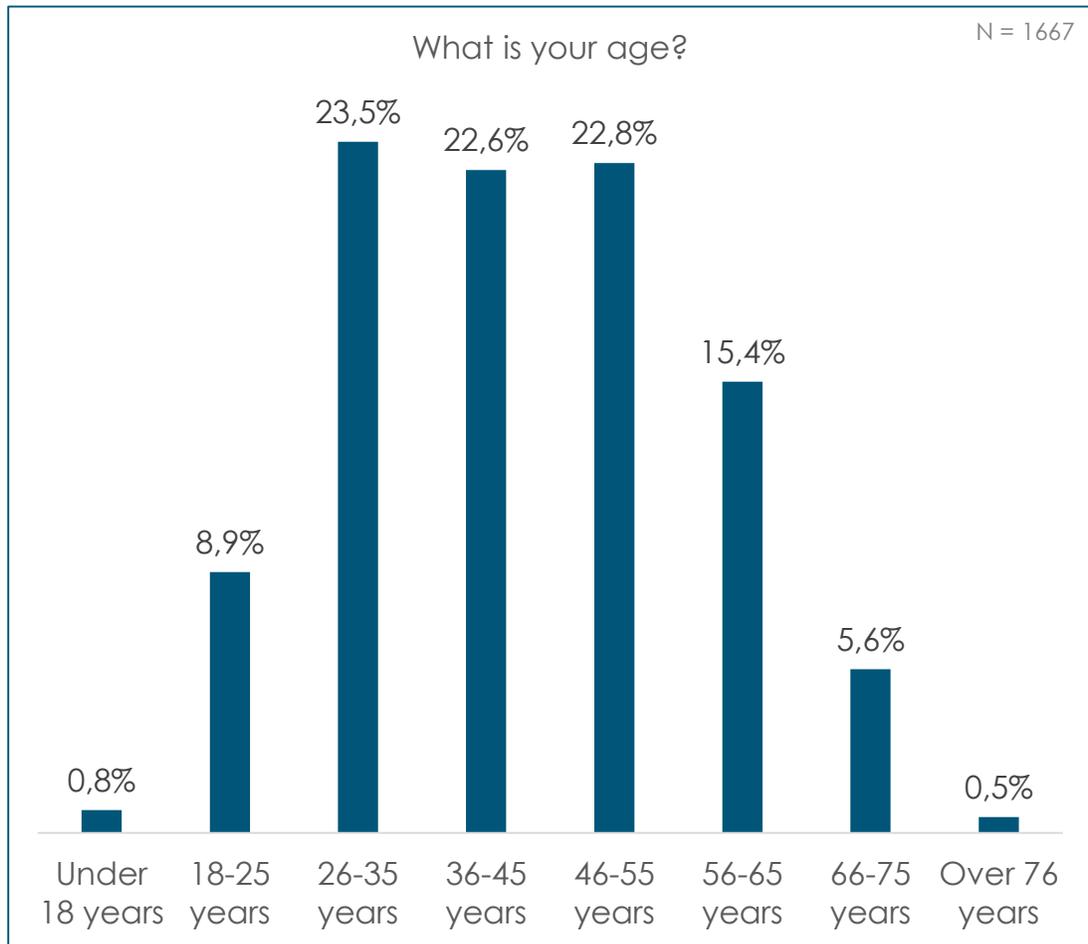
DEMOGRAPHY



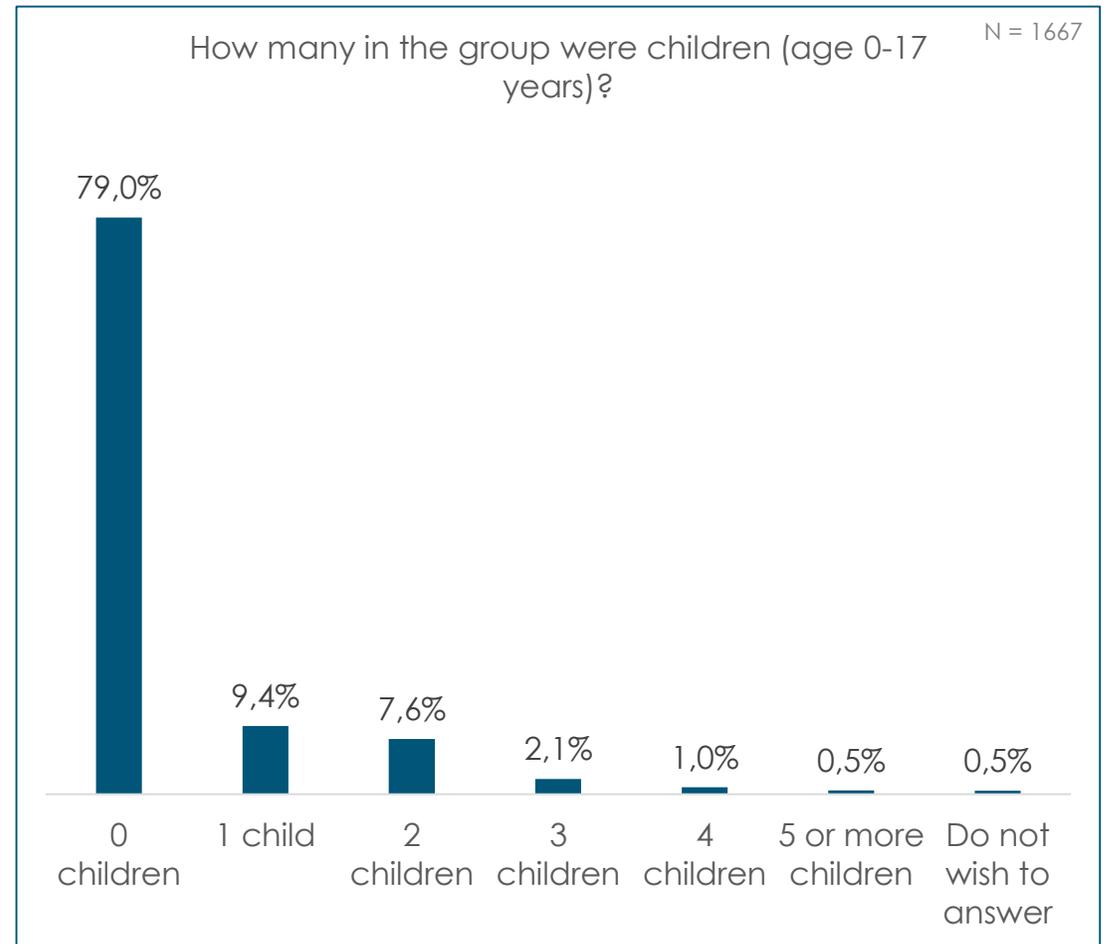
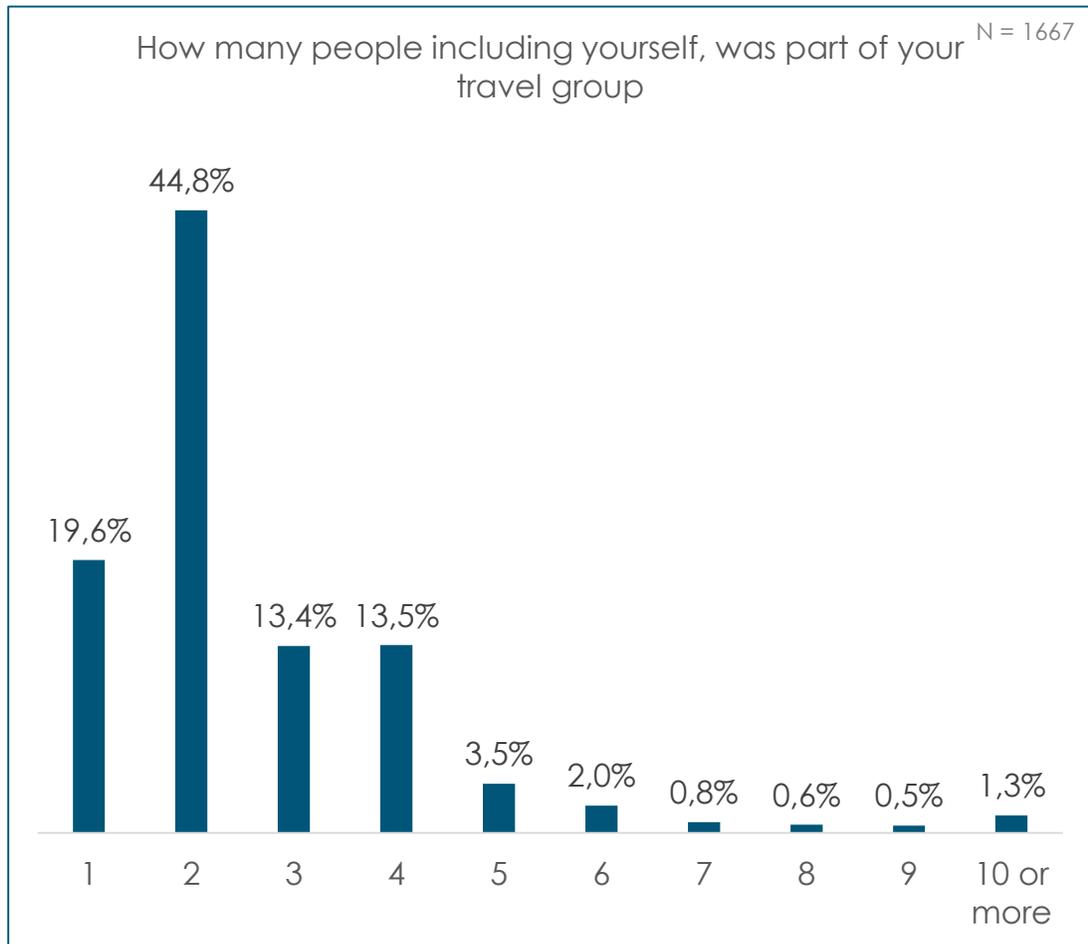
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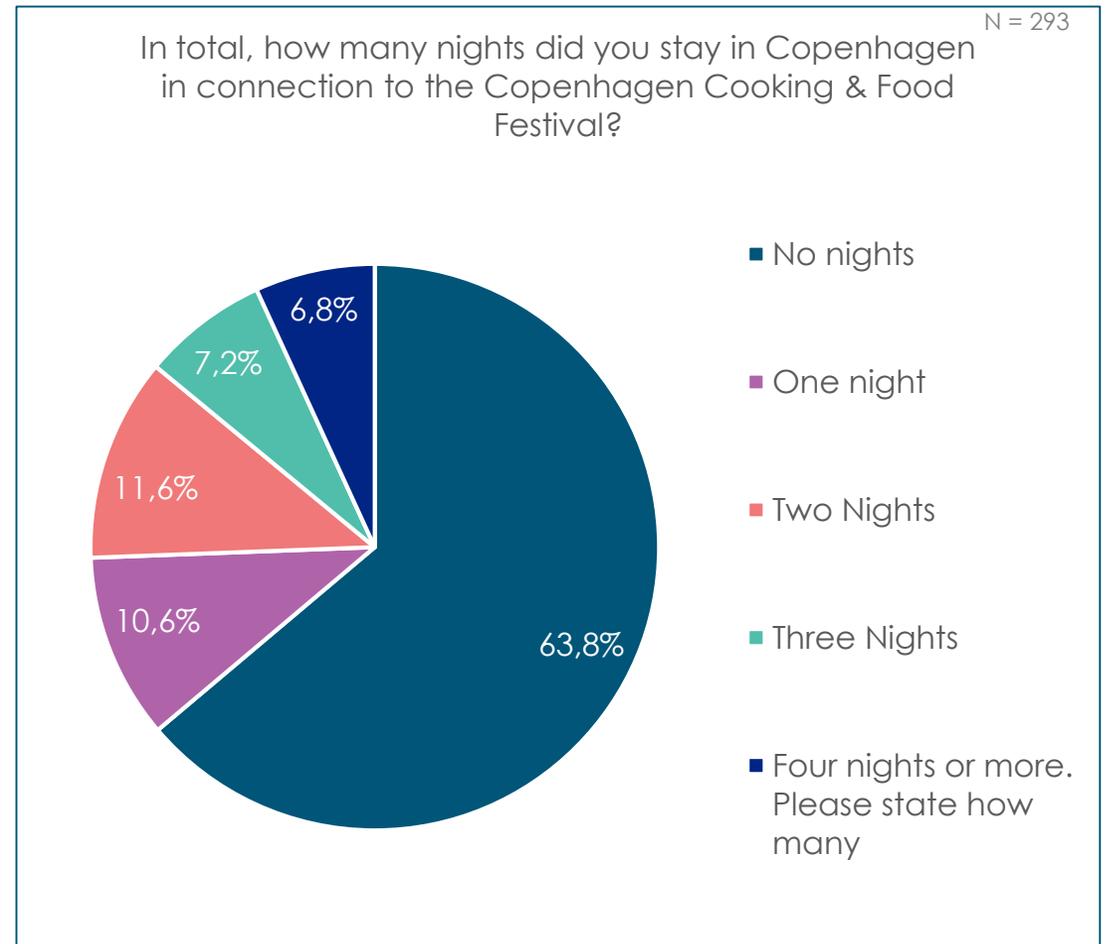
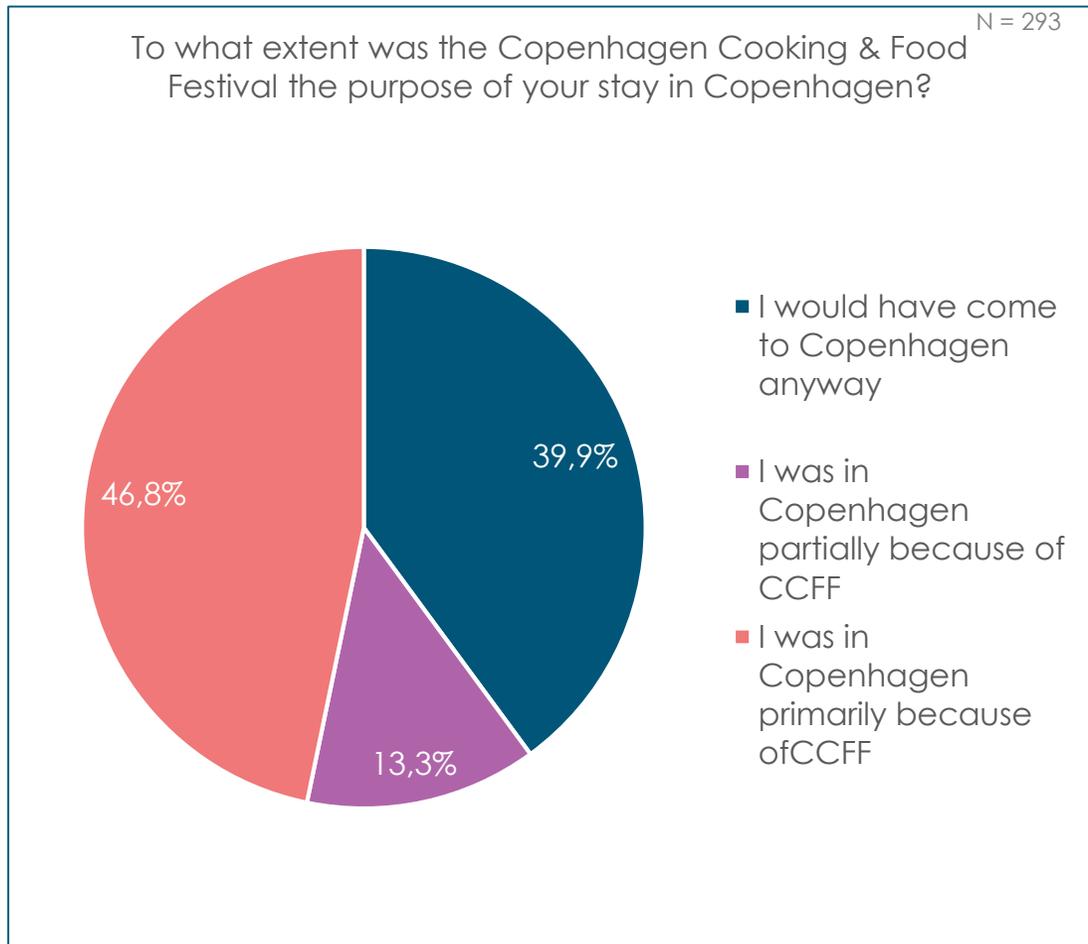
AGE DISTRIBUTION



TRAVEL GROUPS



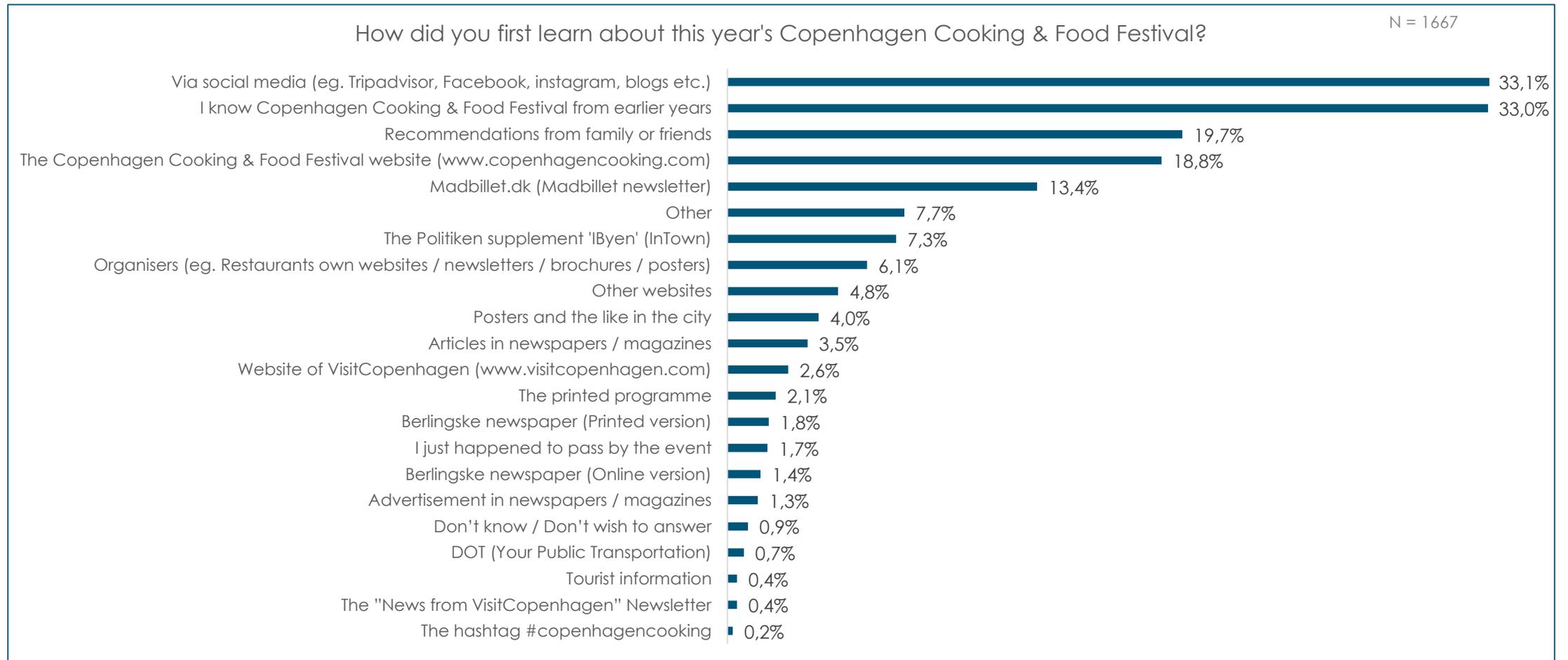
TOURISTS



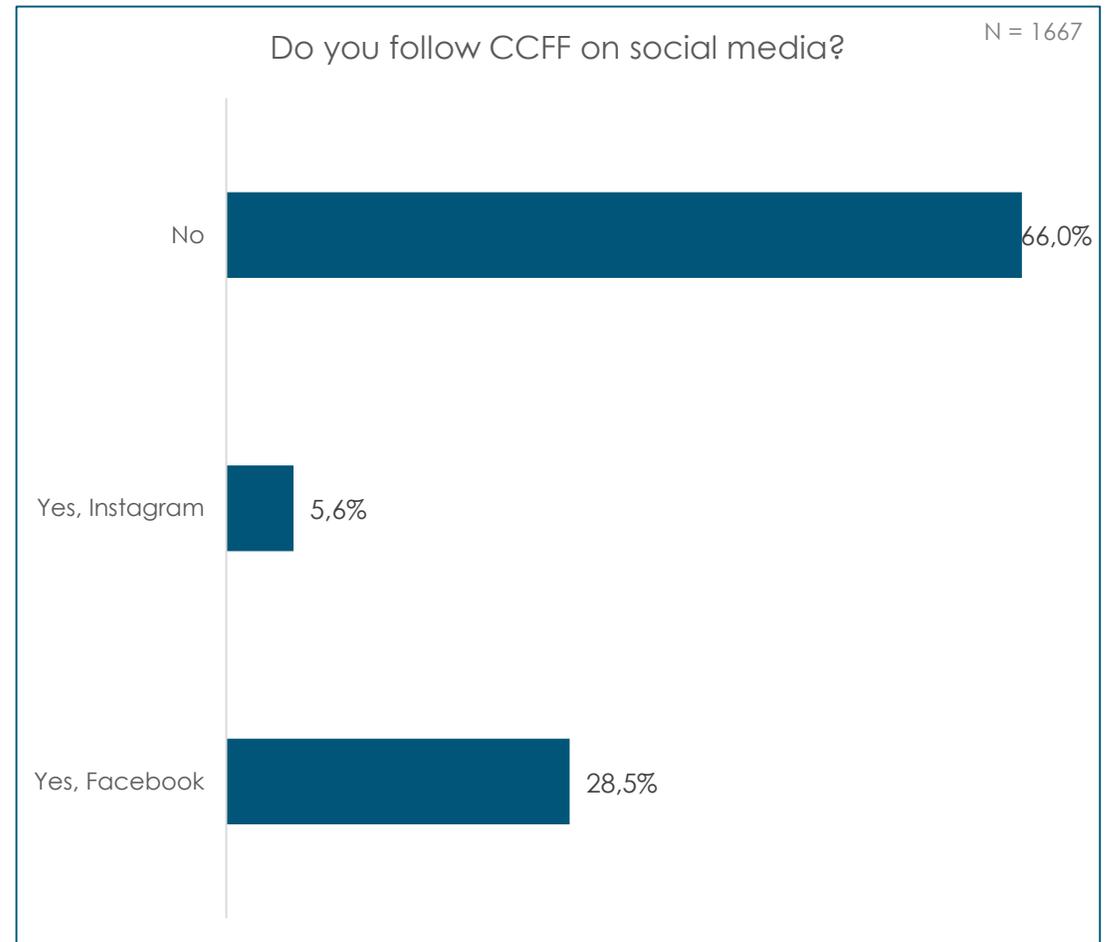
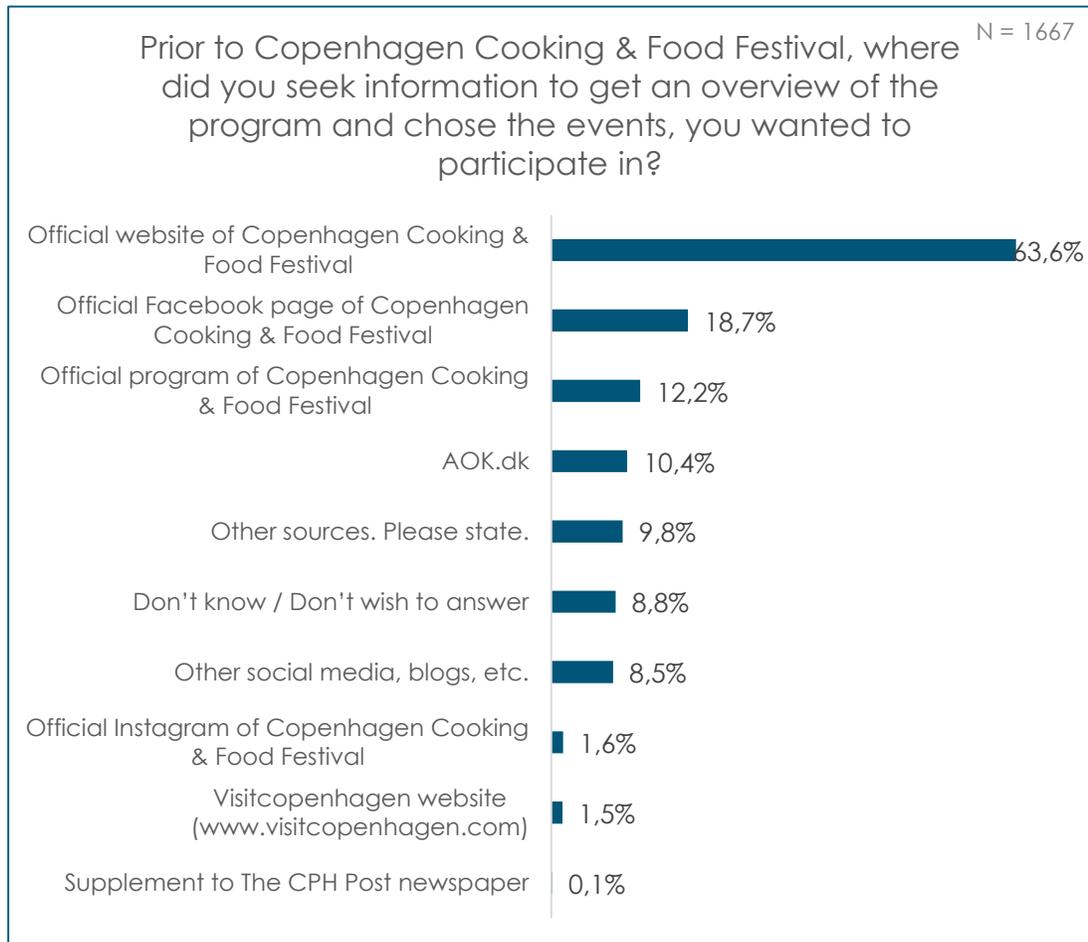
TOURIST



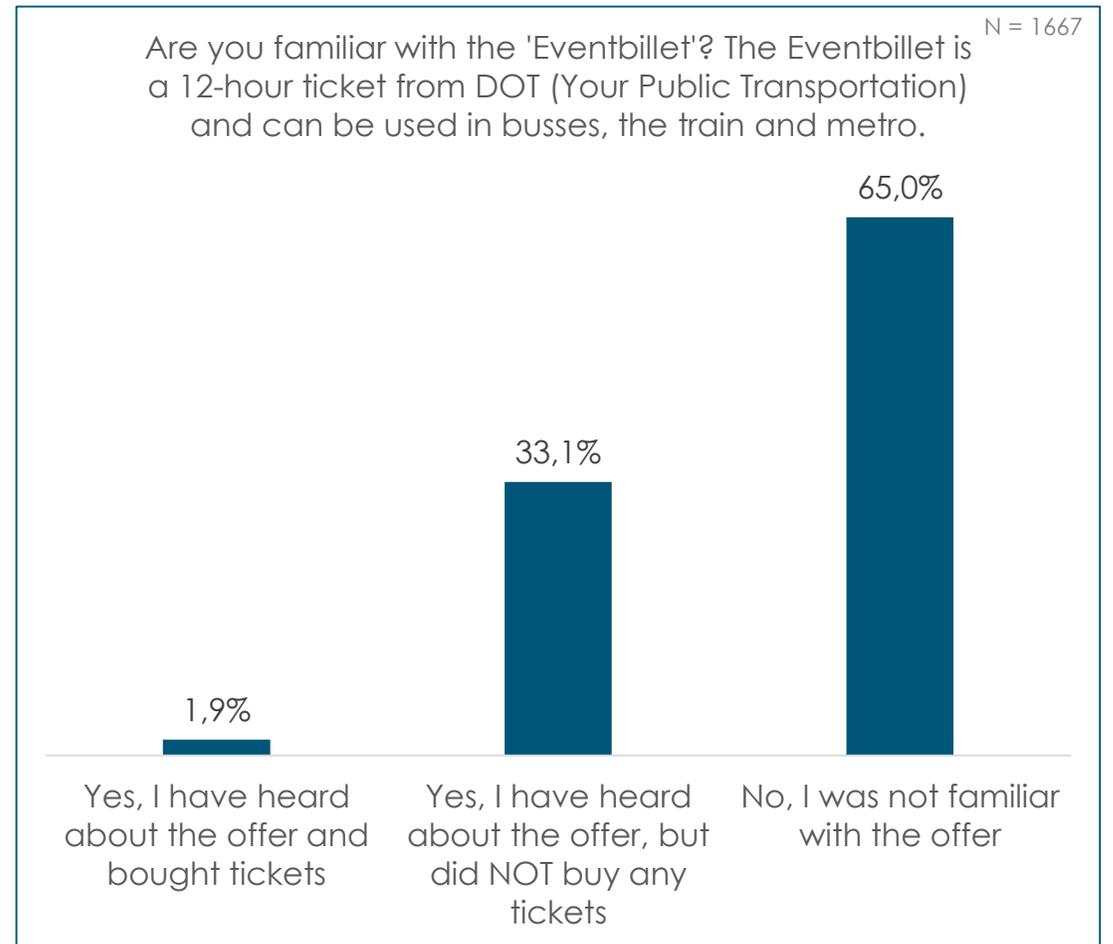
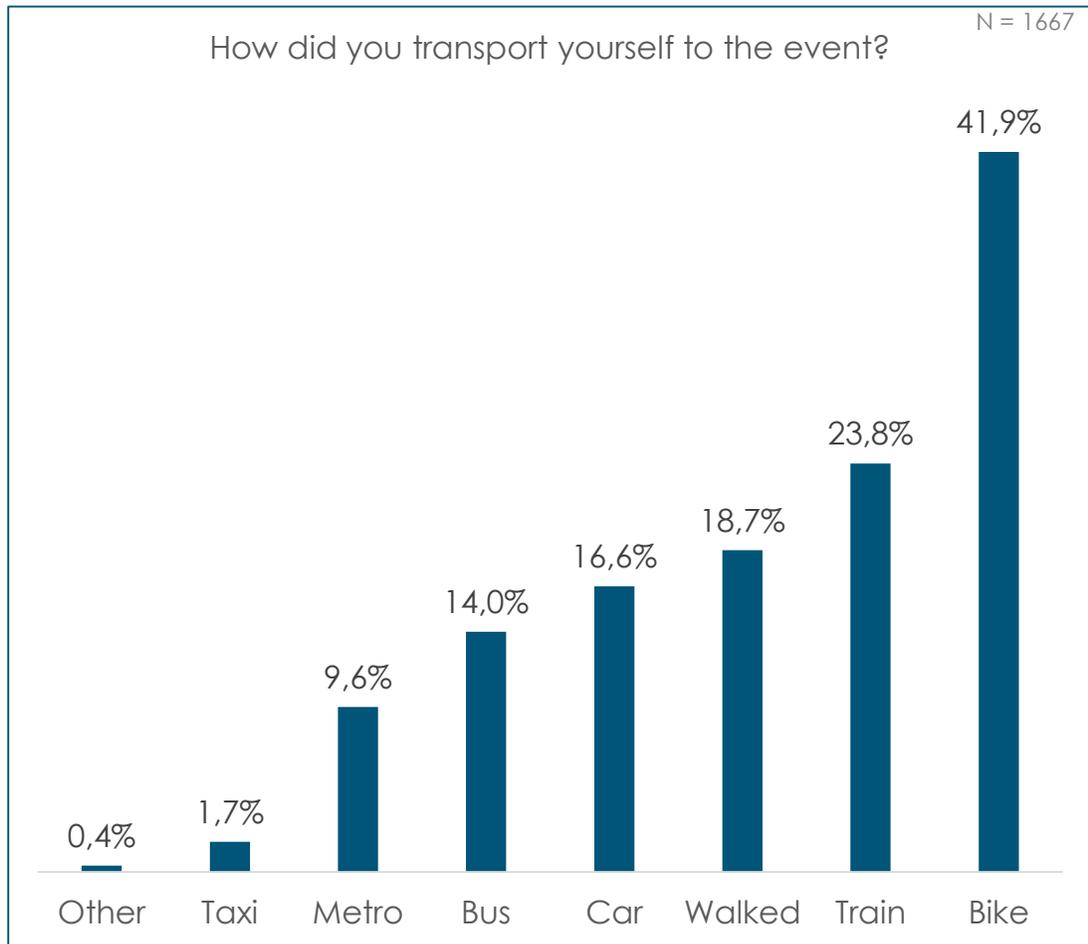
SOCIAL MEDIA



SOCIAL MEDIA



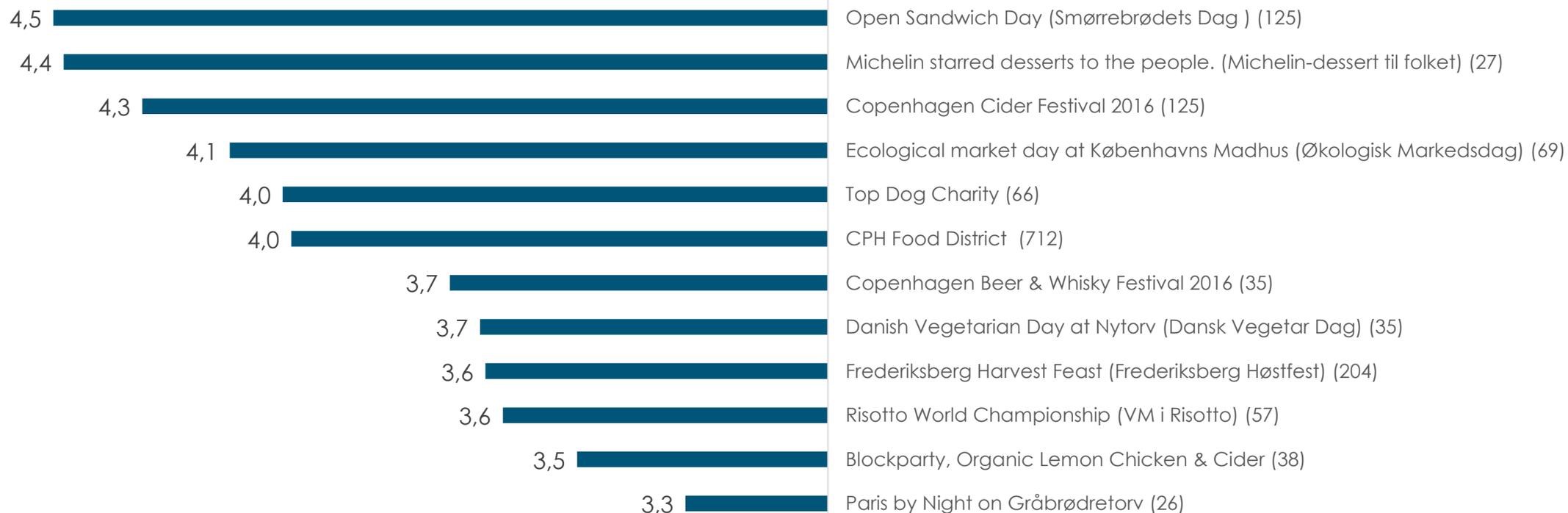
TRANSPORTATION



SATISFACTION WITH EVENTS

On a scale from 1 to 5 how satisfied, were you with the following events? 1 is 'extremely dissatisfied' and 5 is 'extremely satisfied'. Only mark the events in which you participated.

N = 1105



BARRIERS

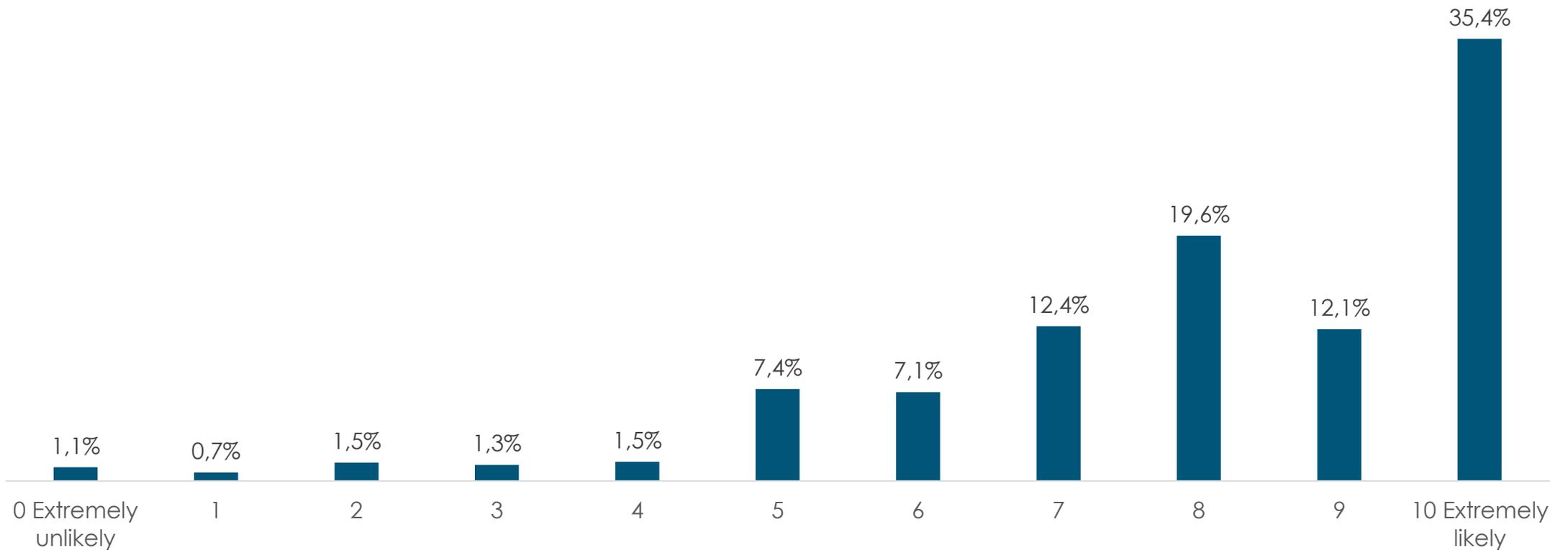
Which barriers have prevented you from taking part in more events during the Copenhagen Cooking & Food Festival? Please tick all that apply.

N = 1667



NPS

On a scale from 0 to 10, how likely is it that you will recommend the Copenhagen Cooking & Food Festival to your friends, family, co-workers etc. 0 is 'extremely unlikely' and 10 is 'extremely likely'.



THANK YOU

WRITE ME AT MBF@WOCO.DK

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