

HAMLET LIVE 2016

AN EVALUATION OF THE VISITOR EXPERIENCE

SEPTEMBER 2016

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INTRODUCTION AND METHODOLOGY

INTRODUCTION

BACKGROUND

In an ATLAS Cultural Tourism Survey (2014) Copenhagen and surroundings, ranked nr. 21 of 33 European cities on cultural activities. According to data from the European Cities Benchmark, it was also the city that was the least associated with museums and history and the second least with architecture, art and culture amongst ten selected cities.

The innovation project, Tourism + Culture Lab, seeks through experiments, and analyses to look into how to attract more cultural tourists, how to ensure that the Copenhagen's cultural activities are exploited, as well as covering how to make the visitors spend more money in the region.

The project focuses on developing specific models within communication, business development, as well as the exchange of knowledge and experiences, targeting a larger and international venue.

THE KRONBORG AND HAMLET LIVE CASE

It has long been of high priority to have a more modern approach to the culture procurement at Kronborg. Commercially, this improvement should ensure a more interesting visit at Kronborg for a more varied audience and thereby expand the number of visitors and commercial profits.

By vitalizing the castle through "Hamlet Live", this demand has been met. The arrangement contains a number of initiatives, that makes the castle more interesting to a broader audience. Over time, it is expected that these initiatives will empower the perception of Kronborg as being the Castle of Hamlet amongst the target group of the castle.

The Hamlet Live visitor survey was carried out in a collaboration between Wonderful Copenhagen, Kronborg and the Tourism + Culture LAB project.

The visitor survey seeks to cover whether such an effort with vitalizing a historic cultural institution will address a broader audience and increase attraction, as well as give the guest an extraordinary experience that increases satisfaction with the visit and activates the willingness to recommend.

2016 is the 400th year of Shakespeare's death will be marked and the potential for international visitors to the 'Castle of Hamlet' is expected to increase.

This report will present the results of the survey conducted amongst the visitors at Kronborg in the summer period 2016, over the course of the three months where the re-enactment of Hamlet Live took place.

METHODOLOGY

PURPOSE

The main purpose of this analysis was to evaluate the contribution of Hamlet Live to the experience of visiting Kronborg. This included covering the satisfaction level of the respondents with the visit, but also understanding their expectations and knowledge of Kronborg and Hamlet.

The following measures were used to cover this level of satisfaction:

- Identify if the expectations of the visitors that Kronborg is the Castle of Hamlet?
- The overall level of satisfaction with the visit at Kronborg – in particular Hamlet Live
- Value for money
- Identify level of knowledge of Hamlet amongst the visitors and awareness of Kronborg and Hamlet Live (Reason to go)
- Willingness to recommend to others (Net Promoter Score)

There is an anticipation that the re-enactment of Hamlet Live will empower the perception of Kronborg as being the castle of Hamlet, and therefore the survey will cover the respondents' perception of the castle today.

DATA COLLECTION

Data collection was carried out at Kronborg in connection to the respondents' visit to the castle. At the exit interviewers approached the visitors and the questionnaire was completed via links on Ipads handed out.

In total, 409 respondents completed the questionnaire. Additionally, 36 respondents began the process of filling out the questionnaire, but did for some reason not complete it.

LIMITATIONS TO THE STUDY

While Hamlet Live was an initiative that began June 1, the data collection process was primarily carried out in August, the last days of the re-enactment. This means, that replies and data of the visitors at Kronborg at the beginning of the Hamlet Live initiative are underrepresented.

The fact that replies have been mostly collected in August also means that there is a risk that respondents from those countries where the summer holidays lie mostly in June/July are underrepresented.

This has resulted in a larger group of international respondents than anticipated, which could bias results.

METHODOLOGY

INTRODUCTION TO REPORT

The report will highlight the experience of the respondents with Hamlet Live, their visit to Kronborg, but also to Helsingør.

The first part of the report is a background description of the respondents. This is followed by a chapter presenting the results of the respondents' overall experience with visiting Helsingør.

Next, the core evaluation of the experience with visiting Kronborg and the re-enactment of Hamlet Live is outlined. Then the level of satisfaction with both Hamlet Live and Kronborg in general will follow. The Net Promoter Score is presented, as it has been used in measuring the level of satisfaction.

Lastly, a conclusion as well as perspective is presented so that the city of Helsingør, the Castle of Kronborg as well as the Tourism + Culture LAB is provided with some input as to continue their work on improving visitor experience and amount of visitors.

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.

ABOUT THE RESPONDENTS

BACKGROUND INFORMATION

PRIMARILY INTERNATIONAL RESPONDENTS

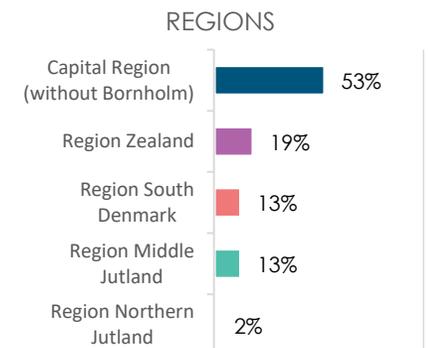
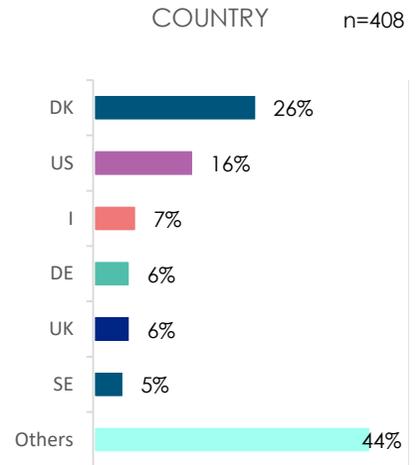
While the most common nationality of the respondents was Danish (26%), the international respondents make up the largest group, overall.

16% of the respondents were Americans, while Italians represented 7% of the respondents.

As the data collection period was delayed and most data was collected in August there could be a bias in having collected responses from a larger proportion of international visitors than is usually reflected amongst visitor numbers at Kronborg. This could have an influence on the results of this survey, but as the purpose of the survey is mostly to evaluate the visit at Kronborg, nationality might not have an influence on how the results from this survey will be included in the future work of improving the experience of visiting Kronborg.

COPENHAGENERS MOST FREQUENT

Amongst the Danish respondents, the majority were visitors from the Capital Region (53%), while 19% came from Region Zealand, and both Region South Denmark and Region Middle Jutland each were represented by 13%. Only 2% from Region Northern Jutland were part of the group of respondents.



BACKGROUND INFORMATION

MOST COMMON TRAVEL GROUP IS 2 ADULTS AND NO CHILDREN

The vast majority of respondents came to Kronborg with at least one other adult. 62% travelled with one other person, while 10% travelled with two others, and 17% travelled with three or more. 11% went to Kronborg on their own.

Of the 62% that travelled in pairs, 75% did not bring any children with them.

In total, very few brought children under the age of 18. Only 28% took at least one child, while 72% did not bring any children at all.

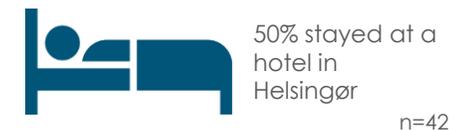
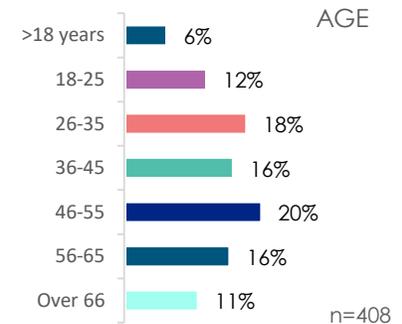
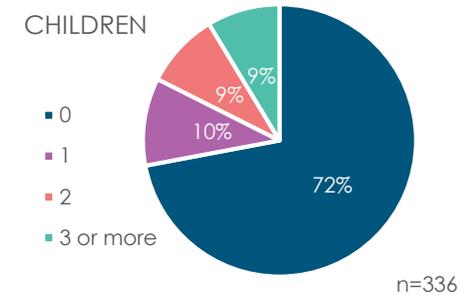
The respondents in the age group 36-45 were the most likely to bring a child as almost every other respondent in the age group brought at least one child.

The age group 25-36 years was the group where most travelled in pairs, while the youngest and oldest group of respondents were more likely to travel in a group of three or more, with 36% in each group travelling in larger groups.

ONE-DAY TRIPS TO HELSINGØR

9 out of 10 of the respondents visited Kronborg and Helsingør on a one-day trip, and therefore did not have any overnight stays.

6% spent one night, 3% two nights, and 2% three nights or more. Of these respondents, 50% spent the night at a hotel, and 12% at friends/family.



VISITING HELSINGØR

VISITING HELSINGØR

KRONBORG MAIN REASON TO VISIT HELSINGØR

85% of respondents said that their main reason to visit Helsingør was Kronborg. 1% already lived in Helsingør, while the last 14% had other reasons to visit Helsingør, such as visiting family or just travelling around the region seeing different sights and attractions.

MARITIME MUSEUM MOST MENTIONED SIGHT

All 409 respondents visited Kronborg, but a majority of the respondents also visited other attractions in Helsingør and especially the Maritime Museum of Denmark seemed a popular attraction.

28% of the respondents had visited or planned to visit the museum.

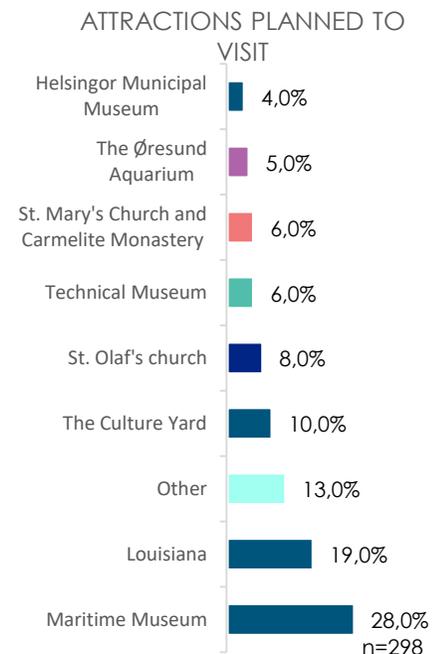
Louisiana Museum of Modern Art, was also a very popular attraction to visit as part of the respondents trip to Kronborg and Helsingør. Although the museum is in a different city than Kronborg, almost every fifth respondent had or was planning to visit Louisiana, on the same trip.

13% of the respondents visited or planned to visit more than one other attraction.

DESIRE TO COME BACK TO HELSINGØR

A majority (59%) of the respondents said that it was either likely or very likely that they would return to Helsingør in the future to visit other attractions.

This is more common amongst the Danes, were 77% said that it was either likely or very likely that they would want to come back to Helsingør to visit other attractions. The international visitors were slightly more reluctant, but nevertheless 53% agreed to the same.



KRONBORG AND
HAMLET LIVE

KRONBORG

GREAT EXPERIENCE MAIN REASON FOR VISIT

The expectation of a great experience was the main reason for respondents to visit Kronborg, as expressed by 22%.

The second most mentioned was to experience Hamlet Live (19%), but also to know more about Kronborg was an important factor (18%).

Those who had expressed that they had come to experience Hamlet Live (19%) were most likely already aware of the initiative before arriving at the castle. This means that at least these 19% were reached with the information on the re-enactment of Hamlet Live.

This is a noteworthy finding, as it was very important to cover the awareness of Hamlet Live, to know more about the marketing of the event.

A general interest in learning more about the castle Kronborg was the third most mentioned, while being recommended to pay the castle a visit, was also quite common (13%).

HAMLET THE MOST COMMON ASSOCIATION

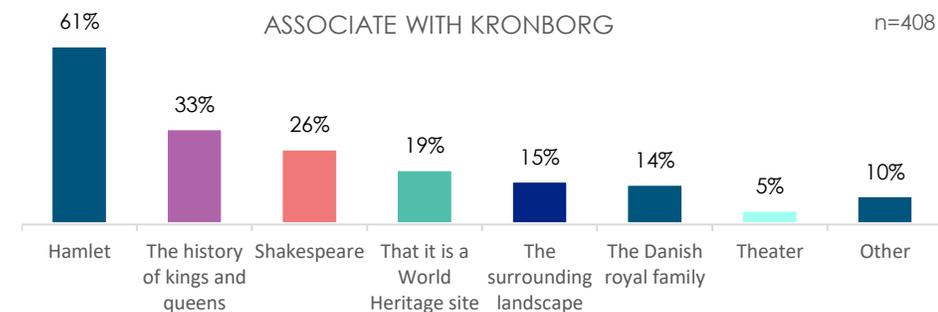
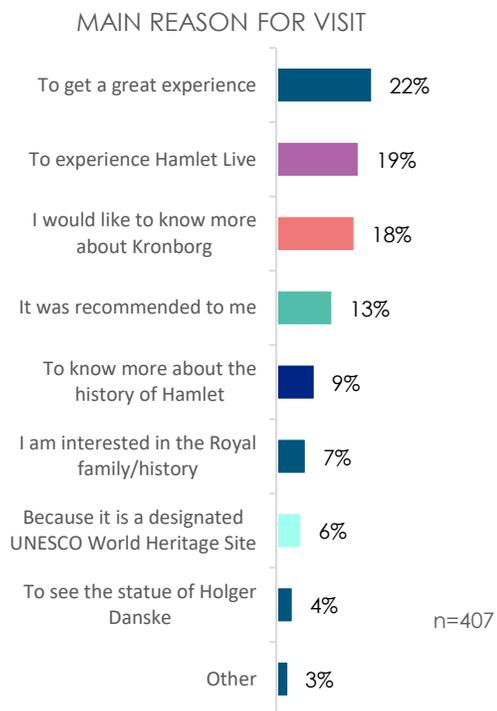
Prior to this analysis, there was a hypothesis that many visitors associate Kronborg with being the home of Hamlet. This is

stressed by the results of this survey. 61% of all respondents say they think of Hamlet in relation to Kronborg, and 26% think of Shakespeare.

All in all, the story of Hamlet, as written by Shakespeare has influenced the perception of the respondents that the castle is the home of Hamlet.

In general, the respondents view Kronborg in a historic manor, and so 33% replied that they associate Kronborg with the history of kings and queens.

One in five associates it with being a UNESCO World Heritage site.



KRONBORG

FAMILY AND FRIENDS ARE THE MOST COMMON SOURCE OF INFORMATION

Family and friends are mentioned by every third respondent as where they first heard about Kronborg.

Of those that had been recommended a visit the largest group of nationality was Danish. 27% of the Danes had been suggested to visit Kronborg, while this applied for 20% of the Americans.

The second most mentioned source was the tourist information centre. Not surprisingly, this was mostly mentioned by the international visitors at Kronborg. Every third of the international visitors had been informed about Kronborg by the tourist information centre, whilst this only applied for 4% of the Danes.

Also a Google search was more common between international visitors, but having been informed about Kronborg via education (school, history classes etc.), was almost only mentioned by Danes (79% of the 16% were Danish).

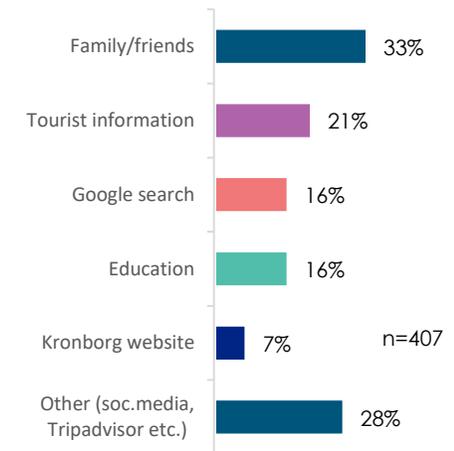
The category 'Other' covers answers such as social media (Facebook in general, but also the Facebook site of Elsinore – Home of Hamlet), information from Copenhagen Card, TV, etc.

HAMLET LIVE THE MOST MEMORABLE

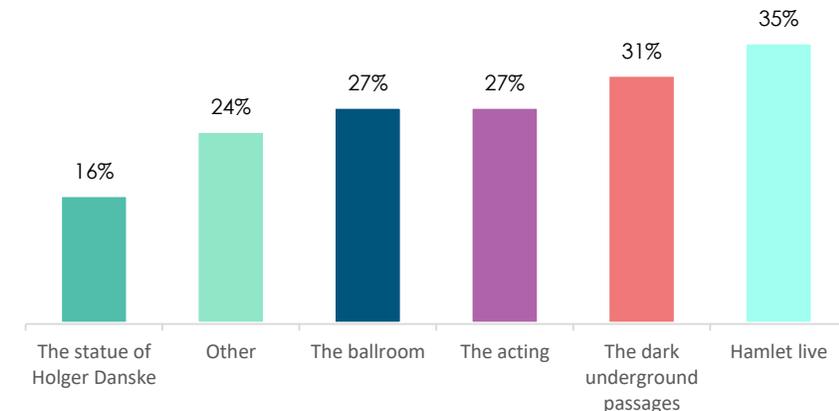
35% of the respondents found that the re-enactment of Hamlet Live was the most memorable experience of their visit to Kronborg.

The live performance and acting was the third most mentioned, which also relates to Hamlet Live, while the dark underground passages, where the Holger Danske statue is placed, are also mentioned by a large amount of the respondents.

INFO ON KRONBORG



MOST MEMORABLE



HAMLET LIVE

MOST RESPONDENTS DID NOT SEARCH FOR INFO

Almost every other respondent did not search for information on Hamlet Live, prior to visiting Kronborg. Since just 19% of the respondents had said to be visiting the castle to experience Hamlet Live, the proportion (54%) of respondents that searched information on the events of Hamlet Live is noteworthy. It indicates that respondents were aware of the special events at Kronborg, but not claiming it to be the main purpose of their visit.

While a large amount of respondents did not search for information on Hamlet Live, the most mentioned source of information, amongst those who did, is Kronborg's website (22%). Different types of advertisement was the second most mentioned by the respondents (12%).

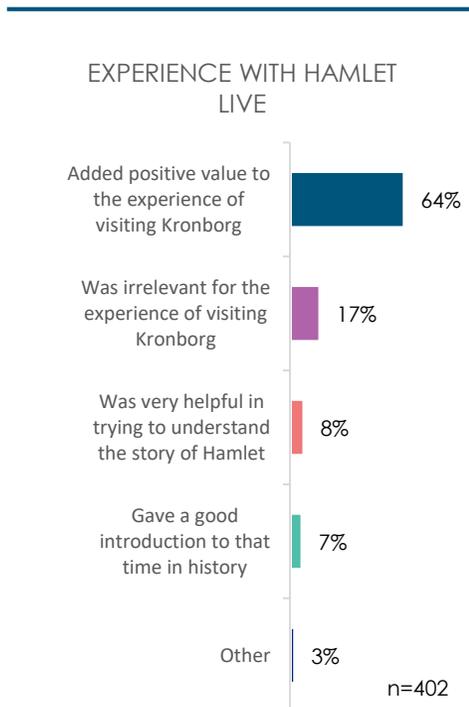
POSITIVE EXPERIENCE WITH HAMLET LIVE ON KRONBORG VISIT

More than 2/3 of the respondents found that Hamlet Live added in a positive way to their experience of visiting Kronborg. Additionally, 8% felt it helped in understanding the history of Hamlet, as written by Shakespeare and 7% that it portrayed that specific time in history and helped understand

what it was like to live during that period.

17%, felt that Hamlet Live did not add to the experience of their visit.

Amongst the 3% that responded 'other', explanations such as not having seen Hamlet Live during their visit at Kronborg are the most common.



SATISFACTION

SATISFACTION WITH KRONBORG

To measure the overall satisfaction level with the visit to Kronborg and Hamlet Live the Net Promoter Score was used.

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 costumers 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 customer are believed to be the least likely to exhibit value-creating behaviour.

MEASURING THE NPS SCORE

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

The score, nevertheless, is not in percentage, but rather measured on the percentage of respondents in each group.

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 of 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 customers.

SATISFACTION WITH KRONBORG

NPS OF 57

In total, 65% of the respondents are promoters of Kronborg. They will almost certainly tell someone about their positive experience at the Castle, and tell them that it is worth a visit.

Very few, 8% would on the other hand, probably not recommend the castle.

By subtracting the detractors from the promoters the NPS value for Kronborg is 57.

The passives do not count in the calculation, but is very valuable to the future work, in improving the score.

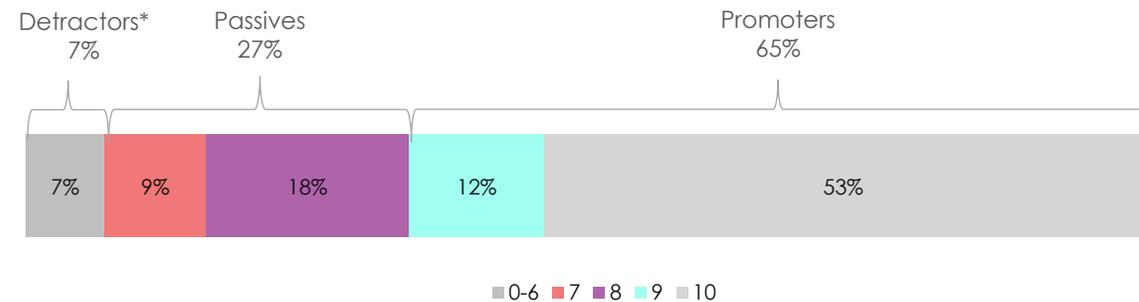
The result show a greater tendency towards a very positive perception and experience with the castle, which is very good.

There is, however room for improvement, and in particular the group of *passives* was rather large. These respondents are very close to being promoters, and possibly only a little effort is to be made to make them give a higher score.

As there is still some uncertainty of the interpretation of the scores given in the NPS measure, it is evident that the question is followed up by additional questions.

In particular the scores interpreted as passives would possibly not think of the score 7 or 8 as passives. Often, respondents will think of 8 as a rather high and positive score given, but according to the NPS measure, people that give this score still have some reluctance towards being very positive and thereby likely to recommend the product/experience with others.

Therefore, the follow-up questions are important to find possible issues that could be improved on or maybe cover that respondents do not view the difference in between 8 or 9 as being as big as it is interpreted in the NPS.



VALUE FOR MONEY

FOLLOW-UP QUESTIONS TO ELABORATE FURTHER

To elaborate more on the satisfaction with visiting Kronborg three follow-up questions were asked.

SATISFACTION WITH ENTRY FEE

The re-enactment of Hamlet Live during the summer months increased the price for a day ticket at Kronborg from the usual kr.90 to kr.190. But, despite a significant increase in entry fee the respondents were still satisfied/very satisfied with the price (61% in total).

GREAT SATISFACTION WITH KRONBORG

Apart from the satisfaction measured through the NPS, visitors were also asked more directly about their satisfaction with their visit to Kronborg.

Again, a very positive result was obtained with 65% being very satisfied. No one were 'not satisfied at all'.

EXPECTATIONS MET TO A GREAT EXTEND

In more details, the satisfaction with the visit to Kronborg could also be stressed by the fact that the visit did not disappoint the visitors.

At least, 63% of the visitors expressed that their expectations to visiting Kronborg were met to a great extend at the visit.

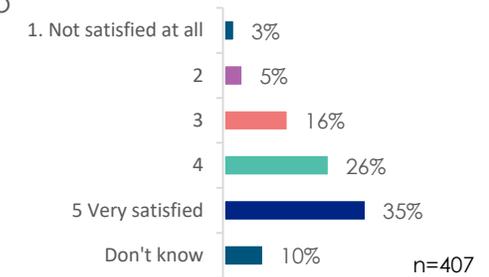
Only one person found the visit did not live up to the expectations prior to the visit which explains the 0% in 'Expectations not met at all'.

Respondents who had expressed some dissatisfaction with their visit, then had the option to provide further feedback regarding their experience.

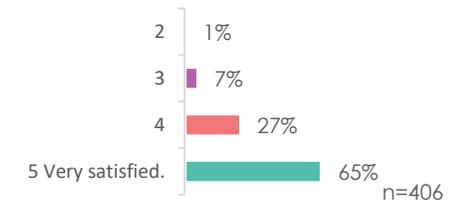
Most comments made, regarded lack of furniture in the rooms, or further descriptions of the furniture or the history of the rooms etc.

Overall, the feedback provided can be summed up to a wish for a higher level of information around the castle with more in-depth descriptions of the various rooms and décor.

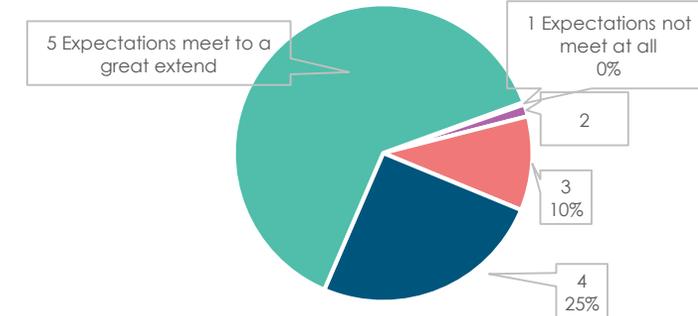
SATISFACTION WITH PRICE



SATISFACTION WITH VISIT TO KRONBORG



EXPECTATIONS



CONCLUSION AND RECOMMENDATIONS

CONCLUSION

GREAT SATISFACTION WITH HAMLET LIVE

Conclusively, the results found through the survey show great satisfaction amongst the visitors at Kronborg. Both with the visit to Kronborg in general, but also with the re-enactment of Hamlet Live.

More than 2/3 replied that they found that it had added positively to their experience with visiting Kronborg, and respondents also found that it helped in understanding the story itself as well as the time in period of which Hamlet takes place.

19% of the respondents had come to Kronborg to see Hamlet Live

The vast majority of the respondents said that their main reason for visiting Helsingør was Kronborg.

HELISINGØR AND KRONBORG WORTH A TRIP

Kronborg is a popular attraction, and since 9 in 10 of the respondents came on a one day trip, and so many were international visitors, it can be assumed that they had overnight stays somewhere else in the region, but found it worth a trip to come to Helsingør and Kronborg.

Of other attractions in Helsingør, particularly the Maritime Museum of Denmark was a popular choice.

KRONBORG AND HAMLET GO HAND IN HAND

Respondents, to a very strong degree associate Hamlet with Kronborg. 61% of the respondents thought of Hamlet in relation to Kronborg and an additional 26% thought of Shakespeare who wrote Hamlet.

KNOWLEDGE OF KRONBORG AND HAMLET LIVE

Most respondents did not look for information on Hamlet live prior to their visit to Kronborg. Those who did, used the website of Kronborg to get familiar with the site.

One in three respondents had been recommended by family and friends to visit Kronborg and so the word of mouth was the most common source of information for the castle.

Amongst the Danish respondents, having heard about Kronborg and Hamlet through education was also frequently mentioned and thereby education becomes an important source as well.

RECOMMENDATIONS

FOR THE SURVEY

Should there in the future be an interest in conducting a similar survey important lessons were learned on how to collect data, and the importance of ensuring validity and reliability in the data collected. Therefore, a longer period for data collection must be ensured, so that the data collected resembles the overall group of respondents in a more accurate way.

FOR THE RE-ENACTMENT

From the respondents' reply in the survey it seems that the re-enactment of Hamlet Live was a great success and to a great extent met the expectations of the organisers. Both with the desire to make Kronborg the 'home of Hamlet' and having the visitors look at it that way, but also with ensuring the visitors a very unique and good experience when visiting the castle.

If Kronborg should improve in any way, the recommendations would be to ensure the coherence with the exhibition. As respondents commented on the lack of furniture in some rooms or lack of information on how a particular room fitted in, in the larger history of the tour, the organisers should ensure that the little things also are put right, to provide a full and fulfilling experience.

FOR VISITING HELSINGØR

70% of the respondents visited at least one other attraction (than Kronborg) in Helsingør or very close to Helsingør. An additional 59% expressed that it was either likely or very likely that they would like to return to Helsingør to visit other attractions.

Only one out of ten spent the night in Helsingør, so it seems that there is a great potential for the city to attract visitors for the attractions, but a lack in overnight visitors.

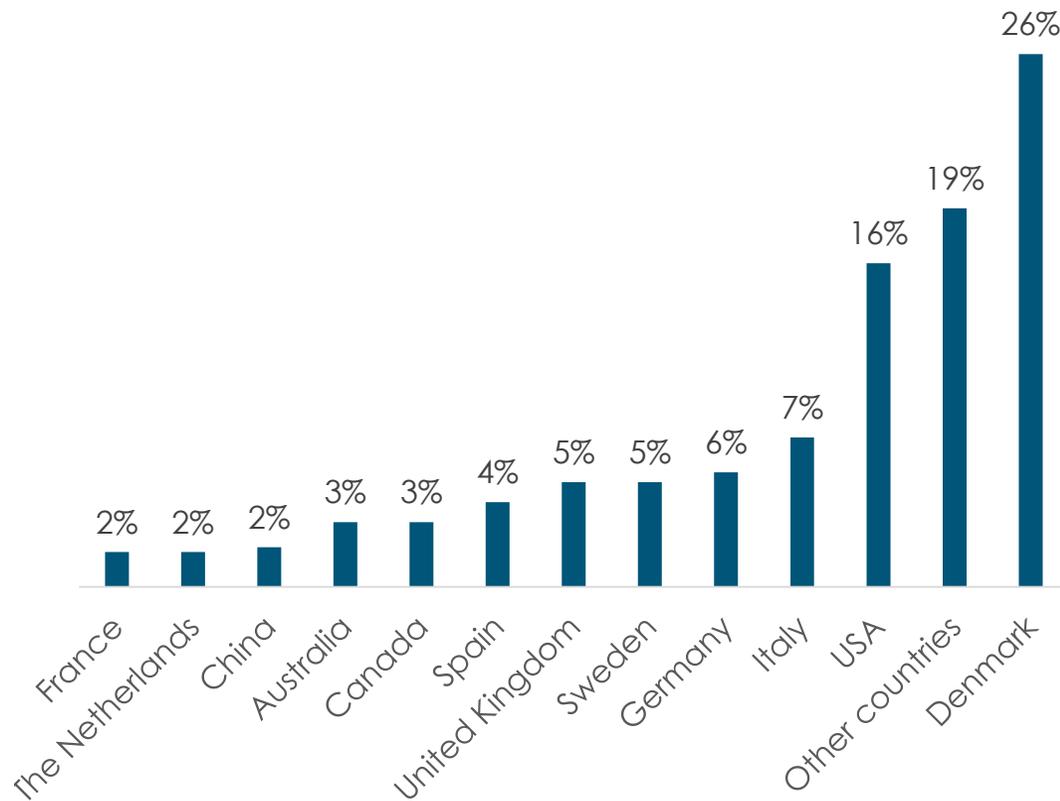
Respondents seem interested in the city and the touristic opportunities, and with some effort focusing on benefits for the tourist to spend at least one night it seems that the city could increase the number of overnight visitors.

APPENDICES

RESIDENCE

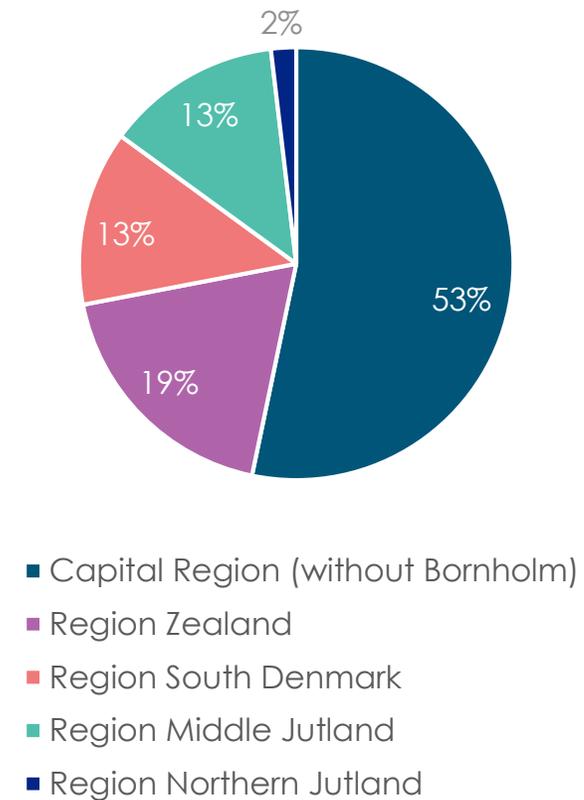
In which country is your permanent residence?

N = 408



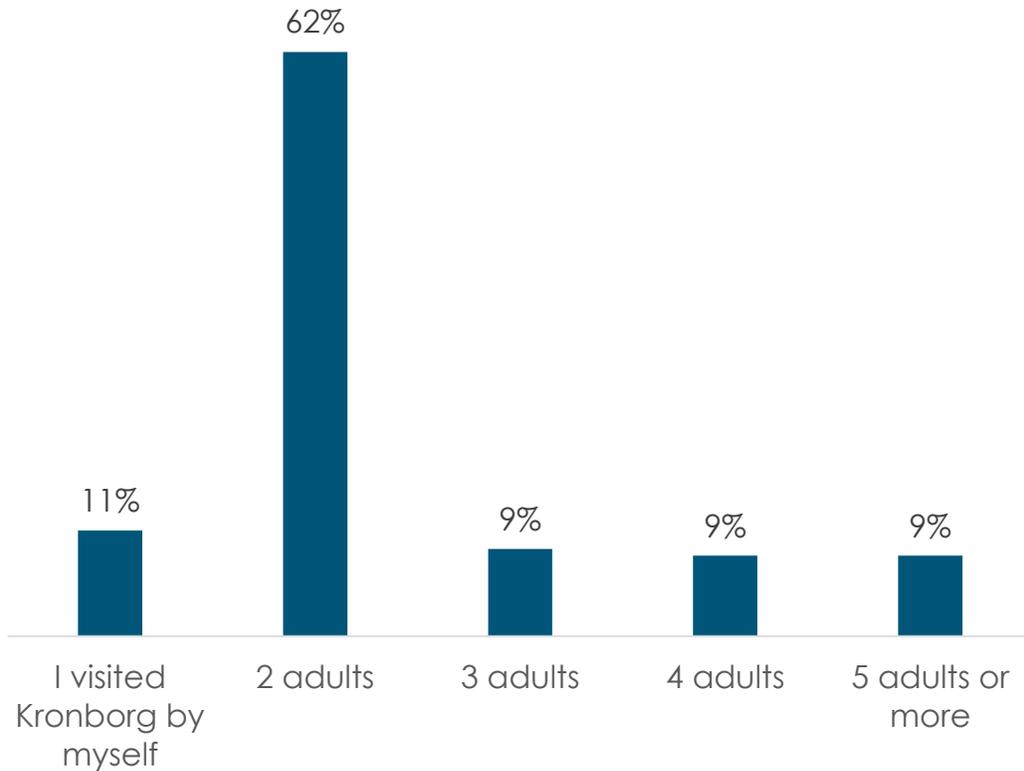
In which region of Denmark is your permanent residence?

N = 107

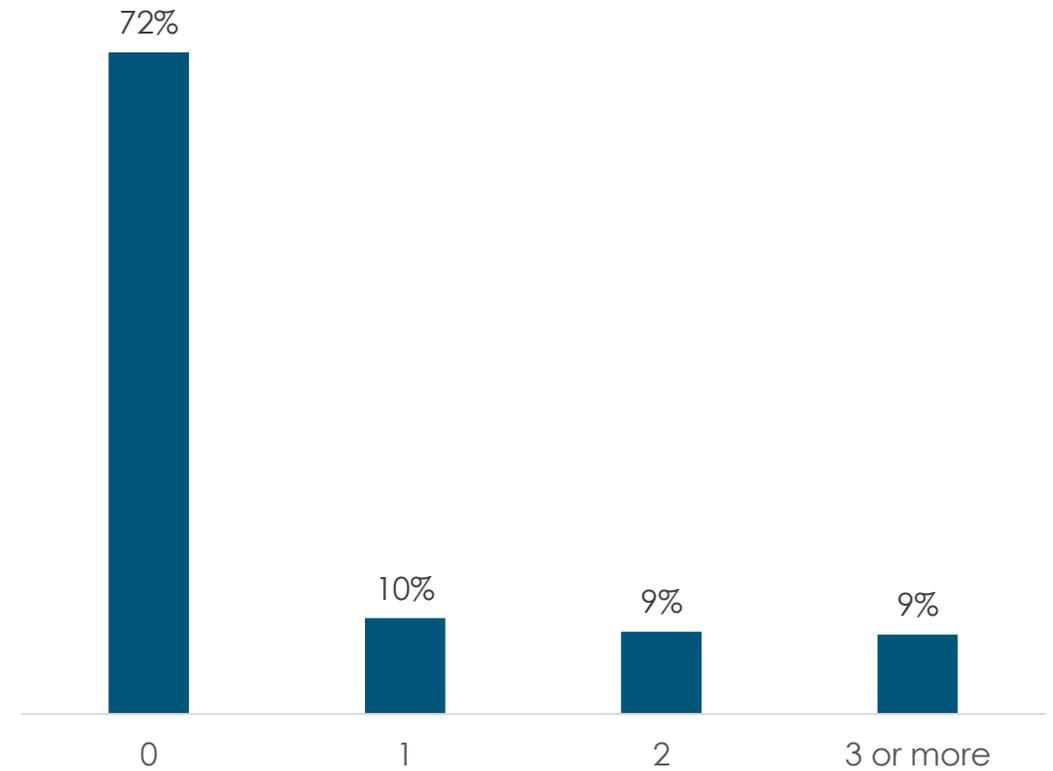


TRAVEL GROUP

How many adults (over 18 years) including yourself were in your travel group when visiting Kronborg? ^{N = 408}



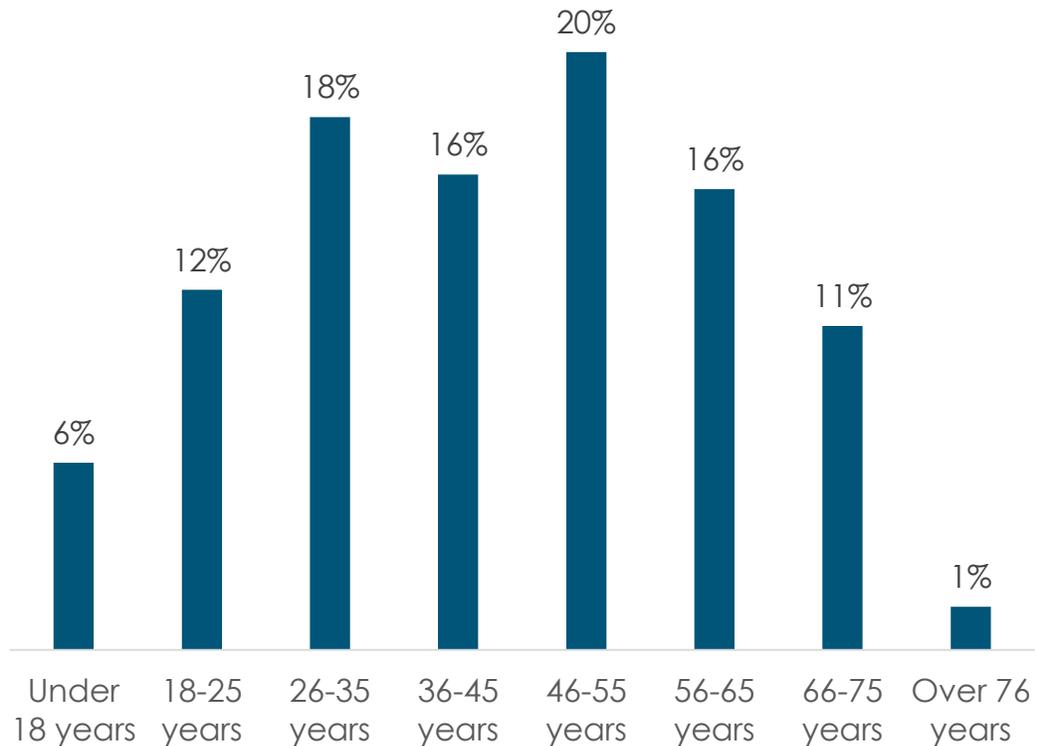
How many children under the age of 18 were with you when visiting Kronborg? ^{N = 336}



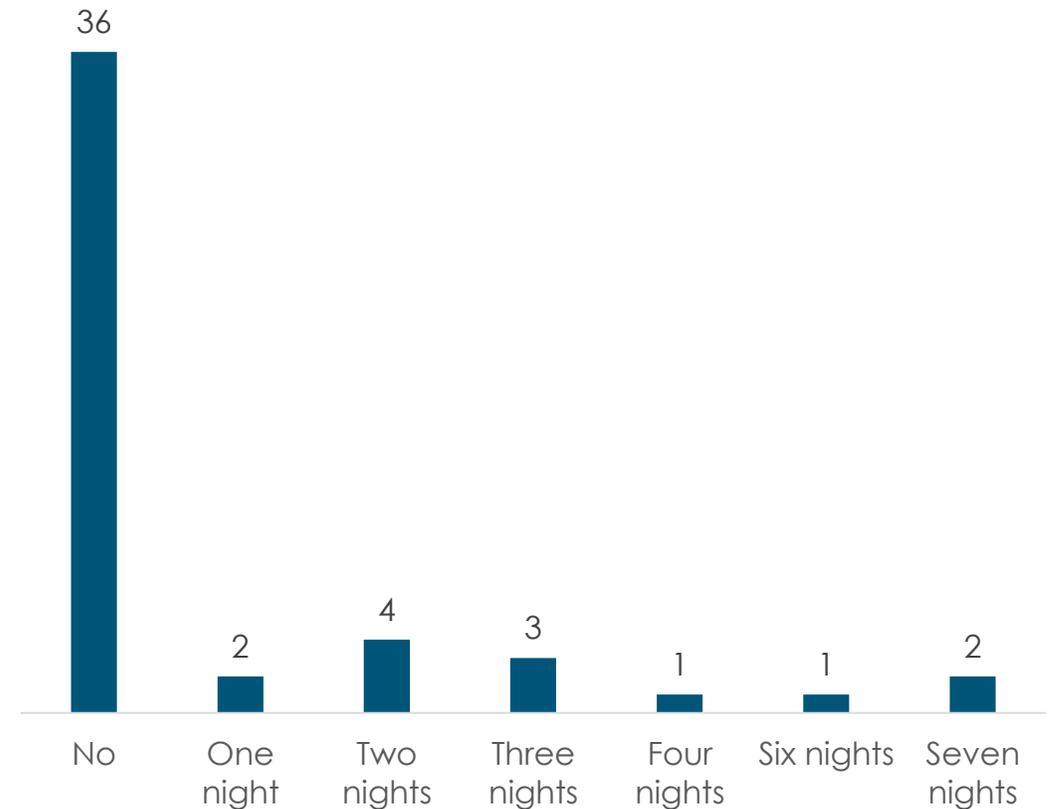
AGE & BEDNIGHTS

What is your age?

N = 408

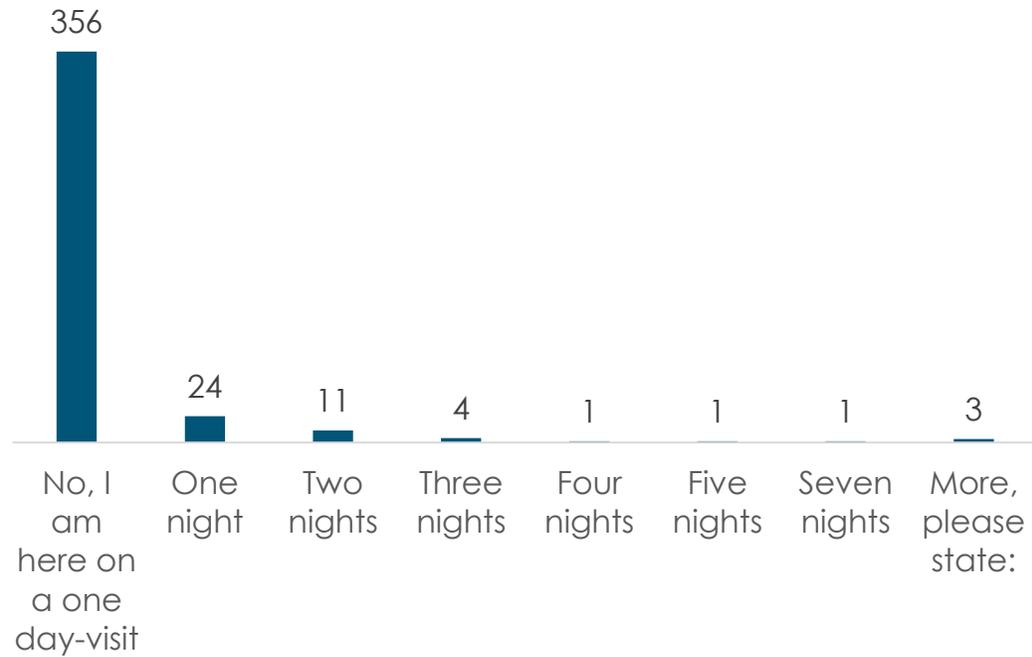


Are you spending any overnight stays in Copenhagen?^{N = 49}

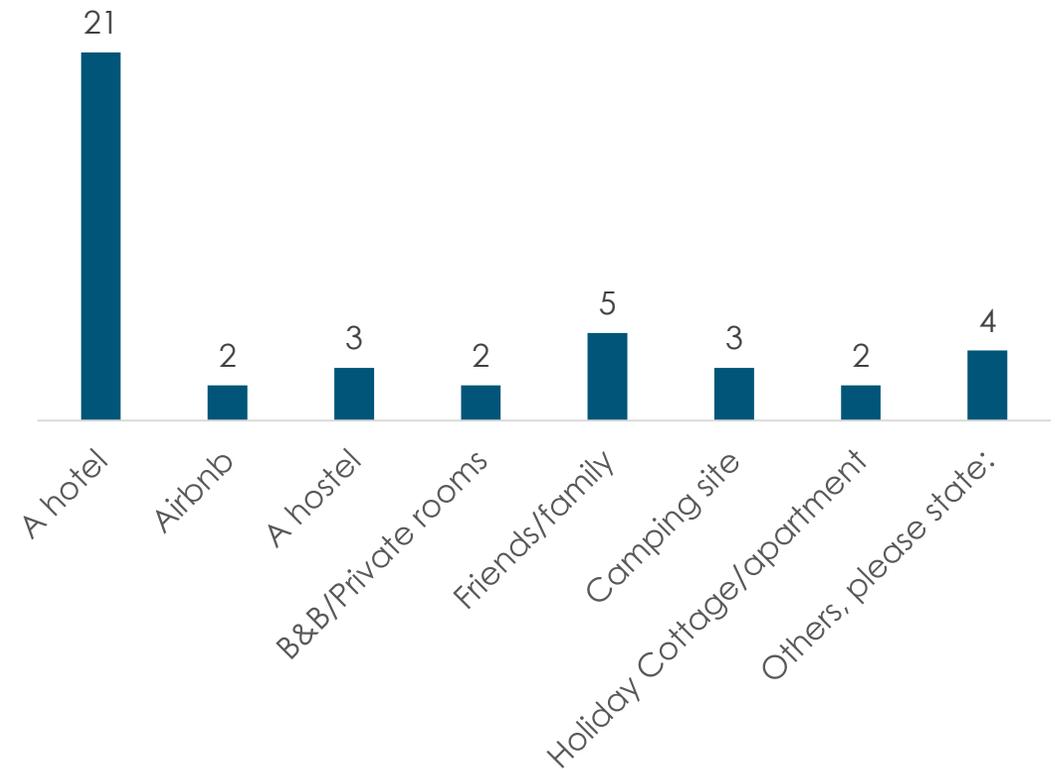


BEDNIGHTS

Are you spending any overnight stays in Helsingør in connection to this visit? N = 401

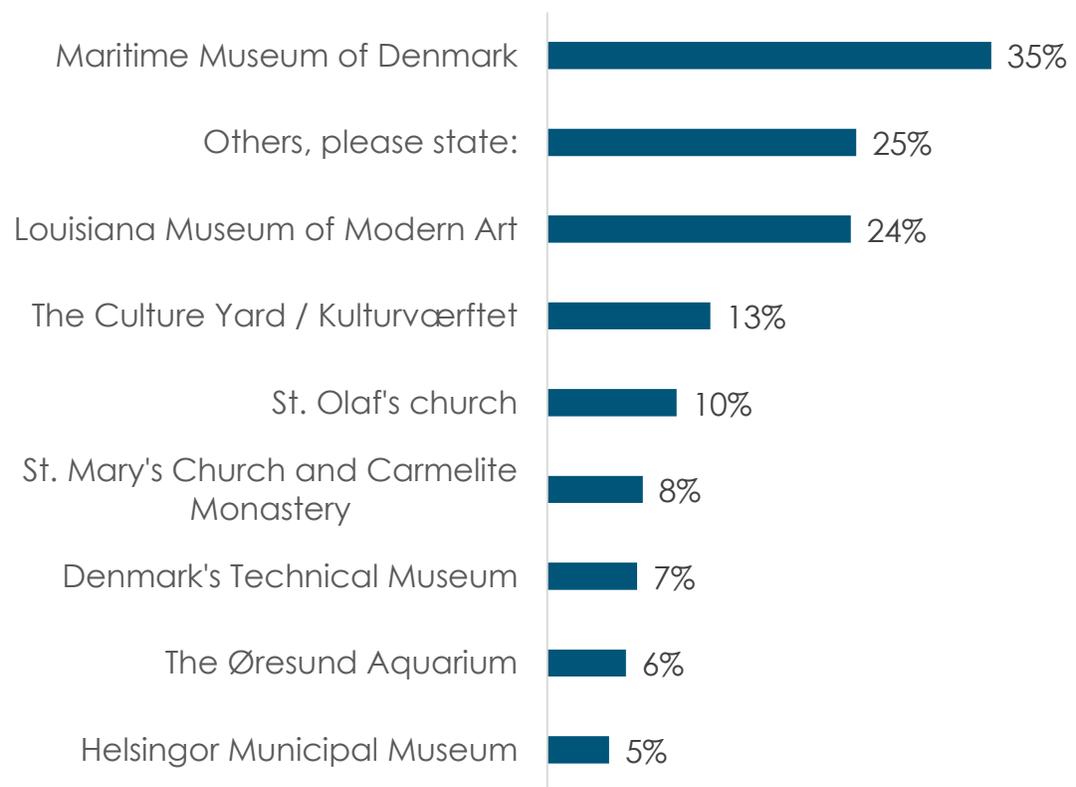


What type of accommodation have you selected? Helsingør N = 42

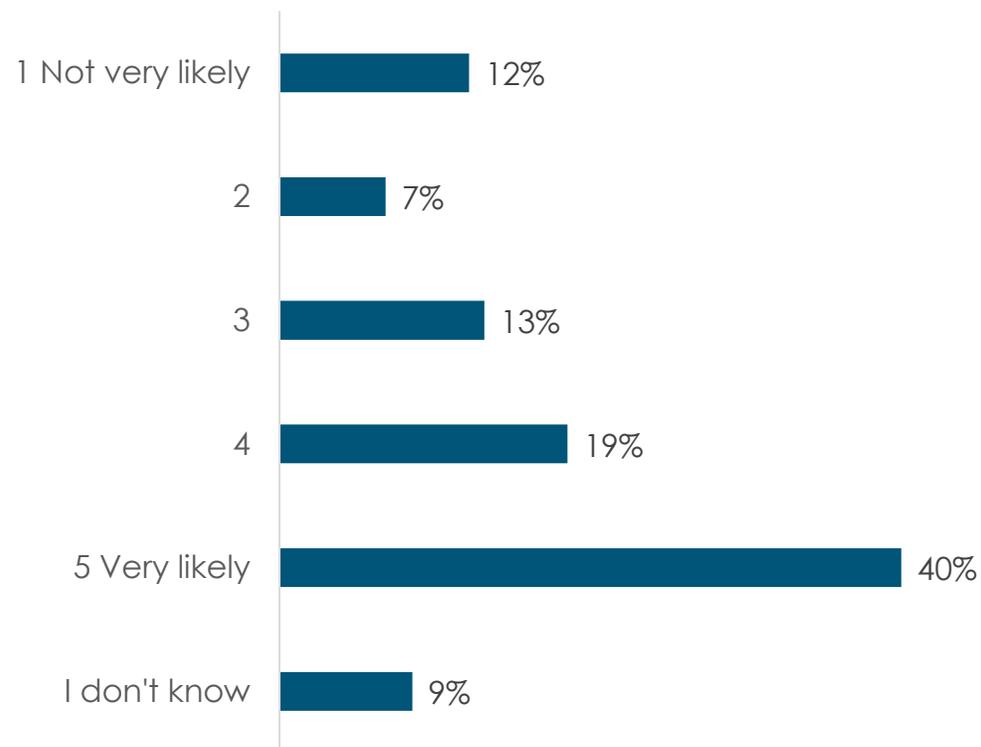


VISIT TO HELSINGØR

Did you visit or are you planning to visit any other attractions apart from Kronborg while in Helsingør? ^{N = 278}

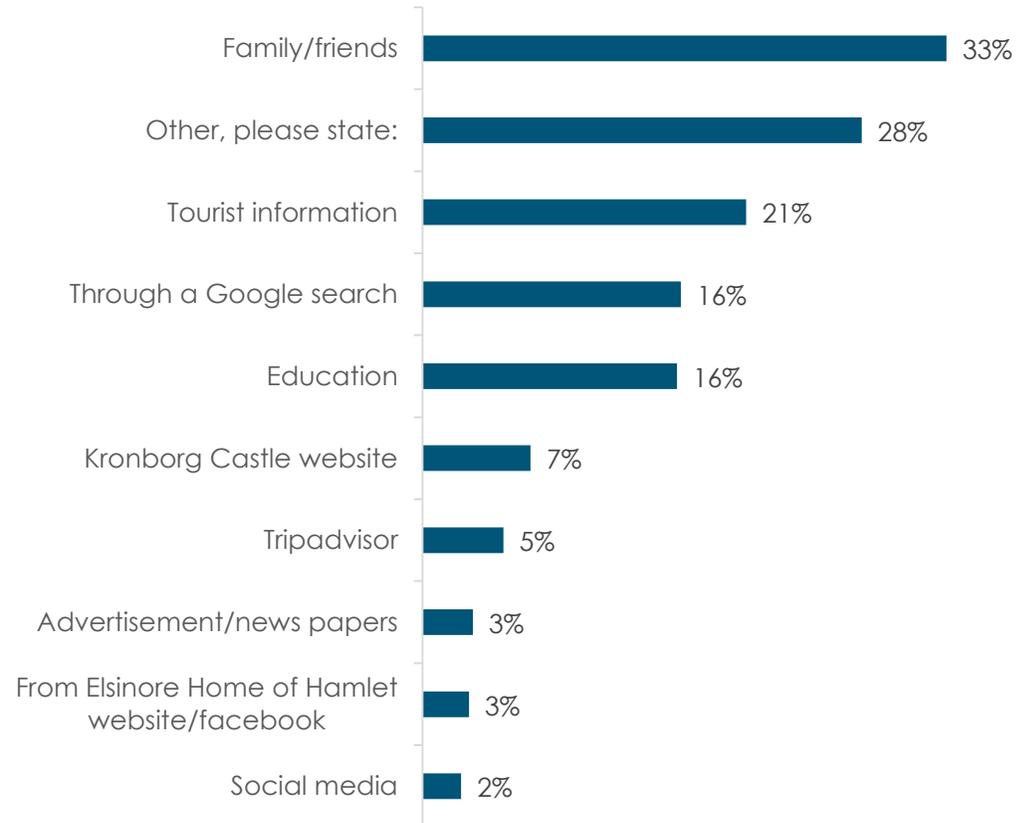


On a scale from 1-5 how do you consider the chances ^{N = 407} of visiting other attractions in Elsinore another time? (Apart from Kronborg).

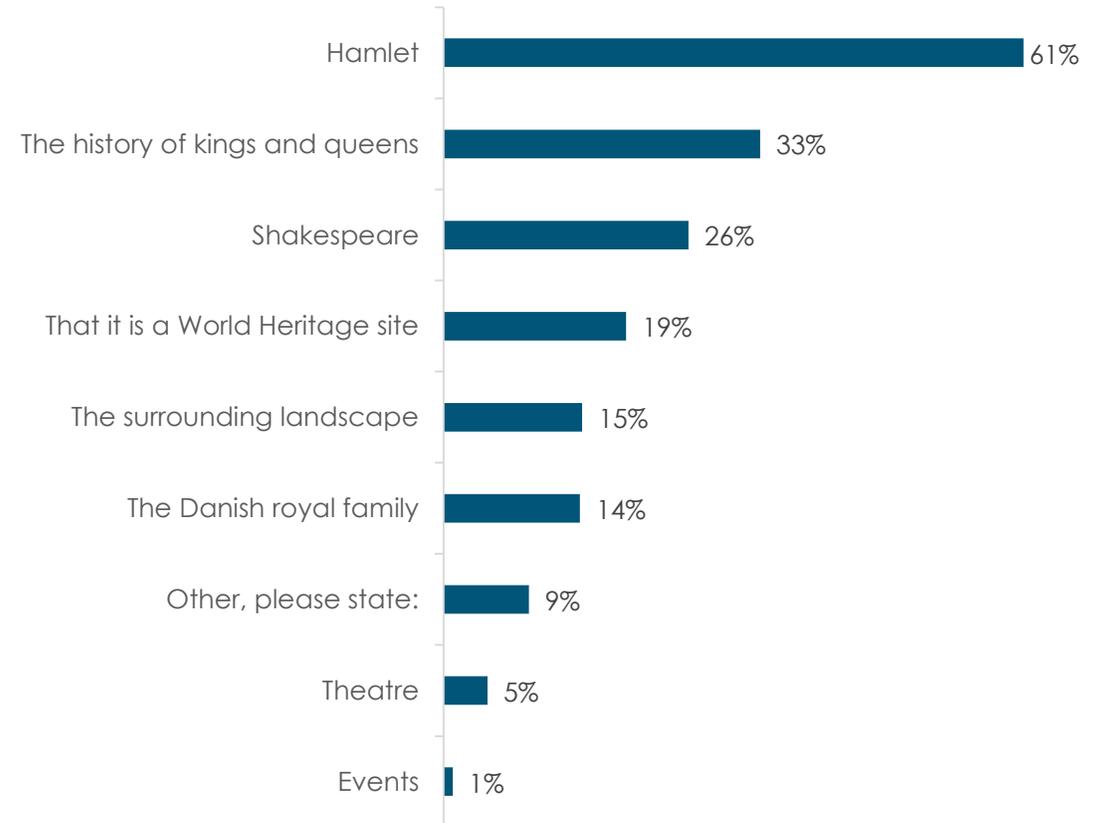


KRONBORG

How did you hear about Kronborg? N = 404



What do you associate Kronborg with? N = 404

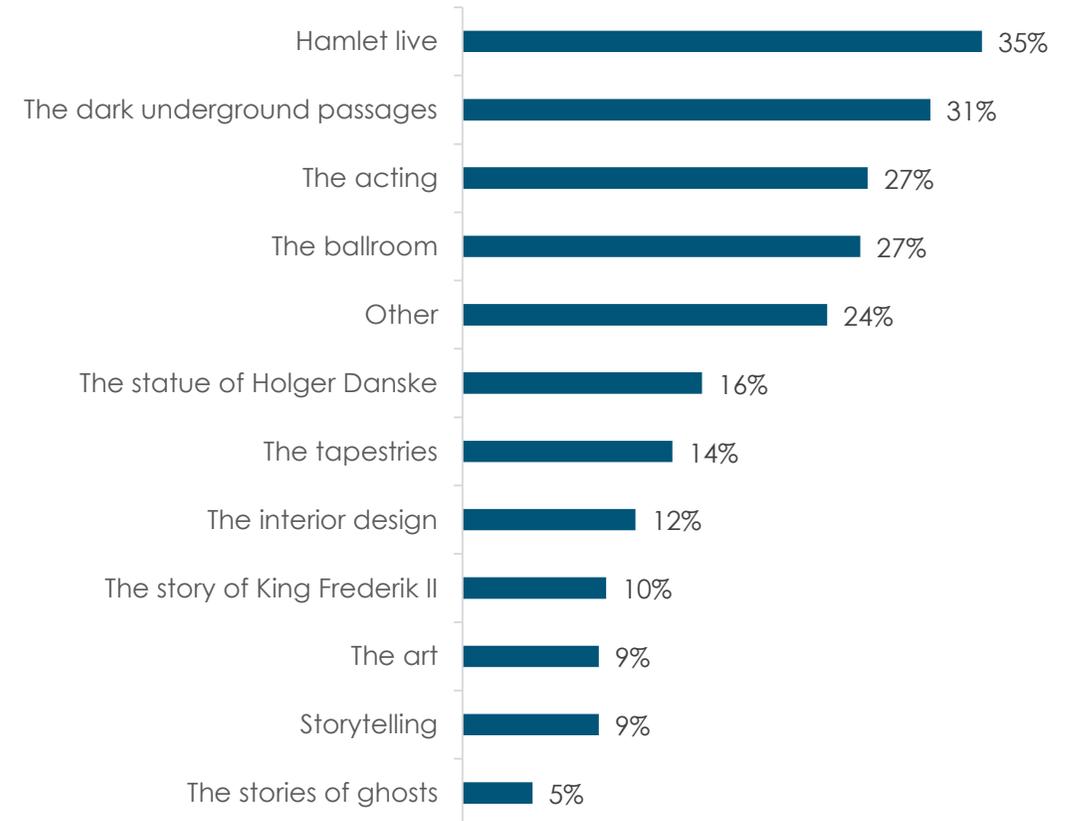


KRONBORG

What was your primary reason to visit Kronborg? N = 409



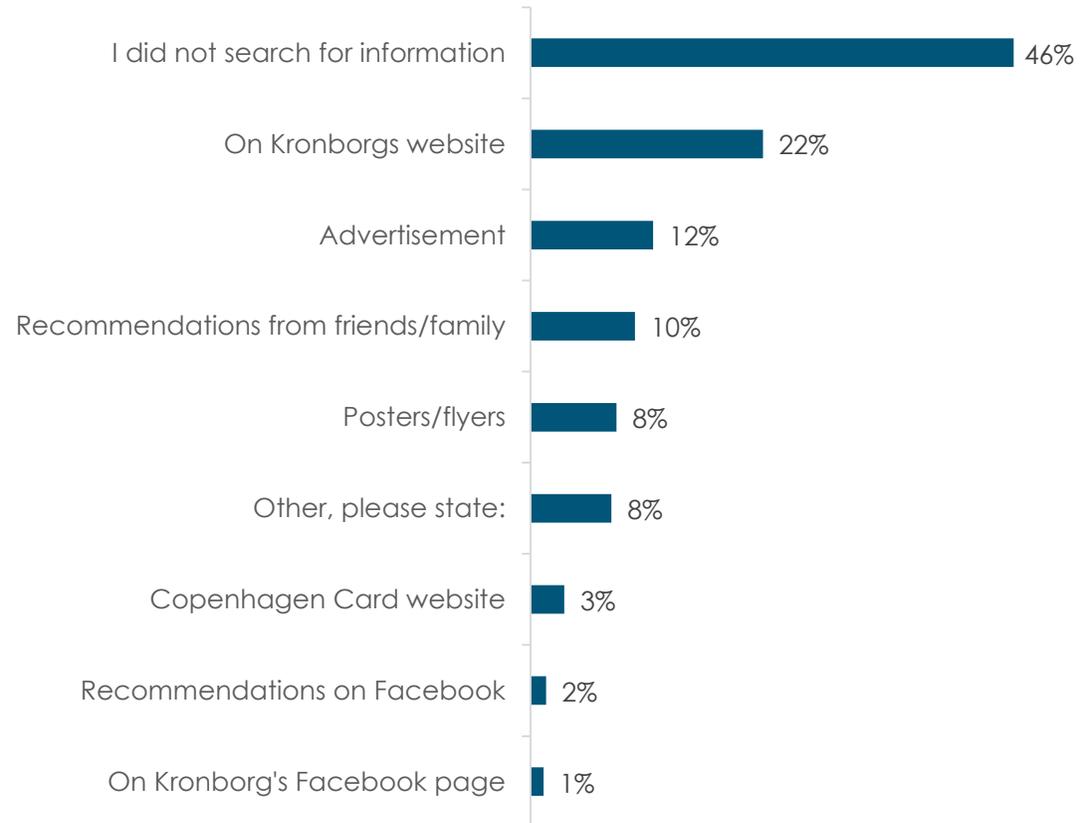
What is the most memorable from Kronborg? N = 406



HAMLET LIVE

Information on Hamlet Live

N = 406



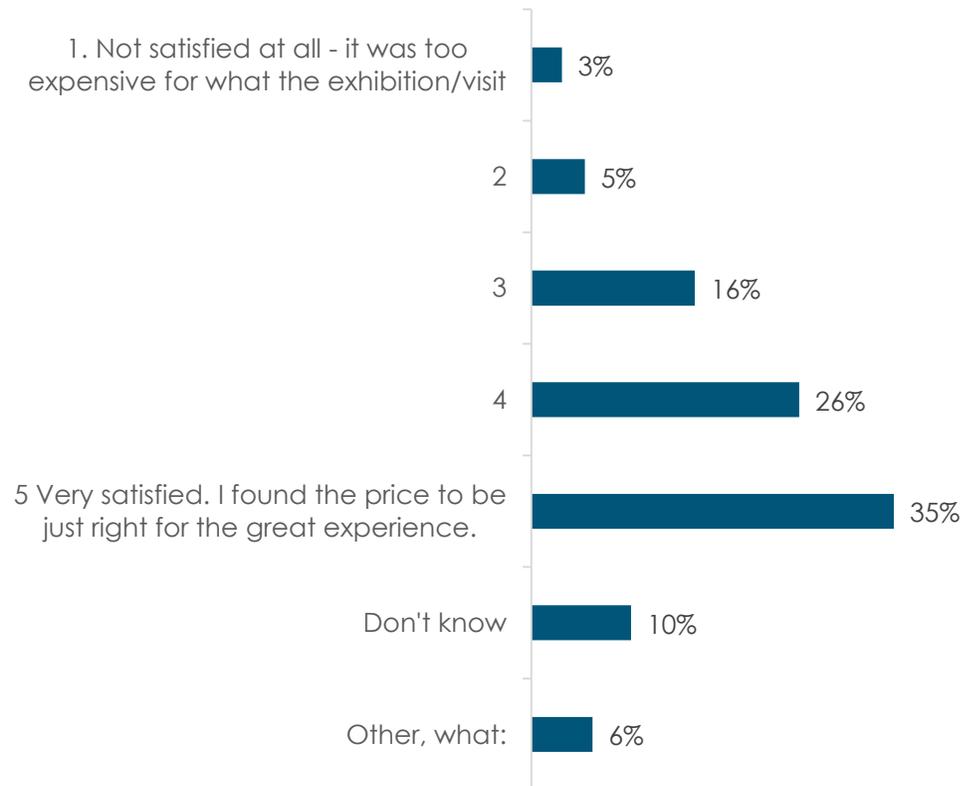
Did you find that Hamlet live

N = 402

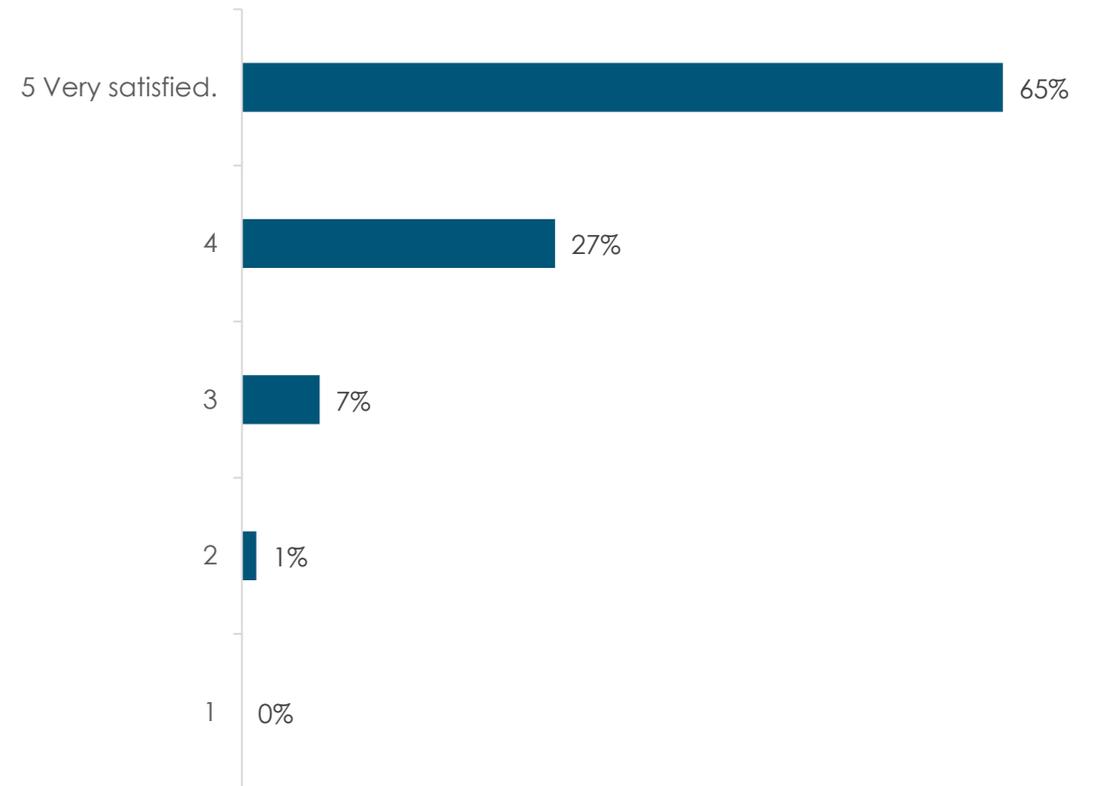


SATISFACTION

On a scale from 1-5 how satisfied were you with the entrance fee? (Value for money) N = 407

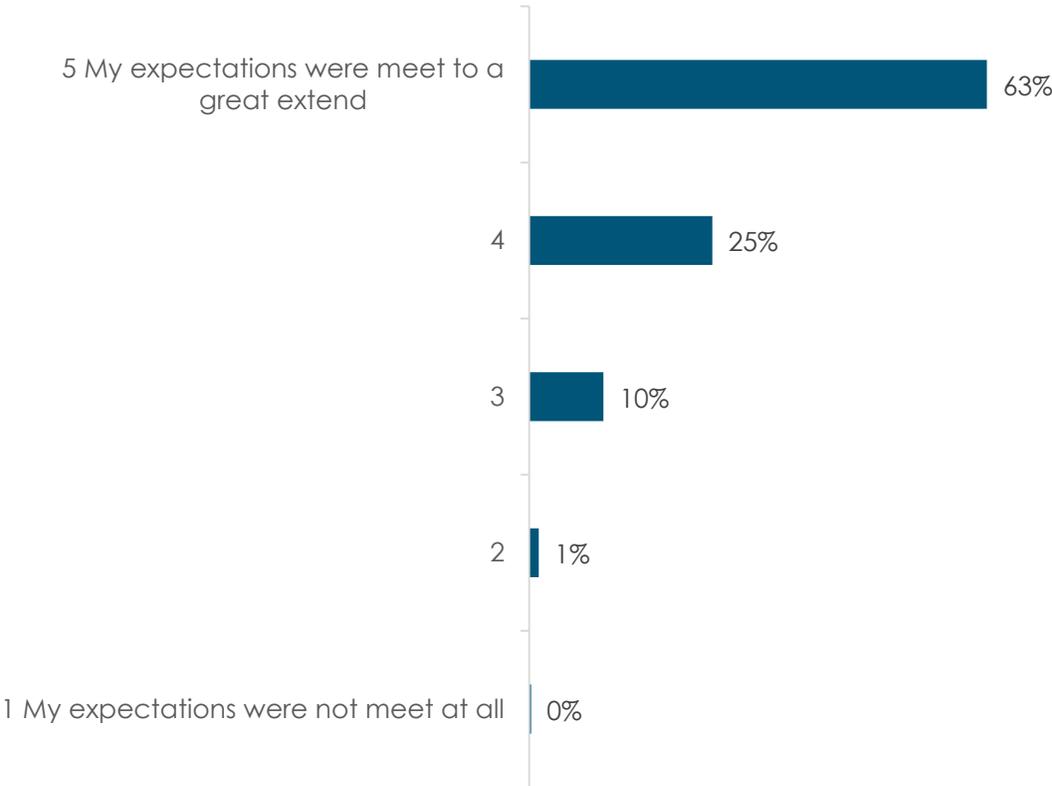


On a scale from 1-5 how satisfied were you with your visit to Kronborg? N = 406



SATISFACTION

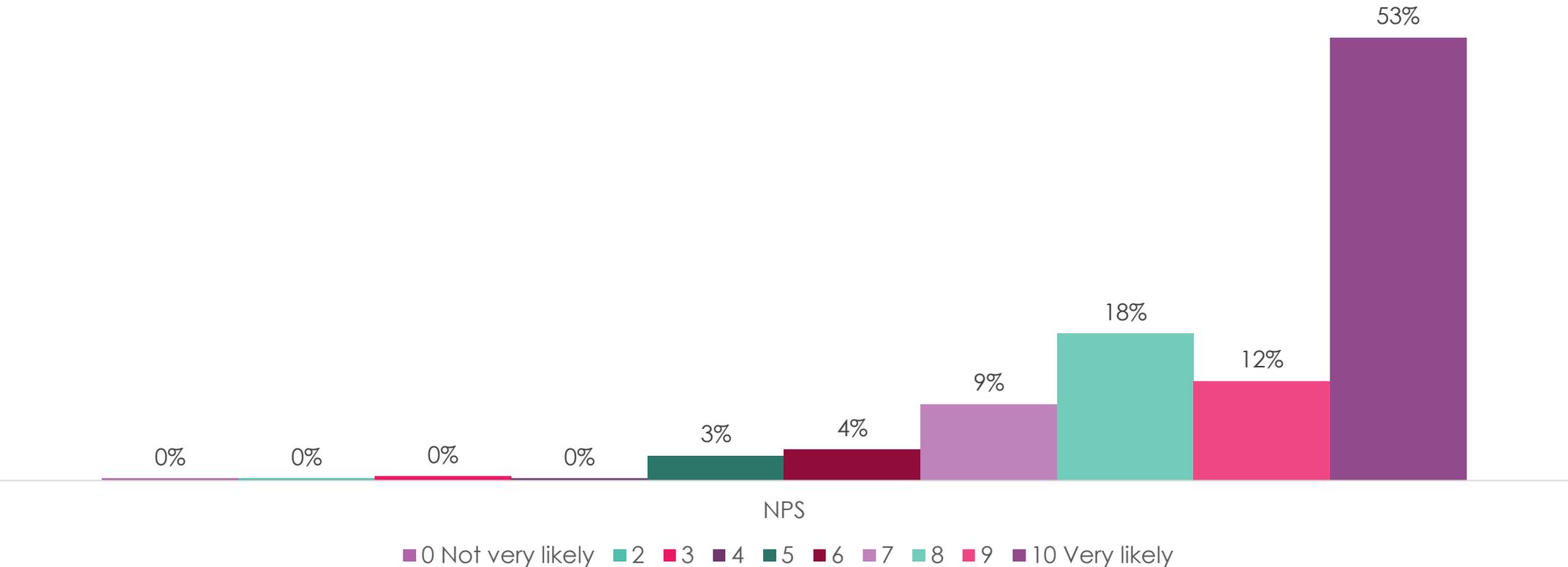
To what extent did your visit today at Kronborg meet the expectations you had prior to the visit? ^{N = 407}



NPS

N = 402

On a scale from 0-10 how likely is it that you will recommend Kronborg to your friends and family?



THANK YOU

WRITE ME AT CLK@WOCO.DK