Evaluation of the economic tourism-related impact and event experience related to the 2018 Ice Hockey World Championship in Denmark

English summary of the original report in Danish

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Evaluation of the economic tourism-related impact and event experience related to the 2018 Ice Hockey World Championship in Denmark

(English summary of the original report)

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Preface
This document summarises a Danish report on the economic tourism-related impact and event experience relating to the 2018 Ice Hockey World Championship held in Denmark. The underlying data for the report were jointly collected by the University College of Northern Denmark and CPH Business, and by students from these two educational institutions, who conducted more than 900 interviews. In addition, the event organisers provided ticket-sales statistics and background information about the event. These sources provided the underlying data for the original report and hence for this summary. Therefore, I would like to thank these contributors for their work.
1. Introduction

In May 2018, a new chapter in Danish sports history was written when the IIHF 2018 Ice Hockey World Championship (hereinafter “the 2018 IHWC”) was held in Denmark for the first time ever. The best sixteen ice hockey nations played 64 games at Royal Arena, Copenhagen, and Jyske Bank Boxen, Herning, and more than 350,000 tickets were sold to 238,000 spectators,1 who attended the games.

An event of this size and complexity requires a lot of careful planning. The financial and human resources, locations, infrastructure, experience design and marketing are just some of the many detailed elements comprising such an event. Also, these elements involve several vital stakeholders, all of whom have something they want to get out of the event, and they hope for a positive effect from it. Spectators and fans want an event of high experience quality, the media want the best possibilities of generating good content, sponsors want high exposure and a brand activation platform, municipalities and regions funding some of the event want a return on their investment, and the general public want an event that creates a generally positive impact on the area in which it is held and the country in general, since their taxes partly fund it.

In terms of these stakeholders and their needs, this research focuses on two main areas of analysis:

- the economic tourism-related impact of the 2018 IHWC, the goal of which was to provide insight into the derivative tourism-related impact of the event on the host nation and specifically Copenhagen and Herning where the games were held;
- the level of attendees’ satisfaction with the experience of the 2018 IHWC, focusing on the quality of the experience and the basis of this quality in the experience design.

Besides these two main areas of analysis, the research also included a minor analysis of the event’s potential effect on tourism in Denmark going forward, based on spectators’ experiences during the 2018 IHWC.

Besides the introduction, (section 1), the following summary of the original 38-page report include these sections:

2. The methodological foundation of the research with a practical description of the data collection and data analysis processes;
3. A description of IHWC attendees based on interview data;
4. The main findings of the analysis of the economic tourism-related impact and the study results;
5. The findings and sub-conclusions of the experience-quality analysis;
6. A short section on the event’s potential impact on tourism going forward;
7. Conclusions and subsidiary conclusions of the research project;
8. References;
9. Appendices.

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1 Ticket statistics from event organisers. The 350,000 tickets do not include the approx. 100,000 complimentary tickets and accreditations issued to key stakeholders.
2. Methodological foundation

The report is based on a case study of the 2018 IHWC for which data was collected from guided CAPI interviews. The interview guide was a quantitative questionnaire comprising 32 questions about demographics, spending and experiences during the event, and whether this event experience had an impact on the respondent’s view of Denmark as a tourism destination. A qualitative element was included in the form of an open question in which the respondent could express his/her feelings and opinions of the event experience. The interviews were conducted in the fan zones around the two event arenas, Royal Arena in Copenhagen and Jyske Bank Boxen in Herning, on four predetermined match days to secure a satisfactory representation of the different nationalities within the group of respondents. Otherwise, respondents were randomly selected. The data collection resulted in 912 interviews, exactly half of which were conducted in Copenhagen and half in Herning.

Both the analysis of experience quality and the economic tourism-related impact rely on data from the above-mentioned interviews, but the analysis of the economic tourism-related impact and its findings are also based on ticket-sales statistics provided by the event organisers. 353,361 game tickets were sold. In addition, 95,722 complimentary tickets and 2,595 daily tickets were issued to different types of spectators, e.g. 14,000 students, and representatives of the ice hockey federation, partners and media staff.

To calculate tourism revenues and derivative effects such as employment, value added and tax revenues, VisitDenmark used a method based on the LINE regional general equilibrium model. The model is jointly operated by VisitDenmark, the Danish Business Authority and the Danish Agency for Labour Market and Recruitment.

Tourism spending is basically a ‘price times volume’ calculation. The volume comprises the number of tourism days, etc., relating to the event. The prices are the round-the-clock spending calculated on the basis of the spending-related questions in the spectator survey.

The model is limited in that it does not consider the crowding-out effect which the event might have on other tourists during the period, nor does the model consider the derivative impact or value of the voluntary workforce. Finally, the model does not deduct the extraordinary costs of the event, but at the same time it does not include all the positive effects, such as branding value, value for local residents, etc., either.

VisitDenmark’s calculations meet the three criteria required to deal with added tourism revenues arising from an event:

- The spending must come from attendees; broadly defined as persons connected to the event as spectators, guests, players, media staff, etc.
• Further, the attendees must be “outside their usual environment” in accordance with the official definition of a tourist. Thus, the calculations are solely based on spectators coming to the event from outside the local area, both Danish and non-Danish alike.

• Finally, the attendees whose primary reason for residing in the host area is the event. Therefore, the calculations do not include spending by anyone who indicates that they participated simply because they happened to be near the event. However, the relevant part of ticket sales from this group is included.

The economic impact of tourism spending is calculated using an analysis specific to the City of Copenhagen and Municipality of Herning in the LINE model, as well as general tourism multipliers. It should be noted that all calculations and results from the economic tourism-related impact analysis in the original report are presented in Danish Kroner (DKK). In this summary, these results are converted into euros using a conversion rate of DKK 7.46 DKK = per EUR 1.00, pursuant to the Danish National Bank’s “Fixed Exchange Rate Policy”.  

The method behind the event attendees’ assessment of the experience quality during the IHWC is based on Likert scale responses to various questions from the interview guide. These questions were related to nine different experience elements, which the researchers viewed as important parts of the 2018 IHWC experience. These experience elements included the fan zone, the ice hockey arena (seats, lighting, sound, etc.), atmosphere, toilet facilities, food and beverages, employees and volunteers, security, event infrastructure (transportation, parking, facilities for the disabled, etc.), and information and signage in the event area. After the respondents’ assessed these experience elements, they were asked to rate the overall experience on the same Likert scale. The satisfaction scale ranged from 1 to 5 where 1 = very dissatisfied, 2 = dissatisfied, 3 = neither nor, 4 = satisfied, and 5 = very satisfied. Furthermore, the respondents also had the option of expressing any particular impact on their experience, because an open question was included at the end of the interview guide where respondents could give qualitative comments to supplement their quantitative satisfaction-related answers, enabling the researchers to obtain supportive, qualitative data in addition to the mainly quantitative method.

Applying this method to the attendees’ assessment of experience quality made it possible for the research to examine which elements of the event experience had impact on attendees’ experience during the 2018 IHWC and, thus, how well the organisers of the event had managed to create an experience that catered to the wants and needs of these attendees in terms of both service areas and physical setup.

Besides these two main analytical areas, the research also included an element about the impact of the 2018 IHWC on Denmark as tourist destination, where respondents were to reply whether they would consider returning to Denmark and whether they would recommend Denmark as a travel destination to family, friends, colleagues, etc., based on their experience of the event.

All the data relating to the above-mentioned method was collected by students and employees from University College of Northern Denmark and CPH Business who used tablets to collect the responses to the

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6 http://www.nationalbanken.dk/en/monetarypolicy/fixed_exchange_rate_and_ERM2/Pages/default.aspx
7 See interview guide in the appendices
32 questions in the interview guide. The interview guide and data processing are based on SurveyXact, and it is these data, as well as ticket-sales statistics from the event organisers, on which the remainder of this summary is based.

3. Event attendees
Based on data from the 912 interviews that were conducted, it possible to gain insight into the typical event attendee during the 2018 IHWC. In terms of basic demographics, 67% of the respondents were men and 92% were aged 15 to 55. The respondents primarily came from Denmark (53%), Sweden (12%), Finland (7%), Switzerland (5%) and the Czech Republic (4%), which are also the five nations that accounted for the greatest number of tickets bought for the event, according to ticket sales statistics provided by the organisers.

The average length of attendees’ stay during the tournament was four days. Attendees from outside Denmark stayed for an average of five days whereas 48% of the Danes spent only one day at the event, which naturally impacted the average amount of days spent at the 2018 IHWC.

Furthermore, the survey showed that 77% of the respondents attended the event as spectators. The remainder were volunteers (13%), staff (8%) or were attending for “other” reasons (2%). Most of the attendees from outside Denmark were attending the event as spectators. Based on ticket statistics from the event organisers, 230,000 (97%) out of the 238,000 attendees at the event were spectators.

In terms of profiling attendees as “ice hockey tourists”, the data showed that the most frequently used forms of accommodation were hotel (used by 27% of the respondents) or privately rented housing (e.g. Airbnb, used by 26% during their stay in Denmark). Besides these two accommodation types, 26% used “other form of accommodation”, 14% stayed with friends/family, 5% stayed at a hostel, 4% stayed at a campsite, and the remainder stayed at a holiday home. There was a big difference in the use of accommodation by Danish and international attendees. International attendees primarily used hotel accommodation (47%) or private rented housing (28%), whereas Danes mostly chose “other form of accommodation” (47%), probably reflecting the fact that they stayed lived in their own home or flat while attending the 2018 IHWC. Breaking down this data between respondents in Copenhagen and Herning also shows one recognisable difference. In Copenhagen, most respondents used “other form of accommodation” (32%) whereas in Herning, 37% used private rented housing (e.g. Airbnb). Besides the respondent groups’ difference in primary accommodation in the two event cities and areas, the other types of accommodation used were quite similar in Copenhagen and Herning.

The last element revealed by the data was the size of the groups of attendees travelling together, which affects the calculations of economic tourism-related impact, since these are divided by the number of people sharing their spending, making this an important element of the data analysis. Out of the Danish respondents at IHWC, 59% were alone and 24% were travelling with one other person, meaning that only 17% of Danish respondents attended in groups of three or more and shared expenses during the 2018 IHWC. International attendees tended to generally travel in groups of more people. The data showed that
49% travelled in groups of three or more, 32% travelled in groups of two and only 19% travelled alone. Therefore, these findings show that local Danish attendees were more likely to be travelling in smaller groups or alone than the international attendees at the 2018 IHWC.

To sum up these attendee-data findings, a typical Danish and international ice hockey tourist respectively at the IHWC 2018 are described as follows:

- Danish: 32-year-old male who spent three days at the event as a spectator. He stayed at his own flat/house during the event and did not share expenses with anyone else.

- International: 35-year-old male who spent 5 days at the event as a spectator. He travelled to the event with a friend and arranged private rented housing (e.g. Airbnb) for their stay in Denmark.

These two attendee profiles are based on the most common interview replies, so, although there were many more different types of attendees at the 2018 IHWC, these two types give the best profile of a typical ice hockey tourist at the event.

As a note to the findings above, it is important to point out that the researchers would have liked to include data about the respondents’ financial income to gain insight into the financial attractiveness of the attendees in terms of demography. Unfortunately, respondents were reluctant to answer questions about annual income, so the basic data for drawing any conclusions about this element were not strong enough. Therefore, the report does not include any findings in this specific area.

4. Findings and results of the economic tourism-related impact analysis

The total amount of tourism spending at the 2018 IHWC was EUR 129.6 million, broken down as EUR 87.8 million spent in Copenhagen and environs and EUR 41.8 million spent in Herning and environs. Out of the total amount of EUR 129.6 million, spectators accounted for 85%, equivalent to EUR 110.6 million, with the remaining EUR 19 million being spent by staff and other types of attendees. Please note that the calculations of tourism spending are based only on tourists, i.e. persons at the event from “outside their normal environment”, as defined by Visit Denmark.8

Out of the total spending of EUR 129.6 million, Danish attendees spent EUR 24.1 million. The top tourism spending hockey tourists coming from outside Denmark were from Sweden (EUR 37 million), Switzerland (EUR 10.9 million) and the Czech Republic (EUR 9.5 million). This means that, apart from Denmark, the two countries whose tourists accounted for the highest spending were the same two nations whose national teams played in the final for the World Championship title.

The table below gives a more detailed overview of total spending, broken down among tourists from Denmark and abroad, in the two host cities. It also provides insight into the financial impact of ticket sales.

**Table 1: Total tourism spending (in euros)**

<table>
<thead>
<tr>
<th></th>
<th>Total (millions of euros)</th>
<th>Herning (millions of euros)</th>
<th>Copenhagen (millions of euros)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>129.6</td>
<td>41.8</td>
<td>87.8</td>
</tr>
<tr>
<td>Danish</td>
<td>24.1</td>
<td>15.4</td>
<td>8.7</td>
</tr>
<tr>
<td>International</td>
<td>105.5</td>
<td>26</td>
<td>79</td>
</tr>
<tr>
<td><strong>Spectators</strong></td>
<td>110.6</td>
<td>33</td>
<td>77.6</td>
</tr>
<tr>
<td>Danish</td>
<td>16.9</td>
<td>11.5</td>
<td>5.2</td>
</tr>
<tr>
<td>- tickets sold</td>
<td>4.8</td>
<td>2.68</td>
<td>2.1</td>
</tr>
<tr>
<td>International</td>
<td>93.7</td>
<td>21.4</td>
<td>72.2</td>
</tr>
<tr>
<td>- tickets sold</td>
<td>9.1</td>
<td>2</td>
<td>7.1</td>
</tr>
<tr>
<td><strong>Other attendees</strong></td>
<td>19</td>
<td>8.8</td>
<td>10.2</td>
</tr>
<tr>
<td>Danish</td>
<td>7.2</td>
<td>3.9</td>
<td>3.5</td>
</tr>
<tr>
<td>International</td>
<td>11.8</td>
<td>5</td>
<td>6.7</td>
</tr>
</tbody>
</table>

The economic tourism-related impact of an event like the 2018 IHWC has some derivative effects, where the report focused on jobs created (FTEs), gross value added and public tax revenue.

In terms of jobs, tourism spending during the event was equivalent to 1,041 jobs, 520 of which were created in and around Copenhagen and 234 were created in and around Herning. The gross value added, i.e. total turnover after deducting spending on production, equalled EUR 57.8 million (EUR 33.8 million in Copenhagen and EUR 10.5 million in Herning). This also shows that much of the gross value went to areas of Denmark other than just the two host cities.

The national public tax revenue generated by the 2018 IHWC totalled EUR 37.1 million, EUR 6.7 million of which were municipal income taxes. Divided between the two event cities, the total tax revenue in the area of Copenhagen was EUR 21.6 million, EUR 2.4 million of which were income taxes. In Herning, the total tax revenue was EUR 8.3 million, EUR 938,337 of which were income taxes.

As the overall findings shown above are the results of calculations containing the number of event-generated tourism days and average daily spending, the remainder of this section will present the data for these two elements to provide insight into the calculations behind the overall results.

As Table 2 below shows, the 2018 IHWC attracted almost 180,000 tourists to Denmark and, as they attended the event for 4 days on average, this results in more than 700,000 event-generated days of tourism in Denmark. About 90%, equivalent to more than 640,000 of these tourism days, were generated
by spectators, whereas the remaining 70,000 tourism days were generated by participants, staff and volunteers.

Table 2: Tourists and event-generated tourism days

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Herning</th>
<th>Copenhagen</th>
<th>Total</th>
<th>Herning</th>
<th>Copenhagen</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>177,525</td>
<td>81,228</td>
<td>96,297</td>
<td>715,837</td>
<td>255,512</td>
<td>460,325</td>
</tr>
<tr>
<td>Danish</td>
<td>75,614</td>
<td>54,618</td>
<td>20,995</td>
<td>186,072</td>
<td>107,486</td>
<td>78,586</td>
</tr>
<tr>
<td>International</td>
<td>101,911</td>
<td>26,610</td>
<td>75,301</td>
<td>529,765</td>
<td>148,026</td>
<td>381,739</td>
</tr>
<tr>
<td>Spectators</td>
<td>170,233</td>
<td>77,939</td>
<td>92,293</td>
<td>643,774</td>
<td>221,594</td>
<td>422,180</td>
</tr>
<tr>
<td>Danish</td>
<td>71,834</td>
<td>52,622</td>
<td>19,212</td>
<td>154,699</td>
<td>90,460</td>
<td>64,239</td>
</tr>
<tr>
<td>International</td>
<td>98,398</td>
<td>25,317</td>
<td>73,081</td>
<td>489,075</td>
<td>131,134</td>
<td>357,942</td>
</tr>
<tr>
<td>Participants</td>
<td>968</td>
<td>330</td>
<td>638</td>
<td>11,929</td>
<td>5,032</td>
<td>6,897</td>
</tr>
<tr>
<td>Danish</td>
<td>41</td>
<td>41</td>
<td>0</td>
<td>697</td>
<td>697</td>
<td>0</td>
</tr>
<tr>
<td>International</td>
<td>927</td>
<td>289</td>
<td>638</td>
<td>11,232</td>
<td>4,335</td>
<td>6,897</td>
</tr>
<tr>
<td>Staff, etc.⁹</td>
<td>5,621</td>
<td>2,622</td>
<td>2,999</td>
<td>50,449</td>
<td>24,543</td>
<td>25,906</td>
</tr>
<tr>
<td>Danish</td>
<td>3,344</td>
<td>1,685</td>
<td>1,660</td>
<td>25,553</td>
<td>12,813</td>
<td>12,741</td>
</tr>
<tr>
<td>International</td>
<td>2,277</td>
<td>938</td>
<td>1,340</td>
<td>24,896</td>
<td>11,731</td>
<td>13,165</td>
</tr>
<tr>
<td>Volunteers</td>
<td>703</td>
<td>336</td>
<td>367</td>
<td>9,685</td>
<td>4,343</td>
<td>5,342</td>
</tr>
<tr>
<td>Danish</td>
<td>394</td>
<td>270</td>
<td>124</td>
<td>5,123</td>
<td>3,516</td>
<td>1,607</td>
</tr>
</tbody>
</table>
| International        | 309      | 66      | 243        | 4,563    | 827     | 3,736      

The table also shows that Copenhagen had more tourists and, hence, more event-generated tourism days than Herning, and that Danish tourists accounted for a higher number for days in Herning than Copenhagen. This could be due to two factors: more games were played in Copenhagen, and the Danish national team played their games in Herning.

Finally, participants, staff, and volunteers obviously spent more days at the tournament than spectators, as shown by the correlation between these types of tourists and the generated tourism days they account for. The tournament lasted 17 days (4–20 May) and it is conceivable that some participants, personnel and volunteers were at the tournament for all or most of the 17 days due to their duties at the 2018 IHWC.

These findings about event-generated tourism days are essential for calculating overall spending during the tournament, since, as mentioned earlier, it is a 'price times volume' calculation, where the number of attendees and event-generated tourism days are multiplied by the average daily spending of each tourist.

⁹ Service, safety, broadcasters, technicians, referees, other suppliers, delegates, official guests, partners and media staff
Therefore, spending by tourists who were in Denmark for reasons other than attending the 2018 IHWC is not counted as event-generated tourism income. But based on ticket statistics, this group accounted for only 5% of the tourists at the event, meaning that 95% were in the host cities because of the event. Furthermore, spending by local attendees at the event is not included since they are not considered tourists. In Copenhagen, this was the case for 54% of spectators and 72% of volunteers. In Herning this was true of 37% of spectators and 41% of volunteers. These attendees are therefore not included in the calculations of tourism spending.

In relation to attendees categorised as ice hockey tourists, the average daily spending minus the cost of tickets was EUR 153 for international tourists and EUR 62 for Danes. The breakdown by different spending areas in the two host cities is illustrated in Table 3.

Table 3: International and Danish tourist spending’s (in euros) in the two host cities

<table>
<thead>
<tr>
<th>Location nationality</th>
<th>Total daily spending’s</th>
<th>Accommodation</th>
<th>Transport</th>
<th>Event area</th>
<th>Restaurants etc.</th>
<th>Entertainment, etc.</th>
<th>Shopping</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Herning + Danes</td>
<td>90</td>
<td>11</td>
<td>14</td>
<td>35</td>
<td>24</td>
<td>2</td>
<td>4</td>
<td>0</td>
</tr>
<tr>
<td>Herning + International</td>
<td>133</td>
<td>56</td>
<td>21</td>
<td>27</td>
<td>13</td>
<td>4</td>
<td>12</td>
<td>0</td>
</tr>
<tr>
<td>Copenhagen + Danes</td>
<td>35</td>
<td>5</td>
<td>5</td>
<td>12</td>
<td>6</td>
<td>2</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>Copenhagen + International</td>
<td>172</td>
<td>42</td>
<td>16</td>
<td>37</td>
<td>28</td>
<td>8</td>
<td>8</td>
<td>30</td>
</tr>
</tbody>
</table>

As the table illustrates, international spectators in Copenhagen were on average the highest spending segment during the event, mainly due to money spent on accommodation, in the event area and at restaurants, bars, cafes, etc. By contrast, Danish attendees in Copenhagen were the lowest spending segment. The biggest difference in spending between the Danish and international segments is found in the amount of money spent on accommodation during the tournament. As previously mentioned, many Danish attendees used cheaper forms of accommodation, e.g. staying with friends or family.

These variations in daily spending among the segments are also evident if correlated by accommodation. Chart 1 presents the average spending of these segments, and the numbers are calculated based on the size of financial travel group, the number of days spent at the 2018 IHWC, and number of spectators at the two event locations. As Chart 1 shows, the segments which used hotel accommodation had the biggest effect on tourism revenue, followed by the segment which used privately rented housing. The average spending by attendees who used “other” forms for accommodation (family/friends, hostel, holiday home or camping) was very similar to daily attendees.
Dividing the event attendees into age groups also shows some variations in average daily spending, illustrated in Chart 2.

Persons aged 56 and over in Copenhagen comprised the highest spending segment whereas younger segments (aged 16–25 and 26–35) spent the most money in Herning. Generally, persons aged 46–55 comprised the lowest spending segment.

In relation to these results, we had wanted to include the same data for all different types of attendees at the 2018 IHWC, including volunteers, staff, etc., but there were not enough respondents or data from these segments to provide a clear picture of their daily spending. For findings about these segments, VisitDenmark and the International Ice hockey Federation have made assessments on daily spending and days spent in Denmark during the tournament, e.g. based on information about hotel bookings. Based on these assessments, volunteers’ and students’ daily spending were calculated to be from EUR 13–20, whereas teams, referees, media people, broadcasters and partners spent between EUR 268–436 per day.
Furthermore, almost 100,000 event-generated tourism days were generated by people with complimentary tickets. Their average daily spending was EUR 134 for Danes and EUR 214 for international attendees.

The numbers presented in this section break down the overall results related to the economic tourism-related impact of the 2018 IHWC and provide clear insight into and explain how the “price times volume” calculation method led to the overall results of EUR 129 million in total tourism revenue during the event.

5. Findings and results of the 2018 IHWC experience-quality analysis

Based on data collected during the 2018 IHWC, it is possible to clearly understand the experience-quality perceived by respondents during the event. These findings and conclusions are based on some of the questions from the completed interviews. These questions on experience-quality were responded to on a 5-point Likert scale. Each respondent was asked to assess different event-experience areas on a scale from 1 to 5 where 1 = very dissatisfied, 2 = dissatisfied, 3 = neither nor, 4 = satisfied, and 5 = very satisfied. The presentation of data and thus the conclusions related to experience quality are therefore presented using the average rating on a 5-point Likert scale. Also, some respondents had additional statements about their experience, about which they were asked during the interview. Some of these statements, which relate to the statistical results, are presented at the end of this section.

First and foremost, the collected data showed an average rating of 4.5 when respondents were asked to rate their overall experience of the 2018 IHWC. Danish respondents were marginally more satisfied with their overall experience, since they rated it at 4.6, whereas international respondents gave an average rating of 4.4. This clearly shows that the organisers of the tournament had done an excellent job of designing an event that had a high level of experience quality.

When breaking down the overall results into the respondents’ assessments of different experience elements, it becomes quite clear why the overall experience quality was as high as it was. As Table 4 shows, all nine experience elements we chose to include in our analysis achieved a high average rating of between 4 and 5.

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10 See interview guide in appendix
Table 4: Assessment of the experience elements

<table>
<thead>
<tr>
<th>Experience element</th>
<th>Average rating on Likert scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fan zone</td>
<td>4.5</td>
</tr>
<tr>
<td>Ice hockey arena (seats, lights, sound, etc.)</td>
<td>4.6</td>
</tr>
<tr>
<td>Atmosphere</td>
<td>4.4</td>
</tr>
<tr>
<td>Information and signage in the event area</td>
<td>4.1</td>
</tr>
<tr>
<td>Employees and volunteers</td>
<td>4.7</td>
</tr>
<tr>
<td>Food and beverage</td>
<td>4.0</td>
</tr>
<tr>
<td>Safety level</td>
<td>4.6</td>
</tr>
<tr>
<td>Event infrastructure (transportation, parking, disability-friendliness, etc.)</td>
<td>4.5</td>
</tr>
<tr>
<td>Toilet facilities</td>
<td>4.3</td>
</tr>
</tbody>
</table>

There was almost no difference between how Danish and international attendees assessed the experience elements. The only three experience elements with a 0.2 Likert scale point difference were in relation to the ice hockey arena, atmosphere and toilet facilities.

In comparison, there were more differences in the results related to the two venues hosting the games during the 2018 IHWC. As Table 5 shows, attendees who experienced games in and around Jyske Bank Boxen in Herning were more satisfied than attendees who watched games in Royal Arena in Copenhagen. The respondents in Herning were more satisfied particularly in terms of information and signage in the event area and food and beverages.
Table 5: Assessment of experience elements in Copenhagen and Herning

<table>
<thead>
<tr>
<th>Experience element</th>
<th>Average overall rating</th>
<th>Average rating Copenhagen</th>
<th>Average rating Herning</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fan zone</td>
<td>4.5</td>
<td>4.3</td>
<td>4.7</td>
</tr>
<tr>
<td>Ice hockey arena (seats, lights, sound, etc.)</td>
<td>4.6</td>
<td>4.5</td>
<td>4.7</td>
</tr>
<tr>
<td>Atmosphere</td>
<td>4.4</td>
<td>4.2</td>
<td>4.6</td>
</tr>
<tr>
<td>Information and signage in the event area</td>
<td>4.1</td>
<td>3.7</td>
<td>4.6</td>
</tr>
<tr>
<td>Employees and volunteers</td>
<td>4.7</td>
<td>4.5</td>
<td>4.8</td>
</tr>
<tr>
<td>Food and beverage</td>
<td>4.0</td>
<td>3.7</td>
<td>4.4</td>
</tr>
<tr>
<td>Safety level</td>
<td>4.6</td>
<td>4.4</td>
<td>4.9</td>
</tr>
<tr>
<td>Event infrastructure (transportation, parking, disability-friendliness, etc.)</td>
<td>4.5</td>
<td>4.2</td>
<td>4.7</td>
</tr>
<tr>
<td>Toilet facilities</td>
<td>4.3</td>
<td>4.0</td>
<td>4.5</td>
</tr>
</tbody>
</table>

When calculating the average rating from the table above, the Herning venue received an average rating of 4.7 and the Copenhagen venue 4.3. Thus, both venues did an excellent overall job of hosting this event for the many attendees but based on data related to the nine experience elements presented in Table 5, Herning received a slightly higher rating as an experience quality provider. One reason worth mentioning for this, despite the average ratings, is attributable to the fact that most attendees in Herning were Danish, who were generally more positive about the experience quality than international attendees, who were more highly represented in Copenhagen than Herning. So, the conclusion will still be that both host cities and ice hockey venues did an excellent job of creating a good IHWC experience.

Besides using the 5-point Likert scale to assess experience quality, each respondent also had the option of providing additional comments on their experience of the event. A total of 195 respondents (90 in Copenhagen and 105 in Herning) chose to add a comment to their assessment of the experience of 2018 IHCW. It is worth mentioning that these comments are subjective, so the ones singled out here are those relating to the most positive and negative sides of the experience evaluation and the ones that included a “theme” mentioned by the most respondents in their quotes.
Below are some of the positive comments provided by respondents about their event experience:

“The fan zone works.”

“Super cool setup.”

“Thank you, Denmark.”

“Very nice atmosphere.”

“Great event. I am a spectator at IHWC for the ninth year in a row.”

“Cosy atmosphere.”

“Mega awesome event.”

“Good atmosphere among the fans.”

“Clean arena.”

“Amazing town and people, thanks.”

“People are polite.”

“Great atmosphere.”

“First class organised event.”

“So happy to be here.”

“Very impressive, especially the fan zone.”

---

11 Please note that some quotes are translated from Danish to English, but the message and content are the same.
Some of the negative comments given by respondents about their event experience:

“Expensive food, train, and bus.”
“Expensive f & b.”
“There is not a big choice from food and beverage.”
“Expensive drinks.”
“Prices are high in the arena and fan zone.”
“Not enough food and beverage option.”
“Need to screen the games in the fanzone.”
“No live streaming in the fanzone.”
“Things are expensive.”
“Traffic information, a guide which might could help.”
“Menu is in Danish – not good for foreigners.”
“I think there should be better signage, especially for foreigners, who don’t know where they should go.”

These positive and negative comments are just some of those collected, and they provide further insight into what constituted a good experience for attendees and what could have made the experience even better for others. Therefore, they can explain why some of the event elements were not rated as high as others and are also explanatory and supplementary for understanding why the 2018 IHWC was assessed as being high quality with a high level of satisfaction, as presented previously in this summary.

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12 Please note that some quotes are translated from Danish to English, but the message and content are the same.
6. IHWC’s potential impact on future tourism

As a final subsection of the conducted research and the report, we chose to include an element about the impact of the 2018 IHWC on potential tourism in Denmark in the future. Therefore, two questions related to this theme were included in the interviews of international attendees at the event. The first questions concern whether respondents would consider visiting Denmark again based on their experience of the event. The second questions concern whether respondents would recommend Denmark as a travel destination to family, friends, colleagues, etc., based on their stay and experience of the 2018 IHWC.

The data collected showed that 51% of international respondents stated that they would definitely return to Denmark in the future, 25% would consider returning to Denmark for a holiday, 10% would return for a similar sports event, 7% would not return, and 7% did not know.

In relation to the second question about recommending Denmark as a travel destination, 88% replied that they would recommend Denmark to family, friends, colleagues, etc., based on their experience of the event.

This data showed that not only did the 2018 IHWC generate more than EUR 100 million in tourism spending and give attendees a very good experience, it also provided valuable external branding of Denmark, which could have a positive impact on future tourism and word-of-mouth marketing of the country.

7. Overall conclusions on the research

Based on the report’s content and the data from which it was generated, the 2018 Ice Hockey World Championship, held in Denmark, can be described as a success in the selected research areas.

The main conclusions of the economic tourism-related impact of the event are that many spectators and other types of attendees (accredited, participants, staff, volunteers, etc.) generated more than EUR 120 million in tourism spending in Denmark, especially in and around the two host cities, Copenhagen and Herning. This resulted in derivative socio-economic effects of 1,041 full-time jobs, EUR 57 million in gross value added and EUR 37 million in public tax revenue, EUR 6.7 million of which were municipal income taxes.

With more than EUR 100 million in total spending, international attendees at the 2018 IHWC accounted for most of the total economic impact, where our Swedish neighbours in particular contributed to this result by spending EUR 37 million making them the highest spending group of attendees at the event. The second highest-spending group of attendees were from the host country, Denmark, accounting for EUR 24 million.

These overall calculations and conclusions are based on the fact that the 2018 IHWC generated more than 700,000 tourism days, equivalent to an average of four days spent by each attendee at the event and average daily spending of EUR 180 (including ticket purchases).

13 Approx. the same as the event’s effect on the gross domestic product
In relation to the **main conclusions of the experience-quality analysis**, attendees in and around Royal Arena in Copenhagen and Jyske Bank box in Herning had a really good experience. On a Likert scale from 1 to 5, where 1 is "very dissatisfied" and 5 is "very satisfied", the average rating was 4.5, which concludes that the vast majority had generally good experience of the 2018 IHWC.

This general high level of satisfaction is due to the fact that the event organisers managed to create an experience in which all experience elements (fan zone, arena, atmosphere, information and signage in the event area, employees and volunteers, food and beverage, security level, event infrastructure, and toilet facilities) achieved a high average rating. Danes were marginally more satisfied with their experience than international attendees, and attendees in Herning were somewhat more satisfied with the experience elements than attendees in Copenhagen. Generally, however, both venues and the variety of participating nationalities deemed the 2018 IHWC experience to be very good with a high level of satisfaction.

In addition to these main conclusions on the economic tourism-related impact and the event experience, the research also arrived at **conclusions for the potential for future tourism in Denmark** based on hosting the 2018 IHWC. These conclusions showed two interesting derivative, external branding effects from the event. The first was that most international respondents stated they would return to Denmark based on their experience of the event. More than 75% of respondents would definitely return or consider returning to Denmark as tourists. Secondly, 88% of the respondents stated that on the basis of their experience of the 2018 IHWC in Denmark, they would recommend Denmark as a travel destination, showing a high potential in word-of-mouth destination marketing of Denmark among attendees. This concludes that the event also had a future positive potential effect on tourism in Denmark.

Based on these conclusions and the data-driven analyses on which they are based, this summary shows that 2018 IWHC in Denmark was a well organised event with a positive impact, both in terms of generated tourism income, attendees’ experience of the event and the potential for future tourism in Denmark and marketing of the country. This clearly shows the impact that a major event like this can have on the hosting nation and manifests Denmark’s potential and status as a country which can successfully host major events, both from a national event perspective and from an experience-quality perspective.
8. References

Publications:
- Christian Ørsted Brandt, Lone Allentorp Callard, Birgitte Schultz, “Turismeøkonomisk effektmåling af sports-, kultur- og erhvervsbegivenheder” (Measuring the tourism economic impact of sports-, culture, and business event), VisitDenmark, 2011

Websites:
- www.visitdenmark.dk
- www.iihfworlds2014.com
- www.iihf.com

9. Appendices
This section contains the following appendices:
- Appendix 1: English interview guide
- Appendix 2: Survey data
- Appendix 3: Original tourism impact data (in Danish)
Appendix 1: English interview guide

Register location

- Jyske Bank Boxen, Herning
- Royal Arena, Copenhagen

Hello, I'm ____________ and I am interviewer from University College of Northern Denmark / CPH Business. We are doing an analysis of the Ice Hockey World Championship, where the focus is to assess the tourism economic impact of the event and which experience the participants have had during the event. Therefore, I have some questions that I would kindly like to ask you, if you want to participate? The interview will take approximately 10 minutes. The answers will of course be anonymous.

1.1 Gender

- Man
- Woman
- Other

1.2 What is your age?

- 0-15
- 16-25
- 26-35
- 36-45
- 46-55
- 56-65
- 66 +

1.3 What is the primary reason for your participation at this event?

- Spectator
- Staff
- Volunteer
- Other: __________
1.4 What is your nationality?
- American
- Austrian
- Belarusian
- Canadian
- Czech
- Danish
- Finnish
- French
- German
- Korean
- Latvian
- Norwegian
- Russian
- Slovak
- Swedish
- Swiss
- Other (please state) 

1.5 What is your current country of residence?
- America
- Austria
- Belarus
- Canada
- Czech Republic
- Denmark
- Finland
- France
- Germany
1.6 What is the ZIP code of your residence?


1.7 What is your annual income? (specify currency first, followed by amount).

☐ American Dollars
☐ Canadian Dollars
☐ Danish Kroner
☐ Euro
☐ Belarusian rubles
☐ Korean WAN
☐ Norwegian kroner
☐ Russian rubles
☐ Swiss franc
☐ Swedish kroner
☐ Czech Koruna
☐ Other currency (state in number of Euros): 
☐ Will not answer
1.8 How many days in total are you spending in the host city/host cities/host city areas during the tournament?

- 1 day
- 2 days
- 3 days
- 4 days
- 5 days
- 6 days
- 7 days
- 8 days
- 9 days
- 10 days
- 11 days
- 12 days
- 13 days
- 14 or more days

1.9 Would you have visited the host city/host cities at this time, if the ice hockey World Championship were not taking place?

- Yes
- No
- Do not know

1.10 Which type of accommodation do you use during your stay? (respondent can choose one or more categories).

- Hotel
- Privately rented house/apartment etc. (e.g. AirBnB)
- Camping
- Hostel
- Vacation homes
- Lives at friends or/and family
- Other form of accommodation
1.11 I which city/cities are you staying during your visit do Denmark?

- Herning
- Copenhagen (metropolitan area)
- Other (state city/cities)

1.12 How many persons including yourself are a part of your travel group? (sharing expenses) (including partner, spouse and/or children)

- Travelling alone
- Travelling two people
- Travelling three people
- Travelling four people
- Travelling five people
- Travelling six people or more

2.1 How much money do you approximately expect your travel group, including yourself approximately to spend within the following areas? (state currency first).

- American dollars
- Canadian Dollars
- Danish kroner
- Euro
- Belarusian rubles
- Korean WAN
- Norwegian kroner
- Russian rubles
- Swiss franc
- Swedish kroner
- Czech koruna
- Other currency (state in number of Euros): 
- Will not answer
<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accommodation</td>
<td></td>
</tr>
<tr>
<td>Transportation</td>
<td>(including public transport, rented car, taxi, parking. Flight tickets are not included)</td>
</tr>
<tr>
<td>Event related expenses</td>
<td>(food beverage in arena, merchandise etc.)</td>
</tr>
<tr>
<td>Restaurants, cafés, bars</td>
<td>outside the event area</td>
</tr>
<tr>
<td>Entertainment</td>
<td>(museums, nightlife, attractions etc. (not including game tickets)</td>
</tr>
<tr>
<td>Shopping</td>
<td>(not including expenses within the event area)</td>
</tr>
<tr>
<td>Other</td>
<td></td>
</tr>
<tr>
<td>Do not know</td>
<td></td>
</tr>
</tbody>
</table>
3.1 How many ice hockey games have you watched live so far during the tournament?

☐ 0 games
☐ 1 game
☐ 2 games
☐ 3 games
☐ 4 games
☐ 5 games or more

3.2 How satisfied are you with the following event experience elements, on a scale from 1 to 5?

1 = "very dissatisfied"
2 = "dissatisfied"
3 = "neither nor"
4 = "satisfied"
5 = “very satisfied”

<table>
<thead>
<tr>
<th>Element</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Do not know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fanzone</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ice hockey arena (seats, lighting, sound etc.)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Atmosphere</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Toilets</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Food and beverage</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Employees and volunteers</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Security</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Event infrastructure (transport, parking, handicap-friendly facilities etc.)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Information and signage at the event area</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
3.3 How satisfied are you with your overall experience at the ice hockey World Championship 2018, on a scale from 1 to 5?

1 = "very dissatisfied"
2 = "dissatisfied"
3 = "neither nor"
4 = "satisfied"
5 = “very satisfied”

☐ 1
☐ 2
☐ 3
☐ 4
☐ 5
☐ Do not know

4.1 Will you consider visiting Denmark in the future based on your experience at the ice hockey World Championship?

☐ I will definitely visit Denmark again
☐ I might come back for a similar sports event
☐ I will consider going to Denmark on vacation
☐ do not know
☐ I will not be coming back to Denmark

4.2 Will you recommend Denmark as a travel destination to family, friends, colleagues etc. based on your stay and experience during this event?

☐ Yes
☐ No
☐ Do not know

5.1 Do you have any comments related to your assessment of the experience, e.g. what created value for you or would could have been better etc.?
Appendix 2: Data from survey
(Please note that due to the extensive number of pages with answers in relation to spending’s, these have been removed from this appendix)

Register location

1.1 Gender

1.2 What is your age?

1.3 What is the primary reason for your participation at this event?
1.4 What is your nationality?

- American: 1%
- Austrian: 0%
- Belgian: 0%
- Canadian: 2%
- Czech: 4%
- Danish: 53%
- Finnish: 7%
- French: 1%
- German: 3%
- Korean: 0%
- Latvian: 3%
- Norwegian: 1%
- Russian: 2%
- Slovak: 3%
- Swedish: 12%
- Swiss: 3%
- Other (please state): 3%

1.5 What is your current country of residence?

- America: 1%
- Austria: 0%
- Belorus: 0%
- Canada: 2%
- Czech Republic: 3%
- Denmark: 59%
- Finland: 3%
- France: 0%
- Germany: 3%
- Korea: 1%
- Latvia: 2%
- Norway: 2%
- Russia: 1%
- Slovakis: 1%
- Sweden: 12%
- Switzerland: 2%
- Other (state country): 1%
1.7 What is your annual income? (specify currency first, followed by amount).

<table>
<thead>
<tr>
<th>Currency</th>
<th>Percentage</th>
<th>Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Dollars</td>
<td>1%</td>
<td>9</td>
</tr>
<tr>
<td>Canadian Dollars</td>
<td>1%</td>
<td>7</td>
</tr>
<tr>
<td>Danish Kroner</td>
<td>43%</td>
<td>392</td>
</tr>
<tr>
<td>Euro</td>
<td>8%</td>
<td>73</td>
</tr>
<tr>
<td>Belarusian Rubles</td>
<td>1%</td>
<td>11</td>
</tr>
<tr>
<td>Korean Wan</td>
<td>0%</td>
<td>0</td>
</tr>
<tr>
<td>Norwegian kroner</td>
<td>1%</td>
<td>7</td>
</tr>
<tr>
<td>Russian Rubles</td>
<td>1%</td>
<td>6</td>
</tr>
<tr>
<td>Swiss Franc</td>
<td>4%</td>
<td>32</td>
</tr>
<tr>
<td>Swedish Kroner</td>
<td>8%</td>
<td>74</td>
</tr>
<tr>
<td>Czech Koruna</td>
<td>1%</td>
<td>13</td>
</tr>
<tr>
<td>Other currency</td>
<td>0%</td>
<td>2</td>
</tr>
<tr>
<td>Will not answer</td>
<td>31%</td>
<td>286</td>
</tr>
</tbody>
</table>

1.8 How many days in total are you spending in the host city/ host cities/ host city areas during the tournament?

<table>
<thead>
<tr>
<th>Days</th>
<th>Percentage</th>
<th>Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 day</td>
<td>34%</td>
<td>306</td>
</tr>
<tr>
<td>2 days</td>
<td>8%</td>
<td>76</td>
</tr>
<tr>
<td>3 days</td>
<td>15%</td>
<td>91</td>
</tr>
<tr>
<td>4 days</td>
<td>8%</td>
<td>73</td>
</tr>
<tr>
<td>5 days</td>
<td>7%</td>
<td>64</td>
</tr>
<tr>
<td>6 days</td>
<td>3%</td>
<td>27</td>
</tr>
<tr>
<td>7 days</td>
<td>3%</td>
<td>50</td>
</tr>
<tr>
<td>8 days</td>
<td>2%</td>
<td>24</td>
</tr>
<tr>
<td>9 days</td>
<td>1%</td>
<td>6</td>
</tr>
<tr>
<td>10 days</td>
<td>4%</td>
<td>35</td>
</tr>
<tr>
<td>11 days</td>
<td>0%</td>
<td>4</td>
</tr>
<tr>
<td>12 days</td>
<td>1%</td>
<td>10</td>
</tr>
<tr>
<td>13 days</td>
<td>0%</td>
<td>3</td>
</tr>
<tr>
<td>14 or more days</td>
<td>16%</td>
<td>143</td>
</tr>
</tbody>
</table>
1.10 Which type of accommodation do you use during your stay? (respondent can choose one or more categories).

![Bar chart showing accommodation choices](image)

<table>
<thead>
<tr>
<th>Accommodation Type</th>
<th>Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel</td>
<td>163</td>
</tr>
<tr>
<td>Privately rented house/apartment etc.</td>
<td>159</td>
</tr>
<tr>
<td>(e.g. AirBnB)</td>
<td></td>
</tr>
<tr>
<td>Camping</td>
<td>22</td>
</tr>
<tr>
<td>Hostel</td>
<td>33</td>
</tr>
<tr>
<td>Vacation homes</td>
<td>24</td>
</tr>
<tr>
<td>Lives at friends or/and family</td>
<td>82</td>
</tr>
<tr>
<td>Other form of accommodation</td>
<td>158</td>
</tr>
</tbody>
</table>

1.11 In which city/cities are you staying during your visit to Denmark?

![Bar chart showing city choices](image)

<table>
<thead>
<tr>
<th>City/City Options</th>
<th>Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Herning</td>
<td>191</td>
</tr>
<tr>
<td>Copenhagen (metropolitan area)</td>
<td>375</td>
</tr>
<tr>
<td>Other (state city/cities)</td>
<td>81</td>
</tr>
</tbody>
</table>

1.12 How many persons including yourself are a part of your travel group? (sharing expenses) (including partner, spouse and/or children)

![Bar chart showing group sizes](image)

<table>
<thead>
<tr>
<th>Group Size</th>
<th>Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travelling alone</td>
<td>395</td>
</tr>
<tr>
<td>Travelling two people</td>
<td>240</td>
</tr>
<tr>
<td>Travelling three people</td>
<td>109</td>
</tr>
<tr>
<td>Travelling four people</td>
<td>73</td>
</tr>
<tr>
<td>Travelling five people</td>
<td>24</td>
</tr>
<tr>
<td>Travelling six people or more</td>
<td>71</td>
</tr>
</tbody>
</table>

2.1 How much money do you approximately expect your travel group, including yourself approximately to spend within the following areas? (state currency first).

![Bar chart showing expected spending](image)

<table>
<thead>
<tr>
<th>Currency Type</th>
<th>Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>American dollars</td>
<td>7</td>
</tr>
<tr>
<td>Canadian dollars</td>
<td>10</td>
</tr>
<tr>
<td>Danish kroner</td>
<td>512</td>
</tr>
<tr>
<td>Euro</td>
<td>111</td>
</tr>
<tr>
<td>Belarusian rubles</td>
<td>22</td>
</tr>
<tr>
<td>Korean Won</td>
<td>1</td>
</tr>
<tr>
<td>Norwegian kroner</td>
<td>7</td>
</tr>
<tr>
<td>Russian rubles</td>
<td>4</td>
</tr>
<tr>
<td>Swiss franc</td>
<td>32</td>
</tr>
<tr>
<td>Swedish kroner</td>
<td>72</td>
</tr>
<tr>
<td>Czech koruna</td>
<td>13</td>
</tr>
<tr>
<td>Other currency (state in number of Euros):</td>
<td>2</td>
</tr>
<tr>
<td>Will not answer</td>
<td>119</td>
</tr>
</tbody>
</table>
3.1 How many ice hockey games have you watched live so far during the tournament?

<table>
<thead>
<tr>
<th>Games Watched</th>
<th>Percentage</th>
<th>Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 games</td>
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<td>300</td>
</tr>
<tr>
<td>1 game</td>
<td>20%</td>
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</tr>
<tr>
<td>2 games</td>
<td>16%</td>
<td>142</td>
</tr>
<tr>
<td>3 games</td>
<td>11%</td>
<td>100</td>
</tr>
<tr>
<td>4 games</td>
<td>5%</td>
<td>59</td>
</tr>
<tr>
<td>5 games or more</td>
<td>14%</td>
<td>131</td>
</tr>
</tbody>
</table>

3.3 How satisfied are you with your overall experience at the ice hockey World Championship 2018, on a scale from 1 to 5?

1 = "very dissatisfied"
2 = "dissatisfied"
3 = "neither nor"
4 = "satisfied"
5 = “very satisfied”
4.1 Will you consider visiting Denmark in the future based on your experience at the ice hockey World Championship?

- I will definitely visit Denmark again: 51%
- I might come back for a similar sports event: 10%
- I will consider going to Denmark on vacation: 25%
- I do not know: 7%
- I will not be coming back to Denmark: 7%

Respondents: 139

4.2 Will you recommend Denmark as a travel destination to family, friends, colleagues etc. based on your stay and experience during this event?

- Yes: 88%
- No: 3%
- Do not know: 10%

Respondents: 239

5.1 Do you have any comments related to your assessment of the experience, e.g. what created value for you or would could have been better etc.?

- Beer was too expensive. Not enough toilets.
- Udvalg af mad for dårligt i arena.
- No
- Too hot in toilets, more toilets
- Dt er fantastisk
- Det fungere godt her
- Fanzonen fungerer
- Bedre cykel parkering
- Mere classic øl
- Drikke varer muligheder
- Really good
- Super fedt sæt op
- Suveræn Event
- Difficult with train and bus
- Expensive food, train bus
- Nej
- Expensive f&b
- Loud music at beginning of matches
- Not enough ciders to buy
- Thank you Danmark! best fanzone i have ever seen
- Vi holder med Aalborg pirates
- Fedt
- Super godt Event!
- Super Event
- Mch bruger stedet godt
- Gode mulighederinde og ude
- Byen bakker op om VM
- Gameplay, Parking
- All good
Dansk metals stand var vildt fed!!!
Vers Nice atmosphere, there is NOT a Big choice from food and beverages
Et mere synligt overblik
Pris til den dyre side.
Manglende sikkerhed.
Fredelig atmosfære
God mad, men manglende indlogering for frivillige.
Mere tydelig rute fra metrp
Cpr is Nice City, Nice atmosphere.
Expensive food and beverages
Little expensive otherwise cool place, Nice atmosfære.
No life streaming in the fanzone
No 12 o'clock game om Thursday
Was really good, good atmosphere and small city with people in the same area
Fed oplevelse
Hygglel stemning
Det ser festligt ud
Dyre drikkevarer
Meget imponeret, specielt fanzonen
Super professionel
Hyggeleg stemning
Ser fantastisk ud
Mange mennesker
Meget positiv
Too expensive for the nights in the Messecenter
News signs insides the arena
It is all good
The police guys are the best
Nicee
Dissapointed With Copenhagen arena and hos it is organized, Herning is better organized, and atmosphere is better
Fantastisk
Mange gratis ting
Taxa fungerer ikke optimalt, specielt om natten
Godt arrangement, tilskuer ved VM for 9. år i træk
Dårlig udsyn pl1 pladser, dyreste pladser
Fascinerende at fans på tværs af nationer er sammen om oplevelsen
Glæder sig til oplevelsen. Imponeret over roen på Event området
Ked af at han skal køre
Nice
God stemning blandt fans
Det skide godt
Fed oplevelse
Fed fedt
Der er ret vådt på gulv, i toiletvogn i Camp. Der kunne have været en svaber
I expected more
God stemming
More signals for toilets and diffuse the games at the fanzone
Clean arena
Øllen har været dyr
Trafik infomation, en guide som måske kunne hjælpe.
Det køre fint
Flere aktiviteter i fanzone
Fantastisk det kunne lade sig gøre!
Screening af flere kampe i fanzonen.
• Great arrangement.
  Need to screen the games in the fanzone!
• Lights at night so the bikes can see where they are going.
• Girls Arne pretty
• Girls are pretty
• Høje priser i Arena og Fanzone
• Danish relatives
• No
• I love Danmark good job
• I an Living in Copenhagen, Therefore a lot og the questions make nonsens
• To OB linke this
• Amazing town and People’s, thanks!
• Hopp Schweiz
• Where is the public viewing?
• Åbningstider i billetkontoret ikke oplyst på billetlugen.
• Der burde være flere mennesker.
  Billigere øl.
• Security took their masks
• Shuttlebusser fra de større omkringliggende byer, så man ikke skulle være afhængig af at en skål køre
• Mangel på madboder
• Der manglede sundere mad
• Toiletterne var ikke pæne sidst på dagen
• Mangel på USA og Canada trøjer i merchandise
• Der mangler flere parasoller grundet varmen
• Meget dyre madboder
• Mangler transmission fra kæmpe i københavn
• Bedre parkeringsforhold
• Flere muligheder end junkfood - sundre alternativer
• Great Atmosphere
  Lots of activities for kids
  Good opportunitiea for Food
• Not enough food and beveragws Options
• Day tickets might ruin the experience and atmosphere in the Arena
• More accommodtion Options
  Parties in Herning
  Mwants it More rough than family friendly
• Han synes intervieweren er sød
• Food Options are poor
• Mærkelig at kun svenskere er i merchandise
• Mulighed for at købe Hockey udstyr
  Ingen mulighed for danske bogstaver på trøjer i merchandise
• Menuer står kun på dansk - ikke godt for udenlandske
• Busser burde køre til barerne i Herning
• Toiletsæder and Arena ære too hot
• Arena is too hot
• At alle pladser bliver optaget nede på det nederste niveau
• Skabt en god atmosfære her
• Things r expensive
• Trains r expensive
• Super godt Event
• Herning by og Arena er godt
• Alt har været godt
• More tricket machines
• For lidt merchandise
• Tivoli was great
Go Canada
Bedre reklame af promo ring
More Ladies at the fanzone XD
More focus for the game before the event takes place
Serving liquer (vodka) at the fanzone, and it Will ve perfect
Bedre markedsføring i byen. Alle burde vide der er VM i icehockey
Stronger alcohol
Train were canceled -
More food variety
Herning Way more prepared in terms of facilities and infraestructure
Firt Class organized event
IHF Will consider denmar for sure in tre future
Alle er venlige
People ære polite
Musik er stemningsskabende til kamp
Mangler stemning i fanzone (stemningsmusik)
Detfungererbare
Bring More spectators
More smoking areas.
Finalerne i Herning
Mere sund mad
Flere siddepladser under de store kampe
Mere plads omkring drikke og madboder
De vigtige kampe i København er for dårligt
Bedre muligheder for at komme hertil på cykel
Expensive food
Mere mad muligheder end junk
Everything is expensive
Spændende at vm er i Danmark!
No Slovak Jerseys in the merchndise!
Well organised!
Andre muligheder en fastfood! Steaks eller noget andet
Madboder er for tæt og crowded
Mega fedt event
Bedre skiltning/visning af shuttlebusserne
Herning kan kun være stolt!
Sæt flag på ansatte og frivillige så tilskuere ved hvem der kan hjælpe - især fanzonen - pga sprog barrier
Skuffende at ikke udsolgte kampe ikke bliver vist i byen
Fede rammer
Liv i byen - alle bidrager
Fed stemning
Fedt at opleve så stort et Event i dk
The weather is great but the beer is too expensive
Sikkerheden i Herning var markant bedre end I CPH
Good fans and good atmosphrre compare to soccer for example
Herning fanzone er meget bedre. Ligger sammen arenæn og ikke væk fra. Ikke lukke for salget i Royal arena ved forlænget spilletid
Renommend Denmark but its expensive
Nice experience Winther air Bnb
Meget specifik ift forbrug
Meget lang
Det er for fedt det her
Security is bad in Cph they dont check properly - fanzone in herning is much batter than cph
Jeg er her for stemningen i og omkring fanzone
• This is a pretty good event
• More food variety
• Jeg synes der skal være bedre skiltning, specielt ift udlændinge der ikke ved hvor de skal gå hen
• Personen tjener mere end 1 million sveske kroner årligt og skulle til kamp i dag med businesspartner
• Better sinding for internationals, we had a hard time NOT knowing where we should go when we arrived in Denmark especially at Ørestaden metro, guess we were to drunk, i dont know
• Heldige med vejret
• Having the Teo arena closer
• Flere events i Royal arena.
• Fanzonen skal gøres større. Skal være mere luft/plads
• Ticketing too expensive to watch the games
• Begrænset udsyn til banen fra de tilkøbte pladser
• There were alot og lines getting beverages and food, that kinda sucked
• I love hockey suomi <3
• Service level could be better by the Crew
• Guys you ned to give away sunglasses
• More and cheaper beer
• Heat if it was raining
• More berr
• World come again
• So happy to be here
• Nice girls

Overall Status

<table>
<thead>
<tr>
<th>Status</th>
<th>Respondents</th>
</tr>
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<tbody>
<tr>
<td>New</td>
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<tr>
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<tr>
<td>Partially Complete</td>
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<tr>
<td>Complete</td>
<td>100%</td>
</tr>
<tr>
<td>Rejected</td>
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0% 25% 50% 75% 100%
Appendix 3: Original tourism impact data (Danish)

<table>
<thead>
<tr>
<th>Turismeforbrug og afledte turismeøkonomiske effekter af Ishockey VM 2018</th>
<th>Hele landet</th>
<th>Herning</th>
<th>København</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Samlet eventgenereret turismeforbrug</strong></td>
<td>967</td>
<td>312</td>
<td>655</td>
</tr>
<tr>
<td>- Heraf udenlands turismeforbrug</td>
<td>787</td>
<td>197</td>
<td>590</td>
</tr>
<tr>
<td>- Udenlandsk andel af det samlede turismeforbrug</td>
<td>81%</td>
<td>63%</td>
<td>90%</td>
</tr>
<tr>
<td><strong>Beskæftigelseseffekter, årsværk</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Beskæftigelseseffekter skabt lokalt og i nationalt</td>
<td>1.041</td>
<td>234</td>
<td>520</td>
</tr>
<tr>
<td><strong>Bruttoværditilvækst (~BNP), mio. kr.</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Værditilvækst skabt lokalt og nationalt</td>
<td>431</td>
<td>78</td>
<td>252</td>
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<tr>
<td><strong>Skatteprovenu, mio. kr.</strong></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Skatteprovnu skabt lokalt og nationalt</td>
<td>277</td>
<td>62</td>
<td>161</td>
</tr>
<tr>
<td>- Heraf kommunale indkomstskatter</td>
<td>50</td>
<td>7</td>
<td>18</td>
</tr>
</tbody>
</table>

**Noter:**
1. De afledte økonomiske effekter er baseret på LINE-kørsler for Herning Kommune og København By.
2. Der opnås kun positivt national nettoeffekt ved udenlandsk omsætning.
3. Til de lokale effekter er billetindtægter kun medregnet, såfremt de dækker vare-/tjenesteforbruget i Herning.
5. Bruttoværditilvækst er BNP i basispriser, dvs. eksklusiv produktsskatter og -subsidier.
6. Bag effekterne ligger der en antagelse om, at denne eventgenerede omsætning har samme type effekter som et tilsvarende tidsperiode.
### Antal billetter og turister

<table>
<thead>
<tr>
<th></th>
<th>I alt</th>
<th>Herning</th>
<th>København</th>
<th>I alt</th>
<th>Herning</th>
<th>København</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Danske</td>
<td>Udenlandske</td>
<td></td>
<td>Danske</td>
<td>Udenlandske</td>
<td></td>
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<tr>
<td>Billetter pr. person</td>
<td>130.997</td>
<td>89.036</td>
<td>41.961</td>
<td>218.558</td>
<td>54.390</td>
<td>164.167</td>
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<tr>
<td>1</td>
<td>59%</td>
<td>66%</td>
<td>42%</td>
<td>51%</td>
<td>56%</td>
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</tr>
<tr>
<td>2</td>
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<td>27%</td>
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<tr>
<td>3</td>
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</tr>
<tr>
<td>4</td>
<td>3%</td>
<td>2%</td>
<td>7%</td>
<td>11%</td>
<td>9%</td>
<td>12%</td>
</tr>
<tr>
<td>5</td>
<td>4%</td>
<td>3%</td>
<td>5%</td>
<td>5%</td>
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<td>5%</td>
</tr>
<tr>
<td>6</td>
<td>5%</td>
<td>4%</td>
<td>6%</td>
<td>7%</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>Turister</td>
<td>71.834</td>
<td>52.622</td>
<td>19.212</td>
<td>98.398</td>
<td>25.317</td>
<td>73.081</td>
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<td>Gennemsnit</td>
<td>1,8</td>
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<td>2,2</td>
<td>2,2</td>
<td>2,1</td>
<td>2,2</td>
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### Tilrejsende tilskuers gennemsnitlige opholdslængder og andel af eventskabte dage

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<th>Herning</th>
<th>København</th>
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<td>1,8</td>
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### Eventdeltagende turister og fulgte dage efter type og lokation

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<th>Herning</th>
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<th>Herning</th>
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<th>Fulgte dage</th>
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<tr>
<td></td>
<td>Turister</td>
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<td>I alt</td>
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<td>75.614</td>
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<td>107.486</td>
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<td>Udenlandske i alt</td>
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<td>638</td>
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<tr>
<td>Personale mm.*</td>
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<td>2.999</td>
<td>50.449</td>
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### Tilrejsende tilskuers gennemsnitlige døgnforbrug (exkl. billetter til Ishockey VM) efter forbrugspost, kr.

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<th>Lokation</th>
<th>Nationalitet</th>
<th>Samlet døgnforbrug</th>
<th>Overnatning</th>
<th>Transport</th>
<th>Eventområde</th>
<th>Restaurant, cafe mv.</th>
<th>Underholdning, attraktioner mv.</th>
<th>Shopping</th>
<th>Andet</th>
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<tbody>
<tr>
<td>Herning</td>
<td>Danmark</td>
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<td>82</td>
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### Tilrejsende tilskueres gennemsnitlige døgnforbrug (ekskl. billetter til Ishockey VM) efter overnatningsform, kr.

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<th>I alt</th>
<th>Herning</th>
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<tbody>
<tr>
<td>I alt</td>
<td>847</td>
<td>762</td>
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<tr>
<td>Dagsbesøgende</td>
<td>796</td>
<td>746</td>
<td>756</td>
</tr>
<tr>
<td>Hotel</td>
<td>1.518</td>
<td>1.281</td>
<td>1.520</td>
</tr>
<tr>
<td>Privat udlejning (f.eks. Airbnb)</td>
<td>973</td>
<td>745</td>
<td>959</td>
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<tr>
<td>Andet</td>
<td>496</td>
<td>611</td>
<td>438</td>
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### Tilrejsende tilskueres gennemsnitlige døgnforbrug (ekskl. billetter til Ishockey VM) efter aldersgruppe, kr.

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<td>762</td>
<td>831</td>
</tr>
<tr>
<td>16-25</td>
<td>597</td>
<td>820</td>
<td>518</td>
</tr>
<tr>
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### Turismeforbrug skabt af Ishockey VM efter type og lokation, mio. kr.

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### Turismeforbrug pr. nationalitet, mio. kr.

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