

ASPECTS OF TOURISM ON BORNHOLM

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PRESENTED TO A GROUP OF 30 STUDENTS AND
LECTURERS FROM UNIVERSITY OF GOTHENBURG.

OVERVIEW

- Passengers, arrivals, visitors (tourists)
- Tourist nights
- Factors impacting cycling traffic volumes
- Selected tourist activities: Cycling, angling
- Factors impacting tourist spending

TOURISM PRODUCT

- A Tourism product is something that can be offered to tourists to visit a tourist destination. The products which satisfy the leisure, pleasure, religious or business needs at places other than the normal place of residence are known as tourism products. Tourism products are offered in the market with a cost. Tourism products are the prime reason for tourist to choose a destination. Tourism product helps in fetching revenue for the destination. So they should be properly marketed and preserved.

Source: <https://www.slideshare.net/bhupi9467/tourism-product-72232888>

The tourism product – four elements: “TARA”

T - Transportation
A - Accommodation
R - Food / Restaurants
A - Attentions, activities

Source: own acronym, C. H. Marcussen, 9-4-2019.
The four elements of the tourism product are inspired by Danish writings.

The 4 P's:
Product
Price
Place/distribution
Promotion

4-step process for market research,
OPAR:
Objectives
Planning
Action
Review

PASSENGERS TO/FROM BORNHOLM, SEA+AIR

Passengers %	1990	2000	2010	2015	2016	2017	2018
Ystad	56%	53%	70,7%	74,8%	74,0%	75,3%	75,0%
Simrishamn			1,4%	0,0%	0,0%	0,0%	0,0%
Sealand	27%	21%	4,9%	3,3%	3,6%	3,6%	3,6%
Germany	5%	12%	5,5%	5,7%	5,8%	5,6%	5,5%
Poland	0,0%	0,7%	2,7%	1,6%	1,7%	1,8%	2,3%
Airplane	11,5%	14,2%	14,8%	14,6%	14,9%	13,7%	13,6%
Total	100%	100%	100%	100%	100%	100%	100%

Source: CRT, based on data from Statistics Denmark (Danmarks Statistik, DST).

PASSENGERS TO/FROM BORNHOLM, SEA+AIR

Passengers	1990	2000	2010	2015	2016	2017	2018	2018
Ystad	893	803	1.190	1.330	1.375	1.450	1.457	75,0%
Simrishamn		-	24	-	-	-	-	0,0%
Sealand	437	312	82	59	67	70	70	3,6%
Germany	83	177	93	101	109	107	106	5,5%
Poland	-	11	45	28	32	35	44	2,3%
Airplane	183	216	249	259	276	263	265	13,6%
Total (*1000)	1.596	1.519	1.683	1.777	1.859	1.925	1.942	100%

Source: CRT, based on data from Statistics Denmark (Danmarks Statistik, DST).

Arrivals	1990	2000	2010	2015	2016	2017	2018
Total (*1000)	798	760	841	889	930	963	971
Cruise visitors		10	8	8	8	12	15
Yacht sailors		14	10	9	9	8	10
Arrivals, total (*1000)		783	860	906	946	983	995
Visitors / residents	2000	2010	2015	2016	2017	2018	2018
Visitors	498	510	535	560	560	588	588
Total w/cruise/yacht	521	528	553	577	581	613	613
Residents	262	332	353	369	402	383	383
Visitors	67%	61%	61%	61%	59%	62%	62%
Residents	33%	39%	39%	39%	41%	38%	38%
Bednights, regist. * 1000	1.621	1.247	1.480	1.554	1.501	1.501	1.501
Person-weeks*1000, bas	232	178	211	222	214	214	214
Regist. bednights in % of	88%	88%	88%	88%	88%	88%	88%
All paid full person-weeks	263	202	240	252	244	244	244
Commercial overnights	1.842	1.417	1.681	1.766	1.705	1.705	1.705

VISITORS, TOURISTS TO BORNHOLM

	2000	2010	2015	2016	2017	2018
Average length of stay, nights	8,0	6,4	5,9	6,0	6,7	6,7
No. of stays in paid accommodation	230	222	287	292	253	253
Other stays by visitors ****	291	306	266	285	328	360
Nights per stay in rented accommodation	10,47	8,34	7,67	7,91	8,82	8,82
**** of which						
one day visitors (*1000)		61	52	55	55	66
others, hereunder VFR, own cottages		244	214	230	273	294

By Carl Henrik Marcussen, CRT, 9th April. 2019, based on data from Statistics

1½ MILL. REGISTERED OVERNIGHTS

	2015	2016	2017	2017%
Denmark	811.683	855.489	861.798	57,4%
Germany	472.036	501.226	455.352	30,3%
Sweden	83.473	81.847	79.452	5%
Norway	50.415	46.809	38.573	3%
Poland	17.038	19.247	18.033	1%
Other	44.886	49.604	47.340	3%
Bornholm	1.479.531	1.554.222	1.500.548	100%
Change	4,6%	5,0%	-3,5%	

1½ MILL. REGISTERED OVERNIGHTS

	2015	2016	2017	2017%
Hotel/center	377.647	409.004	400.707	27%
Cottages	770.250	805.270	757.076	50,5%
Camping	255.227	246.354	247.008	16,5%
Youth hostels	40.124	58.929	62.011	4%
Yachts	36.283	34.665	33.746	2%
Bornholm	1.479.531	1.554.222	1.500.548	100%
Change	4,6%	5,0%	-3,5%	

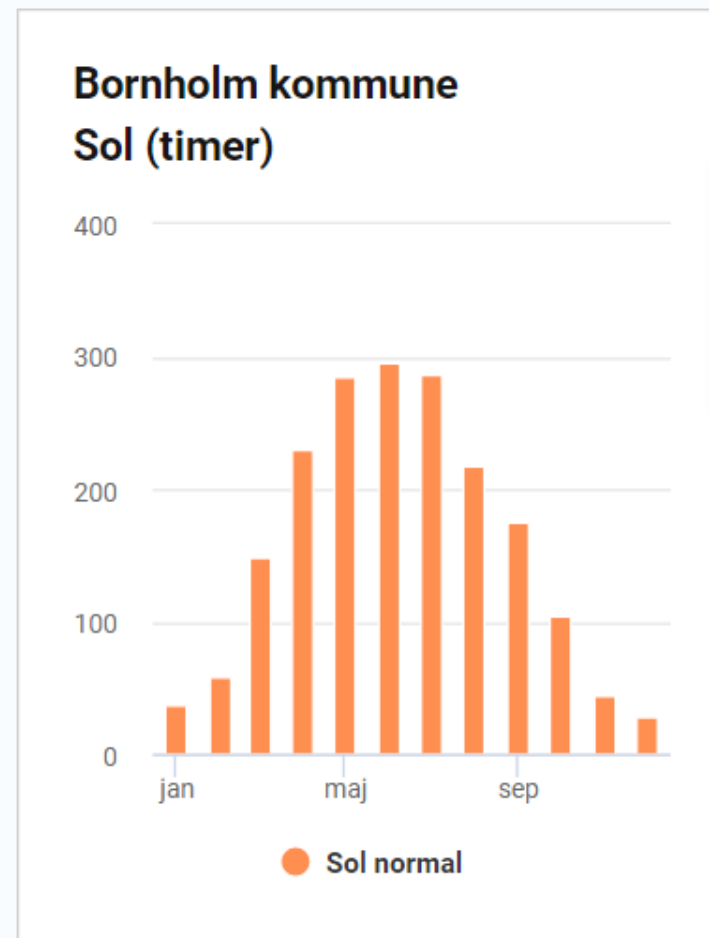
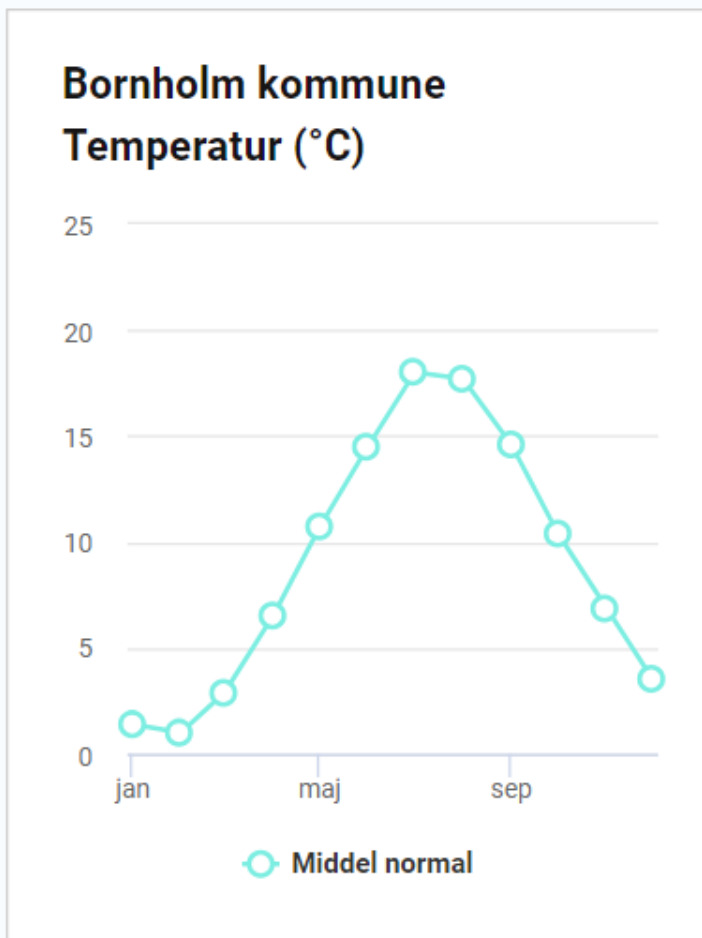
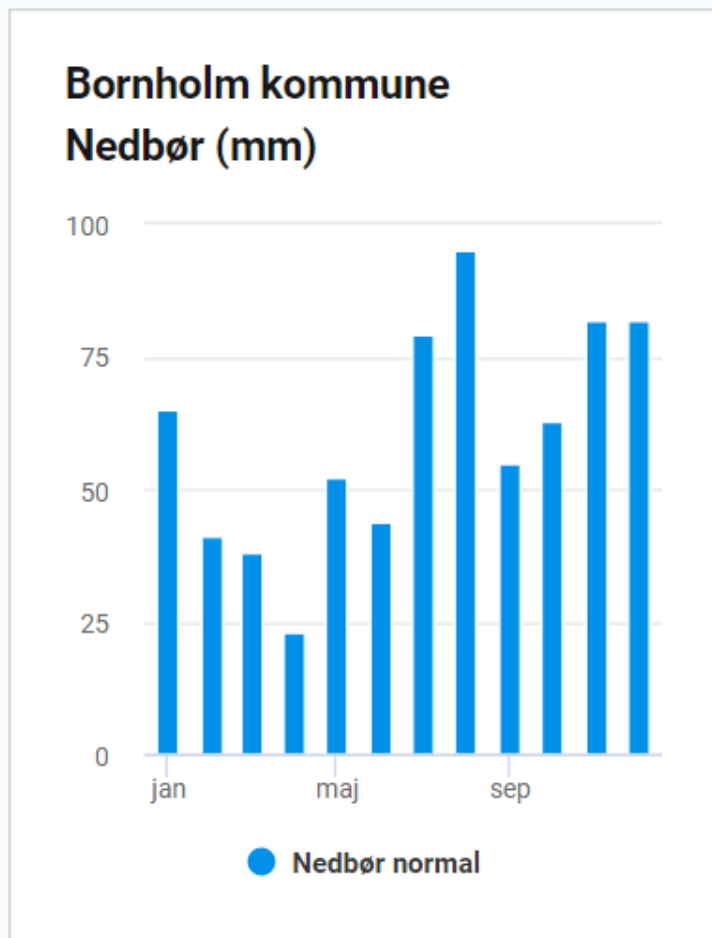
Cycling on Bornholm – among commuters and tourists

What factors determine bicycle volumes per day?

.. and per hour within a day ?

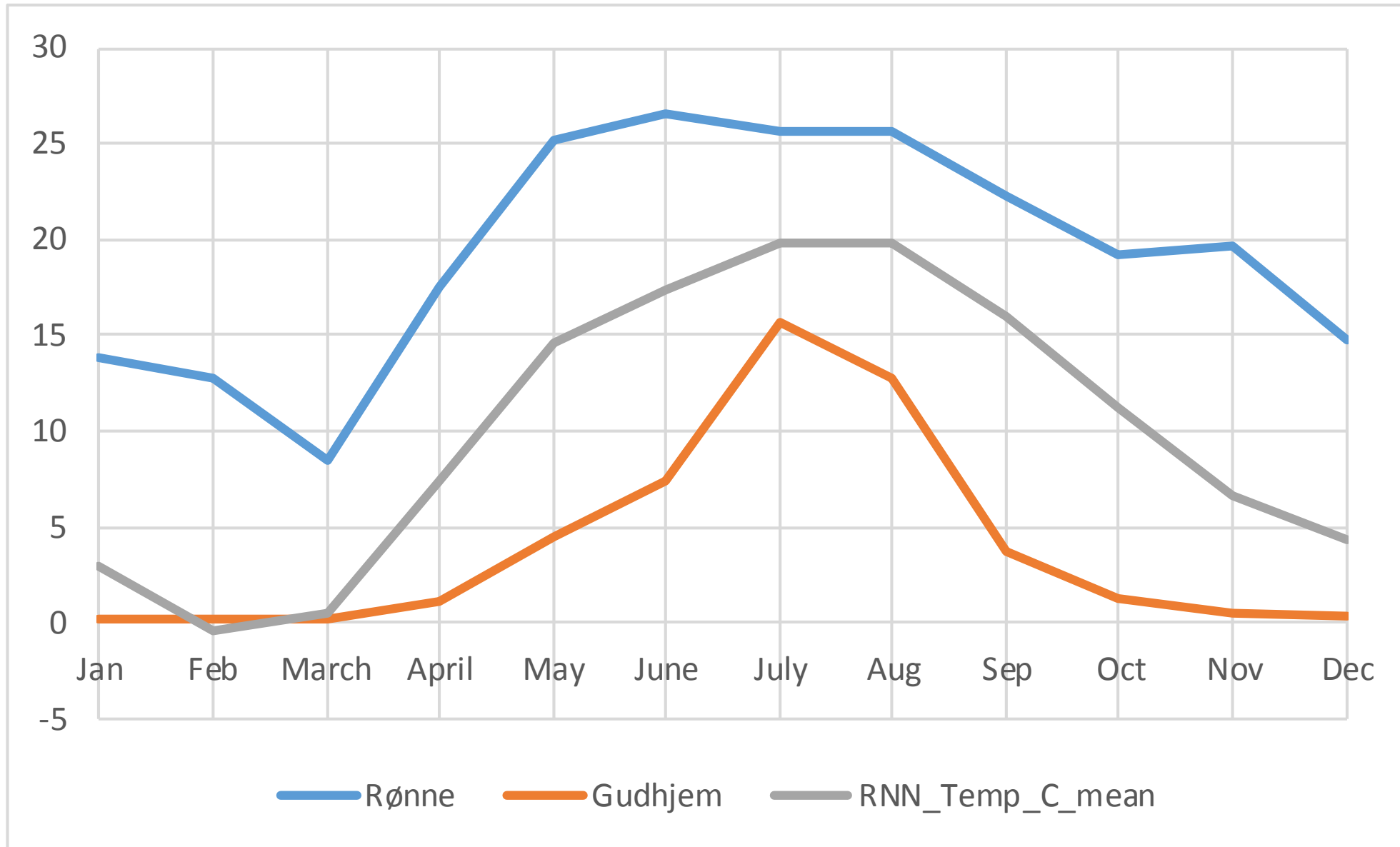
Referenceværdier (2006-2015)

Referenceværdierne gælder kun for Danmark.



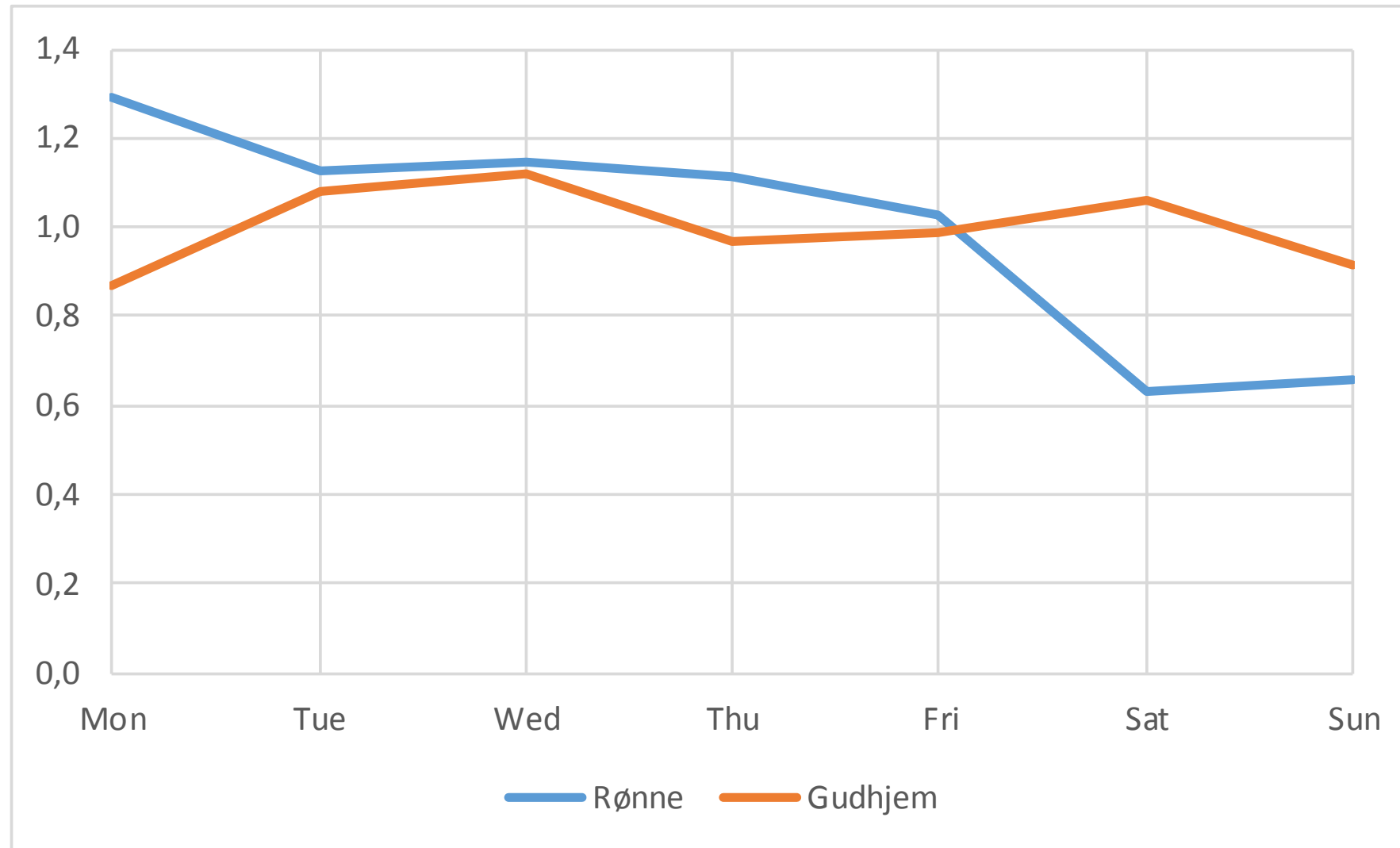
HOURLY BICYCLE TRAFFIC AND TEMP C

2018

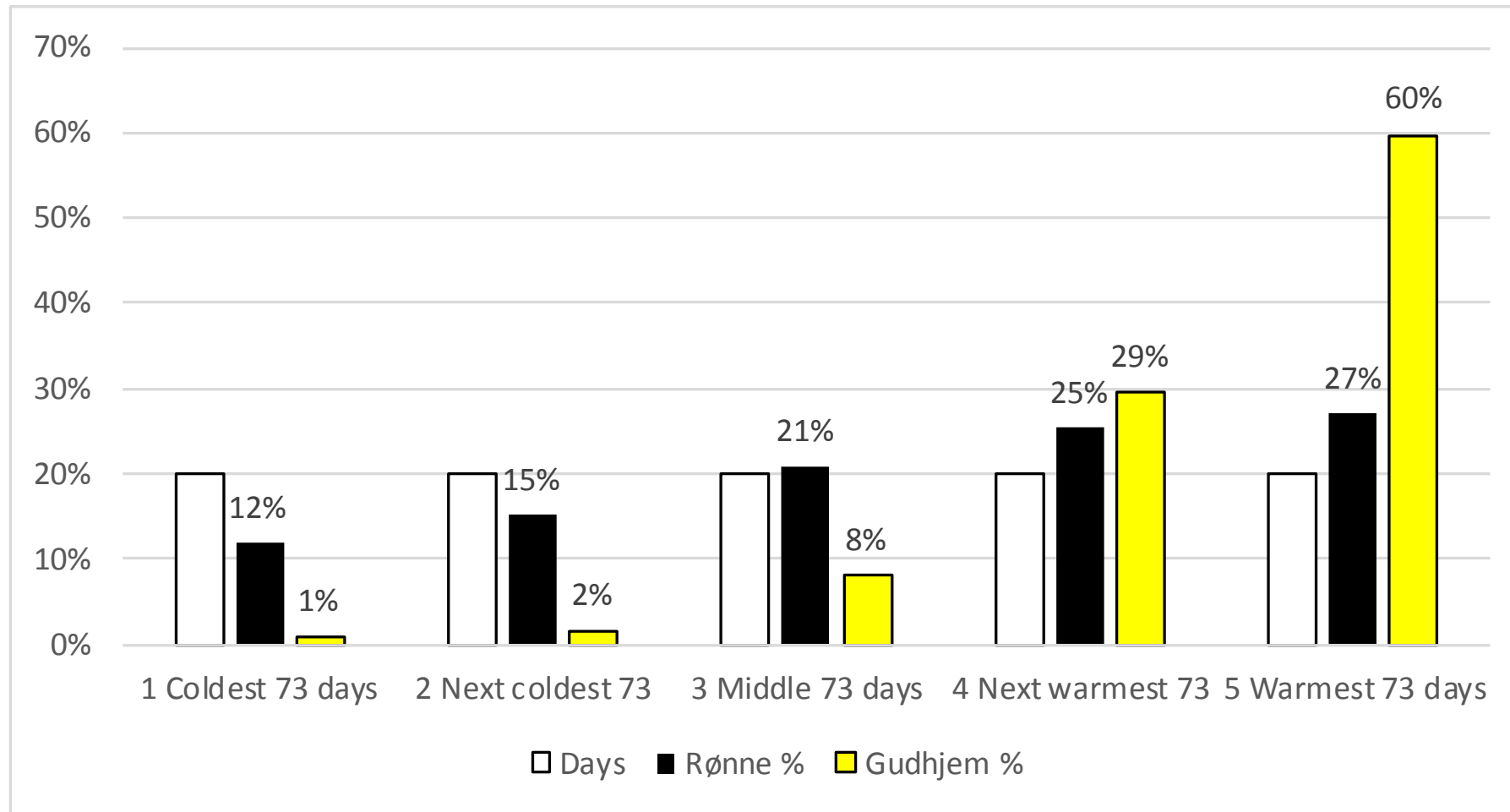


BICYCLE TRAFFIC PER DAY OF WEEK, RELATIVE (AVE.=1)

Bornholm
2018

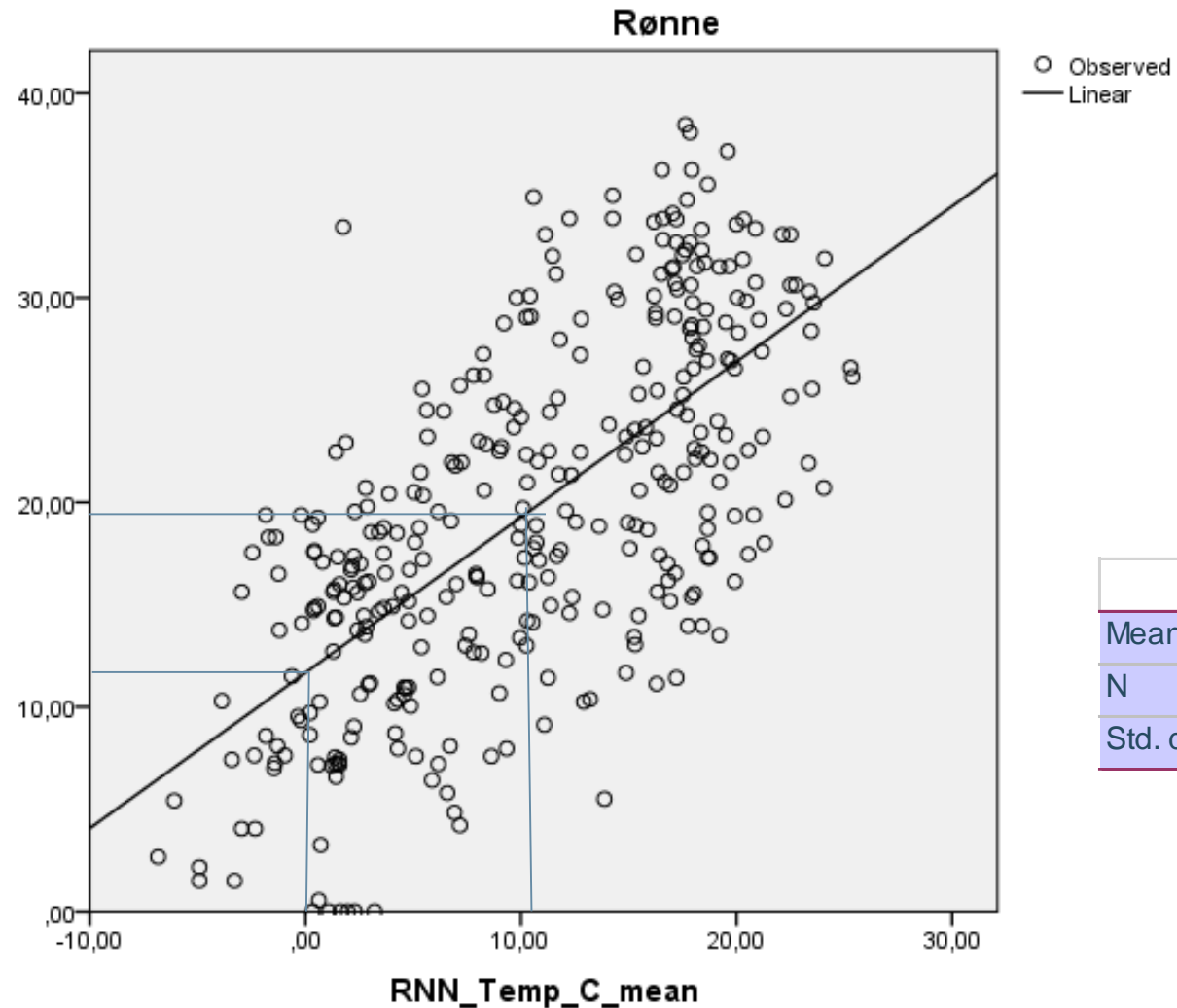


TEMPERATURE MATTERS FOR CYCLISTS – BUT MORE SO FOR HOLIDAY CYCLISTS THAN FOR COMMUTERS



STRONG CORRELATION BETWEEN TEMPERATURE AND CYCLING VOL.

Y=bicycles
Passing per
hour, total
for both
directions



$$R^2=0.444$$

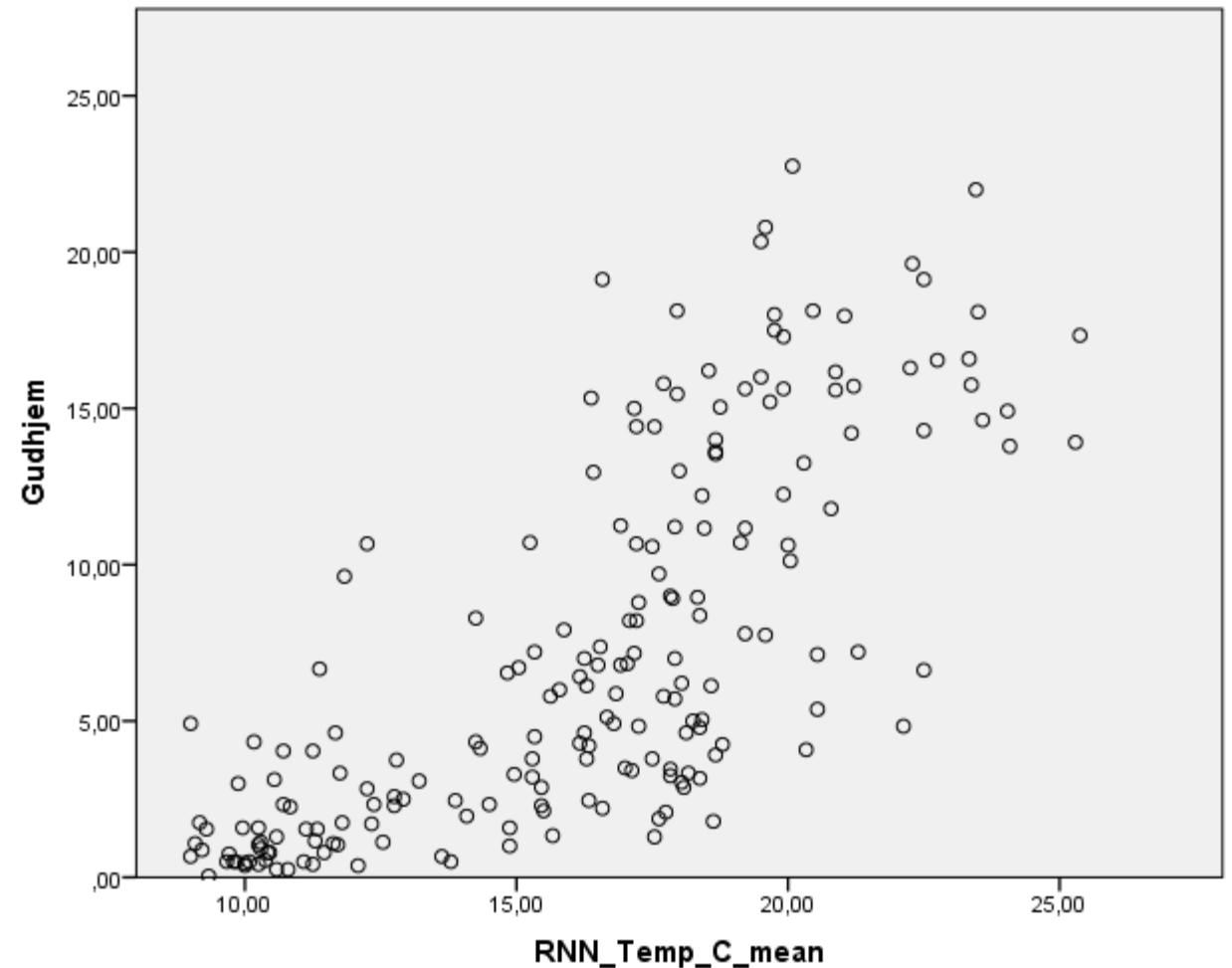
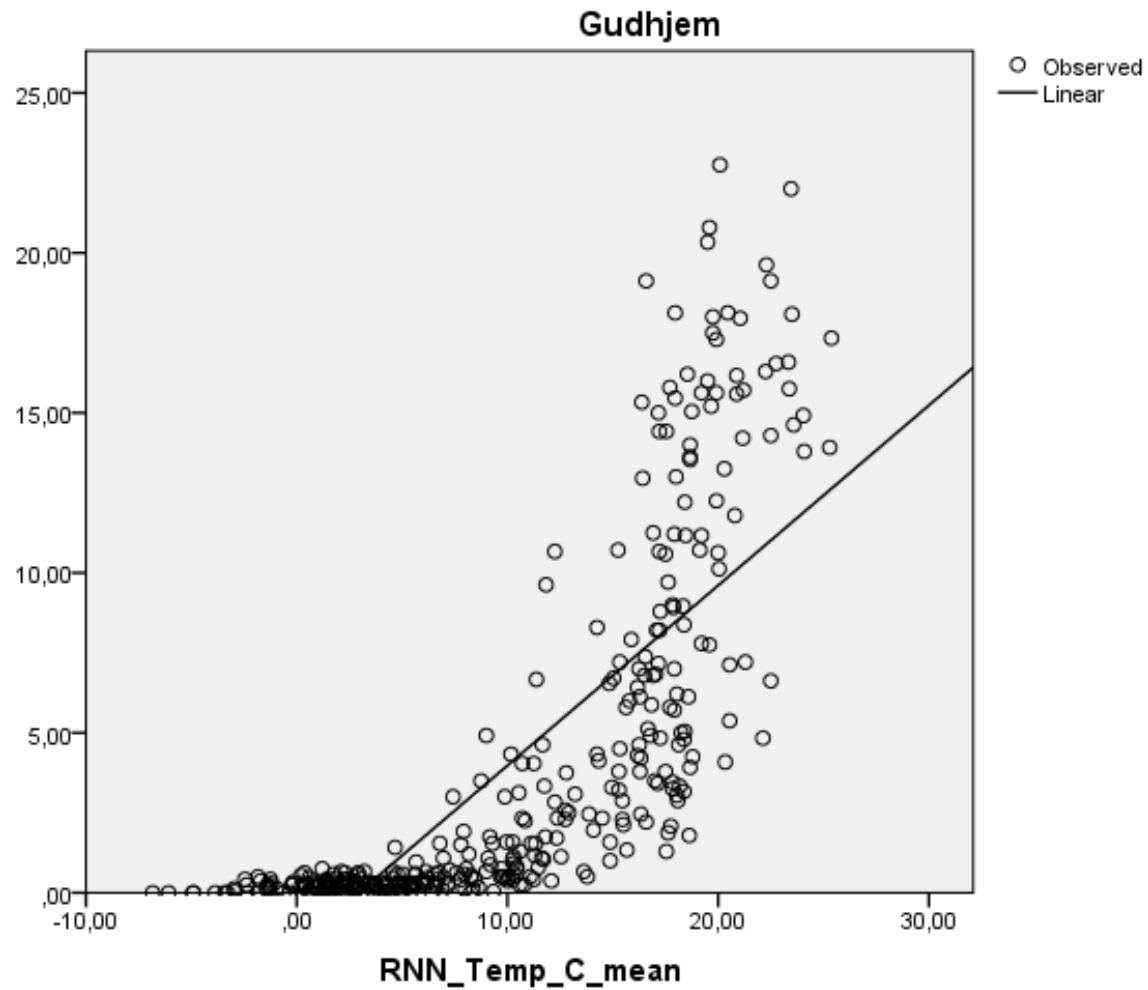
$$Y=0.76*\text{temp} + 11.7$$

	Rønne	RNN_Temp_C_mean
Mean	19,54	10,35
N	350	350
Std. dev.	8,7	7,6

RØNNE – CYCLING COMMUTERS

Determinants:	B	t-value	Sig.
(Constant)	14,9	31,7	0,000
RNN_Temp_C_mean	0,7	21,8	0,000
Weekend_or_holiday	-9,5	-17,2	0,000
a. Dependent Variable: Rønne			
Adjusted R Square		0,698	

GUDHJEM – HOLIDAY CYCLING



GUDHJEM – HOLIDAY CYCLING

Determinants:	B	t-value	Sig.
(Constant)	-0,57	-2,80	0,005
RNN_Temp_C_mean	0,31	16,03	0,000
July	10,13	21,04	0,000
August	7,26	15,08	0,000
a. Dependent Variable: Gudhjem			
Adjusted R Square		0,834	

LINKS, REFERENCES

Cycling as a holiday activity – The case of Denmark (slides)

https://crt.dk/wp-content/uploads/2018/11/Cycling_tourism_Marcussen_CRT.pdf

Modelling the spending of tourists in coastal Denmark –
emphasizing angling and comparing with cycling (paper, 12 pp.)

https://crt.dk/wp-content/uploads/2018/11/CHM_Modelling_tourist_spending_coastal_DK.pdf

THANK YOU
FOR YOUR ATTENTION !

Questions,
comments,
discussion