

# 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

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

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

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Ystad	893	803	1.190	1.330	1.375	1.450	1.486	75,2%
Simrishamn		-	24	-	-	-	-	0,0%
Sealand	437	312	82	59	67	70	70	3,5%
Germany	83	177	93	101	109	108	112	5,7%
Poland	-	11	45	28	32	35	43	2,2%
Airplane	183	216	249	259	276	263	265	13,4%
<b>Total (*1000)</b>	<b>1.596</b>	<b>1.519</b>	<b>1.683</b>	<b>1.777</b>	<b>1.859</b>	<b>1.926</b>	<b>1.976</b>	<b>100%</b>

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

<b>Arrivals</b>	<b>1990</b>	<b>2000</b>	<b>2010</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Total (*1000)	798	760	841	889	930	963	988
Cruise visitors		10	8	8	8	12	15
Yacht sailors		14	10	9	9	8	10
Arrivals, total (*1000)		783	860	906	946	983	1.012
<b>Visitors / residents</b>	<b>2000</b>	<b>2010</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	
Visitors	498	510	535	560	583	599	
Total w/cruise/yacht	521	528	553	577	603	624	
Residents	262	332	353	369	380	388	
Visitors	67%	61%	61%	61%	61%	62%	
Residents	33%	39%	39%	39%	39%	38%	
Bednights, regist. * 1000	1.621	1.247	1.480	1.554	1.501	1.497	
Person-weeks*1000, bas	232	178	211	222	214	214	
Regist. bednights in % of	88%	88%	88%	88%	88%	88%	
All paid full person-weeks	263	202	240	252	244	243	
Commercial overnights	1.842	1.417	1.681	1.766	1.705	1.701	

# VISITORS, TOURISTS TO BORNHOLM

		<b>2000</b>	<b>2010</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Average length of stay, nights		<b>8,0</b>	6,4	5,9	6,0	6,7	6,7
No. of stays in paid accommodati		230	222	287	292	253	253
Other stays by visitors ***		291	306	266	285	350	371
Nights per stay in rented cottages		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 cottage etc.			244	214	230	296	306

By Carl Henrik Marcussen, CRT, 16th May 2019, based on data from Statistics DK and s



# 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	2018	2018%
Hotel/center	377.647	409.004	400.707	400.051	27%
Cottages	770.250	805.270	757.076	721.907	48%
Camping	255.227	246.354	247.008	264.231	18%
Youth hostels	40.124	58.929	62.011	72.487	5%
Yachts	36.283	34.665	33.746	38.313	3%
Bornholm	1.479.531	1.554.222	1.500.548	1.496.989	100%
Change	4,6%	5,0%	-3,5%	-0,2%	

# 1½ MILL. REGISTERED OVERNIGHTS

	2015	2016	2017	2018	2018%
Denmark	811.683	855.489	861.798	861.192	58%
Germany	472.036	501.226	455.352	451.597	30%
Sweden	83.473	81.847	79.452	70.548	5%
Norway	50.415	46.809	38.573	36.188	2%
Poland	17.038	19.247	18.033	20.571	1%
Other	44.886	49.604	47.340	56.893	4%
Bornholm	1.479.531	1.554.222	1.500.548	1.496.989	100%

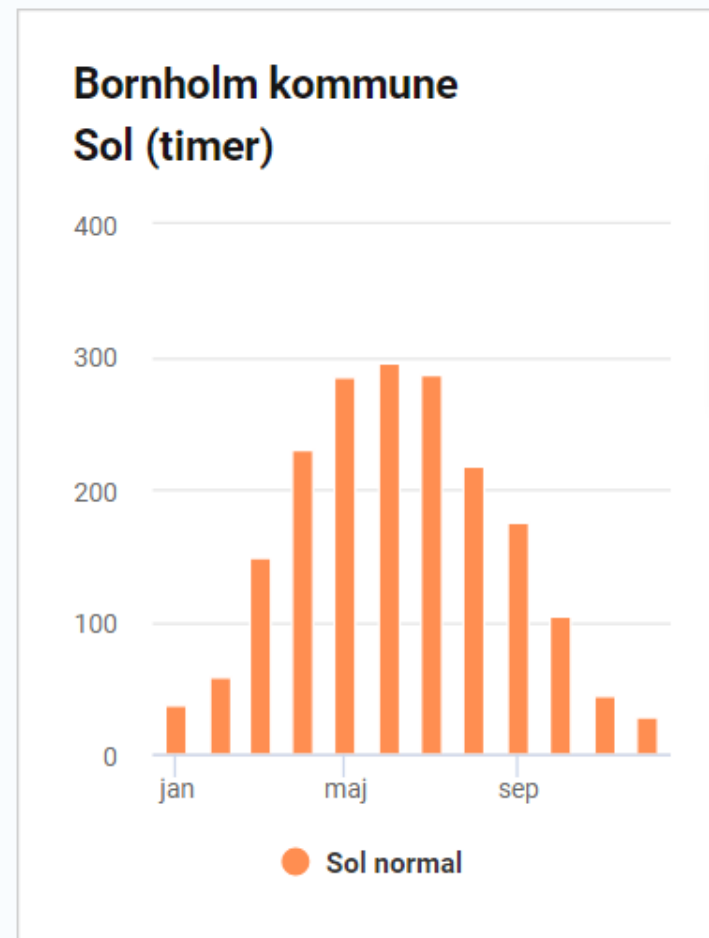
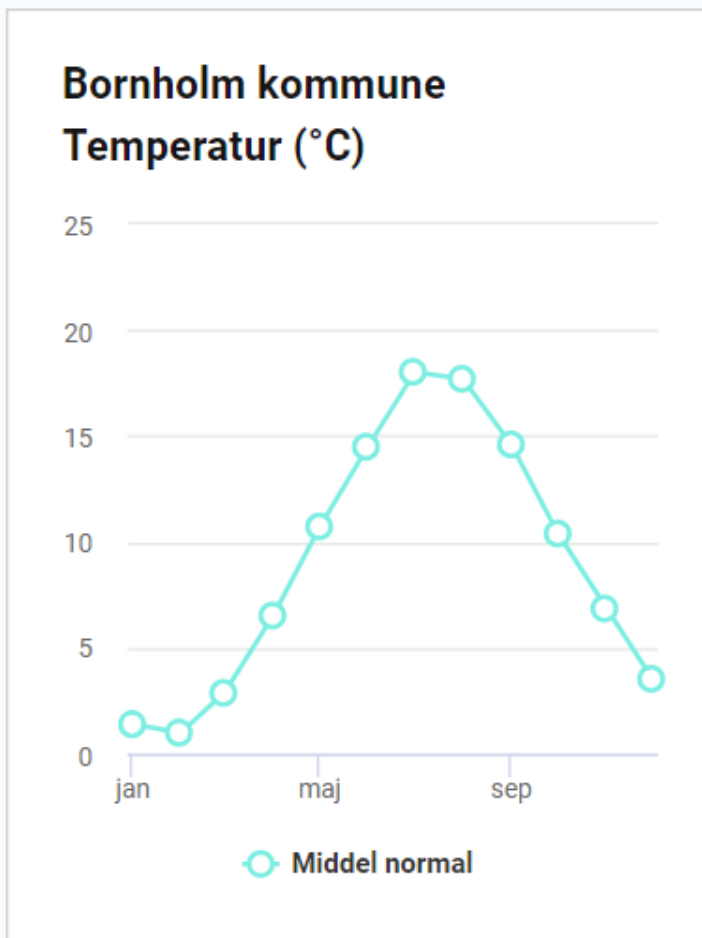
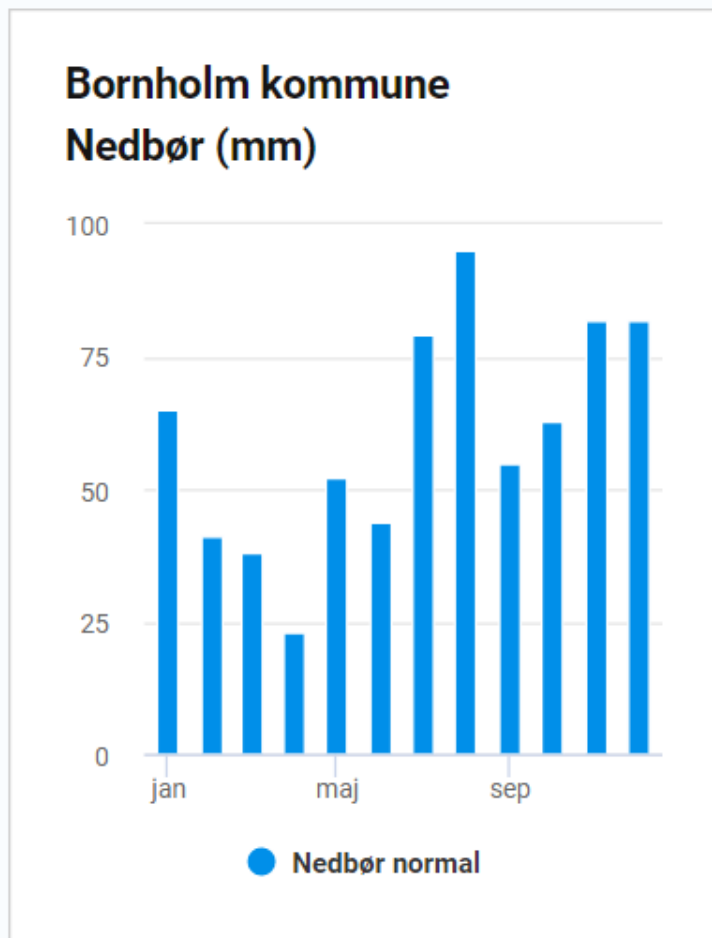
# Cycling on Bornholm – among commuters and tourists

What factors determine bicycle volumes per day?

.. and per hour within a day ?

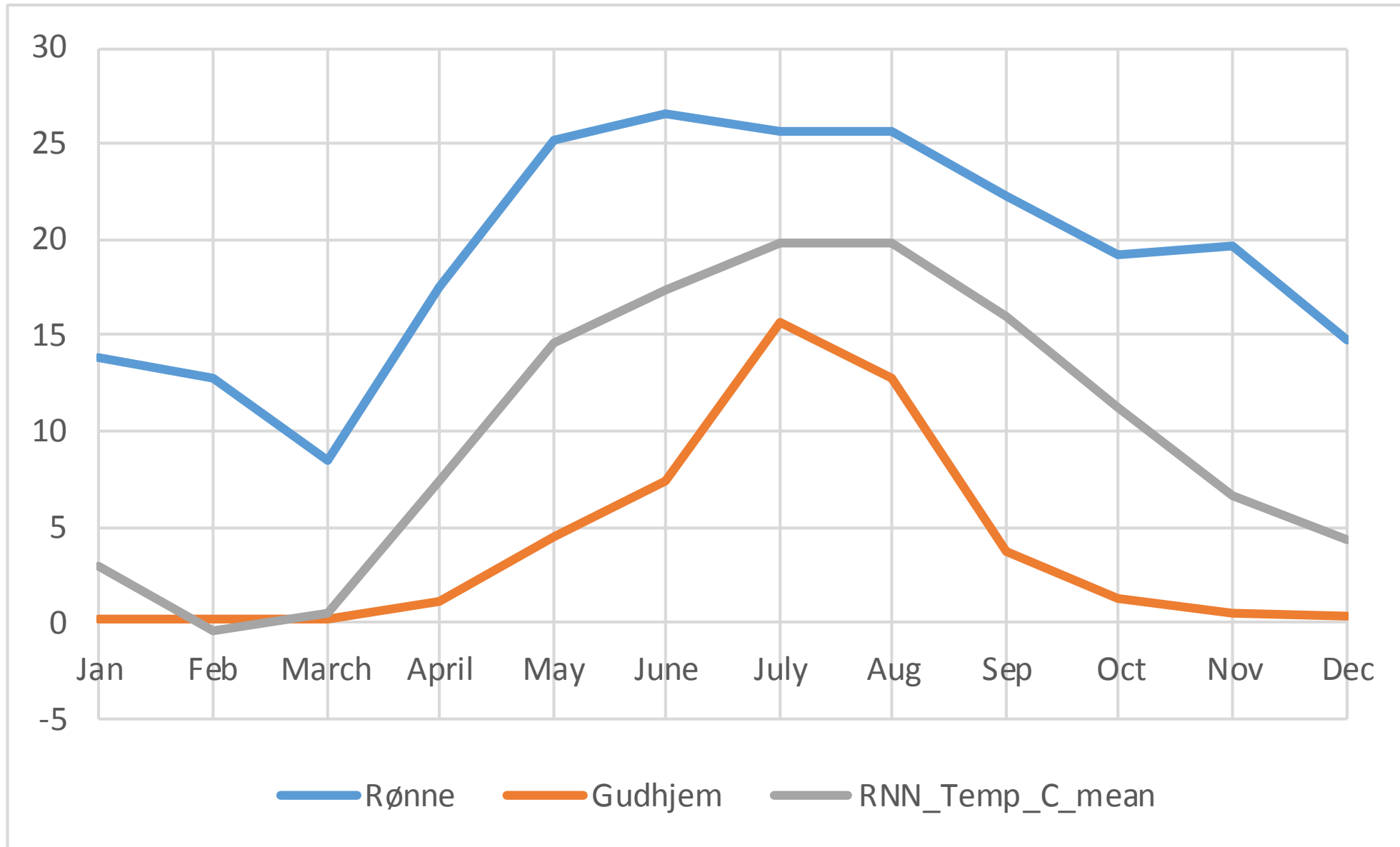
## Referenceværdier (2006-2015)

Referenceværdierne gælder kun for Danmark.



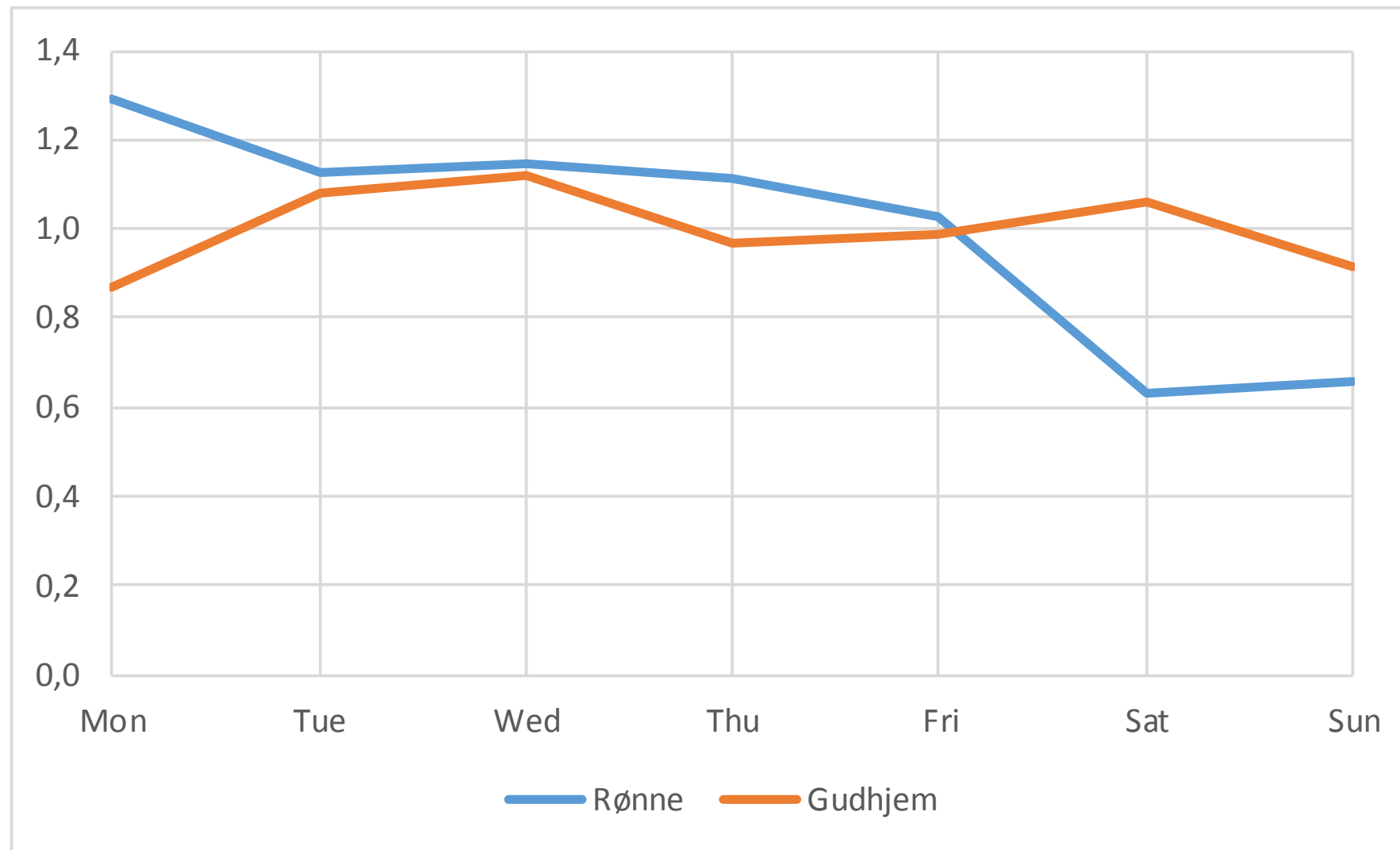
# HOURLY BICYCLE TRAFFIC AND TEMP C

2018

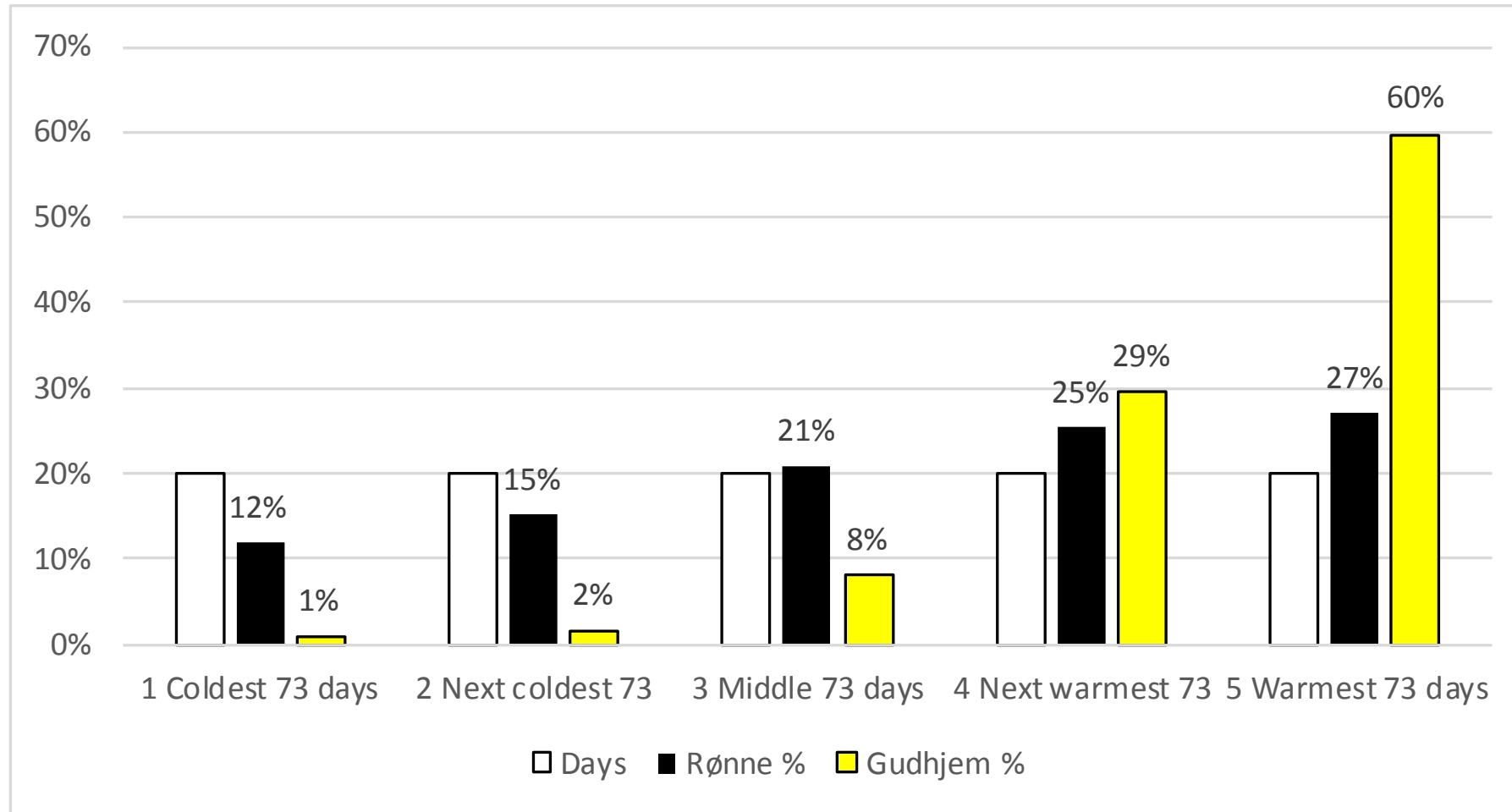


# BICYCLE TRAFFIC PER DAY OF WEEK, RELATIVE (AVE.=1)

Bornholm  
2018



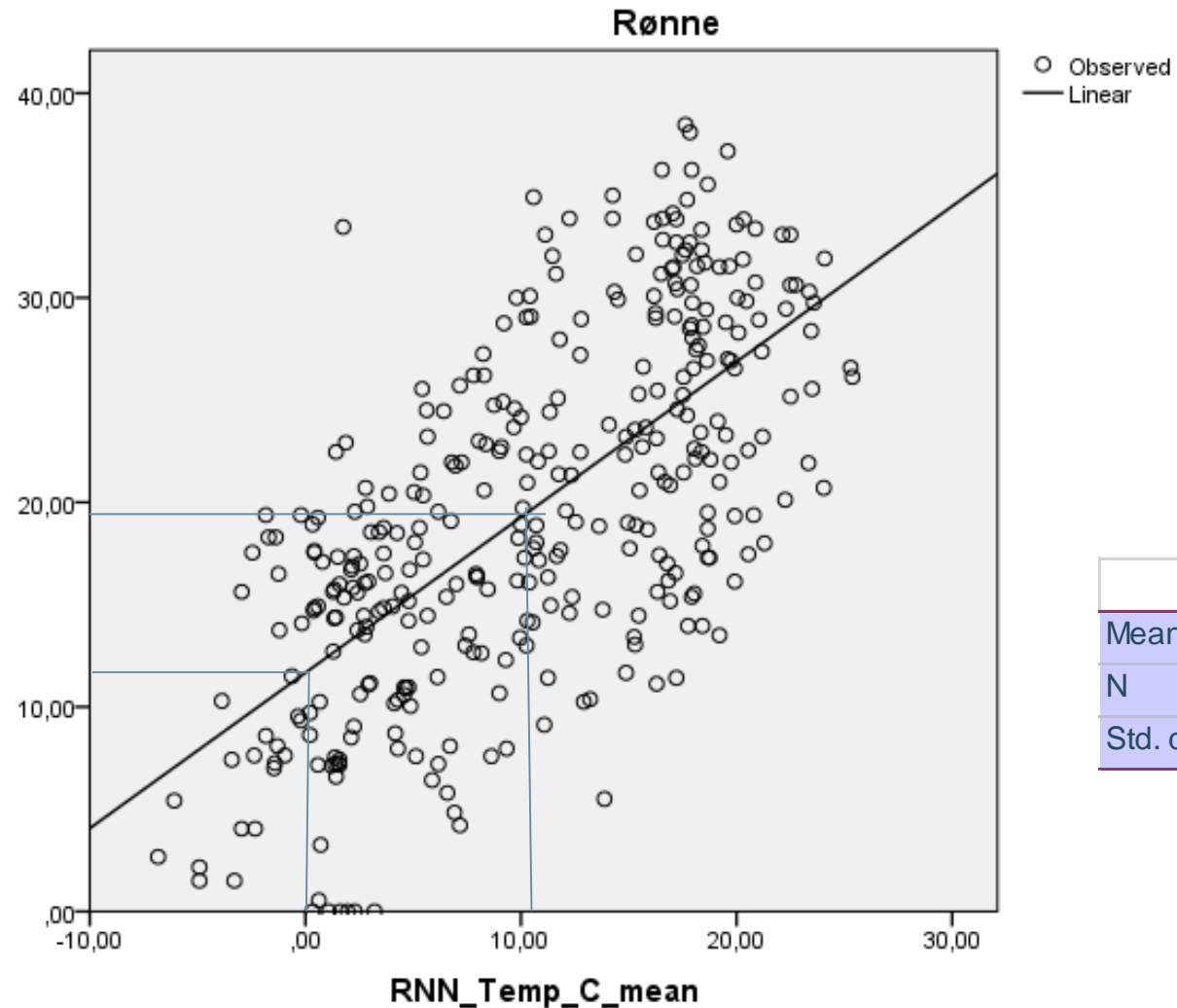
# TEMPERATURE MATTERS FOR CYCLISTS – BUT MORE SO FOR HOLIDAY CYCLISTS THAN FOR COMMUTERS





# STRONG CORRELATION BETWEEN TEMPERATURE AND CYCLING VOL.

Y=bicycles  
Passing per  
hour, total  
for both  
directions



$R^2=0.444$

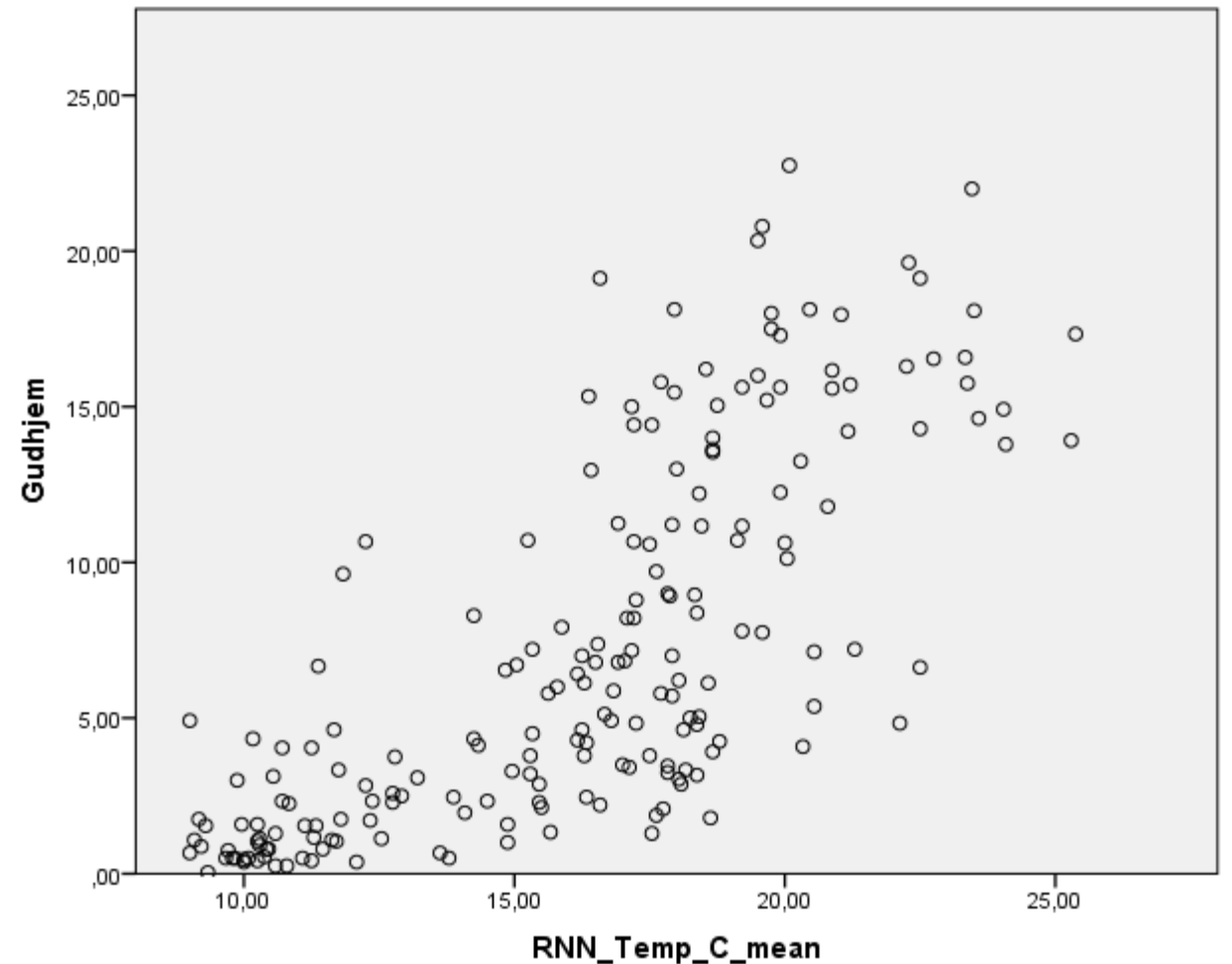
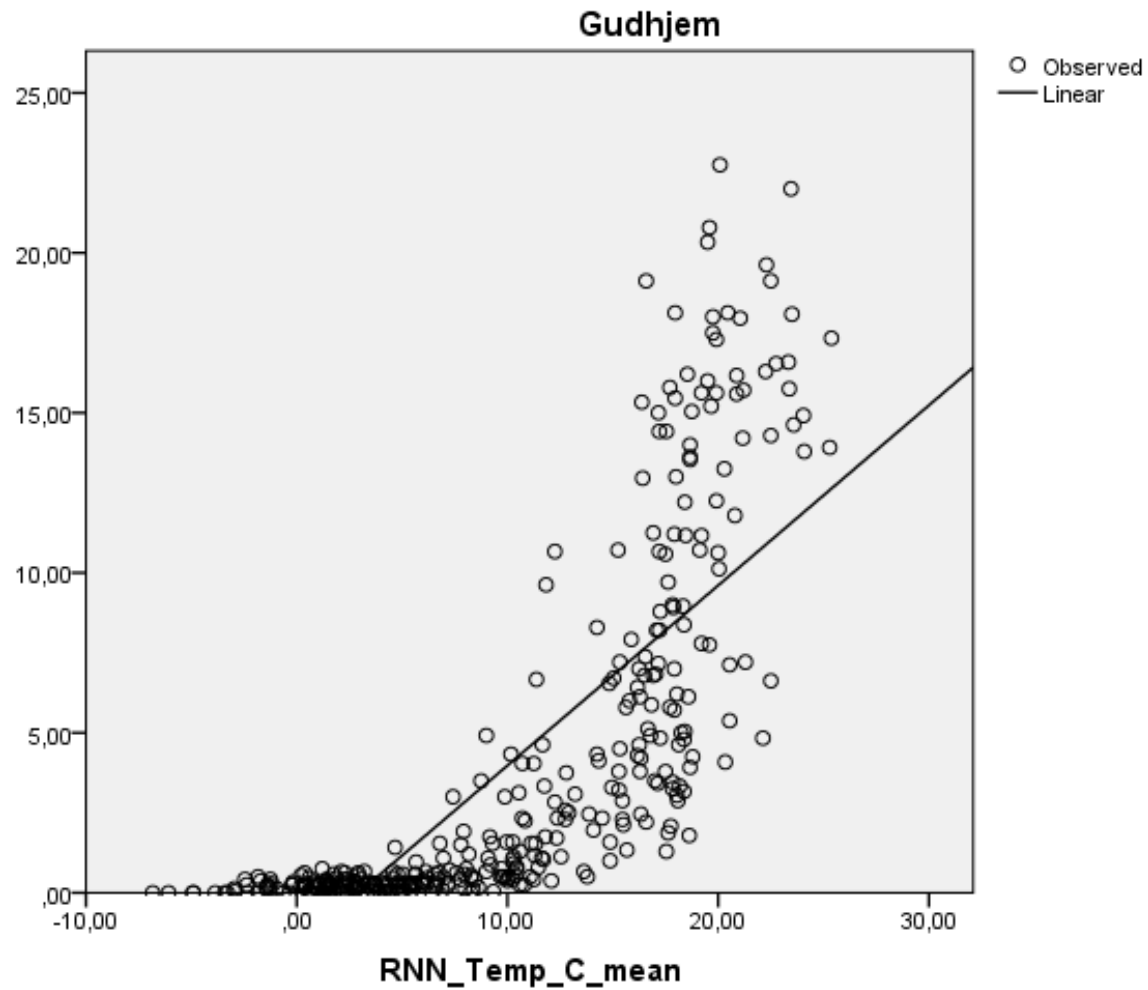
$$Y=0.76*\text{temp} + 11.7$$

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

THANK YOU  
FOR YOUR ATTENTION !

Questions,  
comments,  
discussion