

Report 11/98

Survey of Visitors to Bornholm

January 1997 - December 1997

**Results prepared by
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Preface

In the latter part of 1994, the Danish Research Council for the Social Sciences funded the establishment of a Unit for Tourism Research at Bornholms Forskningscenter. Tourism is a formidable economic activity within the European Union and in line with this, the focus of the research programme is the investigation of tourism in the peripheral areas of Europe. Many peripheral areas have strong natural environments which make them attractive to tourists, particularly in the light of the public's concern with environmental issues. Experience has shown that tourism has been able to safeguard and create jobs in marginal regions which have little prospect of attracting alternative industries.

The objectives of the Unit are to study:

- Patterns of demand for tourism in peripheral areas;
- The behaviour and structure of the tourism industry;
- The social aspects and consequences of tourism;
- Tourism as a strategy for the development of peripheral areas;
- The integration of relevant theories and development in tourism;
- The sustainable development of communities in terms of economic, environmental and social factors.

The programme is managed by Henrik Christoffersen, AKF - Institute of Local Government Studies, Svend Lundtorp, Bornholms Forskningscenter and Stephen Wanhill, Bournemouth University and Bornholms Forskningscenter; Stephen Wanhill being the researcher responsible for the tourism programme. In addition, the Research Council has approved other partners to undertake projects within the Unit for Tourism Research. Included with the institutions already mentioned are the Danish Institute of Border Region Studies, the Danish Forest and Landscape Research Institute and particular researchers, Anne-Mette Hjalager, Advance/1, Wolfgang Framke, Copenhagen Business School and Jan Mattsson, University of Roskilde.

The passenger survey carried out by the research centre is, to our knowledge, the largest of its kind carried out in Denmark. The survey will continue until the summer of 1999.

Svend Lundtorp
Chief of Research
August 1997

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Survey Design

Introduction

Leisure tourism on Bornholm is more than a century old, having its early beginnings in the 1860s and gaining momentum after the establishment of regular summer steamship links to the island from Copenhagen, Sweden and Germany towards the end of the last century. These links established the pattern of visitor flows that are present to this day, in that the core markets for the tourist product of the island are still domestic (internal) visitors from the rest of Denmark and overseas visitors from Germany, Sweden and, to a lesser extent, Norway.

Apart from records of overnight stays and the number of ferry and air passengers kept by Danmarks Statistik, and evidence from national surveys commissioned by Danmarks Turistråd, there has been very little market research concerning visitors to the island. Earlier studies have been:

- *Tourist Analysis Bornholm 1969*: self-completion returnable postcard survey undertaken from 30 March to 4 October 1969, to obtain information on visitor profiles and levels of satisfaction (Bornholms Turistforening, 1970). The sample size achieved was 22 035;
- *Bornholm as a Holiday Destination for German Tourists*: a source market survey carried out during the months of June and July 1993 (FORSA, 1993). The sample size was 6 043 German people above 14 years of age;
- *Summer House Project Bornholm*: a survey of 2 047 summer house users with the primary purpose of assessing the quality of summer house provision (Hasløv and Kjærsgaard I/S, 1995).

The current survey, undertaken by the Unit for Tourism Research, Bornholms Forskningscenter, is part of a wider and much larger investigation into the role of Tourism in the Peripheral Areas of Europe. In this instance, the survey is being conducted in order to assess the nature of tourism demand in peripheral areas, using Bornholm as a case example for the purposes of fieldwork.

Survey Objectives

The overall objective was to provide a comprehensive description of visitors to Bornholm that was in keeping with the standard analysis of destination surveys. Enclosed as Appendix I is the questionnaire concerning sea departures in the first and second quarter of 1996. Enclosed as Appendix II is the questionnaire concerning the third and fourth quarter of 1996. As can be seen the questionnaires were slightly altered as per 1 July 1996, but still leaving the possibility to compare data across the years. The questionnaires were made up in four different languages (Danish, Swedish, German and English).

Survey Methodology

It was agreed that the survey should run for a complete year, from 1 July 1995 to 30 June 1999. Interviewing arrangements were structured so as to guarantee that, at a minimum, every day of the week and each week in any one month for every quarter of the year was surveyed. This was done so as to ensure that no systematic bias could arise in the quarterly reporting of

information. Contacts would only be adults, using as the definition 16 years of age and upwards.

Interviewing was carried out at the main points of exit and departure so that data collection took place mostly on BornholmsTrafikken's ferry departures to Copenhagen, Ystad (Sweden) and Neu Mukran (Germany) and DFO's to Saßnitz (Germany), and on Maersk Air's route between Bornholm and Copenhagen as well as the air-departures during the main season to Germany. The length of the questionnaire and terminal arrangements made it necessary for the interviewers to conduct the survey on the ferries and the aircraft. Cost dictated that respondents would be introduced to the questionnaire and thereafter complete it themselves, with interviewers on hand to deal with any issues that might arise.

The limited number of source markets for Bornholm indicated that the working sample size need not be large. But the paucity of information about visitors to the island commended a strategy of over-sampling so as to ensure results that were robust. A pilot questionnaire was run among tourists visiting the island by ferry in early June with a sample of 50 respondents. A target of 3 000 visitor contacts (departures) per year was set with a screen questionnaire to filter out local residents. It was anticipated that the chosen method of interviewing would lead to some wastage in the form of unusable returns, but this could be accommodated within the target.

The composition of the report covering the year 1996

The report is divided into two sections. The first section describes the visitors departing by ferry and aeroplane in the period January 1996 - December 1996. The questions were asked partly to assess whether the sample was representative of known characteristics of visitors from other sources and partly to be able to analyse the results by key variables. The Bornholm residents were filtered through a screening process, but they were asked some supplementary questions. The findings of these are described in section two.

The year 1996

This report covers the tourists and the residents mainly leaving Bornholm by ferry, and for the first six months also those departing by aeroplane in the period 1 January 1996 - 31 December 1996. The frequency tables in the report are based on the statistics shown in table A.

Table A. Sample

	1st Qtr 1997		2nd Qtr 1997		3rd Qtr 1997		4th Qtr 1997		All Year	
	Base	%	Base	%	Base	%	Base	%	Base	%
Visitors	122	28	522	54	1454	15				
Residents	318	72	452	46	249	85				
Total	440	100	974	100	1703	100				

Overall, some 88% of the sample were departing by sea, leaving the remainder departing by air. In the fourth quarter of 1996 no tourists departing by air were interviewed. In 1996 some 51% of contacts were male and 49% female.

This report is divided into two sections. In the first section of the report the tabulations are made available in the order suggested by the objectives embedded in the layout of the questionnaire, save that behavioural and attitudinal questions are linked together by topic;

accommodation, visits to attractions, activities pursued by visitors and mode of transport used. These are then followed by expenditure data and the final section deals with overall impressions of Bornholm as a visitor destination, together with the likelihood of returning to the island. It will be appreciated that in a comprehensive survey of this kind, there are a myriad of ways in which to present the data and it is only possible to show the highlights of the findings in this report.

Section two of the report presents the findings from the Bornholm residents. As noted previously the residents were filtered through a screening process, but were asked some supplementary questions.

In both section one and two the tables are laid out in a manner that shows all cell entries as percentages, unless otherwise specified. The basis on which these percentages are calculated are the number of respondents answering that question, or questions in the case of cross-tabulations. The number of respondents is shown in bold type at the top of each table. That number for a given category may change from table to table due to incomplete answers.

Acknowledgements

It would have been impossible to conduct this survey without the help and effort of many people. The ferry companies, BornholmsTrafikken and DFO have been most helpful by supplying free transport for the interviewers as well as by allowing access to the terminal areas in order to interview passengers. Interviewing at the airport and on board the aircraft would not have been possible without the permission and help of the airport authorities at Bornholm and Copenhagen and Maersk Air.

The planning and design of the questionnaire was carried out by Henrik Christoffersen, Ann. Hartl-Nielsen, Nils Finn Munch-Petersen and Stephen Wanhill, with the kind help and support of several colleagues at the Research Centre. During the first year, six interviewers were involved in collecting data and the data processing. Charlotte R. Rassing was responsible for the data processing, mainly the control of the database and analyses work. Charlotte R. Rassing took care also of the overall planning of schedules, contact with transport companies and other administrative duties in regard to the survey.

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1. Profile and Characteristics of Visitors

Profile questions were asked to distinguish between day and stay visitors (domestic and overseas), establish visitors' country of origin, whether they had been to Bornholm before, number of visits, last visit, purpose of visit, party composition, party size, length of stay and socio-economic characteristics such as occupation, age, education and household income.

Findings

1.1. Key Markets

The key markets for Bornholm in all four quarters are Denmark, Germany and Sweden (Table 1.1), which are linked to the island by proximity and, in the main, the sea transport network, because, unlike other island destinations, there have been no major developments of air routes and charter flights. In the first quarter of 1996 more than two thirds of the visitors were from Denmark. This was caused by the great number of VFR visitors during Christmas time. In the main season covered in the third quarter some 38% of the tourists were Danes while 46% were from Germany.

1.2. Type of Visit

Some 72% of visitors interviewed had been to Bornholm before (Table 1.2). As derived from the quarterly reports, the greater part of the repeat visitors are from Denmark. Clearly, Bornholm has a regular repeat following, with strong loyalty to the product. This fact is illustrated in more detail in Tables 1.3 and 1.4. Throughout 1996 some 46% of the tourists had been to Bornholm more than 5 times before. The share increases to 69% in the first quarter.

1.3. Purpose of Visit

The dominant purpose of visit to Bornholm in the second, third and fourth quarter of 1996 is for holidays (Table 1.5). Overall, 59% of visitors gave the purpose of their trip to Bornholm as 'Holiday'. In the first quarter the main purpose was business or other work.

1.4. Party Composition

Visitors were asked about who they were travelling with (Table 1.6) and, apart from those on a day trip who were most likely to be travelling alone, adult couples and families with young children formed the core of the market. This kept average party size to below 3 persons (Table 1.7). There are some differences in the average party size in the four quarters. The average party size is higher during the summer because of more family holiday groups. There is some discontinuity between the answers to party composition and recorded personal party size in the tables. This arises from the fact that party size has an economic connotation: individuals could be travelling with someone, yet economically just paying for themselves.

1.5. Length of Stay

Length of stay is shown in Table 1.8. The visitors in the third quarter of 1996 stayed almost 6 days longer than the visitors in the first quarter of 1996. The absence of a short break market of substance in the third quarter of 1996 is reflected in an average length of stay of 10.78 days. However, the absence of short breaks during this period does not come as a surprise, since this period covers most of the main holiday season. The relatively short average of stay in the first quarter of 1996 is caused by the many day visitors. In the first quarter of 1996 some 21% of the tourists were day visitors

combined with 6% in the second quarter, 1% in the third quarter and 12% in the fourth quarter.

1.6. Socio-economic Characteristics

Occupational characteristics of visitors in the period covered are principally professional, managerial and administrative, skilled wage earners and retired persons of similar background (Tables 1.9 and 1.10). The age ranges mirror the results in respect of party composition, with couples at the top and bottom of the age spectrum and family groups in the middle (Table 1.12). Comparisons regarding income should be made with caution due to different taxation systems, leaving different levels of disposable income.

Table 1.1. Visitors by Country of Residence *Percentages*

Country	1st Qtr 1997	2nd Qtr 1997	3rd Qtr 1997	4th Qtr 1997	All Year 2421
Base: All Visitors	122	514	1453	124	
Denmark	26	42	39		
Sweden	58	27	11		
Germany	14	28	40		
Others	1	3	9		

Table 1.2. Visitors by Type of Visit *Percentages*

Visit	1st Qtr 1997	2nd Qtr 1997	3rd Qtr 1997	4th Qtr 1997	All Year 2421
Base: All Visitors	115	513	1448	124	
First	12	25	39		
Repeat	88	75	61		

Table 1.3. Visitors by Number of Visits *Percentages*

Previous Visits	1st Qtr 1997	2nd Qtr 1997	3rd Qtr 1997	4th Qtr 1997	All Year 2421
Base: Repeat Visit	29	296	862	124	
1	7	18	24		
2	3	14	16		
3	10	10	10		
4	3	7	7		
5	3	4	5		
6-10	10	11	12		
11-20	10	7	7		
21-50	3	4	6		
More than 50	48	25	14		

Table 1.4. Visitors by Last Visit *Percentages*

Last Visit	1st Qtr 1997	2nd Qtr 1997	3rd Qtr 1997	4th Qtr 1997	All Year 2421
Base: Repeat Visit	98	328	862	124	
Earlier this year	6	28	19		
Last year	89	26	24		
Within last 2 years	1	11	9		
Within last 5 years	2	12	16		
More than 5 year	2	23	32		

Percentages

Table 1.5. Visitors by Purpose

Purpose	1st Qtr 1997	2nd Qtr 1997	3rd Qtr 1997	4th Qtr 1997	All Year
Base: All Visitors	115	511	1445	124	2421
Business or other work	10	4	2		
Holiday	33	62	78		
Holiday/VFR	20	12	11		
VFR solely	16	11	4		
One day trip	18	1	* ¹		
Other (including above combinations)	3	10	5		

Note: 1. * means less than 0.5%

Table 1.6. Visitors by Party Composition

Percentages

Party Composition	1st Qtr 1997	2nd Qtr 1997	3rd Qtr 1997	4th Qtr 1997	All Year
Base: All Visitors	113	510	1440	124	2421
Travelling alone	12	11	5		
Husband/wife/partners only	12	42	34		
Family group: children under 15	4	15	32		
Family group: children grown up	4	6	8		
Family relations/friends	3	6	4		
Friend/friends	5	12	9		
Party tour	58	3	2		
Other	3	5	6		

Note: 1. * means less than 0.5%.

Table 1.7. Visitors by Party Size

Percentages

Party Size	1st Qtr 1997	2nd Qtr 1997	3rd Qtr 1997	4th Qtr 1997	All Year
Base: All Visitors	122	472	1447	124	2421
1	74	19	9		
2	15	53	41		
3	3	10	17		
4	7	11	21		
5	0	3	7		
More than 6	1	3	5		
Average (persons)	1.46	2.69	3.12		

Table 1.8. Visitors by Length of Stay

Percentages

Period	1st Qtr 1997	2nd Qtr 1997	3rd Qtr 1997	4th Qtr 1997	All Year
Base: All Visitors	115	522	1434	124	2421
Day visit	58	3	1		
Short stay ¹	9	30	10		
Up to one week	17	41	34		
One - two weeks	10	18	37		
Two - three weeks	6	4	15		
More than three weeks	0	3	4		
Average (days)	3.34	6.59	10.05		

Note: 1. Up to three days.

Table 1.9. Respondents' Occupation*Percentages*

Occupation	1st Qtr 1997	2nd Qtr 1997	3rd Qtr 1997	4th Qtr 1997	All Year
Base: All Visitors	32	365	1235	124	2421
Self-employed	9	9	7		
Professional, managerial and administrative	53	37	41		
Clerical	0	3	4		
Skilled wage earner	19	24	20		
Unskilled wage earner	6	4	6		
Assisting spouse	0	0	1		
Employment not specified	0	0	1		
Retired	9	14	15		
Student	3	8	5		
Economically inactive ¹	0	1	1		

Notes: 1. Includes unemployed and home workers.

2. * means less than 0.5%

Table 1.10. Spouses' Occupation*Percentages*

Occupation	1st Qtr 1997	2nd Qtr 1997	3rd Qtr 1997	4th Qtr 1997	All Year
Base: All Visitors	20³	261	965	124	2421
Self-employed	2	3	5		
Professional, managerial and administrative	35	29	38		
Clerical	0	4	5		
Skilled wage earner	40	32	25		
Unskilled wage earner	10	8	7		
Assisting spouse	0	2	5		
Employment not specified	0	0	1		
Retired	0	15	10		
Student	10	5	3		
Economically inactive ¹	0	2	1		

Notes: 1. Includes unemployed and home workers.

2. * means less than 0.5%

3. Small sample size and should be used with caution.

Table 1.11. Respondents' Education*Percentages*

Education	1st Qtr 1997	2nd Qtr 1997	3rd Qtr 1997	4th Qtr 1997	All Year
Base: All Visitors	32	419	1239	124	2421
Up to 9 years	6	18	19		
9 - 12 years	28	25	24		
12 years + vocational	38	30	26		
12 years + academic	28	27	31		

Table 1.12. Respondents' Age*Percentages*

Age	1st Qtr 1997	2nd Qtr 1997	3rd Qtr 1997	4th Qtr 1997	All Year
Base: All Visitors	39	468	1355	124	2421
16 - 24 years	13	7	6		
25 - 34 years	26	12	18		
35 - 49 years	31	32	39		
50 - 59 years	21	21	21		
60 - 69 years	8	19	12		
Over 69 years	3	9	5		

Table 1.13. Visitors' Gross Family Income per Annum*Percentages*

Family Income	1st Qtr 1997	2nd Qtr 1997	3rd Qtr 1997	4th Qtr 1997	All Year
Base: All Visitors	30	391	1168	124	2421
Less than 200,000 DKK	13	25	18		
200,000 - 400,000 DKK	40	45	47		
400,000 - 700,000 DKK	40	25	28		
Greater than 700,000 DKK	7	5	7		

2. Awareness and influences on the decision to visit Bornholm

Visitors were asked about the extent of their awareness of Bornholm and how they found out about the island. An important feature of this is school travel (lejrskole), which was made an integral part of the Danish school system in 1953. The contrasting geography of the island in relation to the rest of Denmark has made it a notable destination for school trips, hence visitors were first asked whether they had been to the island when they were children. Questions were then put to ascertain the visitors information sources concerning Bornholm and how significant were the different aspects of Bornholm in influencing their decision to take their holiday on the island.

Findings

2.1. Visit to Bornholm as a Child

The base for the enquiry as to whether visitors had been to Bornholm as a child was those respondents who had been to the island before. The visitors in the first quarter of 1996 were most likely to have come to the island when they were children. This reflects the great number of Danish visitors (72%) in the first quarter. Overall, 33% of the visitors in 1996 had been to Bornholm as a child.

2.2. Source of Information

In asking holiday visitors how they found out about Bornholm, it is common with this type of question that those who have been before or cannot recall exact sources, will tend to attribute this knowledge to 'Always known'. Add to this the importance of word-of-mouth recommendation from friends and relatives, and the majority of the 2 004 respondents are covered. This fact can be plainly seen in table 2.2. What then matters are the remaining means of communication, and here guide books and brochures are the most important items in 1996.

2.3. Attractiveness of Bornholm as a Destination

Using a Likert preference scale whereby a score of 4 stands for 'Very important' and 1 for 'Unimportant', holidaymakers were asked to rank the significance of the different components that make up the attractiveness of the Bornholm tourist product (Table 2.3). The highest scores were achieved by general features such as the nature, landscape and the atmosphere of the island, and the lowest in specific activities such as fishing and golf courses. This was true of all quarters. Other aspects of Bornholm that were considered 'Very important' by holidaymakers (apart from those having friends or relatives on the island) and which were solicited in an 'open-ended' question, were, in order of importance:

- Peaceful atmosphere, relaxing;
- The weather in terms of sun hours for Denmark as a whole;
- The appeal of being an island;
- Favourable position, easy to come to.

Table 2.1. Visited as a Child

Percentages

As child	1st Qtr 1997	2nd Qtr 1997	3rd Qtr 1997	4th Qtr 1997	All Year 2421
Base: Repeat Visits	40	478	1402	124	
No	55	65	67		
Lived on Bornholm as a child	0	4	3		
With family/friends	25	10	10		
With/visit family/friends	8	3	1		
With school	10	8	11		
With club/association	0	2	2		
With above combinations	3	8	6		

Table 2.2. Finding Out about Bornholm

Percentages

Information Source	1st Qtr 1997	2nd Qtr 1997	3rd Qtr 1997	4th Qtr 1997	All Year 2421
Base: All Visitors	122	522	1454	124	
Always known	26	40	34		
Family/friends on Bornholm	31	18	11		
Newspaper/magazine ad.	30	10	8		
Poster	3	5	2		
Newspaper/magazine article	8	7	8		
Travel agent	2	4	3		
Club/association	3	4	3		
Military	2	2	1		
Family/friends	16	29	38		
Guide book/brochure	5	11	10		
TV ad. or programme	3	4	3		
Radio	0	1	*		
Travel show/exhibition	0	2	1		
Other	0	4	3		

- Notes: 1. Includes holidays only, holidays and VFR, and holidays plus other reasons for the visit.
 2. Percentages can add up to more than 100% because of multiple choice.
 3. * means less than 0.5%

Table 2.3. Aspects of Bornholm

Evaluation	1st Qtr 1997		2nd Qtr 1997		3rd Qtr 1997		4th Qtr 1997		All Year 2421	
Base: Holidaymakers¹	122		522		1454		124			
	Score	Ranking	Score	Ranking	Score	Ranking	Score	Ranking	Score	Ranking
Family/friends on Bornholm	3.45	2	2.29	11	1.87	12				
Beaches	2.84	5	2.76	6	3.01	5				
Landscape	3.45	2	3.44	3	3.52	3				
Cycle routes	2.16	9	2.37	10	2.47	9				
Walking	2.54	6	2.68	7	2.54	7				
Fishing towns	2.89	4	3.07	4	3.09	4				
Nature	3.56	1	3.54	1	3.60	1				
Golf courses	1.48	13	1.37	13	1.16	14				
Fishing	1.84	12	1.33	14	1.40	13				
Cultural history	2.39	8	2.82	5	2.73	6				
Restaurants	1.86	11	2.47	9	2.22	11				
Craft/art workers	1.91	10	2.58	8	2.50	8				
Atmosphere	3.04	3	3.45	2	3.53	2				
Variety of activities	2.50	7	2.26	12	2.35	10				

- Notes: 1. Includes holidays only, holidays and VFR, and holidays plus other reasons for the visit.
 2. The range was 'Very Important'=4 to 'Unimportant'=1

Table 2.4. Aspects of Bornholm Assessed as Very Important*Percentages*

Features	1st Qtr 1997	2nd Qtr 1997	3rd Qtr 1997	4th Qtr 1997	All Year 2421
Base: Holidaymakers	122	522	1454	124	
Friends/family on Bornholm	79	33	20		
Beaches	28	28	35		
Landscape	65	57	59		
Cycle routes	12	24	26		
Walking	21	28	19		
Fishing towns	39	37	33		
Nature	75	65	66		
Golf courses	13	8	2		
Fishing	16	4	5		
Cultural history	17	23	18		
Restaurants	5	14	8		
Craft/art workers	0	17	13		
Atmosphere	50	59	61		
Variety of activities	34	12	13		

3. Organisation of the visit

In addition to asking visitors about channels of marketing communication, they were also asked about the various channels they used in order to secure their booking. All visitors staying in paid accommodation, irrespective of the purpose of their trip, were asked how they made their bookings, and, finally, all visitors were asked whether they had been to a tourist information centre on the island.

Findings

3.1. Booking patterns

All holidaymakers reported that they were more likely to make their own arrangements than use a travel intermediary either by purchasing a package tour or going to a travel agent (Table 3.1). Accommodation booking arrangements, as shown in table 3.2, reveal a similar pattern to this, in that all visitors tend to book directly. This was true of all quarters.

3.2. Tourist Information Centre Usage

Of the 7 tourist information centres on Bornholm, the one at Rønne is the most used, followed by the centres at Nexø-Dueodde and North Bornholm, Allinge (Table 3.3). This relates to location at the main point of entry and the concentration of tourist accommodation. The visitors in the third quarter are generally the largest users of the tourist information network. This is not surprising since the third quarter covers the major part of the tourist season on Bornholm, and is the quarter with the highest percentage of first time visitors who are expected to have the greatest need for information.

Table 3.1. Tourist Information Centre Usage *Percentages*

Information Centre	1st Qtr 1997	2nd Qtr 1997	3rd Qtr 1997	4th Qtr 1997	All Year
Base: All Visitors	31	333	1050	124	2421
Aakirkeby	0	3	8		
Gudhjem	3	13	13		
Hasle	0	4	8		
Nexø-Dueodde	0	7	13		
North Bornholm, Allinge	3	11	13		
Rønne, Velkomstcenter	3	17	20		
Svaneke	0	8	8		

4. Accommodation Usage and Evaluation

All staying visitors were asked about their accommodation on Bornholm in terms of type of place they stayed at, how long they were there and its whereabouts on the island. They were then given a list of attributes concerning their accommodation, including the physical aspects of the premises in respect of rooms, furnishings, equipment and so on. The list concerning the accommodation also takes in intangible attributes such as service and value for money. The visitors were asked to evaluate the list on a five point Likert scale. The range of the scale was 'Excellent' = 5, to 'Poor' = 1.

Findings

4.1. Type of Accommodation

Throughout 1996 summer houses proved to be the most popular type of accommodation used (Table 4.1). For the visitors in the first quarter and the fourth quarter of 1996, staying with friends and relatives was the most significant type of accommodation used. In the third quarter summer houses were most frequently used. Some 36% of the tourists in the third quarter 1996 and 23% of the tourists in the second quarter of 1996 stayed in summer houses. In the second quarter of 1996 some 29% of the tourists used a hotel as accommodation and a similar share stayed with friends and relatives.

4.2. Evaluation of Accommodation

Table 4.2 presents an evaluation by all visitors of their place of accommodation that covers nine aspects:

- The physical accommodation;
- Location;
- Facilities;
- Decor;
- Cleaning standard;
- Food and beverages;
- Service level;
- Price;
- Value for money.

Overall, the average scores on the quality of physical accommodation, location, food and beverages and service were high. There is some concern on the price level. This is reflected in the overall value for money score, which links quality to price. All scores during the third quarter of 1996 are below the annual average and this has a clear effect on the annual scores. Tables 4.3 to 4.11 examine the different aspects of the visitors' perceptions of their place of stay by quarters. Overall, the tourists in the fourth quarter are the most satisfied with all aspects of their accommodation.

Table 4.1. Accommodation Usage*Percentages*

Accommodation	1st Qtr 1997	2nd Qtr 1997	3rd Qtr 1997	4th Qtr 1997	All Year
Base: All Staying Visitors¹	45	286	856	124	2421
Hotel	22	41	33		
B & B/Private Home	0	1	1		
Farmhouse	0	1	1		
Youth Hostel	0	5	3		
Holiday Centre	2	8	8		
Friends and Relatives	56	11	8		
Summer House	16	15	20		
Camping	2	3	13		
Caravan	0	6	7		
Other	2	9	7		

Notes: 1. The base includes multiple accommodation use.
2. * means less than 0.5%

Table 4.2. Evaluation of Accommodation

Evaluation	1st Qtr 1997	2nd Qtr 1997	3rd Qtr 1997	4th Qtr 1997	All Year
Average Score¹	4.5	4.18	4.06	4.06	4.06
Base: All Visitors	45	286	856	124	2421
Accommodation	4.40	4.18	4.06		
Location	4.00	4.42	4.31		
Facilities	4.00	3.89	3.80		
Decor	4.00	3.91	3.85		
Cleaning Standard	3.91	4.05	3.81		
Food and beverages	4.38	4.17	4.07		
Service	4.11	4.19	4.16		
Price level	3.87	3.77	3.50		
Overall value for money	3.71	3.87	3.74		

Note: 1. The range was 'Excellent'=5 to 'Poor'=1

Table 4.3. Quality of Accommodation*Percentages*

Evaluation	1st Qtr 1997	2nd Qtr 1997	3rd Qtr 1997	4th Qtr 1997	All Year
Base: All Visitors	15³	323	1038	124	2421
Excellent	27	41	35		
Good	67	41	41		
Average	7	15	21		
Not good enough	0	2	2		
Poor	0	1	1		
Average score ¹	4.20	4.18	4.06		

Notes: 1. The range was 'Excellent'=5 to 'Poor'=1
2. * means less than 0.5%
3. Small sample size and should be used with caution.

Table 4.4. Quality of Location *Percentages*

Evaluation	1st Qtr 1997	2nd Qtr 1997	3rd Qtr 1997	4th Qtr 1997	All Year
Base: All Visitors	14³	338	1120	124	2421
Excellent	21	54	49		
Good	57	36	34		
Average	21	8	15		
Not good enough	0	2	2		
Poor	0	1	* ²		
Average score¹	4.00	4.42	4.31		

Notes: 1. The range was 'Excellent'=5 to 'Poor'=1
 2. * means less than 0.5%
 3. Small sample size and should be used with caution.

Table 4.5. Quality of Facilities *Percentages*

Evaluation	1st Qtr 1997	2nd Qtr 1997	3rd Qtr 1997	4th Qtr 1997	All Year
Base: All Visitors	15²	305	1040	124	2421
Excellent	20	31	24		
Good	60	37	39		
Average	20	26	32		
Not good enough	0	5	4		
Poor	0	2	2		
Average score¹	4.00	3.89	3.80		

Notes: 1. The range was 'Excellent'=5 to 'Poor'=1
 2. Small sample size and should be used with caution.

Table 4.6. Quality of Decor *Percentages*

Evaluation	1st Qtr 1997	2nd Qtr 1997	3rd Qtr 1997	4th Qtr 1997	All Year
Base: All Visitors	14²	330	1061	124	2421
Excellent	29	30	27		
Good	43	40	40		
Average	29	24	28		
Not good enough	0	3	4		
Poor	0	3	2		
Average score¹	4.00	3.91	3.85		

Notes: 1. The range was 'Excellent'=5 to 'Poor'=1
 2. Small sample size and should be used with caution

Table 4.7. Cleaning Standard *Percentages*

Evaluation	1st Qtr 1997	2nd Qtr 1997	3rd Qtr 1997	4th Qtr 1997	All Year
Base: All Visitors	11²	273	840	124	2421
Excellent	27	35	31		
Good	55	41	35		
Average	9	18	24		
Not good enough	0	4	6		
Poor	9	1	5		
Average score¹	3.91	4.05	3.81		

Notes: 1. The range was 'Excellent'=5 to 'Poor'=1
 2. Small sample size and should be used with caution.

Table 4.8. Quality of Food and Beverages *Percentages*

Evaluation	1st Qtr 1997	2nd Qtr 1997	3rd Qtr 1997	4th Qtr 1997	All Year
Base: All Visitors	8²	213	285	124	2421
Excellent	50	44	35		
Good	38	34	43		
Average	13	17	20		
Not good enough	0	3	3		
Poor	0	1	1		
Average score¹	4.38	4.17	4.07		

Notes: 1. The range was 'Excellent'=5 to 'Poor'=1
2. Small sample size and should be used with caution.

Table 4.9. Quality of Service *Percentages*

Evaluation	1st Qtr 1997	2nd Qtr 1997	3rd Qtr 1997	4th Qtr 1997	All Year
Base: All Visitors	9²	260	833	124	2421
Excellent	44	42	41		
Good	44	39	37		
Average	0	16	20		
Not good enough	0	2	1		
Poor	11	1	1		
Average score¹	4.11	4.19	4.16		

Notes: 1. The range was 'Excellent'=5 to 'Poor'=1
2. Small sample size and should be used with caution.

Table 4.10. Price Level *Percentages*

Evaluation	1st Qtr 1997	2nd Qtr 1997	3rd Qtr 1997	4th Qtr 1997	All Year
Base: All Visitors	15²	306	1029	124	2421
Excellent	33	25	19		
Good	33	38	29		
Average	27	28	38		
Not good enough	0	7	10		
Poor	7	2	3		
Average score¹	3.87	3.77	3.50		

Notes: 1. The range was 'Excellent'=5 to 'Poor'=1
2. Small sample size and should be used with caution.

Table 4.11. Overall Value for Money *Percentages*

Evaluation	1st Qtr 1997	2nd Qtr 1997	3rd Qtr 1997	4th Qtr 1997	All Year
Base: All Visitors	14¹	324	1061	124	2421
Excellent	21	29	22		
Good	43	37	39		
Average	29	28	32		
Not good enough	0	5	5		
Poor	7	2	2		
Average score¹	3.71	3.87	3.74		

Notes: 1. The range was 'Excellent'=5 to 'Poor'=1
2. Small sample size and should be used with caution.

5. Visits to Attractions

Visitors were presented with a long list of attractions on Bornholm. For ease of presentation the list of attractions has in this report been divided into four categories:

- Heritage attractions;
- Museums;
- Natural attractions;
- Craft and other attractions.

The tables below show whether the tourists had visited the different attractions on this trip or not.

Findings

5.1. Heritage Attractions

As shown in table 5.1, the significant heritage attractions for all visitors are Hammershus Castle and Østerlars round church. The percentages shown in these tables are estimates of the visitor market penetration rate of each listed attraction during the period January - December 1996. As would be expected, the visitors in the third quarter, which constitutes the bulk of the holiday season, have a higher propensity to visit heritage attractions than others. This should be seen in connection with many first time visitors (39%) in the third quarter.

5.2. Natural Attractions

Natural attractions are also of most significance to tourists in the third quarter of 1996 (Table 5.2). The visitor market penetration rates of the natural attractions are lowest in the first quarter.

5.3. Museums

Museums are generally not well attended (Table 5.3), the only exception being the Bornholms Art Museum. The visitors in the third quarter of 1996 are more likely to visit museums than others. It should be taken in consideration that most museums, except for the Bornholms Art Museum and Bornholms Museum, close down at the end of October until mid-May.

5.4. Craft and Other Attractions

Of the remaining attractions, glass blowing and visiting a fish smoke house are the most popular (Table 5.4). In 1996 some 47% of the total number of tourists visited a glass factory/shop and 54% visited a fish smoke house. Both the glass blowers and the fish smoke houses were most frequently visited in the third quarter.

5.5. Additional Attractions Visited

To ensure complete coverage, visitors were also asked to record other attractions they had been to and the following is a list of the features of Bornholm that were mentioned by fifteen or more respondents:

- Døndalen;
- Dueodde;
- Various towns;
- Rø Plantation.

Percentages

Table 5.1. Visits to Heritage Attractions

Attraction	1st Qtr 1997	2nd Qtr 1997	3rd Qtr 1997	4th Qtr 1997	All Year
Base: All Visitors	122	522	1454	124	2421
Hammershus Castle	16	52	68		
Hammershus exhibition	0	10	17		
Østerlars round church	9	37	47		
Other churches	6	33	41		

Table 5.2. Visits to Natural Attractions

Percentages

Attraction	1st Qtr 1997	2nd Qtr 1997	3rd Qtr 1997	4th Qtr 1997	All Year
Base: All Visitors	122	522	1454	124	2421
Christiansø	2	13	20		
Gardens	1	12	14		
Randkløve Skaar	0	7	11		
Paradisbakkerne	5	24	31		
Ekkodalen	3	24	27		
Rytterknægten	6	21	30		
Helligdomsklipperne	4	39	44		
Jons Kapel	5	22	31		

Table 5.3. Visits to Museums

Percentages

Museum	1st Qtr 1997	2nd Qtr 1997	3rd Qtr 1997	4th Qtr 1997	All Year
Base: All Visitors	122	522	1454	124	2421
Bornholms Art Museum	0	14	14		
Bornholms Museum	0	8	8		
Gudhjem Museum	n/a ¹	5	5		
Nexø Museum	n/a ¹	2	3		
Martin Andersen Nexø Museum	n/a ¹	3	4		
Defence Museum	n/a ¹	3	3		
Quarry Museum	n/a ¹	4	7		
Farm Museum	n/a ¹	7	7		
Automobile Museum	n/a ¹	4	5		
Erichsens Gaard	n/a ¹	5	5		

Note: 1. n/a - not available, because the museum was closed during the time in question

Table 5.4. Visits to Craft and Other Attractions

Percentages

Attraction	1st Qtr 1997	2nd Qtr 1997	3rd Qtr 1997	4th Qtr 1997	All Year
Base: All Visitors	122	522	1454	124	2421
Glass factory/shop	10	39	60		
Ceramic factory/shop	2	25	22		
Art galleries	2	22	26		
Brændesgårdshaven	n/a ¹	14	26		
Fish smoke house	3	51	72		
Zoo	n/a ¹	5	10		
A lighthouse	8	24	30		

Note: 1. n/a - not available, because the attraction was closed during the time in question

6. Activities undertaken by visitors

In addition to being asked about any trips to attractions, visitors were given a list of the common activities available on Bornholm and were asked about their participation in them. Activities were grouped into the following broad categories:

- Water based activities;
- Specific activities;
- Entertainment;
- General recreational activities.

Findings

6.1. Water Based Activities

The most popular water based activity over the year was going to the beach (Table 6.1). Swimming in the sea, and to some extent swimming in a pool and boat trips, were also popular in the third quarter of 1996. Throughout 1996 some 34% of the visitors went to the beach. The corresponding share in the third quarter was 54%, which reflects the island's importance as a beach holiday destination.

6.2. Specific Activities

To complement water activities such as windsurfing or fishing, visitors were asked whether they had played golf, taken a scenic air flight or had gone to the trotting races (Table 6.2). Overall, participation in specific activities is relatively small. This is true of all quarters.

6.3. Entertainment Activities

Many leisure tourists are compulsive shoppers, so it is not surprising that shopping is an important activity (Table 6.3). In 1996 some 51% of the visitors went shopping. In the third quarter of 1996 more than three fourth went shopping. Given that there is a considerable amount of self-catering amongst holidaymakers and there are many people on holiday who are visiting friends and relatives, eating out is also a popular form of entertainment. 46% of all the visitors to Bornholm in 1996 ate out during their stay. The share varies from 10% in the first quarter to 70% in the third quarter.

6.4. General Recreational Activities

Commensurate with the image of Bornholm as a holiday island where life proceeds at a leisurely pace, table 6.4 indicates that just relaxing and driving around are common general recreational activities. More than half of the visitors in 1996 were just relaxing (56%) or driving around (52%). Among the visitors in the third quarter of 1996 some 81% were just relaxing and 72% drove around. Cycling is also significant, particularly for visitors in the third quarter.

6.5. Other Activities

Other activities recorded by visitors, but only for small numbers, were horse riding, mini-golf, going to harbour fairs and participating in various sport arrangements. Some of these activities are related to the summer season only.

Table 6.1. Participation in Water Based Activities *Percentages*

Activity	1st Qtr 1997	2nd Qtr 1997	3rd Qtr 1997	4th Qtr 1997	All Year
Base: All Visitors	122	522	1454	124	2421
Going to the beach	3	27	63		
Swimming in the sea	0	14	57		
Swimming in the pool	3	11	18		
Windsurfing	0	*	5		
Boat trips	n/a ¹	8	16		
Fishing	4	2	6		

Notes: 1. n/a - not available during the time in question
2. * means less than 0.5%

Table 6.2. Participation in Specific Activities *Percentages*

Activity	1st Qtr 1997	2nd Qtr 1997	3rd Qtr 1997	4th Qtr 1997	All Year
Base: All Visitors	122	522	1454	124	2421
Scenic air flight	0	2	4		
Golf	2	5	4		
Trotting races	0	2	5		

Table 6.3. Participation in Entertainment Activities *Percentages*

Activity	1st Qtr 1997	2nd Qtr 1997	3rd Qtr 1997	4th Qtr 1997	All Year
Base: All Visitors	122	522	1454	124	2421
Music recitals	0	1	8		
Going to the cinema	0	2	8		
Eating out	11	48	65		
Shopping	11	53	75		

Table 6.4. Participation in General Recreational Activities *Percentages*

Activity	1st Qtr 1997	2nd Qtr 1997	3rd Qtr 1997	4th Qtr 1997	All Year
Base: All Visitors	122	522	1454	124	2421
Cycling	2	16	31		
Guided coach tour	0	7	6		
Guided walks	0	7	10		
Walks on my/our own	10	31	39		
Just relaxing	18	59	78		
Driving around	22	54	67		

7. Transport

Visitors were asked to name the three most important methods they used for travelling around Bornholm. The results were then cumulated.

Findings

7.1. Transport Mode

1. By far the most popular mode of transport used for travelling about the island is the car (Table 7.1). Some 79% of all visitors in the considered period have used a car. The share is high in all quarters. In second place comes moving around the island by bicycle. In the third quarter of 1996 some 41% of the visitors used a bicycle to move around the island. Altogether in 1996 some 28% used a bicycle as mode of transport.

Use of the car is most frequent amongst those coming in the fourth quarter of 1996 followed by the visitors in the third quarter. It does not come as a surprise that a bicycle is, compared to the use of bicycle during the other quarters, most frequently used amongst the visitors in the third quarter. The first quarter of 1996 was dominated by much snow and ice, it is therefore understandable that use of taxis scores higher in this period than during the other quarters.

Table 7.1. Transport Mode by Country *Percentages*

Transport	1st Qtr 1997	2nd Qtr 1997	3rd Qtr 1997	4th Qtr 1997	All Year
Base: All Visitors¹	115	489	1400	124	2421
Public Bus	6	13	10		
Coach Tour	0	9	6		
Taxi	3	4	2		
Car	35	80	87		
Motorbike	0	* ²	* ²		
Bicycle	3	25	41		
On foot	29	46	56		
Other	0	* ²	1		

Notes: 1. Percentages will add up to more than 100% because of multiple use.

2. * means less than 0.5%.

8. Visitor Expenditure

One of the most difficult aspects of the survey were questions to visitors about their expenditure patterns. Overall amounts of expenditure were asked for, including return transport costs from the mainland to Bornholm, together with a more detailed breakdown of expenditure on the island. An important distinction is made between those travelling on an inclusive (package) trip and those travelling independently, albeit that they may have used an agency to make the necessary bookings. Only gross values are shown here but a more detailed analysis is possible.

Findings

8.1. Expenditure per Person per Trip

The expenditure per person per trip reflects the difference between lengths of stay. Visitors in the third quarter stay the longest on average and therefore tend to spend the most (Table 8.1). It is also the case that expenditure tends to be higher on a package tour, at an average of DKK 2 841 per person per trip, than for those travelling under their own arrangements, at an average of DKK 2 497 per person per trip. This is reflective of the fact that visitors on an inclusive tour are more likely to be using serviced accommodation rather than self-catering.

8.2. Expenditure per Person per Day

When comparisons are made on the basis of expenditure per person per day, those on an inclusive tour record the highest daily spending (Table 8.2). Visitors on an inclusive tour spend 406 DKK per person per day while visitors on an independent tour spend DKK 294 per person per day. The difference in expenditure per person per day reflects the seasonality in the prices during the year. The prices are lowest in the fourth and first quarter and highest in the third and second quarter.

Table 8.1. Expenditure per Person per Trip *DKK*

Country	1st Qtr 1997	2nd Qtr 1997	3rd Qtr 1997	4th Qtr 1997	All Year
Base: All Visitors	27¹	363	1130	124	2421
Independent	807	1730	2839		
Inclusive	1076	1784	2203		
All	852	1750	2724		

Note: 1. Small sample size and should be used with caution

Table 8.2 Expenditure per Person per Day *DKK*

Country	1st Qtr 1997	2nd Qtr 1997	3rd Qtr 1997	4th Qtr 1997	All Year
Base: All Visitors	27¹	363	1130	124	2421
Independent	130	282	268		
Inclusive	221	330	247		
All	142	300	265		

Note: 1. Small sample size and should be used with caution

9. Bornholm as a Visitor Destination

In the final section of the questionnaire, visitors were asked about their overall impressions of Bornholm in terms of:

- Being a place to visit for holidays and recreation;
- Value for money;
- What they thought would improve the island as a tourist destination;
- Any particular likes or dislikes about Bornholm.

Evaluation measurement was carried out on the now familiar five point Likert scale, with a range from 'Excellent' = 5, to 'Poor' = 1. Finally, visitors were asked about the likelihood of their returning to the island.

Findings

9.1. Place to Visit for Holiday and Recreation

As a holiday destination, Bornholm is highly rated by all visitors, without exception (Table 9.1). The results are almost alike in the different quarters. When it comes to the question concerning value for money the visitors in the first quarter and the second quarter proved to be the most satisfied.

9.2. Likes about Bornholm

The most popular remarks on what visitors like about Bornholm are:

- The landscape and nature;
- Local hospitality and friendliness;
- Well marked cycle, foot and jogging paths;
- Clean and nice island;
- Quiet and harmonious, with a good atmosphere, and nice that Bornholm is a small island;
- Houses and gardens are very well kept.

9.3. Dislikes about Bornholm

When asking visitors what they disliked about Bornholm, they tended to repeat the suggestions already made for improvements, save that the ranking, in terms of significance, was changed. Top of their agenda for dislikes are seaweed on the beaches, the weather, too many tourists, lack of value for money and signposting. Beyond this, there are a whole series of individual dislikes that relate to the personal experiences of the respondent. These latter comments serve to amplify the complex nature of the tourist purchase, which involves the visitor coming into contact with a great variety of people and places, so that a poor experience at one service encounter can colour the visitor's whole attitude to the destination.

9.4. Probability of Returning

Table 9.3 examines the probability that visitors will return to Bornholm. The visitors in the first quarter and the fourth quarter of 1996 show the highest likelihood of returning. This has to be seen in connection with the main purpose of visit in those quarters. In both the first quarter and the fourth quarter many tourists come the island to visit friends and relatives or to combine holiday with visiting friends and relatives.

Overall, 42% of the visitors in 1996 replied that they certainly will return to Bornholm.

9.5. Possible Time of Return

With respect to the timings of a return trip to Bornholm, visitors were asked in a staged process, from 'This year' up to the 'Next five years', when they were likely to come back to the island. The results are shown in table 9.4. There are possibilities of multiple answers here, in that the same respondent could be coming back several times within the time frame given. The answers reported are those saying 'Certain' or 'Likely' only. Thus, 26% of the visitors in 1996 indicated that they were either certain or likely to return next year. It should be noticed that the difference between the number of visitors saying they will be back this year in the four quarters is caused to some extent by the time of the year the interview took place, hence coming during the fourth quarter of 1996 one would be less inclined to return the very same year than the visitors in the first quarter and the second quarter.

Table 9.1. Bornholm as a Holiday Destination *Percentages*

Evaluation	1st Qtr 1997	2nd Qtr 1997	3rd Qtr 1997	4th Qtr 1997	All Year
Base: All Visitors	38	446	1338	124	2421
Excellent	71	67	76		
Good	21	29	20		
Average	5	4	4		
Not good enough	3	0	* ¹		
Poor	0	0	* ¹		
Average score²	4.61	4.63	4.71		

Notes: 1. * means less than 0.5%

2. The range was 'Excellent' = 5 to 'Poor' = 1

Table 9.2. Value for Money *Percentages*

Evaluation	1st Qtr 1997	2nd Qtr 1997	3rd Qtr 1997	4th Qtr 1997	All Year
Base: All Visitors	35	402	1239	124	2421
Excellent	29	28	23		
Good	26	35	39		
Average	40	31	33		
Not good enough	3	5	5		
Poor	3	1	1		
Average score¹	3.74	3.82	3.79		

Note: 1. The range was 'Excellent' = 5 to 'Poor' = 1

Table 9.3. Probability of Returning *Percentages*

Probability	1st Qtr 1997	2nd Qtr 1997	3rd Qtr 1997	4th Qtr 1997	All Year
Base: All Visitors	40	447	1324	124	2421
Certain	63	38	34		
Likely	23	29	33		
Maybe	15	28	27		
Unlikely	0	5	6		
Certainly not	0	*	1		

Note: 1. * means less than 0.5%

Table 9.4. Timing of Return by Country*Percentages*

Timing¹	1st Qtr 1997	2nd Qtr 1997	3rd Qtr 1997	4th Qtr 1997	All Year 2421
Base: All Visitors	29²	202	1284	124	
This year	76	62	32		
Next year	50	58	57		
Next 2 years	67	58	59		
Next 5 years	88	55	64		

Notes: 1. The answers refer to 'Certain' and 'Likely' only as a percentages of all respondents.
 2. Small sample size and should be used with caution.

10. Characteristics of Bornholm Residents

This part of the report covers the Bornholm residents leaving Bornholm by ferry or aeroplane in the period January - December 1996. The residents were asked about their destination, purpose of trip and party size.

Findings

10.1. Destination

Overall, 66% of the residents stated their destination as somewhere in Denmark and 21% mentioned somewhere in Sweden (Table 10.1). While looking at the quarters it appears that Denmark as a destination is most noticeable in the second quarter. Some 73% of the residents had some place in Denmark as their destination in the second quarter of 1996. In the fourth quarter 35% of the residents were leaving to a destination in Sweden. In the third quarter the corresponding share was 12%.

10.2. Purpose of Trip

Table 10.2 shows purpose of trip. The main purpose for the residents was visiting friends and relatives followed by visiting friends and relatives while on holiday. There are some differences between the quarters. In the third quarter of 1996 'holiday' was the main purpose of the travel. In the fourth quarter 'day visit' was the main purpose followed by visiting friends and relatives. Solely visiting friends and relatives was the main purpose in the first quarter and the fourth quarter of 1996 while visiting friends and relatives when on holiday was the most often mentioned purpose in the second quarter of 1996.

10.3. Party size

Party size analysis is shown in table 10.3. In the first six month of 1996 some 49% of the residents were travelling alone. Among the residents in the fourth quarter 46% were travelling alone. In the fourth quarter of 1996 some 42% mentioned a party size consisting of two persons. Overall, average party size was just above two persons. The party size was lowest in the first quarter and highest in the third quarter.

Table 10.1. Residents by Border Destination *Percentages*

Destination	1st Qtr 1997	2nd Qtr 1997	3rd Qtr 1997	4th Qtr 1997	All Year
Base: Residents	168	420	246	124	2421
Denmark	54	67	66		
Sweden	32	16	17		
Germany	7	6	6		
Norway	* ¹	1	2		
Others	7	10	8		

Note: 1. * means less than 0.5%

Table 10.2. Residents by Purpose*Percentages*

Purpose	1st Qtr 1997	2nd Qtr 1997	3rd Qtr 1997	4th Qtr 1997	All Year 2421
Base: Residents	317	424	237	124	
Business conference/ meeting/exhibition	4	5	3		
General business	18	13	8		
Holiday	14	18	30		
Holiday/VFR	3	6	9		
VFR solely	12	17	17		
Sporting event	4	1	1		
Education	4	2	2		
Hospital	4	2	3		
Military service	4	1	* ¹		
Are here on leave	5	7	3		
Party/wedding	2	5	7		
Day Visit	23	13	3		
Other (including above combinations)	3	10	14		

Note: 1. * means less than 0.5%

Table 10.3. Visitors by Party Size*Percentages*

Party Size	1st Qtr 1997	2nd Qtr 1997	3rd Qtr 1997	4th Qtr 1997	All Year 2421
Base: Residents	318	443	249	124	
1	50	47	32		
2	33	32	42		
3	5	8	12		
4	9	8	9		
5	2	2	2		
6	* ¹	1	* ¹		
More than 6	1	2	2		
Average (persons)	1.89	2.56	2.45		

Note: 1. * means less than 0.5%