

Existing and Preferred Recreation Patterns

in summer house areas in Odsherred

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1. Outline and problem definition



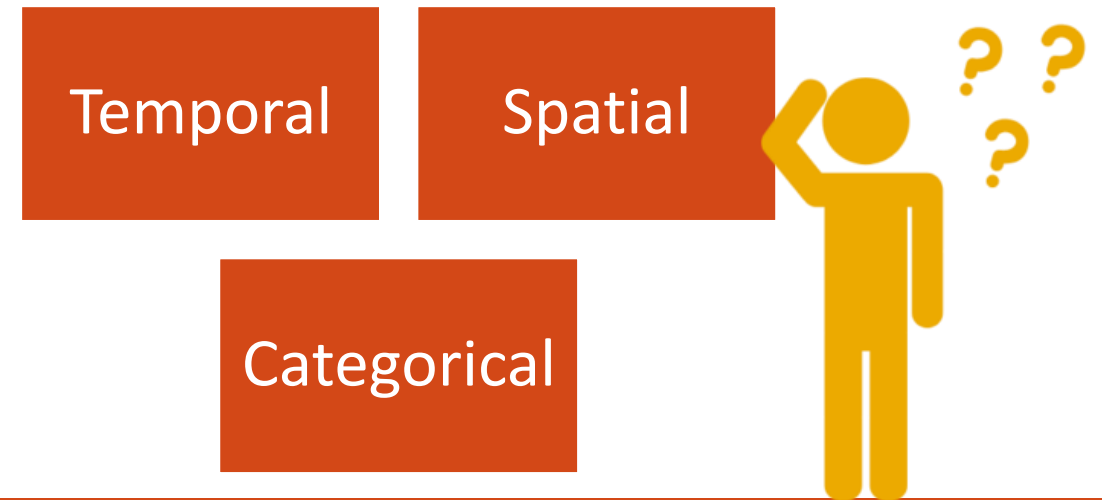
Recreation by owners and tenants of summer houses in Odsherred

- 26 000 summer houses, of which 1 000 for rent
- Strong **seasonality** of visits
 - Summer > Winter
 - Weekends > weekdays
 - School breaks > school weeks
- Big impact on local dynamics
 - Closing of shops, restaurants, ...
- **Recreation** as a possible pull factor to the region

2. Research questions

When, where and **what type** of recreation is performed by the summer house owners and tenants?

When, where and **what type** of recreation is **missing** according to the summer house owners and tenants?



3. Inventory

VisitOdsherred

Tourist office
Nykøbing

Nature related activities

- Most important
- Walking and cycling
- Fishing



Cultural activities

- Art galleries and festivals
- Anneberg Kulturpark
- Geokids: local art project



Social activities

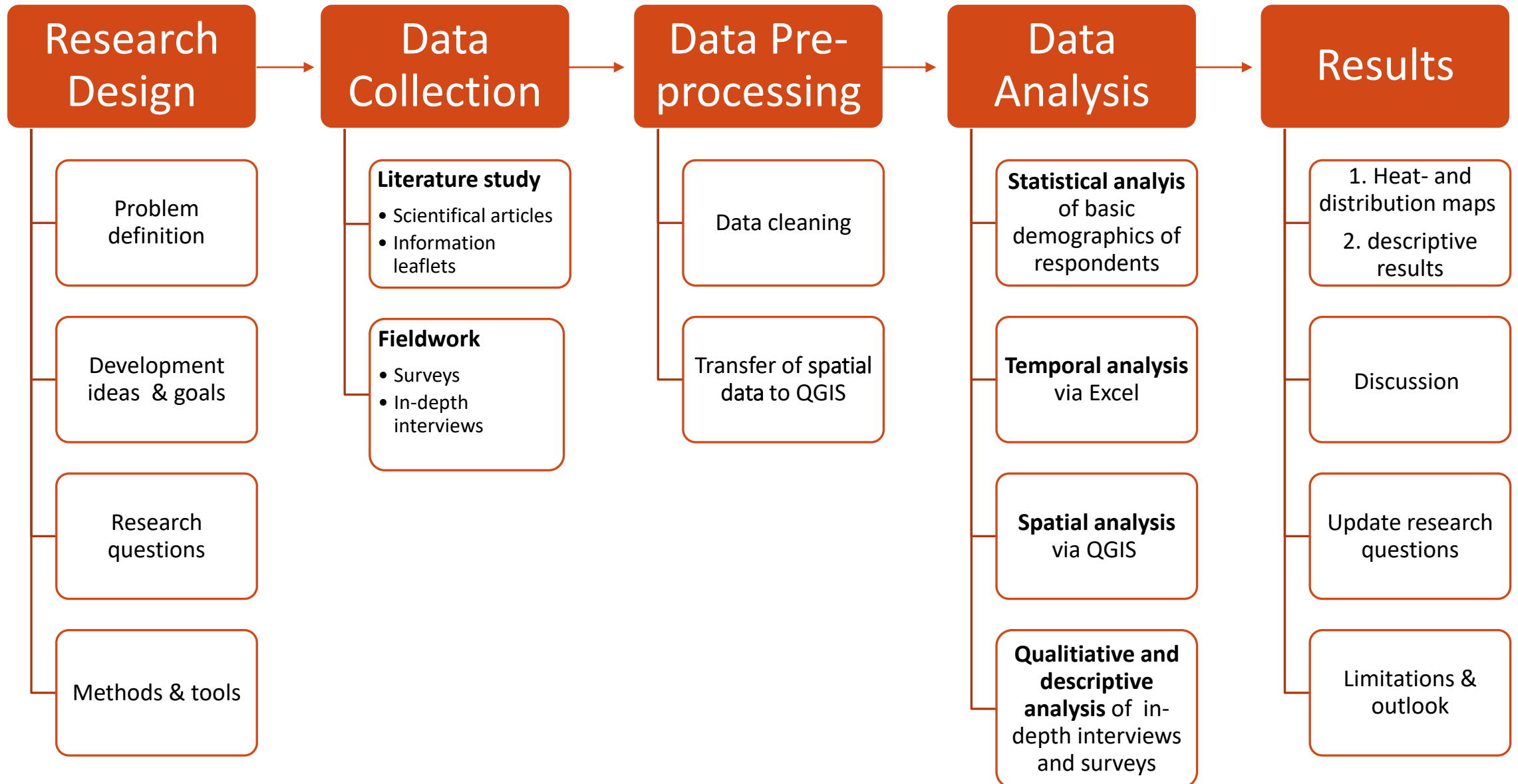
- Sommerland
- Theatres, sport complexes ...





4. Method

4.1 Workflow



4.2 Data Collection

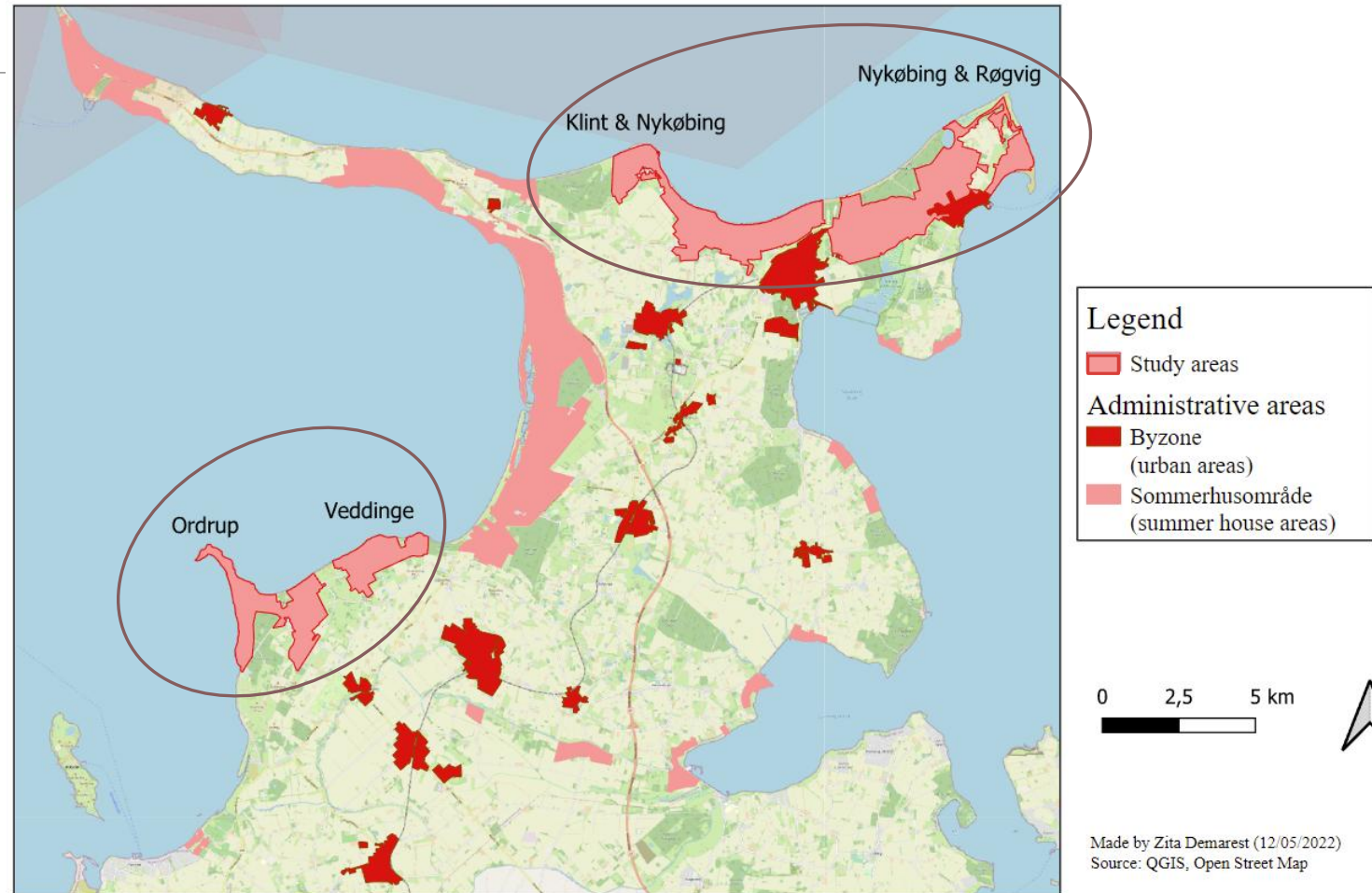
Literature study

- Recreation
- Geopark Odsherred
- Summer houses
- Recreation in Odsherred
- Inventory of existing recreation

Fieldwork

- Surveys in summer house areas
→ PGIS in Survey123
- Interviews with experts

Summer house areas in Odsherred



4.3 Respondents composition (n=61)

Rather homogeneous

- Only 17 not retired
 - Only 2 tenants
 - Only 15 earn less than 20 000 DKK (€ 2700) monthly
 - Only 6 are born outside Denmark
- Consequence: biased research
(many answers are related to this specific group of people)
- Due to time frame of data collection



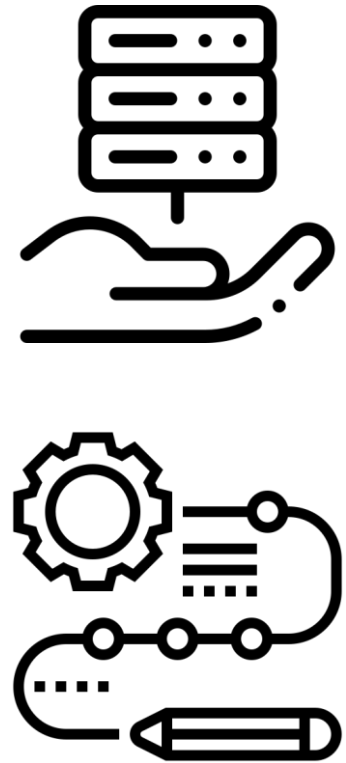
4.4 Analysis methods

Hotspots of recreation: spatial analysis via GIS

- Distribution maps of the different types of recreation
- Point and polygon maps → Heatmaps

Analysis of the data

- Results of the surveys
- Descriptive analysing
 - Pie charts
 - Graphs

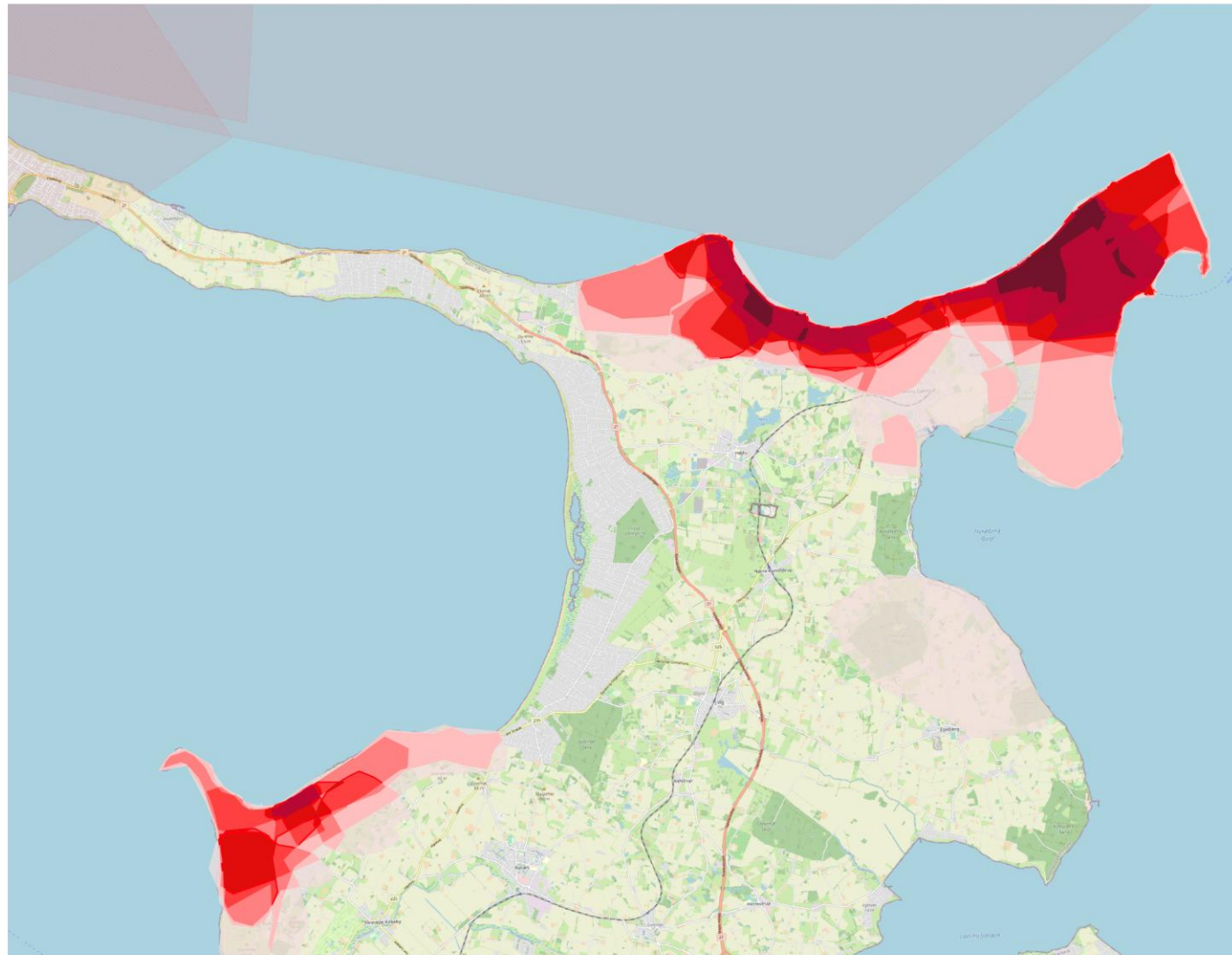




5. Results

5.1 Heatmaps - polygons

Heatmap: walking in Odsherred

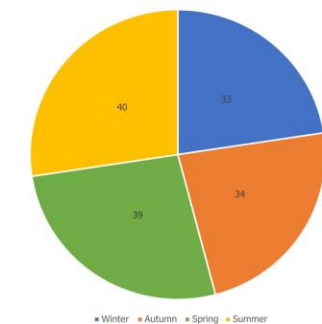


Legend

Areas used for walking
(number of respondents)

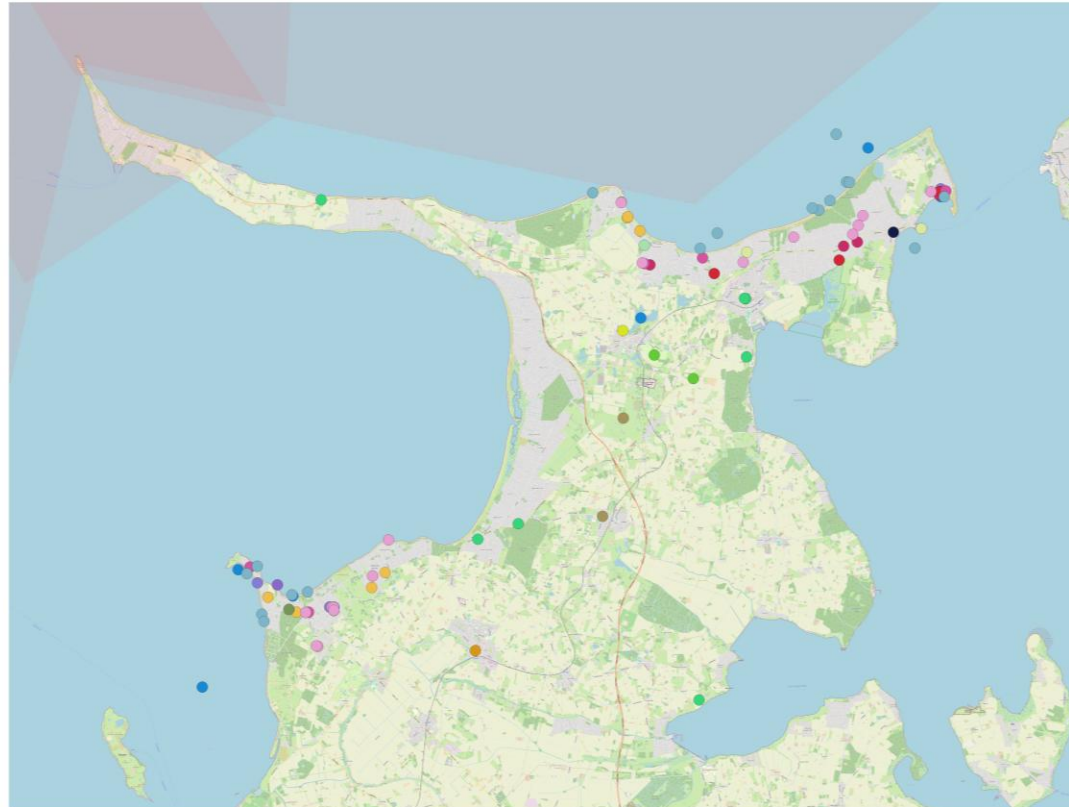


Walking during the year in Odsherred



5.2 Heatmaps - points

Recreation in Odsherred

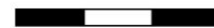


Types of recreation

- Golfing
- Playing tennis
- Fishing
- Sailing
- Swimming
- Resting
- Being creative
- Playing board games
- Inviting friends and family
- Playing music
- Reading
- Playing video games
- Watching tv
- Working in the garden
- Taking care of the house
- Visiting art galleries
- Visiting markets
- Visiting museums
- Eating out
- Visiting nature

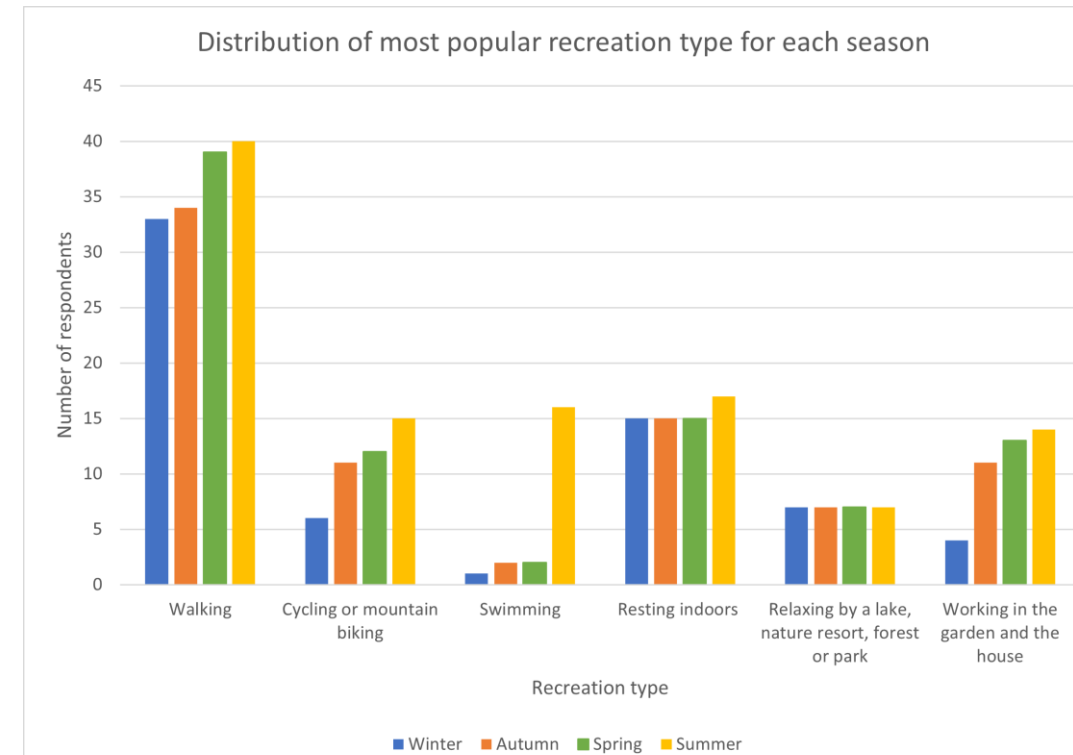
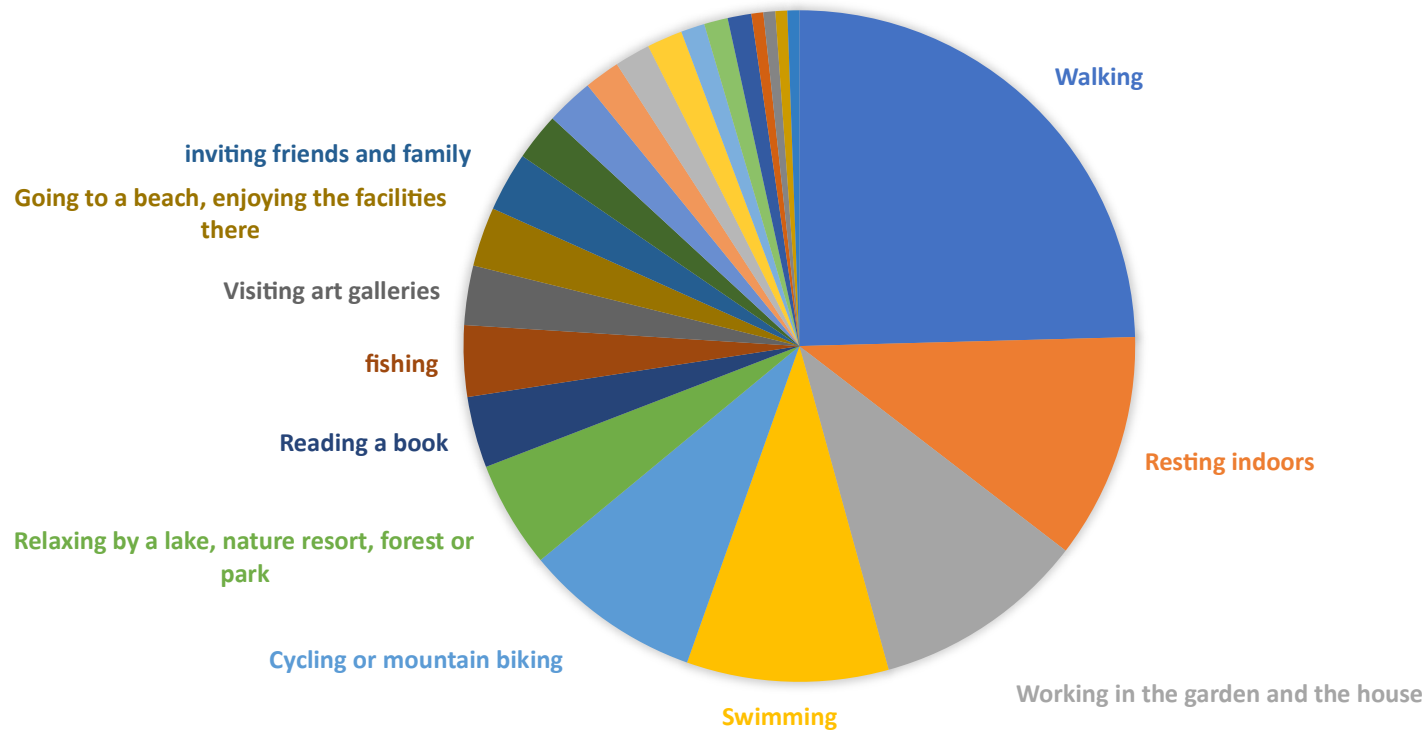
Made by Loes Breekelmans, Paulien Van Haute, Rune Burggraeve &
Zita demarest
Bron: Open Street Map, 61 respondents
12/05/2022

0 2.5 5 7.5 km

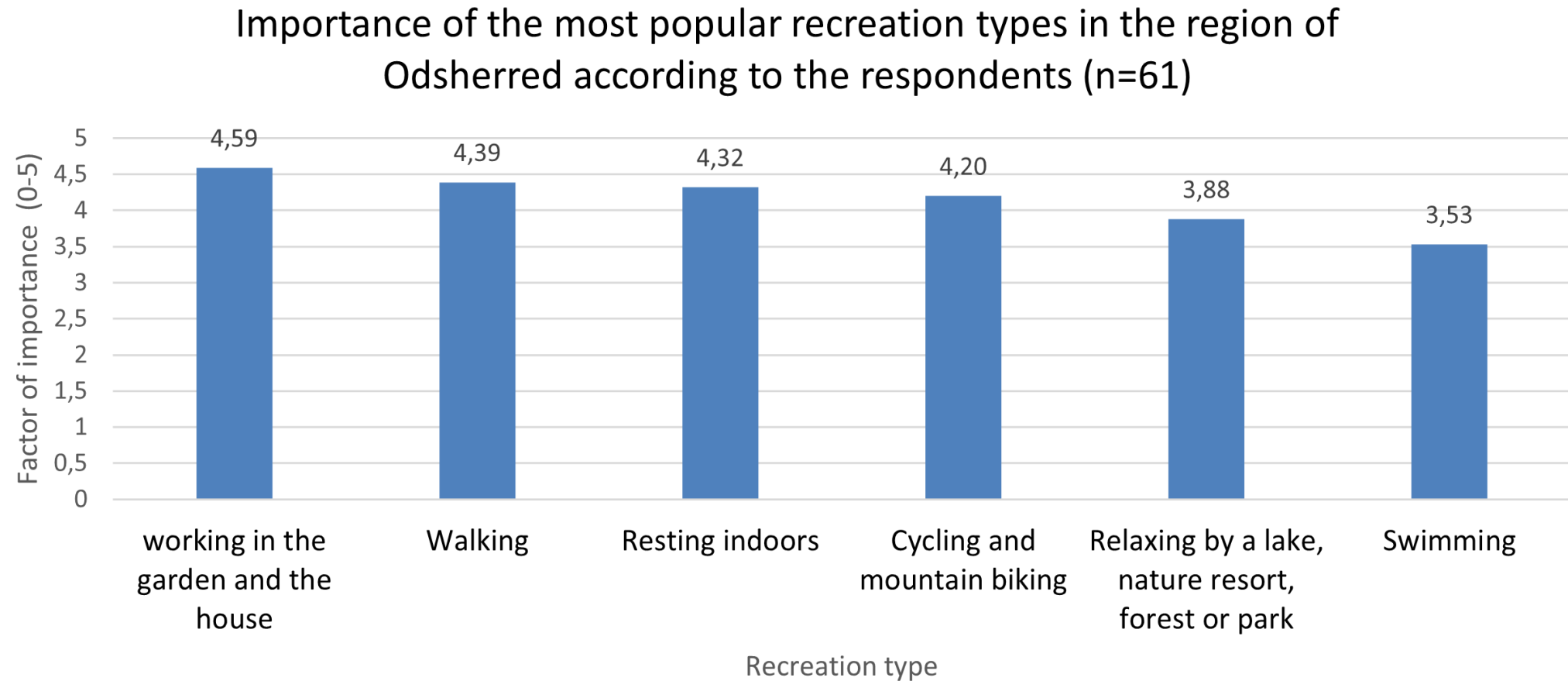


5.3 Most performed recreation types

RECREATION CARRIED OUT BY THE RESPONDENTS (n=61) IN ODSHERRED



5.4 Importance of recreation types

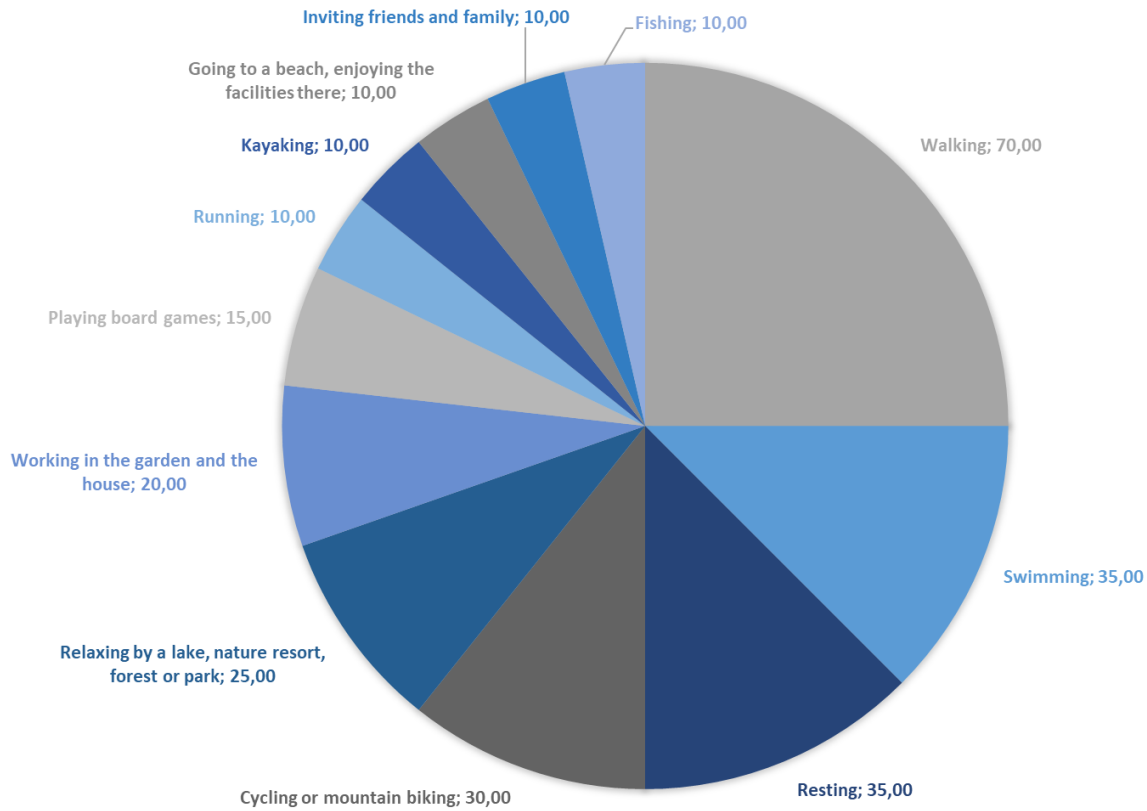


5.5 Differences in recreation between respondent groups

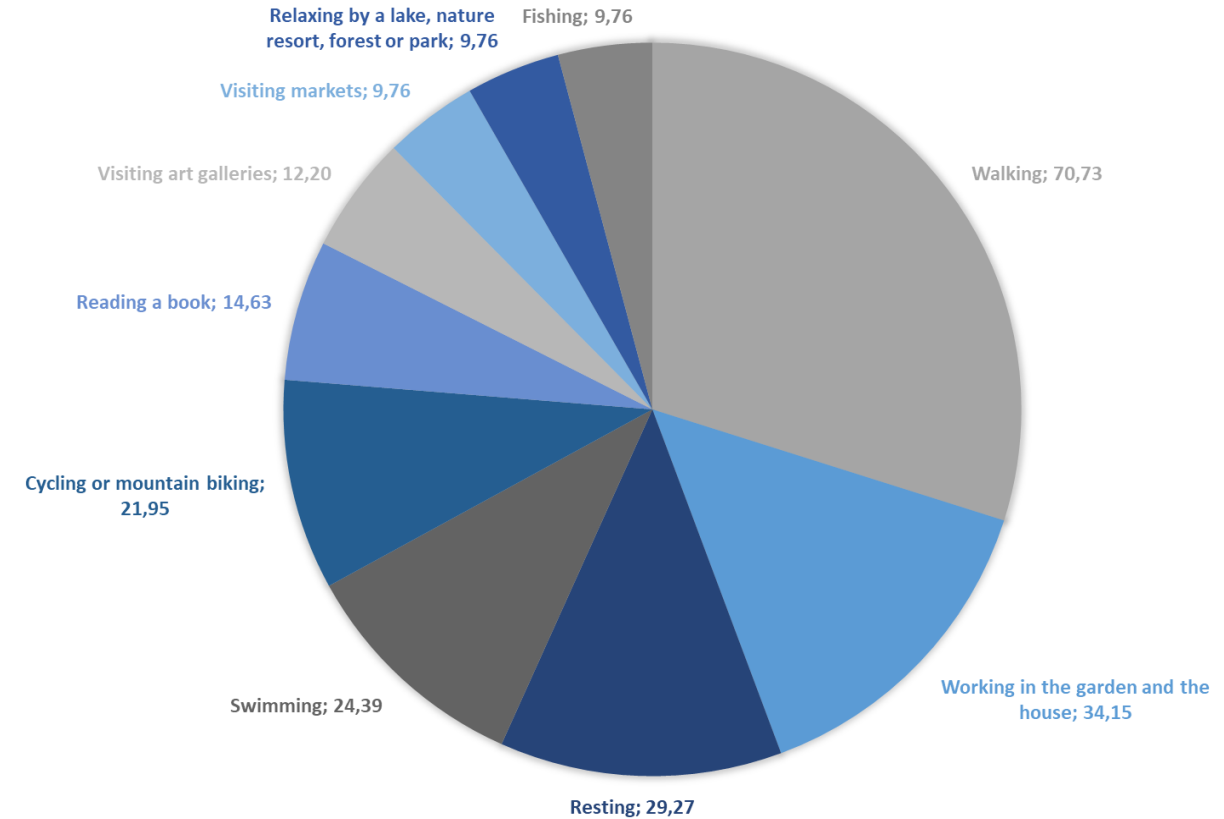
- Owners versus tenants
 - Only two tenants, no significant differences
- People born in Denmark and in other countries
 - Foreigners: showing connection with Denmark before buying a summer house
 - Activities relatively more performed by people born outside Denmark:
 - Visiting art galleries
 - Working in the garden or at the house



RESPONDENTS (-65 YEARS OLD) PERCENTAGE PERFORMING THEIR MOST LIKED RECREATION TYPES IN ODSHERRED (N=61)



RESPONDENTS (65+ YEARS OLD) PERCENTAGE PERFORMING THEIR MOST LIKED RECREATION TYPES IN ODSHERRED (N=61)



5.4 Differences in recreation between different groups

PEOPLE OF DIFFERENT AGE GROUPS: 65+ AND -65

5.6 Missing recreation

- Enough recreation (according to the respondents)
 - Quietness, relaxing, nature, inviting friends and family, beaches ...
 - Only two little things indicated: sailing and sauna at the beach
- During wintertime: closing restaurants and shops



5.7 Information experts: Interview Geopark



- COVID-19 → big expansion of summerhouses (20%)
- In the summer mostly families with kids, in winter older people
- Goal is to stretch the high season
- Growth potential: high quality ofference such as local food, preserving the landscape and the cultural history



UNESCO Global Geopark Odsherred

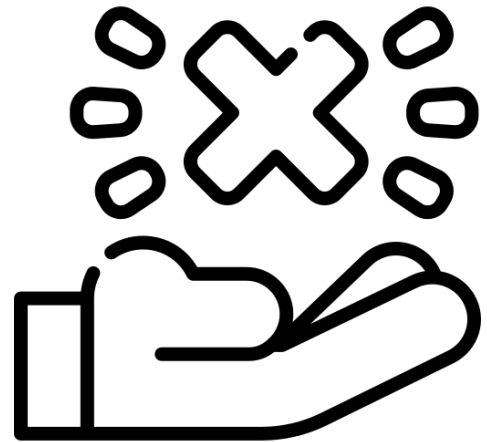
6. Limitations and outlook

Limitations

- Period of data collection: workweek and Spring
- Duration of the research
- Variation of respondents

Outlook

- Data collection throughout the year
 - Especially during Summer
- Different summer house areas
- More expert interviews





7. Conclusions

- **When:** no significant seasonality
- **Where:** areas around the summer houses
- **What type:**
 - Working in the garden and the house
 - Walking and cycling as active recreation
 - Resting and relaxing as passive recreation
- No need for additional recreation
 - *Everybody loves it here* ❤️



Questions?