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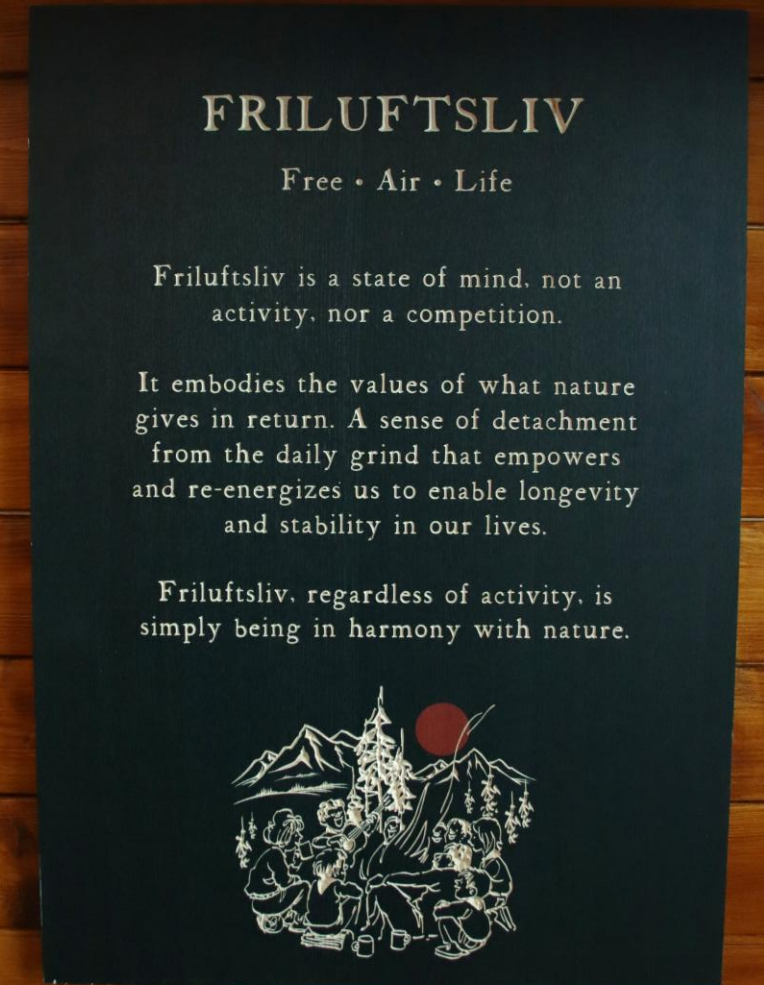
ALL PATHS LEAD TO NATURE

Friluftsliv in Odsherred

Integrated International Projectwork
MSc Geography & Geomatics
Odsherred/Roskilde (DK) – 10 to 18 May 2025

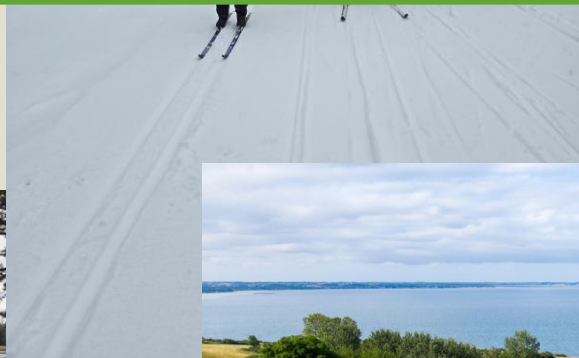
Friluftsliv! Fri-what?

- Meaning is different for everyone!
- State of mind, lifestyle, philosophy ... => complex
- Not linked to a specific activity => can be anything as long as you enjoy being **in nature!**
- Not a competition
- Benefits of friluftsliv
 - *Better physical and mental health*
 - *Build environmental awareness*



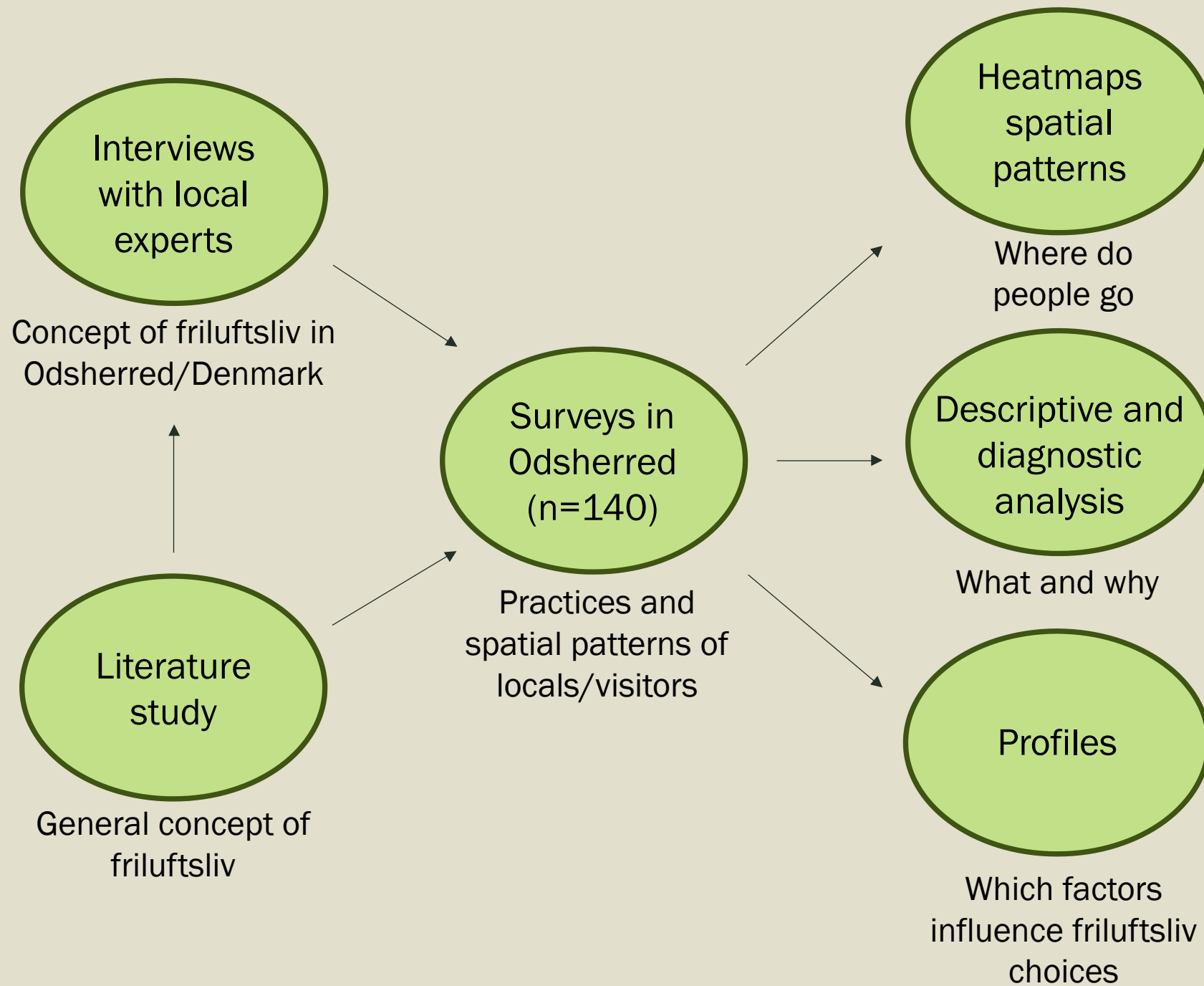


Richness in Ends, Simpleness in Means!

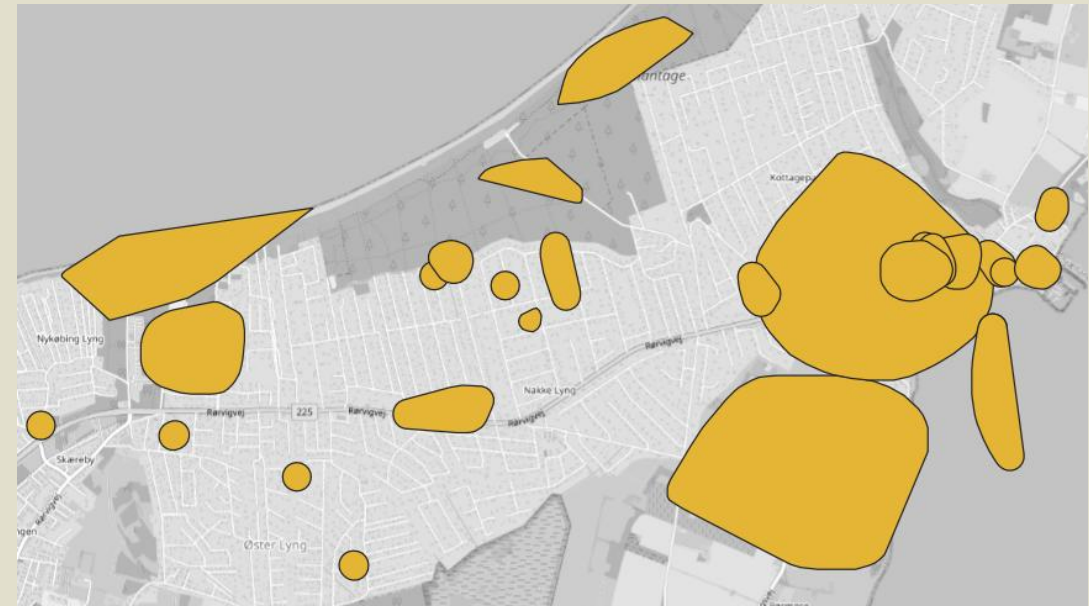


Research question(s)

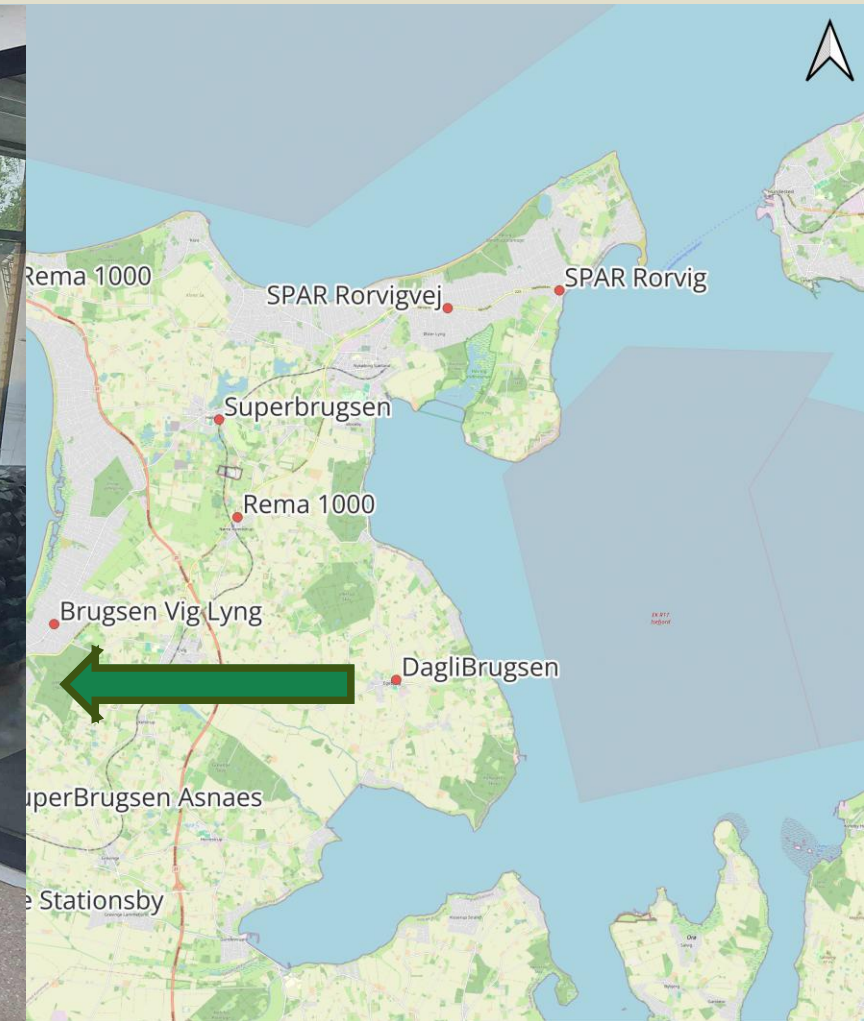
- Research gap:
 - Friluftsliv experiences in local context of Odsherred
 - Differences between locals and visitors
 - Motivation
- Main question:
 - What does friluftsliv mean as a concept and practice in Odsherred, and how do its spatial patterns differ between locals and visitors considering socio-economical and temporal factors?



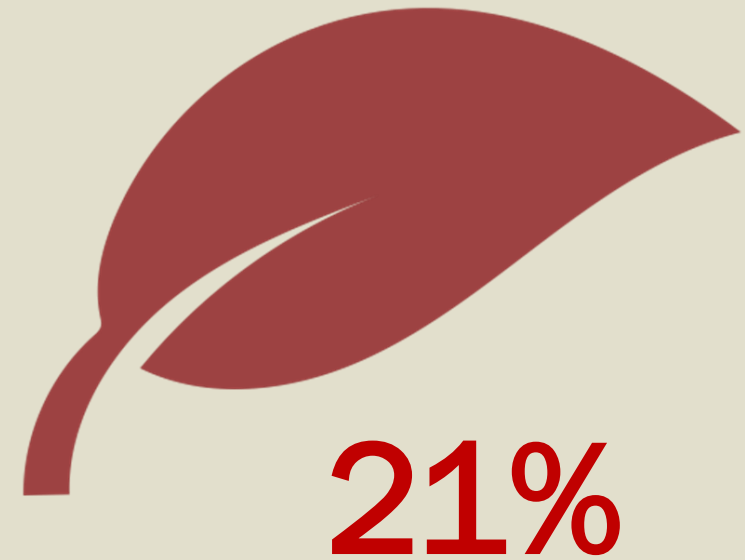
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Overview respondents



Do they know the concept of friluftsliv?



HOW DO THEY DESCRIBE FRILUFTSLIV?

A word cloud centered on the page, featuring various terms related to outdoor recreation and nature. The words are arranged in a circular pattern, with some overlapping. The colors of the words include shades of green, dark green, and blue. The words are: Camping, Forest, Together with others, Relax, Nature, Gives a certain energy, Gear needed, Beach/coast, As a philosophy, Do activity, and Escaping real life.

Camping
Forest
Together with others
Relax
Nature
Gives a certain energy
Gear needed
Beach/coast
As a philosophy
Do activity
Escaping real life

What?

Which general type of friluftsliv is mostly practiced?



Simple outdoor life

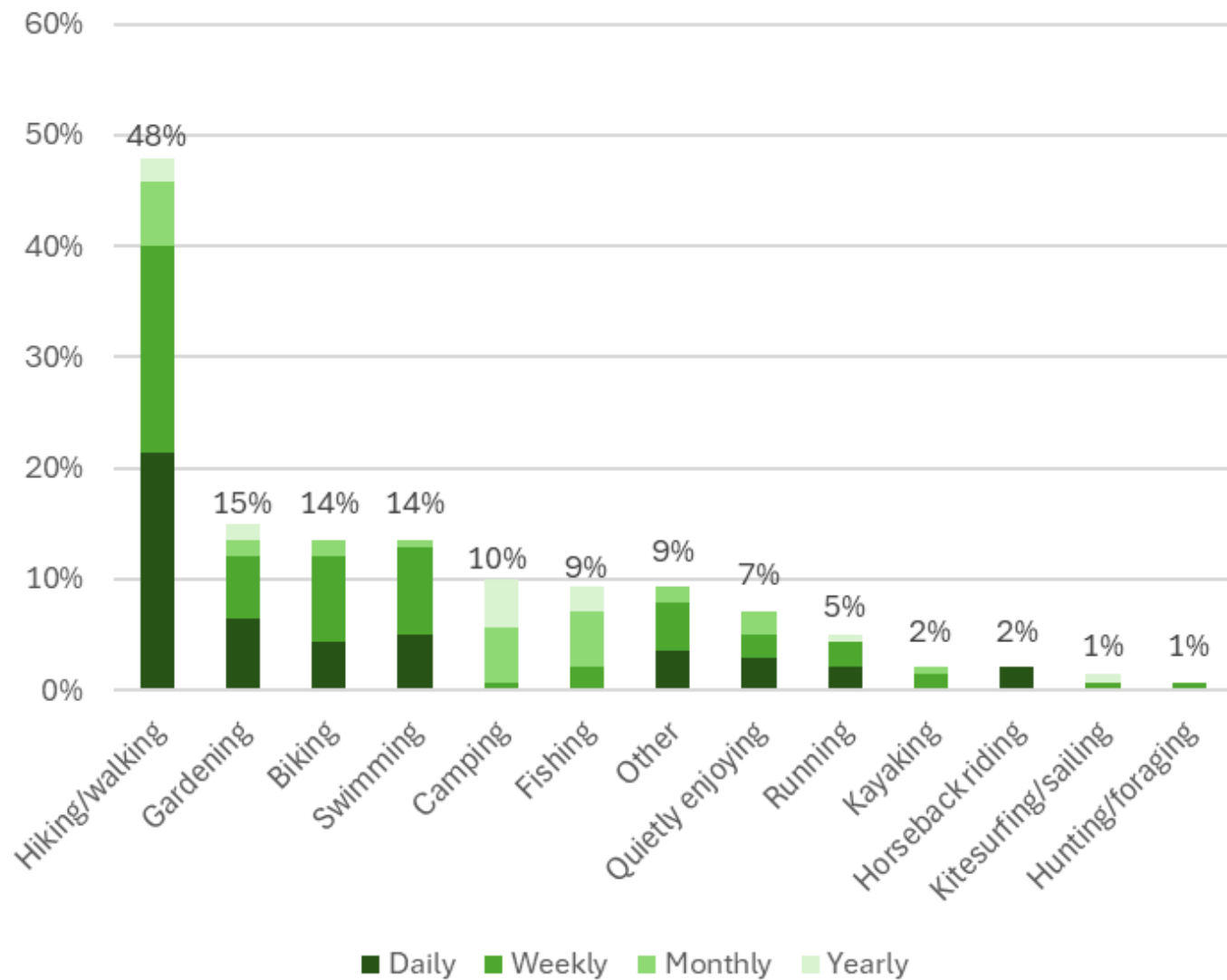


Sports



Tourism

What?



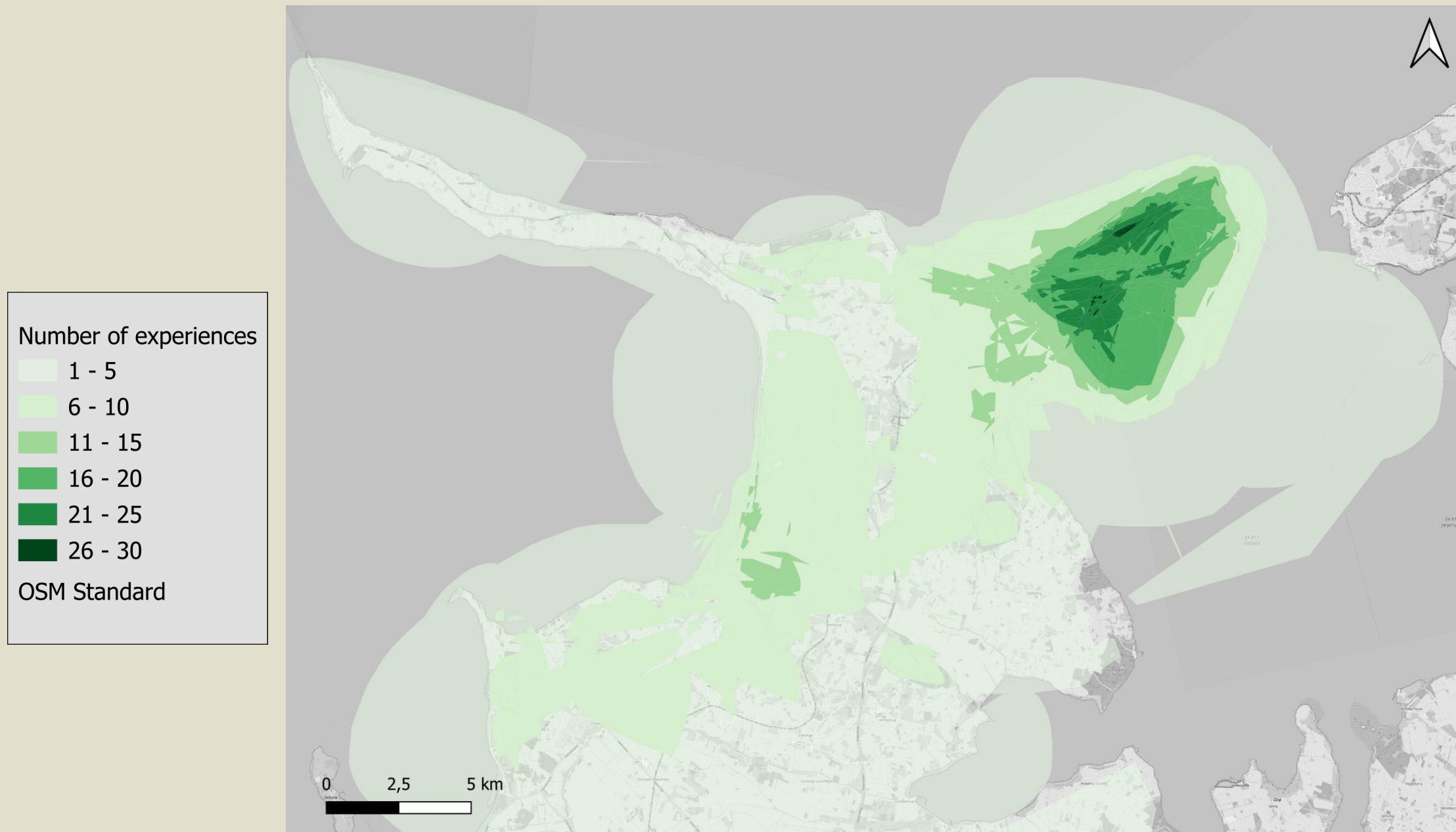
WHICH
PRACTICES
ARE DONE
THE MOST?

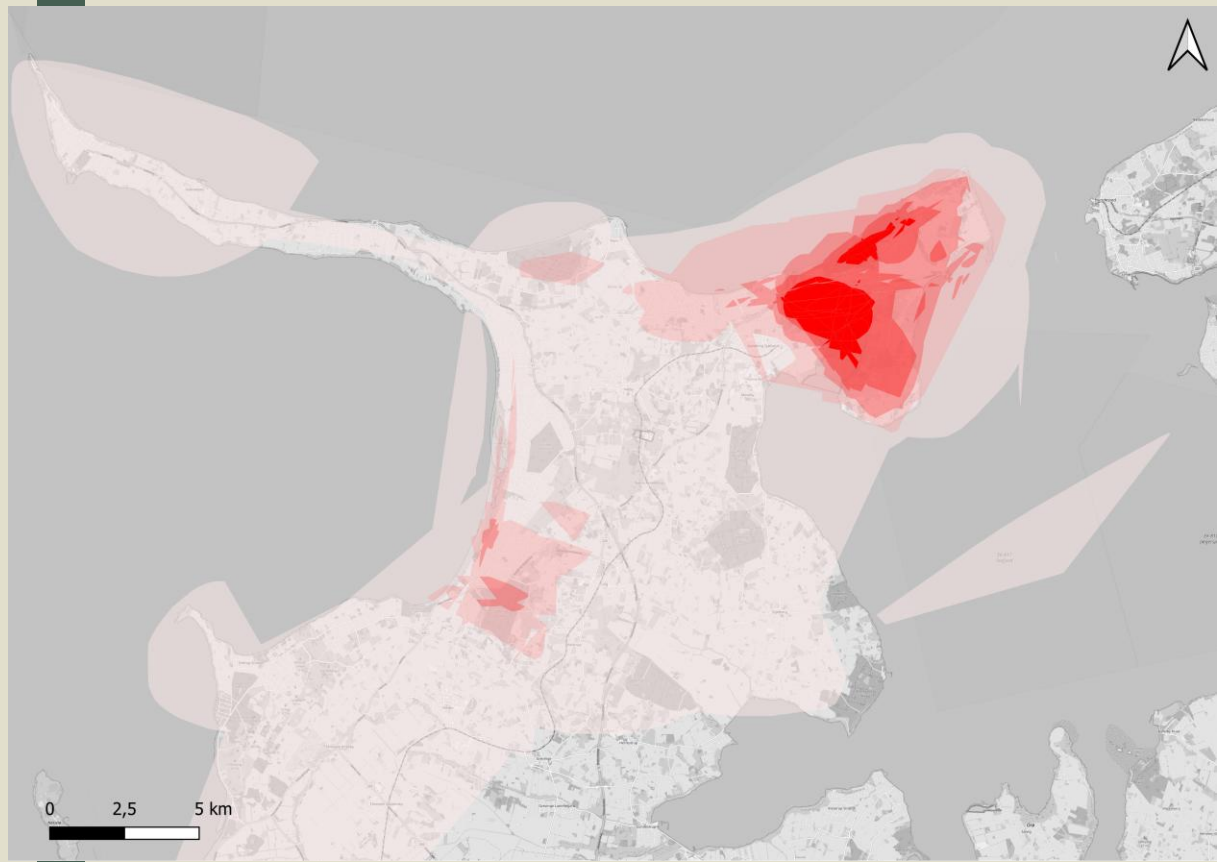
Comparing friluftsliv-experiences



What?

Spatial distribution of friluftsliv experiences



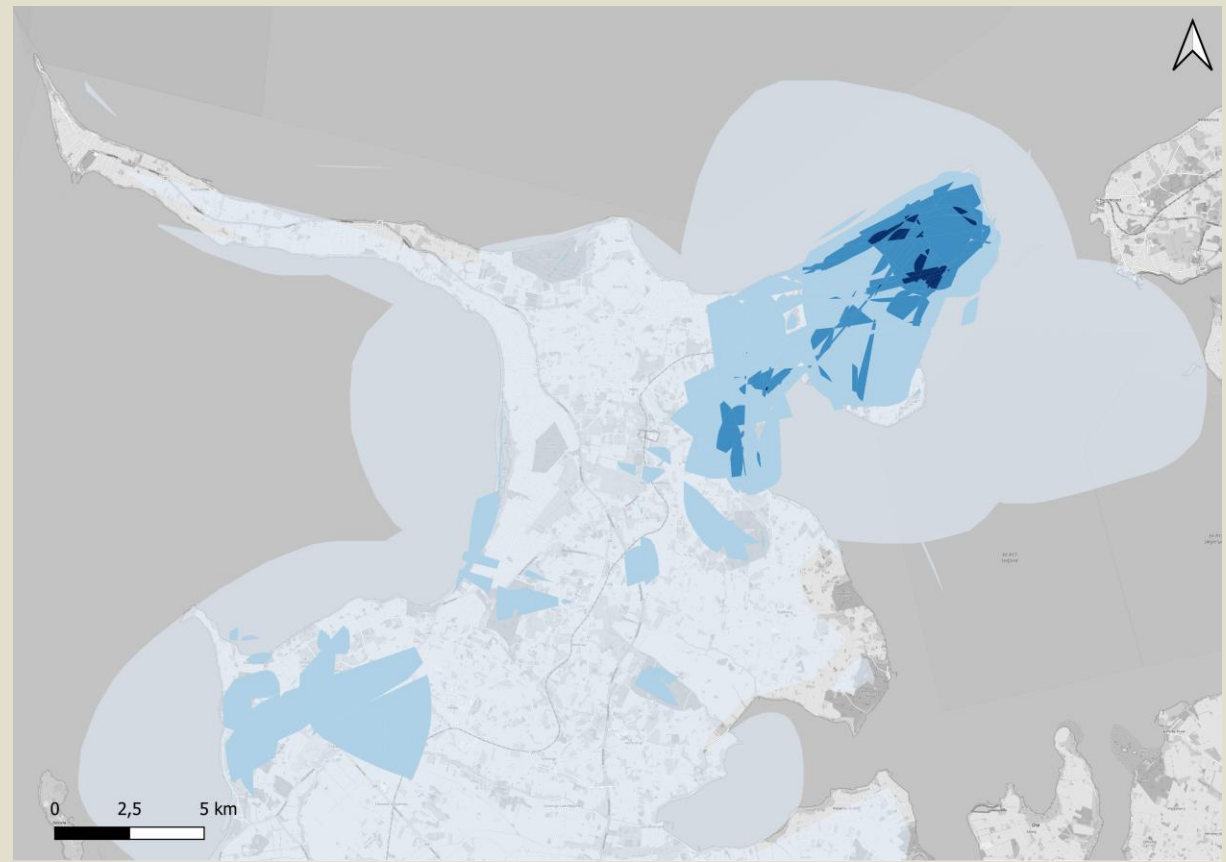


Visitors 🚗

Number of experiences

- 1 - 4
- 5 - 7
- 8 - 10
- 11 - 13
- 14 - 19

OSM Standard



Locals 🏠

Number of experiences

- 1 - 4
- 5 - 7
- 8 - 10
- 11 - 13

OSM Standard

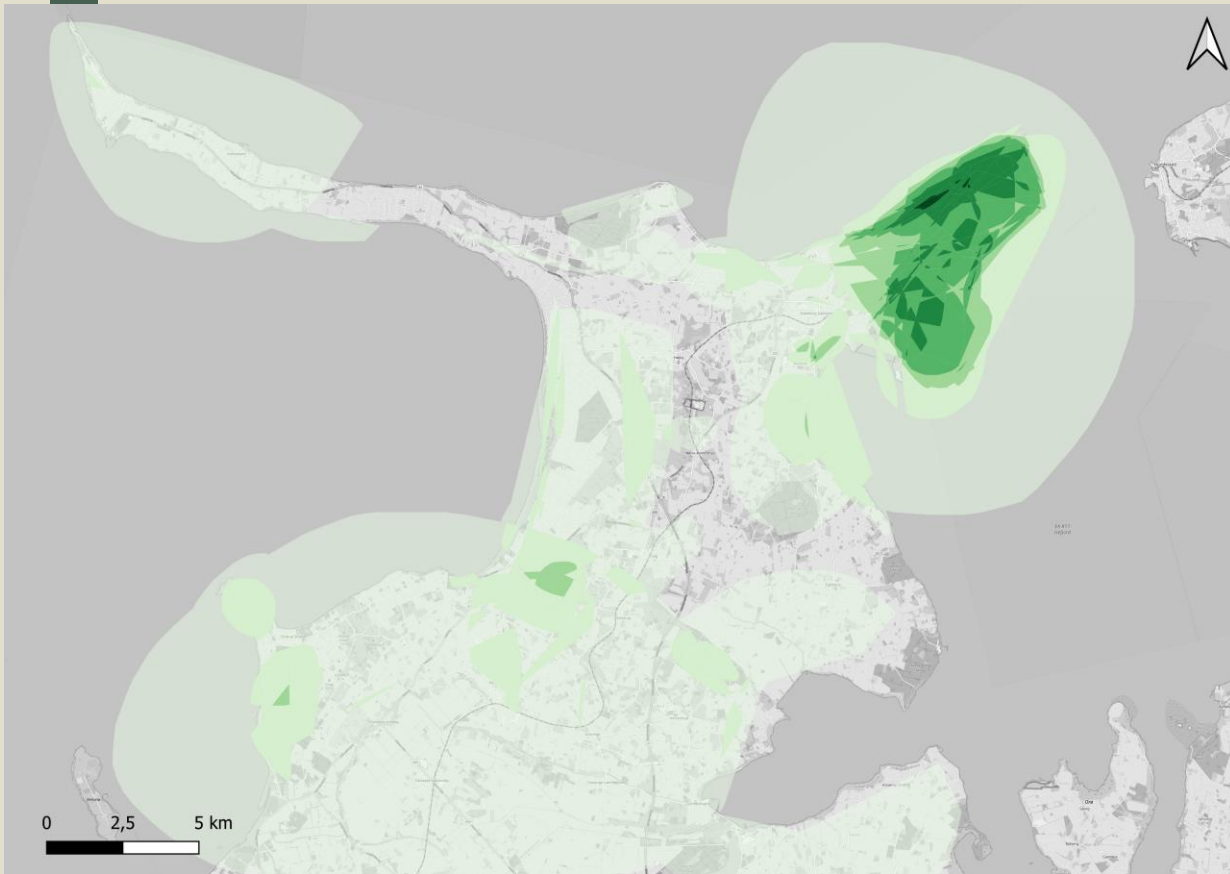
Walking/hiking



Overlap count

- 1 - 2
- 3 - 4
- 5 - 6
- 7 - 8
- 9 - 12
- 13 - 15

OSM Standard



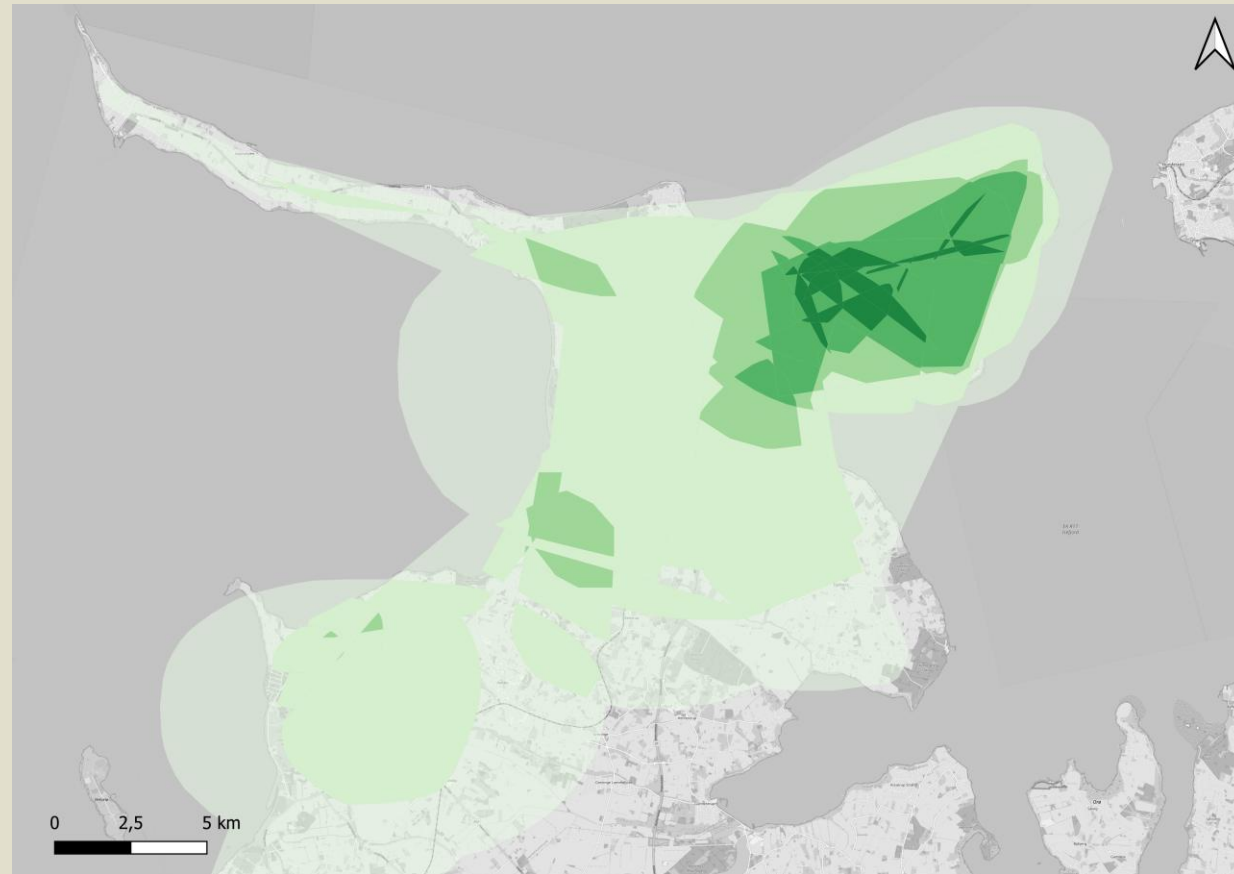
Biking



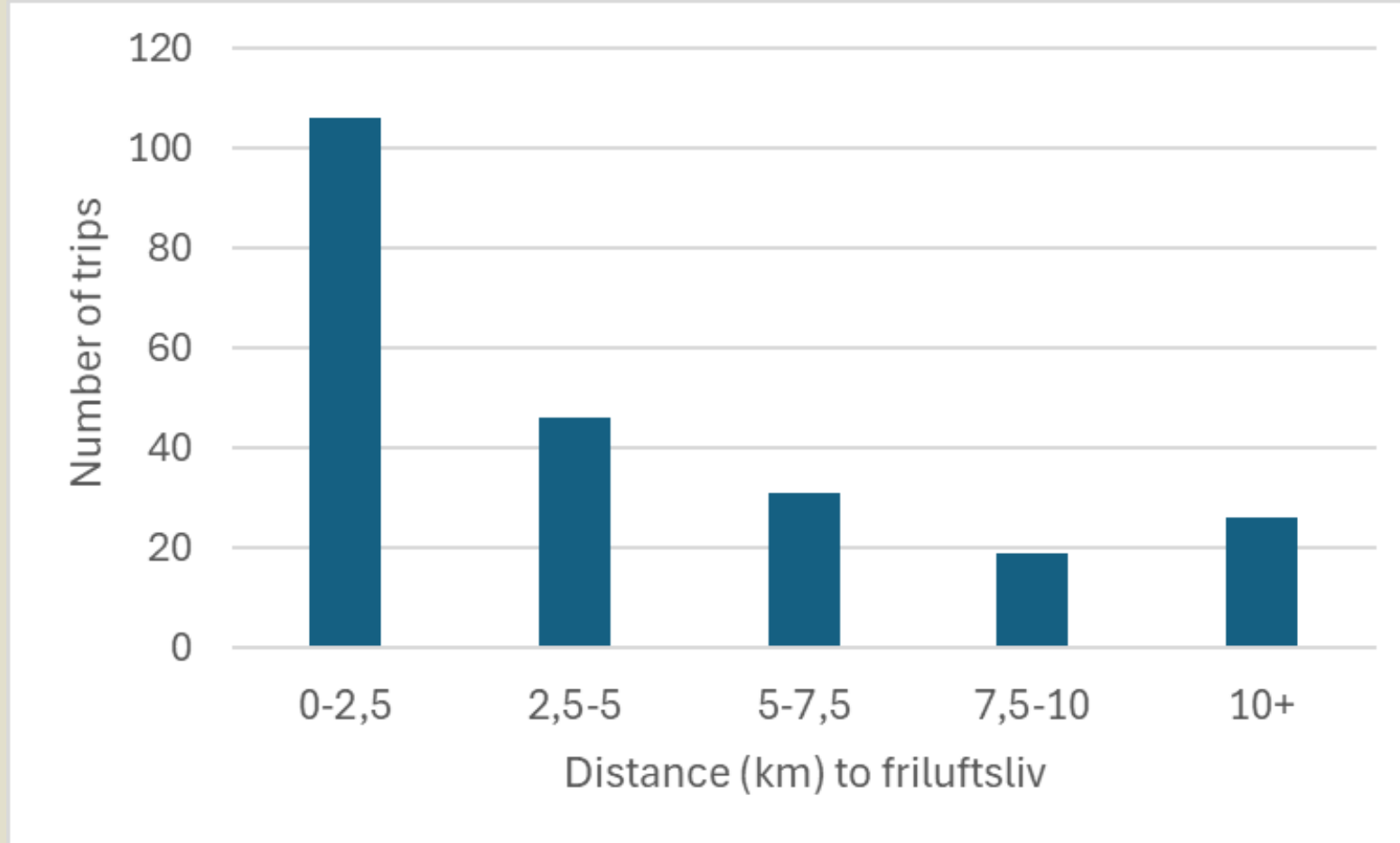
Overlap count

- 1 - 2
- 3 - 4
- 5 - 6
- 7 - 8
- 9 - 12

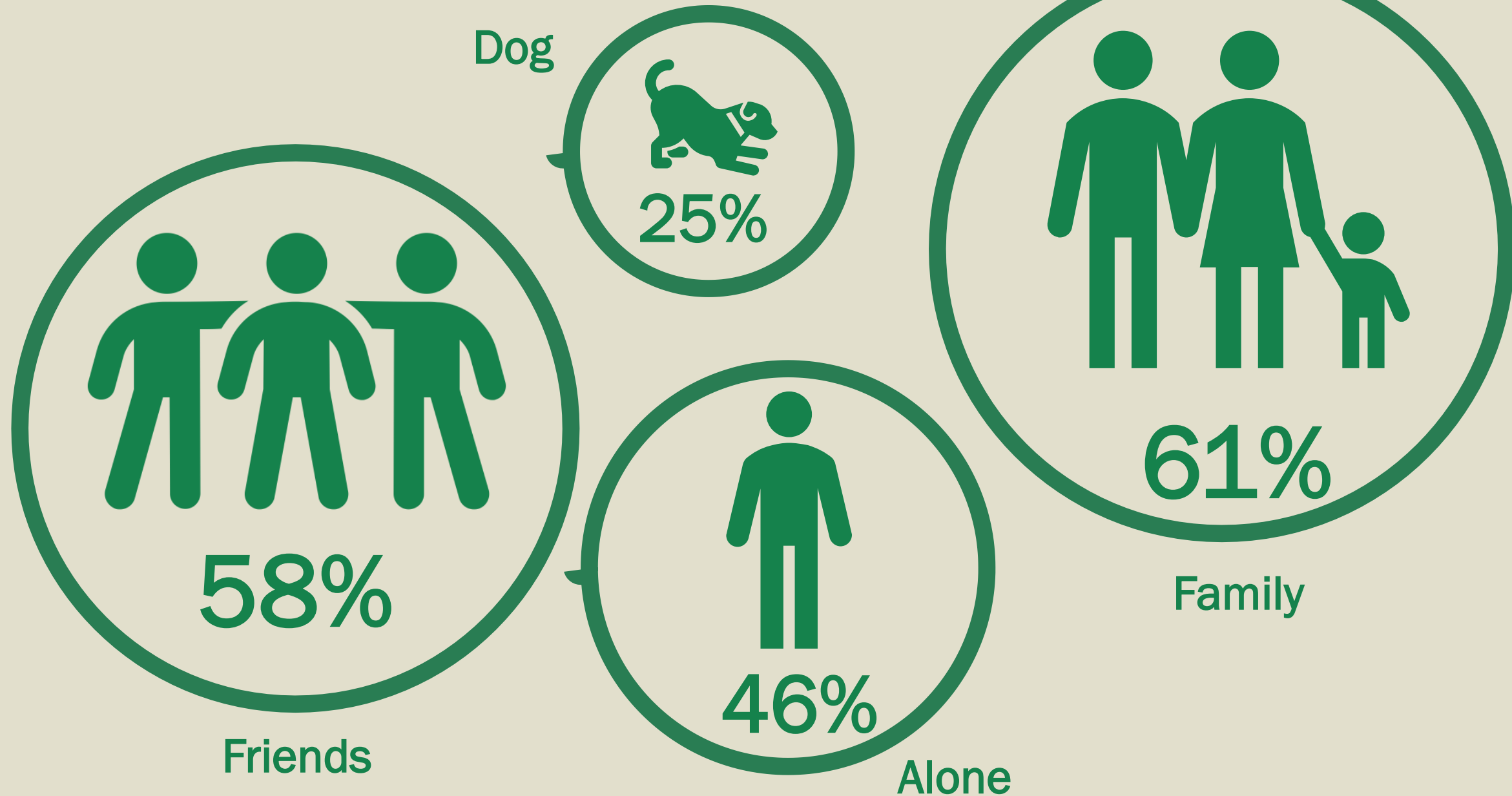
OSM Standard



Why do they go there to experience friluftsliv?



With whom do people do friluftsliv?



What motivates people to do friluftsliv?

Mental health
benefits (68%)



Social
interaction
(28%)

Nature
connection
(50%)

Relaxing/de-stressing
(64%)

Physical exercise (51%)

Profiles

- The Versatile Nature Seeker
 - *Often goes hiking, cycling, and camping*
 - *Motivations: relaxation (62%), mental health (80%), nature (52%)*
 - *Usually goes with family (71%), friends (45%), or alone (46%)*
 - *Wide variation in age, gender, and local/visitor status*
- The Functional Social User
 - *Frequently engages in friluftsliv with friends (56%) and family (54%)*
 - *Fewer spiritual or nature-related descriptions (26% on nature)*
 - *Less pronounced motivations – emphasis on physical activity (35%) and social contact*
 - *More practically oriented, more often male, a mix of locals and visitors*
- The Quiet Nature-Oriented Individual
 - *High on nature (90%), tranquility (93%), wildlife (53%)*
 - *Friluftsliv often done alone (53%) or with a dog*
 - *More often women and slightly older participants*
 - *High score on 'mental health' as a motivation (73%)*

Conclusion

“Richness in Ends, Simplesness in Means!”

- Clear tendencies in experience of friluftsliv:
 - Mostly nature, forest and coast
 - Walking, biking, gardening, swimming
 - Visitors (Nykobing, Honsinge) vs locals (Rorvig, Ordrup, Veddinge)
- Cluster analysis revealed meningful profiles

- + Strong dataset (n=140)
- + Accessible survey design
- + PGIS for spatial data

- A lot of responses in the same place
- Some choices not clear (for example mixed use)
- Small subgroups in categories



**FRILUFTSLIV I
ODSHERRED**

THANK
YOU FOR
LISTENING