

Transnational visitor survey in the Wadden Sea region 2020/2021

Danish Wadden Sea region

Kiel, 14th January 2022

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Summary (1): Objective and method

- **The aim of this survey** is to conduct a transnational guest survey in the Wadden Sea regions of Denmark, Germany (Lower Saxony and Schleswig-Holstein) and the Netherlands. The survey was conducted simultaneously and with coordinated content.
- Among others this **guest survey will provide information** on guest perceptions, the importance of sustainable tourism and the World Heritage status of the Wadden Sea. A harmonised questionnaire is available, which was produced in seven versions due to different languages and regional specifics, has been produced in a total of seven versions.
- **Visitor survey Danish Wadden Sea region 2020/2021:** The results of the visitor survey in the Danish Wadden Sea region 2020/2021 are based on a case number of n=579 cases. Data are available for numerous other important target groups for the Danish Wadden Sea region.
- **Method and basis:** The visitor survey in the Danish Wadden Sea region was conducted via face-to-face interviews with day trippers and overnight guests aged 18 years and older using a standardized questionnaire. The interviews were conducted at different locations in places with tourist significance. Survey period of the reported data: August to October 2020 and April to June 2021.



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Summary (2): The stay at the North Sea – Travel behaviour

- **Travel experience:** Almost half of the guests of the Danish Wadden Sea region are first-time visitors (47%, 11% are second time visitors and almost every third has repeatedly visited this region before (29%).
- **Reason for travel:** Trips to the North Sea are mainly holiday trips and short breaks (93%). For 7% of the respondents, the trip was made to visit relatives/acquaintances. Business trips hardly play a role.
- **Accommodation:** A quarter of the surveyed guests of the Danish Wadden Sea region stayed on a camping site (25%) and almost every fifth guest in a bungalow park (17%). 19% booked a holiday unit, 9% chose a bed & breakfast/private room or an AirBnB and only 8% stayed in a hotel.
- **Length of stay:** A trip to the Danish Wadden Sea region lasts on average about 5 days, whereby almost one third of the guests visited the region on a day trip (28%), another third stayed between 5 to 8 days (33%) and every fourth spend 2 to 4 days there (23%).
- **Means of transport:** By far the most frequently used means of transportation is the car (86%). Only 5% of the visitors come by train or bike.
- **Date of travel:** About half of the reported trips to the Danish Wadden Sea region were made during spring 2021, 30% in autumn 2020 and 21% in summer 2020.



Summary (3): The stay at the North Sea - Information sources and excursions

- **Sources of information:** The three most important information sources for the guests of the Danish Wadden Sea region are internet search engines (46%), specific websites of the region or place (39%) and accommodation websites (39%). About a third of the visitors named family and friends as an additional information source. 14% did not use any information before the trip and 14% used online bookings sites.
- **Excursions:**
 - **Volume:** Every second guest of the Danish Wadden Sea region made at least one excursion from their holiday destination during their stay. The average number of excursions made during the stay is 2.9.
 - **Means of transport:** On their excursions, the majority of the Danish Wadden Sea region guests used the car (81%), 23% the bicycle and only 3% bus or train.
 - **Destinations:** 85% of North Sea guests made at least one trip to the mainland, 50% to an island. On average the guests made 2.2 trips to the mainland and 1.5 trips to the islands.



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Summary (4): The stay at the North Sea – Travel behaviour and tourist offers

- **Travel expenses:** On average guests of the Danish Wadden Sea region reported travel expenses of EUR 80 per day and person (accommodation: EUR 47, other services: EUR 33, excluding arrival/departure). The average of total travel expenses amounts to EUR 805.
- **Travel company:** 90% of guests at the North Sea travel in company. The average group size is 3.0 persons. About one third of the visitors traveled with children (0-17 years) and 16% of Danish Wadden Sea region visitors are accompanied by dogs.
- **Tourist offers:** With four out of five visitors of the Danish Wadden Sea region using access to the internet and shopping (food etc.) offers, these are by far the most frequently used offers and they received rather high ratings (83% and 87% rated with “very good/good” ratings, respectively). Daytrip, beach and bathing as well as hiking/jogging/... opportunities were used by 60 to 70% of the visitors, who rated those offers extremely high (at least 94% rated with “very good/good”). Only around half of the guests used cultural and culinary offers, Wadden sea exhibition center and shopping offers and only one third visited a tourist information office. Other tourist offers such as guided tours, organized outdoor activities, swimming pool or public events were barely used, but rated well. Public transport with bus and train received the lowest share of good ratings (18% with “very good”), transportation with the ferry, however, was rated much higher (63% with “very good”), although both were only used by 15% of the visitors.



Summary (5): The stay at the North Sea - Environmental aspects and awareness of status

- **Information on the Wadden Sea:** There are three main sources of information on the Wadden Sea, which are similarly important for visitors: Information boards and displays (42%), leaflets/brochures (40%) and the internet (37%). Only 15% of the visitors used the Wadden Sea exhibition or visitor centre as information source. Around 10% get information of the Tourist Information or their landlord. Most other information sources are negligible.
- **Reasons for travelling:** By far the most frequently mentioned travel decision reasons for the North Sea are the recreational opportunities (77%) and the landscape/location (77%). Climate and air quality (65%) and the nature (62%) are also important reasons for choosing the Wadden Sea as a travel destination.
- **Importance of environmental aspects in the destination:** The protection of nature at the holiday destination and experiencing intact nature on holiday is (very) important for almost all respondents (91% and 90% respectively). For most visitors of the Danish Wadden Sea region the following aspects are also very important or important: Specifically learning about nature at the holiday destination (84%) and learning about the region or place itself (84%) as well as staying away from the hustle and bustle of tourist crowds (82%).
- **Attitude towards nature and environmental protection aspects on holiday:** 35% of Danish Wadden Sea region guests are willing to spend more money for a hotel or an accommodation if it has an eco-label, 46% prefer businesses that show they are contributing to environmental and nature protection, 35% are willing to donate a small amount of money to financially support nature protection at the destination and 26% state the importance of a selection of specialized offers regarding the Wadden Sea theme.
- **Awareness of the Wadden Sea World Heritage status:** With 92%, the majority of guests are aware of the World Heritage status of the Wadden Sea.



Summary (6): The stay at the North Sea – Relevance of status and nature experience

- **Relevance of status as National Park, World Heritage Site and biosphere reserve:**
 - For 54% of guests, the protection of the Wadden Sea as a national park was a (very) important reason when planning the journey.
 - In contrast, the designation of the Wadden Sea as a World Heritage Site is less often very important or important for the travel decision (45%).
- **Interest in nature experience offers:** 43% of the respondents are interested in nature experience trails and 40% in visiting wadden sea exhibitions or visitor centres. Every third guest would like to do a trip to the seal colonies (30%) and every fourth is interested in presentations on nature and the environment (25%) as well as guided saltmarsh, dune or beach tours (24%). Guided trips to the islands (21%), birdwatching tours (20%), and tidal flat hiking tours (19%) are an option for about one in five guests.
- **Restrictions due to nature conservation regulations:** No respondent felt restricted by nature conservation regulations in the Wadden Sea due to the protective status as a World Heritage/National Park during their holiday.
- **Willingness to recommend the region as a holiday region:** The willingness to recommend the place of the current North Sea trip is high: The average rating for the Danish Wadden Sea region is 8.7 on a 10-point-scale with 10 = highly likely and 0 = not likely at all. 83% of the respondents can imagine to recommend the region as a holiday destination (with ratings of 8 or higher). There were no ratings lower than 5.



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Summary (7): Guest structure

- **Age:** Half of the guests at the Danish Wadden Sea region are 50 years and older (average: 48.3 years), whereby one fourth of all guests are between 50 and 59 years old.
- **Gender:** 52% of the Wadden Sea guests in Denmark are female, 42% are male.
- **Children/young people in the household:** More than one fourth of the domestic North Sea guests live with children/young people in the household. The average household size is 2.4 persons.
- **Net household income:** Almost half of the North Sea visitors overall have a net household income of EUR 3.000 or more. Every fourth reported a net household income between EUR 2.000 and EUR 2.999.
- **Source markets:** 64% of respondents from the Danish Wadden Sea region are domestic travelers. The main source market for North Sea visitors in Denmark is Germany (26%).



Method description (1)

- **Survey method:** Personal interviews on site
- **Target group:** Day trippers and overnight guests to the Danish Wadden Sea National Park region aged 18 years and older. When selecting respondents, care was taken to interview couples without children, families with children, those travelling alone as well as group participants.
- **Language:** Danish, German, English
- **Sample points:**
 - Ho/Skallingen: Vogterhuset, p-plads til Langli, Ho Havn, købmand
 - Varde By/Varde Ådal Havnepladsen i Varde, Janderup Ladeplads
 - Fanø: Sdr Ho, Nordby, færger, Fanø Bad, tourist office, SuperBrugsen
 - Esbjerg: De Hvide Mænd (Sædding), Hjerting Badehotel
 - Ribe: Pedestrian street, Kolvig, Kammerslusen, tourist office, Føtex parking lot
 - Mandø: Camping site, B&B, shop, Klithuset, parking lot Vr Vedsted (arriving from Mandø)
 - Rømø: Lakolk, Havneby shoppingcenter, Sønder Strand, Tønnisgaard, tourist office
 - Tøndermarsken: Højer Mølle, Vidåslusen, Lægan, Rudbøl

→ In the distribution among the locations, care was taken to carry out interviews at each location. The actual number of interviews conducted varied depending on the location.



Method description (2)

- **Survey period of the reported data:**
 - Summer 2020: 01.08. – 31.08.2020
 - Autumn 2020: 01.09.2020 – 31.10.2020
 - Spring 2021: 01.04.-30.06.2021

Due to the Corona pandemic and associated restrictions the originally planned survey period in spring 2020 was postponed to spring 2021.

In addition, the survey was continued in summer 2021 (1. July to 31. August 2021). The data from this additional survey period will be compared with the data from summer 2020 in a separate evaluation and is not included in the data used for this analysis.

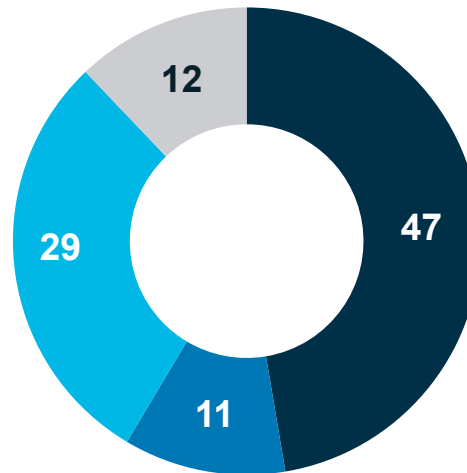
- **Seasonal distribution:** In the temporal distribution over the months, care was taken to conduct interviews in each month.
- **Number of respondents:** 579 respondents in total



Travel experience with the Wadden Sea Region

in %

Danish Wadden Sea region



- First-time visitors
- Second time visitors
- Regular Customers
- no answer/don't know

Regular visitor: 3 times and more often at this location on an overnight trip

Basis: Respondents Danish Wadden Sea region (n=579) in summer 2020, autumn 2020 and spring 2021

Question: How many times have you stayed previously at this location on an overnight trip?



Travel purpose

in %

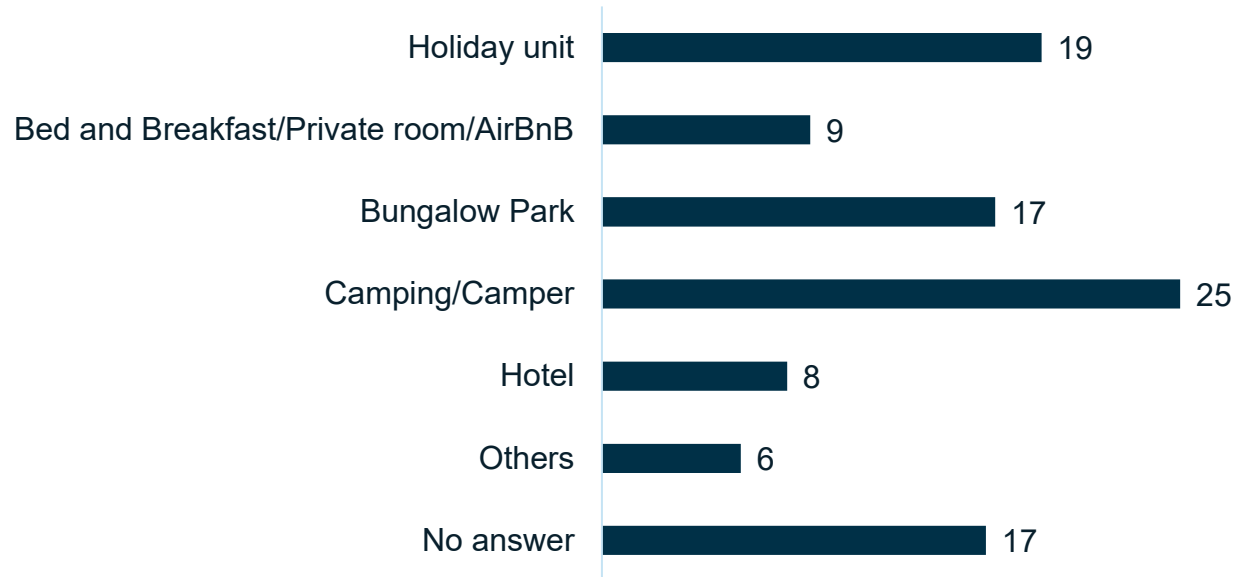


Basis: Respondents Danish Wadden Sea region (n=579) in summer 2020, autumn 2020 and spring 2021
Question: What is the reason of your travel? (multiple answers)

Accommodation

in %

Danish Wadden Sea region



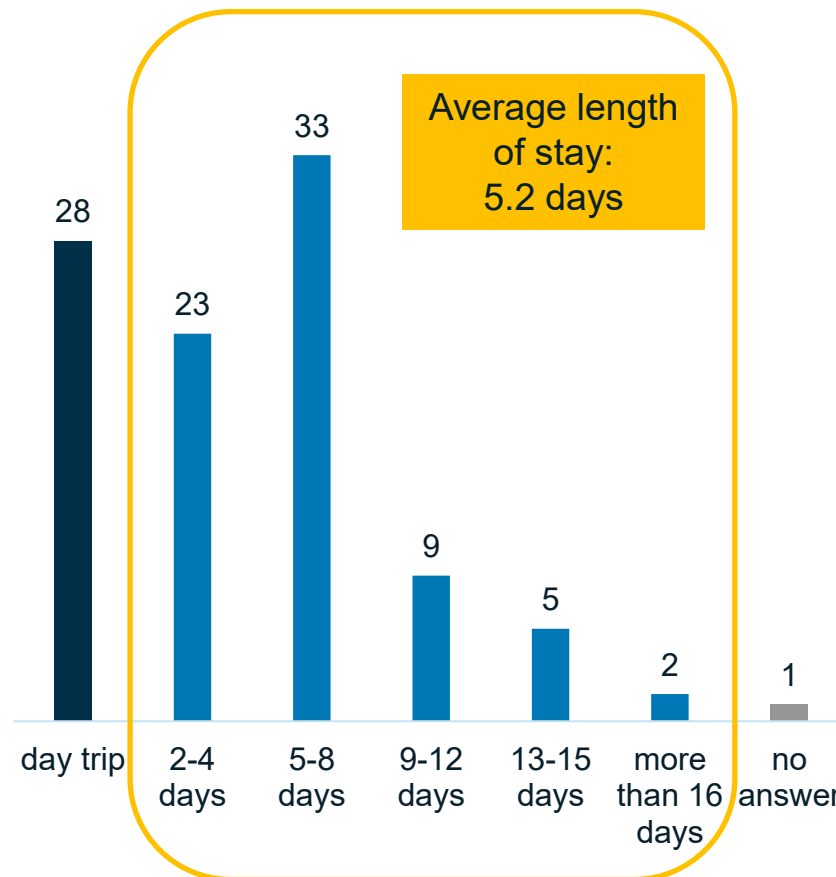
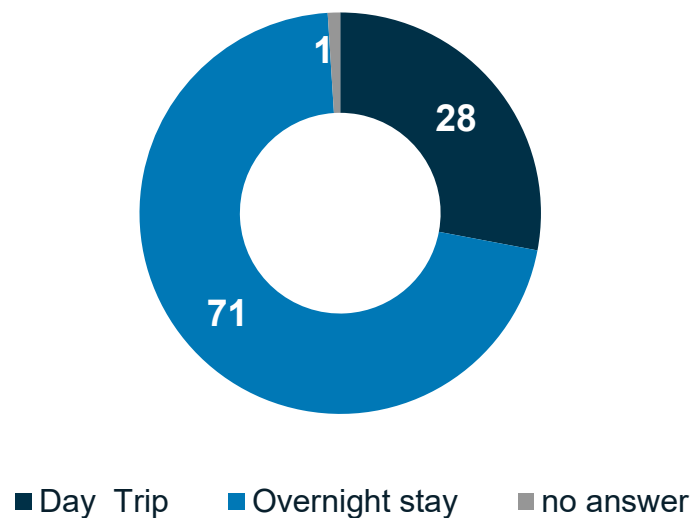
Basis: Respondents Danish Wadden Sea Region (n= 579) in summer 2020, autumn 2020 and spring 2021
Question: What type of accommodation do you currently occupy?



Length of stay

in %

Danish Wadden Sea region



Basis: Respondents Danish Wadden Sea region (n=579) in summer 2020, autumn 2020 and spring 2021
Question: How long are you intending to stay at your current location during your current travel?

Main means of transport of arrival

in %



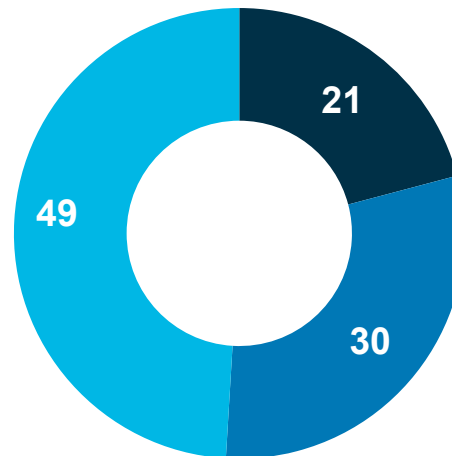
■ Car – fuel/diesel/hybrid ■ Car – electric/hydrogen ■ Train ■ Bus ■ Plane ■ Boat/ferry ■ Bicycle ■ Other ■ no answer

Basis: Respondents Danish Wadden Sea region (n=579) in summer 2020, autumn 2020 and spring 2021
Question: What main mode of transport did you use to arrive at your current travel destination? (longest distance, single answer)

Date of travel

in %

Danish Wadden Sea Region



- Summer 2020 (July-Aug. 2020)
- Autumn 2020 (Sept. - Oct. 2020)
- Spring 2021 (April-June 2021)

Basis: Respondents Danish Wadden Sea region (n=579) in summer 2020, autumn 2020 and spring 2021

Sources of information (TOP 10)

in %

Sources of information (TOP 10)	Danish Wadden Sea region
Internet search engines	46
Specific websites of the region/place	39
Accommodation website	39
Family, friends	30
I have not informed myself beforehand	14
Online booking sites, e.g. for holiday units or hotel rooms	14
Journalistic reports on the internet	7
travel literature, travel guides	5
TV	5
Online rating portal	4

Basis: Respondents Danish Wadden Sea region (n=579) in summer 2020, autumn 2020 and spring 2021
 Question: Where did you find information about your current travel destination? (multiple answers)



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Sources of information (11-20)

in %

Sources of information (TOP 10)	Danish Wadden Sea region
Tourist information in the region/place	3
travel magazine	3
Brochure of the rental accommodation	2
Social media	2
Travel agency, tour operator	2
Newspaper, news magazine	2
Host directory	1
Someone else assembled the information	1
Travel exhibition	0
Others	4

Basis: Respondents Danish Wadden Sea region (n=579) in summer 2020, autumn 2020 and spring 2021
 Question: Where did you find information about your current travel destination? (multiple answers)



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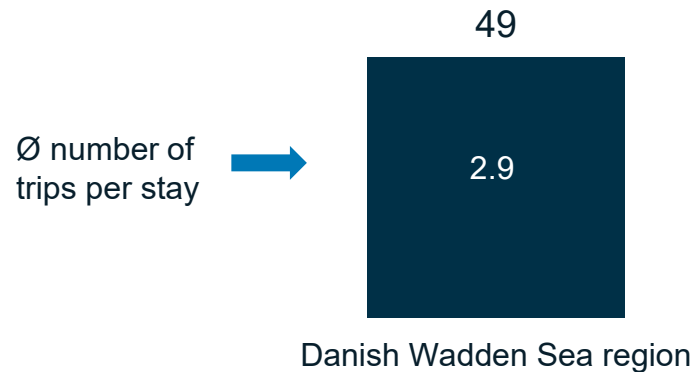
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Trips during overnight stays

Trip intensity
(percentage of respondents who
have made at least one trip)

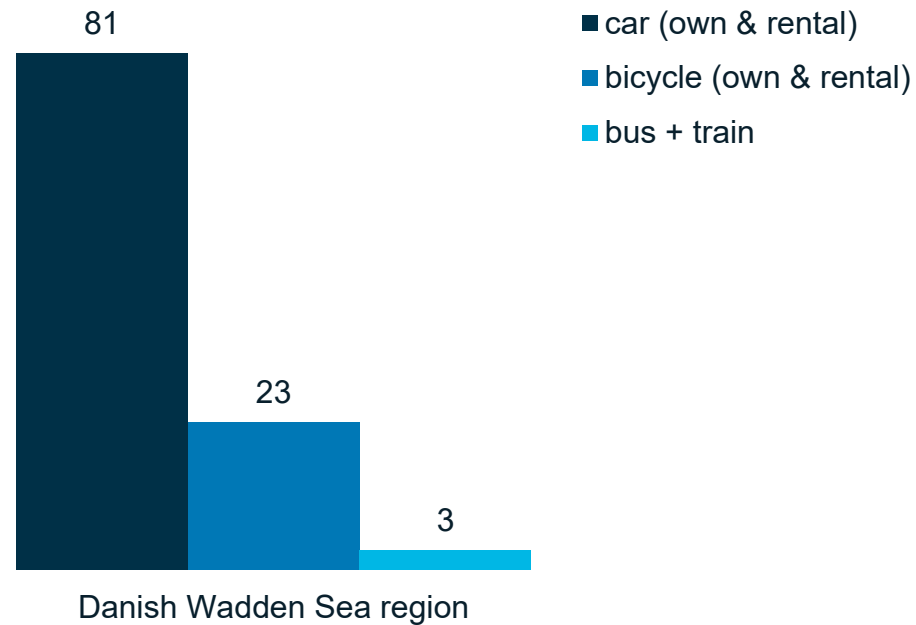


Basis: Respondents Danish Wadden Sea region, in summer 2020, autumn 2020 and spring 2021
Question: Did you do any day trips from your current location? (n=579),
Question: If yes, how many such day trips did you do? (n=286)



Trips during overnight stays: Means of transport

in %



Basis: Respondents who did at least one trip during their stay, Danish Wadden Sea region (n=286) in summer 2020, autumn 2020 and spring 2021
Question: If yes, how many such day trips did you do by... own car? ...rented/shared car? ...own bicycle? ...rented/shared bicycle? ...bus or train?

Trips during overnight stays: Means of transport (details)

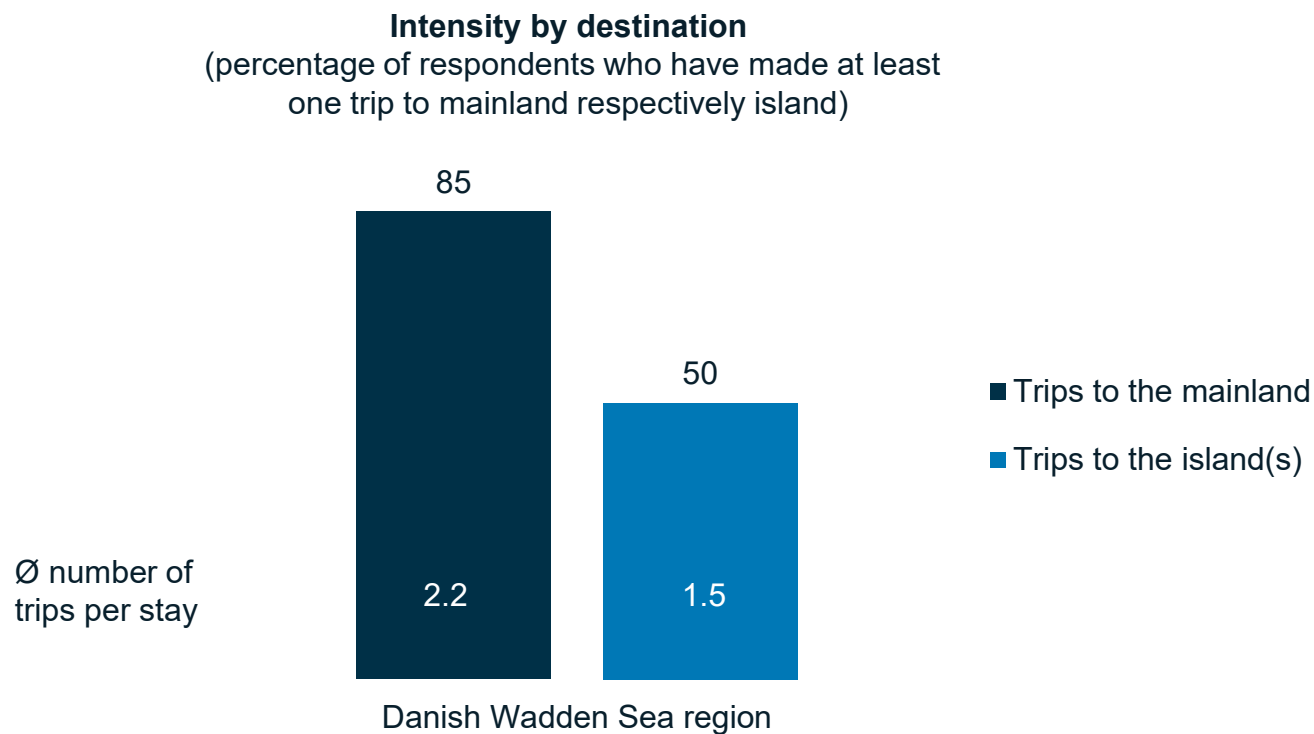
in %

Means of transport	Danish Wadden Sea Region
Own car	81
Rented/shared car	0
Own bicycle	22
Rented/shared bicycle	1
Bus or train	3

Basis: Respondents who did at least one trip during their stay, Danish Wadden Sea region (n=286) in summer 2020, autumn 2020 and spring 2021
Question: If yes, how many such day trips did you do by... own car? Rented/shared car? own bicycle? Rented/shared bicycle? bus or train?



Trips during overnight stays: destinations



Basis: Respondents who did excursions Danish Wadden Sea region (n=286) in summer 2020, autumn 2020 and spring 2021
Question: What was the destination of these day trips? (Please provide the respective number of your trips or write zero.)



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Travel expenses

in €

Travel expenses in EUR	Travel expenses per person and day (Ø)			Total travel expenses (without costs for arrival & departure)
	Accommodation	Other expenses	total	
Danish Wadden Sea region	47,-	33,-	80,-	805,-

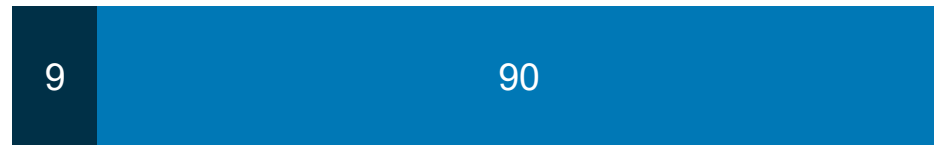
Basis: Respondents Danish Wadden Sea region who did answer the number of persons they travel with, the number of days they stay and their expenditure (n=242)
 Question: How much did you spend during your stay at your current location (including everyone you travelled with for the time you stayed at your current location, excluding travel to and from your current destination)? (An estimate is sufficient.)

Travel company

in %

■ alone ■ in company ■ no answer

Danish Wadden Sea region



Average
group size:
3.0 persons

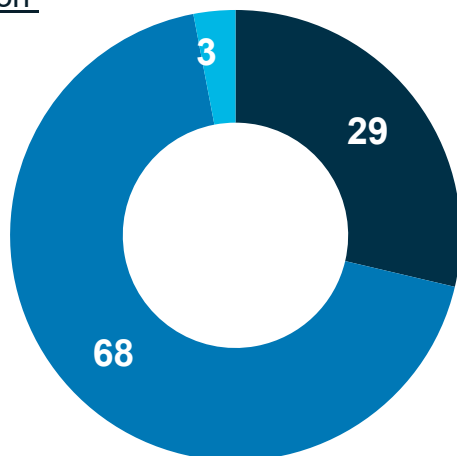
Basis: Respondents Danish Wadden Sea region (n=579) in summer 2020, autumn 2020 and spring 2021
Question: How many people are included in the above estimate? How many people belong to your party, including you?



Travel company: traveled with children

in %

Danish Wadden Sea Region



- Traveled with children (0-17 years)
- Traveled without children (0-17 years)
- no (detailed) answer

Travelling
with dogs:
16%

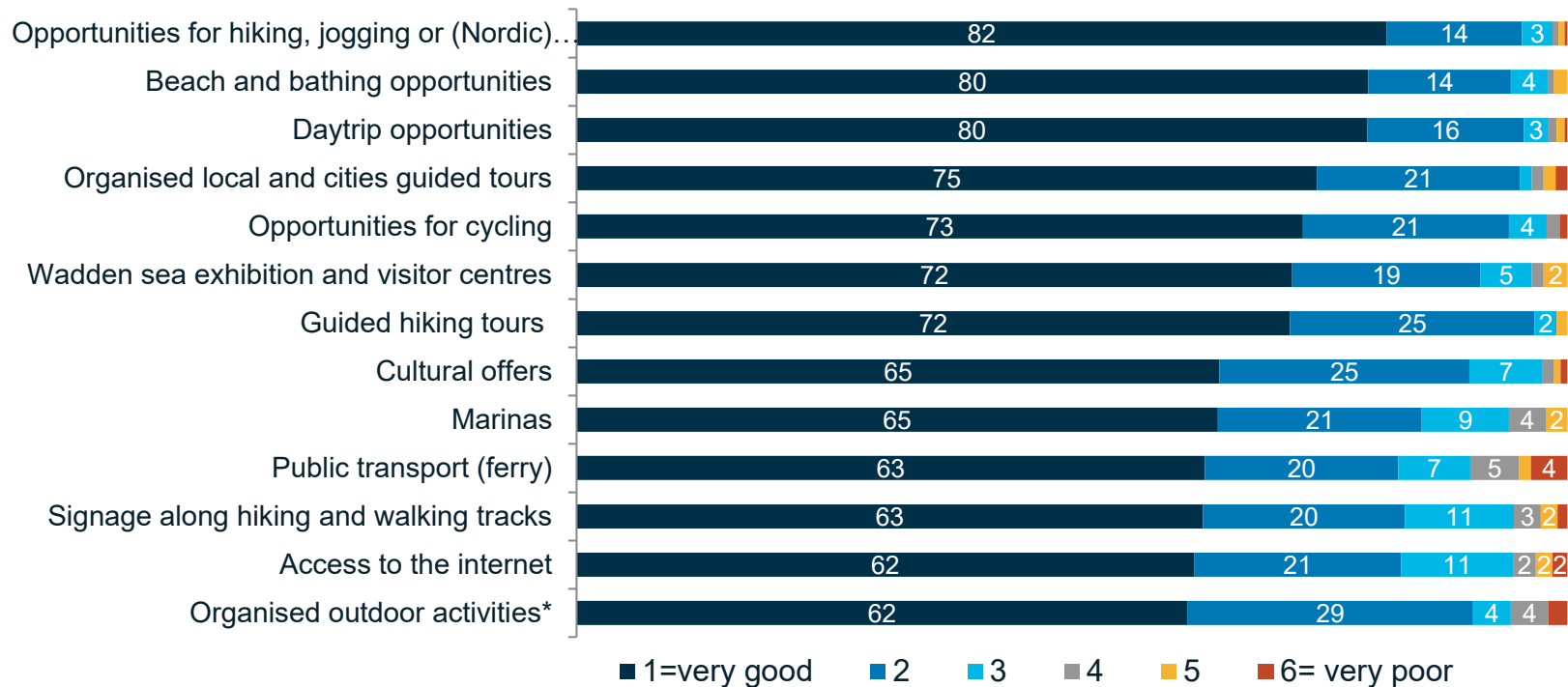
Basis: Respondents Danish Wadden Sea region (n=579) in summer 2020, autumn 2020 and spring 2021

Question: How many people are included in the above estimate? How many people belong to your party, including you? Do you also travel with a dog(s)?



Ratings (I)

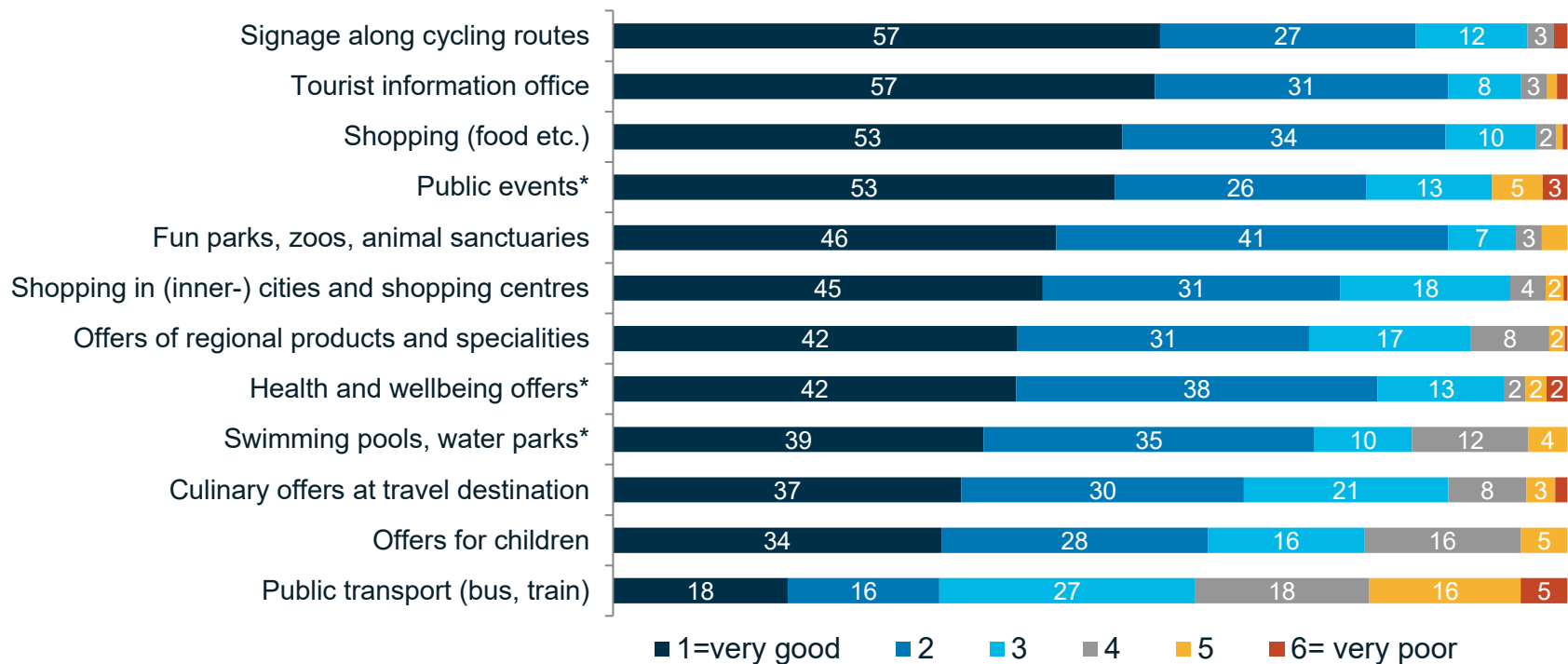
in %



Basis: Respondents with indication to respective offer, Danish Wadden Sea region in summer 2020, autumn 2020 and spring 2021; * low number of respondents
 Question: How would you rate the following aspects at your travel destination? Please rate only those that you used yourself using the scale from 1 (very good) to 6 (very poor).

Ratings (II)

in %



Basis: Respondents with indication to respective offer, Danish Wadden Sea region in summer 2020, autumn 2020 and spring 2021; * low number of respondents
 Question: How would you rate the following aspects at your travel destination? Please rate only those that you used yourself using the scale from 1 (very good) to 6 (very poor).



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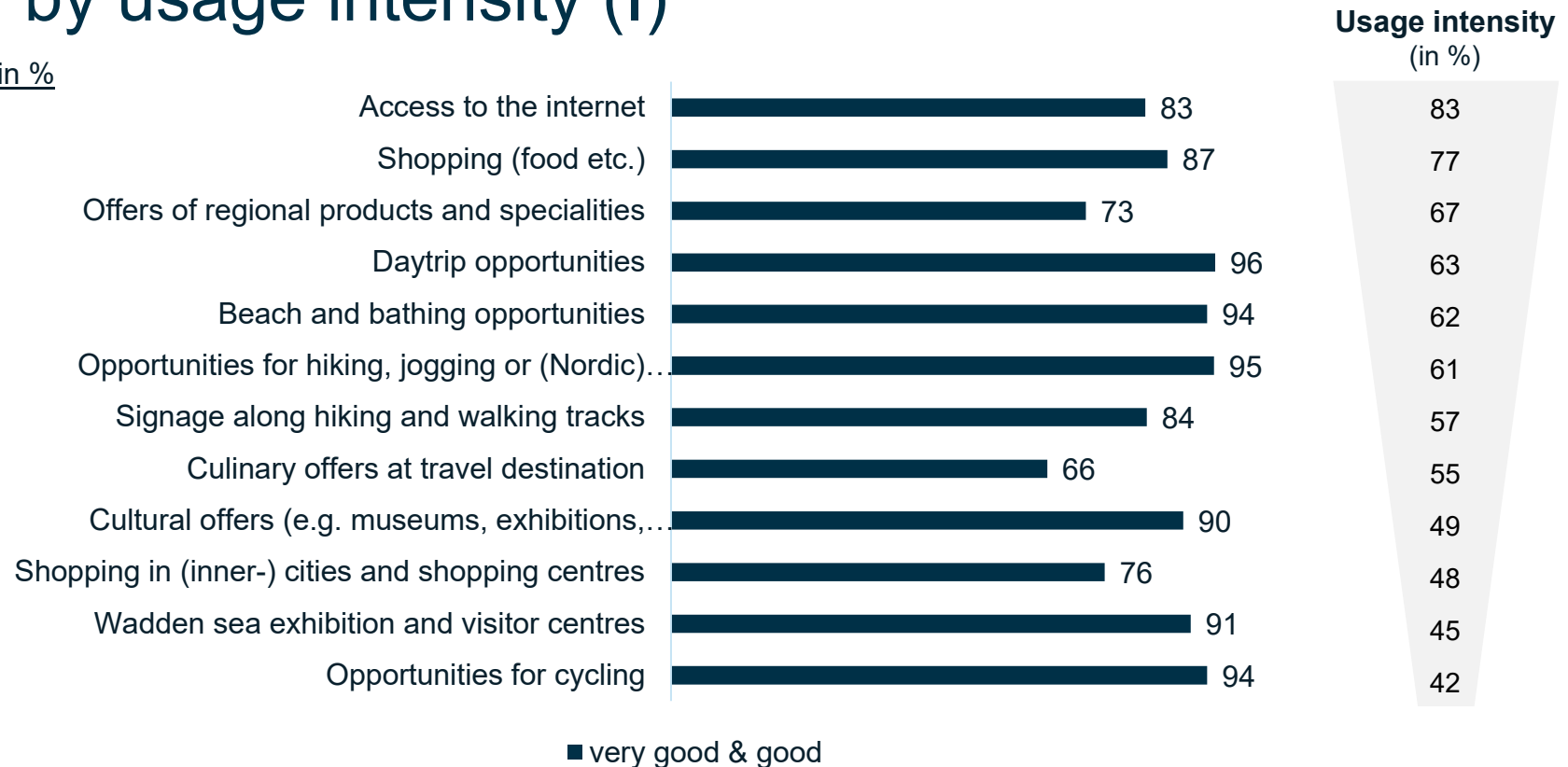


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Tourist offers: Ratings and usage intensity ranked by usage intensity (I)

in %



Basis: Respondents with indication to respective offer, Danish Wadden Sea region in summer 2020, autumn 2020 and spring 2021

Question: How would you rate the following aspects at your travel destination? Please rate only those that you used yourself using the scale from 1 (very good) to 6 (very poor). Here accumulated ratings of 1=very good and 2=good.



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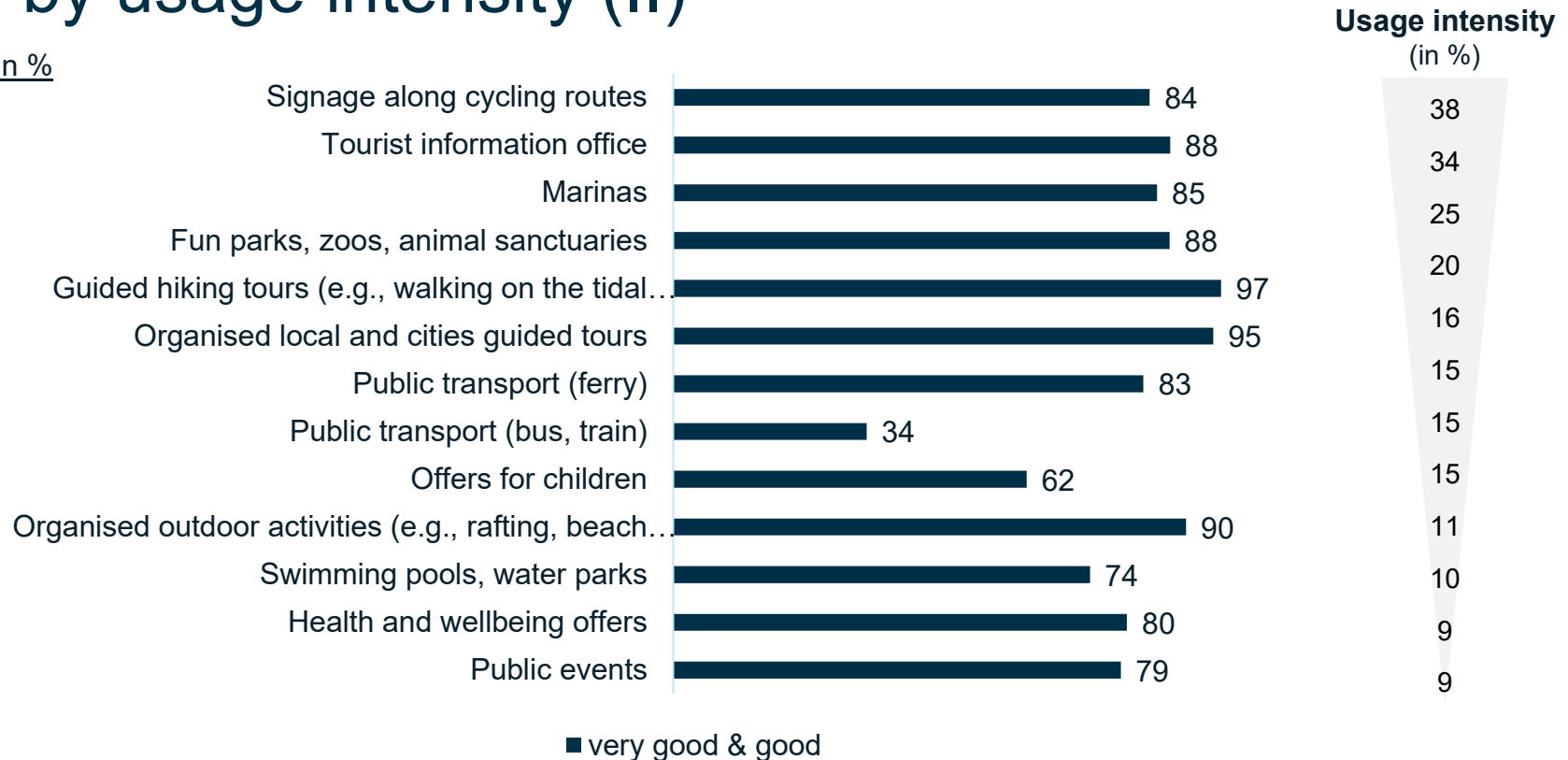


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Tourist offers: Ratings and usage intensity ranked by usage intensity (II)

in %



Basis: Respondents with indication to respective offer, Danish Wadden Sea region in summer 2020, autumn 2020 and spring 2021

Question: How would you rate the following aspects at your travel destination? Please rate only those that you used yourself using the scale from 1 (very good) to 6 (very poor). Here accumulated ratings of 1=very good and 2=good.



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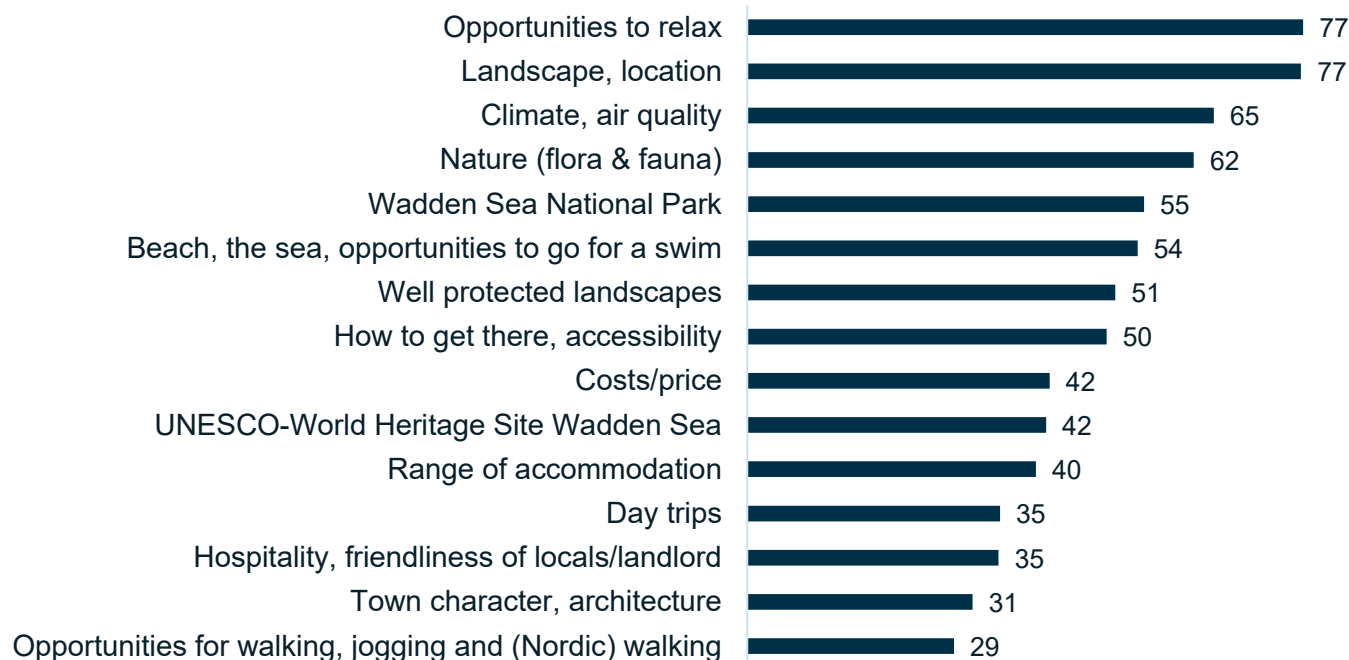


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Reasons for the decision to travel to the Danish Wadden Sea Region (TOP 15)

in %



Basis: Respondents Danish Wadden Sea region (n=579) in summer 2020, autumn 2020 and spring 2021

Question: Which of the following aspects/features were very important to you and played an essential role in your decision to travel to this destination? (multiple answers)

Reasons for the decision to travel the Danish Wadden Sea Region (16-29)

in %

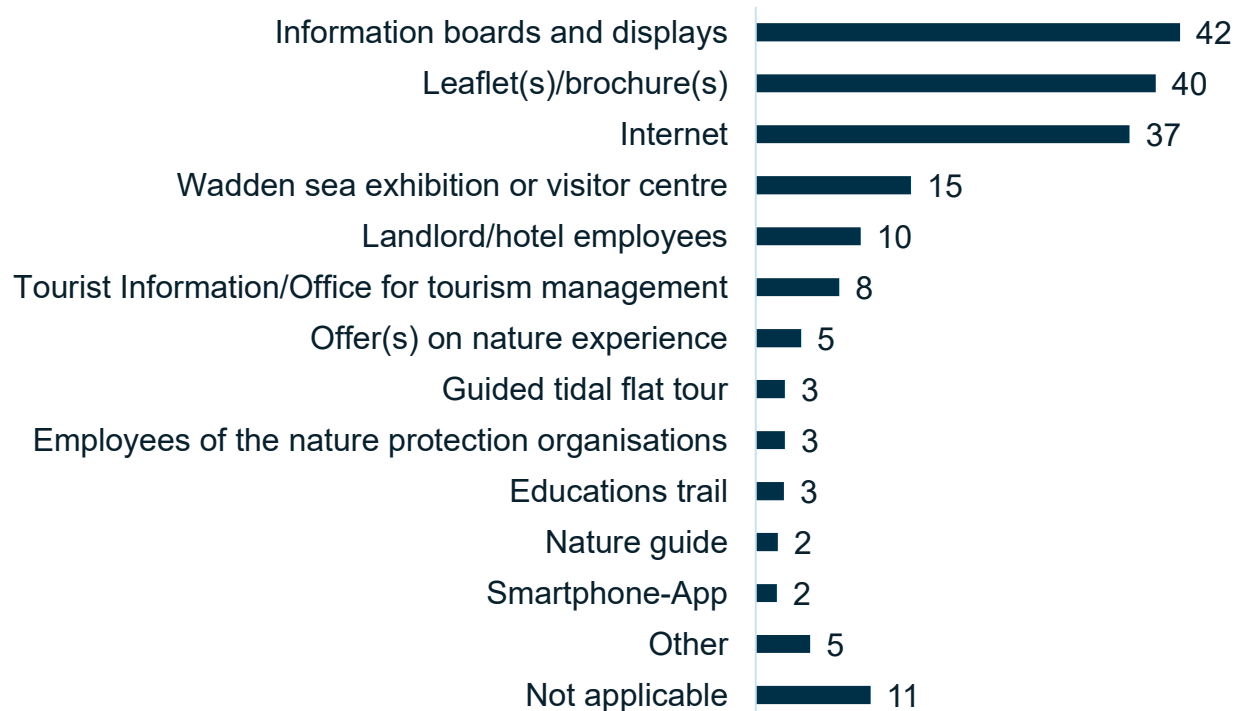


Basis: Respondents Danish Wadden Sea region (n=579) in summer 2020, autumn 2020 and spring 2021

Question: Which of the following aspects/features were very important to you and played an essential role in your decision to travel to this destination? (multiple answers)

Sources of information about the Wadden Sea on site

in %



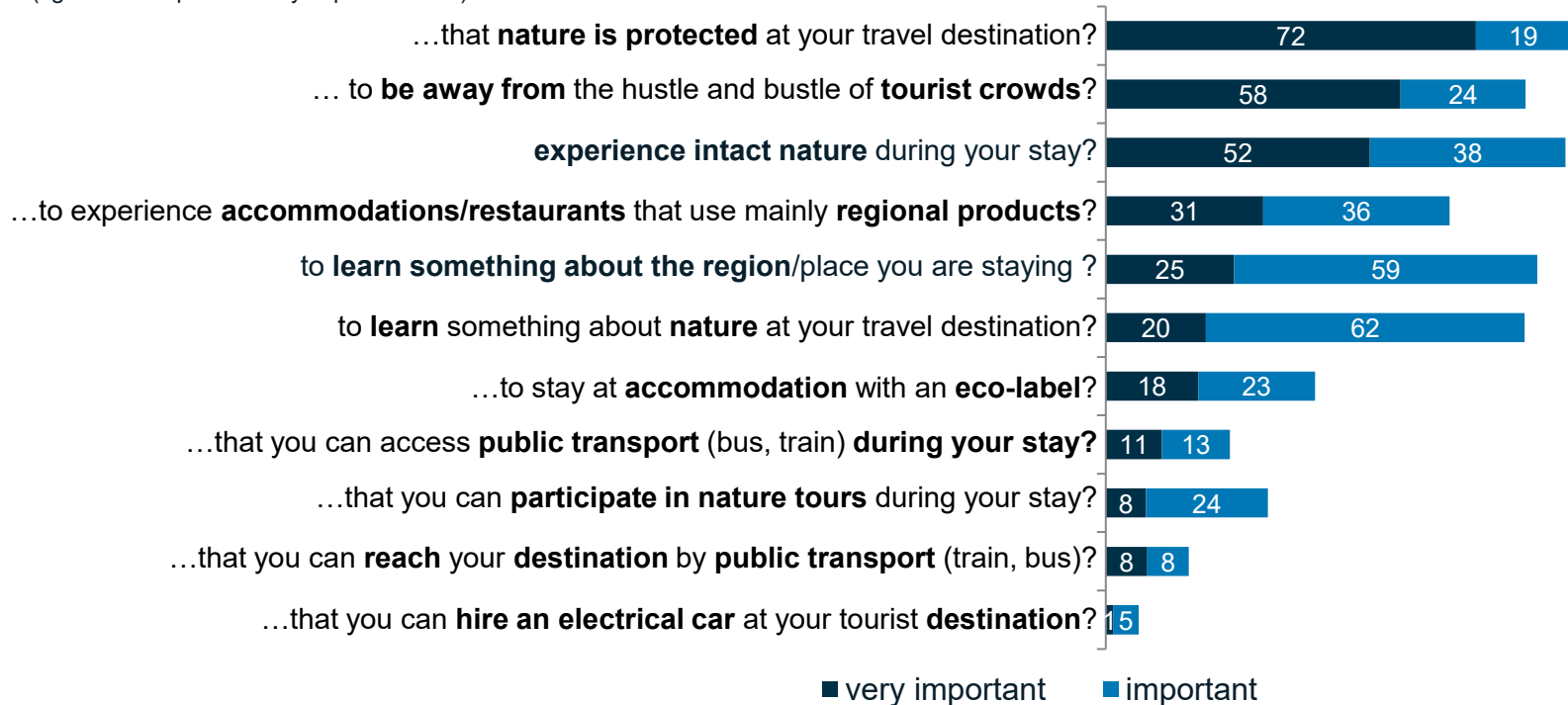
Basis: Respondents Danish Wadden Sea region (n=579) in summer 2020, autumn 2020 and spring 2021
Question: Where did you get the most information about the Wadden Sea on site? (Multiple answers)



Importance of environmental aspects in the destination

How important is it for you ...

(figures for important/very important in %)



Basis: Respondents Danish Wadden Sea region (n=579) in summer 2020, autumn 2020 and spring 2021,
 Question: When on holiday there are things that are very important to us, and others which are less important. Please indicate the importance of each aspect listed below during your holiday. Four-level scale (very important, important, less important, not important).

Willingness to pay for nature conservation measures

in %



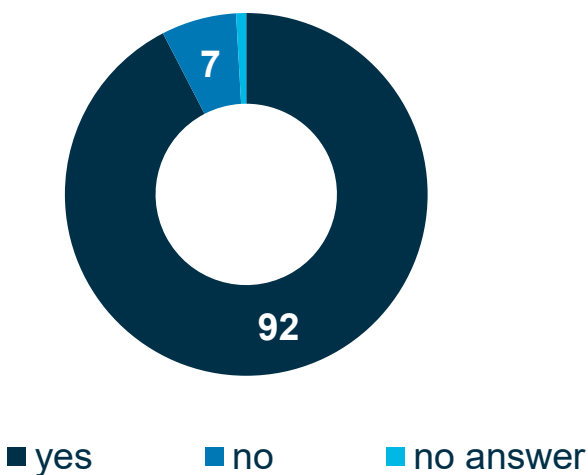
Basis: Respondents Danish Wadden Sea region (n=579) in summer 2020, autumn 2020 and spring 2021
Question: With which of the following statements do you agree? (Multiple answers.)



Awareness of World Heritage designation

Did you know that the Wadden Sea is a World Heritage site? (in %)

Danish Wadden Sea Region



Basis: Respondents Danish Wadden Sea region (n=579) in summer 2020, autumn 2020 and spring 2021
Question: Did you know that the Wadden Sea is a World Heritage site?

Importance of the UNESCO World Heritage status and the National Park status for travel decision

in %

When planning this journey, the protection of the Wadden Sea as National Park was...



When planning this journey, the UNESCO World Heritage status of the Wadden Sea was...

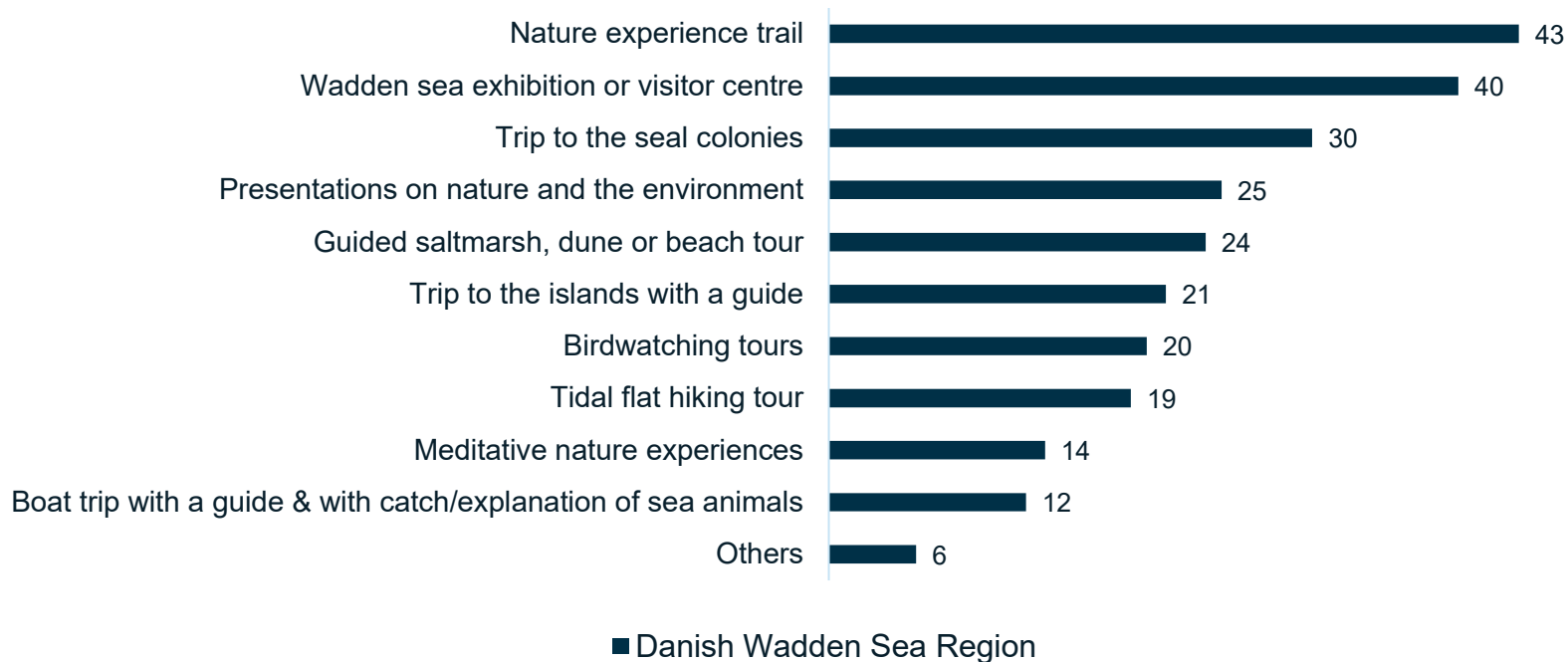


■ very important ■ important ■ less important ■ not important ■ can't say ■ didn't know about these aspects

Basis: Respondents Danish Wadden Sea region (n=579) in summer 2020, autumn 2020 and spring 2021, percentage missing to 100% = no answer.
 Question: How important were the following aspects when planning this journey? Four-level scale (very important, important, less important, not important).

Interest in nature tourism offers

in %



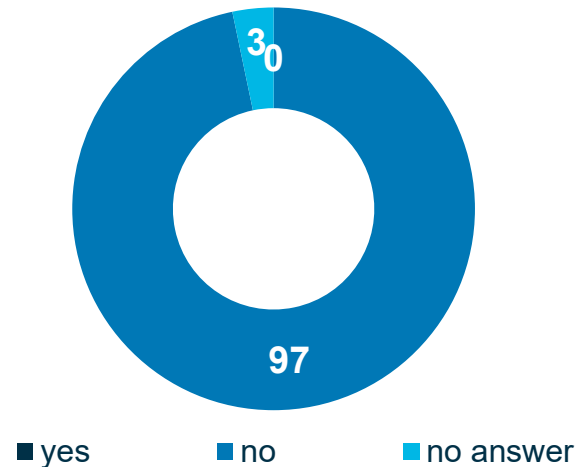
Basis: Respondents Danish Wadden Sea region (n=579) in summer 2020, autumn 2020 and spring 2021
Question: Which of the following nature experience offers are of interest to you during your current stay? (Multiple answers)

Restrictions due to nature conservation: guest's point of view

Do you feel restricted in your ventures due to the protective status of the Wadden Sea as a World Heritage/National Park during your stay?

in %

Danish Wadden Sea Region

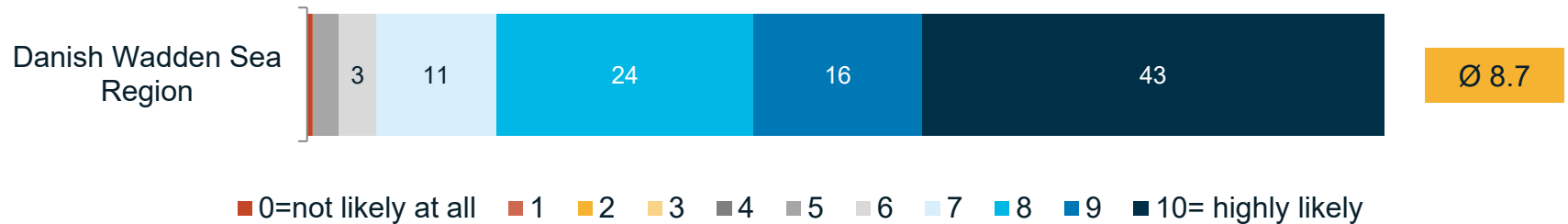


Basis: Respondents Danish Wadden Sea region (n=579) in summer 2020, autumn 2020 and spring 2021

Question: Do you feel restricted in your ventures due to the protective status of the Wadden Sea as a World Heritage/National Park during your stay?

Willingness to recommend the region as a holiday destination

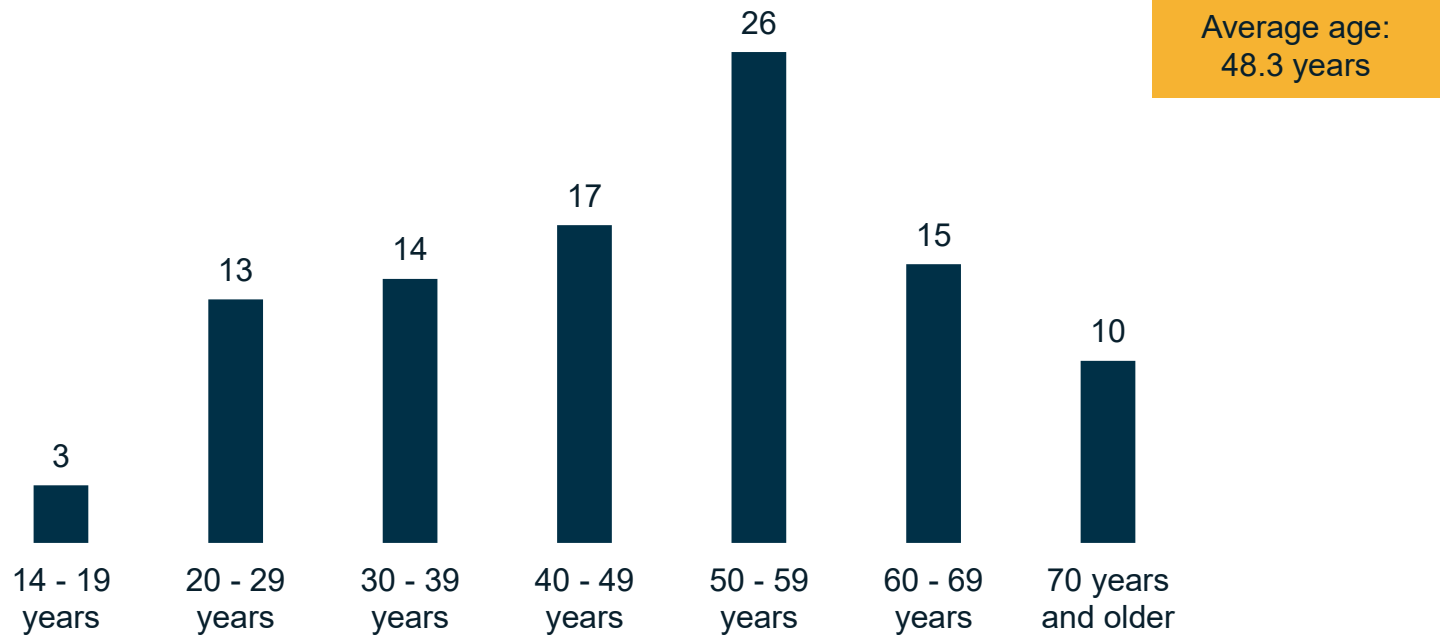
in %



Basis: Respondents with indication, Danish Wadden Sea region (n=579) in summer 2020, autumn 2020 and spring 2021, percentage missing to 100% = no answer
Question: How likely is it that you recommend this destination to your family, friends and colleagues?

Age of the respondents

in %

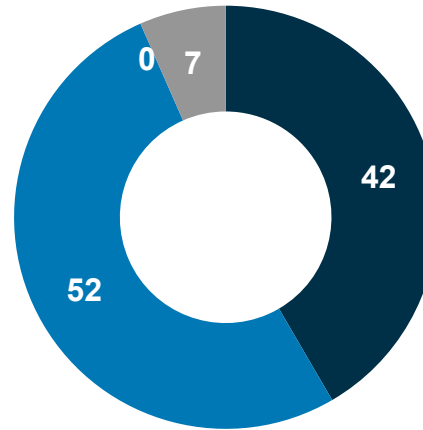


Basis: Respondents Danish Wadden Sea region (n=579) in summer 2020, autumn 2020 and spring 2021, percentage missing to 100% = no answer

Gender of respondents

in %

Danish Wadden Sea region



■ female ■ male ■ divers ■ no answer

Basis: Respondents Danish Wadden Sea region (n=579) in summer 2020, autumn 2020 and spring 2021

Household structure of respondents

in %

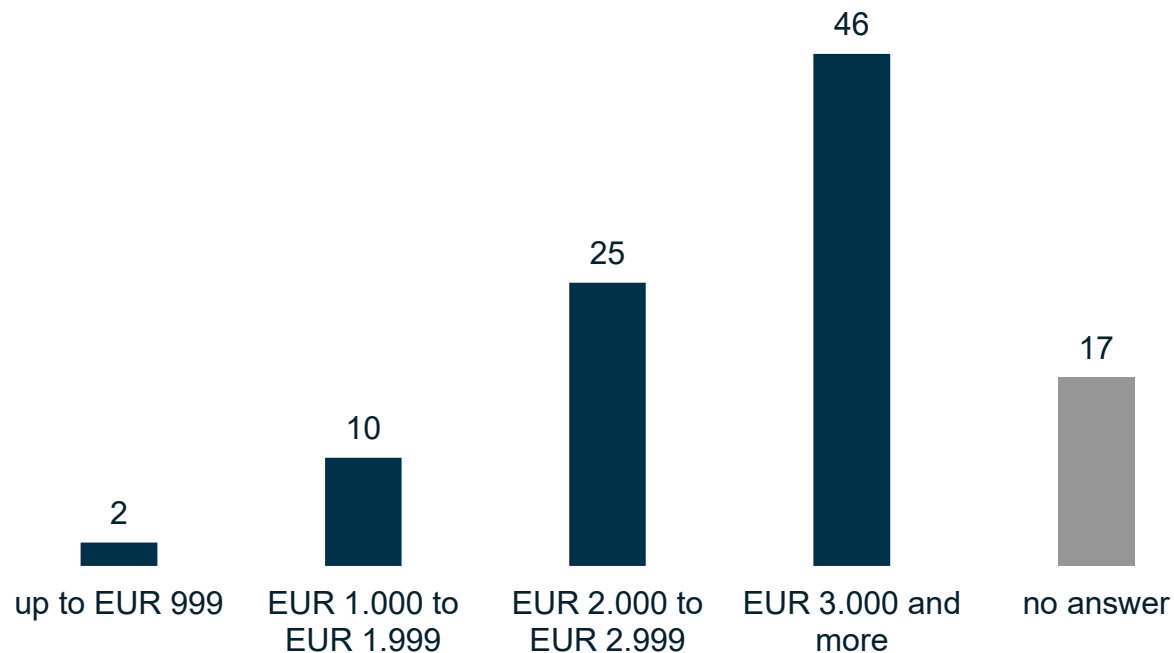


- with children (0-17 years) in household
- no children (0-17 years) in household
- no answer

Basis: Respondents Danish Wadden Sea region (n=579) in summer 2020, autumn 2020 and spring 2021

Net household income of respondents

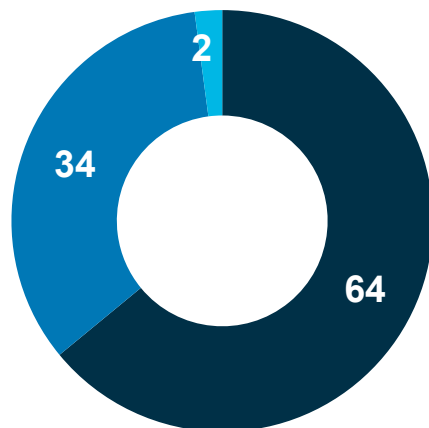
in %



Basis: Respondents Danish Wadden Sea region (n=579) in summer 2020, autumn 2020 and spring 2021

Residence of respondents

in %



- Domestic (Denmark)
- Foreign Countries
- no answer

Most important foreign countries of origin

Germany	26%
The Netherlands	2%
Switzerland	1%
Italy	1%

Basis: Respondents Danish Wadden Sea region (n=579) in summer 2020, autumn 2020 and spring 2021



For further information please contact



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THERE IS A PLACE – WHERE HEAVEN
AND EARTH SHARE THE SAME STAGE

Photo: Dierk Uwe/S&P



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Transnational visitor survey in the Wadden Sea region 2020/2021

German Wadden Sea region

Kiel, 25th January 2022

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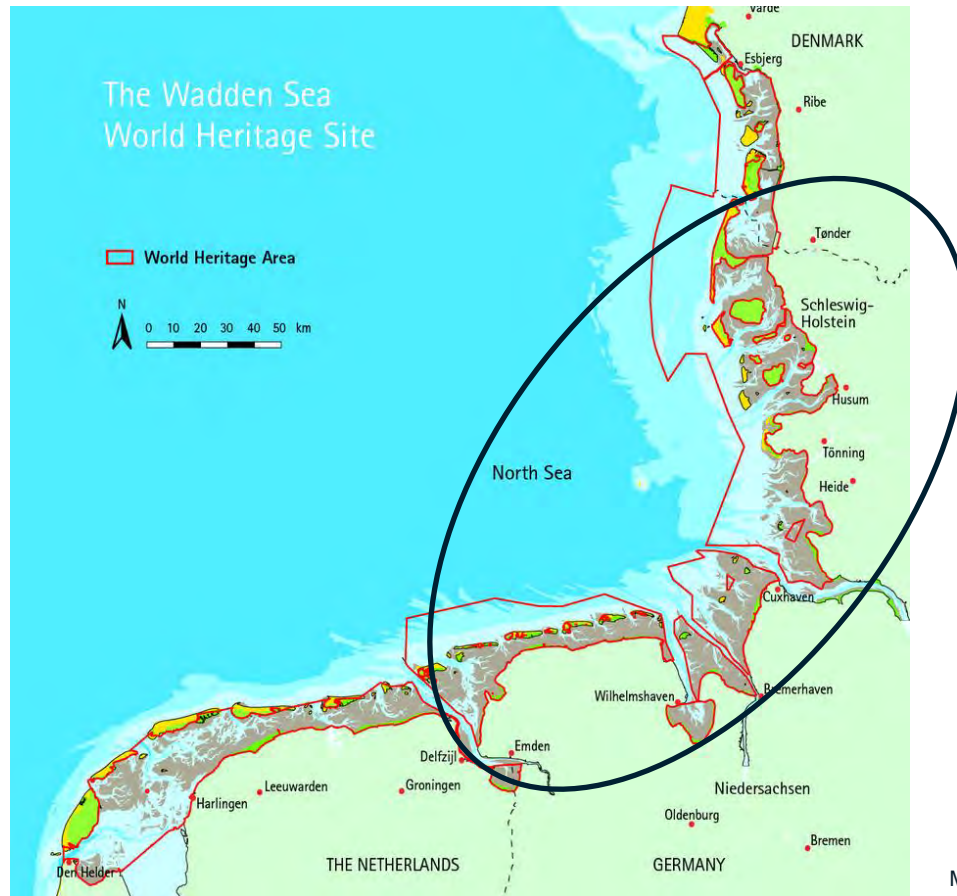
Visitor Survey Prowad Link

- The **PROWAD LINK project**, which is co-financed by Interreg VB North Sea Region, aims to create benefits for small and medium businesses by linking sustainable growth with nature protection. The PROWAD LINK project group consists of 15 project partners from five different countries: Denmark, Germany, Netherlands, Norway and the UK. The Schleswig-Holstein Wadden Sea National Park Authority (LKN.SH/NPV) is, within this project, responsible for the management of the transnational visitor survey.
- The aim of this survey was to conduct a visitor survey simultaneously and with coordinated content in the three Wadden Sea countries of Denmark, the Netherlands and Germany (Lower Saxony and Schleswig-Holstein).”
- Among others this **guest survey will provide information** on guest perceptions, the importance of sustainable tourism and the World Heritage status of the Wadden Sea. A harmonised questionnaire is available, which was produced in seven versions due to different languages and regional specifics, has been produced in a total of seven versions.
- The following methods were used to conduct the study:
 - Germany: self-completion paper-pencil survey in the accommodation with the option to also complete the questionnaire online, describes the totality of overnight guests in the German Wadden Sea region by season, region and type of accommodation.
 - Netherlands: online survey and paper-pencil survey of overnight and day visitors
 - Denmark: face-to-face interviews of overnight and day visitors in tourism-relevant places in the Wadden Sea region

These methodological differences must be taken into account when comparing results.



Area of investigation: Germany



Summary (1): Method

- **Visitor survey German Wadden Sea region 2020/2021:** The results of the visitor survey in the German Wadden Sea region 2020/2021 are based on a case number of n=640 cases (Schleswig-Holstein: n=330, Lower Saxony n=310). The data is broken down into the two sub-areas North Sea Schleswig-Holstein (SH) and North Sea Lower Saxony (LS). Data are available for numerous other important target groups for the German Wadden Sea region.
- **Method and basis:** The visitor survey in the German Wadden Sea region is a paper-pencil survey of overnight guests aged 14 years and older in commercial and private accommodation (sanatoria, rehabilitation clinics, youth hostels and campsites are excluded). The sampling was based on the guests (14 years and older) of the current accommodation offer, for which the results are representative. Survey period of the reported data: 1st July to 6th November 2020 and 1st April to 30th June 2021.
- **Executing institute:**
 - Conducting and evaluation of the survey:**
Institute for Tourism Research in Northern Europe (NIT), Germany



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Summary (2): The stay at the North Sea – Travel behaviour

- **Travel experience:** Guests of the German Wadden Sea region show a high loyalty. 66% of the respondents are regular guests, visiting their North Sea holiday destination for the third time or more. The proportion of regular guests is significantly higher in Lower Saxony than in Schleswig-Holstein.
- **Reason for travel:** Trips to the North Sea, whether to Schleswig-Holstein or Lower Saxony, are predominantly holiday trips and short breaks (German Wadden Sea region as a whole: 98%). For 6% of respondents, the trip was made to visit relatives/acquaintances. Business trips hardly play a role.
- **Accommodation:** The majority of the surveyed guests of the German Wadden Sea region stayed in a holiday flat or a holiday home (64%). In Schleswig-Holstein, this proportion is slightly above the average for the region (71%), while in Lower Saxony it is slightly below (56%). About a quarter of the guests stayed in a hotel or boarding house. In Lower Saxony, this share is above average at 34%.
- **Length of stay:** A trip to the German Wadden Sea region lasts about 10 days. About half of North Sea visitors stay a maximum of one week (46%). A trip to the North Sea in Lower Saxony lasts on average 0.8 days longer than trips to the North Sea in Schleswig-Holstein.
- **Means of transport:** Most visitors travel to the North Sea by car (81%), 17% take the train. People travel to the North Sea in Lower Saxony even more frequently by car than to the North Sea in Schleswig-Holstein (84% vs. 77%). The opposite is true for trips by train (North Sea SH: 18%, North Sea LS: 15%).
- **Date of travel:** 40% of the reported trips to the German Wadden Sea region were made during summer 2020, 34% in autumn 2020 and 26% in spring 2021. In Lower Saxony is the share of summer trips higher and the share of spring trips lower than in Schleswig-Holstein.



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Summary (3): The stay at the North Sea - Information sources and excursions

- **Sources of information:** The most important information source for the Wadden Sea region family and friends (37%). 35% of the North Sea guests visited specific websites of the region or place and the same proportion looked at accommodation websites. Internet search engines follow with a share of 19%, online booking sites with 16%. 11% use the host directory of the region or the place and 10% read travel literature/travel guides. Looking at the regions, information from family/friends are used significantly more often by guests at the North Sea in Lower Saxony, while at the North Sea Schleswig-Holstein, specific websites of the regions/place, internet search engines and online booking sites are consulted more often.
- **Excursions:**
 - **Volume:** 69% of German Wadden Sea region guests make at least one excursion from their holiday destination during their stay. The proportion of excursionists at the North Sea in Schleswig-Holstein is much higher than at the North Sea in Lower Saxony (84% vs. 54%). The average number of excursions made during the stay is 7.0 – a little higher in Lower Saxony and a little lower in Schleswig-Holstein.
 - **Means of transport:** On their excursions, 66% of the German Wadden Sea region visitors used the bicycle, 48% the car and 12% bus or train. The share of car-users is much higher at the Schleswig-Holstein Wadden Sea region (54% in SH vs. 37% in LS). Trains and buses are also used more often during excursions starting in Schleswig-Holstein than in Lower Saxony (15% vs. 7%).
 - **Destinations:** 43% of North Sea visitors made at least one trip to mainland, 60% to an island. In Lower Saxony, the share of excursionists who visited a mainland destination during their stay is higher than in Schleswig-Holstein (55% vs. 47%). 35% of SH Wadden Sea region visitors made a trip to a hallig.



Summary (4): The stay at the North Sea – Travel behaviour and evaluation

- **Travel expenses:** The expenditure for the guests' trip to the German Wadden Sea region amounts EUR 76 per day and person (accommodation: EUR 46, other services: EUR 31, excluding arrival/departure). With an average of EUR 80 per day and person, stays at the Wadden Sea of Lower Saxony lead to higher expenses per day than trips to the North Sea of Schleswig-Holstein (EUR 73).
- **Travel company:** 87% of visitors at the North Sea travel in company. The average group size is 2.3 persons, with little difference between the size of the travel groups to the North Sea in Schleswig-Holstein and Lower Saxony (North Sea SH: 2.4 persons, North Sea LS 2.3 persons). 4% of German Wadden Sea region visitors – in Schleswig-Holstein as well as in Lower Saxony – are accompanied by dogs.
- **Tourist offers:** The opportunities and signatures for hiking, jogging, nordic walking and cycling, the beach/swimming opportunities, guided hiking tours and Wadden Sea exhibition and visitor centres score best (at least 40% rated with “very good”). Medium ratings (20 to 39% with “very good”) are given to shopping facilities, tourist information, health and wellbeing offers, swimming pools, offers for children, daytrip opportunities, organized local and cities guided tours, organized outdoor activities, public transport (ferry a little better than bus and train), culinary offers and access to internet. Marinas, cultural offers, zoos and animal sanctuaries, public events get the lowest share of very good ratings (less than 20%).



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Summary (5): The stay at the North Sea - Environmental aspects and awareness of status

- **Reasons for travelling:** By far the most frequently mentioned travel decision reasons for the North Sea are the recreational opportunities (85%), the climate/air (80%) and the beach/sea/swimming opportunities (78%). The landscape/location is also an important reason for choosing a destination for more than two thirds of the respondents (69%).
- **Information on the Wadden Sea:** Two thirds of the North Sea guests have received information on the Wadden Sea via information boards on site (65%). Another important information channel for the guests are leaflets or brochures on the subject (36%) as well as wadden sea exhibitions or visitor centres (28%), the tidal flat tour guides (27%) and the internet (26%). On the Wadden Sea of Lower Saxony, education trails and landlord/hotel employees are somewhat more important information sources than on the North Sea of Schleswig-Holstein where employees of nature protection play a higher role.
- **Importance of environmental aspects in the destination:** The protection of nature at the holiday destination and experiencing intact nature on holiday is (very) important for almost all respondents (94% each). For most visitors of the German Wadden Sea region are the following aspects also very important or important: Staying away from the hustle and bustle of tourist crowds (80%), learning about the holiday destination (78%) and specifically learning about nature at the holiday destination (75%). For North Sea guests in Schleswig-Holstein, it is more often (very) important to learn something about the region, that you can reach the destination by public transport and to have the possibility of getting around by public transport at the holiday destination.



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Summary (6): The stay at the North Sea – Relevance of status and nature experience

- **Attitude towards nature and environmental protection aspects on holiday:** 28% of German Wadden Sea region guests are willing to spend more money for a hotel or an accommodation if it has an eco-label, 33% prefer businesses that show they are contributing to environmental and nature protection, 45% are willing to donate a small amount of money to financially support nature protection at the destination and 24% state the importance of a selection of specialized offers regarding the Wadden Sea theme.
- **Awareness of the Wadden Sea World Heritage status:** With 97%, almost all guests are aware of the World Heritage status of the Wadden Sea. On the North Sea coast of Lower Saxony this is even true for 99% (North Sea-SH 95%).
- **Relevance of status as National Park, World Heritage Site and biosphere reserve:**
 - For 53% of guests, the protection of the Wadden Sea as a national park was a (very) important reason when planning the journey (SH: 47%, LS: 59%).
 - In contrast, the designation of the Wadden Sea as a World Heritage Site is less often very important or important for the travel decision (total: 40%, SH: 35%, LS: 45%).
 - The importance of the status as a UNESCO biosphere reserve is named by 37% of all guests of the German Wadden Sea region (SH: 33%, LS: 40%).



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Summary (7): The stay at the North Sea – Reasons, willingness to recommend and information on Wadden Sea

- **Willingness to recommend the region as a holiday region:** The willingness to recommend the place of the current North Sea trip is high: The average rating for the German Wadden Sea region is 8.9 on a 10-point-scale with 10 = highly likely. 87% of respondents on the North Sea in Schleswig-Holstein and 90% of respondents on the North Sea in Lower Saxony can imagine to recommend the region as a holiday destination (with ratings of 8 or higher).
- **Interest in nature experience offers:** 45% of the respondents are interested in tidal flat hiking tours, every third guest is interested in visiting wadden sea exhibitions or visitor centres (34%), nature experience trails (33%) or guided saltmarsh tours (32%). Excursions to the seal banks are interesting for 27% of German Wadden Sea region guests. Guided birdwatching tours (21%) and presentations on nature and the environment (20%) and guided trips to the islands are an option for about one in five guests. Guests on the North Sea coast of Schleswig-Holstein show above-average interest in tidal flat hiking tours, trips to seal colonies and island/hallig trips with ranger accompaniment.
- **Restrictions due to nature conservation regulations:** Most respondents do not feel restricted by nature conservation regulations in the Wadden Sea due to the protective status as a World Heritage/National Park during their holiday. Only 1% state that they feel restricted by nature conservation regulations.



Summary (8): Visitor structure

- **Age:** Three quarter of the visitors at the German Wadden Sea region are 50 years and older (average: 57.8 years), whereby visitors at the North Sea in Schleswig-Holstein are a little younger (56.7 years) than at the North Sea in Lower Saxony with an average of 59.0 years.
- **Gender:** 59% of North Sea visitors in Germany are female, 38% are male.
- **Children (0-17 years) in the household:** One fifth of domestic North Sea visitors live with children (0-17 years) in the household. This share differs only slightly between respondents in Schleswig-Holstein and Lower Saxony (19% vs. 21%).
- **Net household income:** Two thirds of North Sea visitors overall have net household income of EUR 3.000 or more. The income level of North Sea Schleswig-Holstein visitors is somewhat lower than that of North Sea Lower Saxony visitors.
- **Source markets:** 99% of respondents from the German Wadden Sea region are domestic travelers. The main source markets for North Sea visitors in Germany are NRW (39%), Hessen and Lower Saxony (11% each). 9% come from Baden-Württemberg.



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Method description (1)

- **Survey method:** paper-pencil survey in the accommodation
- **Target group:** overnights guests aged 14 years and older to the German Wadden Sea region in private and commercial accommodation (Sanatoria, rehabilitation clinics, youth hostels and campsites, as well as day trippers are excluded).
- **Language:** German
- **Sample points:** more than 530 private and commercial accommodation establishments (sanatoria, rehabilitation clinics, youth hostels and campsites are excluded)
- **Number of respondents:**
Total: 640 respondents, Lower Saxony: 310 respondents, Schleswig-Holstein: 330 respondents
- **Survey period:**
 - Summer 2020: 01 July - 31 August 2020
 - Autumn 2020: 01 September to 06 November 2020
 - Spring 2021: 1 April to 30 June 2021

Due to the Corona pandemic and associated restrictions the originally planned survey period in spring 2020 was postponed to spring 2021.

In addition, the survey was continued in summer 2021 (1. July to 31. August 2021). The data from this additional survey period will be compared with the data from summer 2020 in a separate evaluation and is not included in the data used for this analysis.



Method description (2)

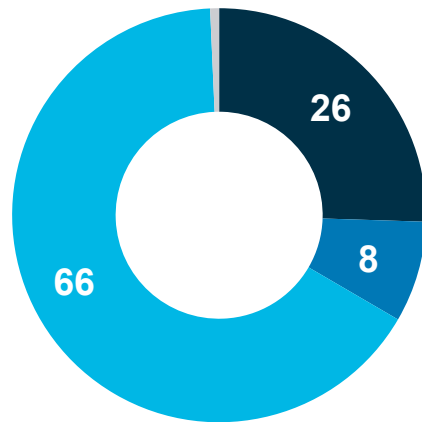
- The survey in the German Wadden Sea region was designed as a written survey, the results are representative for the regional accommodation structure of the Wadden Sea area in both federal states.
- The survey method is based on the method of the nationwide guest survey Schleswig-Holstein, which has been successfully implemented in Schleswig-Holstein and Lower Saxony for several years. The method was also successfully used for the guest surveys in 2013 and 2017 as part of the Prowad project on the Schleswig-Holstein and Lower Saxony North Sea coast.
- The sample was conducted with a regionally, seasonally and sectorally layered two-stage (systematic) random selection. The sample points are the accommodation establishments.
- The sampling is based on the accessible accommodation establishments from all available listings. Sanatoria, rehabilitation clinics, youth hostels and campsites are excluded. Afterwards, a systematic random selection is formed according to regional and sectoral quotas.
A target number of questionnaires is assigned to the establishments that have reached the sample, which are distributed based on the actual arrivals.
- The survey documents are sent out separately for each survey period, each time at the beginning of a new survey period.
- They are passed on to the guests by the host by means of random selection. It is a prerequisite that the guest is 14 years or older and that only one person per travel group/family receives a questionnaire.
- The filled in questionnaires are returned directly by the guest with a provided return envelope to the NIT as the conducting institute. Neither the accommodation provider nor the guest is charged any costs.
- The data were reweighted by absolute arrivals in the survey period according to regional, sectoral and seasonal ratios for which the data are representative.



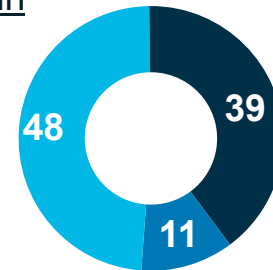
Travel experience with Wadden Sea Region

in %

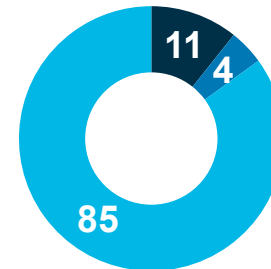
German Wadden Sea Region



Schleswig-Holstein



Lower Saxony



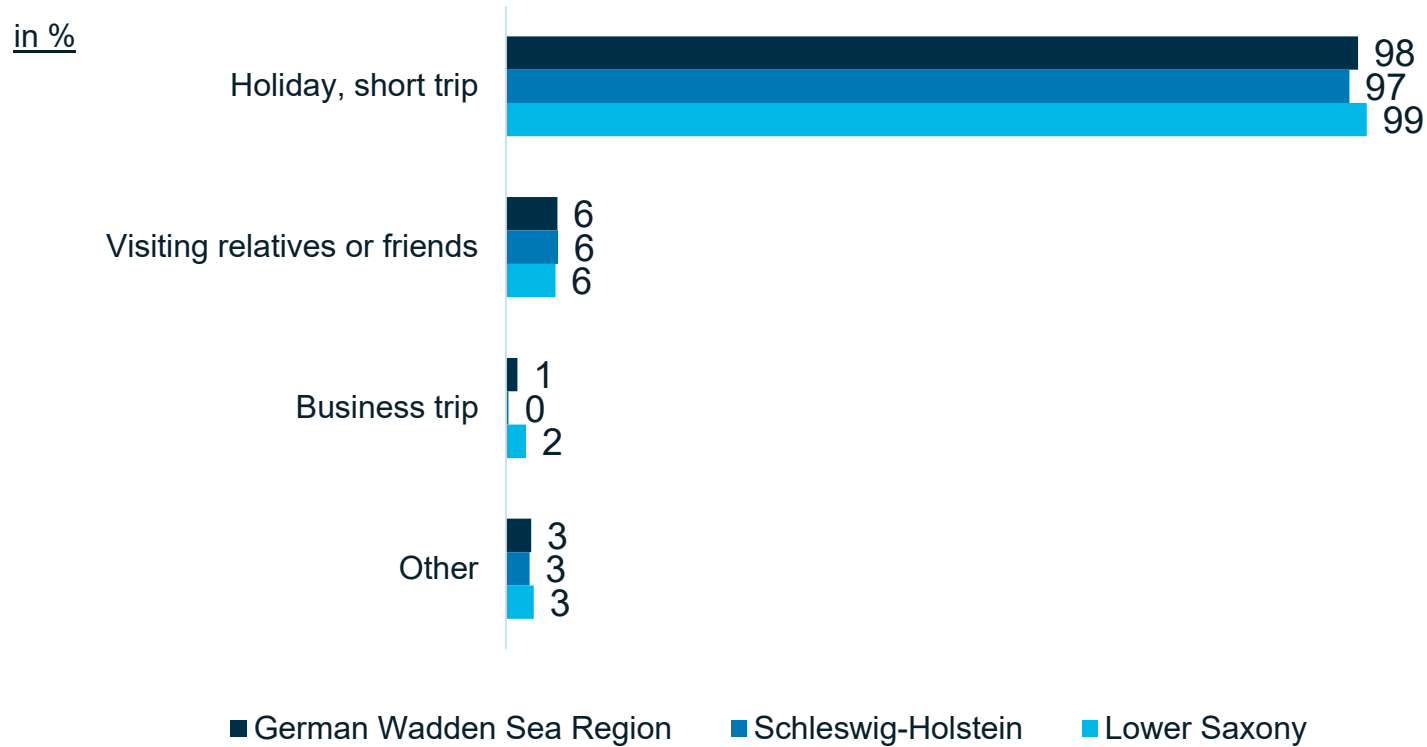
- First-time visitors
- Second time visitors
- Regular Customers
- no answer/don't know

Regular visitor: 3 times and more often at this location on an overnight trip

Basis: Respondents German Wadden Sea Region (n=640), Schleswig-Holstein (n=330), Lower Saxony (n=310) in summer 2020, autumn 2020 and spring 2021

Question: How many times have you stayed previously at this location on an overnight trip?

Travel purpose

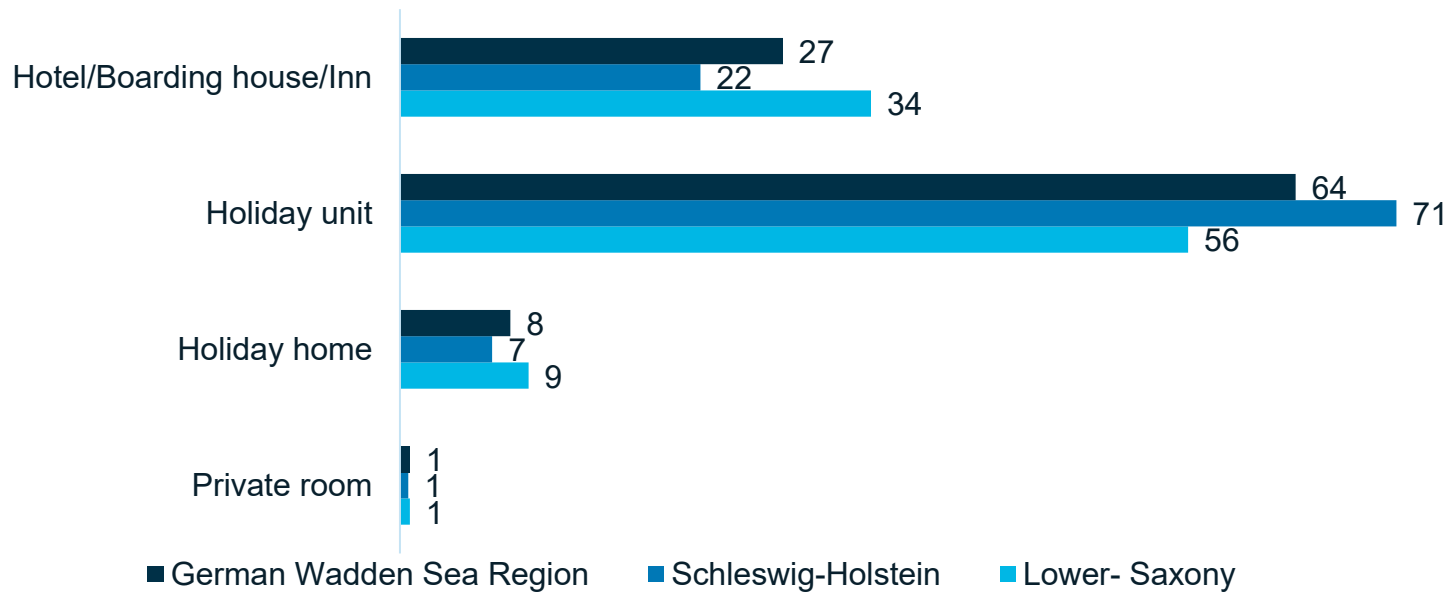


Basis: Respondents German Wadden Sea Region (n=640), Schleswig-Holstein (n=330), Lower Saxony (n=310) in summer 2020, autumn 2020 and spring 2021
Question: What is the reason of your travel? (multiple answers)

Accommodation

in %

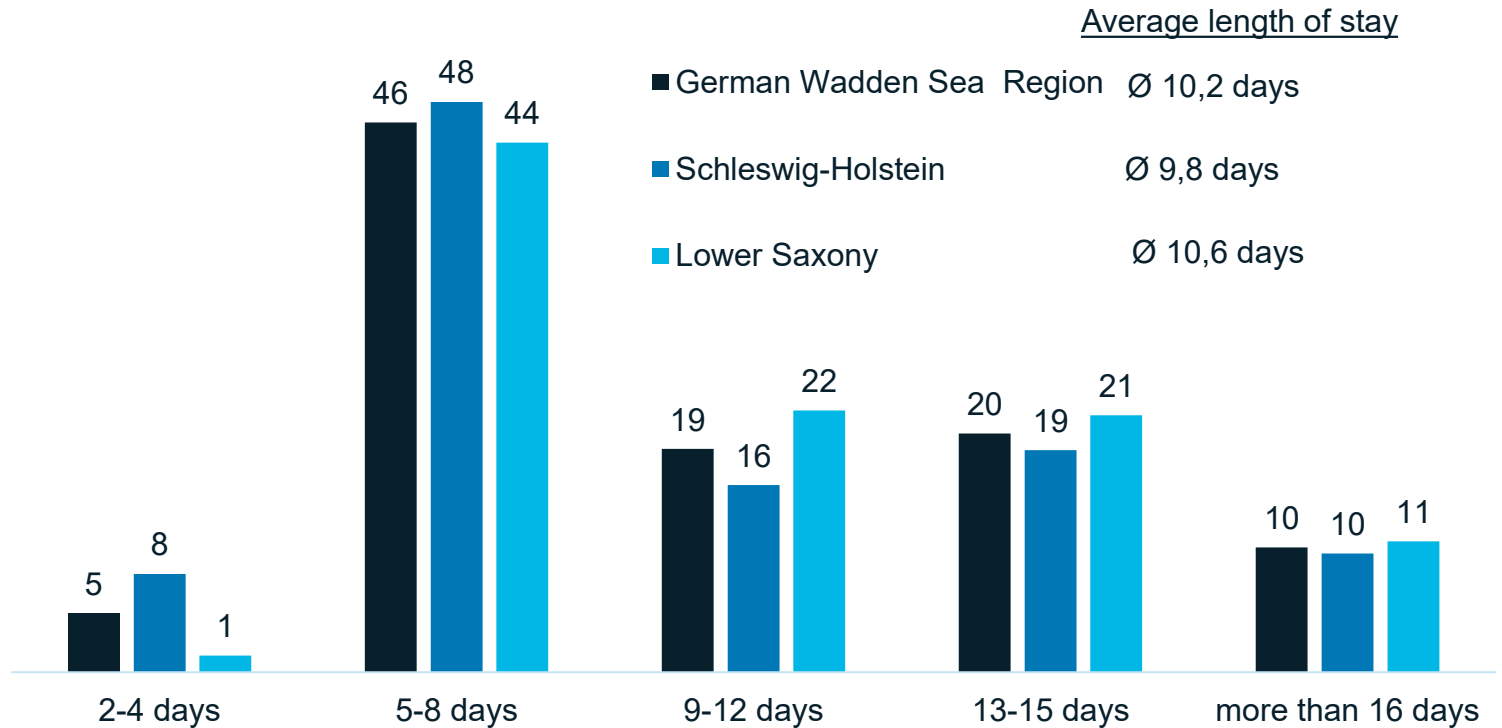
German Wadden Sea region



Basis: Respondents German Wadden Sea Region (n=640), Schleswig-Holstein (n=330), Lower Saxony (n=310) in summer 2020, autumn 2020 and spring 2021
Question: What type of accommodation do you currently occupy?

Length of stay

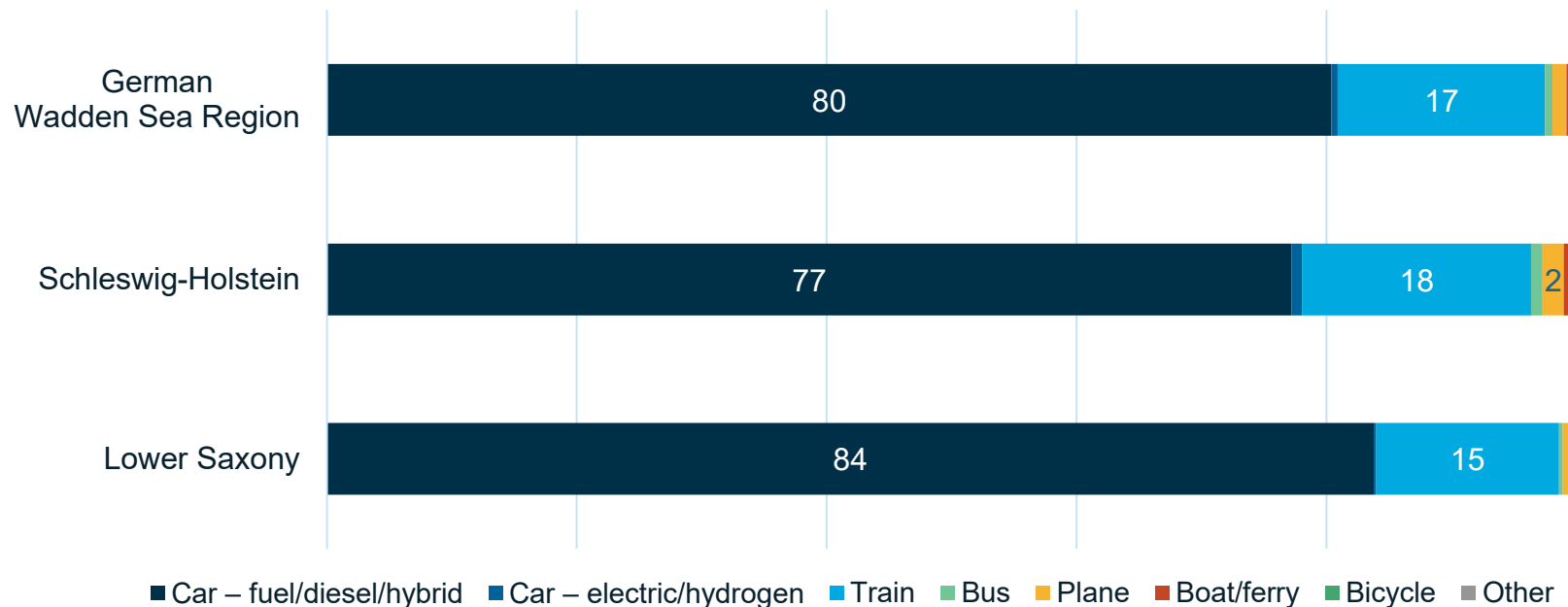
in %



Basis: Respondents German Wadden Sea Region (n=640), Schleswig-Holstein (n=330), Lower Saxony (n=310) in summer 2020, autumn 2020 and spring 2021
 Question: How long are you intending to stay at your current location during your current travel?

Main means of transport of arrival

in %

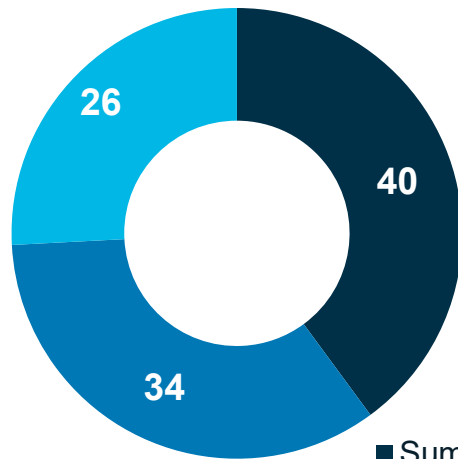


Basis: Respondents German Wadden Sea Region (n=640), Schleswig-Holstein (n=330), Lower Saxony (n=310) in summer 2020, autumn 2020 and spring 2021
Question: What main mode of transport did you use to arrive at your current travel destination? (longest distance, single answer)

Date of travel

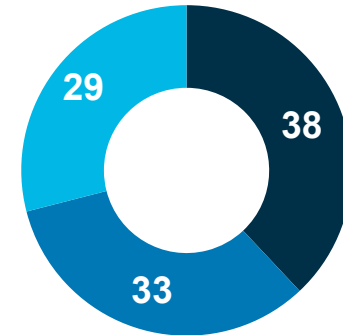
in %

German Wadden Sea Region

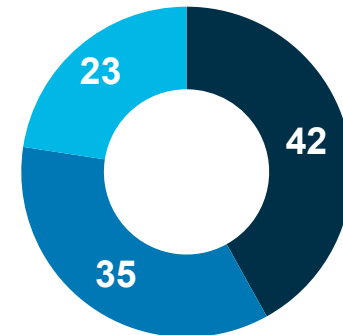


- Summer 2020 (July-Aug. 2020)
- Autumn 2020 (Sept. - Oct. 2020)
- Spring 2021 (April-June 2021)

Schleswig-Holstein



Lower Saxony



Basis: Respondents German Wadden Sea Region (n=640), Schleswig-Holstein (n=330), Lower Saxony (n=310) in summer 2020, autumn 2020 and spring 2021

Sources of information (TOP 10)

in %

Sources of information (TOP 10)	German Wadden Sea Region	Schleswig-Holstein	Lower Saxony
Family, friends	37	33	41
Specific websites of the region/place	35	40	30
Accommodation website	35	34	36
Internet search engines	19	26	12
Online booking sites, e.g. for holiday units or hotel rooms	16	23	9
Host directory	11	10	13
Travel literature, travel guides	10	12	7
Tourist information in the region/place	9	11	8
TV	8	9	6
Online rating portal	6	6	5

Basis: Respondents German Wadden Sea Region (n=640), Schleswig-Holstein (n=330), Lower Saxony (n=310) in summer 2020, autumn 2020 and spring 2021
 Question: Where did you find information about your current travel destination? (multiple answers)



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Sources of information (TOP 11-20)

in %

Sources of information (TOP 11-20)	German Wadden Sea Region	Schleswig-Holstein	Lower Saxony
Newspaper, news magazine	5	5	6
Social media	5	4	7
Journalistic reports on the internet	4	6	2
Brochure of the rental accommodation	4	2	5
Travel magazine	2	1	2
Travel agency, tour operator	1	1	1
Someone else assembled the information	1	1	1
Travel exhibition	0	0	0
I have not informed myself beforehand	5	3	8
Others	9	6	12

Basis: Respondents German Wadden Sea Region (n=640), Schleswig-Holstein (n=330), Lower Saxony (n=310) in summer 2020, autumn 2020 and spring 2021
 Question: Where did you find information about your current travel destination? (multiple answers)



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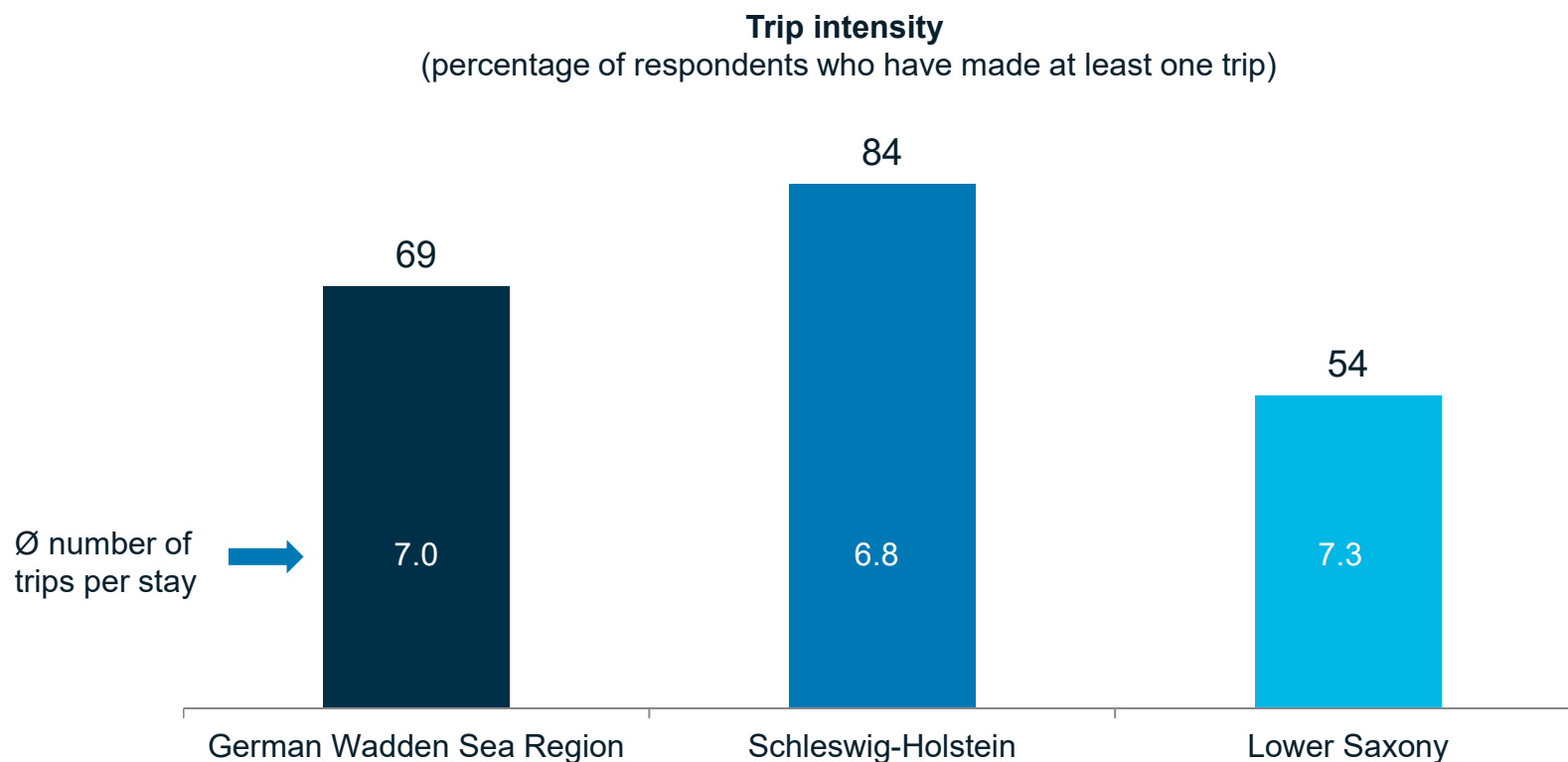


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Trips during overnight stays



Basis: Respondents German Wadden Sea Region (n=206), Schleswig-Holstein (n=144), Lower Saxony (n=62) in summer 2020, autumn 2020 and spring 2021

Question: Did you do any day trips from your current location?

Question: If yes, how many day trips did you do?



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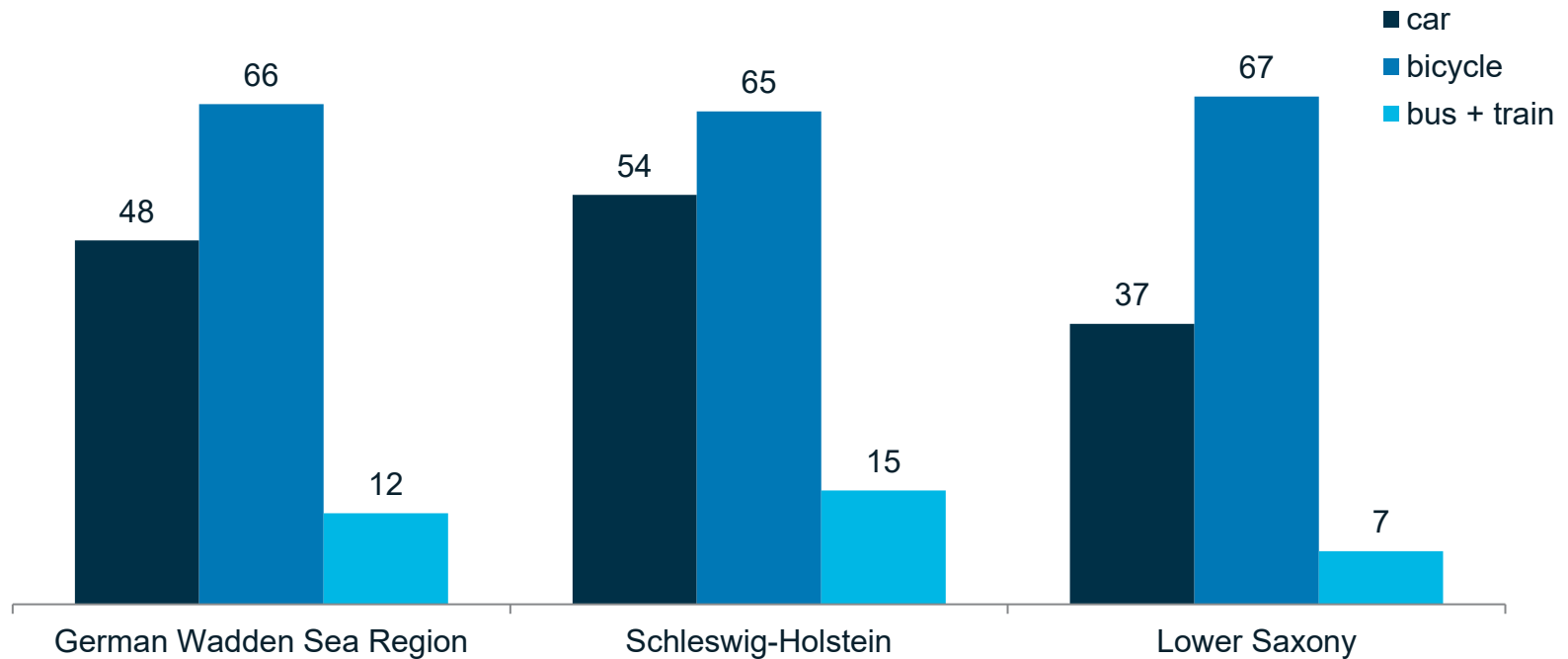


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Trips during overnight stays: Means of transport

in %



Basis: Respondents who did at least one trip during their stay. German Wadden Sea Region (n=444), Schleswig-Holstein (n=277), Lower Saxony (n=167) in summer 2020, autumn 2020 and spring 2021

Question: If yes, how many such day trips did you do by... own car? ...rented/shared car? ...own bicycle? ...rented/shared bicycle? ...bus or train?

Trips during overnight stays: Means of transport (details)

in %

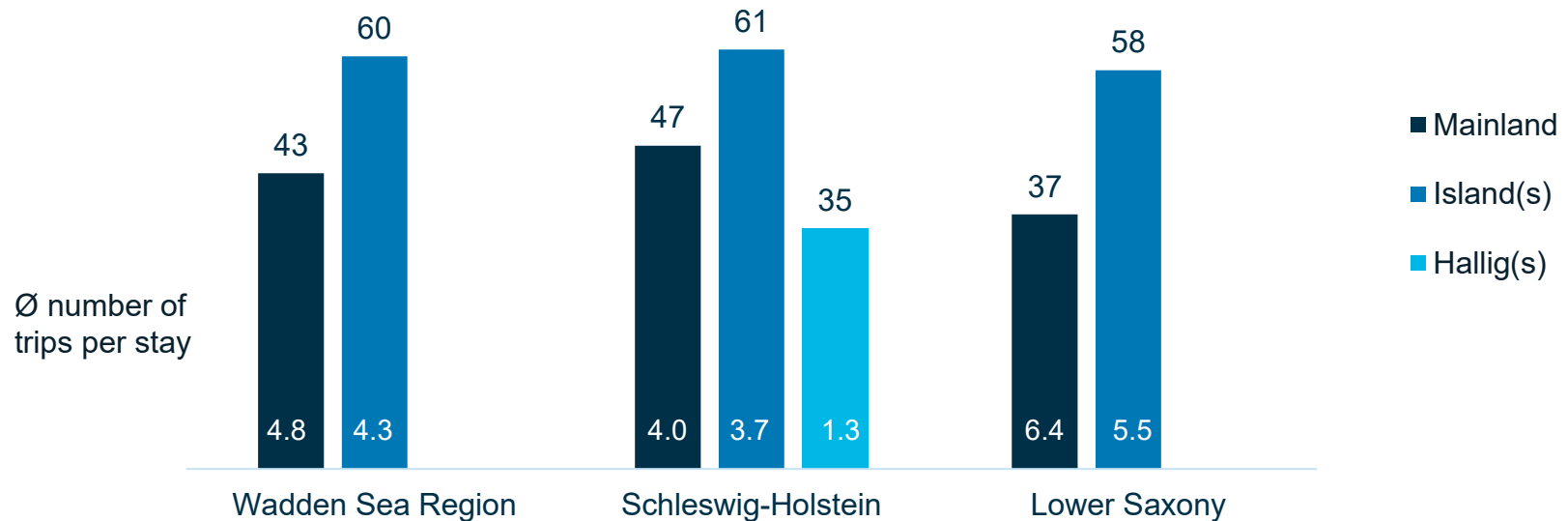
Means of transport (TOP 10)	German Wadden Sea Region	Schleswig-Holstein	Lower Saxony
Own car	46	52	37
Rented/shared car	2	2	0
Own bicycle	51	49	55
Rented/shared bicycle	17	18	15
Bus or train	12	15	7

Basis: Respondents who did at least one trip during their stay. German Wadden Sea Region (n=444), Schleswig-Holstein (n=277), Lower Saxony (n=167) in summer 2020, autumn 2020 and spring 2021

Question: If yes, how many such day trips did you do by... own car? ...rented/shared car? ...own bicycle? ...rented/shared bicycle? ...bus or train?

Trips during overnight stays: destinations

Intensity by destination
(percentage of respondents who have made at least one trip
to main land respectively island)



Basis: Respondents German Wadden Sea Region (n=444), Schleswig-Holstein (n=277), Lower Saxony (n=167) in summer 2020, autumn 2020 and spring 2021
Question: What was the destination of these day trips? (Please provide the respective number of your trips or write zero.)



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Travel expenses

Travel expenses in EUR	Travel expenses per person and day (Ø)			Total travel expenses for all days and all persons (without costs for arrival & departure)
	Accomodation	Other expenses	total	
German Wadden Sea region	46,-	31,-	76,-	1603,-
Schleswig-Holstein	43,-	30,-	73,-	1510,-
Lower Saxony	49,-	31,-	80,-	1688,-

Basis: Respondents German Wadden Sea region who did answer the number of persons they travel with, the number of days they stay and their expenditure (n=612)
 Question: How much did you spend during your stay at your current location (including everyone you travelled with for the time you stayed at your current location, excluding travel to and from your current destination)? (An estimate is sufficient.)



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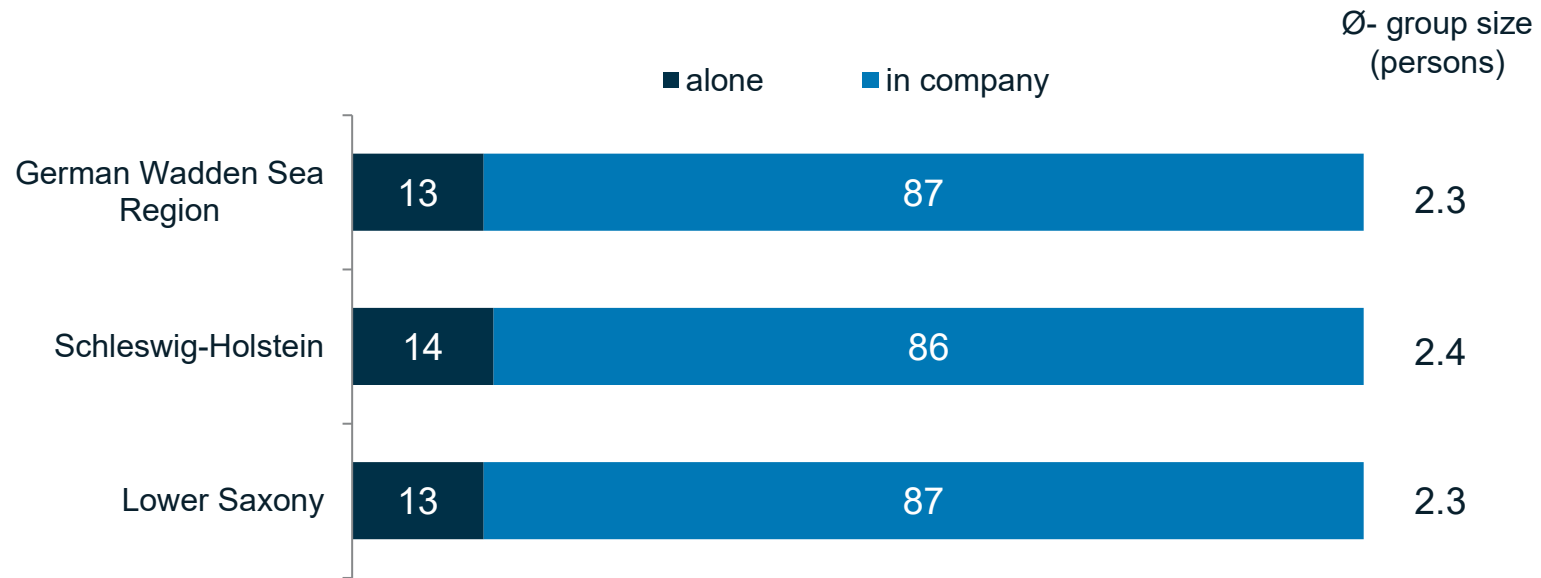


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Travel company

in %

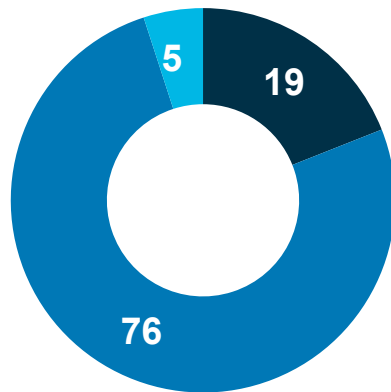


Basis: Respondents German Wadden Sea Region (n=640), Schleswig-Holstein (n=330), Lower Saxony (n=310) in summer 2020, autumn 2020 and spring 2021
Question: How many people are included in the above estimate? How many people belong to your party, including you?

Travel company: traveled with children

in %

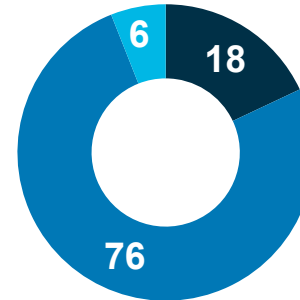
German Wadden Sea Region



Travelling with dogs: 4%

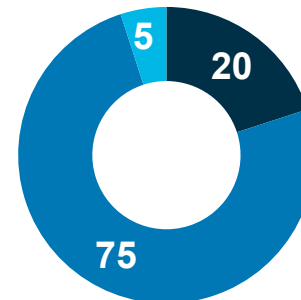
- Traveled with children (0-17 years)
- Traveled without children (0-17 years)
- no (detailed) answer

Schleswig-Holstein



Travelling with dogs: 4%

Lower Saxony



Travelling with dogs: 4%

Basis: Respondents German Wadden Sea Region (n=640), Schleswig-Holstein (n=330), Lower Saxony (n=310) in summer 2020, autumn 2020 and spring 2021
 Question: How many people are included in the above estimate? How many people belong to your party, including you? Do you also travel with a dog(s)?

Tourist offers usage above 60%

Tourist offers used by more than 60% of the visitors in %	German Wadden Sea Region	Schleswig-Holstein	Lower Saxony
Shopping (food etc.)	95	94	96
Culinary offers at travel destination	93	91	94
Offers of regional products and specialties	87	86	90
Access to the internet	84	83	86
Opportunities for hiking, jogging or (Nordic) walking	84	79	89
Opportunities for cycling	81	83	79
Beach and bathing opportunities	79	71	88
Signage along cycling routes	76	81	72
Signage along hiking and walking tracks	76	72	81
Public transport (ferry)	68	64	73
Shopping in (inner-) cities and shopping centres	67	61	73

Basis: Respondents German Wadden Sea Region (n=640), Schleswig-Holstein (n=330), Lower Saxony (n=310) in summer 2020, autumn 2020 and spring 2021



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Tourist offers usage below 60%

Tourist offers used by less than 60% of the visitors in %	German Wadden Sea Region	Schleswig-Holstein	Lower Saxony
Daytrip opportunities	54	68	39
Wadden sea exhibition and visitor centres	53	47	60
Tourist information office	52	50	54
Health and wellbeing offers	39	26	53
Cultural offers (e.g. museums, exhibitions, events, concerts, churches)	38	37	39
Swimming pools, water parks	35	23	48
Public transport (bus, train)	34	38	30
Guided hiking tours (e.g., walking on the tidal flats, nature walks)	30	33	27
Public events	24	20	28
Offers for children	24	22	25
Organised local and cities guided tours	21	21	21
Organised outdoor activities (e.g., rafting, beach sailing, (kite)surfing)	16	14	18
Fun parks, zoos, animal sanctuaries	13	11	14
Marinas	13	10	16
No answer	1	1	1

Basis: Respondents German Wadden Sea Region (n=640), Schleswig-Holstein (n=330), Lower Saxony (n=310) in summer 2020, autumn 2020 and spring 2021



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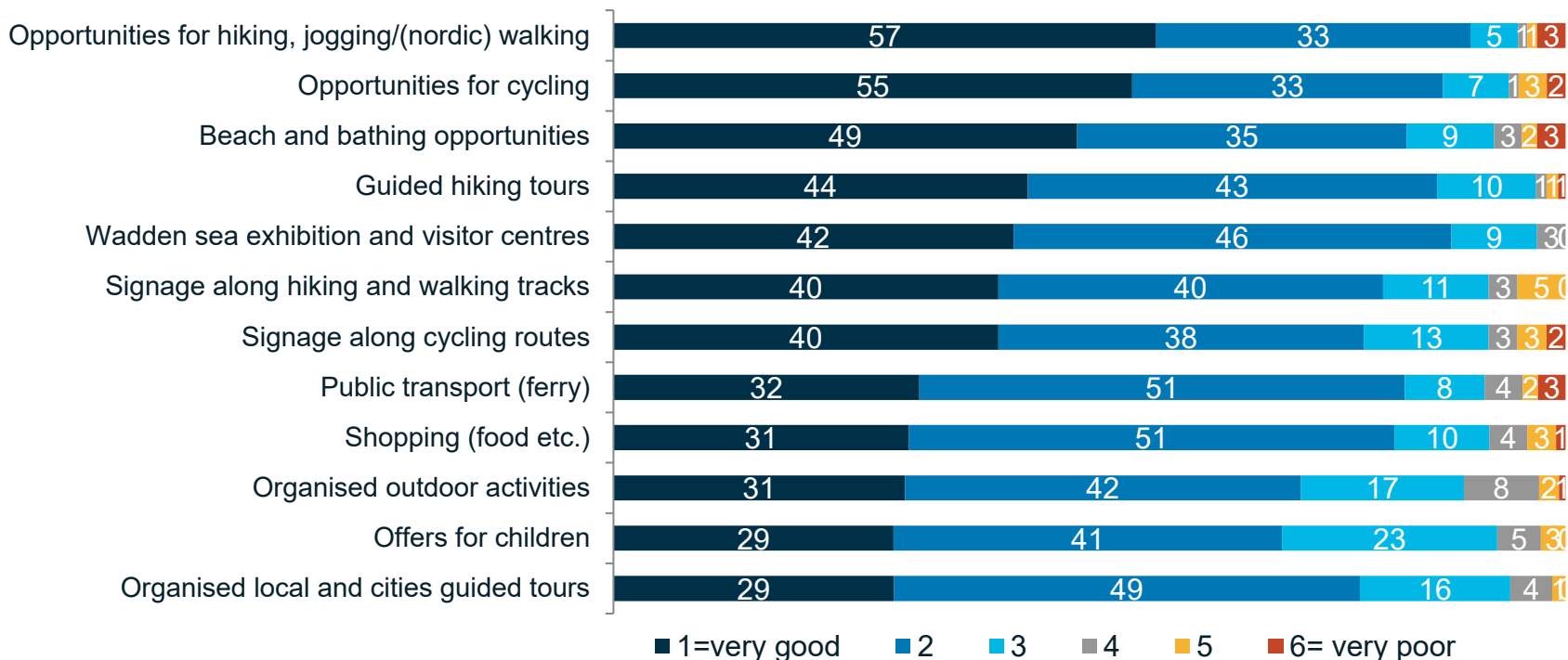


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Rating of tourist offers (I)

in %



Basis: Respondents with indication to respective offer German Wadden Sea Region in summer 2020, autumn 2020 and spring 2021

Question: How would you rate the following aspects at your travel destination? Please rate only those that you used yourself using the scale from 1 (very good) to 6 (very poor).



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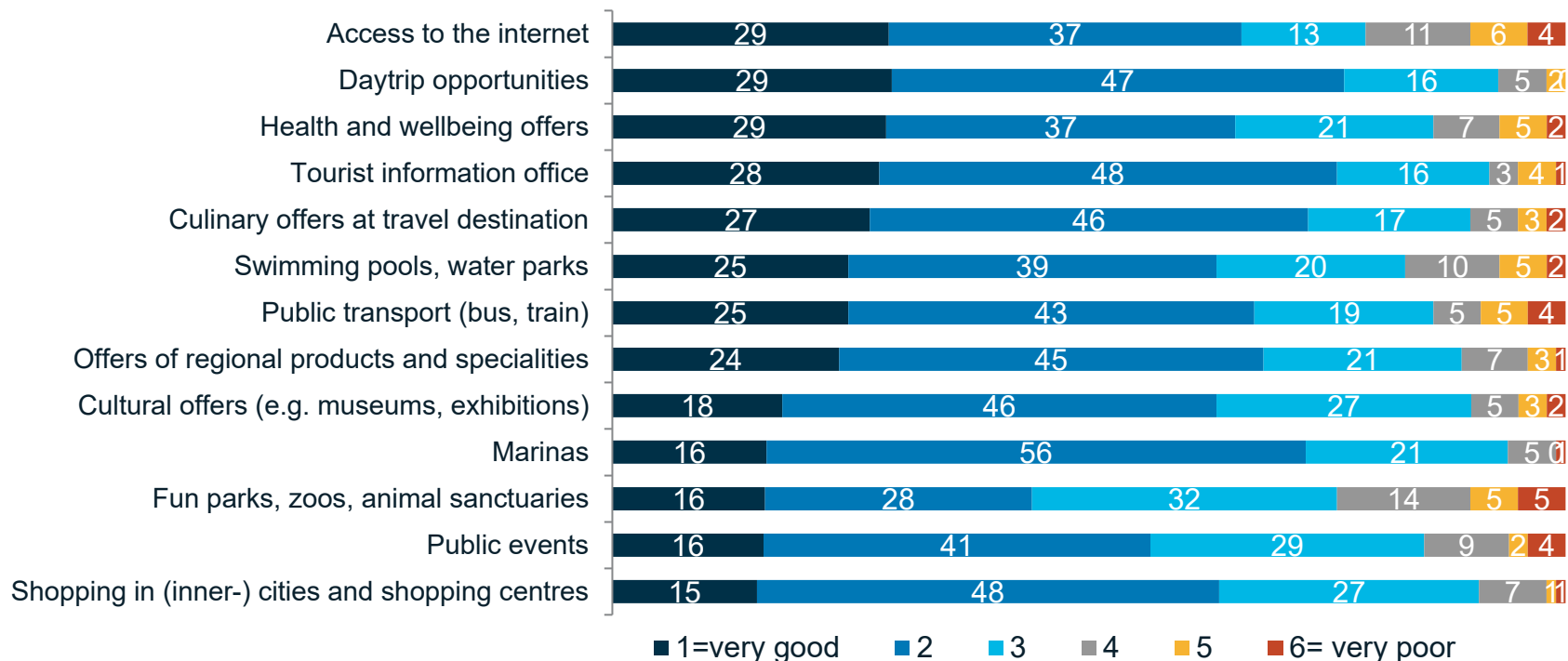


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Rating of tourist offers (II)

in %



Basis: Respondents with indication to respective offer German Wadden Sea Region in summer 2020, autumn 2020 and spring 2021

Question: How would you rate the following aspects at your travel destination? Please rate only those that you used yourself using the scale from 1 (very good) to 6 (very poor).



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Reasons for the decision to travel to German Wadden Sea Region (TOP 15)

in %



Basis: Respondents German Wadden Sea Region (n=640) in summer 2020, autumn 2020 and spring 2021

Question: Which of the following aspects/features were very important to you and played an essential role in your decision to travel to this destination? (multiple answers)

Sources of information about the Wadden Sea on site

in %

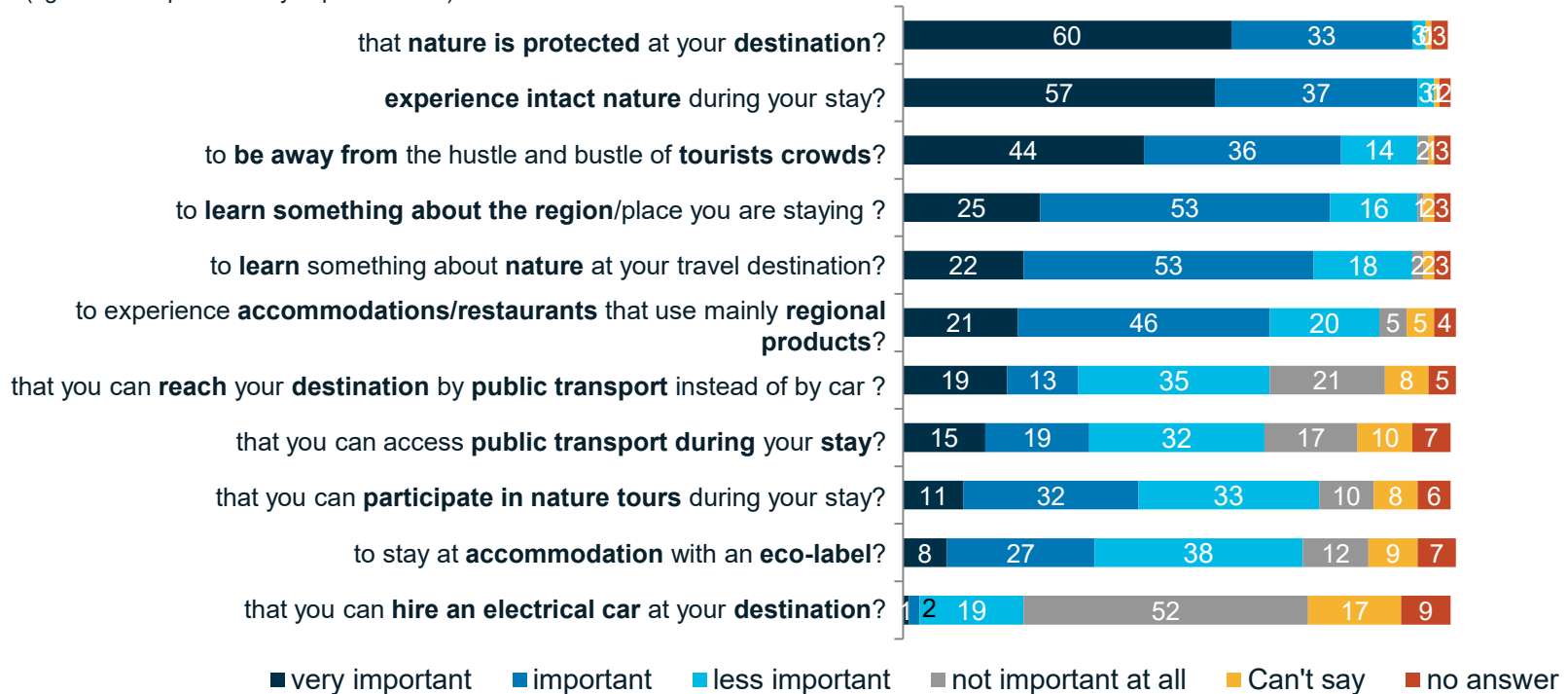
		Schleswig-Holstein	Lower Saxony
Information boards and displays	65	65	65
Leaflet(s)/brochure(s)	36	36	37
Wadden sea exhibition or visitor centre	28	28	28
Guided tidal flat tour	27	26	29
Internet	26	23	28
Educations trail	21	15	27
Landlord/hotel employees	18	15	20
Tourist Information/Office for tourism management	15	14	15
Offer(s) on nature experience	9	8	11
Employees of the nature protection..	7	11	3
Smartphone-App	7	5	8
Nature guide	5	6	4
Other	5	6	3

Basis: Respondents German Wadden Sea Region (n=640), Schleswig-Holstein (n=330), Lower Saxony (n=310) in summer 2020, autumn 2020 and spring 2021
 Question: Where did you get the most information about the Wadden Sea on site? (Multiple answers)

Importance of environmental aspects in the destination

How important is it for you ...

(figures for important/very important in %)



Basis: Respondents German Wadden Sea Region (n=640) in summer 2020, autumn 2020 and spring 2021

Question: When on holiday there are things that are very important to us, and others which are less important. Please indicate the importance of each aspect listed below during your holiday. Four-level scale (very important, important, less important, not important).

Importance of environmental aspects in the destination

How important is it for you ... (figures for important/very important in %)	German Wadden Sea Region	Schleswig-Holstein	Lower Saxony
experience intact nature during your stay?	94	94	94
that nature is protected at your destination?	94	92	95
to be away from the hustle and bustle of tourists crowds?	80	82	79
to learn something about the region/place you are staying ?	78	81	75
to learn something about nature at your travel destination?	75	76	73
to experience accommodations/restaurants that use mainly regional products?	67	69	64
that you can participate in nature tours during your stay?	43	43	44
to stay at accommodation with an eco-label?	35	33	36
that you can access public transport during your stay?	34	41	27
that you can reach your destination by public transport instead of by car ?	32	36	28
that you can hire an electrical car at your destination?	3	3	3

Basis: Respondents German Wadden Sea Region (n=640), Schleswig-Holstein (n=330), Lower Saxony (n=310) in summer 2020, autumn 2020 and spring 2021

Question: When on holiday there are things that are very important to us, and others which are less important. Please indicate the importance of each aspect listed below during your holiday. Four-level scale (very important, important, less important, not important).



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Willingness to pay for nature conservation measures

in %



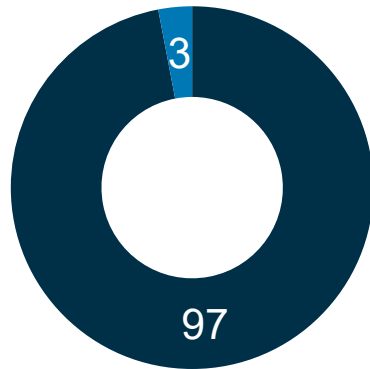
Basis: Respondents German Wadden Sea Region (n=640) in summer 2020, autumn 2020 and spring 2021
Question: With which of the following statements do you agree? (Multiple answers.)

Awareness of World Heritage designation

Did you know that the Wadden Sea is a World Heritage site?

in %

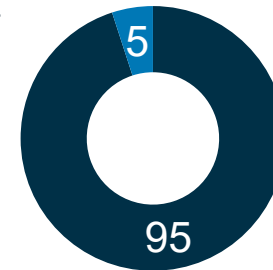
German Wadden Sea Region



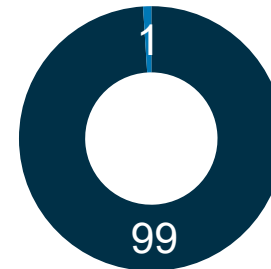
■ Yes

■ No

Schleswig-Holstein



Lower Saxony

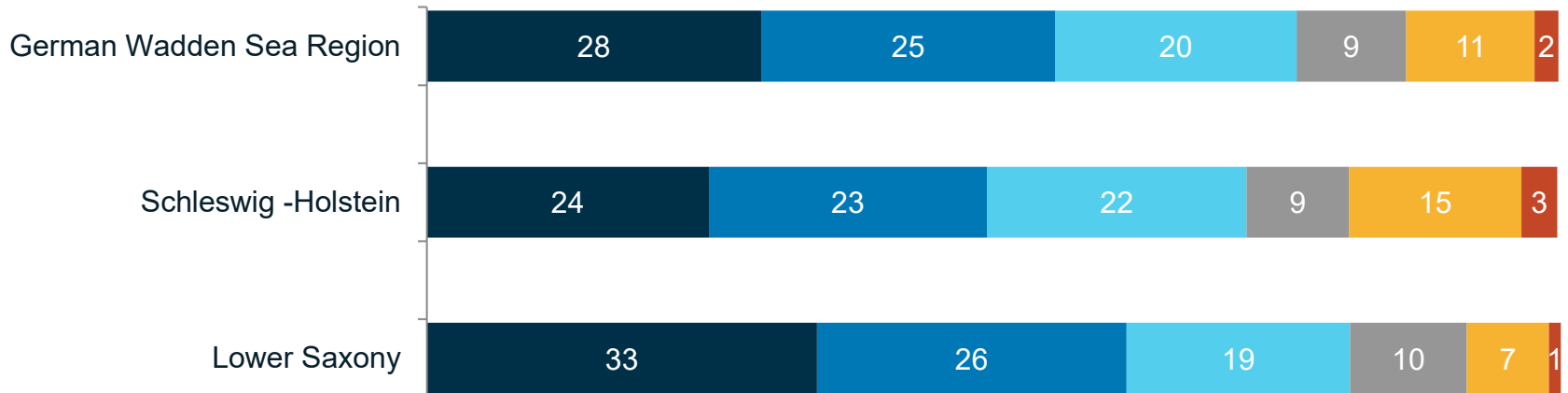


Basis: Respondents German Wadden Sea Region (n=640), Schleswig-Holstein (n=330), Lower Saxony (n=310) in summer 2020, autumn 2020 and spring 2021
Question: Did you know that the Wadden Sea is a World Heritage site?

Importance of the National Park status for travel decision

When planning this journey, the protection of the Wadden Sea as National Park was...

in %



■ very important ■ important ■ less important ■ not important ■ can't say ■ didn't know about these aspects

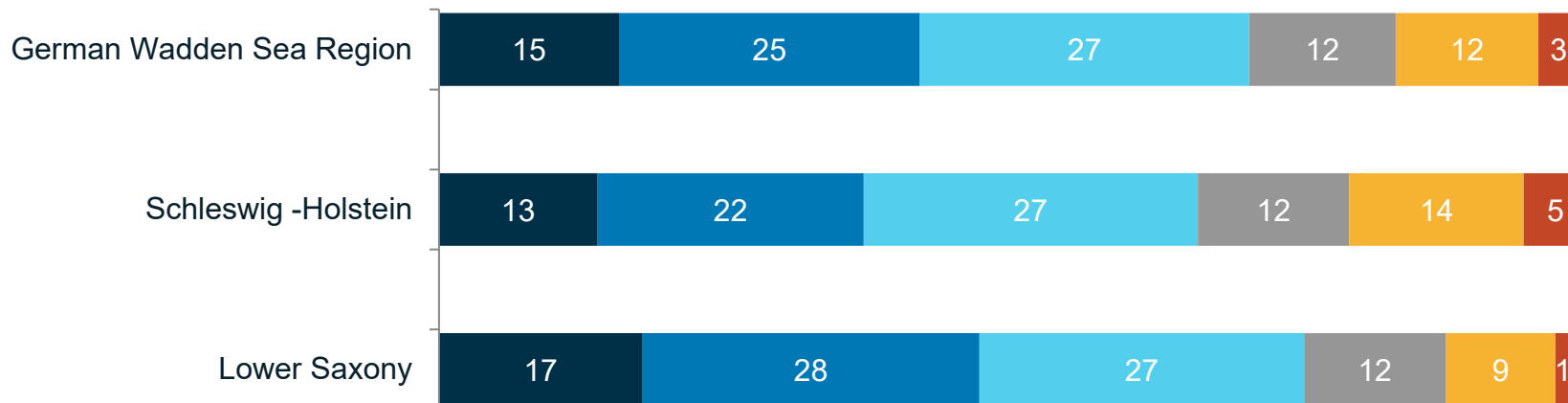
Basis: Respondents German Wadden Sea Region (n=640), Schleswig-Holstein (n=330), Lower Saxony (n=310) in summer 2020, autumn 2020 and spring 2021
percentage missing to 100% = no answer.

Question: How important were the following aspects when planning this journey? Four-level scale (very important, important, less important, not important).

Importance of the UNESCO World Heritage status for travel decision

When planning this journey, the UNESCO World Heritage status of the Wadden Sea was...

in %



■ very important ■ important ■ less important ■ not important ■ can't say ■ didn't know about these aspects

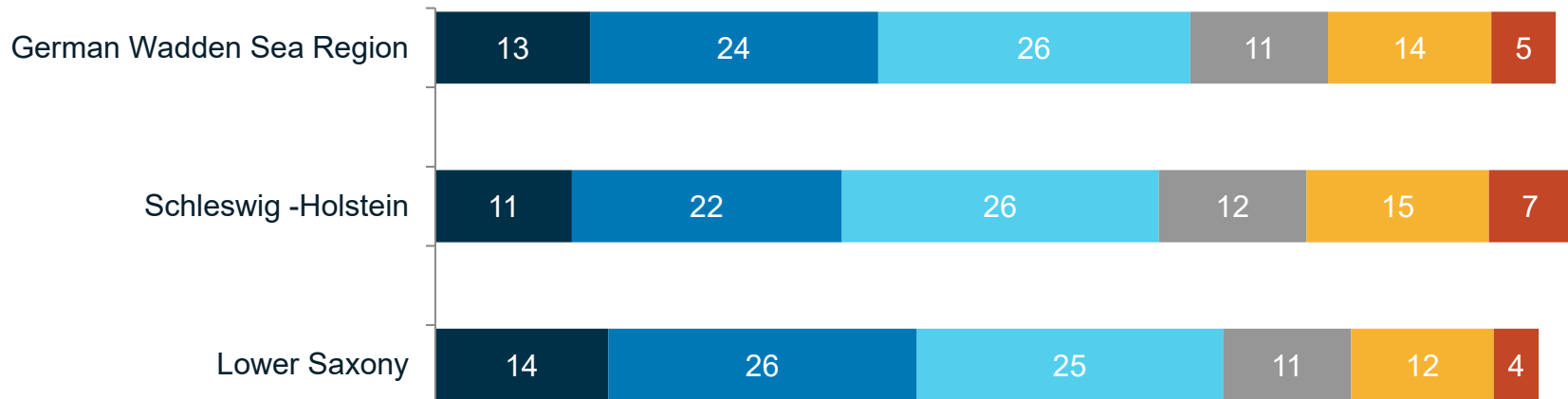
Basis: Respondents German Wadden Sea Region (n=640), Schleswig-Holstein (n=330), Lower Saxony (n=210) in summer 2020, autumn 2020 and spring 2021
percentage missing to 100% = no answer.

Question: How important were the following aspects when planning this journey? Four-level scale (very important, important, less important, not important).

Importance of the UNESCO biosphere reserve for travel decision

When planning this journey, the status as a UNESCO biosphere reserve was ...

in %



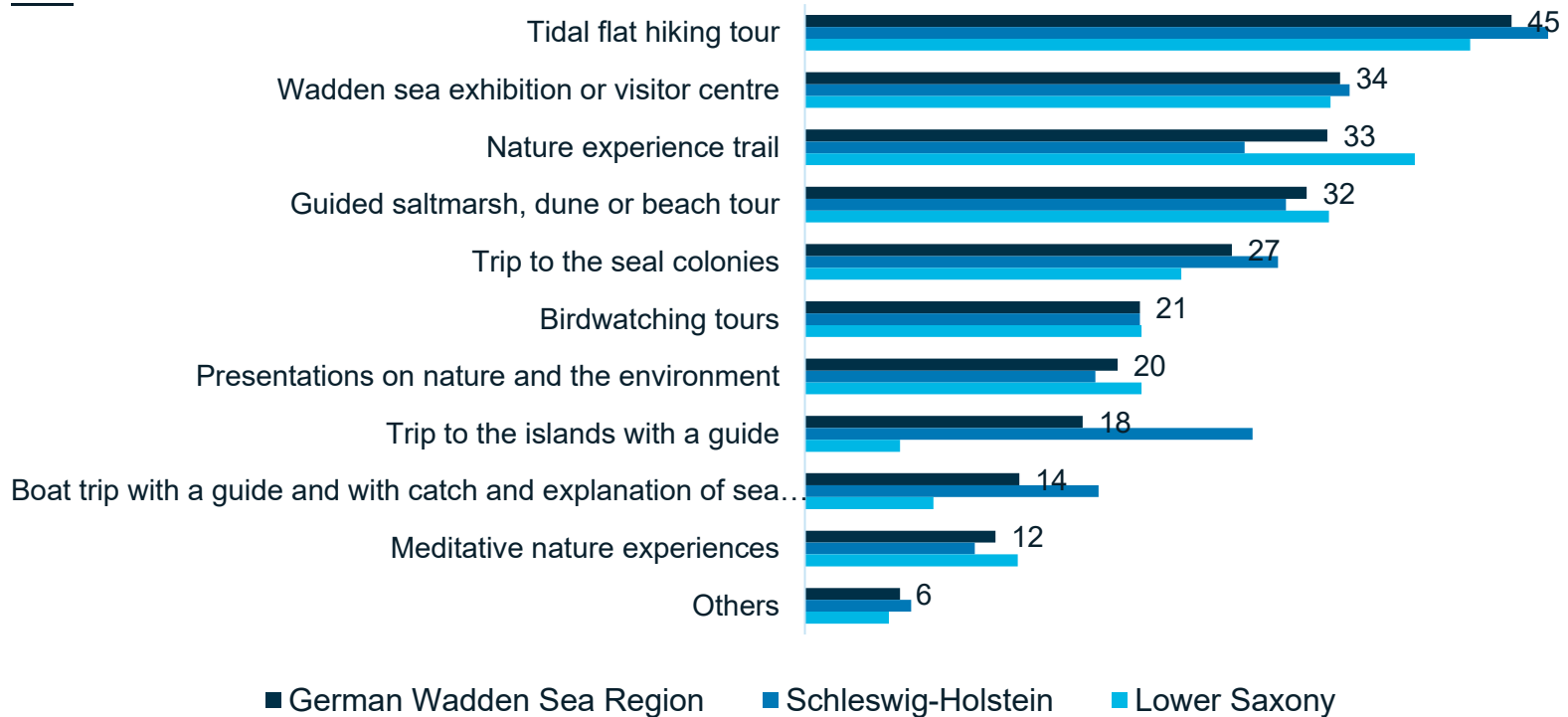
■ very important ■ important ■ less important ■ not important ■ can't say ■ didn't know about these aspects

Basis: Respondents German Wadden Sea Region (n=640), Schleswig-Holstein (n=330), Lower Saxony (n=310) in summer 2020, autumn 2020 and spring 2021
percentage missing to 100% = no answer.

Question: How important were the following aspects when planning this journey? Four-level scale (very important, important, less important, not important).

Interest in nature tourism offers

in %



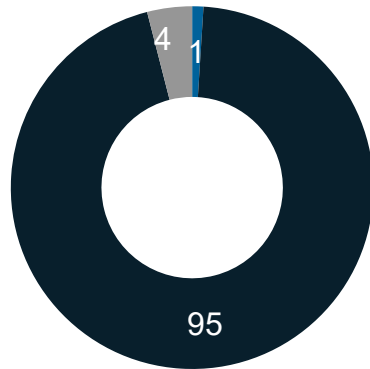
Basis: Respondents German Wadden Sea Region (n=640), Schleswig-Holstein (n=330), Lower Saxony (n=310) in summer 2020, autumn 2020 and spring 2021
 Question: Which of the following nature experience offers are of interest to you during your current stay? (Multiple answers)

Restrictions due to nature conservation: guest's point of view

Do you feel restricted in your ventures due to the protective status of the Wadden Sea as a World Heritage/National Park during your stay?

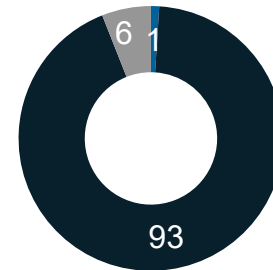
in %

German Wadden Sea Region

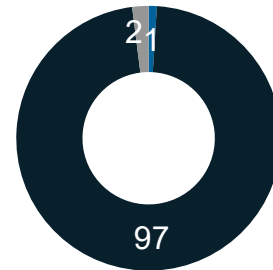


■ yes ■ no ■ no answer

Schleswig-Holstein



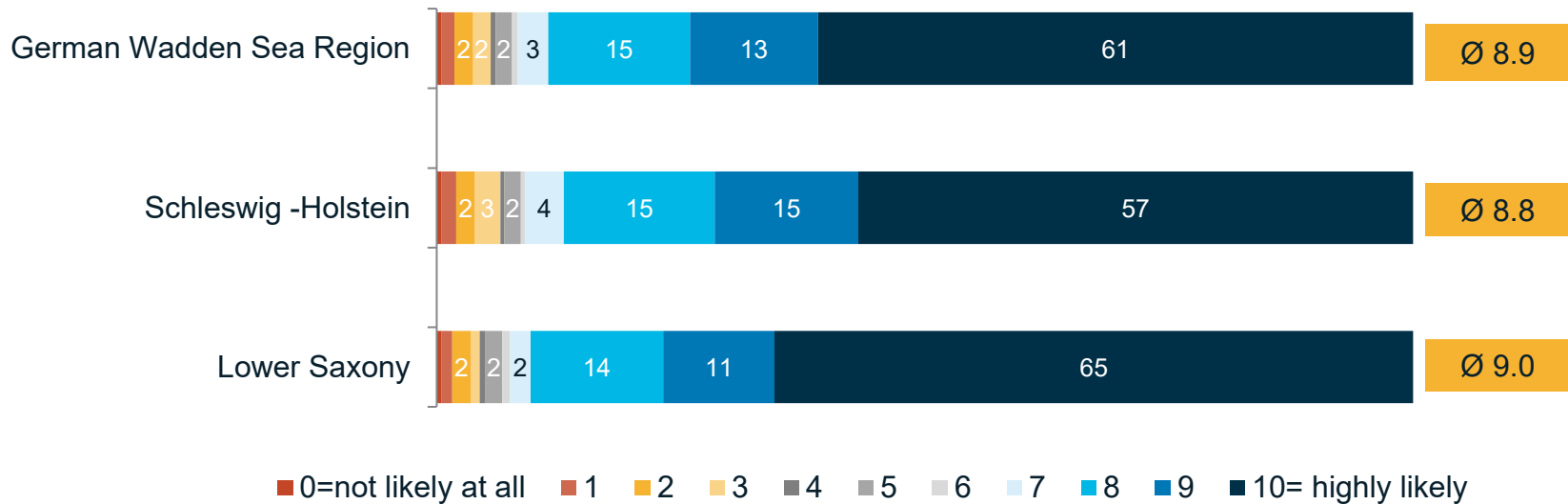
Lower Saxony



Basis: Respondents German Wadden Sea Region (n=640), Schleswig-Holstein (n=330), Lower Saxony (n=310) in summer 2020, autumn 2020 and spring 2021
Question: Do you feel restricted in your ventures due to the protective status of the Wadden Sea as a World Heritage/National Park during your stay?

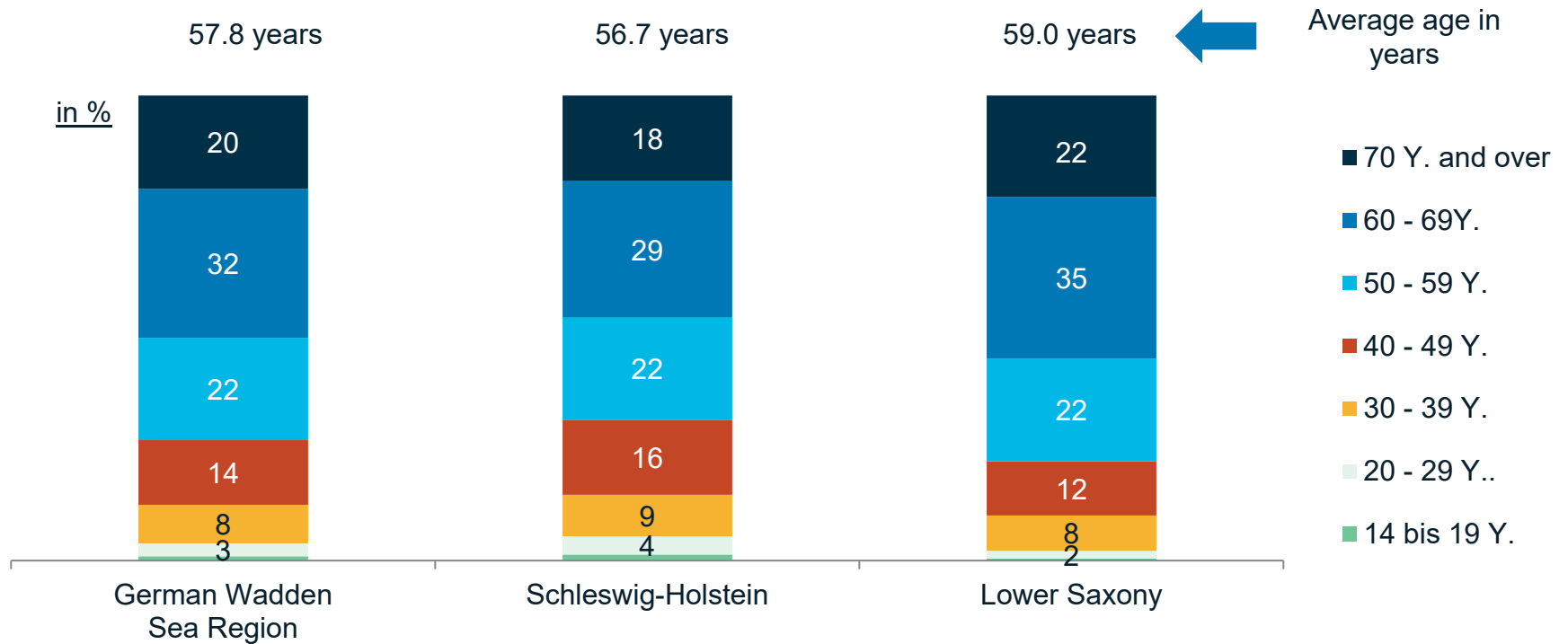
Willingness to recommend the region as a holiday destination

in %



Basis: Respondents with indication German Wadden Sea Region (n=640), Schleswig-Holstein (n=330), Lower Saxony (n=310) in summer 2020, autumn 2020 and spring 2021
 Question: How likely is it that you recommend this destination to your family, friends and colleagues?

Age of the respondents

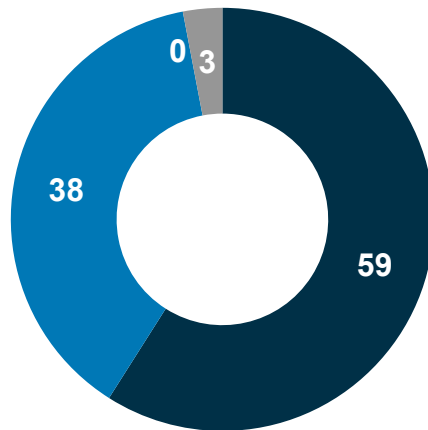


Basis: Respondents German Wadden Sea Region (n=640), Schleswig-Holstein (n=330), Lower Saxony (n=310) in summer 2020, autumn 2020 and spring 2021
percentage missing to 100% = no answer.

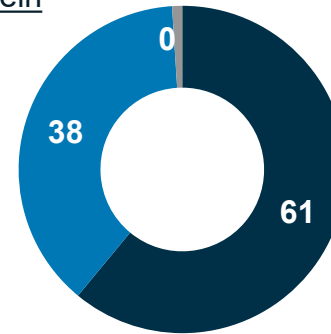
Gender of respondents

in %

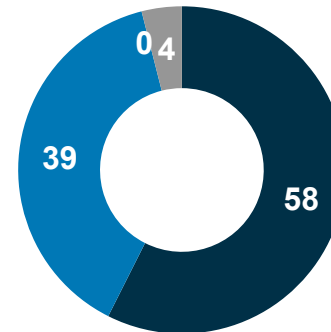
German Wadden Sea Region



Schleswig-Holstein



Lower Saxony

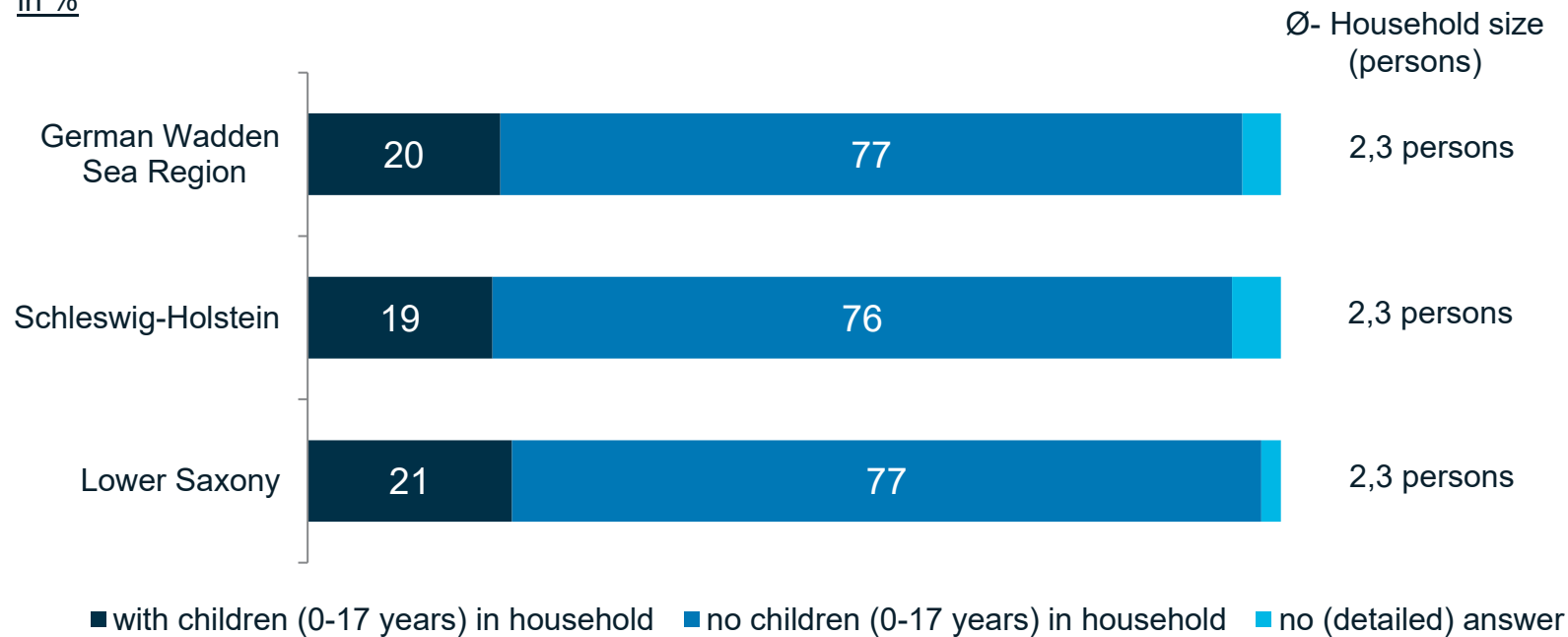


■ female ■ male ■ divers ■ no answer

Basis: Respondents German Wadden Sea Region (n=640), Schleswig-Holstein (n=330), Lower Saxony (n=310) in summer 2020, autumn 2020 and spring 2021

Household structure of respondents

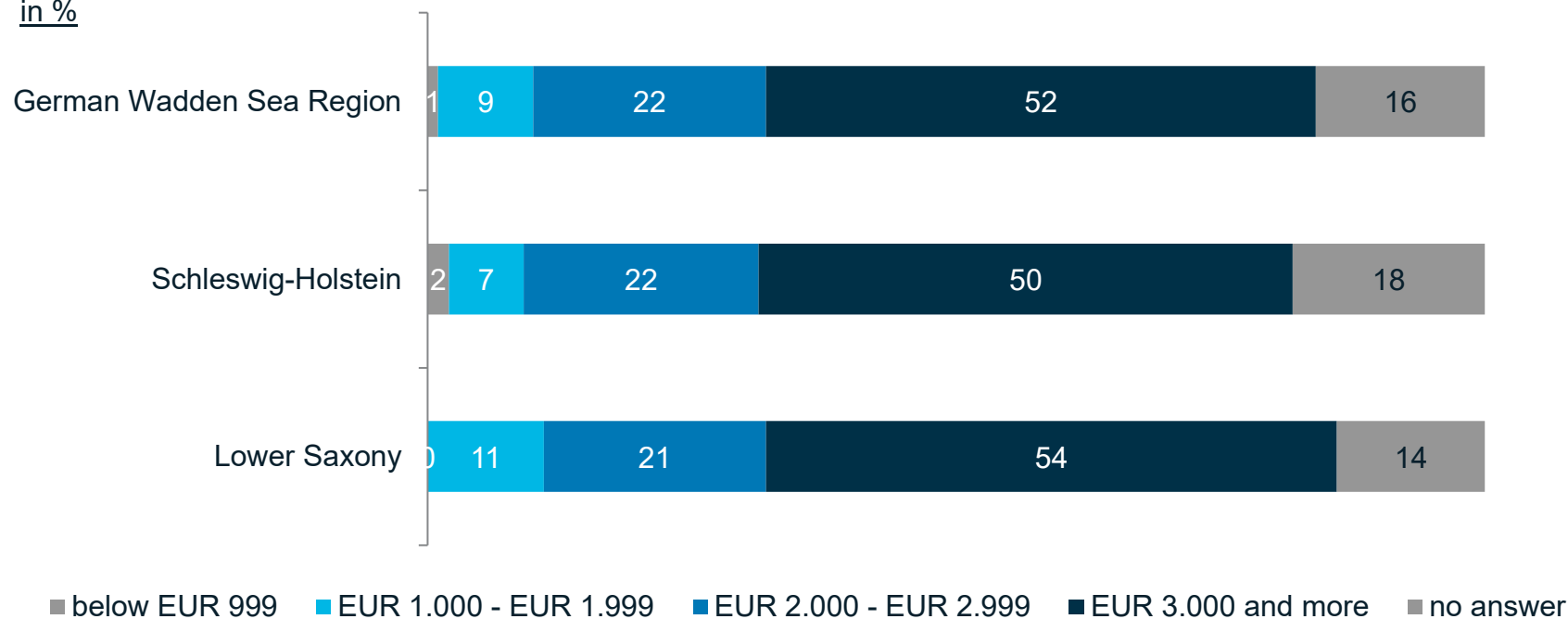
in %



Basis: Respondents German Wadden Sea Region (n=640), Schleswig-Holstein (n=330), Lower Saxony (n=310) in summer 2020, autumn 2020 and spring 2021

Net household income of respondents

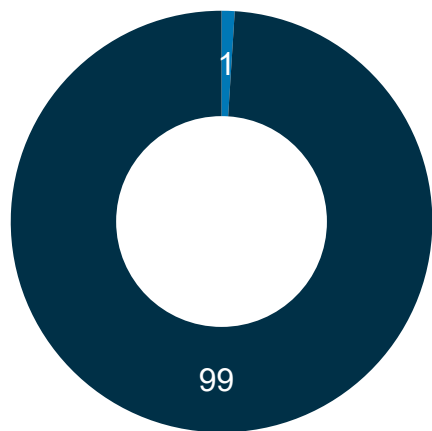
in %



Basis: Respondents German Wadden Sea Region (n=640), Schleswig-Holstein (n=330), Lower Saxony (n=310) in summer 2020, autumn 2020 and spring 2021.

Residence of respondents

in %



■ Foreign Countries ■ Domestic

Domestic TOP 10 by federal state	Wadden Sea Region
Nordrhein-Westfalen	39
Hessen	11
Niedersachsen	11
Baden-Württemberg	9
Bayern	8
Hamburg	5
Schleswig-Holstein	4
Rheinland-Pfalz	3
Berlin	3
Bremen	1

Basis: Respondents German Wadden Sea Region (n=640), Schleswig-Holstein (n=330), Lower Saxony (n=310) in summer 2020, autumn 2020 and spring 2021

For further information please contact



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THERE IS A PLACE – WHERE HEAVEN
AND EARTH SHARE THE SAME STAGE

Photo: Dierk Ueberschär



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Transnational visitor survey in the Wadden Sea region 2020/2021

Dutch Wadden Sea region

Kiel, 14th January 2022

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Summary (1): Objective and method

- **The aim of this survey** is to conduct a transnational guest survey in the Wadden Sea regions of Denmark, Germany (Lower Saxony and Schleswig-Holstein) and the Netherlands. The survey was conducted simultaneously and with coordinated content.
- Among others this **guest survey will provide information** on guest perceptions, the importance of sustainable tourism and the World Heritage status of the Wadden Sea. A harmonised questionnaire is available, which was produced in seven versions due to different languages and regional specifics, has been produced in a total of seven versions.
- **Visitor survey Dutch Wadden Sea region 2020/2021:** The results of the visitor survey in the Dutch Wadden Sea region 2020/2021 are based on a case number of n=757 cases. Data are available for numerous other important target groups for the Dutch Wadden Sea region.
- **Method and basis:** The visitor survey in the Dutch Wadden Sea region is conducted as an online survey of overnight guests and day trippers supplemented by a paper-pencil survey of overnight guests aged 14 years and older in accommodation establishments. Survey period of the reported data: 1st July to 6th November 2020 and 1st April to 30th June 2021.



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Summary (2): The stay at the North Sea – Travel behaviour

- **Travel experience:** Guests of the Dutch Wadden Sea region show a moderate loyalty. While 42% of the respondents are first-time visitors, 9% visit for the second time and 44% are regular guests, visiting their North Sea holiday destination for the third time or more.
- **Reason for travel:** Trips to the North Sea are predominantly holiday trips and short breaks (95%). For 7% of respondents, the trip was made to visit relatives/acquaintances. Business trips play only a small role (3%).
- **Accommodation:** One third of the guests of the Dutch Wadden Sea stay in a bungalow park and another 13% in a camping site. One out of five guests booked a bed and breakfast/private room/AirBnB, only every tenth visitor chose a holiday unit (11%) or a hotel (10%). 7% of the visitors stayed at the marina.
- **Length of stay:** A trip to the Dutch Wadden Sea region lasts about 7.6 days. About a third of the visitors stay for 2 to 4 days (27%), while most guests stay a maximum of one week (38%) and only one out of ten guests visits the region on a day trip (8%).
- **Means of transport:** Most visitors travel to the North Sea by car (65%), 16% take the boat or ferry, 10% travel by bike and 6% by train.
- **Date of travel:** 50% of the reported trips to the Dutch Wadden Sea region were made during summer 2020, 32% in autumn 2020 and 18% in spring 2021.



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Summary (3): The stay at the North Sea - Information sources and excursions

- **Sources of information:** By far the most important information source for the Wadden Sea region are family and friends (50%). 33% of the North Sea guests visited specific websites of the region or place and almost the same proportion looked at accommodation websites (31%). Internet search engines follow with a share of 26%, online booking sites with 14%. About one third of the visitors reported using the host directory, tourist information of the region or place and/or social media. The website www.visitwadden.nl was named by 5% as an information source about the travel destination.
- **Excursions:**
 - **Volume:** 85% of Dutch Wadden Sea region guests made at least one excursion from their holiday destination during their stay. The average number of excursions made during the stay is 7.3.
 - **Means of transport:** On their excursions, 75% of the Dutch Wadden Sea region visitors used the bicycle, 39% the car and 10% bus or train.
 - **Destinations:** 29% of North Sea visitors made at least one trip to mainland, 71% to an island. On average 3.4 day trips were made to the mainland, and 8.2 day trips to the islands.



Summary (4): The stay at the North Sea – Travel behaviour and tourist offer

- **Travel expenses:** The expenditure for the guests' trip to the Dutch Wadden Sea region amounts EUR 72 per day and person (accommodation: EUR 42, other services: EUR 30, excluding arrival/departure). Total travel expenses per trip amounts to EUR 1,014.
- **Travel company:** 93% of visitors at the North Sea travel in company. The average group size is 2.8 persons, whereby one fourth of the guests travelled with children (0-17 years). 13% of the Dutch Wadden Sea region visitors are accompanied by dogs.
- **Tourist offers:** The most frequently used tourist offers are culinary offers, the access to internet, opportunities for cycling and its signage, shopping, opportunities for hiking/walking and its signage as well as offers of regional products and specialities (usage intensity above 80%). All of those offers were evaluated with high ratings (at least 70% rated with “very good” or “good”). Visitors of the Dutch Wadden Sea also used offers such as bathing opportunities, public transport with ferry, shopping in cities and shopping centres and daytrip opportunities rather frequently (usage intensity between 60% to 79%). Among the less frequently used tourist offers (still with a usage intensity between 40 to 59%), tourist information offices, guided hiking tours and Wadden sea exhibition and visitor centres received very high ratings (81%, 77%, and 72% ratings with “very good” and “good”, respectively). Swimming pool, water park showed the lowest positive ratings (49% ratings with “very good” and “good”).



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Summary (5): The stay at the North Sea - Environmental aspects and awareness of status

- **Information on the Wadden Sea:** The internet is by far the most frequently used information medium for visitors to the Dutch Wadden Sea region. Every second person used it to get information on the Wadden Sea region. Every third person informed themselves by using leaflets/brochures and information boards, every fifth person got information via the tourist information.
- **Reasons for travelling:** The most important reasons for traveling to the current destination are the landscape and location (78%) and the opportunities to relax (77%), closely followed by the nature with its flora and fauna (71%). Almost two third of the respondents named the beach, the sea, opportunities to go for a swim (60%) as well as cycling opportunities (59%).
- **Importance of environmental aspects in the destination:** To experience intact nature on holiday (91%), the protection of nature at the holiday destination (88%) and staying away from the hustle and bustle of tourist crowds (88%) is (very) important for almost all respondents. For most visitors of the Dutch Wadden Sea region the following aspects are also very important or important: Specifically learning about the nature at the holiday destination (80%) and learning about the region/place (73%).
- **Attitude towards nature and environmental protection aspects on holiday:** 24% of Dutch Wadden Sea region guests are willing to spend more money for a hotel or an accommodation if it has an eco-label, 86% prefer businesses that show they are contributing to environmental and nature protection, 44% are willing to donate a small amount of money to financially support nature protection at the destination and 23% state the importance of a selection of specialized offers regarding the Wadden Sea theme.
- **Awareness of the Wadden Sea World Heritage status:** With 96%, almost all guests are aware of the World Heritage status of the Wadden Sea.



Summary (6): The stay at the North Sea – Relevance of status and nature experience

- **Relevance of status as National Park, World Heritage Site and biosphere reserve:**
 - For 53% of guests, the protection of the Wadden Sea as a national park was a (very) important reason when planning the journey.
 - In contrast, the designation of the Wadden Sea as a World Heritage Site is less often very important or important for the travel decision (38%).
- **Interest in nature experience offers:** 27% of the respondents are interested in nature experience trails. Every fourth guests would like to do a trip to the islands with a guide (25%), do a trip to the seal colonies, do a guided saltmarsh, dune or beach tour and visit a Wadden Sea exhibition (each 24%). A tidal flat hiking tour is interesting for one out of five guests of the Dutch Wadden Sea. Guided birdwatching tours (15%), a boat trip (17%) or a presentation on nature and the environment (13%) are less interesting for the visitors.
- **Restrictions due to nature conservation regulations:** Most respondents do not feel restricted by nature conservation regulations in the Wadden Sea due to the protective status as a World Heritage/National Park during their holiday. Only 5% state that they feel restricted by nature conservation regulations.
- **Willingness to recommend the region as a holiday region:** The willingness to recommend the place of the current North Sea trip is high: The average rating for the Dutch Wadden Sea region is 8.4 on a 10-point-scale with 10 = highly likely and 0 = not likely at all. 82% of respondents on the North Sea in the Netherlands can imagine to recommend the region as a holiday destination (with ratings of 8 or higher).



Summary (7): Visitor structure

- **Age:** Two third of the visitors at the Dutch Wadden Sea region are 50 years and older (average: 53.0 years).
- **Gender:** 59% of the North Sea visitors in the Netherlands are female, 40% are male.
- **Children (0-17 years) in the household:** One fourth of domestic North Sea visitors live with children below 18 years in the household. The average household size is 2.6 persons.
- **Net household income:** Half of North Sea visitors overall have a net household income of EUR 3.000 or more. Every fifth reported a household income of EUR 2.000 to EUR 2.999.
- **Source markets:** 91% of respondents from the Dutch Wadden Sea region are domestic travelers. The main source market for North Sea visitors in the Netherlands is Germany (7%).



Method description (1)

- **Survey method:** online survey supplemented by a paper-pencil survey
- **Target group:** Day trippers and overnight guests to the Dutch Wadden Sea National Park region
- **Language:** Dutch, English
- **Survey period of the reported data:**
 - Summer 2020: 01.08. – 31.08.2020
 - Autumn 2020: 01.09.2020 – 31.10.2020
 - Spring 2021: 01.04.-30.06.2021

Due to the Corona pandemic and associated restrictions the originally planned survey period in spring 2020 was postponed to spring 2021.

In addition, the survey was continued in summer 2021 (1. July to 31. August 2021). The data from this additional survey period will be compared with the data from summer 2020 in a separate evaluation and is not included in the data used for this analysis.

- **Number of respondents:**
 - Total: 757 respondents



Method description (2)

Online survey:

- **Target group:** Day trippers and overnight guests to the Danish Wadden Sea National Park region
- **Link distribution:**
 - via welcome home mail with a link to the survey from one rental company active in the whole Wadden Sea area, but mainly on the islands
 - Social media campaign through visit WADDEN,
 - Distribution of cards at some holiday homes and parks marinas and small scale entrepreneurs with the QR code to the survey, one side to the Dutch version the other side to the German version.
- opportunity to take part in a **prize draw** after filling in the survey
- **Number of respondents:** 576 online

Paper-pencil survey:

- **Target group:** Overnight guests to the Danish Wadden Sea National Park region aged 14 years and older
- **Distribution of the questionnaires:**

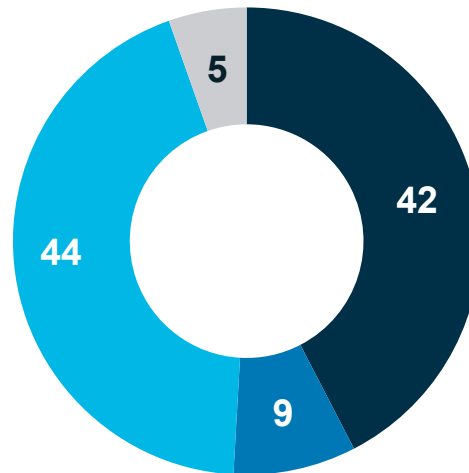
Announcement of the survey on the mainland and the islands with the request if partners can support it by passing on the questionnaires. During the survey period, about 20 partners (mainly on the mainland) gave the questionnaires to overnight guests. Due to the very low response rate, most partners refrained from supporting the survey in spring. They preferred the online survey.
- **Number of respondents:** 181 paper-pencil



Travel experience with the Wadden Sea Region

in %

Dutch Wadden Sea region



- First-time visitors
- Second time visitors
- Regular Customers
- no answer/don't know

Regular visitor: 3 times and more often at this location on an overnight trip

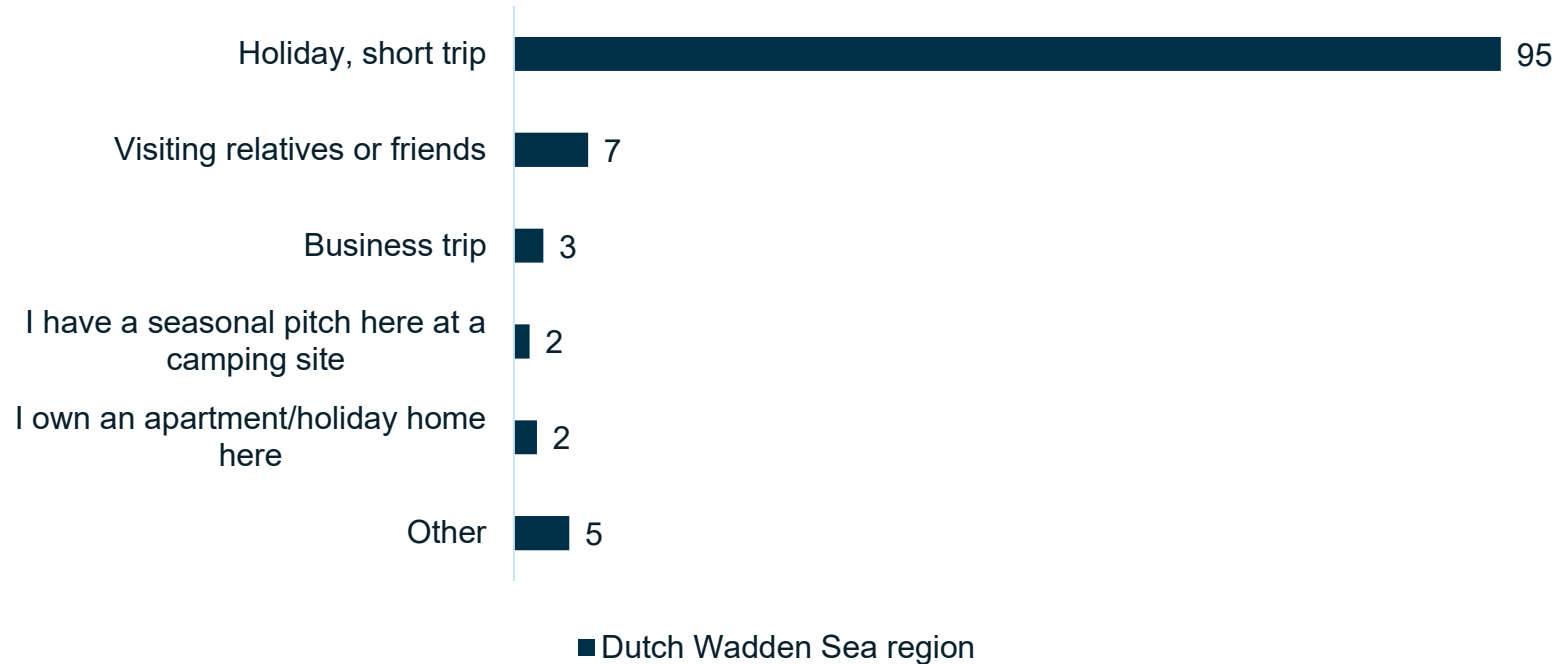
Basis: Respondents Dutch Wadden Sea region (n=757) in summer 2020, autumn 2020 and spring 2021

Question: How many times have you stayed previously at this location on an overnight trip?



Travel purpose

in %

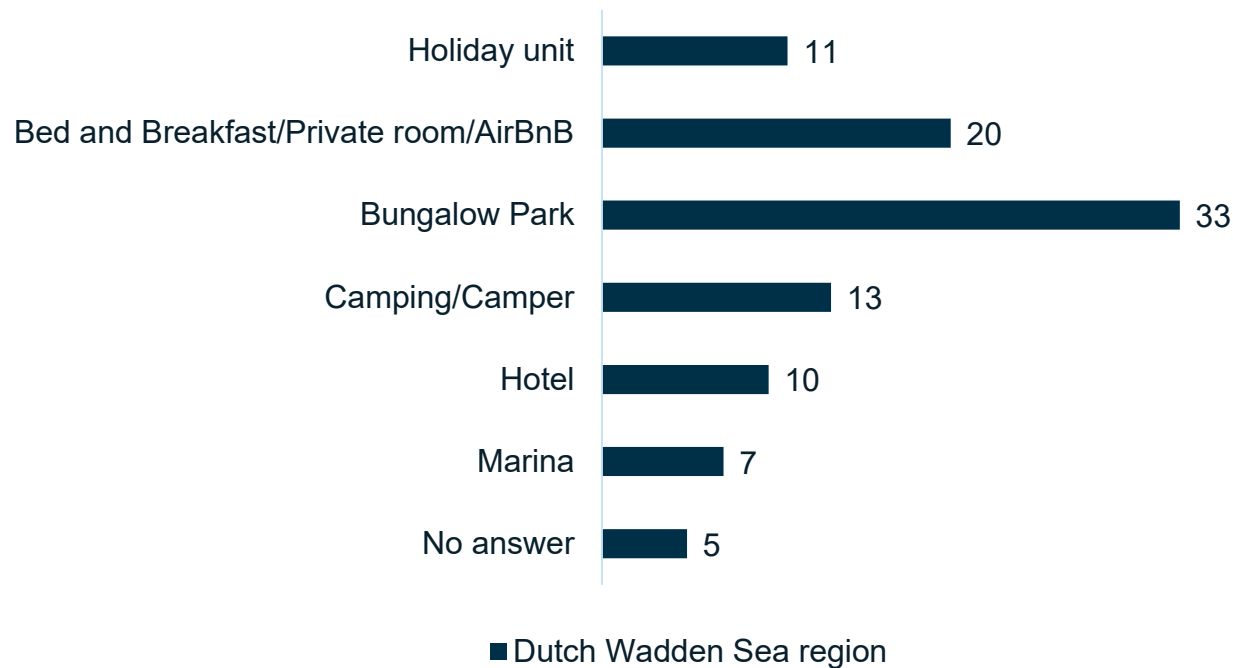


Basis: Respondents Dutch Wadden Sea region (n=757) in summer 2020, autumn 2020 and spring 2021
Question: What is the reason of your travel? (multiple answers)

Accommodation

in %

Dutch Wadden Sea region



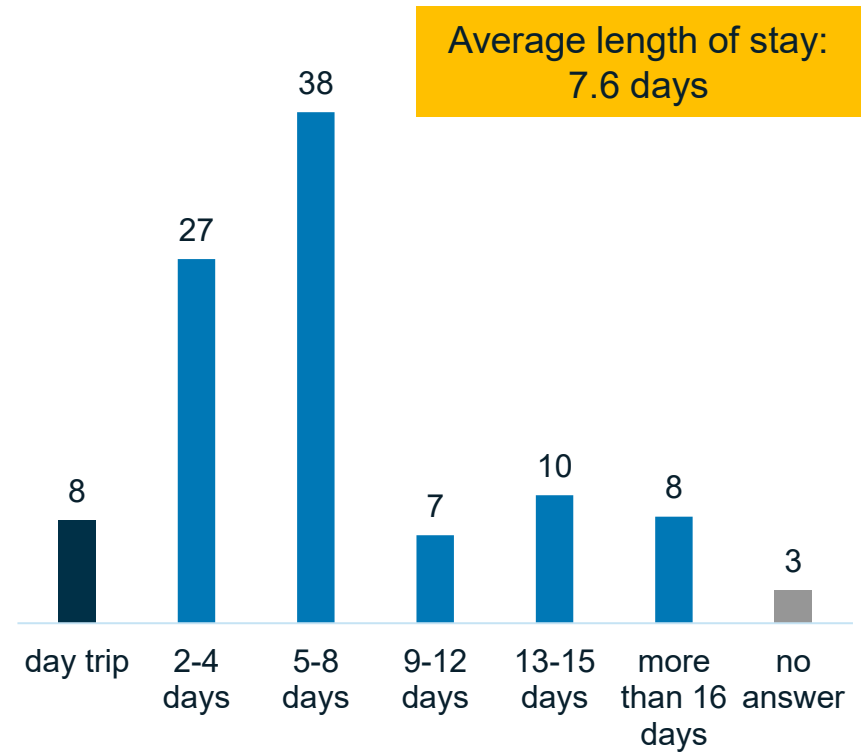
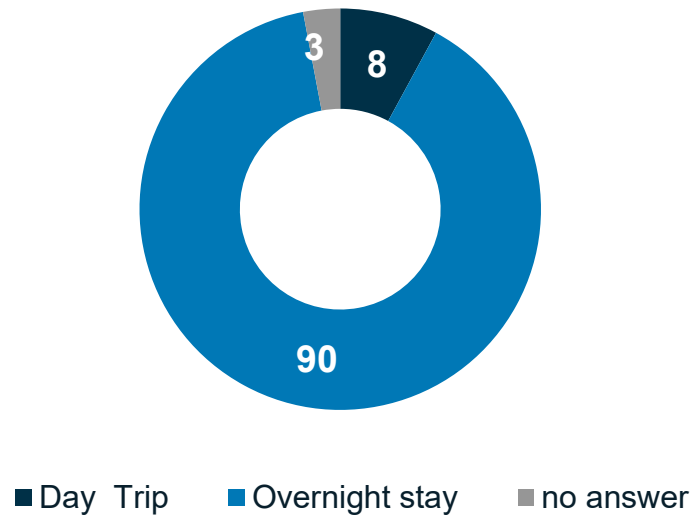
Basis: Respondents Dutch Wadden Sea region (n=757) in summer 2020, autumn 2020 and spring 2021
Question: What type of accommodation do you currently occupy?



Length of stay

in %

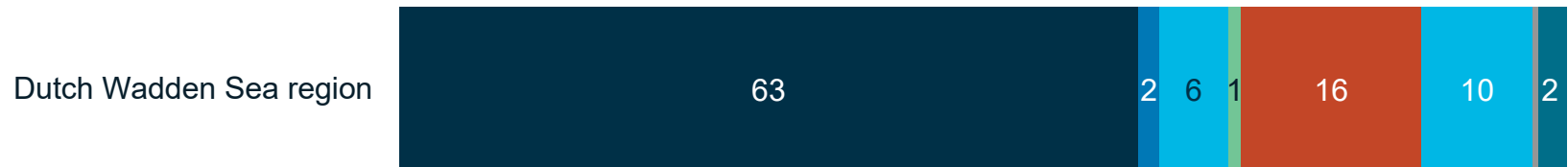
Dutch Wadden Sea region



Basis: Respondents Dutch Wadden Sea region (n=757) in summer 2020, autumn 2020 and spring 2021
Question: How long are you intending to stay at your current location during your current travel?

Main means of transport of arrival

in %



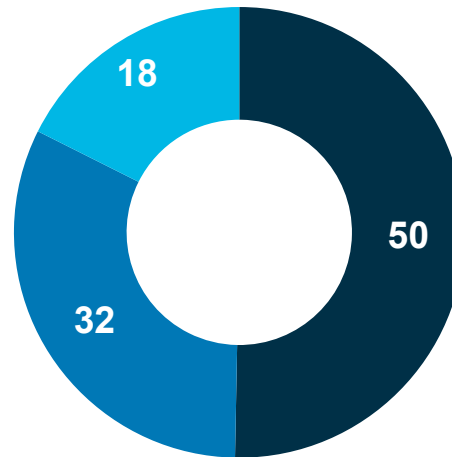
■ Car – fuel/diesel/hybrid ■ Car – electric/hydrogen ■ Train ■ Bus ■ Plane ■ Boat/ferry ■ Bicycle ■ Other ■ no answer

Basis: Respondents Dutch Wadden Sea region (n=757) in summer 2020, autumn 2020 and spring 2021
Question: What main mode of transport did you use to arrive at your current travel destination? (longest distance, single answer)

Date of travel

in %

Dutch Wadden Sea Region



- Summer 2020 (July-Aug. 2020)
- Autumn 2020 (Sept. - Oct. 2020)
- Spring 2021 (April-June 2021)

Basis: Respondents Dutch Wadden Sea region (n=757), in summer 2020, autumn 2020 and spring 2021.

Sources of information (TOP 10)

in %

Sources of information (TOP 10)	Dutch Wadden Sea region
Family, friends	50
Specific websites of the region/place	33
Accommodation website	31
Internet search engines	26
Online booking sites, e.g. for holiday units or hotel rooms	14
Social media	9
Host directory	9
Tourist information in the region/place	9
www.visitwadden.nl	5
travel literature, travel guides	4

Basis: Respondents Dutch Wadden Sea region (n=757) in summer 2020, autumn 2020 and spring 2021
 Question: Where did you find information about your current travel destination? (multiple answers)



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Sources of information (11-20)

in %

Sources of information (TOP 10)	Dutch Wadden Sea region
Brochure of the rental accommodation	3
regiogids (bijv vvvgids)	3
Journalistic reports on the internet	3
Newspaper, news magazine	2
Online evaluation portal	2
TV	1
Someone else assembled the information	1
Travel agency, tour operator	0
I have not informed myself beforehand	10
Others	6

Basis: Respondents Dutch Wadden Sea region (n=757) in summer 2020, autumn 2020 and spring 2021
 Question: Where did you find information about your current travel destination? (multiple answers)



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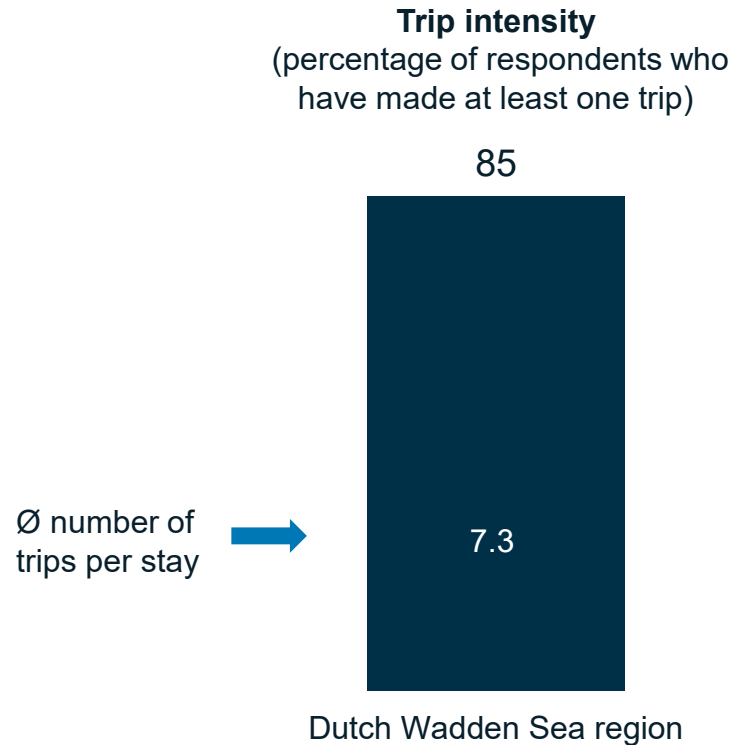
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Trips during overnight stays



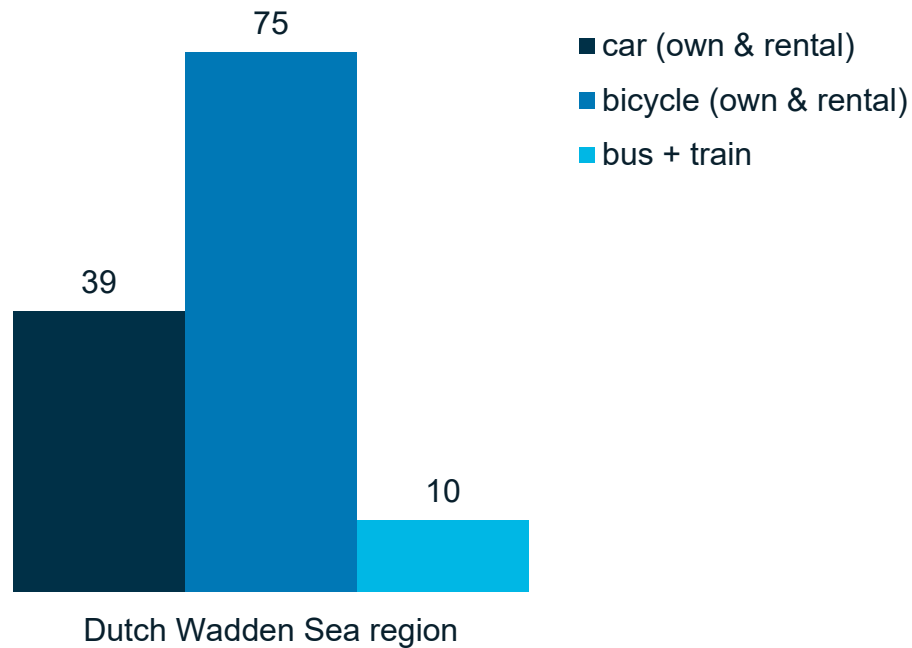
Basis: Respondents Dutch Wadden Sea region in summer 2020, autumn 2020 and spring 2021

Question: Did you do any day trips from your current location? (n=757)

Question: If yes, how many such day trips did you do? (n=642)

Trips during overnight stays: Means of transport

in %



Basis: Respondents who did at least one trip during their stay, Dutch Wadden Sea region (n=642) in summer 2020, autumn 2020 and spring 2021
Question: If yes, how many such day trips did you do by... own car? ...rented/shared car? ...own bicycle? ...rented/shared bicycle? ...bus or train?



Trips during overnight stays: Means of transport (details)

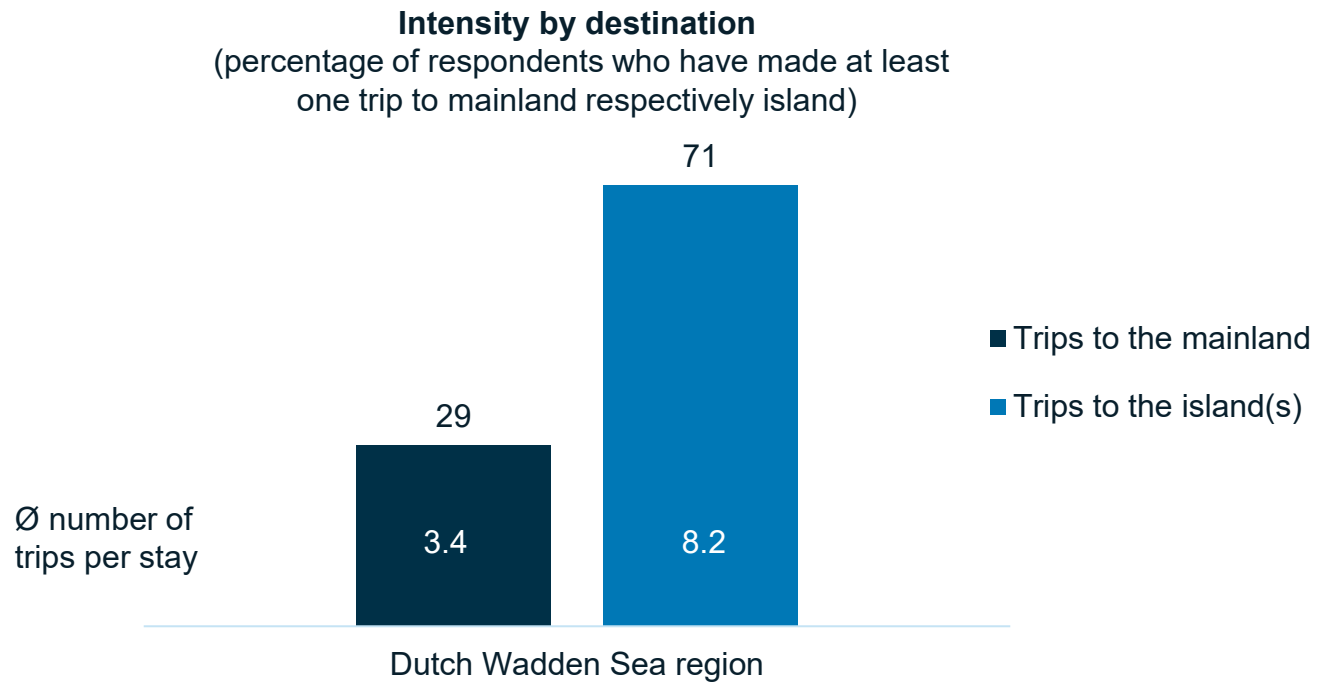
in %

Means of transport	Dutch Wadden Sea Region
Own car	39
Rented/shared car	1
Own bicycle	37
Rented/shared bicycle	43
Bus or train	10

Basis: Respondents who did at least one trip during their stay, Dutch Wadden Sea region (n=642) in summer 2020, autumn 2020 and spring 2021
Question: If yes, how many such day trips did you do by... own car? Rented/shared car? own bicycle? Rented/shared bicycle? bus or train?



Trips during overnight stays: destinations



Basis: Respondents who did at least one trip during their stay Dutch Wadden Sea region (n=642) in summer 2020, autumn 2020 and spring 2021
Question: What was the destination of these day trips? (Please provide the respective number of your trips or write zero.)

Travel expenses

in €

Travel expenses in EUR	Travel expenses per person and day (Ø)			Total travel expenses for all days and all persons per trip (without costs for arrival & departure)
	Accommodation	Other expenses	total	
Dutch Wadden Sea region	42,-	30,-	72,-	1014,-

Basis: Respondents Dutch Wadden Sea region who did answer the number of persons they travel with, the number of days they stay and their expenditure (n=612) in summer 2020, autumn 2020 and spring 2021

Question: How much did you spend during your stay at your current location (including everyone you travelled with for the time you stayed at your current location, excluding travel to and from your current destination)? (An estimate is sufficient.)



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Travel company

in %

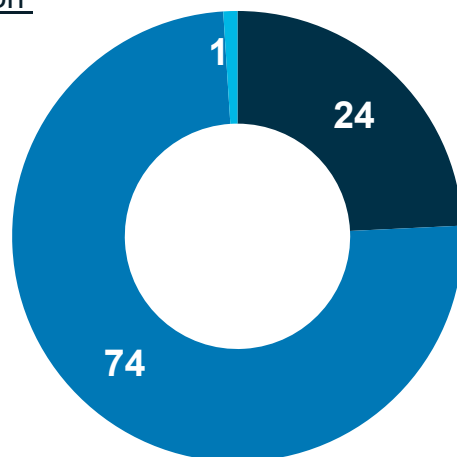


Basis: Respondents Dutch Wadden Sea region (n=757) in summer 2020, autumn 2020 and spring 2021
Question: How many people are included in the above estimate? How many people belong to your party, including you?

Travel company: traveled with children

in %

Dutch Wadden Sea Region



- Traveled with children (0-17 years)
- Traveled without children (0-17 years)
- no (detailed) answer

Travelling
with dogs:
13%

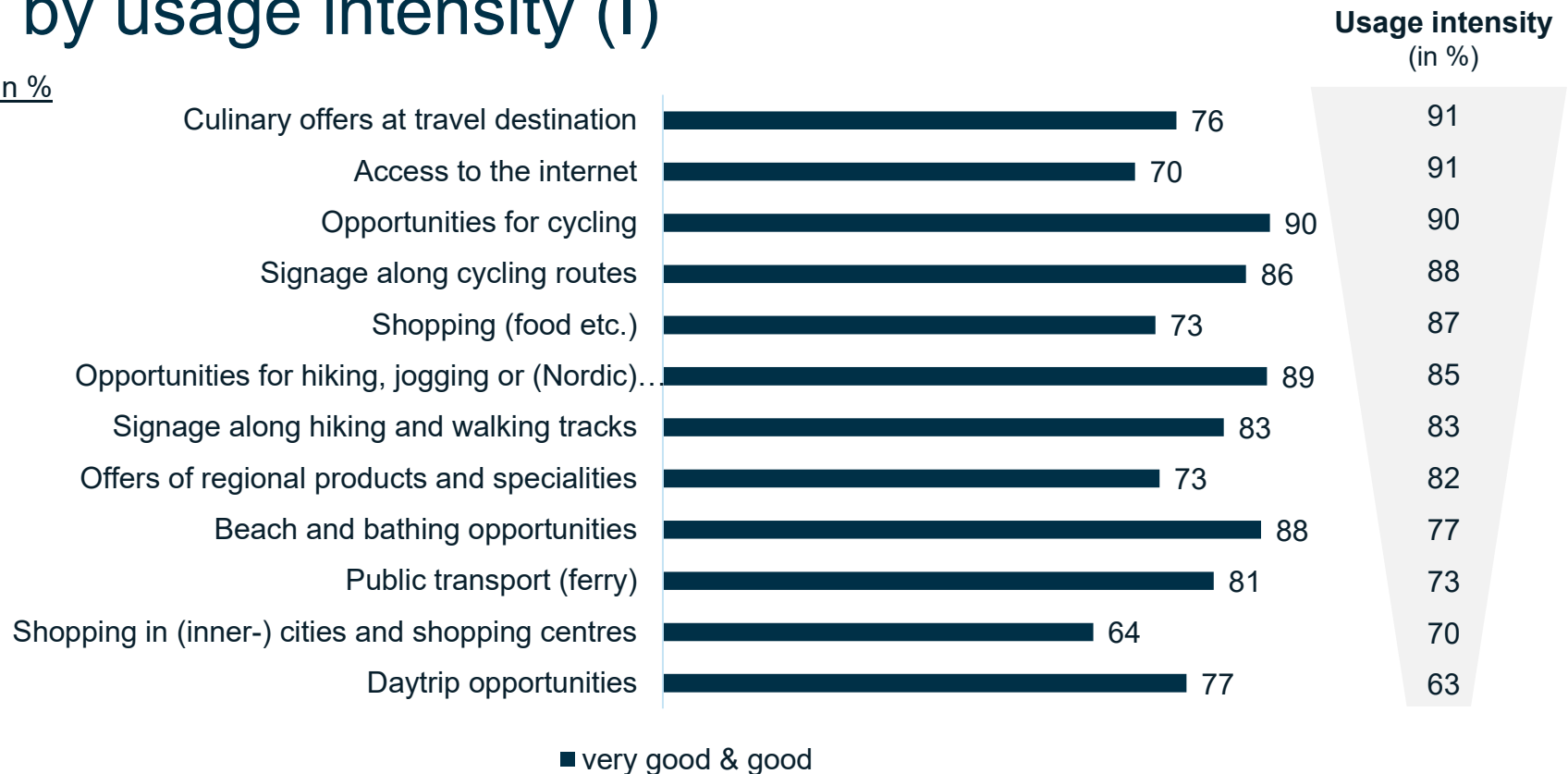
Basis: Respondents Dutch Wadden Sea region (n=640) in summer 2020, autumn 2020 and spring 2021

Question: How many people are included in the above estimate? How many people belong to your party, including you? Do you also travel with a dog(s)?



Tourist offers: Ratings and usage intensity ranked by usage intensity (I)

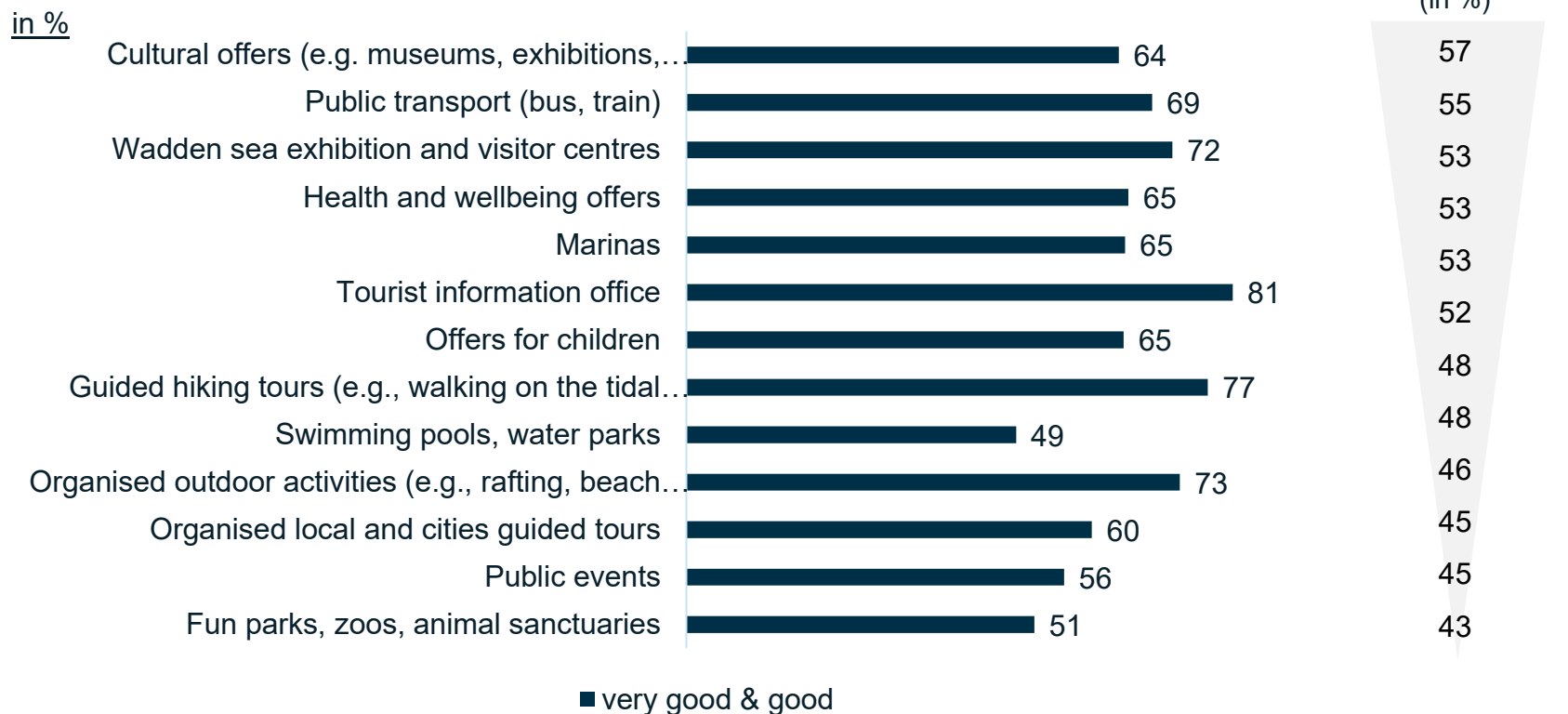
in %



Basis: Respondents with indication to respective offer, Dutch Wadden Sea region in summer 2020, autumn 2020 and spring 2021

Question: How would you rate the following aspects at your travel destination? Please rate only those that you used yourself using the scale from 1 (very good) to 6 (very poor). Here accumulated ratings of 1=very good and 2=good.

Tourist offers: Ratings and usage intensity ranked by usage intensity (II)



Basis: Respondents with indication to respective offer, Dutch Wadden Sea region in summer 2020, autumn 2020 and spring 2021

Question: How would you rate the following aspects at your travel destination? Please rate only those that you used yourself using the scale from 1 (very good) to 6 (very poor). Here accumulated ratings of 1=very good and 2=good.



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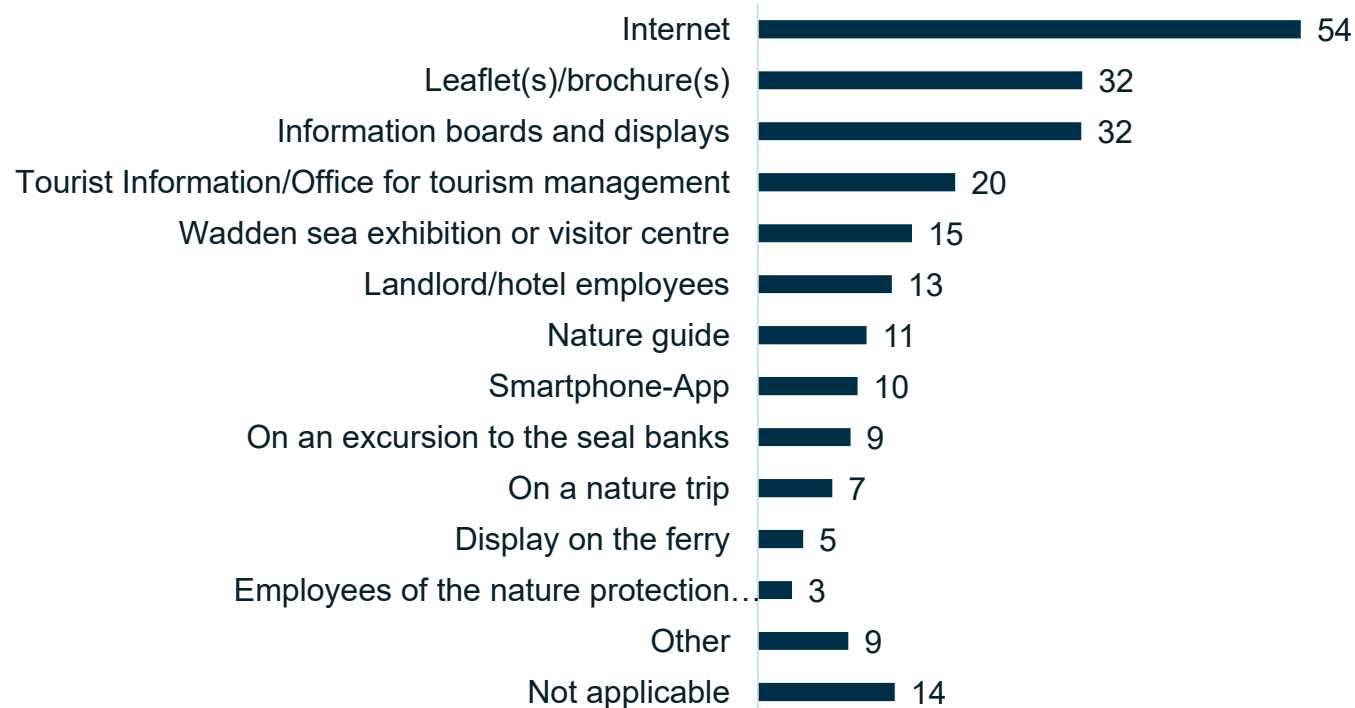


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Sources of information about the Wadden Sea on site

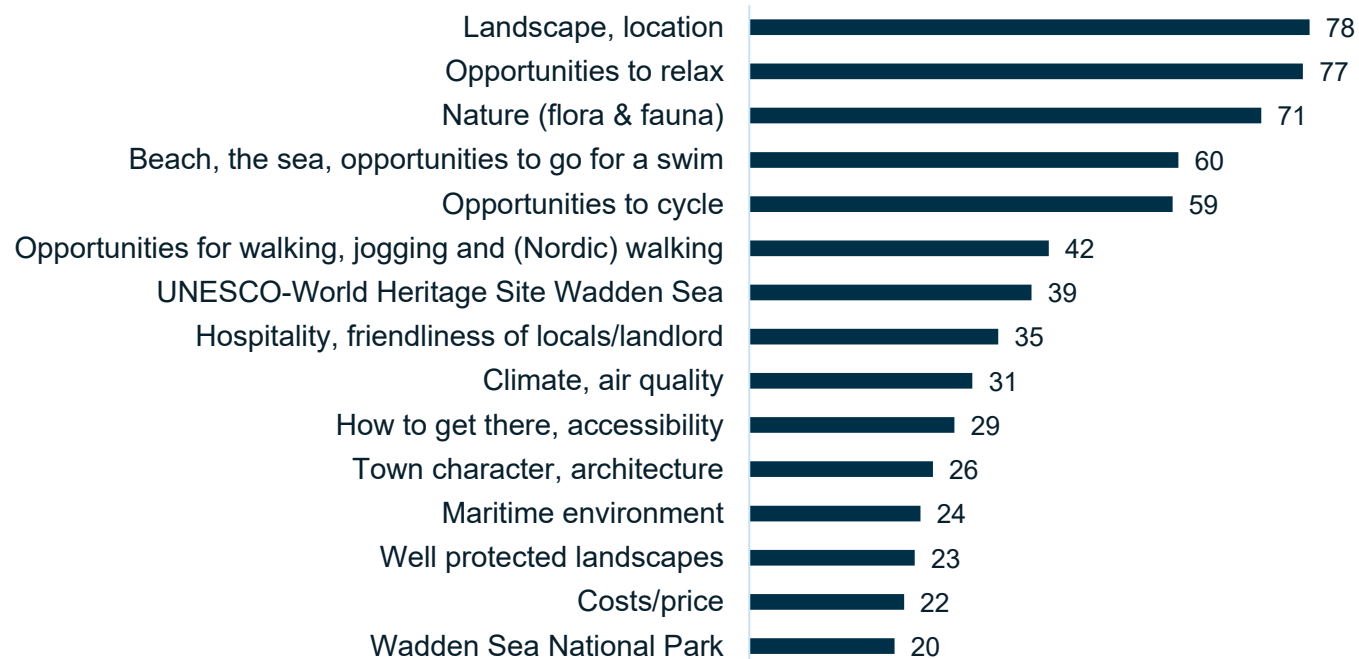
in %



Basis: Respondents Dutch Wadden Sea region (n=757) in summer 2020, autumn 2020 and spring 2021
Question: Where did you get the most information about the Wadden Sea on site? (Multiple answers)



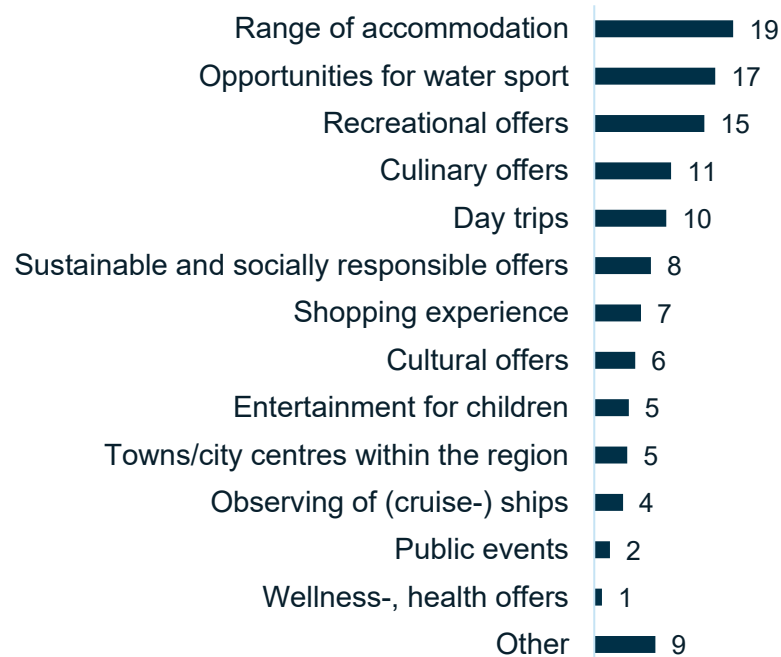
Reasons for the decision to travel to Wadden Sea Region (TOP 15)



Basis: Respondents Dutch Wadden Sea region (n=757) in summer 2020, autumn 2020 and spring 2021

Question: Which of the following aspects/features were very important to you and played an essential role in your decision to travel to this destination? (multiple answers)

Reasons for the decision to travel to Wadden Sea Region (16-29)



Basis: Respondents Dutch Wadden Sea region (n=757) in summer 2020, autumn 2020 and spring 2021

Question: Which of the following aspects/features were very important to you and played an essential role in your decision to travel to this destination? (multiple answers)

Importance of environmental aspects in the destination

How important is it for you ...

(figures for important/very important in %)

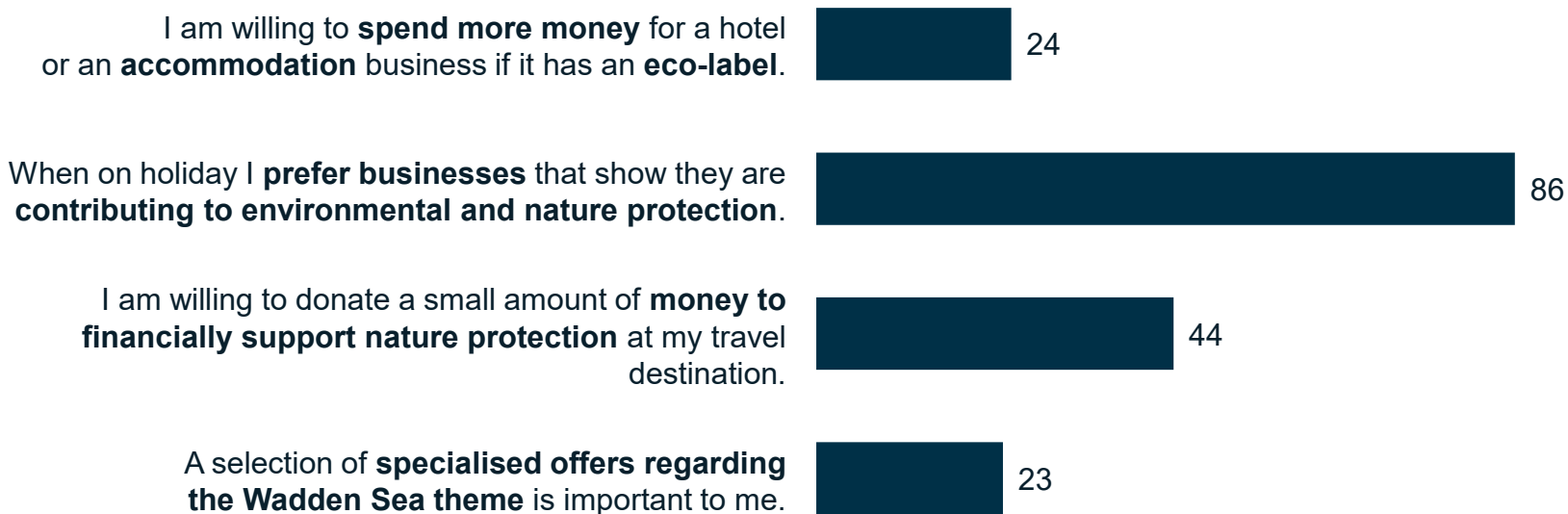


Basis: Respondents Dutch Wadden Sea region (n=757) in summer 2020, autumn 2020 and spring 2021

Question: When on holiday there are things that are very important to us, and others which are less important. Please indicate the importance of each aspect listed below during your holiday. Four-level scale (very important, important, less important, not important).

Willingness to pay for nature conservation measures

in %



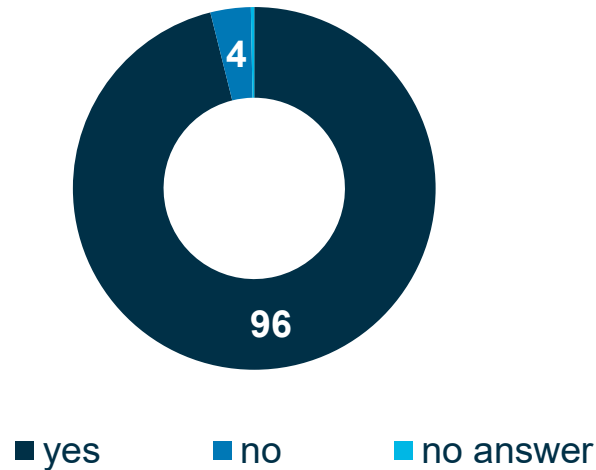
Basis: Respondents Dutch Wadden Sea region (n=757) in summer 2020, autumn 2020 and spring 2021
Question: With which of the following statements do you agree? (Multiple answers.)

Awareness of World Heritage designation

Did you know that the Wadden Sea is a World Heritage site? (in%)

in %

Dutch Wadden Sea Region

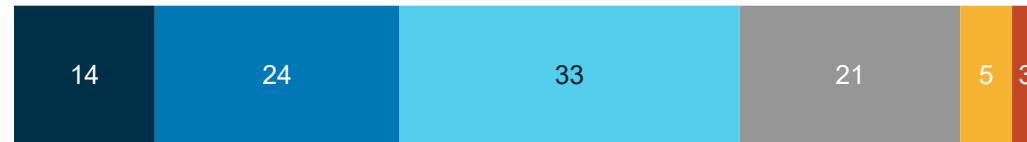


Basis: Respondents Dutch Wadden Sea region (n=757) in summer 2020, autumn 2020 and spring 2021
Question: Did you know that the Wadden Sea is a World Heritage site?

Importance of the UNESCO World Heritage status and the National Park status for travel decision

in %

UNESCO World Heritage status of the Wadden Sea



Protection of the Wadden Sea as National Park



■ very important ■ important ■ less important ■ not important ■ can't say ■ didn't know about these aspects

Basis: Respondents Dutch Wadden Sea region (n=757) in summer 2020, autumn 2020 and spring 2021, percentage missing to 100% = no answer
Question: How important were the following aspects when planning this journey? Four-level scale (very important, important, less important, not important).

Interest in nature tourism offers

in %



Basis: Respondents Dutch Wadden Sea region (n=757).

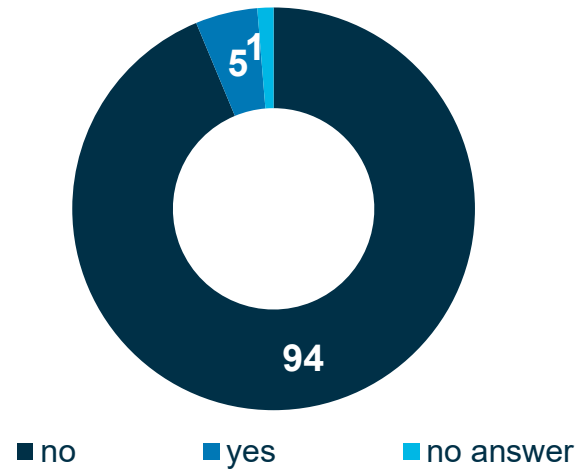
Question: Which of the following nature experience offers are of interest to you during your current stay? (Multiple answers)

Restrictions due to nature conservation: guest's point of view

Do you feel restricted in your ventures due to the protective status of the Wadden Sea as a World Heritage/National Park during your stay?

in %

Dutch Wadden Sea Region



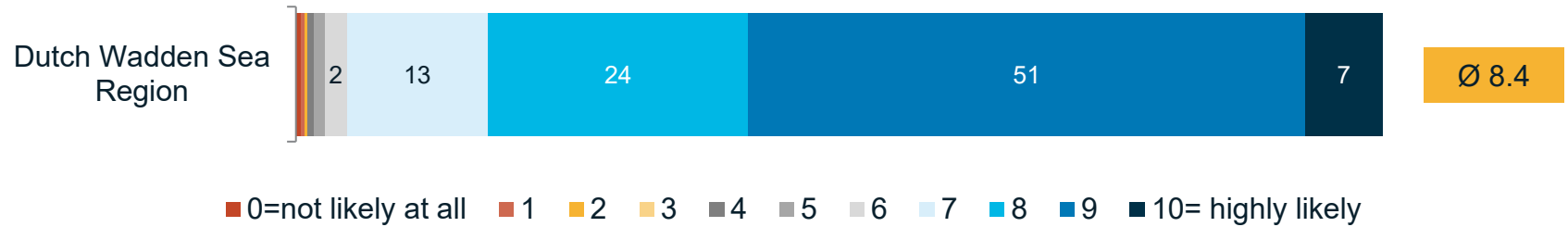
Basis: Respondents Dutch Wadden Sea region (n=757) in summer 2020, autumn 2020 and spring 2021

Question: Do you feel restricted in your ventures due to the protective status of the Wadden Sea as a World Heritage/National Park during your stay?



Willingness to recommend the region as a holiday destination

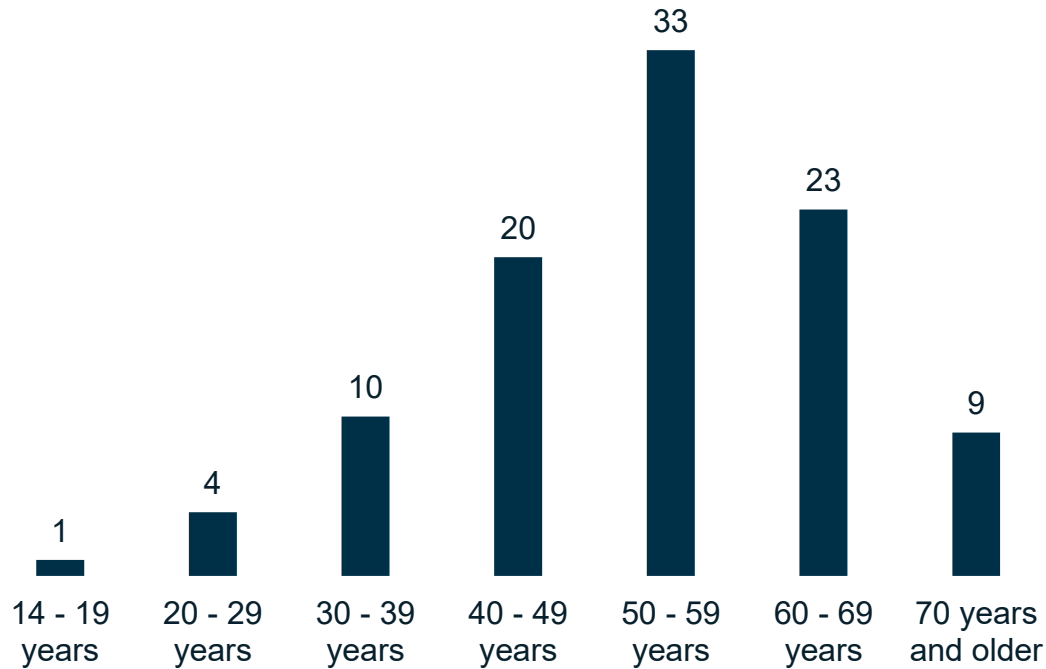
in %



Basis: Respondents with indication, Dutch Wadden Sea region (n=751) in summer 2020, autumn 2020 and spring 2021
Question: How likely is it that you recommend this destination to your family, friends and colleagues?

Age of the respondents

in %



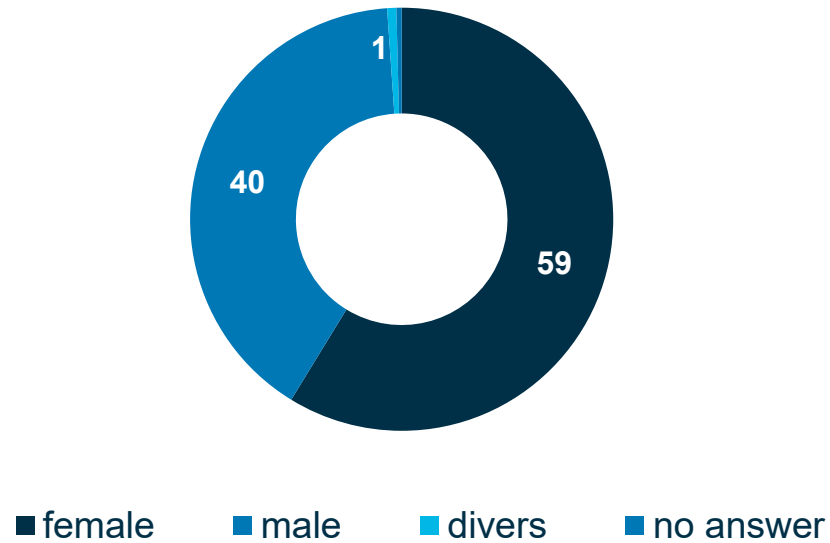
Average age:
53.0 years

Basis: Respondents Dutch Wadden Sea region (n=757) in summer 2020, autumn 2020 and spring 2021, percentage missing to 100% = no answer

Gender of respondents

in %

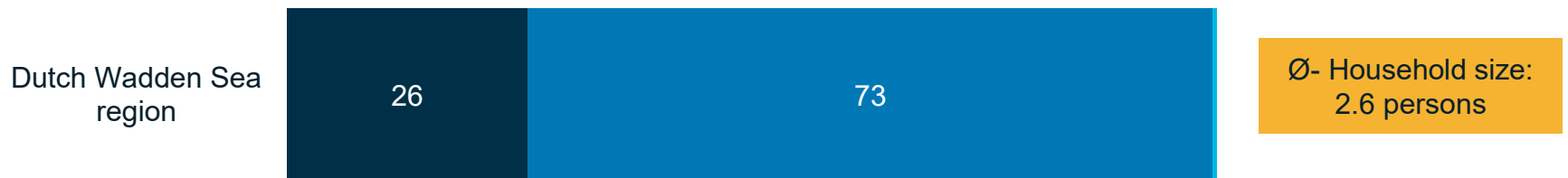
Dutch Wadden Sea region



Basis: Respondents Dutch Wadden Sea region (n=757) in summer 2020, autumn 2020 and spring 2021

Household structure of repondents

in %

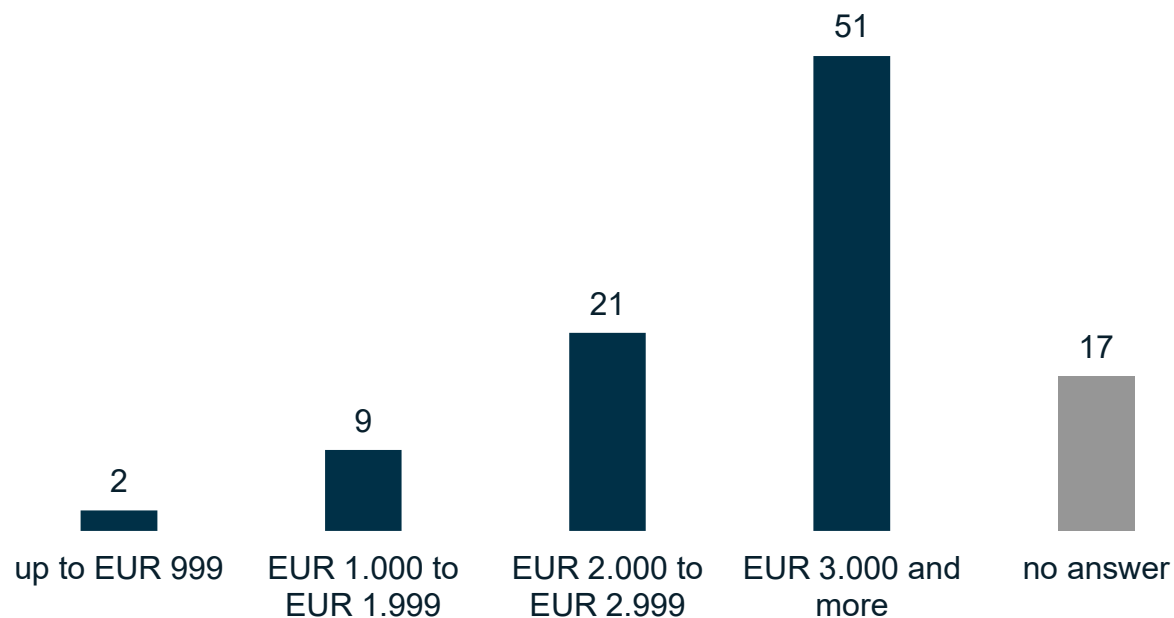


- with children (0-17 years) in household
- no children (0-17 years) in household
- no answer

Basis: Respondents Dutch Wadden Sea region (n=757) in summer 2020, autumn 2020 and spring 2021

Net household income of respondents

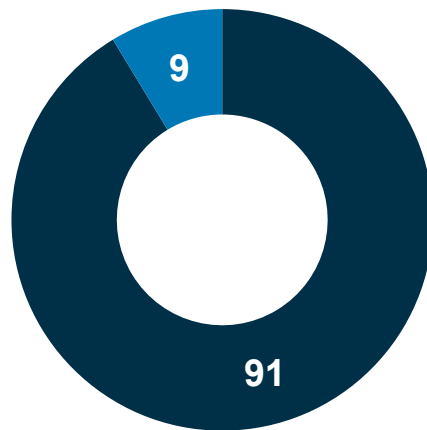
in %



Basis: Respondents Dutch Wadden Sea region (n=579) in summer 2020, autumn 2020 and spring 2021, net monthly income of all persons in your household, after deduction of taxes and social security

Residence of respondents

in %



- Domestic (The Netherlands)
- Foreign Countries

Most important foreign countries of origin

Germany	7%
Switzerland	0,3%
Italy	0,1%

Basis: Respondents Dutch Wadden Sea region (n=757) in summer 2020, autumn 2020 and spring 2021

For further information please contact



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THERE IS A PLACE – WHERE HEAVEN
AND EARTH SHARE THE SAME STAGE

Photo: Dierk Ueberschär



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