



GULDBORGSUND



INTER
CONNECT



EUROPEAN UNION
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DEVELOPMENT FUND



Scandlines



Ferry tourism assistants

A study of ferry passengers & tourists regarding expectations to attractions, public transportation, needs and desires for bicyclists and on foot travellers in Falster and Rostock areas

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Resumé

Projektets formål

Guldborgsund Kommune (GBS) havde brug for mere viden om turisternes og rejsendes behov, brug og/eller kendskab til seværdigheder og oplevelser samt offentlige transportmuligheder på begge sider af Østersøen via Gedser-Rostock færgerne (som drives af Scandlines).

Endvidere ønskede GBS at lave et "baseline study" for at vurdere om udviklingen af et koncept for "færgeguider" - til varetagelse af "fremskudt turistformidling" - er en vej at gå.

Opgaven var sat til at foregå ombord på færgerne mellem Gedser og Rostock, og i mindre omfang i nærområderne på begge sider af Østersøen i juli-august 2018. Da opgaven skulle udføres med finansiering fra og i regi af Interreg-projektet INTERCONNECT var kravet at en del af undersøgelsen fokuserede på offentlige transportmuligheder samt synliggørelse og mulig forbedring heraf.

To nyuddannede ingeniører fra SDU Sønderborg, med baggrund i Interaction Design blev inddraget i projektet, til udførelse af undersøgelsen.

Projektets udførelse

Projektet blev indledt med kontakt til de forskellige turistkontorerne i henholdsvis Rostock, Nykøbing Falster, Gedser og Marielyst.

Basis etnografiske observationer som turist blev udført i Rostock, Gedser, Warnemünde, Nykøbing Falster og på færgen "M.S. Copenhagen". Et spørgeskema blev herefter produceret i papirform og blev uddelt til ~169 personer på færgen over 2 dage. Som tak for hjælpen har alle der har hjulpet i projektet fået et Ø-pas som tak.

Et udkast til en workshop blev udviklet, testet, ændret og derefter udført 3 gange af 45 min. på færgen. Ophobede spørgsmål blev komprimeret og udviklet til at interview der blev udført med 17 forskellige

typer af grupper af passagerer på færgen. Afslutningsvis er alle interviews, samtaler, spørgeskemaerne, workshops og videoer blevet dokumenteret skriftligt og inddraget i denne rapport. Dokumentation af mængden af data er blevet fokuseret og analysen skraber derfor kun overfladen. Projektet kørte over 3 weekender på færgen og de sidste 1,5 uger med analyse og rapportskrivning for afslutning.

Vigtige fund

- Intercombi Ticket er ikke et populært valg. Det er et nobelt forsøg på fjerne ubekvemmeligheden i at købe flere billetter, men problemet ligger også i at de potentielle kunder ikke kender nogle destinationerne ud over København, samt billetter lige så nemt kan købes via Scandlines hjemmeside. Behovet er peget i retning af mere overskuelige og forbedret forbindelser med offentlige transport i både Rostock by/havn og Marielyst/Gedser.
- Cykelturisterne sætter høj værdi på de danske cykelstier, men klager også over deres nuværende forfald. De er interesseret i ud langs kysten og den natur som Falster kan byde på, men har allerede planlagt turen til Sjælland med inspiration fra blogs og andre online.
- Det er ikke kun skiltningen men især iøjnefaldende og beundringsværdige elementer som får folk til at stoppe op og tage et kig forbi eller huske det til planen næste år.
- "Færge Guiderne" som det format den er udtænkt nu er ikke i stand til at give den ønskede fremskudte turistformidling. Formidling gennem højtaltersystemet om guidens tilstedeværelse og en eventuel rolle som tour guide rundt på færgen dæk/ en udstilling eller lignende, vil højere sandsynligt give turisterne mere motivation til at stille spørgsmål og føle sig inviteret til at være nysgerrig omkring de ukendte områder.

12 Recommendations

1. Information on ferry might not be enough as the majority (37%) do research prior to departure, but can allow exposure to the next trips.
2. Improve tripadvisor ratings by reminding customers to review.
3. Correct information in Google Maps (e.g. location of Nykøbing F. museum)
4. Better exposure of attractions on Scandlines online ticket shop.
5. Reconsider tourist materials (e.g. brochures) from a ferry passengers perspective.
6. Display information about the areas onboard & at the ferry lanes on land.
7. Make a clearer distinction among the attractions and allow customized search of offers.
8. Focus on development of nature sites as attractions and its marketing.
9. Ensure more maps about Falster are available on the onboard brochure counter.
10. Put effort in the family group (informing about kids facilities) = Ensuring tourism in the future generations.
11. Look into expanding collaboration with Poland: Baltic tours.
12. Support and promote locals that create on offer local food and nature experiences.

Acknowledgements

The authors would like to express and extend their gratitude to all the stakeholders of the project. Thank you Martin Damgaard Larsen for sprouting this project, reaching out in collaboration with the Sønderborg Municipality. Connie Mark Skovbjerg og Åse Ditlefsen Ferrão for supporting with materials and connecting us to the project in the first place. From Scandlines, we would like to thank Faris Masinovic for receiving us in the best manner and supporting our work with all best service in mind at all times. We would also like to thank the other supervisors and staff at the Scandlines Copenhagen ferry who attended our needs ensuring maximum comfort. We would specifically like to thank all tourist office employees at Rostock, Marielyst, Gedser and Nykøbing Falster whom we had the pleasure to visit and ask much more than a tourist would. A special thanks to Paul Wendland who maintained in active contact with us through e-mail. A warm thanks is dedicated to Marianne Reinhardt who showed us around in Gedser and invited us into the Sort Geomuseum.

We would kindly give out thank yous to all the participants in our interventions in the ferry. It would be hard to understand the issues without their insight. It is our hope to transfer and further formulate your stories and perspectives.

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Introduction

This rapport aims at encapsulating the data and efforts done to investigate various inquiries formulated by the Guldborgsund Municipality as part of the Interreg INTERCONNECT project and in collaboration with Scandlines and fellow municipalities in Denmark.

The project was carried out by Anders Rævdal and Dunia Jørgensen who were assigned as “ferry tourism assistants” for the period of 3-4 weeks. All the data presented is therefore gathered in that span of time, including the analysis of the data and formulation of findings.

This report is divided in different sections which are inspired by the project formulation provided by Guldborgsund municipality. The first section will first and foremost present the reader to the three different methods we utilized in the data gathering process, namely: visits, survey, interviews and workshops. The next section introduces shortly to tourists profiles created from the interviews on the ferry. From there the reader is walked through the data gathered in regards of knowledge and expectations about the current attractions and areas from a tourists perspective. The next chapter introduces the specific topic of “needs and desires of cyclists and on foot travellers”. Another larger topic is tackled in the chapter 3: “Assessment about public transportation/ traffic information/ Signposting” where all these are expanded and brought together in the end. The last large section considers the “ferry guide” roles and methods of execution which is accompanied by future suggestions on how it could be further developed. Lastly a conclusion follows and the appendix closes the report with material mentioned across the report.

For this investigation we decided to balance and triangulate data of different types (quantitative and qualitative) for a more colorful and complete picture of ferry passengers as end-users and collaborators. This is why we applied three different methods of data gathering and engaging ferry passengers. These methods also helped us to gradually understand the users and have both a bigger picture and an individual one.

We decided to utilize the provided Ø-pas as a reward incentive to fill out the survey and be part of our interviews or workshops. In this way we could also figure out whether they were familiar to this concept or not. Scandlines supervisor provided the access to free coffee for Interview and workshop participants, working as further incentives for them to join.

Each participant signed a consent for gathering of data which clarifies the use of the data and informs them of the purpose of this data. These signed consents can be found in Appendix A.

Visits

In order to get a on-body experience from a tourist perspective, we decided to visit the key places which are the focus of our research. In doing so, we would write narratives, observe, take photographs and arranged informal interviews at the different tourist offices. We visited Rostock, Marielyst, Gedser and Nykøbing Falster tourist offices and went around the area, without visiting costly attractions. In all the conversations with the tourist offices we inquired about the most common requests done by tourists, talked about public transportation, InterCombi ticket, Ø-pass and other emerging topics.

Surveys

These surveys titled “Transportation & Tourism survey”, was developed with the intent of gathering quantitative data following the project description provided by the municipality. We developed the surveys in English and translated it to Danish and German. For the German translation we had a volunteer native German acquaint-

Nationality of survey respondents (All rounds)

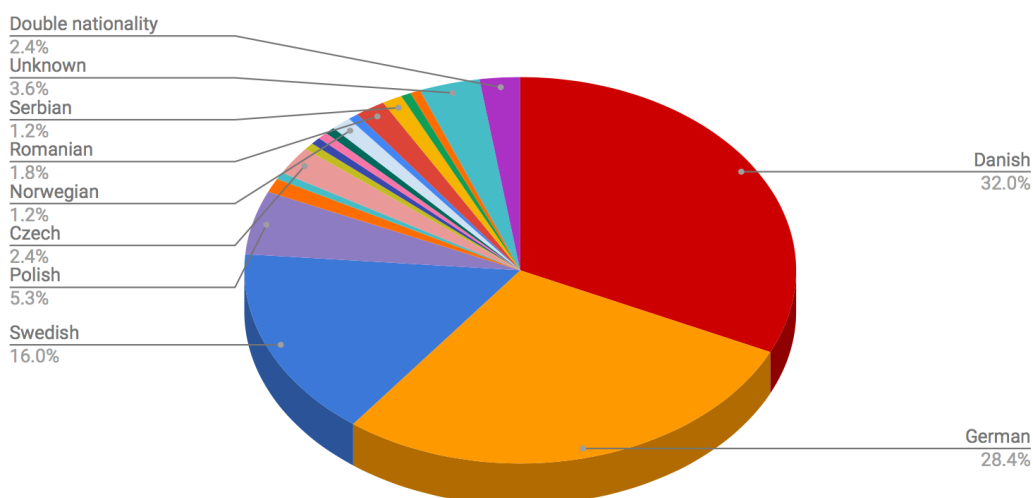


Fig. I-1 Overview of the nationality of respondents from all rounds. The percentages which are too small (0,6%) and not visible in this diagram are: Austrian, Irish, Italian, Macedonian, New Zealand, Slovakian, Palestinian & Turkish. Double nationality are: German/Danish, German/Swedish, Romanian/Swedish and German/Filipino.

	Date & Time	Hand-out time	Route	Responses
Round #1	29/07/18	13:30 - 14:30	Rostock - Ged-ser	21
Round #2	04/08/18	11:30 - 12:30	Gedser - Ros-tock	18
Round #3	04/08/18	13:30 - 14:30	Rostock - Ged-ser	36
Round #4	05/08/18	11:30 - 12:30	Gedser-Ros-tock	45
Round #5	05/08/18	13:30 - 14:30	Rostock - Ged-ser	49

Table I -1 Above: Overview of the survey hand-out rounds and responses.

	Date	Route	Participants	Names
Workshop #1	09/08/18	Rostock - Ged-ser	6	<ul style="list-style-type: none"> • Maja • Michael • Jonathan • Sofia • Hanne • Thomas
Workshop #2	10/08/18	Rostock - Ged-ser	7	<ul style="list-style-type: none"> • Michael • Flemming • Kelvin • Andrew • Louis • Robin • Rajesh
Workshop #3	10/08/18	Gedser - Ros-tock	7	<ul style="list-style-type: none"> • Stephan • Susi • Johanna • Andrea • Kim • Jaro • Michael
Workshop #4	10/08/18	Rostock - Ged-ser	5	<ul style="list-style-type: none"> • James • Johannes • Dan • Giulia • Robert

Table I -2 Overview of the workshops and amount of participants with name.

ance and another to verify and provide feedback.

There are 18 questions in the survey in the variety of numerating amounts, selecting on a multiple-choice format and 4 free writing sections. The logo of the municipality was utilized on the front to show where the data gathering belongs to and offered a short explanation of the project context, data-handling and instructed respondents where to deliver it upon completion.

The surveys were handed out in three rounds as seen in table I-1. A copy of the surveys handed out in three languages are seen in Appendix B.

Workshops

This format is about getting the issues and problems formulation directly out to the end users. Workshops usually takes phases of warm-up activities before requiring participants to face the data and problem ahead. In our case we had only 45 - 60 min. to keep them engaged, which was just slightly too short in regards of what we wanted to achieve. Nevertheless, we structured the workshop to fit this time-frame and managed to complete it in good time, apart from the first trial.

We prepared a presentation to structure the workshop and utilized the materials provided by the different tourist offices to inspire and stimulate our participants in what the areas offer. The different activities and presentation can be seen in the Appendix C.

In this section a short explanation of each part will be provided.

1. Introduction

As soon as participants entered, they were asked to create a name tag, wear it and provided coffee. Thereafter participants were informed about the project, about us and the program for the workshop. Here it was important to show the areas which concern us geographically and place the

ferry (thereby the participants) in the picture.

2. Activity # 1: Map your route

A group activity where participants have to talk to one another about their journey: where they start, where they end and then return and which transportation they take. Usually 2-3 people would be grouped together and get a blank A3 sheet and various colored pens. We asked the people to mark the color, their names and their transport method in the corner.

The purpose of this activity is to work as an ice-breaker between the participants, so they can get comfortable with one another. As a result it was also purposeful to have them record their route to better understand which type of passengers they were.

3. Activity # 2: Narratives on Spontaneity

To enter a reflective and storytelling state, we asked participants to discuss and tell stories which concern the following question: "What does it take you to do spontaneous things or change plans while travelling?". The participants were divided in groups either as previous activity or a new group and the facilitators sat by each group to take notes and facilitate the discussion/conversation.

4. Activity # 3: Build an offer: what does it take for you to stay?

As the name suggests, participants were directly presented with our dilemma and told to create a solution for it. This solution would have to be a concept of sorts and can be placed either on the ferry or at the arrival piers. In this activity they were given flyers gathered from the tourist offices. We had piled them up according to the areas: Marielyst, Gedser, Rostock and Nykøbing Falster. In between these, there were a mix of other Lolland/Falster offers scattered across randomly (e.g. Maribo, Sakskøbing, etc.). They were instructed to seek inspiration in these brochures to construct their offer or concept. Materials

for building simple models were provided at the center of the table but were not utilized. Paper and pen was however used to sketch or write down points of the concepts.

5. Feedback

After every workshop session with exception to the first trial (due to shortage in time), participants were given three different colored sticky-notes. They were asked to write further comments/ideas/thoughts regarding the project on the yellow notes. The red and green notes were specifically to provide feedback on the workshop experience itself where red represents constructive critique and green positive comments. In total 32 responses were given as seen in the Fig. 1-2.

The workshop overall resulted in positive comments and the atmosphere was productive. The positive comments include enjoying the free coffee to “great personal approach”, “good dialogue”, “cozy experience”, “fun activities”, informative and interesting. People were overall positive about the format, meeting new people from different backgrounds and enjoyed to have something to do while waiting to get to their destination. To see the transcribed version of all the comments see Appendix D.

The negative comments about the workshop regarded lack of more preparatory information, specific questions and tasks, more participants, no need to change groups and lack of cookies. One comment points out feeling bad during as he was seasick (due to weather), but in that case there is not much to do from our side.

The comments to the project suggested:

- To announce the workshop while being in the bus (e.g. Flixbus).
- To recruit people 2 times each way and inform them about the areas destinations.
- Display cases with different effects around the ferry (to raise awareness of areas).

- Set up a large poster before you enter the ferry and directly after you leave the ferry.
- Boards like an infoscreen are more interesting than brochures and can more easily change information and format.
- Use the waiting time the ferry harbour+ferry to inform people about what is interesting on the other side (with ferry guides).
- Map + Pictures.

Interviews

The focus of the interviews depended on the participant’s responses and was executed as a semi-structured interview. A set of questions were prepared prior and used as reference if conversation went astray or stuck. The sets of questions can be seen in the Appendix X. We tried to enter similar questions as in the survey although with a more qualitative approach. It was important to see and understand the human behind the data, with a good opportunity to explain and express themselves.

The basic data was gathered at first and a picture of the participant was taken if allowed. All interviewees received a consent to sign for use of the data and materials gathered. We took an Ipad to take notes and allow the participants to sign the consent digitally for most (with few pen&paper exceptions).

Each interview time varied from 15 min. to 35 min. and different locations were tested. As we got permission to utilize the on-board workshop room, we invited the participants inside to the room to get a cup of coffee and a seat. Although the interviews were short, it takes times to find willing participants, to explain and sign the consent, to make the coffee and to take the picture.

These interviews have turned into profiles of the people as seen in earlier section. These portraits support looking at the travellers in a more intimate perspective and takes along stories which narrate what people care about.

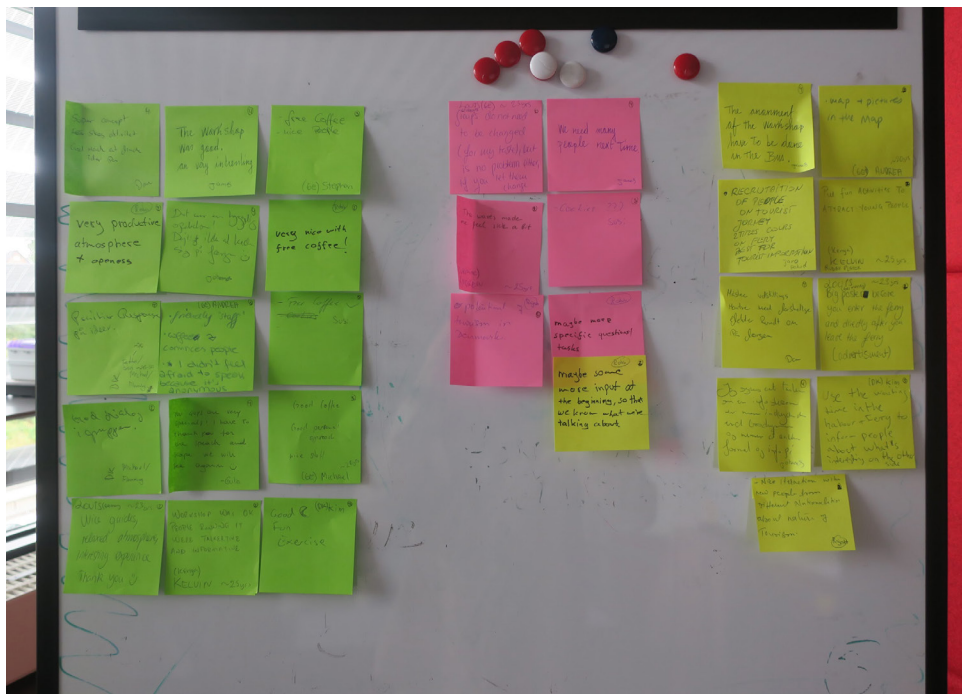


Fig. I-2 The sticky notes given back sorted according to colors and somewhat content. Participants would write some comments which belong to the green or red on the yellow notes.

	Date	Route	Interviewed	Names
Round #1	09/08/18	Rostock - Gedser	1	<ul style="list-style-type: none"> • Jan
Round #2	11/08/18	Rostock - Gedser	5	<ul style="list-style-type: none"> • Frank & family, Damian & Caroline • Søren & Eva, the Elsner family, John & family
Round #3	11/08/18	Gedser - Rostock	5	<ul style="list-style-type: none"> • Klingmüller & family • Angelica & daughter • Michael and Anette • Nicole and Sunn • Roman and Simone
Round #4	11/08/18	Rostock - Gedser	4	<ul style="list-style-type: none"> • Carsten & Annie • Martin • Rasmus • Family from Szczeciński

Table I-3 The four rounds of Interviews and the amount of participants with names.

Evaluation of methods & reflections

Using these different methods provided a far more colorful picture and different levels of understanding which could have been hard to achieve through one method only. The drawback in regards of statistical data is that there is not enough for it to be significant and to pull accurate predictions out of. The survey was the easiest and less time consuming method (once the survey was done) as it managed to get more participant feedback per head. The interviews however offered us a more intimate look into the patterns, opinions, perspectives and ideas of the travellers/tourists. It is also the method which comes closer to being a ferry guide. The data from the interviews can easily be transferable as quotes, but it takes time to process. The most time consuming method was the workshops. It both took more time to find participants as it took more time to execute, process and extract data from. In regards of engagement for the participants however, this method was mostly preferred as it provided the opportunity to do something meaningful in the waiting hours, meet new people, exchange knowledge and get free coffee. Carrying workshops on the ferry is straightforward if the facilities/space is there. It meant a lot that we had a private space where we could hear one another and create a calm atmosphere away from the chaos of being in a crowded ferry.

The procedures changed upon first exposure to participants, so there are deviations in every method. So the first workshop was differently executed than the others. This is because it is essential to maintain an open minded and flexible, and allow the experience to shape the next one. In the first workshop we were unable to hear when the ferry arrived on land and were therefore delayed in wrapping up. In consecutive workshops we were very aware of the position and time of the ferry arrival, by asking the information counter for an estimated time of arrival since the ferry was delayed due to a local event (Hanse Sail).

Any of these methods can be applied by a ferry guide provided the sufficient training in hosting them and having a frame to work from.

If the survey is intended to be re-used in future data-gathering it is noteworthy to point out that the following must be improved:

- Question 1 German version needs to have “pets” section.
- Question 4 needs a definite cross-off if respondent is NOT staying in the areas.
- Some people have understood that destination is where they are heading to currently, which sometimes yield redundancy in “hometown” and “destination”.
- Question 11 on familiarity needs to have a deeper conversation of what they currently know. Which makes better for interview focus instead of only a survey inquiry.
- The last question should inquire specifically towards the Lolland-Falster/Rostock Warnemünde area and not “general”.
- Since it was translated and developed by us with only little external revision, the surveys can benefit from an overall revision in all languages to ensure wider understanding.

As the former chapter informs, this report bases its understanding and perspective from the ferry passengers who took part of the surveys, the interviews and workshops. In this section a short portrait of the interviewed will be offered to the reader. This will serve as a reference point throughout the report. Their opinions, ideas and thoughts will be expressed structured in topics within the report. This section only offers a basic snapshot and introduces a human context to the data presented later.

The Elsner family

Two parents in their early forties, from Berlin, traveling with their two sons, 3 and 6 years old. 7 years ago they took the ferry with their bicycles and went all the way to Copenhagen. It was one of the most enjoyable trips in their lives along the coastline on wide tarmac and in the nature.

Traveling with kids can be very tiresome if they start asking “when are we there” after one minute on the road. Therefore it’s important to keep them occupied. Luckily the iPad with a LEGO game is doing the job fine. The travel is not so hard either with a break on the ferry where the kids can stand up and walk around.

All their destination choices are 100% chosen for the kids. In Denmark there are many entertainment parks and they don’t have to stay in a hotel but can stay in a small holiday home. The fact that there are few people on the beaches is great because they don’t want to be a bother for other people.

Søren and Eva

While talking to Søren, his girlfriend returns from the bordershop where she was just looking to spend time, but ended up finding an offer she couldn’t refuse.

Søren and Eva are a young couple in their early 30s going for vacation in Rome. They are not planning to do any detours on their

travel, but are focussed on getting to their hotel so that they can relax. When they usually travel they might stop if they have heard a rumor of a great ice cream or a top class restaurant.

When they reach their destination, then they’ll start searching the internet and figure out what are popular choices in the area. Søren is part of a group of friends who every year joins together for a weekend in Denmark. The last few years they started to use a small guidebook called Ø-pas to visit a new Danish island every year. Their friendship-agreement is to fill the pass by visiting all the islands together.

Nicole and Sunny

Nicole is the mother of Sunny who is 10 years old. She herself is around 37 and traveling with her husband and some friends who convinced them to go to Møn this year. Usually they go to Norway and after this trip she is sure that they’ll go to Norway next year again.

They like Norway where they go mostly for the fishing, but the quietness was very nice. They went through Copenhagen very quickly against the plan because “it’s too noisy”. It’s always important that the kids are not bored. At Møn the kids liked to collect rocks and play on the beach and in the water.

Because they had to leave early in the morning from the hotel they had extra time to spend in Gedser, but the weather turned bad so they waited in the car in front of the ferry instead. They wouldn’t stop in Gedser since their dogs were waiting for them at home.

Jan and family

Jan is a father for two young children who are on the ferry being taken care of by his wife while he enjoys reading a book outside. He is around 50 and was born in Germany, where he also currently resides. He

has been visiting Denmark since he was a child and enjoys the peaceful nature. Contrary to Germany, he loves the bicycle infrastructure in Denmark which is why he decided to take a bicycle trip with his family. He works within the Sustainability sector and is proud to have a low CO2 impact on his bike holiday. He hopes it will become more popular to travel this way in the future.

John and family

John is traveling with his wife and two kids, one 14 and one 8 years old. They started in Copenhagen, went to Sweden, took the ferry to Poland, drove to Rostock and were on the ferry back to Denmark when we met them. Travel books and information through their phone is their primary source of information. They don't use flyers that much.

Roman and Simone

Roman and Simone are a young couple, both 34, on their way to Sweden, but with a planned stay in Nykøbing Falster, only to sleep. They often travel to Sweden and no longer need to plan their trip in details, as they would normally do on other trips. Simone also has a deep familiarity with the Rostock coastline as she and her family go there every year for the last 15 years. They are both very interested in nature and were focused on making their trip to their hut the very next day to receive the key and where they can relax in nature. They never heard anything about Denmark except about the west coast. Even though they had been through the area many times they had never seen Falster as a place to explore. They would like to know more about Denmark when they are buying the ticket from Scandlines.



Fig. II -1 Roman and Simone after the interview.

Rasmus

Rasmus is a young guy looking forward to escape Scandinavia. After many years with the family-trip to Denmark and other Scandinavian countries he wants to go to central Europe and be close to everything instead of being in a forest in Sweden or at Falster which he perceives to be very un-connected to the world, at least compared to Berlin and Amsterdam which are close to “everything”. After he had been looking at InterRail tickets his friend told him it would be cheaper and more flexible to travel with Flixbus instead. Traveling cheap was a big concern for him to save money for partying. He got most of his travel inspiration from InterRails website and from the InterRail tiny booth/stand at the Stockholm main train station. He likes to live day by day and plan his daily tasks and duties in the early morning when he is on the road.



Fig. II -2 Rasmus above. He chose to travel with Flixbus.

Fig. II -3 Martin from Sweden enjoying the ocean view from the ferry travel.



Martin

A skater from Sweden, who takes his travels with ease and is flexible to change his plans. Despite his easygoingness and last minute reservations, he still despises when the transportation is delayed. He started his trip alongside two friends from who he decided to separate from as they had different interests. He likes to meet new people everywhere he goes and is fond of cheap travel opportunities. Usually he stays in hostels and finds them easily by typing “cheap hostels *then city he is located*”. He is 21 years old and has been around Budapest, Krakow, Prague and Berlin in this holiday.

Michael, Annette, Pia and Felix

Michael is 50 and traveling with his wife, Annette (49) and two kids, Felix (13) and Pia (11), returning from Sweden. They enjoy the nature and spend a lot of time fishing and sailing in kayak. On their way home they went into Gedser in hope of eating some fish, but there was no place to take shelter from the wind and upcoming rain so they went to the ferry.



Fig. II -4 The family gathered. From left to right: Pia, Michael, Felix and Annette.

Klingmüller Family

Mr. Klingmüller is German and 75, his wife who has French origins is 59 and their daughter who was born in Germany where they now live, is 14 years old. The family's dog is only 6 months old and a dear member of the family. For them travelling with a dog is like travelling with a child. It is the primary reason why they decided to

visit Falster as their destination: it is dog friendly, short trip and it does not require to fly. They took their private car and their bikes along to explore the area. Mr. Klingmüller has been travelling to Denmark for 40 years and within those years he visited once a year, for the most. His father brought him to these places, so he decided to take his family too.



Fig. II -5 The Klingmüller family. In the center their 8- months old dog.

Family from Szczecinek

A family of four, mother and a father in the mid forties and a daughter and a son in their young teenage years. The like going on biking trips, but this is their first long trip. Usually the roads are too bad in Poland and is shared with the cars. They use travel books, but to learn more about specifically traveling through Denmark on a bike they liked to use blogs. They are mostly interested in biking in nice environment around Zealand, but their son is looking very much forward to visit Tivoli in Copenhagen.

Frank and family

The family is composed of three members: Frank who is 55, his wife and their daughter. They are from Germany, close to Berlin and the Polish border. They have travelled with this ferry for several years as they visit regularly the Falster areas. Rostock is not a place to be, they rather be in peace on the other side. They had first visited Denmark 20 years ago by friends and kept coming back regularly for the holidays. They travel by private car and cannot imagine otherwise. They have too much luggage to have the discomfort of carrying it, which is why they don't think the InterCombi ticket is appealing to them.



Fig. II -7 Caroline and Damien travel along their daughter and Caroline's parents.



Fig. II -6 The biking family from Poland (without the father who went to the onboard shop).

Damien & Caroline

On this trip Damien and Caroline travel with their 4-year-old daughter and Caroline's parents.

Caroline works at an NGO and Damien works as a product manager. They live in Berlin. Back in the days when Damien and Caroline were not parents yet, they travelled in backpack mode around South America. They did not need much and looked for adventure rather than comfort. They also use to take public transport, but now with the child and family they recognized there is a dramatic change to their preferred way of travelling. Now, the most important things when they travel are the facilities and child-friendly activities wherever they go. "Marielyst is the Danish Mallorca." says Caroline and laughs. "You (Falster) can attract people like us, with children, it matters that we are outside of Germany and it only takes little effort. We are a niche that don't look for exotic and exciting as we used to. We want no stress!" adds Damien. The way they discovered Denmark was through Caroline's parents who used to take her since she was a child.



Fig. II -8 Carsten and Annie taking a rest after riding their motorbikes around Germany.

Angelica & daughter

Angelica is 71 years old and walks with the assistance of a cane. She has a dog along and her daughter who is 42 years old. At the ferry she was unable to get a seat, since she walks slowly and once she got upstairs, every seat was taken. If only she could have booked a seat, she says in regret. She would like to travel alone and take public transportation but is unaware if someone will be available to help her and her dog. Now she travels by car. Angelica used to be a tour-guide in several European cities and she read about Copenhagen, otherwise she doesn't know Denmark. Often she has passed it to visit her other daughter in Sweden. She used to travel directly to Trelleborg but because of her dog, she decided to take the short ferry trip and also because she gets seasick.

Fig. II -9 Angelica and one of her daughters to the right.



Carsten & Annie

Two friendly Danes travelling for the first time outside of the country on their motorbikes. Annie is 45 and Carsten is 55 and oth live in Sjælland. They were surprised how hard it is, physically, to travel 300 km per day this way. On their way home they feel exhausted but can still excitedly tell about their adventures in Dresden where they unexpectedly stayed to relax. Their destination was Poland, but they decided to stay in Dresden for longer as they had found exciting places to explore. That is why they are enchanted with this way of travelling: it gives you such freedom. Still it takes alot for the to decide to stay. They would stay in Falster if they got a good offer with accommodation arranged, food included and if they knew of beautiful nature sites to visit. "We don't hear much about these places, I think there is need for more marketing of these areas and what they offer".

1.

Knowledge & expectations to attractions/ areas

This following section will focus on the input from our data which reflects the level of familiarity and expectations towards attractions in the focus areas. The first part will be presenting the survey data in diagrams and the second part presenting the interview and workshop data regarding this topic.

Survey data

Our survey reflects mostly data from three bigger nationality groups- Danish, German and Swedish- which will be the three focus groups analysed in the following section, whereas the remaining would be stated as "other".

Level of familiarity and nationality

In question 11 of the survey, we would ask "how familiar are you with these regions and their attractions?" and give a range of 1 - 5 points to cross off.

These responses were then compared and categorized according nationality to see if there was a significant difference between the different groups. The graph below shows the average score according to nationality.

German scores on average higher than the other groups, particularly on the regions which belong to Germany (Rostock and Warnemünde) but also scores 0,3 points higher on Gedser compared to the Danish group. The Danish group scores lowest on Warnemünde and highest (tie) to Marielyst and Nykøbing Falster. Thereby the most familiar regions across all responses on average are (in order of highest score): Rostock, Gedser and Warnemünde.

Level of familiarity and primary goals

In this following sections we will focus on the three nationality groups (Danish, German and Swedish) which includes only 129 responses instead of 169 of the total responses.

Question nr. 7 asked responders to mark up to five matching statements to the following question: "What are the primary goals on this trip?". Since the Danish areas are mostly relevant for "Explore nature and relax", "Learn historical facts about the areas", Biking/hiking", and "Beach activities" we compared on average the respondents level of familiarity to these. As seen on Fig. 1.1 the top most popular goals in the Danish, Swedish and German group (nationali-

Nationalities vs. Average familiarity score

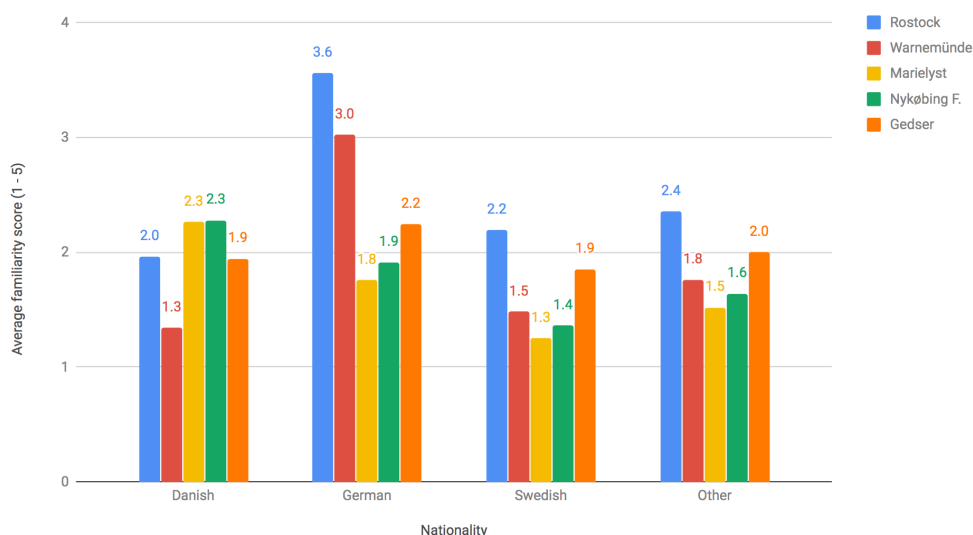


Fig. 1.0 Nationalities vs. average familiarity scores for the different areas on scope. Results from surveys.

(Q7) Primary goals on this trip for DK, SE and GE

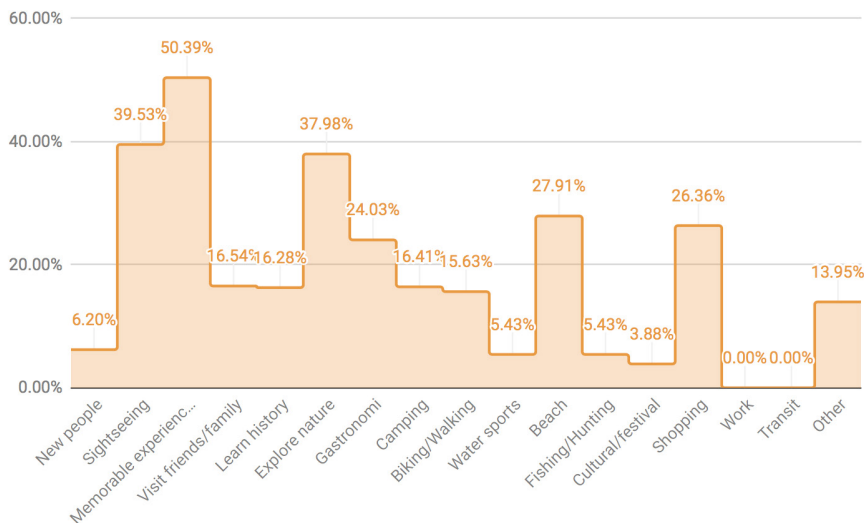


Fig. 1.1 Primary goals on this trip (Danish, Swedish and German only) percentage wise.

Table 1.0 Below: Departure location and interest in nature in percentage out of the mixed group of Danish, Swedish and German responses.

Departure location "Home"	% from DK, SE, GE
Danish	55.74%
Germans	66.67%
Swedish	52.00%

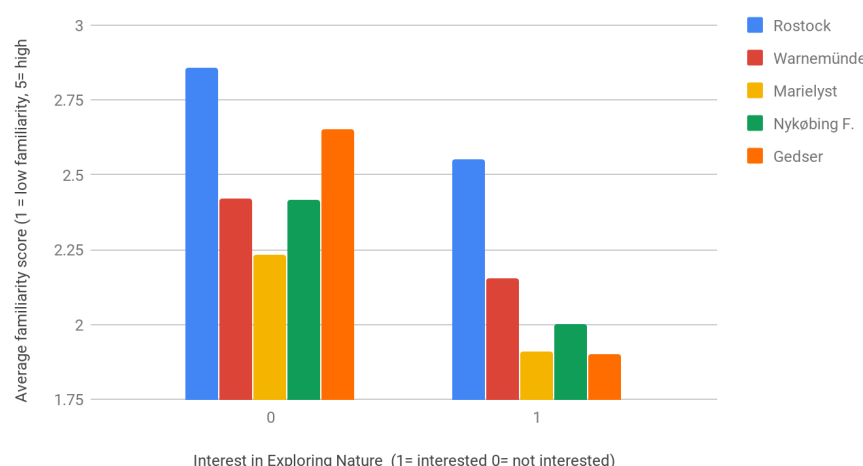
ty based) are: "Create memorable experiences with friends/family"(50,39%), "Sightseeing"(39,53%) and " Explore nature and relax"(37,98%). Those denoting part of their goals to explore nature and relax, also seem to have less familiarity to the areas and their attractions on average as seen on Fig. 1.1.

In this following sections we will focus on the three nationality groups (Danish, German and Swedish) which includes only 129 responses instead of 169 of the total responses. In this following sections we will focus on the three nationality groups (Danish, German and Swedish) which includes only 129 responses instead of 169 of the total responses. In this following sections we will focus on the three nationality groups (Danish, German and Swedish) which includes only 129 responses instead of 169 of the total responses.

One can argue however that the apparent self-evaluation of familiarity can be correlated with the level of confidence that one has of knowing the area instead of real testable knowledge. Some might give a score of 5 to a place they are passing by, but might remain unaware of the area's overall opportunities.

Fig. 1.2 Primary goal as exploring nature/no primary goal to explore nature vs. average familiarity score of areas in scope.

Goal to explore nature vs. average familiarity score of areas



Goal to sightsee vs. average familiarity score to areas

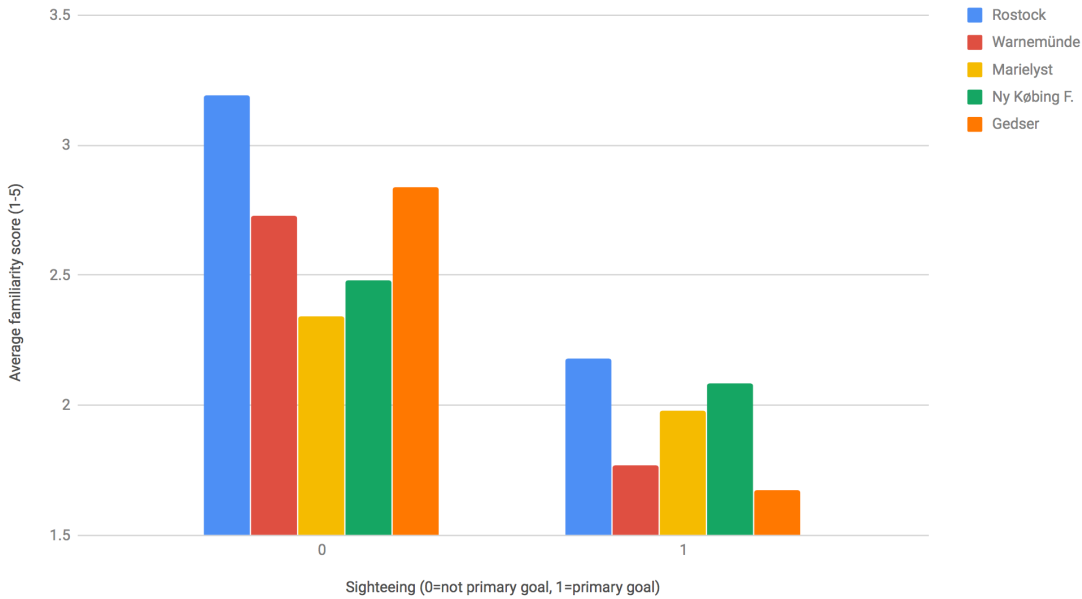


Fig. 1.3 Goal to sightsee/ no sightseeing and average familiarity score to the areas on scope.

Create memorable experiences vs. average familiarity score

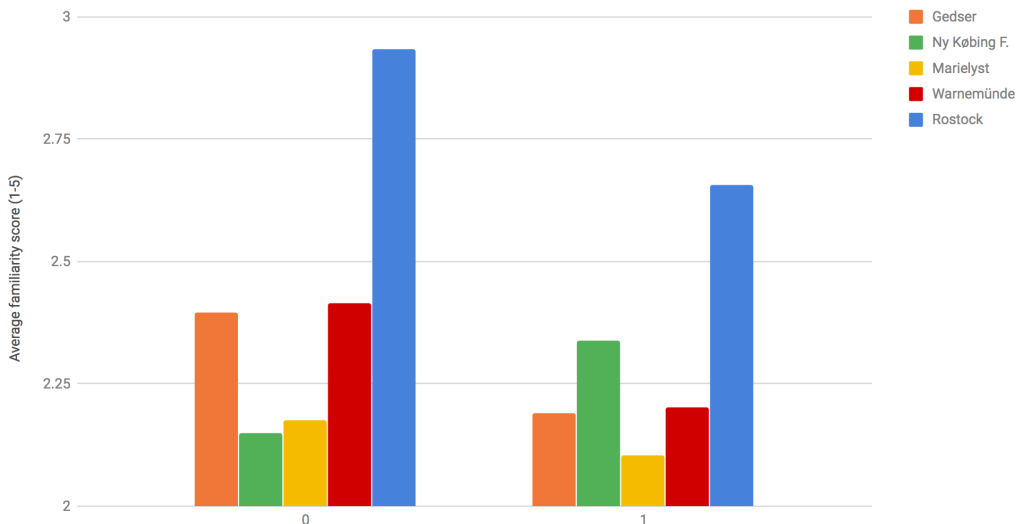


Fig. 1.4 Primary goal to create memorable experiences/no goal of creating memorable experiences vs. average familiarity score in the areas of scope.

The second most relevant primary goal for the three larger group of respondents (nationality) scores also lower in general (average), for the positive responses. The biggest difference can be found in average familiarity to Gedser and again larger familiarity is to be found in the negative group. In regards of parameter "Create memorable experiences with friends/family" there is lower differences in values and therefore regardless one's choice, the familiarity is primarily the same. However there is still a larger difference between familiarity to Rostock, where those denoting this as a primary goal are less familiar to Rostock. Interestingly, Nykøbing Falster

scores higher as the only area in the positive group to this parameter. It is hard to deduct a specific understanding from this, as the parameter covers a broad range of activities within. To create a memorable experience with friends/family there can be many sub-assumptions on how to execute this, depending on many other variables which have not been further explored in these studies.

Using Google maps vs. average familiarity score of areas

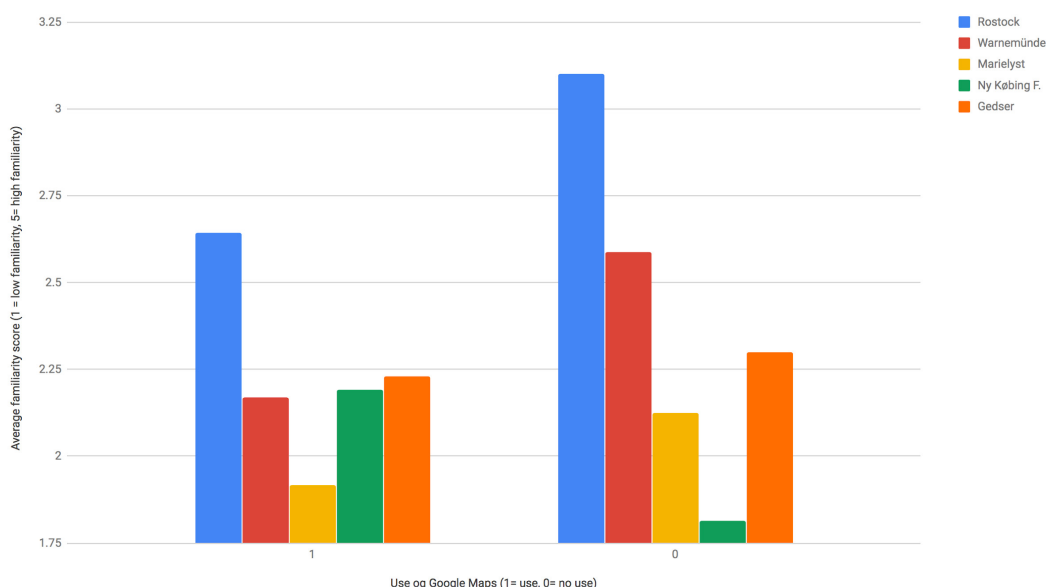


Fig. 1.5
Using google maps/
not using google maps
vs. average familiarity
scores.

Use of visitlolland-falster.dk vs. average familiarity score of areas

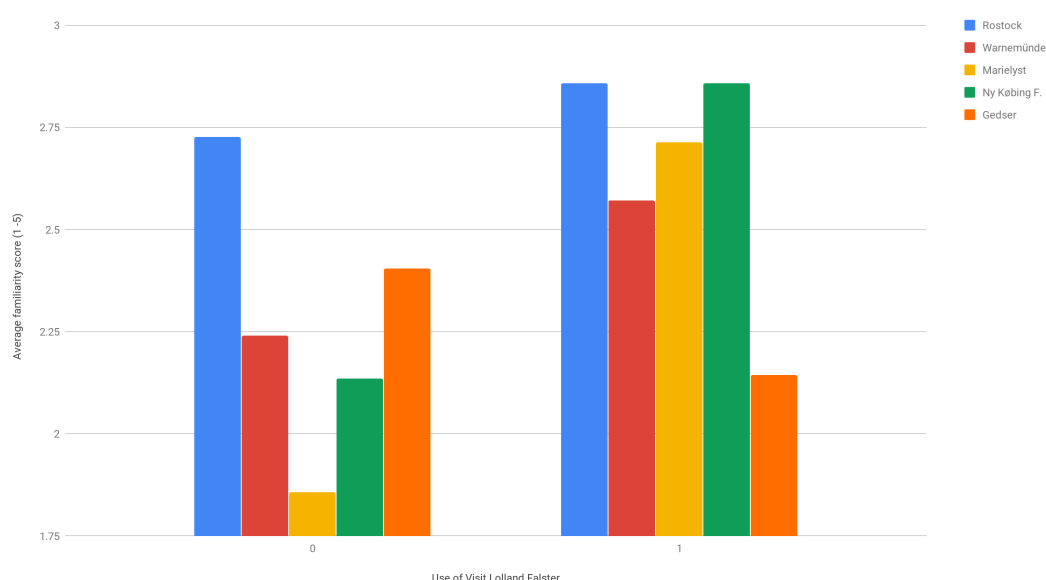


Fig. 1.6
Utilizing site “VisitLol-
landFalster”/ not using
the site vs. average fa-
miliarity score.

Level of familiarity and use of digital platforms

In this subsection we explore the familiarity score with two samples from question 17: “Do you utilize any of the following digital platforms to explore your destination?”. The most utilized platforms are Google maps(63.91%), tripadvisor(21.89%) and Visitdenmark.dk (12.43%). We will explore two samples to see any relationship with the familiarity scores. Google maps users seem in average to know less about the areas, with exception to Nykøbing Falster. Google maps as a platform does not directly advertise for particular areas in the region, which makes sense in regards of low correlation. For a contrast we looked

into visitlollandfalster.dk and familiarity score.

Although the number of people utilizing visit Lolland falster is low, it makes sense that they should know more. Users of Visitlollandfalster.dk have all noted that they also utilize visitdenmark.dk. One of the users of the site denotes Gedser as her destination, where others have destinations noted as Berlin, Copenhagen, Møn and Italy. 60% of the users of the visitlollandfalster.dk site note that they desire to get more information about the areas and some specify this information to be in the form of newsletters, newspaper and most popular suggestion: online.

Interest in getting more information and nationality

The surveys overall reflect a low interest towards getting more information about the Lolland/Falster and Rostock/Warnemünde areas as there are only 36% of the responses stating that they would like to have more information, across all surveys.

When looking at the nationalities however one can notice that Germans and Swedish seem to be more interested in getting more information about the areas, whereas Danish and other have a low percentage interest in their group. Furthermore, the largest group of interested are Germans across all positive responses to information as seen in Fig. 1.7.

Apart from the positive and negative responses 34 entries specified which type of information they want/which format or both. These can be seen in the table below.

Nationality	Percentage (Y)
Danish	23.08%
German	50.00%
Swedish	60.87%
Other	32.35%

Table 1.1 Positive responses on getting more information in percentages and categorized by nationalities.

Positive response to information in nationalities

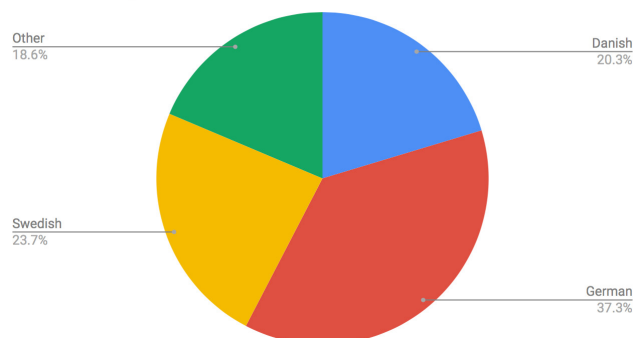


Fig. 1.7 Positive response for getting more information about the Falster/Rostock areas according to nationalities.

Table 1.2 Preferred format and content results from surveys and the number of entries. Note: not all positive responses would respond this question which explains the few nr. of entries.

	Preferred format of information	Nr. entries
1	Internet/Online/Webbrowsing	10
2	E-mail/Newsletter	5
3	Word of mouth/face to face	2
4	Avis	2
5	Smartphone App	2
6	Brochurer	1
7	German press on the ferry	1
	Preferred content of information	Nr. entries
1	E.g. Warhol in Rostock German Youth Championship: I have not seen advertising about it	1
2	City maps which also inform about tickets	1
3	Historiske bygninger	1
4	Camp-grounds	1
5	Julemarkedet rostock, activities for families	1
6	Attractions/Places to visit.	3
7	Any events which are planned	1
8	Experiences + Accommodation	1
9	Payments on road	1
10	Yacht Charter	1
11	Restaurants/dining places	1

Planning timeframe about local attractions

In question 10, we asked respondents to select when in their journey they inform themselves about the local attractions in the Falster/Rostock areas. The four options were 1) Prior departure, 2) On the go, 3) At arrival and 4) I don't do any research at all.

To the first option a majority of 37,28% applied to their case. As the least popular choice, the second option hits 14,20%. The second most popular option is nr. 3 with 26,04% and the last option applies for 24,26%. It is worthwhile to notice however that some respondents selected several options applicable to them.

*"To travel spontaneously needs the right preparation. You need to **secure** that there are **no bad consequences to your spontaneous decisions**. You need to think a lot to be spontaneous."*- Jonathan & Hanne (Workshop)

Desire to revisit the area

Question 13 in the survey asks respondents: Is it in your plans or desires to return to the area(Falster/Rostock) in the future?

Out of the total respondents, the majority at 40.83% maintain that they desire to come back but have no plans yet. The second most popular response was at 23,67% to the option "Not sure yet". Those who have answered this option, were also scoring less on familiarity with 16% less on average. With the exception of one respondent, all respondents were on their way home, which indicates that they had already been at their destination and had the opportunity to visit/stop by the area but did not stop.

The most positive response stating "Yes, I have a plan for another visit" had 20,12% respondents, while the most negative response of "No, I don't desire to come back" was of 5,33%. Those with the negative response, except one response, also responded negatively to question 14 on whether they would like to know more about these

areas. 50% of the negative responses had a destination denoted within Denmark but in other regions, which indicates that they were interested in Denmark as destination, but not necessarily the areas of our scope. In the interview and workshop data we did not find anyone who would state that they would not desire to come for a revisit.

Interview data

In regards of expectations, we got insights from the tourist offices which have informed us for both Danish and German tourist. In this section we will refer primarily to the two conversations in Rostock tourist office and Marielyst tourist office.

Rostock tourist office & expectations of tourists

According to the interviewed three tourist office workers, there is a wide variety of tourists and a lot to do in the office during high season. We verified this earlier by standing and watching the flow of people coming in and out of the office. The interview had to take place after closing hours for this reason, and it took place for approximate 1 hour.

Danish and Swedish tourists' interest in Rostock

Rostock receives a wide variety of visitors each year, from different entrance points and places. Many come through Cruise-ships, by car from other parts in Germany and through the ferry. Danish tourists are not usually around visiting in the high summer season with few exceptions. Danish and Swedish tourists are at peak during the winter season however, where many visitors enjoy the Christmas markets in the area. The most popular summer event is Hanse Sail, which sells out every year and attract a million visitors to Rostock, also attracts some sailing interested Danish and Swedish visitors. In this occasions rooms at hotels are sold out quickly and ferry departures and arrivals are delayed due to boat/ship traffic.

Some also come on one day trips to pur-

chase at the border shops in Rostock to get cheaper products, but the tourist office did not mention this purpose as they might not see many of these border shopping tourists at their stand asking questions about the area.

German tourists' interest in Denmark

"Many Germans come to Denmark because there is sea everywhere you look. Many beaches to enjoy in peace." - Jan from Germany

In regards of interest towards Danish attractions, it was clear that people from Rostock or nearby, are generally not interested in Marielyst. One of the tourist assistants explained it being due to having the "beach right here at Warnemünde". Since there is a good opportunity for shopping in Rostock, this is not what attracts German tourist to Denmark.

There are three main reasons for Germans in the area to visit Denmark:

- Less crowded, peaceful and easygoing.
- Travel outside of Germany with a short travel time and nearby.
- Experience sailing across on a ferry.

It is to underline that people who want to visit nature sites also need to plan ahead where to go and that generally "nature sites take time". When asked about whether people ask about Olsen banden attractions in Gedser, the assistants looked at one another and shake their heads slightly: "Not many ask but when they do, it is usually elderly people".

The tourism office recommends people who want quieter places in the beach to take over the east side of the beach, closer to the natural reservoir, where the beach is less crowded.

"I have been abroad, I have been in Denmark. It might not seem like much to you, but it can mean a lot to a German to be just outside for a short trip."-

Tourist office assistant.

According to our interviews with passengers who had Falster as their destination, there seemed to be a commonality that people come here because their parents used to bring them to these areas when they were children. Most of them seem to build a tradition out of returning to these areas. As an example Mr. Klingmüller & family, Frank & family, Damien & Caroline with their family would all state having nostalgic experiences and being introduced to these areas through their parents.

Marielyst tourist office & expectations of tourists

At the one-person run tourist office (sometimes three people in busy days) we talked with Majbritt who just had opened the shop. Already from the morning hours people will enter to get advice, buy things and rent bikes. There is a variety of people coming in periodically, and the shop is small but full of brochures and tourist souvenirs, books and else.

German tourists' interest in Marielyst

Although there are no exact numbers on how many are German tourists and Danish tourists, Majbritt, the tourist office worker, reassures that these are the major national groups visiting marielyst.

The reason to visit Marielyst lies specifically on it having the best beach in Denmark (the last three years) and the variety of events makes it a destination for a wide range of people- from families, elder to youth. From her perspective one of the primary reasons why German tourists visit this beach is because there is plenty of privacy and space for people, the beach is clean, soft and attractive. In contrast, the beaches in Germany are perceived as overcrowded. The bike rental sells out at the tourist office, as many move around the island preferably with bikes. There is however no bike workshop but the tourist office offers tools for self-repairing and maintenance.

"In Denmark you can take dog to the beach not in France or Germany. Dog

owners appreciate that of Danish beaches" **-Ms. Klingmüller, visiting Marielyst**

German tourists' use of data and personal information

According to Majbritt, 60% of the people coming to the tourist office don't have internet access. She explains that it is due to a fear of being overcharged for data when crossing to Denmark and thus people taking their old model phones whose purpose is only to make calls when needed. This is why she points out that Apps such as Naturlandet are not utilized, despite its good information. Once the renting bike system was updated to an App-based registration system, but in that case they lost all German customers also because they were asked to give up their personal information.

"Just renting out bikes with your phone was impossible as they didn't want to give up their data..." - Majbritt

German tourists' accommodation

In Falster there are no Auto-camper "Stellplatz" for the Germans driving with an Auto-camper. According to Majbritt, this can be a hindrance to stay in the area to explore and a lost chance to attract auto-campers to Marielyst.

In regards to cyclist, there is a lack of short term rooms in the area as the summer houses are rented only one week min. and are usually sold out on high season. Majbritt states: "You can just see when they come and look at you that they really want a break". The accommodation for the cyclists can simply be a room where they can shower, relax and move on.

Apart from that there are many who camp, rent a summerhouse or take short B&B stays.

The Klingmüller family stated that summerhouses in Marielyst need a good share of planning and one needs to book in good time.

"We would like to come back but we

have to rent the house earlier so it can be cheaper. You should do it earlier in Denmark. We booked it in May this year and it was already too late (for August)- we had to settle with a more expensive house with not so desirable location." - Mr. Klingmüller

Gedser & expectations of tourists

Some of the German interviewees noted that if they visit Gedser it will be not when they arrive at the site, but rather some days after, when they have settled in Marielyst- then they will drive around Falster or bike and visit Gedser to explore. Due to the lack of signposts, advertisement and inviting setting people don't expect anything from the area (see section 3). Some people who visited the Southernmost part in Gedser, expected more engaging activities to do in the site, but were disappointed to arrive at a "deserted location". For other like Michael, Annette, Felix and Pia a pit-stop at the restaurant near the harbour before departing with the ferry was an enjoyable decision.

Hanne from Købmandsgaarden suggests that Gedser should be advertised for its nature primarily. *"Gedser is what it is. It will never be as big as Marielyst. The gem in Gedser is the calmness, the nature, the peace."* As the local tourist office, Hanne receives a variety of tourists from all over the world at her large shop "Købmandsgaarden" in Gedser. She usually get questions on small practical things such as where to exchange money and to get going with transportation. About expectations, she mentions that some tourists mistakenly think that Gedser is like Skagen. To this she responds: *"Gedser er det spejlvendte billede af Skagen"/"Gedser is the mirrored image (opposite) of Skagen".*

Exchange currencies & expectations of tourists

When it comes to Gedser and the ferry, there are no options to exchange money to the frustration and disappointment of passengers/visitors who expected to have this

service available. In Marielyst there are two options: Tourist office cash exchange or the one ATM which is perceived by many as overpriced. In Marielyst, the tourist office has to order cash money and visit the bank in Nykøbing Falster several times during the high season.

Familiarity & expectation in the areas from interviewees

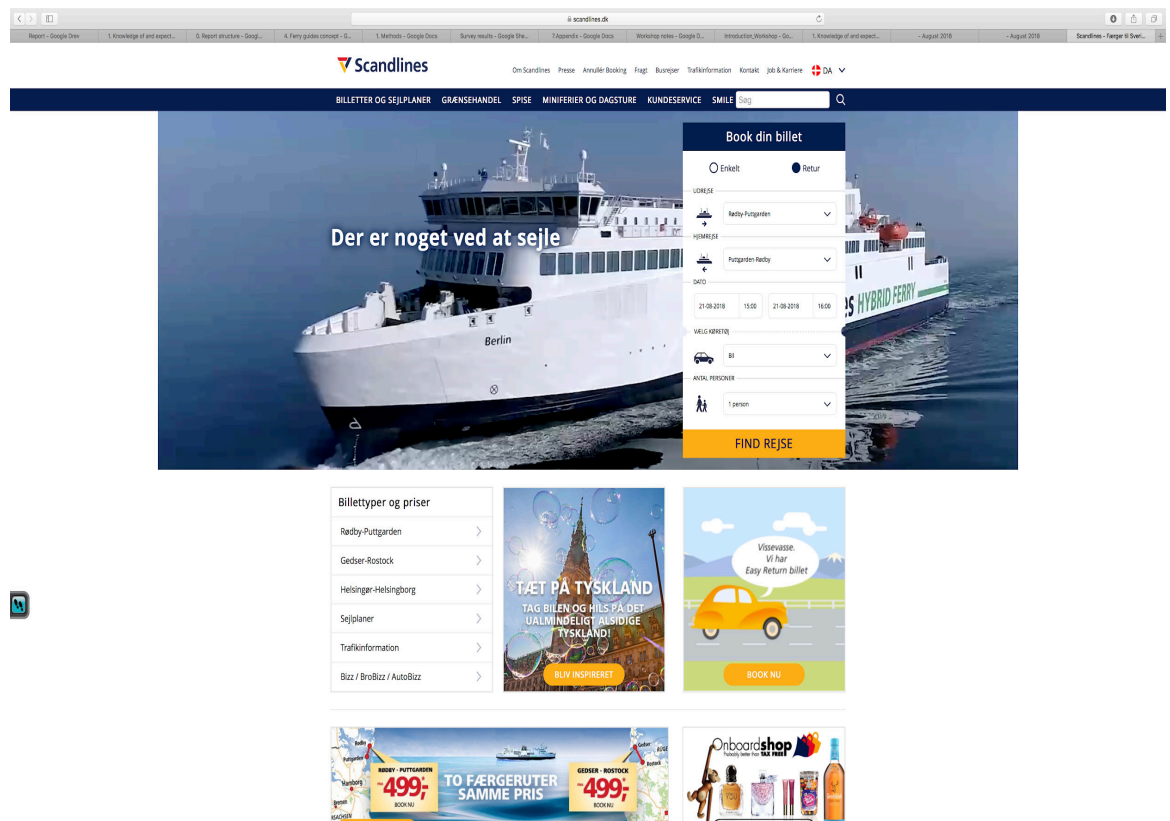
The Danish passengers interviewed at the ferry would mostly know about the areas in Lolland-Falster, particularly the Knuthenborg Safaripark, Lalandia. The bikers Carsten and Annie had also visited the island of Omø for a holiday once and had heard of Møns Klint. The only other way they know about Lolland Falster is when they visit their friends who live in this area. German and Swedish tourists would point out Møn as a place they knew about and visited in Denmark and also be familiar or visited Rostock as a holiday destination before. Those who knew about Møn did not always know about Lolland-Falster, like Nicole and Sunny who travelled from Berlin to Møn directly.

Angelica & her daughter did not know anything about the attractions in Lolland-Falster and have been passing the area several times, as they visit Angelica's second daughter in Sweden. She wondered why there was no information about the places one can visit when one books the Scandlines ticket as it would be an obvious place to look when booking online. She suggest also using Pinterest, as it is her way to figure out where to go and indicates that it is becoming more popular among youth, although she finds it very simple and useful too as an elder user.

Roman and Simone also desired to get information about the areas when booking the tickets. They only heard about the West Coast when it comes to Denmark and did not voluntarily look for more information. Along with other interviews, they share that they did not see this in the website when booking the tickets. When visiting Scandlines danish website however, one can see a section which has a list of attractions in Germany. However it seems easy for users to simply skip all that and go straight to book their tickets.

Fig. 1.8

The landing page for Scandlines.dk. Here one can quickly plot their itinerary to get a ticket. When following that procedure one misses the whole section of "Miniferier og Dagsture" (Mini holidays and one-day trips) where all the information about the attractions and destinations hide. It is unknown however if after the payment is completed, these appear clearly onsite.



The Klingmüller family who had a dog along, chose to visit this part of Denmark because the ocean at the west coast is too "brutal" and the dog cannot bathe safely as in the Baltic ocean. Mr. Klingmüller had visited the West Coast many times before and loved the Danish nature, he found these areas as the alternative and most comfortable place with a dog (short trip & spacious dog friendly summer-house). They also visited also Nykøbing Falster for shopping purposes as Ms. Klingmüller stated: "It is not a great difference in the prices and in the holidays you have the time to shop". Mr. Klingmüller who had been to Nykøbing Falster when he was a young man, was sorry to see that Nykøbing Falster had become a shopping place and did not keep its historical atmosphere (e.g. castle).

All the families with children interviewed desire and look for areas which are family and child friendly. Daniel and Caroline from France and Germany respectively ideated to have a place where they could filter out specifically for children at their daughter's age. Damien states "happy kids, happy parents". Caroline looked up children's activities and could not find any in the area she sought (Marielyst), but since she travelled with her parents this time, she took the risk.

"I would have been more reassured if there was an affirmative on kids facilities. In regards of accommodation we found a secluded place out of the town, we did not choose that one, so we looked for another. We wanted to be able to walk to a shop, get some groceries easily."
-Caroline



Reactions to brochures

The participants of Workshop#1 were provided with brochures and asked to write comments on reasons why they would visit the place and why they wouldn't. See Table 1.3 below to see entries. One group got brochures from Marielyst while the other got the brochures from Gedser and the last group got from Nykøbing Falster.

Across the workshops non of the participants really knew or had heard of the places in the brochures apart from two participants who lived in Lolland-Falster before.



Fig. 1.9 (Above): Workshop participants commenting on regional tourist flyers.

Fig. 1.10 (Right): The flyers utilized in the workshop #1 were delivered from the local tourist offices and promote Marielyst, Gedser, Nykøbing F. Rostock, and in general Lolland and Falster.

Name of place	Negative comment	Positive comment
Reventlow-Museum	I've never heard from this guy so I would not go to his museum.- Jonathan	
Golf&Fun Park and Marie-lyst GoKart	When you are interested in this sport you maybe do this at home and not at your holiday where you can visit other interesting things. - Jonathan	
Jernbanemuseet, gedser Remise og det gule palæ		Trains +history of trains are interesting. Getting to know regional + national technical history. -Sofia
Det Sorte Geomuseum		Regional + local geology -> getting to know the area and probable problems. See some natural treasures + experience. -Sofia
Cykelblomsten Guld-borgsund	A bit confusing, I can't find the maps easily. -Sofia	Different languages attract the tourists. Maps to each route. -Sofia
Safaripark Knuthenborg	I don't like the animals are not free. -Thomas	
Turist and shopping-guide- Inselführer (Lolland-Falster, Møn & Syddjælland)	I can go shopping in Germany- Thomas	
Stifsmuseet i Maribo	I am not interested in art. - Thomas	
Dødekalitten		Interesting, VERY! - Hanne
Bøtøskoven		We are travelling to see different kinds of nature and enjoy the landscape and animals so a nature park is great! - Jonathan
Lolle Frugt		You can buy regional food and learn something about the landscape too. - Jonathan
Czarens Hus	No price nor menu, no pictures of the garden. Not accessible from the ferry. - Maja & Michael	Interesting historical building - Maja & Michael
Falsters Minder Museum Obscurum	What are you supposed to do here? How do I get here from the ferry and where can I sleep? - Maja & Michael	Mysterious collection, that is cool! - Michael
Middelaldercentret		Looks really cool! - Michael

Table 1.3 Opinions and comments from workshop #1 participants in regards of the different brochures for the areas. This table is divided in negative comments and positive ones, corresponding the task. Across the workshops non of the participants really knew or had heard of the places in the brochures apart from two participants who lived in Lolland-Falster before.

Conclusion

It is hard to conclude on whether the relationship between average familiarity score other parameters have a high correlation due to the small sample size. Nevertheless interesting points can be salvaged for further thinking on these connections and how the familiarity score could increase.

In regards of desired information, Swedish and German tourists were the most positive group to receive more information about the areas in contrast to the Danish. This can probably be explained by the abundance of information for Danish and the lack of knowing where to look when coming from Germany and seeking information in German. Danish are generally not interested in getting more information about these areas.

Across all the data, there seems to be an expectation and a primary goal to explore nature during their journeys. This can point towards a focus area of the municipality to develop further and harvest the heightened interest from tourists who take the ferry. The asset of these areas seem to be nevertheless the peaceful nature with spacious and available locations.

Not many of our participants in both workshops and interviews knew about the attractions in the areas, with a few exceptions. In the process of making this workshop however, they would get a better insight by looking at the brochures and even get interested in visiting.

It becomes evident in the data that there is a desire to be able to navigate better the different offers and be able to see them in places where there are currently no advertisement (e.g. Scandlines online ticket booking site). Families are generally interested in filtering out places where children can benefit, people who want to explore nature is also interested in filtering nature parks/sites. It seems that there is a need for structured information flow for the users, in a way that can make it even easier to figure out what will suit their specific needs. Even though the tourist offices support in this task verbally, most people

prefer their information to be in the online format and prior to their departure.

The information on the brochures can also be perceived to be encrypted and not inviting from a ferry passengers' perspective, as Maja asks: "How do I get here from the ferry and where can I sleep?" In this way the brochures don't invite the potential customer easily into the stated attractions. Participants desire to a higher extend information available online and easily accessible like in the Scandlines tickets site.

2.

Needs and desires of cyclists & on foot travellers

This following section will focus on the interviews of the passengers travelling on foot, with a bicycle or with public transportation. The statistical data from our surveys supplement this understanding of their needs and desires in the areas.

Our own observation together with responses from staff created an understanding of the travellers experiences on-board the ferry.

Survey data on cyclist and foot travellers

In question 7 in the survey the respondents were asked "What are the primary goals on this trip?"

These responses were then compared and categorized according to transportation type to see if there was a significant difference between the different groups. With very small numbers of responses on the categories on foot / Public transport (8), Bike(4), Auto-camper/Camping (14) and Intercombi Ticket(3) they are less statistically accurate compared to the Flixbus(23) and the car(113) responses.

The graph below shows the average score according to transportation type.

From the Fig. 2.1 we can deduct the following observations:

- There is a high interest in creating a memorable experiences. Only the "Auto Campers" and "Campers" did as often mark it as goal for their trip.
- A general high interest for tourist attractions. Only the "On foot / Public transport" have no interest in sightseeing.
- The "Bike" travellers have no apparent interest in shopping or tasting which is significantly visible in the other groups.
- "Intercombi Ticket" travellers have a high interest in beaches and tasting different kind of foods and a relatively high interest in meeting new people. There seem to be no interest in biking or meeting family/friends which is significantly visible in the other groups.
- The people traveling with "Flixbus/ Private bus" have a comparable high interest in shopping and tasting different kinds of food. There is only a

Transport vs. Primary goals

Fig. 2.1

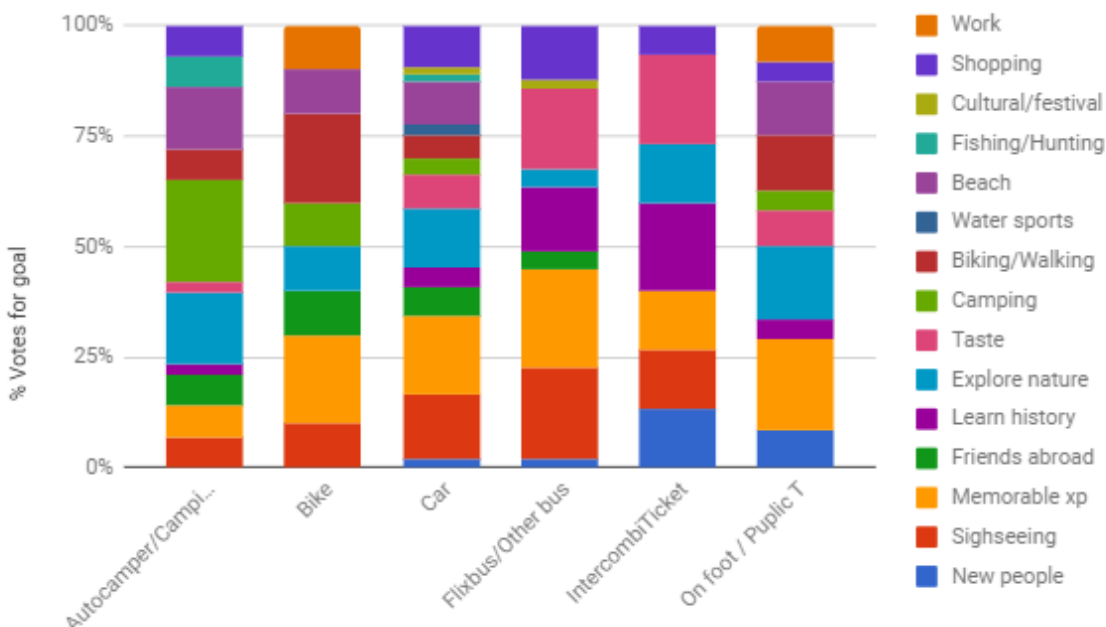


Fig.2.1 Type of transport vs. primary goals of the trip (color coded and labeled to the right). Results are taken from the surveys. (Fig.2.1 is also referred to in chapter 3 in relation to Intercombi Ticket and On foot/Public transport.)

Transport vs. Travels on this route

Fig. 2.2

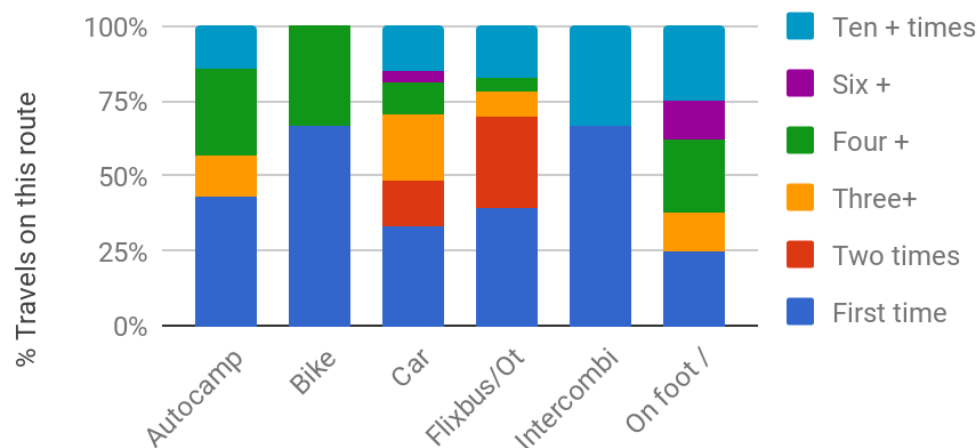


Fig.2.2 Type of transportation vs. amount of times travelling the current ferry route (color-labeled to the right).

little interest for meeting new people, meeting old friends or exploring the nature.

From the Fig. 2.2 we can deduce the following observations:

- The "Bike" and "Intercombi Ticket" travellers indicates that some have travelled the routes several times before or is more likely traveling the trip for their first time.
- Travellers with public transport have travelled the same route many times and only 25% are traveling for the first time on this route.
- The statistics points to 30% first time travellers, 20% more than 10 times and 40% in-between.

Nationality of groups on bicycles

Fig.2.3

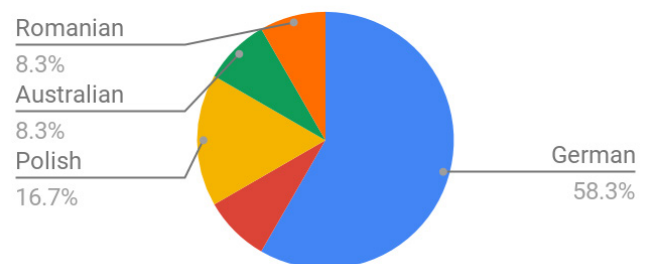


Fig.2.3 Shows a strong participation of cyclists from Germany or Eastern Europe.

Transport vs. Average familiarity score

Fig. 2.4

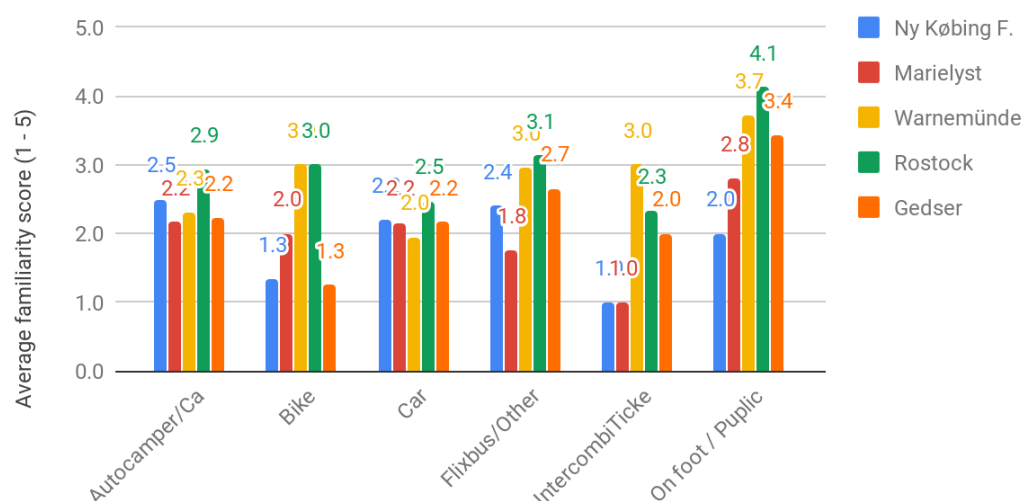


Fig. 2.4 Type of transportation vs. average familiarity score to each specific region (seen to the right).

From the Fig. 2.4 we can deduct the following observations:

- Travellers on “Bike” have above average knowledge about Rostock and Warnemünde, but only just average knowledge of Marielyst and close to no knowledge of Nykøbing Falster and Gedser.
- People in “public transport” have a highest familiarity with most of the local areas. Only Nykøbing Falster is slightly more known by the “Car”, “Flixbus/Private bus” and “Auto-campers/Campers”
- People traveling with “Intercombi Ticket” have the least familiarity with the Danish areas. They have an average understanding of the German side, but slightly more knowledge about Warnemünde.
- Marielyst scores within average familiarity with all the transportations.
- The “Flixbus/Private bus” travellers have a below average knowledge of Nykøbing Falster, but an average or above average knowledge of the other areas.

Data from Interviews on cyclist and foot travellers

Marianne from Gedser (Danish), comments the trouble after the train stopped running and how they thereby lost the opportunity to use public transport with their bicycle as it's up to the bus-driver to allow you to bring your bicycle along with you.

The Klingmüller family (German) take their bike with their car so that they can bike around the area. They note that Marielyst is in a declining state, a lot of “for sale” signs and decaying bike roads that should be fixed. They also observed really nice bike roads along the coast that they were not allowed to use but that some used anyway.

- “Take bike along, experience, sometimes small path sometimes broken, it is forbidden to bike there, some people still do it. If it only few people it would be nice, but many bikes could destroy.”

Jan, traveling with his family (German) noted:

- Rostock bike infrastructure is poor, they should invest in sustainable ways of travelling and improve their infrastructure as it is in Denmark.
- They always travel by bike at least once a year. He is familiar to this route from his childhood as his parents and him took road-trips in their private cars.
- As a German cyclist he thinks that having a holiday in Denmark is expensive, which makes sense to save by biking instead of using other transport method. He prefers B&B for the comfort of the family.
- Bikes cannot come along some buses, which makes it harder to travel as it takes more time to bike if one has to reach desired destinations.

The family from Szczecinek (Polish) were on their first long bike trip and had chosen Denmark due to its famous bike roads that they knew about from reading blogs online. Biking in Poland is not safe as you have to share with the cars.

- Their plan was simple. Bike of the ferry to somewhere past Marielyst where they will camp in their tents. Then continue the day after to Møn on the “Berlin-Copenhagen route” and then take Zealand all the way around (Clockwise). Main goals were Kronborg Castle and their son was excited about going to Tivoli Copenhagen. At the current moment they only knew nothing about Lolland and Falster.
- They knew about the prices in Denmark and had food with them to save money on the first part of the trip.
- The first task on their list were to look for a map in the first Tourist information, but were interested in a map including camp-sites and bicycle roads to make their journey easier.
- Their preferred information would come from the internet, through blogs from real people.

The Elsner family (German), biked to Copenhagen just before they had kids sev-

en years ago.

- "One of the nicest trips I have done. Because we drive along the sea, you can see the sea, go on the ferry, exceptional quality of the bike cycle, wide tarmac, visible signs, less or no car traffic."- Ms. Elsner

The did not have enough time to bike home so they boxed their bicycles and flew home from Copenhagen. They thought there were almost no B&B and places to shop on the way.

Data from tourist information offices

Nykøbing Falster

The tourist information in Nykøbing Falster are sometimes visited by young bicycle tourists. Many people bike the "Berlin to Copenhagen" tour. Especially the Germans.

- "They ask about bicycle trails... I ask them about their interests, one should not send them out to museums if they wanna fish eating. We go around and say could this be interesting."- Kirsten N.F. Tourist info
- "A lot of people want to be inspired and explore possibilities, so the (tourist attractions) brochures are quite good material." - Kirsten Nykøbing Falster tourist info
- "Many want to go to Møn when they are biking to Copenhagen, so they go that way." -Kirsten Nykøbing Falster, Tourist info

She also mentioned that you would be stuck if you did not have a car or a bike. Cafés and beaches would be easily within reach, but access to the forest or other activities would be at least 4 km. from the Marielyst centre.

Mikkel from the Guldborgsund municipality referred to general high amounts of complains from tourists about the bike paths: their tires are punctuating when using the paths.

He also advised us the many shelters for horse riders that could be advertised to bicycle riders also.

Marielyst

- "The bike tourist don't have much luggage and therefore goes out quite a lot. They spend ~550kr. A day."-Majbritt from Marielyst. Tourist info

Bike tourist with kids sometimes just want a room so that they can wash and relax a bit. But that there is no space for.

- "You can just see when they come and look at you that they really want a break" But the summerhouses are only rented out a week at a time. -Majbritt from Marielyst Tourist info

In Marielyst they are happy to hand out a booklet with several bicycle routes, but some of the routes takes people out on the main routes so the tourist info suggest people to take different routes. For example the route along the ocean is now open. The booklet with maps are very popular but expensive to print and there is no funds for new ones.

In Marielyst and in Gedser they are renting out bikes with great success. In Marielyst they offer to deliver and drop off bikes at peoples summerhouses.

Marielyst Tourist information tried to use a self service bike renting app, but that year they did not rent any bikes. Most likely due to Germans protection of personal data and lack of smart-phones while in Denmark.

- "The Germans are not geared to use apps. 60% don't use smartphones." -Majbritt Majbritt. Tourist info

Bicycle related questions in the Marielyst tourist info is mostly related to bicycle tracks and bicycle repair problems. Unfortunately there is no bicycle smith in town, but the tourist info have a few tools to borrow the cyclists.

She is very curious as to who bikes to Denmark, as she says:

- "They have a crazy number going only to Rostock. There are many who stops (in Rostock) since there is nowhere to camp here in Denmark." - Majbritt from Marielyst Tourist info

Marielyst is fighting to get a bus from Gedser to Marielyst. The current bus goes to Nykøbing Falster were another bus goes to Marielyst from there. A person traveling using a one day ticket on foot will only be able to spend one hour at the beach in Marielyst before returning home to catch the

ferry. Since the bus routes are not connected well enough.

Rostock

In Rostock tourist information recognise that they have many bicycle tourist going from Berlin to Copenhagen, but that there are also bicyclists who only goes to Rostock before they return.

- Nobody goes to Marielyst from here : The tourists are not so interested in the beach in Marielyst as: "they got the beach here". Although some people who look for quiet places could be interested in going there (mostly elderly people).

What people ask for in the information on the ferry

They are asking about:

- Public transport routes in Nykøbing Falster, Rostock, Berlin and Copenhagen.
 - How is the connection from the ferry to anywhere.
 - "They often ask how they can come from gedser and further on. Often they are asking for a Falster/ Sydfalster map. They wanna know more about that." Lars (Ferry Information and canteen)
 - Shuttle bus vs. Public bus.
- Tourist attractions in Lolland-Falster
 - Where to find the information
 - (The Information staff have limited time to look on their computer and they are only allowed to display approved flyers)
 - Available postcards (there is

none)

- How does this new hybrid ferry works? Who build it?

They request help with:

- Access to dogs or family members that might have been left in the car (parking area is not allowed to use while sailing)
- Euro bills to Euro coins exchange.
- Exchange of money [This is denied, most likely due to license and circulation of fake money] , "Many customers get frustrated." -Heidi (Ferry Information)
- Redeeming of ticket coupon for coffee/water.
- Redeeming of money for "return on the same day" discount.

Our observations on the ferry

The on foot passengers are entering the ship 3-5 min. before the other passengers. This present an opportunity that they do not miss. They walk up and down the ship and choose the most comfortable seats next to the windows and go straight to the food court to avoid the upcoming line.

After this comes the chaos of people parked on the deck who are all looking for a good seat to avoid standing up for the next two hours. There are seats enough for everyone, but two people can take up a table for six.

In the evening ship most are sleeping, but during the daytime the people are in a hurry for food. For the first 30 minutes almost everyone is eating and after 45-55 minutes most people have finished eating. Now an hour into the trip people start looking for other entertainments. A great deal uses their smartphone, while others are playing card with the family or are taking a walk on the ferry's deck or are taking a look in the big shop on the ferry. In the background, always in view, there are screens displaying offers in the ferry shop. This continues until people are asked to go to their cars.



Fig. 2.5
Interviewing the ferry staff in charge of the information desk.

The people on foot are preparing themselves and stand ready for 30 min. before the doors open for them to leave the ferry.

Conclusion

On foot and public transport

Fig.2.1 Shows that only the “on foot” and “public transport” doesn’t have interest in sightseeing. This together with Fig.2.4 & 2.2 shows that they have experience traveling the route and are familiar with the area. A memorable experience, a general goal for all travellers(Fig.2.1), should therefore be gained in another way than sightseeing as they have most likely already seen them or not been convinced it would be worth the time. They show an interest for nature and the beach like the other travellers.

Fig.2.1 Oddly shows that public transport are one of the primary transport methods for work commuting together with the bike and the car.

The “intercombi Ticket” travellers have a average knowledge of Warnemünde/Rostock but very little knowledge of Denmark Fig.2.4. The data suggest that they travel to Denmark mainly for tasting the local food and for the beach, but like the other tourists, also for the nature and sightseeing Fig.2.1. The opposite statement is argued from the Rostock tourist information who says that the tourist have plenty of access to beach in Rostock and by the workshop participant Maja who argued that they have plenty of access to cheap shopping and excitement in Germany, but it’s the authenticity of Denmark that draws interest.

Bicyclist interest

Fig.2.1 Suggest that people biking have an interest in biking,exploring nature, camping and meeting old friends abroad. The Elsner family and Johannes directly confirms this while the Szczecinek family indirectly confirms it with their interest in camp-sites and in beautiful places to go.

Jan and the Szczecinek family confirms Fig.2.1 that shows people biking have no interest in shopping. Traveling on bike seems to be one of the primary ways of

traveling in Denmark as you want within a reasonable budget for eastern Europeans.

Knowledge

The Szczecinek family point in the same direction as seen in Fig.2.4 which indicates that people traveling on bicycle knows close to nothing about Lolland-Falster and only a bit about Marielyst due to campsites nearby. The figure also shows their average knowledge of Rostock, suggesting that Rostock is a more relevant destination in their mindset when starting their travels.

Majbritt from Marielyst Tourist information states that many tourist don’t bike further than Rostock before returning towards Berlin. This is to some degree confirmed by the Rostock tourist information who sees people go to Denmark but also returning.

Facilities

The trouble of not being allowed to bring your bicycle with you in the bus is mentioned as a issue by both Jan and Marianne, but the Szczecinek family noted that they did some of their travel in public transport (train) to manage their trip.

Marielyst tourist information have tools to repair minor bicycle issues, but there are no other repair facilities in the area. It’s the Købmandsgaarden in Gedser who rent out bicycles, but there were no apparent repair facilities.

Bike rental is available and is very popular. Marielyst have an ongoing success delivering bikes to summerhouses, ready to use, but failed to rent out using an App, most likely due to German tourist not bringing their phones or give out personal informations to an app.

In regards of improving the sites for better tourism for elderly and bikes, it seems that there still needs for better bicycle routes and reassurance for the elderly that there is a elderly friendly places for them to be secure. This could be an opportunity to explore and incentive the group which already seems to be interested in the areas.

There seems to be a contradiction between the Szczecinek family high expectation to the Danish roads, and the Elsner Family

experience with great roads. Contra the Klingmüller family's experience with the decaying roads. This could also be due to the Szczecinek family low standards coming from Poland, the Elsner Family outdated experience and Klingmüller experience seeing good roads becoming worse. Klingmüller stated that they found a great road to bike on along the water, but it was not legal to do so, this is contradictory to the information in Marielyst where Majbritt noted that a great route along the water have just been made public. This could mean poor signing at the location or outdated maps.

There are also an expectation from Jan, that Rostock should live up to the Danish bicycle infrastructure standards.

Accommodation

There is different levels of luxury for the bicycle travellers.

- Klingmüller have their own car and a summerhouse.
- Jan prefer B&B to rest with the family.
- Johannes and the Szczecinek family travels with tent and uses local shelters.

Majbritt mentions the lack of B&B and how they are completely booked. There are no spaces for people in Marielyst who just want to stay a day, rest and get a shower. On the other hand there seems to be

more shelters around the island for horse rides that could be advertised to the people biking.



Fig. 2.6 The calm and beautiful nature of Gedser.



Fig. 2.7 Ferry passengers on bike getting on board from the bike entrance outside the Ferry station.

Fig. 2.8 Requesting interviews with ferry passengers.



3.

Public transportation, Intercombi Ticket and signposting

This chapters explores the profiles of travellers using public transport and Intercombi Tickets. It sums up how people in general are influenced by signposting and other elements, to visit new places and how they are conflicted with pre-made plans.

There is a high knowledge among travellers on foot and public transport, except for their relative lack of familiarity in regards to Nykøbing Falster. Intercombi Ticket travellers have from our results shown only an average knowledge in Warnemünde and a below average familiarity with the Rostock and Gedser area. Curiously enough there is a very low familiarity with Nykøbing Falster which is the destination location for the Intercombi Ticket.

Fig.3.1 indicates that there is very few traveling on bicycles, but still a significant number are on foot and therefore with public transport. The official vehicle numbers from 2017 were used together with our own average quantities of people per vehicle. The Intercombi % is lower than 0.03 and is therefore not represented on this graph.

Fig.3.2 Shows how only using the count of vehicles, that we received from Scandlines, can be misleading as it makes it look as if there is very few traveling with bus (2,7% compared to 34,7%) and many is traveling on foot or with public transport (24,5% compared to 6,6%).

Transport vs. Average familiarity score

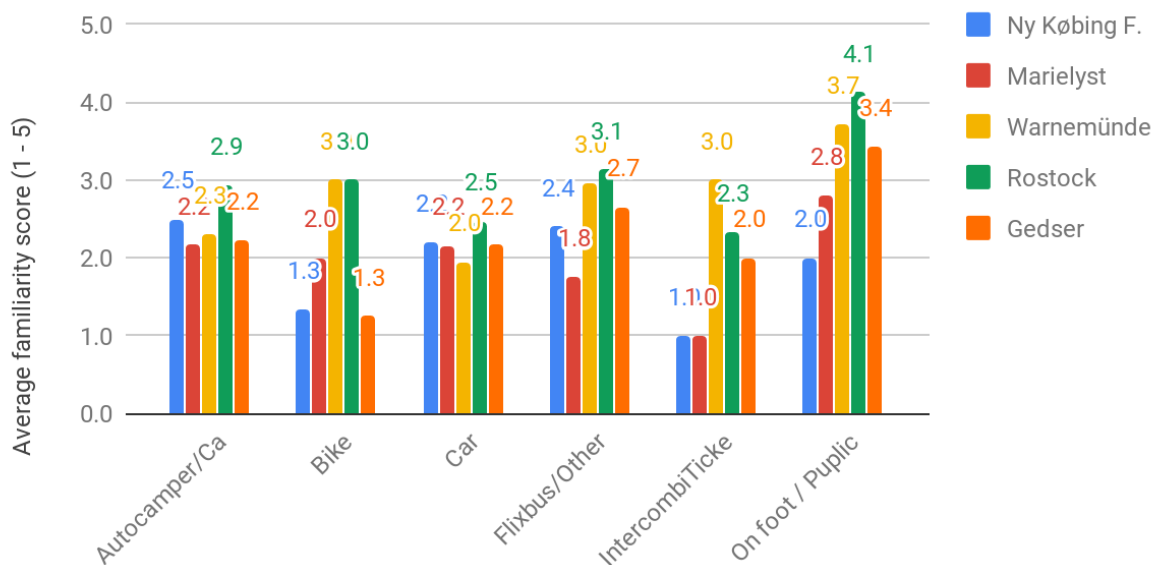


Fig. 3.0 Choice of transportation compared to the familiarity of local areas.

Passengers count 2017

Fig.3.1 (Estimated)

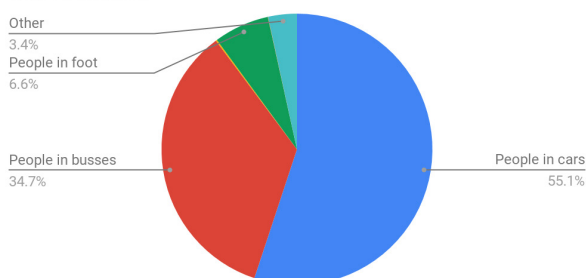


Fig. 3.1 Shows the amount of passengers in each transport vehicle traveling with the ferry in 2017

Vehicle count 2017

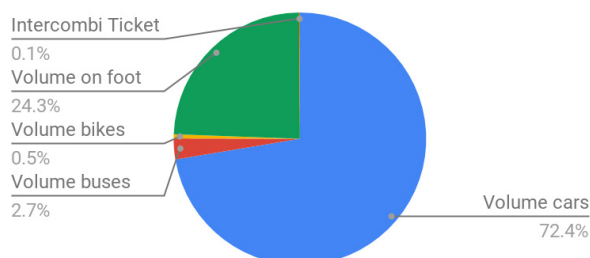


Fig. 3.2 Shows the percentage of vehicles types traveling with the ferry in 2017

“On the go” planning received few votes in all transport types except with Flixbus indicating that people with flixbus are more flexible in their planning. Prior planning was still the most voted for, but for the people on bicycles. Intercombi travellers seem to have no or little interest in planning after they arrive to their destination.

Fig.3.3 indicates that Intercombi Ticket travellers don't expect to go to the beach, but are the most interested group in meet-

ing new friends and are in general interested in exploring the city history, shopping and tasting the local food. It shows that people on foot and public transport are not very interested in sightseeing and have little interest in history. People traveling with public transport and on foot are seemingly not interested in sightseeing at all, but would still like memorable experiences. They are quite interested in biking/walking, seeing the nature and going to the beach.

Transportation vs. Planning preferences

Fig.3.3

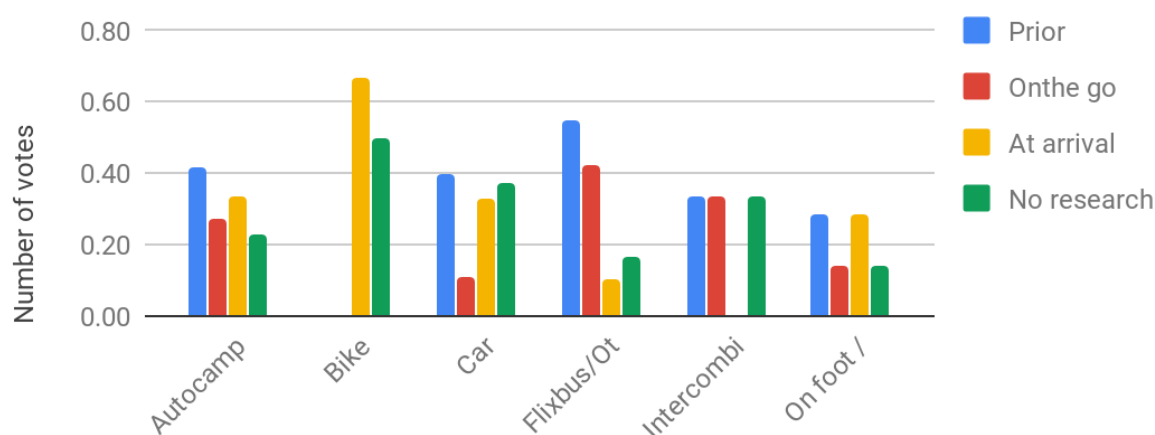
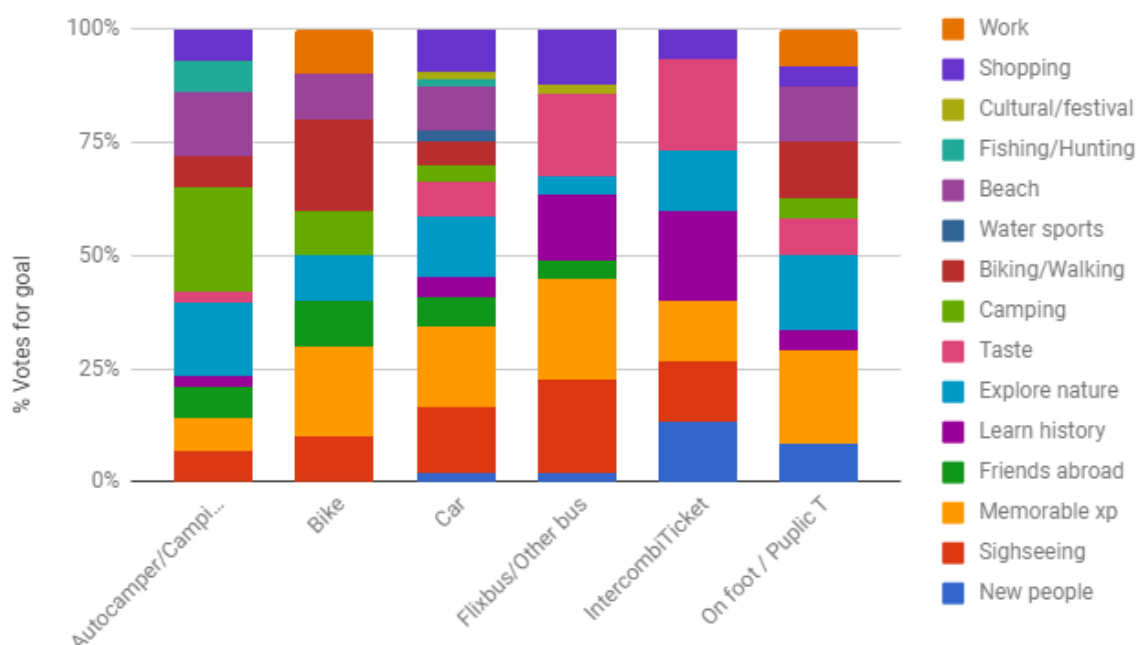


Fig. 3.3 (Above): Shows the preferences of the passengers based on their transportation.

Fig. 3.4 (Below) Shows what people traveling with different transport have of primary goals for their travel.

Transport vs. Primary goals



Data from the interviews

Angelica and her Daughter traveling together as she very were old and she and her dog needs special care to travel.

- "She can't go in bus or train it is troublesome. She is alone in the ferry then it is hard. Hard to get a seat and a place for the dog. Not very handicap friendly.

It is a big problem without the car and with the dog. She likes the Google "holidays with the dog"

I regards for Gedser she were sceptical of anyone going there:

- "If you take this way[off the ferry], you'll have a feeling that you cannot stop. Not inviting. We could have, but we didn't because it is not inviting. Can you swim or see something? I don't know. In Sweden you have a symbol for history places."

She would like it if Scandlines made it possible to learn about the area while you book your ticket.

Carsten and Annie find it hard to find the correct way [in Rostock] and think the signs are better in Denmark.

Caroline and Damien comments: "Usually we don't go by car, we could take the public transportation, we often go by train and we go where it is easy to go, with good public connections, we are very dependent on the connection, [when] we pick places."

Hanne from Købmandsgaarden mentioned that if she could improve something, she thinks they should be better at putting up clear signs in the area. e.g. 3 km to the beach in Marielyst- make signs directing to the nature. (Hanne from Købmandsgaarden)

Gedser has been famous for the trains and the ferry harbor. But the trains are out of function and the ferry just brings people through.

Jan and his family were concerned as bikes cannot come along some buses [now that there is no trains], which makes it harder to travel as it takes more time to bike if one has to reach desired destinations. They further question why aren't

there seasonal buses that goes straight from Rostock to the Ferry? There are many taking this route, but it is so confusing to get from Rostock town to the ferry.

Martin Seemed interested in Intercombi ticket. He had not heard about it, as he usually don't use discounts, but coupons and everything to make the trip cheaper would be approved. The Flixbus was really cheap so it worked as an incentive for him.

Nicole and her family wanted to stop in Rostock, but did not have the time. The kids needed to go home. Nothing could motivate her to change her mind. When she came to Denmark they went straight through Falster to Møn. They started very early and came with the ferry at 6.00 and just went straight ahead to get some sleep.

Rasmus commented that he would use coupons if I ever found one. Adventures are better with a discount for activities.

Roman and Simone were planning to sleep in Nykøbing Falster before driving to Sweden the next day. Looking for something interesting close to the ferry to explore a bit. Wouldn't stay another day even if there was something interesting.

- "We payed for the key, we are going there.[...] If you have you have the best place of the world suggested we'll skip breakfast to make it" -Roman
- "Nature would make us stay. But never thought about it [Falster] as a distinction. Never heard any information... Denmark is only advertised as the west coast."

There is no reason to plan this time and they can be spontaneous since they have been to Sweden so many times.

Søren and Eva were getting from A to B as quick as possible. Something on the way like a high brand restaurant or a rumour of a legendary ice cream might make them go on a short detour.

Spontaneous decision would be made from the destination hotel, after looking online at others recommendation for the area.

Andrew mentioned that to make or

change plans he would need personal recommendation from friends or something big like giant elephant statue on the ship with brochures under to make him interested in the zoo.

The Elsner family did not have enough time to bike home so they boxed their bicycles and flew home from Copenhagen.

The Family from Szczecinek answered no when asked if they wanted to visit Købmandsgaarden based on Fig.3.5.

from the road, it would be very attractive, it depends on the location." **-Hanne**

- *"We want to be spontaneous, but sometimes when you do it, it becomes boring because we go down an empty street and drive for kilometers with nothing special to pass by. so that is not fun either."*

Fig. 3.5 Købmandsgaarden seen from the travelers perspective when they drive off the ferry onto Denmark.



Public transport and signpost data from the workshops

Workshop 1

- *"The transportation options are so bad. Even I who know the area have to question if I want to stay as the last train does not go late. It's not a flexible area to spontaneous in."* **-Maja**
- *"It can also depend on the museum, if you see it on the road, it can invite you in. We visited a museum with my husband because even though we did not know it was there before, we saw the sign."* **-Hanne**
- *"If one can see the museum itself*

- Jonathan

- *"Last time we were in Austria, we saw some posters/shields by the entrance of a town. It had everything on it. Everything you could visit pointed out, so we could stop with our bikes and see what to visit before entering the town, so we did not miss anything. It was a good way to display the town's attractions. No Coca-Cola ads, but it would be really nice with hiking trails, biking trails, etc."* **- Jonathan.**

Workshop 2

- *"Time is the most important" "I have to pick my father up... .. It needs to be worth it"* **-Robin**
- *"No flexibility on our tours"* **-Ra-**

jest (tourist guide) (His company is planning their trips in advance and everything is booked for the next month travel across scandinavia and the balkans. There is no room for spontaneous decisions.)

- *"I take the motorbike, there are room for detours, it feels like freedom, there is space to travel. But actually my father (Fleming) used to be very spontaneous when I was a child and we travelled. I don't know why, but these recent years he is very structured and he plans everything- then it is hard to be spontaneous. he likes when he knows where to sleep" - Michael*
- *"It is boring at the ferry entrance. In the ferry lanes for cars, they really don't allow you to explore around. One lane, then you go straight away in one course." - Flemming*
- *I have been travelling everywhere. We saw how things attract people and experienced it ourselves. We saw it in Australia- there was a glass w. cars inside - I had to stop, approach to see what it was- We went there out of curiosity. - Flemming*

Workshop 3

- *"It's important to bring go with the mindset so you don't get disappointed by missing things" -Susi, When changing plans you'll miss your original plans.*
- *"We made a reservation to the ferry, they expect me to be there (my family). They don't want me to be spontaneous." - Kim*
- *"Money limits you..." -Susi (only a problem before she got a job)*
 - *It's much cheaper to buy a package trip and go with it.*

When you are spontaneous then you have to pay full price.

Workshop 4

- *"We drove so that we would make it to the ferry exactly" - Dan*
- *It is combined with necessity, if something else is better than what you planned it triggers spontaneity. If something is welcoming and inviting. Staying one place for longer can also be perceived as spontaneous- Johannes.*

Dan and Gulia together in the workshop suggested the idea for a map that shows all the bike tours but also shows how long they take as that is the most important factor for travelers.

Data from tourist offices

Rostock

In some cases people think they have arrived to Copenhagen- because of the sign at the ferry saying Copenhagen [see Fig.3.18] (but in reality it is the name of the ship.)

They referred to the complication of getting from the Rostock city centre to the ferry and how elderly people would take a taxi instead of bothering with the public transport. In contrast to Marielyst the mentioned that almost everyone is equipped with a smartphone.

They refer to their previous day ticket that they are no longer allowed to sell:

- *"The demand was huge. But since Scandlines cut off the supply to external distributors or rather limited the ticket capacity the InterCombi Ticket is the best alternative for a day trip without car to Denmark with ferry. This is really very popular with tourists because it is fascinating to be abroad comparatively low priced and in an acceptable*

journey time without own afford (like car driving) and with scenic view and outlook." -**Paul**

Gedser

As mentioned in the sub conclusion of [2. Needs and desires of cyclists & on foot travellers] there might be a desire for using public transportation on a bicycle travel and in the case of the train no longer running from Gedser it can be a problem as it's up to the busdriver to decide if he/she will allow passengers with bicycles.

There is further a general culture:

- *"When you leave a ferry, you get into the car and then you are ready to hurry along the road of cars leaving the ferry. There is a culture about continuing."* -**Marianne**

Marianne's (as a former architect and leader in the area) idea was to redo the museum as a huge building that people would see from a distance and find interesting enough to stop by.

- *"When you look in the newspaper for what is happening in southern Falster then we are doing 2/3 of all activities, at least, everyday. A lot is happening but it's about how to tell it."* -**Marianne**
- *"Even if we stay here we could do some changes because it feels like you are coming to a dead place, it is so closed towards the street. It could be great if you came in with a ferry and see a beautiful building"* -**Marianne**

Marielyst

We now have several bicycles routes. But some of them are on big roads with no space for bicycles. Majbritt suggest alternative routes for those biking to gedser and back.

It is now possible to go along the water. In contrast to Rostock they mention that germans are not geared to use apps as 60%

don't bring smartphones.

Public transport is one of the big problems to advice people about. It's a big mess to direct people to Gedser. It was already requested to get a shuttle bus, but it was denied. Their optimal solution would be the bus passing by Marienlyst from Gedser to Nykøbing Falster.

The InterCombi Ticket doesn't include Marielyst and those who get all the way realize that they can only stay an hour before they have to start going back in time. If they take the ferry at 9 then they won't reach the ferry at 17:00 going back.

People come to Marielyst for the beach and for the entertainment they have in the centre.

- *"The germans love our beaches"* -**Majbritt**

She mentions this since there is privacy and plenty of space. The beaches in Germany can be, as she experienced : overcrowded.

Unfortunately there is only very few things you can reach from Marielyst centrum without a car. There is 4-6 km walking minum to activities. People then rent the bikes to get around.

They also guide people to Rostock:

"When you arrive in Rostock you have to take the bus to into Rostock from the ferry. It's possible to buy a ticket in the bus in a machine. From Rostock you can take a train to the very popular beach Warnemünde." -**Majbritt**

Nykøbing Falster

The tourist buy the Intercombi Tickets from Kirsten in the information. She thinks that they do it because it is a bit challenging for them to find way in that path, so this is a really good offer for them.

- *"It is not cheaper, but just easier. It is smart. Bus 740 then ferry then transport to Rostock. When they have this ticket, they wanna go to their goal, that might be why they*

miss Gedser." **-Kirsten**

- Would they miss Gedser on the way back again?" **-Interviewer**
- "Yeah...unless someone tells them that they should see it." **-Kirsten**

"I think there should be better signs from the trainstation about the tourist information office. I think it is not visible, how did I get here in the tourist office from the train station." **-Kirsten**

"There are many tourists who gets to Nykøbing Falster first, cause that is where one goes from Gedser. If then they wanna go to Marielyst and on to Gedser, but it is simply not possible if one has to take public transport. One cannot go straight to the ferry." **-Kirsten**

"In the high season it would maybe pay off to have a direct line between Gedser and Marielyst, but not in the low season. There are not many who come that route." **-Kirsten**

Bus connections are very bad. She thinks they could be so much better. For her it doesn't make sense that tourists cannot come from Marielyst to Gedser and that there are less buses driving in the weekend..it is when the tourists come around.

People want to have an overview of the events in the week.

- "We can't really do that. We have tried to print out the calendar. They want the paper with them, it doesn't work just showing them. Even young people want to have a copy along, although they can look it up online." **-Kirsten**
- "The app (Naturlandet) is a must... Germans are not so happy about apps, but maybe we need to insist , it has hiking trails, bicycle trails, all kinds of trails. you can also look up for restaurants and

accommodation opportunities. It has more than we can have in our brochures. There is a lot of information in it, otherwise Visit-lollandfalster.dk would be a site option for other offers. " **- Kirsten**



Fig. 3.6 Digital sign at the bus towards the ferry. No information on local attraction.



Fig. 3.7 In Nykøbing Falster the information sign is unreadable in the sun and only tell you about public transport. This is the only information screen outside the train station. The bus in Denmark makes no passive efforts to navigate the tourist in Denmark to the local attractions or even point them in the right direction of the citycentre in Nykøbing Falster.



Fig. 3. 8 The school building made into the museum in Gedser.

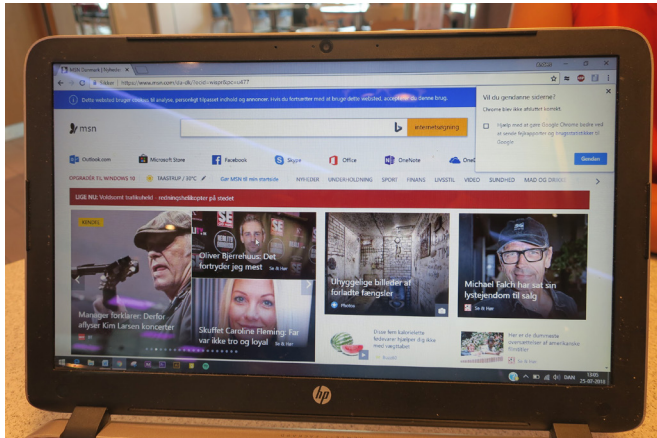


Fig. 3. 9 After you login the the free wifi on the ferry you are redirected to the standart msn.dk site.



Fig. 3. 10 Underneath the ferry sign there is two rows of flyers with permission by Scandlines.



Fig. 3. 12 The screen inside the ferry departure hall showing the departures to Rostock at 11:00 with the "M.S.Copenhagen" ferry and 13:00 with the "M.S. Berlin" Ferry.



Fig. 3. 11 The first view when you leave the ferry landing. The municipality sign, the speed limit, direction to Copenhagen and something hidden behind the speed limit sign. Additionally there is two flags to the first small road to the right.



Fig. 3. 13 The old train station build into the ferry landing. A square where people relax in good weather before taking the ferry. An electronic sign showing sponsors on one side and the bus and ferry times on the other side.

Observations

Our personal experience that it's confusing with transport to and from the ferry in Rostock. When you get off the ferry you go into a shuttle bus who takes you to a bus station. From this bus station you have to find the right bus and take it to an s-train station that can take you to Warnemünde or Rostock and many other places. When you go back you have to do it in reverse order.

The public transport in Guldborgsund is similar. It seems very impractical to visit both Gedser and Marielyst as they almost should be on the same bus route but are not. While being in Gedser and Marielyst it

felt clear that the only way to leave would be by the bus again and missing it would mean waiting another hour for the next. The good point being that it leaves regularly and is on time, unfortunately it did not coordinate with the ferry being delayed.

Summary for the assessment about public transport, Intercombi Ticket and signposting

Who is traveling with Intercombi Ticket?

Fig.3.1 shows that only 0.03% of the tickets sold are for Intercombi Tickets travellers. This is confirmed by Rostock who almost sells on ticket a day. We only found 6 Intercom Ticket travellers, but could disregard 4 of the answers. Leaving only two people to our statistical analysis.

Interest in the local knowledge Denmark

Fig.3.0 indicates that those traveling with Intercombi Ticket know very little about Guldborgsund and the Fig.3.4 to some degree confirms since the traveller have acquired some sort of expectations to explore the culture and nature of Denmark. The lady from Rostock tourist information who visited Nykøbing Falster with Intercombi Ticket confirmed the lack of knowledge by being surprised of the size of Nykøbing Falster when she arrived.

A declining demand?

From Marielyst it would make no sense to buy an Intercom Ticket as there is nothing to save. They advise people to take their car and drive down to the ferry and leave the car there. If people from Rostock have an Intercom Ticket or just a normal day ticket it does not matter for Marielyst as it's impossible for the traveller to reach Marielyst in time.

In Nykøbing Falster they see it as a smart way to go to Rostock, but also as an easy way to forget about Gedser.

Fig.3.1 confirms this with the insignificant (and decreasing) amount of travellers with

Intercom Ticket. The Rostock tourist information explained that there not much benefit or demand for the ticket, compared to the demands from all their other tourists. There is though still some spirit as people remember the huge demand for day tickets that they were allowed to sell for Scanlines.

It's difficult to make choices on the go when plans are already made

Changing the current plan is not always easy when bookings are already made. When you are travelling and want to make alternative decisions then the alternatives have to have a higher value than the original choices or have to be so short that you can still make your first plan happen.

There is a tendency to booking travels beforehand as Fig.3.3 shows and most interview participants confirmed. This contradicts the interest in spontaneous decision making on the road that Susi (Workshop), Michael (Interview) and Michael with family (Interview) had interest in.

Planning for spontaneous travels is essential

As Søren and Eva mentions that choices are also made after you arrive on the holiday place and you search online for recommendations. Everything before that is about getting from A to B as quickly as possible. At the same time people leave only early enough to catch the ferry or a booked location and therefore mentions that it's vital for planning their trip and leave time for being spontaneous and thereby be able to reach to impulsive local attractions.

Søren and Eva, Michael (Workshop) and Dan all made hints that detours should be easy and simple to get to. An ice cream shop or a strawberry sale on the street is easy to calculate the winning of enjoyment vs. the loss of time. Johannes (workshop) confirmed this note with her mentioning of the risk of taking unplanned choices as she had tried to end up being disappointed by ending up a place where there were nothing to see or do.

An idea inspired by this came from Dan and Gulia who suggested a map that shows the time it takes to do activities (bike routes) as that is what is relevant for people mak-

ing plans taking the ferry. This easy arrival and departure is really important, so that your spontaneous change of plans have a small impact on your original plans.

Public transport is not made for tourist Marianne from Gedser, Majbritt from Guldborgsund and Maria and Michael from our workshop independently argued for the trouble of the public transport.

The public transport in Guldborgsund kommune is in general not flexible. The train no longer goes all the way to Gedser. This resulted in people traveling with bikes not being sure if a public transport would be available in case of bad weather. The buses further goes at limited times and it's a struggle to plan how to get around it. One local mentioned that it would not be possible to live on Lolland and work at Falster without a car. She sees there is a demand for buses in the weekend where the tourist is coming.

In Marielyst all the activities are at least 3 km outside the centre making it unlikely to walk and only leaves the bicycles able to make use of these activities - due to the lack of public transportation.

Majbritt further mentions that It's no longer possible to reach Marielyst from Gedser with direct bus, resulting in people trying to go there for a day-trip. Then ending up stuck, forcing them to only stay for an hour, before they have to return home. Rostock will be mentioned in the next section.

Signs and lack of directing elements in Rostock

Experiencing Rostock by foot - we (as researchers) experienced the task of reaching Rostock centre first hand. First at Gedser harbour the signing in Gedser (see Pic.3.8) is suggesting that the 11:00 ferry is going to Copenhagen and the 13:00 ferry is going to Berlin. This resulting in rushed people asking confused questions to the tourist information.

The bus taking passengers to and from the ferry terminal in Rostock could, Instead of setting them off at the ferry bus station, inform the passengers in appropriate languages and then transport them all the way to the metro station from were Rostock or

Warnemünde can be reached. Simple patterns could also be printed on the ground to show the way to the next transport. Similar experience is present in Nykøbing Falster where there are no signs Fig.3.2 or indication to where the city centre is or if there is one.

Unexpected directing elements

Hanne from our workshop mentioned and explained how she once wanted to go to a building without she even knew it was a museum - because of how interesting it looked. Flemming from our workshop, who went to Australia, explained how he had to stop and look once he saw a car of glass in Australia. Therefore it can be argued that the appearance of a place means more than the sign of what it is. The argument is further confirmed when the family from Szczecinek answered no, when asked if they wanted to visit the Købmandsgaarden, based on a picture of it from the road.

Hanne from Købmandsgaarden believes in the value of Gedser's nature and think a bigger sign should be erected to promote these. She are at the same time advocating for rebuilding the museum in a central location and in a size and shape that'll attract people. Similar suggestion of wonders was made by Fleming with his experience of cars in glass and with Andrews idea of a giant elephant statue on the ship. The current solutions with flags seen in Fig.3.6 draws the attention, but does not promote what it is. This emptiness also stated by Andrea in our workshop "When we left the ferry for Denmark, there were nothing [at the ferry landing, nothing to see or explore] so we just left for Copenhagen [instead of looking around the area]." Some signs might help as Michael and his family almost went past Møn on the way home because they saw the brown sign on the highway. But they wanted to get straight home to their pets. They were very interested in fishing, animals and would like directions for those.

Entrance posters

Yet another way of using signs is from Jonathan's experience in Austria. Here a city

had all events and attractions displayed at the entrance to the city, without advertisements. He mentioned it could have been better with hiking/biking trails and similar things. This could be relevant for Gedser as they are in creating of all tourist activities on the Southern Falster, according to Marianne from Gedser. This though would not satisfy the needs for physical presence of the events that Kirsten from the Nykøbing Falster tourist information is aware of. Even young people want something physical flyers that they can bring with them, although they could just look online. She already tried to print a calendar.

The strong desire to leave the ferry

There seem to be a strong desire and culture to keep going after leaving the ferry as mentioned several times by Marianne from Gedser, Fleming from the workshop, Lars from the ferry information and Angelica from the interviews. There is an apparent restlessness after sitting still and the passengers are eager to reach their destinations. On busy days where the ferry has reached its passenger limits, the wireless internet becomes dysfunctional. This can contribute to the rushing off the ferry rather than giving time to enjoying the trip.

Fig. 3. 14 Local event in Gedser with strong participation from the locals.



4.

Ferry guides concept

The concept of ferry guide implies initially a person who is available for answering and guiding tourists on the ferry travel, about the destinations they approach. In our role for this trial, we focused more on being data gatherers and approached people not with information but with a request to gather information. In this section different approaches and concepts of being a ferry guide will be presented and are ordered in level of complexity. This first part will start by defining the most basic tasks and responsibilities of the ferry guide. Then the current possibilities will be outlined and discussed. The last section will introduce the concepts that have emerged during the data gathering by participants inputs and ideas along the way. The last part focuses on evaluation and reflection of the ferry guide role as well as these concepts.

Tasks and role of ferry guide

The input from this vision comes from our experience as data gatherers and includes the perspectives from a ferry guide (Gabriel) on the Fynshav -Bøjden ferry who tested the ferry guide concept over the summer, parallel to our investigations.

Our pre-exposure stage was different as Gabriel went through a short training period where he was taught about the attractions in the region. In our procedure we went to the tourist offices to interview the assistants, treating it not like training but rather collection of data.

According to Gabriel, it was hard to see the need for a guide and that despite having a stand with flyers, people would hardly approach to ask questions. *"People did not think that I had anything to do with the stand (of brochures)."* - **Gabriel**.

Several aspects of the setting raised suspicion of affecting people receptivity, one of them being the dress code. The white

shirt seemed to be formal and distance people when approached. Gabriel tried to wear casual attire and could feel an improvement over people's reactions. Another aspect mentioned was that people would sometimes be dismissive because they thought he was a salesperson. As other workshop participants also recommended, a call through the speakers could have helped to clarify the role of the ferry guide and possibly allow more to be curious.

The routine of Gabriel would thus be to enter the ferry, stand by the brochures and when no interaction happened, he would approach people.

Kirsten from the tourist office in Nykøbing Falster recommends that the ferry guide ought to first have a conversation and question the person to understand what to suggest successfully. As she puts it:

"I think one has to figure out who it is and where they are interested in going. Figure out where they wanna go, ask about their plans, will it even make sense to start at Gedser to the museum there or go directly to Nykøbing Falster."

- **Kirsten**

Gabriel experiences, recommendations from the tourist offices alongside with ours experience conclude in the following core tasks of the ferry guide:

- The ferry guide must be proactive and approach people.
- Figure out the tourists' plans, their interests, who it is, how they travel/transportation and where they have been.
- Recommend attractions, areas, transportation possibilities.
- Present and provide with online tools and brochures.
- Update tourists about upcoming events.
- Communicate with the different

tourist offices for and as support.

- Look up information for tourists online and support purchasing tickets online.
- Fill up and tidy brochure stands, order missing material.
- Put up new posters/update digital marketing.
- Connect passengers and incite interactions between passenger creating valuable positive experiences for their journey.
- Promote reviewing attractions on tripadvisor, Google maps or else.
- Watch over or be available when Scandlines information stand at ferry shuts down due to lunch/ attending special needs of passengers.
- Selling postcards.

Apart from these the ferry guide must be able to speak at least the three languages: German, Danish and English. Although there are many Rumanian and Polish passengers who are unable to speak any of these languages, it can be hard to require and find a ferry guide fluent in all of the above.

Current opportunities for information

At the Scandlines ferry between Gedser - Rostock, there is an Information stand. Passengers of the ferry direct their questions here as well as purchasing coffee or other shop goods, redeeming Flex tickets, purchasing tickets, getting access to areas, order a call at the speaker for lost items, children or pets. One worker from this stand was interviewed in regards of the passengers needs. According to her questions about connecting transportation (bus/train routes) in both Rostock and Gedser, Nykøbing, Copenhagen and Berlin are most popular. If people take Flixbus they often want to know what transportation to take afterwards. Generally she also gets questions about what kind of tourist attractions there are in Lolland/Falster. Some people approach her wanting to buy postcards from the area.

"I think generally that we could sell our-

*selves better in Lolland Falster. They ask about where to find information. It is not always that we have the time to find the needed information for them, we have a computer here, but it is not always straightforward on what to look for of attractions for them..." - **Information desk.***

In this regard, people at the information desk already have enough to fulfil in their current role and see the potential of having more focus on exposing information about the areas for tourists.

Possible installations: concepts to develop further

In all cases it is recommendable that these are advertised for and made aware of through the announcing speakers. In this way, people can readily approach and feel safe of knowing that it is not about being sold something or costly. According to the success of trials of these concepts monetization can happen consecutively if there is a high success.

Tours-on-ferry

A tour can be announced at the speakers and places on a sign/board physically near the entrance or information desk. Here passengers can sign up for a ferry tour. In this ferry tour, passengers go around the ferry and stop at different locations in a museum style, where the guide explains about an artefact. When outside of the deck, the ferry guide can point to the different directions and explain about these areas. A larger but light sets of (card)boards can be carried around (or made permanent) for people to see pictures and information about the different directions. While the tour goes on, people who were not part of it originally can also join the group and eavesdrop.

Free tastings of Falster

Lolland Falster is plentiful in breweries and farms who offer local produce. One repeating idea was to have the ferry guide serve these free tastes from local places and thereby promote these places as des-

tionation or utilize there to focus on other attractions with lack of publicity.

To this we would add the ferry guide task to:

- Take along, prepare and serve free samples from local areas.
- Sell special packages or offers from the local areas.

Lolland-Falster exhibition on-board

The opportunities in this idea is also beneficial for Scandlines passengers who currently are unhappy about the small and crowded playground on board. This gallery/exhibition of the area can be children friendly and allow also parents to learn something while their children are entertained. The barriers for fulfilling this kind of project is however common approval and agreement between the partners Scandlines and Guldborgsund municipality to decide for a common benefit.

Interactive destination board

A more ambitious concept can be developed for the ferry, which will attract passenger to explore in a customized way. The concept is envisioned to be a larger digital interactive screen, much like the ones installed in libraries across the country, where the ferry guide can stand and help people plot their needs and a destination will emerge as a suggestion. This device can have essential filters such as whether you look for family activities, couples, solo, nature sites, camping locations, museums, events, your age, culinary experiences, bike trails, etc. In this way people can explore engaged and assisted by a ferry guide.

Reflections

In this request of information, as ferry tourist assistant, some passengers would be eager to have longer conversations and express their opinions about the different possibilities to explore.

The reaction to some of the passengers particularly German, were that they thought we were approaching to sell some-

thing and would therefore be distant in the beginning.

Ideally, the ferry guide could be a local from Gedser or other parts in the area. This was suggested in the workshop as an important aspect since the person can transmit passionately his/her personal knowledge of the area. Currently e.g. Gedser has it's places run by volunteer workers who dedicate their summer to make it tourist friendly, according to Marianne (who is a volunteer herself).

In the large ship where there can approximately be 1200 passengers, it is hard to get around all passengers in booked days. Although only a fraction of these would be approachable and excited to have a conversation and consider information provided.

The benefit of the ferry guides can be that they reach a broader group of people who would otherwise not pass by the tourist offices for several reasons (distance, negative connotation to 'tourist', unawareness, etc.)

Conclusion

The role of ferry guide can change according to location, size of ferry and facilities on board. For the small ferry where Gabriel worked as a ferry tourist guide, it was possible for him to get around all passengers while for us in the Copenhagen ferry, we could only reach passengers in a section. In larger vessels there are also more facilities and tasks which could be taken care of e.g. supporting the information desk. The setting for the ferry guides needs to be better thought out as the current tested settings did not work for a static stand. Which is why we suggest the ferry guide role to be of a proactive one. At the same time we recognize the need of having a location where people can browse for information or get inspired. The ideas presented in this section are different attempts to construct this setting where passengers can naturally be attracted and interested in the areas. This can be translated into different design proposals for further development and negotiation

5.

Overall conclusion

In this investigation and exploration of the ferry guide-role, knowledge and expectations of the Lolland Falster areas for German and Danish tourists, the needs and desires from cyclists and on-foot passengers, public transportation and information about it were at core. To look through these points, we had gathered data from surveys, interviews and workshops performed mostly on the ferry but also in land (at the local tourist offices). These methods have required preparation and setting, but it was possible and fit in nicely with the ferry travel. Participants of our interventions reacted positively to our work and willing to help the project. This type of research is thereby possible in a ferry like Copenhagen, with significant support from Scandlines, as they provided spaces for us to execute these interventions. In total we got around collecting data from 209 passengers in the Gedser - Rostock area within 3 weeks. This can be done more effectively, but part of our duty was also to produce these materials. These materials could now be used in further studies with some improvement and update.

Out of the interviews we got portraits of some passengers which come from different backgrounds. These can serve to further develop into personas and relate to the customer while developing the tourism offers, creating special offers or else which needs grounded inspiration.

The biggest groups according to nationality are definitely German, Swedish and Danish, which is why we focused on these for some part of the analysis.

In regards of the current knowledge our data points out that Germans score higher on familiarity to the areas as well as people who utilize the site visitlollandfalster.dk and are the group with a high interest in getting more information out of the 36% positive responses. The nationality with most interest is Swedish with 60% of their respondents reacting positively. The top most popular goals in the Danish,

Swedish and German group (nationality based) are: "Create memorable experiences with friends/family"(50,39%), "Sight-seeing"(39,53%) and "Explore nature and relax"(37,98%).

In regards of planning trip, there is only around 14% who replied they do research "on the go" and our workshop participants mostly agreed that it's difficult to change your plans and it's essential to allow time for spontaneous action into your plans. This however it does not mean that there is not potential in nudging people on the ferry with new information, as we discovered during the workshops that people can make spontaneous decisions if appealed with information and offers. People might also gain curiosity about the areas if something stands out in the landscape.

As there is an increase on online information there must also be a reminder and consideration of developing physical spots to remind of such. Several people we talked to mentioned how beautiful buildings or outstanding attractions had made them stop up and go take a look. Both Rostock and Gedser are not helping enough to make people stop. The infrastructure is build for people to leave by car as quick as possible, even if you have to drive in a long line behind a truck. Neither buses in Rostock and Gedser are inviting or directing their passengers to attractive location.

Those who are not interested in more information about the area, are not necessarily people who just pass by. 50 % of the respondents in that category had other destinations within Denmark, outside of Lolland/Falster, which indicates a loss of potential customers. On the other side 40% state that they want to return but they have no plans yet. This represent a potential to nudge people on things they could do in the area.

German tourists generally appreciate the less crowded, peaceful and easy going Danish beaches. Another reason for them to visit was to simply travel outside or/and experience sailing across on a ferry. Generally the survey also shows that Germans are highly interested in visiting natural sites and relaxing. Despite Gedser being a place full of nature and at peace, it is not advertised on this aspect.

A hint for niches are dog owners and families with children. Dog-owners interviewed preferred the Falster locations due to the dog-friendly beaches and sites, as well as the trip being short from Germany to Denmark. In a similar way families with children looked for comfortable peaceful places where they could stay, and their kids would be able to play without disturbing others, which Falster offers currently.

The information on the brochures can also be perceived to be encrypted and not inviting from a ferry passengers' perspective, as Maja asks: "How do I get here from the ferry and where can I sleep?" In this way the brochures don't invite the potential customer easily into the stated attractions. Participants desire to a higher extend information available online and easily accessible like in the Scandlines tickets site.

There is plenty of development possibilities for the ferry guide concept and should be considered in partnership with Scandlines as these will require new establishments. As seen, there are different levels of complexity in the possibilities and they explore different possibilities. The benefits will be in an enhanced awareness of the areas, which we have figured out, is a major issue.

The trouble of not being allowed to bring your bicycle with you in the bus is mentioned as a issue for bike-riders. Our data tells us that people who came by years ago on bike were very pleased with the biking facilities, but people who have been biking until now in Denmark are worried of the degrading state of the roads. Some of our data contradicts itself as one narrative states that there was a bike

road close to the water which was recently opened, but one of the interviewed families stated that it was forbidden to bike along the water. This could be a sign on the lack of updating the information, making it available for returning tourists.

The Intercombi Tickets is in a declining demand. With an average of 1-2 Intercombi Ticket travellers on each day it was lucky that the survey reached a few of them. The ticket offers practical no access to or from the hotspot beach at Marielyst. The ticket does not utilize the potential of traveling through Gedser and local communities in a "hop on/hop off" bus.

Appendix

Find the documents and data on the drive by following the link below:

<https://goo.gl/4sAHFz>

