Outdoor Recreation in Sweden
– a First Look at a National Survey

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&
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European Tourism Research Institute, ETOUR
A National Swedish Programme for Research in Outdoor Recreation and Nature Tourism
• Broad nationwide research programme
• Funded by the Swedish Environmental Protection Agency 3+3 years
• 6 projects, 7 universities and colleges, 18 researchers
One "common empirical arena" and five integrated research projects

1. Common empirical arena
2. Outdoor recreation patterns
3. Urban-proximate outdoor recreation
4. Outdoor recreation in spatial planning
5. Outdoor recreation and nature conservation
6. Nature tourism for regional development
1. Common empirical arena

- Case studies of outdoor landscapes
- National /regional survey

- Data on participation in outdoor recreation
- Data on non-participation in outdoor recreation
- Development of visitor monitoring methods
- Description of outdoor landscapes

Input to the programme’s other research projects
National and Regional Survey on Outdoor Recreation in Sweden

- National postal survey
- Non-response telephone follow-up
- “Last-visit” web follow up
- Regional oversampling
Approximately, how often are you spending time in nature?
43 different OR activities surveyed

Table of participation frequencies...
Most important activity

- **Weekdays**
  - Walking for pleasure or physical activity
  - Walking with dog
  - Gardening

- **Weekends**
  - Walking for pleasure or physical activity
  - Hiking in forest or nature
  - Gardening

- **Holidays**
  - Walking for pleasure or physical activity
  - Hiking in forest or nature
  - Sunbathing

<table>
<thead>
<tr>
<th>Why?</th>
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</thead>
<tbody>
<tr>
<td>Physical activity</td>
</tr>
<tr>
<td>Relaxation</td>
</tr>
<tr>
<td>Enjoy nature</td>
</tr>
<tr>
<td>Relaxation</td>
</tr>
<tr>
<td>Enjoy nature</td>
</tr>
<tr>
<td>Spend time with family</td>
</tr>
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</table>
Constraints to participation

- Yes: 46%
- No: 54%
Constraints to participation

- Weekdays
  - Lack of time (57%)

- Weekends
  - Lack of time (42%)

- Holidays
  - Lack of time (29%)
  - Too expensive (28%)
Future participation

Less

Yes 18%
No 82%

More

No 52%
Yes 48%
Future participation (MORE)

- Weekdays
  - Walking for pleasure or physical activity
  - Hiking in forest or nature
  - Jogging / run in nature

- Weekends
  - Hiking in forest or nature
  - Walking for pleasure or physical activity
  - Gardening

- Holidays
  - Mountain hiking
  - Hiking in forest or nature
  - Downhill skiing
The Right of Public Access is important for my participation in OR activities.
To what extent do you consider the following activities OR (friluftsliv)?

- Mountain hiking
- Forest hiking
- Kayaking
- Bird watching
- Swimming in the sea
- Orienteering
- Downhill skiing
- Gardening
- Boating (motorized)
- Snowmobiling
- Golf
- Visit urban park

0% 20% 40% 60% 80% 100%

- Completely
- To a large extent
- Partly
- Not at all
- Don't know
…but this was just a beginning. More is to come…

- Patterns, motivations and constraints
- Trends and segments
- Planning and access
- Urban proximate nature
- Economics and expenditures
- Outdoor learning and nature protection
- Commercial use and nature tourism
- And more…
Cluster analysis of activity participation

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Thank you!

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