

Outdoor Recreation in Sweden

– a First Look at a National Survey



Peter Fredman
&
Ulla Romild

Mid-Sweden University
European Tourism Research Institute, ETOUR



Outdoor Recreation in Change
WWW.FRILUFTSFORSKNING.SE



A National Swedish
Programme for Research
in Outdoor Recreation
and Nature Tourism



Outdoor Recreation in Change
WWW.FRILUFTSFORSKNING.SE

- 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*

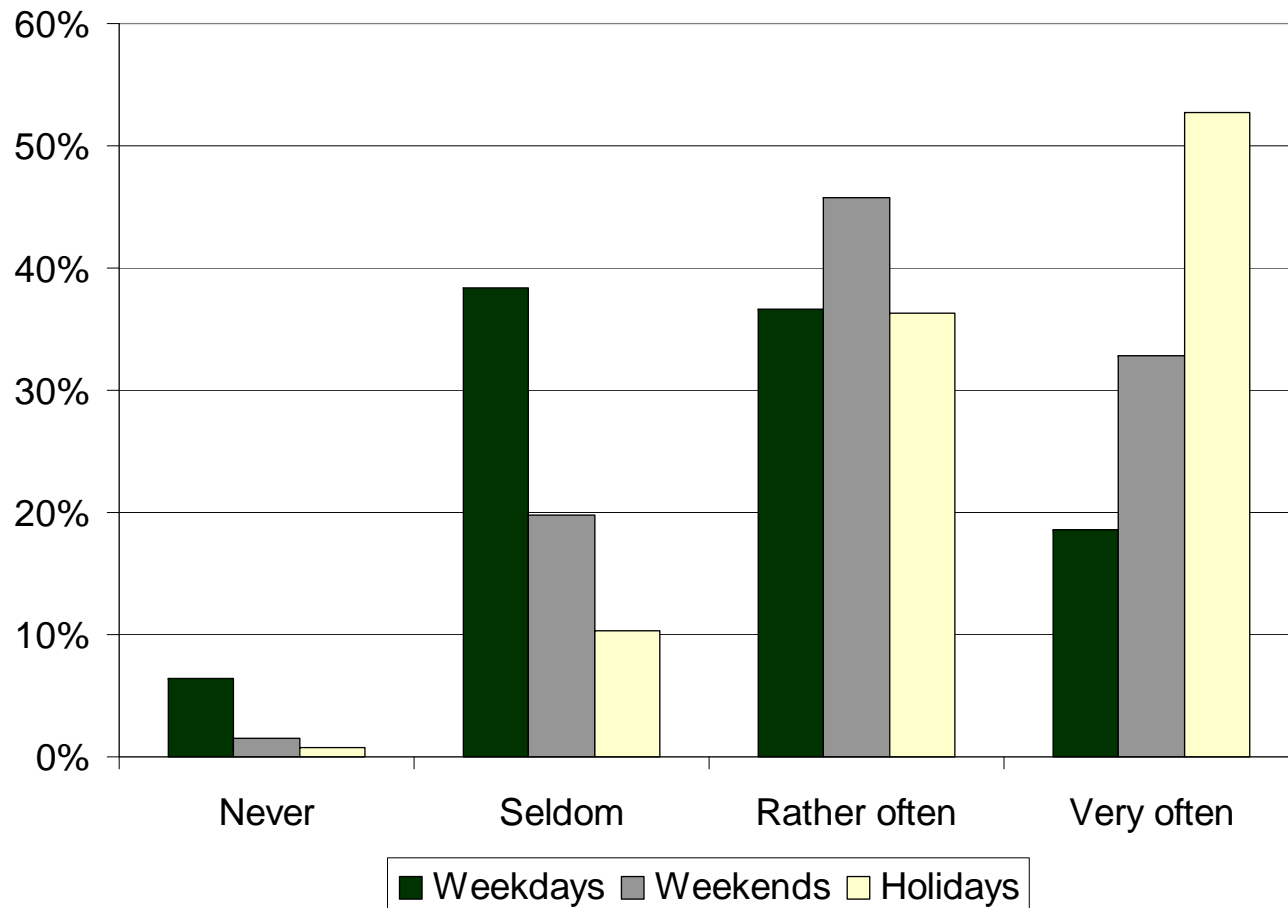


Input to the programme's other research projects

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

Why?

Physical activity

Relaxation

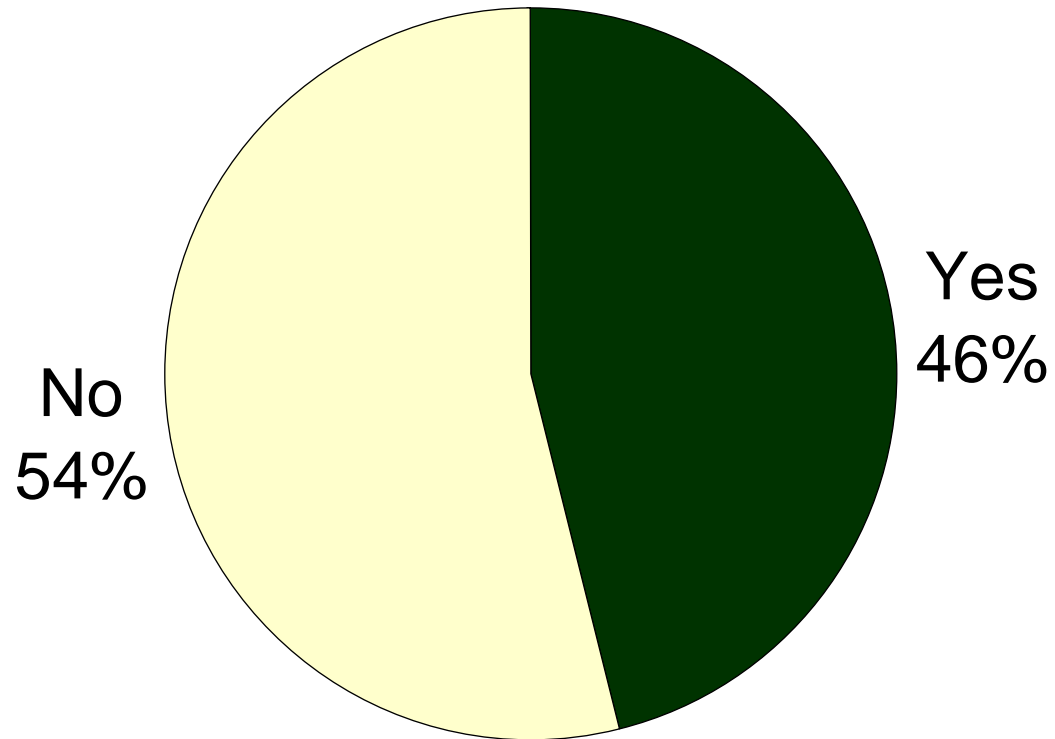
Enjoy nature

Relaxation

Enjoy nature

Spend time with family

Constraints to participation



Constraints to participation

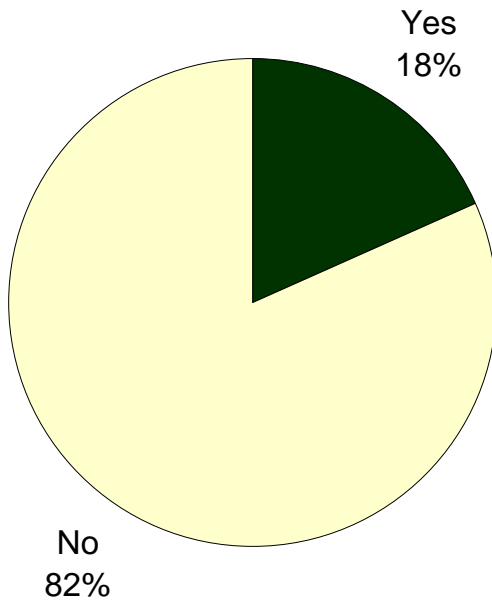
- Weekdays
 - Lack of time (57%)

- Weekends
 - Lack of time (42%)

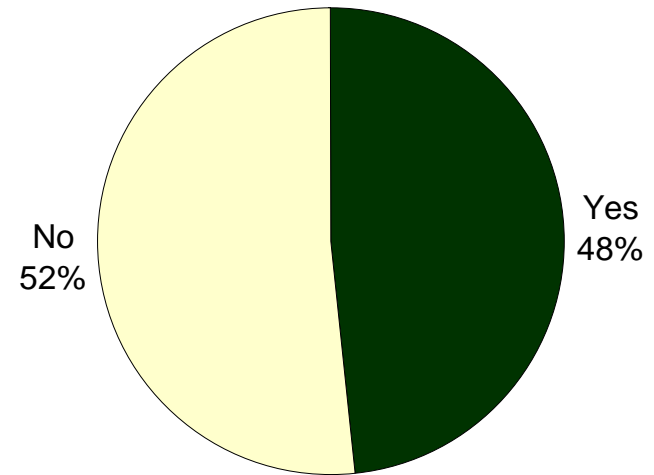
- Holidays
 - Lack of time (29%)
 - Too expensive (28%)

Future participation

Less



More



Future participation (MORE)

□ Weekdays

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

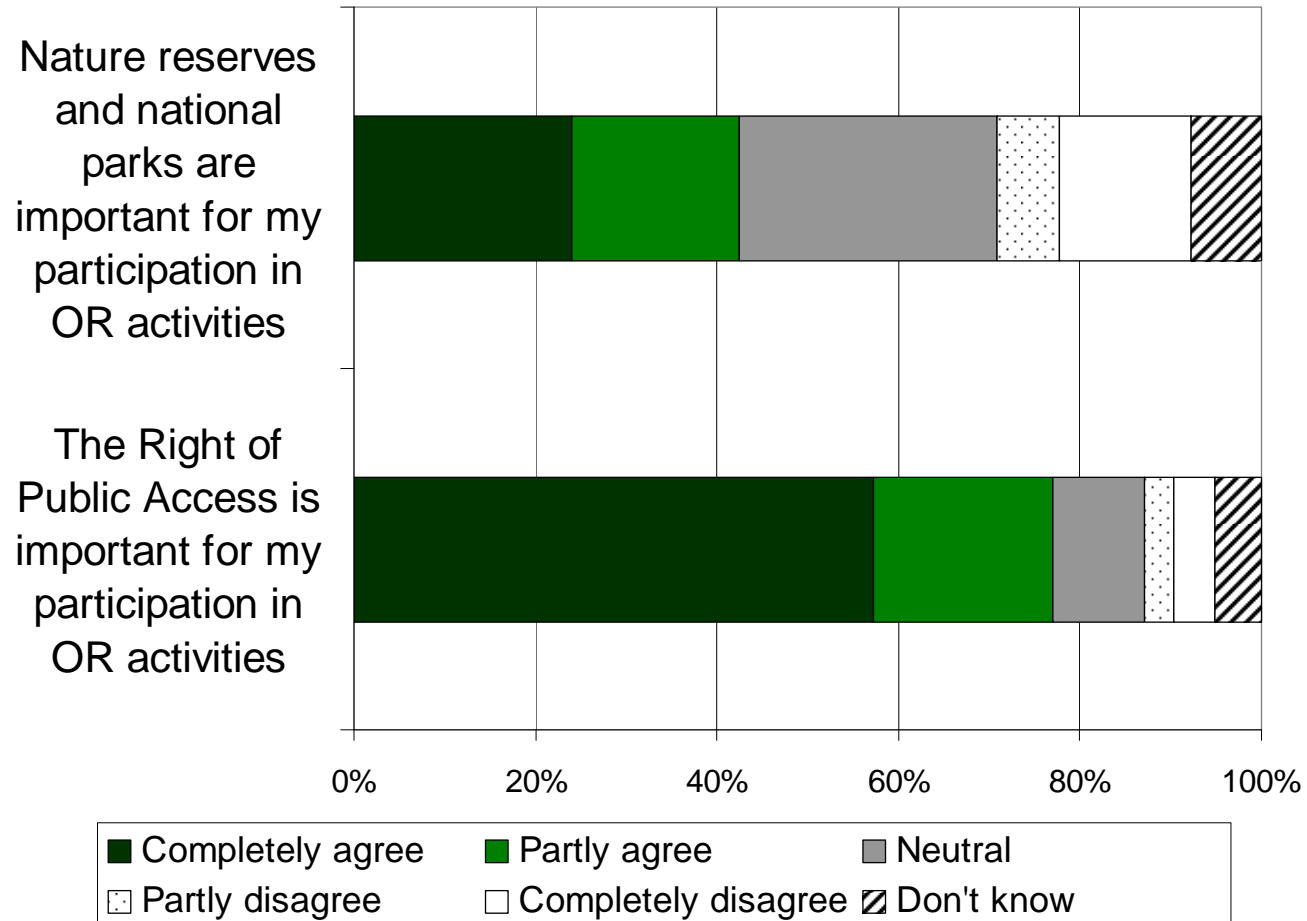
□ Weekends

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

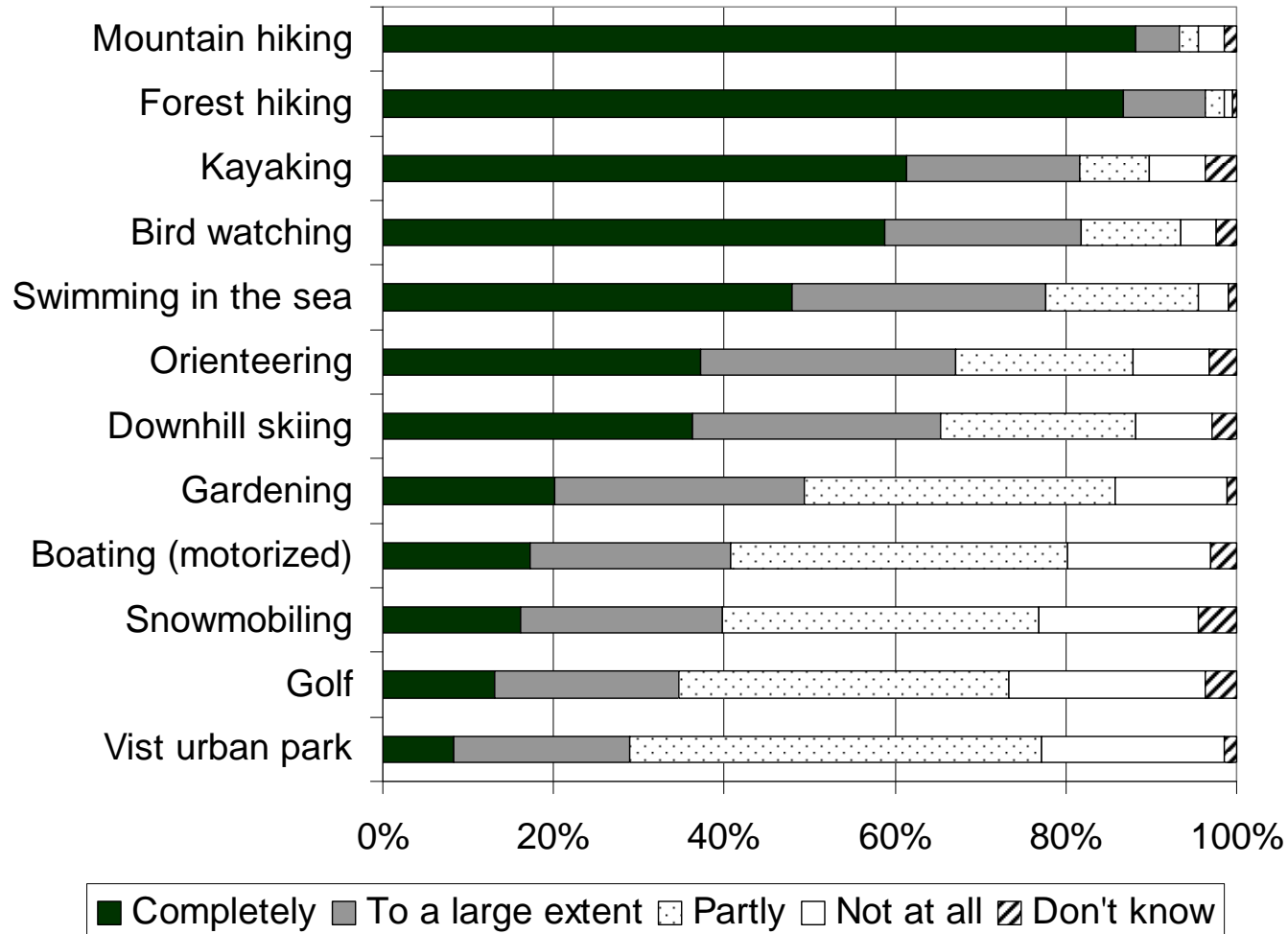
□ Holidays

- Mountain hiking
- Hiking in forest or nature
- Downhill skiing

Access no nature



To what extent do you consider the following activities OR (friluftsliv)?



...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

	Sweden	
Inactives	9.5%	
Passives	21.8%	
Nature loving drivers	15.1%	
Nature and family	15.3%	
Activity samplers	10.4%	
Motor consumptives	9.7%	
Skiers	7.1%	
Enthusiasts	2.5%	
Domestic traditionalists	8.6%	

Cluster analysis of activity participation

	Sweden	<i>US</i>
Inactives	9.5%	<i>24.1%</i>
Passives	21.8%	<i>14.5%</i>
Nature loving drivers	15.1%	<i>11.5%</i>
Nature and family	15.3%	<i>14.2%</i>
Activity samplers	10.4%	<i>13.0%</i>
Motor consumptives	9.7%	<i>6.5%</i>
Skiers	7.1%	<i>8.4%</i>
Enthusiasts	2.5%	<i>7.8%</i>
Domestic traditionalists	8.6%	--

Thank you!

www.friluftsforskning.se/english



Outdoor Recreation in Change
WWW.FRILUFTSFORSKNING.SE