

# BENCHMARKING OF GERMAN OUTDOOR ACTIVITY FACILITIES

NOVEMBER 2013, TAMPERE ULKOILUSEMINAARI

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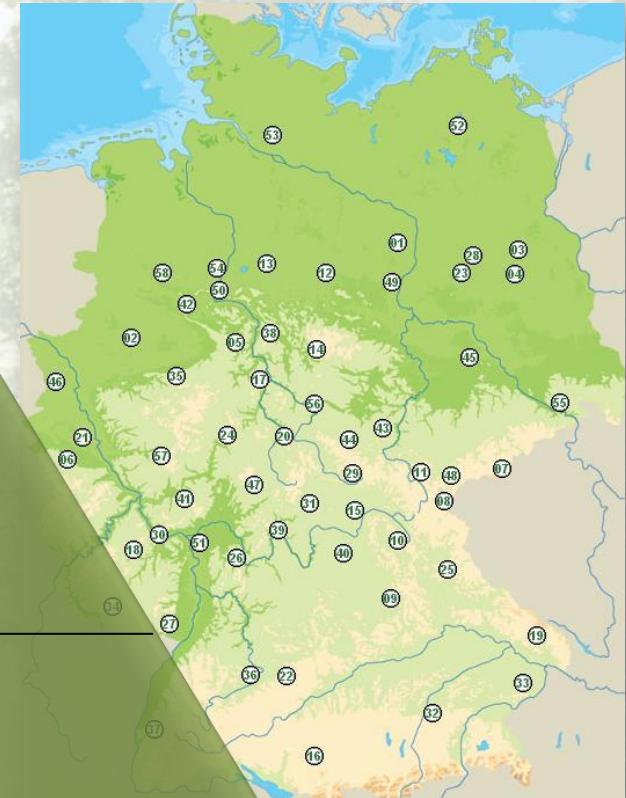
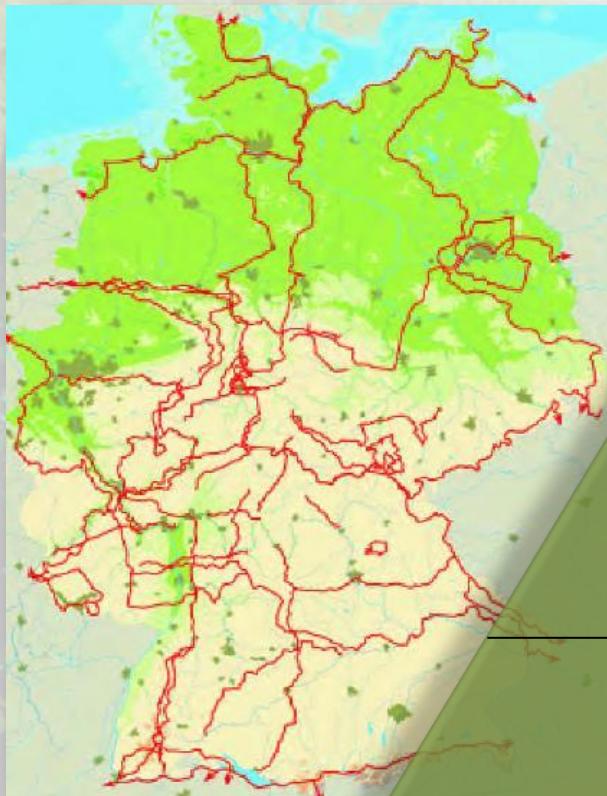


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**SUOMEN LATU**

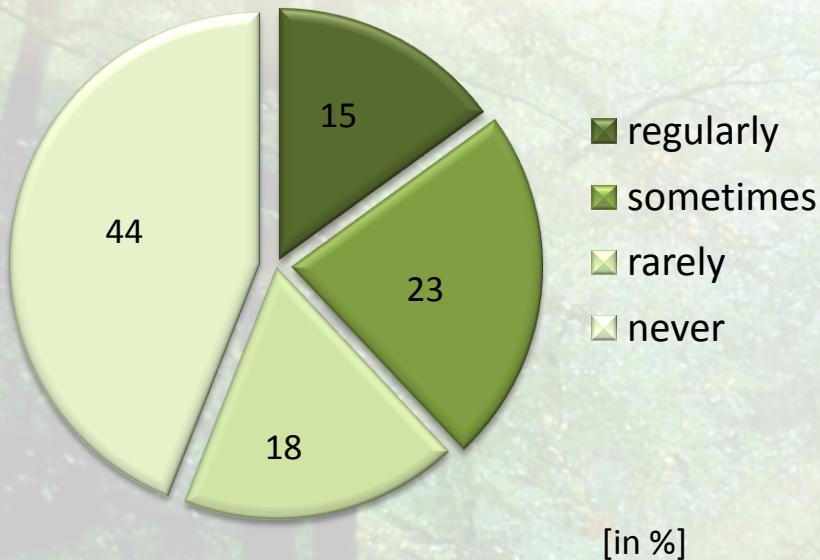
# OUTDOORS IN GERMANY



**200.000 km maintained hiking trails in Germany  
300.000 – 400.000 km in total**

# OUTDOORS IN GERMANY

Overall demand - hiking



Source: German Hiking Association: Grundlagenuntersuchung Freizeit- und Urlaubsmarkt Wandern 2010; Daten: CATI, n=3.032

Hiking intensity according to age



Source: German Hiking Association: Grundlagenuntersuchung Freizeit- und Urlaubsmarkt Wandern 2010; Data: CATI, n=3.032



- Number of hikers:** Approx. 40 mln. Germans
- Image of hiking:** healthy, rich in variety, everywhere & relaxing
- Motives:** experience nature, health & regeneration, social contacts
- Preferences:** moderate hikes in a slightly hilly area, Ø 9,8km , summer months

# NATIONAL PARKS IN GERMANY



Photo: [www.nationalpark-hainich.de](http://www.nationalpark-hainich.de)

- 14 National Parks in Germany
- Nature reserve
- Law about nature and landscape preservation (BNatSchG) from 1977 → legal base for national parks
- State-funded
- 0,54% of the German terrestrial area (194.362 ha)
- Altogether 1.029.496 ha (including the maritime areas)



See nature

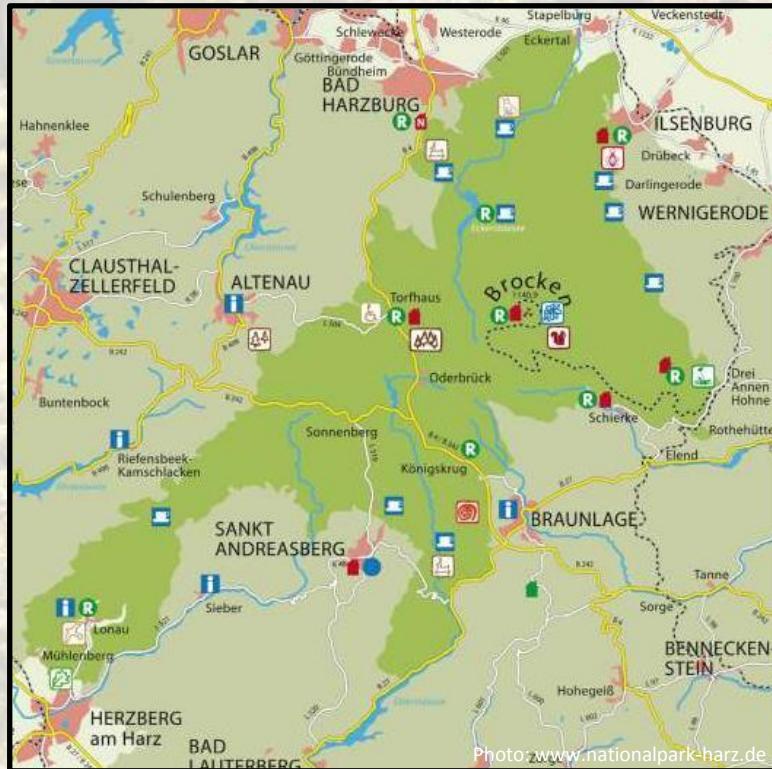


Experience  
nature



Share nature

# NATIONAL PARK HARZ



- 10% of the total Harz area
- 97% covered with trees
- 8-10 % of all Harz visitors are national park visitors
- Approx. 3-4 mln. visitors p.a.
- Main attraction: Brocken (1,2 mln. visitors p.a)
- 8-9 % foreign visitors
- 180 full-time employees
- Expenditures of € 11,2 mln. in 2012
- Own way-marking system
- No-trash bin-strategy



- **2006 founded (91% ownership by two federal states)**
- **Motives for visiting HARZ: 1. nature experience, 2. city tourism, 3. NATIONAL PARK**



# FLÄMING – BURGENWANDERWEG



Photo: [www.reiseregion-flaeming.de](http://www.reiseregion-flaeming.de)

- Focus on commercial tourism
- Almost no voluntary work
- Funding mainly by the federal state and municipalities
- 2010: 170.000 night's stay (16% by foreign visitors) → Ø 2,5 nights
- 8 mln. day trips p.a.
- Hiking most popular activity with 20%
- E10 & E 11 cross the area



Photo: [www.wanderbares-deutschland.de](http://www.wanderbares-deutschland.de)

- Burgenwanderweg = “Castle foot path”
- Features: 147 km, circular foot path, 160 meters in altitude
- Originally built as the shortest route between the castles
- Route modified in order to fulfil the criteria to be a “quality hiking trail”
- 75% natural area, 16% asphalted, 9% others (e.g. agricultural roads)





Photo: [www.schloss-wiesenburg.de](http://www.schloss-wiesenburg.de)

Photo: [www.reiselan.com](http://www.reiselan.com)

# GERMANY VS. FINLAND

Similarities	Differences
Umbrella Associations that promote hiking	Finnish hiking associations have on average more members (approx. 355) → in Germany approx. 200 members
Share of hiking clubs to number of residence in the country about the same (approx. 0,004%)	A big share of the Finnish trails is administrated by Metsähallitus (state-owned) → in Germany mostly by members of clubs (600.00 volunteers)
No consistent way-marking system	18 German vs. 37 Finnish national parks
Hiking/waling among most famous leisure activities	German trails are generally close to infrastructural facilities
	<ul style="list-style-type: none"><li>• North-South divide of trail-network in Finland</li><li>• Widely-spread trail network in Germany with concentration in the centre</li></ul>



# SOURCES

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