

The Development of Adventure Tourism in the Harz Mountains, Germany

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Agenda

Introduction

Harz mountains – location and some facts

Motivation for adventure tourism

Methodology and definition

Face-to-face-survey

Conclusion

Some facts of the Harz mountains

- 6.2 m bed nights in 2013
- approx. 54% in Lower Saxony
- approx. 46% in Saxony-Anhalt and Thuringa
- Harz in Saxony-Anhalt most important destination, in Lower Saxony number 5 out of 13
- 86% of the Germans knowing the Harz mountains as a touristic area
- hiking, enjoying nature, recreation and visits of cultural sights most important for tourists
- average age of tourists: 52 years

Motivation

Broadening of tourism products, incorporating adventure tourism offers in the Harz mountains, for example

- Luge at different destinations (e.g. Wippra, Schierke, Thale, since ca. 2000)
- Monsterroller at the Wurmberg (since 2004)
- Volksbank Arena Harz for Mountainbiker (since 2004/05)
- Thale Erlebniswelt, e.g. Downhill (since 2006), Gondola with glass floor (since 2012)
- Climbing Parks in different destinations (since 2008)
- Bikepark Braunlage (since 2009)
- Oxfam Trail Walker (100 km in 30 h with Teams of four, since 2011)
- Zipline (1 km, 85 km/h), „Wall Running“ at the Wendefurther dam (since 2012)
- Bagjumping, Luge, Mosterroller and so on in Goslar-Hahnenklee (since 2013)
- Snow Tubing (since 2013) at the Wurmberg and in St. Andreasberg
- Ilsetaler Cross Roller (since 2014)

Objective:

➔ collect information about new target group, e.g. satisfaction, awareness and use of adventure activities

Methodology and definition

Methodology and definition

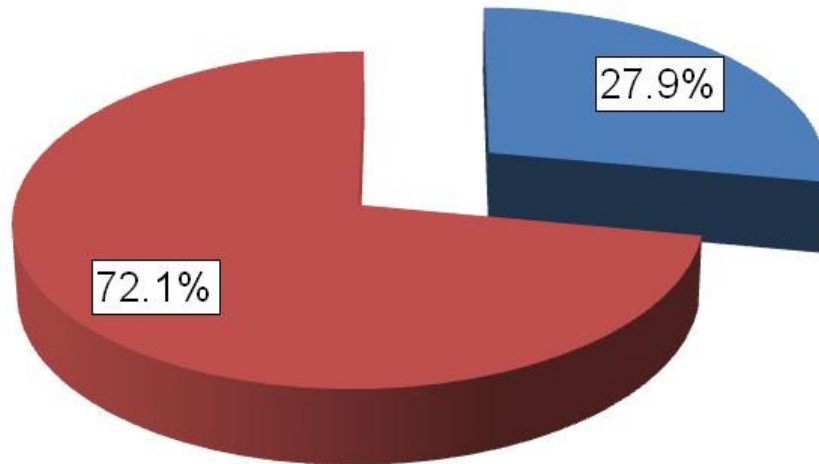
- face-to-face-survey
- 568 questionnaires distributed between April and November 2014
- 10 locations in the Harz region: Thale, Braunlage, Goslar-Hahnenklee, Rappbodebarrage in Wendefurth, Bad Harzburg, Blankenburg, Ilsenburg, St. Andreasberg and Wernigerode (incl. the Brocken Mtn)
- co-operation with 4 (adventure) companies

Definition

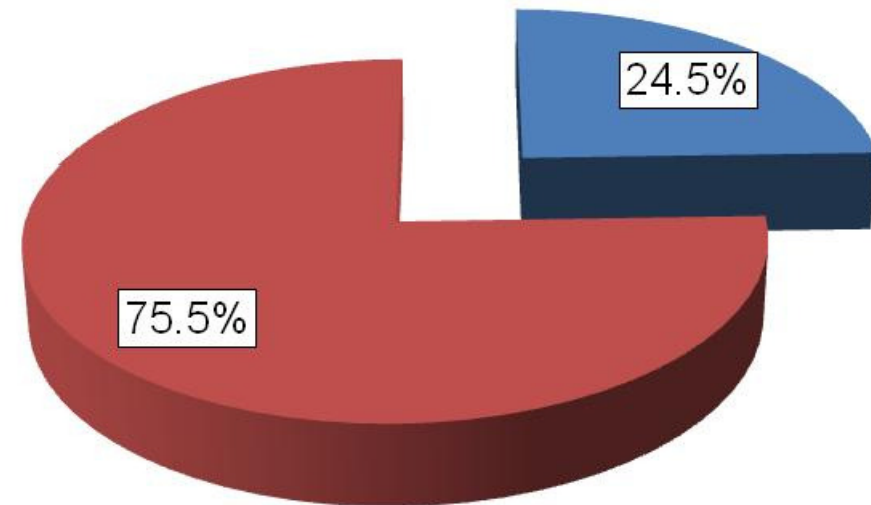
- adventure products include fun and action offers, and outdoor adventure sports (e.g. climbing, luge, mountain biking, rafting and paragliding), i.e. offers, which are performed in the nature and/or by using nature-based man-made facilities.
- these are commonly of a shorter duration and can be categorised as "soft adventure"

Results

Use of adventure activities

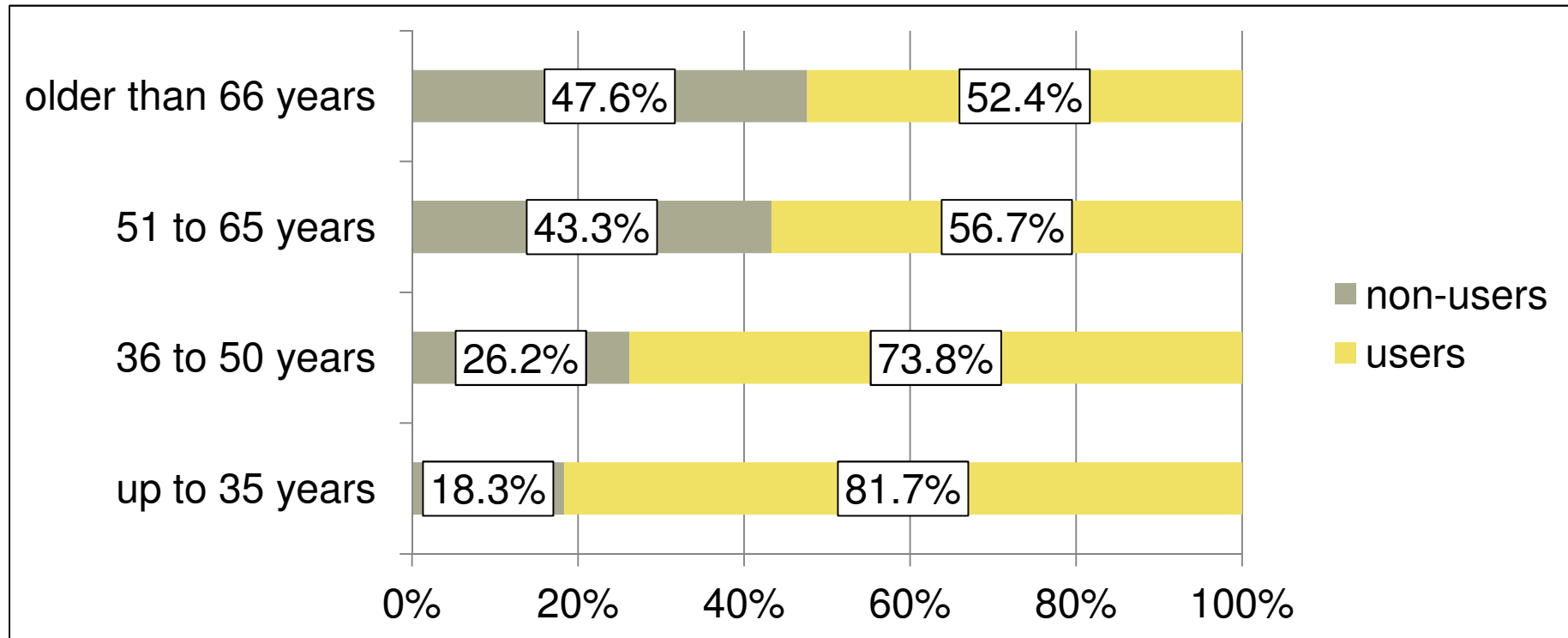


- never used adventure offer before
- used adventure offer once



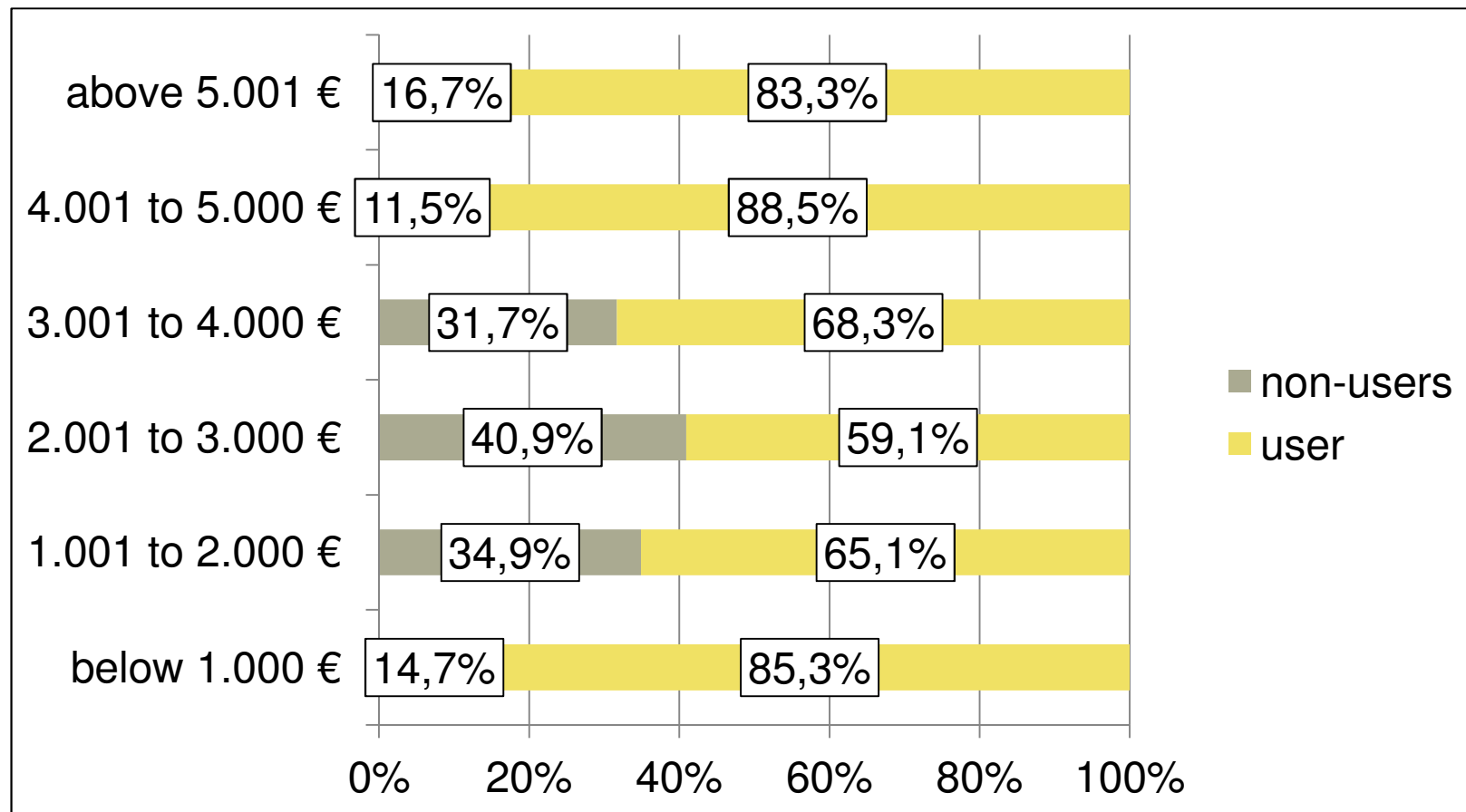
- used adventure offer before 2010
- used adventure offer after 2010

Age of adventure activity users



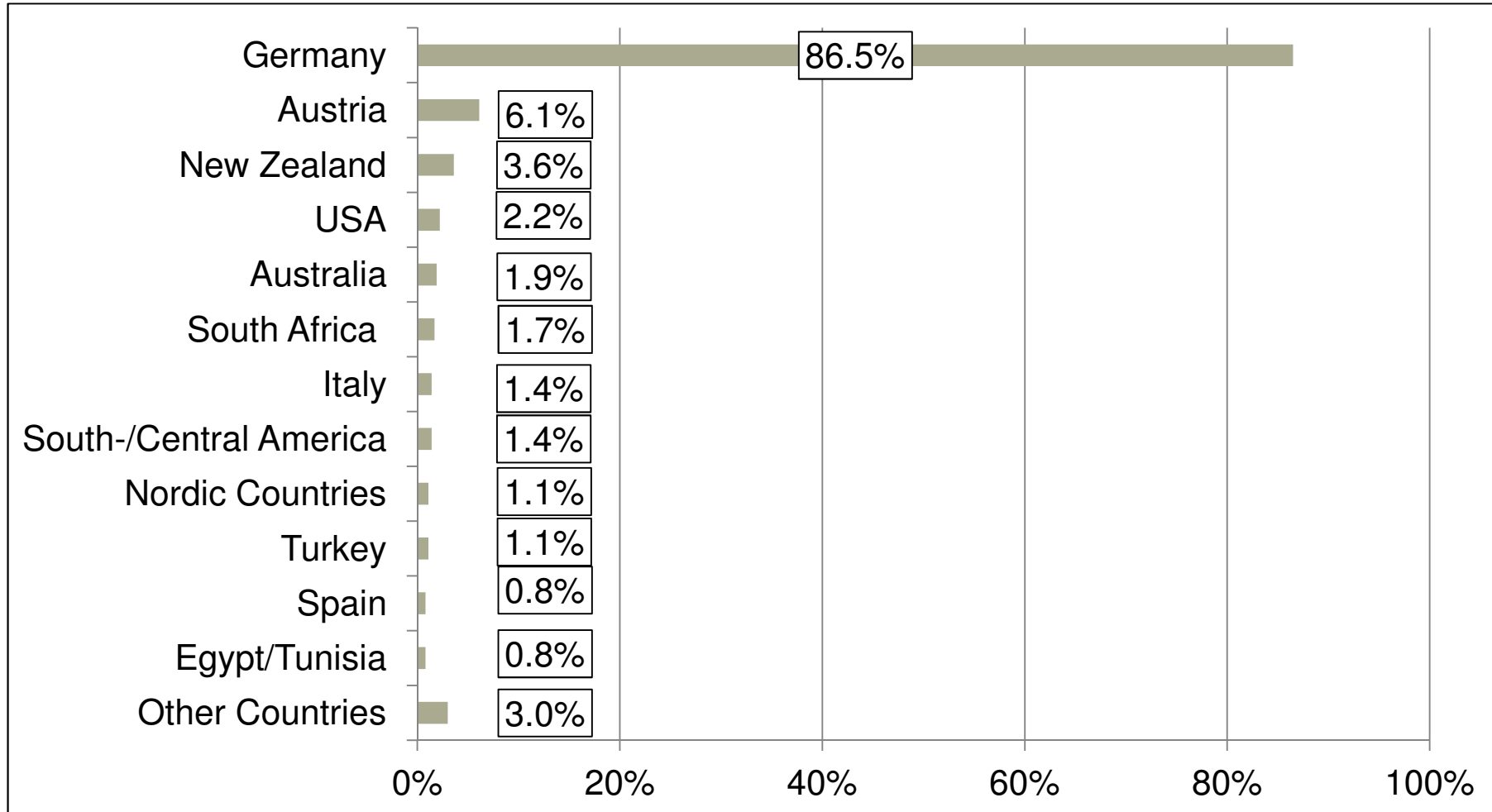
n= 536, p < 0001

Income of adventure activity users

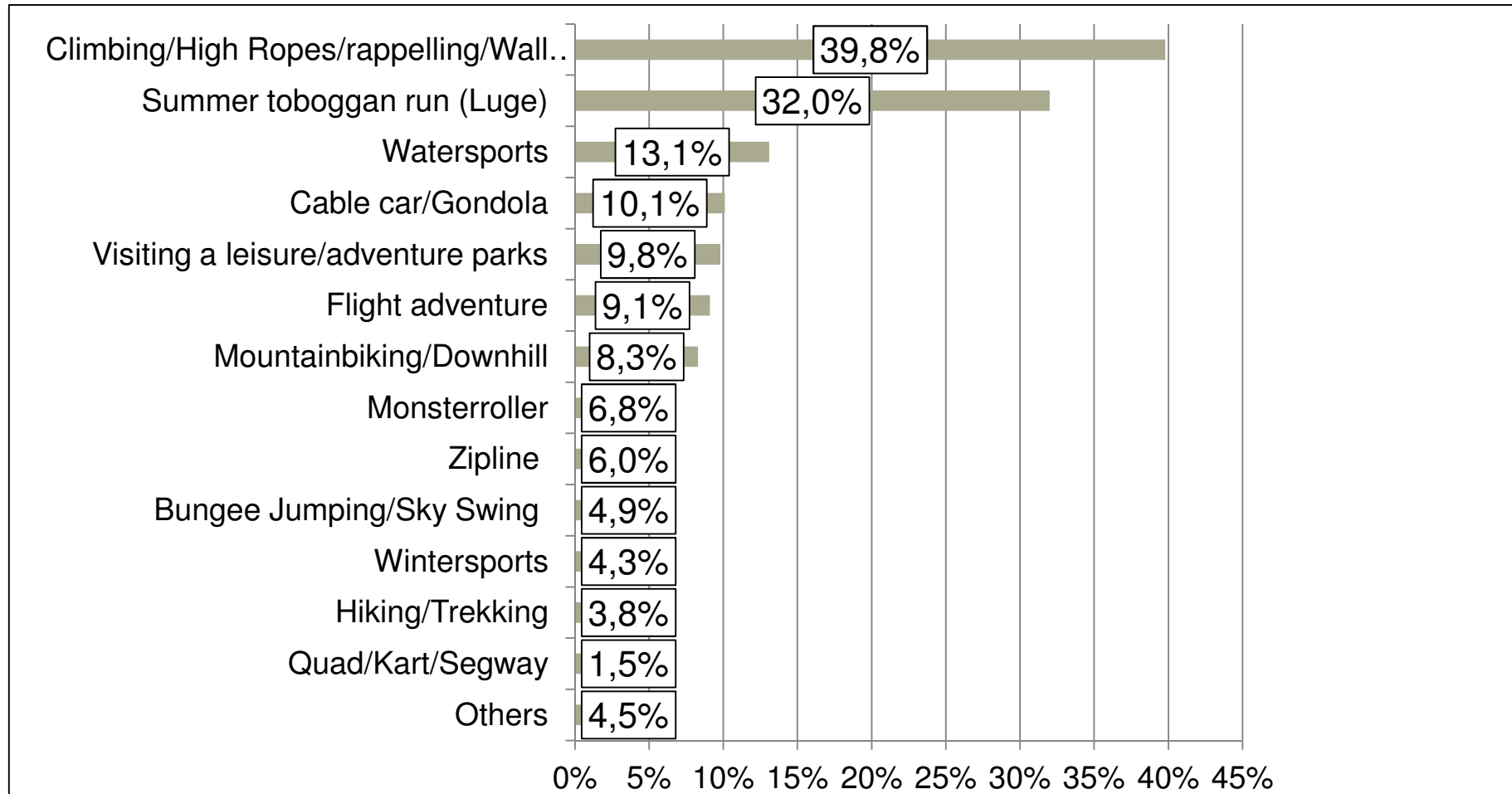


n = 451, p < 0001

Previously visited adventure destinations



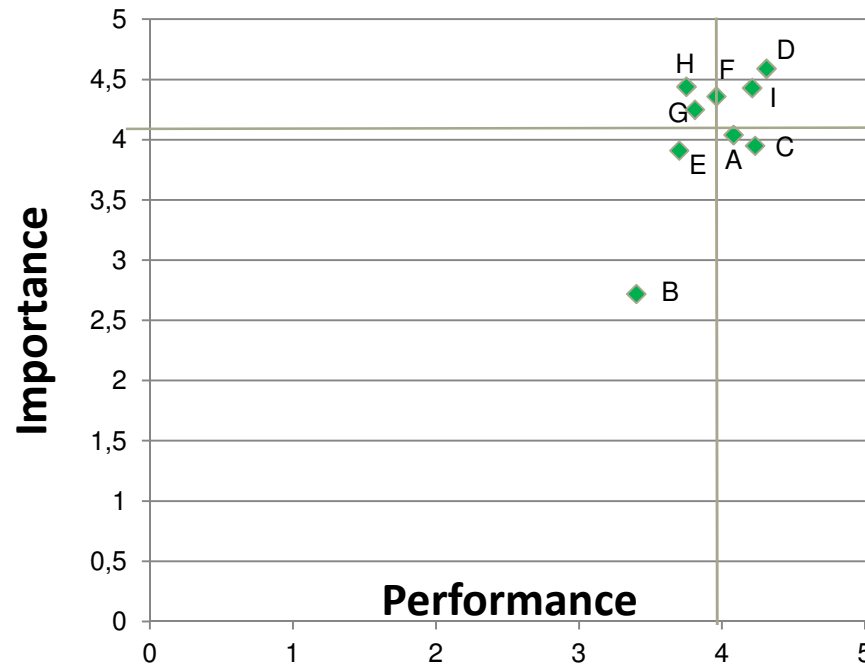
Previously used adventure offers



Recognition of adventure opportunities of the Harz mountains

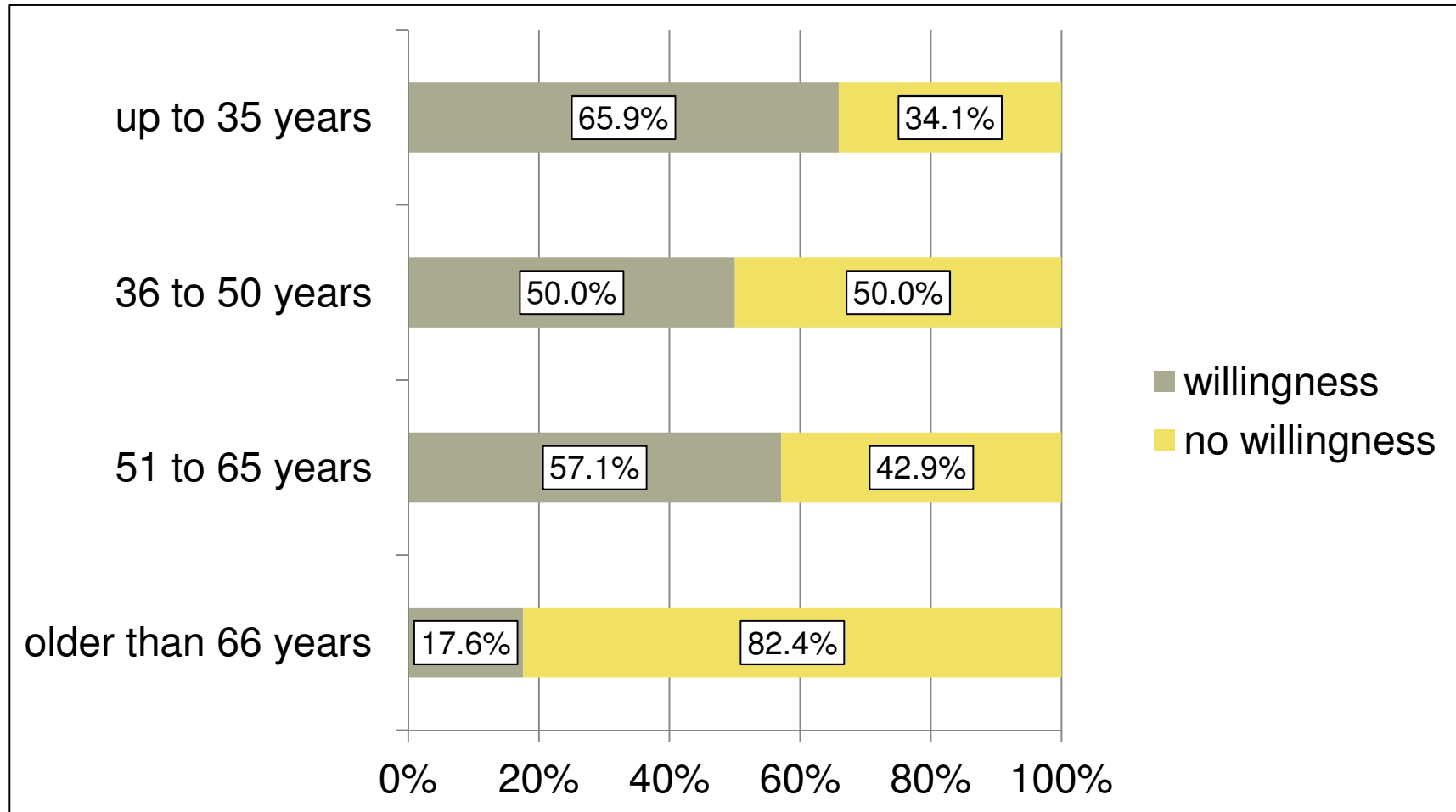
adventure opportunities	all	day visitors	tourists
Thale Adventure world (Thale Erlebniswelt)	68.4%	76.6%	63.3%
Climbing parks (e.g. in Ilsenburg, Bad Harzburg, St. Andreasberg, Blankenburg)	52.2%	57.4%	45.9%
Summer toboggan run/Luge (e.g. Schierke, Wippra)	49.5%	56.0%	43.4%
Harzdrenalin (Zipline, Wallrunning)	48.8%	58.4%	41.3%
Monsterroller Braunlage	41.0%	45.0%	38.4%
Erlebnisbocksberg Hahnenklee	29.1%	35.4%	23.8%
Climbing in the nature	27.6%	31.6%	24.2%
Mountainbiking/Downhill	27.6%	29.2%	26.3%
Flight adventure	12.7%	17.2%	8.5%
Quadtour	11.5%	13.9%	9.6%
Adrenalintours (e.g. Rafting, Survival)	8.9%	11.0%	6.4%
Others	6.0%	6.2%	5.7%

IP-Analysis



	Performance	Importance	
A	Information on website prior to trip	4.08	4.04
B	Information on social media prior to trip	3.40	2.72
C	Friendliness (phone)	4.23	3.95
D	Friendliness (at destination)	4.31	4.59
E	Range of gastronomic offers (where applicable)	3.70	3.91
F	Quality of gastronomic offers (where applicable)	3.96	4.36
G	Signage at destination	3.81	4.25
H	Value for money	3.75	4.44
I	Overall impression of attraction (atmosphere, cleanliness)	4.21	4.43
	Grand Mean	3.94	4.08

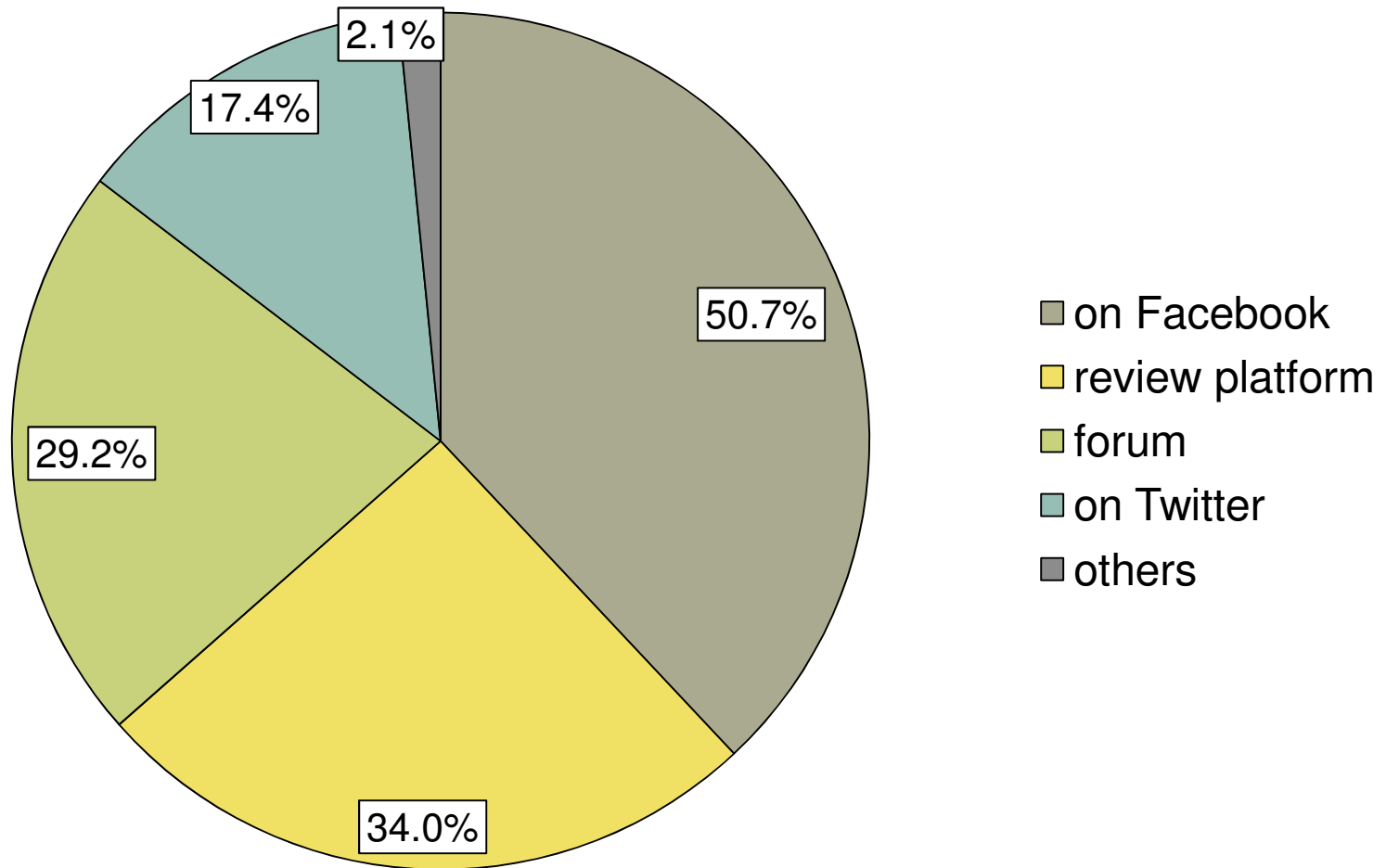
Willingness to share experience in social media or provide online reviews



n = 292, p < 0,01

Channels for sharing the experience

(multiple answers possible)



Conclusion

- relatively high number of respondents have used a wide range of adventure offers at home and abroad
- increasing number of such offers over the last few years, combined with the existing knowledge of these products indicates that adventure offers have developed into a solid foothold → **bottom-up development**
- Harz mountains are far more visited by relatively older guests → with the new adventure offers new **(younger) target groups are addressed**, in addition to the previously dominating families and best agers

Conclusion

- further potential for **new adventure offers**, e.g. water sports, bungee jumping/sky swing and flight adventure, as they are already in high demand in other destinations and were used by the respondents → some of these offers do exist in the region, but are not well known
- overall, satisfaction with the adventure offerings in the Harz mountains is **relatively high**, but there is still room for improvement for the information and service friendliness prior to arrival or value for money
- **Opportunities for improvement** could include
 - loyalty programmes, with newsletters and/or bonus system
 - combi packages → co-operation between different suppliers in other regions/cities (e.g. Multipass, CityCards)
 - Social Media activities

▲ Hochschule Harz

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Thank you for your attention!

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