

The Blooming Paradise: Algae Blooms, Climate Change and Tourism Impacts

The Setting

- The Island Öland and rural restructuring.
- Why Camping Tourism?
- Why Algae Blooms?

Öland

- Agricultural tradition
- Transforming economy → Tourism more important

- *This purpose of this study is to investigate related impacts on tourist decisions within the camping sector through interrelationships of algae blooms, weather conditions, supply of camping facilities and distance to attractions outside the camping area. It goes on to evaluate how important camping visitors state these different factors to be for their willingness to visit or revisit Öland.*

Algae Blooms

Algae Blooms

- Period of blooming coincide with tourism peak season
- Repeated algae blooms in the Baltic Sea
- Expanding area of blooms
- Frequent media reports on toxic algae's
- Algae blooms are blamed to cause economic backlashes in tourism
- In Öland, Tourism Industry claim losses of 27 million euro due to algae blooms in 2005 alone.

Mitigation and adaptation

- -27 million euro (ca 25% of annual turnover) cause for actions!?
- The local tourism business respond through:
- Development of new seasons to new target groups
- Hybrid consumption

- Visitors and firms in the data
- Stated Preferences (visitors)
- Scenarios
- Questionnaires (firms and visitors)

Average results for each level of choice

	N	Mean	Std. Deviation
Cool, sunny and low algae risk	859	<u>2,88</u>	1,183
Warm, sunny, high algae risk	863	2,94	1,157
Warm, Cloudy, some algae risk	835	3,53	1,050
Family camp	854	<u>2,87</u>	1,170
Ecological camp	845	3,22	1,121
Exclusive camp	858	3,24	1,180
30 km distance	849	<u>2,86</u>	1,150
60 km distance	845	3,07	1,140
90 km distance	860	3,40	1,154

- One third might consider other destinations
- Weather have the strongest impact
- Algae blooms seems to have a marginal effect

- Increase of ca 250 000 nights spent in commercial camp grounds 1999-2007.
- Some fluctuations after severe algae blooms
- Over all, a net-increase.

Conclusions

- Camping tourists in Öland seems to be loyal to their choice of destination
- Bad weather is a bigger issue for visitors
- However 30% (ca 500 000 nights spent) might consider other destinations
- Discrepancy between how municipal and governmental stakeholders perceive the impacts from algae blooms and how visitors and camp ground managers perceive these impacts.
- Lack of strategies to mitigate impacts from potential CEC and algae blooms (even though the harvest festival, at least partly, is a response to this)