

MØN AIMS TO BE DENMARK'S (PERHAPS) BEST PLACE TO LIVE AND TO EXPERIENCE

A development and potential plan for the UNESCO Destination Møn is set to make the area Denmark's (perhaps) best place to live and experience. This will be achieved through the realization of 40 tourism-related projects and potentials, shaping the area for the next 10 years. The strategic tourism plan, named "Master Møn 2034," is initiated by the development center House of Møn and the tourist association. The plan aims to attract investments and funding to this popular region.

New harbor environments, certified hiking routes, indoor water experiences, a city beach, water-based pole houses, ambitious nature projects, a cultural center, and a market hall focusing on local produce are among the 40 projects outlined in the new tourism plan. The goal is to make Møn an even more attractive place to live and visit, with the ambition of being one of Denmark's best places.

The key to these ambitious goals lies in the combination of magnificent nature and tranquility by the water, and access to numerous experiences, facilities, and activities within a few kilometers. This uniqueness of Møn, with a population of just 9,000 people, has successfully provided abundant experiences for locals and attracted many new residents and visitors each year. The plan now seeks to build on this foundation with numerous new tourism-related development projects to make the area Denmark's (perhaps) best place to spend leisure time and be a guest.



The tourism plan designates four strategic focus areas to guide development and act as strategic milestones: "Nature at the Center," "The Medieval Town and The New District" (in Stege), "Facilities and Beautification," and "Off-season Focus" to increase the number of visitors outside the peak season.

Additionally, the plan envisions using the name "UNESCO Destination Møn" more strategically in branding when Møns Klint hopefully becomes a UNESCO World Heritage site by the end of 2025. However, the UNESCO branding is not contingent on Møns Klint's designation, as the entire Møn became Denmark's first UNESCO Biosphere Reserve in 2017.

A plan for both the nature, the residents, and the guests

House of Møn emphasizes that the focus is not solely on increasing overnight stays and tourism turnover, as seen in many other tourism plans. Instead, the emphasis is on how tourism can directly contribute to the area's development. The ambition is clear: tourism should be a catalyst for nature development and experience facilities that benefit both residents and visitors. According to Elly Nielsen, Chairperson of House of Møn, "By creating a good place to live with respect for nature, we simultaneously develop an attractive and sustainable destination with local quality experiences and authenticity - unlike anywhere else."

The initiatives in the new plan include a combination of already formalized development projects and new and "old" defined potentials from previous plans, where new project organizations will be established. The plan consolidates the most influential projects in the area into one strategic document, while a dynamic "project catalog" is concurrently developed to collect and process inputs for other projects.

The tourism industry and the guests shall contribute to nature development

Another crucial element of the new tourism plan is the mindset that the tourism industry and guests themselves should contribute more directly to Møn's nature. This will be realized by encouraging accommodations, attractions, eateries, etc., to become part of the crowd-funding project "1% for Møn's Nature." In addition to an annual lump sum, participants can contribute 1% towards

nature, collected from guests. Nils Natorp, Chairperson of Møn-South Zealand Tourist Association, expresses, "We want to show with this project that we as tourism operators can and should contribute more directly to nature development and, thus, to a sustainable destination." The project is expected to be launched by the 2024 season.

Focusing on a unified plan for potential investors

One of the primary purposes of the plan is to demonstrate to potential investors and major foundations that Møn is a developing island with exciting projects in the pipeline, contributing to continued positive and sustainable development in the area. Some of the major projects included in the tourism plan are those in "The New District" at the old sugar factory in Stege. The ambition here is to develop a new experiential city with vacation homes and facilities that the local community can also enjoy. "The New District" has an overall investment framework of approximately DKK 1 billion and is expected to provide a significant boost to trade and restaurants in Stege and Møn.

Sukkerfabrikken A/S is actively working to attract external investors to the project. Niels Solon, co-owner of Sukkerfabrikken Møn, responsible for sales and development, notes, "We are currently in constructive negotiations with investors, and the new potential plan has been an important element in the narrative about the future of Møn." Investors not only see an impressive and unique project at the sugar factory, but it is equally important for them that Møn appears as an ambitious and development-ready area with exciting projects in the pipeline.

Another purpose of the plan is to show more established tourism operators the direction House of Møn envisions for the area from a tourism perspective, inspiring new - including smaller - initiatives going forward.

Dialogue with the municipality and other stakeholders

While House of Møn is presenting the plan, other larger and smaller stakeholders have been involved with ongoing dialogue and inputs. One of them is Museum Southeast Denmark, actively contributing to the cultural-historical projects in the plan. Kristoffer B. Pedersen, Heritage Manager and Deputy Director at Museum Southeast Denmark, welcomes the plan and states, "We find the plan very welcome and think it is a very well-worked-out and ambitious plan that we would like to contribute to the realization of."

Similar support is found in Vordingborg Municipality, which released a Sustainable Tourism Strategy in 2021, serving as the foundation for the new development and potential plan for Møn. Ole Hampenberg Andersen, Head of the Department of Culture, Leisure & Development in Vordingborg Municipality, expresses, "We have a very constructive collaboration with House of Møn and appreciate the serious development work taking place locally." He looks forward to continued cooperation on the plan's ideas.

About House of Møn

House of Møn is a development center for tourism and commerce on Møn, owned by Møn-South Zealand Tourist Association and Møn's Merchants' Association.

The purpose of the center is - through development projects, marketing, and networking - to contribute to a positive development within tourism and commerce, benefiting both residents, guests, and businesses.

Secretariat to follow up

To ensure continued focus on the new potentials plan for Møn, a locally anchored secretariat will be established. This secretariat will contribute to fundraising and project realization, including maturing potentials that do not yet have the status of a formalized project. The secretariat will also serve as an entity that can continually adjust and follow up on the development and potential plan as a strategic and dynamic action plan. The secretariat's steering group will consist of representatives from Vordingborg Municipality, the Nature Agency, Business Vordingborg, Visit South Zealand & Møn, Møn-South Zealand Tourist Association and Møn's Merchants' Association.

It is planned to hold further meetings with various stakeholders in December and January, where the new business campaign for crowd funding for nature will also be launched.

Learn more about the "Development and Potential Plan for UNESCO Destination Møn" at: www.unescodestinationmoen.dk

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