

MASTER MØN 2034

"Tourism development in balance"

DEVELOPMENT AND POTENTIAL PLAN UNESCO DESTINATION MØN 2024-2034

*40 tourism-related projects & potentials for a sustainable
development for citizens and tourism on Møn*



HOUSEOFMØN

THE PLAN'S FOUNDATION IS SUSTAINABILITY!

Before you start reading this "Development and Potential Plan for Møn", we want you as a reader to be aware of the following:

We do NOT want tourism development on Møn at the expense of nature or sustainability. Quite the contrary! Our great ambition is for tourism to help create more nature and contribute to an even more sustainable and positive development for Møn in the future, with the good life for us locals in focus. In other words, we want "a balanced tourism development" favouring nature, citizens and the economy of Møn.

The above begs the question: What are the primary parameters of nature conservation and sustainable development for us? We have outlined these below:

Environment & climate:

- ➔ Focus on balancing Møn's natural area and the number of tourists.
- ➔ Focus on protecting nature in the most vulnerable places on Møn.
- ➔ Focus on green solutions in the operation of the tourism industry on Møn (green focus at accommodations, attractions, eateries, etc.)

People:

- ➔ Focus on involving the local population in tourism so that development projects and, for example, new facilities are also being developed to benefit the local population (tourism projects must contribute to the "good life" locally).
- ➔ Focus on tourism as a catalyst for education and job creation on Møn.
- ➔ Focus on tourism as a networking opportunity for businesses, organisations and citizens on Møn.

Economy:

- ➔ Focus on tourism as Møn's most important industry, which will contribute to the island's development by strengthening job creation, service levels and the local economy.
- ➔ Focus on strengthening the low season to avoid "on-off tourism" and create better conditions for the tourism industry on Møn in general.
- ➔ Focus on converting day trippers to overnight guests (requires increased capacity).

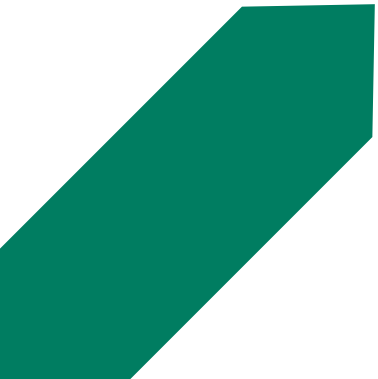


**"We must consider nature and sustainability
into everything we do for tourism development."**

Møn-Sydsjælland Tourist Association

We wish to create a 10-year plan focusing on concrete, ambitious and strategic tourism-related projects that will contribute to a positive development for the local community on Møn.

The board of House of Møn



DEVELOPMENT IN BALANCE

VISION & MISSION

We shall be something for ourselves!

*Here on Møn, we're not quite like the others...
We know that - and we're proud of it!*

*This also applies to tourism development and setting
the direction for the future of Møn.*

*The questions in such a process can be many and
complex:*

*Who should we attract? What products should we
have on our shelves? Are we too premium? Are we
too discount? Should we cater more to families with
children? Or are retirees the ones to focus on? In other
words, Who do we want to be? And who do we want to
be for?*

*The answer is simple: We need to be something for
ourselves!*

*...with a focus on development rooted in our local valu-
es of authenticity, hospitality, quality and sustainability.*

*By focusing on being something for ourselves, we can
attract the "right" guests who contribute to sustainable
development for both nature, the economy and the
communities on Møn - and thus create more "value in
everyday life" for those of us who live here.*

**"Tourism must be a catalyst for nature
development as well as the good life
and sustainable society on Møn."**

**Through tourism-related development projects, we will
create more and better nature and develop some of
Denmark's best facilities, experiences and events -
focusing on both high and low season.**

**Tourism development must be focused on increased
tourism revenue and the good life on Møn and involve citi-
zens, businesses and the municipality in the processes.**

STRUCTURE CONTENT

"MASTER MØN 2034"

Development and Potentials Plan for Møn 2024-2034
House of Møn, November 2023



Created for House of Møn by:

Project group under Møn-South Zealand Tourist Association
with inputs fra selected local tourism players and stakeholders

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FOREWORD

THIS IS MORE THAN JUST A REPORT...

This plan is not just a report describing how strong a brand Møn is and how much potential we have as a tourist destination. We already know that!

It is, however, an ambitious plan that defines a vision and mission for UNESCO Destination Møn and- most importantly- outlines some of the tourism-related initiatives that we believe will contribute to positive and sustainable development over the next ten years.

→ FOCUS ON THE REALISATION OF CONCRETE ACTIONS

We can talk for a long time about what it takes to develop Møn as a tourist destination and develop our local community- but one thing is sure: Development requires concrete ACTION, and we can't expect others to do it for us - we have to take responsibility ourselves! Significant development will not happen without realising major strategic projects that benefit both citizens and tourists. That's why the specific projects and potentials that will drive development take up a lot of space in our plan.

The total of 40 initiatives that are part of the plan is a mix of already formalised development projects driven by local players- and new potentials where project organisations need to be created. In addition, the timing of the realisation of the projects will, of course, also vary.

A plan containing 40 different strategic initiatives will naturally lead to a wide variation in scope, complexity and cost.

In other words, there will be projects that can be realised immediately, while others are significantly more complex and may require changes to the planning basis, fund applications, etc.

In the plan, we have not limited ourselves by complexity, but it has been important that the plan has a high degree of realism in the projects and potentials presented.

→ SELECTION OF PROJECTS & POTENTIALS

The selected projects and potentials in the plan have been included based on two primary criteria:

1) Firstly, we have assessed the initiatives in relation to their **strategic importance** for developing Møn. Here, the focus has been on the individual initiative being able to contribute more than just the project itself- just as the projects must also be of a certain size with a significant effect on the area.

2) In addition, it has been essential to us that all included projects and potentials should be for the benefit of everyone, so that- in addition to commercial tourism- it will also directly benefit the citizens and thus contribute to the good life on Møn.

The plan is based on the mindset that the good life on Møn- with good restaurants, shops, experiences, facilities, public services, etc. requires a healthy tourism. Without a healthy tourism, these offers and facilities will be reduced significantly.

It should be emphasised that there are many development opportunities on Møn, and this plan should NOT be seen as a final list of important projects. The 40 initiatives are our take on major strategic initiatives that will help define and develop our area over the next 10 years. In parallel with this report, we are working on a dynamic "project catalogue" where inputs for other- even smaller- projects can be collected and processed.

We have NOT focused on infrastructure projects in the plan, as these projects will often run in parallel with the individual projects if they require any changes.

The board of House of Møn



BACKGROUND

MØN MUST HAVE A VISIONARY & STRATEGIC PLAN FOR TOURISM

...THAT BUILDS ON THE POLITICALLY CREATED FOUNDATION

This plan does not stand alone but instead builds on the politically created foundation at a municipal and regional level, where two development plans in particular help set the stage for "Master Møn 2034".

Vordingborg Municipality has developed the "Strategy for Sustainable Tourism", which sets the direction for tourism in the municipality and focuses on the areas where the most significant force for change and the greatest impact in sustainable tourism can be achieved.

In addition, a "Development Plan for Zealand and the Islands" has been drawn up at the regional level with a shared ambition for tourism up to 2025. Here, Møn has been identified as a powerhouse that should be prioritised and strengthened in the future.

4 MAIN PURPOSES OF "MASTER MØN 2034"

- ➔ Set a direction and ambition for UNESCO Destination Møn 10 years ahead.
- ➔ Create a comprehensive overview of the main strategic tourism-related development projects and potentials,
- ➔ Create a visual presentation to be used with large funds, potential investors, local organisations and others.
- ➔ Contribute to the coordination, development and realisation of a total of 40 projects and potentials.





UNESCO DESTINATION MØN

Part 1 - "MASTER MØN 2034"

STARTING POINT

& TOURISM STRATEGIC PROFILE



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OVERNIGHTS & ECONOMY

TOURISM IS VERY IMPORTANT FOR MØN!

Accommodation figures 2022



410.000

OVERNIGHTS ON MØN* (+3% vs. 2019)

Estimate: Møn represents 85% of the entire Vordingborg Municipality, +airbnb og B&B



49%

HIGH SEASON (JULY-AUG)

42%

MID SEASON (MAR-JUNE + SEP-OCT)

9%

LOW SEASON (JAN-FEB, NOV-DEC)



47%

DANISH (-7% vs. 2019)

32%

GERMAN (-3% vs. 2019)

9%

DUTCH (+28% vs. 2019)



38%

HOLIDAY HOMES (-21% vs. 2019)

29%

CAMPING (+15% vs. 2019)

22%

HOTELS (+54% vs. 2019)

*Source: Danmarks statistik, Accommodation figures 2022 (commercial overnights), processed by Møn-Sydsjælland Tourist Association

Tourism economic importance for Møn in 2019 (incl. day trippers)



840 MIO.

IN TOURISM TURNOVER (DKK) **

Estimate: Møn represents 85% of the entire Vordingborg Municipality tourism turnover



1.100

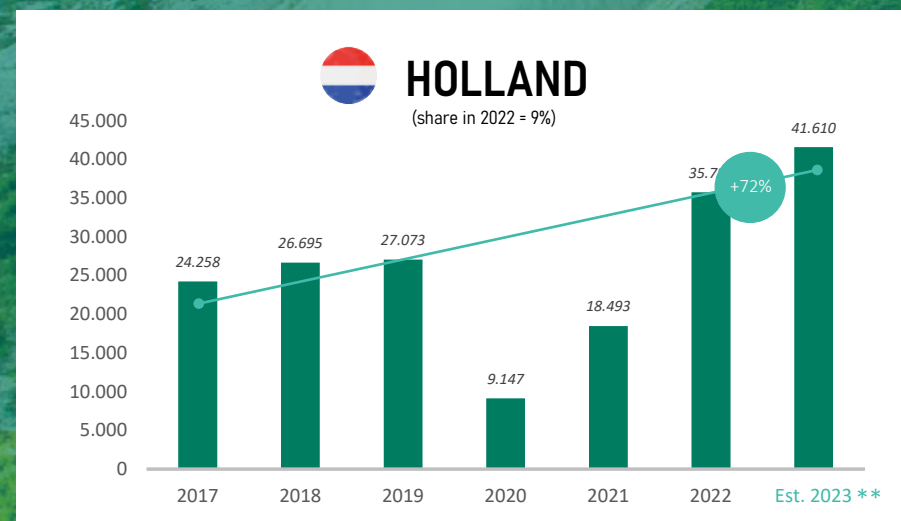
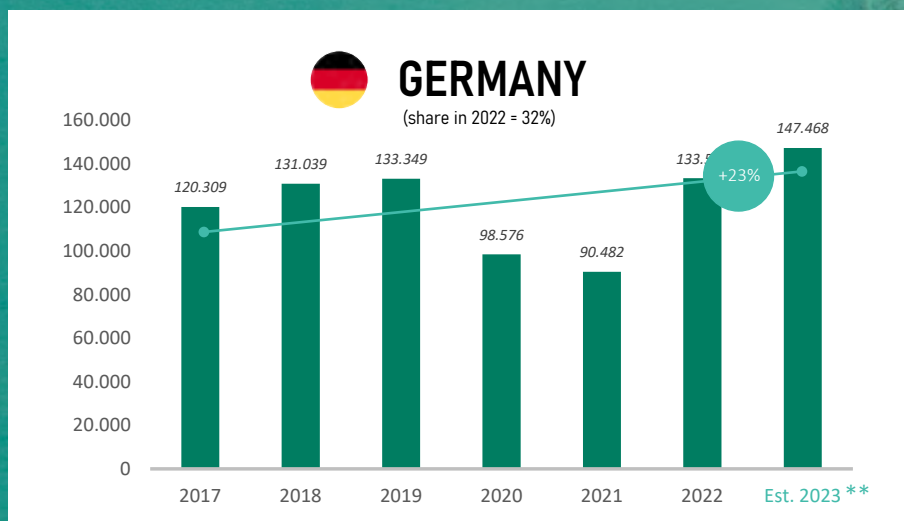
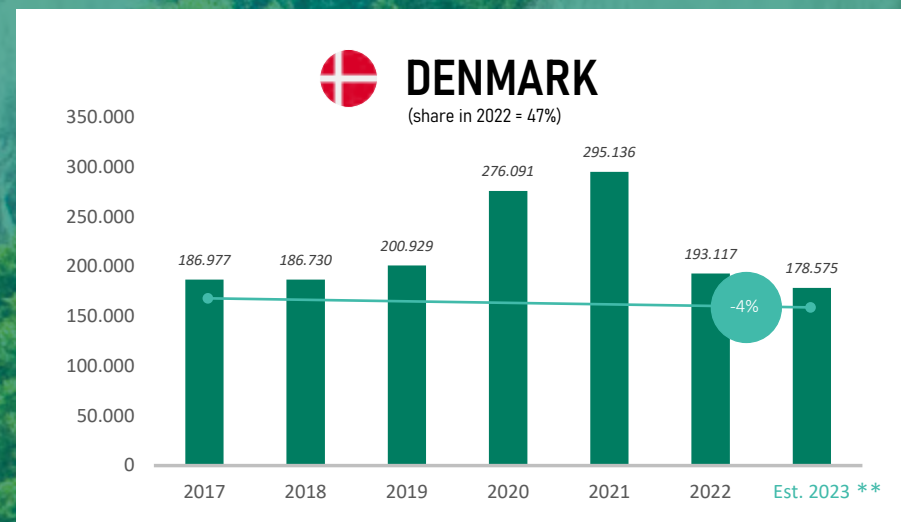
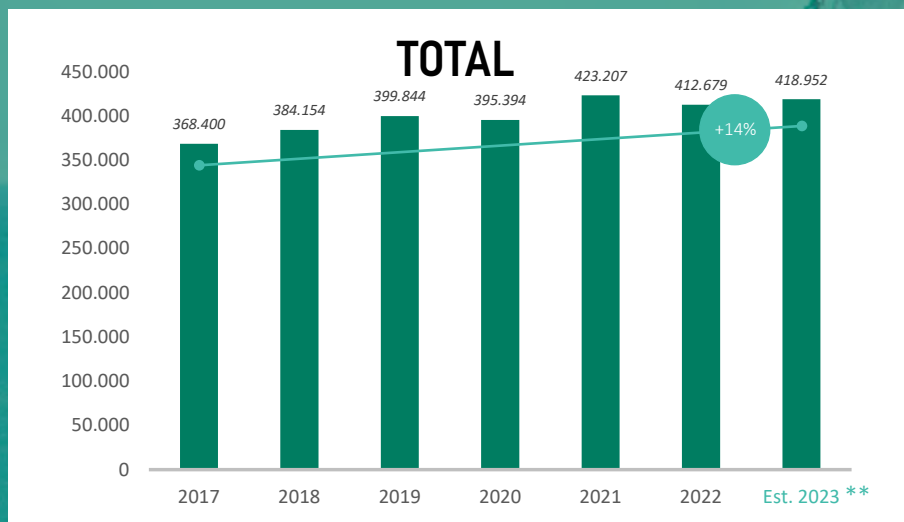
TOURISM-RELATED JOBS

Estimate: Based on 1.3 jobs pr. mio. DKK. in tourism revenue.

**Source: : Economic importance of tourism in Destination SydvestDanmark 2019, VisitDenmark (incl. 85% estimate of Møn's share of Vordingborg Municipality's tourism)

OVERNIGHTS – NATIONALITY

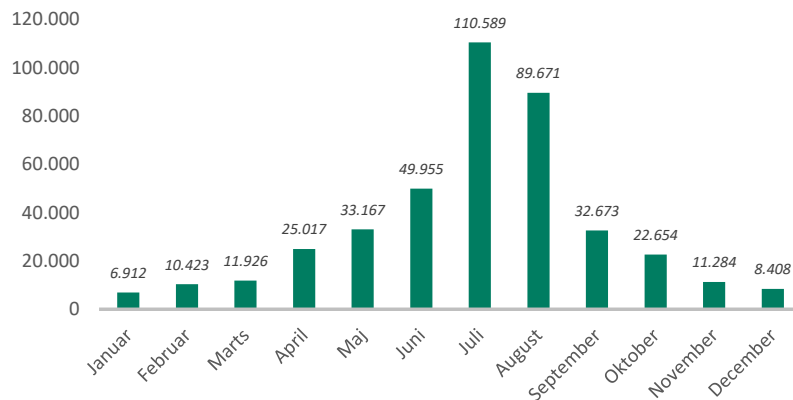
Commercial overnights in the municipality of Vordingborg 2017-2022*



OVERNIGHTS – SEASON & TYPE

Commercial overnights in the municipality of Vordingborg 2022*

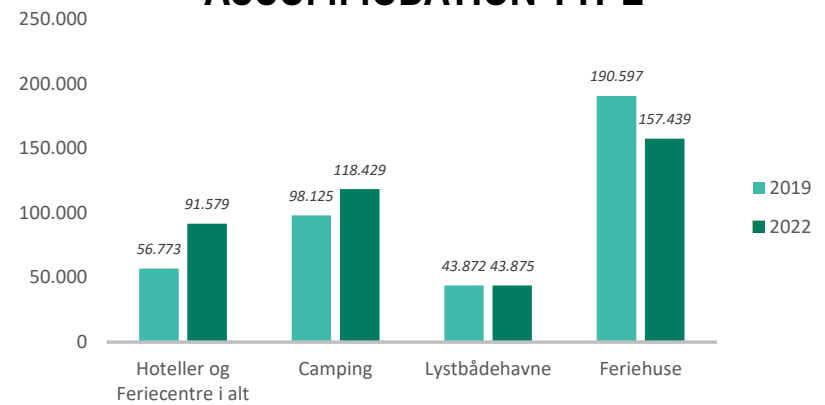
SEASON



Season comments:

Tourism in the area is characterised by a concentrated number of visitors in July and August, which together account for about half of the total number of overnight stays. Efforts are currently underway to attract more tourists outside the high season, but it's a long haul that requires a focused effort and investment in "reason to go" and off-season marketing.

ACCOMMODATION TYPE



Accommodation type comments:

The accommodation type that contributes significantly more overnight stays in Vordingborg Municipality is holiday homes, which in 2022 accounted for 38% of total overnight stays. The area has seen a significant decrease in the number of holiday home nights in recent years, which is primarily due to a decrease in the supply of holiday homes during this period. This emphasises the great need for new holiday homes in the area.



MØN IS SPECIAL

WORLD-CLASS UNESCO DESTINATION!

Møn is one of the few places in the world with both a UNESCO Biosphere Reserve and a certified Dark Sky Park & Dark Sky Community. In addition, Møns Klint is expected to become a UNESCO World Heritage Site in 2025. These strong international brands, combined with the local culture of enthusiasm and a strong passion for our area, create favourable conditions for the sustainable development of our area.



**DARK SKY
MØN & NYORD**

→ MØN UNESCO BIOSFÆRE

Møn, the surrounding islands and waters are part of UNESCO's worldwide network of biosphere reserves. The development ideas of the UNESCO Biosphere Programme since its designation in 2017 have been rooted in Møn, where people, authorities and businesses have a fundamental respect for the nature we live and work in and an understanding of nature's contribution to the local economy. The vision for the Møn UNESCO Biosphere is to be an internationally recognised example of sustainably managed Scandinavian coastal nature. This is done under the motto: "We take local responsibility for community, quality of life and growth in interaction with nature".

→ INTERNATIONAL DARK SKY PARK & DARK SKY COMMUNITY

The Dark Sky appointment - also in 2017- confirms that Møn and Nyord is one of the best places in the world for stargazing. It also recognises the tremendous local efforts to avoid light pollution and preserve the dark night sky. The term "Dark Sky Park" describes an area with exceptionally starry nights and vulnerable nocturnal biodiversity specially protected for its scientific, natural, educational and cultural heritage. "Dark Sky Community" is an area that demonstrates a particular commitment to preserving the night sky by implementing and enforcing high-quality, responsible and intelligent outdoor lighting, setting an example for others to follow.

→ UNESCO WORLD HERITAGE IN 2025

Møns Klint is well on its way to being inscribed on UNESCO's World Heritage List for its glacial folds, and in June 2018, the cliff was included on the Danish UNESCO National Commission's tentative list. GeoCenter Møns Klint, on behalf of the Danish Nature Agency and Vordingborg Municipality- in collaboration with experts from the University of Copenhagen, among others- is responsible for the formal application, which must be ready by February 2024. If everything proceeds as planned, there is hope that Møns Klint will be inscribed on the World Heritage List in the summer of 2025.

UNESCO World Heritage in 2025

Møns Klint is on UNESCO's tentative list



UNESCO WORLD HERITAGE WORLD HERITAGE WILL GIVE MØN ATTENTION!

EXPECTED UNESCO WORLD HERITAGE EFFECT

GREAT INTERNATIONAL ATTENTION

Experiences from other places indicate that a World Heritage designation often has a significantly positive impact on the area, leading to increased international attention and more visitors. However, it should be noted that Møns Klint is already well-known both nationally and internationally, so the expected effect on the number of visitors is anticipated to be moderate.*

Visitors to Møns Klint today

Approximately 275,000 guests will visit Møns Klint in 2023. Of these 55% are foreign visitors and 45% Danish visitors. It is estimated that German visitors make up 25% of all visitors and Dutch visitors 15%. The remaining 15% come from more than 30 other countries. Møns Klint is one of the attractions in Denmark with the highest proportion of foreign visitors.

UNESCO DESTINATION MØN

AMAZING NATURE, CULTURE & AUTHENTICITY

Stunning nature



UNESCO Biosphere Reserve



Award-winning hiking and cycling routes



Emerging arts and culture



Certified darkness



Successful events



Exciting history



Great beaches



Gastronomy & Local produce





THE FEHMARNBELT TUNNEL

MØN IS GETTING CLOSER TO EUROPE

Møn is already centrally located in Northern Europe, and the conditions for more visitors will be even better in the future. One of the major projects- which will attract thousands more visitors- is the construction of the Fehmarnbelt tunnel, which is expected to be completed in 2029.

→ MORE NEW TOURISTS

According to the report "Tourism Economic Perspectives of the Fehmarnbelt Tunnel for Region Zealand", the new tunnel is expected to bring 1,176,000 new tourist trips to Region Zealand in 2030. This is partly due to the reduced travelling time and costs, which will significantly increase the number of tourists. The tunnel is estimated to increase the number of tourists in Region Zealand by between 160,000 and 210,000 people in 2030.

→ MORE OVERNIGHTS

The increase in the number of tourists will, of course, also impact the number of overnight stays in our area, and it is estimated that the new Fehmarnbelt tunnel will contribute with approx. 74,000 new overnight stays to Vordingborg Municipality- which corresponds to approx. 63,000 new overnight stays on Møn if we assume that Møn represents 85% of total overnight stays.

→ MORE TOURISM ECONOMY

The total consumption in Region Zealand from new tourists is estimated to be between DKK 570 and 832 million in 2030. This contributes to an expected increase in tourism revenue in Vordingborg Municipality of between DKK 78 and 114 million, assuming that the revenue follows the distribution of the number of overnight stays. This should mean an increased turnover on Møn of DKK 66-97 million.

In addition to the effects mentioned above of the Fehmarnbelt tunnel, there are the other derived effects of new investments and projects on Møn, which will have even better conditions for attracting more tourists to the area with the new tunnel.

Source: Tourism economic perspectives of the Fehmarnbelt tunnel for Region Zealand. January 2023, HBS Economics + estimate of the distribution of overnight stays in Vordingborg Municipality from Møn Sydsjælland Tourist Association

The Fehmarnbelt tunnel is expected to contribute approx. 63,000 new overnight stays on Møn in 2030

TOURISM STRATEGIC PROFILE

THE NATURE ISLAND WITH GREAT POTENTIAL – BUT INVESTMENTS ARE MISSING...

The experience/the product:

➔ UNESCO Destination Møn stands strong with its unique nature and the area's extensive offerings of high-quality experiences. With the potential designation as a World Heritage site in 2025, Møn is set to become even more attractive for visitors.

Trends & Sustainability:

➔ Travel trends and the increased focus on sustainability fits well with Møn as a tourism brand – and with the UNESCO Biosphere Møn at the forefront, work is continuously being done to preserve and develop Møn as an area.

Customer base:

➔ The Fehmarnbelt tunnel will bring many new visitors from the south, and it is expected that Møn will be able to attract a significant proportion of these – not least because of the expected World Heritage designation.

*Accommodation capacity does not match demand during the high season when many have to say no to overnight guests.
External investment must be found, as local investment capacity is very limited.
The lack of workers is a significant challenge for the tourism industry, which needs to be addressed strategically.*



UNESCO DESTINATION MØN
Part 2 - "MASTER MØN 2034"

STRATEGIC FOCUS AREAS & OBJECTIVES



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UNESCO DESTINATION MÓN

4

STRATEGIC
FOCUS AREAS

NATURE
IN FOCUS

MEDIEVAL CITY
& THE NEW NEIGHBOURHOOD

FACILITIES
& BEAUTIFICATION

OFF-SEASON
FOCUS

4 STRATEGIC FOCUS AREAS



Nature in focus: The unique nature of Møn is one of our greatest assets, and as a tourist destination, we must ensure that we put nature at the centre and protect the area's outstanding natural values- while simultaneously creating new nature in our area. We don't see nature and tourism as opposites. On the contrary, tourism must contribute to creating more nature. This requires concrete action and significant investments that the industry and tourists must help finance.

"Master Møn 2034" defines projects and potentials with nature at the centre, which will be worked on until 2034. The projects are very diverse and cover a wide range of initiatives within the conservation, dissemination and development of nature in our area.



Medieval City & The New Town: Stege is a vibrant market town with many exciting stories, including the extraordinary "herring adventure" in the Middle Ages, which helped create positive development and great wealth in the city. Today, the "herring adventure" has long since ended, but the town's history and great development potential are still there.

In the future, we need to make Stege's medieval stories even more prominent in the cityscape while transforming Stege's old sugar factory into a new district with holiday homes, a hotel, an experience centre and many new facilities for citizens and tourists. The new district will help ensure sustainable development for the retail trade in Stege, just as the "Sugar City" and the many new facilities will make Stege an even better city to live and be a tourist in - and meet the accommodation needs of today and tomorrow in the best possible way.



Facilities & Beautification: The importance of good facilities and beautiful spaces for citizens and tourists is great, and without the necessary investments in facilities and beautification, we cannot deliver the quality experiences we want to provide on Møn. Therefore, we must focus on facilities and beautification as an independent strategic focus area in the future.

The projects within this strategic focus area range from building new toilets to constructing beaches and city parks to benefit citizens and tourists alike.

Many of the projects will be attractions in their own right, but they all have in common that they will positively complement and enhance our unique nature, urban environments and places of experience.



Off-season focus: On Møn, most of our tourism today is in the high season, while the number of overnight stays in the remaining 10 months is very limited.

With our unique nature- and not least the Dark Sky experiences- we are well placed to attract guests outside the high season, but this requires investment and the development of more "products" that can serve as a reason to go.

This includes an increased focus on specific Dark Sky products as well as larger events and markets that will help attract guests from Denmark and abroad- just as "The New Town" in Stege will also be able to contribute in the future.

The off-season potential is there, but it requires extra effort over several years to realise this potential.

OVERALL OBJECTIVE

UNESCO DESTINATION MØN SHALL BE:

DENMARK'S BEST PLACE TO LIVE & EXPERIENCE

(measured by the combination of nature value, authenticity and experience facilities)

A place that nurtures presence with lots of nature, authenticity and experiences, where tourism creates facilities and pleasures for those of us who live here.



1. UNESCO DESTINATION MØN will contribute to fundraising of +100 million DKK by 2034.
2. UNESCO DESTINATION MØN will contribute to better facilities and experiences for those of us who live here.
3. UNESCO DESTINATION MØN will contribute to more and better nature in the future.

WHAT ARE THE GOALS?

10 GOALS TOWARDS 2034

The overall and obvious goal towards 2034 is to realise as many development projects and potentials in this plan as possible.

In addition, there will be further focus on the following specific objectives towards 2034:

Nature & Biodiversity:

- # The nature area and biodiversity on Møn must be increased through the realisation of at least 3 major nature projects by 2034.
- # The crowdfunding campaign "Support Møns Wild Nature" must contribute a minimum of DKK 20 million by 2034.

Overnights/revenue:

- # Increase the number of commercial overnights in the low and mid-season (Sep-June) by 80%
- from 210,000 to approx. 380,000 overnight stays (can be achieved through the implementation of the sugar factory project).
- # Increase the number of commercial overnights in the high season (July-August) by 35%
- from 200,000 to approx. 270,000 overnight stays (can be achieved through the implementation of the sugar factory project).

The medieval town of Stege:

- # Awareness of "Stege as a Medieval Town and the Herring Adventure" must be significantly increased among citizens and tourists.
- # Retail turnover in Stege town must increase significantly, and all relevant premises in Storegade must be active.

The sugar factory / The new neighbourhood:

- # Stege's new neighbourhood, "Sukkerbyen", will generate 250,000 overnight stays annually by 2034.
- # The sugar factory's new experience and activity centre will be visited by 200,000 guests annually by 2034.

Uddannelse og arbejdskraft:

- # More young people on Møn should consider tourism as a possible education path/profession.
- # Concrete, major initiatives must be launched to help tourism operators attract workers in the future.

"Tourism must be a catalyst for nature development as well as the good life and sustainable society on Møn."

Through tourism-related development projects, we will create more and better nature and develop some of Denmark's best facilities, experiences and events - focusing on both high and low season. Tourism development must be focused on increased tourism revenue and the good life on Møn and involve citizens, businesses and the municipality in the processes.



40 DEVELOPMENT PROJECTS
& POTENTIALS

UNESCO DESTINATION MØN
Part 3 - "MASTER MØN 2034"

40 DEVELOPMENT PROJECTS
& POTENTIALS



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UNESCO DESTINATION MØN - 40 DEVELOPMENT PROJECTS & POTENTIALS

DEVELOPMENT PROJECT / POTENTIALS			"PROJECT LEADERS & PROJECT ACTORS"	FORMALISED PROJECT	DEFINED POTENTIALS	EXPECTED REALISATION
NATURE IN FOCUS	1.	EU Life Orchid	Klintholm Estate / Vordingborg Municipality / Danish Nature agency	x		2024-2028
	2.	Liselund, as part of UNESCO communication	Danish Nature Agency / Nationalmuseet / GeoCenter Møns Klint		x	ikke defineret
	3.	Ulvshale National Nature Park	Danish Nature Agency	x		Ikke defineret
	4.	Re-establishing the local stone reefs	Møn UNESCO Biosphere	x		2027
	5.	Re-establishment of Røddinge Lake	House of Møn vision		x	Ikke defineret
	6.	Re-establishment of Borre bog	House of Møn vision		x	Ikke defineret
	7.	Chalk grassland at the south-western part of Stege Nor	House of Møn vision		x	Ikke defineret
	8.	Restoration of the Rytzebækk system on Vestmøn	House of Møn vision		x	Ikke defineret
	9.	Nature subsidy from the tourism industry (1% nature subsidy from guests)	House of Møn / Møn-South Zealand Tourist Association	x		2024
	10.	Communicating "The Møn Wind Turbine Adventure"	House of Møn / Klintholm Harbor project group		x	Ikke defineret
	11.	New main exhibition at GeoCenter Møns Klint	GeoCenter Møns Klint	x		2027
	12.	New outdoor digital on-site communication at Møns Klint	GeoCenter Møns Klint / Danish Nature Agency		x	Ikke defineret
	13.	Future infrastructure on Høje Møn	Vordingborg Municipality / Danish Nature Agency	x		2024-2027
THE MEDIEVAL CITY & "THE NEW NEIGHBOURHOOD"	14.	Preservation and development of Stege Town Ramparts	Vordingborg Municipality / House of Møn		x	Ikke defineret
	15.	Stege's history in the cityscape	House of Møn / Museum Southeast Denmark		x	Ikke defineret
	16.	Stege's old merchant buildings	House of Møn / Museum Southeast Denmark		x	Ikke defineret
	17.	Stege Harbour and Beach Park	House of Møn vision		x	Ikke defineret
	18.	Stege Shipyard (cultural history and working workshop)	Stege Shipyard / House of Møn		x	Ikke defineret
	19.	Meeting Location Møn & Welcome Center (the sugar factory)	Vordingborg Municipality / House of Møn / The Sugar Factory	x		2025-2027
	20.	Møn Culture and Activity Centre (the sugar factory)	The Sugar Factory	x		2025-2026
	21.	Water experience centre with wellness and spa (the sugar factory)	The Sugar Factory	x		2027-2028
	22.	Hotel with restaurant and conference centre (the sugar factory)	The Sugar Factory	x		2025-2027
	23.	Holiday homes with city beaches and stilt houses (the sugar factory)	The Sugar Factory	x		2024-2029
	24.	The "Sugar Harbour" ver. 2.0 with a new path to Stege town	The Sugar Factory / Vordingborg Municipality	x		2028-2030
FACILITIES & BEAUTIFICATION	25.	Hiking Destination Møn	House of Møn / Camønoen / Vordingborg Municipality	x		2024-2027
	26.	Klintholm Havn experiences/tourist harbour	House of Møn / Klintholm Harbor project group /Vordingborg Mun.		x	Ikke defineret
	27.	Cycling and walking route from Råbylille Strand to Klintholm Havn	House of Møn vision		x	Ikke defineret
	28.	Stege city park by Mønshallerne	Moena Mønshallerne / Vordingborg Municipality	x		2025-2028
	29.	Fanefjord Torv (Market hall, café and newcomer housing)	Fanefjord Torv Foundation	x		2024
	30.	New stairs at Møns Klint (5 pcs.)	Danish Nature Agency / GeoCenter Møns Klint		x	Ikke defineret
	31.	UNESCO World Heritage and UNESCO Biosphere signage system throughout Møn	Vordingborg Municipality / GeoCenter Møns Klint		x	Ikke defineret
	32.	Revitalising Farø Rest Area	Vordingborg Municipality / House of Møn + more		x	Ikke defineret
	33.	Ancient history communication project focusing on Stone Age mounds	House of Møn / Museum Southeast Denmark		x	Ikke defineret
	34.	Maritime center in Klintholm Havn	Klintholm Harbor Water Club / Klintholm Harbor project group	x		2025-2026
	35.	Attracting workers to the tourism industry	House of Møn vision		x	Ikke defineret
	36.	Tourism Data and Monitoring	House of Møn / Vordingborg Municipality		x	Ikke defineret
OFF-SEASON FOCUS	37.	Dark Sky communication and facilities on Nyord	Vordingborg Municipality / House of Møn	x		2025-2027
	38.	Dark Sky communication and facilities on Østmøn	Vordingborg Municipality / House of Møn		x	Ikke defineret
	39.	Møn Christmas market	House of Møn vision		x	Ikke defineret
	40.	Winter holiday focus	House of Møn vision		x	Ikke defineret

40 DEVELOPMENT PROJECTS & POTENTIALS

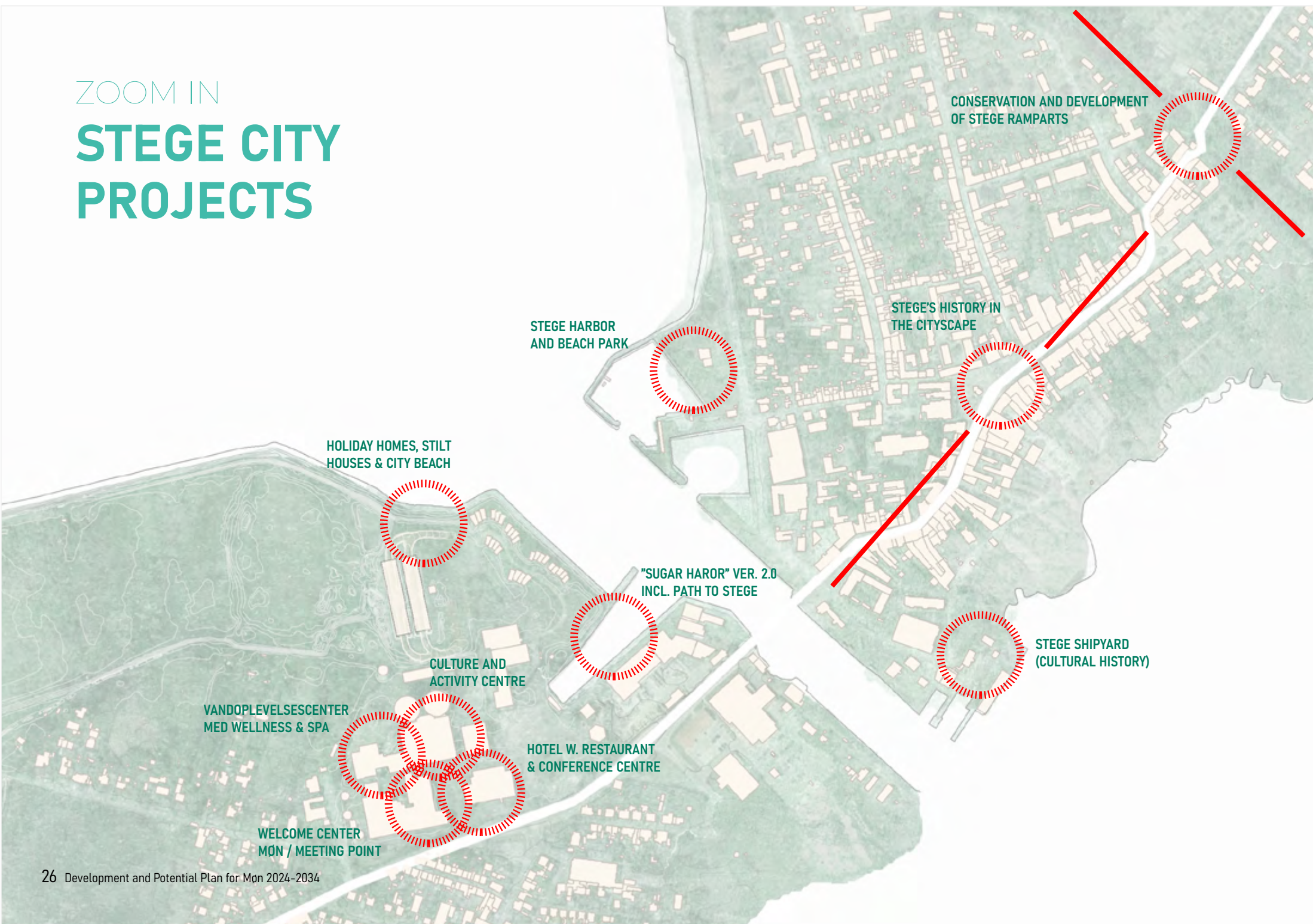


CROSS-FUNCTIONAL PROJECTS

MULTIPLE LOCATIONS & NO PHYSICAL LOCATION

- ➔ SUBSIDISING NATURE FROM TOURISM (1% FEE)
- ➔ HIKING DESTINATION MØN
- ➔ WORLD HERITAGE & UNESCO BIOSPHERE SIGNAGE
- ➔ EMPLOYEES TO THE TOURISM INDUSTRY
- ➔ TOURISM DATA & MONITORING
- ➔ WINTER HOLIDAY FOCUS

ZOOM IN STEGE CITY PROJECTS





13 PROJECTS

NATURE IN FOCUS

1. EU LIFE ORCHID

660 acres biodiversity project on Høje Møn with a focus on orchids and butterflies. Collaboration between the Danish Nature Agency, Klintholm Gods, Vordingborg Municipality and GeoCenter Møns Klint.

2. LISELUND AS PART OF UNESCO COMMUNICATION

Collaboration with the National Museum of Denmark on developing communication and facilities - including establishing Liselund's old orchard as a public "pantry".

3. NATURE NATIONAL PARK ULVSHALE FOREST

Establishment of Ulvshale Forest National Nature Park on 306 acres owned by the Danish Nature Agency. The area consists of a mosaic of forest and open landscape with meadows, scrub, marshland and dunes.

4. RESTORATION OF THE LOCAL STONE REEFS

The massive stone fishing in the 1800s destroyed the natural coastal defences and damaged biodiversity. Stone reefs must be established along the coasts of Møn, focusing on the sea territory in front of Møns Klint.

5. RESTORATION OF RØDDINGE LAKE

The old Røddinge Lake should be re-established as a wetland in cooperation with the landowners. The potential for both biodiversity and nitrogen binding has been confirmed. The completed project will significantly improve the natural experiences on West Møn.

6. RESTORATION OF BORRE BOG

Once upon a time, Høje Møn was an island. In cooperation with the landowners, the project will restore the natural bogs in connection with the village of Borre. If the wetlands are fixed, the natural potential is unique.

7. CHALK GRASSLAND AT THE SOUTH-WESTERN PART OF STEGE NOR

In the extension of the south-western part of Stege Nor, the limestone peeks out of the subsoil again. There is enormous potential here to establish grassland nature, as is known from East Møn. Approx. 200 acres.

8. RESTAURATION OF THE RYTZEBÆK SYSTEM

Restoration of the Rytzebæk system as a critical watercourse for trout fry. In collaboration with the Danish Nature Agency and the Danish Angling Association, new gravel and spawning banks are laid out to return the stream to its natural balance.

9. SUBSIDISING NATURE FROM TOURISM (1% NATURE FEE)

Crowdfunding project focusing on subsidies from the industry by charging a "nature fee" per overnight stay, etc. The voluntary scheme is being rolled out to hotels, B&B, Restaurants and other tourism players.

10. COMMUNICATING THE MØN WIND TURBINE ADVENTURE

Møn plays a significant role in the production of green energy with the establishment of offshore wind farms based in Klintholm Harbour. This story and green energy education needs to be much better communicated on Møn.

11. NEW MAIN EXHIBITION AT GEOCENTER MØNS KLINT

GeoCenter Møns Klint's almost 20-year-old main exhibition is to be renewed with a focus on the UNESCO World Heritage designation - including the use of the latest interactive communication technologies.

12. NEW OUTDOOR DIGITAL ON-SITE COMMUNICATION AT MØNS KLINT

To match the younger generation's way of acquiring knowledge, visual digital communication tools that can be used on location - such as apps, VR and augmented reality - must be developed.

13. FUTURE INFRASTRUCTURE ON HØJE MØN

Preparation of a strategic physical plan and visitor management for Høje Møn. Including the location of future car parks, hiking routes, signage, etc.



11 PROJECTS

MEDIEVAL CITY & THE NEW NEIGHBOURHOOD

14. CONSERVATION AND DEVELOPMENT OF STEGE RAMPARTS

Conservation and development project with a focus on enhancing the historical narrative of the fortifications from Stege Nor to Stege Bay, based on the comprehensive plan for the area.

15. STEGE'S HISTORY IN THE CITYSCAPE

Stege's exciting urban history, centred on medieval herring fishing, needs to be told much better in the cityscape - including developing a master plan focusing on visual "tools" such as signage, sculptures, etc.

16. STEGE OLD MERCHANT BUILDINGS

Stege has several culturally and historically attractive old merchant's houses, many of which lie idle behind the main street and could be restored and included in the story of Stege's history.

17. STEGE HARBOR AND BEACH PARK

Establishment of a "harbour and beach park" focusing on green and inspiring "activity spaces" that invite people to be present and engage in activities on land and water. In addition, focus on beautifying the seafront promenade along the main street Langelinie.

18. STEGE SHIPYARD (CULTURAL HISTORY AND WORKING WORKSHOP)

Development of a cultural-historical area at Stege Shipyard with a focus on Stege Shipyard as a "culture carrier" for boat building and restoration of historic ships - including a focus on old craftsmanship and Stege's cultural history.

19. MEETING LOCATION & WELCOME CENTER MØN

Welcome and information centre that - in addition to being a new and different form of tourist information - will act as a portal to Møn's Nature and World Heritage and other experiences on Møn and South Zealand. It is also a local meeting place and business hub focusing on local development, entrepreneurship and cross-disciplinary sparring.

20. MØN CULTURE AND ACTIVITY CENTRE

Experience centre in the Sugar Factory's cultural-historical buildings with indoor activities for children and adults. The experience centre should have a broad appeal focusing on play, art, culture, local flavour and much more.

21. WATER EXPERIENCE CENTRE WITH WELLNESS AND SPA

Water experience centre with quality experiences for both the resort's "own guests" as well as citizens and guests from outside the resort. Focus on both traditional SPA and Wellness experiences as well as fun water activities for children and adults.

22. HOTEL WITH RESTAURANT AND CONFERENCE CENTRE

Hotel in the old sugar factory in Stege with a focus on conferences, business tourism and large events. In addition, there are restaurants in connection with the hotel for use by guests of the holiday resort and outsiders.

23. HOLIDAY HOMES AND POLE HOUSES INCL. NEW CITY BEACH

Establishment of beautiful, sustainable holiday homes on land and unique and modern stilt houses on the water with their own mooring. A brand new public urban beach will be built in connection with the new holiday homes.

24. "SUGAR HARBOR" VER. 2.0 WITH NEW PATH TO STEGE'S MEDIEVAL TOWN

Development of the sugar harbour, which will function as an attractive recreational area and "path system" between the new district "Sukkerbyen" and Stege town.



12 PROJECTS

FACILITIES & BEAUTIFICATION

25. HIKING DESTINATION MØN

In collaboration with Camønoen, several new hiking routes are being developed - including popular circular routes focusing on the potential of West and Central Møn. The ambition is for new routes to be certified according to international standards as the German "Premium Wanderweg". The project will also include new necessary facilities such as water points, toilets, etc.

26. KLINTHOLM HARBOR EXPERIENCE HARBOR / TOURIST HARBOR

Holistic and physical development with a focus on quality tourism in interaction with the commercial harbour - including the establishment of promenades that can connect restaurants, stalls, artist workshops, pop-ups, etc.

27. CYCLING AND WALKING ROUTE FROM RÅBYLILLE STRAND TO KLINTHOLM HAVN

Establishing a cycling and walking route between Råbylille Strand and Klintholm Harbour, allowing easy transport between the two central tourist areas and avoiding unnecessary car traffic on the more minor roads in the area.

28. STEGE CITY PARK BY MØNSHALLERNE

A meeting place in Stege for all generations where creativity, art, sports and socialising can unfold in organised and self-organised forms. A park with a particular focus on sports, movement and community.

29. FANEFJORD TORV (MARKET HALL, CAFÉ AND HOUSING FOR NEWCOMERS)

Møn's new centre for local food - including development and sales. It is also a hub for Camønoen and a starting point for hiking routes and West Møn's many other experiences. In addition, a newcomer's home is attached.

30. NEW STAIRS AT MØNS KLINT (5 PCS.)

The current staircases are worn out and must all be renewed within a few years. The ambition is to develop unique staircases designed with respect for nature according to universal design principles, and with the hope that, modelled on facilities on the west coast of Norway, they can become attractions in their own right.

31. UNESCO WORLD HERITAGE AND UNESCO BIOSPHERE SIGNAGE SYSTEM ON THE ENTIRE ISLAND OF MØN

Establishment of a new signage system focussing on the designation basis for UNESCO Biosphere and UNESCO World Heritage. The signage system will be a logistics tool to guide visitors and strengthen the UNESCO branding towards locals and visitors.

32. REVITALISING THE REST AREA ON FARØ

The portal to Møn, Farø rest area, must appear more guest-friendly and structured with clear guidelines for stays and accommodation, etc. In addition, the site must be better utilised as a marketing channel for Møn.

33. ANCIENT HISTORY EDUCATION WITH A FOCUS ON STONE AGE MOUNDS

West Møn's Stone Age mounds have great potential and need to be better marketed and integrated into the overall story of Møn. The burial mounds are already part of the international megalith route.

34. MARITIME CENTRE IN KLINTHOLM HARBOR

New maritime centre focusing on the maritime past, present and future, which also serves as association community, sailing and hiking pit stop and a new tourist destination in Klintholm Harbour.

35. ATTRACTING WORKERS FOR TOURISM

There is an increasing demand for workers everywhere, and on Møn, we must also take concrete measures to attract people to the tourism industry - including a focus on synergies and cross-sectoral collaboration.

36. TOURISM DATA & MONITORING

Being a sustainable and developing destination requires continuous collection of tourism data and monitoring visitor statistics, guest experiences, and footprints. We need to create a more professional setup geared towards the future's tourism and knowledge needs.



4 PROJECTS

OFF-SEASON FOCUS

37. DARK SKY COMMUNICATION AND FACILITIES ON NYORD

Nyord is a Dark Sky core area, and therefore, work is underway to establish a central location for the facilitated Dark Sky certification, where, for example, an observatory could be established. A place where schools and visitors to the area can gain new knowledge about the importance of darkness for nature and people.

38. DARK SKY COMMUNICATION AND FACILITIES ON ØSTMØN

The area around Klinteskov and Møns Klint is a Dark Sky core area, and the establishment of interpretation facilities related to darkness and the night sky is desired in the area. A gathering place that can help showcase Dark Sky more effectively on East Møn, to the delight of both residents and visitors from outside the area, and contribute to the expansion of more Dark Sky experiences and products for accommodations in the future.

39. MØN CHRISTMAS MARKET

With its cosy market town of Stege, as well as enthusiasts, associations, trade and tourism networks, Møn has excellent conditions for creating an attractive Christmas market that can attract guests locally, nationally and internationally over several weekends to benefit locals, accommodation providers and businesses. In addition, a successful Christmas market could help boost tourism outside the high season.

40. WINTER HOLIDAY FOCUS INCL. CAMPAIGN

As a destination, we must become better at attracting winter holidaymakers, focusing on unique experiences indoors and in the beautiful nature of Møn. This requires common ground among the stakeholders, just as it requires more significant investment in marketing and product development to create a reason to go in the winter.



UNESCO DESTINATION MØN
PART 4 - "MASTER MØN 2034"

ORGANISATION

& PROCESS GOING FORWARD



HOUSEOFMØN

ORGANISATION

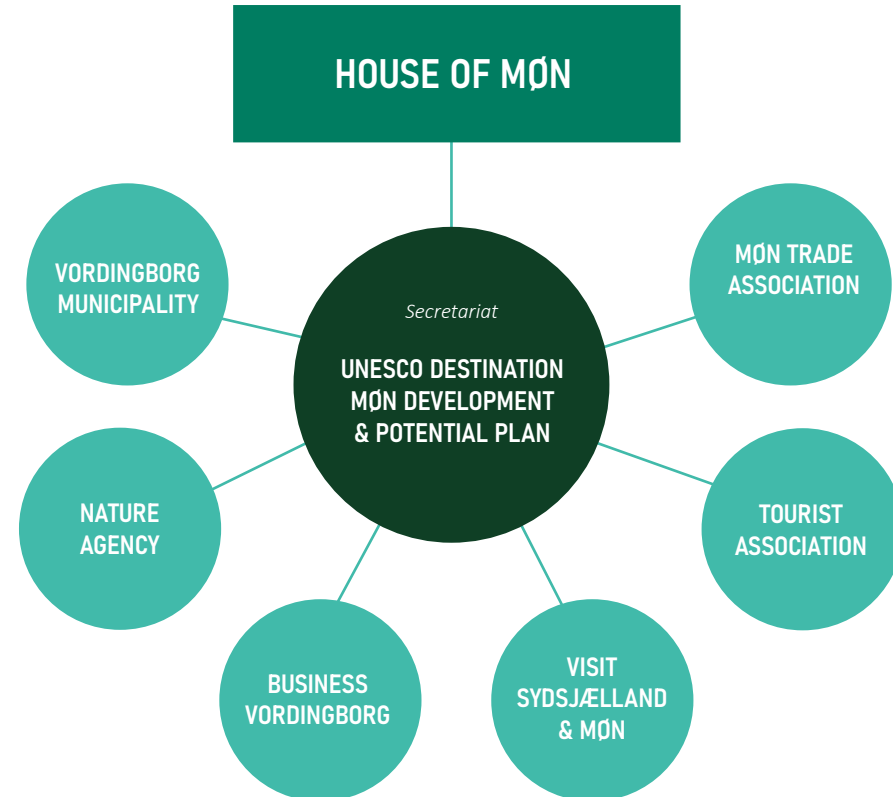
PROCESS GOING FORWARD

The development and potentials plan for UNESCO Destination Møn is today based as a strategic tourism project under the House of Møn.

The plan is to set up a locally based secretariat focusing on coordination and realisation of the plan.

The secretariat steering committee will consist of relevant people from:
House of Møn, Vordingborg Municipality, The Danish Nature Agency, Møn-SYdsjælland Tourist Association, Møns Handelsstandsforening, Visit Sydsjælland & Møn, Business Vordingborg.

Additionally, collaboration with the Danish Outdoor Council and the Danish Society for Nature Conservation is required on relevant projects.



3 PRIMARY PURPOSES OF THE SECRETARIAT

- Act as the central coordinator for major projects and fund applications.
- Contribute to the maturation and realisation of the 40 projects and potentials.
- Act as a body that can continuously adjust and follow up on the development and potentials plan as a strategic and dynamic action plan.

SOURCE LIST

REPORTS, DATA & INPUTS

REPORTS & DATA

- # Strategy for sustainable tourism, "Born of the sea under the stars", Vordingborg Municipality (April 2021)
- # Development plan for Zealand and the islands, "A common ambition for tourism towards 2025", The municipalities in Region Zealand (August 2020)
- # Tourism economic perspectives of the Fehmarnbelt Fixed Link for Region Zealand, Region Zealand (January 2023)
- # Development and action plan for the Møn Biosphere 2022-2027, Vordingborg Municipality (June 2022)
- # The economic importance of tourism in Destination South Coast Denmark in 2019, VisitDenmark (November 2021)
- # Data: Accommodation figures (commercial overnight stays) from Statistics Denmark / VisitDenmark

THANKS FOR INPUTS & DIALOGUE TO:

- # Møn-Sydsjælland Tourist Association's Board of Representatives
- # Vordingborg Municipality, Centre for Culture, Leisure and Development
- # UNESCO Biosphere Møn Secretariat
- # Visit South Zealand & Møn
- # Møns Museum / Museum Southeast Denmark