



## Visitor education now and then – Case studies of the Vadehavscentret and Multimar

Nationalpark  
Wattenmeer

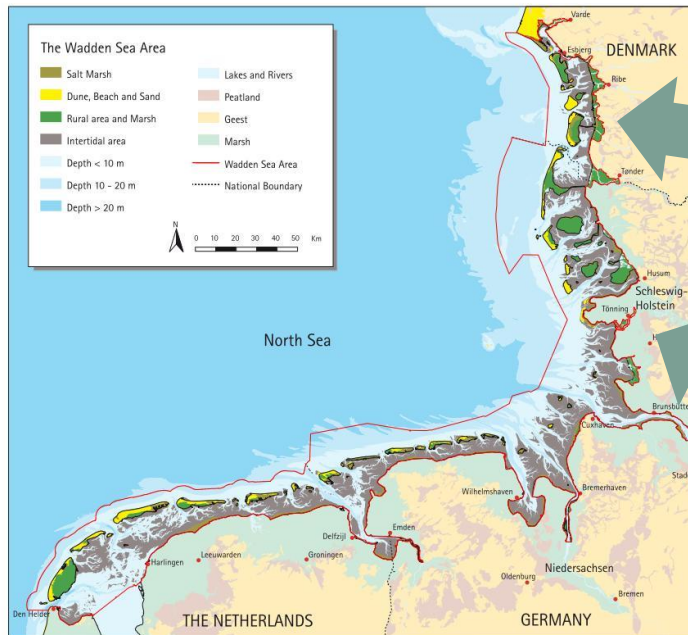


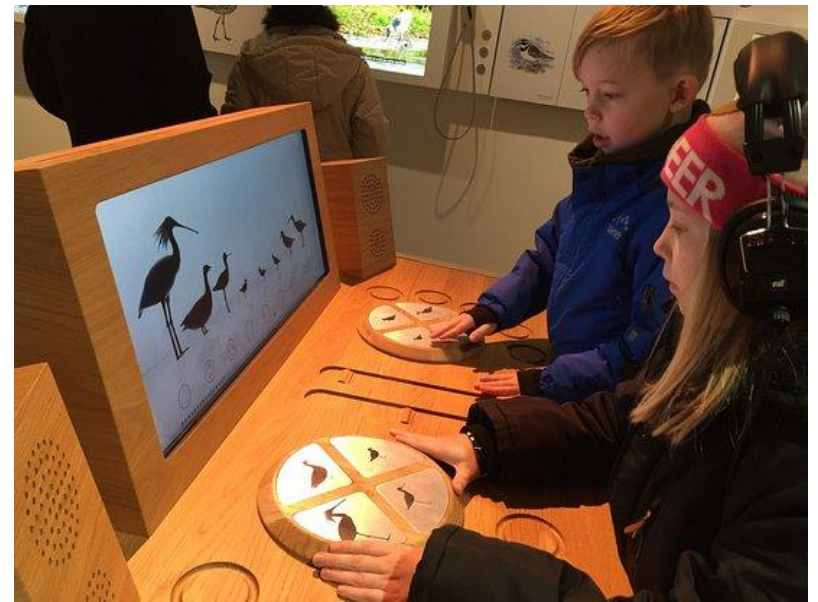
SCHLESWIG-HOLSTEIN

# One World Heritage, a border, two information centres, different approaches?

## One common goal... and 20 years in Time

The stories behind Vadehavscentret in Vestervedstedt, DK, and Nationalparkzentrum Multimar Wattforum, Tönning, D







# Characteristics

Vadehavscentret	Multimar Wattforum
<p>The goal with the Wadden Sea Centre 1992-2019...</p> <p>To rise the knowledge and the understanding to The Waddensea in the population, through Exhibitions, and Interpretation/experience on your own.</p> <p>Today the center is a rolemodel: organic food, suncells, geothermal heat and Code of Conduct.</p>	<ul style="list-style-type: none"><li>• Aquaria and interactive exhibition</li><li>• Experience living beeings</li><li>• Guides provide a personal approach via discussions and talks</li><li>• Bottom-up approach</li><li>• Provide answers or solution tracks to questions of the visitors (I have seen tracks. Who makes those? Why does the coastline look as it is? What's the fuss about tides and the moon?)</li></ul>





# On site, the buildings

Vadehavscentret	Multimar Wattforum
Reconstruction of an existing building 1100 -> 3000 m <sup>2</sup>	Building from scratch, on a site that was planned for shrimp-processing factories, originally
The architecture requirement was that the center should be adapted to the landscape. Many journalists have subsequently written that it is as if the center is growing out of the ground. More lab and class rooms 1100 m <sup>2</sup> exhibition Group house	<ul style="list-style-type: none"><li>• Open building</li><li>• maritime triangles, sails,</li><li>• scenery should enter the building through wide windows,</li><li>• Modular concept</li><li>• Architecture demanded special efforts from the exhibition designers</li><li>• 4000 m<sup>2</sup> meanwhile</li></ul>

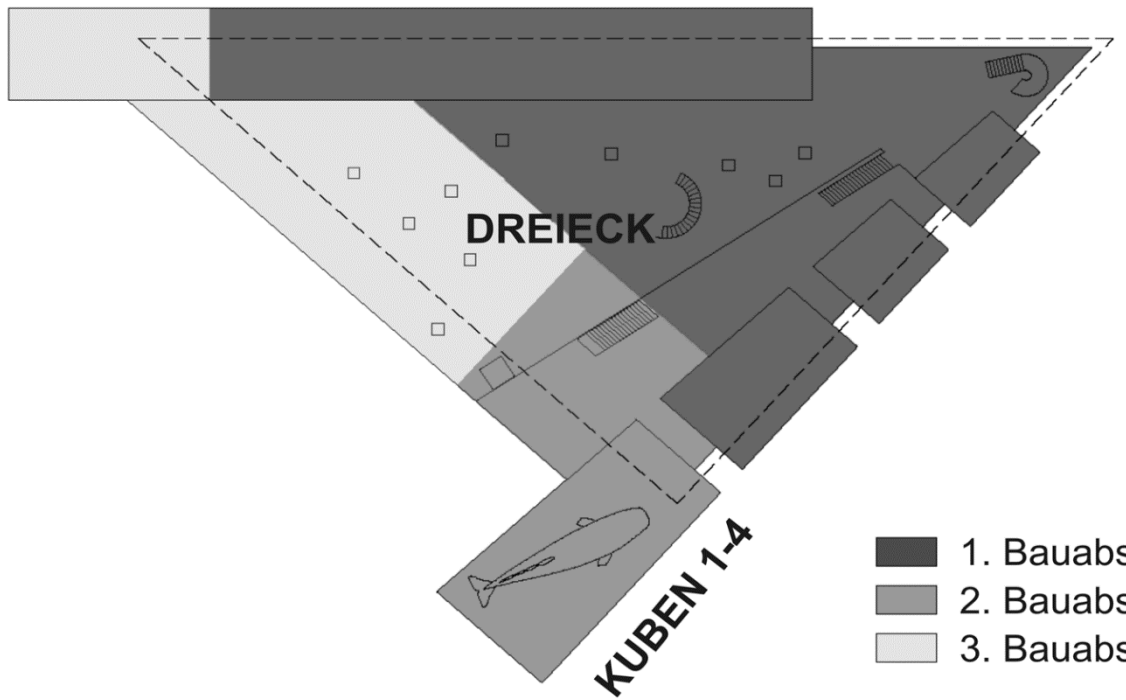








**RIEGEL**



- 1. Bauabschnitt
- 2. Bauabschnitt
- 3. Bauabschnitt





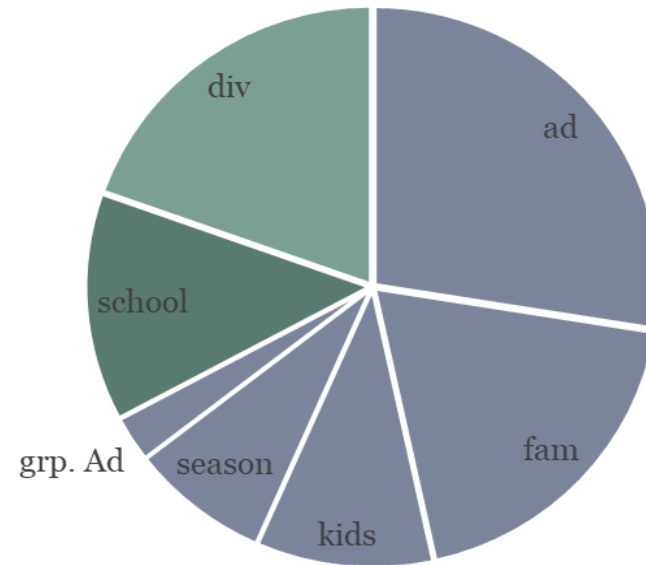


# Visitors Multimar Wattforum

180 000 avg, increasing



visitors



■ ad ■ fam ■ kids ■ season ■ grp. Ad ■ school ■ div



# Visitors Vadehavscentret

- Education: 300 schools, ungdomsgrupper rising
- Individual tourists: climate tourists,
- Group travels: rising numbers



# Schools and Students

Vadehavscentret	Multimar Wattforum
Biology in danish schools hands-on and practical	<ul style="list-style-type: none"><li>• No common rules for biology in school. A visit to the Multimar is one of the rare opportunities for pupils to experience real animals, often.</li></ul>
Mandatory (+/-) school trips to educational facilities	<ul style="list-style-type: none"><li>• Class excursions can be planned to any place. Educational sites like Multimar are in competition with theme parks and other fun spots.</li></ul>





# financing

Vadehavscentret	Multimar Wattforum
<p>Owner: Esbjerg Municipality</p>	<ul style="list-style-type: none"> <li>Nationalparkzentrum Multimar Wattforum is part of the provincial administration</li> </ul>
<p>Half private/public Operational costs covered by entrance fees and nature guide activities, 15% support from Esbjerg municipality, additional funding by the ministry of education, culture club (44 businesses) project funding</p>	<ul style="list-style-type: none"> <li>Building funded by European grants and the Bundesstiftung Umwelt. The operation of the facility is financed by public money of the provincial government.</li> <li>We are obliged to aim at an economic profit in order to refinance the operation of the center.</li> </ul>





# The general audience



Vadehavscentret	Multimar Wattforum
More visitors with higher income	Tourists visiting the Wadden sea Coast and the beaches
International audience (24 nationalities)	Travel groups (team tours, bus travels)
More groups	Locals (season pass)



# What we have learned, so far...

**Reduce information levels, have the important stuff visible at first sight...**

**Use colours, pictures and interactive parts**





## Lessons learned...

- visitors change over the years
- Reading isn't everybody's favourite...
- Variability in groups
- Living animals and „bones“ draw an audience
- Less senior citizens, change in mobility
- Number of school programmes and classes depend on structural issues in schools (costs, time slots, safety issues, teachers's time)
- The exhibition works for all generations – still

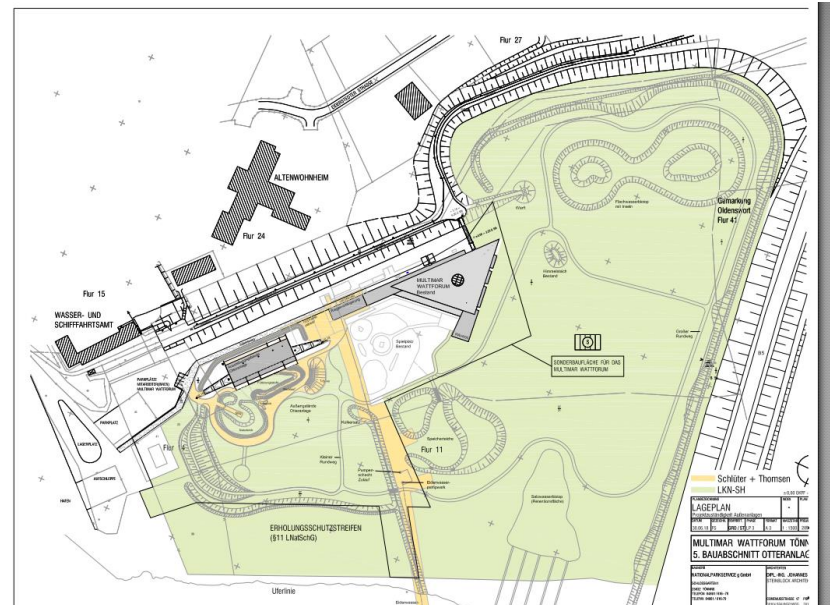


# Future Plans



We are building a boathouse this winter. For kayaks, bicycles, snorkeling equipment, car and more.

## New Otter exhibition and building



# Collaboration

- bietet viele Vorteile für die treuen Saison Gäste

9 Einrichtungen bieten, neben vielen Erlebnissen in Natur, Wissenschaft und Technik, ein besonderes Angebot in 2017: Nutzen Sie Ihre in 2017 gültige Jahres-/Saisonkarte und erhalten Sie in allen Partnereinrichtungen 50 % Rabatt auf Ihr Tagesticket.

Kommen Sie und erleben Sie alle Parks und deren besondere Erlebnis-Angebote!





# Thanks for your attention!

... meet you at Havbundsløbet 2020!



HAVBUNDSLØB The 18. Juni 2020

Claus and Klaus

