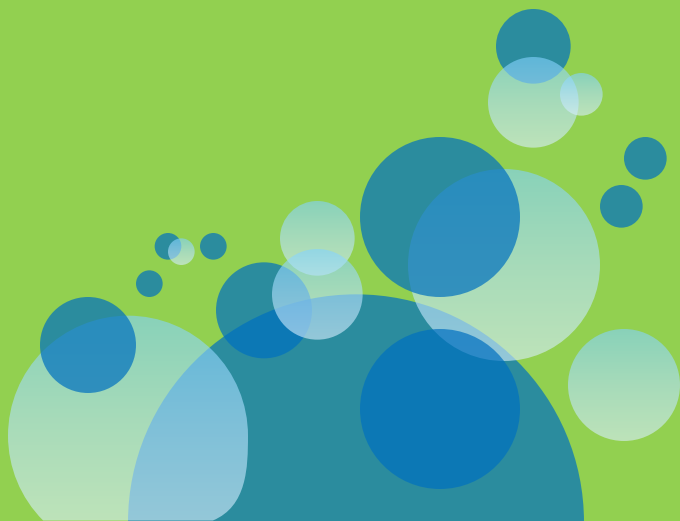




# The Island of Wonders

Tourism on Bornholm



- 600.000 tourists a year
- Danish: 50 %  
German: 20-25 %  
Swedish: 10 %  
Polish, Dutch and Norwegian
- Tourism is the main income
- Season jobs are common
- 50.000 students on study trips



# Facts

Fishing  
Beach/relaxation  
Adventure      Camping  
Family  
Cycling

- Nature
- Round churches
- Smokers
- Natur Bornholm
- The Museum of Art
- The Medieval Center
- Glass blowing
- Ceramics



**Sights**

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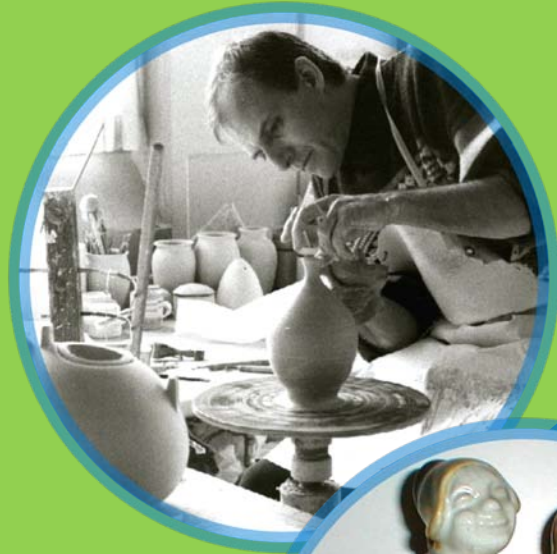
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**Sights**

# Events

- Culture Week
  - Mid September
  - Different theme each year
  - Off Season Concert
- Animal Fair
- Port festivities
- Jazzfestival in Allinge
- Trolling Master Bornholm



# Events

- Culture Week
- Animal Fair
  - Beginning of July
  - Shows
  - Competitions
  - Tivoli
- Port festivities
- Jazzfestival in Allinge
- Trolling Master Bornholm



# Events

- Culture Week
- Animal Fair
- Port festivities
  - Around the island
  - Supporting local athletic clubs
  - Live music
  - Tombolas
- Jazzfestival in Allinge
- Trolling Master Bornholm



# Events

- Culture Week
- Animal Fair
- Port festivities
- Jazzfestival in Allinge
  - Mid July
  - Jazz bands from Scandinavia and Germany
- Trolling Master Bornholm



# Events

- Culture Week
- Animal Fair
- Port festivities
- Jazzfestival in Allinge
- Trolling Master Bornholm
  - End April
  - 3 days
  - Around 150 participants from all over Europe



# Events

## Etape Bornholm

- Week 30
- 5 day marathon
- 3 day youth race
- 3 day kids race
- 2.200 runners from all over Europe



**RECOMENDED FOR  
YOUNG PEOPLE**

# Events

## Hammershus Fairtrade Concert

- End July
- Create awareness of fairtrade
- Established artists
- Whole-day event
- The profit goes to projects in Africa



**RECOMENDED FOR  
YOUNG PEOPLE**

# Events

## Wonderfestiwall

- First weekend of September
- Established and new artists
- Camping area
- Age limit: 15+
- Wall of Wonders



**RECOMENDED FOR  
YOUNG PEOPLE**

- Vision
- Branding strategy
- “Bring Bornholm on the world map as 100% green and attractive Island”



**Bright  
Green  
Island**

- Sustainable energy
- Healthy and less stressful living
- Sensory experiences
- "Green" buildings
- New conference hall



**Bright  
Green  
Island**