

WHY WADDI? TECHNOLOGY TEST ON FANØ NEXT STEPS



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Interreg



Kofinanziert von
der Europäischen Union
Medfinansieret af
Den Europæiske Union

Deutschland – Danmark



WHY WADDI?

- 8 million overnight stays
- Overtourism when it peaks in main season
- Increases 3-6 % every year
- Exhausted locals
- Climate tourist from Southern Europe

We need ...

... visitor management
+
focus on
code of conduct!
(GREEN NUDGING)



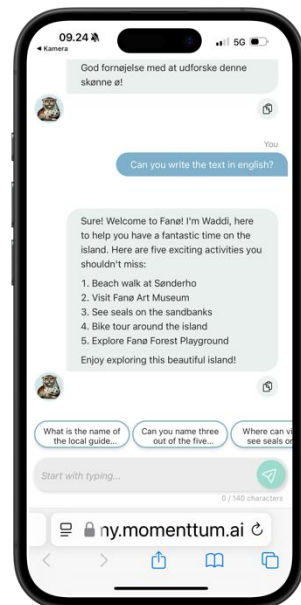
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NATIONALPARK
VADEHAVET

TECHNOLOGY

AI TALKS WITH DATA



ChatGPT



Traffic data

Mobile data

Weather data

DOF Database

Satellite data

Brochures

Articles

Pictures

Content web

Code of conduct

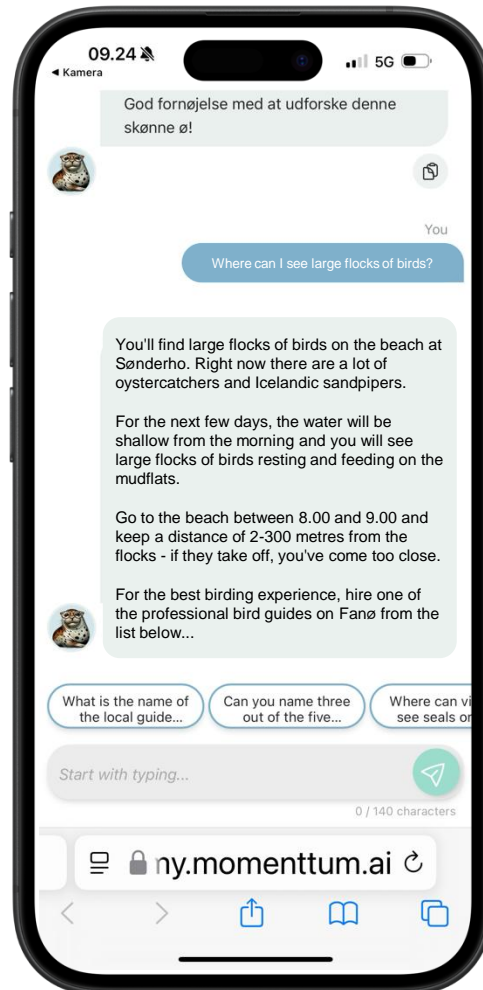
Reports

Data sheets

Opens in a browser (not an app)
No tracking, no cookies

TECHNOLOGY

AI TALKS WITH DATA



Where can I see large flocks of birds?

You'll find large flocks of birds on the beach at Sønderho. Right now there are a lot of oystercatchers and Icelandic sandpipers.

For the next few days, the water will be shallow from the morning and you will see large flocks of birds resting and feeding on the mudflats.

Go to the beach between 8.00 and 9.00 and keep a distance of 2-300 metres from the flocks - if they take off, you've come too close.

For the best birding experience, hire one of the professional bird guides on Fanø from the list below...

DOF Database

Data sheets

Weather data

Visitor management

Code of conduct

Content from web

TEST ON FANØ

- Closed test environment
- 12 minutes with ferry
- 3400 locals
- Hundreds of thousands of tourists
- Small towns, large beaches, lots of nature and wildlife











META CAMPAIGN

- People located on Fanø with Danish or German language on the phone
- Ads on Instagram and Facebook

TEST RESULTS #1

- Test from April 2024 to November 2024
- 1.524 real questions (+ a lot of teasing questions)
- Less than 1 % used Waddi when they visit Fanø
(Rough calculation with high uncertainty)
- 50 % Danish
16 % German
14 % English
6 % Italian
14 % others
- Half of clicks comes from Meta ads
Half from scanning QR codes on posters and stickers
- Danes loves to click on ads on Facebook and Instagram (95 % of clicks)
- Germans are more into QR-codes on posters and stickers



TEST RESULTS #2

Question category

Events and activities	20 %	
Seals and seal safaris	17 %	←
Food and restaurants	12 %	
Cycling and hiking	10 %	
Nature and wildlife	8 %	←
History and culture	6 %	
Transport and ferries	6 %	
Weather and weather	5 %	
Shopping and local products	3 %	
Where to stay	3 %	
Roads and maps	2 %	
Other questions	6 %	
Total	100 %	

+25 %
INVOLVES SEALS,
NATURE AND WILDLIFE

75 %
STANDARD TOURIST
INFORMATION

From nature guide to tourism guide

NEXT STEPS

- Merge with Visit Data (Visit Denmark and NTT)
- Merge with Parsonii (NTT)
- Further development through regional and trilateral projects
- More content experiences that benefits nature
- More users to make an impact



DIGITAL AI-GUIDE FANØ



Spørg mig om gode
oplevelser på Fanø

Frag mich nach tollen
Erlebnissen auf Fanø

Ask me about great
experiences on Fanø

← Waddi



Scan og snak med mig
Scannen und mit mir reden
Scan and talk with me



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THANK YOU



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