Lake Hornborga Nature Reserve

Anders Bergström, site manager
Nature Conservation Department
Wetland of international importance
Lake Hornborga = Cranes

Photo Kent-Ove Hvass
Main tasks

Nature management

Visitor management

Photos: Kent-Ove Hvass
Nature reserve
Natura 2000
Ramsar

250 000 visitors
2 visitor centres
8 visitor areas
8 bird watching towers
5 hiking trails
3 hides
Two main visitor centres

Naturum Hornborgasjön

25 000 – 30 000 visitors

Trandansen

150 000 visitors

Photo: Kent-Ove Hvass
Trandansen

Advantages
• Easy access
• Predictable
• Comfortable
• Other sites of interest
• Exposure in media

Challenges
• Visitor pressure
• Balance

Photo Kent-Ove Hvass
Co-operation

• Tourist offices
• Local authorities
• NGO:s (birds & sport)
• Local history society
• Church
Development as tourist event

”The Big Crane Dance”

• Fair with local food
• Information fair
• ”Day of the crane”
West Sweden Tourist board – Trandansen as an event for export

**Development**
- Higher quality
- Increased income from tourism

**Means**
- Common vision
- Co-operation and organisation
Why promote tourism in protected area?

Our view
• Public funding
• Education and awareness
• Acceptance for nature conservation

Broader view
• Local entrepreneurs
• Regional development
• Local acceptance for nature reserve
Sustainable management

Nature values

Economical/organisational

What comes after the project?
Thanks

Photo Kent-Ove Hvass
Tranguidningar
Vinter – örnhelger