

INSPIRATIONAL PACKAGE MORS



Interreg
North Sea Region
CUPIDO
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INTRO

In spring and summer of 2019 Morsø Municipality completed a strategy plan until 2030. In this tourism, shellfish and culture have a significant place and funding is secured for years ahead.

The development of this strategy was a highly inclusive process. Open meetings were held where the general public could give their ideas, thoughts and criticism. All these inputs were compiled and have become the foundation for the initiatives of the strategy.

For tourism our shellfish is a cornerstone for future development. This will be the area of special focus for development of new products and where the support will be directed towards.

The Cultural Summit (Kulturmødet) is a flagship for Mors and by far the biggest event in the island, with more than 25.000 visitors. This is also an event which the island will promote and facilitate over the next many years.



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MORSØ INTERVIEWS

In Mors we conducted 11 interviews, with almost equal representation of cultural and business players. Despite those different perspectives and the variation in questions asked, the answers are mainly following the same perspectives

Overall it is agreed, that the area has a strong history and a very strong sense of community. The support and positive energy is strong and many feel a high sense of belonging and pride. Although Mors is a considerable distance from larger cities, the air is fresh, the nature lovely and you can find peace and quiet. There is a great potential and a good idea can become real if you are willing to work for it. Mors has a very strong “do it your-self” mentality, which perhaps stems from being an island and being cut off in the past. That meant a need for self-sufficiency which still lives on today.

The area does have strong industries who also build on their heritage and history, such as Morsø Iron Foundry, which is a flagship business in Mors and known all over the country. In the smaller scale the Farmhouse Bakery (Gaardbageriet) is a small and very successful family business with a clear storytelling behind about their heritage.



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These are two examples of how Mors can use the history and heritage in storytelling of the island as well as in the development of new businesses. There are challenges, particularly regarding the shellfish sector, as the local community are not entirely embracing shellfish as a delicacy. The understanding of the full potential in this sector yet to be experienced by more people.

Mors is a traditional agricultural community in many ways and still has a very large agricultural community in the island. Along with the shellfish industry, local foods and products are an obvious area to focus on. In Denmark gastro tourism is growing and becoming a booming industry in other parts of the country. Mors has the unique oysters and shellfish, which has great potential to build on.

Overall it is agreed that there is a need for a focused effort and an increase in investment by the municipality to develop a strategy. In order to attract and retain young people and for them to potentially start a business, they need support and facilities.



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THEMES & TRENDS IN MORS

In Mors we focus on these themes: Shellfish, culture and our nature - in particular the mo clay. These themes are addressed in the 2030 Strategy for Mors, Fælles om Mors. In this Inspirational Package we will focus on the Shellfish Theme.

Shellfish:

Under this theme there are several different perspectives. The primary being shellfish in the culinary perspective and how we would like to see more shellfish and oysters on the menus in our local restaurants.

We would also like to promote shellfish in our local diet to a higher degree, as it is both healthy and locally produced.

Then we would also like to become more known for our local shellfish and to make sure that people all over Denmark are aware of where these oysters come from.



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The second perspective under this theme is the potential it holds as a trade and an industry. We already have a handful of mussel farmers and both the largest shellfish industry in Denmark, as well as a few smaller, but we believe that the potential is much greater, and we would like to see this industry grow and become a driver in the local economy.

Thirdly we are branding Mors as the Shellfish Capital of Denmark. For this to really take off, we need for this industry and cultural heritage to be much more visible in our island and in Nykøbing, particularly.

This also ties into our tourism strategy, where we would like for all visitors to have no doubt about the shellfish cultural heritage and history.



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TARGET GROUPS IN MORS

For Mors we will focus on 3 target groups: young families and gastro tourists and young adults.

Young families and/or couples:

They have a higher education, interested in exploring the roads less traveled and are interested in history, culture, gastronomy and nature. They want a vacation with interesting experiences, something educative for their children and quality time together. They have a middle- to higher income and prioritize spending their money on quality instead of quantity. They prefer the authentic and rustic. They might prefer camping, but would like a certain level of comfort and amenities, such as clean showers and toilet facilities – Glamping.



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Gastro tourist:

Foodies, for whom food and culinary experiences are worth travelling for. They seek the unique and special and are willing to pay for it.

They are interested to know about the origins of particular foods, culinary traditions or food cultures. They are keen to explore and discover new frontiers of gastronomy and seek the ultimate. They follow trends and fashions in food and like to be amongst the first to try something new. They prefer nice hotels and value luxury.



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Young adults:

Young people between 16 and 22 years old. Creative and interested in arts and culture, but also the general local youth. Curious about the world, but perhaps not yet well travelled or well versed in fine arts or high culture.



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SCENARIOS IN MORS

Scenario 1 - young families and couples:

Attractive outdoor facilities and opportunities to explore nature. Develop exciting and interesting tours and ways to experience the shellfish (boat trips, oyster safaris with cooking classes, explore the fjord with kayaks and row boats, classes to learn to SUP, kayak etc. and guided kayak tours to particular places of interest incl. Camping etc.). Good options for small hotels and B&Bs for a moderate budget, but still with class. Good camping facilities around the island and good way-finding (signs and mapping). Good options for eating out and finding what they need for outdoor cooking and easy access to rental of outdoor equipment.



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Scenario 2 - Gastro tourists

Opportunities to go out with fishing boats to catch oyster, for the authentic shellfish experience, gourmet oyster safaris with top chefs as guides and biologists. Guided tours to places of particular interest for shellfish and other of the local products. Develop tours with departure in bigger cities for an ultimate shellfish experience for a day, with guide, boat trip, cooking class with top chef and stay at a top hotel in the island if possible, otherwise transport back. Good way-finding to places of interest with easy access by car and or by foot. Excellent eating opportunities and attractive accommodation.



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Scenario 3 - Young adults: Theatrical shellfish dinner – for free!

A dinner at the old ports warehouses. Local fishermen would bring in the day's catch of oyster and mussels, which would be poured directly on to the long tables. Here little table grills would be distributed and you could grill their own shellfish.

In collaboration with the local regional theatre, LimfjordsTeatret, there would be happenings throughout the dinner, with stories and fairytales about oysters, the fjord, the landscape – anything and everything relevant and festive.

A top chef would present elaborate oyster and shellfish plates, which would set the contrast to the rustic and authentic settings and spark, curiosity, inspire creativity and a desire to learn more.



