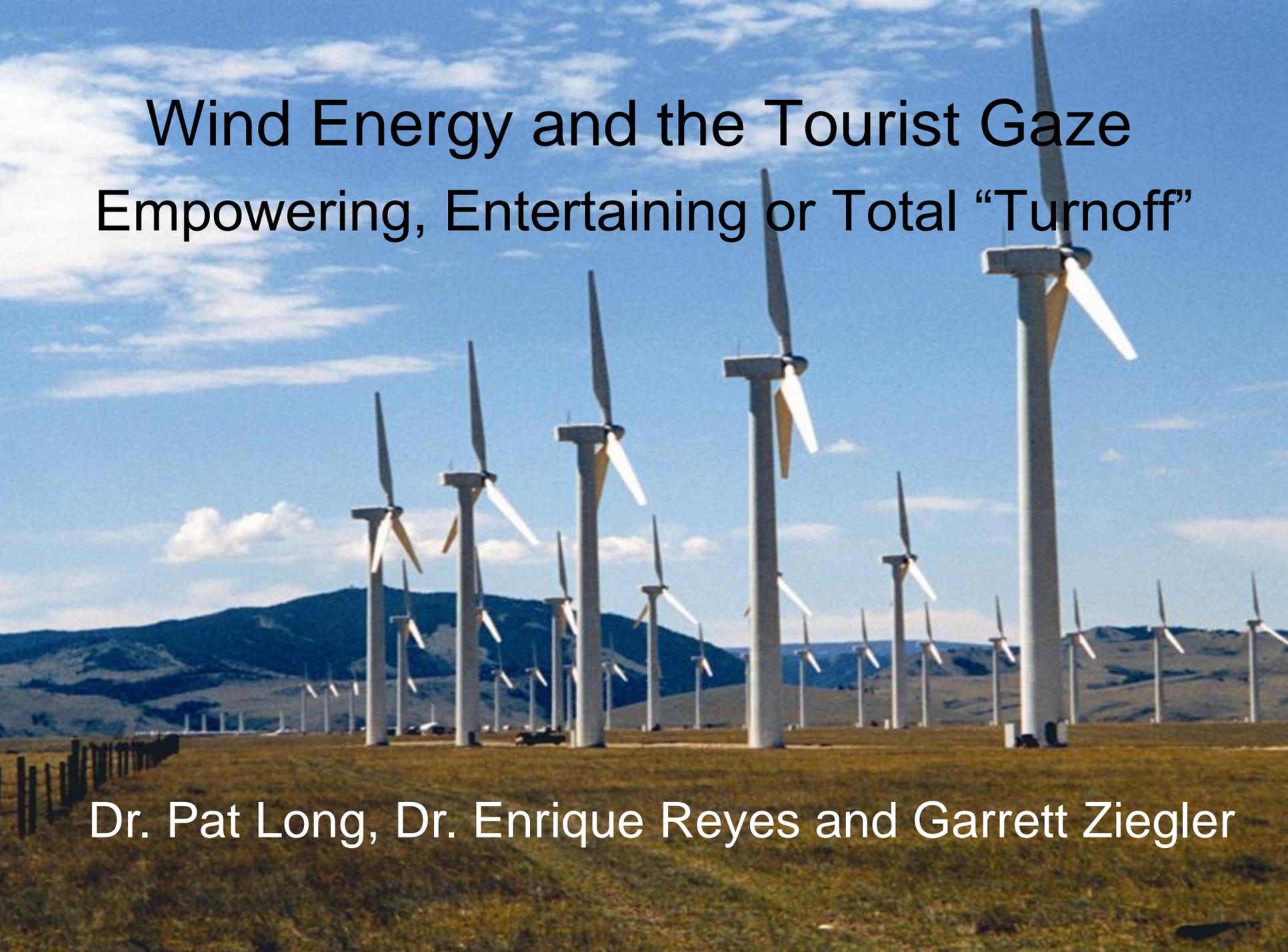


Wind Energy and the Tourist Gaze Empowering, Entertaining or Total “Turnoff”

Dr. Pat Long, Dr. Enrique Reyes and Garrett Ziegler



Summary . . .

- Number of tourism attitude studies on offshore wind farms is low; on-land turbine studies are more numerous.
- *Offshore locations are commonly preferred to on-land sites.*
- Tourism can successfully include wind turbines and farms, both rural and urban.
- *When used to brew beer, wind turbines are accepted by 99% of the population.*

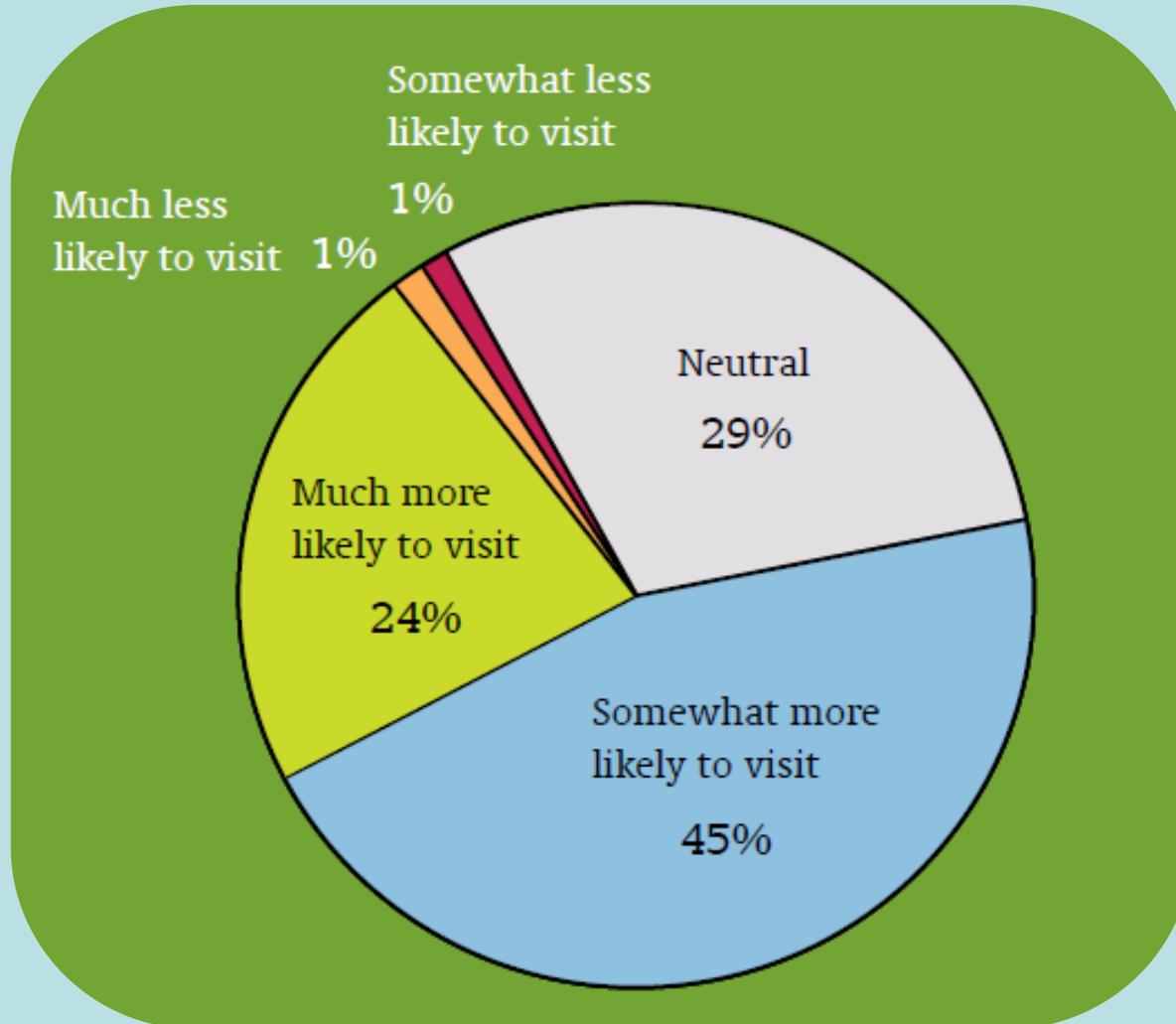
Questions to think about...

- What factors make wind energy acceptable to the traveling public?
- Would the presence of wind energy initiatives affect *your* willingness to visit a destination?
- Are your attitudes towards wind energy different when on vacation than at home?
- At what point or under what conditions can wind energy itself become a tourist attraction?

Growing interest in “Green Travel”

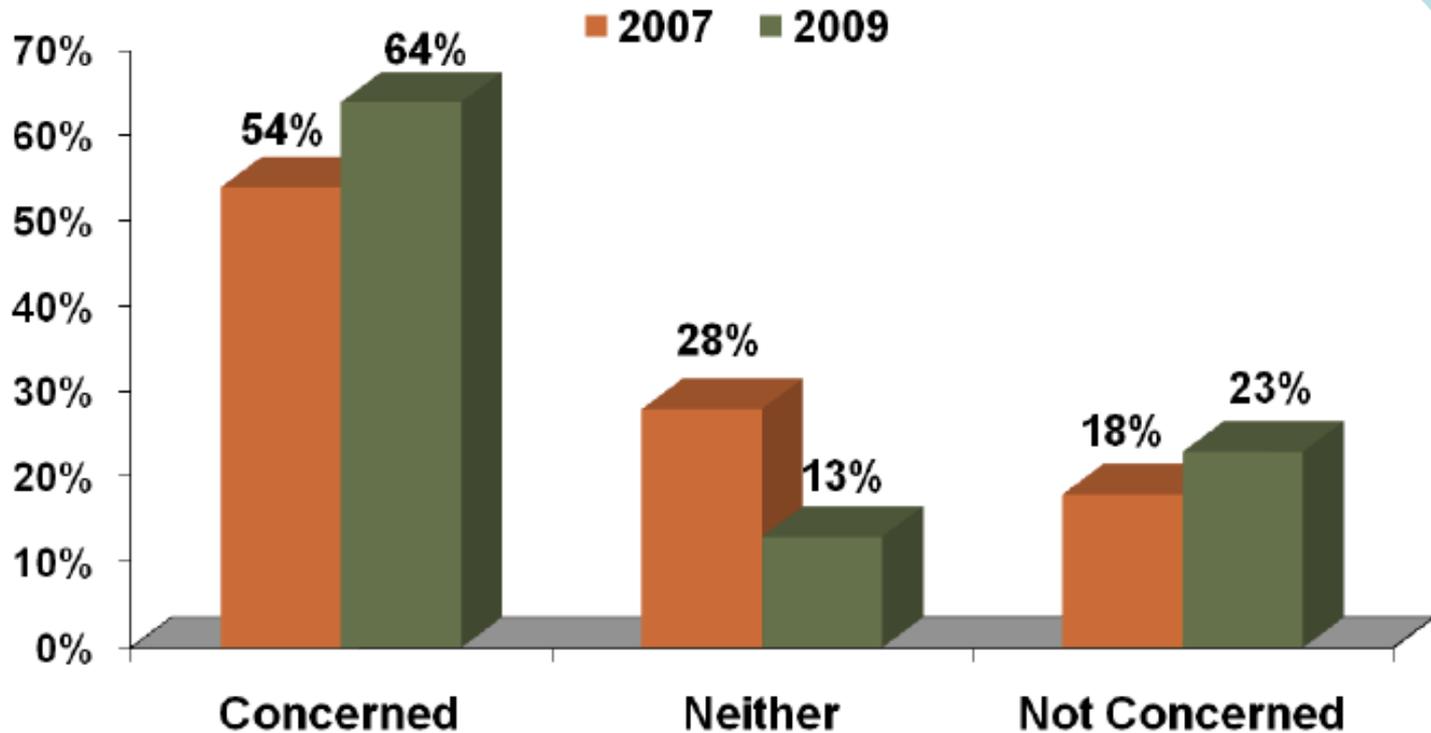
- **87%** of U.S. consumers are seriously concerned about the environment (GfK Roper);
- **30%** of consumers make an effort to avoid buying products from corporations they don't feel are environmentally responsible (GfK Roper);
- **22%** boycott those that are harming natural resources (GfK Roper);
- **73%** of consumers consider it important or very important that companies have a good environmental track record (BCG January 2009);
- *Despite current economy, **67%** of US consumers that claimed to buy green products reported buying the same amount, **25%** reported buying more, and only **8%** are buying less (Harris Interactive March 2009)*

Traveler Likelihood of Visiting Green Attractions



Source: PGAV Destination Consulting

Traveler 's Concern with Climate Change is Rising



Source: U.S. Travel Association and Ypartnership, *Travelhorizons™*

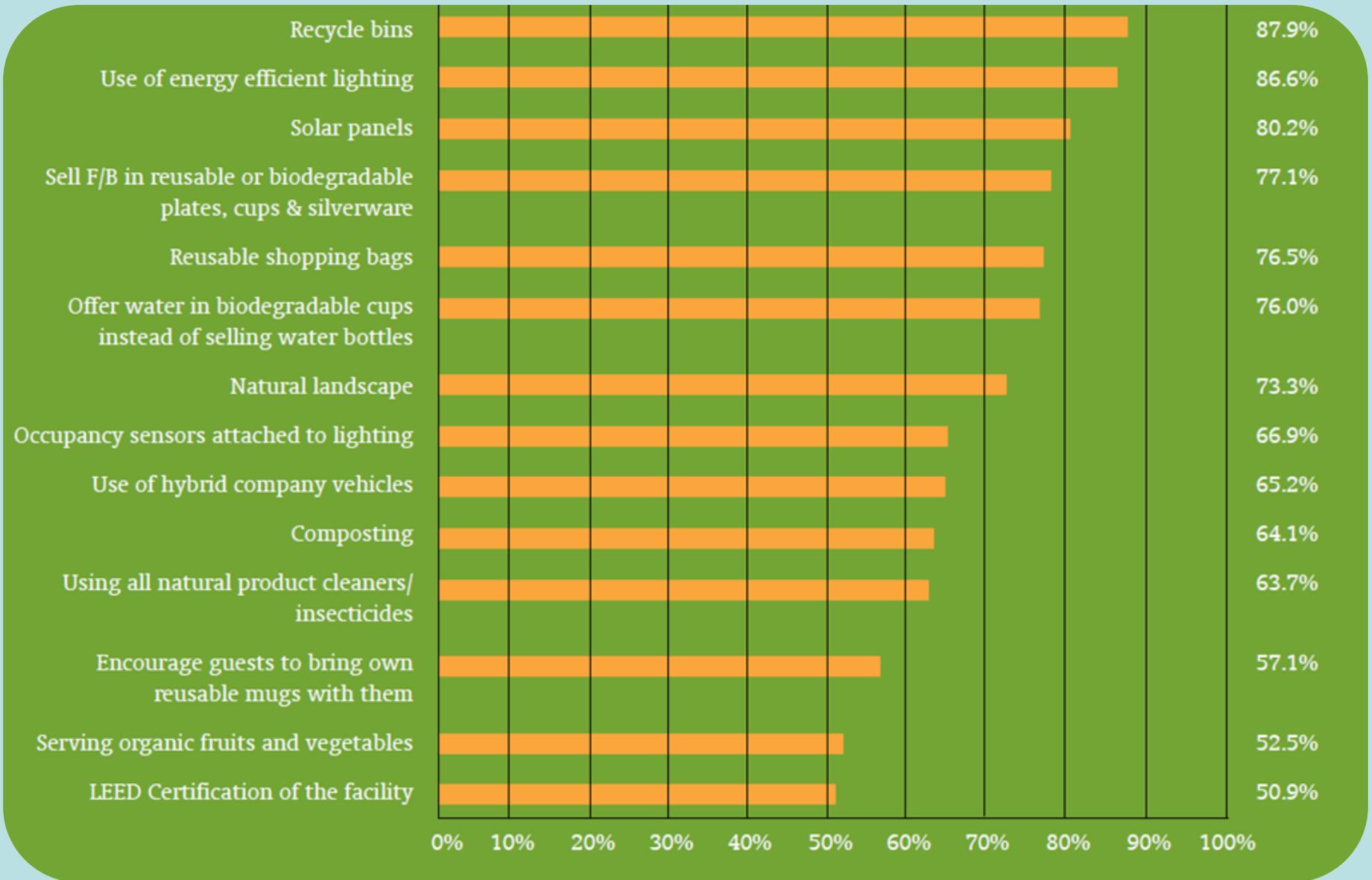
Source: U.S. Travel Association and Ypartnership, *Travelhorizons™*

CONCERNED

NEITHER

NOT CONCERNED

Green Practices Travelers Look for at Destinations



General Consensus of the Green Travel Market

1. Green is mainstream and awareness of the issues and environmentally-responsible behaviors are increasing.
2. Affluent, educated and higher-end travelers are the most sustainability-oriented.
3. Consumers do not understand the intricacies of the cost of traveling green.
4. There is a significant market for price premiums.
5. The travel industry is not yet satisfying consumers' green needs.



Imagine...





Maldives



Photo credit: www.skystreamenergy.com



Photograph: Chiara Goia

“We want the Maldives to be the place to test renewables. We want the Maldives to be the place to build renewables. We want the Maldives to be the place to invest in renewables. We will position the Maldives as a showcase for renewable energy”

President Nasheed

Scotland



“Nine out of ten tourists visiting Scotland's top beauty spots say the presence of wind farms makes no difference to the enjoyment of their holiday, and twice as many people would return to an area because of the presence of a wind farm than would stay away.”

British Wind Energy Association

Outer Banks Brewery



Photo courtesy Outer Banks Brewery

Not only is it the country's first Brewery powered by a wind turbine, its also the first and only restaurant.

-O.B.B.

Jiminy Peak Mountain Resort, MA

Zephyr Wind Turbine



Photo courtesy: [picasaweb.google.com](https://www.picasaweb.google.com)



Photo courtesy: www.gonomad.com

Can This Be a Tourist Attraction?

Atlantic City, NJ



Courtesy A.C. Weekly

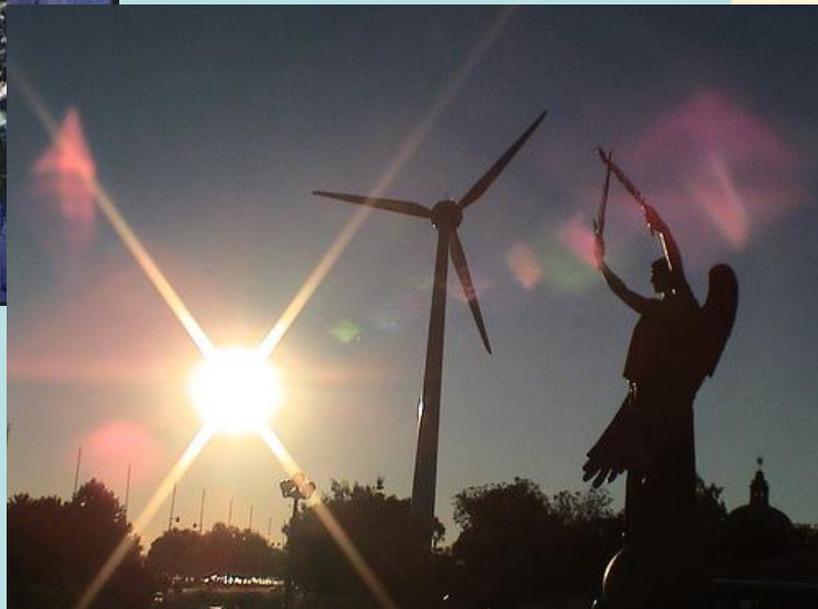
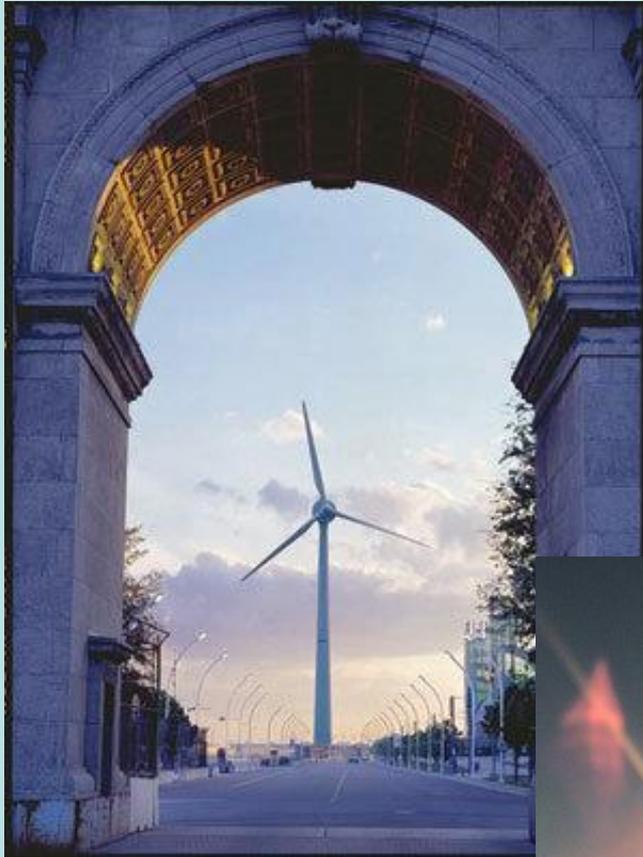


Photo Courtesy <http://www.msnbc.msn.com/id/10692195/>

Does This Tourism Really Blow?

Toronto

Can wind turbines themselves be tourist attractions in Urban settings?



The Future of Wind in Tourism . . .



Norway's Concept of an Off-Shore Wind Farm Resort.
(combine turbines with tourism =
"tourbines")

A Wind Energy Celebration
Center Built Into the Base
of a Wind Turbine.



Photos courtesy inhabitat.com

Factors affecting attitudes as reported in the literature

- Cumulative effects on projects clustered closely together;
- Proximity to important features;
- Energy policy opinion;
- National good/security of supply;
- Perception of the developer; Price \$\$\$ of gasoline
- Economic effect—property values;
- Social impact on community fabric;
- Local impacts of construction;
- Impact on the local environment.

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- Bode, S., Hapke, J., & Zisler, S. (2003). Need and options for a regenerative energy supply in holiday facilities. *Tourism Management* 24, 257-266.
- Norwegian turbine city could be the next big eco-tourism attraction. Online news article.