

Innovation report inspiration trip Camping Zonneweelde

Camping Zonneweelde (Nieuwvliet) is a leading recreational company that places a strong focus on trends and innovations in tourism. Zonneweelde seeks to address emerging visitor trends whilst managing important partnerships with the local community. Its latest highlights include.

- The design and build of a new central building on the site to attract both tourists and locals. For example, takeaway meals are available from the building on the campsite but also on the street side. The new building will include various facilities including an Italian restaurant, a chip shop, a mini supermarket, a boutique shop, a large and open reception, special meeting room facilities (on the 1st floor - MICE), bicycle rental, a laundry and a covered play area of 250 m² in rainy weather.
- Zonneweelde has reduced the number of places on the campsite with a focus on increased visitor experience, with attention to different budgets and tastes. This way, visitors can choose between different sized camping places and other accommodation formats including glamping, chalets, luxury hikers' cabins and beach houses.
- "Sleeping on the beach" - The most appealing element of Zonneweelde's offer involved a significant investment in seasonal luxury beach houses. The 20 beach houses have uninterrupted sea views are a guarantee for extremely high occupancy rates given their unique location. In addition to the visitors dimension, delegates were curious about the nature of the planning approval for their seasonal use of the dunes. Permission was granted for the placing houses on the beach, inter alia on condition that the entrepreneurs took care of it for electricity supply and a permanent wastewater pipeline from the beach connects to the regular network. During the winter, the beach houses are stored on the campsite to restore nature and avoids damage from winter storms. An innovative concept that exploits the beach from spring to autumn without permanent damage to this beautiful environment.

