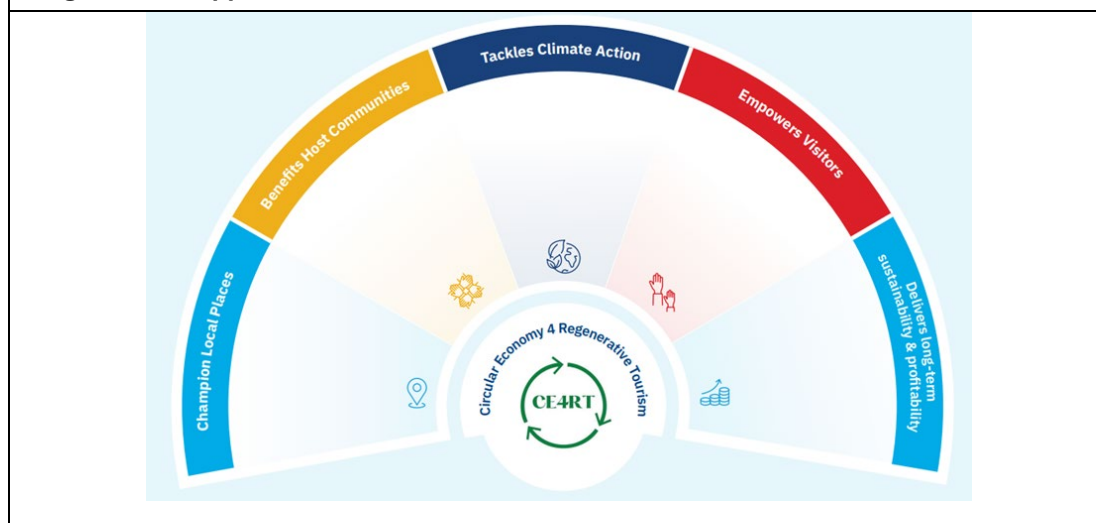


Country:	The Netherlands
Type of Business:	Outdoor activities, farming and small accommodation
Business Name:	Puur Terschelling

A Regenerative Approach to Tourism



Our Story and Journey – The people, place, uniqueness and values.

Puur Terschelling is a family-owned business deeply rooted in the island’s natural beauty and heritage. Since 2005, the Bierema family has transformed their farm into a sustainable tourism operation, offering unique experiences like horseback riding, covered wagon tours, and ecofriendly camping. Central to our values is championing the local landscape, preserving Terschelling’s dunes, forests, and beaches while educating visitors about the island’s rich ecosystem. We believe in giving back to the community, collaborating with local businesses, and supporting the economy. By prioritizing sustainability and animal welfare, Puur ensures that both guests and the environment benefit from our operations. Through every activity, we strive to leave a positive, lasting impact on both our guests and our island home.

Regenerative Practices

Champions Local Places

- Incorporate Terschelling’s unique landscapes (dunes, forests, mudflats) into every experience, from trail rides to mudflat walks.
- Collaborate with Staatsbosbeheer to support nature conservation and manage sustainable use of the island’s ecosystems.
- Educate guests on the island’s natural and cultural heritage, promoting awareness and appreciation for the local environment.

Benefits Host Communities

- Employ local staff and collaborate with local businesses to strengthen the island’s economy.
- Promote Terschelling’s cultural heritage, including its long history with Friesian horses and island traditions.
- Participate in community-driven sustainability projects, such as renewable energy partnerships with local solar panel providers.

Tackles Climate Action

- Use solar energy and other renewable resources to power facilities and reduce carbon emissions.
- Promote eco-friendly camping options that minimize environmental impact through sustainable materials and low energy consumption.

- Engage in nature management by using horses to help maintain local dune ecosystems in collaboration with environmental organizations

Empowers Visitors

- Offer educational experiences that encourage guests to respect and preserve the natural environment.
- Provide information on sustainable practices during each activity, from responsible horse riding to wildlife preservation.
- Enable guests to participate in environmentally responsible tourism by promoting low impact activities and waste reduction efforts.

Delivers Long-Term Sustainability and Profitability

- Maintain certifications for animal welfare and sustainability to ensure long-term responsible tourism practices.
- Balance profitability with environmental stewardship by reinvesting in eco-friendly infrastructure and sustainable practices.
- Innovate through partnerships and projects that aim for self-sufficiency, such as collaborating with Waddenstroom for renewable energy and other green initiatives.

Future Journey for a Regenerative Tourism Approach

- **Achieve Full Self-Sufficiency:** Puur Terschelling aims to become a fully self-sufficient operation by further incorporating renewable energy sources, reducing waste, and enhancing water conservation efforts, ensuring minimal environmental impact.
- **Expand Educational Outreach:** We plan to increase our educational programs to raise more awareness among visitors about the importance of preserving Terschelling's unique ecosystem and inspire them to adopt sustainable practices in their own lives.
- **Deepen Community Partnerships:** Strengthen collaboration with local stakeholders, including farmers, conservationists, and educators, to develop more community-driven sustainability initiatives that benefit both the island and its inhabitants.
- **Evolve Regenerative Practices:** Continue to innovate in regenerative tourism by exploring new ways to integrate nature conservation with tourism, such as restoring native habitats, enhancing biodiversity, and offering immersive, sustainable guest experiences that leave a lasting impact.



Website, Social Media and Contacts

www.puur-terschelling.nl

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