

Country:	The Netherlands
Type of Business:	Restaurant, campsite, café, accommodations
Business Name:	De Kennemer Duincampings

A Regenerative Approach to Tourism



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

Kennemer Duincampings (KDC) is the parent company of three beautiful and distinctive campsites situated in the Dutch Dunes.

We operate in a wonderful, natural environment with the highest levels of skill, passion and attention for our guests and for each other. Our talented staff take pride in going the extra mile for our guests, delivering an amazing choice of interesting and fun recreation and accommodation possibilities. Bold, daring and adventurous. Nature in its purest: a luxury for you to enjoy!

The rich flora and fauna of the Noord-Holland sand dunes are of a great allure, and we strive a balance between recreation and conservation. The establishment of the campsites are based on camping with a strong awareness of nature. This extends beyond the supply of a permit for the surrounding area and organising excursions. We ensure that the environment is a priority on the campsites, which is reflected in both the use of energy/water/gas, circular use of building materials, combatting exotic vegetation and the organisation of the pitches.

We don't like obscuring the scenery behind camping equipment, party tents, wind screens or other constructions. We supervise the responsible use of open fire, take action against vandalism and wish to ensure the prevention of pollution. We expect that our guests will actively support us in these aims.

*Together with our guests, Kennemer Duincampings wish to make camping and nature go hand in hand. Our efforts on conservation and sustainability have been awarded with the **golden 'Green Key'**, testimony to our conscientious treatment of the environment.*

Regenerative Practices

Champions Local Places

- Sustainable cooperation with local business as sport facilities, museums (small and special), experience centres, civil society organisations, schools, and organisations that provide a safe space for people with a distance to the labour market.
- We promote (PR, Marketing, Storytelling) local restaurants, shops and organisations (on and of our campsites) through our newsletters, direct mails, roots-markets and festivals.

- We work, when possible, with local contractors to minimize footprint and to support local economy.

Benefits Host Communities

- We are an important source of tourist tax and on some levels are talking with the local government on how to spend tax. Topics in such are crowd management, nature conservation and events.
- Our (cultural/musical) events are accessible for both guests and locals and free of charge .
- We work together with nature preservation organisation to manage nature on our sites. By managing our guest flow other areas can be quite and protected.
- Almost all our staff is from within a 10 km distance.
- we sponsor local lifeguard organisations.
- We provide staff housing.

Tackles Climate Action

- We've invested in 1500 solar panels and are studying ways of energy storage to lower our footprint.
- In our negotiation with suppliers our but also their footprint is an important issue.
- We invest in managing water problems (cluster showers, rising groundwater levels) together with nature preservation organisation and the Provincial Waterboard.

Empowers Visitors

- We make guests responsible for their energy usage by giving them digital insights in their usage. We give examples how to decrease use of electricity, water and gas through newsletters, consultation and DM.
- We have periodical meetings with guest delegations about future plans, balancing environment and tourism and guest participation.

Delivers Long-Term Sustainability and Profitability

- We make sustainable goals part of our annual plan. Our goal for 2027 is a decrease in energy consumption of 30% (one of our campsites should even be 100% energy self- sufficient).
- We transform our fleet and our tools to fully electrical (almost done) and we invest hugely in charging stations. To do so we have to also invest in high scale batterie solutions for our solar power.

Future of the Regenerative Tourism Journey

- CSRD demands that our footprint is part of our annual Account Control. We are currently investing in a system that brings all our data together (Footprint As A Service – FAAS). With a dashboard that shows our stakeholders (also guests) what we do and how they can help. (Scope 3)
- Our main focus to attract guests is a 50km radius. We invest highly in energy solutions that also include multiple charging stations for electrical cars that are powered by our own solar cells.
- 100% use of Biodegradable cleaning products.
- Public transport possibilities to all our campgrounds. We support with knowledge and money to enable guests in months June, July, August and September to travel by public transportation.
- More playgrounds made of circular materials (found on our campsites; per example old roads.

Images that Represent Our Business and Place



Website, Social Media and Contacts

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