

## Falsled Beach Camping

Rural job opportunities from new visitor infrastructure for younger and nature-based tourists.

### EAFRD-funded projects

**Location:** Millinge, Denmark

**Programming period:** 2014-2020

**Priority:** P6 – Social inclusion and local development

**Focus Area:** Local development

**Measures:** M19 – LEADER CLLD

**Funding:** Total budget ~ 165 000 (EUR)

RDP support ~ 82 500 (EUR)

Private/own ~ 82 500 (EUR)

**Timeframe:** 09/2021 – 05/2024

**Project promoter:** Falsled Beach Lodges and Camping ApS

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### Summary

Falsled Beach Camping is a family-owned microenterprise located in the scenic South Funen region of Denmark. The project was initiated to expand the campsite's accommodation capacity and enhance its overall appeal by adding eight new cabins and three 'glamping' (luxury camping) tents. These additions were strategically designed to cater to a new, more affluent customer segment that values comfort and unique nature-based experiences. The project also included the creation of a communal area for social and cultural activities, aimed at fostering a sense of community among guests and integrating local culture into the camping experience.

### Project results

- The project is expected to generate an annual revenue of approximately DKK 720 600 (EUR 96 700) and create two new full-time jobs, thus contributing to the local economy.
- Moreover, the project emphasised sustainability and the preservation of the natural environment, which has resonated well with a new demographic of eco-conscious travellers.

- Falsled Beach Camping has successfully positioned itself as a leading destination for innovative, nature-based tourism, making a significant impact on both the local community and the broader region.

### Key lessons and recommendations

- A key success factor for the project was attracting a new customer segment through unique experiences and local integration.
- Future projects should prioritise flexibility and market responsiveness in their planning.

### Context

Falsled Beach Camping is a small family-run business located in the picturesque region of South Funen, Denmark. The campsite was acquired in 2019 by Christian and Leonarda Sian Hage, who envisioned creating a unique experience that blends nature, local culture and comfort. The need for this project arose due to an increasing demand for high-quality accommodation, particularly cabins and glamping tents, which the current infrastructure could not sufficiently meet.





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## Objectives

The project's aim was to expand the campsite's capacity and attract a new, more affluent customer segment, thereby contributing to local tourism and economic growth. The initiative also sought to integrate the local community by offering cultural and outdoor activities that appeal to both tourists and residents. This project is essential for enhancing the region's attractiveness as a tourist destination and for ensuring the long-term viability of Falsled Beach Camping.

## Activities

Project activities included:

- Obtaining necessary permits. The project started with the crucial step of securing all required municipal approvals. This was essential to ensure the planned developments could proceed without legal or regulatory hindrance. That process involved close coordination with local authorities to adhere to zoning laws and environmental regulations. The process took approximately two months and laid the groundwork for subsequent project phases.
- Constructing cabins (phase 1). Six cabins were constructed in this phase, tailored to accommodate families and groups. These cabins, each designed to host up to six people, were strategically positioned to offer privacy while maintaining a sense of community. The cabins feature modern amenities, including fully equipped kitchens and comfortable living spaces, ensuring a high level of comfort for guests. The first three cabins were completed by April 2022, ready for the start of the tourist season, with the remaining three following in the subsequent phase.
- Constructing cabins (phase 2). The second phase focused on building two additional cabins designed specifically for couples. These cabins offer a more intimate setting, featuring cosy interiors and options for extra bedding if needed. The construction was completed in early 2023, with these cabins responding to a growing demand for romantic getaways in natural settings. The design incorporates large windows and outdoor terraces, allowing guests to fully experience the surrounding nature.
- Installing glamping tents. Recognising the rising popularity of luxury camping, the project included the installation of three large tents, each accommodating up to four guests. These tents are equipped with comfortable beds, seating areas and basic amenities, providing an upscale camping experience. The tents were placed strategically within the campsite to offer seclusion and easy access to shared facilities. This phase was completed in the spring of 2022, just in time to attract summer visitors.
- Developing a communal area: Central to the new concept was the creation of a social hub where guests can gather and participate in activities. This area was designed with versatility in mind, featuring sunshades, comfortable outdoor furniture, and ambient lighting. The space is intended for a variety of events, such as wine tastings, mini-workshops, and creative sessions, fostering a sense of community among guests. The communal area was completed in April 2022 and has become a focal point for social interaction and events.
- Conducting a marketing campaign. To attract the target demographic, a comprehensive marketing strategy was implemented, focusing on social media platforms like Facebook and Instagram. The campaign involved the use of high-quality visuals and collaborations with influencers to showcase the unique offerings of Falsled Beach Camping. This approach successfully increased visibility and engagement, drawing a new and diverse clientele to the campsite.
- Involving stakeholders. Throughout the project, local businesses and artisans were actively involved to ensure that the campsite's offerings were deeply integrated into the local culture. This collaboration included sourcing local products for the campsite's shop and organising events to highlight local crafts and food, thereby enriching the guest experience and supporting the local economy.



## Main results

- The Falsled Beach Camping project successfully expanded the site's accommodation capacity, adding 56 new beds by constructing eight cabins and three glamping tents. This expansion is expected to lead to an increase of approximately 2 600 overnight stays annually, which boosts overall tourism in the area.
- Economically, the project is projected to generate revenue of DKK 720 600 (approximately EUR 96 700) in its first year after completion, with an expected annual profit before tax of DKK 598 000 (approximately EUR 80 300). These financial gains not only enhance the campsite's profitability but also contribute to the broader economic development of the region.
- Socially and culturally, the project has played a pivotal role in strengthening community ties by integrating local businesses and artisans into the camping offer. The newly created communal area has become a vibrant centre for activities such as wine tastings and workshops, attracting both tourists and locals. This integration has fostered a stronger sense of community and supported local economic development.
- Additionally, the project's emphasis on sustainability and the natural environment has attracted a new customer segment that values eco-friendly and unique travel experiences, further positioning Falsled Beach Camping as a leader in innovative, nature-based tourism in the region.

## Key lessons and recommendations

- The project highlighted the importance of adapting camping offerings to meet evolving market demands and customer expectations. The high demand for cabins and glamping tents validated the decision to expand the campsite's capacity.
- The project's success in attracting a new customer segment through unique experiences and local integration was a key takeaway. Offering more than just accommodation by providing a holistic experience that includes local culture and nature proved a significant draw.
- Future projects should prioritise flexibility and market responsiveness in their planning. Engaging with local stakeholders early on can create synergies that benefit the entire community, making the project more sustainable and impactful.

## Quote

*"Our vision has always been to create a unique camping experience that blends the beauty of South Funen's nature with modern comfort. This project has allowed us to expand our capacity and offer something truly special to a new generation of campers who value sustainability and local culture".*

Christian Sian Hage, Owner of Falsled Beach Camping

## Additional information:

Website:

[www.falsledstrandcamping.dk](http://www.falsledstrandcamping.dk)

