

# Winter Camping in Friesland

By Florentine Kremper, Ilja de Vries,  
Joana Michaelis, Johanna Kemp



**WATERLAND**  
VAN FRIESLAND



# TABLE OF CONTENTS

**01**

**Conceptual Model**

**02**

**Research**

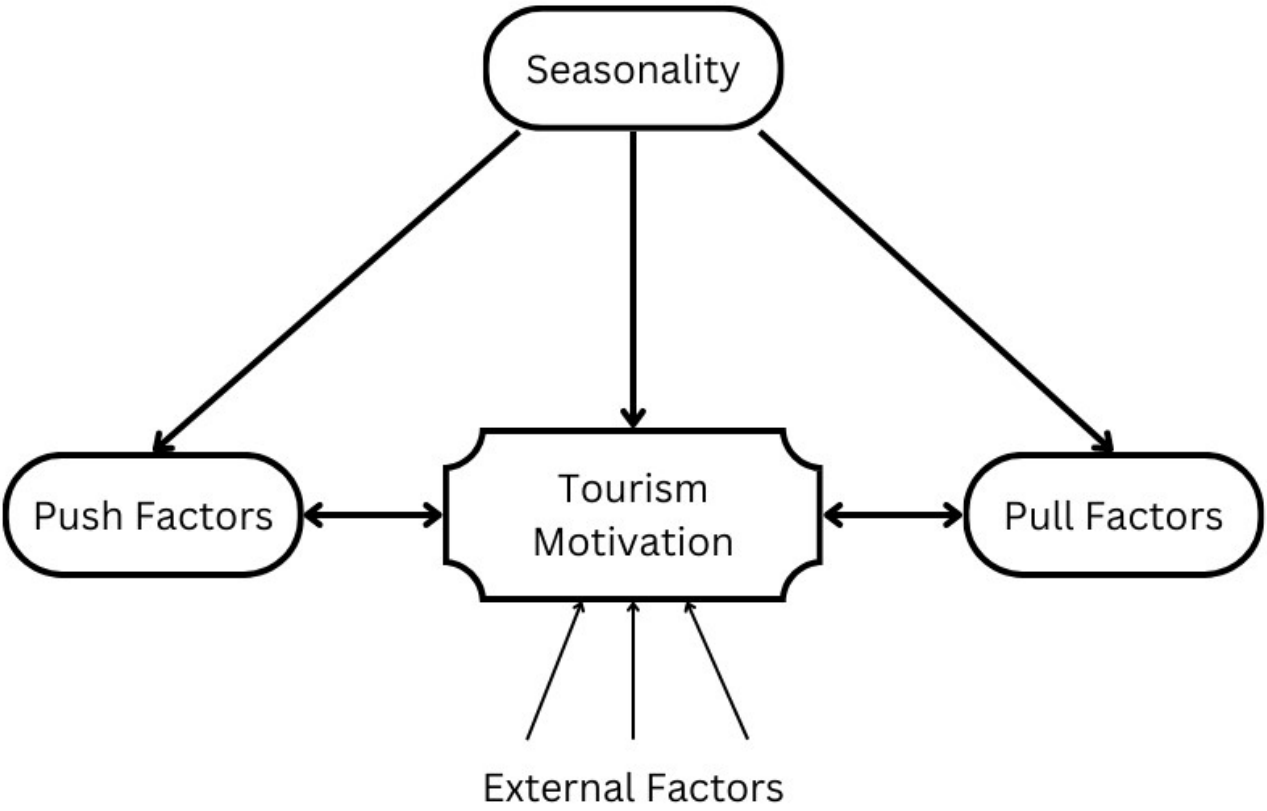
**03**

**Results**

**04**

**Conclusion & Recommendation**

# Conceptual Model



# Research questions

1. To what extent does the winter season have an impact on tourist activities and camping facilities in Friesland?
2. What push factors influence tourists to go winter camping in Friesland?
3. What pull factors influence tourists to go winter camping in Friesland?
4. Which external factors influence tourist motivation to go winter camping in Friesland?

# Research

- Qualitative research
- Interviews with tourists and Campground owners
- 9 qualitative interviews
- Limitations
- Validity and reliability

# Results

# Personas



**Eleanor**  
*Tourist*

Age: 48  
Occupation: Writer  
Origin: Ireland  
Type of camping: Tent  
Duration of stay: 3 days



**Bert**  
*Regular Guest*

Age: 70  
Occupation: Retired  
Origin: Neighbour province  
Type of camping: Campervan  
Duration of stay: 2 to 6 weeks



**Sven**  
*Guest*

Age: 32  
Occupation: Teacher  
Origin: Friesland  
Type of camping: Hut/Lodge  
Duration of stay: 2 nights

# 03

**WATERLAND**  
THE FRIESLAND

**TAF** 

## Impact Winter Season on Tourist Activities and Camping Facilities

- Facilities: little guests or closed
- No advertisement in winter
- Job instability
- Preferred travel distance depends on season
- Weather has little or no influence



## Influence of Push Factors on Tourist's Winter Camping Motivation

- Holidays
- Getting away from everyday life, seeking rest
- Challenge
- Family time

## Influence of Pull factors on Tourist's Winter Camping Motivation

- Nature
- Accessibility
- Activities

## Influence of External Factors on Tourist's Winter Camping Motivation

- Family and friends
- Work
- Covid-19
- Advertisement

# Conclusion

“What are the necessary resources and activities for winter camping to attract more tourists to Friesland? “

# Recommendations

- Promoting Friesland's walking paths
- Promoting camper storage
- Short trip destination
- Conducting research in the summer

“

*I would suggest, Friesland see the chances you also have, not only in summer, but also in winter.*”

**THANK YOU**

Are there any questions?

