

## Hvidbjerg Strand turns 50: From field to Denmark's most award-winning campsite

This year, Hvidbjerg Beach celebrates its 50th anniversary. What began as a field without trees or electricity is today one of Denmark's most award-winning tourism businesses, with over two million overnight stays annually, spread across several destinations and more than 300 employees in peak season at Hvidbjerg Strand alone. The anniversary marks five decades of development as well as a continued ambition to elevate the guest holiday experience.

"When our parents took over Hvidbjerg Strand in 1976, not many people could see the potential our parents saw," says owner Lene Slakjær, who now runs the family business together with her brother, Steen Slakjær. "From the beginning, we had a clear goal: to create a campsite built around quality, comfort, and experiences. That has been crucial to the success we have experienced over the years. For us, it's about taking responsibility for our guests' stay. A holiday can't be redone, and therefore we do everything we can to create the best possible setting for every single guest."

Today it is hard to imagine that Hvidbjerg Strand began as a field. The holiday park now includes a large selection of accommodation options and facilities such as a wellness center, fitness center, water park, indoor playground, trampoline center, and several restaurants. The family business has simultaneously expanded its activities and is now also behind several coastal holiday and accommodation destinations: Vejers Strand Camping, Skagen Sydstrand Camping, Klithjem Badehotel, Feriekompagniet, and SJ Feriehusudlejning. At the same time, final plans are being made for a new seaside hotel at Vejers Strand.

"We continuously work to raise the level, so our guests get the best possible experience," explains Steen Slakjær. "We invest regularly in both facilities and experiences so we can offer holidays that match our guests' expectations while also following developments in the industry. The anniversary gives us an opportunity to celebrate our history and thank the many guests who have visited us over the years. We will mark the anniversary with a range of special offers and look forward to presenting more news throughout the year."

During the anniversary year, a major expansion of the water park will open, where guests can look forward to four new water slides and a new children's play universe with extra slides and suspension bridges with water cannons. The wellness center will expand with a large outdoor area featuring a sauna and new pools. At the same time, the Fish Corner building will be renovated, and 16 new North Sea Villas will be added to the accommodation offering.

### **For further information please contact:**

Malene Nielsen, Marketing Manager, Hvidbjerg Strand Feriepark

Phone: +45 20 81 04 35

Email: [malene@hvidbjerg.dk](mailto:malene@hvidbjerg.dk)

### **About Hvidbjerg Collection**

Hvidbjerg Strand is part of Hvidbjerg Collection, a group of coastal holiday and accommodation offerings ranging from classic nature camping to cabins, luxury villas, hotel comfort, and summer houses. Although each place has its own unique character, they are all connected as a family with shared values. A holiday can't be redone, and therefore the goal is always to create a setting where quality, presence, and a well-executed guest experience are the focus.