

## Campground gets the star treatment on Today Show

By Alexandra Gomes agomes@thesunchronicle.com 11 hrs ago



The safari tents at Normandy Farms offer a luxurious camping experience with mini-fridges, microwaves and electric fireplaces.

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Alexandra Gomes

Normandy Farms, a luxury camping destination in Foxboro, has been owned and operated by three generations of the Daniels family since it was established in 1971.

It is only fitting, then, that the campsite was included in a Today show segment on how camping can bring different generations of family together.

The show aired last Monday, featuring one of the campsite's best customers enjoying the luxuries the site had to offer. According to Kristine Daniels, operations manager, the campground is a favorite of many families, mostly for its clean facilities and the many different amenities it has to offer.



But the campground has not always been so expansive. In fact, it started out as a school project. In the late 1960s, Albert Daniels, a seventh-generation Daniels and Kristine's father, had to develop a business for a class he was taking at Dean College.

At the time, camping was really taking off and the family was struggling to make ends meet as a farm. So Albert and his father decided to take the business plan seriously, and install a small set of tent sites on a portion of their 100 acre property.

From there business exploded, and as the campground expanded the farm shrunk. Today, the campground boasts four swimming pools, one of which is indoors, a wellness center with licensed massage therapists, a tennis court, a recreation lodge complete with an arcade and fitness center, two playgrounds, a dog park, a bike park and an 18-hole disc golf course.

Fortunately for the Daniels, as business grew they were able to keep it in the family. Eight different Daniels family members help run the lodge today.

And as camping needs have evolved, so has the Daniels family. They now offer complimentary WiFi, and as RVs have grown in size, they've had to up their wattage.



Most notably, the campground has been investing in glamping, including luxurious yurts and safari tents that offer many of the comforts of home, including mini fridges, microwaves and electric fireplaces.

However, Daniels is hoping to make a small return to the family's roots soon. As they slowly move their storage and equipment to another facility at the back of the campground, she hopes

to turn the former barn situated at the front of the site into a small animal sanctuary for hurt or abused animals.

The family had farmed on the land for over 200 years, first established in 1759 by Francis Daniels. The family has since dabbled in a little bit of everything, from raising to dairy cows, to chickens, to sheep.



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