

# A toolkit for Glamping Development

Glamorous camping or glamping is camping involving accommodation and facilities more luxurious than those associated with traditional camping. Glamping is generally about the short breaks market in the great outdoors, at different levels from basic to top end luxury. Accommodation structures are usually moveable. The demand has been seasonal – but is shifting to year round.



## Why glamping?

- Glamping is niche but is growing rapidly
- Growing demand for staycations (forecast to grow by 3% per annum) and inbound tourism is at record levels (forecast to grow at 6% per annum)
- Increasing interest in outdoor holidays
- A greater demand for experience led breaks
- Low maintenance, cost effective accommodation solution

## Who goes glamping?

- Short breaks/staycations
- Weekenders
- 2-hour drive time (4.5 million people potential market for County Durham)
- Longer stay summer holidays
- Some overseas visitors
- Couples, families, groups



## Glamping opportunities in Durham

- Staying visitors are increasing in number (1.6 million in 2018)
- Promotional activity by Visit County Durham to attract staying visitors
- Huge investment is going into the attractions offer
- Only 11 glamping sites currently operate across the county. (1.9% of all accommodation)

## Is a glamping business for you?

- Do you have the right assets? – land, setting, access, utilities
- What do you want to get out of a glamping business? – an additional income stream, a main business, a business with growth potential
- Do you have the funding?
- Do you have the right skills? – energy, people skills, marketing knowledge and skills, financial management

# Factors to Consider

1. Target market – choose which segments you want to attract such as families, groups, special interest, access needs
2. Site and setting – is it desirable, is it suitable?
3. Planning permission – understand the legislation around planning, building regulations and site licensing
4. Budget/ financing – is it cost effective and affordable
5. Seasonality – will you open all year around or be seasonal?
6. The concept– connecting with nature, getting away from it all, authenticity, family friendly, education
7. Experience – hot tubs, camp fires, activities, children’s facilities, food, communal spaces
8. Insurance & legislation – understand and keep up to date

## Top tips

- Understand your target market
- Get your pricing right
- Invest in a great website – that emphasises your USPs
- Invest in professional photography – images that sell the experience
- Be focused – don’t spread yourself too thinly
- Use social media
- Ask for reviews



## Keys to Success

- Be clear about your target markets
- Offer a quality experience
- Be different and authentic
- Play to your site’s strengths
- Add value
- Well targeted marketing



### Case study

## The Gables Pod Camping

Developed in the grounds of the owners’ home, who decided upon a lifestyle change after over 30 years working in the public sector. The site opened in May 2018 and the demand has been continuing to grow; the site is fully booked most weekends all year round.

It is a lovely peaceful site, described as a secret garden retreat. Situated just outside the village of Escomb, it is a fantastic place to settle for a bit of rural relaxation.

Each pod is named after local Durham Castles; Raby, Auckland and Barnard and is equipped with an en-suite bathroom, kitchenette with mini fridge kettle and microwave; sockets, heater, bedding, towels and an individual BBQ and seating area. There is also a bookable hot tub on site.

The owners are looking to expand to help to sustain the demand for their pods. They have won a number of awards in the short time they have been open including runner up in North East business Awards 2019 for hospitality and tourism and Review of the Year 2018 on pitch up.com.

### For more information:

- Glamping Business magazine
- Open Air Business magazine
- The Glamping Show – September, National Agricultural Showground, Stoneleigh, Warwickshire
- Farm Business Innovation Show – November NEC