**Glamping Development Overview**

**What is Glamping?**

* Glamorous Camping
* Hassle-free camping
* Camping without roughing it
* Camping for softies
* Short breaks in the great outdoors
* Moveable accommodation structures
* At different levels – from basic to luxury
* Seasonal – but becoming year round

**Glamping – Here to Stay?**

* Glamping is still niche but is growing rapidly:
* 325,000 glamping trips in England in 2016 – up from 160,000 in 2015
* Currently around 500-600 glamping sites in the UK – increasing year-on-year
* Google searches for ‘glamping’ have increased significantly
* New glamping websites have been set up
* Cool Camping has seen a 50% increase in glamping bookings in 2018
* Pitchup has seen a 151% increase in bookings for rent-a-tents in 2018, a 114% increase for microlodges and a 102% increase for cabins (but demand for tipis and wigwams has reduced)
* The number of glamping unit suppliers has dramatically increased
* National trends are fuelling interest in glamping:
* Growing demand for staycations – in particular short breaks – UK domestic tourism forecast to grow by 3% per annum
* Increasing interest in outdoor holidays
* A greater focus on experiences
* Growth in celebration weekends
* A growing festival market
* Inbound tourism is at record levels – and forecast to grow at 6% per annum
* Glamping is going more upmarket
* More luxury accommodation – generates the strongest returns
* More bespoke accommodation – people are looking for something different, special and authentic
* Private bathing/hot showers
* Flushing toilets
* The less bespoke side of the industry could reach saturation

**Glamping – Scope for Growth in County Durham**

* Staying tourism is growing
* 1.6 m overnight visitors in 2017 – up 10.63% since 2014 – spending £177 per trip
* People are starting to discover County Durham – half of overnight visitors in 2016 were first-time visitors
* The Durham Tourism Management Plan prioritises attracting new staying visitors
* Country Loving Traditionalists (emptynester couples) are the largest market segment
* The Aspirational Family Fun market segment shows strong growth potential
* Huge investment is going into the attractions offer
* Glamping is in its infancy in County Durham
* 11 glamping sites in 2018 – 2 in 2012 – 1.9% of all accommodation businesses
* Mainly camping pods
* Fairly basic glamping currently

**Is Glamping for You?**

* Do you have the right assets?
* Land
* Setting
* Access
* Utilities
* What do you want to get out of a glamping business?
* Pin money
* 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

**Glamping Markets**

* Short breaks/ staycations
* Weekenders
* 2-hour drive time – 4.5 million people for County Durham
* Summer holidays
* Some overseas visitors
* Couples, families, groups

**Deciding on Your Target Market Segments**

* Families – free-range kids
* Couples – romantic breaks
* Celebrations, reunions and get togethers
* Hen parties
* Stag parties
* Walkers, cyclists, outdoor enthusiasts
* People interested in eco-holidays
* Dog owners
* Disabled visitors
* Corporate groups
* Youth groups

**Choosing Your Glamping Structure – Factors to Consider**

* Your target market segments
* Your site and setting
* What you can get planning permission for
* What level in the market you want to go for
* Your budget/ financing
* Whether you want to operate all year
* The style/ feel that you want to have – your USPs

**How Much You Can Earn from Glamping?**

Below are average amounts based on national rates.

* Occupancy:
* Average, 40-60%
* Weekends, 80-90%
* Summer, 75-80%
* Price per night:
* Ready tents, £30
* Bell tents, £70-85
* Yurts, £100-120
* Safari tents, £120-200
* Camping pods, £50-60
* Glamping pods (en-suite), £70-130
* Shepherd’s huts, £100-120
* Camping pods with hot tubs, £150
* Treehouses, £160-220

**Standing Out from the Crowd**

Think about your business model and its appeal to potential guests:

* Connecting with nature
* A life in the wild
* Getting away from it all
* Free range kids
* Something special
* Authenticity, warmth, passion

**Enhancing Your Glamping Experience**

* Dressing your glamping units/ site
* Lighting
* Campfires, fire pits, wood burning stoves
* Hot tubs
* Spa treatments/ massages
* Sauna
* Outdoor bathing
* Activities
* Yoga
* Outdoor gym
* Nature trails
* Cookery classes
* Weaving
* Star gazing
* Bike hire
* Kids facilities and activities
* Play areas
* Den building
* Dressing up
* Animals
* Breakfast hampers
* Food hampers
* Food tasting
* Food ordering
* Working with local businesses
* Visitor information
* Socialising areas
* Catering

**Marketing – Top Tips**

* Clearly define your target markets
* 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

**Other things to think about**

* Whether to use a booking agent
* Franchising
* Quality grading
* Buying a booking system
* Insurance
* Legislation
* Winter storage – tents, bedding, soft furnishings

**Keys to Successful Glamping**

* Being clear about your target markets
* Offering a quality experience
* Being different and authentic
* Playing to your site’s strengths
* Adding value
* Well targeted marketing

**Planning**

Establishment of Glamping Pods can require 3 Local Authority consents:

* Planning
* Building Regulations
* Site Licence

**Building Regulations**

* Pods classed as a caravan (so long as don’t have foundations) therefore do not need Building Regs
* However If part of a larger site with amenity buildings these need Building Regs
* If needs B Regs cost low, circa £200
* Matters looked at are, structural integrity, fire / safety issues
* Swift process, can be done on a Building Notice which normally turned around in few days with site inspections thereafter at key stages.

**Site Licencing**

* Most Glamping Pods fall within the definition of a “caravan” and come under same Regulations as Caravan sites.
* Caravan site licence needs to be applied for to EHCP, but can only be granted once planning permission is in place.
* No fee for non-residential sites.
* Conditions are applied to a site licence covering:
* Fire Safety Measures,
* Spacing between vans,
* General site safety and layout, including access for vehicles,
* Provision of gas, electricity & water,
* Welfare facilities
* Provision of information to residents.

It is best to seek pre-application advice before applying. This can help shape a proposal and give clear planning view if would be supported as well as saving time and costs.

For more information go to http://www.durham.gov.uk/article/8280/Before-you-apply