

INTERNATIONAL **Glamping** BUSINESS

Issue 57 September 2026

Diversify

**THE POWER OF
SWITCHING OFF**
IN CONVERSATION
WITH UNPLUGGED

**FROM WORKING
FARM TO FARM STAY**

**THE HIDDEN
VALUE OF
WOODLAND**

**MODERN
NOMADS**
HOW GLAMPING
CAN BRIDGE
THE GAP

**TECH I COULDN'T
LIVE WITHOUT**
BY VICKI JONES

**THE
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SEMINAR LINE-UP
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THE OFFICIAL PUBLICATION OF THE GLAMPING SHOW

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Welcome to INTERNATIONAL Glamping BUSINESS



Welcome to the September issue of International Glamping Business and to The Glamping Show 2026!

Diversify, diversify, diversify. That's what everyone's telling you to do, but nobody's actually telling you how. When we were putting together this year's seminar programme for The Glamping Show, curated by our very own publisher, Steph Curtis-Raleigh, we decided to tackle that head-on. We've done the initial heavy lifting

and found the diversification experts who can answer the questions you're likely to have – from making better use of your land to finding new revenue streams and building a stronger business around what you already have.

That's why Thursday 10th September is Rural Diversification Day, created in collaboration with the Rural Diversification Collective. It's a full day dedicated to the topic, packed with practical advice, real-world examples and people who have actually done it. So, if you're not sure what's next, or simply don't know where to start, come and join us. Attendance is free, the seminars are free – all you really have to do is show up!

Diversification is also the thread running through this issue. We speak with Hector Hughes, co-founder of Unplugged, about building a highly recognisable brand around the idea – and practice – of switching off. FarmCamps explores how working farms can create memorable guest experiences, while Kerry Roy looks at the rise of the modern-day nomad and how glamping could help bridge the gap between travel, work and lifestyle.

Also in this issue, the Forestry Commission explores the hidden value of woodland, Vicki Jones shares the technology essentials she couldn't run her glamping site without, and Richard Sigsworth asks an important question: what if you stopped chasing more lodges and started building a better business?

We also look ahead to The Glamping Show European Forum II, coming to Amsterdam on 26 November, alongside our dedicated focus on the tech essentials every modern glamping site needs.

And if you're heading to Stoneleigh, come and say hello! You'll find us on stand 1020.

Happy glamping!

Annie

Editor, International Glamping Business

Cover image: *Unplugged* by Rebecca Hope

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LISTEN, LEARN, TAKE IT AWAY

What's On the
Seminar Stage at

THE GLAMPING SHOW



International Glamping Business is proud to curate and deliver the official seminar programme for The Glamping Show, taking place at NAEC Stoneleigh Park – bringing together leading voices from across the industry for three days of practical insight, expert guidance and real-world experience.

Thursday 10th September is Rural Diversification Day, delivered in collaboration with the Rural Diversification Collective. Dedicated to farmers, landowners and rural businesses, the day explores the many ways land and existing rural assets can be turned into viable new revenue streams.

Friday 11th September turns the focus to the wider glamping industry, with sessions exploring experience-led hospitality, changing guest behaviour, AI and visibility, planning and licensing, and the trends shaping the UK market.

The programme concludes on Saturday 12th September, with practical advice for both new and established operators, including lessons from those who have already built glamping businesses, what guests are really looking for and how operators can improve their visibility across search, AI and online travel platforms.

The programme is curated by Steph Curtis-Raleigh, Publisher of International Glamping Business, the official publication of The Glamping Show.

Further details and speaker information can be found at glampingbusiness.com/seminars.



Thursday 10th September



From Concept to Guest Experience: The Details That Matter

Sonia Aucott (The Rural Diversification Collective)
10:30am-11:15am

Sonia Aucott kicks off The Glamping Show 2026 seminar programme, exploring the details that can make the difference between a good diversification project and an exceptional guest experience.

Before the Build: Feasibility Before Fantasy in Rural Diversification and Glamping Development

Dawn Woollam (Dudley Peverill)
11:15am-12:00pm

Why accommodation is the wrong place to start. This session explores guest psychology and motivations, planning realities and development constraints, alongside how to integrate glamping into a wider estate strategy.

How To Create Your Dream Diversification Project on a Strong Financial Foundation

Mike Clarke (Arkle Finance), **Richard Sigsworth** (Omar Group), **Neil Baxendale** (GTF Event Equipment Finance) & **Gemma Chance** (Ohana Mua)
12:00pm-12:45pm

Exploring the growing intersection between traditional holiday parks, lodge businesses and the glamping sector, with practical insight into creating a financially sound diversification project.

Hands-On or Hands-Off? Choosing the Right Diversification Model for Your Land

Alette Bastiaansen (FarmCamps)
& **Cheryl Sparey** (The Dragon's Gate)
2:00pm-2:45pm

Cheryl Sparey shares her experience of building and running a hands-on glamping, weddings and events business, while Alette Bastiaansen explains the FarmCamps partnership model and how landowners can diversify through a more hands-off approach.

Reinventing the "Lodge Staycation" with Purpose, Possibility and Planet in Mind

Gemma Chance (Ohana Mua)
3:00pm-3:45pm

Gemma Chance shares Ohana Mua's journey so far and its ambitions for the future, exploring what it takes to build a sustainable lodge business from the ground up.

Friday 11th September

Beyond the Booking: Building Experience-Led Hospitality Brands

Derry Green (Secret Garden Glamping)
11:00am-11:45am

Creating experience-led hospitality brands rather than simply "selling accommodation" is an increasingly important conversation – and a major shift for the sector.

The Visibility Shift: How Future Guests Will Discover Your Glamping Business

Sarah Riley (Inspired Courses)
12:00pm-12:45pm

This practical, jargon-free presentation explores how rapid technological change is reshaping hospitality. With AI already changing how guests discover and book, Sarah explains what independent operators need to do now to remain visible, relevant and bookable.

Essentials for Establishing a Glamping Site

John Greenshields (The CLA)
1:00pm-1:45pm

From planning permission to health and safety, insurance, Business Rates and access, this session covers the essential considerations when setting up a glamping business – including making the unglamorous side of planning a little more glamorous.

The Future of the UK Glamping Market

Joby Mussell (Glampingstays)
2:00pm-2:45pm

Identifying the trends set to shape the UK glamping industry – and exploring how operators can respond to them to maximise revenue.

Planning Permission vs Exemption Licence: Which Route Should You Take – and Why?

Ed Busby (Crown & Canopy)
3:00pm-3:45pm

What does an exemption licence actually allow, how do you obtain one and how does it compare with planning permission? This session explores the options available to glamping operators, including whether both routes can be used.

Saturday 12th September

Things I Wish I Knew Before Setting Up a Glamping Site

John White (GITA UK)
11:00am-11:45am

Join members of the Glamping Industries Trade Association as they share lessons from the industry, looking at what's new, what's changing and what's next for glamping operators.

What Guests Really Want From Glamping: Features That Drive Conversion

Rachel Brennan (Sykes Holiday Cottages)
12:00pm-12:45pm

What actually makes guests click "book now"? Rachel Brennan from Sykes Holiday Cottages reveals what today's glamping guests are looking for, from must-have features and high-impact upgrades to small presentation tweaks that can make a big difference. Expect data-backed insights to help you stand out, boost bookings and maximise revenue.

Showing Up Where It Matters: Search Strategies for Glamping Businesses

Vicki Jones (ResNexus)
1:00pm-1:45pm

Exploring the technology glamping operators need to run a successful business, including how to improve visibility in AI search results and optimise your presence across OTAs.

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GLAMPINGS.COM EXPANDS FURTHER WITH ACQUISITION OF AFRICAN BOOKING PLATFORM CONSERVIO.COM

Glampings.com has reached an agreement on the acquisition of Conservio, an established online platform for nature and safari accommodations in South Africa, Namibia, and beyond. With this strategic acquisition, Glampings.com expands its international offering with 1,000+ bookable nature lodges and takes a significant step in its global growth strategy.

The acquisition gives Glampings.com the opportunity to accelerate its entry into both a new segment and a new region. With its focus on nature and safari accommodations, Conservio aligns closely with Glampings.com's existing proposition: exceptional stays in nature, combined with comfort, quality, and an inspiring online booking experience.

According to co-founder Sven Schuurmans, the acquisition fits seamlessly within

GLAMPINGS.COM

Glampings.com's long-term strategy. "The acquisition of Conservio fits perfectly into our plan for strategic and international growth. Beyond expanding our offering, we're also bringing in valuable experience with Conservio's co-founder and CEO Justin Rijnberg. That's exactly what we need to realize our ambition: becoming the largest glamping platform in the world, with more than 35,000 accommodations."

Justin is pleased with the deal: "In Glampings.com, we've found a partner that aligns well with the vision behind Conservio.com. Both platforms focus on inspiring destinations, exceptional accommodations, and travel with respect

for nature. By joining forces, we create a strong foundation to further strengthen the offering, reach a wider audience, and grow internationally under the Glampings.com umbrella."

"With this acquisition, we're not just bringing in inventory, but also deep technological and market expertise," says co-founder Tom Groenen. "Justin built Conservio from the ground up in a complex region. We'll use that experience to accelerate the development of our platform." "In the coming period, we'll make even greater use of smart AI, which will allow us to further optimize operational processes within Glampings.com and onboard partners even faster."

NOCTURNE MOVES BEYOND THE STANDARD GLAMPING POD

Independent architectural design-and-build studio MXN DESIGN has created NOCTURNE, a self-contained luxury hospitality suite for boutique retreats, rural estates and private clients.

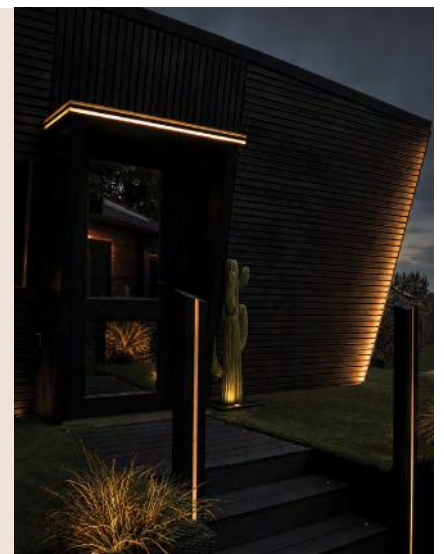
At approximately 7.8 metres long and 2.5 metres wide at the base, NOCTURNE fits a complete guest stay into a compact footprint. Fifteen-degree angled side walls give the building its unmistakable silhouette; a fully glazed end pulls the landscape into the interior, while layered black timber cladding and vivid green detailing create a strong identity by day and after dark.

The project challenges a familiar route into glamping development: selecting a catalogue unit first and trying to add character later. MXN DESIGN developed the exterior, interior architecture, furniture, lighting and practical construction as one continuous design. The result is accommodation intended to feel coherent from arrival to overnight stay, rather than a standard shell with a decorative fit-out.

Inside, NOCTURNE includes an integrated kitchen with a fridge and dishwasher, a black-marble bathroom with a walk-in shower, a double bed on a mezzanine beneath a rooftop, and a dining table that folds from beneath the staircase. Storage, wall treatments, furniture, lighting and even the handles were made around the structure's geometry.

The completed NOCTURNE was fabricated through MXN DESIGN's own Ribble Valley workshop in Lancashire on a concealed three-axle trailer, allowing the suite to be developed and finished before installation. It can be transported to sites across the UK, subject to access, groundwork and lifting requirements. Future commissions would usually be designed as fixed structures, although mobility can be incorporated where it genuinely serves the project.

NOCTURNE is not offered as a repeated standard model. Each future commission would start with the operator, site,



intended guest and desired atmosphere. Dimensions, layout, materials, exterior form, interior character and site-specific elements such as terraces or landscape lighting can all be reconsidered.

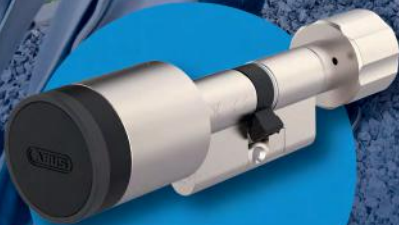
For independent glamping operators and hospitality owners, that approach offers a way to align the accommodation with the identity of a particular place. Instead of adding another interchangeable unit, the brief can begin with the experience the operator wants guests to have and the reason they should travel there.



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TRUDOMES TO LAUNCH NEW 5M GEODESIC DOME AT THE GLAMPING SHOW 2026

British geodesic dome manufacturer TruDomes is set to unveil its brand-new Classic 5 at The Glamping Show 2026, giving visitors an exclusive first look at the latest addition to its growing portfolio of outdoor hospitality structures. The launch reflects the company's commitment to continuous innovation, developing products that evolve alongside the changing needs of today's glamping operators.

Designed as a premium yet accessible addition to the range, the new 5m Classic Dome offers approximately 18.5m² of internal floor space and has been created for

operators looking to maximise smaller plots, diversify their accommodation offering or upgrade from traditional canvas structures such as yurts. With a durable, all-weather design and optional upgraded structural frame for enhanced wind and snow loading, the Classic 5 is engineered for reliable, year-round use.

The new model has been developed to bridge the gap between traditional glamping accommodation and permanent hospitality structures. Combining contemporary geodesic architecture, a panoramic front window and British manufacturing, it

provides operators with a stylish, low-maintenance solution that delivers the premium guest experience modern travellers increasingly expect.

"Outdoor hospitality continues to evolve, and so do customer expectations," said Louise Stone, Head of Sales at TruDomes. "The Classic 5 has been developed to give operators a high-quality, design-led accommodation option that bridges the gap between traditional glamping structures and premium geodesic domes. It's the ideal upgrade for businesses looking to modernise their offering while making the most of their available space."

Visitors to Stand 614 will also be able to explore TruDomes' fully furnished 7m glamping dome, experience the company's new website and speak with the team about creating profitable, experience-led destinations.

The Classic 5 represents the latest step in TruDomes' ongoing product development strategy, ensuring its range continues to meet the demands of a fast-evolving outdoor hospitality market while giving operators more choice than ever before.

CANOPY & STARS REVEALS KEY GLAMPING TRENDS FOR 2026

The latest Canopy & Stars Glamping Market Report highlights continued demand for nature-based stays, while identifying changing consumer behaviour, AI and a growing appetite for distinctive accommodation as key trends for the year ahead.

The report finds that Canopy & Stars' core audience remains high-earning couples aged 25-44, with women accounting for around 60% of bookings. Dog-friendly stays continue to represent around 18% of bookings, while stays with children account for approximately 13%. There is also growing demand for accommodation suitable for larger groups.

Unique accommodation remains a strong draw

Canopy & Stars reports that its best-performing spaces include a converted double-decker bus, a Roman-style fort and

a treehouse, suggesting that distinctive accommodation continues to stand out. Shepherd's huts are also enjoying a resurgence, with an 850% increase in new huts joining the collection compared with the previous year.

Interior design is another area where investment can pay off. The company has seen accommodation increase occupancy from around 60% to almost 100% following interior improvements and professional photography. Group bookings for six or more guests also increased by 7.2% year-on-year.

AI is changing how guests search

Technology is rapidly changing the path to booking. Canopy & Stars cites research showing that 73% of consumers discover new travel ideas, brands and services through social platforms, while 40% are using AI to research potential holiday destinations.

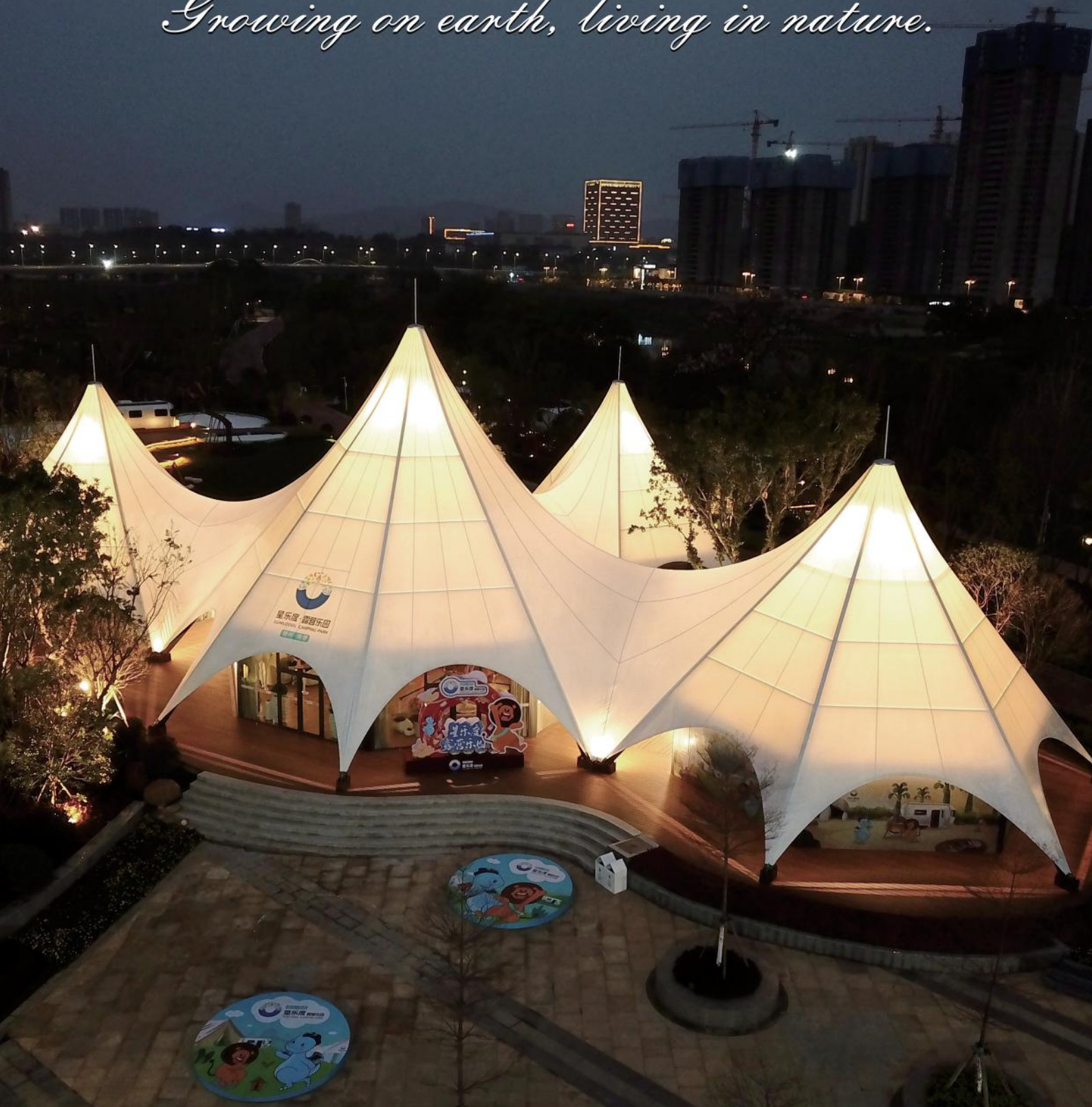


For operators, this makes a strong and trustworthy presence across social media, search and emerging AI platforms increasingly important.

The report also highlights opportunities beyond traditional glamping hotspots, with bookings in the Midlands increasing by 8.9% in 2025 compared with the previous year. Meanwhile, 14% of Canopy & Stars owners who left the collection in 2025 did so because they were selling their sites, up from 6% in 2024.

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ONE THING I'M GLAD I'VE LEARNED

By John Roberts, Group Director of Sustainability and Conservation for Minor Hotels / APOLA Founding Member

I am old enough to have cut my outdoor lodging teeth at the incomparable Tiger Tops Tented Camp in Chitwan National Park in Nepal, the only place in the world where, if you got to live there for as long as I did, rhinos, tigers and wild elephants could be spotted from the same balcony you munched your breakfast or supped your evening Tiger Tops Special.

My tenure there was in the days before mobile phone signal swamped the area. Memos came and went on a 'fast elephant' and I had the world's first e-mail to be charged by a rhino when the mailbag with the floppy disk in it had an unfortunate encounter with a one-horned pachyderm.

It was the ultimate glamping: comfortable, well appointed, offering a unique experience and, most importantly, the world outside the jungle never made its way to you.

Because of that, I still remember the impact of the first amplified wedding sometime in '02 at about 3AM, the auspicious time. Our nighttime peace in a sleeping jungle – usually punctuated only by alarm calls when one of the big cats made a failed hunt or a jungle fowl woke up from a bad dream – was shattered by bone-rattling music from, presumably, the closest village; though the music sounded so close we had trouble believing, let alone convincing guests, that it wasn't from our own staff compound.

Since then I've been lucky to have travelled Asia and 'glamped' as a guest in my own right, encountering a 4AM monk on Inle Lake and a similarly amplified holy-man in Sri Lanka. Neither were the haunting chant of a muezzin beautifully spreading along a mountain pass or through an ancient city; both were a jarring dose of (pointlessly) distorted reality wrecking an otherwise peaceful sleep.



For the past fourteen years I have made my home among the rice paddies of Northern Thailand. Nights are spent with windows open, the noises of the frogs and crickets lulling us to sleep.

There have always been times when our neighbours, whose families have farmed the paddies for generations, have spent an evening banging buckets and singing traditional songs, always lubricated by whisky (unlike the calls to the faithful). But as with the beautiful muezzin, church bells or un-amplified Buddhist monks of old, they have been charming and joyful additions to rural life.

A new phenomenon has taken hold however: the dreaded Bluetooth speaker. Lithium

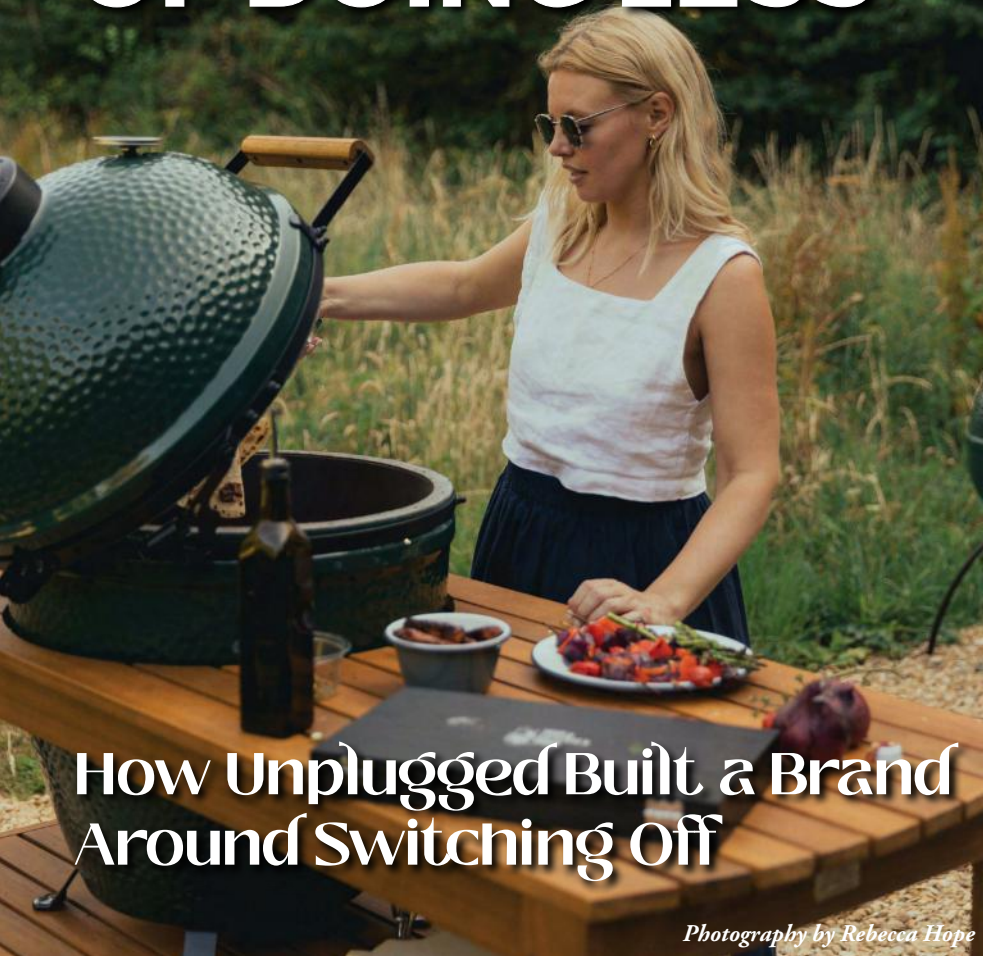
batteries and cheap amplifiers have changed all that and some nights, around payday particularly, are now penetrated with amplified caterwauling & a 'luk thung' beat.

So what have I learned? Before you build your thin-walled tented camp in a rural idyll, sleep a week or two there yourself. Most importantly (for many reasons besides this), make sure your planned development will benefit the whole local community so your requests for help in ensuring your guests' sleep are less likely to fall on (tone) deaf ears.

Oh, and if the local temple asks for a donation, don't give them a microphone & speakers... you know who you are!



THE POWER OF DOING LESS



How Unplugged Built a Brand Around Switching Off

Photography by Rebecca Hope

Unplugged co-founder Hector Hughes talks to International Glamping Business about building a highly recognisable outdoor hospitality brand. From the launch of foodie cabin Archie to the value of guest feedback, brand consistency and knowing what not to add, Hughes explains how Unplugged has grown while staying true to its original concept.

Can you introduce the Unplugged concept and experience?

Unplugged is the UK's original digital detox escape in nature, offering three or four-night getaways designed to help busy people switch off, properly. All our cabins are located one to two hours from major cities, beautifully designed and nestled in nature. We're entirely tech-free, with no WiFi or screens.

Guests lock their phones on arrival in our signature lockbox, while cabins contain analogue alternatives such as books, board games and maps. We also provide an old-school Nokia so guests can completely disconnect from everyday life.

I started Unplugged after hitting burnout myself. My solution was to escape to the mountains for a silent retreat; the most transformative part was locking my phone away. When I returned, I wanted more people to experience going offline, but without having to travel to the other side of the world.

Since launching in 2020, we've grown to around 50 cabins across the UK, as well as three in Spain. More recently, we've noticed guests looking to enhance their stays with additional experiences, from hot tubs and saunas to more tailored offerings. We've partnered with brands such as Healf to create Helix, our first dedicated wellbeing cabin, and now Archie, our first foodie cabin.

Archie is your first cabin built around food and outdoor cooking. Why was gastronomy the next logical step?

Food remains one of the most powerful and nostalgic ways to connect with others, so it felt like a natural evolution of our mission to help people truly switch off and reconnect. Over the years, guests told us how much they

enjoyed cooking from scratch using the utensils in our cabins. We wanted to give them the best possible cooking experience, and Archie, created in partnership with Big Green Egg, was born.

How do you decide which customer requests are worth turning into new products without diluting the simplicity of Unplugged?

Anything we introduce has to come back to the reason Unplugged exists: helping people truly switch off and reconnect with themselves, others and the world around them.

Archie felt right because it builds on something guests were already naturally doing during their stays. We believe in simple wellness and slow living, so any future curated cabins will always keep this ethos at their centre.

What did you want to make different about Archie?

We wanted food to be part of the wider digital detox experience rather than simply an additional amenity. For many of us, cooking has become something we squeeze into busy schedules or do while distracted by screens.

Archie gives people the chance to reconnect with the whole process – from picking up local ingredients to cooking outdoors and sharing meals together. Guests can spend their days discovering local food experiences before returning to the cabin to cook and dine beneath the stars.

How important is gastronomy in influencing where people choose to stay?

Food can play a really important part in experience-led travel. Cooking and eating are inherently social and nostalgic experiences. When you remove screens and distractions, something as simple as preparing a meal together can become much more meaningful.

We also find that guests are looking for cabins close to great pubs, restaurants and cafes. People slow down and tap into all their senses when they dine out, so it's an important part of any trip.

How important is connecting Archie with local producers and the surrounding destination?

That connection is a really important part of the experience. Just a short walk away, Belvoir Castle's Farm Shop offers local ingredients, artisan produce and seasonal specialities.

We also provide recommendations for nearby pubs and restaurants so guests can experience the local area. Archie is close to The Martin's Arms, run by Laurence Henry, winner of MasterChef: The Professionals, and the award-winning Chequers Inn.

Do you see cooking becoming another form of 'slow entertainment'?

Absolutely. When you take the busyness and distractions away, the process itself becomes part of how you spend your time.

Similar to other analogue activities, or 'grandma hobbies', cooking is a way for people to get creative, use their hands and slow down.

How do you continue introducing new ideas while keeping the core Unplugged proposition recognisable?

The digital detox remains at the heart of everything. Every cabin or product will connect back to being offline and in nature.

Archie still offers everything guests expect from an Unplugged stay: a beautifully designed cabin in nature, a comfortable king-size bed, hot shower, wood-fired hot tub and, most importantly, the opportunity to lock their phones away.

We love hearing first-hand about our guests' experiences and take note of their feedback and where we can, we make small additions that enhance the stay without overcomplicating it. For example, earlier this year we noticed something really heart-warming... guests had started writing letters to future guests and hiding the letters on the book shelf. We've now introduced Papier Journals into our cabins so guests can continue writing letters, reflections and messages for those staying after them.

What decisions have had the biggest impact on Unplugged's growth?

Staying focused on a very simple proposition has been important. We have always, and always will be, tech-free.

So many of us struggle with burnout and switching off. Unplugged exists to help people be present, relax and improve wellbeing. The experience of being completely offline is so rare in the modern world that our stays get spoken about organically.

Being close enough to major cities that guests can easily escape for three nights has also been key.

What have you learned about the value of saying 'no' and staying focused on a clear concept?

Our only brand value is "keep it simple". Everything we do comes back to this.

Our whole experience is about going back to living slowly and simply, so we don't need to keep adding new experiences. A walk to the pub, reading in the cabin or cooking a meal is all we really need to have a good time.

What advice would you give operators trying to stand out in an increasingly crowded market?

Standing out isn't necessarily about adding more. Sometimes it's about doing less, or doing things differently.

We don't include WiFi, which most people would think was a necessity. We don't include conveniences such as a toaster or coffee machine, which adds friction to processes that we usually rush through. Stripping our experience back to basics and not doing things like everyone else has been a strength, not a weakness.

Looking ahead, where do you think the next evolution of outdoor hospitality lies?

When we started Unplugged in 2020, digital detoxing and analogue living were



Photography by Rebecca Hope

pretty much unheard of. In the last few years, the desire to spend more time offline has increased drastically.

We think there will continue to be demand for this 'back to basics' and analogue narrative, alongside experience-led travel. That doesn't necessarily mean adding more luxury or programming. Sometimes it's about creating the conditions for people to slow down and rediscover simple pleasures.

Archie is a good example. Cooking, eating together, sourcing local ingredients and spending time outdoors aren't new activities, but giving people the space to experience them without the distraction of screens can make them feel much more meaningful.



Photography by Rebecca Hope

FROM WORKING FARM TO MEMORABLE FARM STAY

What We've Learned Building FarmCamps

For farmers looking to diversify, tourism can offer an attractive additional income stream. But creating a successful farm stay takes more than placing luxury tents in a field. FarmCamps' co-founder Saskia Poullissen shares what she has learned from developing a network of 23 farm-based glamping locations in the Netherlands over the past 15 years – and why the UK offers exciting opportunities for the concept.

For most farmers, what happens on the farm every day feels completely ordinary. Feeding animals, collecting eggs, checking fields, driving a tractor or bringing cows in from pasture is simply part of the working day. But for many families, these are experiences they rarely encounter.

That realisation was one of the starting points behind FarmCamps. We saw an opportunity to connect families looking for meaningful outdoor holidays with farmers looking for a way to diversify their businesses.

The principle was to combine comfortable glamping accommodation with the experience of staying on a genuine working farm. Over the years, we have learned that the accommodation itself is only one part of what makes the concept successful.

The farm is the experience

When farmers first explore tourism, much of the attention naturally goes to the physical product. Which tent should we buy? What facilities do guests expect? How much luxury is required?

Those questions matter, but we encourage farmers to start somewhere else: why would a family choose to stay on your farm?

Beautiful glamping accommodation is available in many places. A real farm, its animals, landscape and the people who work there every day are much harder to replicate.

Some of the experiences our guests value most are remarkably simple. Children might help feed the animals, collect eggs, join the farmer on a short farm tour or discover where milk comes from. They may spend an evening around a campfire or simply enjoy the freedom to play outdoors. What is routine to the farmer can become the story a child tells for months afterwards.

This doesn't mean turning a working farm into a theme park. Guests value experiences that feel genuine. Farmers do not need to entertain visitors all day; they need to make selected parts of farm life accessible, interesting and safe.

The personality of the farmer is often just as important as the facilities. Guests remember the farmer who explained what was happening in the barn, remembered their child's name or invited them to watch something interesting happening on the farm. Ultimately, hospitality is about connection.

Know what you want to be known for

Guests now have an enormous choice of safari tents, cabins, pods, treehouses and other unusual places to stay – that makes a clear identity incredibly important.

A strong brand starts with a few simple questions. Who is your ideal guest? Why should they choose you? What do you want them to tell someone else about their stay?

At FarmCamps, our focus has always been to provide farm holidays for families who want to



By Saskia Poullissen, Co-founder, FarmCamps

spend time outdoors together and experience real farm life.

That positioning influences the farms we work with, our accommodation, photography, activities, communication and the way guests are welcomed.

For an individual operator, branding does not have to mean a large marketing budget. Consistency is more important. The experience presented online should match what guests find when they arrive, and the clearer your proposition is, the easier it becomes for the right guests to choose you.

Create value from what is already there

Diversification works particularly well when it connects naturally with the existing farm business. Farmers often already have many of the ingredients needed to create a memorable stay: animals, local produce, knowledge, landscape and, importantly, a story.

There may also be opportunities to generate additional revenue around the stay. A farm breakfast, farm shop, children's activity or workshop can all add value, especially when they genuinely belong on that farm.





Breakfast with eggs from the chickens guests saw the previous afternoon has a story attached to it. Cheese made on the farm becomes more interesting when guests have met the cows. A simple farm tour can give children and parents a completely different understanding of how food is produced.

Be realistic about what tourism involves

There is another side to diversification that should not be underestimated: tourism brings both a new workload and a completely different set of skills.

Marketing, websites, booking systems, pricing, guest enquiries, payments, cancellations, reviews, administration, cleaning and maintenance all take time. Many of these areas also require specialist knowledge.

A farmer may be highly experienced in running a successful agricultural business, but understandably have little experience in digital marketing, online sales, hospitality, revenue management or booking technology. Building that expertise from scratch takes time and inevitably involves trial and error.

Which is why one of the important decisions is whether you want to build the tourism business independently or join an established concept.

For some entrepreneurs, creating everything themselves is exactly what they want. It provides maximum freedom over the concept, branding and the way the business develops.

But it also means starting from zero. You need to build awareness, find your target audience, develop marketing channels, select systems and learn how to attract guests and encourage them to return.



Joining an established formula offers a different route; the concept has been tested, the target audience is known and marketing channels, systems and processes are in place. There is specialist knowledge and experience from other locations to learn from, as well as a brand that guests can recognise and trust.

That can significantly shorten the learning curve and give farmers access to expertise they would otherwise have to develop or buy in themselves.

A formula should still leave room for the farmer

FarmCamps is much more than an accommodation concept. It is a complete, proven formula for developing and running a successful farm holiday business. We bring together a recognisable brand, a clear guest proposition, the accommodation concept, marketing and sales, booking systems, administration and the knowledge and experience built up across the FarmCamps network.

Farmers can benefit from this network while concentrating on running their farm, looking after the location and welcoming their guests.

We believe diversification should add a healthy revenue stream to the farm without creating another full-time business that has to be built and managed from scratch.

At the same time, joining a formula should never make every location feel identical. The brand and concept provide a recognisable framework, but guests should always feel that they are staying with that particular farmer, on that particular farm.

It is that combination – the reach, knowledge and efficiency of an established brand with the authenticity of an individual farm – that we believe makes the model work.



Bringing FarmCamps to the UK

We are now preparing to introduce FarmCamps to the UK. For us, it is a logical next step; the UK has a strong farming culture, a well-developed domestic tourism market and a long tradition of farmers diversifying their businesses.

There is already considerable experience in farm stays, camping and glamping. We see an opportunity to add a proven model specifically focused on family farm holidays.

We are particularly interested in active farmers who enjoy welcoming families and see tourism as a serious part of their future business. There needs to be sufficient space for a small FarmCamps location, but the character of the farm and the people behind it are just as important.

Start with the reason guests will return

If we could give one piece of advice to farmers considering tourism or glamping over the coming five years, it would be this: start with the experience you want to create, rather than the accommodation you want to buy.

Think about your guests, your farm and what makes your location different. Think honestly about which parts of the business you want to manage yourself and where outside expertise could help.

The strongest businesses are not necessarily those with the most expensive tents or the longest list of facilities. They are the ones that create memories people cannot easily experience elsewhere.

And for farmers considering diversification, that is perhaps the most encouraging lesson of all: much of what makes a great farm stay special is already there.





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Crown & Canopy helps you plan, design and launch a successful glamping business, grounded in real experience, not theory.

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CONSULTANCY

We undertake desk-based research consultations providing clients with specific geographical and policy findings to establish planning viability. We also work with clients to create detailed, in-depth reports and appraisals which helps to realise the full potential of their land and business.

Alongside this, we produce comprehensive financial forecasts and bespoke business plans, guiding clients from initial concept through development to the successful launch and operation of a thriving glamping business.

DESIGN

We offer a full comprehensive suite of architectural and interior design services. From initial concept design and client consultation through to drawing packages for planning, technical design, tendering for build teams, construction, and handover, we ensure every project is delivered to the highest standard.

PLANNING & EXEMPTION SUPPORT

We have extensive experience in preparing planning applications for glamping developments of all sizes, specialising in projects located in open countryside. We pride ourselves on taking a sensitive, low-impact approach, ensuring that every development respects the rural landscape while meeting planning requirements.

However, not every glamping site requires full planning permission. Depending on your land and the type of accommodation you're planning, you may qualify for a Paragraph 5 Exemption Licence, which can significantly speed up getting your business off the ground.

Our team can help you understand which route applies to you — from initial research through to full planning applications — so you avoid costly delays.

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MODERN DAY NOMADS

& How Glamping Can Bridge a Gap



By Kerry Roy, Founder of
Cerchio del Desiderio

Glamping originated from a nomadic lifestyle; groups of new-age and hippie tribes who preferred a life of wandering, exploration, travel and intentional communities with depth, rather than a conventional life trapped in rigid systems, social structures, fixed workplaces and a high cost of living sold to us as the “norm.”

However, many people living the so-called “normal grind” are waking up to the realisation that there are ways to combine life’s responsibilities, financial stability and freedom of time with long-term travel. It’s no longer backpacker singles, but an increasing number of couples and families that are shifting gears from daily commutes to slower-paced mornings with more flexible leisure or wellness time, waking up and needing only to step a few metres into their workspace.

Why limit yourself to looking at the same four walls every day when you can open your laptop or phone on the terrace of a beautiful treehouse, in a hammock in the forest, or on

a deck chair on the beach? Listening to the relaxing sounds of the ocean gives the human brain a sense of calm, balance and focus – all while earning money to pay for the basics of life alongside additional adventure, extended travel and exploration.

The rise of the modern nomad

In today’s fast-paced, ever-changing digital world, more people are moving toward online work that can be done from anywhere. The digital nomad network is no longer limited to single, child-free Gen Z and Millennials. Gen Xers are becoming increasingly digitally savvy, while an emerging pattern of families with children of all ages is discovering ways to work globally.

These families provide their children with exceptional education through a blend of professional world-schooling hubs, homeschooling and educational travel. Would you prefer your children to learn about the Roman Empire confined within four walls, or while walking through the cobbled streets of ancient history? The latter certainly leaves a more lasting impression.

The global digital nomad population has surpassed 40 million, with over 18 million originating from the United States alone. Nearly 70 countries now offer dedicated digital nomad visas, reflecting a transition from a fringe lifestyle to a formalised segment of the global workforce.

Globally, dozens of countries offer digital nomad or remote work visas designed to:

- Allow remote workers to stay longer than standard tourist visas permit.
- Provide clearer tax and residency frameworks.
- Encourage higher-spending, long-stay visitors who contribute to local economies.

Popular destinations – from Portugal, Vietnam, Thailand and Bali to Bulgaria, Jordan and Estonia – view digital nomads as a strategic component of their economic and tourism mix. Nomads are often high earners who enjoy a more affordable lifestyle in their destination country compared to where their employer or client base is located, a practice known as “geobarbitrage.”

Demographics and work profiles

- **Age and Education:** The average digital nomad is 36 years old, with roughly 90% holding a college degree.
- **Generational Breakdown:** Millennials and Gen Z comprise 75% of all nomads (40% and 35%, respectively).
- **Employment Status:** Approximately 61% are traditional employees (working full- or part-time for a company), while 39% operate as freelancers, entrepreneurs, or independent contractors.
- **Gender Distribution:** Roughly 56% to 59% identify as male, and 40% to 43% as female (Source: Astrify.com).

With expanded access to country-specific visas, working from anywhere is becoming the new baseline, creating a crucial target market for the glamping industry. Rising urban housing costs and pushback against short-term apartment rentals in major cities have restricted traditional Airbnb inventory in some regions. This creates a significant opportunity for glamping hosts to capture longer-term stays by positioning their venues as digital nomad or temporary world-schooling hubs.

Just like remote workers, hosts can work smarter, not harder. As AI transforms traditional careers, it cannot replace the physical, experiential offerings that glamping establishments provide. Glamping caters directly to a growing demographic of free-roaming remote workers who spend hundreds of billions of dollars annually on housing, co-working spaces and local services.

So, how can you bridge the gap?

For glamping operators, attracting long-term travellers and digital nomads requires thinking beyond the traditional weekend stay. While the natural surroundings, privacy and unique accommodation already provide much of the appeal, these guests also need to know they can comfortably live and work from your site for an extended period.

Reliable, high-speed Wi-Fi is an obvious starting point, but it is only part of the picture. The key is to consider what someone would need if they were staying for several weeks rather than several nights. Is there enough storage? Can they cook properly? Is there somewhere to work when the weather is bad? Are there local cafés, shops and activities nearby? Small practical details that might not matter to a weekend guest can become essential for someone making your site their temporary home.

This can also address the perennial challenge of seasonality. Offering longer stays during quieter periods could create a new revenue stream while attracting guests who are likely to spend money in the local area. Rather than filling an empty unit for a few nights, you could potentially have a guest staying for a month or more.

The important thing is not to assume that every glamping site needs to become a dedicated digital nomad retreat. The opportunity may simply be to make your existing accommodation more suitable for longer stays and ensure potential guests know that working remotely is possible.

Host-swaps and leverage

For those maybe feeling trapped by a mortgage that was supposed to provide security, long-term travel offers a compelling opportunity. There is no need to sell; instead, leverage the property with long- or short-term tenants who will cover the mortgage payments while you travel, allowing you to benefit from the asset's long-term value. Alternatively, home swaps allow you to exchange properties with other keen travellers worldwide.

This same principle of making existing assets work harder can also apply to glamping operators. Accommodation that sits empty outside peak periods could potentially provide a base for long-term travellers, remote workers or travelling families.

Co-collaborations

Event planners, travel agents and online communities actively seek exciting destinations for clients who want to combine work with social interaction, business with leisure and wellbeing, education with travel. As remote work increases feelings of isolation among 'solopreneurs' and cuts off human connection, digital nomad and world-schooling hubs have emerged as vital social gathering points for the modern workforce.

Glamping operators, agriturismos and boutique hotels can build their own hubs or collaborate with network leaders who bring established groups for extended stays.

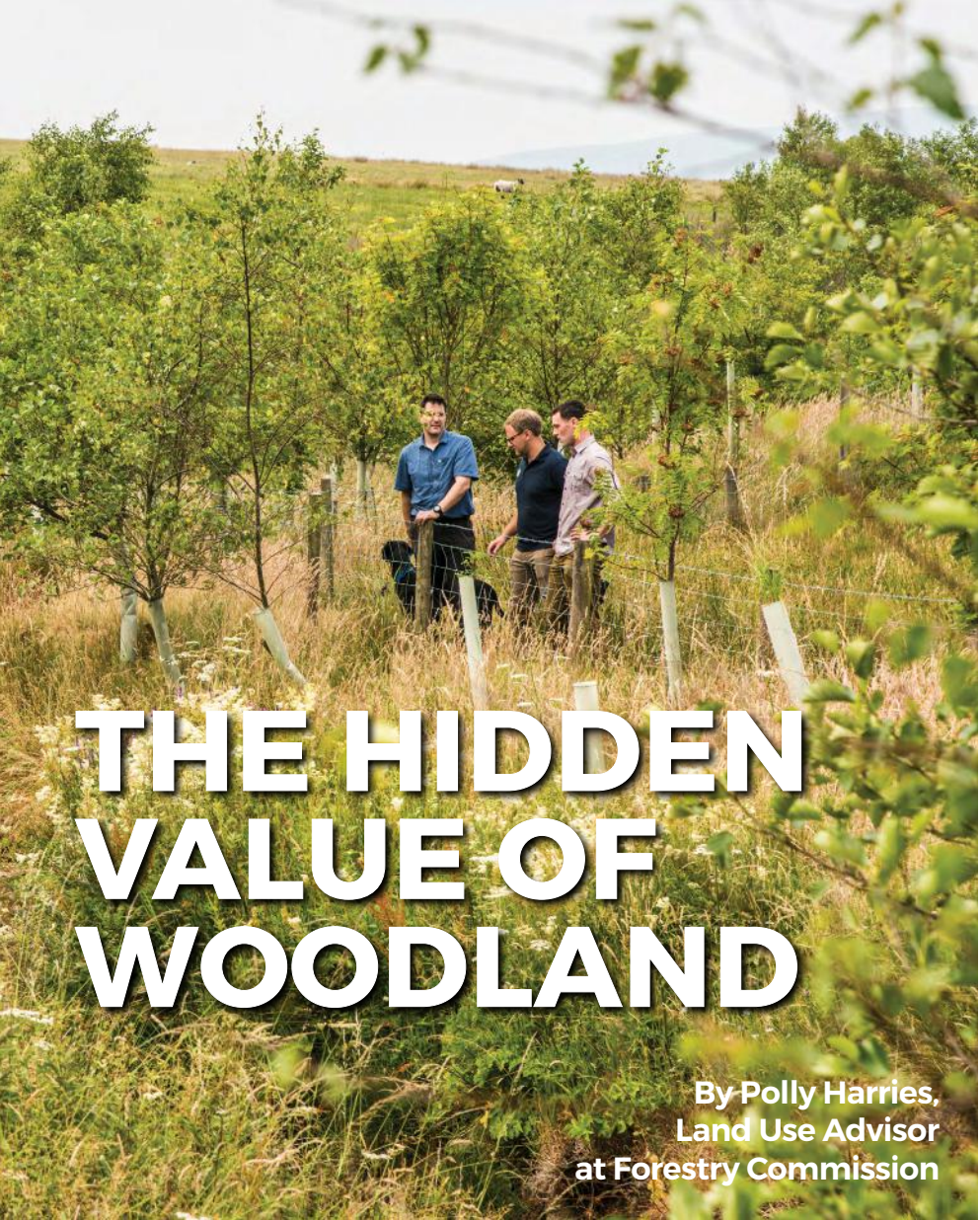
Successful nomads often:

- Base themselves in one location for several months at a time.
- Join co-working spaces or co-living communities.
- Build routines around exercise, sleep and offline time.

The most sustainable digital nomad lifestyles are surprisingly structured; clear systems for managing time, energy and relationships are what make long-term travel compatible with high-quality work.

This is a market that the glamping industry is well placed to serve – if operators are ready to adapt their offering to meet it. Are you ready to host them?





THE HIDDEN VALUE OF WOODLAND

By Polly Harries,
Land Use Advisor
at Forestry Commission

Polly Harries explores the often overlooked potential of woodland as an asset for glamping and rural businesses, from creating secluded guest spaces and memorable experiences to supporting biodiversity and generating new revenue. Here, she looks at how thoughtful woodland creation and management can help landowners make more of what they already have, while creating places where both people and nature can thrive.

Understanding the value of trees and woodland can unlock a wealth of hidden potential for your land. As demand for eco-tourism and high-end outdoor experiences continues to grow, your site's natural environment can become one of your greatest assets.

Whether you already have woodland or are considering creating it, there are wide ranging opportunities to make it an integral part of your guest experience. From creating secluded, private spaces for accommodation and providing an immersive backdrop for recreation, to creating wildlife habitats and

producing valuable timber, woodlands can deliver a range of environmental, visitor and business benefits.

The art of woodland design

Woodlands offer an effective way to create privacy and a distinct sense of place, enabling you to curate your site's own unique identity. From immersing guests into the character of the local landscape to evoking the calm of a Nordic-inspired hideaway.

Well-designed and managed woodlands can screen accommodation from neighbouring units and other visual distractions, creating a greater sense of tranquillity and escape. They also provide natural shelter from prevailing winds, helping to create a comfortable microclimate, making outdoor stays appealing across the seasons.

Being innovative with your choice of tree species can help create a woodland experience that changes throughout the seasons. Spring-flowering species can create a vibrant display as the woodland bursts into life, while fiery reds and oranges can

enchant guests in autumn. Evergreen species can then provide year-round interest, structure and colour, helping to keep your site appealing even during the quieter winter months.

Remember the most important aspect of creating new woodland is right tree, right place. It's really important to match your tree species to your site conditions, ensuring the trees you plant thrive and your woodland establishes quickly, with minimal intervention.

Woods that work for you

Many landowners already have existing woodland but may not be making the most of its potential. Many woodlands in the UK are under-managed, but active management can help restore woodland health, improve resilience and increase productivity.

Timber harvested from your woodland can be used to create fencing, seating and even on-site accommodation such as cabins and treehouses. Wood from the site can also provide a sustainable source of fuel for guest fire pits and wood-burning stoves, adding value to both the woodland and the visitor experience.

Escape into the forest

From truffle hunting and foraging experiences for food enthusiasts, to birdwatching and nature safaris for wildlife lovers, woodlands can attract a wide range of guests and provide a unique draw. For many people, the appeal of woodlands is to experience the sense of calm and a restorative space. Activities such as forest bathing, yoga and sound baths offer peaceful escapes for those seeking relaxation and reconnection with nature. Research shows that time spent in woodland can reduce stress, lower blood pressure and improve mental wellbeing, leaving people feeling refreshed and restored.

By combining these experiences with unique woodland accommodation, you can create memorable destinations that encourage visitors to return time and again.

Woodland creation in action at Chesterblade Hills, Somerset

Nestled on the edge of the Mendip Hills in Somerset, Chesterblade Hills demonstrates how investing in nature can create meaningful benefits for both the environment and a thriving rural business.

Established in 2020, the site is run by Ed Green and his wife Anna, who offer off-grid events, retreats and wild group camping experiences within a landscape undergoing significant nature restoration.

Having farmed the land for seven generations, the Green family is now leading its transformation towards a regenerative future, using woodland creation and habitat restoration to create a place where both people and wildlife can thrive.

A business built around nature

Nature is not just a backdrop at Chesterblade Hills; it's the heart of the visitor experience. The site offers two distinct experiences centred around reconnecting people with nature. At its centre is the Green Heart Venue, an off-grid retreat space featuring a wooden cabin complete with a fully fitted kitchen, seating area and outdoor hammocks. The venue regularly hosts workshops, educational groups and wellbeing retreats in a peaceful natural setting.

The Wild Group Camping provides exclusive-use camping for groups looking to escape the pace of modern life. With an outdoor kitchen, fire pits, flushing toilets and hot showers, it combines the simplicity of wild camping with a level of comfort that allows guests to relax and enjoy their surroundings.

Chesterblade Hills has become particularly popular with groups involved in ecotherapy and green prescribing, as well as visitors seeking tranquillity, wellbeing and a deeper connection with the natural world.

From little acorns

A major part of Chesterblade Hills' nature recovery journey has been woodland creation through the Forestry Commissions England Woodland Creation Offer (EWCO) grant.

In December 2024, Ed received approval to create one of England's largest woodland creation projects based on natural colonisation. Covering just over 80 hectares, new trees are now establishing naturally through seed dispersal from nearby woodlands, without the need for planting.

This approach recognises the value of natural processes in creating resilient, diverse woodland ecosystems. While natural colonisation forms the majority of the scheme, more than 5,000 trees have been planted to establish key native species across the site.

Unlocking woodland's hidden value

For Ed Green and his family, woodland creation is about far more than planting trees. It's helping to create a richer visitor experience, strengthen business resilience, enhance biodiversity, store carbon and reconnect people with nature. Guests have responded positively to the changing landscape, valuing the opportunity to visit a place where woodland creation is actively taking place and where nature is being allowed to become wilder.

As Ed explains, "Our overall mission here is to create a space where people and nature flourish together, and the combination of our campsite within a woodland creation project is a great example of that."

Chesterblade Hills demonstrates how woodland can enhance a rural enterprise, delivering benefits for nature, visitors and the long-term resilience of the business.

Bringing your woodland vision to life

Interested in woodland creation or looking to make more of your existing woodland? If you're not sure where to start, a range of grants and expert advice is available across England, Wales and Scotland to help bring your vision to life.

In England, the Forestry Commission provides specialist advice and financial support to help land managers create new woodlands and manage existing ones. The 'Woodland Creation Planning Grant' supports the planning and design stages of woodland creation, while the 'England Woodland Creation Offer' helps fund woodland establishment, with additional payments available for projects that deliver wider environmental and social benefits.

For glamping businesses, this support provides an opportunity to explore woodland creation and management, while considering how woodland can become an integral part of the visitor experience, helping guests connect with nature in a more meaningful way.

If you'd like to find out more, come and see us at The Glamping Show on Stand 216. Our Land Use Advisors will be able to guide you on woodland design, current regulations and grant support.



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THE TECH I COULDN'T RUN MY GLAMPING SITE WITHOUT



Having run a glamping business for the last 10 years, I have tried out various bits of helpful tech along the way – some were really successful, some not so much!

Most tech is supposed to save us time and money, but sometimes having lots of subscriptions to monthly tech solutions can end up being counterproductive and overwhelming. So, here is my guide to the tech I use every day and genuinely couldn't live without.

1. A good property management system

My recommendation: ResNexus

I still see some sites asking guests to email to book and using a paper diary to record bookings. Unfortunately, this just doesn't cut it in the fast-paced, 'need-it-now' world. Guests want to be able to book and pay on your website; they don't want to wait for a response.

A good property management system should connect to online travel agents such as Airbnb, Booking.com, VRBO or Hipcamp, so everything is managed centrally without the risk of double bookings. Features I looked for

included email marketing, contactless check-in, special offers and discount codes, and dynamic pricing.

These tools have helped me get my direct bookings to 80%, so I don't have to rely as heavily on OTAs, which can take up to 20% commission. You need to make it as easy as possible for a guest to book and having lovely photos of your upsells can really increase revenue too.

2. Design tools

My recommendation: Canva & CapCut

Canva is a design tool that allows you to create social media posts and videos, flyers, logos – you name it. There is a free version, but I use the paid Pro version. I've used Canva to design logos, a site map, newsletters and even the Christmas cards I posted out last year to my VIP guests.

CapCut is mainly used for short-form video creation. I use the free version, which has lots of templates and font combinations for captions. If you want an easy Reel idea, find five photos, search "5 photos" in the template search and it will create a quick Reel to music in about 30 seconds!



By Vicki Jones, Owner of Tractors & Cream

3. Digital guidebooks

My recommendation: Touch Stay Digital Guidebook

As we all know, guests don't really like to read what you send them. You could have information splashed all over your website, FAQs page and arrival email, and they will still call you asking if they need to bring washing-up liquid!

I use Touch Stay as a digital guidebook, which I send out as a link in my welcome email. It is a comprehensive guide to all your site facilities, things to do in the local area and



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generally anything a guest might need to know. It also works like your own app, as guests can add it to their phone before their stay and it works even if you are off-grid.

I still have, and always will have, a physical guidebook in each dome. I find guests have more time to read it while they are relaxing. People consume information in different ways, so the more places you can put the things you need them to know, the better!

4. AI tools - What has worked and what hasn't

By now, most of us have our preferred AI tool, whether that's ChatGPT, Claude, Gemini, Copilot or something else. I keep using ChatGPT, mainly because I've talked to it so much that it knows all about me!

I use it to draft newsletters, get ideas for my podcast and YouTube channel, improve website copy and, most of all, brainstorm social media ideas. It's also great when you have a particularly difficult guest request and don't know how to word something politely.

AI works best when it already knows your business, so the more context you give it, the better the results become.

An AI tool I tried that just didn't work out was an AI answering service. It sounded great in principle: you teach the AI agent all about your business and when someone calls, it can answer their questions and even book them in.

The problem was that people could tell after a few minutes they were talking to AI. Something felt off, especially as the AI (called Darren) had an American accent, and we're based in England! I quickly realised I didn't want guests feeling like I wasn't providing a personal, human service.

The next AI tool I'm excited to trial is Selfie.ai. As more guests plan holidays with AI, it's so important that our businesses are visible

to them. Rather than optimising for Google search, Selfie.ai creates an AI-readable profile of your glamping site, helping AI assistants understand who you are, what makes you unique and who your site is best suited for. It can also connect to your booking system to check live availability and, in some cases, complete bookings.

5. Maintenance and task management

My recommendation: Snapfix

Maintenance around a glamping site is continual and hard to keep on top of. We used to scribble down notes on our cleaning chart or send issues into our WhatsApp group, where they inevitably got lost in the thread.

We now use Snapfix to record maintenance issues around the site. My team all have the app on their phones, and if someone spots a light bulb that's out or a dripping tap, they take a photo, assign it to the relevant person and it stays on the system until it's completed. A traffic-light system shows what needs doing, what's in progress and what's complete.

Having one place where every maintenance issue lives means nothing gets missed and everyone knows exactly what's outstanding. It also gives you a useful history of recurring problems, making it easier to decide whether something needs repairing yet again or replacing completely.

6. Guest communication

My recommendation: WhatsApp Business

Most of the UK uses WhatsApp and seem to prefer communicating this way over email. The business version of WhatsApp is useful for keeping everything organised. I use quick replies for questions I'm asked repeatedly, such as check-in times, directions and what guests need to bring. It also has greeting and away messages.

It doesn't necessarily save me hours every day, but it makes communication easier and faster for both me and my guests.

Using tech to save time

I used to waste the most time giving arrival information. Before I automated arrival emails through my PMS, I would text each guest individually the day before their stay and copy and paste the relevant information. Sometimes I would forget, or accidentally leave the wrong name or day in the message!

Now I don't worry because I know the email is sent two days before their stay. They have a link to our virtual tour, our Touch Stay guide and my mobile number if they forget what to do or get lost.

This alone has literally saved me hours every week.

I never want technology to replace hospitality

As much as I love technology, there are some things I don't think should ever be automated. I still want to greet every single guest. I want them to know me from the beginning of their booking process, whether they found us through Instagram and saw videos of our family, or read our story on my website.

Guests always remember a friendly welcome, my local recommendations or the extra touches I've put in for regular guests. Technology should remove the repetitive admin so you have more time to do the things that create the guest experience and allow you to do the parts you love about hosting.

People don't book glamping because they want to interact with software! I believe the best glamping businesses don't use technology to replace hospitality – they use it to create more time for it.



STOP CHASING MORE LODGES

& Start Building a Better Business



By Richard Sigsworth,
Park Development Director
at Omar Group

After more than 30 years working in the holiday park industry, one question comes up more often than any other: “Richard, where can I fit another five lodges?”

My response is usually: “Why?”

Sometimes adding more accommodation is absolutely the right decision. However, the biggest opportunities are often already sitting within the park an owner has. Growth isn’t necessarily about expanding the site boundary or squeezing another row of lodges into an unused corner. Often, it is about making better use of what is already there.

The most successful parks I visit aren’t necessarily the biggest. They are the ones with a clear long-term vision and a good understanding of what they are trying to achieve.

Walk your park like a first-time visitor

One of the simplest exercises I recommend costs nothing. Park your car outside the entrance, put your phone away and walk through the park as though you’ve never visited before.

Is the entrance inviting? Would you know where reception is? Is the landscaping well maintained? Does everything feel welcoming, or does it simply feel like somewhere to park a caravan?

Guests begin forming opinions long before they’ve unpacked their bags. I’ve visited parks with stunning £200,000 lodges where the arrival experience completely let them down. Confusing signage, tired entrances, overflowing bins, poor lighting and an uninspiring reception can create the wrong first impression – and unfortunately, that can become the lasting impression too.

The guest experience starts before they arrive

It is easy to think of guest experience as something that begins when somebody opens the door of their accommodation. In reality, it starts much earlier, with the first visit to your website.

It continues when they make a booking, through every email, phone call and interaction before they leave home, and then through the arrival, welcome, accommodation, facilities and departure. Finally, there is the question of whether they would recommend you to somebody else.

Every touchpoint contributes to the overall experience.

If guests leave feeling relaxed and refreshed, and are already talking about coming back, you’ve succeeded.



You're selling memories, not accommodation

People don't spend thousands of pounds on a glamping holiday because they simply need somewhere to sleep. They are buying time together, an escape from work and the opportunity to create memories.

Some of the best parks I've visited haven't had the biggest swimming pools or the most expensive facilities. Instead, they have had character and experiences that guests can connect with: children collecting freshly laid eggs from free-range chickens before breakfast, families sitting around an open fire, watching the stars instead of television, walking through peaceful woodland or drinking fresh coffee overlooking a lake.

None of these experiences necessarily costs a fortune to create, but they can become the things guests remember for years afterwards.

In a busy world, simple pleasures have become genuine luxuries.

Bigger isn't always better

A mistake I see regularly is the assumption that success is measured by the number of units on a park. Personally, I'd rather own 40 premium lodges achieving excellent occupancy than 60 competing purely on price.

I recently worked with a client who initially wanted to maximise the number of plots on a development. After walking the site together, we reached a different conclusion. Rather than adding more lodges, we created larger plots, improved the landscaping, opened up views and increased privacy between units.

The result was a development that felt more exclusive. Those larger plots commanded higher selling prices, stronger rental returns and created a better guest experience. Sometimes less really is more.

Don't forget the return on investment

If there's one lesson I've learnt throughout my career, it's that every pound you spend should generate a return.

Too many developments overspend during phase one, investing heavily in clubhouses, leisure facilities or buildings that look impressive but take years to pay for themselves. Just because another park has built something doesn't mean you should.

Before spending money, ask yourself three questions: will this genuinely improve the guest experience? Will guests pay more because of it? And how long will it take to recover the investment?

If the numbers don't stack up, perhaps it isn't the right investment today.

There is nothing wrong with opening a park with an outstanding core product, generating cash flow and then reinvesting profits into future phases. In many cases, that is the most sensible and lowest-risk strategy.

Every park should have a masterplan

Even if you're only building five lodges this year, you should have an idea of what the park could look like in 10 years' time. A masterplan isn't there because you'll build everything tomorrow. It is there to make sure today's decisions don't restrict tomorrow's opportunities.

Think about future facilities, roads, services, landscaping and potential revenue streams. The operators who think 10 years ahead usually have an advantage over those who are only thinking about next season.

Look beyond accommodation

One of the biggest missed opportunities I see is owners becoming completely focused on accommodation when there may be other ways of generating income.

Could unused land become a wellness area? Could an old barn become a café, farm shop, wedding venue or small events space? Could you create premium experiences rather than simply more pitches?

Additional income doesn't always require additional accommodation. Sometimes your next revenue stream is already sitting on the site, waiting to be discovered.

Build something people want to return to

The holiday park industry has changed enormously over the last decade. Guests expect more, but that doesn't necessarily mean bigger or more luxurious. They expect better service, better design, better experiences and better value.

The parks that thrive over the next decade won't necessarily be those with the most lodges. They will be the ones that create memorable experiences, invest wisely, understand their return on investment and continue to evolve with changing guest expectations.

If I could leave every operator with one piece of advice, it would be this: don't chase more lodges. Chase a better business.

Guests won't remember how many units you have. They'll remember how your park made them feel. And if they leave planning their next visit before they've even reached home, you've already won.

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THE GLAMPING SHOW EUROPEAN FORUM

Heads to Amsterdam

Basecamp Amsterdam

Following a successful debut in Lisbon earlier this year, The Glamping Show European Forum (TGSEF) is heading to Amsterdam on 26 November 2026.

For a sector that is growing and professionalising at remarkable speed, many of the most useful conversations still happen face-to-face: comparing experiences with another operator, discovering how somebody solved a problem you are currently facing, meeting a potential partner or simply hearing a different perspective that changes the way you think about your business.

That was the thinking behind the launch of TGSEF earlier this year. Rather than creating another large-scale trade show, the idea was to establish an intimate, highly focused one-day event that could move around Europe, bringing practical knowledge and meaningful networking closer to operators in different markets.

The inaugural Forum took place in Lisbon in March and brought together a wonderfully diverse group of operators, developers, suppliers, consultants and industry specialists from across Europe and beyond.

Now it's Amsterdam's turn.

On 26 November 2026, The Glamping Show European Forum II will take place at Basecamp Amsterdam, in Amsterdam West – an appropriate setting for a gathering dedicated to the future of outdoor hospitality.

Practical ideas for a changing market

Glamping may have matured considerably over the past decade, but running a successful

business is arguably becoming more complex. Operators are having to think more carefully about pricing, occupancy, marketing, staffing, investment and the experiences they provide. The Amsterdam Forum is being developed around those realities.

The intention is not to fill the day with broad predictions or generic tourism presentations. Speakers are selected because they have built businesses, worked directly with operators, tackled challenges and developed ideas that can translate into practical action.

Among the first speakers confirmed is Kerry Roy, one of the industry's original 'glampreneurs'. Kerry founded the award-winning Camp Katur in the UK in 2012 and has subsequently diversified into areas including festivals, weddings and wellness retreats. Her considerable hands-on experience of creating additional revenue streams around a glamping business gives her a particularly valuable perspective for operators looking to maximise the potential of their own sites.

Also joining the programme is Alette Bastiaansen of FarmCamps, who brings more than 15 years of experience in building and scaling businesses. FarmCamps has developed an innovative model that creates new tourism income for farmers while providing families with meaningful opportunities to reconnect with rural life. Alette is now driving the company's international expansion, increasing occupancy and developing partnerships with farmers.

The line-up will also include Sarah Riley, Co-Conference Director of Glamping Show Americas and a specialist in marketing glamping businesses, and Dutch leisure

and outdoor hospitality expert Richard Otten of Pleasureworld, bringing additional perspectives on marketing, concept development, guest experience and the changing European leisure market.

The value of being in the room

Perhaps the strongest endorsement of the European Forum comes from those who attended the first event in Lisbon. One delegate described coming away with "a ton of new ideas and a lot more knowledge" and called the wealth of experience available in the room "a dream to have access to."

WeCamp similarly praised the Forum for bringing professionals, brands and projects together around the shared ambition of creating stronger, more sustainable and purpose-driven businesses.

The programme includes time for coffee, a networking lunch and an evening drinks reception. In a relatively compact industry, the person sitting beside you over lunch can sometimes prove every bit as valuable as the person standing on the stage.

Why attend?

For anyone operating, developing, supplying or investing in the European glamping sector, the Forum offers the chance to spend one concentrated day stepping away from the everyday demands of the business and looking at what comes next.

TGSEF II takes place at Basecamp Amsterdam on 26 November 2026. Early Bird tickets receive a 10% discount until 30 September 2026.

Visit theglampingshow.com/the-glamping-show-european-forum.

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5 STEPS TO SUCCESS

How glamping owners can capitalise on unprecedented demand

Drawing on findings from its new glamping trends report which highlights unprecedented demand amongst holidaymakers, Joby Mussell, Chief Commercial Officer at Glampingstays, sets out five clear priorities with practical advice for operators looking to capitalise on growth in the sector.

With the UK glamping market predicted to reach £350-£380 million by 2032, latest data shows that guests now have higher expectations and wider budgets than ever before, coupled with a genuine desire for experiences far beyond traditional camping and hotels.

The research – which was commissioned by Glampingstays and conducted by consumer intelligence agency Trajectory polling over 1,500 UK adults – highlights five clear strategic priorities for owners seeking to capitalise on the latest trends.

1. Focus on quality over quantity

34% of UK adults prioritise high-quality experiences over extended trips, and 38% emphasise high-quality, comfortable accommodation in their decision-making. Glamping is well-positioned to thrive, but only if it delivers value that matches its pricing. Hotel-grade bedding, premium kitchenware, well-maintained amenities and responsive communication form the foundation for building guest buy-in.

2. Offer experiences beyond accommodation

Quality accommodation is fundamental, but unique experiences set you apart. Guided nature activities appeal to 39% of prospective glampers, wellness experiences interest 37%, and 33% desire farm-to-table dining or cooking classes. You needn't deliver all these experiences on your own; collaborating with local guides, artisans and wellness experts creates memorable packages without significant upfront costs, while boosting average booking values.

3. Cater to high-value segments

High-income consumers are driving demand and are more willing to pay for premium amenities and exclusive activities. 78% of those earning over £83,000 annually engage in glamping, alongside 81% of Gen Z, who are either curious about or want to go glamping. Owners who identify their niche and tailor experiences accordingly are best placed to succeed.

4. Maximise your digital presence

Discovery is increasingly driven by social media and AI. Research from ABTA found almost one in five young adults use AI to plan holidays; a trend set to grow.

Stay competitive by optimising for AI-driven search (generative engine optimisation), maintaining accurate listings on trusted platforms, and actively managing reviews. Partnering with a credible holiday letting agency that specialises in glamping accommodation can further boost visibility and support.

5. Be ready to adapt to future trends

While quality bedding, hot tubs and Wi-Fi remain in demand, emerging preferences deserve attention. Saunas, cold plunge pools, EV charging and outdoor kitchens are growing in popularity. Pet-friendly accommodation is a major growth area too with 61% of glamping enthusiasts paying extra for dedicated pet amenities. Investing early in these trends helps operators stay ahead of the competition.

In summary

Acting across these areas needn't be hugely costly or complicated and can support rapid return on investment. While implementing every measure may not be practical, evolving your offering helps tap into new markets, differentiate your business and drive occupancy, with the ultimate aim of increasing revenue.



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Rebecca May

Founder & Editor
Published quarterly

ABUS

Managing security across glamping sites

Guest expectations around self check-in and flexible arrival times have changed the way many glamping sites operate.

For operators, this flexibility needs to be matched by access systems that can be managed when guests arrive outside normal working hours or accommodation is spread across a wider site.

Adam Evans, Managing Director of ABUS UK & Ireland, looks at key security management from both physical and digital perspectives, and how smart access solutions can support seamless arrivals while maintaining site security. The physical key remains part of the security process for many properties. It may need to be available to a late-arriving guest, cleaner or contractor. As the number of units increases, keeping track of keys and arranging handovers can add administration.

Self check-in removes the need for an operator to be present for every arrival, but puts greater emphasis on how access is provided and controlled.

Looking beyond the individual unit

Security considerations extend beyond accommodation. Glamping sites can cover substantial areas, with units, parking, reception areas, communal facilities and maintenance spaces located separately.

For operators managing several units, knowing who has been given access, when permissions begin and when they end provides greater control, particularly where access requirements change regularly.

A different approach to key management

Smart access technology can retain the familiarity of a physical key while giving operators greater control over access. ABUS One brings together smart security products within one app, including door locks and key boxes. Access permissions can be managed digitally, with users accessing products through a smartphone or numerical code.

For glamping sites where physical keys are still required, the KEYGARAGE One range offers two options. The KEYGARAGE One 787 is designed for wall mounting in protected outdoor areas, while the KEYGARAGE One 797 uses a shackle for more flexible positioning. Both can hold up to 20 keys, three car keys or 30 access cards.

The key boxes can be opened using a six-digit code or smartphone. Individual codes can be created for different users, with time limits applied and permissions revoked when no longer required. Smartphone access can also be provided through invitations in the ABUS One app.

This allows the physical key to remain at the property without being left unsecured or requiring a face-to-face handover.

Where remote management is required, KEYGARAGE One can be connected to Wi-Fi using the separately available BRIDGE One. Operators can manage functions remotely, including locking, unlocking and changing access permissions. An event log

records usage, while notifications can be enabled for key box access and low battery levels.

The ABUS One ecosystem can also extend to other access points around a site, including accommodation units using the CYLOX smart door cylinder and ancillary areas secured with EVEROX smart padlocks.

For glamping operators, smart access is ultimately about fitting security around the way a site operates. Where guests arrive independently and accommodation is distributed across several locations, digitally managed access can reduce key administration while giving operators greater visibility over who can access each property.



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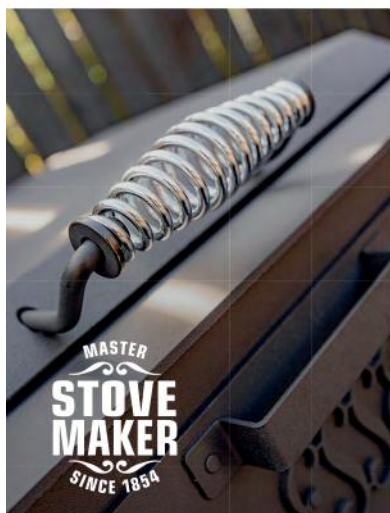


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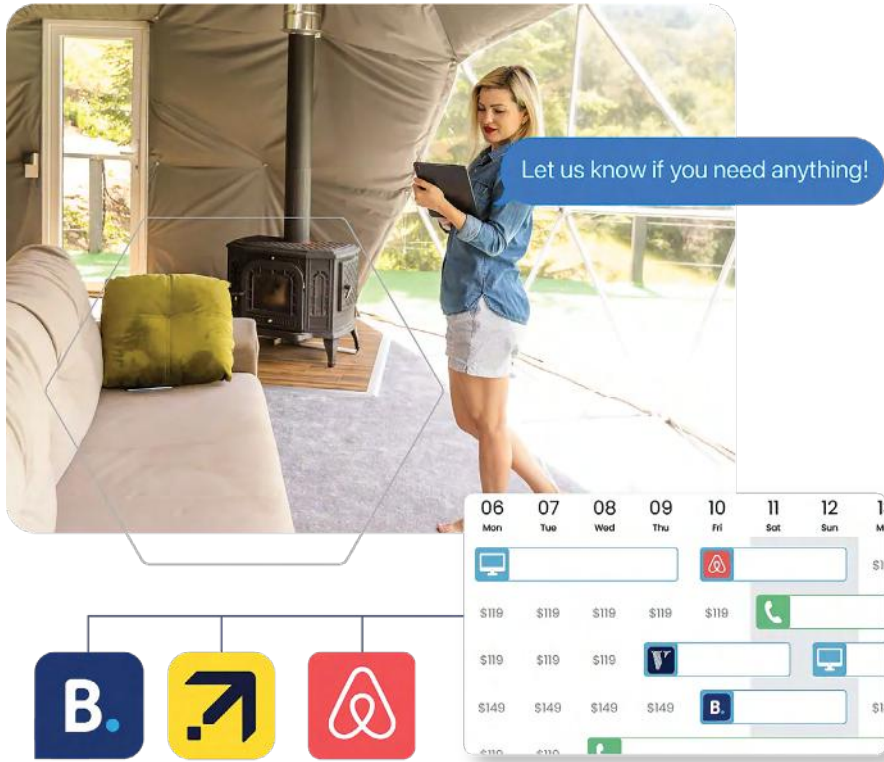
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For businesses looking to expand their marketing reach, ResNexus integrates with major online travel agents while encouraging direct bookings through an intuitive booking engine that is simple to link into your existing website. Automated email campaigns, guest messaging and reporting tools also help operators build stronger relationships with their customers long after check-out.

Of course, software is only as good as the support behind it. For many operators, particularly those launching a new business, having access to knowledgeable people who genuinely want to help can make all the difference. This is an area where ResNexus consistently stands out as Zoe from Bailey Huts explains:

“I couldn’t manage my business without ResNexus. Being a new glamping site owner, the support has been incredible, it’s second to none. I can’t imagine getting this level of support from another property management software.”

That level of customer service is something frequently mentioned by users across the hospitality industry. Rather than simply providing software, the ResNexus team works alongside customers to help them get the most from the platform, whether that’s during onboarding, implementing new features or finding better ways to streamline operations.

In an increasingly competitive marketplace, efficiency, automation and excellent customer support are no longer optional extras – they’re essential. For many glamping operators, ResNexus has become far more than booking software; it’s a trusted business partner helping them grow with confidence.

RESNEXUS

The Technology Partner Helping Glamping Businesses Thrive

The glamping industry has evolved rapidly over the last decade. What began as a niche accommodation sector has become a sophisticated hospitality market where guests expect seamless online booking, instant communication and a first-class customer experience. For operators, that means balancing guest expectations with the realities of running a busy site. Choosing the right property management system (PMS) is no longer simply about taking bookings – it’s about finding a technology partner that helps your business grow.

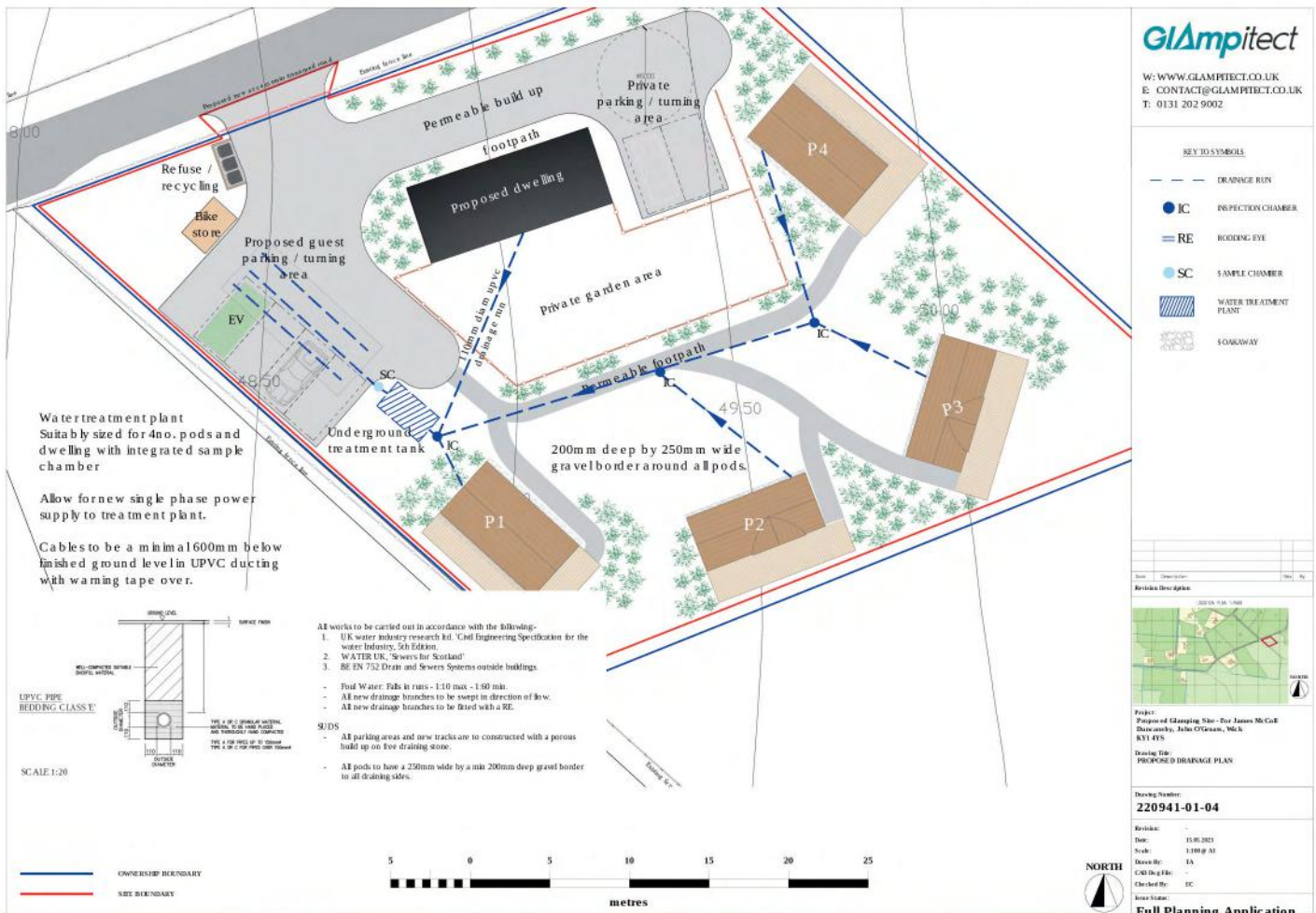
ResNexus has been supporting hospitality businesses for over two decades, and while it serves hotels, B&Bs and holiday parks around the world, it has become particularly well suited to the unique needs of glamping operators. Whether you’re managing a handful of luxury safari tents or a large mixed accommodation site, the platform has been designed to simplify day-to-day operations while maximising revenue.

Unlike generic booking software, ResNexus understands that no two glamping businesses are the same. The system offers extensive customisation, allowing operators to build booking journeys that reflect their brand while automating many of the repetitive administrative tasks that consume valuable time. From online reservations and automated guest communications to housekeeping management and payment processing, everything is designed to work together in one central platform.

Revenue management has become increasingly important as the market matures, and ResNexus provides operators with powerful pricing tools that help optimise occupancy and profitability. Dynamic pricing, minimum stay rules, promotional offers and integrations with leading revenue management platforms enable businesses to respond quickly to changing demand without constantly adjusting rates manually.



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Building a Resilient Glamping Business Starts with the Right Infrastructure

Glamping operators invest significant time and resources into creating unique and memorable stays. Luxury accommodation, high-quality facilities and outstanding customer service all play an important role in attracting visitors. However, the long-term success of any glamping destination also depends on the infrastructure working quietly in the background.

Preparing for Seasonal Demand

Unlike many other businesses, glamping parks often experience dramatic fluctuations in occupancy throughout the year. Peak summer seasons, bank holidays and special events can bring a surge in visitors, while quieter periods may see only a fraction of that activity.

These varying occupancy levels create unique challenges for site infrastructure, particularly wastewater treatment. Systems must be capable of coping with higher demand during busy periods without becoming inefficient or costly to operate when visitor numbers fall.

Reducing Operational Pressures

For operators and owners, reliable infrastructure means fewer headaches. A well-designed wastewater treatment system can help reduce maintenance requirements, improve operational efficiency and allow site teams to focus on guests rather than managing essential services.

Choosing a solution that can adapt to changing flows, operate efficiently and support future expansion can contribute to smoother day-to-day operations and greater confidence during peak trading periods.

Planning for Future Growth

Many glamping businesses are expanding, adding new accommodation units, washroom facilities, cafés or leisure amenities. As sites grow, wastewater requirements grow alongside them.

Investing in scalable infrastructure from the outset can help avoid costly upgrades later and provide reassurance that the site is ready to support future development. For operators focused on long-term success, wastewater management should be considered a strategic investment rather than simply a compliance requirement.

Supporting Sustainable Operations

Environmental responsibility is increasingly important to guests, regulators and site owners alike. Effective wastewater treatment helps protect local ecosystems, supports sustainable site management and contributes to the overall reputation of a destination.

For glamping parks, campsites and holiday resorts looking for a wastewater treatment solution designed to handle fluctuating occupancy levels, seasonal demand and future

growth, Tricel offers a range of commercial treatment systems tailored to the needs of the hospitality and leisure sector.

Speak to the experts at Tricel to discuss your project and find the right solution for your site.





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CROWN AND CANOPY SECURES AN EXEMPTION LICENSE

Crown & Canopy has secured a Paragraph 5 certificate from Natural England, so we can now help you get a small-scale glampsite up and running, faster.

For landowners dreaming up a glamping business, the biggest question isn't always "will I get planning permission?" It's "which route is right for my land, and how do I get there?"

That's where our new accreditation comes in. For suitable small-scale, temporary developments, it means a quicker, lower-cost way to get a glampsite up and running. For others, it still means a full planning application. At Crown & Canopy, we help you understand your options and choose the right route for your land, your proposal and your ambitions.

What is a Paragraph 5 Exemption Licence?

Through the Crown & Canopy Glamping Club, we assess, certify and manage exemption licences. A Paragraph 5 exemption licence allows suitable landowners to operate up to five temporary units without needing full planning permission, provided the site meets the relevant criteria. The development must be temporary and reversible.

How does it work?

We start by discussing your goals for the land, then assess location, environmental constraints, access and infrastructure. If an exemption licence is the right fit, we prepare your application and supporting documents, and liaise with your Local Planning Authority, including neighbour consultation where needed. Once approved, we issue your certificate and manage your annual renewal, keeping your site compliant year after year.

What does it mean for a landowner?

Done well, an exemption licence can mean a faster start, no costly planning application fees, and a lower-risk way to test glamping demand before bigger investment. But it isn't a shortcut for every site - it comes with its own limitations and ongoing compliance requirements, so we'll always assess your site honestly before recommending it.

How this fits with our wider Planning Services

An exemption licence is one of several routes we can advise on, alongside planning research, site appraisals, pre-application advice, full planning applications, business appraisals and design. We look at your land, your goals and your budget first, then recommend the route that fits, not the other way around.

Get in touch for a free consultation call to find out how our team can help you secure an exemption.



WOODPECKER TUBS

With glampsite owners wanting to improve their wellness offerings, there is a greater need to offer something that isn't just about aesthetics or a plethora of outdoor experiences. It's about how guest journeys can be enriched by wellness and holistic therapies.

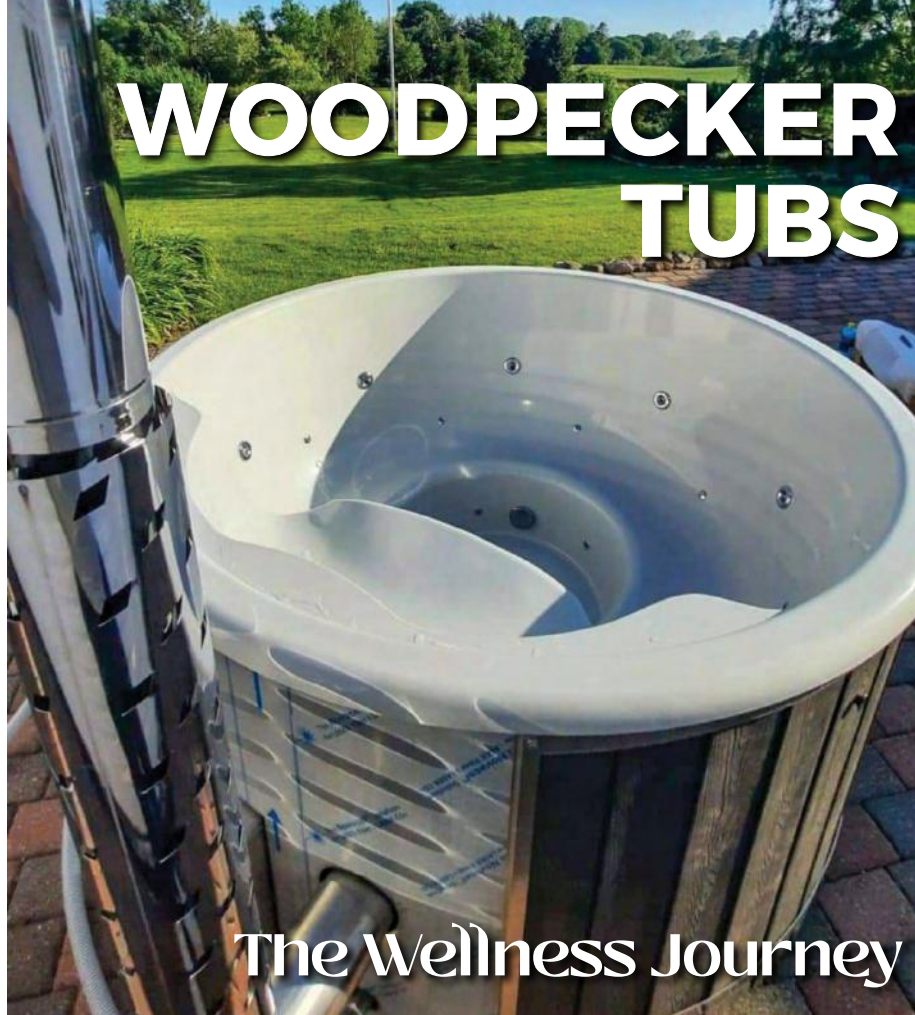
Over the last 15 years or more, we've seen guests become dialled in with their bodies and lifestyle choices, allowing them to become more health conscious and seek ways in which to enrich their daily lives including reduction in stress, anxiety and heart health.

As a manufacturer of hot tubs and saunas, we are well aware of what benefits these can provide for guests. However in order to maximise a return for glampsite owners, it all begins with the choices made when making the initial investment.

We see and hear the stories about a hot tub flooding a site due to it being damaged by guests; it not being fit for purpose because the pipework used wasn't able to circulate the water correctly, or even extreme cases where the stoves of hot tubs and saunas were not safe, causing catastrophic damage to sites, like setting adjoining buildings on fire, leaving site owners with subsequent repair bills for the damage.

Therefore, our top tips for site owners when looking to make their initial investment in wellness offerings would be to always do your research. Don't just buy the first thing that you see and make sure you look at a range of companies.

Take your time to look at how these hot tubs are made. Do they have everything on your



The Wellness Journey

wish lists that you want? Do they fit into your site? How long do they take to be delivered? Are you able to physically view them, e.g. are you able to go and visit the showrooms or even to an industry event like The Glamping Show in Stoneleigh? Being aware of these when making your decisions will make the whole buying experience run smoothly.

It's also important to consider the latest trends within the industry, and whether this involves the use of smartphone apps so that you can turn your electric hot tubs on to be heated before guests arrive.

Design and sustainability must also be considered. There is a need to evolve into quirkier sites, which include things like waterproofing the outside of tubs so they can be sunk into the ground.

The need to be more sustainable and appealing is at the forefront of every guest experience and should be fully embraced by the site owners, with an added level of importance being placed around whether you go electric or wood-fired, as the costing comparisons are directly related to your operational costs overall.

You can strike a balance between the wellness experiences you want to offer to your guests and the operational costs of putting your site ahead of many others. But this balance can only be struck if you provide focal points for the guests to feel

that you are listening to them as a customer – and not being a site owner who knows best. Therefore everything you do is right at the heart of why customers need and want their wellness and lifestyle choices to be enhanced!

Providing something unique for each site owner is how we as manufacturers evolve, leading to advancements in how we deliver on our own promises relating to sustainability and design improvements. Much like site owners have a greater understanding of how our tubs and saunas can help guests improve their quality of lives, making lifestyles choice easier and allowing escapism from their daily lives better together.

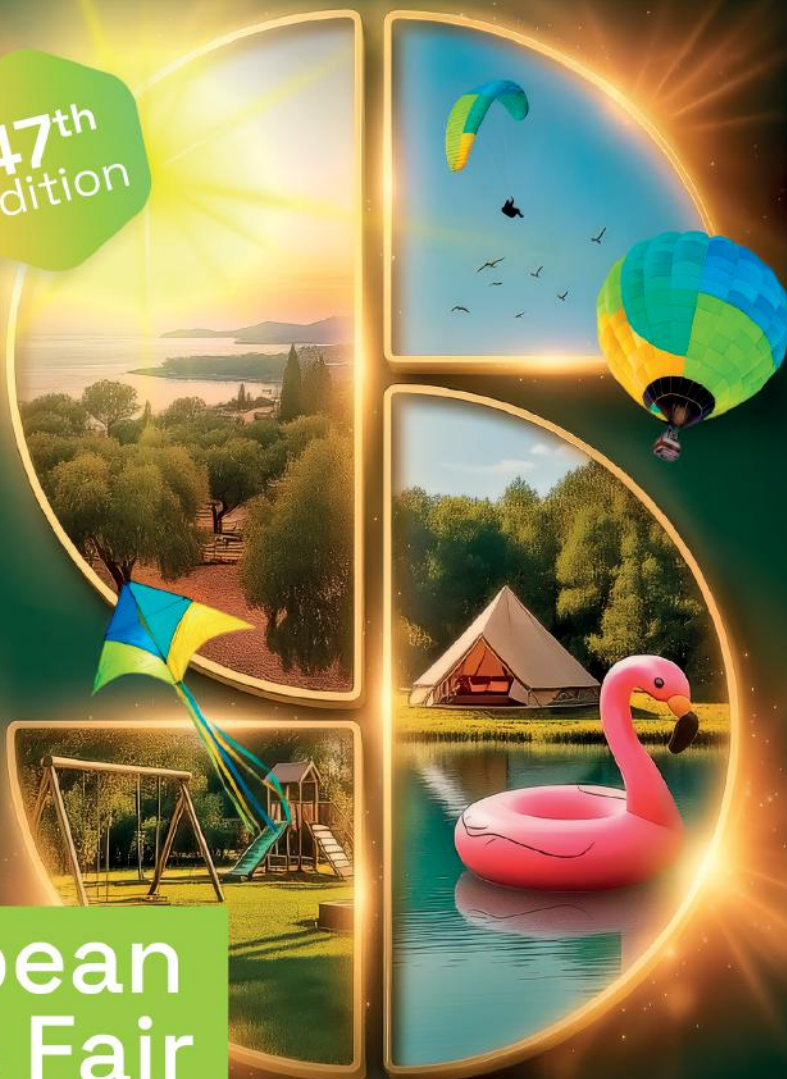




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