INTERNATIONAL
Glamping BUSINESS
Issue 58 November 2026



THE GLAMPING SHOW
SEMINAR ROUND-UP

PLANNING EXEMPTIONS
AN OPPORTUNITY, NOT A SHORTCUT

INDEPENDENT, INTENTIONAL AND INTUITIVE
INTERVIEW WITH ESTRELLA GLAMPING

THE GREAT GLAMPING DEBATE
HEADS TO AMSTERDAM

LOAN OR ASSET FINANCE?

THE BUSINESS OF KNOWING YOUR GUEST

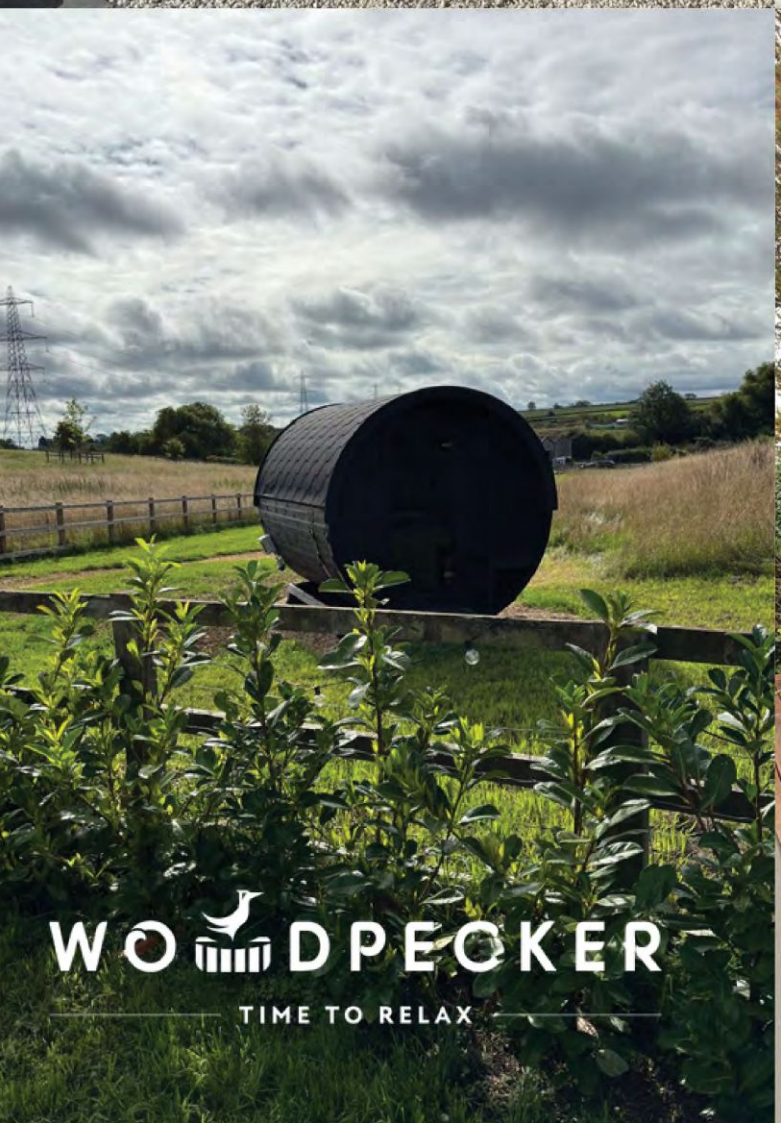
OCEAN MANTRA VILLAGE
A VISION WORTH THE JOURNEY

THE OFFICIAL PUBLICATION OF **THE GLAMPING SHOW**





Something for all seasons!!



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Welcome to our final issue of 2026! As another year draws to a close, we want to take a moment to thank our readers, contributors and advertisers who have supported us – we're incredibly grateful.

And we have a little news of our own. In 2027, we'll be embarking on a rebrand. The glamping industry has evolved enormously since we launched and we feel it's time for our identity to better reflect the sector today. We're keeping the details under wraps for now, but keep an eye on our website for the first announcements, or follow us on social media. And if you want to be among the first to hear what's happening, make sure you're signed up to our mailing list at glampingbusiness.com/newsletter.

There's plenty to get stuck into in this issue, starting with the upcoming Glamping Show European Forum (TGSEF) on 26 November in Amsterdam. We're introducing a new debate-style format, bringing together an exceptionally international group of delegates to challenge ideas, share perspectives and discuss where the European glamping industry is heading. It's an opportunity to move beyond the usual conversations and really get into the questions shaping our future.

We also look back at The Glamping Show 2026, held in September, and revisit some of the biggest takeaways from the seminar programme, which International Glamping Business curated.

We speak to Véronique Godin, co-founder of Estrella Glamping in Canada, to hear about her journey and the business she's built. We also travel to Sumbawa, Indonesia, where Olesia Vlasova, co-founder of Ocean Mantra Village, shares the long, and ultimately rewarding, journey to opening a retreat. Both are an honest look at what it takes to turn an ambitious vision into reality.

Planning is another big theme this issue. We've spoken to two different companies about planning exemption licences for glamping sites in the UK. It's certainly not a one-size-fits-all solution, but it could be a useful route for some businesses. We also have an article from Simon Palmer, who breaks down the different types of finance and loans available.

With 2027 firmly on the horizon, Joby Mussell of Glampingstays brings us the latest travel trends and booking statistics, alongside predictions and practical advice on how to stay ahead in the year to come.

Finally, we're looking even further ahead to the Eco Resort Network gathering in Zanzibar, 30 May-2 June 2027. We're already looking forward to bringing the community together again for another few days of meaningful conversations, new connections and shared inspiration.

We'll be back in 2027 with fresh ideas, new perspectives and a new identity!

Annie

Editor, International Glamping Business

Cover image: ***Ocean Mantra Village***

Welcome to INTERNATIONAL Glamping BUSINESS

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International Glamping Business is published by: Upgrade Publishing. Registered address: 47 Oliver Close, London W4 3RL
Publisher: Upgrade Publishing, Steph Curtis-Raleigh. **e:** steph@upgradepublishing.com
Design: Dean Coulter, Design on Tap. www.designontap.co.uk
www.glampingbusiness.com **Instagram** @thisisglamping **Facebook** @thisisglamping **LinkedIn** @thisisglamping
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Eco Resort Network **w:** www.ecoresort.network **e:** steph@ecoresort.network

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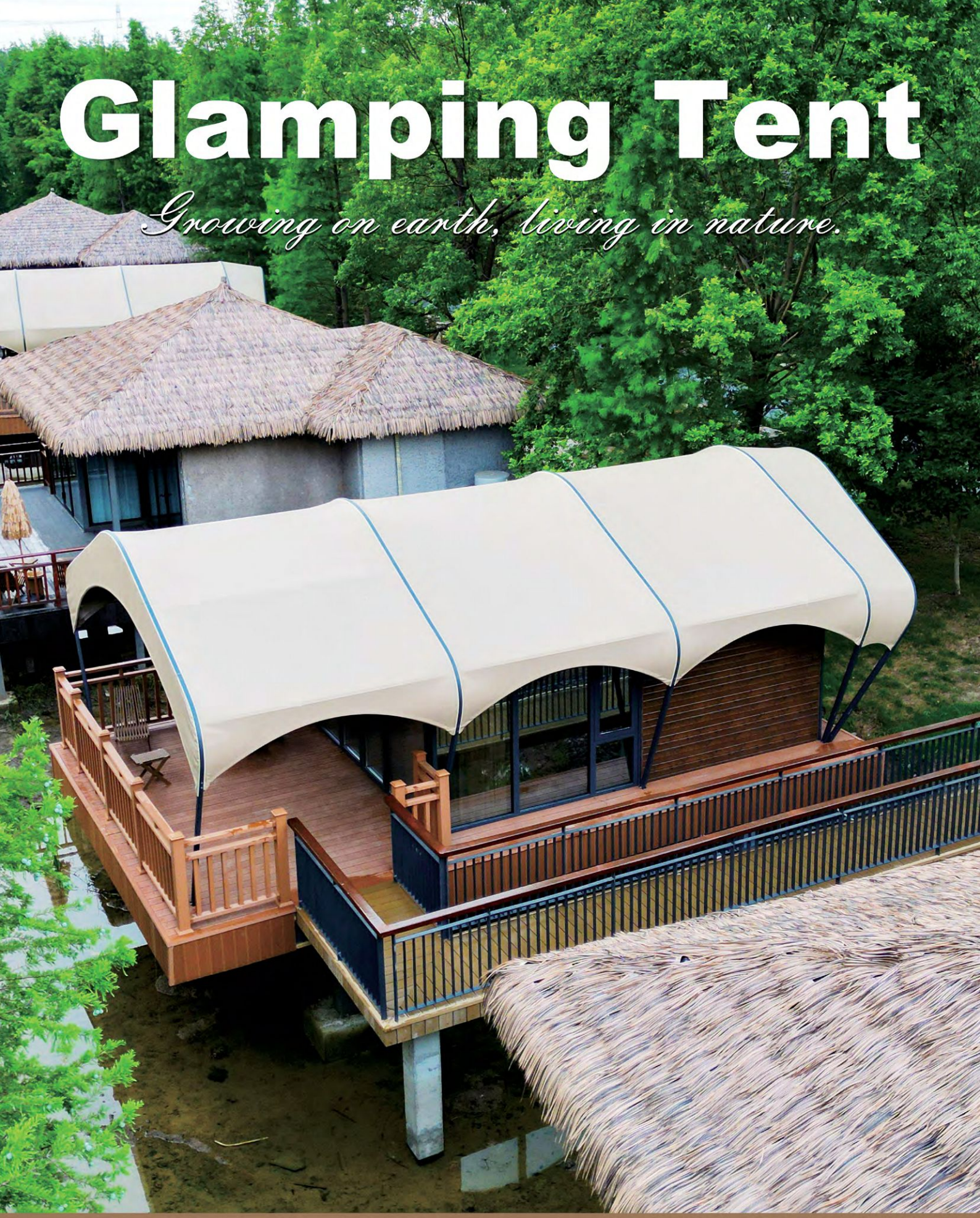

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AUTUMN BUDGET CONFIRMS PLANS FOR OVERNIGHT VISITOR LEVY IN ENGLAND

The UK Government has confirmed plans to give local authorities in England the power to introduce an overnight visitor levy, with potential implications for glamping sites, campsites and other outdoor hospitality businesses.

Announced in the Autumn Budget on 28 October, the measure will allow Strategic Authorities to introduce a levy on overnight accommodation, with decisions left to local leaders following consultation.

The charge will be calculated as a percentage of accommodation costs rather than a flat fee, with revenue intended to support local priorities, including tourism infrastructure and destination improvements.

However, the proposal has raised concerns among camping businesses and booking platforms about its potential impact on affordable holidays and smaller rural operators.

Pitchup.com is calling on local authorities to exempt tent and touring pitches. Founder Dan Yates argues that additional charges could make budget camping less affordable while creating extra administrative work for small businesses, including farm and pub campsites. Pitchup cites figures showing domestic overnight trips in July and August fell by 20% between 2022 and 2025. Yates also highlights the UK's 20% VAT rate on accommodation, compared with lower rates in several European destinations.

The English proposal is separate from the visitor levy already legislated for in Wales. Councils can choose whether to introduce the charge from April 2027.

Welsh rates are 75p per adult, per night for tent pitches and shared hostel accommodation, and £1.30 for most other accommodation, including glamping units, lodges and caravan pitches. All accommodation providers in Wales must register with the Welsh Revenue Authority by 31 March 2027, regardless of whether their council adopts the levy.

In England, businesses should monitor local developments, as not every authority will necessarily introduce a levy. Operators should consider how additional charges could affect pricing, booking conversion and administration. For Welsh businesses, checking registration requirements and understanding how the levy applies to different accommodation types are more immediate priorities.

FEATHER DOWN FARMS ENTERS INSOLVENCY AS DUTCH COMPANY RECORDS REVEAL SEPTEMBER FILINGS



Feather Down Farms, the glamping brand known for its farm-based holidays in the UK and Europe, has entered insolvency following the bankruptcy of several companies associated with its Dutch corporate structure in September 2026. Public records show that BoerenBed Holding B.V., which traded as Feather Down Farm Days, was declared bankrupt on 15 September 2026.

BoerenBed UK B.V., the company registered under the trading names Feather Down, Feather Down Farms and Feather Down Farm Days, was declared bankrupt on 22 September. The cases were subsequently transferred between Dutch courts, with curator E. van der Kolk appointed to oversee the proceedings.

The developments have prompted concern within the glamping sector, particularly among farm operators who worked with the brand. In a September update published by Boswarthen Farm in Cornwall, owners Maddy and Adrian reflected on their long-standing relationship with Feather Down and the news of its insolvency.

The farm, which began exploring glamping in 2006 before opening to guests in 2007, described the development as a sad end to an important chapter in the sector's history. Its account highlighted the collaborative role played by the company and participating farmers in developing farm-based glamping as a holiday concept.

The insolvency proceedings concern Dutch-registered legal entities, meaning the situation should not be described simply as a UK company bankruptcy. The records identify BoerenBed UK B.V. as a company registered in Baarle-Nassau in the Netherlands, with accommodation rental as its principal activity.

The first public insolvency report for BoerenBed UK B.V. was published on 7 October 2026, covering the period from 15 September to 6 October. The report is listed in the Dutch insolvency record alongside a separate financial report.

BoerenBed Holding B.V. also has a separate insolvency file, with public records identifying related companies including BoerenBed UK B.V., BoerenBed France B.V. and B.V. Het Betere BoerenBed. This indicates that the proceedings affect a wider corporate structure, although each company's legal position must be considered separately.

At the time of writing, the public information reviewed does not establish a definitive cause of the insolvency.

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BRITISH VETERAN'S PLANS FOR OFF-GRID WELLNESS RETREAT IN SOMERSET

A former British Army serviceman is seeking land and investment to establish a luxury, off-grid glamping retreat in Somerset, with plans for year-round accommodation and a strong emphasis on nature, wellbeing and local businesses.

Andrew Phillips, 45, is founder and director of Iron & Earth Wilderness Escapes Ltd. After serving 16 years in the Army, including deployments to Kosovo, Iraq and Afghanistan, he later moved into the railway industry. The idea for the retreat emerged from his own experiences of mental health challenges and a desire to create a place where people could step away from everyday pressures.

In the mission statement on its website, Phillips says: "Navigating life with ADHD and service-related Complex PTSD, I spent years searching for a place to just stop. I needed a place where the grid couldn't reach me. A place where my mind could finally power down."

Speaking to the Somerset County Gazette, Phillips said the concept developed after returning from a holiday feeling confined by modern life. He wanted to create the kind of peaceful, nature-focused environment he had been seeking himself.

Somerset is a natural choice for the project, with Phillips having spent much of his childhood in the county. He is particularly interested in land around Shepton Mallet, although the final location has not yet been secured. Offers have been made on potential sites, and he says accommodation suppliers and other partners are already lined up.

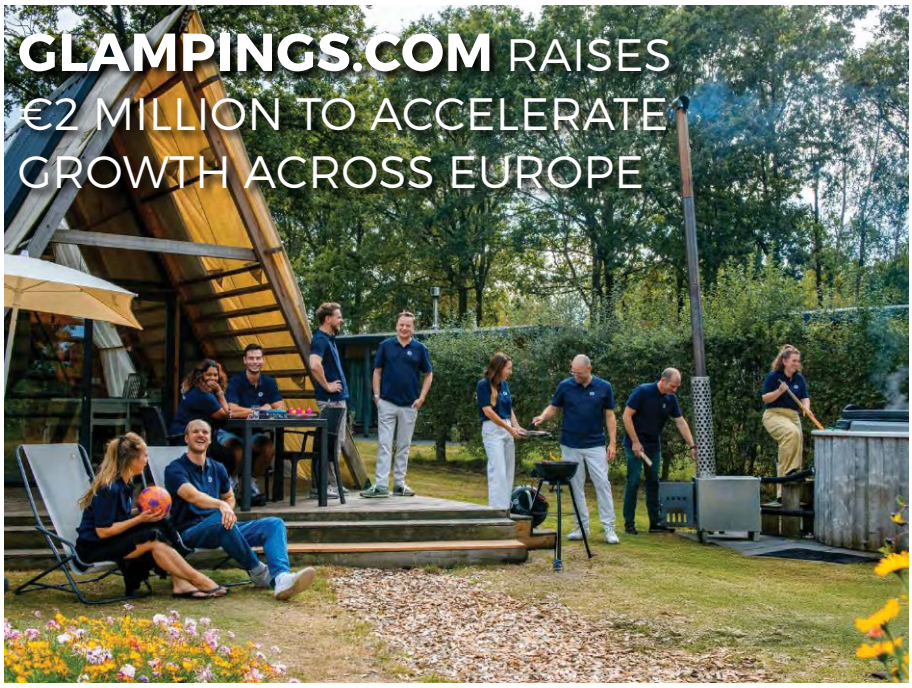
"This isn't a tent business. This is high-end, off-grid luxury, 365 days of the year tourism units," he told the Somerset County Gazette.

The plans include an off-grid energy system, bespoke sewage treatment, access to natural water and landscaping designed to encourage biodiversity. Phillips also wants to use alternative foundation systems that reduce the need for permanent concrete structures, alongside planting trees and wildflowers.

The project is still at an early stage, with land acquisition and investment remaining the main obstacles. A crowdfunding campaign has been launched to help secure a site, while Phillips is also open to finding an investor to support the development.



GLAMPINGS.COM RAISES €2 MILLION TO ACCELERATE GROWTH ACROSS EUROPE



On 12 November 2026, Glampings.com, the booking platform dedicated entirely to glamping, announced it has raised €2 million from experienced Dutch entrepreneurs and investors. Earlier this year, one of those investors selected Glampings.com as one of the three best-performing companies in its portfolio of fourteen. The platform will use the funding to expand its offering in France and Italy, expand its marketing in Germany and invest in AI that makes it faster for parks to go live online.

Glamping is growing fast, but much of the supply is still fragmented and hard to book online. Glampings.com brings safari tents, treehouses, lodges, domes and tiny houses together on one multilingual platform. It now lists more than 4,500 accommodations. The acquisition of South African platform Conservio.com in July 2026 added more than 1,000 nature and safari lodges in Southern Africa.

"Glampers book an experience, not a bed", says co-founder Tom Groenen. "They want to know whether a place works for a family or for a romantic weekend away. That is what our platform is built for. This round lets us bring more parks in France and Italy online and put them in front of travellers from all over Europe."

Demand increasingly comes from outside the Netherlands. In October, 45 percent of bookings came from abroad, with Germany as the strongest foreign market. "For park owners, that means guests from new markets without having to advertise in every country themselves", says co-founder Sven Schuurmans.



THE NEXT GENERATION OF TENTED ACCOMMODATION

By Tom Butterfield, International Sales & Business Development Manager at Eco Structures Australia

From mountain retreats to cyclone-prone coastlines, global projects show how design and engineering are changing outdoor hospitality.

I've spent a fair bit of this year looking at places most people would happily visit on holiday, but probably wouldn't volunteer to build on.

Remote coastlines, rocky mountains, tropical islands and very hot deserts. Beautiful places. Straightforward construction sites? Not always.

Every project starts with a different question. Increasingly, those questions are about performance. How do we keep a room comfortable in extreme heat? What happens in winter? Can it withstand cyclonic winds? How do we manage noise and condensation without losing the feeling of sleeping under canvas? Developers still want that connection to nature. They're simply asking more of the tent. Fair enough, I think.

Keeping the canvas, but changing what it can do

A traditional canvas tent is wonderful when conditions are right. But canvas alone can only do so much. For an operator, temperature affects more than comfort. It influences energy use, maintenance, guest satisfaction and potentially the operating season.

That's the thinking behind our Hybrid Eco Tent: keep the character of canvas, but give the building a more capable envelope. Insulated Eco Panels behind the canvas cladding improve thermal resistance and help reduce sound transmission. A 17-layer insulated canvas ceiling, rated R2.5, helps slow heat transfer through the roof. Not particularly glamorous, admittedly, but anyone who's slept beneath an uninsulated roof in 40-degree heat knows its value.

Elevated floors accommodate slopes and seasonal water but expose the underside to temperature changes. Insulated subfloors, and underfloor heating in colder climates, address that. Double glazing, Low-E glass and thermally broken frames improve comfort further. Generous eaves shade windows and walls while protecting openings from rain. Sometimes good performance comes from sensible design rather than more equipment.

The hot-dip galvanised steel structure can be engineered for demanding wind conditions, with a structural design capability of approximately 317 km/h (197 mph) for applicable severe-cyclone designs, subject to site-specific engineering. Fabric and glazing have their own separate performance limits. In many ways, we're making a building disguised as a tent. And that's precisely the point.

One approach, very different places

High in the Jabal Al Hamri mountain ranges of Fujairah, UAE, Parvara takes a different approach to hospitality. No televisions, no Wi-Fi, just the mountains and time to switch off. Fourteen kilometres from the nearest village, the retreat incorporates solar power, battery storage and water recycling. Our 5.5 × 10-metre Hybrid Eco Tents feature insulated walls and ceilings to help manage extreme temperatures. Phase one has opened, with phase two to follow.

On the Ningaloo coast, Sal Salis presents another challenge. Working alongside Journey Beyond and Woods Bagot, we're involved in redeveloping sixteen tented suites among coastal dunes near the reef. Salt exposure, remoteness and tropical cyclones put durability and wind engineering high on the agenda. Our steel system can be engineered for winds around 317 km/h (197 mph), although each structure's rating depends on its site-specific design. Guests may never see that engineering. The operator certainly needs to know it's there.

In San Luis Obispo, California, NightSky demonstrates another reason for the Hybrid. Set within a golf course, the tight arrangement of accommodation made sound insulation an important consideration. Insulated walls help provide privacy and quiet without losing the experience of canvas. The retreat is preparing to open in early 2027.

At Wilderluxe Lake Keepit, our Star Gazer Hybrid takes another direction. A skylight brings the night sky into view from bed, while the insulated envelope helps keep the weather where it belongs: outside. Our Snow Tent developments tackle the opposite end of the thermometer, combining insulation with roofs engineered for snow loads. The principle remains the same: understand the environment, then design around it.

A year of looking further

Beyond the Hybrid, we've worked with ambitious operators across the globe. Serenity has opened in Fiji, while Indalo Yelapa is taking shape on Mexico's Pacific coast. Both are accessible only by boat, bringing their own challenges for transporting materials and building in remote coastal environments.

APOLA
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this December, bringing another remote destination into operation.

They're not all Hybrid projects, and that's important. Sometimes straightforward canvas is exactly right. Other sites need more insulation, different foundations or greater structural capacity. Treating every landscape as though it's the same would be a strange way to build in nature.

For developers, the questions go well beyond appearance. How will materials reach the site? How much ground disturbance is necessary? Can local crews help with assembly? How will the accommodation perform years after opening? These decisions rarely feature in photographs, but they often determine feasibility.

Beyond opening day

Looking towards 2027, I don't think the biggest opportunity is making tents bigger or more complicated. It's making them better suited to the places they're built. A considered building envelope can reduce heating and cooling demand. Climate-responsive design can support guest comfort across more of the year. Efficient transport and assembly can make remote projects more practical.
None of that guarantees a return, but it gives investors and operators a stronger foundation for their decisions.

We've spent years refining what guests see. The next chapter is just as much about what they don't: the insulation, structure, foundations and engineering working quietly in the background.

A beautiful tent might attract the first booking. A well-designed building gives an operator something to rely on for years to come.

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THREE DAYS OF INSIGHT



The Ideas Shaping the Future of Glamping

From getting a new venture off the ground to attracting guests, improving profitability and adapting to changing technology, this year's seminar programme at The Glamping Show offered plenty of food for thought. Curated by International Glamping Business publisher Steph Curtis-Raleigh, the programme brought together experienced operators and industry specialists to share practical advice, challenge assumptions and explore the opportunities ahead.

Across three days, one message kept coming through: building a successful glamping business takes more than choosing the right accommodation. It means understanding your market, making informed decisions, creating an experience guests value and being prepared to evolve.

THURSDAY

From land to livelihood

The programme opened on 10 September with the Rural Diversification Day, designed specifically for landowners, farmers and others considering adding accommodation to an existing business. Co-hosted by Sonia Aucott, co-founder of the Rural Diversification Collective, the day explored the opportunities and realities of developing a successful rural hospitality venture.

Sonia began by drawing on her experience as a professional interior designer, sharing examples of her own projects and exploring how to create an enticing farm diversification proposition. The emphasis throughout the day was on making informed decisions, rather than simply following the appeal of the glamping concept.

That started with feasibility. In "Before the Build: Feasibility Before Fantasy", Lisa Wilson and Aidan Holden of Canopy & Stars and Crown & Canopy stepped in at short notice to examine the questions landowners should be asking before committing to a development. Access, planning and permissions, infrastructure, site constraints and operational requirements all need careful consideration before deciding what accommodation to install.

The session also explored the exemptions that may be available to landowners, and when they might or might not offer an appropriate route forward. A lively Q&A reflected the importance of these issues to prospective operators, with plenty of questions around planning, site viability and the practicalities of turning an idea into a workable business.

Finance was the next consideration. A panel featuring Mike Clarke of Arkle Finance, Richard Sigsworth of the OMAR Group, Neil Baxendale of GTF Event Equipment Finance and Gemma Chance of Ohana Mua explored the different ways rural businesses can fund diversification. Traditional borrowing is only one option, with different financial structures and routes to investment available. The key is understanding the costs and likely commercial performance of a project, then choosing a funding model that suits the individual business.

Another important decision is how involved the landowner wants to be in the day-to-day operation. A panel featuring Cheryl Sparey and Alette Bastiaansen of FarmCamps explored the contrasting hands-on and hands-off approaches.

Cheryl shared her experience of building a business combining glamping, weddings and wild swimming. While this has created several complementary income streams, she was equally candid about the demands on her time. With a young family, any future expansion needs to be considered carefully. Growth cannot simply mean adding more work for her to manage.

Alette, meanwhile, demonstrated how partnering with FarmCamps can offer a different route. An external partner can provide accommodation, marketing and operations, while the landowner supplies the location and participates in the resulting revenue.

Neither model is necessarily better. A hands-on approach can offer greater control over the guest experience, brand and income, but brings a significant operational commitment. A partnership can reduce the workload and some barriers to entry, while still creating a new revenue stream from the land.



Left to right: Aiden Holden, Steph Curtis-Raleigh and Lisa Wilson

Ultimately, landowners need to consider not just what could work on their property, but what will work for their lives.

The day concluded with Gemma Chance's "Staycations with Purpose, Possibility and Plenty of Mind." She explored how Ohana Mua, which means family first, has developed a clear purpose to guide its growth as a hospitality brand. Sustainability has influenced decisions around materials, heating and energy, including the use of outdoor copper baths, infrared heating and solar technology. But her wider message was that purpose needs to go beyond individual features. Understanding what a brand stands for, and allowing that to influence decisions as the business grows, is what gives it direction.

The day brought together a broad range of considerations, from feasibility and finance to business models and brand identity. As one delegate, Michael Lyons, who travelled from Ireland, put it: "Day 1 was really informative and well worth the trip, some excellent presentations and Q&A."

FRIDAY

Experience, marketing and the realities of running a site

Friday moved the conversation on from getting started to building and managing a successful operation. The morning began with Derry Green, founder of The Secret Garden Glamping and President of GITA, who shared the story of a business that began as a way to entertain his children during lockdown and has since grown to five sites and 28 accommodation units.

One of his strongest messages was that accommodation is only part of what operators are selling. Guests are buying an experience, and understanding that distinction has been central to The Secret Garden's success. Derry discussed the different stages of developing the business and the importance of seeing the experience through the guest's eyes. With periods of 100% occupancy, his story was a reminder that while an attractive cabin, pod or tent might secure initial interest, it is the complete stay that builds reputation, recommendations and repeat bookings.

The changing ways guests discover accommodation were then explored by Sarah Riley of Inspired Camping and CEO of Inspired Collective. With consumers increasingly turning to AI tools to find places that meet specific requirements, Sarah encouraged operators to think beyond traditional Google rankings.

AI needs reliable, detailed information to understand and recommend a business. Sarah shared 10 practical actions to improve visibility, including adding useful information and comprehensive FAQs to websites, and creating content about local attractions, activities and places to eat. She also highlighted the value of maintaining a consistent online presence across websites, directories and booking platforms. Reviews remain important, while visibility on reputable third-party platforms can help establish a property's online authority, even for businesses focused on direct bookings.



Sarah Riley

John Greenshields of the CLA returned to The Glamping Show to address the less glamorous but essential requirements of establishing and operating a site. His presentation covered practical and regulatory considerations including planning permission, health and safety, insurance, business rates and other compliance requirements. It was a useful reminder that the appeal of a glamping concept needs to be supported by a sound understanding of the responsibilities involved in running the business.

SATURDAY

Learning from experience and understanding the guest

Saturday brought the programme back to the everyday realities of running a site, beginning with a lively GITA panel moderated by Taylor Glass of GlampLaunch, with Derry Green, Vicki Jones and Dan Kelly of Bredon View Glamping. Under the title "What I Wish I'd Known Before Setting Up a Glamping Site", the discussion combined practical advice with some entertaining stories, including Vicki's memorable account of what can happen to a waterless toilet system after a particularly enthusiastic hen party.

Behind the humour were lessons that could save operators considerable time and money. If future expansion is a possibility, installing infrastructure with that growth in mind can prevent costly disruption later. The panel also stressed the importance of identifying your target guest before designing the site. A romantic couples' retreat has very different requirements from accommodation aimed at families or groups, influencing everything from unit choice and facilities to housekeeping and operations.

Durability, maintenance and year-round occupancy should all be considered when choosing accommodation. Even laundry can be underestimated: larger family units generate more bedding and towels at every changeover, adding to both workload and costs. The overarching advice was to think through the business you ultimately want to create before building the business you have today.

Understanding what guests actually want was the focus of the next presentation, from Rachel Brennan of Sykes Holiday Cottages. Drawing on the company's booking data, Rachel explored the features influencing guest choice. Hot tubs once again emerged as a particularly powerful amenity, reinforcing the value of facilities that add something special to a stay.



Left to right: Derry Green, Vicki Jones and Dan Kelly

But amenities alone do not secure bookings. Rachel emphasised the importance of professional photography, pointing out that potential guests can only judge a property by what they see online. Listings also need concise, informative descriptions that answer likely questions and communicate what makes a property special. Operators should think beyond providing somewhere unusual to sleep and consider the complete experience they are offering.

The final presentation came from Vicki Jones, who returned to the stage representing ResNexus to look at visibility in a changing booking landscape. As conversational search and AI-powered tools become more prominent, operators need to make it easy for online platforms to understand who they are, where they are and what they offer.

Vicki highlighted the importance of complete, regularly updated Google Business profiles, consistent company information across online listings and relevant free directory listings. She also encouraged operators to actively seek reviews from happy guests, which are increasingly important in establishing a business's relevance and reputation online.

Technology can also help operators make better use of the information they collect. Vicki demonstrated how reservation and property-management software can bring bookings from multiple sources together, while supporting automated pre-arrival communication, marketing emails and customer-retention campaigns. Used well, this can help businesses build lasting relationships with guests rather than losing contact once their stay is over.

The bigger picture

Across the three days, the sessions covered a huge amount of ground, but the underlying themes were remarkably consistent. Know your market and your guest. Understand the financial and operational realities before investing. Create an experience that gives people a reason to book, return and recommend you. And make sure your business can be found as the ways people search continue to change.

The glamping sector offers plenty of opportunity, but success is rarely down to one big decision. It is built through a series of informed choices, practical lessons and a willingness to keep learning.

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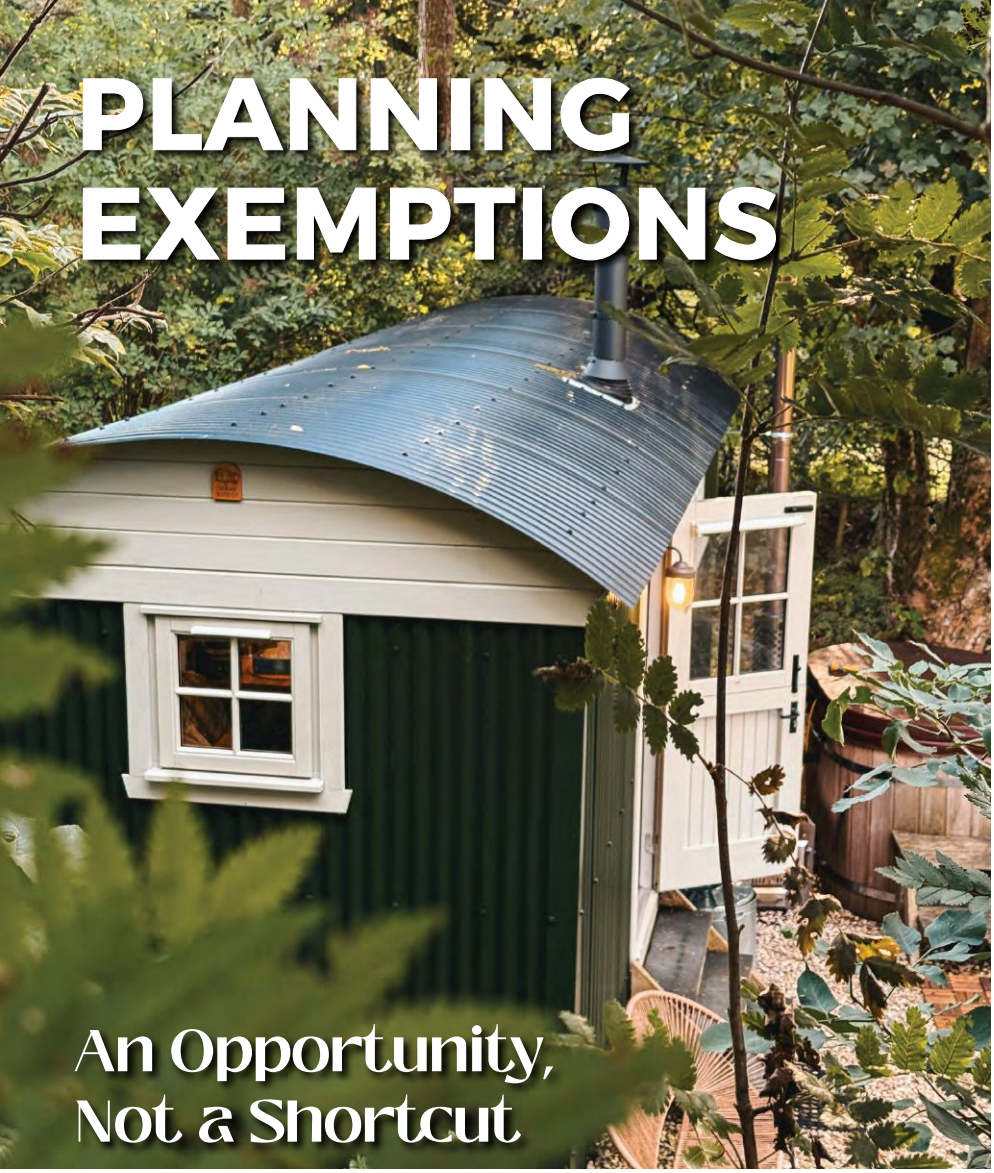


PLANNING EXEMPTIONS

An Opportunity, Not a Shortcut

Planning exemption certificates can offer a route into glamping for landowners who might otherwise struggle to secure conventional planning permission. But how do they work, what can they actually allow and where should operators be careful? We asked Ben Carden of Woodland Champions Club and Matt Kerry of Wanderlust Camping Club to share their perspectives. While there is considerable common ground, their perspectives also highlight that this is not a straightforward, one-size-fits-all subject. This article brings together two industry perspectives to help landowners start asking the right questions.

For farmers and landowners looking to diversify, the prospect of developing a glamping business can be appealing. Yet finding a suitable site is only part of the challenge. Planning permission, site licences and the cost of establishing permanent facilities can all become significant barriers, particularly for smaller rural businesses.

Planning exemptions are one option that may help. The legislation behind them has existed for decades, but their relevance to modern glamping businesses is becoming increasingly apparent.

As Matt Kerry, Founder of Wanderlust Camping Club, explains: "Exemption certificates provide an alternative route for certain recreational camping and caravanning operations, without necessarily requiring the conventional planning permission and site licensing process."

However, an exemption is not a blanket permission to develop land, and understanding precisely what it allows is essential.

Understanding the legislation

Ben Carden, Club Secretary of Woodland Champions Club and the Association of Camping and Caravanning Exempted Organisations, believes there is considerable confusion surrounding the legal position.

He points to legislation including the Public Health Act 1936, the Control of Caravan Sites Act 1960, the Town and Country Planning Act 1990 and the General Permitted Development Order 2015. In simple terms, he explains, the Public Health Act relates to tents, while the Control of Caravan Sites Act covers caravans.

The distinction matters because glamping accommodation can fall into different legal categories. Ben is particularly keen to challenge some of the terminology used within the industry, which he believes can muddy the waters.

He also highlights the legal definition of a caravan, which sets limits on its dimensions and requires it to be capable of human habitation. Case law also plays a part in determining whether a structure qualifies, including the requirement for an assembled unit to remain moveable.

Matt's explanation focuses on what this means in practice for landowners. Authorised exempted organisations can approve sites for up to five caravans, which may include qualifying shepherd huts, cabins and other accommodation meeting the legal definition. Separate exemptions relating to tented camping operate under different provisions.

The important point is not to assume that an accommodation unit qualifies simply because a manufacturer or supplier describes it as a pod, cabin or hut. Its construction and characteristics matter.

An alternative route for rural businesses

For Matt, exemptions have an important role to play in helping landowners make better use of their properties.

"We have some of the most beautiful countryside in the world, a growing appetite for unique rural escapes and thousands of farmers and landowners with wonderful locations they would love to share with visitors," he says.

He believes smaller, low-impact tourism proposals can sometimes struggle within conventional planning policy, particularly when they are located away from established settlements. Yet, as he points out, being away from towns and transport links is often precisely what attracts guests to a rural retreat.

Wanderlust works with farming families, landowners and aspiring operators across England, Scotland and Wales. Matt says the club's portfolio ranges from small retreats with two or three units to larger camping and touring operations, including sites

with around 100 pitches under appropriate arrangements.

For businesses already operating seasonal camping or glamping under permitted development rights, an exemption may also provide an opportunity to extend the trading season, potentially allowing year-round operation where the relevant conditions are met.

Ben describes exemptions as part of a wider progression for landowners. He refers to the familiar 28-day permitted development allowance, followed by the possibility of additional camping days under the relevant 60-day provisions, before certification by an exempted organisation can provide for operation over a period of up to 12 months, subject to renewal.

He sees conventional planning permission as a potential next step when a business wants to expand beyond the limits of an exemption or introduce more substantial facilities.

"It's not planning or an exemption. It's just sequence," he says.

What can you actually develop?

One of the biggest misconceptions, according to both contributors, is that an exemption gives an operator free rein to develop a site.

Ben explains that certain services and facilities can be provided in connection with the site's use, including electricity and water, as well as ancillary facilities such as hot tubs, cold plunge pools, saunas and toilet blocks. However, he stresses that these must remain mobile and temporary, rather than becoming permanent structures with concrete bases or hardstanding.

Matt makes a similar distinction. Exemption certificates do not provide blanket permission for permanent buildings, substantial engineering works or other operational development requiring separate consent. Sanitation, access, infrastructure, environmental requirements and certificate conditions all need to be considered.

For someone looking to develop a larger holiday park, permanent buildings or extensive facilities, Matt acknowledges that conventional planning permission may be the more appropriate long-term route.

This is where careful site assessment becomes particularly important. At Wanderlust, Matt describes a process involving desktop assessments, consultation with relevant local authorities and site visits. The team considers the landscape, visibility, access, neighbouring properties and environmental sensitivities before deciding whether a location is suitable.


Matt Kerry


Ben Carden

He says: "Not every site will be suitable and we do turn applications down."

Ben, meanwhile, highlights the importance of ongoing monitoring. Membership of an exempted organisation is renewed annually and a site visit must take place. Organisations should have systems in place to ensure that standards are maintained and their terms and conditions followed.

He warns that small changes can gradually take a site beyond what its exemption allows. An oversized deck, patio or other development might seem relatively insignificant, but could lead to planning enforcement action if it breaches the site's permitted use.

Choosing the right organisation

An exemption is granted through an authorised organisation, so choosing who to work with deserves as much attention as assessing the site itself.

Ben is particularly forthright on this subject. He argues that exempted organisations must operate as social clubs, rather than commercial businesses making profits for shareholders. Money generated should be returned to members or used for their benefit.

He warns prospective operators to understand the organisation they are joining, its membership arrangements and how it manages its responsibilities. Woodland Champions Club, he says, has not increased its membership fee since 2018.

Matt, meanwhile, describes Wanderlust's wider support for members, including relationships with suppliers, website developers and booking system providers, alongside an expanding in-house team covering operations, marketing and content creation. The club also operates its own glamping site, The Hide at Manton Bay in Rutland, giving the team direct experience of running a hospitality business.

The two contributors therefore offer different perspectives on what operators should look for: Ben places particular emphasis on the legal status and responsibilities of the exempted organisation, while Matt highlights the practical assessment and ongoing business support available to members.

It is worth asking any organisation about its legal structure, authorisation, membership model, site assessment process and approach to ongoing compliance before committing.

A useful opportunity, with responsibilities

Both contributors believe exemptions can play a valuable role in supporting rural tourism and farm diversification. But neither presents them as a shortcut around planning controls.

For Ben, the legislation works when operators understand and follow the rules. For Matt, the priority is finding the right approach for each individual site and business, rather than assuming one solution will suit everyone.

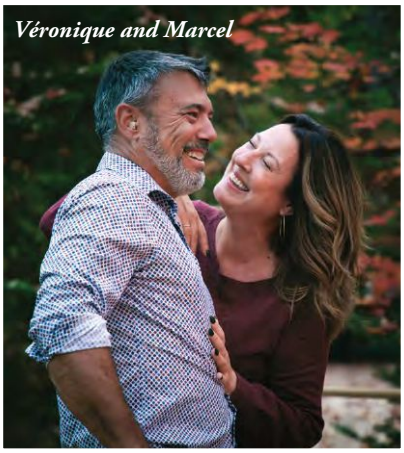
As Matt puts it: "It's about choosing the right approach for the site and business, rather than assuming one solution fits everyone."

For prospective operators, that is perhaps the most important takeaway. An exemption may offer a way to test a business idea, make productive use of land and create a new source of rural income. But understanding the legal framework, choosing an appropriate organisation and knowing when conventional planning permission is needed are all part of building something that can last.

wanderlustcampingclub.co.uk / woodlandchampions.co.uk

INSIDE ESTRELLA GLAMPING

Independent, Intentional and Intuitive



Véronique and Marcel

For owners Véronique and Marcel, Estrella Glamping in New Brunswick, Canada, was never just about unusual accommodation. Built around privacy, sleep, dark skies and the freedom to slow down, their retreat continues to evolve with a business philosophy that puts meaningful moments ahead of more units.

What was the original idea behind Estrella, and what did you want the property to offer that you felt was missing from the market?

For me, Véronique, the idea began with something deeply personal. Somewhere between motherhood, work and the responsibilities of everyday life, I realized I had become so focused on my different roles that I had lost touch with who I was beyond them.

When I met Marcel, also an entrepreneur, we discovered a shared desire to create something meaningful. Marcel has always had a deep connection with nature and a love of returning to what is simple and essential. His perspective inspired me and our two paths gradually came together in the vision for Estrella.

During our travels, we experienced glamping. We loved being close to nature, but imagined a version with our own personality. We asked ourselves: what would a place look like if it were designed for people who needed permission to stop, not another activity to fit into their schedule?

Many glamping properties offer adventure, entertainment or a packed programme. Those experiences have their place. We chose another path. From the beginning, our goal was to create an emotional experience – one guests would remember for how they had felt. We also wanted Estrella to become a reason in itself for people to discover the Acadian Peninsula.

How did the concept evolve from the initial idea to the Estrella you have today?

We did not build everything at once. Estrella opened with two panoramic bubble suites in autumn 2024. We added a third in August 2025 and a fourth in July 2026. Each stage gave us time to listen, improve our operations and decide where investment would make a real difference. We also have a two-bedroom guesthouse open year-round, while the bubbles operate from June to mid-October.

Initially, the bubble itself attracted attention. But our guests talked about something more revealing: the quiet, their sleep, their emotions and how they felt the following morning. That shifted our focus from unusual accommodation to the restorative experience surrounding it.

We are now developing an approach we call Night Reset, drawing on sleep tourism, private wellness and the night sky. Self-guided

retreats are a natural extension: offering guests thoughtful tools and an atmosphere in which to slow down without prescribing every minute.

How did you translate the idea into the actual design, accommodation and guest experience?

We started by removing compromises. Our bubbles are largely transparent, so the forest and sky become part of the room, but guests do not have to sacrifice comfort. Each has a private bathroom with a freestanding bathtub, an equipped outdoor kitchen, a terrace, heating and air conditioning, and propane fire feature. Privacy and quiet are intentional.

Even the colours and names of our four bubbles are intentional. Inspired by the symbolism of the chakras, L'Ancrée (red) evokes grounding; La Sacrée (orange), creativity; La Lumineuse (yellow), inner confidence; and L'Éden (green), the heart and harmony. We see each colour as carrying its own energy and meaning.

NeuroBed is already part of each bubble, combining sound and gentle vibrations to create a soothing, massage-like sensation in bed. We also plan to offer Morphée in the bubble experience for 2027 to further elevate our offering.

Estrella is a Dark Sky Destination and light-pollution measurements on our property were conducted by Cliff Valley Astronomy. For 2027, we are developing both a self-guided stargazing experience, as well as a more immersive option.

We believe in leaving room for mystery. During the day, the natural setting invites guests to slow down. But after nightfall, Estrella comes to life: carefully imagined details create a sense of wonder that guests often describe as magical. We also intentionally preserve a surprise, because discovering that magic is part of the experience.

What attracted you to the location in New Brunswick?

Estrella is located in Village Blanchard, near Caraquet, in New Brunswick, Canada, on the Acadian Peninsula. Our region is surrounded by beautiful beaches and coastal landscapes, with four distinct seasons. We wanted a concept rooted in this place, not one that could be transplanted unchanged into any forest.

We are proud of Acadian hospitality, culture and local flavours. We encourage guests to discover nearby restaurants and attractions, including the Village historique acadien, for which we can arrange complimentary admission. Our seasonal breakfast baskets, with ingredients for guests to prepare themselves, and our aperitif baskets add thoughtful touches to the experience.

What have been some of the biggest challenges in developing and managing the property?

One of the encouraging things we have learned is that there is strong demand for the Estrella experience. July and August are our peak months, with very high occupancy.

Unlike destinations that enjoy relatively consistent tourism throughout the year, our region has a strong summer peak. We'd like to to increase occupancy in the shoulder season by encouraging people to discover the appeal of a nature-based escape beyond the traditional summer months.

As an independent operator, how do you balance creating a distinctive, high-quality experience with the practical realities of running a small business?

We may be intimate in scale, but we have never considered Estrella small in terms of its vision, ambition or value.

We deliberately grew from two bubbles to four instead of expanding all at once. We measure occupancy, revenue per available unit and the performance of extras, but we also speak with visitors. Numbers tell us whether the model can last; people tell us whether the experience is worth protecting.

Technology helps us operate efficiently, but we refuse to let convenience affect our hospitality. Marcel and I are present on site and personally welcome the majority of our guests. We take time to make visitors feel expected rather than processed. That personal welcome is not optional; it is part of what makes Estrella, Estrella.

Have any guest behaviours, feedback or expectations surprised you or changed the way you operate?

One of our biggest surprises has been discovering how much our guests appreciate rainy days. Initially, we worried that bad weather might negatively affect their experience. But the sound of rain falling on the transparent roof creates an incredibly cozy atmosphere. Some guests have told us they were hoping for rain during their stay!

We have also been surprised by how often guests tell us they sleep longer than they do at home. What intrigues us is what helps them disconnect so deeply – these observations





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have sparked our curiosity about how emotions, moments of wonder and relaxation may contribute to a more restful night's sleep.

We leave guestbooks in our accommodations, and what touches us most is that most people leave long, heartfelt accounts of their experience. Some have already returned for a second, third or even fourth stay since our opening in 2024. That suggests Estrella is becoming more than a novelty.

Perhaps our most useful lesson is that guests do not always want more activities. Sometimes the rarest luxury is to have nothing required of you.

Were there any ideas, investments or aspects of the original concept that didn't work as expected?

We have been fortunate that most of our decisions have worked well. However, one of our most valuable lessons came from a major investment we ultimately decided not to make.

We had explored expanding with three additional units designed to operate year-round. Before moving forward, we hired a consultant to conduct a financial feasibility analysis. The projected returns did not justify the scale of the investment and the level of risk involved, so we made the decision not to proceed.

Another learning experience has been entering the international travel trade market. We have signed agreements with several tour operators, but attracting bookings through these partnerships is taking longer than we initially anticipated.

We also organized an open house after receiving numerous requests from people curious to see our bubble suites, which are tucked away in the forest and not visible from the entrance. Attendance was lower than expected, teaching us that interest does not always translate into participation.

Sometimes, the smartest entrepreneurial decision is not about what you build next, but about knowing when to invest, when to adapt and when to take a different direction.

Looking back, what would you do differently if you were starting again today?

I honestly don't think we would change a thing. Every experience has played a role in bringing us to where we are today. Each step has taught us something, opened new doors and led us in directions we could never have imagined.



Entrepreneurship is also one of the most powerful journeys of personal growth I have ever experienced. It challenges you, pushes you beyond your comfort zone and constantly invites you to learn, adapt and evolve. There are difficult moments, but what you gain from them goes far beyond business results. The growth, confidence, perspective and fulfilment that come from building something you believe in are almost impossible to measure.

And perhaps there is a little selfishness in all of this, in the most beautiful sense of the word. By creating a place that reflects what Marcel and I genuinely love, we have also created an environment where we get to meet wonderful people, share meaningful conversations and build authentic human connections. In a way, I am creating things that bring me joy first, and then having the privilege of sharing that joy with others.

What advice would you give to another operator developing a distinctive, experience-led glamping concept from scratch?

Create an experience you would want to live yourself. In many ways, I am Estrella's ideal guest, so whenever we consider adding something new, we ask ourselves: Would we love experiencing this? Would it genuinely make a difference in how we feel?

Never stop learning. When we first launched Estrella, we outsourced our social media management, but it did not fully reflect my vision. I decided to invest in developing those skills myself. That experience taught me how important it is to understand the different aspects of your business, even when you rely on specialists. Surround yourself with knowledgeable people, seek expert advice and participate in industry events. They are invaluable opportunities to learn and build relationships.

Protect the identity of your place. Our roots in the Acadian Peninsula matter, as do our relationships with local partners. So does our willingness to evolve. We have been nominated for New Brunswick's 2026 Tourism Innovation Award, and we entered the 2027 World Luxury Travel Awards in three categories: Glamping Destination, Romantic Glamping Destination and Boutique Glamping. These are encouraging, but not the reason we do the work.

For us, the strongest measure of success is how guests feel when they wake up the next morning.

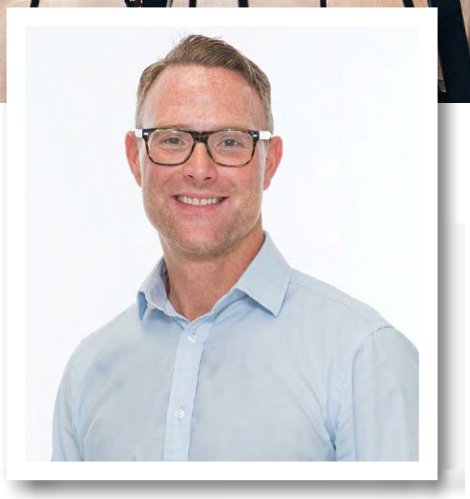
It might seem unusual to talk so much about emotions in a business magazine rather than occupancy rates, revenue and growth. But I learned long ago that when we put people – and what they feel – first, the numbers will follow. For me, financial success is not the opposite of a human-centred vision; it is proof that such a vision can also build a thriving business.

estrellaglamping.ca



Lion Treehouse

The Business of KNOWING YOUR GUEST



By Joby Mussell, Chief Commercial Officer at Glampingstays

Understanding who is booking, what they value and how their expectations are changing will be key to staying competitive. Joby Mussell draws on the Glamping Horizon Report and explores the consumer trends shaping the market – and what they mean for operators' pricing, accommodation and guest experience.

The UK glamping market is growing fast. Polaris Market Research found that while it was worth £170-180 million in 2024, by 2032 it could reach £350-£380 million, driven by sustained consumer demand and product innovation. With this in mind, our Glamping Horizon Report reveals some key trends we expect to influence the glamping market in the coming years.

Commissioned by Glampingstays and based on a survey conducted by consumer intelligence agency Trajectory of 1,502 UK adults, the report provides owners and operators with valuable insights into how to tailor their accommodation, attract the right guests and maximise bookings and revenue.

Changing booking habits and guest expectations

With hybrid working and flexible schedules now the norm for many, people are leaving it later to book their holidays. Our research found that 64% of UK adults have booked a spontaneous break, with the need to recharge a key motivation. Glamping site owners can respond by offering flexible mid-week arrival dates, promoting last-minute availability and reducing minimum stay requirements during shoulder seasons.

Alongside this, our research shows that a significant proportion of glamping bookings do not include children, ranging from 65-82% depending on the time of year. This points to clear demand for adult-only retreats, including romantic breaks and child-free group getaways.

One of the most important findings is that no two glamping customers are the same. Consumers prioritise good value for money, not simply finding the cheapest possible price. Some 42% of UK consumers prioritise good value, compared with just 15% who put the lowest possible price first. Competing primarily through discounts risks overlooking what guests actually want for their money.

Identifying the most relevant audience for your site is the first step to tailoring your amenities, pricing and marketing effectively. It is also important to be transparent about what is included in the price and to consider compelling mid-week deals that offer quality and inclusive value.

The experience matters, but so does comfort

When it comes to holiday motivations, 43% of UK holiday planners say a complete break from routine is their main aim. However, only 12% of potential glampers say their main motivation for a glamping holiday is to completely disconnect from technology. The desire to escape modern life does not eliminate the need for quality amenities. Instead, owners should position glamping as a hassle-free antidote to the always-on world, while still providing the home comforts guests expect.

For comfort-focused customers, ease, convenience and clear communication of amenities are particularly important. To attract this audience, owners should invest in accessible options and write highly descriptive property listings that make it easy for guests to understand exactly what they are booking.

The popularity of short stays also highlights the importance of getting the details right. The average glamping stay is 2.4 nights, while 34% of adults favour a better-quality short trip over a cheaper, longer holiday when budgets are limited. There is therefore an opportunity for glamping operators to command higher nightly rates for shorter, higher-quality stays.

Make the most of your location

The desire to explore the UK and enjoy unique experiences is a major factor in people's choice of a glamping holiday. Nearly three-quarters (70%) of those surveyed want to see more of the country, while 68% say the UK offers true getaways without the added cost of travelling abroad. More than half (58%) holiday in the UK once a year, with 30% doing so multiple times.

Owners can make the most of this by celebrating what makes their location unique, whether that is local wildlife, heritage, culture or food. If your area is renowned for its food scene, for example, consider food or drink-focused breaks for guests who fancy a taste of something different.

Experiences also play a central role in people's holiday choices. In our survey, 39% of respondents interested in glamping said guided nature activities such as foraging and stargazing would make a future trip more appealing. Wellness activities including yoga, meditation and forest bathing appeal to 37%, with cultural tours (33%), farm-to-table dining (33%) and adventure sports (28%) close behind.

For owners, there is an opportunity to introduce curated experiences that complement their accommodation. Partnerships with local specialists can be a sensible way to test demand before committing to permanent facilities.

Comfort remains central to this proposition. Some 76% of those interested in glamping say they would pay more for hotel-quality comfort, and the majority would pay extra for wood burners, hot tubs, super-fast Wi-Fi and outdoor kitchens. This should encourage selective investment rather than an indiscriminate spending programme. Every upgrade needs a clear purpose and a realistic assessment of its operating costs.

Getting found in a changing market

The report also highlights changes in how guests find accommodation, including social media recommendations and AI-assisted holiday planning. Owners would be wise to invest in their digital footprint, offering detailed listings, strong reviews and accurate answers to common questions. Clear information helps guide prospective guests towards making a booking, regardless of the route they took to find the property.

Sustainability is another consideration, although its influence on purchasing decisions varies. While 61% of adults consider UK holidays more sustainable than travelling abroad, sustainability is often a positive differentiator rather than the primary booking driver. Trajectory's Optimism Index finds just 6% of UK consumers are 'dark greens', for whom sustainability dominates all decisions. Owners should certainly communicate the green credentials of their accommodation, but should not assume these outweigh comfort or value.

Understanding your audience is key

The glamping sector offers an attractive opportunity for owners prepared to make considered choices. The strongest proposition will connect a clearly defined guest with an experience the owner can consistently deliver at a sustainable margin.

Ultimately, understanding your guest is the difference between a good season and a great one.

glampingstays.co.uk



Lion Treehouse

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THE GREAT GLAMPING DEBATE

Nothing is Off the Table!

The Glamping Show European Forum (TGSEF) returns to Amsterdam on 26 November with a fresh approach to industry discussion, bringing together an international audience to challenge assumptions, exchange experiences and debate the future of outdoor hospitality.

Delegates travelling to Basecamp Amsterdam on 26 November will represent an impressive geographical spread, including the Netherlands, UK, France, Ireland, Italy, Portugal, Spain, Canada and the USA, reflecting both the global nature of the sector and a shared appetite for meaningful industry conversations.

This year, however, the organisers are doing something a little different. Rather than following a traditional conference format, the Forum will be built around "The Great Glamping Debate: Eight Questions Worth Arguing About".

Delegates will be invited to consider a series of deliberately provocative questions addressing the industry's most pressing issues. Each discussion will encourage different perspectives, challenge established thinking and invite contributions from the room.

Audience voting will add another dimension, allowing participants to register their views on each motion and discover whether opinions shift as the discussions unfold.

The aim is to encourage honest exchanges, share experience and explore where the industry might be heading.

Eight questions, plenty of opinions

The discussions will tackle some of the biggest challenges and opportunities facing outdoor hospitality today:

- **Is the word 'glamping' holding us back?** Does the label limit investment, pricing, credibility and our position within the wider hospitality industry?
- **Does the accommodation even matter anymore?** Are we selling somewhere to sleep, or is the real value in the experiences, environment and connections we create?
- **Are OTAs a necessary evil?** Do booking platforms bring valuable business, or are operators surrendering too much margin and control over their customers?
- **Is AI an essential tool for outdoor hospitality providers – or are we in danger of losing the human touch?** Can technology improve operations and guest experiences without compromising the authenticity that makes our sector special?
- **Is sustainability becoming a marketing gimmick and can EU legislation help stop greenwashing?** Are we making meaningful progress, or have green claims become more about attracting guests than changing business practices?
- **Can revenue-share models really benefit the operator?** Do they create genuine opportunities for growth and investment, or introduce new risks and complications?
- **Are consultants and associations and events like these worth the money?** Who's worth paying to help you get the job done: consultants, associations or communities?
- **Is it possible to build big glamping brands in Europe – like we see in America?**

A conversation, not a conference

The Forum will be hosted by Steph Curtis-Raleigh, publisher of International Glamping Business and founder of Eco Resort Network, alongside Sarah Riley, host of the Business of Glamping and Unique Holiday Rentals and Glamping Americas podcasts.

The programme will also include a dedicated session with Derry Green, Founder of Secret Garden Glamping and President of The Glamping Industries Trade Association, speaking on behalf of leading platform provider ResNexus, exploring how technology is evolving to support the outdoor hospitality sector.



Sarah Riley (left) and Steph Curtis-Raleigh

Hosted at Basecamp Amsterdam, the day will begin with a welcome from the resort's founder, Gertjan Hoffer, who will share the story behind the property and his vision for its future.

A networking lunch and evening drinks reception will provide further opportunities for delegates to build connections and continue the conversations in a more informal setting.

With a deliberately compact gathering and a remarkably international audience, the European Forum promises to be a day where everyone has a voice, no subject is entirely off limits, and some of the most valuable insights may come from the person sitting next to you.

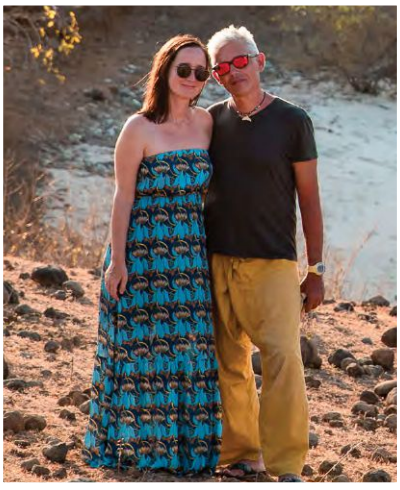
The Glamping Show European Forum takes place on Thursday 26 November 2026 at Basecamp Amsterdam, Netherlands.

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

A VISION WORTH THE JOURNEY



The Story Behind Ocean Mantra Village



By Olesia Vlasova, Co-founder of Ocean Mantra Village

On a remote stretch of Sumbawa, Indonesia, Olesia Vlasova and her husband Mikhail have created a place of their own, shaped by an extraordinary setting and thoughtful approach.

Before we built anything, my husband Mikhail and I spent eight years running retreats across Asia and beyond: yoga, meditation, silent retreats and free diving with underwater meditation. Between us, we had experienced more than 30 retreat centres, both as guests and as organisers. We knew what worked, what didn't and what we wanted from a place of our own.

When you rent someone else's centre, you quickly start imagining how you would do things differently. We wanted somewhere we could carry out our whole vision, with every detail under our control: a genuine reset and recovery experience, close to practice and rooted in tradition, without esoteric noise or hype. That decision began a three-year search for land.

Three Years in Search of Paradise

We searched across five countries, including the Philippines, the Maldives, India and Sri Lanka. The brief was simple but almost impossible to fulfil. The land had to be directly beside the water, affordable, truly beautiful and reachable. Mikhail's free diving also meant the sea had to be close.

Then we stopped looking at the places everyone knew. Mikhail opened a bathymetric map, searching for deep water close to shore, and found Sumbawa. We explored the west of the island first, where we met someone who later showed us a plot on the east coast, seven hours away by road.

We had almost given up. We had just agreed to buy an average piece of land when someone mentioned one more possibility. I didn't even want to go, but Mikhail insisted. There was no road, only a boat, and no water or electricity. Yet from the first landing, it was love at first sight.

The site had everything we had been looking for: a living coral reef, a beach you could actually swim from (which is rare in Indonesia), and a sheltered bay with two beaches below the property and a third a short walk away. We also share the landscape of Komodo National Park, but without the tourist boats.

The Long Road to Opening

The journey from buying the land to welcoming our first guests took more than six years. We began registering our foreign-owned Indonesian company and buying the land in 2018, completing the process in early 2019.

The land cost more than we had. So, we emptied our savings, Mikhail sold his house and I launched a crowdfunding campaign through my blog. We hoped to raise US$50,000, but quickly passed US$100,000.

Then a local businessman claimed the land was his, despite having no papers. We had invested heavily in documents, checks and due diligence, but five court cases followed. We lost the first two main cases, even with our certificates in hand. The pandemic then stopped flights between the islands, while legal costs consumed our entire budget. People told us to walk away. At one point, we thought we had to.

Just as the pandemic ended, we won at the Supreme Court in Jakarta and then won the appeal. Looking back, those years changed the project. Our original plan built around a very small budget was never going to do justice to the place.

With our money gone, we returned to the community that had supported us: people who had joined our retreats and followed my blog. We offered crowd-investing, with some becoming shareholders and others investors.

Glamping That Belongs

Glamping was our original concept and Mikhail's idea. We even built and sewed six tents ourselves; today, they provide comfortable housing for our staff.

A canvas roof would be unbearable in the heat, so we kept the tent walls but chose traditional roofs made from alang-alang, local Indonesian thatching grass. We took inspiration from South African safari style but wanted something that belonged in Southeast Asia. The result is quite unlike anything else.

With a new budget and designer, we rethought the plans and added bungalows. We are a retreat centre first, not a glamping site. The glamping units are positioned at the edge of the cliff and make you feel as though you are floating above the ocean. There is no Wi-Fi or mobile signal, so the view becomes the focus.

The air-conditioned bungalows offer the opposite: a private cocoon. Some people arrive at a retreat with an overloaded nervous system and recover better in a cool, dark, enclosed space. Mikhail and I split exactly along this line. He is glamping: fearless and open. I am the bungalow: I overheat easily and need a cocoon to recover.

Today, glamping and bungalows book equally. There is no favourite.

Creating Space to Switch Off

Ocean Mantra was designed as a retreat centre from the beginning, which is why all-inclusive was essential. When guests arrive, we don't want them thinking about menus, bills or which class is worth paying for. A good centre removes those micro-decisions and allows for a deeper experience.

There are daily 30-minute meditations, active morning yoga and very passive evening yoga. Underwater meditation runs in two slots for different groups, so each guest can take part once a day. There is also plenty of free time for the beach or simply doing nothing.

We see guests arriving in three different modes. Some need only to eat and sleep, recovering from burnout, stress, exhaustion or illness. Others want to move and take part in as much as they choose. And some are ready for silence and stillness, for a few days or their entire stay.

Putting Down Roots

In Indonesia, community support is an important part of establishing a project. To obtain a building permit, the village must agree to the development through a process called socialisation, where residents meet and decide whether they support it. After two unsuccessful meetings, around 70% of the village voted in favour of us at the third. We agreed that 70% of our staff would come from the village, that we would respect local customs and support the community where we could. Put simply, if you fall out with the local community here, you cannot do business, even with every national permit in hand.

Today, around 20 people work on site, with 15 from our village. Many had never worked outside their gardens or fishing boats. One of our drivers first came to dig. He could drive but couldn't afford a licence, so we helped him get one. Now he is one of our key drivers and often the first person guests meet.

We recruit specialist roles, such as the manager and chef, from elsewhere in Indonesia, while reservations, accounting and administration are handled remotely.



A First Season Full of Promise

We soft-opened on 1 April 2026, and our first guests arrived the following day. They were a small group sailing between Indonesia's wild islands, planning to stay one night but deciding to stay for two. After the years of legal battles and construction, finally welcoming guests was a special moment.

So far, we have welcomed 204 guests from around 30 countries. Most have come from Australia, but others have travelled directly from Argentina, South Africa and across Europe.



The first guests were kinder than I expected; they gave us room to settle in whereas I noticed every mistake our new team made. They also showed us that people who understand our concept really are out there.

Even guests who had followed our build on Instagram for two years were arriving saying the place is brighter and bigger than the photographs suggest. Telling our story from the first day of construction helped bring those guests to us, and we continue to tell it.

Four Mantras, One Vision

We have built on two of our 3.5 hectares, leaving a whole hectare across from our private bay. Our next step is a third wing, with around 12 more units. We are also planning a larger restaurant and a second yoga shala, giving retreat groups and individual guests their own spaces.

Ocean Mantra is intended to be the first of four Mantras. Jungle Mantra in Bali will focus on physical healing and Ayurvedic recovery; Mountain Mantra in Nepal, around 2,000 metres in the Himalayas, will centre on mountain cleansing and regular treks; and Desert Mantra, perhaps in Dahab, Egypt, will be an intensive silent meditation retreat. Each will begin with its own retreat concept, with glamping included wherever it makes sense.

For anyone building a glamping or retreat business in a remote location, my advice is to start with the place. Glamping for the place, not the place for glamping. Stuffy domes in a very hot climate make no sense to me. Think carefully about ventilation and mosquito nets, and make sure units open and close easily. And don't forget beauty. It is part of the experience, too.

ocean-mantra.com

LOAN OR ASSET FINANCE?



How to fund new pods, lodges and pitches



By Simon Palmer, Director of Smart Funding Solutions

In this practical guide Simon Palmer, Director of Smart Funding Solutions based in Chester, UK, explains when to use a business loan or asset finance, how to match funding to different parts of an expansion and what owners should prepare before approaching lenders.

Most glamping owners reach the same point sooner or later. The bookings are strong, the reviews are good and there is room for more units, but adding them means a five or six figure outlay before a single extra night is sold. The question is rarely whether to borrow. It is how to borrow so that the new units pay for themselves without squeezing the cash the site needs to run.

There are two main routes. A business loan, either unsecured or secured against the land, gives you a lump sum to spend as you choose. Asset finance funds a specific item, such as a pod, lodge or bell tent, and is repaid over its working life. Each has its place, and the best projects often use both. This guide walks through how to decide.

Split the project into what it is made of

Before you speak to any lender, list everything the expansion involves and sort it into two columns.

The first column is the units themselves, such as pods, cabins, shepherd huts, safari tents, lodges and anything else a guest sleeps in that could, in principle, be moved or sold on. Add the things that go with them, such as hot tubs, furniture packs and site vehicles.

The second column is everything that is fixed to the land or cannot be resold, such as groundworks, bases, access tracks, drainage, water and electrical connections, landscaping, planning fees and professional costs.

This split matters because lenders look at the two columns very differently. Items in the first column have a resale value, so a finance company can lend against them directly. Items in the second column do not, so they are usually funded by a loan secured on the site or by your own cash.

How asset finance works for glamping units

With asset finance, the lender buys the unit and you pay for it in monthly instalments, typically over three to seven years depending on the unit and how long it will last. At the end, you own it outright or can arrange to.

Hire purchase is the route most owners use for pods and lodges. You pay a deposit and fixed monthly payments, and the unit becomes yours at the end. A finance lease works differently, because you rent the unit for most of its life and never formally own it, which can suit a business

that wants lower payments and plans to upgrade later. If you already bought units outright, some lenders will also refinance them and release cash against them, which can help fund the next phase.

The advantages are that the borrowing is tied to the asset, the payments are predictable and the cost is spread across the years the unit earns money. Asset finance often needs less in the way of property security, so it may leave your land free for other borrowing.

Lenders will want to know who built the unit, whether it is new or used, and whether it is genuinely movable. Bespoke units from small builders can be harder to fund than units from established manufacturers, because the lender worries about resale. Ask your supplier early whether they have worked with finance companies before.

When a loan makes more sense

A business loan is usually the better tool for the second column, meaning the bases, tracks, services and everything else that becomes part of the land.

If you own the site, a loan secured on the property is often the cheapest way to borrow larger amounts over a longer term, sometimes ten years or more. It takes longer to arrange, because the lender will want a valuation, legal work and a close look at your accounts.

An unsecured business loan is quicker and needs no property charge, but terms are shorter and the cost is usually higher. It can suit smaller projects or businesses that need to move quickly before the season starts.

A loan also gives you flexibility. If the project includes a mix of items that would be awkward to finance one by one, a single loan can cover the lot.

Think about timing and the season

Glamping income is seasonal, and repayments are not. A plan that looks fine on an annual basis can still leave you short in February.

When you compare options, ask whether the first repayment can be timed for when the new units start earning rather than the day they arrive. Ask whether there is any flexibility on payments in the quieter months, and what happens if the units are delayed and miss the start of the season. Some asset finance lenders offer seasonal or deferred payment profiles, so it is always worth asking. Build a month by month cash flow for the first two years, using your existing occupancy as a guide, before you sign anything.

Get your planning and licences in order first

Lenders will usually want to see planning permission and, where needed, a site licence that covers the additional units before they release funds. Electrical capacity is another common sticking point, because hot tubs and lodges can need more power than the site currently has, and a network upgrade can take months and add cost.

If you rent the land rather than own it, expect questions about the length of your lease and what happens to the units if it ends. A short lease can limit how long a lender is willing to fund for.

Prepare what lenders will ask for

Whether you choose a loan, asset finance or both, a lender will want to understand the business. The application moves faster if you already have your last two years of accounts and recent management figures to hand, along with occupancy and average nightly rates for your existing units. Add the quotes for the new units and the groundworks, your planning permission and licence documents, and a simple forecast showing how the new units will be filled and paid for.

New sites without a trading history can still borrow, but lenders will look more closely at the owner's wider finances, other income such as a farming business, and evidence of demand in the area.

Putting it together

In practice, a sensible structure for a typical expansion often uses asset finance for the units and the kit that goes with them, and a secured or unsecured loan, or your own cash, for the groundworks and services. That way each part of the project is funded over a term that matches its life, and you are not using expensive short term money for long term assets.

Whatever you decide, compare more than one lender. Rates, terms, deposits and attitudes to glamping vary widely, and a lender that is cautious about one type of unit may be comfortable with another. A broker can do that comparison for you, but even if you go direct, it pays to ask the same questions of each lender and compare the total cost, not just the monthly payment.

smartfundingsolutions.co.uk





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If you are looking for a glamping solution which combines that traditional look with the benefits of modern constructions methods, then these Drovers Huts are the perfect answer. Designed with a fully insulated timber frame structure and clad with corrugated steel on the outside, they keep cool in the summer yet hold the warmth in the winter, and allow you to maximise your income all year round.

'Quality of the build' is one of the most frequent comments about these huts. What also sets them apart is they are simple to move thanks to a specially designed removable wheel system. Once in place they sit on a non-permanent base and the low threshold door means they offer disabled access.

Each hut is built to order and fully customisable depending on your set up and requirements, whether it be including a small bathroom or adding solar panels to the roof.

Prices for a standard sized Drovers Hut (4m x 2.1m) with double bed, kitchen units, breakfast bar, outside decking, guttering and 240v hook up start at £22,000 plus VAT. If glamping is a new business venture you might be interested in the option to hire a hut, to test the market before committing. Finance is also available.

sijgroup.co.uk



THE ELECTRIC OPPORTUNITY

Making Your Glamping Site EV-Ready

By Ore Oluwatudimu, Director Solutions Engineering at ChargePoint Europe

Growth in electric vehicle adoption across the UK is seeing charging infrastructure become an increasingly important consideration for hospitality businesses. For glamping sites and other outdoor hospitality operators, this presents an opportunity to enhance the guest experience, attract new visitors, and diversify revenue through facilities that make use of existing premises.

EV charging is becoming an expected amenity for drivers, particularly when vehicles are likely to remain parked for several hours or overnight. Glamping sites are well suited to this, with guests spending extended periods at their accommodation and relatively little need to move their vehicles during their stay.

The business case is that the offer of charging facilities could help operators appeal to a growing number of EV drivers, while providing an additional point of differentiation in a competitive hospitality market. It could also create supplementary income, whether through charging fees or by encouraging longer stays and repeat bookings.

Choosing the right infrastructure

The first step is understanding the requirements of an individual site. Factors such as the number of accommodation units, available parking, expected guest demand, vehicle dwell times, and existing electrical capacity will all influence the type and scale of infrastructure required.

Importantly, installing EV charging does not necessarily mean investing in expensive, high-powered equipment. Much of the public conversation around charging focuses on rapid DC installations, but these are not always appropriate for destination locations where vehicles remain parked for extended periods.

AC charging is particularly well suited to hospitality environments. Modern solutions, such as CP6000 from ChargePoint, offer charging capabilities of up to 22kW, providing greater flexibility for businesses looking to accommodate more vehicles throughout the day. This can deliver meaningful amounts of energy during an overnight stay or longer visit, without the higher purchase, installation, and maintenance costs associated with DC alternatives.

This makes AC charging a practical option for operators looking to introduce facilities without committing to significant infrastructure investment. It can also help businesses make better use of existing electrical connections, although a professional site assessment is essential to establish available capacity and identify whether any upgrades are required.

Managing costs and maximising value

Installation costs will vary depending on factors including the number of chargers, the site layout, and available electrical capacity. However, the initial hardware investment is only one part of the equation. Running costs, electricity tariffs, maintenance, and the way charging is managed will all influence the long-term commercial viability of an installation.

Charger management software can play an important role here. Dynamic load management allows available power to be shared without overloading the site, while access control and payment functionality can also help businesses manage who uses their chargers and recover the cost of electricity through guest charging fees.

For sites with limited charging capacity, intelligent software can further improve utilisation by helping operators manage demand and ensure available facilities are used effectively.

An investment in the guest experience

As EVs become more common on our roads, convenient destination charging could influence where people choose to stay, particularly when comparing accommodation options.

Glamping operators have an opportunity to get ahead of competitors by integrating charging into the wider guest experience. This can be done without unnecessary investment, too, by taking the right steps, such as selecting AC infrastructure and using intelligent software to manage energy and access.

The most effective solutions are those that work naturally alongside how guests use a site. When a vehicle can charge conveniently while its owner enjoys their stay, the infrastructure becomes a valuable addition for both the guest and the business.

chargepoint.com



A MEETING OF MINDS

Eco Resort Network Heads to Zanzibar

Eco Resort Network will take its sixth international gathering to Zanzibar in 2027, with ENVI Paje providing the backdrop for an event that brings together two stories of growth, shared ambition and a belief in more responsible hospitality.

Eco Resort Network (ERN) is heading to Africa for its sixth annual gathering, with the international hospitality event set to take place at ENVI Paje, on Zanzibar's southeast coast, from 30 May to 2 June 2027.

The announcement marks a significant moment for the network, which has grown into an international meeting point for eco-resort owners, operators, developers, investors, architects, designers and suppliers. It also brings the event to a property with a particularly meaningful connection to its history.

ENVI Lodges co-founders Chris Nader and Noelle Homsy have been part of the Eco Resort Network community since its very first edition. Over the years, the network has followed their journey as they developed ENVI from an ambitious new hospitality concept into an increasingly established international brand.

For organiser Steph Curtis-Raleigh, bringing the event to one of their properties feels like something of a full-circle moment.

"Chris and Noelle believed in what we were trying to create from the very beginning, when Eco Resort Network itself was still a new concept. We have watched ENVI grow into an exciting international hospitality brand and have followed the development of Paje with enormous interest. Having now experienced the property ourselves, we know that it provides a very special setting for the next stage in the Eco Resort Network journey."

A different approach to experiential hospitality

Founded in 2021, ENVI Lodges was born out of a shared ambition to rethink the traditional hotel experience. Rather than creating another luxury accommodation brand, Nader and Homsy wanted to develop a collection of nature-led retreats that put meaningful experiences, wellbeing and responsible tourism at the heart of hospitality.

The founders brought complementary backgrounds to the venture. Nader grew up in a family of hoteliers, later progressing through senior international development roles with Shaza Hotels and Kempinski. His interest in experiential accommodation was


ENVI Paje


ENVI Paje


ENVI Paje


ENVI Paje

sparked by a stay at an eco-luxury camp in the Swiss Alps, where he saw the potential for a different kind of hospitality experience.

Homsy's route into the industry was less conventional. Originally trained in architecture, she developed a career spanning construction, engineering management and hospitality consultancy before completing an MBA at INSEAD. Travelling through Southeast Asia during this period introduced her to eco-lodges and experiential camps, helping shape the vision that would eventually become ENVI.

Together, they launched a brand focused on combining considered design and high-quality accommodation with a deeper connection to nature and local communities. Its approach has continued to develop across destinations in the Middle East and Africa, with properties designed to reflect their individual landscapes and surroundings rather than follow a single, standardised model.

The brand's growing recognition was further underlined at the AHEAD MEA 2026 awards, where ENVI Lodges received the 'New Concept' award, recognising its approach to experiential hospitality.

A Zanzibar setting with a story of its own

The 2027 gathering will take place at ENVI Paje, a beachfront property set along the white sands of Zanzibar's southeast coast. Contemporary architecture and design sit alongside tropical gardens and the natural surroundings, with an emphasis on creating a sense of place and connection to the island.

Sustainability is incorporated into the property's approach to operations, from resource efficiency and reducing single-use products to working with local artists, creating employment opportunities and celebrating Zanzibar's culture and heritage.

For Eco Resort Network, the venue offers an opportunity to bring its international community to a region with an increasingly interesting hospitality story of its own.

The property will be used exclusively by the network during the event, allowing delegates to enjoy the intimate atmosphere that has become a defining part of the ERN experience. Unlike a traditional large-scale conference, the format encourages conversations and connections to continue over meals, drinks and time spent together.

The programme will begin with a welcome reception on Sunday 30 May, followed by two full conference days on Monday 31 May and Tuesday 1 June. Further opportunities to experience Zanzibar are also being explored. "We're enormously excited to be bringing the event to Africa," says Curtis-Raleigh. "We look forward to welcoming many of the delegates who return to Eco Resort Network year after year, alongside new members of the community – and particularly owners, operators, developers and hospitality professionals from across the African region.

"Paje is a stunning location for our sixth event and Zanzibar itself has an extraordinary hospitality story to tell. Alongside ENVI Paje there is an excellent selection of hotels along the beach, ranging across different styles and price points, making it possible for us to grow the event while retaining the intimate character that makes Eco Resort Network so valuable."

An expanding international community

Eco Resort Network is a sister event to International Glamping Business, with both publications and events sharing a commitment to connecting and supporting the wider outdoor and experiential hospitality industry.

Interest in the 2027 gathering is already strong, with existing members given the opportunity to secure their places ahead of wider promotion. Numbers will remain deliberately limited to protect the networking opportunities and collaborative atmosphere that underpin the event.

With its move to Zanzibar, Eco Resort Network is opening its doors to a new region while bringing together a familiar international community. For ENVI Lodges, meanwhile, hosting the event represents an opportunity to welcome an industry network that has been part of its story from the outset.

For more information about Eco Resort Network, visit **www.ecoresort.network**.

ecoresort.network


ENVI Paje


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" ABOVE ALL, THIS EVENT IS ABOUT COMMUNITY; LEARNING FROM BRILLIANT MINDS, RECONNECTING WITH INDUSTRY FRIENDS, AND MEETING NEW PEOPLE WHO SHARE OUR PASSION FOR A MORE RESPONSIBLE HOSPITALITY. "
– CHRIS NADER,
ENVI LODGES
ENVI
PAJE



BEYOND SUMMER

Unlocking Year-Round Glamping

For glamping operators, the end of summer doesn't have to mean the end of the booking season. Extending availability into autumn, winter and early spring can create new revenue opportunities, attract different guests and make better use of a site year-round. Choosing accommodation that can adapt to changing seasons is an important part of making this possible.

Designed and manufactured in Britain, TruDomes combines distinctive geodesic architecture with practical features and customisable interiors, helping operators create memorable accommodation beyond the summer peak.

Comfort in every season

Preparing accommodation for colder weather starts with the right specification. TruDomes offers optional triple-layer insulation combining foam, foil and fabric to help regulate internal temperatures. Bespoke curtains provide additional privacy and allow operators to introduce colours and textures that complement their chosen design.

Heating is another consideration. Compatible configurations accommodate wood-burning stove options, including the Traveller and Tana stoves, providing warmth and an attractive focal point. Appropriate installation, ventilation and safe operation are essential.

Additional features enhance the guest experience, with solar LED lighting creating an inviting atmosphere after dark and ventilation options, including a solar air vent, helping maintain airflow. Thoughtful furnishings and functional layouts make the space welcoming when guests spend more time indoors.

Built for the long term

Sustainability is increasingly important for glamping operators. Choosing durable accommodation designed for extended use supports a more considered approach to site development.

TruDomes feature aircraft-grade aluminium frames and weather-resistant PVC covers, with an expected lifespan of 10–12 years or more. The emphasis is on longevity while the ability to maintain, refresh and customise elements gives operators flexibility as their businesses evolve.

Growing with purpose: Pont Tyweli Glamping

For Heather Barc and her partner Barney, developing a glamping destination has involved years of planning and investment. After exchanging their London home for an 11-acre smallholding in Wales, they created Pont Tyweli Glamping, welcoming couples and families.

Having established their accommodation offering, the business has now taken delivery of its fourth TruDome.

"We love our TruDomes and so do our guests. We have only been open one year but have had such positive reviews from guests including about how much they love the domes and their uniqueness. We can't wait to get the fourth one open and expand the business further," said Heather.

Positive guest feedback and investment in an additional dome demonstrate the owners' confidence in their accommodation and ambition to grow.

Making the most of your site

Year-round trading requires more than suitable accommodation. Operators should consider seasonal demand, occupancy, pricing, energy consumption, cleaning and maintenance costs when assessing the commercial potential of extending their season.

With a choice of dome sizes, insulation, heating solutions and accessories, TruDomes provides a foundation for creating distinctive accommodation that meets guest expectations.

Combining thoughtful design, durable materials and customisation, TruDomes helps operators explore their site's potential beyond the summer months. With careful planning and the right specification, the traditional summer season need not define the limits of a glamping business.

trudomes.com





CREATING A UNIQUE GUEST EXPERIENCE

with Woodpecker Tubs

Having an accommodation structure to be proud of is an integral part of anyone's journey into the world of glamping. Whether it is a smaller, individual unit for couples or a larger structure that can accommodate families and groups, your choice of accommodation has an important influence on how you want to run your site and, crucially, the type of offering you want to make to future guests and visitors.

Usually, once you have an idea of the site you are looking to purchase or take over, and an understanding of its landscape and available space, the next important consideration is the type and style of accommodation that will suit your tastes while also attracting a new and ever-evolving customer base. This needs to support your overall aims as a glamping site owner.

Accommodation units come in many different forms, styles and price ranges. Some cost around £8,000 to £10,000, while others can reach £75,000 and beyond, depending on the manufacturer, the specifications of the product and any additional requirements you may have to make the unit very much your own.

Some of the accommodation options available on the market include shepherd huts, yurts, bell tents, luxury cabins, bespoke pods and larger structures that are quite literally a home from home. These can give customers peace of mind, along with moments of tranquillity and serenity throughout their stay.

At Woodpecker, we are delighted to provide a variety of options for customers to view, create and make their own. These include our Leaf pods, which, as the name suggests, are broadly shaped like a leaf. They are incredibly spacious without being overbearing, offering couples a shared space while giving site owners something unique to help attract couples and solo travellers.

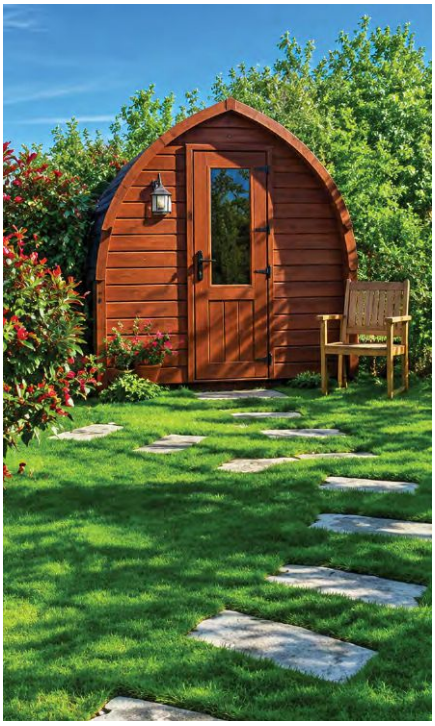
Alongside our Leaf pods, we can also adapt other products, such as the Cube, Oslo, Barrel, Donatelo and Hobbi units, turning them into highly adaptable accommodation spaces. This allows customers to offer something different and create distinctive experiences across their sites.

However, we are not limited to converting existing styles of units into accommodation structures. We also have a very good solution available to the market in the form of the Mario Modular. This wooden-structured unit is a particularly adaptable, free-flowing option for those looking for an all-in-one approach to luxury glamping.

With the opportunity to make adaptations and create something very much your own, the Mario unit includes a full suite bathroom with a shower, toilet and sink, leading into a spacious kitchen and dining area. There is also the option to include a fridge and other kitchen utilities, making cooking and dining a real feature of the guest experience.

The real eye-catching features of the unit are its panoramic windows and the cosy bedroom, which has plenty of character. Overall, it offers a great-value proposition that can be added to and adapted to meet, and even exceed, the needs of your customers and future guests. When it comes to making your site more appealing and helping it stand out from the crowd, having flexible accommodation options can make a real difference in an ever-changing and growing glamping marketplace.

woodpeckertubs.co.uk





SOLID WOOD PANORAMIC TENTS

by More-tent

Many glamping investors seek luxury accommodation that integrates seamlessly with nature. Conventional tent solutions rarely strike a balance between aesthetic appeal and practical performance. Ordinary tents lack the warm texture of natural timber, offer inadequate winter insulation, and fail to deliver an immersive mountain retreat experience. They are also prone to damage and require labor-intensive maintenance, limiting site quality improvement and sustainable operation.

The More-tent Panorama Tent is a carefully crafted solid wood structure designed exclusively for luxury glamping. It is available in two classic forms: spherical and ellipsoidal, with span sizes of 5m, 6m and 8m. Boasting unobstructed panoramic views and a distinctive streamlined silhouette, it features the subtle premium texture of natural wood, setting it apart from uniform generic tents on the market. Upon installation, it immediately elevates the overall style of your glamping site and enhances guest experience. It easily becomes a signature check-in unit, helping your project build unique advantages and stand out among competing glamping offerings.

The tent canopy is made of heavy duty double-sided PVC coated fabric, weighing 850g/©O. Flame retardant, UV resistant, mildew resistant and abrasion resistant, the material is engineered for prolonged outdoor exposure. It withstands harsh weather and lowers recurring replacement costs.

The supporting frame is constructed from solid wood finished with wood wax oil. The timber undergoes dedicated flame-retardant and anti-termite treatment, ensuring stability and durability in humid, variable outdoor environments. Compared with metal frames, wood delivers better thermal buffering and remains comfortable to touch in cold weather, ideal for mountain stays in autumn and winter. A matching steelwood platform system is optional, to level terrain and further improve comfort and atmosphere. Full height 360¡ã panoramic windows frame the wilderness landscape. The timber structure blends naturally with surrounding mountains and fields, allowing guests to enjoy nature fully without leaving the tent.

This Panorama Tent adopts modular construction for quick, straightforward assembly. All components are robust and reusable, supporting repeated disassembly and relocation. It offers great flexibility for site renovation, layout adjustment and unit repositioning. Multiple custom options are available: stove flue outlets, solar exhaust fans and insulation panels can be fitted to improve thermal performance for cold seasons or enhance ventilation in hot, humid regions. Door choices include pneumatic lift-up doors and PVC doors to meet different operational requirements.

A quality outdoor dwelling is far more than simple shelter. More-tent specializes in premium glamping accommodation. We use natural timber to create structures that belong to the landscape and coexist with nature. Whether you are developing a luxury glamping resort, wilderness camp or boutique outdoor lodging project, please contact us for a custom proposal.

glamping-hotel.com

THE INDUSTRY IS CHANGING.
SO ARE WE.

Coming in 2027, our magazine will return with a new name, a new brand and a renewed focus on luxury, conscious and sustainable hospitality.



NEW NAME. NEW BRAND. SAME TRUSTED INSIGHT.

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