

INTERNATIONAL
Glamping
BUSINESS

Issue 55 May 2026

*Retreats
Rising*

**CALM
PORTUGAL**
BUILDING A
MOVEMENT-FOCUSED
RETREAT

**HOW GLAMPING
WEDDINGS
REALLY WORK**

KERNEL FARMS
ARCHITECTURE,
LANDSCAPE AND
LEARNING

ARENA ONE 99
THE EXPERIENCE
ECONOMY IN ACTION

**THE GLAMPING
& WELLNESS
SYNERGY**
BY KERRY ROY

THE OFFICIAL PUBLICATION OF THE GLAMPING SHOW

The art of relaxation begins in the wild!



WOODPECKER
TIME TO RELAX

www.woodpeckertubs.co.uk

E: info@woodpeckertubs.co.uk

M: 07435866929

Welcome to INTERNATIONAL **Glamping** BUSINESS



Welcome to the May issue of International Glamping Business! This month, we're in Chiang Mai for the fifth edition of the Eco Resort Network event, which we organise and host each year. What started as an idea to bring together like-minded people working across outdoor and sustainable hospitality has grown into a genuinely valuable community with shared ambition for the future of the sector.

Over two days, operators, designers, suppliers and hospitality leaders come together for conference sessions, networking and excursions, creating space for the kinds of discussions that are often hard to have in larger event settings. The event has already taken us to some incredible places over the years – Slovenia in 2022, Montenegro in 2023, Mauritius in 2024 and Greece in 2025 – and now to Thailand for 2026. We're looking forward to the conversations that will come out of this year's gathering and to sharing more from the event with you soon.

In this issue, we interview the Director of Arena One 99 Glamping to explore how add-ons and guest experiences can create meaningful revenue beyond accommodation alone. We also speak with Mareile Paley, founder of CALM, about developing a Pilates-focused glamping retreat in Portugal designed around movement, wellbeing and slower living. "Glampreneur" Kerry Roy speaks on the power of the glamping and wellness synergy – and her top tips to implement retreats in your existing site.

Elsewhere, Sergio Rebelo, founder of Atelier Sérgio Rebelo, shares how Kernel Farms is being shaped into an experience-led destination that brings together architecture, landscape and learning in the Hudson Valley. Cheryl from The Dragon's Gate takes us through the realities of hosting weddings at a glamping site, while Comeragh Pods reflects on how a simple idea on a family farm evolved through steady growth and close attention to feedback.

We also turn our attention to The Glamping Show this September; and what feels increasingly like glamping's coming-of-age moment as the sector continues to mature, diversify and define its place within wider hospitality.

As always, happy glamping!

Annie

Editor, International Glamping Business

Contents

- 05** INDUSTRY NEWS
- 08** THE GLAMPING & WELLNESS SYNERGY BY KERRY ROY
- 11** ARENA ONE 99 PLACEHOLDER
TITLE DONT KNOW YET
- 14** DESIGNING CALM PORTUGAL,
A PURPOSE-BUILT
PILATES RETREAT
- 18** KERNEL FARMS:
THE LIVING CLASSROOM
- 21** THE BUSINESS OF GLAMPING
IS GROWING UP
- 25** CREATING A WEDDING OFFERING
AT THE DRAGON'S GATE
- 27** THE COMERAGH PODS STORY
- 29** PRODUCT NEWS

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

Other Events:

The Glamping Show **w:** www.glampingshow.com **e:** dan.w@swanevents.co.uk

Glamping Show Americas **w:** www.glampingshow.us **e:** david@glampingshow.us

Eco Resort Network **w:** www.ecoresort.network **e:** steph@ecoresort.network

© 2026 Upgrade Publishing Ltd. International Glamping Business is published 6 times a year.

No reproduction of any part of the magazine is permitted, nor storage in a retrieval system without prior consent of the publisher. No commercial exploitation is permitted. No warranty is implied in respect of any product or trader mentioned herewith.

Advertising Sales:

Paula Worswick **t:** +44 (0) 7360 041486

e: paula@upgradepublishing.com

Editor and Digital Media Manager:

Annabelle Hilton

e: media@upgradepublishing.com



HERITAGE
LIVING GROUP

01709 865392
Heritageliving.co.uk

Luxury Glamping Lodges | Annexes | Garden Rooms
Golf Simulators | Bespoke Builds | SIPS Construction



Coir Store

The natural choice!

Premium Grade Coir Matting for all structures & occasions

- Large selection of Half moon diameters
- Mats for Marquees, Stretch & Party tents
- 100% Natural / Eco friendly • Tough & Durable
 - No chemicals, bleaches or dyes
- Grade 1 coir yarns • Reversible weave
- Naturally flame retardant (UKAS tested)
- Free UK mainland delivery (excludes Highlands & islands)



 <https://coirstore.co.uk>

 info@coirstore.co.uk  07983 614410

NEXT-GEN TRAVELLERS PRIORITISE VALUE, SAFETY AND AI-LED PLANNING, SAYS **BOOKING.COM**

At the Skift Asia Forum 2026, Laura Houldsworth, Managing Director Asia Pacific at Booking.com, outlined how shifting traveller priorities across Asia are reshaping the industry, with a growing focus on value, safety, and technology-driven planning. The session was moderated by Robin Gilbert-Jones of Skift Research.

Houldsworth noted that passion-driven travel, ranging from major events to lifestyle moments such as fashion or beauty purchases, is increasingly influencing trip decisions. However, ongoing economic pressures and disruption across key travel corridors are prompting many travellers to stay closer to home.

Rather than cancelling trips altogether, consumers are more likely to trade down on room categories or actively seek discounts.

Data shared during the session highlighted the rapid adoption of artificial intelligence in the region. Nearly 70% of Asian travellers are already using AI tools for trip research, with around 90% intending to increase usage. Fast, AI-enabled responses are quickly becoming an expected standard across the travel experience.

However, trust in AI remains tied less to payment security and more to accountability after booking. Houldsworth pointed to a key industry challenge: “who owns the customer” when bookings are made through AI platforms, particularly when disruptions occur.

The discussion also revealed a shift toward “modern milestones” as travel motivators, with more than 90% of travellers indicating they would take trips

Booking.com

tied to personal moments, from major purchases to lifestyle experiences.

The broader takeaway from the session was that while travel demand across Asia remains strong, booking decisions are becoming more considered. Price sensitivity and safety concerns are playing a greater role, even as travellers continue to prioritise experiences.

With Asian travellers leading global adoption of mobile, social platforms, and now AI, the session underscored a clear message for the industry: brands need to meet customers where they already are. As booking journeys become more fragmented across platforms, those that fail to adapt risk losing visibility – and ultimately, market share.

OUTDOOR TOURISM REMAINS STRONG ACROSS EUROPE DESPITE MARKET PRESSURES

Outdoor tourism continues to strengthen its position within the European travel market, despite ongoing geopolitical uncertainty, climate-related risks, and inflationary pressures shaping traveller behaviour.

While the wider landscape remains complex, the outdoor holiday segment is showing notable resilience, with Italy expected to enter a period of consolidation in 2026.

These findings come from the sixth edition of the Outdoor Tourism Observatory by Human Company, developed in collaboration with tourism consultancy Thrends.

For the first time, the report takes a broader international view, comparing six key European markets: France, Germany, Spain, the Netherlands, Croatia, and Italy.

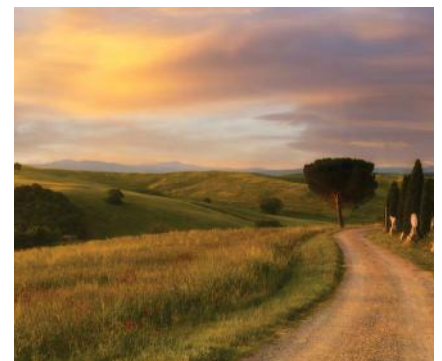
In Italy, moderate growth is forecast for 2026, with total outdoor overnight stays expected to reach 68.4 million—an increase of 0.4% year-on-year. Following strong post-pandemic growth, the sector is now stabilising, with

international demand continuing to drive performance while domestic travel shows a more gradual recovery.

Foreign visitors are projected to account for 37.8 million overnight stays, significantly above 2019 levels. Domestic demand, meanwhile, is expected to reach 30.6 million overnight stays, still slightly below pre-pandemic figures but steadily improving.

Regionally, North-East Italy remains the leading destination, followed by Central regions, the South and Islands, and the North-West. Domestic travellers tend to favour Tuscany, Veneto, and Emilia-Romagna, while international visitors are concentrated in Veneto, Tuscany, and Lombardy.

The report also underlines the sector’s economic impact. Direct spending from outdoor tourism in Italy is estimated at €5.12 billion in 2026, with total economic impact—when indirect and induced effects are included—ranging between €9.12 billion and €13.3 billion. Average daily spend is approximately €75 per person.



Across Europe, tourism approached 3 billion overnight stays in 2025, with outdoor tourism emerging as one of the fastest-growing segments. Outdoor stays reached 413.2 million, led by France, Italy, and Spain. The findings also point to evolving accommodation standards, with campsites and holiday parks increasingly aligning with mid-range hotel offerings.

Overall, the data highlights a maturing sector, where growth is increasingly driven by quality, international demand, and the continued evolution of outdoor hospitality experiences.



ESSE GARDEN STOVE — WITH PIZZA OVEN —

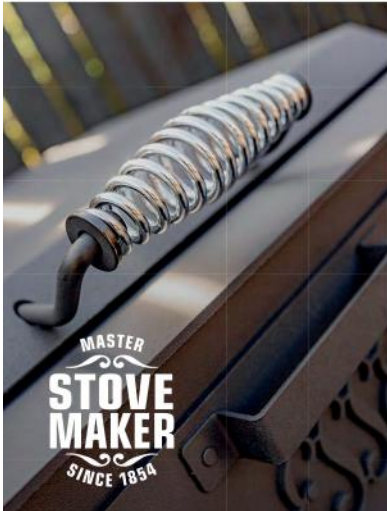
This summer's most versatile must-have;
a stunning outdoor stove complete with pizza oven



Find a dealer

**MADE IN
BRITAIN**

ESSE Engineering | esse.com



FIREWOOD SOLUTIONS FOR YOUR SITE

From the pioneers of kiln dried logs

- Kiln dried firewood
- Kindling
- Natural firelighters
- Firelighting kits

£20 OFF Your next pallet
order over £200
with code **GLAMPING20**

Scan the QR code to shop or visit
www.certainlywoodtrade.co.uk



CHARMED RESORTS' 64-ACRE FAIRYTALE GLAMPING RESORT IN ALBERTA

Charmed Resorts has received approval to develop a new 64-acre site in Alberta, marking its third location as the brand continues to expand its fairytale-themed accommodation offering.

The company, known for its immersive cottage designs, first opened in Blairmore in 2021, followed by a second site at Mulhurst Bay in early 2025. The new development will be located near its original Blairmore property in the Crowsnest Pass region.

First reported by Daily Hive, the project will feature 30 new fairytale cottages alongside 30 Renaissance-style glamping campsites, expanding the brand's mix of themed accommodations. According to the

company, a detailed, multi-month approval process with the Land and Property Rights Tribunal led to slight delays in the construction timeline.

Charmed Resorts now plans to break ground on Phase One in spring 2026, with the first cottages expected to open in 2027. Due to the custom-built and design-led nature of the structures, development will be rolled out in phases.

Ahead of the full launch, the company is exploring smaller pop-up events on-site later this year to introduce the concept to guests and the local community. A dedicated event and wedding pavilion is a key early priority, reflecting growing demand for group bookings, while additional amenities such

as a spa and restaurant remain part of the longer-term plan.

"To ensure sustainable scaling, those larger commercial amenities will roll out in subsequent phases after we establish our core accommodations and the event space," the company said.

Charmed Resorts also revealed plans for a themed retail concept, Cobb's Corner Store, named after its new resort mascot. Designed as a wagon-style experience rather than a traditional gift shop, it will feature imported Italian gelato alongside costume pieces and accessories.

The operator is also in discussions to host large-scale live-action role-playing (LARP) events, using the surrounding forest and fairytale setting to create immersive guest experiences.

The expansion highlights continued investment in themed and experience-led accommodation, as operators look to differentiate through storytelling, events, and design-driven environments.

PLANNING RESTRICTIONS ON GLAMPING QUESTIONED BY DONEGAL COUNCILLORS

Donegal County Council has been urged to review its planning policies for glamping developments following discussions at a recent Special Plenary Meeting, where councillors and planners examined how to balance tourism growth with development standards.

The issue was raised by Martin McDermott, who called for a more flexible approach to planning approvals, particularly for projects outside established town boundaries. He argued that current restrictions may be limiting tourism potential at a time when accommodation costs are rising and demand for alternative stays continues to grow.

McDermott said recent planning applications had faced difficulties because proposed developments were located outside settlement boundaries. He argued the council should consider opening its policies to support new tourism opportunities, particularly as hotel prices continue to increase.



Council officials, however, highlighted concerns about the nature and quality of recent applications. Senior Planner Eunan Quinn said many proposals submitted over the past year resembled permanent holiday homes rather than traditional glamping structures.

Quinn noted there was a need to better define the different forms of accommodation being discussed, including glamping pods, motorhomes and holiday homes. He added that the council's preferred approach focuses on strengthening tourism facilities within towns and villages.

The discussion also revealed differing views on where glamping developments should be located. Ali Farren argued that rural and remote areas are central to the appeal of glamping, particularly in locations without formal settlement zones, such as Malin Head.

In response, Quinn reiterated that the council's priority is ensuring developments are appropriate to their setting rather than increasing the number of units.

McDermott acknowledged the importance of maintaining standards but maintained that existing policies may be restricting viable projects in areas including Clonmany and Ballyliffin.

For outdoor hospitality operators, the debate highlights a wider industry challenge around how glamping is defined within planning frameworks, particularly when distinguishing low-impact accommodation from permanent tourism developments.



TIME TO RESET

The Glamping & Wellness Synergy

By Kerry Roy, Founder of Cerchio del Desiderio

We often hear the term “make time to reset”, and give yourself the rest and recovery needed to refocus, repower and reconnect. But how often do we dedicate time to resetting the business and reconnecting to our original goals, our purpose, and the “what” and “why” behind creating a business in the first place?

Like the human mind itself, a glamping business can be multifaceted, serving more than one revenue stream. It can develop various personas that diversify over a number of years. This approach can require less effort while offering the same, if not more, potential net profit with lower cost margins than the traditional STR (Short-Term Rental) model.

The Power of Nature and Retreats

Many of us “glampreneurs” hold the keys to perfect paradises in nature one of the best natural medicines for the mind, body, and soul. As the world becomes increasingly digitalized, people are yearning for nostalgia, authentic connections, physical contact and a feeling of being grounded or euphoric through the power of experiential travel and transformational experiences. It is a combination that is truly the best investment in oneself.

With this remedial mix, Retreats are one of the definitive answers to enhancing the guest experience perfectly. Whether it is a packaged long weekend or a full week of rest, restoration and relaxation, these stays can be combined with endless possibilities for

life-transforming activities, holistic healing, workshops, or specialized hobbyist events.

Retreats no longer have to be solely holistically focused. Many assume they require tight lycra, athletic yoga, or the need to be a spiritual guru – that is no longer the case. Retreats are suitable for everyone regardless of age or background and often become an additive form of self-care. Nowadays, retreats take many forms: arts and crafts, running, dancing, equine, couples, corporate, or spiritual. Some even focus on “plate smashing” and frustration shouting to release trapped negative energy!

Market Growth and Opportunities

Glamping and wellness fit together like a cold hand in a heated glove. They are two complementary industries indicating continued exponential growth. The wellness industry’s total market size is expected to exceed \$9.8 trillion–\$10.36 trillion by 2029–2030, with annual growth rates of 7.9%. We anticipate strong growth for wellness tourism as travelers prioritize experiences.

However, the highest growth prediction is for Wellness Real Estate. This is becoming one of the fastest-growing sectors within the global wellness economy, with projected annual growth rates between 15% and 20% through 2029. The market is expected to nearly double within the next five years. This is an asset and a “reset model” that glamping operators should seriously consider diversifying into.

Auditing Your Model

How many of you have wanted a business reset? How many have audited your existing business model with a fine-tooth comb to see where you can potentially develop wellness offerings?

Large brick-and-mortar estates, agriturismos, hotels and even European medieval villages are being bought up to create sustainable, community-based membership clubs, wellness centers and co-ownership schemes. These incorporate everything from gardening, movement and meditation to high-tech biohacking chambers and nature spas. The opportunities to shift away from a sole STR model, or to combine the two, offer boundless potential.

How to Begin the Reset

If you are already a glamping operator, you have the perfect baseline for retreat success.

■ **Small (1–5 rooms):** Couples' retreats and one-to-one retreats are growing in popularity and command high price points.

■ **Medium (8–12 people):** This is the "sweet spot." It attracts those wanting an intimate experience with deeper connections.

■ **Large (10+ rooms):** This size enables you to attract larger group hosts and facilitators who focus on quantity for increased profit margins.

■ **Configuration Tip:** Investing in "zip-and-link" or split-twin bed configurations in every room can make a huge impact, helping you attract retreat groups as well as general STR guests.

Three Core Business Models

1. Exclusive Venue Hire Only (Dry Hire)

Use a model that suits your skills and schedule. If you don't have the desire or skillset to run retreats yourself, simply offer full exclusive venue hire. Retreat hosts, facilitators, or yoga teachers hire the venue and organize the marketing, catering and activities themselves. Your responsibility is to ensure the venue is "spick and span" with all agreed facilities included. Other than a daily check-in with the organizer, you leave them to run the event.

Note: Ensure all guests have travel insurance and receive confirmation from the organiser, especially for guests traveling from abroad.

2. Full Hosted Retreat

For those with hobbies or skills to share, your own venue is a great opportunity to create tailor-made retreat packages. While there is

more organisation involved, once you find the right suppliers and collaborators to create a wonderful itinerary, it becomes a "copy and paste" model that is easy to manage.

3. Community Membership

Creating regular monthly or bimonthly day events is a great way to open your services to locals. Collaborating with local instructors (Yoga, Pilates, PT) or workshop leads (Foraging, Arts, Crafts) creates a magical environment of shared community. Larger estates are already diversifying into these rural community club memberships. Goodbye gym membership, hello rural community club!

The % Gain

Additional revenue is made via collaborations with local service providers and tour guides.

■ **Wholesale Rate:** Suppliers provide services at a wholesale rate to you, and you add a markup (best for hosted retreats).

■ **Referral Commission:** You earn a percentage (often 10–20%) for each guest who books an external supplier, such as a local wine tasting or bike tour.

By cooperating with a trusted network, you create a sustainable local solution that benefits everyone. Just ask, 98% of the time local collaborators are willing to cooperate!

A model reset could actually also allow for yourself to achieve more mindfulness than being mind-FULLY consumed. It certainly has for me.

About Kerry Roy



Solo female "glampreneur" Kerry Roy founded her first multi award-winning glamping site in the UK, Camp Katur, in 2012. She has since diversified into many different areas, including festivals, weddings and wellness retreats – whilst establishing a second successful award-winning glamping retreat, Cerchio Del Desiderio in Italy in 2019.





glampingstays

**Home of the finest glamping
holidays across the UK**



Get your free letting guide at glampingstays.co.uk,
call 01834 824109 or email joinus@glampingstays.co.uk

 **glampingstays**

Part of  travelchapter a certified B Corp™

Certified

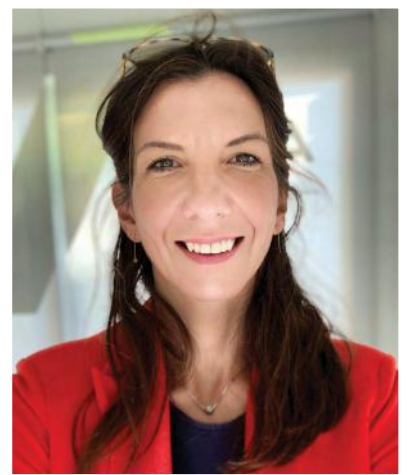


Corporation



ARENA ONE 99

The Experience Economy in Action



Vanja Valić

Arena One 99 Glamping Director Vanja Valić discusses how the Croatian resort has evolved beyond accommodation, using wellness, gastronomy and curated experiences to strengthen guest loyalty and extend stays.

Beyond accommodation, what additional experiences or services have you introduced at Arena One 99 Glamping? What prompted those decisions?

Beyond the accommodation itself, we focused on creating a complete glamping experience that gives guests a sense of relaxation, wellbeing and connection with nature. Today's guests are not only looking for high-quality accommodation, but also for an experience that makes them feel better, more relaxed and emotionally connected to the destination.

That is why we developed wellbeing activities such as yoga and gong meditation, as well as creative workshops including painting, terrazzo art and terrarium making, all designed to encourage a mindful approach to holidays. We also introduced surfing activities to offer guests active time spent in nature.

We placed a strong emphasis on gastronomy through quality restaurants and excellent food, as we believe gastronomy is an essential part of the overall destination experience. For families, we developed entertainment

and activity programs for children and teenagers, while concerts and evening events further contribute to a relaxed and authentic atmosphere.

All of these activities and experiences were introduced with the goal of enhancing the quality of the guest experience, extending guests' stays and creating a destination that guests want to return to.

Which add-ons or activities have proven to be the most commercially successful and why do they resonate with your guests?

The most commercially successful offerings proved to be wellbeing activities such as yoga and gong meditation, as well as high-quality gastronomy and surfing activities. Today's guests are increasingly looking for experiences that combine relaxation, a healthy lifestyle, and time spent in nature, making these types of activities a natural fit for the glamping concept.

Family-oriented programs also achieved very strong results, especially entertainment and activity programs for children and teenagers, as they allow parents to enjoy a more relaxing and higher-quality holiday experience. Creative workshops such as painting, terrazzo art, and terrarium making also proved highly popular because they provide guests with an authentic and personalized experience.

We believe these activities resonate so well with guests because they create emotional value and a sense of a unique experience. Today, this has a significant impact on guest satisfaction, length of stay and willingness to return to the destination.

Have any initiatives not performed as expected? What did you learn from those experiences?

Some initiatives did not achieve the results we initially expected, mainly because they were not sufficiently aligned with the profile





of our guests or with the atmosphere we aim to create within the glamping concept. We learned that it is not enough to simply offer a large number of activities; each offering must have a clear connection to wellbeing, nature and the overall quality of the guest experience.

For example, certain programs that were too “event-oriented” or overly commercial did not generate the desired level of interest, while smaller, more authentic and personalized experiences achieved a much stronger response.

From these experiences, we learned how important it is to listen to guests, understand their habits and preferences and continuously adapt the offer. Today, we place much greater emphasis on the quality and authenticity of the experiences rather than on the sheer number of activities.

How do you decide which activities or events are worth investing in – what criteria or data do you rely on?

When deciding which activities or events are worth investing in, we primarily focus on how well a particular offering aligns with our glamping concept and wellbeing philosophy. It is important to us that activities naturally complement the experience of staying in nature and create additional emotional value for guests.

We rely on guest feedback, the level of interest and occupancy of individual programs, as well as data related to spending, length of stay and repeat visits. We also closely monitor global trends in the wellbeing, outdoor, and experiential travel segments, as guest expectations are constantly evolving.

In addition to commercial potential, an important criterion for us is operational sustainability – meaning whether we can maintain a particular activity or experience at a consistently high level of quality over the long term without compromising the overall guest experience.

To what extent do partnerships (e.g. local guides, wellness practitioners, or event organisers) play a role in your offering?

Partnerships play a very important role in our offering because they allow us to provide guests with authentic and high-quality experiences while maintaining focus on the

core quality of our service. Collaboration with wellness experts, yoga instructors, musicians, artists and local partners enables us to ensure that our programs are professional, personalized and aligned with the glamping philosophy.

It is especially important for us to involve the local community and people who authentically represent the destination, as today’s guests increasingly value original experiences and genuine contact with local culture.

This collaborative model also gives us greater flexibility – allowing us to continuously refresh our offering and adapt programs to guests’ interests without creating excessive operational complexity within the resort itself.

How do you balance operational complexity with profitability when expanding beyond accommodation?

When expanding our offering beyond accommodation itself, it is very important for us to find the right balance between quality of experience, operational sustainability, and profitability. We do not introduce activities simply because they are trending; instead, we select experiences that naturally fit our concept.

A significant part of our offering is developed through partnerships with external experts and local collaborators, which allows us greater flexibility and cost control without the need for large internal operational teams.

We also closely monitor guest interest, participation levels and the impact these activities have on guest satisfaction, length of stay and additional spending. Our focus is not on offering a large number of activities, but rather on creating smaller, high-quality experiences that generate real value for guests while ensuring long-term sustainability and profitability for us.

Have activities and add-ons had a measurable impact on guest spend, occupancy rates, or length of stay?

Yes, the activities and additional experiences have had a measurable impact both on the overall guest experience and on business performance. We noticed increased ancillary spending through wellbeing programs, gastronomy and activities such as surfing

and creative workshops, while high-quality experiences also contributed significantly to higher guest satisfaction.

We also found that guests who actively participate in additional activities are more likely to extend their stay, as they perceive the resort as an experiential destination rather than simply a place to stay. Wellness programs, concerts and family-oriented activities also positively influence the perceived value of the stay, which is reflected in stronger guest loyalty and a higher number of returning guests.

What role do retreats, events, or private hire play in your overall business strategy?

They allow us to further differentiate ourselves in the market and create experiences that go beyond a traditional holiday. They are especially important in positioning glamping as a wellbeing and lifestyle destination.

Wellness retreats, yoga programs and smaller events attract guests who are looking for a more meaningful and experience-driven stay, while private rentals and organized events help extend the season and attract different guest segments.

Beyond the commercial aspect, these formats also strengthen the brand identity and create a sense of community and authenticity, which is increasingly important in the luxury outdoor hospitality segment.

Looking ahead, are there any new experiences or concepts you're planning to introduce?

Yes, we definitely plan to continue developing experiences. Our focus is on smaller, personalized programs that provide guests with a sense of relaxation, balance, and connection with the destination. We see great potential in the further development of wellness retreats, outdoor activities, and experiences that combine gastronomy, creativity and a mindful approach to holidays.

What advice would you give to other glamping operators who are considering diversifying their offering but aren't sure where to start?

The most important thing is to first clearly understand the profile, expectations and lifestyle of your guests, and to focus on the

overall quality of the experience rather than simply increasing the number of activities on offer. Guests are no longer looking only for accommodation, but for authentic experiences, a sense of wellbeing, emotional connection and meaningful moments that make their stay memorable. Because of this, every activity or additional service should have a clear purpose and should naturally fit within the identity and philosophy of the destination.

It is far more effective to start with a smaller number of thoughtfully designed, high-quality experiences than to offer a large variety of activities without a clear concept or connection to the guest journey. Guests can easily recognize authenticity, and they tend to value experiences that feel personal, carefully curated and aligned with the atmosphere of the property.

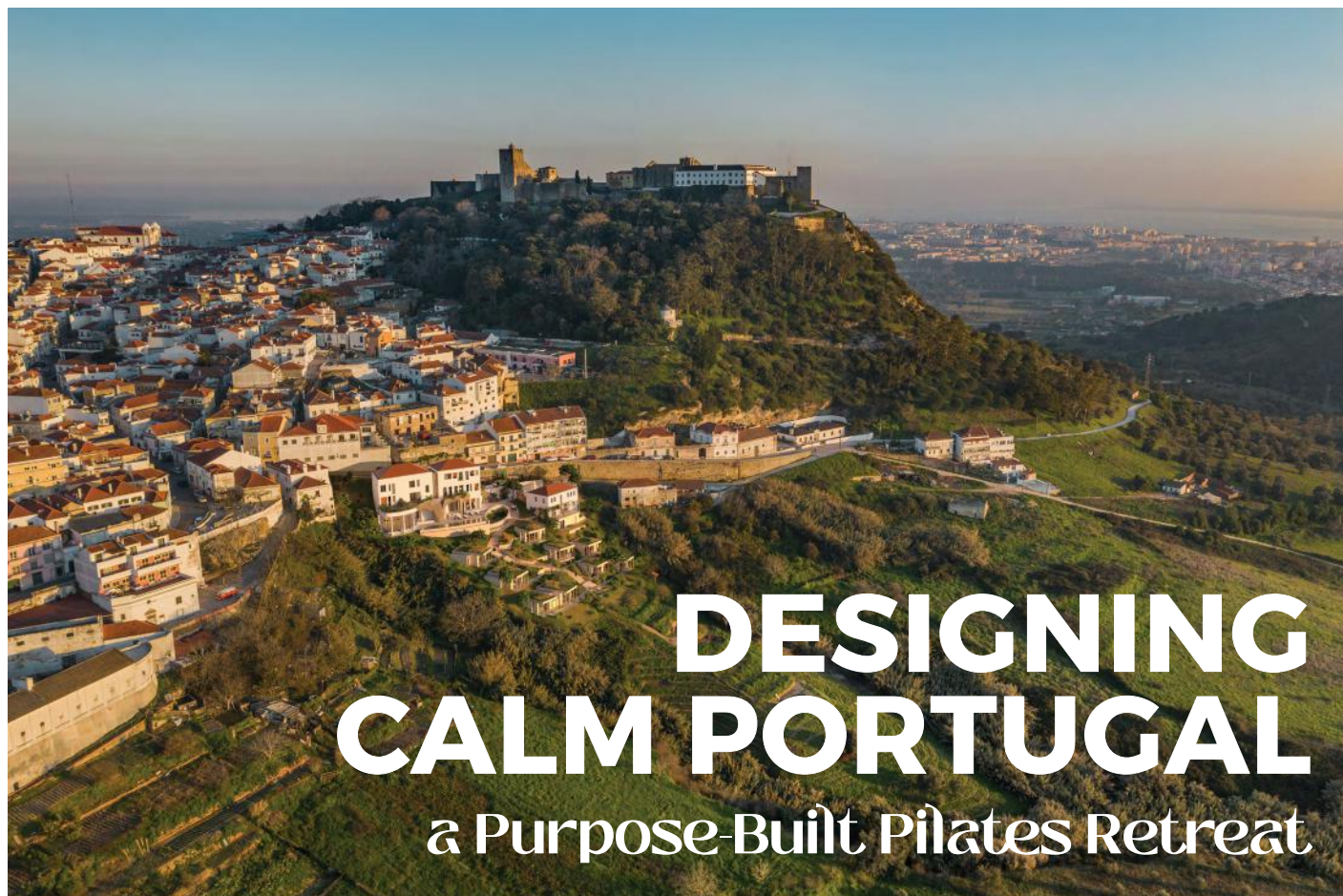
We also believe it is very important to create experiences that complement the natural surroundings and encourage guests to connect with the destination. Activities related to wellbeing, gastronomy, outdoor living, creativity and local culture often create the strongest emotional impact because they provide guests with something they cannot easily replicate elsewhere.

Another key lesson is the importance of flexibility and continuous adaptation. Guest expectations and travel trends evolve very quickly, so it is essential to listen to guest feedback, monitor participation and satisfaction levels, and adjust the offer accordingly. Successful concepts are usually built gradually, through testing and refining experiences over time rather than trying to introduce everything at once.

Partnerships with local experts, wellness professionals, artists, chefs, and creatives can also be extremely valuable. They allow resorts to develop authentic and high-quality experiences without creating excessive operational complexity or large internal teams. At the same time, involving local collaborators strengthens the connection with the destination and helps create a more genuine and memorable guest experience.

Ultimately, the goal should not be to offer "more," but to offer experiences that create real value for guests while remaining operationally sustainable and commercially viable in the long term.





DESIGNING CALM PORTUGAL

a Purpose-Built Pilates Retreat

After years of hosting retreats worldwide, Mareile Paley is bringing her vision to life with CALM Portugal, a dedicated Pilates retreat designed to reconnect movement, nature and long-term wellbeing.

Can you tell us about your background and how that journey led you to develop CALM Portugal?

I became a Pilates teacher in 2006, beginning with a classical training and later completing a second certification with BASI Pilates. At the time, I was living in Hong Kong, and just three years in to my career, I had the opportunity to host my first Pilates retreat in Bali in 2010. That experience marked the beginning of what would become a defining part of my professional path.

Over the following years, I continued hosting Pilates and yoga retreats all over the world, from Mexico to Bali and many places in between.

Through this work, I gained a deep understanding of retreat venues, guest expectations and different operational models. At the same time, I began to notice a consistent gap in the market. There were very few retreat spaces designed specifically for Pilates. Most retreats were mat-based and venues equipped with Pilates apparatus – especially reformers – were typically limited to

high-end hotels, which were often inaccessible or unsuitable for group retreats.

After a decade of working in this way, the idea for CALM began to take shape. In 2016, I started consciously developing the vision for a space that would bring together everything I felt was missing: a retreat environment specifically designed for Pilates, combining professional equipment, thoughtful programming and a deeper connection to place.

Why did you decide to create a physical destination centred around Pilates and well-being?

The decision evolved quite naturally. I had already been working within physical retreat destinations for years, but I began to feel a growing desire to travel less and create something more rooted and long-term. I had seen so many beautiful places around the world, yet none fully reflected what I would build if I could start from scratch. That realisation became a turning point. Instead of continuing to move between locations, I decided to create a permanent home for this work.

Coming from an architect's family made that decision feel more achievable. My brother is the main architect and visionary behind CALM, so it became a collaborative project. With that intention, my family and I moved

to Portugal specifically to build CALM – The Center for the Art of Life in Movement.

Are there specific gaps or unmet needs in the market that you are aiming to address?

Yes, very clearly. Pilates is still largely an urban practice. While it offers a strong mind-body connection, it often lacks a deeper relationship with nature and environment. What I felt was missing is the integration of Pilates into a broader, more holistic context – one that includes nature, stillness and a sense of interconnectedness. There are very few places that bring Pilates out of the studio and into a natural setting in a meaningful way.

CALM is designed to bridge that gap. Located on the edge of a historic village and leading directly into a nature park, it creates a transition from urban life, into the body through Pilates, and further into nature. It's about expanding the experience beyond movement alone and reconnecting people with themselves as part of a larger ecosystem.

How has your teaching philosophy influenced the design and layout of the site?

Interestingly, my teaching philosophy has influenced the project in more subtle ways rather than in a direct, obvious sense. At its core, my approach to Pilates is rooted in care, precision and attention to detail, and those

values naturally translate into how the space is conceived and experienced.

One clear example is the inclusion of a fully equipped private studio. I have always placed great importance on one-to-one teaching, and it felt essential to create a space where that level of attention and personalisation is possible.

At one stage, I had planned a dedicated 10-reformer studio. At the time, there wasn't much demand for that in retreat settings, so the space has since been adapted into a spa. Interestingly, the market has shifted again and reformers are now increasingly in demand for retreats. The design remains flexible, allowing us to reintroduce equipment within the larger studio space as needed. That adaptability is an important part of the overall concept.

Why was it important for you to base this concept in a natural setting – how does that enhance the experience?

I believe that we often perceive ourselves as separate from nature, when in reality we are part of it. Pilates, as a practice, offers a powerful way to reconnect the body with the mind, but I also see it as a gateway to reconnect with our broader nature.

Being in a natural environment enhances that process in a very intuitive way. Most people feel a sense of calm, clarity and connection when they are in nature, even if they are not always consciously aware of how much they miss it in their daily lives. CALM is designed as an invitation to move from the internal experience of the body into the external experience of nature, and ultimately to recognise that these are not separate. It's about reconnecting inner and outer landscapes in a meaningful and lasting way.

How are you designing the guest experience in terms of accommodation and programming?

The core concept of CALM is a Pilates-focused boutique retreat space that also accommodates individual travellers. Guests can come at any time, stay for as long as they like – with a minimum of three nights – and experience a structured yet flexible offering.

The main package includes accommodation, breakfast and a private Pilates session. Even guests who are less focused on Pilates are part of this structure, as it ensures consistency in



*Mareile Paley,
Founder of CALM*

the overall experience and reflects the identity of the space.

This model is very intentional. Not everyone can or wants to join a fixed-date group retreat. Many people have specific needs, whether that relates to scheduling constraints or individual physical considerations, and a more personalised approach allows us to accommodate that. At the same time, CALM will host curated retreats, teacher trainings and visiting practitioners.

Drawing from my experience working as a guest teacher in high-end wellness resorts, I want to create a model where international teachers can come, teach and also have space for their own practice and restoration.

Who is your target guest and how does that influence your positioning?

It is a predominantly female clientele – around 90% – ranging from their 20s to 60s, depending on the type of programme. Guests





Glamping is More Than Accommodation... **It's an Experience.**



hello@trudomes.com



02476 326 585

Create Space
Anywhere



Mention 'Destination Domes' for an exclusive offer

come from all over the world, primarily Europe and the US, although I have worked with people from more than 50 nationalities over the years. They all share a common mindset: a willingness to invest in their well-being and a desire for meaningful, high-quality experiences.

This informs everything from pricing to programming. The three-night minimum stay, for example, supports a more immersive experience, while pricing reflects both the level of personal attention and the benchmarks established through my retreat work.

What have been the biggest challenges in bringing this concept to life?

Building from scratch in Portugal comes with significant challenges. The process is known for being slow and bureaucratic and, in this case, the site itself adds another layer of complexity. It is located on a steep hill at the edge of a historic village, bordering a nature park, which requires careful planning and compliance.

The biggest milestone so far has been securing the architectural licence, which allows us to build – that was a major hurdle and a very important achievement. The focus now shifts to the next challenge, which is raising €5 million in funding to bring the project into reality.

How are you balancing a high-quality experience with commercial sustainability?

For me, it is not only about commercial sustainability, but also environmental and social regeneration. CALM is not intended to be a traditional luxury resort. It is about quality of experience, care and intention, rather than focusing purely on high-end amenities.

Portugal still offers relatively accessible construction costs compared to other parts of Europe, which is helpful. However, the real balance lies in staying true to the original vision while ensuring the business is financially viable. This also includes working with local partners, integrating into the village and ensuring that the project contributes positively to the local community and environment.

How important are retreats versus individual stays in your revenue model?

The model is currently built around approximately 70% of revenue coming from individual stays, with the remainder coming from retreats, teacher trainings and third-party bookings. However, there is flexibility to adapt as trends evolve.

CALM will have 13 rooms in total: four in the main house and nine eco-bungalows with green roofs. While each room can accommodate two guests, many bookings are expected to be single occupancy, offering a more spacious and private experience. Group retreats will complement this core model but are not the primary driver of occupancy.

Looking ahead, what does success look like in the first years of operation?

On a personal level, success is about maintaining a sense of ease. I started this project from a place of balance – a fulfilling family life, a meaningful career and a lifestyle aligned with my values – and it is important to preserve that. I want CALM to grow organically, to become a place that people genuinely love and return to, where word of mouth develops naturally over time.

From a business perspective, success means achieving financial stability, meeting obligations comfortably and ensuring that investors feel confident and supported. Ultimately, it is about creating something that feels sustainable on every level: personally, financially and within the wider ecosystem it is part of.





THE LIVING CLASSROOM

Behind Kernel Farms & its Immersive Glamping Concept

Sergio Rebelo, founder of Atelier Sérgio Rebelo, shares how Kernel Farms is being shaped into an experience-led glamping destination that connects architecture, landscape and learning.

What was the original vision behind Kernel Farms, and how did the concept evolve into a glamping-focused development?

The vision for Kernel Farms was never simply to build a hotel in the woods; it was to create a learning ground. We wanted to explore how architecture could facilitate a deeper connection between people and the origins of their sustenance. Located in the Hudson Valley, the project addresses the region's agricultural heritage.

The concept was introduced to us by our client, and we developed this glamping destination because it offers the perfect architectural middle ground. It allows us to provide high-end comfort while maintaining a physical and sensory closeness to the land. By

choosing low-impact, lightweight structures like geodesic lodges and A-frame cabins, we can immerse guests in the environment without the heavy footprint of traditional hospitality.

How has the design of the site been influenced by the desire to offer more than just accommodation?

We viewed the site as a living classroom. The design aims to go beyond a good night of sleep, it's also about how you move and interact with the landscape. In the wetland areas, for example, the timber piles elevate the buildings and infrastructure, with surgical impact in the soil. This turns the walk to one's room into an educational glance over the farm's ecosystem.

The layout is defined by 'clusters.' By grouping the A-frame cabins and geodesic lodges, we create micro-communities that encourage guests to step out of their private sanctuaries and into the shared 'learning ground' of the farm and restorative wellness areas.

What types of activities, events, or experiences are planned as part of the Kernel Farms offering?

The programming is split into two complementary tracks: Playful Learning and Restorative Growth. For children, we propose interactive playgrounds and hands-on farming workshops centered on the idea of 'learning through play,' which helps young guests understand livestock practices and exactly where their food comes from. We balance this for adults with a dedicated wellness program featuring indoor and outdoor pools, sensory rooms, and specialized spaces for both individual and group therapy. Finally, the farm-to-table restaurant serves as the social heart for everyone, providing a communal space where the literal fruits of the land are shared.

To what extent were these additional revenue streams considered from the outset, versus integrated later in the design process?

These streams were integral from the outset. In modern hospitality, the 'room'



Sergio Rebelo

is merely the entry point. We designed the central building – a symbolic, open circle – specifically to house the restaurant and event spaces. By integrating these ‘extra’ services into the core architecture, we ensure that the farm and wellness programs feel like the primary purpose of the visit, rather than an afterthought. This holistic approach underpins the project’s long-term economic resilience.

How do you see the balance between architecture, landscape, and programming contributing to the overall guest experience?

We view these elements as a tripod; if one leg is missing, the experience topples. Architecture provides the ‘how’ through the materiality choices we made; the landscaping addresses the ‘where’ within the Hudson Valley’s forests and wetlands; and programming provides the ‘why’ through therapy and agricultural education. The guest experience is the synergy of these three pillars. When guests stay in one of the cabins, they aren’t just reading about sustainability, they are living within it.

Is the site being designed to accommodate private events such as retreats, group bookings, or weddings? If so, how has that shaped the layout and facilities?

The central building’s ‘open circle’ geometry was specifically designed for social flexibility, capable of hosting gatherings or being partitioned for more intimate retreats. We’ve ensured that the private cabin areas remain secluded, allowing events to occur at the heart of the site without disturbing the need for moments of solitude.

What role does flexibility play in the design – are spaces intended to serve multiple functions depending on the guest or season?

Flexibility is our direct response to the Hudson Valley’s climate. The central hub is designed for maximum seasonal adaptability: in the summer, partitions open to the breeze, while in winter, they provide a cozy thermal envelope for sensory therapy and indoor dining. Similarly, the children’s activity rooms can effortlessly pivot into workshop spaces or yoga studios for wellness retreats.

From a commercial perspective, how important are these additional uses, beyond accommodation, to the long-term viability of the project?

A ‘beds-only’ model is inherently vulnerable to seasonal fluctuations. By offering therapeutic programs, educational workshops

and a high-caliber restaurant, Kernel Farms becomes a year-round destination. These additional revenue streams drive mid-week bookings and attract local traffic from the Hudson Valley community, ensuring the site remains ‘alive’ even during periods when cabin occupancy is below peak

Are there any particular challenges in designing a site that needs to work both as a hospitality space and an events or experience-led destination?

The primary challenge is acoustic and visual privacy. We solved this through site-mapping: the cabins are nestled in the dense forest canopy, which acts as a natural sound buffer, while the communal activities are concentrated in the wetland-adjacent central hub.

What insights or advice would you share with other developers or operators who are planning a new glamping site?

From an architectural standpoint, avoid forcing buildings onto a site, ensuring the structures feel like an extension of the ecosystem rather than an intrusion. By moving beyond designing strictly for couples or families and focusing on multigenerational connection, we aim to create a deeper social fabric. The story is really the ultimate amenity. While a comfortable stay can be found anywhere, an immersive narrative that shifts a guest’s perspective of themselves and their surroundings is what truly makes a destination memorable.



Kubota

EFFICIENCY.

CUT WITHOUT COMPROMISE.



ZD1211

HIGH OUTPUT. TOTAL CONTROL

Increase productivity and reduce your workload with a 60" cut, hydraulic deck lift with exceptional manoeuvrability, comfort, and mowing precision.



SCAN TO READ
MORE IN LET'S TALK
GROUNDCARE

"We've cut our mowing time by 50%. The productivity of this machine is outstanding, and we can mow between the statics and glamping pods with ease".

Gareth Hagan Owner, Windsor Holiday Park

www.kubota.co.uk

THE BUSINESS OF GLAMPING IS GROWING UP

How rural diversification and smarter hospitality strategies are reshaping the glamping industry.

By Annie Hilton, Editor, International Glamping Business

There was a time when glamping still felt like an experiment. A small unused field, a handful of bell tents, a few strings of festoon lighting and a decent Instagram account could be enough to get attention. In the early years of the sector, its novelty alone carried real commercial value. Guests were discovering outdoor hospitality for the first time, operators were learning as they went and the market was still defining itself.

Twelve years on from the first edition of The Glamping Show and the first edition of International Glamping Business magazine, the industry looks very different.

The growth of our sector has brought opportunity, but it has also brought competition, rising expectations and a far more commercially aware operator base. Guests who once booked glamping simply because it was new are now comparing experiences in the same way they compare boutique hotels and luxury holiday parks. Comfort, design, privacy, facilities, sustainability and service standards increasingly determine whether a business succeeds.

That shift is one of the clearest themes emerging ahead of this year's Glamping Show – taking place from 10-12th September at NAEC Stoneleigh Park – where International Glamping Business will once again serve as Official Publication and Official Publishing Partner, while also delivering the event's free seminar programme.

And this year's seminars will place an even greater focus on the practical business realities shaping modern hospitality. Alongside the main seminar programme, our Rural Diversification Day on Thursday 10th September will explore how farms, estates and rural businesses can use hospitality and glamping to create long-term, sustainable revenue streams and stronger visitor economies.

From Passion Project to Serious Business

The romantic idea of launching a glamping site with little more than enthusiasm and a picturesque location has not entirely disappeared, but the reality of operating in today's market is far more demanding.

Energy costs, planning considerations, guest expectations, staffing pressures and increasing

competition have all changed the equation. Operators must now approach projects with a stronger focus on long-term viability and return on investment.

That is reflected not only in the products entering the market, but in the types of businesses exhibiting at The Glamping Show this September. Alongside accommodation manufacturers and infrastructure suppliers, there is growing interest in professional services, development expertise, planning support and operational consultancy.

In many ways, the sector is beginning to resemble the wider hospitality industry more closely than ever before. This is not a sign that glamping has lost its identity – we think it's quite the opposite. The most successful operators are often those who understand exactly what makes outdoor hospitality unique, while also recognising that guest experience alone is not enough to sustain a business.

A Full Day of Rural Diversification Strategies

As pressure continues to grow on rural businesses to diversify income streams, outdoor hospitality has become an established

The art of relaxation begins in the wild!



WOODPECKER
TIME TO RELAX

www.woodpeckertubs.co.uk
E: info@woodpeckertubs.co.uk
M: 07435866929

and increasingly credible way to add value to existing land and leisure operations.

The focus is no longer on simply adding accommodation units to available land; landowners must increasingly consider infrastructure, guest flow, planning, financing, operational efficiency and long-term return on investment.

This is a key theme in the sector, which is why we've dedicated the entire first day of our seminar programme to exploring diversification strategies. At The Glamping Show on Thursday 10th September, Rural Diversification Day – delivered in collaboration with the Rural Diversification Collective – will focus on hospitality diversification from a practical business perspective, bringing together specialists working across design, finance, land development and park operations. Confirmed speakers include Sonia Aucott, co-founder of the Rural Diversification Collective and interior designer; Dawn Woollam, Strategy and Land Development Strategist at Dudley & Peverill; Richard Sigsworth, Park Development Director at Omar Group; and Mike Clarke, Leisure Finance Business Development Manager at Arkle Finance, alongside additional speakers discussing marketing, OTAs and land surveys.

Guests Expect More (And Are Willing to Compare)

Glamping is no longer competing only with other glamping sites. Consumers are comparing a cabin stay against boutique hotels, spa retreats, holiday cottages and premium holiday parks. As a result, design has become far more commercially important than many operators initially realised.

Interior layout, lighting, heating, acoustics, bathroom quality and communal spaces all influence not only guest satisfaction, but pricing power and occupancy levels. A well-designed unit can justify significantly higher nightly rates than a poorly considered one, even within the same location.

This is one reason why design-focused suppliers and interior specialists are becoming increasingly visible across the outdoor hospitality sector. It is also why this year's Glamping Show seminar programme will include practical sessions from designers and experienced operators focused on the relationship between guest experience and business performance.

The Smartest Operators Keep Learning

One of the strengths of The Glamping Show has always been its ability to bring together different parts of the outdoor hospitality industry in one place. But increasingly, the value lies not simply in discovering products, but in accessing practical knowledge from people actively working within the sector.

International Glamping Business will once again curate and host the free seminar programme for 2026, with sessions designed to address the realities of developing and operating modern outdoor hospitality businesses.

While full session details will be announced closer to the event, which takes place September 10-12, this year's programme will feature contributions from interior designers, glamping operators, holiday park developers, chartered surveyors and other industry specialists with direct operational experience.

This sector does not need more vague discussions about "future trends" or empty promises of easy success. Operators want useful information they can apply directly to their businesses – whether that involves understanding planning considerations, increasing occupancy, or preparing for expansion.

A More Mature Industry

The Glamping Show began twelve years ago as a relatively niche event, but now it reflects an established and commercially significant part of the hospitality industry. The exhibitors attending in 2026 – including a number of first-time companies entering the market – demonstrate the continued momentum of the sector and its growing sophistication.

Outdoor hospitality is no longer defined purely by novelty. It is becoming an increasingly mature category with its own operational standards, design expectations and commercial realities.

The businesses that will thrive over the next decade are likely to be those that approach glamping not as a lifestyle venture, but as a serious hospitality business with long-term strategy behind it.

That may not sound as romantic as the industry once did, but it is probably a sign that glamping has finally grown up.

Information on this year's Glamping Show seminar programme by International Glamping Business will be available on glampingbusiness.com.



THE
GLAMPING
SHOW 2026
Open for Business

10, 11, 12 SEPTEMBER 2026

LEADING THE WAY IN OUTDOOR HOSPITALITY



Discover the latest innovations, connect and network with industry leaders, and open doors to exciting new opportunities across the glamping industry.

- **3,000+ potential buyers**
- **100+ approved exhibitors**
- **Build new business connections**
- **Stay ahead with industry insights**

To find out more visit www.theglampingshow.com



CREATING A WEDDING OFFERING at The Dragon's Gate

We spoke to Cheryl Warren, owner of The Dragon's Gate in Hereford, England, about its evolution from a glamping site into a multi-revenue business, with weddings now a key part of its offering.

What began as a glamping site has gradually evolved into a multi-faceted rural business for The Dragon's Gate, with weddings now playing a central role alongside accommodation and wellness experiences.

The move into weddings wasn't part of a formal long-term strategy, but rather something that developed organically. After hosting their own wedding in the barn on site, the team saw first-hand how well the setting worked for events. From there, interest grew steadily and weddings became a natural extension of the business.

Today, weddings account for around a third of overall revenue, sitting alongside glamping accommodation and the site's wild swimming and sauna offering, which together make up the rest. While weddings haven't necessarily increased occupancy levels, they have helped raise the site's profile within the local community and broaden its appeal.

A key factor in the venue's success is the flexibility of its physical space. The barn can accommodate up to 100 guests while still feeling intimate for smaller gatherings, making it suitable for a range of event sizes.

Practical considerations also play a role, with ample on-site parking and easy access from nearby towns.

Accommodation is another strength. The site combines its own glamping cabins with additional camping space, allowing wedding parties to stay together. For larger groups, The Dragon's Gate works with Under the Stars Monmouth, who supply bell tents that guests can book directly, adding flexibility without increasing operational complexity.

Transitioning into a licensed wedding venue did, however, require significant groundwork. The most complex aspect was securing planning permission, including a change of use for the barn and surrounding land from agricultural to a wedding venue. This step was essential before applying for a civil ceremonies licence and represented a key milestone in the site's development.

Operationally, managing weddings alongside accommodation has been simplified by offering exclusive-use packages. When a wedding is taking place, the glamping accommodation is included as part of the booking, ensuring no external guests are on site. This approach helps maintain a smooth experience for both wedding parties and operators.

Like many venues, The Dragon's Gate has faced challenges along the way. Bar provision, in particular, proved difficult to manage in-house due to staffing constraints. As a result,

the business now works with external bar suppliers, although finding the right partners has taken time.

Supplier relationships broadly have become an important part of delivering successful events. Experienced suppliers who understand the site and its logistics are highly valued, particularly when it comes to efficient setup and coordination. At the same time, the team aims to balance structure with flexibility, allowing couples to personalise their day. This has led to a varied and informal food offering, from food trucks and sushi vans to paella to food trucks.

Not every initial idea has worked as planned. Early on, the intention was to allow couples to fully manage their own bar setup without preferred suppliers, but this approach proved impractical and was later revised. These kinds of adjustments have been part of refining the overall offering.

For other operators considering a move into weddings and events, the message is clear: it's not an easy add-on. While it can become a valuable revenue stream, it requires time, effort and careful planning to deliver consistently.

As The Dragon's Gate continues to develop, its evolution highlights a broader trend within the sector – where glamping sites are diversifying beyond accommodation alone, creating layered, experience-led businesses that serve both visitors and their local communities.



info@bushtec.net | www.bushtec.net
Jack's Camp - Botswana

Where Luxury Tent *Manufacturing* Meets Outdoor Excellence

Bushtec manufactures award-winning luxury tents designed for the world's leading resorts and safari lodges.

Built with precision, comfort, and long-lasting performance in mind, our structures bring sustainable luxury to extraordinary destinations.



Indian Glamping Tent



MORE-TENT

+86-756-6250688 +86-13923399362

www.glamping-hotel.com www.liri-structure.com

liri@liri-tents.com





BUILDING A GLAMPING BUSINESS

The Comeragh Pods Story

What began as a simple idea on a family farm has grown into a carefully curated glamping experience shaped by guest insight and steady expansion.

Can you tell us the story behind Comeragh Pods – how you started and how the vision has evolved?

Comeragh Pods grew from our love of travel, particularly motorcycle trips across Ireland, the UK and Wales. Those journeys often brought us to remote locations and unique accommodation, which sparked the idea to develop part of our small beef farm for tourism. Our site overlooks the Comeragh Mountains and runs alongside the River Tay, so the setting was always a strong starting point.

We opened with six ensuite glamping pods, each sleeping four, alongside a communal kitchen, dining and lounge space, and a shared spa area with private booking slots. During the Covid period, we used evenings and weekends to refine the business plan and secure funding. Since then, we've expanded our facilities, added an outdoor spa, and grown our team.

How would you describe your approach to the guest experience, and how has that changed?

We initially thought a fully autonomous check-in would suit guests, but feedback

quickly showed that a personal welcome makes a real difference. That first interaction sets the tone and builds familiarity, especially with returning visitors.

We also assumed families would be our main market. Now, in our fourth season, couples and groups make up a large share of bookings. The addition of the spa and more targeted marketing has helped us connect with that audience.

What have been some of the biggest lessons along the way?

Running costs were underestimated early on, particularly energy. As we've grown, managing those costs while keeping pricing competitive has become a key focus. We're now planning to introduce solar and other energy-saving measures as part of our expansion.

How has the planning process shaped your decisions?

Planning in Ireland is more complex than in the UK, where temporary glamping can operate without full permission for limited periods. In Ireland, permanent structures require full approval, which influenced our decision to build year-round pods rather than tents or yurts.

We secured support through the LEADER programme to reduce financial risk, and we've since gained permission to add three more pods and expand the spa.

How important is industry knowledge sharing?

It's been crucial. Glamping is still developing in Ireland, so attending events like The Glamping Show and the European Glamping Forum has helped us learn from more established markets, connect with suppliers, and refine our offering.

What inspired the move into wellness?

Guest feedback played a big role. By adding features like a jacuzzi and sauna, we created a more premium experience that encourages longer stays. Extras such as pizza hampers, breakfast options and outdoor fire pits have also proven popular, helping guests relax and spend more time onsite.

What defines a successful glamping business today?

It comes down to understanding your guests and creating a memorable experience. Small touches—quality amenities, thoughtful extras and personal interaction—make a big difference. Many of our guests are new to glamping, so exceeding expectations is key to building loyalty.

What's next for Comeragh Pods?

Demand, especially at weekends, has driven our next phase of growth. By mid-2026, we'll add three new pods and a second spa area, along with enhanced communal and changing facilities. The goal is to elevate the experience further while welcoming more guests to explore the Comeragh region.





Beside the mountain, under the stars
- your secret getaway awaits

Comeragh Pods,
Gortnalacht, Kilrossanty, Kilmacthomas, Co. Waterford, Ireland, X42TP46
+353 86 1278493 | +353 87 8587672 | info@comeraghpods.ie

www.comeraghpods.ie

NEW REPORT REVEALS THE TOP TRENDS

glamping owners need to know to future-proof their business

Marking 20 years since glamping first emerged on the hospitality scene, Glampingstays has launched a future-gazing report featuring the latest trends and glamping personas to highlight what guests expect from glamping accommodation.

Key insights taken from its new Glamping Horizon Report show 60% of Brits have already been glamping or are planning a trip – presenting unprecedented opportunities for existing owners and future investors.

Joby Mussell, Chief Commercial Officer at Glampingstays, commented: “The research paints a compelling picture for glamping owners with demand showing no signs of slowing. 70% of Brits want to explore more of the UK, along with 81% of Gen Z saying that they’re interested in glamping breaks, so now’s the time for owners to understand how to best maximise holiday let appeal and revenue.”

“The trends show people want to explore and enjoy experiences without sacrificing their home comforts – and they’re prepared to pay for that. What’s more, the next five years are going to be an absolute game changer for the sector as Gen Z embrace glamping further. There’s so much opportunity for owners to take advantage of, and we hope they find the report timely to put key actions into practice.”

Here, Joby shares five of the ten key trends featured in Glampingstays’ report that are shaping the sector:

Top five glamping trends

1. Deregulation of Life

Work is no longer 9-to-5. Hybrid working, flexible schedules and the rise of “time millionaires” mean Brits are booking holidays whenever they want – not just during school holidays. Last-minute bookings now account for over 30% of glamping stays, with 64 per cent of adults citing the need to recharge as a driver.

2. The Joy of Missing Out

As life gets noisier, glamping’s core appeal intensifies. 43% of holidaymakers want a complete break from routine, and 38 per cent prioritise recharging. Glamping’s natural settings, combined with comforts and mod-cons are perfectly positioned to deliver this – especially since only 12% want to completely disconnect from technology.

3. AI Discoveries

How people find glamping is changing fast. Social media algorithms and AI assistants are reshaping holiday planning. 23% of glamping-interested consumers want better technology integration at sites – smart features and reliable Wi-Fi are now competitive essentials. Generative

Engine Optimisation (GEO) is becoming as important as traditional SEO.

4. Demand for Experiences

Accommodation alone isn’t enough anymore. 39% of potential glampers want guided nature activities (foraging, stargazing), 37% want wellness experiences (yoga, forest bathing), and 33% want cultural tours and farm-to-table dining. Experiences drive premium pricing and repeat bookings.

5. Quality Over Quantity

34% of adults prioritise a better-quality trip over a longer, cheaper one. This is music to glamping operators’ ears – most stays are 1-3 nights, meaning higher nightly rates for premium quality generates more revenue than high-volume budget offerings.

Download *The Glamping Horizon Report* at glampingstays.co.uk/glamping-trends-report. Packed with insights and top tips, it also highlights how owners can increase their visibility, bookings and revenue by tailoring their offering to attract and profit from seven key personas identified.

The research, based on a nationally representative survey of 1,502 UK adults was commissioned by Glampingstays and conducted by consumer intelligence agency Trajectory.



JOIN APOLA
AND DISCOVER
A WORLD
OF GROWTH
OPPORTUNITIES
IN THE ASIA
PACIFIC
OUTDOOR
LODGING
SECTOR



visit apola.io

BUILDING BEAUTIFUL SPACES

and Meaningful Businesses

By Sarah Barlow,
Founder of
Heritage Living Group

Thirty years ago, I was in retail marketing and business strategy. Designing luxury lodges for the international glamping market wasn't the plan.

But that commercial background shapes everything I do now. When I look at a lodge, I see a business model, a guest journey, a pricing strategy, a long-term asset. Most building companies see a building. That difference matters more than people realise.

Heritage Living Group grew from that thinking. Across our four specialist brands (Heritage Garden Studios, Heritage Lodges, Heritage Sports and Heritage Residences) we design and manufacture SIPs-constructed buildings to full residential standards.

We offer a curated range of luxury lodges for operators who want a proven, design-led solution. For clients with something more specific in mind, we create bespoke builds tailored to the landscape, the brand and the target market. The standard's the same either way.

We've delivered projects across the UK and internationally, from standalone lodges to full glamping developments. Each one starts with the same question: what does this need to do, for whom, and over what timeframe?

Building to full residential standards means exactly that. Thermal performance and structural integrity. Our buildings are designed for year-

round occupation and commercial use, which is what serious glamping operations actually demand.

As a family-led, award-winning business, that quality holds across every project. From high-performance SIPs panels to refined interior finishes, our buildings are engineered for durability and year-round performance. They hold up over time, which is harder to deliver than it sounds.

What sets us apart is the consultancy I bring alongside the build. Most glamping operators have thought hard about the site and the buildings. Fewer have worked through the positioning, pricing, brand and guest experience before committing to the build. And that's usually where the problems start.

My background in marketing and business strategy means I can help with all of that, from viability and market positioning through to brand development and guest experience design. We treat it as part of the project from the start. Clients who get that groundwork right early tend to launch with stronger propositions and fill faster.

The glamping sector has matured. Guests have stayed in enough lodges to tell the difference between an experience that's been properly thought through and one that hasn't. Five-star reviews and repeat bookings come back to whether the proposition is clear and the experience actually delivers.

Operators entering the market now are competing with sites that have been running for years, with established audiences and strong review scores. A beautiful lodge is the starting point. The strategy behind it is what determines whether it works commercially. That's the conversation I find myself in more than any other.

At Heritage Living Group, we bring the build and the business case together. If you're at this year's Great Yorkshire Show in Harrogate come and find us. We'd love to talk.



With all the chaos going on around the world, it's about time we brought you some amazing news from the team at Woodpecker!

And the news is that we are launching a few new products into the marketplace, within our hot tub range. We're updating it in time for the start of the show season (we are exhibiting at The Royal Cornwall Show 4th to 6th June, and the Lincolnshire Show 17th & 18th June) which is literally just around the corner, and something that the team are really excited about.

The two newest products to enter the marketplace are to extend the Prime product series, namely the 2.25m Prime X model. It is slightly larger than the 2.2m Prime, but comes with a state-of-the-art internal filtration system and has a very impressive futuristic design concept – making it really stand out from the crowd. But it also makes its functionality that little bit easier when it comes to managing the water within the tub, ensuring that it is clearer and alleviates any issues when it comes to the actual water quality.

In addition to the futuristic 2.25m Prime X model, we are delighted with the development of another new hot tub product: the Hamburg tub. This tub is very much a



WOODPECKER TUBS

expands product range for summer

game-changer when it comes to a space saving design that would suit and compliment any glamping setting or home. It has been created to ensure that it has comfort in mind, but also a smaller size than our Monaco tub, for example, leading to a more relaxed experience and the ability for guests and visitors to sit comfortably against the sculpted contours of its internal design shaping.

With both tubs being on display at the shows in the coming weeks and months, we look forward to showcasing them to you all, as we continue to grow via the wonderful customer feedback we receive and the ideas generated in equal measure.

We look forward to seeing you at the shows, and in the near future, and hope that you are able to enjoy our new design portfolio as it continues to grow and develop.





COIR STORE

Premium quality coir matting

Coir flooring products have been used for centuries due to their durability & longevity. Coir is naturally flame resistant.

Nevertheless, all our products have been flammability tested & certified by UKAS to BS 5287:1998/BS 4790:1987.

Perfect for bell tents, yurts, tipis and geodesic domes, our range of half-moon mats are the ideal flooring solution to provide a luxury finish to any structure.

Constructed from 100% unbleached & natural Vycome yarns in a Panama weave, each half-moon is hemmed on the circumference edge and double machine-stitched. The mats are reversible weave with no latex backing and are available in 9 sizes from 3.6m to 7m diameter.

For marquees and bigger structures, we currently offer 2 specifications of matting; M4A4 & M2BV3. These are high quality Anjengo or Vycome yarns in Herringbone

weave, and 100% Vycome yarns in a Panama weave. These mats are currently available in 9m, 10m and 12m lengths.

Our ethos at Coir Store is to ensure workers are paid fairly for the work they do. For this reason, we deal with a private supplier in India. The supplier obtains the coir yarns from one source, and then takes that to the village cooperatives for coconut matting production. Ultimately the benefits are felt by all in these small communities.

The aims and objectives of Coir Store are:

- To source and supply the highest quality coir products.
- Production workers are paid fairly for their contribution.
- Ensure each enquiry and transaction is dealt with in a fair manner.
- Dispatch orders at the earliest, and to resolve any problems quickly

We welcome early contact from customers so we can fully understand your requirements. This way we can offer advice and a variety of solutions to suit every situation. Coir Store provides free delivery on all orders within the UK mainland, and standard shipping throughout the British Isles and further afield if required.



INTERNATIONAL Glamping BUSINESS

DIGITAL ADVERTISING PACKAGE

6-MONTH
WEBSITE
BANNER

4
NEWSLETTER
BANNERS

WAS £600
NOW £499 (+VAT)

ADVERTISING ENQUIRIES
PAULA@UPGRADEPUBLISHING.COM

INTERNATIONAL Glamping BUSINESS

IN THE JULY 2026 ISSUE...

W/C
FACILITIES

WELLNESS
OFFERINGS

HOT TUBS
& SAUNAS

HAVE A STORY TO TELL?
MEDIA@UPGRADEPUBLISHING.COM