



FOR IMMEDIATE RELEASE

***Glamping Business Americas* Digital Magazine Launches in February**

January 7, 2021---Ojai, California. The Glamping Show USA announces a new dedicated digital trade magazine for the glamping market in the Americas called *Glamping Business Americas* to be created in association with the publisher of International Glamping Business magazine.

Glamping Business Americas will begin quarterly in 2021, with an initial circulation of more than 4,000, mostly in the U.S., but will also reach glamping businesses in Canada, Mexico and other parts of Latin America.

"Upgrade Publishing has been producing a high-quality print and digital trade magazine, *International Glamping Business*, for several years. Their expertise in the business, and the fact that they are a division of our UK partners who produce The Glamping Show, make them a perfect fit for our joint venture," said David Korse, co-owner of The Glamping Show USA.

Editorially, the publication will give readers a look into what's going on in the Americas. "The glamping market is new and fast-growing in this region, therefore there's a lot that everyone can learn about this exciting business. We hope to educate, inspire and help foster that sense of community that we can already see forming," said Steph Curtis-Raleigh, publisher and editor. "We identified that our US readership wanted their own title but we needed partners based in the region who could help us to take this publication forward."

Why a separate publication for the Americas? "The glamping business in this part of the world is different than in Europe or Asia," Korse said. "We want to tailor something specific to the challenges and concerns of glamping operators here."

Editorial plans include case studies of individual businesses, a product section, columns by experts in various business sectors and features on topics that readers have expressed as of particular interest.

There is no charge for a subscription. Interested readers can fill out a request form----found on the new publication website---- that will help editors to target the content to the audience. For the subscription form, click [here](#).

For information on advertising, contact David Korse at david@glampingshow.us or 805-258-2836. Editorial queries, press and product releases should be addressed to Sally Matteson at sally@glampingshow.us.

The Glamping Show USA is owned by Over The Pond Media, LLC. It is the only trade show in the Americas that focuses exclusively on the glamping business.

Upgrade Publishing is a UK-based digital and print publishing company. *International Glamping Business* is the first, dedicated trade publication for the sector.



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***Glamping Business Americas* Magazine Named Official Publication of the American Glamping Association**

January 14, 2021----*Glamping Business Americas* is pleased to announce that the magazine is now the official publication of the American Glamping Association (AGA).

Glamping Business Americas, launching in February 2021, with more than 4,000 circulation, is the only publication that serves the Americas exclusively. The AGA, which was started in 2018 and now has 500 members, is the only trade association focusing on the American glamping sector.

"There's a great synergy between the AGA and *Glamping Business Americas*" said David Korse, Advertising Sales Director & Business Development. "Along with our event, The Glamping Show USA, we are positioned to reach a significant number of established and new glamping operators as well as those who are considering entering this exciting industry. The AGA has already begun to establish itself as an important resource in this fast-growing market in the US. Adding their expertise and message to our readers increases the value of the content we present," Korse said.

"The mission of the AGA is to elevate the glamping industry and to serve individual glamping businesses by providing tools and resources so each individual and organization can execute their big picture strategy. Our members will benefit greatly from the resources and expertise that the *Glamping Business Americas* will continue to provide to the industry. As we continue to see unprecedented growth in the glamping industry, this publication will serve as the chosen platform to serve this robust community and we are beyond excited about this partnership and what it means for our members and greater community," Martinez said. There is no charge for a subscription. Interested readers can fill out a request form----found on the new publication website---- that will help editors to target the content to the audience. For the subscription form, click [here](#).

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The American Glamping Association is the only trade association for the American glamping industry. For additional information on the AGA, click [here](#).