



**GLAMPING**  
SHOW AMERICAS




Glamping Show Americas

2024 Glamping Report

October, 2024

# Background & Methodology

- Objectives:
  - Identify the current state of glamping among glamping operators and prospects.
  - Evaluate the level of potential growth and expansion across operators and suppliers.
- Method of data collection & timing
  - All surveys were completed online using the Glamping Americas contact list with n=473 (MoE +/-4.4%) surveys completed in July of 2024.
- Results are representative of the subset of respondents, and are intended to provide a snapshot of their views.

The background of the right side of the slide is a faded image of a glamping tent interior. The tent is white with a pointed top and is set up on a wooden deck. Inside, there is a small table, a chair, and some decorative items. The background is a light gray color.

*“The biggest change I’ve seen in how camping has changed in the past 10 years is glamping. I am a hardcore tent camper, but I went glamping this year for the first time, and now I will include a glamping trip every year.”*


– Sharon W.

# Introduction

- 2023 saw a minor decline in overall participation in camping, yet glamping continues to grow.
- Leisure travelers are taking road trips and more day trips and are focused on convenience.
- As properties expand accommodations offerings as well as amenities, the typical resort guest will continue to seek out glamping as a form of travel.

The logo for 'GLAMPING SHOW AMERICAS' is located in the top right corner. It features the word 'GLAMPING' in a bold, green, sans-serif font with a small green tent icon above the letter 'A'. Below it, the words 'SHOW AMERICAS' are written in a smaller, green, sans-serif font. The logo is set against a white circular background.

GLAMPING  
SHOW AMERICAS

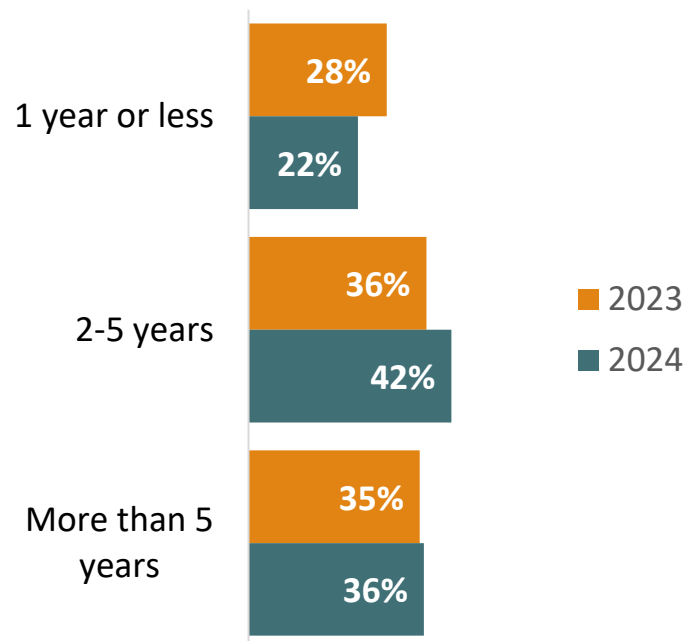
The background of the right side of the slide is a photograph of a glamping tent. The tent is a large, light-colored canvas structure with a pointed top. Inside, there is a comfortable seating area with a sofa, a coffee table, and a rug. The tent is set up on a wooden deck. In the background, there are mountains and a clear sky. The overall atmosphere is one of luxury and outdoor recreation.

*Glamping continues to grow, and is now well established in the mindset of the leisure traveler, and a luxury option for campers and families.*

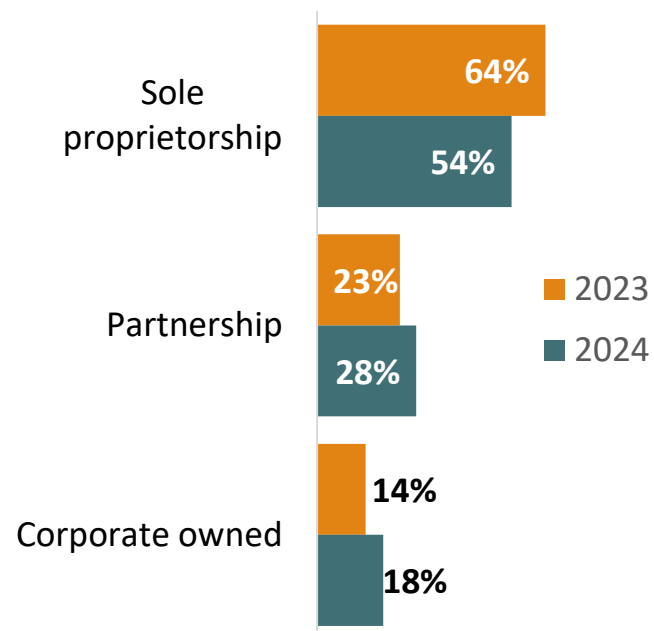
# Current Operators

# Years of Operation & Ownership Structure

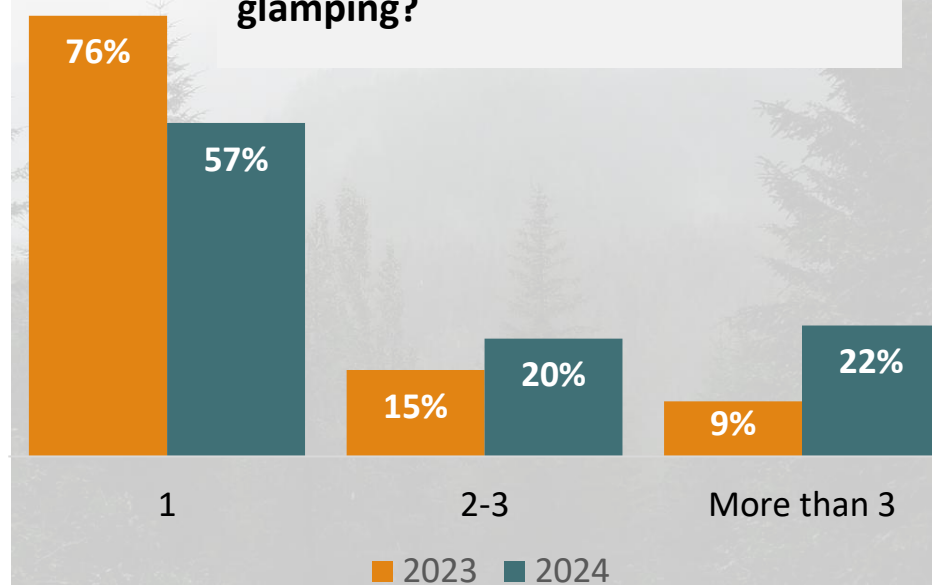
How many years have you been in operation, or have you been providing glamping accommodations and services?



What type of ownership structure do you have?

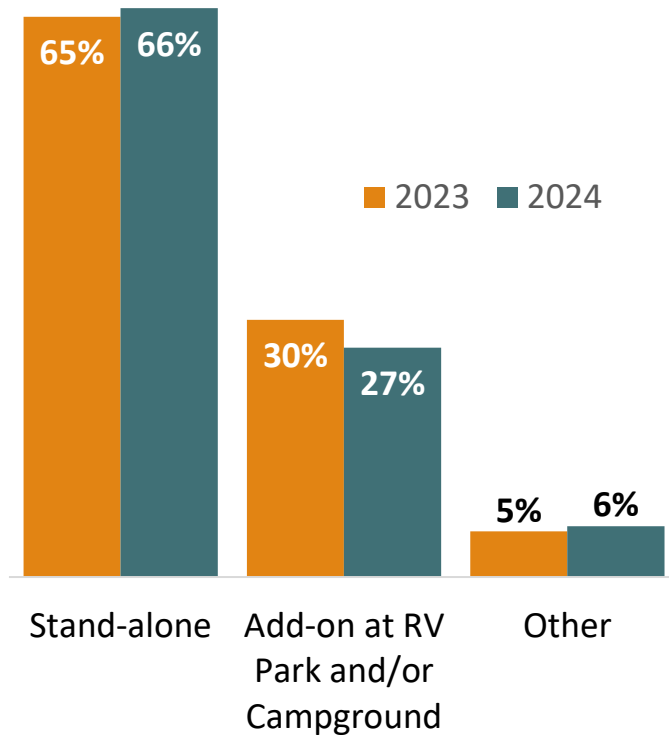


How many locations do you have for glamping?

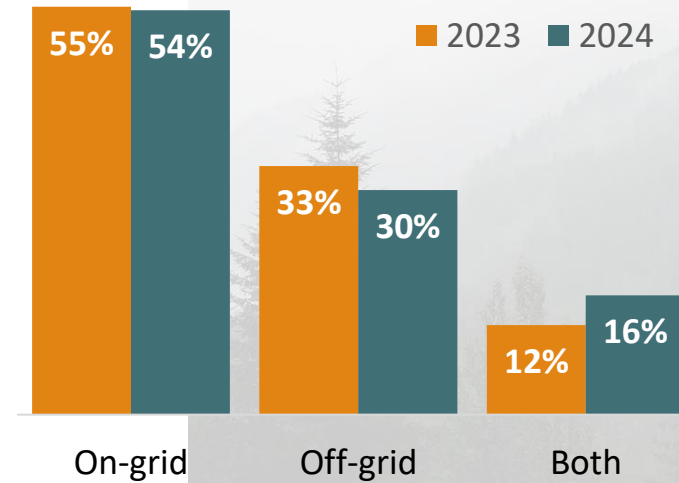


# What type of property or properties do you currently own or operate?

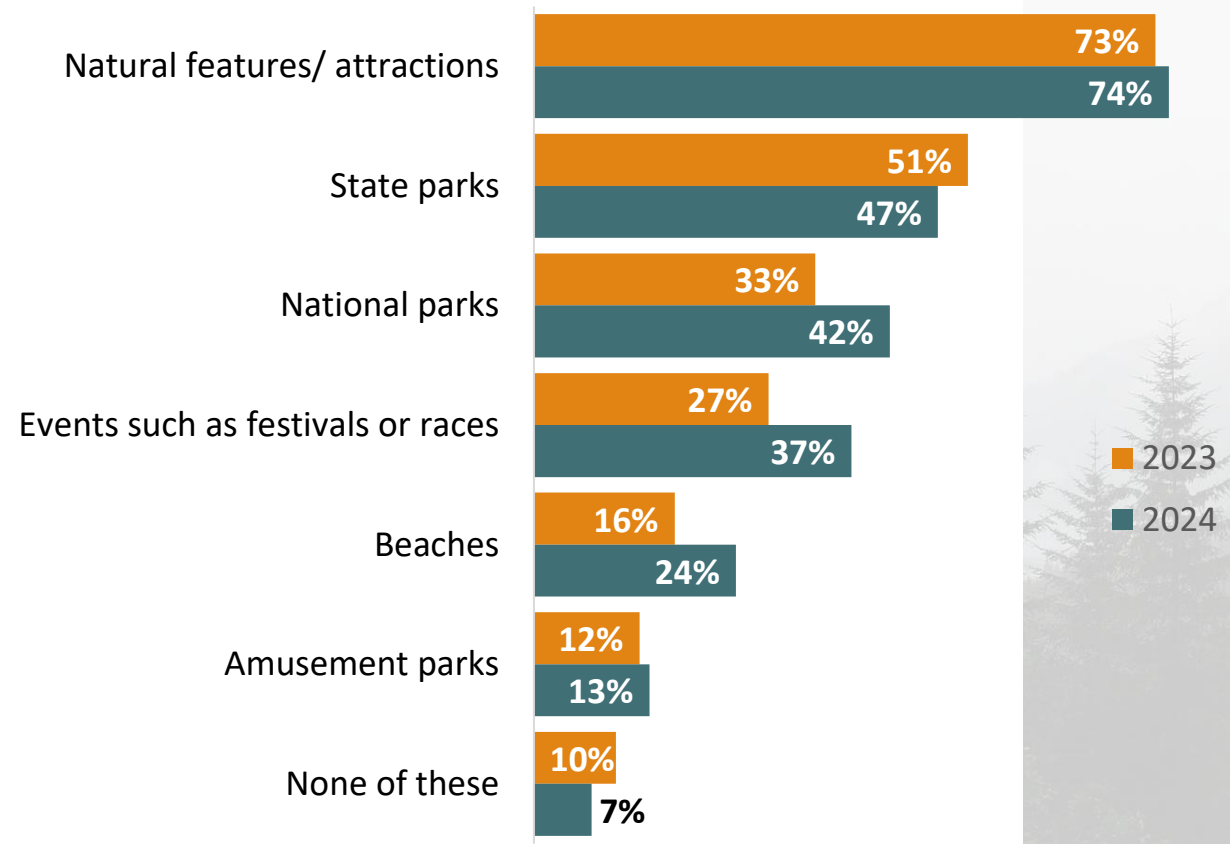
Stand-Alone vs. Add-On



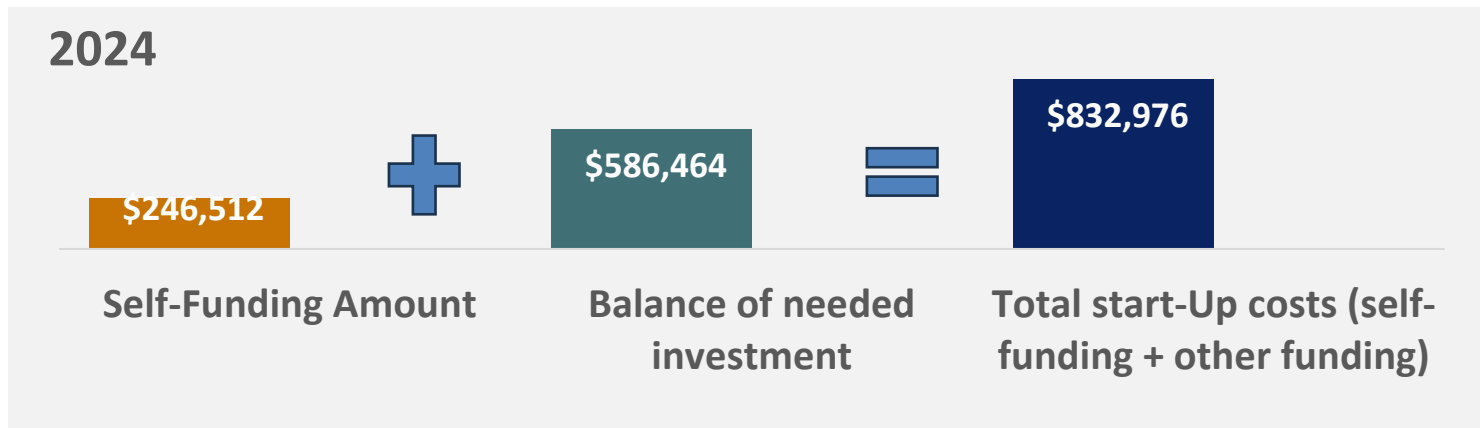
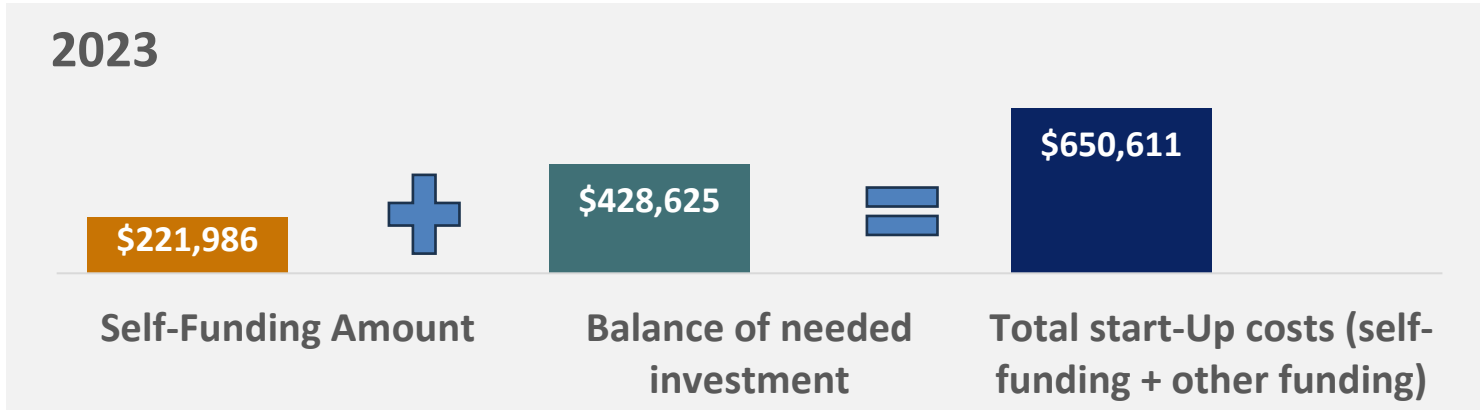
On vs. Off Grid



# *Are any of your properties near major destinations, and if so, which ones?*

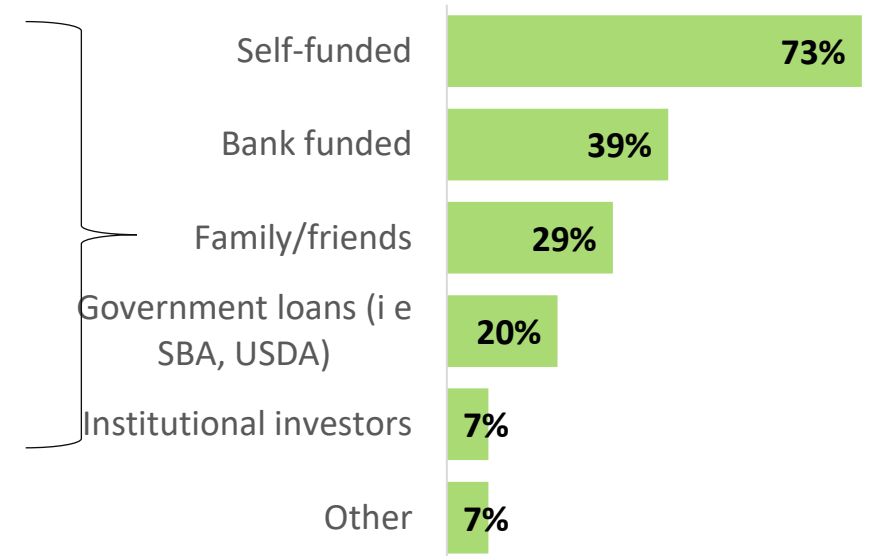


# What was your initial cost to launch your business?

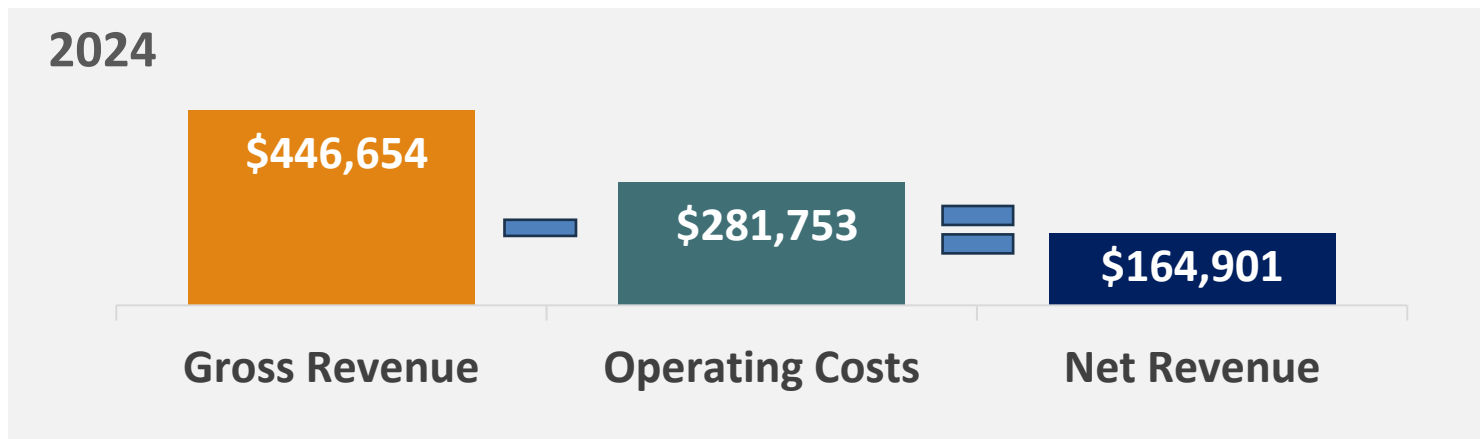
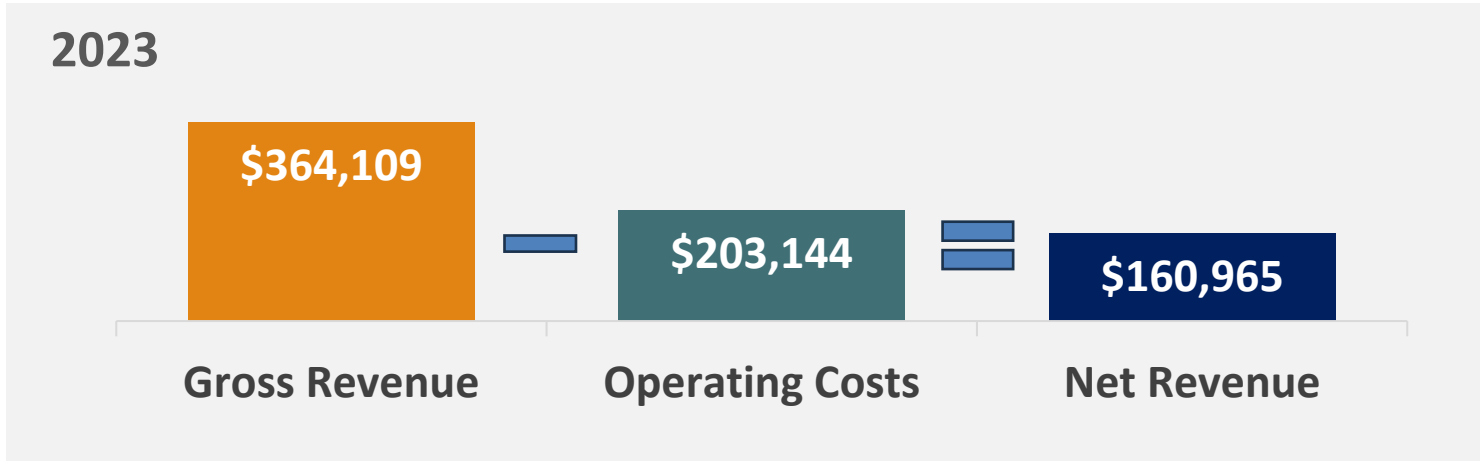


**Investment Needed for Future Growth: \$909,148**

## Type of Funding Used

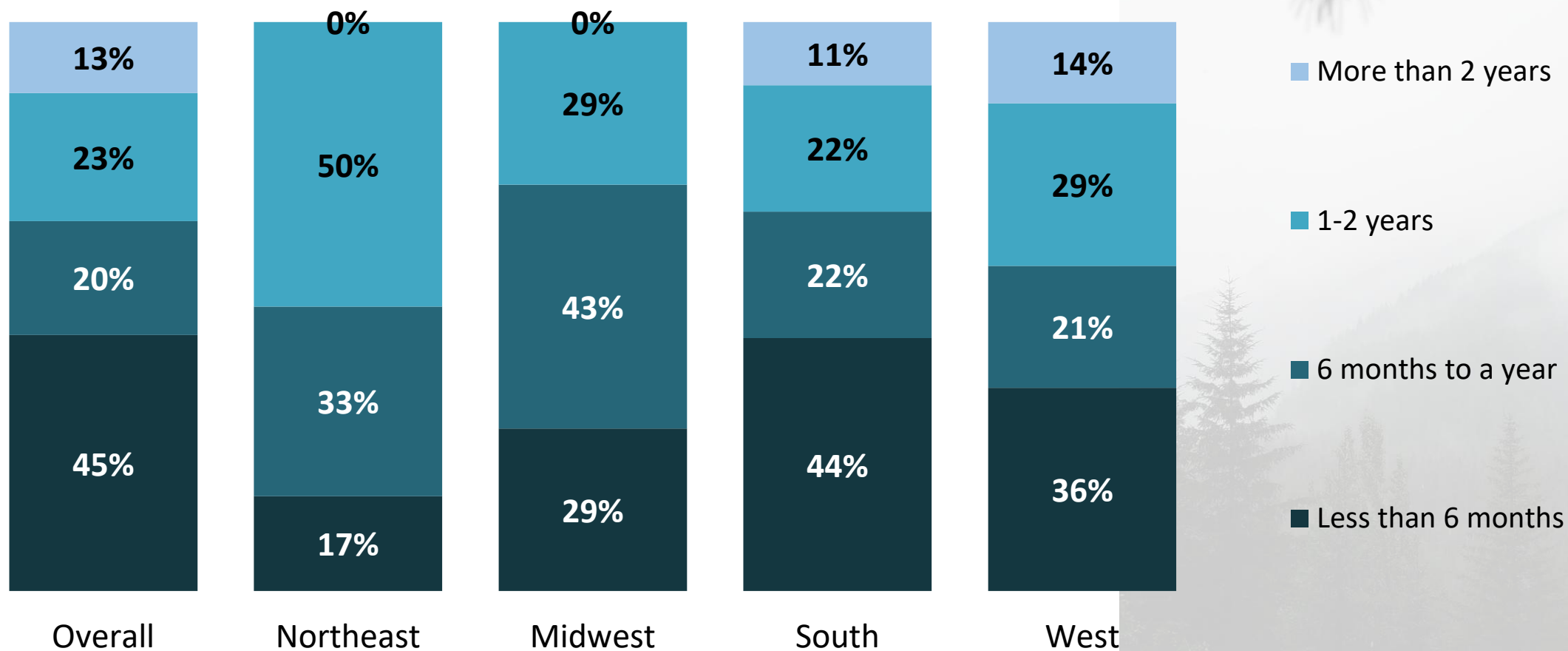


*Overall, what has been your estimated annual gross revenue? And what are your annual operational costs?*



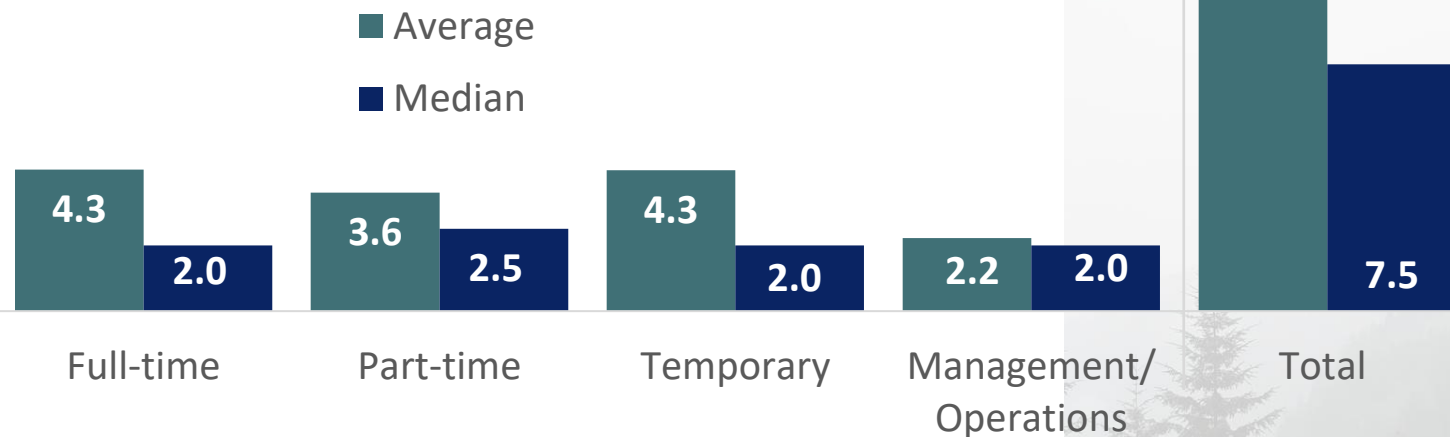
When taking into consideration the reported operating costs, and nearly identical to last year, the typical glamping operator reports about \$165,000 in net annual revenue.

*Looking back at when you first started, how did the permitting process take from the time you initiated it to completion?*

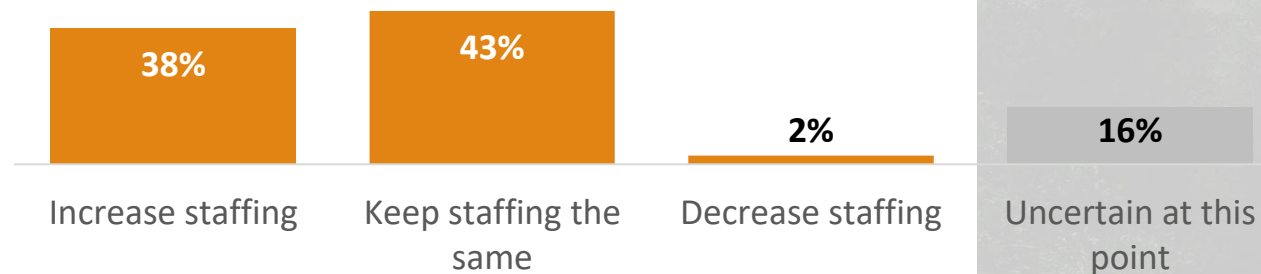


# What is your current level of staffing? // And in the coming year, are you planning to ...?

## Current Number of Staff

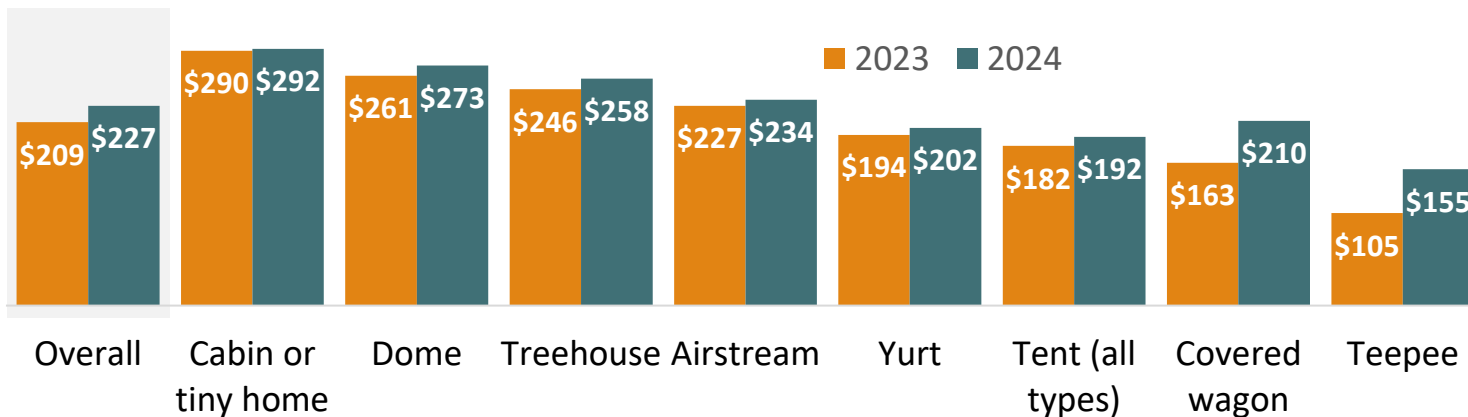


## Plans for Next Year's Staff

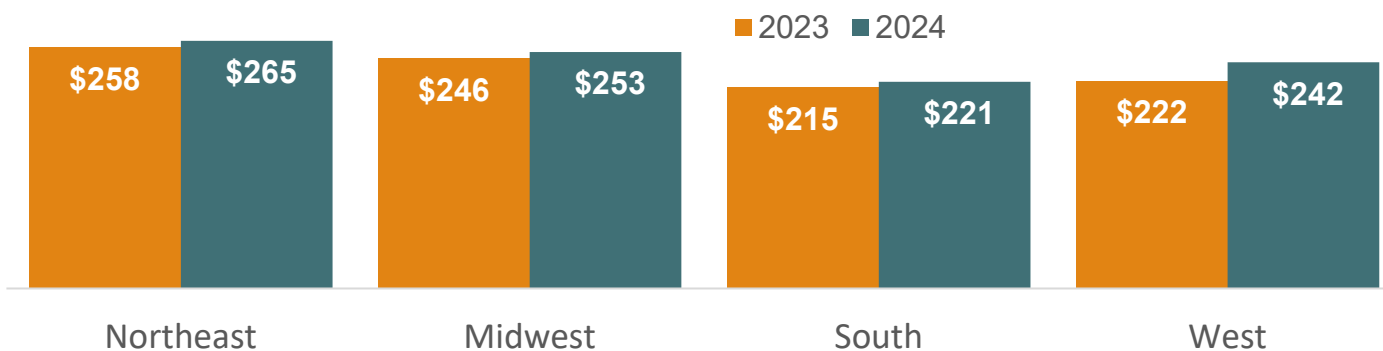


# What is the average daily rate (ADR) for each of the following?

## Average by Unit Type



## Average by Region

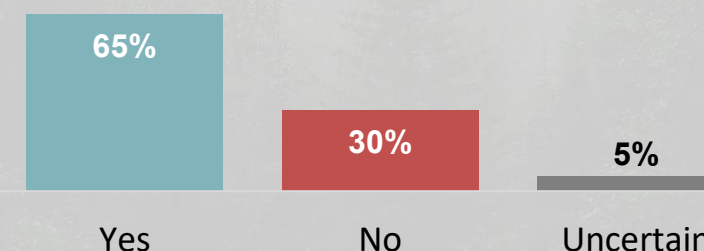


Across all operators, the ADR stands at \$227 per night, a marginal \$18 or 8% increase from 2023. 59% of the operators say that they will increase rates in the next year.

## Average Number of Structures



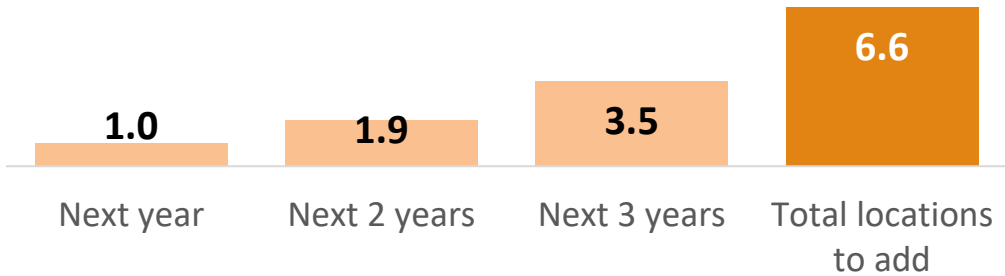
## Extra Charge for Pets?



# Looking ahead, how many of each of the following do you plan to add?



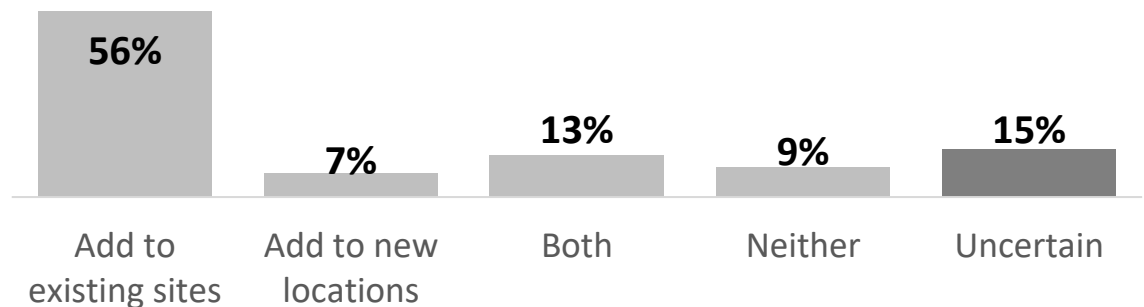
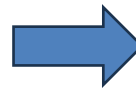
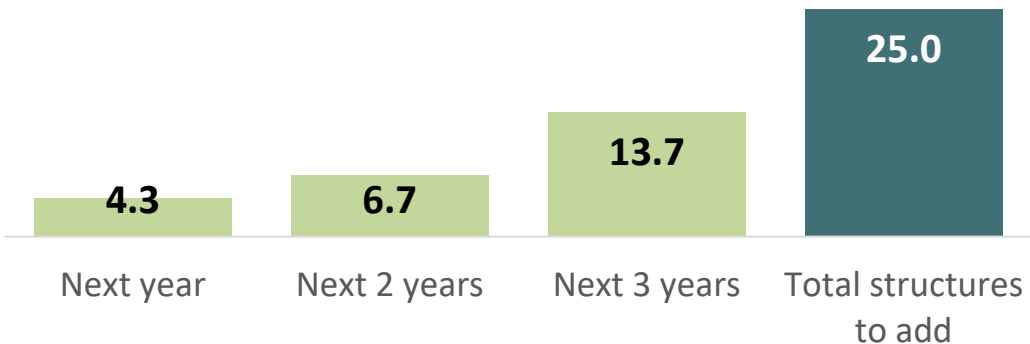
## Growth in Additional Locations



## Average Number of Structures

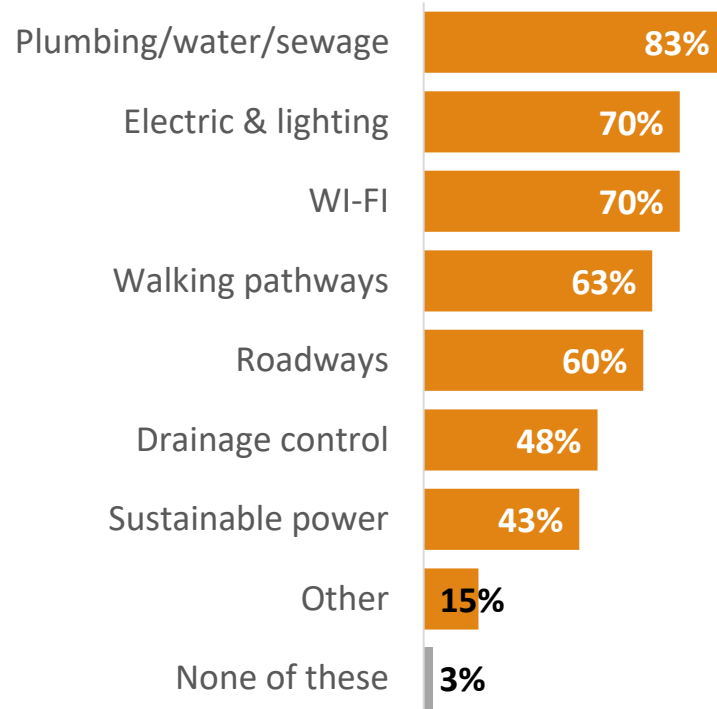


## Growth in Additional Structures

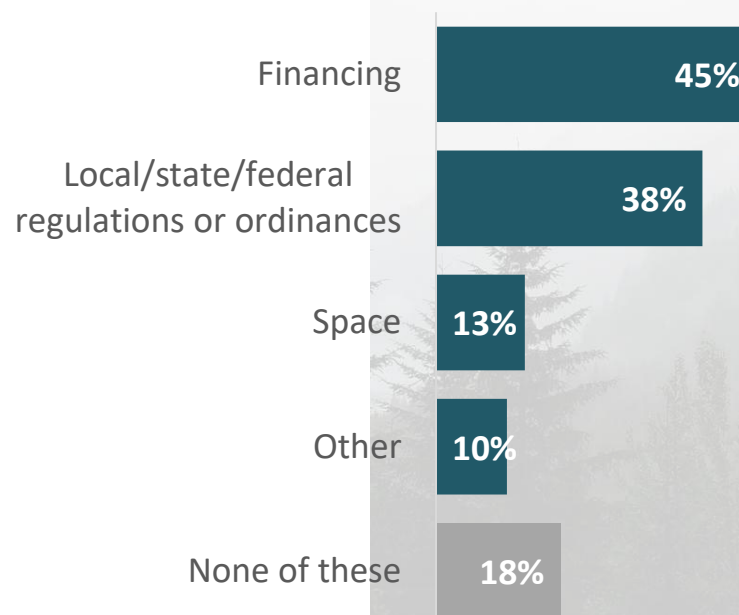


*What types of infrastructure development and enhancement are or were needed, if any, at your property or properties?// What are your primary barriers to infrastructure development and enhancement?*

### Infrastructure Needed

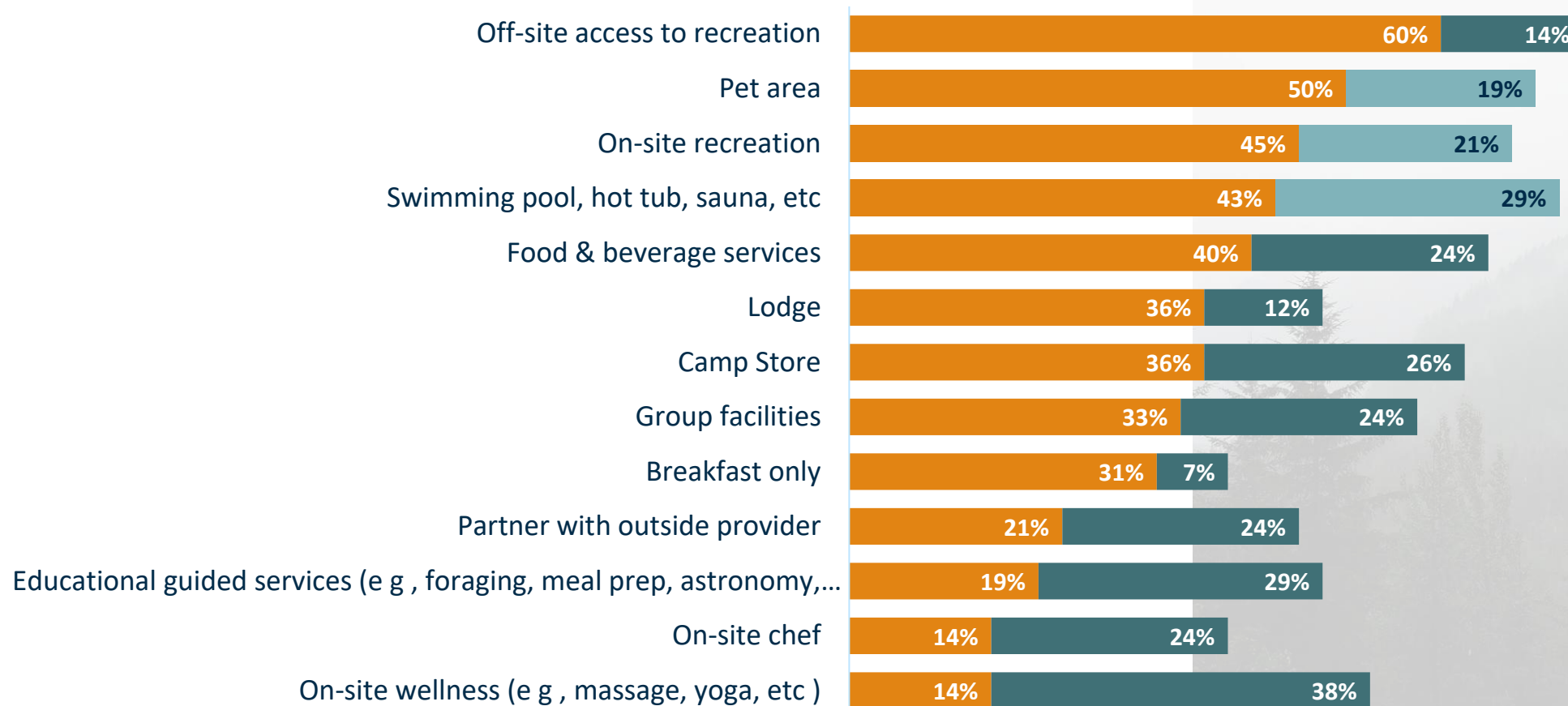


### Barriers to Infrastructure Development



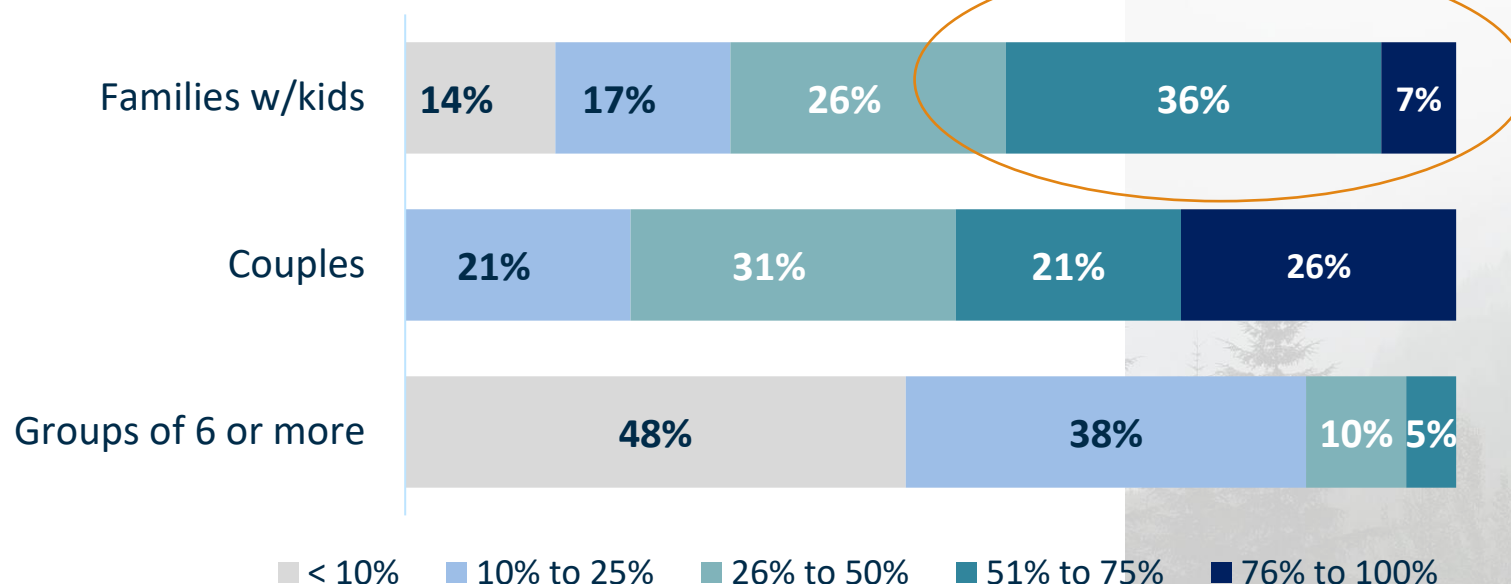
*Which of the following services and amenities do you currently offer, plan to offer (or expand), and which are needed (but don't currently have plans for)?*

■ Currently Have                      ■ Plan to Add



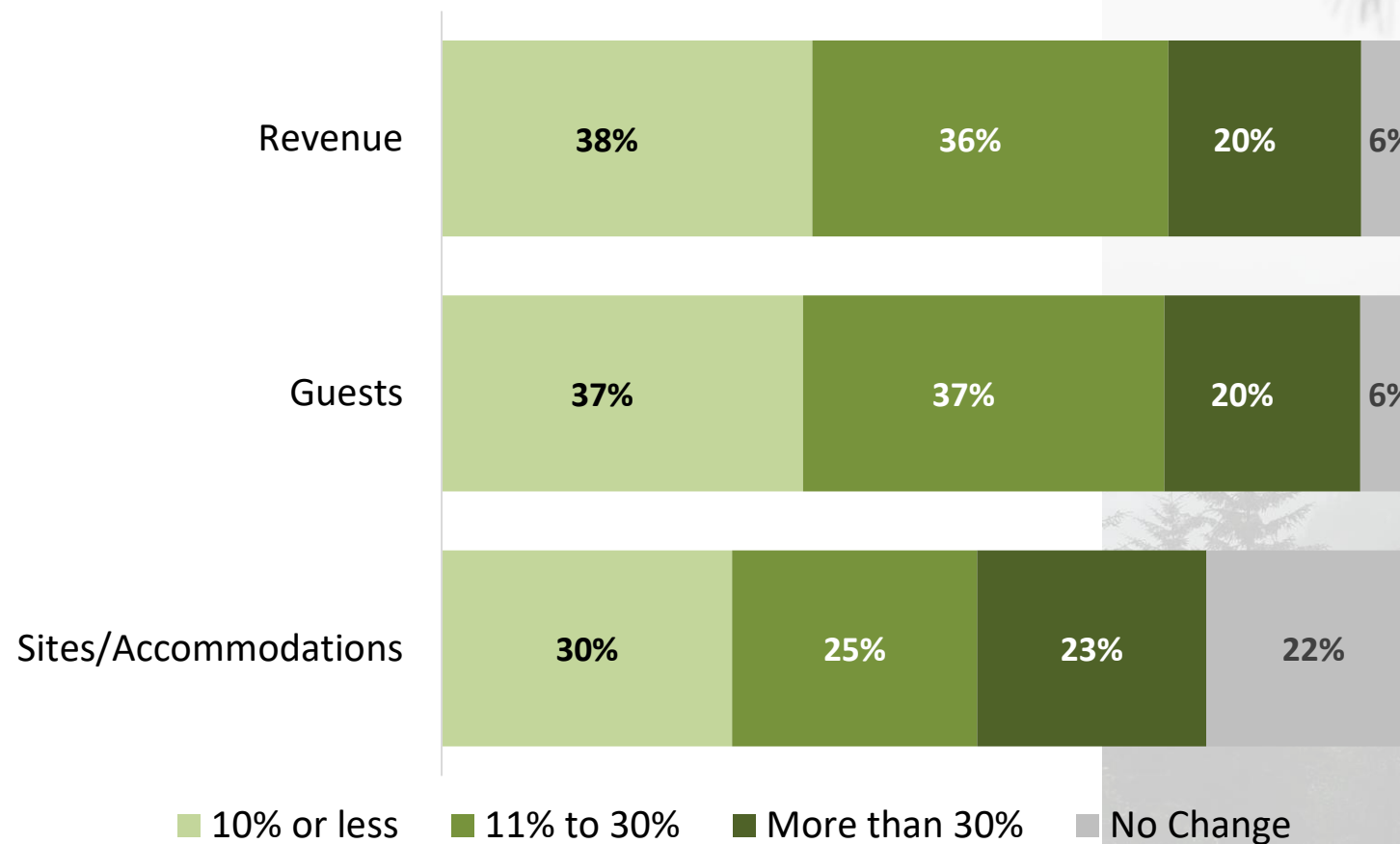
*What is the average length of stay at your location(s)? //  
What is the current mix of guests you attract at your location(s)?*

**Guest Group Types**



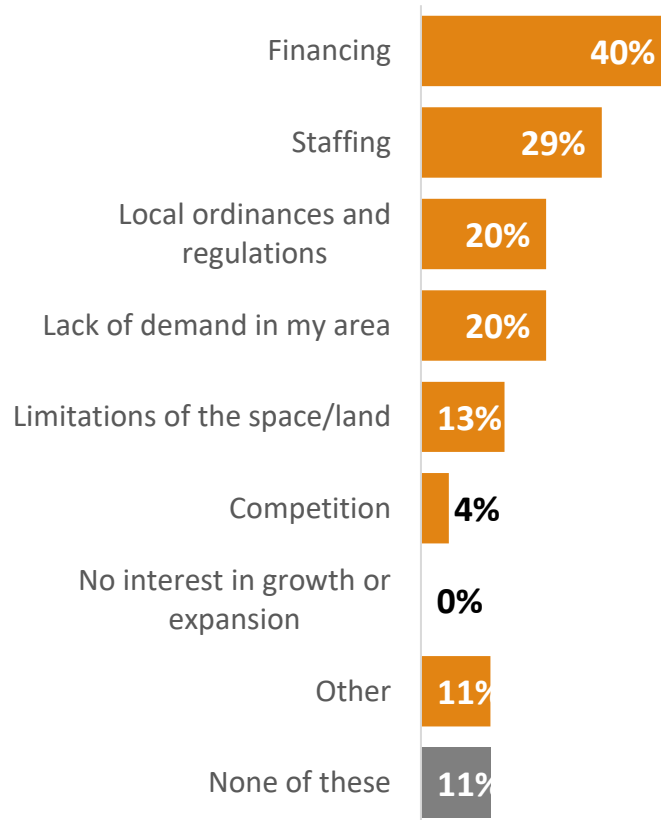
**Average Length of Stay: 2.2 days**

*Thinking about the past 3 years (if you have been in operation for less than 3 years, base your estimates on the past 1 or 2 years), what has been the estimated rate of growth for . . . ?*



*All things considered, what for you are the primary barriers to future growth? // What resources, if any, could you use to help you grow and expand?*

### Barriers to Growth

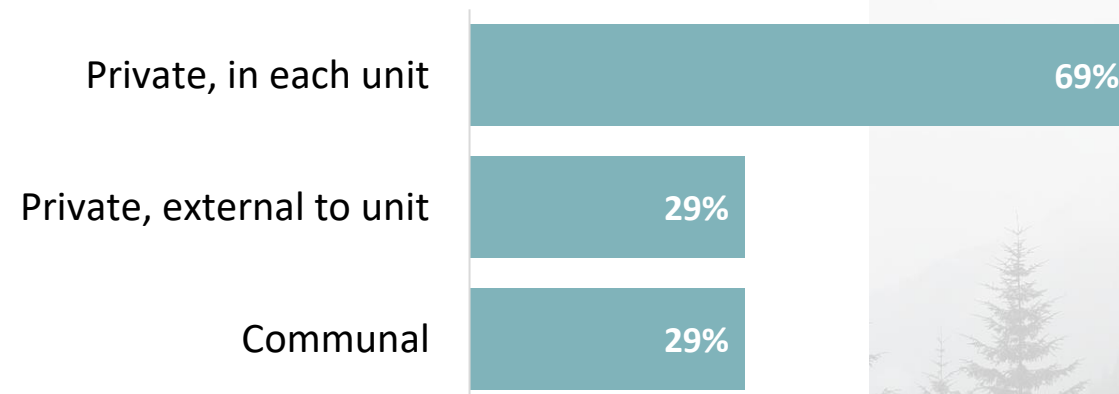


### Resources Needed

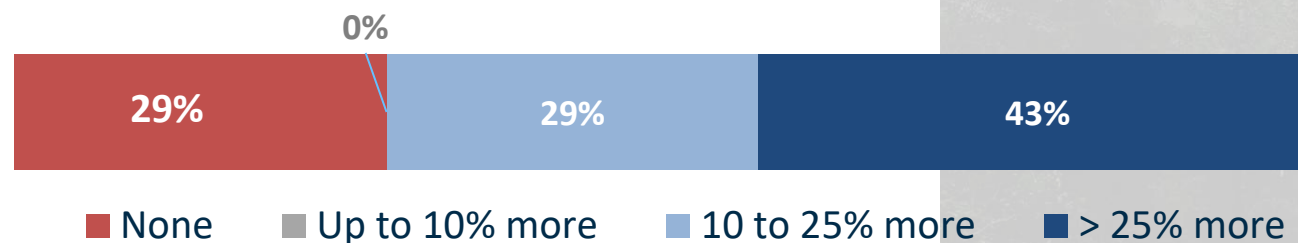


*What is the current configuration of bathrooms at your property or properties? // How much extra, if any, do you charge for private in-suite bathrooms?*

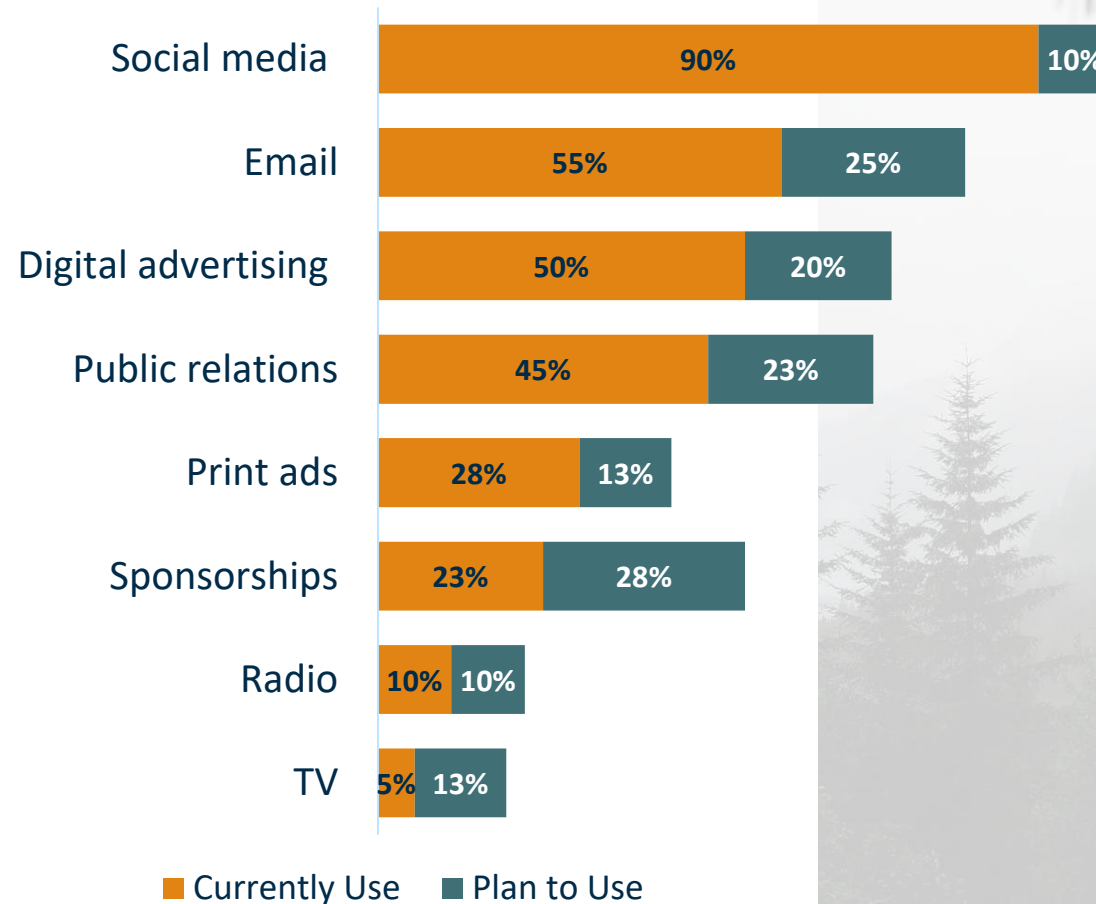
### Location of Bathroom



### Extra Charge for In-suite Bathrooms

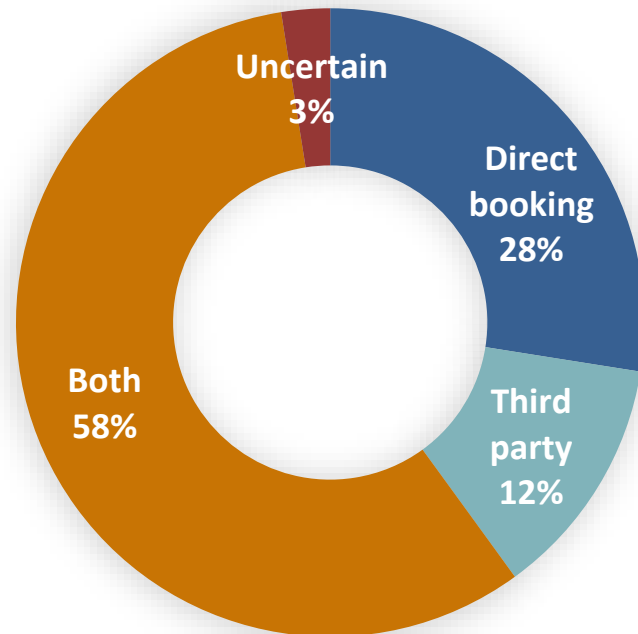


*Which of the following marketing channels, if any, are you using? Which do you plan to use in the coming months?*

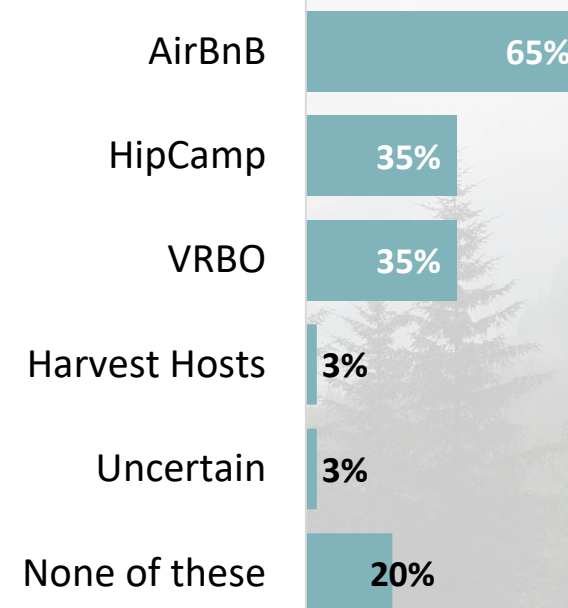


*What current method do you use for booking and reservations?  
 // Do you currently, or do you plan to list any of your accommodations on any of the peer-to-peer listings below?*

**Booking Type Offered**



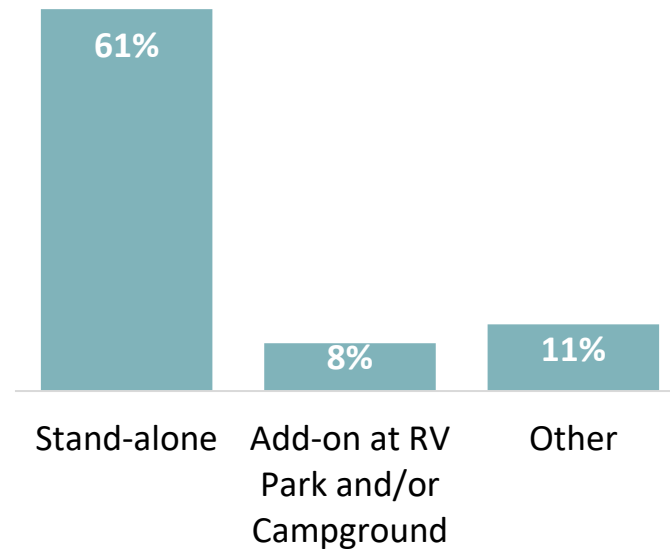
**Peer-To-Peer Listings**



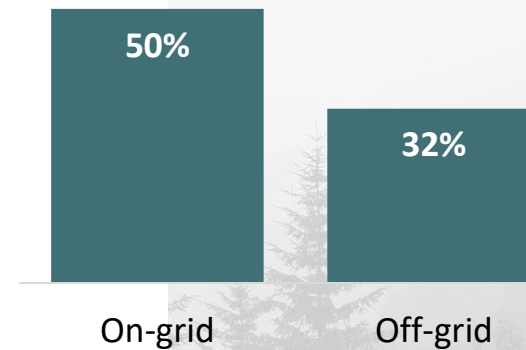
# Prospective Operators

# What type of property or properties are you considering?

Stand-Alone vs. Add-On

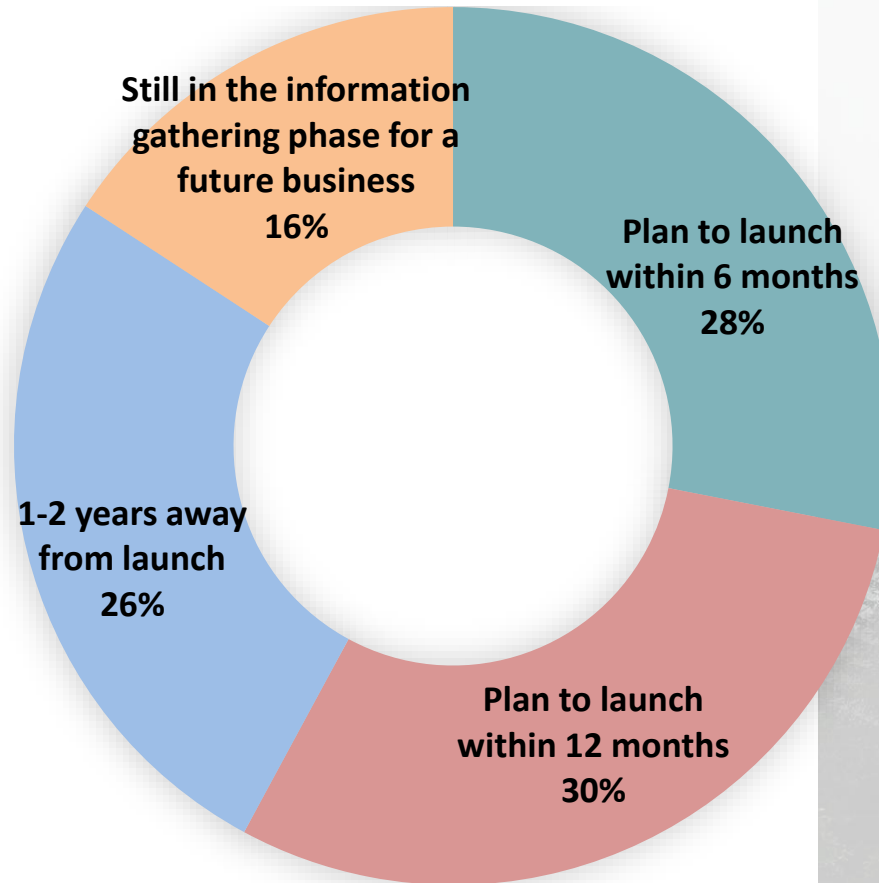


On vs. Off Grid



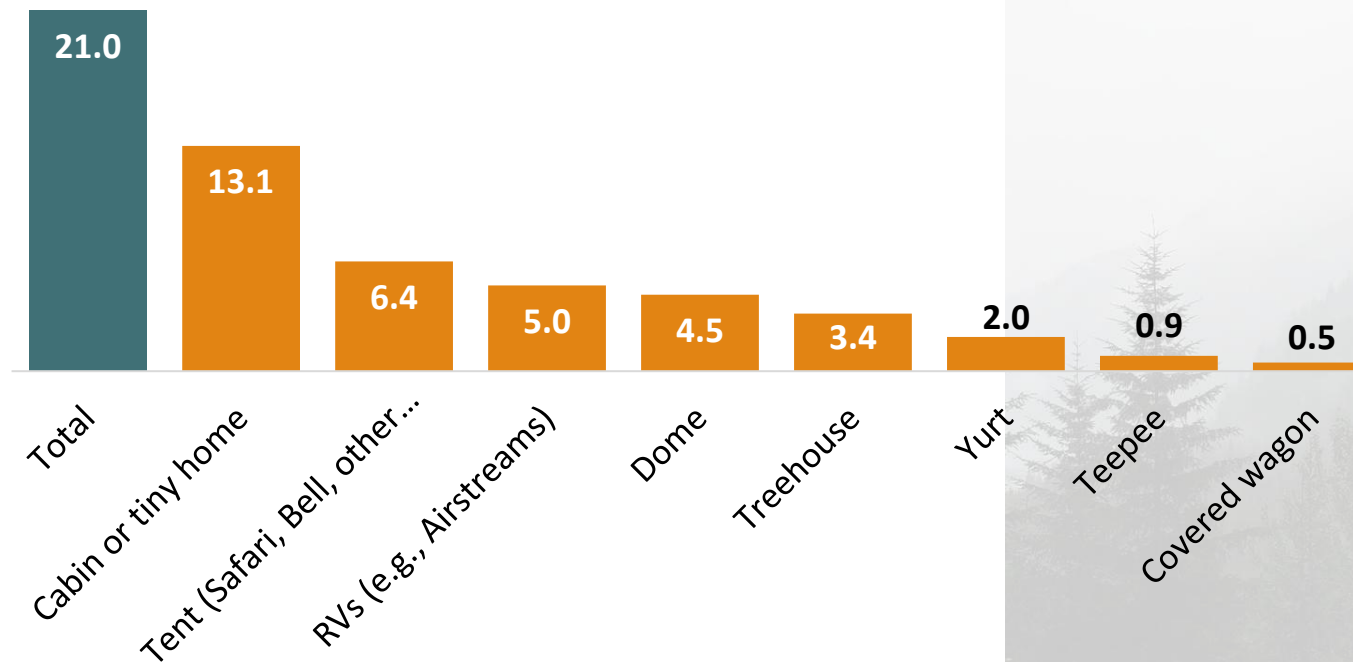
70% of prospective owners are planning to operate their businesses all year, compared to 56% of current operators.

# *At what stage are you in the planning process for your glamping operation?*



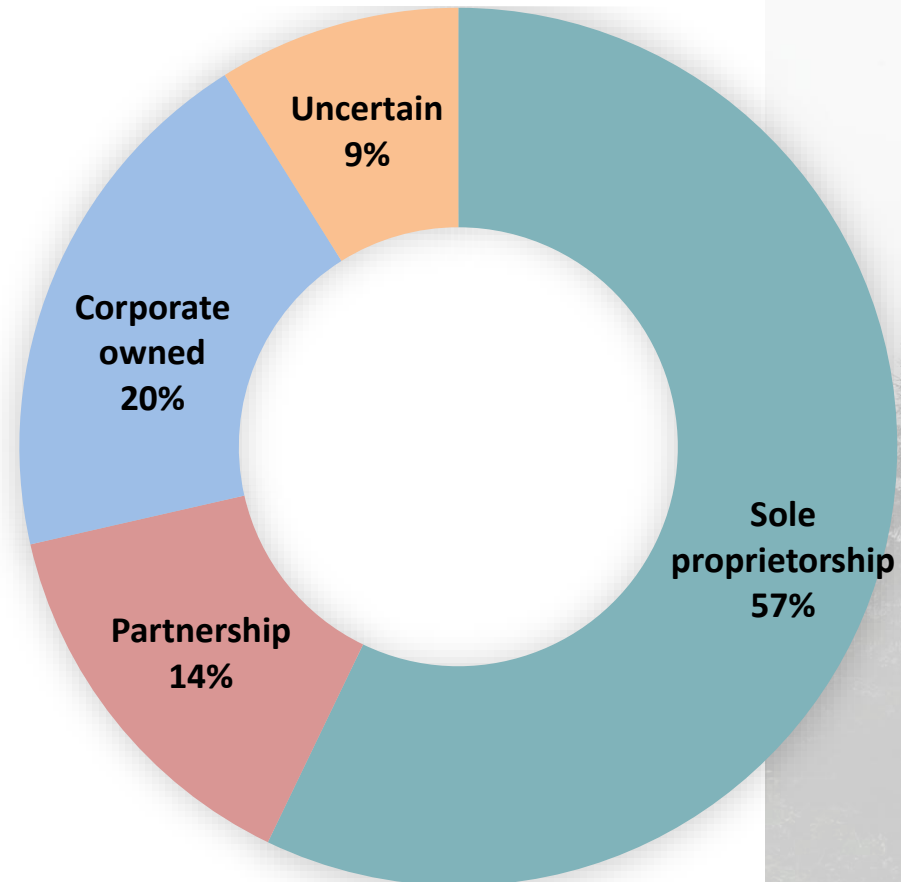
# How many, if any, of each of the following structures are you planning to include?

Average Number of Structures

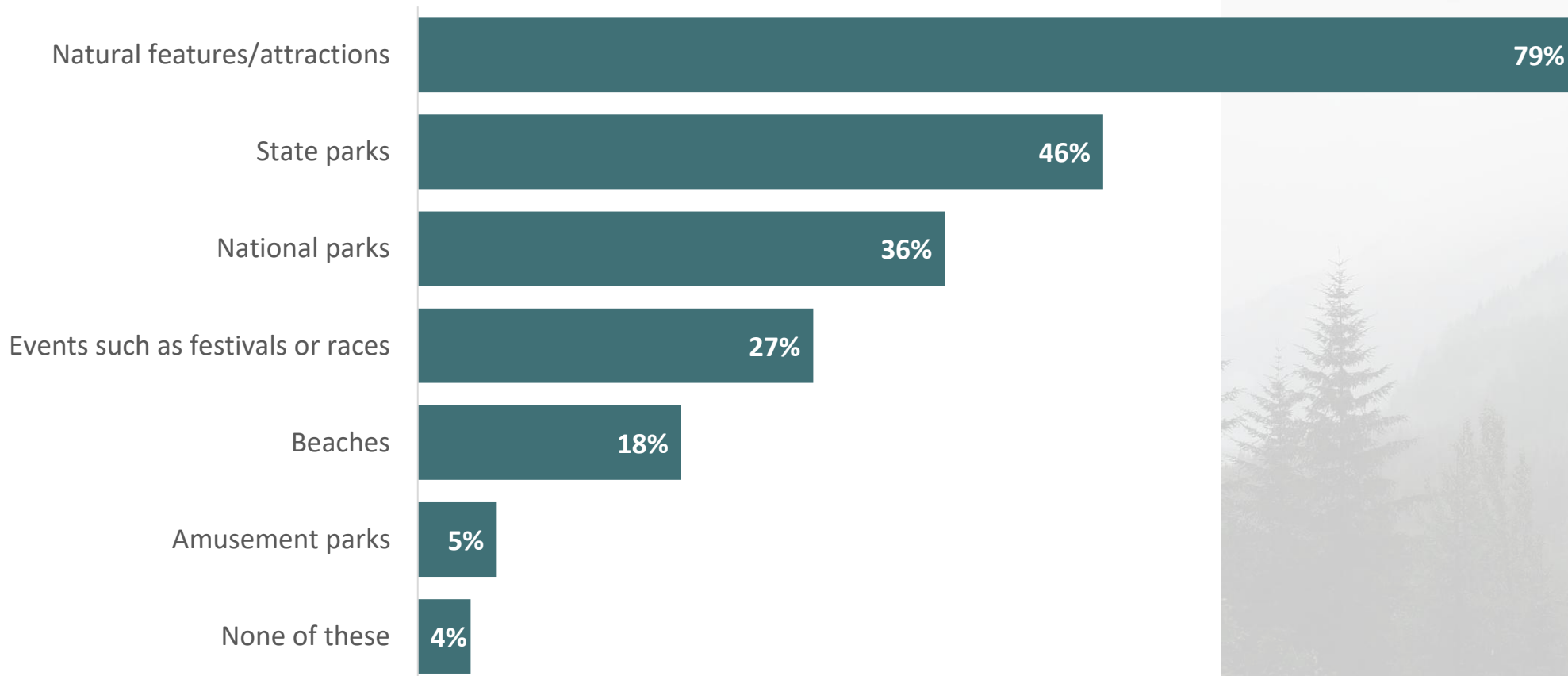


Median Number of Planned Structures: 27

# *What type of ownership/ownership structure will you have?*

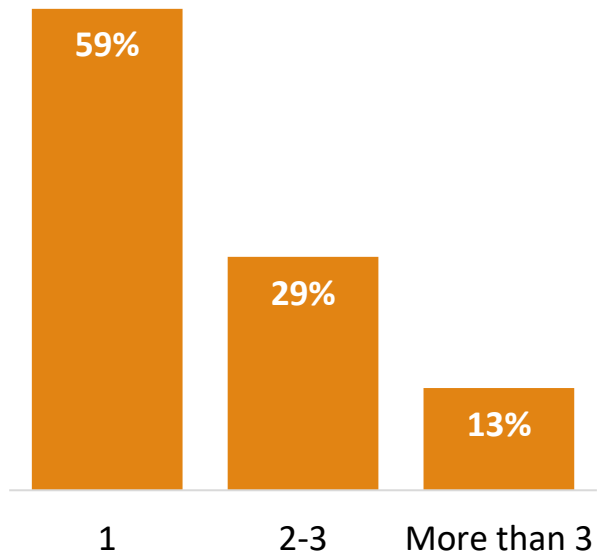


*Are any of your planned or existing properties near major destinations and if so, which ones?*



*How many locations are planning to have for glamping? // Looking ahead, how many of each of the following do you plan to add?*

**Planned Number of Locations**

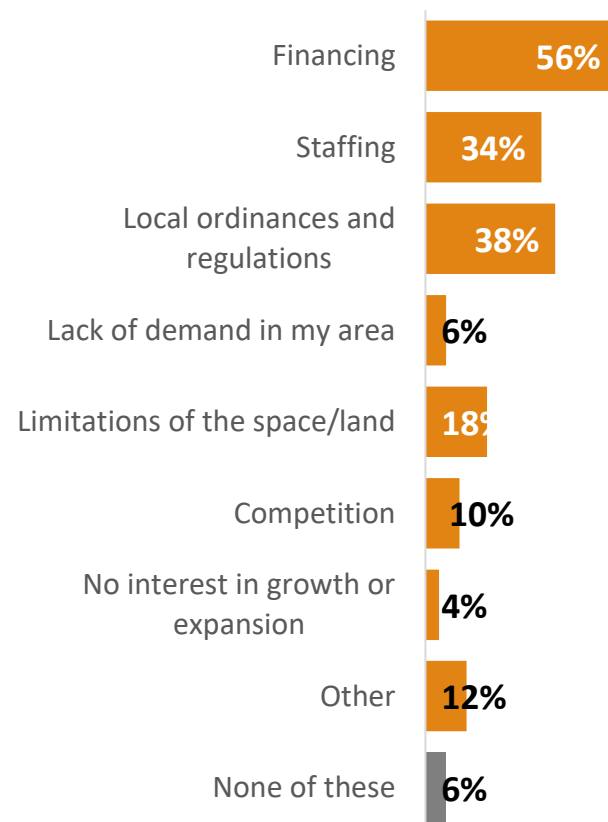


**Planned Rate of Growth**



*All things considered, what for you are the primary barriers to future growth? // What resources, if any, could you use to help you grow and expand?*

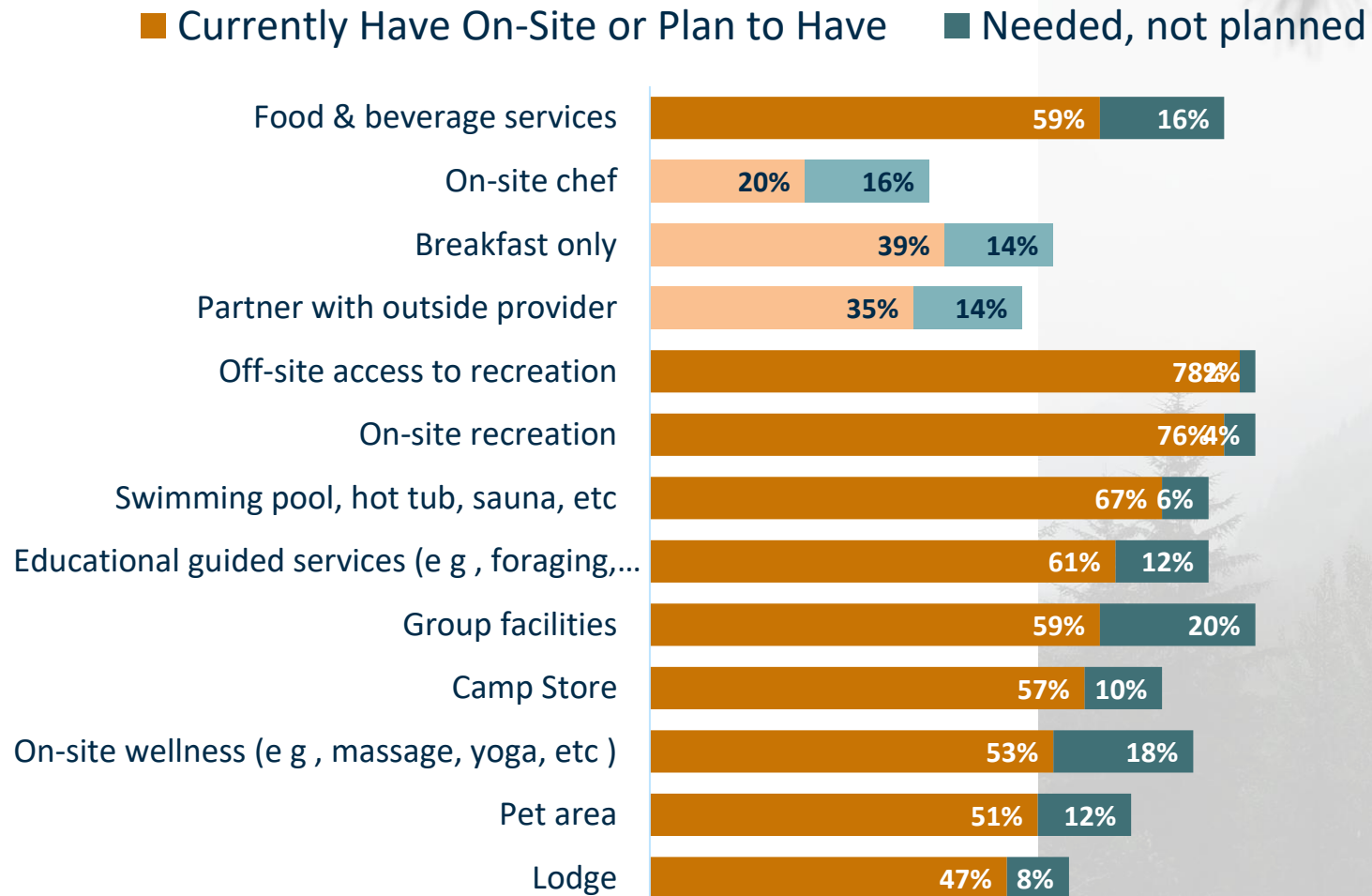
### Barriers to Growth



### Resources Needed

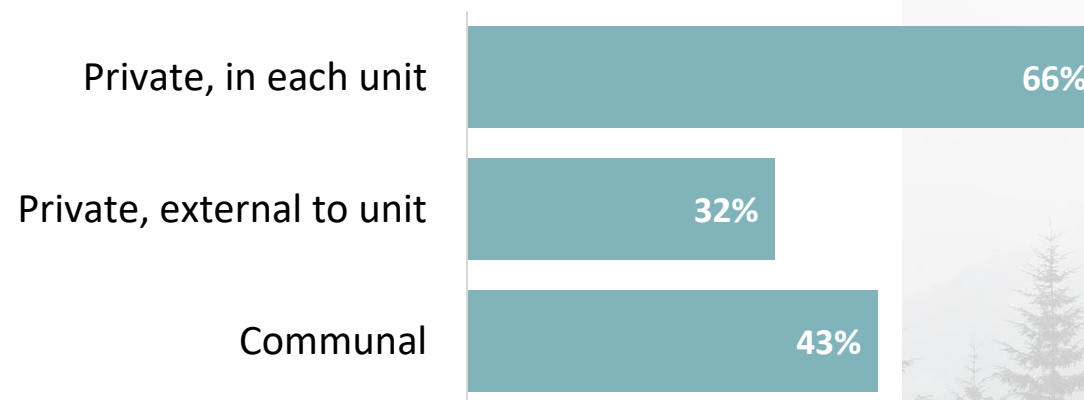


# Which of the following services and amenities do you plan to offer?

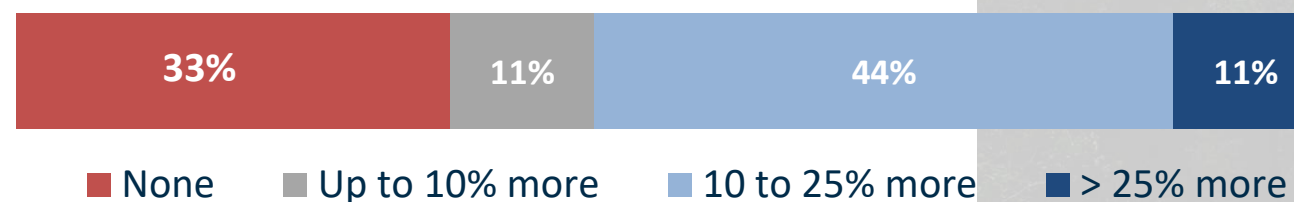


*What will be the configuration of bathrooms at your property or properties? // How much extra, if any, will you charge for private in-suite bathrooms?*

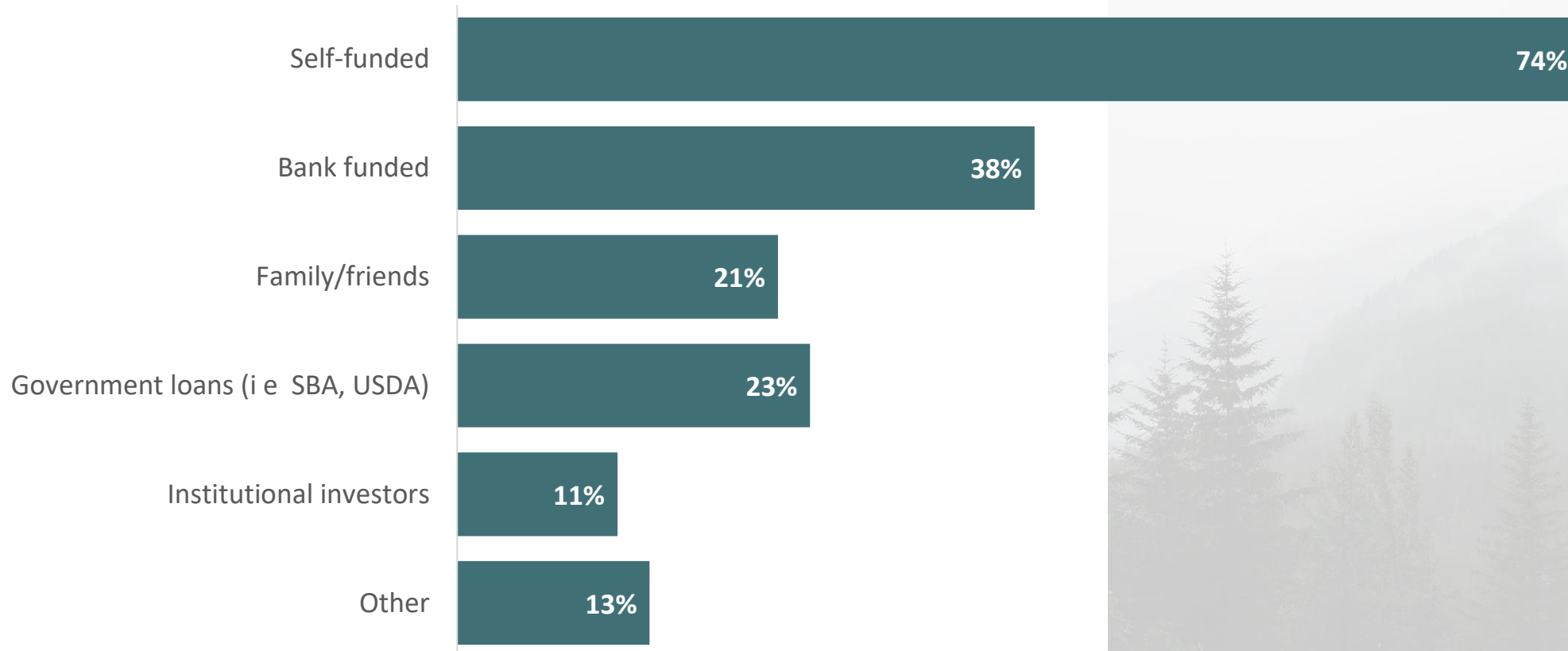
### Location of Bathroom



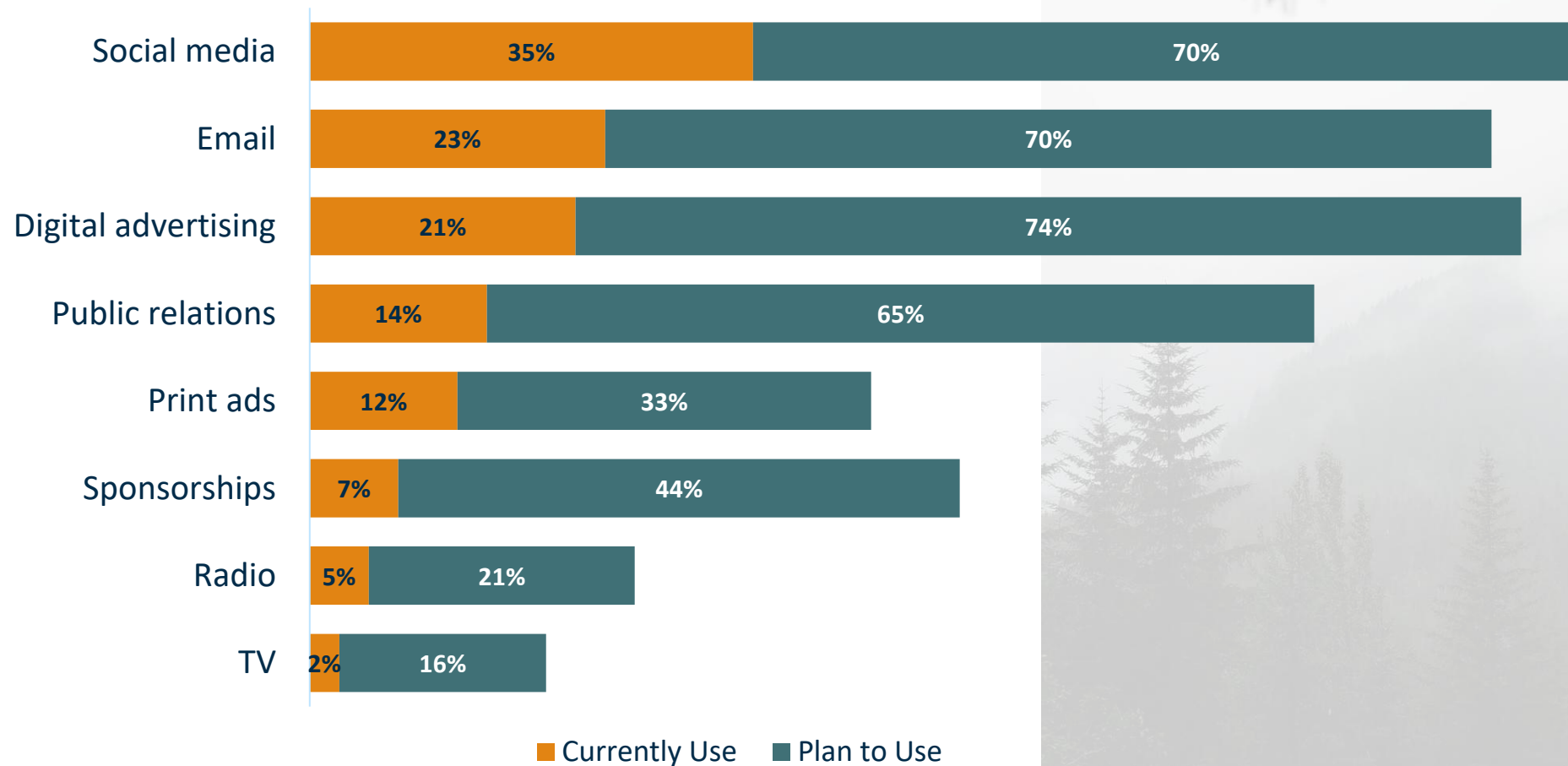
### Extra Charge for In-suite Bathrooms



# *What type of financing will you use to fund your business?*

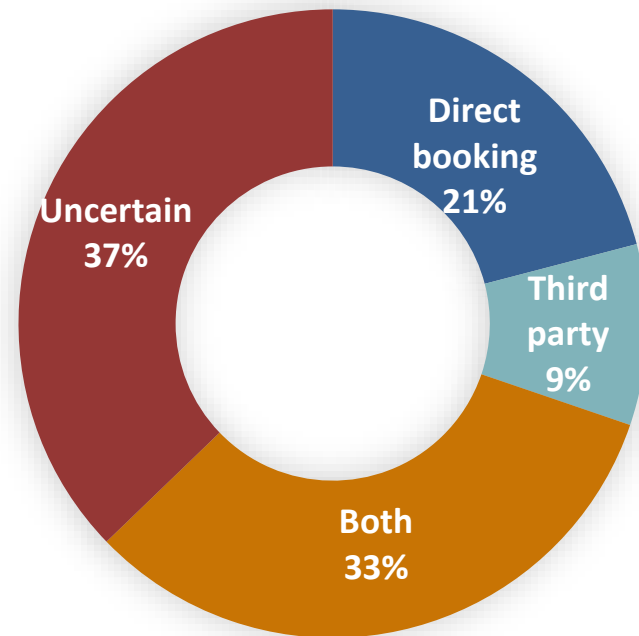


# *Which of the following marketing channels, if any, are you planning to use?*

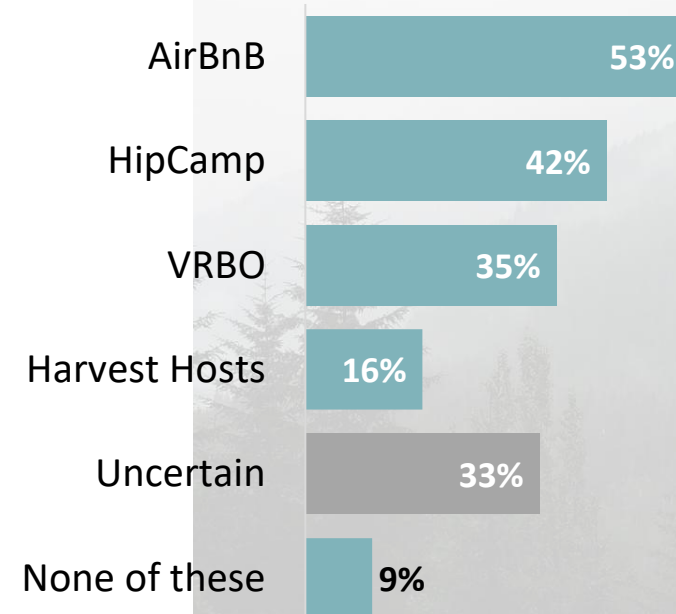


*What method do you plan to use for booking and reservations? // Do you plan to list any of your accommodations on any of the peer-to-peer listings below?*

**Planned Booking Type**

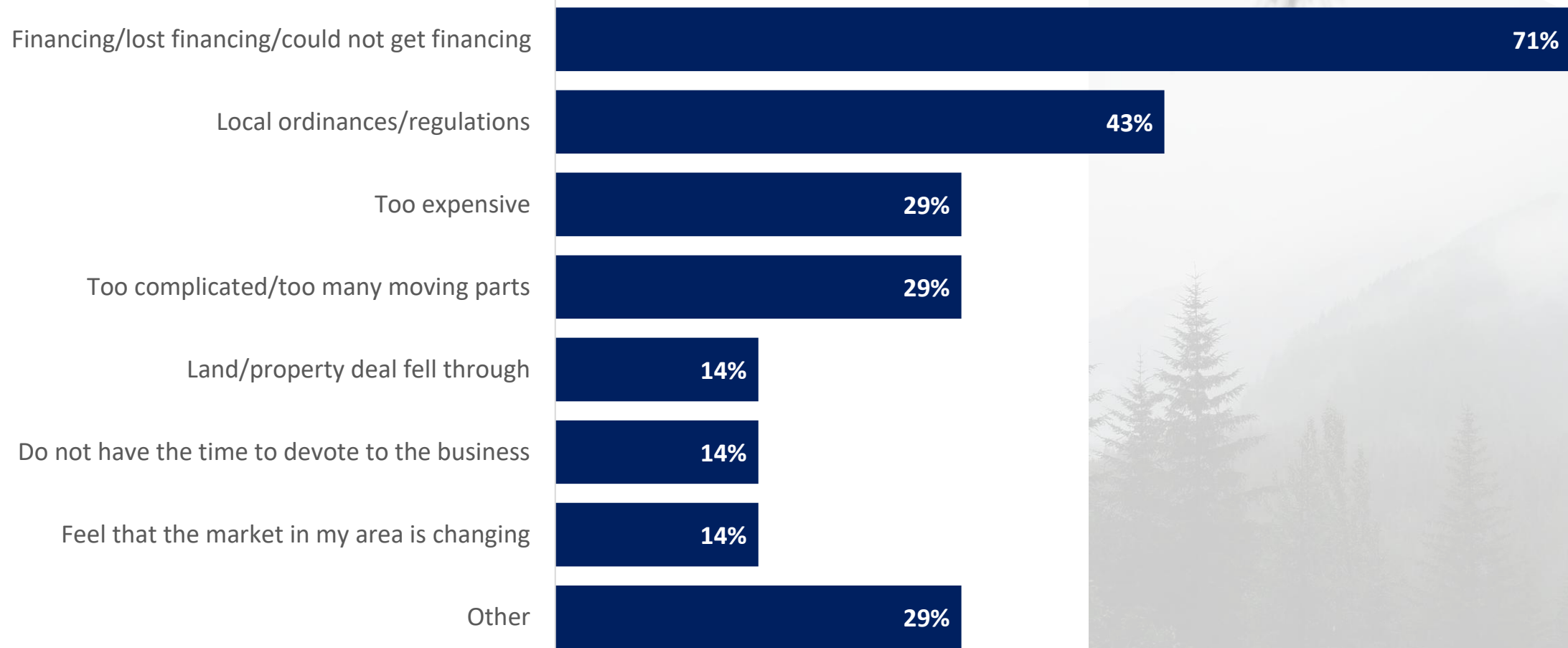


**Planned Peer-To-Peer Listings**



# Those Who Decided Not to Get Started In The Glamping Industry

*What are the primary reasons why you decided not to get into glamping, or that you have put your plans on hold?*





# Contact Information

**207.409.0929**

[sbahr@cairnconsultinggroup.com](mailto:sbahr@cairnconsultinggroup.com)

[www.cairnconsultinggroup.com](http://www.cairnconsultinggroup.com)

Our organization has stayed on the forefront of the market research industry by offering our clients a full suite of research services, as well as the analytics and insights to move their organizations forward.

In particular, our work on the North American Camping Report has been nationally recognized, being cited in such notable media outlets as The New York Times, Chicago Tribune, LA Times, NBC News, Fox Business News, USA Today and CBS News. This work has been recognized by PR Week in the “Best in Analytics” category for both 2017 and 2018 and a Sabre Award for “Best Post Campaign Analysis” in 2018 and 2019.

