

WHAT ARE THE BIGGEST CHALLENGES TO SETTING UP A SUCCESSFUL GLAMPING BUSINESS?

Setting up a glamping business will be challenging but we believe if done correctly the benefits will far outweigh the challenges you may face over the journey. We are here to help and have put down in this article the main obstacles you may encounter and how with good planning you should be able to avoid them.

WHAT ARE THE ESSENTIALS BEFORE YOU START?

LOCATION, LOCATION, LOCATION! – Finding the perfect space is key and will set the scene for how you will be able to design your site. If you're going for a woodland retreat back to nature experience then you need the natural architecture to achieve this, if you have a wide-open space this simply won't work. So, when deciding upon the plot of land you need to always consider the final vision and work with nature, not against it (this will also be far cheaper to create). Some other key considerations you should ask yourself are:



- Does the site have suitable access?
- Does it match the vision?
- Is it clear from light pollution sources?
- Is it in a quiet area?

IT'S ALL ABOUT THE MONEY – If you're lucky enough to have the funds in the bank that's fantastic but for many people setting up any new venture will involve a funding requirement. This may be to source the glamping huts/pods or for the initial land purchase. Investigate the various funding options available for you, there may even be government funded grants available in your area.

WILL IT WORK? – Have you completed a feasibility study? If not it's a great place to understand your plan and the likelihood of success. This study will allow you to see the balance of risk versus reward and will help you understand your new venture & it's appeal better than ever before.

I LOVE IT WHEN A PLAN COMES TOGETHER – Whilst all of the above points are exciting and what we all think will be the basis for starting a successful business, what we really must do is take a moment and create a business plan. For any business to succeed there needs to be a plan, if you fail to prepare a plan then you are actually planning to fail. Get everything down in a document and this will need to include as a minimum; The concept, who's driving it & who else will be involved, financial forecast and where does this come from, landscape designs, pre planning and planning applications with timescales, feasibility study, route to market & indicative costings from your hut/pod manufacturer.

NOTHING EVER REPLACES HARD WORK – We've all had that Monday morning feeling dreading going into the office, well if you're afraid of hard work then running any business is not for you. You will have to work harder than you have ever worked before so if you don't have the passion for the project to keep driving forwards even in the face of what at the time might seem unconquerable challenges then please reassess your dream. However, if you do have the passion, determination, and work ethic then you will succeed and you will reap the benefits of running a successful, profitable glamping business.

So, you've done all of the above points and you've decided that the business is viable, you do want to commit to it and you're now wanting to push forward at full speed. Let's look at a couple of key obstacles which if planned for should not delay or divert you from the plan.

PRE-PLANNING APPLICATION – Your local authority will decide if your vision is achievable when it comes to planning approval. Submit a pre-planning application to your local planning team and understand any potential objections and see how you can address these. The pre-planning application usually consists of basic plans including site drawings which allows them to make suggestions which hopefully increase your likelihood of getting your planning application approved.

SOURCING THE CORRECT SUPPLIERS – Finding reliable suppliers will take a lot of stress off your shoulders. Work with suppliers who buy in to your vision and are genuinely interested in your success. By finding partners rather than transactional suppliers you will not only receive your products/services in a timely manner you may well actually find they exceed your expectations.

BUY THE RIGHT ACCOMMODATION STRUCTURES FOR YOUR AUDIENCE – knowing your audience is key to understanding the correct structures to purchase. Shepherds Huts have driven the luxurious glamping market and will attract far higher nightly revenue. If you're looking at the high-volume model, then affordability will be key offering lower nightly rates will attract a wider audience using either smaller huts or glamping pods. There may well be a case to look at purchasing a mix of structures to balance your appeal. Whoever you work with we would suggest meet several manufacturers understand their offerings and how they fit with your requirements. Any manufacturer worthy of your business will work with you to create the design of your dreams.

We hope you found this article useful and would love to work with you on any future plans for glamping solutions. We can offer fully bespoke solutions to match your vision, from outdoor furniture, glamping pods to truly unique luxurious shepherds' huts and everything in-between. Please speak to us if we can offer any further advice or support to your venture.

