

WHAT TYPE OF GLAMPING ACCOMMODATION IS BEST?

This is a question every potential and current glamping site owner will ask, and the simple answer is that the best accommodation type is the one that fits your site and target audience.

If you have decided to get into the glamping business, then choosing the correct accommodation type is a make-or-break decision and will ultimately determine the success of your business. It will also determine if your site will be seasonal or all year round, take bell tents for example they are a great cost-effective summertime solution but not suitable for a warm and cosy winter break. What also needs to be considered is your target audience and what they will be looking for when deciding upon a location for their getaway.

We'll go through the most popular options now giving a balanced view on the appeal, pro's and con's.

SHEPHERDS HUTS

TYPICAL PURCHASE PRICE **£35,000 - £50,000+**
TYPICAL NIGHTLY RATE **£180 - £250**

In our opinion the most attractive of all the units we'll be reviewing, and by far the most popular of any. In a recent survey they estimate that almost 25% of all UK glamping sites have at least one Shepherd's Hut. Shepherd huts offer a warm, welcoming atmosphere and if planned correctly can offer a very hassle-free holidaying experience for guests. Typically offering accommodation for couples for a romantic getaway. Larger huts can accommodate families, but we would recommend to steer away from bench style seating with fold down bed as guests prefer to have a fixed bed, living area, kitchen & ensuite.



PROS

- ✓ Premium Nightly Rate
- ✓ Great ROI
- ✓ All year-round use
- ✓ Extremely long life expectancy
- ✓ Very Instagrammable
- ✓ Luxurious

CONS

- ✗ Larger initial investment
- ✗ Mainly aimed to couples

GLAMPING PODS

TYPICAL PURCHASE PRICE £17,500 - £25,000
TYPICAL NIGHTLY RATE £70 - £150

A great development as a result in the rising popularity of glamping. These units are more family focussed, with typical pods offering sleeping for four guests. They can again be fitted with kitchen and bathroom facilities but tend to be a more basic finish. As pods have been adopted so widely you struggle to offer a differentiator, and therefore attract a significantly lower rental than the Shepherds Hut. A great option for larger family focussed sites as you can place huts closer to each other as the expectation from the experience is far different to say the Shepherds Hut.



PROS

- ✓ Typically sleep four guests
- ✓ All year-round use
- ✓ Long life expectancy
- ✓ More pods per sqm

CONS

- ✗ Large initial investment
- ✗ Widely available
- ✗ Longer ROI

TENTED ACCOMMODATION

TYPICAL PURCHASE PRICE £1,000 (BELL TENT), £8,000 (YURT), £15,000 (SAFARI TENT)
TYPICAL NIGHTLY RATE £30 - £175

There is a huge variety of tented structures available, but we will be focussing on the three most popular, being Yurts, Bell Tents & Safari Tents. Safari Tents have seen a huge rise in the last few years using a pole structure to create what feels like a house under canvas. Bell tents are possibly the closest glamping gets to camping with a far more basic offering to clients. Yurts fall between the other two offer a more luxurious offering than bell tents but below the experience of a Safari Tent. All are great options to offer but know your audience, all tented accommodation is seasonal so could be used as an addition to huts/pods, or great if you're looking to operate only through the warmer months. Another major consideration is you will need to supply communal washing, cooking and toilet facilities.



PROS

- ✓ Ideal for the budget conscious clients
- ✓ Lower initial investment
- ✓ Suitable for pop-up / temporary sites
- ✓ Great for additional seasonal use

CONS

- ✗ Lower nightly rate
- ✗ Seasonal use only
- ✗ Communal washing facilities
- ✗ Shorter life expectancy