

Treehouse Glamping Market Size, Share & Trends Analysis Report By Age Group (18-32 Years, 33-50 Years, 51-65 Years, Above 65 Years), By Booking Mode, By Region, And Segment Forecasts, 2021 - 2028

<https://marketpublishers.com/r/T75013D689F5EN.html>

Date: May 2021

Pages: 80

Price: US\$ 3,950.00 (Single User License)

ID: T75013D689F5EN

Abstracts

This report can be delivered to the clients within 24 Business Hours

Treehouse Glamping Market Growth & Trends

The global treehouse glamping market size is expected to reach USD 363.6 million by 2028, according to a new report by Grand View Research, Inc. It is expected to expand at a CAGR of 8.7% from 2021 to 2028. In today's time, camping has become one of the best outdoor activities for numerous people, however, it is an unpleasant experience for some. Hence, the tourism industry has introduced a new concept called glamping, which is a combination of camping and a comfortable, luxurious stay experience.

Numerous consumers are inclined toward the idea of treehouse glamping as it is camping for the newer generation and allows an escape without compromising on comfort. With luxury furnishings, soft beds, and the awe-inspiring experience of nature and wildlife, consumers are more drawn to the idea of treehouse glamping as compared to regular camping.

Major treehouse glamping providers offer an out-in-the-wild camping experience along with luxurious amenities, such as portable toilets, indoor washrooms, comfortable beds, kitchen appliances, TV sets, Wi-Fi, and air conditioning. This allows campers to have the perfect combination of overall outdoor and indoor experience, especially for families and couples. This, in turn, is expected to have a positive impact on the market growth

over the forecast period.

Globally, the glamping sector has been witnessing an inflow of investments by hotel brands in emerging regions, such as India, Africa, Southeast Asia, and the Middle East. Although the COVID-19 pandemic has slowed the investment momentum in the sector, the market space for treehouse glamping has been consolidating.

With consistent progress in economic recovery and accommodations picking up pace, companies are investing in the upgradation of existing facilities and shutting down locations that are deemed redundant. In January 2021, Under Canvas announced a USD 15 million investment to upgrade their seven existing facilities and construct two new camps across the U.S. Most upgradation investments are aimed at making facilities eco-friendly and sustainable and improving the architectural landscape and amenities.

Investment mechanisms in the industry have also been evolving from the time of systemic venture capitals or family-owned investment firms to treehouse glamping companies now being founded by means of crowdfunding. One such example would be O2 Treehouses, an Oakland-based company, which launched an equity crowdfunding campaign for its new venture, Treewalkers. The campaign is aimed at expanding the franchise-based company in the treehouse glamping sector of the U.S.

Treehouse Glamping Market Report Highlights

The online booking mode segment is projected to be the fastest CAGR of 9.7% from 2021 to 2028. This is attributed to the increasing penetration of the internet and smartphone devices across countries

By age group, the 18-32 years segment held the largest share of over 40.0% in 2020 owing to the growing trend of travel and tourism among millennials

Europe held the largest share of over 45.0% in 2020 and is foreseen to remain at the forefront over the forecast period. Rising travel connectivity and the rapid penetration of high-speed internet are driving the need to explore new, exotic, and exciting locations across the region

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
 - 1.3.1. Purchased Database
 - 1.3.2. GVR's Internal Database
 - 1.3.3. Secondary Sources & Third-Party Perspectives
 - 1.3.4. Primary Research
- 1.4. Information Analysis
 - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Age Group Outlook
- 2.3. Booking Mode Outlook
- 2.4. Regional Outlook
- 2.5. Competitive Insights

CHAPTER 3. TREEHOUSE GLAMPING MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Introduction
- 3.2. Penetration & Growth Prospect Mapping
- 3.3. Impact of Covid-19 on Treehouse glamping Market
- 3.4. Industry Value Chain Analysis
 - 3.4.1. Sales/Retail Channel Analysis
 - 3.4.2. Profit Margin Analysis
- 3.5. Market Dynamics
 - 3.5.1. Market Driver Analysis
 - 3.5.2. Market Restraint Analysis
 - 3.5.3. Industry Challenges
 - 3.5.4. Industry Opportunities
- 3.6. Business Environment Analysis
 - 3.6.1. Industry Analysis - Porter's

- 3.6.1.1. Supplier Power
- 3.6.1.2. Buyer Power
- 3.6.1.3. Substitution Threat
- 3.6.1.4. Threat from New Entrant
- 3.6.1.5. Competitive Rivalry
- 3.7. Roadmap of Treehouse Glamping Market
- 3.8. Market Entry Strategies

CHAPTER 4. CONSUMER BEHAVIOR ANALYSIS

- 4.1. Consumer Trends and Preferences
- 4.2. Factors Affecting Buying Decision
- 4.3. Consumer Product Adoption
- 4.4. Observations & Recommendations

CHAPTER 5. TREEHOUSE GLAMPING MARKET: AGE GROUP ESTIMATES & TREND ANALYSIS

- 5.1. Age Group Movement Analysis & Market Share, 2020 & 2028
- 5.2. 18-32 Years
 - 5.2.1. Market estimates and forecast, 2016 - 2028 (USD Million)
- 5.3. 33-50 Years
 - 5.3.1. Market estimates and forecast, 2016 - 2028 (USD Million)
- 5.4. 51-65 Years
 - 5.4.1. Market estimates and forecast, 2016 - 2028 (USD Million)
- 5.5. Above 65 Years
 - 5.5.1. Market estimates and forecast, 2016 - 2028 (USD Million)

CHAPTER 6. TREEHOUSE GLAMPING MARKET: BOOKING MODE ESTIMATES & TREND ANALYSIS

- 6.1. Booking Mode Movement Analysis & Market Share, 2020 & 2028
- 6.2. Online
 - 6.2.1. Market estimates and forecast, 2016 - 2028 (USD Million)
- 6.3. Offline
 - 6.3.1. Market estimates and forecast, 2016 - 2028 (USD Million)

CHAPTER 7. TREEHOUSE GLAMPING MARKET: REGIONAL ESTIMATES & TREND ANALYSIS

7.1. Regional Movement Analysis & Market Share, 2020 & 2028

7.2. North America

7.2.1. Market estimates and forecast, 2016 - 2028 (USD Million)

7.2.2. Market estimates and forecast, by age group, 2016 - 2028 (USD Million)

7.2.3. Market estimates and forecast, by booking mode, 2016 - 2028 (USD Million)

7.2.4. U.S.

7.2.4.1. Market estimates and forecast, 2016 - 2028 (USD Million)

7.2.4.2. Market estimates and forecast, by age group, 2016 - 2028 (USD Million)

7.2.4.3. Market estimates and forecast, by booking mode, 2016 - 2028 (USD Million)

7.3. Europe

7.3.1. Market estimates and forecast, 2016 - 2028 (USD Million)

7.3.2. Market estimates and forecast, by age group, 2016 - 2028 (USD Million)

7.3.3. Market estimates and forecast, by booking mode, 2016 - 2028 (USD Million)

7.3.4. France

7.3.4.1. Market estimates and forecast, 2016 - 2028 (USD Million)

7.3.4.2. Market estimates and forecast, by age group, 2016 - 2028 (USD Million)

7.3.4.3. Market estimates and forecast, by booking mode, 2016 - 2028 (USD Million)

7.3.5. Italy

7.3.5.1. Market estimates and forecast, 2016 - 2028 (USD Million)

7.3.5.2. Market estimates and forecast, by age group, 2016 - 2028 (USD Million)

7.3.5.3. Market estimates and forecast, by booking mode, 2016 - 2028 (USD Million)

7.3.6. Spain

7.3.6.1. Market estimates and forecast, 2016 - 2028 (USD Million)

7.3.6.2. Market estimates and forecast, by age group, 2016 - 2028 (USD Million)

7.3.6.3. Market estimates and forecast, by booking mode, 2016 - 2028 (USD Million)

7.3.7. Ireland

7.3.7.1. Market estimates and forecast, 2016 - 2028 (USD Million)

7.3.7.2. Market estimates and forecast, by age group, 2016 - 2028 (USD Million)

7.3.7.3. Market estimates and forecast, by booking mode, 2016 - 2028 (USD Million)

7.4. Asia Pacific

7.4.1. Market estimates and forecast, 2016 - 2028 (USD Million)

7.4.2. Market estimates and forecast, by age group, 2016 - 2028 (USD Million)

7.4.3. Market estimates and forecast, by booking mode, 2016 - 2028 (USD Million)

7.4.4. Thailand

7.4.4.1. Market estimates and forecast, 2016 - 2028 (USD Million)

7.4.4.2. Market estimates and forecast, by age group, 2016 - 2028 (USD Million)

7.4.4.3. Market estimates and forecast, by booking mode, 2016 - 2028 (USD Million)

7.5. Central & South America

- 7.5.1. Market estimates and forecast, 2016 - 2028 (USD Million)
- 7.5.2. Market estimates and forecast, by age group, 2016 - 2028 (USD Million)
- 7.5.3. Market estimates and forecast, by booking mode, 2016 - 2028 (USD Million)
- 7.5.4. Costa Rica
 - 7.5.4.1. Market estimates and forecast, 2016 - 2028 (USD Million)
 - 7.5.4.2. Market estimates and forecast, by age group, 2016 - 2028 (USD Million)
 - 7.5.4.3. Market estimates and forecast, by booking mode, 2016 - 2028 (USD Million)

CHAPTER 8. COMPETITIVE ANALYSIS

- 8.1. Key Global Players, Recent Developments & Their Impact on The Industry
- 8.2. Key Company/Competition Categorization (Key innovators, Market leaders, Emerging players)
- 8.3. Vendor Landscape
 - 8.3.1. Key Company Market Share Analysis, 2020

CHAPTER 9. COMPANY PROFILES

- 9.1. Treehouse-Villas Thailand
 - 9.1.1. Company Overview
 - 9.1.2. Financial Performance
 - 9.1.3. Age Group Benchmarking
 - 9.1.4. Strategic Initiatives
- 9.2. Bangkok Tree House
 - 9.2.1. Company Overview
 - 9.2.2. Financial Performance
 - 9.2.3. Age Group Benchmarking
 - 9.2.4. Strategic Initiatives
- 9.3. Rabeang Pasak Treehouse Resort
 - 9.3.1. Company Overview
 - 9.3.2. Financial Performance
 - 9.3.3. Age Group Benchmarking
 - 9.3.4. Strategic Initiatives
- 9.4. Pai Treehouse
 - 9.4.1. Company Overview
 - 9.4.2. Financial Performance
 - 9.4.3. Age Group Benchmarking
 - 9.4.4. Strategic Initiatives
- 9.5. Keemala

- 9.5.1. Company Overview
- 9.5.2. Financial Performance
- 9.5.3. Age Group Benchmarking
- 9.5.4. Strategic Initiatives
- 9.6. Orion Tree Houses B&B
 - 9.6.1. Company Overview
 - 9.6.2. Financial Performance
 - 9.6.3. Age Group Benchmarking
 - 9.6.4. Strategic Initiatives
- 9.7. Mouling de la Jarousse
 - 9.7.1. Company Overview
 - 9.7.2. Financial Performance
 - 9.7.3. Age Group Benchmarking
 - 9.7.4. Strategic Initiatives
- 9.8. Costa Rica Tree House
 - 9.8.1. Company Overview
 - 9.8.2. Financial Performance
 - 9.8.3. Age Group Benchmarking
 - 9.8.4. Strategic Initiatives
- 9.9. Lala Mukha
 - 9.9.1. Company Overview
 - 9.9.2. Financial Performance
 - 9.9.3. Age Group Benchmarking
 - 9.9.4. Strategic Initiatives
- 9.10. Tree House Hideaway
 - 9.10.1. Company Overview
 - 9.10.2. Financial Performance
 - 9.10.3. Age Group Benchmarking
 - 9.10.4. Strategic Initiatives

List Of Tables

LIST OF TABLES

1. Treehouse glamping - Key market driver analysis
2. Treehouse glamping - Key market restraint analysis
3. Global treehouse glamping market estimates and forecast from 18-32 years, 2016 - 2028 (USD Million)
4. Global treehouse glamping market estimates and forecast from 33-50 years, 2016 - 2028 (USD Million)
5. Global treehouse glamping market estimates and forecast from 51-65 years, 2016 - 2028 (USD Million)
6. Global treehouse glamping market estimates and forecast from above 65 years, 2016 - 2028 (USD Million)
7. Global treehouse glamping market estimates and forecast from online booking mode, 2016 - 2028 (USD Million)
8. Global treehouse glamping market estimates and forecast from offline booking mode, 2016 - 2028 (USD Million)
9. North America treehouse glamping market estimates and forecast, 2016 - 2028 (USD Million)
10. North America treehouse glamping market revenue estimates and forecast by age group, 2016 - 2028 (USD Million)
11. North America treehouse glamping market revenue estimates and forecast by booking mode, 2016 - 2028 (USD Million)
12. U.S. treehouse glamping market estimates and forecast, 2016 - 2028 (USD Million)
13. U.S. treehouse glamping market revenue estimates and forecast by age group, 2016 - 2028 (USD Million)
14. U.S. treehouse glamping market revenue estimates and forecast by booking mode, 2016 - 2028 (USD Million)
15. Europe treehouse glamping market estimates and forecast, 2016 - 2028 (USD Million)
16. Europe treehouse glamping market revenue estimates and forecast by age group, 2016 - 2028 (USD Million)
17. Europe treehouse glamping market revenue estimates and forecast by booking mode, 2016 - 2028 (USD Million)
18. France treehouse glamping market estimates and forecast, 2016 - 2028 (USD Million)
19. France treehouse glamping market revenue estimates and forecast by age group, 2016 - 2028 (USD Million)

20. France treehouse glamping market revenue estimates and forecast by booking mode, 2016 - 2028 (USD Million)
21. Italy treehouse glamping market estimates and forecast, 2016 - 2028 (USD Million)
22. Italy treehouse glamping market revenue estimates and forecast by age group, 2016 - 2028 (USD Million)
23. Italy treehouse glamping market revenue estimates and forecast by booking mode, 2016 - 2028 (USD Million)
24. Spain treehouse glamping market estimates and forecast, 2016 - 2028 (USD Million)
25. Spain treehouse glamping market revenue estimates and forecast by age group, 2016 - 2028 (USD Million)
26. Spain treehouse glamping market revenue estimates and forecast by booking mode, 2016 - 2028 (USD Million)
27. Ireland treehouse glamping market estimates and forecast, 2016 - 2028 (USD Million)
28. Ireland treehouse glamping market revenue estimates and forecast by age group, 2016 - 2028 (USD Million)
29. Ireland treehouse glamping market revenue estimates and forecast by booking mode, 2016 - 2028 (USD Million)
30. Asia Pacific treehouse glamping market estimates and forecast, 2016 - 2028 (USD Million)
31. Asia Pacific treehouse glamping market revenue estimates and forecast by age group, 2016 - 2028 (USD Million)
32. Asia Pacific treehouse glamping market revenue estimates and forecast by booking mode, 2016 - 2028 (USD Million)
33. Thailand treehouse glamping market estimates and forecast, 2016 - 2028 (USD Million)
34. Thailand treehouse glamping market revenue estimates and forecast by age group, 2016 - 2028 (USD Million)
35. Thailand treehouse glamping market revenue estimates and forecast by booking mode, 2016 - 2028 (USD Million)
36. Central & South America treehouse glamping market estimates and forecast, 2016 - 2028 (USD Million)
37. Central & South America treehouse glamping market revenue estimates and forecast by age group, 2016 - 2028 (USD Million)
38. Central & South America treehouse glamping market revenue estimates and forecast by booking mode, 2016 - 2028 (USD Million)
39. Costa Rica treehouse glamping market estimates and forecast, 2016 - 2028 (USD Million)

40. Costa Rica treehouse glamping market revenue estimates and forecast by age group, 2016 - 2028 (USD Million)

41. Costa Rica treehouse glamping market revenue estimates and forecast by booking mode, 2016 - 2028 (USD Million)

42. Vendor landscape

List Of Figures

LIST OF FIGURES

1. Treehouse glamping market snapshot
2. Treehouse glamping market segmentation & scope
3. Treehouse glamping market penetration & growth prospect mapping
4. Treehouse glamping value chain analysis
5. Treehouse glamping market dynamics
6. Treehouse glamping market Porter's analysis
7. Treehouse glamping market: Age Group movement analysis
8. Treehouse glamping market: Booking Mode movement analysis
9. Treehouse glamping market: Regional movement analysis
10. Treehouse glamping market: Estimated market share analysis, 2020

I would like to order

Product name: Treehouse Glamping Market Size, Share & Trends Analysis Report By Age Group (18-32 Years, 33-50 Years, 51-65 Years, Above 65 Years), By Booking Mode, By Region, And Segment Forecasts, 2021 - 2028

Product link: <https://marketpublishers.com/r/T75013D689F5EN.html>

Price: US\$ 3,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/T75013D689F5EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970