

# Glamping Market Outlook 2025-2034: Market Share, and Growth Analysis By Type (Family Travel, Enterprise Travel), By Accommodation (Cabins and Pods, Tents, Yurts, Treehouses, Other Accommodation), By Consumer Orientation, By Size, By End-User

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## Abstracts

The Glamping Market is valued at USD 4.1 billion in 2025 and is projected to grow at a CAGR of 13.2% to reach USD 12.5 billion by 2034.

### Glamping Market Overview

Glamping, a portmanteau of 'glamorous' and 'camping,' has evolved from a niche luxury travel trend into a mainstream alternative tourism segment. It blends the experience of nature with the comforts of high-end accommodation, appealing to a growing base of travelers seeking sustainability, authenticity, and unique experiences. The glamping market has gained significant traction globally, driven by shifting consumer preferences toward experiential travel and eco-conscious lifestyles. Millennials and Gen Z, in particular, have fueled the demand by prioritizing socially responsible tourism and Instagram-worthy destinations. Operators are diversifying offerings with treehouses, yurts, safari tents, domes, and even underwater pods, catering to a wide range of adventure-seekers and luxury travelers. In addition to leisure tourists, corporate retreats and wellness tourism have also begun integrating glamping options, further expanding the market reach. As travel rebounds post-pandemic, the glamping sector is witnessing renewed interest from investors, hospitality chains, and independent developers. The convergence of outdoor adventure, boutique hospitality, and digital detox experiences is poised to keep the market on a strong upward trajectory. The glamping market saw

continued momentum with a surge in demand for off-grid, eco-friendly accommodations. Innovations centered on sustainable design, such as solar-powered tents and compostable facilities, became standard across high-end glamping sites. The market also observed a notable increase in mobile and pop-up glamping experiences, especially during festivals and seasonal events. Tech integration was a key theme with many operators offering app-based booking, personalized concierge services, and virtual reality previews of destinations. Partnerships between luxury travel brands and glamping operators became more common, creating immersive packages that combine wellness, nature, and exclusivity. In Europe and North America, rural regeneration initiatives included grants and incentives to set up glamping businesses, especially in less-traveled areas. Meanwhile, Asia-Pacific emerged as a growth hotspot, with countries like Japan, Indonesia, and Australia investing in glamping infrastructure to attract high-spending tourists. The trend toward multigenerational travel also spurred demand for family-friendly glamping facilities, resulting in more diverse accommodation designs and activity offerings. The glamping market is expected to continue its upward climb, supported by evolving consumer behavior and increasing institutional investments. Technological advancements in sustainable architecture, such as carbon-neutral building materials and AI-powered maintenance systems, are expected to elevate operational efficiency and environmental responsibility. Future developments will likely focus on hyper-personalization, with data-driven insights enabling operators to curate unique experiences based on guest preferences. Additionally, the integration of wellness programs, including forest bathing, digital detox retreats, and biohacking therapies, will strengthen glamping's position in the health and wellness tourism segment. Government-backed ecotourism policies and land-use reforms are anticipated to encourage the development of more glamping zones, especially in biodiversity-rich areas. The Middle East and Africa are projected to gain prominence in the market, with desert and savanna-based luxury camps drawing interest from international travelers. As sustainability becomes a core pillar of tourism development strategies, glamping is well-placed to offer scalable, low-impact solutions for the future of travel.

## Key Insights Glamping Market

Luxury wellness experiences are being integrated into glamping stays, including spa services, meditation pods, and nature immersion programs, appealing to health-conscious travelers.

Architectural innovation is redefining glamping structures, with floating domes, modular pods, and biophilic design gaining popularity for aesthetic and environmental value.

Multi-generational and family-centric glamping packages are rising, offering group-focused accommodations and child-friendly outdoor activities to meet changing travel patterns.

AI and IoT technologies are being used for personalized guest experiences, energy monitoring, and predictive maintenance, enhancing operational efficiency.

Festival and event-based glamping continues to gain momentum, especially for music, wellness, and art festivals seeking upscale camping solutions for attendees.

Rising demand for experiential and nature-based travel is shifting consumer focus from traditional hotels to immersive, outdoor stays.

Growing environmental awareness and desire for low-impact tourism are encouraging eco-friendly glamping developments over conventional resorts.

Increased investment by hospitality brands and venture capital firms is fueling market expansion and innovation in glamping infrastructure.

Digital nomadism and remote work trends are driving interest in glamping destinations that offer serene environments with high-speed connectivity.

Seasonal dependency and weather unpredictability pose operational challenges for glamping sites, impacting occupancy rates and profitability during off-peak periods.

## Glamping Market Segmentation

### By Type

Family Travel

Enterprise Travel

## By Accommodation

Cabins and Pods

Tents

Yurts

Treehouses

Other Accommodation

## By Consumer Orientation

Male

Female

Kids

## By Size

4-Person

2-Person

Other Sizes

## By End-User

Consumers

Events

## Key Companies Analysed

Collective Retreats

Tentrr

Eco Retreats

Baillie Lodges

Nightfall Camp Pty Ltd.

Tanja Lagoon Camp

Paperbark Camp

The Glamping Orchard

GlamXperience

Under Canvas Inc.

Sawday's Canopy & Stars Ltd.

Teapot Lane Glamping

Wildman Wilderness Lodge

Glamping La Cepa

BIGHEAD glamping tents

AutoCamp

Longitude 131

Shinta Mani Wild

Kachi Lodge

Bubbletent Australia

## Glamping Market Analytics

The report employs rigorous tools, including Porter's Five Forces, value chain mapping, and scenario-based modeling, to assess supply–demand dynamics. Cross-sector influences from parent, derived, and substitute markets are evaluated to identify risks and opportunities. Trade and pricing analytics provide an up-to-date view of international flows, including leading exporters, importers, and regional price trends.

Macroeconomic indicators, policy frameworks such as carbon pricing and energy security strategies, and evolving consumer behavior are considered in forecasting scenarios. Recent deal flows, partnerships, and technology innovations are incorporated to assess their impact on future market performance.

## Glamping Market Competitive Intelligence

The competitive landscape is mapped through OG Analysis' proprietary frameworks, profiling leading companies with details on business models, product portfolios, financial performance, and strategic initiatives. Key developments such as mergers & acquisitions, technology collaborations, investment inflows, and regional expansions are analyzed for their competitive impact. The report also identifies emerging players and innovative startups contributing to market disruption.

Regional insights highlight the most promising investment destinations, regulatory landscapes, and evolving partnerships across energy and industrial corridors.

## Countries Covered

North America — Glamping market data and outlook to 2034

United States

Canada

Mexico

Europe — Glamping market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

Asia-Pacific — Glamping market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

Middle East and Africa — Glamping market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Glamping market data and outlook to 2034

Brazil

Argentina

Chile

Peru

*\* We can include data and analysis of additional countries on demand.*

## Research Methodology

This study combines primary inputs from industry experts across the Glamping value chain with secondary data from associations, government publications, trade databases, and company disclosures. Proprietary modeling techniques, including data triangulation, statistical correlation, and scenario planning, are applied to deliver reliable market sizing and forecasting.

## Key Questions Addressed

What is the current and forecast market size of the Glamping industry at global, regional, and country levels?

Which types, applications, and technologies present the highest growth potential?

How are supply chains adapting to geopolitical and economic shocks?

What role do policy frameworks, trade flows, and sustainability targets play in

shaping demand?

Who are the leading players, and how are their strategies evolving in the face of global uncertainty?

Which regional “hotspots” and customer segments will outpace the market, and what go-to-market and partnership models best support entry and expansion?

Where are the most investable opportunities—across technology roadmaps, sustainability-linked innovation, and M&A—and what is the best segment to invest over the next 3–5 years?

## Your Key Takeaways from the Glamping Market Report

Global Glamping market size and growth projections (CAGR), 2024-2034

Impact of Russia-Ukraine, Israel-Palestine, and Hamas conflicts on Glamping trade, costs, and supply chains

Glamping market size, share, and outlook across 5 regions and 27 countries, 2023-2034

Glamping market size, CAGR, and market share of key products, applications, and end-user verticals, 2023-2034

Short- and long-term Glamping market trends, drivers, restraints, and opportunities

Porter’s Five Forces analysis, technological developments, and Glamping supply chain analysis

Glamping trade analysis, Glamping market price analysis, and Glamping supply/demand dynamics

Profiles of 5 leading companies—overview, key strategies, financials, and products

Latest Glamping market news and developments

## Additional Support

With the purchase of this report, you will receive

An updated PDF report and an MS Excel data workbook containing all market tables and figures for easy analysis.

7-day post-sale analyst support for clarifications and in-scope supplementary data, ensuring the deliverable aligns precisely with your requirements.

Complimentary report update to incorporate the latest available data and the impact of recent market developments.

*\* The updated report will be delivered within 3 working days*

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