

# **Glamping Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmented By Accommodation (Cabins & Pods, Tents, Treehouses, Yurts, Others), By Size (Less Than 3 People, 3-5 People, More Than 5 People), By Purpose Type (Leisure Entertainment, Wedding, Corporate, Others), By Region, Competition**

<https://marketpublishers.com/r/GE04CC1D7F36EN.html>

Date: September 2023

Pages: 188

Price: US\$ 4,900.00 (Single User License)

ID: GE04CC1D7F36EN

## **Abstracts**

The global glamping market is expected to grow owing to the increasing influence of social media among consumers with the raising awareness about glamping. Moreover, significant discounts as well as appealing holiday packages given by travel sites are predicted to have a favorable impact on the market. Furthermore, preferences for experiences over traditional comfort and commodities, availability of time, and customer willingness to pay for luxury travel are some of the factors that will enhance industry growth during the forecast period.

Glamping is a combination of the terms 'glamorous' and 'camping,' and it refers to a type of camping that includes amenities and, in some cases, resort-style services that are not typically associated with 'traditional' camping. Moreover, glamping provides amenities such as Wi-Fi, bars, electricity, beds, spas, restrooms, indoor plumbing access, and housekeeping services. These accommodations make use of the natural surroundings to provide eco-friendly spaces and sustainable tourism. There are various types of accommodations offered by glamping services such as cabins & pods, tents, treehouses, yurts, others.

According to the Pitchup.com report, advanced bookings for 2022 was 200% high from the year 2021, defines that a large proportion of first-time campers and glampers who

booked a short outdoor staycation have converted on large scale. Moreover, as compared with 2018-19 arrivals, the average booking time increased from 29 to 35 days mainly for lodges, cabins and pods in 2021. Further, the study states that glamping trends are growing consistently worldwide, with Europe holding the majority share of around 35%. Thus, with increasing popularity of glamping among consumers across the globe is expected to boost the demand for glamping during the forecast period.

### Rising Trend of Glamping for Various Activities Boosted Market Growth

The industry of glamping is increasing owing to the growing popularity of outdoor music festivals, luxury camping, destination weddings, and large group trips. Younger generations are especially interested in communal glamping option that allow them to be with their friends in cabins or pods, or the use of tents or yurts around a common area for socialization. Furthermore, people are becoming more interested in glamping as their demand for comfortable stays in naturalistic environments is also growing. Moreover, glamping is offering outdoor enthusiasts an upgraded experience of rest and recreation by providing high levels of service and a selection of amenities which is also expected to drive the market. Thus, the rising trend of glamping among millennial consumers is expected to drive market growth.

### Environmental Awareness Activities Through Glamping

The glamping sites are largely surrounded by natural, sustainable materials, which are present in the environment. Moreover, the company owns assets such as campervans, tents, and cottages etc. by recycling or upcycling offers vintage or retro services. Furthermore, depending on the type of glamping business, it can assist consumers avoid pre-packaged and processed food products, reducing waste by providing access to farm shops, tiny local shops, and so on. Various glamping companies incorporate products that encourage environmental awareness into its daily operations, such as environment- friendly cleaning products, solar and wind power, and so on.

With growing consciousness to protect the environment, glamping is a great way to experience fun with nature without harming it, which is driving the market expansion during the forecast period. It demonstrates that it is possible to develop healthy, environment- friendly tourism and sustainable travel through glamping.

### Increasing Influence of Social Media Influence Among Consumers Driving the Market Growth

One of the major factors fueling the expansion of the glamping market is the increasing use of social media among consumers. It is important to create an impact on social media platforms as glamping is a part of leisure industry. Some glamping owners make effective use of interesting video content on guided tours, beautiful venue images, sunset shots, activity images and many others, to create a compelling story about their site's unique features. Moreover, advertisement on social media is also promoting the glamping industry across the globe.

The rapid spread of social media, particularly through Instagram, has boosted the glamping industry. In 2022, there were around 4.62 billion active social media users globally which can be influenced by glamping owners through several collaborations with social media influencers, etc. Therefore, companies are focusing on advertisement on social media platforms in order to promote their business, hence driving overall demand globally.

## Market Segmentation

The global glamping market is segmented based on accommodation, size and purpose type. The market is divided into cabins & pods, tents, treehouses, yurts, and others, based on accommodation. Based on size, the market is segmented into less than 3 people, 3-5 people, more than 5 people. Based on purpose type, the market is further split into leisure entertainment, wedding, corporate, others. The market analysis also studies the regional segmentation to devise regional market segmentation, divided among North America, Europe, Asia-Pacific, South America, and Middle East & Africa.

## Company Profiles

Collective Hotels and Retreats, Inc., Tentrr, Inc., Nightfall Camp Pty Ltd., Coastal Wilderness Ventures (Tanja Lagoon Camp), Under Canvas Inc., Sawday's Canopy & Stars Ltd., Teapot Lane Glamping LTD., Bourne Leisure Holdings Limited, The Glamping Orchard, and Valley Yurts Ltd are among the major market players in the global platform that lead the market growth of the global glamping market.

## Report Scope:

In this report, the global glamping market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### Global Glamping Market, By Accommodation:

Cabins & Pods

Tents

Treehouses

Yurts

Others

Global Glamping Market, By Size:

Less Than 3 People

3-5 People

More Than 5 People

Global Glamping Market, By Purpose Type:

Leisure Entertainment

Wedding

Corporate

Others

Global Glamping Market, By Region:

Europe

Germany

France

United Kingdom

Italy

Spain

North America

United States

Canada

Mexico

Asia-Pacific

China

India

Japan

South Korea

Australia

South America

Brazil

Argentina

Colombia

Middle East & Africa

Saudi Arabia

UAE

South Africa

## Turkey

### Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Glamping Market.

### Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

### Company Information

Detailed analysis and profiling of additional market players (up to five).

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