

EXCLUSIVE GLAMPING RESORTS, NEXT GENERATION!

1 februari 2023

We can't stop believing the latest figures about the rapid growth of holidays in our own country. Where has the time gone of the annual lament about the poor occupation during the summer holidays? Fifteen years ago, Pleasureworld demanded full attention by announcing that the traditional camping site would disappear.

Wasn't the main reason the bad weather conditions, which were often put forward as an excuse, or a lousy product that the uninspiring RECRON Campings put on the market. A colossal flight abroad followed and there was an advance of the Bungalow and Chalet parks. The campsite was in heavy weather. Our own country has never been so popular as a holiday destination these days. Traditional camping companies have started to innovate en masse and have prominently advertised 'Glamorous Camping' as a USP.

Camping is sexy again and, partly due to the luxurious accommodations, a popular rental object with a high occupancy rate and proportional returns. The result is that larger players in the rental market are also adding this 'Glamping' concept to the existing range of traditional bungalows and thus leveling the 'Glamping' concept. Too much of the same causes price erosion and a surrogate product. Glamping is not a camping field with 25 Glamping accommodations or a few Tiny Houses in a row...

How is the campsite doing now? The future looks different, camping will become exclusive and will evolve into a luxury holiday. Scarcity determines the price and it will only be a few years before we camp in pure luxury with a corresponding rental price that will rise above that of the traditional bungalow or chalet. Camping pitches are becoming scarce and we see enormous opportunities for exclusive small-scale camping companies with an implemented Glamping concept in its purest form as Next Generation. Do you know... the first luxury small-scale Glamping Resorts are already appearing!

In 2022, Glamping is no longer something for the happy few, but rather a new standard for camping. Partly fueled by the changing holiday behavior due to the Corona crisis, we predict that the Glamping market will continue to grow and therefore we thought it was high time to make an overview of all the important players in our market. An overview in which you can see at a glance where you need to be in the Glamping industry.

Want to know more about the Glamping (R)Evolution? Read more in Pleasureworld's latest Trend Special, which can be ordered here <https://pleasureworld.nl/publicaties-overzicht> . This Trend Special offers the most complete overview of unique 'Glamping accommodations', the National Glamping Survey 2022, trend articles and background stories from practice.