

# RESULTS NATIONAL GLAMPING SURVEY 2022

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**The first National Glamping survey was conducted in the summer of 2022 by Travelmark among guests and visitors of Vacanze col Cuore-Papillon Country Resort, Glamping.nl and Campingnavigator.com. Two surveys were sent, one to B2B contacts (campsites in NL) and one to consumers (Vacanze col Cuore, Glamping.nl, Campingnavigator.com).**

The research was conducted to find out what needs there are among holidaymakers with regard to our industry and to what extent recreational entrepreneurs are responding to this. Ultimately, this research will have to become a recurring project in order to continue to indicate the trends in our sector in the Netherlands and to provide the staff with good data.

## **A number of results from this study, aimed at B2C**

The results of this study and the 'Glamping market analysis, grand view research 2019' show that there were 2.1 billion Glamping accommodations available in 2018, the prediction is that this will increase by 12 each year. .5% continues to grow, bringing the total market to 4.5 billion by 2025.

## **Top 3**

Almost 60% of visitors prefer small-scale Glamping locations, which in their opinion contribute more to the overall experience, a large park is a no go with 2% when it comes to Glamping. From the results, number two as the most popular Glamping theme is a Glamping location where dogs are welcome. Offering extra luxury is in third place, a trend that we have seen emerging strongly in recent years, the visitor is now looking for the same or more luxury than at home while retaining the camping feeling.

Current trends show that the top three most popular Glamping accommodations consist of the Safari tent at number 1, Lodge tent at number 2 and the Airlodge at number 3. Respondents from this survey agree. In addition, more than 30% indicate a preference for Mobile homes on holiday parks, which in this survey has resulted in the number two preference for accommodation type.

## **What trends can we expect in the coming years?**

Trends that can be expected in the short term, for the coming year, consist of the focus on eco tourism, sustainability and zero footprint travel. Visitors are already showing a clear shift in this, which entrepreneurs are also anticipating with various sustainability solutions such as circular and modular construction, but also, for example, the reuse of 'old' material.

In addition, so-called 'wellness tourism' is on the rise. This is also reflected in the respondents' responses to the question of which facilities are important to them. Here, 40% of the respondents indicate that wellness is important during a Glamping stay.

In August this year (2022) the new Glamping section at the Lowlands Festival in Biddinghuizen was very popular. This trend in Glamping stays at festivals will certainly be one to keep an eye on. In this way, you as an entrepreneur can broaden your commercial reach beyond the holiday sector.

## **Full results**

The results of the study can be found in full in the Trend Special 'The Glamping (R)Evolution' which can be ordered at [www.pleasureworld.nl/publicaties](http://www.pleasureworld.nl/publicaties).

## **About the Trend Special 'The Glamping (R)Evolution'**

In 2022, Glamping is actually 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. As a result, we thought it was high time to make an overview of all the important players in our market. The Trend Special offers an overview in which you can see at a glance where you should be in the Glamping industry, the National Glamping survey 2022, trend articles and background stories from practice. The Trend Special is published by Pleasureworld - Hans van Leeuwen. In collaboration with Glamping.nl - Richard Otten & Capmo Media - Linda Fijma

*Thanks to:*

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