

# Glamping Trends Report

A forward-looking, data-driven report for existing and future glamping owners and landowners across the UK



# An introduction

Twenty years ago, 'glamping' was a novel concept. Today it stands as a thriving sector within the UK's hospitality industry, and the next five years present an unprecedented opportunity for holiday let owners, landowners, and glamping operators.

The data in this report makes one thing clear: demand is not simply growing, it is diversifying. Guests now arrive with higher expectations, wider budgets, and a genuine desire for experiences far beyond traditional camping and hotels.

This report is not just about where the market stands today, it also explores emerging trends and the immense opportunities that lie ahead.

At Glampingstays, our mission is to match guests to the right properties, whilst equipping owners with the best tools, visibility and support they need to enhance their offering.

Whether already an owner or considering a venture into the glamping sector for the first time, the findings of this report provide both a deep dive into the current market and maps out the trends and opportunities that will shape the sector's future to help your business to thrive in the years to come.



# About this report

This report combines a nationally representative survey of 1,502 UK adults<sup>3</sup>, five years of booking and consumer data<sup>4</sup> from Travel Chapter (parent company of Glampingstays) and ten future-focused trend frameworks developed by consumer intelligence agency Trajectory<sup>5</sup>. These insights offer a detailed view of the UK glamping sector's future direction, highlighting both immediate and long-term opportunities for holiday lets. The full methodology and sources can be found on the penultimate page of this report.



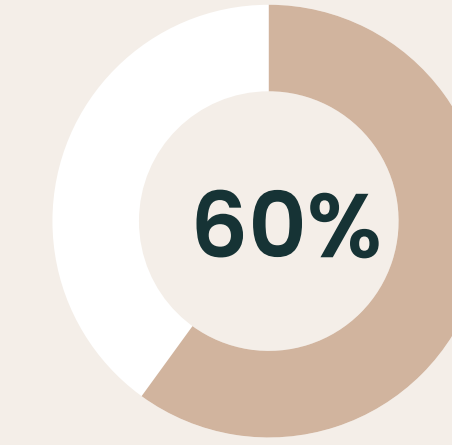
£380M



01

## The market is booming

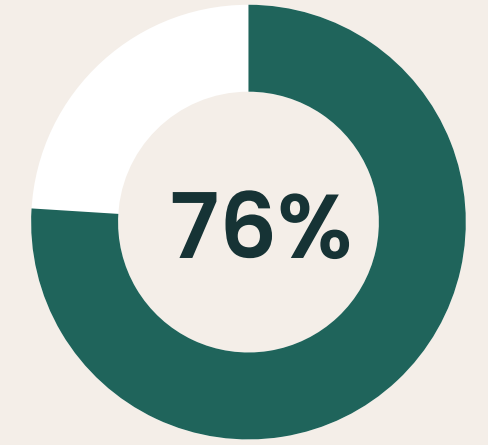
The UK glamping market could reach £350 - £380 million by 2032<sup>1</sup>, driven by sustained consumer demand and product innovation.



02

## Demand is broad

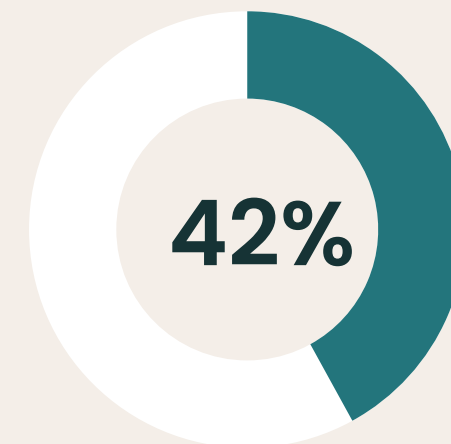
60% of UK adults<sup>2</sup> have either been glamping or plan to. This number rises to 81% among Gen Z and 76% among millennials – giving owners an indication that this is a market with longevity.



03

## Guests will pay for elevated extras

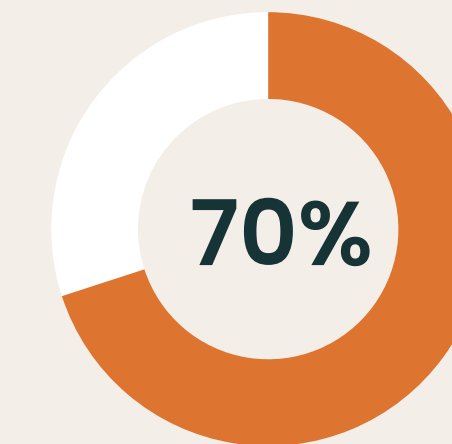
76% of consumers interested in glamping<sup>2</sup> say they are likely or very likely to pay more for added comfort such as hotel-quality mattress and luxury bedding.



04

## Value drives decisions

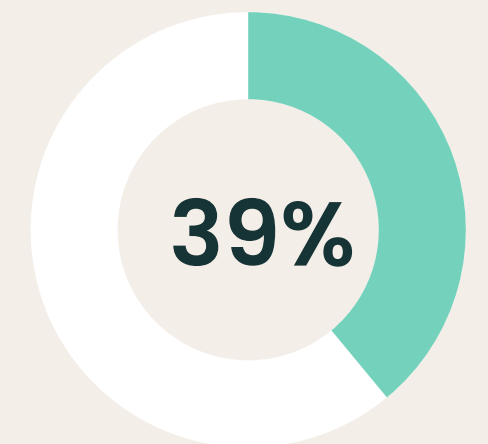
42% of UK holidaymakers<sup>2</sup> say getting good value for money is their primary holiday priority. They differentiate this from paying the lowest price – consumers want quality worth paying for.



05

## Britain is the destination

70% of adults want to see more of Britain<sup>2</sup> and glamping is uniquely positioned to unlock the country's hidden landscapes.



06

## Experiences are essential

39% of potential glampers<sup>2</sup> say guided nature activities would make a future trip more appealing, with wellness (37%) and cultural experiences (33%) close behind.



Glamping:

# Two decades of growth and a vision for the future

The term 'glamping' first appeared in the UK in 2006, and by 2016 had earned its place in the Oxford English Dictionary. Over the past two decades, the sector has transformed from a luxurious, somewhat quirky camping alternative into a mainstream, multi-million-pound segment of the UK hospitality industry.

In fact, Travel Chapter's data shows that average nightly rates for glamping accommodation now outpace broader holiday letting averages<sup>4</sup>, with a tendency for short stays attracting a nightly premium. In addition, consumer willingness to pay more for the right amenities and experiences has never been stronger.

As we reach this 20-year milestone, Glampingstays is looking ahead to the future by identifying ten key trends that will shape the next chapter of industry, offering practical, data-backed guidance for owners and operators aiming to stay ahead of the curve.



**2006**  
Introduced

**2016**  
Recognised

**2026**  
Booming

# The trends shaping the future of glamping: **Lifestyle and demographics**

## Last minute



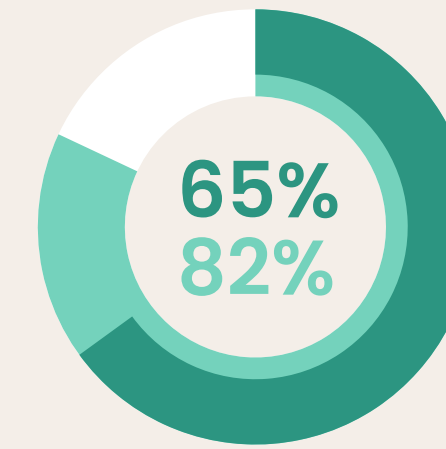
### Trend 1: Deregulation of life

Our lives are becoming increasingly deregulated, with more diversity in how we spend our time and leisure. Hybrid working, flexible schedules and the rise of the 'time millionaire' – affluent consumers prioritising time over traditional career patterns – mean people are no longer confined to traditional holiday windows. Last-minute bookings are rising; Travel Chapter data shows a meaningful proportion of glamping stays are booked fewer than 14 days before arrival, with this figure consistently exceeding 30% of bookings<sup>4</sup> in the first quarter of the last three years. **Across the wider UK population, 64% of adults have booked a holiday last minute<sup>2</sup>** citing the need to recharge as a top driver for doing so.

#### Staying ahead of the trend:

*“Offer flexible mid-week arrival dates, last-minute availability, and reduce minimum stay requirements in shoulder seasons to help capture spontaneous bookers. In your marketing, highlight the ease of glamping – no airport hassles, ready-to-go accommodation and home-comforts, including Wi-Fi and work friendly spaces to attract digital nomads and remote workers.”*

## Child free



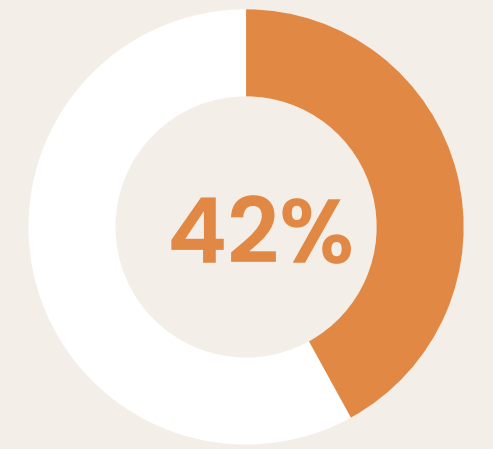
### Trend 2: The changing meaning of age

Life stages traditionally took a linear path from young adult to parent and eventually retiree. The lines are now starting to blur with affluent empty nesters and pre-retirement consumers being wealthier and healthier than ever before, leading them to seek new experiences. Meanwhile, younger consumers on average have more pre-family leisure time. Millennials are by far the most likely generation to travel with young children<sup>2</sup>, while Gen X and baby boomers increasingly drive couples-only and multi-generational trips. **Travel Chapter data shows a significant share of glamping bookings do not include children (65-82% depending on time of year)<sup>4</sup>**, pointing to strong adult-focused demand.

#### Staying ahead of the trend:

*“Design distinct offerings for adult-only retreats and multi-generational groups. Child-free escapes, romantic breaks and grandparent-inclusive packages all represent underserved segments with strong spending power. Consider different size options including smaller accommodations for couples, and larger options for cross-generational trips.”*

## Good value



### Trend 3: Varied consumer demand

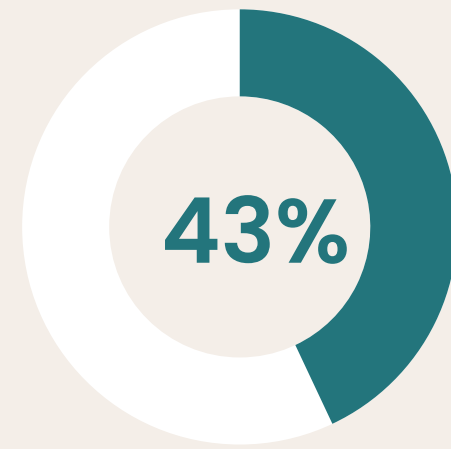
No single glamping customer is the same. Differences in economic experience, values and travel preferences are widening and fragmenting the consumer landscape. **42% of UK holiday consumers<sup>2</sup> prioritise good value for money;** they don't, however, conflate that with finding the cheapest possible price, with only 15% of those surveyed considering it their main priority. Travel Chapter data shows average stay lengths and price points across glamping accommodations vary considerably<sup>4</sup>, reflecting this diversity.

#### Staying ahead of the trend:

*“Not all glamping offers will appeal to everyone and that's okay. Identify your core customer segment clearly and tailor your product, pricing and communications accordingly. To appeal to a wider range of consumers, consider tiered pricing (e.g. off-peak deals, premium add-ons) to serve multiple segments without diluting your core offer.”*

# The trends shaping the future of glamping: **Escape, discovery and technology**

## Break from routine



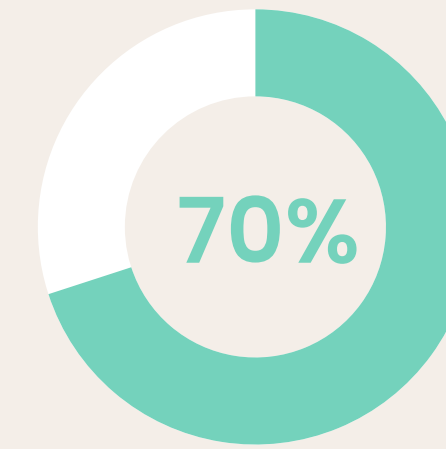
### Trend 4: The joy of missing out

As consumers experience ever-greater demands on their attention and time, a growing number are actively seeking escapes from the noise. For glamping, this is a core competitive advantage as **43% of UK holiday planners<sup>2</sup> say a complete break from routine is their primary holiday desire**, and 38% prioritise recharging mental and physical wellbeing<sup>2</sup>. Glamping's natural settings are perfectly placed to meet this demand. Only 12% of potential glampers say their main motivation for a glamping holiday is to completely disconnect from technology<sup>2</sup>, so this trend doesn't eliminate the need for amenities and comforts.

#### Staying ahead of the trend:

*"Emphasise peace, nature and a change of pace in your marketing. The key differentiator between glamping and camping is important here with glamping removing the complexity that comes with camping. Showcase glamping as a hassle-free antidote to the always-on world, while still providing home comforts."*

## Staycation



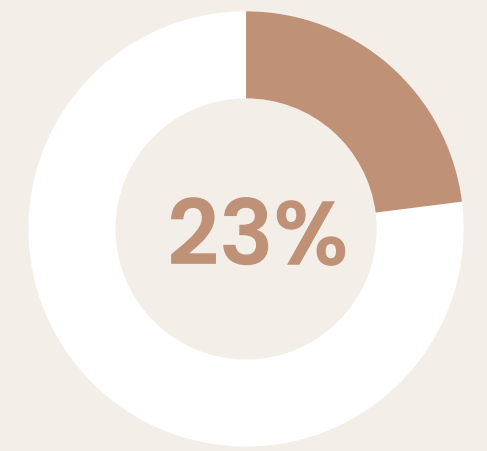
### Trend 5: Discovering Britain

UK consumers show a keen interest in exploring their own country. **70% of those surveyed want to see more of the country**, while 68% say the UK offers true getaways without the added cost of travelling abroad<sup>2</sup>, and 65% say holidaying in the UK spares them airport stress<sup>2</sup>. Beyond this 58% holiday in the UK once a year, with 30% doing so multiple times<sup>2</sup>. Visit Britain data shows strong and sustained quarterly growth in domestic overnight trips<sup>6</sup>. Nature tourism and agri-tourism are especially well-placed to capitalise on this trend, offering experiences that are authentically British and impossible to replicate abroad.

#### Staying ahead of the trend:

*"The data indicates a trend in consumers taking additional breaks in the UK which sit alongside the main holiday taken annually. Tap into this market by celebrating your location's unique character – think local wildlife, landscapes, heritage and food which create compelling stories that attract visitors to the area. Market your site as a destination in its own right, rather than just offering accommodation."*

## Stay Connected



### Trend 6: AI discoveries

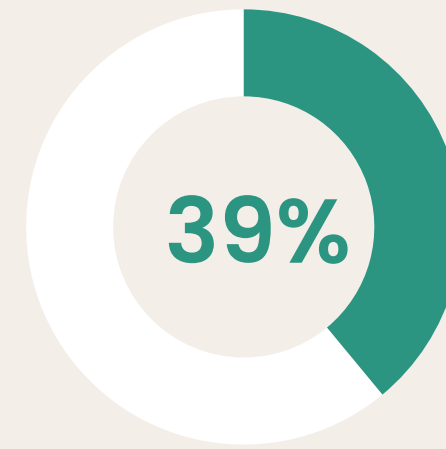
How consumers discover holiday experiences is changing fast. Social media algorithms already shape where people go, and AI assistants and agents are increasingly influential in holiday planning. While 12% are looking to disconnect entirely on a stay, in the next five years, **23% of adults with an interest in glamping say they actually want better technology integration at glamping sites such as smart features, AI-powered assistance and reliable high-speed Wi-Fi**. Generative engine optimisation (GEO), which ensures your property ranks well in AI-powered searches, is becoming as important as traditional search engine optimisation (SEO). For owners of glamping holiday lets, this means your web presence, reviews and content all need to be structured with AI readability in mind.

#### Staying ahead of the trend:

*"Younger audiences are increasingly likely to derive inspiration and advice from LLMs (large language models such as ChatGPT, Claude and Gemini). Invest in your digital footprint: detailed listings, strong reviews, rich photography and accurate FAQs. Work with platforms like Glampingstays that prioritise search visibility and AI-optimised discovery."*

# The trends shaping the future of glamping: **Experience and quality**

## Connect with nature



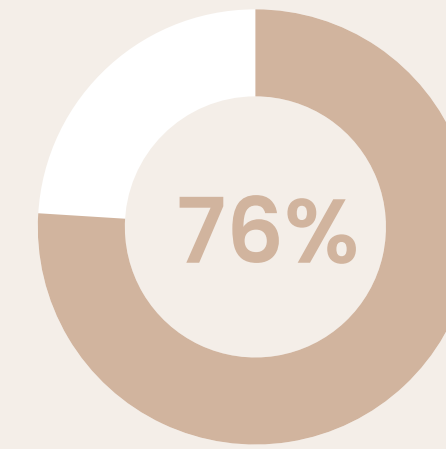
### Trend 7: Demand for experiences

Experiences now play a central role in how UK consumers allocate their leisure spending, and glamping is well-positioned to meet this demand. **39% of consumers who said they are interested in glamping<sup>2</sup> say guided nature activities (foraging, stargazing, wildlife spotting) would make a future trip more appealing.** Wellness activities (yoga, meditation, forest bathing) attract 37%<sup>2</sup>, with cultural tours (33%<sup>2</sup>), farm-to-table dining (33%<sup>2</sup>) and adventure sports (28%<sup>2</sup>) close behind. Demand for unique experiences increases significantly with income: 80% of those earning over £83,000<sup>2</sup> consider them important or very important when planning a trip.

#### Staying ahead of the trend:

*"While traditional holiday lets are seen as home-away-from-home stays, glamping is uniquely positioned to offer a unique experience for an elevated special occasion or celebration. Layer your basic offering with additional curated experiences to turn your glamping offering into more than accommodation – make it the destination."*

## Quality comforts



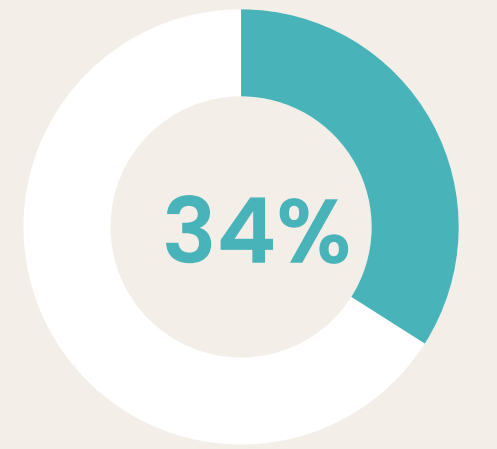
### Trend 8: Premiumisation

Consumers are hungry for premium experiences, even at accessible price points. Guests are willing to pay more when they perceive value: **76% of those interested in glamping<sup>2</sup> say they would pay more for hotel-quality comfort,** and the majority would pay extra for wood burners, hot tubs, super-fast Wi-Fi and outdoor kitchens (see page 10 for full data). Among individuals earning over £83,000, willingness to pay more rises to an average of 81% across all amenities<sup>2</sup>.

#### Staying ahead of the trend:

*"Invest in the amenities guests value the most. Even one or two targeted upgrades – quality bedding, a wood burner, a hot tub – can see glampers justify additional costs and drive stronger reviews. If you position a base-line product and then offer extras for a reasonable price there is a high upsell opportunity."*

## Better quality



### Trend 9: Quality over quantity

**34% of adults say they prioritise a better-quality trip<sup>2</sup> over a cheaper, longer one when budgets are limited.<sup>2</sup>** This points to an opportunity for glamping operators to command higher nightly rates for shorter, higher-quality stays, backed up by Travel Chapter data showing most glamping stays are one to three nights in length. Consumers are conducting more research before booking, with online reviews, AI recommendations and social search all playing a growing role in their decisions.

#### Staying ahead of the trend:

*"Focus on quality over capacity. A smaller number of premium-quality stays can generate greater revenue and stronger reviews than high volume at lower rates. Invest in the details: bedding, welcome touches and local knowledge packs. Providing these added touches help to get the most from shorter bookings, especially in those all-important shoulder seasons when standing out from the competition is more important."*

# The trends shaping the future of glamping: **Experience and quality**

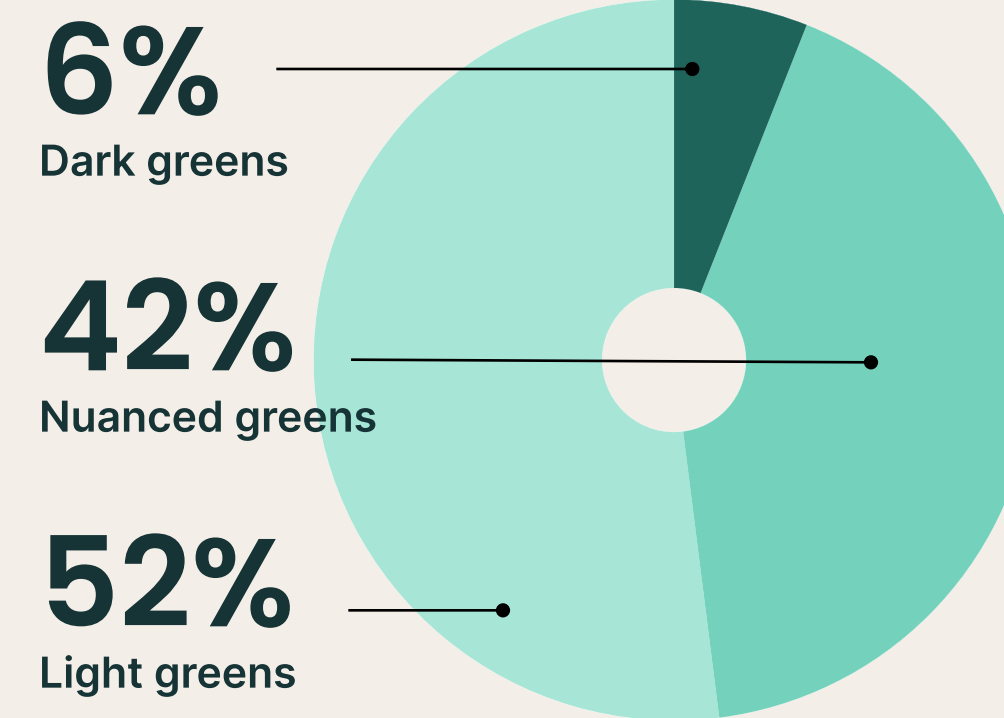
## Trend 10: Shades of green

Sustainability is increasingly on the agenda, but consumer engagement is not uniform. Trajectory's Optimism Index finds **6% of UK consumers are 'dark greens'**<sup>5</sup> (sustainability dominates all decisions), **42% are 'nuanced greens'**<sup>5</sup> (sustainability is one of several factors) and **52% are 'light greens'**<sup>5</sup> (sustainability has minimal impact on spending). 61% of adults agree that taking a UK holiday is more sustainable than travelling abroad<sup>2</sup> – a powerful message for glamping operators. While there is general positive feeling towards providers making steps to become more sustainable, contrary to popular belief, the data revealed that The Sustainable Tourist persona (see page 9 for full persona data) makes up just 10% of those interested in glamping<sup>2</sup>, making it a driver but not the most important thing for the majority of glampers.

### Staying ahead of the trend:

*“Adopt visible, credible sustainability practices – local sourcing, renewable energy, minimal plastic – and communicate them clearly. For most guests, sustainability will be a positive differentiator rather than the primary driver. Truly eco-friendly experiences such as compost loos and limited power will have narrower appeal, so hit the sweet spot by delivering against green credentials without compromising the comfort and quality they also expect.”*

Our survey asked how the importance of sustainability effects decision making when booking a holiday.



Seven glamping personas:

# How to maximise booking appeal to each of them

Persona	Share	Who they are	How to maximise booking appeal
<b>Comfort-first Camper</b>	26%	Values ease, convenience, accessibility, clear communication of amenities, and accessibility of features above all. 34% of baby boomers fall into this persona – the highest in their age group.	Invest in clear listing descriptions, easy booking systems, and accessible accommodation options. Highlight comfort credentials prominently.
<b>Smart Spender</b>	17%	Seeks genuine value – not the cheapest, but the most worth it. Driven by quality and inclusivity of offer.	Articulate value clearly in marketing. Offer mid-week or off-peak deals. Highlight and be transparent about what's included in the nightly rate.
<b>Experiential Explorer</b>	14%	Seeks new experiences, cultural engagement and immersive activities. A younger age group, often with a higher income.	Partner with local guides, farms, artisans and wellness providers. Create experience bundles that can be added to bookings.
<b>Indulgent Escapist</b>	12%	Wants the best of everything: luxurious comfort, high-end amenities and personalised service in a beautiful setting.	Invest in standout features (hot tubs, sauna, high-spec kitchen). Offer personalised pre-arrival communication and premium welcome touches.
<b>Digital Detoxer</b>	11%	Actively seeking escape from screens and connectivity. Values nature immersion and tranquillity above all.	Emphasise natural surroundings and quiet in all marketing. Offer tech-free areas, wellness experiences or guided nature activities.
<b>Sustainable Tourist</b>	10%	Sustainability is a primary decision driver. There is a rise in prevalence among higher earners. Will pay more for genuine eco credentials.	Consider eco-accreditations and display them clearly. Highlight local partnerships, sustainable practices and community benefits.
<b>Spontaneity Seeker</b>	10%	Books late, wants flexible booking options and connectivity.	Offer last-minute booking windows. Ensure super-fast Wi-Fi and “work from anywhere” options. Make it easy to adjust booking durations and highlight flexibility in listings to cater for different groups sizes.

Future guest preferences:

# Top accommodation types and amenities

The findings<sup>2</sup> in this report point to an exciting future for owners in the glamping industry, with evolving traveller preferences creating opportunities for innovation and growth. The diverse appeal of unique accommodation types suggests that no single option will dominate, enabling owners to strategically tailor their offerings across a range of investment levels. This flexibility allows owners to get creative and experiment with options to meet the growing demand for distinctive and memorable stays.

Looking ahead, higher-income groups are expected to drive demand for more luxurious and unique accommodation types. Luxury treehouses, safari tents or lodges, eco-friendly or off-grid cabins, and architecturally designed cabins are well-positioned to capture the imagination of this affluent demographic.

Owners who invest in these premium offerings will be well positioned to attract travellers seeking exclusivity, sustainability, and cutting-edge design. The data pointed to a strong appetite for little luxuries such as high-quality bedding, meaning that there are relatively low-cost steps which can be taken to appeal to this audience.

As the glamping sector continues to evolve, this data highlights the potential for owners to stay ahead of the curve by aligning their investments with emerging trends and traveller aspirations. By anticipating future preferences, owners can secure a competitive edge in this dynamic and growing market.



**26%**

Luxury treehouse



**24%**

Yurt/bell tent with luxury amenities



**23%**

Luxury safari tents/lodges



**23%**

Eco-friendly/off-grid cabin



**19%**

Shepherd's hut or cabin



**19%**

Converted unique vehicle



**18%**

Architectural design cabin



**17%**

Floating pod/cabin



**16%**

Geodesic dome or stargazer bubble



**15%**

Themed accommodation



**13%**

Underground/cave dwelling

# What facilities will guests pay more for in the future?

The survey also asked how likely those with an interest in glamping would be to pay more for a range of specific amenities and services for a future glamping stay. The results are striking; strong majorities across all income groups are willing to pay a premium for the right facilities<sup>2</sup>.

This signals a future where offering the right mix of premium amenities could become a key differentiator for glamping operators, enabling them to attract discerning travellers and maximise revenue potential. By anticipating these preferences and tailoring their offerings accordingly, owners can position themselves to meet the evolving expectations of tomorrow's guests.



Amenity / facility	% likely or very likely to pay more	Owner insight
Added comfort such as king-sized bed, hotel-quality mattress and luxury bedding	76%	Premium bedding is one of the most cost-effective investments an owner can make and something which can easily make a marked difference. Highlighting a hotel-quality experience on your listing could help boost bookings.
Private hot tub	72%	A consistently high-return investment for glamping owners. Drives bookings from couples and indulgent escapists and supports premium nightly rates.
Wood burner or wood-fired stove in the property	72%	A defining feature of setting that all-important glamping ambience with strong year-round appeal. A cosy focal point in winter, a social centrepiece on summer evenings.
Superfast Wi-Fi	71%	Essential for remote workers, families with children and spontaneity seekers. A must-have in 2026 and not a luxury add-on.
Outdoor kitchen with high-spec gas BBQ or pizza oven	70%	Supports longer stays as guests cook and entertain outdoors. Strong appeal across age groups.
Gourmet food options	63%	A fast-growing demand, particularly among wellness-focused guests. Increasingly seen as a defining feature of premium glamping.
Private outdoor bath	61%	A signature 'wow factor' feature. Particularly popular with couples and indulgent escapists. Strong social media shareability drives organic marketing value.
Pet-friendly extras (for example a dog wash station, welcome hamper, enclosed walking field)	61%	Pet-friendly accommodation is often an important consideration. Offering thoughtful pet extras can unlock a loyal and growing guest segment.
EV charging	51%	A future-looking consideration to install over the coming years as EV ownership rises.

# Five strategic priorities for the next five years

Drawing together the ten trends, seven personas and what guests are looking for from a future stay, five clear strategic priorities emerge for glamping owners who want to stay ahead of the curve over the next five years.



## 1. Lead with quality, not quantity

34% of UK adults prioritise quality over a longer trip<sup>2</sup>, and this rises as income rates increase. Glamping is well-placed to win in a quality-led market, but only if the offering justifies its price point. Hotel-quality bedding, premium kitchenware, well-maintained facilities and attentive communication are the foundations. Guests who feel they received outstanding value become a powerful marketing channel: 46% of glamping-interested guests say excellent value for money is what would most make them recommend a site<sup>2</sup>, followed by 38% citing high quality and comfort of accommodation<sup>2</sup>.



## 2. Build an experiences layer

Accommodation is your foundation, but experiences are the key differentiator. 39% of future glampers want guided nature activities<sup>2</sup>, 37% want wellness experiences<sup>2</sup> and 33% want farm-to-table dining or cooking classes<sup>2</sup>. You don't need to deliver everything yourself: partnering with local guides, artisans, producers and wellness practitioners can create compelling experience packages without significant upfront investment. These experiential add-ons not only enhance guest satisfaction but also support upselling, increasing average booking value without requiring additional capacity.



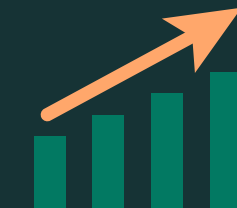
## 3. Target the high-value segments

The data consistently shows that higher-income consumers drive disproportionate demand for glamping and are more willing to pay for premium amenities, unique experiences and high-quality accommodation. While 78% of individuals earning over £83,000 per year are engaged with glamping<sup>2</sup>, the market is also steadily broadening: 81% of Gen Z are interested or engaged<sup>2</sup>. Owners who can clearly identify which audience segments they are targeting, and price and market accordingly, will outperform those who try to appeal to everyone.



## 4. Invest in your digital presence

The discovery journey for glamping is increasingly digital and will be more often planned using AI. Ensure your property ranks well in AI-powered search results (generative engine optimisation), maintain accurate listings on trusted platforms, and manage reviews. 23% of glamping-interested consumers want better technology at sites<sup>2</sup> including smart features and reliable Wi-Fi. Providing these helps guests discover your site through social search. Partnering with trusted platforms like Glampingstays provides the reach, visibility and booking infrastructure individual operators struggle to replicate.



## 5. Plan for future demand

Some amenities are important right now (quality bedding, hot tubs, Wi-Fi). However, interest in other facilities, like saunas and cold plunge pools, EV charging, and outdoor kitchens, is rising, so they are worth considering in the future. The data also highlights pet-friendly provision as a significantly underserved and growing demand category with 61% of glamping-interested consumers saying they would pay more for dedicated pet-friendly extras<sup>2</sup>. Owners who anticipate and invest in the future needs of their guests will stay ahead of the curve and capture emerging opportunities.

In summary:

# Preparing for the future

It has been 20 years since “glamping” first hit the self-catering scene, transforming the way people experience the great outdoors. Over the past two decades, the sector has evolved from a niche concept into a thriving industry, driven by innovation, creativity, and a growing appetite for unique, high-quality stays. As glamping enters its next phase, success will depend on how well owners adapt to emerging trends, shifting guest expectations, and the increasing demand for sustainability and experiential travel.

Whether enhancing existing offerings, diversifying rural land, or leveraging distinctive properties, success in this dynamic market depends on aligning future guest needs while staying ahead of emerging trends. To conclude, the following forward-looking strategies are tailored to owners at different stages of their glamping journey:



## 1. Existing glamping operators

*From independent operators to multi-site portfolios already offering glamping stays.*

### Future opportunity:

To remain competitive, existing operators must focus on differentiation, elevating quality and creating layered experiences that go beyond accommodation. The future lies in understanding which guest personas you currently attract and identifying untapped segments that could be drawn in with targeted investments.

### Steps to stay ahead:

Upgrade bedding and soft furnishings as a priority to meet demand for hotel-level comfort. Add at least one 'wow factor' amenity (hot tub, sauna, outdoor kitchen) alongside optional extras to enhance the experience and support premium pricing. Build partnerships with local providers to offer unique, experience-driven packages.



## 2. Landowners considering diversification

*Farmers, estate owners and rural landowners exploring glamping as an additional income stream.*

### Future opportunity:

Landowners are uniquely positioned to meet the growing demand for authentic, nature-based stays. The future of glamping will favour properties that combine stunning landscapes with immersive, hands-on experiences that no traditional accommodation can replicate.

### Steps to stay ahead:

Start with one or two well-equipped units to test the market rather than scaling quickly. Target the Experiential Explorer persona and Discovering Britain trend to attract guests seeking meaningful, nature-connected experiences.



## 3. Owners of unique accommodation

*Individuals with unusual or distinctive properties such as treehouses and converted structures suitable for glamping.*

### Future opportunity:

Uniqueness is your most powerful asset. 26% of glamping-interested consumers want to stay in a treehouse<sup>2</sup>, 23% in an eco-friendly or off-grid cabin <sup>2</sup> and 13% in an underground or cave dwelling<sup>2</sup>. With a growing interest in rare and distinctive stays, the more unique your offering, the more premium your pricing can be.

### Steps to stay ahead:

Invest in photography and storytelling that captures what makes your property extraordinary to stay in. Focus on attracting the Indulgent Escapist and Experiential Explorer personas who are likely to drive future demand for unique, high-end stays.

# Methodology

The Glamping Trends Report draws on three complementary evidence streams, combined to provide a robust forward look at the UK glamping sector.

## Trajectory Consumer Sentiment Survey and Glamping Core Trends Deep Dive

A nationally representative survey of 1,502 UK adults commissioned by Glampingstays and conducted by Trajectory, a leading consumer intelligence consultancy, in March 2026, exploring holiday behaviour, glamping engagement, facilities preferences and future plans<sup>2</sup>. This data informed a wider piece of work to reveal glamping core trends and provide a deep dive for this report<sup>3</sup>.

## Travel Chapter-owned Data

Five years of booking, pricing and behavioural data from Travel Chapter's glamping portfolio including their glamping specific website Glampingstays. Data included average nightly rates, booking lead times, length of stay trends, seasonality patterns and booking-with-children rates<sup>4</sup>.

## Trajectory Trend Frameworks

Ten macro consumer trends identified and developed by Trajectory, specifically scoped to the future of UK glamping over the next five years<sup>5</sup>.



## Sources

### 1. Polaris UK Glamping Market Share, Size, Trends, Industry Analysis Report

By Accommodation Type (Treehouses, Yurts, Cabin & Pods, Tents); By Age Group (18-32 Years, 33-50 Years, 51-65 Years); Segment Forecast, 2024- 2032 <https://www.polarismarketresearch.com/industry-analysis/uk-glamping-market>

### 2. Trajectory: Consumer Sentiment Survey 2026

Nationally representative survey of 1,502 UK adults conducted by Trajectory in March 2026 on behalf of Glampingstays; glamping-specific questions answered by a sub-sample of 893 UK adults with glamping interest.

### 3. Trajectory: Glamping Core Trends Deep Dive

Full methodology, trend frameworks and deep-dive data analysis for the ten core glamping trends identified in this report.

### 4. Travel Chapter-owned Data – 2021-2026

Internal booking, pricing and consumer behaviour data from Travel Chapter's glamping and holiday letting portfolio, covering the five-year period to March 2026. Includes average nightly rates, booking lead times, length of stay, seasonality and children-in-party data.

### 5. Trajectory Optimism Index – 2021-2026

Rolling nationally representative consumer research tracking attitudes, values and behaviours across UK adults. Specific data cited includes technology and social media attitudes; Shades of Green Index; work/leisure importance tracking; time millionaire data.

### 6. Visit Britain, 2026

GB overnight trip data by quarter. Used to support the Discovering Britain trend analysis.

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