# Get Ready for the Growth of Glamping

How the right tech enables the success of outdoor hospitality

**MEWS**

Make it remarkable

Mews.com

# Contents

# Introduction

**Not long ago, there were luxury hotels, and there were campsites. Then innovative hoteliers came up with a way to combine the two. The result: Glamping.** Today, glamping is one of the hottest trends in travel and is attracting hoteliers and travelers alike.

From remote locations to large footprints to demands of its guests, running a glamping site introduces a unique set of complexities. Thankfully, innovative technology comes to the rescue.

This is where the right hospitality tech enables you to operate and scale easily. In this guide we'll look at how the right tech solutions can level up glamping for guests, staff and revenue.

# The glamping boom

# The numbers say it all:

+ The Global Glamping Market is expected to reach $3.9 billion by 2027 rising at a market growth of **17.5% CAGR** during the forecast period.

+ A similar report, looking at 2021-2025, estimates it will grow by **$1.9 Billion** in the next few years, progressing at a CAGR of 14.03% during the forecast period.

+ A recent survey conducted by Wakefield Research for RVShare found **45%** of travelers included RVs in their top three types of accommodations.
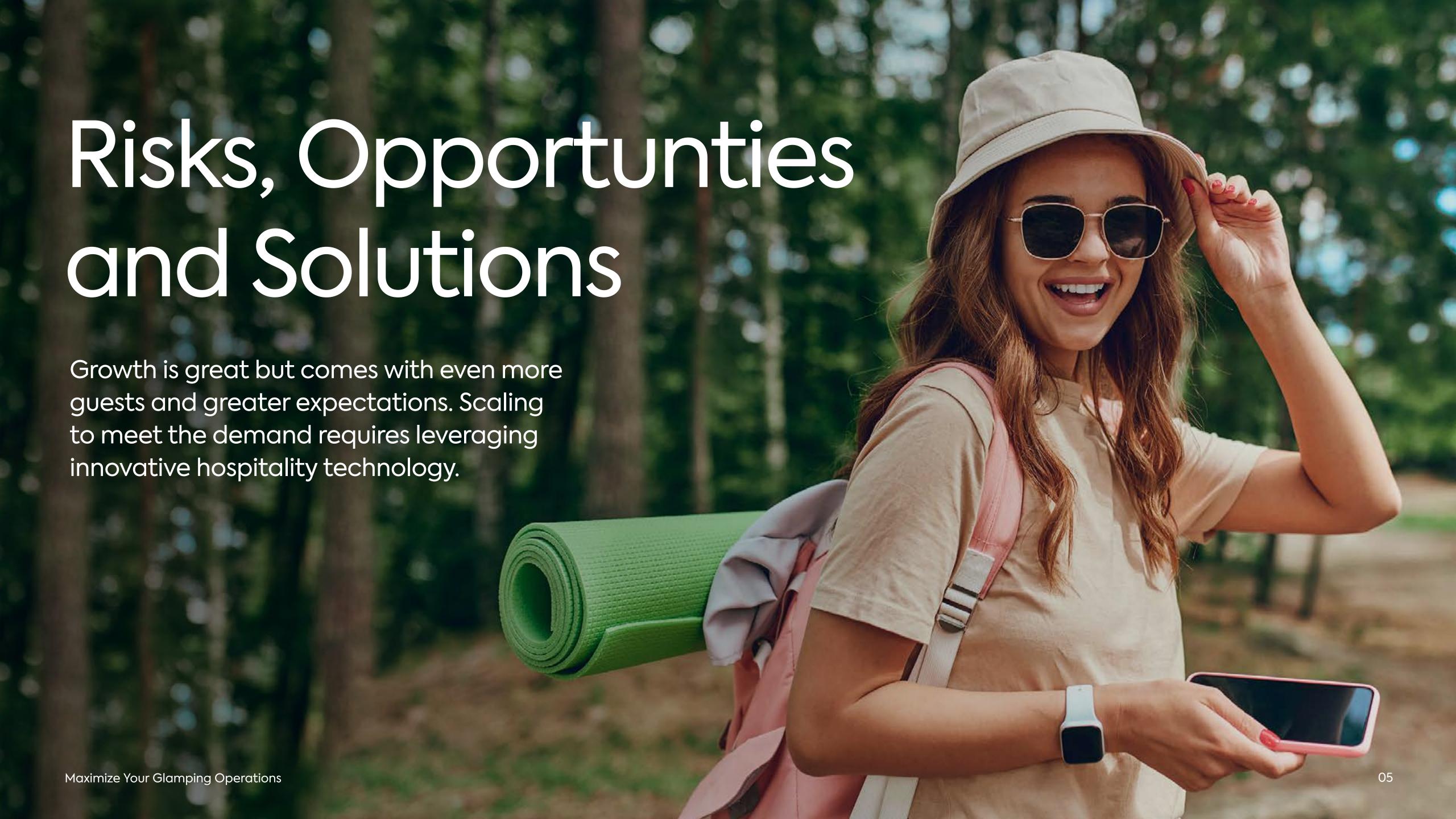
+ North America is expected to expand at the fastest CAGR of **16.7%** from 2021 to 2028.

+ Music festivals have grown into one of the **largest money-making industries in the U.S**. Organizers of these concerts sell tickets and offer accommodation in luxurious tents for the people attending.

## Great news! Right?

**$3.9B**

in market growth
by 2027

**16.7%**

expected expansion
North America

# Risks, Opportunties and Solutions

Growth is great but comes with even more guests and greater expectations. Scaling to meet the demand requires leveraging innovative hospitality technology.

# What's possible with technology?

Innovations in hospitality tech make it easier than ever for glamping operators to scale, experiment and drive remarkable experiences for staff and guests. Here are the six opportunities enabled by technology that we'll dig into in this report.

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# Flexibility and freedom

## Opportunity

**Glamping is all about being in nature**, which often translates to being in remote locations. The challenge, though, is that being remote makes it hard to efficiently meet the needs of guests and maximize profitability.

On top of the physical location challenges, "rooms" can range from cabins to tents to yurts and domes scattered across the property. Then there are staffing challenges and the need to meet the wishes of guests with limited staff spread over atypical spaces.

# Solution

A cloud-based — or, better yet, a cloud-first — system solves all these challenges and more. It eliminates the need for an on-site server that requires a physical building, it opens the door to remote onboarding and training, and it means you're always running on the most up-to-date software with limited downtime. Additionally, **the cloud allows access to your platform from any device**, which means management and staff can be anywhere on the property — or even off property — and still access what they need to keep operations running smoothly and guests happy.

Thanks to cloud technology, freedom and flexibility are possible.

## Key takeaways

+ No on-site server needed

+ Automatic systems updates

+ Access from anywhere

**"**

**Everything is in the cloud.** Let's say our whole network goes down, even with the power off we can do check-ins: we just use our phones or tablets because everyone has internet.

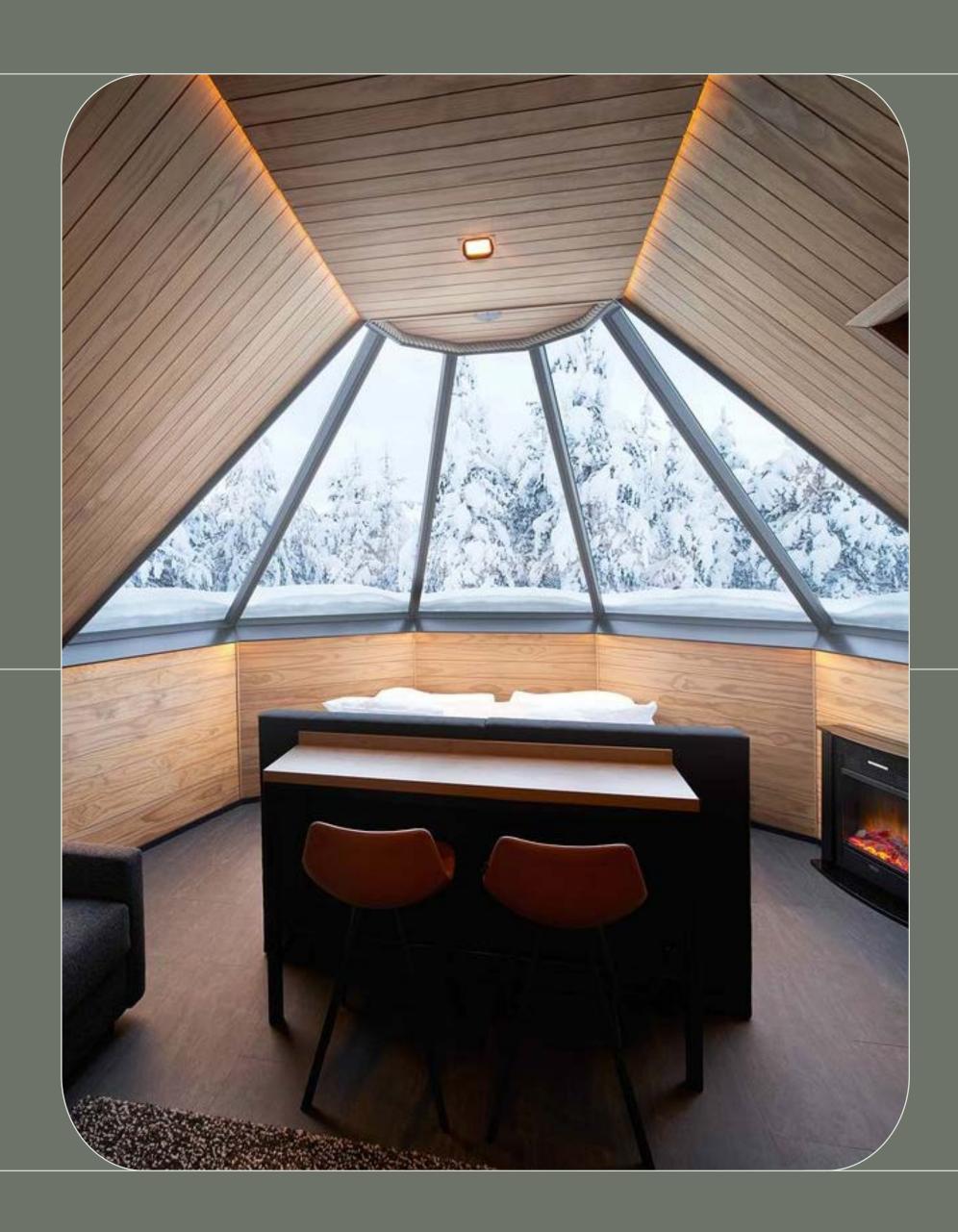**Marius Iuhas**
Revenue Manager, Mola!

# Northern Lights

Northern Lights Village offer accommodation, activities and services unique to Finland's Lapland region. Glass-roofed cabins, unique suites, and a restaurant built of ice and snow make for one-of-a-kind experiences.

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I love how straightforward Mews is to use, and it's great being able to filter reports to show such granular detail. The possibility of exploring custom developments in the future is also an exciting prospect for us.

**André Henke Marques**
Northern Lights Village, Finland



## Challenge

Due to the nature of their accommodation offering, Northern Lights have a complex rate set-up with multiple price categories and tiers which can't be altered to work with just any PMS. They needed a solution that could generate product reports that worked with their set-up and delivered usable information.

## Solution

Mews provided the flexibility that Northern Lights needed to run their property with a modern, attractive user interface that was easy for staff to understand and use. The reporting functionality also allowed them to filter reports in a way that delivered the granular details they needed. With the Mews reservations report layout, they were able to get the clear overview of reservations they need to operate efficiently.

# Contactless solutions

## Opportunity

One of the main drivers for glamping's popularity was the pandemic and a new level of concern over social distancing.

Businesses, including the hospitality industry, were **forced to get creative** for ways to minimize the risks for their customers and guests.

While glamping makes social distancing easy in general, some processes still required face-to-face contact. Think checking in and out, handling payments, and answering questions.

That's how contactless solutions have become key to the success of glamping.

# Solution

The right hospitality technology can **remove the friction of standing in a line at a reception desk**, being face to face with a staff member, handing over a card, signing a piece of paper, etc. Cloud hospitality technology gives guests the freedom to do everything they need to do — from checking in and out to arranging services and experiences to messaging staff — online, on a mobile device, or at a kiosk so they can avoid face-to-face interactions.

The benefits of contactless solutions go even further for glamping. Typically, it's easy for a guest to wander down to the lobby to talk to a staff member if they have a question or concern. When the property is spread out across a large piece of land, getting help from a staff member is more challenging. Digital communication apps directly integrated into a PMS makes it easy for **guests to communicate with staff from anywhere via their phones** and eliminates the need for in-person interactions.

The result is guests are more comfortable and enjoy their experiences more, properties can manage with fewer staff members, and upsell opportunities increase.

## Key takeaways

+ Check in on mobile or kiosk

+ Communication via app

+ Fewer staff members needed

"

We chose Mews to further improve the contactless customer experience from booking through to check-out. Given the constant change in COVID restrictions, it has allowed us come out of lockdown on the front foot and stand out from our competitors.

**Dan Robinson**
Marketing Digital and PR Lead , Your Apartment

# Environmental consciousness

## Opportunity

Glamping has succeeded in connecting a growing number of travelers with nature. This also affords a new opportunity to increase **environmental consciousness,** but it means that the property needs to operate in a way where they walk the walk. You can't exactly preach respect for nature and the environment when your daily operations call for printing reports, reservations, guest receipts, etc.

Simply put, to be true to your brand, you need to find ways to **reduce your carbon footprint**.

## Solution

This too is where digital cloud solutions come into play. This technology makes it possible to operate efficiently while keeping paper waste – and carbon footprints – to a minimum. With the property's information stored in the cloud, easily shared, and accessed from any connected device, you can finally stop going through reams of paper every day.

Cloud access also means that if you want to work from home or another location, you can do it **without the need to print** and carry around a report that will just be shredded and added to a landfill at the end of the day.

A few clicks and everything you might need from the system is on your screen... any screen.

## Key takeaways

+   Reduced paper waste

+   Digital access from off property

+   Brand image maintained

"
By helping us to become more digital, Mews helps us to go paperless and reduce our carbon footprint.

**Johannes Rohde**
Managing Director, MOA Group

# Optimized ecosystem

## Opportunity

As the numbers shared earlier in this report show, the glamping industry is expected to keep growing at a rapid pace and will inevitably evolve as will the guest profile and opportunities for monetization.

Whether it's introducing new types of accommodations, offering more services, food and beverage, and upsells, or finding new ways to use and **monetize your land**, glamping will continue to uncover new ways to create remarkable experiences and maximize revenue.

It's important that you have the technology that enables innovation, experimentation and growth.

## Solution

Open APIs and integration partners open a whole new world of opportunity to a glamping property. The two technology solutions make it easy to **enhance your existing tech stack** and offerings quickly and without the need for fancy developer skills. You can quickly add new third-party applications, update existing ones, or reconfigure what you've got for additional revenue streams or new ways to surprise and delight guests.

Similarly, as glamping continues to catch on globally and new properties compete for attention in the marketplace, awareness and outreach is vital to success. This is where the right **technology can also be a differentiator** by offering direct connections with distribution channels and OTAs. This functionality can get your property in front of eager travelers searching for a place to explore, maximizing your occupancy and direct bookings.

## Key takeaways

+   Easily add third-party apps

+   Works with your existing ecosystem
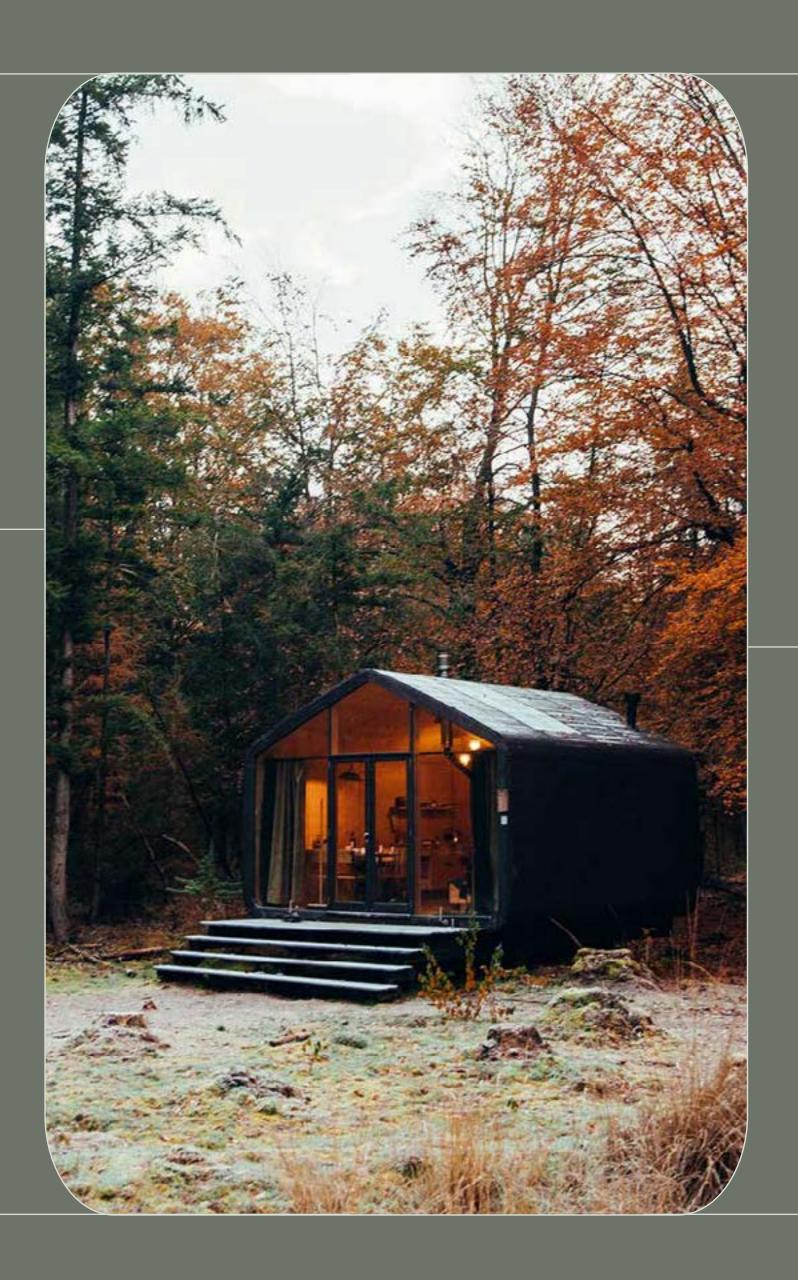
+   Increase visibility and direct bookings

# Cabiner

Cabiner connects guests with nature. Located in National Parks and only accessible by foot, the Wi-Fi free sites encourage guests to disconnect and relax.

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Because the API is open, we're able to build a whole custom front end that exactly fits our needs, but still runs on Mews. Mews is the glue in the middle that connects everything — it fits our open mindset where everything is a network.

**Sander Ejlenberg**
Co-Founder, Cabiner



## Challenge

Cabiner needed a solution that gave them the power to automate, integrate and scale. They were looking for an open API to connect with bespoke software solutions, powerful integrations to connect to leading hotel tech and automation that enables unique and secluded guest experiences.

## Solution

Mews has a truly open API, which means that Cabiner were able to connect all their bespoke solutions directly with Mews. Mews' API documentation is open and provides complete flexibility for integrations and customization, ensuring that properties with specific needs can operate effectively.

**100%**
of payments automated

**100%**
check-ins and check-outs online

**8,000+**
guests per year

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# Streamlined communications

## Opportunity

It's one thing for housekeeping to have to go to an office downstairs or to an adjoining building to update the status of rooms. And while it's not ideal, it's not a huge blocker for facilities to require in-person notification when repairs are needed when the property is one, or even a few, buildings.

It's a whole different matter when "rooms" are spread out across acres of land.

Streamlined communications can be the difference between a **highly productive staff** and hours of wasted time and resources.

# Solution

Cloud-based solutions and applications designed for use on mobile devices make communication between staff seamless and efficient.

With the right tech solution, you can easily funnel information directly to the people who need it for rapid notification and response. Housekeeping staff can use an app to immediately update and **manage room cleaning via mobile devices** which are directly connected to the PMS.

Not only does this mean that problems are solved more quickly, and rooms turned around faster, but guest perception and satisfaction also rise, which is really the end goal for any property.

## Key takeaways

+ Seamless communication with guests

+ Notifications delivered frictionlessly

+ Housekeeping updates via mobile

# Remarkable guest experiences

## Opportunity

More than anything, glamping is about the experience. It's about leaving worries and stress and daily demands behind and taking a deep breath surrounded by the beauty of nature. It's about simplicity. But different from camping, glamping is simplicity balanced with convenience and services.

And nothing breaks the calm and peace found in nature like having to stand in line to check in, pay or talk to someone, not being able to get help when you need it, or needing to dig out a credit card to pay for a purchase or service.

Glamping properties need a way for **staff to be reachable and available** and for guests to truly leave their worries — and their literal and figurative baggage — behind.

## Solution

When automation takes the place of repetitive, time-consuming, manual tasks and staff have the time and freedom to get out from behind a desk, hospitality can finally get back to its goal: to focus on guests. They can add a human touch where it's most valuable.

And when it comes to glamping, an **automated and integrated payments system can significantly elevate the guest experience** — and generate more revenue for you. An integrated payment system eliminates the need for guests to drag around a wallet or handbag. Instead, the property can keep card information on file securely so with one click, payments are handled, the guest is free to enjoy their time, and they can take care of the invoice at a time that's convenient for them.

## Key takeaways

+ Staff have more time for guests

+ No card needed for guest payments

+ One-click payments for staff

# Finn Lough

Finn Lough is a lakeside haven in Northern Ireland with a selection of suites, lakeside villas, and transparent bubble domes that give guests uninterrupted views of nature. In addition to accommodations, a restaurant and bar serve local dishes, while a luxury spa and outdoor activities offer a variety of experiences for guests.

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The best technology blends into the background. Mews actually helps us to ensure our guests remain immersed in nature and the beautiful surroundings of the Lough.

**Gillian Beare**
Director, Finn Lough

## Challenge

Finn Lough wanted to give their guests a connected journey from booking to check-out, free from stress and administration, while making it easy to purchase add-ons.

## Solution

Through a combination of Mews Guest Journey and a third-party integration, Finn Lough provide a seamless experience. An email after booking encourages guests to check-in online, saving time on arrival and boosting engagement. They're also able to book services and experiences during the reservation process, making their stay more complete and frictionless.

## 43%
of guests
check in online

## €54
spent on average on
add-ons and upsells
by guests

## 19%
ADR increase
year on year

# Wrap up

As the past few years have shown us, **travel and hospitality are changing**, and glamping is rising to the top of the list as a preferred travel type thanks to all it offers to the modern traveler.

Unique accommodations

High-end services

One-of-a-kind experience

A way to get away from daily stress

As a growing number of travelers turn to glamping, site owners and operators need to be prepared to respond to the demand and the forefront of this preparedness is the right technology — technology that works with you, not against you.

With an all-in-one cloud-based/cloud-first system designed for mobile access with integrations and automations running your property, the future can be as bright as the perfect sunrise over your property to greet your glamping guests.

# About Mews

Mews has been transforming hospitality since 2012. What began in a single hotel in Prague now powers thousands of hotels around the world, as we pursue our mission to develop transformational solutions for brands and create remarkable experiences for guests.

Since the beginning we embraced being different. We're not simply a property management system, but a connected hospitality cloud with products across the hotel ecosystem and more integrations than anyone else.

From global hospitality brands to independent properties, hoteliers join Mews because they recognize the power of innovation. Properties like yours can benefit from hotel tech that drives efficiency, maximizes revenue, and improves guest happiness. Are you ready to discover your future?

Head to mews.com/demo and fill in the short form. One of our sales specialists will get back to you and arrange a time to show you around Mews Hospitality Cloud in more detail.

**We can't wait to hear from you.**

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