

Glamping

Glamping is a luxurious form of camping where people stay in comfortable facilities close to nature. It is to say that Glamping is way more than just a fully equipped tent that is ready to use; it covers all kinds of exciting ways to stay the night(s), such as pods, cabins, bungalows, tipis, and igloos for example. More and more campgrounds in Switzerland offer such infrastructure since it's often more profitable than traditional forms of camping. Furthermore, it's a great way of getting more people onto campgrounds that usually wouldn't consider sleeping in an uncomfortable tent such as seniors for example. However, the main target group are young couples and families in their late twenties up to their forties, who are willing to spend more to be close to nature, have a special experience without cutting short on comfort and luxe such as, often offered, wi-fi, a private toilet or power access. For lots of offers the sustainable/eco-tourism aspect has great importance as well.

The trend is on the rise not least due to the unstable political/security situation in many countries. Touring Club Switzerland (TCS), the biggest campground operator in Switzerland, had great success with their Glamping strategy in 2016 and is investing more in the current year to tie up to their prosperity. They're offering 15 different forms of Glamping spread over their 24 campgrounds all over Switzerland. Their Glamping facilities were constantly sold out during the peak season in 2016.

Campgrounds should consider offering Glamping facilities such as pods or tubes since it's a possible way of increasing the number of overnight stays during the shoulder season when it's too cold for traditional camping because a lot of the facilities have a heating system. It also allows people who wouldn't consider themselves to be "campground enthusiasts" to get in touch with the campground atmosphere and enjoy a comfortable stay in nature.

An interesting application for the future could be to install them on mountains or along popular hiking/biking routes so that people could spontaneously stay the night without having to carry camping equipment around with them during their activity.

Neuer Trend: so viele haben schon "Glamping" ausprobiert, 02.08.2017. Stern Online.

<https://www.stern.de/reise/neuer-trend--so-viele-haben-schon--glamping--ausprobiert-7561610.html>

Podcast on SRF (HeuteMorgen), 13.05.2017:

<https://www.srf.ch/news/wirtschaft/glamping-im-trend>

What is Glamping?

<https://www.glamping.com/what-is-glamping/>

Example TCS, different sub pages:

<https://www.tcs.ch/de/>

Statistics: „Campingplätze: Ankünfte und Logiernächte in der Schweiz“

<https://www.bfs.admin.ch/bfs/de/home/statistiken/tourismus.assetdetail.3079877.html>

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