



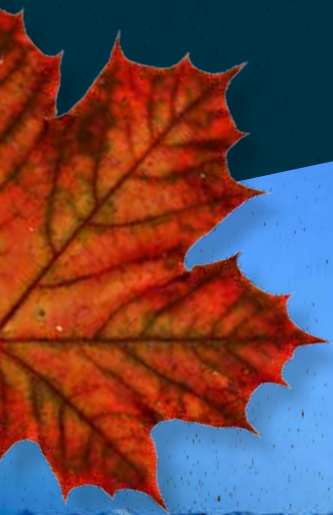
THE LITTLE CABIN
COMPANY

EST 2016

TINY CABINS FOR BIG ADVENTURES

INVEST IN GLAMPING

HOW TO TURN YOUR GLAMPING IDEA INTO A GREAT REVENUE GENERATOR



In 2015 "glamping" was searched for over 3 million times on google.



GLAMPING IS READY TO GO

Glamping is an explosive sector and just waiting for you to take advantage of whether you own an existing campground or are looking to establish a new start glamping location.

About Glamping

Glamping blends together the concepts of "glamour" and "camping" and was developed to offer a more comfortable stay than the usual tent camping by introducing some home comforts and a higher level of service.

Think comfortable beds, unique luxurious surroundings, wood fired hot tubs, stone pizza ovens, solar showers, water, electricity and sometimes even wifi.

The "glamper" is willing to spend more per night than a traditional camper, and as much as a hotel if not more when done perfectly.



Glamping has consistently been the fastest growing sector of the tourism market in Europe and is rapidly gaining momentum in North America.

This is your chance to invest in something magical.





We can help maximize the potential of your site, get in touch for some advice and together we can create the perfect layout for your business.

HOW TO SET UP YOUR LOCATION

The Little Cabin Company has deconstructed glamping down into three constituent parts in order to help you plan your own glamping business.

A great glamping location provides amazing memories "out of the box" so that guests are able to simply rock up and have a great time thanks to the combination of comfort, uniqueness and the physical location.

Think very seriously about all of the above components and pay attention to detail in order to hit that magical combination.

Comfort:
Your accommodation must be comfortable. Ensuring that comfort is a priority means that you can generate higher levels of revenue and that your guests will have a great time whatever the weather. Key considerations include internal furnishings, washroom facilities, electrical power, a source of heat, light and cooking facilities.

Location:
The housing market phrase "location location location" rings true with the glamping model.

However, *any location* can be a *great location* with the right approach.

A great view certainly helps, being by the water also helps. But so does access to hiking trails, a farm, orchard and the list can go on.

Uniqueness:
What makes your site different? Maybe it's rustic charm, perhaps it is clean lines and modern or it could be a completely sustainable green approach. It could also be the care and attention that you offer your guests, gourmet food or fresh pressed apple juice, homemade bread delivered for breakfast with farm fresh eggs might be your specialty as could be guided mountain biking or local fishing knowledge.

Our cabins provide so much more comfort than a tent or a yurt

What will make your offer different from everything else out there?



Contact us to talk through your ideas.

hi@thelittlecabincompany.com 250 946 6322

We are experts in nurturing your creativity and extracting what would work to make your offer the best that it can be.

SO WHAT ARE THE REVENUE OPPORTUNITIES?

“there is a lot of money to be made in the glamping sector”

A relatively basic glamping offer can generate rates of around \$120 per night but this is just the beginning.

Once you have guests onsite there is the opportunity to upsell in order to make their stay even more convenient and comfortable. Remember, your guests want to connect with nature but also want that link to civilization. They want to feel special and pampered.

Make things easy for them, here are some ideas to quickly increase your revenue opportunity.

Linen packages – Extra \$20 per cabin per stay

Cooking equipment – Extra \$20 per cabin per stay

An honesty shop – Extra \$20 per cabin per stay

Breakfast – Extra \$25 per cabin per day

Packed lunch - Extra \$20 per cabin per day

Dinner - Extra \$30 per cabin per day

Sell firewood - Extra \$10 per cabin per day

Equipment rental - \$500 per month

Children's activities - \$500 per month



Total forecasted
income \$144,082.00

HOW PROFITABLE IS A GLAMPING BUSINESS?

We have based the calculations in this section on a nightly price per cabin of \$120 and an occupancy rate of 30%. It is based on 6 units but you can easily adjust down or up to come up with your own specific calculations based on how many units you plan to have and the different options you will have for guests.



1 year forecast

Income type	Amount
Booking income	\$78,840.00
Breakfast	\$8,212.00
Lunch	\$6,570.00
Dinner	\$9,855.00
Firewood	\$3,285.00
Special events	\$12,000.00
Children's activities	\$6,000.00
Equipment rental	\$6,000.00
Linen Rental	\$6,570.00
Honesty shop sales	\$6,750.00
TOTAL FORECASTED INCOME	\$144,082.00



Get in touch to break into this growing market today!





Our cabins are suitable for four seasons four season and are built to last as long as a house.

The insulation values exceed current national building code requirements, they come ready for power and are fitted with recessed low voltage lights and internal sockets to provide comfort and convenience to guests.

CABIN OR TENT?

What accommodation should I go for?

There are many options, mainly variations of canvas structures such as bell tents, tipis, yurts or cabins.

The Little Cabin Company provides cabins. The reason is simple. Cabins offer a year round solution which means that even if operations shut down during winter there is the opportunity to operate during the spring and fall in order to maximize the length of the season.

Many tents offer a great experience and the investment level is lower, however, in the interest of comfort and maximizing the season cabins have an obvious advantage.

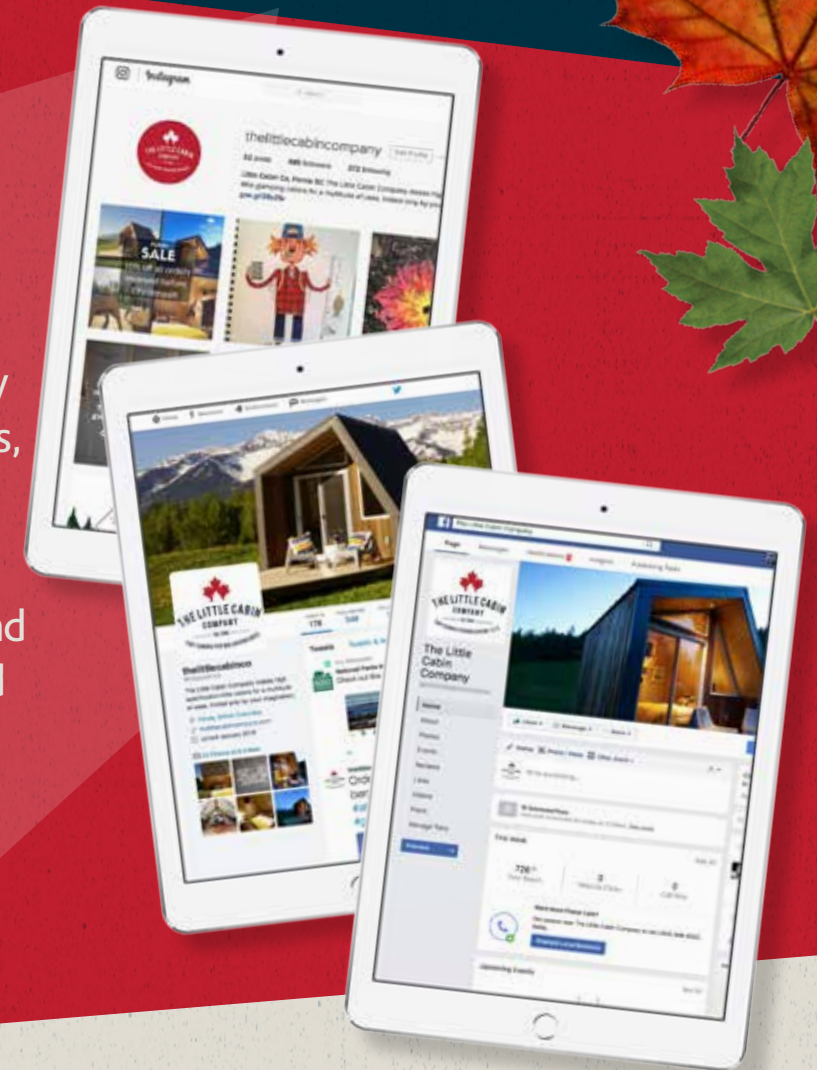
Canvas tents and walled tents generally have a lifetime of around 5 years and require assembly and disassembly each season. In addition they are not warm and require heating of some description which can also lead to zoning complications and safety issues.

Marketing suggestions

Adopting a professional marketing approach will increase the success of your glamping operation.

You need to maintain high visibility and offer an easy route to bookings, all this should be underpinned by a strong social media presence.

Settle on a look and feel for your brand and make sure you allocate time and resource to this to ensure that your identity is as unique as your offer.



Ask the Little Cabin Company to help you develop your very own marketing plan. It will be something you can manage yourself and need not break the bank. You can achieve a lot with a creative approach and some good old fashioned hard work!