

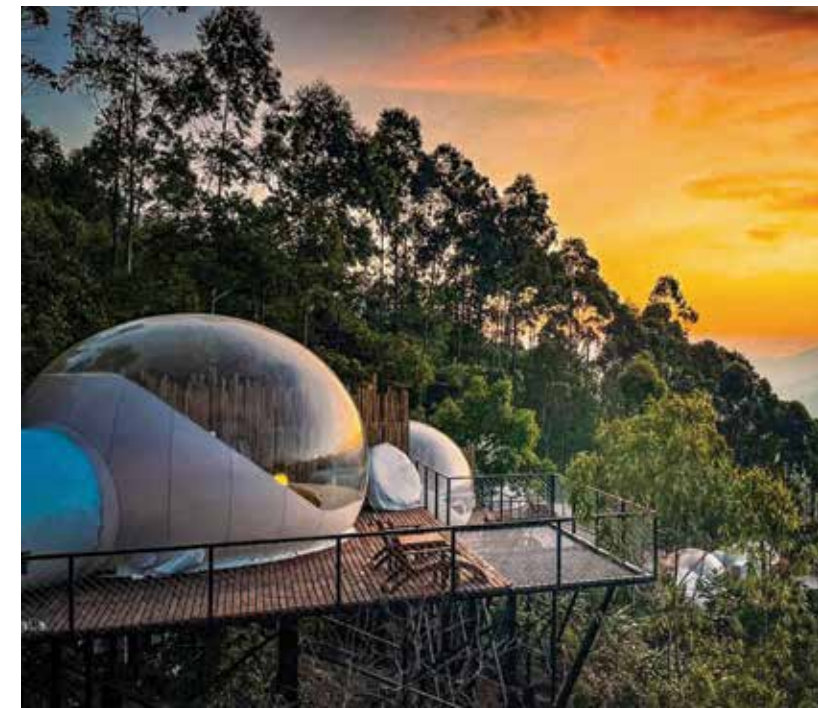
THE GLAMOUR OF GLAMPING

A luxury camping experience that adds the glamour element, glamping is gaining traction in the hospitality space.

BY BINDU GOPAL RAO



➔ Glamping requires travellers to turn up at the camp which is already built with stay essentials



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➔ Antony Thomas, CEO & Founder of Luxeglamp EcoResorts

says, “Glamping resorts are always close to nature and provide experiential tourism. Glamping gives you a closer connection to the outdoors and nature. It focuses on immersive experience whereas a hotel focuses on standard comfort and convenience. Nowadays people have started preferring glamping instead of normal hotels. We are trying to spread maximum awareness about glamping and experiential tourism. We are also focusing heavily on sustainable tourism practices. Our digital marketing is pivotal to the awareness that we create. We also participate in various exhibitions and fairs to create awareness.”

The word glamping means luxury camping. These glamps are normally located in very scenic locations, are set up with very little impact on nature, and still give the exhilaration of camping. With lesser weight, they can be placed even on treetops and the view hence becomes a novelty. People therefore love the entire concept of glamping that offers a once-in-a-lifetime experience of living outdoors in Geodesic Domes with utmost safety and luxury hospitality amenities. A long mile away from the traditional overnight camping that we have grown up with, this concept requires guests or travellers to turn up at the camp that is already equipped with all that one might need during their stay and offered in style.



➔ Bhavik Sheth, COO, Evoke Experiences



➔ Rajnish Rai, the COO & founder member of TUTC

galand and Bandhavgarh that have been very well-received. Based on the encouraging response (both inbound and domestic) to the concept of glamping, alongside TUTC’s touchstones of extending an authentic experience by partnering with the locals, unparalleled service for guests and curating a unique experience and activity offerings, we are looking forward to launching our latest property this October in Mohali and Ranthambore,” says Rajnish Rai, the COO & founder member of TUTC (The Ultimate Travelling Camp).

AWARENESS MATTERS

Social campaigning, social media marketing and promotions, glamping-related speaking sessions, promoting glamping in travel meets, and true customer review videos are being promoted to ensure that people become aware of the concept. Bhavik Sheth, COO, Evoke Experiences,



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NATURE NUANCES

The surge in glamping’s popularity across India can be attributed to the contemporary thirst for novel experiences. Many of these unique havens are tucked away in remote and often inaccessible locations. Establishing properties amidst such natural splendour is undoubtedly challenging, yet glamping seamlessly marries luxury and comfort akin to high-end hotels. Antony Thomas, CEO & Founder of Luxeglamp EcoResorts, says, “Our location defined why people came to us. Luxeglamp Kodaikanal was and is a nature lover’s paradise. We had serene views of



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the waterfall on one side and an infinite valley view on the other. It became an instant hit. Then, in 2023, we introduced an equally mesmerizing location in the village of Poopara (Munnar, Kerala), right amid cardamom plantations and surrounded by mountain, valley, and lake views. There, we offered what is till today the only Bubble Glamp location in India. At Luxeglamp, we strongly believe that Mother Nature is our greatest luxury and we consistently strive to protect and preserve this. You will not just find nature with us, you will find calmness, serendipity, and a glamorous way to relish the beauty and magnificence of nature."

LUXE GETAWAYS

Unlike conventional hotels, usually found along bustling roads, glamping is a unique endeavour that demands a willingness to venture into the wilderness. Situated in secluded pockets of nature, glamping requires traversing a path less taken, embracing solitude, and relishing the openness of the surroundings. This distinctiveness imparts an unparal-



➤ Glamps are usually situated in secluded pockets of nature.

leed experience that distinguishes glamping from the more typical hotel stay. Avalon Cottages is nestled in the lap of the Kaudia forest in Kanatal, Uttarakhand. With an unobstructed panoramic view of the Himalayan range, it offers a serene escape from the urban clamour, cocooned in the embrace of nature's splendour. Here, amidst this pristine environment, there are no competing man-made structures – only the majestic mountains, lush greenery, and the Himalayas in their full glory. "At Avalon, you will find plush bedding, state-of-the-art climate control, and even Wi-Fi connectivity. This allure of experiencing luxury while communing closely with nature through activities like trekking, stargazing, and immersing in the natural world has significantly contributed to the ascent of glamping's popularity," says Jasmeet Kochhar, Executive Director of Avalon Resorts Pvt Ltd.

ECOCUES

Glamping sites consume relatively less carbon and have a smaller ecological footprint than that of a hotel room. In most cases, the materials used in glamping accommodation are ecological, reusable, and renewable. Camps are mobile with removable accommodation; it has little or no impact on the place where it is installed, thereby nature is conserved. Finally, the activities most often carried out during stays in glamping accommodation are environmentally-friendly ones such as hiking, cycling, local farm visits, nature walks, and other curated activities that give you an insight into the lives of the locals. Glamping, rightly and mindfully executed, is a more sustainable model of tourism. Sanjay Sharma, Sustainable Tourism Consultant & CEO - Organic Hideaways Pvt Ltd, Eco Glamp, Kanatal, Uttarakhand, says, "We developed Eco Glamp as a perfect model of sustainable and eco-tourism, it is safe but due to negligence in excavation during the making of roads, we had to suffer a loss of nearly one million in the last week as guests were not able to reach us. Like us, there are hundreds of projects in our region that suffered because of arbitrary construction by the government of Uttarakhand." In fact, glamping is not just about the sleeping and living arrangements or the modern



➤ Jasmeet Kochhar, Executive Director of Avalon Resorts Pvt Ltd



➤ Sanjay Sharma, Sustainable Tourism Consultant & CEO - Organic Hideaways Pvt Ltd, Eco Glamp, Kanatal, Uttarakhand

comforts. It's about the experience, an out-of-the-ordinary experience. It's about living the adventure and excitement of being outdoors, enjoying the glorious surrounding nature as well as savouring the authentic cultural flavours of the locals.

CHALLENGE FACTOR

The maintenance of tents, cleaning of cotton materials, sloppy terrain issues, offbeat places, staff management are some key challenges. Maintaining glamping sites presents an intriguing interplay with nature, as they stand as temporary structures within it. Enduring harsh weather conditions, particularly during monsoon and snowfalls, pose a significant challenge. However, it is precisely this dynamic interaction with the environment that adds to the allure. "As is the case with any potentially new concept, glamping too has its own challenges. To maintain a campsite, there must be a strong commitment to align yourself with the locals and keep the site as indigenous as possible with the landscaping, building materials, sourcing etc. Other challenges to consider are the business requirements and laws pertaining to glamping, training, and upskilling the local workforce. This ultimately affects the overall pricing," says Rai.

IN CONCLUSION

Glamping, essentially, transposes an individual from the confines of a conventional residence or office into a realm deeply entrenched in nature. It bestows a rare and exquisite encounter with locales largely untouched by modern construction. "Through this distinctive lens, one can explore remote landscapes, forests, mountains, and immerse in the rich tapestry of wildlife, verdure, and tranquillity that these locales offer. This form of escapism stands as a compelling alternative to urban getaways or opulent resorts, fostering a profound connection with the outdoors, trees, and the natural world that envelops us," concludes Kochhar. So, are you ready for a glamping experience? ■