

GLAMPING & LODGE ACCOMMODATION



savills

INTRODUCTION TO SAVILLS

The UK holiday market is now more popular than it has ever been.

The advent of the 'staycation' and market trends to take shorter, more flexible breaks throughout the year has had a positive effect on many holiday destinations.

An important part of the growth of inbound UK tourism has been the emergence of new sectors such as glamping. Glamping is now popular across coast and country and covers a diverse range of accommodation types to cater for holidaymakers of varying demographic profile; from those seeking rest and relaxation to those seeking an adrenaline experience.

In addition to glamping, the traditional holiday accommodation sectors have seen improvements in quality driven by demand for diverse holiday experiences. This has had a positive effect on all forms of holiday accommodation including lodges, cottages and modular build units.

This Savills publication which draws on our extensive expertise in the leisure and tourism sector aims to illustrate the diverse range and quality of holiday accommodation now available to the UK market. The product information, together with advice from Savills leading experts, will help to identify diverse

tourism opportunities for land owners, holiday park operators and investors.

At Savills we expect the UK tourism industry to remain strong and competitive in light of the increasing cost and uncertainty associated with overseas travel. As part of this growth, we expect the popularity of glamping and other forms of camping, caravan and holiday accommodation will continue to grow to meet the expectations of today's discerning holidaymaker.



OUR SERVICES

We work with private and public sector operators including land owners and estate managers, charities, leisure businesses, property developers and local authorities, helping them achieve commercial, business and organisational objectives.

We work collaboratively with our clients, stakeholders and other professional advisors, adding value through expertise and on-the-ground experience.

We use evidence based research to offer clients an objective view and informed advice to support the decision making process. We work alongside in-house teams to complement existing experience and support new business.

Our services include:

- Valuation
- Agency
- Planning & development
- Business Rates
- High-level options appraisals
- Feasibility studies
- Market research and capacity planning
- Commercial reviews of existing businesses
- Longer term strategic planning
- Concept review and development

Why diversify?

For many of our clients, particularly owners and trustees of rural estates it is important to find new revenue streams to ensure that they pass on an asset rather than a liability and as farming subsidies reduce, rural landowners need to look for new ways to generate income from their land and property assets.

Trading activities can give rise to Business Property Relief and potential inheritance tax advantages.

BELL TENTS

A basic tent structure usually provided as a ‘pop up’ or height of summer season facility. They provide basic facilities although some higher level bell tents do have furnishings to a high standard. It is possible to provide these structures under 28 day camping rights.



TYPICAL UNIT COST:
£500 - £2000



TYPICAL NIGHTLY RENTAL:
£50 - £100 PER NIGHT



SoulPad 5000-lite bell tent supplied by SoulPad.co.uk



Bell Tent Boutique
graphy.co.uk





YURTS

A more robust structure than a bell tent, yurts are most suitable for high season use. ROI is stronger depending on specification and location. The onus is on the land owner to provide high quality internal furnishings, including heating. Very popular with groups of families on existing holiday parks and holiday cottage complexes.



TYPICAL UNIT COST:
£3,500 - £10,000



TYPICAL NIGHTLY RENTAL:
£50 - £150 PER NIGHT

SAFARI TENTS

Safari tents are more of a permanent structure and require a reinforced hard-standing base. They can utilise more external space and the land owner is usually responsible for internal furnishings thereby dictating the standard of accommodation on offer. Predominantly for warmer season use, but can deliver high occupancy rates then and for short breaks when the weather suddenly improves. Popular with families.



TYPICAL UNIT COST:
£7500 - £50,000



TYPICAL NIGHTLY RENTAL:
£125 - £175 PER NIGHT





GEODESIC DOMES

Simple facility to construct and can be suitable for year-round use, depending on specification. The external appearance and evening light spill can cause issues with obtaining planning permission, although manufacturers are beginning to offer a variety of more muted external colours. Good ROI in the right location. Ideal for summer star gazing breaks.



TYPICAL UNIT COST:
£6,000 - £15,000



TYPICAL NIGHTLY RENTAL:
£95 - £150 PER NIGHT



Free Domes: www.fdomes.com



Pacific Domes

CAMPING PODS

Very popular on many ‘touring unit’ holiday sites as an alternative form of accommodation to complement touring caravans and tents. Land owners in the right locations boast of a ROI (Return on Investment) typically being at 2-3 years. Entry level pods can be very basic and as with the majority of glamping products, camping pods usually require separate washroom facilities.



TYPICAL UNIT COST:
£6,000 - £15,000



TYPICAL NIGHTLY RENTAL:
£50 - £100 PER NIGHT



Pinewood, Port Lympe Reserve



SHEPHERD HUTS

Shepherd huts are becoming increasingly popular and have had good national press recently. ROI is good depending on specification, location and rental levels. They are more commonly used for year-round accommodation, with growing evidence of use in private gardens as a home office or ‘den’.



TYPICAL UNIT COST:
£18,000 - £50,000



TYPICAL NIGHTLY RENTAL:
£75 - £125 PER NIGHT

CABINS

Cabins are growing in popularity as travelers look to reconnect with nature and escape their busy lifestyles. Cabins can be basic through to high-end, bespoke designs. Cabins with en-suite facilities are most popular. With the right location, these can provide significant ROI (Return on Investment) and allow for year round use.



TYPICAL UNIT COST:
£30,000 - £50,000



TYPICAL NIGHTLY RENTAL:
£100 - £200 PER NIGHT



Artist Bothy by Bothy Stores



Artist Bothy by Bothy Stores



Melissa Irvine Photography



TREEHOUSES

Treehouses allow for imaginative, innovative designs that can be used throughout the year. Average occupancy and nightly rates are both high for unique designs. Very popular with couples looking for a romantic, picturesque experience.



TYPICAL UNIT COST:
£50,000 - £120,000



TYPICAL NIGHTLY RENTAL:
£125 - £250 PER NIGHT

LODGES

Lodges are popular on high quality holiday parks (existing and new) and arrive on site pre-constructed and fully furnished. They typically sleep 4-6 people and meet the legal definition of a ‘caravan’. In the right location they can command very high ROI with examples of individual lodges selling at over £500k in some parts of the UK. The lodges are typically sold on 25 year licence agreements, thus enabling redevelopment and additional future sales.



TYPICAL UNIT COST:
£60,000 - £120,000



TYPICAL SALE PRICE
£90,000 - £275,000



TYPICAL NIGHTLY RENTAL:
£200 - £450 PER NIGHT





MODULAR HOLIDAY COTTAGES

Modular holiday accommodation (and indeed modular housing) is increasing in demand due to the short on-site construction process and the factory led design and build. A cost effective alternative to traditional new build holiday cottages. Modular apartments are now commonplace as bespoke garden room accommodation at resort hotel destinations.



TYPICAL UNIT COST:
£80,000 - £100,000



TYPICAL SALE PRICE
£150,000 - £275,000



TYPICAL NIGHTLY RENTAL:
£125 - £350 PER NIGHT

OPTIONAL EXTRAS

There is a growing trend for ‘experiential’ holidays with consumers happy to pay for a range of additional benefits. ‘Extras’ can be a great way to maximise profitability and come in many shapes and sizes. The best fit for your offer will depend on several factors, including location, style, audience demographics, pricing and your ability to provide additional services. At Savills we have the experience and knowledge to advise and recommend what will benefit you and make your destination stand out.



WHY SAVILLS



Our teams

- We guarantee to provide a bespoke service.
- Our teams are experienced in forming amicable and effective working relationships quickly.
 - Put simply, you'll deal with people who are
- focused on your needs, are very responsive and easy to get on with.



Over 140 years experience

We have a proven track record of concluding similar sales and maximising value throughout the process. This means we can deliver similar success stories for you.



Long standing relationships with operators

As we have specialised in the trade related property sector for over 140 years we have forged strong relationships with both national and local operators. This will allow us to provide you with unrivalled knowledge to gain the best out of your investment.



Local knowledge and national coverage

With over 130 offices, Savills has the largest UK network. We have our ears ‘close to the ground’ – we know what is driving the market and we can move quickly on your behalf.

KEY CONTACTS



Simon Foster
Director, Tourism, Leisure and
Events Consultancy
+44 (0) 1242 548 006
+44 (0) 7855 999 486
sfoster@savills.com



David Middleton
Director, Hotel, Leisure
and Trading
+44 (0) 1244 702 052
+44 (0) 7734 228 722
damiddleton@savills.com



NOTES

NOTES

