# Glamping Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Hotels, Accommodation & Resorts (Hospitality & Tourism)
> **Source:** [https://www.mordorintelligence.com/industry-reports/glamping-market](https://www.mordorintelligence.com/industry-reports/glamping-market)
> **Scraped Date:** 2026-09-17

## Executive Market Summary

| Market Metric | Details |
| :--- | :--- |
| **Base Market Size** | USD 4.22 Billion |
| **Projected Forecast (2031)** | USD 4.22 Billion |
| **Growth Rate (CAGR)** | 10.72 % |
| **Largest Market Region** | N/A |
| **Fastest-Growing Region** | N/A |

## Market Visualizations & Infographics

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![Major players in Glamping industry](images/chart_2.png)

![Glamping Market Size](images/chart_3.png)

![Glamping Market Share by Accommodation, 2025](images/chart_4.png)

![Glamping Market Share by Booking Mode, 2025](images/chart_5.png)

![Glamping Market Growth Rate by Region](images/chart_6.png)

![Glamping Market Concentration](images/chart_7.png)

![Icon](images/chart_8.png)

![footer background image](images/chart_10.png)

![Mordor Intelligence on Facebook](images/chart_12.svg)

![Mordor Intelligence on Pinterest](images/chart_14.svg)

![Mordor Intelligence on Instagram](images/chart_15.svg)

![ESOMAR](images/chart_17.png)

![GPTW](images/chart_19.png)
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## Comprehensive Research Analysis

### Overview Points List Flex 49 Share Feature End

Market OverviewStudy Period | 2020 - 2031 |
Market Size (2026) | USD 4.22 Billion |
Market Size (2031) | USD 7.02 Billion |
Growth Rate (2026 - 2031) | 10.72 % |
Fastest Growing Market | Asia Pacific |
Largest Market | North America |
Market Concentration | Low |
Major Players*Disclaimer: Major Players sorted in no particular order

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### Market Overview

Glamping Market Analysis by Mordor IntelligenceThe glamping market size is expected to grow from USD 3.81 billion in 2025 to USD 4.22 billion in 2026 and is forecast to reach USD 7.02 billion by 2031 at 10.72% CAGR over 2026-2031. Rising disposable incomes, a growing preference for nature-immersive trips that do not sacrifice comfort, and the integration of loyalty programs by global hotel chains are accelerating demand. Partnerships such as Hyatt–Under Canvas and Hilton–AutoCamp broaden the customer base beyond traditional campers toward mainstream luxury travelers. Investors also signal confidence by channeling capital into purpose-built sites, and regulatory clarity in mature tourism markets reduces development risk. On the supply side, operators that control and upgrade physical assets deliver consistent quality and justify premium pricing, pushing the glamping market toward a distinct hospitality tier rather than a subset of camping.

Key Report Takeaways* By accommodation type, Cabins & Pods led with 44.78% of the glamping market share in 2025, while Treehouses & Canopy Suites posted the fastest growth at 11.36% CAGR to 2031.
* By age group, the 18-32 cohort captured 38.92% revenue share in 2025; the 33-50 segment is projected to expand at a 9.86% CAGR in the glamping industry.
* By booking mode, Online Booking Platforms accounted for 56.94% of the glamping market size in 2025 and are advancing at an 11.12% CAGR.
* By application, Family Travel represented 49.55% of the glamping market size in 2025, whereas Wellness & Retreats is forecast to grow at 11.47% CAGR.
* By geography, North America held 38.96% of the glamping market share in 2025; Asia-Pacific records the highest projected CAGR at 12.58% through 2031.
* Top 5 players such as Canvas, AutoCamp, Huttopia, Collective Retreats, and Getaway hold significant market share in 2024.

### Key Market Trends

Market Trends and InsightsDrivers Impact Analysis of Glamping Market*

| Driver | (~) % Impact on CAGR Forecast | Geographic Relevance | Impact Timeline |
|---|---|---|---|
| Rising demand for unique travel experiences | +2.8% | Global, with concentration in North America & Europe | Medium term (2-4 years) |
| Growing interest in eco-friendly and sustainable tourism | +2.1% | Europe & North America core, expanding to APAC | Long term (≥ 4 years) |
| Influence of social media and digital marketing | +1.9% | Global, strongest in APAC and North America | Short term (≤ 2 years) |
| Popularity of staycations and local travel | +1.6% | Global, particularly post-pandemic recovery regions | Short term (≤ 2 years) |
| Technological advancements in glamping accommodation | +1.4% | North America & Europe, selective APAC adoption | Medium term (2-4 years) |
| Diverse accommodation options | +1.2% | Global, with regional preferences varying | Medium term (2-4 years) |
| Supportive government initiatives | +0.8% | APAC core, selective adoption in other regions | Long term (≥ 4 years) |

Source: Mordor Intelligence |

### Competitive Landscape

Competitive Landscape

The glamping market remains moderately fragmented, yet the collapse of Tentrr after operating 1,000 franchised locations signals mounting consolidation pressure. Under Canvas, AutoCamp, Huttopia, Collective Retreats, and Getaway differentiate through full property control, assuring consistency that asset-light models struggle to match. Their vertical integration allows bespoke design, strict maintenance, and seamless brand storytelling important to loyalty-program travelers.

Strategic hotel alliances widen distribution and lower customer-acquisition costs. Hilton’s deal with AutoCamp lets Honors members redeem points for Airstream stays, while Hyatt expands its luxury footprint via Under Canvas. Capital channels follow, with Human Company drawing EUR 120 million to build eco-certified Italian sites and Huttopia adding EUR 13 million for European growth. Private-equity buyers such as DLP Capital group multiple RV resorts under unified management, blending campground experience with glamping amenities.

Emerging entrants pursue micromarkets like wellness sanctuaries, corporate retreats, and nomad hubs. Competitive edges arise from technology overlays such as contactless check-in, remote monitoring, and solar-powered climate control. Brands also experiment with floating domes and subterranean lodges that stretch conventional definitions, expanding the ceiling for the glamping market. Overall, success hinges on marrying scale economics with authentic, site-specific storytelling—an equation favoring players who own or long-lease their land assets.

Glamping Industry Leaders* Under Canvas

* AutoCamp

* Huttopia

* Collective Retreats

* Getaway

* *Disclaimer: Major Players sorted in no particular order


### Component Component 3 Scope Of The Report Bottom

Global Glamping Market Report ScopeGlamping, a blend of "glamorous" and "camping," offers luxury in outdoor experiences. From canvas tents to treehouses, glamping destinations span the globe. Its visual appeal gained traction on social media, with platforms like Instagram and Pinterest driving its popularity. The term combines glamour and camping, signifying an upscale alternative to traditional camping. Glamping experiences vary, from basic safari tents to extravagant treehouses, catering to different luxury levels. Unlike traditional camping, glamping eliminates the need for gear like tents or firewood. Guests arrive to ready-made setups, such as roaring campfires, enhancing convenience. Social media showcased glamping as more than a trend, portraying it as an accessible luxury experience that redefined outdoor recreation for a broader audience.

The glamping market is segmented by accommodation (tents, yurts, treehouses, boats & houseboats, cabins & pods, others), by age group (18 - 32 years, 33 - 50 years, 51 - 65 years, above 65 years), by booking mode (direct booking, travel agents, online booking platforms), by application (family travel, couples getaways, solo travel, wellness & retreats, others), by Geography (North America, Europe, Asia Pacific, Latin America, Middle East and Africa). The report offers the market size and forecasts in value (USD) for all the above segments.

By AccommodationTents |
Yurts and Gers |
By Accommodation |
Cabins and Pods |
Domes, Bubbles and Igloos |
Boats and Houseboats |
Other Concepts |

### Segmentation Accordion Item

By GeographyNorth America | Canada |

| | |
|---|---|
| | United States |
| | Mexico |
| South America | Brazil |
| | Peru |
| | Chile |
| | Argentina |
| | Rest of South America |
| Asia-Pacific | India |
| | China |
| | Japan |
| | Australia |
| | South Korea |
| | South East Asia (Singapore, Malaysia, Thailand, Indonesia, Vietnam, and Philippines) |
| | Rest of Asia-Pacific |
| Europe | United Kingdom |
| | Germany |
| | France |
| | Spain |
| | Italy |
| | BENELUX (Belgium, Netherlands, and Luxembourg) |
| | NORDICS (Denmark, Finland, Iceland, Norway, and Sweden) |
| | Rest of Europe |
| Middle East and Africa | United Arab Emirates |
| | Saudi Arabia |
| | South Africa |
| | Nigeria |
| | Rest of Middle East and Africa |

## Frequently Asked Questions

#### What is the current size of the glamping market?

The glamping market stands at USD 4.22 billion in 2026 and is on track to reach USD 7.02 billion by 2031.

#### What is the current Glamping Market size?

In 2026, the Glamping Market size is expected to reach USD 4.22 billion.

#### Which accommodation type contributes most to revenue?

Cabins & Pods lead with a 44.78% share thanks to their weather resilience and family-friendly amenities.

#### Which region is growing fastest?

Asia-Pacific records the highest CAGR at 12.58% between 2026 and 2031, driven by rising middle-class spending and urban stress relief.

#### How are hotel chains influencing the sector?

Partnerships such as Hyatt–Under Canvas and Hilton–AutoCamp integrate glamping sites into global loyalty programs, broadening reach and elevating service standards.

#### What role does sustainability play in guest choice?

Fifty-nine percent of travelers prefer eco-friendly options, prompting operators to adopt low-impact construction, renewable energy, and resource-efficient operations.