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Elevate Your Wilderness Experience

Unwind, Recharge, Adventure, Explore

**Consultation by:
Aum Hospitality Consultants**



Welcome nature



Introducing our camping and glamping resort concept

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We design resorts to be the perfect getaway destination for nature lovers who want to enjoy the great outdoors in comfort and style. Our recommendations range from traditional camping sites to luxurious glamping tents, so you can experience nature on your own terms.

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WILDERNESS ESCAPES TODAY



Aum Hospitality
Consultants



INTRODUCTION

Consultancy Portfolio

Aum Hospitality Consultants

Hotel & Resort Project & Management Consultants

INTRODUCTION

About Us



- **Aum Hospitality Consultants** is a **versatile** Hotel & Resort Project & Management Consulting Company that **consults, delivers, and assures** the best results for various hospitality ventures, such as Business Hotels, Boutique Hotels, Budget Hotels, Theme Resorts, Camping Resorts, Clubs, Theme Restaurants, Conference & Banquet Halls, and so on. From **Concept to Commissioning**, we **deliver** detailed Consultancy in **Hotel Project Technical Planning** and **maximize** the returns on the investment. Our focused attitude **improves** hotel assets, **boosts occupancy**, and **elevates** service quality and operational performance.
- **Aum Hospitality Consultants** was founded on the principle that consultants should **deliver** sustainable and measurable results—not just reports & lots of paperwork—to our clients. We believe a consulting firm should be more than an advisor. Our approach to consulting is to **generate** long-term results for our clients and **develop** solid relationships with them. We look at each organization from the Chief Executive's perspective and **respect** our clients' businesses as our own. We **link** our incentives with their objectives, meaning that we **grow** only if our clients grow. Our recommendations are individually tailored for each client's project.

About the Company

Aum Hospitality Consultants, under the leadership of Mr. Subodh Gupte, is a versatile and results-oriented consultancy firm in the hospitality sector. Here are some key highlights:

- **Comprehensive Services:** Aum Hospitality Consultants offers a broad spectrum of services, covering various segments within the hospitality industry, such as Business Hotels, Boutique Hotels, Budget Hotels, Theme Resorts, Camping Resorts, Clubs, Theme Restaurants, Conference & Banquet Halls. This indicates a wide-ranging expertise that can cater to different client needs.



Subodh Gupte, IHM, Dadar, Mumbai 1982
Principal Consultant

Company Profile



- **Result-Driven Approach:** The company emphasizes delivering result-driven Hospitality Management Services, indicating a commitment to achieving tangible outcomes for clients. This includes a focus on optimizing hotel assets, increasing occupancy rates, and enhancing service quality and operational performance.
- **Technical Planning Expertise:** Aum Hospitality Consultants provides detailed consultancy in Hotel Project Technical Planning, ensuring that projects are well-planned and executed. This expertise contributes to the overall success of hotel and resort projects by optimizing returns on investment.
- **Proven Leadership:** Mr. Subodh Gupte, the Principal Consultant, is highlighted as a dynamic business leader with a proven track record. His success in replicating achievements in both domestic and international markets, across various hospitality settings, showcases his adaptability and strategic leadership skills.
- **Financial Acumen:** The mention of Mr. Gupte's ability to deliver profits and good returns on investment reflects a strong financial acumen. The execution of strategies for a robust bottom line and quality delivery suggests a focus on sustainable and profitable business operations.
- **People Management:** Mr. Gupte's emphasis on strong leadership, effective communication skills, and a knack for recruiting the right candidates demonstrates a commitment to people management. The promotion of camaraderie among candidates and providing steppingstones for promotions indicate a positive and nurturing work environment.
- **Educational Background:** Mr. Gupte's diploma in Hotel Management Catering Technology & Applied Nutrition from IHMCTAN, Dadar, Mumbai, in 1982, adds academic credibility to his extensive practical experience in the industry.
- **Overall, Aum Hospitality Consultants, led by Mr. Subodh Gupte, is a well-rounded consultancy firm with a focus on delivering tangible results, effective project planning, and fostering a positive work culture within the hospitality sector.**



INTRODUCTION

Company Profile



- Mr. Subodh Gupte's extensive exposure and experience in the hospitality industry spanning 40 years showcase a rich and diverse career. Some notable highlights include his contributions to various well-known establishments:
- Ramada Inn Palm Groves (Mumbai): A renowned hotel in Mumbai where Mr. Gupte likely gained valuable experience in hotel management and operations.
- Taj Blue Diamond (Pune): Another prestigious name in the Indian hospitality sector, indicating Mr. Gupte's involvement in managing high-profile hotels.
- Duke's Retreat/Upper Deck Resort (Lonavala): This suggests experience in overseeing resort operations, a crucial aspect given the popularity of Lonavala as a leisure destination.
- Kamat Hotels (Baroda): Involvement in the setup of a 250-room Five-Star Hotel, showcasing expertise in large-scale hotel projects.
- Daspalla Hotels (Hyderabad): Contribution to the establishment of a 125-room Five-Star Hotel, demonstrating experience in diverse markets.
- Blanket Hospitality Ventures (Kerala): Setting up operations for ten hotels in Kerala indicates a wide-ranging involvement in the hospitality sector in a prominent tourist destination.
- Greenarth Leisure Pvt Ltd: Instrumental in setting up a chain of theme resorts near Mumbai and a luxury resort at Katjat near Mumbai, showcasing entrepreneurial skills and a focus on theme-based hospitality.
- Club in Nagpur: Currently involved in setting up a large club with international standards and a diverse range of amenities, including multiple restaurants, a bar, a pub, banquet hall, health spa, and various recreational facilities.
- F&B Expertise: Mr. Gupte's core expertise in Food and Beverage (F&B) is highlighted, particularly in the planning of kitchens, cuisines, menu planning, and menu engineering. His familiarity with international and national cuisine trends, including Mediterranean, Mexican, Italian, Japanese Sushi, and French Provençale, suggests a commitment to offering diverse culinary experiences.
- Ongoing Ventures: The mention of the ongoing project in Nagpur and the website www.aumconsultants.net indicates that Aum Hospitality Consultants, under Mr. Gupte's leadership, continues to be actively involved in the development and management of hospitality projects.
- In summary, Mr. Subodh Gupte's career reflects a wealth of experience across various facets of the hospitality industry, from high-profile hotels to theme resorts and large-scale projects. His expertise in F&B, along with his entrepreneurial ventures, positions him as a seasoned professional in the field. The current projects, including the club in Nagpur, highlight his ongoing commitment to the industry.

INTRODUCTION

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INTRODUCTION

Purpose of the presentation:
To showcase the potential of tented camping and glamping facilities in remote locations



Happy camping!

Market Analysis



- ❖ Overview of the growing trend in experiential travel and eco-tourism
- ❖ Statistics on the increasing demand for unique accommodation options in remote destinations

Experience Nature with luxury and style.



Here's An Overview Of The Growing Trend In Experiential Travel And Eco-tourism

- **Eco-Tourism:**

1. Eco-tourism focuses on responsible travel to natural areas that conserve the environment, preserve local cultures, and benefit the well-being of local communities.
2. There is a growing awareness of the environmental impact of travel, leading travelers to seek eco-friendly and sustainable options.
3. Eco-tourism initiatives aim to minimize negative environmental impacts by promoting conservation efforts, supporting local conservation projects, and reducing carbon footprints.
4. Travelers are increasingly seeking destinations and accommodations that prioritize eco-friendly practices, such as renewable energy use, waste reduction, and wildlife conservation.
5. Eco-tourism appeals to conscientious travelers who want to experience the beauty of nature while contributing positively to the places they visit.
6. Overall, the growing trend in experiential travel and eco-tourism reflects a shift towards more mindful and responsible forms of tourism, where travelers seek meaningful experiences that align with their values of sustainability, authenticity, and cultural immersion. This trend presents significant opportunities for the development of unique and environmentally conscious hospitality experiences, such as tented camping and glamping facilities in remote wilderness locations.

- **Experiential Travel:**

1. Experiential travel refers to a type of tourism that focuses on immersing travelers in authentic, local experiences.
2. Traditional tourism is shifting towards a desire for meaningful and memorable experiences rather than just visiting landmarks or attractions.
3. Travelers seek opportunities to engage with local culture, cuisine, traditions, and activities that allow them to connect with the destination on a deeper level.
4. Experiential travel often involves activities such as cultural workshops, culinary tours, immersive nature experiences, and interactions with local communities.
5. Millennials and Gen Z travelers, in particular, are driving the demand for experiential travel, valuing authenticity, sustainability, and personal growth in their journeys.

Market Analysis

WILDERNESS ESCAPES TODAY

Statistics on the increasing demand for unique accommodation options in remote destinations

Here are some current statistics regarding the rising demand for unique accommodation options in remote destinations across India:

❖ Indian Hospitality Trends & Opportunities (2023):

- In the fiscal year 2022/23, the branded and organized hotel sector in India achieved remarkable figures:
- Nationwide occupancy: 66.1%, the second-highest in a decade, falling short by just 0.1%.
- Average Daily Rate (ADR): INR 6,869, the highest in 10 years.
- Revenue per Available Room (RevPAR): INR 4,537, also the highest in a decade.
- **Factors contributing to this stellar performance included:**
- Domestic tourism: Indian travelers have been exploring their own country in large numbers, creating a sustainable demand foundation.
- The trend of "revenge travel" played a significant role in boosting occupancy and ADRs.
- Approximately 12.4% of the supply was priced over INR 10,000, reflecting increased demand for unique accommodations.

❖ Alternative Accommodations:

- ❖ Even before the pandemic, India was among the fastest-growing markets for alternative accommodations.
- ❖ In 2017-2018, over 140,000 of the total 880,000 Booking.com listings in India were from the alternative accommodation segment.
- ❖ Goa, Karnataka, and Kerala contributed significantly to this supply.

Market Analysis

DISCOVER GLAMPING RESORT

❖ Diverse Accommodation Options:

- India offers a wide variety of accommodations, including:
- Guest houses in the Himalayas.
- Palace hotels in Rajasthan.
- Innovative, niche hotels in megacities.
- Beach resorts in Goa.
- Houseboats in Kerala.
- Camping, glamping, back packing

These trends highlight the growing interest in unique and off-the-beaten-path accommodations, especially in remote and scenic destinations across India. Whether it's a cozy guesthouse in the mountains or a luxurious palace hotel, travelers are seeking memorable experiences beyond traditional hotels.



The clearest way into the Universe is through a forest wilderness. ...

JOHN MUIR, NATURALIST



The Concept: Tented Camping and Glamping

- Definition of tented camping and glamping
- Explanation of how these concepts align with current travel trends and consumer preferences



Definition of tented camping and glamping

Tented Camping:

Tented camping refers to a form of outdoor accommodation where guests stay in tents rather than traditional brick-and-mortar structures like cabins or hotels. Tented camps are typically set up in natural environments such as forests, deserts, or near wildlife reserves, providing guests with a closer connection to nature. Tents can range from basic setups with sleeping bags and minimal amenities to more luxurious options with comfortable bedding, furnishings, and en-suite bathrooms. Tented camping allows guests to enjoy outdoor activities such as hiking, wildlife viewing, and stargazing while experiencing the simplicity and adventure of camping.

Glamping:

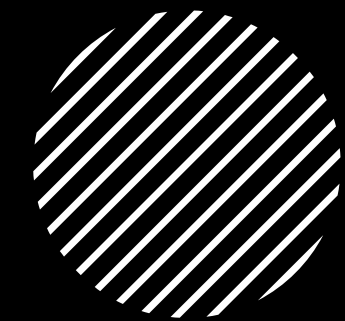
Glamping, short for "glamorous camping," is a luxury camping experience that combines the adventure of camping with the comfort and amenities of a hotel or resort. Unlike traditional camping, which may involve roughing it in basic tents and sleeping bags, glamping accommodations are often spacious, stylish, and well-appointed. Glamping sites may feature safari-style tents, yurts, treehouses, or other unique structures, outfitted with comfortable beds, high-quality linens, stylish furnishings, and sometimes even amenities like air conditioning, private bathrooms, and gourmet dining options. Glamping allows guests to immerse themselves in nature without sacrificing comfort, offering a luxurious retreat in remote or scenic locations.

CAMPING AND GLAMPING PARADISE AWAITS YOU

Come and Discover Our Natural Retreat Today!

The Concept:

Tented Camping and Glamping



Explanation of how these concepts align with current travel trends and consumer preferences



Tented camping and glamping align with current travel trends and consumer preferences in several keyways:

- 1. Experiential Travel:** Modern travelers increasingly seek authentic and meaningful experiences over traditional sightseeing. Tented camping and glamping offer immersive experiences in nature, allowing guests to disconnect from their daily routines and reconnect with the natural world. These experiences align with the trend of experiential travel by providing opportunities for adventure, exploration, and cultural immersion.
- 2. Nature-Based Tourism:** There is a growing interest in nature-based tourism, driven by a desire to escape urban environments and experience the tranquility of natural landscapes. Tented camping and glamping facilities are often located in remote or pristine wilderness areas, offering guests the chance to enjoy activities such as hiking, wildlife viewing, birdwatching, and stargazing. These experiences cater to travelers seeking outdoor adventures and eco-friendly vacations.
- 3. Sustainability and Eco-Tourism:** With increasing awareness of environmental issues, travelers are prioritizing sustainability and eco-consciousness when choosing accommodation options. Tented camping and glamping facilities can be designed and operated with a focus on sustainability, utilizing eco-friendly materials, renewable energy sources, and low-impact practices. By minimizing their environmental footprint and supporting conservation efforts, these accommodations appeal to environmentally conscious travelers who want to minimize their impact on the planet.



The Concept: Tented Camping and Glamping

4. **Luxury and Comfort:** While many travelers crave authentic experiences in nature, they also desire comfort and convenience during their vacations. Glamping offers the perfect blend of adventure and luxury, providing guests with comfortable bedding, stylish furnishings, and modern amenities in a natural setting. By offering upscale accommodations and personalized service, glamping facilities appeal to discerning travelers who seek unique and memorable experiences without sacrificing comfort.
5. **Digital Detox and Wellness:** In today's hyper-connected world, there is a growing need for digital detox and wellness-focused travel experiences. Tented camping and glamping provide an opportunity for guests to unplug from technology, unwind in natural surroundings, and prioritize their well-being. These experiences promote relaxation, mindfulness, and rejuvenation, allowing guests to disconnect from the stresses of daily life and reconnect with themselves and the natural world.
6. Overall, tented camping and glamping align with current travel trends and consumer preferences by offering immersive, nature-based experiences that combine adventure, luxury, sustainability, and wellness. As travelers seek out unique and meaningful experiences, these accommodations provide a compelling option for those looking to escape the ordinary and embrace the extraordinary.

The Concept: Tented Camping and Glamping

Explanation of how these concepts align with current travel trends and consumer preferences





Advantages of tented glamping & camping

1. Benefits for hotel owners:

- Lower initial investment compared to traditional hotels
- Opportunity to capitalize on the growing demand for experiential travel
- Flexibility in location selection, particularly in remote areas with natural beauty

1. Benefits for guests:

- Immersive experience in nature
- Unique and Instagram-worthy accommodations
- Opportunity to disconnect and rejuvenate



Advantages of tented glamping & camping

Explore the beauty of nature while enjoying the luxury of resort accommodations.

USP's



LUXURY CAMPING EXPERIENCE

Experience the great outdoors in style, with our luxury camping accommodations.

EXPEDITIOUS CAMPFIRE COOKING

Cook your meals in no time with our efficient campfire equipment.

EXHILARATING OUTDOOR ACTIVITIES

Take part in an exciting array of outdoor activities that will get your blood pumping.

RELAXATION AND REJUVENATION

Unwind, relax, and rejuvenate in our peaceful natural surroundings.



EXPERIENCE CAMPING AND GLAMPING WITH US

Target Audience

- Identification of the target demographic for tented camping and glamping experiences
- Market segmentation analysis based on age, interests, and income levels

Indulge in the beauty of nature and relax in luxury with our camping and glamping resort



LUXURY CAMPING

Enjoy the beauty of nature with the luxurious amenities of our camping and glamping resort.



ADVENTURE ACTIVITIES

Explore and discover adventure activities, like hiking or rock climbing while staying at our camping and glamping resort.



SCENIC BEAUTY

Experience the magical nature, tranquil sunsets and starry night skies at our camping and glamping resort.



Identifying Target Audience

- **Geographic:** This segmentation is based on the location of your potential customers. It can include factors such as country, region, city, or climate.
- **Demographic:** This segmentation is based on the characteristics of your potential customers such as age, gender, income, education, occupation, and family size.
- **Psychographic:** This segmentation is based on the lifestyle, personality, values, and interests of your potential customers.
- **Behavioral:** This segmentation is based on the behavior of your potential customers such as their travel patterns, frequency of travel, and loyalty to specific brands.
- To conduct a customer analysis for hotels, it is important to identify target audience and their unique needs. This can be done by analyzing their demographics, travel patterns, and preferences. Here are some general categories of market segmentation that can be used to identify your target audience:
- The below explained guidelines & criteria must be applied at the time of marketing the hotel – both offline & online to get the substantial results

Location Selection

- Criteria for selecting an ideal remote location:
- Proximity to natural attractions (forests, mountains, lakes)
- Accessibility (road, air, rail)
- Environmental considerations (conservation efforts, permits)

ESCAPE THE CITY LIFE

Relax and unwind by the campfire.

OUTDOOR ADVENTURES GALORE

Explore our many hiking and biking trails

LUXURY GLAMPING TENTS

Experience nature with all the comforts of home.

CAMPING UNDER THE STARS

The resort is a magical place to enjoy nature.

Location Selection

- **Proximity to Natural Attractions:** The remote location should be close to natural attractions such as forests, mountains, lakes, rivers, or coastlines, offering guests opportunities for outdoor recreation, wildlife viewing, and scenic beauty. Proximity to these natural features enhances the guest experience and provides a variety of activities to enjoy during their stay.
- **Accessibility:** While remote, the location should still be accessible by road, air, or rail to ensure ease of travel for guests. The availability of transportation options makes it convenient for guests to reach the destination, whether they are traveling by car, plane, or train. Adequate road infrastructure, nearby airports or helipads, and railway stations enhance accessibility and attract a wider range of travelers.
- **Environmental Considerations:** Environmental sustainability is crucial when selecting a remote location for tented camping and glamping facilities. The site should be chosen with careful consideration of its ecological impact and conservation efforts. This includes assessing the site's biodiversity, water sources, and ecosystem health, as well as implementing measures to minimize environmental degradation. Obtaining necessary permits and adhering to local regulations ensures that the development and operation of the facility are conducted responsibly and in harmony with the surrounding environment.



Location Selection



- **Scenic Beauty and Privacy:** The remote location should offer breathtaking scenery and a sense of seclusion, providing guests with a serene and picturesque setting for their outdoor retreat. Privacy is important for guests seeking a peaceful escape from the hustle and bustle of city life. Whether nestled in a forest, perched on a mountainside, or overlooking a pristine lake, the location should offer natural beauty and tranquility that enhance the overall guest experience.
- **Safety and Security:** Safety considerations are paramount when selecting a remote location for tented camping and glamping facilities. The site should be free from natural hazards such as floods, landslides, or wildfires, and adequate emergency response measures should be in place. Additionally, security measures should be implemented to ensure the safety of guests and their belongings, particularly in secluded areas with limited access.
- By carefully considering these criteria, developers and operators can select an ideal remote location for tented camping and glamping facilities that offers natural beauty, accessibility, environmental sustainability, and safety, providing guests with an unforgettable outdoor experience in harmony with nature.

Design & Development

1. Considerations for designing tented camping and glamping facilities:
2. Tent design and layout
3. Amenities and facilities (bathrooms, dining areas)
4. Sustainability initiatives (renewable energy, waste management)

Tent Design and Layout:

- **Selection of tent types:** Choose tents that blend with the natural surroundings and provide adequate space and comfort for guests. Options may include safari-style tents, bell tents, yurts, or eco-friendly geodesic domes.
- **Spacing and privacy:** Ensure tents are adequately spaced to provide privacy for guests while still maintaining a sense of community. Consider natural barriers such as trees or foliage to delineate individual tent areas.
- **Orientation:** Orient tents to maximize views of natural scenery and optimize natural light and ventilation. Positioning tents strategically can enhance guest experience and minimize environmental impact.



Design & Development

- **Amenities and Facilities:**

- Bathrooms: Provide clean and well-maintained bathroom facilities, including toilets, sinks, and showers. Consider eco-friendly options such as composting toilets and low-flow fixtures to conserve water.
- Dining areas: Design communal dining areas where guests can enjoy meals together and socialize. Incorporate outdoor seating areas and cooking facilities for a rustic dining experience.
- Recreational spaces: Create outdoor gathering areas with campfire pits, seating, and recreational amenities such as games or yoga platforms. Encourage guests to connect with nature and each other in communal spaces.

- **Sustainability Initiatives:**

- Renewable energy: Implement solar power systems to generate electricity for lighting, heating, and charging stations. Utilize energy-efficient appliances and LED lighting to minimize energy consumption.
- Waste management: Establish a comprehensive waste management system to minimize waste generation and promote recycling and composting. Provide clearly labeled bins for guests to separate recyclables, compostables, and non-recyclable waste.
- Water conservation: Install rainwater harvesting systems to collect and store rainwater for non-potable uses such as irrigation and toilet flushing. Encourage guests to conserve water through signage and educational materials.
- Natural Integration:

- Minimal site disturbance: Design the layout of the facility to minimize disruption to the natural environment, preserving trees, vegetation, and wildlife habitats. Use low-impact construction techniques and materials to reduce environmental footprint.
- Native landscaping: Incorporate native plants and landscaping features that require minimal water and maintenance, enhancing biodiversity and supporting local ecosystems.
- Interpretive signage: Provide educational signage throughout the facility to inform guests about local flora, fauna, and conservation efforts. Encourage guests to respect and appreciate the natural surroundings.
- By incorporating these considerations into the design of tented camping and glamping facilities, developers and operators can create sustainable, comfortable, and immersive outdoor experiences that showcase the beauty of nature while minimizing environmental impact.



Marketing Strategies

- Overview of marketing tactics to promote tented camping and glamping experiences:
- Targeted digital advertising
- Social media campaigns highlighting the unique offerings
- Collaborations with travel influencers and bloggers

Experience Nature in Style

Marketing Strategies

When promoting tented camping and glamping experiences, it's important to utilize a mix of marketing strategies to reach potential guests and showcase the unique offerings of your facility. Here's an overview of marketing tactics to consider:

- **Targeted Digital Advertising:**

- Utilize targeted digital advertising campaigns to reach specific demographics interested in outdoor and adventure travel, eco-tourism, or experiential accommodations.
- Use platforms such as Google Ads, Facebook Ads, and Instagram Ads to target users based on their interests, behaviors, and search intent.
- Highlight the key features and benefits of your tented camping and glamping experiences, such as luxury amenities, scenic locations, and outdoor activities.

- **Social Media Campaigns:**

- Leverage social media platforms to showcase the unique offerings of your tented camping and glamping facility.
- Share visually appealing photos and videos of the accommodations, natural surroundings, and guest experiences to engage and inspire your audience.
- Use hashtags related to outdoor travel, camping, and eco-tourism to increase visibility and reach a broader audience.
- Encourage user-generated content by sharing guest photos and testimonials, and encourage guests to share their experiences on social media.



Marketing Strategies

- **Collaborations with Travel Influencers and Bloggers:**
- Partner with travel influencers and bloggers who have a strong following and audience interested in outdoor travel and eco-friendly accommodations.
- Invite influencers to experience your tented camping and glamping facility firsthand and share their experiences with their followers through blog posts, social media posts, and videos.
- Offer complimentary stays or exclusive experiences in exchange for coverage and promotion of your facility.
- Choose influencers whose values align with your brand's ethos of sustainability, nature conservation, and outdoor adventure.

- **Content Marketing:**
- Create informative and engaging content to educate potential guests about the unique offerings of your tented camping and glamping experiences.
- Develop blog posts, articles, and guides that highlight the benefits of staying in tented accommodations, the activities available, and tips for enjoying an outdoor adventure.
- Share this content on your website, social media channels, and email newsletters to attract and engage your target audience.

- **Email Marketing:**
- Build an email list of interested prospects and past guests who have expressed interest in your tented camping and glamping experiences.
- Send targeted email campaigns with special offers, promotions, and updates about upcoming events or activities at your facility.
- Personalize your emails to make them relevant and compelling to each recipient, based on their preferences and past interactions with your brand.
- By implementing these marketing strategies, you can effectively promote your tented camping and glamping experiences, attract more guests, and showcase the unique offerings of your facility to a wider audience.



Financial Projections

(Will be made based on following criteria in a detailed Business Plan, EBITDA, P&L, R.O.I. & Concept Presentation)

- Financial analysis of the potential return on investment (ROI) for tented camping and glamping projects
- Comparison with traditional hotel developments
- When conducting financial projections for tented camping and glamping projects, it's essential to consider various factors that impact the return on investment (ROI) and compare them with traditional hotel developments. Here's how you can approach the financial analysis:
 - **Revenue Projections:**
 - Estimate potential revenue streams, including accommodation fees, food and beverage sales, additional services (guided tours, outdoor activities), and merchandise sales (camping gear, souvenirs).
 - Consider seasonality and demand fluctuations based on factors such as weather patterns, local events, and peak travel seasons.
 - Analyze pricing strategies and competitor rates to determine optimal pricing for tented camping and glamping experiences.
 - **Operating Expenses:**
 - Identify fixed and variable operating expenses, including staff wages, utilities, maintenance, marketing, insurance, permits/licenses, and property taxes.
 - Estimate expenses related to amenities and facilities maintenance, waste management, and environmental sustainability initiatives.
 - Factor in costs associated with initial setup, including site development, tent construction, infrastructure, and furnishings.
 - **Capital Expenditure (Capex):**
 - Calculate the initial investment required to develop the tented camping and glamping facility, including land acquisition or leasing costs, infrastructure development, tent construction, and equipment purchases.
 - Consider financing options, including loans, grants, or investor funding, and analyze the impact on cash flow and ROI.
- **Cash Flow Analysis:**
 - Develop cash flow projections over the project's lifespan, considering both short-term and long-term revenue and expenses.
 - Assess the timing of cash inflows and outflows, including initial investment, operational expenses, and revenue generation.
 - Analyze the project's net cash flow, net present value (NPV), and internal rate of return (IRR) to evaluate its financial viability and potential for profitability.
- **Return on Investment (ROI):**
 - Calculate the ROI for the tented camping and glamping project by comparing the net profit generated over a specific period (usually 3-5 years) to the initial investment.
 - Consider both financial returns (profitability) and non-financial benefits (brand reputation, environmental impact) when assessing ROI.
 - Benchmark the ROI against industry standards and comparable projects to gauge performance and identify areas for improvement.
 - Comparison with Traditional Hotel Developments:
 - Evaluate the financial performance of tented camping and glamping projects against traditional hotel developments in terms of ROI, occupancy rates, average daily rate (ADR), and revenue per available room (RevPAR).
 - Consider the unique characteristics and market positioning of each type of accommodation, including target demographics, amenities, and guest experience.
 - Identify the strengths and weaknesses of tented camping and glamping projects relative to traditional hotels and opportunities for differentiation in the market.
 - By conducting a comprehensive financial analysis and comparing tented camping and glamping projects with traditional hotel developments, you can assess their potential ROI, identify key success factors, and make informed decisions regarding investment opportunities in the hospitality industry.

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Case Study

Case Study 1: The Hideaway Glamping, Himachal Pradesh, India



Location: Located in the scenic mountains of Himachal Pradesh, offering panoramic views of the Himalayas and surrounded by lush forests and meadows.

Key Features:

Luxury Accommodations: The Hideaway Glamping offers spacious safari tents equipped with comfortable beds, stylish furnishings, and en-suite bathrooms with hot showers.

Sustainable Practices: The facility operates on renewable energy sources, including solar power for electricity and water heating, and implements eco-friendly initiatives such as waste management and water conservation.

Unique Experiences: Guests can enjoy a range of outdoor activities, including guided nature walks, birdwatching, mountain biking, and cultural excursions to nearby villages.

Strategies for Success:

Authenticity: The Hideaway Glamping provides an authentic mountain experience, allowing guests to immerse themselves in the natural beauty and tranquility of the Himalayas.

Personalized Service: The facility offers personalized service and attention to detail, catering to the individual needs and preferences of guests to ensure a memorable and enjoyable stay.

Marketing Campaigns: The Hideaway Glamping utilizes targeted digital advertising and social media campaigns to promote its unique offerings and attract adventure-seeking travelers looking for luxury camping experiences in remote wilderness areas.

... Case Study

Case Study 2: Serenity Eco-Lodge & Camp, Rajasthan, India



Location: Situated in the remote desert landscape of Rajasthan, surrounded by sand dunes, wildlife reserves, and ancient historical sites.

Key Features:

Eco-Friendly Accommodations: Serenity Eco-Lodge & Camp offers eco-friendly tented accommodations constructed with sustainable materials and designed to blend seamlessly with the desert environment.

Cultural Immersion: The facility provides opportunities for guests to engage with local communities and experience Rajasthani culture through traditional music and dance performances, camel safaris, and visits to nearby villages and forts.

Stargazing Experiences: Guests can enjoy stargazing sessions with professional astronomers, offering breathtaking views of the night sky and educational insights into astronomy and celestial phenomena.

Strategies for Success:

Environmental Conservation: Serenity Eco-Lodge & Camp prioritizes environmental conservation and sustainability, implementing initiatives such as rainwater harvesting, solar energy, and organic farming practices.

Community Engagement: The facility partners with local communities to support economic development, cultural preservation, and social initiatives, fostering positive relationships and mutual benefits.

Collaboration with Influencers: Serenity Eco-Lodge & Camp collaborates with travel influencers and bloggers who share its commitment to eco-tourism and sustainable travel practices, amplifying its reach and visibility among environmentally conscious travelers.

In both case studies, the key features and strategies that contributed to the success of tented camping and glamping facilities in remote locations include a focus on luxury accommodations, sustainability, authentic experiences, personalized service, and strategic marketing efforts. These factors have helped these facilities stand out in the competitive hospitality market and attract travelers seeking unique and memorable experiences in nature.

... Conclusion

In conclusion, tented camping and glamping offer unique and immersive experiences in remote wilderness locations, catering to the growing demand for experiential travel and eco-friendly accommodations. Through this presentation, we've explored the various aspects of developing and promoting tented camping and glamping facilities, including site selection, design considerations, marketing strategies, and financial projections.

Key points discussed include the importance of selecting an ideal remote location with proximity to natural attractions, accessibility, and environmental considerations. We've also highlighted the design elements, amenities, and sustainability initiatives that contribute to the success of tented camping and glamping facilities. Additionally, we've showcased case studies of successful projects, demonstrating the potential for profitability and positive guest experiences in remote wilderness settings.

Next Steps:

We invite potential clients to explore further consultation services offered by our firm to support the development and management of tented camping and glamping facilities. Our team of experts specializes in hospitality consulting, offering comprehensive solutions tailored to your specific needs and objectives. Whether you're planning a new project or seeking to enhance an existing facility, we're here to provide guidance, expertise, and support every step of the way.



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We look forward to the opportunity to collaborate with you and help bring your tented camping and glamping vision to life. Thank you for considering our services.

Happy to
serve
you

