

From Landowner to Glampreneur

Maximize Your Property's Potential by Transforming your
Unused Land Into a Profit-Printing Glampground



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Part 1: Introduction to Glamping

What is Glamping and How Did it Become So Popular?

Glamping, a blend of "glamorous" and "camping," has emerged as a highly popular trend in the hospitality industry. It offers individuals the opportunity to reconnect with nature without sacrificing comfort or luxury.

Glamping allows guests to experience the serenity of nature in unique and luxurious accommodations such as yurts, safari tents, treehouses, and geodesic dome tents. Unlike traditional camping, glamping provides amenities like comfortable beds, electricity, and even Wi-Fi, ensuring a comfortable and convenient stay. This modern twist on camping appeals to a wide range of individuals, from adventure seekers to those seeking a peaceful retreat.

So, how did glamping become so popular? The answer lies in the changing preferences and demands of travelers. In recent years, there has been a significant shift towards experiential travel, where individuals seek unique and authentic experiences. Glamping perfectly aligns with this trend, as it offers a distinctive blend of adventure, luxury, and immersion in nature.

Moreover, glamping caters to various niches, making it even more appealing to a diverse group of travelers. For existing landowners and aspiring entrepreneurs, transforming their land into a mini-glampground presents an opportunity to tap into this booming industry. By offering family-friendly accommodations, complete with amenities and activities suitable for all ages, landowners can attract families looking for memorable and hassle-free vacations.

Additionally, targeting couples looking for romantic getaways can be another lucrative niche. By offering private and secluded accommodations, candlelit dinners, and couples' activities, landowners can create a dreamy atmosphere that appeals to those seeking intimate moments and quality time with their loved ones.

The rise of glamping can also be attributed to the desire for sustainable and eco-friendly accommodations. Glamping sites often emphasize the use of recycled materials, renewable energy sources, and low-impact practices, attracting environmentally conscious travelers.

By understanding the preferences of different niches, such as families and couples, landowners and aspiring entrepreneurs can transform their existing land into a mini-glampground and maximize their property's potential. With the right guidance and assistance, glamping can be a profitable and rewarding venture for those looking to make extra income with their land.

Why Glamping is a Lucrative Business Opportunity

In recent years, the concept of glamping has taken the hospitality industry by storm. Combining the luxury of a hotel with the unique experience of camping, glamping has become a preferred choice for travelers seeking a more comfortable and memorable outdoor getaway. For existing landowners and aspiring entrepreneurs, glamping presents an incredible business opportunity that can maximize the potential of their property.

Transforming your Existing Land into a Mini-Glampground offers a chance to tap into the growing market of travelers who seek unique and immersive experiences. By providing well-designed and thoughtfully equipped accommodations, such as luxury tents, yurts, or dome tents, you can create a glampground that attracts adventurers and nature enthusiasts from all over. This niche allows you to leverage your existing land and generate a steady stream of income without major investments.

Catering to families with children opens up another avenue for success. By offering amenities and activities suitable for all ages, you can create a family-friendly glampground that becomes a go-to destination for parents looking to create lasting memories with their children. From playgrounds and water sports to organized family activities, this niche ensures a steady flow of bookings during school holidays and weekends.

For those looking to target couples seeking a romantic getaway, creating a romantic glampground can be a highly profitable venture. By providing private and secluded accommodations, candlelit dinners, and couples' activities such as stargazing or couples' massages, you can create an intimate and enchanting experience. This niche attracts couples celebrating anniversaries, honeymoons, or simply seeking a break from their busy lives, allowing you to charge premium rates and increase your revenue.



The beauty of glamping lies in its versatility. Depending on your property's location and resources, you can combine different niches to cater to a wider audience. For example, you can offer family-friendly accommodations during peak holiday seasons and transform them into romantic retreats during quieter periods. This flexibility ensures that you maximize your property's potential throughout the year and maintain a steady income stream.

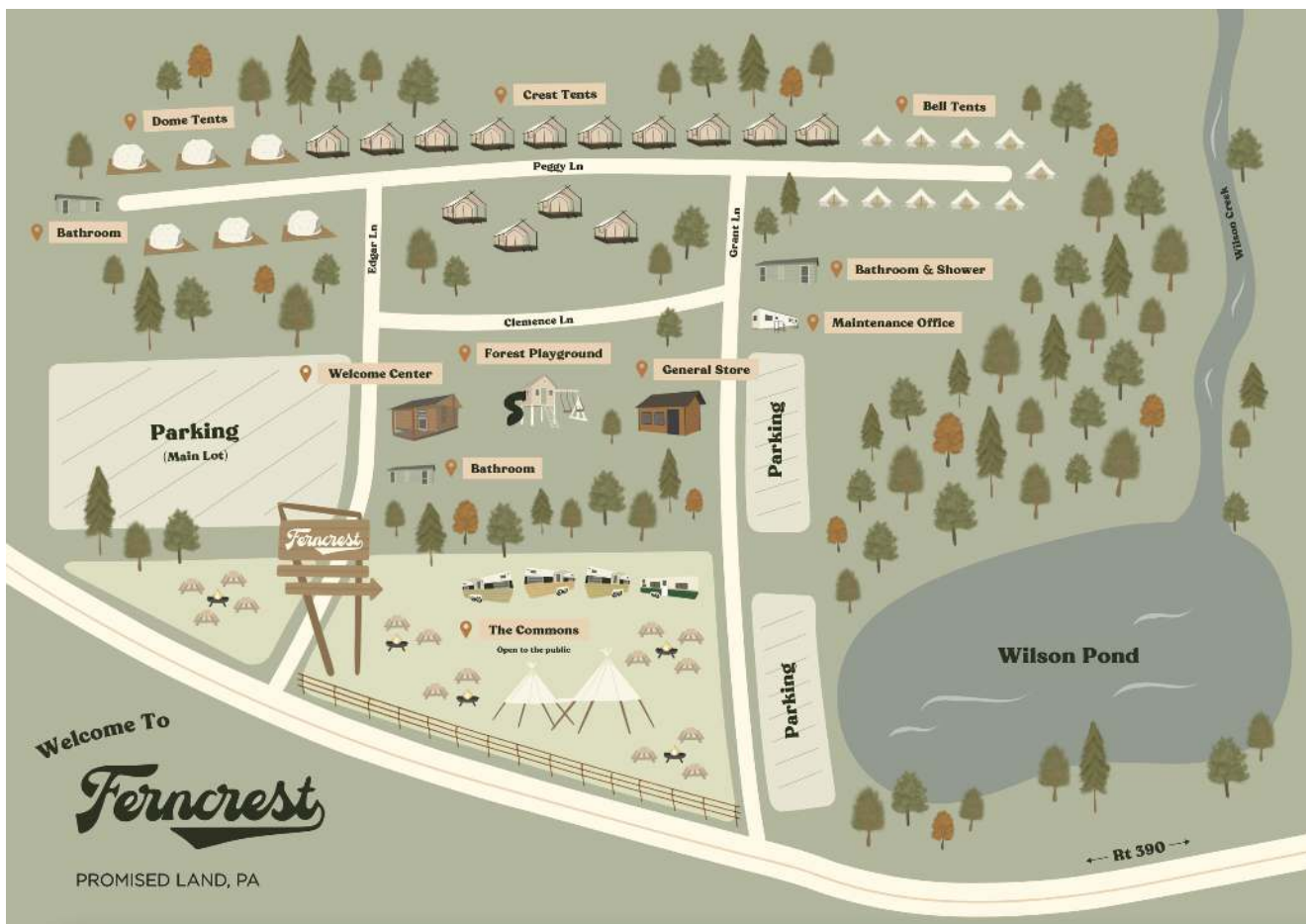
Moreover, glamping allows you to tap into the growing trend of sustainable and eco-friendly tourism. By incorporating eco-friendly practices, such as using renewable energy sources or promoting local and organic products, you can attract environmentally conscious travelers who value responsible tourism. This not only enhances your brand reputation but also contributes to the preservation of the natural beauty of your land.



Ultimately, glamping presents a lucrative business opportunity for existing landowners and aspiring entrepreneurs. By transforming your existing land into a mini-glampground, catering to families or targeting couples seeking a romantic getaway, you can tap into different niches and maximize your property's potential. With its versatility, profitability, and alignment with sustainable tourism, glamping is undoubtedly a smart investment for those looking to make extra income with their land.

Our Glampground Journey: Building Ferncrest

Our Story: Back in 2020, we, possibly like many of you, decided to dive headfirst into something new, something exciting – the hospitality industry. We kicked things off with a shabby little motel, tucked away in the peaceful Pennsylvania mountains, that needed more than a bit of TLC. We poured our hearts (and yes, our wallets) into it, and you know what? The Rex Hotel was born, becoming an unexpected hit in the local area.



But that’s just the opening chapter. Our next adventure was just a short, 5-minute drive away: a forlorn-looking, 10-acre campground. It was barely operational, but we saw its potential underneath the neglect. So, without hesitation, I picked up the phone and introduced myself to the owner, which kick-started a bunch of down-to-earth, genuine conversations. Before we knew it, we shook hands on a \$285,000 deal, with no upfront cash and a straightforward seller financing plan. Now, I’m not saying such deals are around every corner, but our story is proof that with a bit of hustle and heart, you can unearth some real gems out there.

Over the next half a year, we got our hands dirty, cleaning, fixing, building – crafting our dream glampground from the ground up. We invested about \$350,000 (cash flow from The Rex, credit cards, and a bank loan) into turning our vision into reality. Though in hindsight, we could’ve squeezed our bucks a bit more for similar outcomes.

And the outcome of this all-in adventure? We opened Ferncrest, which is operating at a \$500,000/annum run rate, an Average Daily Rate (ADR) of \$250, and shining with a 4.9-star rating on Google reviews: All with less than 20 tents. This journey of ours, sprinkled with highs, lows, and priceless learnings, has become more than a business tale – it's our life, our passion, and we continue to explore, learn, and grow in this ever-fascinating hospitality world.

But the revenue and profit is only one side of the story. Our business has also already resulted in a 5x return on investment when you take into consideration the new market value of the property our glampground now sits on. This is calculated by looking at the net operating income (NOI) of the business and the average capitalization rate for commercial properties like this.

NOI is a key financial metric that reflects the profitability of your glampground. It represents the total revenue generated from your property minus all operating expenses, excluding mortgage and interest payments.



The cap rate (capitalization rate) is a percentage that represents the expected return on investment for a property. In this case, we will use an 8% cap rate, which is a commonly used figure in the industry. To calculate the valuation of Ferncrest, we divide the NOI (\$250,000) by the cap rate (8%). Therefore, \$250,000 divided by 0.08 equals \$3,125,000.

This means that, based on our glampground's conservative annual profit of \$250,000, it would be valued at \$3,125,000. With more planned improvements, our NOI and therefore valuation will only grow. Recall that we purchased it for \$285,000, and even after taking into consideration \$350,000 in improvements, this represents a magical return on investment. This remarkable increase in value showcases the incredible potential for transforming underutilized land into a money-making glampground.

If you are an existing landowner or an aspiring entrepreneur looking to make extra income with your land, this book is for you. We understand the desire to maximize your property's potential and turn it into a profitable venture. Whether you want to transform your existing land into a mini-glampground, cater to families with children, or target couples looking for a romantic getaway, we have the guidance and help you need.

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Part 2: Assessing Your Land's Potential



You Don't Need Much Land

Unlike large-scale campgrounds or Airbnb rentals, mini-glamgrounds offer a more intimate and personalized experience for guests and a more lucrative financial return for its owners. With as few as six tents and a bathhouse facility, these smaller glamgrounds can be set up relatively quickly, allowing entrepreneurs to get started within six months. The best part is that it can be done on a budget that can be managed without the need for investors or deep pockets. This means that savings, credit cards, and even small unsecured bank loans can be utilized to finance the project.

One of the key benefits of creating a mini-glampground is the potential for life-changing cash flow and profits. Despite its smaller size, a well-run mini-glampground can generate substantial income. Moreover, it has a direct impact on the valuation of the land, making it worth much more as a business asset. This is particularly advantageous for landowners who are looking to maximize the potential of their property.

By utilizing a minimal amount of land (as little as 2 acres!) and a manageable budget, you can embark on a journey towards increased cash flow and a higher valuation of their property as a business asset.

Evaluating Your Property's Location and Accessibility

When it comes to transforming your existing land into a profitable glampground, evaluating the location and accessibility of your property is paramount. Whether you are an existing landowner or an aspiring entrepreneur, understanding the importance of these factors will help you maximize your property's potential and attract the right target audience.

Firstly, let's consider the accessibility of your land. Potential guests should be able to reach your glampground without facing any significant barriers or hurdles. Having existing access roads, preferably paved, can greatly enhance the convenience for your visitors. It reduces the need for costly infrastructure upgrades and ensures a seamless experience for your guests from the moment they arrive.

Additionally, existing utilities such as electricity, water, and sewage connections play a crucial role in the success of your glampground venture. These infrastructural elements are essential for providing the necessary amenities and facilities to your guests. Having these utilities already in place not only saves you valuable time but also helps you avoid the financial burden of installing them from scratch.

Furthermore, the location of your property is vital in determining the success of your glampground. Depending on your target niche, whether it's a family-friendly or romantic glampground, you need to choose a location that aligns with the preferences of your desired guests. For a family-friendly glampground, consider a location that offers a safe and spacious environment with amenities and activities suitable for all ages. On the other hand, if you are targeting couples seeking a romantic getaway, opt for a secluded and picturesque spot that offers privacy and intimacy.

By evaluating your property's location and accessibility, you can ensure that your glampground venture is off to a promising start. Existing access and utilities will save you a significant amount of time and money, allowing you to focus on creating a memorable and enjoyable experience for your guests. Remember, catering to the specific needs and desires of your target audience is key to becoming a successful glampreneur. So, take the time to carefully assess your property and make the necessary enhancements to transform it into a thriving glamping destination.

Identifying Land Features that Can Be Utilized for Glamping

When it comes to transforming your existing land into a mini-glampground, it's essential to identify the features that can make your property stand out and attract your target audience. Spoiler: while things like epic scenery or a picturesque lake can be great selling points, they are not necessary features to make your glampground successful.

Firstly, it's important to understand your target audience's preferences and needs. If you are catering to families with children, focus on creating a family-friendly glampground. Look for land features that allow you to provide amenities and activities suitable for all ages. A spacious area for outdoor games, a playground, or even a self-service mini golf course could be excellent additions to attract families.

On the other hand, if you are targeting couples looking for a romantic getaway, seek out land features that offer privacy and seclusion. A simple secluded forest area can create the perfect backdrop for a romantic glampground.

Remember, the key is to utilize the resources available on your land. Even if you don't have stunning natural features, a nice piece of land with some trees can still be transformed into a successful glampground. Create walking trails through the trees, set up cozy and unique glamping accommodations, and design outdoor relaxation areas with hammocks for your guests to enjoy the serene surroundings.



Additionally, consider the accessibility of your land. While it's essential to have a nice piece of land, it's equally crucial to have amenities and attractions within a short drive. Identify nearby attractions such as hiking trails, lakes for water activities, or local tourist spots that can enhance the overall experience for your guests.

Ultimately, don't underestimate the potential of your land for glamping: if you have 2 acres or more of land at your disposal you likely have the cornerstone for a successful mini-glampground. By understanding your target audience's preferences and needs, you can identify land features that can be utilized for various glamping niches. Whether you cater to families or couples, a nice piece of land can be transformed into a successful glampground.



With the right amenities, activities, and accessibility, you can attract guests seeking unique and memorable experiences, ultimately maximizing your property's potential as a glampreneur.

Understanding Local Zoning and Permitting Regulations

When it comes to transforming your land into a profitable glampground, one of the most crucial aspects to consider is understanding local zoning and permitting regulations. While this may sound daunting, fear not! With the right guidance and a proactive approach, navigating these regulations can be easier than you think.

As an existing landowner or aspiring entrepreneur, you may be wondering why zoning and permitting matters. Well, these regulations determine what you can and cannot do with your land. They ensure the safety of your guests, protect the environment, and maintain the harmony of the community. So, it's important to get familiar with them from the start.



The first step is to research your local zoning laws. Each township or municipality has its own unique set of regulations, so it's crucial to understand what applies to your specific area. Reach out to your local planning department or zoning board for information on land use, building codes, and any specific permits you may need. Rest assured, while some zoning officials may initially be unfamiliar with the concept of a 'glampground,' it's crucial to exercise patience and creatively align it with any existing definitions or frameworks they utilize, facilitating a smoother zoning approval process.

The good news is that many rural towns don't even have zoning, meaning the only thing you will have to worry about is permits to conduct any construction work you need to do to open your campground.

Permits would be for certain types of construction, electric work, or adding things like a road. In small townships these can be accomplished with a simple application. If you use an architect or general contractor for the work they can help you with this process too!

Remember, getting on top of zoning and permitting early in the process is crucial. It shows the township that you are committed to following the rules and being a responsible member of the community. By playing nicely and working with local officials, you can establish a positive relationship and gain their support. And with the right approach and a willingness to learn, you can successfully navigate these requirements and transform your land into a profitable glampground.




03

**Part 3: Transforming
Your Existing Land into
a Mini-Glampground**

Planning the Layout and Design of Your Glampground

When it comes to transforming your existing land into a mini-glampground, careful planning of the layout and design is crucial. Whether you are targeting families, couples, or both, creating a functional and appealing glamping experience is vital to attract customers and maximize your property's potential.

One important consideration for mini-glampgrounds is the provision of sanitation facilities. Unlike a traditional hospitality business, mini-glampgrounds don't require individual toilets in each tent. Instead, it is more efficient to have a centrally located bathhouse that is easily accessible to all guests. This centralized approach not only saves space but also simplifies maintenance and ensures a hygienic experience for everyone. This is what we have done at Ferncrest and been very successful with (we still maintain a high average daily rate and customer satisfaction!).



Another aspect to consider is parking. To preserve the natural ambiance and aesthetics of your glampground, it's advisable to designate a specific parking area away from the tents. This separation between accommodations and vehicles not only enhances the overall visual appeal but also reduces noise and ensures a safer environment for your guests.

Now, let's delve into the specific needs of different niches within the glamping industry. If you are targeting families, it's essential to provide amenities and activities suitable for all ages. Consider incorporating a playground or recreational areas where children can safely engage in outdoor activities. Additionally, organizing family-friendly events like movie nights, treasure hunts, or arts and crafts workshops can create memorable experiences for families and encourage repeat visits.

For those aiming to attract couples seeking a romantic getaway, privacy and seclusion are key. Ensure your glampground offers private and intimate accommodations, and enhance the romantic ambiance by providing amenities like hot tubs, fire pits, and private dining areas for candlelit dinners.

No matter which niche you choose, planning the layout and design of your glampground is essential to its success. By considering factors like central bathhouses, designated parking areas, and tailoring amenities and activities to your target audience, you can create a unique and profitable glamping experience that will entice existing landowners and aspiring entrepreneurs alike.

Creating Unique and Attractive Accommodations

When it comes to transforming your existing land into a mini-glampground, one of the most important aspects is creating unique and attractive accommodations. In order to attract guests and stand out from the competition, you need to offer something special and memorable.

Pay attention to the design and decor of your accommodations, ensuring they are stylish, comfortable, and reflect the unique surroundings of your property. Incorporate natural elements like wood, stone, and plants to create a rustic yet luxurious ambiance. Investing in quality furnishings and bedding will also enhance the overall guest experience.

Remember to market and promote your unique accommodations effectively. Utilize professional photography to showcase the beauty of your glampground and its accommodations. Create a website or social media profiles to reach your target audience and highlight the unique features of your property. Collaborate with online booking platforms and travel agencies specializing in glamping to increase your visibility and attract more guests.

By creating unique and attractive accommodations tailored to different niches, you can maximize the potential of your property and attract a diverse range of guests. Whether it's families seeking a fun-filled adventure or couples longing for a romantic escape, your glampground can offer a memorable experience that keeps guests coming back for more.

Designing Functional Common Areas and Facilities

Creating a successful glampground involves much more than just providing comfortable accommodations. To truly maximize your property's potential and cater to your target audience, it is essential to design functional common areas and facilities that enhance the overall glamping experience.

For those aspiring to transform their existing land into a family-friendly glampground, incorporating a small playground is an excellent idea. Families with children are always on the lookout for accommodations that offer amenities and activities suitable for all ages. Even if you have limited space, you can create a fun and engaging play area. Install a swing set, a slide, and perhaps a sandbox to keep the little ones entertained during their stay. Additionally, consider adding a tetherball pole – a classic game that can bring families together for some friendly competition. Remember, you don't need a large area; just a well-designed and safe playground can make a significant difference in attracting families to your glampground.

In contrast, if you are targeting couples seeking a romantic getaway, it is crucial to provide private and secluded accommodations that allow them to unwind and reconnect. Consider adding a barrel sauna that can be booked for private sessions. This Scandinavian inspired sauna concept can be placed anywhere and offer a luxurious amenity that people will love. Also consider making one tent where couples can book a private couples massage (bring a local masseuse as needed based on appointments). With a little bit of creativity you can offer a unique experience without much space, investment, or staff.



Regardless of your target niche, incorporating a self-service store into your glampground can be a valuable addition. This store can serve as a convenient and revenue-generating facility for both you and your guests. Stock it with essential items such as snacks, beverages, toiletries, and camping supplies. Not only will this provide convenience for your guests who may have forgotten something or need a quick snack, but it will also generate additional income for you.

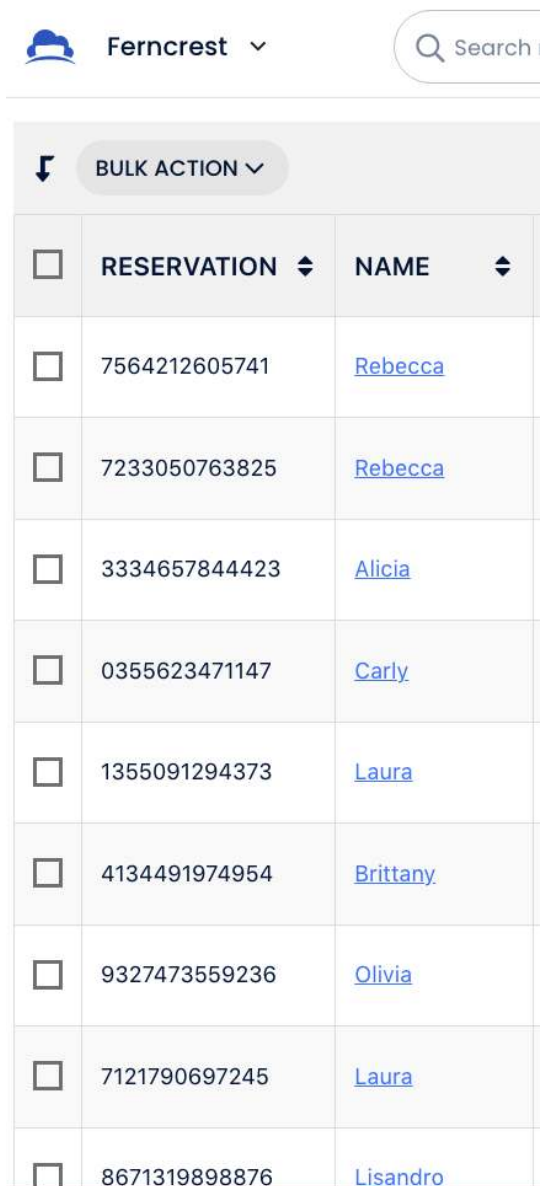
Make sure to offer a variety of products, including local and artisanal items, to showcase the uniqueness of your location and support local businesses. At Ferncrest our store adds a modest (but very profitable) \$5k per month in revenue.

Ultimately, designing functional common areas and facilities like a small playground and a self-service store can significantly enhance the appeal and profitability of your glampground. Whether you are catering to families or couples, these additions will provide convenience, entertainment, and create unforgettable experiences for your guests. Embrace these ideas and transform your land into a mini-glampground that attracts visitors year-round, helping you to maximize your property's potential and generate extra income.

04

Part 4: Next Steps

If You Build it, Will They Come?



The screenshot shows a user interface for a property named 'Ferncrest'. At the top, there is a search bar with the text 'Search'. Below this is a table with a 'BULK ACTION' dropdown menu. The table has two columns: 'RESERVATION' and 'NAME'. Each row contains a checkbox, a reservation ID, and a name with a blue link. The reservation IDs are 7564212605741, 7233050763825, 3334657844423, 0355623471147, 1355091294373, 4134491974954, 9327473559236, 7121790697245, and 8671319898876. The names are Rebecca, Rebecca, Alicia, Carly, Laura, Brittany, Olivia, Laura, and Lisandro.

<input type="checkbox"/>	RESERVATION	NAME
<input type="checkbox"/>	7564212605741	Rebecca
<input type="checkbox"/>	7233050763825	Rebecca
<input type="checkbox"/>	3334657844423	Alicia
<input type="checkbox"/>	0355623471147	Carly
<input type="checkbox"/>	1355091294373	Laura
<input type="checkbox"/>	4134491974954	Brittany
<input type="checkbox"/>	9327473559236	Olivia
<input type="checkbox"/>	7121790697245	Laura
<input type="checkbox"/>	8671319898876	Lisandro

Building a mini-glampground might feel like you're on the direct path to success, but the old saying "if you build it, they will come" doesn't really hold water in today's world. Just having a nice spot with cool tents and comfy beds is only step one. To think people will just magically find out about your neat little getaway and start booking nights is a bit of a fairy tale. You can have the most beautiful, fun, and cozy place, but if folks don't know about it, well, it's like it doesn't even exist.

Now, creating a strong brand and letting people know about your place is where the real work kicks in. Imagine you've built the ultimate spot for a weekend away. Great! But how will people know about it? This is where thinking about what makes your place special and shouting about it (in a good way!) comes into play. You have to find the right words, pictures, and maybe even videos that tell the world: "Hey, this is our cool glampground, and here's why you'll love it!" Finding what makes your spot special and sharing that in a fun and clear way is how you get people to notice you.

Book a reservation

Ferncrest



USD

Check-in

Check-out

Marketing can sound like a big, scary word, but it's really about finding fun and engaging ways to showcase your awesome glampground to the right people. Maybe you'll use social media to share cool pics, or perhaps team up with travel bloggers to get the word out. It's like hosting a big, virtual party where you show off your place and invite people to come to stay. You could use eye-catching photos, share stories of folks having a blast at your site, or even offer special deals to get things rolling.

When you blend a rad place with smart, fun ways of sharing it with the world, you're setting yourself up for some amazing things. Once the right people see it, enjoy it, and start telling their friends about it, your little glampground can turn into a booming business before you know it. And that's not just good news for your bank account - it's also a super rewarding way to connect with people, be your own boss, and create something truly special and successful. It's not just about making money, but also about creating a space that people love and cherish, which is pretty darn awesome if you ask us!

While this white-paper does not cover marketing or operations, we assure you that more resources will be provided to help you craft your brand identity and attract visitors to your campground.

We Are Here To Help

Congratulations on reading to the end of this white-paper. You have taken an important step towards transforming your land into a profitable glampground!

We understand the challenges and hurdles you may face along the way, which is why we are dedicated to helping you every step of the journey. Our own success story with Ferncrest has taught us valuable lessons that we are eager to share with you. We believe that by providing you with the right tools and insights, you too can achieve the same level of success.

But our support doesn't end with this paper. We are committed to continuously creating valuable content for you to stay updated and inspired. Our mission is to help you succeed, and we invite you to stay tuned for more exciting content from us. Through our newsletter, social media channels, and direct communication opportunities, we will continue to provide you with tips, trends, and insights to keep you ahead in the glamping industry.



Additionally, we encourage you to reach out to us directly. Share your thoughts, questions, and concerns with us through Instagram DM or email. We are ready and willing to answer your queries and offer personalized guidance based on your specific situation.

Remember, your glampground dreams can become a reality with the right guidance and support. Let us assist you in transforming your existing land into a mini-glampground that attracts families, couples, and adventure seekers alike. Embrace the journey and unlock the full potential of your property!

Until next time!

DM us at: [instagram.com/findingpromisedland](https://www.instagram.com/findingpromisedland)

Email Brian at: brian@lintonhospitality.com

Be sure you are on our email list for future free resources and knowledge direct from the frontlines of the glamping industry.

