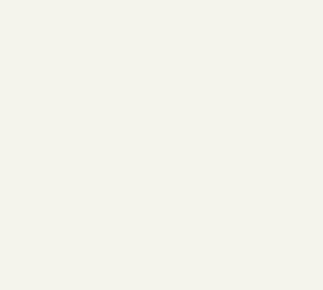




As leaders in the design, manufacture and support of Safari Tents, Clear Sky also carry out continuous research and development to maintain their lead at the forefront of glamping in the UK and Europe.

As well as the Safari Tents featured on this site, we also offer bespoke designs, larger sizes and lodges. To support this we carry out regular customer surveys to understand the needs and requirements of both operators and customers. This keeps our products both fresh and relevant and allows us to share information across the industry.

Case study conducted on 20th June 2016



Clear Sky Safari Tents, The Barn, Mount Pleasant Farm, Peckham Bush, TN12 5NE

0845 299 6484

www.safaritents.net

Case Study Haven, Burnham-On-Sea

We're back to visit Haven meeting John & Fran, the park's management team

Location: Haven, Burnham on Sea, Somerset TA8 1LA

Installation date: March 2016

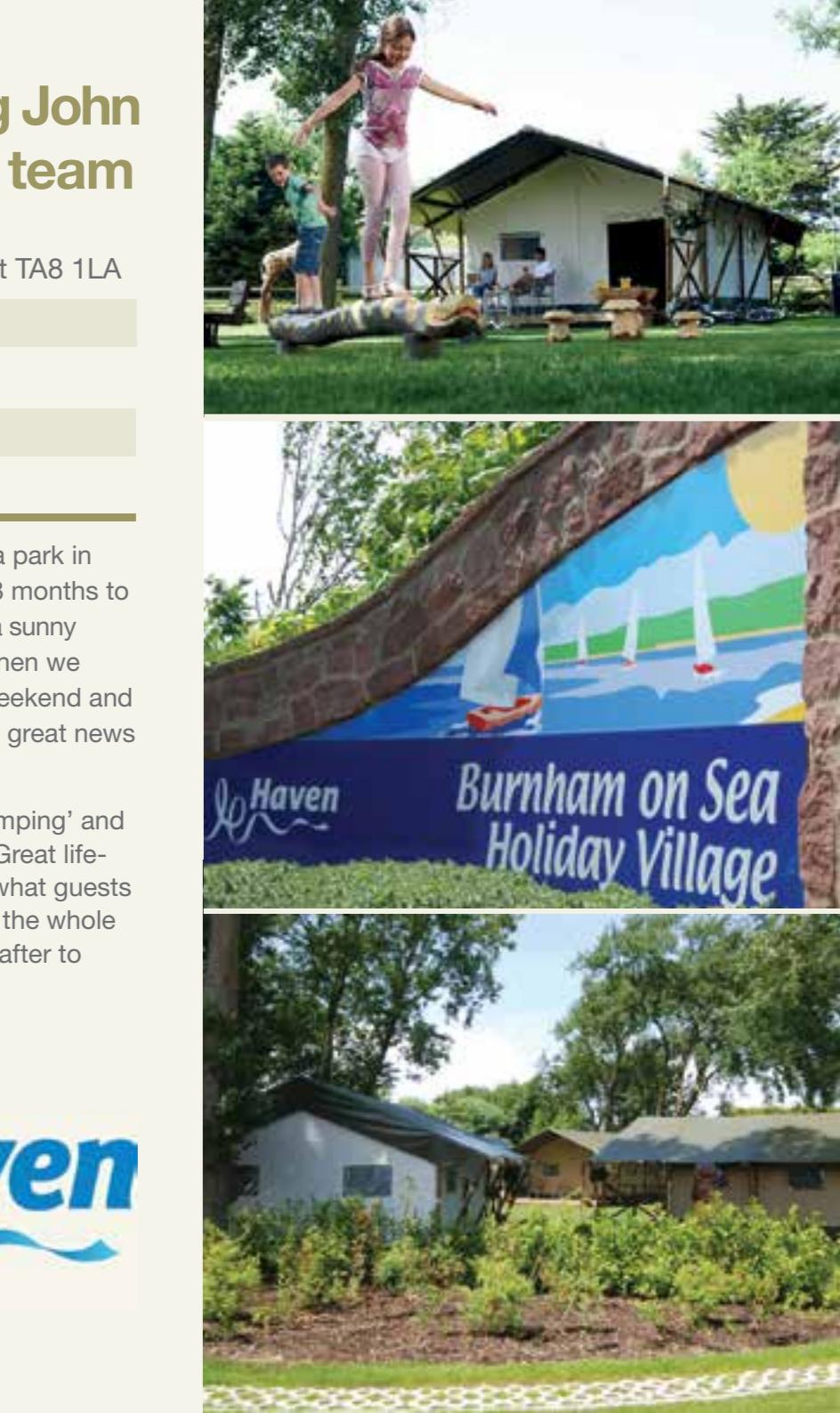
Safari tents delivered: 8

Tent range: Woody Safari Tent

Website: haven.com

After installing 8 Clear Sky Safari Tents at Haven's Burnham-on-Sea park in March, the Clear Sky team were excited to return to the park after 3 months to see how things were going. Car packed, we head off to Somerset on a sunny Friday afternoon to meet the management team, John and Fran. When we arrive we are informed that all 8 Safari Tents are fully booked this weekend and the previous week. This news certainly puts a smile on our face! It's great news to hear that their new glamping business is on the road to success.

After studying Haven's website, it certainly sells the benefits of 'glamping' and John and Fran's team certainly deliver what is offered, if not more. Great life-style images on the website of the Safari Tents really do show just what guests can expect during their stay. The park is impeccably maintained by the whole team and we know that Clear Sky's Safari Tents will be well looked after to ensure they last their full life-span of over 10 years.



Guests want to do the camping thing, but just don't want the hassle of pitching a tent

What made you add safari tents to your existing business?

"Firstly, the land which houses our Safari Village cannot accommodate static caravans and safari tents seem to be the obvious solution. Haven also wants to branch out into the glamping business offering our guests an alternative type of accommodation and camping experience."

Fran continues, "Guests want to do the camping thing, but just don't want the hassle of pitching a tent. I have received phone calls from guests who are aware of the new safari tents at our park, but they are still a bit unsure about the whole arrangement. After re-assuring them that the safari tents are amazing and they should try it, we have only received great feedback. Our touring wardens look after our safari tent guests, and offer extra assistance to those who are completely new to glamping such as explaining how everything works, from water supplies, to where the shower blocks are.

What is a typical cost to rent a Safari Tent, compared to a static caravan?

"We price our Safari Tents about 15% cheaper compared to a caravan. For an example, this weekend, a standard caravan would be about £390, a Safari Tent is about £320. However, the price to purchase a Safari Tent is considerably lower compared to a caravan so the return on investment is very attractive."

It sounds like you're getting a great yield on your investment?

"Yes, we have seen a massive turnaround this year, compared to last year. As mentioned, the old Safari Tents had been up for three years, they were very worn and they didn't meet the guests' expectations of glamping. The new Safari Tents are a world apart and we are getting lots of great feedback from our guests."

It's making our camping guests think too... why have all the hassle of bringing and putting up your own tent, when the safari tent offers a better experience and it's there ready and waiting!

Haven's Burnham-on-Sea have not just delivered a glamping experience, they have created a unique community for guests to celebrate outdoor living



How has the glamping business been perceived by your guests this season?

"Amazingly, even our touring wardens have told us that camping guests have been wowed by the new safari tents. Our touring guests are intrigued and it's making them question whether it's worth the hassle of packing and putting up their tents when they can just turn up, move in and enjoy a luxury camping experience. Some have already been asking for a quote to stay in one for their next holiday."

How's occupancy levels so far this year?

"Very good and all the guests that are staying in the new safari tents are giving nothing but great feedback. Last year guests were complaining that the previous tents were not meeting their expectations and wanted to be moved into a caravan."

Do you see the glamping business growing over the next few years on your park?

"Unfortunately, we are land-locked and we have no more available land. But as regards to Haven the opportunity is there, we often see guests who stay at other parks who come to us because they want to try out our safari tents. At the moment it's only Burnham-On-Sea and Perran Sands who currently run a glamping business. I guess both us and Perran Sands have the novelty of offering an alternative way of camping which is very well received."

What sort of age groups typically stay in a safari tent?

"Typically young families with children under the age of 12. We tend to get families who have never been camping before and want to experience the joys of a back to nature camping / glamping experience with their children but perhaps don't want to give up a proper bed!"

How long does a typical guest book for?

"We have a few week bookings, but mainly short breaks - Friday to Monday or Monday to Friday. Like today our safari tents are fully booked this weekend."

We're fully booked all the way up to mid-September

100% occupancy on all 8 Safari Tents during our visit with bookings very strong throughout the season

