

Join the collection

Make our expert teams
part of your business

**CANOPY
& STARS**



Canopy & Stars has been the leading marketing and booking agent in the glamping industry since 2010

Our collection of inspiring places to stay in the great outdoors connects independent owners to guests in search of a life more wild.

When you join the collection, all our specialist teams become an extension of your business. We secure publicity and exposure to bring you bookings and give you industry insight, expert advice and personal support to help you run, optimise and develop your site.

Get in touch:

0117 204 7830

ideas@canopyandstars.co.uk

What we offer you

- The powerful platform of the industry leading glamping booking agent
- Industry insight and advice from over a decade of experience
- Bespoke service that puts you first and starts with a personal visit
- Access to our audience of loyal guests who trust us to bring them the best unique accommodation in nature
- Informal advice and a consultancy service if you're looking to develop your business
- Support, not control – the freedom to run your business your way



About us

We're an independent, employee-owned company that was established in 2010 and is now the leading marketing agent in the glamping industry.

We've always believed that both travel and business can and should be done differently, providing our guests with a connection to nature and our owners with the support and advice to help their businesses and their land thrive.

B Corp certified

We've always worked hard to be a good business, in every sense, but our B Corp certification is official recognition of that driving principle.

Their scoring system examines the ethical standards of a company in five areas – Governance, Workers, Community, Environment and Customers. We are proud to be amongst the highest scoring travel B Corps in the world.



Once you join the collection, we become your commercial partner, with specialist teams delivering a level of personal service unmatched in the industry – we are a powerful platform with enormous reach

Marketing

We've spent more than a decade building a trusted brand that our guests look to for the best in outdoor experiences.

- Industry-leading social media audience across multiple channels
- Strategic social media and search advertising
- Inspiring campaigns promoting the outdoor lifestyle
- Newsletters that reach hundreds of thousands of guests
- Constant website optimisation for conversion
- Dedicated SEO team working to rank top for all the industry's most-searched terms.

PR

Our PR team has cultivated close relationships with major UK press and well-followed influencers creating brand recognition and interest in our whole collection.

- Yearly PR reach of over 108 million
- Regular features in The Guardian, The Times, The Telegraph, Stylist, Condé Nast Traveller, Metro, Cosmopolitan, iPaper and Red Magazine
- Frequent features on BBC2 and Channel 4, from George Clarke's Amazing Spaces, Grand Designs and others
- Constant work with social media influencers to expand our audience, extend our reach and increase engagement.

£519
million

TOTAL COVERAGE
VALUE

Every space

GETS GUARANTEED
MARKETING ACTIVITY

108 million

YEARLY COVERAGE REACH

170,000

NEWSLETTER SUBSCRIBERS

OVER

350

PIECES OF PR
COVERAGE EACH YEAR

525,000

SOCIAL MEDIA
FOLLOWING

Personal support and tireless guest management

Owner Support

Experts on business development, finance and design, always on hand to talk through any aspect of running your site.

- Dedicated Account Managers working to make the most of your place
- No helplines or automation, just real, friendly people
- Pricing analysts ensuring you achieve peak occupancy at the best rates
- Finance specialists ensuring punctual booking payments
- Industry insight and data from our 850+ spaces
- Onboarding team gets you up and running with Canopy & Stars quickly and smoothly.

Guest Experience

A passionate, dedicated team who take the stress out of managing guests, dealing with all the enquiries and admin generated by Canopy & Stars bookings.

- Dealing with enquiries, bookings and feedback
- You can relax and enjoy running your space
- You can still contact guests and add that all-important personal touch
- We have a Net Promoter Score of 89 – higher than leading customer service experts John Lewis and Apple.



Q Pine Marten Cabin, Highlands

“Having the right marketing when you start your glamping business is vital. Canopy & Stars have an amazing reach on social media and managed to fill all three retreats from day one. Our occupancy rates are higher than we have expected and the ongoing support is brilliant... I would highly recommend them.”

Jagoda Beaton, Sleepy Owl, Devon

Advice and guidance for your business at every stage

Our Business Development Team provide you with insight and support for whatever stage your business has reached.

- We can get you ready for launch, maximise the appeal of your current site or help you develop new spaces and expand your operation
- We also offer formal consultancy services that can help with detailed design and planning
- Insights on additions and modifications to your site that will increase your occupancy
- Advice on planning permission, funding opportunities, business planning, interior design, guest experience and build partners, if you're adding new spaces

Why work with us

- Our inspected and selected collection is a mark of quality
- Run your business your way
- Personal support on all aspects of your business
- Over 850 successful spaces

Why our owners love us

- We're real people, getting to know them and providing personal support at every step of the journey
- We're employee-owned
- We are 24% owned by a charitable trust that supports environmental causes
- No problem is too big, too small or too weird!
- We're part of the Sawday's family, trusted in travel for 25 years.





“For over a decade I have proudly rented without any outside representation... but my instinct was I was missing an opportunity to boost the experience, and the revenues. I appointed Canopy & Stars and they transformed what I believed was an amazing space into an even more amazing one. The bookings we have prove it’s not only worth trusting one’s own instinct but also worth trusting the experts”

Phil Georgiadis, Hive Beach House, Dorset



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The Carn

Herefordshire

Went live: 2021
Average nightly rate: £248
Total occupancy: 94%

Sleeps: 5

The Carn is a brilliant blend of rustic and designer style. At first glance it looks like a frontier cabin, but on closer inspection you see the sunken bath, the hanging chair on the deck and the modern curve of the outdoor recliners.

There's a subtle colour scheme of soft greens and yellows, but it stops short of being an obvious theme or gimmick. The way it immerses guests in the remote setting but also impresses them with touches of flair made it an instant success with our audience.

Passionate about sustainable building, the land, a wonderful patch of meadow and woodland, is part of a wider parcel of woodland – traditionally managed, encouraging many types of wildlife.



Journeyman Treehouse

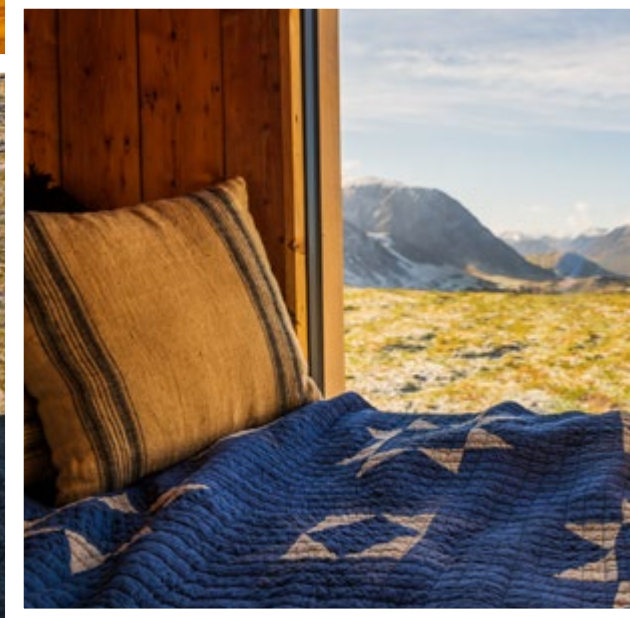
Herefordshire

Went live: 2022
Average nightly rate: £531
Total occupancy: 72%

Sleeps: 8

It's not hard to see what made Journeyman Treehouse the Instagram sensation it was, but there's actually more to its success than that showstopping staircase and frontage.

As a treehouse for larger groups, it constitutes a very rare type of property. It's a fabulous example of spotting a gap in the market and designing a space to take advantage of it.



Hinterlandes Hidden Hut

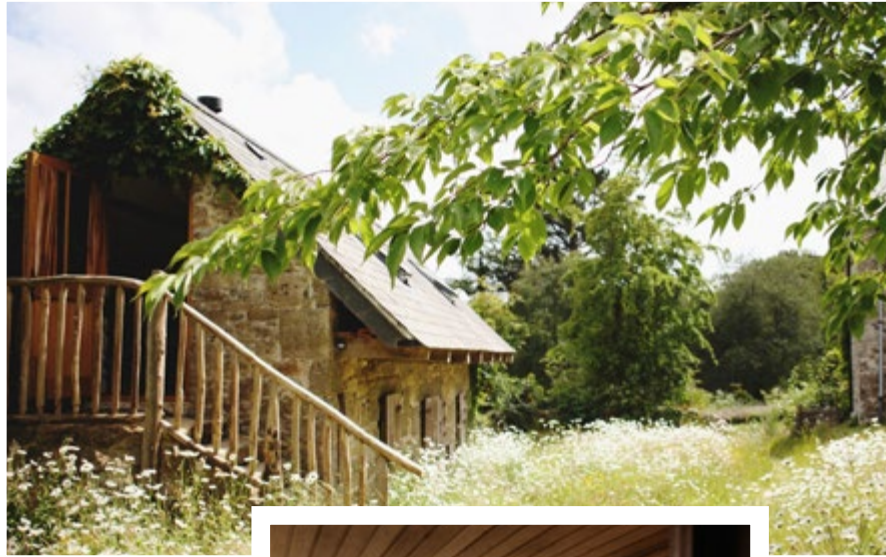
Cumbria

Went live: 2021
Average nightly rate: £226
Total occupancy: 83%

Sleeps: 2

The owners of Hinterlandes understand exactly what makes their place special – the remote location at the heart of the Lake District. With Hidden Hut, they've done everything they can to utilise that feature and enhance the feeling of being away from it all.

The hut is perched on top of a fell and guests have to climb the steep slope on foot to get to it. Far from being discouraging, this is an integral part of what makes it successful. The setting and simplicity of the space add an element of challenge, which strongly appeals to a certain type of guest.



Southcombe Piggery

Devon

Went live: 2021
Average nightly rate: £183
Total occupancy: 86%

Sleeps: 2

Southcombe is a great example of holistic site design. Everything that could have been added to the experience, has been, with a creativity and flair that guests have found delightful.

The space itself is rustic and simple, but a hillside sauna, outdoor tin baths, a studio full of hammocks and a four-poster bed out in a field, all draw guests into a complete experience of the beautiful Devon setting.



The Forager's Cabin

Powys

Went live: 2021
Average nightly rate: £198
Total occupancy: 100%

Sleeps: 2

You wouldn't know it from the outside, but Forager's Cabin is an incredible exercise in sustainable building. It demonstrates how being eco doesn't mean compromising on style or the quality of the experience you provide.

There's also something magical and fun about the multi-level build, that literally and figuratively leans into its sloped setting.



At the Pond

Somerset

Went live: 2021
Average nightly rate: £298
Total occupancy: 90%

Sleeps: 2

At the Pond was built as it was named, with a total focus on the central feature. Huge windows in the main space, the outside kitchen and dining area, the jetty and, most of all, the bath sunk into the deck, have all been sited and styled to keep guests in front of that view at all times.

It creates a feeling of seclusion, as if you're in a world of your own. The setup made it easy for stunning photography to give it a sensational launch on our social channels.

What we're looking for

We only accept less than 20% of applications, because our guests trust us to find them the most special, meaningful experiences in the great outdoors. This is what we look for in our spaces:

CONNECTION TO NATURE

An experience of the sights, sounds and feel of nature that guests don't get at home

SURPRISING OR UNUSUAL

Touches of creativity and innovation in design and décor that guests will always remember

ENVIRONMENTAL RESPONSIBILITY

A demonstration of care for nature in your build choices and ongoing operation

YOU AND YOUR HOSPITALITY

A warm welcome for guests, whether you meet them on the day or just leave a friendly note

CONNECTION TO LOCAL

Guide books, suggestions and local produce that give a guest a real feeling for your area

QUALITY AND COMFORT

Design and build that create an experience guests can effortlessly enjoy

How we work with you

We know that every business is different, especially when it comes to inspired glamping creations. We're always open to new ways of working together, but here are the basics:

COMMISSION

We take a commission on bookings that come through us, rather than a membership or any annual fee.

NO FEES

There are no admin fees, joining fees, renewal fees or hidden costs of any kind.

INSPECTION

We visit before you launch and provide useful and insightful feedback.

CONTRACT MODELS

We always ask to be the only booking agent you work with, but our various contract models give flexibility on use of other channels

PAGE CRAFTING

Our expert web team and writers help make your page on our site as appealing as possible to guests

AN EXTENSION OF YOUR BUSINESS

Our expert teams offer support at every step, a service unmatched in the industry



Q Treetops Treehouse, Devon

Ready to get going?

You can be taking bookings on Canopy & Stars in a matter of days. We recommend contacting us as early as possible in your journey, as our team can help you decide what to build or how to craft the final details of your site.

If you're ready to welcome guests, then we'll launch your space to our audience and to a whole new level.

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CANOPY & STARS

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