



The World of Extraordinary Outdoor Accommodation

24 & 25 April 2018

The Renaissance Denver Stapleton Hotel

REGISTRATION

SPEAKER'S VOICE – GLAMPTECH 2.0 – KEEPING UP WITH THE LATEST TRENDS



BPetersonDesign will be hosting a session on the latest technology out there and how it can enhance the Glamping Experience. We asked Janae and Ben Peterson to share their thoughts...

Q. What is it about the current Glamping hospitality market in particular that excites you and inspires your work?

There is so much about the Glamping hospitality market that excites us! When people choose to “glamp” and get away from the basic hotel/motel scene, you can experience and take in so much more. Not only do you get to experience new “WOW” factors walking into a new rental, but you get more bang for your buck. You get the hospitality and creativity of the hosts, while the rental offers a culture theme that goes hand-in-hand with the location.

What excites me is walking through the front door of a new rental, and experiencing something new every time. With hotels/motels, you stay in that “safe zone”, which I like to

call the “boring zone”. You know exactly what to expect, you know what cleaning products you’re going to smell, and you can expect the normal noises from the people in the next room. You can expect to experience nothing new. Glamping is all about the new experiences, the new smells, and creating new memories. But what truly is the foundation of our inspiration when we work is the location. Sure, the rentals are all part of the “glamping experience”, but it’s the location in which they reside in is what truly inspires us. We have stayed in so many “Glamping” locations that are so different from each other, and we have loved every single one in their own ways. For example, we stayed in a yurt in the desert of Utah where we got to experience the slot canyons and different hiking trails. It was so much different than a tree house-inspired home located in Pagosa Springs, Colorado we stayed in that was surrounded by pine trees and was just minutes from a lake where we paddleboarded and kayaked with friends, then spent the next day playing tourist in their town. We were able to catch all that on film to create an exciting marketing video for the host, and providing what you can expect for the guests before they decide to book.

Glamping allows you to disconnect from your normal day-to-day lives and re-connect with your family or significant other and build memories so you can say, “Remember that one trip where this happened? Yeah, that was fun...”. Have you heard the saying if you’re happy, you’re successful? Glamping is a way to keep the things in life that truly matter at bay. When Ben and I are hired for our Travel Review trips, our favorite part is being able to get our drone in the sky and catch that sunrise or sunset, film the beautiful house, photograph the location attractions, and really capture what Glamping is all about and what people can experience during their stay.

Q. Why is an exceptional online presence so essential for hosts today?

Exceptional online presence is a crucial thing for hosts to have these days, because everything has gone to the internet. Most of the hosts’ customer base is most likely going to be exclusively glampers who are from another part of the country, so an online presence would be the only way to reach their market share as word-of-mouth doesn’t generally work across the country nor offer the reach online presence does. It’s the perfect opportunity to get in front of excited potential guests who are currently planning their trip or putting out their feelers and getting ideas for their next adventure.

Having a Google-Friendly website (must be secured and responsive) is the key to getting that first page Google ranking we all want on search engines. You have one-time to make a first impression, and if your competitor’s website is more welcoming, easier-to-navigate, easier-to-book, and has better content and a stronger presentation than yours, guests will most likely book theirs over yours. The key to having a strong website is having consistent traffic. Aside from potential guests finding your website from having good ranking on Google Search Engines, Facebook is also a crucial tool to have because let’s face it... *everybody’s* on Facebook, and people love sharing their experience with their friends and family. There is an art to having interesting content, relatable and unique blog articles, and what to post on Facebook. And all that combined with a professional website is essential for exceptional online presence.

Q. What can our attendees expect in your session at The Global Glamping Summit?

We will be covering how the industry is changing through technology and hitting on the advantages to using professional services such as Digital Marketing, Drones, Professional Photography, Home Video Tours, Marketing and Video Ads. We will also be talking about why and how the industry has changed to something that can provide better results through the use of technology and how everyone can benefit from it.