



FREE Resource

Catalogue of Alternative
Accommodation with
Concepts & Costings

Website: <https://www.savills.ie/>

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Inside the Free Resource— What You'll Get

Upcoming Market Trends – Learn where demand is rising across Ireland and Europe, and how this shapes investment opportunities.

Costing Insights – Get a clear picture of what it takes to set up, from **typical unit build costs** (pods, cabins, or conversions) to infrastructure and planning fees.

Revenue Potential – See examples of **average nightly rental expectations** across regions, helping you plan realistic pricing strategies.

Concept And Accommodation Types

How To Start, Set Up, And Build A Profitable Glamping Business

Accommodation Type	Pros	Cons
Safari Tents	Spacious, family-friendly	Less insulated
Glamping Domes	Futuristic design, well-insulated, suitable for all audiences	Can get hot
Tiny Houses	Fully equipped, usable year-round	Smaller
Treehouses	Unique, immersive in nature	Not always accessible
Yurts	Cozy, atmospheric	Thin walls = less privacy



Safari tents



Glamping Domes



Yurt



Cabins

- ❖ Cabins are **growing in popularity** as travelers look to **reconnect with nature** and escape their busy lifestyles.
- ❖ Cabins can be basic through to high-end, bespoke designs.
- ❖ Cabins with **en-suite facilities** are most popular.
- ❖ With the right location, these can provide **significant ROI (Return on Investment)** and allow for **year-round use**.



Typical Unit Cost €30,000-50,000
Typical Nightly Rental €100-200

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Shepherd Huts

- ❖ Shepherd huts are becoming increasingly popular and have had good national press recently.
- ❖ **ROI is good, depending on the specification, location, and rental levels.**
- ❖ They are more commonly used for **year-round accommodation**, with growing evidence of use in **gardens** as an **office space** or **'den'**.



Typical Unit Cost €18,000-50,000
Typical Nightly Rental €75-125

Information provided by www.savills.ie



SoulPad 5000-lite bell tent supplied by SoulPad.co.uk



Bell Tent Boutique
graphy.co



Bell Tents

- ❖ A basic tent structure is usually provided as a **'pop-up'** or height-of-summer season facility.
- ❖ They provide **basic facilities**, although some higher-level bell tents do have furnishings to a high standard.
- ❖ It is possible to provide these structures under **28-day camping rights**. Check your country's rights.



Typical Unit Cost €500-2000
Typical Nightly Rental €50-100

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Yurts

- ❖ A more **robust structure** than a bell tent, yurts are most suitable for high season use.
- ❖ **ROI is stronger** depending on specification and location.
- ❖ The onus is on the landowner to provide high-quality internal **furnishings, including heating.**
- ❖ **Very popular** with groups of families on existing holiday parks and holiday cottage complexes



Typical Unit Cost €3,500-10,000
Typical Nightly Rental €50-150

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Safari Tents

- ❖ Safari tents are more of a **permanent structure** and require a reinforced hard-standing base.
- ❖ They can utilise more external space and the land owner is usually responsible for **internal furnishings** thereby dictating the standard of accommodation on offer.
- ❖ Mainly for **warmer season** use.
- ❖ Can deliver **high occupancy rates**, for short breaks when the weather suddenly improves.
- ❖ **Popular with families.**



Typical Unit Cost €7,500-50,000

Typical Nightly Rental €125-175

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Camping Pods

- ❖ **Very popular** on many 'touring unit' holiday sites as an alternative form of accommodation to complement touring caravans and tents.
- ❖ Land-owners in the right locations boast of a **ROI (Return on Investment)** typically being at 2-3 years.
- ❖ **Entry-level pods** can be very basic, and as with the majority of glamping products, camping pods usually require separate washroom facilities



Typical Unit Cost €6,000-15,000
Typical Nightly Rental €50-100

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Geodesic Domes

- ❖ Simple facility to construct and can be suitable for **year-round use**, depending on specification.
- ❖ The external appearance and **evening light spill can cause issues with obtaining planning permission**, although manufacturers are beginning to offer a variety of more muted external colours.
- ❖ **Good ROI** in the right location. Ideal for summer stargazing breaks.



Typical Unit Cost €6,000-15,000
Typical Nightly Rental €95-150

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Tree Houses

- ❖ Treehouses allow for imaginative, innovative designs that can be used **throughout the year**.
- ❖ **Average occupancy** and nightly rates are both high for unique designs.
- ❖ Very **popular with couples** looking for a romantic, picturesque experience



Typical Unit Cost €50,000-120,000
Typical Nightly Rental €125-250

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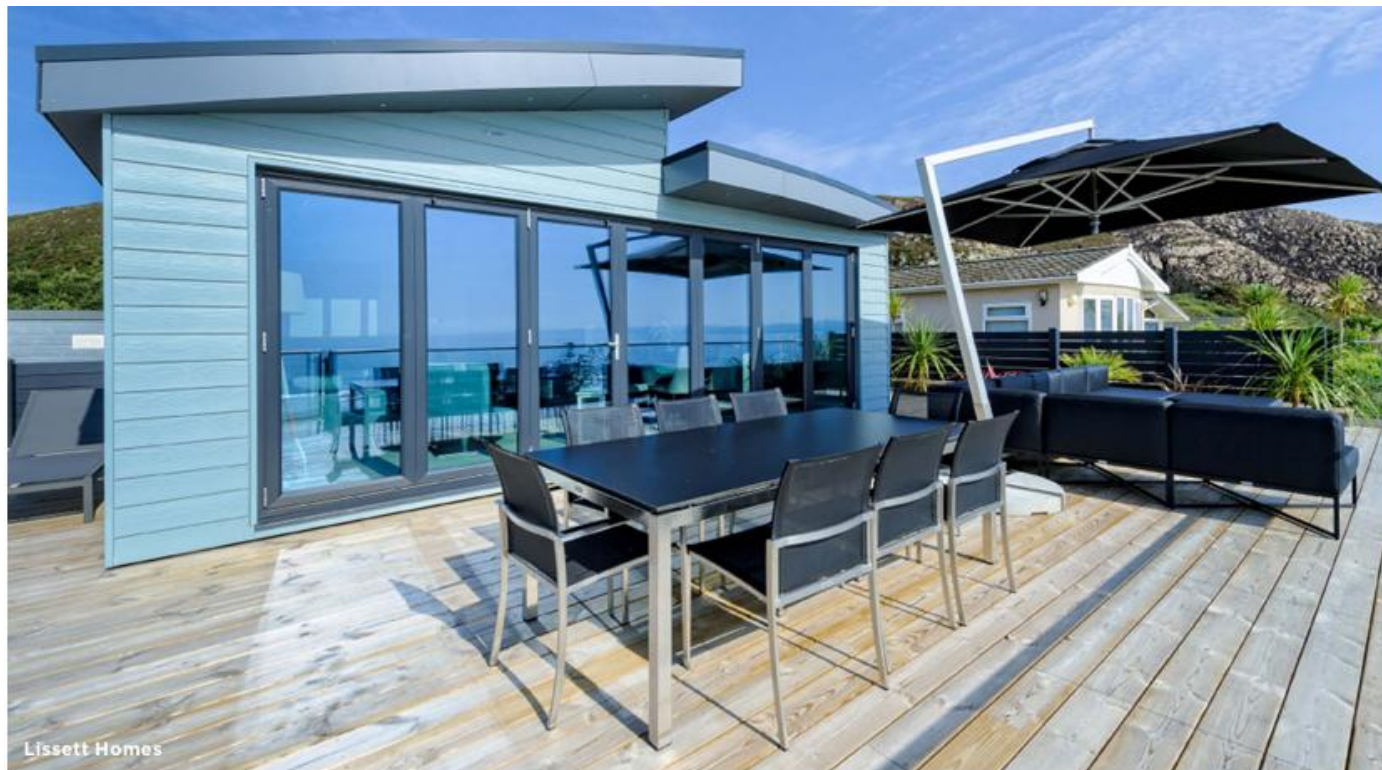
Lodges

- ❖ Lodges are **popular on high quality holiday parks** (existing and new) and arrive on site pre-constructed and fully furnished.
- ❖ They typically **sleep 4-6 people** and meet the legal definition of a 'caravan'.
- ❖ In the right location they can command **very high ROI**.
- ❖ The lodges are typically sold on 25 year licence agreements, thus enabling redevelopment and additional future sales.



Typical Unit Cost €60,000-120,000
Typical Nightly Rental €200-450

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Modular Cottages

- ❖ Modular holiday accommodation (and indeed modular housing) is increasing in demand due to the short on-site construction process and the factory-led design and build.
- ❖ A **cost-effective alternative to traditional new build holiday cottages.**
- ❖ Modular apartments are now commonplace as **bespoke garden room accommodation** at resort locations or destinations.



Typical Unit Cost €80,000-100,000
Typical Nightly Rental €125-350

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Designing Innovative Tourism Stays

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