

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.

- The biggest and most engaged social community in our space
- Sustained investment in high-quality photography and video
- Smart, targeted social advertising designed to fill calendars
- Beautiful, story-led content & campaigns people actually want to watch and save
- Newsletters that reach hundreds of thousands of guests
- Constant website for driving traffic & high conversion
- Dedicated SEO team ensuring we maintain our strong industry rankings and share of voice

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

Every space

GETS GUARANTEED MARKETING ACTIVITY

TOTAL COVERAGE VALUE

108 million

YEARLY COVERAGE REACH

150,000

NEWSLETTER SUBSCRIBERS

800,000

SOCIAL MEDIA FOLLOWING

OVER

350

PIECES OF PR COVERAGE EACH YEAR

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
- Our 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.



“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 your 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

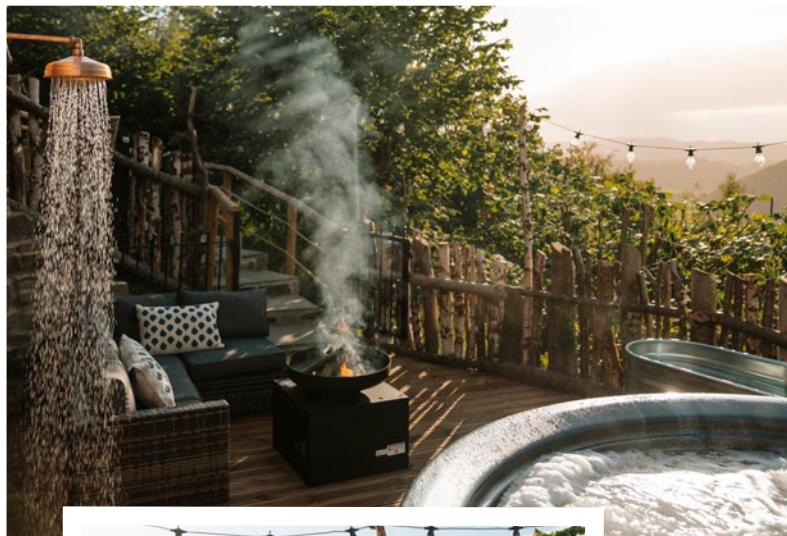
- We're real people, getting to know them and providing personal support at every step of the journey
- We're employee-owned
- We are 24% owned by a charitable trust that supports environmental causes
- No problem is too big, too small or too weird!
- We're part of the Sawday's family, trusted in travel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



Bracken Tower

Powys

Went live: 2024
Average nightly rate: £318
Total occupancy: 83%

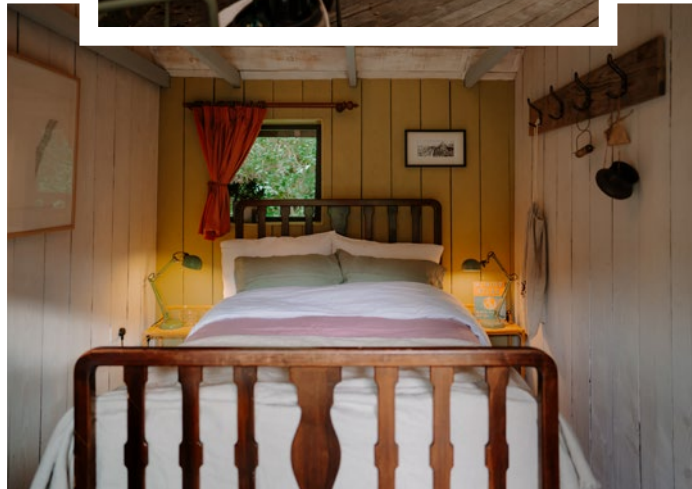
Sleeps: 5

What the owners of Bracken Tower have done extremely well isn't simply to have superb features, but to really think about the experience they're creating and to wrap it all in truly eye-catching design. The visual impact of the place confers a huge advantage when it comes to press, on site views and social media. It's a proper scroll stopper but doesn't rest on those laurels; the details have also been carefully considered.

The breakfast bar is perfectly positioned to make the most of the views, while the lower firepit area and the walkways around the site give guests a sense of having an enormous amount of private space. The spa area taps into the wellness trend and the outdoor bar is a touch of pure fun. It all combines to make a space that will attract guests at a single glance, but also over-deliver, securing superb feedback and ensuring repeat bookings and high occupancy.



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Haedd

Shropshire

Went live: 2022
Average nightly rate: £174
Total occupancy: 84%

Sleeps: 2

The beauty of Haedd is how it feels so much a part of its setting. Owners Estelle and Matthew, who moved to Shropshire in 2021, renovated an old barn on their land and the duration of the work meant that they experienced the site in all seasons. They used that knowledge to make the space truly enticing for guests year-round, by thinking about where the dappled light from the trees fell, where the light was best in the golden hours and where wildlife was most likely to be spotted.

The interiors are also in a cosy, farmhouse style which feels very natural and in keeping with the location. Estelle and Matthew have really drilled down into every aspect of the stay, with towels, robes, fairy lights and a range of cooking options making it easy for guests to relax and enjoy the space however they want to.



Silva Treehouse

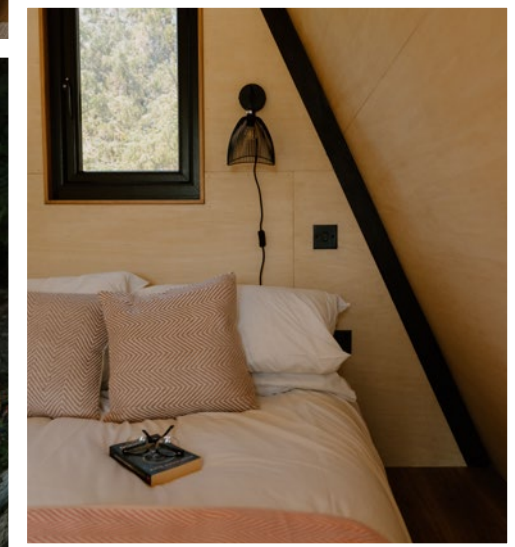
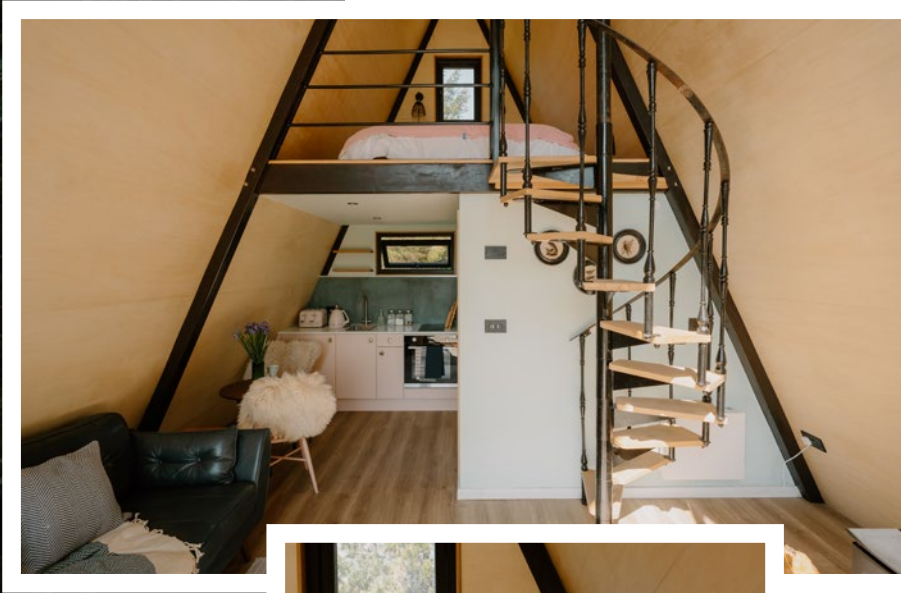
Cumbria

Went live: 2021
Average nightly rate: £460
Total occupancy: 77%

Sleeps: 6

Silva is a great example of a space designed for a specific purpose. Treehouses, even multi-storey ones like this, tend to be geared towards couples, so owners Lucy and Grant deliberately and clearly targeted the gap in the market - parties of up to 6. Bedrooms are smaller, with most of the footage used for communal areas so that people have room to gather. There are also plenty of fun touches, like a slide and a games area, as well as a BBQ and pizza oven.

Lucy and Grant have developed their land over 40 years - planting hedges, digging ponds and encouraging biodiversity. They've used homegrown timber for much of the build and crafted the design and decoration to help guests get as much benefit from being out in the country as they do from being away together.



Twill Triongl

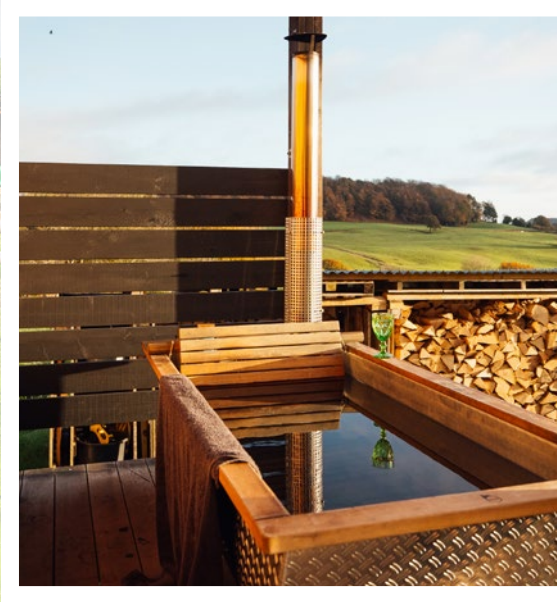
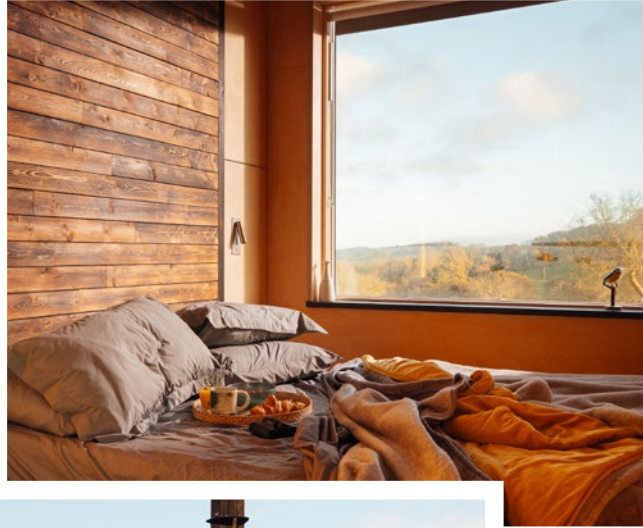
Powys

Went live: 2025
Average nightly rate: £170
Total occupancy: 95%

Sleeps: 2

This is a striking piece of design, with a distinct geometric aesthetic which is carried throughout, to the extent that even the bathroom mirror is a small triangle. It has instant visual appeal, cutting through the noise and standing out in search results. Owners Betsan and Huw have really leant into the seclusion offered by the spot they've chosen, building only one structure when they could have made more and therefore not needing anything in the way of ensuring privacy except a small fence to stop the wildlife coming to visit.

The design and use of local materials like slate also benefit the guest experience - Twill Triongl feels very much at home here and the simplicity of the interior means that sunlight pours into every corner, helping guests feel immersed in nature throughout their stay.



Silent Owl

Powys

Went live: 2022
Average nightly rate: £217
Total occupancy: 78%

Sleeps: 2

Silent Owl shows what you can do with a small, simple space that has a good setting. There are outstanding features like the massive copper bath indoors and the wood-fired tub out on the deck, but the important thing is how easy it is to live here. A modern kitchen with more worktop space than a cabin often has, a good-sized sofa that gives guests somewhere to relax during the day or in bad weather, the shower that offers a quicker option than the baths.

The cabin is set up and styled in a homely way and this, along with its secluded setting within easy reach of major cities, make it a very popular spot among our guests. It's a handy reminder that with a good eye for detail and a bit of love, you don't have to break the internet to succeed.



At the Pond

Somerset

Went live: 2021
Average nightly rate: £303
Total occupancy: 75%

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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An aerial photograph of a serene forest landscape. A large, calm lake is filled with green lily pads. In the center, a small island is densely packed with tall, slender evergreen trees. A narrow wooden bridge extends from the right side of the frame to the island. The surrounding forest is thick and lush, with sunlight filtering through the canopy, creating dappled light on the water and land. The sky is a clear, pale blue.

CANOPY & STARS

Printed on 100% recycled paper, using fully sustainable, vegetable oil-based inks,
waterless painting technology and renewable energy sources.

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