

U.S. and Canada September 2026

A source-led snapshot of outdoor demand, verified openings and project signals. Built for owners, operators, suppliers and developers who need a research file they can keep, cite and challenge.

52M+ North American households camped in 2025 Source S01	323.0M U.S. National Park Service recreation visits in 2025 Source S03	+5.1% Canadian domestic tourism spending, Q1 2026 year over year Source S05	172+ Known new units in this verified mixed-stage project sample Source CALC-03
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Snapshot checked 2026-09-16. A bounded open-source signal scan. It combines official tourism and outdoor-recreation indicators with a manually verified sample of operator and public-project announcements. It is not a census of the glamping market.

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<https://unikost.com/glamping-lab>

Demand is broad. Local feasibility is still specific.

01

North America / Camping participation

More than 52 million households camped in 2025, with a stated \$66 billion economic footprint.

The addressable outdoor-hospitality audience is broad, but this is not a glamping-only revenue figure.

Source S01

02

United States / Public-land visitation

323,014,305 recreation visits and 13,016,577 overnight stays were reported by the National Park Service for 2025.

Outdoor destination demand remains large. Park visitation does not measure private glamping occupancy.

Source S03

03

Canada / Domestic travel value

Domestic visits rose 2.3% year over year in Q1 2026 while spending rose 5.1%.

Spending grew 2.8 percentage points faster than visit count. Mix, trip length and inflation can all contribute.

Source S05

04

Canada / Inbound travel value

Inbound trips rose 3.5% year over year in Q1 2026 while spending rose 13.8%.

Spending grew 10.3 percentage points faster than trips. This supports deeper value research, not an ADR claim.

Source S05

05

Canada / Destination pressure

Banff reported a record 4.515 million visitors in 2025 and 292,033 frontcountry campground site nights; peak-summer campgrounds were fully booked.

Strong destination anchors can create compression, but nearby private supply still needs local demand and feasibility work.

Source S07

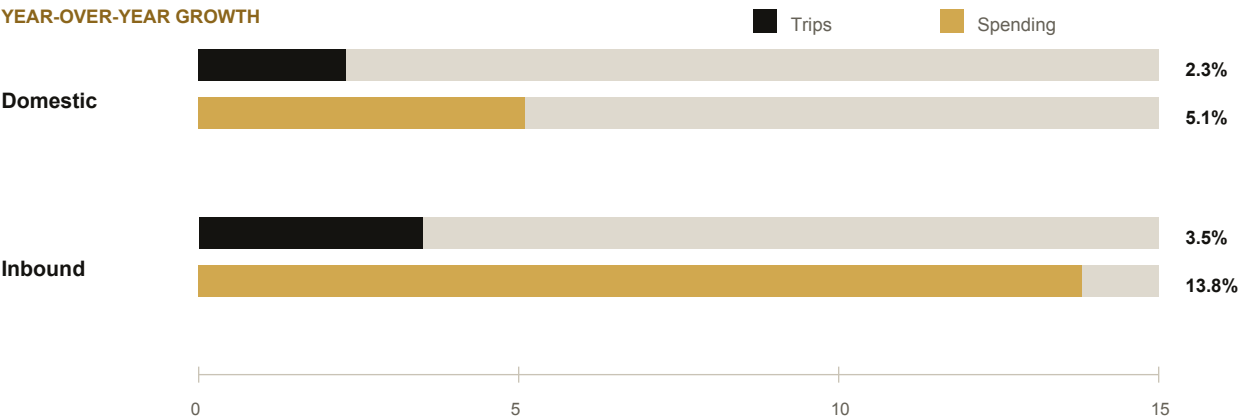
The arithmetic is original; the inputs remain visible.

CALC-01	U.S. NPS overnight intensity 4.0 overnight stays per 100 recreation visits Formula: 13,016,577 overnight stays / 323,014,305 recreation visits x 100 Limit: Visits and overnight stays are activity counts, not unique guests or private-lodging demand.
CALC-02	Canada Q1 2026 value spread +2.8 pp domestic; +10.3 pp inbound Formula: Spending growth minus trip growth Limit: A directional value signal only; it does not isolate glamping, price or profitability.
CALC-03	Verified sample capacity by stage 66 reservable/open + 44 scheduled + 62 proposed/planned Formula: Only disclosed unit counts from the ten records below; unknown counts excluded Limit: A mixed-stage minimum from a selected source scan, not a market-size estimate.

Why this matters: market reports often mix participation, travel spending, overnight stays, inventory and development announcements. Glamping LAB keeps those layers separate so a strong headline cannot quietly become an occupancy or revenue promise.

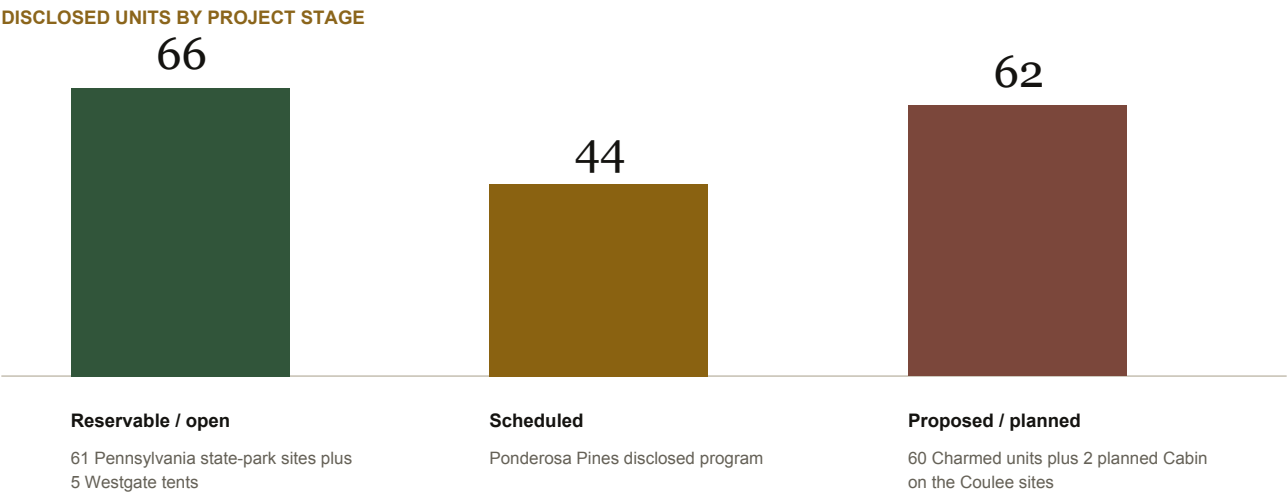
Like-for-like signals, with the denominator kept visible.

How fast is Canadian travel spending growing versus trip volume?



In Q1 2026, spending grew 2.8 percentage points faster than trip volume for domestic travel and 10.3 points faster for inbound travel. Source S05. This does not isolate glamping, price or profit.

How many disclosed units sit in each project stage?



The 172-unit total is a mixed-stage minimum from disclosed counts in this selected sample. It is not market size.

Ten projects, three stages and one explicit unknown rule.

PROJECT	Operating / reservable 6	Scheduled / unverified 2	Proposed / concept 2	CONF.
US - Pennsylvania Glamping in eight state parks	•	-	-	A
US - Florida Westgate River Ranch	•	-	-	A
US - Arizona Ponderosa Pines Resort	-	•	-	B
US - Maryland The Domes at Rainbow Ridge	-	•	-	B
Canada - Ontario Whispering Springs	•	-	-	A
Canada - Ontario Fronterra Farm Camp	•	-	-	A
Canada - Manitoba Little Mountain Lodge	•	-	-	A
Canada - Alberta Cabin on the Coulee Farm	•	-	-	B
Canada - Alberta Charmed Resort third location	-	-	•	A
Canada - British Columbia Mt Seymour all-season glamping concept	-	-	•	C

Six records are operating or reservable, two are scheduled but not reverified as open, and two remain proposed. A project count is not a unit count; undisclosed inventory stays unknown.

Machine-readable chart data: <https://unikost.com/reports/glamping-lab-data-2026-09.csv>

Verified opening and development signals.

MARKET / PROJECT	STATUS	UNITS	FORMAT / SEASON	EVIDENCE
US - Pennsylvania Glamping in eight state parks	Reservable / 2026 rollout	61	Climate-controlled tents Park-specific; March-December windows disclosed	Pennsylvania DCNR announced 61 sites in eight parks and opened reservations for spring 2026. Confidence A - S08
US - Florida Westgate River Ranch	Opened expansion	5	Luxury tents with ensuite bathrooms Year-round resort context	The operator announced five new tents opened in January 2026. Confidence A - S09
US - Arizona Ponderosa Pines Resort	Scheduled fall 2026	44	Cabins, vintage trailers and glamping tents Operator describes fall 2026 opening	The operator states a 44-key program on 17 acres near Flagstaff. Confidence B - S10
US - Maryland The Domes at Rainbow Ridge	Opening claim not reverified	Not disclosed	Geodesic domes Operator page still states spring 2026; unit count not found	The operator page names a spring 2026 opening near Deep Creek Lake and Swallow Falls State Park, but current operation was not independently confirmed at this snapshot. Confidence B - S11

Signal to watch: public-sector adoption is visible in Pennsylvania, while Florida shows an operating resort extending an existing luxury-tent product. Arizona and Maryland remain opening-window records until operation is reverified.

Operating seasons and proposed supply must stay separate.

MARKET / PROJECT	STATUS	UNITS	FORMAT / SEASON	EVIDENCE
Canada - Ontario Whispering Springs	Operating / new 2026 cabins	Not disclosed	Safari tents, treetop tents and A-frame cabins 2026 season opened May 15	The operator states that new A-frame cabins are available to book. Confidence A - S12
Canada - Ontario Fronterra Farm Camp	Operating / booking open	Not disclosed	Farm and forest tent stays May 15-September 28, 2026	The operator reservation page states the 2026 season is open. Confidence A - S13
Canada - Manitoba Little Mountain Lodge	Operating	Not disclosed	Glamping cabins and log cabins May 15-November 1, 2026	The operator states the renovated resort opened in 2025 and publishes its 2026 season. Confidence A - S14
Canada - Alberta Cabin on the Coulee Farm	Operating / expansion planned	2 planned	Cabin, yurt and small glampsites May-November	Three sites are described as operating; two additional sites are planned for 2026. The two planned units are counted in the planned-stage subtotal. Confidence B - S15
Canada - Alberta Charmed Resort third location	Proposed 2026-2027	60	30 cottages and 30 glamping campsites Not disclosed	Alberta Major Projects lists the proposal and schedule. It is not treated as open. Confidence A - S16
Canada - British Columbia Mt Seymour all-season glamping concept	Development-plan concept	Not disclosed	Tents or yurts in an all-season resort plan All-season concept	The resort development plan identifies glamping as a proposed all-season amenity; no opening or unit count is asserted. Confidence C - S17

Signal to watch: the operating examples disclose pronounced May-to-autumn seasons, while proposed projects in Alberta and British Columbia test larger or all-season formats. Neither plan-stage record is treated as open inventory.

Six research products people can actually use.

01 Opening tracker Opening date, booking status, key count, structure mix and source confidence.	02 Season map Operating months, climate strategy and amenities that extend shoulder seasons.
03 Unit economics inputs Published rate windows, stay rules, package inclusions and fees - never invented occupancy.	04 Operating stack Booking, payment, messaging, access, housekeeping and upsell systems.
05 Destination magnet index Natural attraction, created experience, repeat-visit reason and local demand driver.	06 Development reality Announced versus permitted, financed, under construction, reservable and operating.

Download demand is measured separately from page traffic. The public report link can be tracked as a file_download event after analytics consent, letting the next edition follow observed interest rather than editorial intuition alone.

Boundaries are part of the result.

A bounded open-source signal scan. It combines official tourism and outdoor-recreation indicators with a manually verified sample of operator and public-project announcements. It is not a census of the glamping market.

Confidence A

An official authority or operator provides the stated fact. Availability can still change after the snapshot date.

Confidence B

An operator announcement or future schedule requires a later opening check.

Confidence C

A public plan or concept. It is not an operating property and no opening is inferred.

What this report does not claim

No market-size estimate, occupancy, ADR, revenue, profitability, permit status or project viability is inferred. Unknown unit counts stay unknown. The project tracker is selected and reproducible, not exhaustive.

Direct registry for every external input.

S01	KOA	2026 Camping & Outdoor Hospitality Report overview	https://koa.com/north-american-camping-report/
S02	Outdoor Industry Association	2026 Camping Report executive summary	https://oia.outdoorindustry.org/l/51282/2026-02-23/f4j3xz
S03	U.S. National Park Service	2025 visitor use by the numbers	https://www.nps.gov/orgs/1207/03-13-26-2025-visitation-statsitics.htm
S04	U.S. Bureau of Economic Analysis	Outdoor Recreation Economic Statistics, 2024	https://www.bea.gov/data/special-topics/outdoor-recreation
S05	Statistics Canada	National Travel Survey, first quarter 2026	https://www150.statcan.gc.ca/n1/daily-quotidien/260825/dq260825a-eng.htm
S06	Parks Canada	2024-2025 Departmental Results Report	https://www.parks.canada.ca/agence-agency/bib-lib/rapports-reports/rm-r-dpr/2024-2025
S07	Parks Canada	Banff National Park Annual Report 2025	https://www.parks.canada.ca/pn-np/ab/banff/info/gestion-management/involved/plan/2025
S08	Pennsylvania DCNR	New glamping sites in eight state parks	https://files.source.amperwave.net/commonwealthofpa/press_releases/28316_dcnr_glamping-pr.pdf
S09	Westgate Resorts	River Ranch expands luxury glamping	https://www.westgateresorts.com/news/westgate-river-ranch-resort-and-rodeo-continues-expansion-of-luxury-glamping-/
S10	Ponderosa Pines Resort	Opening and accommodation program	https://www.ponderosapinesresort.com/
S11	The Domes at Rainbow Ridge	Opening announcement	https://www.domesatrainbowridge.com/
S12	Whispering Springs	2026 season and new cabins	https://www.whisperingsprings.ca/whispering-springs-opening-2026-glamping-season-with-new-cabins-spring-deals-more
S13	Fronterra Farm Camp	2026 reservation season	https://fronterra.ca/reserve/
S14	Little Mountain Lodge	2026 operating season	https://www.littlemountainlodge.ca/
S15	Cabin on the Coulee Farm	Current sites and 2026 expansion	https://www.cotc.ca/
S16	Government of Alberta	Charmed Resort major-project listing	https://majorprojects.alberta.ca/details/Charmed-Resort-Blairmore/12088
S17	Mt Seymour Resort	2025 Resort Development Plan, published 2026	https://mtseymour.ca/sites/default/files/2026-05/MSR_Resort%20Development%20Plan_May%202026.pdf

Source pages were checked on 2026-09-16. Operator pages are evidence of their own statements, not independent certification. Canonical online edition: <https://unikost.com/glamping-lab>