

Discover a secret side of Suffolk at Boundary Farm Glamping

Location:	Boundary Farm, East Green, Kelsale, Suffolk
Installation date:	July 2016
Safari tents delivered:	2
Tent range:	Woody Safari Tent
Website:	boundaryfarm.co.uk

Boundary Farm Glamping is an arable, family-run working farm in the heart of the beautiful Suffolk Heritage Coast.

Come and stay in our luxurious Safari Tent and enjoy a fantastic and authentic stay in the glorious Suffolk countryside. Guests can stay in the farm's two acre meadow and hear the sounds of the dawn chorus undisturbed by traffic and enjoy the majestic sunset views from your own luxury safari tent.

Children can roam the farm's meadow, get dirty and play the old fashioned way. Relax in our Safari Tents with its very own en-suite shower and toilet facilities, wood burner, fully equipped kitchen and cozy bedding. After a peaceful night's sleep, you can discover the quaint English village of Kelsale.



Today we are joined by Josie and John from Boundary Farm in Suffolk and they've been in the glamping business for one year and they have kindly agreed to give us an insight into how their first year has progressed.

What made you decide to bolt-on a new adventure to your existing business?

The reason why we went into Glamping is that we felt that the farming industry may take a decline due to Brexit and the farm needed to diversify. We decided to look at new possible income streams and Glamping appeared to be the obvious choice for us.

You started out in July last year, how's business been for you?

Yes, we started in July just after the schools broke up for the summer holidays and bookings have been really strong.

Why did you choose Clear Sky as your preferred Safari Tent supplier?

We wanted to go for quality and although we had not seen one of Clear Sky's tents in the initial stages they appeared to be reasonably priced and if John Lewis and Hoseasons have ordered tents from them, it must be good for us too. After meeting Mark, I felt he was very knowledgeable which gave me faith in him and the product.

Putting the product to one side for a moment, what other services did Mark, Sara and the team offer you?

The site visits were really helpful as we needed a lot of guidance from the start. Mark helped with the site layout and highlighted the pitfalls during early planning. He also gave us the knowledge on how to become a successful glamping business off the back of his own Glamping business in Kent. We just felt that Mark had a lot more to offer compared to someone who just wanted to sell us a tent.

Simon and the installation team were a great help; Simon too runs his own Glamping business and shared his own knowledge of how to run a successful Glamping business. I still call Simon from time to time if I have any questions such as gas, tent layouts and shower installations and I would definitely recommend these guys.

What advice can you share when setting up a Glamping business alongside Clear Sky?

I guess we have seen 5 Clear Sky clients who have come along to our farm to check out the safari tents and some have even started businesses in France! I have received a few telephone calls from Clear Sky's prospective clients wanting to know more about setting up a Glamping business and I'm more than happy to help as it can be a daunting experience. I appreciate that we're only one year in but I believe we have learnt so much in this given time.

Our occupancy levels have been beyond our level of expectations



Lets talk about numbers, you started with two safari tents 12 months ago, how are your occupancy levels & ROI?

The business has been very successful from the start with lots of bookings which is really encouraging as we hit the ground running last year. It's the same this year, we opened our site in April and we have been booked out during weekends and the school holiday weeks and now we had to turn people away. I guess we need a third tent to keep up with demand as we are fully booked all the way up to mid-September. Our occupancy levels have been beyond our level of expectations and the ROI has been very good in the first year.

We also saw returning guests this year which is a real testament for us as we're new to the business and it's great that guests wish to return to our farm.

To achieve a good ROI requires a good marketing strategy, can you please talk me through what you've been doing to achieve a high level of enquiries?

For sure, a lot of our marketing is been carried out through our website, Love Glamping, Go Glamping and the local tourist information website, who have been really good at promoting our business. Instagram and Facebook have generated a few bookings for us, so keeping up with social postings is very important. Google business is a very handy tool and with Steve's help from glamping.design we are ranked #2 for "Glamping Suffolk".

Reviews are a great way to build trust and confidence for a potential guest and our Free to Book platform now has 34 reviews, "4.9 out of 5" from guests who have stayed in our Safari Tents.

And finally Josie and John would you recommend Clear Sky to other landowners?

Without a shadow of a doubt, we certainly would recommend Clear Sky. It's not so much about the company but the people in the organisation and Mark really knows his stuff. If you're looking for a great product and support, go to Clear Sky.

We typically charge £775 for one week, that sleeps up to five guests, that's £22 per person per night which is great value for the guest & superb ROI



We're fully booked all the way up to mid-September



As leaders in the design, manufacture and support of Safari Tents, Clear Sky also carry out continuous research and development to maintain their lead at the forefront of glamping in the UK and Europe.

As well as the Safari Tents featured on this site, we also offer bespoke designs, larger sizes and lodges. To support this we carry out regular customer surveys to understand the needs and requirements of both operators and customers. This keeps our products both fresh and relevant and allows us to share information across the industry.

Case study conducted on 1st August 2017



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www.safaritents.net