

CENTRAL ASIAN GLAMPING 2025 MARKET OVERVIEW



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Global Glamping Industry: What is glamping?



What is Glamping?

Definition

Glamping (a portmanteau of “glamour” + “camping”) is an accommodation model that unites immersive natural settings with upscale comforts. It allows guests to enjoy nature without giving up modern amenities, blending outdoor experience with luxury.

Key Characteristics

- **Low-impact, non-permanent structures:** carefully sited to preserve landscapes and minimize ecological disruption
- **Premium amenities:** e.g. high-quality beds, private bathrooms, Wi-Fi, climate control, gourmet food service
- **Sustainability integration:** use of renewable energy, water recycling, eco-materials, waste management
- **Appeal to experience-seeking travelers:** nature lovers who still prioritize comfort, privacy, and aesthetics



Sustainability

Glamping attracts eco-minded travelers through low-impact design, renewable energy, and waste-reduction. Booking.com (2024) reports that 83% of travelers value sustainable travel.



Modular Luxury Cabins

Prefab eco-cabins and pods support year-round, low-waste operations and blend with landscapes, helping glamping shift from a seasonal niche to a stable hospitality segment.



Wellness Tourism

Wellness travel is fueling demand for retreat-style glamping with yoga, spa services, and digital detox programs, offering restorative, nature-based escapes.



Digital Influence

Social media and influencer marketing have significantly increased glamping’s visibility among younger travelers. Many operators maintain large online followings, which directly contribute to higher booking volumes.

Glamping Styles



Yurt Circular tent with a timber frame and insulated fabric walls; stable and weather-resistant.



Pod Compact, prefabricated cabin with insulated panels and modern finishes for efficient comfort.



Dome Geodesic structure with strong load distribution, panoramic glazing, and excellent insulation.



Capsule Compact, insulated unit offering a modern, space-age glamping experience.



A-Frame Cabin Triangular timber structure with steep roof and high durability in varied climates.



Bell Tent Canvas tent with central support pole and radial tension; simple, breathable, and quick to pitch.

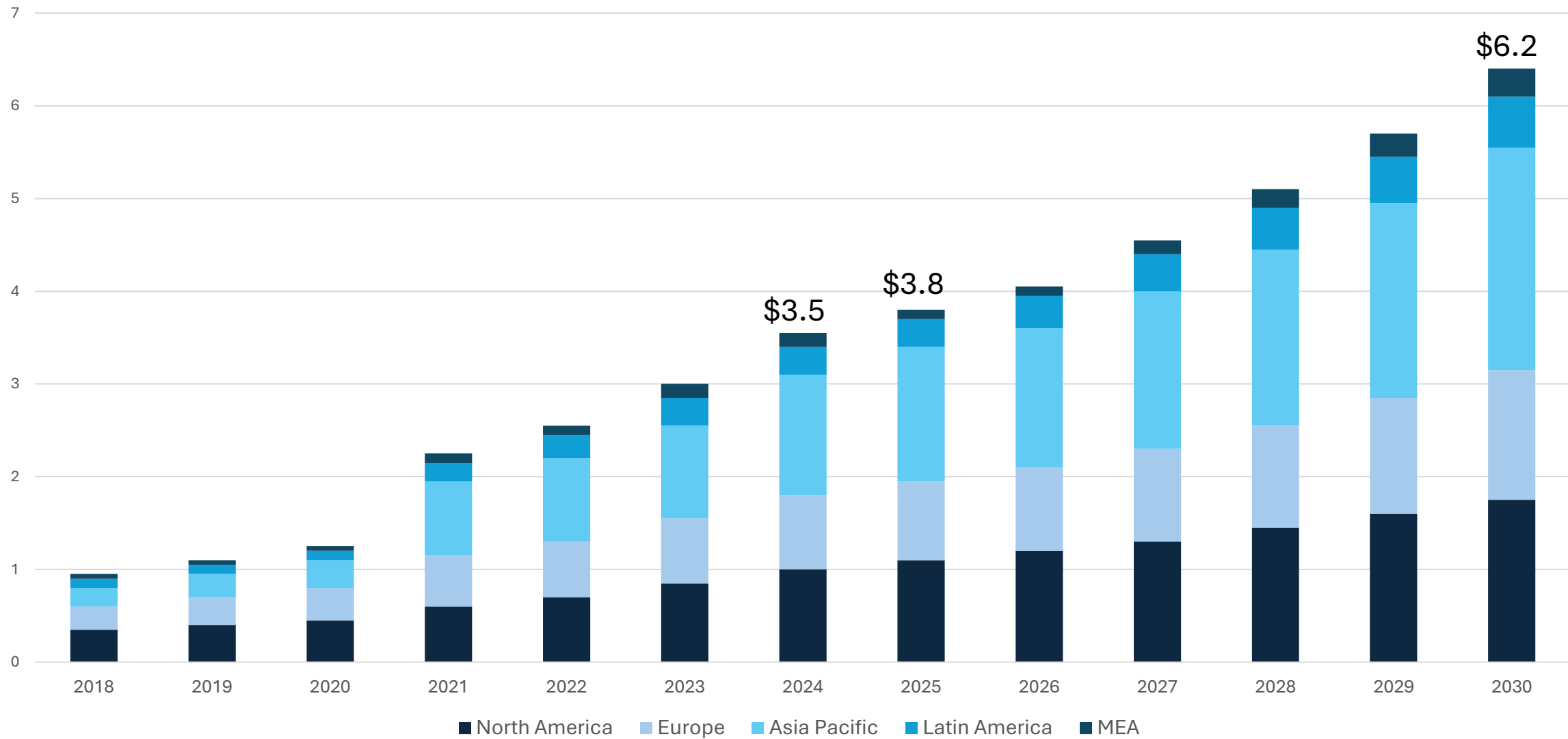


Treehouse Elevated cabin anchored to or built among trees, offering immersive natural views.



Safari Tent Large modular canvas tent on a rigid frame, often with decking and luxury interiors.

Global Glamping Market Size by Region (US\$ Billion), 2018–2030



Key Global Market Characteristics

- **Growth Drivers:** Eco-tourism & experiential travel
- **Accommodation Mix:** Cabins & pods dominate (43–44 % of revenue)
- **Demographics:** 18–32-year-olds ≈ 45 % of the market
- **Booking Trends:** Direct bookings ≈ 55 % of total
- **Group Size:** 4-person segment ≈ 37.7 % of market

Global Hotel Brand Strategic Partnerships

- **Hyatt × Under Canvas:** 13 luxury glamping resorts near U.S. national parks, giving Hyatt members exclusive access.
- **Pana Hotels' Glamping expansion** with locations at Pana Kolsay and Pana Ayusai in Kazakhstan.

Emerging Markets

- **Central Asia:** Post-pandemic glamping expansion offers first-mover advantage, with unique landscapes and rising eco tourism demand creating investment opportunity.



Opportunities

- Expanding middle class in emerging markets.
- Government incentives supporting eco-tourism.
- Growth in wellness and experiential travel segments.
- Diversification into festivals, retreats, and corporate travel.
- Technological innovation improving visibility and operations.
- Untapped potential in Central Asia, Asia Pacific, Latin America, and MEA.



Challenges

- Strong seasonality reducing year-round profitability.
- Infrastructure and utility gaps in remote locations.
- Regulatory differences complicating market entry.
- Rising sustainability expectations increasing costs.
- Limited availability of trained staff in rural areas
- High upfront capital requirements for quality setups.

Glamping in Central Asia : 2025 Market Snapshot



Central Asia



Kazakhstan

Market Status: Kazakhstan is Central Asia's most mature and diversified glamping market.

Key Drivers: Nationwide coverage, strong infrastructure, and a focus on ultra luxury, wellness, and adventure.

Supply Characteristics: Sites near Almaty and Astana enable weekend getaways for domestic travelers and attract high-spending international visitors. A mix of accommodation types supports year-round operations.

Opportunities: Kazakhstan sets the regional benchmark but can grow through further diversification and global marketing.



Kyrgyzstan

Market Status: Central Asia's fastest-growing glamping market.

Key Drivers: Stunning natural landscapes, strong cultural immersion/nomadic traditions, and Instagram-based marketing.

Supply Characteristics: Rapid expansion around Issyk-Kul and Chuy regions. Yurts dominate supply, while A-frames and domes emerge as secondary formats.

Opportunities: Its appeal lies in authentic nomadic heritage blended with adventure tourism, positioning Kyrgyzstan as a rising eco-tourism destination with significant growth potential and increasing international visibility.



Uzbekistan

Market Status: Glamping market still in its infancy.

Key Drivers: Uzbekistan combines diverse natural landscapes with rich cultural heritage, including five UNESCO World Heritage Sites along the Silk Road

Supply Characteristics: Scattered supply, limited product diversity, uneven standards. Yurts dominate; A-frames signal diversification.

Opportunities: Underutilized natural assets and rising tourism position Uzbekistan as a high-upside, first-mover market—though infrastructure gaps and fragmented investment remain challenges.



Tajikistan

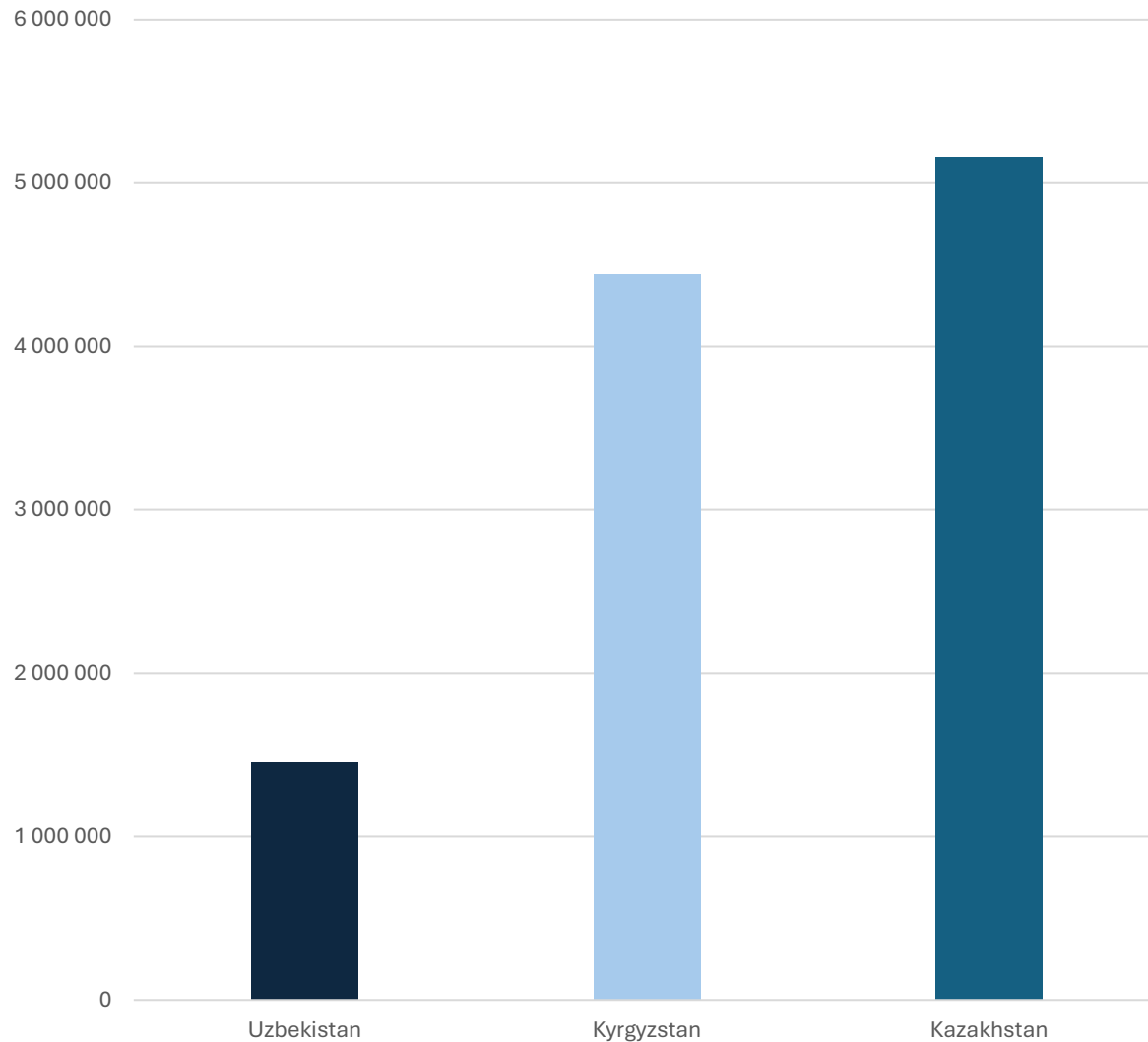
Market Status: Largely undeveloped, niche market.

Key Drivers: Tajikistan's glamping appeal lies in its remote mountain scenery and authentic cultural settings, particularly in the Pamir and Fann ranges, which remain largely undeveloped for tourism.

Supply Characteristics: Centered on one operator (Paramount Journey) offering mobile expedition-style luxury camps in remote areas.

Opportunities: Blank-slate potential for experiential tourism investors due to lack of competition and infrastructure-based development.

Total Revenue (USD) Central Asia 2025



*Price per person, excluding VAT, commissions, and breakfast fees

Key Findings

- Kazakhstan generates the highest estimated annual glamping revenue at USD 5.16 million.
- Kyrgyzstan follows closely with approximately USD 4.44 million.
- Uzbekistan's market is smaller, estimated at USD 1.45 million annually.

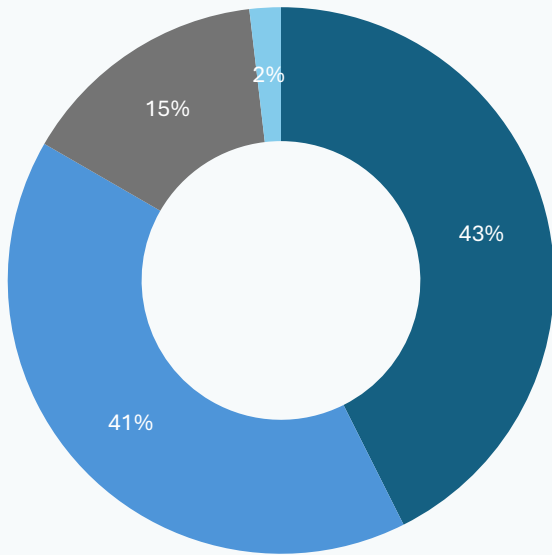
Methodology

- **Formula applied:**
10 glamping units × 50% occupancy × 365 days × average nightly rate.
- **Price data:** Collected manually from online booking platforms and operator websites.
- **Per-site revenue** was calculated using the above formula and then aggregated across all identified sites within each country.
- **Occupancy and capacity** assumptions were standardized to ensure comparability between markets.

Why Tajikistan Is Excluded

- Tajikistan has only one identified glamping offer (Paramount Journey), which operates as a package tour with no published nightly rates.
- Because the pricing model is not directly comparable, Tajikistan was excluded from total revenue calculations to maintain methodological consistency.
- A benchmark estimate of approximately USD 274,000 per year was calculated but not incorporated into the chart.

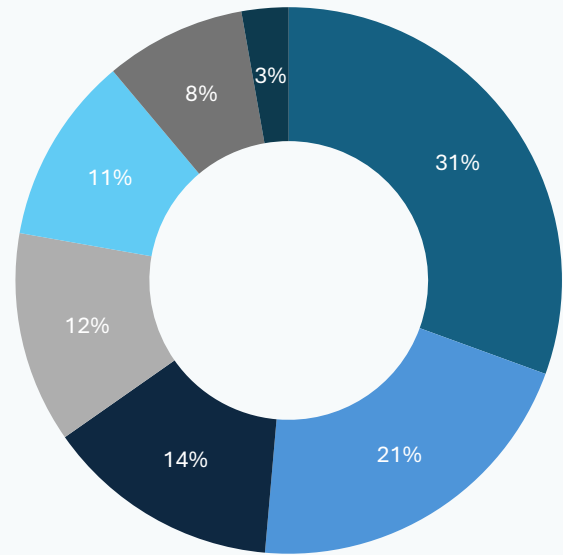
Glamping Market Share by Country



■ Kazakhstan ■ Kyrgyzstan ■ Uzbekistan ■ Tajikistan

Kazakhstan and Kyrgyzstan dominate the Central Asian glamping market, together accounting for 84% of total sites. Uzbekistan represents an emerging segment, while Tajikistan remains nascent.

Glamping Market Share by Accommodation Type



■ Yurt ■ Dome ■ A-Frame ■ Safari Tent ■ Pod ■ Capsule ■ Bell Tent

Yurts lead the market, representing nearly one-third of total supply, followed by Domes and A-Frames. Safari Tents and Pods form a strong secondary segment, while Bell Tents and Capsules remain niche.

Kyrgyzstan's glamping sector is emerging rapidly, driven by cultural immersion, eco-tourism, and Instagram-based marketing

>22

Glamping Sites

>\$115

average price per night

>357,586

Collective Instagram followers

Top Locations

- Issyk-Kul Region
- Bishkek / Chuy Region
- Chon-Kemin Valley

Primary Booking Channels:

-Instagram, WhatsApp, Telegram



Top Amenities

- **Accommodation & Comfort:** Traditional yurts, cozy cottages, A-frame cabins, and capsule pods with air-conditioning, private bathrooms, showers, Wi-Fi, and lake or mountain views.
- **Wellness & Leisure:** Access to hot springs, saunas, yoga and fitness classes, banya, spa treatments, and massage services.
- **Dining & Social Spaces:** Kyrgyz, halal, vegetarian, and international menus; buffet breakfasts, BBQ setups, bonfire areas, and outdoor terraces.
- **Outdoor Infrastructure:** Private beaches (Issyk-Kul), gardens, terraces, EV charging, conference spaces, children's play zones, and romantic event setups.
- **Convenience:** Proximity to ski resorts (e.g. Kashka Suu), airports (e.g. Manas), private check-in/out, parking, and pet-friendly policies.



Key Activities

Outdoor & Adventure:

- Hiking, horseback and walking tours, cycling, fishing, hot springs.
- Skiing, free-ride, heli-skiing (Karakol, Kashka Suu, Tian Shan).
- Helicopter tours, paragliding, air shows.
- Swimming and beachfront leisure at Issyk-Kul.

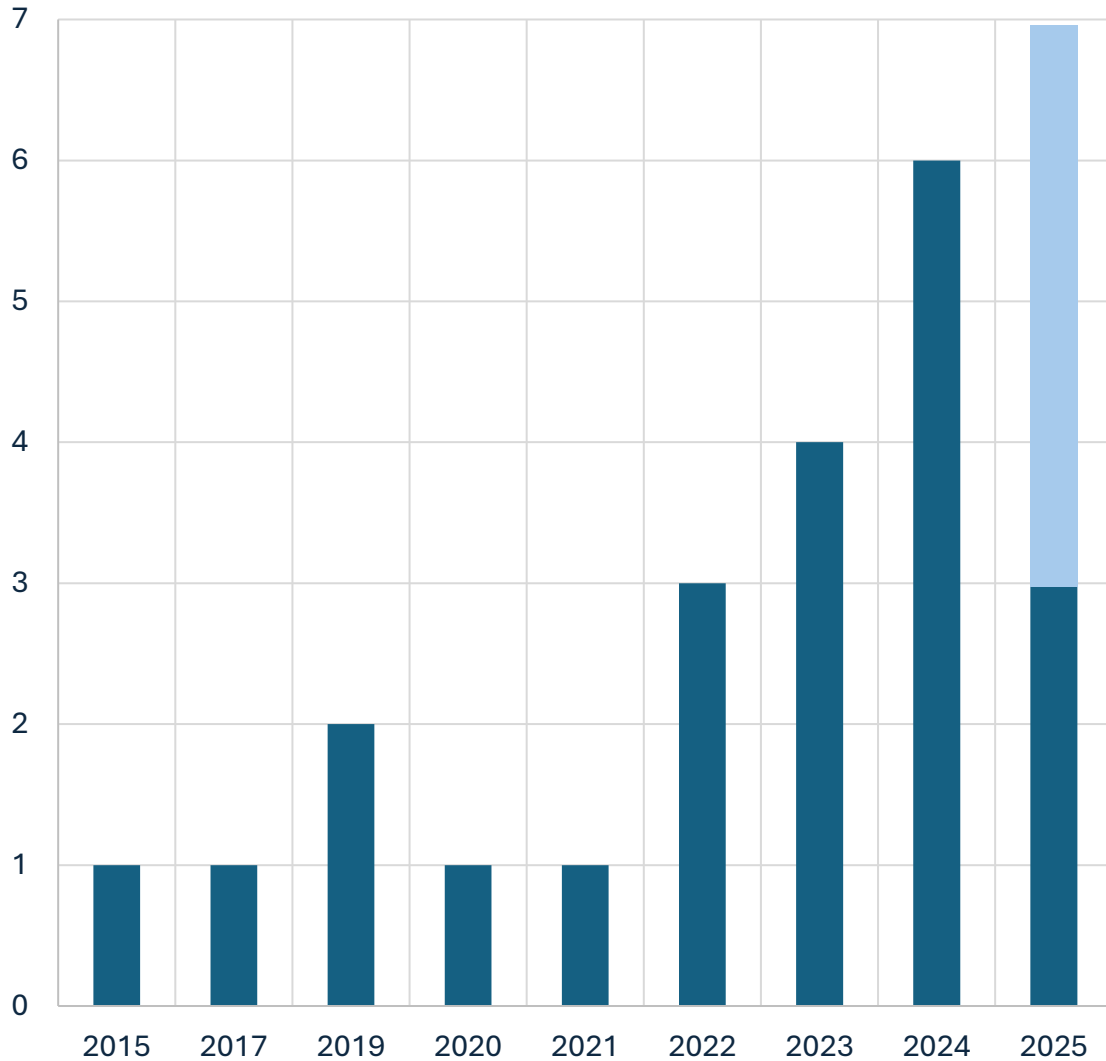
Cultural & Wellness :

- Cooking classes, folklore shows, themed dinners, eagle-hunting demos.
- Sauna, banya, koumiss therapy, yoga, spa, open-air movies.
- Village tours, traditional music/dance, cultural workshops.

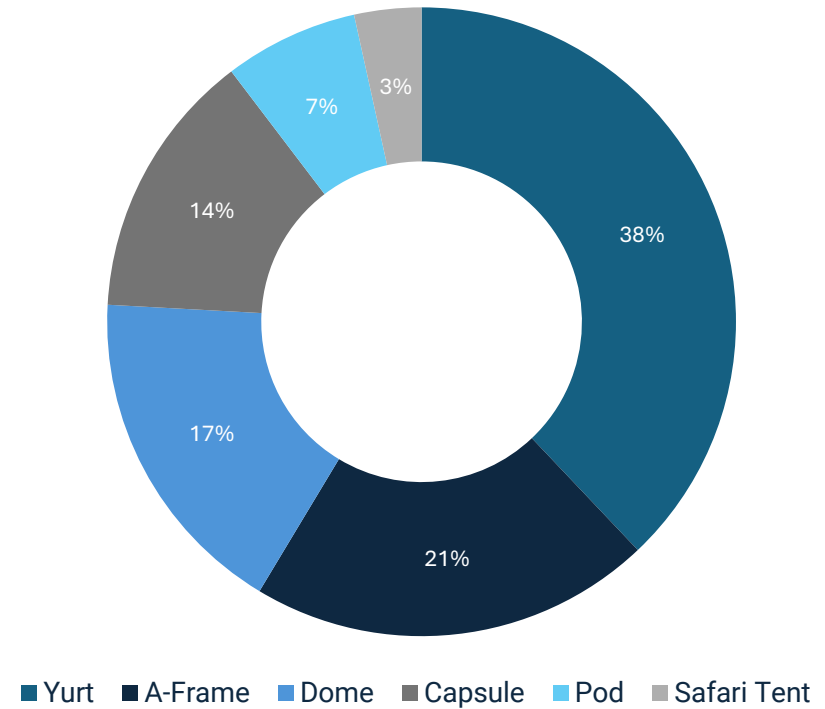
Unique Experiences:

- Authentic Nomadic yurt stays.
- Eagle shows and seasonal cultural events.
- Romantic retreats and "disconnect to reconnect" stays.

Number of Glamping Openings Per Year

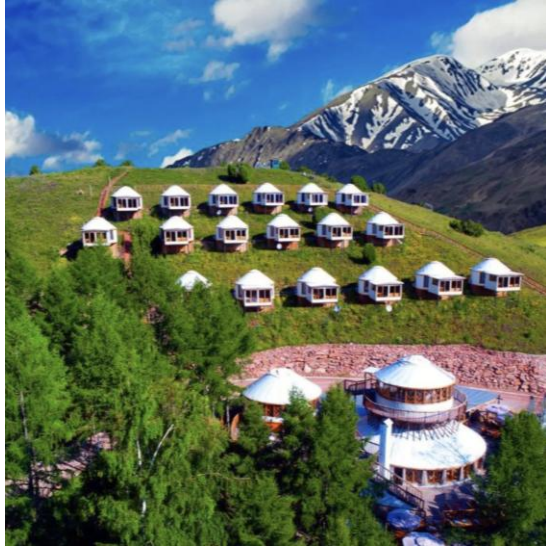


Glamping Accommodation Type 2025



Yurts lead the glamping market in 2025, capturing 38% of total supply. A-Frames (21%) and Domes (17%) follow as strong secondary formats, while Capsules (14%) serve a growing niche. Pods (7%) and Safari Tents (3%) remain smaller segments.

Top Glamping Sites



Supara Chunkurchak

Location: Chunkurchak Gorge, Chuy Region

Glamping Type: Yurts and Pods

Average Price per night: \$130

Opening Year: 2020

Instagram Following: 64,000 Followers

Features: Mountain views, family rooms, balconies & terraces, air-conditioning, free WiFi, restaurant & bar, fitness center, garden, terrace, buffet breakfast (halal, vegetarian, vegan options)

Activities: Winter sports, scenic walks, cultural dining experiences, family leisure, romantic getaways



12 Kaminov Alamedin

Location: Koy-Tach, Chuy Region

Glamping Type: A-Frame, Yurts, Cottages

Average Price per night: \$116

Opening Year: 2019

Instagram Following: 33,600 Followers

Features: Cozy cabins and yurts with ethnic décor, scenic mountain views, traditional restaurant with fireplaces, barbecue facilities, garden and outdoor seating areas, and comfortable interiors suitable for families.

Activities: Hiking and nature walks in Alamedin Gorge, cultural dining experiences with traditional Kyrgyz cuisine, scenic relaxation, and family leisure.



Ala Kush Chon Kemin

Location: Kemin District, Chuy Region

Glamping Type: Luxury Yurts

Average Price per night: \$121

Opening Year: 2024

Instagram Following: 22,900 Followers

Features: 20 fully equipped yurts with modern amenities, a large restaurant, conference hall, valley views, cozy interiors, traditional décor, and a blend of comfort with nature

Activities: Scenic nature walks, horseback riding, cultural and traditional experiences, relaxing in a mountain valley, immersion in local nomadic ambiance



Remote

Location: Ak-Say, Issyk-Kul (southern shore)

Glamping Type: Pods

Average Price per night: \$150

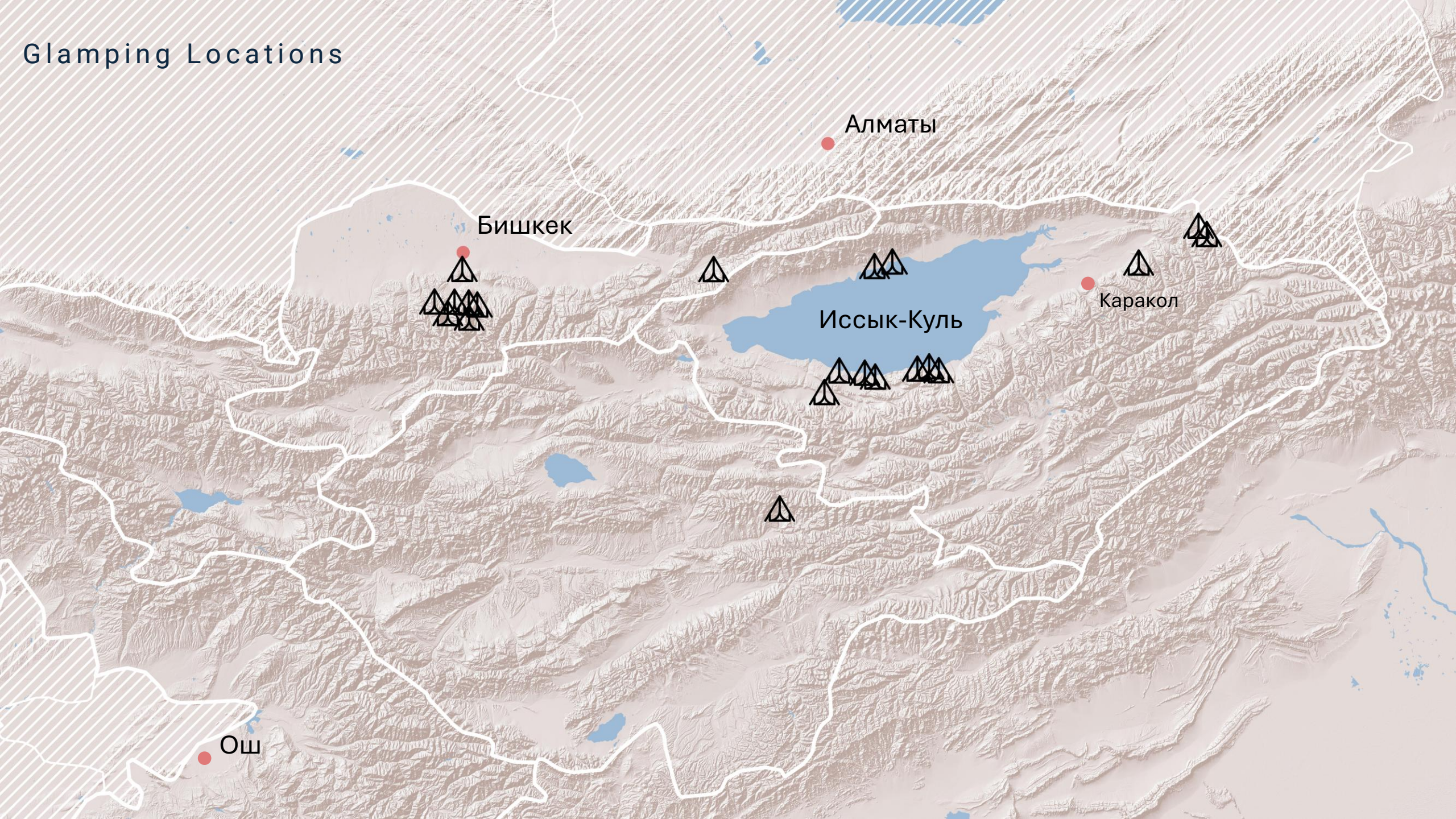
Opening Year: 2022

Instagram Following: 20,600 Followers

Features: Free WiFi, on-site restaurant & bar, sun terrace, mountain and lake views, pet-friendly, private parking, modern amenities & cozy interiors

Activities: Walking tours, swimming excursions, hiking, movie nights, dining experiences, nature relaxation, eagle demonstrations (by arrangement)

Glamping Locations



Kazakhstan's glamping sector is more established, focused on ultra-luxury stays and quick nature escapes from major cities.

>23

Glamping Sites

>\$123

average price per night

>533,208

Collective Instagram followers

Top Locations

- Almaty foothills
- Kolsay / Kainday / Charin Region
- Akmola Pinebelt (Near Astana)

Primary Booking Channels:

- Instagram, WhatsApp, Telegram, booking.com, trip.com



Top Amenities

- **Accommodation & Comfort:** 40% of sites feature a mix of accommodation styles, as well as offering cabins for a more traditional hotel stay. All-season stays with AC/heating, Wi-Fi, private bathrooms, balconies/terraces.
- **Wellness & Leisure:** Built-in wellness Finnish saunas in rooms, wood-fired banyas/ofuro and hot tubs; seasonal/plunge pools at select sites.
- **Dining & Social Spaces:** Kazakh, halal, European menus, many stays include breakfast
- **Outdoor Infrastructure:** Outdoor infrastructure includes BBQ gazebos (mangal/kazan), fire-pits, picnic lawns; some shared kitchens.
- **Convenience:** Easy logistics with free parking, transfers/shuttle from airport; English/Russian reception proximity to skiing and major nature cites.



Key Activities

Outdoor & Adventure:

- Charyn Canyon hikes with big-sky stargazing.
- Kolsay & Kainday boating; walks in Burabay.
- Skiing/snowboarding at Shymbulak; hikes to Talgar Pass and the glacier.
- SUP, kayaking, fishing, beach time
- Horseback riding, cycling

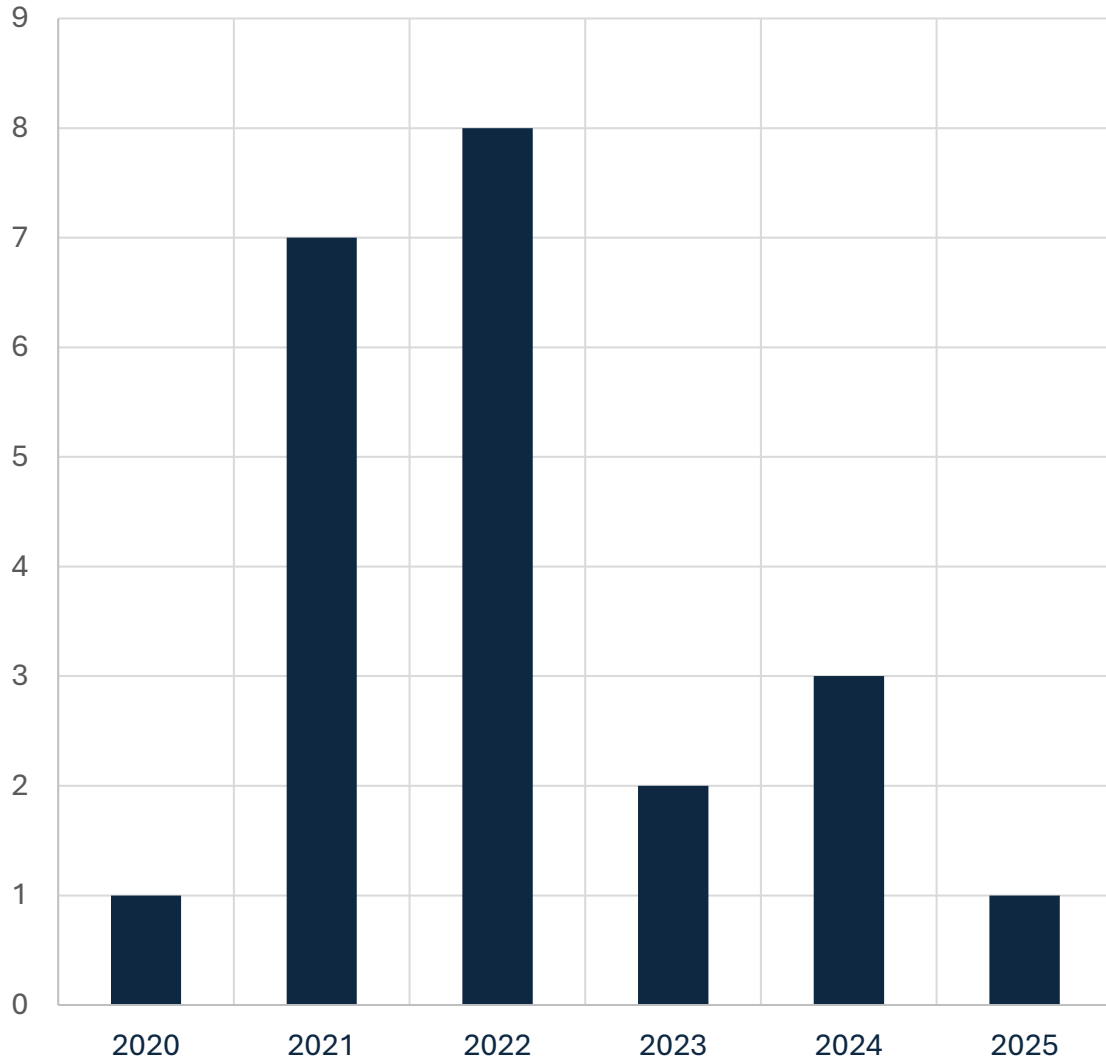
Cultural & Wellness :

- Traditional cooking classes, folklore music & dance evenings
- Koumiss (fermented mare's milk) therapy sessions
- Yoga & fitness classes, spa & massage treatments
- Bonfires, storytelling, and community gatherings

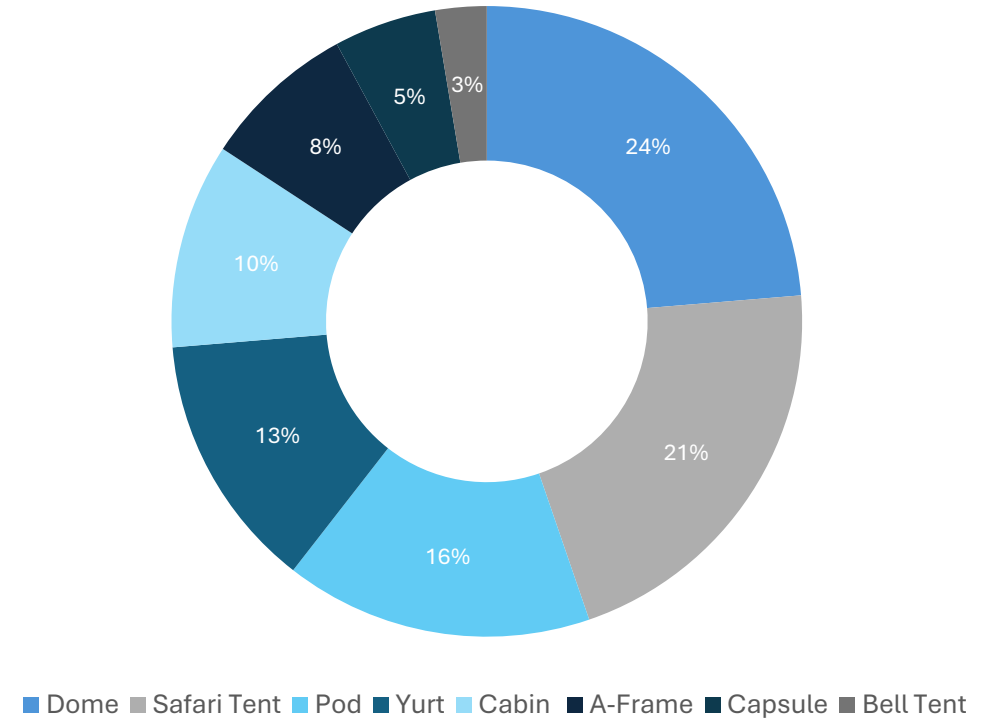
Unique Experiences:

- In-suite sauna and ski-in ski-out at 3,200 m
- Caspian Beach glamping with live music
- Telescope nights/star gazing
- Adventure parks with ziplines and climbing

Number of Glamping Openings Per Year



Glamping Accommodation Type 2025



Dome 24%, Safari Tent 21%, Pod 16%, Yurt 13%, Cabin 11%, A-Frame 8%, Capsule 5%, Bell Tent 3%. Many sites offer multiple styles at once (e.g., dome + cabin + safari tent). Cabins are a Kazakhstan exclusive category, added to provide a sturdier, home/hotel-like option alongside traditional glamping.

Top Glamping Sites



Tenir Eco Hotel

Location: Shymbulak Mountain Resort

Glamping Type: Pods

Average Price per night: \$300

Opening Year: 2020

Instagram Following: 94,600 Followers

Features: Private in-room Finnish saunas, panoramic mountain views, on-site dining and bar, ski-in/ski-out access to Shymbulak, cable car connection, altitude location (3,200 m), hiking trails, and yoga/gastro evenings.

Activities: Skiing and winter sports, hiking to Talgar Pass and glacier, horseback riding, wellness experiences, and alpine getaways.



Vivood Tau

Location: Sairam-Ugam National Nature Park

Glamping Type: Yurt, Dome, Pod, Capsule

Average Price per night: \$64

Opening Year: 2022

Instagram Following: 38,400 Followers

Features: Modern cabins with panoramic views, futuristic domes, and traditional yurts. Guests can enjoy breakfast service, BBQ gazebos, and a tranquil mountain setting that blends modern comfort with nomadic heritage.

Activities: Horseback riding, traditional archery, mountain hiking, nature walks, and relaxing in scenic gazebos and vista points.



Big Bear

Location: Baybulak village, Talgar district

Glamping Type: Dome, Yurt

Average Price per night: \$112

Opening Year: 2021

Instagram Following: 36,600 Followers

Features: Located about 40 minutes from Almaty, offers glamping stays in modern domes and traditional yurts. The site features panoramic mountain views, Saka steam baths, and a peaceful natural setting.

Activities: Guests can enjoy horse riding, hiking in the nearby foothills, sauna / spa experiences, BBQ and outdoor relaxation



Qazaq Auy Eco Hotel

Location: Medeu Gorge

Glamping Type: Cabin, Pod

Average Price per night: \$214

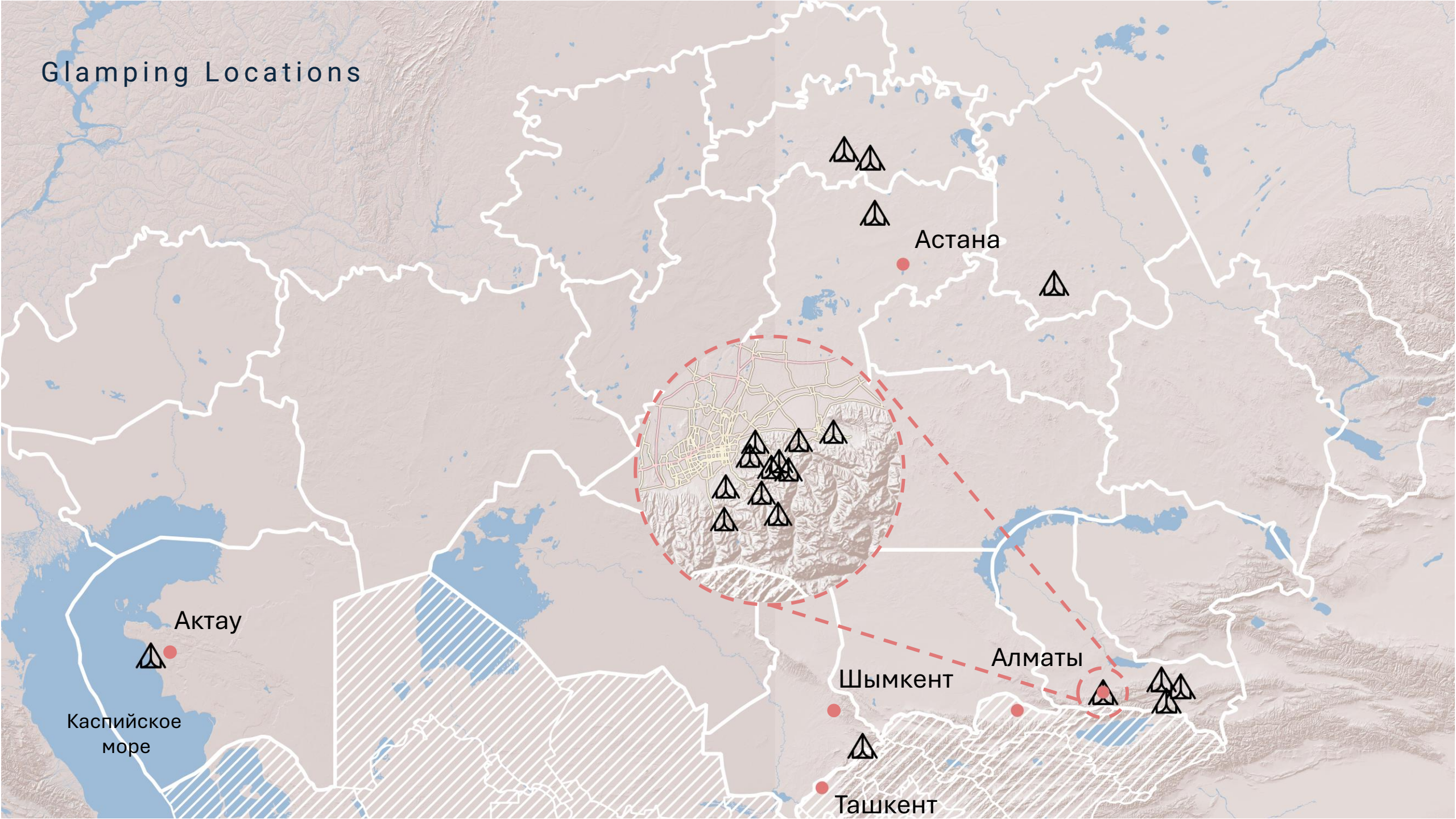
Opening Year: 2022

Instagram Following: 35,000 Followers

Features: Kazakh hospitality combined with Nordic design. Cabins include private saunas, breakfast delivery, mini-bars, coffee machines, Wi-Fi, air conditioning/heating, and terraces with panoramic windows.

Activities: Hiking and biking in Medeu Gorge, skiing, ice skating, shuttle service to the Medeu cable car, and yoga classes.

Glamping Locations



Uzbekistan's glamping market is nascent, fragmented, and underdeveloped despite strong natural and cultural appeal.

>7

Glamping Sites

>\$113

average price per night

>185,100

Collective Instagram followers

Top Locations

- Chimgan Mountains (Tashkent)
- Kyzylkum Desert & Nurata Mountains (Jizzakh)
- Karakalpakstan (Aral Sea)

Primary Booking Channels:

- booking.com, WhatsApp, Telegram



Top Amenities

- **Accommodation & Comfort:** Mix of Yurts and , A-Frames with select sites including AC/heating, Wi-Fi, private or shared bathrooms, terraces, and scenic views.
- **Wellness & Leisure:** Swimming pools, saunas, hot tubs, plunge tubs (chan), gardens, and spa facilities at select sites.
- **Dining & Social Spaces:** Uzbek, halal, vegetarian, Asian, and European menus; breakfast often included; BBQ areas, outdoor dining, and tea/coffee service.
- **Outdoor Infrastructure:** Picnic lawns, fireplaces, shared kitchens, play areas, and beach or riverside access at select sites.
- **Convenience:** Free parking, shuttles, proximity to airports, multilingual staff, and pet-friendly policies.



Key Activities

Outdoor & Adventure

- Hiking, skiing/snowboarding (winter), paragliding, horseback riding, and cable car rides.
- Cycling, camel rides, and scenic desert excursions in Jizzakh/Nurata, Kyzylkum.
- Guided expeditions to the ship graveyard, Ustyurt Plateau, dried seabeds, and abandoned villages.

Cultural & Wellness

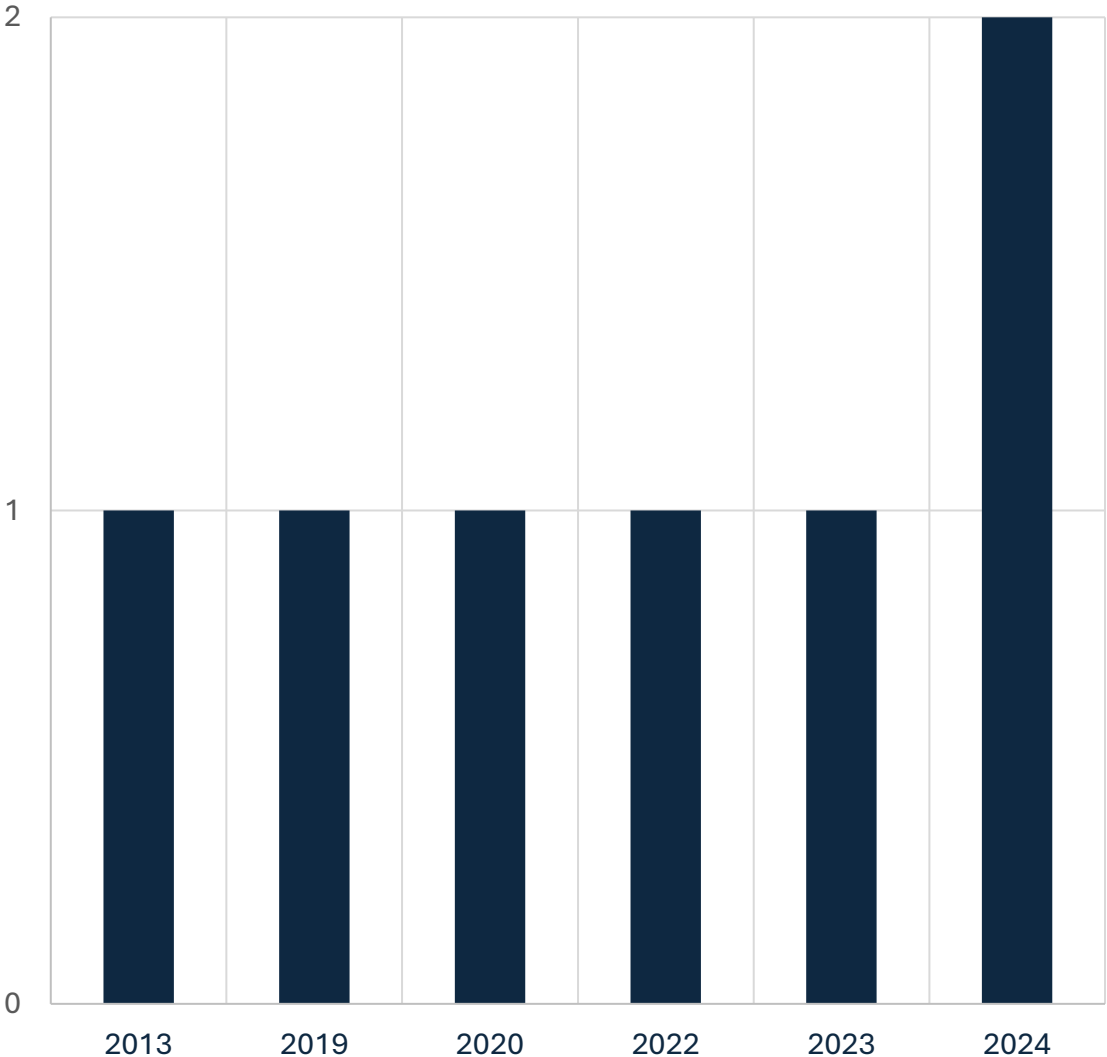
- Authentic yurt stays, Uzbek cuisine, bonfires, and village visits.
- Sauna bathing, cold plunges, spa facilities
- Exploration of nearby historical towns (e.g., Samarkand) and family-style hospitality.

Unique Experiences

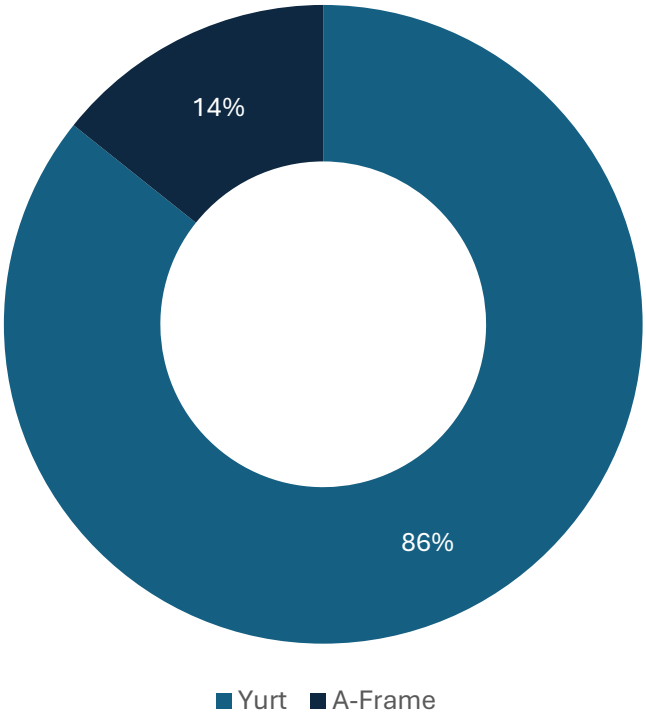
- Exceptional night skies in Kyzylkum and Aral Sea regions for Star Gazing
- Fully organized cultural and ecological tours with accommodation, meals, and logistics included such as the Aral Sea Packages.



Number of Glamping Openings Per Year



Glamping Accommodation Type 2025



Uzbekistan’s glamping market remains incipient, with an overwhelming dominance of traditional yurts (86%) and only a single A-Frame cabin recorded. The sector is still in the very early stages of diversification.

Top Glamping Sites



Balandda Chimgan

Location: Chimgan Mountains (Tashkent region)

Glamping Type: A-Frame

Average Price per night: \$340

Opening Year: 2019

Instagram Following: 163,000 Followers

Features: Outdoor seasonal pool, sauna, hot tub/spa, private jacuzzis, on-site dining and bar, free breakfast, pet-friendly policy, air-conditioned rooms with balconies, and cable car access to nearby ski areas.

Activities: Skiing and snowboarding in winter, hiking, paragliding, horseback riding, and spa and wellness experiences.



Aral Sea Discovery

Location: Aral Sea (Karakalpakstan region)

Glamping Type: Yurt

Average Price per night: \$185

Opening Year: 2020

Instagram Following: 22,100 Followers

Features: Traditional yurts with beds and heating, serving Karakalpak and international cuisine. Offered exclusively through organized tour packages with transport, guided excursions, meals, and logistics.

Activities: Desert exploration, cultural immersion, stargazing, and tours of Muynak's ship graveyard, Ustyurt Plateau, dried seabed, and abandoned villages.



Authentic Uzbek Yurt Camp

Location: Navoi Province (Nurota Region)

Glamping Type: Yurt

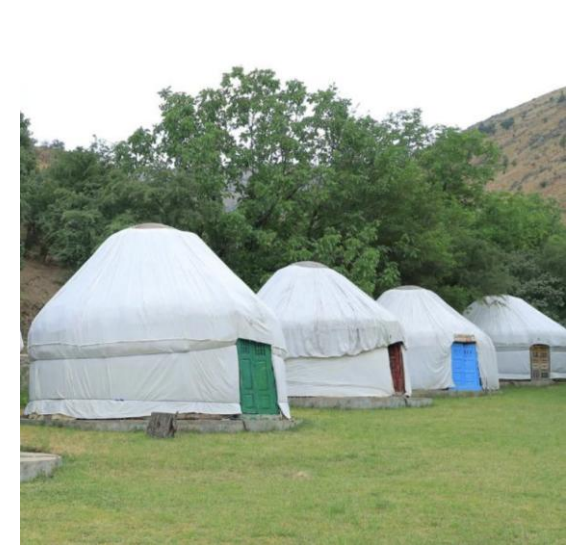
Average Price per night: \$73

Opening Year: 2021

Instagram Following: 1,847 Followers

Features: Traditional family-run yurt camp with communal dining area and sofa beds, EV charging, free parking, pet-friendly, outdoor dining area, and shared bathrooms.

Activities: Nature excursions to Lake Aydar and the Kyzylkum Desert, cultural visits to nearby villages, stargazing, traditional singing performances, and communal campfires.



Sayyod Yurt Camp

Location: Jizzakh

Glamping Type: Yurt

Average Price per night: \$55

Opening Year: 2013

Instagram Following: N/A

Features: Traditional yurts with heating, swimming pool with mountain views, sun terrace, lush gardens, outdoor dining areas, restaurant and bar, free Wi-Fi, 24-hour front desk..

Activities: Cycling, nature walks, scenic viewing, outdoor lounging, cultural exploration in nearby Jizzakh region.

Glamping Locations

Аральское море

Алматы

Ташкент

Амирсой

Ферганская долина

Ош

Бухара

Самарканд

Душанбе

Ашхабад



Tajikistan

Tajikistan is home to one glamping outfitter – **Paramount Journey Glamping and Cultural Expeditions**

>1

Glamping Site

>\$ N/A

Price on request

>1,676

Instagram followers

Location

- Fann Mountain Range

Primary Booking Channels:

- Paramount Website



Top Amenities

- Spacious bell tents in scenic mountain locations with comfortable beds, fresh linens, and al fresco or communal dining setups
- Luxury cottages or other fixed lodging for parts of the trip (private bathrooms included)
- Full board meals served on site, communal dining, and local food experiences
- Camp infrastructure including guides, transport, glamping setup and logistics

Key Activities

- Trekking through the Fann Mountains (passes, lakes, alpine terrain) and hiking to Iskanderkul Lake, Snake Lake, waterfalls, and remote mountain lakes
- Cultural immersion via bazaars, craft workshops, private music/dance shows, and cooking masterclasses
- Bonfires, singing, stargazing under mountain skies at night
- City and historical tours in Dushanbe, Khujand, Istaravshan, and other Silk Road towns

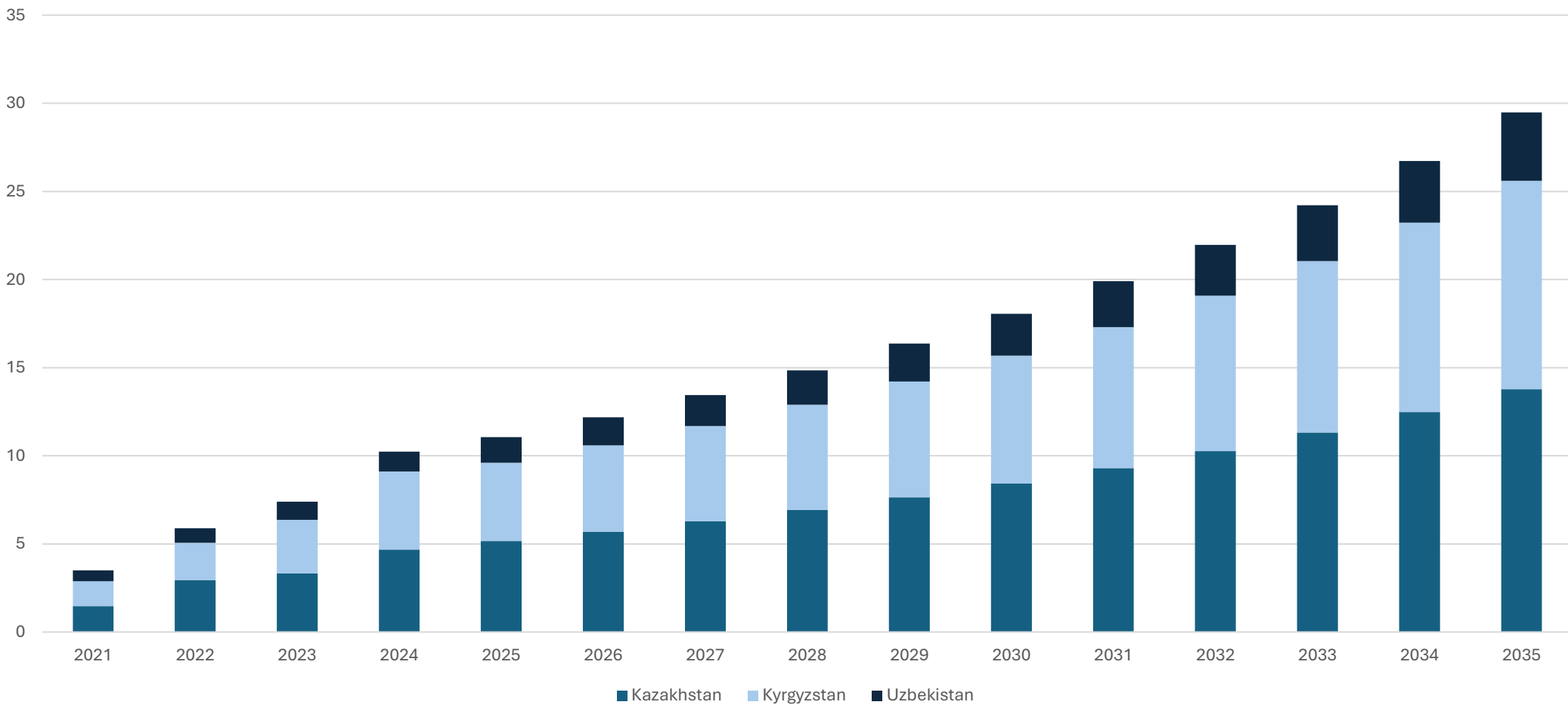


Glamping in Central Asia : Future Trends





Central Asia Glamping Market Revenue Outlook 2025–2035, USD Millions



The Central Asia glamping market is projected to grow from USD 11.1 million in 2025 to approximately USD 29.3 million by 2035, reflecting the global projected compound annual growth rate (CAGR) of 10.3% for glamping. Kazakhstan remains the regional leader, increasing from USD 5.16 million to 13.77 million, followed by Kyrgyzstan (USD 4.44 → 11.84 million) and Uzbekistan (USD 1.45 → 3.87 million). Growth is supported by expanding eco-tourism, improved infrastructure, and rising demand for sustainable outdoor accommodations across Central Asia.



Global Trends

- **Strong Growth Trajectory:** Global glamping market to grow at ~10.3 % CAGR (2025–2030), more than doubling in value.
- **Key Development Regions:** North America & Europe lead supply; Asia-Pacific drives fastest growth.
- **Trends:** Eco-conscious travel, nature immersion, experiential tourism, and social media marketing fuel demand.

Charvak Reservoir Uzbekistan



Regional Outlook

- **Tourism Surge:** Central Asia welcomed 28.6 M visitors in 2024 (+11 % YoY), signaling strong upward momentum.
- **Future Growth:** By 2035, revenue to reach USD 29.3M, up from USD 11.1M in 2025, driven by eco-tourism and 10.3% CAGR.
- **Strategic Location:** Positioned between Europe and Asia, the region is ideally placed to capture both overland and fly-in eco-tourists.

Tamerlik Canyon Kazakhstan



Development Zones

- **Uzbekistan:** Nurata/Aydarkul Desert, Chimgan Mountains, Aral Sea, Zaamin National Park
- **Kyrgyzstan:** Issyk-Kul Lake, Ala-Archa, Song-Kul, Tien Shan ranges
- **Kazakhstan:** Almaty–Medeu–Shymbulak, Caspian coast, Burabay National Park
- **Tajikistan:** Pamir Highway, Fann Mountains, Iskanderkul Lake

Kel Suu Lake Kyrgyzstan



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