

★ OHCE 2026 · EDUCATIONAL SESSION

PACIFIC YURTS
The Original Modern Yurt™

Glamping That Works

How to Build a Profitable Revenue Stream

Collin Miller
Director of Sales, Pacific Yurts

★ VISIT US AT BOOTH #757

BEFORE WE START

I’m not the expert.
I’m the messenger.

Today’s stories come from the operators who built, tested, and learned. They apply whether you choose yurts, cabins, safari tents, domes, or modular units.

> **“Most people who come into my yurts go, ‘Wow, this is nicer than my house.’”**
>
> BUD STYER, SMOKEY HOLLOW CAMPGROUND, WISCONSIN

48+

years

OF CLIENT PROJECTS







★ PART ONE · THE OPPORTUNITY

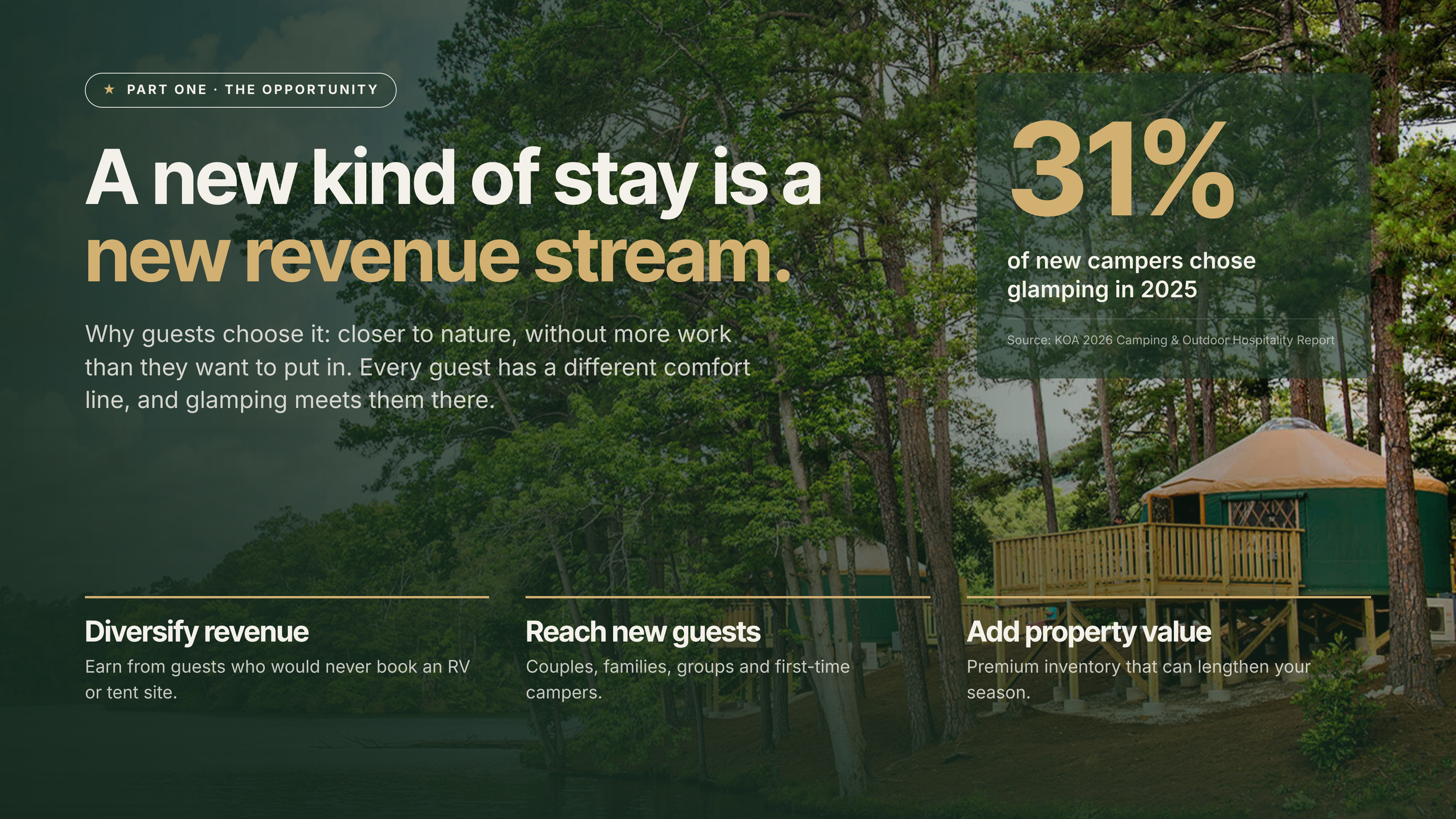
A new kind of stay is a new revenue stream.

Why guests choose it: closer to nature, without more work than they want to put in. Every guest has a different comfort line, and glamping meets them there.

31%

of new campers chose glamping in 2025

Source: KOA 2026 Camping & Outdoor Hospitality Report



Diversify revenue

Earn from guests who would never book an RV or tent site.

Reach new guests

Couples, families, groups and first-time campers.

Add property value

Premium inventory that can lengthen your season.

★ WHY PROJECTS STALL

Don’t build the dream. Start it.

Many owners stall because the vision outgrows the budget before a single night is sold. Start, learn, then build the next phase.





— THE DREAM, ALL AT ONCE

20+ new units on day one	BIG BET
New roads, utilities and bathhouse	HIGH COST
Restaurant, spa, event barn	YEARS
Demand: a guess	UNKNOWN

◆ THE START

3–6 units on your best sites	SMALL BET
Existing roads, power and bathhouse	LOW COST
Open in one season	MONTHS
Demand: proven by real bookings	KNOWN

★ THE PATH WE'LL FOLLOW TODAY

Four points to glamping that works

This isn't a checklist you have to finish. Take the ideas that fit your property and leave the rest.

01

Start small

Pilot a few units on infrastructure you already have.

02

Design intentionally

Choose sites, privacy and amenities for a specific type of guest.

03

Prove demand

Let real bookings, rates and reviews make the case.

04

Scale confidently

Expand with data, not hope.

★ PART TWO · START LEAN

What do you already have?

Before you price new infrastructure, take stock of what your property already provides.

- [ ] **Road access & parking**
  Can guests drive close and park?
- [ ] **Power nearby**
  Existing pedestals or service you can extend
- [ ] **Water**
  Potable water within reach
- [ ] **Sewer or septic**
  Capacity for more use, or none needed yet
- [ ] **Bathhouse capacity**
  Room for a few more guests
- [ ] **Underused sites**
  Tent sites, view lots, quiet corners
- [ ] **Check-in & housekeeping**
  Staff and systems already in place
- [ ] **Booking system**
  Can it sell a new site type today?

Every “yes” is money you don’t spend in phase one.



LEARNING OBJECTIVE

Launch without overbuilding or overspending.

River's Edge RV Resort & Camping
Clatskanie, Oregon

Photo courtesy River's Edge RV Resort & Camping. Used with permission.

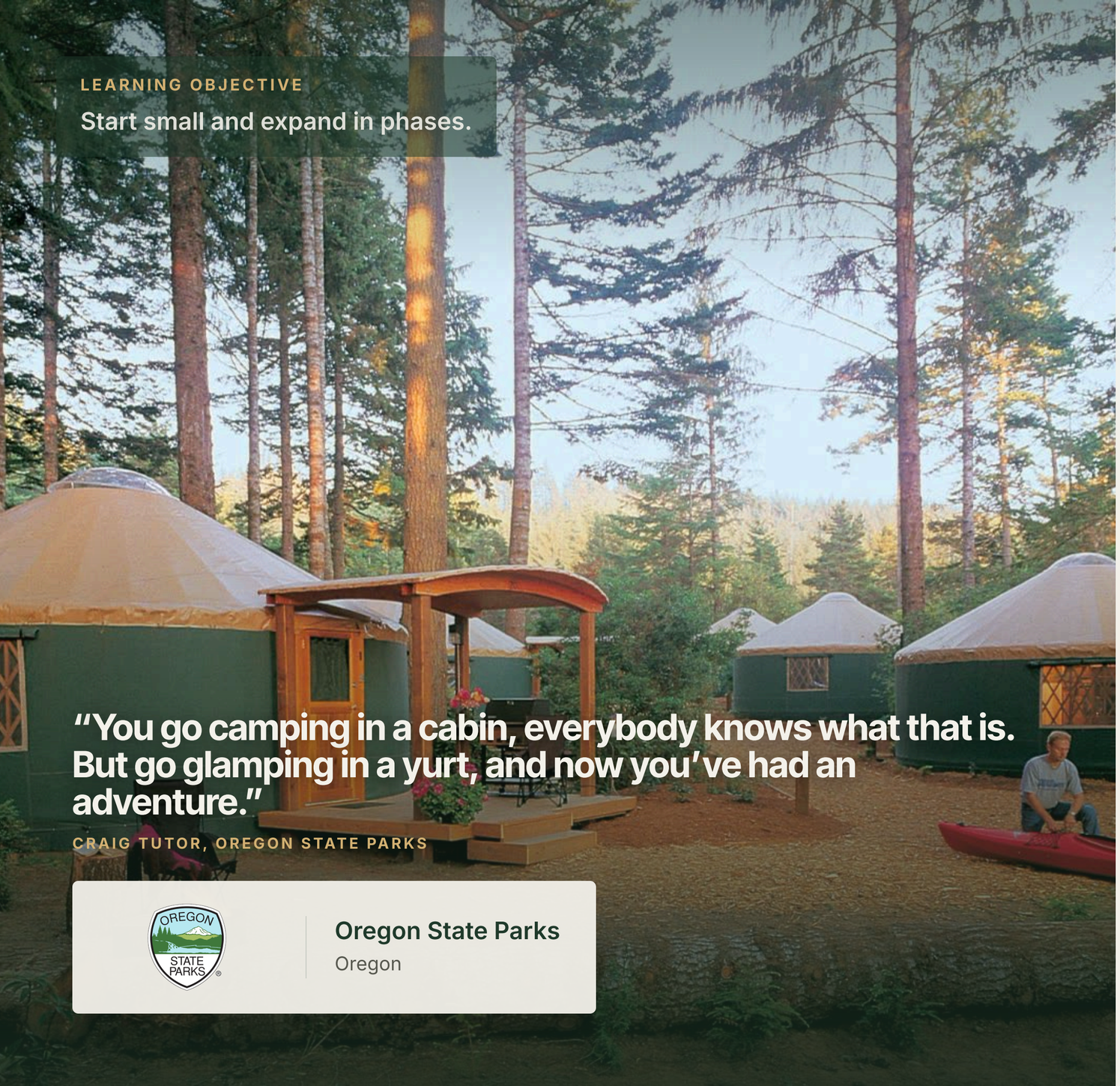
★ CLIENT STORY · START LEAN

Use what you already have before you build what you don’t.

A successful RV park adding a new kind of stay: one yurt, chosen after touring units at OHCE last year. Installed last season, they’re still testing marketing, rates and strategy.

◆ THE TAKEAWAY

Walk your property with a checklist first: roads, power, water, sewer, bathhouses, parking. Your first units should plug into infrastructure you already pay for.



LEARNING OBJECTIVE

Start small and expand in phases.

“You go camping in a cabin, everybody knows what that is. But go glamping in a yurt, and now you’ve had an adventure.”

CRAIG TUTOR, OREGON STATE PARKS

Oregon State Parks
Oregon

★ CLIENT STORY · START LEAN

Pilot two. Learn. Then scale.

Facing a revenue crisis and empty winter campsites in the early ’90s, the state tried something bold. Two yurts in 1993 grew into a program of over 200 today.

◆ THE TAKEAWAY

Start where your infrastructure already is. With restrooms and showers in place, yurts paid back quickly and filled the off-season.



★ PART THREE · DESIGN FOR THE GUEST

The site is the product.

Privacy

Screen sightlines and space units farther apart than RV sites.

Orientation

Position your windows and decking towards a view, not the road.

Outdoor living

Deck, seating, fire ring, lighting: the room guests photograph.

Landscaping

Plantings and paths make a new unit feel established.

Arrival

A clear, lit path from parking to the door.

Comfort

High-quality beds, climate control, quiet and dark at night.

> **“Our guests love them . . . they are able to be nearer the water, in the trees and see the stars while drifting to sleep.”**
>
> ACORNS RESORT, KANSAS



LEARNING OBJECTIVE

Design sites that command higher nightly rates.

“My sales person treated me with the same thoughtful, efficiency when I bought our first "test" yurt as when we ordered the remaining 15 yurts.”

JOHN HANDY, TREEBONES RESORT, CALIFORNIA

Treebones Resort
Big Sur, California

Treebones Resort, Big Sur, California

★ CLIENT STORY · DESIGN FOR THE GUEST

Guests book the destination, not just the bed.

On the Big Sur coast, the yurts are one part of the stay: a cliffside restaurant fed by its own organic garden, an omakase sushi bar, breakfast for every guest, plus massage and yoga. It started with one “test” yurt.

◆ THE TAKEAWAY

Location, views and what surrounds the unit (food, wellness, things to do) turn a place to sleep into a destination worth a premium rate.

★ PART FOUR · INVEST IN THE RIGHT AMENITIES

Private bath? Kitchenette? Ask first.

Every upgrade adds cost, cleaning time and maintenance. Five questions before you spend:

01 Who is the target guest?

02 What amenities do they actually expect?

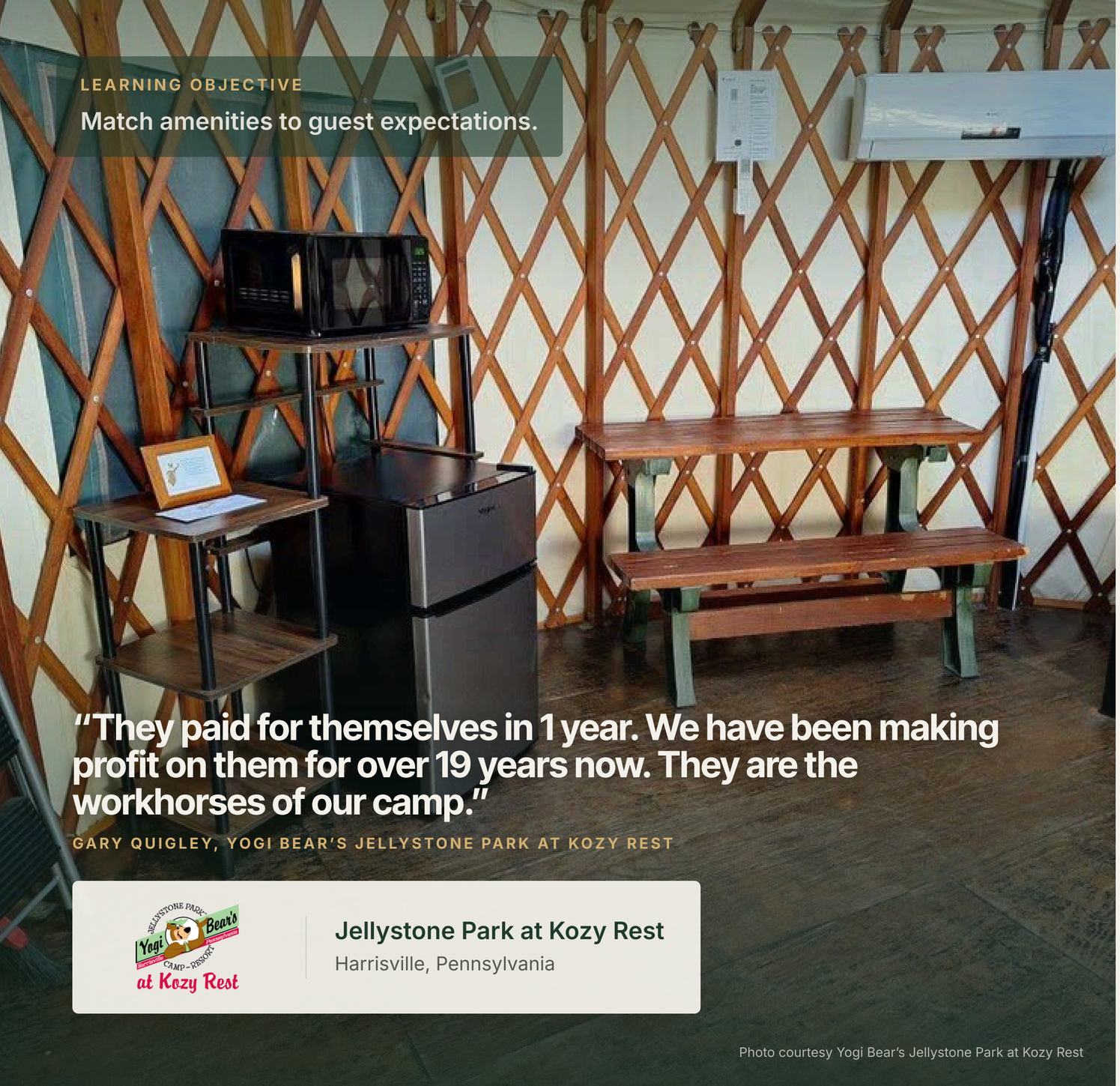
03 What will the upgrade cost?

04 How might it change nightly rate and occupancy?

05 What does it add to operating and maintenance costs?

> **"...Our yurts often specifically attract travelers who have a more adventurous spirit and who want something a little more rustic and remote but still comfortable..."**
>
> MELISSA LAMBERT, SKY RIDGE YURTS, NORTH CAROLINA

Let the numbers, not the emotions, do the talking.



LEARNING OBJECTIVE

Match amenities to guest expectations.

“They paid for themselves in 1 year. We have been making profit on them for over 19 years now. They are the workhorses of our camp.”

GARY QUIGLEY, YOGI BEAR’S JELLYSTONE PARK AT KOZY REST

Jellystone Park at Kozy Rest
Harrisville, Pennsylvania

Photo courtesy Yogi Bear’s Jellystone Park at Kozy Rest

★ CLIENT STORY · INVEST IN THE RIGHT AMENITIES

Sometimes a step up from tenting is enough.

A family camp-resort north of Pittsburgh. Their cabins have full baths and kitchens. Their yurts deliberately don’t: beds, heat and AC, a mini fridge and microwave. A step up from tenting.

◆ THE TAKEAWAY

Don’t overbuild. Some guests are happy just not having to bring a tent. Build for the guest you have, and let what’s working tell you what’s next.



★ PART FIVE · THINK BEYOND THE ACCOMMODATION

Keep the lodging small. Make the gathering space big.

Where do guests go when it rains? One flexible shared space makes every site more valuable, and it can earn on its own.

- **Events**
  Weddings, retreats, reunions, workshops.
- **Family dinners**
  Room for the whole group at one table.
- **Rainy days & game nights**
  Somewhere to go when the weather turns.
- **Community & wellness**
  Yoga, classes, or just sharing space with like-minded people.

★ PART SIX · START MARKETING BEFORE OPENING DAY

Your booking calendar can open before your doors do.

Your booking channels can be live while construction is still underway.

DESIGN SET

Renderings & site photos

Show the setting and the experience, not the structure.

PRE-BUILD

Listings & booking engine live

Your website, your reservation system, Airbnb and other channels.

DURING BUILD

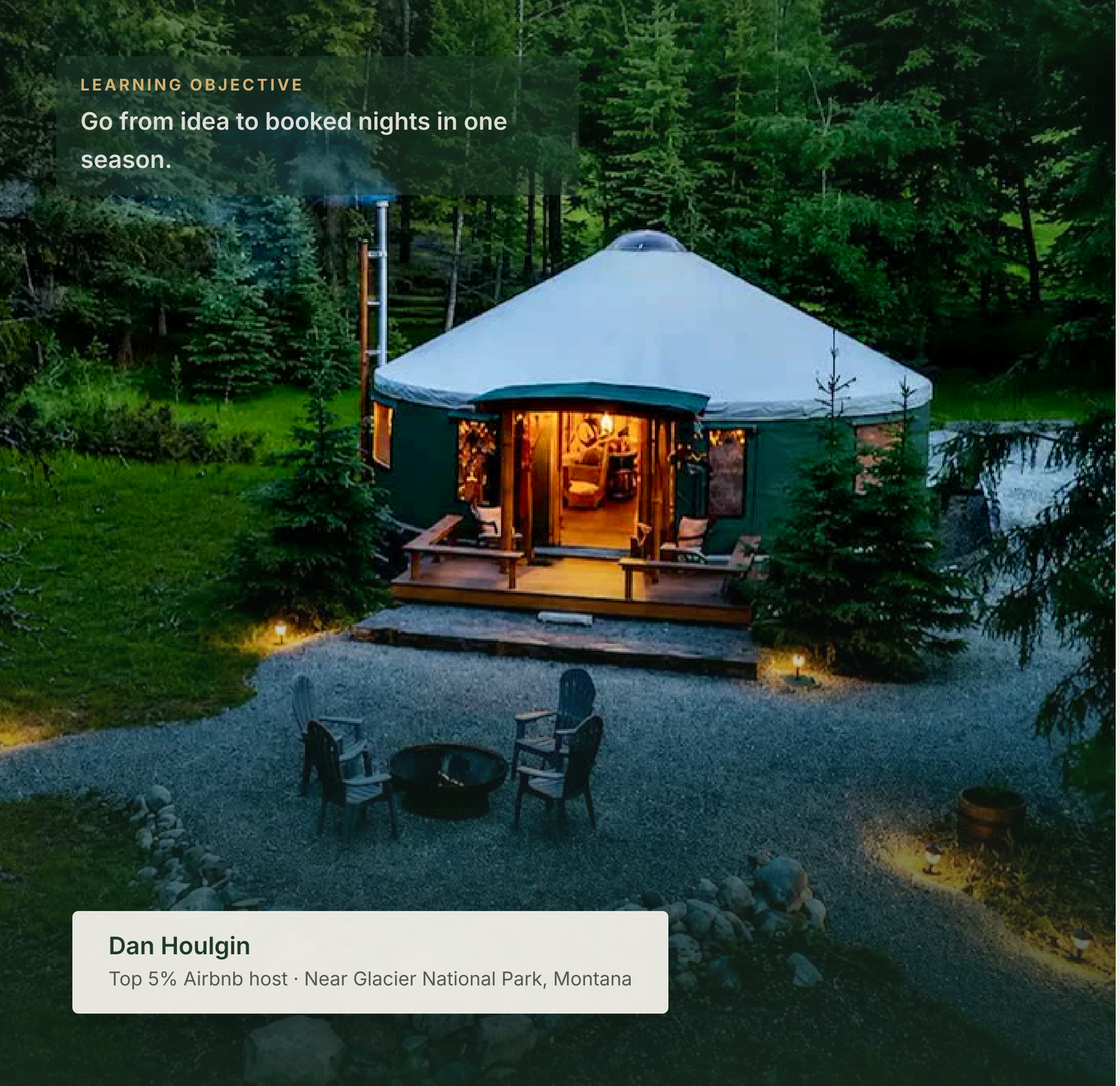
Build an audience

Social posts, email list, “coming soon” offers for past guests.

OPENING

Real photos & first reviews

Re-shoot at golden hour; ask every early guest for a review.



LEARNING OBJECTIVE

Go from idea to booked nights in one season.

Dan Houlgin
Top 5% Airbnb host · Near Glacier National Park, Montana

★ CLIENT STORY · MARKET BEFORE OPENING DAY

Sell the stay before it’s built.

One yurt on Airbnb at the base of Glacier National Park. Over $90,000 all in ($17,000 of it gravel). Many nights were booked before it opened, and bookings brought in more than the cost in under six months.

◆ THE TAKEAWAY

Market while you build: share progress photos and keep your list updated. Then give guests a “wow” they’ll talk about.

★ PART SEVEN · EXECUTION & PARTNERS

From idea to opening day

01
Site selection & feasibility
Demand, access, setting

02
Zoning & permitting
Talk to the county early

03
Budget & infrastructure
Reuse first, then add

04
Accommodation selection
Match the unit to the guest

05
Contractors & vendors
Designers, utilities, furnishings

06
Installation & inspections
Schedule around the season

07
Marketing & booking setup
Live before you open

08
Open & listen
Reviews shape phase two

A network for every step.

Over 48 years we've built relationships with financing partners, architects, engineers, furniture suppliers and other glamping vendors. We're happy to make an introduction. No referral deals, just helping the industry grow.

★ BOOTH #757

★ PART EIGHT · THE NUMBERS

Run your numbers.

HYPOTHETICAL EXAMPLE · NOT CLIENT DATA

Units — 4

Start small: 3–6 is a common pilot

All-in cost per unit — $60,000

Structure, deck, site work, utilities, furnishing

Average nightly rate — $235

Check comparable listings in your market

Occupancy — 75%

Of the nights you are open

Nights open per year — 310

Your season length

Operating cost per occupied night — $35

Cleaning, laundry, utilities, supplies, fees

ESTIMATED PAYBACK

1.3 years

0 — 5 yrs — 10+ yrs

Total investment
$240,000

Occupied nights / yr
930

Revenue / yr
$218,550

Operating cost / yr
$32,550

Scan for the full presentation & ROI calculator

Net before debt & tax / yr
$186,000

RESET



★ TAKE THIS HOME · PICK WHAT FITS YOUR PROPERTY

Your next five steps

1 **Walk your property with the checklist**
Roads, power, water, sewer, bathhouse, sites.

2 **Pick one target guest profile**
Then decide what they truly expect.

3 **Price a 3–6 unit pilot**
All-in: unit, deck, site work, furnishing.

4 **List it before it’s built**
Photos, renderings, booking channels.

5 **Measure, then scale**
Rate, occupancy, reviews, operating cost.

★ THANK YOU · QUESTIONS?

PACIFIC YURTS
The Original Modern Yurt™

Start small. Start this season.

Then let your guests tell you what to build next.

Collin Miller
Director of Sales, Pacific Yurts
yurts.com

★ COME TALK WITH US · BOOTH #757

Scan for the full presentation & ROI calculator