



PROJECT PROFILE

CAMPING AND GLAMPING SITES



1. INTRODUCTION

Ladakh, with its breathtaking landscapes, pristine lakes, and remote valleys, is a haven for adventure travelers. Camping and glamping services are rapidly gaining popularity among tourists seeking immersive experiences amidst nature. This report presents a business plan to establish eco-friendly camping and premium glamping sites catering to diverse tourist segments in Ladakh.

Camping and glamping services are essential in Ladakh due to the region's unique geography, growing tourism industry, and demand for immersive travel experiences. Ladakh's breathtaking natural beauty—including high-altitude lakes, expansive valleys, and rugged mountain passes—draws travelers who seek solitude, authenticity, and adventure. Traditional hotels and guesthouses are limited in remote areas like Pangong Tso, Tso Moriri, and Nubra Valley, making tented accommodations a practical and necessary solution. Glamping (glamorous camping) offers a perfect balance between comfort and outdoor exploration, catering to domestic families, international tourists, and honeymooners looking for luxury in the lap of nature. Moreover, as Ladakh promotes itself as an eco-tourism destination, sustainable camping models—such as solar-powered tents, compost toilets, and plastic-free stays—align with both environmental goals and tourist preferences. These services also generate local employment, encourage cultural exchange, and support Ladakh's seasonal economy. In essence, camping and glamping services are not only a hospitality solution but a vital component of responsible, experience-based tourism in the Himalayan region.

2. SERVICE OFFERINGS

Camping and glamping services in Ladakh are designed to cater to a diverse range of travelers, combining comfort, adventure, and sustainability. Basic camping offers travelers well-organized tent pitches with essential facilities such as clean toilets, safe drinking water, and communal bonfire areas—ideal for backpackers and budget travelers seeking a close-to-nature experience. Premium glamping, on the other hand, provides luxury tented accommodations complete with at—tent pitches with essential facilities like toilets, drinking water, and communal bonfire areas.

- **Premium Glamping:** Luxury tents with attached bathrooms, fine bedding, electricity, and dining services.
- **Riverside Camping:** Tents located along riversides and lakes (e.g., Pangong Tso, Indus River).
- **Eco-Friendly Camps:** Solar-powered camps offering organic food and sustainable living experiences.

3. TARGET CUSTOMER SEGMENTS

- **Backpackers and Adventure Travelers:** Budget-friendly basic camping options.
- **Families and International Tourists:** Premium glamping experiences with all comforts.
- **Couples and Honeymooners:** Riverside camping options for private and romantic stays.

- **Eco-Tourists:** Sustainable camps focusing on environmental conservation and local culture.



4. DESIRED QUALIFICATION FOR PROMOTERS

Promoters of a camping and glamping venture in Ladakh should ideally possess a background in hospitality, tourism, or eco-tourism management, which enables them to understand the expectations of domestic and international tourists seeking immersive nature-based experiences. Basic knowledge of campsite setup, maintenance, and guest service operations is essential to ensure smooth on-ground functioning. Strong communication skills in English and Hindi. Background in hospitality, tourism, or eco-tourism management.

- Basic knowledge of campsite operations and guest services.
- Strong communication skills (English, Hindi; knowledge of Ladakhi language is an advantage).
- Entrepreneurial mindset with a passion for sustainable tourism.
- Ability to manage staff, logistics, and outdoor facilities.
- Familiarity with environmental conservation practices.

5. SITE LOCATION POTENTIAL

- Pangong Tso Lake region
- Nubra Valley (Hunder and Turtuk)
- Tso Moriri Lake area
- Indus Valley near Leh
- Zaskar Valley (future expansion)

6. BUSINESS OUTLOOK AND TRENDS

The business outlook for camping and glamping services in Ladakh is extremely promising, fueled by a strong demand for immersive and sustainable travel experiences. As Ladakh continues to rise as a top destination among both domestic and international adventure seekers, travelers are increasingly opting for experiential accommodations that bring them closer to nature. This shift from traditional hotels to offbeat, nature-integrated lodging has created a growing market for well-managed, eco-conscious tented accommodations.

Another key trend is the influence of digital platforms in shaping travel decisions. Tourists now extensively use Instagram, YouTube, and travel blogs to discover and book unique stays, making online visibility a powerful marketing tool for camping and glamping operators. Sustainability is another driving force. As eco-tourism gains momentum, travelers are more inclined to choose operations that offer solar-powered tents, plastic-free policies, and locally sourced food, aligning with their values of responsible travel.

To support this growth, the government has also increased its focus on promoting Ladakh as a key tourism hub by improving road infrastructure and encouraging eco-tourism investments. In addition, efforts are underway to promote seasonal diversification— attracting travelers not just in the peak summer months but also during the shoulder seasons (April–May and September–October)—helping operators maximize occupancy and revenue across a longer window. These converging trends position camping and glamping ventures as both a sustainable and profitable business opportunity in the region.

- Preference for offbeat stays rather than traditional hotels.
- Ladakh's promotion as an eco-tourism destination is boosting prospects.
- Opportunity to bundle camping with bike rentals and adventure tourism packages.

7. MARKET POTENTIAL AND MARKET ISSUES

Market Potential

- Steady rise in domestic and international tourist arrivals in Ladakh.
- Growing preference for experiential, nature-based, and offbeat accommodations.
- Increasing number of adventure tourists, couples, and family travelers.
- The government's push for promoting eco-tourism and sustainable practices.
- Limited competition for well-organized, eco-friendly glamping experiences.

- High potential for bundled packages with bike rentals, trekking, and cultural tours.

Market Issues

- Seasonal business restricted to about 5–6 months a year (May to October).
- Harsh weather conditions are impacting infrastructure maintenance.
- Regulatory restrictions on land usage and environmental norms.
- Need for high upfront investment in quality tents, eco-facilities, and staff.
- Challenges in sourcing skilled manpower locally.
- Dependence on strong digital marketing and online visibility.

8. MANPOWER REQUIREMENTS

| Position | Number of Staff | Monthly Salary (₹) | 6 Months Cost (₹) |
|---|-----------------|--------------------|-------------------|
| Camp Manager | 1 | 25,000 | 1,50,000 |
| Hospitality Staff (Reception, Housekeeping) | 2 | 12000 | 1,44,000 |
| Cooks and Food Handlers | 1 | 18,000 | 1,08,000 |
| Guides and Activity Coordinators | 1 | 20,000 | 1,20,000 |
| Maintenance and Security Staff | 1 | 80000 | 48,000 |
| Total | 10 | | ₹5,70,000 |

- Hospitality Staff (Reception, Housekeeping)
- Cooks and Food Handlers
- Guides and Activity Coordinators
- Maintenance and Security Staff

9. IMPLEMENTATION SCHEDULE

| Activity | Timeline |
|---|-----------|
| Land Lease Finalization and Approvals | Month 1 |
| Site Preparation and Infrastructure Setup | Month 1–2 |
| Procurement of Tents and Equipment | Month 2 |
| Recruitment and Training of Staff | Month 2–3 |
| Installation of Solar Systems and Water Units | Month 2–3 |
| Launch of Marketing Campaign | Month 3 |

| | |
|--------------------------------|------------------|
| Soft Launch (Trial Operations) | End of Month 3 |
| Full-Scale Commercial Launch | Start of Month 4 |

10. COST OF PROJECT

| Particulars | Estimated Cost (₹ Lakhs) |
|---------------------------------------|--------------------------|
| Land Lease and Basic Site Development | 10.00 |
| Tents and Glamping Units | 15.00 |
| Solar Panels and Water Systems | 5.00 |
| Furniture and Interiors | 4.00 |
| Staff Recruitment and Training | 2.00 |
| Marketing and Website Development | 2.00 |
| Licenses and Approvals | 2.00 |
| Total Project Cost | 40.00 Lakhs |

11. MEANS OF FINANCE

| Source | Amount (₹ Lakhs) | Percentage (%) |
|-------------------------------|------------------|----------------|
| Promoters' Capital Investment | 16.00 | 40% |
| Bank Term Loan | 24.00 | 60% |
| Total | 40.00 | 100% |

12. REVENUE STREAMS

- Tent Night Rentals (₹1,000–₹3,000 per night)
- Food and Beverage Packages
- Adventure Activity Tie-ups (trekking, biking)
- Bonfire and Cultural Program Packages

13. MARKETING STRATEGY

- Tie-ups with travel agencies and tour operators
- Presence on hotel booking platforms (Booking.com, Airbnb)
- Instagram, Facebook, YouTube promotions
- Collaborations with travel influencers and vloggers

14. PROFITABILITY CALCULATION

| Particulars | Year 1 (₹ Lakhs) | Year 2 (₹ Lakhs) | Year 3 (₹ Lakhs) |
|--|------------------|------------------|------------------|
| Revenue | 30.00 | 45.00 | 65.00 |
| Operating Expenses | 22.00 | 28.00 | 38.00 |
| EBITDA (Earnings Before Interest, Taxes, Depreciation, and Amortization) | 8.00 | 17.00 | 27.00 |
| Interest on Loan (Estimated @ @12%) | 2.88 | 2.40 | 1.80 |
| Depreciation (Tents, Equipment, Setup) | 4.00 | 3.50 | 3.00 |
| Profit Before Tax (PBT) | 1.12 | 11.10 | 22.20 |
| Income Tax (@ @25%) | 0.28 | 2.78 | 5.55 |
| Net Profit After Tax (PAT) | 0.84 | 8.32 | 16.65 |

Key Ratios:

- Average Net Profit Margin (over 3 years): ~22.5%
- Payback Period: Approximately 3 years

15. BREAK-EVEN ANALYSIS

| Particulars | Value |
|------------------------------------|----------------|
| Fixed Costs (Annual) | ₹22.00 Lakhs |
| Average Revenue per Tent per Night | ₹2,000 |
| Operational Days per Year | 180 Days |
| Number of Tents | 20 Tents |
| Total Potential Tent Nights | 3,600 Nights |
| Break-Even Occupancy Needed | ~60% Occupancy |
| Break-Even Revenue Target | ₹22.00 Lakhs |

Break-Even Summary:

- To cover fixed annual expenses, the business must achieve around 60% occupancy over 180 operational days.
- With strategic marketing and seasonal offers, achieving this occupancy is feasible in Ladakh's peak tourist season.

16. STATUTORY / GOVERNMENT APPROVALS REQUIRED

To legally establish and operate camping and glamping sites in Ladakh, the following approvals and licenses are necessary:

- Approval from local authorities or landowners for land lease or use rights.

- Registration with the Ladakh Tourism Department as a recognized camping and lodging provider.
- For sites near protected areas (lakes, forests), an environmental NOC or clearance may be needed.
- Approval from the local Gram Panchayat, Village Council, or Urban Local Body for site setup.
- A certificate ensuring fire safety compliance, especially for glamping sites with electric fittings.
- If offering food services to guests, mandatory Food Safety and Standards Authority of India (FSSAI) registration.
- Required for running a hospitality business in India.
- Registration under the Shops and Establishments Act, Provident Fund (PF), and Employee State Insurance (ESI) if employee strength crosses thresholds.
- Adherence to solid and water waste disposal norms, especially for eco-camping projects.

17. TRAINING CENTRES AND COURSES

To ensure quality service and professional management at camping and glamping sites, the promoters and staff can consider specialized training through the following institutes:

- **Institute of Hotel Management (IHM), Pusa (New Delhi):** Offers diploma and certificate courses in hospitality, food production, and housekeeping.
- **Indian Institute of Tourism and Travel Management (IITTM):** Provides training in tourism operations, eco-tourism, and sustainable travel management.
- **Eco-Tourism and Adventure Tourism Training Institutes (Various States):** Short-term courses in eco-camp management, adventure tour operations, and first aid.
- **Food Safety Training and Certification (FOSTAC) under FSSAI:** Essential for food handlers to maintain hygiene standards at the campsite kitchens.
- **Basic First Aid and Emergency Response Training (Red Cross Society):** Mandatory training for all camping staff to handle minor injuries and emergencies.

Recommended Courses:

1. Certificate in Eco-Tourism Management
2. Housekeeping and Front Office Management Training
3. Basic Solar Energy System Management (for eco-camps)
4. Food Safety and Hygiene Certification
5. Adventure Tour Guide Training

The Swayam portal (link: <https://swayam.gov.in/>) can also be accessed for enhanced learning on business commerce, accounting, production, marketing, and areas of entrepreneurship.

Entrepreneurship programs that help run businesses successfully are also available from institutes like the Entrepreneurship Development Institute of India (EDII) and its affiliates all over India.

Disclaimer

Only a few machine manufacturers are mentioned in the profile, although many machine manufacturers are available in the market. The addresses given for machinery manufacturers have been taken from reliable sources, to the best of knowledge and contacts. However, no responsibility is admitted, in case any inadvertent error or incorrectness is noticed therein. Further the same have been given by way of information only and do not Bikery any recommendation.