



## Case Study: Elmley National Nature Reserve

### **New business venture – glamping and plans for expansion**

**Business:** Visitor accommodation at Elmley National Nature Reserve, Sheppey – glamping, B&B, boutique hotel

**Owners:** Georgina and Gareth Fulton

**Advice sought:** potential market for self-catering glamping accommodation, B&B and boutique hotel for marsh visitors. Recommendations of ways to restore a 17th century farmhouse to create B&B and scope to include a boutique hotel in the future.

Georgina said: "We knew what we would like to find at Emley if we were among our high number of visitors who so enjoy the peace, the wilderness and the abundant wildlife. Visit Kent talked us through demand for overnight accommodation in the area and our plans to start with glamping-style experiences in unusual accommodation – such as shepherds' huts and Scandinavian eco-friendly pods. The team was also able to advice on ways of restoring the dilapidated farmhouse into quality B&B accommodation and, potentially, a boutique hotel.

Ruth Wood, of Visit Kent Tourism Business Advisory Service, said: "This is an ambitious proposal with exciting potential as we are seeing growing numbers of visitors wishing to experience our incredible coast and countryside close up – glamping in high spec, quirky but comfortable accommodation."

For tourism business advice from the Visit Kent team, please visit [www.visitkentbusiness.co.uk](http://www.visitkentbusiness.co.uk) or call 01227 812900.

**KENT GARDEN** *of* **ENGLAND** 

