

# CANOPY & STARS

Hugo and Jessica Lee  
Sandystones  
Ancrum  
Jedburgh  
TD8 6UP

Dear Jessica & Hugo,

## **RE: Sandystones Treehouse**

It's really exciting for me to see how your plans are evolving with your treehouse. We're thrilled to be part of this project and are looking forward to working with your site in promoting sustainable low-impact holidays.

The luxury glamping market is growing at a huge pace and shows no signs of slowing with 2.4 million google searches relating to Glamping in 2018. At Canopy & Stars we are seeing continued growth in bookings year on year. Our database has now grown to over 150,000 people and we have a combined social media following of over 185,000.

We definitely need more beautiful places in the Scottish Borders. Scotland is a highly searched location with over 140,000 unique searches on our website in the past 12 months. Its proximity to Edinburgh and other urban centres, makes it a very popular area, as well as an abundance of lovely towns, villages and natural habitats and things for visitors to do.

Currently we only have no treehouses in our collection in the Scottish Borders, so we are actively seeking more places to join the collection, but we remain selective working with owners to ensure it is the right type of place, both for guests and for the environment.

Treehouses along with cabins continue to be our most popular space types, and so your plans for treehouse would have extremely strong demand. Bespoke designed treehouses and cabins are the highest performing space type with Canopy & Stars guests. Seven of the top 10 performing spaces in 2018 were treehouses and the rest were cabins. 'Treehouse' remains the top searched term (outside of locations) on the Canopy & Stars website, accounting for over 20,000 searches in 2018. Creating a space which is open year round will also be very beneficial and attract winter as well as summer tourism. We've noticed significant winter growth with November and December bookings up 30% on 2017, which proves the demand for year round spaces.



Canopy & Stars is part of Alastair Sawday's who have been representing special places to stay for over 25 years. We champion beautiful places to stay, sustainable living and the value of time in nature. Our guests are seeking seclusion and quiet, the opportunity to switch-off. By its very nature this type of development is low-impact, both to the environment and local communities.

The rich natural environment is a particularly attractive setting to our guests. It's important to us that the spaces we market don't feel generic but are instead more bespoke and feel integrated into the natural environment having minimal impact and celebrating sustainability. Guests are increasingly seeking alternative holiday options within the UK and sites centred around the 'experience' tend to be very successful with guests.

We're very excited about the prospect of marketing your treehouse at Sandystones. It fits perfectly with what we're trying to achieve. We very much want Canopy & Stars and the places we represent to be models for sustainable tourism. We're very confident that with our marketing and the vision, design and experience plans, , we can make this very successful for all. We are very selective in sites we're adding to the collection and have an acceptance rate of less than 20% of those that apply, but have every confidence that your treehouse will prove to be a very popular destination for Canopy & Stars guests.

Yours sincerely

Tessa Holmes  
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Sawday's Canopy & Stars  
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