

Should the world face future challenges say, another pandemic or global uncertainty the value of this land would skyrocket, as it offers freedom, safety, and abundance.

Market Insights

Glamping in the U.S.

Revenues grew from USD 561 million (2023) to an estimated USD 1.3 billion by 2029

CAGR 15.1 % (Arizton Advisory & Intelligence)

Ecotourism in the U.S.

Expanding from USD 31.9 billion (2023) to USD 83.8 billion by 2030

CAGR 14.8 % (Grand View Research)

US Camping & Caravanning Market (Overall)

The US camping & caravanning market size is estimated at USD 27.87 billion in 2025, with a projected value of USD 39.66 billion by 2030, representing a CAGR of ~7.31% from 2025-2030. Mordor Intelligence

A report estimates the US camping & caravanning market at USD 20.38 billion in 2024, and forecasts growth at ~12.14% CAGR from 2025 to 2035 reaching USD 71.88 billion by 2035. Spherical Insights

Primitive / Off-Grid / Dispersed Camping Trends

The “back-country and wilderness areas” (which can be seen as akin to primitive/dispersed camping) segment is forecast to grow at a ~9.63% CAGR through 2030. Mordor Intelligence

Off-grid (“boondocking”) camping in the U.S. accounted for about 16% of all camping nights in 2022, more than double the share in 2021. RVs Of America

Early data suggest that in 2023 nearly 44% of camping nights in North America occurred outside formal campgrounds (i.e., dispersed/off-grid locations). RVs Of America

Eco-Village / Nature & Sustainable Tourism Market

The U.S. ecotourism market is projected to be about USD 56 billion in 2025, and is forecast to reach USD 82 billion by 2035, with a CAGR of around 4% over 2025-2035. Future Market Insights

Globally, the ecotourism market was valued at about USD 260.76 billion in 2024, and is expected to grow to about USD 814.40 billion by 2032, at a CAGR of ~15.6%. Fortune Business Insights+2Precedence Research+2

For rural tourism (which overlaps with eco-village appeal), the global market was USD 108.34 billion in 2024 and is projected to hit USD 189.35 billion by 2033. Market Data Forecast

Takeaway for Owl Creek:

You are well positioned in a growing segment of tourism that values nature, sustainability, immersion, and unique experiences rather than standard hotels or resorts. The data supports that consumers are increasingly seeking eco-village style retreats and sustainable stays.

Overland / Vehicle-Based Travel & Adventure Market

In North America there are estimated to be 12-14 million overland enthusiasts (people who actively identify with or participate in the overland lifestyle). SEMA+1

The overlanding vehicle & gear market is measured in the billions: for example, the U.S. “rooftop tent” market alone was about USD 155.82 million in 2022, with expected growth at ~7.9% CAGR to 2030. Celliant

The vehicle market tied to overlanding/travel gear: “the overlanding vehicle market size is estimated at USD 14.9 billion in 2022, growing to USD 16.1 billion in 2023 (CAGR ~8%)”. Outdoor Industry Association

Search interest in “overlanding” in the U.S. grew massively (Google Trends data show 2000%+ growth since 2016). offroadium.com

Takeaway for Owl Creek:

While exact consumer spend on overland stays is less well defined than equipment/vehicles, the size of the community and interest is significant—and rising. Offering a property that caters to vehicle-based nature travelers, off-grid stays, or “overlanding friendly” lodging adds appeal to this growing market segment.

✅ What this means for your project (Owl Creek Farm Resort)

You are positioned well within the growing segment of nature-based, less-infrastructure camping (primitive/off-grid) which is gaining share versus traditional campgrounds.

The strong growth rates (\approx 9-12% CAGR) suggest increasing demand for what you are offering: freedom, nature, minimal infrastructure, authenticity.

For your business model (glamping + off-grid lodging + nature retreat) these numbers support the idea of differentiating from “standard campground” offerings and appealing to a premium niche.

Organic Farming in the U.S.

Sales exceeded USD 71.6 billion in 2024 and are projected to reach USD 159 billion by 2033


CAGR \approx 10.35 % (Business Wire)


Global organic food & beverage market expected to grow from USD 231.5 billion (2023) to USD 564.2 billion by 2030, CAGR 13.9 % (Grand View Research)

With love and gratitude,

Alessandra & Gianfranco

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