

*YALA luxury canvas lodges provides an Adventure of a Lifetime; now and in the future*



**Ivo van der Vlis, CEO and Owner of YALA luxury canvas lodges, elaborates on what makes YALA special:**

**IVO VAN DER VLIS  
CEO AND OWNER**

**YALA LUXURY CANVAS LODGES**

Luxury camping is in high demand. It allows families, couples and individuals to relax in a special place, specifically created to provide an unforgettable experience. Our aim is to offer canvas lodges that meet the needs of this growing group of customers. We developed five new canvas lodges over the last fourteen months, specifically aimed at allowing clients to choose the lodges that fit their needs the best.

YALA stands for reliability, pioneering and fun. Our strategy of continuous development, reliable quality, and superb service, combined with our passion for glamping, determine our focus in everything we do. As true pioneers, we continue to look for new developments and upcoming trends to surprise our clients and their guests with the latest in glamping.

### **Globalization**

What started twelve years ago with one lodge, grew out to a range of twelve different types of canvas lodges, offering a wide variety of options and four interior styles. We changed our name from LuxeTenten to YALA luxury canvas lodges in July 2020, as part of our proactive strategy to grow our global presence and name recognition. With success: headquartered in the Netherlands, we

opened offices in Dubai, Rome, Singapore and in the North American epicentre of glamping, Tennessee, USA. We operate in 52 countries with 42 partners, and we installed over 6,700 lodges in 1,306 destinations.

### **The unique YALA approach**

YALA likes to partner with their clients to achieve the best results. In addition to providing uniquely designed canvas lodges, YALA provides four distinctive interior styles and actively supports the latest development of new concepts: turning an empty plot of land into a top-notch camping resort. We are dedicated to deliver quality and added value to our clients, allowing them to achieve a quick return on investment. We have what it takes to provide our clients and their guests with the ultimate luxury camping experience.

### **Product range & customisation**

YALA covers the full width of the luxury camping market with its clearly segmented range; from classic to exclusive lodges. Each segment defines a new level of luxury. Yet each client is unique with their own specific set of circumstances. This is where our modular lodges come into play, allowing clients to tailor the floorplan and the look & feel of the lodge to their specific demands. We complete the lodges

with a choice of four distinctive interior styles.

### **Quality**

An extraordinary design, incredible build quality and a long lifespan are guaranteed with every YALA canvas lodge. Our designs are developed and perfected by our highly specialised in-house design team. To ensure the highest quality possible, we also offer fire-retardant and fully mould-resistant PVC and canvas. All tents and materials are extensively tested to ensure that we are able to keep our promise of delivering the highest quality canvas lodges.

### **What's to come**

As true pioneers, we will continue to work on new developments, and to anticipate on upcoming trends to wow our clients and their guests with the latest in glamping. Of course, we can't divulge all our secrets. However, I can share with you that a new design concept suitable for unexpected destinations will be introduced in the near future, offering the perfect solution for off-grid circumstances.

For more information, visit our website or contact us directly.

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