



Camping in style



The Pop-Up Hotel is no ordinary hotel. **Laura Cartledge** discovers how it is beating a new path while not leaving a trace.

If camping makes you think of damp socks, cold baked beans and battling with tent poles during gale force winds think again, The Pop-Up Hotel is injecting some glamour.

"I'm not really a camper. I am not going to strap a backpack on," confesses creator Mark Sorrill. "For me this is about all the highlights of camping with none of the low-lights."

Fuelled by Mark's passion for the environment, luxury and good old fashioned fun the hotel launched at Glastonbury

Festival in June 2011 and has gone from strength to strength ever since, with plans this year including Osborne House, Cowes Week, and Goodwood Revival.

So what exactly is The Pop-Up Hotel?

"I compare it to a de-constructed trifle," he smiles. "All the elements of a hotel are there – the bar; the sitting area, rooms, the restaurant, even shower cubicles, toilets and make up areas – but they are each created in individual canvas tents which are made in the UK."

Creator Mark Sorrill



“Holidays are about memories and great experiences”



Without brick walls and concrete floors the hotel has a flexibility to it as well as blurring the line between inside and out.

“I wanted to create a hotel that would connect with the environment where it was positioned,” Mark explains. “We really want to be the complete opposite to the chain hotels where you could be in any city once you close the doors. It’s the same carpet, the same marble, no matter where you are in the world,” he adds. “There is a market for that, of course, but it is not what we do at all.”

As a result the setting and occasion plays an integral part in the hotel and the team work to reflect it as much as possible.

“The style and feel changes depending on the location. At Goodwood the staff are in period outfits and at Glastonbury it is more chilled but still glamorous,” he explains. “You still have got to give good service and food but you are in the middle of a field which makes it all the more exciting.

“For food we like to use local produce and tailor it to the occasion. At Osborne it will be high tea and at Goodwood we’ll have butlers who take picnic hampers out to the guests.”

Future plans could also see the hotel pop up in the Maldives and the south of France, and while each is different they all share Mark’s vision.

“Holidays are about memories and great experiences, something you’ll remember,” he says. “It is about simple pleasures, like kids being kids, and if they are happy parents are happy too.

“In fact we’ve taken to giving out marshmallows after meals to toast on the fire pits outside and we have found the adults are often more excited than the children.”



There is no doubt The Pop-Up Hotel is something which makes you smile just talking about it.

“It’s aspirational but exciting,” Mark says simply. “We were at River Cottage last year, somewhere people wouldn’t normally be able to stay, and being at Osborne in August will give guests exclusive access to the parkland.”

As well as redefining what it is to be a hotel Mark and his team are also taking the lead on environment issues too.

“We only have one planet, which our children inherit, so why carve it up with concrete?” he asks. “The hotel does not stay anywhere for more than 28 days, then we are gone, the grass will recover and there will be no trace we were there.”

Upcoming dates and venues include:
 Glastonbury Festival, Somerset: June 26 to 30
 Osborne: 28 days in August
 The Big Festival, Oxfordshire: August 31 to September 1
 Goodwood Revival, Sussex: September 13 to 15

To find out more about The Pop Up Hotel visit www.thepopuphotel.com or call 0845 625 0767.