



PRESS RELEASE

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UNDER CANVAS CONTINUES BRAND EXPANSION WITH TWO ADDITIONAL CAMP OPENINGS IN 2021 - ITS FIRST WATERFRONT LOCATION, ACADIA, IN MAINE, AND LAKE POWELL - GRAND STAIRCASE IN UTAH

Now Accepting Reservations for Upscale, Outdoor Adventures in Acadia and Utah's Canyon Rim Plateau for 2021 Season

BOZEMAN, Mont. (August 18, 2020) – Today, [Under Canvas](#) officially announced its latest brand expansion with the addition of two new camps: [Under Canvas Acadia](#) in Maine and [Under Canvas Lake Powell - Grand Staircase](#) in Utah. The announcement reinforces the period of growth for America's preeminent glamping company, in a time where domestic road-trip travel and outdoor exploration is at an all-time high. The newest Utah location for the company will open April 2021, while the brand's first ever Northeast location in Surry, Maine just outside Acadia National Park, will open May 2021. The debut of the new Acadia camp marks the brand's entry into waterfront glamping experiences, while Under Canvas Lake Powell - Grand Staircase offers water views from its stunning vantage point atop Utah's Canyon Rim Plateau. Reservations for both camps are now available at www.undercanvas.com.

Dedicated to inspiring connections with extraordinary places, people, and the planet by enhancing access to the outdoors, Under Canvas currently has seven open camps located by the most visited and iconic national parks and monuments in the U.S. including Yellowstone and Glacier in Mont.; Moab and Zion, Utah; Mount Rushmore in S.D.; Great Smoky Mountains, Tenn.; and Grand Canyon, Ariz. A cornerstone of the Under Canvas experience is the brand's "Intentional Inconveniences". These include wi-fi free camps to foster connection with family and friends; pull-chain showers and low-flow toilets to minimize water use; quiet hours after 10 p.m. to showcase the sights and sounds of nature, and elimination of single-use plastics in their retail offering and dining utensils. While delivering a luxurious experience, Under Canvas is also committed to conscious efforts that leave a minimal footprint. Each location includes daily housekeeping, running hot water, flushing toilets, amongst other amenities, while using significantly less water than a similar-sized hotel thanks to low-flow toilets, faucets that automatically shut off, and showers that activate only when guests pull a chain.

The brand has a minimal disturbance approach to development and believes nature is the best architect, striving to leave the land as untouched as possible at each location. On-site initiatives include composting and recycling wherever possible, as well as elimination of single use plastics.



“At Under Canvas, we believe being outdoors deepens our connections -- to one another and with nature. With our two newest camps we’re honored to now provide that opportunity to travelers throughout the Northeast with our first waterfront location near Acadia and in the Southwest, our new location will close the loop in our Grand Circle of camps, offering the ultimate way to experience this region with camps at the Grand Canyon, Zion, Moab and in 2021, Lake Powell-Grand Staircase,” said CEO of Under Canvas, Matt Gaghen. “With our coast-to-coast expansion our hope is to inspire others to reimagine outdoor travel and find that special place that allows them to disconnect while also spending time outside together with their loved ones.”

As the tourism industry continues to report an increased demand for outdoor and remote travel experiences, both new camps are well positioned to provide unparalleled access to nearby national parks and monuments. This access, matched with safari-style accommodations which embrace their natural surroundings yet feature indoor luxuries, is a core pillar of all Under Canvas camps which allows for travelers to discover their outdoor self in comfort and style, while also being good stewards to the planet. Whether perched on Utah’s Canyon Rim Plateau or immersed in the lush flora and fauna near Acadia National Park, both camps boast distinctive locations with upscale accommodations and amenities inspired by the destinations. Each camp will feature locally infused new food and beverage concepts along with VIP/private fire-pits with all the fixings for nightly s’mores, an on-site adventures concierge to facilitate booking of local experiences and excursions including water sports/activities, outdoor games and more. Additional details on the two new camp locations include:

- **Under Canvas Acadia:** Opening May 2021, Under Canvas Acadia offers 63 safari-style canvas accommodation tents on elevated decks with private ensuite bathrooms within, set on 100 acres with more than 1,200 feet of untouched Maine coastline and a short 35-minute drive to the acclaimed Cadillac Mountain Trail and more broadly, Acadia National Park. Under Canvas’s first Northeast location immerses guests in the beauty and lush New England environment of emerald green spruce and fir tree forests, sweeping lawns that reach to Union River Bay, and breathtaking views of Acadia’s famed mountainous landscape including Cadillac Mountain. A touch of luxury in the wild, the camp will boast West Elm furnishings with an emphasis on use of natural wood and other materials native to coastal environments, with NorthEast accents and coastal hues. A waterfront lobby tent will open out to an expansive communal dining and gathering space for elevated culinary experiences and unrivaled private events. Keeping with the company’s commitment to sustainability, protection, and preservation of the outdoors, 75% of the 100-acre site remains undisturbed, with a thoughtful approach to minimal footprint development on the remaining land. Available for group buyouts, this new camp will make for a breathtaking location and unique experience for corporate and private events alike, with a waterfront yoga and events space and turnkey facilities for the most memorable and impressive of occasions. The season for this camp is May 13 - October 31.
- **Under Canvas Lake Powell - Grand Staircase:** Opening April 2021, offers 50 safari-style canvas accommodation tents on elevated decks with private ensuite bathrooms within, perched on the edge of Canyon Rim Plateau with views from the lake to its namesake, Grand Staircase - Escalante National Monument. Equipped with West Elm furnishings the aesthetic is natural with an assortment of weathered raw wood, top-grain leather and sleek metal accents that accentuate the rugged and raw desert landscape. The camp will center around a lobby lounge



tent where guests can enjoy board games, a book, Western inspired cuisine, retail offerings and generally soak up the community vibe before or after a day of outdoor adventure. The camp sits on 220 acres of beautiful land colored with hues of orange, red, and yellow for as far as the eye can see and is conveniently located near top attractions such as Antelope Canyon and Lone Rock Beach at Lake Powell; Wahweap boat marina, Horseshoe Bend; and Grosvenor Arch among others. With the opening of its third Utah camp, Under Canvas now provides travelers the ability to embark on a one-of-a-kind road trip between all four sister camps - Grand Canyon, Moab, Zion and Lake Powell - Grand Staircase. The season for this camp is April 1 - October 31.

Naturally designed for spatial distancing, each Under Canvas location is made up of safari-inspired canvas lodging tents which are furnished with plush king size beds, luxe linens, USB charging packs, bedside lanterns and a wood burning stove. Unique lodging tent accommodations feature The Stargazer, complete with its own viewing window above the king bed to stargaze at night, ensuite bathroom (shower, sink and toilet), wood stove and private deck with superior views. Ideal for families or groups, the Suite Tent features a bedroom wing outfitted with a king bed, lounge area with a queen size sofa-bed, ensuite bathroom, wood stove and private deck. Guests may choose to add an adjacent private Hive to any of the lodging tents to provide sleeping accommodations for two children. Each Under Canvas camp offers dining options for guests all of which have been adjusted for the 2020 season in accordance with the brands COVID-19 safety guidelines. A full list of expanded safety and cleanliness protocols can be found [here](#).

Since opening the first camp eight years ago in Yellowstone, Under Canvas has grown to include nine upscale glamping locations across the U.S. near both National State Parks and Monuments, with an additional three camps in various stages of planning and development across the country, and more in the pipeline. The openings of Acadia and Lake Powell - Grand Staircase come as enhancements to existing camps were just recently completed this Spring. Under Canvas Moab debuted a \$1 million transformation for the 2020 season, and Under Canvas Grand Canyon expanded guest accommodations to now include deluxe tent options, increasing the offering to 90 spatially distanced tents.

For additional assets, please find images and video content of Acadia [here](#) and images and video content of Lake Powell - Grand Staircase [here](#). For more information on Under Canvas, please visit www.undercanvas.com

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ABOUT UNDER CANVAS

Under Canvas is the ultimate outdoor destination hospitality experience, connecting people to each other, to extraordinary places, and to the planet. Its upscale, safari-style accommodations perfectly embrace their natural surroundings while featuring indoor luxuries, allowing everyone to discover their outdoor self in comfort and style. Under Canvas currently operates locations in Yellowstone and Glacier in Mont.; Moab and Zion in Utah; Mount Rushmore in S.D.; Great Smoky Mountains in Tenn.; and Grand Canyon in Ariz, with camps opening in 2021 in Acadia and Lake Powell-Grand Staircase. For more information, please visit www.undercanvas.com.