

2017 Tent Owner Satisfaction Awards

Best premium tents

Winning Brand: Karsten

Highly Commended: Outwell

Highly Commended: Vango

Our definition: At prices from £1,000, this is a sector that defines itself. Buyers are more likely to be experienced tent campers who know what they want – and are prepared to pay for it!

As well as its premium rating, Karsten tents have been using inflatable-tube technology since 1981 for the main living areas (extras such as canopies revert to traditional poles). The current portfolio includes both inflatable-tube and poled designs.

Brand	Satisfaction rating
Karsten	99.2%
Outwell	88.4%
Vango	78.9%

The Dutch brand enjoys exclusive UK distribution with the Camping Travel Store. Typical prices start from just over £800 and can go well beyond £2,000 for the six-model inflatable range.

In our initial Tent Survey, it was the 350 that was the highest-performing single model, with an overall satisfaction score of 94.6% as well as topping the class for tents costing more than £300. The class-winning score recorded this time around of 99.2% across the range is obviously even more impressive.

All credit, too, to Outwell (with an 88.4% rating) and Vango (78.9%) both of whom – despite their more mainstream positioning overall, have obviously developed sufficient brand loyalty that folk will happily pay over £1,000 for their top-end models.

We asked tent owners to tell us, on a scale of one to ten, how satisfied overall they are with how their tent has performed in a number of key areas, where one is “not at all satisfied” and 10 is “extremely satisfied”. We expressed the final rating (satisfaction score) as a percentage which you can see here in the table.

Notes:

This is the first time we have had a class for tents costing over £1,000.

Typical quotes:

“Amazing quality, strength of air beams, unique, adaptable design depending on length of camping trip or set-up required, long life, great ventilation, great customer service and support.” (Karsten)

“Longevity. Flexibility. Ability to expand at a later date.” (Karsten)

“Love Outwell tents. So much room and well designed, have only ever bought Outwell tents.”
(Outwell)

“It’s a brand I know and trust. The size was good for me and my two dogs in crates and still enough room for a friend to come along too.” (Vango)