

TOURISM PRODUCT DEVELOPMENT

Activity descriptions



ADVENTURE IN THE NATURE

Description & Technical Elements

Unique accommodation can be defined as accommodation that goes beyond the normal framework of traditional housing. It is usually located in a very natural environment, without any hindrances. This type of accommodation can take many forms, including nomadic habitats, cabins, camping in nature, underground accommodation, religious buildings, historical buildings, floating accommodation, bubbles, igloos and more.

Business Model

The mode of operation is similar to a bed and breakfast or camping facility, with accommodation rented by the night. Meal offerings are up to the owners, with some offering meals and others not.



Key Success Factors

These types of accommodation emphasise simplicity, close contact with nature and the uniqueness of the experience. Comfort is very important and in all instances, the owner is committed to sustainable tourism.

Potential Risks

There is a risk of overdoing it; the housing must be adapted to the surroundings and history of the area. As an example, we see yurts being implemented everywhere around Europe, which makes no sense from an historical or cultural point of view.



TARGETS

The infographic displays six target groups: COUPLES (two adults with a heart), GROUPS (three adults), FAMILY (two adults and two children), YOUNG INDIVIDUALS (one adult), PRIVATE (green square), and PUBLIC (white square).

Where to Implement?

This kind of accommodation offering can be developed in many places, as long as the landscape is suitable. However, we have found specific locations with the potential for the development of unique accommodation.



Sustainability

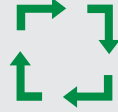
Economics

Overnight stays allow the development of direct and indirect benefits.



Environment

Privileged contact with Nature.



Social

Job creation.



Useful Links

- <https://domainedeladombes.com/lodge/la-cabane-libellule>
- www.iglu-dorif.com/en/
- <https://www.grotte-cocaliere.com/en/accommodation.html>
- <http://www.treehotel.se/en/>
- <http://www.kazinsolite.re/en>
- <https://europe.huttopia.com/en/>
- <http://www.postfranchinn.com/accommodations/tree/>



Description & Technical Elements

This experience allows visitors to walk in trees and safely have fun in suspended fishnets - without harnesses - on footbridges, giant trampolines and labyrinths. The installation consists of modules, footbridges, slides and tunnels. Each module varies from 50m² to 400m². For a 1500m² park (150 visitors at once), at least 40 trees are needed, each with a minimum diameter of 30cm and between 3m and 16m apart. The height varies according to the diameter of the trees.

Business Model

Average investment: €225 000 to €300 000 (1250m²/1650m²). ROI: One to three years, depending on the number of visitors. In addition to the initial investment, add pruning, phytosanitary analysis, and control office (yearly cost). Average attendance: 40,000 per year.

Key Success Factors

- Quality of the engineering (choice of trees, beauty of the installation, diversity of the trail).
- Ability to develop activities for off-season periods, such as nature/bird watching, picnic in the trees, games, stargazing, movie screenings, and so on.

Potential Risks

- Security matters → security visits on a regular basis.
- Facilities must be closed in case of thunderstorms or winds greater than 70km/h.



Sustainability

Economics

Job creation will depend on the project (attractiveness of the chosen site and quality of infrastructure).



Environment

Special attention will have to be given to respecting the trees and wildlife (habitats, noise, waste), especially at certain periods. Environmental education could be provided.



Social

Enables more people to access natural resources without technical equipment. Impact on local economy.



Useful Links

- <http://www.parcabout-groix.fr/index-en.php>
- <https://vimeo.com/184346812/3df9aabd23>
- <http://www.gaialoisirs.fr/>
- <http://parcabout.jp/>



TARGETS



COUPLES



GROUPS



PRIVATE



PUBLIC



FAMILY



YOUNG INDIVIDUALS



Tree Top Activities/ Parcabouts

Nets surface (m2)	Name	Opening Year	Extending	Place	Av. attendance/year
7000	Mangofil	2009		Martinique	10000
605	Montauroux	2014		France (south)	12000
1660	Acrofun	2016		France (center)	13000
1500	Nacturnia	2009	2016	France (east)	40000
3300	Olhain	2015	2016	France (north)	45000
1600	Donjon des cimes	2010	2016	France (west)	15000
1172	Tree Top Trek	2014		UK (Lake District)	30000
1000	Zip World	2014	2016	UK (Wales)	31000

Where to Implement?

This product should be accessible to all members of the public. It is an activity of contemplation, for which the “quality” of the trees is important. This also represents a good way to “discover nature,” which is why we suggest the Germia Park for implementation.



Tree Top Activities/ Canopy Tours

Description & Technical Elements

This offering consists of suspended bridges and pathways around on the top of trees. It is different from nets or adventure parks because it first focuses on nature appreciation, rather than fun. The equipment is designed to underline the natural beauty; it gives an extraordinary view of the environment and is a unique way to discover the forest. The necessary equipment is limited to a helmet.

Business Model

Entrance fee: €15/€25 for children and €25/€45 for adults in western countries / USA (1- to 2-hour activity). Other related activities may be developed (food service, souvenir photos, gift shop of natural items, art, photographs etc.).

Key Success Factors

Respect for nature: no damage to trees, no littering, no screaming and respecting the safety instructions. Making people stay on the site with side activities.

Potential Risks

Is there an environment appropriate for this kind of activity? Is the forest dense enough and accessible?

TARGETS



COUPLES



GROUPS



PRIVATE PUBLIC



FAMILY



YOUNG INDIVIDUALS



Sustainability

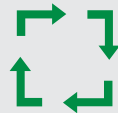
Economics

Job creation potential.



Environment

Promotes easy environmental education.



Social

Large audience made up of all members of the public.



Where to Implement?

Like the parcabouts, this product is primarily intended for the discovery of nature and contemplative walking. It is therefore particularly suitable for implementation in Germia Park.



Useful Links

- <https://www.archdaily.com/551427/a-path-in-the-forest-transsolar-and-tetsuo-kondo-architects>
- <https://www.vancouverattractions.com/capilano-suspension-bridge-park>
- <https://costa-rica-guide.com/activities/suspension-bridge-canopy-tours/>
- <https://whistler.zipirek.com/tours/treetrek/>
- <http://atlantabg.org/about-us/news-blogs/canopy-walk>
- <http://donorthmag.com/features/canopy-tours-in-tupper-lake/>



Description & Technical Elements

On a course generally around 900m, with a vertical drop of 50m, visitors can float in the air for about two minutes for an intense experience in harmony with nature. This latest generation of ziplines provide sensations worthy of the Grand 8 or Rollercoasters. Speed is no longer the only criteria. From now on, adventurers will have to defy the laws of gravity, flirt with the "G", stalom between trees, and plunge into space by wrapping around trees. Size and weight limits are dependent on the product.

Business Model

Ticket price: XX Duration of the activity: Between 0h30m and 1h30m (including equipment, access, return) +/- 30 people/h/cable for a giant zipline (1000m). High profitability potential.

Key Success Factors

The length of the ride is a competitive advantage compared to a zipline. The location is a key factor, because of trees and proximity to nature.

Potential Risks

It is usually used as a lead attraction to promote other activities and not a standalone product.



TARGETS



COUPLES



GROUPS

PRIVATE
 PUBLIC



FAMILY



YOUNG INDIVIDUALS



Sustainability

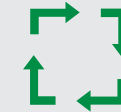
Economics

Fast ROI.



Environment

No heavy structures or visual media that would distort the site. Integrates perfectly with the forest.



Social

Job creation for non-qualified staff.



PLACE	DISTANCE	VISITING TIME	INVESTMENT	TARIF	VISITORS
Bol d'Air (France)	900m for 1mn50		€500 000	€500 000	
Forever Florida (USA)	350m		€250 000	\$69 Package	
Treefops (Australia)	330m 1000M		€900 000	\$39 \$79	

Useful Links

- <http://www.ecoline.com.au/products/rollercoaster-zip-line> (Leader)
- <http://www.skywab.com/en/products/thrill-adventures/the-rollercoaster-zipline>
- <https://www.ziplinesolutionsus.com/systems/avatarone/>

Where to Implement?

Can be developed almost anywhere. Suitable for tree-based adventures, as well as on poles in a natural environment or indoors.



Description & Technical Elements

The essence of a modern via ferrata is a steel cable which runs along the route and is periodically fixed to rock. Climbers can secure themselves to the cable, preventing a fall. Thus the via ferrata allows otherwise dangerous routes to be undertaken without the risk associated with unprotected scrambling or climbing. There is also no need for specialised climbing equipment. This also offers inexperienced people the opportunity to enjoy dramatic climbs and access to difficult peaks.



Business Model

There are several possible sources of income around a via ferrata. Ticketing at the entrance with the supply of equipment or a guided tour, depending on the level of difficulty. The price depends on the length and the number of routes.



Key Success Factors

Visible, easy to access, flat starting point. Offer should consist of routes of varying levels of difficulty. The landscape and point of view are attractive.



Potential Risks

This attracts all sorts of excursionists, many of whom start in the late morning and are often not equipped with adequate equipment and have limited experience.



TARGETS



COUPLES



GROUPS

PRIVATE
 PUBLIC



FAMILY



YOUNG INDIVIDUALS

Sustainability

Economics

Via ferrata does not stimulate secondary revenues.



Environment

The very principle of via ferrata is to blend into the landscape and especially not to distort or disturb it.



Social

Some job creation, depending on the need for guides.



PLACE	DISTANCE	VISITING TIME	INVESTMENT	TARIF	VISITORS
Via Ferrata Ari (Kosovo)				€15/€20	
Via Ferrata Burim (Kosovo)					
Mat Via Ferrata (Kosovo)				€15/€20	

Useful Links

- <https://www.roc-aventure.com/references-de-lentreprise.html>
- <http://www.tech-fun.com/en/products/up-high/via-ferratas>
- <http://prisme-sa.com/>

Where to Implement?

Kosovo already has several via ferratas. If the product is no longer innovative, we have identified two possible sites for the development of new routes. As a priority, we recommend the establishment of a Via ferrata in Prizren, behind the fortress.

This site has many advantages: accessibility, restaurants and bars nearby, car parks, but also the advantage of being very visible by pedestrians and cars. A secondary option would be a little further down the road.



Description & Technical Elements

It is a hot air balloon flight anchored to the ground. The flight takes place 50m above the ground, allowing a 360° panorama discovery. There are normally four passengers on board at a time, along with an operator. The flight is generally confirmed the day before, according to the weather conditions. The ground space must be at least 80m x 80m. It must be closed (limited access to passengers), clear and without any slope. There is no specific technical equipment for passengers.

Business Model

About 20 passengers per hour.
Initial investment: €40,000.
A team of four people is needed for the settlement of the equipment. Short set-up (2 hours). Expected Return of investment after 40 days of activity (4 hours a day with a filling rate of 60%). Sponsorship is also a possibility (through advertisement). In Orlando, photos represent 20% of the global turnover.

Key Success Factors

Offer flights at different times of the day to enjoy the sunrise and sunset, as well as favourable conditions. The quality of the vision from above must be with minimal visual pollution (no industrial zone or huge parking lots within view).

Potential Risks

The site must be adapted to any flying constraints as the activity is weather dependent. The wind speed must be less than 16km/h, and it is impossible to fly if it rains. It is necessary to find people trained in the flight; a license is mandatory for the pilot.



Sustainability

Economics

This activity is an important attraction not only for tourists but also for curious observers. Moreover, specific hours of operation increase the duration of stay on or around the site.



Environment

The environmental impact is limited, largely because of the mobility of the equipment.



Social

Four people are necessary for this activity.



Useful Links

- <http://aerophile.com/en/>
- <https://ultramagic.com/>
- <https://www.balloonbau.de/en/>
- <http://www.air-pegasus.com/en/services/captive-flights/>
- <https://www.youtube.com/watch?v=NEdit09a8Ss>

Where to Implement?

This activity is an innovative way to discover special views from above. We recommend developing this activity in Ulpiana as it is close enough to a major urban area.



Ulpiana



TARGETS



COUPLES



GROUPS

PRIVATE
 PUBLIC



FAMILY



YOUNG INDIVIDUALS



Description & Technical Elements

Electric mobility consists of renting electric bikes or by offering Segway vehicles. E-bikes enable access to a wider range of clients. Segways need a smooth road surface and can be practiced either in groups or with a guide (short introduction to the activity is needed).

Business Model

Staff: Route creator, workers to trace and mark out the new tracks and maintain them, and a couple of people to administrate/facilitate the renting and maintenance of electric bikes. Investment: total cost of the bike park in Tignes Resort - €150 000/€200 000 a year (investment and operation). Investment: electric bikes starting at 1400€ +/-20 bikes.

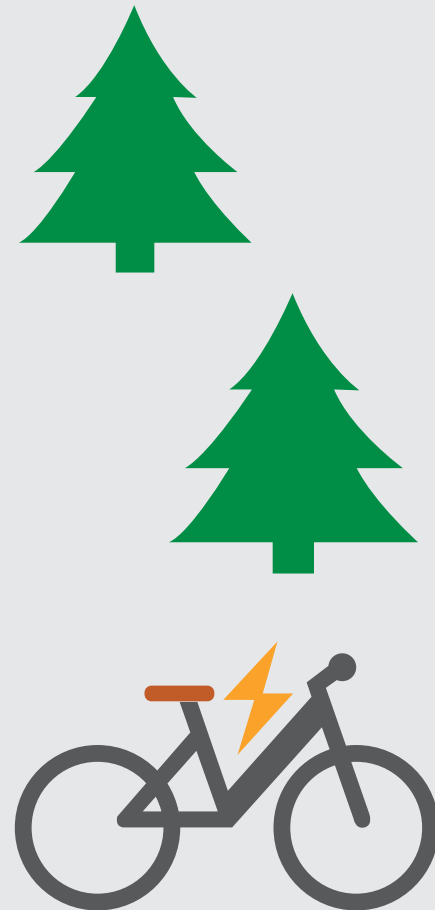


Key Success Factors

Collaboration with communities / land owners to gain access for tracks. Regular maintenance. Technical skills in maintenance of electric vehicles needed.

Potential Risks

The deposit amount may be high for some customers. Maintenance cost of the fleet could rise if security instructions are not complied with fully.



Sustainability

Economics

Electricity can be provided by restaurants or shops, which means that bikers may buy other services/products from them (one hour stay). During the off-season, they could also be used for street marketing actions.



Environment

Limitation of carbon dioxide emissions, if the recharging is based on green electricity (solar-charged?) Low noise compared with regular vehicles.



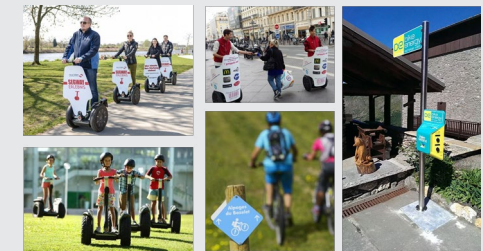
Social

“Slow-tourism” friendly. Gives the ability to reach a wider range of destinations, not only to very specific people.



Useful Links

- <http://www.bikesolutions.fr/en/>
- <https://www.biketours.com/electric-bike-tours/>
- <https://www.reep.org/projects/business-model-solar-charged-e-bikes-vietnam>
- <http://www.segway.fr/>



Where to Implement?

Segways have the advantage of also being an urban product; even though this activity is more pleasant in nature, it can be practiced anywhere.



Description & Technical Elements

During summer, mountain resorts can offer alternative gliding activities such as bob karting, tubing, scooter rides, sledging on wheels, rail or track. Sometimes dedicated tracks are required (for bob karting in particular). It may require dedicated tracks between 200m and 2000m meters long, with a difference in level between 10 and 15%.

Business Model

The idea is to capitalise on existing equipment (ski lifts) to offer activities in the summer with a minimum of new investments. 150 bob karts/scooters per hour, per pass (one or two hours). Investment: Bob kart: €2900/unit.
 - Mountain Scooter: €1300/unit.
 - Tubing track: €500/m (€150 000 for a 300m track).



TARGETS



COUPLES



GROUPS



PRIVATE



PUBLIC



FAMILY



YOUNG INDIVIDUALS

Key Success Factors

Slopes must be suitable for beginners. An open space where parents can wait during the activity, possibly with a catering service. Creation and maintenance of dedicated tracks with turns (obstacles).

Potential Risks

For safety reasons, tubing is not possible in rainy weather or in humid conditions.

Sustainability

Economics

Four-season complementary income for existing equipment.



Environment

Uses existing equipment and requires little landscaping.



Social

Allows all-season mountain destinations to be open to people who cannot ski.



PLACE	DISTANCE	VISITING TIME	INVESTMENT	TARIF	VISITORS
Devalkart Mont du Pila (France)	450m (red) 550m (green) 550m (green)	14h00 to 18h00		€3,5 run	
USled Summer Gemet (Wengen)	+6km long track	Time 30 - 45 minutes 10h00 to 15h45		CHF 29	
Double tubing track in Vilnius (Lithuania)				€6 for 30mn	

Useful Links

<http://www.technofun.fr/>
<http://www.tech-fun.com/en/products/down-the-mountain/bob-kart>
<https://www.alpndesign.com/products>
<http://www.skitrax.eu/phpwcms/index.php?new-double-tubing-track>



Where to Implement?

These products are primarily destined for already established destinations/ski resorts to expand their offering during the summer months. It is necessary that the slopes and surfaces allow for these activities. For this reason, Brod and Arxhena seem ideal.



Description & Technical Elements

Winter sledging is no longer limited to skiing. There are many more unusual activities that can be enjoyed in the mountains. Airboarding is a completely crazy invention that allows adrenalin junkies to hit the slopes at full speed - a new way to slide upside down, close to the snow. The Snow Racer is a snow kart with a steering wheel and handbrake. Snake Gliss is the fun activity, where slopes are descended in sled assemblies.

Key Success Factors

Propose specific tracks and/or schedules for the conduct of these activities.

Potential Risks

Conflict of interest with skiers.

Business Model

The principle is also to capitalise on existing facilities, small ski lifts or beginners' mats and to expand the offer of recreational activities to everyone.

The aim is to extend the length of stay, with small equipment requiring low investment.

- Snake Gliss: €150 for 25 snakes.
- Fatbikes: Starting around €300, with good bikes around €900.
- Airboard: €150 (kids), €250 (adult).



TARGETS



COUPLES



GROUPS



FAMILY



YOUNG INDIVIDUALS



Sustainability

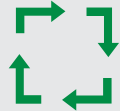
Economics

Developing complementary offers on existing infrastructures, resulting in additional revenues. These activities take place after the ski day.



Environment

The infrastructure already exists and the development of these activities does not require any work. At the end of the winter, this leaves no trace.



Social

Low impact on direct employment, but also makes it possible to discover mountains and winter activities for a clientele of non-skiers.



Useful Links

- <http://en.villardelans.com/luge-ski-park-de-la-colline-des-bains.html#:~:WseN9UxuLPk>
- <http://valcartier.com/en/winter-playground/activities-and-services/slides-and-games/>
- <http://www.appeldair-luchon.com/fr/fatbike>



Where to Implement?

These products are primarily destined for already-established ski resorts to expand their offers. Two identified sites can accommodate these activities: Brod / Arxhena, but also and especially Prevala is an area of interest, since it has the advantage of being directly accessible and visible from Prizren.



Brod and Arxhena



Prevala



Description & Technical Elements

A water ski-lift can be installed on different types of water bodies: lake, sea coast, river, lagoon, dam or artificial lake. As for choosing the perfect location for a water ski, you need to look for an area with a good climate. The hotter, sunnier and rainless the days are, the better. The lake should be at least 80m wide and 140m long. The desired lake should also be at least 1m deep o, preferably, 1.3m.

Business Model

As an estimate, you will need €300,000. This amount will cover the purchase of the ski-lift system, the engineering fees and other costs, such as drilling anchorages and building the departure pontoon. Hourly rate.



TARGETS



COUPLES



GROUPS



PRIVATE



PUBLIC



FAMILY



YOUNG INDIVIDUALS

Key Success Factors

Location: Area of great affluence, which also has a mild climate with more than 70 sunny days a year.

Potential Risks

It is necessary to study legislation in Kosovo for the establishment of the activity in a lake, whether it is possible on a reservoir of drinking water or a dam for a hydroelectric plant.

Sustainability

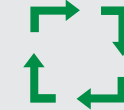
Economics

This activity generates direct income by the participants but also allows the development of other services nearby, including a bar, restaurant, and other stores. With some modules on the lake, the activity becomes spectacular and very attractive.



Environment

The activity itself does not consume water, but it is practiced on sites often protected from human influence.



Social

It is a very photogenic activity that responds to a real adrenaline rush. It offers the sensation of sliding and is suitable for beginners.



PLACE	DISTANCE	CAPACITY	VISITING TIME	INVESTMENT	TARIF	VISITORS
Wake Park Jarun (Zagreb)	490m long				€2 for 4 hours €4 for 1 hour	
Condrieur (France)	750m	10			€16 30 minutes €25 for 1 hour	

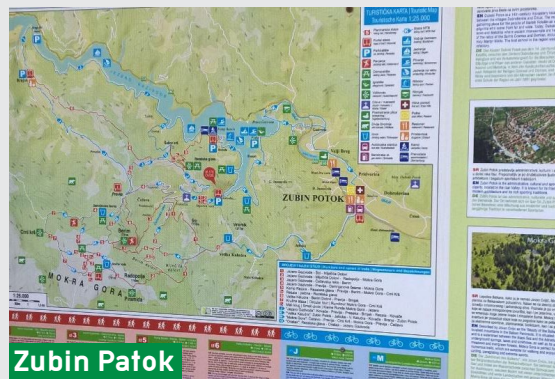


Useful Links

- <http://www.cablewake-systems.com/en/about.html>
- <https://www.rixen-cableways.com/en/>
- <https://www.altacableski.nl/>

Where to Implement?

Two lakes seem to meet the two necessary criteria of proximity to an urban area and possibility for developing infrastructure (parking). The first one is around Zubin Potok, before Lake Gazivode, near the hydroelectric plant. The second is the lake near Gjakove, but the implementation may be more complex given the use of the water for drinking purposes.



Description & Technical Elements

This equipment allows visitors to walk on a secure path in the heart of remarkable places, that are truly spectacular and often inaccessible otherwise. Either a single gateway or a complete path of works intended to discover the site: succession of rise, descent, stairs, footbridges accessible to the greatest number, even if is sometimes vertiginous. Open all year round dependent on weather conditions (wind, flood).

Business Model

The activity must be managed by a private company. The construction (depending on the site) could be a public investment. The cost depends on the complexity of the work, the geotechnical risks, the length and so on. The renovation of the 6.6km Camino des Rey in Spain, along with car parks and other infrastructures cost €5.5m (2013), for an estimated €20m revenue in the local economy and the generation of 180 jobs. Entry fee €6 with 250,000 annual visitors. Monteynard gateways are free.

Key Success Factors

Beauty of the landscape, together with a vertiginous character, landscape and environmental integration. Compliance with safety standards and security. Possibility to be open almost all year. Side activities (nature watching, return path).

Potential Risks

The safety of tourists - wearing helmet could be mandatory in the gorges. National security standards to be respected.



Sustainability

Economics

Direct and indirect job creation will depend on the project (attractiveness of the chosen site and quality of infrastructure).



Environment

Works will allow a large number of people to gain access to an environment previously rarely visited. Works will have to use the natural relief without denaturing it.



Social

Enables a greater number of people access to natural resources without technical equipment. Impact on local economy.



PLACE	DISTANCE		VISITING TIME	INVESTMENT	TARIF	VISITORS
Gorges du Fier (Annecy - France)	2 x 800m (round trip)	Closed 3 months (winter)	1 hour		€5.70 / ticket	
Camino del Rey (Spain)	6.6km (incl. 2.9km on bridges)		4 hours	Renova' 5.5M€	€6 / ticket	250 000 per year
Himalayan bridges Monteynard (Isère - France)	2 bridges: 180m & 220m - 45m / 85m high	Exposed to the wind	20 minutes	€1.5m HT	Free	>500 visitors per week



Useful Links

Examples

- <http://www.lac-monteynard.com/en/1-Home>
- <http://www.caminitodelrey.info/en/>
- <http://www.tianmenshan.com.cn/index.php?m=En&a=index>

Manufacturers:

- <http://www.tech-fun.com/en/products/up-high/tourism-installations>



Where to Implement?

These facilities allow for spectacular hikes, walking along the cliffs and offering walks above the gorges. The ideal sites are obviously gorges, uncrowded with spectacular views, but quite accessible. The White Drin Canyon seems to us an ideal place to develop these pathways and offers a good spot to allow the public access to the waterfalls.



White Drin Canyon

Description & Technical Elements

The Skywalk is a glass walkway hung on the rocks. This activity makes it possible to walk above the void; that is to say, to literally overhang a valley and to contemplate the landscape from a unique and breathtaking point of view. It offers a remarkable experience with the sensation of being perched really high. Duration of the activity: 10 to 20 minutes on the Skywalk itself; 1 hour on attraction site.

Business Model

This is a costly investment. Corbelling is around 4500 per metre. In addition, potential land issues favour public investment delegated to a private party through a PPP. The private sector cover operating and maintenance costs while the public benefits from impacts on the entire territory through the influx of tourists.



Key Success Factors

Need a vertiginous overhang, coupled with an unobstructed view of an exceptional panorama (the view in front and below must be particularly attractive).
Need easy access to the greatest number of people, on a major axis of attendance.

Potential Risks

Number of people on the walk must be regulated.



TARGETS



COUPLES



GROUPS



PRIVATE



PUBLIC



FAMILY



YOUNG INDIVIDUALS

Sustainability

Economics

Benefit the local economy for associated services (private initiatives).



Environment

Landscape integration to work. Effects of the structure itself has little impact, but could induce overcrowding and related equipment (sanitary, parking, snacks, etc.)

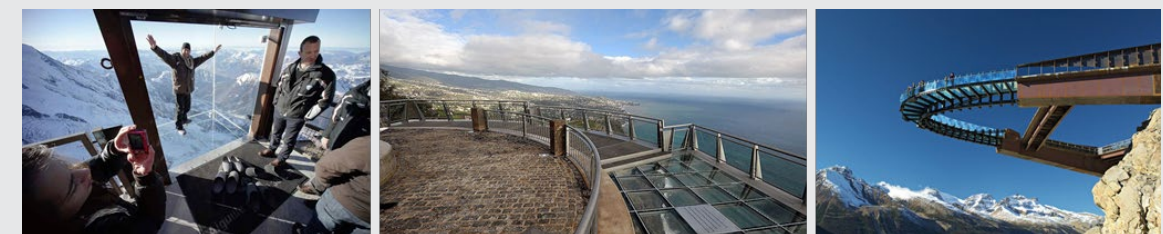


Social

Local job creation.



SITE	DATE OF CONSTRUCTION	INVESTMENT	FEE	NUMBER OF VISITORS
Grand Canyon (USA)	2007	\$30 000 000	\$30- 50	1500 to 2000 per day
Pas dans le vide (Chamonix)	2013	N/A	€20	Not known
Cabo Girão (Madère)	2012		FREE	1800 per day (?)
Nong Khai (Thaïland)	April 2016	17 million baht (€430 000)		20 at a time



Useful Links

- <http://www.chamonix.net/francais/loisirs/attractions-touristiques/pas-dans-le-vide>
- <https://www.viator.com/fr/7379/Las-Vegas-attractions/Grand-Canyon-Skywalk/d684-a10>
- <http://www.comptoir-thaïlande.com/le-skywalk-de-nong-khai/>
- <https://jworgfre.blogspot.fr/2015/02/10-skywalks-terrifiants-dans-le-monde.html>
- <https://71higna.wordpress.com/2016/12/24/des-vues-spectaculaires-a-des-hauteurs-terrifiantes/>
- <http://christophebenichou.com/portfolio-item/basculament/>

Where to Implement?

Among the sites we had the opportunity to visit so far, we have not yet been able to identify the ideal location for such equipment.



URBAN PLEASURES

Description & Technical Elements

An "Escape Game" is a fun and new entertainment concept, where participants are locked inside a themed adventure room and must try to figure out how to escape before the time runs out. All this often culminates in the discovery of a key (or any other element) that allows them to escape from the room. In teams of 2 to 6 players (per room), it plays on the abilities of logic, observation and imagination to solve a multitude of puzzles. An "Outdoor" principle is also available, for instance in Ljubljana (Slovenia) or in Pyhä resort (Finland).

Business Model

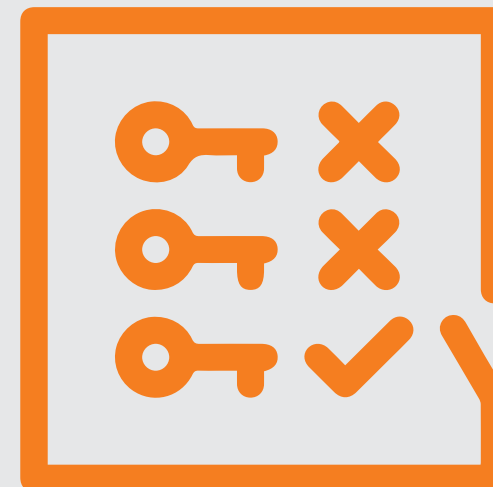
Open all year round. On average €10 –€15 per person for one hour of play. Initial average investment of €100,000 for an escape room. Could be less in Kosovo (due to real estate prices). 1 to 3 employees. The area used could be quite small, and innovative outdoor games are opening throughout the world. Very fast return on investment.

Key Success Factors

Innovative and captivating universe. Renewal of games on a basis of 18 months / 2 years (in order to build customer loyalty). Location close to a dense population area or with a large visitor flow.

Potential Risks

Lack of communication at the beginning (afterwards, word-of-mouth should work). Poor achievements that could be disappointing for the client.



PRIVATE TARGETS



COUPLES



GROUPS



FAMILY



YOUNG INDIVIDUALS






PRIVATE



PUBLIC

Sustainability

Economics	Environment	Social
<p>The structure will need 1 to 3 people to operate.</p> <p>Opportunity to add side activities: snack, birthday parties, teambuilding. Night & weekend opening.</p>	<p>Neutral impact.</p> <p>Could be implemented in abandoned buildings or outside.</p>	<p>Gender equality.</p>
		



Useful Links
<https://www.challengeheroom.fr/> / <http://www.sensas.ms/>
<https://www.youtube.com/watch?v=ww3VvNCJz0http://incarna.co/>
<https://www.youtube.com/watch?v=oUKX5XApDXU>
 Outdoor
<http://fun-adventure-ljubljana.si/?lang=en/> <https://www.escaperoomsmaster.com/outdoor-escape-experience-a-perfect-tourist-attraction/>
<http://www.leisureopportunities.co.uk/news/latest-news/336383>

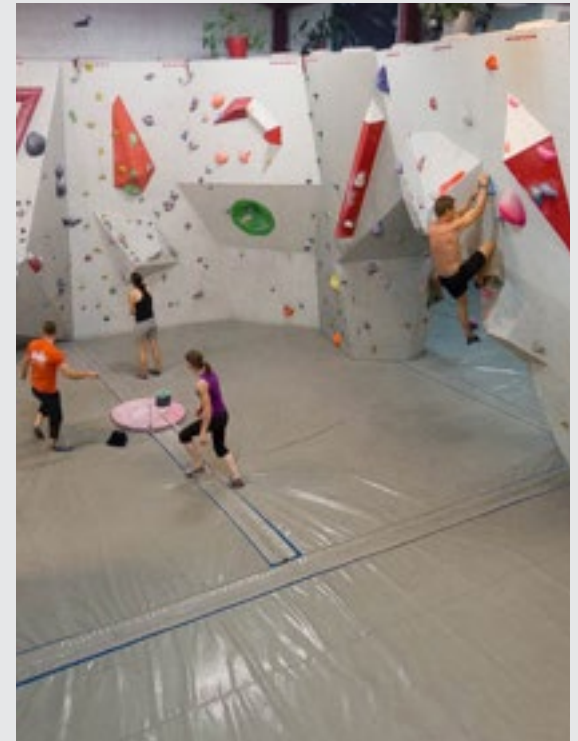
Where to Implement?

Escape games can be played both indoors and outdoors. However, we recommend the indoor versions for destinations such as Pristina, in particular to offer young people downtown activities which are available all year long.



Description & Technical Elements

This is a low-rise climbing structure (3m - 4m high) that it can be practiced without any equipment. The routes on the block can be renewed constantly so regular customers remain interested and visit often. There is the possibility of building the blocks inside a building or even inside and outside. This activity can be offered to tourists in case of rainy days or in the evenings and even to locals who want to practice climbing as a hobby.



Business Model

This activity could be held by a company or a concession (e.g. The Roof, Akrose). The users will pay for time spent on the block or through a subscription. There is the possibility of proposing climbing lessons or training sessions. Events are highly recommended to spread the word and to create warm relationships between people. Other related activities could be implemented (snacks service, shoe rental, outdoor guidance). Investment: <€1m, depending on the surface and real estate prices.



Key Success Factors

Next to a big city, in order to have the biggest audience possible To have a place of catering/ snacking so that people can meet and enjoy.
 - High investment in communication through different channels (including social media and tourist office) promoting the fact that it is fun and accessible for all.
 - Openings and fees adapted to the target groups (including attractive fees for one entrance - useful for trying the activity as well as for tourist in short stay).

Potential Risks

Lack of communication at the beginning (after which, word-of-mouth should work). Tourists may not have their own equipment, therefore it must be easy to rent.



Sustainability

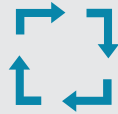
Economics

The structure will need at least 2 or 3 people to run, and more for the related activities.



Environment

There is no environmental integration problem, the activity could be placed in a hangar.



Social

It allows people to practice a new sport while socialising. The block is also a living place, where people can share.



PLACE	SESSION'S PRICE	SUSSCRIPTION PRICE
Basalte Evolution	9 ou 10€/ session (limitless time)	135€/ trimester, 395€/ year
L'ENTREPOT	8,5 € /session (7,50€ for a reduced rate)	115€/ trimester 340€/ year Reduced rates : 98€ et 280 €



Useful Links

- <https://www.climbing.com/places/americas-10-best-climbing-gyms/>
- <http://www.peaksrockclimbing.com/>
- <https://www.dynamicrock.co.uk/>
- <https://www.profitableventure.com/rock-climbing-gym-business-plan/>
- <https://www.arkose.com/en/>

Where to Implement?

Indoor activity, urban not natural. Requires settling in large size urban areas. The brownfields of Mitrovica have the advantage of offering large spaces, easy to develop, with the possibility of high ceilings, but also the potential for the development of restaurants etc. Several possible variants: Initiation to climbing for children in the malls, trampoline park, indoor bike park, indoor fun park for children.



Description & Technical Elements

The new kind of “selfie” offers a truly unique visual experience, revolutionising the way to think about selfies: a video starting by a selfie and zooming out and up to the whole landscape. It gives the destination more visibility on the internet and a buzz to its social networking. The idea is to provide the client a short video, beginning with a close-up view and ending with a large view of the entire area, for instance a town or a natural landscape. Maximum distance of 250m between the system and the person (but even at 50m, the wow effect is guaranteed. Need for an electricity network. Average of two months to install.

Business Model

Downloading the film could either be free or for a small fee. The investment price depends on the distance: From 25m-50m up to 80m: €12 000 + pack / From 80m to 250m: €17 000 + pack. The company Skaping offers its services for €15 000 to €20 000, including installation fees and the “web service pack” (interface, hosting, camera replacement if necessary). Extra cost for the price collection system.



Key Success Factors

Interest of the site (i.e. number of people coming and interest in the picture itself). No fake views, or views that could misrepresent the site (dump, industry etc.).

Potential Risks

Vandalism of the camera. Wind might change the angle of the camera.



Sustainability

Economics

Creates a buzz on the destination which is profitable for the entire touristic economy.



Environment

No environmental impacts if placed in a non-sensitive zone.



Social



Useful Links

- <https://www.climbing.com/places/americas-10-best-climbing-gyms/>
- <http://www.peaksrockclimbing.com/>
- <https://www.dynamicrock.co.uk/>
- <https://www.profitableventure.com/rock-climbing-gym-business-plan/>
- <https://www.arkose.com/en/>

Where to Implement?

This kind of equipment is available today at many tourist destinations, both urban and in nature. It can generate a buzz and quickly promote a destination. One could for example install this XXL selfie in Prizren, with a photo of the stone bridge below, taken from the fortress and zoomed out to see the whole city.



Description & Technical Elements

Indoor skydiving is the simulation of true freefall conditions in a vertical wind tunnel. It's where the dream of flight becomes a reality. Standard flight chambers range from 10 to 22 feet (3m to 6.7m) in diameter and are made of frameless curved glass between 4m and 8m high. They can be built as standalone buildings or as part of a mall or other space.



Business Model

Prices start from around \$2,6m for a smaller model, which includes the wind tunnel components and machinery, but not shipping, installation or provision of items necessary to turn components into a finished building.

PRIVATE TARGETS



COUPLES



GROUPS

PRIVATE
 PUBLIC



FAMILY



YOUNG INDIVIDUALS

Key Success Factors

Develop activities around the tunnel such as business meeting rooms, restaurants and so on. An urban area with a high proportion of the population under 40 years of age.

Potential Risks

Major investment that can take time to be profitable depending on demand and pricing.



Sustainability

Economics

This is a product that is growing fast in the world and extremely profitable, despite the initial investment. Allows you to develop additional activities as well.



Environment

A building of 1000m² on the ground is enough for a vertical tube 4.35m in diameter and 5.5m in height, a panoramic lounge bar around the flight tube, two seminar rooms, debriefing rooms reserved for teams of flights, and administrative offices.



Social

Accessible to all in urban areas, but perhaps elitist depending on the price of the ticket. From the initiation of children attending the training to freefall teams at the international level.



Where to Implement?

Must be installed in the centre of a large urban area.

Useful Links

- www.iflyworld.com
- <https://indoorskydive.com/en/>
- <https://www.weembi.com/>



Description & Technical Elements

White water stadiums are facilities which permit the practice of white water sports (canoeing, kayaking, white water swimming, rafting, tubing, hot dogging) within an organised and secured frame. These projects go with the development of outdoor sports in an urban environment. White water stadiums bring waves into the city and are a popular attraction. Amongst HydroStadium's portfolio, WaveStadium is undoubtedly the "coolest". Its best in class energy efficiency and unique features make it the right choice for any investor willing to have the best solution available on the market. The minimum scale is 19m x 14m (data provided for a 10m wide wave). The wave can be adjusted in height and shape.



Key Success Factors

Build activities around the WaveStadium, such as business meeting rooms, restaurants and shops. An urban area with a high proportion of the population under 40 years of age is needed.

Potential Risks

Major investment that can take time to be profitable depending on demand and pricing.

Business Model

A substantial investment (approx. €1m) which finds its profitability through the customer volume that the activity can generate. Product rarely developed alone, rather in addition to an existing aquapark.

PRIVATE TARGETS



COUPLES



GROUPS

PRIVATE
 PUBLIC



FAMILY



YOUNG INDIVIDUALS



Sustainability

Economics

Product difficult to exploit alone if hoping for a quick return on investment.



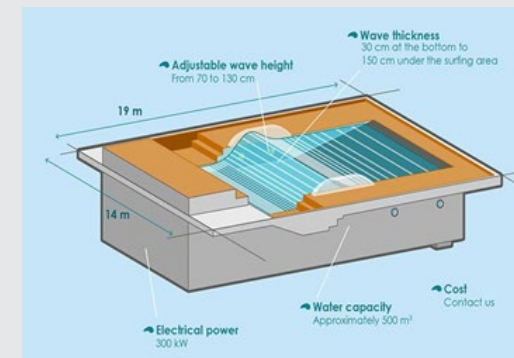
Environment

Originally developed by EDF, an electricity supplier in France that has developed artificial kayak stadiums, its electricity and water consumption has been minimised.



Social

Offers the possibility for a greater number of people to discover the surf, even if they do not have the opportunity to go to the ocean.



Useful Links

- <http://www.hydrostadium.com/white-water-engineering/?lang=en>
- <http://www.citywave.de/>
- <https://www.mywaveco.com/>
- <https://www.infinitywave.fr/>



Where to Implement?

Must be installed in range of a large urban area. As an indoor activity, Pristina seems the ideal site. An alternative could be to develop it near the aforementioned water ski-lift.



CULTURAL EXPERIENCES

Description & Technical Elements

The Sensorial Garden is a place where visitors can redefine their relationship with nature through their five senses. Several activities are envisaged: workshops where one touches different materials (with hands or feet); a space reserved for fragrances (flowers & plants); a labyrinth; a barefoot trail; a greenhouse; a pond or a water reservoir. In addition to this, a garden of sounds, giant games and places where workshops are organised (land art, craft, cooking sessions, etc.) could be added. The focus on the variety of plants/trees, gives information about preservation, and can make people change their understanding by experiencing a new way of seeing and experiencing. (In a classical botanical garden, there is little possibility to touch). The important thing is to make the link with local specialities. The garden can be made in stages (new spaces, renewal of activities) to also retain the premises, bring courses and develop customer loyalty.



Business Model

The garden is open all year round, due to being different throughout the seasons. It would be necessary to have a team of six to 10 people for the garden itself (staff and gardeners) and side activities.

Key Success Factors

The location near another point of interest related to nature. Renewal of activities and animations at an annual rate. The maintenance of the park must be impeccable.

Potential Risks

Poor maintenance or lack of renewal of the offer, which will result in a quick loss of attractiveness and attendance.



Sustainability

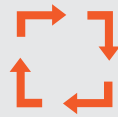
Economics

Creation of six to ten full time jobs (+ seasonal contracts).
Side activities can be added.
Virtuous effect if close to another touristic activity.



Environment

Promotes biodiversity and respect for nature (education) among visitors.



Social

Open to all, including schools.
Many sensorial gardens are adapted to different kinds of disabilities and recognised as beneficial.



TARGETS



COUPLES



GROUPS



PRIVATE



PUBLIC



FAMILY



YOUNG INDIVIDUALS



Where to Implement?

The ideal place for this attraction is Germia Park.



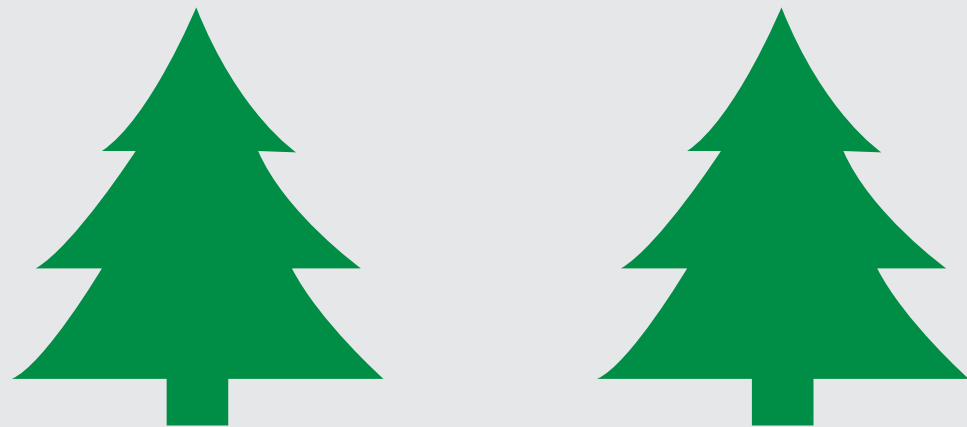
Useful Links

<https://www.jardin5sens.net/en/>

<http://homeklondike.site/2017/01/06/mobile-sensory-garden-what-is-it/>

<http://botanicagardencenter.com/sensory-garden-design/sensory-garden-design-elegant-w-e-carter-school-sensory-garden/>





Description & Technical Elements

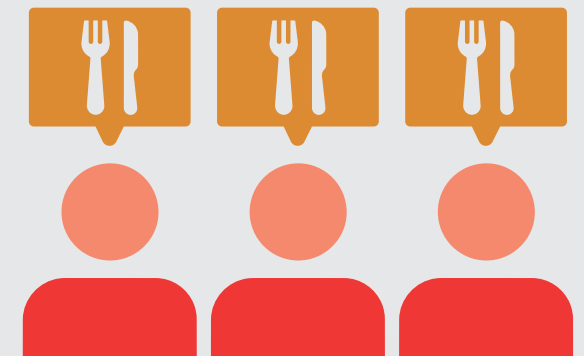
Networks which connect hand-selected local hosts with travellers seeking unique and immersive experiences. The host provides either meals (lunch, brunch, dinner, aperitif, picnic, high tea), cooking classes or even food tours (tour of the hosts favourite foodie hotspots, gourmet shops, local markets, artisanal stalls and other special places). The guests find a selection of hosts in the choice of places, with whom they can chat before booking the service. They immerse themselves in local food and culture and meet other travellers. They post a review after the experience. Generally speaking, the guests are a maximum of 6 or 8 people at the same time. Capitalises on the reputation of the quality of Kosovan hospitality. Can be launched during a food and/or wine festival.

Key Success Factors

Selection of guests; hygiene; easy to find; quality of places, food and service; authenticity. Capacity to promote the network and its services (promotion, web, and word-of-mouth). Adaptation of the collaborative economy with the national rules and legislation.

Potential Risks

Lack of clients; Reluctance to use collaborative products; lack of international travellers inclined to use the service.



Sustainability

Economics	Environment	Social
Additional salary for guests. Guests free to adapt their prices.	Dematerialised service.	Cultural interaction. Way to value personal skills.
		



Useful Links

- <https://www.eatwith.com/?c=USD>
- <https://kinza.life/>
- <https://plateculture.com/>
- <https://www.mealsharing.com/>
- <https://www.smithsonianmag.com/innovation/how-to-get-a-home-cooked-meal-anywhere-in-the-world-3291368/>



Where to Implement?

Activity that can be developed in any city.



Description & Technical Elements

The activity consists of a night course in a park. It is punctuated with sound and light games to highlight the local heritage. Could also be done with an audio guide telling a local legend or tale. Along an enchanted trail, visitors warm up by a magical storytelling fire, meet mysterious creatures with playful surprises at every turn. This activity requires the building of a path in nature or in a specific place such as ruins of a castle or even un-used premises. For a "Lumina" product, paths are +/- 2kms long and people stay an average of an hour and a half.



Business Model

Investment ranges from a few tens of thousands of euros to 2 to 5 million for the world-famous installations "Lumina" made by Moment Factory. An average price could be €60 000 to €100 000 apart from the land itself. Two to four departures a night.

Key Success Factors

The quality of the story and the means used to turn it into an unforgettable immersive experience. The ability to re-new the story and special effects. Need for highly-skilled people to design the concept.

Potential Risks

Highly dependent on weather conditions.



Sustainability

Economics

Around 10 to 15 jobs created (skilled or not). Impact on the surrounding businesses (night activity).



Environment

Lighting needs to be studied to reduce impact on nature. Noise impact needs to be considered.



Social

New cultural activity and outdoor family, for young and old. Discover local tales and legends. Innovative way to share the culture and heritage.



Useful Links

- <https://www.eatwith.com/?c=USD>
- <https://kinza.life/>
- <https://plateculture.com/>
- <https://www.mealsharing.com/>
- <https://www.smithsonianmag.com/innovation/how-to-get-a-home-cooked-meal-anywhere-in-the-world-3291368/>

Where to Implement?

Two types of sites lend themselves to the development of this kind of product. The first is the forest; the second is famous monuments. A walk in the forest with a "local legends" theme or the highlighting of a monument and its historical or cultural heritage.



Germia Park



Prizren Fortress



Description & Technical Elements

The aim is to create and promote a network of activities to discover; a partnership with different producers offering visitors an original experience. This includes visits to artisans and local producers, on various themes (agricultural products, embroidery, picking, crafts, cooking) where tourists (and locals) can participate and create products with their own hands. These activities can be offered during the day or evening, all year around.

Business Model

Networking and moving the visitor from passive to active allows a significant increase in the turnover of each actor. The organisation in charge of the animation of the network publishes a map, leaflets, signage and web communication tools. It ensures the reservation of the activities. A percentage (less than 5%) is taken.



Key Success Factors

It is necessary to find enough providers to make the network interesting and promote via word-of-mouth. Keep the authenticity of the proposed activities. Hourly amplitude and opening periods: ensure a real availability of actors. On reservation.

Potential Risks

Availability too low or not enough qualitative benefits (need a real network animation and management of the quality of the service).



Sustainability

Economics

Potentially provides a real boost to a secondary activity among artisans, farmers, etc.



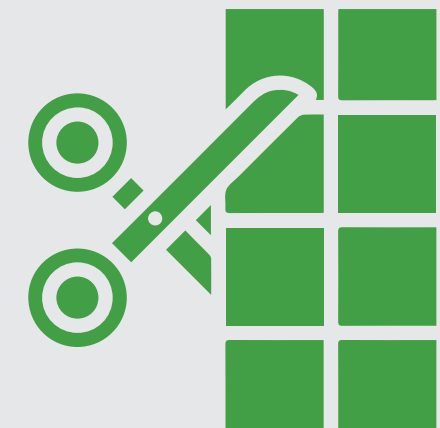
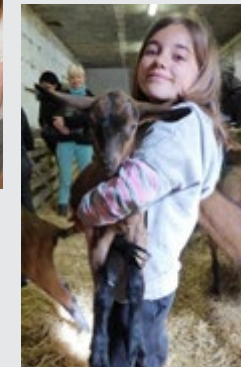
Environment

Allows the preferential putting forward of products that respect the environment.



Social

Spotlight on local actors and their products. Allows for a learning exchange. Provides confidence and pride to producers through showing their craft.



Where to Implement?

Can be implemented anywhere.



Description & Technical Elements

Guédelon Castle is a de novo castle construction project located in Treigny, France. The object of the project is to build a castle using only the techniques and materials used in the Middle Ages. When completed in the 2020s, it should be an authentic recreation of a 13th-century medieval castle. In order to fully investigate the technology required in the past, the project is using only period construction techniques, tools and costumes. Materials, including wood and stone, are all obtained locally. Jacques Moulin, chief architect for the project, designed the castle according to the architectural model developed during the 12th and 13th centuries by Philip II of France. Construction started in 1997. The site was chosen according to the availability of construction materials: an abandoned stone quarry, in a large forest, with a pond close by. The site is in a rural woodland area and the nearest town is Saint-Sauveur-en-Puisaye, about 5km to the northeast.



Key Success Factors

Apply and respect the concept.

Potential Risks

Finding manpower.

Business Model

Tourism: The construction site can be visited. Guided tours are organised and a medieval restaurant welcomes visitors. The site is now a major tourist destination, being the most visited tourist attraction in Yonne, with more than 300,000 visitors in 2010.



Sustainability

Economics

Renovation is supported by indirect activity; visits from tourists who come to discover life at the time of the castles. Medieval shops offering authentic products, both craft and food and drink. Finally, guided tours for schools.



Environment

Experimental archaeology employs a hands-on approach of testing methods to rediscover forgotten techniques. It was initiated when academics decided to experiment and learn the old skills by themselves, rather than merely relying on models, hypotheses, and theories. Another example of this approach is the attempts by archaeologists to create flint tools.



Social

Education: The project is open and adapted to groups and school excursions. One can learn about work conditions in the Middle Ages and the different professions of the time. Science and knowledge: The project team uses and tests scientists' and historians' knowledge of medieval construction techniques. Human: In this rural and isolated area, the project created 55 jobs and attracted 200 volunteers. Social: The site employs youths facing difficulties, helping them through on-the-job professional training. As an example, some of them obtained stonemasonry certifications.



Evolution of the construction since 2000

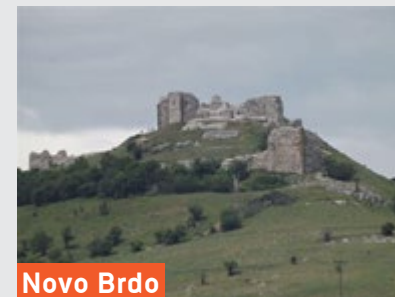


Useful Links
<https://www.guedelon.fr/en/>



Where to Implement?

Novo Brdo and its castle is the ideal place for the development of such a project.



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www.facebook.com/ppse.kosovo

