# TOURISM PRODUCT DEVELOPMENT

activity descriptions



# ADVENTURE IN THE NATURE

# **Description & technical elements**

Unique accommodations are by nature an original accommodation that goes beyond the usual framework of traditional housing. It is usually located in a very privileged environment, without any nuisances. It can take several appearances: nomadic habitats, cabins, wildlife/nature, underground, artfy design, religious buildings, historical buildings, floating, 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.









The accommodations are rented per night. Implementing meal plans are up to the owners



# **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.



# 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.















# **Description & technical elements Key Success Factors**

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  $50\text{m}^2$  to  $400\text{m}^2$ . For a  $1500\text{m}^2$  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.

- 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.

# **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.

# TARGETS COUPLES FAMILY FAMILY TARGETS GROUPS FOUND INDIVIDUALS







# **Tree Top Activities/ Parcabouts**

# **Sustainability**

# **Economics**

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



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/indexen.php https://vimeo.com/184346812/3df9aabd 23 http://www.gaialoisirs.fr/ http://parcabout.jp/



#### **Tree Top Activities/ Parcabouts**

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

# 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.

# **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.





# **Description & Technical Elements**

This offering consists of suspended bridges. 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 Respect for nature: no damage to trees,

# **Potential Risks**

Is there an environment appropriate for this kind of pathway around on the top of trees.

It is different from activity?

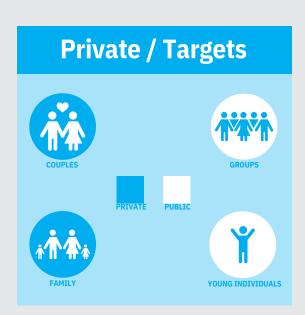
Is the forest dense enough and accessible?

The necessary equipment is limited to a helmet.

Making people stay on the site with side activities.

# **Business Model**

Entrance fee: €15/€25for 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.)







# **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.







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.ziptrek.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", slalom 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.

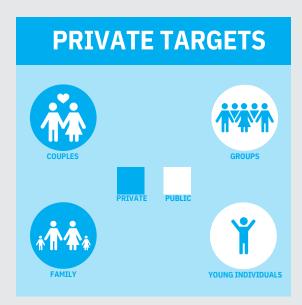
# **Key Success Factors**

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.











# **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
Bol d'Air (France)	900m for 1mn50		€500	€500 000

#### **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/

€900

000

# Where to Implement?

Can be developed almost anywhere. Suitable for treebased 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.



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.















#### **Economics**

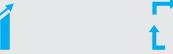
Via ferrata does not stimulate secondary revenues.

#### 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
Via Ferrata Ari (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**

During summer, mountain resorts can offer alternative gliding activities such as bob karting, tubing, scooter rides, sledding 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).







# **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).



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



# **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)					

# **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





# **Summer Sledging**

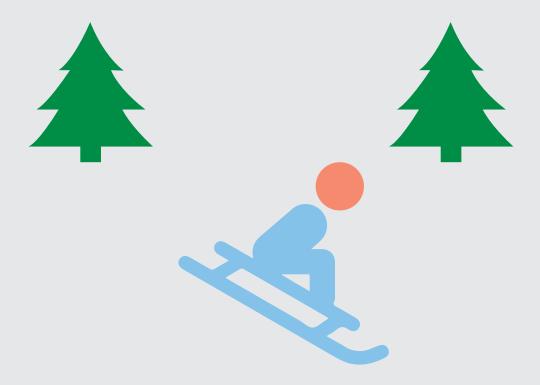
# Where to Implement?

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.







# **Economics**

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



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**

 $\label{lem:http://en.villarddelans.com/luge-ski-park-de-la-colline-des-bains.html\#.WseN9UxuLPk http://valcartier.com/en/winter-playground/activities-and-services/slides-and-games/http://www.appeldair-luchon.com/fr/fatbike$ 



# **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.

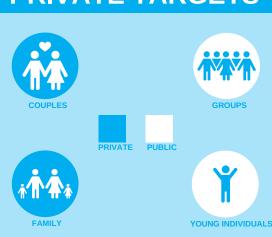
# **Business model**

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).

# **PRIVATE TARGETS**





# **Key Success Factors**

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

# **Potential Risks**

Conflict of interest with skiers.







# **Summer Sledging**



# 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 Prevalla is an area of interest, since it has the advantage of being directly accessible and visible from Prizren.

# **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.

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- Snake Gliss: €150 for 25 snakes.
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- Airboard: €150 (kids), €250 (adult).









# **Description & Technical Elements Key Success Factors**

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.

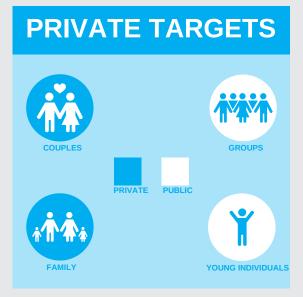
Beauty of the landscape, together with a vertiginous character, landscape and environmental integration. Compliance with safety standards and security. Possibility to be open almost all year.

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.









#### **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 natural resources without technical equipment. Impact on local economy.







PLACE	DISTANCE	VISITING TIME	Investment	TARIF	visitors
Gorges du Fier (Annecy - France)					
Himalayan bridges Monteynard (Isère - France)					



Useful Links

http://www.lac-monteynard.com/en/1-Home

http://www.caminitodelrey.info/en/ http://www.tianmenshan.com.cn/index.php?m=En&a=index

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



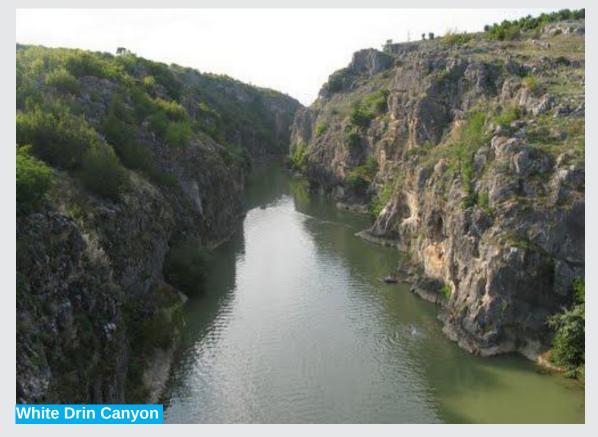


# Where to implement?

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.





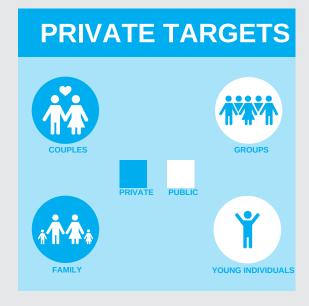


# **Description & technical elements**

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 breath-taking 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 unob- structed 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.

# **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	VISITORS







http://www.chamonix.net/francais/loisirs/attractions-touristiques/pas-dans-le-vide

https://www.viatorcom.fr/fir/7379/Las-Vegas-attractions/Grand-Canyon-Skywalk/d684-a10 http://www.comptoir-thailande.com/le-skywalk-de-nong-khai/ https://jworgfre.blogspot.fr/2015/02/10-skywalks-terrifiants-dans-le-monde.htmlhttps://jihigna.wordpress.com/2016/12/24/ des-vues-spectaculaires-a-des-hauteurs-terrifiantes/ http://christophebenichou.com/portfolio-item/basculement/

# **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.



#### **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

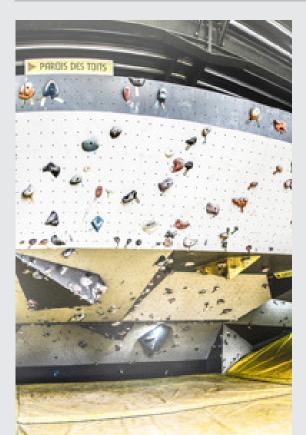
It allows people to practice a new sport while socialising. The block is also a living place, where people can share.







# PLACESESSION'S PRICESUSCRIPTION PRICEBasalte Evolution9 ou 10 €/ session (limitless time)135 €/ trimester, 395 €/ yearL'ENTREPOT8,5 €/ session 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/

# Adventure park- Illustrations -









Adventure parks made up of several routes of varied and progressive difficulty. Each course is made up of games suspended in the threes (zipline, rope bridge, etc.). The games are connected by platforms and cables integrated into the environment, which allow you to walk from tree to tree, to progress along cliffs or through gorges thanks to the use of specific equipment (lifeline, harness, carabiners, lanyards, pulleys).

This adventure park is proposed on the base camp. We proposed also the implementation of beach volley playground to get a mutli activity offer on a same site.

#### Material

- compliance with European standard NF EN 15549-7
- use of class IV wood and CE certified cable and cable ties.

#### Location

• on the base camp

#### Design

- In trees or on artificial structures, seasonal or permanent, fixed or removable.
- The course on an artificial structure can be installed for adults or children from 2 to 7 meters high.

#### Publics

• all publics, businesses

# **Pumptrack- Illustrations -**









For several years we have seen the rise of a new type of sports leisure equipment: the «pumtrack», an asphalt track made up of a series of bumps and bends on which young and old people have great time Pumptrack are gradually replacing the «skatepark» because of their large number of practices: mountain biking, BMX, skateboarding, scooters, roller ... for all ages of publics.

#### Materials

• earth, concrete, asphalt (coated surface) wood or fiberglass.

For this project, we recommend an asphalt (coated surface) pumptrack in order to target the widest possible public and facilitate its maintenance.

#### Location

• the pumptrack equipment and the bike renting shop are located on the base camp. Several path will be possible to ride by mountainbike.

#### Size

- It usually takes a minimum of around 400m<sup>2</sup> in order to be able to create a track. However, the largest place you have, the better it is. This makes it possible to create different loops and spaces, depending on ages and levels.
- For this project, we are planning an area dedicated to cycling of 800m² (concentrated pumptrack, initiation area, modules etc.)

#### Design

• condensed or spread out, with 2 or even 3 circuits of different levels, there are as many pumptracl as there are projects. Each design is a compromise between the constraints of the terrain, budget, safety and the practitioner pleasure.

#### **Publics**

• all publics, leisure or sport practices

# Outdoor bouldering - Illustrations -









Perfectly suited for outdoor use, these outdoor structures make rock climbing acessible to everyone and offer a variety of climbing styles.

#### Materials

- resin and fiberglass panels are impact resistant and easy to maintain
- suitable for outdoor use in all weather conditions
- simple and quick installation on a concrete slab. Ground anchoring by mechanical or chemical anchors.

#### Location

• on the base camp

#### Size

- Adventurer: 11m², H1,5m, long 2,7m large 1,6m, 3 simultaneous climbers
- Explorer: 16m², H 1,5m, long 3,2m, large 1,7m, 4 simultaneous climbers
- Challenger: 26m², H2,3m, long 3,6m, large 2,8m, 5 simultaneous climbers

#### Design

- varied artificial rock relief with specific areas for beginner climbers
- landing surface: rolled gravel, damping ground within a perimeter of 2,5m around
- · accessibility for climbers with disabilities and reduced mobility

# **Publics**

• all publics, leisure or sport practices

In parrallel with the artificial bouldering on the base camp, we propose the equipment of the cliff above for an initiation spot of rock climbing. The equipment is done through local associations and takes about 1/2 day per route.

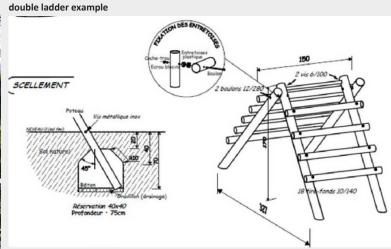
Cost is around 50-100€ / line equipmend.

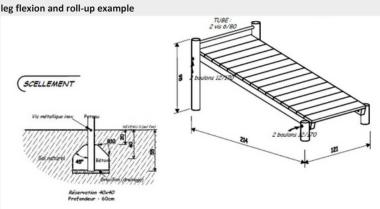
# **Sportive course-Illustrations -**











Outdoor activities are in trends. Indeed, athletes are looking for more and more independance and can practice physical exercises according to their desires or possibilities on suitable equipment.

The sports course is a playful development that can be integrated into the environment of the base camp. It allows a sporty running punctuated by a set of activities, generally in a natural setting.

#### Material

• wood

#### Location

• refer to the general document p 16

#### Design

- lenght of 500m / 10 workshops spaced 50m apart :
- leg stretch (3 differents heights)
- string bridge
- beam lift
- slalom
- parallel bars
- giant step
- leg flexion and roll-up
- double ladder
- hurdle jumping
- balance powder

#### **Publics**

• all publics, free access

# Nordic park - Illustration -











# **Tubing park**

The activity is practiced seated in a large round buoy, allowing you to slide down a track with banked turns.

The buoy is made available by the service provider.

#### Size

- 100 meters long by 3m wide allowing simultabeous departures.
- Location Design
- burnik plateau• reversible equipment allowing 4 season use.
- the track can be wide or individual, it can also have air-Materialbag jumps.
- synthetic/ plastic surface
- braided nylon on a textile weft. Different colors available. Publics
- descent equipped with banked turns. all publics.
- raised area for the start.
- carpets lifts are generally used for the return.

