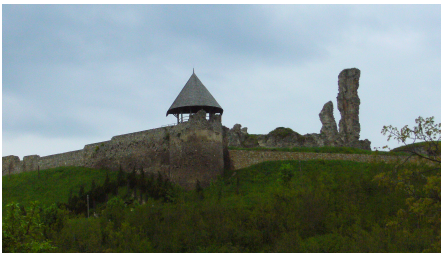




# BUSINESS PLAN FOR ECOHOTEL IN NÓGRÁD, HUNGARY



## EXECUTIVE SUMMARY



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## ECOHOTEL CONSTRUCTION PROJECT IN NÓGRÁD, HUNGARY (EU)

### 2.1 The Project



The hotel is a planned 4 star-hotel on a 20.000 m<sup>2</sup>, out of which 90000m<sup>2</sup> full panoramic land with the following features:

- The cca 4500 m<sup>2</sup> hotel will have a unique eco-architectural design which guarantees a special meditative feeling, in the intact natural surroundings with full panorama to the castle ruin of Nógrád and the hills.
- The hotel will have 46 rooms (including a VIP apartment, able to host min. 110 pax).
- Significant “Well-being section” is planned: semi-covered swimming-pool, saunas, jacuzzis, massages, bowling-field, tennis court, yoga room, hairdresser’s, beauty salon, in the park Japanese bath
- In the 1250m<sup>2</sup> green-park several outdoor facilities will be given: tennis-court, uncovered swimming pools for kids, climbing wall, playground
- Extra halls: 100m<sup>2</sup> conference hall (separable in two pieces) +40m<sup>2</sup> seminar room for meetings and conferences, playing room for kids, 30m<sup>2</sup> billiard and cigar room if needed for business meetings can be used too
- Restaurants: two-storied restaurant with panorama to the castle for 100 people with local specialties, tavern for entertaining.
- Energy-using: renewing eco-energy (Solar cell, heat-pump), energy-economical equipments. Apart from geothermic (independent of thermal water) heat, based on hypothesis of rich thermal water wealth of Hungary we think of thermal water too. In the neighbouring area, in cca 400m depth 40 Celsius thermal water can be found. Thermal water use possibilities for balneo therapeutic purposes and/or energy use is under examination by hydrogeologist expert.
- Animation and program-organizing, brand making of Nogradicum organic products and arts and crafts: Great potential in the region for ecotouristic products under a new brand.l



**Architecture:**

The architectural planning, are ready for authorization for hotel construction, currently in the process of authorization in Rétság Local Council. It is complete, copyright cleared, including connected plans (static plan, electrical and energy instalments plan, restaurant etc.). Of course minor changes could take place during next step of architectural executional planning, as we agree with our partner.

**Business and marketing plan:**

The business and marketing plan are ready, we have a 100 page feasibility study prepared by tourism experts.

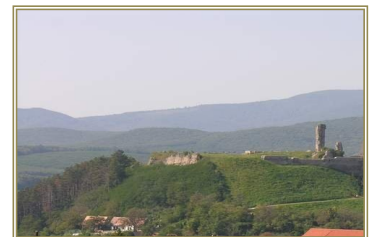
## 2.2 Location



Ecohotel Nógrád is a planned 4 star-green ecohotel, in a marvellous, typical eco-touristic destination in the **Central-Northern part of Hungary**, in the village of Nógrád with cca 1500 inhabitants. The village is **50km north, cca. 45 minutes drive from Budapest and Ferihegy Airport** on the excellent motorway M0 and M2, highway crossing Budapest heading toward Slovakia and further to Czech Republic and Poland. On [www.nogradicum.hu](http://www.nogradicum.hu) you can see more details and a map on how to reach the location.

**The village, as the location for the ecohotel is a perfect choice, because of the following characteristics:**

- intact natural surroundings, picturesque view to the mountains of Börzsöny with its fascinating mountain pathways, the more than 1000 year old castle ruin of Nógrád, living folk traditions, bio-agricultural activities, special folk gastronomy.



In the neighbouring villages there are also **plenty of eco-touristic and cultural heritage attractions, and facilities**, that the hotel can base its linked program-organization on:

Active programs: hiking, hunting, biking, geocaching tours, horse-riding, flora-, and fauna observation nature reserve trips on the near tour-route system called Duna-Ipoly “Green Route”. The territory is one of the most important shooting locations in Hungary. The facility for water-sports and fishing is also given in the near at lake of Bánk, and Diósjenő and Nógrád is building its fishing lake just next to the hotel land. Extreme active sports can be tried out as quading, paintballing, gliding in the near mountains.

Cultural programs: interactive folk-craft houses, folk-tradition houses in Nógrád village and surroundings, organized folk-dance and music performances, special cultural and active experience-park for kids in Nótincs. One of the most famous Hungarian novelists, Mikszáth Kálmán lived in the nearby village of Horpács, there is a museum exhibiting his career so linked to this special folk, the “Palóc”.

Excursions: Hollókő, the Palóc folk tradition village, which is the part of the World Cultural Heritage, Budapest the capital of Hungarian culture, Duna-Ipoly Nature Park. Ipolytarnóc primitive-flora, and fauna park with world famous geohistoric heritage.

We are planning to stimulate bio-organic, healthy food production in the excellent rural area of West-Nógrád (berries, herbs, spices growing have long traditions in the fields). We hope to create together with farmers new innovative products, that would be processed locally, and then marketed by the company both inland and abroad. These products would be also the basis for the ecohotel food supply.

a new brand linked to the Ecohotel is supposed to include also the ecohotel, reflecting the same roots, and the same philosophy and mission as described above, with some differences in design and name, due mainly to the involvement of an investor who is obviously willing to get involved in the corporate image of the hotel.

**Local community perspective plan:**

The ecohotel has been presented and is fully supported by the local and regional communities. It is approved in the local communities Planning Board.

### 3. CORPORATE PHILOSOPHY

“The ecohotel Nógrád plans to supply human- and nature-oriented services, which is in harmony with the local nature and community in view of sustainable development of the poor, rural villages with great touristic and organic agricultural potential. The hotel intends to put emphasis on charming, customized services together with special experience-based relax. All that can be given in a unique, meditative atmosphere.” As the project can be extended to other residential and health oriented complex purposes, other than hotel project, an elderly house, a medical wellness oriented hotel can be an ideal innovation collaborating with private social security and health care services growing in an expansive way this period in Hungary and all over Europe, as state services are overwhelmed.

We are confident that we have a project that could be the engine of sustainable touristic development of the West Nógrád region, so rich in not yet explored natural beauty (National Park of Duna-Ipoly, hills, forests, fishing lakes) and cultural heritage (castles, ruins, legends, folk tradition and history). The ecohotel would be the ideal starting point to explore all this or just to take some time off the daily rush in a meditative healthy and harmonious environment with lots of self-building facilities.

We find it extremely important and interesting be in the selection of programs, architecture and design of the hotel, to have a balance between past and present, tradition and innovation. It is a difficult task, but we are aware of the fact that the key to our success is creating the right balance. We would like to build a product development program connected to tourism which relies entirely on opportunities and attractions of the region and on creativity and hardworking character of its inhabitants. We are convinced that by exploring and developing richness of the region and making it attractive to tourists, local communities regain new energies and get new inspirations for innovative ideas.

### 4. SEGMENTING AND TARGETING

The ecohotel targeting the following segments:

1. Hungarian individual travellers and families, patients from all over Europe if the project has a health care service orientation.
2. Hungarian firms making incentive trips, trainings (surrounding industrial areas of Rétság, Vác lack and need such a centre, and of course Budapest is a steady market)
3. Foreign tourists sensitive to high quality ecotourism based on incoming tourism in Budapest and transit tourism from Germany Poland, Czech republic, Slovakia on motorway M2): according to market-analyses: Germany, France, Austria, Scandinavians, UK, Holland, Italy and the steadily growing market of Central Eastern Europe (Russia, Ukraine, Slovakia, Poland) and Asia.

## 5. COMPETITION-ANALYSIS AND POSITIONING

In the whole county of Nógrád (the broader environment of the village Nógrád), there is a lack of high-quality hotels: only one 4-star hotel and two 3-star hotel operate with the following features:

- 4-star castle hotel (Hotel Szirák): conservative, elegant but old-fashioned atmosphere, with broad program-organizing, without significant wellness-section with high price-level without special panorama and with no direct link to the village
- 3-star castle hotel (Hotel Bercel): conservative, elegant atmosphere, specializing in incentive travellers, without significant wellness-section, medium price-level.
- 3-star hotel (Lake Hotel Bánk): inside the village, youthful atmosphere, specialized in individual travellers and families, with medium-quality wellness-section, medium price-level, without own land and meditative atmosphere

According to the competition situation, the hotel should find its unique place in the market with emphasizing on the following factors:

1. the peace and grace of countryside at the proximity of the castle ruin of Nógrád as an important cultural heritage,
2. environment-based full panoramic view, intact nature, independent position from the village
3. customized, charming services, premium health care and social care services
4. experience-based, complete rest with eco-touristic, and active programs inside and outside (including programs in Budapest as well) of the hotel, with close cooperation of the village community and with other touristic destinations in West-Nógrád county.
5. development of a unique brand of Nogradicum for slow food, local arts, crafts, know-how and organic food and local specialities.

## 6. SWOT-ANALYSIS

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>▪ Village Nógrád perfect eco-touristic destination</li> <li>▪ Location of the hotel is favourable with great view, clean and untouched environment</li> <li>▪ Village Nógrád has independent attractions</li> <li>▪ Plenty of eco-touristic, cultural and folklore attractions nearby</li> <li>▪ Hotel with its unique, meditative atmosphere can</li> </ul>	<ul style="list-style-type: none"> <li>▪ County Nógrád has until now the lowest results in national tourism (mostly due to lack of sustainable, high quality facilities just like we plan)</li> <li>▪ The destination Micro-region Rétság, and village Nógrád area</li> </ul>

<p>focus on the increasing demand of wide range, mostly wealthy city based public for individual relaxing, yet challenging environment experiences. Hotel activities focus on meditation, environmental consciousness and inspire spiritual and physical recreation.</p> <ul style="list-style-type: none"> <li>▪ Unique, stylish, internationally significant and innovative architectural and design solutions in bio-eco architecture</li> <li>▪ Realizing multi-targeting for individuals, families, incentive travellers, and foreigners</li> <li>▪ Complex, customized service packages for inside and outside of the hotel focusing upon demand on interaction of the local community and the guests as well</li> <li>▪ Flexible and creative management</li> <li>▪ Great chances for winning support on EU-tenders</li> <li>▪ The philosophy of the hotel fits in the concept of national development plans</li> <li>▪ Sustainable and energy-economic operation</li> <li>▪ Unique positioning and competition advantages in the county which is in need of high-quality yet sustainable accommodation and tourism facilities</li> </ul>	<p>known only at narrow circle in Hungary and abroad</p> <ul style="list-style-type: none"> <li>▪ The attractions of the micro-region is not gathered in packages</li> <li>▪ The destination has insufficient communicational and pr activity</li> <li>▪ In the narrow environment of village Nógrád the eco-touristic infrastructure has not been built out yet as it should be (tour-, bike-routes)</li> <li>▪ Because of unknown destination, the hotel at the beginning should allocate a great sum for marketing campaign</li> </ul>
<p>Opportunities</p>	<p>Threats</p>
<ul style="list-style-type: none"> <li>▪ Increasing popularity of wellness-hotels in Hungary</li> <li>▪ Increasing popularity of Northern Part of Hungary among foreigners</li> <li>▪ The Rétság micro-region (where village Nógrád is located) is connected to the popular “Dunakanyar” (Danube Curve Region) – have good chances for winning tenders</li> <li>▪ Bánk (with lake and water stage hosting jazz and other music festival). Co-operation with Hollókő (world heritage folklore site) and Bánk in the marketing campaign</li> <li>▪ EU-tenders’ direction in infrastructural development</li> <li>▪ Co-operating with local government (PPP)</li> <li>▪ Insider tourism is increasing due to the supported travellers-check system</li> <li>▪ Targeting on foreign guests, not yet attracted to</li> </ul>	<ul style="list-style-type: none"> <li>▪ Slow process of building the eco-touristic infrastructure</li> <li>▪ The strong competition of the foreign eco-touristic destinations</li> <li>▪ Sensibilization of local people</li> <li>▪ Human resource problems: yet not many professionals in tourism sector</li> <li>▪ Demographic problem of increasing no. of elderly people in villages</li> <li>▪ Not much marketing done for the region yet</li> </ul> <p><u>What to do to minimize</u></p>



<p>Hungary, yet sensible for sustainable development and environment with a special interest to cultural life both in countryside and Budapest (Budapest airport within 1 hour drive)</p> <ul style="list-style-type: none"> <li>▪ Eco-touristic trademark has brand-value abroad</li> <li>▪ The solvent tourists getting environment-conscious</li> <li>▪ Hungarian Tourism Ltd. eco-touristic campaign inland and abroad</li> <li>▪ Threats could be minimalized with appropriate marketing and pr activity, and there is a good side in not being too much known that there is little competition, great innovative potential, clean environment</li> </ul>	<p><u>threats/weaknesses?</u></p> <ul style="list-style-type: none"> <li>-appropriate marketing and pr activity, joint touristic destination packages</li> <li>-good side in not being too much known that there is little competition, great innovative potential, clean environment</li> <li>-there are EU Funds for attracting young workforce to poor regions</li> <li>-support from local governments is strong</li> </ul>
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7. THE BUDGET FOR CONSTRUCTION INCLUDING PRICE OF LAND AND PLANS IN 2024:

11.625.000 EUR

PRICE OF LAND+PROJECT+ARCHITECTURAL AND BUSINESS PLANS:

1.100.000. EUR

Dear Interested Partner,

Feel free to contact me in English, French or Italian, for further information.

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