Business Plan: GreenEscape – Ecotourism Retreat in Romania









KEY PARTNERS



KEY ACTIVITIES



VALUE PROPOSITIONS

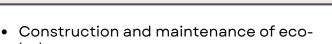


CUSTOMER RELATIONSHIP



CUSTOMER SEGMENTS

- Local farmers, beekeepers, and craftspeople
- Renewable energy and green construction suppliers
- Sustainable tourism associations (local and EU)
- NGOs promoting ecological education
- Travel influencers and sustainability bloggers
- Workaway / WWOOF for volunteers



- Booking management and guest services
- Partnerships with local producers and guides
- Marketing and content creation
- Hosting nature and cultural experiences
- Managing sustainability certifications and audits



KEY RESOURCES

- Eco-lodges and guesthouse property
- Skilled local staff and community artisans
- Renewable energy systems (solar, compost toilets)
- Website and digital booking platform
- Brand identity and marketing assets
- Natural landscape and biodiversity around the retreat

- Authentic and immersive eco-retreat in the Carpathians
- Modern comfort blended with sustainable living
- Personalized nature-based experiences
- Farm-to-table organic cuisine
- Support for the local economy and traditions
- Digital detox and wellness focus
- Unique seasonal experiences (wild foraging, winter hikes, sheep farm visits)

- Personalized guest service with local
- Educational content on sustainability and local traditions
- Storytelling through social media and blog posts
- Community engagement through workshops and volunteering
- Loyalty rewards and referral programs
- Seamless online communication (WhatsApp, Email, IG DM)



CHANNELS

- Direct bookings via official website
- Airbnb and Booking.com listings
- Social media platforms (Instagram, Facebook, YouTube)
- Eco-tourism platforms and forums
- Local and international travel agencies
- Partnerships with NGOs and cultural institutions

- Environmentally conscious travelers
- Young urban adults (ages 25-45) seeking authentic rural experiences
- International eco-tourists (Germany, UK, Netherlands, France)
- Digital nomads and nature enthusiasts
- Companies and wellness groups looking for retreat experiences



COST STRUCTURE



REVENUE STREAM

- Land purchase or lease
- Eco-friendly construction (cabins, guesthouse)
- Solar systems and ecological utilities
- Furniture and natural materials
- Marketing and branding
- Salaries for hosts, guides, and maintenance staff
- Booking platform fees and commissions
- Insurance and permits



- Nightly lodging fees (eco-cabins & guesthouse)
- Guided nature experiences and workshops
- Organic meals and drink packages
- Retreat packages (e.g., yoga weekend, digital detox)
- Branded sustainable merchandise (honey, crafts, soap)
- Seasonal events and educational programs