

Promoting a tourism lighthouse project as a starting point for additional and related tourism marketing initiatives

Example: Development of an old farm estate

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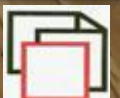
Germany- Thuringia



Initial situation:

The old farm estate was founded in 1505 as a family company for mixed farming, keeping of animals and agriculture, until 1950 (more than 400 years)

- Long time the estate was unused, uninhabited and was a ruin
- Situated in Gera, town with less developed tourism and industry and high rate of unemployment (10- 12 %)
- In 2014 a family purchased the estate
- Private investment = private risk





Primary objective:

- 1) rebuilding , restore the timbered house, buildings, stalls and outside facilities,
- 2) set up horse breeding, set up gastronomy/ guesthouse and other tourism activities

Supplementary ideas and objectives:

- Horse boarding, breeding other animals, dogs.., carriage rides
- Development offers e.g. with horses for disabled people, children, older people, rehabilitation with horses and animals, constitutional therapies
- Development Care Farming, Green Care, organics production, agriculture, events, education offers, sports,



Frame Conditions:

Market situation:

- Tourism is a growth market in Germany, in Thuringia
- Health and sports activities are growth market
- Horse breeding, riding, horse drawn carrying are very popular
- Aid Money for consulting, realization

Other:

- Need permits for construction and business



Strengths:

- Family solidarity, best education, and good local area network
- Good location with beautiful landscape, least competition
- Lot of internal family activities and creative ideas
- Aid money (Fed. State, Germany, EU)

Weaknesses/ Problems:

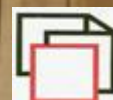
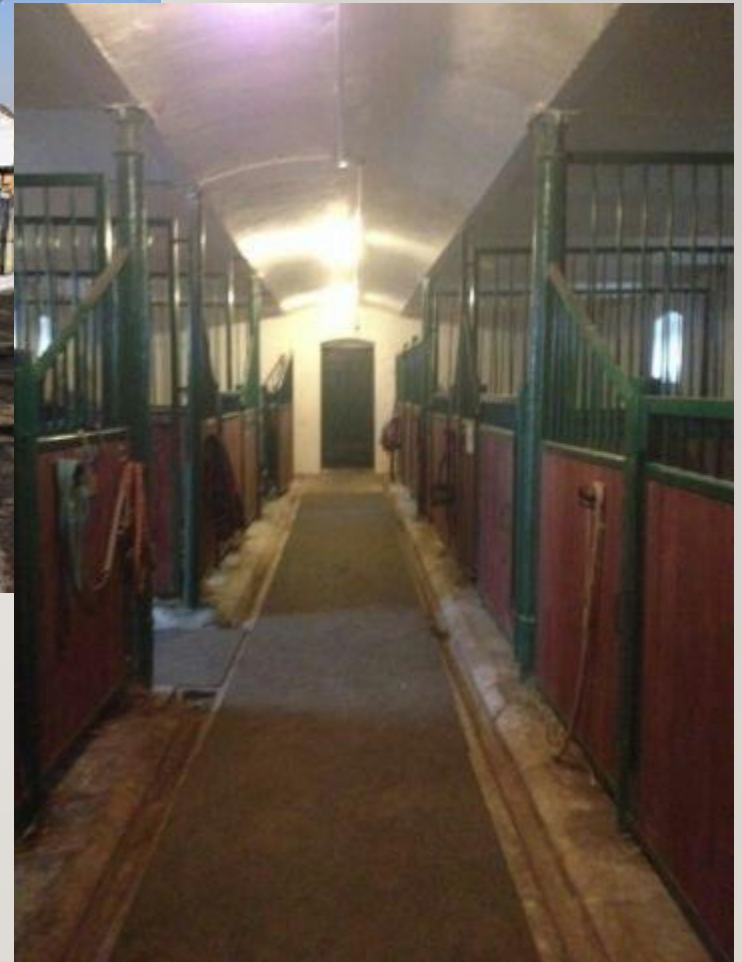
- Listed as historical monument, legal regulation
- Problems with planning permission
- Capital needs app. 750.000,- Euro



Approach:

1. Drafting concept with: analyzing marketing situation, business and marketing planning, finance planning, economic , timetable, calculation of profitability
2. Establishing 2 Start ups: For estate and Business as company split up
3. Building design and construction planning, planning permit
4. negotiations with different financial institutions , application for funds
 - Start of construction – same time: starting first business activities (important for refunding, profitability)
 - **Today: Process is under progress**







Outputs:

- Establishing a tourism start up
- Secure existence, job creation
- Economic effects in the area, taxes, leisure time facilities,
- Attractiveness, using synergies
- Conservation of an old building



Results:

- Partly completed, process under progress (timetable)
- Main problems with the municipality with permits, time for permits,
- Red tape
- Problem: Currently elections and restructuring of administration
- Costs rising
- Networks with other SM: Therapist, Caterer, Farms, Provider ..., NGO,



Transfer:

- Win-Win project for all (but one's own risk, for private investor)
- Improvement of cooperation with administration - One-Step-Agency (Small business, Start Ups, private invest needs more support)
- New Start ups: SBC and Freelancer (e.g. therapist, riding instructor, caterer...)
- Networking

