



idea
**FLOATING ACCOMMODATIONS
 WITH AN OCEAN EXPERIENCE**
 PROTOTYPE WITH INTEGRATED ACTION PLAN

project submitted by:
 PROFIT

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1. WHAT?

Unique accommodation on water, with a glass bottom. The accommodation floats on the water. The accommodation is designed with Zeeland DNA elements and lies at a location that can only be reached at low tide. Due to this, the guest has an optimal experience of the Zeeland DNA.

3. SUCCESS FACTORS

- ▶ Location of the accommodation (a unique spot, where the tides can be experienced)
- ▶ Unique experience for a guest (this experience is available nowhere else in the Netherlands)
- ▶ Design of and materials used in the accommodation (DNA)
- ▶ Level of the facilities at the accommodation and their comfort
- ▶ For the destination Zeeland, a supplemental product offer and, as an innovative destination, an improvement of the image

5. COMMUNICATION

This accommodation will be offered online, by an SME of the touristic industry. A vlogger will be approached, who would like to stay overnight in the accommodation and is prepared to make an online vlog about his/her experience (from a workshop with consumers it appeared that especially a young couples orient themselves via vloggers, about a destination, something that they do not do via standard promotion channels, such as the VVV Zeeland). Also via the website of VVV Zeeland.

2. ASSETS & PROFITABILITY

- ▶ The guest gets a unique experience, which fits with the typical characteristics and the DNA of Zeeland. Beyond that, the guest gets to experience the working of the tides.
- ▶ The SME gets a new and unique product, which fits the DNA of the region. This accommodation would supplement the existing product offer.
- ▶ With this, the SME is able to attract new target groups, and it can respond to the wish of a guest, to stay overnight at a unique location.
- ▶ The SME also obtains an accommodation, which is also available in the pre- and post-season (extension of the season).

4. PARTNERS

- ▶ SMEs in the touristic sector (accommodations)
- ▶ Municipalities (agreement of zoning authorities)
- ▶ Nature organizations
- ▶ Water Board (permission)
- ▶ Dutch Tourism Associations (VVV) / promotion channels



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6. FOR WHOM?

Primary target group: Young couples without children.

7. HOW DOES IT WORK?

- ▶ Those who are interested in this type of accommodation will make a call to a touristic SME company.
- ▶ Preparation of a design, together with an architects team and designers.
- ▶ Discussion of the design with the municipality and the other governments authorities, with regard to a choice of the location, and in case of an agreement by the municipality, start of the implementation.
- ▶ When the accommodation has been completed, it will be offered online to possible guests.

8. TIMING

- ▶ In the Autumn (Oct/Nov) of 2018, Impuls Zeeland/Know-how Centre for Coast Tourism, will organize a master class on the topic 'Special overnight accommodations', during which the idea for a floating accommodation will be worked out in greater detail, in cooperation with entrepreneurs and architects.
- ▶ On the basis of the results of this master class, the feasibility and subsequent steps will be determined.

9. CHALLENGES

- ▶ Approval of government authorities and nature organizations, for the realization of the accommodation at a certain location.
- ▶ Architectural design: Is a floating apartment with a glass bottom feasible, in combination with the working of the tides.
- ▶ Possibly too high investment costs and an unprofitable business case for SMEs.

10. FINANCIAL

- ▶ Investment and exploitation costs for an SME
- ▶ Guests pay a price (to be determined in detail) for the overnight stay

11. MONITORING & MEASURING

- ▶ Number of realised apartments
- ▶ Number of bookings made
- ▶ Measurement of the satisfaction of guests (by means of a survey)
- ▶ Satisfaction survey of SMEs (by means of a discussion)