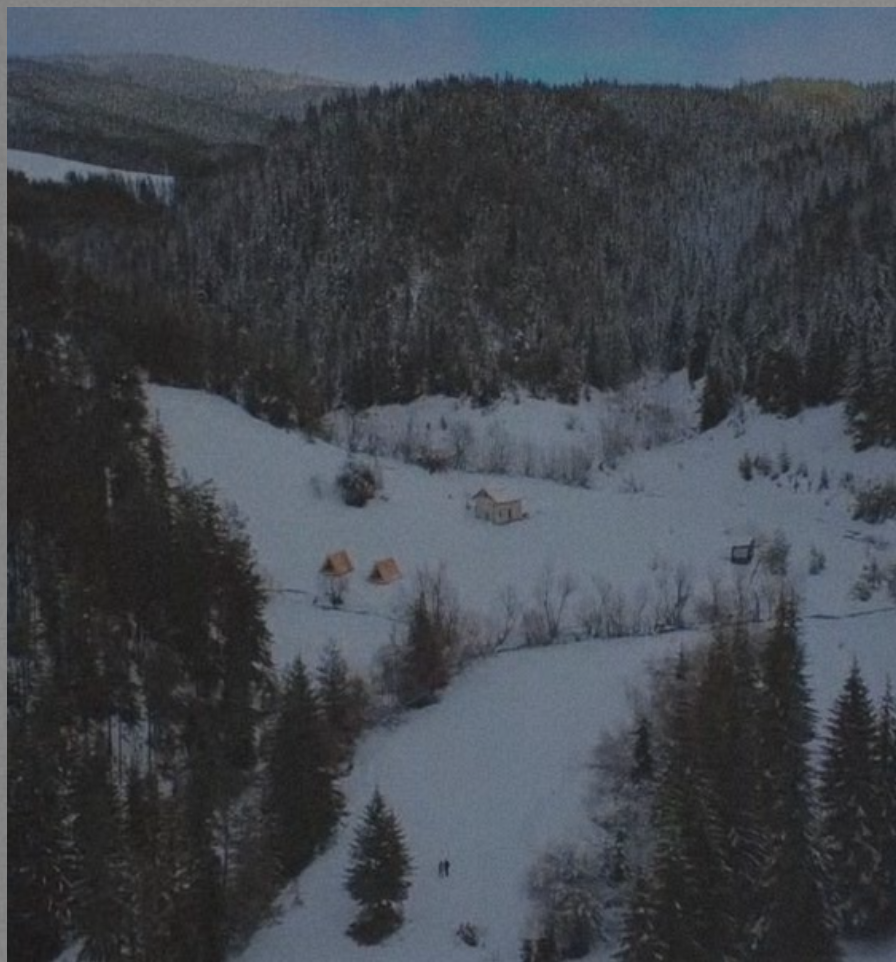




**13 NEW A-FRAMES,
1 CABIN & 1 STONE HOUSE.
36 BEDS. ALL AMENITIES.
1450M ABOVE THE GROUND.**





DRIFT & DWELLS
HANDCRAFTED STORIES.



LUXURIOUS STAY



**AN ENTIRE VALLEY AS
YOUR PLAYGROUND**



**HISTORIC
BUILDING**

SEAMLESS ARCHITECTURE



13 A-FRAMES





20,000 M² OF LAND & ROOM FOR EXPANSION
A ONE-OF-A-KIND PROJECT WITH EXCLUSIVE PERKS.



You did it, Jose—
you're a Superhost!

Total Potential Revenue

(Best Case Scenario – 80% occupancy + strong activity bookings)

 **Accommodation €239,440 /year**

 **Horse Riding (5 rides/week) €13,000 /year**

 **ATV Rentals (10 hours/week) €39,000 /year**

 **Jeep Safari (3 rides/week) €10,920 /year**

 **Grand Total (Max Potential): €302,360 per year**

Statistically, reaching €308,520 per year places The Valley well above the average revenue for accommodations in Bulgaria. Let's break it down:

Industry Comparison:

- Total projected revenue (2028): ~€1.6 billion
- Total accommodations (estimated): ~69,130 bedplaces
- Average revenue per bedplace: €23,140/year
- Your projected revenue: €308,520/year
- Beds at The Valley: 40+

Since The Valley has 40+ bed spaces, this equates to €7,713 per bed annually ($€308,520 \div 40$ beds). That is lower than the national average per bed (€23,140), which means your projections are actually realistic and conservative compared to hotel benchmarks.

Statistical Likelihood:

- Larger hotels and resorts in major tourist destinations like Bansko, Sofia, and Sunny Beach easily surpass this figure.
- Boutique and eco-lodges in high-demand areas (e.g., mountain lodges near Bansko) can also achieve this if marketed well.
- 91% occupancy at your existing Airbnb suggests strong demand, making your numbers more plausible.

Key Factors for Success:

1. **Occupancy Rates:** If you hit 50-80% occupancy, you are well on track.
2. **Activities Revenue:** If accommodation falls short, ATVs, horse riding, and safaris will bridge the gap.
3. **Marketing & Booking Strategy:** Leveraging Airbnb Superhost status + direct bookings will help sustain high rates.

Verdict:

 Your target revenue is ambitious but not unrealistic. If marketed and managed well, The Valley can easily fall within the top 10-20% of accommodations in Bulgaria in terms of earnings. 



You did it, Jose—
you're a Superhost!

THE VALLEY: A SECLUDED GLAMPING ADVENTURE

INVESTMENT OPPORTUNITY

1. EXECUTIVE SUMMARY

The Valley is a unique glamping retreat located in a private forested valley in Bulgaria. Combining 13 A-frame cabins, a luxury cabin, and a 400-year-old stone house, The Valley offers adventure, seclusion, and comfort. Guests can enjoy activities like **horseback riding**, **ATV tours**, and **jeep safaris**, or simply escape into nature's tranquility.

The project builds on the success of the founder's current Airbnb glamping business, which has maintained a **91% occupancy rate** and earned **Superhost** status.

With 70% of the construction complete, funding is required to finalize amenities, utilities, and additional cabins.

FUNDING GOAL: €50,000

COMPLETION TIMELINE: JUNE 2025

PLANNED OPENING: HIGH SEASON SPRING/SUMMER 2025

DRIFT & DWELLS
HANDCRAFTED STORIES



2. MARKET OPPORTUNITY

Proven Local Demand

Bansko, located near The Valley, is one of the most popular tourist destinations in Bulgaria, attracting over 362,000 visitors in 2023. **Lonely Planet** ranked Bansko among its Top 10 Best in Travel 2025, highlighting its appeal to international travelers. The area offers year-round activities, from skiing to hiking, which complements The Valley's glamping and adventure-based offerings.

TARGET AUDIENCE

International Travelers:

- Adventure-seekers and eco-tourists from Western Europe, Greece, and Romania.

Local Travelers:

- Bulgarian families and couples seeking a nature retreat.

Corporate Clients:

- Companies looking for team-building retreats and off-site experiences.

Competitive Edge

The Valley offers a rare combination of adventure activities and premium accommodations, unlike standard guesthouses or hotels in the region.

Tailored packages for corporate retreats and exclusive adventure experiences set it apart.

PROJECTED REVENUE



Historic

Occupancy
Rate

Nights
Booked/
Month

Nightly
Rate
(€)

Monthly
Revenue
(€)

Annual
Revenue
(€)

80%

192

€200

4,800

57,600

50%

120

€200

3,000

36,000

30%

72

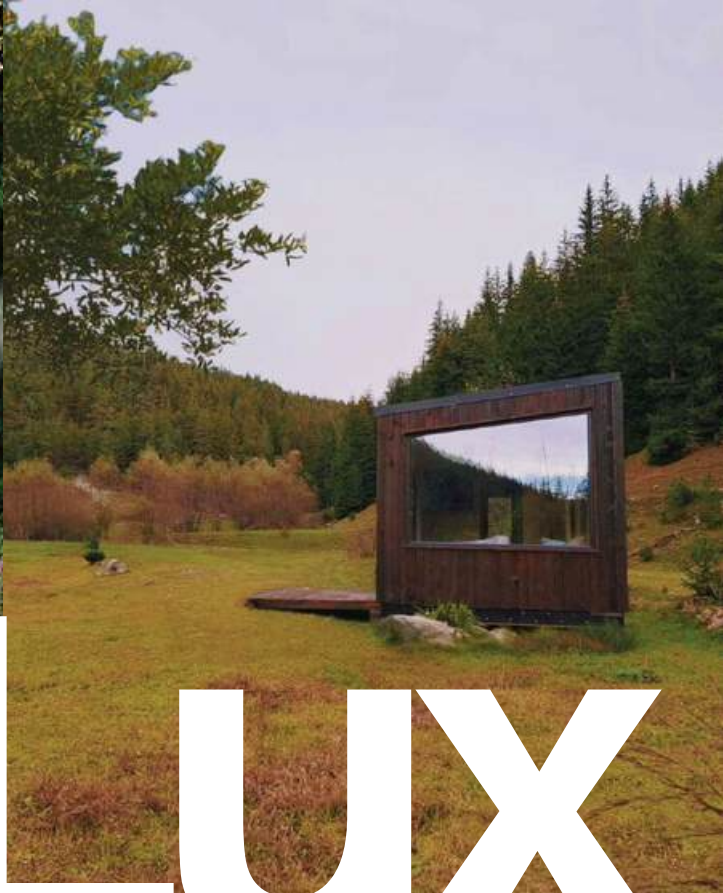
€200

1,800

21,600

Building





LUX

Occupancy
Rate

Nights
Booked/
Month

Nightly
Rate
(€)

Monthly
Revenue
(€)

Annual
Revenue
(€)

80%

24

€100

2,400

28,800

50%

15

€100

1,500

18,000

30%

9

€100

900

10,800

Cabin





1/13

Occupancy
Rate

Nights
Booked/
Month

Nightly
Rate
(€)

Monthly
Revenue
(€)

Annual
Revenue
(€)

80%

24

€40

960

11,520

50%

15

€40

600

7,200

30%

9

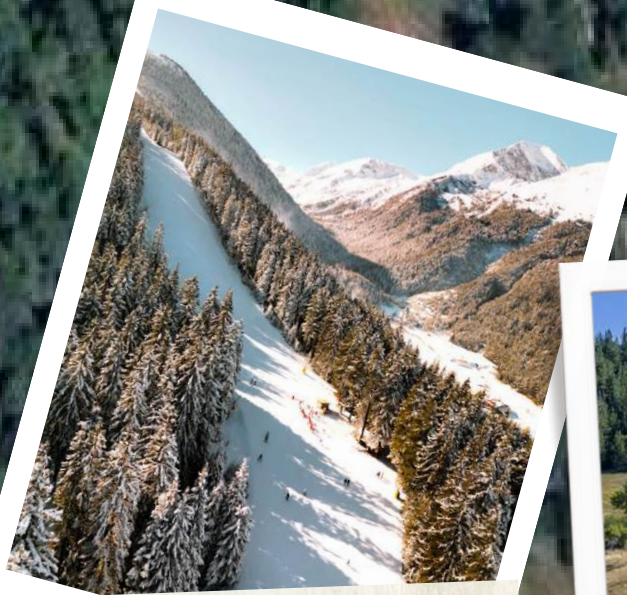
€40

360

4,320

A-Frame





NEAREST SKIING
35 MINUTES



MOUNTAIN BIKE ROUTES
ON THE VALLEY



GUITAR

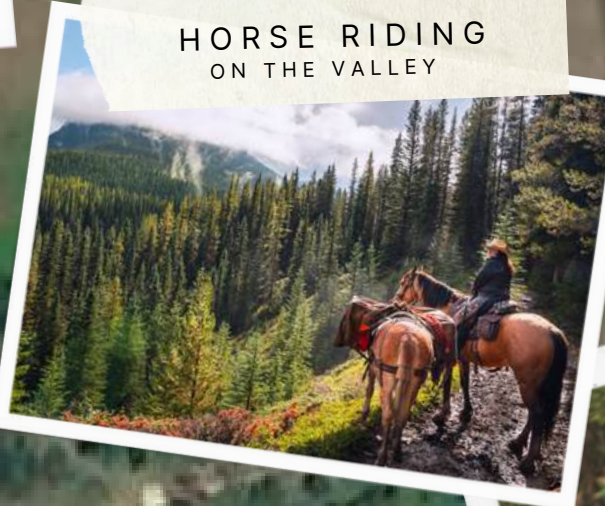
BALKANS' HIGHEST
INHABITED VILLAGE
1 KM AWAY



THE VALLEY

Drift & Dwells

HORSE RIDING
ON THE VALLEY



ATV RIDING
ON THE VALLEY



MINDFULNESS



Atv

€75 per hour (single rider or with passenger)

Occupancy Rate	Nights Booked/ Month	Nightly Rate (€)	Monthly Revenue (€)	Annual Revenue (€)
80%	24	€40	960	11,520
50%	15	€40	600	7,200
30%	9	€40	360	4,320



Horse Riding

€50 per ride (1-hour ride per person)

Occupancy Rate	Nights Booked/ Month	Nightly Rate (€)	Monthly Revenue (€)	Annual Revenue (€)
80%	24	€40	960	11,520
50%	15	€40	600	7,200
30%	9	€40	360	4,320



Jeep Safari

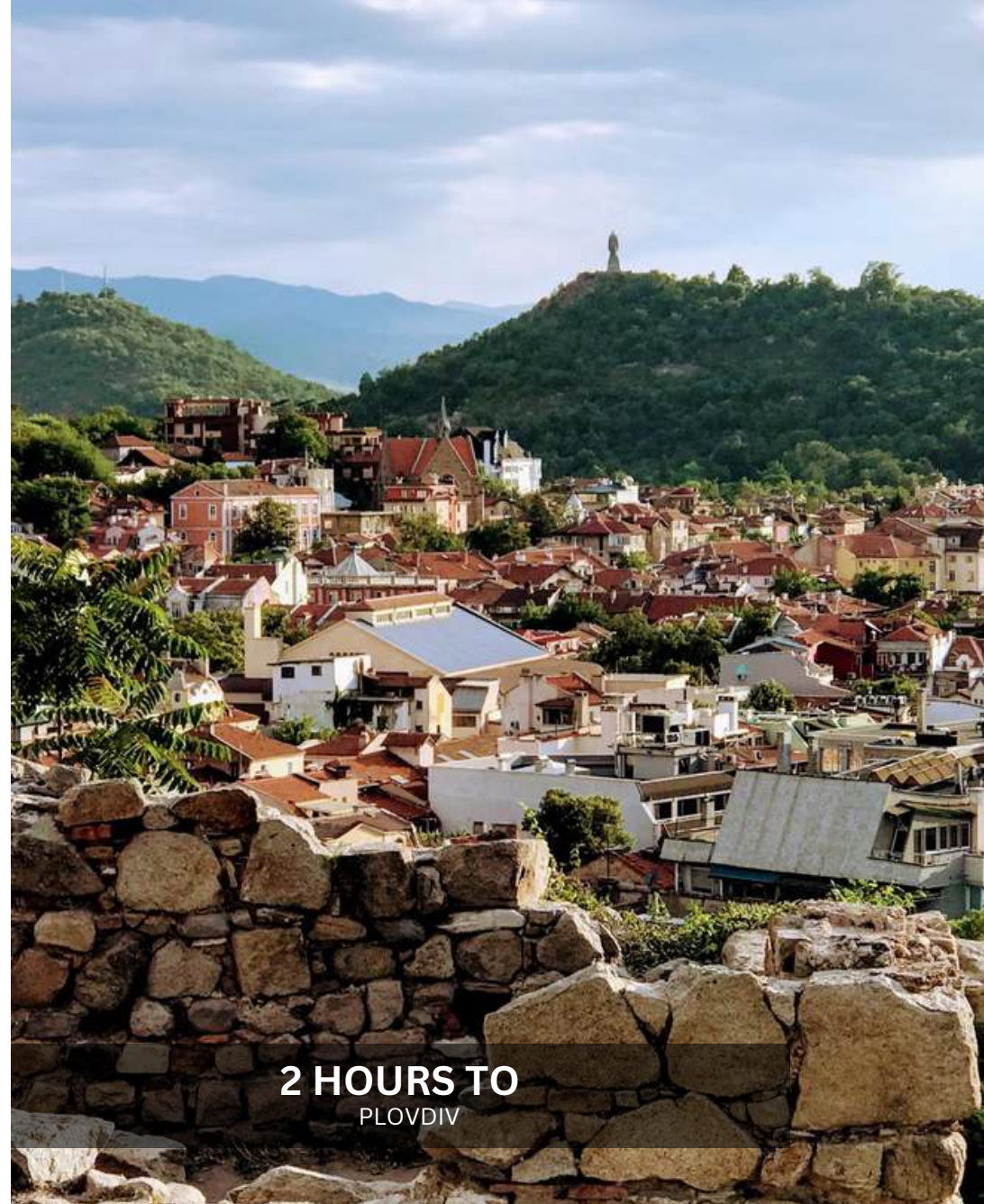
€70 per trip (2 people per trip, 1-hour ride)

Occupancy Rate	Nights Booked/ Month	Nightly Rate (€)	Monthly Revenue (€)	Annual Revenue (€)
80%	24	€40	960	11,520
50%	15	€40	600	7,200
30%	9	€40	360	4,320

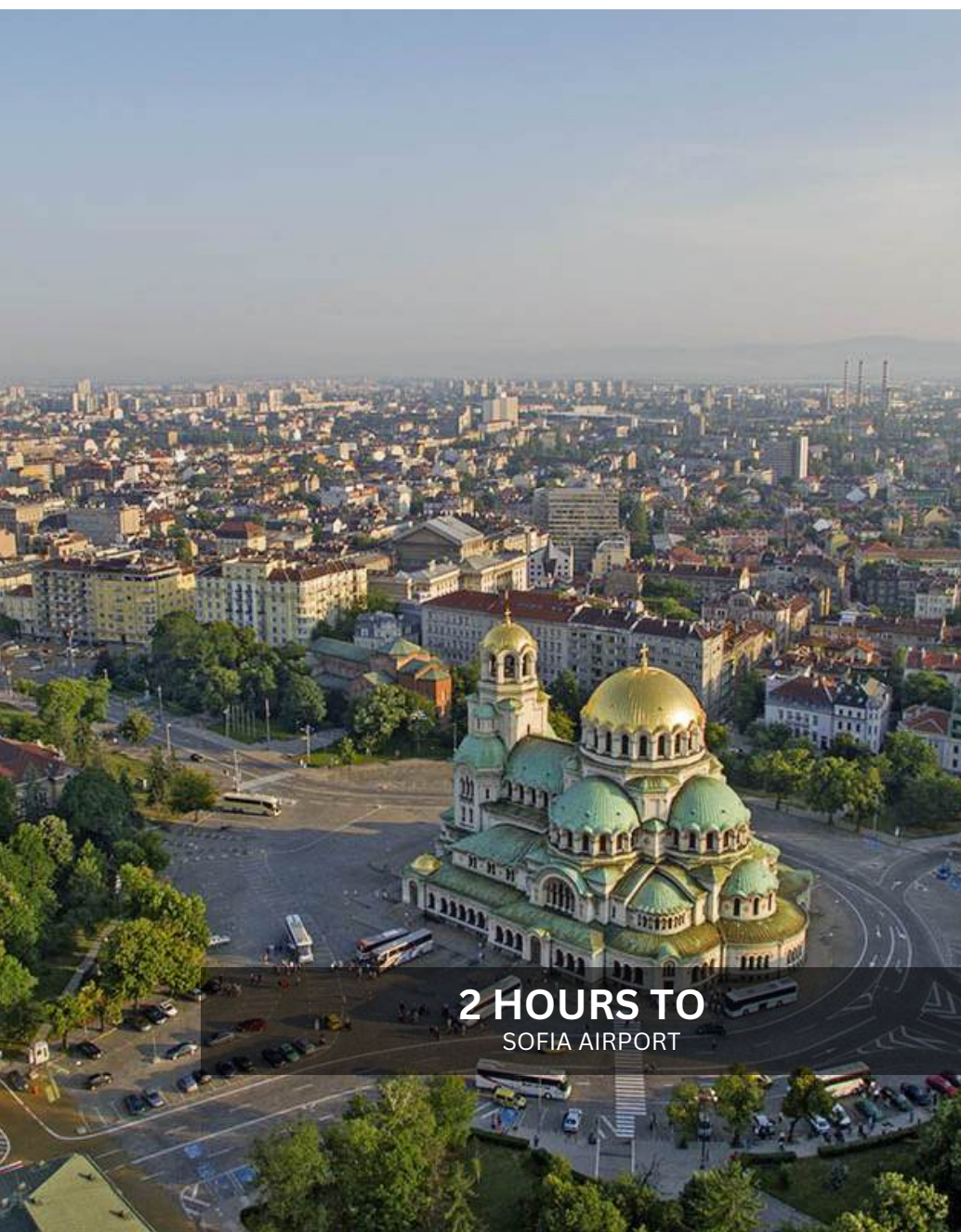




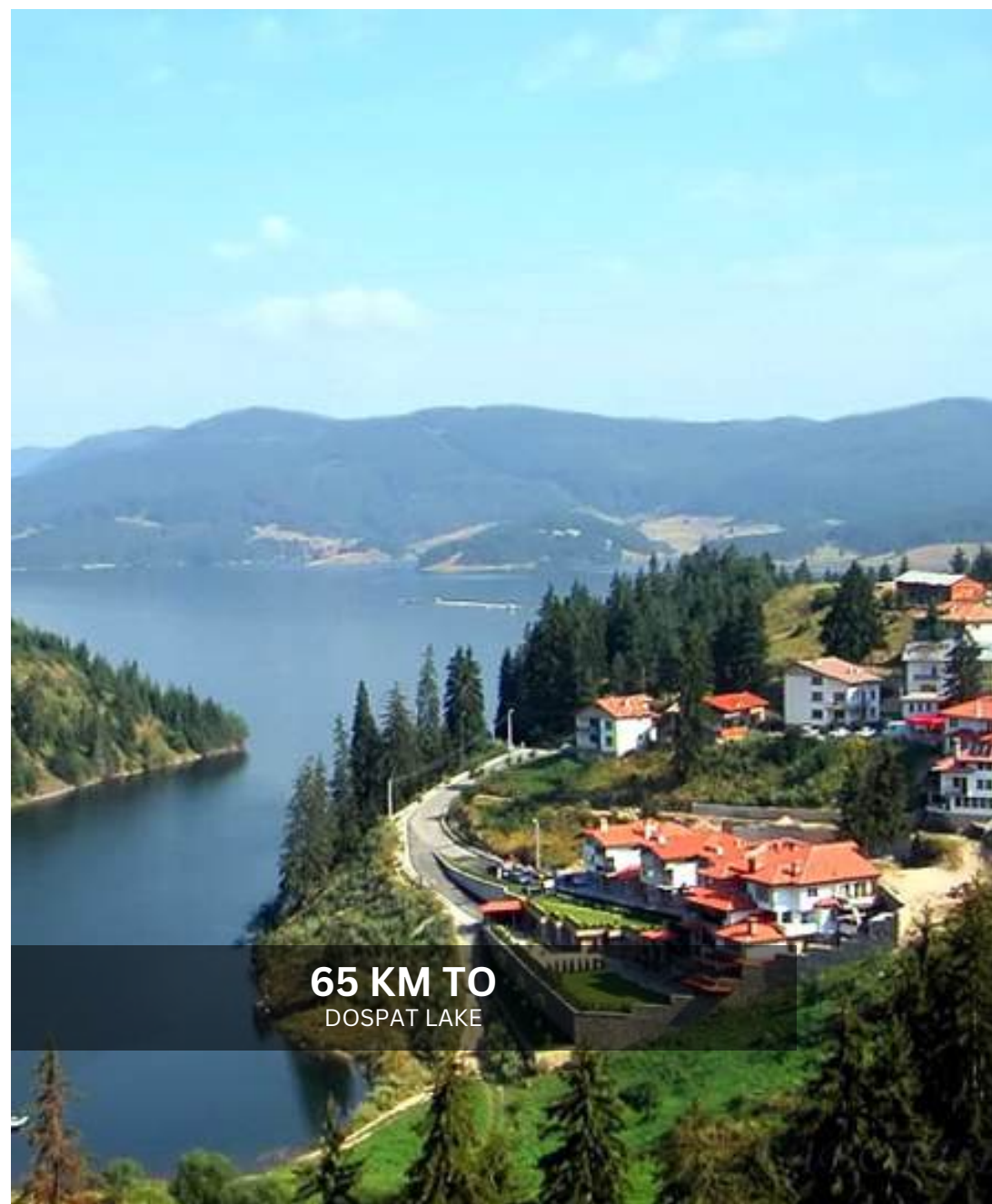
35 MINUTES
BANSKO (30 KM)



2 HOURS TO
PLOVDIV



2 HOURS TO
SOFIA AIRPORT



65 KM TO
DOSPAT LAKE



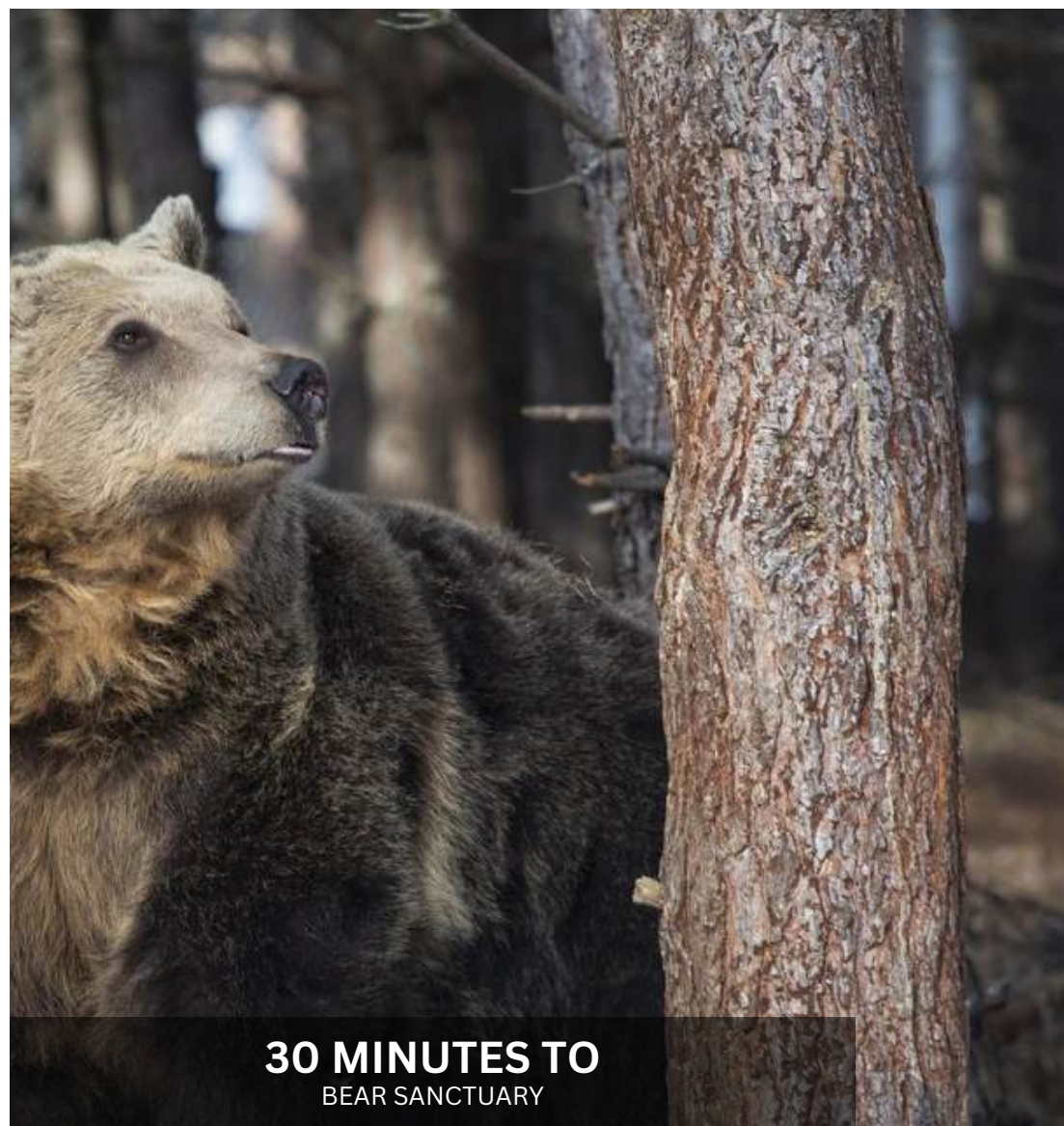
15 MINUTES
NATURAL HOTSPRINGS



20 MINUTES TO
EUROPE'S LAST AUTHENTIC MOUNTAIN TRAIN



1 HOUR TO
RAFTING CENTER



30 MINUTES TO
BEAR SANCTUARY