



service line

destination services

assignment

business plan for a planned greenfield mountain destination in the Western part of Ukraine

client

confidential (private investor)

estimated investment

~ EUR 75 million (development phase 1)

about the project

The project initiator plans the development of a new greenfield mountain destination in the Western part of the country. The future destination will be located in the Carpathian mountain range, which reaches altitudes up to 2.000 m in Ukraine.

client needs

The client previously assigned an engineering consultancy to determine the potential of the project territory for the development of a modern mountain destination from a technical point of view. In a second planning phase a business plan should determine the necessary elements of development phase 1 for the project in order to be considered an attractive and appealing year-round tourism destination (e.g. ski slopes, restaurants, accommodation facilities, tourism infrastructure) and should identify the best possible development/investment model from an economic point of view.

services delivered

Based on an initial field trip to the project territory with site visits and interviews and the existing technical report, a detailed business plan was prepared by PKF to provide the client with a clear understanding about the feasibility of the project from an economic point of view. Furthermore concrete recommendations for the future branding, marketing and enlargement of the mountain destination were provided. During and at the end of the project, the current status of the report was presented to and discussed with the client.

destination services