




Photo by Vilaan.ro


The first adventure park in Romania, a successful partnership between private investors and local public authorities. The adventure park is an outdoor sports and leisure activity centre located in the forest. Its success is defined by its own funding, from tickets and subscriptions sold.

COMPANY IDENTITY





	Parc Aventura Brasov	Name
	Romania	Country
	www.parc-aventura.ro	Web site
	2007	Starting year
	300,000€ (2015)	Annual turnover
	Mature/Stable	Current status
	Local	Market scale
	Direct markets	Market-based instruments
	Certification according to European standards for security in construction and mining (EN-15567-1 and EN-15567-2)	Awards

FROM IDEA TO BUSINESS

 Adventure Park Brasov is the first example of an adventure park, in a forest, in Romania. It is an excellent example of successful collaboration between a small group of investors and local authorities who were the primary stakeholders involved in its development. The park highlights the capacity of entrepreneurship of both investors and local authorities. The park is not a start-up anymore, however, it proves the importance of innovation beyond start-up phase through its success and can provide more information in the long term (since 2007) on how the surrounding area has been developing. This initiative was launched in 2007 by Monkey Business-Adventure Park SRL in partnership with Brasov municipality, to promote ways of combining nature conservation and sport-for-leisure. Adventure Park is a way to spend time with family and friends doing outdoor recreational activities. Brasov Adventure Park has 15 walking trails of progressively increasing difficulty, all of them are located within the forest and each has a corresponding trail colour. The park provides all necessary activity and safety equipment, which promotes the activities further. Adventure Park Brasov means adrenaline, adventure and fun, concentration, safety, strength and energy.

 Part of the revenue is reinvested within the initiative or in additional activities. For example, the company reinvested in building another facility near the adventure park: "Great Tiroliana over Lake" - a flying fox over Noua Lake, located in the vicinity. The zip-line is 307 meters in length overall, 200 meters of which is suspended over a lake.

ACTORS INVOLVED

	Mix public-private	Promoters
	Mix public-private	Developers
	Private (Monkey Business-Adventure Park Brasov)	Investors
	Public: <ul style="list-style-type: none"> • Forest owner (Municipality of Brasov from 2007) • Forest manager (forest company Kronstadt from 2007) 	Other actors

IMPACTS



positive: increased visibility.

Social

positive: job opportunities

Economic

positive: improvement of recreational services. Better use of local resources through the creation of specific leisure facilities in nature.

Environmental

negative: reducing ecosystem quality, increasing traffic, especially in weekends.

positive: a successful partnership between private investors and local public authorities.

Institutional

MAIN WEAKNESSES



National and local infrastructure - there is no airport in Brasov and there are no motorways connecting Brasov to other cities/airports.

FUTURE DEVELOPMENTS



The park was developed in a continuous way over time, from 8 initial trails to the 15 available today. They have also developed additional attractions, like the "Great Tiroliana over Lake" and "Close your eyes and jump" (Dedicated ladder-climb 16 meters high). The entrepreneurs are considering the possibility to open similar facilities in other parts of the country.