

OLIVINEA

VOLCANO SPORT RESORT

Presentation elaborate



OLIVINEA

VOLCANO SPORT RESORT



VOLCANIC LAND OF
SPORT IN POMURJE

Grad na Goričkem
SLOVENIA

SHORT DESCRIPTION AND PURPOSE OF THE INVESTMENT

2 - 6

ANALYSIS OF THE LOCATION AND CURRENT SITUATION

8 - 10

TOURIST MARKET TRENDS

11

TYPES OF TOURISM

11 - 13

DESCRIPTION OF THE TOURIST COMPLEX

14 - 16

FINAL THOUGHT

17



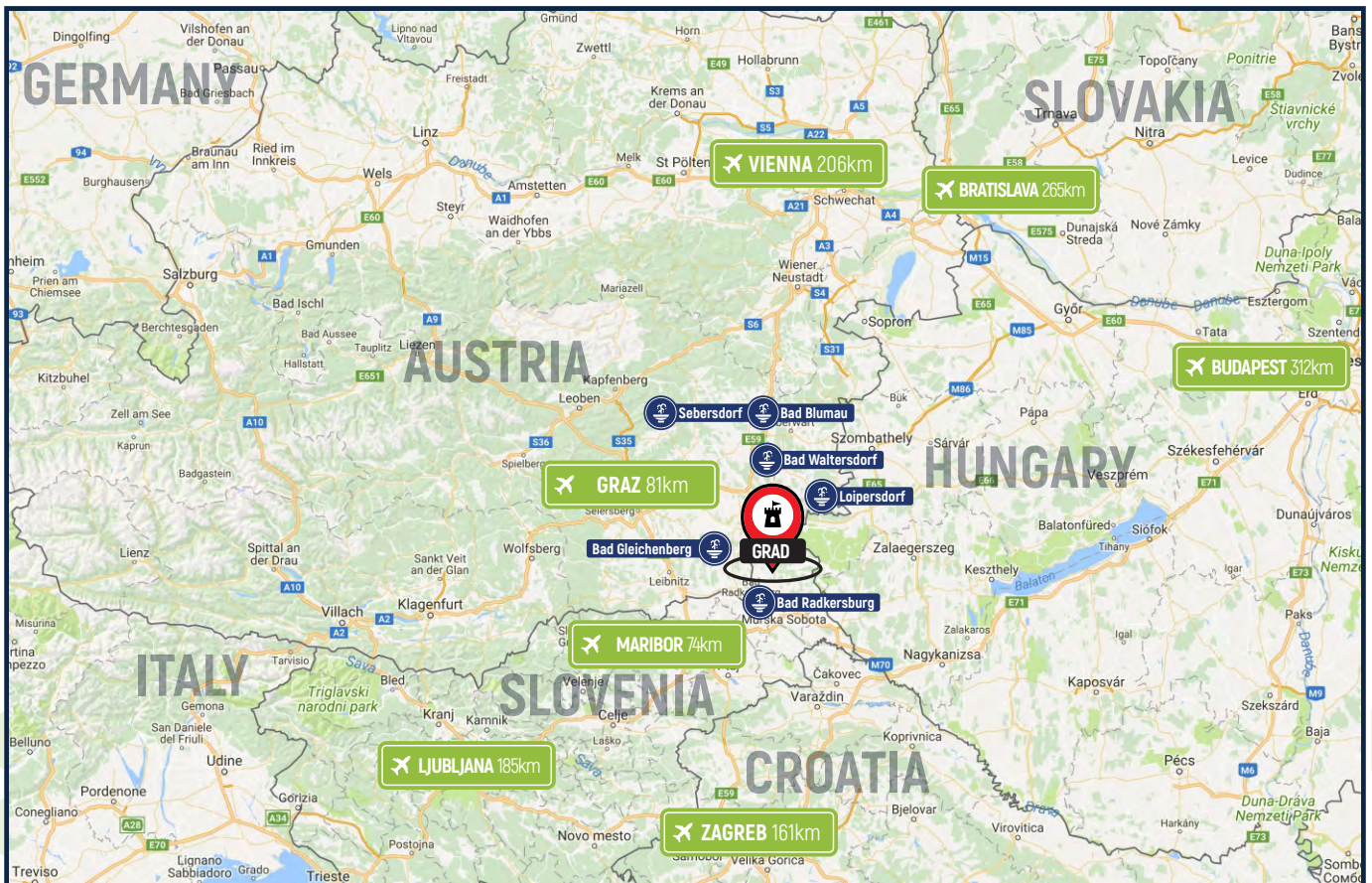


Short description and purpose of the investment

As evident from history, the semi-precious stone Olivine was the favourite jewel of the Egyptian queen Cleopatra.

The Olivinea Volcano Sport Resort investment will be implemented in the town Grad in Goričko, in the volcanic land of Pomurje. The area is located in the protected trilateral nature park of Slovenia, Austria and Hungary, which forms the first trilateral park in Europe. The town Grad is known for its largest castle in Slovenia and the adventure park Vulkanija. This area is also known for its youngest volcanic rock, which contains the remains of the semi-precious stone Olivine. This is also the origin of the resort's name. The volcanic ridge extends from Slovenia to Austria, where the area is named Vulkanland, and it is the place of the well-known Austrian spas: Bad Radkersburg, Bad Gleichenberg, Loipersdorf, Bad Blumau, Bad Waltersdorf and Sebersdorf.

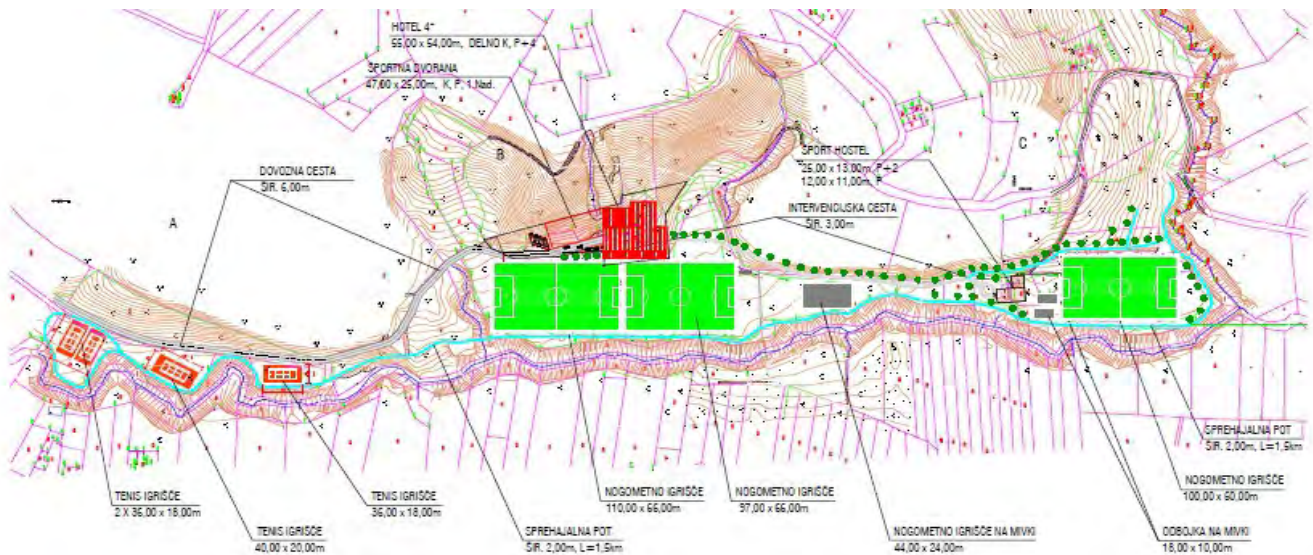
From the geographical point of view, Olivinea, the Volcano Sport Resort is the center of Europe. From all the major cities of the surrounding countries, it is at a distance of 200 km: Ljubljana, Vienna, Bratislava, Zagreb, Budapest. The closest airports are Maribor and Graz, at a distance of approx. 80 km.



The land, intended for the investment, is the size of approx. 130,000 m², in length of 1,750 m and passes along the volcanic ridge next to the village's stream. It is a partly flat, but mostly rugged wavy relief of the south, and mainly western position. The location is positioned in a protected natural area where green and eco-tourism is suitable in connection with sports.



The entire area is intended for tourist construction. It has already obtained the building permit for three football stadiums. The area is intended for constructing a park and landscaped walking trails, jogging trails, tennis courts, beach volleyball courts as well as for building a “motorik” and adrenaline park.



7.000 m² are intended for the construction of a larger hotel building with a sports hall, an additional 10.000 m² of land is intended for infrastructure facilities and car parks.



Area of
hotel complex:

approx. 7.000 m²

Additional area for
infrastructure facilities:

approx. 10.000 m²

The second, smaller area in size of approx. 500 m², is intended for the construction of a sports hostel, and is located in the center of the entire premises.



According to its best efficiency as well as provided natural options, the mentioned land is planned to have an adapted architecture into the volcanic hill. The most suitable option is the construction of a tourism and sports resorts, for which the concept plans have already been made. It includes two hotels and simultaneously presents the maximum possible building of the land:

- 1 a 4-star hotel is planned to offer 90 rooms in the central building with a thermal pool, wellness center, fitness room, convention center, a restaurant, a multi-purpose sports hall, health and physiotherapy services, etc.





- II *a hostel with 20 rooms intended for athletes. This hostel is going to be located on the other side of the premises, which is distanced from the central 4-star hotel. It is intended for recreational and professional athletes.*



- III *a sports park: 3 football stadiums, tennis courts, beach volleyball, “motorik” and adrenaline park, jogging trails with fitness stations, a water biotope, walkways and a landscaped park. The nearest golf course: Moravske Toplice, Radenci, Ptuj, etc.*





The entire project is supported by the Directorate for tourism of the Republic of Slovenia and the municipality Grad, which is also evident from the letter of support for the project.

For the area Prekmurje, Slovenia has gained favorable tax credits which encourage further investments in this area. Grants by the European Community, which are intended for tourist development and the overall development of the local area, will also contribute to the implementation of the project. In the case of applying for tenders we are going to cooperate closely with the municipality, which will allow us to achieve better results. We expect coverage of the investment with grants in the amount of 40%-50%, which is a realistic estimate based on previous experience.



In cooperation with:



REPUBLIKA SLOVENIJA
MINISTRSTVO ZA GOSPODARSKI
RAZVOJ IN TEHNOLOGIJO



OBČINA GRAD





A detailed presentation of the investment

OLIVINEA
VOLCANO SPORT RESORT



Analysis of the location and current situation

Goričko is a hilly landscape, which lies in the far north-eastern part of Slovenia between the river Mura and Raba (Pomurje), at the tri-border area between Austria and Hungary. The territory of Goričko includes the following municipalities: Cankova, Dobrovnik, Gornji Petrovci, Grad, Hodoš, Kobilje, Kuzma, Moravske Toplice, Puconci, Rogašovci and Šalovci.

Among the picturesque landscape of north-eastern Slovenia stretches the municipality Grad. It lies in the western part of Goričko, which is an integral part of Prekmurje.

The municipality Grad occupies

37,4 km² and 7 villages:

- Doljni Slaveči
- **Grad**
the oldest and largest settlement of Goričko
- Kovačevci
- Kruplivnik
- Motovilci
- Radovci
- Vidonci

In the municipality lives

approx. 2.400 inhabitants



The area of the municipalities of Goričko has already been inhabited in the younger Stone Age. The following archaeological findings testify to these facts: undrilled molded and flat flanged axes in Puconci and hammer-axes in Prosenjakovci and Puconci. A bronze necklace was found from the era of cremation cemeteries in Pertoča.

Today, residents are predominantly engaged in agriculture for their own use, there are also some chicken and pig farms, the majority however is employed in Murska Sobota, neighboring Austria and elsewhere abroad or search for seasonal work across the border at nearby villages.



The municipality has a good infrastructure with all the relevant institutions:

- | | | |
|---|---|---|
| the municipal administration with a cultural hall | hair saloon | 24/7 gas station with a manual car wash |
| post office | florist | home depot store with construction material |
| registry office | dental clinic | store with agricultural machinery |
| Grad primary school | bank | football pitch |
| kindergarten | branch office of the insurance company Triglav | dog agility range |
| pharmacy | several restaurants | grocery stores |
| health center | presbytery and a pilgrimage church (Church of the Assumed Mary) | |

The Goričko nature park belongs to the protected area of the regional park. The regional park is an area with an intense quality and long-lasting intertwinement of man with nature, which has great ecological, biodiverse and regional value. In the area of Goričko in January 2004, the Government of the Republic of Slovenia established the Public Institute Goričko Nature Park with its headquarters in the largest castle in Slovenia near town Grad, which also operates the Goričko Nature Park. For several years, the European Union has been developing a network of specially protected Natura 2000 sites that help protect habitats of endangered plant and animal species. By integrating into the network of protected areas of Natura 2000, the rich nature of Slovenia will become part of a common European heritage. The preserved areas raise our concern for the environment, including clean drinking water and offer the opportunity and possibility for the development of ecotourism in Slovenia. The Goričko Nature Park, together with the National Park of Stražna krajina (Örség) in Hungary and the Raab Nature Park in the Austrian Burgenland, form the first trilateral nature park of Europe.

The relief consists of the youngest tertiary sediments, which are the remains of the former Pannonian Sea. The basaltic tufa rock is the remain of the volcanic activity near Goričko. The center of volcanic activity was on the Austrian side, while larger deposits are found in the immediate vicinity of the settlement Grad. The most famous semi-precious stone, which can be found in the volcanic

remains in Grad na Goričkem, is OLIVINE, from which the name of the Vulcano Sport Resort, OLIVINEA was coined. As evident from history the semi-precious stone Olivine was the favorite jewel of the Egyptian queen Cleopatra.





The last volcano erupted 3 million years ago in the area of today's Slovenia in the vicinity of Grad na Goričkem. The volcano was awakened again in the Adventure Park Vulkanija, in the center of the town Grad, where it is possible not only to observe it, but also literally experience its outbreak.



ADRENALINE PARK VULKANIJA

In town Grad the largest castle of Slovenia is located, which is an attraction for both foreign and domestic tourists. The most important and most beautiful part of the castle was the southwest side, where there was a residential part with a glass terrace, in front of it a beautiful flower garden with a pond and a well, that still stands today.



THE BIGGEST CASTLE IN SLOVENIA IN GRAD NA GORIČKEM

Mineral water springs originate in the western part of Goričko. The Slatina spring in Nuskova is used by people from the nearby and distant surroundings every day.



Tourist market trends

POMURJE REGION AND GORIČKO

The tourist offer of Goričko was modest until recently. Since tourism has a potential for development in this area, tourist societies began establishing in Goričko, in order to take care of the entire image of the places and contribute to the development of local social activities.

The local home-made craft carries a rich tradition. The following activities are partially preserved:

- *pottery,*
- *thatching,*
- *handcrafted brooms (birches, sorghum),*
- *handcrafted remenks* (*traditional Easter eggs),*
- *blacksmith,*
- *beekeeping and handcrafted gingerbread,*
- *handcrafted toys from wool,*
- *handcrafted clay hearts,*
- *handcrafted crocheted napkins and baskets,*
- *souvenirs,*
- *handcrafted candles and products from beeswax and beekeeping,*
- *weaving.*

Farm tourism or agritourism hold great potential in Goričko, since the area is well preserved for a "healthy, nature-friendly" way of food production and "eco" tourism. An unspoiled cultural landscape and natural potential make it possible to attract more demanding tourists. Such forms of tourism are tourist farms, excursion farms and wineries.

Such forms of tourism could develop more successfully by adding sports offers and spa tourism in the nearest area, which would also be possible by the planned hotel and sports complex. Such an extension of the offer, by the sports and wellness center, would only additionally promote tourism in rural areas.

Types of tourism

The location is positioned in a protected natural area. For the sustainable development of nature protected areas the most suitable is the so-called **alternative tourism**, as opposed to mass tourism. In this connection, the following terms also apply: "soft tourism", "green tourism", ecotourism, and others. We also frequently add **sports and recreational tourism** to alternative tourism, which will be enabled by the sports-based infrastructure project and will include various sports areas in addition to sleeping accommodation, which will be intended for professional athletes' preparations and also for the recreation of all other tourists.



The interest in this kind of tourism is increasing because of the growing orientation towards nature and the concern for well-being.

In the scope of the planned tourist complex, in cooperation with local institutions and within the established conditions, we are going to develop and contribute to the following forms of tourism:

- **Sport resort** will possess all the properties in order to arrange preparations for professional athletes, since it will offer enough sports fields and connecting sports activities needed for professional athletes' preparations;
- **Sports and Tourism** (tourists have the opportunity to attend various activities during their vacation (football, basketball, volleyball, tennis, etc.) and in doing so develop the following forms of tourism: sports tourism in rural areas (rafting, parachute jumping, canoeing); hunting, horseback-riding, cycling; Hiking tourism; tennis;
- **Rural Tourism** (tourists staying at the hotel will be introduced and encouraged by hotel staff to participate in various activities related to agriculture, not only those on farms);
- **Medical Tourism** (a type, in which the tourists during their visit attend health or health-related programs at a particular place - applies to both guests of the hotel complex, as well as external guests that will be on vacation in the vicinity and for the surrounding inhabitants);
- **Professional Tourism** (conferences, seminars, exhibitions, fairs, etc.);
- **Tourism Linked with Culture** (A vacation that focuses on connecting, meeting and enjoying the cultural image of tourist sites and a variety of cultural events and activities)
 - Visiting museums, archaeological sites, historical sites, galleries, traditional settlements, monasteries, natural areas of extraordinary beauty, buildings of special architectural characteristics
 - visiting concerts, theaters, operas, traditional dances and singing performances, exhibitions of local national costumes and local products
 - participating in cultural events, such as festivals, social and mental activities, excursions, dances
 - also agricultural settlements, historic monuments, significant architectural buildings (castles, bridges, etc.), monasteries, natural areas of exceptional beauty;
- **Environmentally Friendly Forms of Tourism** (sustainable tourism, ecotourism)

Our aim supports the ecological and simultaneously economically acceptable tourism, which is also known as quality tourism. The concept of quality tourism refers to the concept of tourism development that is economically, socially and environmentally acceptable.

This kind of tourism development ensures:

 - a quality of life of the indigenous population,
 - the well-being of guests,
 - the protection of the natural environment and
 - provides economic development, creating jobs and income.

The essential difference between alternative and soft tourism is that soft tourism solves the ecological problems even from the perspective of tourist offers and not only from the perspective of demand.



THE TARGETED MARKETS AND GUESTS

As already mentioned, the investor aims primarily at the upper and middle-class guests, since the project is set in an innovative manner, with high-quality equipped accommodation and the accompanying offer. Statistics show that increasingly more guests ask for higher-quality and are willing to pay more for high-quality hotel services. At the same time the resort will propose a unique offer of its sports facilities for the preparation of athletes.



Potential domestic visitors and beneficiaries are mainly people from urban centers and suburban folks from all over Slovenia, who during their vacation look for relaxation and the opportunity to experience the natural and cultural heritage, sport and cuisine, but also indulge more while on vacation.

Other foreign visitors are an important target group as well. Geographically speaking it is a very mixed audience, because Pomurje is easily accessible due to its position – the distance from Vienna is only 200 kilometers, from Graz 100, from Budapest 280, from Bratislava 240, from Zagreb 150, from Trieste 270 and from Ljubljana 180 kilometers. According to statistics of visitors in Slovene's spa centers the forefront belongs to Italians, followed by Croatians and Austrians.



Description of the tourist complex

The entire sports tourist complex will introduce itself with a unique architecture in the area of the volcanic rock and thermal waters, which will be in agreement with the environment.

MISSION STATEMENT

The vision of the entire complex is to organize professional athletes' preparations and connect tourists with sport, nature and a natural "bio" lifestyle. Within the hotel offer and its nature park, we will strive to maintain the current natural state by including the forests and agricultural as well as grassland areas. Our guests will be offered to enjoy sports activities, relaxation and entertainment in unspoiled nature, the strengthening of health, learning about flora and fauna and about the cultural and ethnological heritage.

Additionally, through the local cuisine offer, they will be acquainted with crafts, folk traditions and domestic products of the local people.

The fundamental vision will be to combine sport, healthy life and the co-existence with nature, with all the natural healing effects, into a genuine offer, including the lives of people in connection with the environment.

In the tourist complex we will take care of the guests' well-being, which they will perceive through sport, discovery of the surroundings, nature and people.





THE CONSISTENCY OF THE INVESTMENT PROJECT WITH THE ECONOMIC DEVELOPMENT STRATEGIES

The economy has already been trying to revive this area of our country as well. With the construction of a tourist sports complex we will ensure new vacancies, introduce the area, products from this area, develop "eco" tourism and aid to lift the economy in the area of Goričko as well as provide greater visibility not only within the country, but also outside.

The purpose is the cooperation with the local communities and non-governmental organizations and institutions in the field of sport, tourism, hospitality and small businesses.

ACCOMMODATION CAPACITY

OLIVINEA - Volcano Sport Resort will cover the area, with the maximum possible construction on the land:

- I *a 4-star hotel is planned to offer 90 rooms in the central building with a thermal pool, wellness center, fitness room, convention center, a restaurant, a multi-purpose sports hall, health and physiotherapy services, etc.*
- II *a hostel with 20 rooms intended for athletes. This hostel is going to be located on the other side of the premises, which is distanced from the central 4-star hotel. It is intended for recreational and professional athletes.*
- III *a sports park: 3 football stadiums, tennis courts, beach volleyball, “motorik” and adrenaline park, jogging trails with fitness stations, a water biotope, walkways and a landscaped park. The nearest golf course: Moravske Toplice, Radenci, Ptuj, etc.*



The entire area will be linked to sports fields (football pitches, tennis courts, volleyball courts, etc.), jogging trails, park and landscaped walking paths, all in the size of approx. 13 hectares.



SPORT

The common thread of the entire resort will be sport. It will be adapted for professional athletes and recreationalists. The interior halls will offer the possibility for sporting activities during bad weather and also to athletes that engage in indoor sports, and outdoor courts for sports carried out in nature. Also organized sports preparations will be executed.

CATERING AND CUISINE

The complex itself will offer guests as well as outside visitors a wide range of cuisine, which will be based on the dishes typical to this area.

OASIS OF HEALTH

This vacation break will enable guests to stay in a hotel built on the volcanic rock which emits positive energy. It will be based on the treatment with active volcanic water and in therapy with Olivine stones.

WELLNESS

The facility will also have wellness facilities; swimming pools (out- & indoor), world of saunas, fitness,...

MEETING & BANQUET CENTER

ADDITIONAL SERVICES (offer for guests)

As part of the hotel we will also offer additional programs, such as:

- *HIKING– internationally recognized forest-teaching and other trails, rated with 4 stars,*
- *CYCLING with a guide to the near and far surroundings, which, according to international standards, are assessed with the highest possible rating*
- *TRIPS to all capitals, which are within a radius of approx. 250 km (Ljubljana, Vienna, Budapest, Zagreb and Bratislava)*
- *ACTIVE EVENTS, "experiences", such as the experience of viticulture and cuisine of the local kitchen in a genuine way*

Tourists are increasingly returning to nature, because of which we will offer option of experiencing life in nature in relation to sports activities. In cooperation with the surrounding farms, we will represent the area of Goričko. The offer will include the daily life of its inhabitants, such as tours of the wine roads, wine cellars, old pannonian houses ... since the area of Goričko has a rich folk tradition and a strong tradition of handicraft.



Final thought

Within the compound of the entire tourist complex we will offer the visitors complete relaxation with a natural and recreational environment, surrounded by energy of the volcanic rock and medicinal effects of Olivine. We will help guests return to sports and a natural way of life for at least a moment, with the emphasis on their well-being and the desire to keep returning. During their stay, the guest will be surrounded by comfort, friendly service and a good culinary offer. A combination of all this will attract professional athletes for preparations, as well as all those who wish to improve their health and relax in an unspoiled natural environment.

The mission of the company is the integration of cultural and natural features of the area with a superb offer of sports, hotel, catering, wellness and business services, highly professional staff and the interests of owners as well as the surrounding public.

Being oriented into sustainable tourism, we are going to maintain a high level of tourist satisfaction and ensure them an important experience for raising their ecological awareness.



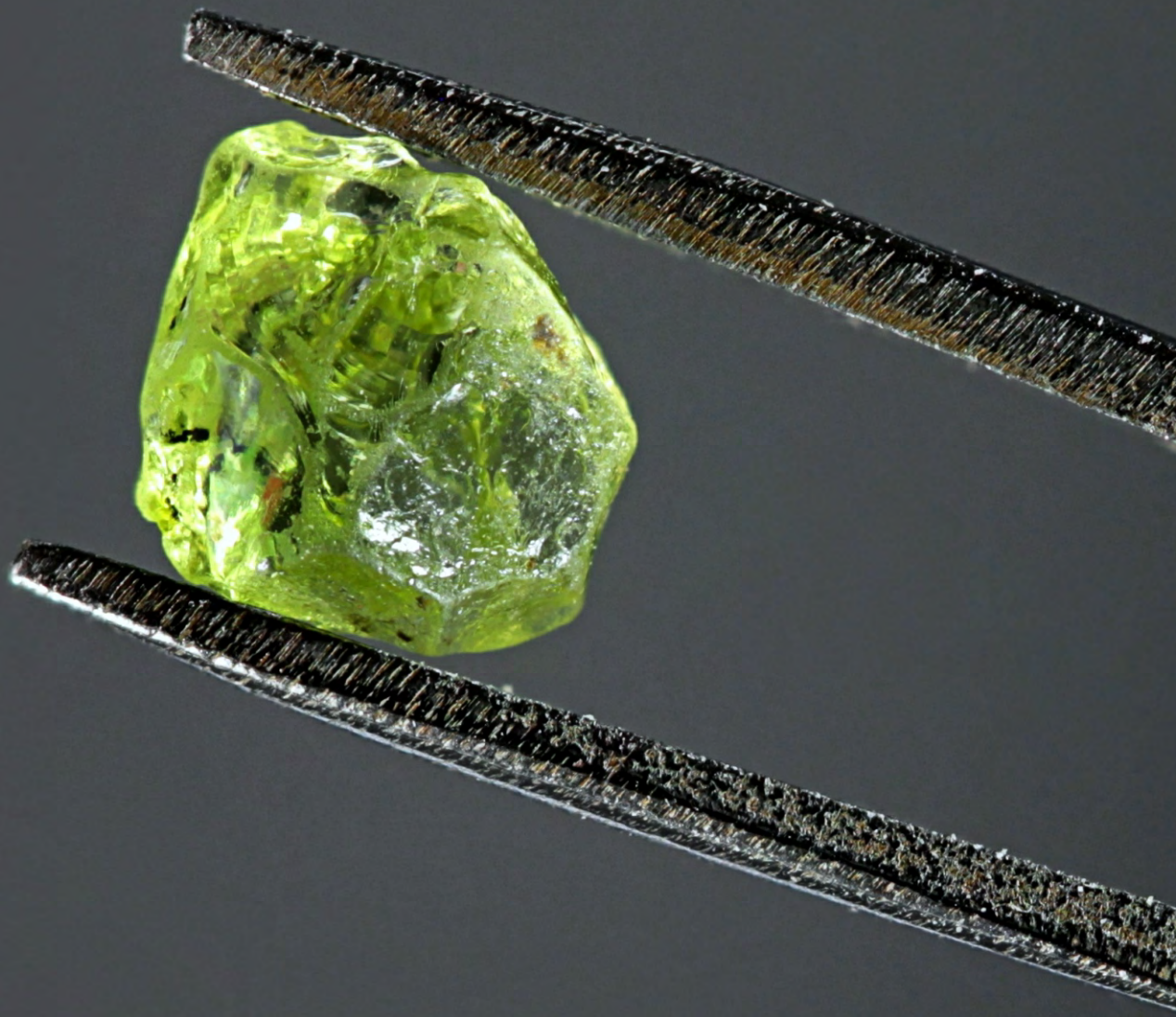
In cooperation with:



OBČINA GRAD



I FEEL
SLOVENIA





OLIVINEA

VOLCANO SPORT RESORT

VOLCANIC LAND OF
SPORT IN POMURJE

Grad na Goričkem
SLOVENIA

