



Designing Innovative Tourism Stays

Epic Stays

Mentor's Guide & Templates
With instructions on how to develop a
4-Session Workshop Pack



www.epicstays.eu

EPIC STAYS is licensed
under [CC BY-SA 4.0](https://creativecommons.org/licenses/by-sa/4.0/)



Co-funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

* Please be mindful of ink and paper usage by printing only what you need to print, print in greyscale or black and white rather than in colour. Print on both sides of the paper (duplex) and if you can print multiple slides or pages on one page.

EPIC STAYS

Overview for Participants

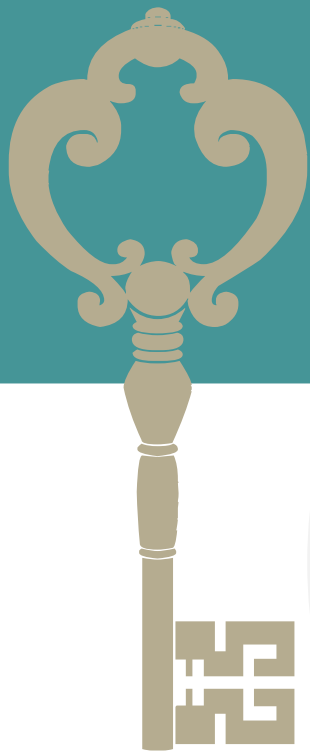
A practical, printable workbook to run a 4-hour mentoring session based on the EPIC STAYS modules and case studies. Designed to work in any European country.

[Sample] Overview

- **Format:** 4 x 60-minute live online group mentoring calls
- **Audience:** Existing and potential businesses and entrepreneurs thinking of launching, already building or improving alternative accommodation and place-based experiences (eco-cabins, cottages, farm stays, heritage conversions, weaving workshops, craft tourism, nature-based wellbeing stays, etc.)
- **Goal:** Move each participant one concrete step forward every single week (pricing clarity, planning path, guest experience design, marketing message, etc.)
- **Style:** Informal, straight talk, lived experience, what works in Irish, country, rural and coastal locations

Mentors

Instructions & Guidelines



EPIC STAYS

How to Use This Guide – Mentor Instructions

- **Hour 1 (Modules 1–3):** attendee profile + country/destination snapshot, per-module capture pages (problems, ideas, solutions, case studies, references, exercises & questions), a “solutions from modules” synthesis page, mentor notes, and a feedback/support page for DMOs.
- **Hour 2 (Modules 4–6):** same structure and timelines, focused on design/brand/experience.
- **Hour 3 (Modules 7–9):** same structure and timelines, focused on ops/finance/funding.
- **Hour 4 (your suggested wrap):** Impact, Evaluation & Next Steps. — includes 12-week action plan
- 5-minute pitch template, participant feedback, mentor debrief, and a Support & Contacts section for the local enterprise, tourism/DMO/ecosystem.

EPIC STAYS

How to Use This Guide – Mentor Instructions

Country adaptation notes (Iceland, Ireland, Italy, Netherlands, Slovenia) and a Case Study Picker page linked to the EPIC STAYS library.

How to Use This Guide

- **Format:** 4 sections × 60 minutes. Each section focuses on a block of modules, with repeatable worksheets.
- **For mentors:** Skim the timeline, introduce the focus, then guide participants through the capture pages.
- **For participants:** Type directly on the pages during the workshop; use the checklists to decide next steps.
- **Localisation:** Use the *Country & Destination* page and the *Support Contacts* page to adapt for your region.
- **Use the Additional Resources Provided**
- **Extra Resources are in the links below:**
 1. Modules – <https://epicstays.eu/modules/>
 2. Case Studies – <https://epicstays.eu/case-studies/>

4 Sessions Overview

(Step-by-Step Index)

4 Hours of Mentoring
9 Modules
33 Case Studies
Exercises, Videos

[SAMPLE TEXT]

Photo Credit: Mayo Glamping, Ireland

4 Sample Sessions/Hours of Mentoring Clinics

Session 1 — Foundations & Opportunity: Participants + Country/Destination Profile; Modules 1–3 capture & synthesis.

Session 2 — Design, Brand & Experience: Modules 4–6 capture & synthesis.

Session 3 — Operations, Finance & Funding: Modules 7–9 capture & synthesis.

Session 4 — Impact, Evaluation & Next Steps: Impact canvas, KPI tracker, 12-week action plan, pitch prep, feedback & support.



Designing Innovative Tourism Stays

Overview

Epic Stays FREE Mentoring
Series (DATE)

Detailed Plan

1

2

3

4

5

6

www.epicstays.eu

Snapshot

Country & Destination

Country:

Region/Destination:

Context (rural/coastal/heritage/urban-fringe):

Peak seasons / shoulder / off-season:

Existing assets (nature, culture, infrastructure):

Snapshot

Local Area and Destination

Constraints (planning, utilities, capacity, skills):

Target guest segments (2–3):

- 1) _____
- 2) _____
- 3) _____

Accessibility considerations:

Sustainability and environmental considerations:

Types of models popular in the area:

Photo Credit: Attendee Image if Company



Profile of Attendee

Attendee 1

Name/Role/Org:

Country/Location/Address:

Description/Introduction:

Attendee 1

Venture stage: ☐ Idea ☐ Early ☐ Operating ☐ Scaling

Primary goals (3):

- 1) _____
- 2) _____
- 3) _____

Top 3 Challenges/Questions

- 1) _____
- 2) _____
- 3) _____

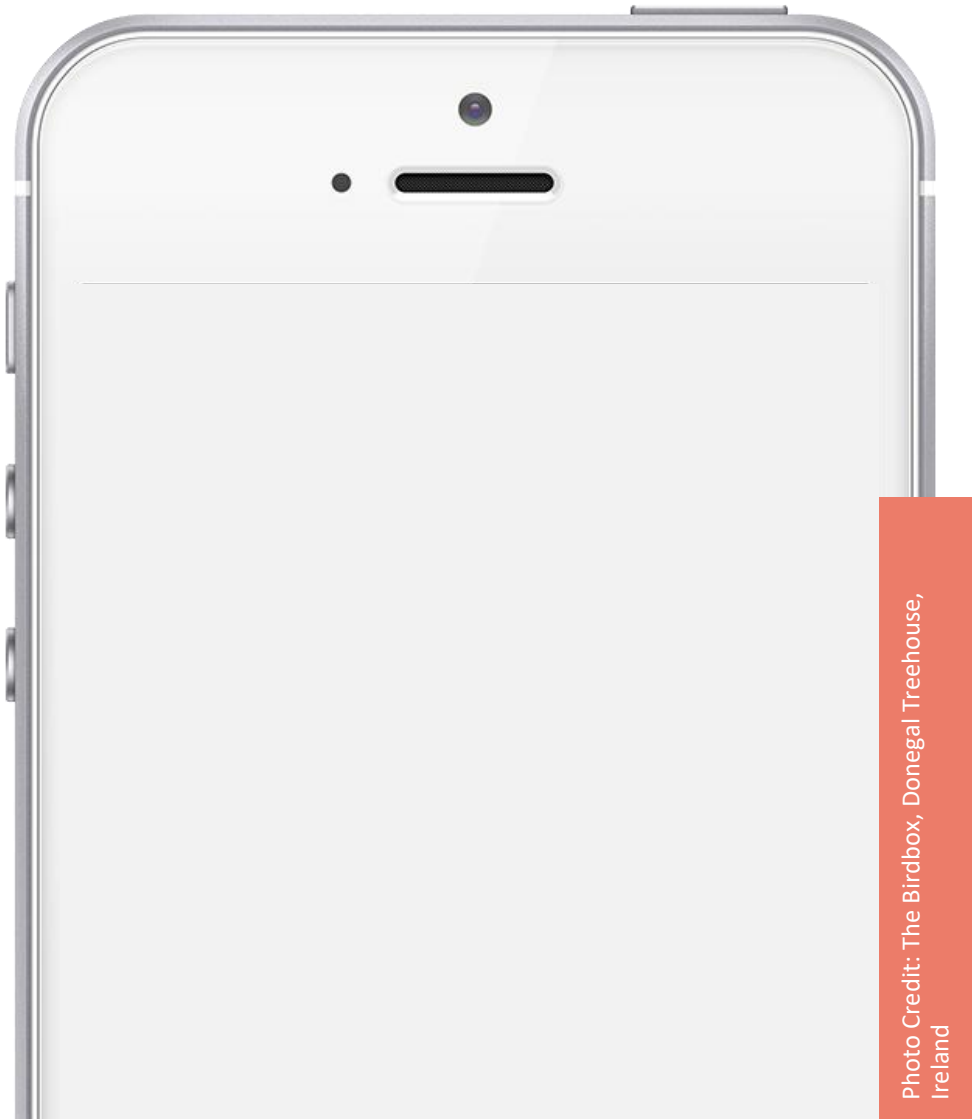


Photo Credit: The Birdbox, Donegal Treehouse, Ireland

Modules 1-2

Hour 1

0–10: Welcome, objectives, icebreaker

10–20: Attendee, Country & Destination profiles

20–30: Module 1 delivery

30–40: Module 2 delivery

40–50: Discussion and Questions

50–60: Synthesis: key problems → ideas → draft solutions; assign quick actions

Notes

Click to type

XX

Sample Topics and Timelines for Session 1 (60 minutes)

Text

Mentor’s Notes & Key Learnings

(Hour 1)

Strengths and what worked

Improvements and Gaps

Feedback & Testimonials

Evaluation & Feedback

Sub-Heading

- **Top 3 learnings from the mentoring clinics**
 1. Xxx
 2. Xxx
 3. Xxxx
- **What changed in my perspective/plan**
 - Most valuable part:
 - One thing to change
 - Support I need next:

Evaluation & Feedback

Sub-Heading

- Biggest value I got - Quote
- Feedback to Mentor /DMO/Epic Stays

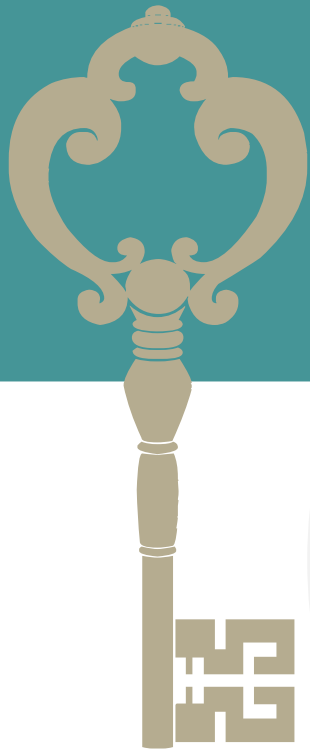
KPI/Evaluation Tracker: Choose 6–10 key indicators to monitor over 12 months (occupancy, ADR, guest reviews, energy/water/waste per guest-night, local supplier spend, jobs created, accessibility features, partnerships signed).

Baseline (today): _____

Target (12 months): _____

Session

Content & Templates



[Sample Session Structure, Develop 1 For Each Session]

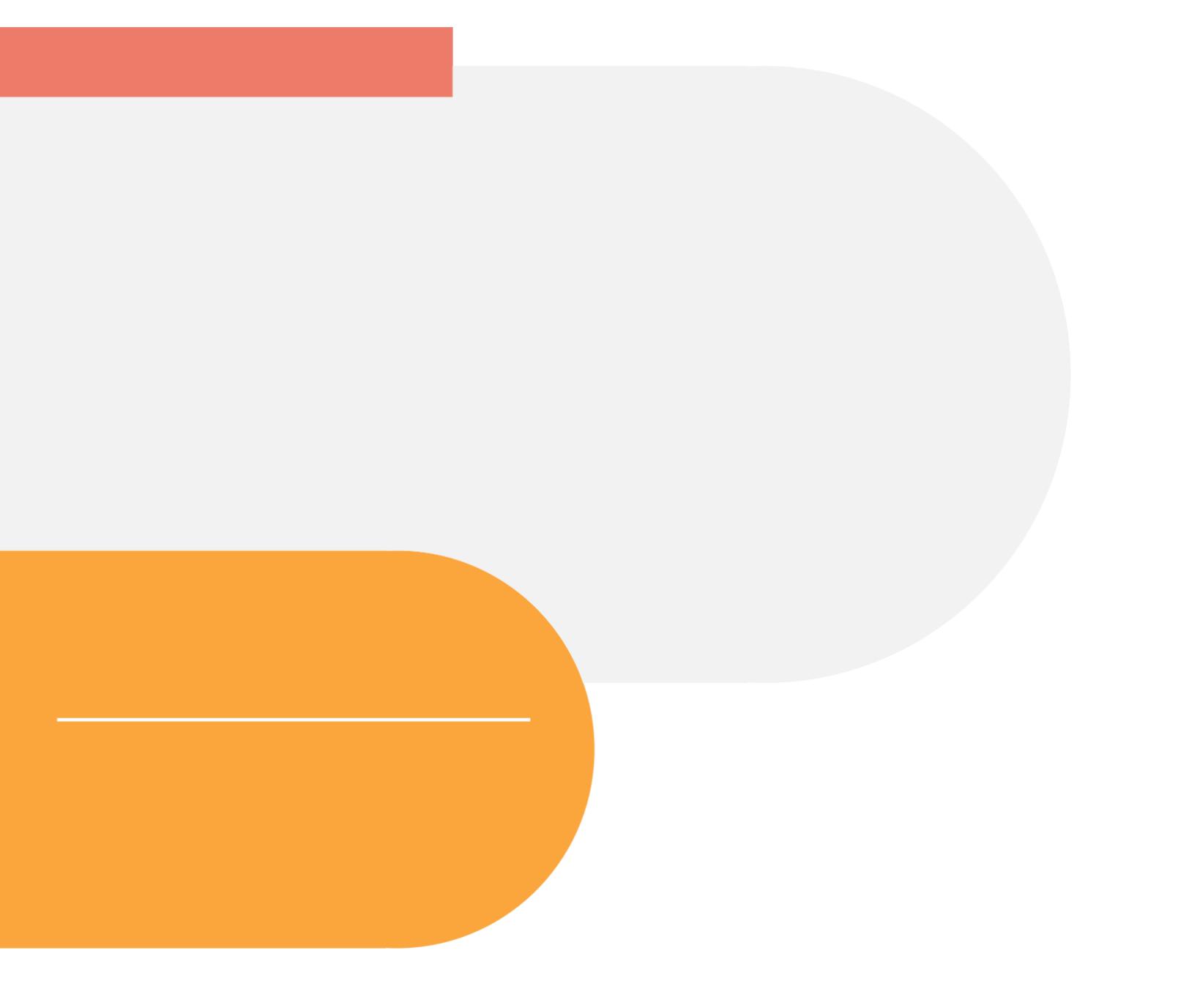
Session Structure

5 mins	Welcome, introduction, quick check-in
10 mins	Introduction to Topic:
10 mins	Expert explains his real experience (what he did, what went wrong, what worked)
20 mins	Live Q&A, interactive discussion
5 mins	Key learnings & takeaways
5 mins	Next steps, next weeks discussion & plan
5 mins	Feedback survey what worked, what want to cover next week etc

Please note all discussions are confidential.

Session 1

[sample
structure]



Session 1
Introduction
Module 1-2

Week 1

Session 1

“Where You’re
At & What
You’re Actually
Selling”

Modules Covered

Module 1: Introduction to
Alternative
Accommodation & Why It
Matters Now – Changing
Guest Motivations &
Market Shifts

Module 2: Compare and
Contrast Different Business
Models of Alternative
Tourism Accommodation &
Spotting Opportunities.

Spotlight on European
Example Case Studies

Focus

Help participants clarify
their market, guest
motivations, what
business model they are
adopting, and identify an
opportunity in their region
or property. The case
studies help them see how
others are doing it.

Module 1

Content Focus Areas

- 1) _____
- 2) _____
- 3) _____

[Insert Module Related Content

Download the Modules from the Epic Stays Online Course –
edit, modify, merge materials to suit your mentoring
<https://epicstays.eu/modules/>]



Module 1 (Part 1)

Introduction to Alternative Tourism Accommodation: Business Planning and Spotting Opportunities



www.epicstays.eu

EPIC STAYS is licensed
under CC BY-SA 4.0



Co-funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Module 2

Content Focus Areas

- 1) _____
- 2) _____
- 3) _____

[Insert Module Related Content
Download the Modules from the Epic Stays Online
Course – edit, modify, merge materials to suit your
mentoring <https://epicstays.eu/modules/>]



Photo Credit: <https://midgardbasecamp.is/>

Module 2 (Part 1)

Market Research & Business
Planning (Your Alternative
Accommodation Business)

www.epicstays.eu

EPIC STAYS is licensed
under CC BY-SA 4.0



Co-funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.



ICELAND

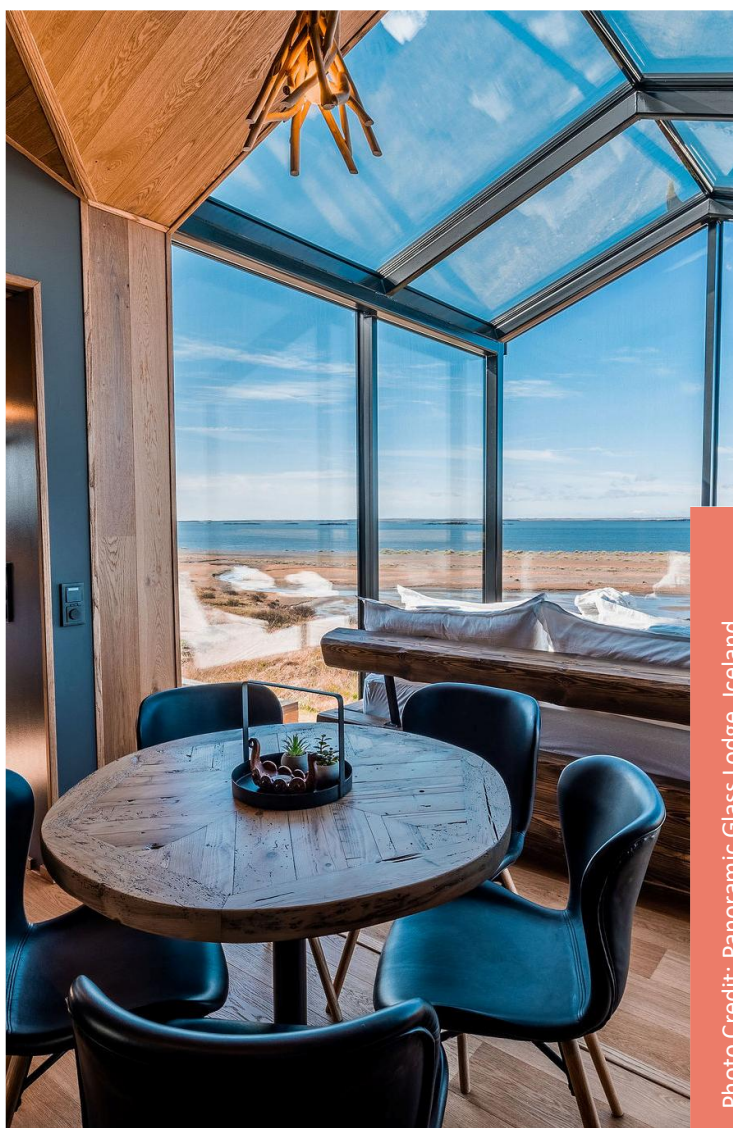
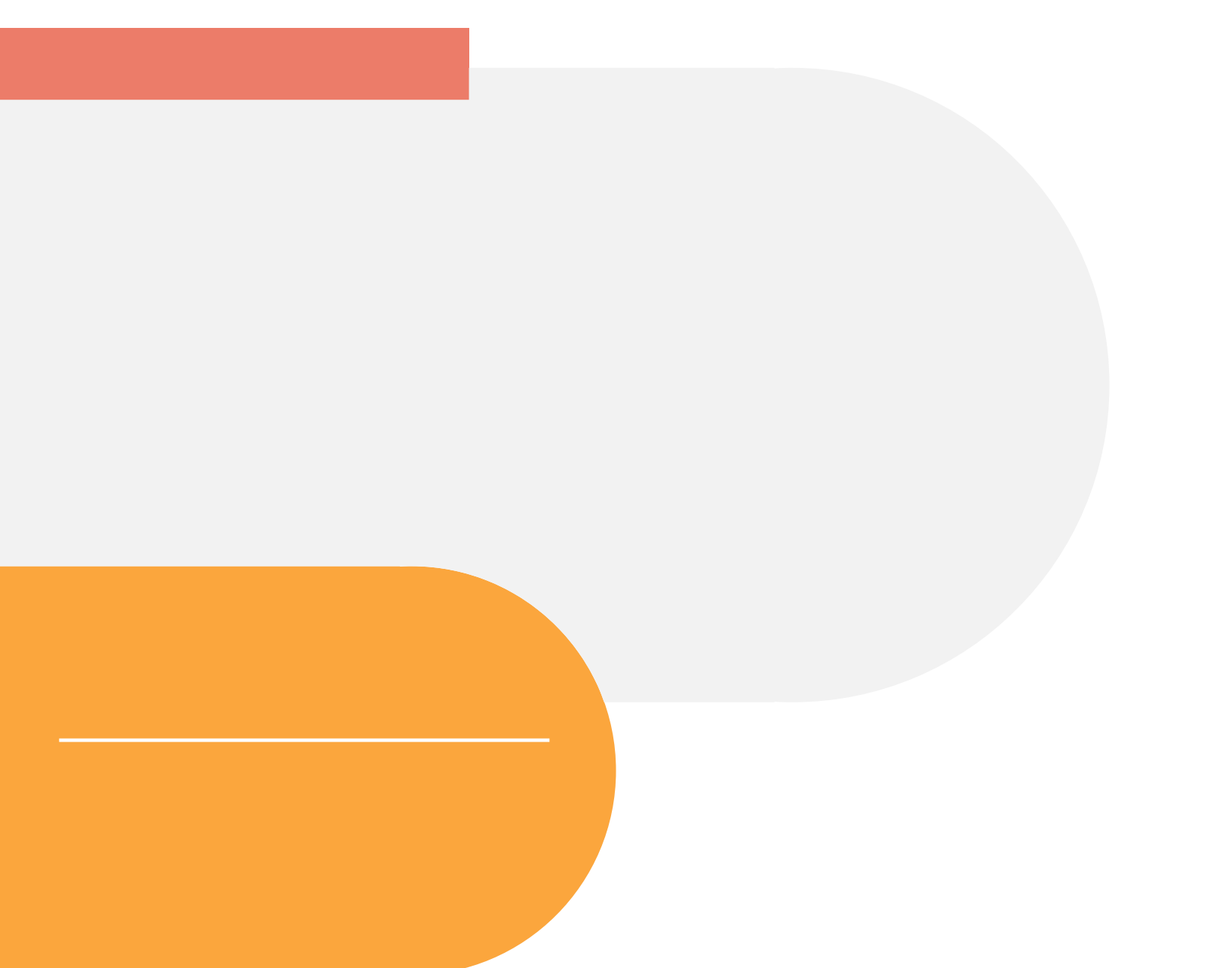


Photo Credit: Panoramic Glass Lodge, Iceland

Session 2

[sample
structure]



Session 2

Module 3- 4

Introduction

Week 2

Session 2

“Planning Considerations and Designing a WOW Factor People Talk About”

[SAMPLE TEXT]

Modules Covered

Module 3: Smart Starts – Planning, Building, Adapting Buildings & Using Pre-Built Units + Better Building Choices, Materials, Layout, Flexibility.

Module 4: Building Your Brand – What Makes You Different. Local is the New Luxury – Connecting with Community. Visuals, Storytelling & Building a Community That Converts.

Spotlight on European Example Case Studies

Focus

Help participants cover physical design and brand identity; how your space looks and how you tell your story. The case studies demonstrate the “wow factor + brand” and how to turns into something guests rave about.

Module 3

Content Focus Areas

- 1) _____
- 2) _____
- 3) _____

[Insert Module Related Content
Download the Modules from the Epic Stays Online
Course – edit, modify, merge materials to suit your
mentoring <https://epicstays.eu/modules/>]



Module 3 (Part 1)

Designing Sustainable &
Place-Based
Accommodation

Photo Credit: Gaia's Spheres B&B, Italy



www.epicstays.eu

EPIC STAYS is licensed
under CC BY-SA 4.0



Co-funded by
the European Union



Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Module 4

Content Focus Areas

- 1) _____
- 2) _____
- 3) _____

[Insert Module Related Content

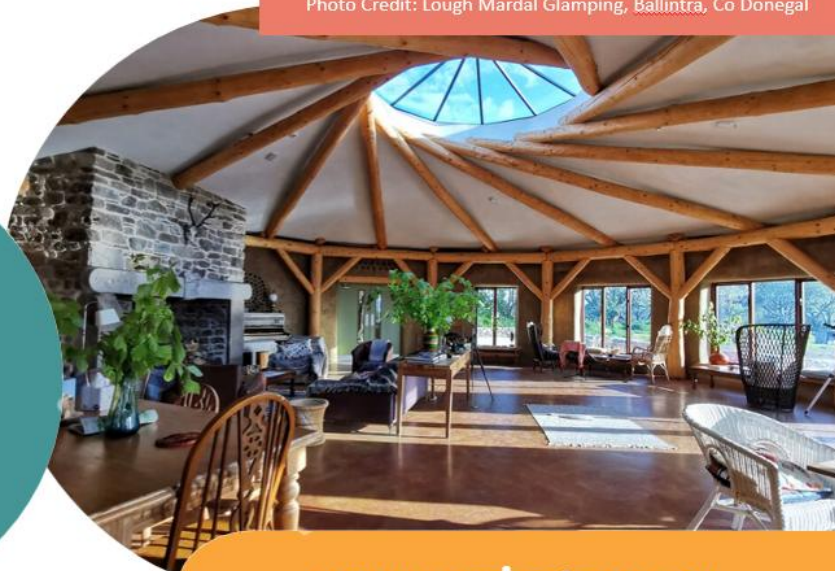
Download the Modules from the Epic Stays Online Course –
edit, modify, merge materials to suit your mentoring
<https://epicstays.eu/modules/>]



Module 4

Branding, Marketing
Through
Storytelling, Community
& Getting Booked

Photo Credit: Lough Mardal Glamping, Ballintra, Co Donegal



www.epicstays.eu

EPIC STAYS is licensed
under CC BY-SA 4.0

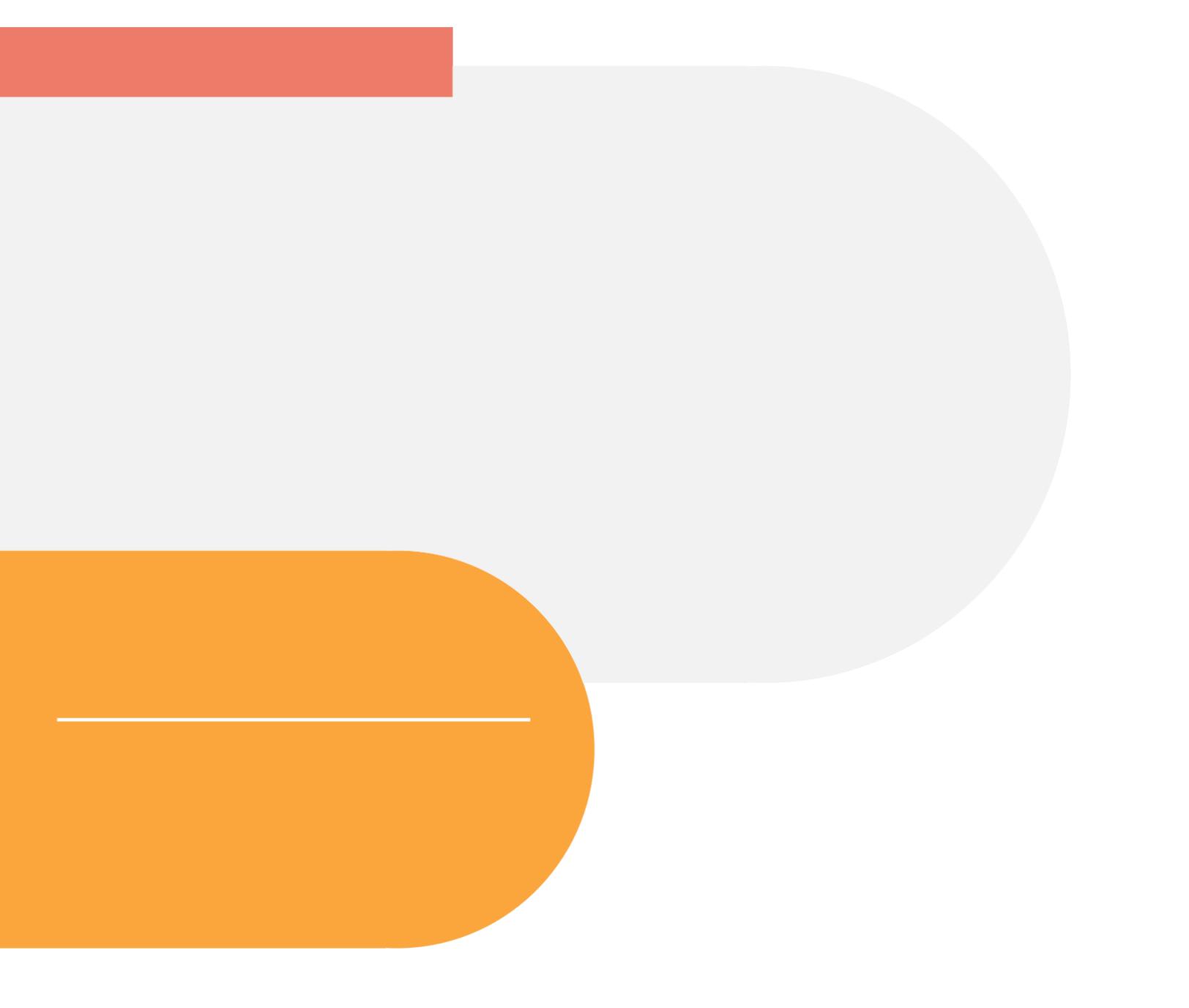


Co-funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Session 3

[sample
structure]



Session 3
Introduction
Module 5,6,8

Week 3

Session 3

“Guest Experience, Marketing, Pricing Strategies & Getting People to Actually Show Up”

[SAMPLE TEXT]

Modules Covered

Module 5 & 6: Guest Experience & Hosting. Managing the Guest Journey – Before, During & After the Stay e.g., on Air B&B. Tools & Systems for Efficient Operations.

Module 8: Pricing for Profit, Value and Seasonality.

Spotlight on European Example Case Studies

Focus

Help participants understand how to handle the guest journey e.g., Air B&B, how you operate and grow, pricing strategies and how to increase your revenue.

Module 5

Content Focus Areas

- 1) _____
- 2) _____
- 3) _____

[Insert Module Related Content

Download the Modules from the Epic Stays Online Course –
edit, modify, merge materials to suit your mentoring
<https://epicstays.eu/modules/>]



Module 5 (Part 1)

Guest Experience -
Hosting with Heart,
Remote Impact & Viability

Photo Credit: VSGT Maribor, Slovenia



www.epicstays.eu

EPIC STAYS is licensed
under CC BY-SA 4.0



Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Module 6

Content Focus Areas

- 1) _____
- 2) _____
- 3) _____

[Insert Module Related Content

Download the Modules from the Epic Stays Online Course –
edit, modify, merge materials to suit your mentoring
<https://epicstays.eu/modules/>]



Module 6 (Part 1)

Setting Up & Launching Smart – Planning Your Start- Up & Capital Costs

Financial Planning & Funding



www.epicstays.eu

EPIC STAYS is licensed
under [CC BY-SA 4.0](https://creativecommons.org/licenses/by-sa/4.0/)



Co-funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Module 8

Content Focus Areas

- 1) _____
- 2) _____
- 3) _____

[Insert Module Related Content

Download the Modules from the Epic Stays Online Course –
edit, modify, merge materials to suit your mentoring
<https://epicstays.eu/modules/>]



Module 8 (Part 1)

Making It Viable – Introduction to Financial Management & Business Model Budgeting



Finlough Bubble Domes, Fermanagh, Ireland

www.epicstays.eu

EPIC STAYS is licensed
under CC BY-SA 4.0



Co-funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Module 8

Content Focus Areas

- 1) _____
- 2) _____
- 3) _____

[Insert Module Related Content

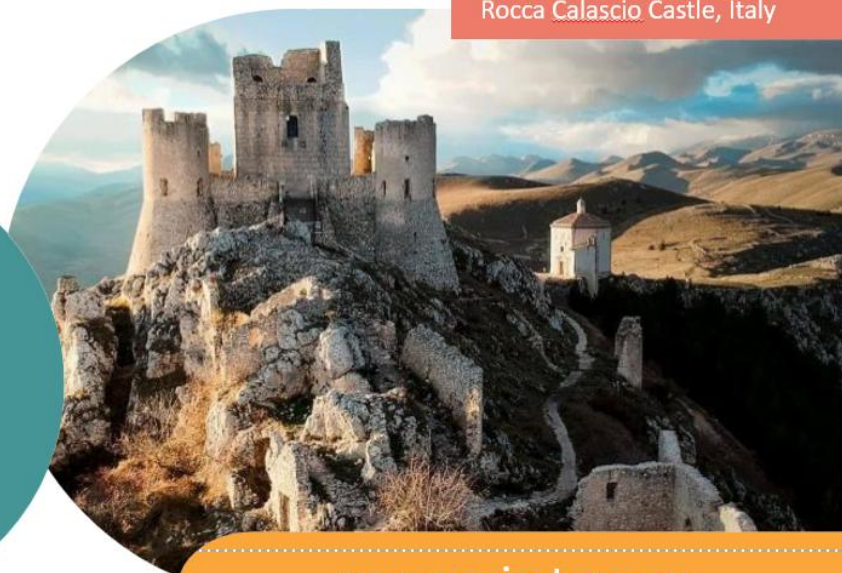
Download the Modules from the Epic Stays Online Course –
edit, modify, merge materials to suit your mentoring
<https://epicstays.eu/modules/>]



Rocca Calascio Castle, Italy

Module 8 (Part 2)

Understanding Your Revenue & Booking Capacity



www.epicstays.eu

EPIC STAYS is licensed
under [CC BY-SA 4.0](https://creativecommons.org/licenses/by-sa/4.0/)



Co-funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Module 8

Content Focus Areas

- 1) _____
- 2) _____
- 3) _____

[Insert Module Related Content

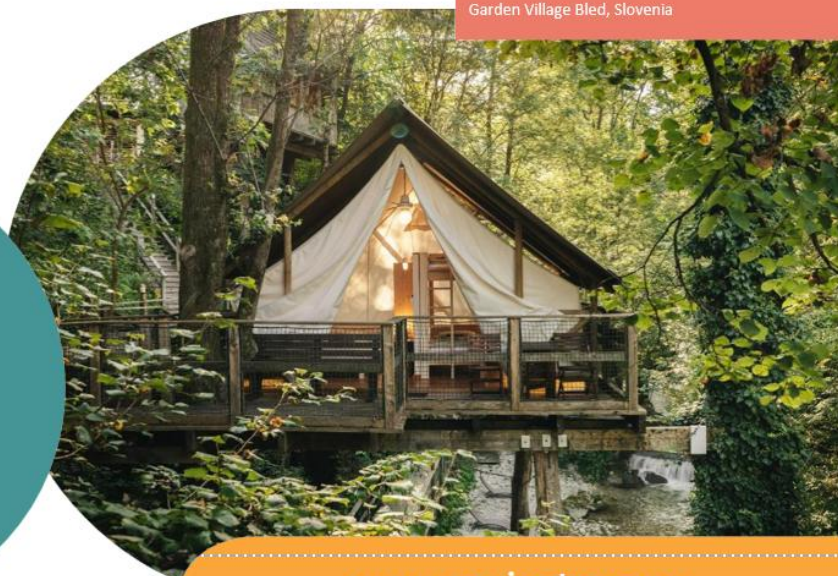
Download the Modules from the Epic Stays Online Course –
edit, modify, merge materials to suit your mentoring
<https://epicstays.eu/modules/>]



Module 8 (Part 3)

Making It Viable –

Understanding Your Costs & Setting Realistic Prices



www.epicstays.eu

EPIC STAYS is licensed
under CC BY-SA 4.0



Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Module 8

Content Focus Areas

- 1) _____
- 2) _____
- 3) _____

[Insert Module Related Content
Download the Modules from the Epic Stays Online Course –
edit, modify, merge materials to suit your mentoring
<https://epicstays.eu/modules/>]



Module 8 (Part 4) Making It Viable – How Many Nights You Need to Sell to Cover Costs and Make a Profit.



Camping 't Weergors

www.epicstays.eu

EPIC STAYS is licensed
under [CC BY-SA 4.0](https://creativecommons.org/licenses/by-sa/4.0/)

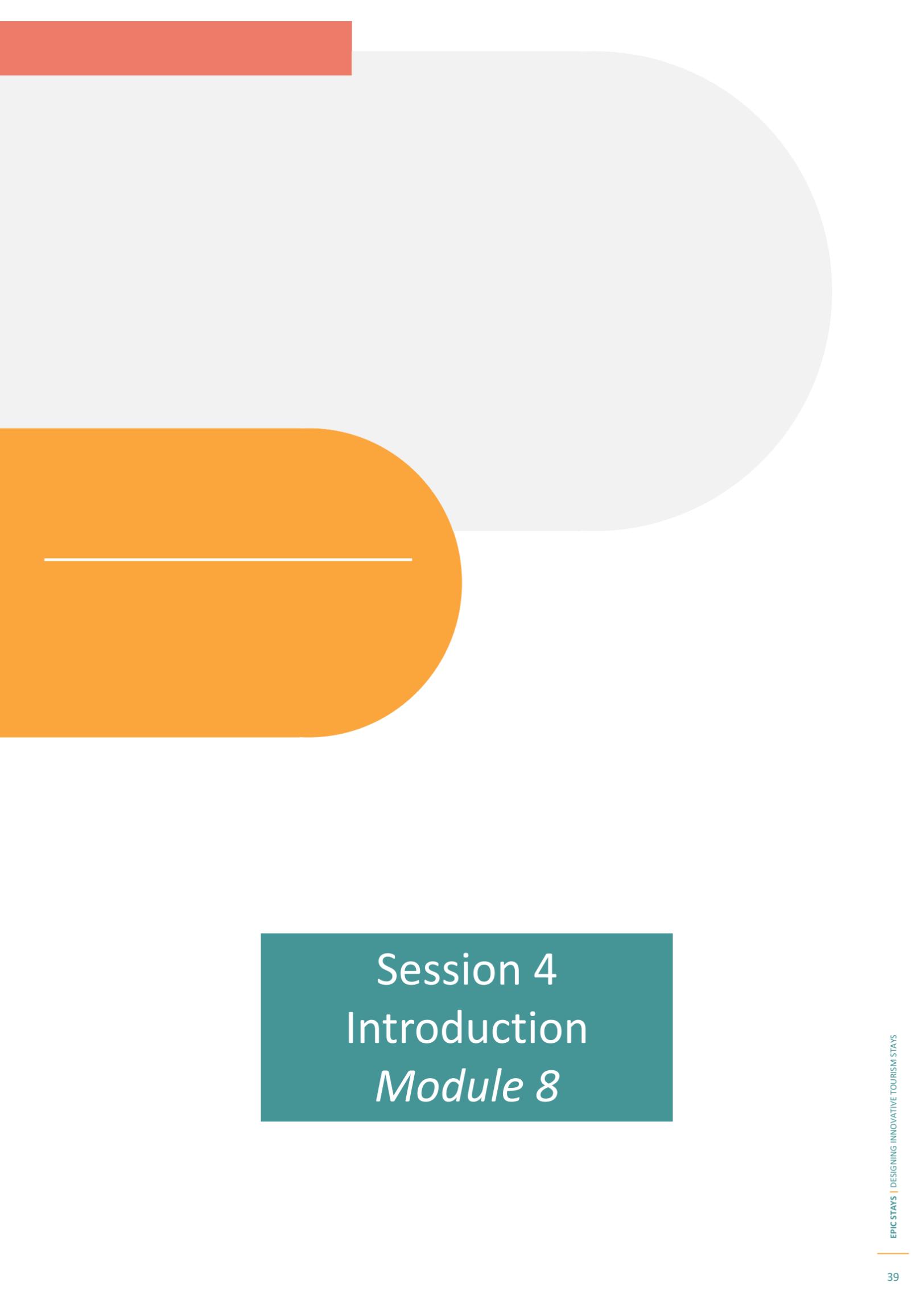


Co-funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Session 4

[sample
structure]



Session 4
Introduction
Module 8

Week 4

Session 4

“Future-Proofing
Your Stay: Building
Financial,
Environmental, and
Resilience”

Modules Covered

Module 8: Boosting Revenue
Through Add-ons and
Financial Budgeting.

Contingency Planning for
Long-Term Viability.
Looking at Financial Risks,
Environmental Investments
and Reinvestment to Support
Resilience.

Open Closing Topic (selected
as a focus area to cover by
participants)

Spotlight on European
Example Case Studies

Focus

How to keep your
alternative accommodation
sustainable, adaptable, and
profitable over time —
even through uncertainty.

[SAMPLE TEXT]

Module 8

Content Focus Areas

- 1) _____
- 2) _____
- 3) _____

[Insert Module Related Content

Download the Modules from the Epic Stays Online Course –
edit, modify, merge materials to suit your mentoring
<https://epicstays.eu/modules/>]



Module 8 (Part 5)

Making It Viable – Boosting Revenue Through Add-Ons and Financial Oversight



EPIC STAYS is licensed
under CC BY-SA 4.0



Co-funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Module 8

Content Focus Areas

- 1) _____
- 2) _____
- 3) _____

[Insert Module Related Content
Download the Modules from the Epic Stays Online Course –
edit, modify, merge materials to suit your mentoring
<https://epicstays.eu/modules/>]



Module 8 (Part 6) Making It Viable – Managing Risks and Protecting Your Business

Mayo Glamping, Ireland



www.epicstays.eu

EPIC STAYS is licensed
under CC BY-SA 4.0



Co-funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Module 8

Content Focus Areas

- 1) _____
- 2) _____
- 3) _____

[Insert Module Related Content

Download the Modules from the Epic Stays Online Course –
edit, modify, merge materials to suit your mentoring
<https://epicstays.eu/modules/>]



Module 8 (Part 7)

**Making It Viable – Green
Investments for Long-Term
Financial Health**



EPIC STAYS is licensed
under CC BY-SA 4.0



Co-funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.



IRELAND



Photo Credit: The Hidden Haven, Cork, Ireland

Practical

Mentors Section that provides practical elements e.g., discussions, exercises, reflections, insights etc.

Session x

**Problems
Solved**
*(destination &
venture):*

**Problems highlighted
& Solved** *(destination
& venture):*

1. Xxxx
2. Xxx
3. xxxx

“

Quote here

Questions & Discussion Section

Discussion Section with Responses

Click to type..

Session x

Potential Solutions *(first draft):*

Potential Solutions *(first draft):*

1. Xxxx
2. Xxx
3. xxxx

“

Quote here

Synthesis

Solution concepts we'll take forward

Concept B → content/tool/template used:

Concept C content/tool/template used:

Session x

**Innovation &
Ideas Sparked**
*(from Module
tools/exercises):*

Innovation & Ideas Sparkled

*(from Module
tools/exercises):*

1. Xxxx
2. Xxx
3. xxxx

“

Quote here

Innovative & Impact Element

Purpose: Spark creativity, future-proof ideas, and set a bold commitment.

- One innovative idea I'll test in the next 6 months:
- Experiment design (how to test quickly):
- Who can help me test it (partners, mentors, community):
- Innovation pledge (my commitment to try something new for impact):

Session x

Reflections & Exercises

- 1) _____
- 2) _____
- 3) _____

Insert Module Exercises With Questions, What To Consider, Approach, Guidance And How Applied To X And X Location Etc.

Revision

Session x

1. **Case Study 1:** [\[add link\]](#)
(why relevant, highlight key learnings?)
2. **Case Study 2:** [\[add link\]](#)
(why relevant, highlight key learnings?)
3. **Case Study 3:** [\[add link\]](#)
(why relevant, highlight key learnings?)

Local Supports

Support Organisation [Name]

Profile/Description & Website

Click to type

Supports & Services

Click to type

Supports and Services

Alternative Tourism Accommodation

- 1) _____
- 2) _____
- 3) _____

Example Financial training, marketing clinics, grant application support, enterprise development, planning applications. Try and provide at least 2 supporting organisations



NETHERLANDS

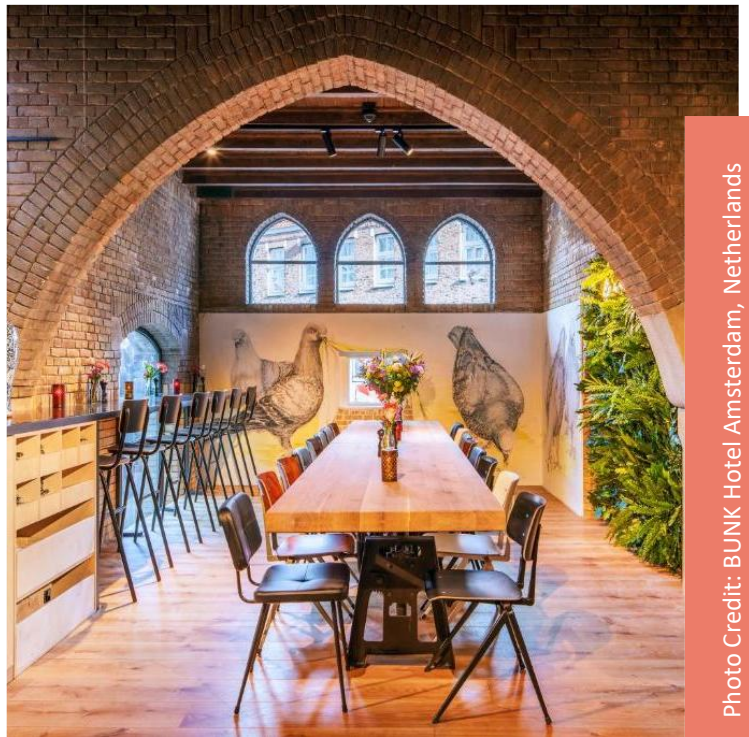
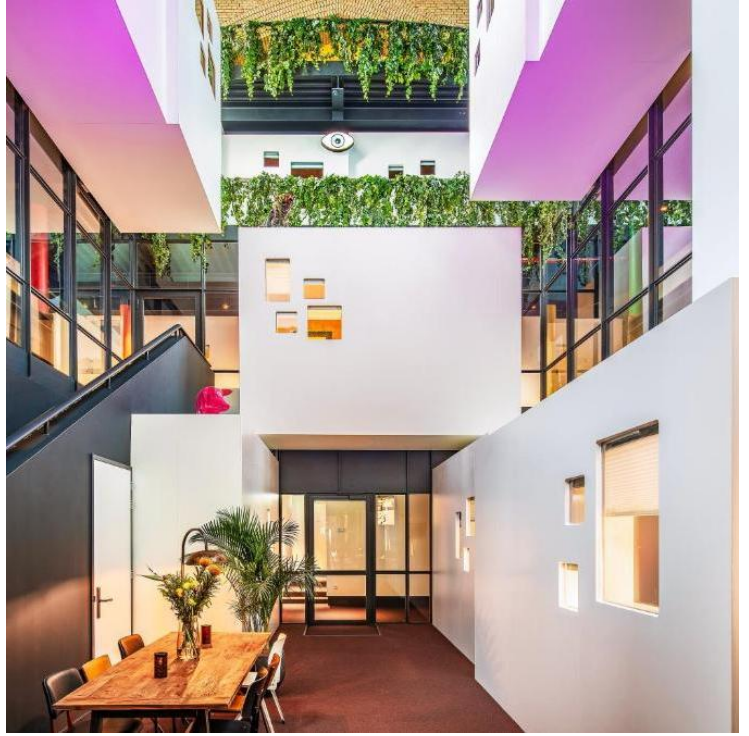


Photo Credit: BUNK Hotel Amsterdam, Netherlands



Designing Innovative Tourism Stays



Follow Our Journey

www.epicstays.eu



EPICSTAYS is licensed
under [CC BY-SA 4.0](https://creativecommons.org/licenses/by-sa/4.0/)



Co-funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

* Please be mindful of ink and paper usage by printing only what you need to print, print in greyscale or black and white rather than in colour. Print on both sides of the paper (duplex) and if you can print multiple slides or pages on one page.