

FREE Course: Dream Big and Start Building Your Own Epic Stay!



Designing Innovative Tourism Stays

Turn your tourism accommodation idea into an unforgettable stay!

- Start our course and turn your business idea into an unforgettable stay. This course takes you step by step through designing and running your own alternative tourism accommodation.
- Discover how to spot market opportunities, stand out in the marketplace, and deliver guest experiences that leave a lasting impression.
- Explore different funding options, strategic financial planning, and ways to launch and sustain a thriving business.



MODULE 1

Introduction to Alternative Tourism Accommodation

A practical starting point for launching an alternative tourism accommodation. Learn about this **high-demand trend** and how to spot **opportunities**.

Part 1

- Introduction to Alternative Accommodation
- Why It Matters Now: Guest Motivations & Market Shifts

Part 2

- Explore Different Business Models
- Spot Opportunities: Untapped Properties & Concepts

MODULE 2

Market Research & Business Planning

Turn your idea into a clear, realistic **business plan**. Learn **market research**, define your concept, and shape a **strong value proposition**.

Part 1

- Understanding the Market, Your Guest & What They Want
- Define Your Concept & Value Proposition

Part 2

- Building a Viable Business Plan Using the Business Model Canvas

MODULE 3

Designing Sustainable Place-Based Accommodation

Learn how to **be sustainable and connected to local identity**. Design integration that supports the environment and communities.

Part 1

- Smart Starts – Adapting Buildings & Using Pre-Built Units

Part 2

- Better Building Choices Design, Materials & Layout

Part 3

- Right-Sized Stays That Make a Local Impact

MODULE 4

Building a Strong Brand, Storytelling & How to Get Bookings!

Learn how to **build a brand** that's personal, place-based, and memorable. **Attract more bookings** and make your accommodation stand out.

Module 4

- Building a Brand that Makes You Stand Out from
- Local is the New Luxury – Connecting with Community through Curated Experiences
- Storytelling, Visual Identity and Building a Supportive Community

MODULE 5

Guest Experience – Hosting with Heart, Impact & Viability

Get confident in delivering a **great guest experience**. Streamline daily tasks and **business operations**. Learn how to effectively manage the **guest journey**.

Part 1

- Managing the Guest Journey – Before, During & After their Stay

Part 2

- Tools & Systems for Efficient Operations
- Growing Smart – Partnerships, Upsells & Long-Term Planning

MODULE 6

Financial Set Up & Launching Smart – Planning Your Start-Up & Capital Costs

Learn what it really takes to **financially set up and launch**, including site selection, buying vs leasing, realistic infrastructure costs and creating the wow factor.

Part 1

- Getting Started – The Financial Foundations of Your Business and Market

Part 2

- Location, Land & Logistics – Planning for a Profitable Site

Part 3

- Sustainability, Investing in the WOW Factor & Support Tools

MODULE 7

Finding the Funds That Fit - Funding & Finance Options

Explore financing options from **self-funding to EU grants** in different countries. Understand **what funders seek** and **navigate funding applications**.

Part 1

- Introduction to Private & European Funding Models

Part 2

- Spotlight on European Country Specific Funding

Part 3

- Investment Funding, Grant Applications & Pitching Your Idea

MODULE 8

Making It Viable - Pricing, Planning & Long-Term Financial Health

Learn **smart pricing, seasonal planning**, and **contingency strategies**. Learn to make decisions that secure your business's future.

Part 1

- Laying the Financial Foundations for a Viable Business

Part 2

- Understanding Your Costs, Pricing, and Break-Even Point

Part 3

- Pricing for Profit, Value, and Seasonality

Part 4

- Boosting Revenue Through Add-Ons and Financial Oversight

Part 5

- Contingency Planning for Long-Term Viability

[Click here to see our Case Studies](#)