

Pricing Strategy

- Keep affordable pricing (€3–6 for local activities; €25–30 for premium experiences).
- Apply value-based pricing: visitors pay for the meaning and impact, not only the time.
- Use tiered pricing for different audiences:
- Tourists: standard rate.
- Corporate / group: premium package.
- Locals: low-cost access or free participation.

Financial Planning & Projections

Year	Activities	Users	Revenue (€)	Main Goal
2025	100	600	21,000	Validate model, build NGO base.
2026	300	2,000	26,000	Scale via hotel & corporate partners.
2027	800+	5,000+	60,000+	Reach break-even & start expansion.

The combination of low operational costs, repeatable experiences, and multi-stream income supports long-term financial resilience and positions Kind Visit as a scalable impact tourism startup.