

# Vamos Verde

a better holiday for you is a better world for all



# Introduction

Whether people are looking for a chance to unwind, get in touch with nature, improve their wellbeing through mindful exercise or have a life changing eco-holiday, Vamos Verde offers all of these options in one breathtaking South-West Algarve location.



# Glamping

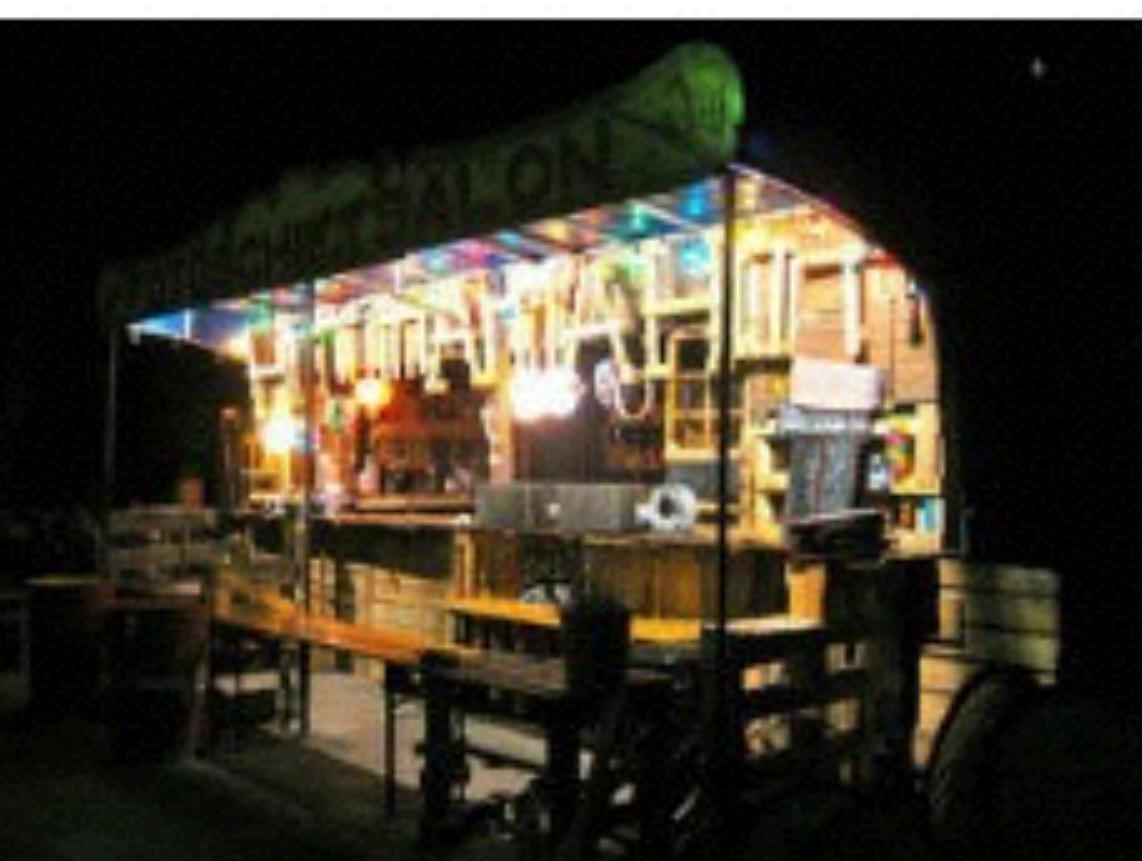
Glamping is an alternative in which people can have an adventures camping feeling without having to pitch up their own tents. Guest can land at our location and enjoy luxurious designed structures on wooden decks with lots of comfort, surrounded by nature and with many healthy and fun activities to choose from.





UNIQUE ACCOMMODATIONS







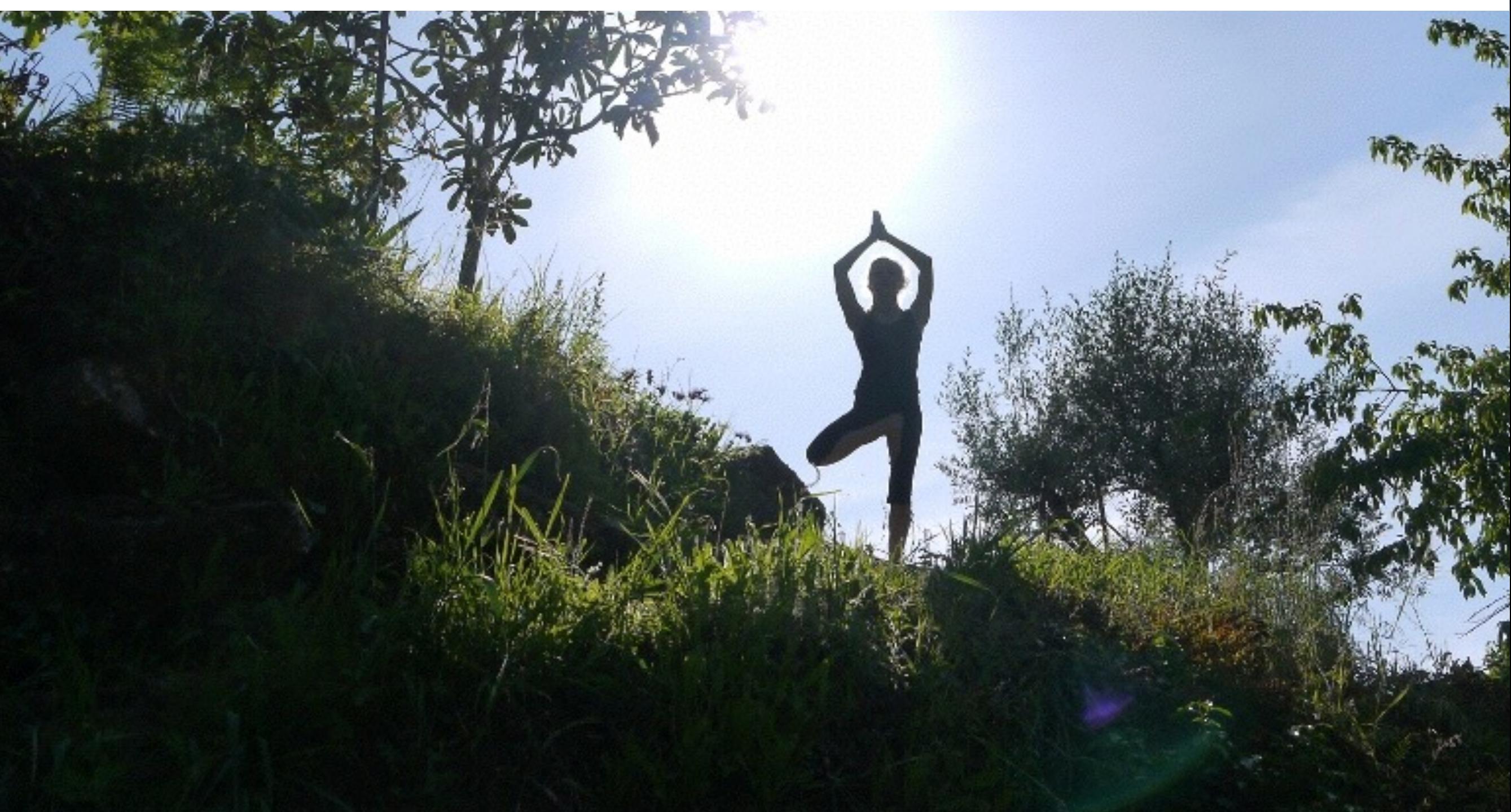
COMMUNAL STRUCTURES

# Additional Activities

- Yoga classes
- Yoga for children
- Group workshops & retreats
- Nature hikes & cycling
- Natural beekeeping
- Bird spotting
- Organic gardening
- Planting trees
- Boot camps
- Wood crafts
- Dolphin watching
- Night sky observations
- Surf lessons
- Horseback riding
- Night excursions
- Local handcraft workshops
- Pizza & BBQ nights
- Beach buffets
- Cultural activities

\* For most of our activities we work together with external partners







# Facilities included

Remote & protected nature reserve  
Glamping accommodations  
Reception & store  
Communal diner / event tent  
Yoga room & outside decks  
Tea & herbal garden  
Natural swimming pool  
Swimming Lake  
Shaded chill outs  
Children natural playground  
Animal farm  
Food forest  
Greenhouse & veggie gardens  
Hundreds of kilometers hiking tracks  
Europe's cleanest fresh air  
Clear night skies with billions of stars  
Nearby South and West coast  
Stunning beaches  
Sunny weather and blue skies





LOTS OF FUN



A wide-angle photograph of a coastal scene. In the foreground, a wooden boardwalk leads from the left towards a person walking away from the camera on a grassy, flower-filled slope. The middle ground shows a sandy beach curving along the ocean, with waves crashing against the shore. The background features rolling green hills under a bright blue sky with scattered clouds.

ENDLESS NATURE

A wide-angle photograph of a rural landscape. In the foreground, a field of green grass with small yellow flowers stretches across the frame. A single, mature tree with a dense canopy of dark green leaves stands prominently on the left side of the field. Beyond the field is a calm, blue lake or river. On the far shore, there's a dense line of trees and bushes. Further back, the landscape opens up into rolling green hills that stretch towards a distant horizon under a clear, pale sky.

AROMATIC LANDSCAPES

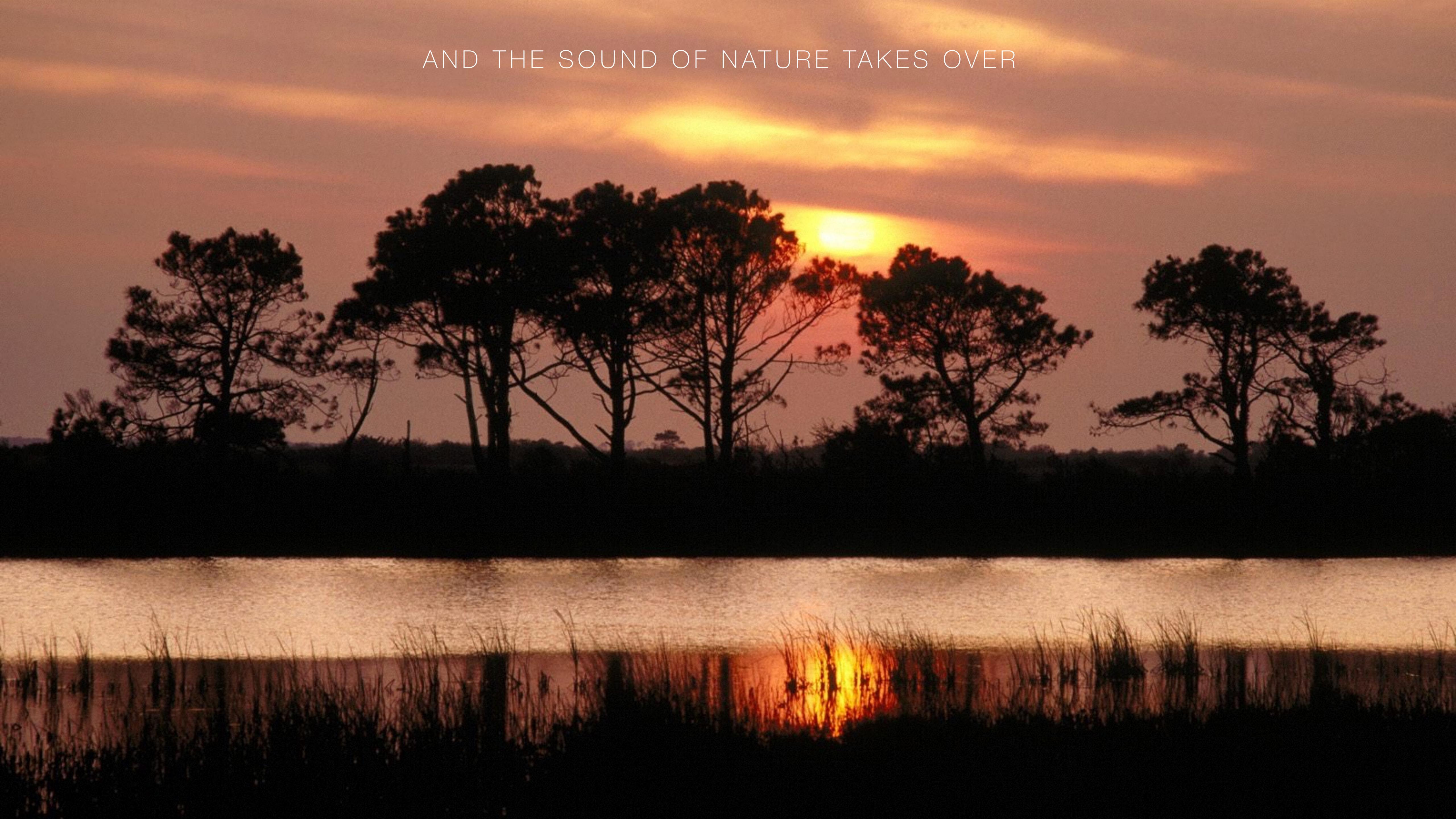


UNFORGETTABLE MOMENTS



WHERE TIME IS FORGOTTEN

AND THE SOUND OF NATURE TAKES OVER



5 BILLION STAR EXPERIENCE



# VAMOS VERDE KEY WORDS

**Hospitality**, Eco, **Nature**, Adventure, Activities, Innovation, Organic, **Permaculture**, Regenerative Agriculture, **Inspiration**, Unwind, Healthy, Exercise, **Yoga**, **Animal farm**, Medicinal, Bio-diversity, Local community, Culture, Trips, Handcraft, **Food forest**, Workshops, **gastronomy**, Campfire, Natural swimming pools, Leisure, **Sustainability**, Tea & herb gardens, Positive carbon footprint, **Renewable energies**, Clean tech, **Natural resources**, Innovation, Glamping, **Eco-Luxe**, Family friendly, **Customer service**, **Education**, Reenergize, Pioneer, excursions, **Green economy**.



# PLANNING

## Phase One

Now - May 2016

- ▶ Finish the business plan
- ▶ EU funding covers (70-75% of initial investment)
- ▶ Building Vamos Verde team
- ▶ Find investing partners
- ▶ Choose final location
- ▶ Developing stage
- ▶ Start with 30 glamping (Bell) tents
- ▶ With basic facilities
- ▶ Summer 2016 opening Vamos Verde 'part one'

## Phase Two

May 2016 - 2018

- ▶ Evaluate
- ▶ Expand investor partnerships
- ▶ Expand with more glamping structures
- ▶ Expand our team
- ▶ Expand facilities
- ▶ Spring 2018 Opening part two
- ▶ Start planting the food forest
- ▶ Launch of The Vamos Verde foundation

## Phase Three

2018 - 2020

- ▶ Evaluate
- ▶ Expand investor partnerships
- ▶ Expand with permanent ECO-structures
- ▶ Expand our team
- ▶ Expand facilities
- ▶ Spring 2020 opening Permanent Structures
- ▶ 2020 plan Vamos Verde location two

*Within five years, Vamos Verde hopes to become a recognized leader of sustainable tourism products in the Algarve. Its marketing efforts will have established Vamos Verde as an emerging natural and cultural tourism destination. Direct tour sales will be achieved through innovative and effective online marketing strategies, and indirect sales will be achieved through a diverse mixture of sales partnerships with both inbound and outbound travel industry partners.*



# PLANNING OF STRUCTURES

## Phase One

June 2016



Bell tents

## Phase Two

2017 - 2018



Safari lodges

## Phase Three

2018 - 2020



Eco structures



# Statistics & trends

## TOURISM

Tourism accounts for 9% of the world's gross domestic product and 6% of exports and contributes (directly or indirectly) to one in eleven jobs. It is growing rapidly. In 2013, 1,087 million international tourists travelled the world generating US\$ 1.4 trillion in exports. The UNWTO forecasts that international arrivals will grow at an average of 3.3% per annum to 2030.

**A trend observed in more mature source markets, especially in Europe and North America, has been towards soft adventure and authentic, transformative experiences, which often include an element of visits to natural areas.**



Source: UNWTO

*"More than a third of travellers are found to favor environmentally friendly tourism and be willing to pay for related experiences. Traditional mass tourism has reached a stage of steady growth. In contrast, ecotourism, nature, heritage, cultural, and "soft adventure" tourism are taking the lead and are predicted to grow rapidly over the next two decades. It is estimated that global spending on ecotourism is increasing about six times the industry wide rate of growth."*

# Portugal Statistics

## UNSPOILED WEST-ALGARVE

### Steep increase in overnight stays in tourism in rural areas and in local accommodation

Tourism in rural areas and lodging tourism, in July 2014, had on offer 883 operating establishments (6.1% more than in 2013) and a capacity of 13.7 thousand beds (+6.7%). The number of guests in these means of accommodation stood at 371.6 thousand and the number of overnight stays amounted to 855.7 thousand, corresponding to increases of 14.7% and 14.9% respectively. Average stays were 2.30 nights and the occupancy rate reached 20.4%.

Source: Instituto Nacional de Estatística / Portugal

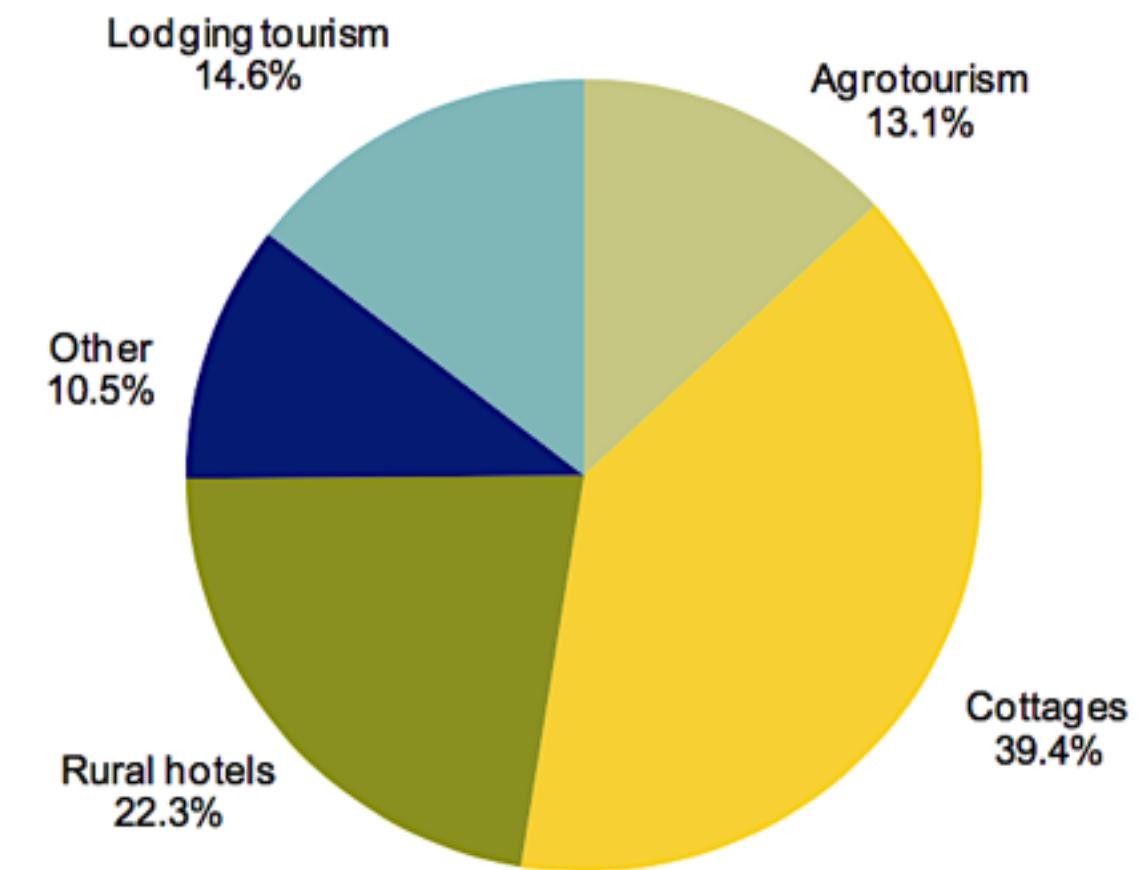


Figure 2 – Overnight stays in tourism in rural areas by NUTS II, 2014

### Revenue from tourism in Portugal highlighted growth

According to data from “Banco de Portugal” with regard to the item “Travel and Tourism” from the Balance of Payments, with reference to 2014, revenue has increased in relation to the previous year (+12.4% from +7.5% in 2013) and stood above the EUR 10 thousand million mark (EUR 10 394 million). Expenditure on “Travel and Tourism” totaled EUR 3 318 million, representing a growth of 6.4% when compared with 2013. In 2014, the balance regarding this item reached EUR 7 000 million, reflecting a 15.4% annual growth (+8.3% in 2013).

# Target audience

## ECO TOURISM

What is ECO Tourism?

Tourism that maximizes the benefits to local communities, minimizes negative social or environmental impacts, and helps local people conserve fragile cultures and habitats or species.

- Age: from 21 to 68
- Coming from: Northern European countries, UK, Scandinavia & US.
- Young professionals who want to escape the hustle and bustle of urban life and simply wants to enjoy nature.
- Higher educated, nature loving and dual earning couples with children.
- Health aware people, who want to participate during their holidays, are interested in sustainable living and how to grow your own food.
- Pioneers / trend setters who are interested in spirituality, such as yoga and meditation and want to practice this in an inspirational environment.
- Business.
- Yoga teachers, detox trainers (etc.) seeking 'all-in' group accommodation for workshops or retreats.

# The Way We See it

## WE SEEK SUSTAINABLE INVESTORS

### INPUT

- We rent out accommodations for tourists
- We organize in-house group workshops / retreats incl. accommodations and meals
- We organize daily wellness and leisure activities and tours for our guests
- We rent out additional amenities (surfboards, bicycles etc.)
- We accommodate for workshops / retreats incl. accommodations and meals for third parties
- We sell our home grown produce to our hospitality guests, to CSA (customer supported agriculture) and to end users like restaurants
- We sell souvenirs to our guests, for example locally produced handcrafted products and food, but also books, plants seedlings and herbs
- We accommodate for business groups and other events such as weddings
- Restaurant / gastronomy sales

### OUTPUT

- For the development of 'Phase One' we need to invest a total amount of € 350.000,-
- 70% to 75% of this will come from EU subsidies
- For the remaining ± € 105.000,- we seek private investors
- 12% Annual interest rate,
- For the development of 'Phase two' we estimate we need to invest a total amount of € 140.000,-



# Interesting product

## SUMMARY

A.

### Vamos Verde's USP is a combination of:

1. Glamping is a new form of hospitality in which people get to be very close with nature with comfort.
2. This new trend in tourism is set to grow in the next coming decade.
3. In everything we do we improve, support and promote nature.
4. We stimulate education, social farming and sustainable innovation through workshops, retreats, seminars and joined projects.

B.

### Investing in Vamos Verde is:

1. a 12% annual interest rate
2. a quick return on investment.
3. the option for investors to grow alongside our company growth.

C.

### Common values:

Vamos Verde's core values is something which resonates through out our team. People come to work at Vamos Verde not only to make a living but also because they believe they are part of a brand which is making a difference. Vamos Verde uses hospitality as a tool to raise awareness and to spread a message off 'sustainability'.

D.

### EU:

Vamos Verde goals are inline with the EU parlement goals for the future. These goals are called 'Horizon 2020'. This will benefit us in terms of generous subsidies stimulations but also in terms of legislations.

...ONE MORE THING

# The Vamos Verde Foundation

Take care of nature, it takes care of us





## Future goals

The Vamos Verde Foundation will be launched in spring 2017

Our mission is to:

1. help nature
2. help people in need

In order to reach our *green* goals we will start seeking structural support of the public, government, private investors and existing organizations.

With this support we will open our Vamos Verde doors to conduct research, organize seminars, workshops, demo projects, care farming and joined education programs together with non-profit organizations, universities, schools and other institutes. The Vamos Verde Foundation is about working together and sharing knowledge.

Good news: We are already talking to one Portugese and one Dutch University who have said they want to do joined projects with us, and two social farming organizations showed interest.

The following topics will be addressed:



Natural bee keeping



Sustainability



Reforestation



Care farming for young people



Bio-diversity & water retention



Ecology



Field excursions for schools



Biology



Natural building



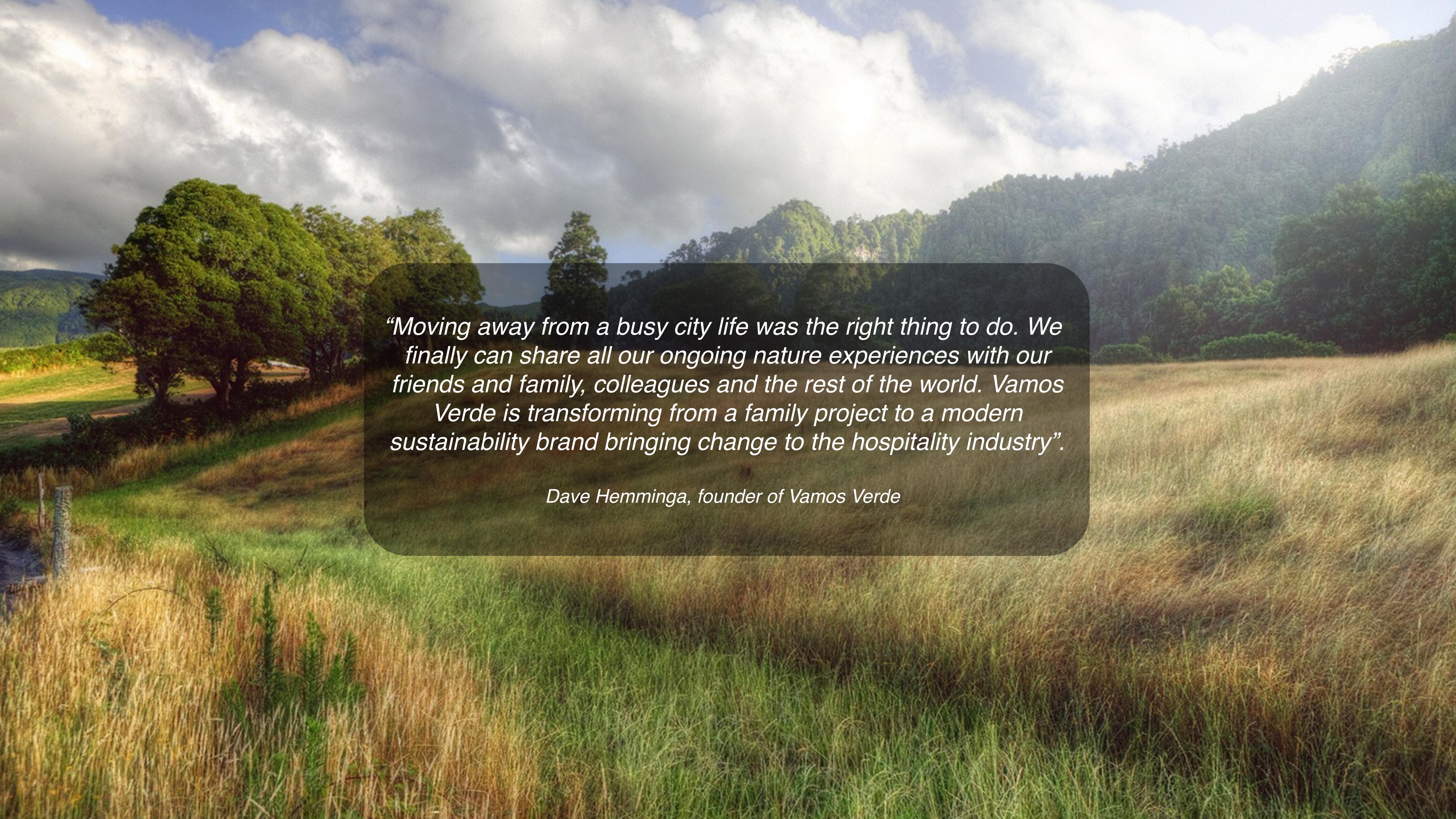
Seed preservation



Regenerative Agriculture



Renewable energy & innovation

The background of the image is a wide-angle photograph of a rural landscape. In the foreground, there's a field of tall, golden-yellow grass. A dark, semi-transparent rounded rectangular box is positioned in the center-left of the frame, containing a quote. In the upper left corner of the image, there's a cluster of large, mature trees with dense green foliage.

*“Moving away from a busy city life was the right thing to do. We finally can share all our ongoing nature experiences with our friends and family, colleagues and the rest of the world. Vamos Verde is transforming from a family project to a modern sustainability brand bringing change to the hospitality industry”.*

*Dave Hemminga, founder of Vamos Verde*

Thank you for your attention

Vamos