

Ja Nice - Sustainable Surf and Yoga Hostel

Janice Maiken Greising

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A Project submitted to the School of Tourism and Maritime Technology of
Polytechnic of Leiria in partial fulfilment of the requirements for the Master's Degree
in Sustainable Tourism Management

Project conducted under the supervision of Professor Dr. João Paulo Jorge and
Professor Dr. Carla Bento

2024

Acknowledgements

I would like to express my deepest gratitude to all those who have supported me throughout the process of completing this project, in particular my supervisors, whose guidance and expertise have been invaluable, as well as my family and friends, whose encouragement and support have kept me motivated.

Abstract

The following text is a business plan for – Ja Nice, a sustainable surf and yoga hostel in Costa da Caparica, Portugal. It aspires to offer environmentally conscious, yoga-loving, surf-enthusiastic travellers and digital nomads an experience focused on well-being, community and awareness. Ja Nice combines the elements of surfing, yoga and sustainability, targeting a demographic of travellers seeking authentic and responsible tourism experiences. The Business plan outlines strategies for reducing the environmental impact of the hostel through environmentally friendly renovations, reducing energy use, using renewable energy, composting waste and sustainably sourcing materials for furniture and decorations.

Portugal, and in particular the Costa da Caparica destination, are ideal locations for such an innovative hostel concept. Portugal is known, among other things, for its breathtaking beaches and vibrant surf culture. Costa da Caparica has steadily grown in popularity in recent years, especially among the surfing community. The business plan addresses key challenges such as the balance between profitability and sustainability and the importance of developing a strong connection between guests and the local community and environment. This paper presents a model that embodies high standards of quality and efficiency in areas such as design, communication and marketing. By combining theoretical and practical approaches, the leisure experience is optimized, with particular attention paid to the economic, environmental and social aspects of both the enterprise and the local community. The concept follows the principles of sustainability and is based on the United States Agency for International Development's Sustainable Tourism Enterprise Development: A Business Planning Approach (Humke & Hilbrunner, n.d.).

Keywords: Sustainable Tourism, Yoga, Surf, Costa da Caparica, Hostel, Sustainability

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Glossary

- **AML** - Lisbon metropolitan area
- **EC** - European Commission
- **GDP** - Gross Domestic Product
- **INPI** - National Institute of Industrial Property
- **IRN** - Instituto dos Registos e do Notariado (Institute of Registries and Notary)
- **LDA** - Private limited liability company
- **SDGS** - Sustainability Development Goals
- **UN** - United Nations
- **WSL** - World Surf League
- **UNWTO** - United Nations World Tourism Organization

1 Introduction

1.1 Foundations and Ambient

This business plan aims to respond to the evolving needs and desires of coastal and maritime tourism in the beach town Costa da Caparica, Portugal. The business plan seeks to achieve its purpose by creating a balance between an Eco-friendly, wellness, spiritual community and environment as well as an active, stylish and modern space that fulfils all wishes for surfers and digital nomads likewise. Guided by the United States Agency for International Development's guide *Sustainable Tourism Enterprise Development: A Business Planning Approach* (Humke & Hilbrunner, n.d.), this business plan was developed. This plan also includes a location analysis, a market and competition analysis, operational and management structures and financial projections. The market analysis for the business plan for this project was collected, among other things, through interviews with three experts. The experts are a senior municipal manager from Almada, a university professor from the region and a manager of surf houses in Costa da Caparica.

1.2 Concept

Ja Nice implements yoga, spirituality and consciousness as a tool for innovation and differentiation from other surf and co working accommodation in the region. Yoga is a synonym for union and bringing together and according to Ponder and Holladay (2013) (Ponder & Holladay, 2013) thereby also Harmony. Yoga describes the union of body, mind and spirit (Lehto et al., 2006) and Ja Nice aims to transfer this union and harmony to the company, the tourism product and the community that Ja Nice wants to create.

The idea behind the project, brand and business Ja Nice was to develop a tourism product that offers a home away from home for travellers and digital nomads who are interested in yoga and/or surfing, while also taking a luxurious, environmentally friendly and holistic approach. Objectives were to design and implement a sustainable tourism product that would have as little impact as possible on the environment and community, but rather support it, while at the same time being a viable business.

The design of the hostel will be clear and chic, with light and natural colours that create a sense of flair. This flair and other boho-chic elements ensure that the experience at Ja Nice is spiritual and close to nature, but still luxurious and special. Ja Nice based its interior design on the book *The Boho Manifesto*, written by Julia Chaplin, which deals with the unconventional style of design and decoration as well as the new Bohemians (Chaplin, 2019). The

unconventional style of the interior design and decoration at Ja Nice further differentiates the product from other surf and yoga hostels in the area and offers a unique tourism product and experience.

2 Context: Tourism Site Analysis

2.1 Portugal

Portugal is located in the south west of the European continent and shares the Iberian Peninsula with Spain to the east and north. It has 1.793 km (1.114.1 mi) of Atlantic Ocean coastline to the west. Portugal's position on the Atlantic has always made the country a major player in maritime exploration and trade. The long coastline offers many opportunities for maritime activities: shipping, tourism, fishing and water sports. Portugal has the 5th biggest Exclusive Economic Zone (EEZ) in Europe. This EEZ offers valuable economic prospects and marine water resources. Besides the coastal attractions, Portugal has a rich cultural heritage with many UNESCO World Heritage Sites such as the Jerónimo Monastery and the Tower of Belém in Lisbon, the University of Coimbra, the historic centres of Porto and Evora and the cultural landscape of Sintra. (UNESCO, n.d.) These historical sites make Portugal a big tourist destination and attract millions of visitors every year. In addition to its rich diversity of maritime resources and culture, Portugal also has a variety of landscapes to offer. The variety of landscapes ranges from the green northern Minho region, to the hilly plains of the Alentejo region. The diversity allows a variety of agricultural activities, including olive oil production, wine production in different regions of the country and cork harvesting. Portugal is the world's biggest producer of cork, making this industry a backbone of the country's economic strength. (Portugalist, 2024) The climate in Portugal is generally Mediterranean and warm. In the northern regions of Portugal, temperatures range between 8 and 30 degrees Celsius throughout the year. South of Lisbon it gets warmer with milder winters and hotter summers with temperatures of up to 35 degrees Celsius. (Flatio, n.d.) The Portuguese mainland has 3 main international airports for travel and tourism. The biggest is Humberto Delgado Airport (Lisbon Portela Airport) in Lisbon, followed by Francisco de Sá Carneiro Airport and Faro Airport. (Worlddatainfo, 2024) Whereby about 58.4 million passengers visited these 3 airports in 2023. (ANA, 2024) Portugal has also made considerable progress in sustainable development. In 2023, 61% of the electricity consumed by Portuguese power grids was covered by renewable energy. (REN, 2024)



Figure 1: Satellite image of Portugal

2.2 Costa da Caparica

Costa da Caparica is a small Beach Town, which is part of the municipality of Almada. The municipality of Almada is located in the district of Setúbal, in the Lisbon Metropolitan Area (AML). This municipality has an area of approximately 70 km² and 177,400 inhabitants (Censos, 2021) and has been divided, as demonstrated in Figure 3, into 5 different parishes since 2013:

- Almada, Cova de Piedade, Pragal and Cacilhas
- Laranjeiro and Feijó
- Caparica and Trafaria
- Charneca da Caparica and Sobreda
- Costa da Caparica

Historically, Costa da Caparica has been closely linked to maritime activities, especially artisanal fishing, and subsistence farming, based on small gardens on the dunes. Everything suggests that Costa da Caparica was founded during the 18th century, when fishermen from the Algarve and the Aveiro region settled here (Silvestre, 2021). Currently, the town and parish of Costa da Caparica has an area of around 10 km² and 13,968 inhabitants (Censos, 2021), with a great increase since 1991, as illustrated in Table 1.

Costa da Caparica's population growth (1991-2021)

| | | |
|-------------|--------|--------|
| 1991 | 6 913 | |
| 2001 | 11 708 | +69.4% |
| 2011 | 13 418 | +14.6% |
| 2021 | 13 968 | +4.1% |

Source: INE, Censos 2021

Table 1: Costa da Caparica's population growth

Costa da Caparica which is located close to the Tagus river, benefited greatly from the construction of the 25 de Abril bridge over the Tagus, reducing the travel time to Lisbon to just twenty minutes. Today it is closely connected to sun and sea tourism and water sports (mainly surfing), offering a wide range of services, spaces and activities on more than 13 kilometers of white sandy beaches, where hundreds of thousands of people pass by every year (Câmara Municipal de Almada, 2021). The city is strongly marked by seasonality, with 75% of its housing stock occupied only during the summer season and weekends (Silva, 2012).

The dynamics of the Costa da Caparica are not limited to the town of the same name, but cover the entire Atlantic coastline of the municipality of Almada. This Atlantic front is made up of a long line of beaches, about 13 kilometers long, which include an extensive system of dunes and some other urban centers (Silva, 2012). The extensive coastline of Caparica and its close proximity to Lisbon are illustrated in Figure 3.

One of the major environmental threats to the area has to do with climate change and the retreat of the coastline due to erosion. Artificial sand nourishment was introduced on beaches in 2008, with the fundamental aim of mitigating the serious situation resulting from the "advance of the sea" over the coastal plain and preventing damage to the stability of coastal defense structures (INAG, 2009).

Regarding tourist demand, the public data is not very detailed. According to INE in 2024, in the municipality of Almada, the number of overnight stays grew from 123 per 100 inhabitants in 2010 to 278 per 100 inhabitants in 2024.(de Estatística, 2024) As far as tourist accommodation is concerned, according to the tables below we can see a great evolution in this

indicator. Currently, and not counting the unregistered supply, the municipality of Almada has a total capacity of 9856 tourist beds distributed between hotels, campsites and local accommodation. The weight of the latter is quite significant, accounting for around 71 per cent of the total.

Hotels and Camping sites in the municipality of Almada

| | Units | No. of beds |
|---------|-------|-------------|
| Hotels | 9 | 1765 |
| Camping | 1 | 1112 |

Table 2: Source: Registo Nacional de Turismo (RNT)

To reinforce the importance of local accommodation, we can observe the evolution from 2018 to 2023 (Tables 3 and 4): the number of units went from 637 to 1765, an increase of around 171 per cent. Likewise, the number of tourist beds increased by 151 per cent over the same period.

Local accommodation units (*Alojamento Local*) in the municipality of Almada

| | 2018 | | 2023 | |
|--|------------|------------|-------------|------------|
| | No. | % | No. | % |
| Almada, Cova da Piedade, Pragal e Cacilhas | 78 | 12,4 | 255 | 14,9 |
| Laranjeiro e Feijó | 11 | 1,7 | 37 | 2,2 |
| Caparica e Trafaria | 27 | 4,3 | 126 | 7,4 |
| Charneca de Caparica e Sobreda | 192 | 30,4 | 489 | 28,6 |
| Costa de Caparica | 323 | 51,2 | 800 | 46,9 |
| TOTAL | 631 | 100 | 1707 | 100 |

Table 3: Source: Registo Nacional de Turismo (RNT)

Number of beds in local accommodation units (*Alojamento Local*) in the municipality of Almada

| | 2018 | | 2023 | |
|--|-------------|------------|-------------|------------|
| | No. | % | No. | % |
| Almada, Cova da Piedade, Pragal e Cacilhas | 320 | 11,5 | 879 | 12,6 |
| Laranjeiro e Feijó | 28 | 1 | 113 | 1,6 |
| Caparica e Trafaria | 144 | 5,2 | 547 | 7,8 |
| Charneca de Caparica e Sobreira | 987 | 35,5 | 2468 | 35,4 |
| Costa de Caparica | 1301 | 46,8 | 2972 | 42,6 |
| TOTAL | 2780 | 100 | 6979 | 100 |

Table 4: Source: Registo Nacional de Turismo (RNT)

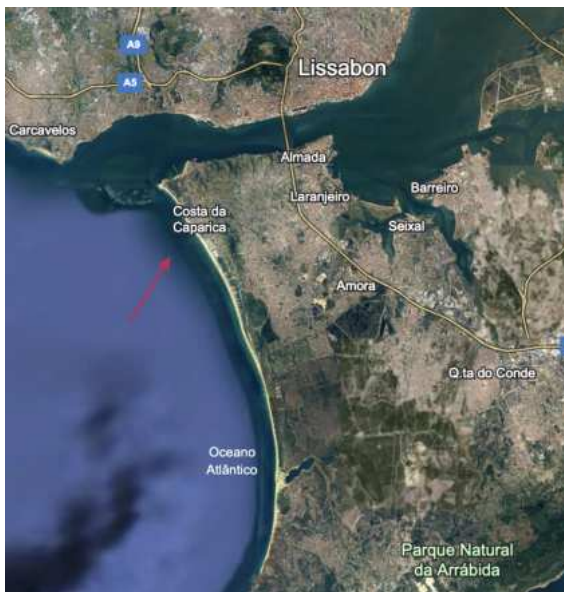


Figure 2: Satellite image close-up of Costa da Caparica with its long coastline.



Figure 3: The 5 parishes of the municipality of Almada.

2.3 SWOT Tourism Inventory Costa da Caparica

This analysis will consider Costa da Caparica's unique characteristics as a beachside destination in Portugal and very close to Lisbon. It is known for its long stretches of sandy beaches, vibrant surf scene and scenic beauty.

Table 5: Attractions, Activities and Tourism Infrastructure

| Natural Attractions | Cultural Attractions |
|--|---|
| <ul style="list-style-type: none"> • 26km coastline • Nature Reserve: "Arriba Fóssil" • Several viewpoints | <ul style="list-style-type: none"> • Various portuguese cafes and restaurants • Beachbars with beachpartys • Big and smaller music and surf festivals over the year • Mercado Municipal |
| Recreational Activites | Tourism Infrastructure/Facilities |
| <ul style="list-style-type: none"> • Beachwalks, Hikes • Sunbathing • Yoga schools • Surf and water sport rental and lessons | <ul style="list-style-type: none"> • Accomondation • Access • Supermarkets • Restaurants • Parking |

Attractions, Activities and Tourism Infrastructure:

Costa da Caparica offers various natural attractions as the Nature Reserve "Arriba Fóssil" with hiking paths and several viewpoints over the 13km long coastline from Costa da Caparica. It also has several cultural attractions to offer as the mercado municipal, which is a typical communal market and is a part of portugese culture,(Reforma Agrária, n.d.) Beachbars which offer many beachpartys in the summer months, various Portuguese cafes and restaurants and bigger and smaller music and surf festivals over the year, like events from the WSL or "O Sol da Caparica"(Cartaz Cultural Lisboa, 2024).

Furthermore does Costa da Caparica offers its visitors a lot of recreational activities like Beach walks on the long coast, hiking in the Nature Reserve, a lot of beaches and many hours sun per year for sunbathing, multiple Yoga classes and schools and plenty of different Surf rentals and schools, as well as other water sport activities.

The tourism infrastructure and facilities in Costa da Caparica are well developed and it offers multiple different accommodations, as hotels, hostels and some home stays. Costa da Caparica has some accessible Beaches also for people with some physical handicaps. It has plenty of supermarkets and restaurants and offers many big parking's, at the center and at every big Beach.

Strengths:

Prime Location: Costa da Caparica offers extensive sandy beaches and nearly all over the year some waves (GWSurfTeam, 2023). This making it an attractive destination for beachlovers, tourists and surfer seeking for relexation, sports and nature. The Beachtown has a considerable proximity to Lisbon which is around 20 minutes by car (Rome2Rio, 2024). Due to this proximity it provides easy access while offering a serene escape from the hustle and bustle from the big city.

Natural Biodiversity and Beauty: The area around Costa de Caparica is surrounded by the natural beauty of Arriba Fóssil protected landscape. The landscpae is shaped by the dark yellow, reddish fossil cliff. (Natural.pt, n.d.) This natural area offers opportunities for various outdoor activities like hiking, biking, bird watching and exploring the local flora and fauna.

Surf Hub: The Beachtown is well known for its excellent surfing conditions all around

the year. It offers a variety of waves and conditions attracting beginner and advanced surfers. In the summer it offers smaller waves, good for longboarding and beginners. In the winter it can offer some big swell. (GWSurfTeam, 2023) This can be leveraged to attract guests looking for surfing holidays or surf lessons.

Community and Cultural Attraction: Costa da Caparica hosts a variety of local markets, restaurants, festivals and cultural events that celebrate the culture, food and music of Portugal.(de Almada, 2024) These markets and events are appealing for tourists seeking authentic Portuguese experiences.

Weaknesses:

Environmental Concerns: Costa da Caparica being a coastal town, it faces challenges related to coastal erosion and environmental sustainability (Sancho, 2023). These concerns could impact its appeal in the future and require careful observation, management and planning.

Seasonal Fluctuations: As many coastal towns in Europe, Costa da Caparica experience seasonal variations in tourist flows. It has a peak season in summer and the most quiet period in winter(Guide, n.d.). In summer, there are hardly enough hotels and accommodation in Costa da Caparica to meet the demand from tourists. In winter, on the other hand, there are many vacant accommodation options for tourists(Moura-George, 2024). These fluctuations affecting revenue consistency.

Competition: The availability of competing accommodation such as hostels, hotels, campsites and vacation homes and apartments can create a challenge in attracting tourists and demands unique selling points to stand out.

Limitation of Infrastructure: Depending on the region on the Costa da Caparica, there are restrictions in terms of infrastructure, such as transportation, especially to reach more remote beaches outside the city center of Costa da Caparica or natural areas. Costa da Caparica can only be reached by public transportation by bus, ferry and bus or train and bus, so many people use cars, motorcycles, private transportation, Ubers or cabs to reach Costa da Caparica (Raposo, 2022). At peak times, this leads to a high level of traffic congestion

and the infrastructure is stretched to the limit.

Opportunities:

Sustainable Tourism Trend: The increasing awareness and demand for Eco-friendly travel experiences (Fortune Business Insights, 2024) present an opportunity to market the hostel as a sustainable option. Marketing the hostel as a sustainable one can be achieved by emphasizing Eco-friendly practices, renewable energy use and support for the local community.

Partnerships and Collaborations: The collaboration with local businesses such as surf schools, wellness salons and cafes and restaurants could enhance the hostel's offering and could help to create a more holistic experience for the guests.

Marketing and Social Media Presence: The usage of digital marketing and social media can help to attract a global audience. With using social media and digital marketing it is particularly effective to attract younger travelers from Gen Z and Millennials, which are interested in unique and Instagram-worthy destinations (Pixlee TurnTo (now Emplifi), 2016).

Threats:

Climate Change: The consequences of climate change, including extreme weather conditions and rising sea levels, could affect Costa da Caparica's appeal and may require adaptive strategies (Pereira et al., 2022).

Environmental Regulation: New emerging or amended regulations to protect the coastal environment and nature conservation could restrict the development or activities that may be carried out in the Costa de Caparica area (Sancho, 2023), which could have an impact on business activities.

Economic Instability: Global economic fluctuations can have an effect on tourism worldwide, including in Portugal, and have an impact on travelers' propensity to spend money on their trips (Aon, 2023).

Health Pandemics: Pandemics like the COVID-19 pandemic has shown, health crises and pandemics can significantly disrupt the travel and tourism industry and therefore require solid contingency planning (United Nations World Tourism Organization, 2023).

Table 6: SWOT Analysis Costa da Caparica

| Strengths | Weaknesses |
|---|---|
| <ul style="list-style-type: none"> • Prime Location • Natural Biodiversity and Beauty • Surfing Hub • Community and Cultural Attraction | <ul style="list-style-type: none"> • Environmental Concerns • Seasonal Fluctuations • Competition • Limitations of Infrastructure |
| Opportunities | Threats |
| <ul style="list-style-type: none"> • Sustainable Tourism Trend • Partnerships and Collaborations • Marketing and Social Media Presence | <ul style="list-style-type: none"> • Climate Change • Environmental Regulations • Economic Instability • Health Pandemic |

2.4 Property and Zone

2.4.1 Potential Property

The potential property for Ja Nice is the the building and property of the former 7 Wave Surf Hostel in Costa da Caparica. The former 7 Wave Surf Hostel is depicted in figures 4 to 7. More precisely, it is located in the district of São João da Caparica, which is part of Costa da Caparica. São João da Caparica is a part of Costa da Caparica that is less crowded than the center. This part is located at the left end of the village when looking from the beach towards the municipality. The closest beach to this building is the "Praia de São João". This area and also the beach of São Jão has less tourist development than the center of Costa da Caparica, also there is more free parking and housing units in this area. The path to Praia de São João is illustrated in Figure 8.



Figure 4: Illustration of the 7 Waves Surf Hostel



Figure 5: View on the Front site of the 7 Waves Surf Hostel



Figure 6: Illustration of the 7 Waves Surf Hostel from the front/right



Figure 7: Illustration of the 7 Waves Surf Hostel garden, right side with view on the pool



Figure 8: Illustration of the way to Praia de São João

2.5 Partnerprofiles

In order to design and create a sustainable enterprise, Ja Nice needs to collaborate with different platforms and stakeholders on a national and international level. Table 7 illustrates several possible partners for Ja Nice and briefly describes them and the potential benefits of each. As Ja Nice defines itself as more than just a hostel but an entire brand and network, it is important that the company builds and maintains partnerships with different and cross-disciplinary organisations. Significant partnerships can be primarily in the area of sustainability and environmental awareness, educational and training institutions, tourism companies and networks, but also yoga and surf schools and networks at regional, national and international level.

To work with potential partners like the cooperation and booking platform Fairbnb.coop (Fairbnb.coop, n.d.) which has the 17 Sustainability Development Goals (SDGS) even on its website and deep integrated in their identity of the cooperation could drive the overall level of sustainable behaviour and the level of sustainability of Ja Nice and raise it to the next level.

The partnership with brands such as WhyNotSoda(WhyNotSoda, 2023) and TwoLines(Twolines, 2024) plays a crucial role in empowering the local economy, as these collaborations not only promote local entrepreneurship but also emphasise the importance of sustainable business practices. These relationships are therefore important contributors to ensuring the long-term sustainability and positive impact of Ja Nice on the community.

Table 7: List of Potential Partners and Potential Benefits

| Partner | Description of Partner | Potential Benefit |
|------------------------|--|---|
| Worldpackers | Worldpacker Corp is a community and platform for conscious travelers which want to volunteer and hosts worldwide. | Worldpackers supports and counts various Beach Clean ups on their website and furthermore it has also set itself the goal of taking the UN Sustainable Development Goals into account, therefore shares this endeavour with Ja Nice. |
| STOKE Certified | The potential Partner STOKE Certified stands for stands for Sustainable Tourism Operator's Kit for Evaluation. It is the worlds first surf and snow resort sustainability certification program. | Ja Nice will seek advice from STOKE in the area of sustainable business design |
| Workaway | Workaway (www.workaway.info) is a platform, community and online portal for volunteer workers, hostels and home stays worldwide. It offers thousands of possibilities for people to help in enterprises or private persons in exchange for accommodation, food and experience. Workaway shares some sustainable values with Ja Nice as for example supporting the UN Sustainable Development Goals. | The Ja Nice hostel will be able to receive volunteer workers for specific tasks and a set amount of time. The volunteers get to experience living in the Portuguese culture and will meet and connect with many people from different cultures. |

Table 8: List of Potential Partners and Potential Benefits

| Partner | Description of Partner | Potential Benefit |
|----------------------|--|---|
| Fairbnb.coop | Fairbnb.coop is a project of Fair Bnb Network società cooperativa and is a platform is a cooperative which aims to support locals and wants to counteract against the negative impacts from massive tourism. | Fairbnb.coop supports the 17 SDGS (Sustainability Development Goals). With the collaboration of Ja Nice with Fairbnb.coop Ja Nice could create another way to be sustainable. Fairbnb.coop shares its revenue with local initiatives, so that the fees charged by booking websites when customers use Ja Nice can be used sensibly and in a way that is compatible with Ja Nice's values. |
| TwoLines Lda. | The company and potential partner TwoLines Lda. or TwoLines Kitesurf is a company from Costa da Caparica which sells sweatshirts and caps with the surf and Caparica theme. | Ja Nice would support another local business with the cooperation, which is one part of sustainability. In addition, the collaboration with TwoLines would promote awareness in the region and generally be a favourable factor for mutual advertising for both brands Ja Nice and TwoLines. |
| WhyNotSoda | JUICYGALAXY Lda. is the company behind WhyNotSoda and is a company located in Ericeira, Portugal. The company produces why not soda carbon neutral, the drink is vegan and bio certified. | As JUICYGALAXY Lda. is a Portuguese enterprise, collaborating with them and selling the WhyNotSoda in Ja Nice's bar will support the Portuguese economy and and thus represents a sustainability factor. That the drinks are produced carbon neutral, contain less sugar than common soft drinks and are biological goes along with the values of the brand Ja Nice. |

3 Describing the Business

3.1 Needs Statement

Operating and establishing a business in the Portuguese environment comes with some obstacles compared to more developed nations. The mentality, technologies and also efficiencies that the Portuguese working environment brings with it, lag on average behind those of more developed nations. Portugal's geographical isolation on the edge of Europe has in the past slowed down technological and social development. Furthermore, the lack of budgetary provision for the construction of residential buildings has led to clearly visible defects and decay in houses and buildings. (Vasconcelos, 2016) The values of knowledge, innovation and sustainability are of great importance in Portugal. These priorities are deeply embedded in the 2030 Framework of the Ministry of Education and in the National Strategy for 2030. Both initiatives are being carefully implemented not only at national level, but also at regional and municipal level to ensure a country-wide approach to development. Major cities such as Lisbon and Porto are leading examples of this pioneering approach. These urban centres have evolved into vibrant hubs that attract a diverse mix of travellers, expats and emerging start-ups. It is clear that these cities, with their rich cultural offerings and dynamic business environment, are attractive places to settle permanently. These concepts of year-round residence and investment are not only limited to Lisbon and Porto. Many other cities across Portugal have the potential to offer similar opportunities and benefits. (European Commission, 2024) Ja Nice is committed to play an important role in addressing various economic, socio-cultural and environmental challenges. With in-depth research, perceptive intuition and extensive experience, Ja Nice can stay one step ahead of emerging trends and issues. The company's approach involves developing a dynamic range of ideals, products and functions that are both sustainable and innovative. The Ja Nice project recognises that it does not operate in a vacuum. The company recognises the diverse environment in which it operates and is committed to responding to the diverse needs of that environment. In this way, the project ensures that its solutions are effective and make a positive contribution to the wider context in which it is embedded.

3.1.1 Economic needs

Even though Portugal increased the minimum wage by a significant 7.9 percent from €760 to €820 per month in January 2024, Portugal's minimum wage is with 820€ per month still in the lowest range of minimum wages across Europe. (Portuguese Government, 2023) Further-

more is the average economic output per person in Portugal, the GDP per capita, below the Europeans Unions' average. Portugal's GDP per capita with 31.100€ is significantly lower than the EU average from 37.600€ (European Union, n.d.) and given this the economic in Portugal leaves room for improvement and has a clear need for improvement in terms of GDP per head and the minimum and average salary.

3.1.2 Social needs

Portugal has the highest emigration rate in Europe, with an absolute 2.3 million Portuguese living and working abroad. With 120.000 Portuguese leaving the country, 2013 was the peak year for emigration. (Essential Business, 2024) In Portugal, the median income of young people has fallen the most in the EU compared to the median income of the entire population, along with Malta and Luxembourg, making it unattractive for young people to work in Portugal and causing more young and qualified people to consider emigrating. (European Commission, 2022)

3.1.3 Environmental needs

The area of Costa da Caparica faces as many other coastal areas coastal erosion, which affects its beaches and dunes.(Sancho, 2023) Natural activities like rising sea levels or increased storm activity and human actions like constructions near the coast and sand extractions lead jointly to these coastal erosions.(Ferreira et al., 2021)In recognition of these environmental challenges, there is a growing need for sustainable coastal management practices. Strategies such as the construction of defences such as dykes and beach nourishment are being considered and implemented in various coastal regions around the world (Nicholls, 2004) and these types of protection measures and others will be increasingly needed in the Costa da Caparica region in the future. Climate change is also exacerbating existing environmental problems such as coastal erosion and rising temperatures. This poses a long-term threat to coastal ecosystems such as in Costa da Caparica and the tourism industry in these areas, which depends on stable weather patterns and healthy natural scenery. The biodiversity of the region is endangered by the destruction of habitats due to urban expansion and tourism growth. Especially species in coastal wetlands and dune systems are particularly impacted.(Pereira et al., 2022)

3.2 Mission Statement

Ja Nice Hostel is a profit oriented social enterprise and brand in the popular coastal surf town Costa da Caparica, Portugal. Ja Nice Hostel will offer high quality tourism products that target the active adult tourist looking for a place for surf and/or yoga vacations in an environment that combines design, Portuguese culture, sustainability and comfort.

3.3 Vision Statement

Ja Nice aims to provide high quality accommodation and communal spaces. It aims to offer leisure, sport, spirituality, relaxation, sustainability and intercultural exchange. Ja Nice wants to become a globally recognised brand in the tourism, surfing and yoga industry. The objective of the brand is to build customer loyalty by meeting their expectations and creating a community where tourists and digital nomads feel at home, far away from home. As a brand, Ja Nice wants to combine the beauty of nature with innovative design, sustainable foundations and spirituality and some elements of "boho-chic" to create a unique product that brings its guests closer to European beach life, Portuguese culture, the surf and camping community and sustainability. Boho-chic is a more reduced boho look, which uses more neutral colours but is still a very expressive look. (Living Spaces, 2024) In addition, the brand aims to host or collaborate with sports, spiritual and personal development workshops, retreats and academic events on its premises.

Operational

- Host an opening Event in the first half of Year 01
- Evolve Ja Nice into a lifestyle, sustainable and spiritual brand with own retreats and workshops, work together with Portuguese and local designers and brands like wet suits, surfboard companies or beauty and perfume companies and Portuguese coaches
- Boost awareness of Ja Nice by creating an Instagram and TikTok profile with wide reach and an appealing and engaging company website. By constantly working on these profiles and the website, a steadily increasing level of awareness is guaranteed and potential growth ensured.
- Open a second location in Portugal and another country by Year 05.

- Lease Ja Nice's common areas and premises to 3 unique brands from year 01, with annual review of whether the brand values and conditions still match Ja Nice.

Marketing

- Receive at least 20 reviews after the first season in Year 01 on Hostelworld, Booking.com and Tripadvisor and Google Reviews
- Invite at least 2 medium size Travel Influencer in Year 02 to stay for free and make promotion for Ja Nice
- Host at least one Yoga Teacher Training or Retrat by the end of Year 02
- Attend in one fair in Portugal like BTL (Bolsa Turismo Lisboa) or the ITB Berlin (which is the biggest travel fair in Europe) by the End of Year 01 and both by the End of Year 02
- Co-sponsor the yearly happening Caparica Surf Fest, which is a surf event happening every spring at the coast of Costa da Caparica. It is an event which happens since the year 2016 and is also an event from the World Surf League (WSL, 2024) due to that it has a big recognition in the surf community and if Ja Nice can co-sponsor the event it will be a promising way of advertisement for recognition and knowledge about the brand Ja Nice in the regional and national level.

Financial

- The initial capital outlay will be repaid in full at the end of Year 05
- The repayment of the mortgage for the purchase and renovation of the hostel will be fully repaid by the end of year 15

Environmental

- Achieve STOKE Benchmarked Certification by the End of Year 03 and the full Certification by the End of Year 04
- Support the conservation of the nature reserves around Costa da Caparica and the protection of the ocean by supporting local, national and international initiatives and also promoting them on its social media channels
- Ja Nice strives to keep up to date and organise regular street and beach clean-ups in collaboration with other companies and organisations in Caparica. These clean-ups were launched in 2024 by TwoLines (Twolines, 2024), a kite surfing brand and company from Caparica.

3.4 Business Description

Ja Nice Hostel offers rentals of a bed in a dormitory or a private room for a short stay in the high season and for a longer stay in the low season. All rooms are at ground level as the desired property is built in this way.

After a five year success Ja Nice can consider an extension for a rooftop and a first floor to extend the premises in Costa da Caparica by three more rooms and offer a rooftop. The sleeping facilities will be spread over a total of 7 rooms. There will be two 4-person dormitories, one 6-person dormitory, one 8-person dormitory, one double room and two twin rooms. This means that there will be different price categories and options for customers. The 8-person dormitory option will be the most affordable and simplest category but still comfortable and with a high standard sleeping option for guests. The 4-person rooms will offer more privacy for solo travelers. The double room and twin rooms will be a more luxurious sleeping option at Ja Nice Hostel. Ja Nice Hostel will also offer packages including yoga classes or surf rentals after Year 01. In addition to the dormitories and bathrooms, the hostel will provide an indoor common room, a spacious kitchen, as well as a large garden area with an outdoor seating area in the shade, a pool and a wooden yoga deck.

Ja Nice has a small indoor bar where guests can purchase drinks and simple snacks at certain times. These are provided by a volunteer. During the high season the bar is open more hours than in the mid-season and in the low season the bar is open on request and there is a trust fridge. A list of prices for the drinks in this trust fridge is displayed and guests can put the money in a small till on the fridge and help themselves. This fridge is accessible at all times and has water, various soft drinks and local beers.

A clean, minimalist yoga style is combined with natural colours and materials, complemented by cosy boho-chic elements that create a calm, harmonious atmosphere. This style is illustrated in Figure 15, Figure 16 and Figure 18.

The exterior walls of Ja Nice will be designed in light earth colours. Inside, the walls of the premises will also be kept in natural colours and kept in cream, beige and white to give the rooms a light and natural atmosphere. In addition, the common room will be painted in a pastel yellow colour and the kitchen in a very light and bright blue. The color scheme for the interior and exterior is depicted in Figure 16.

3.4.1 Design and Concept

Ja Nice plans to incorporate some furniture made from old wooden pallets, as illustrated in Figure 9, in the garden and communal areas to give the whole place a rustic, modern

chic. It will also include some boho-chic elements such as beige and white dream catchers and lampshades, Macrame's, soft cushions, hand-woven rugs, natural wooden decoration, indoor and outdoor plants, wicker chairs and tables. This will be combined with other high-quality furniture to maintain a high standard and offer a luxurious wellness experience. The combination of simple, clean lines and cosy boho accents creates a balanced, modern design that embodies minimalism, luxury and cosiness.

In general, Ja Nice's design concept is to use a lot of natural materials such as wood, stone and granite and also to base the decorations on these. For example, Ja Nice is planning a real moss wall as a green decoration in its common areas. The outdoor area of Ja Nice will have a small vegetable garden, depicted in Figure 20. There will also be a covered wooden yoga deck as illustrated in Figure 10 and Figure 19. A design board for the garden area is depicted in Figure 21.

The entire facilities of the hostel are equipped with warm, yellow, soft light from energy-efficient LED lamps to create a cosy atmosphere for the guests in Ja Nice. Examples for the light scheme in Ja Nice are illustrated in Figure 12, Figure 13 and Figure 14. In the co working area, it is possible to switch on cold light if required. The lighting throughout the hostel is also dimmable to adjust the brightness according to the time of day and the needs of the guests. The lights in the common areas, co-working and garden areas are equipped with a timer and switch off automatically at night to prevent energy wastage. The corridors leading to the communal bathrooms are equipped with motion detectors and a night light that switches on when there is movement, so that guests do not have to move around in the dark when they have to leave their rooms at night. The electricity that Ja Nice uses in its properties is also generated by the building's own solar panels. The roof surfaces of the building are equipped with a photovoltaic system, illustrated in Figure 11, that produces electricity for the building's own use and feeds surplus energy into the building's own electricity storage system, so that Ja Nice is mainly powered by its own energy. If too much energy is generated, it is also fed into the public power grid to support the production of sustainable electricity in the region.



WELCOME TO OUR BRAND HOME

Yoga, Surf, Wellness and Eco-Consciousness

You're home far from home






Costa da Caparica : You're new favourite spot for Yoga, surf, being and co-working

Only 20 minutes from Lisbon

JA NICE is a brand which developed out of the idea for a beautiful, stylish and Eco-friendly place, where people can flee from their all day life to enjoy the sun, surf, yoga, community and simple but beautiful things like gardening. JA NICE aims to always delivers a tourism product of the highest quality for it's customers while respectic and protecting the nature and our environment.

| WHY WE EXIST | WHAT WE OFFER | HOW WE DELIVER |
|--|--|--|
| A vision of an amazing tourism product and experience while protecting the nature and environment created JA NICE. | Luxury Beds and Rooms Garden and Pool Co-working area Yoga and Surf | JA NICE and it's team aims to deliver the highest quality of a tourism product. Working with locals Protecting the environment |

ENGAGING VISUALS

| | |
|---|--|
|  | <p>OUR MAIN LOGO</p> <ul style="list-style-type: none"> • Ja Nice surrounded by a minimalist sun • Color scheme: light background, dark print • The logo already implements the feeling of a holistic experience at the Beach • The logo is symbol and clean, easy to recognise |
|  | <p>OUR LOGOTYPE</p> <ul style="list-style-type: none"> • The variation: dark background, yellow print • The use case: For variations in marketing and commercial Sales |
|  | <p>OTHER VARIATIONS</p> <ul style="list-style-type: none"> • The difference: medium dark background, blue print • The use case: mainly used for commercial sales (on T-shirts, Bags, Hoodies, Caps) |

YOU'RE HOME FAR FROM HOME

Core Messages and Calls to Action

You're welcome here

It's like home - but better

Luxury is within reach

"Enjoy peace of mind like never before."

"Come away to come home to yourself."

"Experience the luxury in alignment with sustainability"

Brand Tone and Expression

Active

Warm

Professional

We treat guests with the utmost respect.

We are always welcoming and happy to help.

We want to create the best experience for you.

COMFORTING AMBIENCE



ESCAPE WITH US



Figure 9: Wooden pallet furniture (Photo: Marco Verch, CCNULL, CC BY 4.0)



Figure 10: Wooden Yoga deck(Photo: Austin Adventures, flickr, CC BY 2.0)



Figure 11: Solar panel lot (Photo: peakpx, CC0 1.0)



Figure 12: Light Scheme for warm lights in Ja Nice



Figure 13: White, yellow light (Photo: pxhere, CC0)



Figure 14: Lights yellow (Photo: pxhere, CC0)



Figure 15: Modern Boho Style (Photo: Marco Verch, CCNULL, CC BY 2.0)



Figure 16: Dream Catcher (Photo: Taha Samet Arslan, Pexels, CC0)



Figure 17: Color Scheme for the Interior and Exterior of Ja Nice Hostel

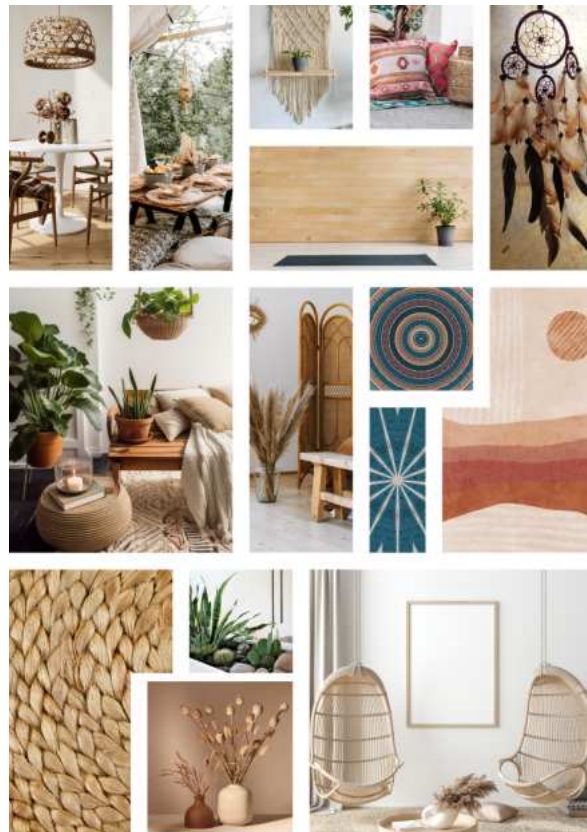


Figure 18: Style Board Boho-Chic for Ja Nice



Figure 19: Yoga Hostel Style (Photo:Anastasia Shuraeva, Pexels, CC0)



Figure 20: Vegetable garden (Photo: pxhere, CC0)



Figure 21: Garden Design Board Ja Nice

3.4.2 Business structure

Ja Nice will be set up as a limited liability company or short LDA in form of a Unipessoal company, whereby the unipessoal stands for a company with one single shareholder who holds the entire capital.(ePortugal - Government Portal of Portugal, 2024) The minimum capital required to start this kind of business is 5.000€ and this type of company has the advantage of restricting any personal risk from company liability. The founder of the company is the sole owner and all profits and risks are centralised.The founder and sole owner is Janice Maiken Greising. The primary business activities under the respective tax numbers include accommodation and the rental of beds or rooms for days, weeks or months, wellness such as yoga classes, the rental of surfboards, commercial revenue via Ja Nice T-shirts and other products and the rental of yoga retreats.

Prior to official registration, the company name must be approved by the Instituto dos Registos e do Notariado (IRN). After carrying out the necessary checks, the name Ja Nice, Unipessoal Lda. has been confirmed as available and will be submitted for approval.(Instituto dos Registos e Notariado, 2024)

3.4.3 Business Operations and Team Structure

The Ja Nice team and team structure is a dynamic process, as Ja Nice relies on a larger team in the high season than in the off-season. During the high season and middle season, Ja Nice expands its team with volunteers who work in the hostel and contribute to the warm and familiar atmosphere of Ja Nice.

Janice Maiken Greising is the owner and works full time as Manager, customer service and Marketing in the first years of Ja Nice operating. In the off season does the owner also gives potential requested Yoga lessons, as she is also Yoga teacher. In the mid- and high-season does Ja Nice work together with Volunteers which can give Yoga lessons and also hires regional Yoga teacher on a hourly base. The company employs a room maid and cleaning staff all year round. This person works more hours per week in the high and low season than in the off season, but Ja Nice also acts sustainably here and offers year-round employment, which is unfortunately not common in the tourism industry and thus offers a certain stability and sustainability for the employed person.

The main sources of income and business products of Ja Nice are the following:

- The rental of the 7 rooms on a daily, weekly or monthly basis.
- Services in commercial spaces such as yoga classes, surfboard and wet suit hire.
- Renting out the commercial spaces in the off-season for retreats and yoga classes.
- Vending drinks and snacks in the commercial spaces of Ja Nice.
- The sale of merchandise, souvenirs and Ja Nice products in the commercial areas.

4 Market Analysis

The market analysis will concentrate on the following sectors of tourism:

Primary: Coastal/Maritime with the focus on surf and the different sub-segments as recreational surfers and professional surfers. This includes all kind of surfer levels from beginner, intermediate to professional. Ecotourism is a different sector for the primary market analysis. Another primary tourism this analysis will concentrate on is the Wellness and Yoga tourism.

Secondary: On the market for digital nomads and Adventure tourism.

The section 4.2 will contain interviews with valuable experts and stakeholders from Costa da Caparica related to tourism development, sustainability, tourism enterprise and demographics.

4.1 Market Segment and Analysis

Definition - Coastal Tourism: *"Coastal tourism refers to land-based tourism activities such as swimming, surfing, sunbathing and other coastal leisure, recreation and sports activities which take place on the shore of a sea, lake or river. Proximity to the coast is also a condition for services and facilities that support coastal tourism."*(World Tourism Organization, n.d.-b)

Definition - Maritime Tourism: *"Maritime tourism refers to sea-based activities such as cruising, yachting, boating and nautical sports and includes their respective land-based services and infrastructure. Inland water tourism refers to tourism activities such as cruising, yachting, boating and nautical sports which take place in aquatic- influenced environments located within land boundaries and include lakes, rivers, ponds, streams, groundwater,*

springs, cave waters and others traditionally grouped as inland wetlands."(World Tourism Organization, n.d.-b)

Definition - Surfer: *"a person who rides on a wave on a special board"* (Cambridge University Press, n.d.) **Definition - Surf Tourism:** *"...commercial surf tourism may be considered as purchasable holiday packages where clients travel more than 40 km from home, stay overnight, and intend to devote their active leisure time principally to surfing."* (Buckley, 2002)

Definition - Surf Tourism: *The travel and temporary stay in a , undertaken by a surfer away from their region of usual domicile which is undertaken with the primary expectation of surfing waves.* (Reis & Jorge, 2012)

Definition - Ecotourism:*"Ecotourism is a type of nature-based tourism activity in which the visitor's essential motivation is to observe, learn, discover, experience and appreciate biological and cultural diversity with a responsible attitude to protect the integrity of the ecosystem and enhance the well-being of the local community. Ecotourism increases awareness towards the conservation of biodiversity, natural environment and cultural assets both among locals and the visitors and requires special management processes to minimize the negative impact on the ecosystem."* (World Tourism Organization, n.d.-b)

The UNWTO (United Nations World Tourism Organization) is promoting ecotourism since the early 1990s with the development of guidelines which will ensure that tourism does not harm the environment but supports it in protected areas. The UNWTO even held a International Year of Ecotourism in 2002 and organized a variety of global events and produced studies and published methodologies to develop Ecotourism.(World Tourism Organization, n.d.-a)

Definition - Wellness tourism: *"Wellness tourism is a type of tourism activity which aims to improve and balance all of the main domains of human life including physical, mental, emotional, occupational, intellectual and spiritual. The primary motivation for the wellness tourist is to engage in preventive, proactive, lifestyle-enhancing activities such as fitness, healthy eating, relaxation, pampering and healing treatments."* £(World Tourism Organization, n.d.-b)

Definition - Yoga Tourism: *Yoga tourism can be seen as a part of wellness tourism, whereby Yoga in general for the union of breath, min, body and spirit stands. It is emphasised that there are four main motivations for yoga tourism, which are seeking spirituality,*

enhancing physical condition, enhancing mental well-being and the control of negative emotions. (Lehto et al., 2006)

Definition - Adventure tourism: "Adventure tourism is a type of tourism which usually takes place in destinations with specific geographic features and landscape and tends to be associated with a physical activity, cultural exchange, interaction and engagement with nature." (World Tourism Organization, n.d.-b)

Definition - Digital Nomad: "Digital nomads can be defined as location-independent remote workers, who are simultaneously engaged in extensive leisure travel, while remaining at work digitally" (Chevtaeva & Denizci-Guillet, 2021)

Target Market Profile

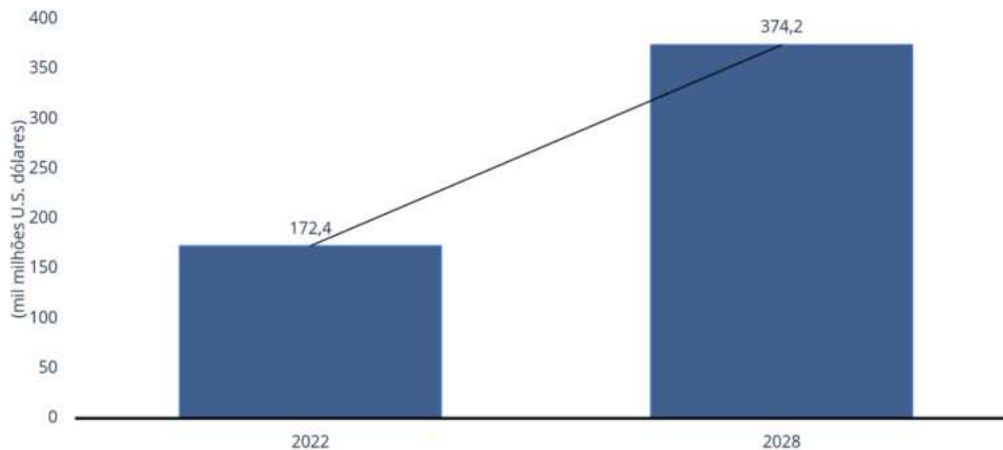


Figure 22: Target Market Profile - Ja Nice

Figure 21, derived from estimations and through analysis conducted by Ja Nice, provides a breakdown of the target demographics, categorized by country, segment, age, gender, and income class.

ECOTURISMO

DIMENSÃO DO MERCADO DE ECOTURISMO, À ESCALA GLOBAL, EM 2022, COM PREVISÃO DE EVOLUÇÃO ATÉ 2028 (EM MILHARES DE MILHÕES U.S. DÓLARES).



Estima-se que em 5 anos o valor do Ecoturismo mais do que duplique o seu valor face a 2022, aproximando-se dos **400 mil milhões de dólares**.

Figure 23: Eco-tourism by Turismo de Portugal (Turismo de Portugal & Pereira, 2024)

Figure 22 shows the size of the Eco-tourism market at the international level in 2022. The graph also shows a growth forecast for the market up to and including 2028. The figures are given in billions of US dollars. The data and growth forecasts come from Turismo de Portugal, the research and knowledge from Pedro Pereira and the data from Statista.com (Turismo de Portugal & Pereira, 2024). According to estimates, the value of ecotourism in 5 years' time, 2022, will more than double and increase to around 400 billion dollars. These forecasts show that the ecotourism market segment is a steadily growing market for the next few years and thus an important segment for Ja Nice. Ja Nice will ensure that it participates in the growing market for ecotourism and serves the needs of customers in the segment.

4.2 Market Interest and Analysis

The following three sub-chapters present three interviews with experts from the surrounding area of Caparica. The qualitative interview format was chosen to align with the methodology of applied research. In the practical part of the research, it was not easy to get answers

from experts in the area. The three chosen experts are a Senior Municipal Manager and a councilor in the tourism department of Almada City Council, a professor in the field of Tourism Economics at Universidade Nova in Caparica and a Manager of surf houses in Costa da Caparica. As the Senior Municipal Manager is functioning as a councilor in the tourism department of Almada, from which Costa da Caparica is part, he was chosen for the research to give qualified information about tourism in the region and especially Costa da Caparica. The professor in the field of Tourism Economics from the university Nova was chosen as an interview partner as he has in-depth expertise in tourism in the region. The manager of the surf camps was interviewed to also cover the side of the business owners of tourism products in Costa da Caparica and their perspective.

The chosen interview questions were selected to research the current tourist flows in Costa da Caparica, as well as the influences of the increased tourism in the region. Furthermore was the objective of the interviews to find out if there are targets for the development of tourism in the region, as possible support for new tourism businesses. The research aimed to find possible strategies that can mitigate seasonality, as given in beach destinations as Costa da Caparica. In addition, the survey asked the experts about concepts for new tourism products in the region and oversaturation of the market.

4.2.1 Interview with a Senior Municipal Manager of Almada:

JG: Could you give us your opinion on the current tourist flows in Costa da Caparica and how you evaluate them? Are these numbers too high, or can they be expanded? If so, can you make any suggestions on how to improve them?

Senior Municipal Manager: Costa da Caparica is a reference area for those looking for sun and beach, especially during the bathing season, which brings a huge influx of people to the town. However, this enormous demand has created a certain urban pressure and has led the city to exhaust itself in trying to respond to the tourist impulse. We need to improve the destination management strategies, for instance, introducing tourist taxes, attract tourists with high spending power and strengthening the links and partnership between tourists, tourist companies and the local community, among others.

JG: Do you think that the increased tourism in Costa da Caparica, as shown in my research, is beneficial for the municipality, the region and its inhabitants?

Senior Municipal Manager: Only if this growth is managed in a sustainable way, introducing a number of measures (some described above)

JG: *Are there general objectives and targets for the planning and development of tourism in the area of Costa da Caparica?*

Senior Municipal Manager: We are currently working on a strategic tourism plan for the municipality of Almada. The important thing is to provide a good experience for tourists and, at the same time, increase income and quality of life for residents

JG: *Is there support from the municipality or other organisations for the opening of a new business tourism product in the Costa da Caparica area?*

Senior Municipal Manager: The support of the municipality is mainly in the field of mobility, and other infrastructures (water supply, sanitation, licensing, etc.) The question of economic incentives for companies is the domain of the Ministry of the Economy and government agencies such as Turismo de Portugal.

JG: *Like many tourist areas, Caparica is also subject to seasonality. Are there any tools or strategies that can be used to mitigate the problems associated with seasonality?*

Senior Municipal Manager: Currently, the development of surf tourism is an excellent way of minimising the impact of seasonality. We must continue to develop it in a sustainable way, as it is an activity that takes place throughout the year. On the other hand, it will be important to encourage the diversity of tourism on offer, such as cultural tourism and other forms of active tourism.

JG: *Given the increasing popularity of Lisbon, are there any particular goals or plans for transport and logistics planning on the Costa da Caparica?*

Senior Municipal Manager: This is mainly a central government function and over the years there has been some progress, but very slow. Let's hope that in the coming years this will be an area of strong investment

JG: *How many surf and yoga hostels and co-living spaces are there currently in Costa da Caparica?*

Senior Municipal Manager: I can't answer this question

JG: *Do you think there is an over-saturation or homogenisation of companies in Costa da Caparica, many of which offer similar products and experiences?*

Senior Municipal Manager: My advice is to focus on diversity and innovation, as well as good sustainable practices, and to provide customers with an unforgettable experience.

JG: *In your opinion, would a sustainable surf and yoga hostel/co-living space in the Costa da Caparica area attract enough potential customers to be profitable? be a viable business?*

Senior Municipal Manager: I think there is still a market for this type of business, but some kind of innovation needs to be introduced, both in the services offered and in customer service

4.2.2 Interview with an University Professor:

JG: *Could you give us your opinion on the current tourist flows in Costa da Caparica and how you evaluate them? Are these numbers too high, or can they be expanded? If so, can you make any suggestions on how to improve them?*

University Professor: Costa da Caparica has always been known as a beach and holiday destination. Today, Costa da Caparica is sold as one of Portugal's surf cities and, over the last 20 years, this has been one of the most important factors in the transformation of this area, leading to both positive and negative dynamics.

I believe that the number of tourists should be stabilised and growth should be contained in a controlled manner, greatly improving the quality of the offer and investing heavily in preserving the uniqueness of the territory and the well-being of the entire community. In my opinion, we should treat tourists as "temporary residents" finding strategies to involve them in the normal life of the city, so that we can demand greater commitment and respect for the local area. The carrying capacity of the territory must also be well studied and the appropriate instruments must be found to respect it.

JG: *Do you think that the increased tourism in Costa da Caparica, as shown in my research, is beneficial for the municipality, the region and its inhabitants?*

University Professor: Yes, tourism is beneficial, but not in an uncontrolled way that could have a negative impact on the community and worsen residents' way of life (for example, by increasing house prices). The development of tourism must meet concrete objectives that allow for the total sustainability of the territory

JG: *Are there general objectives and targets for the planning and development of tourism in the area of Costa da Caparica ?*

University Professor: The proposals I know of are very generalised and not very objective. A good strategic plan for tourism on the Costa da Caparica is sorely lacking, with a good overview of all the sensitive issues and an idea for the future.

JG: *Are there any projects or initiatives aimed at protecting nature on Caparica and the surrounding area from the effects of tourism?*

University Professor: Except for the protected landscape area of the fossil cliff, I don't know many, but I would like to emphasise the project to re-qualify the camping site.

JG: *Is there support from the municipality or other organisations for the opening of a new business tourism product in the Costa da Caparica area?*

University Professor: I don't know the details, but I think the management of the municipality is more focused on the day-to-day management of the problems of the territory, with little strategic vision.

JG: *Like many tourist areas, Caparica is also subject to seasonality. Are there any tools or strategies that can be used to mitigate the problems associated with seasonality?*

University Professor: There is no magic solution to seasonality because it is a structural problem and has a lot to do with how society is organised. However, some steps must be taken to reduce this seasonality and in the future have a more balanced and sustained situation. For example, there should be effective mechanisms to control the construction of second homes, to promote local identity as a tourist attraction, offering more cultural events and developing cultural and experiential tourism, developing and upgrading water sports tourism in its various forms, not just surfing.

JG: *Given the increasing popularity of Lisbon, are there any particular goals or plans for transport and logistics planning on the Costa da Caparica?*

University Professor: I'm not particularly familiar with it, but in my opinion it would be very important to improve micro mobility and public transport (the underground network).

JG: *Will the municipality of Almada offer financial or legal support to encourage com-*

panies to integrate sustainability practices into their operations and business models?

University Professor: I'm not aware of it

JG: Are you optimistic about future improvements and developments in Caparica?

University Professor: If some of the policies and measures mentioned above are implemented, I think the Costa da Caparica will have an excellent future.

JG: Would you say that repeat business is a key factor for success in the tourism industry?

University Professor: I don't know if I've understood this question correctly, but in my opinion good models should be repeated, but it's even more crucial to have some capacity for innovation and diversification

JG: Do you have any advice or stories about developing a concept for a tourism product here in Costa da Caparica and running the business?

University Professor: My advice is to understand very well what tourists want, what is an asset for them, so that they are satisfied with the experience. That's why we should avoid investing in a tourist service that is already too standardised and doesn't add anything new. A business that offers something that doesn't exist anywhere else.

JG: Do you think there is an over-saturation or homogenisation of companies in Costa da Caparica, many of which offer similar products and experiences?

University Professor: Yes, I believe that this risk is very real and could lead to saturation and decline.

JG: In your opinion, would a sustainable surf and yoga hostel/co-living space in the Costa da Caparica area attract enough potential customers to be profitable?

University Professor: As I said before, it doesn't matter what type of business you're in, even one that's already widespread, you have to think outside the box and offer something innovative.

4.2.3 Interview with Charlie - Manager of surf houses in Costa da Caparica

JG: Who are you and what are you doing in Costa da Caparica?

Charlie: I am Charlie (anonymised), and I have been living and working in Costa da Caparica since a couple of years. I am working together with the owner of 8 different surf houses here in Caparica and some other places in Portugal. I oversee all the managers of the different surf houses together with owner. And I manage all aspects of the surf houses and around.

JG: Could you give us your opinion on the current tourist flows in Costa da Caparica and how you evaluate them? Are these numbers too high, or can they be expanded? If so, can you make any suggestions on how to improve them?

Charlie: What I see in the last couple of years here is, that in the summertime it gets very crowded. And it's not only tourists from the rest of Europe but also a lot of tourist from Portugal itself. The year after COVID there where a lot of tourist coming. And the following years it was still a lot but not as crazy. Before usually people booked more in advance but now due to the higher tourist flows and greater recognition of Costa da Caparica the surf houses also get more last minute bookings. I think Caparica is growing, I am unsure if this is entirely positive. Housing prices have risen significantly, and we are seeing early stages of gentrification in Costa da Caparica. I hope for a future, where more Portuguese people continue living here, alongside people from outside.

JG: Do you think that the increased tourism in Costa da Caparica, as shown in my research, is beneficial for the municipality, the region and its inhabitants?

Charlie: I believe that if locals act on it in a way that they can benefit from the increased tourism, it can be very beneficial for the people from here. But I think the municipality needs to ensure that the benefits of the increased tourism also reach those locals with fewer resources.

JG: Are there general objectives and targets for the planning and development of tourism in Costa da Caparica?

Charlie: I'm not sure, but in my view, the municipality should invest more in cleaning up Costa da Caparica as we have a lot of trash coming with the increased tourism flows.

JG: Are there any projects or initiatives aimed at protecting nature on Caparica and the surrounding area from the effects of tourism?

Charlie: There are private beach clean-ups organized by Two Lines, but I haven't heard of any other initiatives.

JG: *Like many tourist areas, Caparica is also subject to seasonality. Are there any tools or strategies that can be used to mitigate the problems associated with seasonality?*

Charlie: For off-season I can recommend also offering long-term rentals.

JG: *Given the increasing popularity of Lisbon, are there any particular goals or plans for transport and logistics planning on the Costa da Caparica?*

Charlie: They are considering a metro connection, but this will take some time. There used to be a train that connected Costa da Caparica to the beaches along the coast up to Fonte da Telha. A businessman from Caparica bought it and plans to reopen it, which will offer public transport from Costa da Caparica to the Beaches along the coast.

JG: *Will the municipality of Almada offer financial or legal support to encourage companies to integrate sustainability practices into their operations and business models?*

Charlie: Not so far as I know.

JG: *Are you optimistic about future improvements and developments in Caparica?* Charlie: Yes and No. Housing and rent prices are increasing to a point where many Portuguese may can't afford to live here anymore, and the prices in the restaurants and other services are rising.

JG: *Do you have any advice or stories about developing a concept for a tourism product here in Costa da Caparica and running the business?*

Charlie: Maintain an open communication with your team, treat business partners with respect. It's good to first connect with your neighbors before opening a hostel, get to know them and invite them to your business/property.

JG: *Do you think there is an over-saturation or homogenisation of companies in Costa da Caparica, many of which offer similar products and experiences?*

Charlie: I'm not sure if it reached full saturation yet, but it's getting close. If you plan to open a new business in Costa da Caparica, you'll need a solid business plan with a unique concept.

JG: *In your opinion, would a sustainable surf and yoga hostel/co-living space in the Costa da Caparica area attract enough potential customers to be profitable?*

Charlie: It would attract enough potential customers. However, at some point, the market here in Caparica may be over saturated.

4.2.4 Conclusion of the Interviews

The three interviews revealed that improved destination management strategies are needed for the high season in Caparica. The increase in tourism in the region in recent years could be more effectively managed through these strategies, according to the experts.

The experts gave examples of surf tourism as a counter-strategy to the seasonality of a beach destination like Costa da Caparica. With the concept of a surf and yoga hostel, Ja nice would also offer a potential countermeasure to the seasonality of the region.

5 Competition Analysis

This competition analysis analyses four different types of potential competition in Costa da Caparica: classic hotels, hostels and campsites and caravan parks and surf camps.

5.1 Accommodation - Costa da Caparica

Hotels: This competition analysis examines four different hotels in the category Hotels: WOT Costa da Caparica, TRYP by Wyndham, Residencial Mar e sol and Crown Plaza as potential as a competition for Ja Nice.

Hostels: In the category Hostels this competition analysis considers the three Hostels: Hostel Natural Mystic, Mr. Ziggys Surf House and Villa Caparica Hostel into it's analysis.

Campsites and Caravan parks: Orbitur Costa de Caparica, Clube de Campismo de Lisboa, Parque de Campismo do CCL - Costa Nova are camping and pitches which this analysis uses for comparison. The campsite Orbitur Costa de Caparica offers various types of accommodation, including bungalows, mobile homes, and spaces for parking and camping with campers or caravans. The prices for a parking space range from 140€ per week in the off season to 370€ per week in the high season (year 2024). (Orbitur Costa de Caparica, 2024) The prices for mobile homes at Orbitur Costa da Caparica can reach up to 850€ per week in the high season. The Clube de Campismo de Lisboa also offers various

types of accommodations, the same as the Orbitur campsite and it also offers caravan, eco camping, holiday apartments and little cabins for rent. The prices for the different kind of accommodation in the Clube de Campismo de Lisboa vary from 34€-107€ per night in low season and 57-158€ per night in high season. The prices vary for the different kind of accommodation. These prices are the prices for nonmembers of the camping club.(Clube de Campismo de Lisboa, 2024)

Surf Camps:

Listed below are a few of the best known and most important surf camps in Costa da Caparica, from these there are two that are compared in more detail with Ja Nice in the comparison chapter.

- GetWet Surfcamp (Get Wet Surf Camp, n.d.)
- Gota Dagua Surf Camp (Gota Dagua Surf, n.d.)
- Lisbon Surf Villa (Lisbon Surf Villa, 2023)
- LOST CAPARICA SURFHOUSE (Lost Caparica, n.d.)
- Ocean Adventure Surfcamp (Adventure, n.d.)
- PURE Surf Camps - Eco Surf Lodge Caparica (Pure Surf Camps, n.d.-a)
- PURE Surf Camps - Surf House Caparica (Pure Surf Camps, n.d.-b)
- Solid Surf Camp Costa Da Caparica (Solid Surf House, n.d.)

5.2 Comparison

| | Ja Nice | WOT | TRYP |
|-----------------------------------|--|---|--|
| Years Operating | 0 | 2 (since 2022) (phone call) | 20 |
| Overall Company Reputation | none yet | middle rating 3,65/5 ratings online, basic, clean rooms in a lo- cation in the center area | 3,9/5 ratings online, big beachfront Ho- tel in excellent loca- tion, nice rooms, rel- atively pricey and a big Hotel |
| Products | dorms, private rooms, retreats, pool, yoga-deck, big garden | Double-, Twin rooms, Triple rooms, superior and stan- dard rooms, Family rooms, Bar and Breakfast Buffet | Twin rooms, Dou- ble rooms, family rooms, accessible rooms, sea-view rooms, superior rooms, bar, beach club, restaurant with panorama view in 8th floor, buffet restaurant, pool, gym, |
| Pricing | Seasonal Pricing, rates for room in medium height | Dynamic Pricing, medium high rates for rooms 4 | Dynamic Pricing, high room rates |
| Target Markets | Surfers, Yoga tourists/practition- ers, Eco-Conscious Travelers, Digital Nomads | Beach tourists, Lis- bon tourists, young adults | Couples and Fami- lies seeking Beach holidays, Business travelers, Group Travelers |
| Overall Strengths | Community orien- tated atmosphere, modest size cowork- ing, pool, garden, working space, closeness to park and beach | central in Caparica | Closeness to the beach, high stan- dard, pool, ameni- ties |
| Overall Weakness | not central in Costa da Caparica | no garden, pool or outdoor facilities | big hotel with many people, higher prices |

| | Ja Nice | Hostel Natural Mystic | Villa Caparica Hostel |
|-----------------------------------|--|--|--|
| Years Operating | 0 | 7 (since 2017) | 5 Years |
| Overall Company Reputation | none yet | very good in average 4,5/5 stars, small feel well hostel | very good equipped, luxury hostel but pricy 4,2/5 stars |
| Products | dorms, private rooms, retreats, pool, yoga-deck, big garden | 2 4-bed dorms, 3 3-person private rooms, 1 double room and 1 suite for up to 3 people, included breakfast, bike rental, yoga and surf lessons and surf rental through partners | pool, dorms, double rooms, family rooms, suites, suite with sea-view |
| Pricing | Seasonal Pricing, rates for room in medium height | Seasonal Pricing, budget-friendly pricing, hostel beds from 20/25€ a night and double rooms up from 60€/night | Dynamic Pricing higher medium rates for a hostel |
| Target Markets | Surfers, Yoga tourists/practitioners, Eco-Conscious Travelers, Digital Nomads | individual travellers, surf tourists, people seeking for a community and the natural spirit | traveller who like modern, families, surf tourists |
| Overall Strengths | Community orientated atmosphere, modest size coworking, pool, garden, working space, closeness to park and beach | community, coziness, size, staff | closeness to the beach, modern, pool |
| Overall Weakness | not central in Costa de Caparica | limited amenities (no pool e.g.) | noisy |

| | Ja Nice | Orbitur Costa da Caparica | Clube de Campismo de Lisboa |
|-----------------------------------|---|---|--|
| Years Operating | 0 | 60+ | 50+ (since 1968) |
| Overall Company Reputation | none yet | "standard camping site close to the beach", 3,6/5 stars | big camping site with clean bathrooms, close to the beach and center, 4/5 stars |
| Products | dorms, private rooms, retreats, pool, yoga-deck, big garden | camping pitches and mobile homes in different sizes, outdoor gym, camper station, pet station, playground | pitches for tents and parking, caravans, cabins mobile homes, apartments, bungalows, pool |
| Pricing | Seasonal Pricing, rates for room in medium height | Seasonal, Dynamic Pricing, low to medium rates | Seasonal Pricing, Annual memberships with special prices, low rates and budget friendly |
| Target Markets | Surfers, Yoga tourists/practitioners, Eco-Conscious Travelers, Digital Nomads | Families seeking for Beach holidays, national and international customers, Retires and older people | local weekend campers, Budget-conscious families, Retires and older people |
| Overall Strengths | Community orientated atmosphere, modest size co-working, pool, garden, working space, closeness to park and beach | prime location, 200 meters next to the beach, family friendliness, different types of accommodation | affordable pricing close to the beach, family and group friendliness, amenities, nature and closeness to the beach |
| Overall Weakness | not central in Costa da Caparica | limited, basic amenities, WiFi only in some areas, noisiness due to closeness to a main street | basic amenities, aging facilities |

| | Ja Nice | Pure Surf Camps - Surfhouse Caparica | Gota Dagua Surf Camp |
|-----------------------------------|---|--|---|
| Years Operating | 0 | since 2001 and since 2010 with pure surf camps (info's through to phone call) | 9 years (since 2015) (phone call) |
| Overall Company Reputation | none yet | 4,8/5 stars, very good ratings, very close to the beach | 4,9-5,0/5 stars, very good ratings |
| Products | dorms, private rooms, retreats, pool, yoga-deck, big garden | surfcamps, yoga room, outdoor bar | surfcamps for adults, surf camps for teenager, kids holiday surf camp, surf school with surf lessons, coworking & coliving, pool |
| Pricing | Seasonal Pricing, rates for room in medium height | seasonal pricing, mid to high tier | seasonal pricing, mid to high tier |
| Target Markets | Surfers, Yoga tourists/practitioners, Eco-Conscious Travelers, Digital Nomads | active young adults searching for social & active holidays, beginner to intermediate surfers | beginner to intermediate surfers, young adults as well as teenager searching for social & active holidays |
| Overall Strengths | Community orientated atmosphere, modest size co-working, pool, garden, working space, closeness to park and beach | 150 meter to the beach and promenade, closeness to beach and town, inclusive packages, communal spaces | professional and personalised surf instruction, inclusive packages, Eco-consciousness, support to clean oceans |
| Overall Weakness | not central in Costa da Caparica | low flexibility with the booking period, only possible to book between 5 & 14 nights | low flexibility with the booking period, for co-working & co-living minimum period of 1 week, surf camps in low & mid season (March to May, October to December) minimum stay of 3 nights in the high season only weekly packages available |

6 Workplan and Milestones

Due to the time frame and collaboration with the project's stakeholders, the work plan and milestones extend from the end of the year 2023 to end of the year 2025 and are divided into 5 sections: Planning, Business, Infrastructure Development, Design, Marketing/Sales. An overview of the Milestones from Ja Nice for the years 2024 and 2025 are shown in Table 9 and Table 10. The Key Milestones for Ja Nice are:

- Jun 2024: Creation of Logo & Identity for the Brand Ja Nice
- Sep 2024: Completion Business Plan for Ja Nice
- Oct 2024: Property is purchased
- Nov 2024: Securing the Funding and Financing with investors and Complete Legal Setup
- Nov 2024: Registration of the Trademark (INPI)
- Dec 2024: Setting up the first online Ads
- Jan 2025: Sustainable renovation is in progress
- Apr 2025: Staff recruitment and finalisation of the operational facility
- Apr 2025: Pre-Launch Marketing
- May 2025: Opening of Ja Nice Sustainable Surf & Yoga Hostel

| Year 0 - 2024 | | | | | | | | | | | | |
|--|---|---|---|---|---|---|---|---|---|---|---|---|
| Ja Nice - Milestones | J | F | M | A | M | J | J | A | S | O | N | D |
| Planning | | | | | | | | | | | | |
| Creative Direction | X | X | X | X | X | X | X | X | X | X | X | X |
| Market Research | X | X | X | X | X | X | X | X | X | X | X | X |
| Project Management | | | | X | X | X | X | X | X | X | X | X |
| Business Plann | X | X | X | X | X | X | X | X | X | | | |
| Enterprise | J | F | M | A | M | J | J | A | S | O | N | D |
| Legal Meetings | | | | | | X | X | | | X | X | |
| Financial Meetings/Secure Bank Loan | | | | | | | | | | X | X | |
| Property Purchase | | | | | | | | | | X | | |
| Meeting Interior Designer | | | | | | | | | | X | | |
| Meeting with Roofer | | | | | | | | | | | X | |
| Meeting Photovoltaic Plant Constructor | | | | | | | | | | | X | |
| Trademark Registration (INPI) | | | | | | | | | | | X | |
| Domain Registration | | | | | | | | | | X | | |
| Infrastructure | J | F | M | A | M | J | J | A | S | O | N | D |
| Material List | | | | | | | | | X | | | |
| Design | J | F | M | A | M | J | J | A | S | O | N | D |
| Logo & Identity | | | | | X | X | | | | | | |
| Ads (Web) | | | | | | | | | | | | X |
| Pitch for Partners (Canva + PDF) | | | | | | | | | | | X | |
| Marketing/Sales | J | F | M | A | M | J | J | A | S | O | N | D |
| Research | | | | | | | | | | | X | X |

Table 9: Ja Nice - Milestones - Year 0

| Year 01 - 2025 | | | | | | | | | | | | |
|-------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| Ja Nice - Milestones | J | F | M | A | M | J | J | A | S | O | N | D |
| Planning | | | | | | | | | | | | |
| Creative Direction | X | X | X | X | X | X | X | X | X | X | X | X |
| Project Management | X | X | X | X | X | X | X | X | X | X | X | X |
| Opening | | | | | X | | | | | | | |
| Final approvals/permits | | X | X | | | | | | | | | |
| Enterprise | J | F | M | A | M | J | J | A | S | O | N | D |
| Legal Meetings | | X | | | | | | | | | | |
| Bank Meetings | X | | | | | | | | | | | |
| Meeting STOKE Certified | | | X | | | | | | | | | |
| Business Registration | X | | | | | | | | | | | |
| Booking Management | | | | | | X | X | X | X | | | |
| Partner (Agreement draft) | | X | | | | | | | | | | |
| Booking.com, Hostelworld, Cloudbeds | | | X | X | | | | | | | | |
| Merchandise Orders | | X | | | | | | | | | | |
| Infrastructure | J | F | M | A | M | J | J | A | S | O | N | D |
| Building Vegetable Garden | | | X | | | | | | | | | |
| Construction Yoga Deck | | | | X | | | | | | | | |
| Interior Build-Outs | X | X | X | | | | | | | | | |
| Domestic appliances / Electronics | X | X | | | | | | | | | | |
| Design | J | F | M | A | M | J | J | A | S | O | N | D |
| Photography/Videos (Renovation) | X | X | X | X | | | | | | | | |
| Photography/Videos (Database) | | | | X | X | X | | | | | | |
| Ads (Web & Print) | | | X | X | | | | | | | | |
| Social Media (Updates) | | | X | X | X | X | X | X | X | X | X | X |
| Marketing/Sales | J | F | M | A | M | J | J | A | S | O | N | D |
| Web Campaign | | | | X | X | X | X | X | X | X | X | X |
| Social Media Campaign | | | | X | X | X | X | X | | | | X |
| Opening Party | | | | | X | | | | | | | |
| Advertising Marketing | | | | | X | X | X | X | X | X | X | X |
| Pre-Bookings | | X | X | X | | | | | | | | |

Table 10: Ja Nice - Milestones - Year 01

7 Financial Projections

Projections are that the hostel will be profitable within the first two years of operation. It will generate revenue from room rentals, yoga classes, surf board rentals, and optional co-working space rentals.

The Start-Up Costs for Ja Nice, depicted in Table 11, are divided in Soft Costs and Hard Costs, whereby the total is 1.439,800€.

The primary source of income for Ja Nice will be the earnings from the accommodation, with secondary commercial earnings which vary from sale of beverages and light snacks to customers, to surf board rentals, yoga classes, merchandise articles and workshops and retreats which Ja Nice will be hosting.

In Figure 24 are the seasons for Ja Nice illustrated and Table 12 depicts the Price Sheet for at Ja Nice for Year 01, it also shows the different room categories and pricing per season.

From Table 13 up to Table 22 are the projected Earnings and Expenses of Ja Nice in the first 5 years calculated per year. The earnings are divided in Earnings Accommodation and Earnings Commercial, whereas the expenses are split into Operational and Promotional Expenses. An overview of the projections for the expenses of the first 5 years of Ja Nice are shown in Figure 28. It can be seen that Ja Nice calculates and deducts a commission rate of 15% from the accommodation revenue. This is due to the 15% commission rate that that is charged on average from booking websites such as Booking.com or Hostelworld.com in Portugal. As these websites are very useful for gaining bookings, reputation and new customers Ja Nice aims to use them from year 01 ongoing. This is why both Grand Totals in the earning figures are displayed, shown in Figure 25, Figure 27 and Figure 29. Furthermore the figures also show the commission rate included in the profit. In the first few years, it can be assumed that most bookings for Ja Nice will be made via booking platforms. The aim over the time of Janice is to retain returning guests and build a reputation and brand so that customers book directly through the business own website or contact Ja Nice over socials or phone for future bookings so that revenue can be generated for the accommodation without the commission rate.

This concept is believed to possess substantial potential for success and growth because it addresses a growing demand for sustainable travel accommodations and experiences. The commitment of providing guests a fun, comfortable, and Eco-conscious place to stay while they explore the beautiful surroundings of Costa da Caparica is the foundation of this business.



Figure 24: The seasons for Ja Nice, the off-season in blue

Observations: June, July and August are the high season for Ja Nice. The period from early November to 15th of March is the low season for the business. In high season, prices for beds and rooms in Ja Nice are significantly higher than in low season due to much higher demand. It can also be considered that Mid-March to late May and September and October is the mid-season for Ja Nice, where prices are between the low and high season and the expected occupancy rate is also in the mid-range.

| Ja Nice Start-Up Costs (2024/2025) | |
|---|--------------------|
| Budget - Soft Costs | |
| Architect/Interior Architect | 5.000 € |
| Legal fees | 3.500 € |
| Permits/Taxes/Insurance | 6.000 € |
| Promotional | 7.000 € |
| Operational | 4.000 € |
| Development | 3.000 € |
| Web Domain Setup | 800 € |
| Registration AL License | 500 € |
| Totals | 29.800 € |
| Budget - Hard Costs | |
| Remodeling | 25.000 € |
| Interior build-out & appliances | 50.000 € |
| Landscaping | 5.000 € |
| Renovating Pool | 15.000 € |
| Vehicle | 15.000 € |
| Totals | 110.000 € |
| Budget - Land/Building | |
| Price | 1.300.000 € |
| Totals | 1.395.000 € |
| Grand Total | |
| Soft | 29.800 € |
| Hard (other) | 15.000 € |
| Land | 1.395.000 € |
| Grand Total | 1.439.800 € |

Table 11: Start-Up costs 2024/2025

Observation: The Start-Up Costs for Ja Nice will consist of soft and hard costs, whereby the hard costs also include the costs for the property and building.

| Year 01 (2025-2026) | | Ja Nice - Price Sheet - Accommodation | | | | | | | Total Price (Day/Room) | | |
|---------------------|--------|---------------------------------------|-------|-------|------|-----|---------|---------|------------------------|--|--|
| Room | Bath | Type | High | Mid | Off | Pax | High | Mid | Off | | |
| 1 | 1 | Double | 140 € | 110 € | 95 € | 2 | 140 € | 110 € | 95 € | | |
| 1 | 1 | Twin | 140 € | 110 € | 95 € | 2 | 140 € | 110 € | 95 € | | |
| 1 | shared | Twin | 130 € | 100 € | 80 € | 2 | 130 € | 100 € | 80 € | | |
| 1 | 1 | 4-bed dorm | 50 € | 40 € | 32 € | 4 | 200 € | 160 € | 128 € | | |
| 1 | shared | 4-bed dorm | 42 € | 38 € | 29 € | 4 | 168 € | 152 € | 116 € | | |
| 1 | shared | 6-bed dorm | 40 € | 35 € | 27 € | 6 | 240 € | 210 € | 162 € | | |
| 1 | shared | 8-bed dorm | 35 € | 32 € | 25 € | 8 | 280 € | 256 € | 200 € | | |
| 7 | 4 | | | | | 28 | 1.298 € | 1.098 € | 876 € | | |

Table 12: Price Sheet

This is an overview of the prices for the different beds and room types in Ja Nice for all three seasons. The overview in the centre shows the prices per bed and night in the different seasons. The price overview on the right shows the prices for the entire room at full occupancy. Prices during the high season range from 140€ per night for a double or twin room with a private bathroom to 35€ per night for a bed in an eight-bed room. In the mid season, a double or twin room with an private bathroom costs 110€ per night and a bed in an eight-bed room costs 32€ per night. In the low season, the most luxurious rooms cost 95€ per night, while the most affordable bed in an eight-bed room costs 25€ per night. It can be seen that at full occupancy in the high season 1.298€ per day, in the mid season 1.098€ per day and in the low season 876€ per day can be achieved.

| Year 01 - Ja Nice - Earnings Accommodation (2025-2026) | | | | | | | | | | | | |
|--|-------|-------|-------|-------|------------|----------|------------|------------|----------|------------|----------|-----------|
| | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC |
| Occupancy | 0% | 0% | 0% | 0% | 40% | 60% | 70% | 80% | 60% | 60% | 10% | 5% |
| Days (Month) | 31 | 28 | 31 | 30 | 31 | 30 | 31 | 31 | 30 | 31 | 30 | 31 |
| Total (Month) | 0,0 € | 0,0 € | 0,0 € | 0,0 € | 34.038,0 € | 38.940 € | 40.238,0 € | 40.238,0 € | 32.940 € | 34.038,0 € | 26.280 € | 27.156 € |
| Total (Occupancy applied) | 0,0 € | 0,0 € | 0,0 € | 0,0 € | 13.615,2 € | 23.364 € | 28.166,6 € | 32.190,4 € | 19.764 € | 20.422,8 € | 2.628 € | 1.357,8 € |

| Year 01 - Ja Nice - Earnings Commercial (2025-2026) | | | | | | | | | | | | |
|---|-------|-------|-------|-------|---------|---------|---------|---------|---------|---------|---------|--------|
| | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC |
| Beverage | 0,0 € | 0,0 € | 0,0 € | 0,0 € | 400,0 € | 600,0 € | 700,0 € | 700,0 € | 600,0 € | 600,0 € | 100,0 € | 50,0 € |
| Food (Snacks) | 0,0 € | 0,0 € | 0,0 € | 0,0 € | 100,0 € | 150,0 € | 200,0 € | 200,0 € | 200,0 € | 150,0 € | 50,0 € | 0,0 € |
| Yoga Classes | 0,0 € | 0,0 € | 0,0 € | 0,0 € | 150,0 € | 180,0 € | 210,0 € | 210,0 € | 180,0 € | 150,0 € | 90,0 € | 60,0 € |
| Merchandise | 0,0 € | 0,0 € | 0,0 € | 0,0 € | 0,0 € | 0,0 € | 100,0 € | 100,0 € | 100,0 € | 100,0 € | 50,0 € | 0,0 € |
| Surfboard/Wetsuit Rental | 0,0 € | 0,0 € | 0,0 € | 0,0 € | 200,0 € | 300,0 € | 400,0 € | 400,0 € | 300,0 € | 250,0 € | 100,0 € | 40,0 € |
| Workshops/Retreats | 0,0 € | 0,0 € | 0,0 € | 0,0 € | 0,0 € | 0,0 € | 0,0 € | 0,0 € | 0,0 € | 0,0 € | 0,0 € | 0,0 € |
| Total | 0 € | 0 € | 0 € | 0 € | 850 € | 1.230 € | 1.610 € | 1.610 € | 1.380 € | 1.250 € | 390 € | 150 € |

| TOTAL - DAYS | | 245 |
|----------------------------|-------------|--------------|
| ACCOMMODATION | SUBTOTAL | 141.508,80 € |
| COMMISSION RATE | 15% | 21.226,32 € |
| INCLUDING COMMISSION | SUBTOTAL | 120.282,48 € |
| COMMERCIAL | SUBTOTAL | 8.470 € |
| | GRAND TOTAL | 149.978,80 € |
| INCLUDING COMMISSION COSTS | GRAND TOTAL | 128.752,48 € |

Table 13: Year 01 Earnings

Observations: The year 01 begins with the opening in May 2025. This means that it can already be operated during the high season from June to the end of August. May 2025 is the starting month. The first income from the sale of goods is expected in July 2025.

| Year 01 - Ja Nice - Operational Expenses (2025-2026) | | | | | | | | | | | | | |
|--|-----|-----|-----|-----|---------|---------|---------|---------|---------|---------|---------|---------|----------|
| | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | |
| STAFF WORKER | 0 € | 0 € | 0 € | 0 € | 800 € | 800 € | 800 € | 800 € | 800 € | 800 € | 200 € | 200 € | |
| HOUSEKEEPING | 0 € | 0 € | 0 € | 0 € | 800 € | 800 € | 800 € | 800 € | 800 € | 800 € | 400 € | 200 € | |
| ELECTRIC | 0 € | 0 € | 0 € | 0 € | 300 € | 400 € | 400 € | 400 € | 350 € | 300 € | 300 € | 300 € | |
| GAS | 0 € | 0 € | 0 € | 0 € | 150 € | 250 € | 300 € | 300 € | 300 € | 200 € | 150 € | 150 € | |
| WATER | 0 € | 0 € | 0 € | 0 € | 250 € | 500 € | 500 € | 500 € | 400 € | 300 € | 250 € | 200 € | |
| INTERNET/PHONE | 0 € | 0 € | 0 € | 0 € | 50 € | 50 € | 50 € | 50 € | 50 € | 50 € | 50 € | 50 € | |
| FOOD STAFF/VOLUNTEERS | 0 € | 0 € | 0 € | 0 € | 100 € | 100 € | 100 € | 100 € | 100 € | 100 € | 50 € | 50 € | |
| TOTAL (MONTH) | 0 € | 0 € | 0 € | 0 € | 2.450 € | 2.900 € | 2.950 € | 2.950 € | 2.800 € | 2.550 € | 1.400 € | 1.150 € | |
| | | | | | | | | | | | | TOTAL | 19.150 € |

| Year 01 - Ja Nice - Marketing/Promotional Expenses (2025-2026) | | | | | | | | | | | | | |
|--|-----|-----|-----|---------|---------|---------|-------|-------|-------|-------|------|-------|---------|
| | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | |
| WEB DOMAIN HOSTING | 0 € | 0 € | 0 € | 15 € | 15 € | 15 € | 15 € | 15 € | 15 € | 15 € | 15 € | 15 € | |
| WEB SEO | 0 € | 0 € | 0 € | 100 € | 200 € | 500 € | 500 € | 400 € | 200 € | 100 € | 0 € | 100 € | |
| ONLINE ADS | 0 € | 0 € | 0 € | 1.000 € | 1.000 € | 400 € | 300 € | 500 € | 400 € | 200 € | 50 € | 200 € | |
| SPONSORSHIP(S) | 0 € | 0 € | 0 € | 0 € | 200 € | 400 € | 0 € | 0 € | 0 € | 0 € | 0 € | 0 € | |
| FREE STAYS INFLUENCERS | 0 € | 0 € | 0 € | 0 € | 0 € | 0 € | 0 € | 0 € | 0 € | 0 € | 0 € | 0 € | |
| TOTAL (MONTH) | 0 € | 0 € | 0 € | 1.115 € | 1.415 € | 1.315 € | 815 € | 915 € | 615 € | 315 € | 65 € | 315 € | |
| | | | | | | | | | | | | TOTAL | 6.885 € |

| ANNUAL COSTS | |
|----------------------|---------|
| TAXES (PROPERTY) | 1.600 € |
| INSURANCE (PROPERTY) | 4.000 € |
| INSURANCE (VEHICLE) | 300 € |
| ACCOUNTANT | 1.500 € |
| ATTORNEYS | 1.500 € |
| WASTE FEES | 400 € |
| TOTAL | 9.300 € |

| YEAR 01 | |
|------------------------|--------------|
| SUB TOTAL | 35.335 € |
| EARNINGS | 149.978,80 € |
| EXPENSES | 35.335 € |
| GROSS TOTAL | 114.643,80 € |
| INCL. COMMISSION RATES | 93.417,48 € |

Table 14: Year 01 Expenses

Observations: Operational expenses are higher in high season than in low season due to higher use of the facilities and a greater need of staff. One month before the opening of Ja Nice in May the costs for marketing are more than 1.000€ to promote Ja Nice already before the opening and generate some bookings and reputation for the first month. In December the costs for online ads are higher than in November to generate potential Christmas present bookings.

| Year 03 - Ja Nice - Earnings Accommodation (2027-2028) | | | | | | | | | | | | | TOTAL - DAYS | 365 | |
|--|-----------|------------|-----------|----------|------------|------------|------------|------------|----------|------------|----------|-----------|-------------------------|--------------------|---------------------|
| | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | | | |
| Occupancy | 5% | 10% | 10% | 35% | 55% | 70% | 95% | 90% | 65% | 60% | 15% | 10% | | | |
| Days (Month) | 31 | 28 | 31 | 30 | 31 | 30 | 31 | 31 | 30 | 31 | 30 | 31 | ACCOMODATION | SUBTOTAL | 187.321,00 € |
| Total (Month) | 27.156 € | 24.528,0 € | 30.708 € | 32.940 € | 34.038,0 € | 38.940,0 € | 40.238,0 € | 40.238,0 € | 32.940 € | 34.038,0 € | 26.280 € | 27.156 € | COMMISSION RATE | 15% | 28.098,15 € |
| Total (Occupancy applied) | 1.357,8 € | 2.452,8 € | 3.070,8 € | 11.529 € | 18.720,9 € | 27.258,0 € | 38.226,1 € | 36.214,2 € | 21.411 € | 20.422,8 € | 3.942 € | 2.715,6 € | INCLUDING COMISSION | SUBTOTAL | 159.222,85 € |
| | | | | | | | | | | | | | COMMERCIAL | SUBTOTAL | 12.175 € |
| | | | | | | | | | | | | | (INCL. COMISSION COSTS) | GRAND TOTAL | 199.496,00 € |
| | | | | | | | | | | | | | | GRAND TOTAL | 171.397,85 € |

| Year 03 - Ja Nice - Earnings Commercial (2027-2028) | | | | | | | | | | | | |
|---|-------|-------|-------|-------|---------|---------|---------|---------|---------|---------|-------|-------|
| | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC |
| Beverage | 50 € | 100 € | 100 € | 350 € | 550 € | 700 € | 950 € | 900 € | 600 € | 600 € | 150 € | 100 € |
| Food (Snacks) | 10 € | 10 € | 20 € | 70 € | 120 € | 170 € | 250 € | 250 € | 150 € | 150 € | 30 € | 20 € |
| Yoga Classes | 0 € | 60 € | 90 € | 120 € | 160 € | 180 € | 240 € | 240 € | 180 € | 120 € | 90 € | 0 € |
| Merchandise | 0 € | 50 € | 50 € | 75 € | 100 € | 150 € | 175 € | 175 € | 150 € | 100 € | 50 € | 50 € |
| Surfboard/Wetsuit Rental | 0 € | 40 € | 60 € | 90 € | 240 € | 300 € | 400 € | 400 € | 300 € | 250 € | 150 € | 40 € |
| Workshops/Retreats | 200 € | 400 € | 0 € | 0 € | 0 € | 0 € | 0 € | 0 € | 0 € | 0 € | 200 € | 100 € |
| Total | 260 € | 660 € | 320 € | 705 € | 1.170 € | 1.500 € | 2.015 € | 1.965 € | 1.380 € | 1.220 € | 670 € | 310 € |

Table 17: Year 03 Earnings

| Year 03 - Ja Nice - Operational Expenses (2027-2028) | | | | | | | | | | | | | | |
|--|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------|-----------------|
| | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | | |
| STAFF WORKER | 200 € | 200 € | 200 € | 800 € | 800 € | 800 € | 800 € | 800 € | 800 € | 800 € | 200 € | 200 € | | |
| HOUSEKEEPING | 200 € | 200 € | 200 € | 800 € | 800 € | 800 € | 800 € | 800 € | 800 € | 800 € | 400 € | 200 € | | |
| ELECTRIC | 200 € | 200 € | 300 € | 300 € | 300 € | 400 € | 400 € | 400 € | 350 € | 300 € | 300 € | 300 € | | |
| GAS | 150 € | 150 € | 150 € | 150 € | 150 € | 150 € | 250 € | 300 € | 300 € | 200 € | 150 € | 150 € | | |
| WATER | 200 € | 200 € | 250 € | 250 € | 250 € | 500 € | 500 € | 500 € | 400 € | 300 € | 250 € | 200 € | | |
| INTERNET/PHONE | 50 € | 50 € | 50 € | 50 € | 50 € | 50 € | 50 € | 50 € | 50 € | 50 € | 50 € | 50 € | | |
| FOOD STAFF/VOLUNTEERS | 50 € | 50 € | 50 € | 80 € | 100 € | 100 € | 100 € | 100 € | 100 € | 100 € | 50 € | 50 € | | |
| REPAIR SURFBOARDS | 0 € | 0 € | 0 € | 50 € | 100 € | 100 € | 150 € | 100 € | 50 € | 0 € | 0 € | 0 € | | |
| TOTAL (MONTH) | 1.050 € | 1.050 € | 1.200 € | 2.480 € | 2.550 € | 3.000 € | 3.100 € | 3.050 € | 2.850 € | 2.550 € | 1.400 € | 1.150 € | TOTAL | 25.430 € |

| Year 03 - Ja Nice- Marketing/Promotional Expenses (2027-2028) | | | | | | | | | | | | | | |
|---|--------------|--------------|--------------|--------------|----------------|----------------|----------------|----------------|--------------|--------------|--------------|--------------|--------------|-----------------|
| | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | | |
| WEB DOMAIN/HOSTING | 15 € | 15 € | 15 € | 15 € | 15 € | 15 € | 15 € | 15 € | 15 € | 15 € | 15 € | 15 € | | |
| WEB SEO | 0 € | 100 € | 100 € | 100 € | 200 € | 500 € | 500 € | 400 € | 200 € | 200 € | 0 € | 0 € | | |
| ONLINE ADS | 100 € | 200 € | 400 € | 700 € | 1.000 € | 1.000 € | 1.000 € | 800 € | 400 € | 300 € | 100 € | 100 € | | |
| SPONSORSHIP (S) | 0 € | 0 € | 0 € | 0 € | 300 € | 500 € | 0 € | 0 € | 0 € | 0 € | 0 € | 0 € | | |
| FREE STAYS INFLUENCERS | 0 € | 0 € | 0 € | 0 € | 1.000 € | 0 € | 0 € | 0 € | 0 € | 0 € | 0 € | 0 € | | |
| VIDEO PRODUCTION | 0 € | 0 € | 0 € | 0 € | 1.500 € | 1.000 € | 0 € | 0 € | 0 € | 0 € | 0 € | 0 € | | |
| TOTAL (MONTH) | 115 € | 315 € | 515 € | 815 € | 4.015 € | 3.015 € | 1.515 € | 1.215 € | 615 € | 515 € | 115 € | 115 € | TOTAL | 12.880 € |

| ANNUAL COSTS | | |
|----------------------|----------------|----------------|
| TAXES (PROPERTY) | 1.600 € | |
| INSURANCE (PROPERTY) | 4.000 € | |
| INSURANCE (VEHICLE) | 300 € | |
| ACCOUNTANT | 1.500 € | |
| ATTORNEYS | 1.500 € | |
| WASTE FEES | 400 € | |
| TOTAL | 9.300 € | TOTAL |
| | | 9.300 € |

| YEAR 03 | |
|------------------------------|---------------------|
| SUB TOTAL | 47.610 € |
| EARNINGS | 199.496,00 € |
| EXPENSES | 47.610 € |
| GROSS TOTAL | 151.886,00 € |
| INCL. COMISSION RATES | 123.787,85 € |

Table 18: Year 03 Expenses

| Year 04 - Ja Nice - Earnings Accommodation (2028-2029) | | | | | | | | | | | | | TOTAL - DAYS | 366 | |
|--|-----------|------------|-----------|----------|------------|------------|------------|------------|----------|------------|----------|-----------|-----------------------------|---------------------|---------------------|
| | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | | | |
| Occupancy | 5% | 10% | 15% | 40% | 55% | 80% | 95% | 95% | 65% | 65% | 15% | 10% | ACCOMODATION | SUBTOTAL | 198.198,80 € |
| Days (Month) | 31 | 29 | 31 | 30 | 31 | 30 | 31 | 31 | 30 | 31 | 30 | 31 | COMMISSION RATE | 15% | 29.729,82 € |
| Total (Month) | 27.156 € | 25.404,0 € | 30.708 € | 32.940 € | 34.038,0 € | 38.940,0 € | 40.238,0 € | 40.238,0 € | 32.940 € | 34.038,0 € | 26.280 € | 27.156 € | INCLUDING COMISSION | SUBTOTAL | 168.468,98 € |
| Total (Occupancy applied) | 1.357,8 € | 2.540,4 € | 4.606,2 € | 13.176 € | 18.720,9 € | 31.152,0 € | 38.226,1 € | 38.226,1 € | 21.411 € | 22.124,7 € | 3.942 € | 2.715,6 € | COMMERCIAL | SUBTOTAL | 12.310 € |
| Year 04 - Ja Nice - Earnings Commercial (2028-2029) | | | | | | | | | | | | | GRAND TOTAL | 210.508,80 € | |
| Beverage | 50 € | 100 € | 150 € | 400 € | 550 € | 800 € | 950 € | 950 € | 600 € | 600 € | 150 € | 100 € | (INCLUDING COMISSION COSTS) | GRAND TOTAL | 180.778,98 € |
| Food (Snacks) | 10 € | 20 € | 40 € | 80 € | 120 € | 200 € | 250 € | 250 € | 150 € | 150 € | 30 € | 20 € | | | |
| Yoga Classes | 0 € | 60 € | 90 € | 120 € | 160 € | 180 € | 240 € | 180 € | 180 € | 120 € | 90 € | 0 € | | | |
| Merchandise | 0 € | 50 € | 50 € | 75 € | 100 € | 150 € | 175 € | 150 € | 150 € | 100 € | 50 € | 50 € | | | |
| Surfboard/Wetsuit Rental | 0 € | 40 € | 60 € | 90 € | 240 € | 300 € | 400 € | 300 € | 300 € | 250 € | 150 € | 40 € | | | |
| Workshops/Retreats | 200 € | 400 € | 0 € | 0 € | 0 € | 0 € | 0 € | 0 € | 0 € | 0 € | 200 € | 100 € | | | |
| Total | 260 € | 670 € | 390 € | 765 € | 1.170 € | 1.630 € | 2.015 € | 1.830 € | 1.380 € | 1.220 € | 670 € | 310 € | | | |

Table 19: Year 04 Earnings

| Year 04 - Ja Nice - Operational Expenses (2028-2029) | | | | | | | | | | | | | |
|--|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|-----------------------|
| | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | |
| STAFF WORKER | 200 € | 200 € | 200 € | 800 € | 800 € | 800 € | 800 € | 800 € | 800 € | 800 € | 200 € | 200 € | |
| HOUSEKEEPING | 200 € | 200 € | 200 € | 800 € | 800 € | 800 € | 800 € | 800 € | 800 € | 800 € | 400 € | 200 € | |
| ELECTRIC | 200 € | 200 € | 300 € | 300 € | 300 € | 400 € | 400 € | 400 € | 350 € | 300 € | 300 € | 300 € | |
| GAS | 150 € | 150 € | 150 € | 150 € | 150 € | 250 € | 300 € | 300 € | 300 € | 200 € | 150 € | 150 € | |
| WATER | 200 € | 200 € | 250 € | 250 € | 250 € | 500 € | 500 € | 500 € | 400 € | 300 € | 250 € | 200 € | |
| INTERNET/PHONE | 50 € | 50 € | 50 € | 50 € | 50 € | 50 € | 50 € | 50 € | 50 € | 50 € | 50 € | 50 € | |
| FOOD STAFF/VOLUNTEERS | 50 € | 50 € | 50 € | 80 € | 100 € | 100 € | 100 € | 100 € | 100 € | 100 € | 50 € | 50 € | |
| REPAIR SURFBOARDS | 0 € | 0 € | 0 € | 50 € | 100 € | 100 € | 150 € | 100 € | 50 € | 0 € | 0 € | 0 € | |
| TOTAL (MONTH) | 1.050 € | 1.050 € | 1.200 € | 2.480 € | 2.550 € | 3.000 € | 3.100 € | 3.050 € | 2.850 € | 2.550 € | 1.400 € | 1.150 € | TOTAL 25.430 € |

| Year 04 - Ja Nice- Marketing/Promotional Expenses (2028-2029) | | | | | | | | | | | | | |
|---|--------------|--------------|--------------|----------------|----------------|----------------|----------------|----------------|--------------|--------------|--------------|--------------|-----------------------|
| | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | |
| WEB DOMAIN/HOSTING | 15 € | 15 € | 15 € | 15 € | 15 € | 15 € | 15 € | 15 € | 15 € | 15 € | 15 € | 15 € | |
| WEB SEO | 0 € | 100 € | 100 € | 100 € | 200 € | 500 € | 500 € | 400 € | 200 € | 200 € | 0 € | 0 € | |
| ONLINE ADS | 200 € | 300 € | 500 € | 1.000 € | 1.000 € | 1.200 € | 1.200 € | 1.000 € | 500 € | 300 € | 200 € | 200 € | |
| SPONSORSHIP (S) | 0 € | 0 € | 0 € | 0 € | 400 € | 600 € | 0 € | 0 € | 0 € | 0 € | 0 € | 0 € | |
| BRAND AMBASSADOR(S) | 0 € | 0 € | 200 € | 200 € | 200 € | 200 € | 200 € | 200 € | 200 € | 100 € | 100 € | 100 € | |
| FREE STAYS INFLUENCERS | 0 € | 0 € | 0 € | 1.000 € | 500 € | 0 € | 0 € | 0 € | 0 € | 0 € | 0 € | 0 € | |
| TOTAL (MONTH) | 215 € | 415 € | 815 € | 2.315 € | 2.315 € | 2.515 € | 1.915 € | 1.615 € | 915 € | 615 € | 315 € | 315 € | TOTAL 14.280 € |

| ANNUAL COSTS | | | |
|----------------------|----------------|--------------|----------------|
| TAXES (PROPERTY) | 1.600 € | | |
| INSURANCE (PROPERTY) | 4.000 € | | |
| INSURANCE (VEHICLE) | 300 € | | |
| ACCOUNTANT | 1.500 € | | |
| ATTORNEYS | 1.500 € | | |
| WASTE FEES | 400 € | | |
| TOTAL | 9.300 € | TOTAL | 9.300 € |

| YEAR 04 | |
|------------------------------|---------------------|
| SUB TOTAL | 49.010 € |
| EARNINGS | 210.508,80 € |
| EXPENSES | 49.010 € |
| GROSS TOTAL | 161.498,80 € |
| INCL. COMISSION RATES | 131.768,98 € |

Table 20: Year 04 Expenses

| Year 05 - Ja Nice - Earnings Accomodation (2029-2030) | | | | | | | | | | | | | TOTAL - DAYS | 365 | |
|---|-----------|------------|-----------|----------|------------|----------|------------|------------|----------|------------|----------|-----------|------------------------------|---------------------|---------------------|
| | JAN | FEB | MARC | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | | | |
| Occupancy | 5% | 10% | 15% | 40% | 55% | 80% | 95% | 95% | 65% | 60% | 15% | 10% | ACCOMODATION | SUBTOTAL | 196.409,30 € |
| Days (Month) | 31 | 28 | 31 | 30 | 31 | 30 | 31 | 31 | 30 | 31 | 30 | 31 | COMMISSION RATE | 15% | 29.461,40 € |
| Total (Month) | 27.156 € | 24.528,0 € | 30.708 € | 32.940 € | 34.038,0 € | 38.940 € | 40.238,0 € | 40.238,0 € | 32.940 € | 34.038,0 € | 26.280 € | 27.156 € | INCLUDING COMMISSION | SUBTOTAL | 166.947,91 € |
| Total (Occupancy applied) | 1.357,8 € | 2.452,8 € | 4.606,2 € | 13.176 € | 18.720,9 € | 31.152 € | 38.226,1 € | 38.226,1 € | 21.411 € | 20.422,8 € | 3.942 € | 2.715,6 € | COMMERCIAL | SUBTOTAL | 12.505 € |
| | | | | | | | | | | | | | GRAND TOTAL | 208.914,30 € | |
| | | | | | | | | | | | | | (INCLUDING COMMISSION COSTS) | GRAND TOTAL | 179.452,91 € |

| Year 05 - Ja Nice - Earnings Commercial (2029-2030) | | | | | | | | | | | | |
|---|-------|-------|-------|-------|---------|---------|---------|---------|---------|---------|-------|-------|
| | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC |
| Beverage | 50 € | 100 € | 150 € | 400 € | 550 € | 800 € | 950 € | 950 € | 600 € | 600 € | 150 € | 100 € |
| Food (Snacks) | 10 € | 30 € | 40 € | 80 € | 120 € | 200 € | 250 € | 250 € | 150 € | 150 € | 30 € | 20 € |
| Yoga Classes | 0 € | 60 € | 90 € | 120 € | 160 € | 180 € | 240 € | 240 € | 180 € | 120 € | 90 € | 0 € |
| Merchandise | 0 € | 50 € | 50 € | 75 € | 100 € | 150 € | 175 € | 175 € | 150 € | 100 € | 50 € | 50 € |
| Surfboard/Wetsuit Rental | 0 € | 40 € | 60 € | 90 € | 240 € | 300 € | 400 € | 400 € | 300 € | 250 € | 150 € | 40 € |
| Workshops/Retreats | 200 € | 400 € | 0 € | 0 € | 0 € | 0 € | 0 € | 0 € | 0 € | 0 € | 200 € | 100 € |
| Total | 260 € | 680 € | 390 € | 765 € | 1.170 € | 1.630 € | 2.015 € | 2.015 € | 1.380 € | 1.220 € | 670 € | 310 € |

Table 21: Year 05 Earnings

| Year 05 - Ja Nice - Operational Expenses (2029-2030) | | | | | | | | | | | | | |
|--|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|-----------------------|
| | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | |
| STAFF WORKER | 200 € | 200 € | 200 € | 800 € | 800 € | 800 € | 800 € | 800 € | 800 € | 800 € | 200 € | 200 € | |
| HOUSEKEEPING | 200 € | 200 € | 200 € | 800 € | 800 € | 800 € | 800 € | 800 € | 800 € | 800 € | 400 € | 200 € | |
| ELECTRIC | 200 € | 200 € | 300 € | 300 € | 300 € | 300 € | 400 € | 400 € | 400 € | 350 € | 300 € | 300 € | |
| GAS | 150 € | 150 € | 150 € | 150 € | 150 € | 250 € | 300 € | 300 € | 300 € | 200 € | 150 € | 150 € | |
| WATER | 200 € | 200 € | 250 € | 250 € | 250 € | 500 € | 500 € | 500 € | 400 € | 300 € | 250 € | 200 € | |
| INTERNET/PHONE | 50 € | 50 € | 50 € | 50 € | 50 € | 50 € | 50 € | 50 € | 50 € | 50 € | 50 € | 50 € | |
| FOOD STAFF/VOLUNTEERS | 50 € | 50 € | 50 € | 80 € | 100 € | 100 € | 100 € | 100 € | 100 € | 100 € | 50 € | 50 € | |
| REPAIR SURFBOARDS | 0 € | 0 € | 0 € | 50 € | 100 € | 100 € | 150 € | 150 € | 50 € | 50 € | 0 € | 0 € | |
| TOTAL (MONTH) | 1.050 € | 1.050 € | 1.200 € | 2.480 € | 2.550 € | 3.000 € | 3.100 € | 3.100 € | 2.850 € | 2.600 € | 1.400 € | 1.150 € | TOTAL 25.530 € |

| Year 05 - Ja Nice - Marketing/Promotional Expenses (2029-2030) | | | | | | | | | | | | | |
|--|--------------|--------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------|--------------|--------------|-----------------------|
| | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | |
| WEB DOMAIN/HOSTING | 15 € | 15 € | 15 € | 15 € | 15 € | 15 € | 15 € | 15 € | 15 € | 15 € | 15 € | 15 € | |
| WEB SEO | 0 € | 100 € | 100 € | 100 € | 200 € | 500 € | 500 € | 400 € | 200 € | 200 € | 0 € | 0 € | |
| ONLINE ADS | 200 € | 300 € | 700 € | 1.200 € | 1.200 € | 1.000 € | 1.000 € | 800 € | 500 € | 300 € | 200 € | 200 € | |
| SPONSORSHIP (S) | 0 € | 0 € | 0 € | 0 € | 400 € | 600 € | 0 € | 0 € | 0 € | 0 € | 0 € | 0 € | |
| BRAND AMBASSADOR(S) | 0 € | 0 € | 300 € | 300 € | 350 € | 350 € | 350 € | 350 € | 350 € | 150 € | 150 € | 100 € | |
| FREE STAYS INFLUENCERS | 0 € | 0 € | 0 € | 1.000 € | 0 € | 0 € | 0 € | 0 € | 0 € | 0 € | 0 € | 0 € | |
| TOTAL (MONTH) | 215 € | 415 € | 1.115 € | 2.615 € | 2.165 € | 2.465 € | 1.865 € | 1.565 € | 1.065 € | 665 € | 365 € | 315 € | TOTAL 14.830 € |

| ANNUAL COSTS | | | |
|----------------------|----------------|--------------|----------------|
| TAXES (PROPERTY) | 1.600 € | | |
| INSURANCE (PROPERTY) | 4.000 € | | |
| INSURANCE (VEHICLE) | 300 € | | |
| ACCOUNTANT | 1.500 € | | |
| ATTORNEYS | 1.500 € | | |
| WASTE FEES | 400 € | | |
| TOTAL | 9.300 € | TOTAL | 9.300 € |

| YEAR 05 | |
|-------------------------------|---------------------|
| SUB TOTAL | 49.660 € |
| EARNINGS | 208.914,30 € |
| EXPENSES | 49.660 € |
| GROSS TOTAL | 159.254,30 € |
| INCL. COMMISSION RATES | 129.792,91 € |

Table 22: Year 05 Expenses

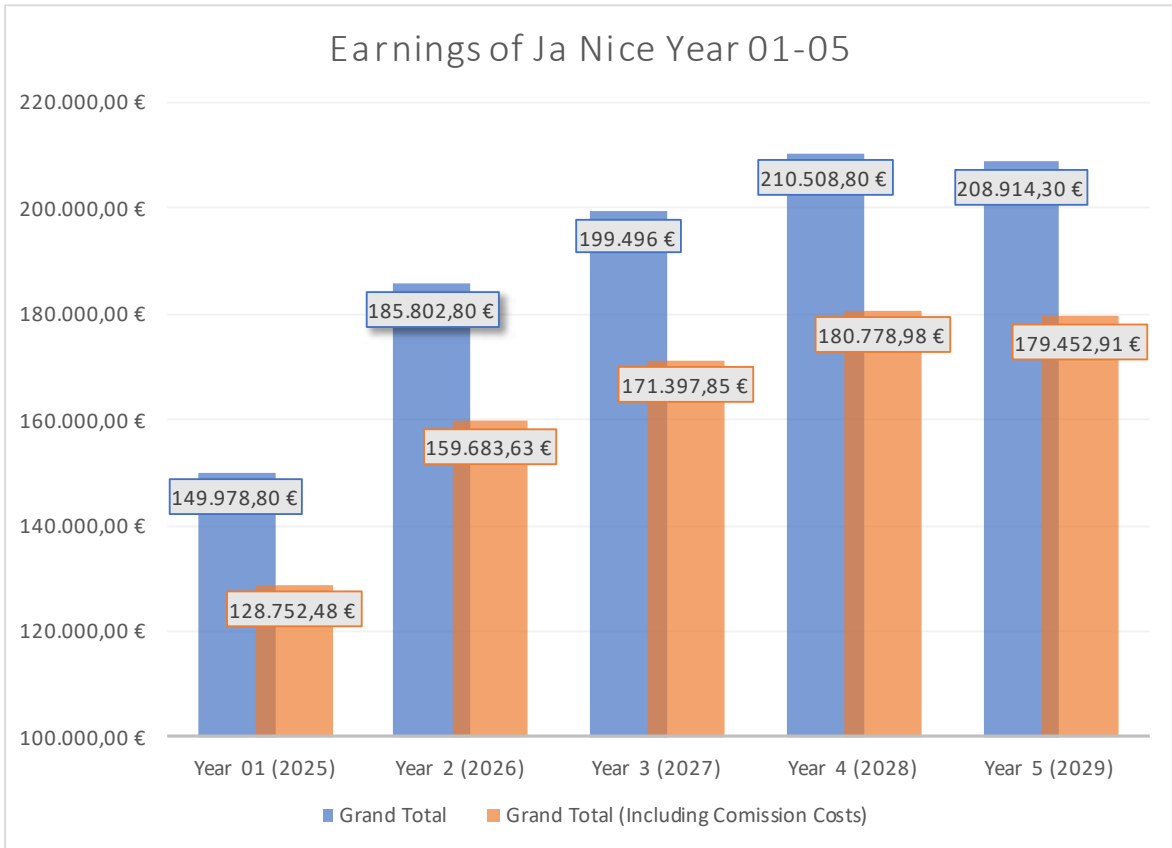


Figure 25: Projections for the Earnings of Ja Nice



Figure 26: Allocation of earnings without taking commission costs into account



Figure 27: Allocation of earnings net of commission costs

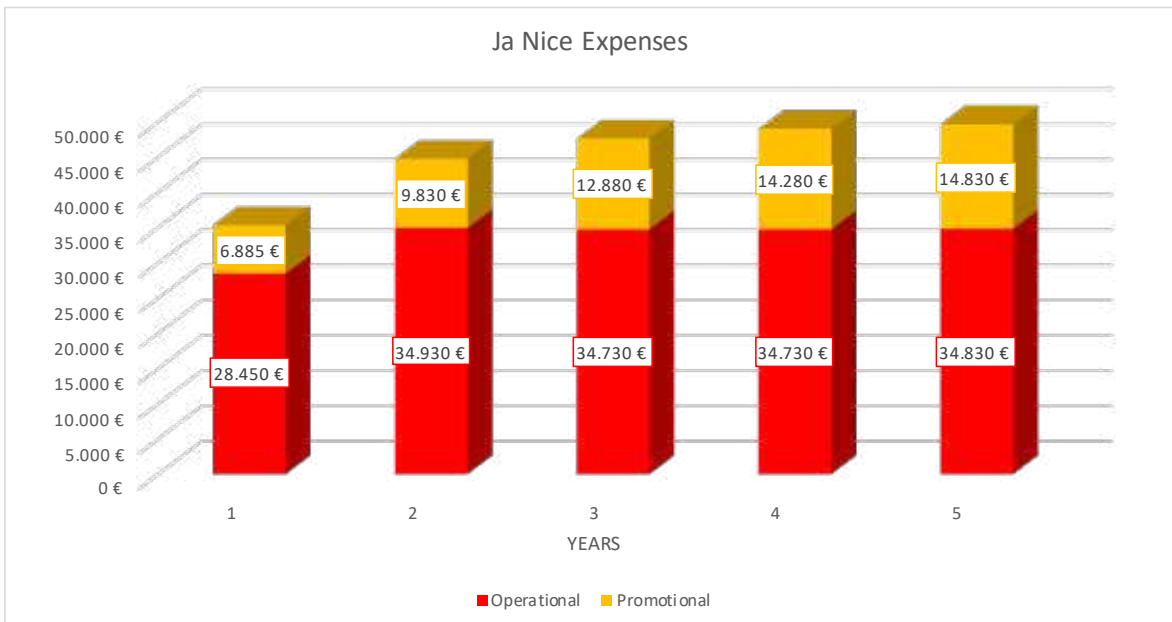


Figure 28: Projections for the Expenses of Ja Nice 2025-2029

Observations: It can be seen that the expenditure on advertising increases from year to year up to year 04. Increasing revenues over the years of operation enable Ja Nice to spend

more on advertising and marketing activities to develop Ja Nice into a brand with an extensive reputation and a loyal customer base. As a result, when Ja Nice expands to other locations, it will already have a substantial customer base after a few years on the market.

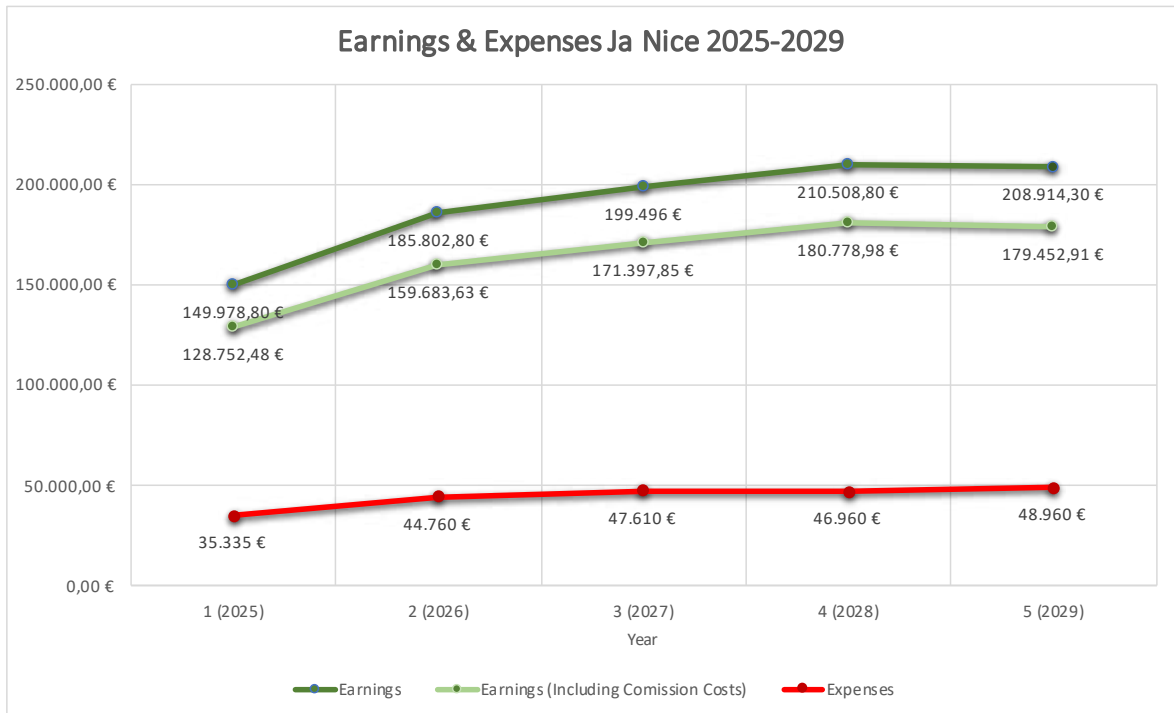


Figure 29: Projections for the Earnings & Expenses of Ja Nice 2025-2029

Observations: The figure shows that the estimated revenues and the estimated revenues including commission costs for booking websites are consistently and significantly higher than Ja Nice's expenses for all years between 2025 and 2029.

8 Conclusion

The idea for Ja Nice grew out of a passion for yoga, surfing, community spirit and the desire to contribute something good to the community and the environment. The vision for the hostel is to create a home away from home and a sanctuary for travellers and digital nomads that combines environmentally friendly practices with a holistic lifestyle and a passion for surfing. It is important that guests of Ja Nice not only enjoy the beauty of the beaches and nature in Costa da Caparica and the surrounding area, but also develop an awareness of how they can harm this environment as little as possible during their stay.

Ja Nice is a personal project, a brand, an academic study and an entrepreneurial project by the researcher Janice Greising. This business plan and research document was used to verify the concepts and ideologies of Ja Nice with data. The content of this work is the result of a year of continuous research in Portugal and at the Costa da Caparica location. In addition, 8 years of personal and professional experience in the fields of tourism, yoga and surfing have been incorporated into this project.

An important point in the development and research, which is a significant pillar for the identity of the brand Ja Nice, is the practice of sustainability and the agreement of this with wellness, fun and a luxurious tourism product for the customer. Ja Nice achieves this not only by using renewable energies and saving energy through sophisticated systems in its facilities, but also by supporting the local community and working with Portuguese brands such as WhyNotSoda (WhyNotSoda, 2023) and TwoLines (Twolines, 2024). Furthermore, the Ja Nice brand presents itself as a role model for its guests to motivate them to be more sustainable, through things like supporting beach clean ups in the region and the hostel's own vegetable garden, which promotes local and organic food.

The growing global interest in Eco-tourism, combined with the increasing popularity of surf and yoga retreats, offers this brand and business a prime opportunity to position itself as a top travel destination. By combining adventure, relaxation and a deep connection with nature, Ja Nice offers more than just accommodation – it offers its customers a holistic experience based on mindfulness, sustainability and a commitment to environmental responsibility. This approach not only meets the needs of modern travellers looking for meaningful, environmentally conscious experiences, but also enhances the hostel's appeal as a forward-thinking, sustainable business.

Through careful planning, supported by approximate and realistic financial projections and well-thought-out, scalable growth strategies, this business plan provides a clear direction

for establishing a financially viable and sustainable hostel. By balancing profitability with a strong commitment to sustainability practices, the plan demonstrates how economic goals can be aligned with environmentally and socially responsible practices. Looking at the estimated income and expenditure of the business over the first five years, it can be assumed that the start-up costs of 1.439.800€ can be paid back after about 13-15 years. This makes it an economically successful project.

Taking these factors into account, this business plan not only ensures that the hostel will be a successful business, but also that it will make a positive contribution to the environment and the community. The comprehensive approach adopted by Ja Nice ensures that economic, social and environmental goals are achieved, creating a model for long-term success and sustainability. The comprehensive approach ensures that both economic and environmental goals are achieved, creating a model for long-term sustainability and success.

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