

Profile number

110898

Established Premium Camping & Outdoor Hospitality Business | Freehold Property and Assets Included | Strong Growth Potential

Located in

Germany

Personal data

Sector

Leisure

Type of company

Camping

Legal entity:

Limited Company

Type of transaction

Shares

Life phase enterprise

Growing

Employees in FTE

5 - 10

Type of buyer:

Strategic acquisition

Financial information

Turnover last financial year

€ 0 - € 100.000

Asking price

€ 1.000.000 - € 2.500.000

Earnings before taxes

€ 0 - € 100.000

Company history/background

A unique opportunity to acquire a recently established premium camping and outdoor hospitality business in the heart of Romania.

The business opened in late August 2025 and is located in a strategic position, approximately 30 kilometres from Sibiu, at the foot of the impressive Făgăraş Mountains and close to the internationally renowned Transfăgăraşan route.

During its first season, the business was operational for only approximately six weeks. Despite this short operating period, it generated turnover of approximately €40,000, including food and beverage activities.

The first full operating season commenced on 1 May 2026. Since reopening, the business has generated approximately €70,000 in turnover to date. Turnover of approximately €150,000 is expected for the first full season. This result is above the original projections and demonstrates strong demand and significant growth potential from the outset.

The business is currently operated primarily on a seasonal basis. However, recent investments in facilities such as a heated swimming pool and sauna create opportunities to extend the operating season and increase annual turnover.

All development and investments completed to date have been financed without bank funding.

The company operates a premium campsite aimed at international travellers with motorhomes and caravans. The campsite is suitable both as a stopover for travellers passing through Eastern Europe and as a destination for longer stays.

The business activities include:

- Providing spacious camping pitches with electricity connections
- Providing modern sanitary and general guest facilities
- Operating a heated outdoor swimming pool
- Offering sauna and wellness facilities
- Providing food and beverage services
- Providing a children's playground
- Facilitating cycling, hiking and mountain activities
- Managing modern operational buildings, installations and guest infrastructure

Guests have direct access from the property to cycling routes, mountain trails and hiking paths. As a result, the business focuses not only on overnight stays but also on active and recreational holidays in the region.

Unique selling points

The property has been designed and developed according to Western European standards and combines modern camping facilities with luxury amenities, an exceptional natural environment and excellent accessibility.

The campsite is located directly along the DN1/E68, one of the main European transport corridors connecting Western Europe with Romania, Bulgaria and Turkey. This route attracts significant international motorhome and caravan traffic. As a result, the business benefits from a constant flow of potential guests and is attractive for both short stopovers and longer stays.

Key distinguishing features include:

- A strategic location near Sibiu, the Făgăraș Mountains and the Transfăgărașan route
- Direct access to a major international transport route
- A combination of camping, food and beverage, wellness and recreational activities
- Modern hotel-standard facilities
- A heated swimming pool and sauna, helping to extend the operating season
- An attractive natural setting with direct access to recreational routes
- Solar panels contributing to the property's energy supply
- Very positive guest reviews regarding the facilities, hospitality and overall customer experience

Thanks to this combination, the business has the potential to develop into one of Romania's leading destinations for international motorhome and caravan travellers.

Other

The asking price includes the complete operational business and the associated assets, including:

- The freehold land and property
- Existing buildings and operational premises
- The complete camping infrastructure and guest facilities
- The heated swimming pool and sauna
- Furniture, equipment and operational inventory
- Food and beverage facilities and related equipment
- Installations, utilities and technical infrastructure
- Existing permits and business-related rights
- The solar-panel installation
- The brand, business concept and existing commercial activities

The existing solar panels currently generate energy that is consumed directly on the property. By adding battery storage in the future, external energy costs could be reduced further and the property's energy independence could be increased.

The property also offers various opportunities for further development and revenue growth. The main planned investment is the development of ten small accommodation units or holiday homes. These could complement the existing camping activities, attract guests who do not travel by motorhome or caravan and generate additional revenue during the early and late season and potentially during the winter period.

Additional growth opportunities include:

- Extending the operating season
- Increasing the number of overnight stays
- Developing glamping accommodation or cabins

- Expanding food and beverage services
- Offering wellness and activity packages
- Establishing partnerships with international caravan organisations and tour operators
- Increasing direct bookings and repeat visits
- Further reducing energy costs through battery storage

This acquisition offers the opportunity to purchase a fully developed premium tourism business, including valuable real estate, modern infrastructure, strong initial operating results and significant future growth potential.