AquaticFunBus - Mini

General description of the company

The business plan is designed for small towns with a population of over 50.000 and significant tourist traffic. There are 20-25 such small towns in Hungary, typically county seats.

The business intends to operate in the entertainment industry, with it's target audience primarily being tourists, but we hope that the domestic population will also use our services in large numbers.

We carry out our activities with a redesigned vehicle, primarily a vehicle obtained from the redesign and conversion of a bus, but it can be carried out with any vehicle participating in road traffic and having the appropriate technical permits. The conversion is limited to the bodywork above the chassis of the bus, supplemented with other equipment detailed later. The safety equipment of the bus is not affected by the conversion.

In its finished form, the "AquaticFunBus" carries a water-filled pool, a jacuzzi, in the middle of the vehicle, in which we provide entertainment and sightseeing. Various experience elements are built into the pool, so that users sitting in the pool can enjoy the city's sights from the slowly moving vehicle in addition to enjoying the wellness services. The pool, as well as the seats placed in it and everything else that the user sees and uses, appear in an exclusive form, both in their materials and equipment, emphasizing uniqueness and specialness.

According to our plans, the "AquaticFunBus" would operate every day of the year, so we would adjust the water temperature to the current needs. That is, users would travel in hot water in winter and in pleasantly cooling water in summer. Since the roof of the pool is usually open, we consider it important to quickly and effectively regulate the water temperature and set the perfect microclimate. Of course, protection against solar radiation and other weather conditions will be installed. This means that we will create a transparent roof that can be pulled up on the side and above - a rising sunroof, a sunshade, etc.

Operational plan

According to our ideas, the Aquatic Fun Bus Mini will accommodate 4 people in the jacuzzi and 6 people in clothes. These vehicles are suitable for 10 people. It operates from 10 am to 10 pm, i.e. 12 hours a day, with 1-hour shifts.

A toilet will also be installed in the vehicle. Changing clothes will be carried out in another additional vehicle. The Aquatic Fun Bus Mini will be operated in smaller cities and county seats. These cities, in terms of their tourist value, can accommodate 1 - 3 buses per city in the high season.

Expansion, further business opportunities

According to our plans, we would like to cover Europe first, and later the whole world. To introduce it in every capital city, or in every city where the business can operate profitably.

Another plan is to keep the production of the vehicles in our own hands. This activity can also be a serious profit-generating investment.

Financial Plan

Revenue generated by foreign and domestic tourists

We would like to point out that in this financial plan, we are counting on a 6-month operating period, i.e. only the summer months.

According to the latest commercial accommodation data from the Hungarian Central Statistical Office, the number of tourists arriving in Hungary in 2025 is: 53.443.000 people. The average length of stay for trips is 2.5 days. Since this data includes all foreign trips, we will not count on this later.

Of this, the number of people traveling specifically for leisure and entertainment purposes is: **11.329.000 people**. Here, the average length of stay is 5.7 days, and the daily expenses per person are 32.400 HUF.

Source: https://www.ksh.hu/stadat_files/tur/hu/tur0006.html

Distribution of foreign multi-day trips to Hungary according to the tourist regions visited:

Budapest: 53.1%

Countryside: 46.9%

Source: https://www.ksh.hu/stadat_files/tur/hu/tur0009.html

If we examine the distribution of tourist accommodation in Budapest and tourist regions, then in 2025:

Nationally: 9.723.000 domestic and 9.923.000 foreign tourists booked accommodation.

In Budapest: 1.062.000 domestic and 6.624.000 foreign tourists booked accommodation.

Source: https://www.ksh.hu/stadat_files/tur/hu/tur0086.html

If we look at the guest nights booked in tourist accommodation facilities by visitors to Hungary, domestic and foreign guests spent a total of **47.174.000 nights**. According to the motivation of tourists visiting Hungary, in 2025 - the total turnover for leisure and entertainment purposes was 24%.

We make our calculations based on the guest turnover of accommodation facilities - noting that this data does not include - foreign citizens who own property in Hungary, tourists visiting friends, acquaintances or staying here in transit. Also not included - is the capacity and guest turnover of accommodation facilities operated for non-business purposes, which amounted to **408.751 people** in 2025.

Source: https://www.ksh.hu/stadat_files/tur/hu/tur0026.html

We can draw serious conclusions from the quarterly statistics table, which shows that the number of tourists in the summer months is generally ~ 30% higher than in the first or fourth quarter.

Source: https://www.ksh.hu/stadat_files/tur/hu/tur0045.html

So, referring to the Mini bus and the rural towns:

Rural guest count in the summer months: 7.776.000 people/6 months/region

19.646.000/country – 7.686.000/Bp = 11.960.000people/year

11.960.000/12 = 996.666 + 30% ~ 1.296.000/month

for the summer months > 1.296.000/month x 6 = 7.776.000 people/6 months/region

According to the Central Statistical Office data, out of the 7.776.000/people, 15.8% of the guests who come specifically for entertainment (in our opinion, more, about 24%)

7.776.000 x 0.158 ~ 1.229.000 people

So **1.229.000 people** come to rural Hungary for entertainment and sightseeing during the 6 months of summer.

There are at least 25 prominent tourist attractions - county seats and rural cities in Hungary (including the Balaton and Tisza lake regions) where AquaticFunBus can operate profitably.

That is: 1.229.000 people/25=49.160 people/city / 6 months = 8,193 / 30 days ~ **273 people/day/city**

Let's say that only 10% of the 273/persons like water, extreme, interesting, unusual things, then approximately **27 people will be expected to watch the city in the pool.**

Rural guest traffic is therefore: 27 people/day/city

So 10% of the 15.8% of tourists visiting the countryside is 27 people/day/city, i.e. if we assume a full house, 7 hours of bus operation per day is likely. **Nationally 675 People/day**

Revenue calculation

Price of a rural ticket = 15.000 HUF

Per day >15.000 HUF x 675 =6.750.000 HUF/day= **303.750.000 HUF/month** >

1.822.500.000 HUF/6 months/ region

Furthermore, the remaining 6 seats of the Bus, which allow for clothed family members, friends, and tourists to tour the city:

7/number of trips x 25/city x 6/person = 1.050 persons/day/region

1,050 x 30/day x 6/month = **189.000/person/6 months/region**

Price of a rural ticket = 3.000 HUF

So 3.000 x 189.000 = 567.000.000 HUF/6 months/region

567.000.000Ft/6months/region

Sum of two:

Travelers in the pool: 1.822.500.000Ft/6months/region

Travelers in clothes: 567.000.000Ft/6months/region

Annual gross sales revenue, region:

2.389.500.000Ft = 6.546.575 EUR (365Ft/1 EUR)

It should be added that, according to our public opinion research, 70-75% of the respondents would get on the Aquatic Fun Bus for a city tour, which is orders of magnitude larger than the previously outlined plan.

According to the market research, the total annual gross revenue exceeds

7.168.500.000 HUF. > 19.639.726 EUR

- These data apply to small towns in Hungary, Budapest is not included in the calculation.
- The data according to our market research also assumes the use of additional vehicles.