AquaticFunBus – Mini Proto Vehicle

General Introduction to the Business

It is important to emphasize that this business plan is for a single vehicle, the first working, marketable prototype.

The company intends to operate in the entertainment industry, it's target audience is primarily 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.

The finished "AquaticFunBus" carries a water-filled pool and jacuzzi in the middle of the vehicle, where entertainment and sightseeing are provided. The pool has various experience elements built into it, so that users sitting in the pool, in addition to enjoying wellness services, can also admire the city's landmarks from the slowly moving vehicle. 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. This means that 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 out on the side and top, a 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 will operate 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.

We intend to send this prototype to Budapest, where we would like to test and operate it.

Expansion, further business opportunities

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

Our other 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 foreign trips to Hungary in 2025 is: 53.443.000. The average length of stay of the trips is 2.5 days. Since this data includes all foreign trips, we will not count on this later.

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

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

Distribution of foreign multi-day trips to Hungary by 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 nights of guests staying at tourist accommodations visiting Hungary, domestic and foreign guests spent a total of **47.174.000** nights. In 2025, broken down according to the motivation of their visit, tourists - specifically for leisure and entertainment purposes - accounted for 24% of the total traffic.

Our calculations are based on the guest turnover of accommodation establishments – noting that this data does not include - foreign citizens with property in Hungary, tourists visiting friends, acquaintances or tourists staying here in transit. It also does not include - the capacity and guest turnover of non-business accommodation establishments, 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 the MiNi Proto bus in relation to Budapest:

Budapest guest count: 7.686.000 people

1.062.000 + 6.624.000 = 7.686.000

7.686.000 /12 = 640.500 + 30% = 832.650/month

for summer months > 832.650/month x 6 = 4.995.900 people/6 months ~ 4.996.000 people/6 months

According to the Central Statistical Office data, 15.8% of the 4,996,000/person guests come specifically for entertainment, we will calculate with this data in the following. (but in our opinion it is more, about 24%)

4.996.000 x 0,158 = 789.368 people ~ **789.000 people**

So **789.000 people** come to Budapest for entertainment, sightseeing in the 6 months of summer.

So: 789.000 people / 6 months = 131.500 people / 30 days ~ **4.383 people/day**

That is: = **4.383 people/day/Bp**

If only 10% of the 4.383/persons like water and extreme, interesting, unusual things, then 438 people/day/Bp will be expected to watch the city in the pool every day.

So 10% of the 15.8% of tourists visiting Budapest is 438 people/day/Bp, i.e. if we assume a full house, with 12 hours of bus operation per day, then we would need **10 buses** for full service. (438/12/4)

Income calculation Mini Proto

Price of one ticket = 15.000 HUF

Per day >15.000 HUF x 12 hours x 4 people =720.000 HUF/day= **21.600.000** HUF/month >

129.600.000 HUF/month /6 months/Bp

Furthermore, the remaining 6 seats of the Bus, which allow sightseeing for clothed family members, friends, and other tourists:

12/number of trips x 6/person = 72 people/day/Bp

72 people x 30/day x 6/month = 12.960 ~ **13.000/person/6 months/Bp**

Price of one ticket = 5.000 HUF

So 5.000 x 13.000 = 65.000.000 HUF/6 months/Bp

65.000.000Ft/6months/Bp

Total of two:

Travelers in the pool: 129.600.000Ft/month /6months/Bp

Travelers in clothes: 65.000.000Ft/6months/Bp

Annual gross sales revenue, Budapest:

194.600.000 HUF = 533.150 EUR (365 HUF/1 EUR)

(This data is gross revenue and applies to Budapest or a similar large city.)

A noteworthy figure is that since the number of potential visitors in Budapest is 438 people/day, and we previously clarified that 10 such Mini buses would be needed to satisfy this number of guests - we do not assume empty seats or unused seats, given that a ticket advance purchase system would be operated (on a web interface).

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, meaning that more buses (with a capacity of approximately 30) will be needed to meet demand.

Furthermore, the total gross revenue may change – according to our calculations, with a maximum loss of about 17% – in the event that a serious natural or weather impact prevents the operation. It should be added that the water will be temperature-controlled, meaning it will be enjoyable even in colder weather, and the vehicle will have a transparent, movable roof in case of possible rain.