

**Otter Oasis
Holiday Park
Concept & Financial
Model**

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Introduction

The Otter Oasis Holiday Park vision represents a long-term concept focused on creating a sustainable, real-world destination built around nature, outdoor experiences, accommodation, family activities, and diversified revenue streams.

This document explores a conceptual financial model for how a future Otter Oasis Holiday Park could operate as a viable and self-sustaining business.

The figures presented throughout this document are based on conservative assumptions, UK-based cost estimates, and realistic operating scenarios.

Peak-season projections, speculative growth assumptions, and best-case forecasts have been intentionally excluded in order to maintain a grounded and responsible approach.

The purpose of this document is not to demonstrate maximum upside or make promises regarding future development.

Instead, it is designed to explore whether a future Otter Oasis Holiday Park could function as a sustainable standalone business capable of generating revenue through multiple independent income streams while maintaining long-term financial resilience.

The model focuses on real-world assets, diversified revenue sources, and disciplined operating assumptions to examine how a future park may be capable of supporting its own operations, future expansion opportunities, and long-term sustainability.

This document should be considered a conceptual financial overview only and does not constitute financial advice, investment advice, a guarantee of future development, or a promise of future results.

Cost Overview

This section outlines a conceptual build model and estimated capital costs for a future Otter Oasis Holiday Park.

All figures are based on conservative UK cost assumptions and represent a lean Phase-1 development model focused on revenue generation, operational sustainability, and long-term scalability.

The model uses a rural UK location, with Essex serving as the working regional assumption for land values, construction costs, and operating conditions.

The figures presented are illustrative estimates only and are intended to support financial modelling and feasibility analysis. Actual costs may vary based on location, planning requirements, site conditions, supplier pricing, market conditions, and final project scope.

1. Land Acquisition

- Location Assumption: Rural Essex, United Kingdom
- Purpose: Full park footprint including lakes, accommodation, attractions, parking, infrastructure, and future expansion areas.

Estimated Land Acquisition Cost (Working Assumption):

£3,000,000

2. Fishing Lakes

- Two commercial fishing lakes
- Lake 1: 5 Acres
- Lake 2: 3 Acres
- Includes excavation, shaping, water management, and commercial fish stocking
- Intended to support day fishing, competitions, memberships, and accommodation guests

Estimated Fishing Lakes Cost:

£500,000

3. Lodges (Accommodation)

- Total Lodges: 32 Units
- Mix of accommodation sizes designed to support couples, families, and group bookings

Includes:

- Lodge units
- Foundations and bases
- Utility connections
- Decking and surrounding landscaping
- Internal furnishings and fit-out

This figure represents a fully operational accommodation model.

Estimated Accommodation Cost:

£1,500,000

4. Otter Habitat, Café & Gift Shop

This concept combines wildlife education, visitor experiences, food service, and retail opportunities within a single attraction area.

Otter Habitat Concept

- Dedicated habitat area
- Visitor viewing opportunities
- Educational and conservation-focused experiences
- Underwater viewing feature

Visitor Facilities

- Controlled visitor access
- Viewing areas
- Educational displays and signage

Café & Gift Shop

- Multi-purpose visitor building
- Café seating and serving area
- Viewing room

- Retail and gift shop facilities
- Kitchen, counters, shelving, and customer facilities

This estimate includes the concept build, visitor infrastructure, café facilities, and retail areas.

Estimated Habitat, Café & Gift Shop Cost:

£150,000

5. Clubhouse

- Lodge-style community building
- Bar and refreshments
- Seating areas
- Event space
- Live entertainment and community activities

Estimated Clubhouse Cost:

£100,000

6. Coffee Hubs

- Four small refreshment buildings
- Approximate size: 20ft × 12ft each

Includes:

- Counters and worktops
- Storage facilities
- Equipment space
- Ice cream, drinks, and snack service areas

Estimated Coffee Hub Cost:

£5,000 per unit

4 Units Total:

£20,000

7. Fishing Bait & Tackle Shop

- Dedicated retail facility
- Fishing equipment and bait sales

- Retail displays and storage
- Designed to support both day visitors and accommodation guests

Estimated Fishing Shop Cost:

£60,000

8. Fisherman's Café

- Dedicated café facility
- Commercial kitchen
- Indoor seating
- Food preparation and serving facilities

Estimated Fisherman's Café Cost

£70,000

9. Takeaway Outlet

- Compact food service facility
- Kitchen and serving counter
- Designed for fast-service food during peak visitor periods

Estimated Takeaway Shop Cost:

£10,000

10. Laser Tag Gaming Centre

- Indoor activity facility
- Obstacles and themed environments
- Lighting and sound systems
- Laser tag equipment
- Suitable for groups, parties, and events

Estimated Laser Tag Centre Cost:

£40,000

11. Go-Kart Track (Phase 1 Concept)

- Electric go-karts
- Indoor track environment

- Seasonal open-air operation capability

Includes:

- Track infrastructure
- Barriers and safety systems
- Charging equipment
- Timing systems

Estimated Go-Kart Cost:

£100,000

Estimated Build Cost Summary

The following figures represent the estimated capital requirements used throughout the Otter Oasis Holiday Park concept model.

These estimates are based on conservative assumptions and are intended for financial modelling and feasibility analysis purposes only.

- Land Acquisition: £3,000,000
- Fishing Lakes: £500,000
- Lodges (Accommodation): £1,500,000
- Otter Habitat, Café & Gift Shop: £150,000
- Clubhouse: £100,000
- Coffee Hubs: £20,000
- Fishing Bait & Tackle Shop: £60,000
- Fisherman's Café: £70,000
- Takeaway Outlet: £10,000
- Laser Tag Gaming Centre: £40,000
- Go-Kart Track (Phase 1 Concept): £100,000

Total Estimated Build Cost

£5,550,000

Park Revenue & Profit Overview

The figures presented in this section represent a conceptual revenue and profitability model for a future Otter Oasis Holiday Park.

Revenue estimates are based on conservative operating assumptions and are intended to demonstrate potential business viability under normal operating conditions.

Seasonal peaks, optimistic growth assumptions, and best-case scenarios have been intentionally excluded in order to maintain a realistic and responsible approach.

The purpose of this section is not to predict future results, but to explore how a future Otter Oasis Holiday Park could operate as a sustainable, revenue-generating business supported by multiple independent income streams.

Annual Revenue by Attraction

Lodges (Weekly Bookings Only)

£925,300

Fishing Lakes (Tickets, Memberships & Matches)

£180,000

Otter Habitat, Café & Gift Shop

£664,000

Coffee Hubs (4 Locations)

£215,000

Fisherman's Café

£310,000

Takeaway Outlet

£240,000

Laser Tag Gaming Centre

£190,000

Go-Kart Track (Including Family Weekly Passes)

£257,000

Clubhouse Bar & Events

£225,000

Total Annual Park Revenue

£3,206,300 per year

For planning and presentation purposes, this may be rounded conservatively to:

£3.2 Million Per Year

(Baseline Revenue Model)

Annual Operating Costs (OPEX)

Estimated annual operating costs include staffing, utilities, food and retail inventory, maintenance, animal care, insurance, administration, and marketing.

Estimated Annual Operating Costs:

£1,200,000 per year

This figure assumes a fully operational park structure with appropriate staffing levels, maintenance schedules, and contingency allowances.

Net Operating Profit

Annual Revenue:

£3,206,300

Annual Operating Costs:

£1,200,000

Estimated Net Operating Profit:

£2,006,300 per year

For planning purposes, this may be rounded conservatively to:

Approximately £2.0 Million Annual Operating Profit

Profit Breakdown

Monthly Operating Profit:

Approximately £167,000

Weekly Operating Profit:

Approximately £38,500

These figures represent operating surplus after routine business expenses and before any future reinvestment, reserve allocation, expansion projects, or ecosystem-related decisions.

Financial Resilience Summary

This model demonstrates how a future Otter Oasis Holiday Park could:

- Operate as a standalone business supported by real-world revenue
- Generate income from multiple independent revenue streams
- Maintain healthy operating margins under conservative assumptions
- Support future expansion, reserves, and development opportunities from operating profit

The strength of a diversified revenue model helps reduce reliance on any single attraction or income source while improving long-term resilience.

Strategic Considerations

The financial model presented within this document is intended to demonstrate how a future Otter Oasis Holiday Park could operate as a sustainable and financially resilient business.

Should operating assumptions be achieved, future operating surplus may be allocated according to the priorities and requirements of the business at that time.

Potential areas of allocation may include:

- Facility Improvements
- Park Expansion
- Maintenance Programmes
- Cash Reserves
- Long-Term Financial Stability
- Strategic Partnerships
- New Attractions And Visitor Experiences
- Future Ecosystem Development Opportunities

Maintaining flexibility in capital allocation allows future decisions to be made responsibly, based on actual operating performance, market conditions, and long-term business objectives.

The purpose of this model is not to prescribe future decisions, but to demonstrate a potential financial foundation from which future opportunities may be evaluated and pursued.

Conclusion

The Otter Oasis Holiday Park Concept & Financial Model has been created to explore the potential viability of a future real-world destination built around nature, accommodation, family experiences, outdoor recreation, and diversified revenue streams.

The figures and assumptions presented throughout this document are intentionally conservative and have been designed to demonstrate financial sustainability rather than maximum potential returns.

The model suggests that a future Otter Oasis Holiday Park could operate as a standalone business supported by multiple independent revenue streams, responsible cost management, and long-term strategic planning.

While this document does not represent a commitment to future development, it provides a framework for understanding how such a project may be structured, funded, and operated should future opportunities allow.

At its core, Otter Oasis is about more than buildings, attractions, or financial projections.

It is about creating something meaningful.

A place where people can reconnect with nature, spend time with family and friends, enjoy the outdoors, and create lasting memories.

The vision remains ambitious.

The journey remains long.

But every great destination starts with a first step.

Break-Even & Return on Investment (ROI) Analysis

This section explores the potential capital recovery timeframe and long-term profitability of a future Otter Oasis Holiday Park based on the conceptual financial model presented within this document.

All figures are based on conservative operating assumptions and are intended to demonstrate potential business viability under normal operating conditions.

The model does not rely on peak utilisation, future expansion, speculative revenue sources, or optimistic growth projections.

Core Financial Inputs

Total Estimated Core Park Build Cost:

£5,550,000

Estimated Annual Park Revenue:

£3,200,000

Estimated Annual Operating Costs (OPEX):

£1,200,000

Estimated Net Operating Profit:

~£2,000,000 per year

Break-Even Timeframe

For the purposes of this model, break-even is defined as the point at which cumulative operating profit equals the initial capital expenditure required to develop the park.

Break-Even Calculation

$£5,550,000 \div £2,000,000 \approx 2.78$ Years

Estimated Break-Even Point:

Approximately 2.8 Years

Based on the assumptions used throughout this document, the model suggests that the park could potentially recover its initial build cost before the end of its third full year of operation.

Capital Recovery Timeline

Illustrative Recovery Profile:

- End of Year 1:
~£2.0 Million Recovered
- End of Year 2:
~£4.0 Million Recovered
- During Year 3:
Full Recovery Of £5.55 Million Achieved
- End of Year 3:

Initial Build Cost Fully Recovered With Additional Operating Surplus Generated

This illustrative timeline assumes:

- No Revenue Growth
- No Price Increases
- No Additional Attractions
- No Grants, Sponsorships, Or External Funding

As a result, the model represents a deliberately conservative recovery scenario.

Post Break-Even Profitability

Once the initial capital investment has been recovered, any subsequent operating profit may be considered available for allocation according to future business priorities and strategic objectives.

Ongoing Profit Generation

Estimated Annual Operating Profit:

~£2.0 Million

Estimated Monthly Operating Profit:

~£167,000

Estimated Weekly Operating Profit:

~£38,500

Potential future uses for operating surplus may include:

- Reinvestment Into Existing Facilities
- Expansion Projects
- Cash Reserves
- Long-Term Financial Stability
- Strategic Partnerships
- Ecosystem Development Opportunities
- Risk Management And Contingency Planning

Return On Investment Perspective

From a financial modelling perspective, the Otter Oasis concept demonstrates several encouraging characteristics:

- A Potential Sub-3-Year Capital Recovery Period
- Strong Operating Margins Across Multiple Revenue Streams
- Diversified Income Sources
- Long-Term Revenue Potential
- Reduced Reliance On Any Single Attraction Or Revenue Source

If operating assumptions were achieved, the model suggests the park could function as a self-sustaining business capable of supporting future growth and development through its own operating performance.

Summary

Based on the assumptions used throughout this document:

- The model suggests full capital recovery may be achieved in approximately 2.8 years
- Estimated annual operating profit is approximately £2.0 million thereafter
- The financial model is intentionally conservative and excludes best-case assumptions
- Long-term profitability is supported through diversified real-world revenue streams

This analysis is intended to provide a conceptual overview of potential business performance and should not be interpreted as a guarantee of future revenue, profitability, development outcomes, or financial results.

Funding Considerations & Land Acquisition Assumptions

This document explores a conceptual financial model for a future Otter Oasis Holiday Park and should not be interpreted as a formal development plan, fundraising proposal, or commitment to any specific construction timeline.

The purpose of this section is to provide context around several of the assumptions used throughout the model and explain how future funding requirements may influence the overall project.

Estimated Capital Requirements

Based on the assumptions used throughout this document, the estimated core park build cost is:

£5,550,000

This figure includes land acquisition, accommodation, attractions, visitor facilities, food and beverage operations, and supporting infrastructure.

The model has been intentionally designed around a lean Phase-1 approach that prioritises operational viability, multiple revenue streams, and long-term sustainability.

Future development phases, additional attractions, planning requirements, utility upgrades, and expansion projects may increase overall capital requirements beyond those outlined within this document.

Land Acquisition Assumptions

The model allocates:

£3,000,000

for land acquisition.

This figure is based on conservative assumptions for a suitably sized rural site in the South East of England, with Essex used as the reference region.

The allocation is intended to provide sufficient flexibility for:

- Accommodation Facilities
- Fishing Lakes
- Visitor Attractions
- Parking Infrastructure
- Environmental Buffers
- Future Expansion Opportunities

Land Acquisition Flexibility

The £3.0 million allocation should be viewed as a working assumption rather than a fixed requirement.

Should suitable land be secured below this level, the overall financial position of the project would improve immediately.

Potential benefits may include:

- Increased Contingency Reserves
- Reduced Capital Requirements
- Improved Capital Efficiency
- Shorter Break-Even Timeframes
- Additional Flexibility For Future Development

Importantly, a lower land acquisition cost would not necessarily reduce the revenue-generating potential of the wider park concept.

Long-Term Funding Approach

The Otter Oasis Ecosystem has been designed around the principle of building sustainable foundations over time.

Future development opportunities may ultimately be supported through a combination of ecosystem growth, treasury development, strategic partnerships, revenue-generating infrastructure, retained earnings, and other funding sources available at the time.

The exact structure of any future funding approach remains subject to ongoing development, market conditions, regulatory requirements, and the long-term evolution of the Otter Oasis Ecosystem.

Final Thoughts

The purpose of this document is not to predict future outcomes or make guarantees regarding development.

Instead, it serves as a financial exploration of how a future Otter Oasis Holiday Park could potentially operate as a sustainable real-world business supported by diversified revenue streams and responsible financial planning.

As the wider Otter Oasis Ecosystem continues to evolve, future models, assumptions, and projections may be updated to reflect new information, opportunities, and development priorities.

The vision remains ambitious.

The journey remains long.

But every great destination starts with a first step.

Message From The Founder

Thank you for taking the time to read this document and learn more about the vision behind Otter Oasis.

For me, this journey started long before the ecosystem, the financial models, or the idea of a future holiday park.

I have been fishing since I was around five years old, spending countless hours beside lakes, rivers, and the countryside.

Those experiences created a lifelong appreciation for nature, the outdoors, and the simple enjoyment that comes from spending time in peaceful surroundings.

For many years, I dreamed of one day owning and running my own fishery.

As time passed, that dream gradually evolved into something bigger.

What began as a vision for a fishing venue slowly grew into the idea of creating a destination where families, anglers, nature lovers, and outdoor enthusiasts could come together to enjoy memorable experiences, relax, and reconnect with the natural world.

Today, that vision continues to evolve through the Otter Oasis Ecosystem.

The ecosystem itself is not the destination. It is the foundation.

A platform designed to support long-term growth, community participation, sustainability, and future opportunities.

Whether the vision ultimately takes five years, ten years, or even longer to achieve, the goal remains the same.

To continue building something meaningful, one step at a time.

This document is not a promise of what will happen.

It is an exploration of what may be possible.

A vision.

A concept.

A dream that has been growing for many years.

Thank you to everyone who supports the journey, follows the progress, shares ideas, and believes in the possibility of building something special.

The first vision of many.

Simon Newcombe

Founder, Otter Oasis

