**First Peoples Tourism Growth Program Expressions of Interest (EOI)**

**Contents:**

* An example mock-up of some guidance and a fictional glamping concept EOI to assist you to complete your EOI.
* Each section in the EOI online form can be up to 200 words maximum.
* This example is general content/format guidance only and your EOI will be assessed on its own merit and competitively against the EOI criteria published in the Guidelines.

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**General Guidance for EOI proposals:**

1. **Opportunity:** In a few sentences, briefly outline your business idea. Describe who your opportunity solves for, and why your target customers are unsatisfied with current solutions.

2. **Solution:** Describe the major benefits of your solution and explain why customers will support your tourism idea. Explain the impacts and improvements this will have i.e. creating new jobs, improving wellbeing and other positive impacts your idea will deliver.

3. **Market Analysis and Competitive landscape:** Provide initial insights into the market size, trends, target demographics, and gaps in market. Identify key competitors and your unique selling propositions (USPs). You could use a matrix or table to compare your offerings with competitors.

4. **Business Model:** Explain how your business will generate ongoing sustainable revenue, highlighting the potential to be profitable and compete effectively over the long term, this could include your pricing strategy, ongoing annual operating costs and revenue streams. Have you conducted due diligence on resourcing, permits or licenses required to progress your idea?

5. **Team:** Introduce your team members, highlighting their expertise and roles in driving the business forward. Who will be the lead coordinator?

6. **Investment Ask:** Clearly state how much funding you’re seeking and its uses. Explain why you need this specific amount of funding and what milestones it will enable you to achieve.

**Useful resources for EOI proposals:**

[**Tourism Industry Research**](https://djsir.vic.gov.au/tourism-industry-support/research)

[**Regional Economic Development Strategies**](https://www.rdv.vic.gov.au/resources/regional-economic-development-strategies)

[**Experience Victoria 2033**](https://djsir.vic.gov.au/tourism-industry-support/about/strategy)

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**Mock Up Example EOI Proposal: "Serenity Tents - Glamping”**

**1. Opportunity**

Serenity Tents offers luxury glamping in pristine natural settings, merging outdoor beauty with high-end comfort. Capitalising on the growing glamping and eco-tourism markets. This project will triple our current tent capacity and enhance amenities for a superior guest experience. We have experience in operating glamping and have supporting services, plans and equipment in place already.

Travellers desire unique, eco-conscious lodging that connects them with nature.

* Traditional hotels isolate guests from natural surroundings.
* Standard camping lacks comfort and convenience.
* Existing glamping options often lack luxury and customization.

**2. Solution**

Serenity Tents delivers luxurious, eco-friendly outdoor experiences with a focus on local impact. We have experienced bookings demand that exceed our current capacity.

* High-end safari and bell tents featuring premium amenities and stylish décor.
* Fine dining experiences showcasing local, sustainable ingredients and culinary expertise.
* Customized event planning and wellness services for personalized retreats.
* Creates 1+ FTE in year one, with future job growth supporting the local economy and community training opportunities in the tourism sector.

**3. Market Analysis and Competitive Landscape**

*Market Analysis*

The glamping market is experiencing rapid growth. Recent tourism data currently values the market at $3.45 billion in 2024 and is expected to grow at a CAGR of 10.3% from 2025 to 2030. Our target demographic is affluent, eco-conscious individuals aged 30-50 seeking high-quality, sustainable lodging and unique cultural experiences.

*Competitive Landscape*

Several glamping sites exist; however, Serenity Tents distinguishes itself via superior luxury, bespoke customization, and genuine sustainable practices. USPs include private chef-prepared dining, wellness retreats, and a strong commitment to environmental conservation. As a First Peoples-led and owned business, we stand out from our competitors with unique cultural experiences that others cannot replicate. Currently there are only two other glamping businesses in our region.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Glamping operators in region | Private dining | Accessible and inclusive design  | Luxury tents and fixtures | Wellness services | First Peoples Cultural tours | Environmentalsustainabilitygoals |
| Serenity Tents | ☑ | ☑ | ☑ | ☑ | ☑ | ☑ |
| Tents R Us | ⮽ | ⮽ | ⮽ | ☑ | ⮽ | ☑ |
| Big River Caravan Park | ⮽ | ☑ | ⮽ | ⮽ | ⮽ | ⮽ |

**4. Business Model**

Diverse revenue streams include tent rentals (average $300/night), curated dining packages, guided nature tours, and exclusive event hosting. Pricing is tiered to accommodate various customer segments. This ensures sustainable revenue generation while maintaining profitability. We have spoken to the local planning authority and consulted with our planning advisor who advise us that we are fully permitted to expand our capacity.

This positions us to capture a significant share of the expanding market with a focus on sustainable and unique travel experiences. The major risk to this project is ongoing maintenance costs to ensure the tents retain long term viability and are fit for purpose.

Our current team can manage the scale up of the operation. We plan to include increased maintenance costs in our year-to-year operational budget based upon our experience so far. This project will contribute to our business growth, job security and sustainability as it is a relatively low-cost scale up of a product.

**5. Team**

Our team blends experienced hospitality professionals, outdoor expert guides, and sustainability advocates. Proven success in delivering exceptional customer experiences and driving business growth. The project team includes:

* Operations Manager (Project lead)
* Project Officer

An additional FTE will be recruited upon expansion.

**6. Investment Ask**

Seeking $125,000 to triple tent capacity (5 to 15 units) and enhance on-site amenities, including a communal dining and relaxation space. This investment facilitates increased revenue, larger market share, and achievement of key business plan milestones. We project $500,000+ in first-year revenue and forecast a projected ROI of 25% within three years.

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