

RESORT UNA PARK TOURISM COMPLEX BIHAC

Project title	Development of Resort Una Park Tourism Complex – Construction of an Aparthotel with 70 Apartments and SPA & Wellness Facilities
Sector	Tourism sector
Location	Bihać City, Cukovi, Bosnia and Herzegovina
Location description	The project is in Cukovi, within the City of Bihac, in the heart of Una National Park, one of Bosnia and Herzegovina's most significant natural and tourism destinations. The location is distinguished by its exceptional natural assets, preserved environment, and proximity to Strbacki Buk and Martin Brod, two of the region's leading tourist attractions. The location offers strong potential for developing a year-round tourism offering, strengthening the market position of the existing business, and generating additional value by combining accommodation, natural attractions, and facilities tailored to a diverse range of visitor segments.
Company description	Resort Una Park d.o.o. is a privately owned company operating in the hospitality and tourism sector, focused on providing quality accommodation and food and beverage services while developing new investment opportunities in tourism. The company operates a four-star hotel with 20 guest rooms, a restaurant, and complementary hospitality facilities. Through its existing operations, the company serves domestic and international visitors, individual travelers, organized tourist groups, and travel agencies, building its market presence and establishing a solid foundation for further business expansion.

	The company's development strategy focuses on expanding its existing capacity and enhancing its tourism offering through the planned construction of an aparthotel comprising 70 apartments, swimming pool facilities, and additional amenities for leisure and recreation. This project represents the next phase of the company's development, aimed at diversifying its accommodation portfolio, attracting new market segments, and strengthening its competitiveness in domestic and international markets.
Project status	The project is prepared for the implementation phase. The investor owns the land designated for development and has an architectural concept for the construction of an aparthotel comprising 70 apartments, complemented by SPA and wellness facilities. The key elements of the proposed development have therefore been defined. An existing four-star hotel is already operational on the site, providing an established business foundation for expanding accommodation capacity and developing an integrated tourism complex. The investor is ready to proceed with construction and is seeking a strategic partner who would contribute through financial investment and, where appropriate, technical expertise and industry knowledge. The partnership would support the construction and furnishing of the new accommodation units, the development of SPA and wellness facilities, and the enhancement of the overall tourism offering.
Project description	Development project for Resort Una Park is based on a clear business vision: to expand our existing hotel operations and develop an integrated tourism complex that combines accommodation, leisure, SPA and wellness facilities with the natural assets of Una National Park. The investor owns a combined landholding of approximately 26,875 m², comprising a 13,875 m² parcel in the waterfall area, a 6,000 m² designated development site, and an additional 7,000 m² parcel adjacent to the existing hotel. Planned Development**:** The development site is designated for the construction of an aparthotel comprising 70 apartments, a main swimming pool, and a separate children's pool, in accordance with the existing architectural concept. The investment is intended to expand accommodation capacity and establish an integrated tourism complex combining high-quality accommodation, family holidays, recreation, and wellness facilities. Investment Potential**:** The project brings together an existing operating hotel, a substantial landholding, and a prepared development concept for expanding accommodation capacity. This combination provides a tangible foundation for investment in tourism infrastructure, with the potential for phased implementation and long-term positioning in international tourism markets. The investment opportunity encompasses the construction and furnishing of new accommodation units, together with the development of complementary facilities. The total investment value will be determined based on a detailed project budget. We are already operating in the hospitality sector and manage an existing four-star hotel with 20 accommodation units. Through our current operations, we have established a foundation for further development and identified an opportunity to expand our business through a new investment. Our objective is not simply to increase accommodation capacity, but to develop a more comprehensive tourism

offer that responds to the needs of different market segments and creates new opportunities for business growth.

For this project, we have approximately 26,875 m² of land at our disposal, together with an architectural concept for the development of an aparthotel comprising 70 apartments and complementary SPA and wellness facilities. We have therefore defined the main direction of development and established the foundations for the next phase of our business.

We believe that the tourism potential of Una National Park offers significant opportunities for developing high-quality and competitive accommodation facilities. Attractions such as Štrbački Buk waterfall and Martin Brod attract visitors from Bosnia and Herzegovina and abroad. We see an opportunity to build on this potential by offering guests more than a short stay focused solely on visiting natural landmarks. Our vision is to create an environment that gives guests additional reasons to extend their stay, enjoy a more complete leisure and wellness experience, and return to the destination.

Through the construction of the aparthotel, we intend to broaden our accommodation offer and appeal to families, individual international travelers, organized tourist groups and visitors seeking longer stays. By introducing SPA and wellness facilities, we aim to develop additional tourism programs, extend our offer beyond the main tourist season and gradually reduce our reliance on short, seasonal visits.

We consider one of our key advantages to be the fact that this project builds an existing business, our own land and a clearly defined development concept. This allows us to approach the new investment as a logical continuation of our current operations, with the potential to integrate our existing facilities with new services and create long-term business value.

Our long-term ambition is to position Resort Una Park as a recognized tourism complex combining quality accommodation, leisure, wellness and authentic nature-based experiences. We believe that this development can help extend the tourist season, create new employment opportunities, strengthen cooperation with international tour operators and increase the destination's visibility in both domestic and international markets.

For the next phase of development, we are seeking a strategic investor who can support the implementation of our planned investment in line with our vision. We are open to different cooperation models, including joint investment and long-term strategic partnership, bringing together financial resources, professional expertise and business experience.

Our objective is to develop a sustainable and competitive tourism complex that makes better use of the potential of Una National Park, enhances the quality of the

	tourism offer and creates long-term value for us as the project developer, our future investment partner and the local community.	
Estimated total investment cost	The estimated total investment cost has not yet been determined, as the main project is still under preparation and the permitting process is ongoing.	
Inputs provided by local partner	**Value**	**Description**
	Land and real estate - To be assessed: Landholding with a total area of approximately 26,875 m², including land for development and additional land adjacent to the existing hotel. **Existing hotel - To be assessed** Operating four-star hotel with 20 accommodation units and restaurant facilities, providing an existing operational base for the planned development. **Architectural concept - To be assessed:** Existing architectural concept for the development of an aparthotel with 70 apartments and complementary SPA and wellness facilities. **Project development and local expertise- To be determined** Local project coordination, knowledge of the destination and existing experience in hospitality and tourism operations.	
Inputs required from foreign partner	**Value**	**Description**
	Financial investment - To be determined Investment capital required for the construction, furnishing and commissioning of the planned aparthotel with 70 apartments and complementary SPA and wellness facilities. The required amount will be established following a detailed investment cost assessment. **Strategic partnership- To be determined** Long-term cooperation in the development and implementation of the project, based on a mutually agreed investment and business model. **Technical and professional expertise - Subject to agreement** Potential contribution of expertise in project implementation, hospitality development, facility management and operational planning. **Market access and business development - Subject to agreement** Potential support in establishing international partnerships, expanding distribution channels and attracting new customer segments.	
Form of cooperation with foreign partner	**Financial**	**Technical**
	We are seeking a strategic foreign investment partner for the development and implementation of the planned aparthotel project. We are open to joint investment, equity participation and other mutually agreed forms of long-term strategic cooperation. The specific cooperation model, investment structure and ownership arrangements will be defined through negotiations, considering the contributions and interests of both parties.	
Supporting information available	For additional information about this project, please contact FIPA either by e-mail: fipa@fipa.gov.ba or phone number: +387 33 278 080.	