PIONEER VISION CANVAS

Your Vision
Your Why. What is your inspiration?

Location & Land
Describe location, zoning, and unique attributes. Surrounding Context. Opportunities.

Market Advantage
Team, Knowledge, Insights? What can you offer that's hard to replicate elsewhere? Why now?

Accommodation Type
What types of accommodations and why? Does it meet guests needs/desires?

Milestones & Timeline
What are you key resort milestones? Personal milestones?

Revenue
Expected Income and profit. How will you generate leads, manage bookings, and rates. Other expected revenue?

Target Guests
Your ideal guests and what transformation they seek (i.e. families wanting deeper connection, couples seeking adventure, etc.)?

Challenges & Risks
What are potential barriers: Jurisdiction, Site, Infrastructure, People, Funding, Operations.

Impact Goals
How will your resort benefit guests, nature, local community - and yourself?

Resort Program
Key amenities and one signature experience that will define your property?

Costs
Startup & Ongoing. What are your biggest expenses? What will be you ongoing costs?

Funding
Is funding needed? What sources of funding are you considering?

RVi Shape the world with us.

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