



Black by

Dracula Park

THE ONLY DRACULA
ANIMATRONIC EXHIBITION PARK
IN THE WORLD !

2025 Dracula Theme Park Pitch Deck

Redefining Leisure and
Entertainment for All Ages



THE LEGEND

Vlad the Impaler is identified with **Dracula** because his name comes from his father, **Vlad Dracul**, and his cruelty and methods of punishment inspired the vampire legend created by Bram Stoker.

Vlad the Impaler
Voivode of Wallachia





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Introduction & Vision





Wonderful Theme Park

Starting from the fact, absolutely indisputable, that the myth of Dracula is the most “marketable” country brand of Romania, we decided to make the most of it, designing the theme park of animatronic exhibits "Black by Dracula".

The location of "Black by Dracula" in the neighbourhood of Bran Castle is not accidental, based on the fact that the number of foreign tourists visiting Bran is constantly increasing, from year to year. For example, during the year 2022, after an atypical period (being generated by the Covid 19 pandemic), official figures say that over **1,200,000 tourists** were registered in Bran, of which over **400,000 were foreigners**.

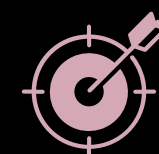
In this area, most foreign tourists visit the Bran Castle, the main attraction of Bran, and that's about it... Accommodation spaces, restaurants, guesthouses, as well as the area's points of interest have not developed vertically, as they should have, to increase the tourism potential of the Bran area, so intensely mediatized at the international level, primarily through the fiction of the book masterfully written by Bram Stoker...

Objective



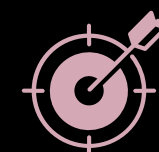
Create a Unique Visitor Experience

To develop a one-of-a-kind theme park that offers animatronic, immersive, innovative, and memorable attractions.



Boost Local Tourism and Economy

To establish the theme park as a premier destination, driving increased foot traffic to the area.



Promote Sustainable Entertainment

To implement eco-friendly practices, such as renewable energy use and waste reduction systems.



Black by DRACULA

TRADEMARK REGISTERED SINCE 2022,
REGISTRATION NUMBER 190586

It must be said that "Black by Dracula" comes after we implemented on Familyfest Island - Fundeni island in Bucharest, the animatronic dinosaur park **T-REX PARC**. Thus, having a serious experience in the management of a business of this kind, we are sure that "Black by Dracula" will be a unique experience worldwide and that it will attract, in record time, an impressive number of tourists, both Romanian and also foreigners.

The concept of the "Black by Dracula" park will be its location in Transylvania, on an area that can vary between **8 and 10 hectares**, both above and below ground. The land will be crossed by tunnels in which there will be animatronic exhibits, all in motion, each of them becoming a living tableau.

On the surface, the animatronic exhibits will create a "creepy" theme park, which will have to be discovered by visitors and which will draw a line between history and fiction, maintaining the idea of "vampirism", "horror" and innovation in entertainment.

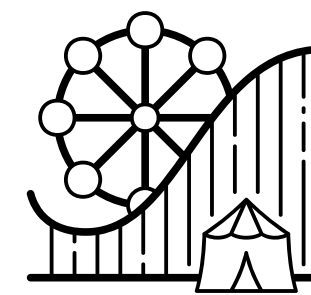
🔴 **Dracula Theme Park** – The most iconic amusement park in Eastern Europe!

🏰 Located near **Bran Castle**, a magnet for **millions of tourists yearly**.

📈 Huge market potential: Merging the Dracula legend with **cutting-edge technology**.

develop a one-of-a-kind theme park

that offers immersive, innovative, and memorable attractions, catering to visitors of all ages and interests.



Sustainable

implement eco-friendly practices, such as renewable energy use and waste reduction systems, ensuring the park operates responsibly while providing world-class leisure experiences.

SWOT

Factor	Strengths	Weaknesses	Opportunities	Threats
Branding	Globally recognized Dracula brand	Potential niche market perception	International licensing & global branding	Competing amusement parks -Dino Park Rajnov
Market Positioning	High tourism growth near Bran Castle	Requires advanced infrastructure for visitor management	Rising demand for *immersive experiences*	Seasonal tourism fluctuations
Business Model	Multiple revenue streams (VIP passes, souvenirs, themed restaurants)	High initial investment	Expansion into *international Dracula-themed experiences	Economic instability affecting disposable income
Infrastructure	Airport expansion in *Braşov*, improved highways & rail access	Transport accessibility still in development	Faster, more accessible travel for tourists	Delays in infrastructure development

OPPORTUNITIES

- Romania’s tourism industry is booming, but lacks a flagship theme park
- Visitors seek immersive entertainment – "Black by Dracula"Park offers mystery, horror, and adventure.

- tourism growth (+15%) and demand for unique destination

1M+ annual visitors to Dracula Castle Bran

Mission

To deliver a world-class entertainment destination.



Family Rides

Carousels, train rides, bumper cars

Theme Zones

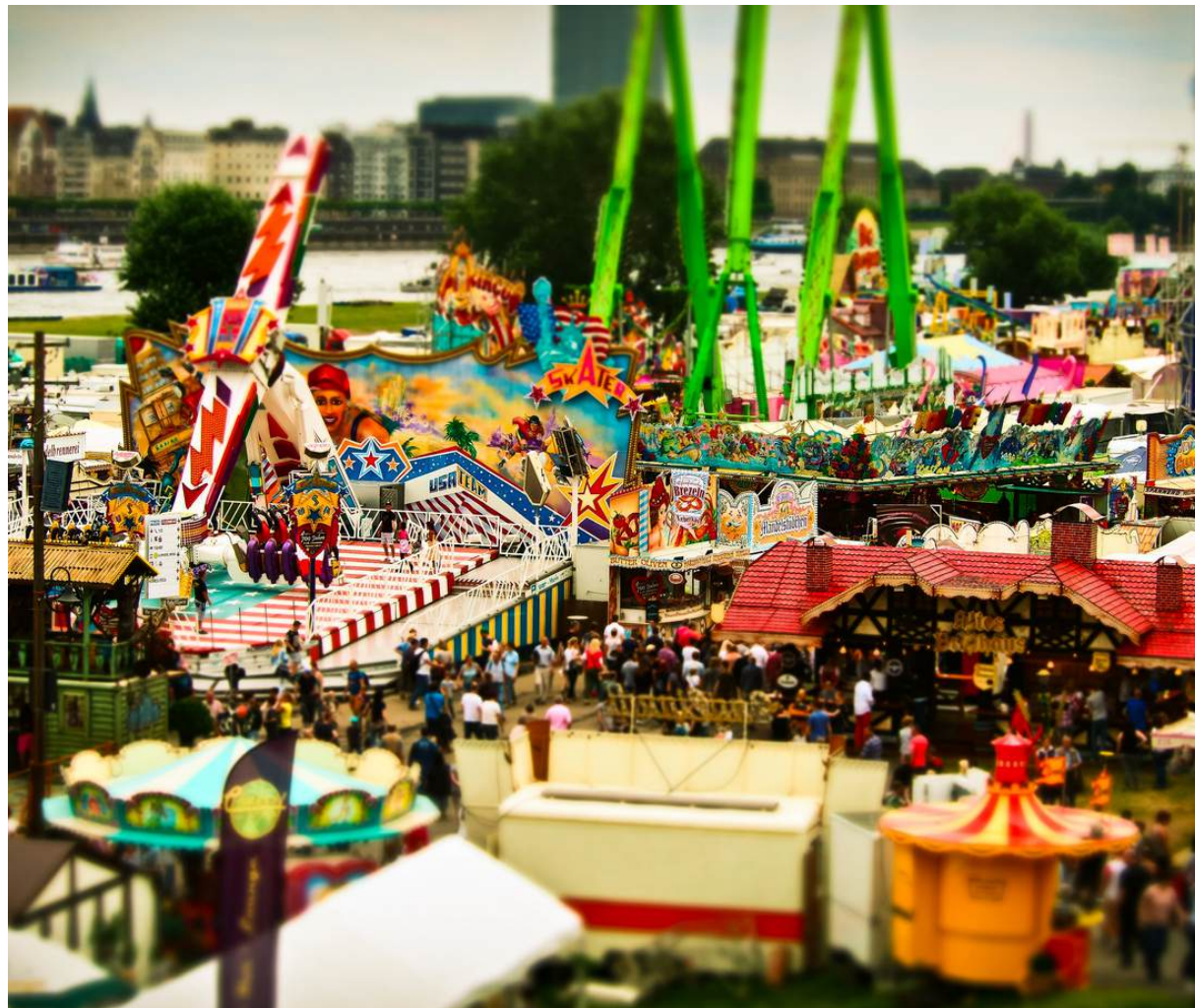
Fantasy world, animatronic figures

Entertainment

Parades, fireworks, live shows

Vision

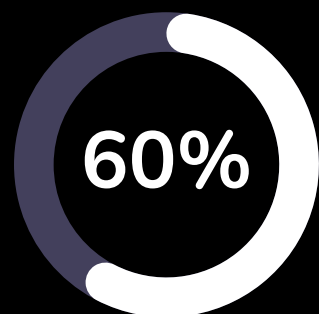
**To be the most visited
theme park in Eastern
Europe**



Market Analysis & Opportunity



Target Audience Breakdown



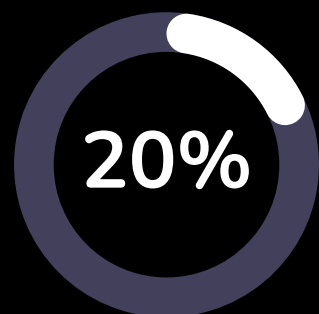
Families with Children

Age Group

Parents aged 25–45,
children aged 3–12

Motivation

Kid-friendly rides, family attractions, and bonding experiences.



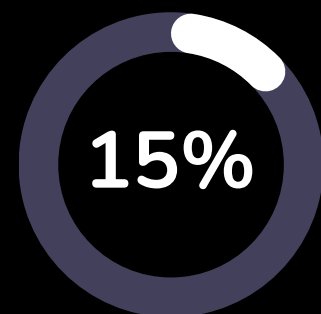
Teens and Young Adults

Age Group

13–25 years old

Motivation

Thrill rides, adventure zones, social media-worthy experiences.



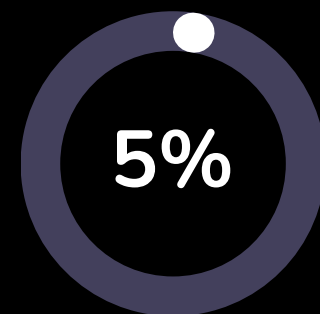
International Tourists

Age Group

All ages

Motivation

Experiencing the region’s top leisure destination.



Corporate and Group Visitors

Age Group

25–50 years old

Motivation

Team-building activities, company outings, and private events.

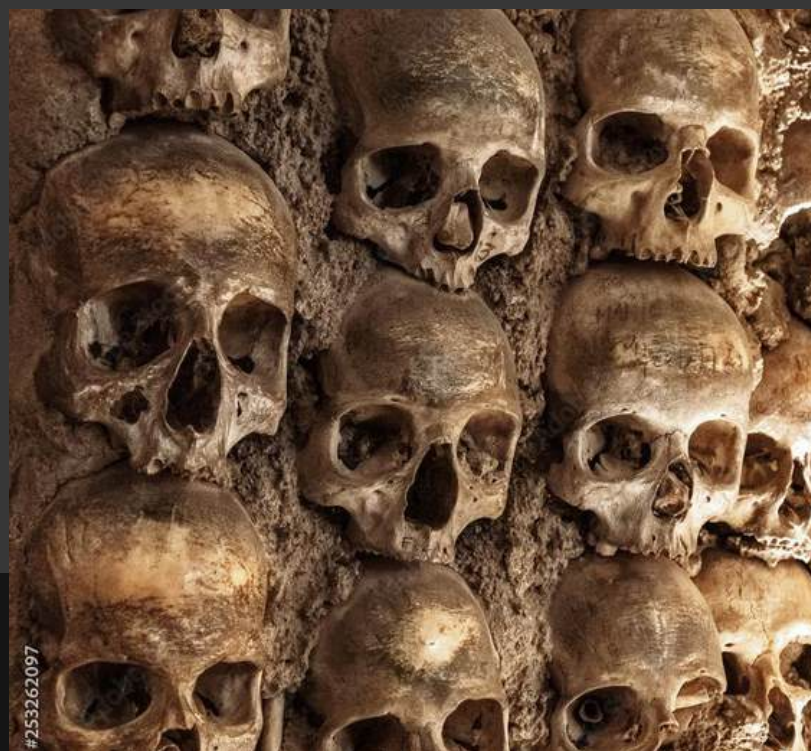
Park Concept & Attractions



ANIMATRONIC



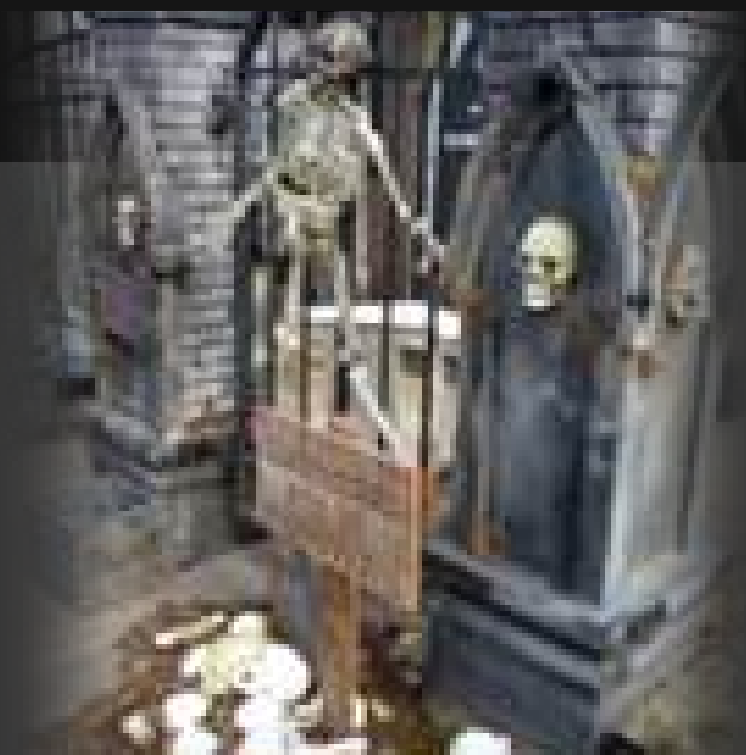
ANIMATRONIC



ANIMATRONIC



ANIMATRONIC



○○○○○

ENTERTA INMENT



FOOD FOOT



PORT FOOD FOOD



BLACK BLEND



75 Lei

Black Burger

Halouni Burger, Cheeseburger de Vite,
Jalapeño Burger, Cheeseburger de Pui



75 Lei

Black Risotto

Risotto cu ciuperci pleurotus, patrunjel,
seminte de pin si zeama de lamaie



75 Lei

Black Pasta

Ragu alla Bolognese, Carbonara,
Pomodoro, Lasagna



75 Lei

Black Pizza

Margherita, Quattro Stagioni, Quattro Formaggi,
Calzone, Prosciutto e Funghi



75 Lei

Bloody Ice Cream

Gelato / vegan + nutella sau
unt de arahide, banana, alune

BLACKlist



**Weekday
Offers**

20%
Reducere
Luni - Vineri
10:00 - 13:00

SOUVENIRS



Business Model & Monetization





Business Strategy & Revenue Model

- Standard & VIP tickets
- Thematic restaurants
- High-value souvenirs
- Special Dracula-themed events
- Private events :parties, team buildings ...
- Strategic partnerships : Hotels, tour agencies, premium brands.
- Advertising inside the park
- Concerts and festival
- Live streaming

Marketing & Promotional Strategy



Marketing & Promotional Strategy

- Positioning Dracula for Global Success
- From storytelling to viral marketing campaigns
- Go-to-Market Strategy
 - Map marketing tactics (social media, influencer collaborations, best OOH,VIP events).
 - Outline partnership opportunities with tour operators and media companies.
- International “ambasador” : Charlie Ottley



Financial Projections & Investment Pitch



	Bran Castle sold tickets	ticket price (Dracula Park)	F&B (avg.money spending/pers)		S&M (avg.money spending/pers)		T.E. (avg.money spending/pers)		F&B (%tickets)		S&M(%tickets)		T.E. (%tickets)	
2022	720000	10 €	5 €		3 €		7 €		75%		33%		33%	
target Dracula Park (60%)	432000													
	2026 P&L													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total 2026	%
% (MONTHLY SALES)	10%	7%	6%	7%	5%	8%	9%	11%	7%	8%	9%	13%	100%	
MONTHLY SALES (TICKETS)	43200	30240	25920	30240	21600	34560	38880	47520	30240	34560	38880	56160	432000	
Park Tickets	432,000	302,400	259,200	302,400	216,000	345,600	388,800	475,200	302,400	345,600	388,800	561,600	4,320,000	55.99%
Food&Beverage	162,000	113,400	97,200	113,400	81,000	129,600	145,800	178,200	113,400	129,600	145,800	210,600	1,620,000	21.00%
Souvenirs /Merchandising	42,768	29,938	25,661	29,938	21,384	34,214	38,491	47,045	29,938	34,214	38,491	55,598	427,680	5.54%
Tickets Entertainment	99,792	69,854	59,875	69,854	49,896	79,834	89,813	109,771	69,854	79,834	89,813	129,730	997,920	12.93%
Events & Online Merchandising	12,000	12,000	15,000	12,000	15,000	20,000	20,000	20,000	12,000	20,000	20,000	22,000	200,000	2.59%
PUB/Sponsorship & other partnership	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	20,000	20,000	20,000	150,000	1.94%
TOTAL REVENUE	758,560	537,592	466,936	537,592	393,280	619,248	692,904	840,216	537,592	629,248	702,904	999,528	7,715,600	100.00%
Departmental Expenses														
Park Tickets	23,760	17,712	15,696	17,712	13,680	19,728	21,744	25,776	17,712	19,728	21,744	29,808	244,800	3.17%
Food&Beverage	72,160	55,312	49,696	55,312	44,080	60,928	66,544	77,776	55,312	60,928	66,544	89,008	753,600	9.77%
Souvenirs /Merchandising	41,152	30,006	26,291	30,006	22,576	33,722	37,437	44,867	30,006	33,722	37,437	52,298	419,520	5.44%
Tickets Entertainment	9,648	7,834	7,229	7,834	6,624	8,438	9,043	10,253	7,834	8,438	9,043	11,462	103,680	1.34%
Online Merchandising	3,450	3,600	3,600	3,600	3,600	3,600	3,600	3,600	3,600	3,600	3,600	3,600	43,050	0.56%
Sponsorship & other partnership														0.00%
Total Departmental Expenses	150,170	114,464	102,512	114,464	90,560	126,416	138,368	162,272	114,464	126,416	138,368	186,176	1,564,650	20.28%
GROSS Operating Income	608,390	423,128	364,424	423,128	302,720	492,832	554,536	677,944	423,128	502,832	564,536	813,352	6,150,950	79.72%
% from total income	80%	79%	78%	79%	77%	80%	80%	81%	79%	80%	80%	81%	80%	
Administrativ & General	37,271	32,852	31,439	32,852	29,966	34,485	35,958	38,904	32,852	34,685	36,158	42,091	419,512	5.44%
w ages	22,100	22,100	22,100	22,100	22,100	22,100	22,100	22,100	22,100	22,100	22,100	22,100	265,200	3.44%
Operational Costs	15,171	10,752	9,339	10,752	7,866	12,385	13,858	16,804	10,752	12,585	14,058	19,991	154,312	2.00%
% From Total revenue	5%	6%	7%	6%	8%	6%	5%	5%	6%	6%	5%	4%	5.44%	
Marketing & Sales	22,757	16,128	14,008	16,128	11,798	18,577	20,787	25,206	16,128	18,877	21,087	29,986	231,468	3.00%
Marketing Fee	22,757	16,128	14,008	16,128	11,798	18,577	20,787	25,206	16,128	18,877	21,087	29,986	231,468	3.00%
%From Total revenue	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3.00%	
Utility	30,342	21,504	18,677	21,504	15,731	24,770	27,716	33,609	21,504	25,170	28,116	39,981	308,624	4.00%
%From Total revenue	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	
Repairs & Maintenance	17,571	13,152	11,739	13,152	10,266	14,785	16,258	19,204	13,152	14,985	16,458	22,391	183,112	2.37%
Wages	2,400	2,400	2,400	2,400	2,400	2,400	2,400	2,400	2,400	2,400	2,400	2,400	28,800	0.37%
Operational Costs	15,171	10,752	9,339	10,752	7,866	12,385	13,858	16,804	10,752	12,585	14,058	19,991	154,312	2.00%
TOTAL Expenses from Revenue	258,112	198,099	178,375	198,099	158,321	219,033	239,087	279,196	198,099	220,133	240,187	320,624	2,707,366	35.09%
%From Total revenue	34%	37%	38%	37%	40%	35%	35%	33%	37%	35%	34%	32%	35%	
GROSS Operating Profit/ (Loss)	500,448	339,493	288,561	339,493	234,959	400,215	453,817	561,020	339,493	409,115	462,717	678,904	5,008,234	64.91%
%From Total revenue	66%	63%	62%	63%	60%	65%	65%	67%	63%	65%	66%	68%	64.91%	
	500,448	339,493	288,561	339,493	234,959	400,215	453,817	561,020	339,493	409,115	462,717	678,904	5,008,234	64.91%
Cheltuieli Fixe	-	-	-	-	-	-	-	-	-	-	-	-	-	0.00%
Rent													-	0.00%
CAPEX													-	0.00%
Property Taxes													-	0.00%
Insurance													-	0.00%
%From Total revenue	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0.00%	
EBITDA	500,448	339,493	288,561	339,493	234,959	400,215	453,817	561,020	339,493	409,115	462,717	678,904	5,008,234	64.91%
%From Total revenue	66%	63%	62%	63%	60%	65%	65%	67%	63%	65%	66%	68%	64.91%	

STANDARD TICKET PRICE

10 €

- DRACULA CASTLE BRAN - 14€
- DINO PARK RAJNOV - 10€

REVENUE (FIRST YEAR)

7.7 million €

- 1.Ticket revenue

-4.3 million euro *
- 2.Income from the sale of give aways

-430k €
- 3.Income from the sale of F&B products

-1.6 million €
- 4.Income from events

- 200 k €
- 5.Advertising & sponsorship

- 150 k €
- 6.Entertainment ticket

- 1 million €

GOP (FIRST YEAR)

5 million €

	P&L			
	Y 1	Y 2	Y 3	Total
Revenue				
Park Tickets	4,320,000	4,752,000	4,989,600	14,061,600
Food&Beverage	1,620,000	1,782,000	1,871,100	5,273,100
Souvenirs /Merchandising	427,680	470,448	493,970	1,392,098
Tickets Entertainment	997,920	1,097,712	1,152,598	3,248,230
Events & Online Merchandising	200,000	200,000	200,000	600,000
PUB/Sponsorship & other partnership	150,000	150,000	150,000	450,000
TOTAL REVENUE	7,715,600	8,452,160	8,857,268	25,025,028
Departmental Expenses				
Park Tickets	244,800	375,840	392,472	1,013,112
Food&Beverage	753,600	886,980	921,729	2,562,309
Souvenirs /Merchandising	419,520	250,293	260,407	930,220
Tickets Entertainment	103,680	76,131	77,778	257,589
Online Merchandising	43,050	101,640	101,640	246,330
Sponsorship & other partnership				-
Total Departmental Expenses	1,564,650	1,690,884	1,754,026	5,009,560
GROSS Operating Income	6,150,950	6,761,276	7,103,242	20,015,468
% from total income	79.72%	79.99%	80.20%	79.98%
Administrativ & General	419,512	434,243	442,345	1,296,101
wages	265,200	265,200	265,200	795,600
Operational Costs	154,312	169,043	177,145	500,501
% From Total revenue	5.44%	5.14%	4.99%	5.18%
Marketing & Sales	231,468	253,565	265,718	750,751
Marketing Fee	231,468	253,565	265,718	750,751
%F rom Total revenue	3%	3.00%	3.00%	3.00%
Utility	308,624	338,086	354,291	1,001,001
%F rom Total revenue	4.00%	4.00%	4.00%	4.00%
Repairs & Maintenance	183,112	197,843	205,945	586,901
Wages	28,800	28,800	28,800	86,400
Operational Costs	154,312	169,043	177,145	500,501
TOTAL Expenses from Revenue	2,707,366	2,914,622	3,022,326	8,644,313
%F rom Total revenue	35%	34%	34%	35%
GROSS Operating Profit/ (Loss)	5,008,234	5,537,538	5,834,942	16,380,715
%F rom Total revenue	64.91%	65.52%	65.88%	65.46%
	5,008,234	5,537,538	5,834,942	16,380,715
Cheltuieli Fixe	-	-	-	-
Rent	-	-	-	-
CAPEX				
Property Taxes	-	-	-	-
Insurance	-	-	-	-
%F rom Total revenue	0.00%	0.00%	0.00%	0.00%
EBITDA	5,008,234	5,537,538	5,834,942	16,380,715
%F rom Total revenue	64.91%	65.52%	65.88%	65.46%
Tax	-	-	-	-

STANDARD TICKET PRICE 10 €

- DRACULA CASTLE BRAN - 14€
- DINO PARK RAJNOV - 10€

**REVENUE (3 years)
25 million €**

**GOP (3 years)
16 million €**

INVESTMENT REQUIRED

8.8 million €

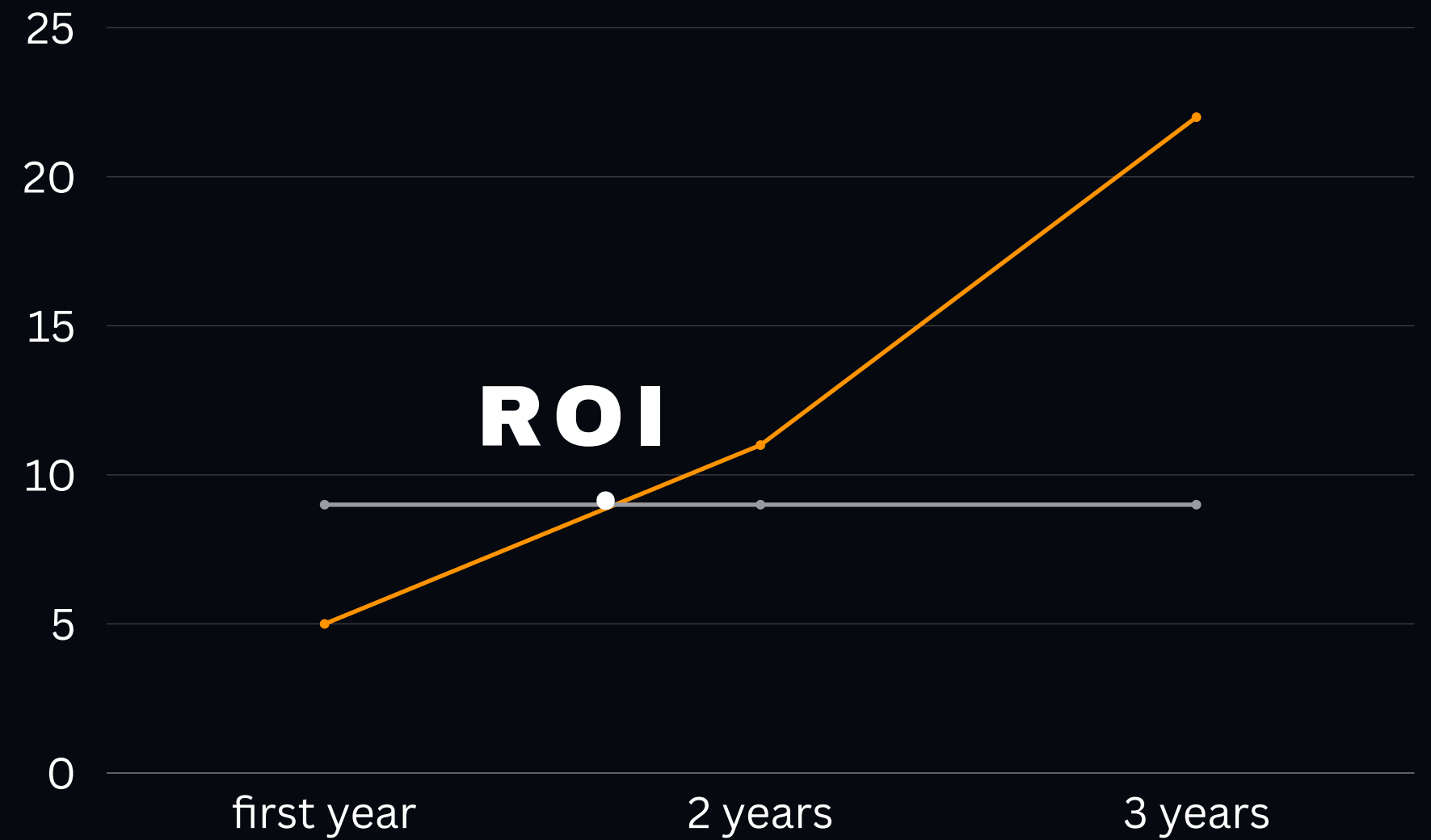
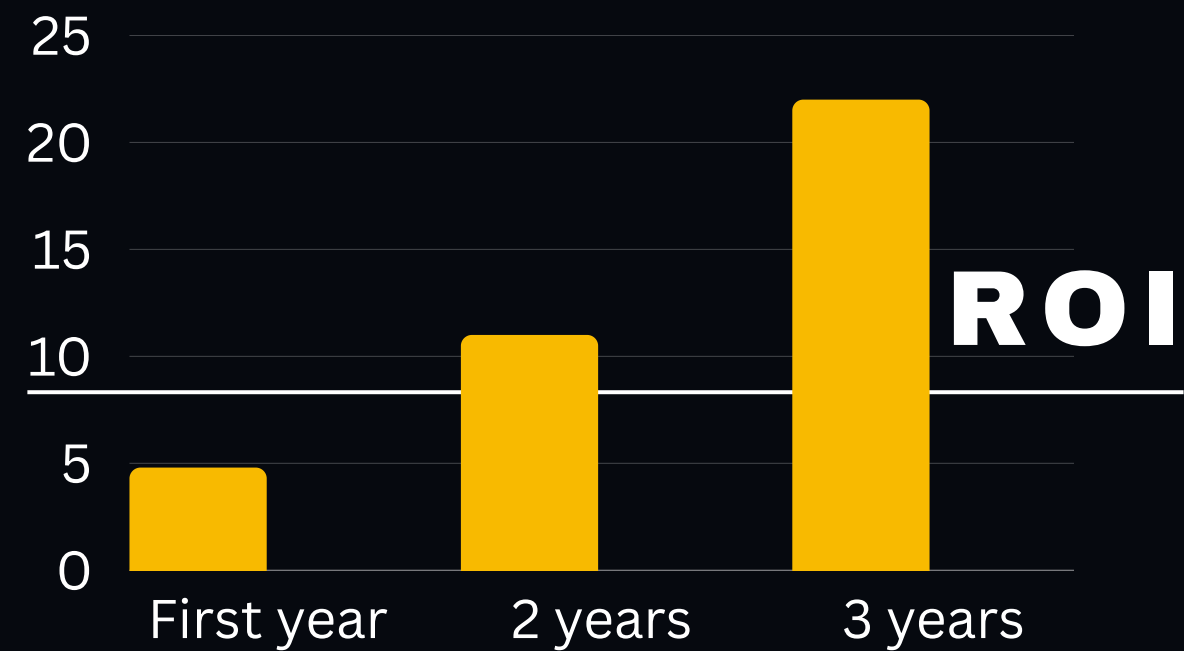


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|---|-----------------------|
| 1. Land acquisition (8-10 ha) | - 3 million euro |
| 2. Purchase of animatronic exhibits | - 800 k euro * |
| 3. Landscaping & entertainment park | - 1,5 million euro ** |
| 4. Adjacent buildings | - 2,5 million euro |
| 5. Authorizations, electricity supply, etc. | - 500 k euro |
| 6. Promotional expenses | - 250 k euro |
| 7. Unexpected expenses | - 250 k euro |

RETURN OF INVESTMENT
> 2 years

BUSINESS GRAPH

GOP 3 years



RETURN OF INVESTMENT
1.8 years



Eastern Europe's premier immersive destination, leveraging one of the most globally recognized cultural icons .

Black by

Dracula Park

We are seeking visionary investors to be part of this industry-defining project. With strong financial projections, scalable growth, and global brand recognition, Black by Dracula Park presents a high-return investment in a world-class destination.

Let's shape the future of immersive entertainment—partner with us today!

Thank you.