



Escape2

Company Name

Potcoava Mountain Hideaway

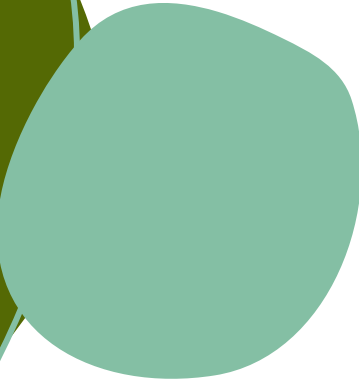
Email

contact@potcoava.ro

Country

Romania

Potential for Rural Tourism in your Region



At the foothills of the Leoata Mountains, in the middle of the forest, we find the **Potcoava Mountain Hideaway** riding center, one of the youngest and most innovative equestrian tourism projects in Romania.

It is a young entrepreneur's initiative who has successfully combined his passion for horses and the potential of an area in the heart of nature still unknown on the tourist map.

Potcoava Mountain Hideaway develops a concept of equestrian tourism that includes:

- horse riding and hippotherapy
- horse-assisted education
- haidook experience
- guest house with library, restaurant, training room, terrace, pavilion, and playground for kids
- services for corporate events (Teambuilding, Training/Workshop, Board Meeting, Product Launches)





The potential of the Runcu area where Potcoava Mountain Hideaway is located has been visibly maximized, becoming an optimal place for horseback riding trips, with important resources of red clay from which the ovens for outdoor cooking sessions are made and also the staff is exclusively hired from the local community.



HOW IS YOUR PRODUCT OR SERVICE INNOVATIVE? WHAT GAP IN THE MARKETPLACE DOES IT FILL?



- At Potcoava there are riding lessons during the whole year, the horses are from the Halfflinger breed, well known for their performance in the hills and mountains.
- An innovative concept of interaction with horses is implemented, that is, hippotherapy, with benefits from the physical point of view, stimulation and improvement of balance, correction of posture, blood circulation, and from the psychological point of view, an increase of attention and memory, openness in communication, improvement of mental tone.
- Experienced riders can also choose a unique experience, a 3-6 days horse riding tour with a guide from the riding center. The Haidook Experience is a journey back in time, reminiscent of the old Haiduci (the outlaws) of Transylvania's historic places.
- The Haidook Experience is also an encounter with nature, the landscapes enchanting with the rich flora and fauna.

WHERE DID YOU SOURCE THE MAIN SUPPORT AND RESOURCES

(Eg. Grants And Other Support)?



- Potcoava Mountain Hideaway was established in 2015 with an initial investment of €500,000, of which €200,000 is European funding.

HOW SUCCESSFUL HAS IT BEEN?



The success lies in attracting a large number of families with children who prefer active holidays in nature and love animals. The positive impact of interacting with horses on children keeps them coming back to Potcoava. Another program with positive results is House Touch, within horse-assisted education seminars are provided to management teams from various industries. House Touch uses an integrated development method that combines horse-assisted education

with business experience and educational design expertise.

The ingredients of the success recipe are harnessing a niche sector, namely equestrian tourism, targeting a wide and varied public, respecting the principles of ecotourism, and engaging the local community in the development of the business.

A successful project is the Haidook Summer Fest, an event dedicated to horse enthusiasts that is held in Runcu every summer.

WAS SUCCESS A RESULT OF INDIVIDUAL WORK OR COLLABORATION (OR BOTH)?



Potcoava Mountain Hideaway is a family business that involves collaboration with equestrian professionals such as Miron Bococi, one of the best horse trainers in the world, the Romanian Federation of Equestrian Tourism, with whom they are developing the Horse Riding Training Program and the local community.



*The pictures were retrieved from:

<https://www.potcoava.ro>

<https://www.travlocals.com>

This project has been funded with support from the European Commission. This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use, which may be made of the information contained therein 2020-1-ES01-KA202-082418



Co-funded by the
Erasmus+ Programme
of the European Union