



Case Study



Company

Zaga Zaga Village

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Country

Romania



Zaga Zaga Village, located along the Siret River, in a rural area between Vrancea and Galati, in the south-east of Romania, is a place where you can enjoy the peace of nature. It has evolved from a trout and sturgeon farm in 2012 to an 82-hectare tourist resort in 2022. It includes:

- trout and sturgeon farm
- accommodation (bungalows and houseboats)
- cherhana (where they serve fish dishes)
- adventure park
- wooden barn (space for special events)
- vama - free area (space for festivals and open-air concerts)
- glamping area (with yurt tents)
- animal farm
- deer forest






The story of the Zaga Zaga project inspires by its policy of continuous investment, resulting in a brave combination of exploiting the area's potential in a sustainable way and responding promptly to guests' needs.



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



An innovative stage in the development of the resort and fish farm is the digging of canals and their filling with sturgeon and trout, planting trees, and providing an excellent environment for the organic growth of specific vegetation. Thus, the newly created natural landscape is a delta. That is why the whole name of the resort is Zaga Zaga-Siret Delta. Guests who come to ZagaZaga to enjoy the beauty of nature can choose to stay in the floating accommodation or in the glamping area. Specific activities include boating, sport fishing, adventure park, concerts, and festivals taking place in the free area - Vama.

WHERE DID YOU SOURCE THE MAIN **SUPPORT AND RESOURCES**



It is important to consider the investment and enlargement policy of the Zaga Zaga project, which in 2014 received €9 million from the Operational Programme for Fisheries and Maritime Affairs (MAGP) financed by the European Maritime, Fisheries and Aquaculture Fund (EMFAF). These funds were invested exclusively in the fish farming project (trout and sturgeon farm).

Subsequently, each year since 2018, with funding from their sources and CEC Bank, facilities for guests and tourists such as accommodation and recreational facilities have been created. The Zaga Zaga team has audacious future plans, aiming to invest in a hotel and a 3 MW photovoltaic park.

HOW SUCCESSFUL HAS IT BEEN?



- The tourist resort on the Siret has a capacity of 2,000 people per day. It is visited by tourists of all ages, and the entrepreneurs have had to think about plans to expand the accommodation.
- Zaga Zaga has devoted customers thanks to the festivals, concerts, and camps organised in the Vama area.
- Adventure Park, Animal Farm and Deer Forest are the main attractions for families with children.
- The resort attracts most guests from nearby regions, and 5% of the total number of people visiting Zaga Zaga are foreign tourists.

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



The fish farm was the initiative of an entrepreneur in the HORECA industry, and as the project developed in terms of partnerships and collaborations, using the network of his previous business, a local synergy was quickly created.



*The pictures were retrieved from:
<https://zagazaga.ro>