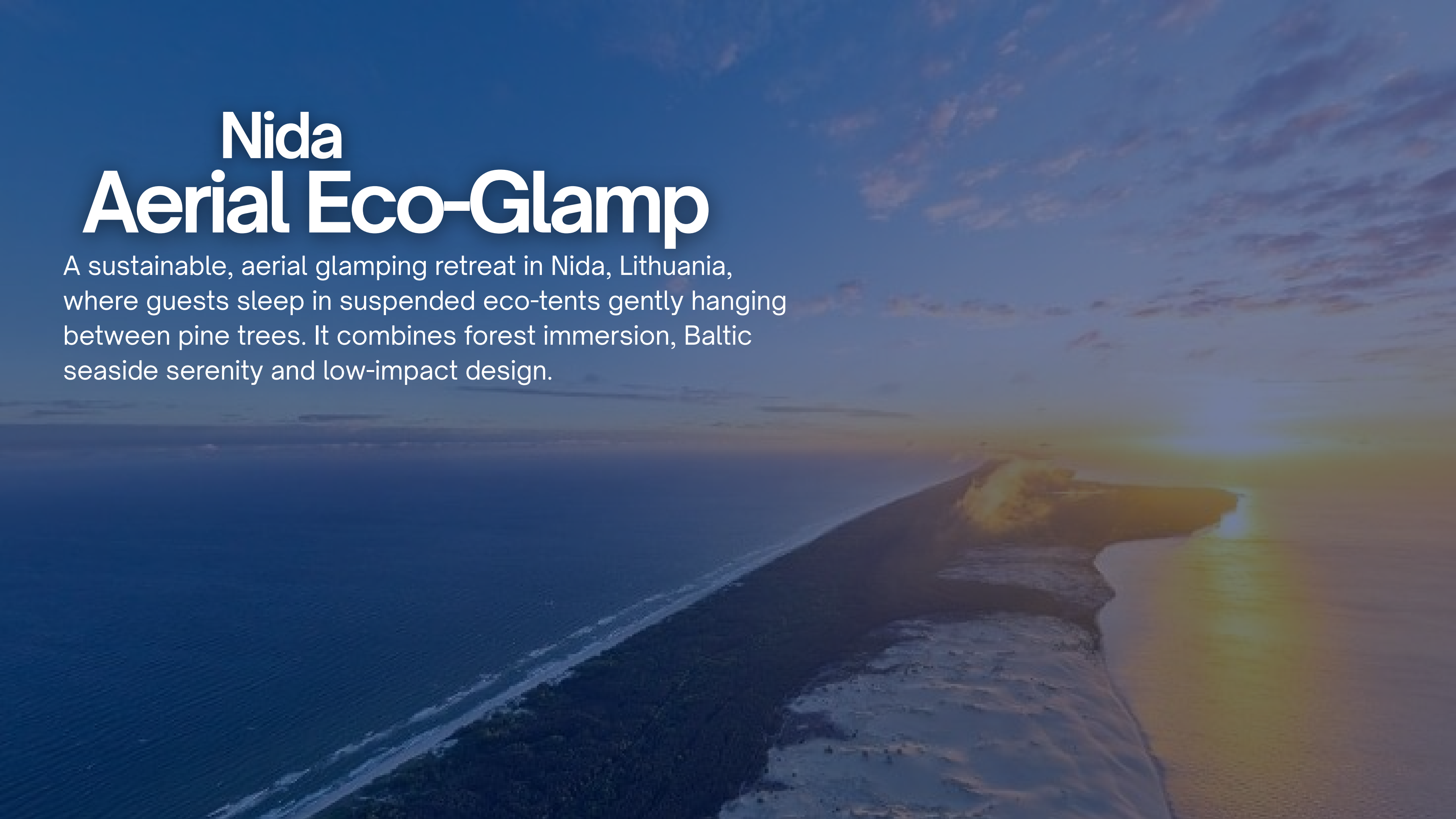


Nida Aerial Eco-Glamp

A sustainable, aerial glamping retreat in Nida, Lithuania, where guests sleep in suspended eco-tents gently hanging between pine trees. It combines forest immersion, Baltic seaside serenity and low-impact design.



SWOT ANALYSIS

Strengths:

- Unique suspended-tent concept with strong visual and experiential appeal.
- Fits Nida's eco-tourism and slow-travel identity.
- Low ground impact, supports dune and protect forest.

Opportunities:

- Growing demand for sustainable and experiential tourism.
- Strong branding and storytelling potential.
- Partnerships with national park and local communities.

Weaknesses:

- High setup and safety costs.
- Strict national park regulations.
- Seasonal and weather-dependent demand.

Threats:

- Environmental risks (wind, storms).
- Regulatory restrictions or permit delays.
- Competition from other eco-glamping concepts.

STAY

- Lightweight, wind-stable tents suspended between pine trees.
- Wooden platform walkways elevated above ground to avoid harming dunes.
- Baltic minimalist interior: linen, local wood accents, amber-inspired lighting.
- SkyNet lounges (stretchable nets above the sand for stargazing).





EXPERIENCE

- Sunrise view over the Curonian Lagoon from tent.
- Guided nature walks (60-90 minutes) explaining dune ecology.
- “Forest Whisper Sessions” (45 minutes) - sound bathing in the pine forest.
- Workshops with local craftspeople: amber polishing and wooden carving (1,5-2h). Guests create a small object to take home, turning the experience into a personal, memorable souvenir while supporting local culture.

ADRENALINE

Aeronida offers low-impact adventure activities designed to be exciting yet safe:

- Low-impact rope courses between trees.
- Aerial yoga platforms.
- Paragliding over the dunes (partnering with licensed instructors).
- Elevated night trail with soft amber lighting.

*Local culture is reflected through storytelling about the Curonian landscape and traditional respect for nature before each activity.



ENVIRONMENT

Environmental protection is essential in the Curonian Spit because it's a fragile and protected UNESCO landscape!!

- No ground disturbance - tents suspended to protect roots + dune microhabitats.
- Composting bathrooms and rainwater harvesting.
- Solar-powered lighting.



- Local food supply partnerships.
- Visitor cap to prevent dune erosion.
- 5% revenue to Curonian Spit National Park conservation projects.

BRAND

“Sleep in the air. Feel the coast differently.”



Visual identity uses soft sand tones, pine green and amber accents, with a logo inspired by suspended lines and wind movement.

The slogan “Sleep in the air. Feel the coast differently.” communicates uniqueness and emotion.

BUSINESS

Target market: eco-travelers, couples, digital detox seekers, Baltic region weekenders, photographers

Revenue lines:

- Nightly stays (premium but accessible).
- Guided experiences & workshops.
- Small café serving local smoked fish + forest teas.
- Branded eco-merch (linen bags, amber keychains, wooden mugs).

Partnerships:

- Curonian Spit National Park.
- Local artists + fishermen.
- Nida tourism board.
- Sustainability NGOs for dune protection.

*Key risks include weather, strict regulations and seasonality. These are mitigated through flexible scheduling, strong partnerships with authorities and diversified income beyond accommodation.



CONCLUSION

Aeronida brings together innovative design, sustainability, local culture and emotional travel experiences into one cohesive coastal tourism concept.

It offers a new way to experience Nida - without touching the ground beneath it.

By balancing environmental responsibility with economic viability, Aeronida creates value for travelers, local communities and conservation efforts.

This concept invites stakeholders and investors to support tourism that protects, inspires and lasts.