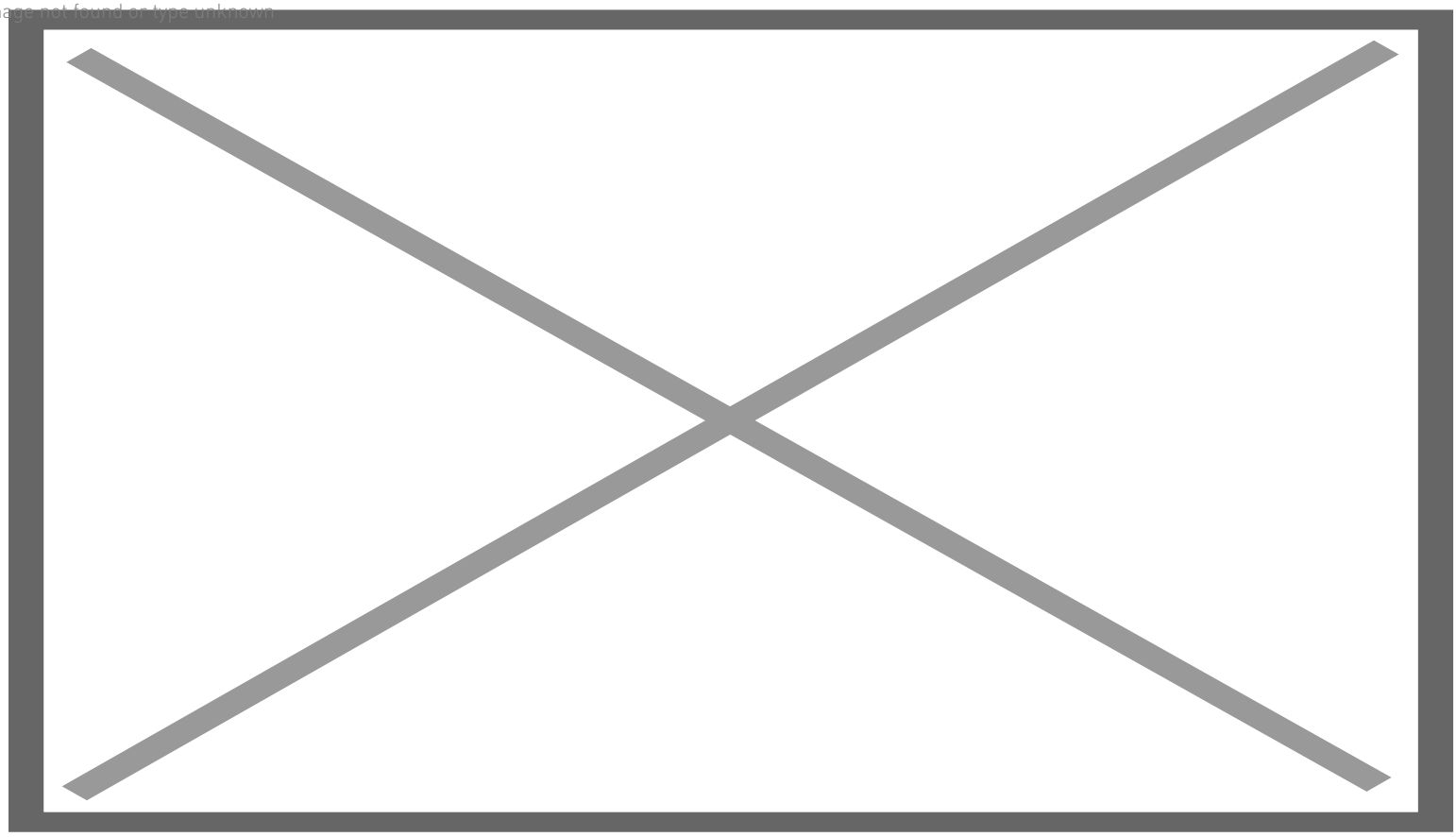
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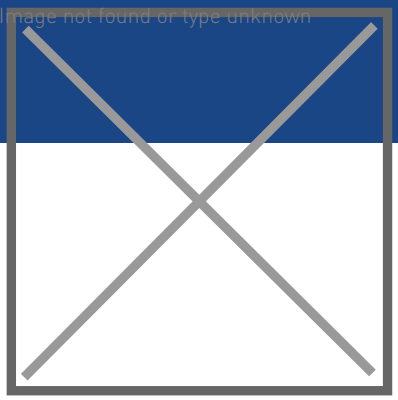
Jardín Botánico de Esculturas Vegetales

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Jardín Botánico de Esculturas Vegetales

TARGET PRICE
$ 1,600,000

BUSINESS TYPE
Entretenimiento

COUNTRY
España

BUSINESS ID
L#20251024

Se trata de una oportunidad de adquirir un destino único, sin deudas y con licencia completa, que combina un **Jardín Botánico** viviente **de Esculturas Vegetales** con un **Parque Temático Mineral**. Ofrece una experiencia mágica e inolvidable para niños y adultos, con laberintos, diversa flora mundial y espectáculos nocturnos de luces envolventes.

Localización y datos clave

- **Ubicación estratégica:** Situada cerca de **Madrid**, aprovechando un importante centro turístico (8 millones de turistas/año) y una densa población local (7 millones de habitantes en la región).
- **Bienes y activos:**
  - **Talla:**58,000 m2 propiedad.
  - **Colección única:** La mayor colección de **esculturas de plantas vivas** de Europa (300+).
  - **Valor actual de los activos:** 2.200.000 $.
- **Rendimiento y reputación:**
  - **Experiencia:** Más de 14 años de funcionamiento y una reputación de marca consolidada.
  - **Visitantes medios anuales**: 45,000.
- **Espectáculo de Luces:** Presenta un espectáculo de luces completamente original, que transforma el jardín botánico en un escenario de fantasía al anochecer, adornado con millones de luces de colores.

Aspectos destacados y potencial de crecimiento

La infraestructura establecida y el entorno único ofrecen importantes oportunidades para diversificar los ingresos y aumentar el tráfico de visitantes:

Eventos y celebraciones

Las instalaciones in situ -incluidas dos aulas, una cúpula geodésica y amplios espacios al aire libre- son perfectamente adecuadas para una gran variedad de actos de gran repercusión:

- **Celebraciones personales:** El mágico entorno es ideal para bodas, bautizos, comuniones y fiestas de cumpleaños temáticas, permitiendo paquetes de servicios integrales (alquiler del espacio, catering, actividades).
- **Empresas y creación de equipos:** El entorno natural y la tranquilidad del lugar son un fuerte atractivo para el mercado B2B, que incluye conferencias, talleres, retiros corporativos y reuniones fuera de las instalaciones.

Desarrollo de la atracción

Aprovechar la 58,000 m2 de terrenos para desarrollar atracciones complementarias:

- **Parque acuático y minigolf:** Incorporar un pequeño **parque acuático** o un **minigolf** temático aumentaría significativamente el atractivo para las familias, diversificaría la oferta de ocio y prolongaría los periodos de gran afluencia, sobre todo durante los meses de verano.

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Programas educativos y estacionales

Aprovecha el compromiso con la naturaleza y las infraestructuras existentes:

- **Programas Educativos:** Desarrollar talleres para escuelas, grupos de scouts y familias centrados en la **horticultura, la botánica, las energías renovables** y la **conservación del medio ambiente**. Esto crea un nuevo segmento de ingresos recurrentes y refuerza el valor de marca del parque.
- **Eventos Estacionales de Gran Impacto:** El sistema de iluminación nocturna existente permite celebrar eventos temáticos lucrativos y de gran afluencia, como un "Festival de las Luces" en invierno, un evento de Halloween o una "Noche Mágica" en verano, que generan importantes ingresos adicionales durante los periodos de menor afluencia.

El negocio está abierto a una asociación inversora al 50% para apoyar la continuación de las operaciones y mejorar la rentabilidad.

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