

CORNESTI

NATURE PARK



CORNEȘTI

NATURE PARK

A NEW GENERATION DESTINATION

FOR A HEALTHIER, HAPPIER AND MORE CONNECTED COMMUNITY

NATURE PEOPLE EXPERIENCES

A VIBRANT DESTINATION
WHERE NATURE, COMMUNITY
AND OPPORTUNITY COME
TOGETHER.

Cornești Nature Park is a landmark development that transforms one of Târgu Mureș's most valuable natural areas into a vibrant, year-round destination for people, nature and unforgettable experiences.

The project combines recreation, education, culture, sports and local entrepreneurship in a sustainable and inclusive environment, creating a new standard for urban living in Transylvania.

01

FOR THE COMMUNITY

More green spaces, better quality of life and healthier, happier people. Accessible facilities for all ages encourage outdoor activity, social interaction and a stronger local identity.

02

FOR TOURISTS

A unique blend of nature, adventure, culture and leisure, available all year round. Modern facilities and diverse attractions position Târgu Mureș as a top destination in Transylvania, extending the length of stay and increasing tourism spending.

03

FOR FUTURE GENERATIONS

A space for learning, discovery and responsible living. Educational programs, contact with nature and active lifestyles inspire children and youth to grow into healthier, more aware and environmentally responsible citizens.

04

ECONOMIC AND REGIONAL IMPACT

New jobs, support for local businesses and increased attractiveness for investors. The project stimulates sustainable regional development and positions Târgu Mureș as a key hub for tourism, leisure and healthy living in the region.

A unique destination for people and nature

Cornești Nature Park will transform one of Târgu Mureș's most valuable natural areas into a modern, sustainable and inclusive destination, where people, nature and experiences come together all year round.

The project respects and enhances the natural landscape, integrating recreation, education, culture, sports and local entrepreneurship in a cohesive and contemporary concept.

More than a park, it will be a dynamic place for families, young people, tourists and the local community – a destination that promotes a healthier lifestyle, environmental awareness and regional development.

OUR CORE VALUES —



NATURE

We preserve and enhance the natural environment for today and for future generations.



PEOPLE

We create spaces for a healthier, more active and more connected community.



EXPERIENCES

We offer memorable experiences through recreation, education, culture and adventure.



OPPORTUNITY

We stimulate local economic growth, new jobs and a stronger, more attractive region.

KEY FACTS ABOUT THE PROJECT

~ 100_{ha}

TOTAL AREA
NATURE, RECREATION
AND DEVELOPMENT

4

MAIN FUNCTIONAL
ZONES
COMPLEMENTARY
EXPERIENCES

365

DAYS PER YEAR
ACTIVITIES FOR
ALL SEASONS

ALL
AGES

FAMILIES, YOUTH
AND SENIORS
INCLUSIVE AND
ACCESSIBLE SPACES

REGIONAL
HUB

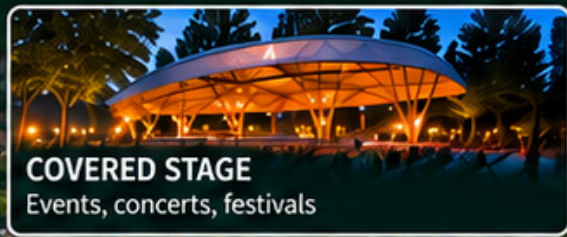
TOURISM, LEISURE
AND SUSTAINABLE
URBAN DEVELOPMENT

CORNEȘTI PLATEAU

CONCEPTUAL MASTERPLAN FOR REGENERATION

Within the existing surface area, with requalification of all existing zones.

Nature. Forest. Adventure. Sport. Culture. Relaxation. Local produce.



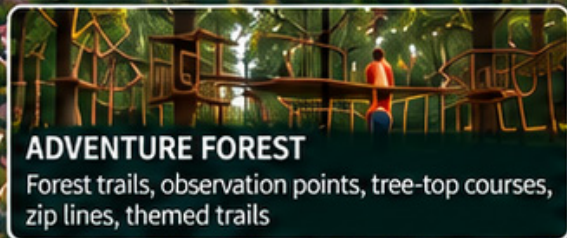
COVERED STAGE

Events, concerts, festivals



LOCAL PRODUCERS' HOUSES

Local products, gastronomy, craftsmanship
Support for local economy



ADVENTURE FOREST

Forest trails, observation points, tree-top courses, zip lines, themed trails



FAMILY DISCOVERY PARK

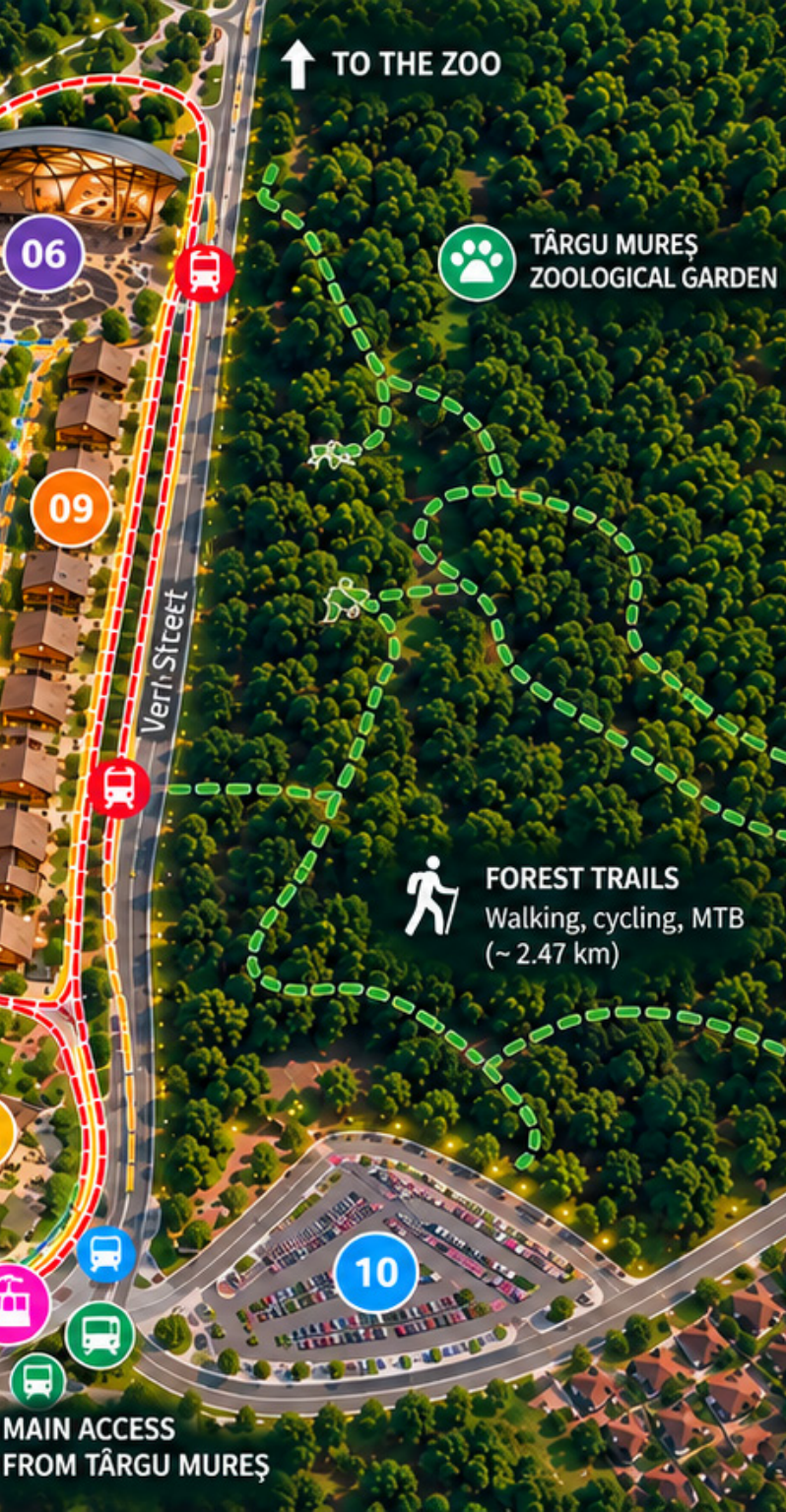
Playground, leisure areas for all age groups



SKATEPARK & MULTIFUNCTIONAL AREA

Skatepark, pump track, streetball, calisthenics





LEGEND – ZONES AND FUNCTIONS

01

Gateway & Mobility Hub

Access point, parking, superior (legendary) tram/train station
Public transport, info point, toilets, bike rental, bicycle charging stations

02

Forest Food Garden

Restaurant, café, terraces integrated in nature

03

Family Discovery Park

Play and exploration areas for all age groups, in natural surroundings, picnic areas, rest areas

04

Main Access Gate

Main entrance, connection to the Zoo, existing train route (original location)

05

Youth & Urban Sports Park

Skatepark (modernized), pump track, streetball, calisthenics, parkour, bouldering

06

Covered Stage

Events, concerts, festivals, open-air cinema

07

Relaxation & Picnic Zone

Green areas, lake, relaxation terraces, picnic tables

08

Adventure Forest

Tree-top trails, observation points, zip lines, thematic nature trails

09

Local Producers' Market Area

Row of permanent wooden houses along the train route. Local products, gastronomy, crafts, year-round events

10

Extended and Multifunctional Parking

Car parking, spaces for events, food trucks, service areas

LEGEND – ROUTES AND CONNECTIONS



Existing train route (~1.0 km) with stops



Main pedestrian route through the park (~1.27 km)



Secondary pedestrian routes



MTB routes in the forest (~2.47 km)



Connection to Weekend Zone (Plateau)



Existing access alleys and roads



Current limit of Cornești Plateau (approximate)



MAIN ACCESS
FROM TÂRGU MUREȘ

Access & Mobility Hub

EASY ACCESS. SEAMLESS CONNECTIONS.
A WELCOMING START FOR EVERY VISITOR.

The Access & Mobility Hub is the main entrance to Cornești Nature Park, designed to offer a safe, convenient and pleasant arrival experience for all visitors, with parking, public transport, a gondola connection and modern visitor facilities.

01



PARKING AREAS

Spacious parking for cars and buses, including electric vehicle charging stations and dedicated zones.



02



PUBLIC TRANSPORT CONNECTION

Direct connection with the city's public transport network, with a dedicated stop at the main entrance.



03



GONDOLA CONNECTION

Direct access to the upper park area via a modern gondola system, offering a scenic, comfortable and sustainable transport option.



04



PEDESTRIAN FRIENDLY

Safe pedestrian access, clear wayfinding and barrier-free design for all ages.



05



BICYCLE ACCESS

Safe and convenient access via existing and future bike routes, with bicycle parking and service facilities.



06



VISITOR CENTER & FACILITIES

Information, maps, ticketing, cafés, rest areas, clean toilets, lockers and other visitor services for a seamless park experience.



KEY ATTRACTIONS

Three Unique Experiences

PLAY. EXPLORE. MOVE.
CONNECT WITH NATURE.



03

Family Discovery Park

NATURE-BASED PLAY FOR ALL AGES

A natural play and exploration area designed for all age groups, with playgrounds, interactive elements and picnic areas, integrated in the forest landscape.



Play areas for all ages



Natural materials



Interactive learning elements



Picnic & rest areas



Integrated in the forest



05

Youth & Urban Sports Park

MOVE. CREATE. CHALLENGE.

A modern sports and recreation area for an active lifestyle, including skatepark, pump track, streetball, calisthenics, parkour and bouldering, surrounded by greenery.



Skatepark



Pump track



Streetball



Calisthenics



Parkour



Bouldering



08

Adventure Forest

EXPLORE. DISCOVER. GET HIGHER.

Tree-top trails, zip lines and observation points offer a unique adventure experience in the forest, with themed nature trails and relaxation areas for the whole family.



Tree-top courses



Observation points



Zip lines



Themed nature trails



Picnic areas



Forest experience



KEY AREA 02

CORNEȘTI
NATURE PARK

Forest Food Garden

LOCAL TASTE.
NATURAL ATMOSPHERE.
A MEETING PLACE FOR ALL.

The Forest Food Garden brings together local producers, restaurants and food experiences in a unique natural setting. A vibrant place to discover authentic flavours, support the local community and enjoy quality time with family and friends.



LOCAL PRODUCERS' MARKET

Fresh and seasonal products from the region – vegetables, fruits, dairy, meat, honey and artisanal goods.



RESTAURANTS & CAFÉS

Diverse culinary experiences with local ingredients and international flavours.



SOCIAL GATHERING PLACE

A welcoming space for families, friends and the community, with events, tastings and food festivals.



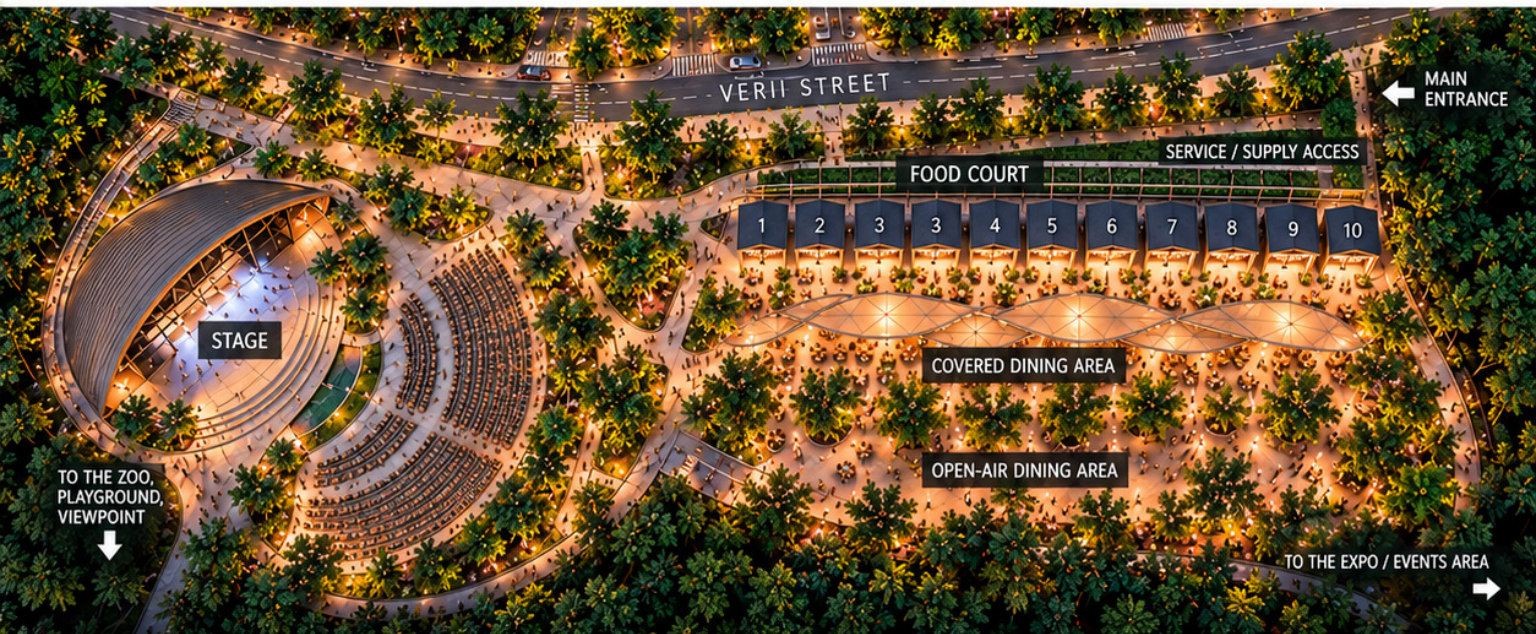
EVENTS & WORKSHOPS

Culinary workshops, seasonal markets, gastronomic events and cultural activities.



SUSTAINABLE & LOCAL

Support for local producers, short supply chains and a reduced environmental footprint.



Outdoor Stage

EVENTS. CONCERTS. FESTIVALS.

A unique open-air venue, integrated in nature, designed to host a wide range of cultural, artistic and community events. The outdoor stage offers an unforgettable experience, combining performance, nature and social connection.



CONCERTS & MUSIC FESTIVALS

Live music, cultural festivals, open-air cinema



CULTURAL & COMMUNITY EVENTS

Theatre, dance, local celebrations, community gatherings



EXHIBITIONS & FAIRS

Product fairs, craft markets, themed events



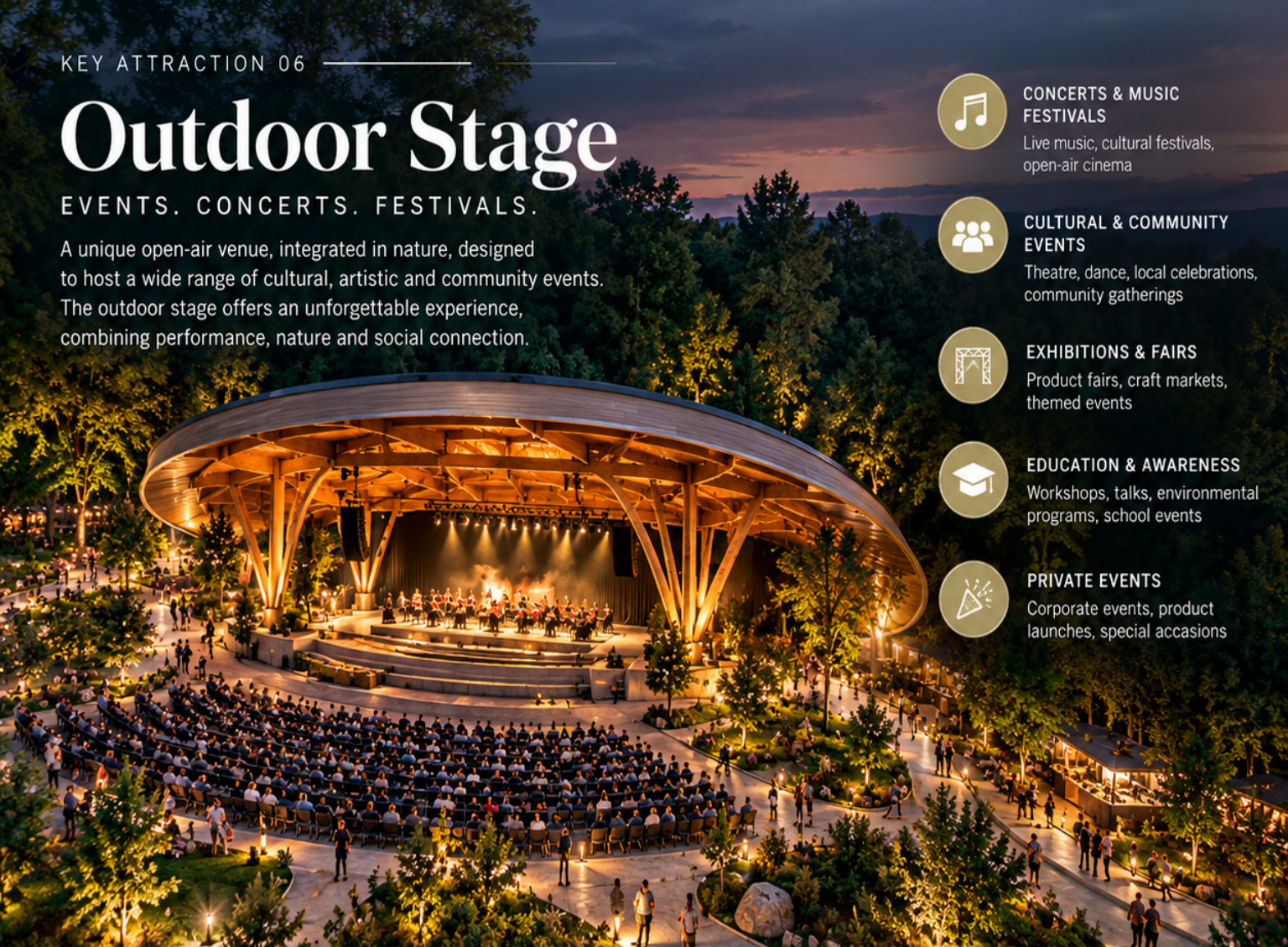
EDUCATION & AWARENESS

Workshops, talks, environmental programs, school events



PRIVATE EVENTS

Corporate events, product launches, special occasions



Outdoor Stage

CULTURE. COMMUNITY. NATURE.

CORNEȘTI NATURE PARK

A VIBRANT DESTINATION
WHERE NATURE, COMMUNITY
AND OPPORTUNITY COME
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The outdoor stage is a key attraction within Cornești Nature Park, designed to host a wide range of cultural, artistic and community events. It strengthens the park’s position as a regional destination, generates year-round activity and creates sustainable value for the community and investors.

TOTAL INVESTMENT
(ESTIMATE)

€ 6.5 million
(excl. VAT)

ANNUAL REVENUE POTENTIAL

€ 1.2 – 1.6 million
per year (stabilized)

PAYBACK PERIOD
(SIMPLE)

6 – 8 years

INVESTMENT BREAKDOWN

Stage and roof structure	€ 2,800,000
Audience area (seating, terraces, landscaping)	€ 1,200,000
Technical systems (lighting, sound, video)	€ 900,000
Visitor facilities (backstage, toilets, F&B, services)	€ 600,000
Access, utilities and site works	€ 600,000
Design, permits, project management (approx. 10%)	€ 600,000

ANNUAL REVENUE POTENTIAL

Ticketed events (concerts, festivals)	€ 800,000 – 1,000,000
Venue rental (corporate & private events)	€ 200,000 – 300,000
Fairs, markets, exhibitions	€ 100,000 – 200,000
F&B and ancillary services	€ 100,000 – 200,000

ANNUAL OPERATING COSTS

€ 350,000 – 450,000
per year
Staff, maintenance, utilities, programming,
marketing and administration.

KEY FINANCIAL INDICATORS

EBITDA (annual, stabilized)	€ 0.8 – 1.1 million
IRR (10 years)	12% – 16%
NPV (10 years, 8% discount rate)	€ 1.4 – 2.6 million

KEY VALUE DRIVERS

- 01 High and diversified event potential
- 02 Unique location in a natural setting
- 03 Year-round use (cultural, community, corporate)
- 04 Strengthens the attractiveness of Cornești Nature Park
- 05 Positive social and environmental impact

Phasing Strategy & Timeline

A STEP-BY-STEP DEVELOPMENT
FOR SUSTAINABLE GROWTH.

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The project will be developed in well-defined phases, allowing a balanced investment approach, early activation of key attractions and the flexibility to adapt future phases to market demand and opportunities.





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