



WEEKEND

— AQUA PARK & SPA —
TÂRGU MUREȘ

*More than
a destination*

A PLACE
TO RELAX,
TO CONNECT,
TO BELONG.

WATER
PEOPLE
NATURE
COMMUNITY



RELAX



FAMILY



FUN



WELLNESS

Târgu Mureş, the county seat of Mureş and one of Transylvania's major urban centres, is a city with a strong and distinctive identity, recognised for its medical and academic excellence, multicultural heritage, and important regional role in services, education and tourism.

As part of its strategy to further develop and diversify the city's leisure infrastructure, the Municipality of Târgu Mureş aims to unlock the potential of the existing Weekend Complex through the development of a modern Aqua Park & Spa designed for year-round operation. The project is envisioned as a regional destination serving both the local community and visitors from Romania and abroad.

To support the development of this investment, the Municipality of Târgu Mureş seeks to attract investors and strategic partners interested in the development and operation of a landmark project in the fields of leisure, wellness and family tourism.

Through this initiative, Târgu Mureş aims to establish a new regional landmark operating 365 days a year, with the potential to stimulate complementary investments, create new employment opportunities, attract additional visitor flows and contribute to the long-term economic and tourism development of the city and the wider region.

TÂRGU MUREȘ

THE OPPORTUNITY

A VIBRANT CITY WITH A BRIGHT FUTURE



PEOPLE.
NATURE.
EXPERIENCES.
A STRONGER
TOMORROW.

Târgu Mureș, the county seat of Mureș and one of Transylvania's major urban centres, is a city with a strong identity, recognised for its medical and academic profile, multicultural heritage and its regional role in services, education and tourism.

The Municipality of Târgu Mureș aims to further develop and diversify the city's leisure infrastructure by unlocking the potential of the existing Weekend Complex through a modern, year-round Aqua Park & Spa, and invites investors and strategic partners to join this exciting opportunity.

City of Flowers



MEDICAL &
ACADEMIC HUB



MULTICULTURAL
HERITAGE



STRATEGIC
LOCATION



GROWING
TOURISM



DYNAMIC
ECONOMY



STRONG
COMMUNITY

EXCELLENT CONNECTIVITY



A3 Motorway ~ 1 hour to Cluj-Napoca



Târgu Mureș International Airport



Direct rail connections



Central location in Transylvania



IN THE HEART OF TRANSYLVANIA

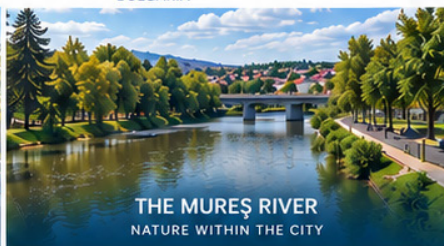
A strategic location with easy access to major cities, a growing economy and a strong regional catchment area, making Târgu Mureș an ideal destination for a new-generation leisure and wellness investment.



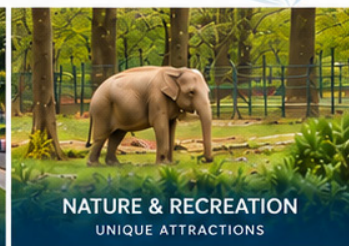
HISTORY & CULTURE
A RICH HERITAGE



EDUCATION
KNOWLEDGE FOR TOMORROW



THE MUREȘ RIVER
NATURE WITHIN THE CITY



NATURE & RECREATION
UNIQUE ATTRACTIONS

THE INVESTMENT OPPORTUNITY

A LANDMARK DESTINATION
FOR GENERATIONS



PEOPLE.
NATURE.
EXPERIENCES.
A STRONGER
TOMORROW.

Weekend Aqua Park & Spa is a unique opportunity to develop a modern, year-round leisure and wellness destination in the heart of Transylvania.

Built on the strong brand and location of the existing Weekend Complex, this project combines recreation, wellness, hospitality and nature, creating a landmark destination for families, tourists and local communities alike.



YEAR-ROUND DESTINATION

Indoor & outdoor
experiences



MULTI-GENERATIONAL APPEAL

Families, wellness
and premium segments



SUSTAINABLE DEVELOPMENT

In harmony
with nature



STRONG ECONOMIC POTENTIAL

Tourism, jobs
and regional growth



~ **65,000 m²**
Development site



Indoor & outdoor

Aqua Park, Spa & Wellness



Regional destination

For families, tourists
and local residents



365 days
of experiences



Open for investment

The Municipality of Târgu Mureș
invites investors and strategic
partners

LEISURE.
WELLNESS.
NATURE.
A BRIGHTER
TOMORROW.

THE VISION

A NEW GENERATION AQUA PARK & SPA DESTINATION



Weekend Aqua Park & Spa will be a unique, year-round destination that brings together water, wellness, nature and entertainment in a spectacular setting, inspired by the identity of Târgu Mureș – the City of Flowers.

A place for families, friends and all generations to relax, have fun and create unforgettable experiences.

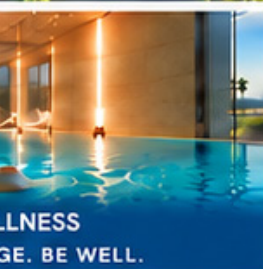
PEOPLE.
NATURE.
EXPERIENCES.
A STRONGER
TOMORROW.



MAIN FEATURES

- 1 Main entrance, reception, lobby
- 2 Central indoor pool (iconic flower)
- 3 Wellness & Spa (saunas, treatments, adults area)
- 4 Adventure zone (water slides, wave pool)
- 5 Kids' zone (themed pools, splash area, playground)
- 6 Restaurant, panoramic terraces
- 7 Fitness & health zone
- 8 Outdoor lagoon (beach, relaxation area)
- 9 Water playground (outdoor)
- 10 Lakeside restaurant / event terrace
- 11 Car parking (~ 280 spaces)
- 12 Bus parking

- Site boundary
- ▼ Main access
- ▼ Service access
- Pedestrian pathways
- Green spaces and promenade
- Water surfaces



WELLNESS
RELAX, BE WELL.



OUTDOOR LAGOON
NATURE MEETS LEISURE.



F&B EXPERIENCE
LOCAL FLAVOURS. GLOBAL TASTE

MORE THAN A DESTINATION. A BRIGHTER TOMORROW.

PEOPLE.
NATURE.
EXPERIENCES.
A STRONGER
TOMORROW.

Architectural Concept — A Landmark Inspired by Nature

Inspired by the natural beauty of Transylvania and the City of Flowers, the design takes the form of a **lotus flower** – a symbol of purity, harmony and life. Its flowing lines and unfolding petals create a distinctive, modern architecture that blends naturally into the landscape, offering a sustainable destination where water, wellness and nature come together.

A place to relax. A place to reconnect. A destination for all generations.

*Inspired by nature.
Designed for people.*



INSPIRED BY NATURE

The lotus flower – a symbol of purity, harmony and life.



HARMONIOUS IN THE LANDSCAPE

Architecture integrated with greenery and water.



FOR ALL GENERATIONS

A place for families, friends and communities.



LIGHT & OPEN SPACES

Bright, natural spaces designed for comfort and well-being.



A UNIQUE EXPERIENCE

Water, wellness and entertainment in perfect harmony.

FROM NATURE TO ARCHITECTURE



NATURAL INSPIRATION
The lotus flower



CONCEPT SKETCH
Organic form



VOLUMETRY
Five petals unfolding



ARCHITECTURAL RESULT
A landmark destination

Architectural Concept — A Landmark Inspired by Nature

The architectural concept of Weekend Aqua Park & Spa draws inspiration from the identity of Târgu Mureș as the “City of Flowers.” The building is conceived as a contemporary interpretation of a blooming flower, with a series of fluid, petal-shaped volumes unfolding from a central core. The organic geometry is not merely an aesthetic gesture. Each “petal” accommodates a distinct function of the complex — family recreation, aquatic entertainment, children’s areas, wellness & spa, adults-only experiences, gastronomy and relaxation — while the central space acts as the heart of the resort, connecting all activities through an intuitive visitor flow. Extensive glazed façades and roofs create bright, open interiors and establish a strong visual relationship between water, vegetation, architecture and the surrounding landscape. Natural materials, abundant greenery and transparent surfaces reinforce the atmosphere of a year-round resort rather than that of a conventional indoor water park.

The architecture extends naturally into the outdoor landscape, connecting pools, gardens, promenades, terraces and the existing lake into a continuous leisure environment. Indoor and outdoor spaces are designed to work together throughout the seasons, supporting the ambition of creating a destination active 365 days a year.

More than a functional building, Weekend Aqua Park & Spa is envisioned as a new architectural landmark for Târgu Mureș — a recognizable destination where local identity, nature, water and contemporary design come together in a single experience.

Inspired by the City of Flowers. Shaped by water. Designed for people.

THE EXPERIENCE

Multiple worlds. Endless moments.

RELAX. PLAY. RECHARGE. TOGETHER.

WEEKEND
— AQUA PARK & SPA —
TÂRGU MUREȘ

*More than a day out.
A lifetime of memories.*



TROPICAL FAMILY WORLD

Lagoon, waves, lazy river, tropical atmosphere.



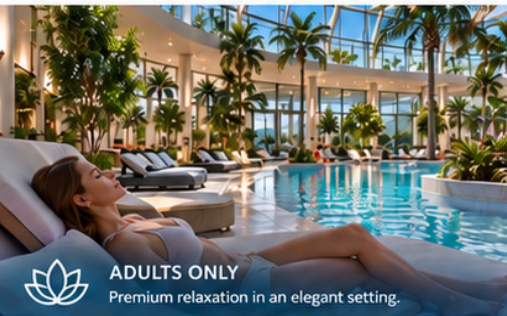
ADVENTURE & SLIDES

High-energy attractions for all thrill seekers.



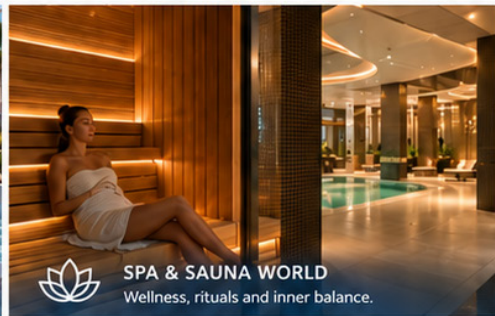
KIDS AQUA WORLD

Play pools, mini slides and safe fun zones.



ADULTS ONLY

Premium relaxation in an elegant setting.



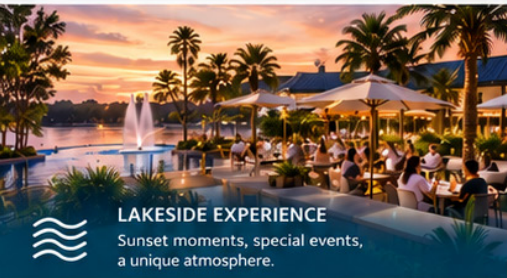
SPA & SAUNA WORLD

Wellness, rituals and inner balance.



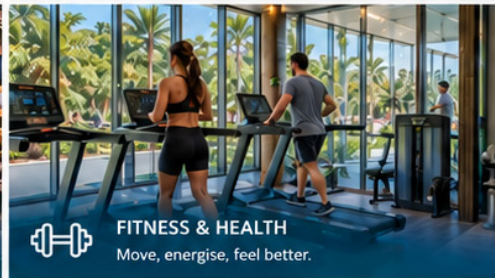
F&B + TERRACES

Great food, refreshing drinks, with lake views.



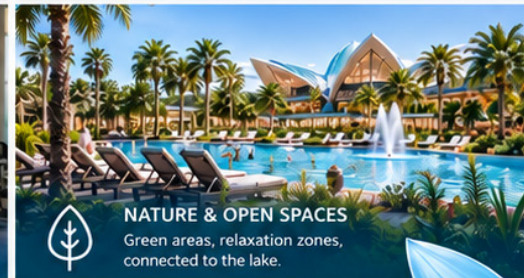
LAKESIDE EXPERIENCE

Sunset moments, special events, a unique atmosphere.



FITNESS & HEALTH

Move, energise, feel better.



NATURE & OPEN SPACES

Green areas, relaxation zones, connected to the lake.



FOR ALL GENERATIONS

Families, friends
and communities.



WELLNESS & HEALTH

Relaxation
and a healthier life.



FUN & ADVENTURE

Excitement
for all ages.



NATURE & SUSTAINABILITY

Integrated with nature
and the local environment.



UNIQUE EXPERIENCES

A place to return to.

*Happiness
flows here.*

TOURISM & REGIONAL POTENTIAL

A growing tourism ecosystem with strong potential for a new year-round leisure destination.

WEEKEND
— AQUA PARK & SPA —
TÂRGU MUREȘ

*More than a day out.
A lifetime of memories.*

 **535,000**
visitors in Mureș County
— 2025

 **≈190,000**
visitors in Târgu Mureș
— 2025

 **82,000**
international visitors
in Mureș County
— 2025

 **334,226**
visitors at Târgu Mureș Zoo
— 2024

Source: INSSE – Tourism in Romania, 2025
and Târgu Mureș Zoo, 2024.

DISCOVER
MORE IN TRANSYLVANIA



SOVATA
Wellness & nature
Salt lake, spa, all year round
🚗 ~1 h

SIGHIȘOARA
UNESCO World Heritage
Medieval charm
🚗 ~1 h



TÂRGU MUREȘ
Culture, events,
business and leisure
A vibrant city

**NATURAL BEAUTY
AT EVERY SEASON**
Mountains, forests, lakes
and authentic experiences
just a short drive away.

A region full of experiences.



REGIONAL CATCHMENT

Positioned in the heart
Transylvania.



YEAR-ROUND TOURISM

Complements cultural,
wellness, business and
family travel.



ESTABLISHED DESTINATIONS

Târgu Mureș • Sovata • Sighișoara
A strong regional tourism network
drives visitor flow.



INTERNATIONAL ACCESS

Transylvania Airport
Târgu Mureș
Connecting the region to Europe.



CITY & CULTURE
Events, heritage, gastronomy



FAMILY ATTRACTIONS
Fun for all ages



HISTORIC DESTINATIONS
Authentic Transylvania



NATURE & WELLNESS
Relax. Breathe. Explore.



CLOSER TO THE WORLD
New opportunities

COMPETITIVE LANDSCAPE

A strong regional context. A unique positioning.

Transylvania has a growing network of aquaparks and wellness destinations. Weekend Aqua Park & Spa will complement the regional offer through its urban location, distinctive design and integrated year-round experience.



*More than a day out.
A lifetime of memories.*

NYPHAEA ORADEA ESTABLISHED AQUAPARK

Oradea
~ 260 km



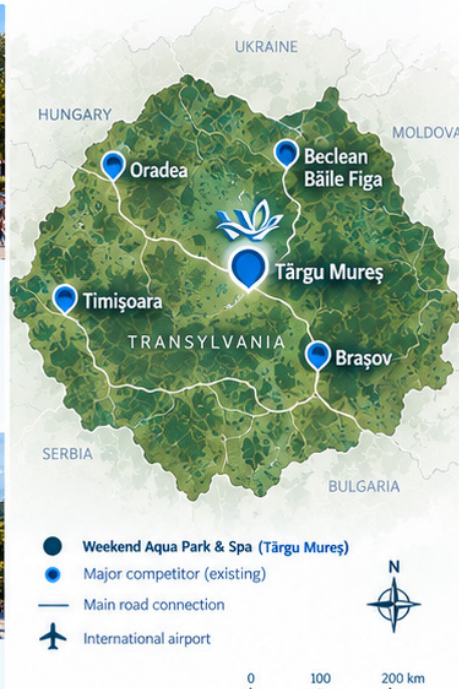
- Indoor & outdoor pools
- Water slides & attractions
- Wellness & spa
- Popular destination in Western Romania

BĂILE FIGA (BECLEAN) ESTABLISHED AQUAPARK & BALNEARY LEISURE DESTINATION

Beclean
~ 200 km



- Outdoor pools & water slides
- Wellness & balneary facilities
- Recreation, beach area, sports activities
- Popular destination in Northern Transylvania



AMAZONIA AQUAPARK TIMIȘOARA ESTABLISHED AQUAPARK & WELLNESS

Timișoara
~ 320 km



- Indoor aquapark – 7,500 m² (7 water slides)
- Outdoor aquapark (multiple slides and pools)
- SPA & Wellness > 1,000 m²
- Children's area, relaxation pools, lazy river, thermal pools
- Restaurant, bar & Hotel Amazonia
- 435 parking spaces
- Open daily: 09:00 – 21:00

BRAȘOV – PARADISUL ACVATIC ESTABLISHED WELLNESS & LEISURE

Brașov
~ 160 km



- Indoor & outdoor pools, water slides
- Wellness & spa
- Family destination
- Restaurants & relaxation areas

OUR COMPETITIVE ADVANTAGES



STRATEGIC URBAN LOCATION

Integrated in Târgu Mureș, easy access.



365-DAY EXPERIENCE

Indoor + outdoor, all seasons.



MULTI-GENERATIONAL APPEAL

Families, kids, adults-only, wellness, fitness and F&B.



DISTINCTIVE ARCHITECTURE

A flower-inspired landmark – the City of Flowers.



COMPLEMENTARY REGIONAL OFFER

Expands the leisure offer and can attract additional visitors.



STRONG GROWTH POTENTIAL

Positioned within Transylvania's leisure and wellness tourism market.

Târgu Mureș
A VIBRANT CITY.
A BRIGHTER TOMORROW.



PEOPLE

Welcoming & diverse community



NATURE

Hills, lakes, fresh air



CULTURE

Heritage, events and tradition

PROJECT AT A GLANCE

WATER. WELLNESS. COMMUNITY. ALL YEAR ROUND.



*More
than a day out.
A lifetime
of memories.*

PEOPLE
NATURE
WELLNESS
COMMUNITY

Weekend Aqua Park & Spa will be a landmark destination in Târgu Mureș, combining water entertainment, wellness, nature and hospitality in a unique flower-inspired concept.



LOCATION

Târgu Mureș, Romania

Strategic urban location,
easy access, close to
main transport routes.



LAND AREA

~ 7 ha

Generous space for
indoor & outdoor
facilities, green areas
and parking.



CONCEPT

**Nature-inspired
architecture**

A flower-shaped
landmark, integrated
with landscape
and water.



TARGET VISITORS

Families, kids, adults,
wellness seekers,
tourists, local community.



OPERATION

365 days a year

Indoor & outdoor
experiences in
all seasons.

KEY FIGURES (ESTIMATED)



TOTAL WATER SURFACE ~ 10,000 m²



INDOOR FACILITY ~ 20,000 m²



OUTDOOR AREA ~ 30,000 m²



PARKING SPACES ~ 500



ANNUAL VISITORS (TARGET) ~ 300,000



ACCOMMODATION (PHASE 2) ~ 100 rooms



DIRECT & INDIRECT JOBS ~ 250+

MAIN FEATURES



POOLS & WATER ATTRACTIONS

Indoor & outdoor pools,
slides, wave pools,
lazy river



WELLNESS & SPA

Saunas, relaxation
areas, treatments



FAMILY EXPERIENCE

Kids zones,
interactive attractions



FOOD & BEVERAGE

Restaurants, bars,
terraces



NATURE & RELAXATION

Green areas,
outdoor pools,
beach zone



PREMIUM EXPERIENCE

Modern design,
high-quality services



A STRONG INVESTMENT OPPORTUNITY

Weekend Aqua Park & Spa will contribute to the development of Târgu Mureș, strengthen the regional tourism offer and generate long-term value for investors, the community and the entire region.

BUILDING
HEALTHIER PEOPLE
STRONGER COMMUNITIES
A BRIGHTER TOMORROW.

INDICATIVE INVESTMENT CASE

A SUSTAINABLE DESTINATION. LASTING VALUE.



PEOPLE.
NATURE.
WELLNESS.
COMMUNITY.
**A STRONGER
TOMORROW.**

Weekend Aqua Park & Spa represents an attractive investment opportunity, combining a growing leisure and wellness market with a unique urban location and a distinctive, nature-inspired concept.



STRATEGIC LOCATION

In Târgu Mureș, Romania with excellent accessibility and regional catchment (Transylvania).



GROWING MARKET

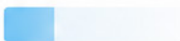
Rising demand for leisure, wellness and family destinations in Romania and the region.



DIVERSE REVENUE STREAMS

Ticketing, spa & wellness, F&B, retail, events, accommodation and ancillary services.

REVENUE POTENTIAL (INDICATIVE)

	Ticketing (day passes, memberships)		45 – 55%
	Food & beverage		15 – 20%
	Spa & wellness		10 – 15%
	Accommodation (Phase 2)		10 – 15%
	Retail, events & other		5 – 10%

EXPECTED VISITORS





PEOPLE.
NATURE.
WELLNESS.
COMMUNITY.

A STRONGER
TOMORROW.

MORE
THAN A DAY OUT.
A LIFETIME
OF MEMORIES.



LONG-TERM VALUE

Iconic destination,
strong brand potential
and positive impact
on the local community
and tourism.

KEY INVESTMENT FIGURES



ESTIMATED TOTAL INVESTMENT

€ 50 – 70 million



LAND AREA

~ 7 ha



TOTAL WATER SURFACE

~ 10,000 m²



TOTAL BUILT AREA

~ 20,000 m²

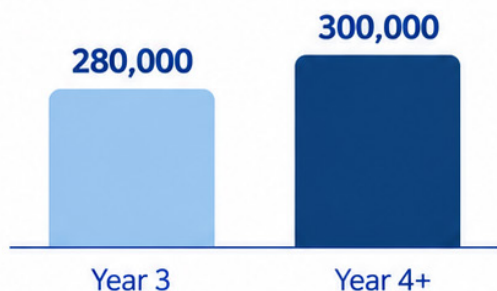
IMPLEMENTATION

2026 – 2029

OPERATION

365 days/year

EXPECTED VISITORS



FINANCIAL INDICATORS (INDICATIVE)



Annual revenue (stabilized)

€ 12 – 18 million



EBITDA margin

25 – 35%



Payback period

7 – 9 years



IRR (indicative)

10 – 14%



BUSINESS & REVENUE MODEL

DIVERSE REVENUE STREAMS. A STRONGER TOMORROW.

BUSINESS MODEL

An integrated destination combining water entertainment, wellness, hospitality, food & beverage and events, ensuring multiple revenue streams and year-round attractiveness.



AQUA PARK

Day tickets, memberships,
group packages



SPA & WELLNESS

Spa access, treatments,
premium services.



ACCOMMODATION

Hotel rooms, family suites,
packages.



FOOD & BEVERAGE

Restaurants, bars, terraces.



EVENTS & MICE

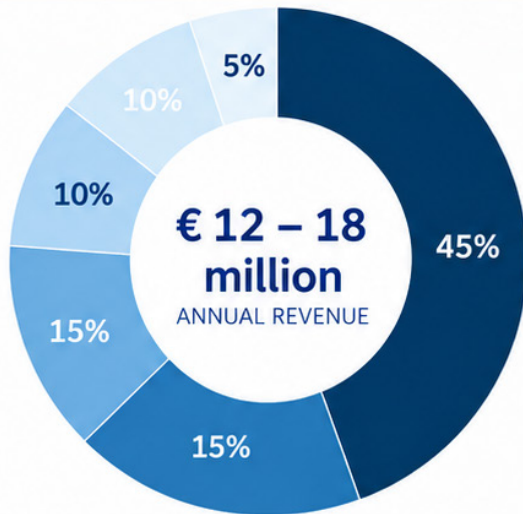
Corporate events, private events,
conferences.



RETAIL & OTHER SERVICES

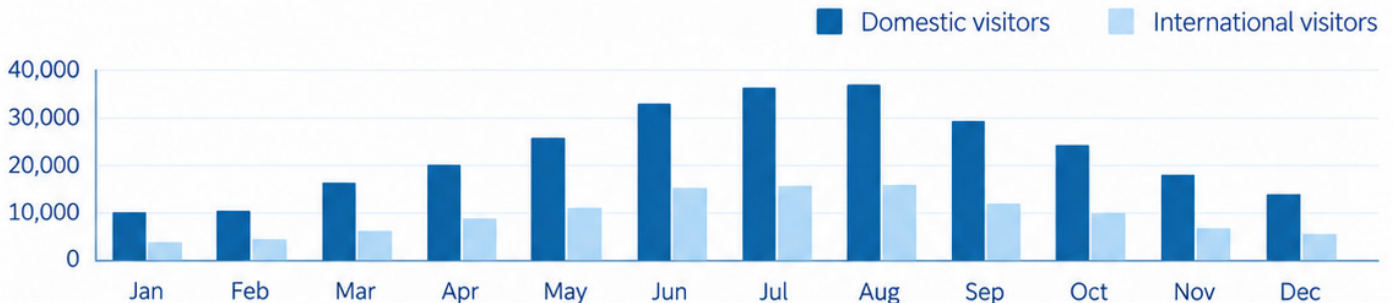
Shop, rentals, lockers, parking,
ancillary services.

REVENUE STRUCTURE (ESTIMATED STABILIZED)



● Aqua Park (tickets, memberships)	45%
● F&B (restaurants, bars)	15%
● Spa & Wellness	15%
● Accommodation (hotel)	10%
● Events & MICE	10%
● Retail & other services	5%

SEASONALITY & VISITOR MIX (ESTIMATED)



PARTNERSHIP OPPORTUNITY

INVEST TOGETHER. CREATE LASTING VALUE.

Weekend Aqua Park & Spa offers investors and strategic partners the opportunity to be part of a landmark destination that combines leisure, wellness and community value in one of the most dynamic regions of Romania.

WHY PARTNER WITH US?



ATTRACTIVE MARKET

Growing demand for leisure, wellness and family destinations in Romania and the region.



STRATEGIC LOCATION

In Târgu Mureș, with excellent accessibility and regional catchment (Transylvania).



DIVERSE REVENUE STREAMS

Multiple income sources ensuring resilience and long-term growth.



POSITIVE COMMUNITY IMPACT

Jobs, tourism development and a healthier, more active community.



SUSTAINABLE INVESTMENT

Green design, efficient resource use and long-term value.

PARTNERSHIP MODELS

FLEXIBLE STRUCTURES FOR MUTUAL SUCCESS.

1

EQUITY PARTNERSHIP

Co-invest and share long-term returns.

2

STRATEGIC INVESTOR

Minority or majority stake with strategic involvement.

3

DEVELOPMENT PARTNER

Joint development of specific components (e.g. spa, accommodation, F&B, events).

4

OPERATIONAL PARTNER

Contribution of expertise in operations, branding or management.

5

FINANCIAL PARTNER

Financing with agreed return structure.

SHARED VALUE

A STRONGER TOMORROW, TOGETHER.



PROJECT TIMELINE (INDICATIVE)

●	2027	Feasibility & final design
●	2028	Permitting & preparation
●	2029 – 2031	Construction
●	2032	Commissioning
○	From 2032	Operation

LET'S BUILD THIS TOGETHER!

We are open to discussions with investors and strategic partners who share our vision for a sustainable, high-quality destination that creates value for people, nature and the community.

GET IN TOUCH →

IDEAS TODAY.
A HEALTHIER
TOMORROW.

WATER
PEOPLE
NATURE
COMMUNITY



RELAX



FAMILY



FUN



WELLNESS

*More than
a destination*



+4 0745 017 690

contact@whymures.ro

www.whymures.ro

Why Mureș



WEEKEND

— AQUA PARK & SPA —

TÂRGU MUREȘ