

Feasibility study of a standard Panoramic View Tower project

Initial data			
Product cost + installation + transport + project +foundation installation (<i>Euro</i>)			4 000 000
Productivity, <i>ppl / hour</i>	282		
Number of seats	47		
Number of cycles per hour	6		
Working hours, <i>hour/day</i>	12		
Work period, <i>month</i> .	12		
Operating costs (<i>Euro a year</i>)			
Electricity		30 000	
Rated power of consumed electric energy with lighting, illumination, <i>kW/hour (no more than)</i>	100		
Energy cost, <i>Euro/kW</i>	0.07		
Depreciation expenses		18 000	
Replacement of working elements	8 000		
Maintenance of components and mechanisms	4 000		
Touch up	4 000		
Staff salaries, per year		120 000	
Number of service personnel, <i>ppl</i>	5		
Salary amount per month	10 000		
Other (land rent, "overhead expenses"), no more than		25 000	
TOTAL operating cost, <i>Euro per year</i>			193 000
Sales volume, <i>Euro per year</i>			
Cost of 1 ticket, <i>Euro</i>		10	
Estimated number of visitors per year, <i>with occupancy rate - 0.75*</i>		1 000 000	
TOTAL			10 000 000
Gross income, <i>Euros per year</i>			9 800 000
Payback period, <i>years (no more than)</i>		2	

* The occupancy rate is set to 0.75 since the calculation takes into account the target audience who specially visit to view the tourist site next to which the tower is installed. The average tourist visit to the Pompeii excavations is at least 4 million people per year. That calculation covers no more than 25% of the actual potential visitors