

# Investment Prospectus for Cathedral Nyundo

Help create a new tourism  
sector for Rwanda and  
launch a post COVID-19  
recovery



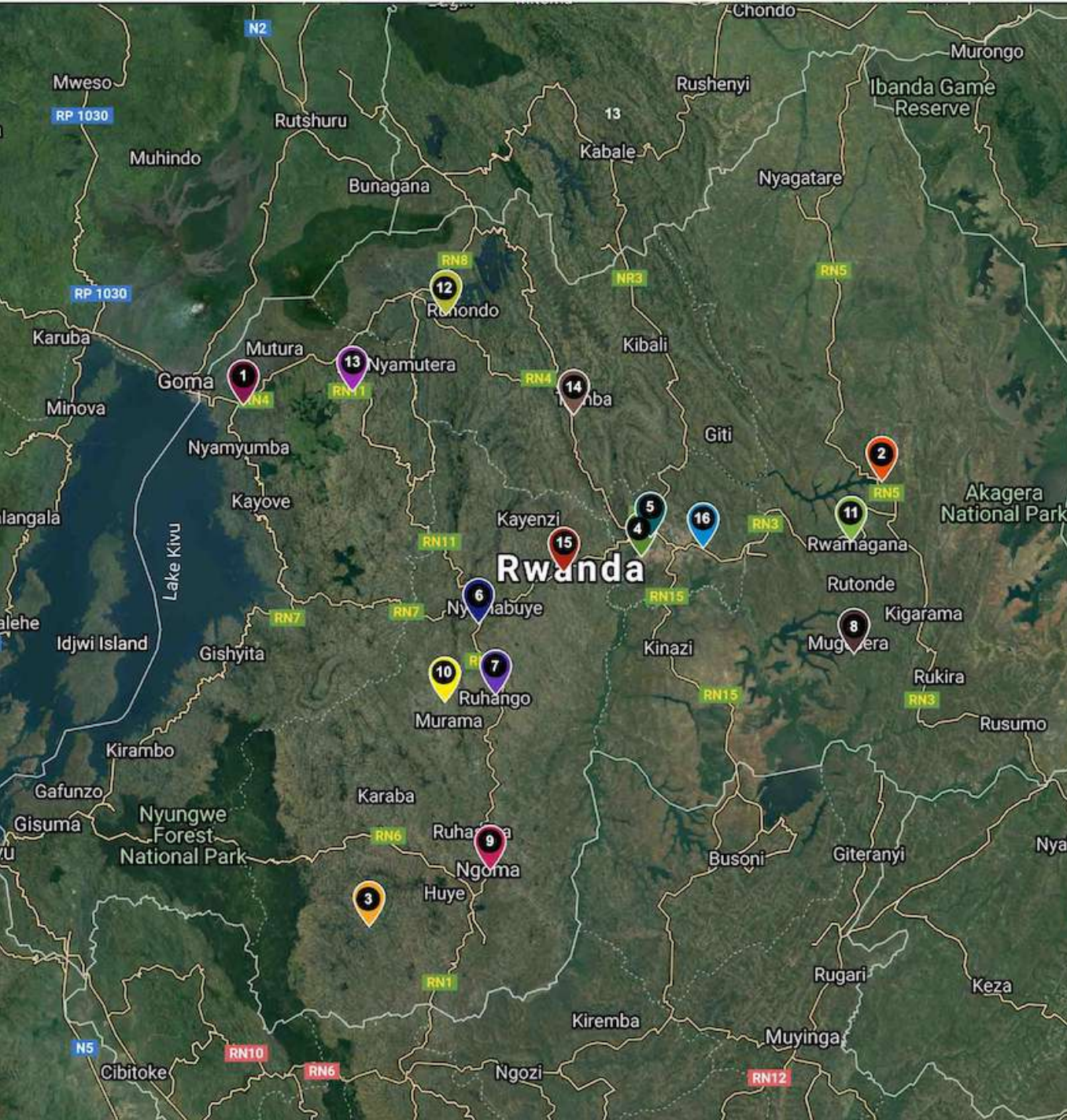


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This prospectus prepared by SMA Tourism for TradeMark East Africa and Rwanda Development Board in May 2021  
[www.smatourism.com](http://www.smatourism.com)





# SUMMARY

For years, Rwanda's tourism plans have proposed to develop religious tourism to diversify the offer and increase length of stay and economic benefits.

In December 2020, a Feasibility Assessment concluded that 2021 was the ideal and most feasible time to develop the sector.

Seven proposals have been shortlisted and developed for potential funding. This prospectus addresses the proposal for Gahini Parish, in eastern Rwanda. There are six more for each proposal.

## RELIGIOUS TOURISM SITES WITH PROSPECTUS

1. CATHEDRAL NYUNDO
2. EAST AFRICAN REVIVAL CHURCH - GAHINI PARISH
3. KIBEHO SANCTUARY
4. ISLAMIC CULTURAL CENTRE
5. SAINTE FAMILLE PARISH
6. BASILIQUE DE L'IMMACULEE CONCEPTION
7. INGORO YA YEZU NYIRIMPUHWE

## OTHER AUDITED RELIGIOUS TOURISM SITES

8. ZAZA PARISH
9. SAVE PARISH
10. GITWE SEVENTH DAY ADVENTIST
11. RWAMAGANA CATHOLIC
12. PAROISSE RWAZA
13. RAMBURA PARISH
14. RULINDO PARISH
15. KAMONYI PARISH
16. POPES GARDEN NYANDUNGU

# Capitalising on an international opportunity

# RECOVER



The timing of this initiative, in the middle of a pandemic, presents Rwanda with a huge investment opportunity. There is growing pent up demand for travel. When travel restrictions finally ease Rwanda can differentiate itself from competitors with its safe and healthy profile, and the proposed tourism products in this prospectus.

Research confirms these products counter the pandemic's negative influences on the World.

# REVIVAL

Post COVID  
market needs

Rwanda religious  
tourism offer

Connect

Hope

Regenerate

Respect

Forgiveness

Seven religious tourism experiences have been conceived for investment around the theme of Revival. Revival reflects Rwanda's culture of faith, respect, forgiveness and hope. Revival can increase people's optimism in the future of humanity.

Packaging the completed investments with uncrowded gorilla tracking and safe travel will help Rwanda lead Africa's post COVID-19 tourism recovery and be a model for other countries.

# ABOUT CATHEDRAL NYUNDO

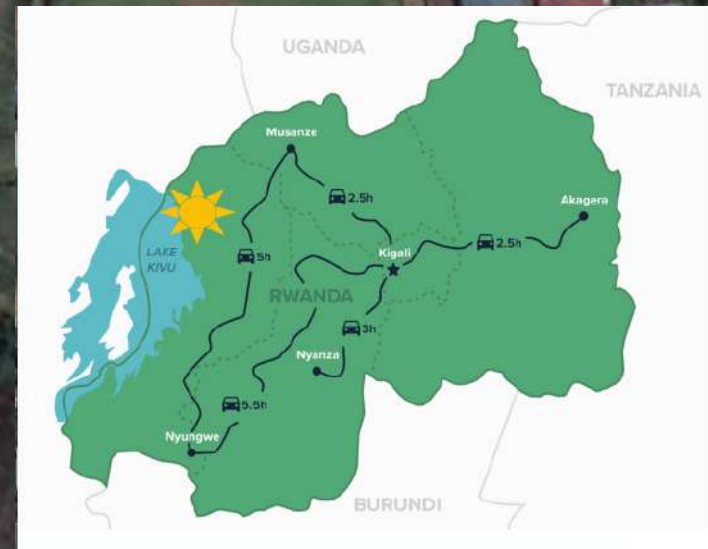
Cathedral Nyundo is located in western Rwanda, five minutes drive from the Rwanda School of Art and 50 minutes from the Volcanoes National Park.

The setting is steep and dramatic, with panoramic patches of natural habitat, eucalypt plantations, a tea plantation, farmed valleys, church-built schools and seminaries, and the Kalisimbi volcano towering in the background.

Rwanda's first black priest started Nyundo Diocese, demonstrated vision and perseverance, and is entombed at the altar. There are strong statements on signs mounted to the front of the church acknowledging the genocide and committing to remembrance, reconciliation and hope.



- 1 Proposed new parking area
- 2 Proposed new landscaped garden area
- 3 Proposed glamping for 10 luxury tents
- 4 Proposed museum
- 5 Proposed Glamping reception, bar, lounge and dining area
- 6 Proposed immersive experience at GSNDA Nyundo School





# THE PROPOSAL

## Museum presenting the work of Aloys Bigirumwami

The second initiative is a guided drive tour that takes visitors to key locations where Aloys Bigirumwami delivered positive projects that improved people's lives against the odds.







# THE PROPOSAL

## Local immersive experiences:

- A healthy cooking class making nutritional meals for the local children to eat
- Visiting the local kindergarten to share games, stories and painting, and then the cooked food
- Visiting the School of Arts for lessons / workshops in painting sculpture and / or ceramics





# THE PROPOSAL

## Personal nature based spiritual time

- A place to relax and reflect, receive guided meditation and yoga
- Environmentally friendly reception, bar, lounge and dining area
- Outdoor wedding / function area
- Bigirumwami Hiking Trail – linking local religious attractions (Cathedral, mass grave site, genocide memorial, health centre and GSNDA Nyundo School), beautiful views and interactions with local people and their rural houses



# THE PROPOSAL

## Glamping

- 10 luxury tents on pole frames with views of Nyundo township and Karisimbi Volcano
- Each glamping tent could offer an open plan lounge / bedroom, outdoor deck with view and bathroom

# THE NUMBERS

- Two staged development program
- USD 922,975 development costs
- 12,261 visitors Year 5
- USD 110,586 Net Profit Year 5

Stage 1 development cost elements	Cost (USD)
Develop Nyundo Museum	51,020
Develop Drive Tour and immersive experiences	76,000
marketing and capacity building	13,000
<b>Total Stage 1</b>	<b>140,020</b>
Develop Nyundo Glamping Retreat	769,955
Marketing	10,000
Capacity Building	3,000
<b>Total Stage 2</b>	<b>782,955</b>
<b>Total development budget</b>	<b>922,975</b>

Assumptions for Retreat	Year 1
Retreat units	15
Annual room night capacity	5,475
Average Room Rate USD (full board)	220
Average occupancy Year 5	60%
Room nights Year 5	3,285
Direct costs (reception staff, food, housekeepers, kitchen and wait staff)	55%

Year / proportion of visitation	Domestic (Rwanda) weekend escapes	International leisure high yield special interest	Total
<b>Year 1</b>	2,000	7,978	9,978
<b>Year 2</b>	2,200	8,297	10,497
<b>Year 3</b>	2,420	8,629	11,049
<b>Year 4</b>	2,662	8,974	11,636
<b>Year 5</b>	2,928	9,333	12,261
<b>% of Year 5 visitation</b>	24%	76%	100%

Gross Operating Profit	Year 1	Year 2	Year 3	Year 4	Year 5
Museum	10,000	10,000	10,000	10,000	10,000
Drive Tour	179,597	188,941	198,874	209,443	220,696
Immersion experiences	359,194	377,881	397,749	418,886	441,391
Retreat	216,810	243,911	271,013	298,114	325,215
<b>Total Gross Operating Profit</b>	<b>765,600</b>	<b>820,733</b>	<b>877,635</b>	<b>936,442</b>	<b>997,302</b>
Total Indirect costs	702,169	734,927	768,667	803,444	893,321
Net Profit before tax	63,431	85,806	108,969	132,998	157,980
Tax (30%)	19,029	25,742	32,691	39,899	47,394
<b>Net Profit</b>	<b>44,402</b>	<b>60,064</b>	<b>76,278</b>	<b>93,099</b>	<b>110,586</b>





# ECONOMIC AND SOCIAL BENEFITS

## Economic benefits

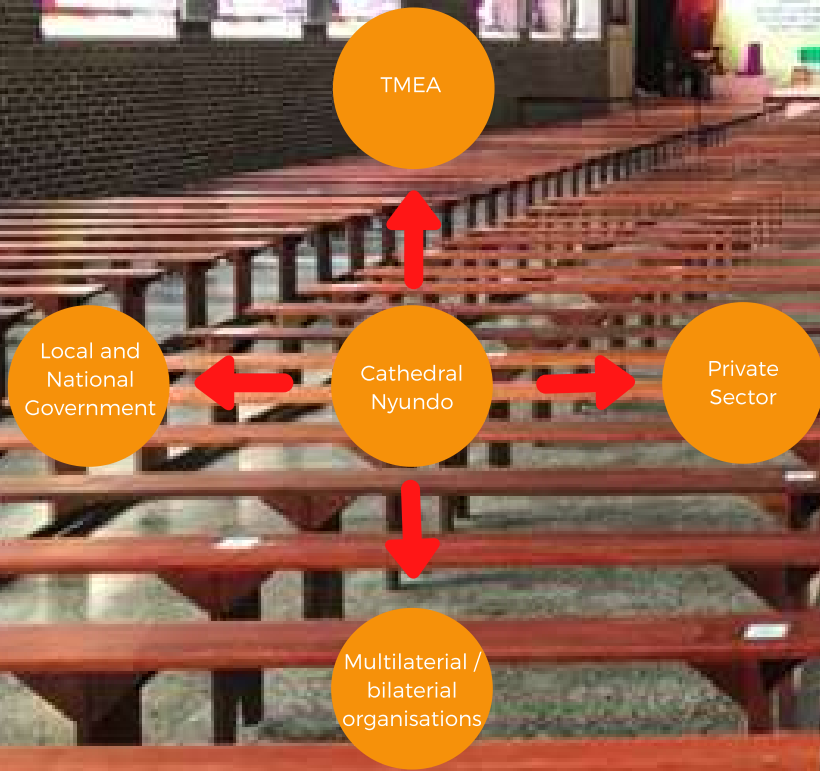
- Net Present Value USD21.2M
- Cost Benefit Ratio 99.3
- 9 direct jobs
- 320 incremental jobs over 15 years

## Social benefits

- Rwandan religions will have the opportunity to showcase their faith and provide inspiration to their followers
- Closer integration of Rwandan religions in the global religions
- Increased local incomes and employment and greater opportunities for aligned business development
- Rwandan women will have access to training and employment that would increase personal income, financial independence and self-determination

# PARTNERS

This initiative has been funded to date by TradeMark East Africa. TMEA is committed to continuing the inertia through funding of actions such as the development of interim experiences, a project manager and further planning where needed.



# PARTNERS

Cathedral Nyundo is providing the land, existing infrastructure, buildings, local stakeholder support and stories to develop the soul of the proposal. The Church is establishing capital through its own channels.

The Church is seeking funding from multi-lateral, bilateral and philanthropists to fund the underlying research, conservation, planning, construction and capacity building elements critical to realise this proposal.

The Church welcomes a partnership with an experienced private sector operator to co-invest in and operate the guided drive, retreat accommodation and, restaurant business. The Feasibility Assessment proves the business is profitable and capable of paying back debt.

The Rwandan government, through the RDB, is helping champion the project through assisting develop partnerships, acquire additional land, facilitate approvals and develop international marketing.



# MORE INFORMATION

A Feasibility Assessment was completed in December 2020. The Final Report includes more on the overall initiative and much detail about each proposal, including costings, visitation and financial forecasts, economic and social benefits.

To access the report, to discuss a single proposal, or the full collection, please contact the Rwanda Development Board on

Local: (415) 7277 75170

International: (250) 7277 75170

Email: [info@org.rdb.rw](mailto:info@org.rdb.rw)

Or

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