

Investment Prospectus for Gahini Parish

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



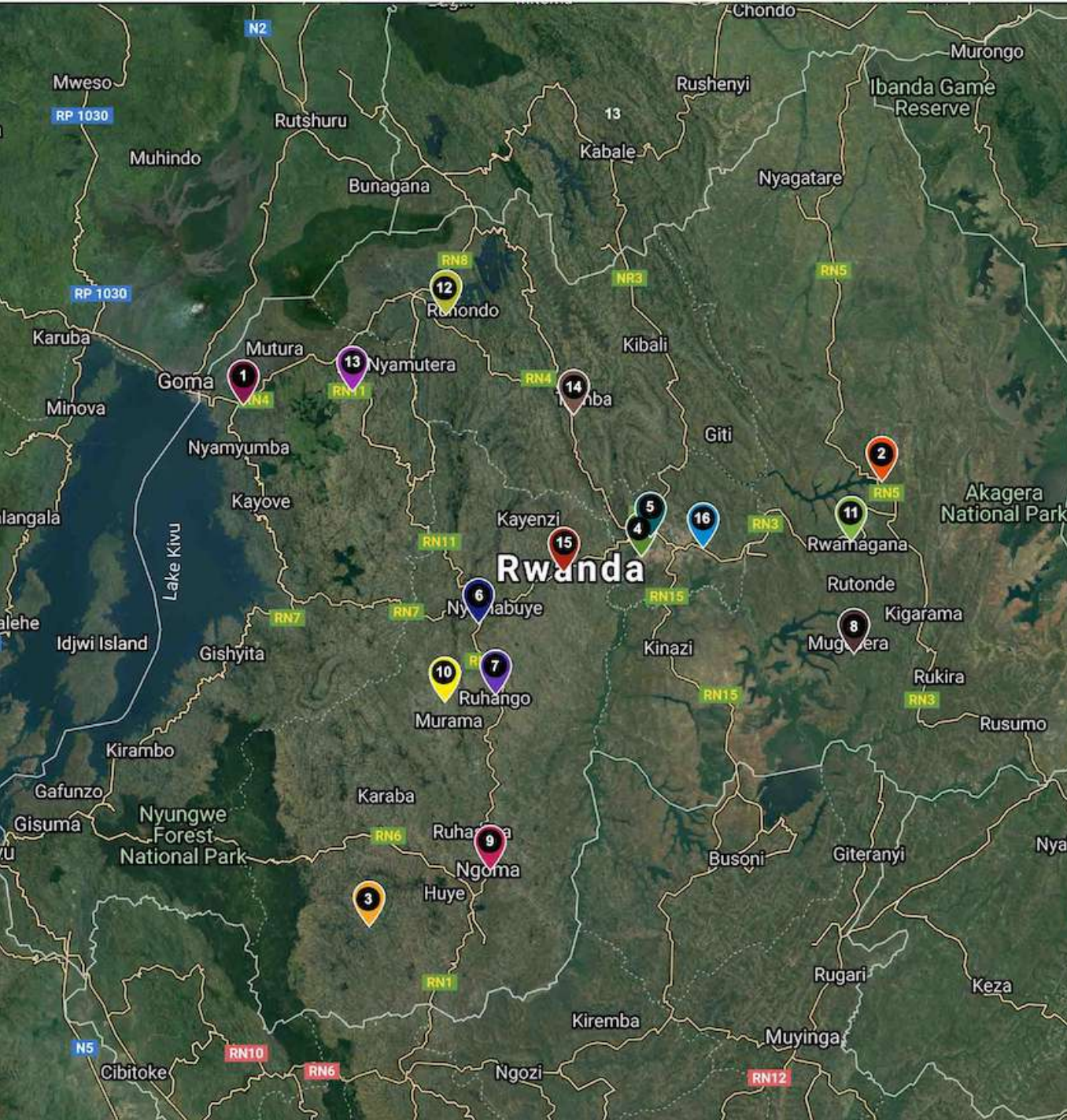


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This prospectus prepared by SMA Tourism for TradeMark East Africa and Rwanda Development Board in May 2021
www.smatourism.com





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 GAHINI PARISH

The East African Revival Cathedral – Gahini Parish, is located in eastern Rwanda, half way between Kigali and Akagera National Park. The Parish is like a township, including a large mission, hospital and schools.

Gahini is claimed to be the centre for revival of Anglican faith in east Africa.

The Parish is a tourism operator, providing lakefront accommodation, residential conferencing and a restaurant, and working closely with Akagera National Park and tour operators.





- 1 Terraced outdoor dining & function area
 - 2 Upgraded guest house (two storey bldg.)
 - 3 Upgraded Gipsland house (single storey bldg.)
 - 4 10 tents supporting Phase 1 Glamping
 - 5 20 tents supporting Phase 2 Glamping
 - 6 Rope Course and Zipline site
- ◆ Revival theatre & restaurant
 - ◆ Green chappel / Lake Platform
 - ▲ Sleep in the Trees Phase 1
 - ▲ Sleep in the Trees Retreat Phase
- Rope line
 - Zipline
 - - - Revival trail (approx 1.5 km)



THE PROPOSAL

Revival Play and restaurant

A multi-use building operating as a restaurant or function facility for day visitors and guests, converting to deliver a theatrical play





THE PROPOSAL

An interactive theatrical play

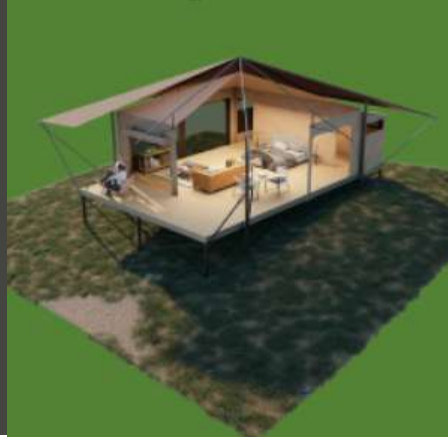
The story of Gahini with a revival twist - where the audience choose the ending



THE PROPOSAL

Personal nature based reflection time

- Sleep in the Trees – glamping perched on platforms in the tree canopy, overlooking Lake Ntaruka
- Ropes Course and Zipline – a soft adventure focused on developing confidence and technical skill within the young forest on site
- Revival Trail – a loop walk on the edge of Lake Muhazi to reflect on and further revive in nature



THE PROPOSAL

Upgraded guest houses

- Upgraded Guest House – increasing room size and comfort
- Upgraded Gippsland House – increasing room size and comfort
- The Revival Centre – a simple visitor centre inside the oldest church on site that introduces visitors to Gahini and its story

THE NUMBERS

- Two staged development program
- USD 4M development costs
- 30,083 visitors Year 5
- USD 251,583 Net Profit Year 5

Contribution to shared costs to develop Religious Tourism	Cost (USD)
21% of \$650,000 for Funding Procurement / Transaction Advisor / Tourism Expert / Project Manager Marketing Plan	135,552
Stage 1 development cost elements	Cost (USD)
Develop Revival Play and Restaurant	1,766,367
Upgrade the Guest House	456,800
Upgrade the Gippsland House	296,100
Develop the Revival Trail	80,000
Develop Sleep in the Trees	425,900
Total Stage 1	3,025,167
Develop Revival Centre	186,800
Develop Ropes course and zipline	125,000
Develop Sleep in the Trees Retreat	707,640
Total Stage 2	1,019,440
Total development budget	4,180,159

Visitation forecasts by market source	Year 1	Year 2	Year 3	Year 4	Year 5
Domestic (Rwanda) faith based O/N conference market	1,000	1,050	1,103	1,158	1,216
International faith based overnight conference market	384	403	423	445	446
International budget faith based O/N conference market	8,000	10,000	12,000	14,000	16,000
Domestic overnight leisure market	4,040	4,253	4,476	4,712	4,960
International overnight leisure high yield special interest	6,060	6,379	6,715	7,068	7,440
Total	19,484	22,086	24,717	27,383	30,083

Accommodation type	Rooms Years 4-5	Av Room Rate Year 4-5	Occupancy Year 5	Room nights Year 5
Guest House	16	USD 150	60%	3,504
Gippsland House	16	USD 140	55%	3,212
Sleep in the Trees Retreat	20	USD 170	65%	4,745
Total	52			11,461

Gross Operating Profit	Year 1	Year 2	Year 3	Year 4	Year 5
Guest House	192,720	261,810	240,900	264,990	289,090
Gippsland House	163,520	183,960	192,136	204,400	224,840
Sleep in the Trees	136,875	150,563	164,250	384,710	403,325
Restaurant	182,694	217,298	250,395	302,515	337,433
Theatre	61,120	67,232	73,344	79,456	85,568
Functions	57,600	71,400	86,400	102,600	120,000
Total Gross Operating Profit	794,529	907,263	1,007,425	1,338,671	1,460,246
Total Indirect costs	844,930	893,944	940,073	1,048,017	1,100,842
Net Profit before tax	125,000	13,319	67,353	290,654	359,404
Tax (30%)	(50,401)	3,996	20,206	87,196	107,821
Net Profit	1,019,440	9,323	47,147	203,458	251,583





ECONOMIC AND SOCIAL BENEFITS

Economic benefits

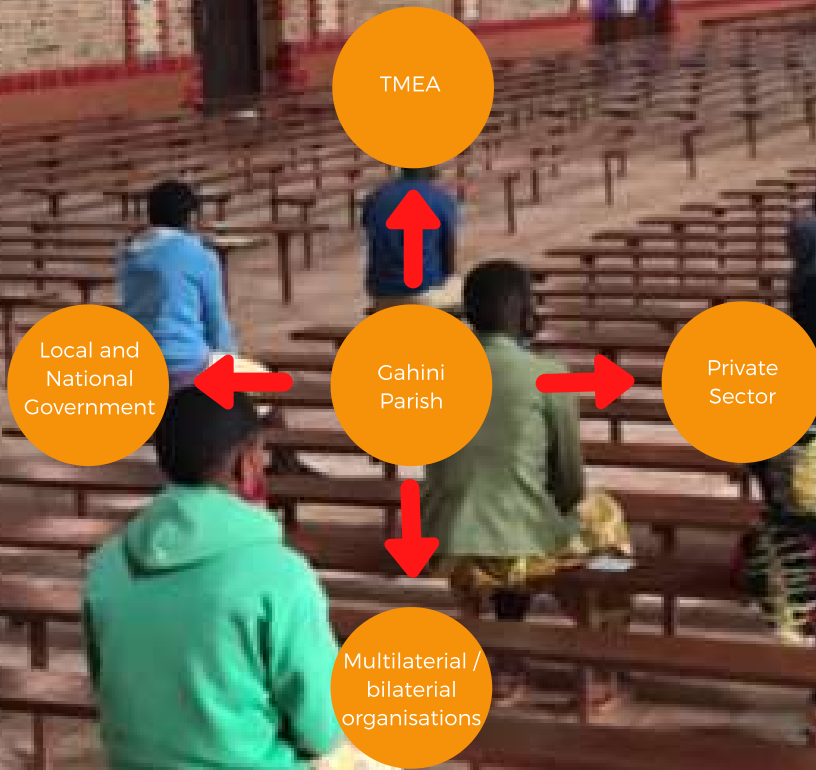
- Net Present Value USD21.7M
- Cost Benefit Ratio 21.6
- 15 direct jobs
- 314 incremental jobs over 15 years

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

The Gahini Parish is providing the land, existing infrastructure, buildings, tourism business and market, local stakeholder support and stories to develop the soul of the proposal. The Parish is establishing capital through its own channels.

Gahini Parish 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.

They welcome a partnership with an experienced operator to co-invest in and operate the accommodation, restaurant and functions 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, 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

Or

Contact Gahini Parish

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