

Investment Prospectus for Kibeho Sanctuary

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

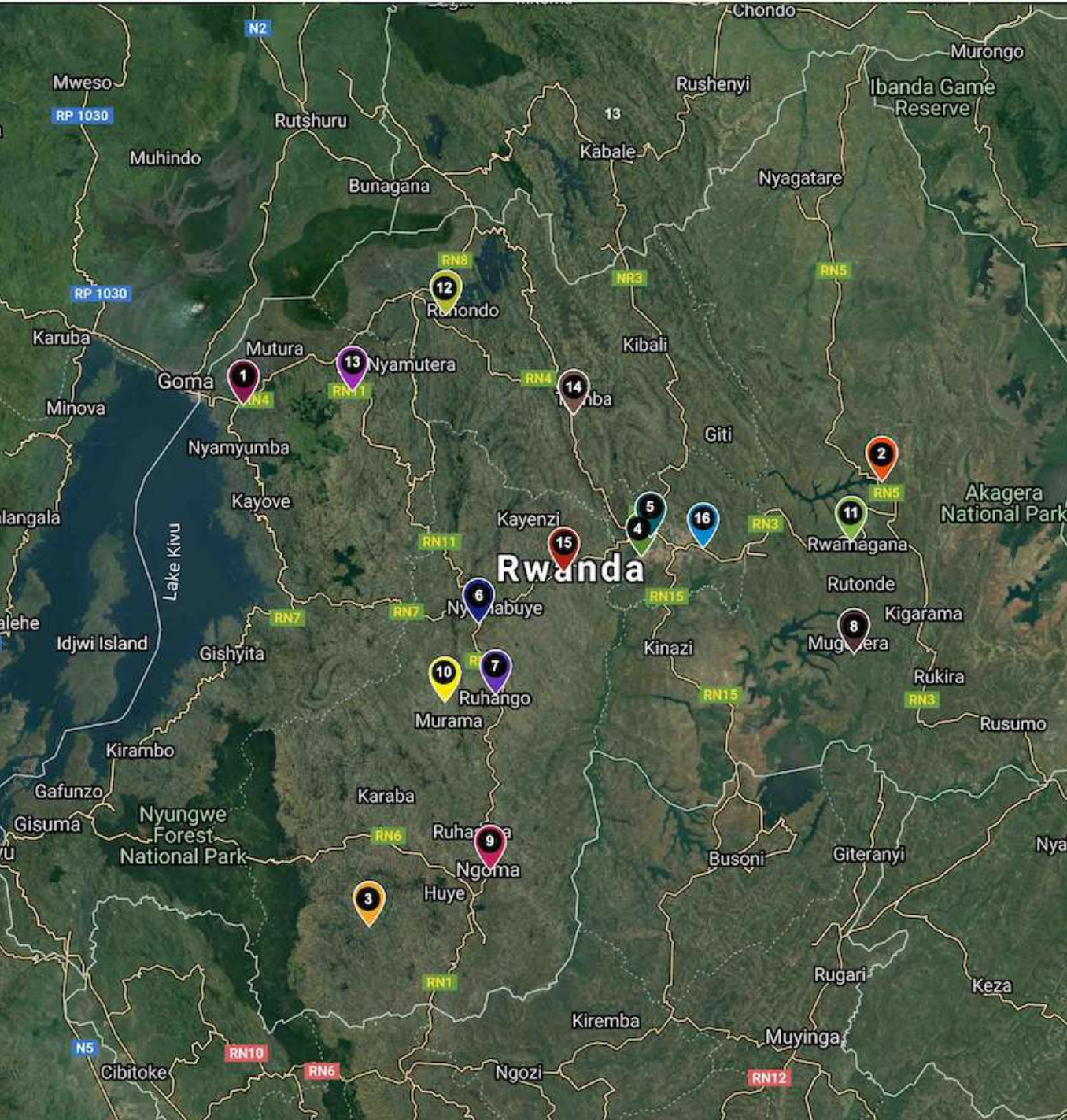




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This prospectus prepared by SMA Tourism for TradeMark East Africa and Rwanda Development Board in May 2021
www.smatourism.com



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 Kibeho Sanctuary, in southern 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

Respect

Regenerate

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 KIBEHO SANCTUARY

Kibeho Sanctuary is located in the Southern Corridor and District of Nyaruguru.

Kibeho Sanctuary is one of the few sites in the World recognised by the Vatican as a holy site where the Virgin Mary visited and shared some key messages for humanity – the only site in Africa. The apparitions communicated messages of love and hope that are relevant to all human beings, not just those of the Catholic faith. The apparitions included a forecast of the genocide and it came true at Kibeho in a particularly brutal form.

Kibeho Sanctuary has the highest profile and is one of the two most visited religious sites in Rwanda.





- 1 Public Parking
 - 2 Proposed Visitor Centre (Private Land)
 - 3 Proposed Visitor Center (Church Land)
 - 4 Proposed Retreat Accommodation 
 - 6 Kibeho Sanctuary
-  Walking trails
-  Way of 7 Sorrows of Our lady
 -  Way of the rosary
 -  Way of the Cross
 -  Procession Way
-  Proposed new trail connecting Parking, Visitor Centre and Kibeho Sanctuary



THE PROPOSAL

Visitor arrival and management:

- Visitor monitoring
- Site Master Plan to pull back arrival area
- Parking and Pilgrims Trail
- Visitor Centre providing arrival toilets, welcome, interpretation of the story, food and beverage and souvenir retail

THE PROPOSAL

Holographic theatre performance of Kibeho story:

- Act 1 – the apparitions, Act 2 – genocide, reconciliation and the future
- Mixture of historic footage, new acted footage and animated footage and special 3D effects
- Automated and live versions
- Multi-lingual production





THE PROPOSAL

Guided tours and trail upgrades

- Guided tour of the Sanctuary area to help visitors recognise, understand and appreciate the significant parts of the site
- Local guide training becomes certified as a Rwandan religious tourism guide
- Three trails get improved drainage, paving, seating and interpretation signs



THE PROPOSAL

Retreat accommodation

- 15 to 20 treehouses, each providing an open plan lounge / bedroom, outdoor deck with view and bathroom
- reception area, shared lounge / bar, dining area
- timber platform cantilevered off the slope should be built to offer a location for meditation / yoga

THE NUMBERS

- Four year development program
- USD 5.9M development costs
- 169,375 visitors Year 5
- USD 397,418 Net Profit Year 5

Assumptions for Retreat	Number
Retreat units	15
Annual Room Rate USD (full board)	200
Average occupancy Year 5	60%
Room nights Year 5	3,285
Direct costs (reception staff, food, housekeepers, kitchen and wait staff)	60%

Development cost elements	Cost (USD)
Master plan and parking acquisition	370,000
Visitor Centre	3,783,500
Holographic Theatre	1,200,000
Guided tour of Sanctuary area	70,000
New Pilgrim Trail	92,000
Trail upgrade	85,000
Retreat accommodation	716,400
Marketing	20,000
Capacity building	10,000
Total development budget	5,977,400

Visitation forecasts by market source	Year 1	Year 2	Year 3	Year 4	Year 5
Domestic (Rwanda) faith based	60,000	70,000	75,000	80,000	85,000
International faith based pilgrims	42,000	44,000	46,000	48,000	50,000
International faith based	4,200	4,620	5,082	5,590	6,179
International overnight leisure high yield special interest	23,700	24,648	25,634	26,659	27,726
International conference based	100	200	300	400	500
Total	130,000	143,468	152,016	160,649	169,375

Gross Operating Profit	Year 1	Year 2	Year 3	Year 4	Year 5
Visitor Centre Theatre (repairs & headsets)	637,000	702,993	744,878	787,182	829,937
Visitor Centre Theatre (live version)	159,200	180,242	192,863	205,574	218,381
Visitor Centre retail	325,000	358,670	380,040	401,624	423,437
Visitor Centre cafe	182,000	200,855	212,822	224,909	237,125
Guided tours	115,635	148,209	193,754	234,980	290,797
Retreat	131,400	175,200	219,000	240,900	262,800
Total Gross Operating Profit	1,550,235	1,766,169	1,943,357	2,095,169	2,262,476
Total Indirect costs	1,375,943	1,467,564	1,548,067	1,619,463	1,694,736
Net Profit before tax	174,293	298,605	395,290	475,706	567,741
Tax (30%)	52,288	89,581	118,587	142,712	170,322
Net Profit	122,005	209,023	276,703	332,994	397,418



ECONOMIC AND SOCIAL BENEFITS

Economic benefits

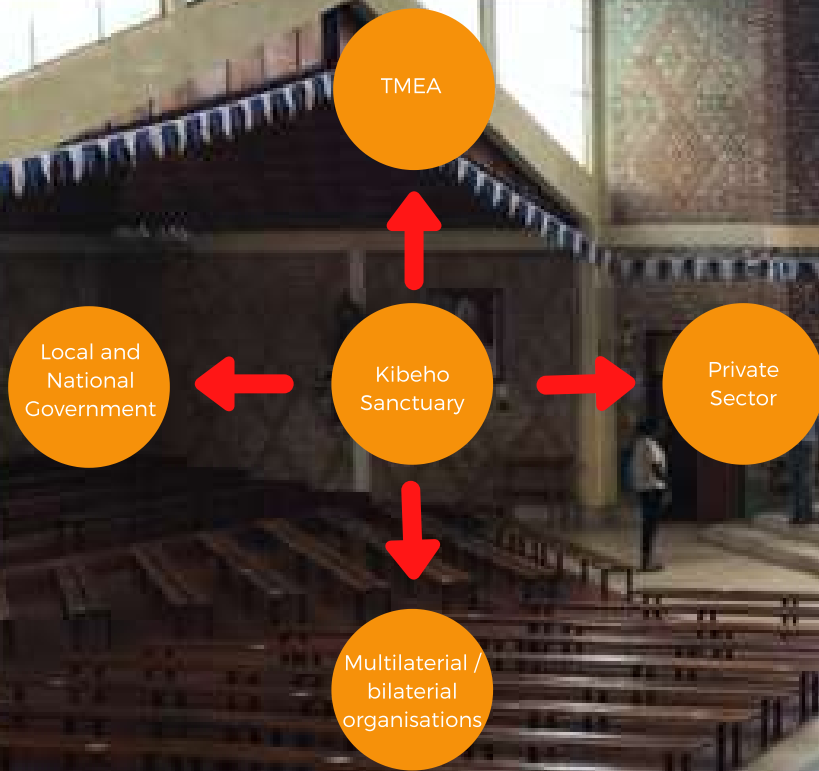
- Net Present Value USD 19.9M
- Cost Benefit Ratio 13.5
- 22 direct jobs
- 302 incremental jobs over 15 years

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

Kibeho Sanctuary 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 visitor centre (including holographic theatre, café, retail and guided tours) and retreat accommodation 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

Or

Contact Kibeho Sanctuary:

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