

Investment Prospectus for Sainte Famille

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



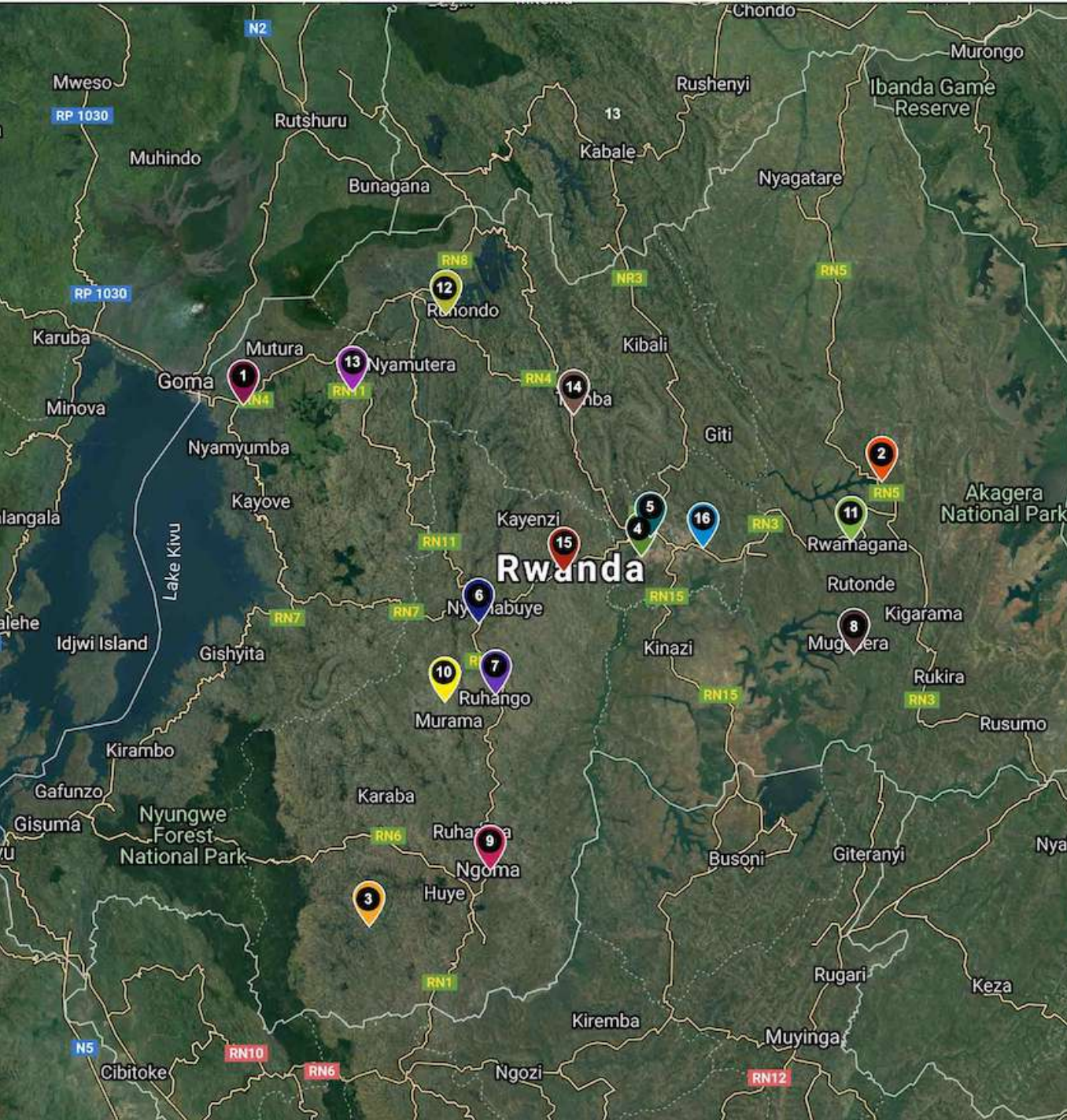


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This prospectus prepared by SMA Tourism for TradeMark East Africa and Rwanda Development Board in May 2021
www.smatourism.com





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 Sainte Famille, in Kigali, central 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 SAINTE FAMILLE

Sainte Famille Parish is located in the Kigali Central Business District Area. The site offers views of the city and is very close to the cities main hotels and tourism attractions. Some guided City Tours slow down or briefly stop at Sainte Famille to view the oldest church in Rwanda.

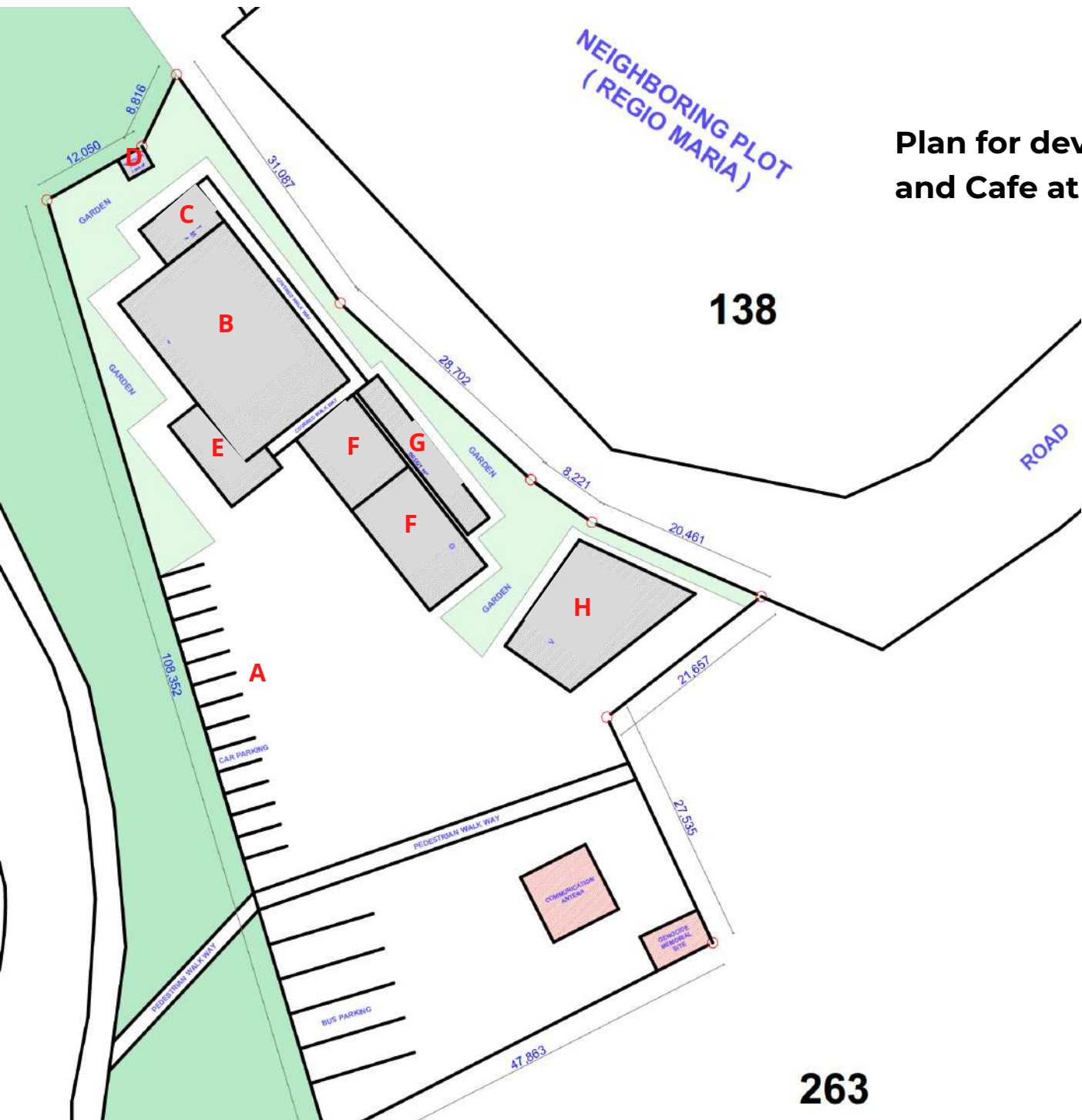
Sainte Famille is a bustling collection of church, hotel and function centre, education campus and various shops.

The centralised location offers an opportunity to promote all of the religious tourism experiences across Rwanda to a concentration of locals and tourists.

The localised story of Sainte Famille offers the opportunity for exploring the central role of a church in growing towns and cities, and reconciliation after the genocide tragedy.



Plan for developing a Visitor Information Centre and Cafe at Sainte Famille



LEGEND

- A.** New car parking for Visitor Centre
- B.** Repurposed Visitor Information Centre
- C.** Upgraded toilets for VIC
- D.** Repurposed generator house
- E.** New verandah for VIC
- F.** New cafe dining area
- G.** New deck for outdoor dining
- H.** New cafe kitchen





THE PROPOSAL

Part 1: Visitor Centre

- Introduction to Rwanda's religion – featuring virtual reality production with headsets
- Introduction to Rwanda's religious tourism experiences
- Enquiries counter
- Souvenir sales



THE PROPOSAL

Part 2: Adjacent cafe

- Overlooking the northern city – providing excellent views
- Outdoor dining spaces on deck with view
- Indoor dining with view



THE NUMBERS

- USD 1.4M development costs
- 70,419 visitors Year 5
- USD 220,167 Net Profit Year 5

Stage 1 development cost elements	Cost (USD)
Infrastructure	70,000
Construction	176,000
Fitout	145,000
Interpretation	1,000,000
Sundry	33,500
Total development budget	1,424,500

Visitation forecasts by market source	Year 1	Year 2	Year 3	Year 4	Year 5	Proportion
International guided tour customers	30,000	31,500	204,000	33,075	34,729	51%
Sainte Famille Hotel & residential conferencing	10,000	10,300	10,609	55,902	10,927	16%
Rwandan's visiting the Sainte Famille Church	15,000	15,450	16,223	17,034	17,545	25%
Free Independent Travellers from outside Kigali	5,000	5,150	5,408	5,678	5,848	8%
Total	60,000	62,400	65,314	68,368	70,419	100%

Forecast Profit and Loss	Year 1	Year 2	Year 3	Year 4	Year 5
Total revenue to Church	464,500	484,215	507,341	531,621	549,285
Total costs	193,630	202,852	213,631	225,021	234,761
Net Profit before tax	270,870	281,363	293,710	306,600	314,524
Tax (30%)	81,261	84,409	88,113	91,980	94,357
Net Profit	189,609	196,954	205,597	214,620	220,167



ECONOMIC AND SOCIAL BENEFITS

Economic benefits

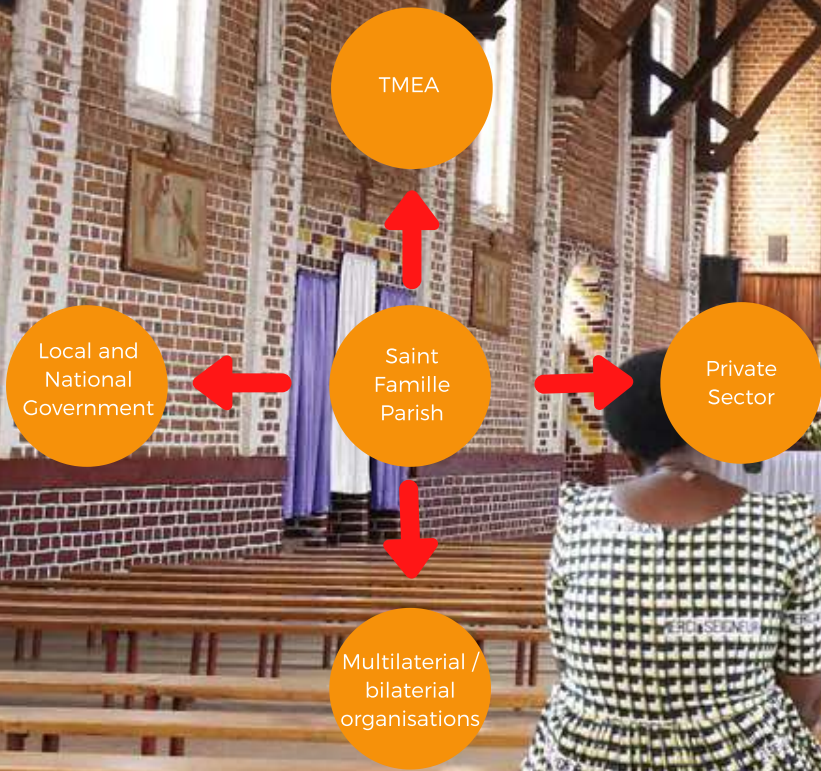
- Stimulation of visitation and visitor spend to other religious tourism attractions and tourism businesses

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 Sainte Famille Parish 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, 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 and café 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 the Sainte Famille Parish:

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