

Project proposal

Tourism investment & Conservation Project in Nronga, Hai district, Kilimanjaro



Executive Summary

Altezza Travelling Limited proposes an innovative travel and conservation project situated in the ecologically rich Nronga Area near Kilimanjaro. With a commitment to marrying enriching travel experiences with impactful conservation initiatives, we aim to advance biodiversity preservation, sustainable tourism, and socio-economic development in the Hai district.

Objectives

The project seeks to:

1. **Promote Sustainable Tourism:** Develop environmentally responsible travel experiences, enhancing Tanzania's standing as a distinguished eco-tourism destination.
2. **Conserve Endemic Species:** Safeguard the unique biodiversity around Kilimanjaro, notably species such as the Kilimanjaro White Eye, the Kilimanjaro Two-Horn Chameleon, and the Kilimanjaro Vlei Rats.
3. **Stimulate Local Economy:** Generate approximately 50-60 employment opportunities, offer fair compensation, and deliver pertinent training to locals, thus diversifying and bolstering the local economy by attracting tourists to previously unexplored areas.

Strategies

1. **Leverage Business Expertise and Advanced Promotion Strategies:** Utilize our extensive business experience and advanced tourism promotion strategies within the country to optimize the project's reach and impact.
2. **Collaboration with Nature Tanzania:** Engage in cooperative conservation projects, specifically focusing on owl populations, to utilize their natural role in rodent control and ensure agricultural sustainability.
3. **Educational Initiatives:** Provide complimentary educational tours to local school students and involve students from Mweka Wildlife College, instilling ecological awareness and conservation knowledge among the younger generation.

Investment:

The project is currently estimated to necessitate **an investment of approximately \$585,000** (provisional minimal estimate) encompassing various facets such as conservation activities, infrastructure development, employee training, and community outreach programs. A detailed and finalized investment breakdown will be promptly provided to the Tanzania Investment Center upon completion.

Economic and Employment Impact of the Project

Employment Creation

Altezza Travelling Limited is acutely aware of the socio-economic challenges within the local villages around Kilimanjaro, particularly, the scarcity of sustainable employment opportunities. To address this issue, our project is meticulously designed to create a substantial number of job positions, estimated to be between 50-60, benefiting the local population directly. These positions will include roles such as tour guides and maintenance workers, allowing local villagers to play integral parts in our conservation and travel projects.

Visitors Discovery Center: A Nexus of Learning and Opportunity

Altezza Travel plans to build the Visitors Discovery Center, a pioneering initiative in the Hai district. This center will be a multifunctional hub where travelers can immerse themselves in the rich wildlife, history, and culture of the local areas and embark on explorative day trips to nearby picturesque locales.

The center is envisioned to create a plethora of opportunities for local villagers, offering them employment as tour guides, assistants, and storytellers, and enabling them to share their distinctive cultural and historical heritage with visitors. By doing so, the center will play a pivotal role in cultural preservation and education.

Furthermore, the establishment of the center is anticipated to invigorate local commerce significantly. It will generate demand for locally crafted souvenirs and agricultural products, benefitting artisans and farmers in the Hai District. The restaurant within the center will prioritize sourcing locally, providing a steady market for local produce, and the influx of travelers will inevitably stimulate the local economy, fostering sustainable development in the Hai District.

Training and Fair Compensation

We are committed to not only providing employment but also ensuring that the individuals we hire receive adequate training to excel in their respective roles. By investing in the professional development of our employees, we aim to empower them with the skills and knowledge necessary for sustainable livelihoods. **Furthermore, we commit to paying fair wages, starting at 300,000 Tanzanian**

shillings per month, enabling breadwinners to support their families adequately, thereby contributing to the overall well-being of the community.



Visitors' Discovery Centre - concept

Economic Contributions

Beyond direct employment, Altezza Travelling Limited pledges to fulfill all tax obligations, contributing to the national economy and supporting government-funded services and infrastructure. By injecting capital into the local economy through taxes and wages, we aim to stimulate economic growth and improve the quality of life for the residents of the Hai District.

Extension of Tourism

Our project is poised to unlock tourism potential in areas previously overlooked by the tourism sector, despite Tanzania's suitability and appeal as a tourist destination. By developing travel and conservation projects in these untapped areas, we aim to diversify and expand Tanzania's tourism portfolio, attracting more visitors and further boosting the country's tourism revenue.

The envisioned economic and employment benefits of our project extend beyond immediate job creation and fair compensation. By providing training, paying taxes, and bringing tourism to previously omitted areas, we aim to create a ripple effect of

economic benefits, contributing to the sustainable development and prosperity of the Hai district. Through these endeavors, Altezza Travelling Limited aspires to be a catalyst for positive change, enhancing the quality of life and economic resilience of the communities around Kilimanjaro.

Leveraging Birdwatching for Ecotourism Development

Global Trend

Birdwatching has surged in popularity globally as enthusiasts seek to observe diverse avian species in their natural habitats. Recognizing this growing interest, our project intends to leverage this trend to enhance the appeal of the Nronga area in the Hai District, which is teeming with a rich variety of birdlife, thereby attracting birdwatchers from around the world.

Strategy and Facilities

The Nronga area, with its abundant and diverse avian populations, presents a prime opportunity to cater to birdwatching aficionados. The Visitors Discovery Center will serve as the launchpad for birdwatchers, providing them with the necessary facilities, information, and starting points for their expeditions. By doing so, we aim to make birdwatching an integral component of the area's ecotourism offerings.

Attracting birdwatchers will stimulate local tourism and contribute to the district's economy, complementing the broader objectives of our project to promote sustainable tourism and conservation in the area. It will also enhance the utilization of the Visitors Discovery Center, making it a multifaceted hub for various ecotourism activities.

Conservation Impact

The environs of Kilimanjaro are home to a myriad of endemic species, including diverse birds, mammals, and reptiles, each integral to the local ecosystem. Unfortunately, this rich biodiversity is under threat, primarily due to deforestation and habitat destruction. One of the fundamental objectives of our project is to augment the buffer zone of Kilimanjaro National Park, offering protection to these endangered species from activities such as illegal logging, thus preserving the ecological balance at these altitudes. By doing so, we aspire to curb the extinction of species that inhabit these areas, ensuring the conservation of biodiversity around Kilimanjaro.

Partnership with Nature Tanzania

Altezza Travelling Limited is eager to embark on joint conservation projects with Nature Tanzania, focusing on preserving the population of owls in the area. Owls play a crucial ecological role by controlling the populations of rodents such as rats and mice, which are known to destroy crops, causing substantial agricultural loss. This partnership is critical in maintaining ecological balance and supporting local agriculture. It is noteworthy that Nature Tanzania operates under the patronage of BirdLife from the UK, adding a layer of credibility and expertise to our collaborative efforts.

Target Species for Conservation

Within our conservation endeavors, special attention will be paid to species that are emblematic of the Kilimanjaro region and are in urgent need of conservation efforts. These include the Kilimanjaro White Eye, the Kilimanjaro Two-Horn Chameleon, and the Kilimanjaro Vlei Rats. Altezza Travelling Limited is committed to investing resources to protect these species and ensure their survival and well-being. By preserving these species, we aim to maintain the ecological richness and diversity of the Hai district



Kilimanjaro White Eye



Kilimanjaro Two-Horn Chameleon



Kilimanjaro Vlei Rat

Educational Initiatives

School Tours

Altezza Travelling Limited is committed to fostering environmental education and awareness among the youth of the Kilimanjaro region. We will be organizing educational tours for school students to the reserve, entirely free of charge. We understand the value of instilling a sense of ecological responsibility and connection to nature in the younger generations. To facilitate this, we have allocated our fleet of buses to transport students to and from the reserve, ensuring accessibility and convenience for all schools in the Kilimanjaro region in general, and in the Hai district in particular.

Engagement with Mweka College Students

Additionally, we intend to engage students from Mweka Wildlife College, leveraging their knowledge and passion for wildlife conservation. This collaboration will allow

students to gain hands-on experience in conservation projects, providing them with valuable insights and skills while contributing to our conservation efforts.

Sustainable Tourism Development

Beyond conservation and employment creation, this initiative also seeks to cultivate sustainable tourism in the region by offering unique and ecologically responsible travel experiences. By intertwining conservation with travel experiences, we aim to enhance Tanzania's appeal as a prime eco-tourism destination, driving more mindful and ecologically concerned tourism to the area. This endeavour will not only educate visitors on the importance of biodiversity and conservation but will also significantly contribute to the local economy and Tanzania's overall tourism sector.

Our Competence to Lead the Project

As we look forward to the development of this project, we believe it is crucial to articulate why Altezza Travelling Limited is an ideal candidate to lead this initiative:

Proven Track Record

Since our inception in 2014, Altezza Travelling Limited has grown rapidly to become one of the largest tour operators in Tanzania. As a registered investor with the Tanzania Investment Center, we have contributed significantly to the national economy, with tax payments, fees and levies of our affiliated companies exceeding one billion Tanzania shillings in 2021-2023 alone. We believe in transparency and are proud of our contributions to the country's economic development.

Local Commitment

We are, and will always remain, a local company, headquartered in Tanzania and deeply committed to nurturing growth here. We see our success as intertwined with the prosperity of this country.

Employment Impact

Altezza Travelling Limited is one of the largest tourism employers in northern Tanzania. We offer over 250 full-time positions and contract jobs to more than 1500 members of our Kilimanjaro climbing crews. We are a member of the KPAP, and pay the highest salaries among Mt Kilimanjaro climbing operators, and the tourism industry at large.

As an equal opportunity employer, we take pride in our diverse workforce that includes individuals from different backgrounds and areas of Tanzania. We have a strong female representation, with women constituting half of our workforce. Additionally, we actively support the development of future tourism professionals through training and internship opportunities for local students.

Technological Sophistication

Altezza is a modern, technology-driven company. We leverage advanced technology solutions in our operations and are eager to apply this expertise to this project, accelerating our mutual growth.

Commitment to Environmental Conservation

Our commitment to environmental stewardship and conservation is demonstrated by our active involvement in various initiatives. We are one of the largest contributors to the Serengeti De-snaring project and have been deeply involved in the Kilimanjaro and Chemka cleaning and reforestation activities. Responding to calls from the Kilimanjaro National Park Authority (KINAPA), we mobilized hundreds of our staff to combat bushfires on Kilimanjaro in 2020 and 2022. Notably, our force was the largest among tour operators.

Our experience, commitment, and capability position us perfectly to lead this project, contributing significantly to Tanzania's eco-tourism and conservation efforts.

Estimated Investment

Altezza Travelling Limited is currently in the meticulous process of finalizing the detailed calculations for the proposed travel and conservation project in the Nronga Area. As we refine the budgetary allocations and financial plans, we wish to present a tentative investment estimate to the Tanzania Investment Center.

Based on our preliminary assessments and project requirements, we anticipate that the investment will be approximately \$585,000 which we intend to invest within the next three years. This estimate is provisional and subject to modifications as we conclude our detailed calculations. We are committed to maintaining transparency and will promptly provide the Tanzania Investment Center with the finalized investment figures and detailed breakdown once completed.

This investment will encompass all project facets, including conservation initiatives, infrastructural development, employee training, and community engagement programs, ensuring the holistic and sustainable development of the Hai District

We hope that the Tanzania Investment Center acknowledges the provisional nature of this estimate and appreciates our commitment to delivering a detailed and accurate investment plan in due course.

Equipment which we need for the project

As we strive to provide world-class tourism services and contribute to the sustainable conservation of the rich heritage of the Nronga area, certain essential equipment and vehicles will be required to ensure smooth and efficient operations.

The following outlines the equipment and vehicles we intend to import into Tanzania:

1. **Toyota Coaster Buses:** These will be primarily utilised for organised group transportation, ensuring that travellers experience the majestic beauty of Nronga area, Kilimanjaro and the neighbouring attractions in comfort and safety.
2. **Toyota Alphard Vehicles:** Ideal for individualised transportation, these vehicles will serve for airport pickups, transfers to specific travel destinations, and specialised bird-watching tours within the Nronga region.
3. **Toyota Hiaces:** Dedicated to facilitating guided tours, these robust vehicles will enable our guests to access remote areas, unveiling the untouched landscapes and offering unparalleled experiences.

4. **Toyota Landcruisers:** Tailored for our premium clientele, these vehicles will ensure comfortable transfers to the remote entrances of the Kilimanjaro National Parks.
5. **Land Rover:** to organise transportation to the remote areas for our VIP clientele
6. **Equipment for Hiking Mt. Kilimanjaro:** As part of our commitment to offering a holistic tourism experience, we will be importing high-quality hiking equipment. This equipment will be provided to our mountain guides and also be available for rental to our clients who wish to undertake the exhilarating challenge of climbing Mt. Kilimanjaro.

In light of the above, we kindly request the Tanzania Investment Center's guidance and assistance in ensuring a seamless importation process. We believe that these investments will not only enhance the overall tourist experience but also significantly contribute to the economic growth of Kilimanjaro tourism.

For this project we, tentatively, need:

Description	Quantity needed
Toyota Hiace	30
Toyota Alphard	30
Toyota Land Cruiser	30
Land Rover (Jaguar)	10
Toyota Coaster	30
Mess tent for Kilimanjaro climbs	200
Sleeping tent for Kilimanjaro climbs	500
Down jackets	1000
Warm pants	1000
Membrane jackets	1000
Membrane jackets	1000
Trekking poles	500
Warm gloves	1000
Leg gaiters	500
Hiking boots	500
Hiking backpacks	500

Hiking duffle bags	1000
Sleeping bags	1000

As our Nronga Tourism Development & Conservation project evolves, we anticipate the need for additional equipment of varying types to further enhance our operations and services. We intend to maintain open communication with the Tanzania Investment Center and will reach out for guidance and assistance once we identify any further equipment necessities

Financial plan

Please note that this financial plan is provisional and represents our best estimates based on the current understanding of the market and the project's scope. As the project progresses, the introduction of additional products and a deeper comprehension of the market will likely necessitate revisions to this plan. We remain optimistic about the potential growth and believe there's a significant chance the project might outperform these initial projections. However, given our thorough analysis and conservative estimations, it's improbable that the actual earnings would fall below the presented figures.

Social nature of the project

Our company approaches this project not primarily as a commercial venture but as an embodiment of our commitment to social responsibility. At its core, this initiative is about creating meaningful employment opportunities for the local community and championing the conservation of the environment. We firmly believe in giving back, and this project is a manifestation of that ethos. By fostering sustainable tourism, we aim to strike a harmonious balance between socio-economic growth and environmental stewardship, making a lasting positive impact on both the community and the region's natural heritage.

Income	2024	2025	2026	2027	2028
Tour packages	\$35,000	\$47,500	\$60,000	\$101,500	\$105,000
Events & conferences	\$17,500	\$10,000	\$15,000	\$28,000	\$35,000
Gift shops & merchandise	\$7,500	\$12,500	\$17,500	\$31,500	\$35,000
Partnership sales	\$5,000	\$10,000	\$15,000	\$28,000	\$31,500
Birdwatching tours	\$2,500	\$5,000	\$7,500	\$14,000	\$17,500
Total income	\$67,500	\$85,000	\$115,000	\$203,000	\$224,000
Expenses					
Costs of sale	\$70,000	\$80,000	\$85,000	\$90,000	\$95,000
Marketing & promotions	\$15,000	\$10,000	\$10,000	\$10,000	\$10,000
Miscellaneous	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Total expenses	\$90,000	\$95,000	\$95,000	\$105,000	\$110,000
Net profit:	-\$22,500	-\$10,000	\$20,000	\$98,000	\$114,000

Total net profit over 5 years:

\$199,500

Investment breakdown

It's imperative to understand that the \$585,000 allocation represents our preliminary assessment of the project's requirements based on the current data and market insights. The investment figure is rooted in our best estimates and is intended to cover the essential startup costs to set the project in motion.

Starting from the second year, as the project advances and matures, we anticipate gaining a clearer picture of our operational landscape. This will allow us to conduct a comprehensive analysis of all facets of the project. We're committed to identifying areas that might benefit from further enhancements or require additional resources. Consequently, our company is prepared to make additional investments to reinforce the project's success and ensure its continued growth.

Area of development	Investment required
Visitors Discovery Center	\$250,000
Project administrative facilities	\$150,000
Staff and guides training	\$55,000
Vehicles	\$50,000
Office computers	\$5,000
Office furniture	\$10,000
Business software	\$5,000
Stationery	\$2,000
High-speed internet bandwidth	\$8,000
Licensing & permits	\$10,000
Initial marketing and branding	\$15,000
Contingency fund	\$25,000
Total:	\$585,000

Investment sourcing strategy

Our commitment to the project in the Nronga area is evident in the way we've structured our investment strategy. Out of the total \$585,000 required, our company is directly contributing 40%, which amounts to \$234,000. This allocation stems from our dedicated investment fund, highlighting our unwavering belief in the project's potential and our continued dedication to the development of tourism and cultural projects in Tanzania.

For the remaining 60% of the investment, equivalent to \$351,000, we are looking towards our network of investors. Over our extensive years of operation in Tanzania, we've had the privilege of forging strong partnerships with a variety of stakeholders, particularly in the tourism sector. These investors have witnessed our dedication, expertise, and the tangible results we've delivered in the past. Given our shared history and their firsthand understanding of our capabilities, we're confident in their eagerness to contribute and be a part of this promising venture. In fact, owing to our reputation and the trust we've built, these investors stand ready to facilitate the necessary funds at a short notice.

This dual-faceted approach to sourcing not only demonstrates our commitment but also brings to the project the added advantage of expertise and trust from seasoned investors who are familiar with Tanzania's tourism landscape.

