

# Chole Mjini Conservation and Development Company



*We are committed to regenerative tourism that brings real benefit to the community and which supports cultural and wildlife conservation*

# Our Brand Story

Chole Mjini Development and Conservation Company is a global pioneer in regenerative tourism, offering sustainable luxury experiences that help create a better world. For over 20 years, conservation and community engagement have been our raison d'être, providing our guests with authentic cultural and wildlife experiences in a stunning coastal ecosystem. Our offerings now include yoga, meditation, spa treatments, and organic cuisine to promote wellness in harmony with nature.

Striving for a carbon-neutral, biodiversity-positive footprint, we redefine luxury to drive conservation, economic diversification, healthcare, and educational opportunities. Here, luxury is synonymous with sustainable conservation and development, encouraging our guests to participate in our vision for a flourishing planet.

For 30 years, we've been building capacity in our communities, promoting economic growth and women's and youth empowerment, trying to help them to manage change. Our commitment also extends to conserving and restoring historic buildings and regenerating natural habitats.

Since 1993, our local employment and procurement policies support about 60 families and our scholarship program has impacted almost all the families in our community. Our expansion plan aims to boost the District and National economy, creating more job opportunities in the Mafia archipelago and extending our positive impact to our neighbouring islands.



# History

## Lodges

- **1994** Chole Mjini Conservation and Development Co. Ltd. founded
- **2000** Chole Mjini Treehouse Lodge opened
- **2019** Kitu Kiblu Beach lodge opened

## Community work

- **2001** CMDCDC starts funding secondary and tertiary study. First 9 Chole island kids ever attend secondary school on scholarships
- **2011** First two university graduate from Chole island
- **2015** First female university graduate from Chole
- **2023** Chole has 32 university graduates and 226 high school graduates.

## Conservation work

- **1993** Purchased land on Chole island to create Popo park to conserve Seychelles Fruit bat. First bat count ..314 individuals on Chole, none on any of the other islands in the Mafia archipelago. Now there are more than 5000 on at least 3 islands in the archipelago.
- **2009** Received first research grant from WWF to identify whale sharks to raise awareness about whale sharks and determine their seasonal movement in Mafia Island waters.
- **2010** Founded Kitu Kiblu: Responsible Marine Encounters to lead the way in sustainable, non-invasive whale shark tourism
- **2021** Founded The Ropes of Hope to spread awareness of the importance of corals and coral reefs and coral propagation and rewilding methodologies among the small island communities in Mafia Island Marine Park

# AWARDS

- **2014** - Winners of World Responsible Tourism Award
- **2015** - Africa CSR Leadership Award
- **2016** - 100 Most Impactful CSR Leaders (Global Listing)
- **2017** - Winner Green Hotelier Award



- **2013 and 2020** - Tripadvisor Travellers Choice



Chole Mjini  
Treehouse  
Lodge  
●●●●●



Kitu Kiblu:  
Responsible  
Marine  
Encounters  
●●●●●

- **2010 - 2017, 2019, 2020, 2021**  
Tripadvisor Certificate of Excellence

# **Lodges and Hotel**

# Chole Mjini Lodge

## Properties and development proposal

### Current

- Two high-end treehouse rooms with their private plunge pools
- Four midrange treehouse rooms
- One midrange garden suite
- Dining area
- Well-equipped kitchen and watersports facilities

### Development proposal

- Conversion of 4 more treehouse rooms from mid-range to high-end with their private plunge pools
- Construction of a shared swimming pool and gym
- Construction of a jetty through the mangrove to the sea with a natural sea pool at the end of the jetty
- Construction of 4 rooms on stilts along the walkway in the mangrove forest
- Regeneration of a coral reef near the pool and jetty
- Conversion of the garden suite into a wellness and spa facility
- Implementation of nett zero carbon policies and waste recycling and disposal strategies for all of Chole island

Estimated investment

**\$ 750,000**



# Chole Courtyard Hotel

## Properties and development proposal

### Current

- Rebuilt ruin from 1890, abandoned in 1920

### Development proposal

- Construction of a high-end 8-room courtyard hotel in and around the restored and repurposed ruin in 19th Century Tanganyika theme (Shirazi/Omani/German colonial influences)
- Construction of a swimming pool in the courtyard and a gym
- Building in nett zero carbon policies and waste recycling and disposal strategies

Estimated investment

**\$ 1,200,000**



# Kitu Kiblu Lodge

## Properties and development proposal

### Current

- Two dormitories with 20 beds
- Five tented stilt houses
- One tented beach house
- Communal bathrooms
- Dining area
- Yoga Deck
- Beach Bar

### Development proposal

- Upgrade existing beach and stilt houses with en suite bathrooms
- Construction of five new beach houses
- Construction of five jungle/ tree houses in the coastal forest canopy on the property
- Construction of a swimming pool
- Construction of a SCUBA centre
- Construction of a coral and whale shark experience centre
- Implementation of nett zero carbon policies and waste recycling and disposal strategies

Estimated investment

**\$ 1,050,000**



# **Communities and Ecosystems**

# Community engagement

## Current

- Educate two generations of Chole children.
- Introduced SMILO NGO (that supports small islands of less than 150 km<sup>2</sup> in their sustainable development and management of their resources) on Chole and neighbouring Jibondo islands....paying membership and providing administrative support for the membership
- Support for Jibondo secondary school (paying for one teacher)
- CMTF scholarship program and recurrent funding for the Chole Kindergarten continues

## Development proposal

- Turn Jibondo secondary school into a centre for marine biological educational excellence
- Continue support of new secondary school on Jibondo island
- Creation of coral conservation club (CCC) at Jibondo secondary school
- Develop an extracurricular course in English, swimming, diving, coral and fish biology, coral reef ecology, oceanography, etc. to be taught via the CCC
- Support Ropes of Hope activities on Chole and Jibondo
- Scale SMILO and RoH to Juani and Bwejuu islands
- Extend CMTF scholarships to all scholars at Jibondo secondary school
- Build a jetty for Chole communities allowing them to dock in deep water at low tide
- Implement nett zero carbon policies and waste recycling and disposal strategies to the small islands in MIMP

Estimated grant needed for next 5 years

**\$ 1,200,000**



# Ecosystem Restoration

## Current

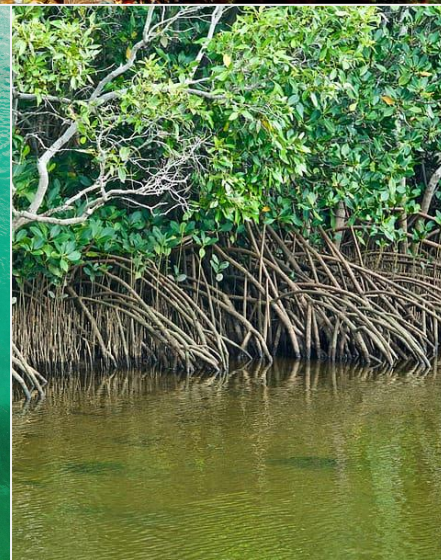
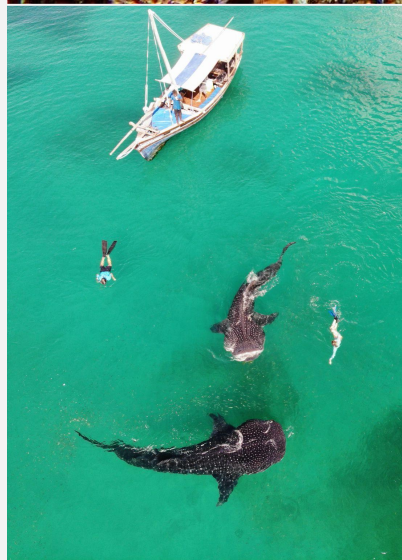
- Community-based coral propagation and reef restoration research
- Biodiversity monitoring with Mafia Island Marine Park (MIMP) authority and academic collaborators

## Development proposal

- Reef restoration at Shungimbili with Thanda Tanzania Ltd. and at Kitutia reef with Jibondo island community
- 'Groundtruth' cutting-edge new technologies that show potential to be used to measure changes in biodiversity
- Experiment with the commercialisation of coral reef products
- Introduce octopus fisheries management, aquaculture, permaculture and poultry-husbandry methods to the small islands in MIMP
- Forest conservation, rewilding of coastal forest and mangrove on Jibondo Island
- Investigate the potential for carbon credit trading by the small island communities in MIMP

Estimated grant needed for next 5 years

**\$ 1,500,000**



# Investment Summary

NOTE: This proposal is NOT possible until the company receives Derivative Title.  
The Company has TITLE DEED and Letter of Offer but DR is still pending since 2019

## Lodges and Hotel

Name	Expected delivery	Expected Investment
Chole Mjini Lodge	2024 - 2025	\$ 750,000
Chole Courtyard Hotel	2024 - 2026	\$ 1,200,000
Kitu Kiblu Lodge	2024 - 2026	\$ 1,050,000
<b>Total</b>		<b>\$ 3,000,000</b>

## Communities and Ecosystems

Name	Expected delivery	Proposed Grants
Community empowerment	2024 - 2029	\$ 1,200,000
Ecosystem Restoration	2024 - 2029	\$ 1,500,000
<b>Total</b>		<b>\$ 2,700,000</b>

### Expected annual turnover

Chole Mjini Lodge	\$ 1,400,000
Chole Courtyard Hotel	\$ 870,000
Kitu Kiblu Lodge	\$ 700,000

### Expected numbers of guest nights

Chole Mjini Lodge	3,650
Chole Courtyard Hotel	2,920
Kitu Kiblu Lodge	5,840

### Expected employment (new jobs created)

Chole Mjini Lodge	40 (10)
Chole Courtyard Hotel	(20)
Kitu Kiblu Lodge	50 (30)

# Long-term vision

Create a World-leader, multi-dimensional, inspirational, regenerative hospitality brand  
Chole Mjini Conservation and Development Co. becomes a lighthouse for regenerative tourism and sustainable tourism as well as an inspiration for those who wish to travel for positive change.

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Chole Island becomes the first nett carbon neutral and biodiversity-positive community in East Africa.

•••

We inspire and enable a generation of marine scientists and conservationists from the youth of the small islands in MIMP who can then drive sustainable utilisation of their reef resources.

•••

Develop a cost-effective method to measure and quantify biodiversity in coral reef ecosystems.

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Roll out the methodologies developed and the lessons learned by RoH to small island and coastal communities throughout the tropics.

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Position the small island and coastal communities in MIMP to benefit from the trade in carbon and biodiversity credits (in the future).

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Using the long term stability of the business as a foundation to impact the growth and development of the other pillars in wellness, conservation and community development

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Growing the Chole Mjini Brand to be an island of tranquility in nature for restoration in health and wellness through retreat spaces, food and activities that rejuvenate and support our clients in getting back to their senses

Thank you for your attention, and  
we look forward to welcoming  
you to one of our properties

