



AFRICAN GREENLAND SAFARIS LIMITED

Submitted to

Tanzania Investment Centre (TIC)
United Republic of Tanzania

Company Details

Company Name: African Greenland Safaris Ltd
Certificate of Registration No.: 69331
Date of Registration: 15 January 2009
Ownership: 100% Tanzanian Owned
Business Activity: Tour Operations & Tourism Services
Head Office: Arusha, Tanzania

1. Executive Summary

African Greenland Safaris Ltd is a fully Tanzanian-owned tour operator registered in 2009 and operating continuously since establishment. The company provides professional safari and tourism services across Tanzania's premier wildlife destinations.

Due to increasing international demand driven by online tourism platforms and digital marketing channels, the company plans a strategic expansion to enhance service capacity and support Tanzania's tourism growth.

The five-year expansion project includes:

- Expansion of safari vehicle fleet to meet growing tourist demand.
- Construction of a tourist lodge near Arusha National Park.
- Enhancement of service delivery standards and eco-tourism practices.

This project aligns with Tanzania's national goals of promoting tourism, increasing foreign exchange earnings, creating employment, and encouraging sustainable investment.

2. Company Background

African Greenland Safaris Ltd was incorporated on 15 January 2009 and has built a reputable presence in the tourism sector.

Core Services:

- Wildlife safari tours
- Mountain trekking arrangements
- Cultural tourism experiences
- Airport transfers & ground transportation
- Tailormade travel packages



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Key destinations served include Serengeti, Ngorongoro, Tarangire, Lake Manyara, Arusha National Park, and the Mount Kilimanjaro region.

3. Industry Overview

Tourism is a leading foreign exchange earner for Tanzania and a key pillar of national economic growth. Global interest in Tanzania's wildlife and landscapes continues to rise.

Industry trends include:

- Growth in online safari bookings
- Increased demand for eco-tourism experiences
- Preference for mid-range and boutique lodges
- Sustainable and community-based tourism

The proposed expansion positions the company to capitalize on these opportunities.

4. Project Description

The company proposes a five-year expansion project to strengthen operational capacity and improve visitor experience.

A. Expansion of Safari Vehicle Fleet

- Acquisition of additional 4x4 safari Land Cruisers.
- Equipped with pop-up roofs, safety systems, GPS tracking, and refrigeration units.
- Increased capacity to meet rising demand.

Benefits:

- Improved service quality and safety
- Increased tourist handling capacity
- Employment for driver-guides and support staff

B. Construction of Tourist Lodge near Arusha National Park

- Development of an eco-friendly lodge to provide quality accommodation.
- Designed to support sustainable tourism and environmental conservation.
- Promotion of local supply chains and community participation.

Benefits:

- Enhanced visitor experience
- Increased tourism revenue retention within Tanzania
- Job creation and local economic development

5. Economic Contribution

The expansion project will contribute to:

- Increased foreign exchange earnings



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- Job creation for Tanzanian citizens
- Skills development in tourism and hospitality
- Growth of local supply chains and community income
- Promotion of sustainable tourism practices

6. Implementation Timeline

Year 1: Acquisition of safari vehicles and operational expansion

Year 2-4 : Lodge construction and development

Year 5: Full operational capacity and service optimization

7. Compliance and Sustainability

The company is committed to complying with all national investment, tourism, and environmental regulations. The lodge will incorporate eco-friendly practices including efficient resource use and conservation awareness initiatives.

8. Conclusion

African Greenland Safaris Ltd respectfully seeks support from the Tanzania Investment Centre in obtaining a Certificate of Incentives to facilitate this expansion project.

The investment will strengthen Tanzania's tourism sector, create employment, and promote sustainable economic growth.