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KINIGI SANCTUARY

Nature · Culture · Wellness

Ultra-Luxury Eco Wellness Resort · 17 Acres, Kinigi Rwanda

STRICTLY CONFIDENTIAL



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EXECUTIVE SUMMARY – The Gateway to Rwanda’s Prized Wilderness

This proposal presents the opportunity to purchase and develop a 17-acre parcel in Rwanda’s Volcanoes National Park.

Strategically located adjacent to:

- Main trekking base for mountain gorillas
- Volcano hiking & wildlife experience trails
- The Gorilla Naming Plaza, Rwanda’s renowned celebration site

**INVESTMENT HIGHLIGHT: 17.4 ACRE (70,438 SQM.)
PRIME LAND IN KINIGI, RWANDA**

ASKING PRICE: \$10 MILLION

**VISION: CREATE RWANDA’S MOST EXCLUSIVE
WELLNESS AND ECO-LUXURY SANCTUARY**

**CONCEPT: ULTRA-LUXURY WELLNESS & ECO-
LODGE RESORT (5-STAR STANDARD)**

OPEN BIDDING: MAY 1ST – JUNE 10TH

**(MAY BE SUBJECT TO EARLY ACCEPTANCE
UPON RECEIPT OF A QUALIFIED OFFER)**



SYNOPSIS – The Opportunity at a Glance

Land Ownership & Acquisition

Association de Solidarité des Femmes Rwandaises (ASOFERWA), the current landowner, is an NGO created right after the 1994 genocide against the Tutsi, with the mandate to support vulnerable women and children in Rwanda through community action and socio-economic rehabilitation. The current management is setting forth a new directive to find the right partnership that shares a similar vision for this contents. The sales from this opportunity will help continue to drive the NGO's mission focus on promoting gender equality, women's empowerment, and national reconciliation.

Key Opportunity Drivers:

- 1. Mandate:** Rwanda government has strategically positioned Kinigi as a premium eco-tourism hub, aligning with the country's national vision for **high-value, low-volume tourism**.
- 2. Land Availability:** Strict environmental zoning restricts future hospitality development creating scarcity value for a premium property.
- 3. Growth Incentives:** Rwanda Development Board (RDB) offers strong tax incentives for sustainable tourism projects.
- 4. ESG aligned Benefits:** Development projects that prioritize reforestation, habitat restoration, and low-impact building practices can also generate **ESG carbon credits**, creating an additional revenue stream.



SITE OVERVIEW & LOCATION– The Advantages

Strategic location

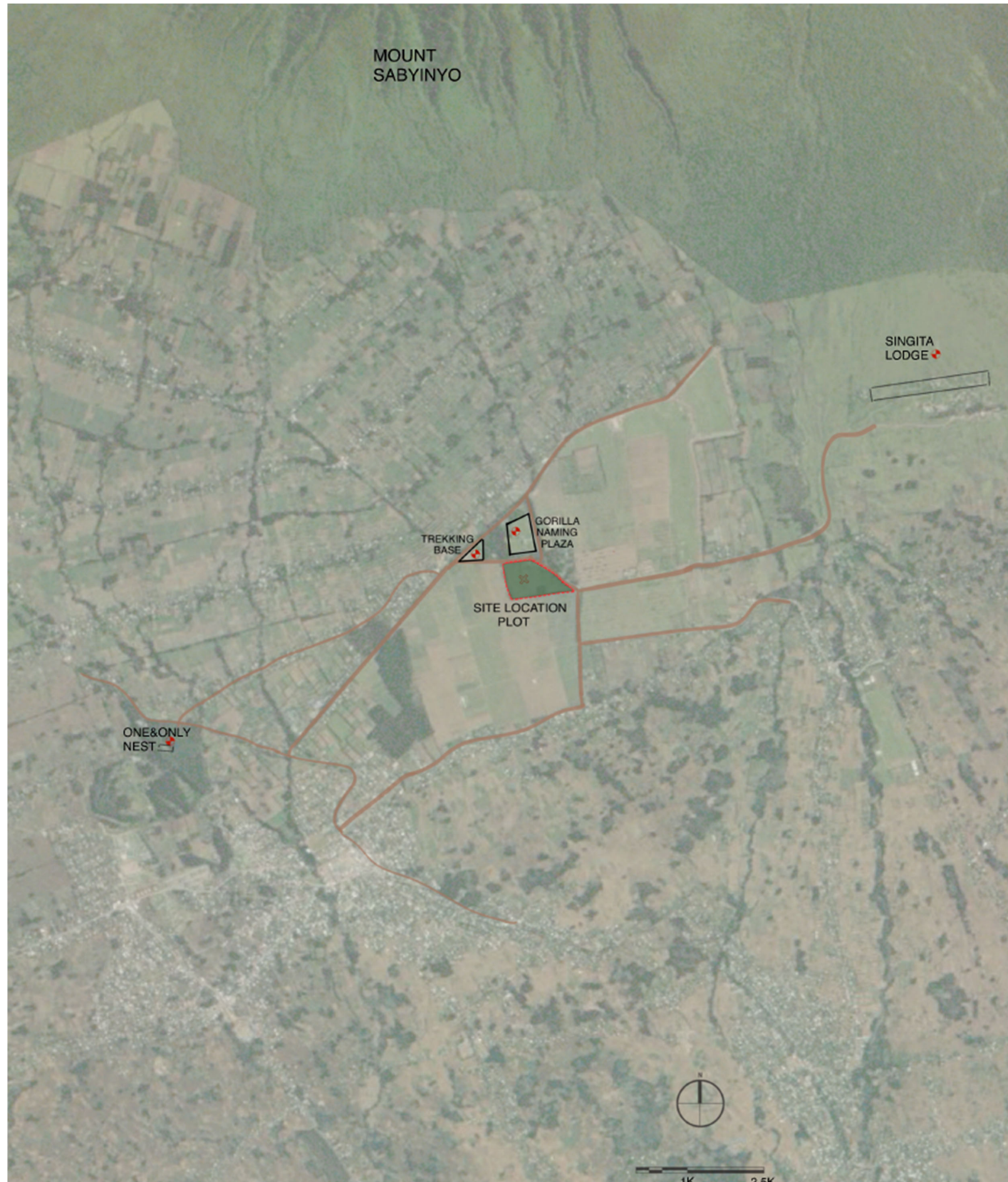
Kinigi is Rwanda's most prized natural destination, attracting global travelers, conservationists, and high-net-worth visitors who come for gorilla trekking and the rare serenity of volcanic landscapes.

Proximity to Kigali Airport

2.30hrs from Kigali International Airport.



SITE MAP – The Location Overview



Attraction

Nested at the foothills of the Virunga Mountains, the site offers panoramic views of mist covered volcanoes and lush greenery.

Site overlooking the Virunga range with direct view of Mount Sabyinyo.

Located directly in front of Gorilla Naming Plaza, Rwanda's renowned celebration site.

DESTINATION CONTEXT – Kinigi & Volcanoes National Park

Nestled at the foothills of the **Virunga Volcanoes**, Kinigi serves as the main gateway to **Volcanoes National Park**, one of Africa’s most exclusive and emotionally stirring destinations.

This park is home to **the world-famous mountain gorillas**, attracting global travelers, conservationists, and high-net-worth visitors who come for gorilla trekking and the rare serenity of volcanic landscapes.

Heart of Rwanda’s Luxury Tourism

While Rwanda is establishing itself as a **luxury safari and eco-tourism destination**, today there continues to be a lack of true ultra-luxury accommodation to meet the demand of discerning travelers.

• **Market-Gap:** The demand far exceeds supply, particularly in the luxury wellness and nature-immersive segment. This leaves an open lane for strategic investment in **a signature destination**.

Metric	2019	2023	2024
International Arrivals (Rwanda)	1.6M	1.4M	1.5M
Volcanoes Park Visitors	35,000	48,000	53,000
Toal Tourism Revenue	\$636M	\$620M	\$647M
Luxury Lodge Occupancy	+90%	+95%	+95%



MARKET TRENDS – Luxury Tourism in Kinigi

1. Proof of Concept & Comparable Properties

Bisate Lodge

Wilderness Safaris · 6 villas · Kinigi

\$1,600 – \$2,200 / night

Fully booked
peak season

One&Only Gorilla's Nest

One&Only Resorts · 20 lodges · Kinigi

\$1,400 – \$1,900 / night

Fully booked
peak season

Singita Kwitonda

Singita · 12 suites · Adjacent site

\$2,000 – \$2,800 / night

Fully booked
peak season

Volcanoes Park visitor numbers have grown 51% since 2019.
All comparable lodges operate fully booked throughout peak season.

2. Market Validation

Demand is
Proven.

+95%

LUXURY LODGE OCCUPANCY · KINIGI · 2025



VISION & STRATEGIC ALIGNMENT – Vision 2050 & Tourism Master Plan

Rwanda's Vision 2050 Tourism Plan aims to transform the sector into a high-end, sustainable, and diversified industry.

Rwanda's government has strategically positioned Kinigi as a premium eco-tourism hub, aligning with the country's national vision for **high-value, low-volume tourism**.

- High-end sustainable tourism is a national priority
- Government incentives for eco-investments
- Strong alignment with conservation, employment, and community upliftment



We envision Kinigi Sanctuary as Africa's most exclusive wellness destination, a place where global travelers reconnect with self, culture, and the planet in absolute luxury.

NEXT STEPS – Invitation

Investment Vision

This investment is set to build a luxury wellness sanctuary where modern architecture meets Rwanda soul. Offering a blend of Kinigi Volcanoes National Park mystic beauty, deep rest, rejuvenation, and a connection with nature.

Acquisition Process

All discussions, documentations, and negotiations will be conducted on a strictly confidential basis. A curated, confidential, and fast-track path for qualified buyers can also be available and be completed within 21-30 days.

Private Site Visit

A private tour of the 17-acre property is organized, offering first-hand experience of the landscape and development potential.

Due Diligence Package

The investor will receive a structured legal & technical due diligence binder, including Official land title & ownership certificate, environmental zoning category & guidelines, site coordinates, maps boundaries, seller authorization, and other transfer overview.

Offer Submission (Letter of Intent)

Interested investors submit a Letter of Intent outlining payment structure, timelines, conditions & preferences, and development vision. This step formalizes interest without binding the buyer to full contract yet. Agreed terms will be formalized into a final purchase & sale agreement.

We invite you to explore this opportunity with the vision and intention it deserves, a once-in-a-lifetime chance to create a destination that honors nature, elevates wellness, uplifts community, and becomes a legacy investment for generations.



Contact Us

For additional information, questions, comments, or clarifications

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