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**TOURISM INVESTMENT AND BUSINESS  
FORUM FOR AFRICA**

**FORO DE INVERSIONES Y NEGOCIOS  
TÚRÍSTICOS PARA ÁFRICA**

**FORUM TOURISTIQUE SUR LES  
INVESTISSEMENTS ET LES OPPORTUNITÉS  
D'AFFAIRES EN AFRIQUE**

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### **Tourism Investment Forum for Africa Catalogue**

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# CÔTE D'IVOIRE



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# 1. Azagny Eco-hotel and Excursion Boat

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**Company:** CTE Voyages & Tourisme

**Sector and sub-sector:** Hotel construction, marina

**Public/private:** Private

**Short description:**

Of the 530 km of coastline of Côte d'Ivoire, only 27% is exploited for tourism investments, and therefore has significant potential.

The present project aims at exploiting this potential through the construction of a holiday village on an area of 21.000 HA in the Parc National D'Azagny, a natural park housing abundant fauna and flora and three bodies of water: the lagoon, the river and the sea. Furthermore, an excursion boat with 200 seats and a bar-restaurant will be purchased.

The project promoter, CTE VOYAGES ET TOURISME, is looking to develop (marine) tourist activities around a marina composed of 25 bungalows, several sports fields, a restaurant, and sightseeing and catering boats.

**Investment range:** 10.000.000 euros

**Type of partnership proposed:** BOT Joint venture

**Supporting documentation:** Submission form, Business plan



## 2. Touristic Promotion of the Slave Route

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**Company:** Ministère du Tourisme et des Loisirs of Côte d'Ivoire  
**Sector and sub-sector:** Tourism infrastructure, hotel development  
**Public/private:** Public

### Short description:

The government of Côte d'Ivoire has decided to make tourism into the main economic leverage of its growth. This goal, within a tourism development strategy known as « Sublime Côte d'Ivoire », is planned to be achieved by 2025. Not only will the strategy focus on improving the leisure and tourism sector, but as to take into account implementation of structuring projects.

Against this backdrop, the current project, “The slave Route”, a high level slave memory circuit, is a result of the « Sublime Côte d'Ivoire » strategy. The accompanying touristic development for this area includes the construction of several hotels, a museum, a restaurant and a performance hall. Furthermore, a guided circuit on the memorial slave route will be defined.

The project includes the following components:

1. **Purge of customary rights**
2. **Touristic development and valorization of the site**
  - 4 star hotel of 100 rooms
  - 3 star hotel of 50 rooms
  - Stores
  - Souvenir Shops
  - Museum
  - Performance hall
  - Restaurants
  - Guided circuit
  - Leisure and Relaxation spaces
3. **Promotion and marketing of the touristic destination**

**Investment range:** 98 211 222 euros

**Supporting documentation:** Project presentation sheet

## 3. Touristic development of the Assinie-Adiaké tourist area

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**Company:** Ministère du Tourisme et des Loisirs of Côte d'Ivoire

**Sector and sub-sector:** Tourism infrastructure, hotel development

**Public/private:** Public

### Short description:

One of the objectives of the « Sublime Côte d'Ivoire » strategy is to promote tourism development outside Abidjan. The Touristic development of the Assinie-Adiaké tourist area is one of the projects resulting from this strategy.

More specifically, this project aims to transform the Assinie-Adiaké area into a tourist destination of international reference (a label like the Côte d'Azur in France or Ibiza in Spain).

This project, with a total cost of US\$ 372,143,000, is aiming at the construction of a dozen luxury, high and mid-range hotel establishments with a capacity of 1,000 rooms.

Thus is planned the construction of two 5-star hotels with a capacity of 400 rooms; three 4-star hotels with a capacity of 300 and five 3-star hotels with a capacity of 300 rooms.

### The project includes the following components:

- **Purge of customary rights**  
The purge will concern an area of 30 ha planned for the completion of the project. Three (3) ha are planned for the construction and extension of each hotel complex.
- **Tourist development and enhancement of the site**  
The tourist facilities will include, in addition to the VRDs, the construction of 5 wharves / docks, marinas, water parks, etc.
- **Promotion and marketing of Assinie-Adiaké tourist destination**

**Investment range :** 372 143 000 USD

**Supporting documentation:** Project presentation sheet



## 4. The City of Urban Arts and Music of Anoumabo

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**Company:** Ministère du Tourisme et des Loisirs of Côte d'Ivoire

**Sector and sub-sector:** Tourism infrastructure, cultural tourism

**Public/private:** Public

### Short description:

The current project, which aims to create the City of Arts and Urban Music of Anoumabo, responds to one of the pillars of the "Sublime Côte d'Ivoire" Strategy; in particular that of making Abidjan the base of domestic entertainment and the sub-region. The creation of this city aims to boost the development of urban tourism in Abidjan.

### The project includes the following components:

- **Purge of customary rights**  
The purge will cover an area of 15 ha planned for the completion of the project.
- **Various amenities**
  - Development of a 90,000 m2 open-air performance site
  - Construction of a covered performance hall with 10,000 seats over 10,000 m2
  - Construction of 15 maquis restaurants (African gastronomy)
  - Construction of five (5) modern restaurants (international gastronomy)
  - Development of a pedestrian street bordering the lagoon
- **10,000 m2 real estate development**

**Investment range:** 372 143 000 USD

**Supporting documentation:** Project presentation sheet



## 5. Touristic Development of the private N’Zi River Lodge National Park

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**Company:** Ministère du Tourisme et des Loisirs of Côte d’Ivoire

**Sector and sub-sector:** Tourism infrastructure, hotel development

**Public/private:** Public

### Short description:

One of the pillars of the "Sublime Côte d’Ivoire" Strategy is to foster the development of an international tourism based on culture and a change of environment. One of the tourism projects in this context is the development of the private N’Zi River Lodge National Park.

The N’Zi River Lodge reserve covers 41,000 ha. It is located 45 km from the largest city in the center of the Ivory Coast, Bouaké (a major crossroads city for the populations of the countries located north of Côte d’Ivoire).

This project aims to promote ecotourism or tourism of a sustainable nature.

### The project includes the following components:

- **Various amenities**
  - Construction of observation points
  - Development and rehabilitation of cycle paths
  - Development and rehabilitation of perimeter tracks
  
- **Construction of accommodation units (30 Chalets)**
  - Construction of 20 chalets with a capacity of 2 Bedrooms each
  - Construction of 10 individual chalets on stilts by the N’ZI river
  - Construction of a restaurant
  - Construction of a swimming pool
  - Construction of a spa.
  - A ride on the N’Zi river
  - Animals sightings in vehicle
  - Fishing activities
  
- **Development of an airstrip at the edge of the park**

**Investment range:** 8 751 162 EURO

**Supporting documentation:** Project presentation sheet

## 6. Touristic Development of the Taï and Comoé National Parks

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**Company:** Ministère du Tourisme et des Loisirs of Côte d'Ivoire

**Sector and sub-sector:** Tourism infrastructure, hotel development

**Public/private:** Public

### Short description:

One of the pillars of the "Sublime Côte d'Ivoire" Strategy is to foster the development of international tourism based on culture and change of environment. One of the tourism projects in this context is the tourism development in the Taï and Comoé National Parks .

Respectively World Heritage and UNESCO Biosphere Reserve, these parks each have an area of 508,186 ha and 1,148,756 ha.

This project aims to promote ecotourism or tourism of sustainable sources.

The project includes the following components:

- **Various amenities**
  - Construction of observation points in each of the Parks
  - Development and rehabilitation of cycle paths
  - Development and rehabilitation of perimeter tracks
- **Construction of accommodation units (900 pax)**
  - Construction of 40 to 50 good quality accommodation units with a capacity of 6 pax / unit in Taï National Park.
  - Construction of 80 to 100 good quality accommodation units with a capacity of 6 pax / unit in Comoé National Park
- **Development of an airstrip at the edge of the park**

**Investment range:** 22 123 725 EUR

**Supporting documentation:** Project presentation sheet

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## 7. Creation of the Jacquville SMART City

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**Company:** Ministère du Tourisme et des Loisirs of Côte d'Ivoire

**Sector and sub-sector:** Tourism infrastructure, hotel development, sustainable energy

**Public/private:** Public

### **Short description:**

One of the objectives of the Sublime Côte d'Ivoire Strategy is to promote the territorial development of tourism outside Abidjan. This is the context for the present project to create a smart city of 50 ha in the Jacquville area.

The smart city will operate on the basis of wind and photovoltaic energy and will be managed through information and communication technologies to optimize the quality of its services.

### This project includes the construction of:

- An tourist city of 100 villas on an area of 20 hectares
- Two high and mid-range hotel establishments with a capacity of 250 rooms on an area of 6 hectares
- Leisure areas including a mini Aquatic park on an area of 10 ha
- Commercial spaces including a Mall with an area of 3 ha
- 10 maquis-restaurants on an area of one ha
- A solar field on an area of 3 ha for a daily energy production of 3 MWh

**Investment range :** 265 119 024 EUR

**Supporting documentation:** Project presentation sheet

## 8. The Creation of “Grand Bassam” touristic village

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**Company:** Ministère du Tourisme et des Loisirs of Côte d'Ivoire

**Sector and sub-sector:** Tourism infrastructure, hotel development

**Public/private:** Public

### Short description:

One of the objectives of the Sublime Côte d'Ivoire Strategy is to promote tourism development outside Abidjan. It's against this the framework that the current project, the creation of a new tourist village “Grand Bassam” on an area of 300 hectares, will be carried out.

This project involves the construction of seven luxury, high and mid-range hotel establishments with a capacity of 1000 rooms. An area of 25 ha is planned for the realization of this component of the project.

In addition, to make the economic model viable, it is planned to build 50 luxury villas on an area of 5 ha and 50 luxury apartments in R + 3 mode on an area of 5 ha.

The goal of this project is to turn Grand Bassam into a tourist destination of international reference (a label like the Côte d'Azur in France or Ibiza in Spain).

The project includes the following components:

- **Tourist development and enhancement of the site**
  - construction of (2) 5-star hotel establishments with a capacity of 200 rooms each
  - construction of two (2) 4-star hotel establishments with a capacity of 150 rooms each
  - construction of three (3) 3-star hotel establishments with a capacity of 100 rooms each
  - construction of 50 villas on an area of 5ha
  - construction of 50 luxury apartments in R + 3 mode on an area of 5 ha
  - Restaurants
  - Stores
  - Craft shops
  - Cinema



- Offices
  - Residential buildings
  - Green spaces / public gardens
  - Water park
  - Recreational areas
- **Promotion and marketing of the Grand Bassam tourist destination**

**Investment range :** 348 156 540 EUR

**Supporting documentation:** Project presentation sheet

## 9. Creation of the Ebimpé Stadium tourist area

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**Company:** Ministère du Tourisme et des Loisirs of Côte d'Ivoire

**Sector and sub-sector:** Hotel and mall construction

**Public/private:** Public

### Short description:

One of the pillars of the Sublime Côte d'Ivoire Strategy is to make Abidjan the center of sports and leisure tourism in the sub-region. This project, which involves the creation of the tourist area of Ebimpé on an area of 100 hectares, is therefore part of this dynamic.

This project involves the construction of two high and mid-range hotel establishments with a capacity of 250 rooms. An area of 6 ha is planned for the realization of this component of the project at the rate of three hectares per establishment.

In addition to make the economic model viable, it is planned the construction of a mall on an area of 5 ha and a range of African restaurants on an area of 5 ha.

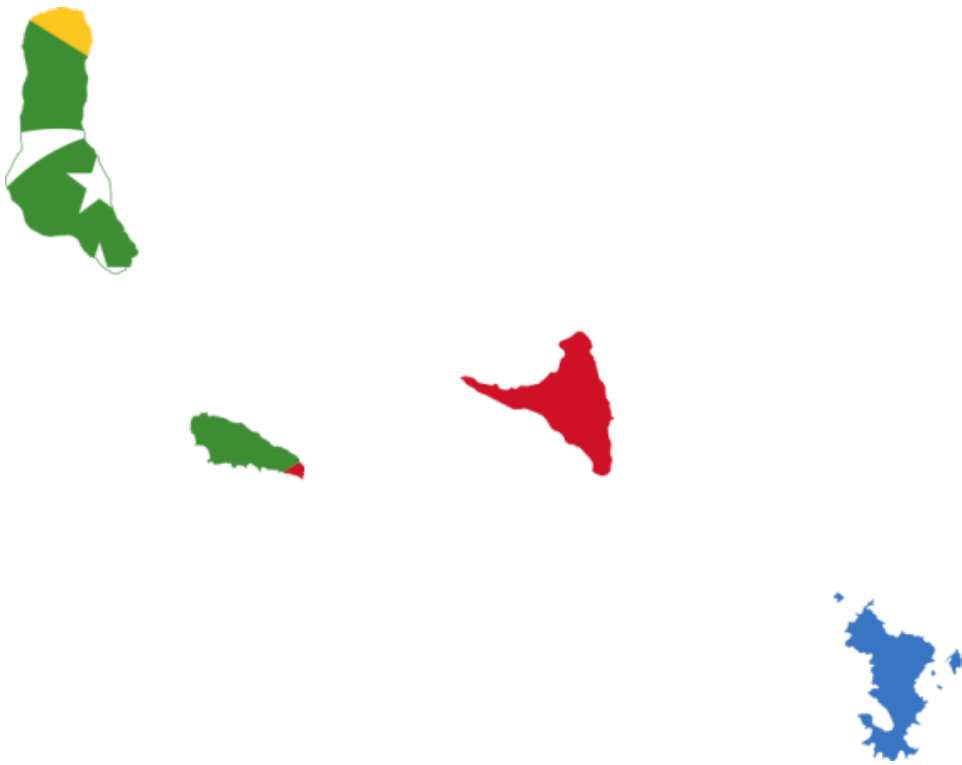
### The project includes the following components:

- **Purge of customary rights:** The purge will cover an area of 20 ha planned for the completion of the project.
- **Tourist development and enhancement of the site**
  - construction of one 4-star hotel establishment with a capacity of 150 rooms
  - construction of one 3-star hotel establishment with a capacity of 100 rooms
  - construction of a mall on an area of 5 ha
  - construction of a range of African restaurants on an area of 5 ha

**Investment range (€):** 97 713 120 EURO

**Supporting documentation:** Project presentation sheet

# COMOROS



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# 10. A new tourism destination in the Indian Ocean

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**Company:** Government of Comoros

**Sector and sub-sector:** hotel construction, adventure tourism, eco-tourism

**Public/private:** Public

## Short Description:

The Union of the Comoros has all the assets to become a top tourist destination, especially for tourists looking for nature. Its uniqueness and rich, almost untapped natural environment present enormous potential for the development of the tourism offer. 200,000 tourists bound for the Comoros are expected by 2030.

More specifically, Comoros are planning to develop tourism sites around three specific areas: Grande Comore, Moheli, and Anjouan

- **Grand comore**
  - *Mitsamiouli*: construction of 3 hotels (total capacity 600 beds), marina, accompanying infrastructure (bars, restaurants, etc.), development of adventure tourism
  - *Lac Salé*: construction of an eco-lodge (100beds), development of adventure tourism
  - *Chindini, Chomoni, Male and Bouni*: construction of four eco-lodges (total capacity of 160 beds), development of nautical activities and diving tourism
  - *Le Karthala*: construction of an eco-lodge (100beds), infrastructure to ensure access and park management, development of visits to the Karthala volcano, development of convalescence for the ascent of the Karthala
  
- **Moheli**
  - *Mohaini, Kavue Hoani*: Construction of 2 hotels (total capacity 200 beds)
  - *Mlédjélé forest*: Construction of an eco-lodge (100beds), development of adventure tourism around the forest
  - *Moheli and surroundings*: Development of micro-accommodation with the support of the State
  - *Itsamia*: Construction of a small marina, development of leisure activities and restaurant

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- **Anjouan**

- *Ile de la Selle*: Construction of a hotel (100 beds)
- *Anjouan*: Renovation of the Sultan MAWANA hotel complex and the Al Amal hotel
- *Bambao*: Development of agro-tourism
- *Mutsamudu*: Restoration of the Citadelle of Anjouan
- *Mont Tringuini*: Development of eco-tourism

**Investment range:** 686 million euros

**Type of partnership proposed:** Public Private

**Supporting documentation:** Presentation



# DEMOCRATIC REPUBLIC OF CONGO



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# 11. Wild Bonobo visit

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**Company:** Excel Voyage

**Sector and sub-sector:** Adventure tourism, ecotourism

**Public/private:** Private

## Short description:

The Democratic Republic of Congo possesses the second largest forest cover of the world after Brazil. The forests house an exceptional diversity of fauna and flora, including many protected animal species. The bonobo is a species exclusively to be found in DRC, but is highly endangered.

The current project consists in creating, developing and supporting ecotourism around the wild bonobo in the community forest (300 km from Kinshasa). More concretely, the project aims at the construction of a camp with 6 luxury tents, from which expeditions to the bonobos will be held.

After a preliminary visit on the site, the following action plan has been established:

- Signature of partnership with local community
- Make the site more accessible
- Choice of exact site where base camp will be constructed
- Purchasing supplies
- Construction of the camp (luxury tents, toilets, catering area)
- Product promotion

The project is collaboration between Excel Voyage, Mbou Mon Tour (a local NGO that wants to protect bonobos and conserve environment), and Scott Campbell (South African expert on national park management and activist for fauna and flora conservation).

**Investment range:** 250.000 USD

**Type of partnership proposed:** Financing

**Supporting documentation:** Submission form, Project Presentation, Project Costs



# SENEGAL



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## 12. Mbodiene, Delta, Kafountine, ABENE

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**Company:** SAPCO Sénégal

**Sector and sub-sector:** infrastructure development, ecotourism

**Short description:**

Development of touristic sites through the construction of basic infrastructure. The construction will take off in 2020 – 2021 and will take about 2 to 3 years, after concluding feasibility studies, construction schedule, execution studies and architectural specifications. Implementation of an environmental policy by carrying out social and environmental impact studies in order to ensure environmental preservation and maintenance and preserve the interests of future generations. Waste recycling, solar powered lighting system, wastewater recycling, environmental management.

**Investment range:** 20 to 30 milliards de frs CFA per project

**Type of partnership proposed:** PPP, concession, délégation de service public

**Supporting documentation:** Submission form



# SOUTH AFRICA



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## 13. Hole in the Wall Development

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**Company:** Incopho Coastal Development

**Sector and sub-sector:** Hotel development

**Public/private:** Public

### Short description:

The project seeks funding to develop accommodation and a conference facility, which includes, a Hole in the Wall Hotel/Resort overlooking the Hole in the Wall arch. The Hole in the Wall is an iconic natural attraction near Cocee Bay with a huge detached cliff that has a giant opening carved through its centre by the waves. The development will include the following:

- A 5-star hotel accommodating 44 guests
- Self-Catering accommodation consisting of 30x2 bedroom units and 30 x1 bedroom units
- Staff accommodation
- Day visitor's facilities which include indoor dining facilities, bar area, boma and pool
- A 500 seater conference facility
- Other facilities- restaurant, lounge, health spa and fitness centre

Furthermore, the synergies between tourism and handcrafts must be fully recognized and developed to become economic opportunities for local artisans in the region.

The development of the Hole in the Wall Resort will therefore include a craft market which will become a gathering place for craftspeople from all over the region to display and sell their arts and craft. It is envisaged for the market to become an important catalyst for enabling local crafters to make a living and create SMME opportunities for themselves.

**Investment range:** about €14.8 million

**Type of partnership proposed:** Public-Private Partnership

**Supporting documentation:** Submission form, Business Plan



## 14. Nonoti Beach Resort

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**Company:** Inqaba Community Trust

**Sector and sub-sector:** Hotel development

**Public/private:** Private

**Short description:**

Inqaba Community Trust and acquired 416ha of land through a successfully negotiated land restitution settlement, following a land claim that was lodged by the community in year 1995 and was approved in March 2004. The land lies along the Indian Ocean. The community is constituted by 200 households and 100 farm workers.

The land has received all technical approvals, including EIA and rezoning. The concept includes 3-4 star hotels to accommodate a total of 822 beds with sea views, swimming pools and walkways that lead to the beach. The development offers restaurant facilities, conference facilities and entertainment such as cultural activities. The packaging of land was done at a cost of R2.5m (USD17,5 m).

**Investment range (€):** USD140 million / € 125.584.417.910

**Type of partnership proposed:** Investment

**Supporting documentation:** Submission form , Concept guide, Operations Base Model, Assumptions Base Model, Financial Projections, Pre-feasibility Study



## 15. Durban Point Waterfront

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**Company:** Durban Point Waterfront

**Sector and sub-sector:** Hotel development, shopping mall construction

**Public/private:** Private

### **Short description:**

The hotel and shopping mall development is located on a R35 billion (USD2.5 billion) mixed use development (restaurants, office park, residential) site. This is in the same precinct as the uShaka Marine Theme Park which has the biggest aquarium in Africa. The development will take place over a period of 15 years. The development is 50/50% owned by a Malaysian private company and Durban Metro.

The development will create about 5 000 job opportunities over 15 years. The development is anticipated to become a key attraction area, injecting an estimated annual of R200 million (USD14 million) into the city rates base and anticipated GDP/GVA contribution of more than R700 million (USD49 million) once this development is completed. The local existing property values are likely to increase by 10% and Central Durban property values are likely to increase by 5%.

The project has just finished the development of a R200 million (USD14 million) beach promenade. The passenger cruise terminal will start construction in 2020. The whole project will be developed over 15 year with completion expected in 2030.

The hotel, apartments and shopping mall site are ready to be developed. Signing up with hotel investors and operators will see the project taking oc the ground by 2021.

**Investment range:** USD246 million

**Type of partnership proposed:** Investment and operator

**Supporting documentation:** Submission form, Project Presentation





# ZAMBIA



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## 16. KAFUE NATIONAL PARK ECO-TOURISM DEVELOPMENT PROJECT

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**Sector and sub-sector:** Tourism infrastructure, hotel development

**Geographical scope:** Regional

**Public/private:** Public

**Short description:** Zambia offers various lucrative investment opportunities including tourism. The Kafue NP is known as the Wilderness Adventure Park or the untamed Kafue where the cheetah roams, because of its vast wilderness area and adventure atmosphere.

The objective of the project is to develop of a 250-bed flagship lodge on the shores of Lake Itezhi-Tezhi. The lodge will be a family-focused facility and offer additional services incorporating appropriate experience adventures in the activities like 4 x 4 safari vehicles, walking safaris, sunset boat cruises, bird watching on the Lake Itezhi-Tezhi, canoeing, fishing, camping and picnic, sundowners, bush dinners, breast fast on the islands and rocky outcrops with breathtaking views.

**Investment range:** 250,000 EUR

**Type of partnership proposed:** Hotel investment groups, joint venture with Tourism Development Investment Corporation or build-on-transfer kind of collaboration.

**Supporting documentation:** Project proposal



## 17. LIVINGSTONE CONVENTION CENTRE AND HOTELS

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**Sector and sub-sector:** Tourism infrastructure, hotel development

**Public/private:** Public

**Short description:** The south Luangwa national park, the second largest of the 20 national parks in Zambia is located in the Luangwa valley in eastern Zambia. It has one of the largest concentrations of wildlife and among the most popular tourist destinations in Africa. A unique feature about the Luangwa valley is its game viewing walks and drives with bush camps along the way. The south Luangwa national park has probably the largest variety of animals and bird life in Africa.

To build an ultra-modern multi-purpose conference facility to house a 3,000 seater convention centre with auxiliary meeting rooms, banquet halls, 5 star hotel, 3 star hotel, shopping arcades, restaurants and entertainment Centre with the capacity to host mega events.

**Investment range:** 250,000 EUR

**Type of partnership proposed:** Hotel investment groups, joint venture with Tourism Development Investment Corporation or build-on-transfer kind of collaboration

**Supporting documentation:** Project proposal

## 18. NATIONAL PARK LUXURY HOTEL PROJECT

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**Sector and sub-sector:** Tourism infrastructure, hotel development

**Public/private:** Public

**Short description:** The South Luangwa National Park, the second largest of the 20 national parks in Zambia is located in the Luangwa valley in eastern Zambia. This project is aimed at uplifting the target area as a tourist destination for the country and local population to benefit from the wealth created. Focus on developing a 4-5 star 120 bed up market hotel, contributing to the target of increasing tourist arrivals to the South Luangwa National Park.

**Investment range:** 250,000 EUR

**Type of partnership proposed:** Government, Private sector

**Supporting documentation:** Project proposal

