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Ruaha Horizon Eco-Luxury Lodge

Where Wilderness Meets World-Class Comfort

1. Executive Summary

Ruaha Horizon Eco-Luxury Lodge is a premium hospitality investment project to be developed in Ibangamoyo Village, Mwika Hamlet, Ulanda Ward, on the outskirts of Iringa Municipality, Tanzania.

The project is strategically located approximately **300 meters from the Iringa–Ruaha National Park main road**, offering both excellent accessibility and a tranquil natural environment.

This development aims to establish a **world-class eco-luxury lodge** targeting international and high-end domestic tourists visiting Ruaha National Park and the Southern Highlands tourism circuit.

2. Location Overview

● Project Location Details:

Region: Iringa, Tanzania

Ward: Ulanda

Village: Ibangamoyo

Hamlet: Mwika

Distance from main road: 300 meters

Distance from Nduli Airport: 40 kilometers

Distance to Ruaha National Park: 98 kilometers

Land size: 4 acres

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◆ Strategic Advantages:

- ✚ Proximity to Ruaha National Park (one of Africa’s largest national parks)
- ✚ Convenient access from Nduli Airport (approx. 40 km)
- ✚ Easily accessible via Iringa–Ruaha main road
- ✚ Elevated terrain with scenic views
- ✚ Cool and favorable climate for tourism

3. Project Objectives

- ✚ Develop a **high-end eco-luxury lodge** aligned with international standards
- ✚ Capture the growing demand for premium safari accommodation
- ✚ Position Iringa as a key gateway to Ruaha tourism
- ✚ Generate employment and stimulate local economic growth
- ✚ Promote environmentally sustainable tourism

4. Market Opportunity

🌐 Global Tourism Trends

The global tourism sector is experiencing strong growth in:

- ✚ Eco-tourism and sustainable travel
- ✚ Experiential and nature-based tourism
- ✚ High-end, low-density luxury accommodations

✓ Regional Opportunity – Ruaha Ecosystem

- ✚ Ruaha National Park is one of Tanzania’s largest and most biodiverse parks
- ✚ Limited availability of high-quality luxury accommodation outside the park
- ✚ Increasing demand from international travelers seeking exclusive destinations

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☞ This presents a **strong market gap and high-value investment opportunity.**

5. Project Description

Development Components

Accommodation

- ✚ 20 Luxury Safari Chalets
- ✚ 5 Premium Villas (optional private pools)

Guest Facilities

- ✚ Main Restaurant (international & local cuisine)
- ✚ Lounge & Bar with sunset views
- ✚ Infinity Swimming Pool
- ✚ Conference & Retreat Facilities

Eco-Sustainability Features

- ✚ Solar power systems
- ✚ Rainwater harvesting
- ✚ Waste management systems
- ✚ Use of local and natural materials

6. Target Market

Primary Market

- ✚ International tourists (Europe, USA, Asia)
- ✚ Luxury safari travelers
- ✚ Honeymooners and couples

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🎯 Secondary Market

- 🏠 NGOs and corporate retreats
- 🏠 Domestic high-income travelers
- 🏠 Tour operators and travel agencies

7. Revenue Streams

- 🏠 Accommodation (primary revenue source)
- 🏠 Food & Beverage services
- 🏠 Safari and tour packages
- 🏠 Meetings, retreats, and events
- 🏠 Wellness services (Phase 2 expansion)

8. Estimated Investment Cost

💰 Capital Investment (Indicative)

Category	Estimated Cost (USD)
Land Preparation and Infrastructure	\$150,000
Construction (Rooms & Villas)	\$1200,000
Restaurant & Facilities	\$400,000
Furniture, Fixtures & Equipment (FF&E)	\$300,000
Solar and Utilities	\$200,000
Marketing & Branding	\$100,000
Working Capital	\$250,000

🏠 Total Estimated Investment: \$2.6M – \$3.0M

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9. Financial Projections

Key Assumptions

- Average Daily Rate (ADR): \$120 – \$250
- Occupancy Rate: 50% – 70%

Estimated Annual Revenue:

\$800,000 – \$1,500,000

Payback Period:

4 – 6 years

10. Competitive Advantage

- Strategic location near Ruaha but outside the park (lower costs, flexible operations)
- Unique eco-luxury positioning
- Limited competition in the high-end segment
- Scenic highland landscape offering a differentiated experience

11. Sustainability & Social Impact

- Job creation for local communities
- Local sourcing of goods and materials
- Community tourism integration
- Environmental conservation practices

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12. Investment Opportunity

We are seeking:

- Strategic investors
- Hospitality brands and operators
- Joint venture partners
- Impact investors

✦ Investment Structures:

- Equity participation
- Joint venture partnership
- Management agreements

13. Conclusion

Ruaha Horizon Eco-Luxury Lodge represents a **high-potential, scalable investment opportunity** in Tanzania’s rapidly expanding tourism sector. With its strategic location, strong demand fundamentals, and eco-luxury positioning, the project is well positioned to become a **flagship hospitality destination in the Southern Highlands**.

☞ This is not just a hotel — it is a **globally competitive tourism destination brand**.

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