



**KIHIIHI KANUNGU  
DISTRICT UGANDA**



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## A. Background

Embogo Holiday Resort ( EHR) is a new project for developing a tourism site by Suba Hotel Limited(SHL) to serve corporates, domestic and international tourists within the corridor between Queen Elizabeth National Park and Bwindi Impenetrable Forest in South-Western Uganda. This region over the last couple of years has attracted very many tourists coming to view the many rare animals including the big 4 animals in Queen Elizabeth National Park Ishasha sector (Lion, Elephant, Buffalo, and leopard) and over 700 bird species. The Mountain Gorillas have also attracted a huge number of tourists into the area which has led to the airstrip at Kihiihi become one of the busiest airstrips in the country. Uganda has been ranked one of the best tourism destinations in the world and this region is one of the major tourist destinations in the country because of the above rare species plus the warm welcoming Banyakigezi culture. The number of tourists visiting Uganda has been increasing with 2018 registering 1.8 million tourists, and 2019 projecting close to 2 million tourists. Between 2014 and 2017, visitors to the Queen Elizabeth National Park and Bwindi Impenetrable Forest National Park grew from 87,000 to 108,000, representing a 24% growth, and is projected to continue growing annually at a rate close to 8%.

SHL has been operating Suba Motel for over 8 years and is now drawing from experience expanding the product range and scope of services to her diverse clients. Thus the project being elaborated in this document.





## B. Project Objectives

SHL has earmarked 8 acres of land located in Uganda, Kanungu District, Kihiihi Town Council for this project. This location is located around 450km from Kampala city centre, 4 kilometers from the Kihiihi Airstrip, 6 kilometres from the Queen Elizabeth National Park Ishasha Sector, and 40km from Bwindi Impenetrable Forest National Park, making it suitable for clients residing in this facility to tour any of those areas with ease. The place is accessible by road (8 hours' drive) and by air (45 minutes flight) either by charter or by scheduled flight.

This facility would also provide opportunity for corporates to perform team building events conferences, and other social gatherings in a serene environment coupled with opportunity to visit the tourism sites highlighted above.

1. To raise income levels of the communities around the project, especially the women in line with Sustainable Development Goals. The areas of emphasis will include gender equality, no poverty, zero hunger, affordable and clean energy, reduced inequalities, reducing carbon footprint, sustainable cities and communities with a purpose of preserving culture natural heritage, and assets on which tourism depends.

2. Recruit, train and employ local communities in tourism activities including those in poverty by giving them opportunities to produce products for consumption at the project, work at the project, and earn a decent living to support their respective families attain good living conditions.

3. Put to use the locally available resources and tap into the opportunities arising from being neighbours of both Queen Elizabeth National Park and Bwindi Impenetrable Forest with the rarest animal species that every tourist (local and international) would love to visit and have a glimpse.

4. Further, the communities would be engaged in some of the following activities :



- a. Ladies doing practical winnowing and grinding of millet on stones for tourists to observe.
  - b. Tourists visiting families and seeing local living conditions and how they grow, prepare, and eat their food, plus how traditional ceremonies are performed, including marriage and others.
  - c. Bicycle riding within the community with guides picked from the local environment.
  - d. Local Community making art crafts using local materials and selling them through our crafts shop at the project. We hope we can have bulk producers from the community so as to export some of these art crafts .
  - e. Mobilise the youth to perform traditional dances and other African cultural songs and dances to the tourists.
  - f. Hosting destination marriage ceremonies officiated by local religious leaders.
  - g. Collecting historical utensils and tools and assembling them in a Banyakigezi Museum for our guests to learn the rich culture of the Banyakigezi. This would require recruiting and training of the local people to explain the traditional life of a Banyakigezi using the collected tools.
  - h. Organising agricultural shows for modern agricultural practices to be displayed and shown to the local communities, and allowing the tourists to view variety of food products our communities can produce.
5. Projected community homes to be impacted are estimated to be 510 with each family having around 8 members, implying over 4080 people will have direct benefit from this project directly.

	Category	Number of Families
a	Art Craft Makers	10
b	Singers and dancers	30
c	Home visits	20
d	Direct Employees	200
e	Food Suppliers	50
f	Farmers	200
	<b>Total</b>	<b>510</b>





## C. Services

We would like to give our clients the royalty and high class service at EHR that includes everything from the welcome drinks and how the executive room are setup, that would make the client fall in love with the environment that gives quick access to the Bwindi Impenetrable national parks to with the rare Mountain Gorillas and Queen Elizabeth National park to view the big variety of biggest 4 animals (Elephants, Lions, Leopards, and Buffalos ), variety of birds species exceeding 700 and welcoming rich Banyakigezi culture. The serenity of the place would recharge the guests to create a memorable experience to always put as a top list of places to visit.

## D. Project scope

This project is expected to take between 5 to 10 years of development commencing 2019 and It will be implemented in phases.

## E. Financing

The feasibility study of this project is in its final stages. The funding comes from owners equity and the rest from other sources; grants, credit facilities and possible strategic investors.

## F. Facilities

### Meetings

- Conference facilities
- Retreat venues
- Family parties
- Corporate parties.

### Accommodation

- Camping
- Hostel
- Executive rooms
- Executive Bandas
- Budget Bandas

### Restaurant

- Buffet
- AL 'cat
- Minor bar

### Recreational

- Football field
- Basket ball
- Lawn tennis
- Health club
- Swimming
- Forest walk
- Indoor games
- Zip-line

### Museum

- Kigezi culture
- Community tourism with rich Banyakigezi culture


## G. Theme


- Natural
- Use Timber as major input
- Cultural
- Forest
- Water features including falls
- Rooms with Timber Decorations
- Using mats made of local materials


## H. Opportunities


- Proximity to Queen Elizabeth National park and Bwindi Impenetrable National Park
- Proximity to the Aerodrome at Kihiihi
- Rich Banyakigezi Culture
- Limited similar facilities in the area



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