

# CHINGUETTI HERITAGE HOTEL

*Business Plan for International Investors*

## EXECUTIVE SUMMARY

The Chinguetti Heritage Hotel represents a unique investment opportunity in one of the Sahara's most historically significant destinations. This 20-room boutique property will be the first internationally-standard accommodation in Chinguetti, a UNESCO World Heritage Site in Mauritania that currently attracts growing numbers of adventure and cultural travelers with nowhere suitable to stay.

CAPITAL REQUIRED

**\$1,160,000**

OWNERSHIP STRUCTURE

**50% / 50%**

YEAR 2 ROI

**26% annually**

PAYBACK PERIOD

**3.9 years**

The hotel will blend traditional Mauritanian architecture with modern amenities, offering international travelers an authentic yet comfortable base for exploring the Sahara and its ancient trading routes.

## MARKET OPPORTUNITY

### Growing Demand, Zero Supply

Mauritania has experienced a 35% increase in tourist arrivals over recent years, driven by adventure travelers, cultural tourists, and desert expedition groups. Chinguetti—one of Islam's seven holy cities and a former caravan hub—offers exceptional historical and natural assets but lacks any accommodation meeting international quality standards.

### Target Market:

- European and North American adventure travelers (35-65 years)
- Cultural heritage enthusiasts and history buffs
- Photography and expedition tour groups
- High-net-worth individuals seeking authentic experiences

**Competitive Position:** The hotel will be the only quality accommodation option within 150km, creating a natural monopoly in its category. Nearest comparable facilities are in Atar, requiring guests to commute 2+ hours to visit Chinguetti.

## THE HOTEL

**Concept:** A 20-room heritage boutique hotel combining authentic Saharan architecture with modern comfort standards.

**Facilities:**

- 20 air-conditioned rooms with private bathrooms and premium bedding
- Full-service restaurant featuring Mauritanian and international cuisine
- Rooftop terrace with panoramic desert and ancient city views
- Traditional lounge areas with local craftsmanship
- Fitness center with modern gym equipment
- Wellness facilities including sauna
- Outdoor swimming pool with desert views
- Conference room for business meetings and events
- Recreation area with padel court and ping pong table
- Curated cultural experiences: guided desert treks, camel expeditions, and community engagement programs

**Design Philosophy:** Traditional rammed earth and stone construction techniques adapted with modern insulation, plumbing, and electrical systems to ensure authentic aesthetics without compromising guest comfort.

## FINANCIAL PROJECTIONS

**Revenue Model (Base Case - Year 2)**

Revenue Stream	Annual Amount
Room Revenue (20 rooms × \$150 × 60% occupancy × 365 days)	\$657,000

Restaurant & Bar	\$60,000
Desert Experiences & Tours	\$35,000
<b>Total Revenue</b>	<b>\$752,000</b>

### Operating Costs (Annual Average)

Category	Amount
Staff (12 FTE, market-competitive local wages)	\$70,000
Utilities & Maintenance	\$25,000
Food & Beverage Supplies	\$22,000
Marketing & Distribution	\$15,000
Insurance & Licensing	\$8,000
Miscellaneous Operating	\$10,000
<b>Total Operating Costs</b>	<b>\$150,000</b>

### 5-Year Financial Summary

Year	Occupancy	Revenue	Operating Costs	Net Profit	Investor Return (50%)
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1	50%	\$600,000	\$150,000	\$450,000	<b>\$225,000</b>
2	60%	\$752,000	\$155,000	\$597,000	<b>\$298,500</b>
3	65%	\$815,000	\$160,000	\$655,000	<b>\$327,500</b>
4	70%	\$875,000	\$165,000	\$710,000	<b>\$355,000</b>
5	75%	\$940,000	\$170,000	\$770,000	<b>\$385,000</b>

Key Metrics:

- 5-Year Cumulative Investor Return:** \$1,591,000 (174% total return on \$580,000 invested)
- Average Annual Investor Dividend:** \$298,200
- Operating Margin:** 78-82% (exceptionally high due to low local cost structure)

## INVESTMENT TERMS

### Capital Allocation (\$1,160,000)

Category	Amount
Construction & Building	\$780,000
Interior Furnishing & Equipment	\$220,000
Pre-opening & Working Capital	\$120,000

Contingency Reserve

\$40,000

Ownership & Returns:

- 50% equity ownership for investor
- 50% equity ownership for founder (providing local expertise, licenses, relationships, and operational management)
- Annual profit distribution per ownership percentage
- Asset appreciation in a tourism-restricted heritage zone

EXECUTION TIMELINE

Phase	Duration	Key Milestones
Construction	Months 1-8	Foundation, structural build, systems installation, finishing
Outfitting	Months 7-9	Interior furnishing, equipment installation, landscaping
Pre-Opening	Month 9	Staff recruitment/training, systems testing, marketing launch
Soft Opening	Month 10	Limited operations, quality refinement
Grand Opening	Month 11	Full commercial operations

*Note: Architectural plans completed; construction permits secured. Project ready to commence immediately upon funding.*

RISK MITIGATION & INVESTOR ADVANTAGES

Competitive Advantages:

- UNESCO World Heritage location with protected status (barriers to new competition)
- First-mover advantage in quality accommodation segment
- Founder's local networks, government relationships, and cultural expertise
- Hands-off investment with full operational management by experienced hospitality team

### **Risk Management:**

- Conservative 50% Year 1 occupancy assumption (soft opening strategy)
- Diversified revenue across rooms, food, and experiences
- Low fixed costs relative to revenue enable profitability even at 35% occupancy

**Exit Strategy:** Growing African hospitality market with demonstrated investor interest in heritage properties. Property positioned for acquisition by regional hotel groups or high-net-worth individuals seeking turnkey Saharan assets.

## **CONCLUSION**

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The Chinguetti Heritage Hotel offers investors rare access to a protected, historically significant market with virtually no competition and strong demand fundamentals. With exceptionally high margins, rapid payback, and significant upside from property appreciation, this project combines financial returns with cultural preservation in one of the world's most evocative destinations.

**Next Steps:** Site visit arrangements available. Full financial model, market study, and architectural plans provided upon expression of interest.