

Ecotourism Sanctuary Park Project "Destination of Peace, Water and Frailejón" Sogamoso, Boyacá.		
Sector	Services	
Sub sector	Hotel and Tourism Infrastructure	
Entities/Areas	Sogamoso Municipal Mayor's Office	
Project name	Ecotourism Sanctuary Park "Destination of Peace, Water and Frailejón".	
Contributing partner	Private	
Strategy of the National Development Plan which aims to	Tourism, Sustainability, Sustainability, Competitiveness, Economic Development, Community, Community and Education. Environment.	
Target SDGs	SDG 6: Clean Water and Sanitation SDG 7: Affordable and Clean Energy SDG 11: Sustainable Cities and Communities SDG 12: Responsible Production and Consumption SDG 13: Climate Action SDG 14: Underwater Life SDG 15: Life of Terrestrial Ecosystems SDG 17: Partnerships to Achieve the Goals	
Project description	Purpose of the project	The key purpose of the project is to forge a harmonious balance between environmental conservation and sustainable tourism development, fostering a beneficial coexistence for nature, the local community and visitors. The integration of concepts such as ecotourism, community-based tourism, popular economy and competitiveness sets the basis for an innovative and transformative project in the Sogamoso region.
	Objectives	Promote the Development of Sustainable and Sustainable Ecotourism to Strengthen the Local Economy, Preserve Biodiversity, Instil Ecological Awareness in Early Childhood and Promote Tourism in the Sogamoso Siscunsi National Natural Park (2024-2034).



		This strategic objective focuses on the creation of an ecotourism model that not only contributes to local economic growth, but also safeguards the Park's rich biodiversity, promotes ecological awareness from childhood and attracts tourists committed to sustainability. To achieve this purpose, the following strategies will be implemented.
	Geographical Area of Influence	<p>The project is located in the Paramo de Siscunsi, which lies between the municipalities of Sogamoso - Aquitania, Monguí and Mongua.</p> <p>The Ecotourism Sanctuary Park "Destino de Paz, Agua y Frailejón" in Sogamoso, Boyacá, encompasses various ecological areas, including páramo, scrubland and high Andean Forest, extending over 44,568 hectares with an absolute focus on protection and conservation. This extensive area is primarily aimed at safeguarding crucial resources such as water, soil, vegetation and wildlife. In addition, controlled research is allowed, and ecotourism is encouraged under proper management. However, harmful activities such as mining, the development of infrastructure projects, intensive or mechanised agriculture, extensive cattle ranching, and the extraction of flora and fauna are prohibited.</p>
	It is included in the NDP targets:	Yes_x_ No__
	Structuring Phase	<p>1 Stage: Planning and improvement of infrastructure</p> <p>2. Stage: Strengthening of economic dynamics</p> <p>3 Stage: Regional, National and International Promotion of the Ecotourism Sanctuary Park "Destination of Peace, Water and Frailejón" - Sogamoso, Boyacá.</p>
	Goal: (km), (panels etc)	The goals of this stage include a significant increase in the number of visitors, the consolidation of the park as a reference in sustainable tourism at national and international level, and the creation of strategic alliances with key players in the tourism industry. The promotion plan is expected to generate global awareness of the importance of conservation and sustainability, positioning the park as a flagship destination for the preservation of páramo ecosystems.
	Located in a protected area	Yes__ No_ X__ Which_____

	or with indigenous/ Afro-descendant communities:	
Duration by Phases	<ul style="list-style-type: none"> ● Phase 1: Strengthening the Tourism, Environmental and Sustainability Infrastructure of the Siscunsi Moor. <p>Target 1: Improvement of Infrastructure: £3 Million</p> <p>Actions:</p> <p>Development of footpaths: Construction of 10km of sustainable footpaths.</p> <p>Local infrastructure improvement: Implementation of improvement projects in 5 local communities.</p> <ul style="list-style-type: none"> ● Target 2: Environmental Conservation: £1million <p>Actions:</p> <p>Reforestation: Planting of 5,000 native trees in strategic areas.</p> <p>Wildlife monitoring: Establishment of a local wildlife monitoring programme.</p> <p>Stage 2: Strengthening the Economic Dynamics of the Territory.</p> <ul style="list-style-type: none"> ● Goal 1: Economic Diversification. <p>Actions:</p> <p>Development of cooperatives: Establishment of 3 agro-ecological cooperatives.</p> <p>Promotion of experiential tourism: Creation of 5 authentic tourism experiences.</p> <ul style="list-style-type: none"> ● Goal 2: Development of Marketing Materials. <p>Actions:</p> <p>Digital marketing campaign: Reach 500,000 monthly impressions on digital platforms.</p> <p>Sustainable printed materials: Distribution of 10,000 printed brochures with ecological certification.</p> <p>Stage 3: Regional, National and International Promotion of the EcoTourist Sanctuary Park.</p> <ul style="list-style-type: none"> ● Target 1: Media Campaigns: £1 million. 	



	<p>Actions:</p> <p>Environmental awareness campaign: Broadcast public service announcements in local and national media.</p> <p>Collaboration with sustainable travel programmes: Participation in at least 5 recognised sustainable travel programmes.</p> <ul style="list-style-type: none"> • Goal 2: Participation in Tourism Fairs and Events. <p>Actions:</p> <p>Sustainable presence in tourism fairs: Participation in 3 national and international tourism fairs.</p> <p>Organisation of sustainable tourism events: Organisation of an annual festival with the participation of at least 1,000 visitors.</p>	
<p>Contribution</p>	<p>Total Value</p>	<p>\$6.335.275 USD</p>
	<p>National contribution</p>	<p>\$</p>
	<p>Contribution from Territorial Entities</p>	<p>\$</p>
	<p>Private Contribution</p>	<p>\$6.335.275 USD</p>
<p>Investment Opportunity</p>	<p>Investing in this project presents an attractive strategic and commercial opportunity with an estimated return on investment (ROI) over a 3–4-year period. Here are some key reasons to consider this investment from a commercial and strategic approach:</p> <p>Rapid Return on Investment (ROI): The fact that the investment is projected to be recouped in 3 to 4 years is highly attractive from a commercial perspective. A relatively short payback period means that investors will have quicker access to their returns, which is a decisive factor in the business world.</p> <p>Revenue Diversification: The inclusion of complementary services, such as national entrance fees, venues and options such as glamping, broadens the revenue streams of the project. This diversified approach is strategic to ensure financial stability and resilience to possible changes in market conditions.</p> <p>Sustainable Tourism Attraction: The offer of services such as bird watching, contemplative and educational tourism, as well as gastronomic options, highlights sustainability and connection with nature. This will not only attract visitors interested in authentic and</p>	



	<p>environmentally friendly experiences but will also contribute to building a strong reputation and customer loyalty.</p> <p>Long-term stability: Pre-worked figures, including annual revenue projections, provide a solid basis for decision-making. Detailed analysis backed by hard data contributes to investor confidence by demonstrating the long-term financial viability of the project.</p> <p>Adaptability to Market Trends: By introducing complementary services that respond to emerging market trends, such as sustainable and experiential tourism, the project demonstrates its ability to adapt and take advantage of current and future opportunities.</p> <p>Growth Potential: With a strategic focus on continuous improvement, the project has the potential to grow and expand as it consolidates its position in the market. The inclusion of additional services and responsiveness to changing market demands are key elements for sustainable growth.</p>
Market Analysis	<p>The growing environmental awareness of tourists globally has generated an increasing demand for sustainable destinations. Integrating renewable energy and eco-efficient practices not only meets this demand, but also positions the project as a leader in responsible tourism.</p>
Projections Financial	<p>The projected value for individual tickets for INTERNATIONAL TOURISTS to the Sanctuary is 50 USD - 39.17 GBP:</p> <p>-Ticket value: International: 50 Dollars National: 10 Dollars Local: 5 Dollars</p> <p>-The total daily value of admission fees, based on the Sanctuary's carrying capacity of 100 to 200 tourists, is projected to average US\$5,000 or £7,834.</p> <p>-USD: Projected total daily income: \$5,000 USD Projected monthly USD: \$5,000 USD/day * 30 days/month = \$150,000 USD/month</p> <p>-GBP: Projected daily income: £7,834.00 GBP. Projected monthly GBP: £7,834.00 GBP/day * 30 days/month = £235,029.00 GBP/month.</p> <p>-La proyección mensual sería de: \$150,000 USD/mes y £235,029,00 GBP/mes.</p> <p>The annual projection for 356 days would be: \$1,800,000 USD (One million eight hundred thousand US dollars) and £2,820,348 GBP (Two million eight hundred and twenty thousand three hundred and forty-eight pounds sterling).</p>

	<p>If we wish to consider ancillary services to the project, such as national tickets, local tickets and ancillary services such as glamping and additional services, which could generate additional revenue, the formula will be adjusted to include these additional annual net benefits. These ancillary services are projected to generate an additional £100,000 annually.</p> <p>With the ancillary services, the £5 million investment is expected to be recouped in approximately 3 to 4 years. Again, please note that these are estimates and results may vary depending on various project factors.</p>
<p>Consideration of Sustainability and ESG</p>	<p>Specialised infrastructures for the provision of tourism services.</p>
<p>Assessment and Mitigation of Risks</p>	<p>Risk Management: The identification and assessment of financial risks is essential to mitigate potential obstacles and challenges that may arise during project implementation. Economic projections allow for the anticipation of adverse scenarios and the development of risk mitigation strategies to ensure financial stability over time.</p>
<p>Project Team and Experience</p>	<p>To be defined</p>
<p>Additional information</p>	<p>None</p>