



Experiential Conservation Tourism

Mission statement

We strive to address shortfalls between Conservation Non Governmental Organizations and Multinational Donor programs.

We are determined to restore the rights of local communities and indigenous peoples to the enjoyment of their sustainable natural resources. People who are organized, who have a real stake in the forest and marine resources, who have effective ownership, acknowledged rights of use, and who have accepted the protection and management responsibilities over these forests and marine landscapes. Only then can they be depended on to achieve our vision of sustainable management of our forests and marine landscapes. We believe that only by empowering organized local communities and indigenous peoples would we be able to arrest the degradation and loss of our forests and marine resources.



Planet as an organization

Planet is a new business/conservation concept. We are developing a tourism/conservation organization that is self-financed and approaches conservation in a holistic manner, incorporating ownership, gender, economy and other disciplines in order to address today's conservation issues, including global warming, global economies, development and species protection into its outlook.

Planet recognizes that efforts to maintain ecologically sound ecosystems requires expertise from a wide range of orders. To achieve this, Planet intends to involve all stakeholders including our clients or "conservation partners", local communities, businesses and governing bodies through the development of projects that meet Voluntary Carbon Standards that create credits that can be sold on the Carbon Market

Who are we

Planet's founding team is comprised of two senior conservation scientists and one MBA. Combined, the group has over 40 years of experience in conservation and development and 25 years of experience in high end tourism. Planet's business team also has unique expertise in sustainable business practices and online community engagement.

Robert Primmer

Robert Primmer, “Rob,” is the founding visionary of Planet. He comes from a background as a South African Game Ranger. Since completing an exciting military career, he has dedicated more than 15 years to natural resource conservation. He has experience in Environmental Law and Policy, Protected Area Management including both Marine and Terrestrial Protected Areas, Species Management, Community Based Conservation, and Forest and Protected Area Enforcement Systems. Rob has worked in several countries on the African and Asian continents with governments, donors, and civil society. Rob also works for FRR, a consulting group that helps to develop and implement policies that tackle poverty, governance and growth agendas.



Pieter Kat

Dr. Pieter Kat has been involved in a diverse selection of scientific fields for the past 25 years. With degrees in marine biology, genetics, ecology, and evolution from universities in the USA, he elected to travel widely to apply this knowledge. He has spent 10 years in Kenya establishing biological research programs at the National Museums including documentation of biodiversity, genetic diversity, research on predators, and research on a variety of diseases. He has also spent time in the United States working at the University of California, Davis School of Veterinary Medicine, and at the Centers of Disease Control.



David Axelrod

David Axelrod, holds an MBA from Bainbridge Graduate Institute, an establishment that focuses solely on sustainability in business. He also possesses academic degrees in history and psychology from the University of Colorado. Dave has 14 years of experience in the tourism industry, both domestically and internationally. He has guided clients on both land and water including the ski slopes and rafting on rivers. For the past five years he has held a secure status as *the* most senior ski instructor at the busiest ski area in North America, Breckenridge. He also has experience in large-scale organizational change as a part of the Axelrod Group Inc, a firm that specializes in the design of systems that enable leaders and workers to construct collaborative organizations.



Initial sites

- Northern Mozambique extending from the Niassa Nature Reserve to the Quirimbas Archipeligo



Coral Triangle including Contiguous areas from Bunaken National Park in North Sulawesi to the Pulau Archipelago (Highest Marine Biodiversity on Earth)



The concept

Employ key experts

Our solution to the problem is to generate income with which we can pay senior experts (covering multiple disciplines) to work on the ground with all the stakeholders including NGO's and Governments to first carry out the required research to understand the situation on the ground and then to develop projects together with these stakeholders which can be presented to multinational donors (e.g. GEF, USAID, EU etc.) through the governments to access the required funding for projects over longer periods of time. We furthermore want to keep the experts on the ground to advise on the implementation of the projects over long periods of time.

Create Voluntary Carbon Credits

A further plus is that our conservation efforts will create Voluntary Carbon Credits which will further increase our income potential. All of our projects will be aimed at meeting REDD Voluntary Carbon Credit accreditation standards. This means that the projects will accumulate carbon credits that will be sold on the voluntary carbon market increasing the income potential of Planet. At this stage it is impossible to determine the income that will be derived from this, but a good example can be derived from a project currently underway in Cambodia where an initial investment of 1,5 million US dollars into an area of 120 000 Hectares is expected to generate 47 Million dollars in Carbon credits over 30 years. Our project area in Mozambique will cover an area of around 2,7 million hectares.

Place yachts in key locations for conservation

PLANET will build boats which we will place in locations that we have carefully chosen based on conservation and development criteria that we have identified in recognizing that conservation projects should incorporate a holistic view of complete eco systems which include terrestrial, coastal wetlands, island and coral reef communities and offshore marine issues. We will also choose conservation sites that consist of the last vestibules of ecosystems under the greatest threat. Finally, we will ensure that the areas we choose to operate in will ensure optimal safety for our clients from a geo political perspective.

Present an upmarket product to clients in exotic locations using the project areas and activities as our point of interest

These projects and project areas will form the basis of our product. We will also form alliances with local up market tour operators so as to be able to offer our clients alternative land based up market accommodation while influencing the sustainability of these tour operations.

Product

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Each trip will be tailor made to the client's preferences and needs.



The Boat

The centerpiece of our product will be 38 meter traditional sailing craft which have been designed by an Australian marine architect and who will manage the building projects. The boats will be built by skilled Indonesian traditional boat builders. We hope by doing this that we will have a major impact in assisting to keep alive this dying craft. The boats will act as a platform for both our clients and our conservation operations.



Accommodation

Our clients will have a choice of accommodation offered to them including up-market spacious above deck accommodation with on suite showers and toilets on board our yachts or alternatively in accommodation with up-market resorts that we will collaborate with at each site.

At our first site in Northern Mozambique for instance, we will collaborate with Rani Resorts which offer accommodation on two private islands in the Qurimba Archipelago and a bush resort in the Niassa Game Reserve.



The Medjumbe Private Island Resort

The Medjumbe Private Island Resort which offers 13 palm thatched beach chalets which are the ultimate in sophisticated simplicity, just steps away from the warm Indian Ocean. Each chalet is luxuriantly furnished in crisp blues and whites, offering a full en-suite bathroom with indoor and outdoor shower, and is refreshingly air conditioned.



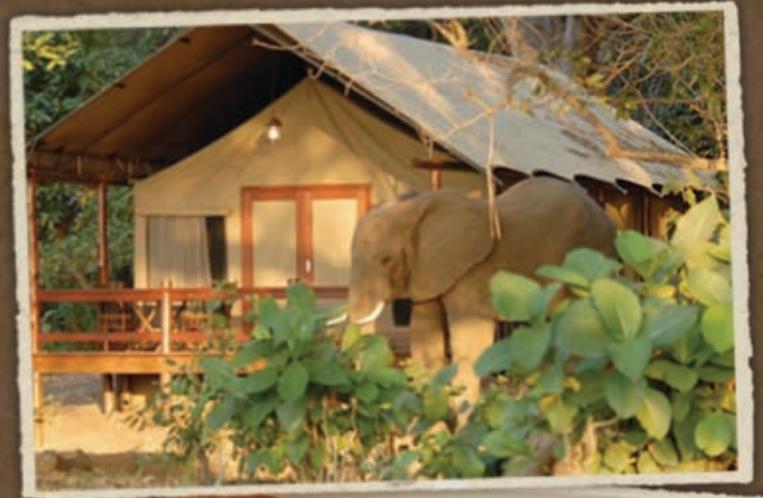
Matemo resort

Matemo Resort offers 24 beautifully appointed palm thatched air conditioned chalets, with spacious en-suite bathrooms, outside showers and deck hammocks for lazing in whilst watching passing local Mozambique Dhows and the gentle undulations of the sea.



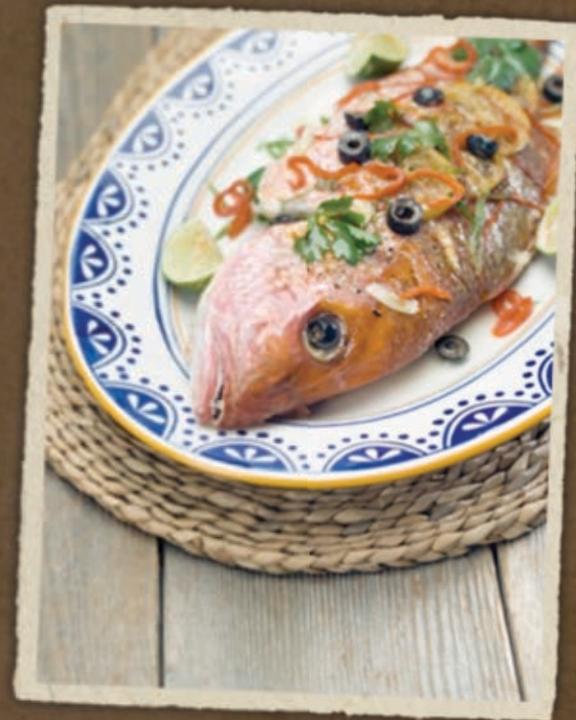
Lugenda Wilderness Camp

The Lugenda Wilderness Camp is intimate and understated yet it offers every luxury you could wish for. The Lugenda is the definitive wilderness camp experience. The eight luxury tents are discreetly situated on the banks of the Lugenda River beneath towering fig trees, each with its own patio deck and wide angle views. The tents have beautiful substructure and blend beautifully into the natural surrounds while offering every modern comfort – from king size beds with bath and shower, double basins, ceiling fans.



Cuisine

Each of our boats will employ a gourmet chef. Our first chef is currently employed as the executive chef at the up market Melia Hotel in Hanoi, offering menus that are innovative in every detail offering next generation approaches to the evolving art of the style of cuisine in each location.



Activities

Each boat will house four experts from different disciplines, namely; a terrestrial conservation expert, a marine conservation expert, a social development expert and a social development/ conservation economist. Our clients will be able to converse with these experts on the boat in order to better understand the problems and issues that we are dealing with as well as accompany our experts on their field work in order to experience the type of research and work that is being done using their money first hand. This would include, reef checks, reef counts, work with local villagers and government, game counts, wildlife research etc. Clients will also be given the opportunity to input their ideas as to issues that we will be dealing with.



Diving

Each boat will house a qualified PADI dive instructor. PADI dive courses will be offered inclusive of the overall price of the package. All the areas that we will be working in will have been chosen for the pristine nature of the habitats. It is therefore a given that the diving will give clients access to some of the most pristine wild coral reefs on the planet.



Angling

Taking into account the fact that all our sites will include major migratory routes for pelagic species of fish and will include island ecosystems, angling in these areas, be it trawling for game fish or fly fishing for bone fish, is spectacular. Our catch, tag and release programs will be coordinated with scientific monitoring programs to assist with valuable data collection needed to develop management regimes for commercial fishing.



Game Viewing

All our terrestrial areas will be situated in some of the most pristine terrestrial habitats in the world. Early morning game drives in some of Africa's most beautiful landscapes and watching and listening to Gibbons in Asia's species rich jungles can only mean an experience that will be remembered for a lifetime. Game viewing will be conducted with experienced guides or clients will have the option of accompanying our terrestrial conservation expert on game counts or forest transects etc.



Relaxation

If the client simply wants to relax, he will have the option of relaxing on the deck of the boat with the finest service or they will be free to stay in one of our partner lodges.



Agendas and schedules

Each client will develop their own agenda for their trip with the assistance of our tour advisors. So each tour will be tailor made to fit each clients needs.

Market Research

Market research for the venture has been conducted by seven Masters Degree students at the Bainbridge Institute for Sustainable Business on a full time basis for seven months.

Planet's primary customers are highly affluent travelers with a genuine interest in social and environmental issues. Our research and experience indicates that clients in this market want personalized service, comfort, and unique experiences. Individuals in the US market will pay up to a 15% premium for travel benefiting the destination. The research shows that traditional advertising channels do not influence affluent travelers. Affluent travelers make decisions based on personal connections, word of mouth, and trusted travel agents.

Market Research

Broader market trends show that eco-tourism is a \$24 billion market, growing at 20-35% per year. There are 55.1 million sustainability focused travelers in the US. This is the largest growth segment of what is being called the LOHAS market. The affluent travel market has many tour companies and wealthy individuals are overwhelmed with options. The most well known competitors are National Geographic Expeditions and Abercrombie and Kent. There are also many smaller boutique tour companies, which do not advertise through traditional channels. Conservation travel and socially conscious tour groups are also a growing subset of the market. Some examples include Global Exchange's Reality Tours, Habitat for Humanity's volunteer tours, and many small adventure tours to conservation projects.

Market Research

Planet is the first tour company to fully integrate luxury travel and conservation.

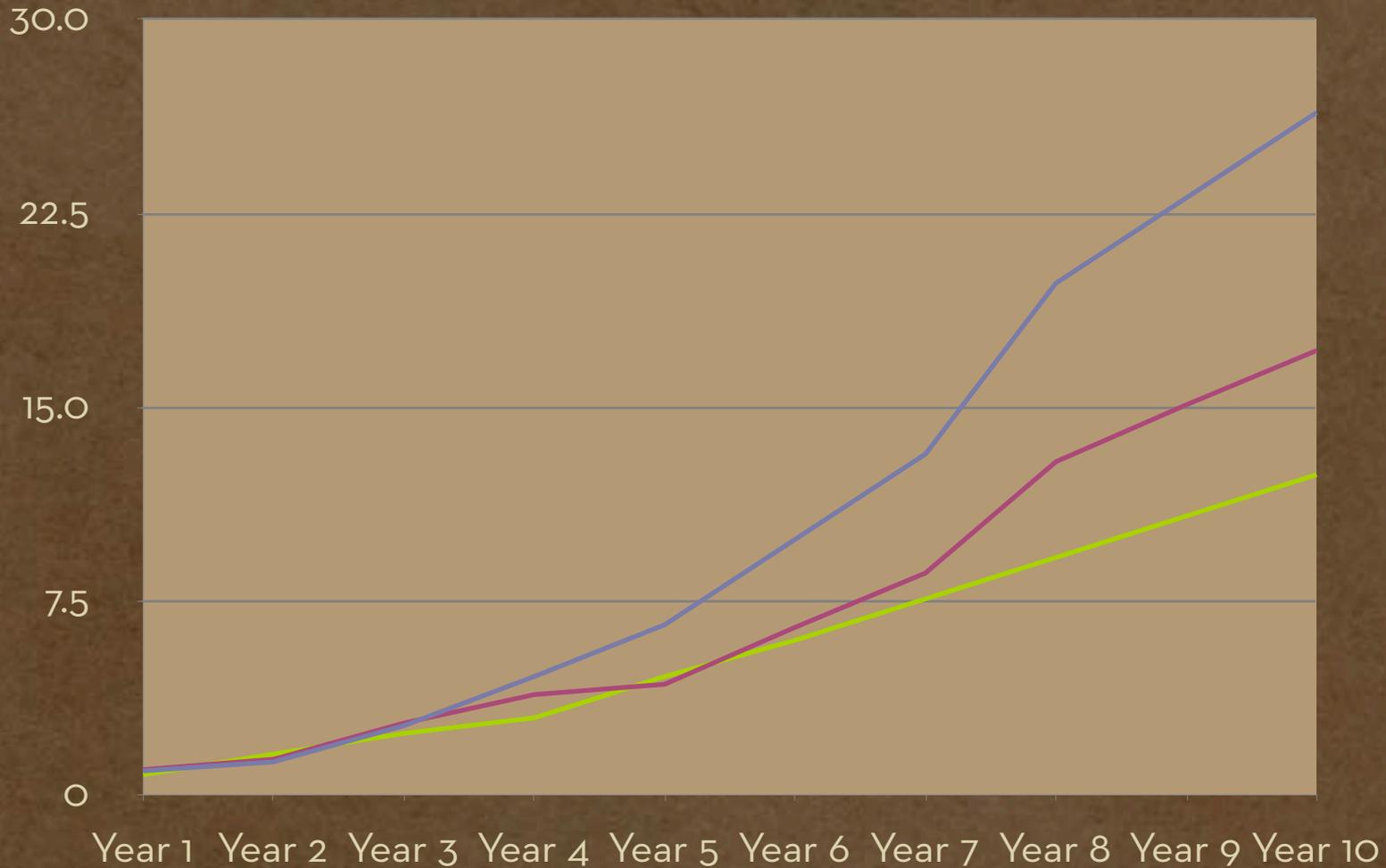
Marketing

- Two of Planet's principals have experience in high-end adventure travel and possess extensive personal client relationships and contact lists.
- After our contacts we will utilize our connections to access a broader segment of the affluent market.
- Our marketing plan will have a multifaceted approach incorporating personal, traditional, and on-line marketing tools.

Income and Expenditure

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6
Total Income (x1000)		\$ 950,400	\$ 1,339,824	\$ 2,758,145	\$ 4,639,485	\$ 6,617,978
Total Costs (x 1000)	\$986,365	\$ 1,474,396	\$ 2,132,947	\$ 2,889,053	\$ 3,984,861	\$ 4,302,365
Profit Before Tax	-\$986,365	-\$523,996	-\$793,123	-\$130,908	\$654,624	\$ 2,315,613
Profit After Tax			(674,155)	(86,399)	432,052	1,528,305
Cash flow						
Initial investment	\$ 2,400,000					
Beginning cash balance	\$ 2,400,000	\$ 1,413,635	\$ 889,639	\$ 215,484	\$ 129,084	\$ 561,136
Net income	\$ (986,365)	\$ (523,996)	\$ (674,155)	\$ (86,399)	\$ 432,052	\$ 1,528,305
Ending cash balance	\$ 1,413,635	\$ 889,639	\$ 215,484	\$ 129,084	\$ 561,136	\$ 2,089,441

Growth predictions Over 10 Years



- Income X Millions US Dollars
- Expenditure X Millions US Dollars
- Asset Growth X Millions US Dollars