

PTE SPECIAL TOURISM PROJECT, PANACA TERRITORY		
Sector	Tourism	
Thematic focus	Infrastructure	
Entities/Areas	Ministry of Commerce, Industry, and Tourism	
Name of the project	PTE Special Tourism Project, PANACA Territory	
Partner	Territorio PANACA PTE - SAS	
Plan Strategy National development to which it points	National Development Plan 2022- 2026 “Colombia Potencia Mundial de la Vida”: <ul style="list-style-type: none"> • 4. Internationalization, productive economy for life and climate action. • 5. Regional Convergence 	
Target SDGs	1.No Poverty 6. Clean Water and Sanitation 7. Affordable and Clean 12. Responsible production and consumption 13. Climate Action	
Project Description	Goal	Tourism development in the Colombian coffee-growing region, which seeks its consolidation, strengthening and progressive and orderly growth, providing a high-value and coherent tourism product that is aligned with world trends in the tourism sector.
	Objectives	<ol style="list-style-type: none"> 1. Integrate the territory of tourist vocation under a sustainable business model around tourism. 2. Improve the quality of the tourist offer in order to have more specialty in the products offered and increase the quality of jobs in the territory. 3. Generate sustainable practices and attract tourists committed to environmental preservation by implementing conservation and awareness measures.



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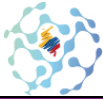
Ministerio de
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**PTE SPECIAL TOURISM
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	Geographical Area	Municipality of Quimbaya and the KERMAN trail
	Part of the National Development Plan	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
	Structuring Phase	Approval of the Technical Support Document (TDS)
	Goals	Trails with a length of 3.8 km, Tibetan bridges for 4 units, Hotel 2 und, Health Clinic 1 und, Senior suites 1 und.
	Located in a protected area or with indigenous/ Afro-descendant communities:	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
Duration	<p>Calle Real: 54 months Education (Malokas): 44 months Panaca Phase 1: 54 months Panaca Phase 5: 50 months Planta Lácteos (Kerman): 39 months Panaca Phase 2: 54 months Senior Pueblo: 45 months Vereda Purificación: 38 months Panaca Phase 3: 36 months Senior Equino: 33 months Naranjos Trail: 30 months Panaca Phase 4 Expansion - Decameron (Creixer): 26 months Vereda El Guadual: 20 months Total: 4.5 years</p> <p>Years overlap.</p>	
Contributions	Total	\$895.616.660.704
	National Government Investment	\$
	Local Government Investment	\$
	Private Investment	\$895.616.660.704

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Investment Opportunity	<ol style="list-style-type: none"> 1. Differentiated tourism products and tourism sophistication. 2. Promotion of a sustainable destination 3. Sector investment promotion 4. Productivity and competitiveness of the tourism cluster. 5. Management tools and inter-institutional coordination 																																																																																										
Market Analysis	<p>Strategy: Natura and Culture: New product launch / New positioning. New positioning. Venture: Improve existing product and elevate product / New positioning. Park: Elevate experience / Re-engage the audience with our vision, purpose and values / Recommend, remember, repeat. Increasing traffic to the territory in 5 years with 734,685 visitors with 734,685 visitors and within 10 years with 1,183,218 visitors</p>																																																																																										
Financial Projections	<table border="1"> <thead> <tr> <th>Phase</th> <th>Income</th> <th>Direct Expenses</th> <th>Indirect Expenses</th> <th>Total Investment</th> <th>Pre-Tax Profits</th> <th>Direct Costs</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>68.064.58 5.088</td> <td>46.429.2 60.957</td> <td>18.444.4 90.107</td> <td>65.841.2 53.725</td> <td>2.223.33 1.363</td> <td>68,2%</td> </tr> <tr> <td>2</td> <td>147.618.3 80.193</td> <td>75.775.0 84.795</td> <td>44.651.2 71.438</td> <td>122.192. 840.737</td> <td>25.425.5 39.455</td> <td>51,3%</td> </tr> <tr> <td>3</td> <td>82.591.72 0.627</td> <td>42.583.8 57.632</td> <td>22.381.1 27.749</td> <td>66.138.9 83.715</td> <td>16.452.7 36.912</td> <td>51,6%</td> </tr> <tr> <td>4</td> <td>187.261.7 34.779</td> <td>85.850.9 26.887</td> <td>50.745.1 44.632</td> <td>139.257. 899.641</td> <td>48.003.8 35.137</td> <td>45,8%</td> </tr> <tr> <td>5</td> <td>68.530.50 7.840</td> <td>35.251.0 32.002</td> <td>19.134.0 88.081</td> <td>55.446.3 01.553</td> <td>13.084.2 06.288</td> <td>51,4%</td> </tr> <tr> <td>6</td> <td>43.647.07 5.130</td> <td>23.480.5 96.500</td> <td>19.967.8 86.659</td> <td>46.394.1 16.159</td> <td>2.747.04 1.029</td> <td>53,8%</td> </tr> <tr> <td>7</td> <td>73.124.51 3.660</td> <td>42.035.4 85.400</td> <td>15.443.5 80.000</td> <td>64.355.9 55.400</td> <td>8.768.55 8.260</td> <td>57,5%</td> </tr> <tr> <td>8</td> <td>57.014.84 4.730</td> <td>30.192.1 92.394</td> <td>15.450.1 74.834</td> <td>46.452.8 03.579</td> <td>10.562.0 41.150</td> <td>53,0%</td> </tr> <tr> <td>9</td> <td>92.575.88 0.441</td> <td>50.779.8 36.073</td> <td>25.086.6 86.546</td> <td>77.182.4 40.589</td> <td>15.393.4 39.852</td> <td>54,9%</td> </tr> <tr> <td>10</td> <td>273.064.9 94.672</td> <td>134.476. 037.039</td> <td>73.996.5 51.751</td> <td>212.354. 065.605</td> <td>60.710.9 29.067</td> <td>49,2%</td> </tr> <tr> <td>Total</td> <td>1.093.494. 237.159</td> <td>566.854. 309.679</td> <td>305.301. 001.796</td> <td>895.616. 660.704</td> <td>197.877. 576.455</td> <td>51,8%</td> </tr> </tbody> </table>							Phase	Income	Direct Expenses	Indirect Expenses	Total Investment	Pre-Tax Profits	Direct Costs	1	68.064.58 5.088	46.429.2 60.957	18.444.4 90.107	65.841.2 53.725	2.223.33 1.363	68,2%	2	147.618.3 80.193	75.775.0 84.795	44.651.2 71.438	122.192. 840.737	25.425.5 39.455	51,3%	3	82.591.72 0.627	42.583.8 57.632	22.381.1 27.749	66.138.9 83.715	16.452.7 36.912	51,6%	4	187.261.7 34.779	85.850.9 26.887	50.745.1 44.632	139.257. 899.641	48.003.8 35.137	45,8%	5	68.530.50 7.840	35.251.0 32.002	19.134.0 88.081	55.446.3 01.553	13.084.2 06.288	51,4%	6	43.647.07 5.130	23.480.5 96.500	19.967.8 86.659	46.394.1 16.159	2.747.04 1.029	53,8%	7	73.124.51 3.660	42.035.4 85.400	15.443.5 80.000	64.355.9 55.400	8.768.55 8.260	57,5%	8	57.014.84 4.730	30.192.1 92.394	15.450.1 74.834	46.452.8 03.579	10.562.0 41.150	53,0%	9	92.575.88 0.441	50.779.8 36.073	25.086.6 86.546	77.182.4 40.589	15.393.4 39.852	54,9%	10	273.064.9 94.672	134.476. 037.039	73.996.5 51.751	212.354. 065.605	60.710.9 29.067	49,2%	Total	1.093.494. 237.159	566.854. 309.679	305.301. 001.796	895.616. 660.704	197.877. 576.455	51,8%
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Considerations of Sustainability and ESG	<p>The Project has different measurement processes through environmental, social and economic sustainability indicators.</p> <p>This information is analyzed to verify the evolution of the indicators, identifying options for improvement in each of the steps and, in turn, reevaluating the measurement system to adapt it to the needs of customers and other stakeholders of the PTE TERRITORIO PANACA.</p>
Evaluation and Mitigation of Risks	<p>Mitigation of financial risks</p> <ul style="list-style-type: none"> - Segregation of shareholder responsibilities and risks with the project • Establishment of mechanisms for determining and executing payment priority models for • payment priority models for the contributors of resources, whether capital or debt, allowing clear rules of • debt, allowing clear rules of the game <p>It makes it possible to establish limits on the power and actions of shareholders and other capital and other capital contributors To provide greater borrowing capacity.</p>
Project Team and Experience	<p>Formulating technical team:</p> <ul style="list-style-type: none"> • Proyección Regional SAS <p>Promoting entity:</p> <ul style="list-style-type: none"> • Territorio PANACA PTE - SAS
Additional Information	<p>The special tourism projects defined by the Ministry of Commerce, Industry and Tourism, within the PND "Colombia World Power of Life" are at the sixth level within the TERRITORIAL PLANNING DETERMINANTS AND THEIR ORDER OF PREVALENCE.</p> <p>This means that the municipalities and districts in the elaboration and adoption of their Land Management Plans, must take into account the determinations made by the MinCIT from the Project, since it constitutes a higher hierarchy norm from the land management.</p>