



COUNTY GOVERNMENT OF ELGEYO MARAKWET

PO BOX 220-700

ITEN

CALL FOR EXPRESSION OF INTEREST (EOI)

INVESTMENT OPPORTUNITIES IN ECOTOURISM IN ELGEYO MARAKWET COUNTY

The County Government of Elgeyo Marakwet established under Article 176 of the constitution of Kenya , 2010, and the first Schedule thereof, through its Department of Cooperatives, Trade, Industrialization, Wildlife and Tourism, invites investors and stakeholders interested in undertaking **ecotourism activities** within the county.

Background of Rimoi National Reserve

Rimoi National Reserve, established in 1983, covers approximately 66 km² and is located in the Kerio Valley, Elgeyo-Marakwet County, about 40 km from Iten town, the world-renowned “Home of Champions.” The reserve forms part of the Rimoi-Kamnarok ecosystem, which connects to the South Turkana/Nasolot ecosystem, serving as a critical wildlife migration corridor and an important breeding ground for elephants.

Location and Accessibility

Rimoi National Reserve lies within the scenic Kerio Valley, surrounded by dramatic escarpments, agricultural zones and cultural landscapes. It can be accessed by road from Iten town through Biretwo. The National Government is planning to tarmac the Biretwo-Tot Road. The Kenya Vision 2030 is expected to greatly enhance accessibility, trade, and visitor flow to the scenic Kerio valley. The reserve is also reachable from Eldoret

Kabarnet route. It is approximately 412 km from Nairobi ,100km from Eldoret airport and 40km from Iten town. This forms part of the Northern Rift tourism circuit.

Wildlife and Activities

Rimoi is home to diverse wildlife, including the largest herd of elephants, giraffes, zebras, impalas, waterbucks, dik-diks, warthogs, guinea fowls and baboons, as well as numerous bird species, making it ideal for wildlife viewing and birdwatching. Visitors can also enjoy scenic drives, nature walks, and photographic safaris within the valley's unique landscape. The surrounding region offers adventure tourism such as hiking along the Elgeyo Escarpment, visits to Chebloch Gorge and cultural experiences showcasing Keiyo and Marakwet traditions.

Tourism and Development Potential

According to the County Integrated Development Plan (CIDP III, 2023–2027), Rimoi is Elgeyo-Marakwet County's flagship tourism asset and a model for sustainable ecotourism. Plans include establishing eco-lodges to promote longer visitor stays, generate employment and community income, and support conservation financing. The reserve's development is also tied to tourism diversification, linking it with sports tourism in Iten, agritourism in the Kerio Valley (mango, honey, and fruit farms), and cultural heritage tourism.

INVESTMENT OPPORTUNITIES

In line with the **Wildlife Conservation and Management Act, 2013**, the **Tourism Act, 2011**, and the **Public Private Partnerships (PPP) Act, 2021**, the county seeks to engage investors to promote **sustainable ecotourism** that enhances conservation, benefits local communities, and contributes to economic growth.

Investors are invited to express interest in:

1. **Eco-lodges and Nature Resorts** – Establishment of eco-friendly accommodation facilities.
2. **Adventure Tourism** – Development of rock climbing, paragliding, zip-lining, hiking, and cycling trails.
3. **Cultural and Heritage Tourism** – Development of cultural villages, museums, and heritage sites.
4. **Conservation-based Tourism** – Wildlife conservancies, nature trails, forest-based tourism and farm-based/ agro-tourism showcasing sustainable farming practices.
5. **Community-led Tourism Enterprises** – Partnerships with local communities for homestays and traditional experiences.
6. **Sustainable Transport and Infrastructure** – Eco-friendly transport systems, cable cars and solar-powered tour vehicles.

ELIGIBILITY REQUIREMENTS

Interested investors must:

- Be registered as a business entity in Kenya under the **Companies Act, 2015**.
- Provide proof of financial capacity and technical expertise in tourism, conservation, or hospitality.
- Demonstrate compliance with environmental laws, including **EMCA, 1999 (Environmental Management and Coordination Act)**.
- Have a clear business model that integrates community participation and benefits local livelihoods.

- Be willing to enter into an agreement with the County Government under a **Public-Private Partnership (PPP) or Leasehold Arrangement.**

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APPLICATION PROCESS

Interested investors should submit the following:

1. **Letter of Interest** detailing the proposed project.
2. **Company Profile** including past experience in ecotourism projects.
3. **Business Proposal** outlining investment scope, sustainability strategies, and expected impact.
4. **Legal Compliance Documents** (Company Registration Certificate, Tax Compliance Certificate, and relevant licenses).
5. **Proposed Financing Plan** for the project.

SUBMISSION DETAILS

All applications should be addressed to:

The County Executive Committee Member (CECM)

Department of Cooperatives, trade, industrialization, wildlife and tourism. Elgeyo Marakwet County Government

P.O. Box 220, Iten.

The deadline for submission is 01/December/2025 at 12:00pm and the profile document is to be dropped in tender box situated in County treasury building Iten.