

## Company profile

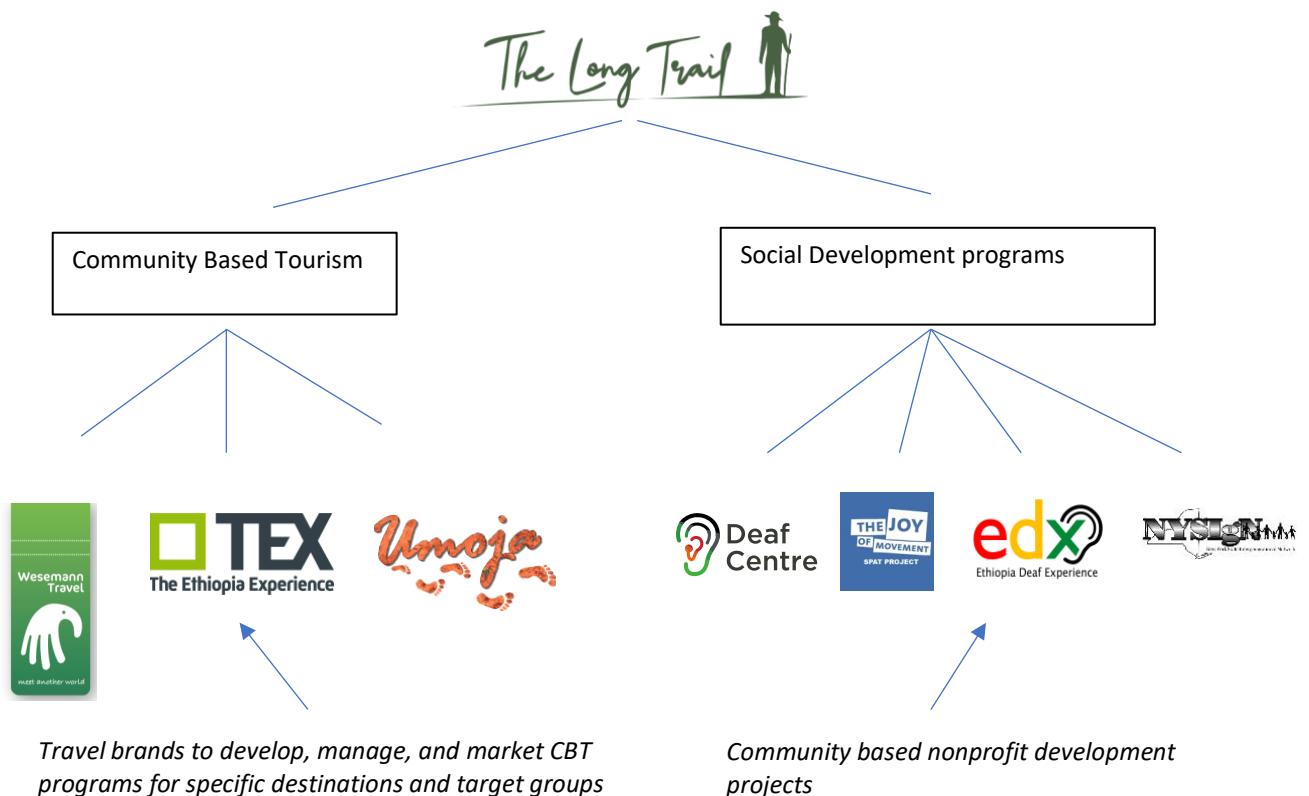
### Introduction

The Long Trail is a social enterprise based in The Netherlands specialized in *Community Based Tourism (CBT)* and *social development projects*. The organization was founded in 2021 by combining existing projects and activities that in some cases had been active since 2010. For about twelve years, the founders of The Long Trail have been developing, organizing, and marketing Community Based Tourism programs all over the world, and they have been managing social development projects with local communities, mainly in East Africa.

Community based development is not a simple process; it requires time and effort to engage with the communities and to help them take responsibility for their role and gain a position in the value chain. It is never a ‘shortcut’ to success. For that reason, we have chosen the name ‘The Long Trail’, symbolizing a hiker who deliberately chooses the longer route instead of the shortcut, but on the way enjoys the experience and will arrive at the destination with much more satisfaction. For us, this symbolizes that we are a social enterprise. We measure the success of our organization not only in terms of financial gains, but also in terms of social impact. By taking the ‘Long Trail’ (CBT) instead of the short route (standard business models in tourism), we create more value for the communities we work with, and ultimately, we ‘arrive at our destination’ with much more satisfaction.

### Specialization and organization

The Long Trail has two main specializations from which they develop and manage several brands and projects. A schematic overview:



At the moment, The Long Trail is active with the following brands that are specialized in CBT, each with their own destination or target group:



*Wesemann Travel: 2010 - present*

The first company in the world that is focused on CBT for deaf and hard of hearing people who use sign language. The founder of The Long Trail, mr Jos Wesemann, comes from a family with Deaf parents. He is fluent in Sign Language and thus he started organizing tours for this target group in 2010. Today, Wesemann Travel is the leading travel brand for deaf and hard of hearing people in The Netherlands and they are active in over 20 countries worldwide.

[www.wesemann.travel](http://www.wesemann.travel)



*The Ethiopia Experience (TEX): 2015 - present*

One of the first and few travel brands in Ethiopia that is dedicated to Community Based Tourism. From this brand we have developed CBT programs all over the country with different communities such as long-distance runners, coffee farmers, religious communities, tribal people, NGOs, and much more. We work directly with the local communities and with local tour operators and other suppliers to develop and manage the CBT programs. Together with them, we have hosted over a thousand guests in Ethiopia since 2015. Currently we are revising the website and all the programs. The new website and complete overview of all CBT packages will be released in December 2021.

[www.tex.travel](http://www.tex.travel) (under construction)



*Umoja Travel: 2020 – present*

Inspired by the examples in Ethiopia, we decided in 2020 to set up a new brand that is focused on CBT programs in Kenya. We are currently developing CBT programs throughout the country, with the emphasis on the region of Kwale in the southeast of Kenya where we are also involved in several Community Based social development projects. We have been experimenting with different kinds activities and programs throughout 2020 and 2021, and we are currently working on a website which is expected to be released by the end of 2021.

[www.umoja.travel](http://www.umoja.travel) (under construction)

The other arm of The Long Trail focused on small scaled Community Development projects. Usually these are nonprofit projects with vulnerable groups aimed at societal development and creating opportunities for work and income. At the moment the Long Trail develops and manages the following projects:



*SPAT project: 2018 - present*

SPAT stands for Sports and Physical Activity Trainer and is aimed at training people with a disability as a professional sports instructor. The project was introduced in Ethiopia in 2009 by several Dutch NGOs. In 2018 The Long Trail took over the management and all financial responsibilities, and in 2019 they also introduced it in Kenya. At the moment the project is active in Ethiopia and Kenya and employs in total about 16 people with a disability as a sports instructor, and reaches over 1500 schoolchildren with and without a disability every week.

Website: [www.spatproject.org](http://www.spatproject.org)



*Kwale Deaf Centre: 2019 - present*

A community centre for Deaf people in Kwale in the southeast of Kenya. In 2017 a community centre was constructed by several NGOs from The Netherlands, meant for deaf and hard of hearing people all over Kwale to meet each other and help to improve their position in society. At the moment about 20 deaf youth live there who receive all kinds of social support programs. In 2019 The Long Trail took over management and is guiding several support programs. We are currently also developing CBT programs in Kwale county and we are establishing a guesthouse for tourists at the Deaf Centre in Kwale town.

Introduction video: [YouTube link](#)



*Lalibela Social Fund: 2020 - present*

A project in Lalibela (Ethiopia) aimed at supplying monthly financial allowances to impoverished elderly and disabled people in the city. It is an economic experiment aimed at social security for vulnerable people. The project is initiated by the New York State Inter-generational network (NYSIGN), an NGO from the United States. The Long Trail provides all local management and coordination for the project. The project is meant to run for at least seven years and it is the intention to prove that a system of social security for vulnerable people will benefit the whole community. Due to political unrest the project was halted temporarily in July 2021.

Introduction video: [YouTube link](#)



*The Ethiopia Deaf Experience: 2021 – present*

A group of deaf actors in Ethiopia provides workshops and performances to improve awareness about deafness, Deaf culture, and sign language. The group gives workshops to individuals and tourists, and to companies and organizations in the form of a team building session. We have also adjusted the program for children in school settings.

Website: [www.ethiopiadx.com](http://www.ethiopiadx.com)



### **Connect and cooperate**

We have the ambition to grow into one of the world's leading social enterprises specialized in Community Based Tourism and related development projects. Next to successfully developing commercial and nonprofit activities, we also intent to become an international knowledge center about CBT and small scaled sustainable community development. We are open for cooperation and collaboration with any actors in relevant sectors. We are looking forward to connect and have meaningful conversations about the fields we work in with anyone who is interested.

Feel free to contact us at any time:

Jos Wesemann – *founder and managing director The Long Trail*

[www.thelongtrail.travel](http://www.thelongtrail.travel) (under construction)

[jos@thelongtrail.travel](mailto:jos@thelongtrail.travel)

+31642274229 (also whatsapp / telegram)