

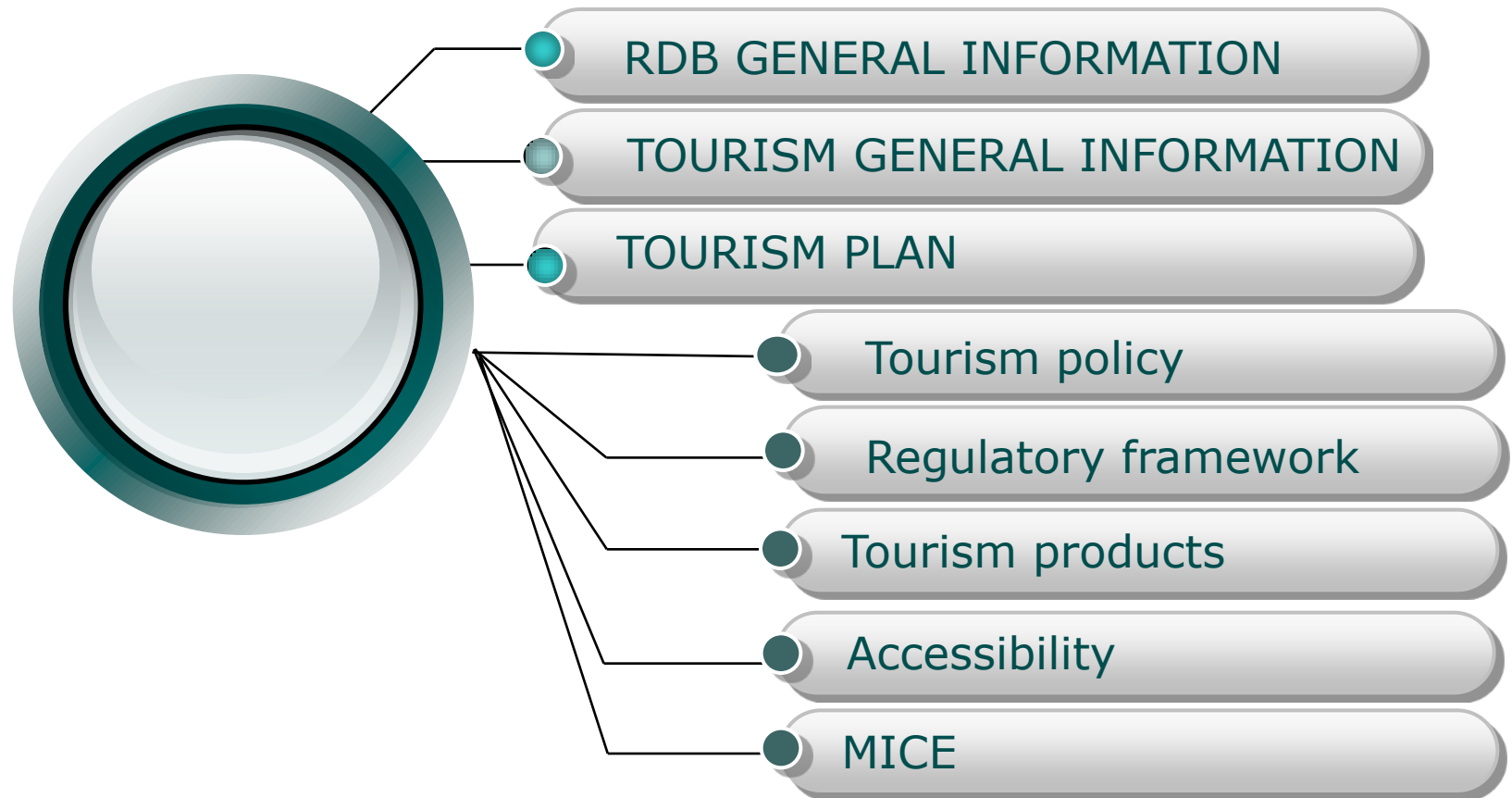


MINEACOM-IG Workshop on Trade and Industry RDB: Tourism Masterplan

14th December 2016 in Kigali, SERENA

**Department of Tourism and Conservation
Rwanda Development Board**

CONTENT



RDB GENERAL INFORMATION



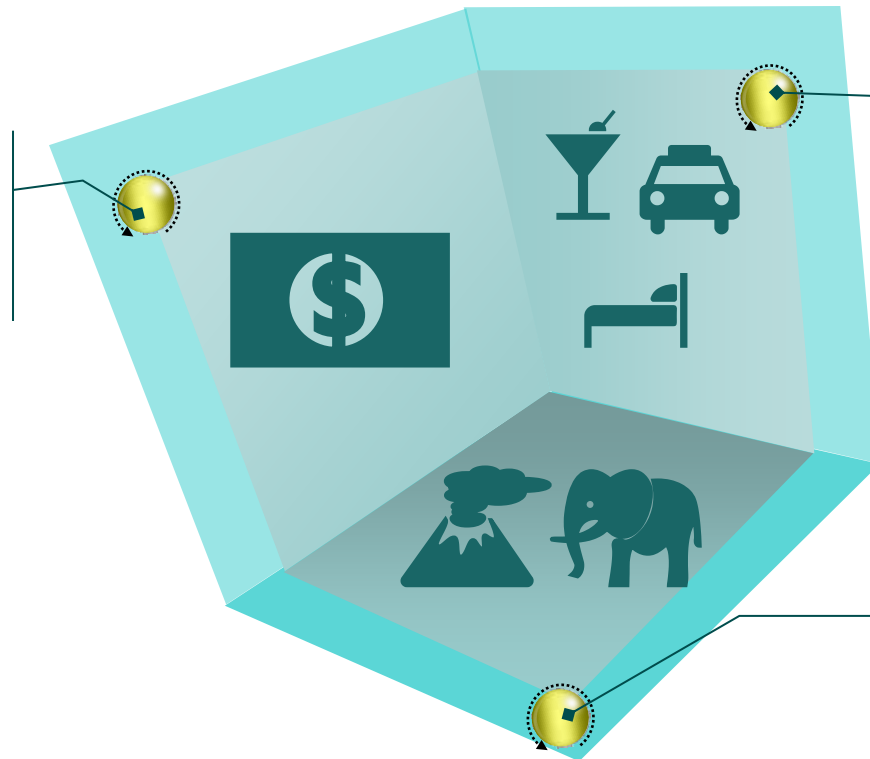
RDB GENERAL INFORMATION



TOURISM & CONSERVATION

MISSION: To conserve the rich biodiversity of the Protected Areas and to develop, sustainable tourism in collaboration with stakeholders for the benefit of all the Rwandan People

Increase Tourism receipts in a sustainable manner



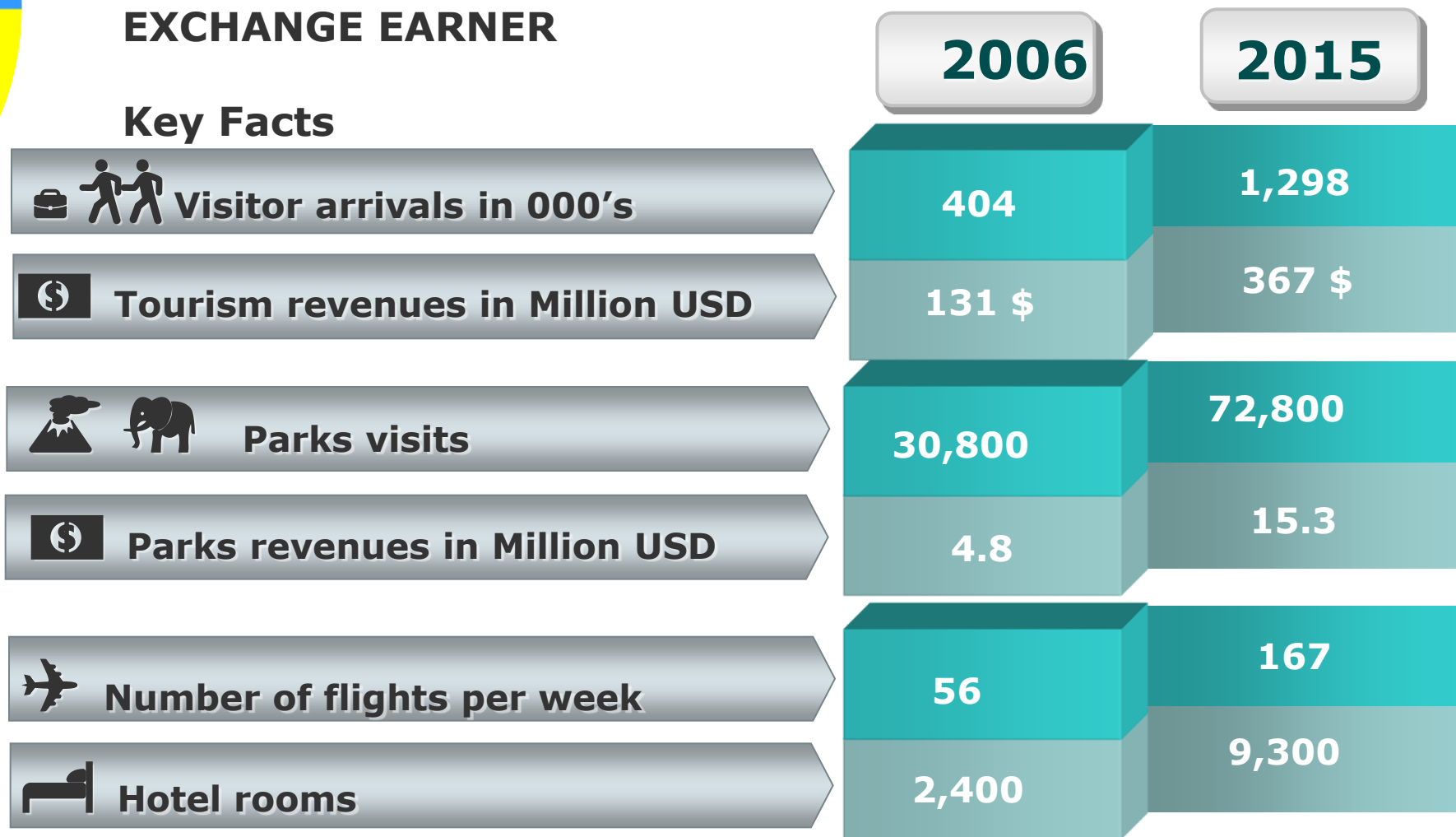
Increase participation of the private sector in driving the tourism growth

Conserve the biodiversity inside the protected areas for the benefits of future generations

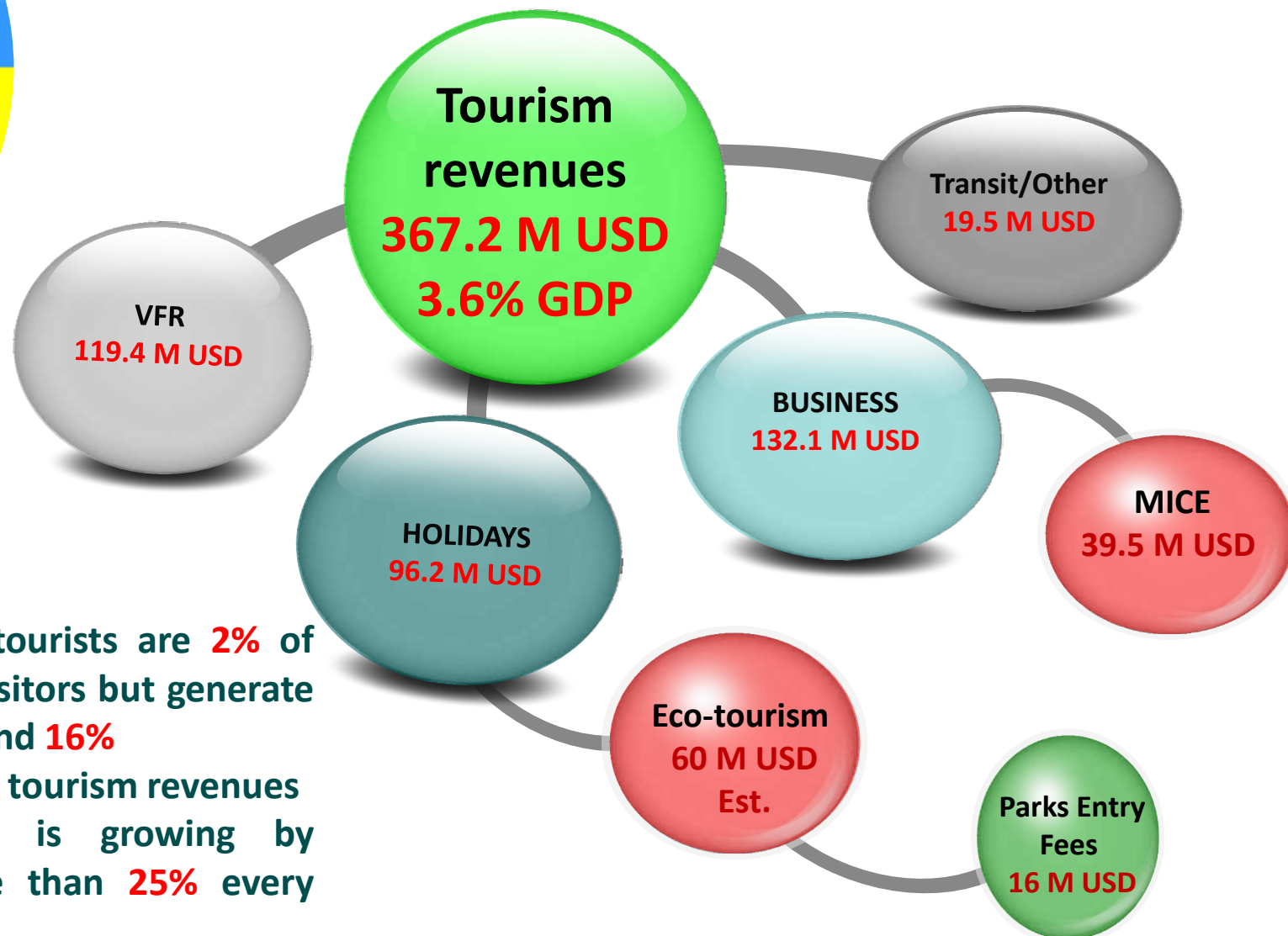
TOURISM FACTS

TOURISM No. 1 FOREIGN EXCHANGE EARNER

Key Facts



TOURISM CONTRIBUTION

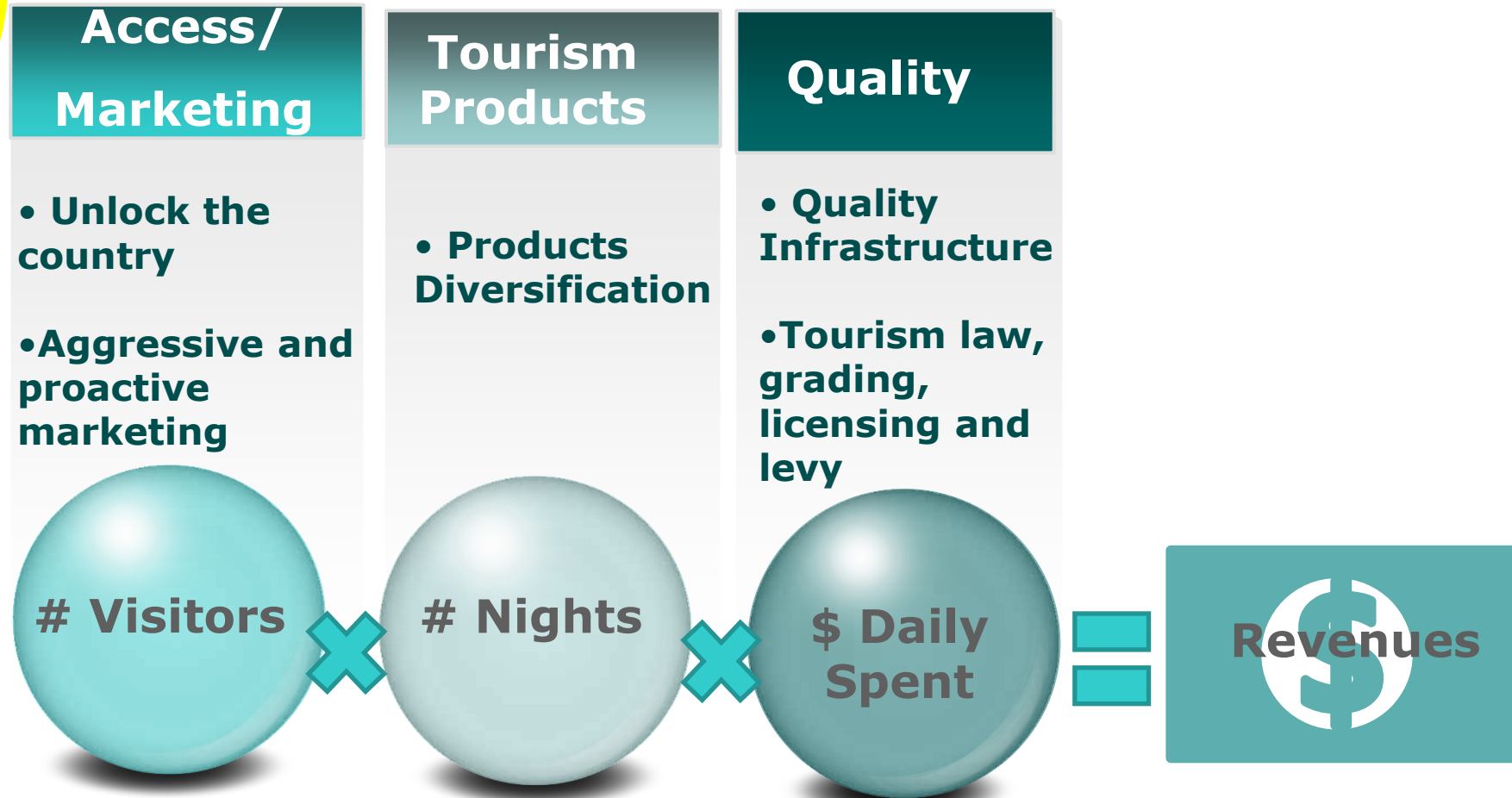


Eco tourists are **2%** of all visitors but generate around **16%** of all tourism revenues
Mice is growing by more than **25%** every year

December, 2016

Rwanda Development Board

TOURISM FOCUS



TOURISM POLICY



TOURISM REGULATORY FRAMEWORK

LICENSING

All tourism entities are required to have a tourism license to operate

GRADING

- **While tour operators, guides and travel agents will not be subject to grading, hotels and restaurants will be graded every two years**
- **A list of licensed and graded entities will be published annually on RDB's website**

INSPECTION

Licensed entities are subject to regular and ad-hoc inspections

LEVY & CONCESSION

A 2% tourism development levy will be collected from consumers on accommodation and restaurant services. RDB will set entrance fees to national parks, but concessionaires will set rates for their services.

REPORTING

All licensed entities are required to submit reports to RDB. Tour operators, guides and travel agents shall submit quarterly reports on:
Number of clients/month
Nationalities
Length of stay

Rwanda National Parks

8.9% of the whole country devoted to conservation. National Parks Generate more than 15 Million USD per year



Volcanoes

1. created in 1925. Rain forest (160 km²)



Akagera

2. created in 1934. Savannah Park (1,122 km²)

4. Law voted on 02.09.2015. Rain forest (1,019 km²).



Gishwati Mukura

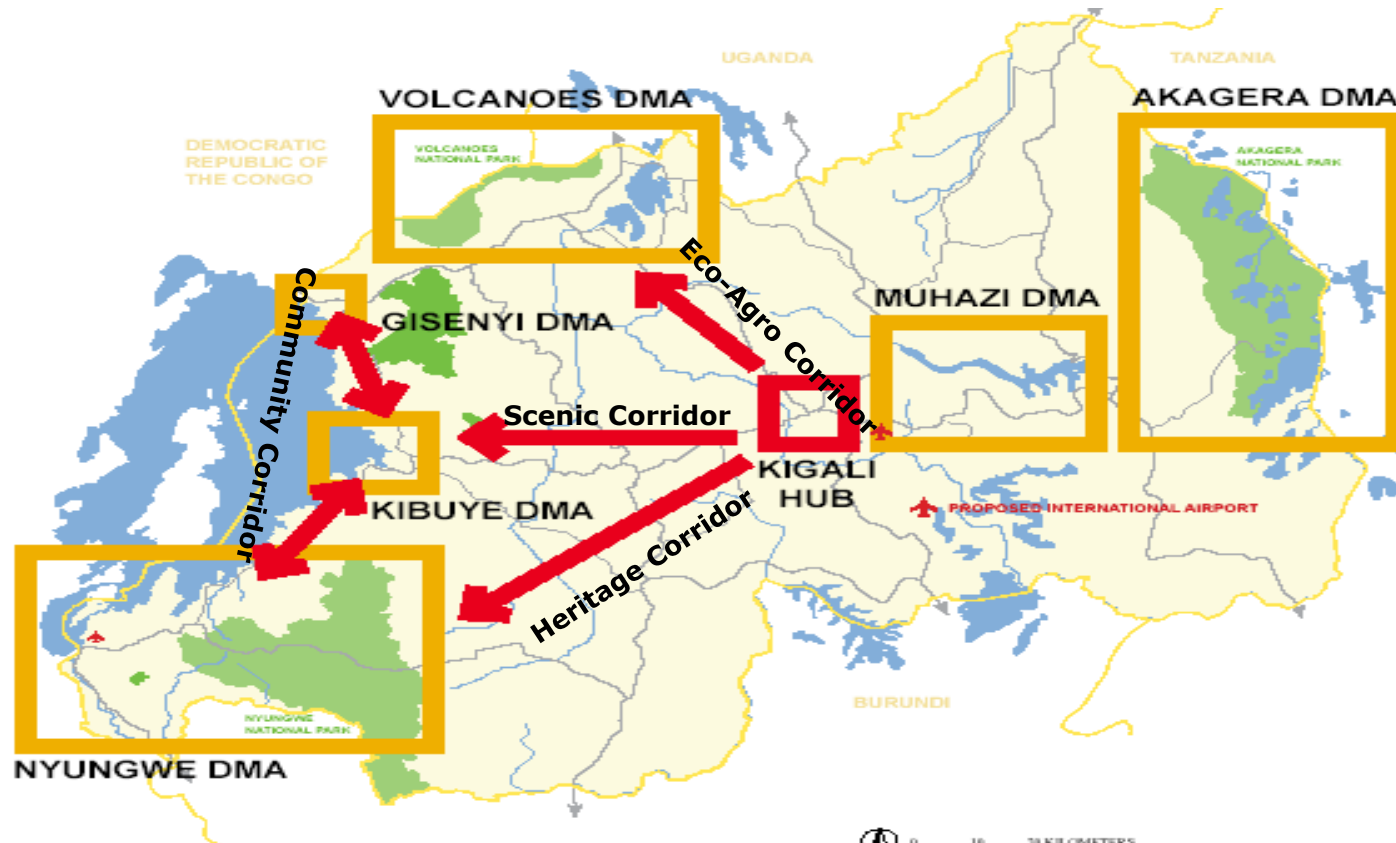


Nyungwe

3. created in 2005. Rain forest (1,019 km²)

TOURISM PRODUCT DEVT

Tourism master plan put emphasis on priority areas and product diversification. Priority areas for tourism development known as Destination Management Areas (DMAs) were designated. The products which both anchor and integrate the development areas are corridors



Products Development

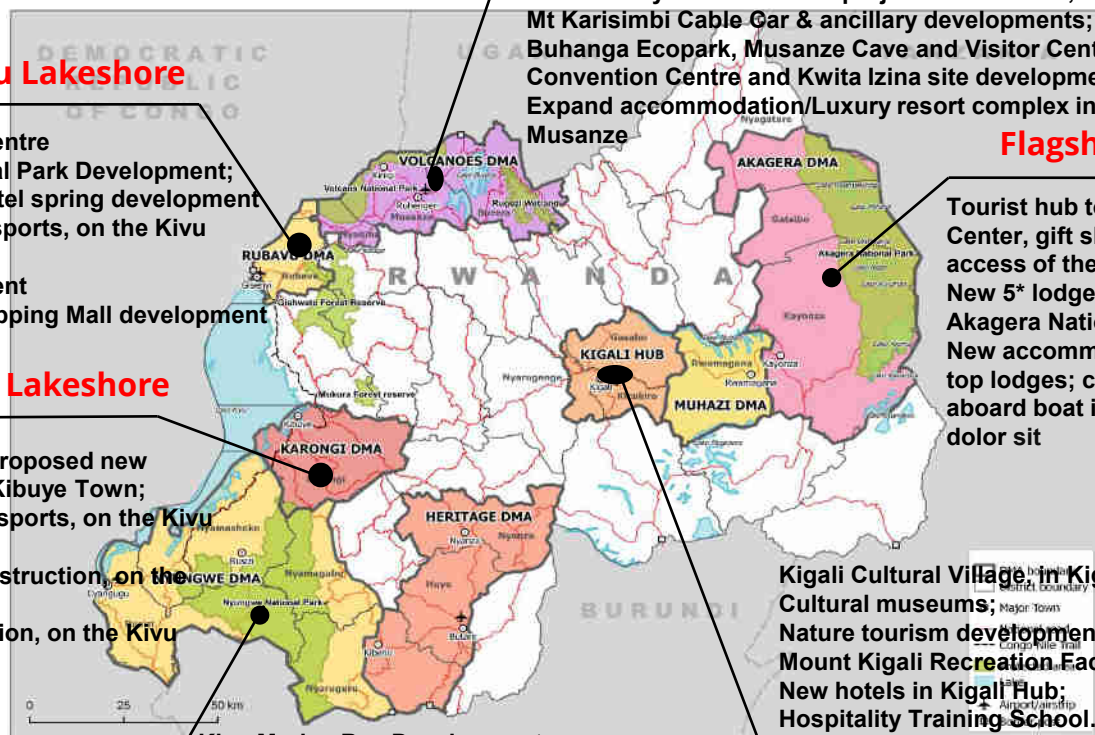
Flagship: Gorilla

Flagship: Kivu Lakeshore

Lake Kivu Convention Centre
Gishwati-Mukura National Park Development;
Hot Springs Resort & Hotel spring development
Beach facilities & water sports, on the Kivu Lakeshore;
Sport tourism development
Port development & Shopping Mall development

Flagship: Kivu Lakeshore

Craft market as part of proposed new public market, close to Kibuye Town;
Beach facilities & water sports, on the Kivu Lakeshore;
Karongi Golf Resort construction, on the Kivu Lakeshore;
Karongi Villas construction, on the Kivu Lakeshore.



National Park Product Diversification, including new trails, climbs, interpretive routes, guided walks;
Community based tourism projects in the DMA;
Mt Karisimbi Cable Car & ancillary developments;
Buhanga Ecopark, Musanze Cave and Visitor Centre
Convention Centre and Kwita Izina site development,
Expand accommodation/Luxury resort complex in Musanze

Flagship: Akagera NP

Tourist hub to include Tourism Information Center, gift shop, café, close to the southern access of the Akagera National park;
New 5* lodge development at Northern End of Akagera National Park;
New accommodation provision including tree top lodges; community-owned lodges, live aboard boat in the Akagera National Park.

Kigali Cultural Village in Kigali;
Cultural museums;
Nature tourism development at Muhima wetland;
Mount Kigali Recreation Facilities;
New hotels in Kigali Hub;
Hospitality Training School.

Flagship: KCC

Kivu Marina Bay Development;
National Park Product Diversification;
Nyungwe Integrated Coffee/Tea Plantation Resort;
Concession sites development
Cyangugu Shopping Village;
New accommodation provision including tree top lodges; community-owned lodges;
Community based tourism accommodation initiatives in Nyamasheke District;

Flagship: Nyungwe NP

RECENT PRODUCTS DIVERSIFICATION



Kibeho



MICE



Caves



watersport



Canopy



Birding

Rwanda's Tourism Competitiveness

What is unique about tourism in Rwanda?

Unique Asset

home to one third of the world's remaining Mountain Gorillas, one third of Africa's bird species, several species of primates, volcanoes, game reserve, resorts on Lake Kivu, graceful dancers, and artistic crafts.

Safe and easy to get around

All major attractions are located along a circuit within 1-5 hour drive from the capital, Kigali. In a short vacation, a tourist can reach volcanoes, mountains, rainforests, savannah, islands and lakes.

Growing MICE Tourism

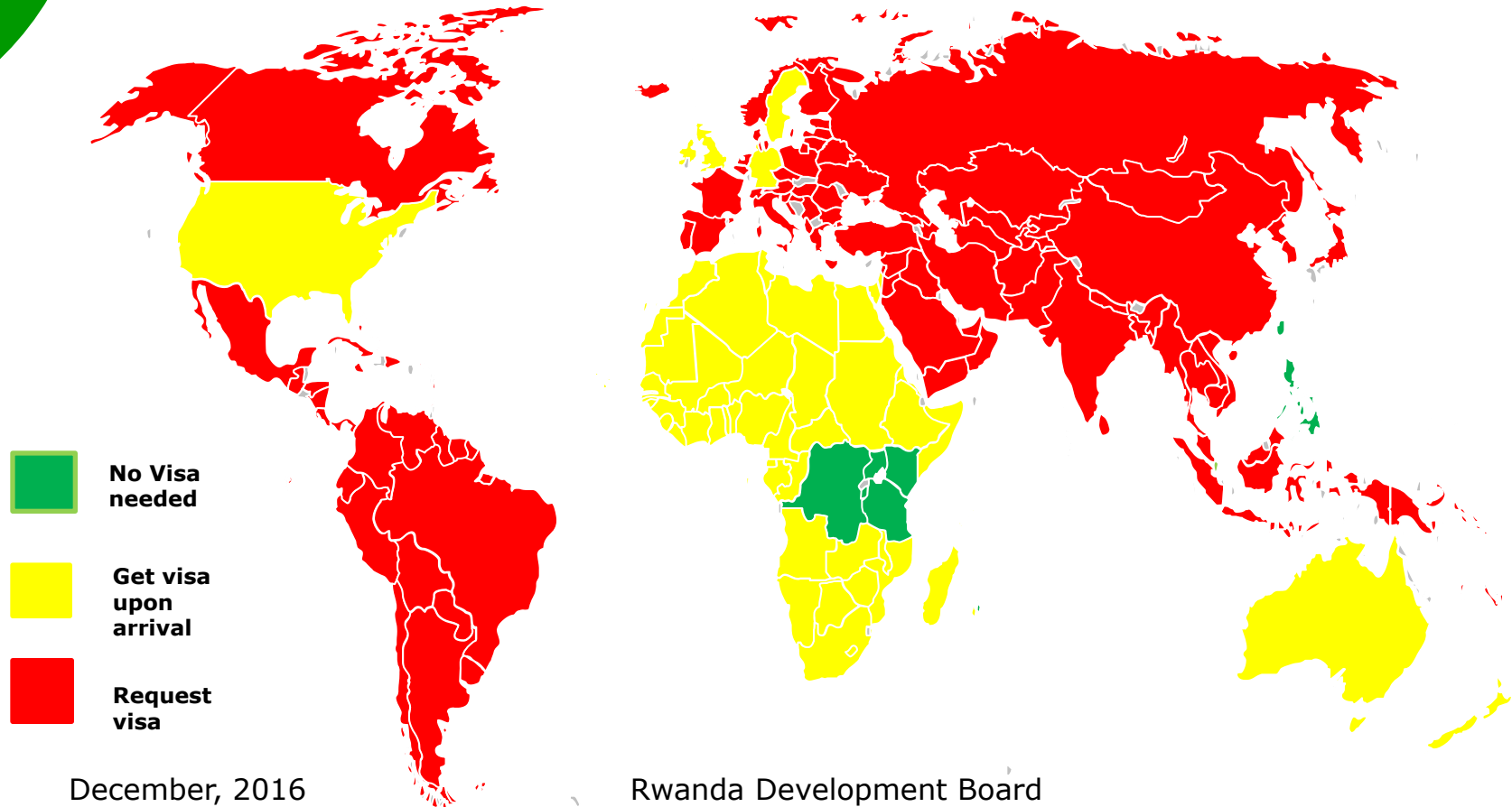
Potential to be the conference tourism hub for the region an ultra modern convention centre under construction. Kigali Convention Center

A base to visit East African destinations

Located in the heart of Central and East Africa with easy access to bordering countries of Uganda, Tanzania, Burundi and DRC as well as to Kenya,

TOURISM AND VISA

Visa Regime: EAC, DRC, Mauritius, Philippines, Hong Kong, Singapore no visa required.
All African countries, USA, Germany, UK, Australia, New Zealand, Israel, Sweden can request visa upon arrival
The rest of the world must request visa before coming
Visa regime under review, RDB suggested more countries for facilitation

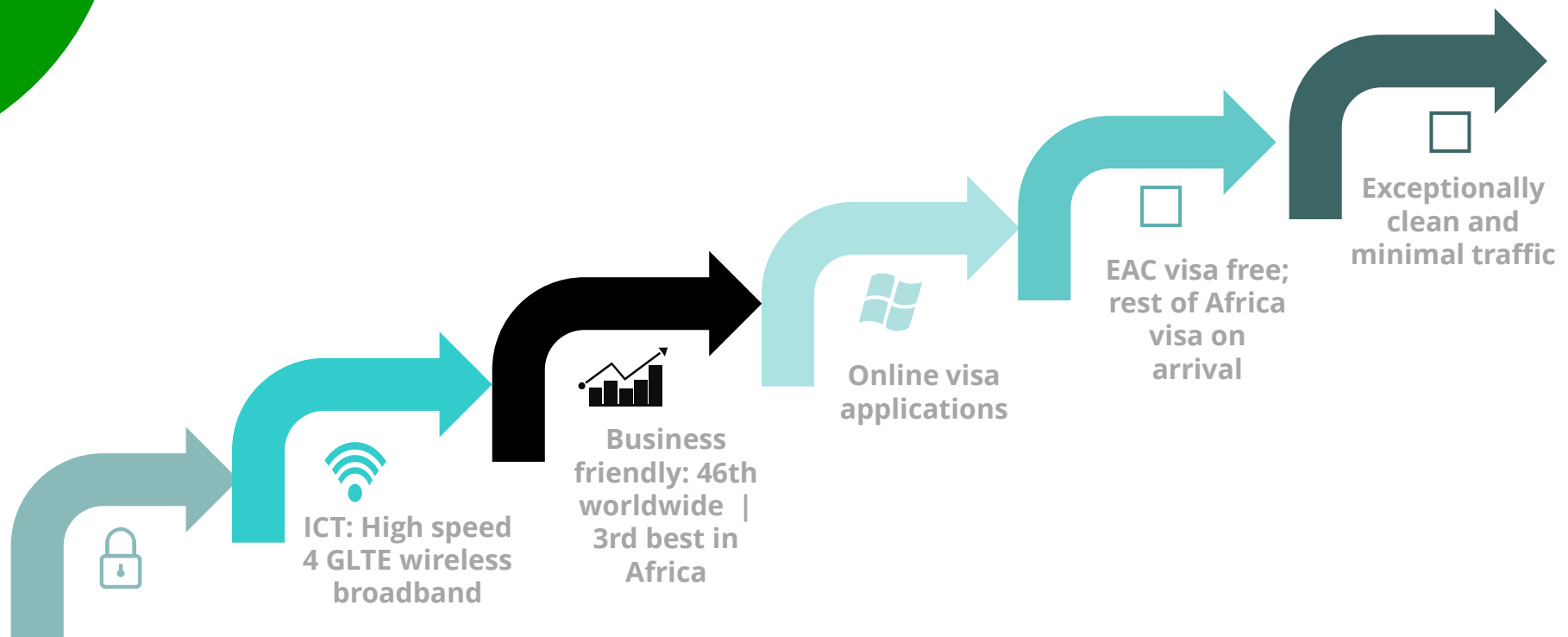


TOURISM AND ACCESSIBILITY



MICE

What is unique about MICE in Rwanda?



Safe and
Secure
Gallup report
2015

December, 2016

Rwanda Development Board

MICE DESTINATION CREDENTIALS



MICE VENUES



MICE VENUES



Radisson BLU
HOTEL & CONVENTION
CENTRE, KIGALI



December, 2016

Rwanda Development Board

21



MAJOR CONFERENCE HOSTED, 2016

Meeting	No. of Delegates	Venue
World Economic Forum Africa	2500 Delegates	Kigali Conference and Exhibition Village May 2016
African Union Summit	3000 delegates	July 2016 Kigali Convention Center
The Global Africa Investment Summit	1000 delegates	Kigali Convention Center September 2016
Africa Hotel Investment Forum	700 delegates	October 2016 Kigali Convention Center



UPCOMING CONFERENCE, 2017

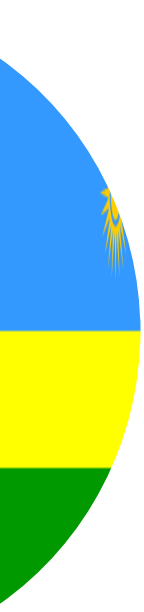
Meeting	No. of Delegates	Venue
Transform	2500 Delegates	May 2017 Kigali Convention Center
Afreximbank AGM	700 delegates	June 2017 Kigali Convention Center
Africa Airline Association	700 delegates	September 2017 Kigali Convention Center
African Organization for Research and Training in Cancer	1000 delegates	November 2017 Kigali Convention Center

Remarkable Pre and Post Tours



Remarkable Pre and Post Tours





REMARKABLE RWANDA

MURAKOZE

WUBUKOZE