



VISIT RWANDA

EVENT: EXPO 2021, DUBAI

THEME WEEK: TRAVEL AND CONNECTIVITY

Under the theme week of Travel and Connectivity where discussions will be held along the lines of how we balance the impact of the expansion of our digital world with our physical reality?

Travel has grown and so has connectivity through the digital world and it is during this week that business people in the Travel world will discuss how best to make use of the continued growth of the digital world.

With this, there will also be an opportunity to meet various industry leaders in travel and technology and hence the proposal of participation by the Rwanda Development Board together with Tourism Chamber Members.

Objective;

- To meet and create partnerships and networks with travel industry leaders from UAE and Key Source markets.
- To expand our market to the Middle East with face to face meetings.
- To present to a potential market the investment opportunities in Tourism in Rwanda.

Period;

- The travel and Connectivity Week will be held from **the 9th-15th January 2021** with several seminars and discussions organized.

Participants;

- Government of Rwanda Tourism Officers: Chief Tourism Officer and Tourism Promotion Division manager.
- Rwanda Convention Bureau
- Chamber of Tourism and Tour Operators
- RwandAir
- Akagera Aviation

Activities;

B2B Meetings with Tour and Travel Agents invited.

We plan to work with a local firm in Dubai to organize and mobilize tour and travel agents in the GCC who will be invited for a B2B session with Rwandan Destination Marketing Companies (DMCs).

The event on 9th will commence with a tour of the Rwanda Pavilion followed by a trade event for Destination Management Companies and Professional Conference Organizers, followed by breakaway B2B sessions. **VENUE: TO BE CONFIRMED BY END DECEMBER**

On Event 2, 10th, we plan to mobilize and organize a media round table that is mainly composed of travel media & influencers. On the same day, we will organize a visit to the Rwanda Pavilion. The media roundtable will be an engagement with officials from RDB, RCB, RwandAir and Akagera Aviation. **VENUE: TO BE CONFIRMED BY END DECEMBER**

We intend to have at least 25 Chamber of Tourism members and at least over 25 travel agents from Dubai will be invited. The actual numbers will be confirmed towards the date.

This B2B and round table events will be organized during the Travel and Connectivity week. The event will be promoted through the Travel & connectivity week platform as well as social and traditional media on the ground.

A draw to win an all paid expenses trip to Rwanda will be organized during this event to draw interest and ensure participation of GCC agents and PCOs.

Event 3 will be about showcasing the investment opportunities around Rwanda in the Tourism sector, to potential investors, this could be done in partnership with Malta (Venue could be Malta Pavilion)

We also plan to have promotional small events throughout the remainder of the expo, curated with the help of the company that will be hired; this will range from examples like coffee classes, drum lessons, etc.