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... travel in Rwanda



*At the crossroads of tourism
and sustainable development.*

- Responsible educational tourism
- Special interest delegations
- Destination management
- Event management
- Project excursions
- Consultancies

Introduction

A visit to Rwanda is an excellent introduction to the entire African continent – particularly because of the country's very pleasant climate, the high levels of security and stability, the general friendliness of the people, and the ease of getting around and reaching all major attractions within a few hours. But beyond being a part of Africa, Rwanda is a small microcosm of its own. Due to its remoteness and hilly terrain, it was one of the last places to come in contact with the rest of the world. Rwandans are patriotic, proud and keeping to themselves which is why a very distinct culture was able to thrive. The current government's strong embrace of globalization and 'modern' values has led to a fascinating mix of old and new, of traditions and change.

NDA is a social enterprise that offers enlightening experiences for special interest groups, and superior destination and event management services in Rwanda. Our clients range from leading international organizations, government institutions, universities, incentive houses and tourism operators to philanthropists, educational travelers and celebrities. We tailor-make unique experiences based on individual interests and a strong intellectual focus.

Mission

Our mission is to be Rwanda's leader in providing the most exceptional, innovative and professional services in tourism, destination and event management, and, in the process, creating meaningful opportunities for local partners.

Vision

Our vision is that tourism in Rwanda is responsible and life-enriching for both the valued visitors and their local hosts.

Regional network

We are a member of the regional network Eos Visions that offers unique tourism, destination and event management services in east and southern Africa, currently operating in Burundi, Kenya, Malawi, Rwanda, Tanzania and Uganda. More information is available at www.eos-visions.com.





Special interest tours

While we don't want our clients to miss out on Rwanda's many diverse prime tourism attractions such as the world-famous mountain gorillas, we strongly prioritize educational, experiential and enriching visits. We have become experts in tailor-making unique tour programs around the special interests of our clients, and we benefit from a constantly growing portfolio.

Our experienced team is happy to research and prepare your very personal theme of interest that then becomes the center of your visit. Depending on your preferences, we will add experiences related to understanding the country, learning about its history, people, nature, culture and daily problems, and personal actions and interactions. All of this is matched with an exclusive travel environment with charming and intellectually challenging guides, comfortable hotels, lodges and vehicles, and professional hassle-free service.

Our growing portfolio

- Professional focus delegations: General health care, mental health, nursing, physiotherapy, community health care, education, language & literature, head start, law, social work
- Advocacy groups: Millennium Development Goals, general development and poverty reduction, HIV/AIDS, human right
- Incentive travel for corporate clients, incentive houses and organizations
- Donor/sponsor trips: Various organizations (including UN Millennium Villages Project, Survivor Corps, Aegis Trust, Rwanda Community Works etc)
- Other special interests: Coffee production, tea production, 'development as freedom', peace building and reconciliation, gacaca, cultural immersion, mission trips, journalism, gender, micro-finance, conservation, photog-

"I would like to thank you, in particular, for your exquisite attention to detail that allowed us to have the trip of a lifetime. I know that these past ten days in Rwanda, under the auspices of New Dawn Associates, have changed my life and will lead me in many new and as-yet-unknown directions."

Helen Kweskin, California

PTP English Language & Literature delegation, June 2008



Destination management

As a professional destination management company, NDA offers one-stop destination services where you will benefit from a single point of contact for all your needs and desires in Rwanda. We advise on initial program conception and design, conduct necessary research, help with creative planning, contact desirable partners, and ensure impeccable and seamless management - from a single component to orchestrating a grand vision with a multitude of working parts.

Our experienced multi-cultural team has earned a reputation for excellence, creativity, attention to the smallest details, pro-activeness and discretion. We understand our clients' international needs and use our local knowledge to provide a very authentic and personal destination experience.

In the past, we have provided a variety of destination management services to advocacy delegations, diplomatic missions, professional focus delegations, NGOs, government offices, faith-based groups, celebrities, and independent journalists and film crews. Contact us for specific references.

"I am very impressed with the cultural and professional experiences we saw in Rwanda. NDA is very thorough with planning, personal contact and making the trip enjoyable. I am very impressed with the progress Rwanda has made in the past 10 years - it is phenomenal in all sectors. Awesome trip!"

Joanne Piercy, Canada
PTP Physiotherapy delegation, November 2008



Event management

NDA is Rwanda's leading MICE operator, offering complete service packages for meetings, incentives, conferences, exhibitions and other types of events. Our team members have over 20 years of individual and 2 years of combined experience in managing full-service events in Rwanda from 20 to 350 participants.

Our services are designed for different types of clients, including governmental institutions, IGOs, NGOs, diplomatic missions and corporate enterprises. Among others, we offer:

- Vision creation and theme conception
- Venue selection and planning
- Registration and delegate communication
- Technical support, including audio-visual equipment and translation services
- Design of specific conference identity
- Design and print of all conference materials
- Delegate liaison throughout
- Food (breaks, lunches, special dinners etc)
- Transportation and security
- Accommodation
- Social program (e.g. cocktail with dance)
- Excursions (e.g. Historical city tour, genocide memorials, Millennium Village, gorilla trek)
- Spouse and family programs
- Additional tour programs before/after





Project excursions

An important part of our philosophy and our work as a social enterprise consists of the development of diverse community-based tourism projects. Defined in a broad sense, their overall goal is to contribute to poverty reduction and sustainable development for disadvantaged Rwandans. Based on extensive research, we define poverty as 'deprivation of basic capabilities that prevents individuals to pursue what they have reason to value'.

In these projects, you can learn about the country's living culture, the joys and hardships of the people, and specific subjects of importance to the country's general development.

E01: Millennium Village Tour

The Millennium Village Tour introduces the development challenges and poverty traps in south-eastern Rwanda and the successful intervention package of the UN Millennium Villages Project. Visitors learn in hands-on ways about issues such as agriculture, education, health care, infrastructure and micro-enterprise development. This is combined with geographical and historical introductions, as well as cultural and culinary interaction. Most importantly, it is the locals themselves who present all these experiences through their own eyes.

E03: Dancing Pots

The 'Dancing Pots' experience offers visitors a unique opportunity to learn about and interact with a community of settled and forward-looking Batwa – or 'historically marginalized people' in the words of the government of Rwanda. Located close to Gisenyi, the members of Abatigayubuke are harnessing their famous traditional skills of pottery and performing arts to make a living and to serve as an exemplary Batwa community that is fully integrated in the area's social life and structures.

E02: From crop to cup

The 'From crop to cup' experience combines the stunning scenery of Lake Kivu with an educational excursion that focuses on the coffee growing process. Visitors learn in hands-on ways about the entire coffee production chain. They pick their own coffee cherries and follow them through the various steps of coffee washing. In the end, they enjoy a cup of hand-grinded and traditionally roasted coffee together with their local hosts.

E04: This is Africa

The 'This is Africa' experience brings visitors right into the heart of the colors, noises and smells of urban Rwanda and introduces life in a bustling multi-cultural commercial suburb with a typical African flair. Young and charming women of Nyamirambo take the visitors' hands to guide them to the hair saloon, the West African tailor, the Muslim quarter, the local market and one of their private homes where they will have a cooking lesson and lunch over intriguing conversations.



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Partners & clients

- Eos Visions
- People to People Ambassador Programs
- ONE
- Aegis Trust
- (RED)
- Pioneers of Prosperity
- UN Millennium Villages Project
- DED
- Rwanda Private Sector Federation
- Mirovni Peace Institute
- European Commission

