

# **COMPANY PROFILE FOR WILDLIFE TOURS - RWANDA**

**Wildlife tours - Rwanda is a Professional Inbound Tour Operator business, based in Kigali, the Capital city of Rwanda; specializing in high quality tours that incorporate pro-poor tourism, responsible tourism and ecotourism approaches in the development, operation and management of all our packages. In addition, we organize cultural and community-based tours within Rwanda and other countries.**

**We have only experienced, qualified and passionate employees working for the company. Many of employees speak English and French plus a few who speaks Germany, Spanish and Dutch plus of course Kinyarwanda and Swahili.**

**Through Community-based tours; women empowerment has been achieved and also encouraged innovations, creativity and entrepreneurship amongst the local community groups receiving tourists. Because of incomes generated from tourism in all community-based tourism activities, this reduced conflicts within many homes in villages where we operate. Our tours support conservation as our motto says, "*conserve through eco-tourism*"**

## **WHY PARTNER WITH US?**

**The company is Rwanda owned Tour and Travel Company that's passionate about tourism development and strong commitment to conservation. We are the top Rwandan tour operator with diverse experience in tourism, wildlife management and conservation. We operate with an African touch and approach to promote tourism that is more educational and experiential. We offer high quality services in wildlife tours, community and cultural tourism, project tours, volunteer tours, event management and conservation, and tourism consulting.**

**The Dream of the company is to see majority of Rwandans benefit from tourism through employment, capacity building and empowering local communities to improve their livelihood, alleviate poverty and strengthen unity among the Rwandans. At the same time, we strive to build strong lasting relationships with our visitors and partners. We allocate over 50% of the company profits for community development.**

**Our partners are guaranteed of quick services in securing gorilla permits, the best reliable jeeps and accommodation facilities plus having access to the most knowledgeable, skillful, professional guides. We offer free airport transfers to guests of our partners within Kigali City and also share the profits based on quantities of gorilla permits sold. The cars are provided at very cost effective if not "very competitive prices" to all our partners. You are assured of special discounts on accommodation facilities once you have an agreement with us as a business partner.**

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## **Key personnel:**

**MUGISHA M. Davidson:** Has over 20 years in the operation and management of tourism. He has worked as a freelance guide from 1995, a tourism, administration and law enforcement warden at Volcanoes national park from 2000 to 2003. Held similar positions from 2004-2007 in Akagera National Park as well as being a private consultant. In addition to the above, he has trained many park guides in Nyungwe National Park, Akagera National Park, Volcanoes National park, Bwindi Impenetrable Forest in Uganda plus so many other freelance guides.

He studied business administration at Makerere University Business School; has 1st class diploma in wildlife and tourism management from the college of African Wildlife Management in Tanzania and also with Bush Explorers in South Africa.

Has a Master's of Science in Conservation and Tourism from the University of Kent in the United Kingdom. Davidson has also done further training in community based tourism development from Japan and recently completed the tourism leadership programme from USA. He is responsible for the general management of business at Wildlife tours.

Davidson is an expert in product development, diversification and has wide experience in businesses management. Developing tourism products in and with communities that have no formal skills or training but based on traditional knowledge and skills, develop projects and products that are acceptable, sustainable and owned by community members; help train young Rwandans who are less privileged, minorities and empower women to join the tourism employment sector; involve community members in product branding, marketing and promotion, liaise with local leaders and other stakeholders in the field of tourism, conservation and the public in general.

Below are some of the other positions and responsibilities held earlier and now;

- President of Rwanda Birding Association – Done Consultancy jobs with USAID – DAI on avitourism development
- Vice President of Rwanda Tours & Travel Association in 2010 to 2011 – Was also the consultant representative with partner institutions such as Rwanda Tourism University College, CBI, and Nuffic etc. Current in charge of Advocacy at Rwanda Tours & Travel Association.
- Part time lecturer at Rwanda Tourism University college – now RTI
- Member of the East African Tourism Platform – EAC Tourism development
- Private sector tourism representative at the Transboundary Collaboration Secretariat for Rwanda, Uganda and Congo.
- Tourism Cooperative capacity building expert – SNV Rwanda in 2011
- Responsible, pro-poor and ecotourism advocate
- Member – Forest people's network – UK

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## MUTESI Oliver: Finance Operations Director.

She studied Hospitality and Air ticketing. She did internship at Rwandair Express for two years which developed her practical skills in hospitality and air ticketing. Her motivation, dedication and commitment to providing quality services have led to the smooth operation of the company.

She is currently completing bachelor's degree in business administration at Kigali Independent University.

## KIYAGA MUZAMIRU: - Business Development Manager;

He is a young, dynamic and very dedicated manager working around the clock to ensure development of the company regionally and beyond....

Muzamiru studied Wildlife and Natural Resource Management at Uganda Wildlife Training Institute

Many other professional employees are available at Wildlife Tours – Rwanda offices in Kigali at KG 11, Ave KG 6 St. in Kimironko opposite Four square Gospel Church

## BUSINESS DESCRIPTION:

### Services:

Three key things define the services of wildlife tours – Rwanda;

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| 1. Tailor made community activities that encompass pro-poor approach and concept.   |
| 2. Educational tour packages – experiential and enriching (Historical-cultural tours, nature based tours, adventure tours etc). |
| 3. Professionalism  |
| 4. Exceptional birdwatching trips   |

1. **Guiding, Interpretation & Translation:** We offer translation and Interpretation services to cater for French, English, Kinyarwanda and Swahili language requirements. Our team is composed of young multi-lingual employees who provide interpretation and translation services to visitors, NGO's, government parastatal delegates, individual travelers etc.
2. **Community-based & Cultural tours:**Community based activities such as banana and sorghum beer production, ethno botany tours, bio mimicry, reconciliation village tours pastoralist heritage, music, dance and drama, traditional healing, imigongo production, brick making, bee hive farming, traditional fishing are organized in a more

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practical and educational way.

Cultural tourism such as visiting monuments, museums, palaces, forts, shrines and other historical sites have been well developed.

3. **Event Management:** We plan, organize and manage small and big functions with our reputable partners in business. These range from seminars, workshops, conferences for NGO's, government and private sector, local or international development agencies. Book hotels and offer outside catering services all over the country.
4. **Volunteer Tours:** Rwanda needs a lot of experts to help transform the country from a subsistence economy to a more powerful middle class and more industrialized economy, boost its education sector, and improve health services among many other sectors. But have few qualified and the professional human resource base is still difficult to find in the country while at the same time, the government is in great need of expatriates with such qualifications to steer its development programmes. Wildlife tours narrows this gap by collaborating with well-wishers, international and regional volunteers; who may wish to come in and help the country by providing expertise i.e. their knowledge, skills and experience to the benefit of Rwandans. We help organize everything for the willing volunteers and link them to their respective field of interest which strictly follows our acceptable criteria or guidelines in the selection process.
5. **Project Tours:** Project tours like visiting orphanages, widows of genocide, street kid projects, former prostitutes, child-headed homes etc. and support them through tourism. We have more than 12 projects in the country in different sectors or services. We aim at supporting these projects and ensure their sustainable growth in the long-run.
6. **Ecotourism:** Nature based tourism activities such as bird watching, game drives, primate trekking, snake hunting skills, mountain climbing, hiking and nature walks.
7. **Consultancy services:** The company offers consultancy services in human resource management, capacity building, business management, tourism and Protected Area Management, conservation and conservation education, Biodiversity conservation and law, Ecosystem management, Sustainable resource use, Community development and Tourism marketing. With our reputable partners, our services extend to financial audit, rural development, agriculture and livelihood, policy analysis and research, health and gender-based actions etc.

More to that, we design, develop and print different reports, magazines, brochures, calendars, stickers, business cards etc for our clients including schools. Supply promotional materials such as T-Shirts, hats, flags, banners, CD's, handbills, key holders, calendars etc. We can avail some samples on request.

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**8. Car hire and letting services:** We offer car rental and hiring services with both professional drivers or self-drive in case one agrees with our conditions and signs an agreement with the company. In addition to this, we do airport transfers and pick-ups, safaris etc. We have (4 x 4) jeeps, vans and mini buses. We can also arrange bus transportation.

**9. General transportation:**

Helicopter services are provided for professional photographers and aerial tourism. Special hire services of small cars, mini buses, coaches, jeeps and buses for big groups. The prices depend on the type of car, time in possession of the car and other set terms and conditions.

**10. Visa arrangements, Travel agency services & Shipment services:**

We support our clients to get tourist visas, working visas etc. Also manage all travel requirements such as air tickets and travel bookings. In addition, we follow up all shipment needs for our clients.

**11. Hotel and resort reservation:**

Priority is given to hotels, lodges that are eco-friendly and responsible in the approach and operation of their businesses.

**12. Conference packages (MICE):**

Management of special meetings, incentives, conferences and events in Rwanda and the East Africa.

With capacity to host over 200 guests and 1500 guests respectively. The conference halls are installed with sound equipments such as speakers, microphones, translators, interpretation gear and other accessories. Furthermore, conference halls have comfortable chairs, tables and self contained facilities not forgetting the modern air conditioning system.

More value attached to our conference halls is that, they are well decorated with excellent lighting, head phones kits etc.

**13. Special interest packages & classic packages** such as golf tours, incentive tours, cycling/biking tours, mountain climbing, caving etc; honey moon tours, school tours, bird watching, water adventures e.g. boat rides, adventure tours, ecotourism, volunteer tours and project tours.

**14. Daily tours and excursions:** Daily tailor-made packages are customized to the needs of

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specific individual or group travelers. This can be done within Kigali and around Rwanda.

### **Nature-based tourism highlights include;**

- **Two families of Chimpanzees in Nyungwe National Park**
- **10 Tourism families of the rare mountain gorillas in Volcanoes National Park**
- **Some of the Big 5 in Akagera National Park**
- **Highest concentration of birds per square kilometer in a small country of Rwanda**

### **Other:**

- **Unique and rich culture**
- **Beautiful scenery**
- **History**

Please find more information **on our website.**

[www.wildlifetours-rwanda.com](http://www.wildlifetours-rwanda.com)

Contact us should you need further information,

We are looking forward to serving you.

Kind regards,

**MUGISHA M. Davidson**

**Managing Director,**

**Wildlife tours – Rwanda**

[www.wildlifetours-rwanda.com](http://www.wildlifetours-rwanda.com)

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