



## Partnership Launched to Digitally Transform Rwanda's Tourism Sector

**Kigali, Friday, October 4, 2024** – Today marked a pivotal moment for Rwanda's tourism industry as the Rwanda Chamber of Tourism (RCOT) and the Rwanda Internet Community and Technology Alliance (RICTA) officially joined forces to propel the sector into the digital era. At a signing ceremony held at RCOT's offices in Kigali, the two organizations inked a groundbreaking Memorandum of Understanding (MoU) aimed at boosting the online presence of tourism businesses across Rwanda.

The MoU, signed by Mr. Yves Ngenzi, Director General of RCOT, and Mrs. Ingabire Grace, CEO of RICTA, will facilitate a range of initiatives designed to empower RCOT members with digital tools and skills. This includes the integration of the .RW domain for businesses under RCOT's umbrella and capacity-building workshops focusing on areas such as digital marketing, cybersecurity, and website management.

With Rwanda positioning itself as a top tourist destination, the need for a strong online presence has never been more urgent. "Tourism today is increasingly driven by digital platforms. This partnership with RICTA will help our members enhance their visibility, expand their reach, and ultimately attract more visitors both locally and internationally," said Mr. Ngenzi during the signing.

In addition to the technical support, RICTA will also collaborate with RCOT to educate members on the importance of embracing digital transformation. "Our goal is to ensure that every player in the tourism sector—whether a small tour operator or a large hotel chain—can compete in today's digital economy," explained Mrs. Ingabire. "By equipping them with the necessary digital skills, we are giving them the tools to thrive."

The partnership promises long-term benefits for the entire tourism ecosystem in Rwanda. With a focus on increasing online visibility and improving communication between businesses, the collaboration between RICTA and RCOT is expected to make a lasting impact on how the sector operates in the digital age.

The agreement is set for an initial term of three years, with room for renewal based on the success of the initiatives.

The future of Rwandan tourism is undoubtedly digital, and today's MoU marks an exciting first step in that transformation.

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