



New strategies to link international- with local- and regional tourism activities to the benefit of national parks local communities



# What is Red Rocks Rwanda?

Red Rocks Rwanda is an Eco tours company and a social enterprise that is all about the community, the wildlife, tourism & travel thus promoting sustainable tourism through community and conservation programs. Our pioneering cultural tourism scheme involves developing our community and promoting our nature preserve through tourism.

Red Rocks brings under-served communities into the tourism supply chain and supports community development projects that help people help themselves through our initiatives (<http://redrocksinitiative.org/>)



# How did it come to be?

Red Rocks Rwanda was created to provide alternative avenues for the local communities living around the Volcanoes National Park to earn income thereby diverting the undue pressure that had previously been put on the natural resources through illegal activities like poaching and deforestation of the national park, and also preserving our cultural heritage for the future generations through art.



# Cultural activities of Red Rocks Rwanda



Drumming  
Lessons



Organic  
Farming



Local food  
preparation



Village Cycling Tours



Igihoho Seedbag production



# Cultural activities of Red Rocks Rwanda



Traditional Cultural  
Dance performances



Basket Weaving



Botanical  
Gardens



Arts For Conservation



Student Exchange  
programs



# Cultural activities of Red Rocks Rwanda



Pottery Lessons



Painting & Drawing



Local Village Walks



Local Banana Beer Demonstrations



Volunteerism



Skills development programs for job creation, economic growth and poverty reduction



# CAMPING TENTS



SMALL TENTS



CAMPING GROUND



TWIN SAFARI TENT



DOUBLE SAFARI  
TENT



TWIN ROOM



## Quantifiable outcomes and impacts

- Increased number of community members or groups earning a living as an outcome of tourism activities around volcanoes national park
- Increased number of international artists and tourists coming to Rwanda and spending more days.
- Reduction of incidents of illegal activity such as poaching and deforestation.

# Thank You

