

Highlights of Tourist Arrivals in Rwanda January-June 2011

International visitor describes: any person who travels to a country other than that in which he/she has his/her residence but outside his/her usual environment for a period not exceeding 12 months and whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited.

International visitors

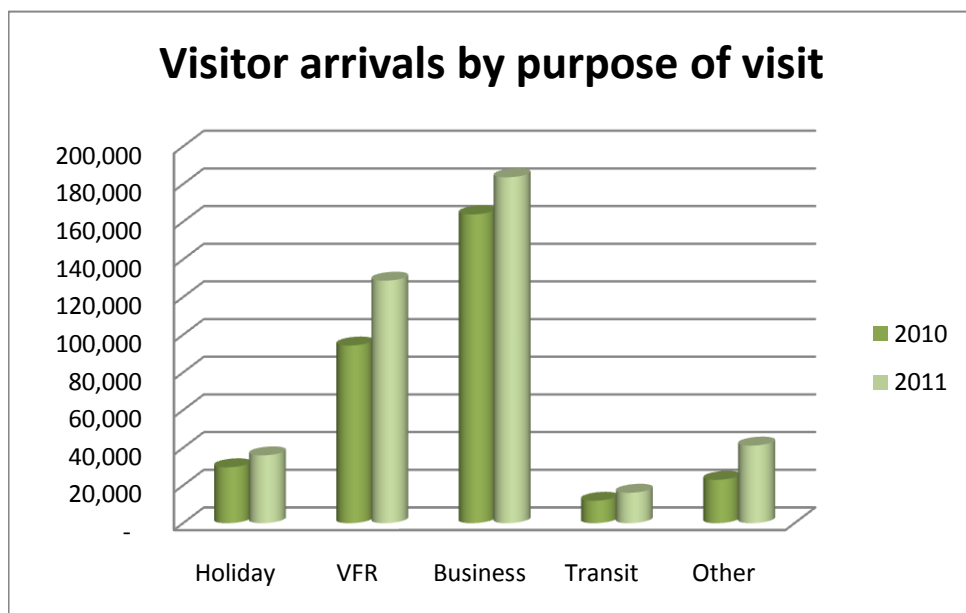
From January to June 2011, Rwanda hosted more than 400,000 visitors. Comparing with 2010 at the same period, **International visitors increased by 16%** while **Regional visitors** (DRC, Uganda, Burundi, Tanzania and Kenya) **increased by 28%**.

As recorded by the Directorate of Immigration and Emigration, out of 405,801 visitors; the **great majority came from the neighboring countries with almost 329,000 or 81% of all visitors** (Congo with almost 158,000, and the EAC with around 171,000). Visitors from the East African Community increased by 31% (Uganda by 39%, Burundi by 21%, Tanzania by 26% and Kenya by 24%). Congolese visitors increased by 25%. Finally visitors from **the rest of African countries increased by 12%**.

The Non African markets accounted around 65,500 or 16 % of the all arrival visitors. In this market, visitors from **Europe increased by 31%** while visitors from **Americas increased by 18%** compared to 2010 at the same period. **Visitors from the rest of the world including Asia and pacific decreased by 5%** due to Indian which was the second Non-African market that decreased by 13%. **However Australian visitors almost doubled.** Of the Non-African markets, **USA recorded the highest number of visitors to Rwanda from January to June 2011 with (13,762) followed by the UK with (6,822), India (6,708), Belgium (5,331), Germany (4,088), Canada (3,676) and France (3,410).** See the % increase for each country at the 2nd page

Of the total of 405,801 visitors recorded from January to June 2011, 46% or 183,672 came for business, in this category conference visitors are included and accounted 5% of all business visitors or 9,355. 32% or 128,761 came to visit friends and relatives, **while 9% or 36,009 came in holidays**, 12% or about 41,145 of the visitors to Rwanda in 2011 were for other reasons with visitors in transit accounting for only 6%. **Comparing with 2010 at the same period, leisure & VFR visitors increased by 21% and 36% respectively while business travelers increase by 12% with an increase of 61% in the conference visitor market.** Visitors who came for other reasons (health treatment, religious purpose, etc...) and visitors in transit increased tremendously by 64%.

Concerning the mode of transport, visitors by air increased by 34%, while by road they increased by 24%

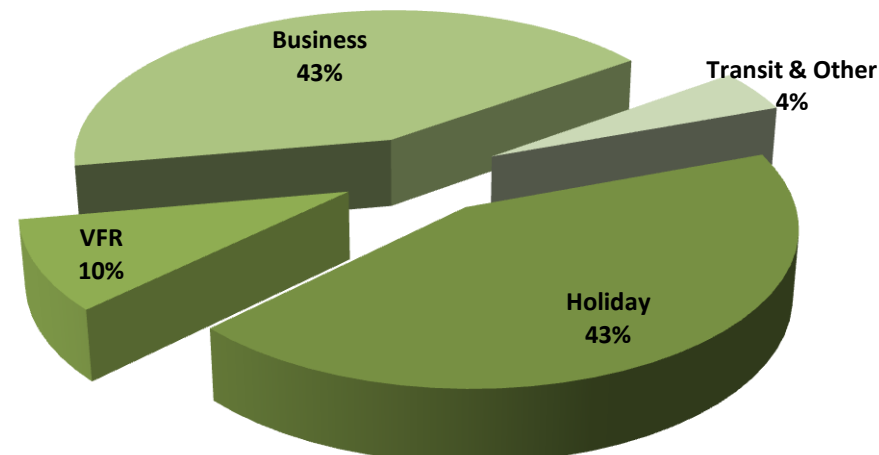


Estimated tourism revenues

The 405,801 visitors are estimated to have generated **115.6 million USD**. Compared to **90.6 Million generated last year** at the same period, **it corresponds to 28% of increase**. This high increase is due to leisure visitors, who spend most, that continue to increase by more than 20%. Although the leisure category is 9% in terms of visitors, **this market is estimated to contribute 43% of all tourism revenues**. The business category is the second, contributing 43% of all tourism revenues as well. African do not come primarily for leisure purpose that's why their contribution is 41% while non african market who primarily come for leisure purpose contribute 59% of all tourism revenues.

The price in Rwanda seems to be stable in the tourism industry compared to last year at the same period. Comparing the 2010 with 2011 at the same period, the rate of inflation was 0.7%. **The hotel and restaurant which account 50% of tourists expenditure had an inflation rate of 3.1%** while the inflation rate for the transport was 1.8%. In the 28% increase in tourism revenues, only 2% is explained by the inflation.

Visitor revenues by purpose of visit



Visitor revenues by region

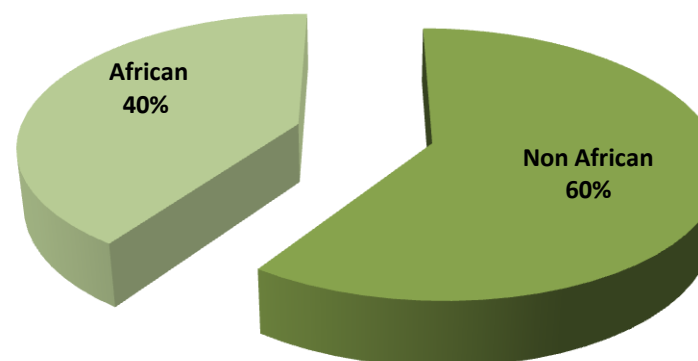


Table M1: Visitor Arrivals in Rwanda by Country of Nationality and Purpose of Visit, Jan-June 2011

Country of Nationality	Purpose of Visit										Total Visitors Arrivals		
	Holiday / Vacation		Visiting Friends & Relatives (VFR)		Business / Conference / Official		Transit		Other Purposes		2010	2011	% Change
	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	% Change
Africa													
DRC	4,621	6,054	20,182	39,061	87,372	80,144	1,224	1,913	13,242	31,130	126,641	158,302	25%
Burundi	3,727	3,829	16,999	19,483	9,677	11,067	211	225	1,347	4,102	31,961	38,706	21%
Uganda	465	1,371	34,404	44,094	28,129	41,198	77	85	321	1,687	63,396	88,435	39%
Tanzania	957	329	6,823	7,984	9,138	13,299	56	327	1,032	748	18,006	22,687	26%
Kenya	674	1,182	5,922	6,736	9,612	12,154	116	164	432	533	16,756	20,769	24%
South Africa	937	378	267	231	1,349	1,692	667	1,561	139	86	3,359	3,948	18%
Other Africa	802	1,099	919	1,020	3,255	3,434	1,405	1,668	542	311	6,923	7,532	9%
Total Africa	12,183	14,242	85,516	118,609	148,532	162,988	3,756	5,943	17,055	38,597	267,042	340,379	27%
Europe													
United Kingdom	2,103	2,939	1,041	1,396	1,383	1,759	448	560	287	168	5,262	6,822	30%
Germany	1,266	1,836	468	560	782	995	410	558	157	139	3,083	4,088	33%
Belgium	1,096	1,521	956	1,181	907	1,421	935	931	432	277	4,326	5,331	23%
The Netherlands	424	667	283	364	545	773	199	301	103	65	1,554	2,170	40%
France	519	682	409	404	833	1,055	675	965	434	304	2,870	3,410	19%
Italy	420	697	270	354	308	431	447	634	137	91	1,582	2,207	40%
Other Europe	1,923	2,203	817	872	2,018	3,661	1,119	1,362	354	585	6,231	8,683	39%
Total Europe	7,751	10,545	4,244	5,131	6,776	10,095	4,233	5,311	1,904	1,629	24,908	32,711	31%
Americas													
United States	4,002	5,609	2,139	2,705	3,107	3,939	711	1,155	664	354	10,623	13,762	30%
Canada	1,266	1,428	663	657	862	1,028	404	486	202	77	3,397	3,676	8%
Other Americas	349	225	147	100	315	298	725	490	146	18	1,682	1,131	-33%
Total Americas	5,617	7,262	2,949	3,462	4,284	5,265	1,840	2,131	1,012	449	15,702	18,569	18%
India	1,632	1,697	821	674	2,033	2,487	894	1,499	2,368	351	7,748	6,708	-13%
China	250	249	180	233	739	939	560	400	62	28	1,791	1,849	3%
Australia	565	1,140	82	177	166	298	49	81	14	5	876	1,701	94%
Rest of the World	1,698	874	540	475	1,410	1,600	576	799	605	136	4,829	3,884	-20%
GRAND TOTAL	29,696	36,009	94,332	128,761	163,940	183,672	11,908	16,164	23,020	41,195	322,896	405,801	26%

Source: RDB & Directorate General of Immigration and Emigration

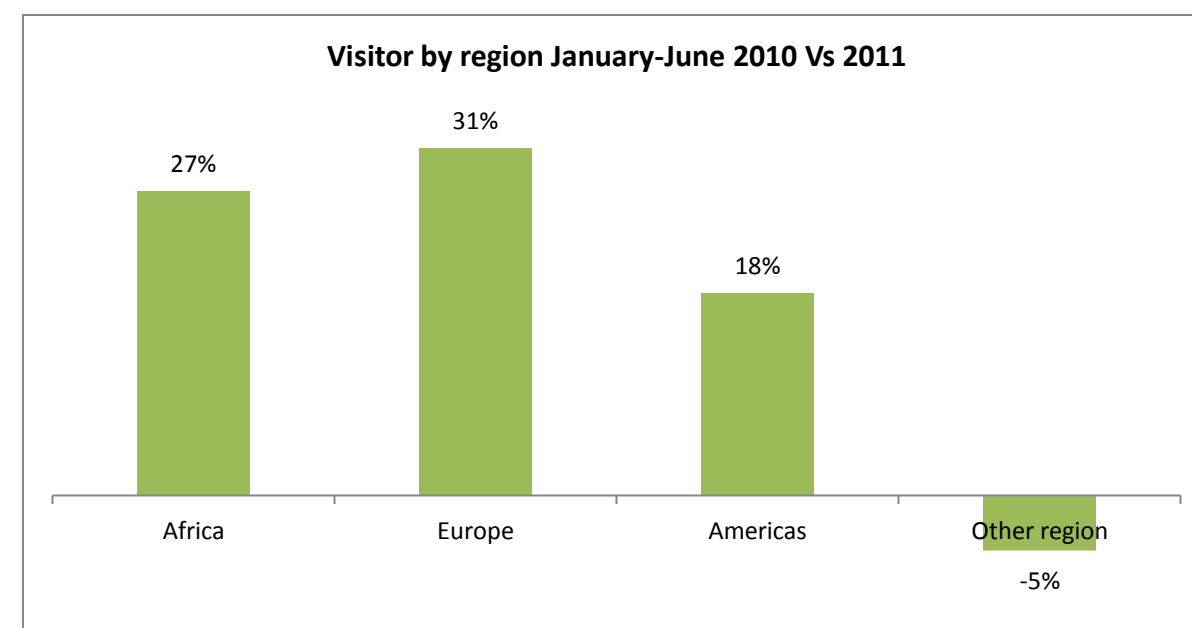
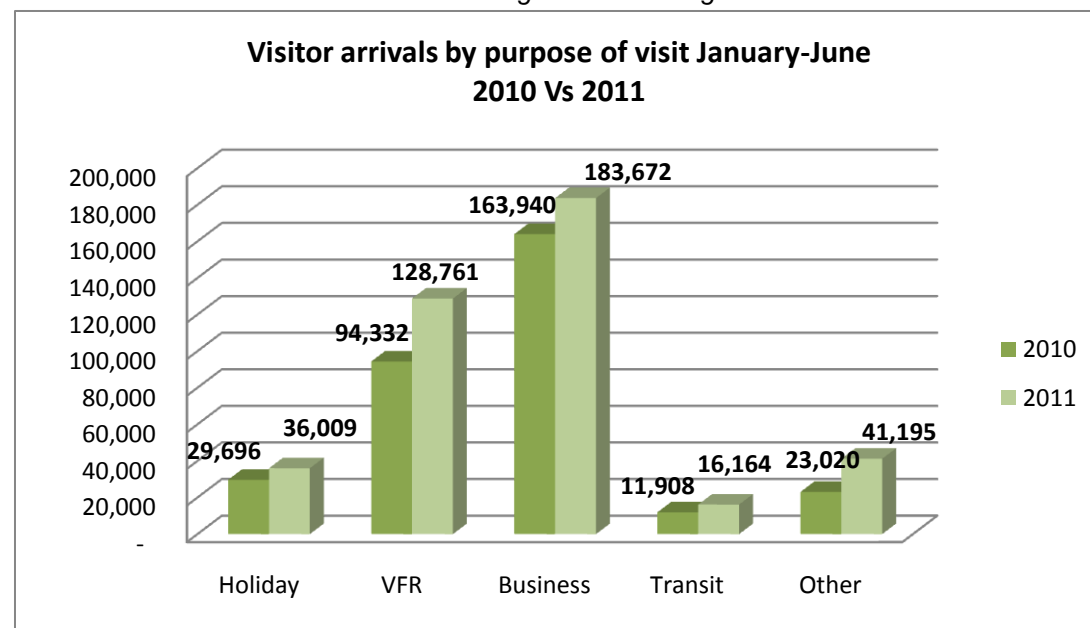


Table M3: Visitor Arrivals in Rwanda by Region and Mode of Transport Jan-Jun 2010 Vs 2011

Month	Region									
	Africa		Americas		Europe		Other region		Total Visitor Arrivals	
	Number	%	Number	%	Number	%	Number	%	Number	%
2011										
Air	25,140	7.4	14,205	76.5	19,931	60.9	8,581	60.7	67,857	16.7
Land	315,239	92.6	4,364	23.5	12,780	39.1	5,561	39.3	337,944	83.3
Total	340,379	100	18,569	100	32,711	100	14,142	100	405,801	100
2010										
Air	20,195	6.6	10,541	70.1	13,797	53.6	6,103	45.8	50,636	14.2
Land	246,847	93.4	5,161	29.9	11,111	46.4	9,141	54.2	272,260	85.8
Total	590,615	100	28,108	100	52,350	100	27,879	100	322,896	100

Table M4: Visitor Arrivals in Rwanda by Purpose of Visit and Mode of Transport January-June 2010 Vs 2011

Month	Purpose of Visit								Total Visitor Arrivals	
	Holiday / Vacation		Visiting Friends & Relatives (VFR)		Business / Conference / Official		Transit/ other purposes			
	Number	%	Number	%	Number	%	Number	%		
2011										
Air	16,333	45.4	11,622	9.0	30,693	16.7	9,209	16.1	67,857	16.7
Land	19,676	54.6	117,139	91.0	152,979	83.3	48,150	83.9	337,944	83.3
Total	36,009	100	128,761	100	183,672	100	57,359	100	405,801	100
2010										
Air	10,368	34.9	8,950	9.5	24,118	14.7	7,200	20.6	50,636	15.7
Land	19,328	65.1	85,382	90.5	139,822	85.3	27,728	79.4	272,260	84.3
Total	29,696	100	94,332	100	163,940	100	34,928	100	322,896	100

Source: RDB & Directorate General of Immigration and Emigration

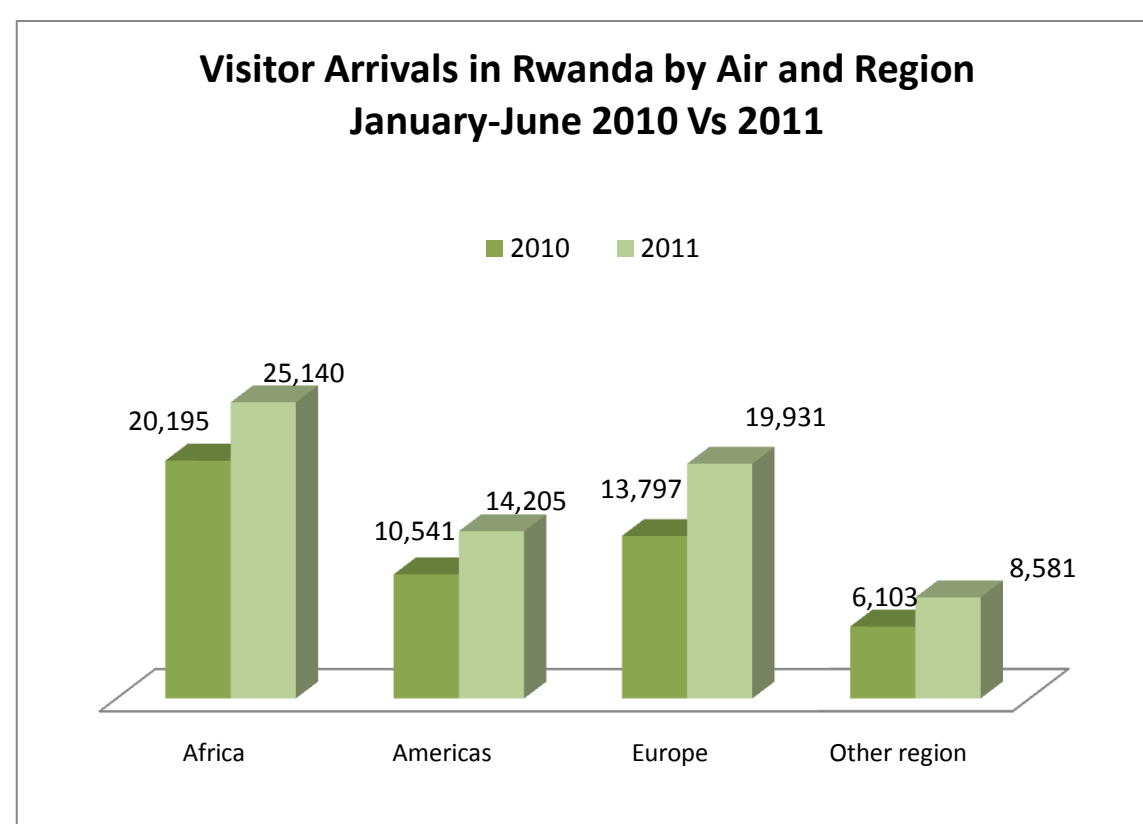
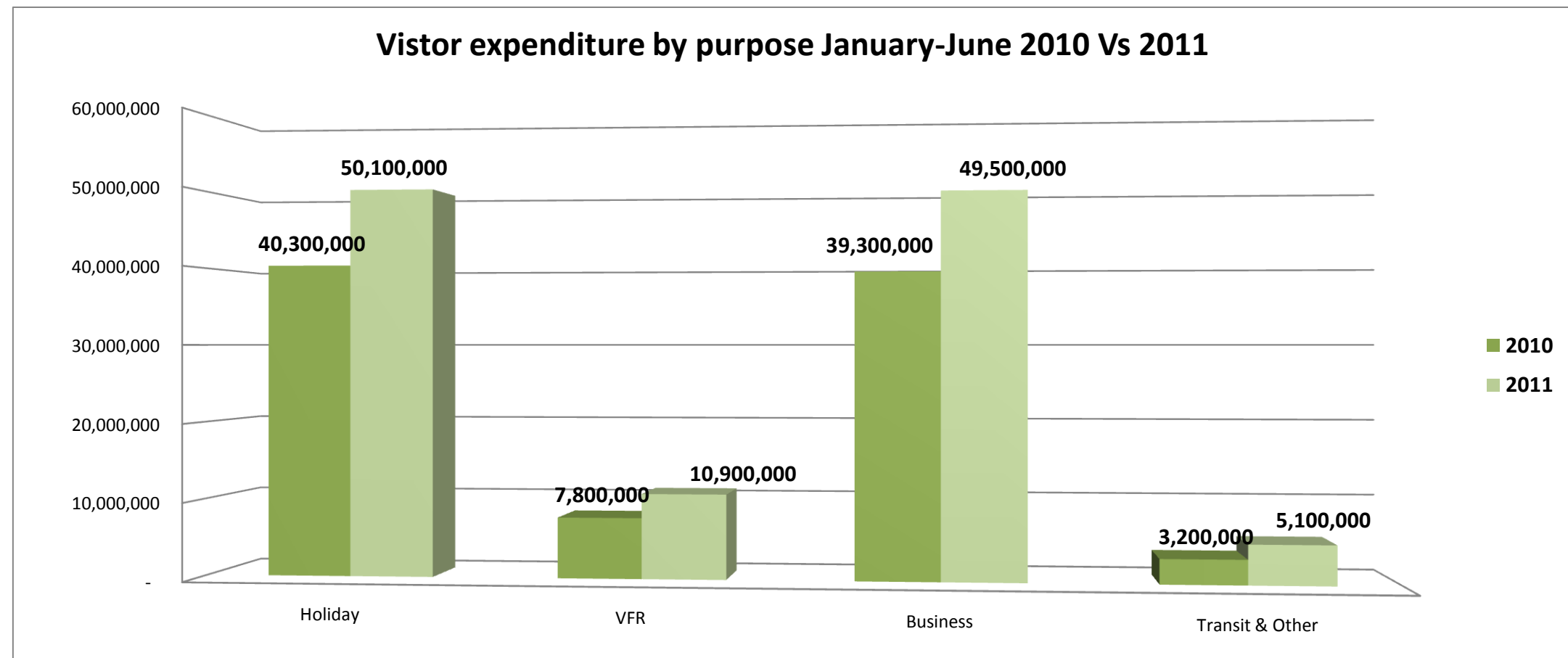


Table M3: Visitor revenues in Rwanda by Purpose of Visit, January-June 2010 Vs 2011

Region	Region				Total	
	African		Non African		Number	%
	Number	%	Number	%		
2011						
Holiday	15,700,000	34.3	34,400,000	49.3	50,100,000	43.3
VFR	9,700,000	21.2	1,200,000	1.7	10,900,000	9.4
Business	16,800,000	36.7	32,700,000	46.8	49,500,000	42.8
Transit & Other	3,600,000	7.9	1,500,000	2.1	5,100,000	4.4
Total 2010	45,800,000	100	69,800,000	100	115,600,000	100
2010						
Holiday	13,200,000	35.7	27,100,000	50.6	40,300,000	44.5
VFR	6,800,000	18.4	1,000,000	1.9	7,800,000	8.6
Business	15,400,000	41.6	23,900,000	44.6	39,300,000	43.4
Transit & Other	1,600,000	4.3	1,600,000	3.0	3,200,000	3.5
Total 2009	37,000,000	100	53,600,000	100	90,600,000	100

Source: RDB



Annex 1: UNWTO Definitions of Tourism Terms

Tourist According

According to the United Nations World Tourism Organization (UNWTO), international visitors are defined as:

International visitor describes: *any person who travels to a country other than that in which he/she has his/her residence but outside his/her usual environment for a period not exceeding 12 months and whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited.*

International visitors include:

- (a) ***International tourists*** (overnight visitors): "visitors who stay at least one night in a collective or private accommodation in the country visited"
- (b) ***International same-day visitors*** : "visitors who do not spend the night in a collective or private accommodation in the country visited"

Directly applied on Rwanda, the same definitions as used in this publication become:

An international visitor to Rwanda describes: *"any person who travels to Rwanda from his/her normal country of residence (the country where he/she normally lives) for a period not exceeding 12 months and whose main purpose of visit is other than the work"*

International visitors to Rwanda include:

- (a) ***International tourists*** (overnight visitors): "visitors who stay at least one night in Rwanda in a collective or private accommodation"
- (b) ***International same-day visitors*** : "visitors who do not spend at least one night in Rwanda"

Annex 2: Classification of International Travelers as Defined by the World Tourism Organisation (UNWTO)

