KIGALI CULTURAL VILLAGE

UNCTAD World Investment Forum 2016
Investing in Sustainable Development
PROJECT PROFILE
The Government of Rwanda has identified Tourism as one of the key economic development drivers for the country as set out in its vision 2020. Tourism is projected to play a big role in job creation and revenue generation for the economy. In 2014, visitor arrivals to Rwanda totaled 1,219,529 and total revenues collected amounted to USD 304.9 million. Revenues are projected to grow to USD 860 million by 2017 as a result of the investments that the country is making in developing tourism assets.

To compete favorably with other destinations, Rwanda has identified a need to diversify both its tourist product and market reach in a sustainable manner. Under a well-documented hub-and-spoke strategy, Kigali has been identified as the central tourism hub from which tourism corridors (spokes) and trails will link to the rest of the country. Establishing Kigali as a Tourism hub inevitably requires that tourism facilities be established to improve the experience of the visitors, contribute in diversifying the tourism experience, and increasing the average length of stay. The main constraint for the sector has been availability of adequate infrastructure that can attract high end tourist.

**Vision**

Kigali Cultural Village (KCV) is aimed at making Kigali a tourism destination as well as a showcase for the overall tourism product in Rwanda to both local and international tourists. The development of Kigali Cultural Village will therefore open up new and demand oriented products in the direction of unique cultural and historical heritage, sports and agro-tourism. Most of all, Rwanda possess a distinguished African heritage, history and social activities a visitor will certainly wish to become familiar with and possibly participate in development and promotion of cultural tourism assets.

It is envisaged that KCV will include the following:

- Indoor and outdoor auditoriums, movie theatres and galleria
- Commercial centers
- Eco-lodges and camp sites
- Traditional hut ensemble

Project has already commenced and construction of the Rwanda Handicrafts building is complete.

**Investment options:** Rwanda welcomes investors to partner with us as we develop Kigali Cultural Village. Investors will be able to participate through total equity ownership, joint ventures or public private partnerships.

**Estimated Project Cost:** USD 42.2 million

**Estimated Project IRR:** 14%
KIGALI CULTURAL VILLAGE

The location

Site plan
## Key figures: the capacities

<table>
<thead>
<tr>
<th>Parking</th>
<th>566 cars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Auditoriums</td>
<td></td>
</tr>
<tr>
<td>Indoor auditorium</td>
<td>2000 seats</td>
</tr>
<tr>
<td>Outdoor auditorium</td>
<td>15000 seats</td>
</tr>
<tr>
<td>Restaurants</td>
<td></td>
</tr>
<tr>
<td>Restaurant/bar/cafeteria</td>
<td>160 seats</td>
</tr>
<tr>
<td>Heritage restaurant</td>
<td>160 seats</td>
</tr>
<tr>
<td>Accommodation</td>
<td></td>
</tr>
<tr>
<td>Camping</td>
<td>30 tents</td>
</tr>
<tr>
<td>Eco-lodge</td>
<td>40 beds</td>
</tr>
<tr>
<td>Shops</td>
<td></td>
</tr>
<tr>
<td>Bike rental</td>
<td></td>
</tr>
<tr>
<td>Bookshop</td>
<td></td>
</tr>
<tr>
<td>Shops (generic)</td>
<td>5 shops</td>
</tr>
<tr>
<td>Shops (traditional handicraft)</td>
<td>25 shops</td>
</tr>
<tr>
<td>Shops (traditional food)</td>
<td>10 shops</td>
</tr>
<tr>
<td>Business centre</td>
<td>20 concurrent users</td>
</tr>
<tr>
<td>Other</td>
<td></td>
</tr>
<tr>
<td>Ablutions</td>
<td>100 toilets</td>
</tr>
<tr>
<td>KCV admin offices</td>
<td>60 employees</td>
</tr>
<tr>
<td>Staff lockers (m/f)</td>
<td>120 employees</td>
</tr>
</tbody>
</table>

## Four thematic

### Thematic Area 1: Traditional and contemporary Arts
- Indoor auditorium
- Outdoor auditorium
- Art gallery
- Meeting/conference halls

### Thematic Area 2: Nature and biodiversity
- Botanical garden
- North-western eco-region
- Botanical garden
- South-western eco-region

### Thematic Area 3: Traditional Lifestyle
- Food museum, heritage restaurant, traditional food shops
- Games and leisure museum, outdoor sports ground for traditional games and dances
- Handcrafts museum, live handicraft workshops, educational laboratories, handicraft shops
- Traditional habitat exhibition, traditional hut, traditional cows
- Daily life exhibition

### Thematic Area 4: History
- “Pre-colonial” era
- “Colonial” era
- “Post-colonial” era
- “Contemporary” era
- “Future Rwanda”
- Bookshop/history and art library
Traditional & contemporary

1. Indoor auditorium
2. Outdoor auditorium
3. Art gallery
4. Conference halls
5. Dressing rooms, workshops and storage facilities

Nature and biodiversity

1. Starting point
2. Visitors’ trail
3. Resting point
4. Service & maintenance
5. Bamboo forest
6. Mountain Forest
7. Savannah
Traditional Lifestyle

1. Starting point
2. Visitors' trail
3. Food museum
4. Heritage restaurant
5. Food shops
6. Games and leisure
7. Games ground
8. Handicrafts
9. Live workshops
10. Handicraft shops
11. Traditional habitat
12. Traditional hut
13. Traditional cows
14. Daily life

History

1. Starting point
2. Visitors’ trail
3. “Pre-colonial” era
4. “Colonial” era
5. “Post-colonial” era
6. “Contemporary” era
7. “Future Rwanda”
8. History/artbookshop
Making it happen

- A public-private partnership strategy for implementing and/or managing select parts of the KCV (accommodation, commercial activities, restaurants, etc.)
- The public sector will keep the leadership by starting the implementation, branding and marketing the KCV, and managing the involvement of private investors/operators.
- The local communities will be involved by providing labor, supplies, starting small businesses within the KCV.
- Rental of commercial spaces, rental of activities (restaurants, bicycle rental, etc.).
- Concession of land for the construction and operation of the accommodation, of the auditoriums ensemble.
- All of this in the framework of the general vision for the KCV and the principles of sustainability.
The access point

Park buildings  Park buildings  Camping & lodge  The auditorium

The meeting point  The auditorium

Special thanks to:

Contact:
Kanini Mutooni
Director, Investment
East Africa Trade and Investment Hub
+254 (0) 738 910439
kmutooni@eatradehub.org