

RWANDA TOURS AND TRAVEL ASSOCIATION RWANDA- TANZANIA TOURISM B2B PORTAL

May 2019-Kigali Rwanda

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Travel Association
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1. Executive Summary

The following table intends to give a quick overview of your activities. Please also indicate the respective countries, e.g. "Total number of people reached: 1 K, 2 T, 1 U, 2 R, 1 B, 1 S".

Name of the Project	Rwanda Tanzania Trade Portal
Name of the Organization	Rwanda Tours and Travel Association (RTTA)
Organization is active since	1998
Number of People in the Organization	103 members
Project Duration	Six months
Any other Stakeholders involved?	Rwanda Development Board, Chamber of Tourism, RTTA Members, TATO Members
EAC member states involved	Tanzania
Total Number of people reached	150
Benefit for people reached	Interest in potential business linkages and partnerships
Number of events organized	Familiarisation Trip of Rwanda Tour Operators to Tanzania happened from 29th April to 6th May 2019. The platform officially launched in Arusha on 6th May 2019.
Number of people participated in events	N/A
Benefit for people participating in events	Rwanda Tour operators participated in fam trip to Tanzania got some knowledge about Tanzania tourism products and had a b2b event with Tanzania tour operators which helped both parties to network with each other.
Number of beneficiaries	Over 120 Tour Operators in both Rwanda and Tanzania interested in selling both destinations.

Concrete impact on beneficiaries	Growing businesses through improved collaboration and packaging of both destinations.
Number of paying customers	N/A
Frequency & amount of purchase	N/A
Number of jobs created	N/A
Sort of jobs & income	N/A
Further activities planned?	N/A
Financing secured for further operations?	

2. Introduction and Background

Rwanda Tanzania Tourism Trade Portal is a digital Portal with key resources that will enable collaboration, communication, monetization of services, and facilitate new business opportunities for Rwanda and Tanzania tour operators. The idea is for both destinations to collectively package their tourism products, efficiently and in appealing way to the regional and International market.

3. Objectives of the Project

The idea is for both destinations to collectively package their tourism products, efficiently and appealing way to the regional and International market.

With the significance of engagement with trade partners globally in general and in emerging markets specifically, the plan is to provide a single portal for agents in the target markets to connect with tour operators in Tanzania and Rwanda in multiple ways:

- a. Getting the latest news and updates*
- b. Taking a training course on selling both destinations*
- c. Logging bookings for rewards and incentives*

Every stakeholder in Rwanda and the Tanzania tourism industry will have a folder on the site that contains the resources they wish to make available to the international trade. Each stakeholder will supply the portal with data to fill these folders.

4. Did you collaborate with any other organizations?

Please indicate all collaborations in the following format:

- *Partner A (Tanzania): We have invited TATO to collaborate in involving its members to take advantage of this platform which will go along the way to strengthen the bilateral cooperation between operators from Rwanda and Tanzania.*
- *Partner B (Rwanda Development Board) : RDB have supported this initiative by offering complimentary gorilla trekking and canopy walkway permits in Volcanoes and Nyungwe National Parks, respectively.*
- *Partner C (RwandAir) : RwandAir sponsored air tickets for both (TATO/ RTTA) fam trips.*

5. Report of the Project Activities

What has been implemented as per the work plan agreed? Report on the different activities implemented, dates, venue, objectives, and number of participants, output and outcomes as well as results plus pictures. Please number the activities accordingly.

1. **Communication and awareness**

✓ *Official Communication to :*

1. *RTTA members*
2. *Rwanda Chamber of Tourism*
3. *Rwanda Development Board*
4. *Tanzania Association of Tour Operators*
5. *Tanzania Tourism Board*

✓ **Launching the trade Portal**

The portal was launched in Arusha-Tanzania and TATO and RTTA Members were encouraged to provide their packages to the digital portal.

6. Outreach of the project (in Numbers)

How many people have been reached by the project directly and indirectly? How many of them are youths? How many are women? You can use or adjust the following format.

Group 1: Total number of people reached (gender, age groups, EAC countries)

Over 300 members from both RTTA and TATO were informed about the initiative through the Secretariat of both associations.

Group 2: People actively participating in events & workshops (gender, age groups, EAC countries)

Interactions were made during the fam trips organized in both countries attended as follows: 12 members (7females, 5males) from RTTA and 15 From TATO. Further interactions took place during networking sessions planned after the fam trips and during the launch events, whereby 80 RTTA members attended the b2b and the launch in Kigali and 70 TATO members attended the b2b event in Arusha.

Group 3: People with substantial life improvements through your project (gender, age groups, EAC countries)

To be Determined soon.

+ *Please briefly describe your interaction between your project and this group*

+ *Please briefly quote a few of the most-affected persons on what your project means for them*

7. Describe the Communication interventions

What have you conducted? Describe the output, outcomes and results achieved with pictures, media clips, videos, links etc.

We sent out invitations to RTTA members and stakeholders for the official launch of the portal on 27th February 2019.

<https://flic.kr/s/aHsmDDzz2b>

<https://www.dropbox.com/s/y8rd0aocfwq6a6v/RTTA%20FAM%20TRIP%20TO%20TZD.mp4?dl=0>

8. Describe the M & E intervention implemented

Out come	Target/out put	Inputs	Activities	Indicators	Time Frame	Responsible	Status
Development of the Portal - Improved trading among Rwanda and Tanzania Tour Operators	Easing communication - Strengthening partnership between Rwanda and Tanzania	Design and operationalize the portal	Tender Published Contract qualified web-portal designer Portal features designing building and hosting	Request For Quotations, evaluation and contract awarding Portal URL	November 2018 – February 2019	RTTA, contracted web portal developer Skyline Digital	In progress
Increased product knowledge	to enhance tourism activities within both destinations	Training on product awareness and joint	Contract a qualified trainer	Request for Quotations,	January – February 2019	RTTA, TATO, Training organization	Completed

		sales activities and tour and travel packages of both Tanzania and Rwanda	Hire training venue with conference package in both countries Invite trainees Conduct training in both countries	evaluation and contract award Invitations preparations, signing and distribution Registration list, training materials and report		ion – E-tourism Frontiers	
Increased visibility and awareness of both countries' private sector players integration initiatives	Portal official launch in Rwanda and Tanzania	Organizing official launch events in both countries	Hire launch venue with PA system, snacks and drinks per country Hire consultancy services for creative design, multimedia, digital marketing Ad placement and boosting	Request for Quotations, evaluation and purchase order Request for Quotations, evaluation and contract award Digital Ad placement and boosting reports	February 2019 February 2019 February 2019 February 2019	RTTA, TATO, contracted marketing company	In progress

			<p>Invite guests mainly MINAFFET, GIZ, EAC, CHAMBER OF TOURISM, RTTA, KATO members, RDB, TTB and local media</p> <p>Launch event in Kigali</p> <p>Launch event in Arusha</p> <p>Media coverage</p>	<p>Invitations preparations, signing and distribution</p> <p>Registration lists</p> <p>Share published articles, audios and videos</p>	<p>February 2019</p> <p>March 2019</p> <p>February and March 2019</p>		
<p>Enable coordination of project activities</p>	<p>Coordination facilitation</p>	<p>Human and financial resources</p>	<p>Contribution to Staff salary</p> <p>Purchase of laptop</p> <p>Purchase a projector</p>	<p>Contributions processing</p> <p>Request for Quotations, evaluation and purchase order</p>	<p>September 2018 – end of the project.</p>	<p>RTTA</p>	<p>Done</p>

9. Achievements during the project implementation period

Outline and explain the achievements and showcase the success stories registered during the project time frame. See below the table for projects achievements registered during the project elaborated for specific activity.

In the past 5 months of the project, we have managed to communicate to all our stakeholders and members (231 TATO Members, 100 RTTA members) about the project.

During the trainings, fam trips and b2b events that members of both Associations' were exposed to principles of co-operative marketing and opportunities in selling Rwanda and Tanzania as complementary high end tourism destinations.

10. To what extent do the outcomes of the project match the objectives of the original proposal?

Please further indicate to what extent (in %) you fulfilled every single objective of the original proposal and briefly elaborate on that.

The following has been secured:

1. 100%, collaboration with TATO: Rwanda tour operators attended a fam trip to Tanzania from 29th April to 7th May and familiarized with Tanzania tourism products. A b2b event was hosted by Tanzania tour operators in Arusha.
2. 80%, Mobilization of TATO and RTTA members through the trainings.
3. 100%, Operationalization of the project through equipping the secretariat's office.
4. 100%, Designing of the portal was done and URL is www.visiteastafrica.travel .

Next steps:

- 1 Mobilize members both RTTA& TATO to provide their packages to be uploaded on the portal

11. Project's lasting impact and sustainability

OUTPUTS: Detail all Planned and actual activities carried out during the reporting period and the actual outputs. Explain any deviation between the planned and actual activities and propose follow-up actions.				
Description of activities planned for the reporting period	Output targets		Level of achievement (achieved/planned) in per cent	Explanation (s) / Performance / Remarks
	Planned	Achieved		

Product awareness and marketing	<ul style="list-style-type: none"> ✓ Contract a qualified trainer ✓ Hire training venue with conference package in both countries ✓ Invite trainees ✓ Conduct training in both countries ✓ Training evaluation and reporting in both countries 	<ul style="list-style-type: none"> ✓ Trainer hired ✓ Training venue hired ✓ Trainees invited ✓ Training conducted 	90%	Next step is to conduct the evaluations
Establish a trade web - based portal for Rwanda and Tanzania Tour Operators	<ul style="list-style-type: none"> ✓ Contract a qualified web-portal designer ✓ Mobilize RTTA and TATO members to provide packages destination content ✓ portal features designing, building and hosting 	<ul style="list-style-type: none"> ✓ Web developer company contracted ✓ Members mobilized through trainings ✓ Portal features designing and building in progress 	100%	Next step is to mobilize members to feature cross border packages on the portal
Operationalize the project	<ul style="list-style-type: none"> ✓ Hire staff ✓ Purchase a laptop ✓ Purchase a projector 	<ul style="list-style-type: none"> ✓ Purchased a laptop ✓ Purchase of the projector 	100%	

	✓		
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12. Describe the Lesson Learnt during the Implementation of the Project

P.S: To be shared at the end of the project

13. What are some of the Challenges encountered during the Project Implementation

Please list the biggest challenge on top and sort the others in descending order.

Describe problems / obstacles that were encountered during the reporting period and what was done to overcome them.

1a. Obstacle: The project got active later than planned. Which affected its implementation in the months of December and January which were very difficult months to implement any of the planned activities.

1b. Solution: We requested for an extension.

2a. Obstacle: We had a delay securing collaboration and active involvement such as member mobilization from TATO. This delayed the training.

2b. Solution: We have managed to have them onboard and with their confirmation –the training was organized and interest shown from members to visit Rwanda on a fam trip.

3a. Obstacle: It was evident that there is limited knowledge about Rwanda (from Tanzania based operators) and about Tanzania (from Rwanda based tour operators), opportunities in the collaboration of the two destinations.

3b. Solution: We requested for a budget re-allocation to support the fam trips in both countries.

14. What are the Recommendations for the Integration Process from the Project?

The following were the recommendations from the implementation and consideration for the project;

1. This portal should be integrated with the East African Tourism Platform.
2. Possibility of supporting operators that have shown interest in this Rwanda and Tanzania joint selling and marketing to participate in two regional fairs such as KiliFair and Magical Kenya.

15. Last Quarter Work Plan and Budget as per the agreement

Planned Activities	Objectives	Output	Budget Line (extract from the agreed budget)	Responsible
Mobilized RTTA and TATO members to provide packages destination content	Improve trading among Rwanda and Tanzania Tour Operators	Strengthen partnership between Rwanda and Tanzania	Objective 2 : Establish a trade web - based portal for Rwanda and Tanzania Tour Operators	RTTA & TATO
An official launch event was organized in Arusha Tanzania on 6 th May 2019	Increased visibility and awareness of both countries' private sector players integration initiatives	Portal official launch event in Tanzania Hire marketing company	Objective 3: portal awareness and marketing	RTTA & TATO RTTA
Fam trip for RTTA members to Tanzania happened between 29 th April-7 th May 2019	Improve Rwanda tour operators knowledge about Tanzania tourism products.	Strengthen partnership between Rwanda and Tanzania	Objective 1: product awareness and marketing	RTTA & TATO

16. Conclusion and Way Forward

RTTA is exploring the possibility of showcasing this platform at Karibu -Kili Fair this year. This will enable the association to raise awareness and approach/activate trade in East Africa to use the portal. RTTA seeks IDEA support for the success of the initiative.

RTTA has negotiated for a free stand, therefore we will only need air transport tickets, accommodation, branding and attendance.

17. Pictures

- **Purchased office equipment: Laptop and Projector**



- **Pictures and Video from TATO members fam trip to Rwanda:**

[https://www.dropbox.com/s/y8rd0aocfwq6a6v/RTTA%20FAM%20TRIP%20TO%20TZD.mp4?
dl=0](https://www.dropbox.com/s/y8rd0aocfwq6a6v/RTTA%20FAM%20TRIP%20TO%20TZD.mp4?dl=0)

<https://flic.kr/s/aHsmDDzz2b>

- **Link of the tourism portal for Rwanda and Tanzania:**

<https://visiteastafrica.travel/>