

Rwanda's creative and tourism industries reached an exciting milestone on Friday with the official launch of the Destination Rwanda Content Creators Forum (DRCCF). Held at the Movenpick Hotel Kigali, the event brought together more than 30 photographers, filmmakers, vloggers, travel bloggers, digital marketers, and storytellers committed to reshaping how Rwanda is portrayed to the world.

Supported by **The Travooz Project**, the breakfast meeting served as both a networking platform and a bold statement on the rising influence of digital storytelling in today's tourism and investment landscape. Travooz, a digital-first marketing initiative under MOPAS Ltd in partnership with the Rwanda Chamber of Tourism, is pioneering several innovations—from an online tour operator to a local hotel management system and a dedicated television channel showcasing Rwanda as a hub for tourism, MICE, and investment.

During the gathering, creators reached a unanimous consensus: Rwanda needs a **unified, professional, and coordinated forum** that links content creators with national institutions, sector players, and destination marketing efforts. The DRCCF was formed to respond to this need—bringing structure, professionalism, and shared purpose to a fast-growing sector.

A major highlight of the event was the election of an **interim committee** that will oversee the legal registration and operational foundation of the Forum. The elected members are:

- **Chairman:** Ufitenema Mouhamod
- **Vice Chairman:** Mazimpaka
- **Finance Secretary:** Nadia Umutoni
- **Partnerships & Collaborations:** Noelia and Essy Williams
- **Head of Memberships:** Rene William Muhirwa
- **Coordinator:** Shema Katende
- **Deputy Coordinator:** Cyiza Kelly
- **Committee Member:** Niyonsenga
- **Members (Special Duties):** Dipti B. Sethia and Jean Paul Ngaboyigihugu

Membership registration is ongoing, with the Forum expected to grow rapidly as more creatives express their interest in joining.

The launch of the DRCCF signals the start of a new chapter for Rwanda's digital storytellers—one where they speak with a collective voice, collaborate more closely

with industry stakeholders, and shape compelling narratives about the nation's culture, innovation, natural beauty, and hospitality. Positioned at the intersection of creativity and national branding, the Forum is set to become a powerful asset for Rwanda's tourism sector and the broader creative economy.

The journey has begun—and Rwanda's storytellers are ready to capture it.