

Rwanda Development Board (RDB) tourism marketing team, together with seven Rwandan tour companies are participating in the 2020 New York Times Travel Show at the Jacob K. Javits Center in New York City as well as roadshows in California.

The New York Times Travel Show is organized by the New York Times, and is taking place in Manhattan, New York from Friday, January 24th to Sunday, January 26th, 2020.

The show is one of the most prominent travel and tourism events in North America attended by over 35,000 consumers and travel agents.

After the event, the delegation will travel to the west coast for road shows in San Diego, Orange County and Los Angeles in California before traveling back to Rwanda on 30th January.

The Rwandan companies that will be present at the events are Mantis Rwanda, Akagera Aviation, New Dawn Associates, Heritage Safaris, Far Trek Africa Safaris, Silverback Africa and FCM Charleston.

They will showcase Rwanda's unique culture, wildlife, scenery and luxury tourism offerings.

Speaking on the events, Belise Kariza, Chief Tourism Officer at Rwanda Development Board (RDB) said:

“North America is among our biggest source markets so we are doing a lot in terms of increasing awareness of Rwanda as a luxury tourism destination. Attending the popular New York Times Travel Show and appearing alongside more than 700 top destinations and tour operators from around the world lets attendees know that Rwanda is a world-class destination. We are ready to welcome visitors looking for a trip of a lifetime to our beautiful country.”