Rwanda is home to more than a half of the world's remaining mountain gorillas, which hugely accounts for the bulging number of visitors to the East African nation. This fact is common knowledge, but the visitors' desire to relate with the land of a thousand hills and inhabitants is news to millions.

Red Rocks, which evolved from Amahoro Tours, has been promoting conservation, community development and responsible tourism practices through development projects implemented by Red Rocks Initiative for Sustainable Development.

Gregory Bakunzi, founder of Red Rocks Rwanda

Gregory Bakunzi who founded Amahoro Tours in 2001 says he thirsted for meaningful tourism experiences and hence established Red Rocks Rwanda that enhances mesmerizing and unique experiences for visitors including banana beer making, tree planting and traditional craft workshops.

And, visitors learn the rhythmic pulse of traditional drumming, join in celebratory dances and take to the occasion to discover the craftsmanship behind attractive Rwandan handcrafts.

This entrepreneur saw an opportunity for foreign tourists to seamlessly connect with rich Rwandan culture along empowering local communities particularly in Rwanda's Northern Province, the largest tourism destination.

Bakunzi's gratification grows every passing day caused by the realization of his dream.

Today, thousands of foreign tourists crave for a deeper connection beyond a fleeting glimpse of the mountain gorillas.

The Tourism company is committed to sustainable tourism, integration of local communities into the tourism experience, ensuring they benefit directly, and this explains why the residents' pride in their heritage and commitment to protect environment is on the upward trend.

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Bakunzi's realization of the impact of having tourist feel at home while in Rwanda led to establishment of Red Rocks Rwanda, a social enterprise based in Nyakinama in Rwanda's northern region.

The Ecotourism Initiatives draw inspiration from the region's volcanic past, which is reflected in its name, Red Rocks. The organization recognizes the delicate balance between human needs and wildlife conservation.

Visitors are educated about the importance of protecting not only the Virunga Massif but the ecosystem for countless species.

Through its accommodation, tours and other initiatives, Red Rocks Rwanda brings local communities into the tourism supply chain and residents are recognized as central in sustainable tourism.

Red Rocks Rwanda facilitates cultural exchange programs by allowing visitors to engage with local communities, learn about traditional practices, and participate in cultural events.

Bakunzi explains that they offer a diverse range of services catering for visitors of all ages, tastes, and social class.

Red Rocks provides various expeditions and exploration packages that focus on indigenous wildlife and aspects of Rwandan, Ugandan, and Congolese culture.

"We offer domestic tours within Rwanda – one-day tours, romantic getaways, nature walks, bonfire nights, and team-building activities," says Bakunzi.

"Tourism has boosted country's development," he adds.

In the past, overnight stays in Nyakinama for tourists were prohibited citing security concerns. However, things have steadily improved. Tourists now enjoy overnight

stays – a testament to reliable security.

Red Rocks Rwanda empowers local communities by partnering with five cooperatives, ensuring residents directly benefit from tourism initiatives.

Bakunzi calls on the tourists across the globe to explore Rwanda’s rich history, breathtaking landscapes and vibrant music scene with curated eco-friendly adventures in the company of friendly Rwandan guides.

The tourism firm also partners with schools as part of laying a foundation for sustainable tourism development.

The founder of Red Rocks reiterates the importance of values that fueled the RPF’s liberation efforts – solidarity and patriotism and calls on young people to safeguard them.