The Government of Rwanda plans to develop eco-friendly tourism that will generate over Rwf 1.5 trillion (US$1.1 billion) annually by 2029.

Prime Minister Dr. Justin Nsengiyumva announced the target on Tuesday, August 12, 2025, while addressing a joint session of Parliament on the government's program for 2024–2029.

He noted that the goal builds on the more than Rwf 902 billion (US$620 million) the sector earned in 2023.

"To achieve this target, we will continue to upgrade existing tourist attractions and develop new sites across the country," he said. "This will be done with a focus on promoting tourism that protects the environment."

The plan falls under the second phase of Rwanda's National Strategy for Transformation (NST2), which runs until 2029 and aims to position the country closer to achieving its Vision 2050 of becoming a high-income nation with inclusive and sustainable development.

Tourism is among the sectors expected to play a significant role in the national economy. Export revenues from tourism are projected to more than double, from over Rwf 5 billion (US$3.5 million) in 2023 to more than Rwf 10.6 billion (US$7.3 million) in 2029.

Working with the private sector, the government will continue to promote innovation in tourism, supporting projects that safeguard the environment and biodiversity.

To strengthen Rwanda's position as a global destination for meetings, incentives, conferences, and exhibitions (MICE), plans are underway to attract more high-profile international events, including trade fairs, sports, and entertainment.

The Prime Minister said service quality in tourism, especially for international conferences, will be improved through training and capacity-building for industry workers. Regulations and standards will also be enhanced, and sports development will be linked to tourism, focusing on nurturing talent from a young age.

Sports infrastructure will be expanded nationwide to identify and train gifted athletes in partnership with key stakeholders, including private investors.

According to the Rwanda Development Board (RDB), tourism generated over Rwf 941 billion (US$647 million) in 2024, with a target of exceeding Rwf 1 trillion (US$700 million) in 2025.