

The Rwanda Development Board (RDB) has launched a search for marketing agencies to promote the Visit Rwanda brand across several European countries, as the country expands its international tourism campaign.

The initiative, carried out in collaboration with Rwanda's embassies in France and Luxembourg, seeks firms to promote Visit Rwanda in France, Luxembourg, Monaco, Spain, Italy and Portugal, according to a statement released Tuesday, June 9, 2026.

It follows a separate effort involving Rwanda's embassy in the United States to identify partners to support promotion of the tourism brand in the U.S., Brazil, Mexico and Argentina.

Rwanda launched the Visit Rwanda campaign in 2018 through a partnership with English Premier League club Arsenal. The program has since grown into a wider global sports marketing strategy aimed at raising the country's international profile and increasing tourism arrivals.

The brand's current partnerships include Paris Saint-Germain in France, Atlético de Madrid in Spain and Bayern Munich in Germany, as well as U.S.-based teams the Los Angeles Clippers of the NBA and the Los Angeles Rams of the NFL.