



BEYOND THE GORILLAS EXPERIENCE (BGE)

Empowering Communities | Conserving Heritage | Transforming Tourism



PROFILE 2026



Company Overview

Founded in 2010, **Beyond the Gorillas Experience (BGE)** is a Rwanda-based community tourism social enterprise headquartered in **Musanze District**, minutes from **Volcanoes National Park**. While gorilla trekking attracts global visitors, BGE exists to ensure tourism goes **beyond the parks** directly benefiting local families while conserving Rwanda's cultural and natural heritage.

Unique Value Proposition

Beyond the Gorillas Experience is Rwanda's leading community-based tourism innovator, reinvesting 40% of its revenue directly into local families, schools, and cooperatives while offering travelers authentic cultural, nature, and village experiences that go far beyond the traditional gorilla trek.

Vision & Mission

Vision: Communities empowered to conserve cultural and natural resources while sustainably benefiting from tourism.

Mission: To actively engage local communities in shaping Rwanda's tourism sector using indigenous knowledge, creativity, and innovation so people and nature thrive together.

What We Offer

Cultural & Village Experiences



Adventure & Nature



Agri- & Eco-Tourism



Signature Facilities & Services





BGE delivers immersive, ethical, and community-owned tourism experiences, including:

- **Cultural & Village Experiences:** community-led cultural performances, storytelling, festivals (including *Umuganura*), guided village walks, and homestays
- **Adventure & Nature:** hiking (Mount Kabuye & Mount Mbwe), cycling and walking along the Congo Nile Trail, birdwatching, camping, and night fishing
- **Agri- & Eco-Tourism:** Hands in Farming, coffee, beekeeping, banana beer brewing, and farm-based learning experiences
- **Signature Facilities & Services:**
 - *Volcano View Campsite* (Mount Bisoke foothills)
 - *Peace Haven Island* on Ruhondo Lake – picnics, team building, camping & exclusive island hospitality
 - Camp & hiking gear rentals
 - Tourist information desks & visitor centers (Kinigi, Kivu Marina Bay Hotel, Kivu Serena Hotel, Gakenke)
- **Hospitality:** BGE Resto-Bar at the entrance of Volcanoes National Park

Innovation

In 2023, BGE launched **Rwanda's first 60-day extended tour package**, enabling travelers to explore Rwanda deeply while strengthening tourism value chains across multiple regions.



Impact to Date



- **Employment:** 21 permanent staff, 68 part-time workers
- **Community Reach:** 280+ community members engaged through cooperatives, cultural troupes, and crafts
- **Reinvestment: 40% of revenue reinvested** into community development
- **Social Support:**
 - 92 families supported with mattresses
 - 72 families received sheep; 40 received chickens
 - 50 students supported through education scholarships
- **Education & Infrastructure:** Established Gasura Nursery School (Kinigi)—foundation for a future **Center of Excellence in Tourism, Hospitality & Conservation Education**

Growth Strategy (2025–2030)



BGE seeks strategic investment to:

- Expand community-owned campsites, visitor centers, and eco-facilities
- Scale youth & women training in tourism, hospitality, cycling tourism, and conservation
- Develop Peace Haven Island , nkombo island and Gasura village into flagship low-impact destinations
- Digitize experiences, storytelling platforms, and cultural heritage archives
- Strengthen climate-smart tourism and conservation-linked livelihoods

Why Invest in BGE

- Proven, revenue-generating social enterprise model
- Transparent community reinvestment (40%)
- Strong local trust, partnerships, and 15+ years of operational experience
- Alignment with sustainable tourism, conservation, education, and climate resilience priorities
- High demand from responsible and long-stay travelers

Beyond the Gorillas Experience

Tourism that generates profit, protects heritage, and transforms communities—at the same time.



 **Beyond The Gorillas Experience**

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