



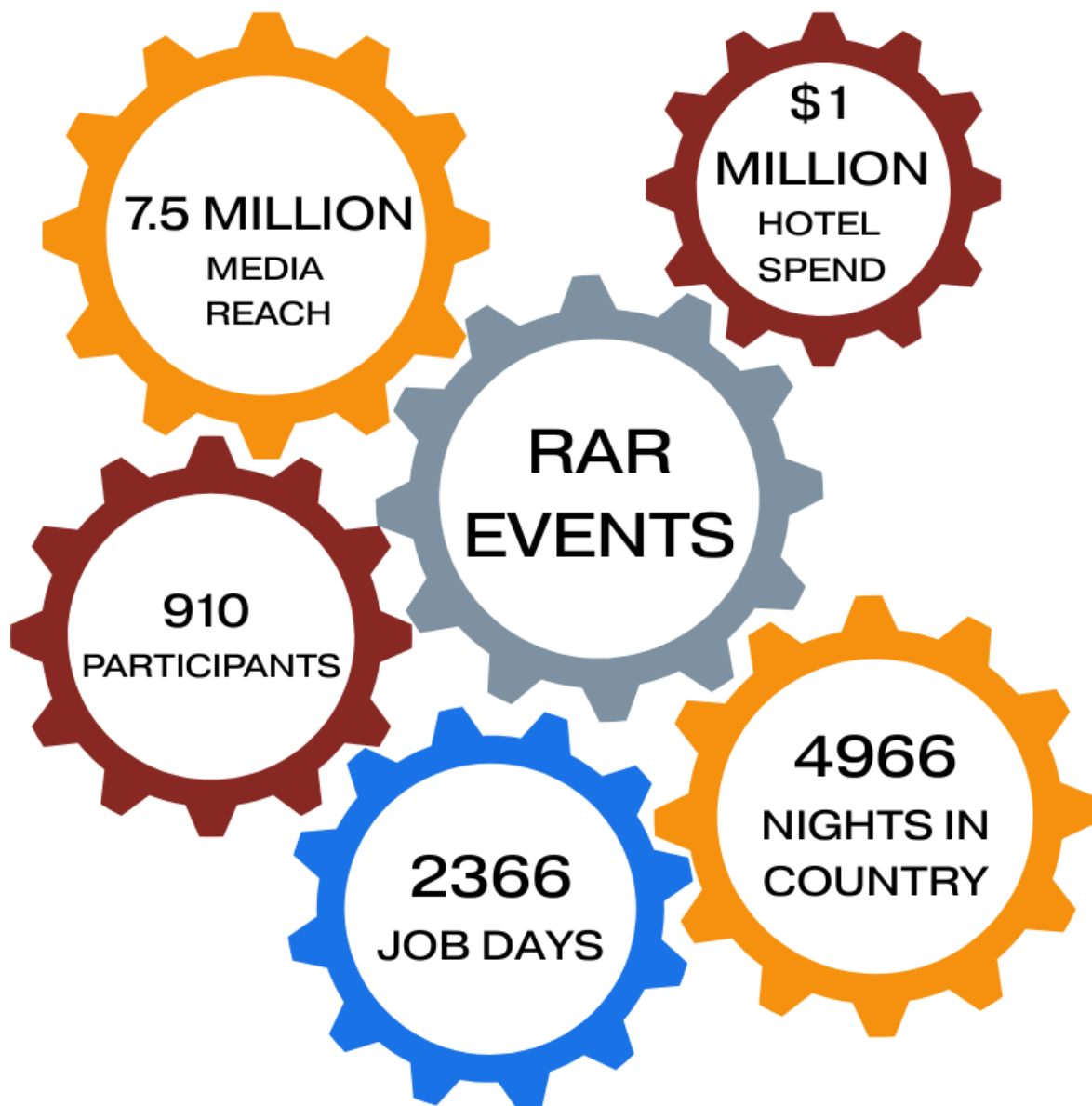
# RaR Events 2020-2025

## Impact report





# RaR Events - 5 years of cycling events in Rwanda





# RAR Events Ltd. - 2020-2025 Impact Report

## Introduction

RAR Events Ltd., a Rwandan company founded in April 2019, started with a vision to organize the iconic Race Around Rwanda (RAR). Over the past six years, it has expanded its scope to include various cycling events aimed at promoting Rwanda as a premier adventure cycling destination.

Through flagship events like the Race Around Rwanda and the Rwandan Epic, RAR Events Ltd. has played a central role in transforming Rwanda's cycling culture, tourism industry, and sports development. With strong support from key organizations such as the Rwandan Cycling Federation (FERWACY), the Rwandan Convention Bureau (RCB), and the Rwandan Tourism Board (Visit Rwanda), the company has made a significant impact across multiple sectors.

This report highlights the social, economic, and sports development contributions of RAR Events Ltd. over the past six years.





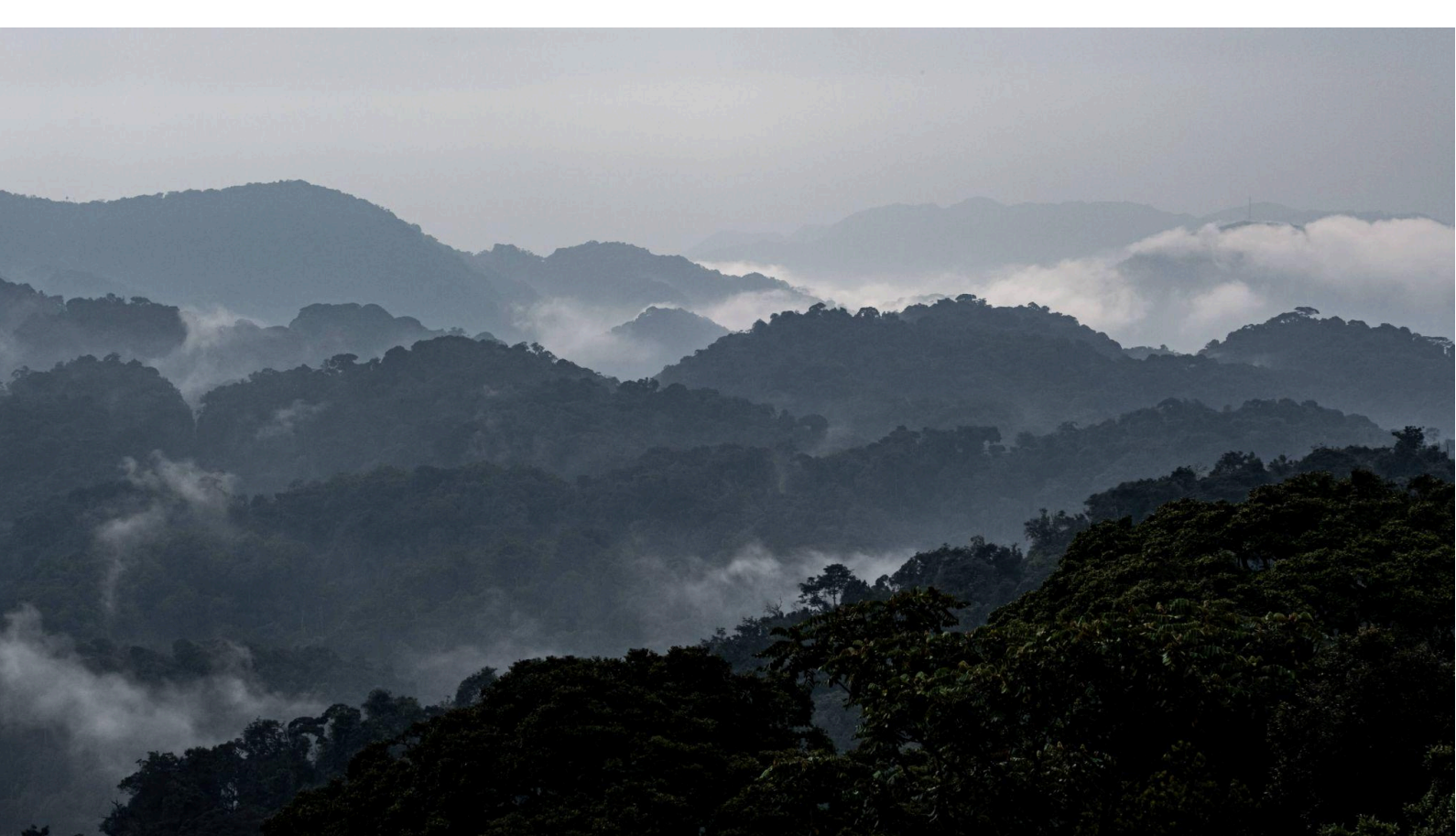
# 1. Tourism Growth

RAR Events Ltd. has played a role in positioning Rwanda as a global cycling tourism destination.

## Key Achievements:

- **901 participants** over six years, with **83% international cyclists**
- **Participants from 45 countries across 5 continents**
- **Average stay of 6 nights per participant**, boosting the hospitality sector
- Increased demand for hotels, guesthouses, restaurants, and tour operators
- Strengthened Rwanda's image as an adventure tourism hotspot
- Promotion of Rwanda's natural attractions, including Volcanoes National Park and mountain gorillas

The synergy between cycling and eco-tourism has highlighted Rwanda's commitment to sustainable tourism, benefiting both conservation efforts and local communities.





## 2. Economic Impact

RAR Events Ltd. has contributed over **\$1 million USD** to the Rwandan hospitality economy through its events, creating opportunities across multiple sectors:

### Key Economic Contributions:

- **Hospitality & Accommodation:** Increased demand for hotels, lodges, and restaurants during, but also before and after,
- **Transportation & Local Services:** Higher use of bike rentals, shuttle services, and phone usage, restaurants, etc.
- **Local Business Engagement:** Vendors, food sellers, and artisans benefit from international exposure.
- **Made-in-Rwanda Products:** RaR events uses locally crafted trophies and event materials that support Rwandan artisans. All t-shirts and marketing material is locally produced
- **Employment Generation:** Over **80% of event staff are Rwandan**, ensuring direct benefits to the local workforce
- **Freelance Jobs Created:** A total of **2437 working days** provided for paid Rwandan staff





### 3. Social Impact & Community Engagement

Beyond cycling and tourism, RAR Events Ltd. has fostered meaningful social change in Rwanda:

#### Key Social Contributions:

- **Gear donation:** about 500 donated cycling jerseys, 8 bicycles and hundreds of pieces of spare parts
- **Cultural Exchange:** International participants engage with Rwandans, promoting cultural appreciation. We organize village walks and cultural experiences
- **Youth Inspiration:** Rwandan athletes compete alongside global cyclists, boosting local aspirations. We try to team up international and local athletes
- **Rural Economic Empowerment:** Events in rural areas provide opportunities for local vendors and entrepreneurs
- **Community Engagement:** Collaborations with artisans, service providers, and local businesses ensure widespread benefits





## 4. Environmental Awareness & Sustainability

RAR Events Ltd. prioritizes environmental responsibility, aligning with Rwanda's sustainability goals.

### Key Sustainability Efforts:

- **Eco-Friendly Practices:** Cycling as a low-emission transport mode reduces the carbon footprint
- **Conservation & Eco-Tourism:** RaR events promote visits to national parks and Rwanda's conservation initiatives
- **Sustainable Event Planning:** Implementation of waste efficient management and eco-friendly materials. We avoid the use of single use plastics.

RAR Events Ltd. has helped attract global attention to Rwanda's conservation efforts, enhancing support for wildlife preservation.





## 5. Sports Development: Nurturing Local Talent

RAR Events Ltd. actively supports Rwandan cyclists and the development of gravel cycling and mountain biking (MTB).

### Key Sports Contributions:

- **Free or Discounted Entry for Local Cyclists:** Provides access to world-class competition
- **Growing Gravel Cycling & MTB:** The Rwandan Epic and Race Around Rwanda help popularize these sports, growing from niche events in the Rwandan cycling scene to established sports.
- **Training & Infrastructure Development:** Supporting cycling clubs and amateur athletes alike through donated material

Through its initiatives, the company has fostered a thriving cycling ecosystem, encouraging both recreational and professional participation.







## 6. Building a Sustainable Cycling Ecosystem

RAR Events Ltd. has the intention to further support a sustainable cycling culture in Rwanda by:

- Expanding cycling infrastructure
- Train cycling mechanics
- Creating training opportunities for local athletes
- Creating Job opportunities in the cycling sector
- Attracting both international and domestic participants

With increasing access to training, equipment, and race opportunities, Rwanda is rapidly emerging as a global hub for adventure cycling. RaR Events hopes to play a role in that.





## 7. Media Reach & Global Exposure

RAR Events Ltd. has successfully expanded its reach beyond Rwanda, attracting international attention to the country's cycling scene and tourism sector.

### Key Media Impact:

- **Reached 7,749,900 people globally** (excluding Rwandan media) through media and digital platforms
- **Participants from 45 countries across 5 continents**, strengthening Rwanda's global cycling reputation





## Conclusion

Since its founding in April 2019, RAR Events Ltd. has profoundly impacted Rwanda's economy, tourism, and sports culture.

### Key Takeaways:

- **\$1.2 million USD economic impact**
- **901 participants, 83% international**
- **Participants from 45 countries over 5 continents**
- **80%+ Rwandan event staff, generating local employment**
- **2366 working days provided for Rwandan staff**
- **Media reach of 7,749,900 people globally**
- **Strong partnerships** with FERWACY, RCB, and Visit Rwanda

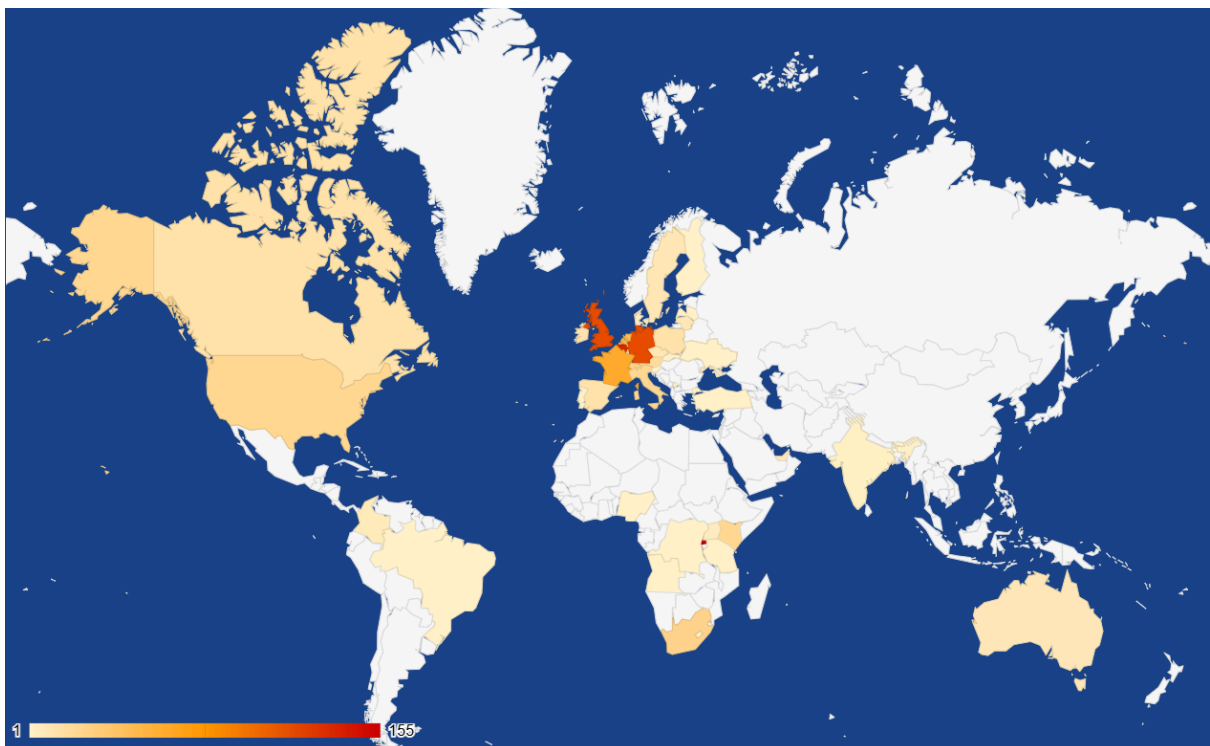
As Rwanda continues to grow as a premier cycling tourism and sports destination, RAR Events Ltd. remains committed to fostering local talent, showcasing Rwanda's beauty, and contributing to sustainable economic growth.





## Annex 1. Participants

Event	Participants
Race Around Rwanda 2020	61
Rwandan Epic 2020	43
Journey Around Rwanda 2021	36
Gorilla Gravel 2021	38
Rwanda Beyond Bikepacking 2022	44
Rwandan Epic 2021	38
Race Around Rwanda 2022	34
Gorilla Gravel 2022	31
Rwandan Epic 2022	59
Race Around Rwanda 2023	97
Rwandan Epic 2023	106
Race Around Rwanda 2024	104
RBB 24	11
Rwandan Epic 2024	61
Race Around Rwanda 2025	138
<b>TOTAL</b>	<b>901</b>





Country	QTY
RW	155
BE	133
GB	116
DE	115
FR	61
NL	46
CH	27
ZA	25
US	23
IT	22
KE	22
AT	18
CA	14
ES	14
PL	14
IE	12
CZ	10
SE	10
AE	9
LT	9
AU	8
CO	7
DK	4
UG	4
IN	3
BR	2
CD	2
FI	2
IM	2
LU	2
LV	2
SI	2
SK	2



UA	2
AD	1
AO	1
BT	1
JE	1
LS	1
MC	1
NG	1
PT	1
TR	1
TZ	1
XK	1



## Annex 2. Economic Impact

### 1. Hospitality spend

Event	Partici pants	Nights (event )	Total Nights	Average hotel cost	Hotel Spend	Intern ational	Average Spent out of event	TOTAL OOES	Total tourism spend
Race Around Rwanda 2020	61	5	305	\$50	\$18,605	56	\$750	\$42,000	\$60,605
Rwandan Epic 2020	43	3	129	\$50	\$6,450	28	\$750	\$21,000	\$27,450
Journey Around Rwanda 2021	36	6	216	\$50	\$10,800	27	\$750	\$20,250	\$31,050
Gorilla Gravel 2021	38	2	76	\$90	\$6,840	28	\$600	\$16,800	\$23,640
Rwanda Beyond Bikepacking 2022	44	7	308	\$50	\$15,400	38	\$600	\$22,800	\$38,200
Rwandan Epic 2021	38	5	190	\$90	\$17,100	22	\$950	\$20,900	\$38,000
Race Around Rwanda 2022	34	6	204	\$50	\$10,200	29	\$750	\$21,750	\$31,950
Gorilla Gravel 2022	31	3	93	\$50	\$4,650	19	\$750	\$14,250	\$18,900
Rwandan Epic 2022	59	6	354	\$90	\$31,860	41	\$950	\$38,950	\$70,810
Race Around Rwanda 2023	97	6	582	\$50	\$29,100	92	\$750	\$69,000	\$98,100
Rwandan Epic 2023	106	6	636	\$90	\$57,240	89	\$1,200	\$106,800	\$164,040
Race Around Rwnda 2024	104	6	624	\$50	\$31,200	95	\$750	\$71,250	\$102,450
RBB 24	11	5	55	\$50	\$2,750	8	\$300	\$2,400	\$5,150
Rwandan Epic 2024	61	6	366	\$90	\$32,940	37	\$950	\$35,150	\$68,090
Race Around Rwanda 2025	138	6	828	\$50	\$41,400	141	\$750	\$105,750	\$147,150
<b>TOTAL</b>	<b>901</b>		<b>4966</b>		<b>\$316,535.00</b>	<b>750</b>		<b>\$609,050.00</b>	<b>\$925,585.00</b>



## 2. Job creation

Event	Staff	Days	Average wage	Working days	Wage spent
Race Around Rwanda 2020	14	6	30	84	\$2,520.00
Rwandan Epic 2020	20	3	30	60	\$1,800.00
Journey Around Rwanda 2021	8	6	30	48	\$1,440.00
Gorilla Gravel 2021	8	2	30	16	\$480.00
Rwanda Beyond Bikepacking 2022	10	7	30	70	\$2,100.00
Rwandan Epic 2021	48	6	30	288	\$8,640.00
Race Around Rwanda 2022	13	7	30	91	\$2,730.00
Gorilla Gravel 2022	10	3	30	30	\$900.00
Rwandan Epic 2022	58	7	35	406	\$14,210.00
Race Around Rwanda 2023	14	7	35	98	\$3,430.00
Rwandan Epic 2023	66	7	35	462	\$16,170.00
Race Around Rwanda 2024	16	8	35	128	\$4,480.00
RBB 24	8	5	30	40	\$1,200.00
Rwandan Epic 2024	72	7	40	504	\$20,160.00
Race Around Rwanda 2025	16	7	35	112	\$3,920.00
<b>TOTAL</b>	<b>381</b>	<b>88</b>		<b>2437</b>	<b>\$84,180.00</b>

## 3. Overview

Hospitality Spend	\$925,585.00
Freelance Jobs	\$84,180.00
Local Procurement	\$238,000.00
<b>TOTAL</b>	<b>\$1,247,765.00</b>





## Annex 3. Media Reach

<b>International Media Attention RaR Events</b>			<b>GRAND TOTAL REACH</b>	<b>7,749,900</b>
<b>Race Around Rwanda 2020</b>				
Social Media of participants	Athletes	Global	23,800	<a href="#">URL</a>
Influencer reach (SM, Youtube, Podcast)	Niel Copeland	UK + Europe	7,000	<a href="#">URL</a>
Influencer reach (SM, Youtube, Podcast)	Josh Ibbett	UK + Europe	17,000	<a href="#">URL</a>
Youtube movie	Ryan LeGarrec	Global	21,000	<a href="#">URL</a>
Amazon Movie	Ryan LeGarrec	Global	80,000	<a href="#">URL</a>
Apidura (website + Social Media)	Apidrua + LeGarrec	UK + Global	75,000	<a href="#">URL</a>
<a href="#">Bikepacking.com</a>	Josh Ibbett	Global	288,000	<a href="#">URL</a>
<a href="#">theradavist.com</a>	Ibbett + LeGarrec	US + Global	226,000	<a href="#">URL</a>
GCN Plus	Ibbett + LeGarrec	Global	600,000	<a href="#">URL</a>
Race Around Rwanda Social Media	Several	Global	1,000	
<b>TOTAL RACE AROUND RWANDA 2020</b>			<b>1,338,800</b>	
<b>Rwandan Epic 2020 (During COVID)</b>				
Komoot	RaR Events	Europe	8,000	<a href="#">URL</a>
<a href="#">Vojomag.com</a>	Olivier Beart	France, Belgium	53,000	<a href="#">URL</a>
<b>TOTAL RWANDAN EPIC 2020</b>			<b>61,000</b>	



<b>Journey Around Rwanda 2021</b>				
Social Media of participants	Athletes	Global	26,600	
Influencer	Rapha Aelbrecht	Germany + Global	12,000	<a href="#">URL</a>
<a href="#">dotwatcher.cc</a>	Dotwatcher	Global	14,000	<a href="#">URL</a>
Race Around Rwanda Social Media	Nils Laengner	Global	2,000	
Komoot	Nils Laengner	UK+ Global	104,000	<a href="#">URL</a>
Ryzon	Lukas Rathgeber	Germany	55,000	<a href="#">URL</a>
<b>TOTAL JOURNEY AROUND RWANDA 2021</b>			<b>213,600</b>	
<b>Gorilla Gravel 2021</b>				
Influencer	Sule Kangani	East Africa	4,000	<a href="#">URL</a>
Gravel Union	Eric Murinzi	Netherlands + UK	20,000	<a href="#">URL</a>
<b>TOTAL Gorilla Gravel 2020</b>			<b>24,000</b>	
<b>Rwanda Beyond Bikepacking 2022</b>				
Social Media of participants	Athletes	Global	31,500	
Magazine 200	Mathieu Lifschiz	France + Belgium	60,000	<a href="#">URL</a>
<a href="#">dotwatcher.cc</a>	Dotwatcher	Global	14,000	<a href="#">URL</a>
Fernwee Youtube	Fernwee Martijn	Netherlands + Global	67,400	<a href="#">URL</a>
Influencer Youtube + social media	Finley Newmark	UK	10,000	<a href="#">URL</a>
<a href="#">off.road.cc</a>	Finley Newmark	Global	18,000	<a href="#">URL</a>
Race Around Rwanda Social Media	Naomi Cousins	Global	3,000	
<b>TOTAL RWANDA BEYOND BIKEPACKING 2022</b>			<b>203,900</b>	



<b>Rwandan Epic 2021 (Organized March 2022 )</b>				
<a href="http://Bikeradar.com">Bikeradar.com</a>	Matt Grayson	Global	94,000	<a href="#">URL</a>
Broom Wagon Podcast	Stefan Nucera	Global	3,000	<a href="#">URL</a>
Influencer Youtube + social media	Josh Ibbett	Global	17,000	<a href="#">URL</a>
Influencer Social media	Karl Platt	Global	17,000	<a href="#">URL</a>
Influencer Youtube + social media	Daniel Gathof	Germany	5,000	<a href="#">URL</a>
Vojo Mag	Mael Desrieux	France & Belgium	68,000	<a href="#">URL</a>
Mountain Biking UK	Matt Grayson	UK	350,000	<a href="#">URL</a>
<a href="http://Bikehub.co.za">Bikehub.co.za</a>	Renay Groustra	South Africa	33,000	<a href="#">URL</a>
Bikmo	Matt Grayson	UK	7,000	<a href="#">URL</a>
Pivot	Don Ailinger	Global	154,000	<a href="#">URL</a>
Social Media of 35 participants	Athletes	Global	24,500	
Rwandan Epic Social Media	RaR Events	Global	1,800	
<b>TOTAL RWANDAN EPIC</b>			<b>774,300</b>	
<b>Race Around Rwanda 2022</b>				
Influencer Youtube + social media	Amani	Global	9,000	<a href="#">URL</a>
Influencer Youtube + social media	Boru McCullagh	Europe	5,300	<a href="#">URL</a>
Influencer Youtube + social media	India Landly	UK	8,000	<a href="#">URL</a>
Influencer Youtube + social media	Josh Ibbett	Global	17,000	<a href="#">URL</a>
Influencer Youtube + social media	Sophie Jail	France	5,000	<a href="#">URL</a>
Influencer Youtube + social media	Adrien Liehti	Switzerland	5,000	<a href="#">URL</a>
Dropped Magazine	Naomi Cousins	UK	16,000	<a href="#">URL</a>
Race Around Rwanda Social Media	Naomi Cousins	Global	4,000	



<a href="http://dotwatcher.cc">dotwatcher.cc</a>	Dotwatcher	Global	14,000	<a href="#">URL</a>
<a href="http://Quoc.cc">Quoc.cc</a>	Boru McCullagh	Global	33,000	<a href="#">URL</a>
<b>TOTAL Race Around Rwanda 2022</b>			<b>107,300</b>	
<b>Gorilla Gravel 2022</b>				
Edge Cycling Dubai	Omar Alsaadi	Dubai	5,000	<a href="#">URL</a>
Gravel Union	Naomi Cousins	Europe	20,000	<a href="#">URL</a>
Gran Fondo world Series	Naomi Cousins	Global	11,000	<a href="#">URL</a>
<b>TOTAL Gorilla Gravel 2020</b>			<b>36,000</b>	
<b>Rwandan Epic 2022</b>				
MarthonMTB	Wim Van de Velde	Global	14,000	<a href="#">URL</a>
BikeRadar	Wim Van de Velde	Global	94,000	<a href="#">URL</a>
Epic Series	Igor schiffliz	Global	24,000	<a href="#">URL</a>
TVL	Karsten Dekkers	Belgium	100,000	<a href="#">URL</a>
Influencer Youtube + social media	Jens Schuermans	Europe	6,000	<a href="#">URL</a>
Influencer Youtube + social media	Frans Claes	Europe	4,000	<a href="#">URL</a>
Influencer Youtube + social media	Amani	Global	9000	
Influencer Youtube + social media	Ariane Luthi	South Africa	15000	<a href="#">URL</a>
<a href="http://Nieuwsblad.be">Nieuwsblad.be</a>	Karsten Dekkers	Belgium	1,000,000	<a href="#">URL</a>
<a href="http://Sporza.be">Sporza.be</a>	Karsten Dekkers	Belgium	1,400,000	<a href="#">URL</a>
<b>TOTAL Rwandan Epic 2022</b>			<b>2,666,000</b>	



<b>Race Around Rwanda 2023</b>				
<a href="https://bikepacking.com">Bikepacking.com</a>	Tom Hardie	Global	343,000	<a href="#">URL</a>
Hunt Wheels	Lisa Pfeiffer	Europe	82,000	<a href="#">URL</a>
Dotwatcher		Global	10,000	<a href="#">URL</a>
Influencer Youtube + social media	Juliet Elliott	Global	113,000	<a href="#">URL</a>
Curve Cycling	Jay Cowie	Global	85,000	<a href="#">URL</a>
<a href="https://cyclist.co.uk">Cyclist.co.uk</a>	Graham Wilgoss	Europe	104,000	<a href="#">URL</a>
BMC	BMC creative team	Global	208,000	<a href="#">URL</a>
Influencer Youtube + social media	Ulrich Barholimoes	Europe	26,000	<a href="#">URL</a>
Raw Magazine	Pol Sopena	Global	17,000	<a href="#">URL</a>
<b>TOTAL Race Around Rwanda 2023</b>			<b>988,000</b>	
<b>Rwandan Epic 2023</b>				
Influencer Youtube + social media	Daniel Gathof	Europe	5,000	
<a href="https://cycloworld.cc">Cycloworld.cc</a>		Netherlands	18,000	<a href="#">URL</a>
Acorn coaching	Keith	Europe	8,000	<a href="#">URL</a>
Africa24TV	Redaction	Africa	3,000	<a href="#">URL</a>
Shift Up	Don Ailinger	Germany	5,000	<a href="#">URL</a>
<b>TOTAL Race Around Rwanda 2023</b>			<b>39,000</b>	
<b>Race Around Rwanda 2024</b>				
Dotwatcher		Global	30,000	<a href="#">URL</a>
<a href="https://medium.com">Medium.com</a>	Bavo Derammelaere	Global	45,000	<a href="#">URL</a>



Escape Collective	Kit Nicholson	Global	80,000	<a href="#">URL</a>
RLS Cycling	Chloe Dodd	Europe	6,000	<a href="#">URL</a>
Pianeta Mountainbike	Redazione	Italy	35,000	<a href="#">URL</a>
RV Moewe	Stefan Morkels	Germany	42,000	<a href="#">URL</a>
BBB.eu	Bavo Derammelaere	Belgium	3,000	<a href="#">URL</a>
The Mettleaset Podcast	Dawn Barnable		8,500	<a href="#">URL</a>
			<b>249,500</b>	
<b>Rwandan Epic 2024</b>				
Influencer Youtube + social media	Oscar Pujol	Spain	60,000	<a href="#">URL</a>
Vojo Magazine	Olivier Beart	France	59,000	<a href="#">URL</a>
<a href="#">Cycloworld.cc</a>	editor	global	18,000	<a href="#">URL</a>
Shift Up	editor	Germany	55,000	tba
Influencer Youtube + social media	Gemma Rosell	Spain + Global	250,000	<a href="#">URL</a>
Influencer Youtube + social media	Mude Rodriguez	Spain	8,000	<a href="#">URL</a>
Bicycling.co.za	Jon Minster	South Africa	18.000	<a href="#">URL</a>
<b>TOTAL Rwandan Epic 2024</b>			<b>468,000</b>	
<b>Race Around Rwanda 2025</b>				
Live Slow Ride Fast	Podcast	Netherlands	156,000	<a href="#">URL</a>
Influencer youtube + social media	Laurens Ten Dam	Global	104,000	<a href="#">URL</a>
Influencer youtube + social media	Thomas Dekker	Global	31,000	<a href="#">URL</a>
Influencer youtube + social media	Ted King	US	69,000	<a href="#">URL</a>
Influencer youtube + social media	Ryan LeGarrec	Global	5,000	<a href="#">URL</a>



TheRadavist	Ryan LeGarrec	Global	226,000	tba
Influencer youtube + social media	Gabi	Germany	3,000	<a href="#">URL</a>
			<b>594,000</b>	