

TURNING PAGES

NOBLEZA EDITION



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Turning Pages

NOBLEZA EDITION



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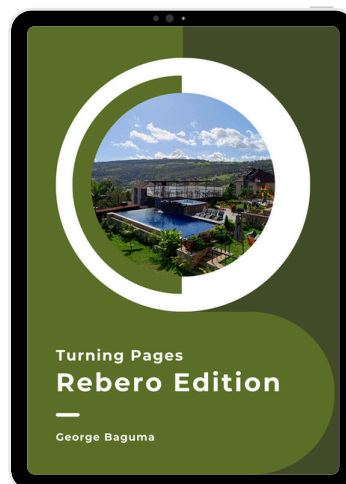
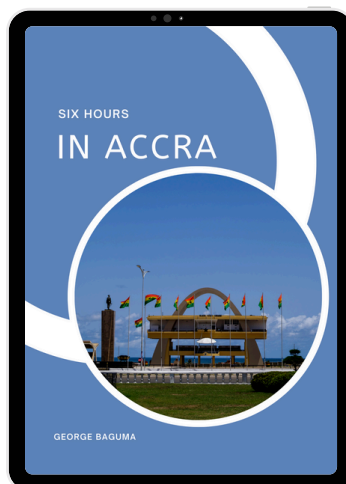
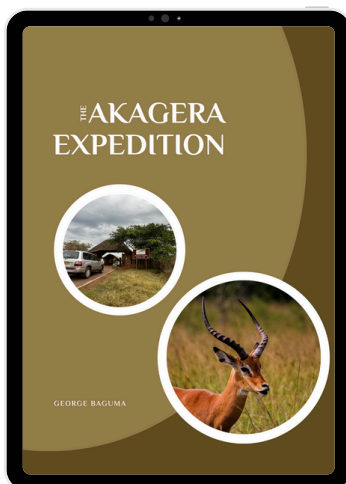
“

A book is a gift you can open again and again.”

Garrison Keillor

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TURNING PAGES

Background





Over the past seven years, I have visited many tourist attractions in Africa and participated in a wide range of activities. In addition, I have published numerous short stories on different electronic media outlets. The captivating stories highlight my experiences, observations and encounters in the covered destinations.

Under the umbrella of Afrika Nzuri Publishers, I am currently conducting regular book club sessions. Dubbed *Turning Pages*, the literary initiative is designed to cultivate the culture of reading while promoting tourism. In partnership with different stakeholders, I have staged 84 book club sessions in Rwanda, Kenya, Tanzania, Uganda, Ethiopia, Togo and Ghana.

The books used in this project are sourced from the compilation of my travel chronicles over the years. Apart from promoting literacy and tourism, *Turning Pages* is providing impactful visibility for the benefit of local businesses.

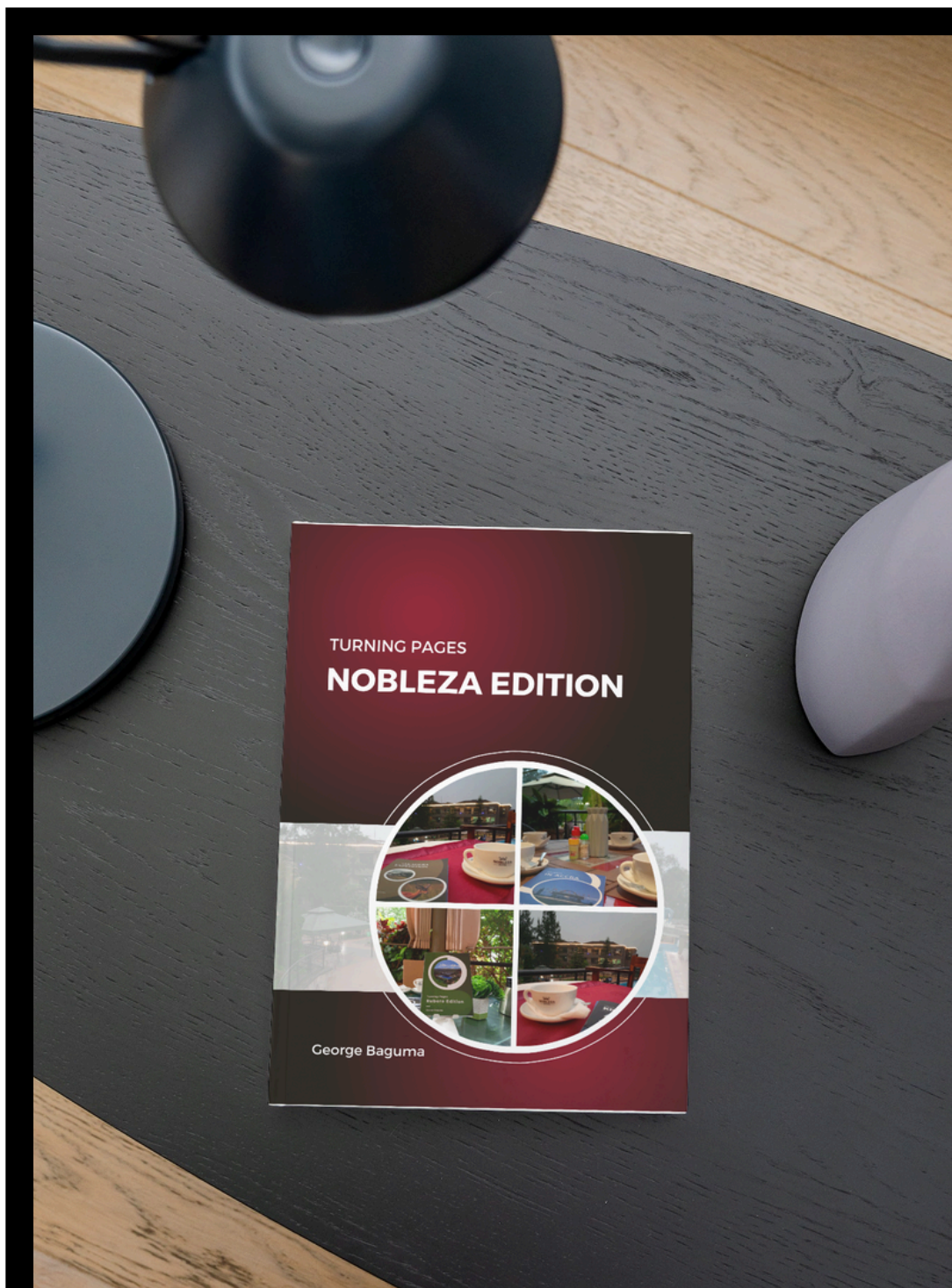
Our book club sessions bring together culturally diverse readers from all walks of life. Each session commences with a brief preview of the featured book, followed by an engaging roundtable discussion that brews broader viewpoints. The books are given to the participants free of charge, courtesy of my reliable partners.

Book clubs serve as strong pillars of intellectual and social enrichment. As members share their thoughts and insights, they engage in critical thinking and in-depth analysis. Furthermore, they forge strong bonds and expand their networks.

The community of readers created by *Turning Pages* is growing gradually, and our editorial line is arousing their thirst for exploration. The result is the emergence of a brood of global citizens united by their shared travel enthusiasm.

NOBLEZA EDITION

Introduction





The Nobleza Edition is an overview of four book club sessions that took place at Nobleza Hotel on January 23, 2024. The four gatherings brought together students, young entrepreneurs and service providers in the hospitality industry.

The Turning Pages series is part of the implementation of a broader campaign designed to pump some air into the deflating culture of reading. In addition, the initiative showcases the beauty of Africa while building brands.

Africa boasts enormous potential in both natural and human resources. While our discussions are centered around the attractions and the activities featured in the books we read, we always take a step further and examine what the covered destinations have in store.

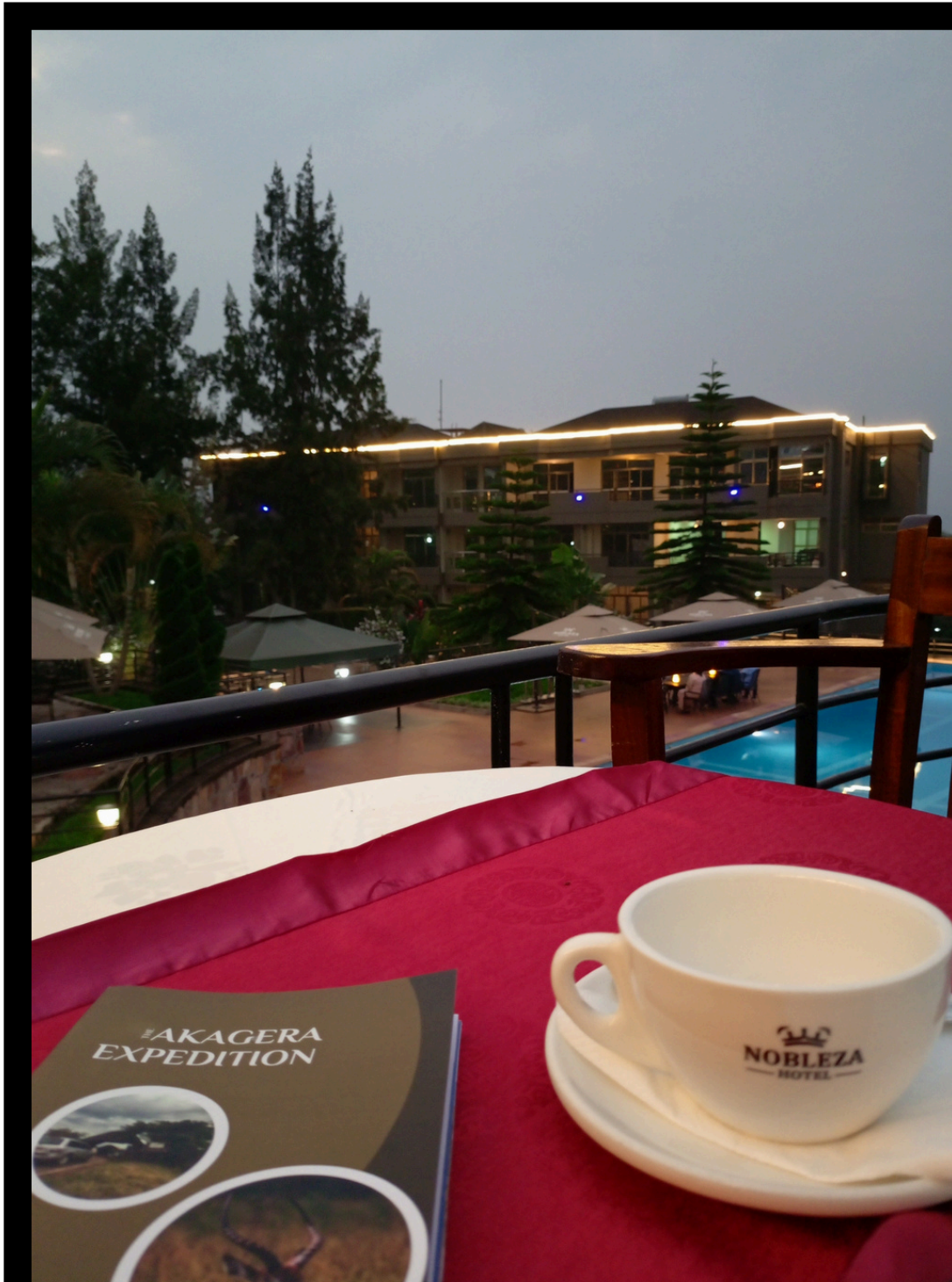
At Nobleza Hotel, we turned the pages of *The Akagera Expedition*, *Six Hours in Accra*, *Hello Kigali* and *Turning Pages: Rebero Edition*. The four engaging sessions put me in a position to obtain invaluable feedback from readers and pick their brains. As usual, the discussions brought forth new perspectives. In the end, every participant left Nobleza with a clearer vision and renewed enthusiasm in the pursuit of the opportunities that surround us.

Throughout my journey as a travel writer, I have relied heavily on the facilitation offered by hospitality establishments. The Nobleza Edition is a continuation of the mutually beneficial partnerships.

Nobleza Hotel is nestled on KK 15 Road, only 10 kilometers from Kigali International Airport. With 60 opulent bedrooms, modern conference facilities and luxury amenities, the investment is in line with Rwanda's quest to become the destination of choice for both business and leisure tourists.

SESSION I

The Akagera Expedition





We kicked off the Nobleza Edition by turning the pages of *The Akagera Expedition*. The book contains a detailed account of what transpired during my last tour of the Akagera National Park. The storyline is shaped by my experiences as a tourist on the ground. However, at some point, our discussion touched other topics beyond the realms of tourism.

Before we delved into the content of the featured book, I spent a minute acknowledging the sponsors of the unforgettable tour. The said sponsors are Ikaze Rwanda Tours & Travel, Akagera Transit Lodge and Royal Balloon Rwanda. The making of *The Akagera Expedition* wouldn't have been possible without the three stakeholders.

The roundtable discussion brought together a handful of young Rwandans living in Kigali. None of them had ever been to Akagera National Park, and a couple of them hadn't opened any books since the completion of their formal education.

The book left the youngsters in awe of the beauty of Rwanda's only Savannah national park. Having ascertained the magic behind our attractions, we drifted into the economic side of the equation and brainstormed ideas on how to utilize the resources we are blessed with.

As we travel around this beautiful destination, we see beauty. Behind that breathtaking beauty are endless opportunities. Do you see what I see? I see money. The pages of empowerment we turned at Nobleza Hotel opened our eyes.

It was a chilly, rainy day. Luckily, the aromatic beverages offered by our host kept us warm throughout the session. As usual, we turned the pages of our favorite books while sampling Rwandan coffee and tea. The two iconic products are contributing to the generation of foreign currency significantly.

SESSION II

Six Hours in Accra





Our second session featured a book titled *Six Hours in Accra*. The said book is a leisurely presentation of my unforgettable half-day tour of the capital of Ghana. As usual, before we turned the first page, I spared a minute to acknowledge the sponsor of this tour: Ecoair Apartment Hotel.

While expounding on the narration, we spent most of the time talking about the events leading up to Ghana's independence in 1957. The major attractions I visited in Accra are linked to the country's successful campaign to end colonial rule and the ensuing momentum in decolonization efforts across the continent.

We traced the genesis of the spark that ignited Africa's quest for freedom and examined the legacies of the early Pan-African leaders. Since Ghana was the focal point of our discussion, the name Kwame Nkrumah came up quite often.

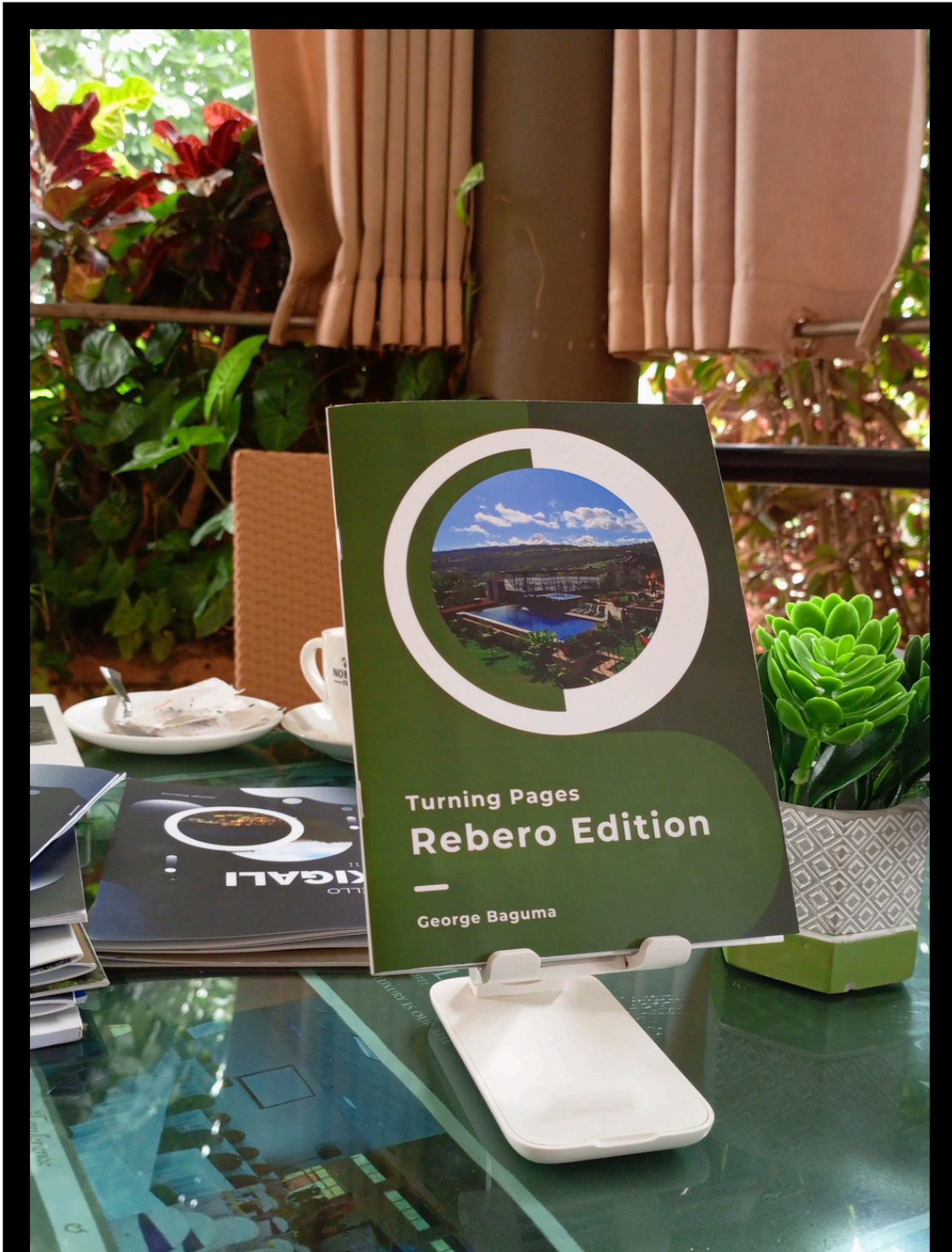
After dissecting the historical part of the discussion, we turned to the map and located the featured destination. This was done in response to the question posed by one participant, who wasn't familiar with Ghana's geographical location.

Furthermore, we took a closer look at modern Accra. The bustling metropolis is one of my favorite cities in West Africa. Although my time in Accra was limited, I captured the spirit of the city and felt the vibe of its inhabitants.

Before concluding the session, I shared my experiences doing business with Ghanaians. Accra is one of 20-plus Rwandair destinations, while Ghana is one of more than 60 countries to which Rwandans can travel visa-free. The introduction of direct flights and the removal of visa requirements between Rwanda and Ghana have stimulated trade and cultural exchange between the two countries.

SESSION III

Turning Pages: Rebero Edition





The Rebero Edition is the third publication in the Turning Pages series. It is an overview of four book club sessions that took place at Rebero Resort during the last quarter of 2023. While the books used in the making of this special edition are based on my travel experiences, its content is enriched with input from readers.

The sessions that led to the publication of the Rebero Edition were 100% virtual. Although the four meetings lacked the warmth of physical gatherings, going virtual enabled me to involve readers from other countries. Most importantly, the experiment added a new title to Exposure Publishers' collection.

At Rebero Resort, we read *The Akagera Expedition*, *Six Hours in Accra*, *Nyamasheke Unveiled* and *Turning Pages: El Vista Edition*. Each session was preceded by a virtual tour of the venue and an introduction crafted to endorse the resort.

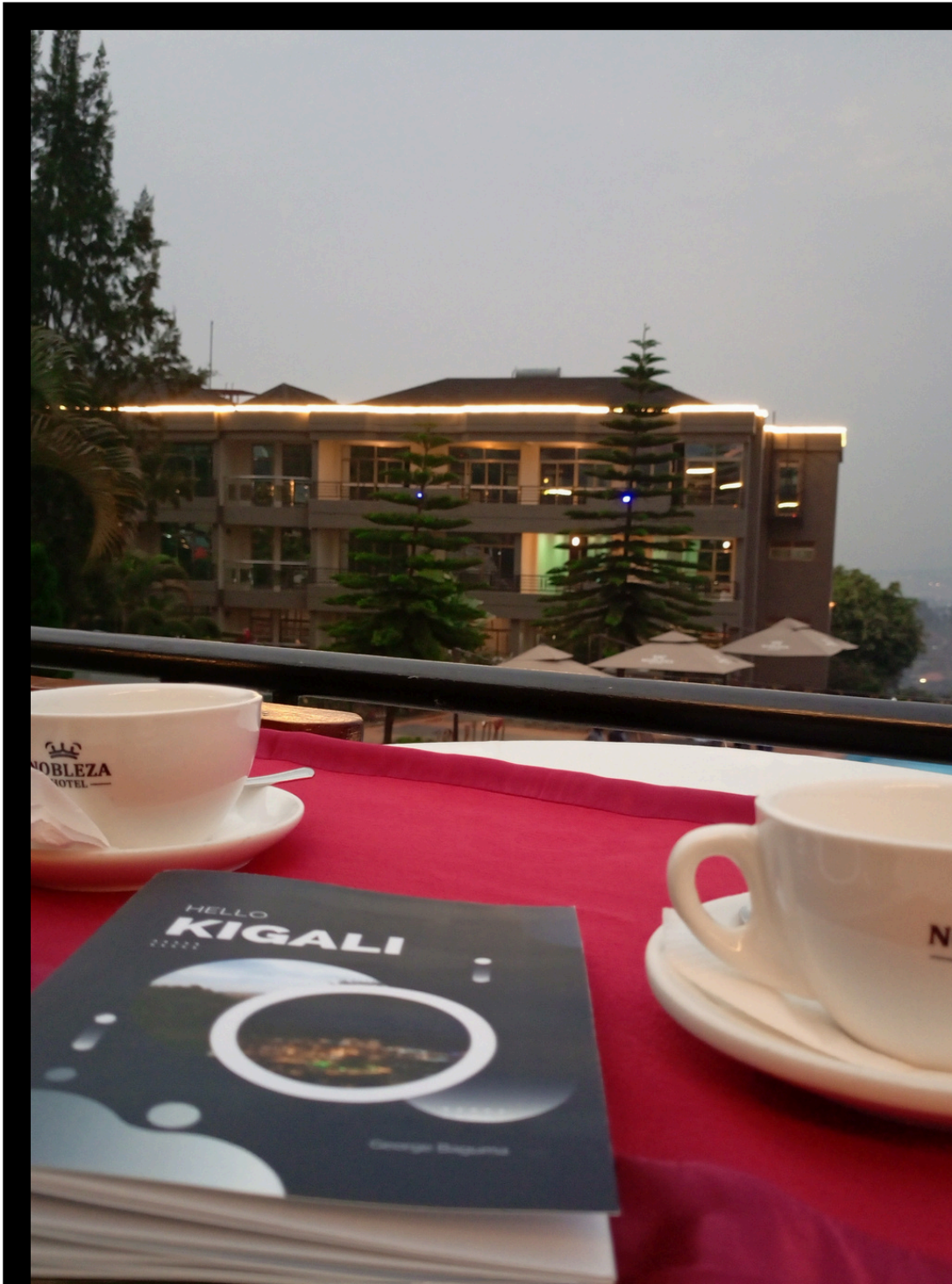
Back at Nobleza Hotel, one of the participants in the session that featured the Rebero Edition happened to be an employee of Rebero Resort. His presence gave us direct access to a credible source of information about the business that is positioned as the face of the publication.

Rebero Resort is quite serene. The tranquility and peace of mind experienced at the facility are seldom found in the commercial hubs of Kigali's magnitude. The resort is ideal for those who prefer quiet suburbs without compromising proximity to the airport, Kigali Convention Center, BK Arena and the rest of the city.

As the 3rd session of the Nobleza Edition picked up steam, we engaged in an in-depth analysis of the underlying themes and learned from those who were involved. Being the author of the books used, I was eager to see how readers digest my work and weigh the impact of the entire campaign.

SESSION IV

Hello Kigali





During the last session, we turned the pages of a book titled *Hello Kigali*. The said publication is a collection of memorable moments in the beautiful city of Kigali.

Although the participants of this session live in Kigali, they were not aware of the existence of some of the recreational facilities the book endorses.

Like in any other rapidly growing cosmopolitan city, there is always a new place to visit, something new to see and new activities to partake in. When it comes to leisure, both foreign tourists and residents are spoiled for choice.

We affirmed our commitment to keep roaming the streets of our city with a sense of discovery. As travel enthusiasts, we are driven by the desire to explore the world, discover new places and immerse ourselves in unfamiliar cultures. While satisfying this wanderlust, we can't overlook the beauty of the place we call home.

The importance of supporting local businesses can't be stressed enough. Purchasing a painting from an art gallery found in your own neighborhood can go a long way in providing a stepping stone for the artist behind it. Similarly, changing your wardrobe in favor of locally made outfits has a trickle-down effect. I can go on and on, penning down examples that clarify the point I am trying to make. The bottom line is that embracing what is truly ours is an empowering trend that should be encouraged.

East to west, home is best. The allure of our own attractions is irresistible to us. As domestic tourists, our contribution to the development of the industry is undeniable.

At Nobleza Hotel, we turned not only the pages of the aforementioned books, but also our mindsets. At the end of the day, we walked out of the gate with a newfound appreciation for what Africa has to offer.

ACKNOWLEDGEMENT

I extend my deepest gratitude to Nobleza Hotel for their generous support in hosting and sponsoring the four book club sessions featured in Turning Pages: Nobleza Edition. Your commitment to fostering a reading culture and creating spaces where ideas can flourish has been instrumental to the success of this initiative.

Thank you for believing in the vision of Turning Pages and for providing an environment where readers can gather, learn, and grow. Your partnership is truly appreciated.

