



CENTRAL DRC TOURISM CORRIDOR

From Kinshasa to the Kasai Heartland – Culture, Identity & Untapped Landscapes

A STRATEGIC CULTURAL & HERITAGE TOURISM INITIATIVE |
DRCTOURISM 2026–2035



KINSHASA

National Gateway



**KONGO
CENTRAL**

Heritage Gateway



**KWILU &
KWANGO**

River Corridor



KASAI

Cultural Heartland



**KASAI
ORIENTAL**

Economic Node

Kinshasa → Kongo Central → Kwilu → Kasai → Kasai Oriental (Mbuji-Mayi) | Cultural Heritage Route

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PROJECT OVERVIEW

The **Central DRC Tourism Corridor** is a strategic cultural, heritage, and inland exploration initiative connecting Kinshasa → Kongo Central → Kwango → Kwilu → Mai-Ndombe → Kasai → Kasai Central → Kasai Oriental

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Provinces

CONNECTED

450+

Cultures

REPRESENTED

(Mbujimayi). Positioned at the geographic and cultural core of the Democratic Republic of Congo, this corridor unlocks a powerful combination of ancestral heritage, cultural diversity, inland rivers and landscapes, and emerging urban centers.

It is designed to become the leading cultural tourism route in Central Africa, integrating heritage, spirituality, community experiences, and regional connectivity through the DRCTourism digital ecosystem.

\$8M+

INVESTMENT
RANGE

10–18%

ROI ESTIMÉ

02 OBJECTIFS STRATÉGIQUES

Position the DRC as a global cultural and heritage destination

Develop a diaspora-focused tourism corridor (Return to Kongo)

Unlock inland regions through tourism-led development

Preserve and promote traditional knowledge and identity

Stimulate local economies and SMEs along the corridor

Strengthen inter-provincial connectivity and regional integration

03 PÔLES DE DESTINATION CLÉS

NATIONAL GATEWAY



Kinshasa

Metropolitan Area

- Arts, music, gastronomy
- International entry point
- Launch base for journeys

HISTORICAL & SPIRITUAL



Kongo Central

Heritage Zone

- Kingdom of Kongo heritage
- Colonial & pre-colonial sites (Boma)
- Atlantic connection & diaspora memory

RIVER & LANDSCAPE



Kwilu & Kwango

River Corridor

- River junctions & navigation
- Scenic inland landscapes
- Local markets & communities

CULTURAL HEARTLAND



Kasaï Region

Cultural Hub

- Rich traditions & ceremonies
- Strong ancestral heritage
- Untapped cultural ecosystem

ECONOMIC & URBAN



Kasaï Oriental

Diamond Capital

- Mbuji-Mayi diamond capital
- Emerging urban tourism
- Business & investment travel

04 PRODUITS TOURISTIQUES PHARES

Central Congo Cultural Expedition (7–12 days)	Return to Kongo Heritage Journey (Diaspora)	River & Inland Discovery Route	Kasaï Cultural Immersion Experience	Kinshasa to Mbuji-Mayi Exploration Tour
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05 OPPORTUNITÉS D'INVESTISSEMENT

◆ Boutique cultural lodges	TARGET ROI 10% – 18% INVESTMENT RANGE \$100K – \$8M+ AVG. TOURIST SPEND \$2,000 – \$8,000 / trip TARGET MARKET Diaspora, Cultural Travelers, NGOs
◆ Heritage restoration & tourism sites	
◆ River transport & logistics	
◆ Cultural experience centers	
◆ Artisan villages & creative hubs	
◆ Mid-range and premium hotels	

06 PROJECTIONS FINANCIÈRES (5 ANS)

Année	Visiteurs	Revenus (USD)	Croissance
Année 1	2,000	\$4M	—
Année 2	4,000	\$9M	+125%

Année	Visiteurs	Revenus (USD)	Croissance
Année 3	7,500	\$18M	+100%
Année 4	12,000	\$30M	+66%
Année 5	20,000	\$50M+	+66%

* Basé sur un modèle de tourisme culturel & diaspora | Spend moyen : \$2,000 – \$8,000 par voyage

07 PLAN DE DÉPLOIEMENT PAR PHASES

Phase 1 (0–18 mois) Foundation — cartographie & identification patrimoine, routes pilotes (Kinshasa → Boma → Kwilu), lancement programmes culturels, intégration DRCTourism	Phase 2 (18–36 mois) Expansion — extension vers Kasai, villages & hubs culturels, partenariats diaspora, campagnes internationales	Phase 3 (3–5 ans) Scale — corridor complet, tourisme événementiel (festivals, patrimoine), investissements hotels & infrastructure, DRC = powerhouse culturel africain
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08 MODÈLE D'IMPLEMENTATION

Led by DRCTourism.com	Public-Private Partnerships (PPP)
Ministry of Tourism	Community-based tourism model
Ministry of Culture & Arts	Cultural preservation funding
Ministry of Infrastructure	Digital-first booking ecosystem
Provincial governments (7 provinces)	
Diaspora organizations	

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POURQUOI CE CORRIDOR EST STRATÉGIQUE

- ★ Preserves and elevates Congolese identity, heritage, and cultural memory
- ★ Unlocks vast inland regions for tourism investment and development
- ★ Creates inclusive economic growth for local communities and SMEs
- ★ Connects diaspora to their roots through Return to Kongo programme
- ★ Builds a unique and authentic cultural tourism model in Central Africa

"Reconnect to the Roots. Rediscover the Soul of the Congo."

DRCTOURISM | VISION 2035

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PASSEZ À L'ACTION

FOR
INVESTORS

FOR
GOVERNMENT

FOR
PARTNERS

Invest in Africa's
most authentic
cultural tourism
opportunity.

Enable heritage-
driven economic
transformation
across 7 provinces.

Co-create a new
model of cultural
tourism rooted in
identity and
impact.

DRCTOURISM | LS SASU

31 Boulevard du 30 Juin, Gombe – Kinshasa, RDC

investors@drctourism.com | +243 815 955 963 | www.drctourism.com