

The Lux Collective Enters Rwanda with Landmark Ultra-Luxury Tourism Circuit Partnership



*First Row: Group Photo of the Rwanda Ultra-Luxury Tourism Circuit Signing Ceremony (L-R) The Lux Collective CEO Olivier Chavy, Akagera Game Lodge Chairman Emmanuel Rugambwa, The Lux Collective Chairman & IBL Group CEO Arnaud Lagesse, Cleo Capital Group Ltd Founder & CEO Eugene Nyagahene, RSSB Deputy CEO Louise Kanyonga and ITIC Group CEO Ibrahim Ayoub.
Second Row: Scenic Lake Kivu in Rwanda; Mountain gorilla of Rwanda & SALT of Akagera resort view.*

Mauritius, 15 May 2026 – Global hospitality group The Lux Collective has marked its first entry into Rwanda through a landmark strategic partnership with Cleo Capital Group Ltd, one of Rwanda’s visionary hospitality and investment groups, to launch and manage an ultra-luxury tourism circuit across the country’s most iconic destinations. Formalised during the Africa CEO Forum 2026 in Kigali, the partnership represents a significant milestone in Rwanda’s luxury hospitality evolution, introducing internationally acclaimed brands LUX* and SALT to the country through a transformative multi-property project of five resorts.

The signing ceremony established the Acquisition Agreement of Akagera Game Lodge between Rwanda Social Security Board (RSSB) Deputy CEO Louise Kanyonga and Cleo Capital Group Ltd, **alongside the Hotel Management Agreements for SALT of Akagera and LUX* resorts on the Rwanda Tourism Circuit** between The Lux Collective Chairman & IBL Group CEO Arnaud Lagesse, Akagera Game Lodge Chairman Emmanuel Rugambwa and Cleo Capital Group Ltd Founder & CEO Eugene Nyagahene.

Guided by strong ESG principles, **the Rwanda Tourism Circuit integrates regenerative development**, sustainable construction, renewable energy, water conservation, biodiversity protection and community empowerment. Together with local sourcing, women entrepreneurship programmes, skills development and conservation partnerships, the project aims to generate long-term economic and social impact while positioning Rwanda as a leading sustainable ultra-luxury tourism destination in Africa.

The tourism circuit, managed by [The Lux Collective](#) under its award-winning LUX* and SALT brands, will span four of Rwanda's most celebrated destinations — Lake Kivu, Akagera National Park, Volcanoes National Park and Nyungwe National Park. **Phase 1, launching from mid 2026**, will see the rebranding of Cleo Lake Kivu into **LUX* Lake Kivu** and Akagera Game Lodge into **SALT of Akagera**, followed by **Phase 2** with three new greenfield developments **scheduled to open in 2028: LUX* Volcanoes, LUX* Nyungwe and LUX* Akagera**.

As the flagship luxury brand of The Lux Collective, LUX* is globally recognised for its contemporary approach to luxury hospitality blending exceptional design, wellbeing and sustainability. Inspired by the elements of Water, Fire, Air and Earth, each Rwanda property will offer distinctive destination-led experiences rooted in the country's landscapes and biodiversity. **LUX* Lake Kivu** in Karongi will feature a 14-key intimate luxury lakeside retreat with wellness, culinary and outdoor experiences. **LUX* Volcanoes** will introduce a 26-lodge spectacular eco-luxury sanctuary overlooking the Virunga volcanic range with curated mountain gorilla journeys, featuring rainforest trekking and unique up-close encounters with habituated gorilla families. **LUX* Nyungwe** will present 26 elevated treehouse-style suites immersed within one of the world's oldest rainforests, while **LUX* Akagera** will offer an ultra-luxury safari retreat with 26 keys combining Big Five experiences, wellness and elegant tented luxury overlooking Akagera's savannah landscapes.

SALT, The Lux Collective's purpose-led boutique hospitality brand, is rooted in meaningful travel, sustainability and authentic local connection. Located in Akagera National Park, **SALT of Akagera** will transform the existing Akagera Game Lodge into a luxury five-star eco-safari retreat overlooking Lake Ihema. The 60-key lodge will offer immersive wildlife experiences, wellness programming, locally inspired dining and conservation-focused activities within the savannah setting.

"This partnership marks an important milestone for Rwanda's tourism future. Together with The Lux Collective, we are creating a world-class tourism circuit that celebrates Rwanda's natural beauty, biodiversity and culture while driving sustainable economic growth and international recognition for the destination," said **Cleo Capital Group Ltd Founder & Chief Executive Officer Eugene Nyagahene**.

The Lux Collective Chief Executive Officer Olivier Chavy added, *"In line with our Group's global expansion, this strategic collaboration represents a defining moment for The Lux Collective. Rwanda is one of Africa's most inspiring destinations, with a strong vision for sustainable tourism. As a sustainability hospitality leader, we are truly honoured to make our debut in Rwanda through the transformative tourism circuit designed to deliver exceptional luxury experiences, while preserving Rwanda's impressive landscapes, communities and biodiversity."*

Through this landmark partnership with Cleo Capital Group Ltd and RSSB, [The Lux Collective](#) is set to redefine Rwanda's luxury hospitality landscape through regenerative, sustainability-led tourism experiences that elevates the country's extraordinary natural and cultural heritage on the global stage.

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For photos, please click [here](#).

About The Lux Collective

[The Lux Collective](#) ("TLC") is a Mauritian-born global luxury hotel operator and manages brands [LUX*](#), [SALT](#), [TAMASSA](#), [SOCIO](#) and [Café LUX*](#). At the heart of its purpose, TLC makes each moment matter and cares about what matters. Putting people first is the core of TLC's culture as well as staying true to the values of being passionate, responsible and innovative in all that it does. By providing comfort through thoughtful and exquisite designs, TLC creates experiences that make each moment matter for all guests. It is committed to operating in a considered and respectful manner that is mindful of future generations.

Through its signature Groupwide sustainability project Tread Lightly, The Lux Collective promises an eco-conscious stay throughout its hotels. Its partnership with Altruistiq, a group of CO2 experts, focuses on the environmental footprint and ensures that emission sources are tracked using the highest international Science-Based standard.

Growing the global presence, TLC currently manages 18 operating resorts and hotels in Mauritius, Maldives, Ile de la Reunion, China and Tanzania, and with 20 more hotels in its development pipeline in Africa, Asia and the Middle East.

An affiliate member of IBL, a major economic player in the Indian Ocean and a public-listed leader of the "Top 100" Mauritian companies, IBL is active in key sectors of the Mauritian economy, with a global portfolio of approximately 300 subsidiaries and associated companies.

About LUX*

At [LUX*](#), time is luxury. LUX* helps people to celebrate life by delivering consistently on the promise of a different kind of luxury; In a world where a deeper sense of connection can be hard to reach, even on vacation, it enables guests to break from the ordinary. Staging exceptional experiences in different locales – whether on the Beach, in the City or in Nature, it transforms the everyday into the extraordinary through elevated service, contemporary spaces and crafted escapes to truly disconnect and relax - **with Life Extraordinary**.

About SALT

[SALT](#) is a humanistic approach to hospitality launched in November 2018, connecting modern explorers with meaningful travel experiences. It introduces a new breed of hospitality for the culturally curious. Devoted to the wonder of all things local and sustainable, SALT takes guests to people - not just places. Unveiling the heartbeat of destinations and their communities, it gets them out there exploring – the SALT way.

ABOUT Cleo Capital Group

Cleo Capital Group is a family-owned equity fund dedicated to transforming hospitality in Rwanda and across East Africa through long-term, purpose-driven investments that combine exceptional guest experiences with sustainable economic impact. Named in honour of the family patriarch, Cleo, the group began its journey with the development of Cleo Lake Kivu along the shores of Lake Kivu, reflecting its vision of unlocking high-potential tourism destinations through world-class hospitality experiences while creating lasting value for communities, travellers and investors.

Media Relations

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