



UGANDA TOURISM BOARD

EXPLORE
UGANDA
THE PEARL OF AFRICA

MANIFESTO IMPLEMENTATION IN PROGRESS



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Uganda Tourism Board (UTB) is a statutory organisation established in 1994. UTB is mandated to promote and market Uganda domestically, across the region and internationally, promote quality assurance in tourist facilities through training, grading and classification, promote tourism investment, support and act as liaison for the private sector in tourism development. The broader goals of the Board are to increase the contribution of tourism earnings and GDP; enhance Uganda competitiveness as an international tourism destination; and increase Uganda share of Africa and World tourism market. UTB aims to create inclusive opportunities for the tourism sector through market transformation.

UTB has made a contribution towards achievement of the aspirations of the National Development Plan III of attaining social economic transformation for the country in line with the country's vision 2040 of "A Transformed Ugandan Society from a Peasant to a Modern and Prosperous Country."

As part of UTB's contribution to the economic growth and recovery of the tourism sector, the institution has provided support to fast-track tourism recovery from the impacts of COVID-19 as well as adapt resilience measures for the sector's growth and sustainability. These efforts include provision of financial literacy training programs to the sector players in tourism available for Small and Medium Enterprises. These are geared at ensuring development of sustainable business development models that put emphasis on innovation and sustainability of the businesses in light of the effects of COVID 19 and Ebola. These training programs are offered under a running partnership between UTB and the Stanbic Bank Business Incubator.



Elephants in Murchison Falls National Park

To enhance strategic guidance of marketing the country in order to attain the international appeal for destination Uganda's tourism offering and enhance visitation that contribute to the overall tourism arrivals, UTB is implementing a national tourism marketing strategy. The strategy for domestic and international has contributed in building a positive and competitive image of the country through established a national brand. The institution in January 2022 rolled out the Explore Uganda, The Pearl of Africa destination brand in Africa and 12 overseas markets. The destination brand, "Explore Uganda, The Pearl of Africa" promises an adventure of a lifetime to all our visitors. The renewed brand identity is instrumental in will elevating the country's promotion efforts as an attractive tourism and investment destination going forward as it enables the unified messaging of all sectors, private and public.

Explore Uganda brand has been rolled out in Uganda and the East African States, South Africa, United Kingdom, Germany, Russia, Morocco, France, Australia, Belgium, the Nordic countries, Qatar, UAE, Spain, Canada and the USA. This has been done in collaboration with Uganda's Missions abroad during tourism and travel expos, road shows and prestigious award



Gorilla conservation

TOURISM SERVICE

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ceremonies held in these target markets.

Explore Uganda destination promotional videos have won three film awards from prestigious world film festivals i.e. International Committee of Tourism Film Festivals (CIFFT) 2022 in Valencia Spain, Zagreb Tour film Festival in Serbia and Cannes Media Film Festival in France. Additionally, the brand gained international visibility on CNN where Uganda was recognised as one of the top 23 destinations to visit in 2023. Domestic tourism promotional campaigns were organised to create awareness of Uganda's tourism offerings i.e. "Explore Uganda Eastern Region", "Safari Uganda", "What is Uniquely Ours is Uniquely Yours", destination brand domestic campaign, etc to enrich visibility of the country tourism offerings.

Media training have been conducted to counteract negative reporting and support curation of travel stories for improved destination image in the domestic and international source markets. This has been

done to maintain the country's visibility nationally and internationally.

High quality tourism content (high resolution videography and photography) have been developed to promote tourism and the destination in partnership with the media, travel influencers and tourism stakeholders i.e. The tourism promotion film, "Rwenzori, the Source of Life", was developed to promote climate change mitigation efforts for the Rwenzori region. The video is lined up for awards and international recognition in the 2023 CIFFT Circuit.

Enhance regulation, co-ordination and management of the tourism sector to facilitate the development of accommodation and conference facilities of all types and sizes as well as leisure attractions and facilities (including, restaurants, bars and cafes). In addition, the establishment of international hotel chains as well as support the private sector to provide low-cost accommodation facilities in protected areas and tourism zones to increase the stock of tourist accommodation rooms by 15,000.

The level of compliance of tourism service standards has improved to 55% from 34% through strengthening enforcement of sector regulations. This raises our competitiveness as a tourist destination that offers international standard hospitality services. Working with the private sector, support tourism enterprises to promote investment in the sector, inclusive community participation and attract successful 5 international brands in the tourism value chain.

UTB has continued to highlight areas of investment and development in the sector with creating new avenues of enhancing visitation numbers in the country. Uganda's hotel investment opportunities were showcased at the 2022 Africa

Hospitality Investment Forum (AHIF) held in Morocco. The forum is a congregation of the world's top hotel chains seeking investment opportunities on the African continent. Uganda Convention Bureau (UCB) a unit under UTB secured two bids to host the African Blood Transfusion Conference (ABTC) in March 2024 and the 2025 International Association for Impact Assessment (IAIA) in Uganda. Estimated at USD 0.7 million and USD 3 million respectively, these conferences stand to boost the destination's attractiveness as a business tourism and investment destination hub.

Develop and enhance the capacity of labour force along the tourism value chain through undertaking on-job training for 20,000 workers as well as apprenticeship for 1,000 Ugandans. Annual skilling programs in adherence to and enforcement of minimum hospitality standards are held for tourism actors along the value chain (Private and public sector) for improved destination competitiveness.

Promote, improve, develop and diversify tourist attractions sites and products including: Product diversification was undertaken to include a variety of tourist experiences such as edutourism (hydro-electric power dam tours), city tours and historical attractions (railway museum).

In fulfilment of its mandate, UTB shall continue to collaborate with all stakeholders to make contribution to the economic progress of the country. It will strive to regulate the travel and tour businesses, and the commercial accommodation and ensure international standards of all tourist services and facilities. It also sees to the development and management of places of tourist interest, parks, lakes, avenues, beaches and recreational places, spots etc



Rhinos at Ziwa sanctuary