Paper: Tourism for Ecological, Social and Economic Transformation; Uganda’s experience”.  
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CEO UTB
Introduction

UTB Vision

• “To be a world class agency for sustainable tourism promotion and development.”

Mission

• “To develop, promote and co-ordinate a sustainable and competitive tourism industry.”
UTB’s Mandate

- To market and promote Uganda as an attractive and sustainable tourist destination.
- To encourage and promote domestic tourism within Uganda; regional tourism with our EAC neighbors, African and international market.
- To encourage investment in the tourism sector.
- To support, strengthen and build capacity to private players and entities.
- To enforce, and monitor standards in the tourism sector; through inspection, registration, licensing and classification of tourist facilities and services.
Destination Uganda

Tourism has emerged as the top foreign exchange earner with growth rates that propelling the service sector, jobs and employment, construction of hotels, restaurants, tourist facilities, leisure spots and boosted the inter-linkages between other sectors.
Uganda’s tourism at a glance

• Wildlife – Unique and Pristine.
• Nature – Most Biodiversity.
• Geography - Gifted by Nature.
• Culture- Most Culturally diverse.
• Heritage – Rich diversity, Faith’s.
• Rich history – Kingdoms, good, bad, ugly
• Weather 27 degrees average.
• MICE destination – Accessible and great facilities
• Business & Investment – Favorable and great ROI.
• People!!!
About Uganda

- **Size** - about 236,040 sq km
- **Location** - Uganda is a land locked country located in East Africa.
- Uganda is also known as the “Pearl of Africa” because of its diverse natural endowments and beauty.
- Uganda has a rich cultural diversity and boasts of over 56 tribes and languages.
- **Population** – Approximately 35 million people
- **Climate** - Tropical; wet in the center, cool in the mountains, two dry seasons (December to February, June to August); semi arid in North East.
Stunning attractions

• Pristine marine attractions
  • Four of East Africa’s great lakes: Lake Victoria, Lake Kyoga, Lake Albert and Lake Edward. 
  • Lake Victoria is the world’s second largest fresh-water lake at 68,000 sq. km
  • Ssese Islands, a paradise with variety of white sandy beaches, birds and tropical vegetation
  • Lake Bunyonyi, second deepest lake in Africa 900m.
  • Home to the source of the world’s longest river, the Nile measuring 6695 kilometers (4184 miles).
  • Some of the best waterfalls in the world found across the country like Murchison, Karuma, Sipi, Kalagala, Sezibwa, Itanda....

• 12 wetlands of International Importance designated under the Ramsar Convention(RAMSAR sites)
Adventure destination

- Scenic landscape and mountains
- Southwest Uganda. Kigezi referred to as ‘Switzerland of Africa’ because of its scenic landscape & weather
- Mt. Rwenzori (5,109 m) is permanently snow capped, a rare condition in equatorial Africa.
- Mt Rwenzori was voted among top hiking places in the world.
- Virunga volcanoes in south-western Uganda were voted ‘A must see place for 2012’ in one’s life time.
- Eastern Uganda Mt. Elgon (Africa's 17th highest mountain), Mt. Mgahinga & Mt. Muhabura (SW), Mt. Moroto (NE), etc.
World’s Premier Primate Country

• Uganda has the largest mountain gorilla population in the world 54% (over 400 of them). **Less than 700 gorillas survive in the world today.**

• There are over 5,000 chimpanzees found in Uganda (Kibale forest alone holds a population of more than 1,000 chimpanzees).

• Home to world’s largest number of monkeys, baboons, apes, rare colobus, nocturnal Bush babies and Pottos found in pristine eco-environment,
Top Birding Destination

• Has more than 1,000 bird species. Home to over 50% of the entire bird population in Africa and 10% of the world.

• Queen Elizabeth National Park has over 605 species, the largest of any protected area in Africa.

• Bwindi Impenetrable National Park was voted Africa’s number one birding site(2012) by the African Bird club.
Cultural diversity and heritage

- **Cultural diversity**
  Uganda is endowed with 56 tribes and languages each with a distinct
- **Cultural heritage,**
- **History**
- **Language**
- **Food**
- **Dance**
- **Dressing**
- **Beliefs,**
- **Customs**
- **Folklore**
Faith-based destination

• All faiths represented in Uganda.
• Bahai temple, and the only one of its kind in Africa.
• The Uganda Martyrs Shrine in Namugongo. Faithfuls were killed by the king of Buganda, Kabaka Mwanga in 1886.
• Gaddafi Mosque in Kampala, second largest mosque in Africa.
Top Destination

• Since 2007, tourism has been growing at a fast rate thanks to government’s overarching support in infrastructure, security, local government support among others.

• This has increased visitor numbers that have boosted the sector in many ways.

• Performance shows how the numbers have grown to lead the sector as the top forex earner.
# Numbers count

## MIGRATION AND TOURISM STATISTICS

<table>
<thead>
<tr>
<th>Year</th>
<th>No. of Tourist arrivals</th>
<th>Tourism Earnings in US$ million</th>
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</thead>
<tbody>
<tr>
<td>2007</td>
<td>641,743</td>
<td>449,000,000</td>
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<tr>
<td>2008</td>
<td>843,864</td>
<td>590,000,000</td>
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<td>2009</td>
<td>817,424</td>
<td>572,000,000</td>
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<tr>
<td>2010</td>
<td>945,899</td>
<td>662,000,000</td>
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<tr>
<td>2011</td>
<td>1,151,356</td>
<td>805,000,000</td>
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<td>2012</td>
<td>1,196,000</td>
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<tr>
<td>2013</td>
<td>1,206,334</td>
<td>1,085,000,000</td>
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<tr>
<td>2014</td>
<td>1,266,046</td>
<td>1,148,000,000</td>
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</tbody>
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Tourism Overview

• Contribution to $1.14 billion to the economy representing 7.9% of GDP.
• In 2013 Tourism directly supported 182,500 jobs and indirectly supported 452,000 jobs.
• Investment amounted to UGX 685.2 billion or 4.4% of total investment.
• Connectivity by air, road, water. Entebbe connected by 22 airlines. Domestic air travel registered large increase from Ebb and Kajansi.
• Tripartite. JTMC.
• Tourism Master plan
• Destination marketing, branding,
Transformation catalysts

• Sector growth dependent on government funding.
• Destination marketing, promotion, branding, PR, awareness.
• Private sector devt and support.
• Business support and job creation.
• Domestic tourism.
• Product development, innovation.
• National Carrier.
• Infrastructure development.
• EAC, Northern Corridor, JTMC.
• Research.
• Conservation.
• Civil Society.
THANK YOU.