



# DESTINATION UGANDA

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EXPLORE  
**UGANDA**  
THE PEARL OF AFRICA

# PRESENTATION OUTLINE

- i. Appreciation**
- ii. Location of Uganda**
- iii. Our unique selling propositions**
- iv. Tourism Investment Opportunities**
- v. Investment Incentives**





# LOCATION OF UGANDA

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# MAP OF UGANDA SHOWING THE NATIONAL PARKS

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# UNIQUE SELLING PROPOSITIONS

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- ❖ Uganda is strategically located and linked in the heart of Africa
- ❖ Size: - about 241,038 sq km
- ❖ Population – Approx. 47.5 million people (2021).
- ❖ The brand essence of Uganda is “The Pearl of Africa”
- ❖ A country with high biodiversity
- ❖ Pleasant weather throughout the year: average temperature of 25 degrees Celsius
- ❖ Breathtaking landscapes; source of river Nile, Murchison Falls, etc
- ❖ Strong commitment of the government to tourism sector
- ❖ Tourism is contributing 7.7% to Uganda’s GDP (2019)
- ❖ Growing MICE destination; 6<sup>th</sup> in Africa
- ❖ Reasonable international airlift and accessibility
- ❖ One of the most open on visa access in Africa
- ❖ One of the fastest growing destinations in the world for leisure-travel (according to WTTC, 2019)



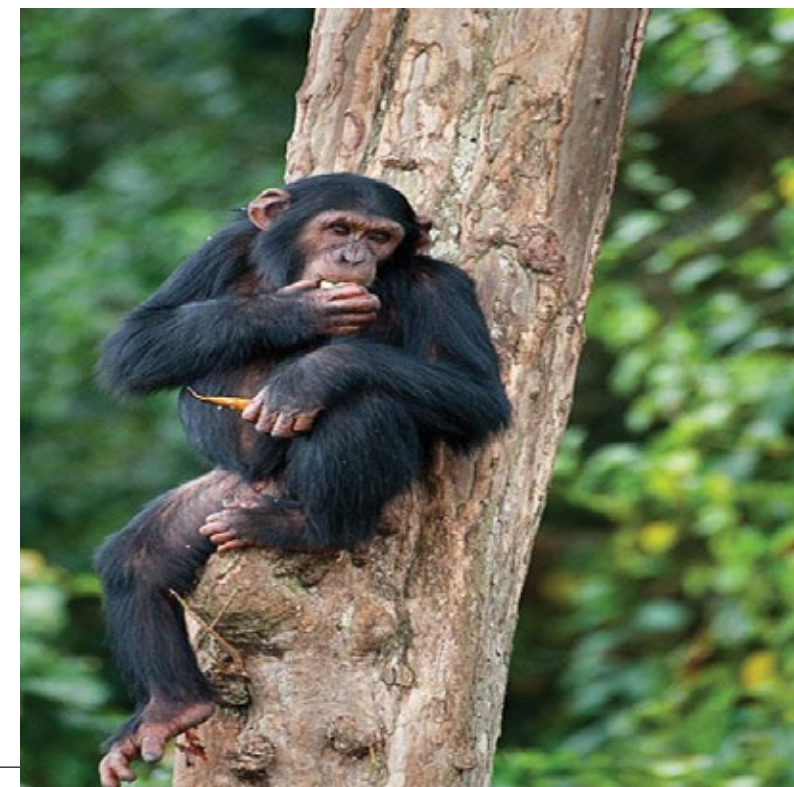




# Why Uganda.....

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## 1. The World's premier primate destination







# Why Uganda.....

[exploreuganda.com](http://exploreuganda.com)

## 2.The Big five destination







# Why Uganda.....

[exploreuganda.com](http://exploreuganda.com)

## 3. The Top Birding Destination







# Why Uganda.....

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4. The World's most adventurous – water rafting, bungee jumping, abseiling, etc







# Why Uganda.....

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Continued.....The World's most adventurous – mountaineering, ziplining, etc







# Why Uganda.....

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## 5. Culturally diverse destination

- ❖ One of the most culturally diverse country in the world
- ❖ The most hospitable people
- ❖ The most vibrant people
- ❖ Organic food







# Why Uganda.....

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## 6. Breathtaking landscapes







# Why Uganda.....

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Accommodation – Marriot, Hilton, African brands







# Why Uganda.....

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Accommodation – East African brands; Serena, Marasa, etc











# ACCESSIBILITY

International flights, domestic flights and well networked road system







# Investment Opportunities - Leisure [exploreuganda.com](http://exploreuganda.com)

1. Marine Tourism-Entebbe, Jinja

(Source of the Nile Project),

Murchison, Dolwe Island, Sangobaby

etc

2. National Parks Concessions

3. Film Tourism

4. Equator Zone – Kayabwe & Nfo

Island

5. Numerous Tourism Joint Venture

opportunities

6. Opportunities across the country

a) Cultural and culinary Tourism development.

b) Education/Academic facilities

c) Health:

- ❖ Medical Tourism

- ❖ Referral hospitals centers

- ❖ Hot spring development

d) Sports

- ❖ Sports arenas

- ❖ Athletics Camping Facilities

- ❖ City marathon events





# Investment Opportunities - MICE

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	Opportunities	Areas of Investments
1.	Hotels	Developing middle class accommodation in line with rising number of MICE delegates and business tourists (3-5 Star Accommodation facilities of international standards)
2.	Convention Centers	With an estimated over 200,000 MICE delegates expected in Uganda in the medium term, Development of Convention Centres presents lucrative Opportunities
3.	Financing	Affordable and accessible term capital for development of MICE industry
4.	Convention Planners	Providing latest technology - Sound - Acoustics - Beamer - Life music - Lighting
5.	Transport	Modernize and simplify transportation in cooperation with the public sector
6.	Entertainment and Leisure	Planning of events of all kinds which accompany MICE activities - Decoration - Music - Show - Cinemas with intl. movies
7.	Cuisines	Providing food services for different nationalities/tastes.





# Investment Incentives

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- Duty and tax free import on plant and machinery
- Investment Capital Allowances:
  - Start up costs spread over the 4 years 25% p.a
  - Scientific research expenditure 100%
  - Training expenditure 100%
  - Mineral exploration expenditure 100%
  - Initial Allowance on Hotel, hospital and Indus bldg 20%
  - Other categories (20-40% according to classification of industry)
- Tax holidays (10 years) for Companies exporting >80% of production;
- Subsidized land to investors in the 4 priority sectors (ICT, Agro-processing, Tourism & Minerals processing)
- Exempt of taxes on Motor vehicles for transport of tourist. Vehicles **must be** specially designed and built for transportation of tourists







# Investment Incentives.... Cont.

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- a) Feasibility studies design (VAT, stamp duty & excise)
- b) Initial Allowance on Hotel, hospital and Industrial buildings (20%)
- c) Stamp duty exemption on instruments for mobilising funds for tourism development
- d) Materials exclusively not available in Uganda imported for construction of premises and required infrastructure (VAT, Excise duty & import duty)
- e) Hotel furnishings & fittings of high value (VAT, Import duty, excise duty, import duty, excise duty)
- f) Exempt the supply of movie production for films shoot in Uganda.

*The thresholds specified in the additional incentives have been revised downwards e.g. From USD 100M to 2M (Foreign) 1M (Domestic) and the period extended from 5 to 10 year*







# THANK YOU FOR LISTENING TO ME

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