

# TUGATA E-BULLETIN



## Economic and Statistical Analysis of Tourism in Uganda

### UP-COMING EVENTS



(L-R Kirk Hamilton, Alex Assimwe, Amb. Patrick Mugoya, Hannah Messerli & Moses Kibirige)

The Ministry of Tourism, Wildlife and Antiquities (MTWA), in partnership with DFID and the World Bank launched a report on the current status of the Tourism Industry in Uganda at Serena Hotel Kampala.

Mr Kirk Hamilton, a Lead Environmental Economist at the World Bank presented the survey whose findings targeted high-spending foreign tourists.

The survey carried out in 2012 by UBOS noted that, of the high-spending visitors, 32% come for business reasons, 20% for visiting friends and family, 17% for leisure, 11% for conferences, 5% for spiritual/religious purposes, and 2% for cultural tourism.

The main policy intervention areas proposed by the study include investing in natural assets and management of national parks that drive Uganda's tourism, removing infrastructure

bottlenecks, particularly roads providing access to protected areas, increasing supply of tourism services through private investments, and marketing Uganda.

Ms. Hannah Messerli, a Senior Private Sector Specialist at the World Bank noted a key insight from the economic analysis where she said that *"US\$1 of expenditure by a foreign tourist generates on average US\$2.5 of GDP whose total impact includes the indirect value added along the supply chain plus induced effects of house holds spending the wages generated"*

**The Economic Analysis also noted the following;**

- Leisure and cultural tourists are an attractive target for government policy, they spend 30-100 percent more per visit than other tourists.
- Spending by leisure tourists stimulates more GDP per dollar spent than the average traditional export in Uganda
- The overall impact of tourist expenditures in 2012 was large, contributing to 38% of exports and 5.6% of GDP including indirect taxes amounting to 0.5% of GDP
- Attracting 100,000 additional leisure tourists to visit Uganda would add 11% to exports and 1.6% to GDP
- Persuading each tourist to spend one more night in Uganda would add 7% to exports and 1.0% to GDP

### MID-TERM MEETING

The 2013 TUGATA Mid-term Meeting shall be held on;

**Date;** Wed 21<sup>st</sup> Aug 2013  
**Venue:** To be confirmed  
**Time:** 11:00 AM

This is a meeting where the current Executive Committee reports to membership on its achievements and future plans for TUGATA. Invitation is open to Managers / decision makers of the respective TUGATA members.

### RwandAir Postpones Commencement of Juba Flights



**Airline to start flying to Juba at beginning of September 2013**

The launch of Juba Flights, planned to commence August 3rd, 2013 was pushed ahead for one month to 3rd September 2013.

Mr. John Mirenge (CEO Rwandair) explained that the reason for this postponement is mainly operational. "we

*have come to the decision to postpone after long hours of review and assessment of our operational readiness. Obviously this decision affects the motion already set for this route and we have engaged all departments to look into the best possible alternatives to support passengers before the beginning of September"*

*"For passengers already booked and or ticketed for the period of August, we have put procedures in place to ensure they are given options that respond to any inconvenience this decision may cause" John added.*



This year, celebrations will be held on;

**Date:** 27<sup>th</sup> Sept. 2013  
**Venue:** Rwenzori region, Fort Portal Town,  
**Theme:** "Tourism and Water: Protecting our common future".

There will be several events including ;

- Mount Rwenzori Climbing Challenge,
- Exhibition depicting the region's culture, history and ways of life and many other activities
- Bird Watching and Chimp Tracking in Kibale National Park, etc.