

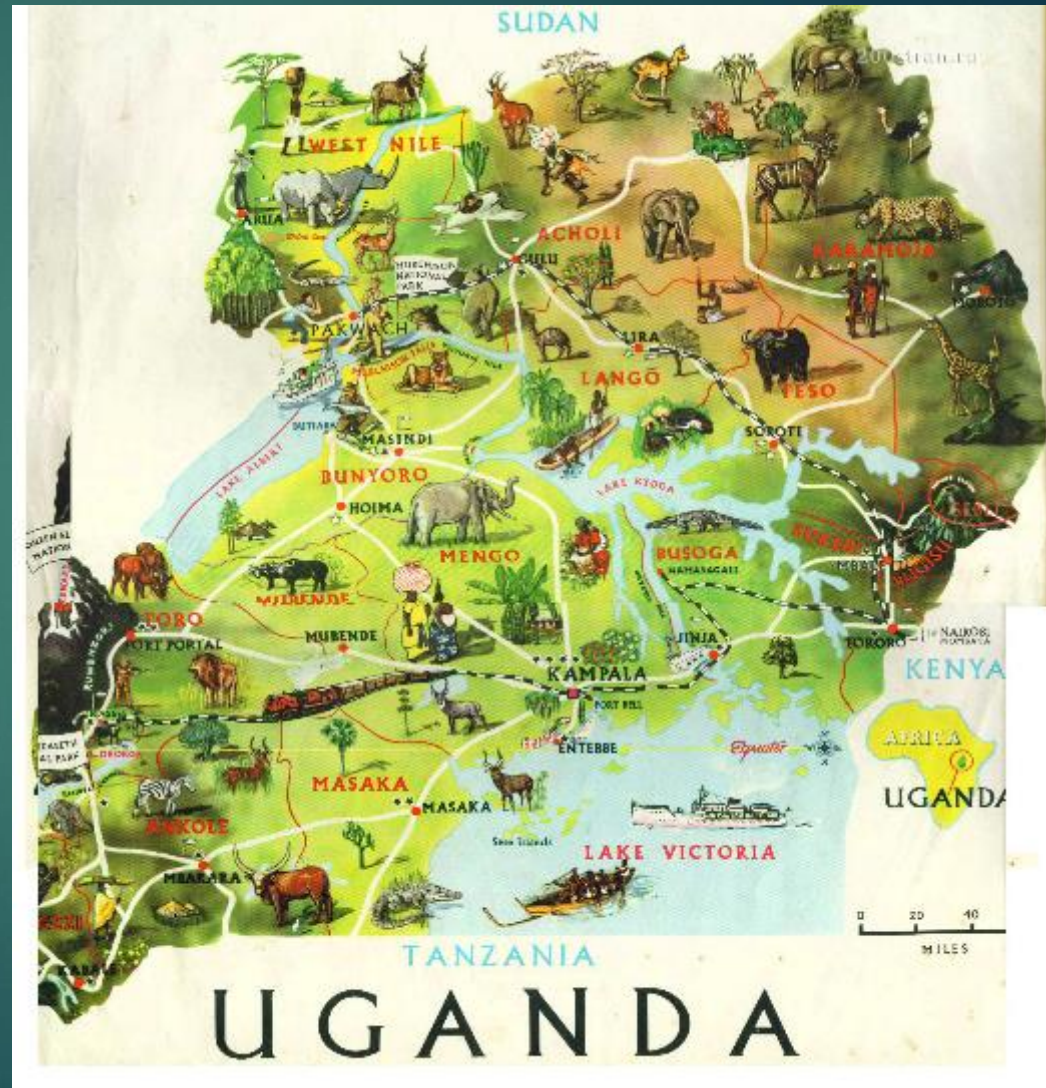
UGANDA IS TRULY THE PEARL OF AFRICA



Presented by:
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CHIEF EXECUTIVE OFFICER,
UGANDA TOURISM BOARD

About Uganda

- ▶ **Size** - about 236,040 sq. km
- ▶ **Location** - Uganda is a land locked country located in East Africa.
- ▶ Known as the “Pearl of Africa” because of its diverse natural endowments and beauty.
- ▶ Rich cultural diversity and boasts of over 64 tribes and languages & dialects.
- ▶ **Population** – Approximately 37 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.





Tourism Potential

Stunning attractions.

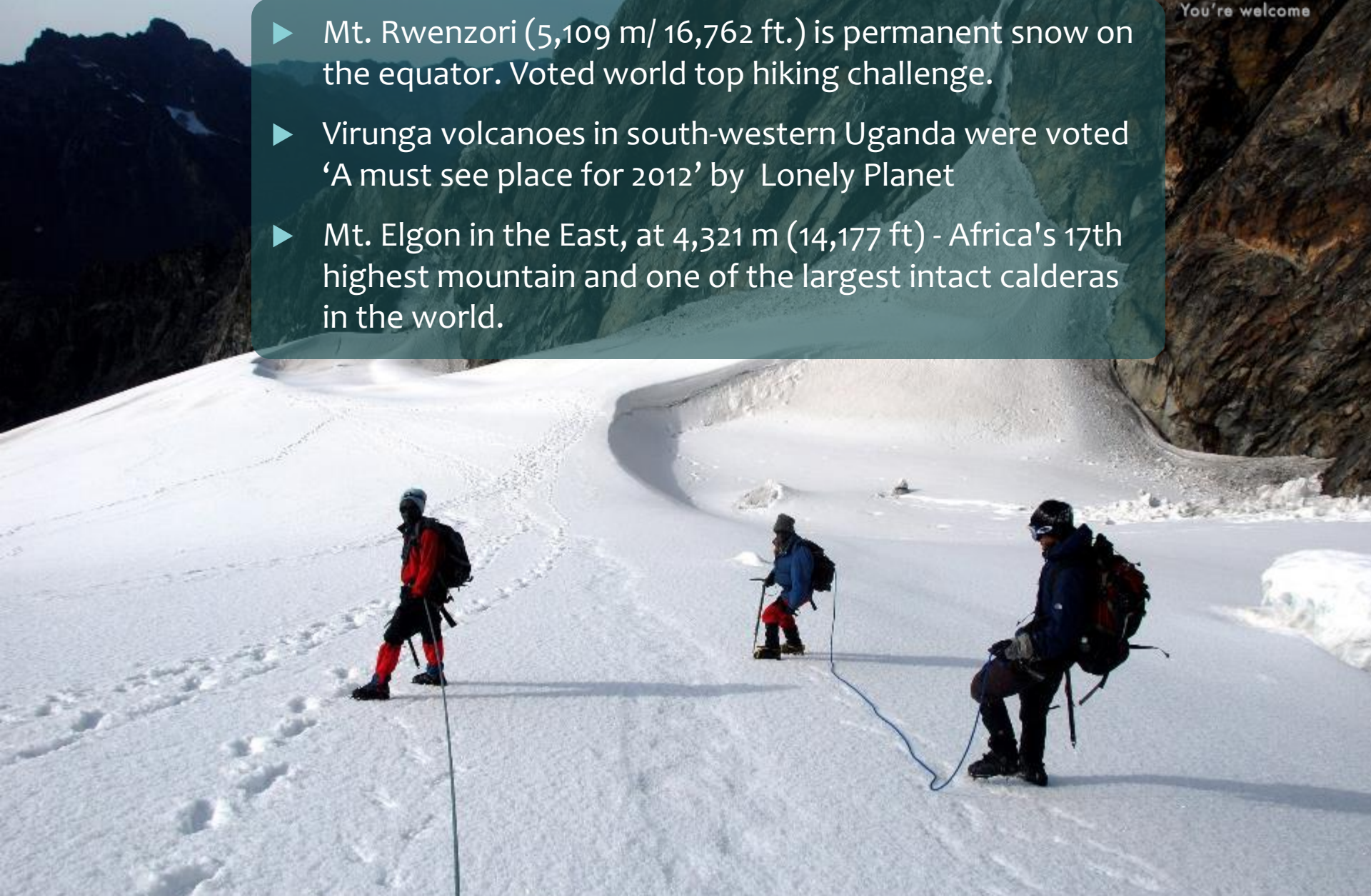
- **Pristine marine attractions**
- Over 20% covered by water, lakes, rivers, wetlands etc
- Lake Victoria is the world's second largest fresh-water lake at 68,000 sq. km
- **Ssesse Islands**, a paradise with variety of white sandy beaches, birds and tropical vegetation
- **Lake Bunyonyi**, second deepest 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; including, Murchison, Karuma, Sipi, Kalagala, Sezibwa, Itanda ...
- 12 wetlands of International Importance designated under the Ramsar Convention (RAMSAR sites), including Mabamba swamp.





- White water rafting
- Bungee jumping
- Sport fishing
- Canoeing
- Zip-lines in tropical forests
- Water sport in the lakes
- Excellent sand beaches
- Mountaineering

- ▶ Mt. Rwenzori (5,109 m/ 16,762 ft.) is permanent snow on the equator. Voted world top hiking challenge.
- ▶ Virunga volcanoes in south-western Uganda were voted 'A must see place for 2012' by Lonely Planet
- ▶ Mt. Elgon in the East, at 4,321 m (14,177 ft) - Africa's 17th highest mountain and one of the largest intact calderas in the world.





- ▶ Uganda has the largest mountain gorilla population in the world 54% (over 400 of them). **Less than 900 gorillas survive in the world today.**
- ▶ There are over 5,000 chimpanzees found in Uganda
- ▶ Home to world's largest number of primates.



- More than 1,072 bird species.
- Home to over 50% of the bird species in Africa and 10% of the world.
- Most popular birding spots include; Bwindi Impenetrable NP (over 400 species) - voted Africa's number one birding site by the African Bird club (2012) ; Queen Elizabeth National Park (over 605 species)



Uganda is endowed with over 45 ethnic groups and languages each with a distinct

- Cultural heritage | History | Language | Food | Dance | Dressing | Beliefs | Customs | Folklore
- Unique cuisines & culinary incl. Luwombo, Eshabwe, Marakwang, Malewa, Odi



- ▶ All faiths represented in Uganda all with unique history that shaped the nation.
- ▶ Bahai Temple -- the only one of its kind in Africa.
- ▶ Home of the Uganda Martyrs' – 45 Christian men who willingly died for their faith.
- ▶ Gaddafi Mosque in Kampala is the second largest mosque in Africa.



The Big Five
+ 2



Monuments, Museums & Antiquities



► Fort Patiko (Gulu northern Uganda)

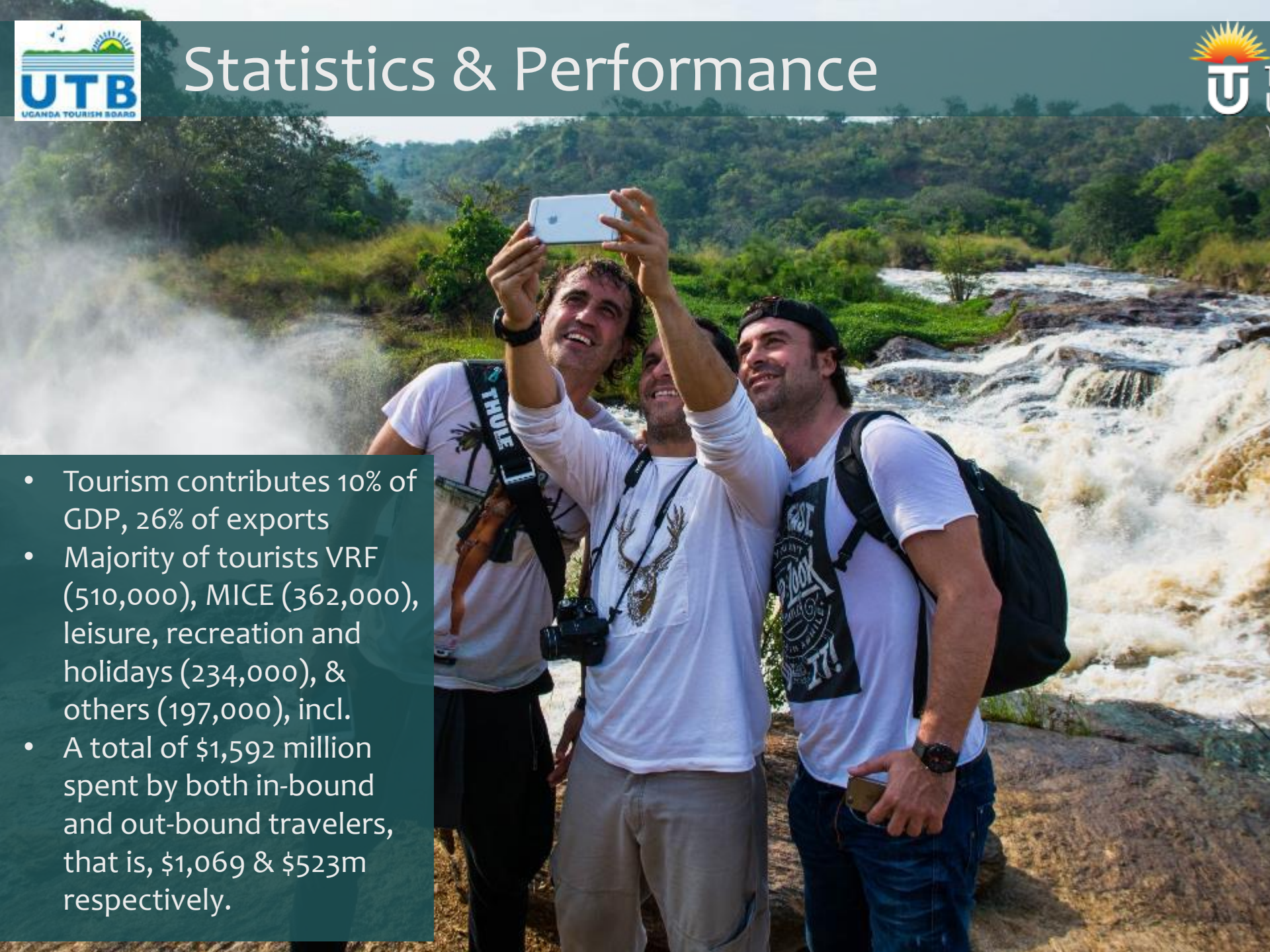


- ▶ Over 3,000 great accommodation facilities; luxury, eco-friendly, town & vacation hotels, lodges, motels.
- ▶ Hospitable people giving you a great and unforgettable experience in Uganda.

Night & Social life

- ▶ Kampala the Entertainment Capital of East Africa
- ▶ Cinemas, Theatres and cultural performances abound in Kampala
- ▶ Health clubs, spas, massage parlors and wellness centers.
- ▶ East Africa's top music & fun hub with many bars , discotheques and entertainment facilities.



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- A photograph of three male tourists standing on a rocky bank next to a waterfall. They are all smiling and looking at a smartphone held up by the man in the center, who is taking a selfie. The man on the left has a camera strap with 'THULE' written on it. The man on the right has a backpack and a watch. The background shows lush greenery and the white water of the waterfall.
- Tourism contributes 10% of GDP, 26% of exports
 - Majority of tourists VRF (510,000), MICE (362,000), leisure, recreation and holidays (234,000), & others (197,000), incl.
 - A total of \$1,592 million spent by both in-bound and out-bound travelers, that is, \$1,069 & \$523m respectively.

Accolades & Appreciations



Award	Year	
Top 16 world destinations to visit in 2016	2016	CNN Travel
3 rd Best Exhibitor – Indaba Tourism and Trade Fair 2016	2016	Indaba Tourism Fair
Top 10 International tourist destinations	May 2016	Global Tourist Destination Carnival, Hainan, China
Best African Exhibitor	2015	Indaba Tourism Fair
Kidepo Valley NP - Africa's 10 Best National Parks	2013	CNN Travel
Top 10 destinations for visitors to experience wildlife safaris	2013	National Geographic
River Nile – Official seven wonders of Africa	2013	
Uganda - Number tourist destination	2012	Lonely Planet
Bwindi Impenetrable – Africa's number one Birding site	2012	African Bird Club



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