



THE REPUBLIC OF UGANDA

MINISTRY OF TOURISM, WILDLIFE AND ANTIQUITIES

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INDEPENDENCE DAY CONGRATULATORY MESSAGE 2016

On this occasion of the 54th Independence Anniversary of Uganda, the Minister Prof. Ephraim Kamuntu, Minister of State Hon. Godfrey Kiwanda, Permanent Secretary Amb. Patrick Mugoya, and the entire staff of the Ministry of Tourism, Wildlife and Antiquities extend their sincere congratulations to the President of the Republic of Uganda, His Excellency General Yoweri Kaguta Museveni, the Government and all the people of Uganda on the remarkable achievements attained since Independence in 1962.

The mandate of the Ministry of Tourism, Wildlife and Antiquities is to develop and promote tourism, wildlife and cultural heritage resources for enhancement of Uganda as a preferred tourist destination, with accelerated sector contribution to the national economy, for the country to attain middle-income status by 2020 and attain its vision, Uganda Vision 2040.



H.E. Gen. Yoweri Kaguta Museveni
President of Uganda



Hon. Prof. Ephraim Kamuntu
Minister of Tourism, Wildlife and Antiquities



Hon. Godfrey Kiwanda Ssuubi
Minister of State for Tourism,
Wildlife and Antiquities



The President of Uganda, First Lady and dignitaries at the Eclipse Monument in Biharwe, Mbarara District.



Prof. Ephraim Kamuntu lifting a python at Ntare School, Mbarara District. This was during a presentation by the Uganda Wildlife Education Centre (UWEC) at the School to mark the 2016 Tourism Week.



Hon. Godfrey Kiwanda assists a disabled Woman before her performance during the recent World Tourism Day Celebrations at Kakyeka Stadium, in Mbarara District. The theme of the day was "Tourism for all: Promoting universal accessibility"

Unlocking Uganda's Tourism Potential

The tourism sector has become the mainstay of Uganda's economy. Tourism has contributed 9% of national GDP, and brought in the highest foreign exchange earnings, amounting to US\$1.35bn. Tourism in Uganda accounts for 9% of total employment, and is a major driver for the country to attain middle-income status by 2020. Promoting domestic tourism is a big step towards making Uganda the top tourist-preferred destination in Africa, and among the top ten long haul tourist destinations in the world.

A lot of effort has been put into establishing Uganda as a preferred tourist destination. The country now enjoys a peaceful atmosphere thanks to the NRM Government. The peace the country enjoys has allowed Ugandans to focus on tourism development and promotion. Uganda is now ranked number two in the region as preferred tourist destination, and 8th in Africa.

Over the years, the Government has invested in identifying and developing potential tourism products like national parks, wildlife reserves, cultural sites, forests and water bodies, and to package them for as tourist attractions.

The Uganda Tourism Board has hired three public relations firms to promote Uganda abroad. His Excellency President Yoweri Museveni handed the marketing contracts to the firms, namely Preferred Hospitality Group (PHG Consulting) for North America, Kamageo for UK and Ireland, and KPRN for Germany, Austria and Switzerland, in May 2016. These are countries ranked among the world's top tourism spenders.

In September, the Ministry also launched a domestic tourism campaign to increase the number of Ugandans visiting tourist attractions in Uganda. The centrality of domestic tourism is its ability to sustain the industry especially in times of difficulty such as disease outbreaks, terror attacks and safety and security concerns.

The drive dubbed "Tulambule" (let us explore) was flagged off by the Speaker of Parliament, the Rt. Hon. Rebecca Kadaga. The first leg was to Mbarara in September to coincide with World Tourism Day. In October 2016, the Tulambule campaign will move to Busoga region. The drive will feature a regional destination every last weekend of the month until July 2017 as indicated below:

	Destination/region	Date
1.	Ankole	23rd to 25th September, 2016
2.	Busoga	28th to 30th October, 2016
3.	Acholi and Lango	25th to 27th November, 2016
4.	Buganda and Ssesse	28th to 30th December, 2016
5.	Gabon Tulumbe	20th Jan to 7th Feb, 2017
6.	Bugisu and Sebei	24th to 26th February, 2017
7.	West Nile	24th to 26th March, 2017
8.	Karamoja and Teso	28th to 30th April, 2017
9.	Bunyoro	26th to 28th May, 2017
10.	Kigezi	23rd to 25th June, 2017
11.	Rwenzori and Tooro	28th to 30th July, 2017
"We are the people to tell our own story"		