MINISTRY OF TOURISM, WILDLIFE AND ANTIQUITIES

UGANDA'S TOURIST EXPENDITURE AND MOTIVATION SURVEY (TEMS) 2019 REPORT

Tourism Expenditure and Motivation Survey 2019 (TEMS)

Foreword

It's my pleasure to present to you the results of the 2019 Tourism Expenditure and Motivation Survey (TEMS). This report uncovers the work, conducted jointly by the Ministry of Tourism, Wildlife and Antiquities (MTWA), Uganda Bureau of Statistics (UBOS), Bank of Uganda (BOU), Uganda Tourism Board (UTB) and Uganda Wildlife Authority (UWA). The survey had two main objectives;

- To measure visitor expenditure and tourism earnings in the country. This includes total expenditures and average expenditures which are key indicators associated with Uganda's Tourism industry;
- To profile visitors to Uganda highlighting their trip purpose, activities visitors participated in while visiting Uganda, Party size, length of stay, sex, age, country of residence, and satisfaction with the overall Ugandan experience.

The 2019 Visitors' Survey revealed that Kenya is the leading source market for Uganda as it accounts for about 26.4 percent of visitors to Uganda, with the United Kingdom, Tanzania, the United States of America, D. R. Congo, Rwanda and Germany completing the list of the Top Seven (7) Source markets for Uganda. It also shows that the average length of stay in Uganda is 8.3 nights. Visitors from the Overseas stay longer and are the longest staying Leisure visitors.

The Overall average expenditure per person per night was estimated at USD 111, per trip expenditure was estimated at USD 723 and the mean expenditure per person per trip was estimated at USD 569.

About 28 percent came to visit Friends/Relatives, 20 percent for Business and more than 19 percent for Leisure and Holiday. The majority of visitors stayed in Local hotels while the most preferred attractions are Source of the Nile, Namugongo Martyrs Shrine and Murchison falls National Park. The leading source of information was Friends and Relatives followed by Newspapers, Magazines and brochures.

With this report Uganda will also be able to compile certain components of its Tourism Satellite Account; which is a barometer meant to gauge tourism contribution to the country's Gross Domestic Product (GDP). The importance of this information will also guide the Ministry in developing appropriate marketing and investment strategies and enable tourism players to make informed decisions for policy making and other strategies.

This report is also expected to provide insightful information to various stakeholders, including inputs for policy making and marketing strategies.

In conclusion, I would like to thank all the stakeholders for their unwavering support towards the Tourism Expenditure and Motivation Survey (TEMS) 2019 which led to the successful completion of this project.

I hope you will find this report interesting and valuable.

Thank you

Doreen S. Katusiime (Mrs)
PERMANENT SECRETARY

Acknowledgement

This technical document is the result of collaboration amongst Tourism stakeholders composed under the Tourism Sector Statistical Committee. It analyzes respondents' answers to the Tourism Expenditure and Motivation Survey 2019 (TEMS). The creation of the document is the result of an excellent cooperation between organizations and departments. Staff from Ministry of Tourism, Wildlife and Antiquities (MTWA), Uganda Bureau of Statistics (UBOS), Bank of Uganda (BOU), Uganda Wildlife Authority (UWA), Uganda Tourism Board (UTB) and Uganda Tourism Association (UTA) dedicated their energy and precious time to the project. Without them and without the excellent work of the survey interviewers, the project could never have been successfully completed.

Executive Summary

Key Statistics

Purpose of Visit
28% VFR
20% Business
19% Leisure
12% MICE
20% Other

Mode of Transport
68% arrive by land
32% arrive by Air

Average Length of Stay
8.3 Nights

Previous Visits
51% been before
49% on First visit

Age
66% Under 45 years
34% Over 44 years

Sex
64% Male
36% Female

Most Popular Places Visited
Source of the Nile 20%
Namugongo 15%
Murchison Falls NP 12%
Kampala City Centre 11%
Mgahinga Gorilla NP 9%
Bwindi Impenetrable NP 9%

Most Popular Activities
VFR 28%
Shopping 13%
Gorilla Viewing 13%
MICE 9%
Sight Seing 7%
Wildlife Safari 6%

Accommodation Used
Local Hotel 29%
VFR 20%
Motels/Inn/Guest house 14%
International Hotels 11%
Safari Lodge, Tourist Campsites 10%

Transport Used to Travel Around
Taxi (matatu) 35%
Taxi (special hire) 21%
Bus 15%
Tour Vehicles 8%

Travel Companions
74% Travel alone
15% Travel with a companion
11% Travel with 2 or more companions

Holidays Visitors (only)
Gorilla trackig and wildlife Safari are what attracts them most
USA, UK, Kenya, Germany, Australia, Netherlands and Canada are their main source markets

Travel agent, tour operator is the main source of information

US$ Expenditure
Average spend per night: US$ 111
Average spend per trip US$ 723

Key Words

Highlights:
Gorilla Tracking
Food
People
Weather
Sceneries and Falls
Night Life
Wildlife

Disappointments:
Expensive destination
Visitor information
Unsafe
Roads

Suggested Improvements:
Traffic Jam
Roads
Security

Executive summary

The United States of America, Kenya, the United Kingdom, Tanzania, the D. R. Congo, Rwanda and Germany are the top seven visitor markets for Uganda. Combined they account for about 70 percent of all visitors. The six countries represent the three main continents where visitors to Uganda Come from (Europe, North America and Africa).

Among the visitors that travelled by air, Kenya Airlines, Ethiopian Airlines and Air Rwanda are the most frequently used African Airlines, while KLM, Emirates, Brussels, Qatar and Turkish Airlines are the largest non-African Airlines. KLM and Brussels Airlines were the most preferred airlines for visitors from Europe and North America, while visitors from Asia and Oceania preferred Emirates and Ethiopian Airlines. Ethiopian Airlines and Kenya Airways were the most popular among visitors from Africa.

Close to two thirds of visitors to Uganda are in the age group of 25 to 44 years. Leisure visitors tend to be older, over two thirds of the Leisure visitors are 55 years and above and over one thirds are 65 years and above. African visitors were individuals predominantly in their late 20's, 30's and early 40's whereas North Americans and Europeans were fairly distributed across all age groups.

The gender distribution of the visitors to Uganda was biased towards males. More than three quarters of African, Asian and South American visitors are male, whereas males and female are equally distributed across Europe, North America and the Oceania.

For the vast majority of visitors, this was not the first time they had been to Uganda. This was especially true for visitors from Africa. Visitors from Europe, America, Oceania and Asia were least likely to have previously visited Uganda. The number of first-time visitors is traced primarily to Leisure visitors, and to a lesser extent, to other visitor types.

Visitors to Uganda were most likely to indicate they were travelling to Uganda to visit friends and relatives (VFR), for business reasons or for leisure. Visitors in the age group 55 years and above tend to visit the country mainly for Leisure and Holiday. The visitors in the age group of 25 to 34 are more likely to report visiting friends and relatives or for Business reasons. One quarter of the visitors in the age group of 45 to 54 were most likely to visit Uganda for Business reasons. Overseas visitors majorly come for Leisure and Holiday whereas visitors from Africa travel to Uganda mainly for family visit.

Visiting friends or relatives, Shopping and Gorilla viewing are the most popular activities visitors engage in while in Uganda. Gorilla tracking is the most popular activity among the leisure visitors with more than five in ten revealing to have engaged in the activity. Wildlife Safari (15 percent) and Sightseeing (10 percent) are the second and third most popular activities among leisure visitors.

More than six in ten of all the visitors rely on friends or relatives for information about Uganda. Newspapers, Magazines, brochures (9 percent) and travel agents or tour operators (8 percent), are the second and third popular information sources for visitors to Uganda.

Visitors who heard about Uganda through travel agents and tour operators were mostly from Oceania (New Zealand and Australia), Europe and North America while those who received information through friends and relatives were predominantly from Africa. Leisure visitors are much more likely to make use of Travel Agents or tour operators than other visitor types.

The length of stay in the Uganda averaged 8.3 nights. Leisure visitors who are 55 years and above tend to have longer stays. Majority of visitors from Africa spend between 2 to 3 nights (32 percent), while close to four in ten of visitors from Asia spend between 4 to 7 nights. Visitors from Europe, North America and Oceania (Australia, New Zealand) often spend between 8 to 14 nights.

Earnings from Tourism have been estimated at US$ 1,406.0 million in 2019. The Overall average expenditure per person per night was estimated at US$ 111. The average Expenditure per trip was estimated at US$ 723 and the average expenditure per person per trip was estimated at US$ 569. For travel parties, the overall average expenditure per party per night was estimated at US$238 and the per party per trip expenditure at US$1,409.

Visitors to Uganda are most likely to report staying in Local Hotels (28.7 percent) or with friends and relatives (slightly more than 2 in 10 of all visitors). Nearly one-third of Leisure visitors are much more likely to stay in either Uganda's Safari Lodge or Tourist campsites.

The average travel party size to Uganda was 1.9 persons with those travelling by Air reporting larger party sizes compared with those travelling by Road. The most common travel party type was Friends or relatives (13 percent) followed by couples (7 percent).

Satisfaction was rated highly by all visitors. In addition, visitors were highly likely to recommend Uganda to others as a place to visit. Visitors rated Tourism attractions and facilities used on their trip for satisfaction; the highest ratings were given to Mgahinga Gorilla National Park, Rwenzori Mountains National Park, Lake Bunyonyi, and Ngamba Island among others. Three quarters of visitors offered suggestions about how their experience can be improved. The three major areas of improvement are Roads or other infrastructure, Traffic Jam and Security.

Recommendations;

a) The survey findings show that an overall average length of stay of persons who visited Uganda was 8.3 nights. In view of this, there is a need of enhancing diversification and promotion of tourism products rather than relying on wildlife tourism in order to prolong the length of stay at a destination and increase tourism earnings.

b) The findings also indicate that the majority of visitors expressed their concerns on the conditions of roads and other infrastructure, such as the aerodromes, border posts and roads leading to the various attractions. The government is therefore urged to continue with its efforts to improve the roads and infrastructure.

c) The findings also indicate that the majority of visitors expressed their concerns on traffic Jam and Security. The government therefore needs to ensure that it expands roads and creates alternative routes to reduce on congestion and jam in the city. Furthermore, government should prioritize security in the country.

d) The findings reveal the country has a lot to offer but is under marketed. The Uganda Tourism Board should step up and increase Tourism marketing and promotion of Destination Uganda.

e) The findings reveal that most of the package visitors (71 percent) buy their packages outside Uganda. This opens the possibility of revenue leakages, i.e. the possibility that revenue accrues to other countries as a consequence of tour arrangements made outside the country. The private sector should be supported and facilitated to directly market in the source markets.

f) The findings reveal that only 8 percent of visitors to Uganda travel on a package Tour. This is not good for the country since Package visitors spend more than Non Package and are mostly Leisure visitors. Package visitors spend US$187 per day per person while the Non Package tourists spend US$107 per day per person. This means that if we are to earn more from tourism then we need to support private sector through incentives to promote and encourage Package tours.

g) The findings indicate that MICE visitors, on average spend 2.2 nights in the country and commonly engage mainly in shopping **(30 percent)** followed by VFR and Sightseeing. For the country to realize value from the MICE visitors, the government has to increase their stay in the country through designing leisure activities around MICE. Additionally, the Uganda Convention Bureau should be empowered and strengthened to be involved in each and every conference organized within the country.

h) Visitor information, facilities and branding; There is lack of visitor information and adequate branding at land border posts across the country. It was also observed that the facilities at the border posts are substandard and in dire need of improvement. Subsequently, it is recommended that information desks and better facilities should be put across all land border posts.

i) Accessibility and connectivity to upcountry tourist attractions; Observations at the Cyanika border post indicated that there is a lot of traffic coming into the country for gorilla tracking through a neighboring country, which could be attributed to the ease of access to Bwindi and Mgahinga compared to coming in through Entebbe. To ease access to upcountry visitor attractions, aerodromes in nearby areas should be upgraded to standards that will enable visitors to fly to these destinations.

j) The findings show that 86% of leisure visitors come for gorilla tracking. This shows that there is an under-utilization of the diverse nature-based tourist attractions available. There is a need to develop more products in the national parks as a package. There is also a need to diversify the marketing strategies to promote the national parks holistically.
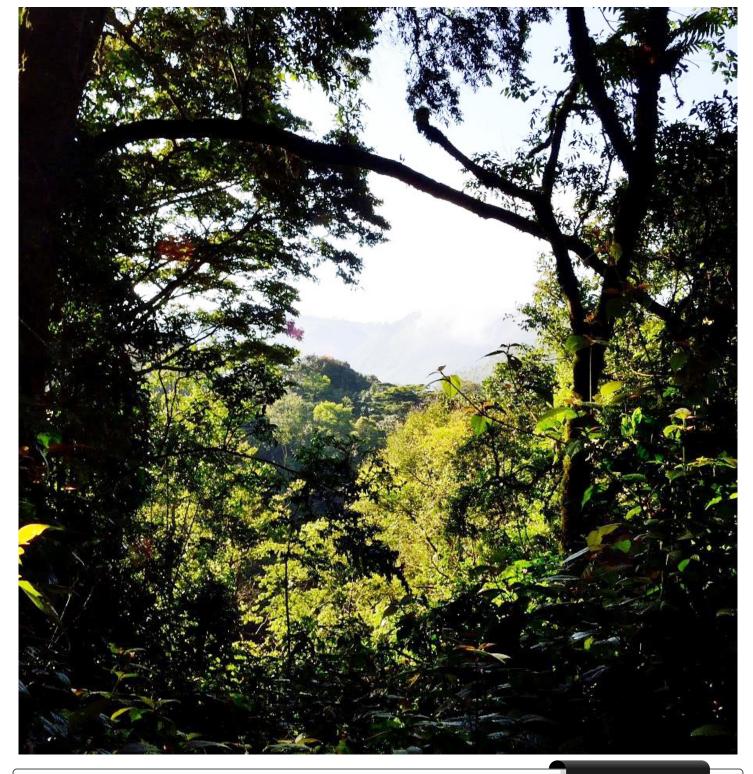
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Key Concepts and Definitions[1]

Country of residence: The *country of residence* of a person is determined according to the *centre of predominant economic interest*. If a person resides (or intends to reside) for more than one year in a given country and has there his/her *centre of economic interest* (for example, where the predominant amount of time is spent), he/she is considered as a *resident* of this country.

Economic territory: The term "*economic territory*" is a geographical reference and points to the country for which the measurement is done (*country of reference*)

International visitor: An international traveller qualifies as an *international visitor* with respect to the *country of reference* if: (*a*) he/she is on a *tourism trip* and (*b*) he/she is a non-resident travelling in the *country of reference* or a resident travelling outside of it.

Country of usual residence: The *Country of usual residence* is the geographical region where the enumerated person usually resides, and is defined by the location of his/her *principal dwelling*

Purpose of a tourism trip (main): The *main purpose* of a *tourism trip* is defined as the purpose in the absence of which the *trip* would not have taken place

Residents/non-residents: The *residents* of a country are individuals whose *centre of predominant economic interest* is located in its *economic territory.* For a country, the *non-residents* are individuals whose *centre of predominant economic interest* is located outside its *economic territory*.

Same-day visitor (or excursionist): A visitor (domestic, inbound or outbound) is classified as a tourist (or overnight visitor), if his/her trip includes an overnight stay, or as a same-day visitor (or excursionist) otherwise.

Sample: A subset of a frame where elements are selected based on a process with a known probability of selection

Survey: An investigation about the characteristics of a given population by means of collecting data from a sample of that population and estimating their characteristics through the systematic use of statistical methodology.

Tourism: Tourism refers to the movement and economic activity of people for every purpose other than their regular employment and normal day to day activity.

Tourism expenditure: *Tourism expenditure* refers to the amount paid for the acquisition of consumption goods and services, as well as valuables, for own use or to give away, for and during tourism trips. It includes expenditures by visitors themselves, as well as expenses that are paid for or reimbursed by others

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[1] Source: International Recommendations for Tourism Statistics 2008 (IRTS)

Tourism industries: *Tourism industries* (also referred to as *tourism activities*) are the activities that typically produce *tourism characteristic products*. The term *tourism industries* is equivalent to *tourism characteristic activities.*

Tourism trip: Trips taken by *visitors* are *tourism trips*.

Tourist (or overnight visitor): A *visitor* (*domestic*, *inbound* or *outbound*) is classified as a *tourist* (or *overnight visitor*), if his/her *trip* includes an overnight stay, or as a *same-day visitor* (or *excursionist*) otherwise.

Travel/traveller: *Travel* refers to the *activity* of *travellers*. A *traveler* is someone who moves between different geographic locations, for any purpose and any duration. The visitor is a particular type of traveller and consequently tourism is a subset of travel. A traveler = A visitor + Other Travelers. Other Travelers include Border workers, Seasonal Workers, Long-term workers, Nomads and refugees, Transit passengers not entering the economic and legal territory, Persons entering the country to establish there their country of residence, long - term students and patients and their family joining them, Diplomats, consular staff, military personnel and their dependents and the Armed forces on maneuver

Travel group: A *travel group* is made up of individuals or *travel parties* travelling together: examples are people travelling on the same package tour or youngsters attending a summer camp.

Travel party: A *travel party* is defined as *visitors* travelling together on a *trip* and whose expenditures are pooled.

Trip: A trip refers to the travel by a person from the time of departure from his/her usual residence until he/she returns: it thus refers to a round trip. Trips taken by visitors are tourism trips.

Usual environment: The *usual environment* of an individual, a key concept in *tourism*, is defined as the geographical area (though not necessarily a contiguous one) within which an individual conducts his/her regular life routines.

Vacation home: A *vacation home* (sometimes also designated as a holiday home) is a secondary *dwelling* that is visited by the members of the household mostly for purposes of recreation, vacation or any other form of leisure.

Visit: A *trip* is made up of *visits* to different places. The term "tourism visit" refers to a stay in a place visited during a *tourism trip*.

Visitor: A *visitor* is a *traveler* taking a trip to a main destination outside his/her *usual environment*, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited. A *visitor* is classified as a *tourist* (or *overnight visitor*), if his/her *trip* includes an overnight stay, or as a *same-day visitor* (or *excursionist*) otherwise. ***A Visitor = Same day Visitors (Excursionists) + Overnight Visitors (Tourists)***

Acronyms

BOU	Bank of Uganda
MICE	Meetings, Incentives, Conferences and Events
MTWA	Ministry of Tourism, Wildlife and Antiquities
NP	National Parks
TEMS	Tourist Expenditure and Motivation Survey
TSA	Tourism Satellite Accounts
VFR	Visiting Friends and Relatives
UBOS	Uganda Bureau of Statistics
UNWTO	United Nations World Tourism Organization
UTA	Uganda Tourism Association
UTB	Uganda Tourism Board
UWA	Uganda Wildlife Authority
WR	Wildlife Reserves
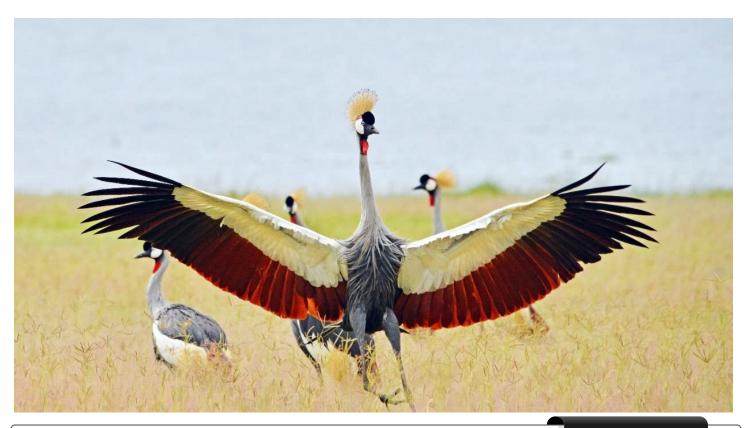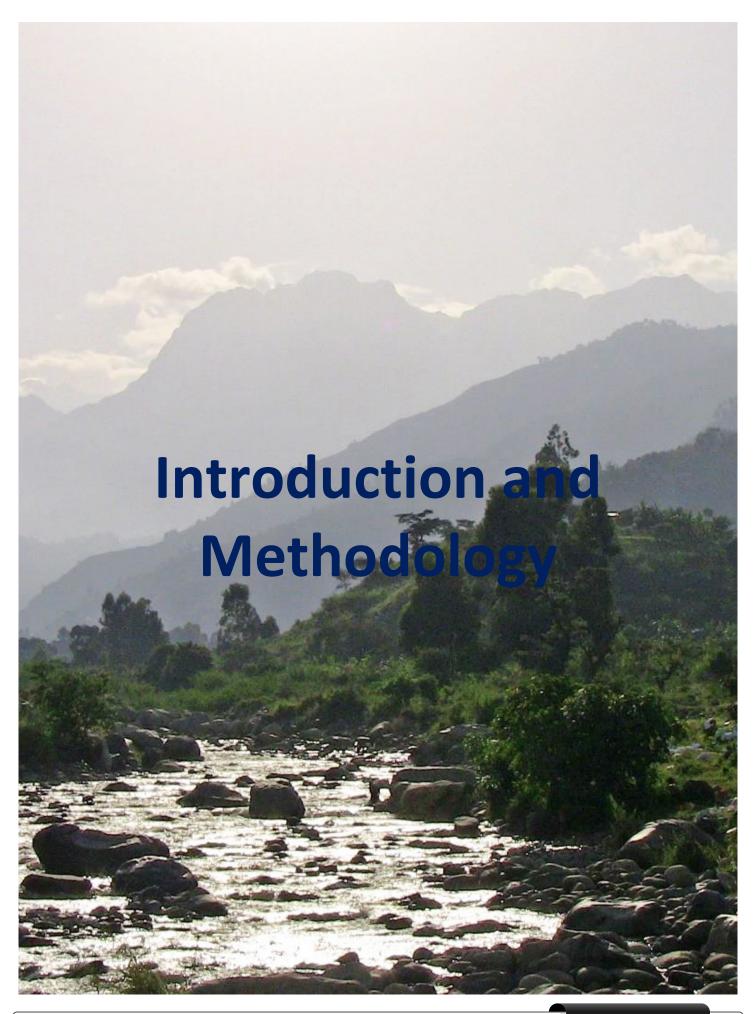
Introduction and Methodology

1.0 Introduction and Background

1.1 Introduction

Travel and Tourism is one of the fastest growing and largest economic sectors in the world and at national level. Travel and Tourism creates jobs[2], drives exports, and generates prosperity across the world. International tourist arrivals (overnight visitors) in Uganda increased by **7.4%** in 2018 to **1.505million**[3] from **1.402 million** recorded in 2017. Growth was recorded from Europe **(+13.8%)**, the Americas **(+9.2%)**, Asia **(+10.2%)** and the Middle East **(+9.7%)** in 2018. Overall results were driven by a favourable economic environment, increased marketing efforts (both domestic and abroad) and improved connectivity and infrastructure.

However, given the growth in numbers of tourists over the last 5 years, there is little information about the composition, preferences, and expenditures of Uganda's tourists. This holds especially true for leisure tourists who tend to spend more and stay longer than other types of tourists. The Expenditure and Motivation Survey 2019 (TEMS 2019) was designed and carried out to overcome the lack of information.

The information is meant to support Uganda's efforts to develop its tourism sector, enable stakeholders to make informed marketing and customer decisions to plan effectively for the sector. Uganda's National Development Plan and Vision 2040 have prioritized tourism as one of the country's primary growth sectors.

Over **300,000 (20 percent)** of Uganda's annual tourists appear to be leisure tourists[4]. The proportion of leisure tourists is relatively low compared to neighboring countries (Kenya and Tanzania in comparison attract 3 and 4 times more leisure tourists respectively). With a plethora of natural attractions, diverse landscape, flora and fauna, there is a large potential for the development of nature tourism. Recent accolades from well-known trusted information sources underscore this potential (for example,

- ◆ In 2019, the popular British travel guidebook and reference publisher, Rough Guides picked Uganda's Murchison Falls National Park among the 8 places to visit in 2020 and CNN picked Bwindi Impenetrable Forest as the number one breathtaking beautiful destinations in the world,
- ◆ In 2017, Rough Guides Picked Uganda as the Fourth Best Destination in the world,
- ◆ New York times included Uganda in the 33 must –visit places worldwide in 2017,
- ◆ The National Geographical Channel ranked Uganda in its top 10 destinations globally in 2017 and
- ◆ Lonely planet, the largest global travel publisher ranked Uganda the number one tourism destination in the World in 2017.

The Expenditure and Motivation Survey 2019 was conducted in the months of September and October under the supervision of the Ministry of Tourism, Wildlife, and Antiquities (MTWA), the Uganda Bureau of Statistics (UBOS), Bank of Uganda (BOU), Uganda Tourism Board (UTB) and the

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[2] World Travel and Tourism Council 2019 (WTTC 2019)

[3] Annual Tourism Sector Performance Report, FY 2018/19, Uganda Bureau of Statistics Abstract 2018 and the Ministry of Tourism, Wildlife & Antiquities Sector Statistical Abstract 2019

[4] Annual Tourism Sector Performance Report, FY 2018/19

Uganda Wildlife Authority (UWA). Interviewers recorded respondents' answers regarding socioeconomic characteristics, Travel patterns, purpose of visit, information sources, Activities engaged in, accommodation choices, means of transport, duration of stay, visits to tourist sites, and expenditures. The survey was designed to produce sufficiently precise estimates for the most relevant purposes.

The report uses the TEMS 2019 answers to infer estimates for Uganda's tourist population and provides an analysis of the inferred results.

1.2 Methodology

1.2.1 Purpose of the survey

The primary objective of the TEMS 2019 survey is to provide reliable information about visitors to Uganda, including their length of stay, expenditure, travel arrangement and their demographic characteristics. **The specific objectives of this study are:**

 i) To measure the spending generated by the visitors to Uganda;
 ii) To create a profile of Visitors;
 iii) To better understand visitor motivations and satisfactions; and,
 iv) To develop regional summaries showing similarities and differences in visitation;

The survey asked non-resident visitors who had spent less than twelve consecutive months in Uganda and whose main purpose of visit was, other than an activity remunerated from within the country. Questions concerning their socioeconomic characteristics, travel party, duration of stay, purpose of visit, activities engaged in and information sources about Uganda were asked. The survey further asked for visitors' accommodation and transportation choices, level and distribution of expenditures, visits to specific tourism sites, and perceptions of quality of services rendered.

In order to obtain the comprehensive information from the international visitors about their trip, the survey was conducted at the entry/exit border points. The survey covered seven high traffic entry and departure points, namely: Entebbe International Airport, Katuna, Malaba, Busia, Cyanika, Mirama Hills and Mutukula.

Tourism trip

A tourism trip is a trip taken by a visitor who spends at least one overnight stay at a destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited. These visitors are called tourists.

1.2.2 Scope of the Survey

The survey parameters are its target population and its geographical Scope: The focus of the study are visitors to Uganda. The target population (principal of measurement) is the visitor and the visitor trip.

Consequently, given the broad demand spectrum collected by this study, international visitors and Ugandan citizens residing in other countries are included in this survey.

However, Ugandan residents (both nationals and Foreigners), Emigrants, Border workers, Seasonal workers, Diplomats and transit visitors that do not enter the economic boundaries of Uganda are excluded.

1.2.3 Survey Design

The survey was done on a sample basis. It was planned to interview **5,000** departing international visitors. Ultimately, the survey managed to randomly interview about **4,184 respondents**. This sample was considered sufficient (with a confidence level of **95%** and a margin of error **+/- 5%)** to meet the survey's objectives.

Table 1: Sample sizes and number of interviews conducted

Border Post	Responses		
	Interviewed	After Cleaning	Response Rates
Busia	677	647	96%
Entebbe	1,528	1,502	98%
Katuna	348	287	82%
Cyanika	627	498	79%
Malaba	746	642	86%
Mirama Hill	290	281	97%
Mutukula	348	327	94%
Overall	**4,564**	**4,184**	**92%**

Source: TEMS, 2019

A two stage Stratified Simple Random Sampling design was used. At stage one, the Country was stratified into different borders (Strata). These were Entebbe Airport, Katuna, Busia, Malaba, Cyanika, Mirama Hills and Mutukula which represented 95 percent of the visitor arrivals. At stage two, simple random sampling was utilized to arrive at the target respondent.

Interviewers approached visitors at each of the 7 interview locations. Respondents were selected through random intercepts after clearance from customs and Immigration while in the departure lounge/gate, and visitors were most of the time willing to participate in the survey.

The survey took an estimated 5 to 10 minutes to answer, it was pre-tested at Entebbe International Airport to ensure its functionality. Subsequent to its testing, it was modified based on feedback and re-tested. Surveys were available in English and Kiswahili; and enumerators were able to communicate in both English and Kiswahili. The surveys were administered on iPad tablets by enumerators posing questions to respondents.
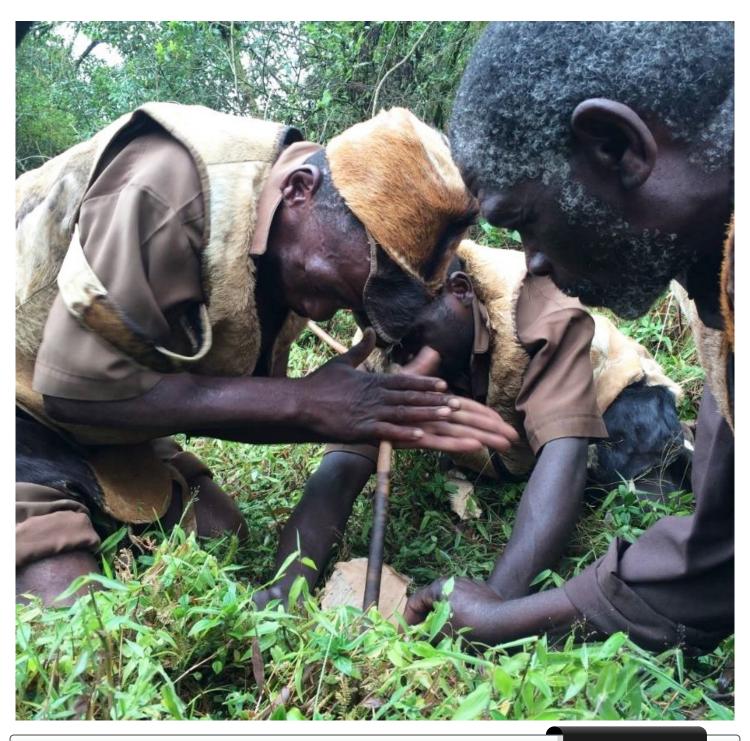
Once uploaded by the iPad to the servers at UBOS, data was verified for accuracy and cleaned on a daily basis, duplicated observations were removed. Data also underwent consistency checks and typo checks. Observations that did not meet the definition of a visitor ie the Ugandan residents, Foreign residents and other travelers were dropped.
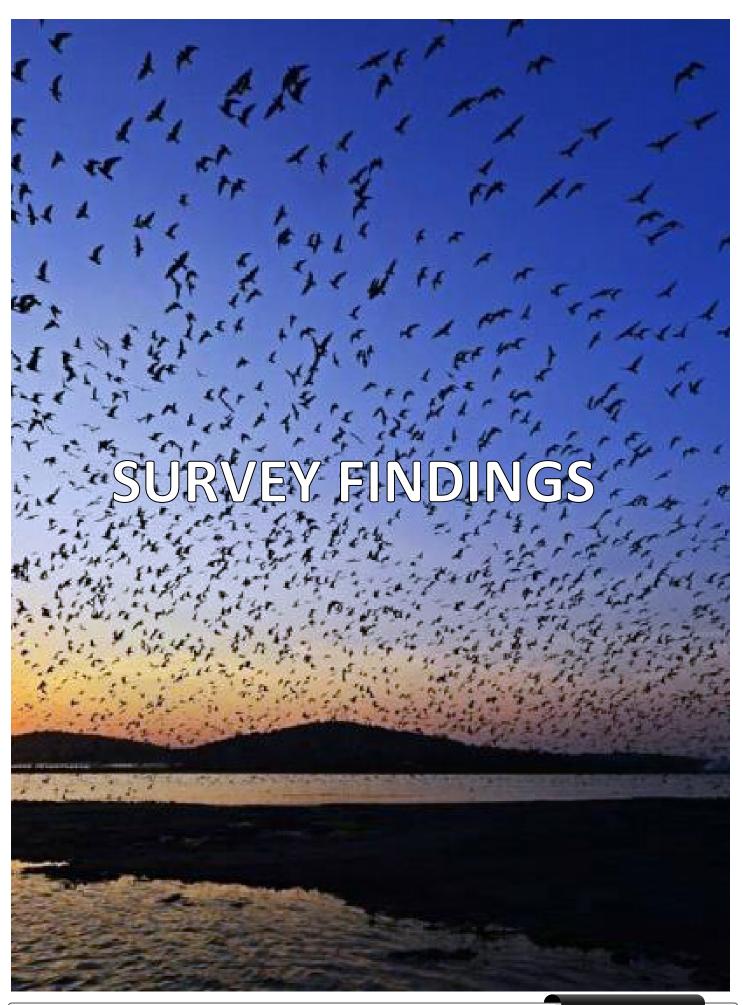
1.2.4 Limitations of the Survey

The following limitations have been identified:

- Late clearance to commence work particularly at Busia Border posts may have affected the absolute number of sample to be collected

- Language barrier was a big limitation as visitors who did not understand English were missed out. A number of Chinese, Koreans, Kenyans, Somalis, Burundians, Congolese, Rwandese and the French speaking did not understand English and therefore could not be interviewed.

- CAPI challenges: The CAPI program had some technical issues on Day 1 of data collection. Some variables got distorted after the upgrade thus this was a limitation to the study.

- Restrictions to some areas within the Airport: Some of the places within the airport were being restricted by the owners especially Crane Cafeteria and the VIP lounge. This affected the data collection process since most passengers sit in such places waiting for their flights.

- Non response on questions of Expenditure: A number of respondents claimed they could not provide a breakdown of their expenditures in the country. This limited the completeness of the section of expenditures.

- Refusal/Denial from some of the target respondents. Some of the respondents refused to cooperate with the interviewers claiming they were so tired and could not participate in the exercise.

- Over sampling of certain regions may have occurred given the possible differences in number of respondents from each flight and bus.

SURVEY FINDINGS
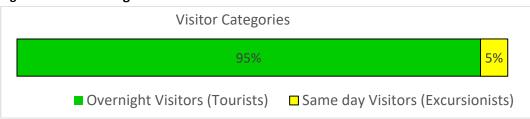
2.0 Introduction to Survey Findings

This section presents the main findings of the TEMS conducted in 2019. The main subjects covered include tourism earnings, expenditures, origin of visitors, age group, gender, size of visitors and purpose of visit. Furthermore, main tourism activities, visitors' impression and areas that need improvement are also discussed.

2.1 Categories of Visitors (Excursionists and Tourists)

A visitor is classified as a tourist (overnight visitor), if his/her trip includes an overnight stay, or as a same-day visitor (excursionist) otherwise. Survey findings reveal that visitors who spend at least one night in Uganda dominate **(95 percent).** Only 5 percent are excursionists. (**See Figure 1**)

Figure 1: Visitor Categories

Source: TEMS 2019

2.2 Origin of Visitors

Visitors come to Uganda from all over the world. Figure 2 shows the distribution of visitors by their country of residence. The findings indicate that majority of visitors are from the following seven countries; Kenya, D.R. Congo, Rwanda, Tanzania, United States, the United Kingdom, and Germany representing about 70 percent of all visitors.

Figure 2: Visitors' Country of residence

Source: TEMS 2019

The seven countries represent the three main continents where visitors to Uganda Come from Europe, North America and Africa. **Africa is Uganda's largest source market** accounting for about **7 in 10 of all visitors.** Slightly more than 3 in 10 of all visitors are from the other regions: From **Europe (16 percent)**; **North America (10 percent); Asia (4 percent); Oceania (2 percent),** and **South America (Less than 1 percent)** as shown in Figure 3 below**.**

Figure 3: Visitation by Continents of residence

Source: TEMS 2019

The distribution of visitors' countries of origin reveals that a large portion of visitors from Africa come from Uganda's neighboring countries **(61.4 percent)** with **26.4 percent** coming from Kenya**, 11.2 percent** from the D.R. Congo, **10.1 percent** from Rwanda, **7.3 percent** from Tanzania, **3.5 percent** from Burundi and **2.9 percent** from South Sudan (Figure 4).
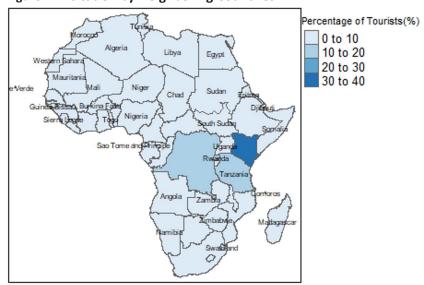
Figure 4: Visitation by Neighboring Countries

Source: TEMS 2019

Studying differences in origin between air and road travel segments. At **84 percent,** visitors from Africa are more likely to travel by road than air (**16%**) representing more than 8 in 10 of all African visitors. On the other hand, overseas visitors from Regions of Asia, Europe, America and Oceania are much more likely to travel by air (percentages above **60 percent**) than road as shown in Figure 5 below;
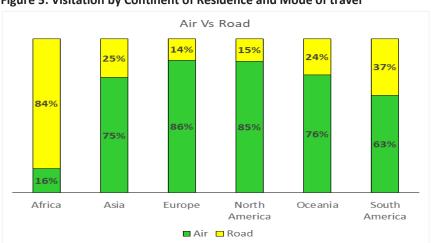
Figure 5: Visitation by Continent of Residence and Mode of travel

Air Vs Road

Continent	Air	Road
Africa	16%	84%
Asia	75%	25%
Europe	86%	14%
North America	85%	15%
Oceania	76%	24%
South America	63%	37%

■ Air □ Road

Source: TEMS 2019

2.3 Travel by air

The most frequently used African Airlines are Kenya Airways, Ethiopian Airlines, Rwanda Air, and South Africa   1n Airways carrying about **41 percent** of visitors arriving by air (**Figure 6**). KLM Royal Dutch Airlines, Emirates Airlines, Brussels Airlines, Qatar Airways and Turkish Airlines are the largest non-African Airlines. Together they carry about **48 percent** of visitors visiting Uganda. KLM Royal Dutch Airlines and Brussels Airlines were the preferred airlines for visitors from Europe and North America, while visitors from Asia and Oceania preferred Emirates Airlines, Ethiopian Airlines and Kenya Airways. Ethiopian Airlines and Kenya Airways were the preferred airlines for visitors from Africa.
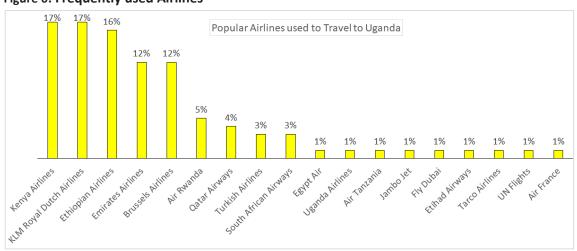
Figure 6: Frequently used Airlines

Popular Airlines used to Travel to Uganda

Airline	%
Kenya Airlines	17%
KLM Royal Dutch Airlines	17%
Ethiopian Airlines	16%
Emirates Airlines	12%
Brussels Airlines	12%
Air Rwanda	5%
Qatar Airways	4%
Turkish Airlines	3%
South African Airways	3%
Egypt Air	1%
Uganda Airlines	1%
Air Tanzania	1%
Jambo Jet	1%
Fly Dubai	1%
Etihad Airways	1%
Tarco Airlines	1%
UN Flights	1%
Air France	1%

Source: TEMS 2019

2.4 Other African countries visited during the trip

During their trip, **38 percent** of the visitors visit other (mainly neighboring countries) African Countries. Of these, **19.5 percent** visited Kenya, **19.5 percent** went to Rwanda, 13.5 percent visited Tanzania, followed by Burundi (**10.9 percent**), South Africa (**7.2 percent**) and D.R. Congo (**6.2 percent**) as shown in Figure 7 below;
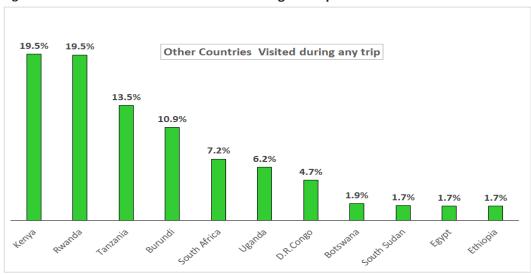
Figure 7: Other African Countries visited during the trip visit

Source: TEMS 2019

2.4 Age of Visitors

Figure 8 shows that the majority of visitors are between ages 25 and 34 years **(34 Percent)** followed by 35 to 44 year olds **(31 percent)** and 45 to 54 year olds **(17%).** 55 to 64 year olds and visitors above 65 years are the lowest at 6 percent and 4 percent respectively.
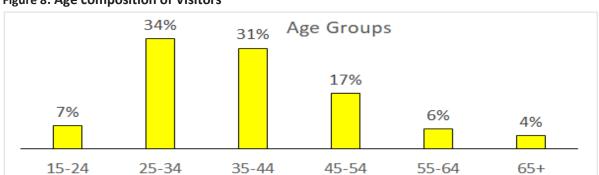
Figure 8: Age composition of Visitors

Source: TEMS 2019

Further inspection of the data reveals that majority of the visitors under the age group of 25 to 34 came from Kenya and Rwanda. The second largest age group of 35-44-year were mainly from Kenya and D.R. Congo. Interesting to note is that visitors in the age groups of 55 to 64 and those above 65 years are mainly from United States of America, United Kingdom and Canada as shown in Table 2 below.
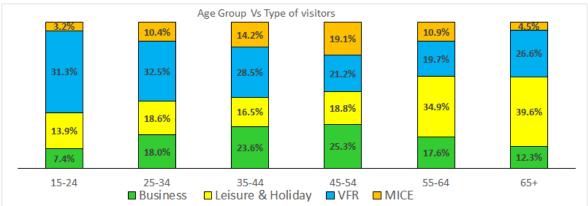
Table 2: Source markets by Age group

Country of Residence	Age group						Total
	15-24	25-34	35-44	45-54	55-64	65+	
Kenya	20.6	30	32	22.5	5.5	6.5	26.4
Dr. Rep Congo	8.1	9.4	15	12.5	5.5	3.9	11.2
Rwanda	18.7	11	9.7	9.2	4.6	1.3	10.1
Tanzania	11	8.1	7.4	6.4	1.7	4.5	7.3
United States	3.9	4.3	4.8	8.5	21.8	28.6	7.1
United Kingdom	2.9	3.3	2.8	3.6	11.8	12.3	4
Germany	5.2	3.7	2.3	3.7	5.5	5.8	3.5

Country of Residence	Age group						Total
	15-24	25-34	35-44	45-54	55-64	65+	
Burundi	3.9	5.8	2.7	1.8	0.8	1.3	3.5
South Sudan	2.6	1.9	3.3	4.8	3.4	0	2.9
South Africa	0.6	1.4	2	4.1	2.9	1.9	2.1
Australia	2.3	1.2	1.5	2.6	6.3	3.9	2
Netherlands	1.3	2.2	1	1.4	4.6	0	1.6
Canada	0.3	1.5	0.4	0.3	3.4	7.1	1.2
France	2.6	0.8	0.9	1.4	1.3	1.9	1.1
Israel	2.3	1	0.8	0.5	0.4	0	0.9
Others	13.9	14.5	13.5	16.7	20.6	20.8	15.1
Total	100	100	100	100	100	100	100

Source: TEMS 2019

Closer inspection of the underlying data reveals differences between age group and type of visitors. Results show that the largest age groups of 25 to 34 year olds were mainly those that come for VFR[5] **(32.5 percent)** and Leisure **(18.6%).** The second largest age groups of 35 to 44 year olds and 45 to 54 year olds were predominantly visitors that came for Business and VFR. The underlying data also reveals that 55 to 64 year olds **(34.9%)** and the visitors above 65 years **(39.6 percent)** are mainly Leisure and Holiday visitors (See Figure 9).

Figure 9: Age of visitors and Purpose of visit

Source: TEMS 2019

Closer inspection of Regional differences shows that the older visitors are most likely to be North Americans or Europeans. Results show that the age groups 55 to 64 years are dominated by mainly Europeans (33.6 percent) and visitors 65 years and above are dominated by North Americans (40.9 percent) and Europeans (30.5 percent). These mainly travel for leisure and Holiday. The underlying data further shows that visitors 55 years and below are dominated by Africans.

Table 3: Relationship between visitors from different continents by age
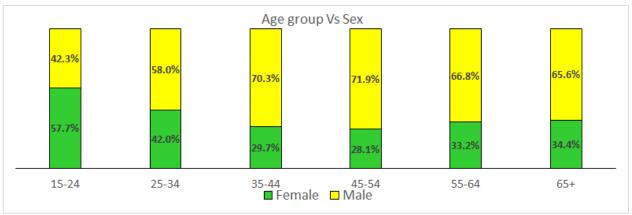
Age Group	Continent of Residence						Total
	Africa	Asia	Europe	North America	Oceania	South America	
15-24	71.0	4.8	17.4	4.2	2.6	0.0	100
25-34	71.4	4.7	15.4	6.2	1.6	0.7	100
35-44	76.8	3.2	11.9	6.1	1.8	0.2	100

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[5] **Visiting Friends and Relatives (VFR)** is a tourist type that includes, for example, activities such as visiting relatives or friends; attending weddings, funerals or any other family event; short-term caring for the sick or old, etc.

Age Group	Continent of Residence						Total
	Africa	Asia	Europe	North America	Oceania	South America	
45-54	65.4	4.3	15.9	11.1	2.9	0.4	100
55-64	28.2	2.5	33.6	27.3	7.1	1.3	100
65+	20.1	2.6	30.5	40.9	5.8	0.0	100
Total	**67.7**	**4.**	**16.1**	**9.3**	**2.4**	**0.5**	**100**

Source: TEMS 2019

Analysis of age of the visitors and sex shows that visitors 35 years and above are most likely to be male. (ratio 1:3), whereas visitors who are 34 years and below depict a fairly even distribution of male and female (ratio 1:1).
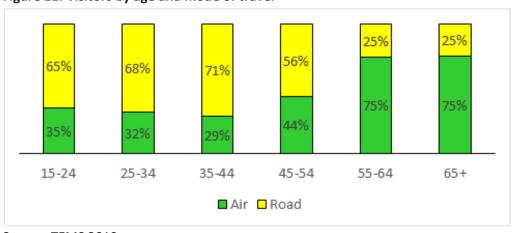
Figure 10: Relationship between sex of visitors and age

Source: TEMS 2019

Results from the survey show a relationship between age of visitors and mode of travel. Visitors aged 55 and above are more likely to travel by air, those in the age group 45 to 54 travelled evenly both by air and road, while visitors aged 44 and below were more likely to travel by road. Figure 11 below shows that 3 in 4 visitors aged 55 and above travelled by air.

Figure 11: Visitors by age and mode of travel
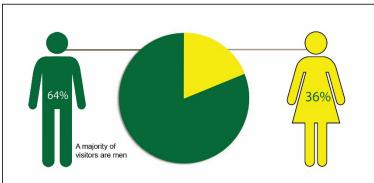
Source: TEMS 2019

2.5 Sex of Visitors

The sex distribution of the visitors to Uganda is biased towards males. Survey results show that more than **6 in 10** visitors to Uganda are male. Closer scrutiny of the data reveals that bias persists to varying degrees across visitor types, regions and age groups as shown in Figure 12.

Figure 12: Sex of visitors

Source: TEMS 2019

Findings further reveal that Leisure visitors, Education visitors, Religious visitors, VFR and those coming for shopping all show a balanced sex distribution (**a ratio of 1:1**) whereas Business visitors, MICE visitors and visitors that came for health and medical care are much more likely to be male (**a ratio of 3:1**).

Table 4: Purpose of Visit and Sex of visitors (%)

Visit Type	Percent		Ratios	
	Female	**Male**	**Female**	**Male**
Leisure & Holiday	40.3	59.7	2	2
Business & Professional	23.8	76.2	1	3
VFR	42.6	57.4	2	2
MICE	23.0	77.0	1	3
Education and Training	41.5	58.5	2	2
Health and Medical care	35.9	64.1	1	3
Religion/pilgrimages	41.9	58.1	2	2
Shopping	47.5	52.5	2	2
Day Visitors (Excursionists)	36.4	63.6	1	3
Volunteering	58.4	41.6	2	2
Others	25.0	75.0	1	3

Source: TEMS 2019

The relative discrepancy between male and female visitors is partly attributed to the regional differences. Visitors from Africa, Asia and South America are more likely to be male (**a ratio of 3:1**), whereas males and female are equally distributed across Europe, North America and the Oceania (**a ratio of 1:1**).

Table 5: Visitation by region and Sex (%)

Continent	Percent		Ratios	
	Female	**Male**	**Female**	**Male**
Africa	33.3	66.7	1	3
Asia	27.7	72.3	1	3
Europe	43.8	56.2	2	2
North America	43.7	56.3	2	2
Oceania	50.0	50.0	2	2

Continent	Percent		Ratios	
	Female	Male	Female	Male
South America	26.3	73.7	1	3
Total	**36.1**	**63.9**	**1**	**3**

Source: TEMS 2019

2.6 Travel Party Characteristics

This section focuses on travel party characteristics and discusses results that pertain to the party as a whole as opposed to the individual visitor.

2.6.1 Average party Size

The average party size was **1.9** persons. Comparison of the average size of visitors shows variances in Regions, Mode of Travel, age groups and visitor types. Leisure visitors and those who visit for volunteering are more likely to travel in a quartet, Visitors who come for Business, Health reasons, MICE, shopping and VFR are most likely to be travelling alone, while visitors that come to Uganda for religious reasons and Education are more likely to report party sizes of two.

Figure 13: Party size by Visitor types

Source: TEMS 2019

The average party size for air visitors was slightly larger than the average party size for road visitors. Visitors travelling by air are most likely to report a party size of two, and less likely to be travelling alone. Road visitors are most likely to be travelling alone. The average party size for visitors travelling by road is **1.7**, below the overall average **(1.9)**; Average party sizes for the land borders are; **2.1** for Busia, Katuna **(1.5)**, Cyanika **(1.3)**, Malaba **(3.1)**, Mirama Hills **(1.2)** and Mutukula **(1.5)**.

Figure 14: Party sizes by Mode of Travel

Party Size
By Mode of Travel

Air	Road	Total
2.1	1.7	1.9

Source: TEMS 2019

Review of the regional differences shows that Visitors from Africa and South America prefer to travel alone. Europeans, North Americans and Asians tend to travel in groups of three people while Visitors from the Oceania[6] prefer to travel in groups of six people.

Table 6: Average Party Size and continents of residence

Region of Residence	Party Size	
	Average Party Size	Average Party Size (Rounded off)
Africa	1.3	1
Asia	2.6	3
Europe	3.2	3
North America	2.6	3
Oceania	5.7	6
South America	1.2	1
Overall Party size	**1.9**	**2**

Source: TEMS 2019

Average party size was consistent across most age groups. All categories of age groups apart from those in the age groups of 25-34 and 35-44 years have an average party size smaller than the overall average size (**1.8 Vs 1.9**).

Table 7: Age group and Party size of visitors
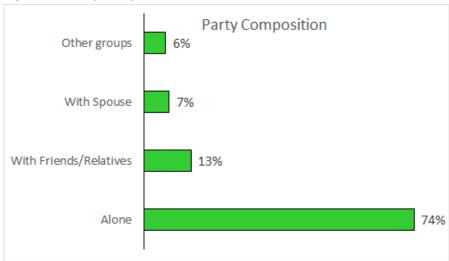
Age group	Party Size	
	Average Party Size	Average Party Size (Rounded off)
15-24	2.1	2
25-34	1.8	2
35-44	1.8	2
45-54	1.9	2
55-64	2.2	2
65+	2.3	2
Total	**1.9**	**2**

Source: TEMS 2019

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[6] Oceania includes among many others Australia, New Zealand, American Samoa, New Caledonia and Wake Island among others

2.6.2 Party Composition

Visitors sometimes travel in groups consisting of family members, company colleagues, or friends who have booked the same package tour or travelled independently. Figure 15 below illustrates that visitors to Uganda travel most of the time alone or in small groups. Survey results reveal that nearly three quarters **(74 percent)** of the visitors travel alone, while slightly more than one in ten **(13 percent)** travel with friends and relatives.**7 percent** of the visitors travel with their spouses and a small proportion of visitors visit Uganda as tour group. Visitors in Uganda are generally likely to travel alone, with Friends and relatives or as a couple.

Figure 15: Party Composition of visitors

Source: TEMS 2019

Furthermore, groups of two's and three's account for **15.2 percent** and **3.6 percent** respectively of all visitors whereas Groups of 4 and 5 account for 1.9 percent and 1 percent respectively for all visitors. Nearly all visitors **(99%)** travel in groups smaller than 15 people.
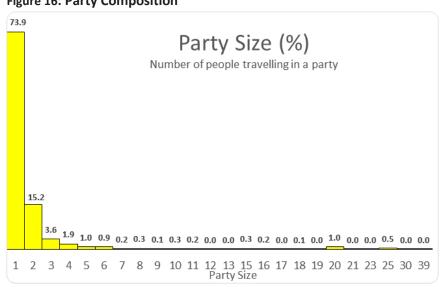
Figure 16: Party Composition

Source: TEMS 2019

Closer scrutiny of the survey data shows that the size distribution of visitors differs across visitor types and across regions where visitors come from. Leisure visitors are more likely to travel in groups and significantly less likely to travel alone**.** Additionally, the leisure visitors are nearly as likely

to travel as couples as they are to travel alone. The rest of the Visitor types (Business, Religious, MICE, VFR, etc) apart from those that came for Volunteering are considerably more likely to travel alone (ratios more than **3:1**). The visitors that came for volunteering as a main purpose of visit show a balanced distribution of the travel arrangement.

Table 8: Party Composition and Visitor Type

Travel Arrangement	Percent		Ratios	
	Alone	Group	Alone	Group
VFR	81.2	18.8	3	1
Business & Professional	85.7	14.3	3	1
Leisure & Holiday	37.5	62.5	2	3
MICE	84.6	15.4	3	1
Education and Training	84.3	15.7	3	1
Health and Medical care	71.9	28.1	3	1
Religion/pilgrimages	64.1	35.9	3	1
Shopping	94.5	5.5	4	0
Day Visitors (Excursionists)	100.0	0.0	4	0
Volunteering	53.2	46.8	2	2
Others	87.5	12.5	4	1
Total	73.9	26.1	3	1

Source: TEMS 2019

Examination of the regional differences shows that visitors from Oceania (Australia, New Zealand, etc) are more likely to travel in groups. (**Only 28 percent** travelled alone). North Americans and Europeans are equally likely to travel in groups as they are to travel alone (an even distribution of **a ratio of 1:1**). Visitors from Asia, Africa and South America are more likely to travel alone.
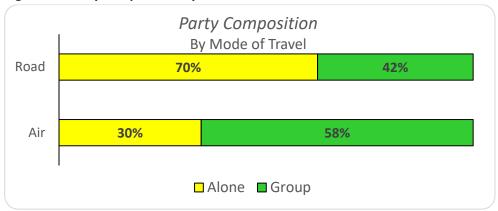
Figure 17: Party Composition by continent of residence

Source: TEMS 2019

Results indicated a relationship between mode of travel and party composition. Those who travelled to Uganda by air were considerably more likely to be group visitors, while road visitors were more likely to have travelled to the Uganda alone.
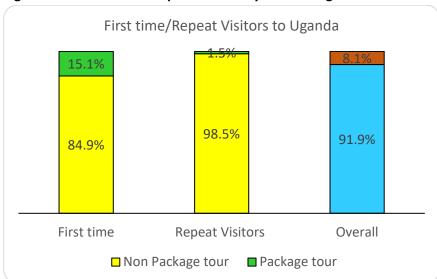
Figure 18: Party composition by mode of travel

Party Composition
By Mode of Travel

	Alone	Group
Road	70%	42%
Air	30%	58%

Source: TEMS 2019

2.9 First time and Repeat Visitors

Survey findings indicate that overall, more than half of visitors to Uganda are repeat visitors (**51.3 percent** of all visitors). Out of the total first-time visitors, only **15.1 percent** came under the package of tour arrangement, while the rest used the non-package tour arrangement. Nearly all repeat visitors **(98.5 percent)** came under the non-package tour arrangement. Preference for the non-package tour arrangement among the repeat visitors could be related with the knowledge about the destination given that most of the visitors came from the neighboring countries.
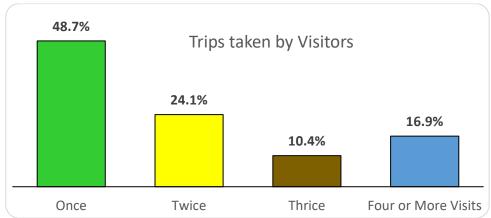
Figure 19: First time and repeat visitors by tour arrangement

First time/Repeat Visitors to Uganda

	First time	Repeat Visitors	Overall
Package tour	15.1%	1.5%	8.1%
Non Package tour	84.9%	98.5%	91.9%

Source: TEMS 2019

Survey findings revealed that **48.7 percent** came for their first-time visitors to Uganda. Visitors coming for their second trip accounted for **24.1 percent**, while those that were coming for the **third** trip were **10.4 percent.** Visitors who came for four or more trips accounted for **16.9 percent**.

Figure 20: Frequency of visit

Source: TEMS 2019

The survey data shows differences in Visitor types, as well as Regions. Business Visitors, Excursionists and those for Education/Training are more likely to be repeat visitors than first timers (**ratio of 3:1**), whereas Leisure visitors and visitors that came for volunteering are far more likely to be First time visitors than Repeat visitors (**ratio of 1:3**). The number of first-time visitors is traced primarily to Leisure visitors. The other visitor types show a balanced distribution between First time visitors and repeat visitors.

Table 9: First time and Repeat visitors by purpose of visit (%)

Purpose of Visit	Percent		Ratios	
	First Time	**Repeat**	**First Time**	**Repeat**
Business & Professional	35.4	64.6	1	3
Leisure & Holiday	77.1	22.9	3	1
VFR	46.4	53.6	2	2
MICE	43.1	56.9	2	2
Education and Training	30.5	69.5	1	3
Health and Medical care	56.3	43.8	2	2
Religion/pilgrimages	46.2	53.8	2	2
Shopping	39.8	60.2	2	2
Day Visitors (Excursionists)	18.2	81.8	1	3
Volunteering	76.6	23.4	3	1
Others	43.8	56.3	2	2
Overall	**48.7**	**51.3**	**2**	**2**

Source: TEMS 2019

Visitors from Africa are least likely to be first-time visitors. The repeat visitors are mostly from the countries neighboring Uganda (Kenya, Rwanda, Burundi, Tanzania, South Sudan and the D. R. Congo). Those most likely to be first-time visitors originate from Europe, America, Oceania and Asia. The first-time visitors are mainly visitors from United States of America, United Kingdom, Germany, and Australia.

Figure 21: First time and Repeat visitors by region of residence

First time and Repeat visitors by Region

Region	Repeat Visitors	First Time Visitors
Africa	63%	37%
Asia	33%	67%
Europe	28%	72%
North America	27%	73%
Oceania	14%	86%
South America	26%	74%

□ First Time Visitors ■ Repeat Visitors

Source: TEMS 2019

Visitors using air transport are twice as likely to be first-time visitors than road visitors (**a ratio of 2:1**), while Road visitors are far more likely to be repeat visitors than air visitors (Only 40 percent of all road visitors are first time visitors).

Table 10: Mode of Travel and Frequency of Visit

Mode of Travel	Percent		Ratios	
	First time	**Repeat**	**First time**	**Repeat**
Air	62.7	37.3	2	1
Road	40.2	59.8	1	2
Overall	**48.7**	**51.3**	**1**	**2**
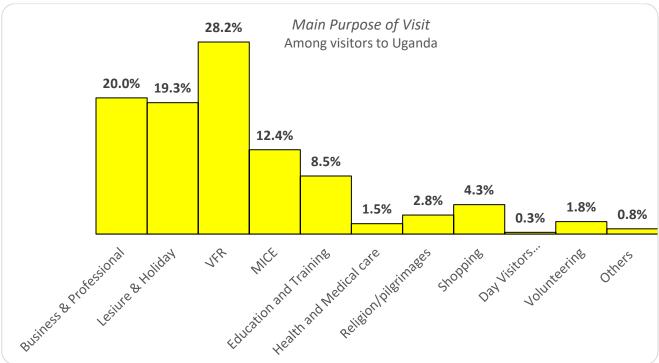
Source: TEMS 2019

2.10 Visitor's Main Purpose of Visit

The reasons why visitors travel to Uganda are diverse. Interviewers asked visitors for the main purpose of their trip and classified visitors according to the main categories: leisure, recreation, and holidays; business and professional; spiritual and religious; meetings and conferences; cultural tourism; friends and relatives; Health and medical care; and Shopping. Figure 22 displays the distribution of visitors' main purpose of visit.

The survey results revealed that visitors to Uganda were most likely to be travelling to Uganda to visit Friends and relatives (VFR), Business reasons or Leisure. The majority of visitors who visited Uganda **(more than a quarter of all visitors)** came to Visit friends and relatives. Business **(20 percent)**, Leisure **(19%)** and MICE **(12 percent)** are visitors' second, third and fourth most frequent purpose of travel. Nine percent (9%) of visitors come for Education and Training, Religious reasons motivated about **2 percent**, Heath and Medical Care attracts about **2 percent** of the visitors and **2 percent** also come for volunteering reasons.

Figure 22: Purpose of Visit

Main Purpose of Visit
Among visitors to Uganda

- Business & Professional: 20.0%
- Leisure & Holiday: 19.3%
- VFR: 28.2%
- MICE: 12.4%
- Education and Training: 8.5%
- Health and Medical care: 1.5%
- Religion/pilgrimages: 2.8%
- Shopping: 4.3%
- Day Visitors...: 0.3%
- Volunteering: 1.8%
- Others: 0.8%

Source: TEMS 2019

The different border points see different kinds of Visitors. More than **one quarter** of visitors who depart through Entebbe international Airport have visited Uganda for Leisure purposes, **more than one thirds** of visitors who depart through Cyanika and Mutukula border points have visited Uganda for Business purposes and more than one thirds of visitors who depart through Mirama Hills, Malaba and Busia have visited Uganda for VFR.

Table 11: Visitor types and Border posts (%)

Purpose of Visit	Border Posts						
	Busia	Entebbe	Katuna	Cyanika	Malaba	Mirama Hill	Mutukula
Business & Professional	23.3	19.0	8.4	35.4	10.7	5.3	35.8
Holidays, Leisure & Recreation	8.0	29.9	19.9	20.3	17.8	2.1	8.9
Visiting Friends and Relatives	33.1	22.3	23.0	20.7	28.5	69.8	25.7
Meetings, Events and Conferences	15.8	12.4	29.6	3.4	10.1	10.3	10.4
Education and Training	8.8	7.3	11.1	10.5	9.2	3.9	11.3
Health and Medical care	0.5	0.9	1.4	3.6	1.6	3.6	1.8
Religion/pilgrimages	5.7	2.3	1.0	1.8	3.6	1.1	2.1
Shopping	2.8	0.5	4.9	2.8	17.6	1.8	2.8
Day Visitors (Excursionists)	0.6	0.0	0.0	0.2	0.0	1.4	0.6
Volunteering	0.9	4.3	0.7	0.0	0.6	0.4	0.0
Others	0.5	1.2	0.0	1.2	0.3	0.4	0.6
Total	**100**	**100**	**100**	**100**	**100**	**100**	**100**

Source: TEMS 2019

Looking at the regional differences shows that overseas regions (Asia, North America, Europe, Oceania and South America) are much more likely to visit Uganda for Leisure compared to other purpose. Visitors from Africa are much more likely to travel to Uganda for a family visit or business reasons.

Table 12: Visitor Types and Continents of residence (%)
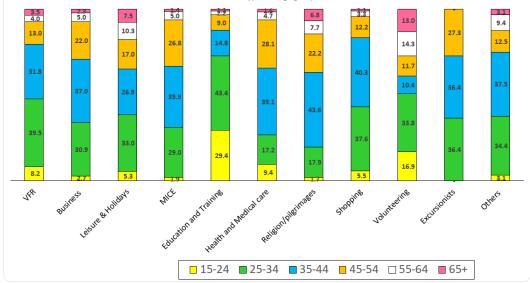
Purpose of Visit	Continent of Residence						
	Africa	Asia	Europe	North America	Oceania	South America	Total
VFR	33.1	18.7	18.0	21.0	9.8	0.0	28.2
Business & Professional	22.3	24.7	14.1	15.3	4.9	21.1	20.0
Holiday & Leisure	6.6	38.6	48.7	38.9	67.6	47.4	19.3
MICE	15.2	6.6	6.7	5.9	6.9	15.8	12.4
Education and Training	10.0	4.2	6.1	5.4	3.9	5.3	8.5
Shopping	6.3	0.6	0.0	0.3	0.0	0.0	4.3
Religion/pilgrimages	3.0	2.4	0.9	5.4	1.0	0.0	2.8
Volunteering	0.4	3.0	4.3	6.4	5.9	10.5	1.8
Health and Medical care	2.0	0.0	0.7	0.5	0.0	0.0	1.5
Day Visitors (Excursionists)	0.4	0.0	0.0	0.0	0.0	0.0	0.3
Others	0.8	1.2	0.6	1.0	0.0	0.0	0.8
Total	**100**	**100**	**100**	**100**	**100**	**100**	**100**

Source: TEMS 2019

The survey data reveals that the various visitor types feature different age groups. Survey findings show that visitors for leisure and Holiday, VFR and Education/training are predominantly those in their late 20's and early 30's, whereas visitors for business, MICE, Religious reasons and shopping are mostly those in the age group 35 to 44 years old.

Figure 23: Visitor types and Age Groups (%)

Source: TEMS 2019

Looking at the Mode of travel and Visitor types, the underlying data shows that visitors travelling by air are much more likely to visit for Leisure and Volunteering respectively, while visitors who travel by road are more likely to visit for Business, MICE, Education, Shopping, health reasons and VFR as shown in Figure 24 below.

Figure 24: Mode of travel and Visitor types

Visitor Types and Mode of Travel
By Mode of Travel (%)

Visitor Type	Air	Road
Leisure and Holiday	64	36
VFR	28	72
Business & Professional	35	65
MICE	36	64
Education and Training	30	70
Volunteering	86	14
Religion/pilgrimages	28	72
Health and Medical care	19	81
Shopping	3	97
Excursionists	0	100
Others	53	47
Overall	38	62

☐ Air ☐ Road

Source: TEMS 2019

In terms of International Markets, **13.4%** of Leisure visitors are from the United States and one **in ten** of the leisure visitors are either from United Kingdom or Kenya. Visitors that come for health reasons mostly come from the D. R. Congo. The other visitor types (Business, VFR, Education, Shopping etc) primarily come from Kenya.

Table 13: Source Markets and the Purpose of Visit

Source Markets	Visitor Types										
	VFR	Business	Leisure & Holidays	MICE	Education and Training	Health and Medical care	Religion/ pilgrimages	Shopping	Day Visitors (Excursionists)	Volunteering	Others
Kenya	28.3	26.5	9.7	30.9	30	20.3	46.2	64.1	45.5	10.4	18.8
Dr. Rep Congo	8.6	21.4	2	11.8	15.4	26.6	9.4	12.2	9.1	0	9.4
Rwanda	20.8	3.7	2	9.7	10.6	20.3	2.6	7.7	36.4	1.3	18.8
Tanzania	7.5	12.2	2.7	5	10.9	9.4	7.7	6.1	0	0	9.4
United States	4.9	6	13.4	3.7	5.3	3.1	12.8	0.6	0	24.7	12.5
United Kingdom	2.8	3.2	10.3	1.5	0.8	4.7	0.9	0	0	9.1	3.1
Germany	2.9	1.4	9.3	2.3	2.2	0	0	0	0	7.8	3.1
Burundi	4	3.5	0.9	6.2	3.4	6.3	1.7	6.6	9.1	1.3	0
South Sudan	4.2	1.1	1	7.1	3.1	3.1	1.7	1.1	0	0	6.3
South Africa	1.2	3.7	2.7	3.1	0.6	0	2.6	0	0	0	0
Australia	0.6	0.5	7.3	1.2	0.6	0	0.9	0	0	6.5	0
Netherlands	0.9	1.8	4.1	1	0.6	0	0	0	0	2.6	3.1
Canada	1.3	0.5	3.2	0.2	0.3	0	0	0	0	2.6	0
France	0.4	1.2	2.1	1.7	1.4	0	0	0	0	1.3	0
Israel	0.3	0.5	2.7	0.2	1.1	0	0.9	0	0	3.9	0
Others	11.3	12.9	26.7	14.5	13.7	6.3	12.8	1.7	0	28.6	15.6
Total	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**

Source: TEMS 2019

2.11 Visitor's Main Activities while in Uganda

Respondents were asked to identify the activities they engaged in while on their Ugandan trip. Survey findings reveal that VFR is the most popular activity visitors engage in while in Uganda, with more than a quarter **(28 percent)** declaring to have visited friend and relatives on their trip. Shopping[7] **(13 percent)** and Gorilla Viewing (more than one in ten) are visitors' second and third most popular activities while in Uganda. MICE **(9%),** Sightseeing **(7 percent)**, Wildlife Safari (6 percent) and Beaches **(3 percent).** Honey Mooning, Sport hunting, Concerts, Mountain Climbing and Bird watching are the least popular activities amongst visitors.

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[7] **Shopping**: This category includes, for example, purchasing consumer goods for own personal use or as gifts except for resale or for use in a future productive process.
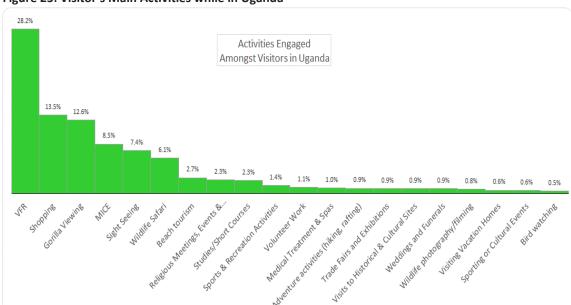
Figure 25: Visitor's Main Activities while in Uganda

Activities Engaged Amongst Visitors in Uganda

- VFR: 28.2%
- Shopping: 13.5%
- Gorilla Viewing: 12.6%
- MICE: 8.5%
- Sight Seeing: 7.4%
- Wildlife Safari: 6.1%
- Beach tourism: 2.7%
- Religious Meetings, Events &...: 2.3%
- Studies/Short Courses: 2.3%
- Sports & Recreation Activities: 1.4%
- Volunteer Work: 1.1%
- Medical Treatment & Spas: 1.0%
- Adventure activities (hiking, rafting): 0.9%
- Trade Fairs and Exhibitions: 0.9%
- Visits to Historical & Cultural Sites: 0.9%
- Weddings and Funerals: 0.9%
- Wildlife photography/filming: 0.8%
- Visiting Vacation Homes: 0.6%
- Sporting or Cultural Events: 0.6%
- Bird watching: 0.5%

Source: TEMS 2019

In depth review of the Activities engaged in shows differences in the different visitors' types. Gorilla tracking was exceedingly the most popular activity among the leisure visitors with more than half revealing to have engaged in the Activity. Wildlife Safari **(15 percent)** and Sightseeing **(10 percent)** are the second and third most popular activities among leisure visitors.
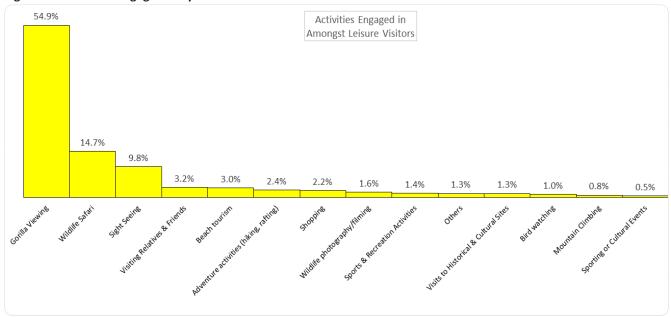
Figure 26: Activities engaged in by Leisure visitors

Activities Engaged in Amongst Leisure Visitors

- Gorilla Viewing: 54.9%
- Wildlife Safari: 14.7%
- Sight Seeing: 9.8%
- Visiting Relatives & Friends: 3.2%
- Beach tourism: 3.0%
- Adventure activities (hiking, rafting): 2.4%
- Shopping: 2.2%
- Wildlife photography/filming: 1.6%
- Sports & Recreation Activities: 1.4%
- Others: 1.3%
- Visits to Historical & Cultural Sites: 1.3%
- Bird watching: 1.0%
- Mountain Climbing: 0.8%
- Sporting or Cultural Events: 0.5%

Source: TEMS 2019

Shopping **(25.5 percent)** and Meetings **(24.6 percent)** are the most popular activities amongst the Business visitors. Interestingly, Business visitors also engage in leisure activities **with 5.8 percent** of the business visitors engaging in Sightseeing, **2.7 percent** engage in Wildlife Safari, **2.4 percent** engage in Gorilla viewing and some significant number went to beaches, participated in Sport/recreation activities, Wildlife filming, went on adventure activities and visited a number of historical and cultural sites.
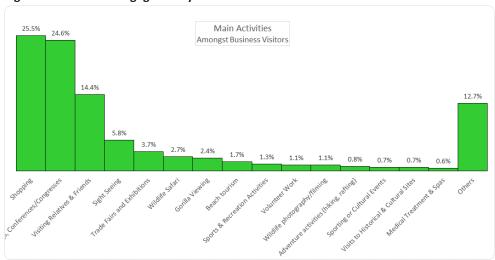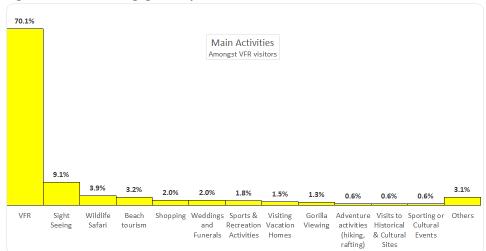
Figure 27: Activities engaged in by Business visitors

Source: TEMS 2019
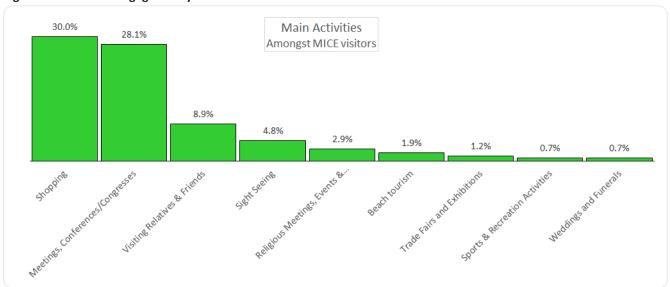
Other than Visiting friends and relatives only **(70 percent),** VFR visitors also engaged in leisure activities (26 percent) such as Sightseeing**,** Wildlife Safari**,** gorilla Viewing, Adventure activities like hiking, Sports or cultural events, Beach tourism and visitation to historical and cultural sites.

Figure 28: Activities engaged in by VFR visitors

Main Activities
Amongst VFR visitors

| VFR | Sight Seeing | Wildlife Safari | Beach tourism | Shopping | Weddings and Funerals | Sports & Recreation Activities | Visiting Vacation Homes | Gorilla Viewing | Adventure activities (hiking, rafting) | Visits to Historical & Cultural Sites | Sporting or Cultural Events | Others |

70.1%, 9.1%, 3.9%, 3.2%, 2.0%, 2.0%, 1.8%, 1.5%, 1.3%, 0.6%, 0.6%, 0.6%, 3.1%

Source: TEMS 2019

The most common activities MICE visitors engage in while on their trip in Uganda is shopping **(30 percent)** followed by meetings or conferences **(28 percent).** VFR **(9 percent)** and Sightseeing (5 **percent**) are the third and fourth most common activities amongst MICE visitors.

Figure 29: Activities engaged in by MICE Visitors

Main Activities
Amongst MICE visitors

| Shopping | Meetings, Conferences/Congresses | Visiting Relatives & Friends | Sight Seeing | Religious Meetings, Events &... | Beach tourism | Trade Fairs and Exhibitions | Sports & Recreation Activities | Weddings and Funerals |

30.0%, 28.1%, 8.9%, 4.8%, 2.9%, 1.9%, 1.2%, 0.7%, 0.7%

Source: TEMS 2019
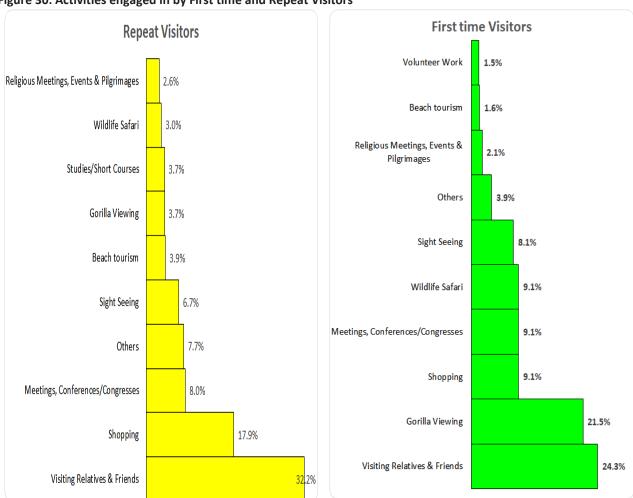
Examination of the patterns of visit shows differences between frequency of visit and visitor types; Survey results indicate that at least **two in ten** of every first time visitor either comes to Visit friends/relatives **(24 percent)** or comes for Gorilla viewing **(22 percent).** Most of the repeat visitors come to visit friends or relatives **(32 percent)** and for shopping **(18 percent).** The repeat visitors are mostly characterized by individuals from the neighboring countries as shown in Figure 30.

Figure 30: Activities engaged in by First time and Repeat Visitors

Source: TEMS 2019

Note: Other activities include Sport hunting, bird watching, Adventure activities etc

In terms of those who booked a package tour or travelled independently, Visitors who booked a package tour are much likely to engage in Gorilla tracking (**8 in 10** of all package visitors track Gorillas) and Wildlife Safari **(9 percent).** Visitors who travelled independently tend to be visitors coming to visit friends or relatives **(31 percent)** or to do shopping **(15 percent).**
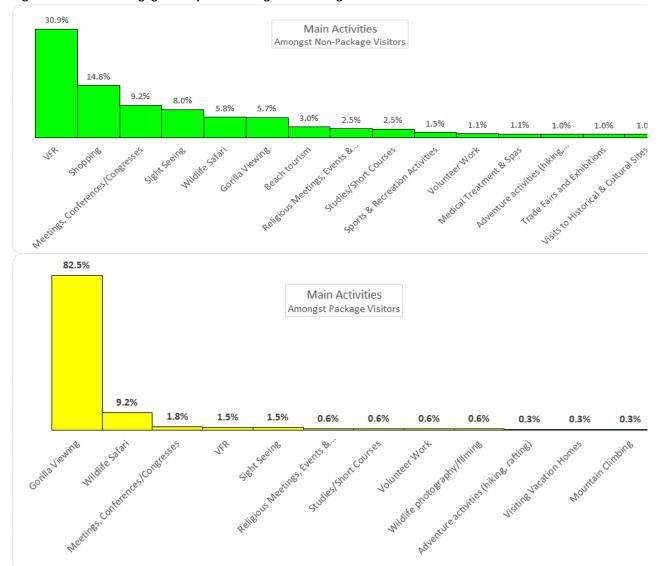
Figure 31: Activities engaged in by Non-Package and Package visitors

Main Activities
Amongst Non-Package Visitors

VFR 30.9%
Shopping 14.8%
Meetings, Conferences/Congresses 9.2%
Sight Seeing 8.0%
Wildlife Safari 5.8%
Gorilla Viewing 5.7%
Beach tourism 3.0%
Religious Meetings, Events &... 2.5%
Studies/Short Courses 2.5%
Sports & Recreation Activities 1.5%
Volunteer Work 1.1%
Medical Treatment & Spas 1.1%
Adventure activities (hiking,... 1.0%
Trade Fairs and Exhibitions 1.0%
Visits to Historical & Cultural Sites 1.0%

Main Activities
Amongst Package Visitors

Gorilla Viewing 82.5%
Wildlife Safari 9.2%
Meetings, Conferences/Congresses 1.8%
VFR 1.5%
Sight Seeing 1.5%
Religious Meetings, Events &... 0.6%
Studies/Short Courses 0.6%
Volunteer Work 0.6%
Wildlife photography/filming 0.6%
Adventure activities (hiking, rafting) 0.3%
Visiting Vacation Homes 0.3%
Mountain Climbing 0.3%

Source: TEMS 2019

2.12 Information Sources about Uganda

Visitors who consider a visit to Uganda inform themselves before they make their decisions regarding the trip in general and in particular about the accommodation, restaurants, sites to visit, or entertainment. The interviewers asked visitors about their main source of information about Uganda. Survey findings show that **more than six in ten (61 percent)** of all the visitors rely on friends and relatives for information about Uganda. Newspapers, Magazines, brochures **(9 percent)** and travel agents or tour operators **(8 percent),** are the second and third popular information sources for visitors to Uganda. Visitors to Uganda make less use of Radio Stations, Airline magazines, TV networks, Trade fairs and Uganda Mission Abroad.

Among visitors who mainly use the web to inform themselves, the website of the Uganda Tourism Board (UTB) is very popular and functions as the main source of information **for 73 percent** of the web users; that is about **7 percent** of all visitors use the UTB website as their main source of information.

Figure 32: Information Sources about Uganda

Information Sources
Amongst Visitors

- Friends, relatives: 61.0%
- Newspaper, magazines, brochures: 8.8%
- Travel agent, tour operator: 7.9%
- Web: www.visituganda.com: 7.1%
- Travel guidebooks: 4.7%
- Web: Other websites: 2.6%
- Uganda Mission Abroad: 1.0%
- Trade fair: 1.0%
- TV Networks ie CNN, BBC: 0.9%
- Airline (magazine): 0.5%
- Radio Station: 0.2%
- Other: 4.3%

Source: TEMS 2019

Visitors who heard about Uganda through travel agents and tour operators were mostly from Oceania (New Zealand and Australia), Europe and North America while those who received information through friends and relatives were predominantly from Africa. Leisure visitors are much more likely to make use of **Travel Agents or tour operators** than any other visitor type. Other types of visitor predominantly rely on their friends and relatives to inform themselves.

Looking at travel arrangements, the underlying data reveals that visitors who book a package tour rely mostly on travel agents or tour operators, Travel guidebooks and the Uganda Tourism Board website, whereas visitors who travel independently (Non-Package tours) rely **mostly on friends/relatives** to inform themselves about Uganda.
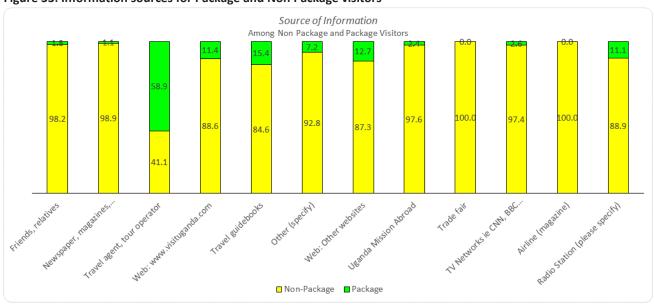
Figure 33: Information sources for Package and Non Package visitors

Source of Information
Among Non Package and Package Visitors

Source	Non-Package	Package
Friends, relatives	98.2	1.8
Newspaper, magazines,...	98.9	1.1
Travel agent, tour operator	41.1	58.9
Web: www.visituganda.com	88.6	11.4
Travel guidebooks	84.6	15.4
Other (specify)	92.8	7.2
Web: Other websites	87.3	12.7
Uganda Mission Abroad	97.6	2.4
Trade fair	100.0	0.0
TV Networks ie CNN, BBC...	97.4	2.6
Airline (magazine)	100.0	0.0
Radio Station (please specify)	88.9	11.1

Source: TEMS 2019

2.13 Number of Nights Spent and Average Length of Stay

The average length of stay for Visitors in Uganda is **8.3** nights. The duration of stay for the visitors is derived from the number of nights spent in the country. Nights spent by visitors varied depending on purpose of visit, mode of travel and region of origin.

Visitors from Europe stay longest at **9.7 nights** followed by South Americans (**9 nights**) and visitors from Oceania (**8.5 nights**). Visitors from Asia have the shortest stays in Uganda at 7.4 nights as shown in Table 14.

Table 14: Average length of Stay by Continent of Residence

Continent of Residence	Average Number of Nights			
	Average	Median	31 Days (Average)	15 Days (Average)
Africa	8.1	3	4.7	3.8
Asia	7.4	6	7.1	5.6
Europe	9.7	8	8.8	7
North America	8.3	6	7.7	6.5
Oceania	8.5	7	7.6	6.6
South America	9	4.2	6.4	4.8
Overall	**8.3**	**4**	**5.8**	**4.7**

Source: TEMS 2019

Regarding visitor types, Leisure visitors stayed longer than all visitor types. Leisure & Holiday visitors, on average, spent **7.6 nights** in Uganda, Business visitors stay for on average **3 nights** and VFR visitors stay for **6.4 nights**.

Table 15: Average length of Stay by Visitor Type

Visitor type	Average Number of Nights			
	Average	Median	31 Days (Average)	15 Days (Average)
Business	3	2	3	3
Leisure & Holiday	7.6	6	7.6	6.7
Others	21.3	7	8.6	5.2
VFR	6.4	5	6.4	5.3
Overall	**8.3**	**4**	**5.8**	**4.7**

Source: TEMS 2019

Table 16 displays the average length of stay of all visitor types in Uganda.

Table 16: Detailed average number of nights by Visitor Types

Visitor type	Average Number of Nights			
	Average	Median	31 Days (Average)	15 Days (Average)
VFR	6.4	5	6.4	5.3
Business & Professional	4.2	4	4.2	4.2
Leisure & Holiday	7.6	6	7.6	6.7
MICE	1.5	1	1.5	1.5
Education & Training	37.8	26.4	12.3	7.1
Health & Medical Care	10.9	9.5	10.9	7.3
Religion/Pilgrimages	6.9	5	6.9	5.3
Shopping	2.2	2	2.2	2.2
Excursionists	0.1	0	0.1	0.1
Volunteering	16.5	14	13.4	7
Others	8.3	7	8.3	6.1
Overall	**8.3**	**4**	**5.8**	**4.7**

Source: TEMS 2019

The study shows that the visitors in the age group of 55 to 64 years and 15 to 24 years have the longest stays in Uganda at 8.2 nights and 24.2 nights respectively. In contrast, the visitors in the age group of 35 to 44 years tend to have shorter stays in Uganda. These are mostly business visitors.
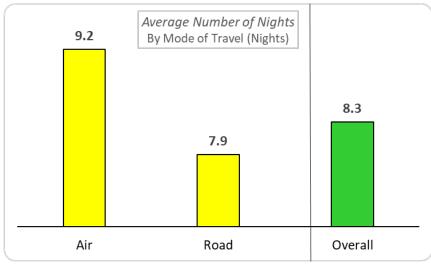
Table 17: Average length of Stay by Age group

Age Group	Average Number of Nights			
	Average	**Median**	**31 Days (Average)**	**15 Days (Average)**
15-24	24.2	10	9.6	6.1
25-34	9	4	5.7	4.6
35-44	5.5	3	5	4.4
45-54	5.2	4	5.1	4.3
55-64	8.2	6	7.9	6
65+	8.2	6	7.5	6.4
Overall	**8.3**	**4**	**5.8**	**4.7**

Source: TEMS 2019

A comparison of the mode of travel and length of stay reveals that visitors who travel by air tend to stay longer than those who travel by road.
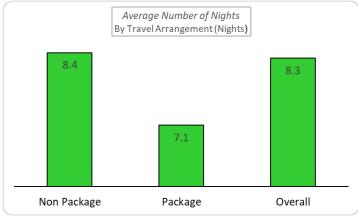
Figure 34: Average number of Nights and Mode of Travel

Source: TEMS 2019

Additionally, Comparing number of nights spent and the travel arrangement shows that visitors that travel on a Non-Package tour stay longer than visitors on a package tour. (See Figure 35 below).

Figure 35: Average number of Nights and Travel Arrangement

Source: TEMS 2019

Furthermore, the survey results show that the majority of visitors **(35.5 percent)** stayed in Uganda between **one and three** nights, **24.9 percent** spent **4 to 7 nights**, while **16.8 percent** of the total visitors spent **8 to 14 nights.** Generally, more than three-quarters of the visitors spent between **1 to 14 nights**, while a few of them spent between **15 to 89 nights**.

Figure 36: Visitors Nights in Uganda

Source: TEMS 2019

Those travelling for Leisure, Education and training, medical treatment and VFR spend more nights in Uganda compared to those travelling for Business, religious visits, shopping and attend meetings and conferences. Results from the survey reveal that the majority of the leisure visitors **(32 percent)** spend between **8 to 14 nights**, while most of the business visitors **(34 percent)** spend **2 to 3 nights**.

Table 18: Visitor Types and Nights spent

Nights spent in Uganda	Visitor Types											Total
	VFR	Business	Leisure & Holidays	MICE	Education and Training	Health and Medical care	Religion/ pilgrimages	Shopping	Volunteering	Day Visitors	Others	
0 nights	0.8	1.6	0.4	29.7	0.3	1.6	0.9	3.9	0.0	90.9	3.1	4.8
1 night only	7.0	13.9	1.7	20.1	2.8	4.7	8.5	19.9	0.0	0.0	15.6	9.1
2-3 nights	28.9	34.3	19.2	24.1	10.4	15.6	28.2	51.9	15.6	9.1	9.4	26.2
4-7 nights	26.1	26.0	30.9	18.7	18.2	28.1	29.1	18.2	15.6	0.0	25.0	24.9
8-14 nights	17.0	12.3	32.2	5.0	14.6	21.9	16.2	4.4	23.4	0.0	18.8	16.9
15-29 nights	9.1	5.4	11.4	1.4	13.4	9.4	11.1	0.6	20.8	0.0	9.4	8.1
30-89 nights	7.5	3.8	2.7	0.8	23.8	10.9	4.3	1.1	19.5	0.0	6.3	6.3
90-189 nights	2.1	1.8	1.2	0.2	14.0	3.1	0.9	0.0	3.9	0.0	6.3	2.6
190-365 nights	1.5	1.0	0.2	0.0	2.5	4.7	0.9	0.0	1.3	0.0	6.3	1.1
Total	100	100	100	100	100	100	100	100	100	100	100	100

Source: TEMS 2019
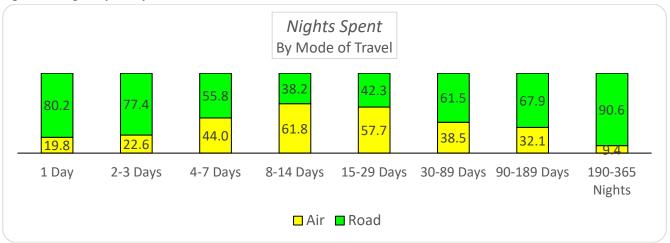
There is a difference between visitor length of stay and regions of origin. Visitors from Africa and South America spend fewer nights, while those from Europe, North America and Asia stay longer. African visitors spend between 2 to 3 days **(32% percent** of all visitors from Africa) in Uganda; while close to four in ten Asians **(37 percent)** spend between **4 to 7 days** in Uganda. Europeans, North Americans and visitors from Oceania (Australia, New Zealand) often spend between **8 to 14 days**.

Table 19: Region and Nights spent

| Region | Nights spent | | | | | | | | |
	1 night	2-3 nights	4-7 nights	8-14 nights	15-29 nights	30-89 nights	90-189 nights	190-365 nights	Total
Africa	12.3	31.7	23.3	10.0	5.3	6.5	3.0	8.0	100
Asia	3.6	16.3	36.7	15.1	17.5	7.2	1.8	1.8	100
Europe	2.8	12.8	24.5	33.1	17.2	6.4	1.8	1.5	100
North America	2.0	16.9	31.2	33.2	9.2	4.6	2.0	0.8	100
Oceania	3.9	15.7	30.4	39.2	6.9	2.9	1.0	0.0	100
South America	10.5	21.1	15.8	21.1	5.3	15.8	5.3	5.3	100
Overall	9.3	26.2	24.9	16.8	8.1	6.3	2.6	5.8	100

Source: TEMS 2019

Further inspection of the underlying data shows that visitors who arrived by air spent considerably more time in Uganda compared to those who travelled by road. Visitors who travel by air tend to stay longer **(4 to 30 nights)** compared to those who travel by road **(less than a week).**

Figure 37: Nights Spent by Mode of Travel

Source: TEMS 2019

Looking at age groups, the survey results reveal that visitors who are in the age groups of 15 to 24 years normally stay longer in Uganda, with **20 percent** staying for one to three months **(30-89 days).** These are normally students who have visited Uganda for studies or short courses. 25 t0 34 year olds and 35 to 44 year olds tend to spend between **2 to 3 days** in Uganda and a huge percentage of them are business visitors. Visitors who are **45 years and above** are much more likely to take longer, most of them spend **a week or fortnight**. Majority are Leisure visitors.

Table 20: Nights Spent and Age group

| Age group | Nights Spent | | | | | | | | |
	1 Night	2-3 nights	4-7 nights	8-14 nights	15-29 nights	30-89 nights	90-189 nights	190-365 Nights	Total
15-24	6.5	16.5	13.5	16.1	12.3	20.3	8.7	6.1	100
25-34	9.7	26.5	23.3	15.6	8.3	6.8	3.5	6.4	100
35-44	10.4	30.5	25.6	15.9	6.2	3.4	1.4	6.5	100
45-54	10.0	25.7	30.2	15.9	7.5	3.8	1.2	5.6	100
55-64	5.9	21.4	24.4	26.9	11.8	7.1	1.3	1.3	100
65+	3.2	16.9	32.5	26.6	11.0	7.1	0.6	1.9	100
Overall	9.3	26.2	24.9	16.8	8.1	6.3	2.6	5.8	100

Source: TEMS 2019

2.14 Accommodation

Survey respondents were asked to identify the types of accommodation facilities they used during their stay in Uganda and how many nights they spent at each type of accommodation. A number of visitors stayed in more than one form of accommodation during their trip.

Figure 38 shows that Visitors to Uganda are more likely to stay in Local Hotels **(28.7 percent)** or with friends/relatives **(20.1%)**. Motels/inn/Guest house **(13.8%)** and International Hotels (**1 in every 10**) are visitors' third and fourth most popular accommodation types. At least one in ten of the visitors to Uganda spend a night in Uganda's Safari Lodges and Visitor Campsites.
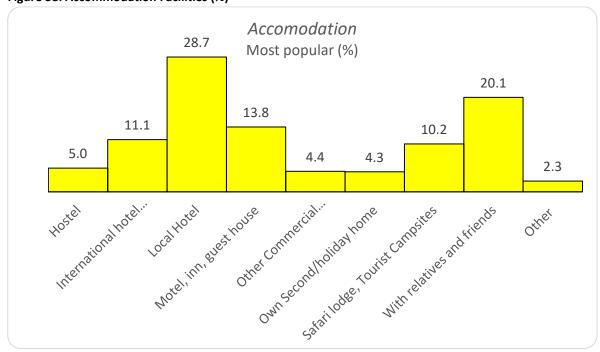
Figure 38: Accommodation Facilities (%)

Source: TEMS 2019

A comparison of accommodation facilities used by visitors to their regions of origin, visitor types and mode of travel reflect variations. Nearly one-third of Leisure Visitors **(30 percent)** are more likely to stay in one of Uganda's Safari Lodge/Visitor campsites. Those that stay in local hotels and international hotels are 26 percent and 20 percent respectively.

Business visitors, MICE Visitors, Religious/faith based visitors, and those for shopping are more likely to stay in Local hotels compared to other types of Accommodation. More than **3 in 10** of the Education and training Visitors are more likely to stay in a hostel whereas **more than half** of visitors who came for VFR stayed at their relatives' homes.

Table 21: Accommodation and Visitor types

Accommodation Establishments	Visitor Types										
	VFR	Business	Leisure & Holidays	MICE	Education and Training	Health and Medical care	Religion/ pilgrimages	Shopping	Day Visitors	Volunteering	Others
Hostel	2.3	2.6	2.8	3.7	30.6	2.3	4.9	0.2	22.2	2.5	5
International hotel (Sheraton, Serena , etc)	5.8	11.2	20.1	10	9.9	8.4	11	2.2	0	14.1	11.1
Local Hotel	16	41.5	25.8	43	19	29	37.8	43.9	22.2	28.8	28.7
Motel, inn, guest house	7.7	18.7	10.6	23.8	10.4	10.7	4.9	31.3	22.2	17.7	13.8

Accommodation Establishments	Visitor Types										
	VFR	Business	Leisure & Holidays	MICE	Education and Training	Health and Medical care	Religion/ pilgrimages	Shopping	Day Visitors	Volunteering	Others
Other Commercial establishments (Cottages, Bandas and apartments)	3.2	5.1	4.7	3.5	7.9	3.1	1.2	1	0	10.1	4.4
Own Second/holiday home	6.3	5.7	1.5	3.3	4.6	3.8	4.9	3	11.1	1	4.3
Safari lodge, Tourist Campsites	4.8	4.7	29.5	3.2	2.1	3.8	6.1	5.2	0	6.6	10.2
With relatives and friends	52.7	7.3	4.3	5.3	11	26.7	24.4	12.2	22.2	17.2	20.1
Other	1.1	3.1	0.6	4.2	4.6	12.2	4.9	1	0	2	2.3
Total	100	100	100	100	100	100	100	100	100	100	100

Source: TEMS 2019

Analysis of regions of residence and accommodation types, indicates that visitors from Africa are more likely to stay in Local Hotels or with friends and relatives, while Europeans, Americans, Asians and visitors from Oceania are more likely to stay in Local hotels, Safari Lodge/campsites, International hotel, Motels and guest houses.

Comparison of the accommodation type and number of nights shows differences. Visitors who stay in **Local hotels**, Motels or inns or guesthouses usually spend between **2 to 3 nights.** Majority of Visitors who stay with friends or relatives, International hotels or in a holiday home mostly stay there for less than a week (**4-7 days). Safari Lodges** or Visitor camps attract **8 to 14 days** stay. This is in line with the duration of stay of most leisure visitors.

Table 22: Nights Spent and Accommodation type used

Accommodation Establishments	Nights Spent								Total
	1 Night	2-3 Nights	4-7 Nights	8-14 Nights	15-29 Nights	30-89 Nights	90-189 Nights	190-365 Nights	
Local Hotel	10.0	33.2	29.3	17.1	6.8	2.7	0.6	0.3	100
With relatives and friends	8.6	25.3	26.4	15.2	10.1	8.9	3.2	2.3	100
Motel, inn, guest house	17.3	32.4	23.3	15.4	6.9	3.9	0.7	0.2	100
Safari lodge, Tourist Campsites	2.0	21.3	21.3	42.3	9.9	2.0	0.8	0.4	100
International hotel	8.6	24.2	35.5	22.6	6.5	1.6	1.1	0.0	100
Hostel	1.3	4.0	12.1	7.4	15.4	34.2	23.5	2.0	100
Own Second/holiday home	3.0	18.2	21.2	18.2	12.1	13.1	7.1	7.1	100
Other Commercial establishments (Cottages, Bandas and apartments)	0.0	10.0	12.9	18.6	10.0	28.6	20.0	0.0	100
Other	19.8	17.0	22.6	8.5	11.3	14.2	2.8	3.8	100
Total	9.7	27.6	26.1	17.7	8.5	6.6	2.7	1.1	100

Source: TEMS 2019

2.15 Means of Transport while in Uganda

Visitors need means of transportation to move between locations within Uganda. The available options include cars, buses, Taxis, motorbikes (Boda bodas), boats, and flights. Figure 39 exhibits that Matatu taxis are by far the most popular means of transport between places in Uganda, with **almost 4 in 10** of all visitors **(35 percent)** preferring it to other means of Transport. Special Hire taxis

are also comparatively popular with more than **2 in 10 of** visitors **(21 percent)** moving by special hire between different locations. Buses **(15 percent)** and Tour Vehicles **(8 percent)** are the third and fourth most popular means of transport within Uganda. Motor Bikes, boats, and flights play a small role for visitors who travel within the borders of Uganda.

Figure 39: Means of transport while in Uganda (%)

Source: TEMS 2019

Further study of the data set reveals that differences across visitor types are fairly limited. **More than one thirds (37.8 percent)** of the Leisure visitors are more likely to use Tour vehicles to move between locations while in Uganda. A significant share of Leisure visitors makes use of special hire taxis **(19.7 percent)** and Matatu taxis **(20.2 percent)**. Business visitors make relatively more use of Buses compared to the other modes of transport.

Table 23: Means of Transport and Visitor Types (%)

Means of Transport	Visitor Types											Total
	VFR	Business	Leisure & Holidays	MICE	Education & Training	Health & Medical care	Religion/ pilgrimages	Shopping	Day Visitors	Volunteering	Others	
Taxi (Matatu)	49.8	30.7	20.2	19.4	52.5	48.4	44.0	33.3	18.2	31.2	19.4	35.2
Taxi (special hire)	16.3	22.9	19.7	25.9	18.1	21.9	19.8	33.3	0.0	27.3	19.4	20.7
Bus	12.6	15.7	6.2	29.4	11.0	12.5	8.6	27.1	36.4	13.0	22.6	14.6
Tour vehicles	1.0	1.2	37.8	0.2	0.6	0.0	1.7	0.0	0.0	5.2	6.5	8.1
Private car rental	6.1	9.1	7.7	7.1	3.7	6.3	8.6	0.6	0.0	16.9	3.2	6.9
Own private vehicles	7.3	6.0	5.1	7.7	2.8	4.7	10.3	0.6	18.2	5.2	19.4	6.1
Boda boda	6.1	11.0	1.5	4.7	8.8	4.7	2.6	4.5	9.1	0.0	3.2	5.9
Boat	0.0	0.1	0.0	0.8	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Chartered flights	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Other	0.9	3.3	1.1	4.7	2.3	1.6	4.3	0.6	18.2	1.3	6.5	2.2
Total	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**

Source: TEMS 2019

Differences across regions largely reflect the different compositions of visitor types. For example, tour vehicles are common among visitors from regions with a large number of leisure visitors (Europe, America, and Oceania). Table 24 shows that visitors from the Regions of America, Europe and Oceania are more likely to use Tour vehicles and Special hire taxis than the other regions. African visitors and Asians use matatu taxis as the main means of transport.

Table 24: Means of transport and Continent of Residence

Means of Transport	Continent of Residence						Total
	Africa	Asia	Europe	North America	Oceania	South America	
Taxi (Matatu)	44.4	31.1	16.8	10.6	7.8	21.1	35.2
Taxi (special hire)	17.2	33.5	28.9	24.5	22.5	47.4	20.7
Bus	19.2	4.3	5.4	3.9	4.9	10.5	14.6
Tour vehicles	0.7	7.3	24.3	23.7	47.1	15.8	8.1
Private car rental	2.9	14.6	13.8	20.9	7.8	5.3	6.9
Own private vehicles	5.5	3.7	7.5	10.1	4.9	0.0	6.1
Boda boda	8.2	3.0	0.6	1.5	1.0	0.0	5.9
Other	1.9	1.2	2.5	4.1	2.0	0.0	2.2
Boat	0.1	1.2	0.0	0.0	2.0	0.0	0.1
Chartered flights	0.0	0.0	0.1	0.8	0.0	0.0	0.1
Total	**100**	**100**	**100**	**100**	**100**	**100**	**100**

Source: TEMS 2019

Variations exist between means of transport used and the different age groups. With increasing age and usually higher income, visitors tend to move away from inexpensive and inconvenient Matatu taxis to more expensive, convenient special hire taxis, private rental cars, own private vehicles and Tour vehicles.

Table 25: Means of transport and Age group

Means of Transport	Age group						Total
	15-24	25-34	35-44	45-54	55-64	65+	
Taxi (Matatu)	53.6	38.2	37.2	31.6	9.7	10.4	35.2
Taxi (special hire)	13.6	20.4	20.5	22.4	25.7	23.4	20.7
Bus	14.6	16.9	15.2	13.4	8.0	3.2	14.6
Tour vehicles	3.6	5.5	6.6	8.7	21.1	31.8	8.1
Private car rental	1.9	5.3	6.0	8.9	15.2	17.5	6.9
Own private vehicles	5.2	5.5	5.6	6.4	10.1	11.0	6.1
Boda boda	5.2	7.0	6.6	4.8	3.4	1.3	5.9
Boat	0.0	0.1	0.2	0.3	0.4	0.0	0.1
Chartered flights	0.0	0.1	0.0	0.1	0.8	0.0	0.1
Other	2.3	1.1	2.2	3.3	5.5	1.3	2.2
Total	**100**	**100**	**100**	**100**	**100**	**100**	**100**

Source: TEMS 2019

2.16 Travel Packages
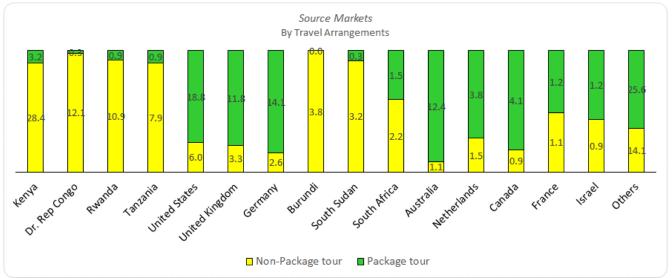
The visitors' visit may involve people travelling on the same package tour or travelling independently (Non Package tour). Figure 40 reveals that **more than nine in ten** of all visitors **(92 percent)** who visit Uganda come under the non-package travel arrangement and only **8%** visit Uganda under the Package tour arrangement. **Over seven in ten of package visitors (71 Percent)** purchase their package from outside Uganda and about **29 Percent** of package visitors buy their package in Uganda.

Figure 40: Travel Packages

Travel Arrangement
Percent (%)

Non-Package Tours
91.9%

Package Tours
8.1%

Source: TEMS 2019

Kenya, D. R. Congo, Rwanda, Tanzania, Burundi and South Sudan are the top countries of residence that came under the non-package tour arrangement, while United States of America, Germany, Australia, United Kingdom, Australia and Canada are the main countries that travel under the package tour arrangement.

Figure 41: Source Markets and Travel Arrangements

Source: TEMS 2019

The underlying data indicates that among the package visitors, 86 percent came for leisure while the remaining 14 percent came for Business, Education and Training, MICE, and other purposes.

Looking at Regional Distributions, Europeans, North Americans, and Oceania visitors are the most likely to book a package tour (**49.7 Percent, 25.3 Percent, and 14.1 Percent** respectively). Visitors from Africa are more likely to travel on a Non-Package tour. Additionally, visitors travelling by air are more likely to book a package tour than road visitors.

Figure 42: Continents of Residence by Travel Arrangement

Source: TEMS 2019

Much as majority of visitors travel independently or on Non-Package tour (91.9 percent), with increase in age, visitors tend to prefer package tours to Non-packaged tours.

Table 26: Travel Arrangement and Mode of Travel

Age Group	Travel Arrangement		Total
	Non-Package tour	Package tour	
15-24	95.1	4.9	100
25-34	93.1	6.9	100
35-44	93.6	6.4	100
45-54	91.5	8.5	100
55-64	81.1	18.9	100
65+	77.3	22.7	100
Overall	**91.9**	**8.1**	**100**

Source: TEMS 2019

2.17 Expenditure of Visitors in Uganda

This section presents expenditures of Visitors on different tourism products (Accommodation, Food and drinks, transport, Tours, etc). The section presents the expenditure for both the package visitors and the Non-Package Visitors. The Expenditures are categorized into per person expenditures, per trip expenditures and per travel party expenditures.

Spending by non-resident visitors is a function of trip purpose, length of stay as well as party size. Trip purpose influences where visitors stay, what they do and what they buy during their trip.

2.17.1 Overall Average Expenditure

The Overall expenditure per person per night was US$ 111 and US$ 569 per person per trip. The average expenditure per person per night for visitors who came under package tour arrangement was higher (US$ 187 per person per night) than for those who came independently or under the non-package tour (US$ 107 per person per night).

Visitors for Leisure and shopping generally spend more than other visitor types. As shown in Table 27,

Per person daily spending was higher for Leisure visitors (US$ 168) and shopping (US$ 240). At US$ 151 per person per night, it was also relatively high for Business visitors. In contrast, per person daily expenditures were lowest among VFR, Education/training and Excursionists.

Visitors that travelled in groups had a mean per party per night expenditure of US$238 and a per party per trip expenditure of US$ 1,409.

Table 27: Overall Expenditures by Visitor Type

Visitor Types	Expenditure Types				
	Per person per night	Per party per night	Per person per trip	Per trip	Per party per trip
Overall	**111**	**238**	**569**	**723**	**1,409**
VFR	69	139	358	435	913
Business & Professional	151	209	540	580	887
Leisure & Holiday	168	329	1,052	1,589	1,963
MICE	87	148	212	224	468
Education & Training	45	81	856	894	910
Health & Medical care	110	82	628	781	905
Religion/pilgrimages	71	139	376	545	787
Shopping	240	298	449	463	498
Excursionists	25		25	25	
Volunteering	82	211	978	1,504	1,940
Others	137	19	926	926	120

Source: TEMS 2019

Combining the different purposes of visit to the three main categories shows that Leisure Visitors are the highest spenders followed by business visitors. The VFR segment spends below US$ 100 per night in the country. (See Table 28).

Table 28: Overall Expenditures by Visitor Type (Collated)

Visitor Types	Expenditure Types				
	Per person per night	Per party per night	Per person per trip	Per trip	Per party per trip
Overall	**111**	**238**	**569**	**723**	**1,409**
Business & Professional	122	184	393	421	713
Leisure & Holiday	168	329	1,052	1,589	1,963
Others	98	135	699	800	1,052
VFR	69	139	358	435	913

Source: TEMS 2019

Visitors from North America and Oceania had higher per person per night expenditures, at US$ 191 and US$ 184 respectively compared to other regions.

Table 29: Overall Expenditures by Continent of Residence

Continent of Residence	Expenditure Types				
	Per person per night	Per party per night	Per person per trip	Per trip	Per party per trip
Overall	**111**	**238**	**569**	**723**	**1,409**
Africa	87	140	344	380	576
Asia	161	208	888	1,024	1,148
Europe	148	252	1,084	1,494	1,927
North America	191	358	1,142	1,626	2,077
Oceania	184	388	1,038	1,715	1,888
South America	174	302	900	1,031	1,087

Source: TEMS 2019

Expenditures across age groups reveal that visitors below 35 years spend less in comparison to those 35 years and above. The per person per trip expenditures reveal that those in the age group of 55 to 64 have higher spend across all expenditure types.

Table 30: Overall Expenditures by Age Group

Age Group	Expenditure Types				
	Per person per night	Per party per night	Per person per trip	Per trip	Per party per trip
Overall	**111**	**238**	**569**	**723**	**1,409**
15-24	50	126	597	725	1,122
25-34	98	218	531	651	1,340
35-44	115	203	477	575	1,105
45-54	126	266	557	696	1,408
55-64	188	348	1,094	1,494	2,001
65+	144	311	903	1,561	2,010

Source: TEMS 2019

Analysing the length of stay and visitor expenditure types shows that overall, average expenditures per night is higher for visitors that spend shorter nights, whereas per trip expenditures increases as the number of nights spent in Uganda increase.

Table 31: Overall Expenditures by Nights Spent
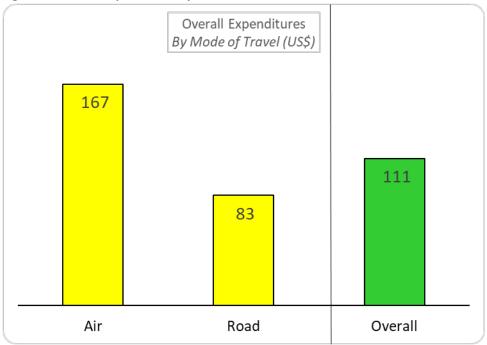
Nights Spent	Expenditure Types				
	Per person per night	Per party per night	Per person per trip	Per trip	Per party per trip
Overall	**111**	**238**	**569**	**723**	**1,409**
0 nights	55	92	55	58	92
1 night only	171	311	171	186	311
2-3 nights	135	312	324	407	740
4-7 nights	115	268	585	774	1,411
8-14 nights	94	194	919	1,294	2,043
15-29 nights	84	128	965	1,185	1,816
30-89 nights	87	165	851	923	1,123
90-189 nights	98	397	1,348	1,481	2,840
190-365 nights	121	265	1,330	1,400	1,470

Source: TEMS 2019

17.1.2 Overall Expenditure by Mode of Travel

Air visitors spend more when it comes to per person night spend. Air travellers spend, on average, slightly $80 more per person, per night when visiting Uganda compared with road (See Figure 43).

Figure 43: Overall Expenditures by Mode of travel

Overall Expenditures
By Mode of Travel (US$)

Source: TEMS 2019

Furthermore, Other Expenditure types by mode of travel are shown in Table 32 below;

Table 32: Expenditure Types and Mode of Travel

Mode of Travel	Expenditure Types				
	Per person per night	Per party per night	Per person per trip	Per trip	Per party per trip
Overall	**111**	**238**	**569**	**723**	**1,409**
Air	167	273	1,070		1,957
Road	83	194	312		719

Source: TEMS 2019

2.17.2 Non Package Expenditures/ Independent Expenditures

Non Package refers to tours planned and executed by the traveler without involving the tour Operators. The traveler books and pays for all services in the place of visit ranging from Air ticket, Accommodation, transport, Food and drinks etc to the time he/she departs the country.

The independent travelers' mean per person daily expenditure was US$ 107 and US$ 528 per person per trip. Examining the visitor spend by regions reveals that visitors from North America out spend all other regional markets. Africans spend considerably less, at US$ 89 per person per day and US$353 per person per trip.

Table 33: Non-Package Expenditures by Continent of Residence

Continent of Residence	Expenditure Types				
	Per person per night	Per party per night	Per person per trip	Per trip	Per party per trip
Overall	**107**	**175**	**528**	**609**	**1,046**
Africa	89	133	353	385	560
Asia	153	144	888	969	1,036
Europe	142	193	1,004	1,194	1,501
North America	173	265	1,077	1,364	1,657
Oceania	135	175	756	1,013	1,009
South America	164	317	867	1,007	1,146

Source: TEMS 2019

A close inspection of Visitor types shows that Independent Leisure visitors spend more than other all visitor's types, with a per person per trip average expenditure of US$934. In terms of daily per person expenditure, visitors that came for shopping (US$229), Business visitors (US$155) and Leisure visitors (US$137) had the highest mean per person per day expenditure.

In contrast, visitors who came for VFR, Education and Excursionists spent the least under the non-package tour arrangement.

Table 34: Non-Package Expenditures by Visitor Type

Visitor Types	Expenditure Types				
	Per person per night	Per party per night	Per person per trip	Per trip	Per party per trip
Overall	**107**	**175**	**528**	**609**	**1,046**
VFR	70	133	370	427	804
Business & Professional	154	199	550	583	829
Leisure & Holiday	142	223	896	1,155	1,432
MICE	91	155	223	236	494
Education & Training	47	92	894	925	1,026
Health & Medical care	113	81	634	789	884
Religion/pilgrimages	71	116	383	495	644
Shopping	244	310	454	469	519
Excursionists	25		25	25	
Volunteering	82	213	997	1,522	1,978
Others	133	20	917	917	128

Source: TEMS 2019

Table 35 below shows the collated Non-Package expenditures by visitor types;

Table 35: Non-Package Expenditures by Visitor Type (Collated)

Visitor Types	Expenditure Types				
	Per person per night	Per party per night	Per person per trip	Per trip	Per party per trip
Overall	**107**		**528**	**609**	**1,046**
Business & Professional	126		405	428	686
Leisure & Holiday	142		896	1,155	1,432
Others	100		719	810	1,055
VFR	70		370	427	804

Source: TEMS 2019

Findings from the study show that independent visitors in the age group of 55 to 64 years have the highest spend per person per day, at US$ 187. Those 34 and younger tend to spend less.

Table 36: Non-Package Expenditures by Age Group

Age group	Expenditure Types				
	Per person per night	Per party per night	Per person per trip	Per trip	Per party per trip
Overall	**107**	**175**	**528**	**609**	**1,046**
15-24	49	83	609	647	789
25-34	95	158	501	555	951
35-44	112	145	435	486	763
45-54	122	226	512	604	1,141
55-64	187	321	1,071	1,390	1,942
65+	108	158	735	1,023	1,256

Source: TEMS 2019

The average per night expenditures of visitors reduce as visitors tend to stay longer while the average per trip expenditures increases as visitors stay longer.

Table 37: Non-Package Expenditures by Nights spent

Nights Spent	Expenditure Types				
	Per person per night	Per party per night	Per person per trip	Per trip	Per party per trip
Overall	**107**	**175**	**528**	**609**	**1,046**
0 nights	56	92	56	60	92
1 night only	171	217	171	180	217
2-3 nights	128	202	311	349	503
4-7 nights	105	194	530	628	1,037
8-14 nights	82	131	783	935	1,390
15-29 nights	84	125	929	1,109	1,670
30-89 nights	91	172	875	949	1,169
90-189 nights	101	415	1,376	1,520	2,962
190-365 nights	129	284	1,418	1,492	1,587

Source: TEMS 2019

2.17.3 Package Tour Expenditures

Package Expenditures are those from a package tour or package holiday that comprises a variety of services such as transport and accommodation advertised and sold together by a vendor known as a tour operator.

Survey results indicate that the Package visitors' overall average expenditure per person per night is US$ 187, and US$ 1,100 per person per trip. Results show variations in expenditures by regions. Visitors from North America (US$ 257) and South America (US$ 433) reported the highest in-Uganda spending per person per night followed closely by visitors from Oceania (US$ 218) and Asia (US$ 214). Overall, on a per person per night basis, American visitors spend considerably more than those from other regions.

For Travel parties or groups, Average expenditure per party per night was estimated at US$ 378 and US$ 2,277 per party per trip.

Table 38: Package tour expenditures by Continent of Residence

Continent of Residence	Expenditure Types				
	Per person per night	Per party per night	Per person per trip	Per trip	Per party per trip
Overall	**187**	**378**	**1,100**	**2,048**	**2,277**
Africa	116	199	470	605	790
Asia	214	426	901	1,782	1,788
Europe	162	345	1,226	2,518	2,574
North America	257	462	1,220	2,190	2,428
Oceania	218	450	1,412	2,445	2,431
South America	433		1,300	1,300	

Source: TEMS 2019

Average expenditures vary by Visitor types, Leisure visitors under the package tour arrangement spent an average of US$ 204 per person per night, compared to those who came for Business

(US$166) as well as MICE (US$165). The other visitor types under package tours spent considerably less. Visitors who came for leisure and holidays spent a lot more under the package tour arrangement.

For travel parties or groups, mean expenditure per party per night was highest for VFR and Religious/Pilgrimage visitors at US$ 702 and US$ 672 respectively.

Table 39: Package tour expenditures by Visitor Types

Visitor Types	Expenditure Types				
	Per person per night	Per party per night	Per person per trip	Per trip	Per party per trip
Overall	**187**	**378**	**1,100**	**2,048**	**2,277**
VFR	145	702	625	1,519	8,761
Business & Professional	166	479	859	1,534	2,544
Leisure & Holiday	204	393	1,221	2,248	2,318
MICE	165		709	709	
Education & Training	30	50	119	261	328
Health & Medical care	135	135	1,760	1,760	1,760
Religion/pilgrimages	132	672	872	4,600	4,600
Shopping					
Excursionists					
Volunteering	89	213	963	1,686	1,857
Others	246		1,420	1,420	

Source: TEMS 2019

Note: Package visitors are neither Excursionists nor those who come for shopping.

Table 40 below shows the Package tour expenditures by collated visitor types;

Table 40: Package tour expenditures by Visitor Types (Collated)

Visitor Types	Expenditure Types				
	Per person per night	Per party per night	Per person per trip	Per trip	Per party per trip
Overall	**187**	**378**	**1,100**	**2,048**	**2,277**
Business & Professional	165		839	1,424	2,544
Leisure & Holiday	204		1,221	2,248	2,318
Others	51		318	654	840
VFR	145		625	1,519	8,761

Source: TEMS 2019

The data under study underscores that the average expenditure per person per night increases as travelers grow older, with those 65 and older spending most at US$ 252 per person per night. Furthermore, Table 41 shows that the older persons spend more across the other expenditure types.

Table 41: Package tour expenditures by Age Group

Age Group	Expenditure Types				
	Per person per night	Per party per night	Per person per trip	Per trip	Per party per trip
Overall	**187**	**378**	**1,100**	**2,048**	**2,277**
15-24	76	360	550	2,476	3,481
25-34	151	299	976	1,799	1,835
35-44	226	377	1,274	2,001	2,221
45-54	204	383	1,196	1,988	2,127
55-64	185	415	1,070	1,699	2,110
65+	252	608	1,340	3,083	3,296

Source: TEMS 2019

There are variations between length of stay and expenditure types, with those who stay longer (more than a month) spending much less and those who spend shorter stays spending more daily per person expenditures.

Table 42: Package tour expenditures by Nights Spent
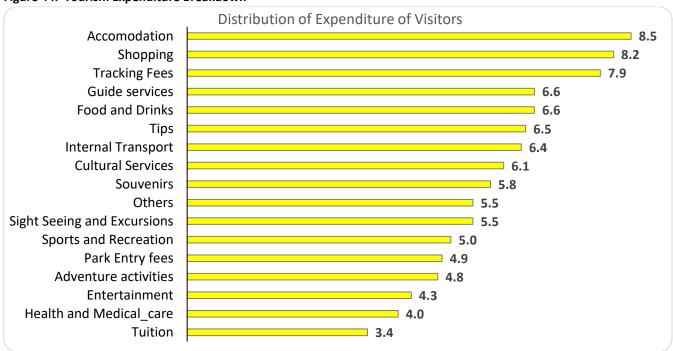
Nights Spent	Expenditure Types				
	Per person per night	Per party per night	Per person per trip	Per trip	Per party per trip
Overall	**187**	**378**	**1,100**	**2,048**	**2,277**
1 night only	438	1,235	438	839	1,235
2-3 nights	214	462	534	968	1,047
4-7 nights	217	436	1,118	1,987	2,239
8-14 nights	150	310	1,514	3,026	3,153
15-29 nights	87	129	1,411	2,137	2,160
30-89 nights	12	22	530	589	178

Source: TEMS 2019

2.18 Tourism Expenditure breakdowns

Expenditures of visitors are broken down as shown in Figure 44 below. The largest expenditures of visitors are spent on Accommodation followed by Shopping and Tracking fees.

Figure 44: Tourism Expenditure Breakdown

Distribution of Expenditure of Visitors

Category	Value
Accomodation	8.5
Shopping	8.2
Tracking Fees	7.9
Guide services	6.6
Food and Drinks	6.6
Tips	6.5
Internal Transport	6.4
Cultural Services	6.1
Souvenirs	5.8
Others	5.5
Sight Seeing and Excursions	5.5
Sports and Recreation	5.0
Park Entry fees	4.9
Adventure activities	4.8
Entertainment	4.3
Health and Medical_care	4.0
Tuition	3.4

Source: TEMS 2019

2.19 Tourism Earnings

Tourism earnings for 2019 are estimated at US$ 1,406.0 million. At US$0.486.9 billion, the segment of Business and Professional generates the highest foreign Exchange for the Country, closely followed by the Leisure and Holiday Segment (US$0.364.1 bn). Detailed computation is shown in Table 90 in the Annex.

Table 43: Tourism Earnings

Visitor Types	Travel Arrangement		Tourism Earnings Million (US$)
	Package	**Non Package**	
Business & Professional	50.4	436.5	486.9
Leisure & Holiday	45.3	357.7	403.0
VFR	7.7	172.3	180.1
Others	51.9	284.2	336.1
Total	**155.3**	**1,250.7**	**1,406.0**

Source: TEMS 2019

2.20 Visits to Tourism Sites and Regions

The survey gathered information regarding visitors' visits to Kampala, 4 of Kampala's visitor attractions (the Uganda museums, the Kasubi tombs, the Namugongo martyrs shrine, and a city center tour), and 26 of Uganda's most popular nature tourism sites. For each of the 31 visitor attractions, interviewers recorded if visitors had visited them and, if so, what was the rating of the sites on a scale of 1 to 5 where 1 is excellent and 5 is poor.

2.20.1 Regional destinations in Uganda

Respondents were asked which regions and attractions they visited during their trip. Survey results indicate that the most visited region was Central region with 36% visitation, followed by Western region (29%), Eastern (23%) and Northern being the least visited with 13%.

Figure 45: Regional Destinations of Visitors

Regions Visited while in Uganda (%)

Central Eastern Northern Western

Source: TEMS 2019

On the other hand, Western region dominated in visitation by leisure visitors with 41 percent, followed by Central and Eastern at 22 percent. The other visitor types are more likely to visit the Central region than other regions as seen in Table 44 below.
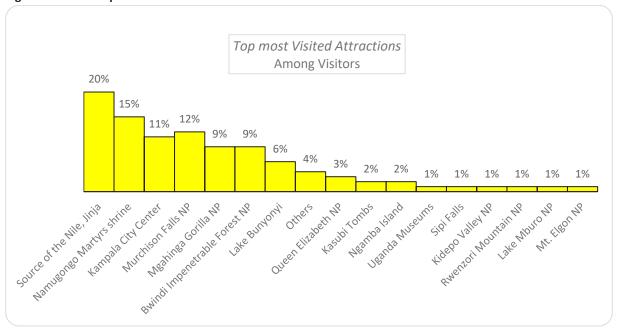
Table 44: Visitor types and Regions visited

Regions Visited	Visitor Types									
	VFR	Business	Leisure & Holidays	MICE	Education & Training	Health & Medical care	Religion/ pilgrimages	Shopping	Volunteering	Others
Central	54.9	53.3	21.7	64.7	47.6	38.5	70.4	80.6	28.1	36.4
Western	11.0	15.8	41.4	4.4	12.5	15.4	7.4	6.5	26.6	18.2
Eastern	25.7	21.7	21.6	27.9	26.2	23.1	14.8	12.9	21.9	27.3
Northern	8.4	9.2	15.3	2.9	13.7	23.1	7.4	0.0	23.4	18.2
Total	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**

Source: TEMS 2019

2.20.2 Popularity of Uganda's Visitor Attractions

Survey results reveal that the Source of the Nile is the most popular visitor site and draws about **20 percent** of the visitors who visited visitor sites as part of their trip. The second and third most popular visitor sites are Namugongo martyrs Shrine which draws **15 percent** of visitors and Kampala City Center **(11 percent).** Murchison Falls National Park **(12 percent)** and Mgahinga Gorilla and Bwindi Impenetrable National Parks **(9 percent)** are the two-top widely known national parks. Lake Bunyonyi **(6 percent)** and Queen Elizabeth National park **(3 percent)** are also very popular.

Figure 46: Most Popular visited Attractions

Source: TEMS 2019

2.20.3 Regions and Attractions visited

This presents the top regional places and attractions visited by visitors during their trip to Uganda. Figure 47 shows that Mgahinga Gorilla NP (31 percent) and Bwindi Impenetrable NP (30.1 percent) were the most popular attractions in the Western Region of Uganda, Namugongo Martys Shrine (71 percent) and the City Center tour (13.1 percent) were the most popular in Kampala, Ngamba Island (31.2 percent) and Ssezibwa Falls (4.8 percent) were common attractions among the Central Region Visitors, Murchison Falls NP (88.4 percent) and Kidepo Valley NP (5.8 percent) were popular in the Northern Region, while the Source of the Nile (87 percent) and Sipi Falls (5.1 percent) are the most popular in the Eastern Region.

Figure 47: Popular attractions by Regions

Western	Kampala	Central	Northern	Eastern
• Mgahinga Gorilla NP **(31%)** • Bwindi Impenetrable NP **(30.1%)** • Lake Bunyonyi **(20%)** • Queen Elizabeth NP **(9.6%)** • Rwenzori Mountain NP **(2.7%)** • Lake Mburo NP **(2.5%)** • Kibale NP **(0.9%)** • Toro Semliki WR **(0.3%)** • Others **(2.5%)**	• Namugongo Martyrs shrine **(71%)** • City centre tour **(13.1%)** • Kasubi Tombs **(10%)** • Uganda Museums **(5.9%)**	• Ngamba Island **(31.2%)** • Ssezibwa Falls **(4.8%)** • Ssese / Lake Victoria Islands **(3.2%)**	• Murchison Falls NP **(88.4%)** • Kidepo Valley NP **(5.8%)** • East Madi WR **(0.3%)** • Others **(5.5%)**	• Source of the Nile, Jinja (87%) • Sipi Falls (5.1%) • Mt. Elgon NP (3.2%) • Itanda, Kalagala falls (0.8%) • Nyero rock paintings (0.6%) • Mt. Moroto (0.2%) • Others (3.2%)

Source: TEMS 2019

2.21 Visitor Satisfaction with Visitor Sites and Attractions

Levels of visitor satisfaction with Tourism facilities/services consumed during their trip were assessed. A scale of 1 to 5 was used, where 1 was 'Poor or completely dissatisfied' and 5 was 'Excellent or completely satisfied'. The attractions have been categorized into a) National parks and Game reserves, b) Historical and cultural sites, and c) Other key Visitor attractions like Source of the Nile, Falls, Ngamba Island, Uganda Wildlife Education Centre, among others.

2.21.1 Satisfaction with national Parks and Wildlife Reserves

Overall, visitors to Uganda are highly satisfied with their experience with Ugandan National parks and wildlife reserves. Satisfaction was high across all National Parks and wildlife Reserves with all receiving an average satisfaction score of **4.8 or higher**. Notably, ratings for Mgahinga Gorilla NP, Rwenzori Mountain NP, Semliki NP, and Mt. Elgon NP received the most favourable assessments with the highest average rating of **5.0**

Kidepo Valley NP, Kibale NP and Lake Mburo NP comparably received a sizeable number of dissatisfaction.

Table 45: Satisfaction with National Parks and Wildlife Reserves

Satisfaction with National Parks	Satisfaction ratings					Total	Score
	Excellent	Very Good	Good	Adequate	Poor		
Mgahinga Gorilla NP	75.8	21.8	2.4	0.0	0.0	100	5.00
Rwenzori Mountain NP	50.0	39.4	10.6	0.0	0.0	100	5.00
Semliki NP	40.7	33.3	25.9	0.0	0.0	100	5.00
Mt. Elgon NP	34.3	40.0	25.7	0.0	0.0	100	5.00
Toro Semliki Wildlife Reserve	45.5	45.5	9.1	0.0	0.0	100	5.00

Satisfaction with National Parks	Satisfaction ratings					Total	Score
	Excellent	Very Good	Good	Adequate	Poor		
East Madi Wildlife Reserve	100.0	0.0	0.0	0.0	0.0	100	5.00
Murchison Falls NP	68.2	26.2	5.2	0.3	0.0	100	4.98
Bwindi Impenetrable Forest NP	75.3	18.9	5.0	0.3	0.5	100	4.96
Queen Elizabeth NP	58.1	31.2	9.8	0.3	0.6	100	4.95
Kibale NP	58.0	32.1	8.4	1.5	0.0	100	4.92
Kidepo Valley NP	40.0	42.0	16.0	2.0	0.0	100	4.90
Lake Mburo NP	36.7	45.3	15.6	1.6	0.8	100	4.88

Source: TEMS 2019

Note: The numbers received in Wildlife Reserves were minimal to infer for the population.

1.21.2 Satisfaction with Historical and Cultural Sites

Generally, Visitors were satisfied with the Historical and Cultural Sites, with Nyero Rock Paintings receiving the highest satisfaction score of **5.0**. Kasubi Tombs received a sizeable number of very low ratings (rating of Poor).

Table 46: **Satisfaction with Historical and Cultural Sites**

Satisfaction with Cultural Sites	Satisfaction ratings					Total	Score
	Excellent	Very Good	Good	Adequate	Poor		
Nyero Rock Paintings	12.5	75.0	12.5	0.0	0.0	100	5.00
Uganda Museums	25.2	40.8	28.6	3.9	1.5	100	4.73
Namugongo Martyrs Shrine	38.0	41.3	15.2	4.3	1.1	100	4.73
Kisubi Tombs	19.1	44.9	24.7	3.4	7.9	100	4.44

Source: TEMS 2019

1.21.3 Satisfaction with Other Key Visitor Attractions and Sites

Visitors' voiced their satisfaction with the other key visitor attractions, with most of the visitor attractions and sites receiving very high visitor ratings (Excellent, Very good, and Good). Ssezibwa falls, Ssese/Lake Victoria island, City center, and Itanda, Kalagala Falls got a sizeable proportion of very low ratings (rating of poor).

Table 47: **Satisfaction with Other Key Visitor Attractions and Sites**

Tourist Attractions/Sites	Satisfaction ratings					Total	Score
	Excellent	Very Good	Good	Adequate	Poor		
Lake Bunyonyi	54.0	34.9	11.1	0.0	0.0	100	5.00
Ngamba Island	75.0	25.0	0.0	0.0	0.0	100	5.00
Mt. Moroto	31.3	56.3	12.5	0.0	0.0	100	5.00
Source of the Nile, Jinja	61.8	29.1	7.9	0.9	0.4	100	4.94
Sipi Falls	54.1	36.5	8.1	1.4	0.0	100	4.93
Uganda Wildlife Education Centre	55.1	29.6	13.3	2.0	0.0	100	4.90
Itanda, Kalgala falls	40.7	29.6	25.9	3.7	0.0	100	4.81
City Centre Tour	21.0	41.5	33.6	2.9	1.1	100	4.80
Ssese/Lake Victoria Island	49.7	40.3	6.0	2.7	1.3	100	4.80
Ssezibwa Falls	38.1	33.3	23.8	0.0	4.8	100	4.76

Source: TEMS 2019

2.22 Satisfaction with Tourism Facilities and Services

In this section, the level of satisfaction experienced within each tourism facility or service (Accommodation, restaurants, Tours/Excursions, Local transport, Historical Sites, Visitor information, People / hospitality, Safety & Security, Shopping, Entertainment, Home stays and Visa Acquisition) is explored. Graphs/Tables are presented to show the level of satisfaction with each individual tourism facility or service based on a Linkert scale of five dimensions: Excellent, Very good, Good, Adequate and Poor. The Tourism Facilities or services have been disaggregated into a) Service providers and b) Destination attributes.

2.22.1 Satisfaction ratings for Service Providers

Visitors to Uganda are highly satisfied with service provision. Inspection of Table 48 suggests that most of the visitors **(more than seven in ten)** were satisfied (ratings of Excellent, Very Good and Good) with the facilities and amenities offered by service providers. The underlying data also shows that Local Transport **(2.2 percent)** and Entertainment **(1.5 percent)** drew some low levels of dissatisfaction.

Table 48: **Satisfaction ratings for Service Providers**

Facilities/Services	Satisfaction ratings					Total	Average Score
	Excellent	Very Good	Good	Adequate	Poor		
Restaurants	26.2	44.5	26.4	2.6	0.2	100	4.86
Accommodation	33.3	42.3	21.6	2.6	0.3	100	4.86
Tours, Excursions	40.9	37.1	18.7	2.7	0.6	100	4.84
Entertainment	41.9	31.9	21.7	3.1	1.5	100	4.77
Shopping	25.2	38.6	30.2	5.2	0.7	100	4.70
Local transport	13.3	30.8	40.7	13.0	2.2	100	4.24

Source: TEMS 2019

2.22.2 Satisfaction ratings for Destination Attributes

This section assesses satisfaction of Visitors with the different destination attributes. Examination of Table 49 reveals that visitors were satisfied with the different destination attributes and majority of the destination attributes received high ratings (ratings of Excellent, Very good and good). Visitor information and Safety or security received lowest ratings.

Table 49: **Satisfaction ratings for Destination Attributes**

Facilities/Services	Satisfaction ratings					Total	Average Score
	Excellent	Very good	Good	Adequate	Poor		
People / hospitality	52.8	32.2	13.4	1.4	0.3	100	4.92
Home stays	50.9	26.3	17.0	5.8	0.0	100	4.71
Historical Sites	27.1	39.8	27.1	4.8	1.2	100	4.70
Safety & Security	28.5	36.1	27.7	6.0	1.7	100	4.62
Visitor information	21.6	34.4	30.5	10.7	2.7	100	4.33

Source: TEMS 2019

2.23 Evaluation of Uganda as a Destination

2.23.1 Likelihood to return in the next five years

Visitors' indicated a high likelihood to return in the next five years (*more than 6 in 10 visitors are most likely to return to Uganda in five years' time*). The overall average was 4.3 (on a scale of 1 to 5

where '1' was 'Very Unlikely' and '5' was 'Very Likely'). Overseas visitors are less likely to return to Uganda than visitors from Africa.

Figure 48: Likelihood to return in the next five years

Source: TEMS 2019

Business visitors, MICE, and those coming for shopping or religious reasons are the most likely to return in the next five years. Likelihood of return was also slightly lower for Leisure visitors (**average 3.59**) compared to other visitor types.

2.23.2 Likelihood of Recommending friends or Family for a Holiday Visit

Visitors indicated a high likelihood of recommending Uganda to friends and family as a place to visit. At least **eight in ten visitors (82.8 percent)** recommend Uganda to friends and family for a holiday visit. This explains why friends or family is the main information source for visitors to Uganda. Overseas Visitors are more likely to recommend Uganda to friends or family for a holiday visit compared to the visitors from Africa.
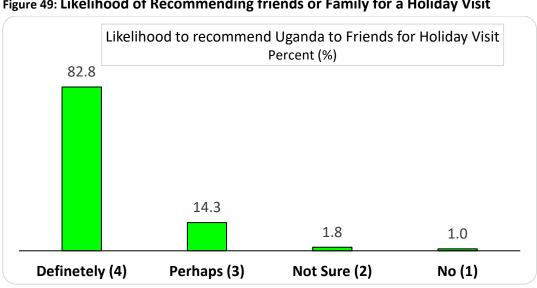
Figure 49: Likelihood of Recommending friends or Family for a Holiday Visit

Source: TEMS 2019

Ratings remain high across visitor types. Those who travel to Uganda for shopping and VFR are less likely to recommend Uganda to friends or family for a holiday visit compared to other visitor types.

2.24 Visitor Impression

At the end of the survey, visitors voiced their experiences regarding reasons why they were likely to return to Uganda, their most enjoyable experiences/ things that impressed them while in Uganda and suggested areas that need improvement to better develop Tourism in Uganda

2.24.1 Reasons for Likelihood/Unlikelihood to return to Uganda in five years

The word cloud below shows a visual representation of responses to the questions "**Reasons for the likelihood or unlikelihood to return for a holiday visit in the next five years**", with the larger text being a more frequent response.

Figure 50: Reasons for Likelihood to return

Source: TEMS 2019

The most common responses for likelihood to return are Business, VFR, Education, to visit visitor attractions or to tour and shopping.

Figure 51: Reasons for Unlikelihood to return

Source: TEMS 2019

The most common responses for unlikelihood to visit are Uganda being an expensive destination, time factor and need to explore other countries.

2.24.2 Most Enjoyable Experience in Uganda

The word cloud below shows a visual representation of responses to the questions "**What was your most enjoyable experience during this trip"**, with the larger text being a more frequent response.

Figure 52: Most Enjoyable Experience in Uganda

Source: TEMS 2019

The most common response on the most enjoyable experience in Uganda were Food, Hospitality, Gorilla tracking, good weather, Source of the Nile, beautiful sceneries and falls, night life, wildlife safari and freedom

2.24.3 Areas for improvement
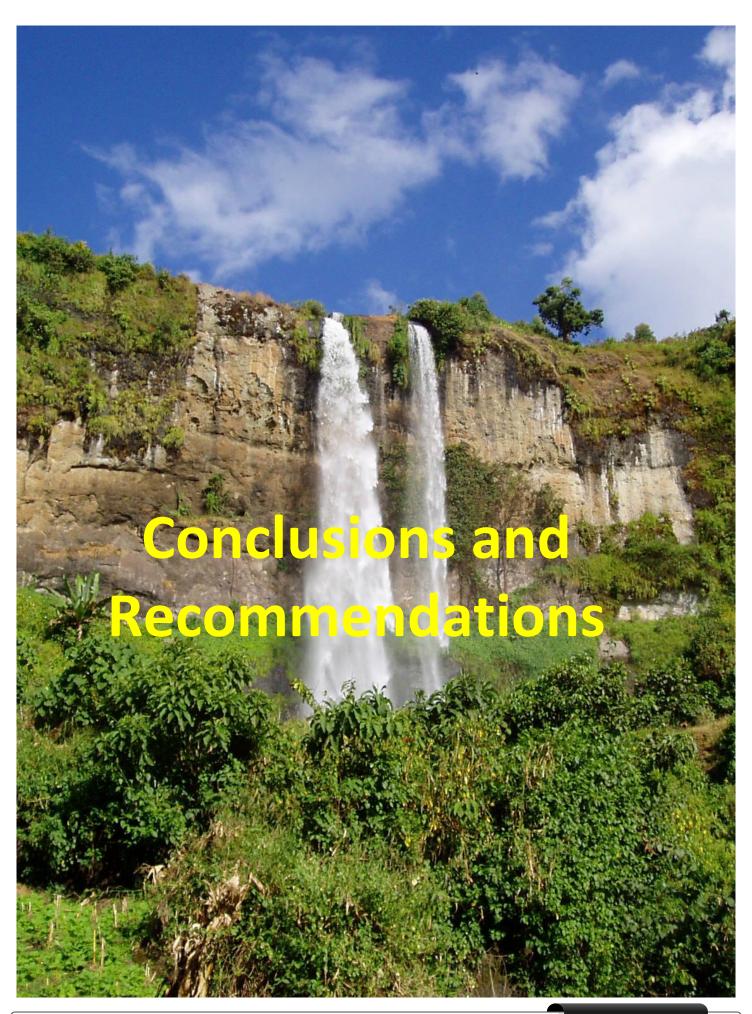
The word cloud below shows a visual representation of responses to the questions "**What suggestions do you have to improve Tourism in Uganda"**, with the larger text being a more frequent response.

Figure 53: Areas for improvement

Source: TEMS 2019

The main suggestions were improvement of roads & other infrastructure, Security, Control of Traffic Jam and Congestion in the City Centre, Increase marketing and promotion.

Conclusions and Recommendations

3.0 Conclusions and Recommendations

This Section presents the conclusions based on the findings from the Tourism Expenditure and Motivation Survey 2019 and Recommendations to improve the planning of the Tourism Sector in Uganda.

3.1 Conclusions

The Tourism Expenditure and Motivation Survey was conducted for two weeks in September and October, 2019. The primary objective of the survey was: to provide estimates of Tourism Expenditure in Uganda; to collect information for tourism promotion and marketing and to collect information for compilation of the Tourism Satellite Accounts.

Earnings from Tourism have been estimated at US$ 1,406.0 million in 2019. The Overall average expenditure per person per night was estimated at US$ 111. The average Expenditure per trip was estimated at US$ 723 and the average expenditure per person per trip was estimated at US$ 569.

3.2 Recommendations

Based on the survey results, the following recommendations were made to enrich visitor experience and improve development of tourism in Uganda

k) The survey findings show that an overall average length of stay of persons who visited Uganda was 8.3 nights. In view of this, there is a need of enhancing diversification and promotion of tourism products rather than relying on wildlife tourism in order to prolong the length of stay at a destination and increase tourism earnings.

   Responsible Institutions: MTWA, UTB, UWA, UTA, MoLG

l) The findings also indicate that the majority of visitors expressed their concerns on the conditions of roads and other infrastructure, such as the aerodromes, border posts and roads leading to the various attractions. The government is therefore urged to continue with its efforts to improve the roads and infrastructure.

   Responsible Institutions: MTWA, MoWT, UNRA, CAA, MoLG

m) The findings also indicate that the majority of visitors expressed their concerns on traffic Jam and Security. The government therefore needs to ensure that it expands roads and creates alternative routes to reduce on congestion and jam in the city. Furthermore, government should prioritize security in the country.

   Responsible Institutions: MTWA, MoWT, MoDVA, UPDF, UPF, UNRA, KCCA

n) The findings reveal the country has a lot to offer but is under marketed. The Uganda Tourism Board should step up and increase Tourism marketing and promotion of Destination Uganda.

   Responsible Institutions: MTWA, UTB, UWA, UTA, MoFA, MoFPED

o) The findings reveal that most of the package visitors (71 percent) buy their packages outside Uganda. This opens the possibility of revenue leakages, i.e. the possibility that revenue accrues

to other countries as a consequence of tour arrangements made outside the country. The private sector should be supported and facilitated to directly market in the source markets.

Responsible Institutions: MTWA, UTB, UWA, AUTO, UTA, MoFPED

p) The findings reveal that only 8 percent of visitors to Uganda travel on a package Tour. This is not good for the country since Package visitors spend more than Non Package and are mostly Leisure visitors. Package visitors spend US$187 per day per person while the Non Package tourists spend US$107 per day per person. This means that if we are to earn more from tourism then we need to support private sector through incentives to promote and encourage Package tours.

Responsible Institutions: MTWA, UTB, UWA, AUTO, UTA, MoFPED

q) The findings indicate that MICE visitors, on average spend 2.2 nights in the country and commonly engage mainly in shopping **(30 percent)** followed by VFR and Sightseeing. For the country to realize value from the MICE visitors, the government has to increase their stay in the country through designing leisure activities around MICE. Additionally, the Uganda Convention Bureau should be empowered and strengthened to be involved in each and every conference organized within the country.

Responsible Institutions: MTWA, UTB, AUTO, UTA, UHOA, MoFPED

r) **Visitor information, facilities and branding;** There is lack of visitor information and adequate branding at land border posts across the country. It was also observed that the facilities at the border posts are substandard and in dire need of improvement. Subsequently, it is recommended that information desks and better facilities should be put across all land border posts.
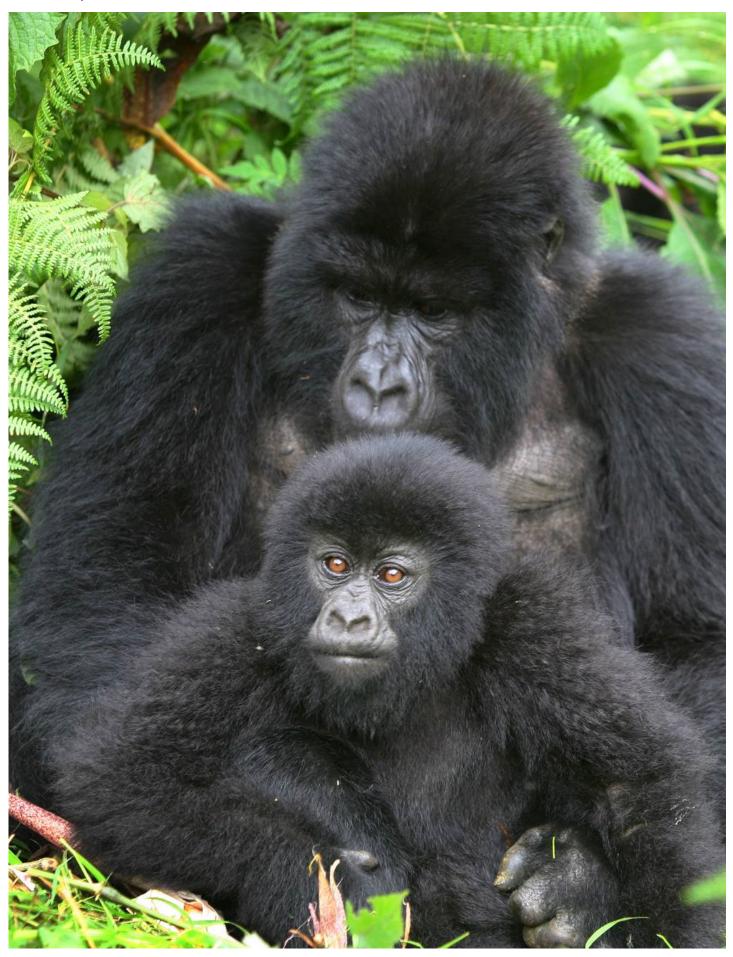
Responsible Institutions: MTWA, UTB, AUTO, UTA, UNRA, KCCA, MoFPED

s) **Accessibility and connectivity to upcountry tourist attractions;** Observations at the Cyanika border post indicated that there is a lot of traffic coming into the country for gorilla tracking through a neighboring country, which could be attributed to the ease of access to Bwindi and Mgahinga compared to coming in through Entebbe. To ease access to upcountry visitor attractions, aerodromes in nearby areas should be upgraded to standards that will enable visitors to fly to these destinations.

Responsible Institutions: MTWA, UTB, AUTO, UTA, UHOA, UNRA, KCCA, MoFPED

t) The findings show that 86% of leisure visitors come for gorilla tracking. This shows that there is an under-utilization of the diverse nature-based tourist attractions available. There is a need to develop more products in the national parks as a package. There is also a need to diversify the marketing strategies to promote the national parks holistically.

Responsible Institutions: MTWA, UTB, AUTO, UTA, UHOA

Appendices

Appendices

Annex I: Survey Tables of Results

Table 50: Number of Visitors by category of visitors

Visitor Type	Number	Percent (%)
Overnight Visitors (Tourists)	3984	95%
Same day Visitors (Excursionists)	200	5%
Total	**4184**	**100%**

Source: TEMS 2019

Table 51: Visitors countries of Residence

Country of Usual Residence	Number	Percent (%)
Kenya	1103	26%
Dr. Rep Congo	467	11%
Rwanda	423	10%
Tanzania	306	7%
United States	295	7%
United Kingdom	166	4%
Germany	148	4%
Burundi	147	4%
South Sudan	123	3%
South Africa	88	2%
Australia	84	2%
Netherlands/ Holland	69	2%
Canada	49	1%
France	47	1%
Israel	38	1%
Ethiopia	30	1%
India	29	1%
Belgium	27	1%
Italy	26	1%
Sweden	26	1%
Nigeria	23	1%
Somalia	23	1%
Denmark	22	1%
British Virgin Isl.	19	0%
Norway	19	0%
Hawaii (USA)	18	0%
Spain	18	0%
Switzerland	18	0%
Austria	17	0%
UAE/Dubai/Abu Dhabi/Sharjah	17	0%
China	16	0%
Ireland	16	0%
Eriteria	14	0%
Egypt	13	0%
Iran	11	0%
Japan	11	0%

Country of Usual Residence	Number	Percent (%)
New Zealand	11	0%
Russia	11	0%
Zambia	11	0%
Zimbabwe	10	0%
Sudan	9	0%
Brazil	8	0%
Poland	8	0%
Ukraine	8	0%
Bangladesh	7	0%
Finland	6	0%
Mozambique	6	0%
Malawi	5	0%
American Samoa	4	0%
Argentina	4	0%
Congo Brazzaville	4	0%
Malaysia	4	0%
Portugal	4	0%
Turkey	4	0%
Botswana	3	0%
Burkina Faso	3	0%
Cameroon	3	0%
Hungary	3	0%
Iceland	3	0%
Iraq	3	0%
Lithuania	3	0%
Mexico	3	0%
Morocco	3	0%
Pakistan	3	0%
Saudi Arabia	3	0%
Slovakia	3	0%
Chile	2	0%
French Guiana	2	0%
Greece	2	0%
Guatemala	2	0%
Hong Kong	2	0%
Indonesia	2	0%
Jamaica	2	0%
Namibia	2	0%
Qatar	2	0%
Senegal	2	0%
Sri Lanka	2	0%
Thailand	2	0%
Uruguay	2	0%
Angola	1	0%
Bahamas	1	0%
Bosnia Harzg	1	0%
Cent. African. Rep	1	0%

Country of Usual Residence	Number	Percent (%)
Chad	1	0%
Colombia	1	0%
Comoros	1	0%
Cote divoire	1	0%
Cyprus	1	0%
Djibouti	1	0%
Dominicati Rep.	1	0%
Gambia	1	0%
Ghana	1	0%
Korea Dem	1	0%
Korea Rep	1	0%
Kuwait	1	0%
Lebanon	1	0%
Liberia	1	0%
Madagascar	1	0%
Myanmar	1	0%
Nepal	1	0%
New Caledonia	1	0%
Oman	1	0%
Palau	1	0%
Philippines	1	0%
Romania	1	0%
Serbia	1	0%
Slovenia	1	0%
Tajikistan	1	0%
Togo	1	0%
Trinidad Tobago	1	0%
Wake Is	1	0%
Total	**4184**	**100%**

Source: TEMS 2019

Table 52: Visitors' Continents of Residence

Continent	Number	Percent (%)
Africa	2832	68%
Asia	166	4%
Europe	674	16%
North America	391	9%
Oceania	102	2%
South America	19	0%
Total	**4184**	**100%**

Source: TEMS 2019

Table 53: Airlines Tourists use during their trip to Uganda.

Airlines	Number	Percent (%)
Kenya Airlines	267	17%
KLM Royal Dutch Airlines	267	17%
Ethiopian Airlines	256	16%
Emirates Airlines	196	12%
Brussels Airlines	190	12%
Air Rwanda	84	5%
Qatar Airways	64	4%

Airlines	Number	Percent (%)
Turkish Airlines	54	3%
South African Airways	51	3%
Egypt Air	22	1%
Uganda Airlines	19	1%
Air Tanzania	17	1%
Jambo Jet	15	1%
Fly Dubai	14	1%
Etihad Airways	11	1%
Tarco Airlines	11	1%
UN Flights	11	1%
Air France	8	1%
Others (Specify)	6	0%
Precision Air	6	0%
Aerolink Uganda	2	0%
Total	**1571**	**100%**

Source: TEMS 2019

Table 54: Airlines Tourists use during their trip by region

Airlines	Africa	Asia	Europe	North America	Oceania	South America	Total
Kenya Airlines	123	19	61	43	17	4	267
KLM Royal Dutch Airlines	8	4	121	128	4	2	267
Ethiopian Airlines	102	44	74	25	8	2	255
Emirates Airlines	18	23	82	42	29	2	196
Brussels Airlines	5	1	121	58	3	2	190
Air Rwanda	62	6	9	6	1		84
Qatar Airways	7	15	24	10	6	2	64
Turkish Airlines	3	2	35	13	1		54
South African Airways	36	3	3	3	3	3	51
Egypt Air	8		10	3	1		22
Uganda Airlines	17		1	1			19
Air Tanzania	8	1	4	4			17
Jambo Jet	11		3			1	15
Fly Dubai	1	2	6	3	2		14
Etihad Airways		2	6	1	2		11
Tarco Airlines	11						11
UN Flights	3	3	3	2			11
Air France			6		2		8
Others (Specify)	2		1	3			6
Precision Air	3		1	1	1		6
Aerolink Uganda				2			2
Total	**428**	**125**	**571**	**348**	**80**	**18**	**1570**

Source: TEMS 2019

Table 55: Tourists' visit to Other African Countries

Visits to Other African Countries	Number	Percent (%)
No	2323	62%
Yes	1444	38%
Total	**3767**	**100%**

Source: TEMS 2019

Table 56: Tourists' visit to Other African Countries as part of Uganda Trip (Percentage of Total Tourist Population)

Other African countries	Number	Percent (%)
Kenya	282	20%
Rwanda	281	19%
Tanzania	195	14%
Burundi	158	11%
South Africa	104	7%
Uganda	90	6%
Dr. Rep Congo	68	5%
Botswana	28	2%
South Sudan	25	2%
Egypt	24	2%
Ethiopia	24	2%
Nigeria	21	1%
Zimbabwe	20	1%
Somalia	16	1%
Zambia	13	1%
Cameroon	11	1%
Ghana	10	1%
Mozambique	8	1%
Sudan	8	1%
Senegal	6	0%
Burkina Faso	5	0%
Morocco	5	0%
Namibia	5	0%
Malawi	4	0%
Others Specify	4	0%
Eriteria	3	0%
Angola	2	0%
Chad	2	0%
Gambia	2	0%
Libyan Arab Jam	2	0%
Madagascar	2	0%
Mali	2	0%
Algeria	1	0%
Australia	1	0%
Congo Brazzaville	1	0%
Cote divoire	1	0%
Gabon	1	0%
Germany	1	0%
Guinea Bissau	1	0%
Liberia	1	0%
Mauritius	1	0%
Russia	1	0%
Seychelles	1	0%
Swaziland	1	0%
Togo	1	0%
Tunisia	1	0%
Total	**1444**	**100%**

Source: TEMS 2019

Table 57: Visitors by mode of Travel

Mode of Travel	Number	Percent (%)
Road	2610	62%
Air	1572	38%
Total	**4182**	**100%**

Source: TEMS 2019

Table 58: Visitors by mode of Travel and continent of Residence

Mode_of_travel	Africa	Asia	Europe	North America	Oceania	South America	Total
Air	447	124	578	333	78	12	1572
Road	2384	42	95	58	24	7	2610
Total	**2831**	**166**	**673**	**391**	**102**	**19**	**4182**

Source: TEMS 2019

Table 59: Number of visitors by departure points,

border	Number	Percent (%)
Busia	647	15%
Entebbe	1502	36%
Katuna	287	7%
Kyanika	498	12%
Malaba	642	15%
Mirama Hill	281	7%
Mutukula	327	8%
Total	**4184**	**-**

Source: TEMS 2019

Table 60: Age composition of Tourists

Age group	Number	Percent (%)
25-34	1439	34%
35-44	1314	31%
45-54	729	17%
15-24	310	7%
55-64	238	6%
65+	154	4%
Total	**4184**	**100%**

Source: TEMS 2019

Table 61: Sex Composition of Tourists

Sex	Number	Percent (%)
Male	2674	64%
Female	1510	36%
Total	**4184**	**100%**

Table 62: Sex Composition of Tourists by Tourist type (purpose of visit):

Visitor Type	Female	Male	Total
Visiting Friends and Relatives	503	678	1181
Business & Professional	199	638	837
Holidays, Leisure & Recreation	326	482	808
Meetings, Events and Conferences	119	399	518
Education and Training	148	209	357
Shopping	86	95	181
Religion/pilgrimages	49	68	117
Volunteering	45	32	77
Health and Medical care	23	41	64
Others (Specify)	8	24	32
Day Visitors (Excursionists)	4	7	11
Total	**1510**	**2673**	**4183**

Source: TEMS 2019

Table 63: Age composition and Tourist continent of residence

s1q1f	Africa	Asia	Europe	North America	Oceania	South America	Total
15-24	220	15	54	13	8		310
25-34	1028	68	221	89	23	10	1439
35-44	1009	42	156	80	24	3	1314
45-54	477	31	116	81	21	3	729
55-64	67	6	80	65	17	3	238
65+	31	4	47	63	9		154
Total	2832	166	674	391	102	19	4184

Source: TEMS 2019

Table 64: Sex Composition by Tourist continent of Residence

Continent	Female	Male	Total
Africa	942	1890	2832
Asia	46	120	166
Europe	295	379	674
North America	171	220	391
Oceania	51	51	102
South America	5	14	19
Total	1510	2674	4184

Source: TEMS 2019

Table 65: Sex Composition and purpose of visit

Visit Type	Female	Male	Total
Business & Professional	199	638	837
Day Visitors (Excursionists)	4	7	11
Education and Training	148	209	357
Health and Medical care	23	41	64
Holidays, Leisure & Recreation	326	482	808
Meetings, Events and Conferences	119	399	518
Others (Specify)	8	24	32
Religion/pilgrimages	49	68	117
Shopping	86	95	181
Visiting Friends and Relatives	503	678	1181
Volunteering	45	32	77
Total	1510	2673	4183

Source: TEMS 2019

Table 66: Tourists Travel Pattern (Alone/ group)

Travel Arrangement	Number	Percent (%)
Alone	3091	74%
With Friends/Relatives	544	13%
With Spouse	309	7%
Other groups	240	6%
Total	4184	100%

Source: TEMS 2019

Table 67: Size Distribution of Tourist Groups

Number of people in Travel Party	Number	Percent (%)
1	3091	74%
2	637	15%
3	149	4%
4	81	2%
5	41	1%
6	38	1%
7	10	0%
8	14	0%

Number of people in Travel Party	Number	Percent (%)
9	6	0%
10	11	0%
11	7	0%
12	2	0%
13	2	0%
15	14	0%
16	9	0%
17	1	0%
18	3	0%
19	1	0%
20	41	1%
21	2	0%
23	1	0%
25	20	0%
30	2	0%
39	1	0%
Total	**4184**	**100%**

Source: TEMS 2019

Table 68: First-time and repeat visitors

Category	Number	Percent (%)
First time	2036	49%
Repeat Visitors	2148	51%
Total	**4184**	**100%**

Source: TEMS 2019

Table 69: Tourist Arrivals Categorized by Number of Visits in the last one year

Number of visits	Number	Percent (%)
Four or More Visits	707	17%
Once	2036	49%
Thrice	434	10%
Twice	1007	24%
Total	**4184**	**100%**

Source: TEMS 2019

Table 70: First-time and repeat visitors by tour arrangements

Number of Earlier Visits	independently	Package	Total
First time	1727	308	2035
Repeat Visitors	2115	32	2147
Total	3842	340	4182

Source: TEMS 2019

Table 71: First-time and repeat visitors by Top Source Markets

Country	First time	Repeat Visitors	Total	Percent (%)
Kenya	395	708	1103	26%
Dr. Rep Congo	174	293	467	11%
Rwanda	199	224	423	10%
Tanzania	85	221	306	7%
United States	217	78	295	7%
United Kingdom	121	45	166	4%
Germany	114	34	148	4%
Burundi	44	103	147	4%
South Sudan	26	97	123	3%
South Africa	45	43	88	2%
Australia	75	9	84	2%
Netherlands/ Holland	46	23	69	2%
Canada	41	8	49	1%

Country	First time	Repeat Visitors	Total	Percent (%)
France	31	16	47	1%
Israel	31	7	38	1%
Ethiopia	12	18	30	1%
India	11	18	29	1%
Belgium	15	12	27	1%
Italy	20	6	26	1%
Sweden	19	7	26	1%
Nigeria	13	10	23	1%

Source: TEMS 2019

Table 72: First-time and repeat visitors by Purpose of visit

Purpose of Visit	First time	Repeat Visitors	Total	Percent (%)
Business & Professional	296	541	837	20%
Day Visitors (Excursionists)	2	9	11	0%
Education and Training	109	248	357	9%
Health and Medical care	36	28	64	2%
Holidays, Leisure & Recreation	623	185	808	19%
Meetings, Events and Conferences	223	295	518	12%
Others (Specify)	14	18	32	1%
Religion/pilgrimages	54	63	117	3%
Shopping	72	109	181	4%
Visiting Friends and Relatives	548	633	1181	28%
Volunteering	59	18	77	2%
Total	**2036**	**2147**	**4183**	**100%**

Source: TEMS 2019

Table 73: First-time and repeat visitors by tourism activities

Activities engaged in	First time	Repeat Visitors	Total	Percent (%)
Adventure activities (hiking, rafting)	19	16	35	1%
Beach tourism	30	73	103	3%
Bird watching	11	7	18	0%
Concerts, Shows and Plays	2	5	7	0%
Faith Based tourism	5	6	11	0%
Gorilla Viewing	404	70	474	13%
Honey Mooning	1	1	2	0%
Medical Treatment & Spas	17	19	36	1%
Meetings, Conferences/Congresses	171	149	320	9%
Mountain Climbing	5	6	11	0%
Others	74	144	218	6%
Religious Meetings, Events & Pilgrimages	39	49	88	2%
Shopping	171	335	506	13%
Sight Seeing	152	125	277	7%
Sport hunting/Fishing	NA	3	3	0%
Sporting or Cultural Events	10	12	22	1%
Sports & Recreation Activities	19	33	52	1%
Studies/Short Courses	16	70	86	2%
Trade Fairs and Exhibitions	11	23	34	1%
Visiting Relatives & Friends	456	603	1059	28%
Visiting Vacation Homes	11	12	23	1%
Visits to Historical & Cultural Sites	22	12	34	1%
Volunteer Work	28	13	41	1%
Weddings and Funerals	13	19	32	1%
Wildlife photography/filming	17	12	29	1%
Wildlife Safari	171	57	228	6%
Total	**1875**	**1874**	**3749**	**100%**

Source: TEMS 2019

Table 74: First-time and Repeat visitors by mode of travel

Mode of Travel	First time	Repeat Visitors	Total	Percent (%)
Air	986	586	1572	38%
Road	1049	1561	2610	62%
Total	**2035**	**2147**	**4182**	**100%**

Source: TEMS 2019

Table 75: Distribution of Tourist's Main Purpose of visit (percentage of Total Population

Main Purpose of Visit Purpose of Visit	Number	Percent (%)
Business & Professional	837	20%
Day Visitors (Excursionists)	11	0%
Education and Training	357	9%
Health and Medical care	64	2%
Holidays, Leisure & Recreation	808	19%
Meetings, Events and Conferences	518	12%
Others (Specify)	32	1%
Religion/pilgrimages	117	3%
Shopping	181	4%
Visiting Friends and Relatives	1181	28%
Volunteering	77	2%
Total	**4183**	**100%**

Source: TEMS 2019

Table 76: Tourists' Purpose of Visit and Mode of Transport

Air	Number	Percent (%)
Holidays, Leisure & Recreation	521	33%
Visiting Friends and Relatives	331	21%
Business & Professional	292	19%
Meetings, Events and Conferences	188	12%
Education and Training	106	7%
Volunteering	66	4%
Religion/pilgrimages	33	2%
Others (Specify)	17	1%
Health and Medical care	12	1%
Shopping	6	0%
Total	**1572**	**100%**

Source: TEMS 2019

Road	Number	Percent (%)
Business & Professional	545	21%
Day Visitors (Excursionists)	11	0%
Education and Training	251	10%
Health and Medical care	52	2%
Holidays, Leisure & Recreation	287	11%
Meetings, Events and Conferences	330	13%
Others (Specify)	15	1%
Religion/pilgrimages	84	3%
Shopping	175	7%
Visiting Friends and Relatives	850	33%
Volunteering	11	0%
Total	**2611**	**100%**

Source: TEMS 2019

Table 77: Tourist Main Purpose of Visit and Region

Purpose of Visit	Africa	Asia	Europe	North America	Oceania	South America	Total
Visiting Friends and Relatives	937	31	121	82	10	0	1181
Business & Professional	632	41	95	60	5	4	837
Holidays, Leisure & Recreation	186	64	328	152	69	9	808
Meetings, Events and Conferences	429	11	45	23	7	3	518
Education and Training	283	7	41	21	4	1	357
Shopping	179	1	0	1	0	0	181
Religion/pilgrimages	85	4	6	21	1	0	117
Volunteering	10	5	29	25	6	2	77
Health and Medical care	57	0	5	2	0	0	64
Others (Specify)	22	2	4	4	0	0	32
Day Visitors (Excursionists)	11	0	0	0	0	0	11
Total	**2831**	**166**	**674**	**391**	**102**	**19**	**4183**

Source: TEMS 2019

Table 78: Most popular activities engaged in while on this trip

Activities Engaged in	Number	Percent (%)
Visiting Relatives & Friends	1059	28%
Shopping	506	13%
Gorilla Viewing	474	13%
Meetings, Conferences/Congresses	320	9%
Sight Seeing	277	7%
Wildlife Safari	228	6%
Others	218	6%
Beach tourism	103	3%
Religious Meetings, Events & Pilgrimages	88	2%
Studies/Short Courses	86	2%
Sports & Recreation Activities	52	1%
Volunteer Work	41	1%
Medical Treatment & Spas	36	1%
Adventure activities (hiking, rafting)	35	1%
Trade Fairs and Exhibitions	34	1%
Visits to Historical & Cultural Sites	34	1%
Weddings and Funerals	32	1%
Wildlife photography/filming	29	1%
Visiting Vacation Homes	23	1%
Sporting or Cultural Events	22	1%
Bird watching	18	0%
Faith Based tourism	11	0%
Mountain Climbing	11	0%
Concerts, Shows and Plays	7	0%
Sport hunting/Fishing	3	0%
Honey Mooning	2	0%
Total	**3749**	**100%**

Source: TEMS 2019

Table 79: First-time and repeat visitors by tourism activities

Activities Engaged in	First time	Repeat Visitors	Total
Visiting Relatives & Friends	456	603	1059
Shopping	171	335	506
Gorilla Viewing	404	70	474
Meetings, Conferences/Congresses	171	149	320
Sight Seeing	152	125	277

Activities Engaged in	First time	Repeat Visitors	Total
Wildlife Safari	171	57	228
Others	74	144	218
Beach tourism	30	73	103
Religious Meetings, Events & Pilgrimages	39	49	88
Studies/Short Courses	16	70	86
Sports & Recreation Activities	19	33	52
Volunteer Work	28	13	41
Medical Treatment & Spas	17	19	36
Adventure activities (hiking, rafting)	19	16	35
Trade Fairs and Exhibitions	11	23	34
Visits to Historical & Cultural Sites	22	12	34
Weddings and Funerals	13	19	32
Wildlife photography/filming	17	12	29
Visiting Vacation Homes	11	12	23
Sporting or Cultural Events	10	12	22
Bird watching	11	7	18
Faith Based tourism	5	6	11
Mountain Climbing	5	6	11
Concerts, Shows and Plays	2	5	7
Sport hunting/Fishing	0	3	3
Honey Mooning	1	1	2
Total	**1875**	**1874**	**3749**

Source: TEMS 2019

Table 80: Tourism Activities by Travel Arrangement

Activities Engaged in	independently	Package	Total
Visiting Relatives & Friends	1054	5	1059
Shopping	506	0	506
Gorilla Viewing	195	279	474
Meetings, Conferences/Congresses	314	6	320
Sight Seeing	272	5	277
Wildlife Safari	197	31	228
Others	217	1	218
Beach tourism	103	0	103
Religious Meetings, Events & Pilgrimages	86	2	88
Studies/Short Courses	84	2	86
Sports & Recreation Activities	52	0	52
Volunteer Work	39	2	41
Medical Treatment & Spas	36	0	36
Adventure activities (hiking, rafting)	34	1	35
Trade Fairs and Exhibitions	34	0	34
Visits to Historical & Cultural Sites	34	0	34
Weddings and Funerals	32	0	32
Wildlife photography/filming	27	2	29
Visiting Vacation Homes	22	1	23
Sporting or Cultural Events	22	0	22
Bird watching	18	0	18
Faith Based tourism	11	0	11
Mountain Climbing	10	1	11
Concerts, Shows and Plays	7	0	7
Sport hunting/Fishing	3	0	3
Honey Mooning	2	0	2
Total	**3411**	**338**	**3749**

Source: TEMS 2019

Table 81: Distribution of Main and Web Information Source-'

Source of Information	Number	Percent (%)
Friends, relatives	2553	61%
Newspaper, magazines, brochures	368	9%
Travel agent, tour operator	331	8%
Web: www.visituganda.com	297	7%
Travel guidebooks	195	5%
Other (specify)	180	4%
Web: Other websites	110	3%
Uganda Mission Abroad	42	1%
Trade fair	41	1%
TV Networks ie CNN, BBC (please specify)	39	1%
Airline (magazine)	19	0%
Radio Station (please specify)	9	0%
Total	**4184**	**100%**

Source: TEMS 2019

Table 82: Distribution of Web information source

Source of Information	Number	Percent (%)
Web: Other websites	110	27%
Web: www.visituganda.com	297	73%
Total	**407**	**100%**

Source: TEMS 2019

Table 83: Distribution information sources by Region

Source of Information	Africa	Asia	Europe	North America	Oceania	South America	Total
Friends, relatives	2008	61	277	181	18	7	2552
Newspaper, magazines, brochures	308	10	26	14	8	2	368
Travel agent, tour operator	58	15	146	74	35	3	331
Web: www.visituganda.com	133	32	68	40	20	4	297
Travel guidebooks	73	27	61	23	10	1	195
Other (specify)	104	12	38	20	4	2	180
Web: Other websites	26	6	44	27	7	0	110
Uganda Mission Abroad	29	1	4	8	0	0	42
Trade fair	37	0	3	1	0	0	41
TV Networks ie CNN, BBC (please specify)	30	1	6	2	0	0	39
Airline (magazine)	17	1	1	0	0	0	19
Radio Station (please specify)	8	0	0	1	0	0	9
Total	**2831**	**166**	**674**	**391**	**102**	**19**	**4183**

Source: TEMS 2019

Table 84: Distribution information sources by Travel Arrangement

Source of Information	independently	Package	Total
Friends, relatives	2505	47	2552
Newspaper, magazines, brochures	363	4	367
Travel agent, tour operator	136	195	331
Web: www.visituganda.com	263	34	297
Travel guidebooks	165	30	195
Other (specify)	167	13	180
Web: Other websites	96	14	110
Uganda Mission Abroad	41	1	42
Trade fair	41	0	41
TV Networks ie CNN, BBC (please specify)	38	1	39
Airline (magazine)	19	0	19
Radio Station (please specify)	8	1	9
Total	**3842**	**340**	**4182**

Table 85: Distribution of Tourists by Different Accommodation Options

Accommodation Establishments	Number	Percent (%)
Local Hotel	3001	29%
With relatives and friends	2104	20%
Motel, inn, guest house	1444	14%
International hotel (Sheraton, Serena , etc)	1162	11%
Safari lodge, Tourist Campsites	1067	10%
Hostel	527	5%
Other Commercial establishments (Cottages, Bandas and apartments)	458	4%
Own Second/holiday home	446	4%
Other (Specify)	239	2%
Total	**10448**	**100%**

Table 86: Tourist Means of Transport in Uganda

Means of Transport	Number	Percent (%)
Boat	6	0%
Boda boda	245	6%
Bus	602	15%
Chartered flights	4	0%
Other	90	2%
Own private vehicles	253	6%
Private car rental	286	7%
Taxi (Matatu)	1455	35%
Taxi (special hire)	855	21%
Tour vehicles	336	8%
Total	**4132**	**100%**

Table 87: Popularity of Uganda's Tourist Attractions (Percentage of Total Population Visiting)

Tourist Attraction	Number	Percent (%)
Source of the Nile, Jinja	466	20%
Namugongo Martyrs shrine	365	15%
Murchison Falls NP	284	12%
Mgahinga Gorilla NP	209	9%
Bwindi Impenetrable Forest NP	206	9%
Kampala	202	9%
Lake Bunyonyi	136	6%
Others	106	4%
City centre tour	67	3%
Queen Elizabeth NP	67	3%
Kasubi Tombs	52	2%
Ngamba Island	39	2%
Uganda Museums	31	1%
Sipi Falls	27	1%
Kidepo Valley NP	19	1%
Rwenzori Mountain NP	19	1%
Lake Mburo NP	18	1%
Mt. Elgon NP	17	1%
Kibale NP	6	0%
Ssezibwa Falls	6	0%
Itanda, Kalagala falls	4	0%
Ssese / Lake Victoria Islands	4	0%
Nyero rock paintings	3	0%
Mt. Moroto	2	0%
Semliki NP	2	0%
Toro Semliki Game Reserve	2	0%
East Madi Game Reserve	1	0%
Total	**2360**	**100%**

Table 88: relationship between Region of Residence and visits to tourist attractions

Africa

Tourist Attraction	Number	Percent (%)
Namugongo Martyrs shrine	222	28%
Source of the Nile, Jinja	163	21%
Kampala	74	9%
Others	63	8%
Kasubi Tombs	38	5%
Mgahinga Gorilla NP	34	4%
City centre tour	33	4%
Murchison Falls NP	32	4%
Queen Elizabeth NP	22	3%
Lake Bunyonyi	20	3%
Ngamba Island	16	2%
Bwindi Impenetrable Forest NP	14	2%
Uganda Museums	12	2%
Mt. Elgon NP	11	1%
Rwenzori Mountain NP	9	1%
Sipi Falls	4	1%
Nyero rock paintings	3	0%
Lake Mburo NP	2	0%
Ssese / Lake Victoria Islands	2	0%
Itanda, Kalagala falls	1	0%
Kibale NP	1	0%
Kidepo Valley NP	1	0%
Mt. Moroto	1	0%
Ssezibwa Falls	1	0%
Toro Semliki Game Reserve	1	0%
Total	**780**	**100%**

Source: TEMS 2019

Asia

Tourist Attraction	Number	Percent (%)
Source of the Nile, Jinja	34	22%
Namugongo Martyrs shrine	23	15%
Murchison Falls NP	17	11%
Lake Bunyonyi	14	9%
Kampala	10	6%
Queen Elizabeth NP	10	6%
Mgahinga Gorilla NP	9	6%
Sipi Falls	9	6%
Bwindi Impenetrable Forest NP	5	3%
Uganda Museums	5	3%
City centre tour	4	3%
Kasubi Tombs	3	2%
Ngamba Island	3	2%
Rwenzori Mountain NP	3	2%
Kidepo Valley NP	2	1%
Lake Mburo NP	2	1%
Mt. Moroto	1	1%
Mt. Elgon NP	1	1%
Others	1	1%
Total	**156**	**100%**

Source: TEMS 2019

Europe

Tourist Attraction	Number	Percent (%)
Murchison Falls NP	160	19%
Source of the Nile, Jinja	154	18%
Mgahinga Gorilla NP	95	11%
Bwindi Impenetrable Forest NP	92	11%
Kampala	75	9%
Lake Bunyonyi	72	8%
Namugongo Martyrs shrine	68	8%
Others	28	3%
Queen Elizabeth NP	25	3%
City centre tour	18	2%
Lake Mburo NP	14	2%
Ngamba Island	11	1%
Sipi Falls	10	1%
Kidepo Valley NP	9	1%
Uganda Museums	7	1%
Kasubi Tombs	6	1%
Rwenzori Mountain NP	4	0%
Ssezibwa Falls	3	0%
Itanda, Kalagala falls	2	0%
Kibale NP	2	0%
Semliki NP	2	0%
Mt. Elgon NP	1	0%
Ssese / Lake Victoria Islands	1	0%
Toro Semliki Game Reserve	1	0%
Total	**860**	**100%**

Source: TEMS 2019

Oceania

Tourist Attraction	Number	Percent (%)
Source of the Nile, Jinja	35	22%
Bwindi Impenetrable Forest NP	27	17%
Mgahinga Gorilla NP	26	16%
Murchison Falls NP	19	12%
Namugongo Martyrs shrine	14	9%
Kampala	13	8%
Lake Bunyonyi	8	5%
Others	4	3%
Kidepo Valley NP	3	2%
City centre tour	2	1%
Ngamba Island	2	1%
Queen Elizabeth NP	2	1%
Kasubi Tombs	1	1%
Itanda, Kalagala falls	1	1%
Rwenzori Mountain NP	1	1%
Uganda Museums	1	1%
Total	**159**	**100%**

Source: TEMS 2019

North America

Tourist Attraction	Number	Percent (%)
Source of the Nile, Jinja	74	19%
Bwindi Impenetrable Forest NP	64	17%
Murchison Falls NP	53	14%
Mgahinga Gorilla NP	43	11%
Namugongo Martyrs shrine	36	9%
Kampala	27	7%
Lake Bunyonyi	21	5%

Tourist Attraction	Number	Percent (%)
City centre tour	10	3%
Others	10	3%
Queen Elizabeth NP	8	2%
Ngamba Island	7	2%
Uganda Museums	6	2%
Kasubi Tombs	4	1%
Kidepo Valley NP	4	1%
Sipi Falls	4	1%
Kibale NP	3	1%
Mt. Elgon NP	3	1%
Rwenzori Mountain NP	2	1%
Ssezibwa Falls	2	1%
East Madi Game Reserve	1	0%
Ssese / Lake Victoria Islands	1	0%
Total	**383**	**100%**

Source: TEMS 2019

South America

Tourist Attraction	Number	Percent (%)
Source of the Nile, Jinja	6	27%
Bwindi Impenetrable Forest NP	4	18%
Kampala	3	14%
Murchison Falls NP	3	14%
Mgahinga Gorilla NP	2	9%
Namugongo Martyrs shrine	2	9%
Lake Bunyonyi	1	5%
Mt. Elgon NP	1	5%
Total	**22**	**100%**

Source: TEMS 2019

Appendix II: Survey details

i) Introduction

The survey methodology was designed to collect data that will facilitate a better understanding of the status of the tourism sector in Uganda. The main objective of the survey is to provide reliable information about visitors to Uganda, including their number, length of stay, expenditure, travel arrangement and their demographic characteristics.

ii) Scope

The respondents for the survey were the departing international visitors. A person is considered as an international visitor if he/she travels to a country other than that of his/her usual residence, for a period not exceeding twelve months; and whose main purpose of visit is other than an activity remunerated from within the country visited.

iii) Survey coverage

In order to obtain the comprehensive information from the international visitors about their trip, the survey was conducted at entry/exit border points. The survey will cover seven high traffic departure points, namely: Entebbe International Airport, Katuna, Malaba, Busia, Cyanika, Mirama Hills and Mutukula

iv) Sampling design

The visitors leaving the country (population understudy) at these border points are non-uniform (heterogeneous) and therefore systematic sampling is the statistical method that was used in the selection of visitors from departing travelers.

v) Sample Size

A total sample of 4,500 visitors was planned to be interviewed, Ultimately, the survey managed to interview 4,564 respondents.

vi) Fieldwork

The data collection exercise was undertaken for a period of 10 days during the month of September and October 2019 from the 22nd November to 2nd October 2019. Eight teams; Two at Entebbe International Airport and Six at Land border posts l collected the data. The Tourism Sector Statistical Committee members participated in the field supervision of the interviews to ensure the questionnaire completeness, quality and consistency.

After data collection, there will be feedback on the lessons learnt during the data collection and data editing phases and this will improve on the quality of future data collection. The lessons learnt will be used to improve the edit checks during data collection and serve as good learning examples for the trainers during future trainings for a similar survey.

vii) Human and other Resource Capacity

The Human Resource to ensure high quality of the Tourist Expenditure and Motivation Survey results and close supervision shall be sourced from the Tourism Sector Statistical Committee composed of MTWA, UBOS, BOU, Agencies and the Private Sector.

The enumerators were recruited by Ministry of Tourism, Wildlife and Antiquities and UBOS Priority was given to enumerators that previously participated in a similar survey.
The details of the human resource required for the survey are as below;

Border Post	Number of Enumerators	Number of Supervisors	Responsible Supervisors
Entebbe Airport	12	2	UBOS,MTWA
Busia	5	1	MTWA
Malaba	5	1	UBOS
Mutukula	3	1	TSSC
Mirama	3	1	UBOS
Katuna	5	1	MTWA
Cyanika	4	1	TSSC
Total	**36**	**8**	

viii) Enumerators' manual

The Sector Statistical Committee will develop the Enumerators' Manual that will be used by the enumerators as a reference document during the survey. The manual will contain information and guidelines on the concepts and definitions of some of the key words used in the questionnaire. In

addition, the manual will provide the description of the questions and data crosschecking mechanism.

ix) Training of enumerators

A two-day training of enumerators and supervisors will be conducted. The purpose of the training will be to guide the enumerators to understand the questionnaire and equip them with interviewing techniques. Enumerators will also be trained in methods of field editing, data quality control procedures and fieldwork coordination. The Enumerators' Manual will be used as a guideline document during the training

x) The Questionnaire

The questionnaire will be designed to ensure that the questions asked are in line with user's data needs and survey objectives. The information collected will be useful for tourism promotion and macroeconomic policy formulation. A questionnaire/CAPI will be used to gather information for the 2019 Expenditure and Motivation Survey. The content of the questionnaire/CAPI will be based on the previous years' questionnaires, with slight modifications. The draft questionnaire developed for the survey has 18 questions and it comprised three main sections, namely: visitor profiles, travel behavior, expenditure patterns and visitor motivation and satisfaction.

Questions 1 to 6 aim at establishing the visitor's profiles (nationality, country of residence, travel party, age group, gender, purposes of visit, Length of Stay, Accommodation type, type of tourism activity and source of information about Uganda).

Questions 7 to 10 are structured to establish visitors' earnings ascribed to Uganda. In addition, the questions probe for details on the amount of money spent in Uganda according to items.it also aims at obtaining information about type of tour arrangement (package/non-package), items in the package, costs of package tour and number of nights spent.

Question 11 will focus on the visitor's most used means of Transport while in Uganda

Question 12 to 18 will seek information about areas that impressed the visitors and those which need improvement.

xi) Data processing

The processing of the 2019 Expenditure and Motivation Survey data will begin after completion of the fieldwork. Data processing will involve manual editing, coding of open-ended questions, data entry and editing of computer-identified errors. Data entry and editing will be accomplished using the CSPRO 7.0

xii) Analysis and report writing

This will be conducted by the Analysis teams (MTWA and UBOS). The Sector Statistical Committee will review and provide comments to the final report. The Analysis will be done using STATA, R program and Excel.

The model is depicted in the following equation:

$$E_v = (E_P \times V_P \times T) + (E_{NP} \times V_{NP} \times T)$$

Whereby:

Ev = Total visitor expenditure in Uganda

Ep = Average package tour expenditure per visitor per night, derived from the survey

Enp = Average Non-package tour expenditure per visitor per night, derived from the survey

VP = Number of international visitor arrivals under the **package** travel arrangement (The number of international visitor arrivals as recorded by the Immigration Department, adjusted into package visitors by purpose, using package tour arrangement ratio derived from the survey)

VNP = Number of international visitor arrivals under the **Non-package** travel arrangement (The number of international visitor arrivals as recorded by the Immigration Department, proportionately adjusted into non-package visitors using the non-package tour arrangement ratio derived from the survey)

T = Average length of stay, derived from the survey

Table 89: Methodology of Estimation of Tourism Earnings

Purpose of Visit	Total number of International Visitor Arrivals (sourced from Immigration Dept)	Number of International Visitor Arrivals by Travel arrangement		Average length of Stay	Average Expenditure per Visitor per Night		Total Expenditure
		Package (V P)	Non package (V NP)	(T)	Package (EP)	Non Package (ENP)	(EV)
Holidays, leisure and recreation							
Business and professional							
Visiting friends and relatives							
Other							

Source: TEMS 2019
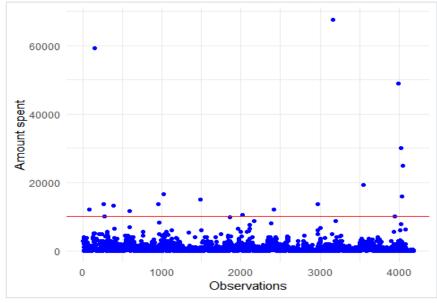
Table 90: Computation of Tourism Earnings

Visitor Types	Arrivals as from Immigration (Estimated for 2019)	Earnings from Package Visitors				Earnings from Non-Package Visitors				Tourism Earnings
		Mean per person per night	Arrivals by Package (Computed from proportion of survey)	Average length of Stay	Earnings from Package tours	Mean per person per night	Arrivals by Non-Package (Computed from proportion of survey)	Average length of Stay	Earnings from Non-Package tours	
		Ep	Ap	T						
Business & Professional	454,145	165	36,786	8.3	50,378,051	126	417,359	8.3	436,474,075	486,852,125
Leisure & Holiday	330,249	204	26,750	8.3	45,293,424	142	303,499	8.3	357,704,020	402,997,444
Others	225,931	51	18,300	8.3	7,746,565	100	207,631	8.3	172,333,401	180,079,966
VFR	532,295	145	43,116	8.3	51,889,995	70	489,179	8.3	284,213,146	336,103,141
Total	**1,542,620**				**155,308,034**		**1,417,668**		**1,250,724,641**	**1,406,032,676**

Source: TEMS 2019

Procedure and assumptions used for the estimation of visitor expenditure

1. Calculation of average tourism expenditure involved deduction of estimated cost for international fare to Uganda and for package tour expenditure; the commission accruing to an international tour wholesaler was also deducted. It was assumed that the international tour wholesaler meets overhead costs and commission retains of 20 percent of the value of the package. The assumption was made from Guidance from the Association of Tour Operators and some selected Tour operators.

2. Where the ticket amount was greater than the trip total costs, tickets were not considered to be part of the total trip costs. This is because those results were assumed to have been erroneously categorized as part of the total cost of the trip.

3. All total spend in Uganda that exceeded USD 10,000 was checked and re-imputed for based on the breakdown spend per item.

4. Influential values which were identified as outliers in the dataset were excluded in computation of the Mean Tourism Expenditures since they do not reflect the general behavior of the dataset.

Figure 54: Outlier Position while Estimating Visitor Expenditure

Source: TEMS 2019

Assumptions made in Data cleaning of the Length of Stay

1. Calculation of the average length of stay involved excluding influential values ie Outliers were determined for each category of visitor and imputed back to the mean.

Figure 55: Outlier Position while Estimating Average Number of Nights

Source: TEMS 2019

Appendix IV: Population Weights

In stratified random samples, sample averages and sample distributions over respondents answers generally do not correspond to averages and distributions of the target population. To infer the population averages and population distributions, it is necessary to weigh respondents' answers appropriately. The weights for stratified random samples are easily calculated once the strata sizes N_i of the target population are known. The strata-specific weights then are the proportion between population strata N_i and sample Strata n_i (ie N_i/n_i). The Tourism Expenditure and Motivation Survey 2019 has seven sample strata: n_1, n_2, n_3, n_4, n_5, n_6, n_7. See table below;

Table 91: Sample Strata Sizes

Border Post	Sample sizes
Entebbe International Airport	$n_1 = 1,502$
Katuna Border Post	$n_2 = 287$
Malaba Border Post	$n_3 = 642$
Busia Border Post	$n_4 = 647$
Cyanika Border Post	$n_5 = 498$
Mirama Hills Border Post	$n_6 = 281$
Mutukula Border Post	$n_7 = 327$
Total Sample	**n = 4,184**

Source: TEMS 2019

Unfortunately, the official statistics for 2018 and 2019 were not known and are estimated using time series model[8] as shown below;

Table 92: Estimated Arrival Figures using OLS

---

[8] Y=ct+IT

Port of Arrival	Year						
	2013	2014	2015	2016	2017	2018 Estimated	2019 Estimated
Entebbe	423,208	443,480	402,207	432,282	420,857	463,982	447,610
Katuna	234,146	275,407	257,611	254,458	286,555	302,639	305,745
Malaba	151,329	123,059	141,258	121,508	126,879	133,044	122,875
Busia	179,830	192,042	251,261	206,734	194,341	212,739	218,849
Cyanika	52,365	92,827	68,189	104,509	137,368	148,968	166,000
Mirama Hills	25,031	40,974	27,900	55,604	77,069	77,709	90,652
Mutukula	57,384	27,193	61,405	60,850	67,716	71,330	76,721
Total	1,123,293	1,194,982	1,209,831	1,235,945	1,310,785	1,410,411	1,428,452

Source: TEMS 2019

Therefore, the strata sizes of the target population are inferred from Official Tourism and migration data[9]. The 2019 estimates were used as the entire populations through the borders.
Target Population Strata Sizes

Table 93: Population Estimates

Border Post	Sample sizes
Entebbe International Airport	$N_1 = 447,610$
Katuna Border Post	$N_2 = 305,745$
Malaba Border Post	$N_3 = 122,875$
Busia Border Post	$N_4 = 218,849$
Cyanika Border Post	$N_5 = 166,000$
Mirama Hills Border Post	$N_6 = 90,652$
Mutukula Border Post	$N_7 = 76,721$
Total Sample	**N = 1,428,452**

Source: TEMS 2019

The population weights used in the analysis, there for are;
The strata weights used in the analsysis are as below:
Finite population correction (fpc) is used in stratification to reduce the variance if a substantial/big fraction of the total population of interest has been sampled. In case a small proportion was sampled putting the fpc ~ 1. It has been defined on the total population
Population Weights used in the Analysis
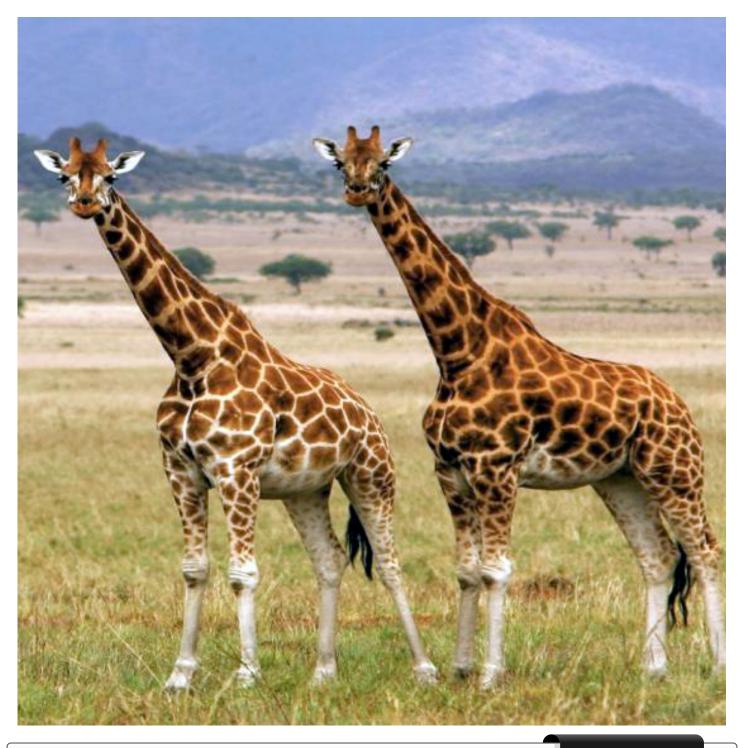
Table 94: Weights

Border Post	Weights
Entebbe International Airport	$N_1/n_1 = 301$
Katuna Border Post	$N_2/n_2 = 1,065$
Malaba Border Post	$N_3/n_3 = 192$
Busia Border Post	$N_4/n_4 = 338$
Cyanika Border Post	$N_5/n_5 = 335$
Mirama Hills Border Post	$N_6/n_6 = 323$
Mutukula Border Post	$N_7/n_7 = 235$
Total Sample	**N/n = 341**

---

[9] Uganda Bureau of Statistics Statistical Abstract 2018.

Table 95: Weighted by Border Posts

border	cborder	population	Sample	fpc	weight	rank
Entebbe	1	447,610	1,486	1	301	7
Katuna	2	305,745	287	1	1,065	6
Malaba	4	122,875	640	1	192	3
Busia	3	218,849	647	1	338	5
Cyanika	5	166,000	495	1	335	4
Mirama Hill	6	90,652	281	1	323	2
Mutukula	7	76,721	326	1	235	1

Source: TEMS 2019

MINISTRY OF TOURISM, WILDLIFE AND ANTIQUITIES
AND
UGANDA BUREAU OF STATISTICS

Tourism Expenditure and Motivation Survey, 2019

Purpose of the Survey
The Border Interview Survey is a project carried out by the Government of Uganda through the collaboration between Ministry of Tourism, Wildlife and Antiquities (MTWA) and Uganda Bureau of Statistics (UBOS). Data is collected at the busiest frontier crossing points in Uganda. The survey is particularly targeting inbound visitors leaving the country. Results will be used by UBOS to produce Tourism Satellite Accounts (TSA) and by MTWA to monitor the development of tourism and planning of tourism marketing.

Authority
The information is collected under the provisions of the **Uganda Bureau of Statistics Act, 1998.**

Confidentiality
The information provided on this form will remain strictly confidential as per the UBOS Act. This is therefore to encourage everyone who has been selected to fill in the form to do so. The information will be used for measuring the contribution of tourism sector to economic performance of the country and public policy formulation.

Yours faithfully;

Doreen S. Katusiime (Mrs)
PERMANENT SECRETARY

For Official use only

Name of the Interviewer	
Name of the Supervisor	
Name of the CAPI Editor	
Date of interview *(dd/mm/yyyy)*	
Name of the border being surveyed	

If you have any difficulties in completing this form, please contact:

INTRODUCTION

Hello my name is [Name] I hope you had a pleasant stay in Uganda, I work with the Ministry of Tourism wildlife and Antiquities (MTWA), we are conducting a visitors' survey along the seven (7) major border points including Entebbe International Airport. We are collecting information on non-residents departing the country. The information will help the government to develop and monitor the tourism sector in terms of marketing and product development; I would wish to ask you a few questions on this particular trip, the questions should take less than 10 minutes.

1.   **Section 1:General information**

a. What is your Nationality	……………………………………
b. What is your Country of Usual Residence	1= Uganda [End interview] 2=…………………………………… **[Continue interview]**
c. The main purpose of departing Uganda	1=Visitor departing 2=Student returning home [**Continue interview**] 3=Hospital patient returning home 4=Transit type I
	5=Emigration 6=Border worker 7=Seasonal worker [**End interview**] 8=Diplomat departing 9=Transit Type II 10=Other [specify]
d. What is your Current Occupation	

e. Sex [**Please tick**]		1=Male		2= Female	
f. Age Group [*Please tick*]	1= below 15 6=55-64	2= 15-24 7= 65+	3= 25-34	4=35-44	5= 45-54

g. With whom are you travelling? (tick one)	1= Alone (*If Alone, Skip to 2a*) 2=With Spouse and Children 3= With Spouse 4= With Friends/Relatives 5= With Tour group 6= With Business associates 7= With School/university/sports group 8= Other [specify]……………………………
h. How many people did you travel with? (*Including Yourself*)	
2a. How many nights did you spend in Uganda on this trip**? (For same day visitors (excursionists please record zero)**	
2b. How many visits to Uganda have you made in the last 12 months? [**include current trip**]	

3. What was your MAIN source of information about Uganda *[tick only one]*

1.	Travel agent, tour operator		6.	Friends, relatives	
2.	Newspaper, magazines, brochures		7.	Airline (magazine)	
3.	Travel guidebooks		8.	Trade fair	
4.	Web		9.	Uoganda Mission Abroad	
	41. www.visituganda.com		10.	TV Networks ie CNN, BBC (please specify)…………	
	42. Other websites (Specify)………………				
5.	Radio Station (please specify)…………		11.	Other (specify)………………	

4. What was the MAIN purpose of your visit to Uganda? (Tick only one)

Holidays, Leisure & Recreation	[ ]		Business & Professional	[ ]
Visiting Friends and Relatives	[ ]		Meetings, Events and Conferences	[ ]
Education and Training	[ ]		Cultural tourism	[ ]
Health and Medical care	[ ]		Volunteering	[ ]
Religion/pilgrimages	[ ]		Day Visitors (Excursionists)	[ ]
Shopping	[ ]		Others (Specify……………….	[ ]
In Transit	[ ]			

5. What activities did you engage in, on this trip? (Tick multiple)

Gorilla Viewing	[ ]		Visiting Vacation Homes	[ ]
Wildlife Safari	[ ]		Visiting Relatives & Friends	[ ]
Wildlife photography/filming	[ ]		Weddings and Funerals	[ ]
Sight Seeing	[ ]		Faith Based tourism	[ ]
Sport hunting/Fishing	[ ]		Studies/Short Courses	[ ]
Adventure activities (hiking, rafting)	[ ]		Medical Treatment & Spas	[ ]
Sports & Recreation Activities	[ ]		Religious Meetings, Events & Pilgrimages	[ ]
Bird watching	[ ]		Volunteer Work	[ ]
Beach tourism	[ ]		Shopping	[ ]
Honey Mooning	[ ]		Trade Fairs and Exhibitions	[ ]
Mountain Climbing	[ ]		Concerts, Shows and Plays	[ ]
Sporting or Cultural Events	[ ]		Meetings, Conferences/Congresses	[ ]
Visits to Historical & Cultural Sites	[ ]		Cultural & Historical Sites	[ ]
Night life	[ ]		Others (Specify)……………………..	[ ]

6. What type of accommodation facilities did you use while in Uganda and how many nights did you spend?

Accommodation type	No. of nights
1. International hotel (Sheraton, Serena , etc)	
2. Local Hotel	
3. Motel, inn, guest house	
4. Safari lodge, Tourist Campsites	
5. Other Commercial establishments (Cottages, Bandas and apartments)	
6. Hostel	
7. Own Second/holiday home	
8. With relatives and friends	
9. Other (Specify)	
Total Number of nights	

SECTION 2: EXPENDITURE

7.1 How much did you spend in Uganda during this trip?

7.1.1   Currency…………………………………………………

7.2 Is the total cost for the entire group or for you alone?

   1=Group [   ]   *2= Alone* [   ]   *Skip to Question 8a*

7.3. If code is 1 in QN 6.2, Record the Number of persons sharing this common expenditure [including yourself] [   ]

8a. Did you travel independently or booked a package tour?

   1=Package [   ]   *2= independently* [   ] *(If you travelled non-package, go to QN 9b)*

8b. What items were included in the Package Tour?

Goods and Services	Tick box	How much?	Currency
International Transport (Air Ticket)			
Accommodation			
Food and Drinks			
Internal Transportation in Uganda			
Cultural Services (Museums, Historical sites etc)			
Sports and Recreation (Beaches, bungee jumping etc)			
Sightseeing/Excursions/game activities			
Guided Tour			
Travel Insurance			
Other (please Specify)……………….			

8c. Where did you purchase the tour package and what was the cost?

	Total cost	Currency
1. In Uganda		
2. Outside Uganda		

9a. Did you have any other expenditures outside the package?

   1=Yes, [   ]   *2= No* [   ]   *Skip to question 9a*

9b. Please give a breakdown of your expenditure in Uganda on the following;

Goods and Services	Tick box	How much?	Currency
Accommodation			
Food and Drinks			
Internal Transportation			
Domestic Air Transport			
Road Transport			
Rentals (Car hires, Charters, Boats etc)			
Park Entry fees			

Tracking Fees			
Adventure activities (hiking, rafting, kayaking…)			
Sight Seeing and Excursions			
Tourist Guide services			
Sports and Recreation (Beaches, bungee jumping, amusement parks etc)			
Creative Arts and Entertainment Activities (Concerts, events, Drama, Cinema etc)			
Cultural Services (Museums, Historical sites & Buildings etc)			
Souvenirs (Gifts), Crafts, jewelry, Paintings, Works of Art etc			
Other Shopping			
Health and Medical care			
Tuition			
Tips			
Communication (Airtime & Internet)			
Others (*Specify*)			

10a. Did you travel to Uganda by air? (*If No skip to question 11*)

	10b. Cost of flight	Currency
1= Yes		
2= No (if No, skip to		

10c. If yes in 10a, which airline did you use? …………………………………………

10d. Does the total cost in (question 6.1) include airfare to/from Uganda?
(**1=Yes, 2=No**) [ ]

11. While in Uganda, what were your main means of transport between destinations? [*Rank top four ticked by Expenditure***]. [Rank 1 being the 1st priority, rank 2 being the second favored priority]**

Type of Inland Travel		Type of Inland Travel	
1. Taxi (Matatu)		6. Own private vehicles	
2. Taxi (special hire)		7. Boda boda	
3. Bus		8. Boat	
4. Tour vehicles		9. Chartered flights	
5. Private car rental		10. Other (specify…………………………………..)	

12. Which of the following tourist sites did you visit while on this trip (*Please tick to give a rating of the sites***) (***1=Excellent, 2=Very good, 3=Good 4=Adequate, 5=Poor***)**

Western	Excellent	Very good	Good	Adequate	Poor
1. Mgahinga Gorilla NP					
2. Lake Bunyonyi					
3. Bwindi Impenetrable Forest NP					
4. Lake Mburo NP					
5. Queen Elizabeth NP					
6. Rwenzori Mountain NP					

	Excellent	Very good	Good	Adequate	Poor
1. Semliki NP					
2. Toro Semliki Game Reserve					
3. Kibale NP					
4. Others (Specify)					
Northern					
1. Murchison Falls NP					
2. Kidepo Valley NP					
3. East Madi Game Reserve					
4. Others (Specify)					
Central	**Excellent**	**Very good**	**Good**	**Adequate**	**Poor**
1. Kampala					
11= Uganda Museums					
12= Kasubi Tombs					
13= Namugongo Martyrs shrine					
14= City centre tour					
2. Ssese / Lake Victoria Islands					
3. Ssezibwa Falls					
4. Ngamba Island					
5. Uganda Wildlife Education center					
6. Others (Specify)					
Eastern	**Excellent**	**Very good**	**Good**	**Adequate**	**Poor**
1. Source of the Nile, Jinja					
2. Itanda, Kalagala falls					
3. Sipi Falls					
4. Nyero rock paintings					
5. Mt. Moroto					
6. Mt. Elgon NP					
7. Others (Specify)					

13. How would you rate your experience with:((_1=Excellent, 2=Very good, 3=Good 4=Adequate, 5=Poor)_

Facilities/Services	Excellent	Very good	Good	Adequate	Poor
a. Accommodation					
b. Restaurants					
c. Tours, Excursions					
d. Local transport					
e. Historical Sites					
f. Visitor information					
g. People / hospitality					
h. Safety & Security					
i. Shopping					
j. Entertainment					
k. Home stays					
L. Visa Acquisition					

14a. Have you visited or will you visit other African countries on this trip?
(**1=Yes, 2=No**) (if 2=No) Skip to Question 14a) ☐

14b. Please list the other African countries you have visited or intend to visit on this trip?
………………………….. …………………………….. ………………………………. ……………………………………

15a. How likely is it that you will return for a visit to Uganda in the next five years?
(1= Very likely, 2= Likely, 3= Uncertain, 4= Unlikely, 5= Very unlikely) ☐

15b Please give a reason for your response
………
……….

16. Would you recommend Uganda to your friends and family for a holiday visit?
(1= definitely,   2= Perhaps,   3= Not sure,   4= No) ☐

17. What was your most enjoyable experience during this trip?
………
……….

18. What suggestions do you have to improve Tourism in Uganda?
………
……….

Thank you very much for your time!
Have a pleasant Journey

Enumerators Involved in Data Collection of the Tourism Expenditure and Motivation Survey

Sn	Name	Telephone	Border Post
1	Agnes Awidi	0779208800	Malaba
2	Akol Steven Peter	0789661249	Entebbe International Airport
3	Andrew Muwonge	0775380721	
4	Hamenya Happy	0782529252	
5	Obajik Ambrose	0787508990	
6	Mwesezi Daniel	0784839488	
7	Mukalazi John Kyobe	0759540447	
8	Nasif K Mutuya	0786642120	
9	Niwamanya Evelyne	0776331749	
10	Okello Joel	0775394886	
11	Okello Pius	0701707307	Entebbe International Airport
12	Patrick Kavuma	0772342897	Entebbe International Airport
13	Wakadaala Samuel	0771636821	
14	Zainabu Namakula	0786528222	
15	Katongole Taufiq	0704296336	Mirama Hills
16	Nassasira Justus	0780640774	
17	Ampumuza Diana Keshy	0773082619	Cyanika
18	Ankunda Apophia	0789704107	
19	Brian Kyamanywa	0751400950	
20	Christine Assimwe	0754106487	
21	Nakivumbi Edith Pricilla	0704983623	
22	Kamali Micheal	0701066482	
23	Lyadda Tom	0702138955	
24	Mildred Eryenyu	0784027680	
25	Mugumbu Sulaiman	0779403935	Mutukula
26	Arthur Nabaasa	0706125281	
27	Mary Ayesiga	0773403408	
28	Nanukire Sheldron	0770811964	
29	Nsubuga Paul	0701906712	Busia
30	Nuwankunda Felix	0777888898	
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