



**THE REPUBLIC OF UGANDA  
MINISTRY OF TOURISM WILDLIFE AND ANTIQUITIES  
WORLD TOURISM DAY 2023  
PROGRAMME**

**Event Theme:** Tourism and Green Investments  
**Date:** 25<sup>th</sup> August – 1<sup>st</sup> October 2023

<i>Date</i>	<i>Event</i>	<i>Organization</i>
<i>Friday 25<sup>th</sup> August</i>	<b>Launch of tourism month</b>	<b>Objective:</b> Public awareness  <b>Venue:</b> Kampala City Tourism Information Centre
<i>Thursday 14<sup>th</sup> Sept</i>	<b>Tertiary/University Students engagements</b>	<b>Objective:</b> Competitions and innovation challenges in relation to the theme of Tourism and Green Investments  <b>Venue:</b> MUBS
<i>Saturday 16<sup>th</sup> Sept</i>	<b>Explore Uganda Cup</b>	<b>Objective:</b> Tourism Month promotional activation 5 aside soccer matches  <b>Venue:</b> Kampala
<i>Tuesday 19<sup>th</sup> Sept</i>	<b>Online presentation of the innovative challenges</b>	<b>Objective:</b> Engaging students on theme of Tourism and Green Investments  <b>Venue:</b> Makerere University Business School
<i>Wednesday 20<sup>th</sup> Sept</i>	<b>Tourism Development Program Review Conference</b>	<b>Objective:</b> Platform for assessing the performance of the programme, strengthening collaboration with other stakeholders, advocating for increased support, dissemination of information to stakeholders and enhancing the visibility of the Ministry and its affiliated institutions.  <b>Venue:</b> Hotel Africana, Kampala
<i>Thursday 21<sup>st</sup> Sept</i>	<b>Tourism Thematic Conference</b>	<b>Objective:</b> Engage Public on the theme of Tourism and Green Investments  <b>Venue:</b> Hotel Africana, Kampala
<i>Thursday 21<sup>st</sup> Sept</i>	<b>BMK Memorial Lecture and Cocktail</b>	<b>Objective:</b> Memorial Lecture to appreciate the works of the Late BMK of the Africana Group  <b>Venue:</b> Hotel Africana, Kampala

<i>Friday</i> <i>Sept</i>	22 <sup>nd</sup>	<b>Primary and Secondary schools' engagement</b>	<b>Objective:</b> Competitions and innovation challenges in relation to the theme of Tourism and Green Investments  <b>Venue:</b> Uganda Museum
<i>Saturday</i> <i>Sept</i>	23 <sup>rd</sup>	<b>Primary and Secondary schools' engagement</b>	<b>Objective:</b> Competitions and innovation challenges in relation to the theme of Tourism and Green Investments  <b>Venue:</b> Uganda Museum
<i>Monday</i> <i>25<sup>th</sup> Sept</i>		<b>Hoima schools' engagements</b>	<b>Objective:</b> Competitions and innovation challenges in relation to the theme of Tourism and Green Investments  <b>Venue:</b> Hoima City
<i>Tuesday</i> <i>26<sup>th</sup> Sept</i>		<b>Tourism Regional Conference</b>	<b>Objective:</b> Engage Regional Leaders on the role of sustainable tourism in social economic development  <b>Venue:</b> Hoima City
		<b>Trade Exhibition</b>	<b>Objective:</b> Platform for traders and community to conduct sales and trade  <b>Venue:</b> Hoima City
		<b>Mayors' Conference</b>	<b>Objective;</b> Engage Mayors in the country on the Sustainable Tourism Development Agenda  <b>Venue:</b> Hoima City
<i>Wednesday</i> <i>27<sup>th</sup> Sept</i>		<b>World Tourism Day</b>	<b>Objective:</b> Recognize and celebrate the theme  <b>Venue:</b> Hoima City
		<b>Explore Uganda Cup</b>	<b>Objective:</b> Tourism Month promotional activation 5 aside soccer matches  <b>Venue:</b> Hoima City
		<b>Tourism Awards Night</b>	<b>Objective:</b> Recognition of tourism sector players playing a vital role in sustainable tourism development in the country  <b>Venue:</b> Hoima City
		<b>Trade Exhibition</b>	<b>Objective:</b> Platform for traders and community to conduct sales and trade  <b>Venue:</b> Hoima City
<i>Thursday</i> <i>28<sup>th</sup> Sept</i>		<b>Legacy Project</b>	<b>Objective;</b> To develop Mpaaro Tombs as a significant tourism attraction in the district  <b>Venue:</b> Hoima City
		<b>Explore Bunyoro Campaign</b>	<b>Objective;</b> Promotion of attractions in the region

<i>Friday 29<sup>th</sup> Sept</i>	<b>Trade Exhibition</b>	<b>Venue:</b> Bunyoro region <b>Objective:</b> Platform for traders and community to conduct sales and trade
		<b>Venue:</b> Hoima City
	<b>Explore Bunyoro Campaign</b>	<b>Objective;</b> Promotion of attractions in the region
	<b>Hoima City Carnival</b>	<b>Venue:</b> Bunyoro region <b>Objective;</b> To promote Hoima’s culture, stimulating demand for Hoima’s tourism sights and cultural heritage <b>Venue:</b> Hoima City
<i>Saturday 30<sup>th</sup> Sept</i>	<b>Trade Exhibition</b>	<b>Objective:</b> Platform for traders and community to conduct sales and trade <b>Venue:</b> Hoima City
	<b>Explore Bunyoro Campaign</b>	<b>Objective;</b> Promotion of attractions in the region <b>Venue:</b> Bunyoro region
	<b>Hoima City Carnival</b>	<b>Objective;</b> To promote Hoima’s culture, stimulating demand for Hoima’s tourism sights and cultural heritage <b>Venue:</b> Hoima City
	<b>Trade Exhibition</b>	<b>Objective:</b> Platform for traders and community to conduct sales and trade <b>Venue:</b> Hoima City
<i>Sunday 1<sup>st</sup> Oct</i>	<b>Explore Bunyoro Campaign</b>	<b>Objective;</b> Promotion of attractions in the region <b>Venue:</b> Bunyoro region
	<b>Hoima City Carnival</b>	<b>Objective;</b> To promote Hoima’s culture, stimulating demand for Hoima’s tourism sights and cultural heritage <b>Venue:</b> Hoima City
	<b>Trade Exhibition</b>	<b>Objective:</b> Platform for traders and community to conduct sales and trade <b>Venue:</b> Hoima City