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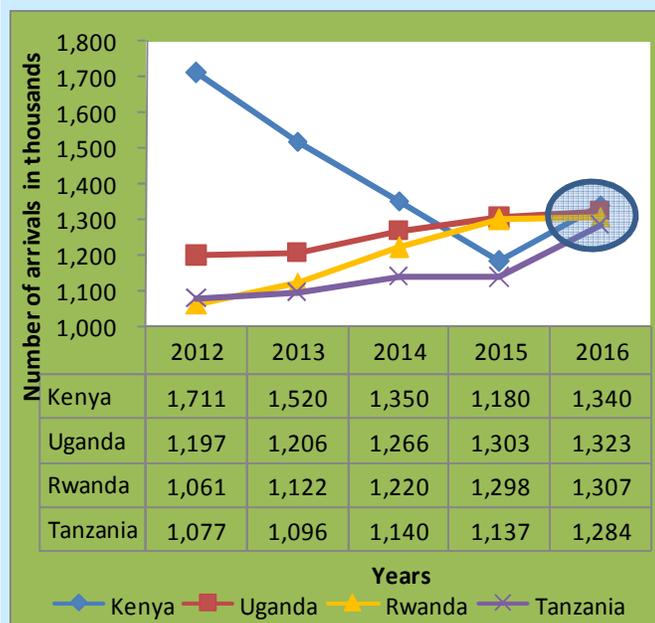


Comparison of tourist arrivals in EAC 2012-2016

Tourism is described as the movement and economic activity of people for every purpose other than their regular employment and normal day-to-day activity. One of the most useful methods of determining the impact and measure of tourism in a given country is to track the number of arrivals into the country on an annual and monthly basis.

The general trend of arrivals into four countries in the East African Community (Uganda, Kenya, Tanzania and Rwanda) from 2012 to 2016 was falling between 2012 and 2015 (5,046,000 in 2012 to 4,918,000 in 2015). However, in 2016, the numbers increased to 5,254,000 arrivals. Kenya has historically taken the lion's share of the arrivals in the region, thus their numbers significantly determine the general trend.

Figure 1: Tourist arrivals into EAC countries (2012-2016)



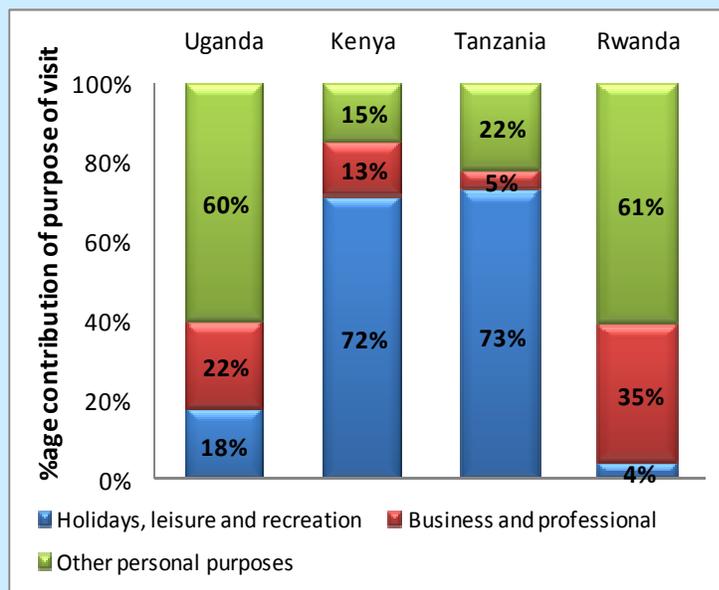
Source: Uganda Bureau of Statistics

As seen in figure 1 above, three of the countries in the region (Uganda, Rwanda and Tanzania) had a steady growth from 2012 to 2016. On the other hand, Kenya had a significant drop from 1,711,000 arrivals in 2012 to 1,180,000 arrivals in 2015. They however saw an increase again in 2016 with 1,340,000. Also evident from this figure is fact that by 2016, the disparity in arrivals between the 4 nations had greatly reduced with only 56,000 arrivals separating the highest (Kenya) and the lowest (Tanzania) as seen by the shaded area.

Comparison by purpose of visit

The purpose of visit is classified by three categories; Holidays, leisure and recreation, Business and professional, and Other personal purposes. Figure 2 below shows the percentage share of each purpose of visit in the 4 countries for the year 2016.

Figure 2: Distribution of tourist arrivals in EAC countries by purpose of visit (2016)



Source: Uganda Bureau of Statistics

As seen in the figure, the four countries had varying proportions of the different purposes of travel. For example in Kenya, the biggest percentage went to Holidays and leisure (71%). This is the most preferable distribution, as individuals in this category typically contribute more towards the tourism sector earnings than the other categories. On the other hand in Uganda, the largest proportion (60%) went to the other personal purposes category which includes visiting friends and relatives, in-transit individuals and temporary employees. This was followed by business and professional visitors with 22% and Holidays and leisure with 18%. This translates to a lesser contribution of the tourism sector to annual GDP as compared to the neighboring Kenya and Tanzania, but a greater contribution than Rwanda whose Holiday and leisure arrivals account for only 4% of the total arrivals in 2016.

Endangered Species—The Northern White Rhino

This year, 19th March unceremoniously became a sad day in the history of wildlife. On this day, the last male northern white rhinoceros (named Sudan) died at the age of 45 at Ol Pejeta conservancy in Kenya. This death effectively rendered this species extinct, given that the only remaining northern white rhinos are two females. This marks the second extinction event of a rhino subspecies in

recent years, with the western black rhino being declared extinct in 2011. This possible extinction brings to light the impor-



Sudan in his final years

tance of statistics, research and planning. There is a great need to ensure conservation and preservation of the endangered wildlife species, whose list is increasing yearly. This can mainly be done through research, proper planning and adequate apportionment of funds to the wildlife and tourism sectors to ensure the survival of the endangered species in Uganda, Africa and the world at large. Below is a table showing some of the animal species in Uganda that are endangered.



Preventing ongoing extinction of elephants, rhinoceroses, and other threatened species is critically important. By all means, we must set priorities for allocating finite conservation resources.

George M. Church

Animal Species	Uganda Population (2011-14)	Estimated World Population (2015-16)	%age share in Uganda
Rothschild Giraffe	880	1,671	52.66
Mountain Gorilla	400	880	45.45
African Lion	493	20,000	2.47
Topi	2,222	300,000	0.74
Southern White Rhino	17	19,666	0.09
African Elephants	573	700,000	0.08
Grant's Gazelle	57	140,000	0.04
Roan Antelope	20	76,000	0.03

The Mountain Gorilla

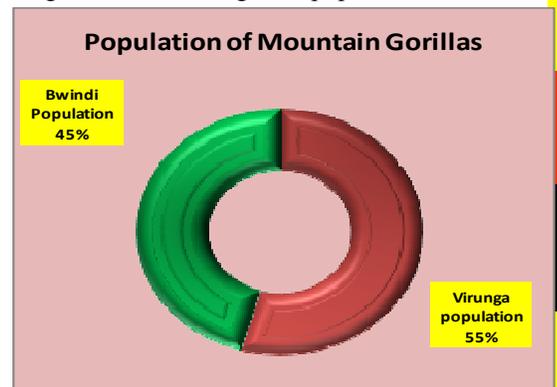
Thanks to conservation efforts, the population of mountain gorillas has increased from 620 individuals in 1989 to around 880 individuals today.

The **Virunga population** numbers 480, and lives at altitudes ranging from 2,300-4,500 m. Most of these gorillas range within the southern part of Virunga National Park, DRC, and the Volcanoes National Park (Parc National des Volcans),

northern Rwanda, while a few use the Mgahinga National Park (a family of estimated 9 individuals), southwestern Uganda.

The **Bwindi population** lives at elevations of 1,500- 2,300 m. A 2011 census recorded 400 individuals. Additionally, four orphaned mountain gorillas currently reside in a sanctuary in Uganda.

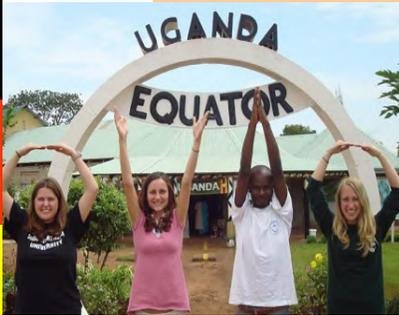
Figure 3: Mountain gorilla population in Africa



Source: African Wildlife Foundation

Importance of Statistics and data collection in Tourism

Most of us tend to see statistics courses as an exercise in making simple things hard and the obvious things obtuse. Yet despite the many difficulties, modern statistics can play an important role in the tourism industry. For example, anyone interested in promoting his or her area's tourist industry needs to have, at the very least, a good demographic profile of the visitors to his country. Although often these stats are quoted of scientific proof, in reality statistics are both an art and a science. We can use statistics as a means to clarify and organize data or a means to create a numerical



Tourists at the Equator

form of double-speak. When we use statistics properly, it can be a wonderful tool in discovering hidden problems within our industry, and trends that may cause future problems. When used improperly, statistics can become the basis for incorrect decisions and even bankruptcies. To promote a location, tourism professionals need to have at their disposal an accurate picture of their visitor population. It is critically important to collect data on inbound domestic tourism and outbound tourism expenditure, internal tourism expenditure, GDP contribution attributed to tourism, among others.

POLICY AND PLANNING DIVISION

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The mandate of the Ministry of Tourism, Wildlife and Heritage (MTWH) is derived from Article 189 and Sixth Schedule the Constitution of the Republic of Uganda (1995), Uganda Wildlife Act Cap 200, Uganda Tourism Act, 2008, Historical Monuments Act 1967, Universities and Other Tertiary Institutions Act, 2006.

Our Mandate is:

“To formulate and implement policies, strategies, plans and programs that promotes tourism, wildlife and cultural heritage conservation for socio-economic development and transformation of the country”.

Our Vision is:

“Sustainable tourism, wildlife and cultural heritage contributing to the transformation of the Ugandan society from a peasant to a modern and prosperous one”.

Our mission is:

“To develop and promote tourism, wildlife and cultural heritage resources for enhancement of Uganda as a preferred tourist destination, with accelerated sector contribution to the national economy”.