



MTWA STATISTICAL BULLETIN

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“Quote: Africa is wealthy in natural resources; the problem is they are not optimally utilized - HE Yoweri Kaguta Museveni

PURPOSE OF TOURIST VISIT TO UGANDA



Tourists Arriving at Entebbe International Airport in 2016

Tourists to Uganda are divided into four categories;-

- Leisure & Holiday Visitors;
- Business and professional Conference visitors;
- Visiting Friends & Relatives (VFR)
- Other Purposes

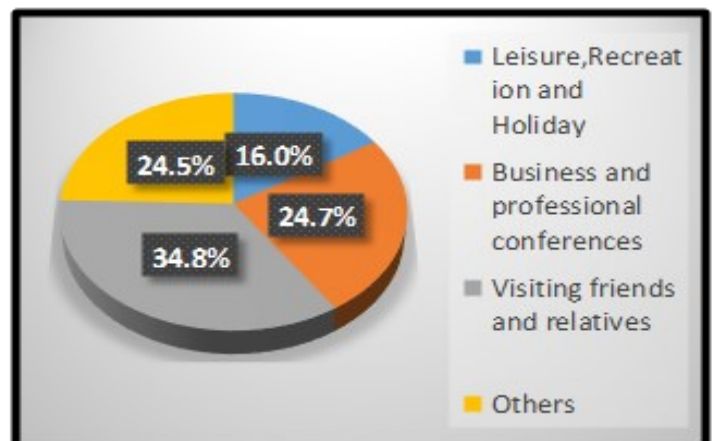
The pie-Chart shows that majority of Tourist arrivals came into the country to visit friends and relatives (34.8 percent), followed by those who came to attend business and profes-

sional conferences (24.7 percent) then those who came for Leisure, recreation and holidays (16.0 percent).

Other purposes of visit to the country include;

Medical treatment, education, temporary employment, in Transit and Returning residents.

%Age Share of Tourist Arrivals by Purpose in 2015



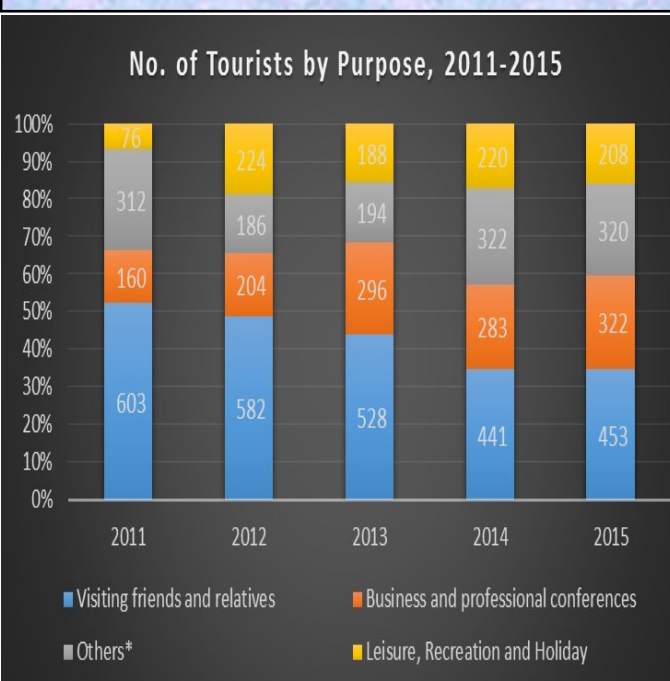
Source: Tourism Sector Statistical Abstract [2016]

TOURIST ARRIVALS BY PURPOSE OF VISIT

Trends in Tourist Arrivals show that Tourists Visiting friends have continuously declined over time from 603,000 in 2011 to 453,000 visitors in 2015.

The categories of Business Visitors and those who came for other Purposes have increased and this is evidenced in their numbers in 2014 and 2015 in comparison to the previous years.

Tourist Arrivals to Uganda by Purpose, 2011-2015



TOURIST ARRIVALS TO UGANDA IN THE LAST FIVE YEARS

The number of tourists arriving for leisure, recreation and holidays reduced from about 220,000 in 2014 to about 208,000 in 2015 representing a 5.6 percent decline. On the contrary, tourist arrivals visiting friends and relatives increased from about 441,000 in 2014 to

453,000 in 2015, indicating a 2.8 percent increase.

Another category that has consistently grown over the years is the category of Business and Conference visitors that rose from 283,000 visitors in 2014 to 322,000 visitors in 2015, reflect-

ing a 13.9 percent increase.

The strength of the US dollar relative to other currencies has shifted the price competitiveness of destinations and in 2015, affected Leisure travelers to Uganda.

Tourist Arrivals by purpose of visit ('000s), 2011 – 2015

Purpose of Visit	2011	2012	2013	2014	2015	%Age Change 2014-2015
Leisure, recreation and holidays	76	224	188	220	208	-5.6
Business and professional conferences	160	204	296	283	322	13.9
Visiting friends and relatives	603	582	528	441	453	2.8
Others*	312	186	194	322	320	-0.9
Total	1,151	1,196	1,206	1,266	1,303	2.9

* 'Others' includes travelers in transit, those in temporary employment and short-term contract/consultancy etc

Editorial

By Ojok Denis Rodney

Do we need Statistics any way?

Absolutely!!!

Statistics are an important tool for running any business/organization. Managers/Policy makers are required to make informed decisions based on data collected over time. This data is worthless unless it is analyzed and interpreted;

Statistics allows business managers/Policy makers to analyze the data and arrive at meaningful conclusions.

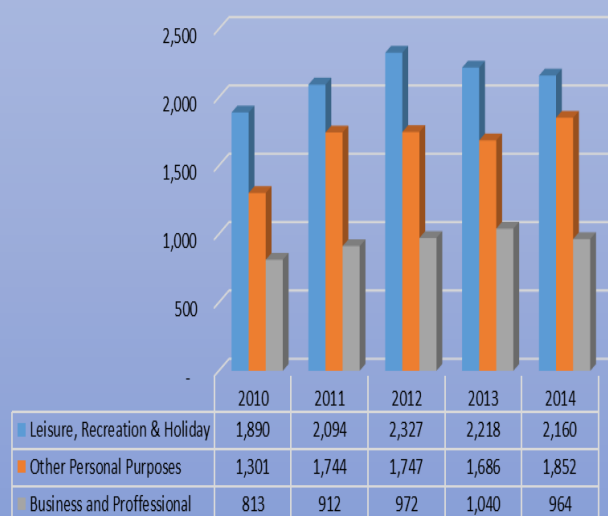
Statistics are now more than important for public policy and programme formulation, implementation, monitoring and evaluation (NDP, 2010).

Lastly in order to be able to measure middle income in 2020, we need statistics.

We are what we repeatedly do. Excellence, then, is not an act, but a habit— **Aristotle**

TOURIST ARRIVALS TO EAST AFRICA

TOURIST ARRIVALS TO EA BY PURPOSE, 2010-2014



The Graph above shows that Leisure and Holiday which is the main reason for Tourists coming to East Africa has increased from 1,890,000 tourists in 2010 to 2,160,000 visitors in 2014. This is good for the region as a whole.

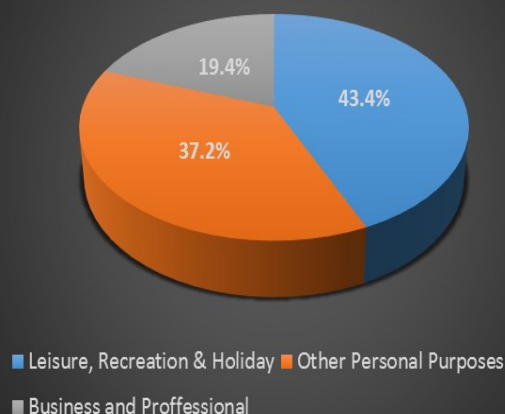
The Category of Business and Professional Conferences in East Africa has been fluctuating over the five year period as it may be seen above.

Tourists who enter East Africa for other purposes including visiting friends have increased from 1,301,000 visitors in 2010 to about 1,852,000 visitors in 2014.

TOURIST ARRIVALS TO EAST AFRICA, 2014

Majority of Tourists to EA come for Leisure, recreation & holidays followed by those that come for other purposes and Business and Professional Conferences

Tourist Arrivals to East Africa



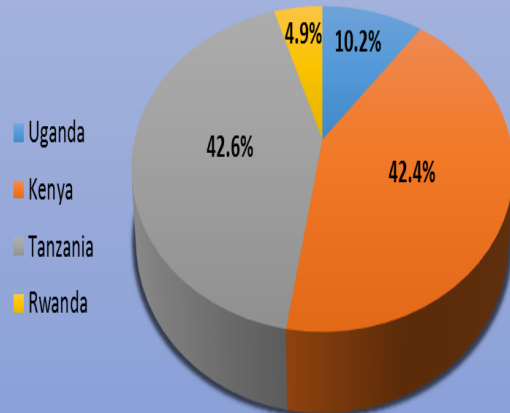
Tourist Arrivals To East Africa (Kenya, Uganda, Tanzania & Rwanda)

Purpose of Visit	2010	2011	2012	2013	2014	%Age Share 2014	%Age Change 2014-2013
Leisure, Recreation & Holiday	1,890	2,094	2,327	2,218	2,160	43.4%	-2.6%
Other Personal Purposes	1,301	1,744	1,747	1,686	1,852	37.2%	9.8%
Business and Professional	813	912	972	1,040	964	19.4%	-7.3%
Total	4,004	4,750	5,046	4,944	4,976	100%	0.6%

Leisure and holiday Visitors tend to spend more than all other categories of Tourists

LEISURE & HOLIDAY VISITORS TO EA COUNTRIES, 2014

%Age Share of Leisure and Holiday Visitors among EA Countries



Tanzania and Kenya attract the highest proportions of leisure and holiday tourists among the East African Countries with Tanzania contributing to 42.6 percent and Kenya contributing 42.4 percent of all Leisure and Holiday Visitors to East Africa.

10.2 percent of the leisure and Holiday tourists that visit East Africa.

We also note that Rwanda whose arrivals have recently reached one million visitors contribute only 4.9 percent of the leisure and Holiday Visitors to East Africa.

Uganda, the pearl of Africa only attracts

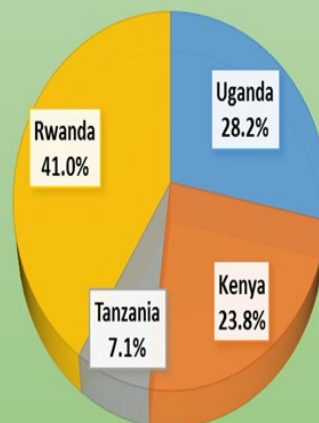
BUSINESS & CONFERENCE VISITORS TO EA COUNTRIES, 2014

Statistics show that Rwanda attracts more Business & Conference visitors than any East African Country and this is evidenced by a 41.0 percentage share of the total Business visitors to East Africa.

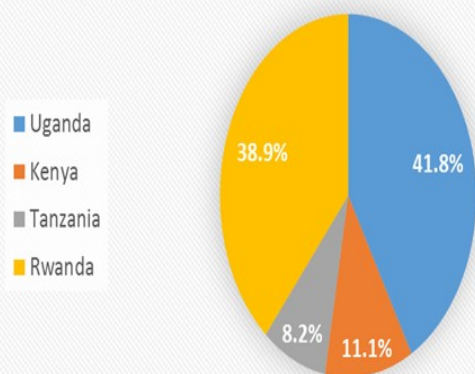
This is followed by Uganda and Kenya sharing 28.2 percent and 23.8 percent of the total Business visitors to EA.

Tanzania receives the least number of Business and Conference Visitors to East Africa.

%AGE SHARE OF BUSINESS & CONFERENCE VISITORS AMONG EA COUNTRIES



%Age Share of Visitors to "Other Personal Purposes" among EA Countries



VISITORS TO EA FOR OTHER PERSONAL PURPOSES, 2014

Uganda and Rwanda lead when it comes to Visitors who come into the Country for other purposes including Visiting friends and relatives and this is evidenced by the highest percentage shares of 41.8 percent and 38.9 percent respectively.

Kenya and Tanzania receive few visitors in the category of "Other Personal Purposes" and this is evidenced by their percentage shares of 11.1 percent and 8.2 percent respectively.

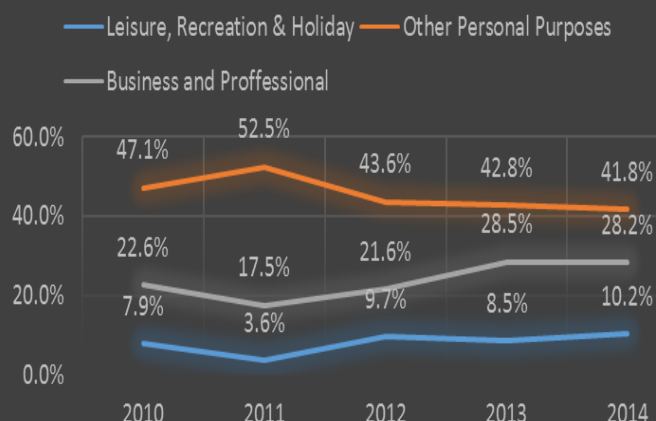
TOURIST ARRIVALS TO EAST AFRICA BY PURPOSE

%AGE SHARE OF TOURISTS TO UGANDA BY PURPOSE IN EA

Although Uganda shares a small proportion of Leisure and holiday tourists to EA compared to Kenya and Rwanda, the graph here shows that the contribution has then increased over the years from 7.9 percent in 2010 to 10.2 percent in 2014.

However it can also be noted that the percentage share of the category of Other Personal Purposes has over the years reduced from a 47.1 percent share in 2010 to a 41.8 percent share in 2014.

%Age Share of Tourist Arrivals to Uganda by Purpose in East Africa, 2010-2014



TRENDS IN TOURIST ARRIVALS BY PURPOSE TO EA COUNTRIES

Purpose/Country	Year					%Age Sha
	2010	2011	2012	2013	2014	
Leisure Visitors						
Uganda	149	76	225	188	220	10.2%
Kenya	1,064	1,242	1,164	1,035	915	42.4%
Tanzania	609	694	843	891	920	42.6%
Rwanda	68	82	95	104	105	4.9%
Total Leisure Visitors	1,890	2,094	2,327	2,218	2,160	100.0%
Business and Professional						
Uganda	184	160	210	296	272	28.2%
Kenya	266	310	291	259	229	23.8%
Tanzania	56	47	56	66	68	7.1%
Rwanda	307	395	415	419	395	41.0%
Total Business Visitors	813	912	972	1,040	964	100.0%
Other Personal Purposes						
Uganda	613	915	762	722	774	41.8%
Kenya	279	271	256	226	206	11.1%
Tanzania	118	127	178	139	152	8.2%
Rwanda	291	431	551	599	720	38.9%
Total Other Purposes	1,301	1,744	1,747	1,686	1,852	100.0%

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