



THE REPUBLIC OF UGANDA
MINISTRY OF TOURISM, WILDLIFE AND ANTIQUITIES

STATISTICAL ABSTRACT 2025

TOURISM TRENDS AND STATISTICS REPORT 2025

MARCH 2025

MTWA STATISTICAL ABSTRACT 2025 **(Tourism Trends and Statistics Report 2025)**

This Publication presents the Tourism performance Statistics including among others Tourist Arrivals, Accommodation Statistics and Visitation to Attraction Sites for the year 2024.

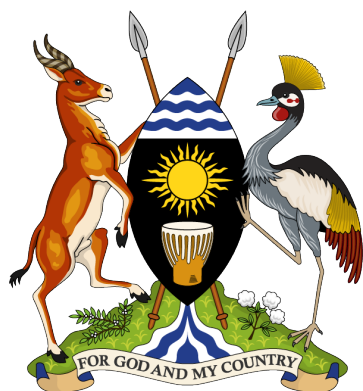
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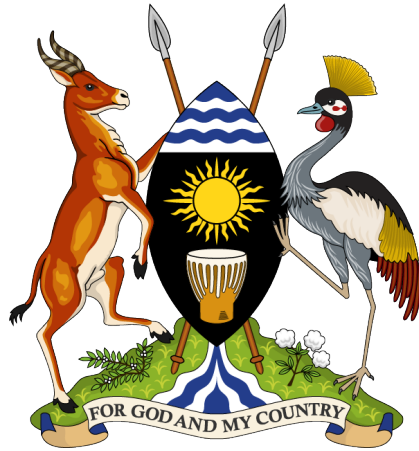
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FOREWORD

It is with great pride that the Ministry of Tourism, Wildlife and Antiquities (MTWA) presents the 2025 Statistical Abstract—our ninth annual publication dedicated to providing evidence-based insights on Uganda’s tourism performance. This report captures the industry’s trajectory in 2024, a year defined by continued recovery, strategic transformation, and renewed global interest in Uganda as the preferred tourist destination.

The tourism industry plays a vital role in Uganda’s socio-economic development. In 2024, it contributed 6.6% to national GDP and supported over 803,000 jobs, reflecting both its resilience and its capacity to drive inclusive growth. These figures are not just statistics—they represent livelihoods, opportunities for communities, and investments in Uganda’s natural and cultural heritage.

This year’s abstract documents several encouraging trends. International tourist arrivals rose by 7.7%, reaching 1.37 million, while tourism earnings grew by 26% to USD 1.28 billion. We witnessed longer stays, higher per capita expenditure, and a notable shift toward leisure and premium tourism experiences. Meanwhile, domestic tourism remained strong, a sign that more Ugandans are exploring and valuing the unique beauty of their country.

We also acknowledge the dynamic global and regional context in which these achievements occurred. The global travel industry reached 99% of pre-pandemic levels in 2024. Uganda not only kept pace but strengthened its position in the region—particularly within Sub-Saharan Africa, where it now holds a 3.2% share of all international tourist arrivals.

This publication draws on rigorous data from administrative records, surveys such as the Tourism Expenditure and Motivation Survey (TEMS), and the PISCES border management system. The result is a robust and comprehensive overview of key indicators—tourist arrivals, purpose of visit, source markets, hotel occupancy, and economic impact—presented in user-friendly formats with tables, charts, and clear narratives.

As we look ahead, our focus must turn toward sustaining and amplifying this growth. We must deepen diversification, improve infrastructure, and invest in new tourism products—particularly in cultural heritage, wellness, eco-tourism, and conference tourism (MICE). Targeted engagement in emerging long-haul markets such as China, Bangladesh, and Canada, alongside the continued cultivation of regional partnerships, will be key to expanding our tourism base.

The Ministry extends its sincere appreciation to all our partners, government agencies, private sector actors, development partners, and communities whose collective efforts continue to shape the success of Uganda’s tourism sector.

This Statistical Abstract is more than a report. It is a compass, guiding our policies and partnerships as we work to unlock the full potential of tourism for national transformation. Uganda stands ready to welcome the world with open arms, rich heritage, and unmatched natural beauty.



Doreen S. Katusiime (Mrs)
PERMANENT SECRETARY

ABOUT THE ABSTRACT

This 2025 MTWA Statistical Abstract was prepared by the Policy Research and Planning Division of the Ministry of Tourism Wildlife and Antiquities and is mainly based on the PISCES Arrival and Departure data and the Tourism Expenditure and Motivation Survey 2025.

Now in its ninth publication, the annual MTWA Statistical Abstract plays a crucial role in consolidating the Statistics and data on Uganda's Tourism. Drawing from recent surveys, administrative records of Ministries, Departments, and Agencies (MDAs), and secondary sources, the abstract adheres to international standards in statistical production.

This abstract covers a wide range of Tourism Performance Statistics, including patterns in Tourist arrivals, expenditures, domestic Tourism metrics, economic indicators, visitation to national game parks, attendance at the Uganda Wildlife Conservation Education Centre, visits to museums and hospitality establishments in the country, as well as Bed and Room Occupancy rates.

The publication employs a format that includes tables, graphs, and charts accompanied by explanatory text, providing a comprehensive visual representation of the data. For those seeking further detail, extensive tables on all chapters are appended to this publication. The Ministry remains steadfast in its commitment to delivering valuable statistical insights annually, supporting informed decision-making and planning within the stakeholder community.

ACKNOWLEDGMENTS

The Ministry of Tourism, Wildlife and Antiquities (MTWA) expresses sincere appreciation to all individuals and institutions that contributed to the preparation of the 2025 Statistical Abstract.

We extend special thanks to Mr. Lyadda I. Manga, Assistant Commissioner for Finance and Planning, for his leadership in guiding the development and preparation of this report. We also commend Mr. Ojok Denis Rodney, Senior Statistician, and Mr. Hakim Kizito, Statistician, for their dedication in spearheading the compilation and analysis of the data presented.

Our gratitude goes to the Policy, Research and Planning Division for coordinating the process, and to the Uganda Bureau of Statistics (UBOS), Ministry of Internal Affairs, and sector agencies UTB, UWA, UWEC, UWRTI, and UHTTI for their valuable data and insights.

We further acknowledge the contributions of the private sector and our development partners, whose continued collaboration strengthens the quality and reliability of Uganda's tourism statistics.

ACRONYMS

BINP	Bwindi Impenetrable National Park
BN	Billion shillings
CITES	Convention on International Trade in Endangered Species
COMESA	Common Market for Eastern and Southern Africa
DCOs	District Commercial Officers
DRC	Democratic Republic of Congo
EAC	East African Community
FDI	Foreign Direct Investment
GDP	Gross Domestic Product
HQ	Head Quarters
ICT	Information Communications Technology
KINP	Kibale National Park
KVNP	Kidepo Valley National Park
LMNP	Lake Mburo National Park
MDAs	Ministries, Departments and Agencies
MENP	Mount Elgon National Park
MFNP	Murchison Falls National Park
MGNP	Mgahinga Gorilla National Park
MTIC	Ministry of Trade Industry and Cooperatives
MTWA	Ministry of Tourism, Wildlife & Antiquities
NDP	National Development Plan
NP	National Park
PNSD	Plan for National Statistical Development
QENP	Queen Elizabeth National Park
RMNP	Rwenzori Montains National Park
SNP	Semliki National Park
TIMS	Tourism Information Management System
Tr	Trillion
TSWR	Toro Semliki Wildlife Reserve
UBOS	Uganda Bureau of Statistics
UHTTI	Uganda Hotel and Tourism Training Institute
UNBS	Uganda National Bureau of Standards
UTB	Uganda Tourism Board
UWA	Uganda Wildlife Authority
UWRTI	Uganda Wildlife Research Training Institute
UWEC	Uganda Wildlife Education Conservation Centre
WTTC	World Travel and Tourism Council

EXECUTIVE SUMMARY

The year 2024 marked continued growth and stability in Uganda's tourism industry, with several key indicators showing strong performance and sustained interest from both international and domestic travelers. The Ministry of Tourism, Wildlife and Antiquities (MTWA) compiled this Statistical Abstract to highlight performance trends and insights across all segments of the tourism industry.

Uganda's tourism industry showed remarkable growth in 2024, marked by an 7.7% rise in international tourist arrivals, reaching 1.37 million visitors. This growth was largely driven by African markets —89.2%—originated from the African continent, with strong inflows from neighboring East African Community (EAC) states. The United States, India, and China remained leading overseas markets, with notable increases from Canada and Bangladesh, signaling new frontiers in long-haul travel to Uganda.

Key Highlights:

- Tourism earnings rose by 26% to USD 1.28 billion, fueled by longer stays (8.7 nights) and increased spending (\$125/night, \$2,114 per leisure tourist).
- Hotel occupancy averaged 53.2%, with Kampala leading at 68.3%.
- Domestic tourism remained strong, with nearly 1 million visits to national parks, UWEC, and cultural sites.
- Outbound travel rose by 9.7% as 765,059 Ugandans traveled abroad.
- Leisure travel rose to 19.2% of all arrivals, thanks to campaigns like "Explore Uganda – The Pearl of Africa."
- Tourism contributed 6.6% to GDP and 7.2% to national employment, supporting over 800,000 jobs across key sectors such as transport, accommodation, and food services.

Trends & Opportunities:

- Canada (+148%), Bangladesh (+110%), and DR Congo (+320%) were standout growth markets.
- Despite a slight dip in visitors from the USA, UK, and Germany, strong gains in Asia and Africa are reshaping Uganda's source markets.
- August remained the peak month, while opportunities exist to boost travel in later quarters.

Looking ahead, the MTWA will prioritize diversification of source markets, improvement of product offerings, and expanded investment in cultural, eco, and adventure tourism. Targeted outreach to high-growth markets such as China, Bangladesh, and Canada, combined with strengthened efforts in traditional regions like Europe and the USA, will form the bedrock of Uganda's tourism promotion strategy. Moreover, with increased global interest in sustainable travel, Uganda's rich biodiversity—including its iconic mountain gorillas, national parks, and cultural heritage—positions it favorably for continued growth.

The abstract also reveals an important strategic insight: while tourist numbers are growing, quality over quantity is emerging as the driving force behind Uganda's tourism earnings. Longer stays and higher expenditure per tourist reflect a shift towards immersive, experience-rich travel—opportunities Uganda is uniquely equipped to deliver.

In 2025, MTWA will focus on:

- Increasing overseas market share beyond the current 10.1% of arrivals
- Enhancing infrastructure to support longer visitor stays
- Promoting underexplored regions and new tourism products
- Deepening domestic tourism through community-led initiatives and affordable travel campaigns

KEY CONCEPTS AND DEFINITIONS

Tourism

'Tourism' is a term that is understood in tourism economics to describe the movement and economic activity of people for every purpose other than their regular employment and normal day-to-day activity.

A Visitor

A visitor is a traveler who takes a trip to a destination outside his/her usual environment for any main purpose (leisure, business, or other personal reason), other than for his/her regular employment, and returns on the same day.

A Tourist

A Tourist is any person travelling to and staying in a place outside their usual residence (environment) for a period of not more than twelve consecutive months for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.

Tourism attraction sites

The protected/reserved area that offers tourist products and facilities.

National parks

An area of international and national importance because of its biological diversity, landscape, or national heritage and in which the following activities may be permitted: (a) biodiversity conservation; (b) recreation; (c) scenic viewing; (d) scientific research; and (e) any other economic activity.

Wildlife Reserves

An area of importance for wildlife conservation and management and in which the following activities are permitted; conservation of biological diversity, scenic viewing, recreation, scientific research and regulated extra activities of natural resource.

Museum

A museum is a nonprofit making, permanent institution, in the service of society and its development, and open to the public, which acquires, conserves research, communicates and exhibits for the purposes of study, education and enjoyment of material evidence about man and his environment.

Wildlife Conservation Education Centers

Is an institution which provides Wildlife Conservation Education and awareness and serves as the CITES wild animals Rescue Centre.

Visitors to National Parks and Game Reserves

A non-resident or resident visitor who goes to the pro-

tected areas with a view of seeing wild animals and plants.

National residents

Citizens of Uganda that have been in the country for more than 12 months before the time of the visit.

Foreign Non-Resident

These are non-residents who are not Ugandans.

Foreign Residents

They are non-citizen residing in Uganda.

Other EAC Residents

They are residents of EAC members that are excluding Uganda.

Visitors to Registered Museums

These are people who visit heritage sites for research and tourism adventure.

International visitor arrivals

A non-resident visitor who comes to the country for a pleasure trip, holiday, business, family affairs, mission, meeting, and religious purposes and stays for at least one night in a collective or private accommodation in the country. This excludes passengers in transit at the airports.

Transit

Persons who remain for a short period in a designated area of the air terminal. This includes persons travelling the country for a short period.

Visiting Friends and relatives

Visitors coming for the purpose of seeing their friends and relatives.

Average Length of Stay

Total number of nights divided by total number of visitors for a given period.

Visitors by Mode of transport

This refers to the main mode of transport used by the visitor on the trip.

Accommodation establishments

Any facility that regularly provides overnight accommodation for tourists. It is divided into collective tourist establishments and private tourist accommodation.

Bed rooms Available.

Total number of bedrooms available for commercial accommodation.

Bedrooms occupied.

Total number of bedrooms occupied for commercial accommodation.

Bedrooms occupancy rate.

Percentage of available bedrooms occupied for commercial accommodation.

Bed nights available.

Total number of bed space available for commercial accommodation.

Bed nights occupied.

Total number of bed space occupied for commercial accommodation.

Bed occupancy rate.

Percentage of available bed space occupied for commercial accommodation.

Inbound tourist expenditure

Total consumption of a non-resident visitor within the economy of reference

Government Total Expenditure on Tourism as % of total budget

The amount of money given to the tourism sector as a percentage of Government total expenditure

Employment in tourism sector

Persons directly employed in the tourism related sectors.

Number of Registered Tourism training institutes

These are training institutions with a mandate to teach tourism.





CHAPTER 1: INTRODUCTION AND BACKGROUND

1.1 INTRODUCTION

Uganda is known for its beautiful scenery, rich wildlife, and unique cultures. These make it one of the most attractive tourism destinations in Africa. The tourism industry continues to grow and play an important role in the country's development.

This MTWA Statistical Abstract 2025 presents key tourism data for the year 2024, including the number of tourists who visited Uganda, where they went, how they travelled, how hotels performed, and how many Ugandans travelled abroad. The report gives a clear picture of how the tourism industry is performing and how it is changing over time.

The Ministry of Tourism, Wildlife and Antiquities (MTWA), working with its agencies and the private sector, continues to promote tourism through campaigns like "Explore Uganda – The Pearl of Africa." These efforts are helping more people discover Uganda's attractions, both from within the country and abroad.

1.2 BACKGROUND

Tourism is very important for Uganda's economy. It creates jobs, brings in money from other countries, supports local businesses, and helps protect the environment and cultural sites. Uganda has a variety of attractions including national parks, lakes, rivers, wildlife, and cultural sites, which continue to attract visitors.

In 2024, the tourism industry performed well. More people visited Uganda from other countries, more Ugandans toured local attractions, and hotel occupancy remained high throughout the year. The number of Ugandans travelling abroad also continued to rise. These trends show that tourism in Uganda is active and growing.



1.3 OBJECTIVES OF THE STATISTICAL ABSTRACT

The primary objectives of the MTWA Statistical Abstract 2025 are to:

- Present an accurate and comprehensive overview of Uganda's tourism performance in 2024, including key statistics on tourist arrivals, expenditures, and accommodation.
- Analyze trends in tourism, identifying areas of growth, recovery, and potential challenges, to inform policy-making, investment, and strategic planning within the sector.
- Highlight the contribution of tourism to Uganda's economy, including its impact on employment, GDP, and foreign exchange earnings.
- Provide valuable insights to stakeholders, including policymakers, investors, and the tourism community, to foster informed decision-making and strategic planning.
- Celebrate the resilience and innovation within Uganda's tourism sector, showcasing the country's potential as a leading tourist destination.

1.4 STRUCTURE OF THE ABSTRACT

This Statistical abstract is divided into different chapters, each focusing on an important part of tourism. It starts with an Introduction and Background, then goes into detailed sections about tourist arrivals, accommodation statistics, Domestic Tourism and visitations to key attractions. This abstract is easy to read and understand. It uses pictures, charts, and short texts to help explain the information better, making sure readers can easily see what's happening in tourism.

1.5 KEY TOURISM STATISTICS 2020 - 2024

Indicators	2020	2021	2022	2023	2024
Contribution of Tourism to GDP (%)	2.7	4.2	4.7	5.5	6.6% ¹
Contribution of Tourism to GDP (UGX Bn)	3,913.0	6,410.8	7,916.1	10.6 Tr	12.06Tr ²
Annual Foreign exchange earnings (USD - Bn)	0.44	0.50	0.736	1.025	1.28
Number of International Tourist arrivals from the U.S., Europe and China	29,036	27,877	46,907	67,252	64,877
Proportion of local tourists to total population (National parks, Museums, UWEC etc)	69%	76%	84%	84%	82%
Average annual Hotel occupancy rate (room occupancy rate, %)	20.1	33.1	46.9	53.9	53.2
Tourism arrivals	473,085	512,945	814,508	1,274,210	1,371,895
Average Inbound Expenditure per Leisure Tourist (USD)			1,806	1,478	2,114
Number of Ugandans visiting key tourist attractions [2]	137,975	281,206	890,802	1,115,169	997,152
Length of stay/ overnights in all types of accommodation	8.3	7.0	7.4	7.6	8.7
Proportion of leisure to total tourists (%)	2.3	9.0	11.7	15.7	19.2
No. of rooms			350,550	350,550	350,550
No. of Beds			371,221	371,221	371,221
Contribution of tourism to total employment (%)		5.7	5.7	7.2	7.2
Visitor satisfaction (%)			79	79	83
Number of people directly employed along the tourism value chain		573,508	610,806	803,691	803,691
Population of Elephants	7,975	7,975	7,975	7,975	7975
Population of Antelopes	175,590	175,590	175,590	175,590	175,590
Population of Lions	493	373	373	373	292
Population of Mountain Gorillas	459	459	459	459	459
Incidences of human Wildlife Conflicts (number)					
Number of visitors to Museums and cultural sites	3,910	2,883	67,366	131,508	34,611
Number of visitors to UWEC	67,789	131,117	486,464	619,164	531,496
Number of visitors to National Parks	101,331	189,988	367,869	387,914	436,767
Number of visitors to the Source of the Nile	28,128	48,316	138,655	190,330	184,226

Source: Compiled from the Statistical Abstract 2025

1 This is projected contribution to Tourism in 2024 by the WTTC

2 Projected by WTTC for 2024

CHAPTER 2: INBOUND TOURISM STATISTICS

This section presents the overview of the performance of tourism at the global and national levels. It provides an insight into Uganda's position in the global tour and travel economy in 2024.

2.1 GLOBAL TOURISM PERFORMANCE IN 2024

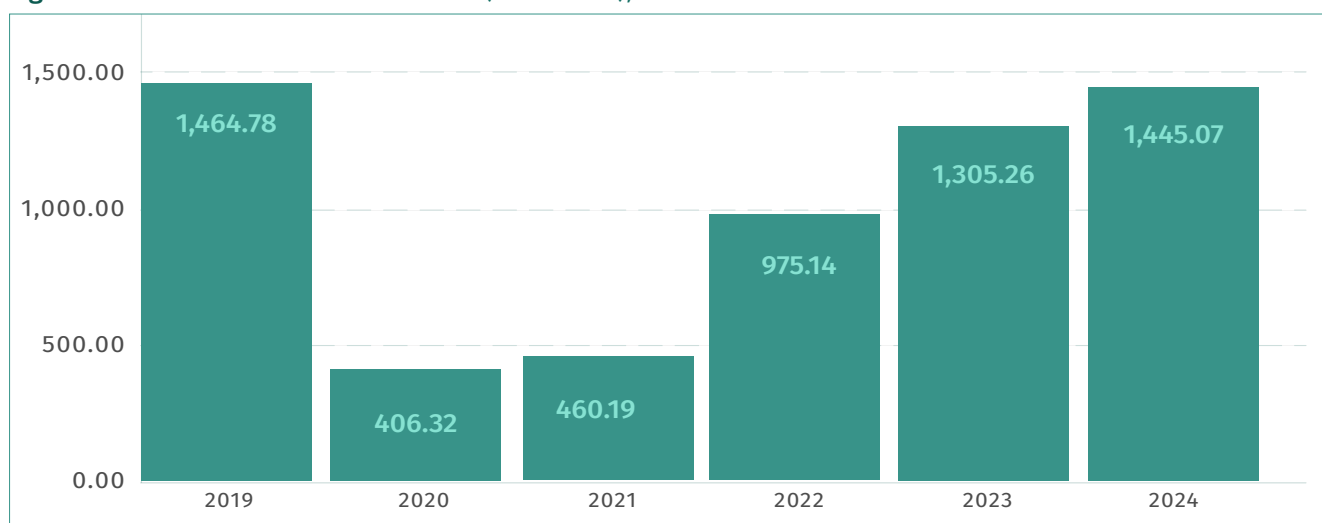
- The year 2024 marked the recovery of international tourism
- International tourist arrivals reached 99% of 2019 levels in 2024, four years after the start of the COVID-19 pandemic, marking the recovery from the worst crisis in the sector's history.
- An estimated 1.445 billion tourists travelled internationally in 2024, about 11% more than in 2023 and virtually the same number as in 2019.
- Results were driven by strong post-pandemic demand across all regions, robust outbound travel from many large source markets and the ongoing recovery of Asia and the Pacific.
- International tourism receipts reached USD 1.6 trillion in 2024, about 3% more than in 2023 and 4% more than in 2019 (real terms).
- Total exports from tourism (including passenger transport) reached a record USD 1.9 trillion in 2024, about 3% higher than before the pandemic (real terms), according to preliminary estimates.
- International tourist arrivals are expected to grow 3% to 5% in 2025 compared to 2024, assuming a continued recovery of Asia and the Pacific and solid growth in most other regions.
- Tourism exports (including passenger transport) hit a record USD 1.9 trillion in 2024, up 3% from pre-pandemic levels.
- Looking ahead, International arrivals in 2025 are expected to grow 3% to 5%, driven by Asia's recovery and strong global demand.
- Uganda recorded 1,371,895 tourist arrivals, contributing a market share of 0.1% to the World.

Table 1: Global International Tourist Arrivals (In Millions), 2019-2024

Global Tourism Performance, 2019-2024							2024 percent change	
	2019	2020	2021	2022	2023	2024	Over 2023	Over 2019
Arrivals (millions)	1,465	406	460	975	1,305	1,445	11%	-1%
Receipts (USD Bn)	1,490	561	641	1,140	1,536	1,590	4%	7%
Receipts per Arrival	1,017	1,382	1,393	1,169	1,177	1,100		

Source: UN Tourism Barometer 2025

Figure 1: International Tourist Arrivals (In Millions), 2019-2024

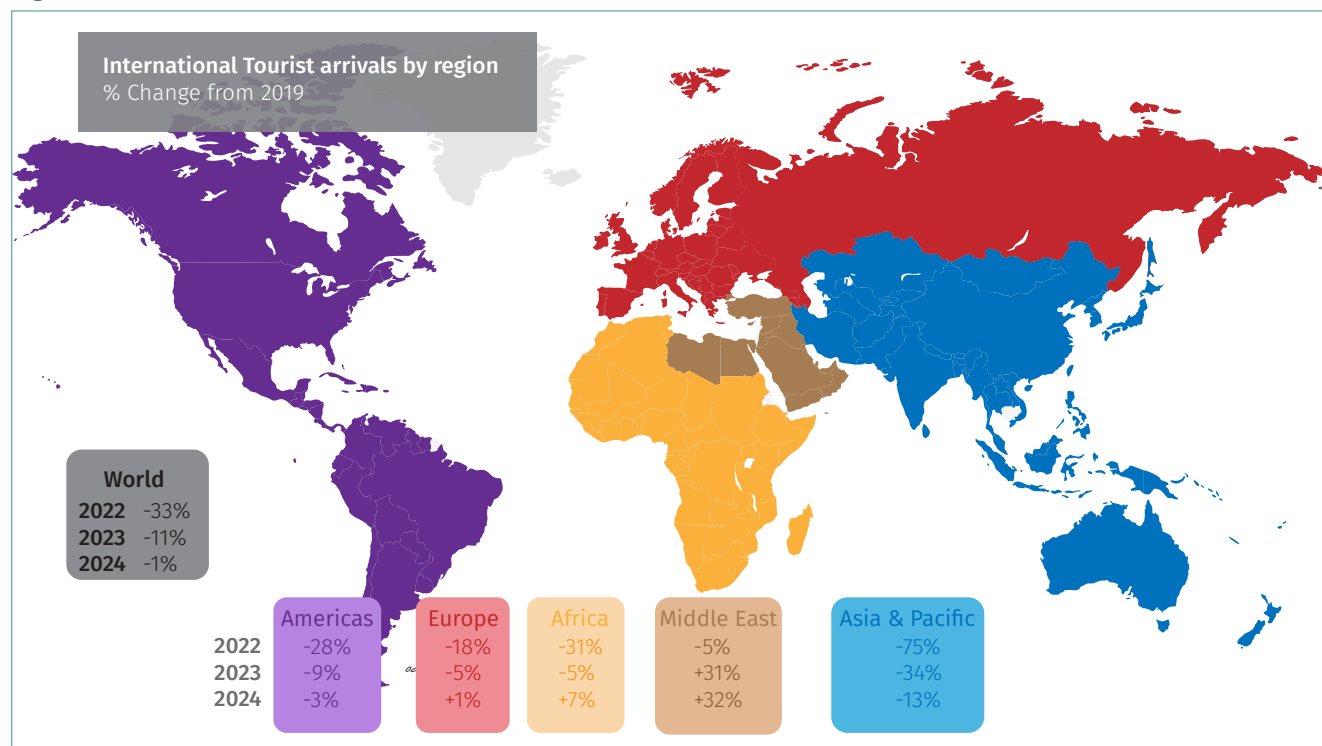


Source: UN Tourism Barometer 2025

2.1.1. International tourist arrivals by region

- The Middle East (95 million arrivals) remained the strongest-performing region relative to 2019, with international arrivals climbing 32% above pre-pandemic levels in 2024, though 1% versus 2023. Africa (74 million) welcomed 7% more arrivals compared to 2019 and 12% more than in 2023.
- Europe, the world's largest destination region, saw 747 million international arrivals in 2024 (+1% above 2019 and 5% over 2023), supported by strong intraregional demand
- The Americas (213 million) recovered 97% of pre-pandemic arrivals with the Caribbean and Central America already exceeding 2019 levels fueled by strong US outbound travel. The region saw a 7% growth over 2023.
- Asia and the Pacific (316 million) continued to experience a rapid recovery, where arrivals reached 87% of its pre-pandemic numbers as compared to 66% at the end of 2023.

Figure 2: Global Tourist Arrivals, 2019-2024



Source: UN Tourism Barometer, 2025

2.1.2. International tourist to Africa

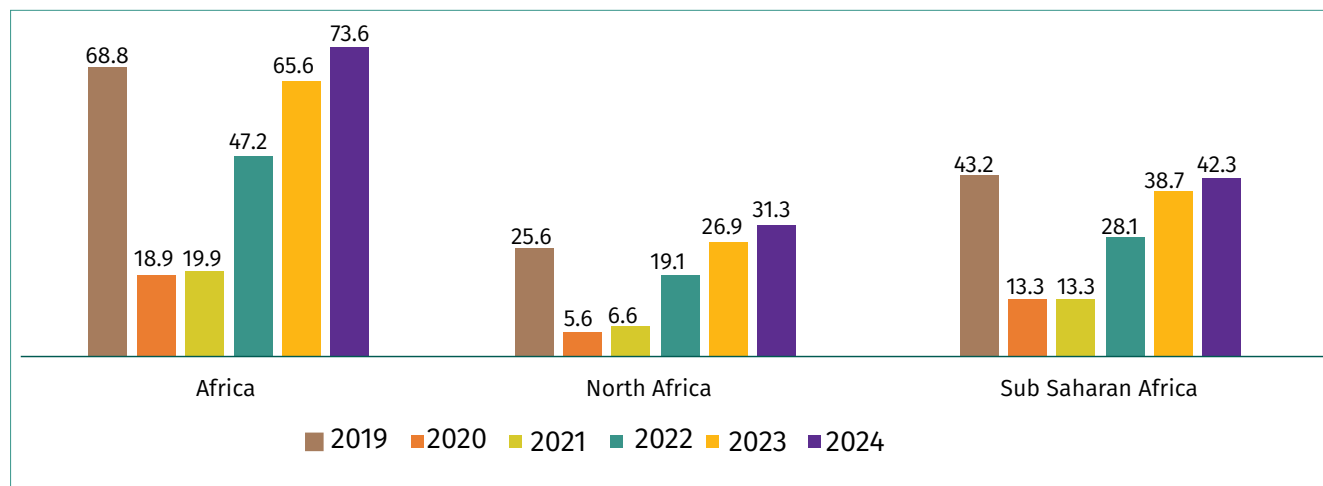
Figure 3: International Tourism Arrivals to Africa and Receipts, 2019-2024



Source: UN Tourism Barometer, 2025

- Africa's tourism in 2024 reached 73.6 million, surpassing 2019 levels (68.8 million) and showing significant growth from 2023 (65.6 million).
- North Africa increased from 26.9 million (2023) to 31.3 million (2024), exceeding 2019 levels (25.6 million).
- Sub-Saharan Africa rose to 42.3 million in 2024, up from 38.7 million in 2023, and nearly recovered to 2019 levels (43.2 million).
- Uganda recorded 1,371,895 tourist arrivals, contributing a market share of 1.9% to the Africa and 3.2% to Sub-Saharan Africa.

Figure 4: International Tourist arrivals to Africa (In Millions), 2019-2024



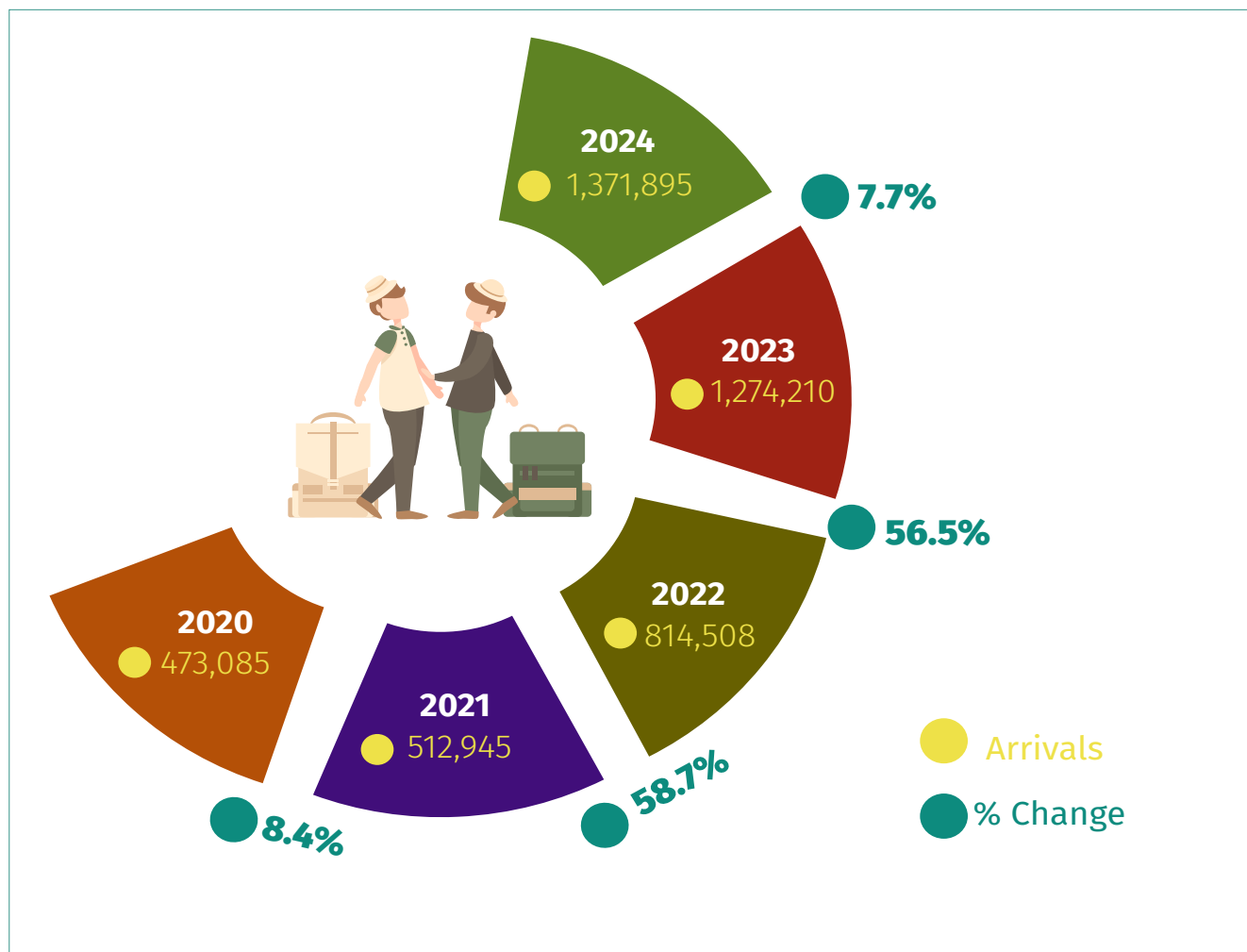
Source: UN Tourism Barometer, 2025

2.2 TOURISM PERFORMANCE IN UGANDA

2.2.1. International Tourist Arrivals to Uganda

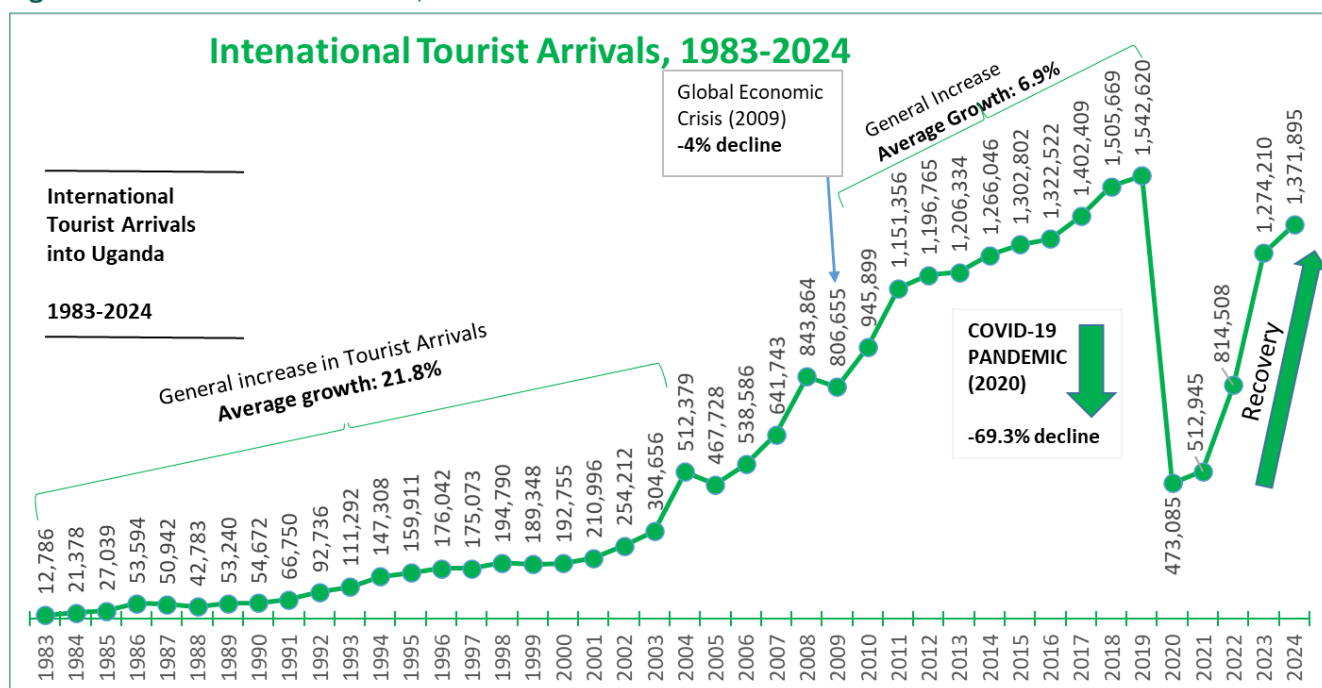
- Uganda's tourism sector continued its recovery in 2024, with tourist arrivals increasing by 7.7% to 1,371,895 from 1,274,210 in 2023.
- Growth was mainly driven by Mainland Africa, which saw a rise in visitors from 1,136,233 to 1,223,678, with East Africa remaining the largest contributor.
- Key overseas markets also performed well, including the United Kingdom (10,179 arrivals), United States (16,237 arrivals), and India (34,208 arrivals). The North American market grew 19.7%, largely due to a surge in Canadian arrivals (from 3,900 to 9,688).
- Uganda's international tourism recovery reached 89.2% of pre-pandemic levels, up from 82.6% in 2023, reinforcing its position as a leading African tourism destination.

Figure 5: International Tourist Arrivals to Uganda, 2020-2024



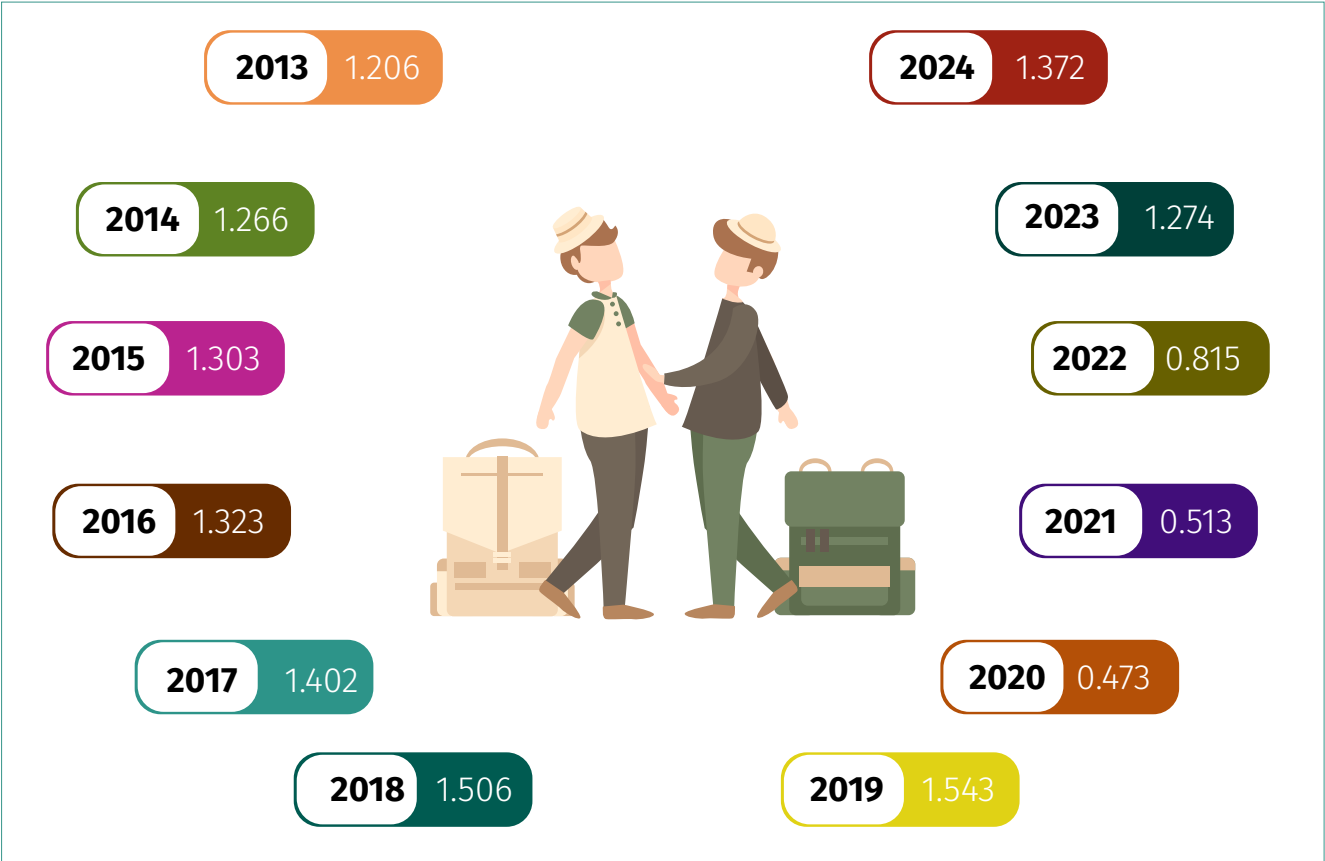
Source: PISCES 2024 & UBOS

Figure 6: Trend in Tourist Arrivals, 1983-2024



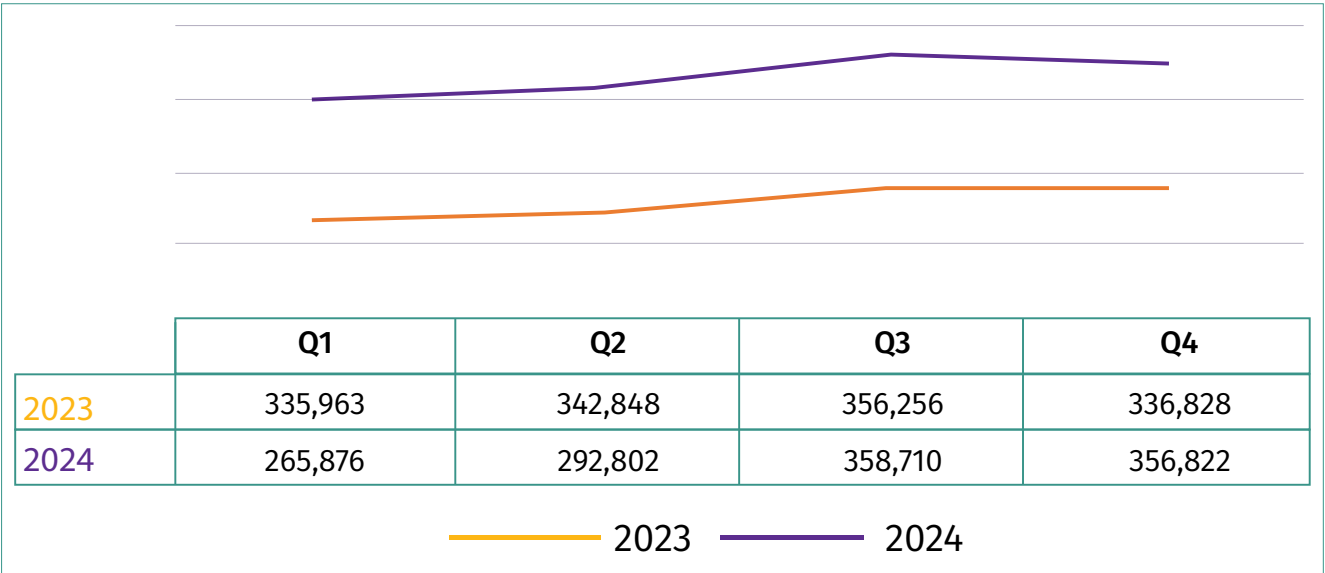
Source: PISCES 2024 & UBOS

Figure 7: Illustration of Tourist Arrivals, 2013-2024



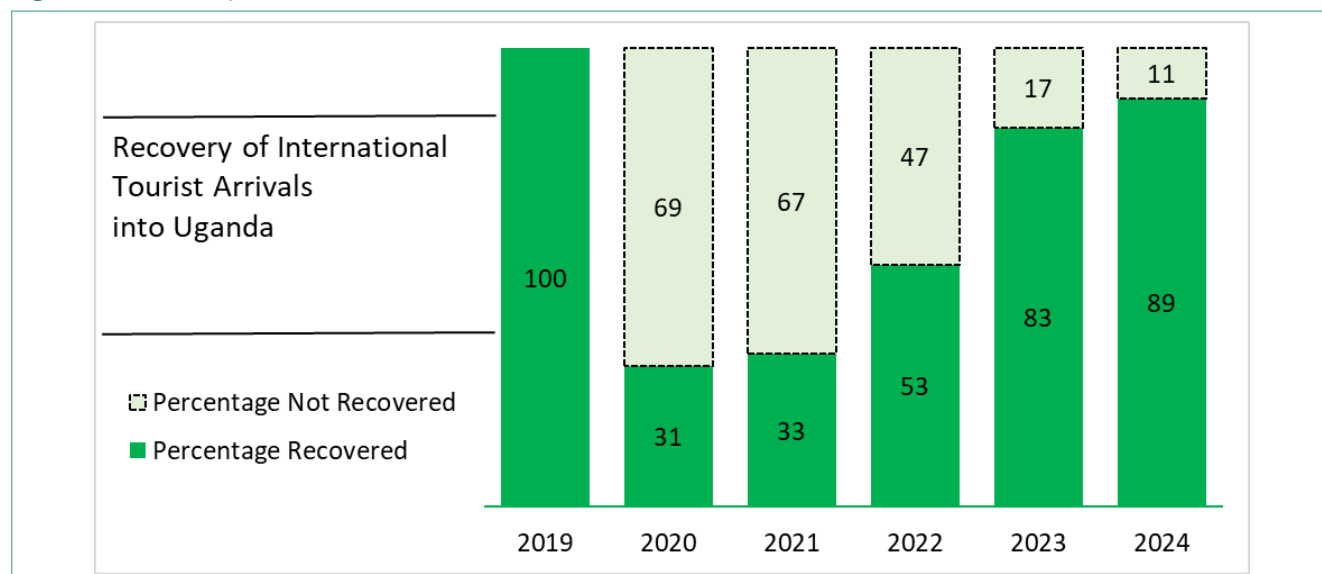
Source: PISCES 2024 & UBOS

Figure 8: Tourist Arrivals by Quarter, 2023-2024



Source: PISCES 2024 & UBOS

Figure 9: Recovery of International Tourist Arrivals (% of 2019 Levels)



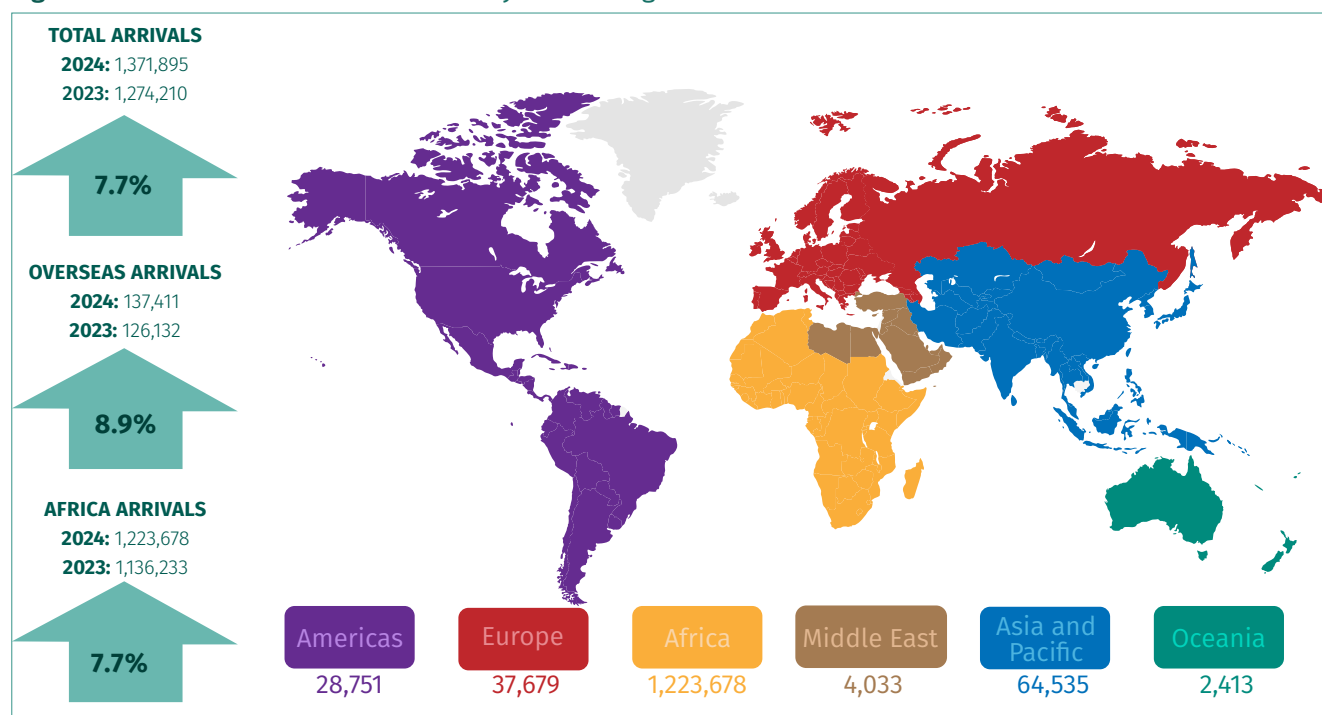
Source: PISCES 2024 & UBOS

- Uganda's tourism industry continues to recover strongly, with international arrivals nearing pre-pandemic levels, reducing the shortfall from 17% to just 11%.
- The rapid rebound is driven by eased travel restrictions, increased traveler confidence, and tourism promotion efforts, positioning Uganda for full recovery soon.

2.2.2. Geographical distribution of Tourist Arrivals to Uganda

- Total tourist arrivals to Uganda grew by 7.7%, increasing from 1,274,210 in 2023 to 1,371,895 in 2024, with Africa remaining the largest source market at 1,223,678 visitors.
- Overseas visitor arrivals increased by 8.9%, reaching 137,411 in 2024, with significant contributions from Europe (39,596), the Americas (28,751), and Asia & the Pacific (67,176).
- Uganda's tourism recovery is driven by international confidence, and strategic marketing efforts.

Figure 10: Tourist Arrivals Market Share by Source Region 2024



Source: PISCES 2024 & UBOS

Figure 11: Market Share by Overseas/Africa 2023-2024

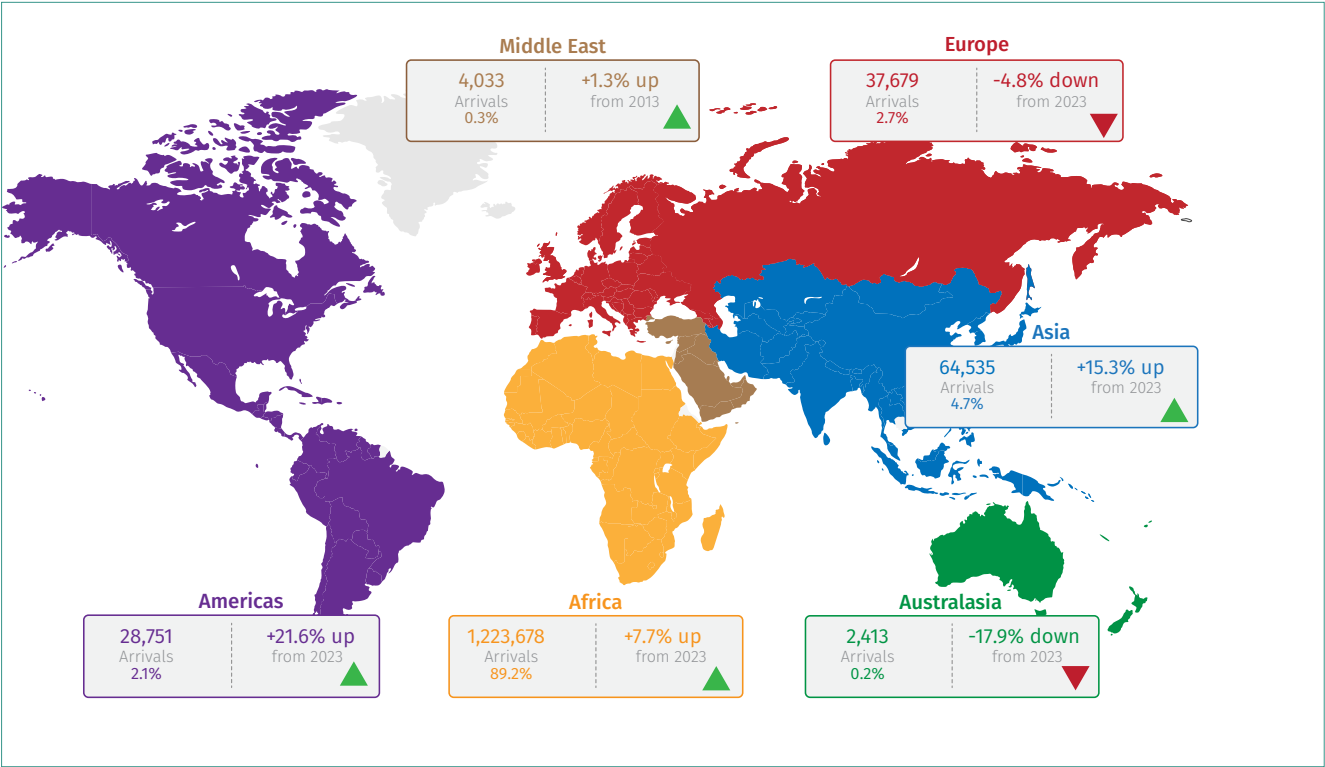


Source: PISCES 2024 & UBOS

- Uganda’s tourism growth in 2024 was primarily driven by arrivals from Mainland Africa, which increased by 7.7% to 1,223,678 visitors.
- While overseas visitor arrivals grew by 8.9% to 137,411, expanding this market remains a challenge for Uganda’s tourism sector. The overseas share increased by only 0.1 percentage points from 10% in 2023 to 10.1% in 2024 while that for Africa dropped by the same margin.
- Overseas tourists are high spenders and crucial for foreign exchange earnings, making their growth essential for revenue generation.
- African visitors continue to dominate Uganda’s inbound tourism, accounting for 89.2% of total arrivals.
- The major overseas source markets are Asia (4.7%), Europe (2.7%), and the Americas (2.1%), reinforcing their importance in Uganda’s tourism strategy.

2.2.3. Tourist Arrivals by Source Region, 2023-2024

Figure 12: International Tourist arrivals



Source: PISCES 2024 & UBOS

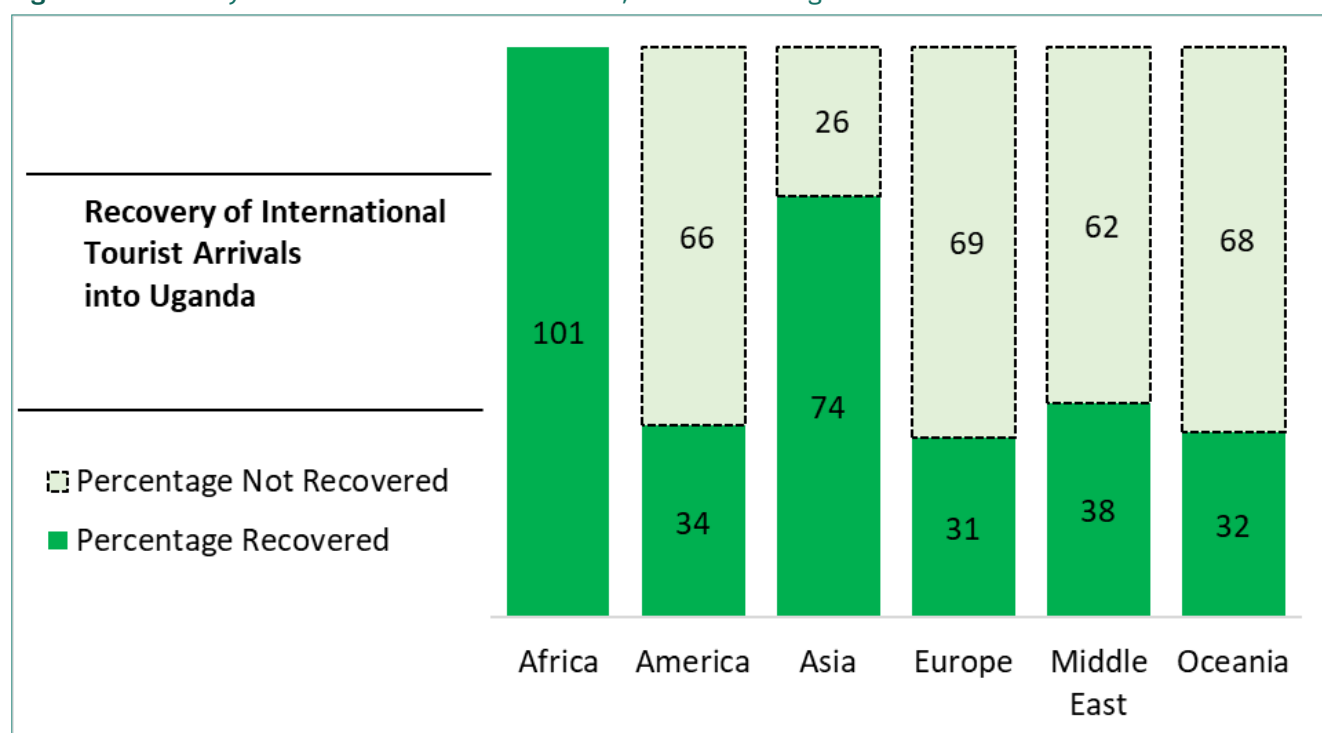
Table 2: Comparison of visitor Arrivals by Region, 2023 - 2024

Region	2023	2024	%Change 2024-2023
Africa	1,136,216	1,223,678	7.7%
America	23,643	28,751	21.6%
Asia	55,975	64,535	15.3%
Europe	39,596	37,679	-4.8%
Middle East	3,983	4,033	1.3%
Oceania	2,939	2,413	-17.9%
Unspecified	11,858	10,806	-8.9%
Total	1,274,210	1,371,895	7.7%

Source: PISCES 2024 & UBOS

- Overall, most regions experienced an increase in tourist arrivals to Uganda between 2023 and 2024, except for Europe, Oceania, and the Unspecified categories, which declined.
- The largest relative increase was seen from the Americas (+21.6%), followed by Asia (+15.3%), while Oceania had the largest decline (-17.9%).
- The total tourist arrivals grew by 7.7%, demonstrating a continued upward trend in Uganda's tourism sector for 2024.

2.2.4. Recovery of international tourist arrivals by Region.

Figure 13: Recovery of international tourist arrivals, 2024: Percentage of 2019 levels recovered in 2024

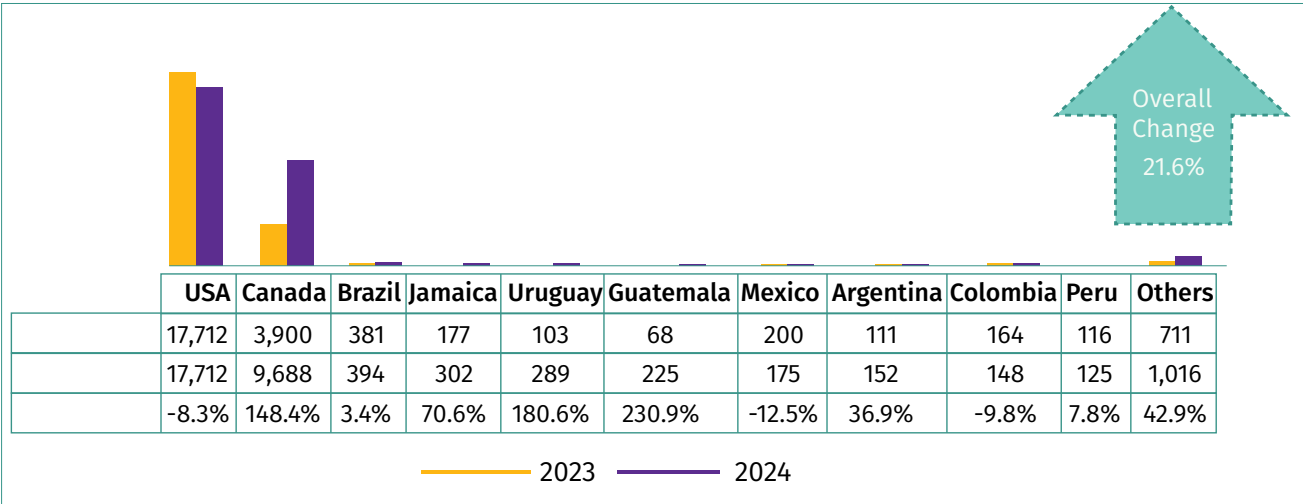
Source: PISCES 2024 & UBOS

- Africa and Asia have fully recovered and even surpassed 2019 levels, with Africa up by 17% and Asia by 7%.
- The Americas, Europe, and the Middle East are still recovering, with recovery rates of 19%, 15%, and 14%, respectively.
- Oceania has the slowest recovery, regaining only 6% of its 2019 levels.

2.3 TOURIST ARRIVALS BY SOURCE MARKET

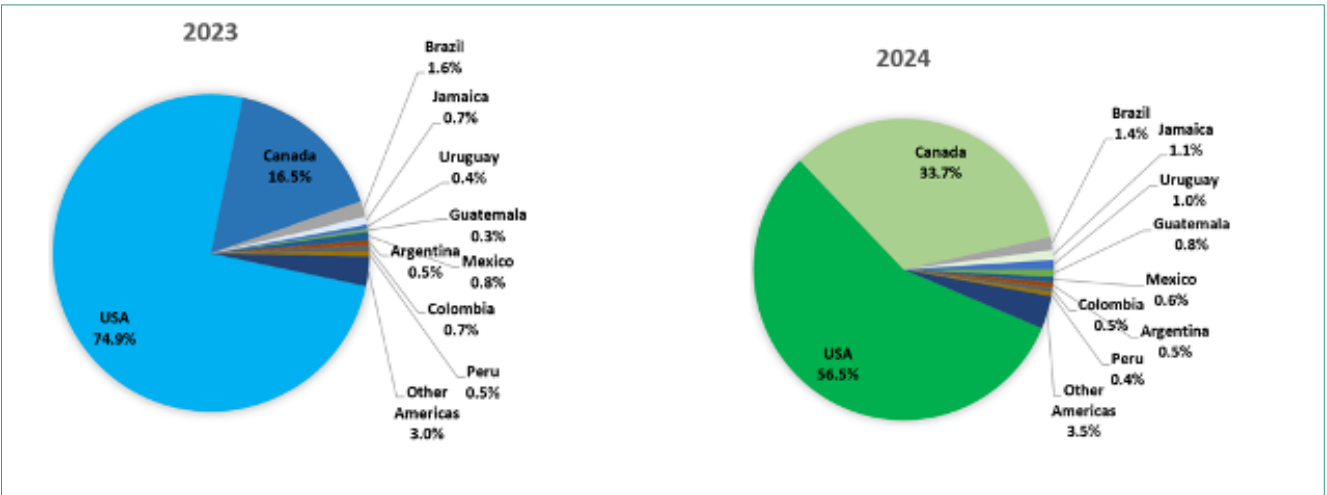
AMERICA

Figure 14: Tourist Arrivals from America, 2023-2024



Source: PISCES 2024 & UBOS

Figure 15: Market Share of Tourist Arrivals from America, 2023-2024

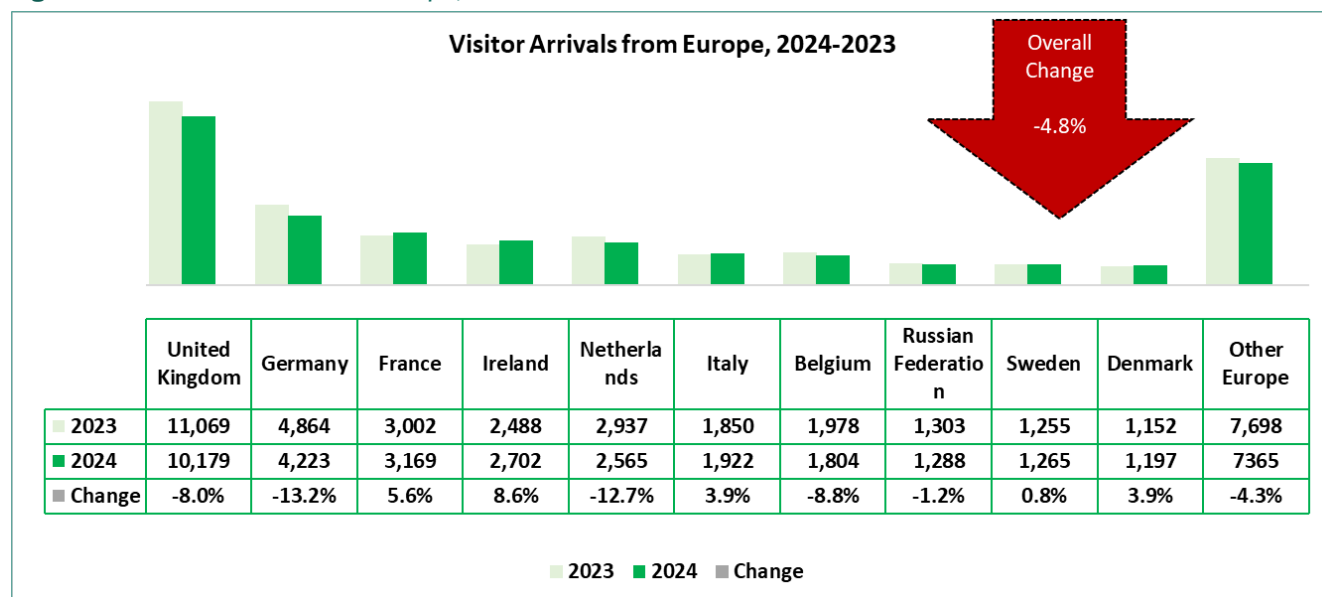


Source: PISCES 2024 & UBOS

- Tourist arrivals from the Americas grew by 21.6% in 2024, increasing from 23,643 in 2023 to 28,317.
- USA remains the top source market, though its share declined from 74.9% to 56.5% due to an 8.3% drop in arrivals (17,712 to 16,237).
- Canada saw remarkable growth, with a 148.4% increase in arrivals (3,900 to 9,688), raising its market share from 16.5% to 33.7%.
- Uruguay (+180.6%) and Guatemala (+230.9%) had the highest growth rates.
- Mexico (-12.5%) and Colombia (-9.8%) experienced declines.
- The region has only recovered 34% of pre-pandemic 2019 levels.

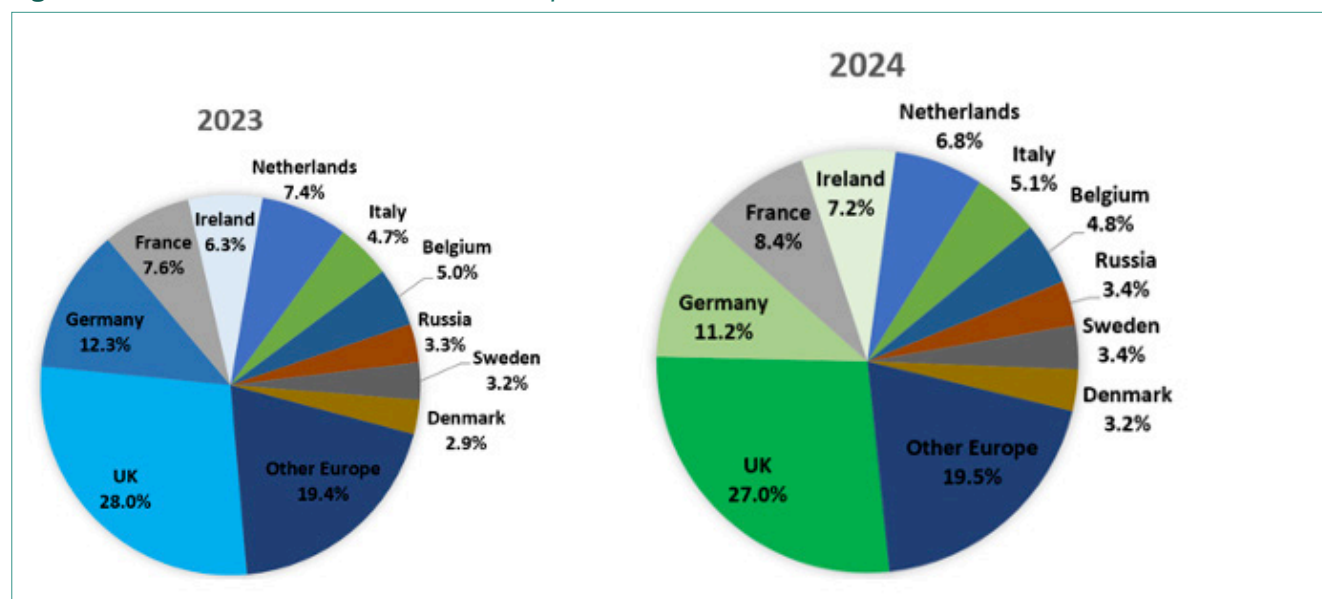
EUROPE

Figure 16: Tourist Arrival from Europe, 2023-2024



Source: PISCES 2024 & UBOS

Figure 17: Market share of Tourists from Europe

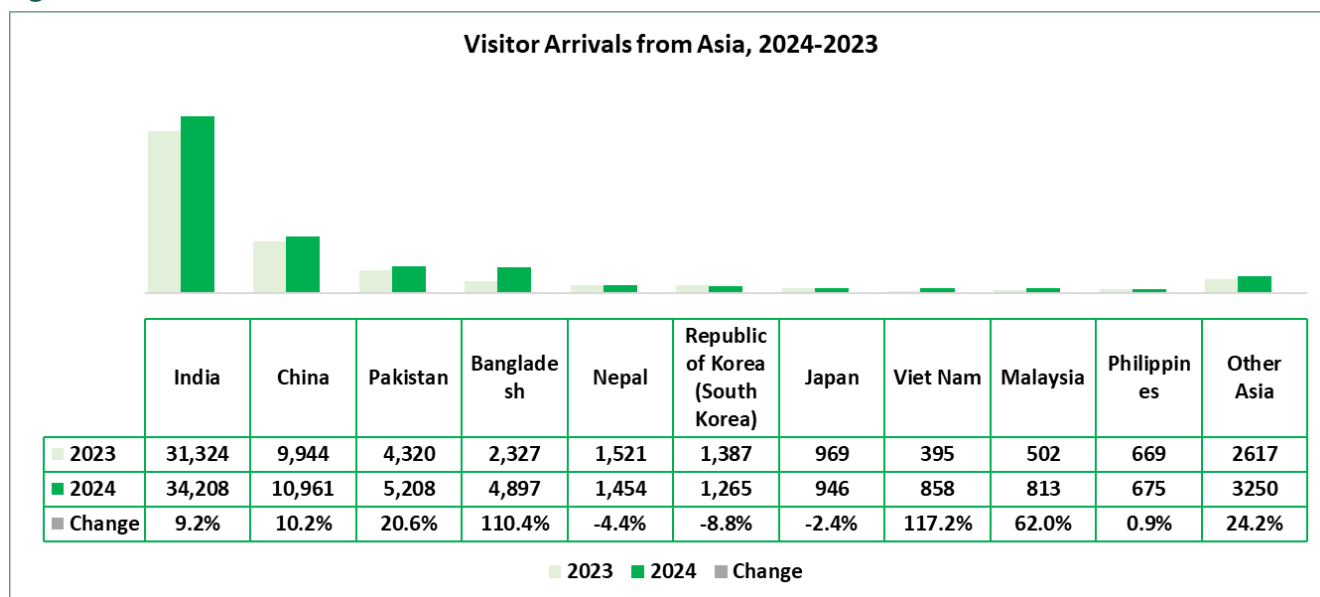


Source: PISCES 2024 & UBOS

- European tourist arrivals declined by 4.8% in 2024, dropping from 39,596 to 37,835.
- The UK remains the largest source market with a market share of 27 percent despite an 8.0% decline in arrivals.
- The top five markets (UK, Germany, France, Netherlands, and Ireland) still account for over 60% of European arrivals.
- Germany (-13.2%) and the Netherlands (-12.7%) saw the biggest declines, while France (+5.6%) and Ireland (+8.6%) grew.
- Italy (+3.9%) and Denmark (+3.9%) saw modest increases, while Belgium (-8.8%) and Russia (-1.2%) declined.
- Strengthening marketing efforts in France, Ireland, and Italy is recommended, given Uganda's recent engagement in these markets

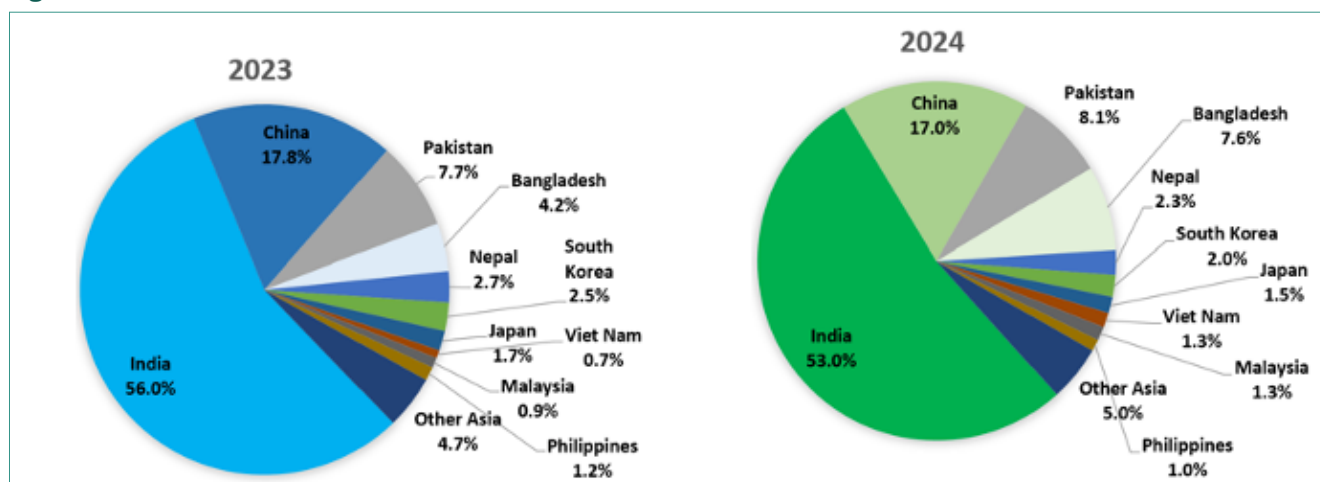
ASIA

Figure 18: Tourist Arrivals from Asia 2023-2024



Source: PISCES 2024 & UBOS

Figure 19: Market Share of Tourist Arrivals from Asia 2023-2024

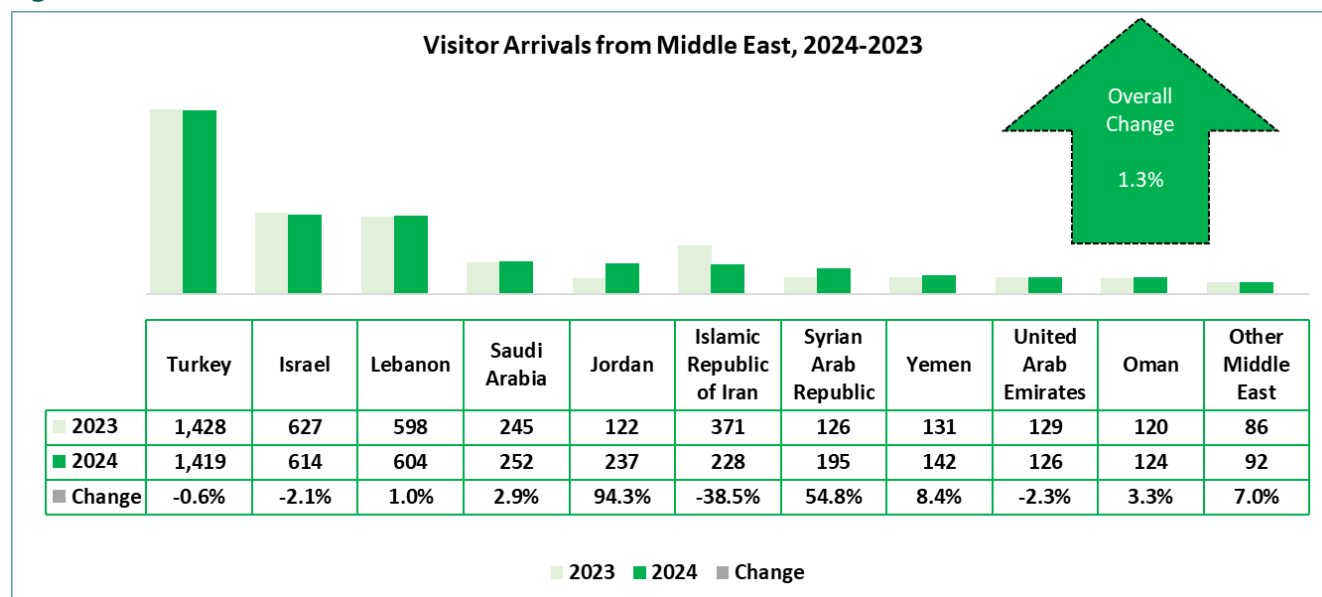


Source: PISCES 2024 & UBOS

- Asian tourist arrivals grew by 10.6% in 2024, reaching 64,535 visitors.
- India (53.0%) and China (17.0%) remain the top source markets, contributing 70% of arrivals from Asia.
- Strong growth recorded in Bangladesh (+110.4%), Vietnam (+117.2%), Malaysia (+62.0%), and Pakistan (+20.6%).
- Declines observed in South Korea (-8.8%), Nepal (-4.4%), and Japan (-2.4%).
- India's market share dropped from 56.0% to 53.0%, while China remained steady at 17.0%.
- Targeted marketing in high-growth markets like Bangladesh, Pakistan, and Vietnam could further boost arrivals.

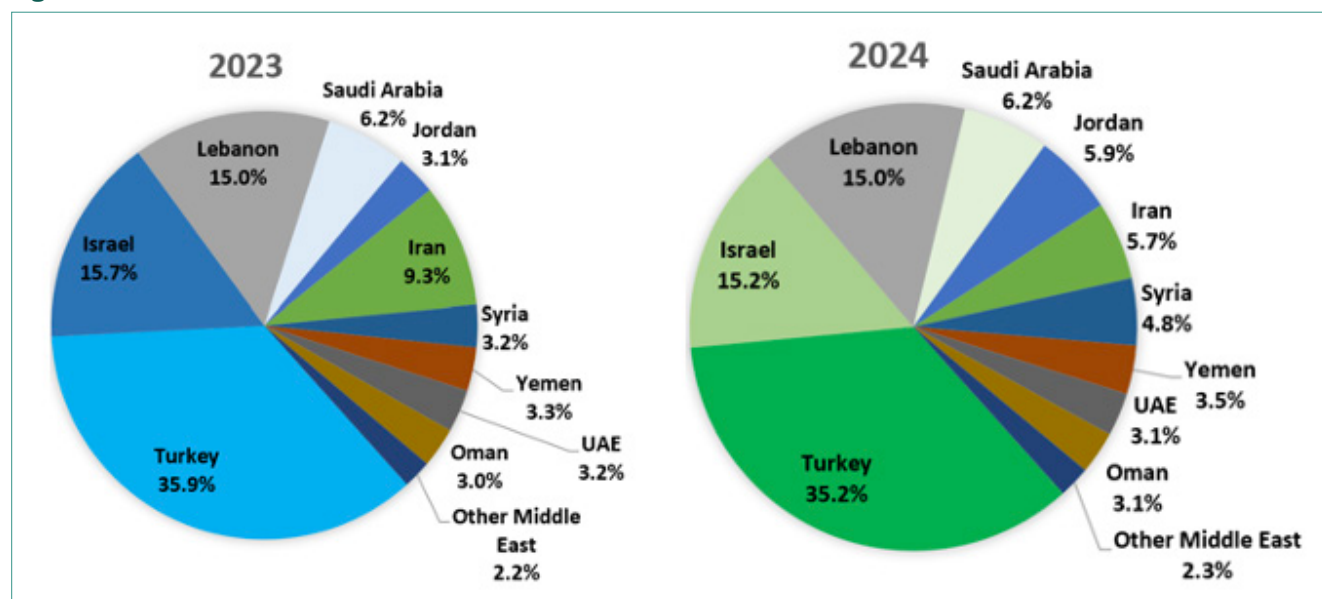
MIDDLE EAST

Figure 20: Tourist Arrivals from the Middle East 2023-2024



Source: PISCES 2024 & UBOS

Figure 21: Market Share of Tourist Arrivals from the Middle East 2023-2024

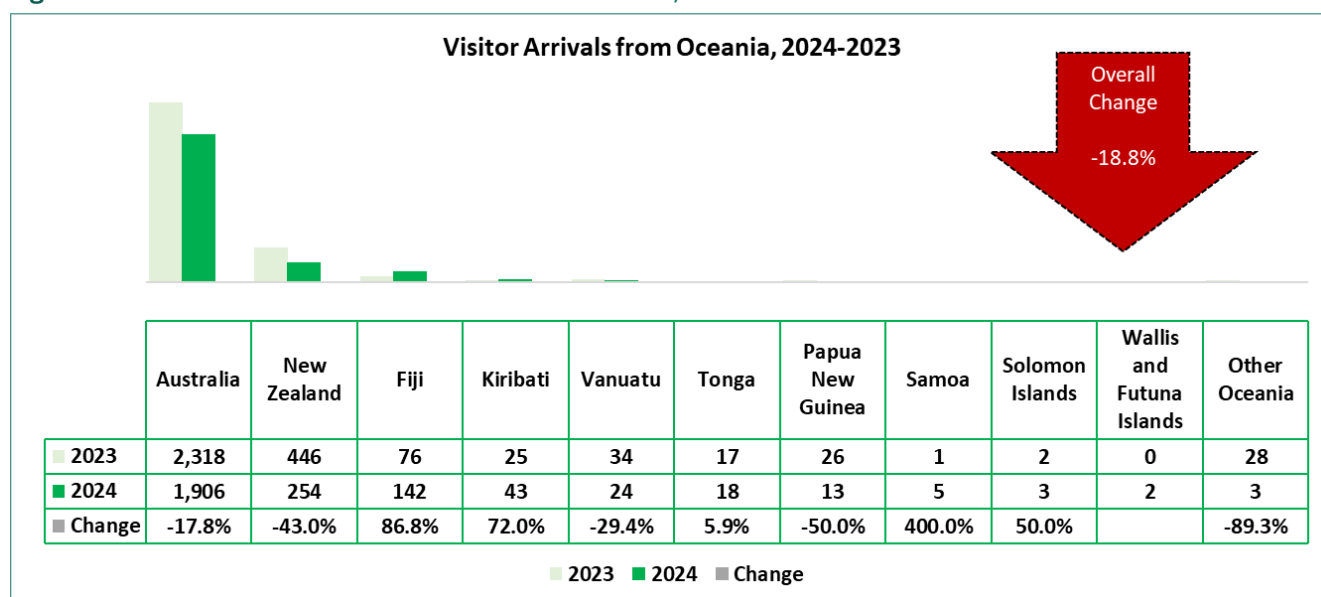


Source: PISCES 2024 & UBOS

- Tourist arrivals from the Middle East grew slightly by 1.3% in 2024, reaching 4,033 visitors from 3,983 in 2023.
- Turkey remains the dominant market, accounting for 35.2% of arrivals, followed by Israel (15.2%) and Lebanon (15.0%).
- Jordan (+94.3%) and Syria (+54.8%) recorded the highest growth, while Iran (-38.5%) and Israel (-2.1%) declined.
- Saudi Arabia (6.2%), Jordan (5.9%), and Syria (4.8%) are emerging markets with growth potential.
- Iran's market share dropped from 9.3% in 2023 to 5.7% in 2024, while Yemen, Oman, and UAE saw marginal increases.
- Continued investment in marketing for high-growth markets like Jordan and Syria is recommended to strengthen Uganda's presence in the region.

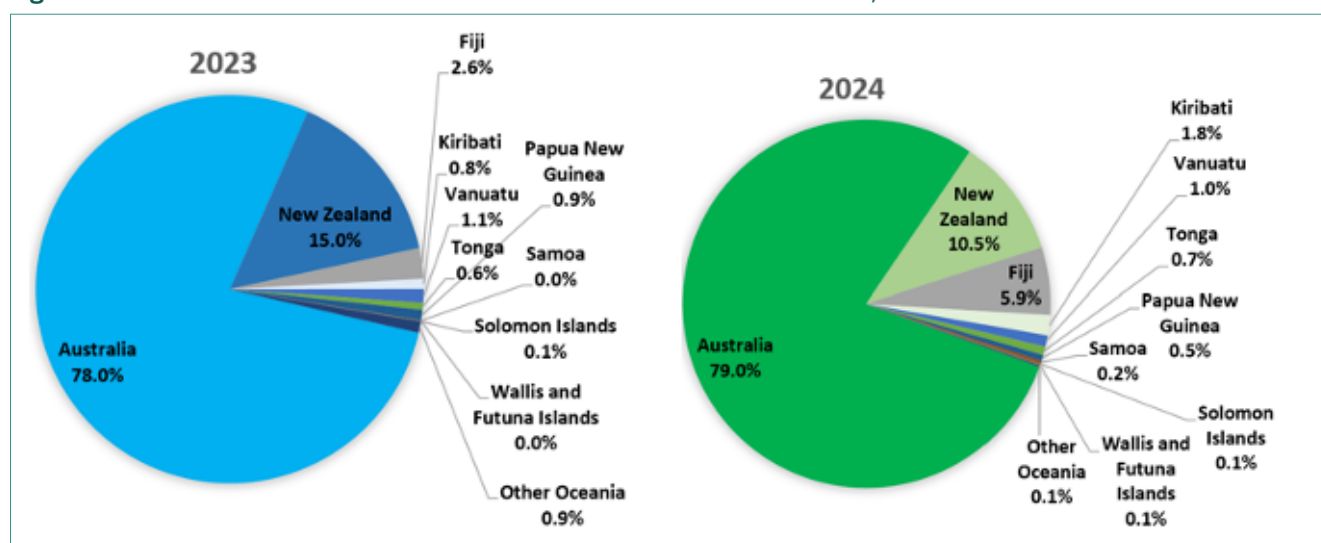
OCEANIA AND AUSTRALASIA

Figure 22: Tourist Arrivals from Oceania and Australasia, 2023-2024



Source: PISCES 2024 & UBOS

Figure 23: Market Share of Tourist Arrivals from Oceania and Australasia, 2023-2024

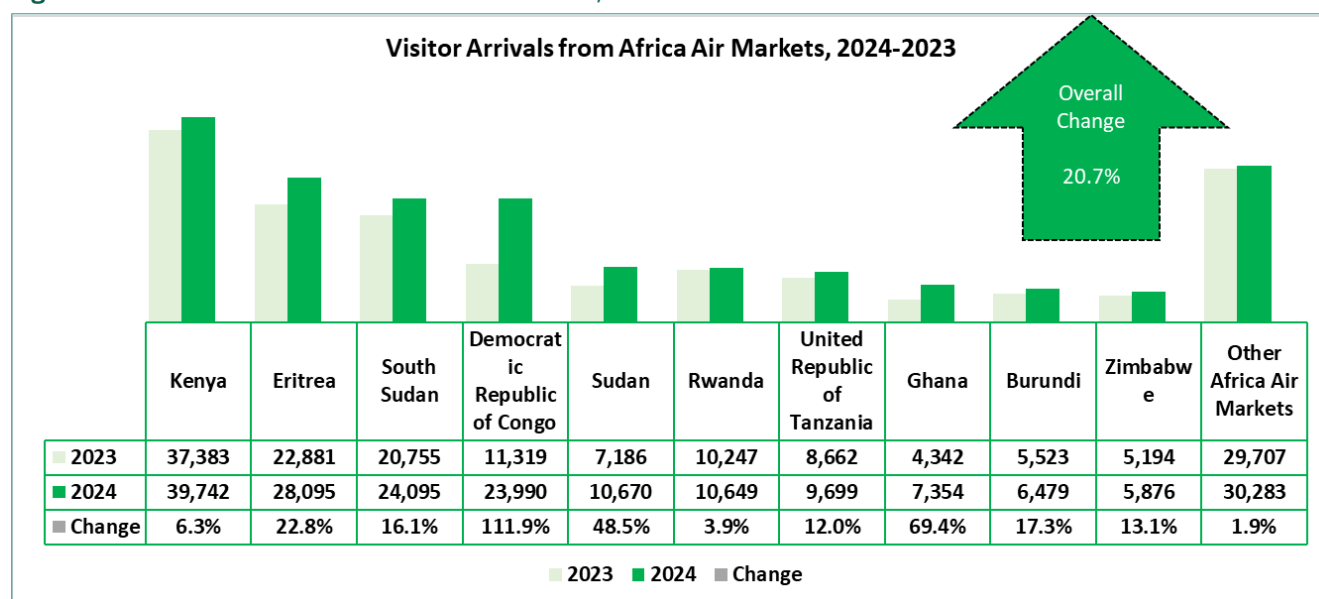


Source: PISCES 2024 & UBOS

- Tourist arrivals from Oceania declined by 18.8% in 2024, dropping from 2,939 in 2023 to 2,413.
- Australia (79.0%) and New Zealand (10.5%) remain dominant, contributing nearly 90% of arrivals from the region.
- Fiji (+86.8%) and Kiribati (+72.0%) saw strong growth, while New Zealand (-43.0%) and Papua New Guinea (-50.0%) declined.
- Australia's market share increased slightly to 79.0%, while New Zealand's dropped from 15.0% to 10.5%.
- Significant declines in "Other Oceania" (-89.3%) contributed to the overall drop in arrivals.
- Focus on recovering lost markets like New Zealand while strengthening high-growth areas like Fiji and Kiribati could help boost arrivals.

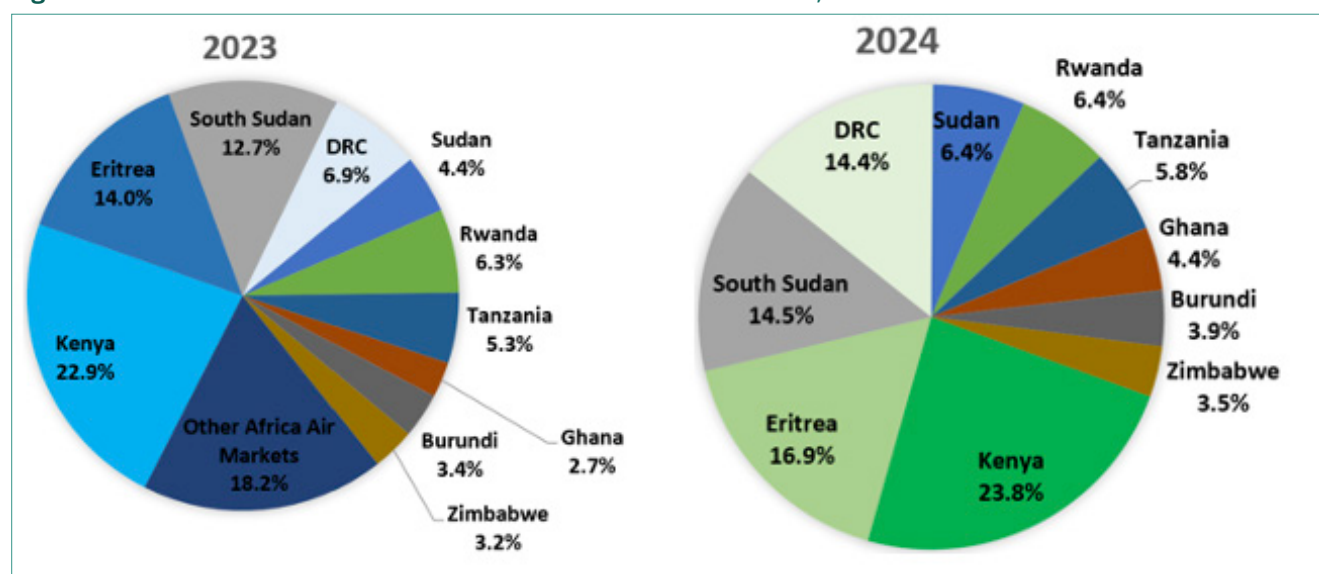
AFRICA AIR MARKETS

Figure 24: Tourist Arrivals from Africa Air Markets, 2023-2024



Source: PISCES 2024 & UBOS

Figure 25: Market Shares for Tourist Arrivals from Africa Air Markets, 2023-2024

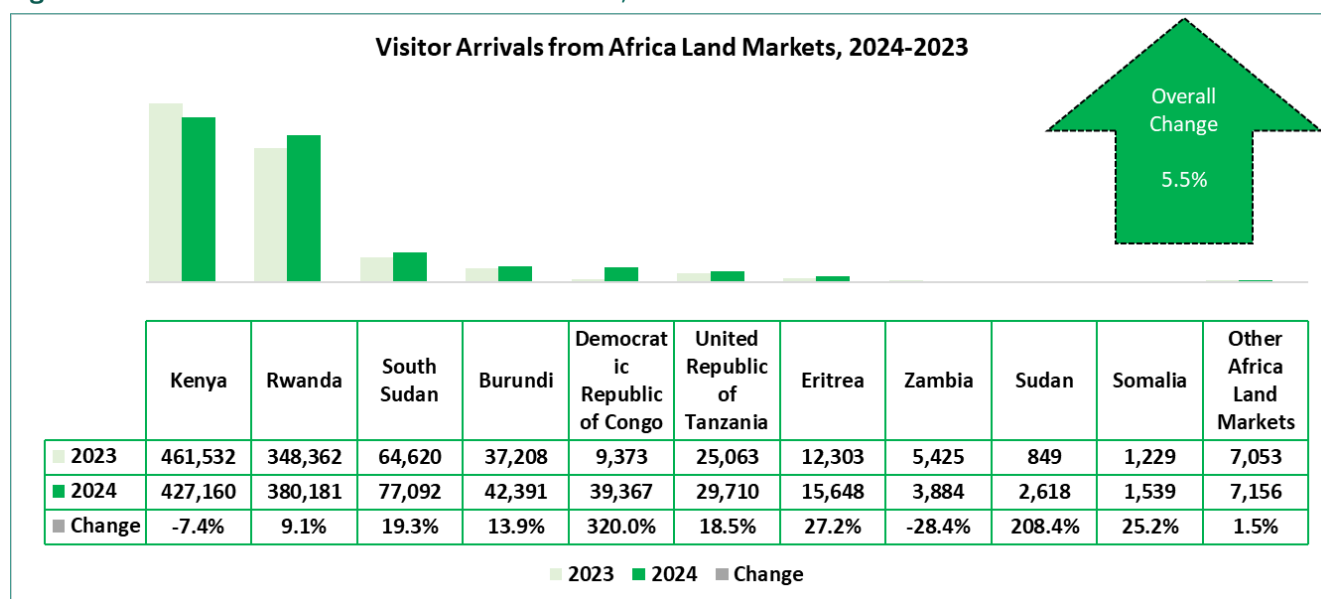


Source: PISCES 2024 & UBOS

- Tourist arrivals from African air markets grew by 20.7% in 2024, driven by Kenya, South Sudan, and the Democratic Republic of Congo (DRC).
- Kenya remains the largest source market (23.8%) from Africa air markets, followed by Eritrea (16.9%) and South Sudan (14.5%).
- DRC recorded the highest growth (+111.9%), significantly increasing its market share from 6.9% in 2023 to 14.4% in 2024.
- Sudan (+48.5%) and Ghana (+69.4%) also saw strong increases in arrivals.
- The share of Rwanda remained steady at 6.4%, while Tanzania increased slightly to 5.8%.
- EAC Partner States continue to dominate, accounting for over 60% of African air arrivals to Uganda.
- Targeted marketing in DRC, Sudan, and Ghana could help sustain growth in key emerging markets.

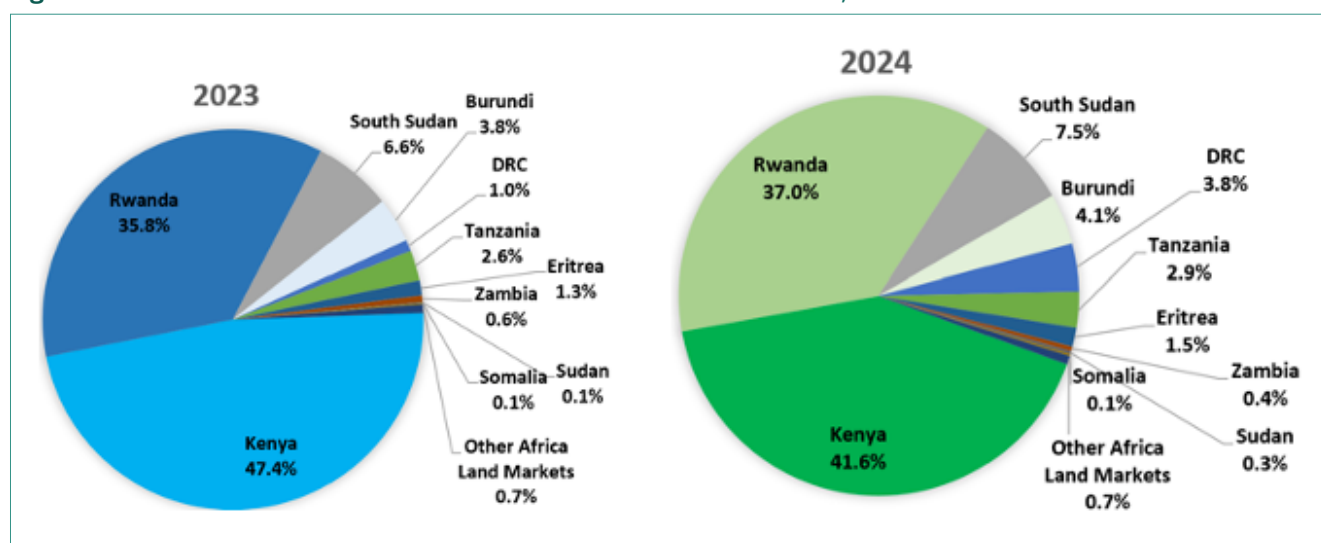
AFRICA LAND MARKETS

Figure 26: Tourist Arrivals from Africa Land Markets, 2023-2024



Source: PISCES 2024 & UBOS

Figure 27: Market Shares for Tourist Arrivals from Africa Land Markets, 2023-2024

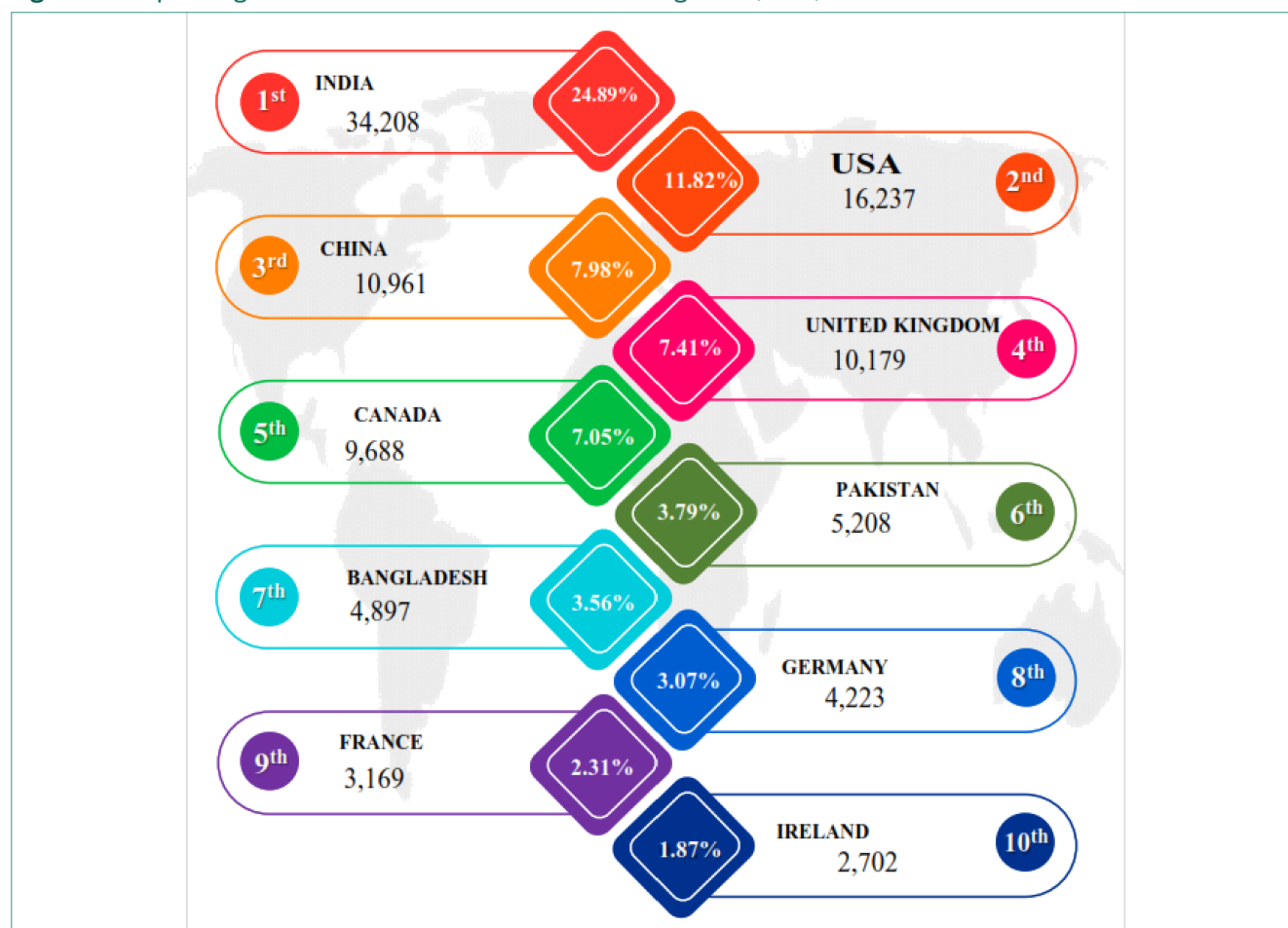


Source: PISCES, 2024 & UBOS

- Tourist arrivals from African land markets increased by 5.5% in 2024, with strong growth from South Sudan, Burundi, and the Democratic Republic of Congo (DRC).
- Kenya (41.6%) and Rwanda (37.0%) remain the top contributors, jointly accounting for 78.6% of arrivals from African land markets.
- Rwanda's market share increased from 35.8% in 2023 to 37.0% in 2024, reflecting growth in the Visiting Friends and Relatives (VFR) segment.
- DRC saw the highest growth (+320.0%), significantly increasing its market share from 1.0% in 2023 to 3.8% in 2024.
- Sudan (+208.4%), Somalia (+25.2%), and Eritrea (+27.2%) also recorded notable increases, while Zambia declined by 28.4%.
- EAC Partner States continue to dominate, contributing the majority of land-based Africa arrivals to Uganda (96.9 percent)

2.4 TOP 10 OVERSEAS MARKETS/LONG HAUL MARKETS

Figure 28: Top 10 highest overseas arrivals countries in Uganda (2024)



Source: PISCES, 2024 & UBOS

Table 3: Top 10 Overseas Source Markets, 2023-2024

2023					2024				
Rank		Market	Arrivals	%Share	Rank		Market	Arrivals	%Share
1		India	31,324	24.8	1		India	34,208	24.9
2		USA	17,712	14.0	2		USA	16,237	11.8
3		United Kingdom	11,069	8.8	3		China	10,961	8.0
4		China	9,944	7.9	4		UK	10,179	7.4
5		Germany	4,864	3.9	5		Canada	9,688	7.1
6		Pakistan	4,320	3.4	6		Pakistan	5,208	3.8
7		Canada	3,900	3.1	7		Bangladesh	4,897	3.6
8		France	3,002	2.4	8		Germany	4,223	3.1
9		Netherlands	2,937	2.3	9		France	3,169	2.3
10		Ireland	2,488	2.0	10		Ireland	2,702	2.0

Source: PISCES, 2024 & UBOS

- India remained the top overseas market, with arrivals increasing to 34,208, though its market share remained stable at 24.9%.
- China surpassed the UK to take 3rd place, while the USA retained 2nd place but saw a decline in market share (14.0% → 11.8%).
- Canada saw the biggest growth, moving from 7th to 5th place, with arrivals more than doubling from 3,900 to 9,688.

- Bangladesh entered the top 10 at 7th place, growing from 2,327 to 4,897 arrivals.
- Germany dropped from 5th to 8th, while France and Ireland remained stable at 9th and 10th, respectively.
- The Netherlands dropped out of the top 10, replaced by Bangladesh.
- India and the USA saw a decline in market share, indicating that other markets (like Canada and Bangladesh) are growing faster.
- Canada and Bangladesh emerged as the fastest-growing markets, while the USA and Germany experienced declines, reflecting a shift in Uganda's tourism dynamics. The market is diversifying, with increasing interest from South Asia and North America. Targeted marketing efforts in high-growth regions like China, Canada, and Bangladesh could further accelerate this trend and boost arrivals.

2.5 TOP 10 POTENTIAL OVERSEAS MARKETS

Table 4: Top 10 Potential Overseas Source Markets, 2023-2024

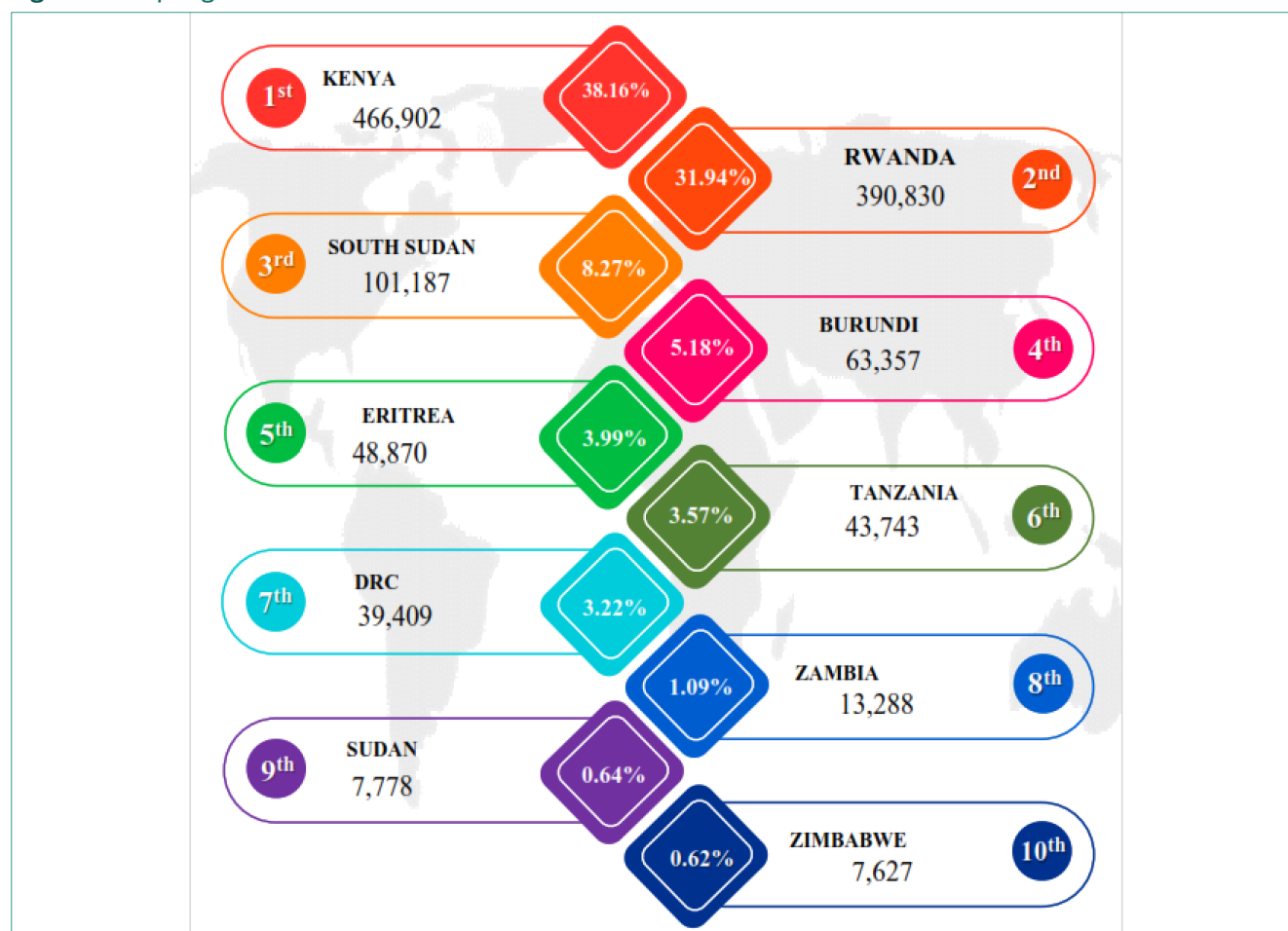
2023					2024				
Rank		Market	Arrivals 2023	%Share	Rank		Market	Arrivals 2024	%Share
1		Bangladesh	2,327	1.8	1		Netherlands	2,565	1.9
2		Australia	2,318	1.8	2		Italy	1,922	1.4
3		Belgium	1,978	1.6	3		Australia	1,906	1.4
4		Italy	1,850	1.5	4		Belgium	1,804	1.3
5		Nepal	1,521	1.2	5		Nepal	1,454	1.1
6		Turkey	1,428	1.1	6		Turkey	1,419	1.0
7		South Korea	1,387	1.1	7		Russia	1,288	0.9
8		Russia	1,303	1.0	8		South Korea	1,265	0.9
9		Sweden	1,255	1.0	9		Sweden	1,265	0.9
10		Denmark	1,152	0.9	10		Denmark	1,197	0.9

Source: PISCES 2024 & UBOS

- The Netherlands emerged as the top potential market in 2024, replacing Bangladesh (which upgraded from potential to top 10 overseas markets in 2024), with 2,565 arrivals (1.9% market share).
- Italy moved to 2nd place, while Australia and Belgium retained their 3rd and 4th rankings, respectively.
- Nepal and Turkey remained stable at 5th and 6th place, showing consistent demand.
- Russia moved to 7th place, replacing South Korea, which dropped to 8th.
- Sweden and Denmark remained unchanged at 9th and 10th place, maintaining steady performance.
- Netherlands, previously a strong performer appearing in top 10 Overseas visitors, dropped to top Potential markets in 2024 with Bangladesh rising.

2.6 TOP 10 AFRICAN MARKETS

Figure 29: Top highest Africa Arrival countries in 2024



Source: PISCES, 2024 & UBOS

Table 5: Top 10 African Source Markets, 2023-2024

2023					2024				
Position		Market	Arrivals 2024	%Share	Position		Market	Arrivals 2024	%Share
1		Kenya	498,915	43.9	1		Kenya	466,902	38.2
2		Rwanda	358,609	31.6	2		Rwanda	390,830	31.9
3		South Sudan	85,375	7.5	3		South Sudan	101,187	8.3
4		Burundi	42,731	3.8	4		DRC	63,357	5.2
5		Eritrea	35,184	3.1	5		Burundi	48,870	4.0
6		Tanzania	33,725	3.0	6		Eritrea	43,743	3.6
7		D.R. Congo	20,692	1.8	7		Tanzania	39,409	3.2
8		Zambia	10,065	0.9	8		Sudan	13,288	1.1
9		Sudan	8,035	0.7	9		Ghana	7,778	0.6
10		Zimbabwe	5,895	0.5	10		Zambia	7,627	0.6

Source: PISCES, 2024 & UBOS

- Kenya, Rwanda, and South Sudan retained their top three positions, continuing to be Uganda's largest African source markets. Together, they accounted for over 78% of all African arrivals in 2024.
- Rwanda's market share grew slightly (31.6% to 31.9%), while Kenya's declined (43.9% to 38.2%).
- Burundi fell from 4th to 5th place, despite an increase in arrivals from 42,731 to 48,870.
- The Democratic Republic of Congo (DRC) saw the biggest jump, rising from 7th to 4th place with a surge in arrivals.

- Tanzania dropped from 6th to 7th place, while Eritrea improved to 6th place.
- Sudan, Ghana, and Zambia entered the top 10, replacing Zambia, Zimbabwe, and Ethiopia from the previous rankings.
- Sudan saw the highest growth rate, jumping from 9th to 8th place, with arrivals increasing from 8,035 to 13,288.
- Zambia fell to 10th place, while Zimbabwe dropped out of the top 10.
- Sudan, Ghana, and Zambia entered the top 10, highlighting their emerging tourism potential. To sustain this momentum, targeted marketing efforts should focus on high-growth markets like DRC, Sudan, and Ghana, which show strong potential for further expansion in Uganda's tourism sector.

2.7 TOURISTS FROM US, CHINA, AND EUROPE, 2020-2024

Table 6: Number of tourists coming from Europe, China, and the United States of America

Country	2020	2021	2022	2023	2024	%Change 2024-2023
Europe	18,112	16,329	27,814	39,596	37,679	-4.8%
China	3,824	3,977	5,881	9,944	10,961	10.2%
United States of America	7,100	7,571	13,212	17,712	16,237	-8.3%
Total from US, Europe, and China	29,036	27,877	46,907	67,252	64,877	-3.5%
Total Tourists	473,085	512,945	814,508	1,274,210	1,371,895	7.7%
Share to total Tourists	6.1%	5.4%	5.8%	5.3%	4.7%	-0.6%

Source: PISCES, 2024 & UBOS

- Europe and the USA saw declines in tourist arrivals in 2024, while China showed a positive growth trend.
- The share of tourists from these regions has steadily declined over the years, falling to 4.7% of total arrivals in 2024.
- Uganda may need to strengthen marketing efforts in Europe and the USA while capitalizing on the growing Chinese market.

2.8 INTERNATIONAL TOURIST ARRIVALS FROM THE U.S, EUROPE, MIDDLE EAST, CHINA AND JAPAN

Table 7: Number of tourists from the United States of America, Europe, the Middle East, China, and Japan

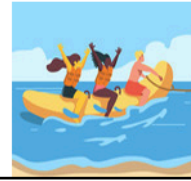
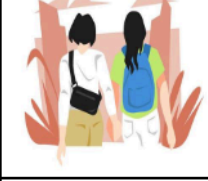
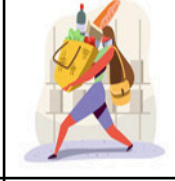
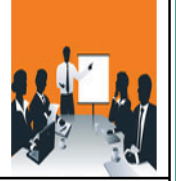
Country	2020	2021	2022	2023	2024	%Change 2024-2023
United States of America	7,100	7,571	13,212	17,712	16,237	-8.3%
Europe	18,112	16,329	27,814	39,596	37,679	-4.8%
Middle East	2,293	2,314	3,472	3,983	4,033	1.3%
China	3,824	3,977	5,881	9,944	10,961	10.2%
Japan	489	229	559	969	946	-2.4%
Total from U.S, Europe, Middle East, China and Japan	31,818	30,420	50,938	72,204	69,856	-3.3%
Total Tourists	473,085	512,945	814,508	1,274,210	1,371,895	7.7%
Share to total Tourists	6.7%	5.9%	6.3%	5.7%	5.1%	-0.6%

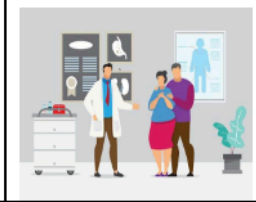
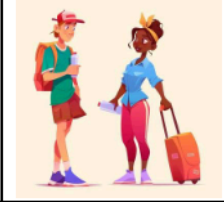
Source: PISCES, 2024 & UBOS

- The proportion of tourists from the key source markets of the U.S, Europe, Middle East, China, and Japan dropped further in 2024 to 5.1%, down from 5.7% in 2023 and 6.3% in 2022, indicating a growing diversification of Uganda's international tourism source markets.
- The total number of tourists from these combined regions declined by 3.3% in 2024, from 72,204 in 2023 to 69,856 in 2024, mainly due to declines from the U.S (-8.3%), Europe (-4.8%), and Japan (-2.4%), despite growth from China (10.2%) and the Middle East (1.3%).
- Uganda should strengthen efforts to retain tourists from traditional Western markets while capitalizing on rising demand from China and the Middle East.

2.9 TOURIST PURPOSE OF VISIT

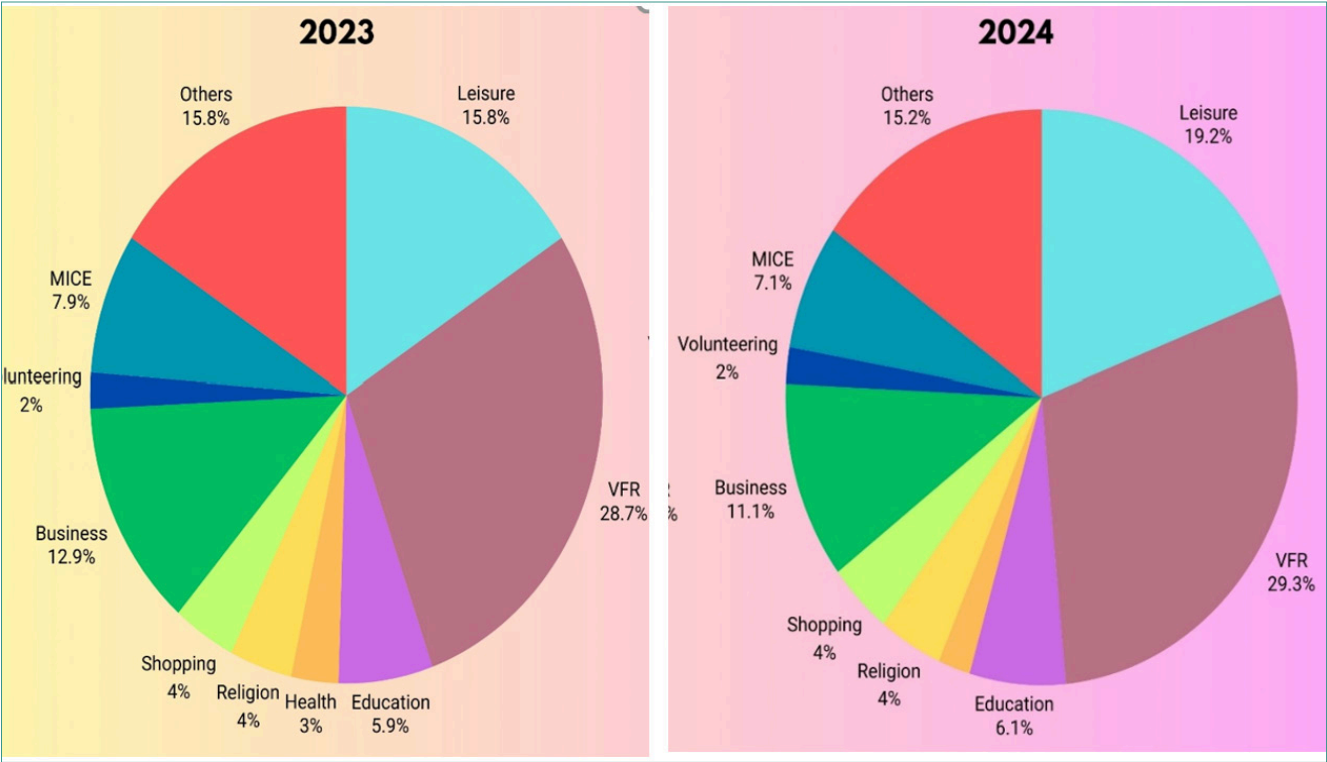
Table 8: Tourist Purpose of Visit, 2023-2024

						
Year	VFR	Business	Leisure	Education	Shopping	MICE
2024	400,723	155,637	264,746	83,552	50,787	102,229
2023	373,782	167,569	199,716	71,473	53,006	97,806
Change	 7%	 -7%	 33%	 17%	 -4%	 5%

				
Year	Religion	Health	Volunteering	Others
2024	50,459	31,127	20,642	211,993
2023	52,665	34,540	22,912	200,741
Change	 -4%	 -10%	 -10%	 6%

Source: UBOS using PISCES System 2024, Ministry of Internal Affairs

Figure 30: Market Share of Tourists by Purpose of Visit, 2023-2024



Source: UBOS using PISCES System 2024, Ministry of Internal Affairs

- In 2024, VFR (29.3%), Leisure (19.2%), and Business (11.1%) remained the top three reasons for visiting Uganda, consistent with 2023.
- Leisure, VFR, Education, and MICE saw increased arrivals in 2024, while Health, Religion, Shopping, and Business experienced declines.
- Leisure travel recorded the highest growth (+33%) in 2024, continuing its upward trend from 2023, which saw a 109% increase from 2022.
- The market share of Leisure visitors rose from 15.8% in 2023 to 19.2% in 2024, showcasing the impact of Uganda’s tourism marketing efforts.
- MICE travel increased by 5% in 2024, reinforcing Uganda’s growing appeal as a conference and event destination.
- Tourism trends indicate a shift towards leisure, events, and personal visits.

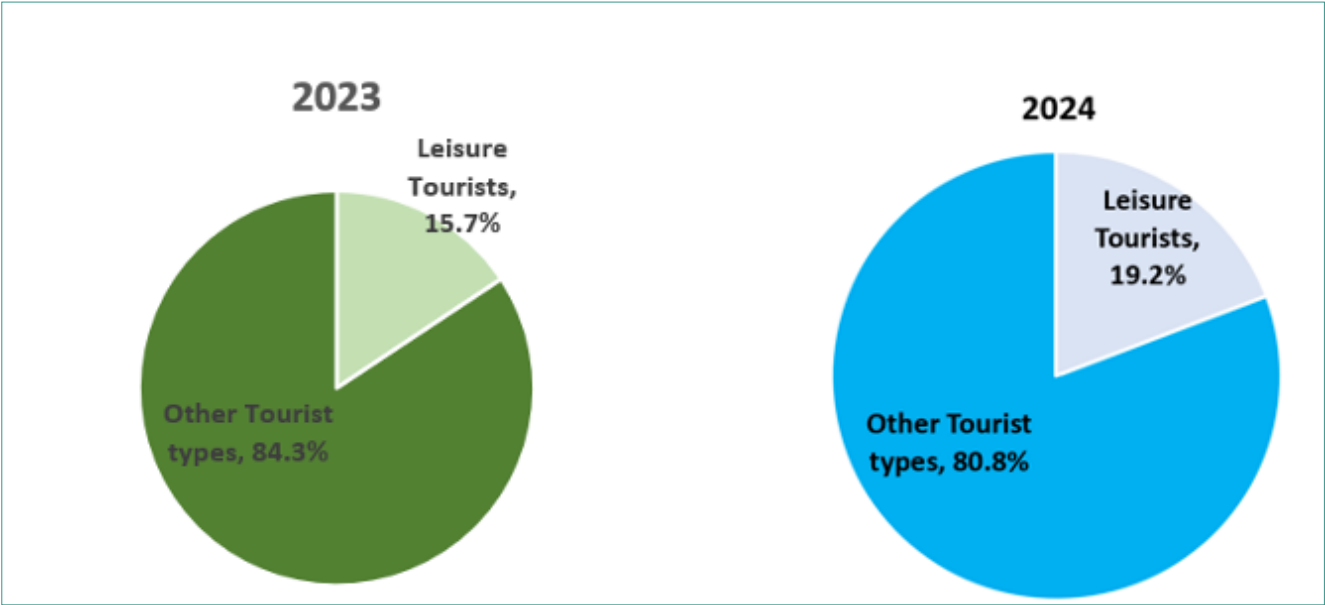
2.10 PROPORTION OF LEISURE TOURISTS TO TOTAL TOURISTS

Table 9: Proportion of Leisure Tourists to total tourists, 2020-2024

Tourist Purpose type	2020	2021	2022	2023	2024
Proportion of Leisure Tourists	2.3%	9.0%	11.7%	15.7%	19.2%
Proportion of Other Tourist types	97.7%	91.0%	88.3%	84.3%	80.8%

Source: PISCES, 2024 & UBOS

Figure 31: Market Share of Leisure Tourists to total tourists, 2023-2024.

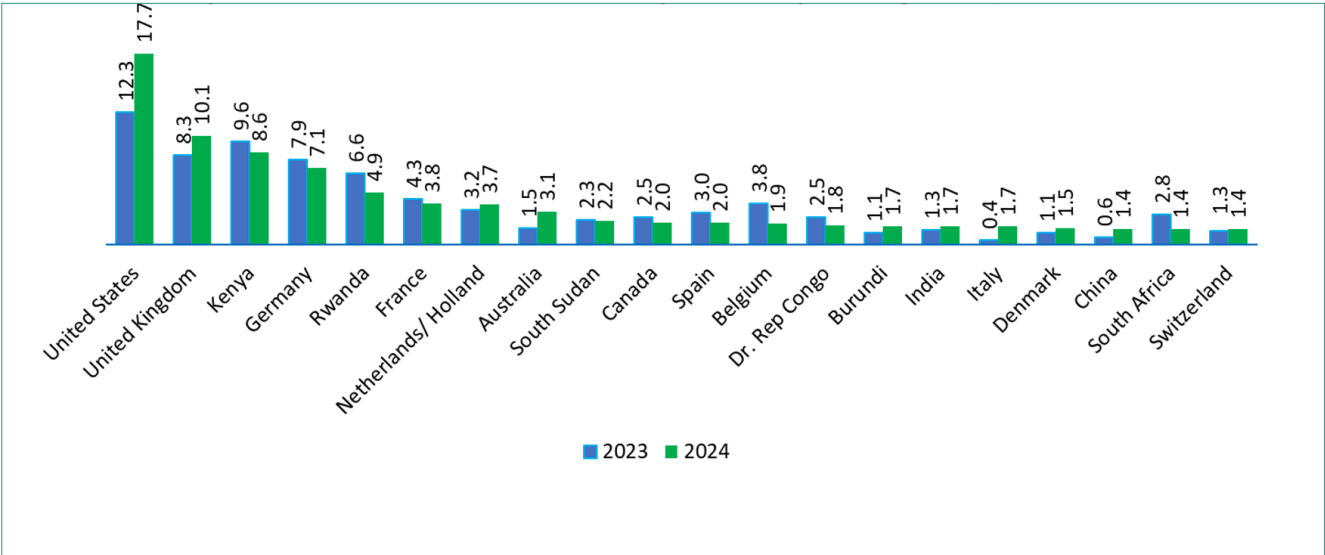


Source: PISCES, 2024 & UBOS

- Leisure tourism is gaining dominance, suggesting Uganda is becoming a more attractive destination for holiday travelers.
- Leisure tourism has grown significantly, rising from 2.3% in 2020 to 19.2% in 2024, reflecting successful marketing and post-pandemic recovery.
- Despite this rise, leisure tourism in 2024 (19.2%) is still slightly below the pre-pandemic level of 19.3% in 2019.
- Sustained growth in leisure tourism suggests strong future potential, driven by improved infrastructure and targeted promotional efforts.

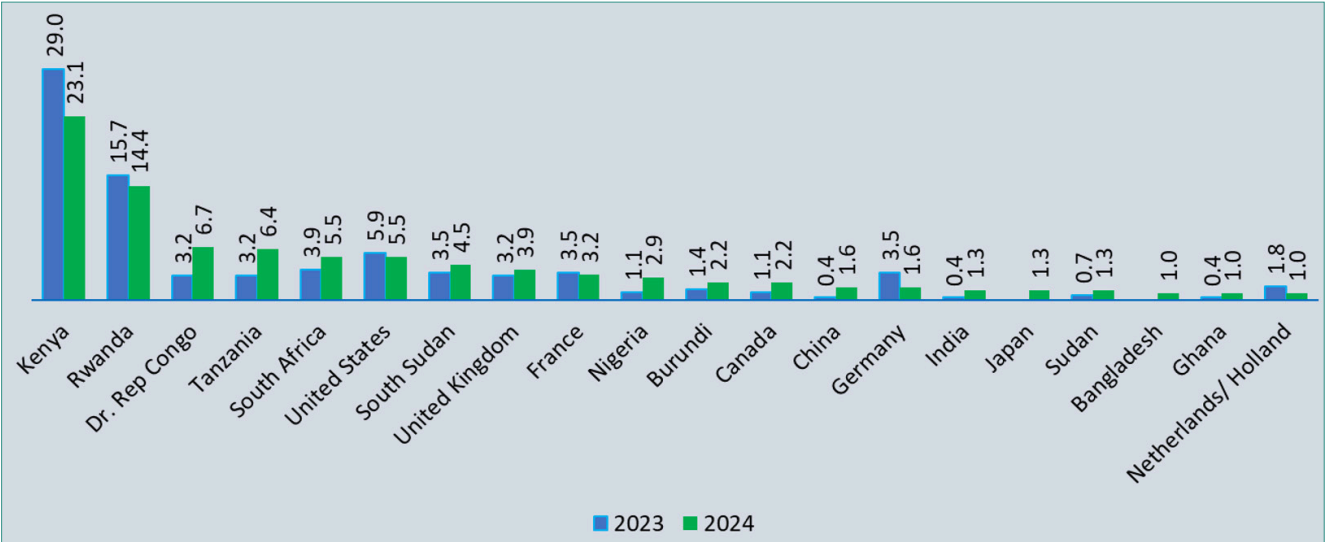
2.11 TOURIST SOURCE MARKETS BY PURPOSE OF VISIT

Figure 32: Leisure and Holiday Source Markets 2023 - 2024



Source: PISCES 2024 & UBOS

Figure 33: MICE Source Markets, 2023 - 2024



Source: PISCES 2024 & UBOS

- The USA (17.7%), UK (10.1%), Kenya (8.6%), and Germany (7.1%) were the top source markets, contributing 43.5% of all leisure visitors. The USA and UK grew, while Kenya and Germany declined slightly. Australia (3.1%) and Netherlands (3.7%) showed emerging growth.
- Kenya (23.1%), Rwanda (14.4%), DR Congo (6.7%), Tanzania (6.4%), and South Africa (5.5%) were the largest business travel markets, contributing 55.1% of all MICE visitors. Kenya and Rwanda declined slightly, while DR Congo, Tanzania, and Nigeria (2.9%) showed strong growth.
- The USA and UK solidified their positions as top leisure tourism sources, while Kenya and Rwanda led MICE travel despite slight drops. Emerging growth markets such as Australia, DR Congo, Tanzania, and Nigeria highlight shifting travel trends and new opportunities for Uganda’s tourism sector.



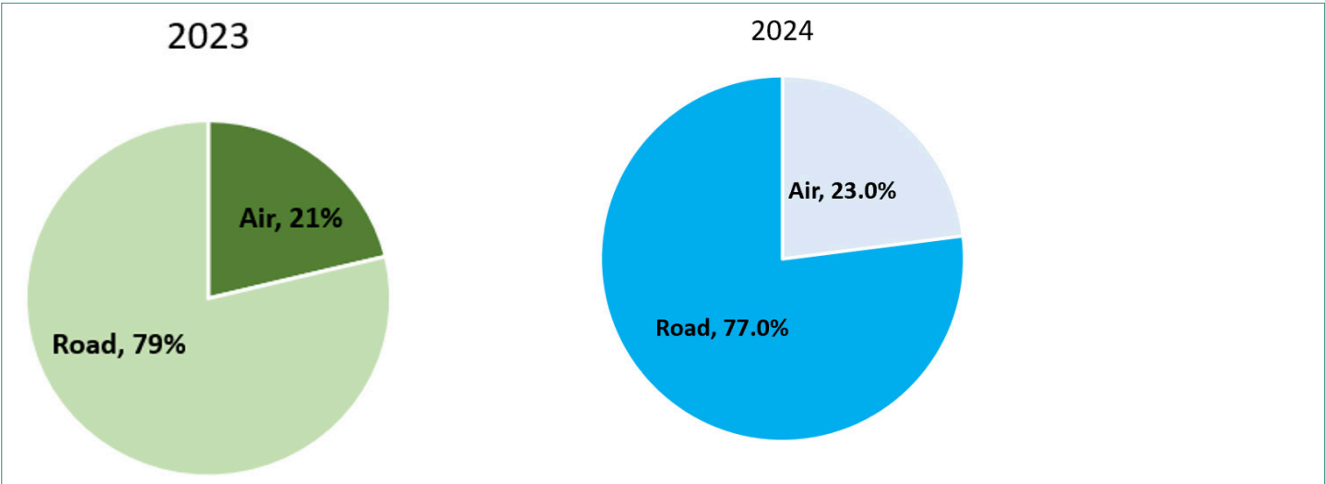
2.12 MODE OF TRANSPORT

Table 10: Tourist’s Mode of Travel, 2022-2024

	2022	2023	2024	Change (%)
Air	196,001	270,160	315,313	16.7%
Land	618,507	1,004,050	1,056,582	5.2%
Total	814,508	1,274,210	1,371,895	7.7%

Figure 34: Source: PISCES 2024 & UBOS

Figure 35: Market Share of Tourist Mode of Travel, 2023-2024



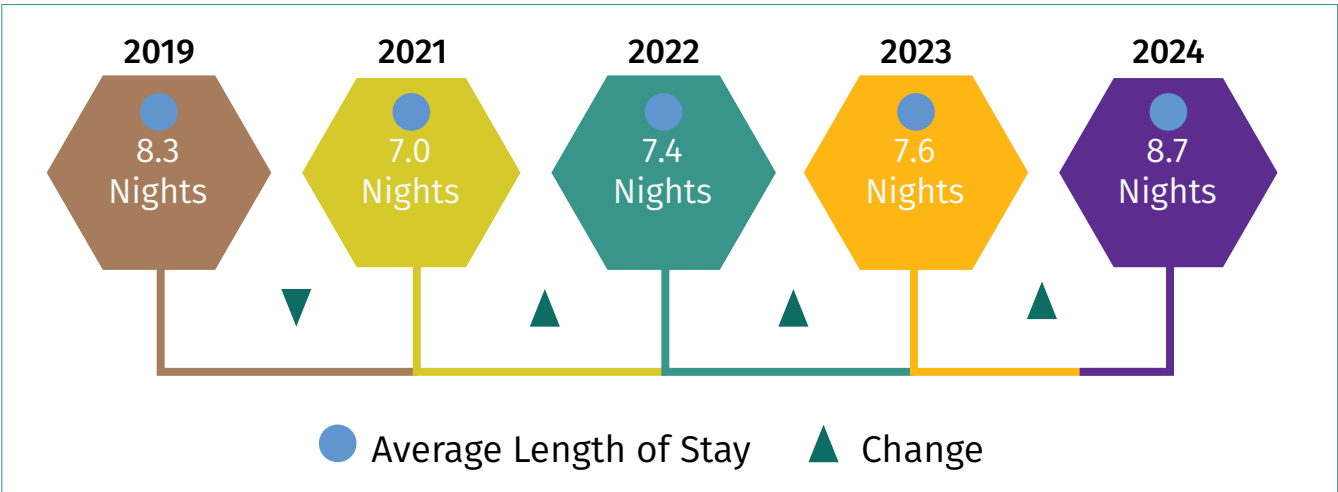
Source: PISCES 2024 & UBOS

- Although road remains the dominant mode of transport, arrivals by air saw significant growth in 2024, increasing by 16.7% from 270,160 in 2023 to 315,313.
- The market share of air arrivals rose from 21% in 2023 to 23% in 2024, while road arrivals declined slightly from 79% to 77%, indicating a gradual shift towards air travel.
- Despite this shift, road travel continues to be the primary entry mode, accounting for 77% of all tourist arrivals, highlighting the crucial role of regional travel in Uganda’s tourism sector.

2.13 LENGTH OF STAY

- Tourists stayed longer in Uganda in 2024 at 8.7 nights compared to previous years, rising steadily from a low of 7.0 nights in 2021 back up past the 2019 average of 8.3 nights.
- This rise in stay duration shows that tourists are spending more time in Uganda than before, helping drive up tourism revenue through longer visits and greater daily spending.

Figure 36: Average Length of Stay



Source: TEMS 2024 & PISCES 2024

2.13.1. Average Tourist Length of Stay by Visitor type

- In 2024, the longest stays were for Visiting Friends & Relatives (10.6 nights) and Business & Professional travel (9.0 nights), both showing strong growth since 2019. Leisure travel remained steady at 7.8 nights.
- This is consistent with 2023, where VFR tourists and Business and Professional tourists spent longer in the country than leisure tourists
- The overall average stay rose to 8.7 nights in 2024, up from 7.6 in 2023 and 7.4 in 2022—driven by longer visits across most travel purposes, especially VFR and business trips.

Table 11: Average Tourist Length of Stay in Uganda

Purpose of Visit	2019	2022	2023	2024
Business & Professional	3.0	7.4	9.6	9.0
Holidays, Leisure & Recreation	7.6	10.5	7.5	7.8
VFR	6.4	9.7	9.6	10.6
Other	21.3	4.0	3.3	12.1
OVERALL	8.3	7.4	7.6	8.7

Source: TEMS 2024 & PISCES 2024

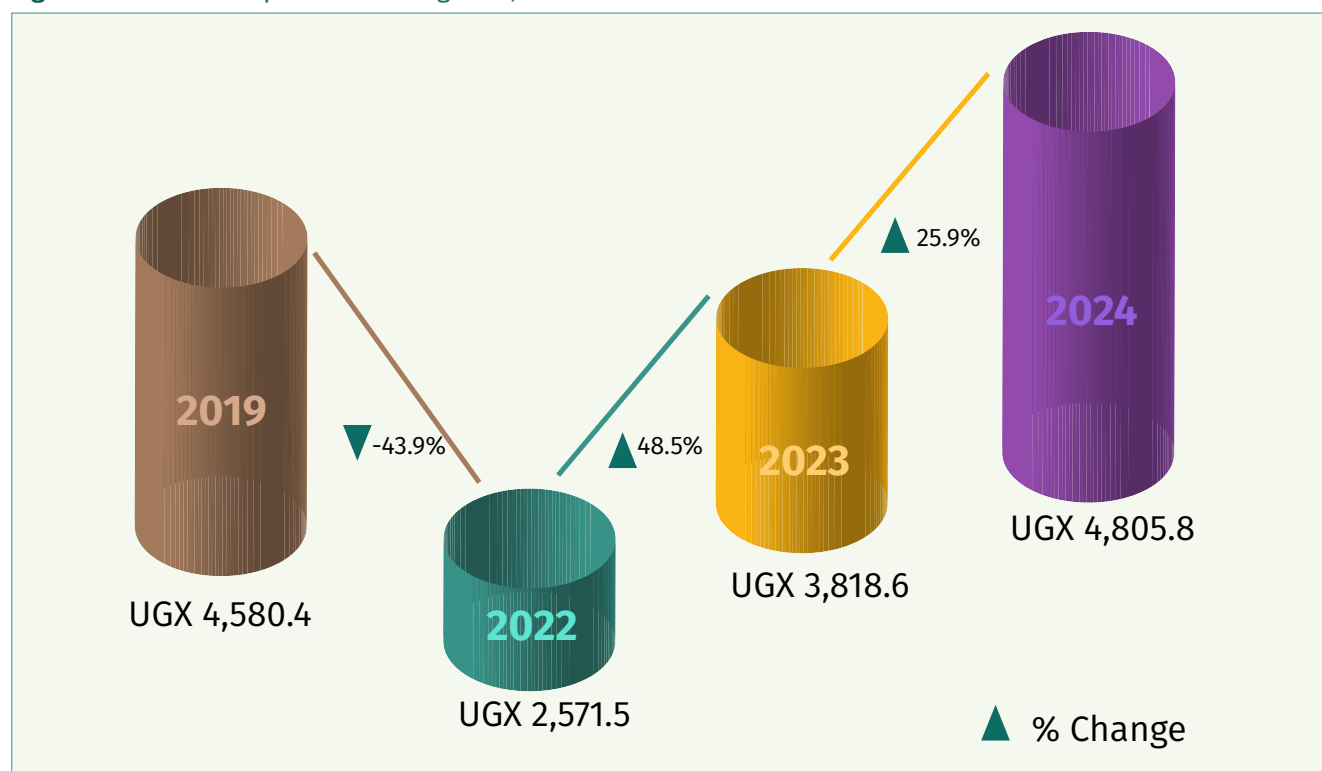
Tourists who came to Visit Friends and Relatives (VFR) spent on average 10.6 nights in 2024, followed by Business and Professional, who spent 9 nights in Uganda, while those who came for leisure spent on average 7.8 nights in the country.

This is consistent with 2023, where VFR tourists and Business and Professional tourists spent longer in the country than leisure tourists

2.14 TOURISM RECEIPTS

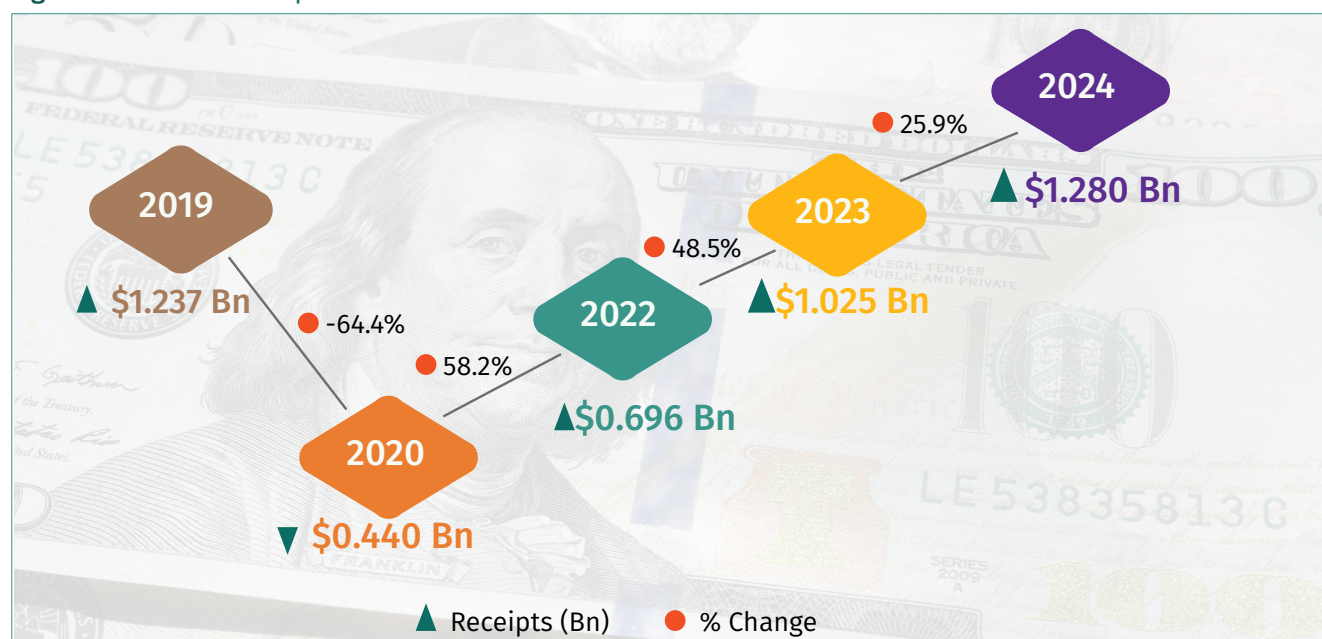
- Uganda's tourism earnings/receipts grew by 26% in 2024, reaching UGX 4,805.84 billion (US\$ 1.28 billion)—this is 4.9% more than in 2019, thanks to tourists staying longer (8.7 nights vs. 8.3) and spending more each day (US\$125 vs. US\$110).
- Even though Uganda had more tourists in 2019, those who visited in 2024 spent more money and stayed longer, meaning the country earned more from fewer but higher-spending visitors. This shows how important it is to focus on giving tourists better experiences that make them spend more and stay longer.
- This represented 16% of total exports in 2024.
- In terms of revenue contribution by sub-sectors, accommodation and Food & beverage facilities dominate with a combined share of 54%.

Figure 37: Tourism Expenditure in Uganda, 2019-2024



Source: TEMS 2024 & PISCES 2024

Figure 38: Tourism receipts in billion dollars

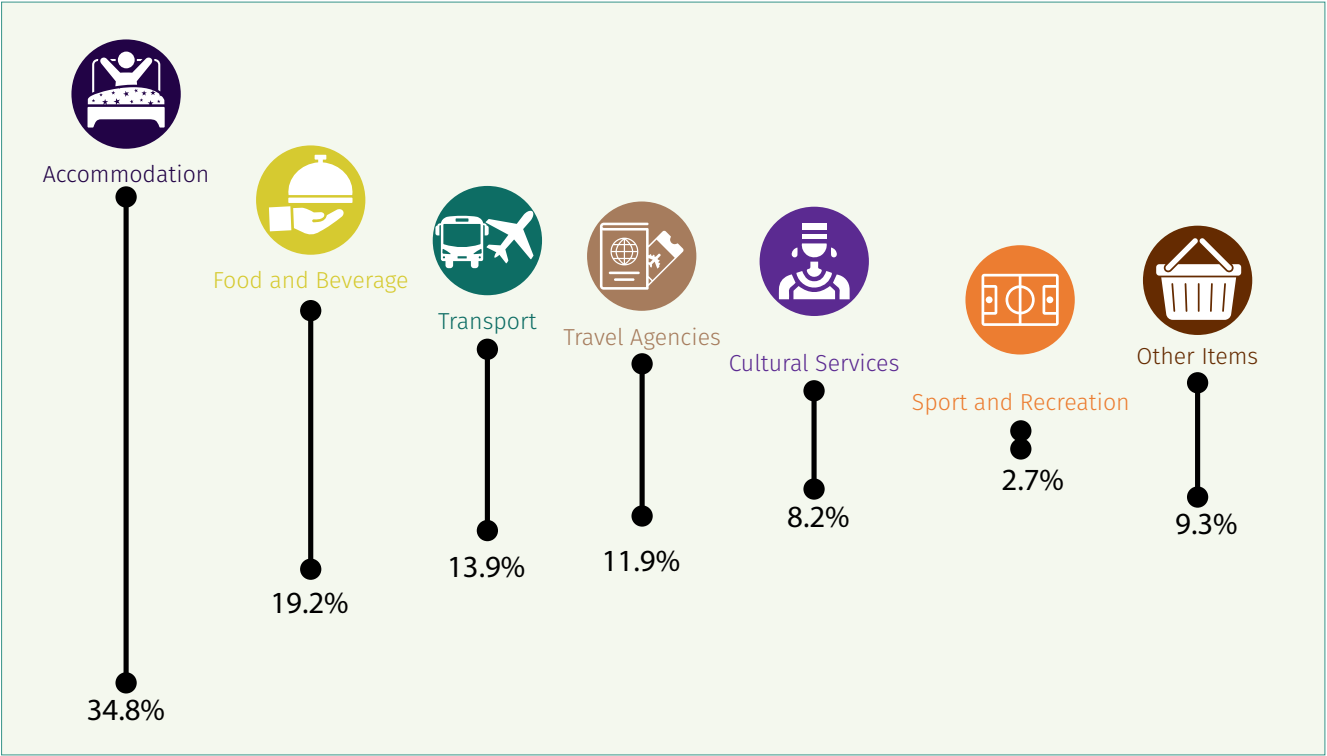


Source: TEMS, 2024 & PISCES

2.14.1. Main Components of Inbound Tourism Expenditure

- Accommodation, Food & Beverage, Transport, and Travel Agencies made up 79.8% of inbound tourism spending in 2024, up from 76.9% in 2023, confirming these as the core sectors where tourists spend nearly 80 cents of every dollar.
- The growth emphasizes the critical role of direct service sectors, highlighting the need for continued investment in lodging, culinary experiences, transport, and booking systems to drive tourism revenue.
- Lower spending on Cultural Services, Sports & Recreation, and Other Spending suggests untapped opportunities strategies should focus on promoting diversified experiences like culture, wellness, and retail to expand the tourism economy.

Figure 39: Tourist Spending Distribution by Category in 2024



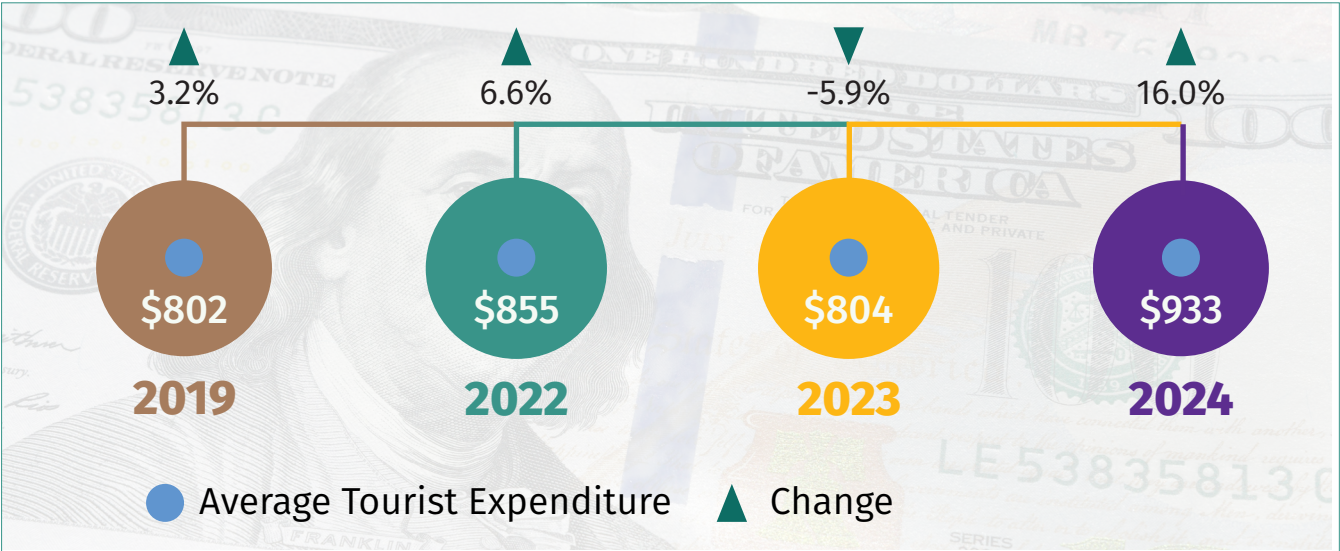
Source: TEMS, 2024 & PISCES

2.15 AVERAGE TOURIST EXPENDITURE

2.15.1. Average Tourist Expenditure

- In 2024, the average tourist expenditure per trip was \$933, showing a strong rebound.
- Compared to 2023's \$804, this represents a 16.0% increase, indicating a significant rise in tourist spending—likely due to higher travel costs, longer stays, or increased demand.

Figure 40: Average Tourist expenditure per person per trip 2019-2024

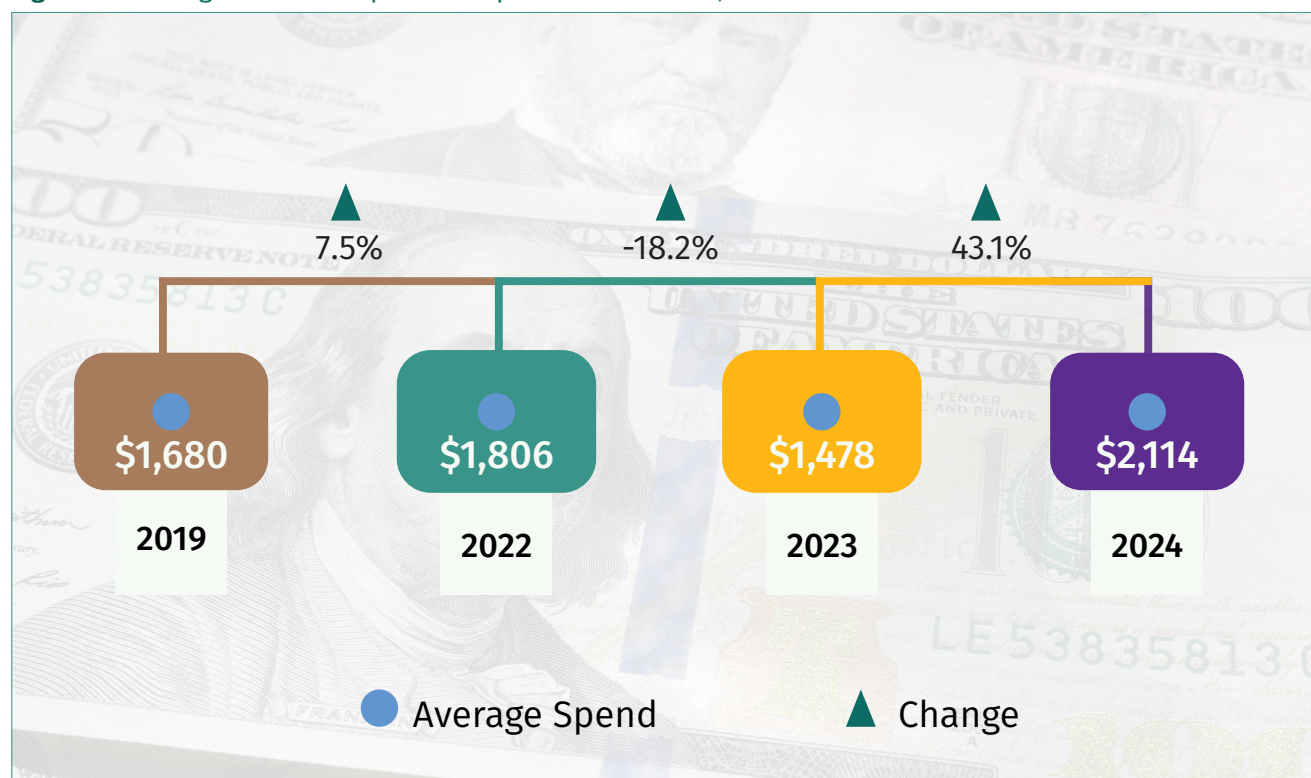


Source: TEMS, 2024 & PISCES

2.15.2. Average Inbound Expenditure per leisure Tourist

- In 2024, average inbound expenditure per leisure tourist reached \$2,114, a 43.1% increase from \$1,478 in 2023, marking a strong rebound.
- This sharp rise followed a significant 18.2% drop in 2023, indicating a recovery likely driven by higher travel costs, longer stays, or increased luxury spending.

Figure 41: Average Inbound expenditure per Leisure tourist, 2019-2024

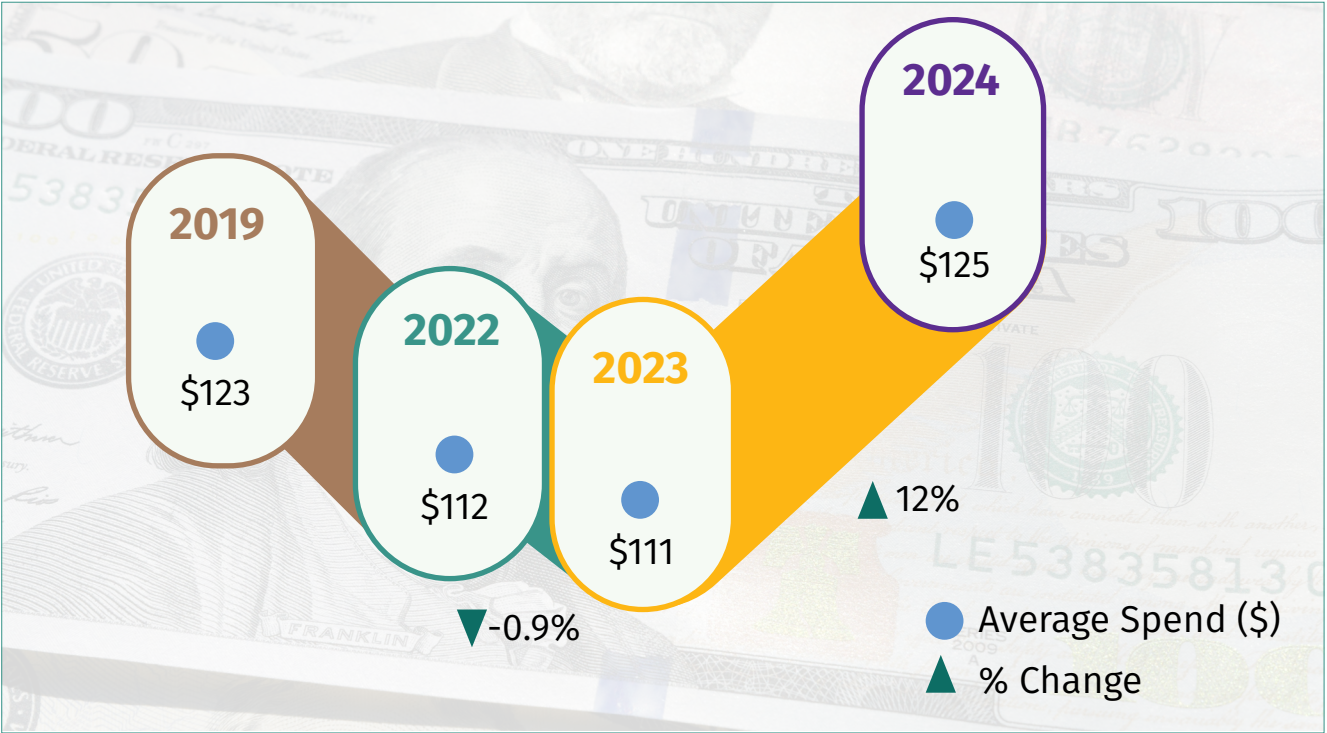


Source: TEMS 2024 & PISCES

2.15.3. Daily Visitor Expenditure in Uganda, 2019-2024

- In 2024, the per person per night tourist expenditure rose to \$125, a 12.6% increase from \$111 in 2023, showing a strong recovery in nightly spending.

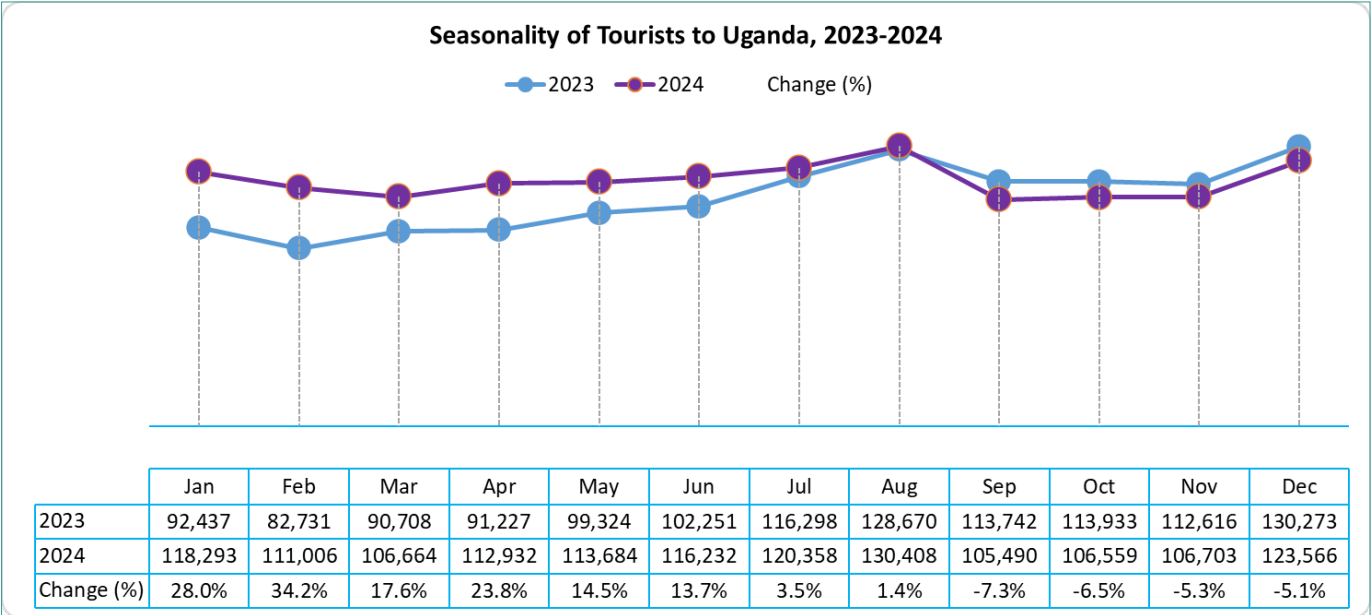
Figure 42: Average daily mean expenditure per person, per night in Uganda



Source: TEMS 2024 & PISCES

2.16 SEASONALITY OF TOURIST ARRIVALS TO UGANDA

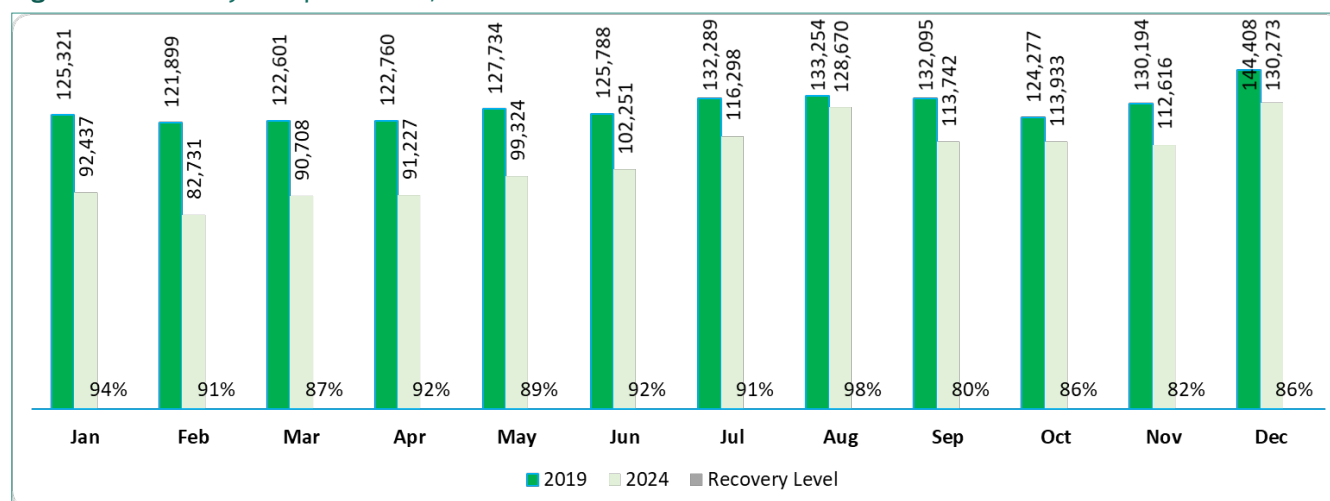
Figure 43: Monthly tourist arrival trends for years 2023-2024.



Source: PISCES 2024 & UBOS

- August remained the peak tourism month in both years, with 130,408 arrivals in 2024 and 128,670 in 2023, reaffirming its position as the busiest travel period.
- Early-year months (Jan-Aug) in 2024 saw significant growth, with February increasing by 34.2% compared to 2023, indicating stronger demand in the first half of the year.
- Late-year months (Sep-Dec) recorded lower arrivals in 2024 compared to 2023, with December dropping by 5.1%, suggesting a need for strategies to sustain high visitor numbers in the last quarter.

Figure 44: Recovery rate per month, 2019 Vs 2024



Source: PISCES 2024 & UBOS

- Tourism recovery in 2024 remained strong throughout the year, with August showing the highest recovery rate, nearing 100%.
- Mid-year months (June-August) experienced the highest recovery levels, aligning with peak tourism trends, while early months (Jan-Apr) showed slower growth.
- Late-year months (Sep-Nov) saw a slight dip in recovery before improving in December, highlighting the need for strategies to sustain high visitor numbers in the last quarter.

Table 12: Monthly Tourist Arrivals, Jan-Dec: 2022-2024

	2022	2023	2024	%Change 2024-2023
TOTAL	814,508	1,274,210	1,371,895	7.7%
1st QUARTER	154,808	265,876	335,963	26.4%
January	49,554	92,437	118,293	28.0%
February	46,882	82,731	111,006	34.2%
March	58,372	90,708	106,664	17.6%
2nd QUARTER	200,269	292,802	342,848	17.1%
April	65,319	91,227	112,932	23.8%
May	66,429	99,324	113,684	14.5%
June	68,521	102,251	116,232	13.7%
3rd QUARTER	211,445	358,710	356,256	-0.7%
July	72,082	116,298	120,358	3.5%
August	69,869	128,670	130,408	1.4%
September	69,494	113,742	105,490	-7.3%
4th QUARTER	247,986	356,822	336,828	-5.6%
October	79,219	113,933	106,559	-6.5%
November	77,932	112,616	106,703	-5.3%
December	90,835	130,273	123,566	-5.1%

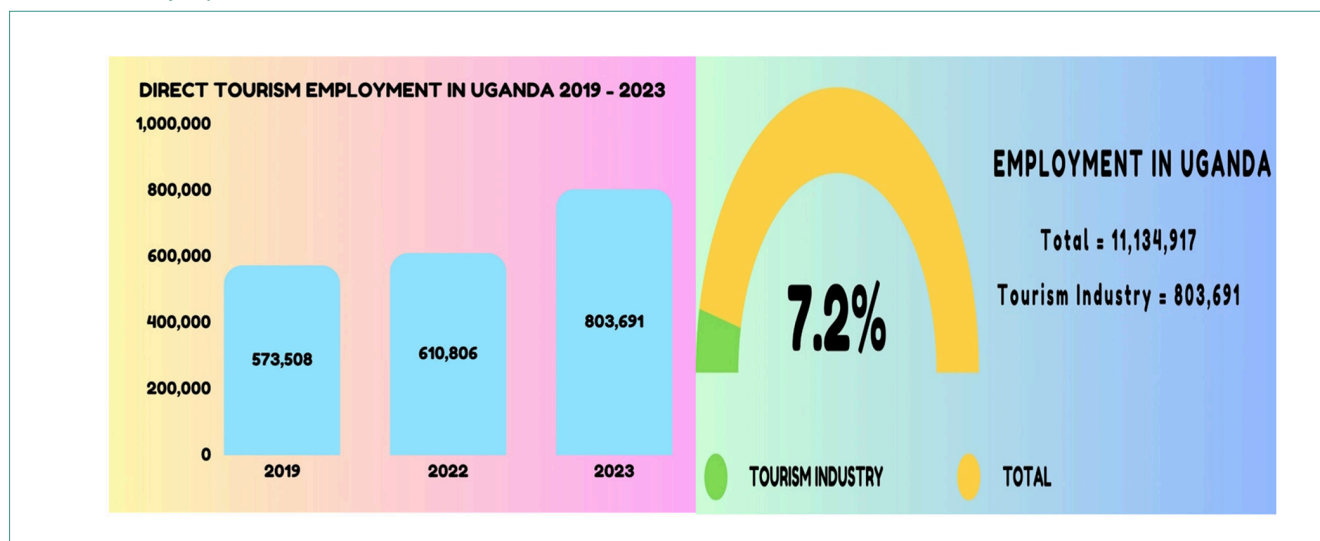
Source: PISCES 2024 & UBOS

CHAPTER 3: IMPACT OF TOURISM TO UGANDA'S ECONOMY

3.1 CONTRIBUTION OF TOURISM TO EMPLOYMENT

- According to the latest Tourism Satellite Account (TSA), tourism directly generated 803,691 jobs in 2023, accounting for 7.2% of total employment in Uganda.
- This marks a 31.6% increase from 610,806 jobs in 2022, reflecting sustained growth in employment opportunities within the tourism sector.
- In 2023, tourism accounted for 7.2% of total employment, up from 5.7% in 2022 and 6.6% in 2019, reflecting its growing share in Uganda's workforce.

Figure 45: Contribution of Tourism to Employments and Employment of Tourism Industries Vis-a-vis Total Employment



Source: National Labour Force Survey, UNHS FY2023/24

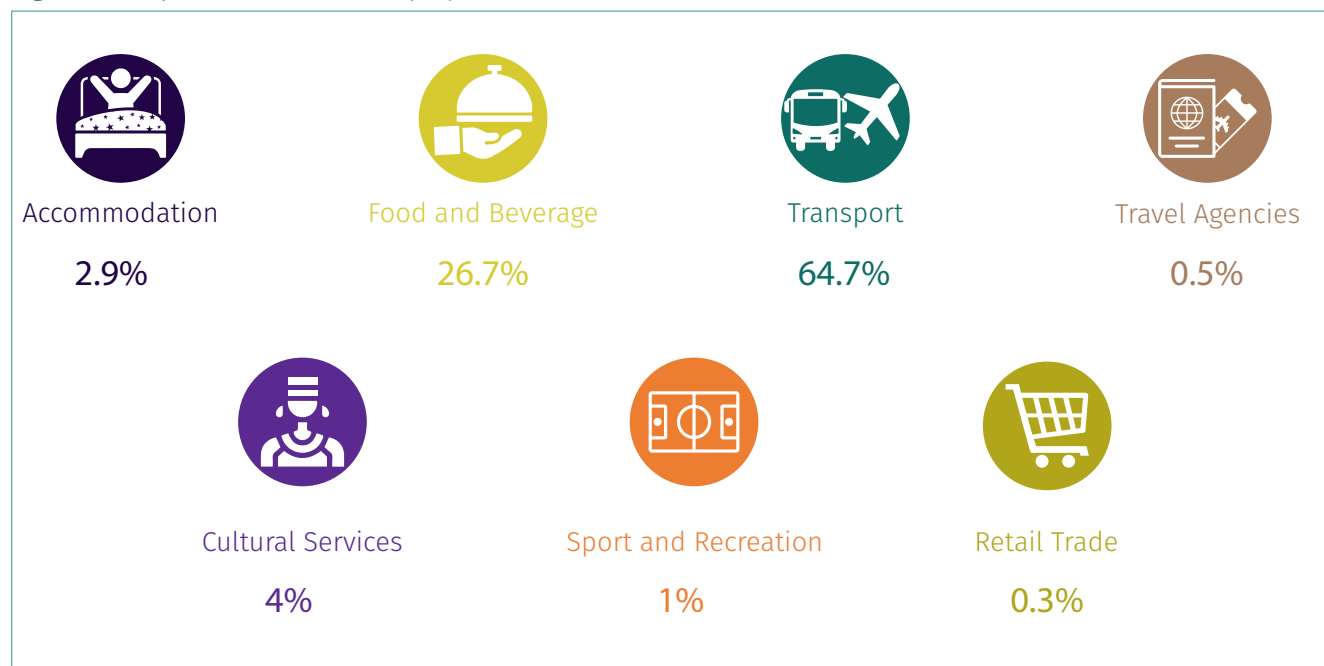
3.1.1. The top contributors to Employment in Tourism

Transport Leads Tourism Jobs: 520K Employed, Followed by Food Services & Accommodation in Uganda

The leading employers were.

- Road, Air, rail, and Water Passenger Transport - 520,092 workers
- Food and beverage Serving Activities- 214,558 workers.
- Accommodation - 23,251 workers
- Cultural Industry - 31,620 workers
- Travel agencies and other reservation industry - 3,747 workers
- Retail trade and Other Tourism Industries - 2,530 workers

Figure 46: Top contributors to Employment in Tourism



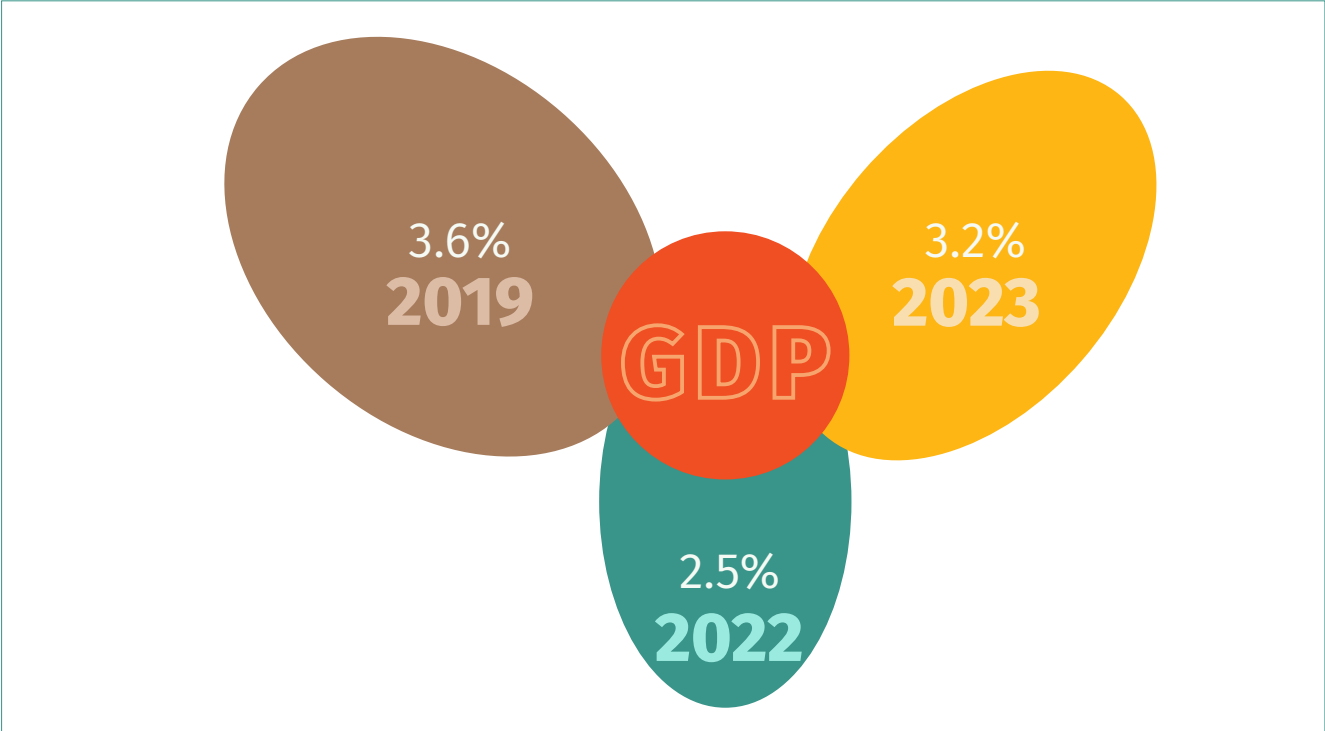
Source: UNHS, FY 2023/24



3.2 CONTRIBUTION OF TOURISM TO GDP

- Uganda's Tourism Direct GDP (TDGDP) reached UGX 6.06 trillion in 2023, contributing 3.2% to the national GDP, up from 2.5% in 2022.
- This represents a 34.6% increase from 2022 (4.50 trillion)), largely driven by rising demand for and supply of accommodation services.

Figure 47: Tourism Contribution to GDP



Source: Tourism Satellite Account (TSA) March 2025

3.3 CONTRIBUTION OF TOURISM TO INVESTMENT

- In 2023, tourism contributed UGX 7,458.3 million to Uganda's Gross Fixed Capital Formation (GFCF), accounting for 17.2% of total national investment.
- While this reflects a slight decline from 18.3% in 2022 and 19.0% in 2019, it still demonstrates the continued significance of tourism in driving investment in infrastructure and capital assets.

Table 13: Contribution of Tourism to GDP

Year	Tourism Gross Fixed Capital Formation (TGFCF) in UGX Millions	Contribution of Tourism to GDP (In percent)
2019	6,444.8	19.0%
2022	7,505.0	18.3%
2023	7,458.3	17.2%

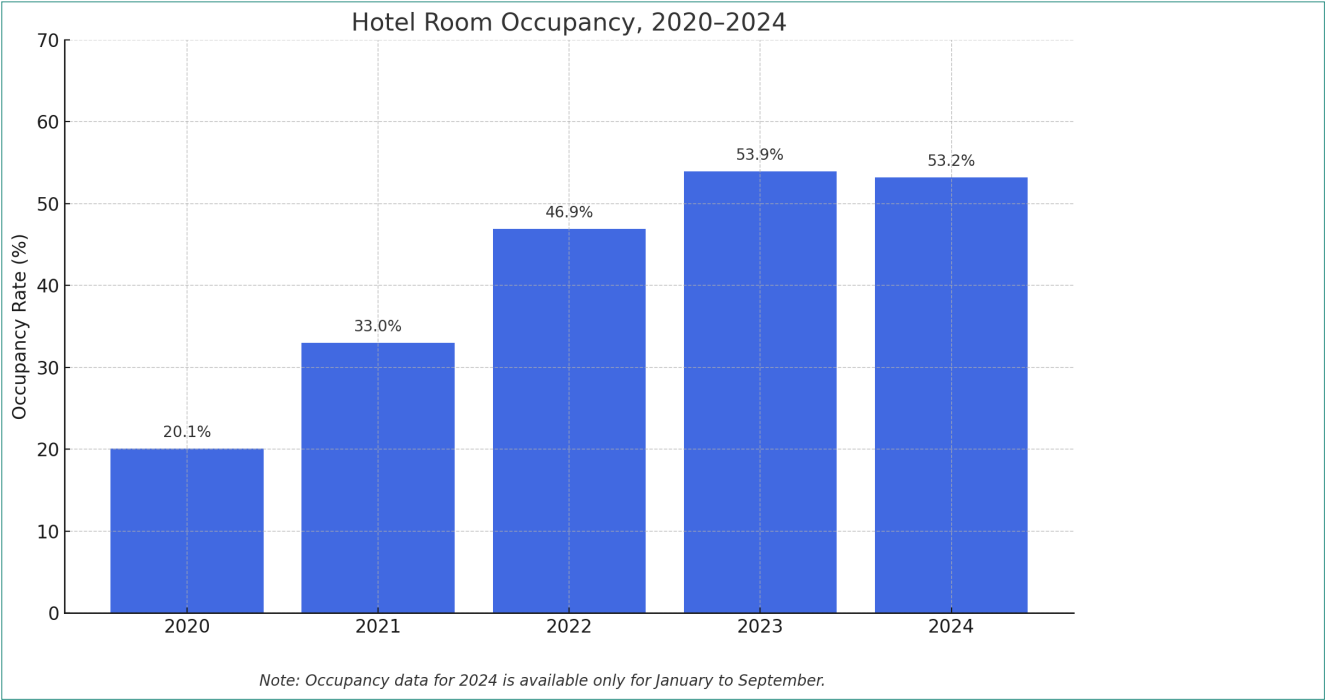
Source: Tourism Satellite Account (TSA) March 2025

CHAPTER 4: ACCOMMODATION UTILIZATION STATISTICS

4.1 NATIONAL AVERAGE HOTEL ROOM OCCUPANCY RATES

- In 2024, occupancy for January to September stood at 53.2%, suggesting a stabilization in demand and the need for renewed efforts to boost hotel utilization and maintain growth momentum.
- Hotel Occupancy has been on an increasing trend since 2020.

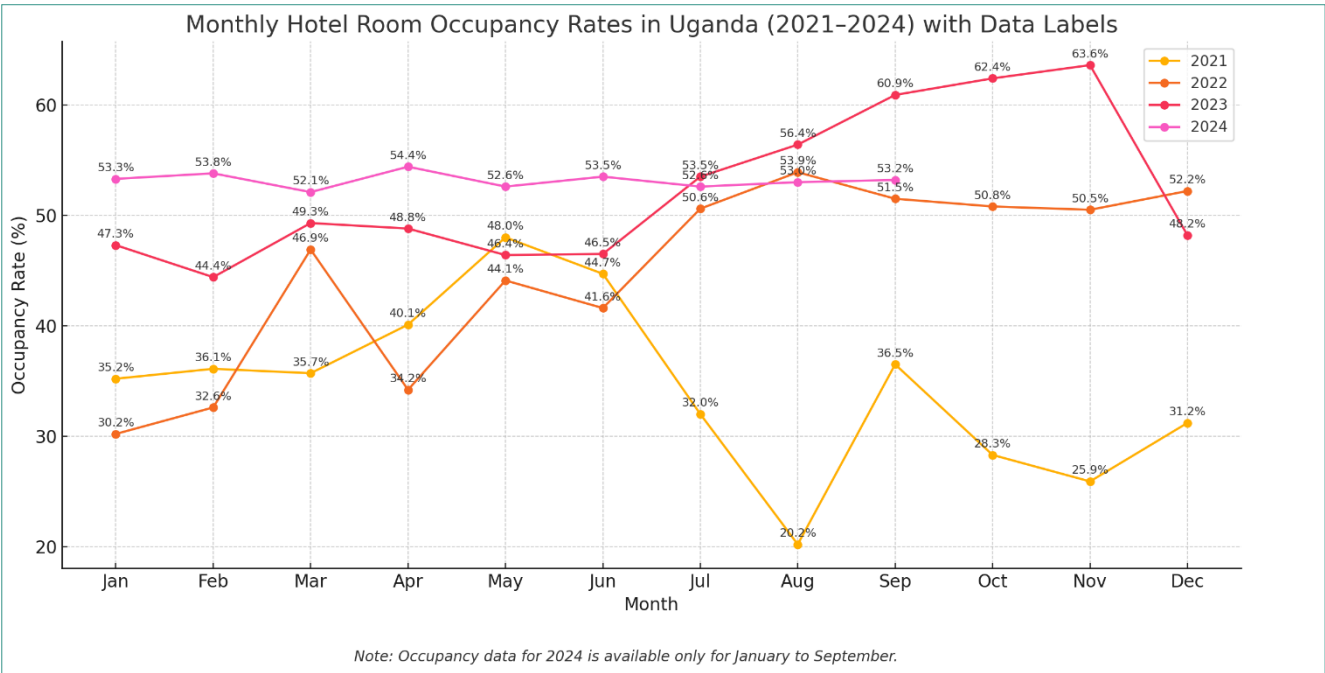
Figure 48: National Average Hotel Room Occupancy Rates, 2023-2024



Source: MTWA Accommodation Survey, 2024

4.2 MONTHLY AVERAGE HOTEL ROOM OCCUPANCY RATES

Figure 49: Monthly Hotel Occupancy rates, 2021-2024

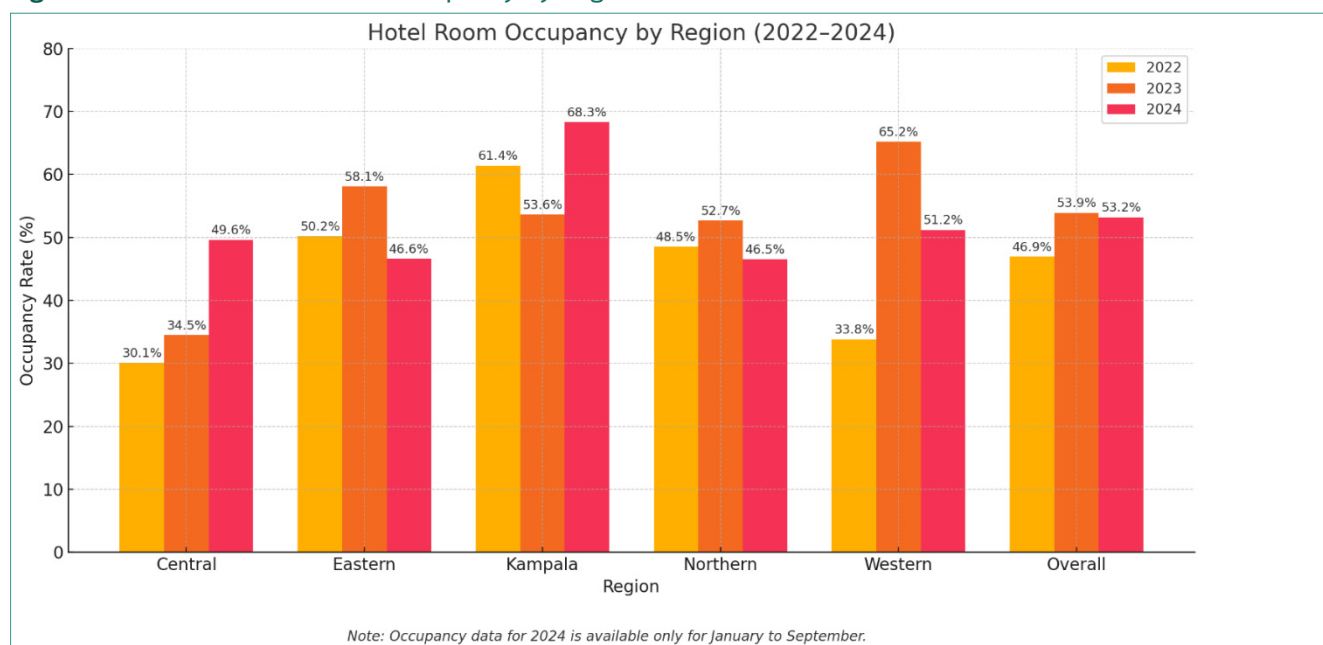


Source: MTWA Accommodation Survey, 2024

- Hotel occupancy rates in 2024 remained high and stable, averaging above 52% from January to September, reflecting sustained demand across the hospitality sector.
- Compared to 2023, 2024 showed slightly lower occupancy levels in most months, indicating a moderation or stabilization following the sharp rebound in 2023.

4.3 AVERAGE HOTEL ROOM OCCUPANCY RATES BY REGION 2022-2024

Figure 50: Distribution of Hotel Occupancy by Region



Source: MTWA Accommodation Survey, 2024

- In 2024, Kampala recorded the highest average hotel room occupancy rate at 68.3%, followed by the Western region at 51.2% and the Central region at 49.6%, based on data available from January to September.
- Kampala recorded the highest occupancy in 2024 at 68.3%, while Central region saw a significant rise to 49.6%, highlighting continued strength in urban and business travel hubs.
- Eastern, Northern, and Western regions experienced declines compared to 2023, contributing to a slight overall national dip from 53.9% in 2023 to 53.2% in 2024, based on data from January to September only.

4.4 CAPACITY OF ACCOMMODATION FACILITIES

- According the Tourism Satellite Account Report (TSA) 2023, Uganda's accommodation sector demonstrated substantial development, with 350,550 rooms and 371,221 beds available as of 2023—demonstrating the country's strong capacity to support both domestic and international tourism at scale.

Table 14: Capacity by types of Accommodation

	2023
Capacity (rooms)	350,550
Capacity (beds)	371,221

Source: UNHS FY2023/24

4.5 GRADED AND CLASSIFIED ACCOMODATION FACILITIES, 2024

4.5.1. Number of Graded and Classified Accommodation Facilities

- A total of 83 hotels have been officially star-rated to date, with more currently undergoing evaluation
- Only 4 out of 83 facilities are 5-star, while a about quarter(19%) are rated Four Star
- Lower-rated hotels (2 and 3 stars) make up over 75% of all graded and classified accommodation facilities in Uganda, indicating a focus on budget and mid-range tourism.

Table 15: Number of currently Star rated Hotels in Uganda

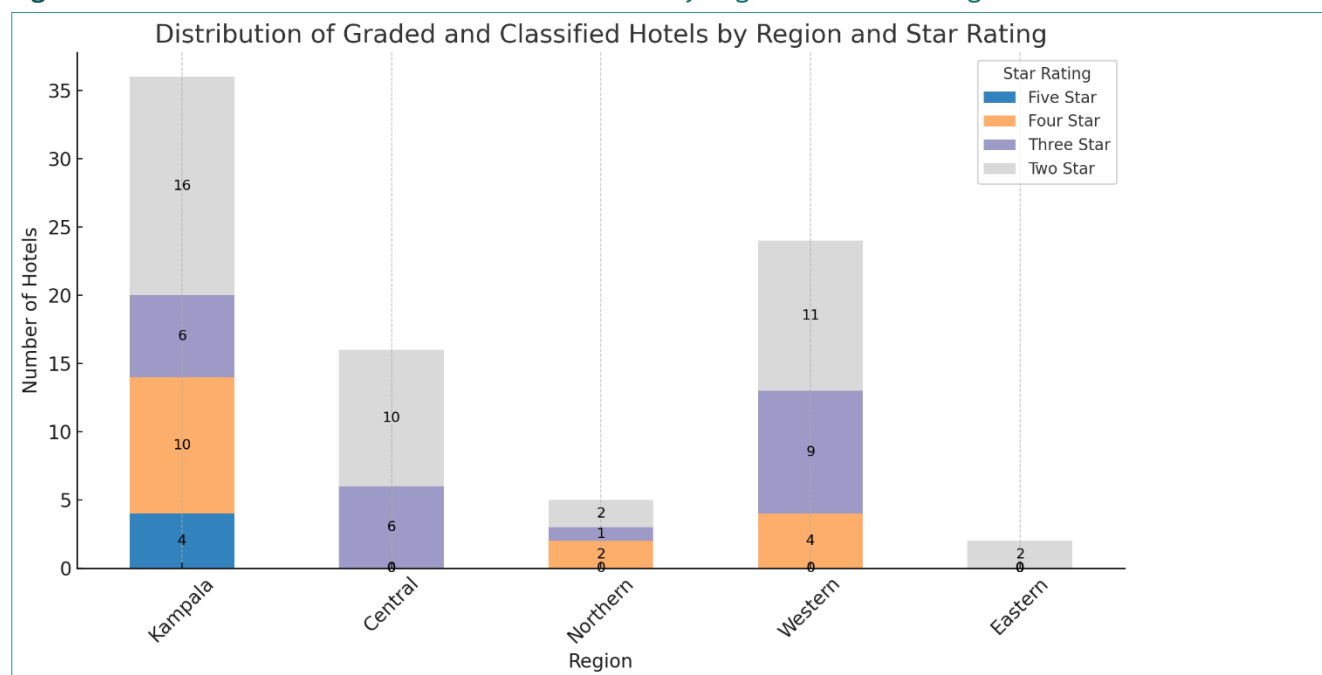
Star Rating	Number of Hotels	%Share
Five Star	4	5%
Four Star	16	19%
Three Star	22	27%
Two Star	41	49%
Total	83	100%

Source: UTB admin Data 2024

4.5.2. Distribution of Graded and Classified Hotels by Region and Rating

- Kampala dominates Uganda's hotel infrastructure, hosting all 5-star hotels and the highest number across every star category—showing its central role in luxury and business tourism.
- Western and Central regions have strong mid-range accommodation availability, especially in 2 and 3-star categories, suggesting they cater to domestic and regional travelers.
- Northern and Eastern regions have the least graded hotel facilities, highlighting potential gaps or opportunities for hospitality development in those areas.

Figure 51: Distribution of Graded and Classified Hotels by Region and Star Rating



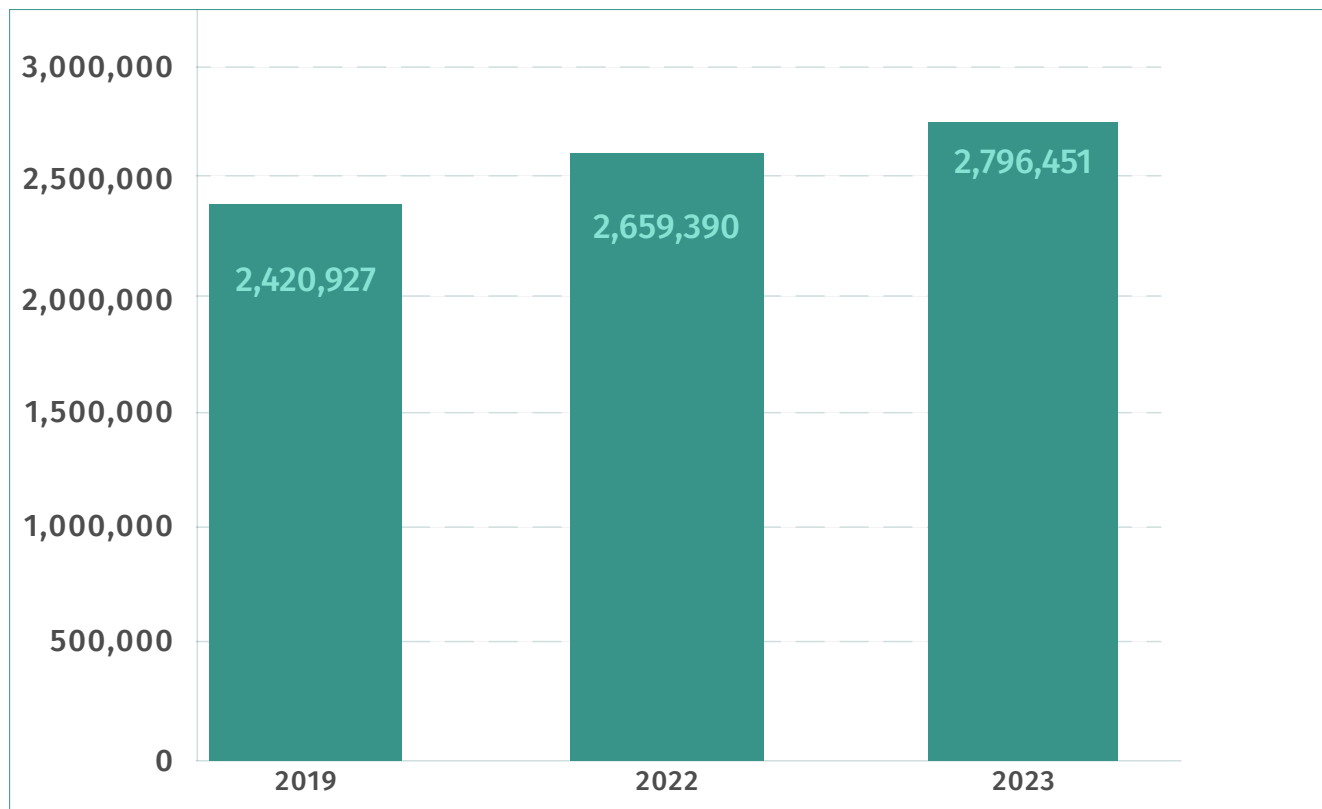
Source: UTB admin Data 2024

CHAPTER 5 : DOMESTIC TOURISM STATISTICS

5.1 DOMESTIC VISITORS IN UGANDA

- Uganda's Domestic Tourism rises 5.2% as Locals Explore More
- According to the latest Tourism Satellite Account for the year 2023, Domestic tourism grew by 5.2%, with domestic visitor numbers rising from 2.66 million in 2022 to 2.80 million in 2023, driven by increased local travel interest and government promotional efforts dubbed Explore the Pearl of Africa.

Figure 52: Number of Domestic visitors by Year, 2019-2023

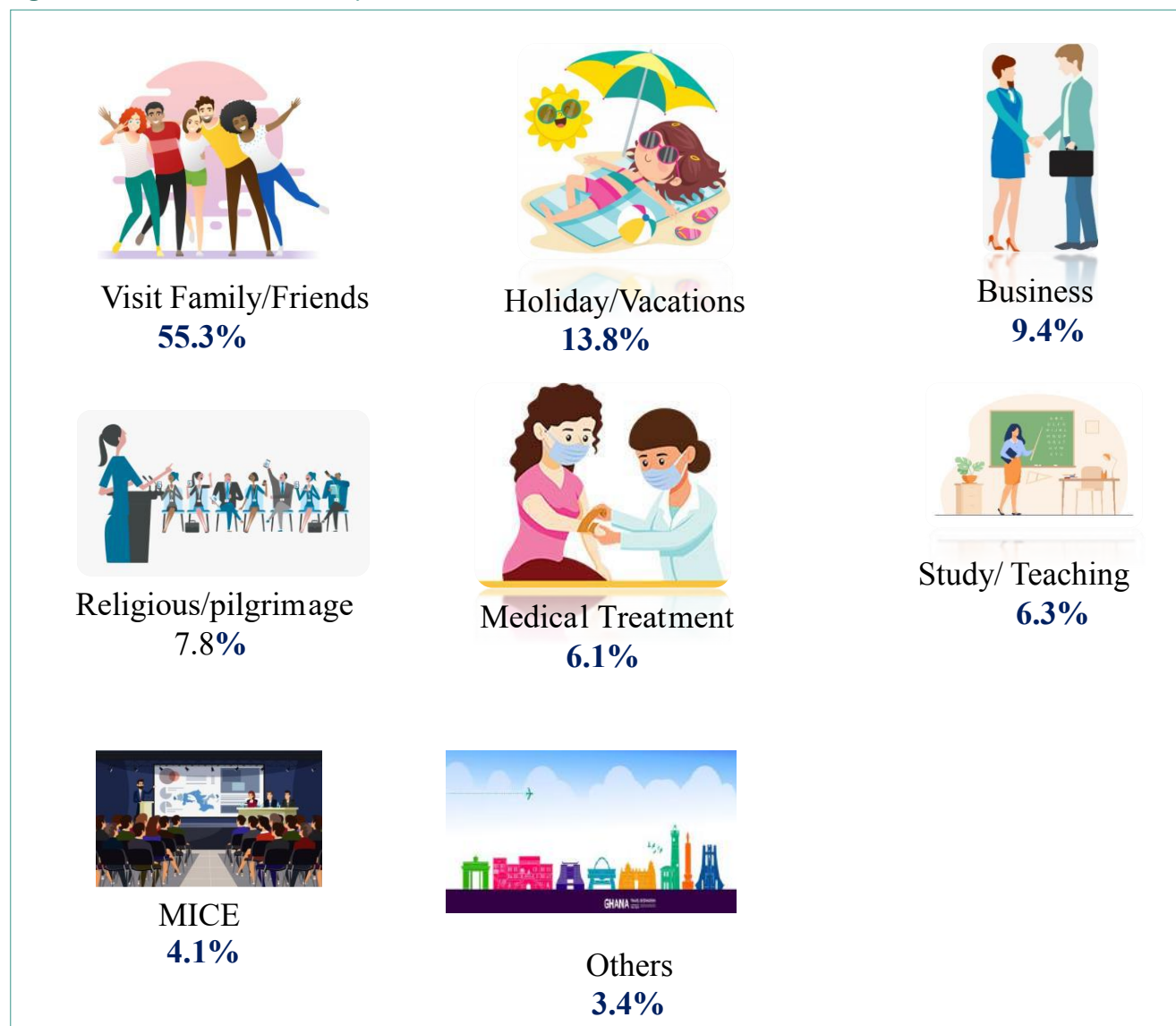


Source: Uganda National Household Survey (UNHS), 2023/2024

5.1.1. Domestic Visitors by Main Purpose of Travel

- Family First: Visiting Friends & Relatives Drives 55.3% of Uganda's Domestic Travel in 2023
- Visiting friends and relatives (VFR) remained the top purpose of travel at 55.3%, followed by leisure (13.8%) and business (9.4%); meetings and medical treatment contributed the least.
- Ugandans made an average of 6 domestic trips annually, though total trips dropped by 6%, from 23.6 million in 2022 to 17.1 million in 2023; overnight visitors accounted for 52% of these.

Figure 53: Domestic Tourism Purpose of visit



5.1.2. Nights spent by domestic visitors

- The average stay of domestic visitors was to 6.3 nights in 2023 (up from 5.8), with daily expenditure rising to UGX 65,954.
- Domestic tourism expenditure grew by 38.5% to UGX 5.09 trillion, contributing 3.3% to Household Final Consumption Expenditure (HFCE), with transport and food services being the biggest spending categories.

Table 16: Average Length of stay and Expenditures for Domestic visitors

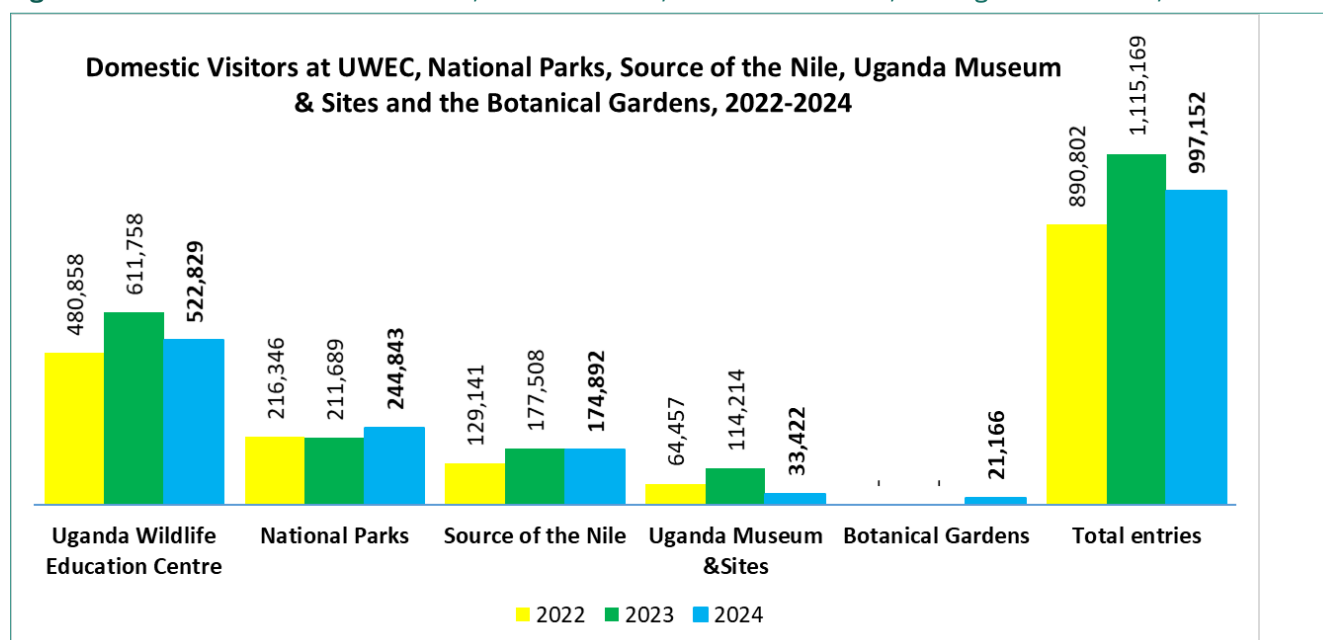
Indicators	Units	2019	2022	2023
Average length of stay	Nights	5.1	5.8	6.3
Overall Average expenditure per day	UGX	40,239	45,323	65,954
Tourist Average expenditure per day	UGX	51,304	57,786	82,021
Same day Average expenditure per day	UGX	30,121	33,927	41,529

Source: Uganda National Household Survey (UNHS), 2023/2024

5.2 DOMESTIC VISITATIONS IN SELECTED TOURIST ATTRACTION SITES, 2024

Figure 54 illustrates the comparison of domestic visitation to several attractions in Uganda, namely UWEC (Uganda Wildlife Conservation Education Center), National Parks, the Source of the Nile, and other attractions within Uganda

Figure 54: Domestic Visitation to UWEC, National Parks, Source of the Nile, and Uganda Museum, 2022-2024



Source: UWEC, UWA, MTWA

- Domestic tourism in National Parks increased by 15.7% in 2024, reaching 244,843 visits, reflecting a growing interest in nature and wildlife experiences among local tourists.
- Uganda Wildlife Education Centre (UWEC) remained the top destination for domestic visitors with 522,829 visits (52.4% share) but saw a 14.5% drop, significantly impacting the overall total.
- Source of the Nile maintained steady popularity among domestic travellers with a slight 1.5% decline, holding 17.5% of the total visitor share.
- Uganda Museum & Sites experienced a sharp 70.7% drop to 33,422 visitors, directly linked to its June 2024 closure for modernization.
- Botanical Gardens debuted in the reports with 21,166 visits (2.1% share), highlighting emerging interest in eco-tourism.
- Overall domestic tourism to selected attraction sites in Uganda declined in 2024, falling to 997,152 entries from 1,115,169 in 2023, primarily due to the mid-year closure of the Uganda Museum for redevelopment and a drop in visits to the Uganda Wildlife Education Centre.

Table 17: Proportion of local tourists to total Population

Selected Tourist Sites	Domestic Entries			Total Entries			Proportion of Domestic Tourist to total entries	
	2022	2023	2024	2022	2023	2024	2023	2024
Uganda Wildlife Education Centre	480,858	611,758	522,829	486,464	619,164	531,496	98.8%	98.4%
National Parks	216,346	211,689	244,843	367,869	387,914	436,767	54.6%	56.1%
Source of the Nile	129,141	177,508	174,892	138,655	190,330	184,226	93.3%	94.9%
Uganda Museum & Sites	64,457	114,214	33,422	67,366	131,508	34,611	86.8%	96.6%
Botanical Gardens			21,166			23,081		91.7%
Total entries	890,802	1,115,169	997,152	1,060,354	1,328,916	1,210,181	83.9%	82.4%

Source: UWEC, UWA, MTWA

- The proportion of local tourists to total population (National parks, Museums, UWEC etc) decreased slightly from 83.9% in 2023 to 82.4% in 2024.
- This implies for every 10 Visitors to the attraction site, 8 are domestic visitors. This is largely due to government initiatives of the Explore Uganda campaigns that have garnered Ugandans to travel.
- In National Parks, the share of domestic tourists rose from 54.6% to 56.1%, indicating growing local interest in nature and wildlife tourism, and reflecting the broader success of promotional efforts targeting Ugandan travelers.



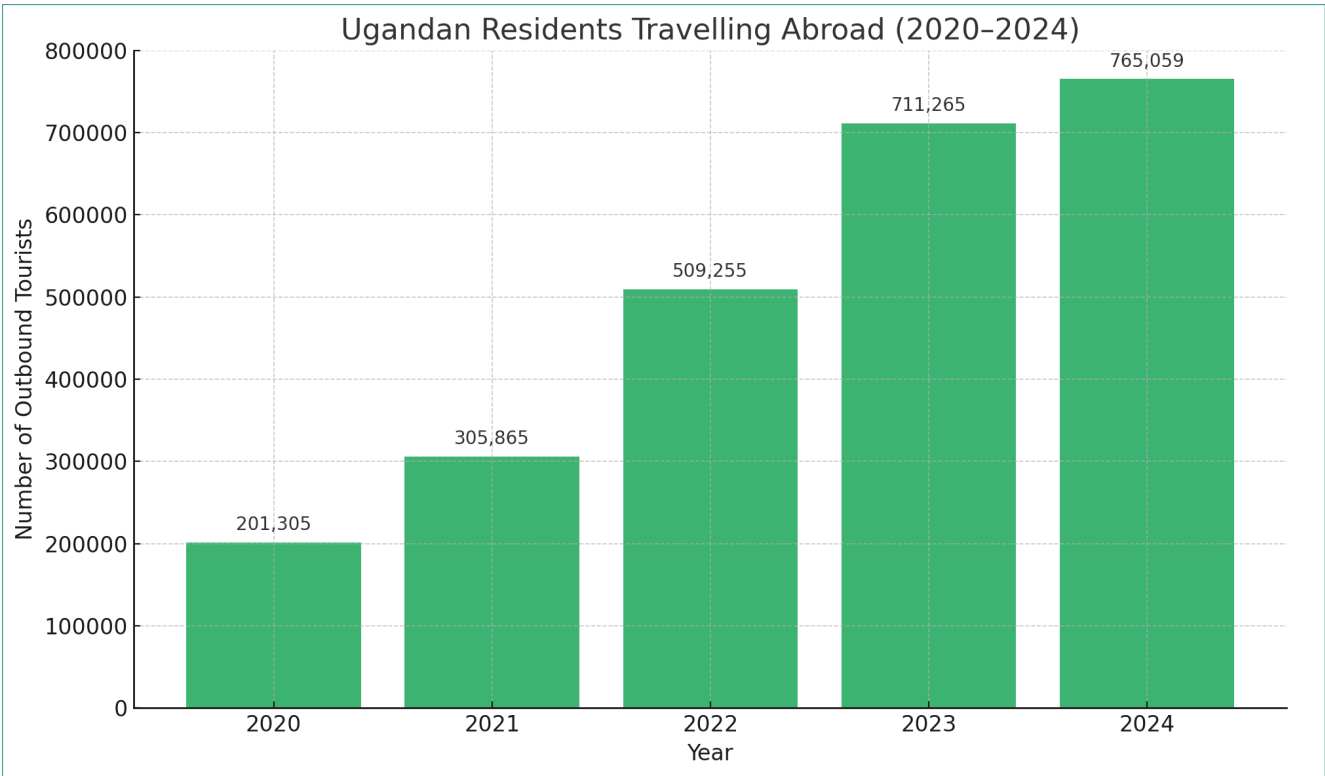
CHAPTER 6: OUTBOUND TOURISM STATISTICS

Outbound tourism is defined as the tourism activity of Uganda’s residents outside its economic territory. It includes all activities of Ugandan residents travelling to and staying in places outside Uganda for not more than twelve consecutive months.

6.1 OUTBOUND VISITORS, 2020-2024

- The number of Ugandan residents traveling abroad increased by 7.6% in 2024, rising from 711,265 in 2023 to 765,059, continuing the upward trend observed since 2020.
- Ugandan outbound travel has grown consistently, increasing from 201,305 travelers in 2020 to 765,059 in 2024, signaling a strong recovery and rising demand for international travel.
- The sharpest growth occurred between 2021 and 2023, suggesting increased post-pandemic mobility, eased travel restrictions, and expanding outbound tourism opportunities
- In 2024, Ugandan residents continued to travel abroad primarily for personal reasons, including holiday visits and business purposes. Additionally, a notable portion of outbound travel was for education and medical treatment.

Figure 55: Ugandan Residents Travelling abroad for an outbound trip

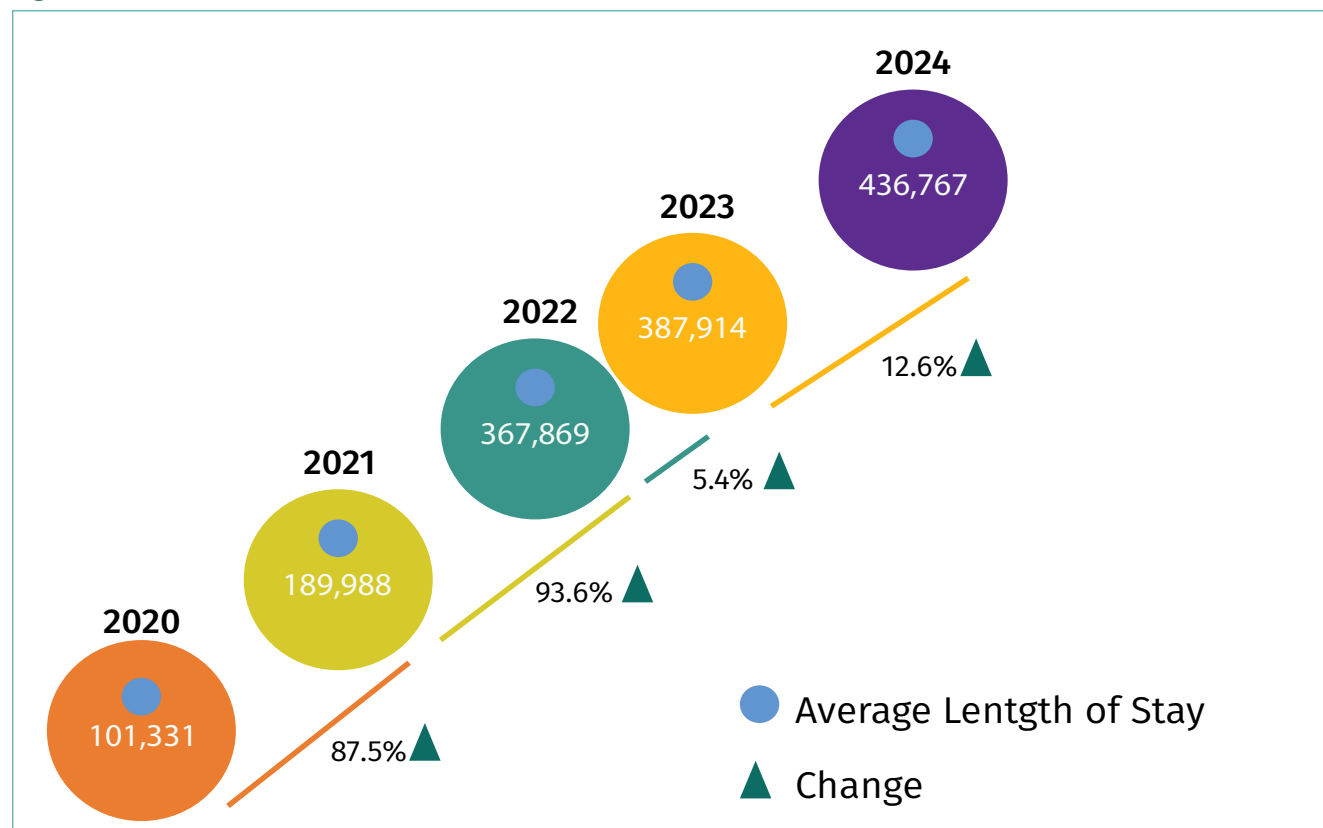


Source: PISCES 2024 & UBOS

CHAPTER 7: VISITOR ARRIVALS TO NATIONAL PARKS AND WILDLIFE RESERVES

7.1 VISITORS TO NATIONAL PARKS AND WILDLIFE RESERVES, 2020-2024

Figure 56: Visitor Entries to National Parks



Source: UWA admin data 2024

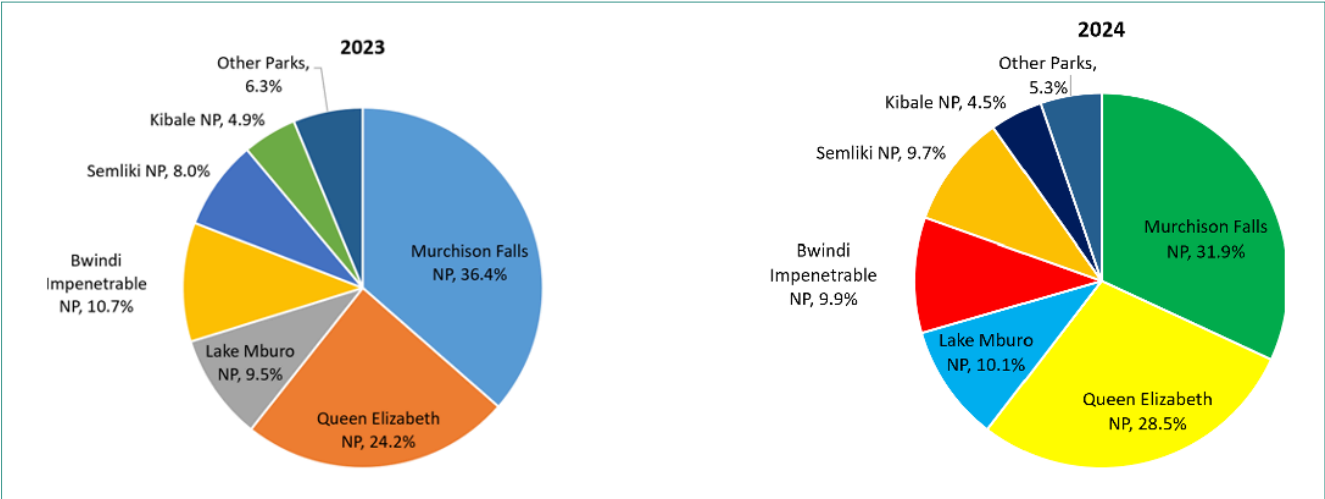
- Visitor numbers to National Parks grew by 12.6% in 2024, rising from 387,914 in 2023 to 436,767, reflecting sustained growth.
- In 2024, domestic tourists to National Parks accounted for 56.1% of total entries, indicating that foreign visitors made up 43.9%.
- Domestic tourists to National Parks increased by 15.7% highlighting strong local interest

Table 18: Visitation Park by Park, 2020-2024

National Parks and Wildlife Reserves	2020	2021	2022	2023	2024	%Change 2024-2023	%Share 2024
Murchison Falls National Park	33,194	78,655	146,649	141,335	139,304	-1.4%	31.9%
Queen Elizabeth National Park	24,362	40,488	95,340	93,970	124,645	32.6%	28.5%
Lake Mburo National Park	10,727	18,741	28,540	36,970	44,043	19.1%	10.1%
Bwindi Impenetrable National Park	9,829	15,736	32,628	41,412	43,364	4.7%	9.9%
Semliki National Park	7,322	14,403	26,631	31,114	42,545	36.7%	9.7%
Kibale National Park	5,558	7,789	15,641	18,848	19,748	4.8%	4.5%
Kidepo Valley National Park	4,860	7,846	8,343	6,388	7,613	19.2%	1.7%
Mgahinga Gorilla National Park	2,409	3,455	5,477	7,156	7,362	2.9%	1.7%
Rwenzori Mountains National Park	1,151	1,048	5,659	7,524	4,835	-35.7%	1.1%
Mount Elgon National Park	1,006	780	1,246	1,134	1,354	19.4%	0.3%
Pian Upe Wildlife Reserve	336	516	915	1,369	1,207	-11.8%	0.3%
Katonga-Wildlife Reserve	65	153	329	278	457	64.4%	0.1%
Toro Semliki Wildlife Reserve	512	378	471	416	290	-30.3%	0.1%
Total	101,331	189,988	367,869	387,914	436,767	12.6%	100%

Source: UWA admin data 2024

Figure 57: Shares of Visitors park by park, 2023-2024

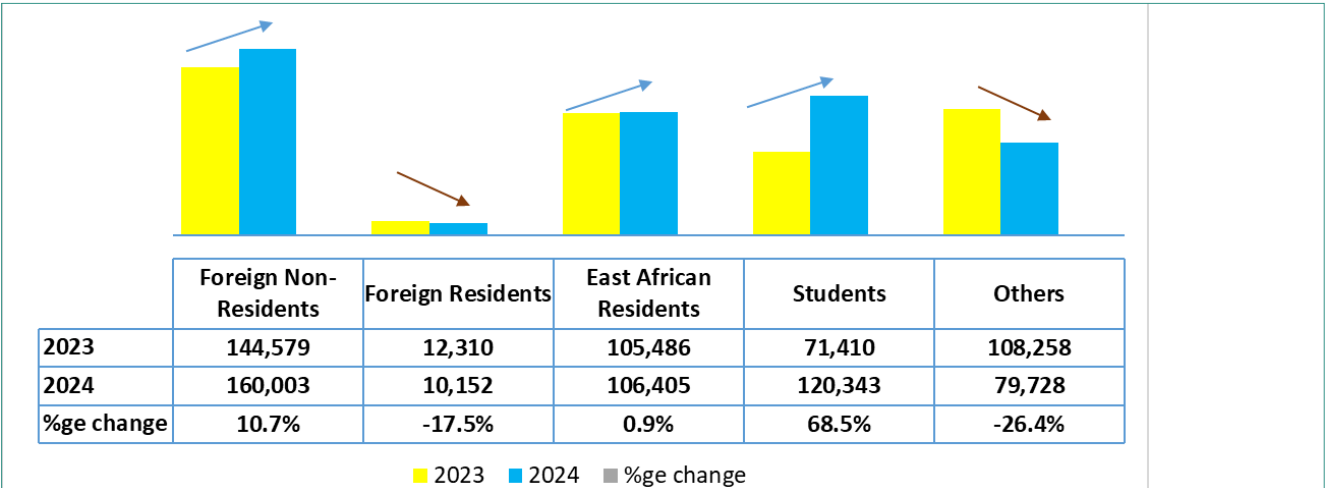


Source: UWA admin data 2024

- Visitor numbers rose by 12.6% in 2024, continuing the steady post-2020 recovery across all parks and reserves.
- Murchison Falls National Park and Queen Elizabeth National Park remained the most visited sites, receiving 139,304 and 124,645 visitors respectively in 2024.
- Together, these two parks accounted for 60.4% of all park and reserve entries, making them the dominant destinations in Uganda’s protected area network.
- While most parks saw growth, a few like Rwenzori Mountains (-36%) and Toro Semliki (-30%) experienced sharp declines in 2024.
- Murchison Falls National Park led in visitation from 2020 to 2024, due to its diverse wildlife and iconic water-fall, consistently registering the highest visitor numbers.
- In 2024, Murchison Falls accounted for 32% of all entries, followed by Queen Elizabeth (29%), Lake Mburo (10.1%), and Bwindi (9.9%), confirming their position as Uganda’s top four parks.
- In 2024, domestic visitors made up 56.1% of total entries to the national parks and reserves, showing sustained local tourism engagement.

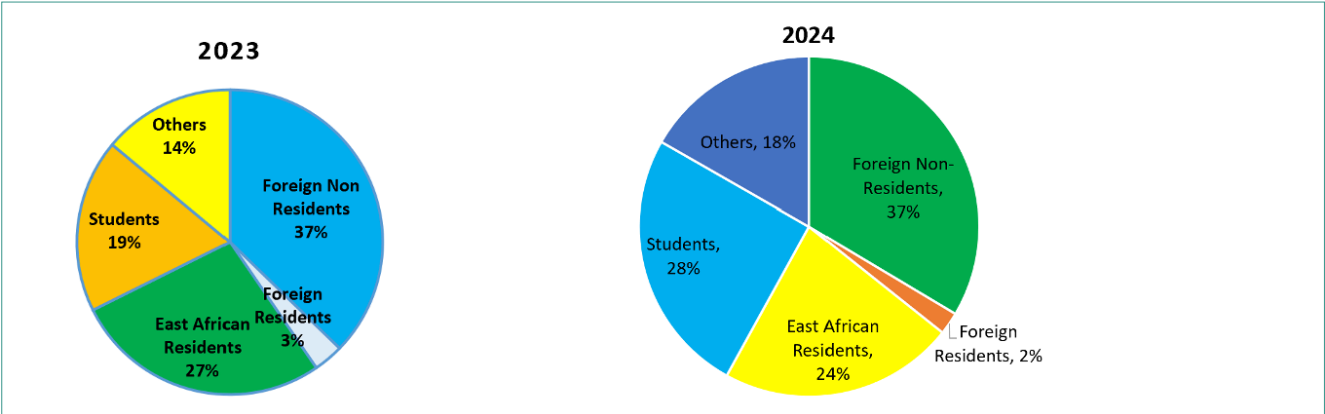
7.2 VISITORS TO NATIONAL PARKS BY CATEGORY

Figure 58: Visitation to National Parks by Category of visitor, 2023-2024



Source: UWA Admin Datat, 2024

Figure 59: Shares of visitors' category to the National Park, 2023-2024

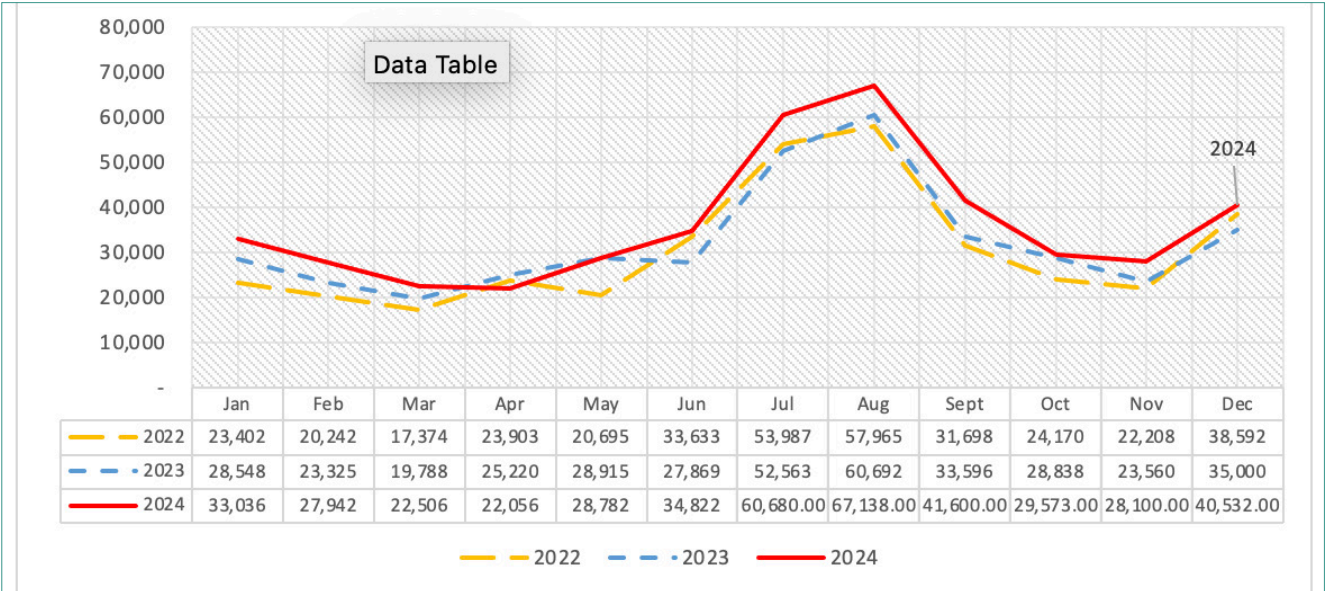


Source: UWA admin data 2024

- In 2024, Foreign Non-Residents continued to dominate, making up 37% of visitors—a growth of 11% from 2023, meaning nearly 4 out of every 10 visitors were in this category.
- Foreign Non-Residents remained the largest visitor group in 2024, contributing 37% of all National Park visitors—the same proportion as in 2023, though actual numbers increased by 10.7% (from 144,579 to 160,003).
- Students showed the most significant rise, growing from 19% in 2023 to 28% in 2024, driven by a 68.5% increase in absolute numbers, making them the second-largest visitor group.
- East African Residents' share dropped from 27% to 24%, despite a slight 0.9% increase in actual numbers, while Foreign Residents and the Others category declined by 17.5% and 26.4%, reducing their shares to 2% and 18%, respectively.

7.3 MONTHLY VISITATION TO NATIONAL PARK.

Figure 60: Comparison of monthly trend on visits to NPs: 2022-2024.



Source: UWA admin data 2024

- Over the past three years, visitor trends have followed a consistent bell-shaped seasonal pattern, with July and August as peak months, and December and January also seeing high numbers due to school holidays and summer in foreign markets.
- Low visitation months—March, October, and November—align with post-summer and back-to-school periods, leading to fewer tourist entries.
- This seasonal behavior is largely driven by foreign non-residents and student travel cycles, reinforcing predictable high and low tourism periods.

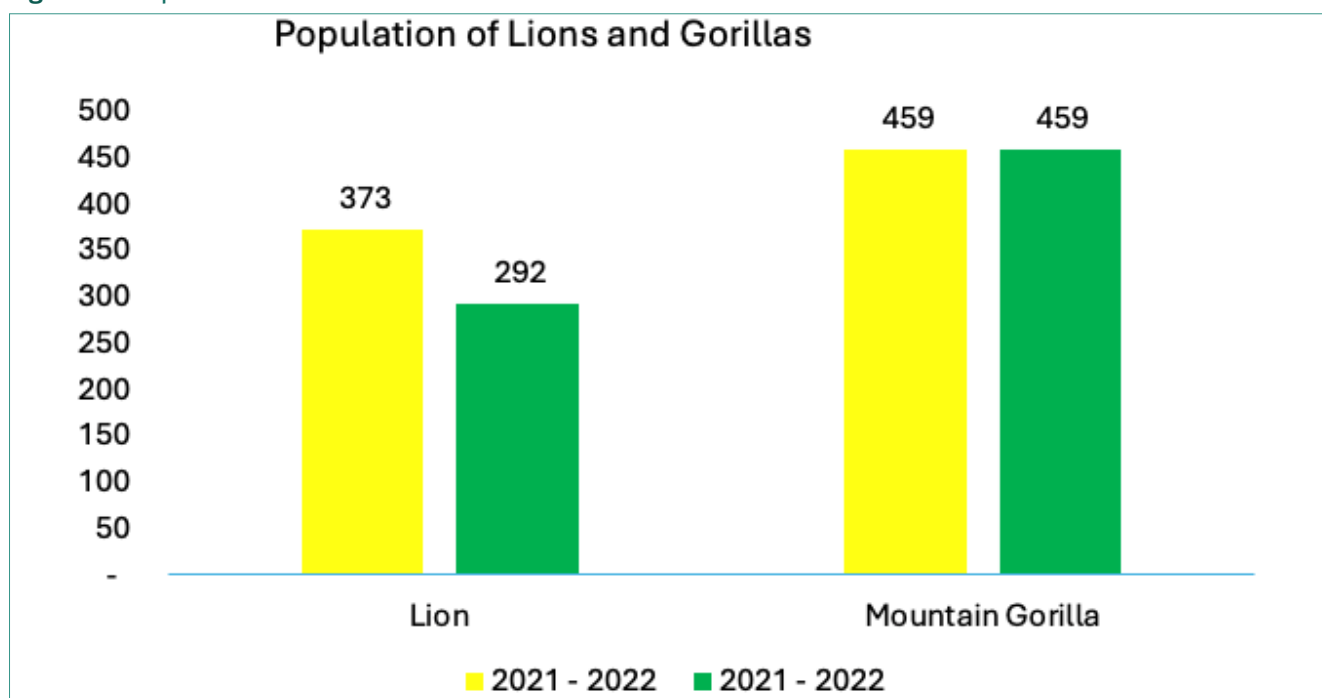
CHAPTER 8: STATISTICS ON WILDLIFE POPULATIONS

8.1 UGANDA'S WILDLIFE POPULATIONS³.

8.1.1. Population Trends for Lions and Mountain Gorillas

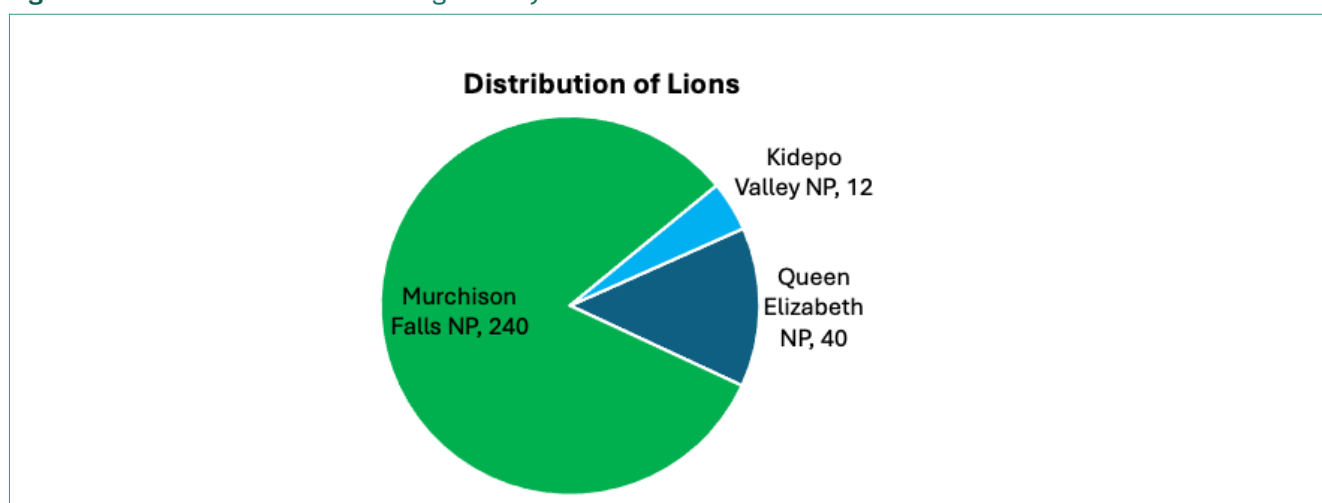
- Gorilla population stood at 459 based on the latest statistics
- The lion population declined significantly from 373 to 292⁴ indicating a potential conservation concern.
- A vast majority (80%) of lions are concentrated in Murchison Falls National Park (240 out of 292), with smaller populations in Queen Elizabeth NP (40 lions, ~14%) and Kidepo Valley NP (12 lions, ~4%).
- The sharp drop in lion numbers and their high concentration in one park underscores the need for targeted conservation strategies in lesser-populated parks and an assessment of threats in Murchison Falls NP despite its larger numbers.

Figure 61: Population Trends for Lions and Mountain Gorillas



Source: Census of Wildlife Populations, UWA

Figure 62: Distribution of Lions in Uganda by National Parks



Source: Strategic Action Plan for Large Carnivores 2024

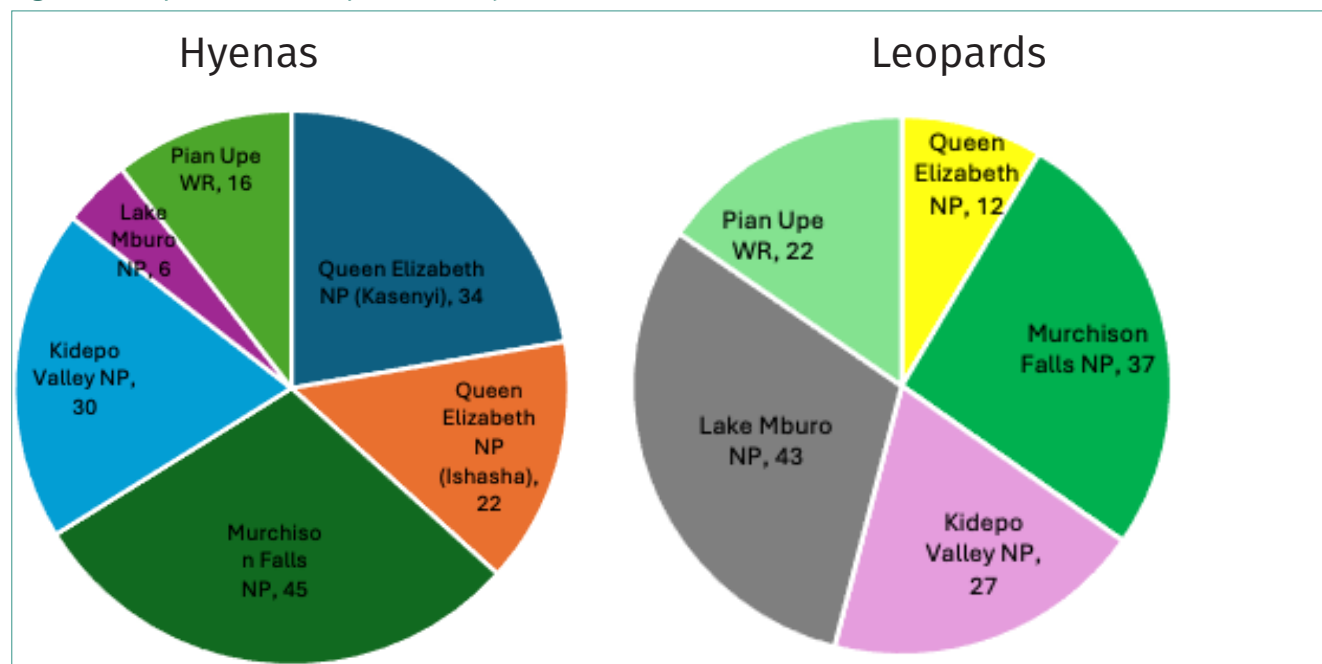
³ This section includes data previously reported in the Abstract due to the periodic nature of wildlife animal censuses

⁴ This is based on the latest Strategic Action Plan for large Carnivores

8.1.2. Population and Distribution of Leopards and Hyenas

- According to the Strategic Action plan for large carnivores, Uganda has a total of 153 Hyenas and 141 Leopards.
- Murchison Falls NP is the top habitat for both hyenas (45) and leopards (37), highlighting its critical role in carnivore conservation.
- Lake Mburo NP hosts the most leopards (43) but has the fewest hyenas (6), indicating a possible ecological or prey dynamics favoring leopards.
- Kidepo Valley NP supports high numbers of both species—30 hyenas and 27 leopards—making it a vital area for multi-carnivore conservation.

Figure 63: Population of Leopards and Hyenas

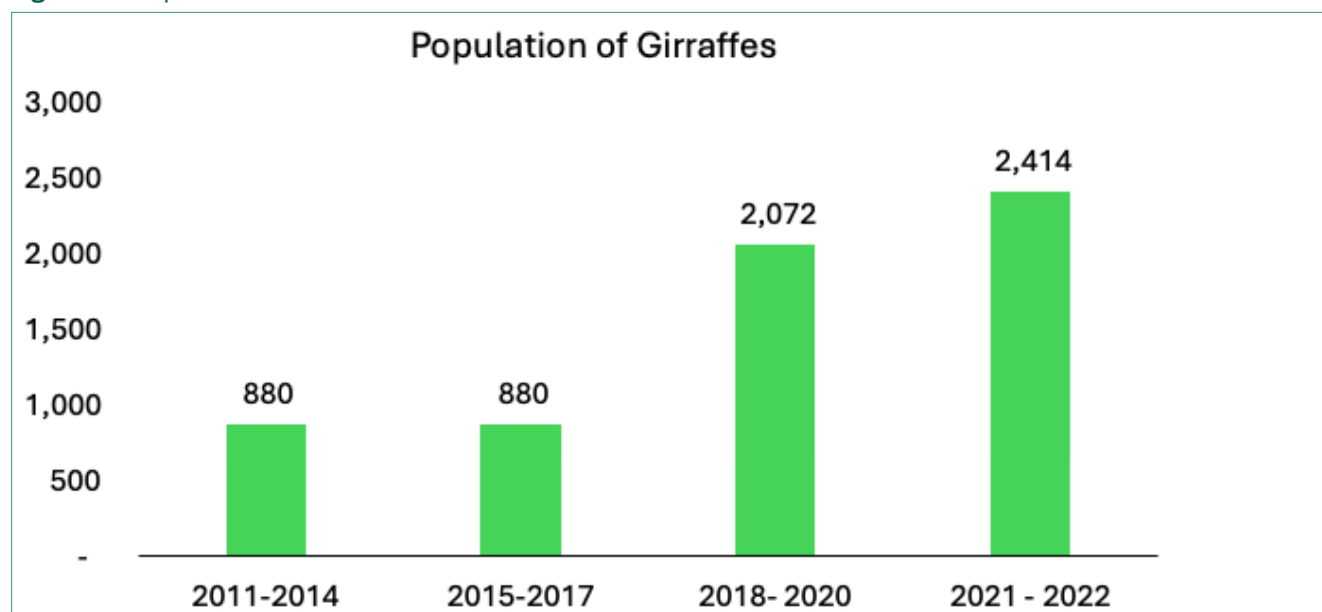


Source: Strategic Action Plan for Large Carnivores 2024

8.1.3. Population of Giraffes in Uganda

- Giraffe population grew from 2,072 (2018–2020) to 2,414 (2021–2022).
- Major growth began after 2017, likely due to conservation efforts or improved habitat conditions.

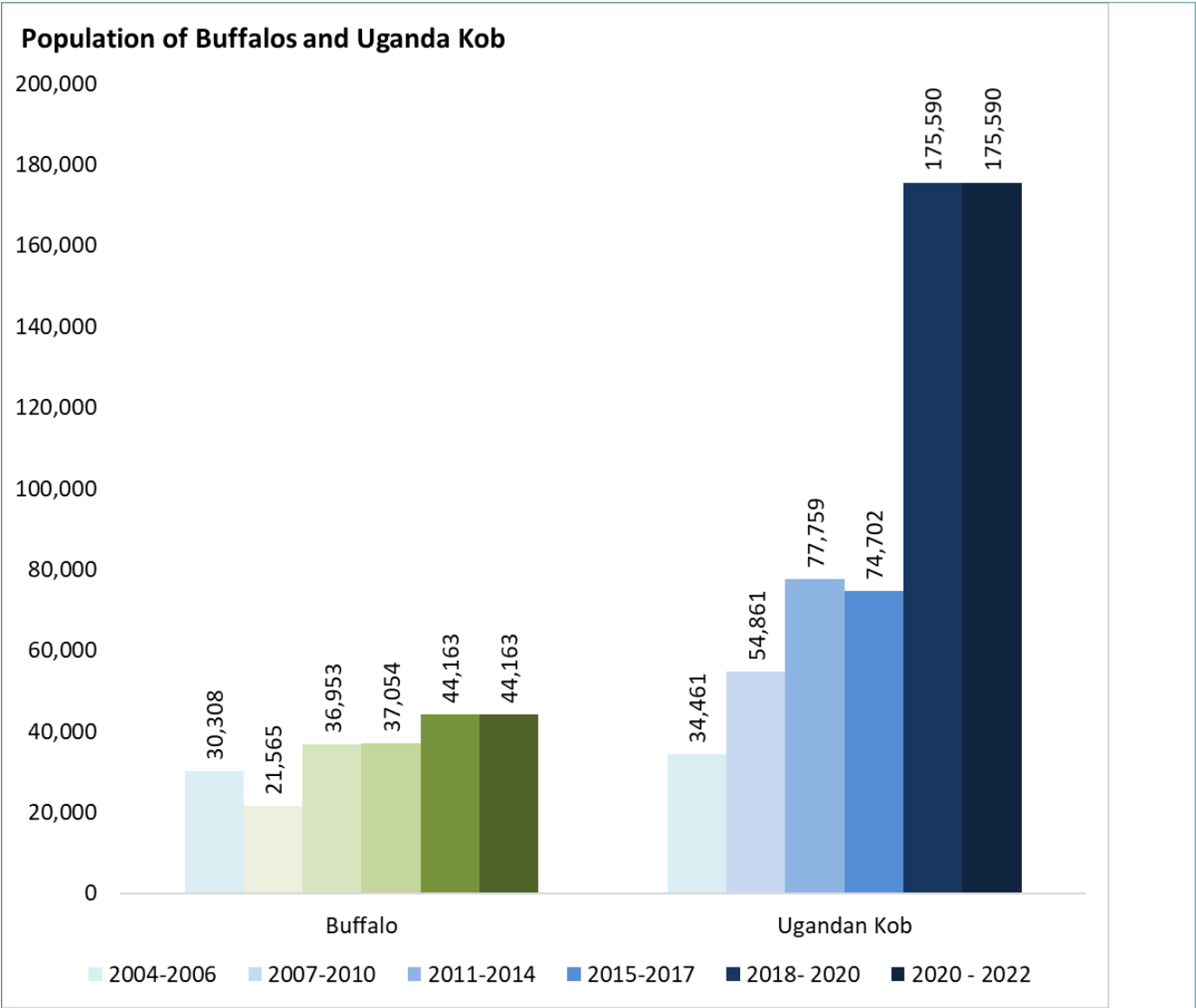
Figure 64: Population Trends for Lions and Mountain Gorillas



Source: Census of Wildlife Populations, UWA

8.1.4. Population of Buffalos and Uganda Kob in Uganda

Figure 65: Population of Buffalos and Uganda Kob in Uganda

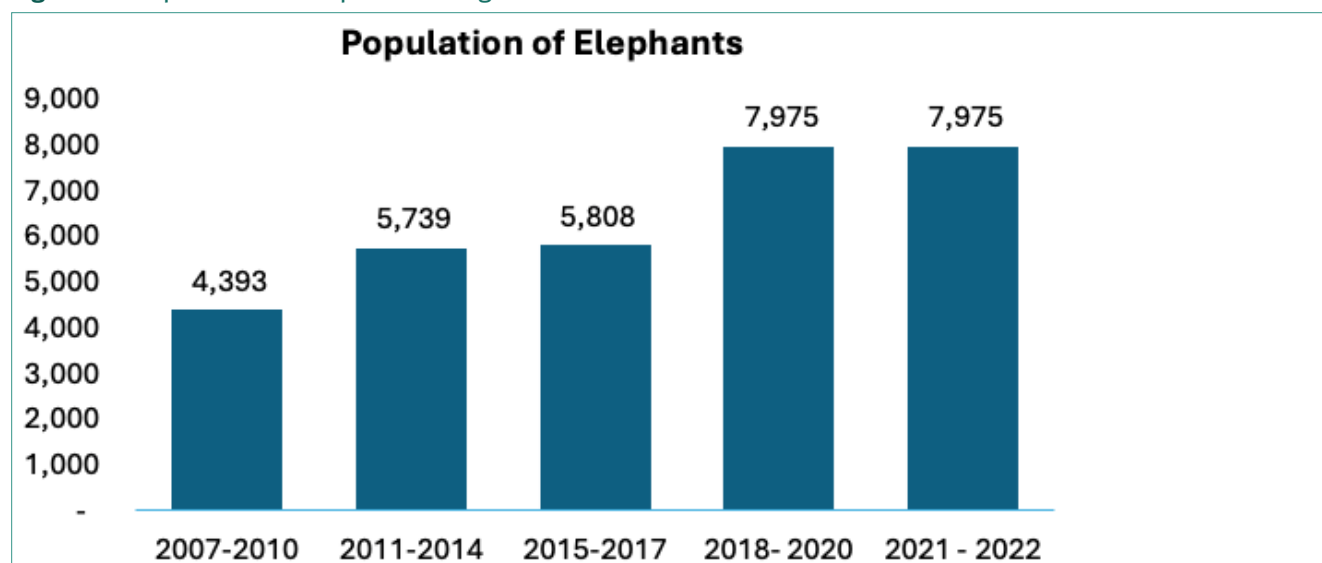


Source: Census of Wildlife Populations, UWA

- Buffalo numbers increased by about half from the previous population 2 decades ago.
- The Uganda kob population increased fivefold in the last two decades.

8.1.5. Population of Elephants in Uganda

Figure 66: Population of Elephants in Uganda



Source: Census of Wildlife Populations, UWA

- Elephant population has increased over the years from about 4,300, two decades ago to close to 8,000 elephants at present.
- This can be attributed to increasing law enforcement and control of illegal wildlife trade.

8.1.6. Population of Key Species in Uganda's National Parks

Table 19: Population Estimates of selected medium to large mammals in Uganda

Species	2007-2010	2011-2014	2015-2017	2018- 2020	2021 - 2022
Buffalo	21,565	36,953	37,054	44,163	44,163
Burchell's Zebra	11,814	11,888	11,897	17,516	17,516
Chimpanzee	4,950	4,950	5,000	5,072	5,072
Common Eland	1,409	1,351	1,742	2,502	2
Elephant	4,393	5,739	5,808	7,975	7,975
Grant's Gazelle	-	57	57	750	750
Greater Kudu				206	206
Hartebeest	4,099	9,667	9,841	17,274	17,274
Hippopotamus	6,580	5,838	5,838	10,165	10,165
Impala	33,565	33,565	33,565	53,636	53,636
Lesser Kudu				806	806
Lion	408	493	493	373	350
Mountain Gorilla		400	400	459	459
Ostrich				1,856	1,856
Roan Antelope	5	118	118	190	190
Rothschild's Giraffe	984	880	880	2,072	2,072
Sitatunga				14,217	14,217
Southern White Rhino	11	17	22	35	37
Topi	845	2,222	2,222	2,713	2,713
Ugandan Kob	54,861	77,759	74,702	175,590	175,590
Waterbuck	12,925	12,222	12,809	22,244	22,244

Source: Animal censuses in Uganda and State of Wildlife resources in Uganda

8.2 STATISTICS ON GORILLA PERMIT SALES.

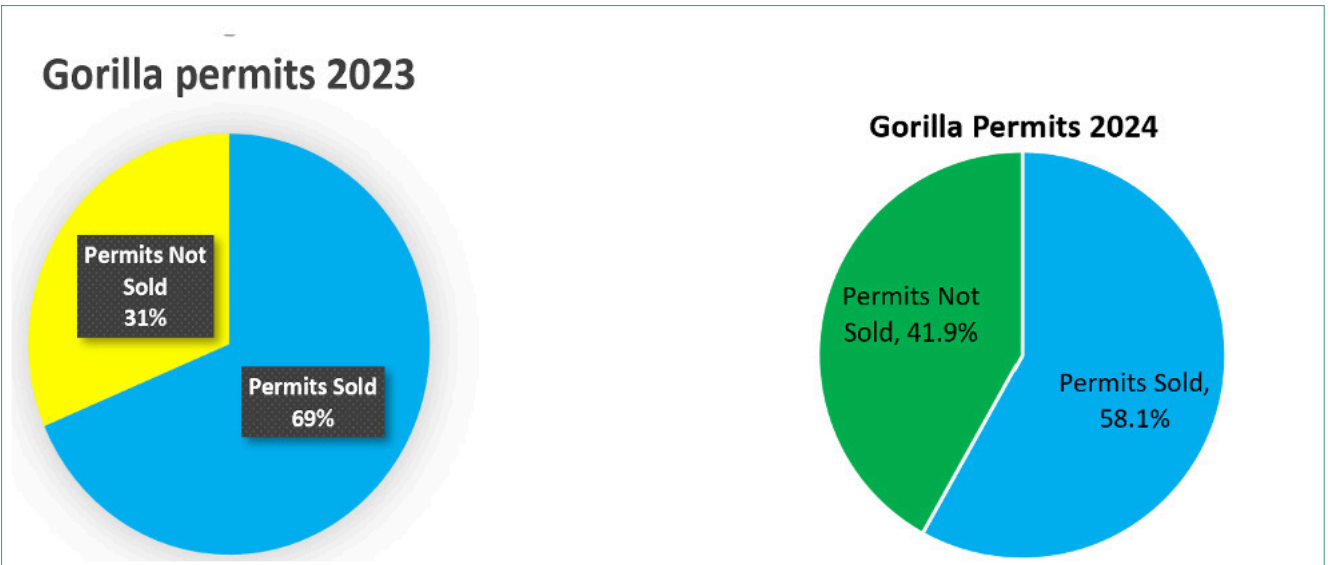
8.2.1. Trend in Gorilla Permits, 2019-2024

Figure 67: Gorilla Permits Sales, 2019-2024



Source: UWA admin data 2024

Figure 68: Market Share of Gorilla Permits Sold

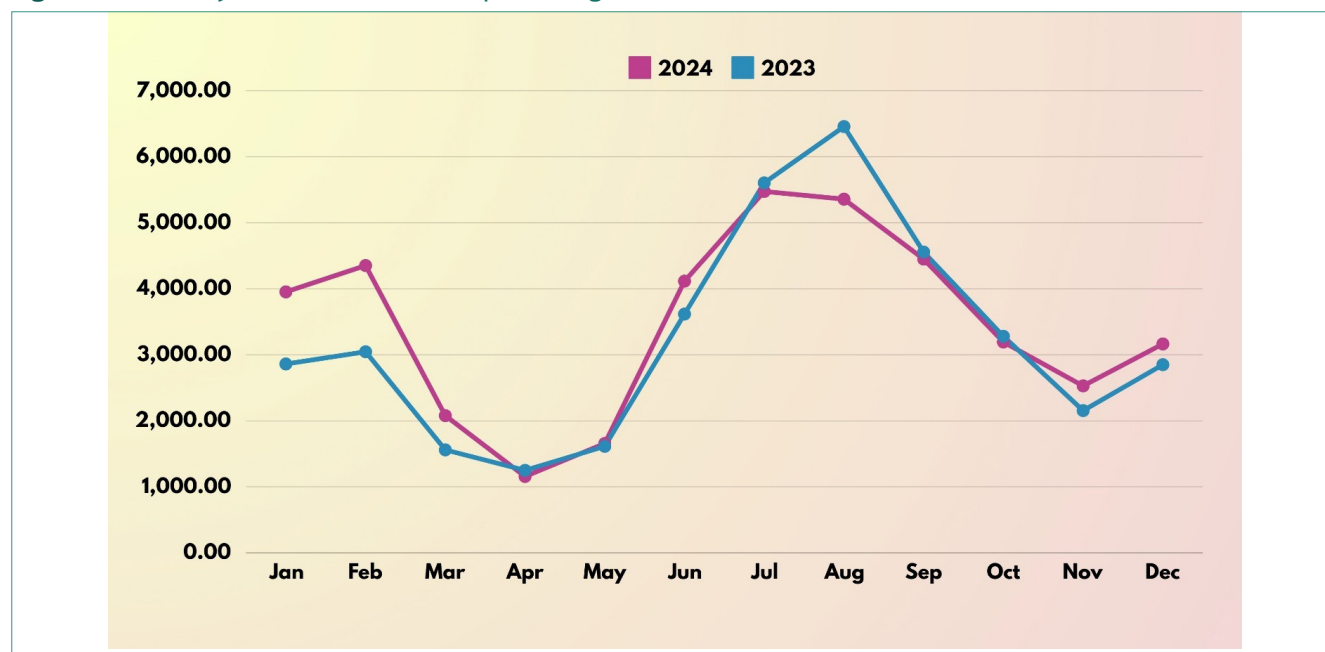


Source: UWA admin data 2024

- In 2024, a total of 41,468 gorilla permits were sold, up from 38,836 in 2023, showing a 6.8% year-over-year increase and surpassing the pre-pandemic 2019 level of 39,627 permits sold.
- However, the permit utilization rate dropped to 58.1% in 2024, down from 69% in 2023, despite the increase in permits sold—this is due to the significant rise in permits available (from 56,576 to 71,372).

8.2.2. Monthly Gorilla Permit Sales

Figure 69: Monthly Gorilla Permits sold percentages (2023-2024)



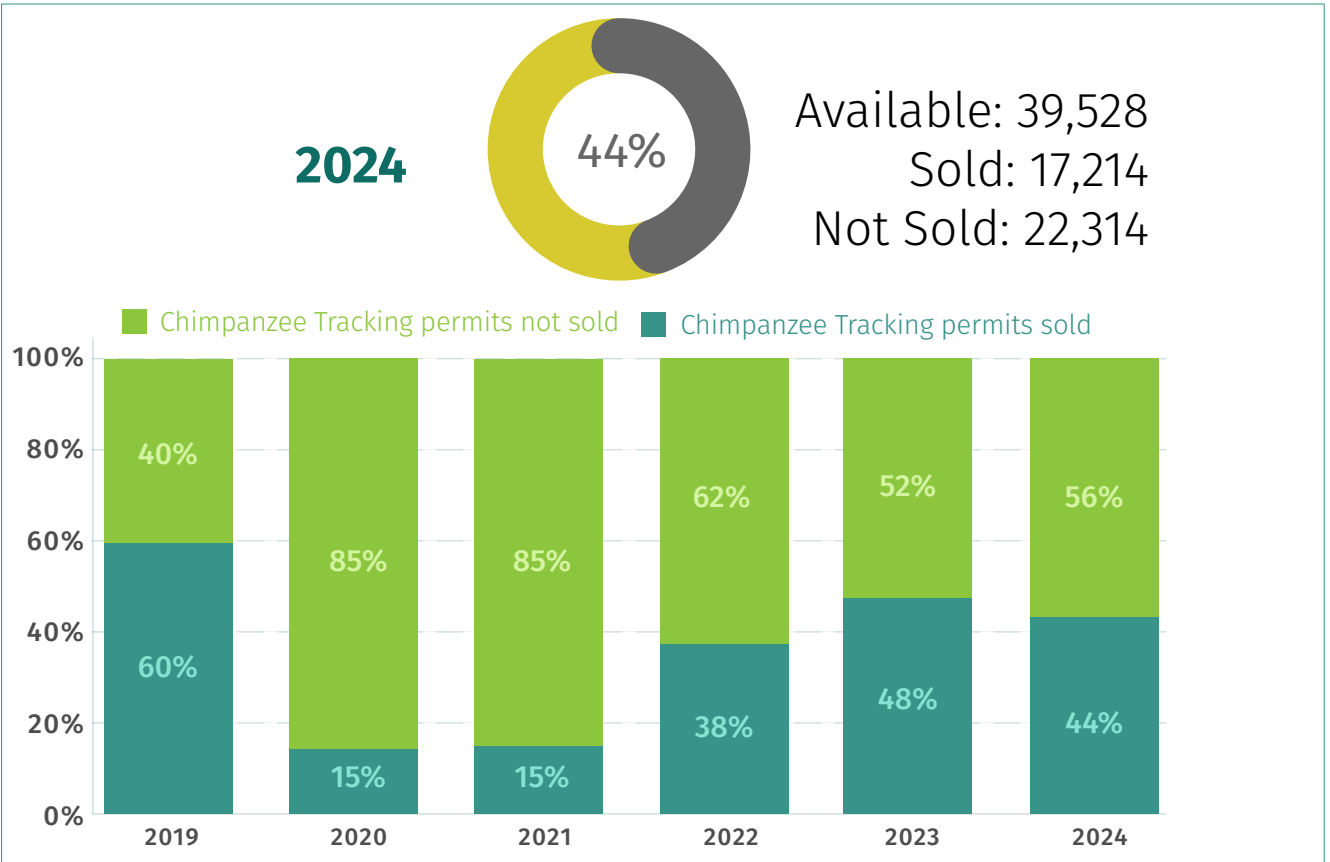
Source: UWA admin data 2024

- Mid-year months (July–September) continue to show the highest gorilla permit sales, confirming a consistent seasonal preference for gorilla trekking. While 2023 peaked in August (134%), 2024 peaked slightly earlier in July (90%), followed closely by August (88%).
- January and February consistently recorded strong sales in both years, with notable improvements in 2024—January rose from 59% to 66%, and February from 70% to 78%, indicating increased early-year interest.
- A clear seasonal dip occurred between March and May in both years, with April 2024 hitting the lowest utilization rate at just 20%, highlighting a continued challenge during early Q2.
- Despite 2024 outperforming 2023 in early months, its peak season sales were slightly lower, likely due to greater permit availability, yet July–August remain the dominant trekking months across both years.

8.3 STATISTICS ON CHIMPANZEE PERMIT SALES

8.3.1. Chimp Tracking Permits

Figure 70: Chimp Tracking permits sold vs Not sold, 2019-2024.

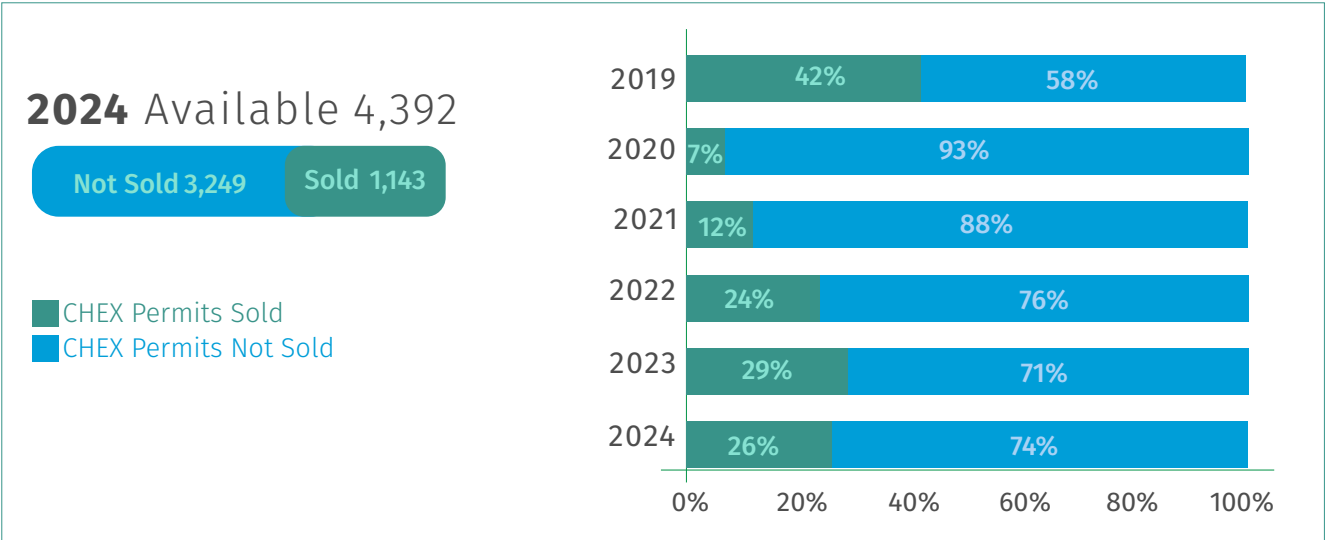


Source: UWA admin data 2024

- In 2024, a total of 17,214 chimpanzee tracking permits were sold, representing a 9.7% increase over 15,695 permits sold in 2023.
- However, this is still 13.3% lower than the 2019 pre-pandemic level, showing that full recovery has not yet been achieved.
- The permit utilization rate declined slightly to 44% in 2024, down from 48% in 2023, and remains below the 60% rate recorded in 2019.
- Despite growth in absolute sales, the proportion of unsold permits increased, highlighting a need for improved demand stimulation or better alignment of supply to seasonal demand.

8.3.2. Chimp Habituation Experience Permits

Figure 71: Percentage of Permits sold for Chimpanzee Habituation Experience



Source: UWA admin data 2024

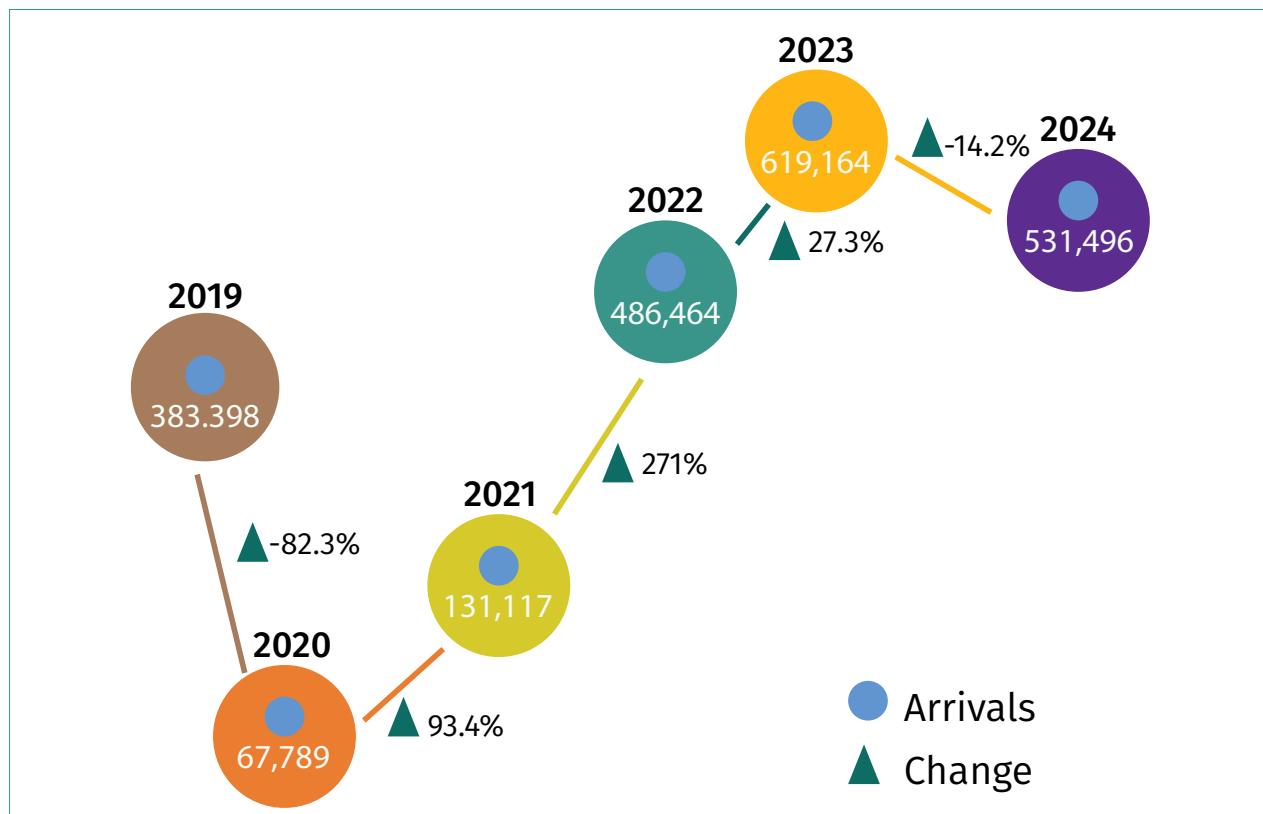
- Chimpanzee Habituation Experience (CHEX) permit sales dropped by 8.7% in 2024, from 1,252 in 2023 to 1,143, with only 26% of available permits sold.
- This is still significantly below pre-pandemic levels and just 62% of the 2019 Gorilla Habituation sales rate, indicating lower demand for CHEX.
- The unsold permit rate remains high at 74%, highlighting the need for improved marketing and awareness of the CHEX experience.



CHAPTER 9: VISITOR ARRIVALS TO UGANDA WILDLIFE EDUCATION CENTRE/ENTEBBE ZOO (UWEC)

9.1 VISITOR NUMBERS TO UWEC

Figure 72: Total visitation at UWEC, 2019-2024



Source: UWEC admin data 2024

- In 2024, UWEC recorded 531,496 visitors, a 14.1% decrease from the 2023 peak, likely reflecting a normalization of post-pandemic domestic travel trends.
- Domestic visitors remained dominant, comprising 98.4% of total entries, only slightly lower than 98.8% in 2023, indicating continued strong local engagement

Table 20: Category of visitation to UWEC, 2020-2024

Year	Visitor Numbers			% Change			% Share	
	Foreign	Domestic	Total	Foreign	Domestic	Total	Foreign	Domestic
2020	2,236	65,553	67,789				3%	97%
2021	3,041	128,076	131,117	36%	95%	93%	2%	98%
2022	5,606	480,858	486,464	84%	275%	271%	1%	99%
2023	7,406	611,758	619,164	32%	27%	27%	1%	99%
2024	8,667	522,829	531,496	17%	-15%	-14%	2%	98%

Source: UWEC admin data 2024

- Since 2020, visitor numbers to UWEC have shown a strong recovery, surpassing pre-pandemic levels, with domestic visitors consistently dominating, largely driven by school groups and local tourism.
- In 2024, total visitors to UWEC declined by 14.2% to 531,496, primarily due to a 15% drop in domestic entries, falling from 611,758 to 522,829.
- Meanwhile, foreign visitors rose by 17%, reaching 8,667—the highest in five years—though domestic visitors still comprised 98% of total entries, affirming UWEC's continued reliance on the local market.

9.2 CATEGORY OF VISITORS TO UWEC

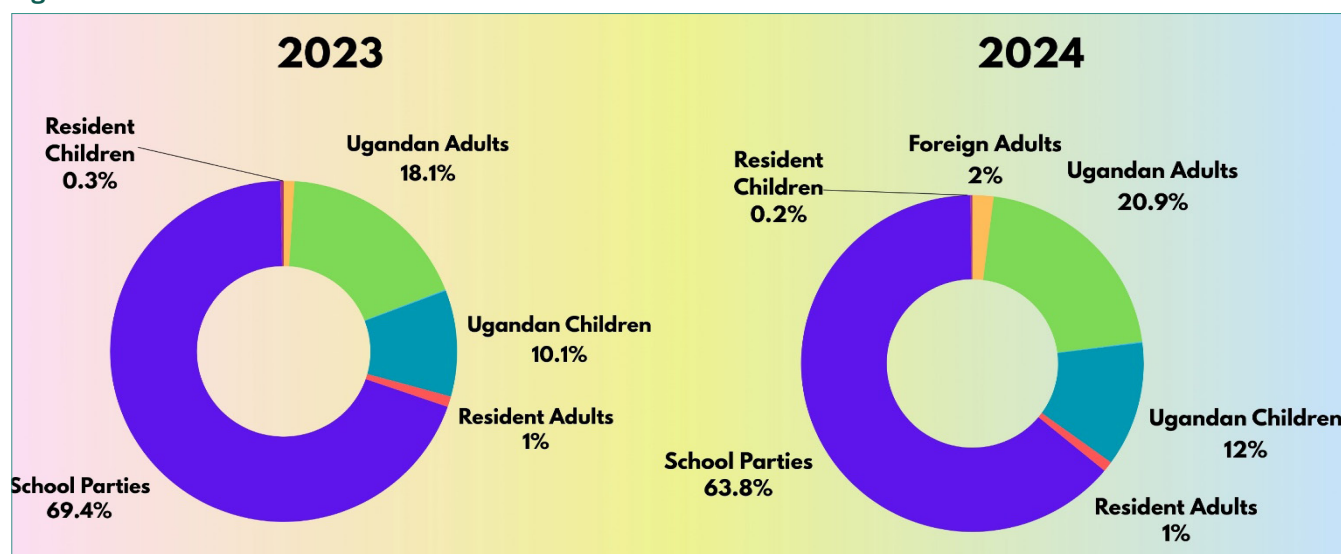
9.2 Category of Visitors to UWEC

Table 21: Category of visitation to UWEC, 2020-2024

Visitation to UWEC	2020	2021	2022	2023	2024	%Change 2024-2023
Foreign Non-Residents	2,236	3,719	5,606	7,406	8,667	17.0
Foreign Residents	3,614	5,202	7,028	9,340	7,384	-20.9
School Parties	6,887	5,687	329,166	427,851	338,415	-20.9
Ugandans	55,052	116,509	144,664	174,567	177,030	1.4
Total Visitation	67,789	131,117	486,464	619,164	531,496	-14.2

Source: UWEC admin data 2024

Figure 73: Market share of visitors to UWEC

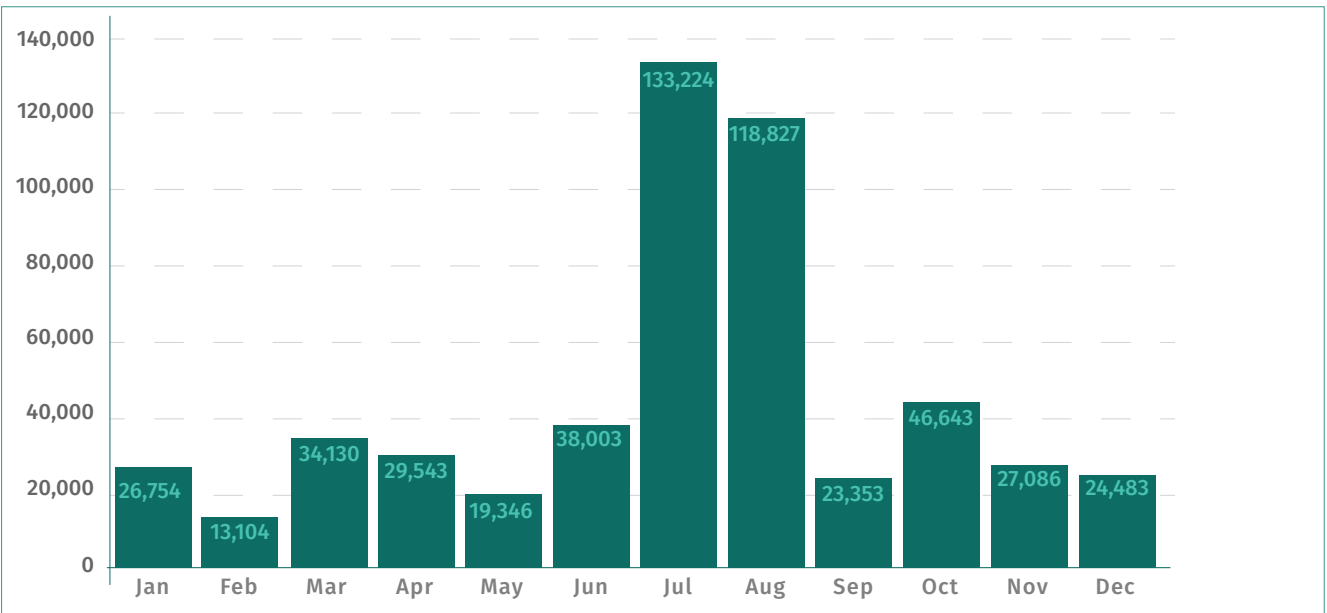


Source: UWEC admin data 2024

- In 2024, school parties remained the largest visitor segment at 63.8%, but their actual numbers declined by 20.9% compared to 2023 (from 427,851 to 338,415), indicating a notable drop in group educational visits.
- Ugandan individual visitors (adults and children) increased their overall share from 28.2% in 2023 to 32.9% in 2024, with total numbers rising by 1.4%, reflecting growing interest from non-school local audiences.
- Foreign Non-Resident visits rose by 17% in 2024 (from 7,406 to 8,667), marking a five-year high, while Foreign Resident entries declined by 20.9%, shifting the foreign visitor mix but keeping their combined share relatively small.

9.3 SEASONALITY OF VISITORS TO UWEC

Figure 74: Monthly visitation to UWEC, 2024



Source: UWEC Admin data 2024

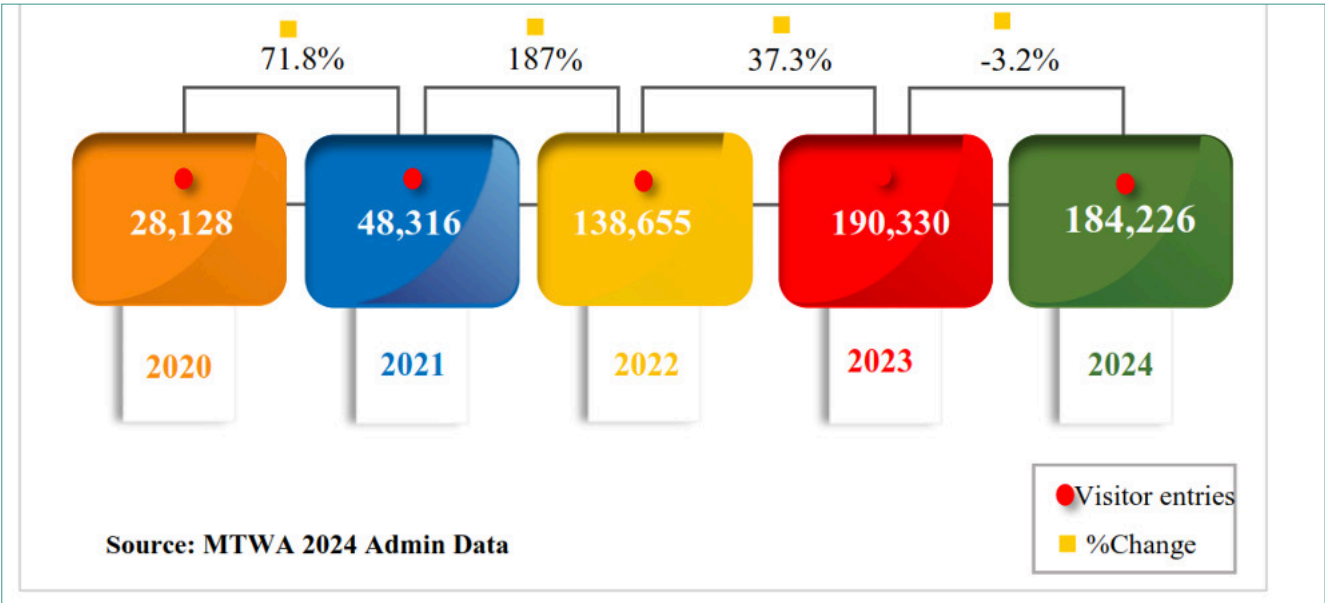
- Visitor numbers peaked in July (133,224) and August (118,827), driven primarily by school holidays, highlighting UWEC's strong reliance on school-based and family tourism during mid-year breaks.
- February (13,104) and May (19,346) were the lowest months, reflecting off-peak periods aligned with the school calendar, while October (43,643) showed a secondary spike, likely tied to another school holiday window.



CHAPTER 10 :VISITOR ARRIVALS TO THE SOURCE OF THE NILE

10.1 VISITOR ENTRIES TO THE SOURCE OF THE NILE (SON), 2020-2024

Figure 75: Visitor Entries to the source of the Nile (SON) 2020-2024



Source: MTWA 2024 Admin Data

- Visitor arrivals at the Source of the Nile declined by 3.2% from 190,330 in 2023 to 184,226 in 2024; however, this figure remains 17% higher than 2019 levels.
- The slight drop in 2024 may be attributed to ongoing construction at the site, which, once completed, is expected to enhance the visitor experience and drive future growth.

Table 22: Visitors to Source of the Nile by Foreign and Domestic types

Year	Visitor Numbers			%Change			%Share	
	Foreign	Domestic	Total	Foreign	Domestic	Total	Foreign	Domestic
2020	3,696	24,432	28,128	-78.6%	-82.6%	-82.2%	13%	87%
2021	3,653	44,663	48,316	-1.2%	82.8%	71.8%	8%	92%
2022	9,514	129,141	138,655	160.4%	189.1%	187.0%	7%	93%
2023	12,822	177,508	190,330	34.8%	37.5%	37.3%	7%	93%
2024	9,334	174,892	184,226	-27.2%	-1.5%	-3.2%	5%	95%

Source: MTWA 2024 Admin Data

- In 2024, 95% of visitors to the Source of the Nile were domestic tourists, up from 93% in 2023 — indicating an even stronger dominance of domestic tourism, with only 5% being foreign visitors.
- While domestic entries slightly decreased by 1.5% (from 177,508 in 2023 to 174,892 in 2024), foreign visitor numbers dropped more significantly by 27.2% (from 12,822 to 9,334), lowering the foreign visitor share from 7% to 5%.

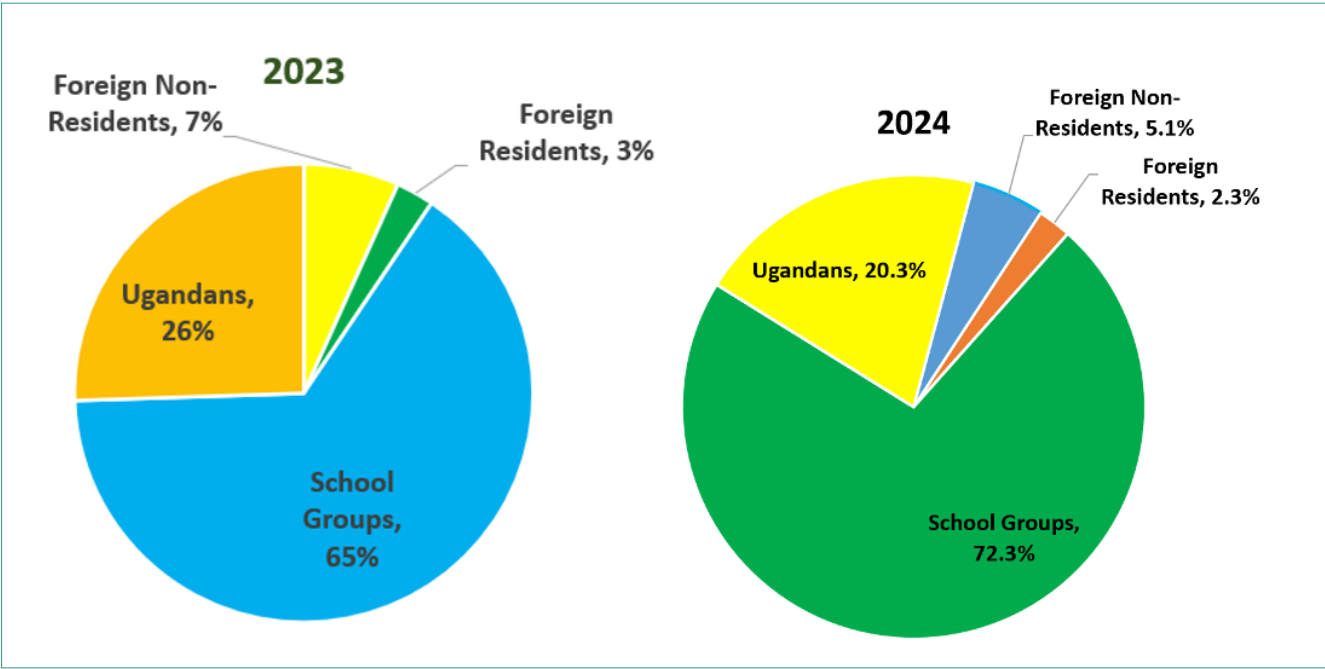
10.2 CATEGORY OF VISITOR INTO THE SOURCE OF THE NILE

Table 23: Table 21: Visitors to the Source of the Nile by Category, 2020-2024

Visitor Sub-Category	2020	2021	2022	2023	2024	%Change 2024-2023	%Share
Foreign Non-Residents	3,696	3,653	9,514	12,822	9,334	-27.2%	5.1%
Foreign Residents	1,368	3,829	5,211	5,093	4,309	-15.4%	2.3%
School Groups	4,588	2,589	81,840	123,864	133,152	7.5%	72.3%
Ugandans	18,476	38,245	42,090	48,551	37,431	-22.9%	20.3%
Total entries	28,128	48,316	138,655	190,330	184,226	-3.2%	100%

Source: MTWA 2024 Admin Data

Figure 76: Share of Visitors to the Source of the Nile, 2023-2024

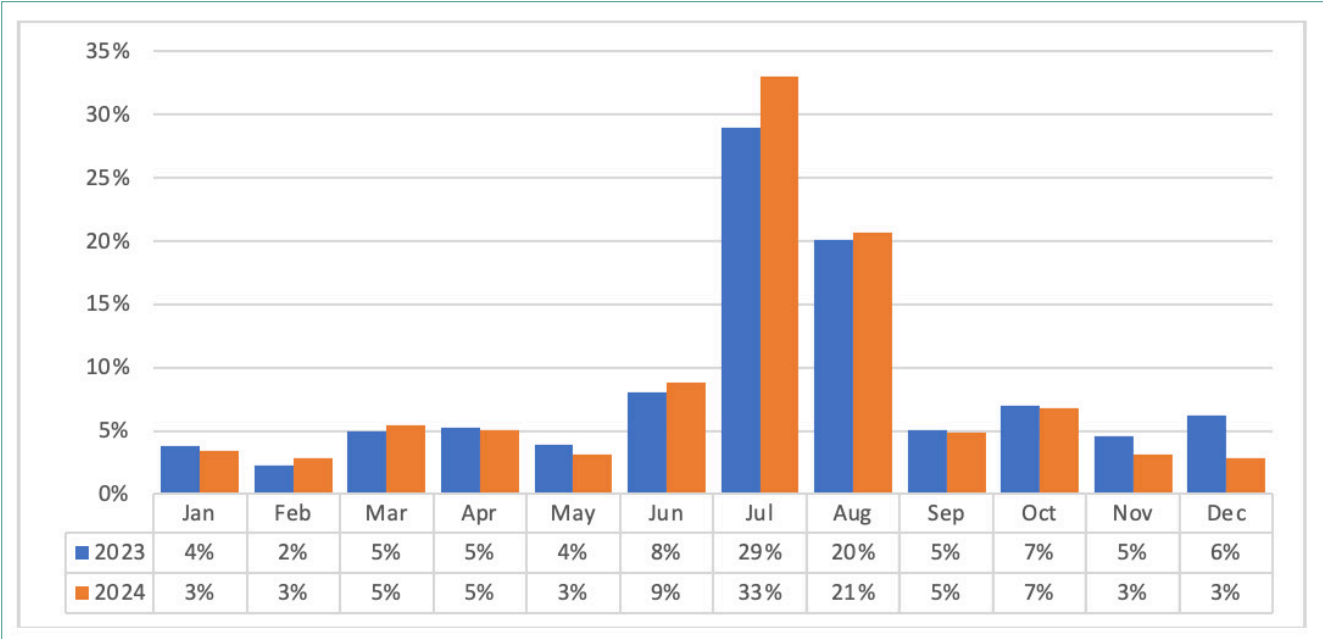


Source: MTWA 2024 Admin Data

- In 2024, school groups grew to 72.3% of total visitors, up from 65% in 2023, highlighting strong support from the education sector.
- All other categories declined: Ugandans (-22.9%), foreign non-residents (-27.2%), and foreign residents (-15.4%), lowering their combined share to 27.7%.
- The most notable drop was among Ugandan individual visitors, whose share fell from 26% to 20.3%.
- Overall, School-based tourism continues to be the main driver of visitation, compensating for declines in other segments.

10.3 MONTHLY TREND ON VISITS TO THE SOURCE OF THE NILE.

Figure 77: Monthly trend on visits to the source of the Nile.



Source: MTWA 2024 Admin Data

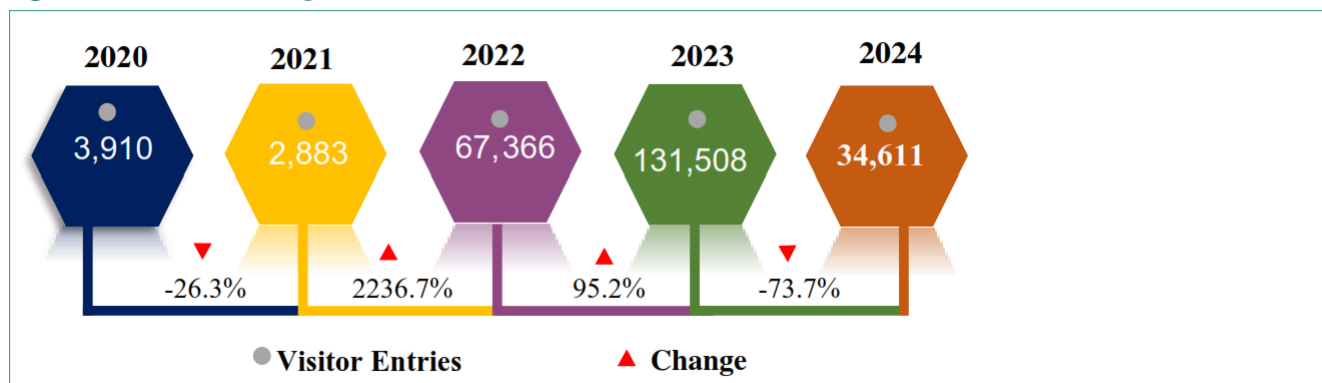
- Visitor trends in both 2023 and 2024 show clear seasonality, with peaks in July and August driven by school holidays and summer breaks.
- July saw the highest visitation (33% in 2024 vs. 29% in 2023), while February, November, and December recorded the lowest shares at 3%.
- The consistency in trends across both years highlights the strong influence of academic calendars on tourism patterns.
- These patterns offer useful insights for planning and marketing efforts based on peak and off-peak seasons.

CHAPTER 11 : VISITOR ARRIVALS TO THE UGANDA MUSEUM

11.1 VISITORS TO THE UGANDA MUSEUM, 2020-2024

Visitation to Museum in 2024 registered 34,611 visitors which reflects a decline of 74% as compared to visitors of 2023 (131,508). This is due to the renovations of the National Museum that started in September in 2024.

Figure 78: Visitation to Uganda Museum, 2020-2024



Source: MTWA 2024 Admin Data

- In 2024, visitor entries to Uganda Museum & Sites dropped sharply by 73.7%, from 131,508 in 2023 to 34,611, marking a major decline in national heritage site engagement.
- This drop is largely due to the closure of the Uganda Museum — which accounted for 85% of total visits in 2023 — as it was shut to the public from July 2024 for ongoing developments and modernization of the Uganda Museum.

Table 24: Visitation to the Uganda Museum by Domestic and Foreign Visitors

Year	Visitor Numbers			%Change			%Share	
	Foreign	Domestic	Total	Foreign	Domestic	Total	Foreign	Domestic
2020	1,163	2,747	3,910	-74.4%	-94.6%	-92.9%	30%	70%
2021	724	2,159	2,883	-37.8%	-21.4%	-26.3%	25%	75%
2022	2,909	64,457	67,366	301.8%	2885.5%	2236.7%	4%	96%
2023	17,294	114,214	131,508	494.5%	77.2%	95.2%	13%	87%
2024	1,189	33,422	34,611	-93.1%	-70.7%	-73.7%	3%	97%

Source: MTWA 2024 Admin Data

- Domestic visitors continued to dominate Uganda Museum visitation in 2024, accounting for a strong 97% of total entries, reflecting sustained local interest.
- Despite an overall drop, the museum still attracted over 34,000 visitors in 2024, indicating continued relevance and potential for rebound once developments are completed.

Table 25: Quarterly Visitation to Museums and Cultural sites, 2024

Month	1ST Qrtr	2nd Qrtr	3rd Qrtr	4th Qrtr	Total	%ge Share
National Museum	10,754	9,849	7,309	-	27,912	81%
Soroti RM	470	209	208	209	1,096	3%
Kabale	8	31	4	6	49	0%
Nyero Site	850	234	2,367	1,124	4,575	13%
Fort Patiko	12	121	337	220	690	2%
Wadelai	7	7	45	230	289	1%
Totals	12,101	10,451	10,270	1,789	34,611	

Source: MTWA 2024 Admin Data

- The National Museum attracted 81% of total visitation (27,912 visitors) in 2024, with strong numbers in the first three quarters before dropping off due to its mid-year closure.

- Nyero Site was the second most visited, contributing 13% of total entries, with peak visitation in Q3 and consistent interest across other quarters.
- Regional sites like Soroti, Fort Patiko, and Wadelai had minimal but steady traffic, while Kabale Museum recorded the lowest numbers, indicating a need for increased visibility and engagement.

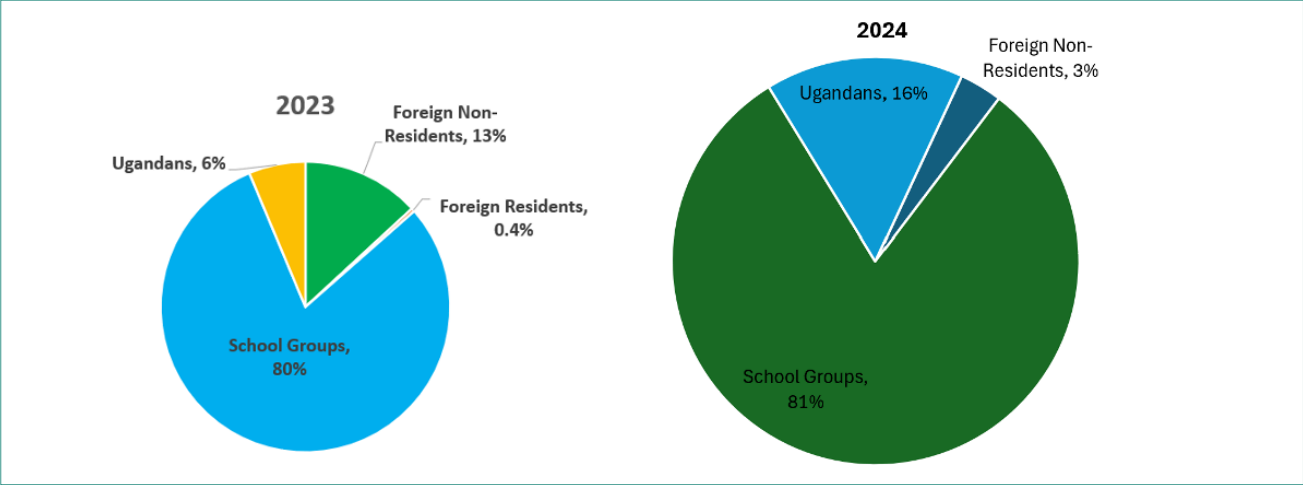
11.2 CATEGORY OF VISITORS TO THE MUSEUMS AND CULTURAL SITES.

Table 26: Category of Visitors to the museums and cultural sites, 2020-2024

Visitor Category	2020	2021	2022	2023	2024	%Change 2024-2023	%Share 2024
Foreign Non-Residents	1,163	724	2,909	17,294	1,189	-93.1%	3.4%
Foreign Residents	75	109	456	498			
School Groups	1,581	211	59,934	105,399	28,001	-73.4%	80.9%
Ugandans	1,091	1,839	4,067	8,317	5,421	-34.8%	15.7%
Total	3,910	2,883	67,366	131,508	34,611	-73.7%	100%

Source: MTWA 2024 Admin Data

Figure 79: Market share of Visitors to the Uganda Museum, 2023-2024

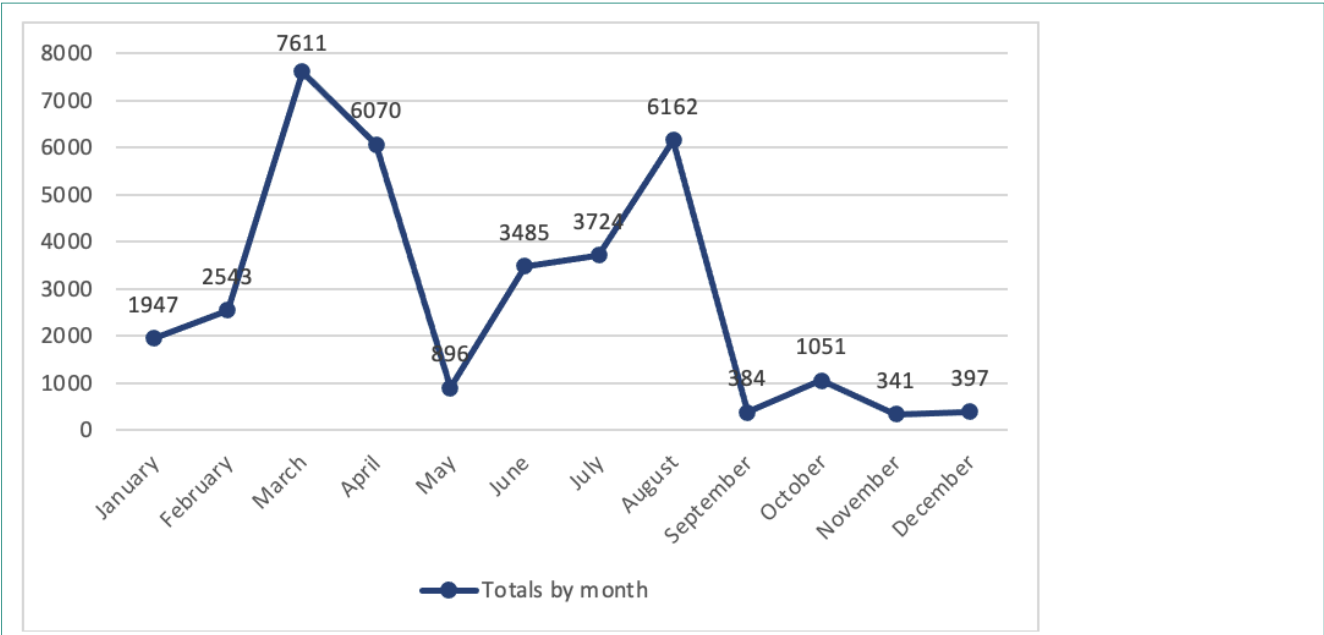


Source: MTWA 2024 Admin Data

- School groups remained the dominant segment, making up 81% of visitors to Museums and sites despite a 73.4% drop in numbers.
- Foreign non-resident visits fell by 93.1%, reducing their share from 13% in 2023 to just 3.4% in 2024, while Ugandan individual visitors increased their share to 16% despite a 34.8% drop in entries.

11.3 SEASONALITY VISITS TO MUSEUMS AND CULTURAL SITES.

Figure 80: Monthly trend on visits to Uganda Museum and sites, 2024



Source: MTWA 2024 Admin Data

- Visitor numbers peaked in March (7,611) and April (6,070), followed by a secondary high in August (6,162), reflecting strong school group attendance and mid-year holiday travel.
- A sharp and sustained decline began in September, with visits dropping to just 384, largely due to the closure of the Uganda Museum in July 2024, resulting in consistently low figures through the end of the year.

ANNEX

ANNEX 1: TOURIST ARRIVAL STATISTICS

Table 27: Inbound Tourism Expenditure by Products, Uganda, 2019-2024

CONSUMPTION PRODUCTS (*)	2019	2022	2023	2024	% Change 2024-2023	Market Share 2024
	UGX Billions					
A.1. Tourism characteristic products						
1. Accommodation services for visitors	1,786.7	1,011.8	1,321.9	1,673.7	26.6	34.8
2. Food- and beverage-serving services	1,084.2	499.3	733.8	922.3	25.7	19.2
3. Railway passenger transport services	0.0	0.0	0.0	0.0		0.0
4. Air & Road passenger transport services	574.5	353.9	438.8	543.4	23.8	11.3
5. Water passenger transport services	14.5	6.2	98.6	124.9	26.6	2.6
6. Air passenger transport services	0.0	0.0	0.0			0.0
7. Transport equipment rental services	0.0	40.1	38.6	48.9	26.7	1.0
8. Travel agencies and other reservation services	157.9	158.8	455.0	571.5	25.6	11.9
9. Cultural services	269.4	171.8	313.3	393.0	25.4	8.2
10. Sports and recreational services	123.6	127.0	101.2	128.1	26.6	2.7
A.2. Other consumption products (a)						0.0
B2. Others	569.6	202.6	317.4	400.1	26.1	8.3
Total inbound tourism expenditure	4,580.4	2,571.5	3,818.6	4,805.8	25.9	100

Source: Tourist Satellite Account 2024; Tourist Exit Survey Report 2024.

Table 28: Annual Tourists' arrivals from 2020-2024 by regions

Region	2020	2021	2022	2023	2024	% Change 2024-2023	Market Share 2024
Africa	420,115	459,359	714,576	1,136,216	1,223,678	7.7	89.2
America	11,776	9,651	17,590	23,643	28,751	21.6	2.1
Asia	18,665	20,813	40,172	55,975	64,535	15.3	4.7
Europe	18,112	16,329	27,814	39,596	37,679	-4.8	2.7
Middle East	2,293	2,314	3,472	3,983	4,033	1.3	0.3
Oceania	964	433	1,614	2,939	2,413	-17.9	0.2
Unspecified	1,160	4,046	9,270	11,858	10,806	-8.9	0.8
Total	473,085	512,945	814,508	1,274,210	1,371,895	7.7	100

Source: Immigration data from PISCES 2024; UBOS

Table 29: Tourist Arrivals Longhaul and African air markets, 2020-2024

Markets	2020	2021	2022	2023	2024	Market Share 2024	% Change 2024-2023
Africa Air Markets	41,011	73,498	118,701	163,199	196,932	14.4	20.7
Africa Land Markets	379,104	385,861	595,980	973,017	1,026,746	74.8	5.5
Long haul Markets (Overseas)	51,810	49,540	90,669	126,136	137,411	10.0	8.9
Un Specified	1,160	4,046	9,158	11,858	10,806	0.8	-8.9
All Markets	473,085	512,945	814,508	1,274,210	1,371,895	100	7.7

Source: Immigration data from PISCES 2024; UBOS

Table 30: Tourist Arrivals by Quarter 2023-2024

Region	1st Quarter		2nd Quarter		3rd Quarter		4th Quarter	
	2023	2024	2023	2024	2023	2024	2023	2024
Africa	233,081	297,767	260,365	307,807	320,721	316,993	322,049	301,111
America	5,251	6,933	5,569	6,068	6,939	8,409	5,884	7,341
Asia	13,599	16,859	13,650	16,364	14,620	16,271	14,106	15,041
Europe	9,617	10,218	8,775	8,315	11,313	10,233	9,891	8,913
Middle East	946	1,085	928	951	1,252	1,051	857	946
Oceania	601	645	651	530	930	667	757	571
Unspecified	2,781	2,456	2,864	2,813	2,935	2,632	3,278	2,905
Total	265,876	335,963	292,802	342,848	358,710	356,256	356,822	336,828

Source: Immigration data from PISCES 2024; UBOS

Table 31: Tourist Arrivals by purpose of Visit, 2020-2024: Detailed

Purpose	2020	2021	2022	2023	2024	% Change 2024-2023	Market Share 2024
Visiting Friends and Relatives	64,602	169,272	311,414	373,782	400,723	7.2	29.2
Business & Professional	293,141	97,459	125,997	167,569	155,637	-7.1	11.3
Leisure and Holiday	10,811	46,165	95,394	199,716	264,746	32.6	19.3
Education and Training	5,059	30,777	83,044	71,473	83,552	16.9	6.1
Others	93,306	169,272	45,459	200,741	211,993	5.6	15.5
Shopping			44,385	53,006	50,787	-4.2	3.7
MICE	4,671		44,027	97,806	102,229	4.5	7.5
Religion/pilgrimages	1,495		39,911	52,665	50,459	-4.2	3.7
Health and Medical care			17,897	34,540	31,127	-9.9	2.3
Volunteering			6,980	22,912	20,642	-9.9	1.5
TOTAL	473,085	512,945	814,508	1,274,210	1,371,895	7.7	100

Source: Immigration data from PISCES 2024; UBOS

Table 32: Tourist Arrivals by purpose of Visit, 2020-2024

Purpose	2020	2021	2022	2023	2024	% Change 2024-2023	Market Share 2024
Business & Professional	302,871	128,236	297,453	336,848	341,418	1.4	24.9
Leisure & Holiday	10,811	46,165	95,394	199,716	264,746	32.6	19.3
Others	94,801	169,272	110,247	363,864	365,008	0.3	26.6
Visiting Friends and Relatives	64,602	169,272	311,414	373,782	400,723	7.2	29.2
TOTAL	473,085	512,945	814,508	1,274,210	1,371,895	7.7	100

Source: Immigration data from PISCES 2024; UBOS

Table 33: Tourist Arrivals by Month and Quarter, 2020-2024

	2020	2021	2022	2023	2024	Market Share 2024 (%)	% Change 2024-2023
1st QUARTER	141,256	126,473	154,808	265,876	335,963	24.5	26.4
January	56,446	39,946	49,554	92,437	118,293	8.6	28.0
February	49,781	40,355	46,882	82,731	111,006	8.1	34.2
March	35,029	46,172	58,372	90,708	106,664	7.8	17.6
2nd QUARTER	91,806	121,102	200,269	292,802	342,848	25.0	17.1
April	24,338	39,686	65,319	91,227	112,932	8.2	23.8
May	28,922	42,402	66,429	99,324	113,684	8.3	14.5
June	38,546	39,014	68,521	102,251	116,232	8.5	13.7
3rd QUARTER	116,811	121,598	211,445	358,710	356,256	26.0	-0.7
July	42,214	37,719	72,082	116,298	120,358	8.8	3.5
August	40,301	43,249	69,869	128,670	130,408	9.5	1.4
September	34,296	40,630	69,494	113,742	105,490	7.7	-7.3
4th QUARTER	123,212	143,772	247,986	356,822	336,828	24.6	-5.6
October	40,864	46,256	79,219	113,933	106,559	7.8	-6.5
November	41,267	48,073	77,932	112,616	106,703	7.8	-5.3
December	41,081	49,443	90,835	130,273	123,566	9.0	-5.1
TOTAL	473,085	512,945	814,508	1,274,210	1,371,895	100	7.7

Source: Immigration data from PISCES 2024; UBOS

Table 34: Tourist Arrivals by Country of Residence, 2020-2024

Region/Country	2020	2021	2022	2023	2024	Market Share 2024 (%)	% Change 2024-2023
AFRICA	421,169	460,432	714,677	1,136,233	1,223,678	89.2	7.7
EAST AFRICA	395,350	426,262	623,763	996,620	1,016,248	74.1	2.0
Burundi	13,765	9,892	20,752	42,731	48,870	3.6	14.4
Comoros		278	455	567	732	0.1	29.1
Djibouti		139	293	268	216	0.0	-19.4
Eritrea	9,823	16,266	26,524	35,184	43,743	3.2	24.3
Ethiopia	2,179	2,827	3,794	4,333	4,676	0.3	7.9
Kenya	321,770	345,684	376,294	498,915	466,902	34.0	-6.4
Madagascar		65	181	268	333	0.0	24.3
Malawi	501	544	1,407	2,754	2,613	0.2	-5.1
Mauritius		113	248	385	420	0.0	9.1
Mozambique		56	200	259	338	0.0	30.5
Rwanda	22,660	25,399	158,523	358,609	390,830	28.5	9.0
Seychelles		28	54	111	110	0.0	-0.9
Somalia	1,148	1,762	1,835	2,551	2,686	0.2	5.3
Tanzania, United Republic of	21,883	20,803	26,932	33,725	39,409	2.9	16.9
Zambia	586	960	2,821	10,065	7,627	0.6	-24.2
Zimbabwe	1,035	1,446	3,450	5,895	6,743	0.5	14.4
CENTRAL AFRICA	3,644	6,108	12,491	22,612	66,139	4.8	192.5
Angola		88	179	255	310	0.0	21.6
Cameroon		291	632	884	1,113	0.1	25.9
Central African Republic		47	101	145	195	0.0	34.5
Chad		43	87	177	297	0.0	67.8
Congo		66	103	224	489	0.0	118.3
Congo, Democratic Republic of the	3,644	5,524	11,268	20,692	63,357	4.6	206.2
Equatorial Guinea		18	30	51	79	0.0	54.9
Gabon		29	90	167	292	0.0	74.9
Sao Tome and Principe		2	1	17	7	0.0	-58.8
NORTH AFRICA	14,159	21,965	64,203	95,636	116,671	8.5	22.0
Algeria		81	112	270	297	0.0	10.0
Egypt	1,054	1,215		1,448	1,316	0.1	-9.1
Libya		112		182	222	0.0	22.0
Morocco		70	122	207	214	0.0	3.4
South Sudan	12,120	19,211	59,602	85,375	101,187	7.4	18.5
Sudan	985	1,157	2,848	8,035	13,288	1.0	65.4
Tunisia		119	77	119	147	0.0	23.5
Other countries of North Africa			1,442			0.0	
SOUTHERN AFRICA	2,315	2,136	4,917	8,033	8,029	0.6	0.0
Botswana		190	642	1,819	1,440	0.1	-20.8
Eswatini		75	103	356	525	0.0	47.5
Lesotho		33	122	219	341	0.0	55.7
Namibia		34	249	708	688	0.1	-2.8
South Africa	2,315	1,804	3,677	4,931	5,035	0.4	2.1
Other countries of Southern Africa			124			0.0	
WEST AFRICA	5,701	3,961	9,303	13,332	16,591	1.2	24.4
Benin		50	103	156	186	0.0	19.2
Burkina Faso		95	96	154	195	0.0	26.6
Cabo Verde		1		12	4	0.0	-66.7
Côte d'Ivoire		88	136	221	301	0.0	36.2
Gambia		108	229	341	520	0.0	52.5
Ghana	626	982	3,464	4,750	7,778	0.6	63.7
Guinea		55	91	114	117	0.0	2.6
Guinea-Bissau		5	6	214	46	0.0	-78.5
Liberia		172	446	685	782	0.1	14.2
Mali		116	215	300	335	0.0	11.7
Mauritania		11	24	43	52	0.0	20.9
Niger		29	75	85	112	0.0	31.8
Nigeria	1,973	1,866	3,626	5,031	4,677	0.3	-7.0
Saint Helena						0.0	
Senegal		47	124	228	366	0.0	60.5

Region/Country	2020	2021	2022	2023	2024	Market Share 2024 (%)	% Change 2024-2023
Sierra Leone		300	606	862	1,014	0.1	17.6
Togo		36	58	126	101	0.0	-19.8
Western Sahara			2		5	0.0	
Other countries of West Africa			2	10		0.0	-100.0
Other countries of Africa	3,102	228				0.0	
AMERICAS	11,776	9,651	17,635	23,691	28,751	2.1	21.4
CARIBBEAN	0	181	380	576	913	0.1	58.5
Antigua and Barbuda		7	22	20	26	0.0	30.0
Bahamas		13	32	47	118	0.0	151.1
Barbados		10	9	37	50	0.0	35.1
Cuba		25	26	32	89	0.0	178.1
Dominica		24	38	37	27	0.0	-27.0
Dominican Republic			2	3	9	0.0	200.0
Grenada		6	18	22	41	0.0	86.4
Haiti		28	38	71	89	0.0	25.4
Jamaica		46	138	177	302	0.0	70.6
Montserrat				1	1	0.0	0.0
Netherlands Antilles				2		0.0	-100.0
Saint Kitts and Nevis			17	22	34	0.0	54.5
Saint Lucia		1	1	1	2	0.0	100.0
Saint Vincent and the Grenadines		2	6	6	11	0.0	83.3
Sint Maarten (Dutch part)					1	0.0	
Trinidad and Tobago		19	33	98	113	0.0	15.3
CENTRAL AMERICA	0	58	132	185	336	0.0	81.6
Belize		7	16	16	9	0.0	-43.8
Costa Rica		19	45	38	37	0.0	-2.6
El Salvador		9	14	29	24	0.0	-17.2
Guatemala		5	28	68	225	0.0	230.9
Honduras		10	18	18	20	0.0	11.1
Nicaragua		3	9	8	12	0.0	50.0
Panama		5	2	8	9	0.0	12.5
NORTH AMERICA	9,112	9,099	16,298	21,812	26,100	1.9	19.7
Canada	2,012	1,449	2,946	3,900	9,688	0.7	148.4
Mexico		79	140	200	175	0.0	-12.5
United States of America	7,100	7,571	13,212	17,712	16,237	1.2	-8.3
SOUTH AMERICA	2,664	313	825	1,118	1,402	0.1	25.4
Argentina		50	77	111	152	0.0	36.9
Bolivia, Plurinational State of		14	31	73	83	0.0	13.7
Brazil		113	247	381	394	0.0	3.4
Chile		14	49	61	49	0.0	-19.7
Colombia		49	140	164	148	0.0	-9.8
Ecuador		8	25	61	60	0.0	-1.6
Falkland Islands (Malvinas)					8	0.0	
French Guiana		1				0.0	
Guyana			7	11	7	0.0	-36.4
Paraguay		1	4	9	12	0.0	33.3
Peru		31	61	116	125	0.0	7.8
Suriname			1	2	8	0.0	300.0
Uruguay		22	158	103	289	0.0	180.6
Venezuela, Bolivarian Republic of		10	25	26	67	0.0	157.7
Other countries of the Americas	2,664					0.0	
EAST ASIA AND THE PACIFIC	8,069	5,726	10,664	18,281	19,785	1.4	8.2
NORTH-EAST ASIA	4,955	4,687	7,565	12,763	13,462	1.0	5.5
China	3,824	3,977	5,881	9,944	10,961	0.8	10.2
Hong Kong, China			47		1	0.0	
Korea, Democratic People's Republic of		4	27	33	40	0.0	21.2
Japan	489	229	559	969	946	0.1	-2.4
Mongolia		34	182	324	154	0.0	-52.5
Korea, Republic of	642	417		1,387	1,265	0.1	-8.8
Taiwan Province of China		26	869	106	95	0.0	-10.4
SOUTH-EAST ASIA	0	606	1,507	2,588	3,909	0.3	51.0
Brunei Darussalam		3	2	1	3	0.0	200.0
Cambodia		1	19	99	145	0.0	46.5

Region/Country	2020	2021	2022	2023	2024	Market Share 2024 (%)	% Change 2024-2023
Indonesia		128	143	368	650	0.0	76.6
Lao People's Democratic Republic				5	27	0.0	440.0
Malaysia		86	259	502	813	0.1	62.0
Myanmar		2	5	4	16	0.0	300.0
Philippines		250	423	669	675	0.0	0.9
Singapore		40	174	337	412	0.0	22.3
Thailand		29	95	157	267	0.0	70.1
Timor-Leste		6	11	12	15	0.0	25.0
Viet Nam		35	376	395	858	0.1	117.2
British Indian Ocean Territory		26		39	28	0.0	-28.2
AUSTRALASIA	964	388	1,519	2,764	2,160	0.2	-21.9
Australia	857	319	1,333	2,318	1,906	0.1	-17.8
New Zealand	107	69	186	446	254	0.0	-43.0
MELANESIA	0	43	62	121	182	0.0	50.4
Fiji		31	41	76	142	0.0	86.8
Papua New Guinea			11	26	13	0.0	-50.0
Solomon Islands		5	5	2	3	0.0	50.0
Vanuatu		7	5	17	24	0.0	41.2
MICRONESIA	0	0	1	27	45	0.0	66.7
Cocos (Keeling) Islands			1		1	0.0	
Kiribati				25	43	0.0	72.0
Marshall Islands					1	0.0	
Nauru				2		0.0	-100.0
POLYNESIA	2,150	2	10	18	27	0.0	50.0
American Samoa				1	1	0.0	0.0
Samoa			2		5	0.0	
Tonga		2	8	17	18	0.0	5.9
Tuvalu					1	0.0	
Wallis and Futuna Islands					2	0.0	
Other countries of Asia	2,056					0.0	
Other countries of Oceania	94					0.0	
EUROPE	16,399	15,006	28,039	40,001	38,105	2.8	-4.7
CENTRAL/EASTERN EUROPE	1,448	1,565	2,208	4,119	4,184	0.3	1.6
Armenia		2	12	14	19	0.0	35.7
Azerbaijan		11	17	51	69	0.0	35.3
Belarus		80	54	152	74	0.0	-51.3
Bulgaria		54		160	187	0.0	16.9
Czech Republic (Czechia)	124	125	215	400	394	0.0	-1.5
Estonia		31	24	74	61	0.0	-17.6
Georgia		4	9	26	33	0.0	26.9
Hungary		35	73	114	122	0.0	7.0
Kazakhstan		24	49	159	134	0.0	-15.7
Kyrgyzstan		25	57	171	195	0.0	14.0
Latvia		45	64	119	108	0.0	-9.2
Lithuania		35	56	86	97	0.0	12.8
Moldova, Republic of		12	29	57	40	0.0	-29.8
Poland		124	191	436	439	0.0	0.7
Romania		137	167	305	295	0.0	-3.3
Russian Federation	711	565	720	1,303	1,288	0.1	-1.2
Slovakia		21	52	133	126	0.0	-5.3
Tajikistan		15	30	44	60	0.0	36.4
Turkmenistan		4	14	3	5	0.0	66.7
Ukraine	613	210	236	280	406	0.0	45.0
Uzbekistan		6	16	32	32	0.0	0.0
Other countries Central/East Europe			123			0.0	
NORTHERN EUROPE	8,128	6,187	12,987	17,355	16,565	1.2	-4.6
Denmark	625	440	1,026	1,152	1,197	0.1	3.9
Finland	143	99	183	309	264	0.0	-14.6
Iceland		20	66	77	60	0.0	-22.1
Ireland	527	557	1,649	2,488	2,702	0.2	8.6
Norway	501	396	739	997	888	0.1	-10.9

Region/Country	2020	2021	2022	2023	2024	Market Share 2024 (%)	% Change 2024-2023
Sweden	851	693	1,163	1,255	1,265	0.1	0.8
United Kingdom	5,481	3,982	8,108	11,069	10,179	0.7	-8.0
Other countries of Northern Europe			53	8	10	0.0	25.0
SOUTHERN EUROPE	890	1,535	2,792	4,059	4,147	0.3	2.2
Albania		6	3	13	12	0.0	-7.7
Andorra		1	1	7	1	0.0	-85.7
Bosnia and Herzegovina		32		48	76	0.0	58.3
Croatia		21	66	67	89	0.0	32.8
Greece		89	119	121	328	0.0	171.1
Italy	890	711	1,355	1,850	1,922	0.1	3.9
Malta		18	60	76	73	0.0	-3.9
Montenegro			6	3	6	0.0	100.0
North Macedonia			6	39	31	0.0	-20.5
Portugal		255	440	633	469	0.0	-25.9
San Marino					1	0.0	
Serbia			161	236	239	0.0	1.3
Serbia and Montenegro		113				0.0	
Slovenia		15	30	112	115	0.0	2.7
Spain		255	510	836	753	0.1	-9.9
Yugoslavia, SFR (former)		14				0.0	
Holy See		5		5	7	0.0	40.0
Other countries of Southern Europe			35	13	25	0.0	92.3
WESTERN EUROPE	5,743	5,542	9,922	14,292	12,971	0.9	-9.2
Austria	227	175	377	664	523	0.0	-21.2
Belgium	682	612	1,215	1,978	1,804	0.1	-8.8
France	1,059	1,184	2,081	3,002	3,169	0.2	5.6
Germany	1,774	1,678	3,279	4,864	4,223	0.3	-13.2
Liechtenstein			4	5	2	0.0	-60.0
Luxembourg		16	25	18	15	0.0	-16.7
Monaco			1		7	0.0	
Netherlands	1,638	1,414	2,193	2,937	2,565	0.2	-12.7
Switzerland	363	463	744	824	660	0.0	-19.9
Other countries of Western Europe			3		3	0.0	
EAST MEDITERRANEAN EUROPE	190	177	130	176	238	0.0	35.2
Cyprus		57	130	165	238	0.0	44.2
Other countries of Europe	190	120		11		0.0	-100.0
MIDDLE EAST	2,952	2,553	3,458	3,976	4,033	0.3	1.4
Bahrain		1	8	12	17	0.0	41.7
Iran, Islamic Republic of		243	201	371	228	0.0	-38.5
Iraq		10	26	19	41	0.0	115.8
Israel	369	203	400	627	614	0.0	-2.1
Jordan		64	94	122	237	0.0	94.3
Kuwait		14	16	17	21	0.0	23.5
Lebanon		379	535	598	604	0.0	1.0
Oman		26	104	120	124	0.0	3.3
Qatar		3	8	16	13	0.0	-18.8
Saudi Arabia		278	312	245	252	0.0	2.9
Syrian Arab Republic		87	133	126	195	0.0	54.8
Türkiye	1,344	1,120	1,382	1,428	1,419	0.1	-0.6
United Arab Emirates		31	95	129	126	0.0	-2.3
Yemen		94	141	131	142	0.0	8.4
Other countries of Middle East	1,239		3	15		0.0	-100.0
SOUTH ASIA	11,560	15,303	30,874	40,183	46,737	3.4	16.3
Afghanistan		33	41	143	216	0.0	51.0
Bangladesh		353	888	2,327	4,897	0.4	110.4
Bhutan		21	29	67	142	0.0	111.9
India	10,223	12,644	25,791	31,324	34,208	2.5	9.2
Maldives			3	3	22	0.0	633.3
Nepal		211	821	1,521	1,454	0.1	-4.4
Pakistan	1,337	1,789	2,895	4,320	5,208	0.4	20.6
Sri Lanka		252	406	478	571	0.0	19.5
Other countries of South Asia					19	0.0	

Region/Country	2020	2021	2022	2023	2024	Market Share 2024 (%)	% Change 2024-2023
NOT SPECIFIED	1,160	4,046	9,161	11,845	10,806	0.8	-8.8
TOTAL	473,085	512,717	814,508	1,274,210	1,371,895	100	7.7

Source: Immigration data from PISCES 2024; UBOS

Table 35: Tourist Arrivals by mode of Travel, 2020-2024

	2020	2021	2022	2023	2024	Market Share 2024 (%)	% Change 2024-2023
AIR	78,889	99,166	196,001	270,160	315,313	23.0	16.7
Scheduled flights	78,889	99,166	196,001	270,160	315,313	23.0	16.7
LAND	394,196	413,779	618,507	1,004,050	1,056,582	77.0	5.2
Motor coach/bus & other public transport	394,196	413,779	618,507	1,004,050	1,056,582	77.0	5.2
TOTAL	473,085	512,945	814,508	1,274,210	1,371,895	100	7.7

Source: Immigration data from PISCES 2024; UBOS

Table 36: Tourist Arrivals by port of entry, 2020-2024

Port of Arrival	Arrivals by Border Point					Market Share 2024 (%)	% Change 2024-2023
	2020	2021	2022	2023	2024		
Air	78,889	99,166	196,001	270,160	315,313	23.0	16.7
Entebbe	78,889	99,166	196,001	270,160	315,313	23.0	16.7
Road	394,196	413,779	618,507	1,004,050	1,056,582	77.0	5.2
Katuna	5,154	113	94,996	254,275	240,921	17.6	-5.3
Malaba	178,058	213,735	196,109	249,387	213,982	15.6	-14.2
Busia	113,013	105,145	137,906	175,191	170,408	12.4	-2.7
Nimule/Elegu	52,450	50,433	81,086	123,510	137,062	10.0	11.0
Cyanika		1,495	27,363	83,040	102,728	7.5	23.7
Mirama Hi	20,291	17,993	40,998	52,257	64,947	4.7	24.3
Mutukula	21,295	9,067	29,410	30,335	49,130	3.6	62.0
Kamwezi			2,396	23,405	37,411	2.7	59.8
Mpondwe	3,935	14,565	5,004	6,684	18,203	1.3	172.3
Vvura			1,569	3,485	13,418	1.0	285.0
Oraba			94	814	2,195	0.2	169.7
Suam River			4	644	790	0.1	22.7
Lwakhakha			734	619	4	0.0	-99.4
Goli			511	257	3,722	0.3	1348.2
Ntoroko			55	128	1,279	0.1	899.2
Ishasha			5	19	178	0.0	836.8
Bunagana		1,233	165			0.0	
Afogi			22			0.0	
Atiaka						0.0	
Kikagati			80		204	0.0	
Total	473,085	512,945	814,508	1,274,210	1,371,895	100	7.7

Source: Immigration data from PISCES 2024; UBOS

Table 37: Employment of Tourism Industries and Total Employment, 2019-2023

Year	Total Employment	Growth rate	Total Employment	Growth Rate	Share of Tourism Employment to Total Employment (In percent)
2019	573,508		8,631,911		6.6%
2022	610,806	6.5%	10,712,787	24.1%	5.7%
2023	803,691	31.6%	11,134,917	3.9%	7.2%

Source: Uganda National Household Survey (UNHS), FY2023/24

Table 38: Total Employment and Employment in Tourism Industries, Uganda: 2019-2023 (in thousand persons)

TOTAL EMPLOYMENT IN UGANDA	2019	2022	2023
TOURISM CHARACTERISTIC INDUSTRIES			
Accommodation services for visitors	8,425	21,474	23,251
Food and beverage serving activities	189,874	133,194	214,558
Passenger transportation*	351,812	419,400	520,092
Travel agencies and other reservation services activities	2,374	4,436	3,747
Other tourism industries*	21,022	32,302	42,043
Total	573,508	610,806	803,691

Source: Uganda National Household Survey (UNHS), FY2023/24

ANNEX 2: HOTEL AND ACCOMMODATION STATISTICS

Table 39: Monthly Hotel Room Occupancy Rate, 2020-2024

Room Occupancy	2020	2021	2022	2023	2024	%Change in Room Occupancy 2024-2023
Jan	38.5%	35.2%	30.2%	47.3%	53.3%	6.0%
Feb	30.9%	36.1%	32.6%	44.4%	53.8%	9.4%
Mar	21.3%	35.7%	46.9%	49.3%	52.1%	2.8%
Apr	2.0%	40.1%	34.2%	48.8%	54.4%	5.5%
May	1.4%	48.0%	44.1%	46.4%	52.6%	6.2%
Jun	4.1%	44.7%	41.6%	46.5%	53.5%	7.0%
Jul	20.7%	32.0%	50.6%	53.5%	52.6%	-0.9%
Aug	23.9%	20.2%	53.9%	56.4%	53.0%	-3.5%
Sep	23.3%	36.5%	51.5%	60.9%	53.2%	-7.7%
Oct	23.4%	28.3%	50.8%	62.4%		-62.4%
Nov	26.5%	25.9%	50.5%	63.6%		-63.6%
Dec	24.8%	31.2%	52.2%	48.2%		-48.2%
Overall	20.1%	33.0%	46.9%	53.9%	53.2%	-0.7%

Source: Quarterly Hotel and Accommodation Survey 2024, MoTWA

Table 40: Monthly Hotel Bed space Occupancy Rate, 2020-2024

Bed space Occupancy	2020	2021	2022	2023	2024	%Change in Bed space Occupancy 2024-2023
Jan	35.9%	31.0%	43.0%	45.1%	51.7%	6.6%
Feb	29.4%	20.9%	42.2%	44.3%	50.9%	6.6%
Mar	20.8%	30.9%	41.5%	47.8%	50.2%	2.4%
Apr	1.8%	28.1%	41.9%	48.6%	53.0%	4.3%
May	1.3%	28.8%	41.8%	46.0%	51.0%	4.9%
Jun	4.0%	30.8%	43.8%	46.0%	50.5%	4.5%
Jul	21.6%	29.4%	44.9%	51.7%	51.0%	-0.7%
Aug	23.0%	30.8%	40.3%	53.9%	51.5%	-2.5%
Sep	22.7%	33.7%	46.2%	54.4%	51.8%	-2.6%
Oct	22.9%	34.0%	46.8%	53.6%		-53.6%
Nov	25.4%	27.8%	45.9%	55.2%		-55.2%
Dec	26.7%	34.4%	45.0%	47.3%		-47.3%
Overall	19.8%	30.5%	44.0%	50.4%	51.3%	0.8%

Source: Quarterly Hotel and Accommodation Survey 2024, MoTWA

Table 41: Hotel Room Occupancy Rate by Region, 2020-2024

Room Occupancy	2020	2021	2022	2023	2024
Central	18.0%	26.1%	30.1%	34.5%	49.6%
Eastern	20.6%	26.3%	50.2%	58.1%	46.6%
Kampala	18.2%	41.4%	61.4%	53.6%	68.3%
Northern	24.8%	35.2%	48.5%	52.7%	46.5%
Western	22.5%	34.3%	33.8%	65.2%	51.2%
Overall	20.1%	33.0%	46.9%	53.9%	53.2%

Source: Quarterly Hotel and Accommodation Survey 2024, MoTWA

Table 42: Hotel Bed space Occupancy Rate by Region, 2020-2024

Bed space Occupancy	2020	2021	2022	2023	2024
Central	18.6%	27.4%	31.2%	32.6%	48.5%
Eastern	18.9%	32.2%	40.2%	58.2%	41.1%
Kampala	17.7%	34.1%	48.9%	53.7%	67.0%
Northern	25.2%	26.3%	45.5%	51.9%	43.8%
Western	22.0%	30.0%	50.7%	51.8%	49.0%
Overall	19.8%	30.5%	44.0%	50.4%	51.3%

Source: Quarterly Hotel and Accommodation Survey 2024, MoTWA

Table 43: Hotel Room Occupancy Rate, 2020-2024

Year	Overall	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2020	20.1%	38.5%	30.9%	21.3%	2.0%	1.4%	4.1%	20.7%	23.9%	23.3%	23.4%	26.5%	24.8%
2021	33.0%	35.2%	36.1%	35.7%	40.1%	48.0%	44.7%	32.0%	20.2%	36.5%	28.3%	25.9%	31.2%
2022	46.9%	30.2%	32.6%	46.9%	34.2%	44.1%	41.6%	50.6%	53.9%	51.5%	50.8%	50.5%	52.2%
2023	53.9%	47.3%	44.4%	49.3%	48.8%	46.4%	46.5%	53.5%	56.4%	60.9%	62.4%	63.6%	48.2%
2024	53.2%	53.3%	53.8%	52.1%	54.4%	52.6%	53.5%	52.6%	53.0%	53.2%	53.3%	53.8%	52.1%

Source: Quarterly Hotel and Accommodation Survey 2024, MoTWA

Table 44: Hotel Bed space Occupancy Rate, 2020-2024

	Overall	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2019	19.8%	35.9%	29.4%	20.8%	1.8%	1.3%	4.0%	21.6%	23.0%	22.7%	22.9%	25.4%	26.7%
2020	30.5%	31.0%	20.9%	30.9%	28.1%	28.8%	30.8%	29.4%	30.8%	33.7%	34.0%	27.8%	34.4%
2021	44.0%	43.0%	42.2%	41.5%	41.9%	41.8%	43.8%	44.9%	40.3%	46.2%	46.8%	45.9%	45.0%
2022	50.4%	45.1%	44.3%	47.8%	48.6%	46.0%	46.0%	51.7%	53.9%	54.4%	53.6%	55.2%	47.3%
2023	51.3%	51.7%	50.9%	50.2%	53.0%	51.0%	50.5%	51.0%	51.5%	51.8%	51.7%	50.9%	50.2%

Source: Quarterly Hotel and Accommodation Survey 2024, MoTWA

Table 45: Purpose of Visit of Domestic Visitors, 2019-2023

Main Purpose of Visit	2019	2022	2023	%Share 2022	%Share 2023
Leisure, recreation and holidays	325,928	358,032	386,530	13.5%	13.8%
Business and professional	221,900	243,757	264,152	9.2%	9.4%
Spiritual, Religious visit / pilgrimage	583,914	641,430	217,217	24.1%	7.8%
Meetings, trainings and Conferences	39,051	42,897	115,849	1.6%	4.1%
Medical Treatment	128,575	141,239	170,729	5.3%	6.1%
Visiting friends and relatives	806,907	886,388	1,547,203	33.3%	55.3%
Other (specify)	314,652	345,646	94,771	13.0%	3.4%
Total	2,420,927	2,659,390	2,796,452	100%	100%

Source: Uganda National Household Survey (UNHS), 2023/2024

ANNEX 3: VISITATION TO NATIONAL PARKS

Table 46: Visitors to National Parks (Citizens and Foreigners), 2020 – 2024

National Parks	2020	2021	2022	2023	2024	Market Share 2024 (%)	% Change 2024-2023
Bwindi Impenetrable National Park	9,829	15,736	32,628	41,412	43,364	9.9	4.7
Kidepo Valley National Park	4,860	7,846	8,343	6,388	7,613	1.7	19.2
Murchison Falls National Park	33,194	78,655	146,649	141,335	139,304	31.9	-1.4
Queen Elizabeth National Park	24,362	40,488	95,340	93,970	124,645	28.5	32.6
Kibale National Park	5,558	7,789	15,641	18,848	19,748	4.5	4.8
Mount Elgon National Park	1,006	780	1,246	1,134	1,354	0.3	19.4
Rwenzori Mountains National Park	1,151	1,048	5,659	7,524	4,835	1.1	-35.7
Semliki National Park	7,322	14,403	26,631	31,114	42,545	9.7	36.7
Lake Mburo National Park	10,727	18,741	28,540	36,970	44,043	10.1	19.1
Mgahinga Gorilla National Park	2,409	3,455	5,477	7,156	7,362	1.7	2.9
Toro Semliki Wildlife Reserve	512	378	471	416	290	0.1	-30.3
Pian Upe Wildlife Reserve	336	516	915	1,369	1,207	0.3	-11.8
Katonga-Wildlife Reserve	65	153	329	278	457	0.1	64.4
Total	101,331	189,988	367,869	387,914	436,767	100	12.6

Source: UWA Admin Data, 2024

Table 47: Category of Visitors to National parks, 2020-2024

Category of visitors	2020	2021	2022	2023	2024	Market Share 2024 (%)	% Change 2024-2023
Foreign Non Residents	42,714	56,112	122,316	144,579	160,003	36.6	10.7
Foreign Residents	8,611	13,731	13,060	12,310	10,152	2.3	-17.5
East African Residents	44,581	89,635	97,357	105,486	106,405	24.4	0.9
Students	3,829	5,272	63,351	71,410	120,343	27.6	68.5
Others	1,596	25,238	71,785	54,129	39,864	9.1	-26.4
Overall	101,331	189,988	367,869	387,914	436,767	100.0	12.6

Source: UWA Admin Data, 2024

Table 48: Monthly Visitation to National Parks, 2020-2024

Month/Quarter	2020	2021	2022	2023	2023	Market Share 2024 (%)	% Change 2024-2023
1st Quarter	60,170	25,047	61,018	71,661	83,484	19.1	16.5
January	26,028	8,520	23,402	28,548	33,036	7.6	15.7
February	24,584	7,400	20,242	23,325	27,942	6.4	19.8
March	9,558	9,127	17,374	19,788	22,506	5.2	13.7
2nd Quarter	1,047	38,651	78,231	82,004	85,660	19.6	4.5
April	-	12,752	23,903	25,220	22,056	5.0	-12.5
May	35	13,737	20,695	28,915	28,782	6.6	-0.5
June	1,012	12,162	33,633	27,869	34,822	8.0	24.9
3rd Quarter	11,652	46,503	143,650	146,851	169,418	38.8	15.4
July	3,641	12,224	53,987	52,563	60,680	13.9	15.4
August	4,242	18,243	57,965	60,692	67,138	15.4	10.6
September	3,769	16,036	31,698	33,596	41,600	9.5	23.8
4th Quarter	28,462	79,787	84,970	87,398	98,205	22.5	12.4
October	6,472	18,755	24,170	28,838	29,573	6.8	2.5
November	5,485	19,684	22,208	23,560	28,100	6.4	19.3
December	16,505	41,348	38,592	35,000	40,532	9.3	15.8
Total	101,331	189,988	367,869	387,914	436,767	100.0	12.6

Source: UWA Admin Data, 2024

Table 49: Domestic Entries into Selected Tourist Sites, 2020-2024

Selected Tourist Sites	Domestic Entries					Total Entries				
	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024
Uganda Wildlife Conservation Education Centre	65,553	127,398	480,858	611,758	522,829	67,789	131,117	486,464	619,164	531,496
National Parks	45,243	106,986	216,346	211,689	244,843	101,331	189,988	367,869	387,914	436,767
Source of the Nile	24,432	44,663	129,141	177,508	174,892	28,128	48,316	138,655	190,330	184,226
Uganda Museum	2,747	2,159	64,457	114,214	33,422	3,910	2,883	67,366	131,508	34,611
Botanical Gardens					21,166					23,081
Total entries	137,975	281,206	890,802	1,115,169	997,152	201,158	372,304	1,060,354	1,328,916	1,210,181
Proportion of Domestic to Total	68.6%	75.5%	84.0%	83.9%	82.4%					

Source: UWA Admin Data, 2024

Table 50: Foreign Entries into Selected Tourist Sites, 2020-2024

Selected Tourist Sites	Foreign Entries					Total Entries				
	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024
Uganda Wildlife Conservation Education Centre	2,236	3,719	5,606	7,406	8,667	67,789	131,117	486,464	619,164	531,496
National Parks	56,088	83,002	151,523	176,225	191,925	101,331	189,988	367,869	387,914	436,767
Source of the Nile	3,696	3,653	9,514	12,822	9,334	28,128	48,316	138,655	190,330	184,226
Uganda Museum	1,163	724	2,909	17,294	1,189	3,910	2,883	67,366	131,508	34,611
Botanical Gardens	0	0	0	0	1,915					23,081
Total entries	63,183	91,098	169,552	213,747	213,030	201,158	372,304	1,060,354	1,328,916	1,210,181
Proportion of Domestic to Total	31.4%	24.5%	16.0%	16.1%	17.6%					

Source: UWA Admin Data, 2024

Table 51: Graded and classified accommodation facilities in Uganda

ACCOMMODATION FACILITY	CATEGORY	CITY / DISTRICT	STAR RATING
KAMPALA			
Kampala Serena Hotel	Town hotel	Kampala	Five Star
Sheraton Kampala Hotel	Town hotel	Kampala	Five Star
Munyonyo Commonwealth Resort	Vacation Hotel	Kampala	Five Star
Lake Victoria Serena Golf Resort & Spa	Vacation Hotel	Kampala	Five Star
Hilton Garden Inn	Town hotel	Kampala	Four Star
Hotel Africana Limited- Kampala	Town hotel	Kampala	Four Star
Four Points by Sheraton	Town hotel	Kampala	Four Star
Zara Garden Hotel & Apartments	Town hotel	Kampala	Four Star
Protea Hotel by Marriott Entebbe	Town hotel	Kampala	Four Star
Golden Tulip Cnaan Kampala	Town hotel	Kampala	Four Star
Mestil Hotels	Town hotel	Kampala	Four Star
Kabira Country Club	Town hotel	Kampala	Four Star
Protea Hotel Kampala Skyz	Town hotel	Kampala	Four Star
Protea Marriott Kampala	Town hotel	Kampala	Four Star
Speke Apartments	Town hotel	Kampala	Three Star
Aquarius Kigo Resort	Vacation Hotel	Kampala	Three Star
The Emin Pasha Hotel and Spa	Town hotel	Kampala	Three Star
Silver Springs Hotel	Town hotel	Kampala	Three Star
Casa Solada Hotel	Town hotel	Kampala	Three Star
Fairway Hotel	Town hotel	Kampala	Three Star
Nanjing Hotel Uganda Limited	Town hotel	Kampala	Two Star
Onomo Hotel Kampala	Town hotel	Kampala	Two Star
Nanjing Executive Chinese Restaurant and Motel Limited	Town hotel	Kampala	Two Star
Speke Hotel 1996 Limited	Town hotel	Kampala	Two Star
Koki Hotel Kampala Ltd	Town hotel	Kampala	Two Star
Le Petit Village Hotel	Town hotel	Kampala	Two Star
Crystal Suites and Apartments Ltd	Town hotel	Kampala	Two Star
Cassia Lodge	Town hotel	Kampala	Two Star
Sapphire Hotel	Town hotel	Kampala	Two Star
Dolphin Suites	Town hotel	Kampala	Two Star
HBT Russell Hotel	Town hotel	Kampala	Two Star
Forest Cottages	Town hotel	Kampala	Two Star
Eureka Place Hotel & Suites	Town hotel	Kampala	Two Star
Hotel La Vena	Town hotel	Kampala	Two Star
Athena Hotel	Town hotel	Kampala	Two Star
Sir Jose Hotel	Town hotel	Kampala	Two Star
WAKISO			
Admas Grand Hotel	Town hotel	Wakiso	Three Star
Best Western Premier Garden Hotel	Town hotel	Wakiso	Three Star
Hotel Seven Seasons LTD	Town hotel	Wakiso	Two Star
No. 5 Boutique Hotel	Town hotel	Wakiso	Two Star
Imperial Heights Hotel Limited	Town hotel	Wakiso	Three Star
Banana Village Eco Retreat	Vacation Hotel	Wakiso	Two Star
Source of the Nile Hotel, Namanve	Town hotel	Wakiso	Two Star
Hotel Horizon	Town hotel	Wakiso	Two Star
K - Hotels	Town hotel	Wakiso	Two Star

ACCOMMODATION FACILITY	CATEGORY	CITY / DISTRICT	STAR RATING
MBALE			
Wash and Wills Country Home	Town hotel	Mbale	Two Star
Mt Elgon Hotel & Spa	Town hotel	Mbale	Two Star
GULU			
Bomah Hotel -Gulu	Town hotel	Gulu	Four Star
Acholi Inn	Town hotel	Gulu	Three Star
KABAROLE – FORT PORTAL			
Fort Motel	Town hotel	Kabarole	Three Star
Nyaika Hotel	Town hotel	Kabarole	Three Star
Kalya Court Hotel	Town hotel	Kabarole	Two Star
Ataco Country Resort	Town hotel	Kabarole	Two Star
Mountains of the Moon	Town hotel	Kabarole	Two Star
ARUA			
Hotel Le Confidential	Town hotel	Arua	Four Star
Golden Courts Hotel Limited	Town hotel	Arua	Two Star
Dreamland Hotel Limited	Town hotel	Arua	Two Star
KISORO			
Mount Gahinga Lodge	Lodge	Kisoro	Three Star
Chameleon Hill Lodge	Lodge	Kisoro	Two Star
Volcanoes Bwindi Lodge	Lodge	Kisoro	Two Star
Ichumbi Gorilla Lodge	Lodge	Kisoro	Two Star
Rushaga Gorilla Camp	Lodge	Kisoro	Two Star
KABALE			
Bunyonyi Safaris Resort	Lodge	Kabale	Four Star
Arcadia Lodges Lake Bunyonyi	Lodge	Kabale	Four Star
Cephas Inn	Town hotel	Kabale	Three Star
Bunyonyi Overland Resort	Vacation Hotel	Kabale	Two Star
MBARARA			
Emburara Farm Lodge	Lodge	Mbarara	Four Star
Igongo Cultural Center and Country Hotel	Town hotel	Mbarara	Four Star
Las-Vegas Garden Hotel Mbarara	Town hotel	Mbarara	Three Star
Lake View Resort Hotel	Town hotel	Mbarara	Three Star
Agip Motel	Town hotel	Mbarara	Two Star
KANUNGU			
Mahogany Springs Luxury Lodge	Lodge	Kanungu	Three Star
Trackers Safari Lodge	Lodge	Kanungu	Three Star
KAYUNGA			
Adrift River Club	Tented Camp	Kayunga	Two Star
Lemala Wildwaters Lodge	Lodge	Kayunga	Two Star
KARENGA			
Adere Safari Lodge	Lodge	Karenga	Two Star
KIRUHURA			
Mburo Eagles Nest	Tented Camp	Kiruhura	Two Star
KALANGALA			
Brovad Sands Lodge Limited	Vacation Hotel	Kalangala	Three Star
MUKONO			
Collin Hotel	Town hotel	Mukono	Three Star
Lakeside Escape Resort Limited	Vacation Hotel	Mukono	Two Star
MASAKA			
Hotel Brovad	Town hotel	Masaka	Three Star
Maple Leaf Hotel	Town hotel	Masaka	Two Star
LYANTONDE			
Courtyard International Hotel	Town hotel	Lyantonde	Three Star

Source: UTB admin Data 2024

ANNEX 4: WILDLIFE TRADE (IMPORTS, EXPORTS AND RE-EXPORTS)

Table 52: Live animals licensed for Exported, 2020-2024.

Common name	Scientific name	2017	2018	2019	2020	2021	2022	2023
Leopard tortoise	<i>Stigmochelys pardalis</i>						354	150
Indian Peafowl	<i>Pavo cristatus</i>							10
Galapagos land iguana	<i>Conolophus subcristatus</i>	2		6	8	16	24	8
Fiji crested iguana	<i>Brachylophus vitiensis</i>	2		6	13	14	2	6
African golden cat	<i>Caracal aurata</i>						6	2
African grey parrot	<i>Psittacus erithacus</i>	1	1				1	
Black and white colobus	<i>Colobus guereza</i>	10		15	6			
Chestnut fronted macaw	<i>Ara severus</i>					1		
De Brazza's monkey	<i>Cercopithecus neglectus</i>			10	2			
Gaboon viper	<i>Bitis gabonica</i>				20		61	
Galapagos marine iguana	<i>Amblyrhynchus cristatus</i>			4				
High casqued chameleon	<i>Triceros hoehnelii</i>				60			
Indian ringneck	<i>Psittacula krameri</i>		1					
Johnston's chameleon	<i>Triceros johnstoni</i>				15			
Red tailed monkey	<i>Cercopithecus ascanius</i>				2			
Rhinoceros viper	<i>Bitis nasicornis</i>						65	
Rough scaled bush viper	<i>Atheris hispida</i>						4	
Sun conure	<i>Aratinga solstitialis</i>		1					
Vervet monkey	<i>Chlorocebus pygerythrus</i>	100	70	81			83	
Total		115	73	122	126	31	600	176

Source: CITES 2024, MoTWA

Table 53: Trophies licensed for Export, 2020-2024

COMMON NAME	SCIENTIFIC NAME	2019	2020	2021	2022	2023
Buffalo	<i>Syncerus caffer</i>	65	87	90	153	110
Bush buck	<i>Tragelaphus scriptus</i>	78	88	70	118	74
Uganda kob	<i>Kobus kob</i>	44	50	34	62	58
Impala	<i>Aepyceros melampus</i>	24	24	29	63	45
Oribi	<i>Ourebia ourebi</i>	21	19	20	55	44
Bohor reedbuck	<i>Redunca redunca</i>	24	20	24	40	42
Waterbuck	<i>Kobus ellipsiprymnus defassa</i>	35	19	26	48	37
Jackson's hartebeest	<i>Alcelaphus buselaphus</i>	30	30	26	39	36
Warthog	<i>Phacochoerus africanus</i>	21	19	29	60	33
Eland	<i>Tragelaphus oryx</i>	16	8	13	22	29
Sitatunga	<i>Tragelaphus spekii</i>	32	16	19	35	25
Zebra	<i>Equus quagga</i>	15	25	10	34	22
Olive baboon	<i>Papio anubis</i>	5	6	3	1	16
Duiker	<i>Sylvicapra grimmia</i>	22	13	18	41	14
Dikdik	<i>Madoqua guentheri</i>	12	10	10	19	13
Topi	<i>Damaliscus lunatus</i>	11	5	9	20	12
Guereza colobus	<i>Colobus guereza</i>					6
Roan antelope	<i>Hippotragus equinus</i>	4	1	2	7	5
Mountain reedbuck	<i>Redunca fluvirofula</i>	6	1	1	3	4
Hippopotamus	<i>Hippopotamus amphibius</i>		2	9	1	3
Python	<i>Python sebae</i>			1	6	3
Leopard	<i>Panthera pardus</i>	1		2	2	2
Nile crocodile	<i>Crocodylus niloticus</i>					1
Spotted hyena	<i>Crocuta crocuta</i>				1	1
Vervet monkey	<i>Chlorocebus pygerythrus</i>	1		1		1
Black backed jackal	<i>Canis mesomelas</i>				2	
Bush pig	<i>Potamochoerus larvatus</i>	1	1	1	2	
Helmeted guineafowl	<i>Numida meleagris</i>				4	
Total		468	444	447	838	636

Source: CITES admin data 2024, MoTWA

Table 54: Export of trophies under wildlife trade and wildlife farming, 2020-2024

COMMON NAME	SCIENTIFIC NAME	2019	2020	2021	2022	2023
Hippopotamus	<i>Hippopotamus amphibius</i>		500 kg			500 kg
Monitor Lizard	<i>Varanus niloticus</i>	4 instruments		1 instrument		
Nile crocodile	<i>Crocodilus niloticus</i>	500 skins	2 kg		500 kg	
Pangolin	<i>Manis spp.</i>					

Source: CITES admin data 2024, MoTWA

Table 55: Export and re-export of plants under wildlife trade, 2020-2024

COMMON NAME	SCIENTIFIC NAME	2019	2020	2021	2022	2023
African blackwood	<i>Dalbergia melanoxylon</i>					
African mahogany	<i>Azzeria africana</i>					7,989,435kg
Bloodwood	<i>Pterocarpus tinctorius</i>	20,000 kg		25,740 kg		
Flat leaved vanilla	<i>Vanilla planifolia</i>				500 plants	
Indian rosewood	<i>Dalbergia latifolia</i>					
New Caledonia sandal wood	<i>Santalum austrocaledonicum</i>					
Red stinkwood	<i>Prunus africana</i>	413,134 kg	252,567 kg	252,567 kg	46,000 kg	
Sandal wood	<i>Osyris lanceolata</i>	2,150 kg	1,000 kg	592 kg	1,850 kg	1,985 kg
Sandal wood	<i>Osyris lanceolata</i>	2,000 kg	9,500 kg	1,000 kg	1,000 kg	1,000 kg
Sandal wood	<i>Osyris quadripartita</i>					
Sandal wood	<i>Osyris lanceolata</i>	16,500 kg	12,500 kg		8,000 kg	

Source: CITES admin data 2024, MoTWA

Table 56: Import of Plants, 2020-2024

COMMON NAME	SCIENTIFIC NAME	2019	2020	2021	2022	2023
African mahogany	<i>Azzeria africana</i>					8,839,196kg
Rosewood	<i>Dalbergia latifolia</i>					
Sandal wood	<i>Osyris lanceolata</i>	100,000 kg	200,000kg		88,000 kg	80,000 kg

Source: CITES admin data 2024, MoTWA

Table 57: Gorilla Tracking Permits Available: 2020 – 2024

Permits Available	2020	2021	2022	2023	2024	Market Share 2024 (%)	% Change 2024-2023
January	5,084	4,836	4,836	4,836	5,952	8.3	23.1
February	4,756	4,368	4,368	4,368	5,568	7.8	27.5
March	5,084	4,836	4,836	4,836	5,952	8.3	23.1
April	4,680	4,560	4,560	4,560	5,880	8.2	28.9
May	4,836	4,712	4,712	4,712	6,076	8.5	28.9
June	4,680	4,560	4,560	4,560	5,880	8.2	28.9
July	4,836	4,836	4,836	4,836	6,076	8.5	25.6
August	4,836	4,836	4,836	4,836	6,076	8.5	25.6
September	4,680	4,680	4,680	4,680	5,880	8.2	25.6
October	4,836	4,836	4,836	4,836	6,076	8.5	25.6
November	4,680	4,680	4,680	4,680	5,880	8.2	25.6
December	4,836	4,836	4,836	4,836	6,076	8.5	25.6
Total	57,824	56,576	56,576	56,576	71,372	100	26.2

Source: UWA Admin Data 2024

Table 58: Gorilla Tracking Permits Sold out: 2020 – 2024

Permits Sold	2020	2021	2022	2023	2024	Market Share 2024 (%)	% Change 2024-2023
January	4,090	529	370	2,860	3,952	9.5	38.2
February	3,826	741	1,120	3,045	4,351	10.5	42.9
March	2,208	991	681	1,558	2,077	5.0	33.3
April		508	273	1,248	1,155	2.8	-7.5
May		994	384	1,612	1,655	4.0	2.7
June		1,235	1,600	3,616	4,115	9.9	13.8
July		920	4,316	5,604	5,474	13.2	-2.3
August	3	1,078	4,912	6,457	5,357	12.9	-17.0
September	52	498	4,068	4,555	4,449	10.7	-2.3
October	130	162	2,525	3,279	3,192	7.7	-2.7

Permits Sold	2020	2021	2022	2023	2024	Market Share 2024 (%)	% Change 2024-2023
November	303	114	1,723	2,153	2,528	6.1	17.4
December	734	259	2,466	2,849	3,163	7.6	11.0
Total	11,346	8,029	24,438	38,836	41,468	100	6.8

Source: UWA Admin Data 2024

Table 59: Chimpanzee Tracking Permits Available: 2020-2024

Permits Available	2020	2021	2022	2023	2024	Market Share 2024 (%)	% Change 2024-2023
Jan-Mar (Q3)	8,190	8,100	8,100	8,100	9,828	24.9	21.3
Apr-Jun (Q4)	8,280	8,100	8,100	8,100	9,828	24.9	21.3
Jul-Sept (Q1)	8,280	8,280	8,280	8,280	9,936	25.1	20.0
Oct-Dec (Q2)	8,280	8,280	8,280	8,280	9,936	25.1	20.0
Total	33,030	32,760	32,760	32,760	39,528	100	20.7

Source: UWA Admin Data 2024

Table 60: Chimpanzee Tracking Permits Sold out: 2020 – 2024

Permits Sold	2020	2021	2022	2023	2024	Market Share 2024 (%)	% Change 2024-2023
Jan-Mar (Q3)	4,266	674	1,937	3,298	4,503	26.2	36.5
Apr-Jun (Q4)	-	922	1,967	2,551	2,506	14.6	-1.8
Jul-Sept (Q1)	106	1,904	5,598	6,080	6,243	36.3	2.7
Oct-Dec (Q2)	447	1,498	2,859	3,766	3,962	23.0	5.2

Source: UWA Admin Data 2024

Table 61: Chimpanzee Habituation Experience Permits Available: 2020 – 2024

Permits Available	2020	2021	2022	2023	2024	Market Share 2024 (%)	% Change 2024-2023
Jan-Mar (Q3)	1,080	1,080	1,080	1,080	1,092	24.9	1.1
Apr-Jun (Q4)	1,092	1,092	1,092	1,092	1,092	24.9	0.0
Jul Sept (Q1)	1,104	1,104	1,104	1,104	1,104	25.1	0.0
Oct-Dec (Q2)	1,104	1,104	1,104	1,104	1,104	25.1	0.0
Total	4,380	4,380	4,380	4,380	4,392	100	0.3

Source: UWA Admin Data 2024

Table 62: Chimpanzee Habituation Experience Permits Sold out: 2020 – 2024

Permits Sold	2020	2021	2022	2023	2024	Market Share 2024 (%)	% Change 2024-2023
Jan-Mar (Q3)	288	51	215	315	265	23.2	-15.9
Apr-Jun (Q4)		92	158	198	201	17.6	1.5
Jul Sept (Q1)		197	506	453	443	38.8	-2.2
Oct-Dec (Q2)	29	180	191	286	234	20.5	-18.2
Total	317	520	1,070	1,252	1,143	100	-8.7

Source: UWA Admin Data 2024

ANNEX 5: VISITATION TO UWEC

Table 63: Visitors to Uganda Wildlife Conservation Education Centre, 2020 – 2024

Category of visitors	2020	2021	2022	2023	2024	Market Share 2024 (%)	% Change 2024-2023
Foreign Adults	2,158	3,572	5,065	6,947	8,250	1.6	18.8
Foreign Children	78	147	390	459	417	0.1	-9.2
Resident Adults	3,041	3,942	5,598	7,626	6,056	1.1	-20.6
Resident children	573	1,260	1,430	1,714	1,328	0.2	-22.5
School Parties	6,887	5,687	329,166	427,851	338,415	63.7	-20.9
Ugandan Adults	34,315	71,584	92,673	113,938	112,470	21.2	-1.3
Ugandan Children	20,737	44,925	51,991	60,629	64,560	12.1	6.5
Total	67,789	131,117	486,313	619,164	531,496	100	-14.2

Source: Admin Data, UWEC 2024

Table 64: Visitor entries into the Uganda Wildlife Conservation Education Centre, 2020 – 2024

Category of visitors	2020	2021	2022	2023	2024	Market Share 2024 (%)	% Change 2024-2023
Foreign Non-Residents	2,236	3,719	5,606	7,406	8,667	1.6	17.0
Foreign Residents	3,614	5,202	7,028	9,340	7,384	1.4	-20.9
School Parties	6,887	5,687	329,166	427,851	338,415	63.7	-20.9
Ugandans	55,052	116,509	144,664	174,567	177,030	33.3	1.4
Total	67,789	131,117	486,464	619,164	531,496	100	-14.2

Source: Admin Data, UWEC 2024

Table 65: Monthly Visitor entries to the Uganda Wildlife Conservation Education Centre, 2020 – 2024

	2020	2021	2022	2023	2024	Market Share 2024 (%)	% Change 2024-2023
1st Quarter	34,758	31,001	36,357	52,022	73,988	13.9	42.2
January	19,736	11,185	14,605	21,902	26,754	5.0	22.2
February	8,559	9,262	8,192	9,181	13,104	2.5	42.7
March	6,463	10,554	13,560	20,939	34,130	6.4	63.0
2nd Quarter	-	29,294	93,290	67,570	86,892	16.3	28.6
April	-	14,152	19,776	24,751	29,543	5.6	19.4
May	-	11,503	18,900	17,268	19,346	3.6	12.0
June	-	3,639	54,614	25,551	38,003	7.2	48.7
3rd Quarter	5,569	19,645	260,821	355,015	275,404	51.8	-22.4
July	-	1,426	192,008	192,552	133,224	25.1	-30.8
August	2,281	7,678	44,746	128,055	118,827	22.4	-7.2
September	3,288	10,541	24,067	34,408	23,353	4.4	-32.1
4th Quarter	27,462	51,177	95,996	144,557	95,212	17.9	-34.1
October	5,908	15,075	54,046	82,757	43,643	8.2	-47.3
November	5,780	11,077	19,484	31,221	27,086	5.1	-13.2
December	15,774	25,025	22,466	30,579	24,483	4.6	-19.9
Total	67,789	131,117	486,464	619,164	531,496	100	-14.2

Source: Admin Data, UWEC 2024

ANNEX 6: VISITATION TO SOURCE OF THE NILE

Table 66: Visitors to the Source of the Nile, Jinja, 2020 – 2024

Category of visitors	2020	2021	2022	2023	2024	Market Share 2024 (%)	% Change 2024-2023
Foreign Non-Residents	3,696	3,653	9,514	12,822	9,334	5.1	-27.2
Foreign Residents	1,368	3,829	5,211	5,093	4,309	2.3	-15.4
School Groups	4,588	2,589	81,840	123,864	133,152	72.3	7.5
Ugandans	18,476	38,245	42,090	48,551	37,431	20.3	-22.9
Total	28,128	48,316	138,655	190,330	184,226	100	-3.2

Source: Admin Data, MoTWA 2024

Table 67: Monthly Visitor entries into the Source of the Nile, Jinja, 2020 – 2024

Quarter/Month	2020	2021	2022	2023	2024	Market Share 2024 (%)	% Change 2024-2023
1st Quarter	15,195	11,223	13,086	20,971	21,395	11.6	2.0
January	3,975	3,573	1,820	7,259	6,268	3.4	-13.7
February	7,346	3,903	4,420	4,240	5,146	2.8	21.4
March	3,874	3,747	6,846	9,472	9,981	5.4	5.4
2nd Quarter	-	11,358	39,509	32,818	31,471	17.1	-4.1
April	-	5,303	7,497	10,056	9,350	5.1	-7.0
May	-	4,614	8,156	7,490	5,832	3.2	-22.1
June	-	1,441	23,856	15,272	16,289	8.8	6.7
3rd Quarter	2,136	7,701	60,164	102,842	107,852	58.5	4.9
July	643	931	41,246	55,118	60,752	33.0	10.2
August	772	3,197	10,651	38,167	38,050	20.7	-0.3
September	721	3,573	8,267	9,557	9,050	4.9	-5.3
4th Quarter	10,797	18,034	25,896	33,699	23,508	12.8	-30.2
October	1,798	8,566	11,311	13,221	12,498	6.8	-5.5
November	2,600	4,308	5,360	8,653	5,794	3.1	-33.0
December	6,399	5,160	9,225	11,825	5,216	2.8	-55.9
Total	28,128	48,316	138,655	190,330	184,226	100	-3.2

Source: Admin Data, MoTWA 2024

ANNEX 7: VISITATION TO UGANDA MUSEUM

Table 68: Visitors to Uganda Museum, 2020 – 2024

Category of visitors	2020	2021	2022	2023	2024	Market Share 2024 (%)	% Change 2024-2023
Foreign Non-Residents	1,163	724	2,909	17,294	1,189	3.4	-93.1
Foreign Residents	75	109	456	498		0.0	-100.0
School Groups	1,581	211	59,934	105,399	28,001	80.9	-73.4
Ugandans	1,091	1,839	4,067	8,317	5,421	15.7	-34.8
Total	3,910	2,883	67,366	131,508	34,611	100	-73.7

Source: Admin Data, Uganda Museum (MoTWA) 2024

Table 69: Monthly Visitor entries into the Uganda Museum and sites, 2020 – 2024

Quarter/Month	2020	2021	2022	2023	2024	Market Share 2024 (%)	% Change 2024-2023
1st Quarter	3,155	569	2,511	13,294	12,101	35.0	-9.0
January	892	154	472	1,095	1,947	5.6	77.8
February	1,287	173	727	3,165	2,543	7.3	-19.7
March	976	242	1,312	9,034	7,611	22.0	-15.8
2nd Quarter	-	960	14,315	13,413	10,451	30.2	-22.1
April	-	285	1,689	6,096	6,070	17.5	-0.4
May	-	568	2,559	1,719	896	2.6	-47.9
June	-	107	10,067	5,598	3,485	10.1	-37.7
3rd Quarter	107	378	34,786	80,193	10,270	29.7	-87.2
July	13	29	25,642	47,160	3,724	10.8	-92.1
August	4	152	4,274	28,978	6,162	17.8	-78.7
September	90	197	4,870	4,055	384	1.1	-90.5
4th Quarter	648	976	15,754	24,608	1,789	5.2	-92.7
October	191	404	12,947	16,586	1,051	3.0	-93.7
November	141	292	1,937	6,998	341	1.0	-95.1
December	316	280	870	1,024	397	1.1	-61.2
Total	3,910	2,883	67,366	131,508	34,611	100	-73.7

Source: Admin Data, Uganda Museum (MoTWA) 2024

ANNEX 8: ACKNOWLEDGMENTS

Appreciation goes to the Tourism Sector Statistical Committee Members that greatly contributed to the compilation of this Document.

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