



International Events & News

Uganda draws record enquiries at British Bird Fair

Uganda Tourism Board led a team of tour operators to the British Bird Fair which took place in Rutland London from 20th – 22nd August 2010. At the Fair, the people were impressed by the Ugandan stall which attracted record inquiries about Uganda and its attractions. The main attraction at the stall was the bark cloth bags which caught many people's attention.

Uganda North America Association

The UNAA brings together Ugandans leaving in the diaspora and especially those leaving in the USA and Canada. The event is annual and this year it was held in Washington DC, USA.

For the first time, Uganda Tourism Board was represented at the famous Uganda North America Association Convention. Edwin Muzahura, the Public Relations and Marketing Manager, attended the convention from 2nd-5th September 2010.

JATA World Tourism Congress and Travel Fair

From the 24th-26th September 2010, the world's tourism fraternity converged in the Japanese capital Tokyo to exhibit and show case their tourist destinations. Uganda Tourism Board led a team of tour operators including Acacia Safaris, Asyanut Tours & Travel, Churchill Safaris, Lake Kitandara Tours & Travel, and Chiba Tours which is based in Japan.

At the fair, the Japanese were mostly amazed by the Uganda Visa Stamp. All Japanese visitors would cue to get passport like booklets in which the visa stamp was placed and this was a souvenir no one would miss.

Shanghai Expo2010

Uganda was one of the countries exhibiting in Shanghai Expo in China. Located at stall 7 in the African Joint pavilion, the country was represented by Ministry of Tourism, Trade and Industry (MTTI), Uganda Export Promotion Bureau (UEPB), Uganda Wildlife Authority and Uganda Tourism Board .

The cardinal aim of participating in this expo was to interest the Chinese and the general International community in Uganda as a tourist destination by presenting Uganda's sceneries, culture, flora and fauna and also to attract investors.

Uganda's stall mainly attracted visitors pulled by Uganda's visa stamp which has a face of a gorilla and Uganda in Chinese and English. Uganda publicity stood out from the crowd because marketing was done through distribution of brochures, DVDs and face to face interactions with both the Chinese and other visitors from all over the world. For every visitor who came to Uganda's stall and left their contact, a follow up email was sent to thank them for coming.

Uganda's pavilion was ranked the most popular due to its attractiveness, openness, and friendly people and most importantly because of the Gorillas (dummy) displayed. A record 10 million people visited the joint Africa pavilion Uganda taking the bigger share!

On 19th August 2010, shanghai TV filmed Uganda's pavilion and covered a live interpretation.

Next issue

Excerpts from:

- World Travel Market
- EIBTM (M.I.C.E)



Plot 42 Windsor Crescent, Kololo
 P.O. Box 7211 Kampala, Uganda
 Tel: +256 (0) 414 342 196/7
 Fax: +256 (0) 414 342 188
 E-mail: newsletter@tourismuganda.info
 Website: www.visituganda.com

Uganda Tourism Board, Entebbe
 Tel: +256 (0) 414 321 444
 E-mail: entebbe@tourismuganda.info

The Newsletter

The Tourists Update

June - November 2010

Inside

Events & exhibitions

- > World Tourism Day
- > Shanghai Expo 2010

News

- > Kipsiro appointed as a tourism ambassador

Travel and tour jokes

Uganda Tourism Board Moved to a New Home

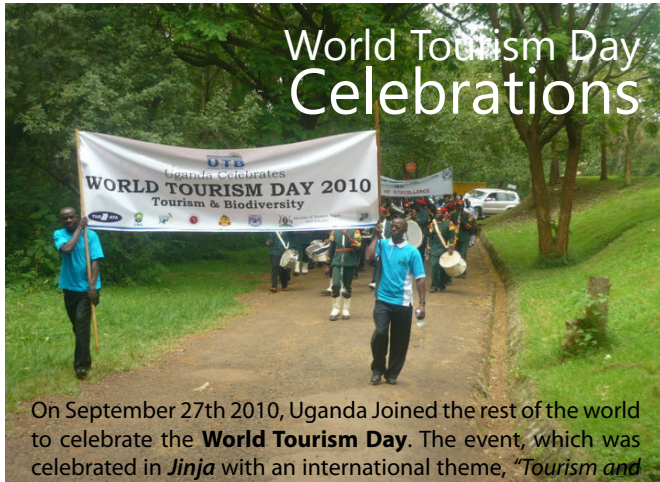


Since August 1 2010, Uganda Tourism Board (UTB) shifted from the town centre to a more quiet, decent, spacious and accessible premises.

We are now located in Kololo on plot 42 Windsor Crescent off Acacia Avenue, just after Protea Hotel (from the Golf Course) and after Global House (from Kira Road - Kabojja Junior).



Local Events & News



On September 27th 2010, Uganda Joined the rest of the world to celebrate the **World Tourism Day**. The event, which was celebrated in **Jinja** with an international theme, *"Tourism and Biodiversity"*, was dubbed *"Fun on the Nile"* by the Organisers.

Uganda Tourism Board spear headed the three day celebrations starting with a Jinja Town Clean Up Campaign and an exhibition that involved all tourism service providers; hoteliers, tour & travel agencies and handicrafts.

Other activities involved included;

Tree planting led by the Chief guest, Hon. Aggrey Awori, Minister of Information and Communication Technology, trekking along the Nile, white water rafting - courtesy of **Adrift**, horse riding, matching and so many more.

Thanks to all sponsors (Nile Breweries, A1 Services Uganda, tourism fraternity) and all participants; exhibitors and Jinja community.

2011 Celebrations -
Northern Uganda.
Be A Part!

Crossing the border!

While crossing the Kenya-Uganda border on his bicycle, the man was stopped by a guard who pointed to two sacks the man had on his shoulders. "What's in the bags?", asked the guard.

*"Sand," replied the cyclist.
...page 4*



Sustainable Tourism Awards

On 26 September, 2010 **USAID-STAR** partnered with Uganda Tourism Board, Uganda Wildlife Authority and several other players to launch the inaugural **Sustainable Tourism Journalists' Awards** at the Serena Hotel, Kampala. Journalists were awarded for promoting tourism; by either writing or reporting on tourism both locally and internationally.

Top prizes included return tickets to Dubai, one million Uganda shillings cash, 1 year free access to game parks, lunch coupons at top hotels and restaurants and many other prizes. The Chief guest, **Hon. Maria Mutagamba** commended the initiative to recognize the efforts of journalists for reporting on tourism.

The categories of the recognized included video coverage, radio reports and print. Winners included;

- NTV's **Craig Kadoda**,
- New Vision's **Taye Bwa**
- **Ben Jumbo** of KFM and
- The top media houses were NTV, the New Vision and the Daily Monitor.

UN Economic Conference

The UN Economic Conference was a high level forum that attracted representatives of Heads of States, Ministers, and Senior Representatives of Governments, Donor Partners, Private Sector and the Academia from all over the world.



The conference mainly focused on localizing Millennium Development Goals (MDGs) and establishing the role of local governments in achieving them. And the trade exhibition was organized as the one of the major activities of the forum and it attracted very many exhibitors and Uganda Tourism Board

was the main exhibitor with a strategic location at the main entrance of all the conference halls.



Kipsiro appointed Uganda's Tourism Ambassador

After making our country proud at the Common Wealth Games – 2010 in India by winning two gold medals, Uganda Tourism Board appointed **Moses Kipsiro** a Tourism Ambassador.

Kipsiro was officially crowned tourism ambassador on Wednesday October 27, 2010 at the media centre. Mr. Edwin Muzahura (Marketing and PR Manager - UTB) said that *Kipsiro's victory is being embraced throughout the country and that given his status, being a Tourism Ambassador would boost both local and international tourism.*

Edwin also noted that this was one of the ways the tourism industry can recognize Kipsiro's success. Apart from being an ambassador for tourism, UTB offered the double gold medalist 1 million shillings in addition to another 1 million shillings from *Great Lakes Safaris.*

As a Tourism Ambassador, Kipsiro will among other things be Uganda's flag bearer. UTB and the tourism fraternity will occasionally carry out joint venture promotional activities with him for tourism both locally and internationally.

Crossing the border

...from page 2

"Get them off - we'll take a look," said the guard.

The Cyclist did as he was told, emptied the bags, and proving they contained nothing but sand, reloaded the bags, put them on his shoulders and continued across the border.

Two weeks later, the same thing happened. Again the guard demanded to see the two bags, which again contained nothing but sand. This went on every week for six months, until one day the cyclist with the sand bags failed to appear.

A few days later, the guard happened to meet the cyclist downtown. "Say friend, you sure had us crazy", said the guard. "We knew you were smuggling something across the border. I won't say a word - but what is it you were smuggling?" "Bicycles!"