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## PRESS RELEASE

# UK government gives British citizens green light to travel all around Uganda

**“We have reduced our travel advice to the lowest level ‘check travel advice before you go’ (green). This means we no longer have restrictions on travel to any part of Uganda**

**KAMPALA, 17 October 2017** – British citizens have gotten the green light to travel to all parts of Uganda after the UK government today, Monday 17 October, put the advisory to the lowest level.

This clearance is contained in a statement on the UK Government’s Foreign and Commonwealth Office (FCO) website <https://www.gov.uk/foreign-travel-advice/uganda/safety-and-security>. The Karamoja region where the world famous Kidepo Valley National Park is one of the areas that is to benefit from the new advisory. Kidepo has been rated by CNN, among other international organisations, as one of the must visit parks for 2017.

FCO “no longer advise against all but essential travel to the Karamoja region of north-eastern Uganda; if you're travelling in this part of Uganda, you should be aware that inter-communal violence and occasional attacks on security forces do happen; **foreigners are not usually the target of violence.**”

Tourists are still called upon to exercise caution as any traveler should while visiting in any part of the world.

“This is very important development for the tourism industry which has often suffered from unfair advisories,” says Stephen Asiimwe, the CEO of Uganda Tourism Board. “

Early this October, H.E. Yoweri Museveni, Uganda’s President, hosted about 100 international financiers and conservationists for the Giants Club Conservation and Tourism Investment Forum at the Lake Victoria Serena Golf Resort & Spa. Among the guests were UK’s former Chancellor of Exchequer (finance minister) Rt. Hon George Osborne, who is also a member of Conservative Party.

The forum was meeting to promote tourism investments in different parts of Uganda including Kidepo Valley National Park. Some participants had an opportunity to travel around country to inspect the probable areas for investment.

While the investors forum may have had no hand in changing the advisory, the change in advisory, the advisory has an impact on investment and tourism arrivals. It also compliments the Uganda Government USD1.5m investment in Public Relations and Marketing firms representing the country in the UK, Germany speaking Europe and North America (USA and Canada).

Over the course of 2015-2016, hundreds of travel stories, interviews, photos and other media was published has been published in western media by both professionals and ordinary travelers to the country. This has positively changed perceptions about the country as western audiences came to know more about present day Uganda. This has led in the number of arrivals growing from 1.3m to over 1.4m travelers and income to the national confers rising by US\$100m to the current \$1.4billion dollars from the tourism sector (UBOS).

ENDS

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## About Uganda Tourism Board

Uganda Tourism Board (UTB) is a statutory organization established in 1994 whose role was reviewed in an act in 2008.

The Board's mandate is to promote and popularize Uganda as the preferred holiday destination both locally and internationally. The broader goals of the Board are to increase the contribution of tourism earnings and GDP; improve Uganda's competitiveness as an international tourism destination; and increase Uganda's share of Africa's and World tourism market. UTB aims to create inclusive opportunities for the tourism sector through market transformation.

**Vision:** We envision a sustainably promoted and developed tourism sector contributing very significantly to Uganda's economic development.

**Mission:** To coordinate and steer programmes that lead to development of a sustainable and competitive tourism industry in Uganda in partnership with stakeholders.

## The Uganda Tourism Board (UTB) Mandate

Under the Tourism Act 2008 the Uganda Tourism Board is to:

- i. Formulate, in consultation with the private sector and relevant entities; and implement the marketing strategy for tourism to promote Uganda as an attractive and sustainable tourist destination both locally and internationally;
- ii. Improve and diversify in consultation with stakeholders' Uganda 's tourism products;
- iii. To encourage investment in the tourism sector whilst enhancing and strengthening the competitiveness of the private sector in the tourism industry;
- iv. Strengthen its capacity for tourism planning, research and marketing;
- v. Encourage investment in the tourism sector and where possible, to direct such investment to the less developed tourism areas;
- vi. Strengthen linkage with local Government in implementation of Tourism act;
- vii. Manage the tourism development levy in accordance with the best commercial practice and objects of the board;
- viii. Provide finance and any other assistance to strengthen the private entities in the tourist sector where necessary and appropriate; and
- ix. Enforce and monitor standards in the tourism sector; inspect, register, license and classify tourism facilities and services. (this involves regulating the tourism and hospitality sector)