



THE REPUBLIC OF UGANDA
MINISTRY OF TOURISM, WILDLIFE AND ANTIQUITIES

STATISTICAL ABSTRACT 2024

TOURISM TRENDS AND STATISTICS REPORT 2024

MARCH 2024







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

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FOREWORD

It is with great pleasure that I introduce the MTWA Statistical Abstract 2024, a comprehensive report detailing the key trends and statistics on Uganda's Tourism industry. This report serves as a tool for understanding the current and past performance of Tourism in Uganda.

In the wake of the unprecedented challenges posed by the COVID-19 pandemic, the resilience of Uganda's tourism industry is reflected in this report. Through the concerted efforts of the Ministry of Tourism, Wildlife and Antiquities, in collaboration with its Agencies and the Private Sector, we have witnessed recovery of the industry. The domestic tourism initiative, dubbed "Explore Uganda, the pearl of Africa," has spurred a notable increase of visitors to our diverse tourist attractions. Moreover, international arrivals have increased to an impressive 82.6% of pre-pandemic levels.

This abstract covers a wide array of Tourism Performance Statistics, including patterns in Tourist arrivals, expenditures, accommodation Statistics, domestic Tourism metrics, economic indicators, and visits to key tourism sites. The statistics contained herein is a testament to the resilience, innovation, and dedication of all those involved in sustaining and promoting Uganda's tourism potential.

I encourage all stakeholders, from policymakers to investors, to thoroughly explore the findings and insights presented within this report. By leveraging the data and analyses provided, we can collectively strive towards our shared aspiration of positioning Uganda as the premier tourist destination.

I extend my heartfelt appreciation to the Uganda Bureau of Statistics for their unwavering support and guidance in the production of tourism statistics for this ministry. My gratitude also extends to the Ministry of Internal Affairs for their contribution in collecting arrival and departure data for tourists, as well as the Policy Research and Planning Division of this Ministry for their tireless dedication in compiling this report.

As we continue to produce and refine this annual report, I am confident that it will serve as a guiding document, informing decisions and shaping Uganda's tourism industry for years to come.

The Ministry welcomes comments from Stakeholders that are aimed at improving the quality of our next publication.



Doreen S. Katusiime (Mrs)

PERMANENT SECRETARY

ABOUT THE ABSTRACT

This 2024 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 2023.

Now in its eighth 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.

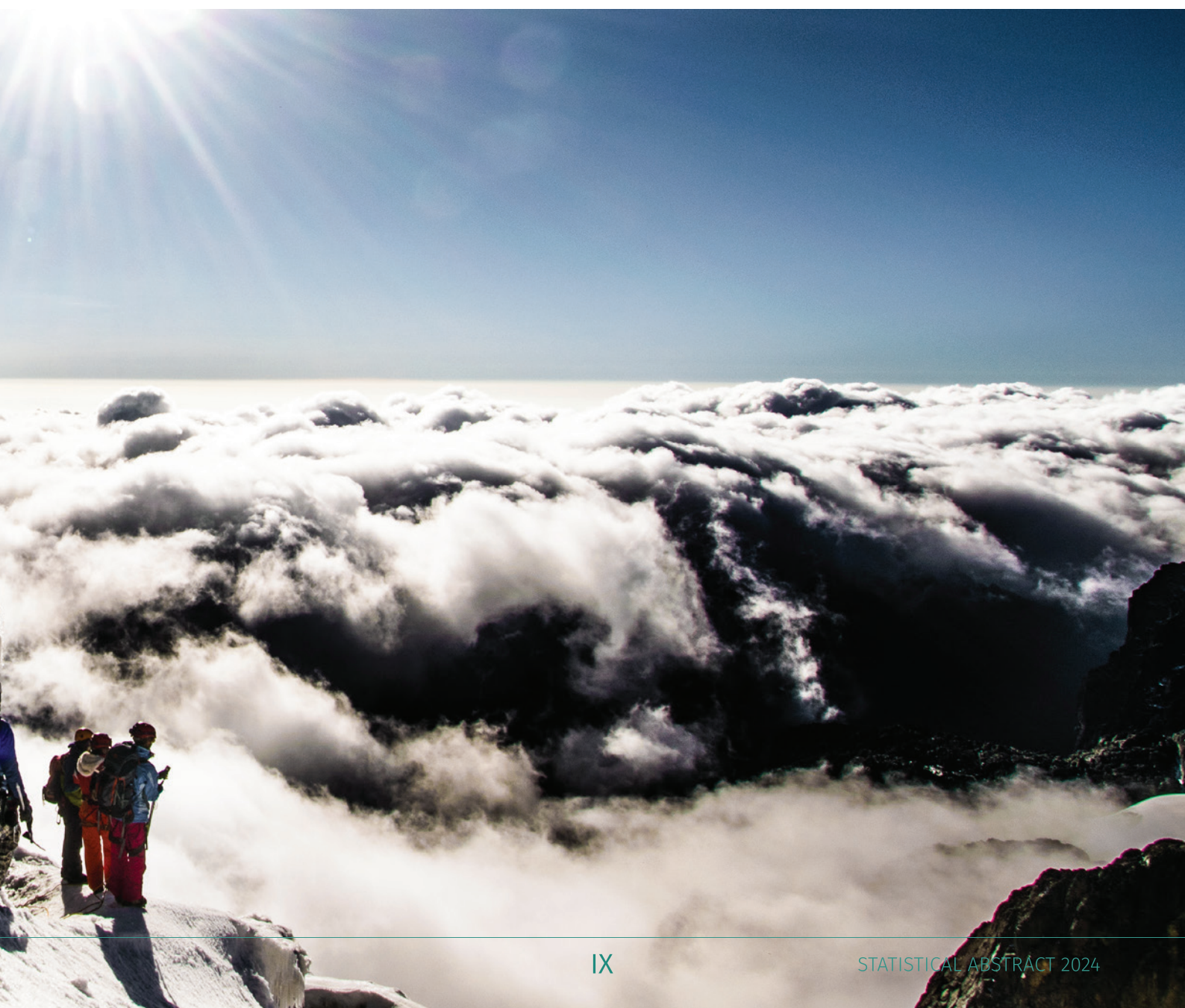
The publication employs a format that includes tables, graphs, and charts accompanied by explanatory text, providing a comprehensive visual representation of the data. For those seeking further detail, extensive tables on all chapters are appended to this publication. The Ministry remains steadfast in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



ACKNOWLEDGMENTS

The compilation of the MTWA Tourism Statistical Abstract 2024 was a collaborative effort, made possible through the dedicated efforts of the Tourism Statistical Committee. Comprised of representatives from the Ministry of Tourism, Wildlife, and Antiquities, Uganda Bureau of Statistics, Bank of Uganda, Ministry of Internal Affairs, Uganda Tourism Board, Uganda Wildlife Conservation Education Centre, Uganda Hotel and Tourism Training Institute, Uganda Wildlife Research and Training Institute, and the Uganda Tourism Association, this committee worked tirelessly to compile, analyze, and present the wealth of data contained within this abstract..

The MTWA extends its sincere gratitude to all individuals and organizations involved in the collection, analysis, and presentation of the data that forms the backbone of this abstract. Their unwavering commitment and collaboration have been instrumental in the creation of this invaluable resource.



ACRONYMS

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

EXECUTIVE SUMMARY

2024 Statistical Abstract on Uganda's Tourism Performance

The Ministry of Tourism, Wildlife and Antiquities (MTWA) is proud to present the 2024 Statistical Abstract, offering detailed insights into Uganda's tourism sector's performance for the year 2023. This report summarizes the resilience and recovery of Uganda's tourism industry post-COVID-19, highlighting significant trends in tourist arrivals, accommodation statistics, and visitations to key attractions.

Tourism Trends and Recovery

In 2023, Uganda's tourism sector exhibited remarkable recovery, with tourist arrivals increasing by 56.4% from the previous year. This growth is attributed to strong performances across mainland Africa and key overseas markets, including the UK, USA, and India. International tourism in Uganda recovered to 82.6% of pre-pandemic levels, a testament to the sector's resilience and the effectiveness of strategic initiatives like "Explore Uganda - The Pearl of Africa".

International tourist arrivals also showed robust growth, with all regions posting positive gains. Africa remains the largest source continent, contributing 89.2% of total arrivals, followed by notable increases from Asia, Europe, and the Americas.

Economic Contributions

Tourism continues to play a crucial role in Uganda's economic landscape. The sector's direct contribution to employment rose, supporting over 610,806 jobs in 2022, a 6.5% increase from 2019. Furthermore, tourism's contribution to the GDP was significant, underscoring its importance to Uganda's economic stability and growth.

Accommodation and Visitor Statistics

The report also covers accommodation utilization, with the national average room occupancy rate increasing to 53.9% in 2023. This recovery is driven by the surge in domestic tourism and the return of international travelers, reflecting growing confidence in Uganda as a premier tourist destination.

Domestic and International Visitor Trends

Domestic tourism saw a 25.3% increase in 2023, with significant growth in visitations to the Uganda Wildlife Conservation Education Centre, the Source of the Nile, and the Uganda Museum.

Wildlife and National Parks

Uganda's rich biodiversity and natural heritage continue to attract visitors worldwide. In 2023, visits to national parks and wildlife reserves increased, with foreign non-residents constituting a significant portion of park visitors. The report highlights the importance of continuous conservation efforts and the positive impact of tourism on Uganda's wildlife conservation initiatives.

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.

Game Reserves/ Game controlled areas.

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 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 protected 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

Tourism in Uganda has long been celebrated for its rich biodiversity, stunning landscapes, and cultural heritage, positioning the country as a prominent destination within Africa and globally. Despite facing significant challenges, including the unprecedented impact of the COVID-19 pandemic, the resilience and recovery of Uganda's tourism industry are commendable. This report, the MTWA Statistical Abstract 2024, accurately compiles tourism performance statistics for 2023 and the past, highlighting the tourist arrivals, accommodation statistics, visitation to attraction sites, and more, to provide a comprehensive overview of the industry's current state and trajectory.

The Ministry of Tourism, Wildlife, and Antiquities (MTWA), alongside its agencies and the private sector, has spearheaded initiatives to revitalize and sustain the tourism industry. Notably, the "Explore Uganda - The Pearl of Africa" campaign has been instrumental in boosting domestic tourism and attracting international visitors, contributing significantly to the sector's recovery and growth.

1.2 BACKGROUND

Tourism is a critical component of Uganda's economy, offering a pathway to sustainable development, conservation, and cultural preservation. The sector's resilience in the face of global challenges underscores the combined efforts of government agencies, the private sector, and local communities. With its diverse attractions, including national parks, wildlife reserves, cultural sites, and natural landscapes, Uganda continues to enchant visitors from around the globe.

The year 2023 marked a significant milestone in the recovery and growth of Uganda's tourism sector, with substantial increases in tourist arrivals and economic contributions. This recovery is attributed to robust marketing efforts, strategic partnerships, and the enduring appeal of Uganda's natural and cultural assets.

1.3 OBJECTIVES OF THE STATISTICAL ABSTRACT

The primary objectives of the MTWA Statistical Abstract 2024 are to:

- Present an accurate and comprehensive overview of Uganda's tourism performance in 2023, 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

	Indicators	2019	2020	2021	2022	2023
1	Contribution of Tourism to GDP (%)	7.7	2.7	4.2	4.7	
2	Contribution of Tourism to GDP (UGX Bn)	8,632	3,913.0	6,410.8	7,916.1	
3	Annual Foreign exchange earnings (USD - Bn)	1.232	0.44	0.50	0.736	1.025
4	Number of International Tourist arrivals from the U.S., Europe and China		29,036	27,877	46,907	67,252
5	Proportion of local tourists to total population (National parks, Museums, UWEC etc)	78%	69%	76%	84%	84%
6	Average annual Hotel occupancy rate (room occupancy rate, %)	51.9	20.1	33.1	46.9	53.9
7	Tourism arrivals	1,542,620	473,085	512,945	814,508	1,274,210
8	Number of Ugandans visiting key tourist attractions [2]	717,171	137,975	281,206	890,802	1,115,169
9	Length of stay/ overnights in all types of accommodation	8.3	8.3	8.3	7.4	7.6
10	Proportion of leisure to total tourists (%)	19.3	2.3	9.0	11.7	15.7
11	No. of rooms				350,550	350,550
12	No. of Beds				371,221	371,221
13	Contribution of tourism to total employment (%)				5.7	
14	Visitor satisfaction (%)				79	79
15	Number of people directly employed along the tourism value chain	667,600			610,806	
16	Population of Elephants	7,975	7,975	7,975	7,975	7,975
17	Population of Antelopes	175,590	175,590	175,590	175,590	175,590
18	Population of Lions	493	493	373	373	275
19	Population of Mountain Gorillas	459	459	459	459	459
20	Incidences of human Wildlife Conflicts (number)					
21	Number of visitors to Museums and cultural sites	55,426	3,910	2,883	67,366	131,508
22	Number of visitors to UWEC	383,398	67,789	131,117	486,464	619,164
23	Number of visitors to National Parks	323,861	101,331	189,988	367,869	387,914
24	Number of visitors to the Source of the Nile	157,925	28,128	48,316	138,655	190,330



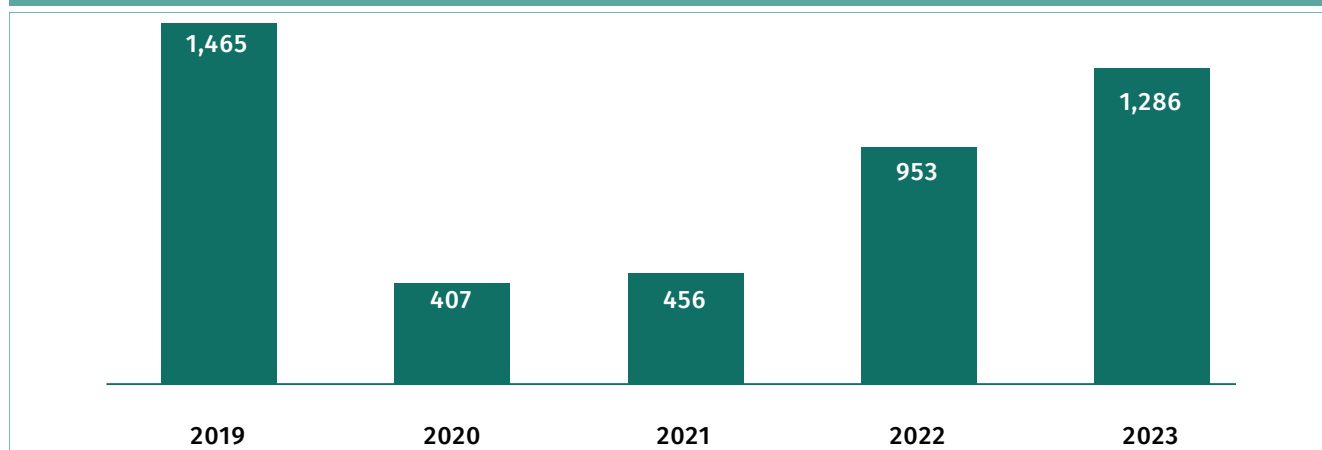
CHAPTER 2: OVERVIEW OF TOURISM PERFORMANCE

This section presents the overview of the performance of tourism at the global and national levels. It provides an insight of Uganda's position in the global tour and travel economy in 2023.

2.1 GLOBAL TOURISM PERFORMANCE IN 2023

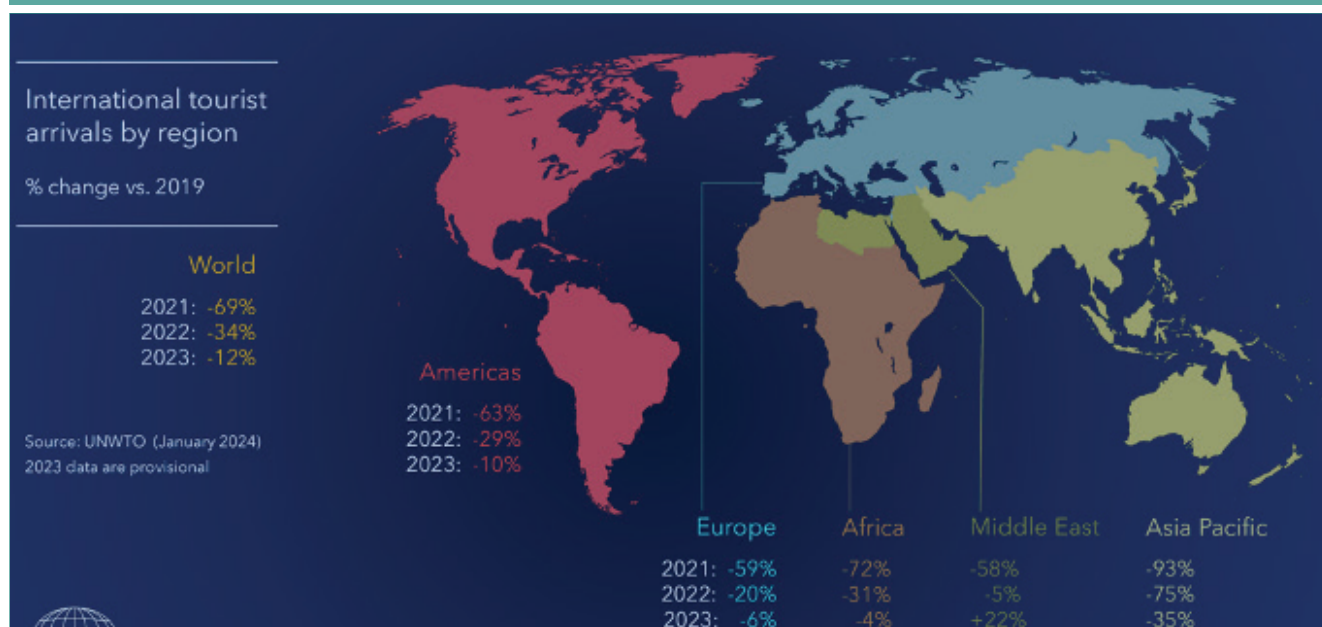
- International tourism recovered 88% of pre-pandemic levels in 2023 (-12% versus pre-pandemic year 2019) with an estimated 1,286 million arrivals (1.3 billion), up 34% from 2022.
- International tourism receipts reached USD 1.4 trillion in 2023 based on preliminary estimates, about 93% of the USD 1.5 trillion earned by destinations in 2019
- Total export revenues from tourism (including passenger transport) are estimated at USD 1.6 trillion in 2023, almost 95% of the USD 1.7 trillion recorded in 2019
- Tourism direct gross domestic product (TDGDP) climbed to USD 3.3 trillion in 2023 according to provisional estimates, about 3% of global GDP, similar to 2019 values, driven by strong domestic and international travel
- Uganda recorded 1,274,210 tourist arrivals, contributing a market share of 0.01% to the World.

Figure 1: Global International Tourist Arrivals (In Millions), 2019-2023



Source: UBOS using PISCES System 2023, Ministry of Internal Affairs

Figure 2: Global Tourist Arrivals, 2019-2023

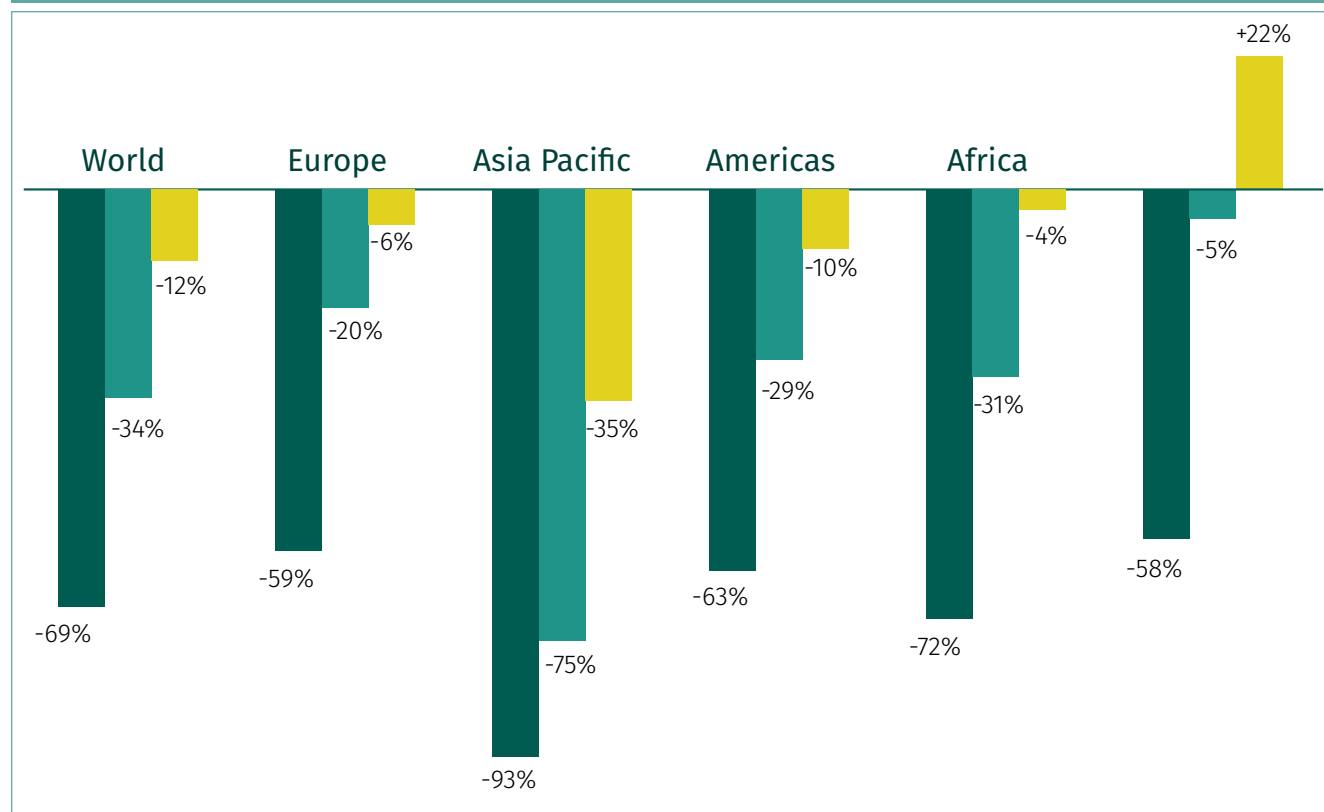


Source: UNWTO, 2023

- The Middle East recorded the best results, with arrivals 22% above pre-pandemic levels. Africa recovered 96% of 2019 numbers, Europe 96%, the Americas 90% and Asia and the Pacific 65%

2.1.1. Growth in Tourist Arrivals by Region: 2023 Vs 2019

Figure 3: Regional Variations in Tourist Arrivals in the World: 2019 Vs 2023.



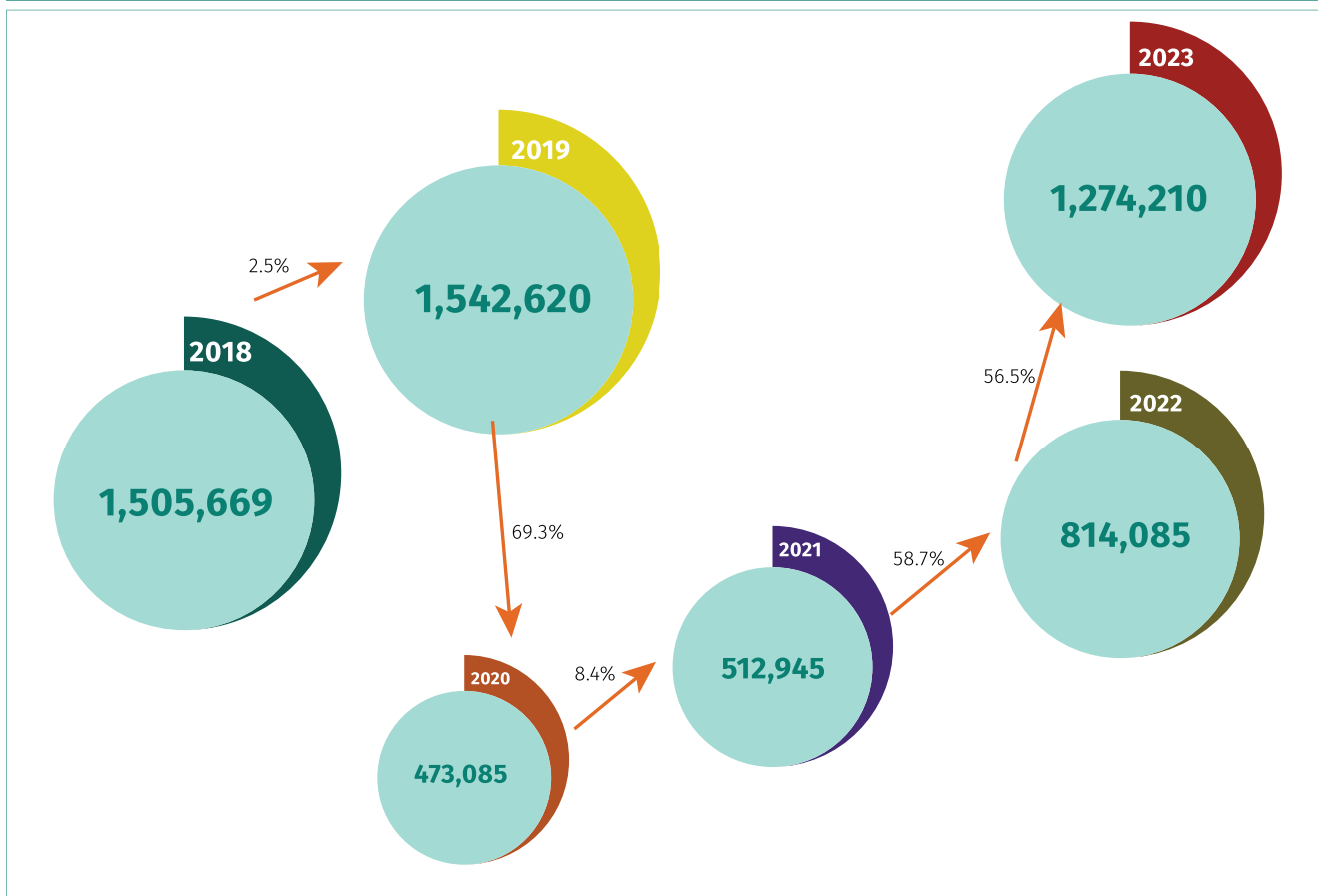
Source: UNWTO, 2023

2.2 TOURISM PERFORMANCE IN UGANDA

2.2.1. International Tourist Arrivals to Uganda

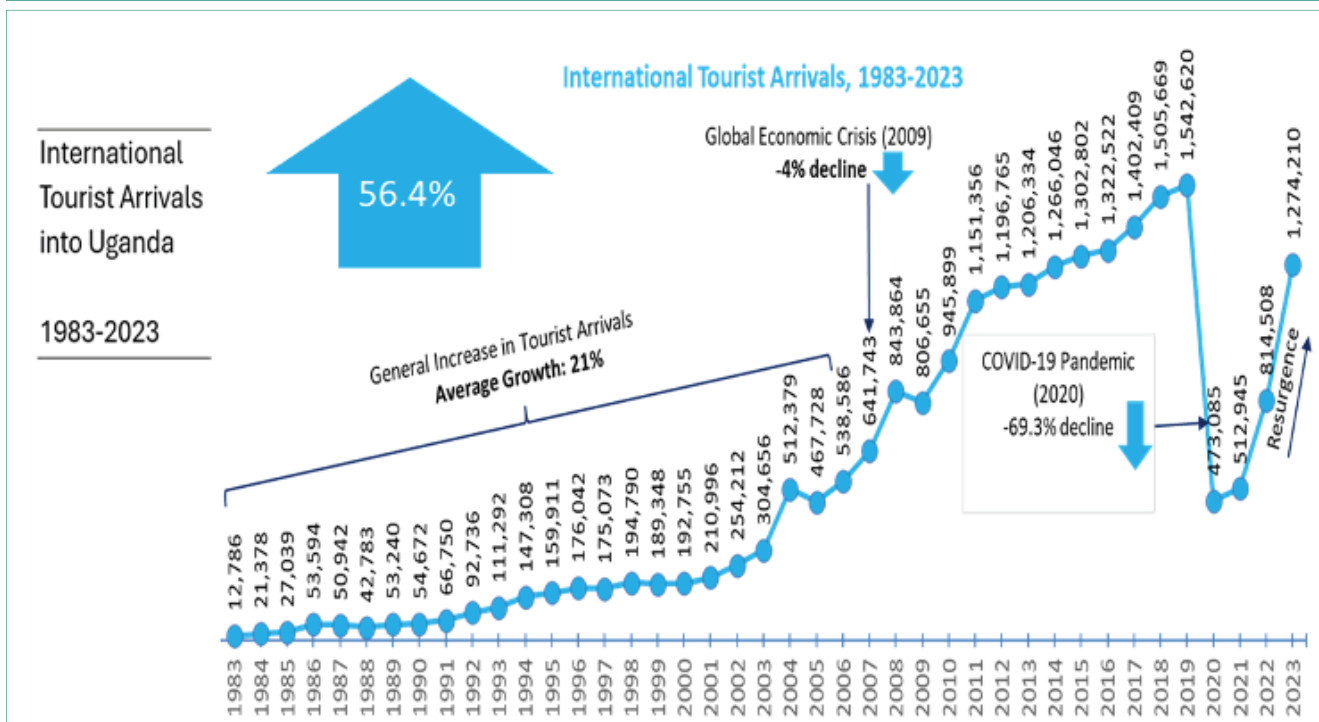
- Uganda's tourism sector demonstrated remarkable resilience in 2023
- Tourist Arrivals increased by 56.4% to reach 1,274,210 during the year 2023, compared to 814,508 in 2022 with all markets performing positively.
- The growth in arrivals into Uganda was strongly backed by positive growth recorded from Mainland Africa and growth in the country's traditional Overseas source markets such as UK, USA and India.
- International tourism in Uganda recovered 82.6% of pre-pandemic levels in 2023 (-17.4% versus pre-pandemic year 2019).

Figure 4: International Tourist Arrivals to Uganda, 2018-2023



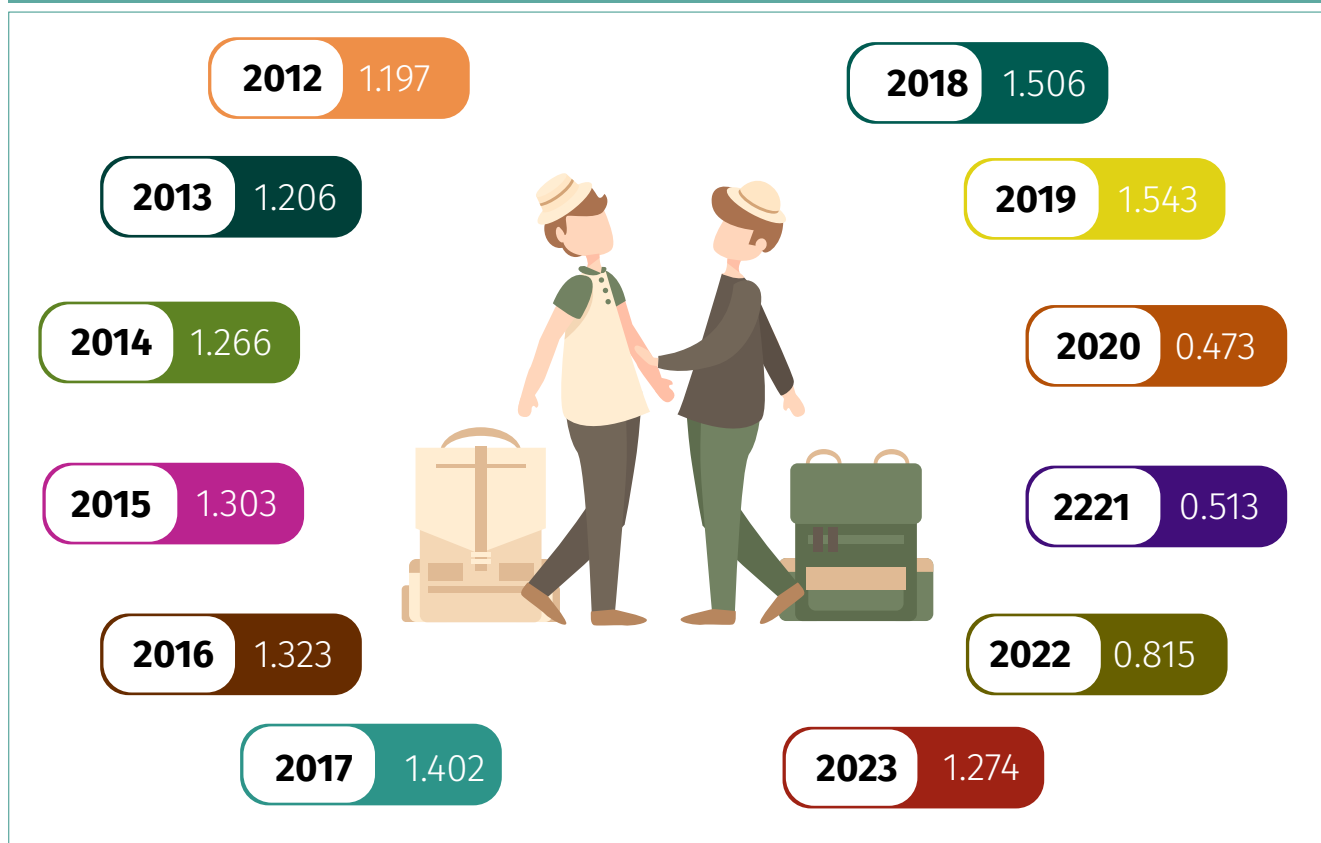
Source: UBOS using PISCES System 2023, Ministry of Internal Affairs

Figure 5: Trend in Tourist Arrivals, 2003-2023



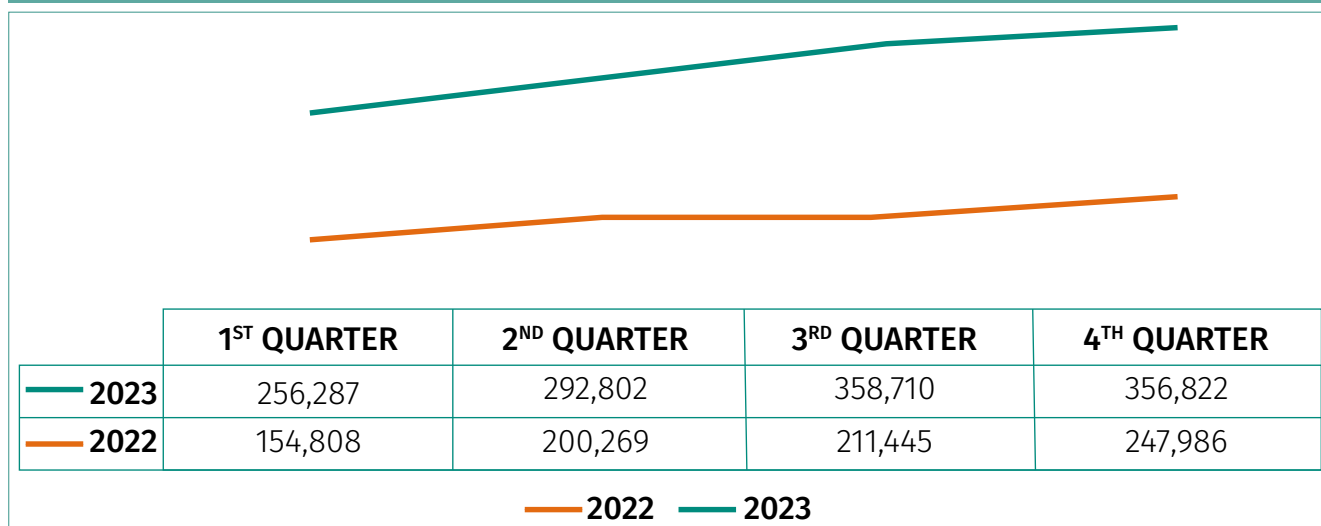
Source: UBOS using PISCES System 2023, Ministry of Internal Affairs

Figure 6: Illustration of International Tourist Arrivals, 2012-2023



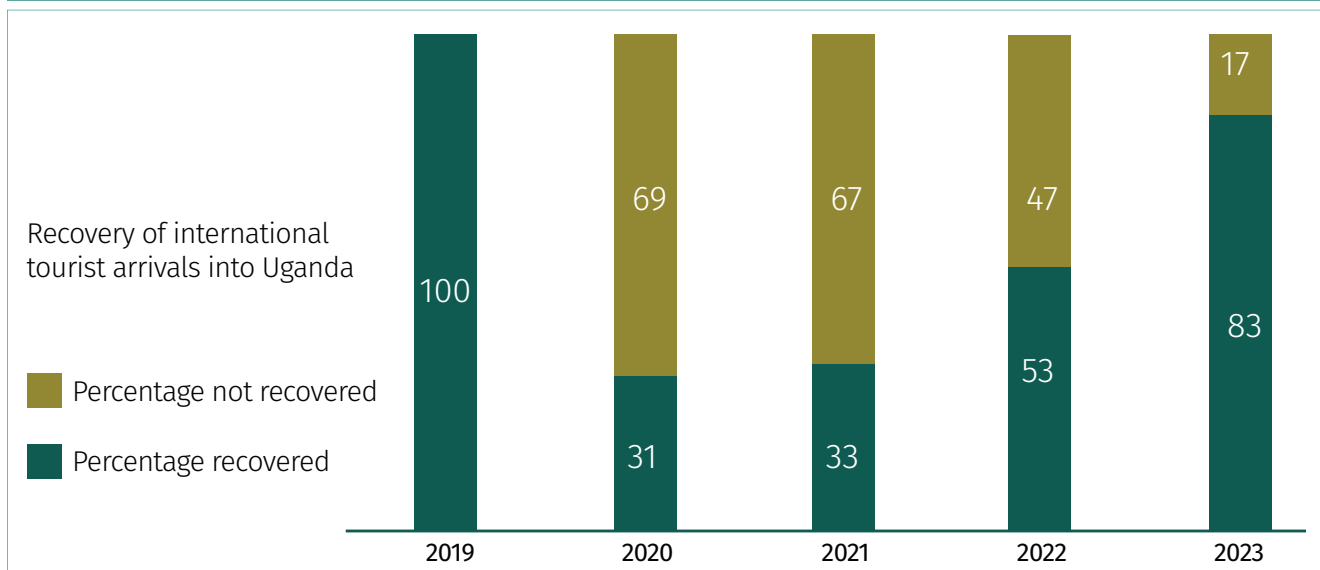
Source: UBOS using PISCES System 2023, Ministry of Internal Affairs

Figure 7: Tourist Arrivals by Quarter, 2022-2023



Source: UBOS using PISCES System 2023, Ministry of Internal Affairs

Figure 8: Recovery of International Tourist Arrivals (% of 2019 Levels)



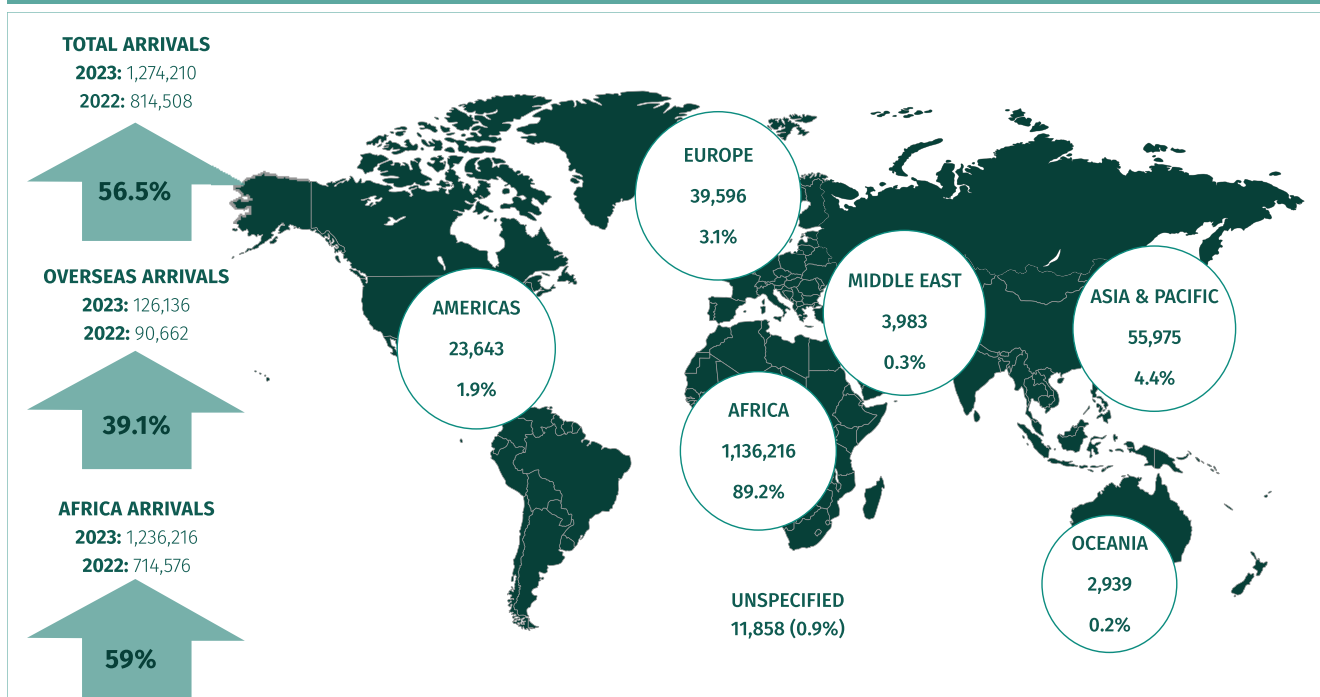
Source: UBOS using PISCES System 2023, Ministry of Internal Affairs

- Figure 8 reflects that tourism industry is on a steady path to recovery from the impacts of the COVID-19 pandemic, moving closer to pre-pandemic levels of international tourism each year after the initial drop in 2020.
- International tourist arrivals were very close to the levels seen in 2019. This demonstrates a strong rebound in the tourism sector, with only 17% not recovered, which could be attributed to the lifting of travel restrictions and global vaccination efforts easing the effects of the pandemic.

2.2.2. Geographical distribution of Tourist Arrivals to Uganda

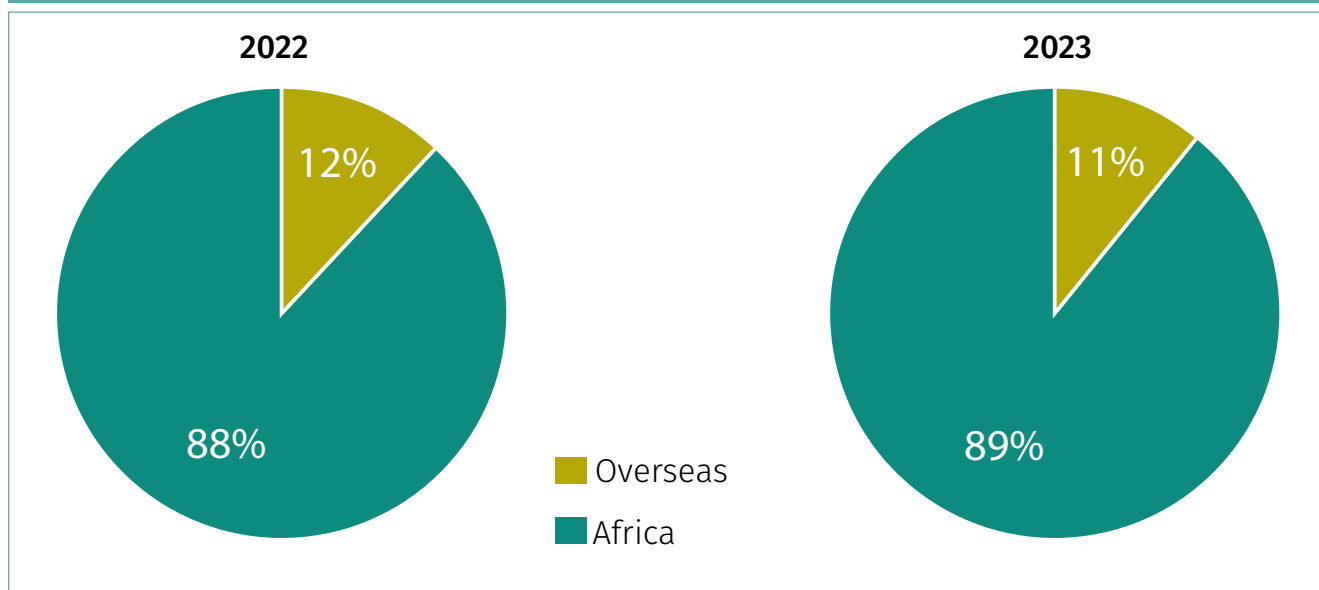
- Figure 9 shows a robust year-over-year growth in tourist arrivals, with the African region being the dominant source of tourists. There is notable growth across all regions, reflecting a broad-based recovery or expansion of the tourism market.
- Overseas arrivals accounted for 126,136 in 2023, up 39.1% from 90,662 in 2022
- A significant majority of arrivals were from Africa, with 1,136,216 in 2023. This is a 59% increase from 714,576 in 2022.

Figure 9: Tourist Arrivals Market Share by Source Region 2023



Source: UBOS using PISCES System 2023, Ministry of Internal Affairs

Figure 10: Market Share by Overseas/Africa 2022-2023



Source: UBOS using PISCES System 2023, Ministry of Internal Affairs

- The growth registered in 2023 was largely driven by increase in arrivals from Mainland Africa.
- Destination Uganda is still grappling with the challenge of growing the overseas market. The overseas share shrunk by 1 percentage point from 12% in 2022 to 11% in 2023 while that for Africa rose by the same margin.
- It is worth noting that this is the most critical bracket as overseas tourists are generally high spenders (High value markets) and thus contribute significantly to foreign exchange earnings.
- Arrivals from Africa continue to dominate Uganda's Inbound tourism with a share of 89.2%
- Asia (4.4%), Europe (3.1%) and the Americas (1.9%) continue to be the biggest contributors of overseas tourist arrivals.

2.2.3. Tourist Arrivals by Source Region, 2022-2023

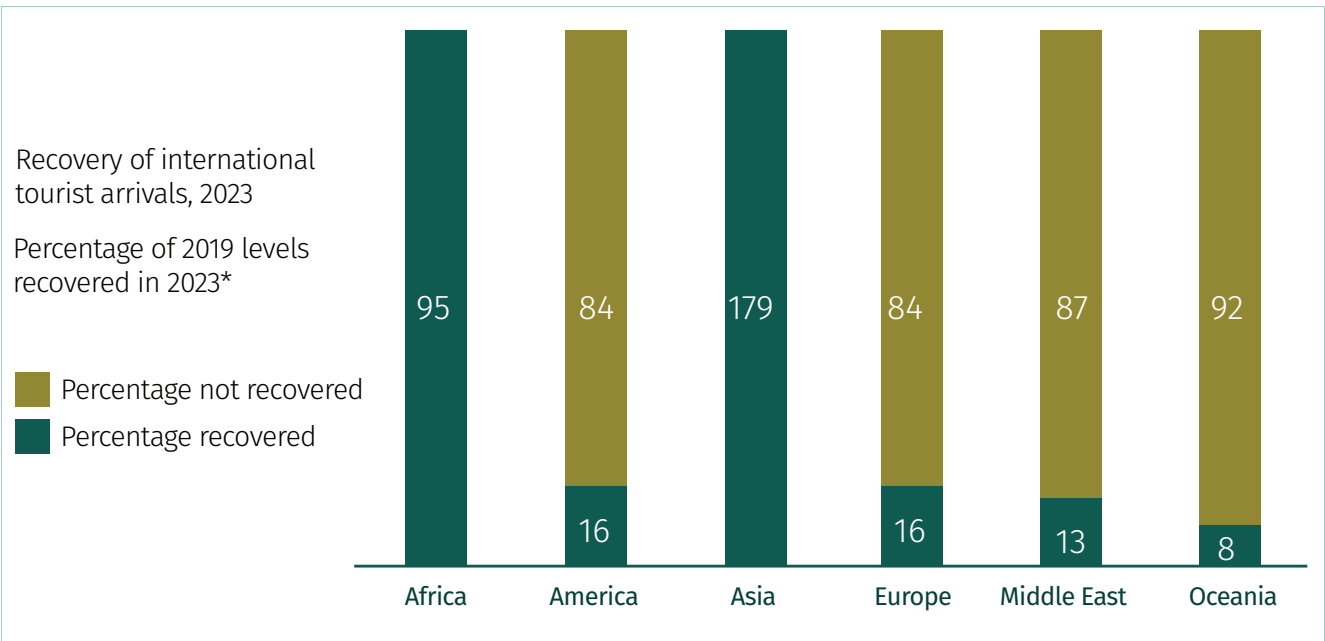
Region	2022	2023	Change
Africa	714,576	1,136,216	59.0%
America	17,590	23,643	34.4%
Asia	40,172	55,975	39.35
Europe	27,814	39,596	42.4%
Middle East	3,472	3,983	14.7%
Oceania	1,614	2,939	82.1%
Unspecified	8,847	11,858	34.0%
Total	814,085	1,274,210	56.5%

Source: UBOS using PISCES System 2023, Ministry of Internal Affairs

- Overall, all regions experienced an increase in tourist arrivals to Uganda between 2022 and 2023.
- The largest relative increase was seen from Oceania, while the Middle East had the smallest relative increase.
- Overall, the total increase in tourist arrivals is quite substantial, indicating a strong upward trend in tourism to Uganda for the year 2023

2.2.4. Recovery of international tourist arrivals by Region.

Figure 11: Recovery of international tourist arrivals, 2023: Percentage of 2019 levels recovered in 2023



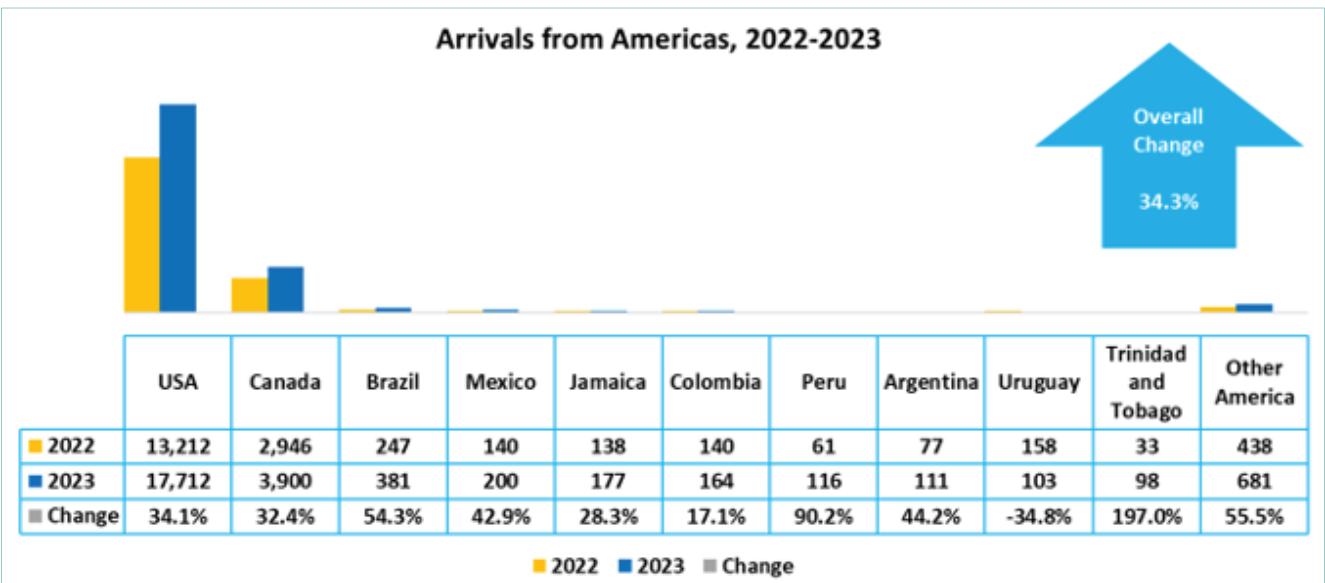
Source: UBOS using PISCES System 2023, Ministry of Internal Affairs

- Figure 11 shows a varied recovery of international tourist arrivals across different regions or categories
- Asia and Africa recorded the best results, with arrivals 79% and 9% above pre-pandemic levels.
- The rest are still in the process of recovery, with varying degrees of success. The Americas recovered 16% of 2019 numbers, Europe 16%, Middle East 13% and Oceania only 8%.

2.3 TOURIST ARRIVALS BY SOURCE MARKET

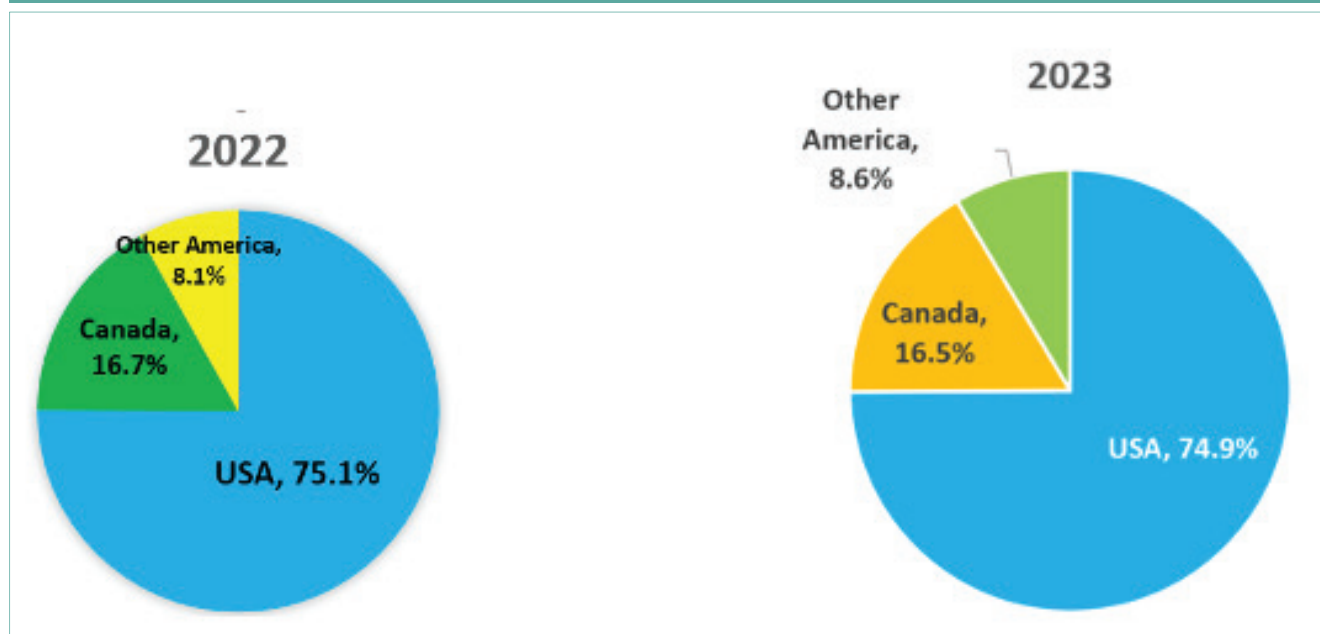
2.3.1. Americas

Figure 12: Tourist Arrivals from America, 2022-2023



Source: UBOS using PISCES system 2023, Ministry of Internal Affairs

Figure 13: Market Share of Tourist Arrivals from America, 2022-2023



Source: UBOS using PISCES system 2023, Ministry of Internal Affairs

- Tourist arrivals from the Americas increased by 34.3% in 2023 from 17,590 visitors recorded in 2022 to 23,643 in 2023, with the USA increasing by 34.1%.
 - This region has only recovered 16% of the pre-pandemic levels of 2019.
 - USA remains Uganda's largest source market in the Americas region contributing 74.9% in 2023, followed by Canada. (16.5%).
 - Canada also experienced significant growth, with arrivals going up from 2,946 to 3,900, marking a 32.4% increase.
 - Trinidad and Tobago experienced the highest percentage increase in 2023 when compared to 2022.
 - Uruguay is the only country that experienced a decline, with a -34.8% change, decreasing from 158 to 103.
- Arrivals from Europe 2022-2023

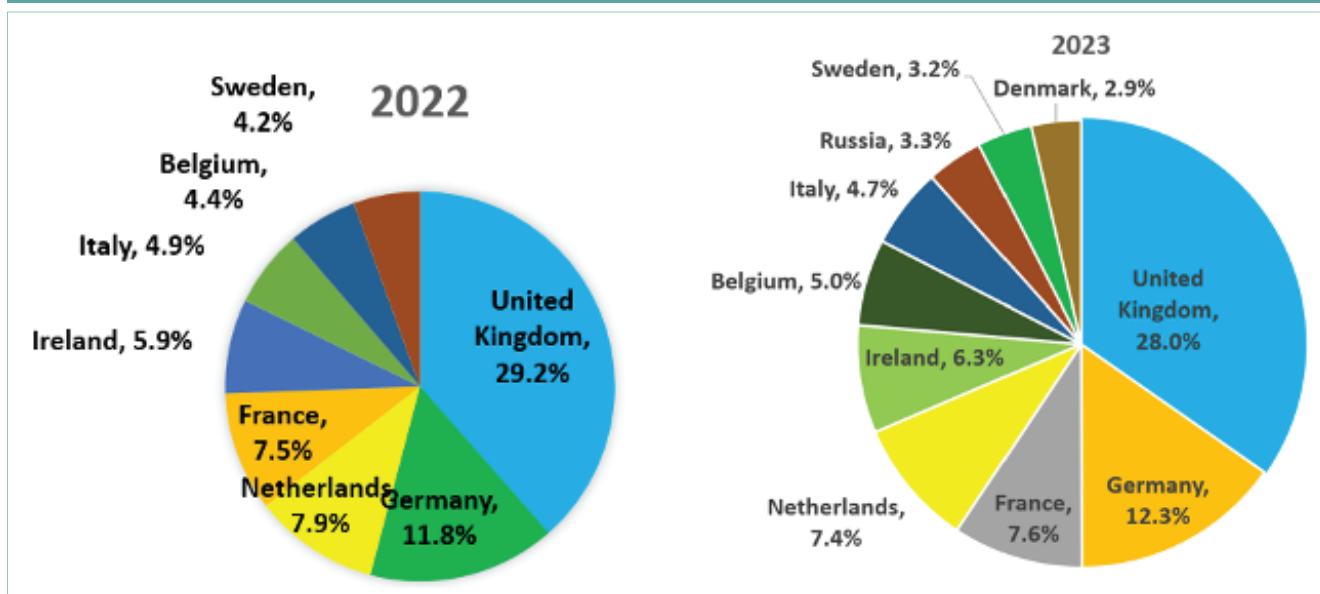
2.3.2. Europe

Figure 14: Tourist Arrival from Europe, 2022-2023



Source: UBOS using PISCES System 2023, Ministry of Internal Affairs

Figure 15: Market share of Tourists from Europe

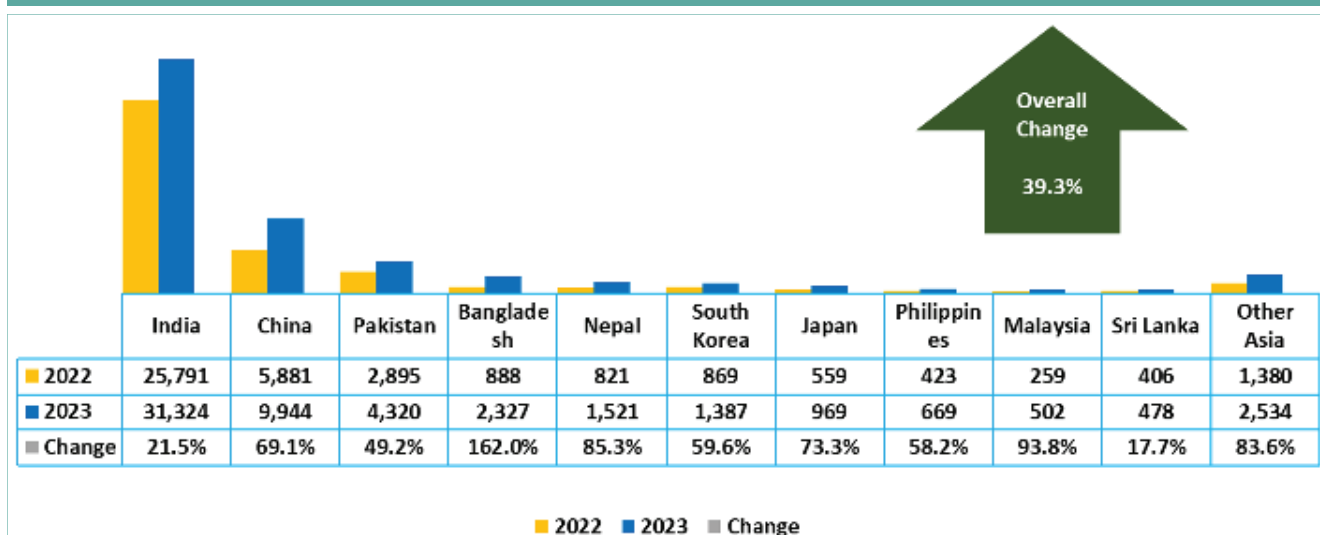


Source: UBOS using PISCES System 2023, Ministry of Internal Affairs

- Tourist arrivals from Europe increased by 42.4% from 27,814 to 39,596 with all major markets increasing in 2023. This indicates a robust recovery in tourism from European countries from 2022 to 2023.
- The increase in European arrivals was mainly driven by United Kingdom, Germany, France, Netherlands and Ireland which jointly account for more than 60% of arrivals from Europe to Uganda.
- UK remains the largest market for Uganda in this region mostly due to the strong colonial ties.
- Italy, Ireland and Belgium are the other markets to take note of, especially as Uganda has recently registered its presence there through MDR firms. There is need for continuous aggressive marketing efforts.
- This region has only recovered 16% of the 2019 pre-pandemic levels

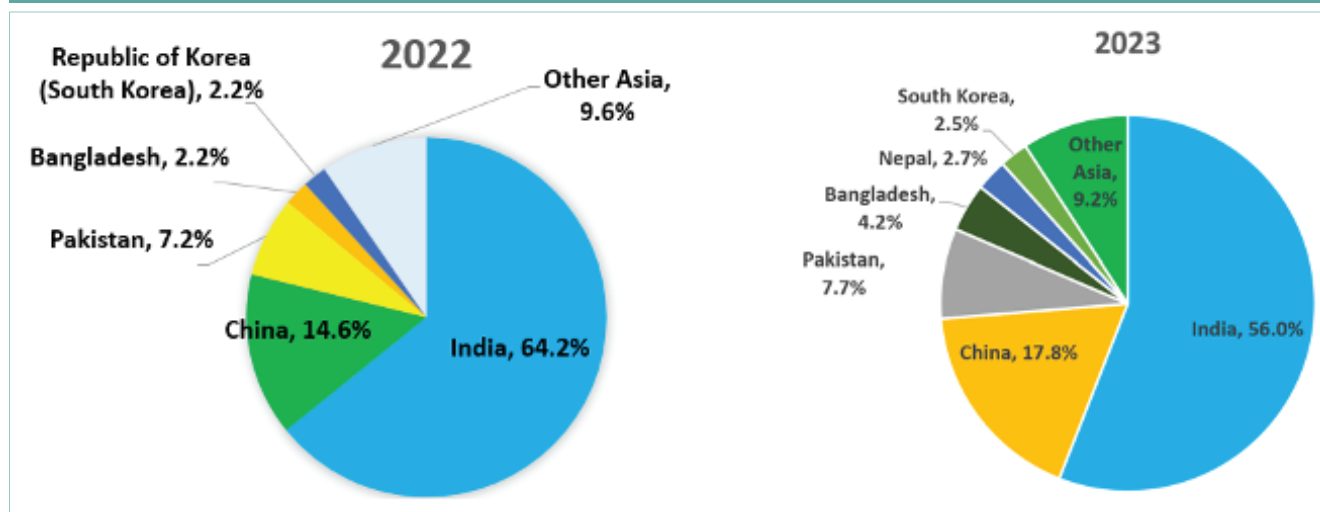
2.3.3. Asia

Figure 16: Tourist Arrivals from Asia 2022-2023



Source: UBOS using PISCES stem 2023, Ministry of Internal Affairs

Figure 17: Market Share of Tourist Arrivals from Asia 2022-2023

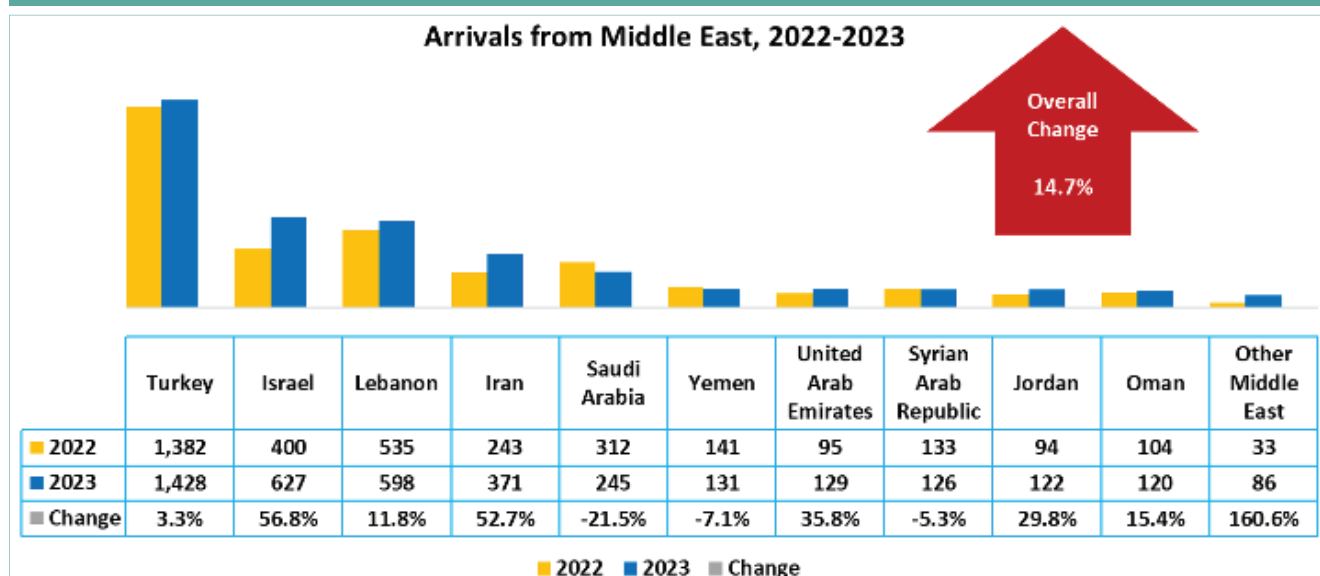


Source: UBOS using PISCES System 2023, Ministry of Internal Affairs

- Arrivals from the Asian market continued to increase in 2023 recording a 39.3% increase from 40,172 in 2022 to 55,975.
- Arrivals from all major markets in Asia recorded growth: Bangladesh, Malaysia, Nepal and Japan indicated the greatest growth.
- India and China remained the 1st and 2nd largest Asian markets to Uganda with a total contribution of more than 70% of arrivals from Asia to Uganda in 2023.
- In 2023, the Market Share of India dropped from 64.2% in 2022 to 56% while that of China expanded from 14.6% to 17.8%.
- With investment in effective marketing within these regions, a lot can be achieved.
- This region has already surpassed the 2019 pre-pandemic levels, with arrivals 79% above 2019 figures

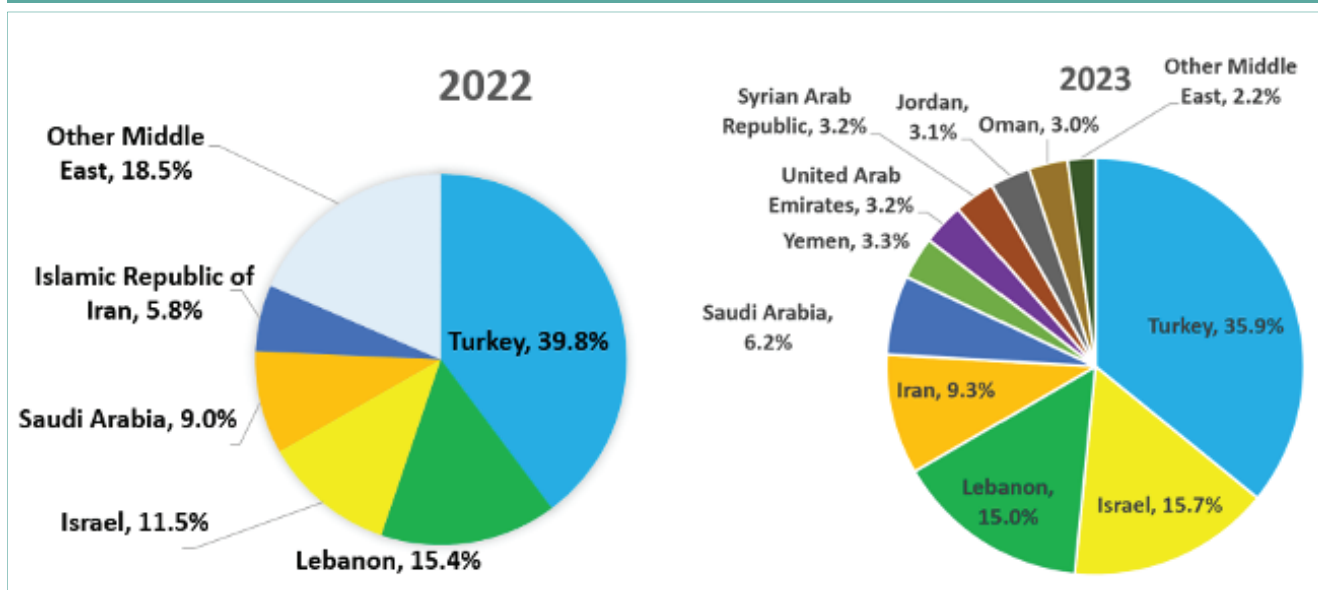
2.3.4. Middle East

Figure 18: Tourist Arrivals from the Middle East 2022-2023



Source: UBOS using PISCES System 2023, Ministry of Internal Affairs

Figure 19: Market Share of Tourist Arrivals from the Middle East 2022-2023

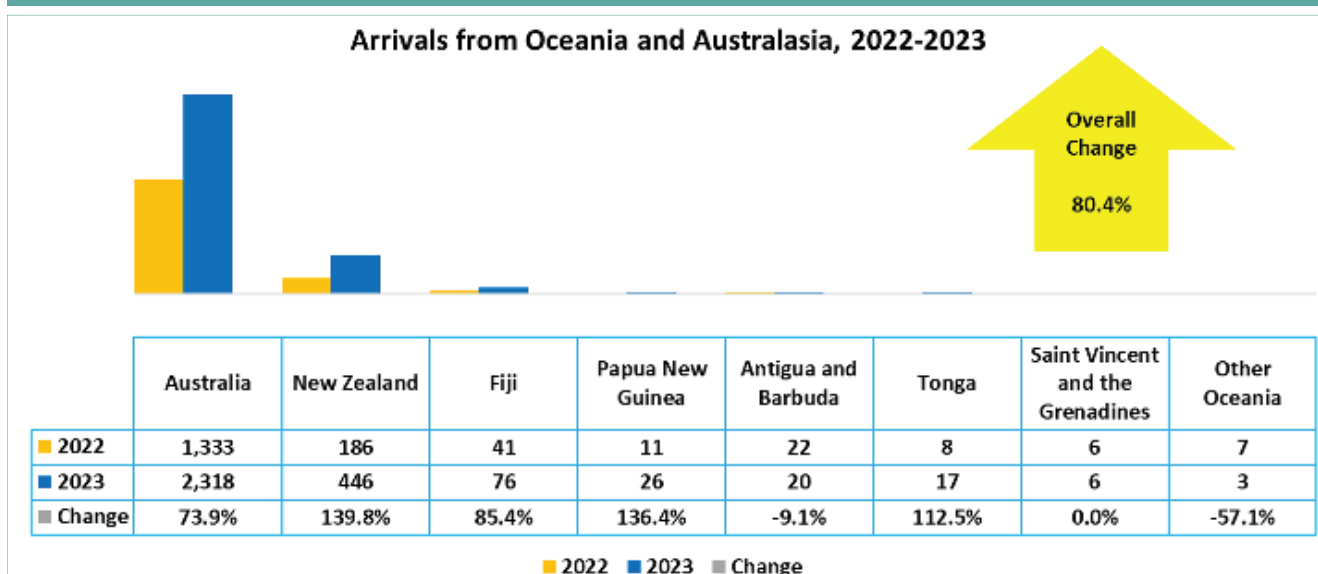


Source: UBOS using PISCES System 2023, Ministry of Internal Affairs

- Tourist Arrivals from Middle East to Uganda grew by 14.7% from 3,472 in 2022 to 3,983 in 2023.
- Although Arrivals from Middle East recorded a 14.7% increase, the region remained suppressed with less than 4,000 tourist arrivals into Uganda annually.
- Turkey continues to dominate in its share of arrivals from the Middle East having commanded 35.9% of arrivals from this market in 2023.
- Israel, Lebanon and Iran are the other countries that drove increases within the Middle East Market in 2023. These three have great potential and therefore must be considered in terms of marketing.
- Overall, while most Middle Eastern countries saw an increase in tourist arrivals, Saudi Arabia, Yemen, and the Syrian Arab Republic experienced a decline.
- This region has only recovered 13% of the pre-pandemic 2019 levels

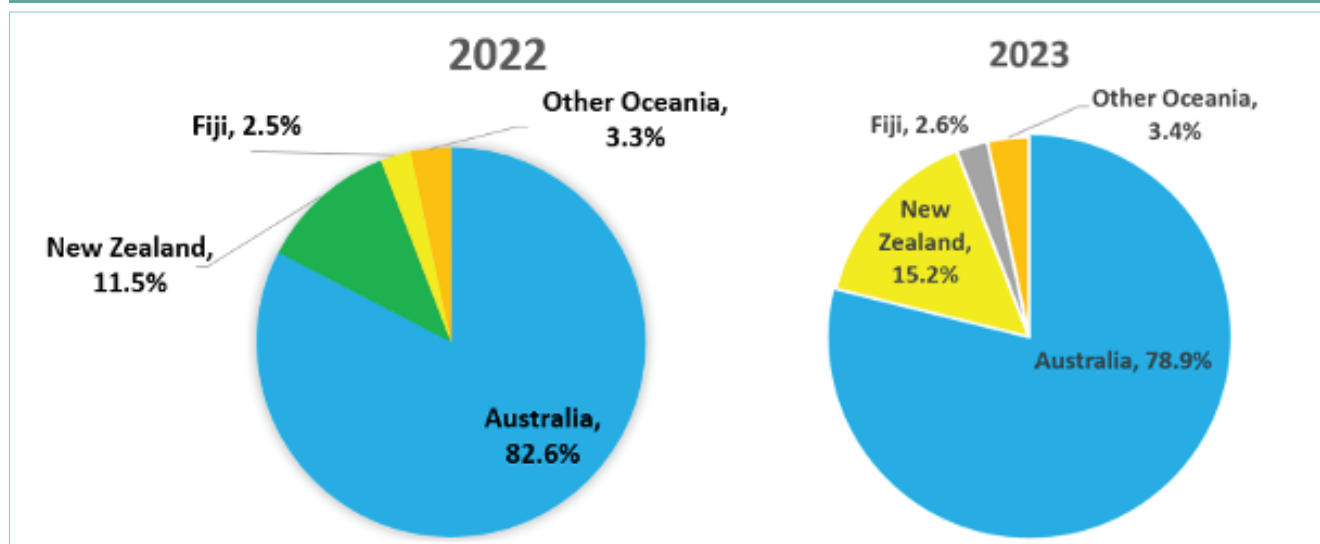
2.3.5. Oceania and Australasia

Figure 20: Tourist Arrivals from Oceania and Australasia, 2022-2023



Source: UBOS using PISCES System 2023, Ministry of Internal Affairs

Figure 21: Market Share of Tourist Arrivals from Oceania and Australasia, 2022-2023

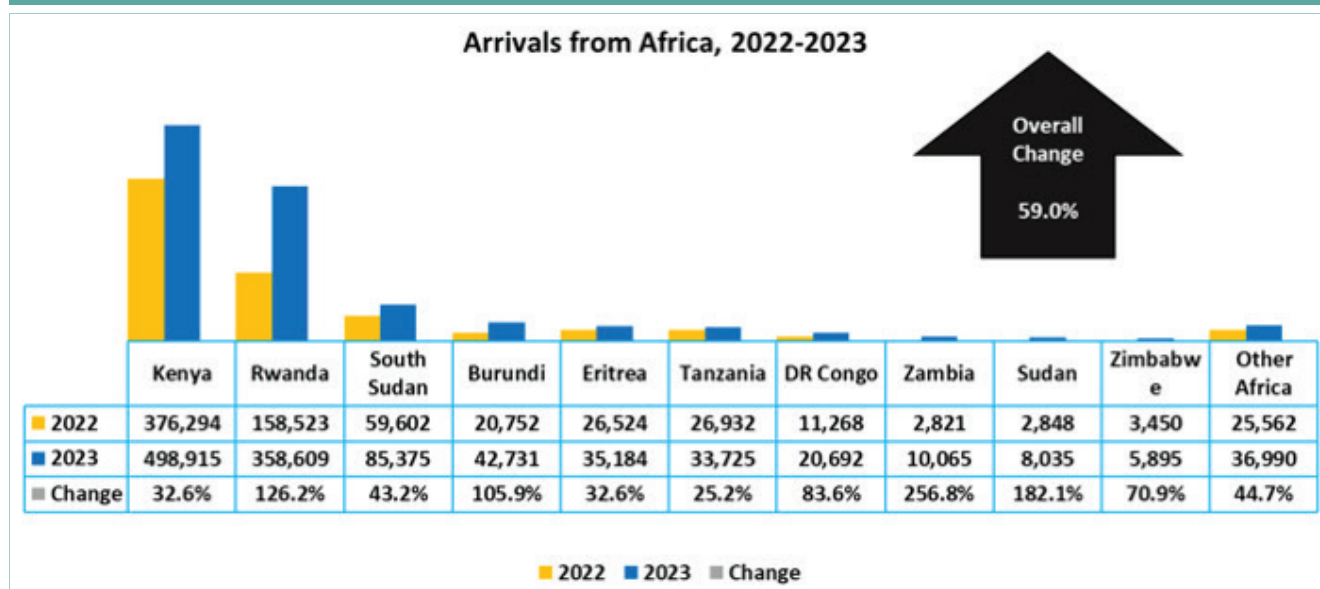


Source: UBOS using PISCES System 2023, Ministry of Internal Affairs

- Arrivals from Oceania increased by 82.1% with Australia and other islands showing positive growth in 2023.
- Tourist Arrivals from Oceania grew from 1,614 visitors in 2022 to 2,939 visitors in 2023.
- This region has recovered only 8% of the pre-pandemic 2019 levels.
- Australia and New Zealand continue to dominate this region, jointly contributing more than 90% of all arrivals from the region to Uganda in 2023.
- Notable is that the market share of Australia dropped in 2023 to 78.9% from 82.6% in 2022.
- Overall, with the exception of Antigua and Barbuda, which saw declines, and Saint Vincent and the Grenadines which remained the same, there are substantial increases in tourist arrivals from this region.

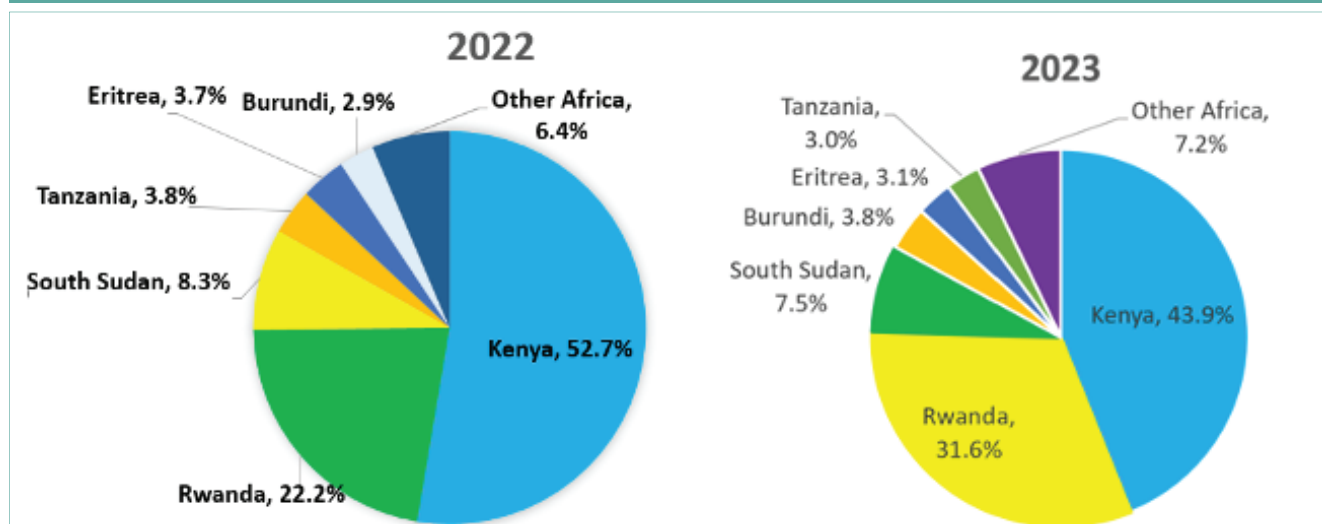
2.3.6. Africa

Figure 22: Tourist Arrivals from Africa, 2022-2023



Source: UBOS using PISCES System 2023, Ministry of Internal Affairs

Figure 23: Market Shares for Tourist Arrivals from Africa, 2022-2023



Source: UBOS using PISCES System 2023, Ministry of Internal Affairs

- Tourist Arrivals from mainland registered a 59% increase on the backdrop of arrivals from Kenya, Rwanda and South Sudan.
- African arrivals to Uganda stood at 1,136,216 in 2023, up from 714,576 visitors recorded in in 2022.
- The growth registered in total tourist arrivals in 2023 was largely driven by increase in arrivals from mainland Africa
- Kenya and Rwanda alone contributed 75.5% of all arrivals from mainland Africa to Uganda in 2023.
- It is worth noting that the market Share of Rwanda increased in 2023 from 22.2% in 2022 to 31.6%. This was largely due to the Visiting friends and relatives component.
- The EAC Partner States contributed close to 90% of all arrivals from mainland Africa to Uganda.

2.4 TOP 10 OVERSEAS MARKETS

Table 2: Top 10 Overseas Source Markets, 2022-2023

2022				2023			
Rank	Market	Arrivals	%Share	Rank	Market	Arrivals	%Share
1	India	25,791	28.4	1	India	31,324	24.8
2	USA	13,212	14.6	2	USA	17,712	14.0
3	United Kingdom	8,108	8.9	3	United Kingdom	11,069	8.8
4	China	5,881	6.5	4	China	9,944	7.9
5	Germany	3,279	3.6	5	Germany	4,864	3.9
6	Canada	2,946	3.2	6	Pakistan	4,320	3.4
7	Pakistan	2,895	3.2	7	Canada	3,900	3.1
8	Netherlands	2,193	2.4	8	France	3,002	2.4
9	France	2,081	2.3	9	Netherlands	2,937	2.3
10	Ireland	1,649	1.8	10	Ireland	2,488	2.0

Source: UBOS using PISCES System 2023, Ministry of Internal Affairs

- India continued to remain the major overseas market for Uganda in 2023.
- USA, UK, China and Germany maintained the 2nd, 3rd and 4th places, both in 2022 and 2023.
- Pakistan and France were the two markets that rose in their rankings while Canada and Netherlands fell in 2023.
- Ireland maintained its position in 2023.
- Notably, there is an increase in arrivals across the board, but the market share percentages for India and the USA have decreased, indicating that while they are growing, other markets are increasing at a faster rate.
- There were no new entries or dropouts of the top 10 overseas markets in 2023.

2.5 TOP 10 POTENTIAL OVERSEAS MARKETS

Table 3: Top 10 Potential Overseas Source Markets, 2022-2023

2022				2023			
Rank	Market	Arrivals	%Share	Rank	Market	Arrivals	%Share
1	Italy	1,355	1.5	1	Bangladesh	2,327	1.8
2	Australia	1,333	1.5	2	Australia	2,318	1.8
3	Belgium	1,215	1.3	3	Belgium	1,978	1.6
4	Sweden	1,163	1.3	4	Italy	1,850	1.5
5	Turkey	1,120	1.2	5	Nepal	1,521	1.2
6	Denmark	1,026	1.1	6	Turkey	1,428	1.1
7	Bangladesh	888	1.0	7	South Korea	1,387	1.1
8	South Korea	869	1.0	8	Russia	1,303	1.0
9	Nepal	821	0.9	9	Sweden	1,255	1.0
10	Switzerland	744	0.8	10	Denmark	1,152	0.9

Source: UBOS using PISCES System 2023, Ministry of Internal Affairs

- Bangladesh has come out as a potential overseas market to look out to in 2024 moved from 7th place in 2022 to the top position in 2023 among top ten potential overseas markets in 2023.
- Australia, and Belgium retained the same positions in both years.
- Nepal and South Korea were rose in their rankings in 2023 when compared with 2022 while Italy, Turkey, Denmark and Sweden fell.
- Italy dropped from the first position in 2022 to the fourth in 2023, despite an increase in arrivals from 1,355 to 1,850, and its market share slightly increased to 1.5.
- Nepal climbed significantly from the 9th position to the 5th, with arrivals growing from 821 to 1,521, thus increasing its market share to 1.2%.
- Russia was the new entrant into the top ten overseas markets in 2023 at the 8th position with Switzerland giving way.
- This data highlights significant international interest and the potential for further engagement with these key markets to drive tourism growth.
- The most notable changes are the rise of Bangladesh to the top position and the entry of Russia into the top 10.

2.6 TOP 10 AFRICAN MARKETS

Table 4: Top 10 African Source Markets, 2022-2023

Position	Country	2022	%Share	Position	Country	2023	%Share
1	Kenya	376,294	52.7	1	Kenya	498,915	44
2	Rwanda	158,523	22.2	2	Rwanda	358,609	32
3	South Sudan	59,602	8.3	3	South Sudan	85,375	8
4	Tanzania	26,932	3.8	4	Burundi	42,731	4
5	Eritrea	26,524	3.7	5	Eritrea	35,184	3
6	Burundi	20,752	2.9	6	Tanzania	33,725	3
7	D.R. Congo	11,268	1.6	7	D.R. Congo	20,692	2
8	Ethiopia	3,794	0.5	8	Zambia	10,065	1
9	South Africa	3,677	0.5	9	Sudan	8,035	1
10	Nigeria	3,626	0.5	10	Zimbabwe	5,895	1

Source: UBOS using PISCES System 2023, Ministry of Internal Affairs

- Kenya, Rwanda and South Sudan retained the 1st, 2nd and 3rd positions and continue to be Uganda's largest African markets, jointly all accounting for 80% of all arrivals in Africa in 2023.
- The top 3 source markets retained the same positions in both years.
- Tanzania fell in their rankings while Burundi rose.
- Burundi moved up from the sixth position in 2022 to the fourth in 2023, with a notable increase in both arrivals, from 20,752 to 42,731, and market share, from 2.9% to 4%.
- Tanzania dropped from the fourth to the sixth position, despite an increase in arrivals from 26,932 to 33,725. Its market share remained steady at 3%.

- Eritrea and D.R Congo retained their positions in both years
- Zambia at 8th Position, Zimbabwe at 10th Position and Sudan at position 9 were the new entrants into the top ten African markets in 2023 with Ethiopia, Nigeria and South Africa falling off.
- Overall, While Kenya and Rwanda continue to lead by a significant margin, there have been shifts in the positions of other countries, with Burundi making a notable jump. Furthermore, the entry of Zambia, Sudan, and Zimbabwe into the top 10 indicates significant growth in their tourism sectors.

2.7 TOURISTS FROM US, CHINA, AND EUROPE, 2020-2023

Table 5: Number of Tourists from the US, Europe, and China, 2020-2023

Country	2020	2021	2022	2023	%Change 2023-2022
Europe	18,112	16,329	27,814	39,596	42.4%
China	3,824	3,977	5,881	9,944	69.1%
United States of America	7,100	7,571	13,212	17,712	34.1%
Total from US, Europe, and China	29,036	27,877	46,907	67,252	43.4%
Total Tourists	473,085	512,945	814,508	1,274,210	56.4%
Share to total Tourists	6.1%	5.4%	5.8%	5.3%	

Source: UBOS using PISCES System 2023, Ministry of Internal Affairs

- The combined share of tourists from the US, Europe, and China to the total number of tourists has fluctuated slightly but decreased overall from 6.1% in 2020 to 5.3% in 2023.
- This suggests that while the absolute number of tourists from these regions has been increasing, the total growth of tourists is also being driven by other regions, diluting the share percentage of the US, Europe, and China.
- The share of Tourists from the key source markets of US, China, and Europe to the total slightly declined in 2023 from 5.8% in 2022 to 5.3% in 2023 indicating diversification in the source markets for international tourism.

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

Table 6: Number of Tourists from the U.S, Europe, Middle East, China and Japan, 2020-2023

Country	2020	2021	2022	2023	%Change 2023-2022
United States of America	7,100	7,571	13,212	17,712	34.1%
Europe	18,112	16,329	27,814	39,596	42.4%
Middle East	2,293	2,314	3,472	3,983	14.7%
China	3,824	3,977	5,881	9,944	69.1%
Japan	489	229	559	969	
Total from U.S, Europe, Middle East, China and Japan	31,818	30,420	50,938	72,204	41.7%
Total Tourists	473,085	512,945	814,508	1,274,210	56.4%
Share to total Tourists	6.7%	5.9%	6.3%	5.7%	

Source: UBOS using PISCES System 2023, Ministry of Internal Affairs

- The proportion of Tourists from the key source markets of U.S, Europe, Middle East, China and Japan dropped in 2023 from 6.3% in 2022 to 5.7% in 2023.
- The total number of tourists from these combined regions grew from 50,938 in 2022 to 72,204 in 2023, which is a 41.7% increase.
- Overall, the total tourism growth has been significant, but the share of the total coming from these regions has slightly decreased, pointing to a broader global increase in tourism from other areas as well.

2.9 TOURIST PURPOSE OF VISIT

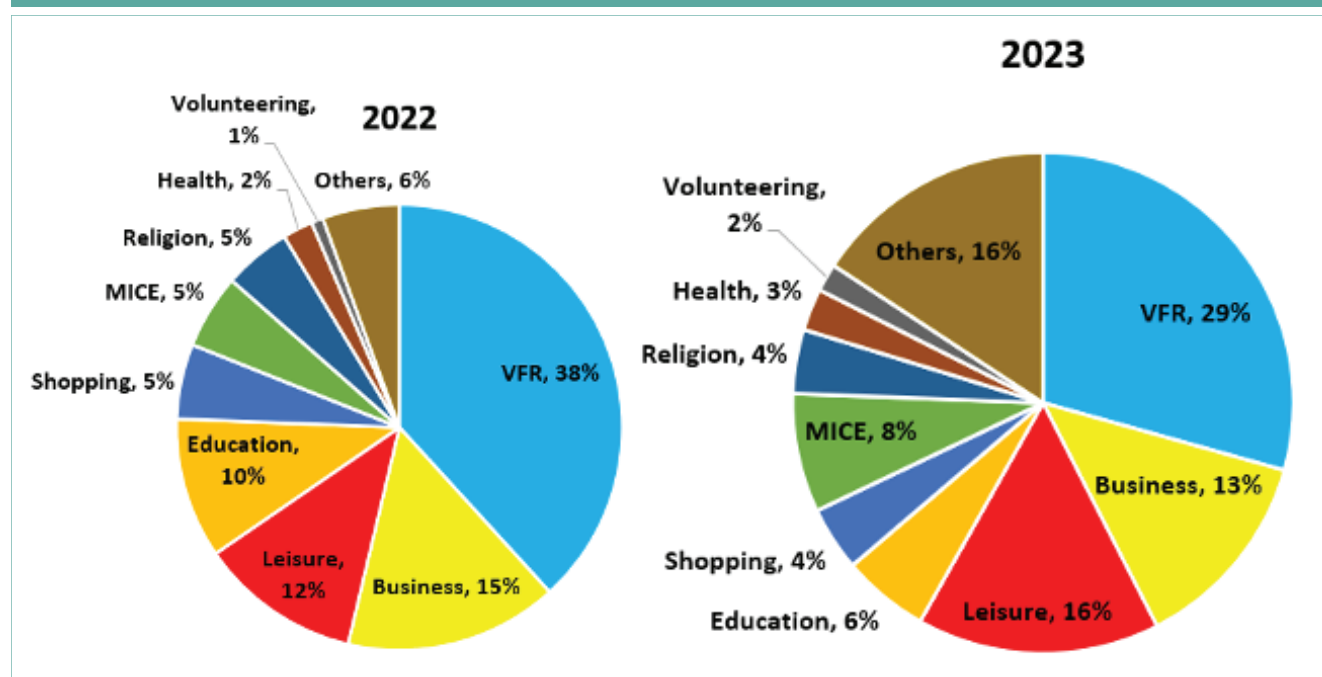
Table 7: Tourist Arrivals by Purpose of Visit, 2022-2023

Year	VFR	Business	Leisure	Education	Shopping	MICE
2023	373,782	167,569	199,716	71,473	53,006	97,806
2022	311,414	125,997	95,394	83,044	44,385	44,027
Change	20%	33%	109.4%	13.9%	19.4%	122.2%

Year	Religion	Health	Volunteering	Others
2023	52,665	34,540	22,912	200,741
2022	39,911	17,897	6,980	45,459
Change	32%	93%	228.3%	341.6%

Source: UBOS using PISCES System 2023, Ministry of Internal Affairs

Figure 24: Tourist Purpose of Visit, 2022-2023



Source: UBOS using PISCES System 2023, Ministry of Internal Affairs

- VFR (29%) and Business (13%) continued to dominate the arrivals into Uganda followed by Leisure (16%) in 2023.
- Generally, numbers of arrivals by all purposes except Education and training rose during in 2023.
- In spite of the full re-opening of Academic Institutions, visits for Education and Training dropped by 13.9% in 2023
- In 2023, the share Leisure visitors increased from 12% to 16% highlighting the marketing efforts invested in by the Government of Uganda.
- Market share of MICE visitors increased to 8% in 2023, up from 5% in 2022.
- Share of Business and VFR dropped in 2023 when compared to 2022.
- Overall, the data indicates significant growth in most of the purposes of visit categories, especially in Leisure, MICE, Volunteering, and Others. There was a decrease in the Education category.
- These changes suggest shifts in tourist behavior and preferences, with a strong rebound in tourism activities related to leisure, events, volunteering, and other unspecified categories

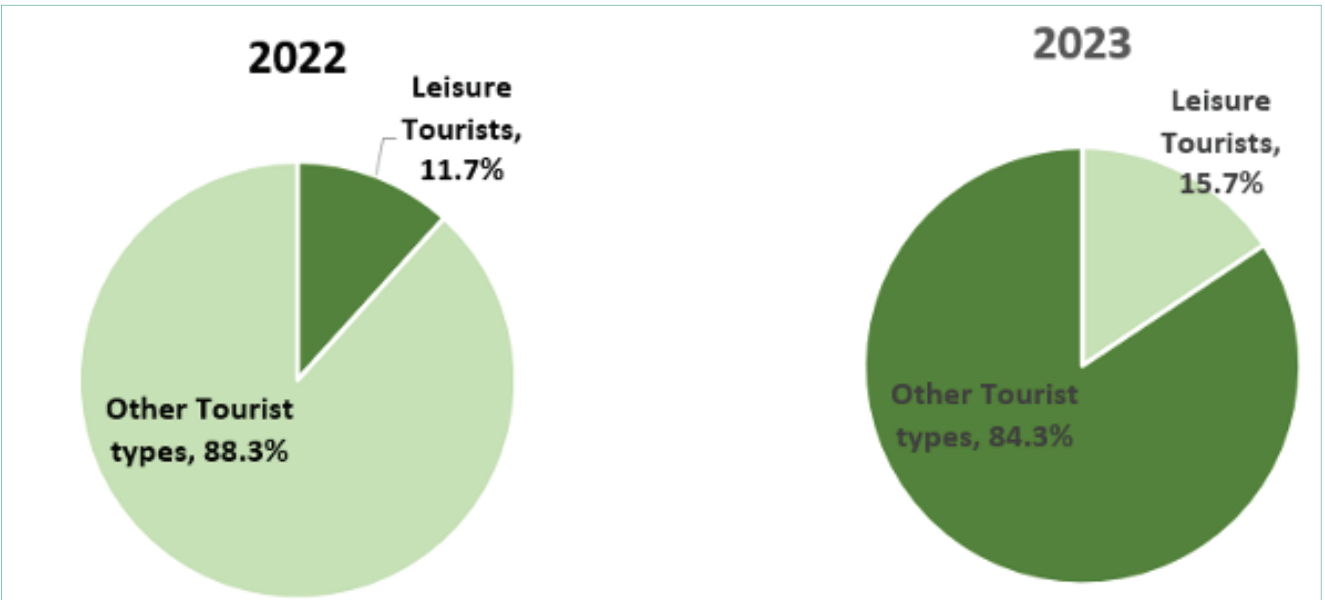
2.10 PROPORTION OF LEISURE TOURISTS TO TOTAL TOURISTS

Table 8: Proportion of Leisure Tourists to total tourists, 2019-2023

Tourist Purpose type	2019	2020	2021	2022	2023
Proportion of Leisure Tourists	19.3%	2.3%	9.0%	11.7%	15.7%
Proportion of Other Tourist types	80.7%	97.7%	91.0%	88.3%	84.3%

Source: UBOS using PISCES System 2023, Ministry of Internal Affairs

Figure 25: Market Share of Leisure Tourists to total tourists, 2022-2023.



Source: UBOS using PISCES System 2023, Ministry of Internal Affairs

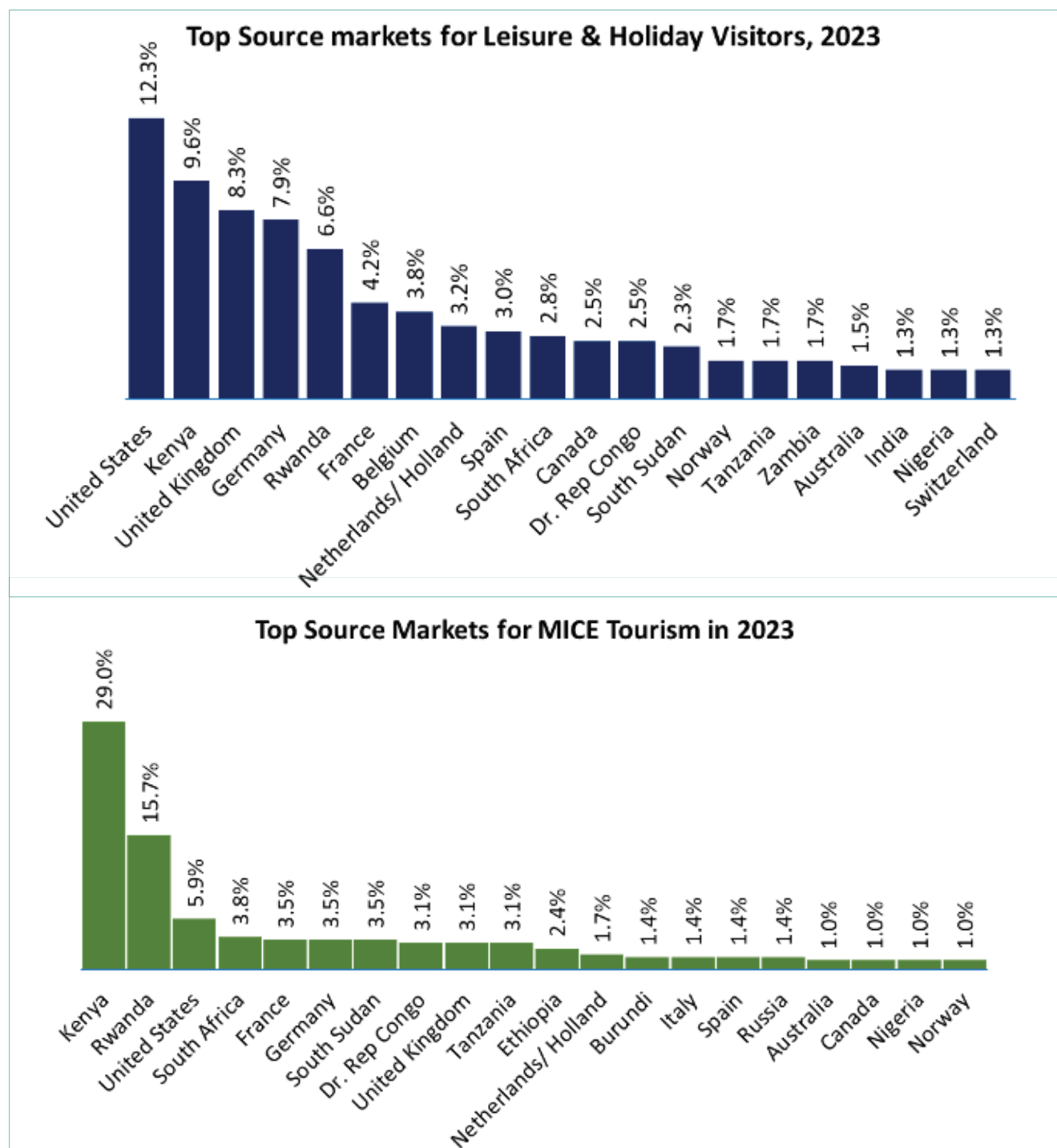
-
- The proportion of Leisure tourists to total tourists increased in 2023 rising from 12% in 2022 to 16% in 2023.
- This is still lower than the 19.3% share of Leisure tourists in the pre-pandemic year 2019.
- Overall, the data points to a recovery in leisure tourism from the significant impacts of the pandemic. While it has not yet reached the pre-pandemic proportion, the steady increase indicates that leisure tourism is regaining its share of total tourism activity



2.11 TOURIST SOURCE MARKETS BY PURPOSE OF VISIT

2.11.1. Top Source Markets by Purpose of Visit, 2023

Figure 26: Top Source Markets by Purpose of Visit, 2023



Source: UBOS using PISCES system 2023, Ministry of Internal Affairs

- USA, Kenya UK and Germany were the main Source markets for Leisure visitors in 2023, jointly contributing 38.1% of all Leisure Visitors into Uganda.
- Kenya, Rwanda, USA and South Africa topped the major source markets for MICE in 2023 accounting for more than 50% of all MICE visitors into Uganda.

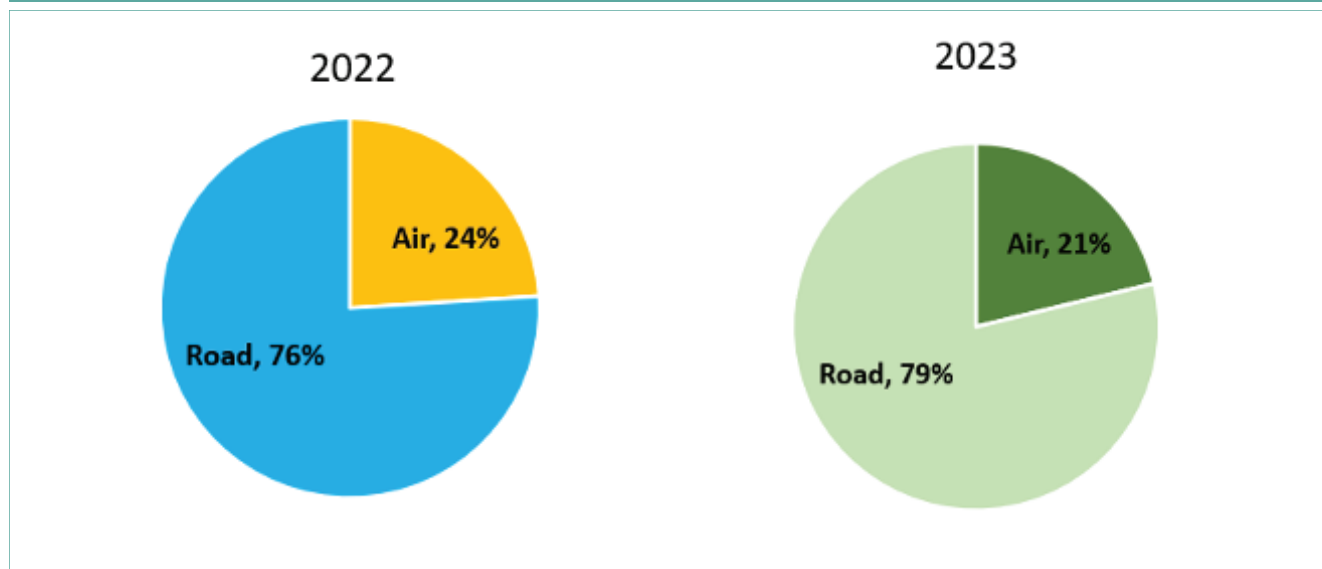
2.12 MODE OF TRANSPORT

Table 9: Tourist's Mode of Travel, 2022-2023

	2022	2023	Change (%)
Air	196,001	270,160	37.8%
Land	618,507	1,004,050	62.3%
Total	814,508	1,274,210	56.4%

Source: UBOS using PISCES system 2023, Ministry of Internal Affairs

Figure 27: Market Share of Tourist Mode of Travel, 2022-2023



Source: UBOS using PISCES System 2023, Ministry of Internal Affairs

- Although road is the dominating mode of transport, in 2023 arrivals by air had a significant increase, recording a 38% growth.
- More than three out of every five arrivals into Uganda came by road
- Arrivals by air contribute 21% of the arrivals into Uganda while arrivals by land contribute the remaining 79% of all the arrivals
- Market share of arrivals by air fell by 3 percentage points while market share by land increased from 76% in 2022 to 79% in 2023.

2.13 LENGTH OF STAY /OVERNIGHTS IN ALL TYPES OF ACCOMMODATION

2.13.1. Average (mean) and median length of stay in nights for visitors

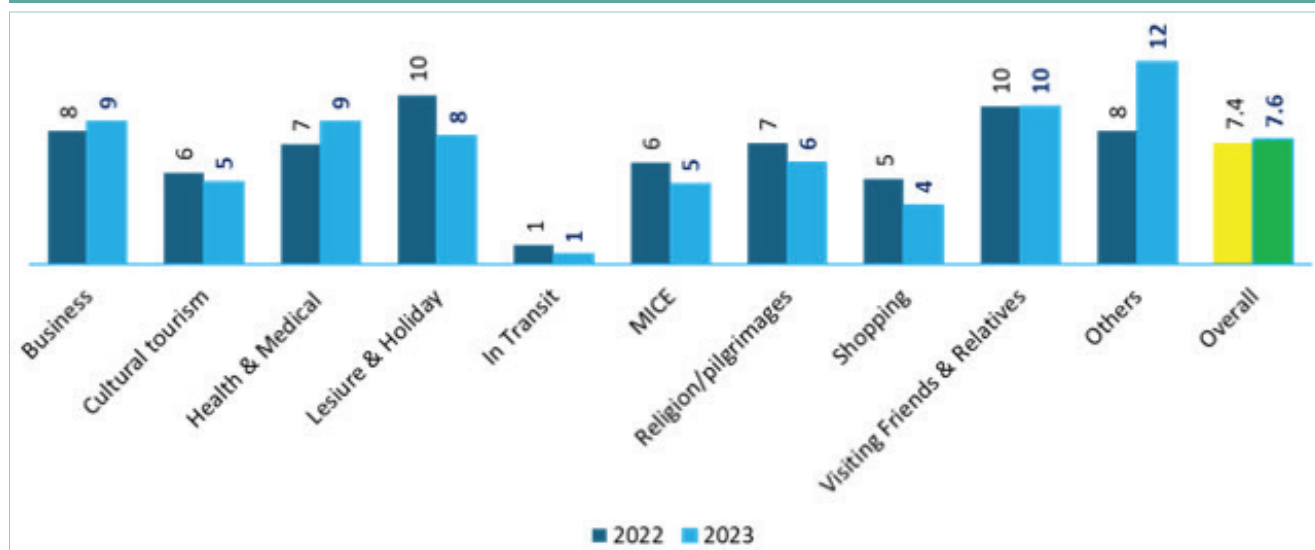
Table 10: Visitor's duration of Stay, 2023

Departure by Air/Road/Purpose of visit	Mean Length of Stay (Nights)			Median		
	2019	2022	2023	2019	2022	2023
Business & Professional	3.0	7.4	9.6	2	4	4
Holidays, Leisure & Recreation	7.6	10.5	7.5	6	8	5
Other	21.3	4	3.3	7	1	1
VFR	6.4	9.7	9.6	5	6	5
GRAND TOTAL	8.3	7.4	7.6	4	4	4

Source: Tourism Expenditure and Motivation Survey Report, 2023 (MTWA)

- Tourists to Uganda stayed for an average of 7.6 nights in 2023 compared to 7.4 nights in 2022
- Those that came for Leisure spent an average of 8 nights exploring Uganda while those who came for MICE spent 5 nights.
- The median length of stay has been consistent at 4 nights across 2022 and 2023

Figure 28: Average Length of Stay of Tourists in Uganda, 2022-2023

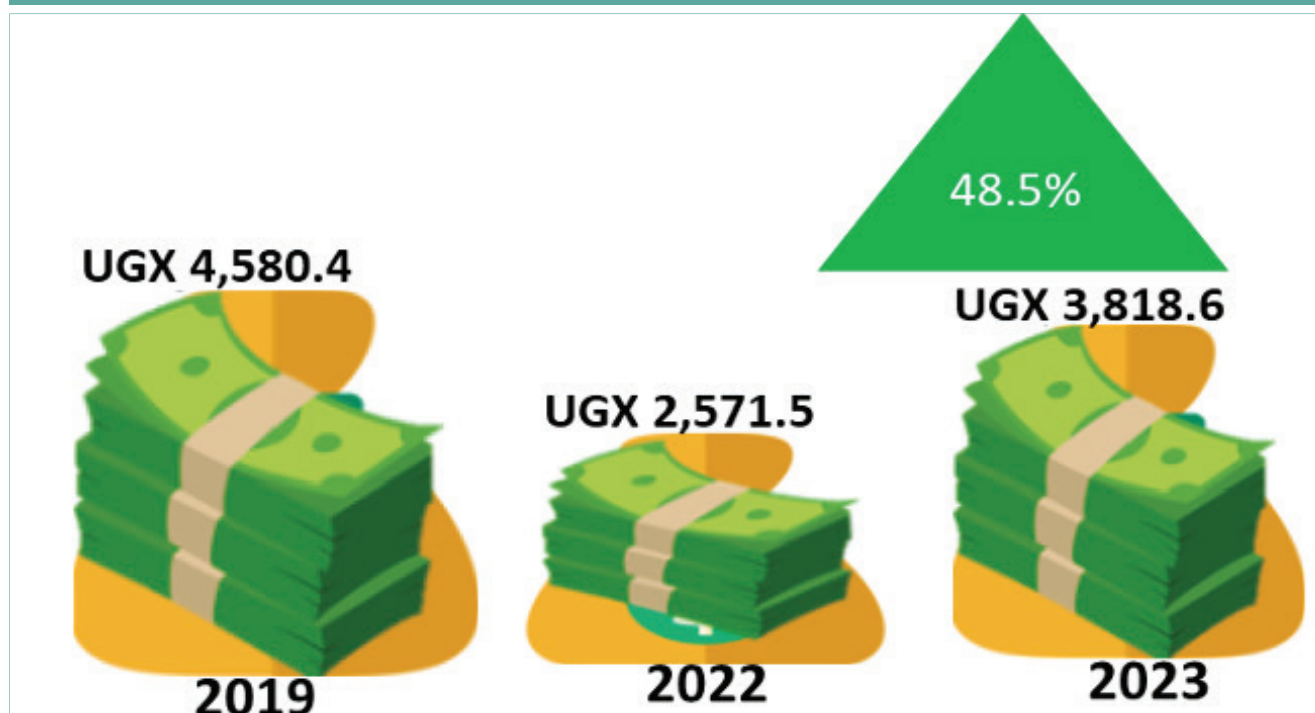


Source: Tourism Expenditure and Motivation Survey Report, 2023 (MTWA)

2.14 TOURISM RECEIPTS

- The International Tourist receipts grew by 48.5% to reach UGX 3,818.6 billion (US\$ 1.025 billion) in 2023, about 83.4% of the UGX 4,580.4 billion (US\$ 1.232 billion) recorded in 2019.
- This represented 11% of total exports and 50% of service exports in 2023.
- In terms of revenue contribution by sub-sectors, accommodation and Food & beverage facilities dominate with a combined share of 54%.
- International Tourism receipts were about 83.4% of the UGX 4,580.4 billion recorded in 2019.
- If the Current growth is continuing, direct tourism revenues could surpass 2019 levels by end of the year 2024.

Figure 29: Tourism Expenditure in Uganda, 2022-2023

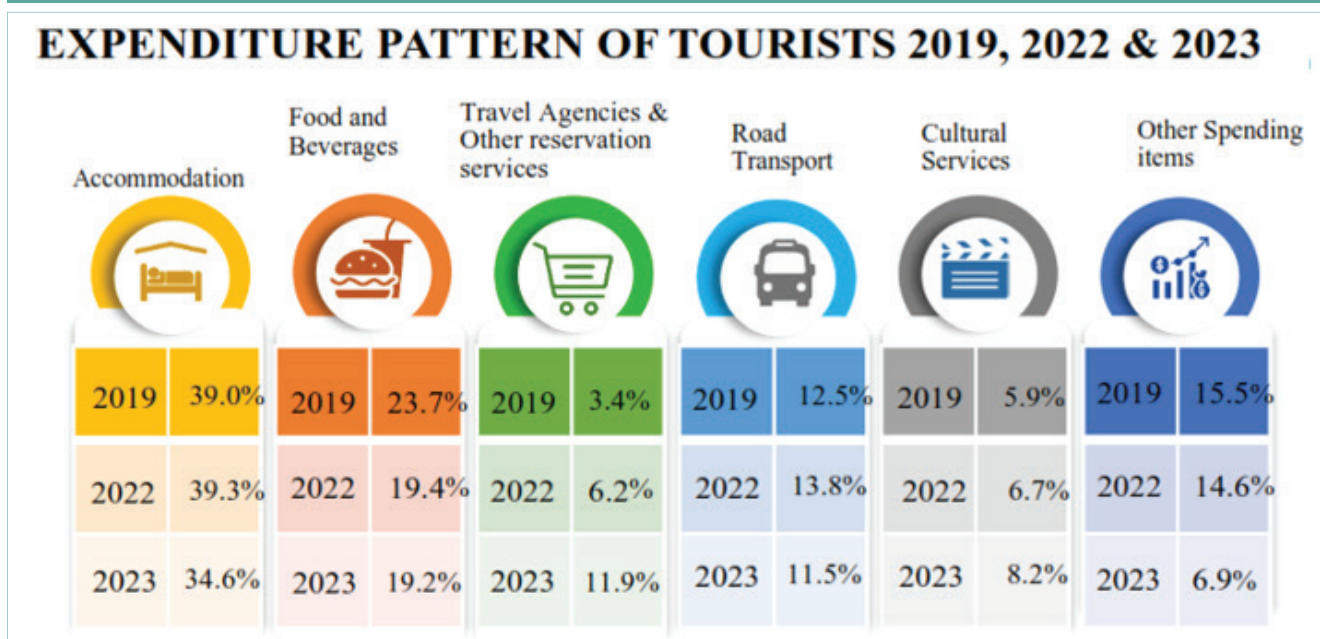


Source: Tourism Expenditure and Motivation Survey Report, 2023 (MTWA) & Immigration data 2023, PISCES

- The four main products in Inbound Tourism Expenditure were Accommodation, Food and Beverage, Travel Agencies & reservation Services and Passenger transport with a combined share of 76.9 percent in 2023.

- This means 77 cents of every shilling by inbound visitors is spent on Accommodation, Food, Travel Agency services and Transport.
- A significant majority of the money brought in by inbound visitors goes into sectors providing direct services to tourists showing the importance of these sectors.

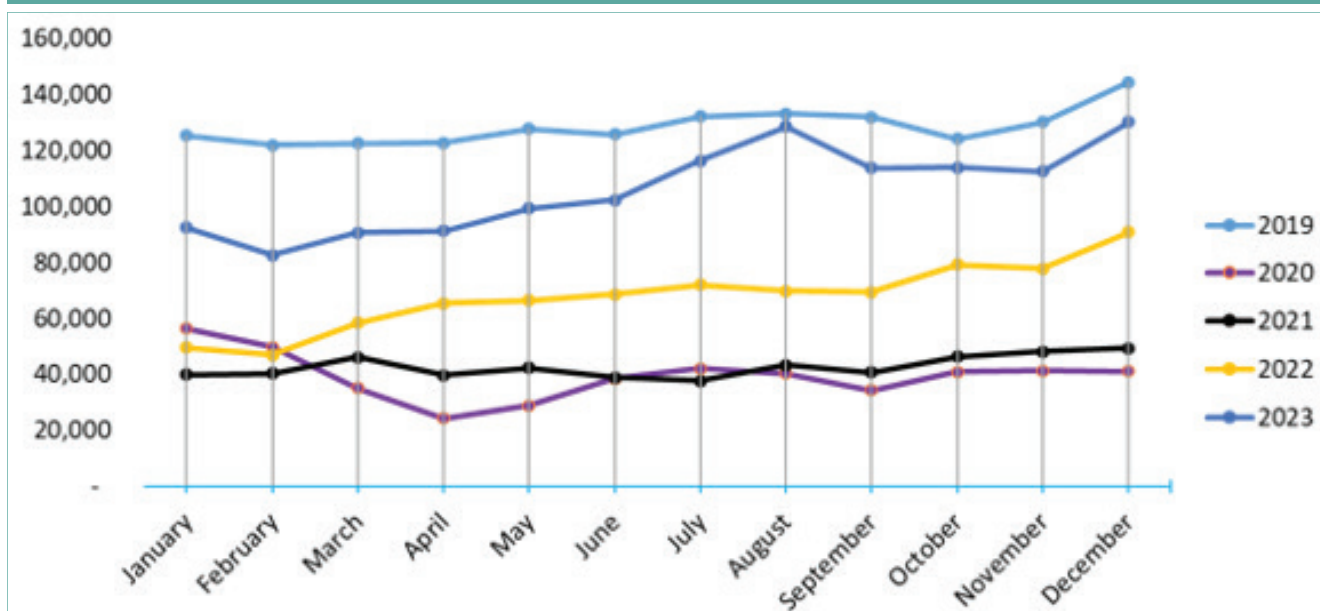
Figure 30: Tourism Receipts Trends 2019-2023



Source: UBOS using PISCES System 2023, Ministry of Internal Affairs

2.15 SEASONALITY OF TOURIST ARRIVALS TO UGANDA

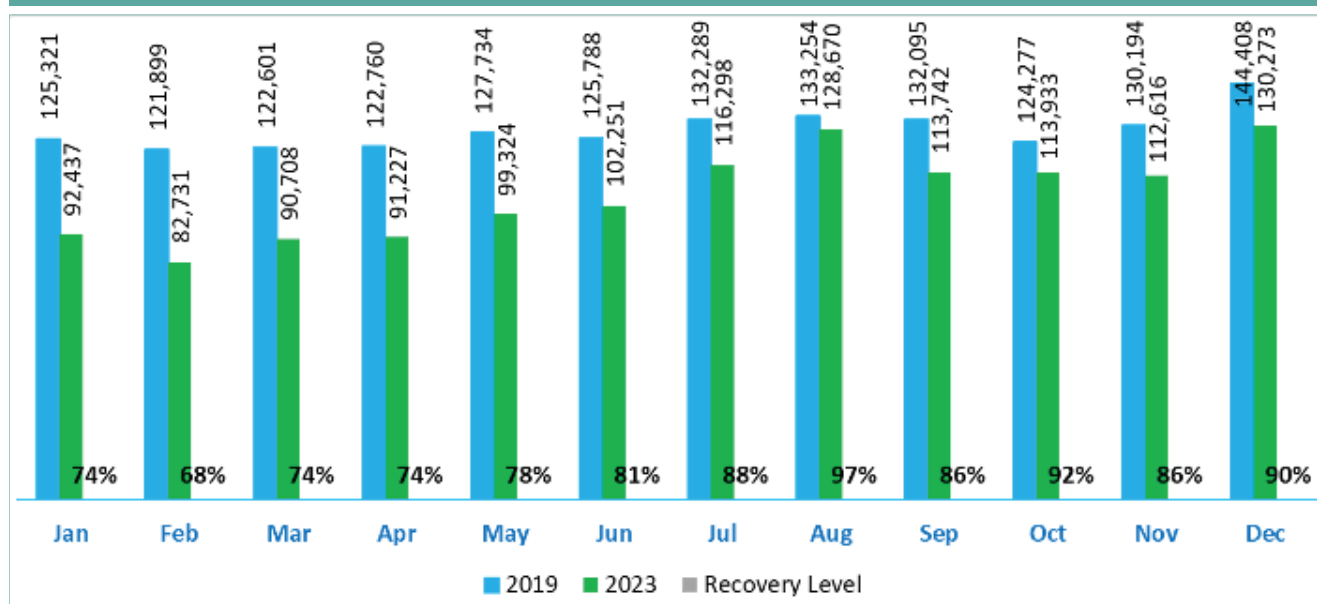
Figure 31: Monthly tourist arrival trends for years 2019-2023.



Source: UBOS using PISCES System 2023, Ministry of Internal Affairs

- Tourist arrivals peaked in December in both 2022 and 2023 followed by the months of August.
- The High season starts from July to December for the years under review.
- Figure 31 shows that the last half of 2023 posted the highest level of recovery at an average of 89.3% with August 2023 registering the highest rate of 97% while Dec at 90%.

Figure 32: Level of Recovery rate per month, 2019 Vs 2023



Source: UBOS using PISCES System 2023, Ministry of Internal Affairs

- In 2023, we observe a significant increase in tourist arrivals across all months compared to 2022, indicating a robust recovery and growth in the tourism sector.
- The peak months for tourist arrivals in both years appear to be July, August, and December, aligning with holiday seasons and potentially favorable weather conditions for tourism.

Table 11: Monthly Tourist Arrivals, Jan-Dec: 2022-2023

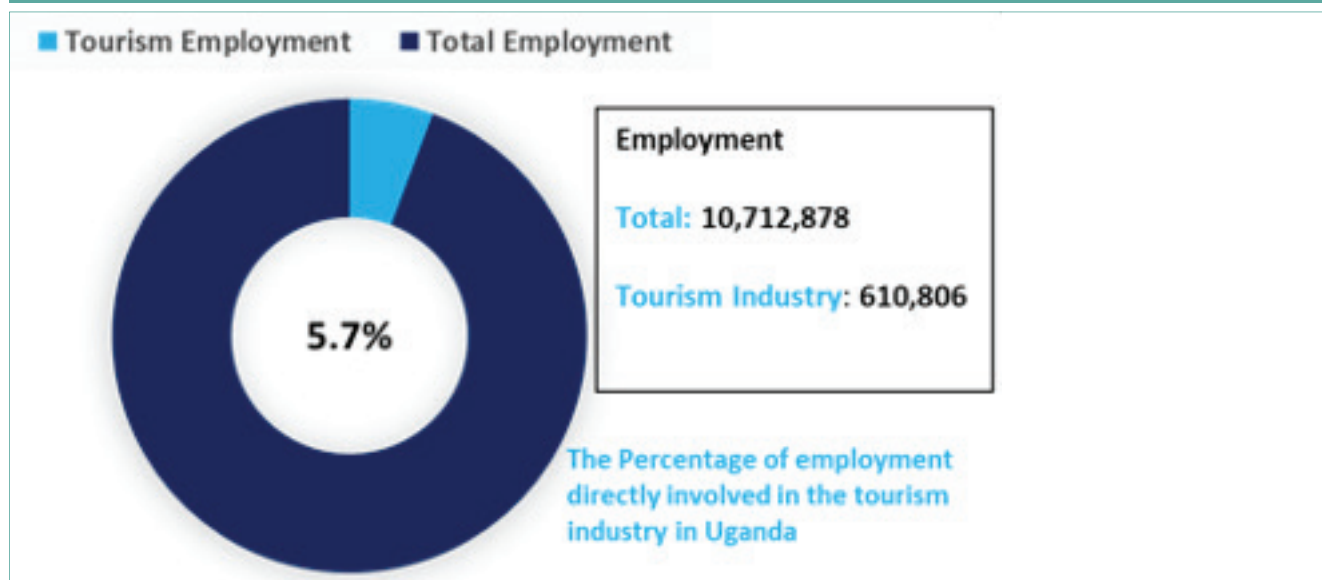
	2022	2023	%Change 2023/22
TOTAL	814,508	1,274,210	156.4%
1st QUARTER	154,808	265,876	171.7%
January	49,554	92,437	186.5%
February	46,882	82,731	176.5%
March	58,372	90,708	155.4%
2nd QUARTER	200,269	292,802	146.2%
April	65,319	91,227	139.7%
May	66,429	99,324	149.5%
June	68,521	102,251	149.2%
3rd QUARTER	211,445	358,710	169.6%
July	72,082	116,298	161.3%
August	69,869	128,670	184.2%
September	69,494	113,742	163.7%
4th QUARTER	247,986	356,822	143.9%
October	79,219	113,933	143.8%
November	77,932	112,616	144.5%
December	90,835	130,273	143.4%

CHAPTER 3: IMPACT OF TOURISM TO UGANDA'S ECONOMY

3.1 EMPLOYMENT

In 2022, Tourism directly contributed to 610,806, representing 5.7 percent of total employment. This is a 6.5% increase from the 573,508 jobs tourism supported in 2019.

Figure 33: Employment of Tourism Industries Vis-a-vis Total Employment, 2022



Source: National Labour Force Survey, 2021

3.2 GDP CONTRIBUTION

The Tourism industry contributed 4.7% (UGX 7,916.1 billion) to the country's GDP in 2022

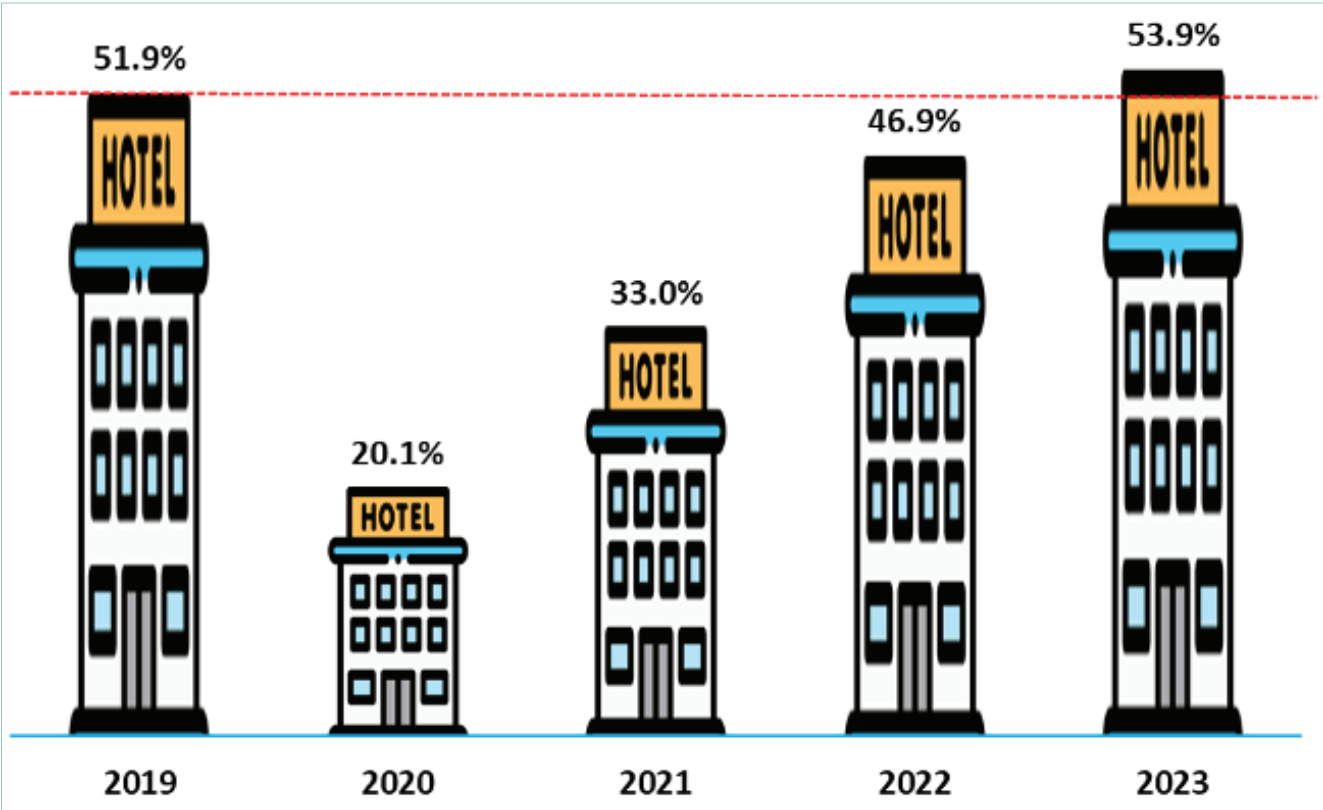
Tourism directly contributed 2.5% (4,502 billion) to total GDP. The Tourism Direct GDP dropped from 3.6 percent recorded in 2019 to 2.5 percent registered in 2022 representing a decline of 1.1 percentage points.



CHAPTER 4 : ACCOMMODATION UTILIZATION STATISTICS

4.1 NATIONAL AVERAGE HOTEL ROOM OCCUPANCY RATES

Figure 34: National Average Hotel Room Occupancy Rates, 2019-2023



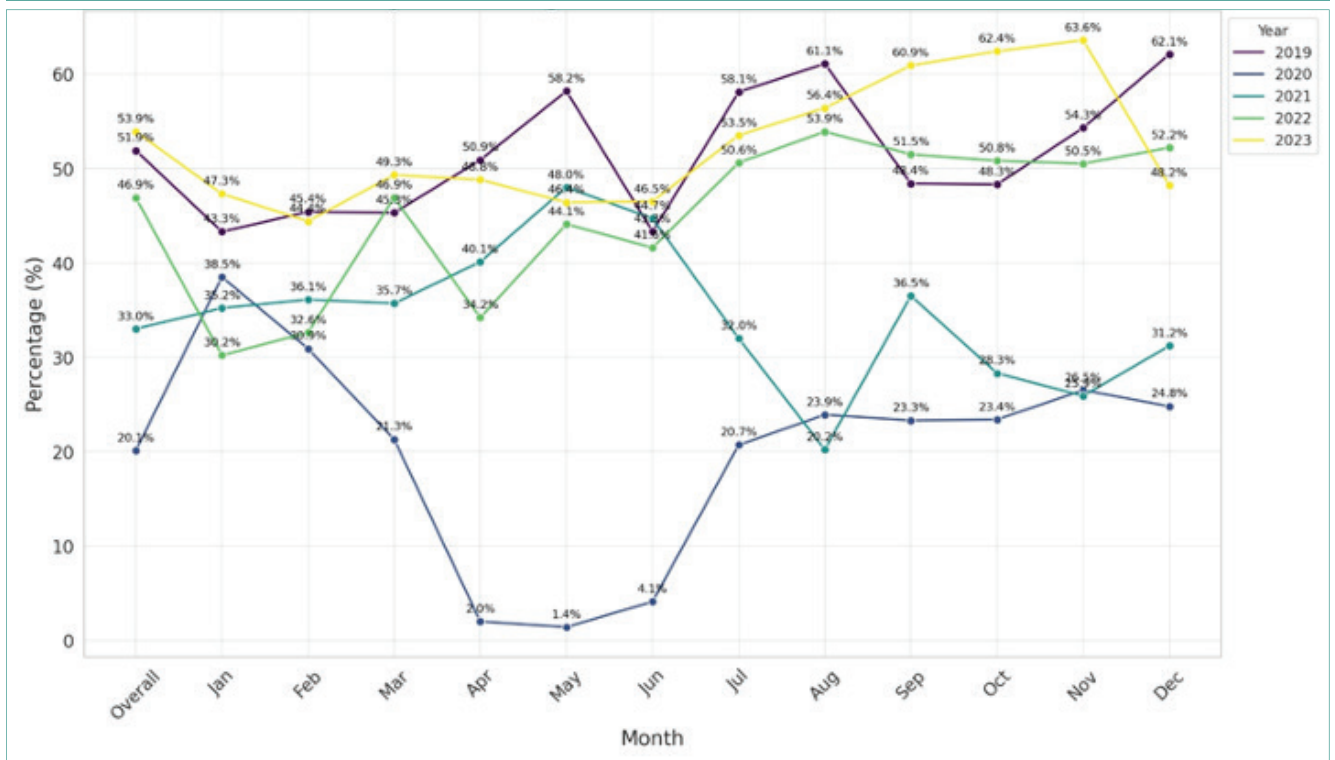
Source: MTWA Accommodation Survey, 2023

- The national average Hotel room occupancy rose from 46.9% in 2020 to 53.9% in 2023.
- The Hotel room Occupancy surpassed the 2019 Occupancy rate by two percentage points indicating a positive trend in hotel occupancy.



4.2 MONTHLY AVERAGE HOTEL ROOM OCCUPANCY RATES

Figure 35: Monthly Percentages over years with annotations

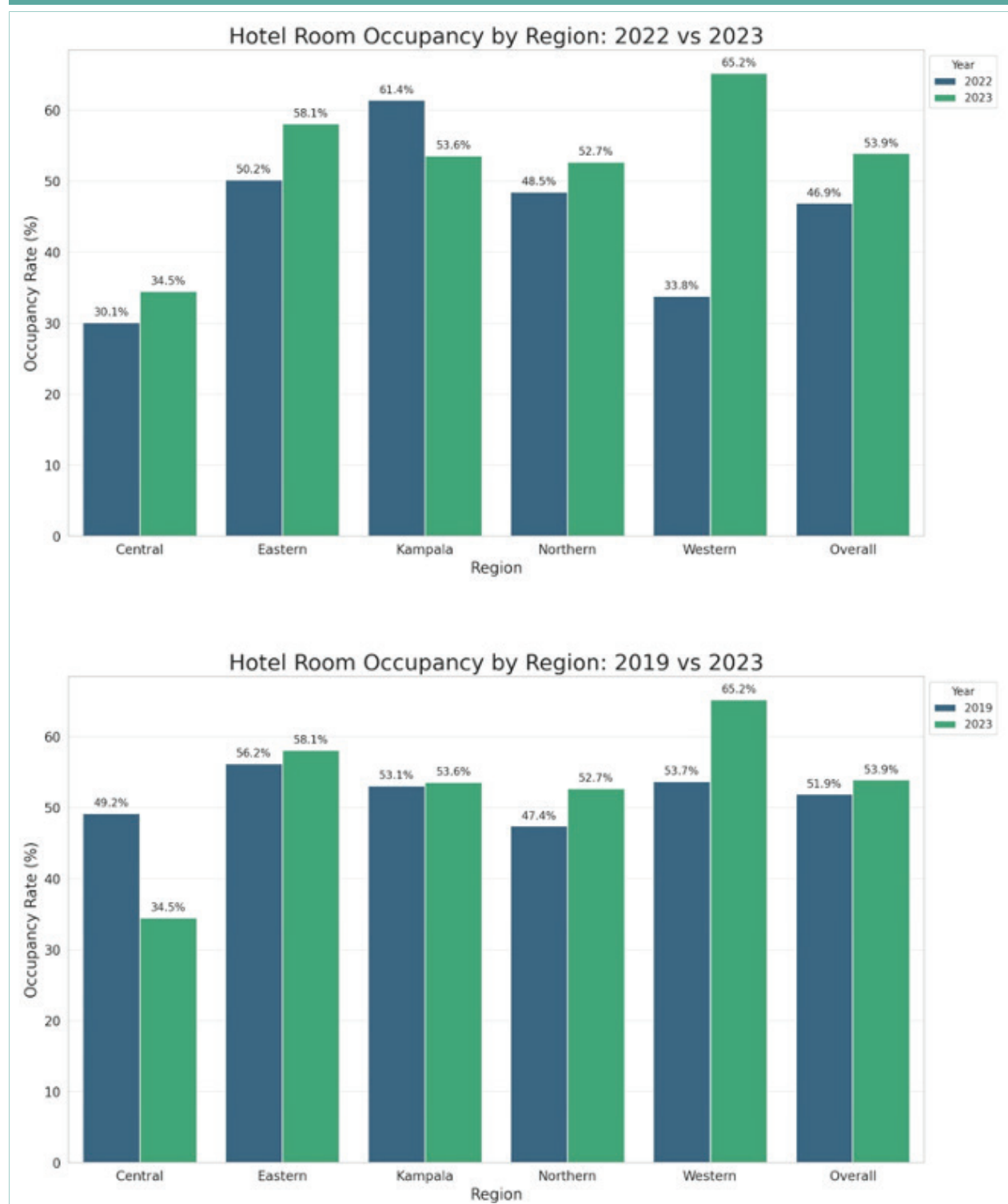


- Monthly Occupancy Levels are observed to have different patterns across the years under review
- Hotel room Occupancy in 2023 was highest in the second half of the year peaking in the month of November at 63.6%



4.3 AVERAGE HOTEL ROOM OCCUPANCY RATES BY REGION 2022

Figure 36: Distribution of Hotel Occupancy by Region



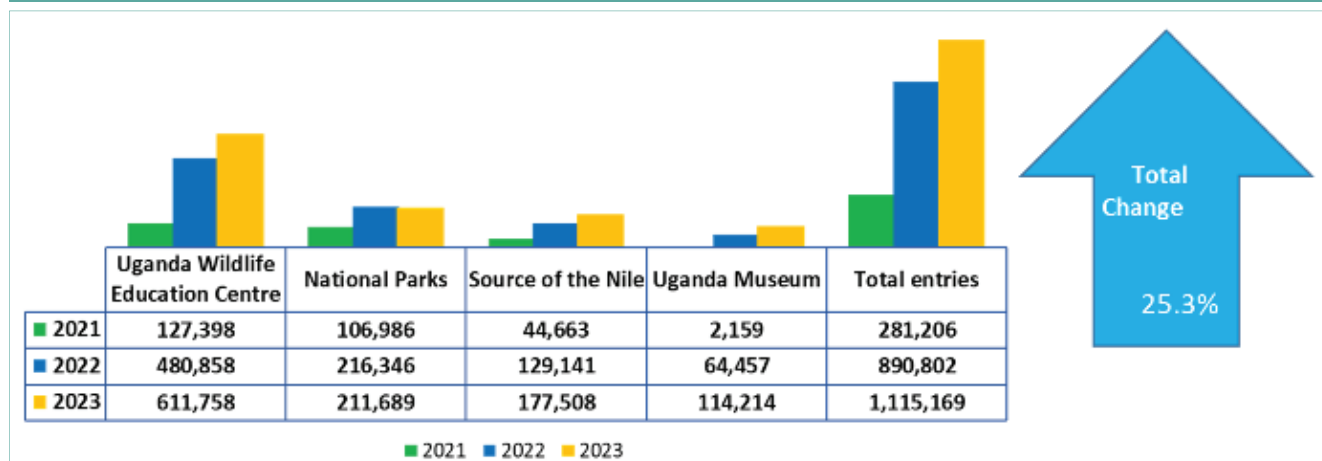
Source: MTWA Accommodation Survey, 2022

- Western region had the highest average occupancy rate in 2023, at 65.2%, followed by Eastern Region (58.1%) and Kampala (53.6%).
- Feedback from Tourism Private Sector indicated that the rise in occupancies was driven by the increase in domestic tourism, particularly for MICE (meetings, incentives, conferences, and exhibitions), business, and leisure travel.

CHAPTER 5: DOMESTIC TOURISM STATISTICS

Figure 37 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 locations within Uganda

Figure 37: Domestic Visitation to UWEC, National Parks, Source of the Nile, and Uganda Museum, 2021-2023



Source: UWEC, UWA, MTWA

- Domestic tourism increased by 25.3% in 2023.
- Domestic entries to Uganda Wildlife Conservation Education Centre rose by 27% in the year 2023 from 480,858 in 2022 to a record 611,758 in 2023.
- The Source of the Nile recorded a 37% increase in domestic entries in 2023 rising from 129,141 in 2022 to 177,508.
- Domestic entries to Uganda Museum increased by more than three quarters in 2023, from 64,457 visitors in 2022 to 114,214 visitors.
- On the other hand, Domestic entries into national parks dropped by 2% from 216,346 in 2022 to 211,689 in 2023.
- All in all, domestic entries into the selected Tourist attraction sites rose by 25.3% from 890,802 in 2022 to 1,115,169 visitors in 2023.

Table 12: Proportion of local tourists to total Population

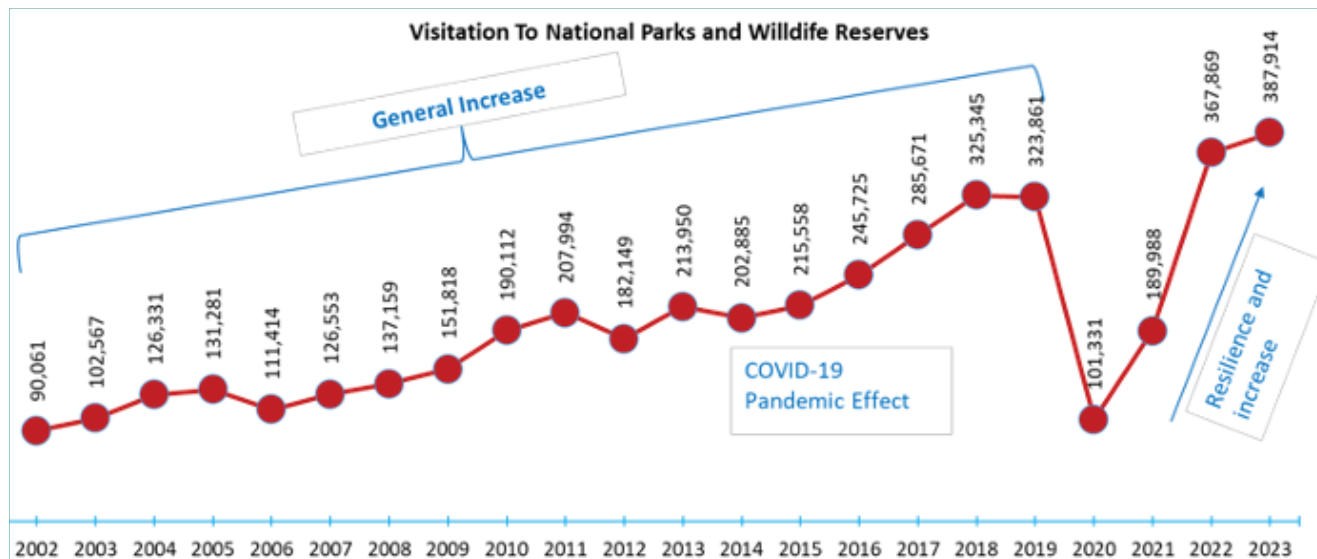
Selected Tourist Sites	Domestic Entries			Total Entries			Proportion of Domestic Tourist to total entries	
	2021	2022	2023	2021	2022	2023	2022	2023
Uganda Wildlife Education Centre	127,398	480,858	611,758	131,117	486,464	619,164	99%	99%
National Parks	106,986	216,346	211,689	189,988	367,869	387,914	59%	55%
Source of the Nile	44,663	129,141	177,508	48,316	138,655	190,330	93%	93%
Uganda Museum	2,159	64,457	114,214	2,883	67,366	131,508	96%	87%
Total entries	281,206	890,802	1,115,169	372,304	1,060,354	1,328,916	84%	84%

- The proportion of domestic entries into selected tourist sites has maintained at 84% implying that 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.
- Proportions of Domestic entries have however dropped in National Parks, and the Uganda Museum.

CHAPTER 6: VISITOR ARRIVALS INTO NATIONAL PARKS AND WILDLIFE RESERVES

6.1 VISITORS TO NATIONAL PARKS AND WILDLIFE RESERVES, 2002-2023

Figure 38: Visitation to National Parks by Category of visitor, 2003-2023



Source: Uganda Wildlife Authority, 2023

- The total entry to the 10 National Parks and 3 Wildlife Reserves was 387,914 in 2023, a 5.4% growth in visitor numbers.
- This increase indicates a complete recovery from the pandemic, 20% higher than the number of visitors in 2019 (323,861).
- Visitor entries into the National Parks grew by 5.4% in 2023 to reach 387,914 and 55% were Foreign Visitors.
- By December 2023, the Visitor entries had recovered and surpassed the 2019 pre-pandemic levels by 20%.
- However, entries by domestic visitors fell by 2%.

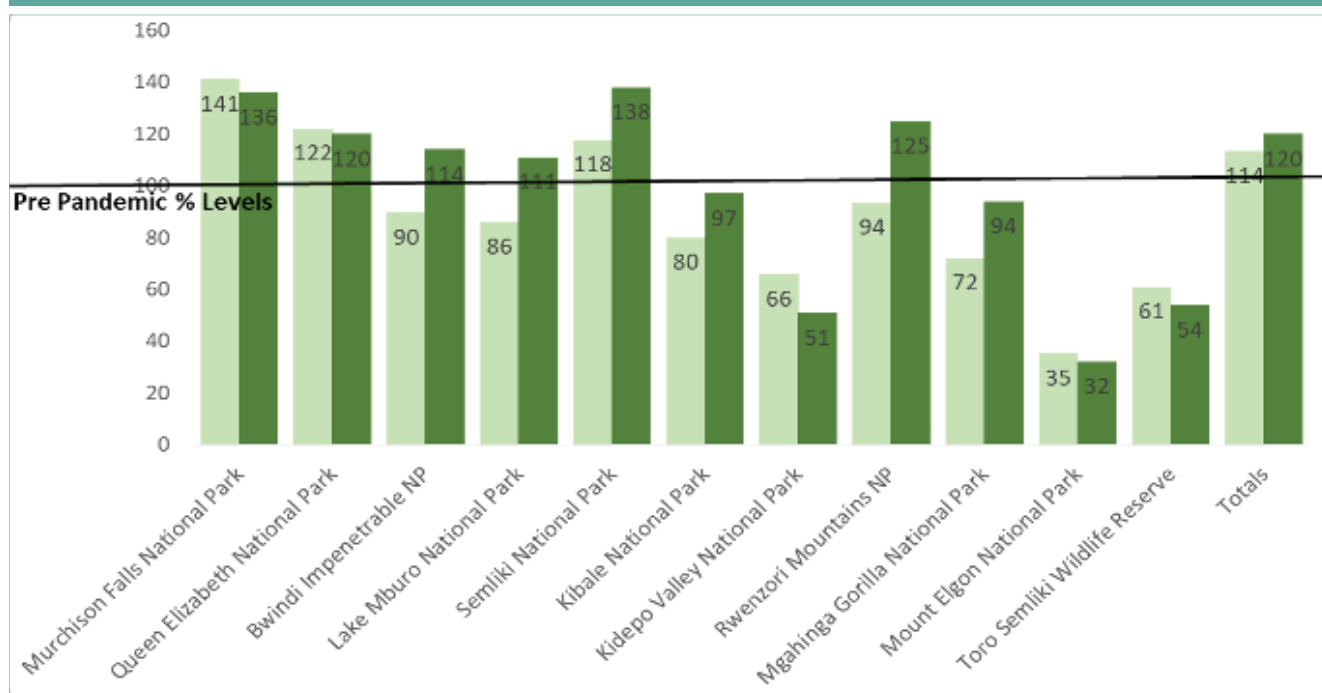
Table 13: Visitation to National Parks from 2018-2023

National Parks and Wildlife Reserves	2019	2020	2021	2022	2023	%Share	%Change 2023-2022	Recovery from 2019
Murchison Falls National Park	103,665	33,194	78,655	146,649	141,335	36.4%	-3.6%	136%
Queen Elizabeth National Park	77,995	24,362	40,488	95,340	93,970	24.2%	-1.4%	120%
Bwindi Impenetrable NP	36,341	9,829	15,736	32,628	41,412	10.7%	26.9%	114%
Lake Mburo National Park	33,188	10,727	18,741	28,540	36,970	9.5%	29.5%	111%
Semliki National Park	22,577	7,322	14,403	26,631	31,114	8.0%	16.8%	138%
Kibale National Park	19,521	5,558	7,789	15,641	18,848	4.9%	20.5%	97%
Kidepo Valley National Park	12,648	4,860	7,846	8,343	6,388	1.6%	-23.4%	51%
Rwenzori Mountains NP	6,043	1,151	1,048	5,659	7,524	1.9%	33.0%	125%
Mgahinga Gorilla National Park	7,593	2,409	3,455	5,477	7,156	1.8%	30.7%	94%
Mount Elgon National Park	3,519	1,006	780	1,246	1,134	0.3%	-9.0%	32%
Pian Upe Wildlife Reserve	-	336	516	915	1369	0.4%	49.6%	
Toro Semliki Wildlife Reserve	771	512	378	471	416	0.1%	-11.7%	54%
Katonga-Wildlife Reserve	-	65	153	329	278	0.1%	-15.5%	
Totals	323,861	101,331	189,988	367,869	387,914	100%	5.4%	120%

Source: Uganda Wildlife Authority, 2023

- The total number of visitors to all parks and reserves increased steadily from 2019 to 2023, with a 5.4% increase over the year 2022.
- Murchison Falls National Park and Queen Elizabeth National Parks were the most visited parks by both the domestic and foreign visitors.
- These national parks combined contribute over half (60.6%) of all the national park entries.
- 55% of the visitor entries to National parks were domestic Visitors.

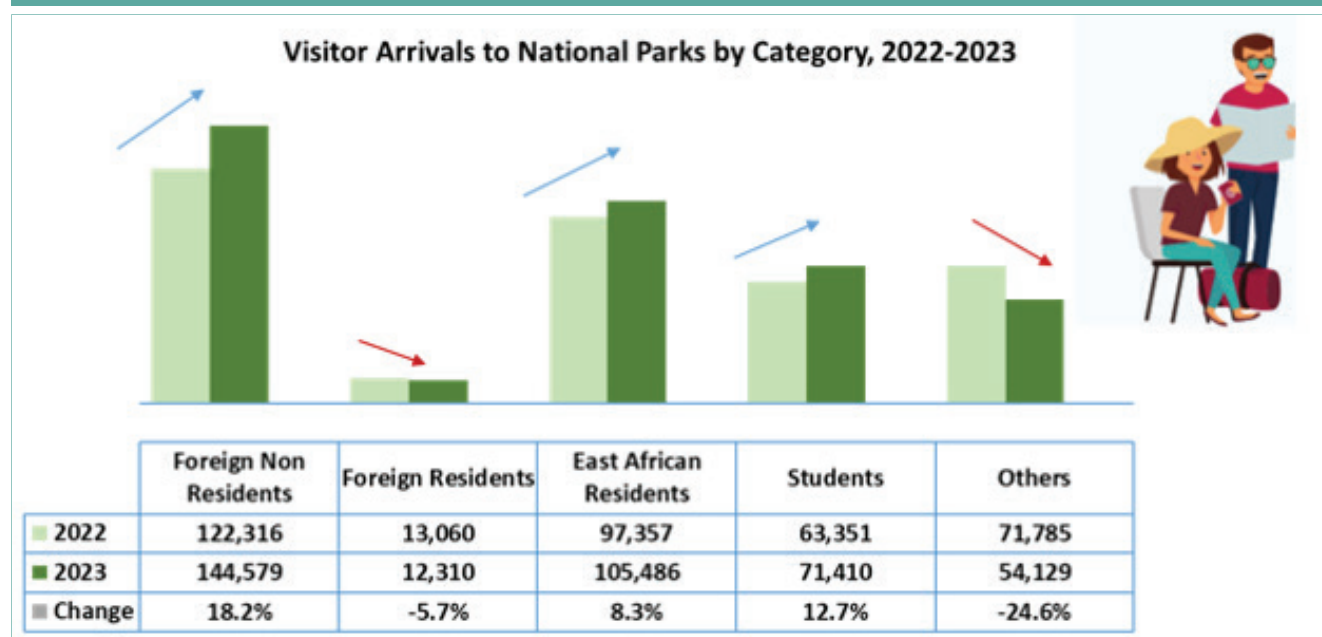
Figure 39: Visitation Park by Park % Recovery of Change Vs. 2019



- Visitation to National Parks surpassed the pre-Pandemic levels in 2023 by 20%.
- Most parks and reserves demonstrated recovery, with some experiencing substantial growth in visitor numbers compared to 2019
- By end of 2023, the following had not received full recovery to the pre-pandemic levels
 - Kibale National Park at 97% Recovery
 - Kidepo Valley NP at 51% recovery
 - Mgahinga Gorilla NP at 94% recovery
 - Mt Elgon NP at 32% recovery
 - Toro Semliki WR at 54% recovery
 - Semliki National Park and Murchison Falls National Park has the best results increasing 38% and 36% respectively above the Pre-pandemic Levels

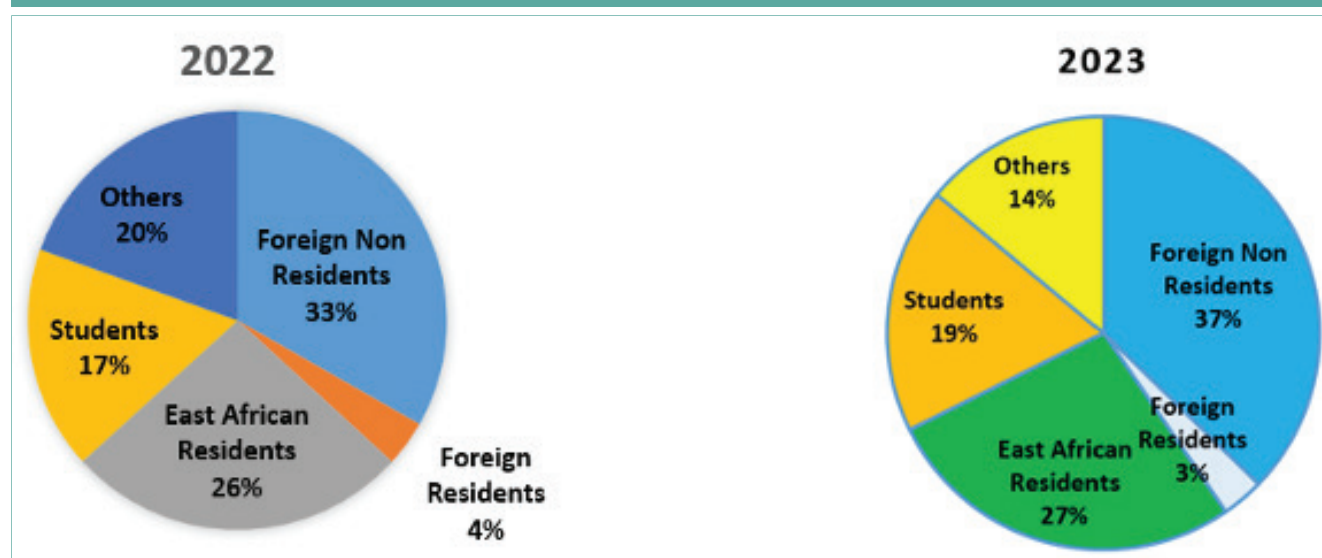
6.2 VISITORS TO NATIONAL PARKS BY CATEGORY

Figure 40: Visitation to National Parks by Category of visitor, 2022-2023



Source: Uganda Wildlife Authority, 2023

Figure 41: Shares of visitors' category to the National Park, 2022-2023



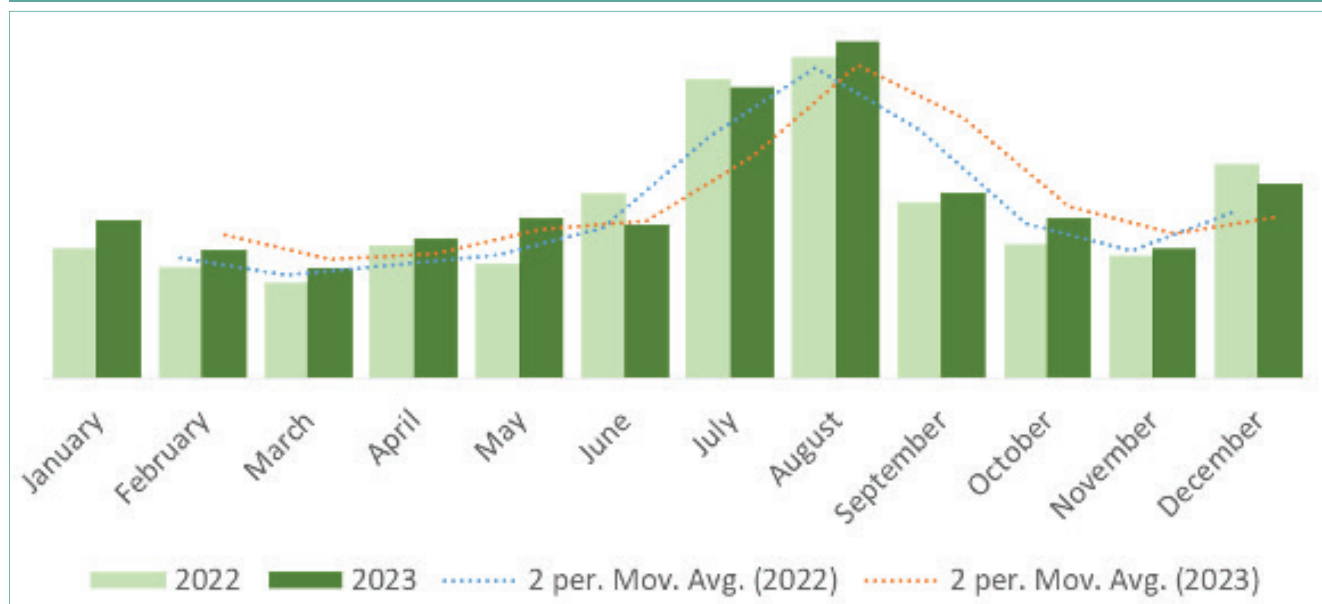
Source: Uganda Wildlife Authority, 2023

- Foreign Non-Residents continued to dominate the Visitation to National Parks in 2023, contributing to 37% of all visitors to the Parks. This was followed by EAC residents who contributed 27%.
- Notable is the increase in the share of EAC visitors from 26% in 2022 to 27% in 2023 and an increase in the share of foreign Non-residents from 33% to 37% in 2022.
- Also notable is the increase in share of students from 17% in 2022 to 19% in 2023.
- Foreign Residents and Other categories declined by 5.7% and 24.6% respectively in 2023.

6.3 MONTHLY VISITATION TO NATIONAL PARK.

Monthly Visitation to Uganda's National Parks, 2023 Vs. 2022

Figure 42: Comparison of monthly trend on visits to NPs: 2022-2023.



Source: Uganda Wildlife Authority, 2023

- Overall, visitor numbers in 2023 (darker bars) are higher than in 2022 (lighter bars) for most months, indicating an increase in park visitation year-over-year.
- In both years, August was the peak month, followed by July and December which is typical for national parks as this month often corresponds to summer vacation in many regions, leading to increased travel and tourism activities.
- The dip following August suggests a decrease in visitors, which could correspond to the end of summer and the start of the school year in many areas, potentially reducing the number of visitors.
- The increase in visitor numbers towards the end of the year (December) could indicate holiday-related travel.
- Both 2022 and 2023 took the same pattern with the peak season being between June and October.

CHAPTER 7: STATISTICS ON WILDLIFE TRADE IN UGANDA

7.1 WILDLIFE (SPORT HUNTING) TROPHY EXPORTS, 2022-2023

- The Uganda Wildlife Act 2019 provides for sport hunting as one of the Wildlife Use Rights. Trophies licensed for export.
- Buffalo and Bushbuck remain the top animals hunted for trophy export through sport hunting programme with combined share of 29% in 2023.
- Eland was the new entry in the top 10 animals most hunted for trophies in 2023 while the Duiker dropped off.

Table 14: Top 10 Wildlife licensed for trophy Export, 2022-2023

Rank	COMMON NAME	2022	%Share	Rank	COMMON NAME	2023	%Share
1	Buffalo	153	18%	1	Buffalo	110	17%
2	Bush buck	118	14%	2	Bush buck	74	12%
3	Impala	63	8%	3	Uganda kob	58	9%
4	Uganda kob	62	7%	4	Impala	45	7%
5	Warthog	60	7%	5	Oribi	44	7%
6	Oribi	55	7%	6	Bohor reedbuck	42	7%
7	Waterbuck	48	6%	7	Waterbuck	37	6%
8	Duiker	41	5%	8	Jackson's hartebeest	36	6%
9	Bohor reedbuck	40	5%	9	Warthog	33	5%
10	Jackson's hartebeest	39	5%	10	Eland	29	5%

Source: CITES, MoTWA

7.2 LIVE ANIMALS LICENSED FOR EXPORT AND RE-EXPORT, 2019-2023.

- Trade in live wild animals is regulated under the Uganda Wildlife Act and the Convention on International Trade in Endangered Species (CITES) of fauna and flora.
- The exports are cleared by CITES permits issued by the CITES Management Authority with technical guidance by CITES Scientific authorities. Live animals exported range from mammals, reptiles and birds.
- In 2023, 176 live animals were exported of different species.
- The Leopard tortoise was the most exported live species licensed for export in 2023 followed by the Indian Peafowl.

Table 15: Live animals licensed for Exported, 2017-2023.

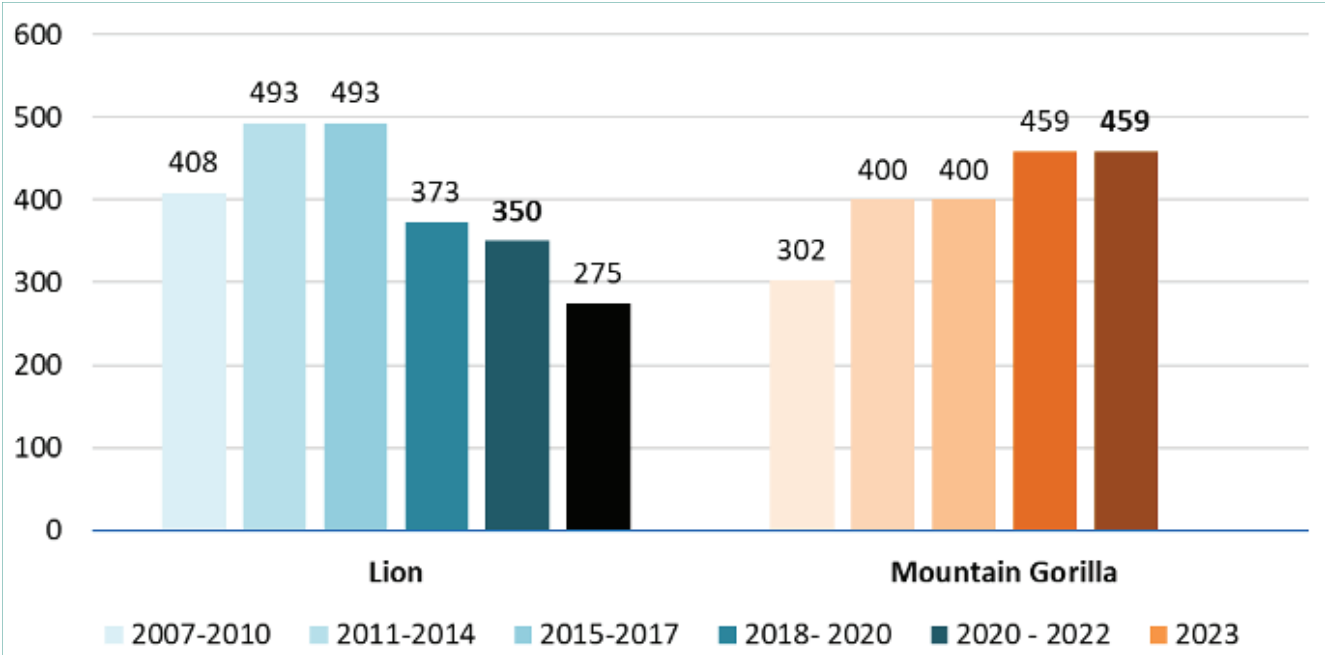
Common name	2019	2020	2021	2022	2023
Leopard tortoise				354	150
Indian Peafowl					10
Galapagos land iguana	6	8	16	24	8
Fiji crested iguana	6	13	14	2	6
African golden cat				6	2
Others	110	105	1	214	0
Total	122	126	31	600	176

Source: CITES, MoTWA

7.3 UGANDA’S WILDLIFE POPULATIONS.

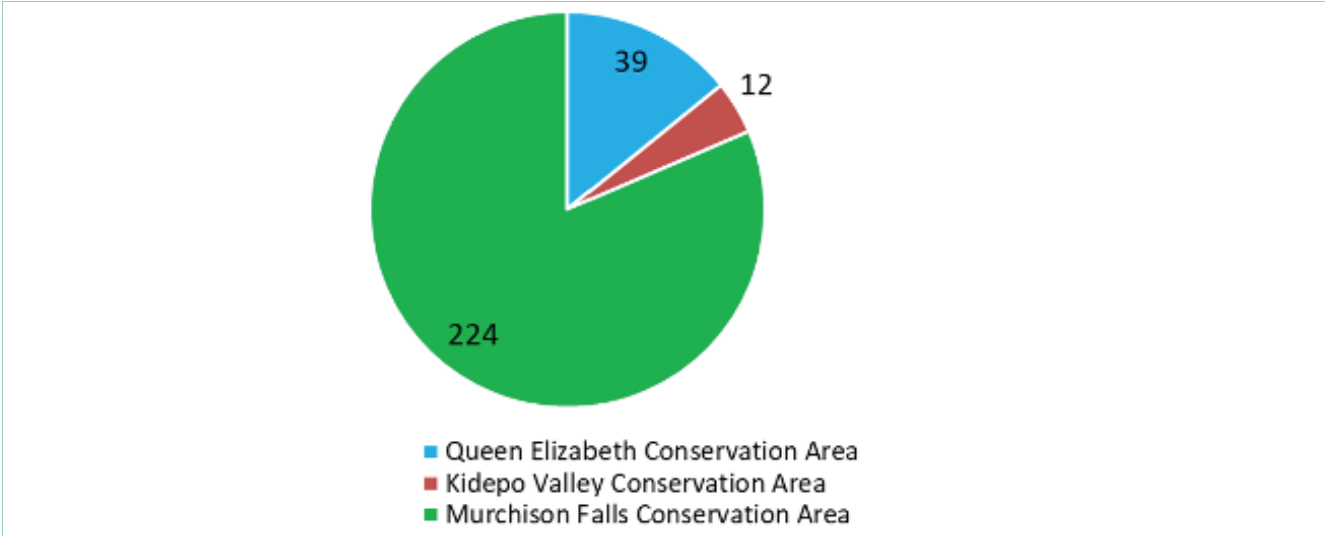
7.3.1. Population Trends for Lions and Mountain Gorillas

Figure 43: Population Trends for Lions and Mountain Gorillas



Source: Census of Wildlife Populations, UWA

Figure 44: Distribution of Lions across Habitats

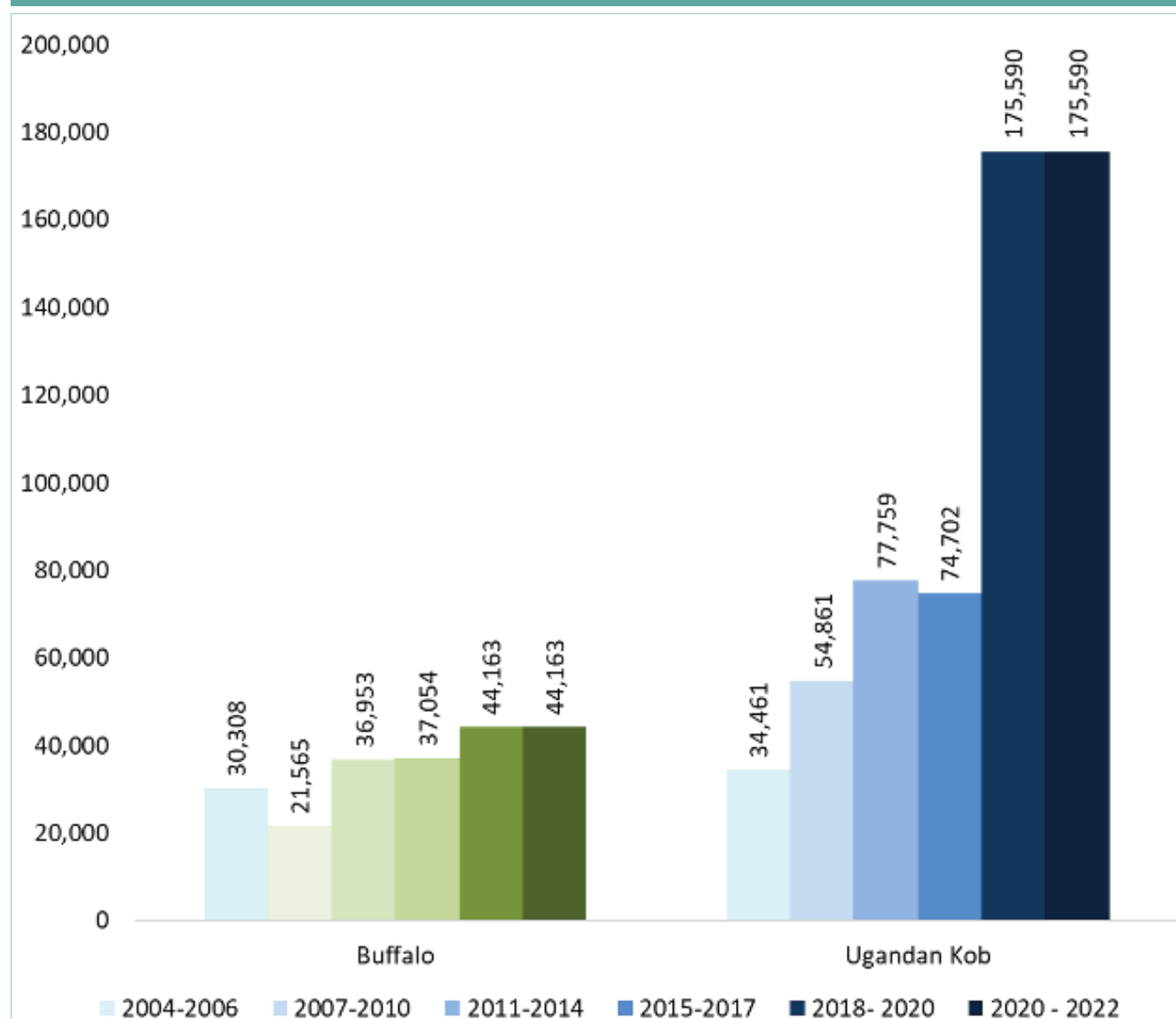


Source: Census of Wildlife Populations, UWA

- Mountain Gorillas have increased according to recent Gorilla Census
- Gorillas rose from 302 in mid-2000’s to 459 in 2022.
- Lions, on the other hand have sharply declined due to retaliatory killing as a result of human wildlife conflicts
- Lions declined from the peak of 493 to 275 lions in 2023.
- The largest number of Lions (224) are found in Murchison Falls National Park

7.3.2. Population of Buffalos and Uganda Kob in Uganda

Figure 45: Population of Buffalos and Uganda Kob in Uganda

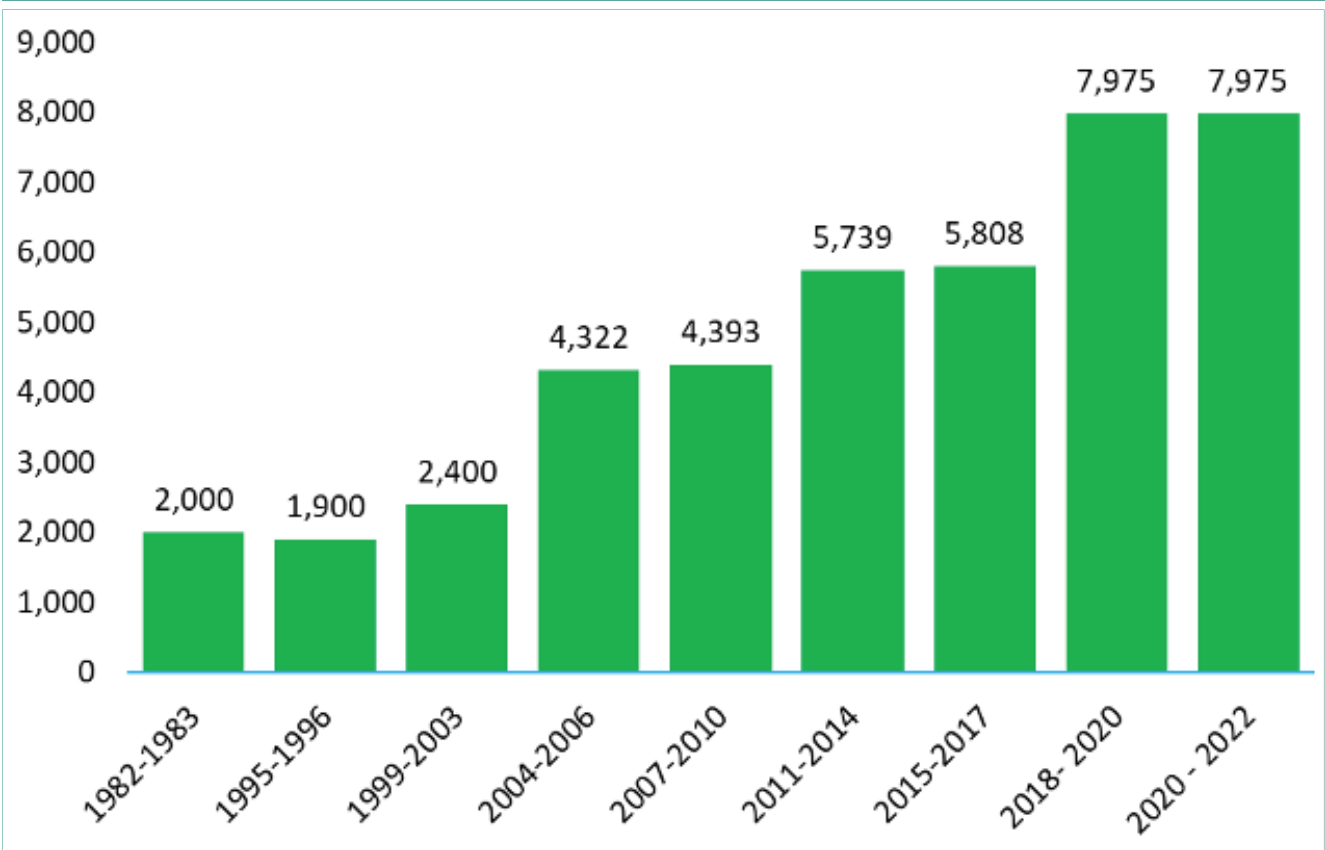


Source: Census of Wildlife Populations, UWA

- Buffalo population has increased in the last 2 decades rising from about 21,565 between 2007 and 2010 to 44,163 in 2022.
- The Uganda kob population increased fivefold in the last two decades.

7.3.3. Population of Elephants in Uganda

Figure 46: 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.



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

Table 16: Population estimates of selected Medium to large mammals in Uganda.

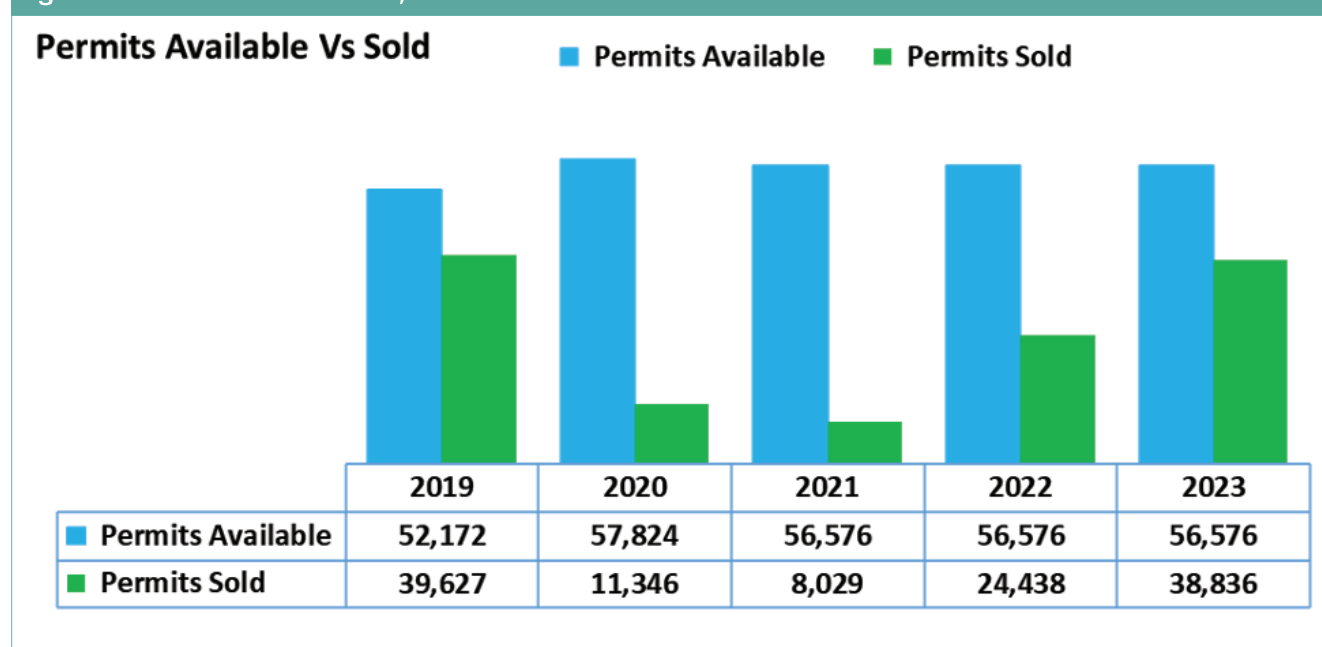
Species	1960s	1982-1983	1995-1996	1999-2003	2004-2006	2006-2010	2011-2014	2015-2017	2018- 2020	2020 - 2022
Buffalo	60,000	25,000	18,000	17,800	30,308	21,565	36,953	37,054	44,163	44,163
Burchell's Zebra	10,000	5,500	3,200	2,800	6,062	11,814	11,888	11,897	17,516	17,516
Elephant	30,000	2,000	1,900	2,400	4,322	4,393	5,739	5,808	7,975	7,975
Rothschild's Giraffe	2,500	350	250	240	259	984	880	880	2,072	2,072
Hartebeest	25,000	18,000	2,600	3,400	4,439	4,099	9,667	9,841	17,274	17,274
Hippopotamus	26,000	13,000	4,500	5,300	7,542	6,580	5,838	5,838	10,165	10,165
Impala	12,000	19,000	6,000	3,000	4,705	33,565	33,565	33,565	53,636	53,636
Topi	15,000	6,000	600	450	1,669	845	2,222	2,222	2,713	2,713
Ugandan Kob	70,000	40,000	30,000	44,000	34,461	54,861	77,759	74,702	175,590	175,590
Waterbuck	10,000	8,000	3,500	6,000	6,493	12,925	12,222	12,809	22,244	22,244
Common Eland	4,500	1,500	500	450	309	1,409	1,351	1,742	2,502	2,492
Grant's Gazelle	1,800	1,400	100	50	0	0	57	57	750	750
Roan Antelope	700	300	15	7	0	5	118	118	190	190
Southern White Rhino					8	11	17	22	35	37
Lion						408	493	493	373	350
Mountain Gorilla				320	302		400	400	459	459
Chimpanzee				4,950	4,950	4,950	4,950	5000	5,072	5,072
Ostrich									1,856	1,856
Lesser Kudu									806	806
Greater Kudu									206	206
Sitatunga									14,217	14,217

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

7.4 STATISTICS ON GORILLA PERMIT SALES.

7.4.1. Trend in Gorilla Permits, 2019-2023

Figure 47: Gorilla Permits Sales, 2019-2023



Source: Admin Data, UWA

Figure 48: Market Share of Gorilla Permits Sold



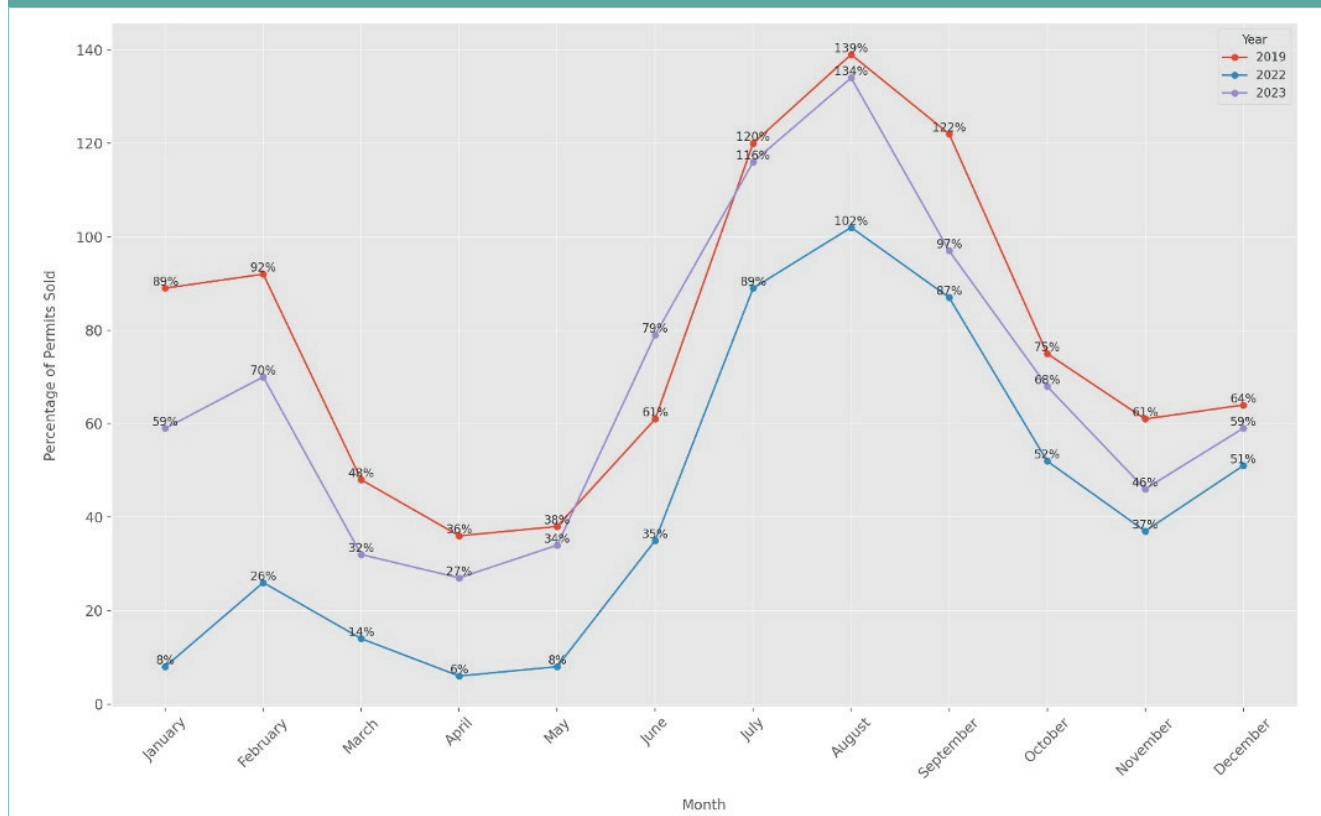
Source: Admin Data, UWA

- In 2023, a total of 38,836 gorilla permits were sold. This is about 98% of the 2019 Pre-pandemic Gorillas sales level and a 59% increase in permit sales over the year 2022.
- 2023 shows a strong recovery, nearing the robust sales levels of 2019, especially from mid to late in the year.
- Gorilla permit sales have increased by an average 33% between 2019 and 2023 to align closer to 2019 sales.
- Market share of Gorilla permits sold rose from 43% in 2022 to 69% in 2023 but still lower than the 76% market share recorded in 2019.



7.4.2. Monthly Gorilla Permit Sales, (2019, 2022 and 2023)

Figure 49: Monthly Gorilla Permits sold percentages (2019,2022, 2023)

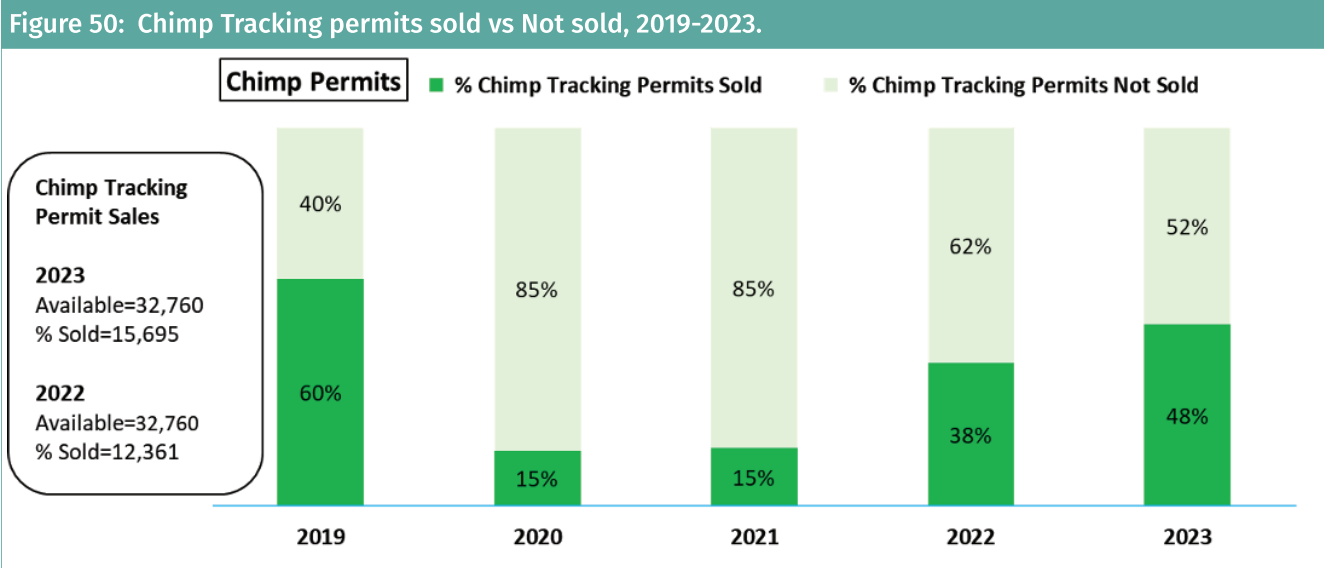


Source: Admin Data, UWA

- The Chart indicates higher permit sales in the middle of the year (July-September), particularly during the summer months with all the year peaking in August with sales above 100% at 2022 (102%), 2023 (134%) and 2019 (139%).
- Both years (2023 & 2019) start with high sales in January, with 2019 at 89% and 2023 at 59%, suggesting a strong demand at the beginning of the year. February sales are high for both years as well, with 2019 at a peak of 92% and 2023 slightly lower at 70%.
- A notable similarity is the mid-year surge in sales for both years. In 2019, there is an upward trend starting in June, reaching a peak in August at 139%. In 2023, a similar pattern is observed with a substantial increase in June (79%) and a peak in August at 134%. This could indicate a seasonal preference for gorilla trekking during these months.
- Notable also is the low Gorilla sales especially beginning March to June.

7.5 STATISTICS ON CHIMPANZEE PERMIT SALES

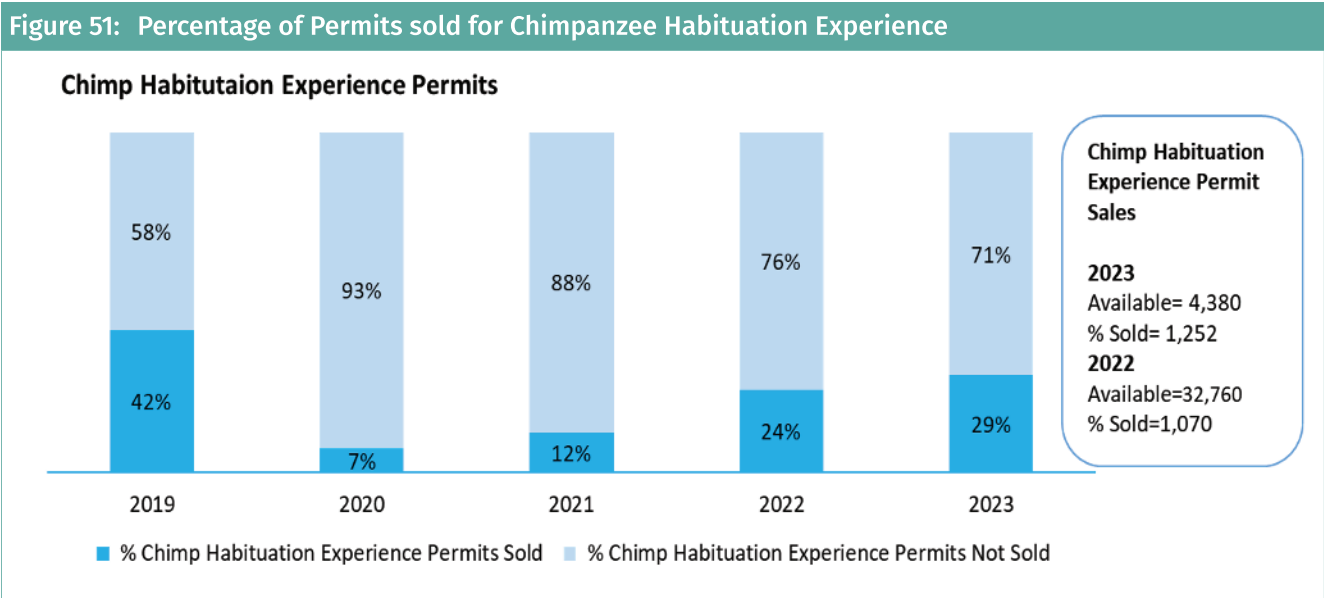
7.5.1. Chimp Tracking Permits



Source: Admin Data, UWA

- A total of 15,695 Chimp tracking permits were sold in 2023. This is a 27% increase over the 12,361 permits sold in 2022.
- This is still only 79% of Chimp tracking permits sold in the 2019 pre-pandemic Year.
- Only 48% of the Chimp permits were sold in the year 2023. This has not yet reached the level of 2019 where 60% of permits were sold but progress from 2020.

7.5.2. Chimp Habituation Experience Permits



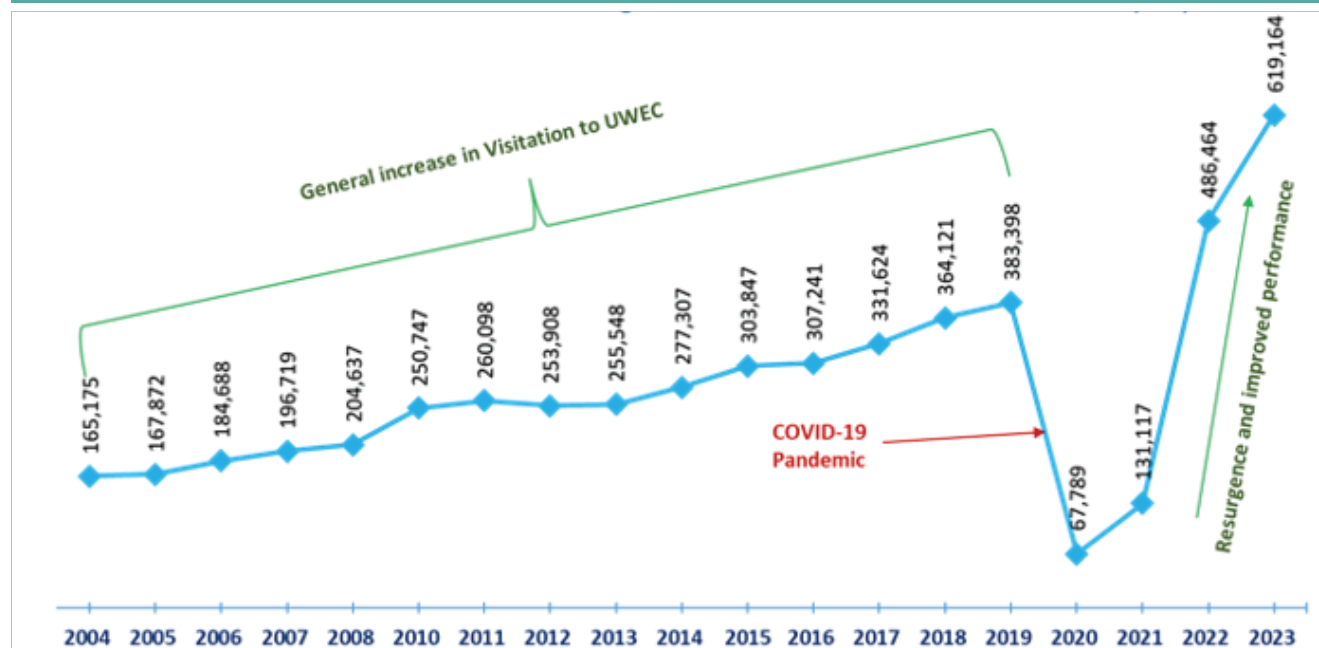
Source: Admin Data, UWA

- Permit sales for Chimp Habituation experience increased by 17% from 1,070 permits sold in 2022 to 1,252 permits sold in 2023.
- This is still only 68% of the permits sold for the Gorilla Habituation experience that year.
- Only 29% of the Chimp Habituation Experience were sold out in the year 2023.

CHAPTER 8: VISITOR ARRIVALS INTO UGANDA WILDLIFE EDUCATION CENTRE/ENTEBBE ZOO (UWEC)

8.1 VISITATION AT UWEC

Figure 52: Total visitation at UWEC for the last 5 years, 2004-2023



Source: Uganda Wildlife Education Centre, 2023

- Visitor entries into UWEC grew by 27.3% in 2023 to reach a record 619,164 and 99% were domestic visitors.
- By December 2023, the Visitor entries had recovered and surpassed the 2019 pre-pandemic levels by 61%.
- This suggests a resilient and improved performance, possibly due to effective post-pandemic strategies, an overall resurgence in tourism.

Figure 53: Total visitation at UWEC by Foreign and Domestic, 2019-2023

Year	Visitor Numbers			%Change			%Share	
	Foreign	Domestic	Total	Foreign	Domestic	Total	Foreign	Domestic
2019	8,954	374,444	383,398	-4.5%	5.6%	5.3%	3%	97%
2020	2,236	65,553	67,789	-75.0%	-82.5%	-82.3%	2%	98%
2021	3,719	127,398	131,117	66.3%	94.3%	93.4%	3%	97%
2022	5,606	480,858	486,464	50.7%	277.4%	271.0%	3%	97%
2023	7,406	611,758	619,164	32.1%	27.2%	27.3%	1%	99%

Source: Uganda Wildlife Education Centre, 2023

- From 2019 to 2023, there was an overall growth trend in visitor numbers, despite the significant impact of the COVID-19 pandemic in 2020.
- Recovery was strong in 2021 and continued through 2022 and 2023, with particularly robust growth in the domestic visitor sector.
- The percentage share data indicates that the destination has a predominantly domestic visitor base, which grew stronger over the years, particularly in 2023 when it constituted 99% of the total visitors.
- Domestic entries to UWEC in 2023 were 1.3 times higher than domestic entries in the year 2022 increasing from 480,858 in 2022 to 611,758 in 2023.
- Foreign entries to UWEC increased by 32.1% from 5,606 visitors in 2022 to 7,406 in 2023.
- Generally, the data reflects a significant revival in both foreign and domestic tourism, with the education sector (school parties) contributing notably to the visitor numbers

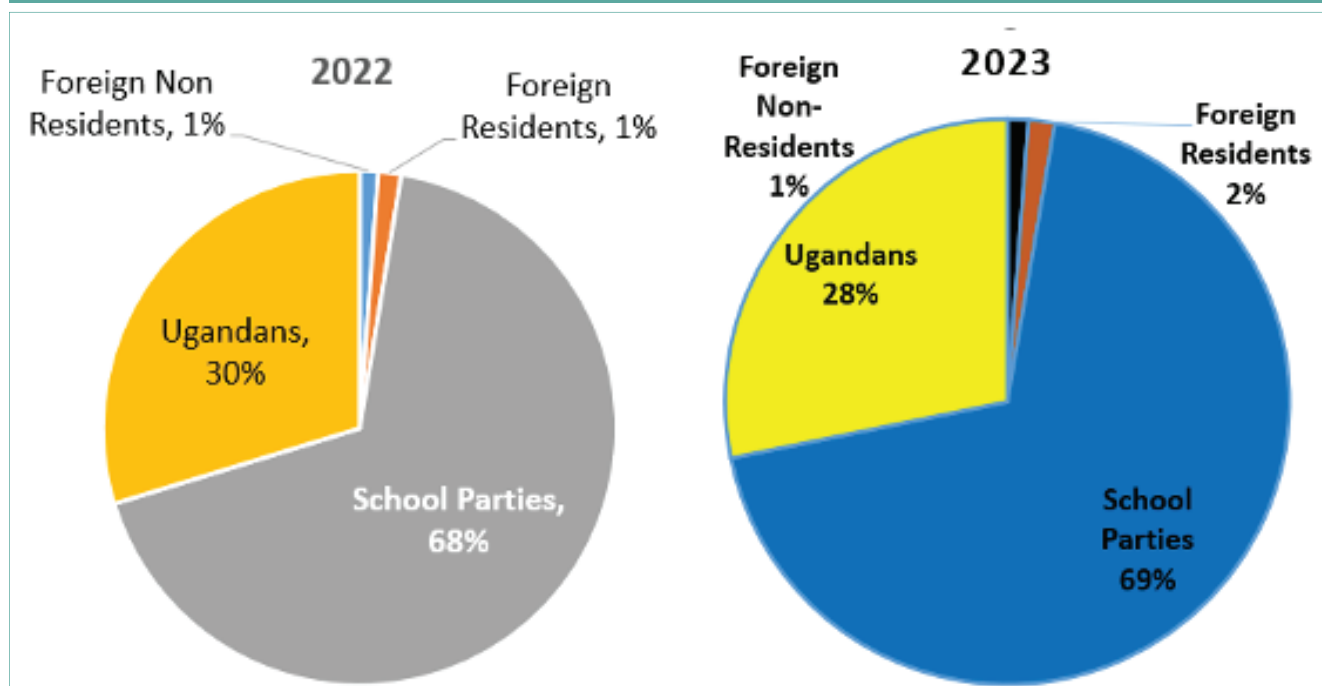
8.2 CATEGORY OF VISITATION TO UWEC

Table 17: Category of visitation to UWEC, 2019-2023

Visitation to UWEC	2019	2020	2021	2022	2023	%Change 2023-2022	Recovery 2019 vs 2023
Foreign Non-Residents	8,954	2,236	3,719	5,606	7,406	32.1%	83%
Foreign Residents	9,381	3,614	5,202	7,028	9,340	32.9%	100%
School Parties	251,443	6,887	5,687	329,166	427,851	30.0%	170%
Ugandans	113,620	55,052	116,509	144,664	174,567	20.7%	154%
Total Visitation	383,398	67,789	131,117	486,464	619,164	27.3%	161%

Source: Uganda Wildlife Education Centre, 2023

Figure 54: Market share of category of visitation to UWEC.

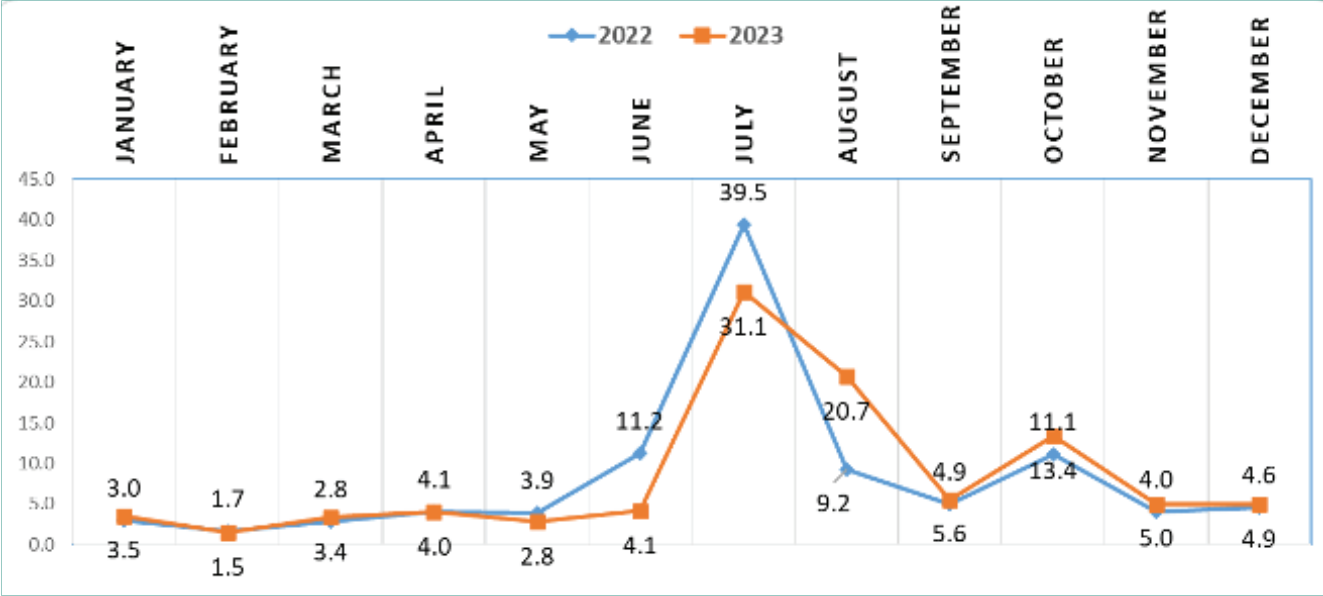


Source: Uganda Wildlife Education Centre, 2023

- All categories show strong recovery and growth in 2023, with school parties and Ugandan visitors showing particularly robust increases.
- School Parties continued to dominate visitation to UWEC in 2023, contributing to 69% of all visitors to the UWEC indicating a substantial increase in school-related visits to UWEC.
- Notable is the drop in the share of Ugandan visitors into UWEC from 30% in 2022 to 28% in 2023 and an increase in Foreign Residents from 1% in 2022 to 2% in 2023.
- Foreign entries into UWEC rose by 32.1% in 2023 but are yet to recover to the 2019 pre-COVID- numbers at only 83% recovery level.

8.3 SEASONALITY OF VISITORS TO THE UWEC

Figure 55: Seasonality of Visitors to the UWEC



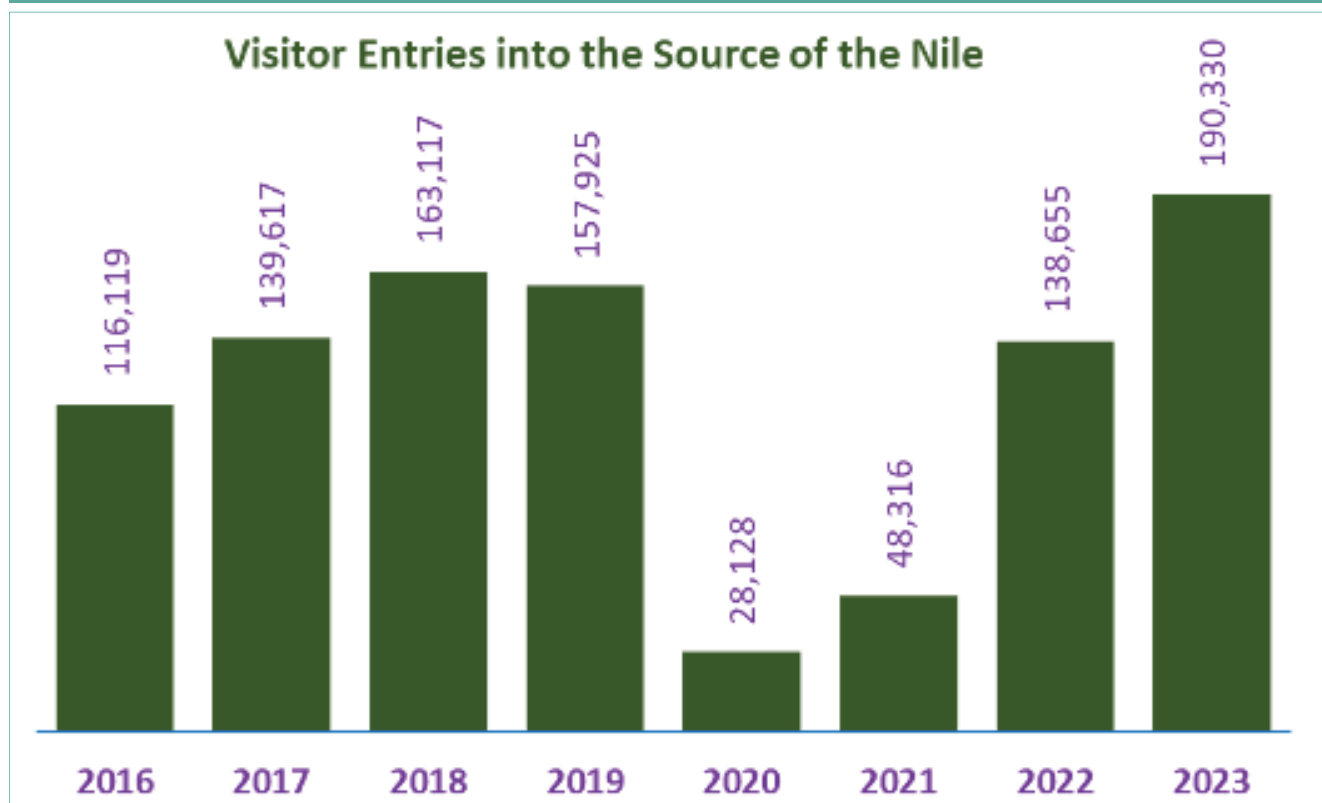
Source: Uganda Wildlife Education Centre, 2023

- Both years (2022 and 2023) show a similar trend, with the peaks and troughs occurring around the same months.
- For both years, there is a pronounced peak that appears in July. This could correlate with popular visiting times, possibly due to holiday seasons or school visits.

CHAPTER 9: VISITOR ARRIVALS INTO THE SOURCE OF THE NILE

9.1 VISITORS TO THE SOURCE OF THE NILE, 2016-2023

Figure 56: Visitor entries to the Source of the Nile, 2016-2023



Source: Admin data, MoTWA

- Visitor entries into the Source of the Nile recorded a robust recovery by 2023 with the highest recorded visitors ever since 2016.
- Visitor entries into the Source of the Nile increased by 37.3% in 2023 to reach 190,330
- By December 2023, the Visitor entries had recovered and surpassed the 2019 pre-pandemic levels by 21%
- By 2023, the visitor numbers continued to rise to 190,330, surpassing the pre-pandemic peak of 2019. This could indicate a strong recovery and resurgence in interest in visiting the Source of the Nile

Table 18: Visitors to Source of the Nile by Foreign and Domestic types

Year	Visitor Numbers			%Change			%Share	
	Foreign	Domestic	Total	Foreign	Domestic	Total	Foreign	Domestic
2019	17,268	140,657	157,925	-20.6%	-0.5%	-3.2%	11%	89%
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%

Source: Admin data, MoTWA

- 9 in every 10 visitors to the Source of the Nile was a domestic visitor in 2023.
- Domestic visitors into the Source of the Nile rose by 37.5% in 2023 from 129,141 visitors in 2022 to 177,508.
- Foreign entries grew by 34.8% from 9,514 in 2022 to 12,822 in 2023 but only represent 7% of all visitor entries to the site
- The share of foreign visitors remained at 7%, and domestic at 93% in 2023 suggesting that UWEC remains primarily supported by domestic visitors..

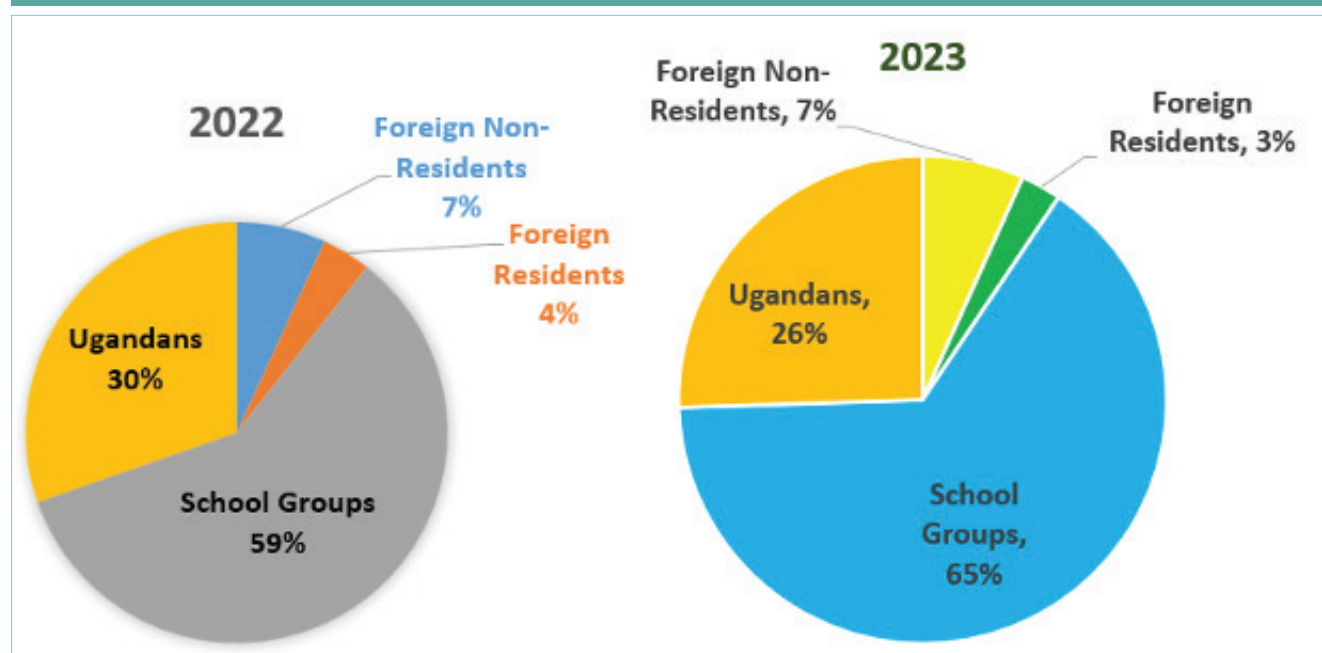
9.2 CATEGORY OF VISITOR INTO THE SOURCE OF THE NILE

Table 19: Visitors to the Source of the Nile by Category, 2019-2023

Visitor Sub-Category	2019	2020	2021	2022	2023	%Change 2023-2022	Recovery 2023 vs 2019
Foreign Non-Residents	17,268	3,696	3,653	9,514	12,822	34.8%	74%
Foreign Residents	4,650	1,368	3,829	5,211	5,093	-2.3%	110%
School Groups	90,727	4,588	2,589	81,840	123,864	51.3%	137%
Ugandans	45,280	18,476	38,245	42,090	48,551	15.4%	107%
Total entries	157,925	28,128	48,316	138,655	190,330	37.3%	121%

Source: Admin data, MoTWA

Figure 57: Share of Visitors to the Source of the Nile, 2022-2023



Source: Admin data, MoTWA

- Visitor entries to the Source of the Nile show robust growth and recovery across all sub-categories by 2023.
- While foreign non-residents haven't fully reached their pre-pandemic visitation levels, all other categories have fully recovered and, in most cases, significantly surpassed their 2019 figures.
- Overall, Figure 57 shows that the Source of the Nile is a site that appeals predominantly to the domestic market, especially school-aged children and educators.
- The most considerable growth is seen in the school groups category, which could reflect increased emphasis on educational trips or outreach programs.
- In 2023, School groups continued to dominate visitation with 65% share, Followed by Ugandans 26% and Foreign non-residents at 7%.
- Notably, the share of Ugandans at the source of the Nile dropped from 30% to 26% in 2023.

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

Figure 58: Monthly trend on visits to the source of the Nile.



Source: Admin data, MoTWA

- Both years display pronounced seasonality, with a peak in July and a smaller peak in December, which could correspond to holiday or vacation periods when tourism typically increases.
- There were notable differences in the distribution of the monthly shares
- July 2023 shows a sharp peak at 29%, significantly higher than July 2022, which is also a peak at 17.2%. This could indicate an increase in the relative share of visitors during this month for 2023.
- The lowest shares for both years are in the early months, with February having the lowest share for 2022 and April for 2023.

9.4 TOP SOURCE MARKETS FOR THE SOURCE OF THE NILE

9.4.1. Top 10 Overseas Source markets to the Source of the Nile

Table 20: Top 10 Overseas Source markets to the Source of the Nile, 2022-2023

Rank	Country	2022	Rank	Country	2023
1	USA	786	1	USA	2416
2	Germany	411	2	United Kingdom	835
3	India	232	3	Germany	817
4	Turkey	135	4	India	814
5	United Kingdom	130	5	China	401
6	France	108	6	Netherlands/ Holland	265
7	Netherlands	106	7	Canada	199
8	China	90	8	Italy	161
9	Spain	78	9	Spain	134
10	Russia	77	10	Australia	129

Source: Admin data, MoTWA

- USA retained its position as the top source markets for visitors to the Source of the Nile from the overseas countries.
- The number of visitors from the USA more than tripled from 786 in 2022 to 2,416 in 2023 indicating a significant increase in interest or marketing effectiveness in this region

- The United Kingdom moved up from rank 5 in 2022 to rank 2 in 2023, showing a substantial increase in visitors, from 130 to 835.
- Germany was rank 2 in 2022 and shifted to rank 3 in 2023, despite also increasing its visitor numbers from 411 to 817.
- India retained a position in the top 4, with a slight increase from 232 to 814 visitors.
- China entered the top 5 in 2023, up from rank 8 in 2022, with a significant increase to 401 visitors.
- The Netherlands (referred to as Netherlands/Holland) dropped from rank 7 in 2022 to rank 6 in 2023, but also with an increase in visitor numbers.
- Canada and Italy appear in the top 10 in 2023, suggesting a rise in visitation from these countries, while Russia dropped out of the top 10.
- Australia enters the list at rank 10 in 2023, indicating it has become a new source market of note.

9.4.2. Top 10 African Source markets into the Source of the Nile

Table 21: Top 10 African Source markets to the Source of the Nile, 2022-2023

Rank	Country	2022	Rank	Country	2023
1	Ugandans	45,730	1	Ugandans	177,508
2	Kenya	612	2	Kenya	2780
3	South Sudan	144	3	South Sudan	307
4	Tanzania	102	4	Tanzania	291
5	South Africa	90	5	South Africa	149
6	Egypt	61	6	Tunisia	108
7	Eritrea	48	7	Dr. Rep Congo	99
8	Ethiopia	43	8	Nigeria	99
9	Tunisia	38	9	Eritrea	97
10	Nigeria	29	10	Rwanda	94

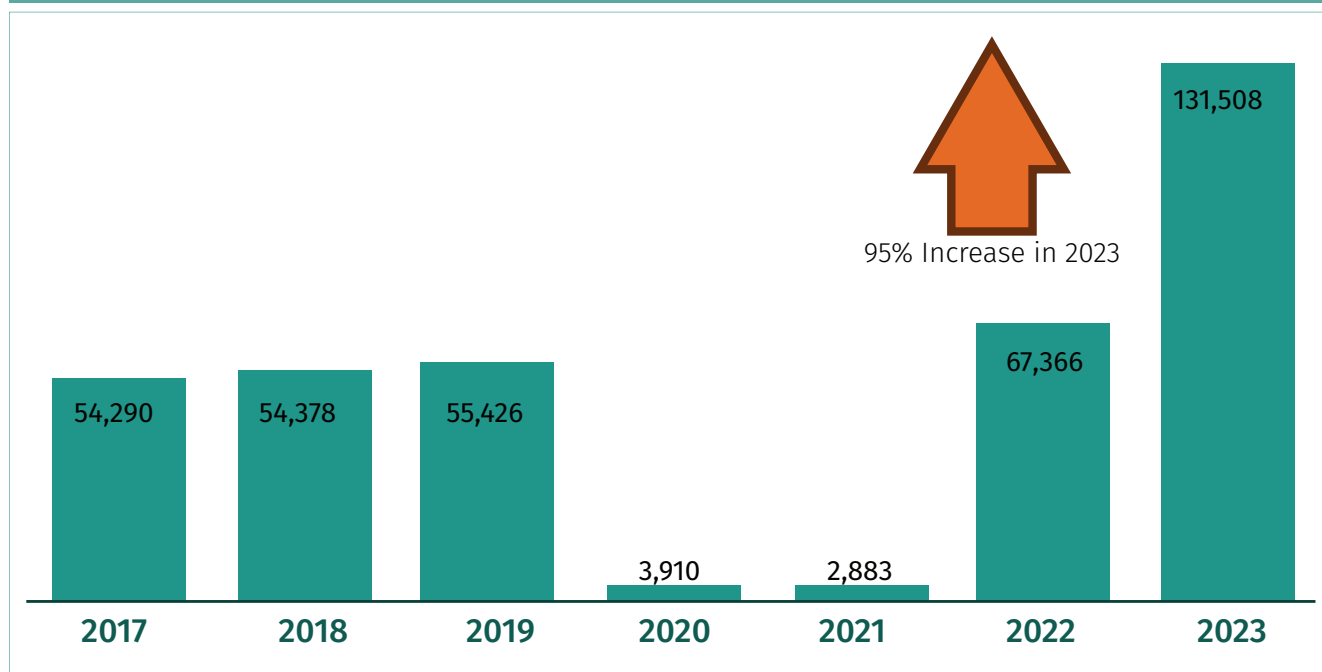
Source: Admin data, MoTWA

- Ugandans dominate the chart in both years as the top Source market for the Source of the Nile in Africa.
- The top 5 countries maintained their positions in 2023 with notable increases in visitors
- Tunisia, which was ninth in 2022, rose to the sixth position in 2023 with an increase in visitors.
- The Democratic Republic of Congo and Nigeria are new to the list in 2023, occupying the seventh and eighth positions, respectively, suggesting emerging markets.
- Egypt and Ethiopia, which were in the top 10 in 2022, are no longer present in the 2023 list.
- Rwanda enters the list at the tenth position in 2023.
- Overall, there is an upward trend in visitor numbers from African countries from 2022 to 2023.

CHAPTER 10 :VISITOR ARRIVALS INTO THE UGANDA MUSEUM

10.1 VISITORS TO THE UGANDA MUSEUM, 2017-2023

Figure 59: Visitation to Uganda Museum, 2017-2023



Source: Admin data, MoTWA

- Total entries into Museums and Monument increased by 95% in the review period.
- Domestic entries rose by 77.2% while foreign entries rose by 494.5% in 2023.
- Visitor entries into the Uganda Musuem increased to 131,508 in 2023, up from 67,366 recorded in 2022 and 87% were domestic visitors
- By December 2023, the Visitor entries had recovered and surpassed the 2019 pre-pandemic levels by 137%.

Table 22: Visitation to the Uganda Museum by Domestic and Foreign Visitors

Year	Visitor Numbers			%Change			%Share	
	Foreign	Domestic	Total	Foreign	Domestic	Total	Foreign	Domestic
2019	4,542	50,884	55,426	67.7%	-1.5%	1.9%	8%	92%
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%

- A remarkable recovery is evident in 2023, particularly in the number of domestic visitors.
- By 2023, visitation to the Uganda Museum had not only rebounded but grown significantly compared to pre-pandemic levels, with both foreign and domestic visitors showing robust increases.
- Foreign visitors increased by 494.5%, and domestic visitors increased by 77.2% from the previous year.
- The share of foreign visitors rose to 13%, while domestic visitors accounted for 87%.

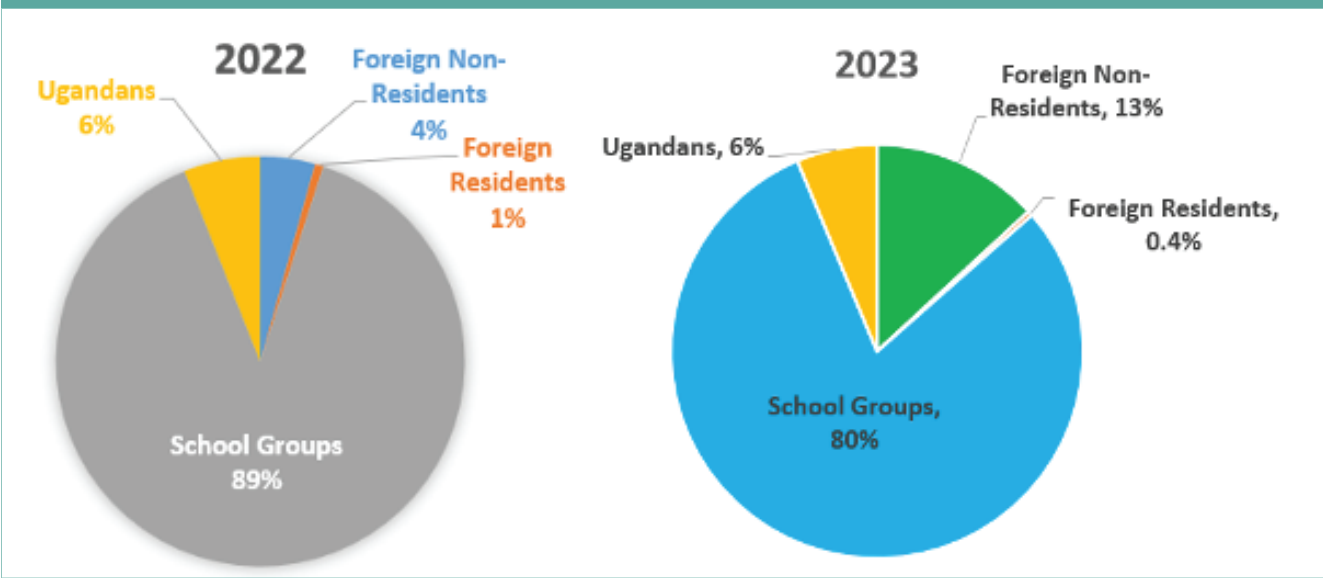
10.2 CATEGORY OF VISITORS TO THE MUSEUMS AND CULTURAL SITES.

Table 23: Category of Visitors to the museums and cultural sites, 2019-2023

Visitor Category	2019	2020	2021	2022	2023	%Change 2023-2022	%Recovery 2023 Vs. 2019
Foreign Non-Residents	4,542	1,163	724	2,909	17,294	494.5%	381%
Foreign Residents	297	75	109	456	498	9.2%	168%
School Groups	47,465	1,581	211	59,934	105,399	75.9%	222%
Ugandans	3,122	1,091	1,839	4,067	8,317	104.5%	266%
Total	55,426	3,910	2,883	67,366	131,508	95.2%	237%

Source: Admin data, MoTWA

Figure 60: Market share of Visitors to the Uganda Museum, 2022-2023

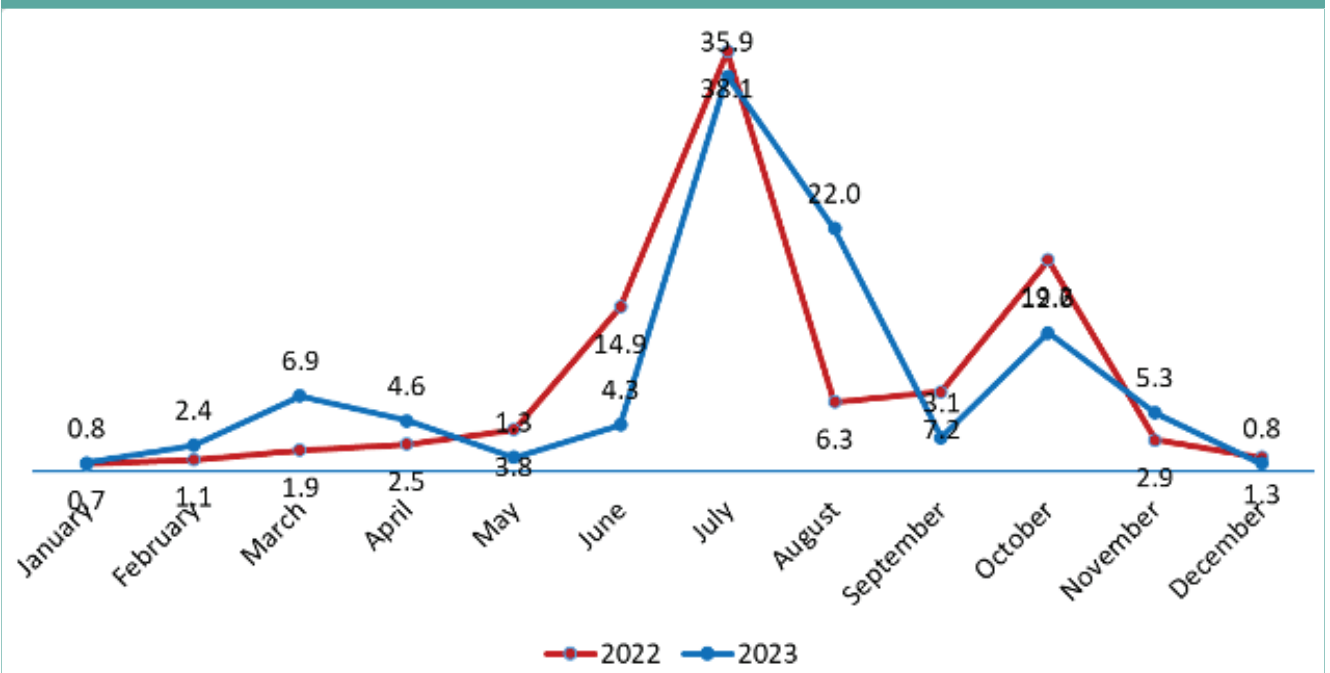


Source: Admin data, MoTWA

- The total recovery rate compared to 2019 is 237%, suggesting that overall visitation has more than doubled since the pre-pandemic era
- The visitation of school groups contributed the lion's share of 80% to the overall total, followed by Foreign Non-Residents at 13%
- School Groups dropped by 9 percentage points in 2023 from 89% share in 2022 to 80% share in 2023.
- Overall, these trends point to a successful recovery and expansion of visitor engagement post-pandemic.

10.3 SEASONALITY VISITS TO MUSEUMS AND CULTURAL SITES.

Figure 61: Comparison of monthly trend on visits to Uganda Museum: 2022-2023



Source: Admin data, MoTWA

- Overall, Increase in the number of visitors to the Uganda Museum in 2023 is observed compared to 2022, with similar seasonal patterns observed in both years.
- The 2023 trend line shows higher peaks than in 2022, suggesting a significant year-on-year growth in visitor numbers peaking in July for both months followed by October.
- The end of the year shows the 2023 visitation numbers declining but still remaining above the 2022 figures.

ANNEX

ANNEX 1: TOURIST ARRIVAL STATISTICS

Table 24: Inbound Tourism Expenditure by Products, Uganda, 2019-2023

CONSUMPTION PRODUCTS (*)	2019 UGX Billions	2022 UGX Billions	2023 UGX Billions	Recovery %
A.1. Tourism characteristic products				
1. Accommodation services for visitors	1,786.7	1,011.8	1,321.9	74
2. Food- and beverage-serving services	1,084.2	499.3	733.8	68
3. Railway passenger transport services	0.0	0.0	0.0	
4. Air & Road passenger transport services	574.5	353.9	438.8	76
5. Water passenger transport services	14.5	6.2	98.6	678
6. Air passenger transport services	0.0	0.0	0.0	
7. Transport equipment rental services	0.0	40.1	38.6	
8. Travel agencies and other reservation services	157.9	158.8	455.0	288
9. Cultural services	269.4	171.8	313.3	116
10. Sports and recreational services	123.6	127.0	101.2	82
A.2. Other consumption products (a)	0.0	0.0	0.0	
Health and Medical Care	0.0	89.5	53.2	
Retail Trade	17.2	7.0	0.4	2
B.1. Valuables	0.0	0.0	0.0	
B.2. Other	552.3	106.1	263.7	48
TOTAL INBOUND TOURISM EXPENDITURE	4,580.4	2,571.5	3,818.6	83.4

Source: Tourist Satellite Account 2023; Tourist Exit Survey Report 2023.

Table 25: Annual Tourists' arrivals from 2019-2023 by regions

Region	2019	2020	2021	2022	2023	% Change 2023-2022	Perc Share 2023
Africa	1,044,144	420,115	459,359	714,576	1,136,216	59.0%	89.2%
America	150,796	11,776	9,651	17,590	23,643	34.4%	1.9%
Asia	31,339	18,665	20,813	40,172	55,975	39.3%	4.4%
Europe	248,869	18,112	16,329	27,814	39,596	42.4%	3.1%
Middle East	29,864	2,293	2,314	3,472	3,983	14.7%	0.3%
Oceania	37,608	964	433	1,614	2,939	82.1%	0.2%
Unspecified		1,160	4,046	9,270	11,858	27.9%	0.9%
Total	1,542,620	473,085	512,945	814,508	1,274,210	56.4%	100%

Source: Immigration data from PISCES 2023; UBOS

Table 26: Tourist Arrivals Longhaul and African air markets

Markets	2019	2020	2021	2022	2023	Market Share 2023	%Change
Africa Air Markets	208,829	41,011	73,498	118,701	163,199	12.8	37.5
Africa Land Markets	835,315	379,104	385,861	595,980	973,017	76.4	63.3
Long haul Markets (Overseas)	498,476	51,810	49,540	90,669	126,136	9.9	39.1
Un Specified		1,160	4,046	9,158	11,858	0.9	29.5
All Markets	1,542,620	473,085	512,945	814,508	1,274,210	100	56.4

Source: Immigration data from PISCES 2023; UBOS

Table 27: Tourist Arrivals by Quarter 2022-2023

Region	1st Quarter		2nd Quarter		3rd Quarter		4th Quarter	
	2022	2023	2022	2023	2022	2023	2022	2023
Africa	136,506	233,081	175,224	260,365	182,202	320,721	220,749	322,049
America	2,903	5,251	4,279	5,569	5,929	6,939	4,479	5,884
Asia	7,903	13,599	10,695	13,650	10,265	14,620	11,310	14,106
Europe	4,942	9,617	6,557	8,775	8,922	11,313	7,399	9,891
Middle East	701	946	831	928	1,148	1,252	792	857
Oceania	259	601	324	651	525	930	506	757
Unspecified	1,594	2,781	2,359	2,864	2,454	2,935	2,751	3,278
Total	154,808	265,876	200,269	292,802	211,445	358,710	247,986	356,822

Source: Immigration data from PISCES 2023; UBOS

Table 28: Tourist Arrivals by purpose of Visit, 2019-2023: Detailed

Purpose	2019	2020	2021	2022	2023	%Change 2023-2022	Market Share 2023 (%)
Visiting Friends and Relatives	549,961	64,602	169,272	311,414	373,782	20.0	29
Business & Professional	390,043	293,141	97,459	125,997	167,569	33.0	13
Leisure and Holiday	376,391	10,811	46,165	95,394	199,716	109.4	16
Education and Training		5,059	30,777	83,044	71,473	-13.9	6
Others	226,225	93,306	169,272	45,459	200,741	341.6	16
Shopping				44,385	53,006	19.4	4
MICE		4,671		44,027	97,806	122.2	8
Religion/pilgrimages		1,495		39,911	52,665	32.0	4
Health and Medical care				17,897	34,540	93.0	3
Volunteering				6,980	22,912	228.3	2
TOTAL	1,542,620	473,085	512,945	814,508	1,274,210	56.4	100%

Source: Immigration data from PISCES 2023; UBOS

Table 29: Tourist Arrivals by purpose of Visit, 2019-2023

Purpose	2019	2020	2021	2022	2023	%Change 2023-2022	% Share 2023
Business & Professional	390,043	302,871	128,236	297,453	336,848	13.2	26.4
Leisure & Holiday	376,391	10,811	46,165	95,394	199,716	109.4	15.7
Others	226,225	94,801	169,272	110,247	363,864	230.0	28.6
Visiting Friends and Relatives	549,961	64,602	169,272	311,414	373,782	20.0	29.3
TOTAL	1,542,620	473,085	512,945	814,508	1,274,210	56.4	100

Source: Immigration data from PISCES 2023; UBOS

Table 30: Tourist Arrivals by Month and Quarter, 2019-2023

	2019	2020	2021	2022	2023	Recovery (%)
1st QUARTER	369,821	141,256	126,473	154,808	265,876	71.9
January	125,321	56,446	39,946	49,554	92,437	73.8
February	121,899	49,781	40,355	46,882	82,731	67.9
March	122,601	35,029	46,172	58,372	90,708	74.0
2nd QUARTER	376,282	91,806	121,102	200,269	292,802	77.8
April	122,760	24,338	39,686	65,319	91,227	74.3
May	127,734	28,922	42,402	66,429	99,324	77.8
June	125,788	38,546	39,014	68,521	102,251	81.3
3rd QUARTER	397,638	116,811	121,598	211,445	358,710	90.2
July	132,289	42,214	37,719	72,082	116,298	87.9
August	133,254	40,301	43,249	69,869	128,670	96.6
September	132,095	34,296	40,630	69,494	113,742	86.1
4th QUARTER	398,879	123,212	143,772	247,986	356,822	89.5
October	124,277	40,864	46,256	79,219	113,933	91.7
November	130,194	41,267	48,073	77,932	112,616	86.5
December	144,408	41,081	49,443	90,835	130,273	90.2
TOTAL	1,542,620	473,085	512,945	814,508	1,274,210	82.6

Source: Immigration data from PISCES 2023; UBOS

Table 31: Tourist Arrivals by Country of Residence, 2019-2023

Region/Country	2019	2020	2021	2022	2023	Market Share 2023 (%)	% Change 2022-2023
AFRICA	1,044,227	420,115	459,359	714,677	1,134,603	89.0	58.8
EAST AFRICA	-	395,350	426,288	623,763	996,620	78.2	59.8
Kenya		321,770	345,684	376,294	498,915	39.2	32.6
Rwanda		22,660	25,399	158,523	358,609	28.1	126.2
Burundi		13,765	9,892	20,752	42,731	3.4	105.9
Eritrea		9,823	16,266	26,524	35,184	2.8	32.6
Tanzania, United Republic of		21,883	20,803	26,932	33,725	2.6	25.2
Zambia		586	960	2,821	10,065	0.8	256.8
Zimbabwe		1,035	1,446	3,450	5,895	0.5	70.9
Ethiopia		2,179	2,827	3,794	4,333	0.3	14.2
Malawi		501	544	1,407	2,754	0.2	95.7
Somalia		1,148	1,762	1,835	2,551	0.2	39.0
Comoros			278	455	567	0.0	24.6
Mauritius			113	248	385	0.0	55.2
Djibouti			139	293	268	0.0	- 8.5
Madagascar			65	181	268	0.0	48.1
Mozambique			56	200	259	0.0	29.5
Seychelles			28	54	111	0.0	105.6
British Indian Ocean Territory			26			-	
CENTRAL AFRICA	-	3,644	6,108	12,491	22,612	1.8	81.0
Congo, Democratic Republic of the		3,644	5,524	11,268	20,692	1.6	83.6
Cameroon			291	632	884	0.1	39.9
Angola			88	179	255	0.0	42.5
Congo			66	103	224	0.0	117.5
Chad			43	87	177	0.0	103.4
Gabon			29	90	167	0.0	85.6
Central African Republic			47	101	145	0.0	43.6
Equatorial Guinea			18	30	51	0.0	70.0
Sao Tome and Principe			2	1	17	0.0	1,600.0
NORTH AFRICA	-	13,105	20,638	64,205	94,016	7.4	46.4
South Sudan		12,120	19,211	59,602	85,375	6.7	43.2
Sudan		985	1,157	2,848	8,035	0.6	182.1
Algeria			81	112	270	0.0	141.1
Morocco			70	122	207	0.0	69.7
Tunisia			119	77	119	0.0	54.5
Western Sahara				2	10	0.0	400.0
Other countries of North Africa				1,442		-	- 100.0
SOUTHERN AFRICA	-	2,315	2,136	4,917	8,033	0.6	63.4
South Africa		2,315	1,804	3,677	4,931	0.4	34.1
Botswana			190	642	1,819	0.1	183.3
Namibia			34	249	708	0.1	184.3
Eswatini			75	103	356	0.0	245.6
Lesotho			33	122	219	0.0	79.5
Other countries of Southern Africa				124		-	- 100.0
WEST AFRICA	-	2,599	3,961	9,301	13,322	1.0	43.2
Nigeria		1,973	1,866	3,626	5,031	0.4	38.7
Ghana		626	982	3,464	4,750	0.4	37.1
Sierra Leone			300	606	862	0.1	42.2
Liberia			172	446	685	0.1	53.6
Gambia			108	229	341	0.0	48.9
Mali			116	215	300	0.0	39.5
Senegal			47	124	228	0.0	83.9
Côte d'Ivoire			88	136	221	0.0	62.5
Guinea-Bissau			5	6	214	0.0	3,466.7
Benin			50	103	156	0.0	51.5
Burkina Faso			95	96	154	0.0	60.4
Togo			36	58	126	0.0	117.2
Guinea			55	91	114	0.0	25.3
Niger			29	75	85	0.0	13.3
Mauritania			11	24	43	0.0	79.2

Cabo Verde			1		12	0.0	
Saint Helena						-	
Other countries of West Africa				2		-	
OTHER AFRICA	1,044,227	3,102	228	-	-	-	
Other countries of Africa	1,044,227	3,102	228			-	
AMERICAS	150,440	11,776	9,651	17,635	23,691	1.9	34.3
CARIBBEAN	-	-	181	380	576	0.0	51.6
Jamaica			46	138	177	0.0	28.3
Trinidad and Tobago			19	33	98	0.0	197.0
Haiti			28	38	71	0.0	86.8
Bahamas			13	32	47	0.0	46.9
Barbados			10	9	37	0.0	311.1
Dominica			24	38	37	0.0	- 2.6
Cuba			25	26	32	0.0	23.1
Grenada			6	18	22	0.0	22.2
Saint Kitts and Nevis				17	22	0.0	29.4
Antigua and Barbuda			7	22	20	0.0	- 9.1
Saint Vincent and the Grenadines			2	6	6	0.0	-
Dominican Republic				2	3	0.0	50.0
Netherlands Antilles					2	0.0	
Montserrat					1	0.0	
Saint Lucia			1	1	1	0.0	
CENTRAL AMERICA	-	-	58	132	185	0.0	40.2
Guatemala			5	28	68	0.0	142.9
Costa Rica			19	45	38	0.0	- 15.6
El Salvador			9	14	29	0.0	107.1
Honduras			10	18	18	0.0	-
Belize			7	16	16	0.0	-
Nicaragua			3	9	8	0.0	- 11.1
Panama			5	2	8	0.0	300.0
NORTH AMERICA	-	9,112	9,099	16,298	21,812	1.7	33.8
United States of America		7,100	7,571	13,212	17,712	1.4	34.1
Canada		2,012	1,449	2,946	3,900	0.3	32.4
Mexico			79	140	200	0.0	42.9
SOUTH AMERICA	-	-	313	825	1,118	0.1	35.5
Brazil			113	247	381	0.0	54.3
Colombia			49	140	164	0.0	17.1
Peru			31	61	116	0.0	90.2
Argentina			50	77	111	0.0	44.2
Uruguay			22	158	103	0.0	- 34.8
Bolivia, Plurinational State of			14	31	73	0.0	135.5
Chile			14	49	61	0.0	24.5
Ecuador			8	25	61	0.0	144.0
Venezuela, Bolivarian Republic of			10	25	26	0.0	4.0
Guyana				7	11	0.0	57.1
Paraguay			1	4	9	0.0	125.0
Suriname				1	2	0.0	100.0
Falkland Islands (Malvinas)						-	
French Guiana			1			-	
OTHER AMERICAS	150,440	2,664	-	-	-	-	
Other countries of the Americas	150,440	2,664				-	
EAST ASIA AND THE PACIFIC	30,960	8,069	5,700	10,664	18,242	1.4	71.1
NORTH-EAST ASIA	-	4,955	4,687	7,565	12,763	1.0	68.7
China		3,824	3,977	5,881	9,944	0.8	69.1
Korea, Republic of		642	417		1,387	0.1	
Japan		489	229	559	969	0.1	73.3
Mongolia			34	182	324	0.0	78.0
Taiwan Province of China			26	869	106	0.0	- 87.8
Korea, Democratic People's Republic of			4	27	33	0.0	22.2
Hong Kong, China						-	
Macao, China						-	
China + Hong Kong, China				47		-	- 100.0

SOUTH-EAST ASIA	-	-	580	1,507	2,549	0.2	69.1
Philippines			250	423	669	0.1	58.2
Malaysia			86	259	502	0.0	93.8
Viet Nam			35	376	395	0.0	5.1
Indonesia			128	143	368	0.0	157.3
Singapore			40	174	337	0.0	93.7
Thailand			29	95	157	0.0	65.3
Cambodia			1	19	99	0.0	421.1
Timor-Leste			6	11	12	0.0	9.1
Lao People's Democratic Republic					5	0.0	
Myanmar			2	5	4	0.0	- 20.0
Brunei Darussalam			3	2	1	0.0	- 50.0
AUSTRALASIA	-	964	388	1,519	2,764	0.2	82.0
Australia		857	319	1,333	2,318	0.2	73.9
New Zealand		107	69	186	446	0.0	139.8
MELANESIA	-	-	43	62	121	0.0	95.2
Fiji			31	41	76	0.0	85.4
Papua New Guinea				11	26	0.0	136.4
Vanuatu			7	5	17	0.0	240.0
Solomon Islands			5	5	2	0.0	- 60.0
MICRONESIA	-	-	-	1	27	0.0	2,600.0
Kiribati					25	0.0	
Nauru					2	0.0	
Christmas Island, Australia						-	
Cocos (Keeling) Islands				1		-	- 100.0
POLYNESIA	-	-	2	10	18	0.0	80.0
Tonga			2	8	17	0.0	112.5
American Samoa					1	0.0	
Cook Islands						-	
French Polynesia						-	
Niue						-	
Pitcairn						-	
Samoa				2		-	- 100.0
OTHER EAST ASIA AND THE PACIFIC	30,960	2,150	-	-	-	-	
Other countries of Asia	30,960	2,056				-	
All countries of Asia		94				-	
EUROPE	248,800	18,112	16,329	29,821	42,084	3.3	41.1
CENTRAL/EASTERN EUROPE	-	1,448	1,565	2,208	4,119	0.3	86.5
Russian Federation		711	565	720	1,303	0.1	81.0
Poland			124	191	436	0.0	128.3
Czech Republic (Czechia)		124	125	215	400	0.0	86.0
Romania			137	167	305	0.0	82.6
Ukraine		613	210	236	280	0.0	18.6
Kyrgyzstan			25	57	171	0.0	200.0
Bulgaria			54		160	0.0	
Kazakhstan			24	49	159	0.0	224.5
Belarus			80	54	152	0.0	181.5
Slovakia			21	52	133	0.0	155.8
Latvia			45	64	119	0.0	85.9
Hungary			35	73	114	0.0	56.2
Lithuania			35	56	86	0.0	53.6
Estonia			31	24	74	0.0	208.3
Moldova, Republic of			12	29	57	0.0	96.6
Azerbaijan			11	17	51	0.0	200.0
Tajikistan			15	30	44	0.0	46.7
Uzbekistan			6	16	32	0.0	100.0
Georgia			4	9	26	0.0	188.9
Armenia			2	12	14	0.0	16.7
Turkmenistan			4	14	3	0.0	- 78.6
Other countries Central/East Europe				123		-	- 100.0
NORTHERN EUROPE	-	8,128	6,187	12,987	17,394	1.4	33.9
United Kingdom		5,481	3,982	8,108	11,069	0.9	36.5
Ireland		527	557	1,649	2,488	0.2	50.9

Sweden		851	693	1,163	1,255	0.1	7.9
Denmark		625	440	1,026	1,152	0.1	12.3
Norway		501	396	739	997	0.1	34.9
Finland		143	99	183	309	0.0	68.9
Iceland			20	66	77	0.0	16.7
Other countries of Northern Europe				53	47	0.0	- 11.3
SOUTHERN EUROPE	-	890	1,535	2,792	4,059	0.3	45.4
Italy		890	711	1,355	1,850	0.1	36.5
Spain			255	510	836	0.1	63.9
Portugal			255	440	633	0.0	43.9
Serbia				161	236	0.0	46.6
Greece			89	119	121	0.0	1.7
Slovenia			15	30	112	0.0	273.3
Malta			18	60	76	0.0	26.7
Croatia			21	66	67	0.0	1.5
Bosnia and Herzegovina			32		48	0.0	
North Macedonia				6	39	0.0	550.0
Albania			6	3	13	0.0	333.3
Other countries of Southern Europe				35	13	0.0	- 62.9
Andorra			1	1	7	0.0	600.0
Holy See			5		5	0.0	
Montenegro				6	3	0.0	- 50.0
Serbia and Montenegro			113			-	
Yugoslavia, SFR (former)			14			-	
WESTERN EUROPE	-	5,743	5,542	9,922	14,292	1.1	44.0
Germany		1,774	1,678	3,279	4,864	0.4	48.3
France		1,059	1,184	2,081	3,002	0.2	44.3
Netherlands		1,638	1,414	2,193	2,937	0.2	33.9
Belgium		682	612	1,215	1,978	0.2	62.8
Switzerland		363	463	744	824	0.1	10.8
Austria		227	175	377	664	0.1	76.1
Luxembourg			16	25	18	0.0	- 28.0
Liechtenstein				4	5	0.0	25.0
Monaco				1		-	- 100.0
Other countries of Western Europe				3		-	- 100.0
EAST MEDITERRANEAN EUROPE	-	1,713	1,380	1,912	2,220	0.2	16.1
Türkiye		1,344	1,120	1,382	1,428	0.1	3.3
Israel		369	203	400	627	0.0	56.8
Cyprus			57	130	165	0.0	26.9
OTHER EUROPE	248,800	190	120	-	-	-	
Other countries of Europe	248,800	190	120			-	
MIDDLE EAST	29,858	2,293	2,314	1,475	3,180	0.2	115.6
Egypt		1,054	1,215		1,448	0.1	
Lebanon			379	535	598	0.0	11.8
Saudi Arabia			278	312	245	0.0	- 21.5
Libya			112		182	0.0	
Yemen			94	141	131	0.0	- 7.1
United Arab Emirates			31	95	129	0.0	35.8
Syrian Arab Republic			87	133	126	0.0	- 5.3
Jordan			64	94	122	0.0	29.8
Oman			26	104	120	0.0	15.4
Iraq			10	26	19	0.0	- 26.9
Kuwait			14	16	17	0.0	6.3
Qatar			3	8	16	0.0	100.0
All countries of Middle East	29,858				15	0.0	
Bahrain			1	8	12	0.0	50.0
Other countries of Middle East		1,239		3		-	- 100.0
SOUTH ASIA	-	11,560	15,546	31,075	40,554	3.2	30.5
India		10,223	12,644	25,791	31,324	2.5	21.5
Pakistan		1,337	1,789	2,895	4,320	0.3	49.2
Bangladesh			353	888	2,327	0.2	162.0
Nepal			211	821	1,521	0.1	85.3
Sri Lanka			252	406	478	0.0	17.7

Iran, Islamic Republic of			243	201	371	0.0	84.6
Afghanistan			33	41	143	0.0	248.8
Bhutan			21	29	67	0.0	131.0
Maldives				3	3	0.0	-
NOT SPECIFIED	38,335	1,160	4,046	9,161	11,856	0.9	29.4
Other countries of the World	38,335	1,160	4,046	9,161	11,856	0.9	29.4
TOTAL	1,542,620	473,085	512,945	814,508	1,274,210	100.0	56.4

Source: Immigration data from PISCES 2023; UBOS

Table 32: Tourist Arrivals by mode of Travel, 2019-2023

	2019	2020	2021	2022	2023	Market Share 2023 (%)	% Change 2023-2022
AIR	586,196	78,889	99,166	196,001	270,160	21.2	37.8
Scheduled flights	586,196	78,889	99,166	196,001	270,160	21.2	37.8
LAND	956,424	394,196	413,779	618,507	1,004,050	78.8	62.3
Motor coach/bus & other public transport	956,424	394,196	413,779	618,507	1,004,050	78.8	62.3
TOTAL	1,542,620	473,085	512,945	814,508	1,274,210	100	56.4

Source: Immigration data from PISCES 2023; UBOS

Table 33: Tourist Arrivals by mode of Travel, 2019-2023

Port of Arrival	Arrivals by Border Point				
	2019	2020	2021	2022	2023
Air		78,889	99,166	196,001	270,160
Entebbe		78,889	99,166	196,001	270,160
Road		394,196	413,779	618,507	1,004,050
Katuna		5,154	113	94,996	254,275
Malaba		178,058	213,735	196,109	249,387
Busia		113,013	105,145	137,906	175,191
Nimule/Elegu		52,450	50,433	81,086	123,510
Cyanika			1,495	27,363	83,040
Mirama Hi		20,291	17,993	40,998	52,257
Mutukula		21,295	9,067	29,410	30,335
Kamwezi				2,396	23,405
Mpondwe		3,935	14,565	5,004	6,684
Vvura				1,569	3,485
Oraba				94	814
Suam River				4	644
Lwakhakha				734	619
Goli				511	257
Ntoroko				55	128
Ishasha				5	19
Bunagana			1,233	165	
Afogi				22	
Atiaka					
Kikagati				80	
Total	1,542,620	473,085	512,945	814,508	1,274,210

Source: Immigration data from PISCES 2023; UBOS

ANNEX 2: HOTEL AND ACCOMMODATION STATISTICS

Table 34: Monthly Hotel Room Occupancy Rate, 2018-2023

Room Occupancy	2018	2019	2020	2021	2022	2023	%Change in Room Occupancy 2023-2019	%Change in Bed space Occupancy 2023-2022
Jan	56.0%	43.3%	38.5%	35.2%	30.2%	47.3%	4.0%	17.1%
Feb	56.7%	45.4%	30.9%	36.1%	32.6%	44.4%	-1.0%	11.7%
Mar	52.3%	45.3%	21.3%	35.7%	46.9%	49.3%	4.0%	2.5%
Apr	50.8%	50.9%	2.0%	40.1%	34.2%	48.8%	-2.1%	14.7%
May	52.6%	58.2%	1.4%	48.0%	44.1%	46.4%	-11.8%	2.4%
Jun	49.2%	43.3%	4.1%	44.7%	41.6%	46.5%	3.2%	4.9%
Jul	54.4%	58.1%	20.7%	32.0%	50.6%	53.5%	-4.6%	2.8%
Aug	57.3%	61.1%	23.9%	20.2%	53.9%	56.4%	-4.7%	2.6%
Sep	45.4%	48.4%	23.3%	36.5%	51.5%	60.9%	12.5%	9.4%
Oct	45.3%	48.3%	23.4%	28.3%	50.8%	62.4%	14.1%	11.7%
Nov	50.9%	54.3%	26.5%	25.9%	50.5%	63.6%	9.3%	13.1%
Dec	58.2%	62.1%	24.8%	31.2%	52.2%	48.2%	-13.9%	-4.0%
Overall	50.9%	51.9%	20.1%	33.0%	46.9%	53.9%	2.0%	7.0%

Table 35: Monthly Hotel Bed space Occupancy Rate, 2018-2023

Bed space Occupancy	2018	2019	2020	2021	2022	2023	%Change in Bed Occupancy 2023-2019	%Change in Bed space Occupancy 2023-2022
Jan	51.0%	37.7%	35.9%	31.0%	43.0%	45.1%	7.4%	2.1%
Feb	52.8%	41.8%	29.4%	20.9%	42.2%	44.3%	2.5%	2.1%
Mar	51.5%	37.8%	20.8%	30.9%	41.5%	47.8%	10.0%	6.4%
Apr	44.8%	45.9%	1.8%	28.1%	41.9%	48.6%	2.7%	6.8%
May	46.2%	53.0%	1.3%	28.8%	41.8%	46.0%	-7.0%	4.2%
Jun	43.6%	37.7%	4.0%	30.8%	43.8%	46.0%	8.3%	2.2%
Jul	46.2%	50.2%	21.6%	29.4%	44.9%	51.7%	1.5%	6.8%
Aug	47.2%	51.3%	23.0%	30.8%	40.3%	53.9%	2.6%	13.7%
Sep	41.8%	45.4%	22.7%	33.7%	46.2%	54.4%	9.0%	8.2%
Oct	37.8%	41.1%	22.9%	34.0%	46.8%	53.6%	12.5%	6.8%
Nov	45.9%	49.8%	25.4%	27.8%	45.9%	55.2%	5.4%	9.3%
Dec	53.0%	57.6%	26.7%	34.4%	45.0%	47.3%	-10.3%	2.3%
Overall	43.8%	45.8%	19.8%	30.5%	44.0%	50.4%	4.6%	6.5%

Source: Quarterly Hotel and Accommodation Survey 2023, MoTWA

Table 36: Hotel Room Occupancy Rate by Region, 2018-2023

Room Occupancy	2018	2019	2020	2021	2022	2023
Central	48.7%	49.2%	18.0%	26.1%	30.1%	34.5%
Eastern	54.9%	56.2%	20.6%	26.3%	50.2%	58.1%
Kampala	52.0%	53.1%	18.2%	41.4%	61.4%	53.6%
Northern	47.6%	47.4%	24.8%	35.2%	48.5%	52.7%
Western	52.6%	53.7%	22.5%	34.3%	33.8%	65.2%
Overall	50.9%	51.9%	20.1%	33.0%	46.9%	53.9%

Source: Quarterly Hotel and Accommodation Survey 2023, MoTWA

Table 37: Hotel Bed space Occupancy Rate by Region, 2018-2023

Bed space Occupancy	2018	2019	2020	2021	2022	2023
Central	42.9%	43.1%	18.6%	27.4%	31.2%	32.6%
Eastern	50.3%	50.7%	18.9%	32.2%	40.2%	58.2%
Kampala	47.7%	47.8%	17.7%	34.1%	48.9%	53.7%
Northern	42.0%	42.6%	25.2%	26.3%	45.5%	51.9%
Western	44.8%	44.9%	22.0%	30.0%	50.7%	51.8%
Overall	43.8%	45.8%	19.8%	30.5%	44.0%	50.4%

Source: Quarterly Hotel and Accommodation Survey 2023, MoTWA

Table 38: Hotel Room Occupancy Rate, 2019-2023

Year	Overall	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2019	51.9%	43.3%	45.4%	45.3%	50.9%	58.2%	43.3%	58.1%	61.1%	48.4%	48.3%	54.3%	62.1%
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%

Source: Quarterly Hotel and Accommodation Survey 2023, MoTWA

Table 39: Hotel Bed space Occupancy Rate, 2019-2023

Year	Overall	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2019	45.8%	37.7%	41.8%	37.8%	45.9%	53.0%	37.7%	50.2%	51.3%	45.4%	41.1%	49.8%	57.6%
2020	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%
2021	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%
2022	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%
2023	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%

Source: Quarterly Hotel and Accommodation Survey 2023, MoTWA

ANNEX 3: VISITATION TO NATIONAL PARKS

Table 40: Visitors to National Parks (Citizens and Foreigners), 2019 – 2023

National Parks	2019	2020	2021	2022	2023
Bwindi Impenetrable National Park	36,341	9,829	15,736	32,628	41,412
Kidepo Valley National Park	12,648	4,860	7,846	8,343	6,388
Murchison Falls National Park	103,665	33,194	78,655	146,649	141,335
Queen Elizabeth National Park	77,995	24,362	40,488	95,340	93,970
Kibale National Park	19,521	5,558	7,789	15,641	18,848
Mount Elgon National Park	3,519	1,006	780	1,246	1,134
Rwenzori Mountains National Park	6,043	1,151	1,048	5,659	7,524
Semliki National Park	22,577	7,322	14,403	26,631	31,114
Lake Mburo National Park	33,188	10,727	18,741	28,540	36,970
Mgahinga Gorilla National Park	7,593	2,409	3,455	5,477	7,156
Toro Semliki Wildlife Reserve	771	512	378	471	416
Pian Upe Wildlife Reserve	0	336	516	915	1,369
Katonga-Wildlife Reserve	0	65	153	329	278
Total	323,861	101,331	189,988	367,869	387,914

Source: UWA Admin Data, 2023

Table 41: Category of Visitors to National parks, 2019-2023

Category of visitors	2019	2020	2021	2022	2023
Foreign Non Residents	153,911	42,714	56,112	122,316	144,579
Foreign Residents	11,492	8,611	13,731	13,060	12,310
East African Residents	62,546	44,581	89,635	97,357	105,486
Students	77,799	3,829	5,272	63,351	71,410
Ugandans (Adults)	14,559	-	-	-	-
Others	3,554	1,596	25,238	71,785	54,129
Overall	323,861	101,331	189,988	367,869	387,914

Source: UWA Admin Data, 2023

Table 42: Monthly Visitation to National Parks

Month/Quarter	2019	2020	2021	2022	2023
1st Quarter	59,448	60,170	25,047	61,018	71,661
January	23,977	26,028	8,520	23,402	28,548
February	18,686	24,584	7,400	20,242	23,325
March	16,785	9,558	9,127	17,374	19,788
2nd Quarter	70,063	1,047	38,651	78,231	82,004
April	19,370	-	12,752	23,903	25,220
May	25,941	35	13,737	20,695	28,915
June	24,752	1,012	12,162	33,633	27,869
3rd Quarter	118,638	11,652	46,503	143,650	146,851
July	43,164	3,641	12,224	53,987	52,563
August	49,866	4,242	18,243	57,965	60,692
September	25,608	3,769	16,036	31,698	33,596
4th Quarter	75,712	28,462	79,787	84,970	87,398
October	27,205	6,472	18,755	24,170	28,838
November	20,623	5,485	19,684	22,208	23,560
December	27,884	16,505	41,348	38,592	35,000
Total	323,861	101,331	189,988	367,869	387,914

Source: UWA Admin Data, 2023

Table 43: Domestic Entries into Selected Tourist Sites, 2019-2023

Selected Tourist Sites	Domestic Entries					Total Entries				
	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023
Uganda Wildlife Conservation Education Centre	374,444	65,553	127,398	480,858	611,758	383,398	67,789	131,117	486,464	619,164
National Parks	151,186	45,243	106,986	216,346	211,689	323,861	101,331	189,988	367,869	387,914
Source of the Nile	140,657	24,432	44,663	129,141	177,508	157,925	28,128	48,316	138,655	190,330
Uganda Museum	50,884	2,747	2,159	64,457	114,214	55,426	3,910	2,883	67,366	131,508
Total entries	717,171	137,975	281,206	890,802	1,115,169	920,610	201,158	372,304	1,060,354	1,328,916
Proportion of Domestic to Total	78%	69%	76%	84%	84%					

Source: UWA Admin Data, 2023

Table 44: Foreign Entries into Selected Tourist Sites, 2019-2023

Selected Tourist Sites	Foreign Entries					Total Entries				
	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023
Uganda Wildlife Conservation Education Centre	8,954	2,236	3,719	5,606	7,406	383,398	67,789	131,117	486,464	619,164
National Parks	172,675	56,088	83,002	151,523	176,225	323,861	101,331	189,988	367,869	387,914
Source of the Nile	17,268	3,696	3,653	9,514	12,822	157,925	28,128	48,316	138,655	190,330
Uganda Museum	4,542	1,163	724	2,909	17,294	55,426	3,910	2,883	67,366	131,508
Total entries	203,439	63,183	91,098	169,552	213,747	920,610	201,158	372,304	1,060,354	1,328,916

Source: UWA Admin Data, 2023

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

Table 45: Live animals licensed for Exported, 2017-2023.

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, MoTWA

Table 46: Trophies licensed for Export, 2019-2023

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 fluvorufula</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>Crocota 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, MoTWA

Table 47: Export of trophies under wildlife trade and wildlife farming, 2019-2023

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, MoTWA

Table 48: Export and re-export of plants under wildlife trade, 2019-2023

COMMON NAME	SCIENTIFIC NAME	2019	2020	2021	2022	2023
African blackwood	<i>Dalbergia melanoxylon</i>					
African mahogany	<i>Azelia 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, MoTWA

Table 49: Import of Plants, 2019-2023

COMMON NAME	SCIENTIFIC NAME	2019	2020	2021	2022	2023
African mahogany	<i>Azelia 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, MoTWA

Table 50: Gorilla Tracking Permits Available: 2019-2023

Permits Available	2019	2020	2021	2022	2023
January	4,588	5,084	4,836	4,836	4,836
February	4,144	4,756	4,368	4,368	4,368
March	4,588	5,084	4,836	4,836	4,836
April	4,680	4,680	4,560	4,560	4,560
May	4,836	4,836	4,712	4,712	4,712
June	4,680	4,680	4,560	4,560	4,560
July	3,720	4,836	4,836	4,836	4,836
August	3,720	4,836	4,836	4,836	4,836
September	3,600	4,680	4,680	4,680	4,680
October	4,588	4,836	4,836	4,836	4,836
November	4,440	4,680	4,680	4,680	4,680
December	4,588	4,836	4,836	4,836	4,836
Total	52,172	57,824	56,576	56,576	56,576

Table 51: Gorilla Tracking Permits Sold out: 2019-2023

Permits Sold	2019	2020	2021	2022	2023
January	4,090	4,090	529	370	2,860
February	3,826	3,826	741	1,120	3,045
March	2,208	2,208	991	681	1,558
April	1,672	-	508	273	1,248
May	1,831	-	994	384	1,612
June	2,877	-	1,235	1,600	3,616
July	4,461	-	920	4,316	5,604
August	5,173	3	1,078	4,912	6,457
September	4,403	52	498	4,068	4,555
October	3,423	130	162	2,525	3,279
November	2,709	303	114	1,723	2,153
December	2,954	734	259	2,466	2,849
Total	39,627	11,346	8,029	24,438	38,836

Table 52: Chimpanzee Tracking Permits Available: 2019-2023

Permits Available	2019	2020	2021	2022	2023
Jan-Mar (Q3)	8,280	8,190	8,100	8,100	8,100
Apr-Jun (Q4)	8,280	8,280	8,100	8,100	8,100
Jul-Sept (Q1)	8,280	8,280	8,280	8,280	8,280
Oct-Dec (Q2)	8,280	8,280	8,280	8,280	8,280
Total	33,120	33,030	32,760	32,760	32,760

Table 53: Chimpanzee Tracking Permits Sold out: 2019-2023

Permits Sold	2019	2020	2021	2022	2023
Jan-Mar (Q3)	6,017	4,266	674	1,937	3,298
Apr-Jun (Q4)	3,913	-	922	1,967	2,551
Jul-Sept (Q1)	6,017	106	1,904	5,598	6,080
Oct-Dec (Q2)	3,913	447	1,498	2,859	3,766
Total	19,860	4,819	4,998	12,361	15,695

Table 54: Chimpanzee Habituation Experience Permits Available: 2019-2023

Permits Available	2019	2020	2021	2022	2023
Jan-Mar(Q3)	1,104	1,080	1,080	1,080	1,080
Apr-Jun(Q4)	1,104	1,092	1,092	1,092	1,092
Jul-Sept(Q1)	1,104	1,104	1,104	1,104	1,104
Oct-Dec(Q2)	1,104	1,104	1,104	1,104	1,104
Total	4,416	4,380	4,380	4,380	4,380

Table 55: Chimpanzee Habituation Experience Permits Sold out: 2019-2023

Permits Sold	2019	2020	2021	2022	2023
Jan-Mar(Q3)	557	288	51	215	315
Apr-Jun(Q4)	369	-	92	158	198
Jul-Sept(Q1)	557	-	197	506	453
Oct-Dec(Q2)	369	29	180	191	286
Total	1,852	317	520	1,070	1,252

ANNEX 5: VISITATION TO UWEC

Table 56: Visitors to Uganda Wildlife Conservation Education Centre, 2019 – 2023

Category of visitors	2019	2020	2021	2022	2023
Foreign Adults	8,542	2,158	3,572	5,065	6,947
Foreign Children	412	78	147	390	459
Resident Adults	7,911	3,041	3,942	5,598	7,626
Resident children	1,470	573	1,260	1,430	1,714
School Parties	251,443	6,887	5,687	329,166	427,851
Ugandan Adults	75,024	34,315	71,584	92,673	113,938
Ugandan Children	38,596	20,737	44,925	51,991	60,629
Total	383,398	67,789	131,117	486,313	619,164

Source: Admin Data, UWEC 2023

Table 57: Visitor entries into the Uganda Wildlife Conservation Education Centre, 2019 – 2023

Category of visitors	2019	2020	2021	2022	2023
Foreign Non-Residents	8,954	2,236	3,719	5,606	7,406
Foreign Residents	9,381	3,614	5,202	7,028	9,340
School Parties	251,443	6,887	5,687	329,166	427,851
Ugandans	113,620	55,052	116,509	144,664	174,567
Total	383,398	67,789	131,117	486,464	619,164

Source: Admin Data, UWEC 2023

Table 58: Monthly Visitor entries to the Uganda Wildlife Conservation Education Centre, 2019 – 2023

	2019	2020	2021	2022	2023
1st Quarter	41,044	34,758	31,001	36,357	52,022
January	18,184	19,736	11,185	14,605	21,902
February	6,889	8,559	9,262	8,192	9,181
March	15,971	6,463	10,554	13,560	20,939
2nd Quarter	56,447	-	29,294	93,290	67,570
April	22,703	-	14,152	19,776	24,751
May	11,569	-	11,503	18,900	17,268
June	22,175	-	3,639	54,614	25,551
3rd Quarter	203,424	5,569	19,645	260,821	355,015
July	98,667	-	1,426	192,008	192,552
August	88,324	2,281	7,678	44,746	128,055
September	16,433	3,288	10,541	24,067	34,408
4th Quarter	82,483	27,462	51,177	95,996	144,557
October	34,715	5,908	15,075	54,046	82,757
November	22,853	5,780	11,077	19,484	31,221
December	24,915	15,774	25,025	22,466	30,579
Total	383,398	67,789	131,117	486,464	619,164

Source: Admin Data, UWEC 2023

ANNEX 6: VISITATION TO SOURCE OF THE NILE

Table 59: Visitors to the Source of the Nile, Jinja, 2019 – 2023

Category of visitors	2019	2020	2021	2022	2023
Foreign Non-Residents	17,268	3,696	3,653	9,514	12,822
Foreign Residents	4,650	1,368	3,829	5,211	5,093
School Groups	90,727	4,588	2,589	81,840	123,864
Ugandans	45,280	18,476	38,245	42,090	48,551
Total	157,925	28,128	48,316	138,655	190,330

Source: Admin Data, MoTWA 2023

Table 60: Monthly Visitor entries into the Source of the Nile, Jinja, 2019 – 2023

Quarter/Month	2019	2020	2021	2022	2023
1st Quarter	25,765	15,195	11,223	13,086	20,971
January	7,929	3,975	3,573	1,820	7,259
February	5,581	7,346	3,903	4,420	4,240
March	12,255	3,874	3,747	6,846	9,472
2nd Quarter	33,050	-	11,358	39,509	32,818
April	11,239	-	5,303	7,497	10,056
May	7,565	-	4,614	8,156	7,490
June	14,246	-	1,441	23,856	15,272
3rd Quarter	70,928	2,136	7,701	60,164	102,842
July	38,322	643	931	41,246	55,118
August	25,240	772	3,197	10,651	38,167
September	7,366	721	3,573	8,267	9,557
4th Quarter	28,182	10,797	18,034	25,896	33,699
October	9,628	1,798	8,566	11,311	13,221
November	8,321	2,600	4,308	5,360	8,653
December	10,233	6,399	5,160	9,225	11,825
Total	157,925	28,128	48,316	138,655	190,330

Source: Admin Data, MoTWA 2023

ANNEX 7: VISITATION TO UGANDA MUSEUM

Table 61: Visitors to Uganda Museum, 2019 – 2023

Category of visitors	2019	2020	2021	2022	2023
Foreign Non-Residents	4,542	1,163	724	2,909	17,294
Foreign Residents	297	75	109	456	498
School Groups	47,465	1,581	211	59,934	105,399
Ugandans	3,122	1,091	1,839	4,067	8,317
Total	55,426	3,910	2,883	67,366	131,508

Source: Admin Data, Uganda Museum (MoTWA) 2023

Table 62: Monthly Visitor entries into the Uganda Museum, 2019 – 2023

Quarter/Month	2019	2020	2021	2022	2023
1st Quarter	6,156	3,155	569	2,511	13,294
January	1,054	892	154	472	1,095
February	1,283	1,287	173	727	3,165
March	3,819	976	242	1,312	9,034
2nd Quarter	7,020	-	960	14,315	13,413
April	2,637	-	285	1,689	6,096
May	1,427	-	568	2,559	1,719
June	2,956	-	107	10,067	5,598
3rd Quarter	29,833	107	378	34,786	80,193
July	15,439	13	29	25,642	47,160
August	12,095	4	152	4,274	28,978
September	2,299	90	197	4,870	4,055
4th Quarter	12,417	648	976	15,754	24,608
October	6,219	191	404	12,947	16,586
November	5,188	141	292	1,937	6,998
December	1,010	316	280	870	1,024
Total	55,426	3,910	2,883	67,366	131,508

Source: Admin Data, Uganda Museum (MoTWA) 2023

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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