

Vote:117 Uganda Tourism Board

VI: Vote Overview

(i) Snapshot of Medium Term Budget Allocations

Table V1.1: Overview of Vote Expenditures

Billion Uganda Shillings	FY2016/17 Outturn	FY2017/18		FY2018/19 Proposed Budget	MTEF Budget Projections			
		Approved Budget	Spent by End Sep		2019/20	2020/21	2021/22	2022/23
Recurrent Wage	1.489	1.855	0.347	1.855	2.041	2.143	2.250	2.363
Non Wage	6.828	8.772	0.838	8.772	10.702	12.308	14.769	17.723
Devt. GoU	0.167	0.553	0.023	0.553	0.675	0.810	0.810	0.810
Ext. Fin.	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
GoU Total	8.484	11.181	1.207	11.181	13.418	15.261	17.829	20.896
Total GoU+Ext Fin (MTEF)	8.484	11.181	1.207	11.181	13.418	15.261	17.829	20.896
<i>A.I.A Total</i>	0.083	0.300	0.020	0.300	0.400	0.500	0.700	1.000
Grand Total	8.567	11.481	1.227	11.481	13.818	15.761	18.529	21.896

(ii) Vote Strategic Objective

- To promote and contribute to the development of the tourism Sector both within and outside of Uganda;
- To coordinate with the Ministry and the private sector in the implementation of the national tourism policy;
- To carry out such activities as are incidental or conducive the attainment of the objects specified in paragraphs (a) and (b).

V2: Past Vote Performance and Medium Term Plans

Performance for Previous Year FY 2016/17

Tourism Promotion and Marketing

Domestic tourism promotion: Carried out a number of domestic marketing-activities including Kampala adventure cycling, World Tourism Day 2016, placing signage at strategic tourism sites, and activities for Buganda, Busoga, Eastern Entrepreneurship & Tourism Network (EETN) and Kigezi clusters.

Undertook media interviews and releases and shooting of the Civil Aviation Authority promotion videos.

Procured and distributed 5,000 branded promotional materials including pens, flash disks, coffee, and business card holders.

Undertook media training in Lango, Acholi, Busoga and Mbarara and continued with engagement of cluster members in Lango, Acholi and Busoga.

For the second time, Uganda hosted the Pearl of Africa Tourism Expo (POATE) in February 2017 which had over 100 international buyers, of which 68 undertook familiarization trips across the country. During this expo all the regional tourism cluster exhibited their culture in addition to the exhibits presented by the hoteliers, tour operator's e.t.c. Additionally, Miss Tourism has now been aligned with the activities of regional tourism clusters to strengthen ownership, participation and encourage competition. Supported Miss Tourism Competitions and are now being spearheaded by the private sector.

International marketing and PR firms: With support from the PR firms, Uganda received over 12 groups of media personalities to provide coverage for the country. Uganda's tourist attractions also featured on the public screen at some of the busiest streets such as at New York Street and Trafalgar square, London where 330,000 people pass through daily, and 11 top media houses in UK covered it in their various media platforms. The London footages were viewed by over 500,000 people on social media. This engagement has started to yield tangible results and at an outcome level, the numbers of leisure visitors from those markets have increased, for example the number of visitors from the American market increased by 17% in 2016. PR firms were also active in

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engaging top travel sellers during travel markets and roadshows. During the year, the North American group met 300 North American tour operators and travel agents.

During the financial year, Uganda was showcased through International marketing-UNAA and PHG engagements USA, BBWF London, JTMC meetings and WTM London, MATKA travel Fair Indaba, FITUR, Akwaaba expo Nigeria and other regional events including Kwiti Izina, Magical Kenya, JTMC Meeting East African Legislative Assembly. This has exposed Uganda's tourism attractions to the international trade. In addition, Uganda participated in Magical Kenya and Kwiti Izina as signature events of the regional tourism boards under the JTMC. This is expected to result into greater business and increased tourism revenues and arrivals.

Social media marketing: UTB registered increased presence on social media, increasing followers on twitter by almost 100% from 6,000 to 11,000 followers. UTB twitter account was also named among the top fifty tourism board twitter accounts in the world with the only other African country being South Africa. These and related developments have increasingly become important due to changing global travel trends, with more tourists accessing information and making decisions to travel based on information from social media sites.

Faith based tourism: In partnership with the different faith institutions made great progress in promoting faith tourism. One key event was the Martyrs Days Celebrations 2017 in which an increment of over one million pilgrims was registered (across all three religious religions). The event attracted 6,605 international pilgrims.

Registration and quality assurance of tourism services

UTB registered and inspected 1,156 accommodation facilities in Kampala, Jinja and Wakiso. Emphasis was also put on ensuring awareness on the minimal standards of operating an accommodation facility. Carried out an inventory exercise that led to the identification of 122 classifiable accommodation facilities in the national parks. Out of these, a total of 25 accommodation facilities were inspected and classified by EAC certified Hotel Assessors in order to maintain internationally acceptable standards in accommodation facilities.

Training and sanitization was conducted for 99 Hotel staff drawn from hotels in Kampala, 91 owners and managers of accommodation facilities located in the National Parks, and 14 leaders from the 5 divisions of Kampala. This was in addition to the training that was conducted for 36 Inspectors from the 5 divisions of Kampala (Central, Nakawa, Kawempe, Rubaga, Makindye) and 99 district inspectors in Wakiso and Jinja who were trained and sensitized about the standards, regulations and the quality assurance programs of Uganda Tourism Board.

In regards to the Sector's capacity to undertake inspection, classification and grading of tourist facilities, training was conducted for 11 tour guides assessment committee members and a refresher training conducted for 13 assessors to ensure professionalism during inspection, classification and grading. This was in addition to the benchmarking that was made by UTB in Botswana.

Tourism Planning, Research and statistics

Uganda Tourism Board spearheaded the training of Immigration Officers in best practices of immigration data collection to improve on the quality and effectiveness of collecting tourism statistics from visitors.

Performance as of BFP FY 2017/18 (Performance as of BFP)

1. Coordinated and attended (with private sector) 4 international expos to promote Uganda internationally i.e JAA, British Bird Watching, Magical Kenya, WTM London, and Kwiti Izina.
2. Under quality assurance of industry standards, Hotels who were classified at end of last financial year were awarded stars during the World Tourism Day celebrations in September 2017.
3. Participated in the World Tourism Week and engaged the clusters in tourism training, training of hotel owners on Quality assurance standards, and training of 30 journalists in reporting on tourism.
4. Partnered with CAA on filming of promotional video for tourism Uganda.
5. Participated in 3 domestic tourism activities in collaboration with the Tulambule Campaign. Under this, clusters were involved in marketing of tourism products in their areas, school outreaches with formation of 2 outreach interests in Busoga and Lango, as well as training of the local media.

FY 2018/19 Planned Outputs

TOURISM PROMOTION AND MARKETING

Domestic tourism promotion intensified: Partner and support domestic tourism activities including tulambule, faith based, regional tourism clusters, and other domestic actors and cultural organizations to promote the country. Reach 5 Million Potential Domestic Tourists: Hire and deploy marketing and PR firm, undertake Media Campaigns and produce and distribute promotional Materials;

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School Outreaches conducted.

Expose 100 Uganda Tour Operators to Uganda's products through FAM Trips for Tour Operators, media & other stakeholders.

Support 13 regional clusters to organize and publicize events attract numbers.

Support/organize events/excursions including; Uganda Martyrs, Imbalu, Sports Tourism, Miss Tourism, Birding Day, World Tourism Day, Tulambule Uganda, Nyege Nyege

Mileage, Blankets and Wines, Annual Cultural Tourism Fair, POATE and other MICE.

50 Million International potential tourists reached: Awareness on Uganda's products conducted to 100 outbound tour operators: -FAM trips (40 international media, 20 local media and 45 stakeholders) organized for leading media houses, journalists, social media influencers and tour operators from source markets.

Uganda's tourism potential showcased in international Trade Fairs / Road shows (emerging markets, British Birding Fair, WTM London, New York Times, ITB Berlin, Arabian Travel Market,

Regional Trade Fairs and Ugandan nights attended including Kwita Izina, Magical Kenya, Karibu SITE, WTM Africa, Kili Fair.

Embassies rebranded in two EA partner states of Kenya & TZ.

10 Foreign Missions empowered to further position Destination Uganda: Organize Uganda Nights / Produce and distribute promotional materials.

100 Ugandan Tourism stakeholders Linked to outbound tour operators (Tour operators, UHOA, UCOTA, USAGA, TUGATA).

-Public relations campaigns (50 media press conferences, 24 TV appearances, 52 Newspapers articles and adverts, social media.

Sports personalities Sponsored to promote Uganda.

QUALITY ASSURANCE (INSPECTION, REGISTRATION, LICENSES, CLASS. & MONITORING)

A total of 1000 tourism enterprises and 300 tour guides licensed.

100 hotels and lodges classified.

60,000 Tourism enterprises and 500 Tour guides registered.

20,000 Tourism enterprises inspected.

1000 Tour and travel firms and 300 Tour guides trained.

300 Tour Guides assessed.

400 Hotel staff trained.

Refresher training for 7 QA Staff.

20 Hotel assessors trained.

Sensitization conducted for 60,000 enterprises and 1,000,000 people to maintain internationally acceptable standards in hotels.

TOURISM PLANNING & RESEARCH

Three (3) key tourism research studies conducted.

4 quarterly activity monitoring reports produced.

2 bankable project proposals prepared.

4 quarterly statutory reports produced.

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Staff capacity building training conducted in tourism research and planning.

Medium Term Plans

Continue with the implementation of UTB's core mandate including;

- i) Identification and development of new tourism products like community and religious tourism.
- ii) Aggressive marketing and promotion of tourism products to improve Uganda's image abroad.
- iii) Strengthening institutions like UTB.
- iv) Supporting and promotion and ensuring best practices in tourist facilities like hotels, restaurants and tour and travel companies. Others are tourism service providers like drivers, and guides.
- v) Job creation, investment and skilling of the women and youth.

UTB will focus on making Uganda a regional hub for biodiversity and cultural tourism as well as the MICE segment. UTB will also focus on increasing the domestic tourism arrivals to reduce the dependency on international tourists. Efforts will also be made to improve standards and quality in Uganda's Tourism Sector through registering, inspecting and classifying tourism facilities.

Efficiency of Vote Budget Allocations

Priority in budget allocations has been given to those interventions that build on the strengths of the vote and the Sector in order to maximize on the benefits.

UTB will also focus on online marketing through various social media platforms which is a cost effective and efficient way of marketing and in line with global tourism trends

Vote Investment Plans

Capacity building of sector players.

Major Expenditure Allocations in the Vote for FY 2018/19

Tourism Promotion and Marketing (Ushs 5.46 billion)

Quality Assurance (Inspection, Registration, Licenses, Class. & Monitoring) (Ushs 1.026 billion)

Capacity building of sector players.

V3: PROGRAMME OUTCOMES, OUTCOME INDICATORS AND PROPOSED BUDGET ALLOCATION

Table V3.1: Programme Outcome and Outcome Indicators

Vote Controller :

Programme : 53 Tourism Development

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Programme Objective :	1. Increase visitor inflows.																												
	2. Increase the visitor expenditure.																												
	3. Increase the length of visitor stay.																												
	4. Increase the flow of tourism investment.																												
	5. Increase in tourism employment.																												
Responsible Officer:	Stephen Asiimwe																												
Programme Outcome:	Tourism Promotion																												
<i>Sector Outcomes contributed to by the Programme Outcome</i>																													
1. Increased share of manufactured exports to GDP.																													
	Performance Targets																												
Programme Performance Indicators (Output)	<table border="1"> <thead> <tr> <th>2016/17 Actual</th> <th>2017/18 Target</th> <th>Base year</th> <th>Baseline</th> <th>2018/19 Target</th> <th>2019/20 Target</th> <th>2020/21 Target</th> </tr> </thead> <tbody> <tr> <td>• Annual Change of arrivals from key source markets(USA,UK,Germany)</td> <td>0</td> <td>119389</td> <td></td> <td>128,940</td> <td>139,255</td> <td>150,395</td> </tr> <tr> <td>• Proportion of compliance to tourism service standards by tourism</td> <td>0</td> <td>25%</td> <td></td> <td>30%</td> <td>40%</td> <td>60%</td> </tr> <tr> <td>• Visitor satisfaction (%)</td> <td>0</td> <td>70%</td> <td></td> <td>72%</td> <td>73%</td> <td>75%</td> </tr> </tbody> </table>	2016/17 Actual	2017/18 Target	Base year	Baseline	2018/19 Target	2019/20 Target	2020/21 Target	• Annual Change of arrivals from key source markets(USA,UK,Germany)	0	119389		128,940	139,255	150,395	• Proportion of compliance to tourism service standards by tourism	0	25%		30%	40%	60%	• Visitor satisfaction (%)	0	70%		72%	73%	75%
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Table V3.2: Past Expenditure Outturns and Medium Term Projections by Programme

Billion Uganda shillings	2016/17	2017/18		2018-19	MTEF Budget Projections			
	Outturn	Approved Budget	Spent By End Q1	Proposed Budget	2019-20	2020-21	2021-22	2022-23
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53 Tourism Development	8.454	11.181	1.202	11.181	13.418	15.261	17.829	20.896
Total for the Vote	8.454	11.181	1.202	11.181	13.418	15.261	17.829	20.896

V4: SUBPROGRAMME PAST EXPENDITURE OUTTURNS AND PROPOSED BUDGET ALLOCATIONS

Table V4.1: Past Expenditure Outturns and Medium Term Projections by SubProgramme

Billion Uganda shillings	2016/17	FY 2017/18		2018-19	Medium Term Projections			
	Outturn	Approved Budget	Spent By End Sep	Proposed Budget	2019-20	2020-21	2021-22	2022-23
<i>Programme: 53 Tourism Development</i>								
01 Headquarters	8.287	10.628	1.179	10.628	12.743	14.451	17.019	20.086
1127 Support to Uganda Tourism Board	0.167	0.553	0.023	0.553	0.675	0.810	0.810	0.810
Total For the Programme : 53	8.454	11.181	1.202	11.181	13.418	15.261	17.829	20.896
Total for the Vote :117	8.454	11.181	1.202	11.181	13.418	15.261	17.829	20.896

Table V4.2: Key Changes in Vote Resource Allocation

Major changes in resource allocation over and above the previous financial year	Justification for proposed Changes in Expenditure and Outputs
<i>Vote :117 Uganda Tourism Board</i>	
<i>Programme : 53 Uganda Tourism Board</i>	

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Output: 75 Purchase of Motor Vehicles and Other Transport Equipment	
Change in Allocation (US\$ Bn) : 0.130	Vehicles required for Quality Assurance and marketing activities
Output: 76 Purchase of Office and ICT Equipment, including Software	
Change in Allocation (US\$ Bn) : (0.029)	
Output: 78 Purchase of Office and Residential Furniture and Fittings	
Change in Allocation (US\$ Bn) : (0.153)	

Table V4.3: Major Capital Investment (Capital Purchases outputs over 0.5Billion)

N/A

V5: VOTE CHALLENGES FOR 2018/19 AND ADDITIONAL FUNDING REQUESTS

Vote Challenges for FY 2018/19

1. Inadequate marketing of Uganda's tourism potential due to inadequate budget and low staffing levels.
2. Low investment in the sector to harness the existing opportunities.
3. Low levels of product development to keep the tourists much longer.
4. Inadequate investment in infrastructure especially roads leading to attraction sites.
5. Low levels of awareness on the importance of tourism to the national economy.
6. Inadequate supply of energy, water and ICT in key tourism sites.
7. Inadequacies in capacity for classification and grading of tourism facilities. Uganda has only 14 approved East African trained and certified assessors. Some of the assessors are not government employees and sometimes fail to engage in activities when scheduled. UTB requires funding (Approx. Ugx. 250 million) to train more assessors in this financial year to remedy this problem.

Table V5.1: Additional Funding Requests

Additional requirements for funding and outputs in 2018/19	Justification of requirement for additional outputs and funding
Vote : 117 Uganda Tourism Board	
Programme : 53 Tourism Development	
OutPut : 01 Tourism Promotion and Marketing	
Funding requirement US\$ Bn : 6.833	Continue with deployment of PR market representative firms in key source markets (UK and Ireland, German-speaking Europe, and North America) and also extend to the secondary/new markets of UAE, China and Japan. Requires US\$ 6.83 billion in FY 2018/19
OutPut : 03 Quality Assurance (Inspection, Registration, Licenses, Class. & Monitoring)	
Funding requirement US\$ Bn : 1.230	Automate the classification tool (US\$ 0.75 billion). Assessment of tourism facilities (US\$ 0.48 billion)
OutPut : 05 UTB Support Services (Finance & Administration)	

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Funding requirement UShs Bn : **6.180**

Secure/purchase land for construction of UTB office premises (Ushs 2 billion).
One vehicle (Ushs 180 million)
Wage enhancements and recruitment after restructuring (Ushs 4 billion).
