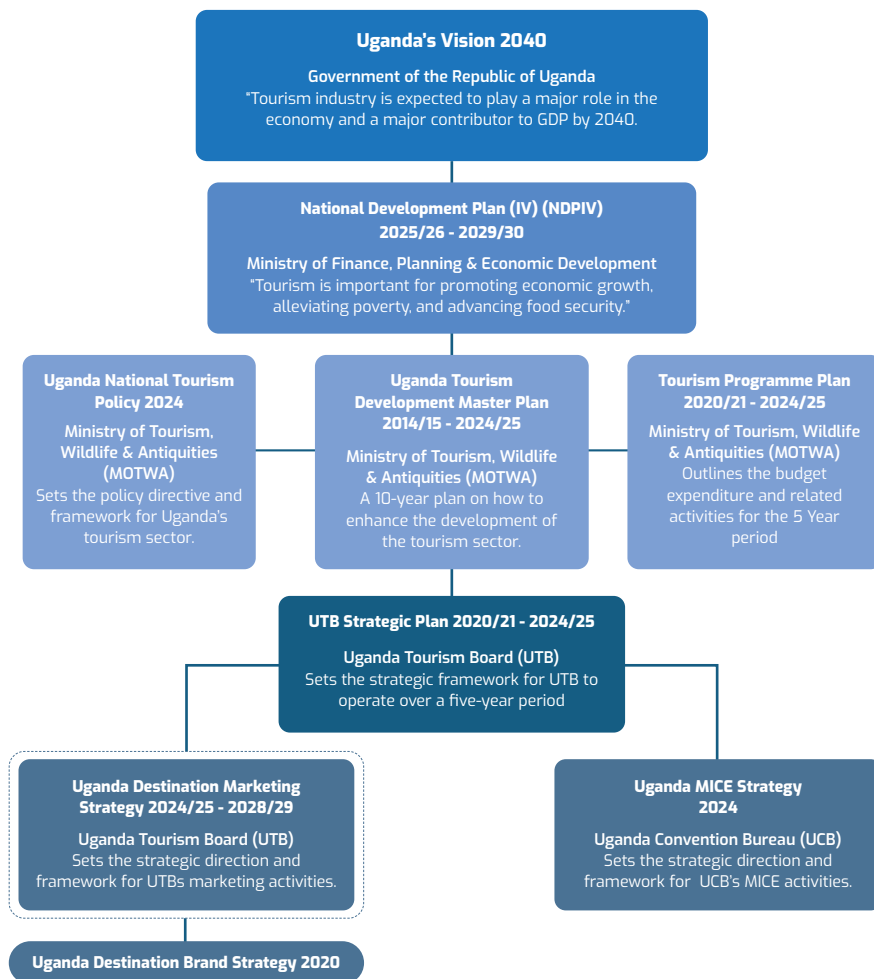


**NATIONAL
DESTINATION
MARKETING STRATEGY**



2024/25 - 2028/29

Uganda's Vision 2040



Strategic Marketing Goal

Position Uganda as an
Attractive and Sustainable Tourism Destination
amongst our **Priority High Value Market**
Segments and Source Markets.

Principles



Strategic Marketing Objectives

By FY2028/29 this five-year destination marketing strategy aims to achieve **FOUR** objectives:

1. Increase the share of high value international leisure tourists visiting Uganda.
2. Increase international & domestic leisure visitor expenditure in Uganda.
3. Establish Uganda as one of Africa's top destinations for hosting MICE events.
4. Enhance the effectiveness of our marketing strategies and plans.

Our Strategic Pillars

- **Strategic Pillar 1:** Build our brand by telling our story
- **Strategic Pillar 2:** Attract high value sustainable leisure travellers
- **Strategic Pillar 3:** Promote our iconic, immersive and sustainable visitor experiences
- **Strategic Pillar 4:** Enhance the delivery of marketing activities
- **Strategic Pillar 5:** Raise the profile of Uganda as a sustainable MICE destination
- **Strategic Pillar 6:** Improve data metrics and management to drive evidence-based destination marketing decisions
- **Strategic Pillar 7:** Use marketing to contribute to a more sustainable destination

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EXPLORE
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