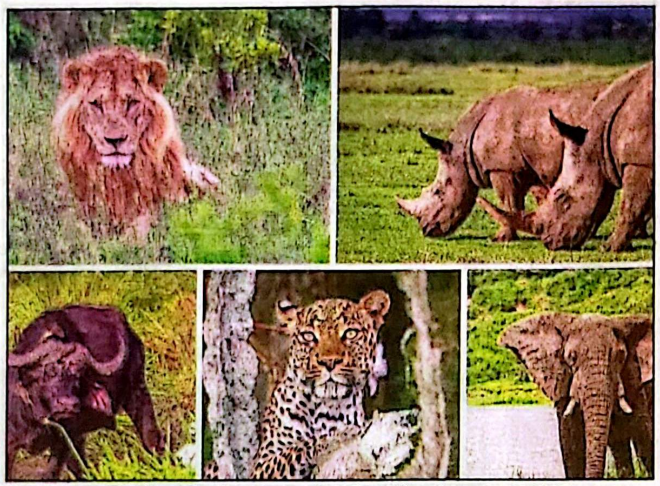
UGANDA'S TOURISM PUSH ANCHORS

BY VISION REPORTER

As President Yoweri Kaguta Museveni takes the oath of office on May 12, tourism has emerged as one of the sectors the Government intends to rely on in its push to transform Uganda into a $500b economy over the next 15 years.

Tourism sits at the centre of the National Resistance Movement (NRM) government's tenfold growth strategy, with government positioning the sector as one of the anchor drivers of foreign exchange earnings, investment, job creation and household income growth.

The NRM manifesto for the 2026-2031 term places tourism among the sectors expected to accelerate economic transformation. Government plans include aggressive branding and marketing of Uganda, investment in tourism roads, airports, museums, cable car systems, ICT and water infrastructure, expansion of conference tourism and increased training for workers in the hospitality industry.



Uganda hosts the big five animals, 10 national parks and 12 game reserves, which have drawn many visitors, boosting tourism

DESTINATION FOR MEETINGS

In the manifesto, the Government commits to strategically position Uganda as a destination for international meetings, sports events and conferences while strengthening wildlife protection to combat poaching, illegal wildlife trade and human-wildlife conflict.

$1.7B

Tourism earnings have now climbed to nearly $1.7b (sh6.1 trillion)

The Government has pledged to continue supporting Uganda's missions abroad to promote economic and commercial diplomacy aimed at attracting visitors and investors.

Tourism is one of Uganda's top export sectors and foreign exchange earner. Even during difficult economic periods, the industry continued earning foreign exchange for the country. With relatively low public investment compared to sectors such as energy and transport, tourism has grown into one of Uganda's leading income earners.

The tourism ministry estimates that tourism earnings reached about $1.6b (sh6 trillion) in the financial year 2024/2025. The recovery from the COVID-19 pandemic has exceeded expectations, with visitor arrivals now performing above pre-pandemic levels.

Uganda registered between 1.6 million and 1.65 million international visitors in 2025, up from 1.3 million in 2024. Tourism earnings have now climbed to nearly $1.7b (sh6.1 trillion). According to the tourism ministry, tourism is central to Uganda's Vision 2040 agenda of transforming the country into a middle-income economy.

Uganda's appeal continues to rest on its diverse attractions. The country is home to the big five animals (lion, leopard, rhinoceros, elephant, and African buffalo), 10 national parks and 12 game reserves. Visitors are drawn by mountain gorillas, chimpanzees, savannah wildlife, lakes, rivers, waterfalls, mountains and cultural heritage sites spread across the country.

Uganda's climate, biodiversity and hospitality have continued to strengthen its reputation as the

