European Tour delegates here

By Michael Nsubuga

A high-level delegation from the European Tour Group arrived in Fort Portal on Saturday as part of an eight-day fact-finding mission to assess Uganda's golf courses and the tourism potential surrounding them.

The visit, organised in partnership with the Uganda Tourism Board, Uganda Airlines, and the Uganda Golf Union, aligns with the Uganda government's broader national agenda to promote sports tourism and position the country as a host for prestigious international golf events.

The delegation arrived in Uganda on February 25 through Entebbe International Airport and was warmly received by the Uganda Golf Union (UGU) vice president, Paul Charles Rukundo; the chairman of Kilembe Mines Golf Club, Ronald Kwikiriza; the chairman of Entebbe Club, Jacob Byamukama; and Union Committee Member Paul Habyarimana.

The visiting team is led by Jeremy Slessor, Head of Delegation and Board Member (Golf) at the European Tour Group, who also serves as Managing Director of European Golf Design, the official golf course design company of the European Tour and Ryder Cup Europe. He is accompanied by Dave Sampson, senior architect at European Golf Design and chief architect of the Ryder Cup host venue at Marco Simone Golf & Country Club in Italy, and Dr. Eddie Bullock, a renowned global golf strategy consultant, five-time host of the Open Championship, and former captain of the PGA (UK & Ireland).

This ongoing visit represents a significant milestone in Uganda's efforts to elevate its profile as a premier golf tourism and high-performance destination on the global stage. The delegation's mandate includes evaluating the quality of existing courses, reviewing expansion plans, and exploring how surrounding tourism attraction sites can be integrated into a compelling sports tourism package that attracts international tournaments and visitors.

As the delegation continues its nationwide tour, stakeholders remain optimistic that the insights and technical guidance provided by the European experts will help shape a clear roadmap for upgrading facilities, improving course standards, identifying prospective new course sites in Nakasongola and Hoima, and attracting globally recognised tournaments.