

National News

Uganda's diverse attractions have been showcased to French audiences through a prime-time travel documentary.

BY PHILIP WAFULA

For the next month, Uganda will feature on Season 20 of "Échappées Belles (Great escapes) Uganda", a weekly French discovery documentary, following its premiere on France 5 Television at the weekend.

The programme features lesser-known places with incredible tourist spots that offer beautiful landscapes, where the show host, Mr Ismaël Khelifa, explores areas like a local.

The Uganda episode, funded under the Ministry of Foreign Affairs' Economic and Commercial Diplomacy (ECD) programme, was sponsored by the Uganda Embassy in Paris to enhance destination visibility and credibility to the French public, according to a statement from the ministry.

It details an 11-day safari itinerary for a group visiting Uganda's national parks, including gorilla trekking, game drives, and cultural experiences. The TV France 5 Monde broadcast was preceded by a premiere event hosted by Uganda's Ambassador to France Doreen Amule at the La Marina Des Magueureaux in Paris.

The premiere aimed to boost Uganda's soft power and international ap-

French TV to put Uganda in global tourism spotlight



Uganda's Ambassador to France Doreen Amule addresses a French audience at La Marina Des Magueureaux in Paris. PHOTO/COURTESY OF MOFA

peal to tour operators and tourism buyers in France, while demonstrating its ability to meet international standards and project a premium image.

"We are incredibly proud of the strong media exposure Uganda is receiving. Europe has long explored the

world, but we believe the world's best-kept secret is waiting for French travelers in Uganda," Ambassador Amule is quoted as saying in the statement.

Filmmaker Khelifa described Uganda as "a true treasure of biodiversity", while the Head of Public Diplo-

cy at the Ministry of Foreign Affairs, Ms Margaret Kafeero, said it is important for Uganda to harness authentic storytelling and understand the culture of the source market.

"Eighty percent of French people travel to a place primarily because they have

AT A GLANCE

The documentary follows an 11-day itinerary highlighting Uganda's key tourism attractions:

- Gorilla trekking experiences.
- Game drives in national parks.
- Cultural encounters with local communities.
- Scenic landscapes and biodiversity hotspots.

seen it on television. It is, therefore, laudable that the Uganda Embassy in Paris is responsive to French culture and is customising content for the channels through which they consume information," Ms Kafeero explained.

Mr Daniel Irunga, the senior brand manager at the Uganda Tourism Board (UTB), said: "The premiere delivered an immersive, memorable experience with compelling storytelling directly to strategic partners in tourism, converting awareness into action by inspiring inclusion of Uganda in travel offerings and media narratives in France."

He added: "The UTB would like to see more of our Missions abroad getting involved in customised content development for their local audiences, the way Uganda Embassy Paris has done."

eTranzact
Platform Limited

E-TRANZACT PLATFORM LIMITED

E7ee Money