

BY MICHAEL AGABA

KAMPALA. The government, through the Uganda Tourism Board (UTB) and Uganda's High Commission in Australia, has intensified efforts to tap into Australia's lucrative outbound tourism market.

The development follows a high-level engagement between a delegation of Australian tourism professionals and Uganda's diplomatic and tourism leadership.

The meeting, held after the delegation completed an extensive familiarisation tour across Uganda's national parks, conservation areas, cultural sites and community tourism destinations, signalled what officials described as a deliberate push to position Uganda more competitively among Australian travellers seeking authentic long-haul adventures.

Uganda eyes Australia's booming tourism market

ture experiences.

The UTB Executive Director, Ms Juliana Kagwa, said the visit exposed significant untapped potential within Australia's outbound tourism market.

Ms Kagwa added that Uganda must now focus on converting positive destination impressions into measurable tourism numbers through stronger destination packaging, consistent promotion, and deeper partnerships with travel agents, tour operators, media influencers and destination marketers in Australia.

"When Australian travel professionals see Uganda for themselves, they understand the product more deeply. The next step is to turn that understanding into more packages, bookings, refer-

als and visitor numbers," she added.

Ms Kagwa said Uganda's tourism sector must become more intentional in using familiarisation trips as commercial conversion tools capable of bridging destination awareness with actual travel demand.

Australia receives more than eight million international visitors annually and also produces large numbers of long-haul travellers interested in wildlife, conservation and experiential tourism. Uganda, by contrast, currently wel-

1.6M
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VISIT UGANDA
ANNUALLY

comes about 1.6 million visitors annually.

Uganda's High Commissioner to Australia, Ms Dorothy Hyuha, said the next phase is to translate the delegation's experience into tangible tourism growth.

"We want more visitors to move from hearing about the Pearl of Africa to travelling to the Pearl of Africa, and returning home as ambassadors of Uganda's tourism story," she said.

The engagement brought together representatives from the Ministry of Foreign Affairs, Uganda Wildlife Authority, tourism stakeholders, private sector actors, and destination marketers committed to strengthening Uganda's visibility in the Australian market.

According to Ms Hyuha, Australia presents a strong opportunity because nationals are already accustomed to long-haul travel, adventure experiences and nature-based tourism.

Tourism stakeholders attending the engagement observed that Uganda's unique mix of gorilla and chimpanzee tracking, River Nile experiences, cultural immersion, community tourism and conservation-led travel creates a compelling proposition for Australian travellers increasingly seeking authentic and sustainable tourism experiences.

Officials noted that modern travellers increasingly want assurance that their tourism spending contributes directly to environmental protection, local livelihoods, and community resilience.