

Players in the hospitality and tourism sector say Easter weekend is a peak season and some have already cashed in from early bookings and arrivals.

BY SYLVIA NAMAGEMBE

The blend of religious observance with family recreation, marks the annual Easter celebrations, with Christians attending church services, holding family gatherings and participating in outdoor activities. Following these events, several people head to hotels, resorts and entertainment venues, seeking festive entertainment and opportunities to bond.

The distinct Easter consumer pattern sees hotels, tour operators and event organisers reporting peak demand with several venues fully booked and entertainment line-ups planned well in advance.

At Kampala Serena Hotel, an Easter Sunday brunch will be held at Shs200,000 per adult and Shs95,000 for children aged six to 12 years, with activities including live entertainment, children's play areas and an Easter egg hunt. The hotel is also offering a wellness special ranging between Shs200,000 and Shs400,000.

Sheraton Kampala Hotel will serve Easter Sunday brunch with music from

Where to spend Easter weekend

Amarni Music Hub at Shs220,000 per person. Children can meet the Easter Bunny, participate in egg hunts alongside face painting and other activities. Dinner on the same day will be at Shs120,000, while an Easter Monday lunch buffet at the same rate will feature band music with children aged four to 12 years paying half price.

At Speke Resort Munyonyo, the Easter Sunday brunch at the pool pavilion costs Shs200,000 per adult and Shs100,000 for children under 14 years for non-residents. The package includes live band performances, children's activities, an Easter egg hunt, and access to a petting zoo. Accommodation packages start from \$139 (Shs517,390) on full board including brunch.

Meanwhile, Kabira Country Resort's Easter Sunday lunch is at Shs120,000 for adults and Shs65,000 for children under 10, with a complimentary cocktail, live band music, and children's entertainment. Its Easter Monday brunch is priced at Shs85,000 for adults and Shs50,000 for children with the same activities of Easter Sunday.

At Mestil Hotel in Kampala, Easter brunch is at Shs180,000 for adults and Shs90,000 for children aged five to 11 years, with activities including egg hunts, as well as live entertainment.

The Easter Sunday feast at Hotel Africana is at Shs120,000 for adults and Shs60,000 for children aged four to nine, with live band performances and children's play activities.



Explanation.

This is one of the busiest periods for the industry. Therefore, occupancy and bookings for the Easter weekend are unusually high compared with regular weekends, reflecting a rebound in domestic tourism and increased demand for holiday packages this season," Ms Jean Byamugisha, the Uganda Hotel Owners Association chief executive officer.

Away from dining venues, entertainment options also draw audiences in the later hours. In Entebbe Municipality, Coco Beach will offer family activities such as face painting, bouncing castles, boat cruises and music entertainment on Easter Sunday and Easter Monday. Revellers will pay an entrance fee of Shs15,000 on Easter Sunday and Shs20,000 on Easter Monday.

Aero Beach will host a festival featur-

ing musicians and comedians on Easter Monday, with tickets at Shs15,000 for adults and Shs10,000 for children.

Mbale Resort Hotel will have live band performances, children's games, with table reservations at Shs200,000 (silver) and Shs500,000 (gold), and entry fees at Shs15,000 for adults and Shs10,000 for children on Easter Sunday.

Nican Resort Lweza, in Wakiso District, offers an Easter buffet at Shs80,000 for adults and Shs40,000 for children, while Nyaka Hotel in Fort Portal City will host a buffet on both days at Shs60,000, with live band and cultural performances.

Music and theatre performances are also part of the Easter line-up.

Congolese musician Louis Albert William Longomba, alias Awilo Longomba, is scheduled to perform in Gulu on Good Friday (today), where tickets range between Shs20,000 and Shs2,500,000 for a table and at Mbarara university Inn on Easter Sunday, with tickets ranging from Shs30,000 to Shs375,000.

The legendary Afrigo Band will perform on Easter Sunday at Evana Luxury Suites in Gayaza, Wakiso District, with tickets at Shs30,000, while each table costs Shs500,000.

At Theatre La Bonita in Kampala, a play titled *No Way Out* will run on Easter Sunday and Monday, with tickets at Shs40,000 and Shs50,000 for VIP seating.

The Uganda National Cultural Centre, will host the Baraka Performers' decade anniversary shows on both days, with tickets at Shs30,000, Shs100,000 (VIP)

and tables at Shs1 million each.

Several travellers are taking advantage of the four-day Easter weekend to visit national parks such as Queen Elizabeth, Murchison Falls and Lake Mburo, with prices varying by tour operators.

At Kigarama Wilderness Lodge, accommodation ranges from \$120 (about Shs446,670) for a single room to \$300 (Shs1,116,680) for a family cottage on a full board basis. Activities include cycling, nature walks, and scenery viewing by the hummock and bonfire storytelling.

Entebbe Forest Lodge is offering meals at \$65 (around Shs242,000) for adults and \$30 (Shs111,670) for children aged 2 to 11 for walk-in guests, alongside activities such as kayaking, boat pedalling and nature walks.

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According to the 2024 Tourism Development Programme Performance Report, launched last year, accommodation and food and beverage facilities, which capture hotel and restaurant earnings, accounted for about 54 percent share of the country's tourism revenue.