



# Uganda Tourism Product Knowledge



## Training Objective

At the end of this session, trainees should:

- Understand Uganda's tourism geography
- Know all major national parks and game reserves
- Identify key wildlife species and tourism products
- Sell Uganda confidently to clients
- Understand conservation and sustainable tourism
- Handle common traveler questions professionally

## Uganda Tourism Product Knowledge

1 Hour Training for Freshers in Uganda Tourism



DEMOCRATIC  
REPUBLIC  
OF  
CONGO

KENYA

Murchison Falls

Murchison Falls NP

Pian Upe WR

Budongo Forest

Budongo Forest

Masindi

Ziwa Rhino &  
Wildlife Ranch

Bugoma FR

Toro-Semliki WR

Semuliki NP

Rwenzori  
Mountains

Fort Portal  
Kibale NP

Bigodi Wetland

Katonga WR

Kampala

Jinja

Entebbe Int. Airport

Entebbe

Mabamba Swamp

Queen Elizabeth NP

LAKE  
EDWARD

Kalinzu FR

Mbarara

Lake Mburo NP

LAKE  
VICTORIA

Mgahinga  
Gorilla NP

Bwindi Impenetrable NP

Kabale

RWANDA

TANZANIA

Kidepo Valley NP

Gulu

Mbale

Mt Elgon





# Why Uganda is the Pearl of Africa

## INTRODUCTION TO UGANDA TOURISM

Uganda is known as the Pearl of Africa because of its incredible biodiversity, friendly people, primates, birdlife, landscapes, and authentic safari experiences. Uganda combines gorilla trekking, chimpanzee tracking, Big Five safaris, cultural tourism, adventure tourism, and water experiences in one destination.

### Key Facts

- Uganda has 10 National Parks
- Over 1,000 bird species
- More than half of the world's remaining mountain gorillas live in Uganda
- Uganda is one of Africa's most biodiverse countries with over 18,000 recorded species
- Tourism contributes significantly to Uganda's economy
- Uganda received about 1.6 million visitors recently according to Ministry updates

### Important Selling Points

- Affordable compared to Kenya and Tanzania
- Less crowded safaris
- Authentic experiences
- Combination of primates and savannah wildlife
- Friendly people and rich culture
- Year-round tourism destination

## Why Uganda is the Pearl of Africa

Biodiversity, gorillas, wildlife, culture, and adventure tourism



# Did You Know!

- Uganda Wildlife Authority, (UWA) manages 10 National Parks; 12 Wildlife Reserves; 5 Community Wildlife Management Areas; and 13 Wildlife Sanctuaries. The ten National Parks include Queen Elizabeth, Lake Mburo, Murchison Falls, Kidepo Valley, Kibale, Mount Elgon, Rwenzori Mountains, Semuliki, Mgahinga Gorilla, and Bwindi Impenetrable National Parks.

# List of Uganda's Wildlife/Game Reserves

1. Ajai Wildlife Reserve
2. Bugungu Wildlife Reserve
3. Karuma Wildlife Reserve
4. Katonga Wildlife Reserve
5. Kigezi Wildlife Reserve
6. Kyambura Wildlife Reserve
7. Pian Upe Wildlife Reserve
8. Matheniko Wildlife Reserve
9. Bokora Corridor Wildlife Reserve
10. Kabwoya Wildlife Reserve
11. Toro-Semliki Wildlife Reserve
12. Budongo Wildlife Reserve- Status just changed to National Park



# Uganda Tourism Circuits



- Western Uganda: gorillas and chimpanzees
  - Bwindi- Queen Elizabeth- Kibale- Lake Mburo- Rwenzori Mountains
- Northern Uganda: wilderness safaris
  - Murchison Falls and Kidepo Valley
- Eastern Uganda: adventure tourism
  - Jinja ,Sipi Falls, Mount Elgon
- Central Uganda: cultural and city tourism
  - Kampala –Entebbe- Mabamba Swamp- Ziwa Rhino Sanctuary and Ngamba Island

# Bwindi Impenetrable National Park

- UNESCO World Heritage Site
- Mountain gorilla trekking
- Batwa cultural encounters
- Dense tropical rainforest





# Queen Elizabeth National Park

- Tree-climbing lions in Ishasha
- Kazinga Channel boat cruises
- Elephants, buffaloes, and hippos
- Excellent birdwatching





# Murchison Falls National Park

- The Nile squeezes through a 7-meter gorge
- Game drives and boat cruises
- Rothschild giraffes and lions
- Top of the Falls hike





# Kibale National Park



- Best chimpanzee tracking in East Africa
- 13 primate species
- Bigodi Wetland Sanctuary
- Rainforest biodiversity





# Kidepo Valley National Park

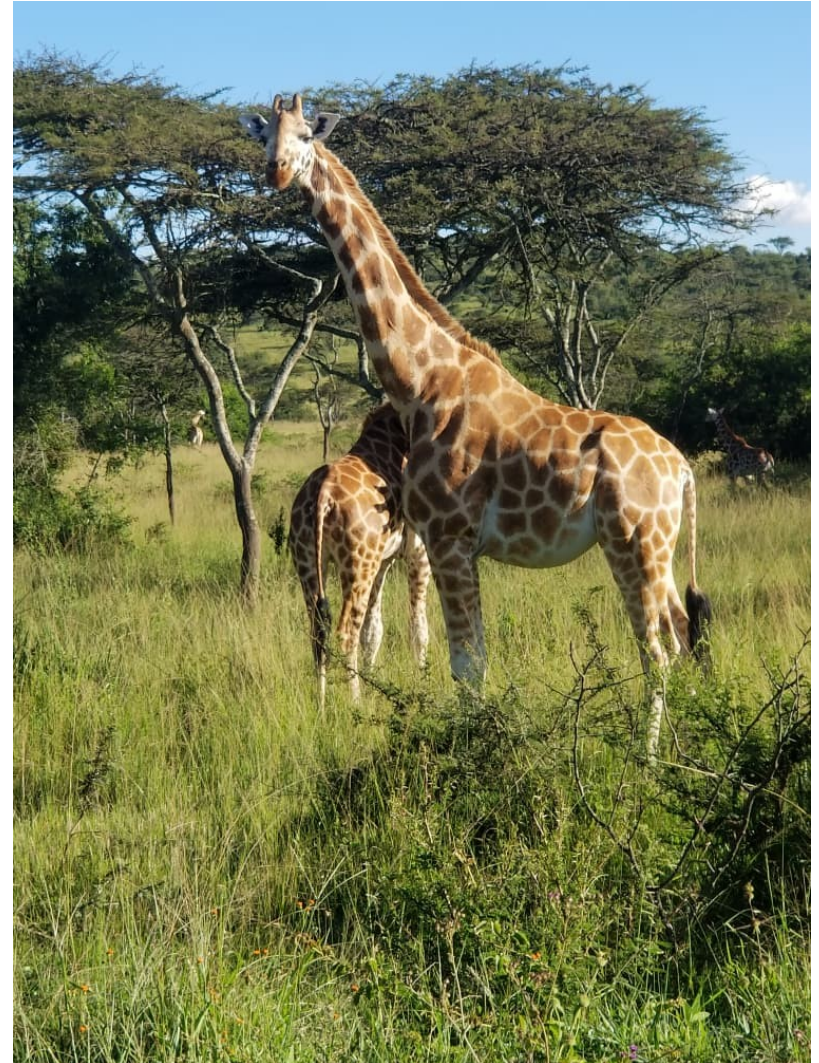
- Remote and untouched safari destination
- Cheetahs and ostriches
- Karamojong cultural experiences
- Spectacular savannah landscapes





# Lake Mburo National Park

- Closest savannah park to Kampala
- Walking safaris and horseback rides
- Zebras, impalas, and hippos
- Ideal short safari destination





# Adventure Tourism in Uganda

- White-water rafting on the Nile
- Bungee jumping in Jinja
- Sipi Falls hiking
- Mountain climbing adventures





# Uganda Wildlife Highlights

- Big Five wildlife experiences
- Mountain gorillas and chimpanzees
- Shoebill stork and crowned crane
- Rich biodiversity

## Uganda Wildlife Highlights

Big Five, primates, birdlife, and endemic species



# Birding in Uganda



- Uganda has over 1,000 bird species
- Mabamba Swamp is famous for shoebills
- Ideal destination for bird photographers
- Excellent year-round birding





# Conservation and Responsible Tourism

- Tourism supports wildlife conservation
- Gorilla permits fund protection programs
- Communities benefit from tourism
- Responsible tourism matters

## Conservation and Responsible Tourism

Protecting wildlife and supporting local communities



# Handling Tourist Questions



- Best travel seasons: June-September and December-February
- USD widely accepted in tourism
- English is widely spoken
- Uganda is generally safe for tourists

## Handling Tourist Questions

Safety, visas, currency, and best travel seasons



# Thank You



- Thank you for attending
- Promote Uganda confidently
- Deliver memorable safari experiences
- Welcome to Uganda tourism

## Thank You

Uganda offers Africa's most diverse  
safari experience



# Q&A SESSION



- Uganda Tourism Board - <https://utb.go.ug>
- Ministry of Tourism Wildlife & Antiquities - <https://tourism.go.ug>
- Uganda Wildlife Authority - <https://ugandawildlife.org>