



# AUTONEWS

The official newsletter of the Association of Uganda Tour Operators (AUTO)

Dear Reader,

Welcome to yet another exciting edition of the #AUTONEWS! August was certainly an eventful month for the Tourism industry with so many developments. We are delighted once more, to bring you up to speed with what transpired. We recognize that Tourism has been greatly affected by the COVID-19 pandemic, we hope that when life gives you lemons, you can make lemonade out of it.

## AUGUST HIGHLIGHT

### PROMOTING THE PEARL OF AFRICA BRAND

In 1908, Winstone Churchill named Uganda, the Pearl of Africa in his book entitled "My African Journey." What makes Uganda the Pearl ranges from its flora and fauna to varied landscapes and waterfalls among others. Beyond this beauty, however, lies a great deal of creation that offers an incredible experience for both domestic and foreign tourism. It is upon this background that Uganda Tourism Board engaged Key tourism stakeholders on how best to promote the Pearl of Africa brand, both domestically and globally. The engagement took place at Serena Hotel on 26th Aug 2021. Be expectant.



*AUTO Chairperson, Ms. Civy Tumusiime makes a submission during the engagement.*

## TOUR OPERATORS TRAINED IN DIGITAL MARKETING, GIVEN FUNDING FOR DIGITAL MARKETING DEVELOPMENT



Over **100** Tour Operators have undergone digital marketing training under the Covid-19 Economic Recovery and Resilience Response Program (**CERRRP**). Speaking at the closure of the 3-day training that took place from 11<sup>th</sup>-13<sup>th</sup>, the AUTO Vice Chairperson, Mr. Tony Mulinde advised tour operators to professionally handle online responses to clients as this would have a bearing on their business performance. A number of companies also received digital marketing support in terms of funding.

*“ ... professionally handle online responses...”*

CERRRP is implemented by Uganda Tourism Association, funded by MasterCard Foundation through Private Sector Foundation Uganda (PSFU).

### WORLD TOURISM DAY, 27th SEPT 2021.

On 27<sup>th</sup> September 2021, Uganda will join the World in celebrating Tourism Day under the theme, “Tourism for inclusive growth”.

According to the Minister for Tourism, Wildlife and Antiquities, Hon. Tom Butiime, the theme underscores the potential of tourism in promoting opportunities for communities around the world, as well as the role that community engagement has in advancing sustainable tourism development.

The tourism industry has been among the most affected sectors due to the COVID-19 pandemic, and requires concerted efforts for revival.

<https://utb.go.ug/press-releases/world-tourism-day-2021-statement-hon-minister-tourism-wildlife-and-antiquities>

# SAVE BUGOMA CAMPAIGN



Nature is serene, nature is beautiful. Bugoma forest is not just a ground of serenity, but a sanctuary for wildlife, especially chimpanzees and rare birds. The forest is however, facing a looming danger of extinction as it is being targeted for sugar production by Hoima Sugar Ltd.

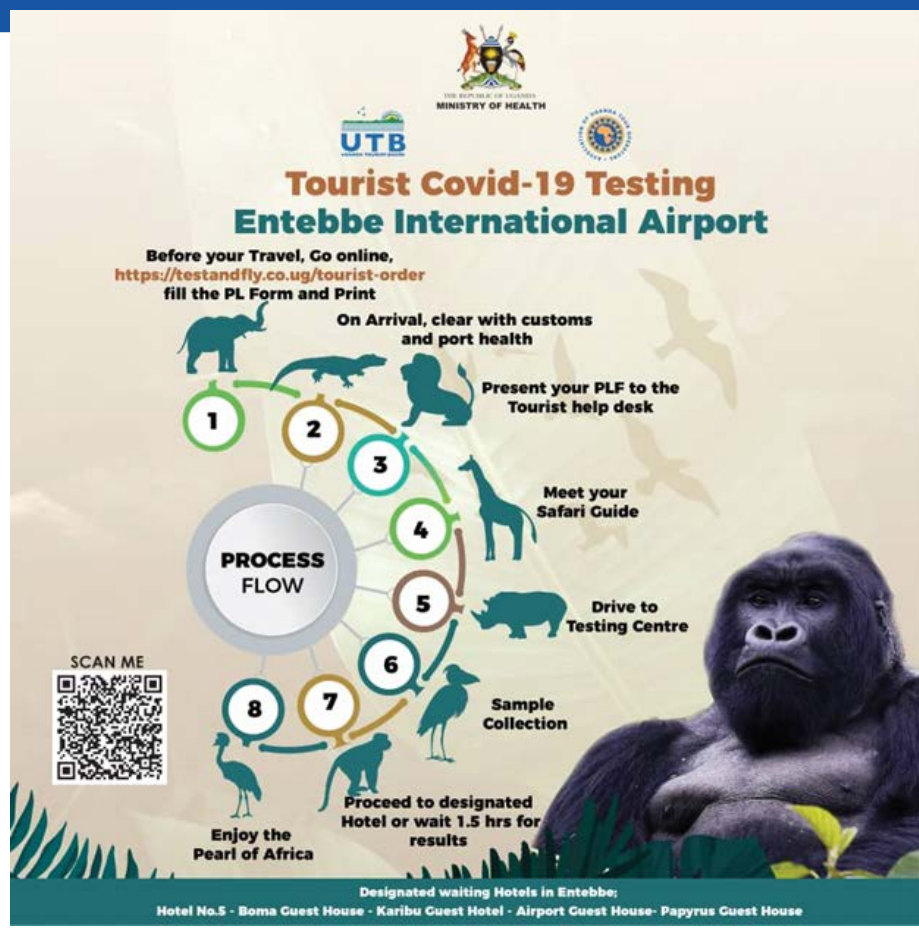
Destruction of forests have hazardous impacts of climate change and global warming. This, in the long run affects not only the wildlife therein, but also human life. Hence, the **#savebugoma campaign**.



## TIPS FOR TRAVELLING TO UGANDA...

Ensure that you acquire your visa online at <https://visas.immigration.go.ug>  
Book your online PCR test at <https://testandfly.co.ug/tourist-order>  
72hour valid PCR test certificate on arrival.

Below is a graphical representation of the COVID-19 PCR testing with test and fly.



DIGITAL  
CERTIFICATION  
STARTING  
2022

In a bid to embrace digital transformation, AUTO will be issuing Digital Membership certificate effective 2022.

***To stay safe!!!***

***Wash  
your  
Hands,***



***Wear  
your  
Mask***



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