EXECUTIVE SUMMARY
UGANDA TOURISM SATELLITE ACCOUNT REPORT 2024

Overview

Tourism contributed UGX 6.99 trillion directly to Uganda's GDP in 2024 (3.3%, up from 3.2%), employed 876,512 people and earned UGX 4.81 trillion in foreign exchange. The Uganda Tourism Satellite Account 2024, compiled by MTWA and UBOS under the UN Tourism framework (TSA: RMF 2008), measures this direct contribution for calendar year 2024.

Headline indicators

Every headline measure grew in 2024, led by inbound spending (+26%) and government tourism spending (+73%).

Indicator	2023	2024	Change	Share of national total, 2024
International arrivals	1,274,210	1,371,895	+7.7%	
Inbound expenditure (UGX bn)	3,818.6	4,805.8	+25.9%	11.9% of exports
Domestic expenditure (UGX bn)	5,090	5,410	+6.3%	4.0% of HFCE
Outbound expenditure (UGX bn)	1,059.7	1,392.7	+31.4%	
Tourism Direct GDP (UGX bn)	6,061	6,990	+15.3%	3.3% of GDP
Direct employment	803,691	876,512	+9.1%	7.5% of employment
Tourism taxes (UGX bn)	369.5	433.8	+17.4%	2.7% of tax revenue
Tourism collective consumption (UGX bn)	356.9	616.9	+72.9%	0.86% of government consumption

Source: UBOS and MTWA, Uganda Tourism Satellite Account Report 2024. HFCE is household final consumption expenditure.

Tourism demand

Inbound spending has passed its pre-pandemic level even though arrivals have not. Arrivals reached 89% of the 2019 level, but spending of US$1.28 billion was 4.9% higher, as visitors stayed longer (8.7 nights) and spent more per day (US$125). Africa supplied 89% of arrivals.

Domestic tourism is the larger market, at 53% of internal tourism spending. Some 3.27 million residents made 20.0 million trips, mostly to visit friends and relatives (55%). Ugandans' 765,059 trips abroad were mostly regional, with Kenya alone receiving 39%.

Economic contribution and jobs

Tourism Direct GDP rose 15.3% to UGX 6.99 trillion, led by passenger transport (33.7%), accommodation (25.9%) and food services (16.0%). Inbound earnings exceeded residents' spending abroad by about UGX 3.4 trillion. Tourism-specific investment reached UGX 5.77 trillion (12.6% of national capital formation).

Tourism directly employed 876,512 people, 7.5% of national employment and 9% more than in 2023. The workforce is mostly self-employed (61%) and male (75%).

Key messages and policy implications

Tourism earns about half of Uganda's service exports, supports one in thirteen jobs and draws an eighth of national investment, making it a strategic sector for NDP IV. Growth came from higher value per visitor, but long-haul markets remain well below 2019 levels and women hold only a quarter of tourism jobs. Domestic tourism offers a stable base for promotion and transport policy to build on.

Notes for interpretation

Values are at current prices, so growth includes inflation. Several figures in the source report disagree and should be reconciled before release:

- Tourism industry output: UGX 14.02, 14.36 and 14.58 trillion in different sections.
- Share of service exports: 50.6% (headline results) against 45.9% (Section 7.4).
- 2023 tourism trade surplus: UGX 2.8 trillion against 3.0 trillion.
- Growth in internal tourism demand: 1.7% (Section 7.3) against 13.9% (Chapter 5).