



UGANDA BUREAU OF STATISTICS



Republic of Uganda



UGANDA TOURISM **SATELLITE ACCOUNT**

MEASURING THE CONTRIBUTION OF
TOURISM TO THE ECONOMY OF UGANDA

2023

UGANDA TOURISM SATELLITE ACCOUNT 2023

THE UGANDA TOURISM SATELLITE ACCOUNT

This Publication presents the direct contribution of Tourism to the economy of Uganda.



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United Nations
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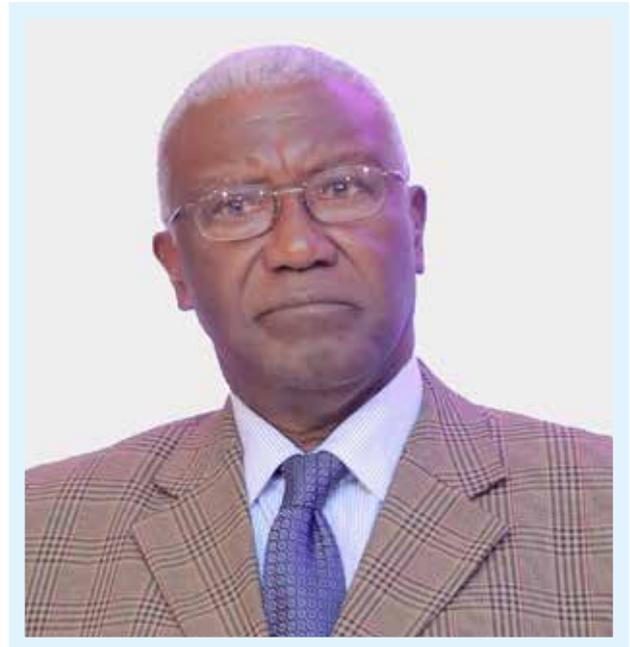
FOREWORD

It is with great pleasure that I present the first ever Tourism Satellite Account for Uganda. This report concludes the long-awaited milestone of developing the first ever Uganda Tourism Satellite Account (UTSA) compiled as an official measure of tourism's contribution to the Ugandan economy. This first UTSA presents the estimates of Tourism's economic contribution corresponding to the calendar year 2019 through the completion of 10 TSA tables with complete supply and demand side data. The UTSA was developed for the reference year 2019 because it was the turning point for Tourism that was later adversely affected by the impacts of COVID-19 and will be important as a baseline for measuring the tourism impact pre and post COVID-19.

The report presents all aspects of demand for goods and services associated with the activity of a visitor which represents the total tourism consumption. Tourism Satellite Account (TSA) is a statistical framework to measure the size of economic sectors that are not defined as industries in the National Accounts.

This first UTSA is most welcome by the Tourism Industry as an instrument for policy formulation, Marketing, strategic planning and evidence-based decision making. It provides critical information on the size of inbound and domestic markets, expenditures of visitors, and the expenditures of Ugandan residents abroad, the contribution of Tourism to Gross Domestic Product (GDP), employment and investments.

In 2019, inbound visitors to Uganda spent over UGX 4.580 trillion on tourism services while domestic tourists spent approximately UGX 2.97 trillion. The UTSA 2023 also confirms tourism as one of the largest sectors in the economy. Tourism Direct Gross Domestic Product accounts for 3.64 percent of the GDP in terms of the direct contribution; Tourism also accounts for a large share of total employment, directly employing close to 1.6 million people, 68



percent of whom were females and accounting for 14.7 percent of the total number of jobs. This clearly demonstrates the intense impact that Tourism has on the economy of Uganda.

With further reforms in the economy, including the development of aerodromes and improved infrastructure, the tourism sector is likely to rapidly grow further in the immediate future. I am confident that the UTSA report 2023 will provide greater insights and necessary information on tourism's economic contribution and its measurements to the diverse tourism stakeholder partners.

Finally, I would like to express my gratitude to the Uganda Bureau of Statistics for their great leadership and continued technical support and United Nations Economic Commission for Africa for their guidance and Financial support in the process of development of the UTSA 2023.

A handwritten signature in black ink, appearing to read 'Tom R. Butime', written over a white background.

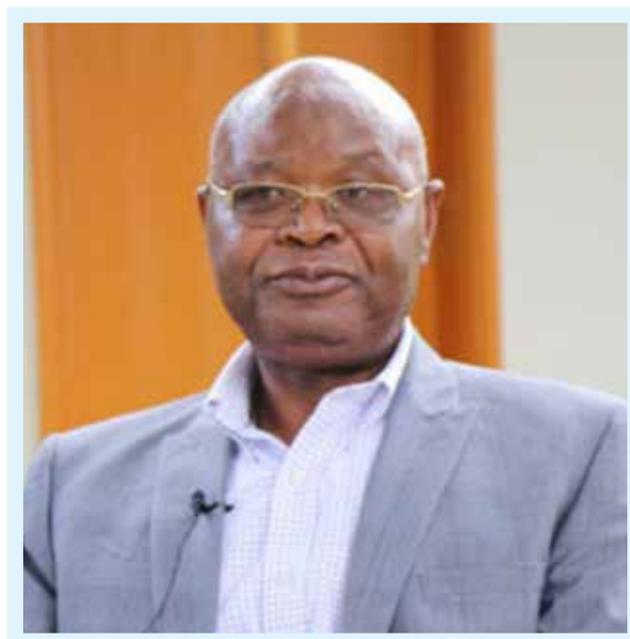
Tom R. Butime, MP
Minister of Tourism, Wildlife and Antiquities
Republic of Uganda

The Tourism Satellite Account (TSA) is an accounting framework adopted by the United Nations (UN) and designed to measure goods and services associated with tourism according to international standards, concepts, classifications and definitions. The TSA provides stakeholders (governments, entrepreneurs and citizens) with reliable information which assists them in designing policies and tourism business strategies.

The Uganda Tourism Satellite Accounts (TSAs) for 2023 were constructed in line with the Tourism Satellite Account Recommended Methodological Framework (TSA: RMF 2008) of the United Nations World Tourism Organization (UNWTO). This methodology analyses tourism and its relationship to the rest of the economy within the central framework of National Accounting (System of National Accounts (SNA2008)). In this way, tourism's contribution to national accounts aggregates can be determined and compared with other industries.

The TSA provides an internationally recognized and standardized method of assessing the scale of tourism-related production and its links across different sectors. The Accounts provide a comprehensive database that identifies the role of tourism in the economy. A clearer picture of tourism's performance within the economy and the benefits the industry offers can be evaluated. Such information is necessary for efficient and effective policy decisions that can guide future development of the industry.

The "tourism industry" is identified from the demand side by measuring the demand for various commodities. This makes it possible to form a link to the supply side of the industry through identification of tourism commodities. The industries which are characteristic of or connected to tourism are then identified through their relative dependence on tourism generated demand.



The Uganda Bureau of Statistics together with the Ministry of Tourism, Wildlife and Antiquities would like to appreciate all MDAs that supported the compilation of this TSA. My sincere gratitude goes to the United Nations Economic Commission for Africa (UNECA) which provided technical support during its construction. In a special way, I wish to thank the technical working committee that consolidated this report. The Bureau welcomes constructive comments from stake holders that aim at strengthening the systems for data production and development for this product.

Chris. N. Mukiza (PhD)
Executive Director/Chief Statistician
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We are also ever grateful for the persistent work of Dr. Geoffrey Manyara and Prof. Pius Odunga from UNECA in guiding the technical team from the beginning to the finalization of the report. Their commitment and dedication throughout the Uganda TSA development significantly contributed to the overall accomplishment of this report. Special thanks is also extended to Ms. Emelang Leteane for her guidance and to Dr. Mama Keita for her overall leadership in this project.

Visitor

A visitor is a traveler taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure, or other personal purpose) other than to be employed by a resident entity in the country or place visited.

Tourist

A tourist is defined as a non-resident visitor staying overnight.

Excursionist

An excursionist (same day visitor) is a non-resident visitor arriving and leaving the country the same day.

Inbound Tourism

Inbound tourism comprises the activities of a non-resident visitor within the country of reference.

Outbound Tourism

Outbound tourism covers the activities of a resident visitor outside the country of reference as part of an outbound tourism trip.

Domestic Tourism

Domestic tourism comprises activities of a resident visitor within the country of reference either as part of a domestic tourism trip or part of an outbound tourism trip.

Internal Tourism

Internal tourism comprises domestic and inbound tourism.

The Supply and Use Table (SUT)

The SUT is a core table in the System of National Accounts which presents by product group, the resources and uses of goods and services for the total economy.

Domestic Tourism Expenditure

Domestic tourism expenditure is the tourism expenditure of a resident visitor within the economy of reference.

Inbound Tourism Expenditure

Inbound tourism expenditure is the tourism expenditure of a non-resident visitor within the economy of reference.

Outbound Tourism Expenditure

Outbound tourism expenditure is the tourism expenditure of a resident visitor outside the economy of reference.

Tourism Balance of Trade

Tourism imports comprises goods and services purchased by residents on a trip outside the country whilst tourism exports comprise goods and services purchased by non-residents visitors in the country. The Tourism balance of trade is defined as tourism exports net of tourism imports.

Gross Output

Gross Output for the tourism sector includes the value of goods and services produced by tourism industries (tourism output) and imported items purchased by tourists.

Intermediate Consumption

Intermediate consumption of industries covers non-durable goods and services used up in the production process. For this TSA, intermediate consumption of industries (providing the product) has been calculated as a percentage of gross output assuming the same ratios of the SUT.

Valuation

Gross output is valued at basic prices, that is, the amount receivable by the producer exclusive of taxes payable and inclusive of subsidies receivable

on the products. Intermediate consumption is at the purchaser's price, that is, it includes trade margins of wholesalers and retailers as well as additional transport charges payable by the purchaser and non-deductible VAT.

Direct Employment in Tourism Industry

Direct tourism employment is derived by applying the technical ratio (value added of tourism share over value added of the whole industry) to the number of people employed in each industry. This approach produces a value for the number of people in each industry as a result of tourism.

Taxes on Products

Taxes on products are payable on goods and services when they are produced, sold or used. These include excise duties, import duties and Value Added Taxes (VAT)

Taxes on Production

Taxes on production are taxes payable out of the value added of producers. This category of taxes includes taxes levied on property, fixed assets and labour employed. Examples are municipal rates, motor vehicle licenses and business licenses.

Basic Price

The basic price is the amount receivable by the producer from the purchaser for a unit of a good or service produced as output minus any tax payable, and plus any subsidy receivable, on that unit as a consequence of its production or sale; it excludes any transport charges invoiced separately by the producer.

Other Specific Definitions

Domestic Tourism Consumption

Domestic tourism consumption is the tourism consumption of a resident visitor within the economy of reference

Durable Consumer Goods

Durable consumer goods are goods that may be used repeatedly or continuously over a period of a year or more, assuming a normal or average rate of physical usage. When acquired by producers, these are considered to be capital goods used for production processes, as is the case of vehicles, computers, etc. When acquired by households, they are considered to be consumer durable goods

Gross Margin

The gross margin of a provider of reservation services is the difference between the value at which the intermediated service is sold and the value accrued to the provider of reservation services for this intermediated service.

Inbound Tourism Consumption

Inbound tourism consumption is the tourism consumption of a non-resident visitor within the economy of reference

Internal Tourism Consumption

Internal tourism consumption is the tourism consumption of both resident and non-resident visitors within the economy of reference. It is the sum of domestic tourism consumption and inbound tourism consumption

National Tourism Consumption

National tourism consumption is the tourism consumption of resident visitors, within and outside the economy of reference. It is the sum of domestic tourism consumption and outbound tourism consumption.

Non-Monetary Indicators

Data measured in physical or other non-monetary units should not be considered a secondary part of a satellite account. They are essential components, both for the information they provide directly and in order to analyse the monetary data adequately

Outbound Tourism Consumption

Outbound tourism consumption is the tourism consumption of a resident visitor outside the economy of reference

Production Account

The production account records the activity of producing goods and services as defined within the System of National Accounts (SNA). Its balancing item, Gross value added, is defined as the value of output less the value of intermediate consumption and is a measure of the contribution to GDP made by an individual producer, industry or sector. Gross value added is the source from which the primary incomes of the SNA are generated and is therefore carried forward into the primary distribution of income account.

Social Transfers in Kind

A special case of transfers in kind is that of social transfers in kind. These consist of goods and services provided by the general government and Non-Profit making Institutions Serving Households (NPISHs) that are delivered to individual households. Health and education services are the prime examples. Rather than provide a specified amount of money to be used to purchase medical and educational services, the services are often provided in kind to make sure that the need for the services is met. (Sometimes the recipient purchases the service and is reimbursed by the insurance or assistance scheme. Such a transaction is still treated as being in kind because the recipient is merely acting as the agent of the insurance scheme)

Total Tourism Internal Demand

Total tourism internal demand is the sum of internal tourism consumption, tourism gross fixed capital formation and tourism collective consumption. It does not include outbound tourism consumption.

Tourism Consumption

Tourism consumption has the same formal definition as tourism expenditure. Nevertheless, the concept of tourism consumption used in the Tourism Satellite Account goes beyond that of tourism expenditure. Actually, besides the amount paid for the acquisition of consumption goods and services, as well as valuables for own use or to give away, for and during tourism trips, which corresponds to monetary transactions (the focus of tourism expenditure), it also includes services associated with vacation accommodation on own account, tourism social transfers in kind and other imputed consumption. These transactions need to be estimated using sources different from information collected directly from the visitors, such as reports on home exchanges, estimations of rents associated with vacation homes, calculations of financial intermediation services indirectly measured (FISIM), etc.

Tourism Ratio

For each variable of supply in the Tourism Satellite Account, the tourism ratio is the ratio between the total value of tourism share and total value of the corresponding variable in the Tourism Satellite Account expressed in percentage form

Tourism Share

Tourism share is the share of the corresponding fraction of internal tourism consumption in each component of supply. For each industry, the tourism share of output (in value), is the sum of the tourism share corresponding to each product component of its output

Tourism Single-Purpose Consumer Durable Goods

Tourism single-purpose consumer durables is a specific category of consumer durable goods that include durable goods that are used exclusively, or almost exclusively, by individuals while on tourism trips



ACRONYMS AND ABBREVIATIONS

BOP	Balance of Payments
BOU	Bank of Uganda
CGE	Computable General Equilibrium
GDP	Gross Domestic Product
GFCF	Gross Fixed Capital Formation
GVA	Gross Value Added
GVATI	Gross Value Added of Tourism Industries
GVA_{bp}	Gross Value Added at Basic Prices
GO_{bp}	Gross Output at Basic Prices
IC_{pp}	Intermediate Consumption at Purchaser's Price
HFCE	Household Final Consumption Expenditure
ILO	International Labour Organization
ISIC	International Standards Industrial Classification of all Economic Activities
MAPU	Manpower Survey Uganda
MICE	Meetings, Incentives, Conferences and Exhibitions
MTWA	Ministry of Tourism, Wildlife and Antiquities
RMF	Recommended Methodological Framework
SME	Small and Medium Enterprises
SNA	System of National Accounts
SUT	Supply and Use Table
TDGDP	Tourism Direct Gross Domestic Products
TDGVA	Tourism Direct Gross Value Added
TSA	Tourism Satellite Accounts
UTB	Uganda Tourism Board
UBOS	Uganda Bureau of Statistics
UNECA	United Nations Economic Commission for Africa
UNHS	Uganda National Household Survey
UNWTO	United Nations World Tourism Organization
VFR	Visiting Friends and Relatives
WTTC	World Travel and Tourism Council



EXECUTIVE **SUMMARY**



EXECUTIVE SUMMARY

The Tourism Satellite Account (TSA) is an accounting framework adopted by the United Nations (UN) Statistics Commission (2000) and was designed to measure goods and services associated with tourism according to international standards, concepts, classifications and definitions. The direct economic contribution of Tourism to the economy of Uganda was measured through the construction of the 10 TSA tables . The ten tables were systematically constructed using primary and secondary data. It analyzed all aspects of demand for goods and services associated with the tourism sector within the economy, monitored the operational interface of the supply of such goods and services, and evaluated how supply interacts with other economic activities.

The Uganda Tourism Satellite Account (TSA) was intended to establish the direct contribution of Tourism to the economy using the recommended Tourism Satellite Account methodology. The specific goals were to estimate tourism demand and supply, assess value added by tourism activities to the economy, establish the level of employment generated by the tourism activities, measure the gross fixed capital formation by the sector, and measure the collective consumption of tourism services by the Government.

The Uganda TSA was developed to respond to these objectives by establishing macroeconomic aggregates that describe the size and economic contribution of different forms of tourism. This required gathering data on tourism consumption (inbound, Domestic and Outbound tourism), domestic supply and imports, and

constructing detailed production accounts of the tourism industries. The TSA for the year 2019 was constructed based on the Tourism Satellite Account: Recommended Methodological Framework (TSA: RMF 2008) and International Recommendations for Tourism Statistics (2008).

The construction of the Uganda TSA used the following data sources; the Tourism Expenditure and Motivation Survey 2019, 2019/20 Uganda National Household Survey (UNHS), Bank of Uganda Outbound Travel Survey (2019) and Macroeconomics aggregates from National Accounts.

In 2019, inbound tourism (Tourism Exports) generated UGX 4,580.4 billion (TSA Table 1) while Outbound tourism expenditure (Tourism imports) estimated amounted to UGX 1,666.28 billion (TSA Table 3).

Tourism trade balance with the rest of the world (inbound tourism net export) was estimated at UGX 2.9 trillion surplus in 2019 compared to UGX 13.4 trillion deficit registered for the total economy in the same year (TSA Table 6).

Domestic tourism expenditure amounted to UGX 2,965.9 billion in the year 2019 (TSA Table 2)

Internal Tourism Expenditure was estimated at UGX 7,546.27 billion in 2019 (covering both the Inbound and Domestic tourism expenditure).

The 2019 TSA estimates internal tourism consumption to be UGX 7,996.92 billion (at market prices) covering both international inbound and domestic tourism expenditure plus other components of tourism consumption amounting to UGX 450.65 billion (TSA Table 4).

The Gross Value Added of the tourism industries (GVATI) is estimated at about UGX 4,366.73 billion (TSA Table 5).

Tourism Direct Gross Value Added (TDGVA), arising from all resident industries in the provision of goods and services to visitors, is estimated at UGX 4,828.99 billion (equivalent to approximately 3.72% of Gross Value Added) (TSA Table 6).

Tourism Direct Gross Domestic Product (TDGDP) was estimated at UGX 5,093.15 billion. This is measured at market prices and involves adding back product taxes less subsidies to TDGVA, and represents 3.64% of Gross Domestic Product (TSA Table 6).

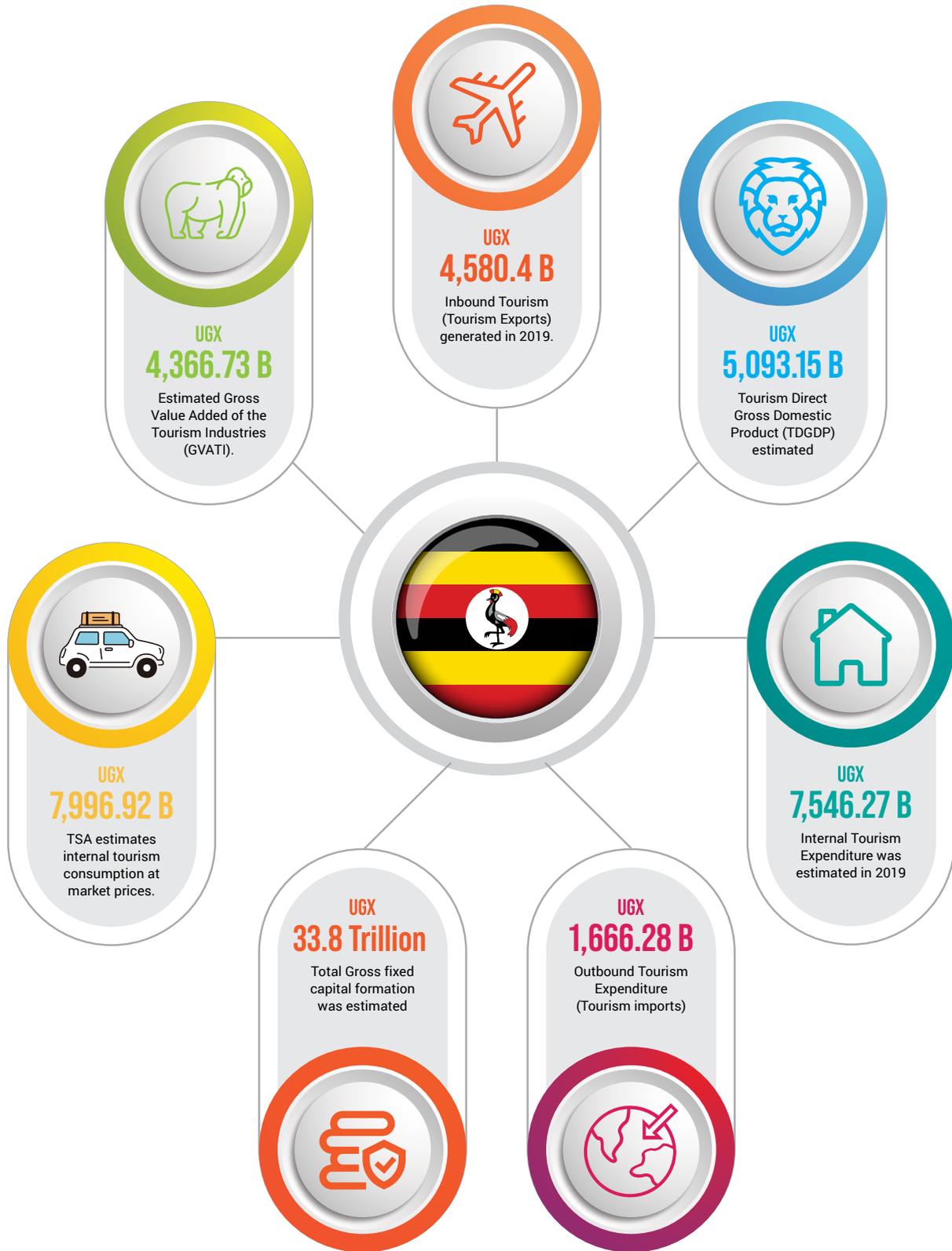
The Direct Contribution of Tourism to GDP (3.64 percent) is comparable with Livestock (3.6 percent), Forestry (4.0 percent) and Education (4.3 percent) and much higher than Transportation and Storage (3.4 percent), Human Health and Social Work Activities (3.2 percent), Financial and Insurance Activities (2.7 percent) among others. (TSA Table 6).

In 2019, Tourism direct Contribution to employment was estimated at 14.7 percent of total employment meaning that at least 1 in 10 persons employed is directly employed in Tourism. The Tourism sector directly employed 1,559,147 persons in FY 2016/17 out of which 739,573 persons (47.4 percent) were employees while 819,574 persons (52.6 percent) were self-employed. (TSA Table 7).

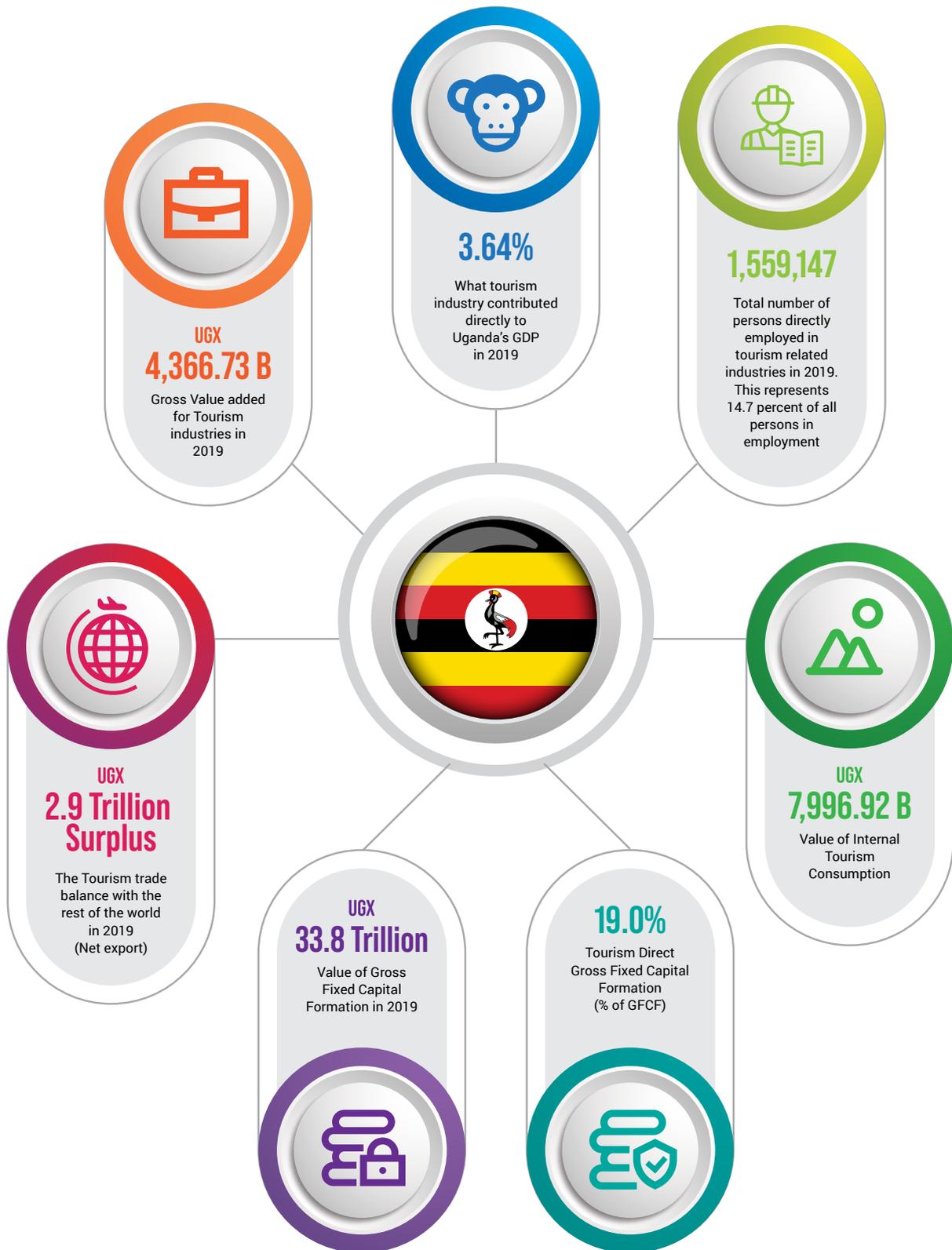
The Total Gross fixed capital formation was estimated at UGX 33.8 trillion for the year 2019, of which Direct contribution of Tourism to Gross capital Formation was valued at UGX 6.4 trillion representing 19.0 percent (TSA Table 8).

Collective consumption on tourism by the local, regional and national governments was estimated at UGX 903.34 billion during 2019/20 financial year and the contribution of Tourism to collective consumption was estimated at 2.41 percent (TSA Table 9).

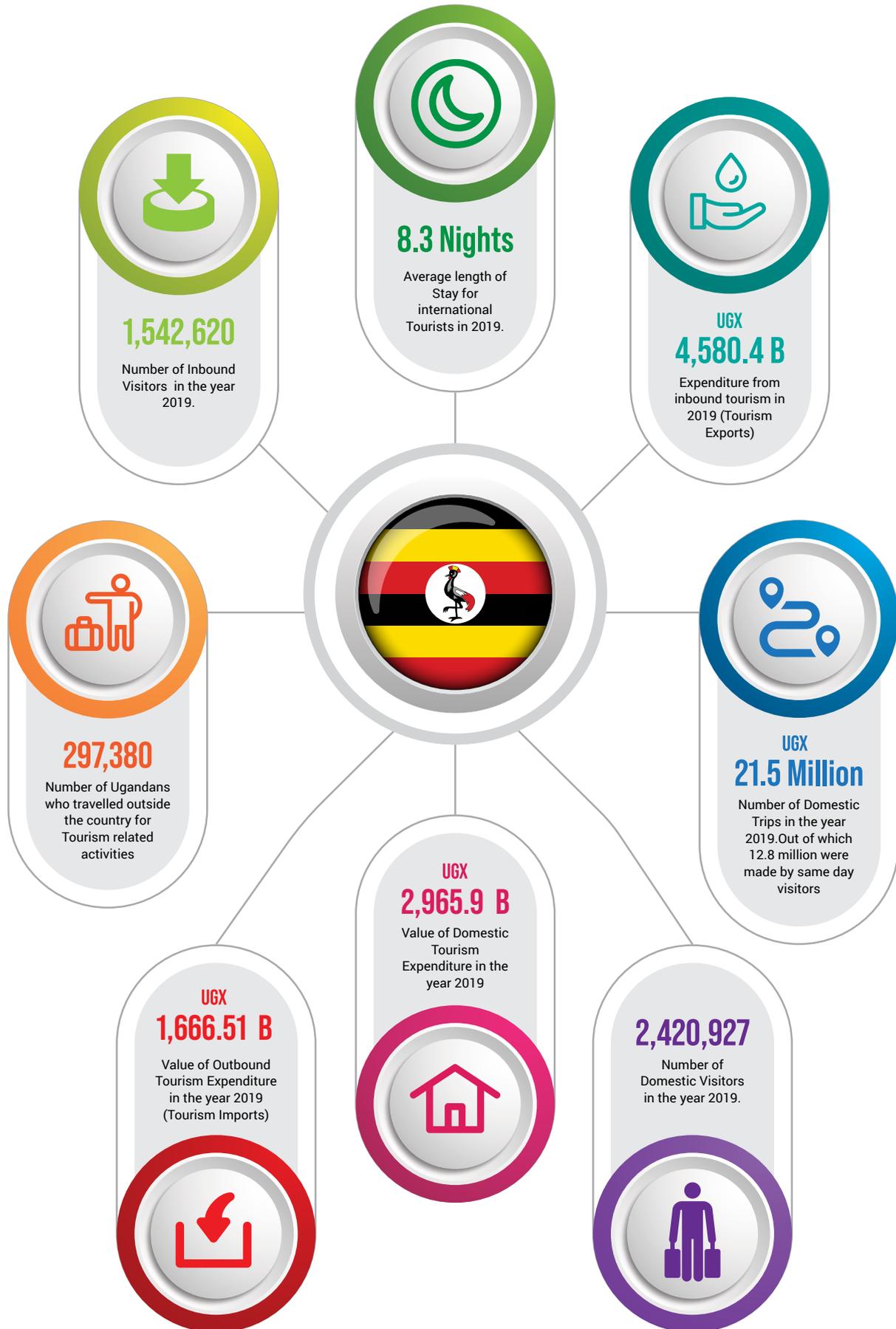
TOURISM SATELLITE ACCOUNT (TSA)



TOURISM SATELLITE ACCOUNT (TSA)



TOURISM SATELLITE ACCOUNT (TSA)





1.0

INTROUDCTION

1.1 Uganda Profile

Uganda, a landlocked country located at the heart of Africa had a population estimate of 40.3 million people in 2019 and a total area of about 241,556.96 sq. km. Over 18% of the country's surface area was covered by lakes, rivers, and wetlands (Statistical Abstract 2019). Five of East Africa's great lakes (Victoria, Kyoga, Albert, George and Edward) can be found in Uganda. Lake Victoria is the world's second largest fresh-water lake at 68,000 sq. km and home to the source of the world's longest river, the Nile measuring 6,695 kilometers (4,184 miles).

Uganda is referred to as the "Pearl of Africa" because of its diverse natural endowments and beauty as described by Winston Churchill. The country has a rich cultural diversity, boasting of over 66 tribes, languages and dialects (population census report 2014). According to a UN Report, Uganda is the happiest country in East Africa and the friendliest country globally as pointed out by results from a BBC survey of expatriates.

The country enjoys a Tropical climate which is wet in the center and cool in the mountains with two dry and wet seasons. The climate in the North East of Uganda is semi-arid.

The Country Boasts of; 12 National Parks and 3 game reserves, 12 Wildlife Reserves, 10 Wildlife Sanctuaries, 5 Community Wildlife Management Areas and; 529,595 hectares under total Forest Reserves each with unique endowments.

Uganda is also the primate Capital of the World. Uganda has the largest mountain gorilla population (53%; about 459 of them) in the world. Less than 900 mountain gorillas survive in the world today. There are over 5,000 chimpanzees found in Uganda (Kibale forest alone holds a population of more than 1,000 chimpanzees). The country is also home to the world's largest number of monkeys, baboons, rare colobus, nocturnal Bush babies and Pottos found in pristine eco-environment.

More than 1,083 bird species can be found in Uganda. Studies estimate about 50 percent of all the bird species in Africa and 10 percent of all birds in the World are found in Uganda. Most popular birding spots include; Bwindi Impenetrable NP (over 400 species) - voted Africa's number one birding site by the African Bird club (2012); Queen Elizabeth National Park (over 605 species).

All faiths are represented in Uganda, most of them having a unique history that shaped the nation. Bahai Temple, one of its kind in Africa can be found in Kampala. The country is a home of the Uganda Martyrs Site where 45 Christian men willingly died for their faith. Gaddafi Mosque in Kampala is the second largest mosque in Africa.

The rich natural and manmade endowments make Uganda a gem for tourists World over. It's no coincidence that tourism has taken center stage in the Ugandan economy. Over the years, the Government of Uganda has prioritized tourism development in the country in a bid to achieve social economic development. The National Development Planning Frameworks recognize the importance of tourism development in transforming Uganda into a modern state and have highlighted Tourism as a Primary growth sector (NDP III).

1.2 Fact Sheet Uganda

Table 1. 1: Fact Sheet about Uganda

Total Area	241,038 sq. km
Area Under Land	196,906.34 sq. km
Area Under Open Water	37,495.81 sq. km
Wetlands	7,154.81 sq. km
Elevation	1,100 metres (3,250 ft) above sea level
Lowest Point	Albert Nile 614m
Highest Point	Margherita Peak on Mount Stanley 5,110m
Population (2021)	42.9 Million
Female	21.8 Million
Male	21.1 Million
Growth Rate	3.34% (2020 est.)
Density	174 persons per sq. km
Sex Ratio	94.5%
Life Expectancy at Birth	63.7 Years
Religious Groups	
Roman Catholics	39.3%,
Anglican	32.0%
Moslem	13.7%,
Pentecostal/Born Again/Evangelical	11.1%
Seventh Day Adventist	1.7%
Baptist	0.3%
Others	1.8%,
Currency	Uganda Shillings (UGX)
GDP	<ul style="list-style-type: none"> GDP 2018/19 (Current Prices) with the Base Year (BY) 2016/17 is UGX 128,499 Billion GDP 2018/19 (Constant Prices) with BY 2016/17 is UGX122,694 Billion

1.2 Fact Sheet Uganda

Table 1. 2: Fact Sheet about Uganda

Electricity generation capacity	1,289.7 Mega Watts (MW) (2021)
Road Network	20,856 Km (2018/19)
Wildlife Gazetted Areas	10 National Parks, 12 Wildlife Reserves, 5 Community Wildlife Management Areas and 13 Wildlife Sanctuaries, 506 Central Forest Reserves each with unique endowments
Cultural Heritages	
650 sites and monuments	Major ones are:
Museums	
National	One National Museum in Kampala
Regional	3 (Moroto, Soroti, Kabale)
Community & Private Museums	30
World Heritage Sites	
Rwenzori Mountains	Declared by UNESCO a World Heritage Site in 1994. This block of mountain ranges passes through the equator (extreme heat) yet is snow-capped (extreme coldness)
Bwindi Impenetrable Forest	Declared by UNESCO a World Heritage site in 1994 and is home to over 400 mountain gorillas.
Kasubi Royal Tombs	Declared by UNESCO a World Heritage site in 2001
Other Heritage sites	<ul style="list-style-type: none"> • Bigo bya Mugenyi (Archaeological Earthworks) (1997) • Kibiro (Salt producing village) (1997) • Ntusi (man-made mounds and Basin) (1997) • Nyero and other hunter-gatherer geometric rock art sites in eastern Uganda (1997) • Mgahinga Gorilla National Park (MGNP) (2007)
Ethnic Groups	<ul style="list-style-type: none"> • (64 tribes and 40 recognized languages - 4th most diversified in the World after Papua New Guinea, Tz, DRC) • Baganda 16.5%, Banyankole 9.6%, Basoga 8.8%, Bakiga 7.1%, Iteso 7%, Langi 6.3%, Bagisu 4.9%, Acholi 4.4%, Lugbara 3.3%, other 32.1% (2014 est.)

1.2 Introduction to the Tourism Satellite Accounts

The United Nations World Tourism Organisation (UNWTO) defines tourism as ‘the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited’.

Tourism has become an important economic and social activity in the national and global economy during the last decades driving social economic development. However, statistical information on the nature, progress and consequences of tourism in Uganda is mainly based on arrivals and overnight stay statistics, Visitors to key attraction sites and Tourism related surveys, which do not grasp the whole economic phenomenon of tourism. Consequently, the Government, businesses and citizens may not receive accurate information that is necessary for effective public policies and efficient business operations.

Although tourism is by its nature a demand-driven phenomenon, it is necessary, from a macroeconomic point of view, to observe how the match between demand and supply operates, and how the latter affects the basic macroeconomic variables of the country of reference. Within a context of macroeconomic analysis, the relationship between supply and demand is best studied within the general framework of national accounts.

The tourism industry is not measured as an industry in its own right in national accounts, because tourism is not a clearly defined industry in the International Standard Industrial Classification of all Economic Activities (ISIC), but rather an amalgamation of industries such as transportation, accommodation, food and beverage services, recreation and entertainment, travel agencies, etc. This is because industries are classified according to

the goods and services they produce, while tourism is a consumption-based concept that depends on the status of the consumer.

1.2.1 Rationale for development of the Uganda TSA

Uganda, until now did not have a functional Tourism Satellite Account (TSA) to assess the contribution of tourism to the country's economy. The country has always relied on the data published by the World Travel and Tourism Council (WTTC)/Oxford Economics research that is designed to complement country TSA exercises by providing consistent, reliable, timely and comparable data and forecasts to assess Travel & Tourism's contribution to national economic activity. The contributions derived from WTTC are based on simulations from Oxford Economics global macroeconomic forecasting models and usually do not reflect the actual contributions of the country.

In light of the above, the Ministry of Tourism, Wildlife and Antiquities in collaboration with the Uganda Bureau of Statistics submitted an official request to the United Nations Economic Commission for Africa (UNECA) for Financial and Technical Support to develop its first Tourism Satellite Account.

The Tourism Satellite Account will provide information required for policy formulation, Marketing, strategic planning and decision making. The information provided covers the following;

- The Size of Inbound, Domestic and Outbound Markets in terms of numbers and expenditure
- Tourism Expenditures on Tourism activities
- Contribution of Tourism to Gross Domestic Product
- Size of the Tourism industry relative to other sectors of the economy
- Contribution of Tourism to Employment
- Contribution of Tourism to Collective Consumption

- Contribution of Tourism to Gross Fixed Capital formation
- The effect of international tourism on a country's balance of payment

1.2.1 The importance of a Tourism Satellite Account (TSA)

The TSA will provide stakeholders (governments, entrepreneurs, Academia and citizens) with reliable data to facilitate the design of public policies and business strategies for tourism as well as the evaluation of their efficiency.

The development of a TSA framework has been fuelled by the recognition that its implementation will serve to:

- Increase and improve knowledge of tourism's importance in relation to overall economic activity in a given country;
- Provide a coherent and credible set of tourism accounts that can also be compared internationally across countries;
- Develop quantitative estimates of tourism value-added and, thus, analyse the importance of tourism in the economy;
- Provide an instrument for designing more efficient policies on tourism and its employment aspects;
- Track realization of results in the Tourism Development Programme of the National Development Plans;
- Identify employment generation in tourism industries and the role tourism plays in job creation for different types of workers;
- Create awareness among players directly and indirectly involved in tourism of the economic importance of this activity; and
- Extend the role of tourism in all industries involved in producing the goods and services demanded by visitors.

direct economic contribution of tourism to Uganda's economy. Specific objectives of the TSA development were:

- To estimate tourism demand
- To estimate tourism supply
- To assess the value added by tourism activities in the economy
- To establish the level of employment generated by tourism activities
- To measure gross fixed capital formation in the sector, and
- To measure collective consumption on tourism by the local, regional and national governments

1.2.2 Background on the Tourism Satellite Account (TSA)

TSAs are used for tourism planning and broader development planning; they provide the framework from which a country can determine the activities that are most dependent on tourism as well as activities that visitors consume or usually spend on. Understanding these relationships can allow for stronger linkages within the domestic and regional economies and improve the positioning of the tourism industry to contribute more significantly to national and regional development.

In this publication, the Uganda Tourism Satellite Accounts (TSAs) for reference year 2019 are constructed in line with the Tourism Satellite Account Recommended Methodological Framework (TSA: RMF 2008) of the United Nations World Tourism Organization (UNWTO). The main feature of this methodology is that it analyses tourism and its relationship with the rest of the sectors of the economy within the central framework of national accounting, the System of National Accounts (SNA2008). In this way, tourism's contribution to

national accounts aggregates can be estimated and compared with other industries.

Against this backdrop, the TSA Accounts provide an internationally recognized and standardized method of assessing the scale of tourism-related production and its links across different sectors. The Accounts provide a comprehensive database that identifies the role of tourism in the economy. A clearer picture of tourism's performance within the economy and the benefits the industry offers can be evaluated. Such information is necessary for efficient and effective policy decisions that can guide future development of the industry.

The "tourism industry" is identified from the demand side by measuring the demand for various commodities (IRTS 2008). This makes it possible to form a link to the supply side of the industry through identification of tourism commodities. The industries which are characteristic of or connected to tourism are then identified through their relative dependence on tourism generated demand.

Tourism Satellite Accounts (TSA) help in understanding the socio-economic dimensions of tourism in terms of demand (international and domestic arrivals, characteristics of visits, and consumption of goods and services) and supply (characteristics of local industries involved in the tourism sector and details of their production and use of labour and capital). A Tourism Satellite Account analyses in detail all the aspects of demand for goods and services associated with tourism activities and how this demand is met by other economic activities. From the supply side, tourism constitutes the productive activities that cater mainly for visitors. Goods and services produced locally for tourists (tourism output) and imports of tourism products make up the total supply of tourism products. Tourism on the demand side refers to the activities of visitors, and their role in the acquisition of goods and services by focusing on visitor expenditure by category of visitors, namely outbound, inbound

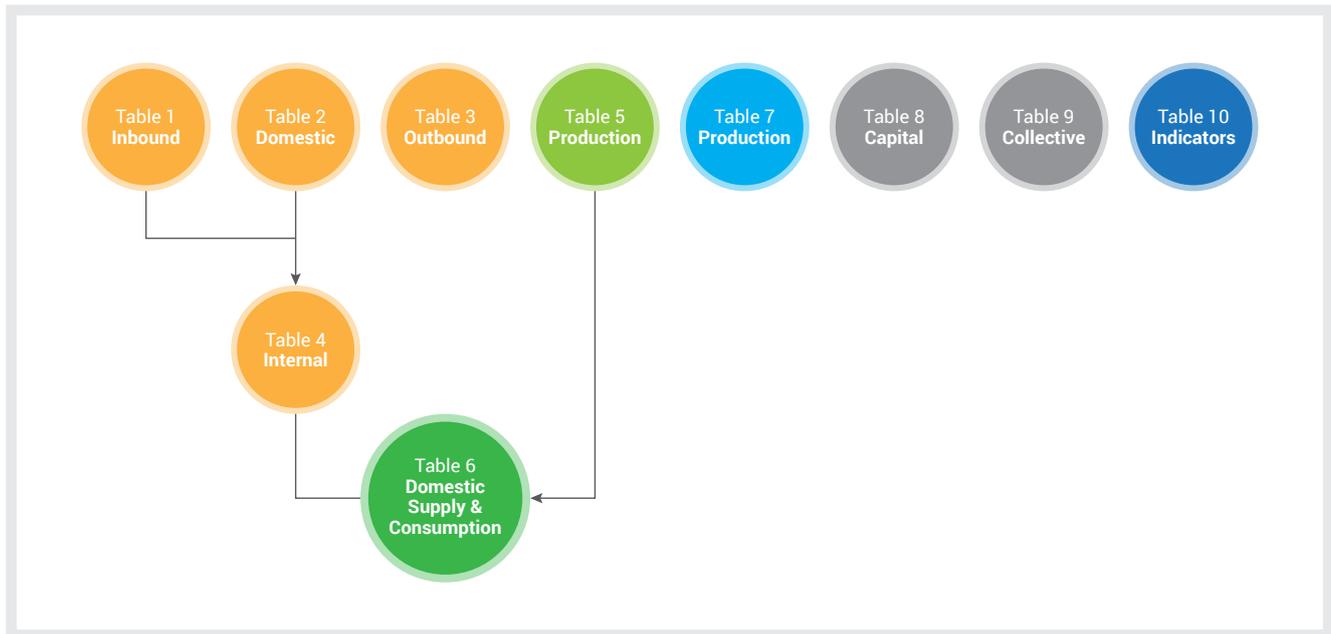
and domestic. The TSA also allows for comparisons between tourism and other industries within a given country, comparisons between countries and/or groups of countries.

1.2.2.1 The 10 TSA Tables

The Uganda National World Tourism organization (UNWTO) TSA Recommended Methodological Framework (RMF 2008) constitutes the development of the ten tables while showing the inter-linkages among the economic variables in the TSA system. The tables are designed to show the interaction of the TSA variables and their relationship with those of the national accounts. The ten TSA tables are organized in such a way as to present:

- (i) Data on tourism consumption expenditure, in cash, associated with the different forms of tourism (Tables 1 to 3)
- (ii) Non-cash transactions occurring within the domestic economy are added to generate internal tourism-consumption aggregates (Table 4)
- (iii) These in turn can be compared to supply in the domestic economy so as to provide the framework for the development of analyses based on an input-output structure (Tables 5 and 6)
- (iv) Tables 7-9 present employment and other variables such as gross fixed capital formation and tourism collective consumption
- (v) Table 10 presents some important non-monetary indicators associated with tourism

Figure 1. 1: the TSA tables and their Linkages



Thus TSA provides:

- (i) Macroeconomic aggregates that describe the size and the economic contribution of different forms of tourism
 - (ii) Data on tourism consumption, and how the demand is met by domestic supply and imports
 - (iii) Detailed production accounts of the tourism industries including linkages with other productive economic activities and
 - (iv) Basis for applying the tourism multiplier and other models so as to measure the secondary and tertiary impacts of tourism expenditure on the whole economy.
- (ii) The TSA simultaneously provides information on who is supplying these goods and how the demand is being met. It is possible to establish the economic importance of tourism for each category of products that are consumed and also for each activity that results in production of goods and services for the visitors.
 - (iii) The TSA measures employment generated by tourism activities as well as the investment in capital goods associated with tourism
 - (iv) The TSA can be used to gather market intelligence to inform marketing strategies. This is possible as, within a TSA framework, one can disaggregate consumption of different markets and segments and assess the effectiveness of the marketing expenditures.

1.2.2.2 Practical Uses of the TSA

- (i) TSA accounts analyse tourism from the demand side. Visitor consumption during a trip is disaggregated by categories of products such as transportation, accommodation, food and beverage serving services. It is also possible to depict this information by categorizing the flows of visitors at the borders and estimating their related expenditure. A robust system of tourism statistics (STS) is therefore a prerequisite for developing a TSA.

The TSAs have several other general uses such as assessing the impact of investments in the sector, the role of tourism in economic growth and development. The Accounts provide economic arguments for government support and investment in the tourism sector. This helps in justifying resource allocations by linking budgets to strategies, plans and outcomes.

Detailed data on visitor consumption and how this consumption is met by domestic supply and imports is important for planning purposes and policy formulation. The information provided can be used for the assessment of economic impact of tourism at all levels, and also for conducting market-oriented tourism analysis. The spending figures for different market segments make it easier to calculate the impact of these segments elsewhere in the economy.

By basing plans on figures that were developed in a coherent framework, marketers and strategists can concentrate on those market segments that bring the most benefit to the economy.

Generally, TSAs can be used to measure tourism yield, profitability, productivity, natural resource utilization (carbon footprints etc), sustainable development, poverty reduction efforts, employment creation and entrepreneurship formation.

Since the Accounts distinguish the numbers and expenditure of different tourist markets by origin, the yield contribution measures can be developed per tourist and by origin market. Shifts in tourism demand can be monitored by identifying evolving preferences as well as the distribution of these preferences across types of tourists, their characteristics, and locations. Performance indicators such as measures of productivity and profitability for the tourism industry as a whole can be developed based on such information. Means for measuring growth in tourism can be established since the Accounts inter-relate statistics by describing all significant aspects of tourism. Such measures can be used to explore the performance of individual tourism sectors or of the entire industry relative to that of other industries, domestically and internationally.

In addition, TSAs can contribute to the understanding of carbon footprints associated with the tourism industry. The advantage of using the TSA to estimate the carbon footprint is that it ensures the measure is comprehensive since it incorporates emissions

from all industries on the supply-side of tourism. The Accounts can provide the basis for assessing the role of tourism in sustainable development. The information produced from the TSA can enable tourism development in the country to take place in a sustainable manner. Tourism development is fundamentally driven by business. The concept of sustainability has an economic dimension alongside its socio-cultural and environmental dimensions. Economic efficiency results in less use of resources with potentially less adverse social and environmental impacts from their use.

The role of tourism in socio-economic development and poverty reduction can be enhanced. by applying a number of economic tools such as the TSA, the government is able to obtain a large array of economic information on tourism, which can be used to make informed decisions. Based on this information, policy-makers can determine not just whether jobs and wealth are created, but also how the benefits are distributed, what costs result from the development process, and whether the benefits of tourism outweigh economic, social and cultural costs.

TSA provides the government, the private sector and other stakeholders with information on employment in the tourism industries. This information can assist in measuring the number of jobs created, the gender of the employed person and the status of employment. Government can use this information to monitor and assess the impact of training in promoting skills-development and employment in the industry.

The information on tourism industries forms a vital part of SMEs development strategy. Such information in the TSA tables can help in determining the value each aspect of tourism SMEs contributes to tourism production. SMEs have the potential to create entry points for entrepreneurs setting up small businesses that may create employment opportunities.

Data provided by the Tourism Satellite Accounts can thus be used in measuring the effects of policies on socio-economic developments in the tourism sector. Policies such as trade liberalization and exchange rates variations (change in visitor spending patterns) can be analysed quantitatively. Comprehensive analysis of changes in leisure and travel behaviour can also be undertaken. As a consequence, TSAs provide vital information required for policy-formulation, decision-making and strategic planning. The government can address some of the fundamental barriers to tourism growth by expanding and modernizing infrastructure, applying taxes effectively and investing in human resource development. The Government's budget can also be prioritized so as to focus on aspects of tourism with the greatest potential.

However, TSA measures only the direct contribution of the tourism sector to the economy of a country. It is used for determining the economic value-added by the tourism sector as opposed to its total economic impact. In other words, the TSA does not by itself measure tourism economic impacts but it provides the statistical basis for that analysis. It thus provides the information that is required for the measurement of the economic impacts of tourism in an economy. The total impact (including indirect and induced effects) can best be measured and analysed using other means such as:

- (i) The Multiplier,
- (ii) Input-Output Analysis or
- (iii) Computable General Equilibrium (CGE) models

These approaches are based on the TSA, allowing for a comprehensive tourism impact analysis (TSA: RMF 2008, Annex 6).

1.3 System of National Accounts (SNA)

The System of National Accounts (SNA) is the internationally agreed standard set of recommendations on how to compile measures of economic activity. The SNA describes a coherent, consistent and integrated set of macroeconomic accounts in the context of a set of internationally agreed concepts, definitions, classifications and accounting rules.

In addition, the SNA provides an overview of economic processes, recording how production is distributed among consumers, businesses, government and foreign nations. It shows how income originating in production, modified by taxes and transfers, flows to these groups and how they allocate these flows to consumption, saving and investment. Consequently, the national accounts are one of the building blocks of macroeconomic statistics forming a basis for economic analysis and policy formulation.

The SNA is intended for use by all countries, having been designed to accommodate the needs of countries at different stages of economic development. It also provides an overarching framework for standards in other domains of economic statistics, facilitating the integration of these statistical systems to achieve consistency with the national accounts.

1.3.1 Measuring GDP

UBOS is responsible for compiling estimates of the Gross Domestic Product (GDP), its components and related aggregates. Three main approaches to measuring GDP are the output (or production) approach, the income approach and the expenditure approach.

The first two of these approaches are closely linked since they both aim at measuring the Gross Value Added (GVA) in terms of business profit and loss account either from the top down (output) or the bottom up (income). Both approaches obtain GDP at

market prices. With the output approach, the value of total output is measured and the cost of inputs (intermediate consumption) is subtracted to obtain the GVA. With the income approach, which is only possible at current prices, GVA is basically obtained by adding the compensation of employees to the gross operating surpluses of producers. However, the income approach is not really feasible in a country where most enterprises are informal since sufficient reliable direct information is unavailable on their total operating surpluses.

The expenditure approach aims at measuring GDP (at market prices) by aggregating final consumption expenditures (by households, NGOs and government), capital formation, and exports less imports of goods and (non-factor) services.

1.4 Supply and Use Tables (SUTs)

A key framework in national economic accounting is the Supply and Use Table (SUT). A complete Supply and Use Table is the nucleus of the TSA. SUT presents a comprehensive picture of the structure of the economy of a country for a given year in terms of the supply and use of (demand for) all goods and services (products). It has two main purposes:

- (i) It is fundamental for establishing the level of GDP
- (ii) It plays a key role in economic analysis in which the effects of policy changes and external shocks can be predicted.

Thus the SUT framework incorporates all three approaches to measuring GDP:

- (i) Production approach (A)
- (ii) Expenditure approach (B) and
- (iii) Income approach (E)

Balancing SUTs provide a framework both for estimating data that are otherwise not available (filling the gaps) and for ensuring consistency between the different sources by eliminating discrepancies.

1.5 System of Tourism Statistics (STS)

Before a TSA can be constructed, there must be an adequate system of tourism statistics. This is a prerequisite for the preparation of the TSA tables. In most countries, there are challenges in the collection, compilation and publication of tourism statistics. Challenges relate to the availability, quantity and quality of data from existing sources. Statistics from existing data sources possess varying degrees of accuracy and levels of detail. In some cases, the underlying concepts and definitions in the data do not correspond to the intended uses of the TSA. As a result, manipulations and adjustments are required before they can be incorporated into the TSA.

1.6 Tourism Statistics

Statistics in this section categorize indicators used to measure tourism's contribution to economic growth and development. Various categories of tourism are considered in TSA construction, namely, inbound, domestic and outbound tourism.

1.6.1 Classifications

The classifications adopted in this study are the United Nations international classifications, namely the Central Product Classification (CPC Ver.2) for the identification of tourism products and the International Standard Industrial Classification of all Economic Activities (ISIC Rev 4) for tourism activities.

1.6.2 Sources of Data

Data used are from the following sources:

- (i) UBOS Statistical Abstract 2020
- (ii) Annual Tourism development Programme Performance Report FY 2019/20
- (iii) The 2019/20 Uganda National Household Survey
- (iv) The Uganda Manpower Survey, FY2016/17
- (v) The 2019 Tourism Expenditure and Motivation Survey

- (vi) The 2016/17 Uganda Supply and Use Table (SUT)
- (vii) Quarterly Accommodation Statistics Surveys, 2019

1.7 Processes of Developing the Uganda Tourism Satellite Account

This Uganda Tourism Satellite Account (UTSA) was developed through a series of comprehensive and consultative activities with key stakeholders at national level. The first phase focused on development of the Terms of Reference (ToRs) and assignment of roles including constituting the TSA Technical committee. Members of the Uganda TSA Technical committee were assigned to author different sections of the report for which they could research and deliver the required data for constructing the TSA tables. Following this, a 5-day TSA development workshop was organised in September 2022 in order to compile the TSA in line with the requisite format of the 10 tables.

This workshop brought together stakeholders from the MTWA, UTB, UBOS, UIA, BOU and our partners from UNECA. The output of this workshop was a draft TSA with all the tables filled. Subsequently, another 5-day workshop was held in October 2022 to carry out quality assurance and validation of the data and processes of compiling the TSA report.

In addition to stakeholders from the first workshop, this also featured participation from the private sector, Makerere University. National Planning Authority (NPA) and quality assurance officers from UBOS. The output of this workshop was a completed final TSA report, as well as the documentation of the compilation procedures and methods of data collection for the TSA tables' data.





TOURISM
SATELLITE
**ACCOUNT
TABLES**

A giraffe is shown in profile on the right side of the page, looking towards the left. The background is a blurred savanna landscape with scattered trees and a hazy sky. A dark blue text box is positioned on the left side of the page, containing the title and a paragraph of text. A white crosshair graphic is centered on the page, with a horizontal line extending from the left and a vertical line extending from the bottom.

TOURISM DEMAND

Tourism Demand comprises 4 TSA tables, these present demand-side data on expenditure by visitors (before and during their trips) and tourism consumption. Tourism expenditure is divided into inbound (TSA Table 1), domestic (TSA Table 2) and outbound (TSA Table 3). TSA Table 4 focuses mainly on internal tourism consumption, summarizing inbound and domestic tourism expenditure, but also covering other components of consumption.



INBOUND
TOURISM
DEMAND

2.0

TSA TABLE 1: INTERNATIONAL INBOUND TOURISM

2.1 Introduction

Inbound tourism comprises of the activities of a non-resident visitor within the country of reference, in this case Uganda. The activities exclude being employed by an entity/organization in the country visited (IRTS, 2008).

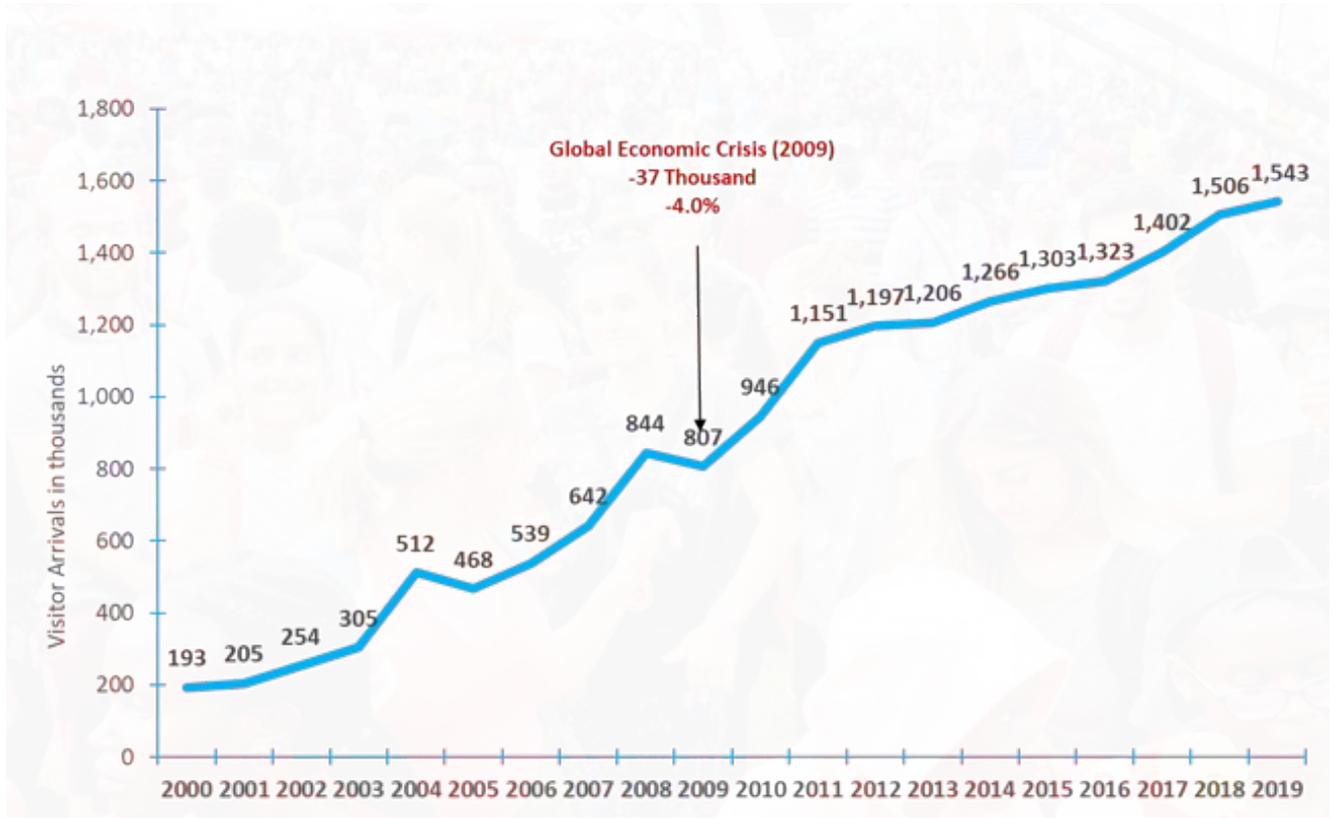
This section presents arrivals of overnight and same day visitors, Length of Stay and Expenditures of inbound visitors within the country in 2019.

Total number of Inbound Visitors is an aggregate of the Excursionists (Same Day Visitors) and the Tourists (Overnight Visitors).

2.2 Visitor Arrivals, 2000 - 2019

A total of 1,542,620 inbound visitors were recorded in the year 2019 compared to 1,505,669 in 2018 registering a 2.4 percent increase over the two-year period. Out of these, 73,744 were Excursionists (non-resident visitors arriving and leaving Uganda the same day) while 1,468,876 were Tourists (Overnight Visitors). Figure 2. 1 below shows 20 years of steady growth in visitor numbers from the year 2000 to 2019.

Figure 2. 1: Visitor Arrivals, 2001 - 2019



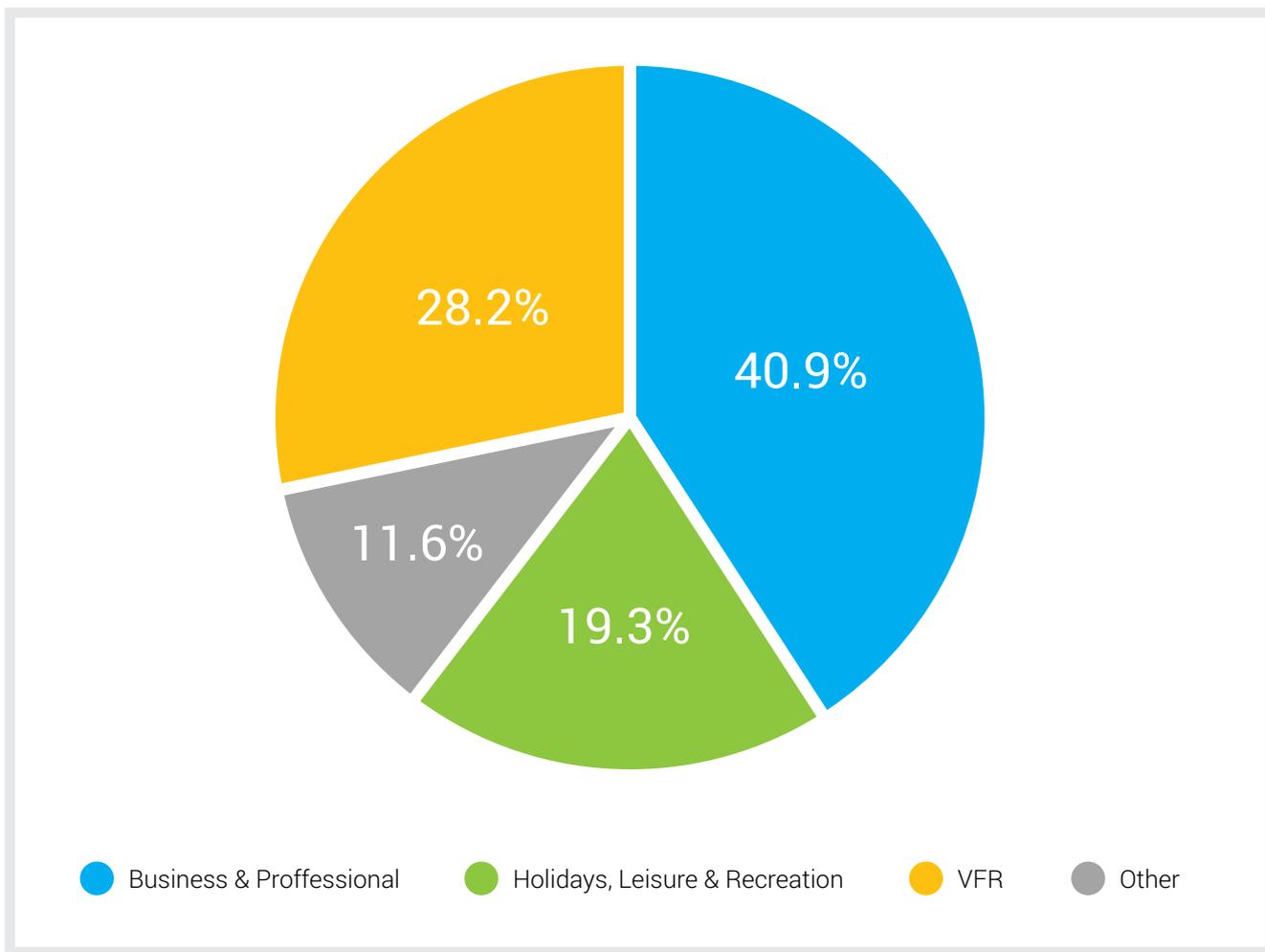
Source: Uganda Bureau of Statistics Statistical Abstract, 2020

2.3 Purpose of visit

To complement Visitor Arrivals Numbers, the Tourism Expenditure and Motivation Survey (TEMS) was conducted in 2019 to measure the spending generated by the visitors to Uganda; create a profile of Visitors and understand visitor motivations and satisfactions.

Figure 2.2 indicates that in 2019, the majority of visitors came for Business and Professional purposes accounting for 40.9 percent. This was followed by those that came to visit their friends and relatives and those that came for leisure, recreation and Holiday at 28.2 percent and 19.3 percent respectively.

Figure 2. 2: Purpose of Visit to Uganda, 2019



Source: Uganda Bureau of Statistics and the Tourism Expenditure and Motivation Survey

2.3.1 Purpose of visit by country of residence

Table 2.1 displays the inbound visitors by country of residence. The top Seven (7) source markets in 2019 were Kenya (26.4 percent), DRC (11.2 percent), Rwanda (10.1 percent), Tanzania (7.3 percent), United States of America (7.1 percent), United Kingdom (4%) and Germany (3.5 percent). It can also be observed that whereas the top four African countries represented high shares of the total inbound visitors, they constituted low shares of Leisure and Holiday Visitors.

The top Leisure and Holiday Visitors in 2019 were from United States of America (13.4 percent), United Kingdom (10.3 percent), Kenya (9.7 percent), Germany (9.3 percent) and Australia (7.3 percent).

Table 2.1: Purpose of visit (2019)

Country of Usual Residence	Business & Professional (1)	Leisure & Holiday	FR	Others (2)	Total
Africa	78.5	23.0	79.3	75.6	67.7
Kenya	28.6	9.7	28.3	41.8	26.4
DR. Congo	17.2	2.0	8.6	11.2	11.2
Rwanda	7.0	2.0	20.8	8.7	10.1
Tanzania	9.8	2.7	7.5	6.0	7.3
Burundi	4.3	0.9	4.0	4.1	3.5
South Sudan	3.3	1.0	4.2	1.7	2.9
South Africa	2.9	2.7	1.2	0.6	2.1
Ethiopia	0.8	0.2	1.3		0.7
Other Africa	4.8	1.9	3.5	1.5	3.5
America	6.5	19.8	6.9	11.2	9.8
United States	5.1	13.4	4.9	8.5	7.1
Canada	0.4	3.2	1.3	0.4	1.2
Other America	1.1	3.2	0.8	2.3	1.5
Asia	2.5	3.2	0.9	1.0	2.0
India	0.9	0.9	0.3	0.6	0.7
China	0.6	0.6	0.1		0.4
Japan	0.2	0.6	0.2	0.2	0.3
Bangladesh	0.1	0.5	0.1		0.2
Other Asia	0.7	0.6	0.3	0.2	0.5

2.0 TSA TABLE 1: INTERNATIONAL INBOUND TOURISM

Country of Usual Residence	Business & Professional (1)	Leisure & Holiday	FR	Others (2)	Total
Europe	10.6	40.6	10.2	9.1	16.1
United Kingdom	2.2	10.3	2.8	2.5	4.0
Germany	1.9	9.3	2.9	1.4	3.5
Netherlands/ Holland	1.3	4.1	0.9	0.6	1.6
France	1.4	2.1	0.4	0.2	1.1
Belgium	0.4	2.2		0.4	0.6
Italy	0.3	2.0	0.3	0.4	0.6
Sweden	1.1	0.1	0.5	0.2	0.6
Denmark	0.4	1.1	0.5	0.2	0.5
Norway	0.2	1.1	0.5		0.5
Switzerland	0.2	1.5		0.4	0.4
Spain		1.6	0.3	0.4	0.4
Austria	0.2	0.9	0.4	0.4	0.4
Other Europe	1.1	4.3	0.8	0.9	1.7
Middle East	0.9	4.7	1.7	1.4	1.9
Israel	0.5	2.7	0.3	0.8	0.9
UAE/Dubai	0.2	0.5	0.8		0.4
Iran		1.2	0.1		0.3
Other Middle East	0.2	0.2	0.5	0.6	0.4
Oceania	0.9	8.7	0.8	1.7	2.5
Australia	0.7	7.3	0.6	1.2	2.0
New Zealand	0.1	0.9	0.2		0.3
Other Oceania	0.1	0.5	0.1	0.4	0.2
Total	100.0	100.0	100.0	100.0	100.0

2.4 Visitor Length of Stay

Inbound Tourists' average length of stay in 2019 was 8.3 nights in Uganda (Table 2.2). Leisure visitors stayed longer than all visitor types. Nights spent by visitors varied depending on purpose of visit and region of residence. Leisure & Holiday visitors, on average spent 7.6 nights, Business visitors stayed for on average 3 nights and VFR visitors stayed for almost a week (6.4 nights).

Table 2. 2: Purpose of visit by country of residence (2019)

Tourist Type	Average	Median	31 Days (Average)	15 Days (Average)
Business	3.0	2.0	3.0	3.0
Leisure & Holiday	7.6	6.0	7.6	6.7
Others	21.3	7.0	8.6	5.2
Visiting Friends and Relatives (VFR)	6.4	5.0	6.4	5.3
Overall	8.3	4.0	5.8	4.7

Source: Uganda Bureau of Statistics and the Tourism Expenditure and Motivation Survey, 2019

Table 2.3 on the other hand shows average length of stay by region. Visitors from Europe stayed longest averaging 9.7 nights in 2019 followed by South Americans (9 nights) and visitors from Oceania (8.5 nights). Visitors from Asia had the shortest stay in Uganda at 7.4 nights

Table 2. 3: Tourists 'average length of stay by nights by Region (weighted), 2019

Continent of Residence	Average Number of Nights			
	Average	Median	31 Days (Average)	15 Days (Average)
Africa	8.1	3.0	4.7	3.8
Asia	7.4	6.0	7.1	5.6
Europe	9.7	8.0	8.8	7.0
North America	8.3	6.0	7.7	6.5
Oceania	8.5	7.0	7.6	6.6
South America	9.0	4.2	6.4	4.8
Overall	8.3	4.0	5.8	4.7

Source: The Tourism Expenditure and Motivation Survey, 2019

2.5 Visitor Expenditure

Visitor Expenditure in Uganda for 2019 was classified into same day (excursionist) visitor expenditure and Tourist (Overnight visitor) Expenditure. 73,744 same day visitors spent UGX 5.637 billion during the year 2019 while the 1,468,876 overnight visitors (Tourists) spent UGX. UGX 4,574.8 billion during the year 2019 (Table 2.4). Therefore, a total of UGX 4,580.4 billion was spent by inbound visitors during the year 2019 (TSA Table 1).

Table 2. 4: Tourists 'average length of stay by nights and Total Spend in Billions (weighted), 2019

Tourist type	Tourists (Overnight Visitors) 2019	Total Nights (Millions)	Spend Per Night (USHS)	TOTAL SPEND (Billion USHS) 2019	%
Business & Professional	569,018	2.0	451,949	1,958.9	42.8
Leisure & Holiday	296,621	2.6	622,357	1,326.9	29.0
Other	171,533	4.3	363,041	461.6	10.1
VFR	431,704	3.2	255,611	827.4	18.1
Total	1,468,876	12.2	411,200	4,574.8	100%

Source: The Tourism Expenditure and Motivation Survey Report, 2019 and Estimates of the Uganda TSA Committee.

Table 2.4 shows Expenditures of Tourists (Overnight Visitors) during the year 2019. Over 290,000 Leisure & Holiday visitors spent UGX 1,326.9 billion during the year 2019 accounting for 29 percent of the total tourist expenditure. Those on Business and professional spent a total of UGX 1,958.9 billion (42.8 percent) while those visiting friends and relatives spent a total of UGX 827.4 billion in the year 2019.

2.5.6 Breakdown of visitor expenditure

The Inbound visitor expenditure was proportionally to spending intensity when broken down into several categories of items. Table 2. 5 shows that more than a third (39 percent) of inbound Tourism Expenditure was on Accommodation Services. This was followed by Food and Beverages (23.7 percent) and Road Passenger Transport (11.6 percent) respectively.

Table 2. 5: Proportion of tourism expenditure by consumption item and category of visitors, 2019

Category of Spending in Uganda	Tourists (Overnight Visitors)	Same Day Visitors (Excursionists)	Total Visitor Expenditure
Accommodation	39.1	X	39.0
Food and Beverages	23.7	37.4	23.7
Air Passenger Transport	1.0	1.5	1.0
Road Passenger Transport	11.6	18.7	11.6
Water passenger Transport	0.3	0.5	0.3
Travel agencies and other reservation services	3.4	7.9	3.4
Cultural Services	5.9	10.0	5.9
Sports and recreational services	2.7	4.4	2.7
Retail Trade	0.4	0.6	0.4
Others	12.0	19.0	12.1
Total	100	100	100

Source: The Tourism Expenditure and Motivation Survey Report, 2019 and UBOS (Arrival and Departure Statistics and the estimates of the TSA Technical Committee)



2.6 Inbound Tourism Demand

Tourism Satellite Account (TSA) Table 1 deals with Tourism expenditure related to inbound Tourism. The inbound tourism expenditure are classified by products, classes of visitors and types of trips. It is also an input into the TSA table 4 that combines internal tourism expenditure, made up of inbound tourism expenditure from TSA table 1 and domestic tourism expenditure from TSA Table 2.

Table 2.6 (TSA Table 1) presents tourism expenditure by inbound international visitors. It breaks down the Expenditures of international Inbound Visitors covering both the Tourists (Overnight Visitors) and

Same-day Visitor Expenditures. TSA Table 1 shows that all international Inbound visitors spent a total of UGX 4,580.4 billion during the year 2019. Out of this, UGX 4,574.8 billion was spent by Tourists (overnight visitors) while only 5.637 billion was spent by same day visitors (Excursionists).

The Largest expenditures for inbound visitors (about UGX 1,786.7 billion) was on Accommodation services during the year 2019. Food and Drinks came second at UGX 1,084.2 billion as shown in Table 2.6. The least expenditure was on water passenger transport (UGX 14.5 Billion).

Table 2. 6: TSA Table 1 - Inbound tourism expenditure by products and classes of visitors, 2019 (Billion)

#	Products	Inbound Tourism Expenditure		
		Tourists (overnight visitors) Billion UGX	Excursionists (same-day visitors) Billion UGX	Visitors Billion UGX
		1.1	1.2	(1.3) = (1.1) + (1.2)
A.	Consumption products (*)	4,574.8	5.6	4,580.4
A.1.	Tourism characteristic products	4,006.4	4.5	4,010.9
1.	Accommodation services for visitors	1,786.7	X	1,786.7
1.a.	Accommodation services for visitors other than 1.b	1,786.7	X	1,786.7
1.b.	Accommodation services associated with all types of vacation home ownership	-	X	
2.	Food- and beverage-serving services	1,082.1	2.1	1,084.2
3.	Railway passenger transport services	-	-	-
4.	Road passenger transport services	573.3	1.1	574.5
5.	Water passenger transport services	14.5	0.0	14.5
6.	Air passenger transport services	-	-	-
7.	Transport equipment rental services	-	-	-
8..	Travel agencies and other reservation services	157.5	0.4	157.9
9	Cultural services	268.9	0.6	269.4
10.	Sports and recreational services	123.4	0.2	123.6
11.	Country-specific tourism characteristic services	-	-	-
12.	Country-specific tourism characteristic services	-	-	-
A.2.	Other consumption products (a)	568.4	1.1	569.5
	Retail Trade	17.2	0.034	17.2
	Others	551.2	1.1	552.3
B.1.	Valuables	-	-	-
	Overall	4,574.8	5.6	4,580.4

Source: The Tourism Expenditure and Motivation Survey Report, 2019 and UBOS (Arrival and Departure Statistics and the estimates of the TSA Technical Committee)





DOMESTIC
TOURISM
DEMAND

3.0

TSA TABLE 2: DOMESTIC TOURISM

3.1 Introduction

Domestic tourism comprises the activities of a resident visitor within the country of reference either as part of a domestic trip or part of an outbound trip (IRTS 2008). TSA table 2 focuses on domestic tourism expenditure by products, classes of visitors and types of trips. It is also an input into TSA table 4 that combines internal tourism expenditure, made up of inbound tourism expenditure from TSA table 1 and domestic tourism expenditure from TSA table 2.

The Uganda National Household Survey (UNHS) 2019/20 was used to compile the Data on Domestic Tourism. A domestic tourism module was included in the UNHS questionnaire which collected information on the following aspects:

- (i) Whether any household member made a domestic trip traveling to a place outside their usual environment in the past 3 months
- (ii) Whether any household member traveled alone or as a family group or other group
- (iii) Number of nights spent on the most recent trip
- (iv) Main purpose of trip
- (v) Whether household members traveled independently or used a booked package
- (vi) Expenditure on most recent trip broken down by expenditure item

Note: Aspects (ii) to (vi) refer to most recent trips only.

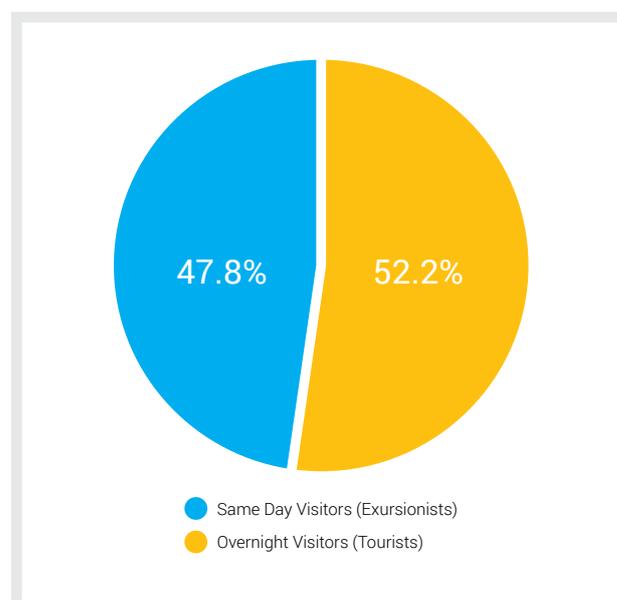
This section therefore, presents characteristics of the Domestic Visitors, number of trips undertaken, purpose of travel and Expenditures pertaining to the Domestic visitors in 2019.

3.3 Domestic Visitors and Trips, 2019

3.3.1 Domestic Visitors, 2019

A total of 2,420,927 domestic visitors were recorded to have visited a place outside their usual residence for any purpose other than being employed by an entity in the place visited in 2019 (UNHS 2019/20). Figure 3.1 shows that the majority of the domestic visitors were same day visitors (1,264,658 visitors) accounting for 52.2 percent of the total Domestic visitors in 2019 as indicated in the pie chart below. The number of Domestic Tourists (Overnight visitors) was 1,156,269 constituting 47.8 percent of total Domestic visitors.

Figure 3.1: Share of Domestic Tourists by Category



3.3.2 Domestic Trips, 2019

A total of 21,490,960 domestic trips were made by the 2,420,927 domestic visitors during the year 2019 (Table 3.1). Out these, 8.6 million trips were made by overnight visitors while 12.8 million trips were made by same day visitors.

Table 3.1: Number of Domestic Trips, 2019

Type of Visitor	Domestic Tourists	Total Trips (2019)	% Trips
Same Day Visitors (Excursionists)	1,264,658	12,882,828	60
Overnight Visitors (Tourists)	1,156,269	8,608,132	7.6
Domestic Visitors (2019)	2,420,927	21,490,960	100

Source: Uganda National Household Survey, 2019/20

3.4 Mode of Travel for Domestic Trips

Domestic Visitors mainly used Road as their main mode of Transport during the year 2019. Table 3.2 shows that a total of 2,397,260 domestic visitors used road transport (About 99 percent of the total domestic visitors). Some few domestic Visitors (1,636 visitors) used Railway and Air Transport during their travel especially those visiting friends and relatives and those on Spiritual, Religious visit/ pilgrimage.

Table 3.2: Domestic Visitor's Mode of Transport, 2019

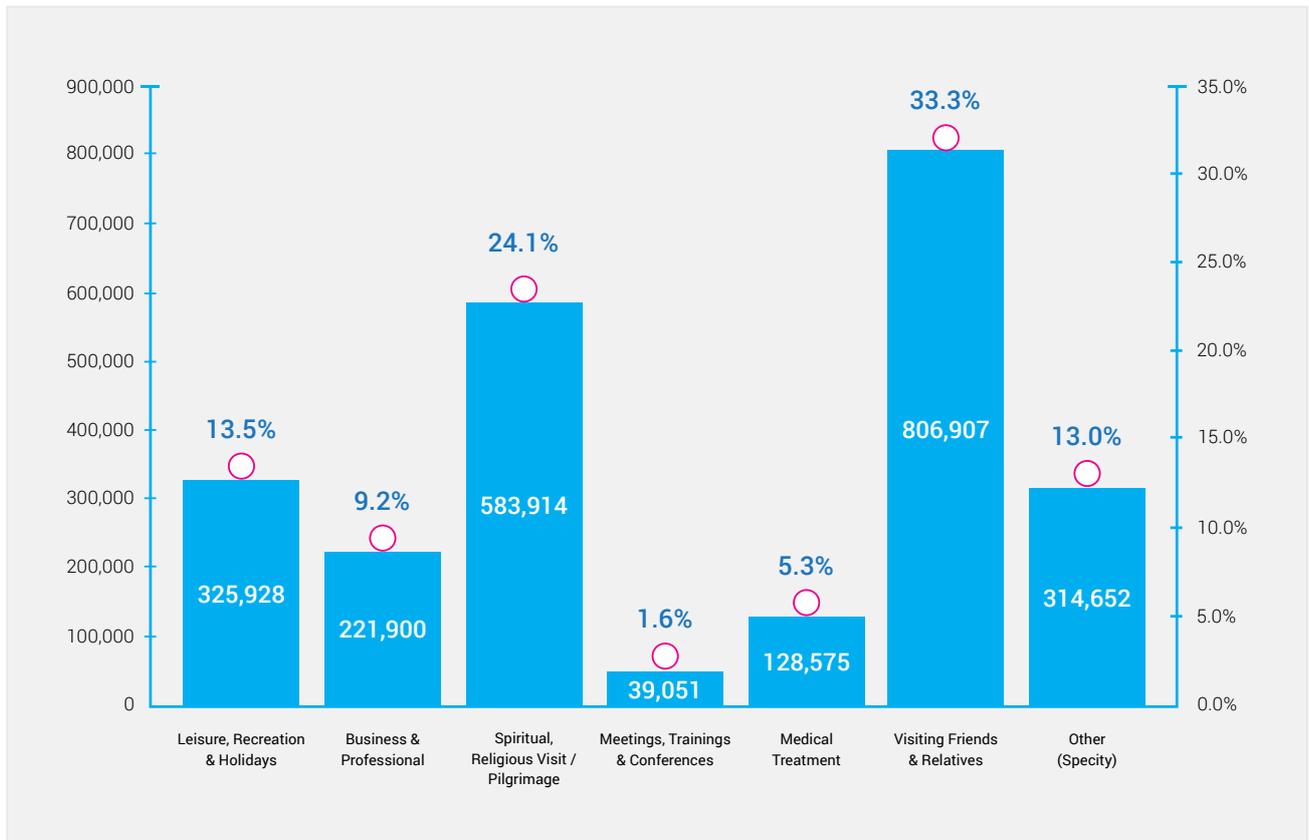
Main purpose of the visit	Mode of Transport				Total
	Road	Water	Air	Rail	
Leisure, recreation and holidays	321,043	4,885	-	-	325,928
Business and professional	221,456	444	-	-	221,900
Spiritual, Religious visit / pilgrimage	578,874	4,009	432	599	583,914
Meetings, trainings and Conferences	39,051	-	-	-	39,051
Medical Treatment	128,575	-	-	-	128,575
Visiting friends and relatives	797,597	8,705	-	605	806,907
Other	310,664	3,988	-	-	314,652
Total	2,397,260	22,031	432	1,204	2,420,927
% Mode of Travel	99.0	0.9	0.0	0.0	100

Source: Uganda National Household Survey, FY2019/20

3.5 Domestic Visitor's Purpose of Visit, 2019

During the Year 2019, the major purpose of visit for Domestic Visitors within Uganda was to Visit their Friends and Relatives (33.3 percent) and Spiritual and Religious related visits (24.1 percent). Figure 3.2 also shows that a significant number of domestic visitors traveled within Uganda for Leisure and Holiday accounting for 13.5 percent of total domestic visitors in 2019. Business Visitors constituted only 9.2 percent of total Domestic Tourists.

Figure 3.2: Purpose of Visit for Domestic Tourists



Source: Uganda National Household Survey, FY2019/20

Additionally, leisure and Holiday visitors, those that moved to attend a meeting, event or conference and those that traveled for business on average made 3 trips in 2019 while those that traveled to visit friends and relatives, Spiritual and related visits and those that moved for medical treatment on average made 2 trips during the year 2019.

3.6 Length of Stay by Nights and Number of Nights

The average length of stay for Domestic Tourists during the year 2019 was 5.1 nights (Table 3.3). The average length of stay for tourists on leisure/holiday was 3.6 nights while those visiting friends and relatives stayed for an average of 5.9 nights. Tourists on business travel stayed for the longest period of time of 9.4 nights whereas those visiting for Spiritual and Religious purposes stayed for the shortest period of time of 2.8 nights on average.

Table 3.3: Number of Nights spent by Domestic Visitors, 2019 and Mean Nights

Purpose of Visit	Domestic Visitors	Mean Nights	Total Nights (Millions)	% Nights
Leisure, recreation and holidays	325,928	3.6	1.05	4.5
Business and professional	221,900	9.4	3.74	15.9
Spiritual, Religious visit / pilgrimage	583,914	2.8	2.90	12.4
Meetings, trainings and Conferences	39,051	3.6	0.25	1.0
Medical Treatment	128,575	6.8	1.53	6.5
Visiting friends and relatives	806,907	5.9	12.01	51.2
Other	314,652	3.5	1.99	8.5
Total	2,420,927	5.1	23.47	100

Source: Uganda National Household Survey, 2019/20

Additionally, Domestic Visitors spent a total of 23.5 million nights on travels during the year 2019. Those visiting Friends and relatives stayed for the longest nights (12 million nights) during their travels in 2019 while Visitors on Business and Spiritual/religious trips stayed for 3.7 million nights and 2.9 million nights respectively. Visitors that were attending a meeting, event or conference stayed for the shortest number of nights (250,000 nights).

3.7 Domestic Visitor Expenditure (Weighted), 2019

Visitor Expenditure (the amount paid for the acquisition of consumption goods and services, as well as valuables, for own use or to give away, for and during tourism trips) is categorized into Same Day (Excursionist) Visitor Expenditure and Tourist (Overnight) Visitor Expenditure. It includes expenditures by visitors themselves, as well as expenses that are paid for or reimbursed by others

3.7.1 Domestic Visitor Expenditure

Table 3.4 shows that on average, Domestic Visitors spent UGX 40,239 per day. Those that traveled for business reasons and those that traveled to visit their friends and relatives had the highest expenditures at UGX 1,112.2 billion and UGX 797.5 billion in 2019 respectively. However, in terms of average daily Expenditures, Business Visitors and those that traveled to attend meetings or conferences spent twice as much as those that made Spiritual/religious trips and those that traveled to visit friends and relatives.

Table 3.4: Visitor Expenditure and Purpose of Visit by Domestic visitors, 2019

Purpose of Visit	Domestic Visitors	Spend Per Day (USHS)	Total Spend (Bn UShs)	%
Leisure, recreation and holidays	325,928	48,771	299.6	10.1
Business and professional	221,900	79,430	1,112.2	37.5
Spiritual, Religious visit / pilgrimage	583,914	33,388	391.9	13.2
Meetings, trainings and Conferences	39,051	72,262	71.0	2.4
Medical Treatment	128,575	43,401	137.6	4.6
Visiting friends and relatives	806,907	31,834	797.5	26.9
Other	314,652	32,761	156.0	5.3
Total	2,420,927	40,239	2,965.9	100

Source: Uganda National Household Survey, FY2019/20

3.7.2 Tourist/Overnight Visitor Expenditure

In 2019, Overnight visitors spent an average of UGX 51,304 with the highest total expenditure by those that travelled for business (40.3 percent). In 2019, Overnight visitors spent an average of UGX 51,304. The highest total expenditure (UGX 1,026.1 Billion) was from those who came for business accounting to 40.3 percent of the total overnight visitor expenditure. The least (UGX 59.5 Billion) was spent by those who traveled for a meetings, training or conference and accounted for only 2 percent of the total expenditure.

Table 3.5: Visitor Expenditure and Purpose of Visit by Overnight Domestic visitors, 2019

Purpose of Visit	Tourists (Overnight Visitors)	Spend Per Night (USHS)	Total Spend (Bn UShs)	%
Leisure, recreation and holidays	73,370	78,302	163.2	6.4
Business and professional	99,730	117,162	1,026.1	40.3
Spiritual, Religious visit / pilgrimage	260,569	46,694	324.1	12.7
Meetings, trainings and Conferences	17,150	106,951	59.5	2.3
Medical Treatment	56,672	43,525	106.7	4.2
Visiting friends and relatives	507,930	38,733	745.9	29.3
Other	140,847	40,829	123.7	4.9
Total	1,156,269	51,304	2,549.3	100

Source: Uganda National Household Survey, 2019/20



3.7.3 Same Day (Excursionist) Visitor Expenditure

Overall same day visitors spend an average of UGX 30,121 per day and had the highest expenditure made by Leisure and Holiday Visitors at 32.7 percent.

Table 3.6: Visitor Expenditure and Purpose of Visitor by Same Day visitors (Excursionists), 2019

Purpose of Visit	Same Day Visitors (Excursionists)	Spend Per Day (USHS)	Total Spend (Bn UShs)	%
Leisure, recreation and holidays	252,558	40,192	136.4	32.7
Business and professional	122,170	48,628	86.1	20.7
Spiritual, Religious visit / pilgrimage	323,346	22,665	67.7	16.3
Meetings, trainings and Conferences	21,901	45,097	11.5	2.8
Medical Treatment	71,902	43,304	30.9	7.4
Visiting friends and relatives	298,977	20,115	51.6	12.4
Other	173,805	26,224	32.3	7.7
Total	1,264,659	30,121	416.6	100

Source: Uganda National Household Survey, 2019/20

3.8 Breakdown of Visitor Expenditure

A total of UGX 2,965.9 billion was spent by domestic visitors in 2019 (Table 3.7). Over 1,837.1 billion representing about 61.9 percent of total domestic expenditure was spent on Road Passenger Transport. More than UGX 583.8 billion (19.7 percent of total expenditure) was spent on Food and Beverage while almost 223.8 billion was spent on Accommodation.

Table 3.7: Domestic Visitor expenditure by products, 2019 (In Billions)

Category of Spending in Uganda	Tourists (Overnight Visitors) 2019 Billion USHS	Same Day Visitors (Excursionists) Billion USHS	Total Visitor Expenditure Billion USHS
Accommodation	223.8	X	223.8
Food and Beverages	478.2	105.5	583.8
Air Passenger Transport	-	-	-
Road Passenger Transport	1,604.9	232.2	1,837.1
Water passenger Transport	-	-	-
Transport Equipment rental	31.0	11.5	42.5
Travel agencies and other reservation services	1.5	0.0	1.5
Cultural Services	29.5	10.6	40.2
Sports and recreational services	11.8	10.9	22.7
Others	168.6	45.8	214.4
Total	2,549.3	416.6	2,965.9

Source: Uganda National Household Survey, FY 2019/20

3.9 Domestic Tourism Demand

Table 3.8 (TSA Table 2) focuses on domestic tourism expenditure by products, classes of visitors, and types of trips. It is an input into TSA Table 4 (internal tourism expenditure) that combines inbound tourism expenditure from TSA Table 1 and domestic tourism expenditure from TSA Table 2. Domestic Visitors spent a total of UGX 2,965.9 billion in 2019, UGX 2,549.3 billion by Overnight Visitors and UGX 416.6 billion by same day visitors.

Table 3.8: TSA Table 2 - Domestic tourism expenditure by products, classes of visitors and types of trips, 2019 (Billion)

#	Products	Domestic Tourism Expenditure																		
		Domestic Trips (**)					Outbound Trips (**)													
		Tourists (overnight visitors)		Excursionists (same-day visitors)		Visitors	Tourists (overnight visitors)		Excursionists (same-day visitors)		Visitors									
		(2.1)	(2.2)	(2.3) = (2.1) + (2.2)	(2.4)	(2.5)	(2.6) = (2.4) + (2.5)	(2.7) = (2.1) + 2.4)	(2.8) = (2.2) + (2.5)	(2.9) = (2.3) + (2.6)										
A.	Consumption products (*)	2,549.3	416.6	2,965.9																
A.1.	Tourism characteristic products	2,380.7	370.8	2,751.5																
1.	Accommodation services for visitors	223.8	X	223.8					X											
1.a.	Accommodation services for visitors other than 1.b	223.8	X	223.8					X											
1.b.	Accommodation services associated with all types of vacation home ownership	-	X	-					X											
2.	Food- and beverage-serving services	478.2	105.5	583.8																
2.	Railway passenger transport services	-	-	-																
4.	Road passenger transport services	1,604.9	232.2	1,837.1																
5.	Water passenger transport services	-	-	-																
6.	Air passenger transport services	-	-	-																
7.	Transport equipment rental services	31.0	11.5	42.5																
8.	Travel agencies and other reservation services	1.5	0.0	1.5																
9.	Cultural services	29.5	10.6	40.2																
10.	Sports and recreational services	11.8	10.9	22.7																
11.	Country-specific tourism characteristic services	-	-	-																
12.	Country-specific tourism characteristic services	-	-	-																
A.2	Other consumption products (a)	168.6	45.8	214.4																
1.	Shopping	-	-	-																
2.	Other services	168.6	45.8	214.4																
B.1.	Valuables	-	-	-																
Total		2,549.3	416.6	2,965.9																

Source: Uganda National Household Survey, 2019 and Uganda TSA Technical Committee Estimates



OUTBOUND
TOURISM
DEMAND

4.0

TSA TABLE 3: OUTBOUND TOURISM

4.1 Introduction

Outbound tourism is defined as the tourism activity of a country's residents outside its economic territory. It includes all activities of residents of a given country traveling to and staying in places outside their country of residence and/or their usual environment for not more than twelve consecutive months.

In the definition of a round trip, an outbound trip involves travel from the time of departure from one's place of residence until they return to that same place, in which their main destination was out of the country. It is important to note therefore that; not all expenditure may happen outside the economic territory. Data on international outbound tourism was obtained and derived from Bank of Uganda Quarterly Outbound Survey, 2019. This section presents the characteristics of outbound visitors discussing the purpose of outbound trips, average length of stay and their expenditures.

4.2 Purpose of Visit for Outbound Visitors

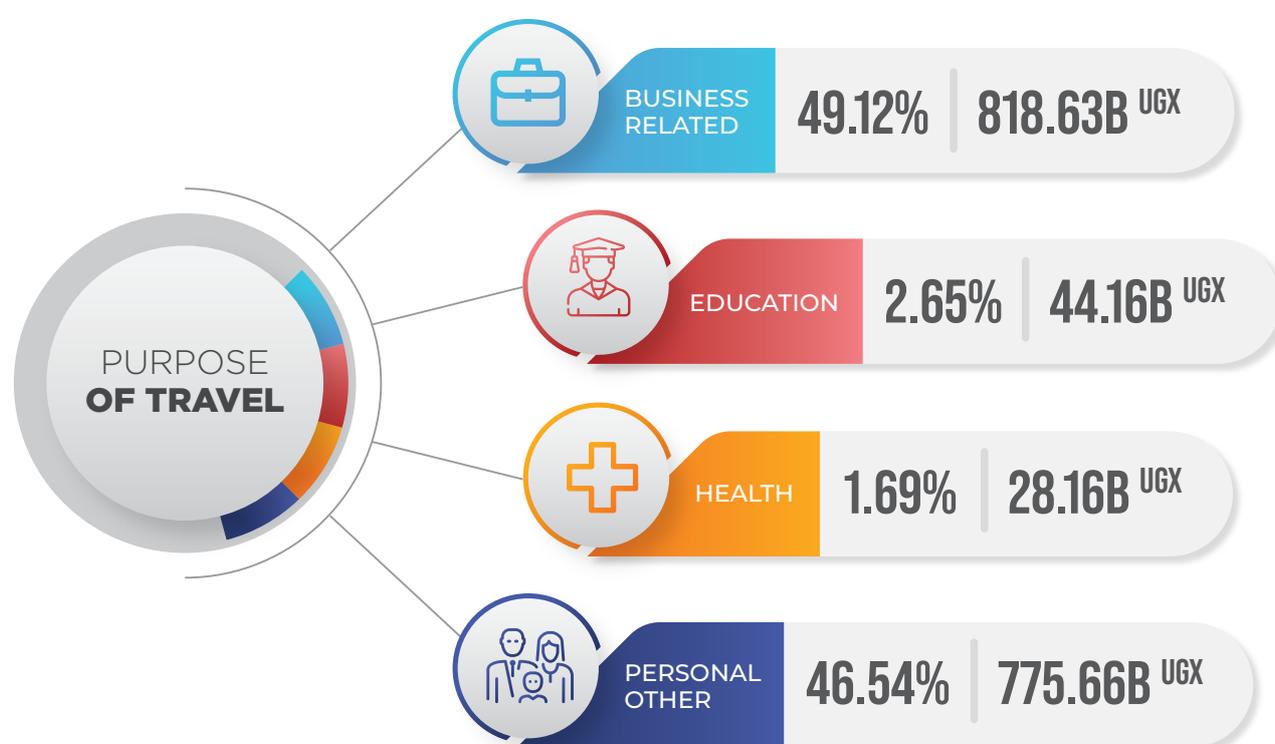
During the Year 2019, mirror statistics provided by the UNWTO estimated that 297,380 outbound tourists originated from Uganda. Majority of Outbound visitors from Uganda travelled for business related trips (49.1 percent). These were followed by those that travelled for other personal reasons (46.5 percent) such as Leisure and Holiday, Spiritual and Religious reasons and short-term consultancy work among others (Table 4.1).

A small share of outbound visitors traveled for Education and health related reasons at 2.6 percent and 1.7 percent respectively.

Table 4. 1: Breakdown of estimated outbound tourism expenditure by purpose of visit, 2019

Purpose of Travel	Percent (%)	UGX Value (Bns)
Business Related	49.12	818.53
Education	2.65	44.16
Health	1.69	28.16
Personal Other	46.54	775.66
Total	100.0	1,666.51

Source: BOU Outbound Survey, 2019



4.3 Outbound Visitor Nights

The average length of stay for Outbound visitors from Uganda during the year 2019 was 4.4 nights. Average length of stay varied depending on the purpose of visit. The average length of stay of outbound visitors on a Business trip was 2.2 nights while that for other Personal reasons which majorly involves leisure/holiday was 2.0 nights. Outbound visitors on Education related travel stayed the longest.

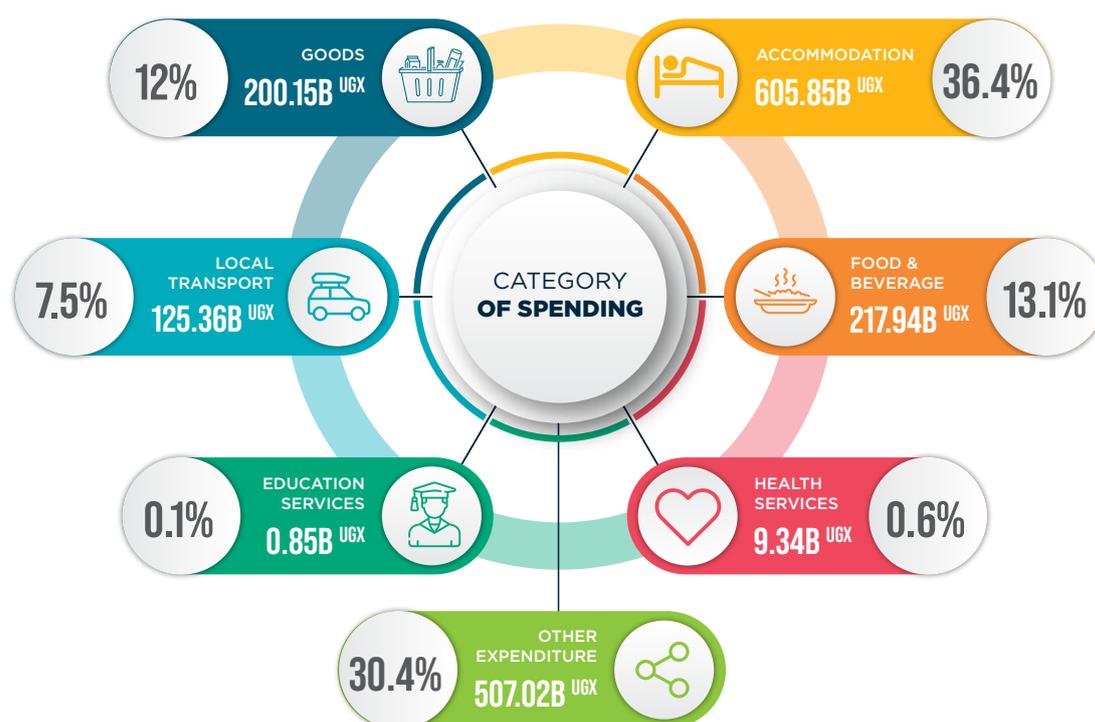
4.4 Breakdown of visitor expenditure

The tourist expenditure was proportionally broken down into several categories based on survey estimation (Table 4.2). The data shows that more than a third (36.4 percent) of the total outbound expenditure was spent on Accommodation. 13.1 percent was spent on Food and beverages while only 7.5 percent of the expenditure was spent on Local transport.

Table 4.2: Breakdown of estimated international outbound tourism expenditure, 2019

Category of Spending	Tourists (overnight visitors) Expenditure (Bn Shs)	%age Spend
Goods	200.15	12.0
Local transport	125.36	7.5
Accommodation	605.85	36.4
Food and beverage	217.94	13.1
Health Services	9.34	0.6
Education services	0.85	0.1
Other expenditure	507.02	30.4
Total expenditure	1,666.51	100

Source: BOU Outbound Survey, 2019



4.5 Outbound Tourism Demand

Table 4.3 (TSA Table 3) focuses on outbound tourism expenditure by products and classes of visitors. Over UGX 1,666.51 billion was spent on outbound tourism of which over UGX 605.85 billion was Accommodation services for visitors while almost UGX 217.94 billion was on Food and beverage serving services.

Table 4.3: TSA Table 3- Outbound tourism expenditure by products and classes of visitors, 2019 (in Billions)

#	Products	Inbound Tourism Expenditure		
		Tourists (overnight visitors) Billion UGX	Excursionists (same-day visitors) Billion UGX	Visitors Billion UGX
		-3.1	-3.2	(3.3) = (3.1) + (3.2)
A.	Consumption products (*)	1,666.51	-	1,666.51
A.1.	Tourism characteristic products	949.15	-	949.15
1.	Accommodation services for visitors	605.85	-	605.85
1.a.	Accommodation services for visitors other than 1.b	605.85	-	605.85
1.b.	Accommodation services associated with all types of vacation home ownership	-	-	-
2.	Food- and beverage-serving services	217.94	-	217.94
3.	Railway passenger transport services	-	-	-
4.	Road passenger transport services	125.36	-	125.36
5.	Water passenger transport services	-	-	-
6.	Air passenger transport services	-	-	-
7.	Transport equipment rental services	-	-	-
8.	Travel agencies and other reservation services	-	-	-
9.	Cultural services	-	-	-
10.	Sports and recreational services	-	-	-
11.	Country-specific tourism characteristic services	-	-	-
12.	Country-specific tourism characteristic services	-	-	-
A.2.	Other consumption products (a)	717.36	-	717.36
	1. Health Services	9.34	-	9.34
	2. Education Services	0.85	-	0.85
	3. Goods for Personal Use	200.15	-	200.15
	4. Other Expenditure	507.02	-	507.02
B.1.	Valuables	-	-	-
	Total	1,666.51	-	1,666.51

Source: BOU Outbound Survey, 2019





INTERNAL
TOURISM
CONSUMPTION

5.0

TSA TABLE 4: INTERNAL TOURISM CONSUMPTION

5.1 Introduction

TSA Table 4 presents other components of tourism consumption in addition to tourism expenditure presented in Tables 1 to 2 above.

These components include:

- (a) **Services associated with vacation accommodation on own account.** This item includes all imputed accommodation services related to accommodation units on own account and to all other types of vacation home ownership, as well as expenditure related to their acquisition that is not capitalized as part of the investment, for instance, charges for time-share exchanges;
- (b) **Tourism social transfers in kind (except refunds).** This item includes the value of individual non-market services provided by governments and non-profit institutions serving households (NPISH) that benefit visitors and exceed the values paid by the visitors themselves: costs of museums, performing arts, short-term education, health services provided short term in special establishments, etc.;
- (c) **Other imputed consumption.** This item includes all other imputed items not previously included, such as services benefiting visitors for which they do not pay (costs of vacation residences or camps provided by producers for the benefit of their employees, financial intermediation services indirectly measured (FISIM) on purchases related to tourism trips, etc.).

5.2 TSA Table 4: Internal Tourism consumption by product and form of Tourism

In 2019, Internal Tourism Expenditure (a combination of Inbound Tourism Expenditure and Domestic Tourism Expenditure) was valued at UGX 7,546.3 billion. Internal Tourism Expenditure of inbound tourists was estimated at UGX 4,580.4 billion (about 57.3 percent of total internal consumption) while domestic tourism expenditure was estimated at UGX 2,965.9 billion (37.1 percent of total internal Consumption). The Other components of tourism consumption amounted to UGX 450.7 billion mainly by inbound tourists.

Therefore, Internal tourism consumption on tourism characteristics by products was valued at UGX 7,996.92 billion in 2019. Out of this UGX 2,411.5 billion (30.2 percent) was on Air and Road Passenger transport services, 28.6 percent equivalent to UGX 2,290.5 billion was on Accommodation services for visitors while UGX 1,838.6 billion (23 percent) on food and beverage serving services.

Conversion of internal tourism consumption at purchasers' prices to basic prices was derived by deducting margins and taxes (about UGX 284.04 billion) to obtain UGX 7,712.9 billion (See Appendix 5: Table 5.2).

Table 5.1: TSA Table 4 - Internal tourism consumption by products, 2019

#	Products	Internal tourism expenditure (2019)			Other components of tourism consumption	Internal tourism consumption
		Inbound tourism expenditure	Domestic tourism expenditure	Internal tourism expenditure		
		-1.3	-2.9	(4.1) = (1.3) + (2.9)		
A.	Consumption products (*)	4,580.4	2,965.9	7,546.3	450.7	7,996.9
A.1.	Tourism characteristic products	4,010.9	2,751.5	6,762.4	450.7	7,213.0
1.	Accommodation services for visitors	1,786.7	223.8	2,010.5	280.0	2,290.5
1.a.	Accommodation services for visitors other than 1.b	1,786.7	223.8	2,010.5	280.0	2,290.5
1.b.	Accommodation services associated with all types of vacation home ownership	-	-	-	-	-
2.	Food- and beverage-serving services	1,084.2	583.8	1,667.9	170.7	1,838.6
3.	Railway passenger transport services					-
4.	Road passenger transport services	574.5	1,837.1	2,411.5		2,411.5
5.	Water passenger transport services	14.5		14.5		14.5
6.	Air passenger transport services					-
7.	Transport equipment rental services		42.5	42.5		42.5
8.	Travel agencies and other reservation services	157.9	1.5	159.5		159.5

5.0 TSA TABLE 4: INTERNAL TOURISM CONSUMPTION

#	Products	Internal tourism expenditure (2019)			Other components of tourism consumption	Internal tourism consumption
		Inbound tourism expenditure	Domestic tourism expenditure	Internal tourism expenditure		
		-1.3	-2.9	(4.1) = (1.3) + (2.9)		
A.	Consumption products (*)	4,580.4	2,965.9	7,546.3	450.7	7,996.9
A.1.	Tourism characteristic products	4,010.9	2,751.5	6,762.4	450.7	7,213.0
1.	Accommodation services for visitors	1,786.7	223.8	2,010.5	280.0	2,290.5
1.a.	Accommodation services for visitors other than 1.b	1,786.7	223.8	2,010.5	280.0	2,290.5
1.b.	Accommodation services associated with all types of vacation home ownership	-	-	-	-	-
2.	Food- and beverage-serving services	1,084.2	583.8	1,667.9	170.7	1,838.6
3.	Railway passenger transport services					-
4.	Road passenger transport services	574.5	1,837.1	2,411.5		2,411.5
5.	Water passenger transport services	14.5		14.5		14.5
6.	Air passenger transport services					-
7.	Transport equipment rental services		42.5	42.5		42.5
8..	Travel agencies and other reservation services	157.9	1.5	159.5		159.5
9	Cultural services	269.4	40.2	309.6		309.6
10.	Sports and recreational services	123.6	22.7	146.3		146.3
11.	Country-specific tourism characteristic services	-	-	-	-	-
12.	Country-specific tourism characteristic services	-	-	-	-	-
A.2.	Other consumption products (a)	569.5	214.4	783.9	-	783.9
	Retail Trade	17.2		17.2		17.2
	Others	552.3	214.4	766.7		766.7
B.1.	Valuables	-	-	-		-
	Total	4,580.4	2,965.9	7,546.3	450.7	7,996.9

Source: Uganda TSA Technical Committee Estimates



TOURISM
SUPPLY

6.0

TSA TABLE 5: TOURISM SUPPLY

6.1 Introduction

The TSA is part of the System of National Accounts (SNA). It helps to compile information on both the supply side and the demand side of tourism. Therefore, TSA highlights economic activity in tourism-related industries and portrays tourism in the context of the overall economy and alongside other industries. Tourism supply relates to products and tourism-related services produced for visitors' consumption during their stay at a destination. Suppliers include tourism firms, which by location are geographically distributed across the country within the different regions.

6.2 Tourism Basket

The tourism basket for TSA was only limited to accommodation services for visitors, food- and beverage-serving services, air and road passenger transport services, water passenger transport services, travel agencies and other reservation services, cultural services, sports and recreational services and other industries or other tourism consumption or non-consumption products outside the tourism for both products and industries. This selection was done using the guidance of the SNA 2008 and the Tourism Satellite Account Recommended Methodological Framework for 2008 (TSA: RMF).

6.3 Production Accounts

TSA Table 5 captures the total production of tourism characteristic industries and their products. The data used is picked from the published National accounts production data set, intermediate consumption and then the tourism gross value added at basic prices is derived. Output is valued at basic prices and the intermediate consumption is presented valued at purchasers' prices. The difference between these two values results in to the gross value added (GVA) at basic prices for each industry and the economy at large. The GVA at basic prices is equal to the GVA of the economy as it appears in the national accounts.

TSA Table 5 shows the Production accounts of tourism industries, other industries, tourism products and other consumption and non-consumption products within the economy. The GVA for each tourism industry appears as it is in the National Accounts tables but the sum of GVA's is for the tourism industries specifically.

Therefore, tourism industries and products are highlighted and embedded in the framework suitable for tourism analysis. Industries are classified using the International Standard Industrial Classification (ISIC) for economic activities revision 4 while products are classified using the Central Product Classification (CPC) revision 2.

Data variables include:

- Output (basic prices)
- Intermediate consumption/inputs (purchasers' price)
- Gross Value Added ($GVA_{bp} = GO_{bp} - IC_{pp}$)

Sources of Data

- 2019 NA estimates
- 2016/17 Input output tables
- 2019 Balance of Payments (BOP)
- 2019 Trade Statistics

Compilation of National Accounts (NA) is based on administrative and survey data sources. Administrative data sources include; the tax register, government finance statistics among others. This is collected from MDA's agencies, like, Ministry of Agriculture, Animal Industry and Fisheries (MAAIF), Uganda Coffee Development Authority (UCDA), Cotton Development Organization (CDO), Uganda Tourism Association (UTA) among others. Survey data is collected from household surveys, price surveys, Business surveys and other surveys.

6.4 TSA Table 5: Production accounts of tourism industries and other industries (at basic prices)

Table 6.1-6.2 (TSA Table 5) presents the summary of the Production accounts of tourism industries and other industries at basic prices. The table is structured with equal number of tourism characteristic products for rows and industries for column. The table displays the diagonal pattern starting upper left of the table and the data gradually falls down to the right. Each column presents the total supply at basic prices for the particular tourism characteristic industry and products in rows. The second last row presents the intermediate consumption at purchasers' prices. This is followed by the last column of the table which portrays the total GVA of each industry which must be equal to each tourism product (row).

6.5 Production Performance by Product

The total output at basic prices for the overall economy for tourism industries was estimated at UGX 10.0 trillion of which accommodation services for visitors accounted for UGX 3.1 trillion contributing 30.9 percent. Food and Beverages services was estimated at UGX 2.99 trillion contributing 30.0 percent while passenger transport by air and road service was estimated at UGX 2.83 trillion, representing 28.4 percent. Other Consumption products other than services contributed 2.1 percent to the overall domestic supply.

The least contributors were transport equipment rental services, followed by water transport which contributed 0.7 percent and 0.2 percent respectively as presented in Table 6.1.

Table 6.1: TSA Table 5- Production accounts of tourism related products, 2019 (Million, USHS)

Products	Output of domestic producers (at basic prices)	Output of domestic (at basic prices) weighted producers
Consumption products (*)		
Tourism characteristic products		
Accommodation services for visitors	3,089,954	30.9
Accommodation services for visitors other than 1.b		
Accommodation services associated with all types of vacation home ownership		
Food- and beverage-serving services	2,992,726	30.0
Railway passenger transport services		
Air and Road passenger transport services	2,832,705	28.4
Water passenger transport services	24,748	0.2
Air passenger transport services		
Transport equipment rental services	73,120	0.7
Travel agencies and other reservation services	239,078	2.4
Cultural services	292,798	2.9
Sports and recreational services	237,947	2.4
Country-specific tourism characteristic goods		
Country-specific tourism characteristic services		
Other consumption products (a) (b)	206,149	2.1
Non-consumption products		
Valuables		
Other non-consumption products (***) (a) (c)		
Total output (at basic prices)	9,989,226	100.0

Source: UBOS Statistical Abstract 2019

6.6 Gross Value Added (GVA) at Basic prices

The Gross Value added for tourism related industries was estimated at UGX 6.2 trillion with accommodation for visitors accounting for 33.8 percent followed by food and beverage service, contributing 28.8 percent and passenger transport by road and air contributing 27.9 percent respectively. Intermediate consumption for tourism-related industries was estimated at UGX 3.8 trillion in 2019 as shown in Table 6.2.

Table 6.2: TSA Table 5- Production accounts of tourism related industries, 2019 (Million, USHS)

#	Tourism industry	I. Total output (at basic prices)	II. Intermediate Consumption (at purchasers prices)	(I - II). Total gross value added (at basic prices)	(I - II). Total gross value added (at basic prices) (weighted)
1.	Accommodation for visitors	3,089,954	984,377	2,105,577	33.8
1a.	Accommodation services for visitors except in 1.b (5.1a)				
1.b.	Accommodation services associated with all types of vacation home ownership (5.1b)				
2.	Food and beverage serving industry (5.2)	2,992,726	1,194,876	1,797,850	28.8
3.	Railway passenger transport (5.3)				
4.	Air and Road passenger transport (5.4)	2,832,705	1,091,723	1,740,982	27.9
5.	Water passenger transport (5.5)	24,748	10,183	14,565	0.2
6.	Air passenger transport (5.6)				
7.	Transport equipment rental (5.7)	73,120	32,540	40,580	0.7
8.	Travel agencies and other reservation services industry	239,078	127,974	111,104	1.8
9.	Cultural industry	292,798	137,377	155,421	2.5
10.	Sports and recreational industry (5.10)	237,947	124,747	113,200	1.8
11.	Retail trade of country-specific tourism characteristic goods (5.11)				
12.	Country specific tourism industries (5.12)				
	Other consumption products (retail trade)	206,149	52,256	153,893	2.5
	Other industries (5.14)				
	Total (5.13)	9,989,226	3,756,054	6,233,172	100.0

Source: UBOS Statistical Abstract 2019





TOURISM SUPPLY
AND DEMAND
RECONCILIATION



7.0

TSA TABLE 6: RECONCILIATION OF DEMAND AND SUPPLY

7.1 Introduction

TSA Table 6 provides a consolidation of TSA Table 4 (demand side-internal tourism consumption) and TSA Table 5 (supply side-production accounts of tourism industries and other industries). This enables the compiler to calculate the product-specific 'tourism ratio in supply' and the aggregates 'tourism value added' and 'tourism gross domestic product'. Therefore, TSA Table 6 is the core of the Uganda Tourism Satellite Account since it forms the basis of the TSA system.

TSA Table 6 is the core of the Tourism Satellite Account system; it is where the reconciliation between domestic supply and internal tourism consumption are being compiled. Total supply of goods and services in the economy by products is compared to tourism consumption and conclusions regarding the gross value added attributable to tourism for each industry that serve visitors are derived. Tourism Direct Gross Value Added (TDGVA) and Tourism Direct Gross Domestic Product (TDGDP) used as indicators of the direct contribution of tourism to total value added or total GDP are derived from this table.

For each industry, an estimate of the fraction of its gross value added (at basic prices) corresponding to the contribution of its output to total internal tourism consumption is derived and these values are then added over all industries (both the tourism industries and all other industries). The sum of all these portions of value added of all industries is TDGVA.

To obtain the direct GDP generated by internal tourism consumption (TDGDP), it is necessary to add to TDGVA the taxes less subsidies on products and imports related to tourism products that are compiled in the same way, using the corresponding share for each product (except goods for which the share only relates to retail trade margins).

7.2 Tourism Contribution Measures

TSA: RMF 2008 provides the following as a set of relevant indicators of the size of tourism in the economy

- (a) Internal tourism expenditure
- (b) Internal tourism consumption
- (c) Gross value added of the tourism industries (GVATI)
- (d) Tourism direct gross value added (TDGVA)
- (e) Tourism direct GDP (TDGDP)

7.2.1 Gross Value Added (GVA)

The contribution of a productive activity to the aggregate supply of goods and services in an economy is usually measured by its value added. This measurement ensures that there is no duplication when different productive activities are compared and aggregated. The SNA 2008 provides the following definition:

Gross value added is the value of output less the value of intermediate consumption; The Tourism Satellite Account adopts the gross measurement of value added. Gross value added is a measurement that relates to a production process taken as a whole, that is, a combination of inputs, capital goods, labour and technology, in order to obtain one or more outputs. The GVA does not represent any combination of goods or services produced. It is a measurement of the income generated in the process that remunerates the factors of production.

7.2.2 Gross Value Added of Tourism Industries (GVATI)

GVATI sums the total gross value added of all establishments belonging to tourism industries, regardless of whether all their output is provided to visitors and the degree of specialization of their production process. It leaves out the value added from other non-tourism industries whose outputs have been acquired by visitors or by others for their benefit. Although the GVATI is an indicator often used to measure the direct economic contribution of tourism in the economy of reference, it is likely to be an inadequate indicator of the size of tourism in a country. The acquisition by visitors or by others for their benefit of the output of the various tourism industries may range from a large share of total output (for example, scheduled air passenger transport, accommodation for visitors) to a much smaller one (for example, full-service restaurants).

7.2.3 Direct Tourism Gross Value Added (DTGVA)

DTGVA covers a part of value added of tourism and other industries generated by tourism demand. This aggregate does not cover the effects of other components of internal tourism demand (for example, influence of gross investments or collective consumption). The use of the term direct in this aggregate refers to the fact that the Tourism Satellite Account measures only that part of value added (by tourism industries and other industries) due to the consumption of visitors and leaves aside the indirect and induced effects that such a consumption might generate. The DGVA includes the part of gross value added generated by all industries in the process of provision of goods and services to visitors, would-be visitors (acquisition before a trip) or third parties for visitors' benefit.

Comparing this measurement with the GVATI, the latter would include for instance all the gross value added generated by restaurants including meals consumed by local residents because these establishments are part of a tourism industry. In contrast, while the TDGVA would include the part of gross value added generated by meals served in restaurants to visitors, it would exclude the part of gross value added corresponding to meals served by these same restaurants to locals. It would also exclude the part of gross value added generated by restaurants in any other secondary activity, such as catering to local businesses and the rental of space to third parties, and in any other output in as much as it is not delivered to visitors.

TDGVA also includes the part of gross value added associated with the output of other (non-tourism) industries as long as this output responds to tourism consumption. Consequently, the TDGVA can be seen to be independent of the definition of tourism characteristic products and tourism industries, a feature that enhances its usefulness as an internationally comparable measure of the economic importance of tourism. TDGVA measures only the part of gross value added generated by tourism industries and other industries in responding to tourism internal consumption; it is short of measuring the total direct effects of tourism as it excludes the contribution of other components of total tourism internal demand.

7.2.4 Direct tourism gross domestic product (DTGDP)

DTGDP is equal to the sum of value added of tourism and other activities generated by internal tourism demand and net tax on products included in value of tourism costs by purchase prices. Different outputs of each industry are valued at basic prices, excluding all net taxes on products (that is, indirect taxes net of subsidies on output), and inputs are valued at purchasers' prices, i.e. including transport and distribution margins and all net taxes on products.

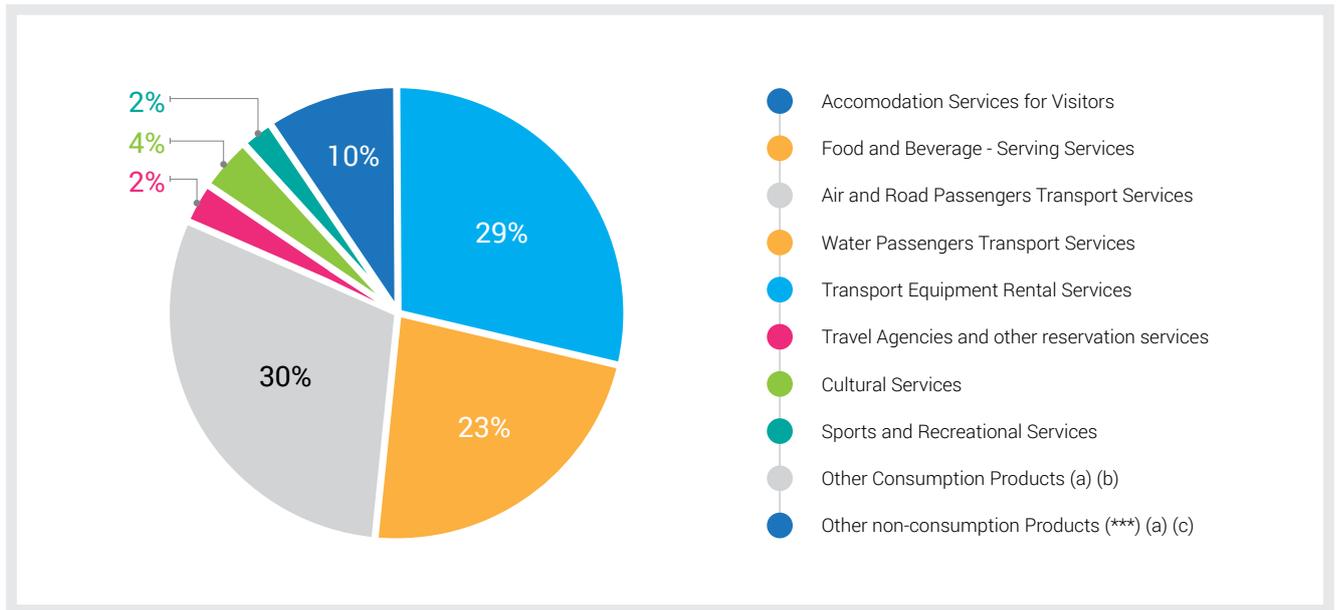
Since the total GDP of an economy is equal to the sum of gross value added generated by all industries (at basic prices) plus net taxes on products and imports, it is possible to measure the part of GDP attributable directly to internal tourism consumption as the sum of the part of gross value added (at basic prices) generated by all industries in response to internal tourism consumption plus the amount of net taxes on products and imports included within the value of this expenditure at purchasers' prices. This "part of GDP" is the tourism direct gross domestic product (TDGDP). Tourism GDP only measures direct effects of tourism consumption (and these are only internal), not entire tourism demands.

Tourism ratios show the proportion of goods and services supplied and internally consumed by tourism.

7.3 Domestic Supply at Purchaser's price Vs Internal Tourism Expenditure/Consumption

Figure 7.1 presents findings on internal Tourism Consumption Expenditure. Results show that the leading contributors to internal tourism were passenger transport services (30.0 percent), accommodation services for visitors (29.0 percent) and food and beverages serving (23.0 percent) among others.

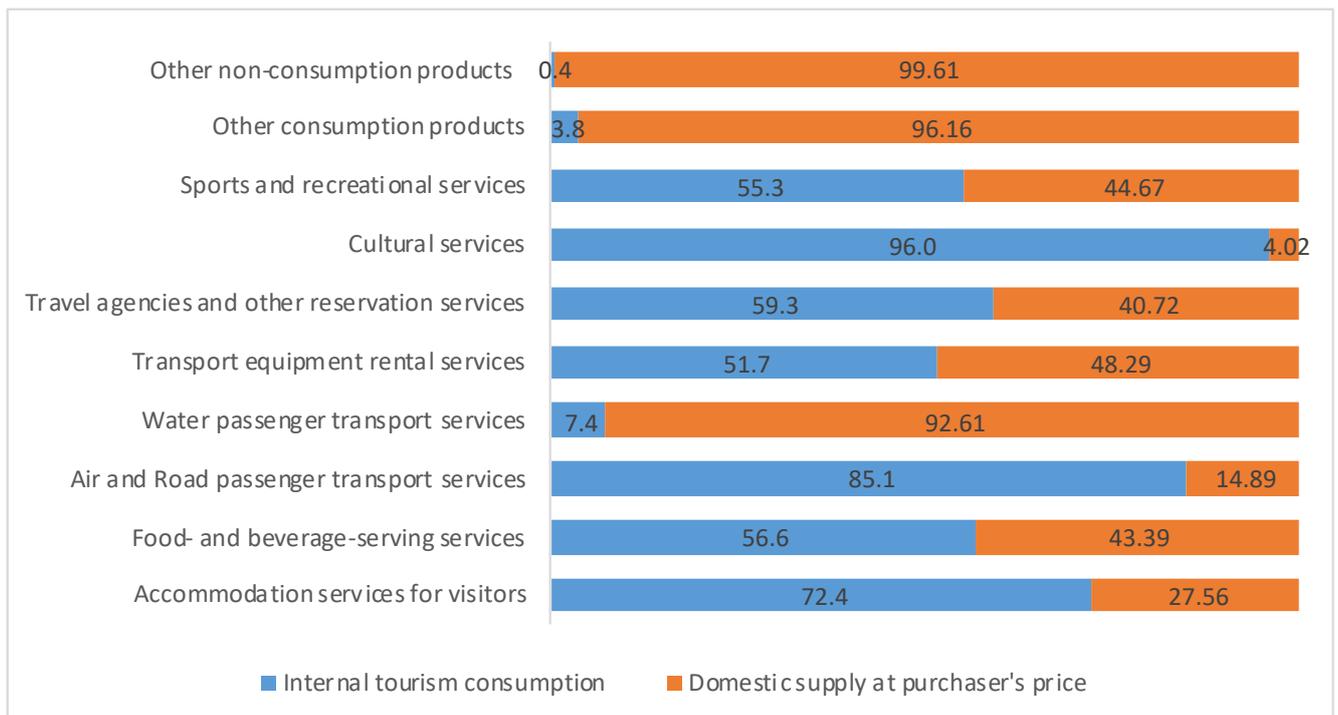
Figure 7. 1: Internal Tourism Consumption/Expenditure 2019



Source: UBOS Statistical Abstract 2020

Internal tourism consumption when compared to total supply within the respective tourism industries, the impact of direct tourism was significant regarding cultural services where 96.0 percent of the output was attributed to direct tourism. Similarly, direct tourism accounted for 85.1 percent and 72.4 percent of the passenger transport and accommodation services output as presented in Figure 7.2.

Figure 7.2: Domestic Supply at Purchaser's price Vs Internal Tourism Consumption, percent



Source: UBOS Statistical Abstract 2020

7.4 Tourism indicators

The Gross value added of the tourism industries (GVATI) was estimated at UGX 4.4 trillion (see Appendix 7: Table 7.9). This was adjusted for value added from other non-tourism industries to generate Tourism direct gross value added (TDGVA) which was estimated at UGX 4.8 trillion. (Table 7.1).

Tourism direct GDP (TDGDP) which is the Tourism direct gross value added adjusted for taxes, trade and transport margins was estimated at UGX 5.1 trillion representing 3.64 percent direct tourism contribution to Uganda's GDP as presented in Table 7.1 below.

Table 7.1: TSA Table 6- Demand and Supply reconciliation table Summary

Products	Output of producers domestic (at basic prices)		Taxes less subsidies on products nationally produced and imported		Trade and Transport Margins		Domestic supply (at purchasers' price)	Internal Tourism Consumption	Tourism Ratios (%)
	Total Value	Tourism share (in value)	Total output	Tourism share (in value)	Total output	Tourism share (in value)			
Consumption products (*)									
Tourism characteristic products									
Accommodation services for visitors	3,089,954	2,250,927	71,976	39,570			3,161,930	2,290,497	72.4
Accommodation services for visitors other than 1.b									
Accommodation services associated with all types of vacation home ownership									
Food- and beverage-serving services	2,992,726	1,714,870	255,297	123,745			3,248,023	1,838,615	56.6
Railway passenger transport services									
Air and Road passenger transport services	2,832,705	2,410,778	890	768			2,833,596	2,411,545	85.1
Water passenger transport services	24,748	14,543	171,943	123			196,691	14,543	7.4
Air passenger transport services									

ZO TSA TABLE 6: RECONCILIATION OF DEMAND AND SUPPLY

Products	Output of producers domestic (at basic prices)		Taxes less subsidies on products nationally produced and imported		Trade and Transport Margins		Domestic supply (at purchasers' price)	Internal Tourism Consumption	Tourism Ratios (%)
	Total Value	Tourism share (in value)	Total output	Tourism share (in value)	Total output	Tourism share (in value)			
Transport equipment rental services	73,120	42,351	9,012	123			82,133	42,474	51.7
Travel agencies and other reservation services	239,078	141,421	29,964	18,056			269,042	159,477	59.3
Cultural services	292,798	284,241	29,790	25,375			322,588	309,616	96.0
Sports and recreational services	237,947	131,659	26,418	14,618			264,365	146,277	55.3
Country-specific tourism characteristic goods									
Country-specific tourism characteristic services									
Other consumption products (a) (b)	206,149	13,045	47,370	4,180	195,203	17,175	448,723	17,225	3.8
Non-consumption products									
Valuables									
Other non-consumption products (***) (a) (c)	189,633,873	709,048	9,415,273	37,607	-195,203	-17,175	198,853,942	766,653	0.4
Total output (at basic prices)	199,623,099	7,712,884	10,057,934	264,164			209,681,033	7,996,923	3.8
Total intermediate consumption (at purchasers price) (d)	69,761,495	2,883,898					69,761,495	2,883,898	4.1
Total gross value added (at basic prices)	129,861,604	4,828,985	10,057,934	264,164			139,919,538	5,093,149	3.6

Source: UBOS Statistical Abstract 2019

7.5 Tourism direct GDP and Sectoral GDP comparison

Tourism direct GDP was estimated at UGX 5.1 trillion representing 3.6 percent. In light of the findings, the industry's contribution was comparable with other economic sectors namely livestock, human health, transport and storage among others as presented in Table 7.2.

Table 7.2: TSA Table 6-Percentage contribution to Gross Domestic Product (GDP)

	2019	Share (%)
GDP at market prices (Bill Shillings)	139,920	100
Agriculture, forestry and fishing	32,979	23.6
Cash crops	2,772	2
Food crops	16,231	11.6
Livestock	5,049	3.6
Agriculture Support Services	20	0
Forestry	5,587	4
Fishing	3,320	2.4
Industry	36,779	26.3
Mining & quarrying	2,310	1.7
Manufacturing	21,656	15.5
Electricity	1,873	1.3
Water	3,111	2.2
Construction	7,829	5.6
Services	60,104	43
Trade and Repairs	11,943	8.5
Transportation and Storage	4,797	3.4
Accommodation and Food Service Activities	3,850	2.8
Information and Communication	2,553	1.8
Financial and Insurance Activities	3,748	2.7
Real Estate Activities	8,863	6.3

	2019	Share (%)
Professional, Scientific and Technical Activities	2,911	2.1
Administrative and Support Service Activities	2,556	1.8
Public Administration	3,668	2.6
Education	5,963	4.3
Human Health and Social Work Activities	4,546	3.2
Arts, Entertainment and Recreation	258	0.2
Other Service Activities	3,388	2.4
Activities of Households as Employers	1,059	0.8
Taxes on products	10,058	7.2
Tourism	5,093	3.6

Note: Tourism was estimated from the Tourism Satellite Accounts 2023

Source: UBOS Statistical Abstract 2019

7.6 The External Sector

The Tourism trade balance with the rest of the world (inbound tourism net export) was estimated at UGX 2.9 trillion surplus compared to UGX 13.4 trillion deficit registered for the total economy in 2019, see Table 7.3.

Table 7.3: TSA Table 6- The external Sector

	Imports (**)		Exports (**)		Net Exports (**)	
	Total Output	Tourism Share (in value)	Total Output	Tourism Share (in value)	Total Output	Tourism Share (in value)
Tourism specific products	1,473,506	949,019	189,397	4,028,140	-1,284,109	3,061,896
Other non-consumption products (***)	34,807,279	717,261	22,670,706	552,259	-12,136,573	-165,002
Other non-consumption products (***)	36,280,785	1,666,281	22,860,103	4,580,399	-13,420,683	2,914,119

Source: UBOS Statistical Abstract 2019

7.7 Key Tourism Indicators

Table 7.4: Macroeconomic indicators

		Unit	
GDP	Tourism Direct GDP as % of total GDP	Percent	3.6
	Total Gross Domestic Product (GDP)	UGX Mn	139,919,538
	Tourism Direct GDP	UGX Mn	5,093,149
GVA	Tourism Direct GVA as % of total GVA	Percent	3.7
	Total Gross Value Added (GVA)	UGX Mn	129,861,604
	Tourism Direct GVA	UGX Mn	4,828,985
Internal tourism consumption			5,093,149
	Internal tourism expenditure	UGX Mn	7,546,273
	of which: Inbound tourism expenditure	UGX Mn	4,580,399
	of which: Domestic tourism expenditure	UGX Mn	2,965,874
	Other components of tourism consumption	UGX Mn	450,650
	Total Internal tourism consumption	UGX Mn	7,996,923
	GVA in tourism industries (GVATI)	UGX Mn	4,366,734

Source: UBOS Statistical Abstract 2019, TSA Technical Committee Estimates, TEMS 2019, UNHS 2019/20, BOU Outbound Survey

7.8 Macroeconomic international tourism related indicators

The indicators are based on the International Monetary Fund's Balance of Payments Statistics and International Financial Statistics (Table 7.5).

It must be noted that the term 'expenditure' is used similarly for inbound as well as for outbound tourism to indicate "the amount paid for the acquisition of consumption goods and services, as well as valuables, for own use or to give away, for and during tourism trips". Foreign visitors in the reference country

generate inbound tourism expenditure (credits in the Balance of Payments), while resident visitors in foreign countries generate outbound tourism expenditure (debits in the Balance of Payments).

Inbound tourism expenditure over GDP

Reflects the weight of expenditure by inbound visitors as a part of the total value of economic activity in the economy of reference. From the perspective of international trade, this indicator captures the economic importance of foreign revenue inflow associated to expenditures by such visitors.

Outbound tourism expenditure over GDP

Reflects the importance of the spending abroad by outbound visitors, expressed in terms of the national economy. From the perspective of international trade, this indicator captures the economic importance of domestic revenue outflow by means of such visitors.

Tourism balance over GDP

Reflects the economic importance of net tourism (inbound minus outbound) expenditures relative to the economy of reference. A significant surplus or deficit affects the country's balance of trade, and thus its GDP.

Tourism openness

Reflects how important the sum of cross-border tourism expenditures (i.e. international tourism, the sum of inbound and outbound tourism expenditure) are relative to the economy of reference. It could be used as a measure of the free flow of tourism between the country of reference and the rest of the world.

Tourism coverage

Reflects the proportion between inbound tourism expenditure and outbound tourism expenditure to show in what degree foreign revenue inflow cover for domestic revenue outflow. A value higher than 100 % means that inbound tourism indirectly finances more than all the expenditure of outbound visitors ; a value lower than 100 % means that inbound tourism does not cover the expenditure of such visitors abroad.

Inbound tourism expenditure over exports of goods, Inbound tourism expenditure over exports of services, and Inbound tourism expenditure over exports of goods and services

These three measures reflect the importance of tourism as an internationally traded service relative to other categories of exports. At the same time, such measures reveal the degree of tourism specialization in a country's export structure and the relative capability of tourism in generating foreign revenues.

Inbound tourism expenditure over current account credits

The current account credits of the Balance of Payments refer to all inflow of goods, services, income and current transfers into an economy. The larger the share of tourism in this aggregate, the larger is the importance of tourism activity in generating foreign revenue inflows.

Outbound tourism expenditure over imports of goods, Outbound tourism expenditure over imports of services, and Outbound tourism expenditure over imports of goods and services

These three measures reflect the importance of tourism as an internationally traded service relative to other categories of imports. At the same time, such measures reveal the predilection for tourism in a country's import structure and the relative degree of an economy's domestic revenue outflows due to international tourism.

Outbound tourism expenditure over current account debits

The current account debits of the Balance of Payments refer to all outflows of goods, services, income and current transfers from an economy to the rest of the world. The larger the share of tourism in this aggregate, the larger is the importance of tourism activity in the leakage of domestic revenue.

Table 7.5: Macroeconomic tourism related indicators

Macroeconomic indicators related to international tourism	Value	Value	Percent
Inbound tourism expenditure over GDP	4,580,399	139,919,538	3.3
Outbound tourism expenditure over GDP	1,666,281	139,919,538	1.2
Tourism balance (inbound minus outbound tourism expenditure) over GDP	2,914,119	139,919,538	2.1
Tourism openness (inbound plus outbound tourism expenditure) over GDP	6,246,680	139,919,538	4.5
Tourism coverage (inbound over outbound tourism expenditure)	4,580,399	1,666,281	274.9
Inbound tourism expenditure over exports of goods	4,580,399	15,170,202	30.2
Inbound tourism expenditure over exports of services	4,580,399	7,689,901	59.6
Inbound tourism expenditure over exports of goods and services	4,580,399	22,860,103	20.0
Inbound tourism expenditure over current account credits	4,580,399	30,602,800	15.0
Outbound tourism expenditure over imports of goods	1,666,281	25,373,064	6.6
Outbound tourism expenditure over imports of services	1,666,281	10,907,721	15.3
Outbound tourism expenditure over imports of goods and services	1,666,281	36,280,785	4.6
Outbound tourism expenditure over current account debits	1,666,281	39,891,212	4.2

Source: UBOS Statistical Abstract 2019, TSA Technical Committee Estimates, TEMS 2019, UNHS 2019/20, BOU Outbound Survey

Table 7.6: Macroeconomic indicators

TOURISM INDUSTRIES	Tourism share	Total
Accommodation for visitors in hotels and similar establishments Monetary data		
Output	2,250,927	3,089,954
Intermediate consumption	717,086	984,377
Gross value added	1,533,842	2,105,577
Compensation of employees		
Gross fixed capital formation	3,172,391	8,880,375
Travel agencies and other reservation service activities Monetary data		
Output	141,421	239,078
Intermediate consumption	75,700	127,974
Gross value added	65,721	111,104
Compensation of employees		
Gross fixed capital formation*	428,575	1,082,364
Food and beverage serving activities Monetary data		
Output	1,714,870	2,992,726
Intermediate consumption	684,679	1,194,876
Gross value added	1,030,191	1,797,850
Compensation of employees		
Gross fixed capital formation	1,094,101	12,447,841
Air and Road Passenger transportation Monetary data		
Output	2,410,778	2,832,705
Intermediate consumption	929,112	1,091,723
Gross value added	1,481,665	1,740,982
Compensation of employees		
Gross fixed capital formation	586,839	1,482,058

Source: UBOS Statistical Abstract 2019, TSA Technical Committee Estimates, TEMS 2019, UNHS 2019/20, BOU Outbound Survey



EXTENSION
TO THE
BASIC TSA



EMPLOYMENT
IN TOURISM
INDUSTRIES

8.0

TSA TABLE 7: EMPLOYMENT IN THE TOURISM INDUSTRIES

8.1 Introduction

Employment in tourism refers to the engagement in production and provision of goods and services acquired by visitors and produced either by establishments in the tourism and hospitality industry or other industries in the economy that cannot be directly observed. Tourism services such as accommodation, food and beverage, tour operators, tour guides and recreation are relatively Labour intensive and often employ a significant number of semi-skilled persons. This is because tourism activities are sometimes located in areas with less industrial development such as national parks, mountains among others.

Beside their frequent high Labour intensity, tourism activities tend to be seasonal since the flow of visitors particularly in the case of inbound tourism, is not evenly spread over the year. As such, employment in these services will fluctuate seasonally and often with a higher intensity than in other industries.

These characteristics underline the importance of measuring employment through a set of complementary indicators, including the number of jobs, hours worked, earnings and full-time equivalent jobs within a given period. The statistics presented in this section highlight the contribution of tourism towards employment based on the Manpower Survey of Uganda (MAPU) 2016/17 findings. These indicators are aligned to SDGs and Uganda's National Standard Indicator framework on earnings and employment in the informal sector excluding agriculture.

8.2 Definitions used in the survey

8.2.1 Employment

Persons in employment are defined as all those of working age who, during a period of one week preceding the date of interview, were engaged in any activity to produce goods or provide services for others in exchange for pay or profit. They comprise:

- (a) Employed persons “at work”, that is a person who worked in a job for at least one hour during the reference week;
- (b) Employed persons “not at work” due to temporary absence from a job, or to working-time arrangements (such as shift work, flextime and compensatory leave for overtime).

8.2.2 Status in Employment

Status in employment refers to the institutional attachment between a person and his/her job, the type of authority over the establishment and other workers that the job holder has or will have as an explicit or implicit result of the employment contract. It categorizes workers into 2 types namely;

- (a) Employees: Persons who work in exchange for a pay in cash or kind (wage and salaried workers).
- (b) Self-employment: These are workers who, working on their own account or with one or a few partners, engage in production of goods and services.
 - (i) Employers. Own enterprises and engage on a continuous basis, one or more employees to work for them.
 - (ii) Own account workers. Own enterprises but do not engage on a continuous basis any employees to work for them.

8.3 Employment in tourism-related industries

In order to estimate levels of direct tourism employment, demand and supply-side approaches were adopted and reconciled through tourism ratios. Total number of persons employed by tourism related industries is the sum of employee and self-employed jobs across all the respective.

8.3.1 Total Establishments and Employment in Tourism Related Industries

The total number of establishments in the tourism related industries was estimated at 998,876 establishments. The distribution of the Tourism related industries shows that the most common tourism industry was Food and Beverage serving industry (834,222 establishments) accounting for 83.5 percent of the total establishments under tourism related industries.

Total employment by these industries was 2,572,416 of whom 759,841 (29.5 percent) were male and 1,815,576 (70.5 percent) were female (Appendix 8: Table 8.5). About 1,219,788 (47.3 percent) were employees and 1,355,628 (52.7 percent) were self-employed (Table 8.1).

This implies that in 2016/17, 24.2 percent (2 in 10 persons employed) in Uganda were employed in tourism related industries. (See Appendix 8: Table 8.5 for details by sex and nature of establishment).

The distribution of employment by industry shows that most persons were engaged in Food and Beverage Serving industry (2,244,855 persons). The industry with the least number of employees were the Travel agencies and other reservation with only 5,726 employees (Table 8.1).

Table 8.1: Number of establishments and persons employed in tourism related industries by industry type and status in employment

Tourism industries	Number of establishments	Status in employment		Total employment
		Employees	Self-employed	
Accommodation services for visitors	22,616	56,022	24,632	80,654
Food- and beverage-serving industry	834,222	1,046,066	1,198,789	2,244,855
Road, Air, Rail and Water passenger transport	102,908	48,391	94,049	142,440
Travel agencies and other reservation industry*	1,996	4,642	1,084	5,726
Cultural industry**	37,134	64,667	37,074	101,741
Total (tourism related industries)	998,876	1,219,788	1,355,628	2,572,416
National (all industries)	4,435,562	4,663,277	5,972,592	10,635,869
Percentage Share of tourism to national	22.5	26.2	22.7	24.2

Source: MAPU 2016/17

*Includes transport equipment rental

**Includes culture, sports and recreation

8.3.2 Direct Contribution of Tourism to Employment

In order to estimate levels of direct tourism contribution to employment; tourism industry ratios from TSA Table 6 were applied to total employment figures for each tourism industry. Table 8.2 shows that almost all establishments in tourism (99%) were in the informal sector with a negligible proportion in the travel agency and other reservation industry (Table 8.2).

Table 8.2: Number of establishments engaged in tourism related industries by type

Tourism industry	Informal	Formal	Total
Accommodation services for visitors	17,004	5,612	22,616
Food- and beverage-serving industry	832,239	1,983	834,222
Road, Air, Rail and Water passenger transport	102,853	55	102,908
Travel agencies and other reservation industry*	-	1,996	1,996
Cultural industry**	35,988	1,146	37,134
Total (tourism industries)	988,084	10,792	998,876
Percentage share	98.9	1.1	100

Source: MAPU 2016/17

*Includes transport equipment rental

**Includes culture, sports and recreation

Table 8.3 shows the number of people directly employed under the tourism industries. Tourism direct Contribution to employment was estimated at 14.7 percent of total employment meaning that at least 1 in 10 persons employed is directly employed in Tourism.

Tourism directly employed 1,559,147 people in FY2016/17, out of which 739,573 persons (47.4 percent) are employees while 819,574 persons (52.6 percent) are self-employed. Direct tourism employment was calculated by applying tourism industry ratios to total employment figures for each tourism industry

Furthermore, the distribution of direct employment by tourism industry showed that most of the people were employed in the Food and Beverage Serving industry (1,295,281 workers) accounting for 83.1 percent of all workers in tourism industry while the industry with the least number of direct employment was the travel agencies and other reservations' industries with only 3,368 workers. (Appendix 8: Table 8.6 for more details)

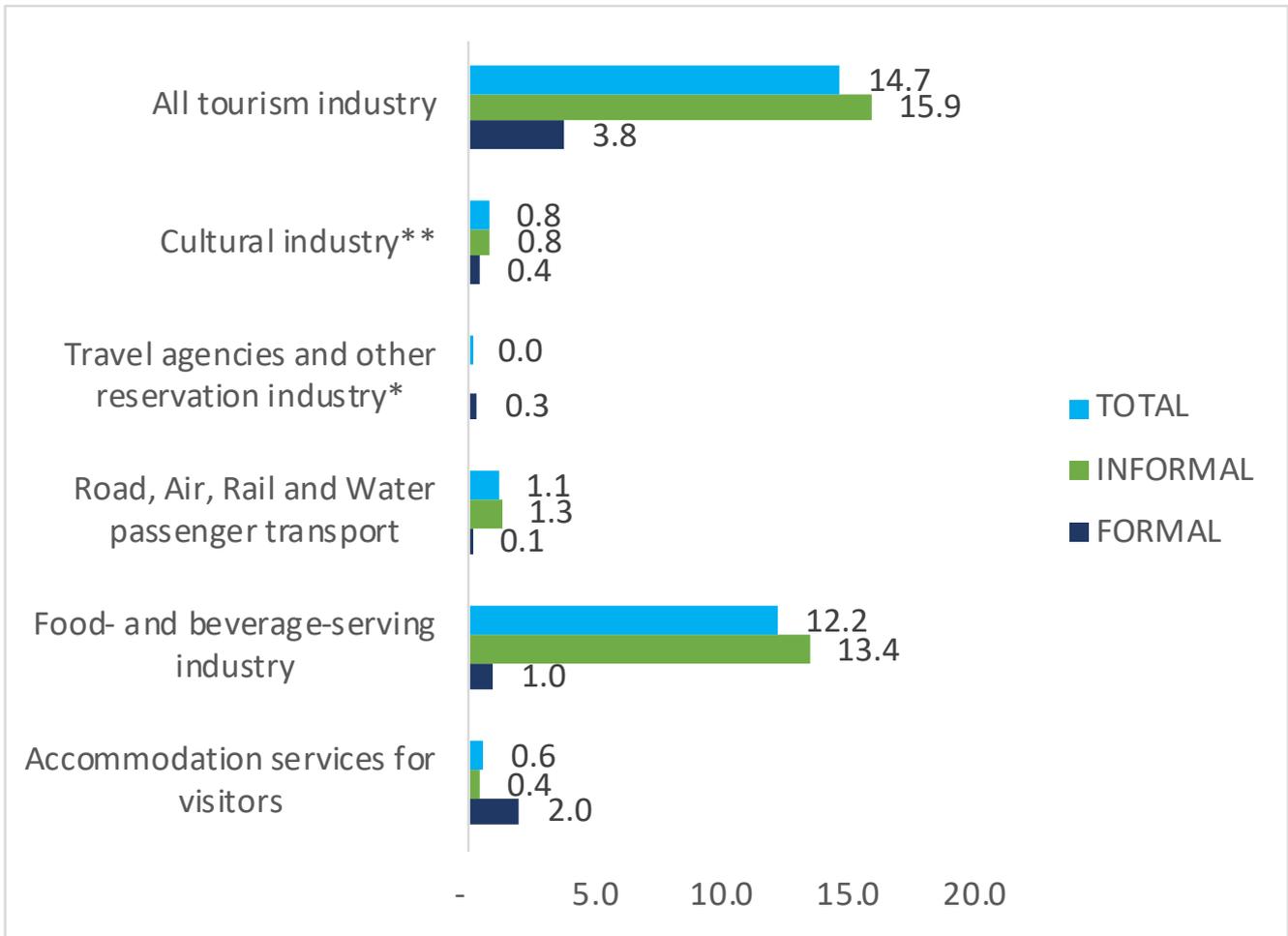
Table 8.3: Number of persons directly employed in tourism industries by industry type and status in employment

Tourism industries	Status in employment		Total employment	%age share
	Employees	Self-employed		
Accommodation services for visitors	40,784	17,932	58,716	3.8
Food- and beverage-serving industry	603,580	691,701	1,295,281	83.1
Road, Air, Rail and Water passenger transport	41,077	79,835	120,913	7.8
Travel agencies and other reservation industry*	2,731	638	3,368	0.2
Cultural industry**	51,401	29,468	80,869	5.2
Total (tourism industries)	739,573	819,574	1,559,147	100
National (all industries)	4,663,277	5,972,592	10,635,869	
% Share of tourism to national	15.9	13.7	14.7	

Source: MAPU 2016/17 *Includes transport equipment rental **Includes culture, sports and recreation

Table 8.1 shows that most direct employment in the tourism industry is in the informal sector (16%) and is mainly attributed to the high employment in the food and beverage serving industry (12%).

Figure 8. 1: Direct contribution of tourism to employment by type of industry



Source: MAPU 2016/17

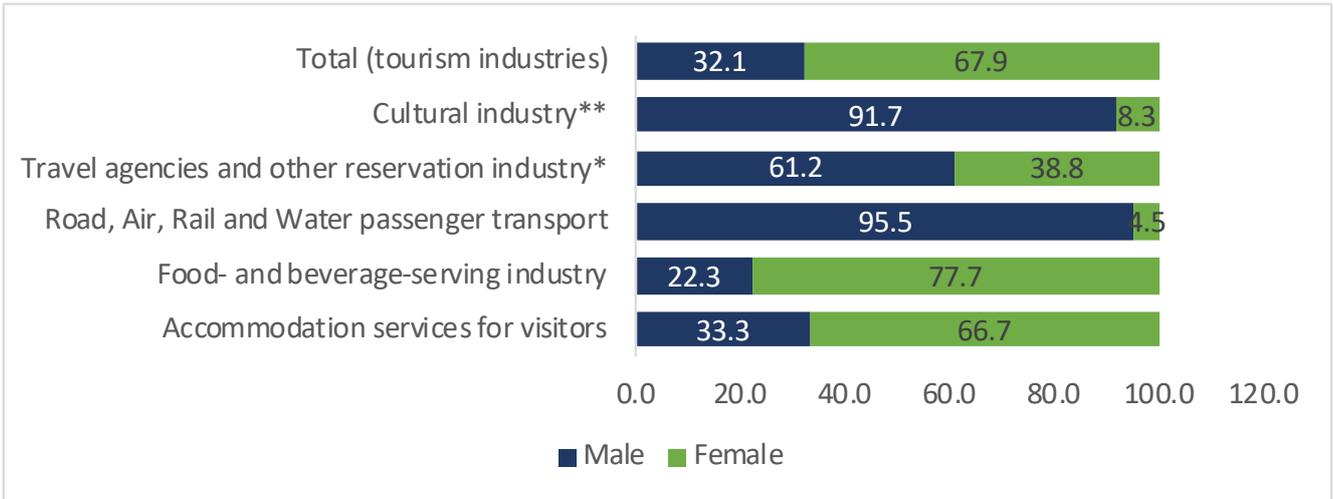
*Includes transport equipment rental

**Includes culture, sports and recreation

8.3.2 Distribution of Direct tourism Employment

Figure 8.2 shows that overall, the distribution of persons employed directly in the Tourism industries is biased towards females (68%) implying that about 7 in every 10 persons employed in the Tourism industry are female. However, sex differentials are seen in the tourism industries with males' dominant in all industries except food and beverage serving industry and accommodation services for visitors.

Figure 8.2: Distribution of direct tourism Employment by sex and industry type



Source: MAPU 2016/17

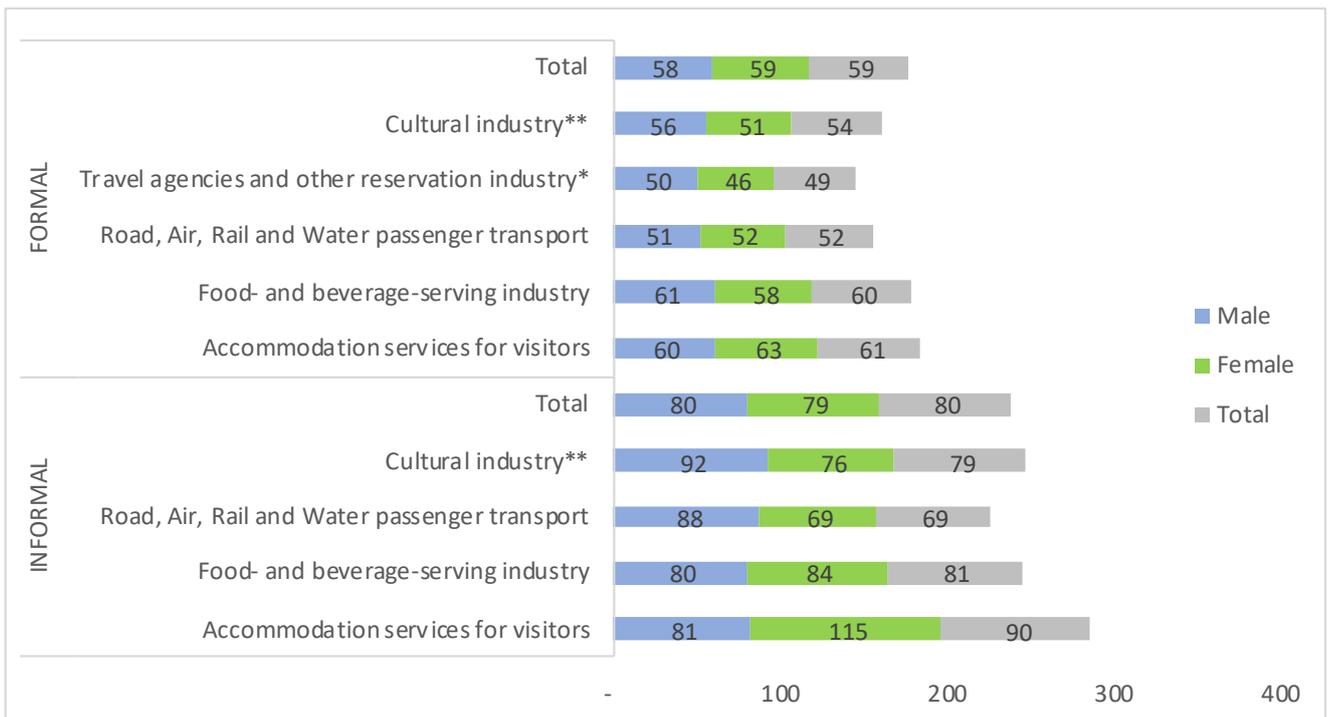
*Includes transport equipment rental

**Includes culture, sports and recreation

8.4 Average Weekly Hours of Work

Figure 8.3 shows the average usual weekly hours of work for each of the tourism industry for both the formal and informal sectors by sex. Persons employed in the informal tourism related industries spent more time at work (80 hours) compared to those in the formal sector (59 hours) on a weekly basis. A similar pattern was observed by sex.

Figure 8.3: Average usual hours of work spent by persons employed in tourism industries per week by sex and sector of employment



Source: MAPU 2016/17

*Includes transport equipment rental

**Includes culture, sports and recreation

8.5 Earnings for paid Employees in the formal sector

Table 8.4 shows the median Earnings of direct employees in the tourism industry. The median was used because it is not affected by outliers; a common phenomenon in earnings. The overall median monthly pay for employees in the Tourism industry was estimated at UGX. 202,000 (net) and UGX. 250,000 (gross) with males generally earning more than their female counter parts.

Persons working in the Passenger Transport industry (Road, Air and Water) and the Travel Agencies tend to earn more than their counterparts in the other Tourism industries (Table 8.4). The least paid workers were observed in the Food and beverage Serving Industry.

Table 8.4: Monthly Earnings for Paid Employees in the formal sector by sex and type of earning, (UGX '000)

Tourism industry	Formal			Net earnings		
	Male	Female	Total	Male	Female	Total
Accommodation services for visitors	250	170	200	220	160	200
Food- and beverage-serving industry	200	180	200	198	170	180
Road, Air, Rail and Water passenger transport	1,368	1,307	1,360	1,000	789	987
Travel agencies and other reservation industry*	1,200	200	800	700	200	700
Cultural industry**	500	350	400	400	320	365
Total (tourism industries)	300	200	250	260	200	202

Source: MAPU 2016/17

*Includes transport equipment rental

**Includes culture, sports and recreation



GROSS FIXED CAPITAL **FORMATION**

9.0

TSA TABLE 8: GROSS FIXED CAPITAL FORMATION

9.1 Introduction

The System of National Accounts 2008 defines gross fixed capital formation as the total value of a producer's acquisitions, less disposals, of fixed assets during the accounting period plus certain additions to the value of non-produced assets realized by the productive activity of institutional units. Fixed assets are tangible or intangible assets produced as outputs from processes of production that are themselves used repeatedly or continuously in other processes of production for more than one year. The analysis of stocks and flows of physical investment is particularly important for tourism because, in most circumstances, tourism is not possible on a relevant scale if there is a lack of basic infrastructure for transportation, accommodation, recreation, health services and other facilities that determine, to a large extent, the nature and intensity of visitor flows.

9.2 Investment by Tourism Related Industries

Tourism driven investment can generally be classified in three main categories, as follows:

- (i) Tourism-specific fixed assets;
- (ii) Investment by the tourism industries in non-tourism-specific fixed assets;
- (iii) Tourism-related infrastructure

Tourism-specific fixed assets;

Because of their specific nature and design, tourism specific fixed assets are used exclusively or almost exclusively in the production of tourism characteristic goods and services. If tourism did not exist, such assets would be of little value as they could not easily be converted to non-tourism applications. Such assets include, for example, railway passenger coaches, cruise ships, sightseeing buses, hotel facilities, convention centres, marinas, ski lifts, etc. Vacation homes are also included in this category although, in this case, they might easily be modified from a secondary to principal dwelling of a household.

Non-tourism-specific fixed assets

Investments by tourism industries in non-tourism-specific fixed assets are investments in fixed assets considered as tourism related not because of the nature of the assets themselves, but because of the use which is made of them by a tourism industry. This category includes, for example, hotel or travel agency computer systems, hotel laundry facilities, etc.

Tourism-related infrastructure

Tourism-related infrastructure that is put in place principally by the public authorities to facilitate tourism: it might have been developed in a specific moment in time for this specific purpose, or it might in fact facilitate tourism even though this was not necessarily the primary or the unique objective of the investment.

Gross fixed capital formation is measured by the total value of a producer's acquisitions, less disposals, of fixed assets during the accounting period plus certain additions to the value of non-produced assets (such as subsoil assets or major improvements in the quantity, quality or productivity of land) realized by the productive activity of institutional units.

Tables 9.1-9.2 present the Tourism Gross Fixed Capital formation for 2019. Gross fixed capital formation was estimated at UGX 33.8 trillion of which Direct contribution from Tourism was UGX 6.4 trillion representing 19.0 percent. In terms of tourism specific assets, Accommodation for visitors was estimated at UGX 3.2 trillion compared to UGX 8.9 trillion gross fixed capital formation for accommodation, representing 35.7 percent of the total investment for accommodation. Other non-residential buildings and structures proper to tourism industries were estimated at UGX 1.1 trillion compared to UGX 12.4 trillion gross fixed capital formation for non-residential buildings and structures, representing 8.8 percent.

Passenger transport equipment for tourism purposes was estimated at UGX 1.015 trillion compared to UGX 2.6 trillion gross fixed capital formation for Passenger transport equipment, representing 39.6 percent. Regarding other machinery and equipment for production of tourism products, UGX 1.2 trillion compared to UGX 7.4 trillion gross fixed capital formation was recorded translating into 15.9 percent.

Table 9.1: TSA Table 8 - Tourism gross fixed capital formation of tourism industries and other industries 2019 (Million Shillings)

Tourism gross fixed capital formation of tourism industries and other industries				
	Accommodation for Visitors	Food and Beverage serving industry	Passenger Transport	Other Machinery and Equipment
Products	(8.1)	(8.2)	(8.3)	(8.4)
I. Tourism-specific fixed assets				
1. Accommodation for visitors	3,172,391			
2. Other non-residential buildings and structures proper to tourism industries		1,094,101		
3. Passenger transport equipment for tourism purposes			1,015,414	
4. Other machinery and equipment specialized for the production of tourism characteristic products				1,094,101
5. Improvements of land used for tourism purposes				
Other Products				
II. Investment by the tourism industries in other non-tourism-specific produced assets	5,707,985	11,353,739	1,549,009	6,155,318
(I + II). Total	8,880,375	12,447,841	2,564,423	7,318,237
Tourism-specific fixed assets - Government				
III. Other non-financial assets (*)				

Source: Uganda Adjusted Supply and Use Table 2018/19, UBOS Statistical Abstract 2020

Non-tourism-specific fixed assets on the other hand were estimated at UGX 24.8 trillion translating into 73.2 percent of the total gross fixed capital formation.

In conclusion, Direct contribution of Tourism to Gross fixed capital formation was UGX 6.4 trillion representing 19.0 percent

Table 9.2: TSA Table 8- Tourism gross fixed capital formation of tourism industries and other industries 2019 continued

	TOTAL	Other industries	Tourism gross fixed capital Formation	Tourism (%)
Products	(8.5)	(8.6)	(8.7)= (8.5) + (8.6)	(8.8)=(8.5)/(8.7)
I. Tourism-specific fixed assets				
1. Accommodation for visitors	3,172,391	5,707,985	8,880,375	35.7
2. Other non-residential buildings and structures proper to tourism industries	1,094,101	11,353,739	12,447,841	8.8
3. Passenger transport equipment for tourism purposes	1,015,414	1,549,009	2,564,423	39.6
4. Other machinery and equipment specialized for the production of tourism characteristic products	1,162,919	6,155,318	7,318,237	15.9
5. Improvements of land used for tourism purposes				
Other Products				
II. Investment by the tourism industries in other non-tourism-specific produced assets	24,766,050	2,636,789	27,402,839	
(I + II). Total	6,444,825	27,402,839	33,847,664	19.0
Tourism-specific fixed assets - Government	1,507,459	6,409,587	7,917,046	
III. Other non-financial assets (*)				

Source: Uganda Adjusted Supply and Use Table 2018/19, UBOS Statistical Abstract 2019





TOURISM
COLLECTIVE
CONSUMPTION

10.0

TSA TABLE 9: TOURISM COLLECTIVE CONSUMPTION

10.1 Introduction

A collective consumption service is defined as a service provided simultaneously to all members of the community or to all members of a particular section of the community, such as all households living in a particular region/country. Collective services are automatically acquired and consumed by all members of the community, or section of the community, without any action on their part. Examples of such services are “the provision of security and defence, the maintenance of law and order, legislation and regulation, the maintenance of public health, the protection of the environment etc.” One can add also, “research and development and infrastructure and economic development”

The Government plays an important role in tourism development in Uganda. As one of the priority sectors, the Government recognizes tourism as a fundamental opportunity that should be harnessed as a priority to facilitate socio-economic transformation of Uganda into a prosperous upper middle-income country. It's therefore no coincidence that the Government establishes the legal framework for tourism activities and establishes certain controls on the production of services. The Government guarantees the quality of the service that is provided through requiring that tourism stakeholders maintain minimum acceptable standards and the issuance of licenses to tourism enterprises. It provides guidelines for the preservation of the environment and the cultural and historical heritage.

It studies the flows of visitors and might develop or promote public initiatives to attract visitors to specific locations at certain moments of the year.

The Government organizes important events and coordinates private initiatives that are involved in serving visitors. In certain cases, it organizes and controls the financing of the required investments for tourism. These functions are performed at different levels of Government: at central and local government. The value of these different activities developed by the public administration can be established along the same parameters of measurement as any other collective non-market services; that is through their cost of production. The value of consumption is, by convention, equal to the value of production.

TSA Table 9 shows a list of non-market services that are to be considered as tourism collective non-market services according to the Classification of the Functions of Government (COFOG).

TSA Table 9 compiles this information by product and level of government (Central and Local).

10.2 Sources of data

The sources of data for this section include the following;

- (i) MTWA Quarterly performance report CY 2019
- (ii) MTWA Annual report 2019/20
- (iii) Bank of Uganda Budget estimates, 2019
- (iv) UBOS Budget Estimates FY 2019/20
- (v) Approved Estimates OF Revenue AND Expenditure (Recurrent and Development) FY 2019/20
- (vi) UNRA Annual performance report 2019/20
- (vii) MoFPED Fiscal Expenditure FY 19/20; Local Government releases

Table 10.1 (TSA Table 9) shows that total collective consumption largely related to tourism was valued at 903.34 billion Uganda shillings. This represents 2.41 percent of the total collective consumption in Uganda. The collective consumption from expenditure by the Central government is 903.11 billion Uganda shillings, while at local government level is 220 million Uganda shillings only.

The highest expenditure for tourism related consumption is on Public administrative services, contributing 78.1% of the total tourism collective consumption. This is especially due to the government's widespread construction of tourism roads across the country. The consumption of Tourism promotion services constituted 20.83% (Ushs 188.16 billion) while consumption on Educational support services constituted 0.58% (Ushs 5.28 Billion). Consumption of Market research and Police and fire protection services constituted of 0.13% (1.20 billion) and 0.34% (3.08 billion) shillings respectively.

It should also be noted that tourism promotional services were conducted at National and at Local Government levels. National tourism promotion services were 99.88% of the all tourism promotion services, and Local Government tourism promotion services comprised of only 0.12% of total tourism promotion services.

The memorandum item consisted of expenditure by private sector associations. Data was obtained from the Uganda Tourism Association (UTA), the umbrella institution for all tourism associations in Uganda. They incurred expenditure on tourism promotion services on behalf of its members to a tune of Ushs 0.26 Billion in 2019.

Table 10. 1: TSA Table 9: Tourism collective consumption by products and levels of government (billion Ushs)

	Levels of Government				Tourism ratio
	National	Regional	Local	Tourism ratio(%)	
Products (*)	(9.1)	(9.2)	(9.3)	(9.4) = (9.1) + (9.2) + (9.3)	Intermediate consumption by the tourism industries
85561 Tourism promotion services (Ushs Bn)	187.93	-	0.22	188.16	0.26
85562 Visitor information services	-	-	-	-	
91135 Public administrative services related to the distributive and catering trades, hotels and restaurants	-	-	-	-	
91136 Public administrative services related to tourism affairs (Ushs Bn)	705.63	-	-	705.63	
Part of:					
83700 Market research and public opinion poll-	1.20	-	-	1.20	
91260 Police and fire protection services	3.08	-	-	3.08	
92919 Other education and training services, n.e.c.	-	-	-	-	
92920 Educational support services (Ushs Bn)	5.28	-	-	5.28	
Total	903.11	-	0.22	903.34	0.26
Total collective consumption in Uganda				37,480.54	
%Age of Tourism Collective Consumption				2.41	

Source: Various Ugandan Government Institutions

X Does not apply.

(*) CPC, Ver. 2 subclass.

(**) This column reflects the expenditure by the tourism industries in tourism promotion or other services related to the products described, when relevant.



NON-MONETARY
INDICATORS

11.0

TSA TABLE 10: NON-MONETARY INDICATORS

11.1 Introduction

TSA Table 10 presents a few quantitative indicators that are related to the previous tables and are important for the interpretation of the monetary information presented. The indicators include number of trips by forms of tourism, classes of visitors and duration of the stay; physical indicators regarding types of accommodation; modes of transport used by non-resident visitors travelling to Uganda; and number and size of the establishments belonging to tourism industries. The data contained in this table will assist in the use of non-monetary indicators as a key element in tourism analysis.

The TSA Table 10 is divided into 4 sections;

- a. Number of trips and overnights by forms of tourism and classes of visitors; tourists and excursionists for inbound, outbound and domestic tourism.
- b. Inbound tourism: number of arrivals and overnights by modes of transport
- c. Number of establishments and capacity by types of accommodation
- d. Number of establishments in tourism industries classified according to average number of jobs

11.2 TSA Table 10a - Number of trips and overnights by forms of tourism and classes of visitors

Table 11.1 (TSA Table 10a) presents the number of trips and overnights by form of tourism and classes of visitors for Inbound, Domestic and Outbound visitors (both same-day and tourists)

Table 11. 1 (TSA Table 10a): Number of trips and overnights by forms of tourism and classes of visitors, 2019

	Inbound Tourism		Domestic Tourism		Outbound Tourism	
	Tourists (overnight visitors)	Excursionists (same-day visitors)	Tourists (overnight Visitors)	Excursionists (same-day visitors)	Tourists (overnight visitors)	Excursionists (same-day visitors)
Number of trips	1,468,876	73,744	8,608,132	12,882,828	297,380	
Number of overnights	12,191,712		23,458,783		4,758,080	

Source: Uganda Migration Statistics 2019 (MoIA), Uganda National household Survey 2019/20, Bank of Uganda Outbound survey 2019, Tourist Expenditure and Motivation Survey 2019

11.3 TSA Table 10b- Inbound tourism: Number of arrivals and overnights by modes of transport

Close to 580,000 inbound visitor arrivals (35.8 percent) were made by air through scheduled flights, the rest of the inbound arrivals (64.2 percent) reported to have used Road as their mode of travel in 2019 as shown in Table 11.2.

Table 11. 2 (TSA Table 10b): Inbound tourism: Number of arrivals and overnights by modes of transport, 2019

	Number of Arrivals	Number of Overnights
1. Air	579,957	4,583,548
1.1. Scheduled flights	579,957	4,583,548
1.2. Unscheduled flight		
1.3. Private aircraft		
1.4. Other modes of air transport		
2. Waterway		
2.1. Passenger line and ferry		
2.2. Cruise ship		
2.3. Yacht		
2.4. Other modes of water transport		

	Number of Arrivals	Number of Overnights
3. Land	962,663	7,608,165
3.1. Railway		
3.2 Motor coach or bus and other public road transportation		
(i) Taxis, limousines and rental private motor vehicle with driver		
(ii) Rental of man or animal drawn vehicle		
3.4. Owned private vehicle (with capacity up to 8 persons)		
3.5. Vehicle rental without operator (up to 8 persons)		
3.6. Other modes of land transport (horseback, bicycle, motorcycles, etc.		
3.7. On foot		
Total	1,542,620	12,191,712

Source: Uganda Migration Statistics 2019 (MoIA), Tourist Expenditure and Motivation Survey 2019

11.4 TSA Table 10c- Number of establishments and capacity by types of accommodation

Table 11.3 reveals that Uganda has a total of 22,616 accommodation establishments. These include Hotels, Resort hotels, Motels, Motor hotels, Guesthouses, Bed and breakfast units, Time-share units, Chalets, housekeeping cottages, cabins, among others.

Table 11.3: (TSA Table 10c): Number of establishments and capacity by types of accommodation

	Accommodation for visitors in ISIC 55		
	Short-term Accommodation Activities	Camping grounds, recreational vehicle parks and trailer parks	Other accommodation
Number of establishments	22,616		
Capacity (rooms)	350,550		
Capacity (beds)	371,221		
Capacity utilization (rooms) %	51.9		
Capacity utilization (beds) %	45.8		

Source: MAPU 2016/17, UBOS Quarterly Accommodation Surveys 2019 and 2014 National Population and Housing Census

11.5 TSA Table 10d- Number of establishments in tourism industries classified according to average number of jobs

A total of 998,876 Tourism establishments were available in 2019 with the majority employing between an average number of between 1 to 4 workers (85.2 percent of the total number of Establishments). 10.3 percent of the establishments (103,107) employed between 5 to 9 workers while less than 5 percent offered more than 10 jobs in 2019.

Table 11.4: TSA Table 10d- Number of establishments in tourism industries classified according to average number of jobs (2019)

#	Tourism industries	1-4	5-9	10-19	20-49	50-99	>100	TOTAL
1.	Accommodation services for visitors	17,585	2,631	2,237	141	20	2	22,616
2.	Food- and beverage-serving industry	699,192	93,213	30,350	11,408	7	52	834,222
3.	Road, Air, Rail and Water passenger transport	102,507	3	6	9	377	6	102,908
4.	Travel agencies and other reservation industry*	1,733	226	-	1	36	-	1,996
5.	Cultural industry**	29,973	7,033	87	37	3	1	37,134
	Total	850,989	103,107	32,680	11,596	443	61	998,876
	Percentage	85.2	10.3	3.3	1.2	0.04	0.01	100

*Includes transport equipment rental

**Includes culture, sports and recreation

Source: MAPU 2016/17

12.0

CONCLUSION

This Tourism Satellite Account (TSA) Report 2023 provides an assessment of the contribution of tourism to the economy of Uganda in 2019 using tourism satellite account methodology. The ten tables were systematically constructed using both primary and secondary information. TSA Tables 1 to 3 focused on categories of tourism expenditure that were observable from visitors through surveys. TSA Table 4 led to the estimation of total internal tourism consumption by summing domestic and inbound tourism expenditure (from TSA Tables 1 and 2). The internal tourism consumption was then compared to domestic supply (by product) under TSA Table 6.

TSA Table 5 (the supply table) focused on tourism characteristic products and tourism industries i.e. all products that circulate in Uganda's economy (in rows) as well as all industries (in columns). The column other industries showed the aggregated value of supply corresponding to all industries other than tourism industries in the economy.

TSA Table 6 presented an overall reconciliation of internal tourism consumption with domestic supply. Tourism direct gross value added (TDGVA) and Tourism direct gross domestic product (TDGDP) are the indicators of the direct contribution of tourism to total value added or total GDP and these were derived from this table.

Table 7 presented employment in the tourism related industries. TSA Table 8 provided an estimation of Tourism Gross Fixed Capital Formation of tourism industries and other industries. Tourism Collective Consumption by product and level of government was tabulated under TSA Table 9. Table 10 presented a number of non-monetary indicators that are required to assist the interpretation of the information presented in TSA Tables 1 to 7. From the completed 10 tables of the TSA, the following aspects were captured:

tourism's contribution to Gross Domestic Product, number of jobs created by tourism in the economy, amount of tourism investment, tourism collective consumption and the non-monetary indicators.

In 2019, inbound tourism (Tourism Exports) generated UGX 4,580.4 billion (TSA Table 1) while Outbound tourism expenditure (Tourism imports) estimated amounted to UGX 1,666.28 billion (TSA Table 3).

Tourism trade balance with the rest of the world (inbound tourism net export) was estimated at UGX 2.9 trillion surplus in 2019 compared to UGX 13.4 trillion deficit registered for the total economy in the same year (TSA Table 6).

Domestic tourism expenditure amounted to UGX 2,965.9 billion in the year 2019 (TSA Table 2)

Internal Tourism Expenditure was estimated at UGX 7,546.27 billion in 2019 (covering both the Inbound and Domestic tourism expenditure). The 2019 TSA estimates internal tourism consumption to be UGX 7,996.92 billion (at market prices) covering both international inbound and domestic tourism expenditure plus other components of tourism consumption amounting to UGX 450.65 billion (TSA Table 4). The Gross Value Added of the tourism industries (GVATI) is estimated at about UGX 4,366.73 billion (TSA Table 5). Tourism Direct Gross Value Added (TDGVA), arising from all resident industries in the provision of goods and services to visitors, is estimated at UGX 4,828.99 billion (equivalent to approximately 3.72% of Gross Value Added) (TSA Table 6).

Tourism Direct Gross Domestic Product (TDGDP) was estimated at UGX 5,093.15 billion. This is measured at market prices and involves adding back product taxes less subsidies to TDGVA, and represents 3.64% of Gross Domestic Product (TSA Table 6). The Direct Contribution of Tourism to GDP (3.64 percent) is comparable with Livestock (3.6 percent), Forestry

(4.0 percent) and Education (4.3 percent) and much higher than Transportation and Storage (3.4 percent), Human Health and Social Work Activities (3.2 percent), Financial and Insurance Activities (2.7 percent) among others. (TSA Table 6).

In 2019, Tourism direct Contribution to employment was estimated at 14.7 percent of total employment meaning that at least 1 in 10 persons employed is directly employed in Tourism. The Tourism sector directly employed 1,559,147 persons in FY2016/17, out of which 739,573 persons (47.4 percent) were employees while 819,574 persons (52.6 percent) were self-employed. (TSA Table 7).

TSA Table 8 provided an estimation of Tourism Gross Fixed Capital Formation of tourism industries and other industries. The Total Gross fixed capital formation was estimated at UGX 33.8 trillion for the year 2019, of which Direct contribution of Tourism to Gross capital Formation was valued at UGX 6.4 trillion representing 19.0 percent. Collective consumption on tourism by the local, regional and national governments was estimated at UGX 903.34 billion during 2019/20 financial year and the contribution of Tourism to collective consumption was estimated at 2.41 percent (TSA Table 9).

The TSAs have several uses such as assessing the impact of investments in the sector, the role of tourism in economic growth and development and serve as a basis for decision-making. Generally, TSAs can also be used to assess tourism yield, profitability, productivity, natural resource utilization (carbon footprints etc), sustainable development, poverty reduction efforts, employment creation and entrepreneurship formation. More detailed analyses of the impact of tourism and evaluation of different policy regimes can be undertaken using techniques such as the multiplier analysis, input-output analysis and computable general equilibrium (CGE) models.

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APPENDICES

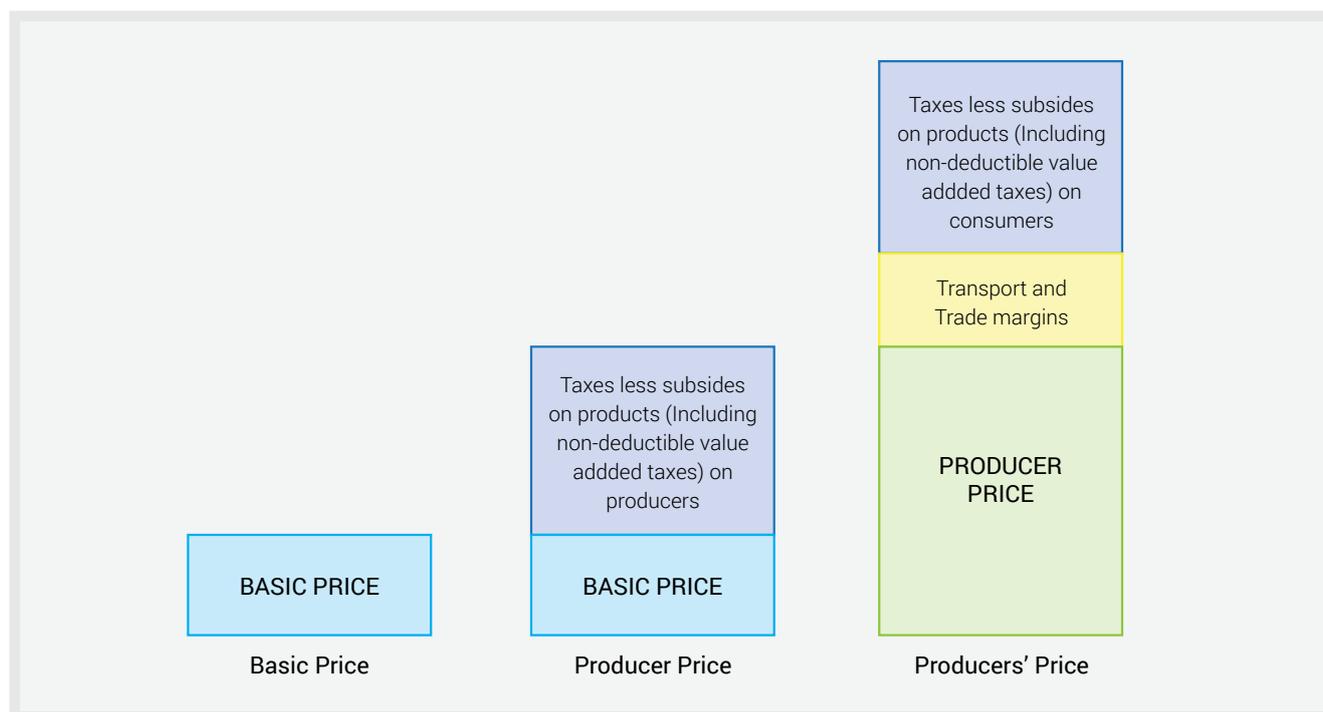
Appendix 1: Reservation Services

Table 1.3: Summary Presentation of the Aggregated Effects of Extracting Reservation Services from the Value of the Services they sell in a selection of Cases

COUNTY OF RESIDENCE OF					
The Visitor	The Provider of Reservation Services	The Provider of Intermediated Service (e.g. International Transportation)	Commented Case	Traditional Recording for Country A	Effect of Extracting Reservation Services
A	A	A	(a)	Domestic Tourism Consumption: Total International Transport	Domestic Tourism Consumption: different breakdown
A	A	B	(b)	Outbound Tourism Consumption A: Export of Reservation Services Purchased by International Transportation	Reservation Services in Domestic Tourism Consumption: International Transportation in Outbound Tourism Consumption (Value Net of Reservation Services)
A	B	B	(c)	Outbound Tourism Consumption: Total International Transport	Outbound Tourism Consumption: Different Product Breakdown
B	B	A	(d)	Inbound Tourism Consumption: Total International Transport; Import of Reservation Services purchased by International Transport	Reservation Services excluded from Tourism Consumption: International Transportation in Inbound Tourism Consumption (Value Net of Reservation Services).
B	A	A	(e)	Inbound Tourism Consumption: Total International Transport	Inbound Tourism Consumption: Different Product Breakdown

Source: TSA RMF 2008

Figure 1.2. Relationships between Basic, Producer and Purchaser's Prices



Source: SNA 93

Appendix 2: Inbound Tourism

Introduction

Table 2.7: Basic Data and Indicators for Inbound Tourism

1.	INBOUND TOURISM	Units	2019	%
	Data			
	Arrivals			
1.1	Total	('000)	1,542,620	100
1.2	Overnight visitors (tourists)	('000)	1,468,876	95.2
1.3	Same-day visitors (excursionists)	('000)	73,744	4.8
1.4	* of which, cruise passengers	('000)		
	Arrivals by region			
1.5	Total	('000)	1,542,620	100
1.6	Africa	('000)	1,044,227	67.7
1.7	Americas	('000)	150,440	9.8
1.8	East Asia and the Pacific	('000)	38,335	2.5

1.	INBOUND TOURISM	Units	2019	%
1.9	Europe	('000)	248,800	16.1
1.10	Middle East	('000)	29,858	1.9
1.11	South Asia	('000)	30,960	2.0
1.12	Other not classified	('000)		
1.13	* of which, nationals residing abroad	('000)		
	Arrivals by main purpose			
1.14	Total	('000)	1,542,620	100
1.15	Personal	('000)	911,688	59.1
1.16	* holidays, leisure and recreation	('000)	297,726	19.3
1.17	* other personal purposes	('000)	613,962	39.8
1.18	Business and professional	('000)	630,932	40.9
	Arrivals by mode of transport			
1.19	Total	('000)	1,542,620	100
1.20	Air	('000)	579,957	38
1.21	Water	('000)		
1.22	Land	('000)	962,663	62
1.23	* railway	('000)		
1.24	* road	('000)	962,663	62
1.25	* others	('000)		
	Arrivals by form of organization of the trip			
1.26	Total	('000)	1,542,620	100
1.27	Package tour	('000)	125,302	8.1
1.28	Other forms	('000)	1,417,318	91.9
	Indicators			
1.39	Average size of travel party	Persons	1.9	
	Average length of stay		8.3	
1.44	Average expenditure per day	US\$	111	

Table 2.8 and 2.9 present international inbound Tourism arrivals in 2019.

Table 2.8: Purpose of Visit to Uganda, 2019

#	Main Purpose of Visit	2019	Percent (%)
1.	Leisure, Recreation and Holidays	297,726	19.3
2.	Holidays, recreation	297,726	19.3
2.	Visiting Friends and Relatives	435,019	28.2
3.	Visit friends, relatives	435,019	28.2
4.	Business and Professional	630,932	40.9
5.	Study	131,123	8.5
6.	Business	308,524	20.0
7.	Meetings, conferences, congresses	191,285	12.4
8.	Health Treatment	23,139	1.5
9.	Health	23,139	1.5
10.	Religion/Pilgrimages	43,193	2.8
11.	Religion/pilgrimages	43,193	2.8
12.	Others	112,611	7.3
13.	Shopping	66,333	4.3
14.	Not stated	4,628	0.3
15.	Volunteering	27,767	1.8
16.	Others	13,884	0.9
	Total	1,542,620	100

Source: Uganda Bureau of Statistics and The Tourism Expenditure and Motivation Survey, 2019

Table 2.9: Purpose of visit by country of residence (2019)

Country of Usual residence	Business & Professional	Leisure & Holiday	VFR	Others	Total
Africa	495,301	68,545	345,148	135,233	1,044,227
Kenya	180,214	28,741	123,028	74,837	406,820
Dr. Rep Congo	108,718	5,896	37,571	20,006	172,191
Rwanda	43,856	5,896	90,614	15,560	155,926
Tanzania	61,545	8,106	32,415	10,744	112,810
Burundi	26,903	2,579	17,312	7,410	54,204
South Sudan	21,006	2,948	18,417	2,964	45,335

Country of Usual residence	Business & Professional	Leisure & Holiday	VFR	Others	Total
South Africa	18,058	8,106	5,157	1,111	32,432
Ethiopia	4,791	737	5,525	-	11,053
Other Africa	30,210	5,536	15,109	2,601	53,456
America	41,277	58,953	30,204	20,006	150,440
United States	32,431	39,795	21,364	15,190	108,780
Canada	2,211	9,580	5,525	741	18,057
Other America	6,635	9,578	3,315	4,075	23,603
Asia	15,482	9,577	4,050	1,851	30,960
India	5,528	2,579	1,473	1,111	10,691
China	3,685	1,842	368	-	5,895
Japan	1,106	1,842	737	370	4,055
Bangladesh	737	1,474	368	-	2,579
Other Asia	4,426	1,840	1,104	370	7,740
Europe	67,076	120,858	44,568	16,298	248,800
United Kingdom	14,004	30,583	12,155	4,446	61,188
Germany	11,793	27,635	12,524	2,593	54,545
Netherlands/ Holland	8,108	12,160	4,052	1,111	25,431
France	8,845	6,264	1,842	370	17,321
Belgium	2,580	6,633	-	741	9,954
Italy	1,843	5,896	1,105	741	9,585
Sweden	6,634	368	2,210	370	9,582
Denmark	2,211	3,316	2,210	370	8,107
Norway	1,474	3,316	2,210	-	7,000
Switzerland	1,474	4,422	-	741	6,637
Spain	-	4,790	1,105	741	6,636
Austria	1,106	2,579	1,842	741	6,268
Other Europe	7,004	12,896	3,313	3,333	26,546
Middle East	5,899	14,001	7,366	2,592	29,858
Israel	3,317	8,106	1,105	1,482	14,010
UAE/Dubai/Abu Dhabi/Sharjah	1,106	1,474	3,683	-	6,263
Iran	-	3,685	368	-	4,053
Other Middle East	1,476	736	2,210	1,110	5,532

Country of Usual residence	Business & Professional	Leisure & Holiday	VFR	Others	Total
Oceania	5,897	25,792	3,683	2,963	38,335
Australia	4,422	21,740	2,578	2,223	30,963
New Zealand	737	2,579	737	-	4,053
Other Oceania	738	1,473	368	740	3,319
Total	630,932	297,726	435,019	178,943	1,542,620

Source: Uganda Bureau of Statistics and the Tourism Expenditure and Motivation Survey, 2019

2.1 Sample

To complement Visitor Arrivals Numbers, the Tourism Expenditure and Motivation Survey 2019 was conducted September 2019 under the supervision of the Ministry of Tourism, Wildlife, and Antiquities (MTWA), the Uganda Bureau of Statistics (UBOS), Bank of Uganda (BOU), Uganda Tourism Board (UTB) and the Uganda Wildlife Authority (UWA). A total of 4,184 respondents were sampled from the Arrivals and Departure Statistics at seven high traffic departure points, namely: Entebbe International Airport, Katuna, Malaba, Busia, Cyanika, Mirama Hills and Mutukula. The TEMS survey was designed to collect data that would facilitate a better understanding of the status of the tourism sector in Uganda. The main objective of the survey was to provide reliable information about visitors to Uganda, including their number, length of stay, expenditure, travel arrangement and their demographic characteristics. Report can be downloaded from the Tourism Expenditure and Motivation Survey Report 2019.

2.2 Comparison of Sample and the Total Arrivals in 2019

Table 2.10 and 2.11 present a comparison of the Sample and the total arrivals by Region of Residence and Purpose of Visit.

Table 2.10: Comparison of Sample and Universe – Region/ Nationality

Continent	Arrivals	Percent (%)	Entire Sample (n)	Percent (%)	Under (-)/ Over (+) Sampled
Africa	1,044,227	67.7	2,832	67.7	(-)
Asia	30,960	2.0	166	4.0	(-)
Europe	248,800	16.1	674	16.1	(+)
America	150,440	9.8	410	9.8	(+)
Middle East	29,858	1.9	102	2.4	(+)
Oceania	38,335	2.5			
Total	1,542,620	100	4,184	100	

Source: The Tourism Expenditure and Motivation Survey, 2019 and Estimates of the Uganda TSA Committee.

Table 2.11: Comparison Of Sample And Universe – Purpose

Mode of Travel/Purpose	Arrivals	Percent (%)	Entire Sample (n)	Percent (%)
Business & Professional	630,932	40.9	1,712	40.9
Holidays, Leisure & Recreation	297,726	19.3	808	19.3
Other	178,943	11.6	483	11.5
VFR	435,019	28.2	1,181	28.2
Total	1,542,620	100	4,184	100

Source: The Tourism Expenditure and Motivation Survey, 2019 and Estimates of the Uganda TSA Committee.

2.3 Estimating Day-Visitor Numbers and Tourist Numbers

The inbound tourism arrivals include the same day and overnight visitors. In order to extract Overnight Visitor arrivals, the number of same day visitors needs to be estimated and deducted from total arrivals. A total of 73,744 same day visitor arrivals were recorded in 2019. This represents 4.8 percent of all visitor arrivals in 2019 as shown in Table 7.

Table 2.12: Estimated Tourist Arrivals and Day Visitors

Purpose of Visit	Arrivals	Percent (%)	Entire Sample (n)	Percent (%)	Day-visits Sample (n)	Percent (%)	Implied Day Visitor %age	Implied Day Visitors (excursionists)
	A	B	C	D	E	F	G	H
Business & Professional	630,932	40.9	1712	40.9	168	84.0	9.8	61,914
Holidays, Leisure & Recreation	297,726	19.3	808	19.3	3	1.5	0.4	1,105
Others	178,943	11.6	483	11.5	20	10.0	4.1	7,410
Visiting Friends and Relatives	435,019	28.2	1181	28.2	9	4.5	0.8	3,315
Total	1,542,620	100	4,184	100	200	100	4.8	73,744

Source: The Tourism Expenditure and Motivation Survey, 2019 and Estimates of the Uganda TSA Committee.

2.4 Day-Visitor Expenditure in The Sample Survey

The average expenditure per day for Same day visitors in 2019 was UGX 92,613 and Median expenditure was UGX 70,386

Table 2.13: Average Spend by Day–Visitors (Sample Unweighted)

Region of the Respondent (by Nationality)	Interviewed Visitors	Total Members	Mean Expenditure USHS	Median USHS
Africa	188	220	60,213	
Asia	2	8	103,800	
Europe	5	8	112,240	
America	4	6	144,500	
Middle East	1	0	95,760	
Oceania				
Total	200	242	92,613	70,386

Source: The Tourism Expenditure and Motivation Survey, 2019 and Estimates of the Uganda TSA Committee.

Table 7 below shows that same day visitors spent a total of UGX 6,829.1 billion during the year 2019.

Table 2.14: Day Visitor Expenditure (Weighted)

Region of Day Visitor (Nationality)	Estimated Daytrip Arrivals	Average Spend in the Day USHS	Computed Total Day Visitor Expenditure USHS
	A	B	C
Africa	69,320	89,888	6,231,043,767
Asia	373	103,800	38,717,400
Europe	1,846	162,507	299,987,807
America	1,468	154,500	226,806,000
Middle East	293	95,760	28,057,680
Oceania	444	11,300	5,018,175
TOTAL	73,744	92,613	6,829,630,829

Source: The Tourism Expenditure and Motivation Survey, 2019 and Estimates of the Uganda TSA Committee.

2.5 Estimating the Number of Tourists Arrival in The Year

To estimate Overnight Visitors, a comparison by purpose of visit was made for the Arrivals and sample to get implied overnight visitors. There were 1,468,881 tourists in 2019. This was 95.2 percent of all visitor arrivals in the country for 2019

Table 2.15: Estimated Tourist Arrivals and Day Visitors 2019 (By Mode and Purpose of Travel)

Purpose of Visit	Arrivals	Percent (%)	Entire Sample (n)	Percent (%)	Overnight Visits Sample (n)	Percent (%)	Implied Tourist %age	Implied Overnight Arrivals (Tourists)
	A	B	C	D	E	F	G	H
Business & Professional	630,932	40.9%	1712	40.9%	1,544	38.8%	90.2%	569,018
Holidays, Leisure & Recreation	297,726	19.3%	808	19.3%	805	20.2%	99.6%	296,621
Others	178,943	11.6%	483	11.5%	463	11.6%	95.9%	171,533
Visiting Friends and Relatives	435,019	28.2%	1181	28.2%	1,172	29.4%	99.2%	431,704
Total	1,542,620	100%	4,184	100%	3,984	100%	95.2%	1,468,876

Source: The Tourism Expenditure and Motivation Survey, 2019 and Estimates of the Uganda TSA Committee.

2.6 Tourists' length of Stay

The average length of stay of overnight visitors in 2019 was 8.3 nights and total nights spent by inbound overnight visitors was 12.2 million nights

Table 2.16: Tourists Average Length of Stay by Nights (Sample Unweighted)

Departure by Air/Road/Purpose of visit	Entire Sample (n)	Total Nights (2019)	Average Length of Stay (Nights)	Median Nights
Business & Professional	1,718	5,154	3	2
Holidays, Leisure & Recreation	805	6,118	7.6	6
Other	289	6,156	21.3	7
VFR	1,172	7,501	6.4	5
Total	3,984	33,067	8.3	4

Source: The Tourism Expenditure and Motivation Survey, 2019 and Estimates of the Uganda TSA Committee.

The Median nights in 2019 were 4 nights. The about 1,468,876 tourists generated 12.2 million nights.

Table 2.17: Tourist Average Length of Stay by Nights (Weighted)

Departure by Air/Road/Purpose of visit	Tourist Arrivals 2019	Average Length of Stay (Nights)	TOTAL NIGHTS (2019)	Median Nights
	A	B	C	D
Business & Professional	569,018	3	1,707,060	2
Holidays, Leisure & Recreation	296,621	7.6	2,254,327	6
Other	171,533	21.3	3,653,674	7
VFR	431,704	6.4	2,762,912	5
Total	1,468,876	8.3	12,191,712	4

Source: The Tourism Expenditure and Motivation Survey, 2019 and Estimates of the Uganda TSA Committee.

2.7 Estimating Non-Package and Package Visitors

To estimate Non-package and package Visitors, a comparison by purpose of visit was made for the Arrivals and sample to get implied package and Non-Package visitors. In 2019, there were 1,417,318 Non-Package visitors and 125,302 Package visitors as shown in Table below;

Table 2.18: Visitors by Package or Non-Package Tours

Purpose of Visit	Arrivals	Percent (%)	Entire Sample (n)	Percent (%)	Non-Package Visit Sample (n)	Percent (%)	Package Visit Sample (n)	Percent (%)	Implied Non-Package %age	Implied Package %age	Implied Non-Package Arrivals	Implied Package Arrivals
	A	B	C	D	E	F	G	H	I	J	K	L
Business & Professional	630,932	40.9%	1,712	40.9%	1,684	43.8%	28	9.0%	98.4%	1.6%	620,613	10,319
Holidays, Leisure & Recreation	297,726	19.3%	808	19.3%	514	13.4%	294	94.2%	63.6%	36.4%	189,395	108,331
Others	178,943	11.6%	483	11.5%	473	12.3%	10	3.2%	97.9%	2.1%	175,238	3,705
Visiting Friends and Relatives	435,019	28.2%	1,181	28.2%	1,173	30.5%	8	2.6%	99.3%	0.7%	432,072	2,947
Total	1,542,620	100%	4,184	100%	3,844	100%	312	100%	91.9%	7.5%	1,417,318	125,302

Source: The Tourism Expenditure and Motivation Survey, 2019 and Estimates of the Uganda TSA Committee.

2.8 Estimation of Tourist Expenditure

The total estimated Tourist Expenditure in 2019 before adjustments was UGX 5,174.4 billion. The Non-Package Visitors spent UGX 4.4 trillion while the Package Visitors spent UGX 0.74 trillion in 2019

Table 2.19: Tourist Expenditure Per Night and Total Expenditure (Weighted)

	Tourists	Earnings from Package Visitors				Earnings from Non-Package Visitors				Tourist Expenditure
		Mean per person per night	Arrivals by Package (Computed from Proportion of Survey)	Average Length of Stay	Earnings from Package Tours	Mean per person per night	Arrivals by Non-Package (Computed from Proportion of Survey)	Average Length of Stay	Earnings from Non-Package Tours	
		A	B	C	D	E	F	G	H	
Business & Professional	569,018	611,243	9,306	8.3	47,214,176,498	466,767	559,712	8.3	2,168,418,360,607.77	2,215,632,537,106
Holidays, Leisure & Recreation	296,621	755,719	107,929	8.3	676,979,523,487	526,040	188,692	8.3	823,852,565,363.84	1,500,832,088,851
Other	171,533	188,930	3,551	8.3	5,569,032,254	370,450	167,982	8.3	516,500,442,414.53	522,069,474,669
VFR	431,704	537,153	2,924	8.3	13,037,734,864	259,315	428,780	8.3	922,869,318,657.84	935,907,053,521
Grand Total	1,468,876	692,742	123,711	8.3	742,800,467,103	396,382	1,345,165	8.3	4,431,640,687,043.98	5,174,441,154,147

Source: *The Tourism Expenditure and Motivation Survey, 2019 and Estimates of the Uganda TSA Committee.*

The Tourists Expenditures were broken down into spending categories using proportions from the Per person expenditures in 2019.

Table 2.20: Breakdown of Estimated International Tourism Expenditure 2019

#	Category of Spending in Uganda	Per Person Expenditure	Average of the Weightings
		A	B
1.	Accommodation	240	33.7
2.	Food and Beverages	146	20.5
3.	Air Passenger Transport	6	0.8
4.	Road Passenger Transport	73	10.2
5.	Water passenger Transport	2	0.3
6.	Travel agencies and other reservation services ¹	31	4.3
7.	Cultural Services ²	39	5.5
8.	Sports and recreational services ³	17	2.4
9.	Retail Trade	85	11.9
10	Others	74	10.4
	Total	713	100

Source: *Economic and Statistical Analysis of Tourism Expenditure and Motivation Survey 2019*

Tourists spent a total of UGX 4.575 trillion in 2019.

Table 2.21: Breakdown of Estimated International Tourism Expenditure 2019-Tourists

	Category of Spending in Uganda	Tourist Expenditure before adjustments	Tourist Expenditure after adjustments	%
		A	B	C
1	Accommodation	1,741,747,373,065	1,786,742,513,536	39.1
2	Food and Beverages	1,059,562,985,281	1,082,060,555,516	23.7
3	Air Passenger Transport	43,543,684,327	43,543,684,327	1.0
4	Road Passenger Transport	529,781,492,641	529,781,492,641	11.6
5	Water passenger Transport	14,514,561,442	14,514,561,442	0.3
6	Travel agencies and other reservation services	224,975,702,354	157,482,991,648	3.4
7	Cultural Services	283,033,948,123	268,882,250,717	5.9
8	Sports and recreational services	123,373,772,259	123,373,772,259	2.7
9	Retail Trade	616,868,861,294	17,190,455,506	0.4
10	Others	537,038,773,362	551,190,470,768	12.0
	Total	5,174,441,154,147	4,574,762,748,358	100

Source: *The Tourism Expenditure and Motivation Survey, 2019 and Estimates of the Uganda TSA Committee.*

The same day Visitor Expenditures were broken down using the weights obtained from the Tourism Expenditure and Motivation Survey, 2019. A total of UGX 5.64 billion was spent by same day inbound visitors in 2019.

Table 2.22: Breakdown of Estimated International Tourism Expenditure 2019-Excursionists

Category of Spending in Uganda	Same day (Excursionist) Inbound Visitor Expenditure	Same day (Excursionist) Inbound Visitor Expenditure before adjustments	Same day (Excursionist) Inbound Visitor Expenditure after adjustments	%
	A	B	C	D
Accommodation	X	X	X	
Food and Beverages	1,398,493,830	709,595,178	2,108,089,008	37.4
Air Passenger Transport	57,472,349	29,161,446	86,633,795	1.5
Road Passenger Transport	699,246,915	354,797,589	1,054,044,504	18.7
Water passenger Transport	19,157,450	9,720,482	28,877,932	0.5
Travel agencies and other reservation services	296,940,471	150,667,469	447,607,940	7.9
Cultural Services	373,570,270	189,549,397	563,119,667	10.0

Category of Spending in Uganda	Same day (Excursionist) Inbound Visitor Expenditure	Same day (Excursionist) Inbound Visitor Expenditure before adjustments	Same day (Excursionist) Inbound Visitor Expenditure after adjustments	%
Sports and recreational services	162,838,323	82,624,096	245,462,419	4.4
Retail Trade	814,191,614	413,120,480	34,201,846	0.6
Others	708,825,640	359,657,830	1,068,483,470	19.0
Total (F)	4,530,736,861	2,298,893,968	5,636,520,581	100
Balance for adjusting (E)	2,298,893,968			

Appendix 3: Domestic Tourism Survey

3.0 Introduction

The Uganda Bureau of Statistics conducted the Uganda National Household Survey 2019/20 with a module on domestic tourism. A total sample of 13,732 households were interviewed and 54,075 persons were eligible for domestic Tourism module. Out these 6.1 percent indicated that they participated in domestic tourism activities. Table 9. shows after weighting, the UNHS FY2019/20 that 2,420,927 Ugandans participated in domestic Tourism out of the eligible 34,326,311 eligible persons for the the domestic tourism module. (More details on the Methodology and Weighting details are available in the UNHS FY2019/20 Report).

Table 3.9: Persons that reported to have visited another place outside their locality (usual environment) within Uganda in the past 3 months (Domestic Tourists)

Responded to Domestic Tourism Module	Entire Sample (n)	%	Population - Weighted	%
Domestic Visitor Sample/Population	3,309	6.1	2,420,927	7.1
Other Travelers	50,766	93.9	31,905,384	92.9
Total Sample/Population 5 Years & Above	54,075	100	34,326,311	100

Source: Uganda National Household Survey, FY 2019/20

Table 3.10: Basic Data and Indicators for Domestic Tourism

2.	DOMESTIC TOURISM			
	Data	Units	2019	%
	Trips			
2.1	Total	('000)	21,490,960	100
2.2	Overnight visitors (tourists)	('000)	8,608,132	40.1
2.3	Same-day visitors (excursionists)	('000)	12,882,828	59.9
	Trips by main purpose			
2.4	Total	('000)	21,490,960	100
2.5	Personal	('000)	18,426,952	85.7
2.6	* holidays, leisure and recreation	('000)	4,068,552	18.9
2.7	* other personal purposes	('000)	14,358,400	66.8
2.8	Business and professional	('000)	3,064,008	14.3
	Trips by form of organization			
2.16	Total	('000)	21,490,960	100
2.17	Package tour	('000)	657,124	3.1
2.18	Other forms	('000)	20,833,836	96.9
	Indicators			
	Average length of stay		5.1	
2.28	Average expenditure per day	UGX	40,239	

Source: Uganda National Household Survey, FY 2019/20

3.1 Estimating Total Domestic Trips in 2019

Table 10 shows that a total of 21.5 million trips were made by Domestic Tourists in 2019. 60 percent of the trips were undertaken by same day visitors while 40 percent were undertaken by Overnight Visitors

Table 3.11: Frequency of Participation

Category of Question	Number	Total (3 month)	Total 2019 (12 Months)	Mean
	A	B	C	D
How many domestic trips taken in the last 12 month (ALL VISITORS)	2,420,927	5,372,740	21,490,958	8.9
How many domestic trips taken in the last 12 month (SAME DAY VISITORS)	1,264,658	3,220,708	12,882,831	10.2
How many domestic trips taken in the last 12 month (OVERNIGHT VISITORS)	1,156,269	2,152,032	8,608,127	7.4
Day trips taken in the last 12 months				
Overnight trips taken in the last 12 months				
Total number of nights away from home	1,156,269	5,867,615	23,470,458	5.1
Nights away on the most recent trip				

Source: Uganda National Household Survey, FY 2019/20

3.2 Lengths of Stay (weighted)

The Average length of stay for domestic tourists was 5.1 nights and Total nights was 23.47 million

Table 3.12: Tourists' Average Length of Stay (Nights)- Weighted

PURPOSE OF VISIT	Domestic Tourists 2019/18	Total Nights (3 months)	Average Length of Stay (Nights)	Total Nights (2019/20)
	A	B	C	D
Leisure, recreation and holidays	73,370	261,364	3.6	1,045,456
Business and professional	99,730	935,507	9.4	3,742,028
Spiritual, Religious visit / pilgrimage	260,569	724,927	2.8	2,899,708
Meetings, trainings and Conferences	17,150	61,486	3.6	245,944
Medical Treatment	56,672	383,699	6.8	1,534,796
Visiting friends and relatives	507,930	3,002,197	5.9	12,008,788
Other	140,847	498,435	3.5	1,993,740
Total	1,156,268	5,867,615	5.1	23,470,460

Source: Uganda National Household Survey, FY 2019/20

3.3 Estimating Same Day Domestic Visitor Expenditures

A total of UGX 416.6 billion was spent by Same Day Domestic Visitors in 2019

Table 3.13: Expenditures by Same day Visitors

PURPOSE OF VISIT	Package		Non package		Total Same Day Visitor Expenditure		
	Domestic Trips	Daily Spend per trip	Same Day Visitor Expenditure	Domestic Trips		Daily Spend per trip	Same Day Visitor Expenditure
	A	B	C	D	E	F	
Leisure, recreation and holidays	107,096	40,334	4,319,610,064	3,287,568	40,185	132,110,920,080	136,430,530,144
Business and professional	18,428	5,680	104,671,040	1,726,512	49,833	86,037,272,496	86,141,943,536
Spiritual, Religious visit / pilgrimage	114,100	22,232	2,536,671,200	2,873,852	22,689	65,204,828,028	67,741,499,228
Meetings, trainings and Conferences	36,016	65,442	2,356,959,072	220,036	41,673	9,169,560,228	11,526,519,300
Medical Treatment			-	713,252	43,304	30,886,664,608	30,886,664,608
Visiting friends and relatives	13,352	16,904	225,702,208	2,550,384	20,138	51,359,632,992	51,585,335,200
Other (specify)	175,704	23,173	4,071,588,792	1,046,524	26,958	28,212,193,992	32,283,782,784
Total	464,696	26,615	13,615,202,376	12,418,128	30,331	402,981,072,424	416,596,274,800

Source: Uganda National Household Survey, FY 2019/20

3.4 Estimating Domestic Tourist Expenditures (Overnight Visitors)

Domestic Tourist Expenditure in 2019 was estimated at 2,549.3 billion

Table 3.14: Expenditure by Tourists (Overnight Visitors)

PURPOSE OF VISIT	Package				Non Package				Tourism Expenditure
	Domestic Trips	Daily Spend per trip	Average Length of Stay	Tourist (Overnight visitor Expenditure	Domestic Trips	Daily Spend per trip	Average Length of Stay	Tourist (Overnight visitor) Expenditure	
	A	B	C	D	E	F	G	H	
Leisure, recreation and holidays	54,952	11,619	9.3	5,937,931,778	618,936	84,702	3	157,275,351,216	163,213,282,994
Business and professional	9,716	35,167	6.6	2,255,104,975	904,064	119,208	9.5	1,023,830,782,464	1,026,085,887,439
Spiritual, Religious visit / pilgrimage	63,704	19,380	2.5	3,086,458,800	2,408,120	47,612	2.8	321,035,146,432	324,121,605,232
Meetings, trainings and Conferences	16,176	57,953	3.9	3,656,046,139	133,060	119,960	3.5	55,866,571,600	59,522,617,739
Medical Treatment	7,940	72,384	7	4,023,102,720	350,328	43,113	6.8	102,705,099,235	106,728,201,955
Visiting friends and relatives	24,924	85,179	10.2	21,654,614,239	3,173,844	38,677	5.9	724,253,109,889	745,907,724,128
Other (specify)	15,012	19,064	2.3	658,234,166	827,348	41,310	3.6	123,039,885,168	123,698,119,334
Total	192,424	27,603	5.1	41,271,492,818	8,415,700	51,836	5.1	2,508,005,946,004	2,549,277,438,823

Source: Uganda National Household Survey, FY 2019/20

3.5 Estimating Breakdown of Expenditures of Tourists (Overnight Visitors) by spending categories

Tourist (Overnight Visitor) spent highest on Passenger Transport (63 percent) and Food and Beverages (18.8 percent).

Table 3.15: Breakdown of Tourist (Overnight Visitors) Expenditure by spending categories

Category of Spending	Mean Expenditure (USHS)	Expenditure (USHS)	Adjustments for Expenses not broken down	Total Tourist (Overnight Visitor) Expenditure	%Age
	A	B	C	D	
Expense on accommodation	59,558	5,207,667,675	6,656,264,105	223,793,404,979	8.8
Expense on food and beverages	19,911	11,128,524,162	14,224,101,948	478,235,261,932	18.8
Expenses on passenger transport	40,483	37,346,113,781	47,734,535,329	1,604,905,398,615	63.0
Expense on transport equipment, rental services e.g. vehicle hire and boat hire etc.	25,077	720,447,503	920,851,551	30,960,385,698	1.2
Expenses on sports & recreational activities	22,233	273,623,718	349,736,551	11,758,658,070	0.5
Expense on travel agencies and other reservation services	12,461	35,198,728	44,989,820	1,512,624,016	0.1
Expenses on culture	27,721	687,543,324	878,794,546	29,546,367,232	1.2
Other Expenses (specify)	42,596	3,922,511,762	5,013,621,427	168,565,338,281	6.6
Expenses that cannot be broken down (E)	168,425	16,501,264,623			
Total		75,822,895,276	75,822,895,276	2,549,277,438,823	
Total without Expenses not Broken Down (F)		59,321,630,653			

3.6 Estimating Breakdown of Expenditures of Same Day Visitors (Excursionists) by spending categories

Same Day Visitors spent highest on Passenger Transport (55.7 percent) and Food and Beverages (25.3 percent).

Table 3.16: Breakdown of Expenditure Same Day Visitors (Excursionists) by spending categories

Category of Spending	Mean Expenditure (USHS)	Expenditure (USHS)	Adjustments for Expenses not broken down	Total Overnight Expenditure	%Age
	A	B	C	D	
Expense on accommodation	-	-	-		
Expense on food and beverages	16,175	9,648,931,227	11,506,644,126	105,522,621,487	25.3
Expenses on passenger transport	24,019	21,229,865,691	25,317,260,908	232,174,012,731	55.7
Expense on transport equipment, rental services e.g. vehicle hire and boat hire etc.	39,383	1,052,816,555	1,255,515,781	11,513,810,205	2.8
Expenses on sports & recreational activities	29,818	996,600,515	1,188,476,443	10,899,020,466	2.6
Expense on travel agencies and other reservation services	1,509	3,106,831	3,704,991	33,976,919	0.0
Expenses on culture	25,559	971,462,900	1,158,499,072	10,624,110,533	2.6
Other Expenses (specify)	58,742	4,190,553,504	4,997,362,581	45,828,722,459	11.0
Expenses that cannot be broken down (E)	71,506	7,334,126,679			
Total	40,239	45,427,463,902	45,427,463,902	416,596,274,800	100
Total without Expenses not Broken Down (F)		38,093,337,223			

Appendix 4: Outbound Tourism

Table 4.4: Outbound Tourism Weighted Expenditure per border by purpose

Row Labels	Sum of Number of Returning -Residents	Average Exp/ Person	Weight of border post	Weighted Expenditure
	A	B	C	D
Entebbe	1,659	2,195	0.52	4,551
Business Related	812	1,403		727
Education related	41	4,030		2,089
Health related	24	1,960		1,016
Other personal	782	1,388		719
Malaba	277	253	0.06	57
Business Related	200	78		4
Education related	8	520		29
Health related	6	271		15
Other personal	63	142		8
Katuna	254	129	0.16	82
Business Related	77	171		27
Education related	1	255		41
Health related	-	-		0
Other personal	176	90		14
Busia	308	359	0.14	197
Business Related	117	170		23
Education related	19	787		108
Health related	14	239		33
Other personal	158	241		33
Elegu	106	865	0.02	60
Business Related	73	2,598		45
Education related	-	-		0
Health related	-	-		0
Other personal	33	862		15
Total (E)	2,604	\$760	0.89	\$989
Other Borders (F)			0.11	\$125
All borders (G)			1	\$1,114

Source: Bank of Uganda Outbound Survey 2019

Table 4.5: Outbound Tourism by Purpose (percent)

Purpose of Travel	SURVEY Number of Returning Residents	UBOS Returning Residents	Mirror Statistics Ugandan Travelers (UNWTO)
	A	B	C
Business Related	49.12%	224,277	297,380
Education related	2.65%		
Health related	1.69%		
Other personal	46.54%		
Total	100%		

Source: Bank of Uganda Outbound Survey 2019

Table 4.6: Up-rated Outbound Tourism Expenditures 2019.

Purpose of visit	Total Exp (Survey-Peak)	Total Exp Up-rated (US\$)	Total Exp (Survey-Non-Peak(E)) (US\$)	Total Exp Up-rated (US\$)-low	Total up-rated BoJ Survey for Outbound (US\$)	Exh RT-UGX/USD - 2019 (3704.00351 921 752)
	A	B	C	D	E	F
		UBOS	UBOS-Estimate	UBOS		
Travel (Outflows)	221,902,230	249,929,670	171,902,230	199,929,670	449,859,341	1,666,280,581,139
o/w Business Related	108,991,149	122,757,315	84,432,778	98,198,943	220,956,258	818,422,758,555
o/w Personal/Education	5,879,898	6,622,560	4,555,013	5,297,676	11,920,236	44,152,596,044
o/w Personal Health	3,749,500	4,223,082	2,904,646	3,378,228	7,601,310	28,155,278,637
o/w Personal Other	103,281,683	116,326,713	80,009,794	93,054,824	209,381,536	775,549,947,903

Source: Bank of Uganda Outbound Survey 2019

Appendix 5: Internal Tourism Consumption

Table 5.2: TSA Table 5 - Internal tourism Consumption at Basic Prices (Deducting Margins and Taxes)

Products	Internal Tourism Consumption (4.3) = (4.1) + (4.2)	Valuation Table for Internal Tourism Consumption		
		Taxes (estimated from total taxes using output ratio)	Margins	Basic Price
A. Consumption Products (*)				
A.1. Tourism Characteristic Products				
1. Accommodation services for visitors	2,290,497	39,570	0	2,250,927
1.a. Accommodation services for visitors other than 1.b	0			0
1.b. Accommodation services associated with all types of vacation home ownership	0			0
2. Food- and beverage-serving services	1,838,615	123,745	0	1,714,870
3. Railway passenger transport services	0	0	0	0
4. Air and Road passenger transport services	2,411,545	768	0	2,410,778
5. Water passenger transport services	14,543	0	0	14,543
6. Air passenger transport services	0			
7. Transport equipment rental services	42,474	123	0	42,351
8. Travel agencies and other reservation services	159,477	18,056	0	141,421
9. Cultural services	309,616	25,375	0	284,241
10. Sports and recreational services	146,277	14,618	0	131,659
11. Country-specific tourism characteristic goods	0			0
12. Country-specific tourism characteristic services	0			0
A.2. Other consumption products (a)	0			0
Retail Trade	17,225	4,180		13,045
B.1. Valuables	0			0
B2. Other	766,653	40,430	17,175	709,048
Total	7,996,923	266,865	17,175	7,712,884

Appendix 6: Tourism Supply

Table 6.3: TSA Table 5- Production accounts of tourism related industries, 2019 (Million, USHS)

Products	Tourism industries							
	1. Accommodation for visitors 5.1	1. a. Accommodation services for visitors except in 1. b. (5.1 a)	1. b. Accommodation services associated with all types of vacation home ownership (5.1 b)	2. Food and beverage serving industry (5.2)	3. Railway passenger transport (5.3)	4. Air and Road passenger transport (5.4)	5. Water passenger transport (5.5)	7. Transport equipment rental (5.7)
Consumption products (*)								
Tourism characteristic products								
Accommodation services for visitors	3,089,954							
Accommodation services for visitors other than 1.b								
Accommodation services associated with all types of vacation home ownership								
Food- and beverage-serving services			2,992,726					
Railway passenger transport services								
Air and Road passenger transport services					2,832,705		24,748	
Water passenger transport services								
Air passenger transport services								
Transport equipment rental services								73,120
Travel agencies and other reservation services								
Cultural services								
Sports and recreational services								
Country-specific tourism characteristic goods								
Country-specific tourism characteristic services								
Other consumption products (a) (b)								
Non-consumption products								
Valuables								
Other non-consumption products (***)								
Total output (at basic prices)	3,089,954			2,992,726		2,832,705	24,748	73,120
Total intermediate consumption (at purchasers price)	984,377			1,194,876		1,091,723	10,183	32,540
Total gross value added (at basic prices)	2,105,577			1,797,850		1,740,982	14,565	40,580

Source: Uganda Adjusted Supply and Use Table 2018/19, UBOS Statistical Abstract 2019

Table 6.4: TSA Table 5- Production accounts of tourism related industries, 2019 (Million, USHS)

Products	Tourism industries					Other consumption products (retail trade)	Total (5.13)	Other industries (5.14)	Output of domestic producers (at basic prices) (5.15) = (5.13) + (5.14)
	8. Travel agencies and other reservation services industry (5.8)	9. Cultural industry (5.9)	10. Sports and recreational industry (5.10)	11. Retail trade of country-specific tourism characteristic goods (5.11)	12. Country specific tourism industries (5.12)				
Consumption products (*)							0		
Tourism characteristic products							0		
Accommodation services for visitors							3,089,954		3,089,954
Accommodation services for visitors other than 1 b							0		0
Accommodation services associated with all types of vacation home ownership							0		0
Food- and beverage-serving services							2,992,726		2,992,726
Railway passenger transport services							0		0
Air and Road passenger transport services							2,832,705		2,832,705
Water passenger transport services							24,748		24,748
Air passenger transport services							0		0
Transport equipment rental services							73,120		73,120
Travel agencies and other reservation services	239,078						239,078		239,078
Cultural services		292,798					292,798		292,798
Sports and recreational services			237,947				237,947		237,947
Country-specific tourism characteristic goods							0		0
Country-specific tourism characteristic services							0		0
Other consumption products (a) (b)						206,149	206,149		206,149
Non-consumption products							0		
Valuables							0		
Other non-consumption products (***)							0		0
Total output (at basic prices)	239,078	292,798	237,947			206,149	9,989,226	-	9,989,226
Total intermediate consumption (at purchasers price) (d)	127,974	137,377	124,747			52,256	3,756,054		3,756,054
Total gross value added (at basic prices)	111,104	155,421	113,200			153,893	6,233,172	-	6,233,172

Source: Uganda Adjusted Supply and Use Table 2018/19, UBOS Statistical Abstract 2019

Appendix 7: Tourism Supply and Reconciliation

Table 7.7: TSA Table 6- Domestic supply and internal tourism consumption by products (at purchaser's prices) 2019 UGX Million

Products	Tourism industries									
	1. Accommodation for visitors		1.a. Accommodation services for visitors except in 1.b.		1.b. Accommodation services associated with all types of vacation home ownership		2. Food and beverage serving industry (5.2)		3. Railway passenger transport (6.3)	
	Total Value (6.1)-(6.1)	Tourism share (in value)	Total Value (6.1a)	Tourism share (in value)	Total Value (6.1b)	Tourism share (in value)	Total Value (6.2)-(6.2)	Tourism share (in value)	Total Value (6.3)-(6.3)	Tourism share (in value)
Consumption products (*)										
Tourism characteristic products										
Accommodation services for visitors	3,089,954	2,250,927								
Accommodation services for visitors other than 1.b										
Accommodation services associated with all types of vacation home ownership										
Food- and beverage-serving services							2,992,726	1,714,870		
Railway passenger transport services										
Air and Road passenger transport services										
Water passenger transport services										
Air passenger transport services										
Transport equipment rental services										
Travel agencies and other reservation services										
Cultural services										
Sports and recreational services										
Country-specific tourism characteristic goods		X								
Country-specific tourism characteristic services										
Other consumption products (a) (b)										
Non-consumption products		X								
Valuables										
Other non-consumption products (***)										
Total output (at basic prices)	3,089,954	2,250,927	0	0	0	0	2,992,726	1,714,870		
Total intermediate consumption (at purchasers price) (d)	984,377	717,086					1,194,876	684,679		
Total gross value added (at basic prices)	2,105,577	1,533,842	0	0	0	0	1,797,850	1,030,191		
Tourism industry share on GVA		72.8%						57.3%		

Source: Uganda Adjusted Supply and Use Table 2018/19, UBOS Statistical Abstract 2019

Table 7.8: TSA Table 6- Domestic supply and internal tourism consumption by products (at purchaser's prices) 2019 UGX Million, Continued

Products	4. Air and Road passenger transport (6.4)		5. Water passenger transport (6.5)		7. Transport equipment rental (6.7)		8. Travel agencies and other reservation services industry (5.8)		9. Cultural industry (6.9)		10. Sports and recreational industry (5.10)	
	Total Value (6.4)=(5.4)	Tourism share (in value)	Total Value (6.5)=(5.5)	Tourism share (in value)	Total Value (6.7)=(5.7)	Tourism share (in value)	Total Value (6.8)=(5.8)	Tourism share (in value)	Total Value (6.9)=(5.9)	Tourism share (in value)	Total Value (6.10)=(5.10)	Tourism share (in value)
Consumption products (*)												
Tourism characteristic products												
Accommodation services for visitors												
Accommodation services for visitors other than 1.b												
Accommodation services associated with all types of vacation home ownership												
Food and beverage-serving services												
Railway passenger transport services												
Air and Road passenger transport services	2832,705	2,410,778										
Water passenger transport services			24,748	14,543								
Air passenger transport services												
Transport equipment rental services					73,120	42,351						
Travel agencies and other reservation services							239,078	141,421				
Cultural services									292,798	284,241		
Sports and recreational services											237,947	131,659
Country-specific tourism characteristic goods												
Country-specific tourism characteristic services												
Other consumption products												
Non-consumption products												
Valuables												
Other non-consumption products (***)												
Total output (at basic prices)	2832,705	2,410,778	24,748	14,543	73,120	42,351	239,078	141,421	292,798	284,241	237,947	131,659
Total intermediate consumption (at purchasers price)	1,091,723	929,112	10,183	5,984	32,540	18,847	127,974	75,700	137,377	133,362	124,747	69,024
Total gross value added (at basic prices)	1,740,982	1,481,665	14,565	8,559	40,580	23,504	111,104	66,721	155,421	150,879	113,200	62,635
Tourism industry share on GVA		85.1%		58.8%		57.9%		59.2%		97.1%		55.3%

Source: Uganda Adjusted Supply and Use Table 2018/19, UBOS Statistical Abstract 2019

Table 7.9: TSA Table 6- Domestic supply and internal tourism consumption by products (at purchaser's prices) 2019 UGX Million, Continued

Products	1.1. Retail trade of country specific tourism characteristic goods (5.11)		12. Country specific tourism industries		13. Other consumption products (retail trade)		Total		Other industries	
	Total Value (6.11)	Tourism share (in value)	Total Value (6.12)	Tourism share (in value)	Total Value (6.13)	Tourism share (in value)	Total Value (6.14)	Tourism share (in value)	Total Value (6.15)	Tourism share (in value)
Consumption products (*)										
Tourism characteristic products										
Accommodation services for visitors							3,089,954	2,250,927.2	0	0
Accommodation services for visitors other than 1.b							0	0		
Accommodation services associated with all types of vacation home ownership							0	0		
Food- and beverage-serving services							2,992,726	1,714,870	0	0
Railway passenger transport services							0	0	0	0
Air and Road passenger transport services							2,832,705	2,410,778	0	0
Water passenger transport services							24,748	14,543	0	0
Air passenger transport services							0	0	0	0
Transport equipment rental services							73,120	42,351	0	0
Travel agencies and other reservation services							239,078	141,421	0	0
Cultural services							292,798	284,241	0	0
Sports and recreational services							237,947	131,659	0	0
Country-specific tourism characteristic goods										
Country-specific tourism characteristic services										
Other consumption products (a) (b)					206,149	13,045	206,149	13,045		
Non-consumption products										
Valuables										
Other non-consumption products (***)									189,633,873	709,048
Total output (at basic prices)	0	0	0	0	206,149	13,045	9,989,226	7,003,836	189,633,873	709,048
Total intermediate consumption (at purchasers price) (d)					52,256	3,307	3,756,054	2,637,102	66,005,441	246,797
Total gross value added (at basic prices)					153,893	9,738	6,233,172	4,366,734	123,628,432	462,251
Tourism industry share on GVA										

Source: Uganda Adjusted Supply and Use Table 2018/19, UBOS Statistical Abstract 2019

Table 7.10: TSA Table 6- Domestic supply and internal tourism consumption by products (at purchaser's prices) 2019 UGX Million, Continued

Products	Output of domestic producers (at basic prices)		Taxes less subsidies on products nationally produced and imported		Trade and Transport Margins		Domestic supply (at purchaser's price) (6.19)=(6.16) + (6.17)+(6.18)	Internal tourism consumption (6.20)=(4.3)	Tourism ratios (%) (6.21)=(6.20)/(6.19)
	Total Value (6.16) = (6.14)+(6.15)	Tourism share (in value)	Total output (6.17)	Tourism share (in value)	Total output (6.18)	Tourism share (in value)			
Consumption products (*)							0	0	
Tourism characteristic products							0	0	
Accommodation services for visitors	3,089,954	2,250,927	71,976	39,570			3,161,930	2,290,497	72.4
Accommodation services for visitors other than 1.b	0	0	0	0			0	0	
Accommodation services associated with all types of vacation home ownership	0	0	0	0			0	0	
Food- and beverage-serving services	2,992,726	1,714,870	255,297	123,745			3,248,023	1,838,615	56.6
Railway passenger transport services	0	0	0	0			0	0	
Air and Road passenger transport services	2,832,705	2,410,778	890	768			2,833,596	2,411,545	85.1
Water passenger transport services	24,748	14,543	171,943	123			196,691	14,543	7.4
Air passenger transport services	0	0					0	0	
Transport equipment rental services	73,120	42,351	9,012	123			82,133	42,474	51.7
Travel agencies and other reservation services	239,078	141,421	29,964	18,056			269,042	159,477	59.3
Cultural services	292,798	284,241	29,790	25,375			322,888	309,616	96.0
Sports and recreational services	237,947	131,659	26,418	14,618			264,365	146,277	55.3
Country-specific tourism characteristic goods	0	0					0	0	
Country-specific tourism characteristic services	0	0					0	0	
Other consumption products (a) (b)	206,149	13,045	47,370	4,180	195,203	17,175	448,723	17,225	3.8
Non-consumption products	0	0					0		
Valuables	0	0					0	0	
Other non-consumption products (***)	189,633,873	709,048	9,415,273	37,607	-195,203	-17,175	198,853,942	766,653	0.4
Total output (at basic prices)	199,623,099	7,712,884	10,057,934	264,164	0	0	209,681,033	7,996,923	3.8
Total intermediate consumption (at purchaser's price) (d)	69,761,495	2,883,898					69,761,495	2,883,898	4.1
Total gross value added (at basic prices)	129,861,604	4,828,985	10,057,934	264,164			139,919,538	5,093,149	3.6
Tourism industry share on GVA									

Source: Uganda Adjusted Supply and Use Table 2018/19, UBOS Statistical Abstract 2019

Table 7.11: TSA Table6- External Sector in Million Shillings

	Imports(**)		Exports(**)		Net Exports(**)	
	Total output	Tourism share (in value)	Total output	Tourism share (in value)	Total output	Tourism share (in value)
Tourism specific products	1,473,506	949,019	189,397	4,028,140	-1,284,109	3,079,121
Country-specific tourism characteristic goods						
Country-specific tourism characteristic services						
Other consumption products						
Non-consumption products						
Valuables						
Other non-consumption products (***)	34,807,279	717,261	22,670,706	552,259	-12,136,573	-165,002
Total output	36,280,785	1,666,281	22,860,103	4,580,399	-13,420,683	2,914,119

Table 7.12: TSA Table6-Percentage contribution to Gross Domestic Product (GDP)

#		2019	Share (%)
1.	GDP at market prices (Bill Shillings)	139,920	100.0
2.	Agriculture, forestry and fishing	32,979	23.6
3.	Cash crops	2,772	2.0
4.	Food crops	16,231	11.6
5.	Livestock	5,049	3.6
6.	Agriculture Support Services	20	0.0
7.	Forestry	5,587	4.0
8.	Fishing	3,320	2.4
9.	Industry	36,779	26.3
10.	Mining & quarrying	2,310	1.7
11.	Manufacturing	21,656	15.5
12.	Electricity	1,873	1.3
13.	Water	3,111	2.2
14.	Construction	7,829	5.6
15.	Services	60,104	43.0
16.	Trade and Repairs	11,943	8.5
17.	Transportation and Storage	4,797	3.4
18.	Accommodation and Food Service Activities	3,850	2.8
19.	Information and Communication	2,553	1.8
20.	Financial and Insurance Activities	3,748	2.7
21.	Real Estate Activities	8,863	6.3
22.	Professional, Scientific and Technical Activities	2,911	2.1
23.	Administrative and Support Service Activities	2,556	1.8
24.	Public Administration	3,668	2.6
25.	Education	5,963	4.3
26.	Human Health and Social Work Activities	4,546	3.2
27.	Arts, Entertainment and Recreation	258	0.2
28.	Other Service Activities	3,388	2.4
29.	Activities of Households as Employers	1,059	0.8
30.	Taxes on products	10,058	7.2
31.	Tourism	5,093	3.6

Note: Tourism was estimated from the tourism satellite accounts 2019

Table 7.13: Key findings of the Tourism Satellite Account for Uganda

#	Indicators	2019 (UGX Billion)
1.	Inbound tourism expenditure	4,580.40
2.	Outbound tourism expenditure	1,666.28
3.	Tourism trade balance with the rest of the world (net Export)	2,914.12
4.	Domestic tourism expenditure	2,965.87
5.	Internal tourism expenditure	7,546.27
6.	Other components of tourism consumption	450.65
7.	Internal Tourism Consumption	7,996.92
8.	GVA in tourism industries (GVATI)	4,366.73
9.	Total Gross Value Added (GVA)	129,861.60
10.	Tourism direct gross value added (TDGVA)	4,828.99
11.	Tourism direct gross value added (TDGVA) (% of GVA)	3.72%
12.	Total Gross Domestic Product (GDP)	139,919.54
13.	Tourism direct gross domestic product (TDGDP)	5,093.15
14.	Tourism direct gross domestic product (TDGDP) (% of GDP)	3.64%
15.	Total persons employed (millions)	10.64
16.	Persons directly engaged in producing goods and services purchased by visitors (Millions)	1.559
17.	Persons directly engaged in producing goods and services purchased by visitors (% of total)	14.7%
18.	Total Gross Fixed Capital Formation (GFCF)	33,847.7
19.	Tourism Direct Gross fixed Capital Formation (TGFCF)	6,444.83
20.	Tourism Direct Gross Fixed Capital Formation (% of GFCF)	19.0%
21.	Total Collective Consumption	37,480.54
22.	Tourism Collective Consumption (TCC)	903.34
23.	Tourism Direct Collective Consumption (% of Total Collective Consumption)	2.41%

APPENDIX 8: Employment

Table 8.5: Number of establishments and persons employed in tourism related industries by industry type, sex and status in employment

Tourism industries	Establishments	Employee			Self-employed			TOTAL Employment		
		Male	Female	Total	Male	Female	Total	Male	Female	Total
FORMAL										
Accommodation services for visitors	5,612	11,951	12,265	24,216	3,675	1,217	4,892	15,626	13,482	29,108
Food- and beverage-serving industry	1,983	5,863	9,394	15,257	1,426	866	2,292	7,289	10,260	17,549
Road, Air, Rail and Water passenger transport	55	1,119	187	1,306	52	7	59	1,171	194	1,365
Travel agencies and other reservation industry*	1,996	2,610	2,032	4,642	892	192	1,084	3,502	2,224	5,726
Cultural industry**	1,146	2,617	1,648	4,265	796	136	932	3,413	1,784	5,197
Total (tourism industries)	10,792	24,160	25,526	49,686	6,841	2,418	9,259	31,001	27,944	58,945
National	101,811	526,131	461,364	987,495	52,842	22,527	75,369	578,973	483,891	1,062,864
INFORMAL										
Accommodation services for visitors	17,004	9,833	21,973	31,806	1,432	18,308	19,740	11,265	40,281	51,546
Food- and beverage-serving industry	832,239	1,803,363	850,447	1,030,809	312,424	884,073	1,196,497	492,786	1,734,519	2,227,306
Road, Air, Rail and Water passenger transport	102,853	47,085	-	47,085	87,818	6,172	93,990	134,903	6,172	141,075
Cultural industry**	35,988	59,876	526	60,402	30,009	6,133	36,142	89,885	6,659	96,544
Total (tourism industries)	988,084	2,971,157	872,946	1,170,102	431,683	914,686	1,346,369	728,840	1,787,632	2,516,471
National	4,333,751	2,212,817	1,462,965	3,675,782	3,107,087	2,790,136	5,897,223	5,319,904	4,253,101	9,573,005
TOTAL (TOURISM INDUSTRY)										
Accommodation services for visitors	22,616	21,784	34,238	56,022	5,107	19,525	24,632	26,891	53,763	80,654
Food- and beverage-serving industry	834,222	1,862,226	859,841	1,046,066	313,850	884,939	1,198,789	500,075	1,744,779	2,244,855
Road, Air, Rail and Water passenger transport	102,908	48,204	187	48,391	87,870	6,179	94,049	136,074	6,366	142,440
Travel agencies and other reservation industry*	1,996	2,610	2,032	4,642	892	192	1,084	3,502	2,224	5,726
Cultural industry**	37,134	62,493	2,174	64,667	30,805	6,269	37,074	93,298	8,443	101,741
Total (tourism industries)	998,876	3,211,317	898,472	1,219,788	438,524	917,104	1,355,628	759,841	1,815,576	2,575,416
National	4,435,562	2,738,948	1,924,329	4,663,277	3,159,929	2,812,663	5,972,592	5,898,877	4,736,992	10,635,869
% share of direct tourism industries	22.5	11.7	46.7	26.2	13.9	32.6	22.7	12.9	38.3	24.2

Source: MAPU 2016/17 **Includes transport equipment rental ***Includes culture, sports and recreation

Table 8.6: Number of establishments and persons directly employed in tourism industries by industry type, sex and status in employment

Tourism Industries	Establishments		Employee			Self-employed			TOTAL Employment		
	Male	Female	Male	Female	Total	Male	Female	Total	Male	Female	Total
FORMAL											
Accommodation services for visitors	4,086	8,700	8,929	17,629	17,629	2,675	886	3,561	11,376	9,815	21,191
Food- and beverage-serving industry	1,144	3,383	5,420	8,803	8,803	823	500	1,322	4,206	5,920	10,126
Road, Air, Rail and Water passenger transport	47	950	159	1,109	1,109	44	6	50	994	165	1,159
Travel agencies and other reservation industry*	1,174	1,535	1,195	2,731	2,731	525	113	638	2,060	1,308	3,368
Cultural industry**	911	2,080	1,310	3,390	3,390	633	108	741	2,713	1,418	4,131
Total (tourism industries)	7,361	16,649	17,013	33,662	33,662	4,700	1,613	6,312	21,348	18,626	39,974
National	101,811	526,131	461,364	987,495	987,495	52,842	22,527	75,369	578,973	483,891	1,062,864
INFORMAL											
Accommodation services for visitors	17,004	7,159	15,996	23,155	23,155	1,042	13,328	14,371	8,201	29,325	37,526
Food- and beverage-serving industry	832,239	104,069	490,708	594,777	594,777	180,269	510,110	690,379	284,338	1,000,818	1,285,155
Road, Air, Rail and Water passenger transport	102,853	39,969	-	39,969	39,969	74,546	5,239	79,785	114,515	5,239	119,754
Cultural industry**	35,988	47,593	418	48,011	48,011	23,853	4,875	28,727	71,445	5,293	76,738
Total (tourism industries)	988,084	198,789	507,122	705,911	705,911	279,709	533,552	813,262	478,499	1,040,674	1,519,173
National	4,333,751	2,212,817	1,462,965	3,675,782	3,675,782	3,107,087	2,790,136	5,897,223	5,319,904	4,253,101	9,573,005
TOTAL (TOURISM INDUSTRY)											
Accommodation services for visitors	22,616	15,859	24,925	40,784	40,784	3,718	14,214	17,932	19,577	39,140	58,716
Food- and beverage-serving industry	834,222	107,452	496,128	603,580	603,580	181,091	510,610	691,701	288,544	1,006,738	1,295,281
Road, Air, Rail and Water passenger transport	102,908	40,919	159	41,077	41,077	74,590	5,245	79,835	115,509	5,404	120,913
Travel agencies and other reservation industry*	1,996	1,535	1,195	2,731	2,731	525	113	638	2,060	1,308	3,368
Cultural industry**	37,134	49,673	1,728	51,401	51,401	24,485	4,983	29,468	74,158	6,711	80,869
Total (tourism industries)	998,876	215,438	524,135	739,573	739,573	284,409	535,165	819,574	499,847	1,059,300	1,559,147
National	4,435,562	2,738,948	1,924,329	4,663,277	4,663,277	3,159,929	2,812,663	5,972,592	5,898,877	4,736,992	10,635,869
%ge share of direct tourism industries	22.5	7.9	27.2	15.9	15.9	9.0	19.0	13.7	8.5	22.4	14.7

Source: MAPU 2016/17

*Includes transport equipment rental

**Includes culture, sports and recreation

Table 8.7: Direct contribution of tourism to employment; SUPPLY SIDE, (no.and %)

TOURISM INDUSTRIES	Number of Establishments ('000)	
TOTAL	999	
1. Accommodation for visitors	23	
2. Food and beverage serving activities	834	
3. Passenger transportation	103	
4. Travel agencies and other reservation services activities	2	
5. Other tourism industries	37	
Employment Indicators		
Number of persons employed in total economy	10,635,869	
Number of persons employed in tourism industries	2,575,416	
Number of persons directly employed in tourism	1,559,147	
	All Tourism	Direct Tourism
Total employment by tourism industry	2,575,416	155,9147
Accommodation services for visitors (hotels and similar establishments)	80,654	58,716
Food and beverage serving activities	2,244,855	1,295,281
Passenger transportation (road, water, rail and air)	142,440	120,913
Travel agencies and other reservation services activities	5,726	3,368
Other tourism industries (culture, sports and recreation)	101,741	80,869
Status in employment		
Employees	1,219,788	739,573
Self employed	1,355,628	819,574
Percentage contribution to total employment	24.2%	14.7%

Source: MAPU 2016/17

Table 8.8: Direct contribution of tourism to employment; SUPPLY SIDE, (no. and %)

Employment Indicators					
Total economy	Number of jobs in total economy	8,978,482			
	Number of persons employed in total economy	8,282,158			
Tourism industries	Number of jobs in tourism industries	795,989			
	Number of persons employed in tourism industries	746,012			
Tourism (direct)	Number of jobs in tourism	598,016			
	Number of persons employed in tourism	560,100			
Number of employees by tourism industries		All Tourism	% Total Contribution to employment	Direct tourism	% Direct Contribution to employment
	Total	746,012	9.0	560,100	6.8
	Accommodation services for visitors (hotels and similar establishments)	10,450	0.1	7,608	0.1
	Food and beverage serving activities	257,159	3.1	148,381	1.8
	Passenger transportation*	461,059	5.6	391,377	4.7
	Travel agencies and other reservation services activities	5,092	0.1	2,995	0.0
	Other tourism industries*	12,253	0.1	9,739	0.1
	Status in employment				
	Employees ('000)	307		237	
	Self-employed ('000)	439		323	
	Percentage contribution to total employment	9.0%		6.8%	

Source: UNHS 2019/20

Total employment includes both informal and formal employment

*Includes road, water, rail and air passenger transport

**Includes culture, sports and recreation

APPENDIX 9: Gross Fixed Capital Formation

Table 9. 3: TSA Table 8- Tourism gross fixed capital formation of tourism industries and other industries 2019 continued

Tourism gross fixed capital formation of tourism industries and other industries									
Products	Accommodation for Visitors	Food and Beverage serving industry	Passenger Transport	Other Machinery and Equipment	TOTAL	Other Industries	Tourism gross fixed capital Formation	Tourism ratio(%)	
	(8.1)	(8.2)	(8.3)	(8.4)	(8.5)	(8.6)	(8.7) = (8.5) + (8.6)	(8.8) = (8.5)/(8.7)	
I. Tourism-specific fixed assets									
Accommodation for visitors	3,172,391				3,172,391	5,707,985	8,880,375	35.7	
Other non-residential buildings and structures proper to tourism industries		1,094,101			1,094,101	11,353,739	12,447,841	8.8	
Passenger transport equipment for tourism purposes			1,015,414		1,015,414	1,549,009	2,564,423	39.6	
Other machinery and equipment specialized for the production of tourism characteristic products				1,162,919	1,162,919	6,155,318	7,318,237	15.9	
Improvements of land used for tourism purposes									
Other Products									
II. Investment by the tourism industries in other no-tourism-specific produced assets	5,707,985	11,353,739	1,549,009	6,155,318	24,766,050	2,636,789	27,402,839		
(I + II). Total	8,880,375	12,447,841	2,564,423	7,318,237	6,444,825	27,402,839	33,847,664	19.0	
Tourism-specific fixed assets - Government					1,507,459	6,409,587	7,917,046		

APPENDIX 10: Tourism Collective Consumption

Table 10.2: TSA Table 9: Tourism collective consumption by products and levels of government.

Table 10.2: Tourism Collective Consumption, 2019

No	Category	COFOG		Levels of Government (Ushs Bn)		
		Code	Name	Central	Local	Total
1	Specific tourism affairs	04.73	Tourism (CS)	193.21	0.22	193.44
2	Economic affairs envisaging some tourism industries	0472	Hotels and restaurants (CS)	-	-	-
		04.51	Road transport (CS)	534.86	-	534.86
		04.52	Water transport (CS)	-	-	-
		04.54	Air transport (CS)	163.52	-	163.52
		08.60	Recreation, culture and religion n.e.c. (CS)	7.24	-	7.24
		04.74	Multi-purpose development projects (CS) (it includes recreation)	-	-	-
3	Police services for the benefit of tourists	03.10	Police services (CS)	3.08	-	3.08
4	Research and development in tourism	04.87	R&D Other industries (CS)	-	-	-
5	Statistics in tourism produced by Statistic Institutions (UBOS and BoU)	01.32	Overall planning and statistical services (CS)	1.20	-	1.20
Total collective consumption "largely related" to tourism				903.11	0.22	903.34
Total collective consumption in Uganda				37,480.54		37,480.54

Table 10.3: Description of Table 9 on Tourism Collective Consumption

Field	Budget Items
Tourism Promotion services	<ul style="list-style-type: none"> • Tourism promotion and marketing • Advertising and public relations • Workshops and seminars • Hire of venues • Travel inland • Travel abroad • Freight and transport hire
Visitor Information Services	Periodicals, Books and newspapers
Public Administration services related to the distributive and catering trades, hotels and restaurants	Quality control(inspection, registration and classification)
Public Administration services related to tourism affairs	<ul style="list-style-type: none"> • Machinery and Equipment such as motor vehicles, ITC equipment, furniture etc. • Wages i.e. salaries, gratuity, allowances etc. • Office maintenance such as cleaning and sanitation. • Support amenities such as water, electricity. • Rent • Printing and stationery • Transfers to other government units • Contributions to autonomous institutions. • Support to wildlife associations • Policies, strategies and monitoring services.
Market research and public opinion polling services.	<ul style="list-style-type: none"> • Tourism research and development • Feasibility studies • Short term and long term consultancies
Police and fire protection services	Guard and security services
Other education and training services n.e.c	<p>Staff training</p> <p>Scholarships</p>
Education support services	Support to tourism training institutes such as HTTI

Table 11.5: Key findings of the Tourism Satellite Account for Uganda

#	Indicators	2019 (UGX Billion)
1.	Inbound Tourism Expenditure (Tourism Exports)	4,580.40
2.	Outbound Tourism Expenditure (Tourism Imports)	1,666.28
3.	Tourism Trade Balance with the Rest of the World (Net Export)	2,914.12
4.	Domestic Tourism Expenditure	2,965.87
5.	Internal Tourism Expenditure	7,546.27
6.	Other Components of Tourism Consumption	450.65
7.	Internal Tourism Consumption	7,996.92
8.	Total Gross Value Added (GVA)	129,861.60
9.	Tourism Direct Gross Value Added (TDGVA)	4,828.99
10.	Tourism Direct Gross Value Added (TDGVA) (% Of GVA)	3.72%
11.	Total Gross Domestic Product (GDP)	139,919.54
12.	Tourism Direct Gross Domestic Product (TDGDP)	5,093.15
13.	Tourism Direct Gross Domestic Product (TDGDP) (% Of GDP)	3.64%
14.	Total persons employed (millions)	10.64
15.	Persons directly engaged in producing goods and services purchased by visitors (Millions)	1.559
16.	Persons directly engaged in producing goods and services purchased by visitors (% of total)	14.7%
17.	Total Gross Fixed Capital Formation (GFCF)	33,847.7
18.	Tourism Direct Gross fixed Capital Formation (TGFCF)	6,444.83
19.	Tourism Direct Gross Fixed Capital Formation (% of GFCF)	19.0%
20.	Total Collective Consumption	37,480.54
21.	Tourism Collective Consumption (TCC)	903.34
22.	Tourism Direct Collective Consumption (% of Total Collective Consumption)	2.41%



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Appendix 11: Acknowledgement

Special tribute goes to the following for the commitment towards the successful development of the Uganda Tourism Satellite Account.

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