

FHS- Africa Launched Ahead of 2027 Hospitality Investment Conference in Kampala

Kampala – Uganda, 23 September 2026. Uganda Tourism Board (UTB) today, joined Kampala Serena Hotel in hosting the launch reception for the **Future Hospitality Summit (FHS) Africa**, marking the beginning of the countdown to the 2027 edition of the continent's leading hospitality investment forum to be held in Uganda. The reception brought together hospitality investors, hotel operators, tourism industry leaders, government representatives, professional associations and private-sector stakeholders ahead of the summit scheduled for 2–3 February 2027 at Speke Resort Convention Centre, Kampala. As Host Partner, UTB's participation in the launch reinforces Uganda's growing profile as a destination for tourism and hospitality investment and its capacity to convene high-level industry stakeholders.

Speaking at the reception, Roy Bannister, Head of Strategic Partnerships FHS Africa described the arrival of FHS Africa in Uganda as an opportunity that extends beyond hosting a conference, highlighting the platform's potential to connect capital with opportunities across the country's hospitality sector. "FHS Africa's coming to Uganda reflects something much bigger than a conference, it is a platform where capital meets opportunity, investors meet developers and new relationships translate into new investments and new businesses," Bannister said.

Juliana Kagwa, CEO of Uganda Tourism Board, said, "Hospitality is about bringing people, ideas and opportunities together. FHS Africa creates a platform where investors, developers, operators and hospitality professionals can meet, exchange knowledge, build relationships and discover opportunities." She highlighted Uganda's natural and strategic advantages, including its location on the equator, diverse landscapes, tourism assets, noting that these provide a strong foundation for hospitality and tourism development.

Representing Uganda's public sector and Parliament, Hon. Okot Boniface Henry, Chairperson of the Trade and Tourism Committee and Member of Parliament for Kole South, welcomed the opportunity presented by the summit and emphasised the importance of collective action in unlocking Uganda's tourism potential.

The reception also brought together representatives from Uganda's tourism and hospitality associations, including hotel owners, tour operators and other industry stakeholders, reflecting the broad partnership required to maximise the impact of FHS Africa. The importance of air connectivity to tourism and investment was also highlighted, with Uganda Airlines recognised for expanding Uganda's connections to regional and international markets. The airline recently added Accra and Kigali to its network, strengthening connectivity between Uganda and other key African destinations.

Uganda's opportunity extends beyond hotels and accommodation to the wider tourism value chain, including aviation, tour operations, food and beverage, destination management, professional services, financial institutions and local enterprises. For UTB, the hosting of FHS Africa provides an opportunity to showcase Uganda's tourism proposition directly to investors, developers and hospitality professionals while creating space for local businesses to engage with international partners. The reception therefore marked the beginning of a broader conversation around investment, partnerships, new hospitality developments, skills, business opportunities and the future of tourism in Uganda.

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