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UGANDA TOURISM BOARD

Press Release

Immediate

UGANDA STAMPS SPORTS TOURISM AT WORLD TRAVEL MARKET

London, United Kingdom, 4 Nov 2026. Uganda is showcasing its diverse tourism attractions and growing sports tourism opportunities at the World Travel Market (WTM) London 2026, building on the momentum generated by the recent launch of its partnership with Confederation of African Football (CAF) and a successful series of destination marketing roadshows across the United Kingdom.

Team Uganda led by the State Minister for Tourism, Wildlife and Antiquities, Hon. Suzan Nakawuki, is in London to position the country as a compelling tourism proposition and strengthen engagement with international travel trade representatives, tourism investors, media and other industry stakeholders attending one of the world's leading travel trade exhibitions.

The participation also comes on the back of a week long UK destination marketing roadshow organised by Uganda Tourism Board in collaboration with Uganda High Commission in London. The roadshow covered Glasgow, Manchester and Birmingham, bringing together Ugandan tour operators and travel trade representatives from the respective cities to promote Uganda's tourism products, establish business connections and stimulate travel to the Pearl of Africa.

Speaking about Uganda's participation, Hon. Suzan Nakawuki said the country was using international platforms such as WTM to strengthen its visibility, deepen tourism partnerships and attract more visitors. "Uganda has exceptional tourism offerings. We are here to invite the world to discover the Pearl of Africa, engage our tourism businesses and explore the many opportunities Uganda offers. With AFCON 2027 approaching, we also see sports tourism as an important opportunity to connect football audiences with Uganda's unique visitor experiences," she said.

Uganda Tourism Board Chief Executive Officer, Ms Juliana Kagwa, said WTM London provides an important opportunity to translate destination visibility into tangible tourism business and market opportunities. "WTM London is a strategic platform for us to strengthen partnerships and generate business opportunities for our private sector players. Coming on the heels of our roadshows in Glasgow, Manchester and Birmingham, and the launch of our CAF partnership ahead of AFCON 2027, we are building strong momentum for Uganda. We want football fans, holidaymakers and business travellers alike to see Uganda not simply as a place to visit, but as a destination to explore, experience and return to" she said.

Uganda's exhibition stand this year has distinctive display. It features an impressive and creatively designed display that brings the country's tourism identity to life. A major highlight is an artistic installation depicting a football pitch, symbolising Uganda's growing ambition to leverage sports tourism and the international appeal of football, particularly as the country prepares to co-host AFCON 2027. The striking installation has attracted curiosity and attention from showgoers, providing an engaging conversation point for visitors and international delegates. The Uganda team is smartly clad in team Uganda colorful football jerseys. This year's expanded exhibition space accommodates a larger number of Ugandan tourism operators, giving them increased opportunities to engage international travel buyers, hold business-to-business meetings, showcase their products and establish partnerships

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About Uganda Tourism Board

The Uganda Tourism Board is a government agency mandated to promote and market Uganda as a preferred tourism destination, both domestically and internationally. Through the Explore Uganda brand, UTB works with tourism stakeholders and partners to strengthen destination visibility, improve competitiveness and grow tourism's contribution to Uganda's economy.