

# MISS TOURISM



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## Greening Tourism

### Food & Drinks

Uganda's Must try  
food & drinks.

### Miss Tourism Projects

Memories of Miss  
Tourism Uganda

### Sports Tourism

Explore the Sebei  
Region

8th  
Edition

2023 - 2024

## Tribute

To Hon. Maria Mutagamba

## 11 Years

of covering Miss Tourism

## Top Cultural

Events in Uganda



QUEEN SYDNEY  
NABULYA KAVUMA

MISS TOURISM UGANDA 2022 - 2023





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Vol. 8



Tribute to  
**Hon. Maria Mutagamba**

Uganda Must try  
**Food & Drinks**

Explore the  
**Sebei Region**



September 2023

**FREE  
COPY**

**18** **11 years of covering Miss Tourism**  
Memories of Miss Tourism Uganda

**22** **Where are they now ?**  
Former Queens and where they are now

**32** **Top Cultural Events in Uganda**  
Art & culture

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# FOREWORD

## FROM THE PATRON



**HON. EVELYN ANITE**  
STATE MINISTER OF PRIVATIZATION  
AND INVESTMENT, REPUBLIC OF  
UGANDA  
**PATRON MISS TOURISM UGANDA**

Friends,  
I take this moment to graciously accept the offer and recognition of this esteemed organization. Women have been the fore runners of growth, Miss Tourism Uganda has shown a passion for young women and provided a platform to elevate young women from the grassroots through tourism, the whole while promoting, and encouraging the discovery, development and promotion of tourism in Uganda.

As you know, Tourism is one of the leading foreign exchange earner in this country, and as a State Minister of Privatization, I feel all of us, as a country especially the private sector should embrace tourism and nurture it... Miss Tourism Uganda is doing exactly this in the short term I have been a patron I have witnessed this as they encourage new talent in music, poetry, culture tourism to grow.

I thank the Miss Tourism Uganda organization for identifying my humble service and contribution to women and Uganda at large. I pledge to continue protecting those values that you have identified in my course of service; and I am available to extend the same wherever the call maybe.

I thank the President, the Government and people of Uganda for the opportunity to serve.

I thank you all friends for attending this function.  
For God and My Country



**AYISHAR NAGUDI OKOT**  
C.E.O MISS TOURISM  
UGANDA

Dear Reader,  
It is about that time of the year that we crown a new Miss Tourism Uganda queen to be Uganda's tourism Ambassador for the coming year. I would like to applaud all girls who spared their precious time to participate in the pageant right from the regional searches up to the grand finale. Just know you are all winners. I have been in their shoes before and I know it is not easy. The competition can be huge but it takes the strength of a woman to always go for it.

As Miss Tourism Uganda, we have grown in leaps and bounds this year. We launched the Miss Tourism project themed "Let The Pearl Shine" which is to be an annual event. The project is about sanitation and sensitising the public about keeping the environment clean. We believe sanitation interventions can address structural inequalities. In addition to all of our sponsors who have supported us over the years, we got more such as DAS Aviation and KUBIS Aviation. We have more cash sponsors as well such as Uganda Communication Commission, Supa Loaf and Uganda People's Defence Force. We picked a better voting App Africa Votes, a trusted online platforms for secure and transparent fan voting.



It's convenient and flexible. The National office also went to all the 12 regions, to support them as compared to the previous years.

Miss Tourism Uganda is more organised today, and we have grown tenfold on our social media platform. Our social media coverage has been on point updating thousands of our followers with all Miss Tourism activities. Our Twitter account has over 5000 followers today, which is a great feat. May the best contestant win tonight and good luck.

## WORD FROM THE DARLING UGANDA



**PEARL BYANJERU**  
PUBLIC RELATIONS OFFICER,  
DARLING UGANDA

Our journey with Miss Tourism Uganda has always been smooth. This season we interacted with our lovely Queens from each region during the countrywide search as we plaited their hair and prepared them for their regional finals. The queens rocked our latest hair extensions including Jerry crochet, Essence, Pristine, Jaden, Natural Dread, Nala crochet, Bubble extensions, New Ultra Xpression braids during their boot camp and P.O.A braid for the finale on 9th September 2023.

It is always our pleasure working with Miss Tourism Uganda as they are not only dedicated to improving our environment but also enhance our well-being through their various campaigns aimed at protecting our motherland Uganda.

Miss Tourism Uganda also gave us a platform to fulfill one of our Mission statements and that is to empower women in our society to be the best versions of themselves through our various hairstyles and innovations.

This was done through the many activations we carried out in the different regions of Uganda including the Northern region in Gulu, Teso land, Karamoja, Kigezi, Western region in Tooro, Rwezori and Eastern regions.

Darling Uganda is a hair extensions manufacturing company located in Namanve industrial area along Jinja road

We manufacture a variety of hair extensions including Braids, weaves and crochets.



Darling staff plaiting Miss Tourism Uganda queens during regional search.



# EDITORIAL



**Steven Odeke**  
Award-winning Tourism,  
Conservation and Travel  
multi-media journalist.  
**Chief Editor**

We are back at this exciting time of the year that we get to witness the crowning of a new queen and tourism ambassador. So, among the 31 candidates, who is your favourite candidate and who do you think will take this year's Miss Tourism Uganda's (MTU) tiara? We hope you did your part in voting your favourite contestant and cheered them on, now it is the girls' turn to do their part in convincing a panel of judges at Kampala Serena Hotel tonight. From April when we embarked on this journey running under theme "Let The Pearl Shine. Greening Uganda", we have had great fun scouting for queens during countrywide searches until this stage. It is always that fun, and I can attest to that. But we have also had a good time sensitising people in different corners of the country about the looming issue of Climate Change and encouraged people to plant trees which serve as an important component of the eco-system that help in trapping carbon dioxide from the atmosphere. Also in our pages, Miss Tourism Uganda has churned out thousands of beauty queens the last eleven years and we traced some of them to let us know what they are up to. These pages could not have all of them but seems some of those we managed to get are doing well with their lives and commend MTU for giving them life's skills during their boot camp times. This has also been quite an eventful year for MTU in partnership with The Ministry of Tourism, Wildlife and Antiquities, Uganda Tourism Board, Uganda Wildlife Authority, Uganda Wildlife Conservation Education Centre and a host of other tourism agencies, as the team took part in most of their programs. As you flip through the pages, you will notice MTU has gained traction over the years going by the sponsors on board. May the best girl win today. Enjoy!

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# MISS TOURISM

PROUD PARTNERS & SPONSORS





GONE BUT LOVED





# Gone But Loved

## Tribute to Mama

Life is a gift from God, He's the author and all rights to life are reserved! A very huge shock it was for Uganda, Africa and the world receiving news of your passing on, Hon. Dr. Maria Mutagamba!

As former Uganda's Minister of Tourism, Wildlife and Antiquities you will forever be remembered and your life celebrated by the tourism fraternity. Because of your unwavering commitment, dynamism and innovative spirit, we call you Mother of Tourism in Uganda.

Today we showcase beauty, intelligence, culture and talent because of your wisdom that foresaw and initiated the Miss Tourism Uganda pageant. Because of this initiative, from Buganda, to Bunyoro, to Tooro, to Teso and Rwenzori, talent, beauty and heritage is celebrated regionally and nationally annually.

A mother to all, an encourager who loved to associate with young people with bright ideas about tourism, the young people of this nation cherish you because you did a lot for the Youth for Tourism campaign to succeed. Because you were versatile and exhibited passion, young people love to and will walk in your footsteps.

You touched the lives a cross section of people and these still attest to your uniqueness. The religious have commended you for the role you played in the canonization of the Uganda Martyrs and so in those circles your memories and role remain fresh.

In other aspects of national development you are known for your role in mobilizing leaders to find solutions to challenges in the water and sanitation area here in Uganda. At international fora you were tagged "Mama Water Africa" and have been described as a hardworking and principled woman. You are also remembered for being behind the Rakai Development Association, through which a rigorous HIV/AIDS campaign attracted many organizations to support the sick and orphans.

Rising from a humble background to the rank of minister, politicians remember you for being a role model in that arena. Your associates have described you as a zealous servant who executed your tasks with commitment. It is evident that you did everything wholeheartedly and all that became part of your daily life.

Cancer remains a real threat of our generation, unfortunately to cancer we lost you dear mother! Fellow Ugandans, let's go for medical checkup regularly as the experts do advise. Let's all join hands to fight cancer.

Rest in peace, Hon. Dr. Maria Mutagamba

Rest in peace,  
Hon. Dr. Maria Mutagamba



## Queens Message



I am a diligent student at Makerere University Business School pursuing a Bachelors Degree in International Business. I have a passion for travelling. Meeting people and engaging in relatable conversations are some of the sources of my inspiration and the reason why I got involved in Miss Tourism.

I was delighted to win Miss Tourism Kyaddondo and winning Miss Tourism Buganda Kingdom was a dream come true. I have enjoyed the journey getting to know my culture and that's my theme for the year: Rethinking Cultural Tourism. The dances across Uganda, the food which I got to know about from the 34 contestants at Miss Tourism Uganda all drove me deeper and deeper to want to discover and promote Uganda as a Tourism Ambassador.

I am looking forward to a great year. Hand in hand with Miss Tourism Uganda, I intend to continue learning about all the 12 Tourism regions in Uganda and promoting them and all their precious gems. Additionally, in coordination with Buganda Heritage and Tourism Board, I will bring a significant impact to Cultural Tourism in the 18 Buganda Kingdom Masaza (counties). I will be a trail blazing ambassador and will represent my County Kyaddondo, My home Buganda Kingdom and my Country Uganda to the best of my ability.

Your Queen,  
**Nabulya Sydney Kavuma**  
Miss Tourism Uganda  
2022 -2023



# Queen's Questions and Answers

**So tell Ugandans for those who don't know you, who is Nabulya Sydney Kavuma?**

My name is Nabulya Sydney Kavuma, the reigning miss tourism Uganda. I am a twenty year-old ambitious lady, very passionate about tourism, poetry, public speaking and traveling.

**What made you get interested in taking part in pageants like Miss Tourism Uganda?**

I was interested in a platform where a girl child is given opportunity to expose her talents, natural beauty, creativity, confidence, build self esteem and most of all to learn how to work hard and over come hardships like stiff competition.

**Did you think that you would emerge as the winner?**

I believe one has to have self belief in order to achieve their goals! I definitely thought I would emerge as the winner.

**Now that you are a public figure, how are you ready to handle the media because they will write both bad and good stories about you when you hand over the crown?**

It will be challenging I guess but I'm sure with guidance from the right people, I shall always get rightful solutions on how to handle media

**Who were you before becoming Miss Tourism Uganda?**

I was just like any other student at my university who loved participating in school conferences as the speaker because I love public speaking.

**Besides being Miss Tourism Uganda, what else was occupying you?**

My education, my family, my friends and working hard to implement the projects I desire to put forward

**Have you ever heard of any criticism about you both negative and positive?**

To be honest, I'm loved by many and connect well with a lot of people according to their ways. I mostly hear a lot of positivity and guidance from them not criticism

**Who do you attribute your win?**

I attribute my success to God. I believe he is the cause of the great love and support my people showed me!

**Take us through your queen journey?**

My queen journey has been fruitful. This comes from when I won an international award for best In talent in Malaysia and having to visit a lot of places at a free cost. I made good connection with a lot of important people and empowered more females to come up for pageants as these!

**What was your most trying time? The point at which you felt like you couldn't push anymore?**

Being in a foreign country on my own was so challenging! I felt home sick, change in seasons and food. I always called home to get reassurance that I can make it.

**As Miss Tourism Uganda, how have you used your position to improve the tourism industry?**

I have spread great news about the beauty of Uganda internationally. This is evident when I recited a poem about the beauty of Uganda and worn an award for it! I have also engaged in tourism campaigns and most importantly I'm soon launching a cultural tourism event to spread awareness about our beautiful cultures





## How Technology can help save Uganda's mountain gorillas.

It is an open secret that there are about a thousand mountain gorillas remaining on Earth, and about half live in the dense and lush forests of Bwindi Impenetrable National Park and Mgahinga Gorilla National Park, both found in southwestern Uganda. But, it is also an open secret that the mountain gorillas, a subspecies of eastern gorilla (*Gorilla beringei*), are endangered animals and need protection.

Over time, led by Uganda Wildlife Authority (UWA) and several industry players, conservation efforts to protect Uganda's gorillas have gained traction and have represented a rare conservation success story. But seems a lot more is still needed, especially in these ever evolving times.

The Mountain Gorilla is the only great ape whose numbers are increasing and these results are a testament to all those working for mountain gorilla conservation. But their total population is still small, so it is important to maintain the momentum.

That is where technology which is at the heart of everything in this fast-paced world comes in, and that means approaches to protecting the mountain gorillas should evolve as well. That is why, it was exciting to know that UWA is leveraging technology to conserve mountain gorillas in their natural habitat.

In August, at a colourful event held at Sheraton Kampala Hotel, UWA launched a pioneering initiative to protect Uganda's mountain gorilla population by leveraging technology to create sustainable sources of non-trekking revenues to fund conservation activities in gorilla parks.

The subscription based technology enables a conservation enthusiast to follow as many gorilla families as they wish wherever they are. According to UWA, it is the customer's subscription that is going towards protecting the gorillas and building the local communities around them. A subscriber is expected to pay a monthly subscription of \$2 knowing that your subscription is going towards protecting these glorious creatures and building the local communities around them.

For a monthly subscription of \$2 (approx. Sh 7,400) paid through a mobile application My Gorilla Family, subscribers will receive an all-access pass to Bwindi/Mgahinga Conservation Area. One will be able to follow the daily life of gorillas and family migrations in their natural habitat through virtual trekking, celebrate their birthdays, new births, and receive updates from the rangers who protect and know them best. This application is developed under the

Home of a Gorilla (HOG) initiative, a partnership between UWA and RoundBob/The Naturalist, a Ugandan conservation enterprise working towards the protection of the Mountain gorillas as endangered species by indulging in activities that generate financial resources for support gorilla conservation activities and livelihood improvement for communities neighbouring Uganda's gorilla parks.

At the launch, UWA's Executive Director, Sam Mwandha explained that the initiative is timely especially in this era of digital communication as it enables one to use digital means to mobilise resources for conservation while providing enjoyment to the subscribers. He said, "It is our mandate as UWA to ensure sustainable management of wildlife resources. We are proud to work with our partners to achieve this by generating resources to support conservation while providing enjoyment to the people who give us these resources. This initiative will also support us to educate local communities and people from all over the world about the value of protecting these majestic animals, and keep them for future generations."

David Gonahasa, Co-Founder of The Naturalist, further says that the initiative will see the introduction of a non fungible token (NFT) linked to habituated gorillas, "In addition to the subscription-based application My Gorilla Family, the Home of the Gorillas initiative will launch the first conservation limited NFT collection linked to the ±200 habituated individual mountain gorillas in the wild." Mr. Gonahasa further reveals that there will be a launch of My gorilla festival in November 2023 that will bring both local and international visitors to Kisoro in Uganda to raise awareness and resources for gorilla conservation.

Bonifence Byamukama, Board Chairman of Roundbob/The Naturalist says that they are contributing towards improving awareness and ownership of conservation initiatives "We all need to be conservationists, regardless of our background or physical location. By leveraging technology, we are making more people aware of this natural capital we are blessed with, resulting in more mountain gorilla ambassadors globally," he says.

Tourism is playing a major part in this success. Not only does a significant percentage of all gorilla permit fees paid directly into conservation programmes, but it also supports many community projects for those living in the region. This has resulted in improved health provision, sanitation and education.

Uganda is not all about gorillas, but there is no arguing that trekking to see these awesome apes remains one of the most incredible wildlife experiences on the planet.





Regional Delegates\*

Regional Delegates Profiles 2023-2024





# Contestant Profile

## MISS TOURISM ANKOLE 2023/24



**Name:** Aionomujuni Hopkin Win  
**Age:** 22 years  
**Education:** UACE  
**Title:** 2nd Runner Up Miss Tourism Ankole  
**District:** Mbarara  
**Role Model:** Zari Hassan  
**Hobbies:** Chotcheting, Traveling, Riding

## MISS TOURISM ANKOLE 2023/24



**Name:** Ayebare Restytuta  
**Age:** 22 years  
**Education:** Student  
**Title:** Miss Tourism Ankole  
**District:** Rubirizi  
**Role Model:** Winnie Byanyima  
**Hobbies:** Traveling, Reading, Great conversations.

## MISS TOURISM ANKOLE 2023/24



**Name:** Kulaboko Sharidah  
**Age:** 21 years  
**Education:** UACE  
**Title:** 1st Runners Up Miss Tourism Ankole  
**District:** Mbarara  
**Role Model:** Zari Hassan  
**Hobbies:** Crotcheting, Traveling, Riding

## MISS TOURISM BUGANDA 2023/24



**Name:** Namulwana Hilda Victoria  
**Age:** 25 years  
**Education:** Bachelors in Tourism & Hospitality management  
**Insitution:** 2nd Runner Up Miss Tourism Buganda  
**District:** Kalangala  
**Role Model:** My Father.  
**Hobbies:** Photography, Writing, Birding

## MISS TOURISM BUGANDA 2023/24



**Name:** Namaganda Josephine  
**Age:** 23 years  
**Education:** Final Year of Business Administration(Accounting)  
**Insitution:** 1st Runner Up Miss Tourism Buganda  
**District:** Kampala  
**Role Model:** My Mother  
**Hobbies:** Swimming, Traveling & Learning

## BUNYORO REGION

## MISS TOURISM BUGANDA 2023/24



**Name:** Nabakungulu Vanessa Hannah  
**Age:** 22 years  
**Education:** 2nd Year Bachelor in Information Technology  
**Title:** Miss Tourism Buganda  
**District:** Masaka  
**Role Model:** Mrs Michelle Obama  
**Hobbies:** Music, Traveling, Meeting new people & reading

## MISS TOURISM BUNYORO 2023/24



**Name:** Kasemiire Whitney  
**Age:** 22 years  
**Education:** Degree in Real Estate Management  
**Title:** 1st Runner Up Miss Tourism Bunyoro  
**District:** Masindi  
**Role Model:** My Dad  
**Hobbies:** Traveling, Reading, Movies

## MISS TOURISM BUNYORO 2023/24



**Name:** Kemigisa Zahara  
**Age:** 23 years  
**Education:** Bachelor in Business Administration & management.  
**Title:** 2nd Runner Up Miss Tourism Bunyoro  
**District:** Hoima  
**Role Model:** Miss Tourism Bunyoro  
**Hobbies:** Music, Movies and Traveling

## MISS TOURISM BUNYORO 2023/24



**Name:** Boonabana Barbra  
**Age:** 20 years  
**Education:** Student Of Law  
**Title:** Miss Tourism Bunyoro  
**District:** Hoima  
**Role Model:** Martin Bagarura  
**Hobbies:** Netball and Traveling

## MISS TOURISM KARAMOJA 2023/24



**Name:** Akello Mary Consolate  
**Age:** 23 years  
**Education:** Bachelor of Arts in Social Sciences  
**Title:** Miss Tourism Karamoja  
**District:** Kabong  
**Role Model:** Ojao Assumpta  
**Hobbies:** Movies, Reading Novels and Traveling

## KARAMOJA REGION

## ANKOLE REGION

## BUGANDA REGION



MISS TOURISM KARAMOJA 2023/24



**Name:** Apero Martha  
**Age:** 25 years  
**Education:** Bachelors Degree of Science in Accounting  
**Title:** 1st Runner Up Miss Tourism Karamoja  
**District:** Kabong  
**Role Model:** Ester Anyakun  
**Hobbies:** Swimming, dancing & Hiking.

KARAMOJA REGION

MISS TOURISM KIGEZI 2023/24



**Name:** Ampurire Marina  
**Age:** 20 years  
**Education:** Bachelor in Social science  
**Title:** 2nd Runner Up Miss Tourism Kigezi  
**District:** Rukiga  
**Role Model:** Miss Nakakande Olivia  
**Hobbies:** Travelling, Dancing & Poetry

KIGEZI REGION

MISS TOURISM KARAMOJA 2023/24



**Name:** Achau Kevin Hope  
**Age:** 22 years  
**Education:** Diploma in Animal Production & Management  
**Title:** 2nd Runner Up Miss Tourism Karamoja  
**District:** Kotido  
**Role Model:** Ojau Ben (CEO Wabibi Pads)  
**Hobbies:** Singing, Making Friends

MISS TOURISM KIGEZI 2023/24



**Name:** Irankunda Gloria  
**Age:** 22 years  
**Education:** Diploma Student in Mass Communication & Journalism.  
**Title:** 1st Runner Up Miss Tourism Kigezi  
**District:** Kisoro  
**Role Model:** Catriona Gray  
**Hobbies:** Dancing, Socialising & Traveling

MISS TOURISM EASTERN 2023/24



**Name:** Nabulo Gift Moreen  
**Age:** 21 years  
**Education:** Bachelors in Business Administration  
**Title:** 2nd Runner Up Miss Tourism Eastern  
**District:** Mbale  
**Role Model:** My Elder Sister  
**Hobbies:** Modeling, Dancing & Learning New things

MISS TOURISM KIGEZI 2023/24



**Name:** Ampeire Pauline  
**Age:** 20 years  
**Education:** Diploma In Airline Cabin Crew  
**Title:** Miss Tourism Kigezi  
**District:** Kabale  
**Role Model:** Nelson Mandela  
**Hobbies:** Adventuring, Swimming & singing

MISS TOURISM EASTERN 2023/24



**Name:** Nazite Rhoda Christine  
**Age:** 21 years  
**Education:** Diploma in Electronics & Electrical Engineering  
**Title:** 1st Runner Up Miss Tourism Eastern  
**District:** Mbale  
**Role Model:** My Mother  
**Hobbies:** Traveling, cooking, making new friends.

MISS TOURISM NORTHERN 2023/24



**Name:** Acaa Pamela  
**Age:** 00 years  
**Education:** Bachelor xxxxxxxxxxxx  
**Insitution:** xxxxxxxxxxxx  
**District:** Kampala  
**Role Model:** Name  
**Hobbies:** Music and Traveling

EASTERN REGION

MISS TOURISM EASTERN 2023/24



**Name:** Nakukonde Kiyayi Roukaya  
**Age:** 19 years  
**Education:** Bachelors in Business Administration  
**Title:** Miss Tourism Eastern  
**District:** Sironko  
**Role Model:** VP of US. Kamala Haris  
**Hobbies:** Poetry, Writing & interacting with new People.

MISS TOURISM NORTHERN 2023/24



**Name:** Angeyo Juliet  
**Age:** 21 years  
**Education:** Bachelor in Procurement & Supply Chain Management  
**Title:** 2nd Runner Up Miss Tourism Northern Uganda  
**District:** Agago  
**Role Model:** My Mother  
**Hobbies:** Traveling, interacting with new people & Reading

NORTHERN REGION



## Contestant Profile

## MISS TOURISM NORHTERN 2023/24



**Name:** Akello Genevieve  
**Age:** 24 years  
**Education:** Degree Holder  
**Title:** 1st Runner Up Miss Tourism Northern Uganda  
**District:** Aletong  
**Role Model:** My Mother  
**Hobbies:** Watching Documentaries & reading short stories.

## MISS TOURISM RWENZORI 2023/24



**Name:** Kunihira Bridget  
**Age:** 25 years  
**Education:** Degree in Human Nutrition & Diatetics  
**Title:** Miss Tourism Rwendzori  
**District:** Kasese  
**Role Model:** Maya Angelou  
**Hobbies:** Writing, Traveling, Modeling

## MISS TOURISM RWENZORI 2023/24



**Name:** Masika Laureen  
**Age:** 23 years  
**Education:** Public Administration Student.  
**Title:** 1st Runner Up Miss Tourism Rwendzori  
**District:** Kasese  
**Role Model:** My Mother  
**Hobbies:** Traveling, & Modeling.

## MISS TOURISM TESO 2023/24



**Name:** Akello Alison Mary  
**Age:** 24 years  
**Education:** Bachelor in Governance & internation Relations.  
**Title:** Miss Tourism Teso  
**District:** Teso  
**Role Model:** My Mother  
**Hobbies:** Baking, Reading and Traveling

## MISS TOURISM TESO 2023/24



**Name:** Akiror Felistus  
**Age:** 21 years  
**Education:** Bachelors of science in Accounting  
**Title:** 2nd Runner Up Miss Tourism Teso  
**District:** Katakwi  
**Role Model:** Naomi Campbell  
**Hobbies:** Traveling, Watching, Playing Volleyball

## MISS TOURISM TESO 2023/24



**Name:** Amuge Agnes Rita  
**Age:** 23 years  
**Education:** Diploma in Fashion & Design  
**Title:** 1st Runner Up Miss Tourism Teso  
**District:** Amuria  
**Role Model:** My Dad  
**Hobbies:** Singing & Dancing

## MISS TOURISM TOORO 2023/24



**Name:** Karungi Cynthia  
**Age:** 20 years  
**Education:** Bachelor of Travel Tourism Management.  
**Title:** 1st Runner Up Miss Tourism Tooro  
**District:** Kyenjojo  
**Role Model:** Judith Heard  
**Hobbies:** Swimming, Travelling & Dancing

## MISS TOURISM TOORO 2023/24



**Name:** Murekatete Michelle  
**Age:** 21 years  
**Education:** 3rd year Law Student  
**Title:** Miss Tourism Tooro  
**District:** Kabarole  
**Role Model:** Naome Campbell  
**Hobbies:** Swimming & Modeling

## MISS TOURISM TOORO 2023/24



**Name:** Nyangoma King  
**Age:** 26 years  
**Education:** Diploma in Cosmotology  
**Title:** 2nd Runner Up Miss Tourism Tooro  
**District:** Bunyangabu  
**Role Model:** Wise Teacher  
**Hobbies:** Music, dance, drama and Travelling

## MISS TOURISM WESTNILE 2023/24



**Name:** Abawo Benitah Annet  
**Age:** 24 years  
**Education:** Law Student.  
**Title:** Miss Tourism West Nile  
**District:** Koboko  
**Role Model:** Michelle Obama  
**Hobbies:** Singing, Dancing and Traveling



MISS TOURISM WESTNILE 2023/24



**Name:** Lenia Lisa Teresa  
**Age:** 22 years  
**Education:** Degree in Art & design with education  
**Title:** 1st Runner Up Miss Tourism West Nile  
**District:** Arua  
**Role Model:** My Mom  
**Hobbies:** Drawing, Cooking, eating & Traveling

MISS TOURISM WESTNILE 2023/24



**Name:** Ariye Joy  
**Age:** 25 years  
**Profession:** Flight Attendant  
**Title:** 2nd Runner Up Miss Tourism West Nile  
**District:** Maracha  
**Role Model:** My Mother  
**Hobbies:** Traveling and Painting



The ministers of tourism and UTB officials attending a POATE session

# THE PEARL OF AFRICA TOURISM EXPO (POATE)

The Pearl of Africa Tourism Expo (POATE)'s return on the society circuit in April created palpable excitement to the public after a two-year hiatus due to the COVID-19 pandemic. Organised by Uganda Tourism Board in partnership with Competitiveness and Enterprise Development Project (CEDP) alongside the Ministry of Tourism, Wildlife and Antiquities, this event is East Africa's tourism signature event that brings together tourism stakeholders to one ideal meeting place to meet and network with exhibitors, buyers, investors and suppliers of services in the tourism sector from all over the world. Aside from being a Business meeting avenue, it is also one space Ugandans use to expose the country's rich diverse cultures through costumes, dance and cuisines as witnessed at the four-day event this year that was held at Speke Resort Munyonyo. At the expo this year that attracted over 300 exhibitors, UTB's CEO Lilly Ajarova said, "This expo attracts travelers from all walks of life thus increasing revenue and employment opportunities to Ugandans."



11 years of covering Miss Tourism



Miss Tourism Uganda first winners 2013: Harriet Nakitto, center, flanked by runners up Ayishar Nagudi and Shamim Nakamyuka

# MEMORIES MISS TOURISM UGANDA

I remember one afternoon in 2013 as I went about my work in the New Vision newsroom when I received a phone call from one staff member of the Uganda Tourism Board, Sylvia, inviting me to cover Miss Tourism Uganda pageant and that they were already in the boot camp stages. I asked Sylvia how they had decided on the finalists as I had not heard a thing or two about the countrywide pre-selections, as was the norm with other beauty pageants. She laboured to explain and I bought the idea.

At that time, I never knew MTU would have a profound effect on me at all. I had already covered a number of beauty pageants in town before and some had never even seen their first anniversary so I saw this as another of those pageants; I had also offered coverage to conservation and tourism-related stories before and it was maybe because of that, that I accepted the invitation.

At the time, MTU pageant was bouncing back from a seven-year limbo and was being resurrected almost singlehandedly by the then Minister of Tourism, Wildlife and Antiquities, the late Hon. Dr. Maria Mutagamba, who believed in the pageant as another of those products that can

promote tourism. She used to say to us media people all the time “Make Tourism everyone’s Business in your work” and believed that it is wiser to promote tourism with a girl and the nation will eventually fall in love with tourism. And because we believed in her for her passion about the sector, her energy rubbed off us and we also did this with passion. I remember my colleagues, then Daily Monitor’s travel writer Rafsanjani Abbey Taty, defunct WBS TV’s presenter Jackline Katusiime and Eric Ntalo (today with UWEC) with whom we started covering the pageant before others joined us along the way always cracked banter on tourism on our road trip countrywide searches for Miss Tourism regional queens.

It was Mutagamba who flagged us off at the Tourism ministry offices on an afternoon that we did our first road trip for the countrywide search and we set off with over 21 contestants to around these scenic national parks and tourism sites that was to serve as their boot camp training.

That would start my relationship with Miss Tourism for the next 10 years. That first road trip was so adventurous and fun-filled but it had its challenges as well, since the organisers at the time were coming to grips with organising an event of that calibre. We did Murchison Falls National Park, Bwindi Impenetrable National Park in southwestern and Queen Elizabeth National Park for a week on the road with the girls, most of whom were going to those places for the first time and were awed by the beauty Uganda has to offer. It was my first time to be in the same space with the Mountain Gorillas in Bwindi and that was such



the Mountain Gorillas in Bwindi and that was such a great experience. That year the crown was won by Harriet Babirye Nakitto. And I would go on to cover the following editions that won me accolades, a number of certificates of appreciation and friends who include former beauty queens and members of the tourism sector. It has also earned me a moniker among media colleagues as “Mr. Tourism” that I still harbour today.

### The Press

We have had unforgettable memories covering Miss Tourism Uganda. Along the way, media colleagues like Urban TV’s Wandera Were, Daily Monitor’s Lawrence Ogwal, then NTV’s Peter Sserwanga and MTU’s photographer Lyadda Joe, among others, joined us and these boys were crazy on the road, but who delivered exquisite work like nothing had happened to them on the road. That generation of journalists worked really hard.

We would laugh at that on the next road trip, and crack jokes on how people delivered good quality stories at their work stations as though they had been saints on the road. There was a time we got in Kasese district in Western Uganda early in the morning and the MTU’s event was to start later in the evening, so obviously boredom kicked in after we checked in our rooms that had TV screens that never worked. We sent each other texts to go find where to ‘kill’ boredom from in town as we wait for the event to start. We walked around town and settled down at some joint with a weird name, and the owner of the spot thought we were a bunch of jokers and arrogantly asked us to “order with cash”, we looked at each other and decided we each pull out our wallets and placed them on the tables and asked him to pick one of the wallets and pay himself. We all had our money and the beers were cheap. Of course he could not and was terribly embarrassed, he asked his workers to serve

us as well. We all burst out laughing. He was apologetic and left the counter for his workers.

Over time and with time some of us dropped off the road trips as we became busier at our work stations with more responsibilities.

### Highs and Lows

Miss Tourism Uganda has come of age indeed, it has seen its highs and lows such as the time the pageant lost its founder and patron Maria Mutagamba in 2017, it was such a huge blow to the tourism fraternity even when at the time of her demise she was no longer the tourism minister; then when Miss Tourism pageant lost two beauty queens and a media personality who perished in accident as they headed to Mbarara for the Miss Tourism Ankole search in 2015.

On that fateful day, I was to travel with that same team and I remember calling Resty Namwanjje early in the morning who was a good friend and worked at NTV, to book me a seat by her if she got in the van earlier than me to which she obliged. When I got at the Tourism Ministry offices where all of us were to converge from, the van to take us delayed to turn up. Luckily, I had two events to cover in the same region that day. I bade Namwanjje my good byes and decided to leave them to go join my other team of colleagues who were headed to Bushenyi district (approx. an hours time drive from Mbarara) to cover Miss Teens pageant. Namwanjje and I agreed to meet in Mbarara that evening, little did I know it was to be my last to see her in person.

Her last WhatsApp text to me on their way to Mbarara was “Steve, let me catch some sleep. Let us meet in Mbarara tonight.” Unfortunately, she has never woken up. She died on spot, alongside two beauty queens, on the Kampala-Masaka highway in a road accident. She is in safe hands.

But this pageant has given us great moments.

The world was disrupted by COVID-19, and so many organisations never bounced back to the pre-COVID times, it is good to see MTU striving on.

I am sure the organisers of MTU are happy to see that they have last the race as they continue to grow. That elusive Miss Tourism International crown will soon be ours. Cheers!



L-R Odeke (author), then WBS TV’s Jackline Katusiime and Daily Monitor’s Abbey Rafsanjani covering the first Miss Tourism Uganda after resumption in Bwindi in 2013.



# WORD FROM BOARD CHAIR



**MARIANNE MUTAGAMBA**  
Board Chair,  
Miss Tourism Uganda

Ladies and Gentlemen

I with the whole of Miss Tourism Uganda community, are honored that you chose to join us in a celebration of beauty, culture, art, music, poetry as a beautifully woven production that is the Annual Miss Tourism Uganda Grand finale.

The journey that started in 2013, with the Late Hon. Maria Mutagamba who had a passion in the empowerment of young women, and 10 years later, the mantle is being carried on.

We have seen Miss Tourism Queens rise to take up space in the political arena (Political Aspirant Sironko Queen Nagudi, in tourism with tour companies (Queen Challa's Ice Tours), Agro-tourism Queen Alinda with Jada Coffee, MICE with Rolex Festival with Queen Enid & numerous other festivals in pageantry with Queen Trisha's Little Miss Uganda, Queen Nakeny's Tourism Kids, philanthropic work like Tujene of Queen Ramona and so much more.

As part of inclusion, we have included Miss Tourism Queens in the management of Miss Tourism, the MD is now, Mrs Nagudi Aisha from Cohort of 2013; the Pageant Manager is Miss Rona Kisakye from Cohort of 2015, Trainers Miss Zakia Lucky, Miss Jokudu Getrude, also Miss Tourism Cohort.

Makeup Artist is Miss Diana Cohort of 2017, PR Miss Nguna Sandra. We believe in the young women who have gone through the training at Miss Tourism Uganda Bootcamps. They are transformational!

Miss Tourism Uganda is more than just a beauty pageant, its about hard work to encourage Ugandans to not only rediscover tourism but rethink it. Which is why we have national projects such as Let the Pearl Shine Campaign to encourage Ugandans to keep Uganda clean and regain our glorious name the 'Pearl of Africa', Thank you Queen Zakia for leading this campaign. The Greening project in line with UNWTO theme for 2023, championed in collaboration with 'Trees For life;' and Miss Tourism Teso we intend to plant over 2million trees. The Road safety project champaioned by Queen Charity Alaba to remind Ugandans and Tourists to be safe on the roads.

The saying goes 'if you want to move far, move with others'. Miss Tourism Uganda wouldn't be successful with out the synergies we have with both public and private. Thank you to all our sponsors and partners Ministry of Tourism, Wildlife and Antiquities with special thanks to our Hon. Minister Martin Bahinduka Mugarra and the tourism development team Mr. Lyazzi, Mr. Muwonge, Mr Frank, Ms. Neema, Uganda Wildlife Education and conservation center special thanks to ED. Mr. Musinguzi, and the whole UWEC our second family, Uganda Tourism Board special thanks to Madam Lilly Ajarova & Hon. Migereko, Uganda Wildlife Authority special thanks to Mr. MASaba and Ms. Nabitosi, Mr Herbert Byaruhanga, Madam Kemirembe, Dr Jimmy Opigo, Mr Saeid , Ms. Nyamwenge.

And to the best team ever that has braved the highs and lows, the Miss Tourism Team. Lugya, Kawooya, Eddy Elephant Son, Peter, Jimmy Winter, Kim, Zakia, Saina, Rona, Evie, Nakato, Sandra, Martha, Shakira, Ayisha, Jokudu, THANK YOU!

To our cluster heads this year: Sharon of Tooro, Claire of Kigezi, Sam of West Nile, Kotina of Northern Region, Anis & Aanyu of Teso, Buganda Tourism Board, Ojambo of Eastern Region, Enock of Ankole, Rita of Bunyoro, Bismarc of Rwenzori, Assumpta of Karamoja Well done organizing successful shows at the grassroot levels.

Thank you to all the parents who entrust us with their young girls, thank you so much especially the ones who have sent not one but 2 daughters. Thank you for believing in Miss Tourism Uganda.

Last but not least, Thank you God for nothing is possible without you. To my family for cheering us on when it was quiet, to Hon. Maria Mutagamba thank you for the vision!

For God and My Country,



# REGIONAL CLUSTER HEADS



**BISMARCK  
AMUMPAIRE  
MOSES.**

Cluster Head

Miss Tourism  
Rwenzori



**RACHEL  
KAKUNGULU**

Cluster Head

Miss Tourism  
Eastern Region



**AKUAKU  
SAM**

Cluster Head

Miss Tourism  
West Nile



**RITA  
ABWOOLI**

Cluster Head

Miss Tourism  
Bunyoro Region



**ASSUMPTA  
OJAO**

Cluster Head

Miss Tourism  
Karamoja Region



**RUTAAZA  
ENOCK**

Cluster Head

Miss Tourism  
Ankole Region



**KOTINAH  
ROSEMARY  
AKOT**

Cluster Head

Miss Tourism  
Northern Region



**JESSICA  
SHEILA  
AANYU**

Cluster Head

Miss Tourism  
Teso Region



**HELENA  
NAMUTAMBA**

Cluster Head

Miss Tourism  
Busoga Region

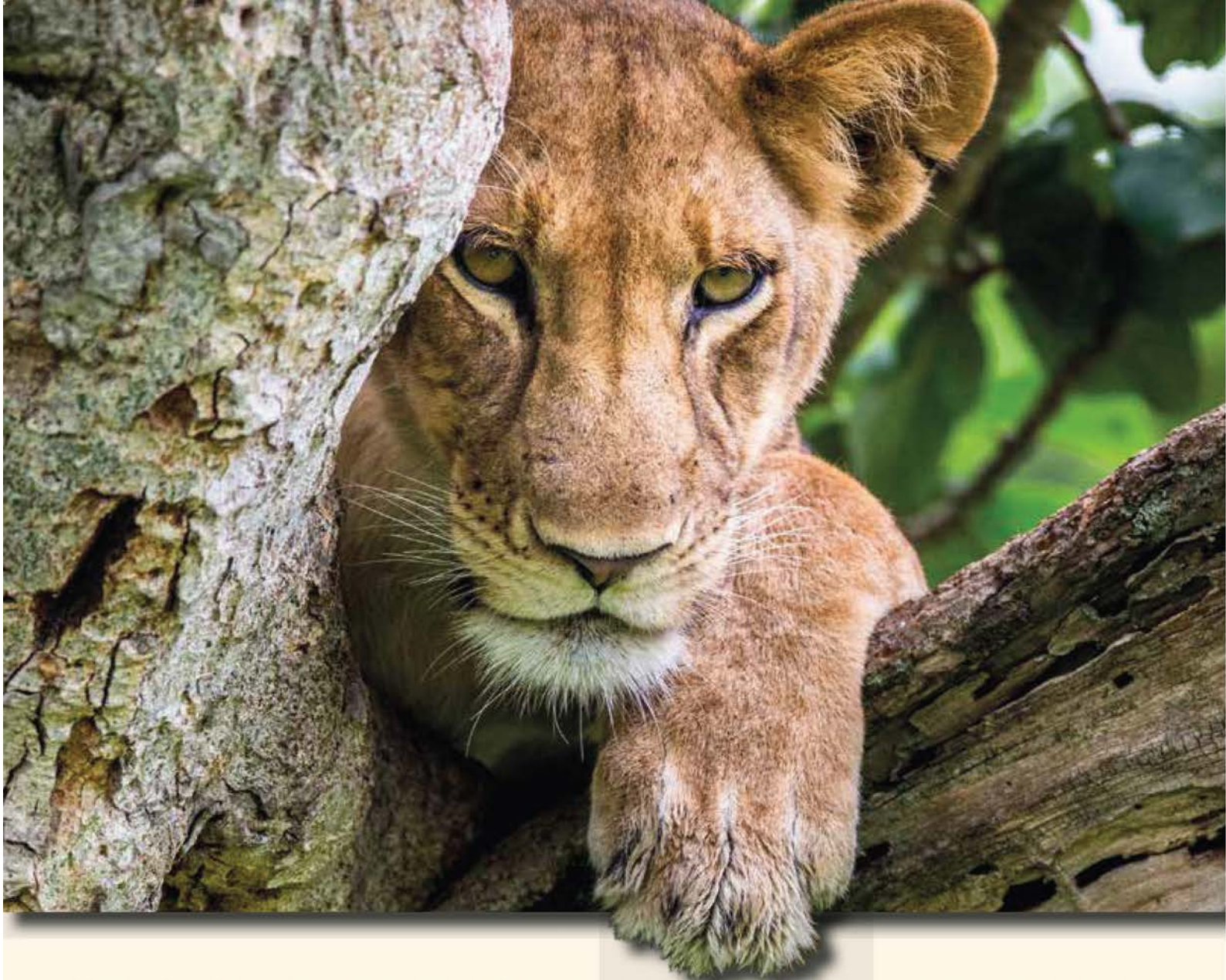




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# WHERE ARE THEY NOW?

Miss Tourism Uganda has churned out several beautiful queens since its resurrection 11 years ago. Some of the former Beauty queens have gone on to cultivate impressive careers, impact societies and live a queen's kind of life in their lives. We trace some of the former Miss Tourism Uganda queens to find out what they are up to and to give us their take on the role of women in the tourism industry today. The role of women in tourism cannot be discounted and is becoming even more dominant in the country. Their roles have gone beyond their specified descriptions to incorporate the human touch that tourism prides itself in.



**Challa Elma Kapel CEO ICE Tours and Travel company** (Miss Tourism queen 2017)

The role of women in the tourism industry is just like a man's role because I believe tourism is every one's business so we all equally have to push the country in different capacities on social media and physically. Miss tourism Uganda helped me grow and blossom into a woman of purpose in different aspects I worked with different stakeholders who helped me in promoting tourism in Uganda and outside Uganda and also build my career path and start my tour company through which I continue to promote tourism



**Vanitah Faith Busingye (Miss Tourism Uganda 2021/22)**

Women are more flexible when it comes to tourism participation for their caring nature and being organised just like in their homes. They are of great value in the tourism industry, especially in the accommodation sector. As for being part of Miss Tourism Uganda, I can say It opened my eyes to the world and doors to opportunities for me. I have benefited a lot and worked with a lot of tourism entities in fields like the Ministry of Tourism, Wildlife and Antiquities, The Uganda Museum and Uganda Wildlife Authority on different projects. I was even awarded the most active queen of the year in 2021 and I remember also representing Uganda at the Miss Tourism World in Vietnam in December last year. For me women need access, participation, control and benefits.



**Rose Sandra Nabaggala, Chief Executive Officer, Smile Cultural Troupe Uganda (Miss Tourism Talent Uganda and runner up Miss Tourism Busoga 2019/21)**

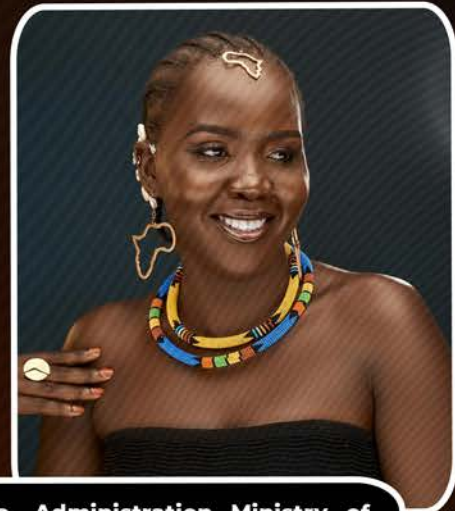
Miss Tourism helped develop my dancing talent and as I speak now, I am the CEO of a full cultural dance troupe in Uganda. The pageant also helped me meet different people in the country. I believe women help in increasing the period of stay for tourists. Through repeated visits women can give new tourism products which attract the customers of the same country as well as other countries. Women also help to promote tourism sites by taking photos of them and sharing on their social media platforms which attract tourists."





**Ronah Kisakye, Administrative Officer at Deloitte Uganda Limited (Miss Tourism Busoga First Runner Up 2015)**

I still work with Miss Tourism Uganda (MTU) today as the national chaperone. This pageant built my confidence and equipped me with life skills that have enabled me to express myself in all spheres of life. My role today with MTU is because of what I learnt in my year as a tourism ambassador, and now I am able to impact it on fellow queens that have contested after me and still counting. For us women, we are born nurturers. We give life if given the opportunity. We can even grow it, market it and expand it, anything given to us and this is what our tourism industry needs. It needs growth and intensive marketing and I believe as women we can extensively market our tourism, our smiles, friendliness and how we carry ourselves shows the hospitality of Ugandan people.



**Janet Laker Opira, Administration Ministry of Water and Environment, Founder of Cakes by Janet Laker Gulu (2nd runner up Miss Tourism North 2015/16)**

Women's role in tourism is to advocate for the protection of our tourism sites just like a mother would take care of a child given to her by God. God blessed our country with so many tourism sites and diverse cultures.

**Anita Ayebare, Qatar Airways Cabin Crew member (Miss Tourism Ankole 2017, Second Runner up Miss Tourism Uganda 2017)**

I remember Miss Tourism gave me a platform to represent Uganda on the Miss Tourism World stage where I emerged fourth runner up Miss Tourism World 2019. The pageant has opened me up to a wide range of opportunities and audiences that I would not have been able to access with ease before. It has been a good learning environment where diversity creates beauty, where exposure builds knowledge that will remain with me forever and for that I am grateful. I think the major role women play in the tourism industry is to be disseminator of knowledge and cultural values, an accommodator and a provider of basic necessities. It should be known that the majority of the workforce in the tourism industry is made up of women, going by Data from United Nations World Tourism Organisation which shows that it represents up to 54% of the total number of employers in this sector. The International Labour Organisation also reports that the global share of women in tourism was 55.5% in 2013 and that in other regions this share goes up to 70%. Therefore, women play a bigger role in the tourism sector and are ably well represented.

**Ritah Tumuhimbise, chef, (Miss Tourism 2017)**

Not that I know of women's role in tourism at this rate but what I remember about my time in Miss Tourism was that the boot camp boosted my confidence to take on spaces I did not think fit for girls like me. The pageant gave me a chance to meet and talk to people that would later be influential in my life.



**Diane Akhiro, Make-up Artist (Miss Tourism Uganda Teso 2017)**

Miss Tourism being a blend of lifestyle and culture enabled me to know what Uganda has to offer, especially after getting the incredible opportunity to tour various tourism sectors and game parks. It also gave me the platform to birth my career as a pro make Up Artist having given me the opportunity for expression through art and make up artistry. To start with, you cannot talk tourism today without women because they occupy a significant role in the tourism industry worldwide. Women being nurturers, it is expected that they will care for their environment. And we are certain that environment and tourism go hand-in-hand. Women have actively participated in tourism activities in Uganda over time, for instance, Miss Tourism Uganda has gone on to develop a highly profitable business such as the Rolex Festival that has given Uganda recognition.

**Enid Mirembe, Rolex Festival founder (Miss Tourism Busoga 2015/16)**

Where I come from a Rolex does not tell time. With the crowning of Ms. Enid Mirembe a Miss Tourism Eastern region (2015) which is a platform to get the girl child space to express herself while showcasing tourism, the Rolex was picked up as a sustainable project to take on after the pageant. The Rolex was an existing venture all over the country but lacked the basic concepts of hygiene, financial sustainability and literacy, environmental conservation and inclusion of the youth, women and the vulnerable. To celebrate the delicacy that is the Rolex, a festival was designed that brings together Rolex vendors and Ugandan enthusiasts under one space. The festival has activations that sensitise the vendors about hygiene branding, packaging as well as holding competitions where they get awards like modern kitchen ware eg, aprons, tablemats dustbins, T-shirts and others. This has been done together with partners in Africell, Coca Cola, MTWA, UTB, Total Gas, Shell, Kaswa Flour to mention but a few. Seven editions of the festival have been held including one under the COVID-19 restrictions both regional and national





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MTU Queen and other travel enthusiasts revel in the Explore West Campaign

# MISS TOURISM UGANDA QUEENS ROCK

2023'S  
BUSY  
CALENDAR

This has been quite an eventful year for Miss Tourism Uganda especially with the return of certain events such as The Pearl Of Africa Tourism Expo (POATE) in April organised by Uganda Tourism Board and the all-new Explore Uganda campaigns run by the Ministry of Tourism, Wildlife and Antiquities.

Other events such as the Rolex festival in August, Kadodi Karnival, Kagulu Rock Climbing in Busoga region, Kabaka's 30th coronation and World Wildlife Day celebrations in March were all graced by the MTU teams, among others.

With the Explore Uganda campaigns, the

outgoing Miss Tourism Uganda queens led by Sydney Kavuma Nabulya participated actively in the Explore Elgon, Explore West and Explore North editions. We bring you snapshots of the year that has been for Miss Tourism Uganda.



Outgoing MTU queen Nabulya at Sempaya Female Hot Springs



Visit to Tooro Kingdom Palace





The girls sailed through boot camp smoothly ahead of the Grand Finale.



Explore West travellers bask in joy by the Equator line on Mpigi-Masaka highway



They went for everything organic.



State Minister for tourism Hon. Martin Bahinduka Mugarra addresses travel enthusiasts alongside MTU queens before flagging them off for Explore West journey.



Miss Tourism Queens Smile for the photo on their Explore North campaign expedition



Miss Tourism Uganda queen Nabulya alongside Speke Resort Munyonyo owner Dr. Sudhir Ruparelia pose for a photo during Pearl Of Africa Tourism Expo in April.



The current contestants make a stop to shop for succulent fruits on their way to West Nile during boot camp



# UGANDA'S MUST TRY FOOD & DRINKS

Uganda's dishes have over the years put the country on a gastronomic map as they tend to reflect the country's biodiversity and unique mix of cultural influences that really make its cuisine stand out. As a traveller, eating local is so important as it colours your travel and helps you to familiarise with the people there. It is from there that you immerse yourself in the culture, history and personality of that place. It is no doubt that Uganda is one of Africa's finest food hubs and gives some of the best gastronomic experiences. Uganda's unique culinary culture also draws some of its influences from Indian, Asian and English. So, this should be time to titillate your taste buds in this renown food destination with some local delicacies that can either be found in local communities visited, on Kampala streets or fancy restaurants offering modern takes on traditional dishes and international cuisine. Point to note is that, there is a movement towards using more organic ingredients, and most menus offer at least a few vegetarian options.

## 'ROLEX' SNACK

This is no watch for your wrist that you are familiar with. It is a food item in Uganda. It even has a full-blown festival held annually (one was held on August 20, this year) organised by former Miss Tourism Uganda queens, Enid Mirembe, to celebrate this snack that first made its mark on Kampala's gastronomic scene in the late 1990s. It is said that at that time, one street food vendor in Wandegeya, a neighbourhood in Kampala around Makerere University decided to roll fried eggs in a chapatti (unleavened flatbread). University students who reside around that area came up with a portmanteau word by blending rolled eggs into 'Rolex'. It stuck. Today, it is a nation-wide phenomena. A rolex is essentially a blend of chapatti and fried eggs and other vegetables. It is like a vegetable omelette but it is such a popular snack on Ugandan streets and restaurants that it has now made it onto the menu of Uganda Airlines' fuselages. The snack is prepared by breaking two eggs in a plastic cup and mixed with sliced onions, some salt and other veggies of your choice like cabbages and tomatoes, before being whisked and then the mixture fried. When the eggs are nearly cooked, the chef tops them up with a chapatti, cooks the blend a little more before getting it off the pan. You may ask the chef to top up the blend with sliced raw tomatoes or not, before rolling it in a long tube for serving. Enjoy your snack that costs about sh1,500 and sh2,000.





## Malewa (Bamboo Shoot Sauce/Dish)

Malewa is a traditional bamboo stalk dish popular with the Bagisu from Eastern Uganda. It is a delicacy best served with Groundnut or Sim-Sim paste (also known as sesames) and served during weddings, ceremonies, and celebrations. Because of this important cultural aspect, Malewa is a key aspect of traditional foods in Uganda. When in Mbale city or Bugisu region (about 50 miles north of Lake Victoria), try out that mouth-watering sauce with either Matooke or whatever your palate panders to.

## LUWOMBO WRAP

You want to feel a little bit regal through food? You have to unwrap some “Luwombo” and get to dig in. This is a dish that was created by a personal chef to the Kabaka (king) of Buganda Kingdom in the late 19th century as he experimented with some of his culinary skill. He got it right because Kabaka Mwanga appreciated it and the traditional dish has stayed to date on Ugandan menu. It is a stew made up of chicken or beef and fish with veggies wrapped and steamed with groundnut sauce (red peanut sauce) in banana leaves to perfection. It is always a finger-licking masterpiece of food that one should never dare miss out once in Uganda.

## ATAP (KARO)

Is a staple food for Iteso in Eastern Uganda known as Akaro in Western Uganda. It is a delicacy made of sorghum/Cassava/millet and mingled in hot water to make a ball-shape. It is such a nutritious meal best served with “Eshabwe” among western Ugandans while it can also be served with any sauce among Eastern, Northern and West Nile Ugandans.

## ESHABWE

This is such a mouthwatering sauce prepared mainly by the Bahima from Western Uganda. It is a thick white sauce made from mature ghee, rock salt and table salt. A well done Eshabwe can be served with Akaro (millet or cassava flour).

## ANGARA

This is a small river fish typically caught at the point where the great White Nile departs from Lake Albert, in the city of Packwach and Obione sub-county in Nebbi district, West Nile around November and December. This fish is so bonny with hundreds of small tiny bones in its flesh but very delicious.

Traditionally, it is prepared by either boiling or smoking because of its characteristic large amount of fats embedded in its body. Elders cook Angara for traditional occasions, such as weddings.





## FOOD & DRINKS

### **GONJA**

In Uganda, deep-fried banana plantain is known as Gonja, and is one of the best snacks in Uganda. Once the plantain ripens, it is most commonly roasted or deep-fried. They are similar to Matooke but are sweeter in taste when roasted or deep-fried and can be served by the street roadside or even high-end eateries.

### **ENSWA**

Another of edible insects enjoyed a lot among Ugandans. It is a countrywide delicacy with a variety of methods for preparation. These white ants can be mixed with sim-sim paste or groundnuts in eastern, northern and western region, or simply roasted and boiled and ready to be served as a snack.

### **'KIKALAYI'**

Ugandans love their pork. That is why, you do not have to be surprised to find many pork joints on the road sides as you travel up country or within the Kampala suburbs. The pork is prepared in so many ways at the high-end eateries but the most popular style of cooking it is one known as "Kikalayi" (the pot round cooking pan used for frying the pork). Most cases, friends gather together for "Kikalayi" pork meet-up and order for kilograms of pork to be fried and the sides that might include cabbages, Matooke (peeled or not), Posho (cornmeal), cassava and other veggies. The vendor chops the pork into bite-size pieces and puts them in sizzling oil in the cooking pan on high heat. Then later adds in veggies such as chopped tomatoes, onions, salt and fries the mixture for about 10 minutes. After the meat is ready, the cook places the pork, Matooke, cassava or posho and cabbage on a large circular platter before the feast starts. It is one of the best eating experiences with a pork-leaning Ugandan. You can eat with a bottle of chilled beer. So, try out the experience.

### **ATTEND FOOD FESTIVALS**

The country's lifestyle calendar is filled with enough food and cultural festivals where a touch of Uganda's diverse culinary delights are served. Events such as 'Rolex' festival, fish festival, cake festival, Muchomo festival, pork festival and vegan festivals are all held to celebrate Uganda's delicacies. A Traveller should try out those in Uganda, and get to have a mouth-watering experience.

### **AJON (MALWA) BREW**

"Ajon" or commonly known by the Bantu people as "Malwa" is a locally made brew most commonly associated with the Iteso people, a Nilotic ethnic group found in eastern Uganda. They are so attached to this drink that they sometimes drop some little "Ajon" to the new-born baby as some form of tradition. But it is taken everywhere in the country and you will likely find Uganda's corporate people and their ilk sat in a makeshift mud-and-wattle bar, each holding their long straw, around one clay pot in small towns of Uganda. Uganda being a country blessed with organic food stuffs, have a variety of other traditional drinks to their names such as "Omuramba" (from western Uganda), "Tonto" (from central region) and Kwete (from west Nile region). "Ajon" is a local drink brewed from dry millet and yeast that was traditionally used by the Iteso as a celebratory drink at weddings and other celebrations. It is cheap and communal. It is one place one can easily connect with everyone.



## UGANDA WARAGI AND SEVERAL LOCALLY BREWED BEERS AND WINES.

Uganda's "UG" is a masterpiece and national treasure. Yes, it gives you a buzz when you take it and can knock you off when taken in excess and that is why it is only sold to only adults (18 and above), but for its history and status as one of Africa's few gins, it is worth a try for gin-lovers. The triple distilled bottled and branded Uganda Waragi is very common in all drinking joints, safari lodges and eateries. Produced by Uganda Breweries Limited, the gin today comes with a variety of flavours such as coconut alongside the premium one. But it still maintains its slight tongue tingle when you drink it. The name Waragi is a portmanteau word for "War-gin" coined by British colonial expats who, as a way of giving Ugandan soldiers Dutch Courage before war, named the locally produced gin at the time known as 'Enguli', 'War gin'. And the name Waragi stuck. But Uganda also has locally produced beers such as Nile Special and wines such as Bella Wine consumed by many who visit the country.

## KATOGO

This is a tasty mixture of food. Good for breakfast especially after a heavy night-out, for those with a thing for experiencing Uganda's vibrant nightlife . It is a tasty mixture of Matooke (green banana) or cassava mixed with stew of offals or beef, goat, greens and even beans. it is the finest delicacy to start your day. Most alcohol lovers prefer it when hangover. You will most likely find it in all restaurants in morning hours or you can order from delivery apps and it will be delivered.

## NSENE

A variety of insects are eaten in every corner of the world and in Uganda, grasshoppers (suborder Caelifera) are such a delicacy in some regions of the country. Ugandans who enjoy them do devour these delicious insects inform of snacks especially in the rainy months of May and November. Travellers that come to Uganda during rainy seasons can have a chance to taste Nsenene sold mostly in markets and by hawkers on streets. They are sold either raw or fried as they make for a good protein source and have been enjoyed since the early days.

## MUCHOMO

Muchomo in Ugandan parlance is Swahili for roast meat. It can be chevon, beef, chicken or pork cooked over an open fire on skewers. It is common to see smoky stalls on roadsides on your way to safaris or when having a stroll in city suburbs with vendors attending to their roasting businesses. In towns such as Namawojjolo in Mukono district on the Kampala-Jinja highway, central Uganda, you are bound to meet hordes of sellers dashing for your vehicle trying to persuade you to buy some of their flavourful roast meats. It can also be served with roast banana and Kachumbali (a mix of chopped raw tomatoes and onions). Try it out.







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# TOP CULTURAL EVENTS

## THAT HAVE PROMOTED UGANDAN HERITAGE AND BOOSTING TOURISM



Kabaka Ronald Mwenda Mutebi II at his 30th coronation anniversary

Miss Tourism Uganda (MTU) is all about bringing people together through girl child and preserving unique heritage. Uganda is home to diverse cultural believe with over 50 ethnic groups. Today, we introduce to you some of the top cultural celebrations that have rocked the country in 2023, with some yet to happen.

### **Kabaka Coronation anniversary**

There was no news as exciting on the cultural calendar this year as the Kabaka (King) of Buganda opening his 30th Coronation anniversary to the public. When COVID-19 disrupted the world, the Baganda's celebrations were also badly affected. But as celebrating resumed last year, this year's 30th anniversary held on July 31 was a different day as the kingdom witnessed many Baganda and well-wishers thronging the event in their droves. At Bulange, Mengo, Kampala, the celebrations spoke volumes, even when it rained, many still had a blast. It meant a lot to them to see

Kabaka Ronald Mwenda Mutebi II around. Over sh47m had been received as "Luwalo Lwaffe" from different Sub-Counties that make "Ssinga". There were some musical performances from different cultural troupes and from mainstream artistes that the Kabaka and the Nnabagereka Sylvia Nagginda watched and appreciated. The Kabaka urged his subjects to take good care of their health, education and work so hard. It was a great cultural day.

### **Akogo Festival**

By the time the Miss Tourism Uganda (MTU) finds a new queen today (September 9), the Iteso, who hail from Eastern Uganda districts such as Kumi, Tororo, Bukedea, Pallisa, Serere, Soroti, Ngora, Kaberamaido, Kalaki, Kapelebyong, Katakwi and Amuria will still be having their festival running, if everything goes to plan. Running under the theme "Unity For Social Transformation Through Culture", this event is one of the biggest among Iteso. This year, they plan to have the climax of the event this very month (September) on 29-30 at Soroti Regional Museum. Attendees should be ready to immerse themselves in Teso culture as it comes. They say they are the humblest, beautiful, handsome and speak the best English language, we wait.

### **Karamoja Cultural Event**

Greetings Ateker. The Annual Karamoja Cultural Event, in its eighth edition, has been here with us even before the devastating COVID-19 struck. This year they were to be hosted in Matany Town Council, Napak District. Before that, they had been hosted in the Ateker speaking groups from Karamoja of Uganda, Turkana county-Kenya, Ethiopia, and South Sudan. This year's festival was meant to run by September 4-8. The Karamojong are great people who have since stuck on their long held beliefs but also ready to embrace modern civilisation. We may know them off the Internet for eating raw milk mixed with blood



## ART & CULTURE

obtained from puncturing the skin of a cow but these people are actually good people. It is said, for them eating that meal of blood mixed with raw milk helped them with energy as agro-pastoralists in the field grazing the animals. Majority of them still believe in standing as one in their Ngikaramojong Ateker. They believe in their Ikijaunitai beliefs which move from one district to another such as Nakapiripirit, Amudat, Kaabong, Karenga and Abim.

### **Kwer Kwaro Acoli Festival**

How many can dance the popular Larakarak? Or if not, the Bwola, Lukeme or Myel Jok dances? These are some of the dances that have endeared the Acoli community to the rest of the world, and most times witnessed at festivals like the Kwer Kwaro Acoli Festival. These festivals have had the Acoli showcase their cultures to the fore through dances, cuisine and costumes. They have also used the days before to remember fallen sons such as Okot p' Bitek and all.

### **Kadodi Karnival**

In May this year, we had hundreds of Bagisu speaking people and their well-wishers attending the Nile Special Kadodi Karnival which was in its second edition and was held at UMA Show-ground Lugogo, Kampala, graced by, among many, Miss Tourism Uganda queens such as MTU's Heritage Faith Muyama, Miss Tourism North Charity Alaba, Mercy Amoding 1st Runner Up Miss Tourism Teso, Miss Tourism Teso Mary Ariokot Etilu and Miss Tourism Bunyoro Jane Murungi. Bagisu are happy people and their women can dance, Jesus. They live on the western slopes of the now extinct volcano called Mount Elgon, in Eastern Uganda. Today, sometimes they call themselves "Ba-Masaba" but we know them as Bagisu people who speak Lugisu, and can give us Malewa (Bamboo Shoot) dish. The popular Kadodi dance can be accompanied by that artistic expression of musical instruments which includes seven-stringed lyres, single or double-stringed musical bows, and drums. We also know them for the Imbalu tradition, that initiates boys into men by circumcision.

### **Empango Cultural Festival**

June gave us Banyoro people's Bunyoro-Kitara Kingdom as they celebrated the 29th anniversary coronation (Empango) of Omukama Dr. Solomon Gafabusa Agutamba Rukirabasajja Iguru. The event, which commemorates the day Iguru (King) ascended to the throne on June 11, 1994, attracted thousands of Kingdom subjects and well-wishers to the palace (Karuzika) for the function. During the celebrations, guests were treated to different cultural performances including dances, drama, and poetry recitals. The Bunyoro-Kitara Kingdom straddles the districts of Hoima, Masindi, Kibaale, Kagadi, Kikuube, Kakumiro, Bullisa, and Kiryandongo. Prior, before the abolition of Kingdoms in 1967, Empango celebrations would be marked twice a year during every harvesting season, where the king's subjects would come along with harvests and other forms of gifts which they would offer to honour his good leadership.

### **West Nile Urban-Cultural Festival**

This is one function that brought together people from the Lugbara, Alur, Madi, Nubian and other communities together at the start of this month (September) and it happened at CocoPalm, organised by Bigtime sounds. Their aim was to celebrate diversity.



Dancers perform a traditional alur dance, from the northwestern West Nile region of Uganda.



GALLERY

# THROUGH THE LENS

HOMECOMING IN POKOT / KARAMOJA





GALLERY

MISS TOURISM TEAM PHOTOS





# EXPLORE THE SEBEI-REGION

## The Land that has given Uganda's gold medalists Cheptegeis and Chemutais

The local sports fraternity is still revelling in the recent feats attained by different sports disciplines that have put Uganda on the global map. It is the sort of image Ugandans need right now, for a country that was on the right trajectory pre-COVID-19. Recently, the success of our Netball team did wonders and came back ranked 5th after the World Cup that was held in South Africa. We celebrated those girls who put the country on the worldwide scale.

It was also the same month that got our golden boy and Olympic medalist Joshua Cheptegei chest-thumping again, mountain gorilla silverback style after entering in the world annals of athletics again.

In August this year during the World Championships in Budapest, Hungary, Ugandans were left elated when Cheptegei smashed another world record and became the fourth man to claim a hat-trick of world 10,000m titles, smashing a record that had stood for about three decades.

Uganda was on the global map again and the world must be taking note of the country as a dominant force in athletics, perhaps even digging further to find out where the olympic winner hails from and trains from.

Cheptegei is also the reigning Olympic champion in the 5000 metres and silver medalist for the 10,000 metres, World silver medalist from 2017, and the 2019 World Cross Country champion, among many.

In addition to that, Cheptegei is also, one among many that hail from an area in Uganda that has churned out world champions, the Sebei sub-region found on the slopes of Mt. Elgon — an age-old extinct volcano in the districts of Kapchorwa and Kween in Eastern Uganda.

Among those other global champions include another olympic medalist Stephen Kiprotich (2012), Jacob Kiplimo, Peruth Chemutai and Stella Chesang (10,000m gold medalist at the 2018 Commonwealth Games).

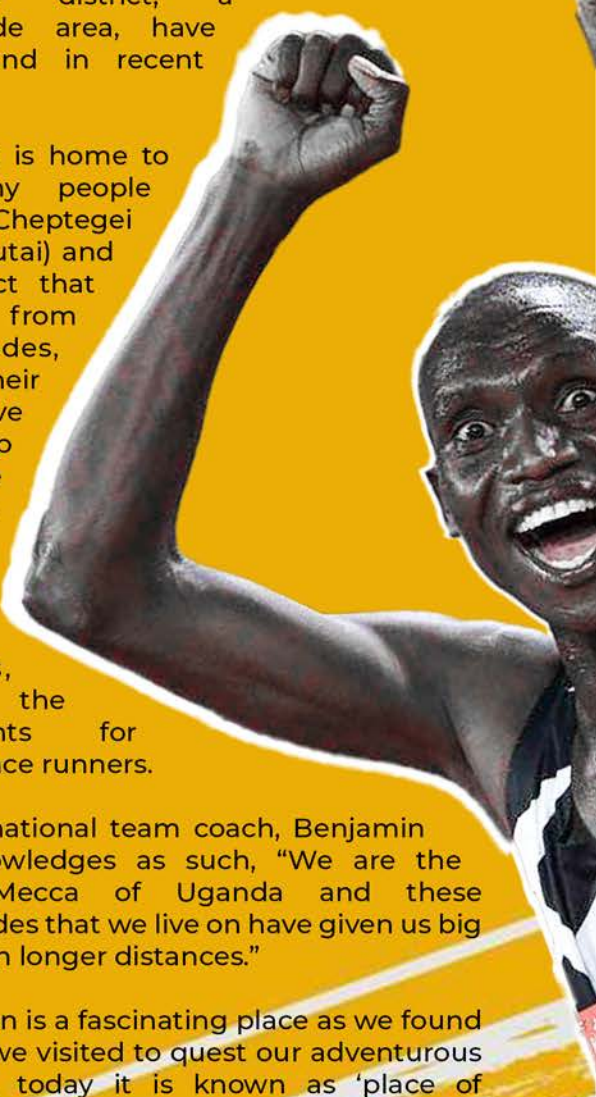
As a professional athlete, Cheptegei can today be able to access high-end training facilities such as the Nijmegen in Netherlands, whence he trains from. But still, one cannot rule out that, having grown up in the hilly areas of Kwoti, in Kapchorwa district, a high-altitude area, have had a hand in recent success.

Kapchorwa is home to the Sabyo people (just like Cheptegei and Chemutai) and by the fact that they hail from high-altitudes, means their lungs have grown up expansive and big to endure and run long

distances, one of the requirements for long-distance runners.

Uganda's national team coach, Benjamin Njia acknowledges as such, "We are the running Mecca of Uganda and these high-altitudes that we live on have given us big lungs to run longer distances."

Sebei region is a fascinating place as we found out when we visited to quest our adventurous thirst. Yes, today it is known as 'place of





'place of champions' but it has a lot more to offer as well other than visiting the high altitude training facilities and running trails done by global champions.

Some tour operators such as "RunKapchorwa" have organised runs on these higher-altitudes but they have also exposed people to different attractions in the region. There are also adrenaline-pumping activities that can be done here.

On our cultural experience visit to this region, also home to the 110m-high Sipi Falls that falls downhill from the upper slopes of Mount Elgon as it heads to the Kyoga basin, and popular before adventure seekers for the abseiling activity, hiking, bird watching and cave expeditions, we started it from Bugema through Chebanda town centre in Kween District. We were to walk all the way to the new trail at the time to the Ndorobos community found on in Sabu Village.

This new trail was opened by Mulima Mountain Adventures and the hike was led by the company's tour guide Job Soyekwo.

He told us as we set off for the gruelling hike that it was a yet to be discovered they opened as a way of exposing travellers to different activities in the region, "We opened this trail in August 2020, a few months after we discovered it," said Soyekwo.

He continued; "We were a group of excited guides that wanted to give adventure seekers and travellers coming to Eastern Uganda another challenge, other than touring the magnificent Sipi Falls and Abseiling activity."

As we ascended these steep hills and occasionally

stopped atop the craggy peaks overlooking Chebanda town, the sight of lush vegetation and iron sheet rooftops dotting the gently rolling hillsides were picturesque. The site also offered beautiful foggy panoramic views of Mount Kadam ranges far away in Karamoja sub-region, north of Mount Elgon.

Our guides for the day Soyekwo and Dan Kiplagat, showed us several waterfalls, a cave named Mutuuso in Kitowoi parish, Yatui community primary school and the leopard corridor rock known as "Kortwo Malil" in Yatui parish. "This was a rock that used to be occupied by a leopard," Kiplagat told us when we climbed the rock.

We were to visit several caves in the area but because of time and exhaustion from the earlier walks, we managed to explore only the famous Mutuuso cave found near Chepyakaniet River in Kitawoi parish. It was a tough hike with steep hillsides and some unmarked paths from Sabu village to Kitawoi where the Mutuuso cave is found.

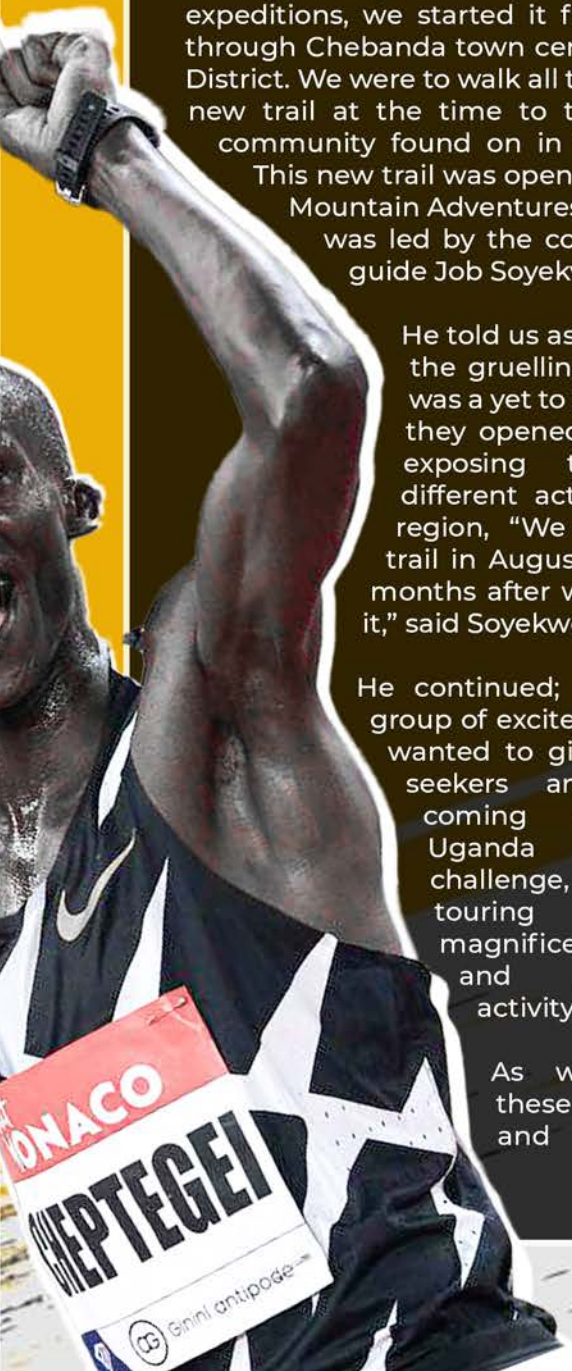
On our return from the hike, we met Cheptegei and his family from shopping in one Supermarket. We stopped to say our greetings and was cool with it. The monstrous world runner appeared timid before us.

The Sabiny are distant relatives of the Kalenjin in Kenya and Oromo people of Ethiopia who have produced great runners over time just like Cheptegeis, it gave us a clear idea how they do it.

Today, Kapchorwa boasts of the Taryet elite athletics training facility (at 2,600 metres above sea level) and the Cheptegei Training Centre, a legacy project set up by Joshua Cheptegei himself.

The Sipi area is also one of the biggest producers of arabica coffee in this region, a visitor can enjoy the coffee experience like we did when we drove back to Kapchorwa from our hike, one area that should be tapped into.

So, while we have achieved great things with these heroes of ours on the international scale, it is high time we turned these training facilities into sports tourism products as well explore this Mecca of champions at great length.







## UWEC makes great strides in their conservation efforts.

In August, it was announced that Uganda Wildlife Conservation Education Centre (UWEC) had been granted land by National Forestry Authority (NFA) to establish four regional satellite Wildlife Conservation Education Centres at a media briefing held at NFA offices in Kampala. The news was exciting to conservationists as UWEC makes great strides in their efforts. The agreement was signed by the Executive Director NFA, Tom Obong Okello and the Executive Director UWEC, Dr. James Musinguzi.

Speaking at the ceremony, Okello expressed his confidence that the allocation of the land to UWEC is a non-consumptive utilisation of natural resources. "We are not going to cut the trees, we are going to conserve them, as well as conserve the wildlife occupying the habitat." He urged the implementers of Oruha in Kyenjojo and Ruti in Mbarara districts, each measuring a maximum of sixty (60) hectares respectively for purposes of forest restoration, wildlife conservation and promotion of tourism.

To explain the strides UWEC had the last financial year and their partnership with Miss Tourism Uganda (MTU). We had a chat with UWEC'S Public Relations Officer **Eric Ntalo**.

**MTU: First things first, Miss Tourism Uganda has had a smooth relationship with UWEC for a long time, what is in that partnership?**

**Answer:** The Late Hon. Maria Mutagamba introduced UWEC to an initiative in 2013 that was found too hard to resist and that is Miss Tourism Uganda (MTU). That is how UWEC has first of all been home of the MTU's national pageant boot camp for the last nine years now. UWEC thought it could use the initiative to further put awareness on Conservation Education in the different sub-regions. Fast forward, before the COVID-19 Outbreak, UWEC partnered with the pageant and selected an ambassador of UWEC, Marion Nakku Musiimenta from Buganda who was succeeded by Alice Kyasimire of Ankole in 2022. Among other roles, the Ambassador is expected to support the UWEC onsite and outreach Conservation Education (CE) programs, and develop and implement a signature CE program. Besides other privileges, she is given monetary incentives and stipend as a form of motivation. There is a huge nexus between tourism and conservation hence the partnership.

**MTU: Explain Regional Satellite Wildlife Conservation Education Centre? How does it work and how different will they be from Entebbe's Centre?**

**Answer:** From a general definition, a satellite center means an integral part of a recognised institution imparting extension activities in rural or tribal region, neighboring the location of such an institution, established with the objective of reaching the unreached, on the terms and conditions specified by the government. In this case, the Regional Wildlife Conservation Education Centers (RWSECs) are affiliated to Uganda Wildlife Conservation

Education Centre in Entebbe. The four (4) centers will be established in the Central Forest Reserves (CFR) of Mbale, Ruti in Mbarara, Abera in Gulu, and Oruha in Kyenjojo district. Following an MoU signed between National Forestry Authority and Uganda Wildlife Conservation Education Centre in which NFA granted UWEC land in the four CFRs, for starters each measuring a maximum of sixty (60) acres for purposes of forest restoration, wildlife conservation and promotion of tourism. The decision to establish the centres is based on various factors such as geographic accessibility, conservation priorities, and the desire to reach a wider audience. For instance, if the eastern region is home to endangered species or has unique ecosystems, a satellite centre is established to focus on conservation efforts in that area. This allows for a more targeted approach to education and conservation within specific regions.

**MTU: When are they starting to implement?**

**Answer:** This financial year 2023/24. The Government of Uganda has already allocated sh5.1 billion to begin with the Mbale Satellite Centre.

**MTU: That is great. How has UWEC fared in the number of visitors in recent times?**

**Answer:** UWEC registered 486, 313 visitors, which depicts a 26.8% increase over the year 2019.

**MTU: What have been major highlights at UWEC in the last financial year? What programs are ahead?**

**Answer:** In the last financial year 2022/23, UWEC marked 70 years of an illustrious journey of wildlife Conservation Education for sustainable development, and hosted the national World Wildlife Day celebrations 2022. The center also launched the teacher's guide on Conservation Education for secondary schools in Uganda. In addition to the rescue and rehabilitation function, UWEC released over 50 African grey parrots in Kibale Forest National Park; the first shift of the release phase is a milestone in combating the illegal trade and trafficking of these endangered species, threatened with extinction. The centre also registered success stories in breeding of peafowls and Grey crowned cranes. Recently, the center hosted American TV personality Dr. Michelle Oakley, star of Nat Geo Wild's reality show Dr. Oakley to share her experiences in wildlife conservation medicine. In terms of infrastructural development to support conservation education and tourism promotion, UWEC launched the UNDP funded Children's Wildlife Discovery Centre (CWDC), the parrot rescue aviary and two visitor shades. A Mobile Conservation Education truck was also acquired through the Competitiveness and Enterprise Development Project –Additional Financing (CEDP-AF). Coming up is building capacity of community based tourism enterprises along the shores and islands of Lake Victoria to deliver overall experience to tourists.





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