



## Getting to know Uganda

- **Currency** : 1UGX = 0.0046 ZAR (April 2026)
- **Population**: 51.3-million (2025 Est.)

## Tourism Performance

- Arrivals: 14 618 (2025)
- Uganda's outbound travel for 2025 is estimated at 1.43-million. South Africa accounts for 1% of travel
- Growth rate (2024 vs 2025): 14%

## South Africa's Top 4 Competitors in Uganda



Egypt



UK



USA



UAE



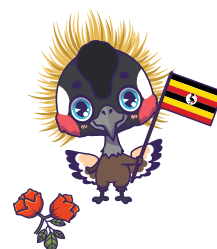
## Getting to South Africa

93% of arrivals are by air

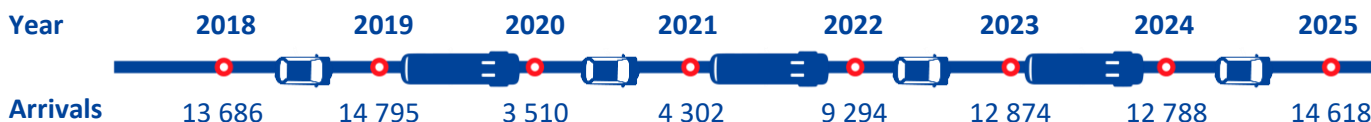
## Spending



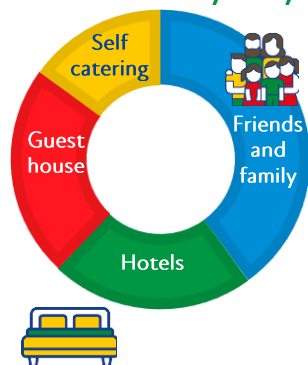
- **Average spend/visitor** : R20 400 in 2025, a year-on-year 4,1% increase
- **Total spend**: R273 million in 2025, a year-on-year increase of 17.5%



## Uganda travel trends



## Where do they stay?



## What do they like to do?

- Shopping
- Eating out
- Socialising

## Ugandans' preferred attractions

- Sandton City/Mandela Square
- V&A Waterfront, Cape Town
- Table Mountain, Cape Town

## Preferred provinces

- Gauteng 67%
- Western Cape 18%
- KwaZulu Natal 6%



## Ugandans who travel to South Africa

- More likely male
- Mostly travel alone
- 86% are aged 25 to 50
- Average length of stay : 14.7 days



- Purpose of visit: MICE, Holiday and VFR
- More often repeat visitors than first-timers
- Gauteng is the #1 destination, followed by the Western Cape



## South Africa's main attributes



### Positives

- Welcoming people
- Variety of experiences
- Value for money
- Beautiful scenery
- Experience a different culture



### Negatives

- Another destination appeals more
- Concerns about personal safety
- Concerns about health risks