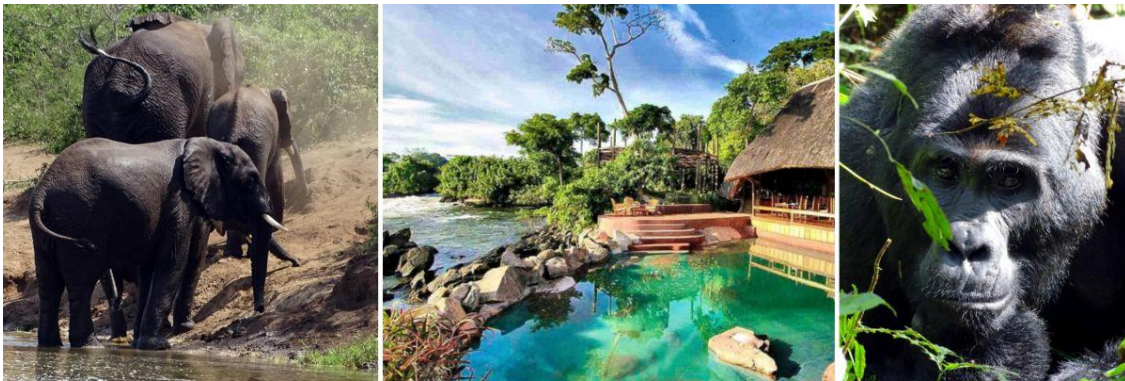


PRESS RELEASE
APRIL 19, 2022

[IMAGES HERE](#)

Uganda Emerging as ‘New’ Safari Destination in Africa for Americans

As “Explore Uganda - The Pearl of Africa” is launched, the destination’s Ganyana Safaris appoints KG Global Consulting for the U.S. market



*Elephants in Queen Elizabeth National Park; the Lemala Wildwaters Lodge in Jinja; and the Silver Back adult male gorilla in Bwindi Impenetrable National Park
[Download these images and this release in Word format [here](#).]*

Ganyana Safaris in Uganda has announced a new partnership with KG Global Consulting to raise the profile of Uganda as a premier safari destination in Africa.

Effective immediately, KG will promote Uganda’s magnificent nature tourism offerings, which are available to the travel trade through Ganyana Safaris.

The appointment comes as the east African country has launched its international tourism campaign, “Explore Uganda - The Pearl of Africa.”

Uganda attracted 1.5 million international visitors in 2019. Tourism had been growing at around 20% each year in the previous decade and amounted to 7.7% of GDP and 6.3% of employment pre-pandemic.

The new tourism campaign is focusing on the international leisure visitor to rebuild the inbound sector.

Announcing the tourism rebuild campaign in January, Ugandan President Yoweri Kaguta

Museveni drew attention to the country's temperate climate, stunning diversity of flora and fauna, community tourism options, Uganda's strategic location in the center of East Africa, and its reputation as the likely birthplace of mankind.

Ganyana Safaris says that viewing gorillas in their natural habitat is Uganda's tourism USP. Only Uganda and much smaller neighboring Rwanda offers well regulated tourism trips to see gorillas. Beyond visiting Bwindi Forest and Mgahinga Gorilla National Park to see the magnificent primates, Ganyana offers big game trips to see lions, giraffes, zebras, cheetahs, hippos, rhinos and assorted bird life in their natural settings.

On Uganda's new ambitions, Mr Kizito Juma (pictured right), Managing Director of Ganyana Safaris, said: "With 25 national parks and reserves, highly experienced rangers and researchers, Murchison Falls, the Nile River, Lake Victoria, snow-capped mountains, and a vibrant, diverse culture, we believe Uganda deserves a bigger share of the international tourism and safari market."



Nevada-based Kidist Grznar (pictured left), founder of KG Global Consulting, visited Uganda in March. She said: "Our aim at Ganyana is to make a once in lifetime experience or bucket list item a reality by offering all-inclusive and flexible itineraries with the option of luxury or moderate accommodations to better fit client budgets."

She noted that Uganda is not just about nature. "We have opportunities for guests to give back and meet villagers, park rangers, researchers, musicians, dancers and get an overall feel for the way of life in the country. From guests' arrival to their departure at Uganda's Entebbe International Airport, Ganyana can help guests craft unforgettable memories."

Grznar said there are many ways for Americans to reach Entebbe via European and Middle Eastern carriers. KLM, Emirates, Ethiopian and Brussels Airlines are all popular options.

As an introduction to Uganda for US travel agents and tour operators, Juma has written, [Five Reasons Why Uganda Should Be Your Surprise African Safari Choice](#).

Further information: <https://www.ganyanasafaris.com>



The magnificent Shoebill in the Mabamba Swamp near Entebbe; charitable opportunities to give back and help communities along the way in Kasese; Lake Mutanda in Kisoro district

UGANDA TOURISM AT A GLANCE

- 1.5 million international visitors in 2019, earning US\$1.6bn¹
- Only 473,000 visitors in 2020, earning US\$0.44bn¹
- 322,000 tourism jobs in 2020, down from 536,000 in 2019¹
- Pre-covid, Uganda saw 20% average arrival growth per year for a decade³
- Biggest non-African source markets in 2020: India, USA, UK¹
- Pre-covid, tourism accounted for 7.7% of GDP and 6.3% of employment²

UGANDA'S STRATEGIC TOURISM PLAN²

As part of Uganda's five-year strategic tourism plan 2020-2025, the country aims to:

- Return tourism income to pre-covid levels of about US\$1.45 billion per year
- Return tourism-related employment to around 667,600 jobs, about 6.3% of country's total employment
- Increase inbound tourism revenue per visitor from US\$1,036 to US\$1,500
- Increase the proportion of leisure tourists from 20 to 30%
- Increase the number of direct flights from Europe and Asia from six to 30

Sources:

¹ [Ugandan Government](#)

² [Trade Mark East Africa](#)

³ [Skift](#)

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ABOUT KIZITO JUMA AND GANYANA SAFARIS

Ganyana Services Ltd was founded in 2011 and Ganyana Safaris, a fully established and legally registered Ugandan Destination Management Company, in 2018. Its Managing Director is Mr Kizito Juma. The company's vision is to be the premier and preferred company in the Ugandan tour and travel sector. Based in Entebbe, near the international airport, Ganyana conducts tours and safari operations in all leading destination spots in Uganda and Rwanda. It provides car rentals, aviation support, meetings and group services. Its tailored safaris are all-inclusive with meals, transport, permits and accommodation. "Ganyana" is a local Ugandan saying, meaning 'working hard to enjoy the fruits of your labor'. Ganyana is a member of the Association of Uganda Tour Operators. [Company profile.](#)

ABOUT KG GLOBAL CONSULTING

Founded in 2021, Las Vegas-based KG Global Consulting provides consulting services to all travel industry-related entities seeking growth. With over 20 years of industry experience, KG excels at big-picture organizational problem solving and developing creative growth strategies. Our belief that there is always room for growth and innovation, fuels the excitement of every project we undertake. Founder Kidist Grznar is a solutions-focused Entrepreneur, Consultant, Advisor, and Thought Leader with over 20 years of success across hospitality, travel and tourism, and management consulting.

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