



Kampala is the **commercial capital of Uganda** and the **third biggest city in East Africa** has a vibrant outbound travel market both for leisure travel and business.

The 2024 official tourism statistics highlight the significant increase of Ugandan residents traveling within Africa and to overseas destinations.

The Kenyan Coast, Zanzibar and the Seychelles are very popular destinations for residents while DAR and Nairobi are key business travel destinations from Uganda.

African & Indian Ocean hotel groups, airlines, tourism organisations, beach resorts and safari lodges are invited to participate at this **live face-to-face TravelExpo on Wednesday, 12 August at the Sheraton Kampala Hotel**.

The focus of this TravelExpo will be to **promote inter-regional travel** as well as **domestic tourism** and **overseas travel**.

Uganda is served by many regional & international airlines including Qatar, Emirates, Kenya Airways, Aerolink Uganda, Brussels Airlines and Air Tanzania.

Uganda Airlines flies direct to Johannesburg, Nairobi, Mombasa, Kilimanjaro, Dar es Salaam, Zanzibar, Harare and Lusaka.

The Ugandan expatriate & diplomatic communities represent a major market for leisure and business travel.

139 Uganda travel agents and DMC's attended Spotlight Kampala in 2025 representing **83 different companies**.



Who should exhibit?

- African & Indian Ocean beach resorts & lodges wanting to engage with Uganda travel agents & inbound tour operators
- Airlines
- Tourism suppliers
- African Hotels seeking corporate business from Uganda
- Hotels, DMC's, and tourism boards wanting to promote outbound tourism from Uganda to the rest of Africa & overseas destinations

Who will attend the TravelExpo?

- Uganda-based:
 - corporate and leisure travel agents
 - inbound tour operators
 - conference organisers
 - corporate travel planners from major corporate accounts
 - government departments, NGO's, embassies and UN agencies

We expect 125 - 150 travel trade to attend

How the TravelExpo attendance will be promoted

- The Spotlight TravelExpo will be extensively advertised to the travel trade in Uganda by e-mail and social media broadcasts
- We also encourage travel agents to invite their corporate accounts to attend the TravelExpo with them
- Our hotel and airline partners will distribute invitations to their key corporate accounts and conference organisers
- TUGATA and AUTO will distribute the invitations to their members and other trade in Uganda

Programme: Wednesday, 12 August: Sheraton Kampala Hotel



- **11h00:** Exhibitors set-up their tables in the Ballroom
- **12h30:** Registration, tea and coffee
- **13h00 - 18h00:** Spotlight TravelExpo
- **18h00:** Prize-giving and happy hour drinks and snacks
- **19h00:** End of TravelExpo



[Click here for video & pics of Spotlight in action](#)

Thank you to our sponsors and supporters



Table Cost

- USD900/ZAR17,200 per table plus VAT for South African companies

Cost includes

- All TravelExpo expenses and promotional costs
- Happy hour cocktail party
- 50-word description and logo on exhibitor website and in official directory distributed to all attendees
- Full contact address list of all attendees will be sent to exhibitors after the TravelExpo
- Two representatives per table. The cost for additional representatives will be USD50/ZAR900 per additional person.

Accommodation

- **Sheraton Kampala** are offering a special rate of
 - Single B&B: USD165.00
 - Twin B&B: USD185.00
- Rate excludes 18% VAT and USD2.00 local tax.
- Sheraton can also offer airport/hotel transfers for USD60 one-way. Book with your accommodation.

Email: reservation@sheratonkampala.com

Reference: Spotlight

Cost excludes

- Flights to Entebbe,
- airport transfers,
- hotel accommodation, and
- meals other than specified.

Sponsorships & advertising opportunities

- See booking form for additional sponsorship and advertising options

Uganda Visas

- South African passport holders require visas to enter Uganda
- East-African community countries do not require visas
- Other Nationalities please check with the airline if required
- Apply only on the official website. **Cost:** USD69 www.ugandaimmigration.org
- Allow 5 days for processing

Booking Form

Spotlight East Africa Series: book two TravelExpos for a 5% discount, or three for a 10% discount if paid in full by 16 June 2026

Email: derek@houstonmarketing.co.za | Tel: +27 12 665-1191 | Cell: +27 82 4640901

Please book us a table (max 2 representatives) at:

- ☐ **Spotlight Dar es Salaam (31 July):** USD900/ZAR17,200 plus VAT for South African companies.
- ☐ **Spotlight Kampala (12 August):** USD900/ZAR17,200 plus VAT for South African companies.
- ☐ **Spotlight Nairobi (01 - 03 September):** USD1,950/ZAR35,000 plus VAT for South African companies.
- ☐ Please reserve _____ additional representative(s) on our table: USD50/ZAR900 per person

Sponsorship/Branding Opportunities

Dar es Salaam Kampala Nairobi

- | | | | |
|--------------------------|--------------------------|--------------------------|--|
| ☐ | ☐ | ☐ | Full-page advert in the exhibitor directory: USD175 per expo |
| ☐ | ☐ | ☐ | Coffee and tea break plus video shown on the big screen: USD250 per expo |
| ☐ | ☐ | ☐ | Logos on Visitor name badges: USD250 per expo |
| ☐ | ☐ | ☐ | GOLD Sponsor: cocktail party sponsorship including advert in the exhibitor directory and video shown on the big screen: USD1,500. |

Total ZAR/USD _____ payable by T/T or via DPOXPAY

COMPANY NAME (to appear on Invoice): _____

Contact person: _____

Postal Address: _____

Post code: _____ Tel: _____

E-mail: _____

VAT Number (SA registered companies only): _____

DATES ARE SUBJECT TO CHANGE AND COSTS ARE PROVISIONAL

Payment can be made either in USD or ZAR to Houston Travel Marketing Services in South Africa.

PLEASE NOTE:

All quoted costs are excluding South African VAT - payable by South African registered companies only

Rand/Dollar Exchange Rates: Houston Travel Marketing Services reserves the right to increase the Rand and US Dollar cost of the TravelExpos due to fluctuations in the exchange rates.

We have read and accept the Standard Terms and Conditions of Houston Travel Marketing Services CC as published on the website: www.houstonmarketing.co.za

Signed _____ Date: _____