



UGANDA WILDLIFE AUTHORITY

OFFICE OF THE EXECUTIVE DIRECTOR

PLOT 7 KIRA ROAD KAMWOKYA

P. O. Box 3530, Kampala, Uganda

Our Ref: TDO 41/01

Date: 17th October 2012

The Minister
Ministry of Tourism Wildlife and Antiquities
P. O. Box 7103
KAMPALA

Dear Hon. Minister,

LOW SEASON SALES PROMOTION FOR NOVEMBER 2012, APRIL AND MAY 2013

UWA Management has initiated and would like to announce a promotion to coincide with the celebrations for 50 years of independence to enable our potential visitors to enjoy the same gorilla visit experience at a subsidised price.

The following promotional prices will apply for visitors wishing to track gorillas within the months of November 2012, April 2013 and May 2013:

1. US \$350 for Foreign Non Residents
2. US \$250 for foreign Residents and
3. Ush.100,000 for East African Citizens

A copy of the approved guidelines for this promotion is herewith attached for your information.

This promotion is open to all tour operators and other partners.

We believe by doing this we will be giving back to our esteemed customers during this celebration period.

Conserving for Generations

Yours sincerely

Dr. Andrew G. Seguya
AG. EXECUTIVE DIRECTOR.

c.c. Minister of State, Tourism, Wildlife and Antiquities
Permanent Secretary, Ministry of Tourism, Wildlife and Antiquities
Chairman UWA Board of Trustees
Chairman AUTO
Executive Secretary, GVTC
Executive Director, Uganda Tourism Board
Chairman, UHOA
President, UTA
President, TUGATA
Director, Tourism and Business Services, UWA



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GUIDELINES FOR SALE OF PROMOTIONAL GORILLA PERMITS 2012/13

1. Background.

In line with the celebration for 50 years of independence and as part of Management initiative to make full use of the available potential of gorilla permits during low season, it has been decided that we offer 100% of the unsold permits for the months of November 2012, April and May 2013 at promotional prices.

This is in line with the celebration mood of the country and also Board and Management approach to give back to the valued partners and customers who have made us what we are.

It is the intention of this promotion to pass on this benefit to the end users, who should enjoy their gorilla visit experience at a subsidized fee.

2. Promotional Period

The promotional period will run for the months of November 2012, April and May 2013.

This applies to unsold permits for this period and doesn't include prepayments before announcement of this promotion

3. Promotional rates

The promotional prices are as follows:

- Foreign Non Residents \$ 350
- Foreign Residents \$ 300
- East African Citizens Uganda Shs. 150,000

4. Terms and Conditions:

- Payment for all gorilla permits sold under the promotional rates shall be done at the Reservations Office at UWA Headquarters in Kampala ONLY.
- No promotional permits will be sold at the park.
- Permits offered for sale under this promotional arrangements will be paid for in full (100% of value) at the time of booking
- The acceptable payment methods are cash or direct bank transfers.
- There will be no cash refunds, reschedules, cancellations and transfers allowed on promotion permits
- Promotional permits will be marked "Promotional Permit"

Signed



Name:

DR ANDREW G. SEBUYA

17.10.2012

EXECUTIVE DIRECTOR

DATE