



Pricing of park products Uganda wildlife Authority.

By

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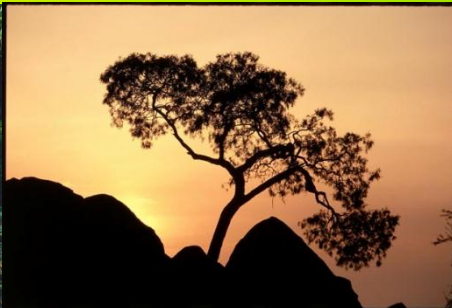
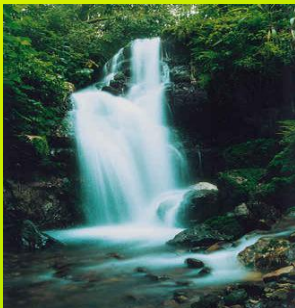
Victoria falls Zambezi, Zimbabwe.



HIGHLIGHTS



- Uganda profile
- History of wildlife management.
- Park categories.
- Relevant Stakeholders in the Business of Conservation.
- Government support/ subventions overtime.





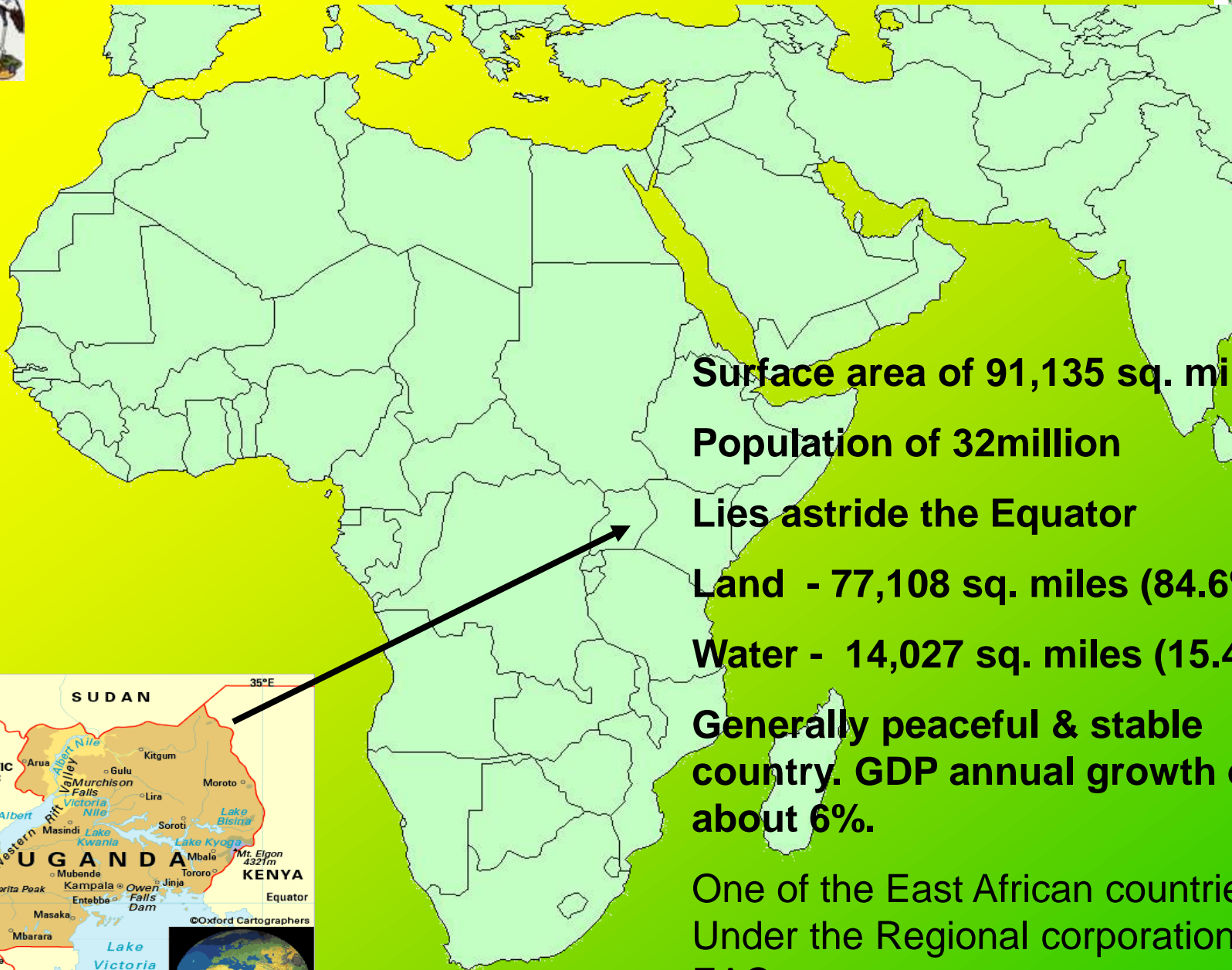
Highlights cont.

- Park Budgets overtime.
- Key Tourism activities in the country.
- Major revenue streams for UWA.
- Tariffs over time.
- UWA's Pricing policy
- The process of arriving at park Tariff prices.



Introduction

- Country Profile



Surface area of 91,135 sq. miles.

Population of 32million

Lies astride the Equator

Land - 77,108 sq. miles (84.6%)

Water - 14,027 sq. miles (15.4%)

Generally peaceful & stable country. GDP annual growth of about 6%.

One of the East African countries. Under the Regional corporation of EAC.



- [illegible]



Uganda Wildlife Authority (UWA)



- ✓ Bad governance in the 1970s until the mid 1980s resulted into decimation of wildlife populations, some to extinction e.g. rhino and oryx
- ✓ Characterised by shifts in wildlife management policy and practice.



UWA's MISSION

“To conserve, economically develop and sustainably manage the wildlife and protected areas of Uganda in partnership with neighboring communities and other stakeholders for the benefit of the people of Uganda and the global community”



Vision Statement



- *”To be a leading self sustaining wildlife conservation agency that transforms Uganda into one of the best Eco-tourist destinations in Africa”*



PARK CATEGORISING

◆ CLASSIFYING PARKS INTO:

- ✓ CLASS: A (EXCEPTIONAL TOURIST RESOURCE VALUE)
- ✓ CLASS :B (MEDIUM OF ABOVE)
- ✓ CLASS :C (MIXED HUMAN WILDLIFE ACTIVITIES)
- ✓ All protected areas managed under 7 regional conservation areas



Relevant stakeholders

- Tour Operators.
- Parent MINISTRY (MTTI).
- Local (Park edge communities).
- Local District Administration.
- Travel agencies and airlines.
- Hotel owners and operators.
- Oil companies.
- Service providers and suppliers.
- Learning institutions/Research institutions.



UWA'S MAIN TOURIST ACTIVITIES

✓ Primate Tourism

- Gorilla Tracking (US\$500)
- Chimpanzee Tracking(US\$130)
- Golden Monkey Tracking(US\$450)
- Chimpanzee Habituation Experience (US\$220)



CONT.



Activities

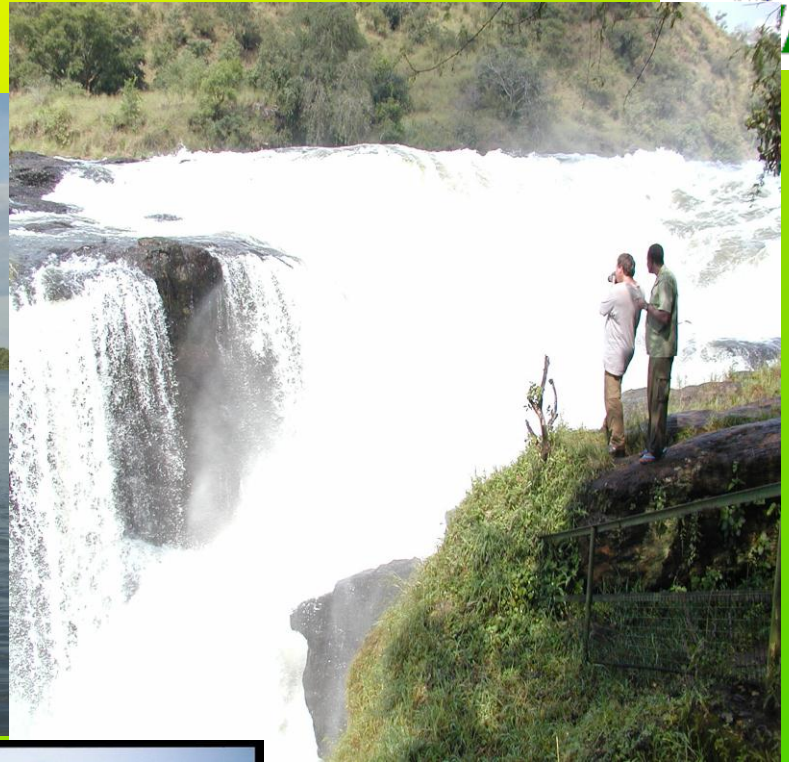
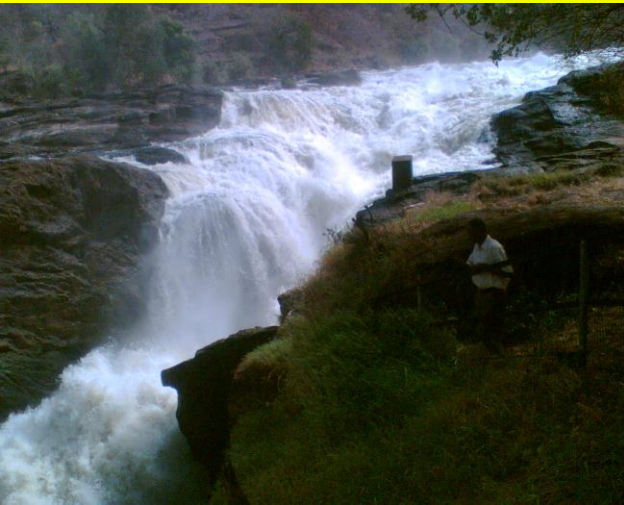
- ✓ Game Viewing (Entrance)
- ✓ Day Nature and Night Guided Walks
- ✓ Bird watching
- ✓ Mountaineering and Hiking
- ✓ Launch Cruise/trips.
- ✓ Canoeing Sport Fishing
- ✓ Filming wild places and wildlife.
- ✓ Accommodation concessioned out.

Murchison falls





ACTIVITIES





Statistics

- 169,600 receipt.(2009/2010)
- ✓ 85% FRN
- ✓ 10% Residents.
- ✓ 5% locals (70% students).



CURRENT REVENUE STREAMS

– 2009/10

SOURCE	%	REVENUE (US \$)
Primate Tourism	63.8%	\$11.5m
Park entry	30.3%	\$5.45M
Rent of property/ concessions	2.4%	\$0.432M
Others	3.5%	\$0.629M
TOTAL	100%	\$18.011m



Donner Funding overtime.

	2002-2008	2009/2010	2010/2011
World Bank	90%	-	-
UWA	---	78%	
Gvt Subvention	10%	8%	5%-/0%



Funding/Donner support

- World bank support :
 - ✓ PA mgt.
 - ✓ Infrastructural development.
 - ✓ Capacity building.
 - ✓ Governance and Administration.
- UWA –Marketing and Tourism (use of internally Generated funds. Very minimal)



PARK PRICING POLICY IN UGANDA/UWA



- Park entrance fees are set with a primary objective of raising revenue FOR wildlife mgt.(sustainability).
- Are also an instrument to prevent congestion and environmental damage in protected areas by limiting access to SOME parks and other protected areas.
- Uganda's park pricing policy differentiates between tourists' origin and between parks. It also differentiates between non residents and residents.



PARK PRICING IN UGANDA



- Uganda quotes park fees for foreigners (both non residents and residents) in US Dollars, but allows them to pay the equivalent in Uganda shillings. This is done to ensure that international demand for parks remains unaffected by exchange rate fluctuations/inflation. (Hard currency pegging)
- foreign residents and Ugandan citizens can acquire special passes (per annum) to all protected areas.
- Tariff lifespan of two(2) years reviewed 5 times
\$ 2000



PARK PRICING PROCESS

- ✓ **NO SCIENTIFIC BASIS FOR PRICE TAGGING OF OUR SERVICES AND ACTIVITIES.**
- ✓ **PROCESS STARTS WITH CALL FOR PROPOSALS FROM ALL PARK MANAGERS.**
- ✓ **PROPOSALS BACKED UP BY VERY BASIC SURVEY RESULTS.**
- ✓ **MOST OF THE TIME IMPULSIVE.**
- ✓ **DRAFT TARIFF GUIDE SHARED.**



Park Pricing

- DRAFT SHARED WITH THE STAKEHOLDERS
 - TOUR OPERATOR ASSOC
 - HOTELS AND LODGES.
 - Other stakeholders.
- REVIEW WITH PARTNER STATES ESPECIALLY FOR THE GORILLA TOURISM.
 - UGANDA
 - RWANDA
 - DR CONGO



Park Pricing

- COMPARISON OF TARRIF GUIDE OF PARTNER STATES IN THE REGION TO REMAIN COMPETETIVE.
- CONCESSION AGREEMENTS WITH SET/NEGOTIATED PRICES PAYABLE.
 - 10% OF THE ANNUAL REVENUE ACCRUED.
 - BED NIGHT CONTRIBUTION.
 - ANNUAL LEASE PAYMENT .
 - CONTRACT SIGNING FEES.
- Submitted to the minister for gazetemeent and adoption by government.



TOURIST/CLIENT CATEGORISING



- ✓ FOREIGN NONE RESIDENTS(FNR): PAY HIGHEST.
- ✓ FOREIGN RESIDENTS (FR)E.G
DIPLMATS,EXPERTRIATES,NGO WORKERS
WITH MINIMUM 2 YR EXPRESS
WORK/PERMITS/VISA.
- ✓ EAST AFRICAN CITIZENS(UGANDA
KENYA,TANZANI,RWANDA AND BURUNDI)



TOURIST/CLIENT CATEGORISING



- ✓ Students-Local students.
International Students (ISIDCard).
- ✓ Research Fee (annual)
- ✓ Entrance: Adult
Child.
- ✓ Game Drive (NO)
- ✓ Mountaineering (NO)
- ✓ Primate Tourism (ADULTS ONLY)



TOURIST/CLIENT CATEGORISING



- There are also special group discounts for example,
 - More than 50 people – 30%
 - 25 - 50 people - 20%
 - 10 - 24 people - 10%
- Foreign students with valid international identity cards are allowed 25% discount on entrance fees.



conclusion



- **No models to use for setting price tags to services and activities .**
- UWA does not have a way to ascertain if the park fees charged is the optimal fee.
- The park fees charged are not set after a proper analysis of the demand and supply in the nature tourism market.
- Our tariff regime are different regionally.
- Sometimes politics determine the outcome of the tariff guide for the national park products.



Cont.

- Pricing to cater for seasonality of tourism still lacking vis viz advance booking.
- Absence of uniformity regionally(Tariff regime and lifespan)
- Pricing survey required



FOR GOD AND MY COUNTRY



Conserving for Generations



THANK YOU FOR YOUR
ATTENTION

