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**BRIEF ON THE PEARL OF AFRICA TOURISM EXPO 2024**

Pearl of Africa Tourism Expo (POATE 2024), will bring together private and public sector stakeholders in the Ugandan ecosystem with the aim of positioning Uganda as a preferred destination in the domestic, regional and international source markets. For the last seven years, POATE has presented exclusive business prospects, networking opportunities and travel trade business deals.

POATE 2024 will be hosted as B2B & B2C exposition and is scheduled to take place at the Speke Resort Convention Centre, Munyonyo – Kampala from 23rd-25th May 2023**.** The expo will attract 70 hosted buyers, 186 exhibitors including tourism boards, tourism associations, corporate companies, trade visitors and consumers.

POATE 2024 will provide an avenue to grow and reinforce Uganda’s tourism brand in the country’s major traveller generating countries, enable hosted buyers and local value chain suppliers to network for long-term business relationships. Small and medium scale operators will have an opportunity to interface with hosted buyers and exhibitors from across the globe.

Ordinarily the SME’s might not have had the opportunity to transact business face to face with international buyers due to budgetary restrictions. The hosted buyer programme will provide opportunities for the international and regional buyers to gain practical experience of Uganda’s tourism offerings, product knowledge and promote recommendations and destination training with their networks.

POATE 2024’s theme is Responsible Tourism. With this strategic direction, the Uganda Tourism Board will champion best practices in responsible destination management and position Uganda as a sustainable tourism destination in the global market place.

Over the years, Uganda has achieved remarkable milestones in conservation of wildlife and biodiversity, preservation of local cultures and encouraged community participation while offering unique traveller experiences in the destination. Therefore POATE 2024 will highlight these achievements align interventions toward sustainable tourism promotion and development under the brand – Explore Uganda, The Pearl of Africa.

Registration for hosted buyers is closed. Exhibitions have been oversubscribed. However, trade visitor registration is ongoing at [**www.poate.go.ug**](http://www.poate.go.ug). For more information: contact Daniel Irunga – Senior Brand Officer on email: [Daniel.irunga@utb.go.ug](mailto:Daniel.irunga@utb.go.ug).

Destination Uganda is a member of the African Travel & Tourism Association (ATTA).