



# BUSINESS PLAN/FEASIBILITY STUDY

Mwamba Lodge Tarangire

## Abstract

This Business Plan is intended to be a part of the application for submission for Mwamba Lodge Tarangire Limited to gain membership into the Tanzania Investment Center

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## **EXECUTIVE SUMMARY**

Great Lakes Safaris (GLS) is a specialized safari company offering tailor-made safaris and small group tours in the heart of East Africa; also operating Great Lakes Safaris Rwanda with offices based in Irembo House, Kigali.

GLS' sister company Uganda Lodges is a collection of authentic African style safari lodges; Primate Lodge Kibale Ltd., Elephant Plains Lodge Ltd., Simba Safari Camp Ltd., and Budondo Eco Lodge Ltd., located in Uganda's most popular national parks; namely Kibale National Forest, Queen Elizabeth National Park and Murchison Fall National Park, Uganda.

We also own and operate Marine Experience Ltd a sixty (60) passenger boat which operates tours along the Kazinga Channel, Café Kibale Ltd in Kibale National Park a training café providing opportunities to the local community and Great Lakes Safaris Foundation partners with local communities to support projects that focus on improving livelihoods, education, conservation and community empowerment.

Our lodges are immersed in nature and brought to life by community, offering guests an unforgettable stay and meaningful connection with the natural world. In a bid to diversify our portfolio, we have recently executed a long-term lease agreement of a lodge, formerly known as Boundary Hill Lodge in Lolkisale ward, Monduli District bordering Tarangire National Park within Randilen Wildlife Management Area. We plan to invest and operate the lodge under the name Mwamba Lodge Tarangire which is incorporated as a limited liability company.

Operating Mwamba Lodge with our over 25 years of operating in the tourism sector and 15 years of lodge operation experience places us with a competitive advantage in the hospitality industry. This extensive experience has equipped our management with a deep understanding of guest needs, operational efficiency, and industry trends. The knowledge gained over the years can be leveraged to enhance customer service, optimize pricing strategies, and diversify offerings, such as unique amenities and experiential getaways, to stand out in a crowded market.

Additionally, the existing network and reputation built over 15 years can be utilized to attract steady customers and create a unique brand, offering in-demand perks and one-of-a-kind experiences to elevate the guest stay. By embracing technology, maintaining a strong online presence, and staying informed about industry trends and market competition, the lodge can remain competitive and thrive in the ever-evolving hospitality market. Overall, the combination of extensive experience, industry knowledge, and a focus on guest satisfaction can significantly contribute to the success of Mwamba Lodge.

## **Location, Facilities and Target Market**

The property is located approximately 25 minutes from the Tarangire National Park main gate.

Currently there are 8 en-suite room's; restaurant and a pool as an additional amenity.

Our target market is tourists looking for a unique high-end experience with private views of Tarangire National Park and the Randilen WMA.

## **Objectives for the first 5 years of Operation**

Within the first five years of lodge operation, our objectives will be to focus on various aspects such as guest experience, staff management, sustainable community engagement and business growth and we plan to achieve these objectives through the below areas of focus.

### 1. Guest Experience and Service:

- Maintain and enhance a reputation for providing a pampered and luxurious environment for all guests.
- Achieve and maintain high customer satisfaction scores through feedback and reviews.

### 2. Staff Management and Training:

- Implement a comprehensive staff training program to ensure the delivery of exceptional service.
- Foster a work environment that promotes staff well-being and satisfaction.

### 3. Business Growth and Exposure:

- Increase online visibility and exposure through effective internet marketing and social media strategies.
- Expand the customer base by attracting new guests while retaining existing ones.

### 4. Operational Efficiency:

- Implement technology and standard operating procedures to improve operational efficiency and guest satisfaction.
- Monitor and manage maintenance and housekeeping to ensure the property is well-maintained at all times.

These objectives align with the goal of operating the lodge with existing bookings, creating an environment of pampered luxury, and expanding exposure via the internet. They also reflect the key aspects of hotel operations management, including guest experience, staff management, and

operational efficiency. The financial plan also outlines what we expect to spend over the next 3 years.

### **Hospitality Training**

Great Lakes Safaris Foundation (GLSF) was established in April 2021 in celebration of Great Lakes Safaris 20th anniversary and in response to the global pandemic on Africa's wilderness areas, local communities and wildlife.

GLSF partners with local communities to support projects that focus on improving livelihoods, education, conservation and community empowerment.

We hope that directly linking with tourism, we will encourage communities to learn to positively value wildlife and nature as resources for improving their own well-being, promote a sustainable future and achieve long term conservation.

Funding is from bed night community levy, voluntary GLSF donations per safari and individual donations.

At present one of our projects is Cafe Kibale, this project trains young adults from the surrounding communities in basic hospitality skills. After completing 6 months of training and hands on experience they will be able to secure a full time job in one of the many lodges that are in great need of quality well trained staff.

The second training cafe will open its doors in early June 2024 in Budongo National Forest in Uganda. This training cafe will follow the same format as Cafe Kibale offering young adults in rural areas the chance to learn the basic skills of kitchen, service, barista duties, retail and housekeeping.

The 6 months of training has been developed by our hospitality consultant, which includes training manuals, trainee workbooks, classroom based lessons along with the training observation records of practical sessions. A provision for international trainers to visit the cafes as guest speakers is in place to support the onsite training managers which include: Chef Consultancy, Bar/Mixology, Food Safety and Customer Care.

GLSF aim is to have a training cafe in all the most prominent rural tourist designations in Uganda. In Tanzania with the development of the Great Lakes lodges and hotel we would like to expand this training model within our properties with the hope of starting a training hotel where the trainees get the opportunity to cover all departments of an exclusive boutique property.

## **Cultural Sensitivity Training**

Embarking on the journey of fostering an inclusive and culturally sensitive work environment is a strategic priority for our organization. To ensure that all employees are equipped with the knowledge and skills necessary to navigate diverse cultures with respect and empathy, we have developed a comprehensive Cultural Sensitivity Training program. This initiative aims to promote understanding, appreciation, and acceptance among team members from various backgrounds, ultimately enhancing collaboration, productivity, and employee well-being.

Our Cultural Sensitivity Training will be delivered through interactive workshops designed by diversity experts who understand the nuances of cross-cultural communication. The curriculum will cover topics such as cultural awareness, unconscious bias, intercultural competence, and conflict resolution in multicultural settings. These sessions will provide participants with practical tools and strategies they can apply immediately within their teams and interactions with clients or customers.

The training will be tailored to meet the specific needs of our global workforce, taking into account regional differences and local customs. For instance, we may offer separate modules focusing on Asian, Middle Eastern, Latin American, African, European, and Indigenous cultures, ensuring that each group receives content relevant to their unique experiences. Additionally, we aim to create safe spaces where individuals feel comfortable sharing their perspectives and learning from one another's stories.

To further reinforce the importance of cultural sensitivity, we will integrate this training into our existing performance management system, making it mandatory for all new hires and periodically required for current staff. We believe that ongoing education and development opportunities are essential for maintaining a culture of inclusion and continuous improvement. Our goal is not only to prevent misunderstandings but also to foster mutual respect and cooperation across different cultures.

Moreover, we recognize that cultural sensitivity extends beyond the workplace. Therefore, we encourage our employees to participate in community events, volunteer programs, and other initiatives aimed at promoting social justice and equity. By engaging with diverse communities outside the office, our team members gain valuable insights and develop a deeper appreciation for the richness of human experience.

In conclusion, implementing Cultural Sensitivity Training is a critical step towards creating a more cohesive and collaborative work environment. As a responsible corporate citizen, we strive to lead by example, demonstrating our commitment to inclusivity and respect for all people. Through targeted training, open dialogue, and active engagement with diverse communities, we hope to build stronger relationships both inside and outside our organization, contributing positively to society while achieving our shared goals.

## **Long-term Community Engagement**

As a lodge committed to uplifting and engaging the local community, we strive to create a thriving environment that fosters personal growth, skill development, and a sense of belonging. Here are three key strategies we will implement to achieve this goal:

Comprehensive Training and Mentorship Programs: We recognize that continuous learning is essential for personal and professional growth. To this end, we plan to offer a variety of training programs that cater to the diverse needs of our community members.

These programs cover topics such as leadership, communication, teamwork, and problem-solving. By providing a supportive environment that encourages learning and growth, we empower our community members to reach their full potential. There will also be opportunities to enable the professional development of people from the local community by training and hiring them to be a part of the lodge staff team; equipping them with lifelong skills.

Community-Centered Initiatives: We believe that community engagement should be at the heart of our Lodge's mission. To achieve this, we will collaborate with local organizations, schools, and nonprofits to create initiatives that address the needs of our community. For example, we might partner with a local school to provide mentorship programs, or work with a community center to offer free workshops on financial literacy or health and wellness. By focusing on the needs of our community, we ensure that our initiatives are relevant and impactful.

Creation of Employment Opportunities: We plan to create significant job opportunities for the neighboring local community, especially when the focus is on engaging and training local residents. By hiring locally, the lodge can contribute to the economic and social development of the community, as well as create opportunities for collaboration and long-lasting relationships with local businesses and people. Investing in training programs and sponsoring hospitality education can help foster the development of a local workforce, reducing the need to bring in seasonal workers from other parts of the world. Additionally, collaborating with local schools to create internship programs for students can not only provide valuable training but also ensure a more qualified local workforce in the long term. This approach not only benefits the lodge operation by having a staff that better understands the needs of the surrounding areas and local organizations but also has a positive long-term impact on the community by providing stable employment and contributing to the overall economic growth and sustainability

To ensure that our initiatives are effective and sustainable, we continuously evaluate and refine our programs. We gather feedback from our community members, and use this feedback to improve our offerings. We also work closely with local organizations to ensure that our initiatives are aligned with the needs of our community.

In conclusion, as a Lodge, we are committed to uplifting and engaging the local community. By offering comprehensive training and mentorship programs, community-centered initiatives, and job opportunities, we empower our community members to reach their full potential. Through

continuous evaluation and refinement, we ensure that our initiatives are effective and sustainable. By working together, we can create a thriving community that is filled with opportunity, growth, and possibility.

### **Key Contributions to Maintain Conservation Efforts with the WMA**

**Stakeholder Engagement:** Engage with local communities, government agencies, and other relevant stakeholders to ensure their participation in the development and implementation. This involvement is crucial for success and long-term sustainability of the lodge.

**Capacity Building:** Secure engagement of local communities and relevant authorities in the sustainable management of natural resources, wildlife conservation, and tourism development. This can include training, knowledge sharing, and skill development initiatives.

**Sustainable Tourism Development:** Integrate sustainable tourism principles as the core of lodge operation to ensure that tourism activities within the WMA are environmentally friendly, culturally sensitive, and economically beneficial to local communities.

It is the idea, once these strategies are implemented and the reliable relationships with the WMA are maintained, that resources shall be managed well. We will continue to support conservation efforts, as well as contribute to the socioeconomic development of the region while ensuring the long-term sustainability of the area.

### **Financial Plan**

This financial plan for Mwamba Lodge, Tarangire outlines the anticipated expenses for the first three years of operation. Our goal is to maintain a sustainable and profitable business while offering high-end services to our guests at a reasonable price.

Expenses already incurred in acquisition can be seen in the table below. We started the acquisition process back in 2017 by helping the community members with their legal battles in getting the lease title back from the bank. The long process went on until November 2023 when things were finally concluded and the community agreed to enter into long term lease of the property to Mr. Wekesa to take on the lodge operations fully. Once this was settled, we begun renovations which we estimate to cost us about 250,000USD to 300,000USD.

**Expense Incurred for this project since 2017**

**TANZANIA PROJECT (MWAMBA LODGE) EXPENSES PAID UP TO 21st FEBRUARY 2024**

Date	V. NO.	Name	Memo	USD	USD
19/07/2017	PV18505D	AMOS WEKESA USD	Refund payment for CEO trip to Tanzania	371.28	
19/06/2017	PV18234D	The Business Advisory Group Ltd	Payment for LVC for the property	2,393.43	
			<b>TOTAL 2017</b>		<b>2,764.72</b>
03/07/2018	PV21571D	The Business Advisory Group Ltd	Payment for duplicating Title deed LVC professional fees and disbursement, VAT and bank charges	4,103.75	
04/09/2018	PV22279D	AMOS WEKESA USD	Payment Refund for Amos wekesa for money used for his flight to Tanzania on 5th Sep 2018	324.12	
04/09/2018	PV22274D	The Business Advisory Group Ltd	Payment for the LVC Property Disbursement in Tanzania	696.92	
			<b>TOTAL 2018</b>		<b>5,124.79</b>
11/01/2023	CHQ11012023	Keren Adongo	PV31895S Julius Mahale(LCV Chairman)- Balance payment for Tanzania project	717.89	
22/03/2023	CHQ22.03.23	Keren Adongo	PV32486S Julius Mahale-Tanzania project 2,500,000@ rate of 1.76	1,157.89	
05/10/2023	PV34824D	Martha Kaveni	PV34824D Payment for Tanzania Project.	1,478.29	
09/11/2023	PV35162D	Kenya Airways	PV35162D Payment for 2 flights tickets to Kilimanjaro & Back to Entebbe for Jourdan & Lagrima.	577.39	
13/11/2023	Inv-40-003213	Mount Meru Hotel	Payment for Accommodation for Lagrima, Jourdan, Adele and Maxine during their work trip in Kilima...	1,159.54	
15/11/2023	CHQ15.11.23	Keren Adong USD	PV35177D Jourdan Otis-Facilitation for work trip to Tanzania 4 pax	1,973.68	
22/11/2023	PV35266D	MAXINE SILSBY	PV35266D Payment for Expenses incurred on the Tanzania Project.	888.16	
23/11/2023	CHQ23.11.23	Keren Adong USD	PV35249D Rosette Bed & Breakfast -Accommodation for Maxine Silsby	178.86	
24/11/2023	PV35045D	Martha Kaveni	PV35045D Payment for professional fees for Tanzania project	1,476.32	
28/11/2023	CHQ28.11.23	Keren Adongo	PV35327S Julius Ramadhan-Tanzania project expenses	129.47	
05/12/2023	CHQ05.12.23	Keren Adongo	PV35430S Winnie Nalwoga-Printing and binding 4 documents for TZ Project	18.42	
05/12/2023	CHQ05.12.23	Keren Adongo	PV35435S Plumber Babu-Site visit at Mwamba lodge Tarangire	47.37	
05/12/2023	PV35428D	MAXINE SILSBY	PV35428D Payment for site Visit to the lodge in Tanzania & Report.	901.18	
05/12/2023	PV35429D	MAXINE SILSBY	PV35429D Payment for Maxine's expenses for the Tanzania project in November 2023.	1,128.71	
12/12/2023	CHQ12.12.23	Keren Adong USD	PV35452D Amos Wekesa--LVC Workers daily facilitation fees	289.74	
12/12/2023	PV35509D	PINDROP	PV35509D Payment for Adele's travel expenses for the Tanzania project.	1,496.20	

19/12/2023	PV35579D	Julius Ramadhani	PV35579D Payment for Security costs for Tanzania project .	2,193.05	
19/12/2023	PV35578D	PATRICK PAUL	PV35578d Payment for security cost for the Tazanian project.	2,312.67	
21/12/2023	PV35450D	Martha Kaveni	PV35450D Payment for LVC Arusha Facilitation & legal fees.	6,020.93	
21/12/2023	PV35451D	Mount Meru Hotel	PV35451D Payment for Accommodation for Amos from 10th to 12th December 2023.	302.04	
21/12/2023	PV35626D	AMOS WEKESA USD	PV35626D Payment for Airticket for Kylan & Lagrima and director to Arusha .	1,495.26	
21/12/2023	PV35627D	Martha Kaveni	PV35627D Payment for Legal fees for Tanzania project (Part payment).	7,974.74	
28/12/2023		Mount Meru Hotel	Payment for Mr Amos & Kylan Wekesa Accommodation on 2nd &3rd Jan 2024 .	172.45	
28/12/2023		Mount Meru Hotel	Payment for Party Lagrima Byamugisha's Accommodation in Arusha on 02nd Jan 2024.	150.86	
			<b>TOTAL 2023</b>		<b>34,241.14</b>
02/01/2024	PV35641D	AMOS WEKESA USD	PV35641D Payment to transfer to Amos's A/C for any emergencies while in Tanzania .	4,984.21	
03/01/2024	CHQ03.01.24	Keren Adong USD	PV35653D Lagrima Klein-Facilitation during the Tanzania Project	2,292.74	
03/01/2024	CHQ03.01.24	Keren Adongo	PV35659S Winnie Tendo-Printing & binding documents for Tarangire Lodge	35.53	
03/01/2024	CHQ03.01.24	Keren Adongo	PV35665S Aisha Avako-Shipping fee documents to Martha Kaveni	39.08	
08/01/2024	PV35694D	Martha Kaveni	PV35264D Payment for 50% on Logo Design (iterative process) and Company brand identity guide.	1,184.21	
10/01/2024	PV35711D	William Loishooki	PV35711D Payment for purchase of Land in Arusha Tanzania.	118,436.68	
10/01/2024	PV35713D	Eliatosha Helife Munuo	PV35713D Payment to the builder for renovating on Mwamba lodge Tarangire .	19,739.45	
11/01/2024	CHQ11.01.24	Keren Adongo	PV35692S Lendeipa Lemalali-Purchase of food for 3 care takers at Tarangire Lodge in TZ	74.47	
15/01/2024	PV35749D	Daria Ndashuka Munuo	PV35749D Payment for 6months Rent fees for Staff in Arusha.	3,659.53	
15/01/2024	PV35751D	Tanzania Revenue Authority	PV35751D Payment for Stamp duty for Mwamba lodge lease agreement.	3,200.53	
31/01/2024	PV35883S	Hakinasan Ltd -	Hakinasam Ltd - Car clearance UAB480R in Tz usd20.00 TZ47,500 @1.6	20.79	
31/01/2024	PV35884S	Hakinasan Ltd -	Hakinasam Ltd - Car clearance services UAB480R Tz shs 250,000 @ 1.6	107.11	
31/01/2024	PV35890S	Lendeipa Lemalali	Lendeipa Lemalali - Allowance for January 2024 Tz shs 400,000 @ 1.6	170.53	

31/01/2024	PV35891S	Lendeipa Lemalali	Lendeipa Lemalali - Staff food for Feb2024 Tz shs @1.6	74.47	
08/02/2024	PV35906D	Martha Kaveni	Martha Kaveni - Legal fees towards dealing of Mwamba Lodge	4,028.42	
08/02/2024	PV35954D	Martha Kaveni	Martha Kaveni - Refund during atrip to Mwamba lodge with Amos	906.39	
08/02/2024	PV35992S	Lendeipa Lemalali	Lendeipa Lemalali - Top up for Lemalali's Jan24 salary	75.09	
08/02/2024	PV35993S	Maxiserve Attorney	Maxiserve Attorney - Professional fees for carrying out various tasks in TZ	642.89	
13/02/2024	PV35994D	Martha Kaveni	Martha Kaveni- sitting allowance 14members (WMA)-USD.4.160.00	4,218.02	
13/02/2024	PV36063D	Eliatosha Helife Munuo	Elia Munua- Rennovations works at Tarangire Lodge (TZS.50,000,000)	20,612.88	
21/02/2024	PV36078D	Lemalali Jacob Ledeipa	Staff allowance Feb 2024 TZS 850,000 @2459.50	353.88	
21/02/2024	PV36115D	Toyota Tanzania	Valuation certificate for car number plate UAB480R TZS 141,600	58.95	
			<b>TOTAL 2024</b>		<b>184,915.84</b>
			<b>GRAND TOTAL</b>		<b>227,046.49</b>

### Estimated Operational Expenses for 2024-2026

<b>TANZANIA PROJECT (MWAMBA LODGE) THREE YEARS PAYMENT PLAN - 2024 to 2026</b>				
	<b>USD</b>	<b>USD</b>	<b>USD</b>	<b>USD</b>
<b>Year</b>	<b>2024</b>	<b>2025</b>	<b>2026</b>	<b>TOTAL</b>
<b>EXPENSES:</b>				
Lodge Renovation	200,000.00	50,000.00	25,000.00	<b>275,000.00</b>
Vehicle cost and transfer fees	30,000.00	60,000.00	60,000.00	<b>150,000.00</b>
Land in Arusha for office space - Balance payment	118,700.00	-	-	<b>118,700.00</b>
Lodge Running Expenses	25,000.00	35,000.00	50,000.00	<b>110,000.00</b>
Office Building and furnishing	30,000.00	10,000.00	10,000.00	<b>50,000.00</b>
Annual Rent for Lodge	12,000.00	12,000.00	12,000.00	<b>36,000.00</b>
Consultancy cost - Maxine	14,400.00	7,200.00	7,200.00	<b>28,800.00</b>
Consultancy cost - Engineer on site	14,400.00	4,000.00	-	<b>18,400.00</b>
Office expenses	3,000.00	5,000.00	5,000.00	<b>13,000.00</b>
TIC fees	1,300.00	-	-	<b>1,300.00</b>
				-
<b>TOTAL EXPENSES</b>	<b>448,800.00</b>	<b>183,200.00</b>	<b>169,200.00</b>	<b>801,200.00</b>

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## **Management Team and Employee Info**

The team is currently made up of the below management group being led by the Director and CEO Mr. Amos Wekesa:

1. Executive Director – Amy Wekesa – American
2. Head of Business Development – Lagrima Byamugisha – German
3. Head of Corporate Service – Jourdan Wasikye – American
4. Head of Finance – Jenny Paliakkara – Indian
5. Chief Executive Officer – Amos Wekesa – Ugandan


The Company also prides itself on be a fair pay employer. Within the first 4 years of operation we are committed to employing 49% of locals on the management and technical staff and 80% of other staff. Within years 5-10 the company is committed to employing 50%-70% of locals as management and technical staff and 90% other staff.

## **About the CEO**

Amos Wekesa, Founder and CEO of Great Lakes Safaris Ltd. and Uganda Lodges Ltd, comes from an inspiring and humble background that reflects the person he is today. He has been promoting Uganda for over 20 years and is privileged to have seen a lot of changes in Uganda and East Africa as a whole. Today, the aspiring business leader oversees Great Lakes Safaris, one of the largest tour operators in the region and Uganda Lodges a collection of four unique safari accommodations located in Uganda's most popular National Parks. Even though his days as a full-time tour guide are behind him, he still manages to regularly introduce clients to the splendor Uganda has to offer, whether taking them on exciting game-viewing drives in Queen Elizabeth National Park to giving them an opportunity to get close to the habituated chimpanzees in Budongo Forest, Murchison Falls. Amos is a well-known advocate for social and economic development through tourism initiatives. He is frequently invited as a key note speaker at international and national conferences and events on topics ranging from economic investment, sustainable tourism, entrepreneurship and youth development. He continues to be a leading consultant on all matters tourism and an ambassador not just for Great Lakes Safaris and Uganda Lodges but for the Uganda as a country.

Wekesa has received countless awards and has sat on multiple boards. He was a previous President of the Uganda Tourism Association and member of the Uganda Tourism Board of Directors, representing Tour Operators and as the Chairman of the Marketing Committee. He was the Chairman of the Presidential Investment Round Table – Tourism Technical Working Group (Phase V). He has addressed the United Nations General Assembly in New York on Entrepreneurship for Development and has been featured on CNN's accredited and renowned African Voices and been featured in Forbes Magazine. He was awarded with a Titan Regional Award and Continental Award in Leisure and Tourism for his success in promoting local tourism in Uganda. He is a board member of the Africa Hotel Investment Forum and most recently appointed to the Essence of Africa Advisory Board.

Below are a few press clippings and photos highlighting some of Amos Wekesa's accomplishments.

 This article is more than 2 years old.

Today, on 23 April 2021, **Great Lakes Safaris** – one of the most successful safari tour operators in Uganda – marks its 20<sup>th</sup> anniversary. Ugandan founder and CEO, **Amos Wekesa**, has much to celebrate as he looks back on the past 20 years. Here, exclusively for Forbes, I talk to him about his remarkable rise to success from humble beginnings and how his latest launch – **Great Lakes Safaris Foundation (GLSF)** – has an authentic 'give-back' philosophy. This new venture will be committed to sustainable development by creating opportunities to support rural communities located in vulnerable wildlife areas of Uganda.

[Article](#) from Forbes of Amos sharing his story of how he moved from poverty to becoming the founder and CEO of [Great Lakes Safaris](#) and [Uganda Lodges Limited](#).

An article from the “Daily Monitor” newspaper of Amos Wekesa talking about how the [Rwenzori Marathon](#) will boost economic growth in Uganda.

# The Rwenzori Marathon: Catalyst for economic growth in Uganda

As someone who has been deeply involved in Uganda's tourism industry for the past 30 years, witnessing the birth and growth of the Tusker Lite Mt Rwenzori Marathon has been a source of immense pride and hope for the region's potential.

Our marathon was conceived out of the frustration of not seeing enough tourists exploring the majestic Rwenzori Mountains, one of Africa's hidden gems, which boasts of the highest block of mountains on the continent with peaks reaching up to 5,109 metres.

The Rwenzoris hold untapped potential, with more than 16 peaks, five of which rank among the top 10 highest points on the continent. This natural wonder could easily become a billion-dollar asset, a revenue source that could significantly benefit the local communities, particularly those in Kasese, who have long yearned for opportunities.

In Tanzania, Mt Kilimanjaro attracts 50,000 people to climb the mountain annually. Over the past 10 financial years (from 2012/2013 through 2021/2022), Kilimanjaro National Park alone contributed a total of TZS 581,802,267,423.00 (Shs1,074,398,240,880) to Tanzania. This number does not include the impact on hotels, restaurants, transport, supermarkets, and tour companies, among others.

Last year, the inaugural Tusker Lite Mt Rwenzori Marathon welcomed 800 runners, a number we are very proud of, even as we are due to more than double it this year. And our marathon made an impact.

However, we can talk about eco-conscious initiatives such as tree planting, which is essential for preserving the environment. Still, for me, the true impact of the marathon lies in the econom-

"The Rwenzori Marathon is not just a running event; it is a movement of positive economic change for Kasese and for Uganda. Together, we can use the power of tourism to build a brighter future for Kasese and our beloved nation."



Amos Wekesa  
Tourism



ic opportunities it brings to Kasese.

During the marathon week, Kasese came alive with activity. Local businesses thrived as restaurants ran out of food, barbershops made good business, petrol stations saw increased traffic, and accommodations were overbooked.

Roadside vendors, boda bodas, and taxis all enjoyed a surge in earnings. Supermarkets, res-

taurants, and hotels were overwhelmed with customers. All routes to and from Kasese were sold out. Chicken sellers ran out. The marathon acted as a catalyst, generating a thriving economy for that weekend in September.

Sports tourism and adventure tourism are crucial components of this success story. The marathon aims to attract not only local runners but also adventure seekers and nature enthusiasts from around the world. They come to witness the breathtaking beauty of the Rwenzori Mountains and experience the unique attractions of Queen Elizabeth National Park, contributing to increased visibility for Uganda abroad.

As we continue to nurture and expand the marathon, we are confident that it will unlock the untapped potential of this region. By leveraging tourism, adventure, and sports, we can bring transformative change to Kasese, creating jobs, empowering local communities, and fostering sustainable development.

The Rwenzori Marathon is not just a running event; it is a movement of positive economic change for Kasese and for Uganda. Together, we can use the power of tourism to build a brighter future for Kasese and our beloved nation.

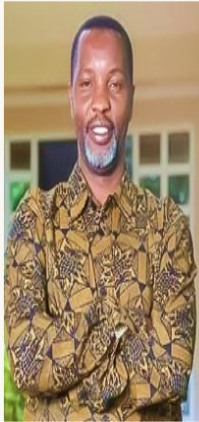
Join us on this incredible journey. Together, we can make the Rwenzoris shine brightly on the world stage, capturing the hearts and imaginations of people from far and wide.

Mr Wekesa is a Director at Equator Hikes, the organisers of the marathon



Ugandan Founder of 'Great Lakes Safaris' winner of AHIF Outstanding Contribution to Africa award 2022

Amos receives award for Outstanding tourism Contribution to Africa from [AHIF](#). Read full article [here](#). You can also watch his presentation during a session [here](#).



**SPEAKER PROFILE**

# AMOS WEKESA

**FOUNDER & CHIEF EXECUTIVE OFFICER  
GREAT LAKES SAFARIS LTD.**

Amos Wekesa, Founder and CEO of Great Lakes Safaris Ltd. and Uganda Lodges Ltd, comes from an inspiring and humble background that reflects the person he is today. He has been promoting Uganda for over 20 years and is privileged to have seen a lot of changes in Uganda and East Africa as a whole. Amos is a well-known advocate for social and economic development through tourism initiatives. He is frequently invited as a key note speaker at international and national conferences and events on topics ranging from economic investment, sustainable tourism, entrepreneurship and youth development. He currently sits as the Chairman of the Presidential Investment Round Table – Tourism Technical Working Group (Phase V & VI). He has addressed the United Nations General Assembly in New York on Entrepreneurship for Development and has been featured on CNN's accredited and renowned African Voices. He was awarded with a Titan Regional Award and Continental Award in Leisure and Tourism for his success in promoting local tourism in Uganda. Amos continues to be a leading consultant on all matters tourism and an ambassador not just for Great Lakes Safaris and Uganda Lodges but for Uganda as a country.

Profile from [Arabian Hospitality Investment Conference \( AHIC\)](#)

**PHOTOS AND ARTICLES.**



Amos handing over a certificate to the Lodge Manager of the year.



Some of the trainees at Café Kibale (a community project under [Great Lakes Foundation](#)) during a training session



Amos handing over certificates to trainees during a graduation ceremony at Café Kibale.



## **Company Profile**

**Name of the company:** Mwamba Lodge Tarangire Limited

**Registration number:** 170625838

**Date of registration:** 8<sup>th</sup> December, 2023

**Postal address:** c/o P.O Box 7839  
City Plaza Building  
(Golden Tulip- City Center) 3rd Floor,  
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**Fleet** 2 vehicles (1 land cruiser and 1 Pajero)