


3RD UGANDA KENYA COAST TOURISM CONFERENCE MEDIA BRIEF 2024

THE EVENT	<p>The 3rd Uganda Kenya Coast Tourism Conference. Fam trips, excursions, and exhibitions</p> <p>The Uganda-Kenya Coast Tourism Conference is an annual event organized by the Consulate General of Uganda in conjunction with tourism stakeholders in Uganda and the Kenya Coast. The conference aims to consolidate networks, synergies, and diversity to maximize the tourism potential between Uganda and Kenya's coastal region. The event includes excursions at the Kenya Coast and a fam trip to Uganda, as well as business-to-business sessions to enable participants from both countries to meet and interact. The expected outcomes of the conference include increased tourist arrivals and investments in the tourism sectors, joint tourism packages, and increased traffic on the Entebbe-Mombasa route operated by Uganda Airlines.</p> <p>Date: 9th – 18th November 2024 Venue: Uganda and Kenya Theme: Theme: "The Uganda- Kenya Coast Tourism Partnership: Promoting job creation, inclusiveness and sustainability"</p>
EVENT OBJECTIVES(subject to change)	<ul style="list-style-type: none">• To map/ work out a strategy for joint promotion between Uganda and Kenya Coast.• To enhance awareness about the complementarity between the two destinations and the tourism products they offer.• To strengthen synergies between key tourism players from Uganda and the Kenya coastal region;• To address barriers and challenges to the partnership between Uganda and Kenya Coast. <p>To explore investment opportunities in the tourism sector in Uganda;</p> <ul style="list-style-type: none">• To give participants an opportunity to experience the tourism products in each of the two destinations so that they are better equipped to promote them; <ul style="list-style-type: none">• To assess the progress made in the cooperation between Uganda and Kenya Coast since the last two Conferences;

	<ul style="list-style-type: none"> • To provide a platform for B2B networking, learning and information sharing; • To equip the key tourism players from Uganda and the Kenya coastal region with firsthand experiences of the key tourism attractions so that they are in better position to market these attractions; and • To promote and popularize the Entebbe – Mombasa route operated by the Uganda Airlines. • To use golf as a game that can grow the tourist arrivals in the two destinations
ACTIVITIES LINEUP	<p>9th - 18th November 2024- Fam trips in Uganda. 9th November 2024- Golf day 20th and 21st November 2024- Conference and Exhibition. 27th November- 6th December- Kenya Coast Excursions.</p>
CONTENT PILLARS	<p>Pre/ during/post Event Content</p> <ul style="list-style-type: none"> - Exhibitors confirming attendance and encouraging others to register and the public to come to the event. - News Stories (tv, radio, print, online) - Media space (tv, Radio) - Sponsors videos - Influencer videos - Messages from PARTNERS, ORGANISERS, GOVTS - X Spaces, social media posts - Profile Highlights
CAMPAIGN DURATION	<p>1st AUGUST 2024 (Promotional)</p> <p>9th NOVEMBER 2024 – 6th DECEMBER 2024</p>
THE MESSAGE	<p>Join us for unmatched networking opportunities and insightful discussions on the tourism industry's potential.</p> <p>Discover exciting travel opportunities, gain invaluable insights, find inspiration, learn from experts</p>
CALL TO ACTION	<p>Join us from 9th November to 6th December 2024 to discover exciting travel deals, gain invaluable insights, find inspiration, learn from experts</p> <p>Fee:</p>

	<p>To register trade visitor and for more information, visit: https://lastaevents.zohobackstage.com/Ugandakenyacosttourism2024</p>
<p>MEDIA NEEDED</p>	<p>TELEVISION (suggest your preference) RADIO ONLINE</p> <p>SOCIAL MEDIA X (twitter), instagram, Facebook , Tiktok</p>
<p>KEY VISUAL(more visuals expected)</p>	 <p>3rd Uganda - Kenya Coast TOURISM CONFERENCE</p>

KEY VISUAL



Register at: lastaevents.zohobackstage.com/Ugandakenyacoasttourism2024/

HASHTAGS

Primary Hashtags (suggest)

#Regionaltourism
#UKCTC2024

Secondary Hashtag(suggest)

9th - 18th November 2024- Fam trips in Uganda.
9th November 2024- Golf day
20th and 21st November 2024- Conference and Exhibition.
27th November- 6th December- Kenya Coast Excursions.

KEY ACCOUNTS TO TAG

Uganda kenya Coast

X:
Tiktok
Instagram:
Facebook:

UGANDA
X:

	<p>Tiktok Instagram; Facebook:</p> <p>KENYA X: Tiktok Instagram: Facebook:</p> <p>COAST X; Tiktok Instagram; Facebook;</p>
MEDIA KPIs	<ul style="list-style-type: none"> - 1. 2 posts minimum a day - 2. All posts must have the two hashtags #POATE2024 and #ResponsibleTourism. - 3. Make at least 5 videos in total whether before or during the event. - 4. Every post must have a CTA - 5. A minimum of 5k impressions per post. - 6. Tag POATE and UTB corporate on all posts. - 7. Attend the expo - 8. Submit report
PARTNERS(suggest to ease social media push)	<p>Ministry of tourism UTB AUTO UWA PSFU etc</p>