

Start Your Tourism Business in Uganda Cost | Complete Tour Company Setup & Training Program Guide

Uganda is one of Africa's fastest growing safari destinations, attracting travelers seeking gorilla trekking, wildlife safaris and authentic cultural experiences. However, starting a successful tour company requires more than passion for travel. It requires proper legal registration, a strong digital presence and a trained team capable of serving international travelers.

Our Tourism Business Startup Program provides a complete step-by-step solution for entrepreneurs, investors and international partners who want to establish a fully licensed and operational safari company in Uganda that can operate throughout Africa!

Through our three-phase program, we guide you through company registration, professional website development and team training, ensuring your tourism business is ready to compete in the global safari market and a low competitive industry.

Step 1, Tour Company Registration & Licensing

Fully Registered with URSB and Licensed by UTB

The first stage focuses on legally establishing your tour company in Uganda and securing all required tourism operating licenses.

Our team guides you through the complete process of registering your company with the Uganda Registration Services Bureau (URSB) and obtaining your operating license from the Uganda Tourism Board (UTB).

Company Registration Requirements (URSB)

We assist with preparing and processing all key documentation including;

- Reservation of company name (Single Member Company or Limited by Shares)
- Application for company registration
- Form 20 – Notice of Situation of Registered Office
- Form 18 – Notice of Directors and Secretary
- Form A1 – Company Registration Form
- Form 1 – Declaration of Compliance
- Official company contact form
- Memorandum and Articles of Association
- Company resolution drafted by a credible law firm
- Lawyer recommendation letter for bank account opening

- Company TIN Certificate from Uganda Revenue Authority
- Personal TIN registration (if required)
- Assistance opening a company bank account

Uganda Tourism Board Licensing Requirements

To legally operate as a tour and travel company in Uganda, the Uganda Tourism Board requires the following:

- Certificate of Incorporation
- Company TIN Certificate
- Professionally drafted company Terms and Conditions
- Car hire agreement or vehicle partnership contract
- Three professionally costed safari itineraries
- Management structure of the company
- CVs of core management staff
- Physical office address and company details
- A functioning professional tourism website
- Certificate of Good Conduct
- Trading License from the local authority
- Physical office verification visit

Once all requirements are completed, the company will receive a Tour Operator License from the Uganda Tourism Board allowing you to legally operate in Uganda and Africa's tourism industry.

USD: 750

Step 2 – Professional Safari Website Development

SEO Optimized Tourism Website

In today's tourism industry, most safari bookings originate online. A professional and optimized website is essential for attracting international travelers and competing with established safari companies.

We design a fully responsive, fast-loading and search-engine optimized safari website that positions your business for global visibility.

Website Development Includes

- Professional safari website design
- Mobile-friendly and responsive layout
- Fast hosting configuration and performance optimization

- SEO-optimized pages targeting the best and Unique short and long tailed keywords like gorilla trekking deals, Tanzania safaris with gorilla trekking in Rwanda
- Tour package and itinerary pages
- Quote request and booking inquiry forms
- WhatsApp and email inquiry integration
- Secure website setup and analytics integration

Search Engine Optimization & Global Exposure

To ensure your business reaches international travelers, we also implement:

- Search engine indexing on Google, Bing and Yandex
- Backlinks from travel directories and tourism platforms
- Listings on global safari booking marketplaces
- Optimization for safari search queries
- Submission to travel forums and tourism directories like Safari Bookings
- Business listings on international travel communities

These strategies help your safari company gain credibility, visibility and booking potential from global travelers.

USD: 1,500

Step 3 – Team Training & Operational Setup

A successful safari company requires a professional team capable of handling international guests, managing digital platforms and developing strong travel partnerships.

This phase focuses on training your team and preparing your company for real safari operations.

Training for IT & Digital Staff

Your technical team will learn how to,

- Maintain and update the tourism website
- Publish safari content and itineraries
- Improve SEO rankings over time
- Manage social media platforms
- Monitor website traffic and analytics
- Source high-quality tourism content

Training for Tour Consultant

Your tour consultant/s will learn how to;

- Communicate professionally with international travelers
- Respond to safari inquiries effectively
- Design customized safari itineraries
- Prepare professional quotations and proposals
- Deliver excellent customer service

Business Development Training

We also guide your team on how to grow the business by:

- Finding international travel partners
- Establishing relationships with overseas travel agencies
- Positioning your company as a Destination Management Company (DMC)
- Developing partnerships with lodges and hotels for lower rates (STOs)

Professional Safari Guide Network

To support your operations, we also connect you with our experienced safari guides who operate tours on your behalf across Africa.

This ensures your company has access to reliable safari operations from day one.

Why Work with Us

Our team consists of tourism professionals with deep experience in the African safari industry. We understand both the operational and digital strategies required to build a successful tour company.

By working with us, you gain access to:

- Real safari industry expertise
- Proven digital marketing strategies
- Professional tourism business setup guidance
- Reliable safari operations networks across East Africa

Our goal is to help you launch a fully operational, competitive and sustainable tourism business in Uganda.

USD: 2600

Start Your Tourism Business Today

If you are planning to start a safari company in Uganda, our team is ready to guide you through every step of the process.

Contact us today and begin building your tourism business.

Package	What is Included	Investment
Starter Package	Company Registration + UTB Licensing Assistance	USD 750
Professional Package	Company Registration + SEO Website Development + Platform Listings	USD 2,250
Premium Package	Full Business Setup + SEO Website + Team Training + Guide Network Access	USD 4,850