

## UGANDA TOURISM BOARD CALENDAR OF MARKETING ACTIVITIES

FY 2019/2020

MARKETING DEPARTMENT WORKPLAN																					
FINANCIAL YEAR 2019/2020 ACTIVITY CALENDER																					
ITEM DESCRIPTION		Sep 19		Oct 19		Nov 19		Dec 19		Jan 20		Feb 20		Mar 20		Apr 20		May 20		Jun 21	
LOCATION		1st -15th	16th -30th	1st -15th	16th -30th	1st -15th	16th -30th	1st -15th	16th -30th	1st -15th	16th -30th	1st -15th	16th -30th	1st -15th	16th -30th	1st -15th	16th -30th	1st -15th	16th -30th	1st -15th	16th -30th
<b>INTERNATIONAL ACTIVITIES (EXPOS)</b>																					
1	Akwaaba African Travel Market	Lagos Nigeria		22 <sup>nd</sup> - 24 <sup>th</sup>																	
2	Vancouver International Expo & Roadshow	Edmonton, Toronto & Vancouver - Canada		27 <sup>th</sup> - 4 <sup>th</sup> Oct																	
3	Magical Kenya Tourism Expo	Nairobi, Kenya		2 <sup>nd</sup> - 4 <sup>th</sup>																	
4	JATA Roadshow and Tourism Expo	Osaka, Japan			24 <sup>th</sup> - 27 <sup>th</sup>																
5	World Travel Market (WTM) London	London, UK				4 <sup>th</sup> - 6 <sup>th</sup>															
6	IBTM World MICE Expo	Barcelona, Spain					19 <sup>th</sup> - 21 <sup>st</sup>														
7	USTOA Market Place and Conference	Florida, USA						2 <sup>nd</sup> - 6 <sup>th</sup>													
8	New York Times Travel Show	New York, USA								24 <sup>th</sup> - 26 <sup>th</sup>											
9	Meetings Africa MICE Meeting	Durban, South Africa										24 <sup>th</sup> - 26 <sup>th</sup>									
10	IMEX - Frankfurt MICE Meeting	Frankfurt, Germany																		12 <sup>th</sup> - 14 <sup>th</sup>	
11	WTM - Africa	Cape Town - South Africa														8 <sup>th</sup> - 10 <sup>th</sup>					
12	Africa Travel Indaba Tourism Expo	Durban, South Africa																		2 <sup>nd</sup> - 4 <sup>th</sup>	
13	Kili Fair Expo	Arusha																			5 <sup>th</sup> - 9 <sup>th</sup>
<b>DOMESTIC EXPO</b>																					
14	POATE												4 <sup>th</sup> - 6 <sup>th</sup>								