



ELIGIBILITY CRITERIA

OUTPUT: THE PROMOTION OF SUBSIDIZED DOMESTIC TOURS IN UGANDA

Project Name: Tourism and Hospitality Sector: COVID-19 Economic Recovery and Resilience Response Program. (CERRRP)

1. Business entities registered as tour companies must be fully subscribed under at least one of the Uganda Tourism Association member-based associations. Applications shall thus come with a copy of a valid membership certificate or the equivalent.
2. The company must provide an accurately filled application form
3. Must present proof of domestic tours pre-booked or planned including evidence of clearly costed itineraries that include trip totals to be spent on accommodation as well as the totals on activities and accessibility (transport and/or mobility).
4. Must employ the services of a professional tour guide and will have to provide proof of this at the point of reporting, before imbursement.
5. Must exhibit the ability to package subsidized domestic tours of at least 3 days and 2 nights for a minimum of 7 domestic travellers. Package proposals in line with this project will have to be approved by the project team before execution.
6. Must be willing to promote the tours as part of the CERRRP project. The campaign hashtag (#UTACOVIDRecovery) should feature in all package promotions along with the #VisitUganda hashtag.
7. Must show proof of an existing active digital media presence including, but not limited to a company website and social media like Facebook, Twitter, Instagram & YouTube. Copies of digital marketing strategy or social media schedules may be attached to support the proposal.
8. The applicant shall exhibit willingness to encourage tourists to share their experiences using the campaign hashtag (#UTACOVIDRecovery) along with the #VisitUganda hashtag. Proof of this in form of screenshots and verifiable links may be requested by the CERRRP evaluation team before imbursement.

NOTE: Successful applications will qualify for a re-imbusement of either \$50 - \$100 per person per trip upon completion of the tours. All successful applicants will have a cumulative cap of up to 50 pax as the maximum. The amount reimbursed to the successful business entities will depend on the number of nights on the tour areas visited, evidence provided.

- Minimum , domestic tours that include at least 2 nights , with at least 7 pax

The CERRRP team at their own discretion may make amendments as may be deemed practicable, in line with the project's objectives.