



GREAT LAKES SAFARIS LIMITED

BUSINESS INFORMATION

Name of the company	:	Great Lakes Safaris Limited
Registration number	:	47861
Date of registration	:	23 rd April 2001
Postal address	:	P.O. Box 33024, Kampala, Uganda
Physical address	:	Ggaba Road, Suzie House, 1 st floor, room 5 After the American Embassy from Kampala centre
Tel/Fax number	:	+256 (0) 414 267 153
Mobile number	:	+256 (0) 772 426 368
E-mail	:	info@safari-uganda.com, gls@utlonline.co.ug
Main website	:	www.safari-uganda.com
Additional websites	:	www.safari-gorilla.com, www.ugandalodges.com, www.cultural-safaris.com

FACTS & FIGURES

Office	:	Kampala, Uganda
Distribution	:	internet, former clients and different wholesalers throughout the world
Nr of passengers	:	2005: 250 pax - 2008: 800 pax
Nr of employees	:	16 (including 5 full time driver/guides)
Fleet	:	6 vehicles (4 Land Cruisers and 2 Minibuses)
Rewards	:	International Award for Best Performance 2002 Chimp Award for Investment in Eco-tourism 2008
Member of	:	Uganda Tourism, Association of Uganda Tour Operators, Uganda Tourism Association, Uganda Hotel Owners Association, Africa Travel Association, Amalgamated African Operators.



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Website: www.safari-uganda.com

HISTORY

Great Lakes Safaris Ltd. (sometimes referred to hereafter as GLS) was founded in 2001 by a young and professional entrepreneur, Mr Amos Wekesa. He set up a professional company with the intention to improve the quality of tour operations in Uganda and the Great Lakes region of East Africa. The company began with meager resources, but over the years it has grown in leaps and bounds that have seen the company join the ranks of some of the leading tour companies in East Africa.

COMPANY PROFILE

During the recent years Great Lakes Safaris has developed itself at a rapid and has grown into a promising travel company with a lot of potential. The company is always looking for opportunities to extend, but ensures that growth will not be at the expense of quality.

Vision

The vision of Great Lakes Safaris is to develop an indigenously owned tour company with international partnerships and networks that will operate in the entire East African Great Lakes Region, including Uganda, Rwanda, Kenya and Tanzania. GLS seeks to provide first-rate flexible service to its clients and to promote the image of Uganda as an unequalled tourism destination in the world. The long-term development plans include the construction of several lodges in Uganda.

Mission

The mission of Great Lakes Safaris is to provide first-rate holidays, tours and guiding services, in order to promote Uganda as a leading tourism destination. GLS designs flexible packages that suit the client's needs and budget. Ready-made packages are offered, though this does not limit the customer's choice. Customers can design their own packages with the experienced assistance of the GLS team.

Company values

Care, professionalism and dedication are some of the core values that underpin the business approach of Great Lakes Safaris. GLS has established itself as a strong and reliable company that guarantees quality, consistency and competitive prices. Other core values of the company are innovation, flexibility, quality customer service, community benefit and accessibility.

Sales & marketing

Great Lakes Safaris tour products and services are featured in the Uganda Tourist Board, which is part of Uganda Government Tourist Promotion Program. GLS maintains close contact with the Uganda Government, UWA and AUTO in order to guarantee quality service, flexibility and consistency. As an executive member of the Africa Travel Association, based in New York, GLS has been at the forefront of internet marketing. In addition, the company concludes international collaborations.

In 2002, Great Lakes Safaris published its own complete website: www.safari-uganda.com, which now receives over 100,000 visitors worldwide per month and is still growing. As an integral service to its clients, GLS has twelve-hour web monitoring to ensure enquiries are answered promptly. The website is updated regularly.

Recently we have launched three other websites:

- www.safari-gorilla.com, for the promotion of gorilla safaris in Uganda and Rwanda
- www.ugandalodges.com, for the publicity of Uganda Lodges that are located throughout the country
- www.cultural-safaris.com, for the promotion of safaris focused on cultural interaction

Staff

Great Lakes Safaris employs a staff of sixteen competent office workers, guides and drivers. Self-evidently all employees possess high experience and education qualifications. Many different languages are spoken, like English, Dutch, Swahili and several other local languages, in order to manage clients for optimal satisfaction.

Being aware of the crucial role a guide plays in one's holiday, the company makes high demands on her employees. Each guide of GLS has an extensive knowledge of the region in which the company operates. They are all adept in their knowledge of the flora and fauna of Uganda and through their experience they can choose the best spots in the country to visit for each particular need. They have experience ranging from regular touring to mountaineering, sport fishing and bird watching.

Vehicles

The company owns four Land Cruisers and two Minibuses which are all outfitted with safety equipment. For the client's safety, the tour vans are serviced by GLS company mechanics after every trip. The company concentrates on providing efficient and cost-effective services for specialized small groups and individual safaris.

SERVICES

Cultural tours in Uganda

Uganda features four major traditional kingdoms: Buganda, Toro, Bunyoro and Busoga. These kingdoms provide a potential market for cultural tourism. Great Lakes Safaris aims at developing this market for cultural tourism as part of national development and nation building. For this reason the website www.cultural-safaris.com was launched, where the cultural centre Nshenyi Village is presented. In the future the website will be expanded with other cultural experiences as well.

Adventure tours in Uganda

Great Lakes Safaris offers any type of adrenaline-pumping adventure which is desired by customers, from mountaineering expeditions on the Rwenzori Mountains to gorilla tracking and from wild water rafting on the Nile to bungee jumping.

Recreation holidays in Uganda

For more relaxing excursions and activities customers can opt to go for a beach tour to Ssesse Islands, relax at the shores of Lake Bunyonyi or enjoy the peace and beauty of the Source of the Nile in Jinja.

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Special interest journeys in Uganda

Besides the classical safaris, Great Lakes Safaris offers theme packages and special interest tours, like golf tours, honeymoon packages, tribal tours and homesteads.

Tours in Rwanda, Kenya and Tanzania

GLS does not only provide packages in Uganda, but in Rwanda, Kenya and Tanzania as well. This will simplify your contact with East Africa. No more difficulties with different incoming agents for each specific country; Great Lakes Safaris offers the opportunity to accommodate all tours in the Great Lakes region with one reliable tour operator!

Other services

We currently offer a comprehensive range of complementary services to support the safari customer, ranging from airport transfers and hotel bookings to the organization of conferences and exhibitions.

Sustainable tourism

Great Lakes Safaris is highly conscious of the necessity to protect the natural environment and valuable cultural heritage. Therefore we have initiated different projects, trying to maximize the benefits that tourism can bring to the local communities. One of these projects is the cooperation with a local family in Nshenyi Village, where guests can learn more about the culture of the different tribes and interact with the local people. A visit will support community based initiatives, varying from the construction of schools to traditional handcrafts and the supply of clean drinking water.

UGANDA LODGES

Safari accommodation

Apart from the safari packages, Great Lakes Safaris offers a selection of safari accommodations under the name of Uganda Lodges Ltd. These lodges are managed by the staff of Great Lakes Safaris and include the following accommodations:

- **Primate Lodge Kibale**

An exclusive eco-lodge in the middle of Kibale Forest, right at the starting point for chimp tracking. Different types of accommodation are offered, ranging from comfortable forest cottages and a Sky Tree House to a luxury tented camp, all privately secluded in the forest.

- **Simba Safari Camp**

A budget safari accommodation on the border of Queen Elizabeth National Park. With eleven en-suite rooms and four dormitory rooms, this new camp meets the needs of the budget conscious travellers who are looking for a memorable wildlife safari.

- **Budongo Eco Lodge**

Budongo Eco Lodge, also known as the Kaniyo Pabidi Ecotourism site, is located in the heart of Budongo Forest Reserve in Murchison Falls National Park. It consists of a visitor's centre, restaurant, comfortable self-contained cabins and spacious dorm rooms with shared facilities. In addition, the lodge offers a wide variety of activities including chimp tracking, chimp habituation, forest walks and birding.