

# COMPANY PROFILE

## BUSINESS INFORMATION

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|-----------------------------|---|---|--|
| <b>Name of the company</b>  | : | Great Lakes Safaris Limited   |  |
| <b>Registration number</b>  | : | 47861   |  |
| <b>Date of registration</b> | : | 23 <sup>rd</sup> April 2001   |  |
| <b>Postal address</b>       | : | P.O. Box 33024, Kampala, Uganda   |  |
| <b>Physical address</b>     | : | Ggaba Road, Suzie House, 1 <sup>st</sup> floor, room 5<br>After the American Embassy from Kampala centre                  |  |
| <b>Tel/Fax number</b>       | : | +256 (0) 414 267 153  |  |
| <b>Mobile number</b>        | : | +256 (0) 772 426 368  |  |
| <b>Email</b>                | : | info@safari-uganda.com, gls@utlonline.co.ug   |  |
| <b>Main website</b>         | : | www.safari-uganda.com   |  |
| <b>Additional websites</b>  | : | www.safari-gorilla.com, www.ugandalodges.com, www.cultural-safaris.com  |  |
| <b>Offices abroad</b>       | : | Great Lakes Safaris USA<br>Kelly Swift<br>7706 Seekford Road<br>Baltimore, Maryland 21219<br>Email: usa@safari-uganda.com | Great Lakes Safaris UK<br>Juddy Otti-Olunga<br>70 Shephall Way, Stevenage<br>Hertfordshire, SG2 9QJ<br>Email: uk@safari-uganda.com |

## FACTS & FIGURES

|                         |   |   |
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| <b>Office</b>           | : | Kampala, Uganda   |
| <b>Nr of passengers</b> | : | 2005: 250 pax - 2010: 850 pax   |
| <b>Nr of employees</b>  | : | 16 (including 6 full time driver/guides)  |
| <b>Fleet</b>            | : | 7 vehicles (4 Land Cruisers and 3 Minibuses)  |
| <b>Rewards</b>          | : | International Award for Best Performance 2002<br>Chimp Award for Investment in Eco-tourism 2008<br>Finalist for the Tourism for Tomorrow Conservation Awards 2011   |
| <b>Member of</b>        | : | Uganda Tourism, Association of Uganda Tour Operators, Uganda Tourism Association, Uganda Hotel Owners Association, Amalgamated African Operators, Association for the Promotion of Tourism in Africa, Advancing Tourism to Africa |



# COMPANY PROFILE

## HISTORY

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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 meagre 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.

## VISION

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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, which includes Uganda, Rwanda, Kenya and Tanzania. GLS seeks to provide first-rate flexible service to its clients and 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

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The mission of Great Lakes Safaris is to provide first-rate holidays, tours and guiding services, which 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 traveller's choice. Customers can design their own packages with the personalized assistance of the GLS team.

## COMPANY VALUES

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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

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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 Ugandan Government, UWA and AUTO in order to guarantee quality service, flexibility and consistency. In addition, the company is at the forefront of marketing and strives for expanding its international collaborations.

In 2002, Great Lakes Safaris published its own website: [www.safari-uganda.com](http://www.safari-uganda.com), which now receives over 5,000 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.

In addition to the main website, we launched three other websites:

- [www.ugandalodges.com](http://www.ugandalodges.com), for the publicity of our lodges throughout the country
- [www.safari-gorilla.com](http://www.safari-gorilla.com), for the promotion of gorilla safaris in Uganda and Rwanda
- [www.cultural-safaris.com](http://www.cultural-safaris.com), in order to create more publicity for safaris focused on cultural interaction

# COMPANY PROFILE

## 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, including 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 our client's holiday, the company makes high demands on her employees. Our six full time guides have been working for GLS for years and are highly experienced. Many of them used to be a ranger with Uganda Wildlife Authority in the national parks and therefore have an extensive knowledge of flora and fauna. The guides attend regular courses of the USGA (Uganda Safari Guides Association) and are members of the Uganda Bird Guides Club and Uganda Wildlife Conservation Society. Most of them have also participated in courses and projects in Kenya, Tanzania and Namibia. In addition, we employ German, Spanish and Japanese guides as well and can arrange translators in any alternative language on request.

## VEHICLES

The company owns four Toyota Land Cruisers and three Minibuses. All vehicles are 4WD, well maintained and provide a pop up roof for game viewing. Due to the challenging condition of the roads, the safari vehicles are serviced by GLS company mechanics after every trip. For clients convenience we try to limit the number of people in one vehicle to 5-6 persons, ensuring that everybody has a window seat and luggage can be stored comfortably.



## 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](http://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.

# COMPANY PROFILE

## 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 within 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

Apart from the safari packages, Great Lakes Safaris offers a selection of safari accommodations under the name of Uganda Lodges Ltd.

- 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.

