



GREAT LAKES SAFARIS LIMITED

COMPANY PROFILE

COMPANY PROFILE OF GREAT LAKES SAFARIS LTD.

DRAWN 2007



BUSINESS & CONTACT INFORMATION

Name of the company : Great Lakes Safaris Limited
Postal address : P.O. Box 33024, Kampala, Uganda
Physical address : Ggaba Road, Suzie House, First Building
1st floor, room 05
After the American Embassy from Kampala centre
Tel/Fax number : +256 (0) 41 267 153
Mobile number : +256 (0) 772 426 368
E-mail : info@safari-uganda.com, gls@utlonline.co.ug
Website : <http://www.safari-uganda.com>
<http://www.cultural-safaris.com>
Rewards : International Award for Best Performance 2002

Member of :



AUTO
Association of Uganda
Tour Operators



ATA
Africa Travel
Association

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 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.

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

Suzie House, 1st floor, Ggaba Road
Tel/Fax: +256 (0)41 267 153
E-mail: info@safari-uganda.com/gls@utlonline.co.ug

P.O. Box 33024 Kampala
Mob. +256 (0)772 426 368
Website: www.safari-uganda.com



The rare level of success is attributed in part to the exceptional entrepreneurial skills of Amos who is a self-confident, creative innovator with a high level of commitment and focus to the Great Lakes Safaris business. Other factors contributing to success have been:

- 1) A carefully selected winning team that leads to a lot of repeat safari customers and safaris due to satisfied customer recommendations,
- 2) Mr Amos Wekesa initially worked as a tour guide for various well established tour companies and consequently has intimate knowledge of the needs of the safari human resources within his employ,
- 3) Proper investment and revenue management etiquette coupled with
- 4) The Uganda governments drive to popularize Uganda as a safari destination through UWA and UTB which has led to ever increasing safari visitors to Uganda.

BRIEF PROFILE OF THE COMPANY OWNERS

Mr. Amos Wekesa, Managing Director

Amos undertook both a diploma and advanced diploma in tourism and travel consecutively. He worked with three leading companies in Uganda before going solo in the competitive world and acted as a guide on both big groups and small groups in Uganda, Kenya, Tanzania and South Africa. The particular skills that have helped his part in the company are his ability to market and sell the company; he also has vast knowledge in dealing with tourism and in the region as a whole. He is creative and self-motivated, which are great qualities for team leadership and management.

Mrs. Amy Wekesa, Director

Amy is the wife of the Managing Director. She has special skills in computer operations and office organization and a degree in Sociology from Western Washington University (USA). She has played a dynamic role in marketing the company in not only in Uganda, but also the U.S. and Europe.



DESCRIPTION OF SERVICES OFFERED TO OUR VALUED CUSTOMERS

Wildlife safaris in Uganda and other tours of interest:

➤ Cultural Tours

The four major kingdoms of Uganda, and the well-established chiefdoms throughout the country, provide a potential market for cultural tourism. Great Lakes Safaris aims at developing market potential for cultural tourism as part of national development and nation building.

A new cultural centre has recently been opened in the area of Mbarara, close to the borders with Rwanda and Tanzania: Nshenyi Village. This traditional farm is the perfect combination of nature and culture, giving visitors the opportunity to get in close contact with the local people and learn about their culture from first hand.

➤ Adventure Tours

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 wild water rafting on the Nile.

➤ Relaxing Holidays

For more relaxing excursions and activities customers can choose for a beach tour on the Ssesse Islands, stay at Lake Bunyonyi or visit the Tororo rock paintings of the Virungas.

Special interest journeys in Uganda: besides the classical safaris, Great Lakes Safaris offers theme packages and special interest tours, like golf packages, honeymoons and tribal tours.

Tours in neighbouring countries: Great Lakes Safaris does not only provide packages in Uganda, but in Rwanda, Kenya and Tanzania as well. With this Great Lakes Safaris gives wholesalers the opportunity to simplify their contact with East Africa.

Safari accommodation: Soon we will start opening our own safari accommodation in Kibale National Park to our esteemed clients to support our tour packages in giving our clients a safe, enjoyable, and memorable experience. Different types of accommodation



will be offered, ranging from camping and bandas for the budget conscious travellers, to a new-build luxury tented camp which mainly will attract the up-market clientele.

Other services: We currently offer a comprehensive range of complementary services to support the safari customer. These services include:

- Personalized assistance on arrival and departure
- Accommodation in all category of hotels from budget to 4-5 star hotels
- Multilingual guide services
- Sight seeing in comfortable chauffeur-driver cars or coaches
- Special cultural theme events, e.g. Uganda Martyr's Day
- Tour – hotel - package booking
- Convention, conferences en exhibitions
- Itinerary planning and tailor-made holidays
- Pre- and post-holiday briefings with company directors with a complimentary dinner at one of Kampala's exclusive restaurants of their choice at our cost
- Directory of advice and information services covering each country and adventure safari activity

SALES & MARKETING

Great Lakes Safaris Ltd. tour products and services are featured in 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 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 establishes international partnerships and networks in throughout the world, like the mutual beneficial co-operation with Travelwide Reisen GmbH in Germany, Milorho Travel tour company in the Netherlands and Dososhin in Japan.

In 2002 GLS published its own complete website: www.safari-uganda.com, which now receives over 100,000 visitors worldwide per month and is still growing. The website has created a dynamic increase as national, regional and international market infrastructure for valued customers and a potential client base. 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, GLS appears in magazines like The Eye, Smart, Info Digest and the ABTA Magazine, a magazine for the Association of British Travel Agents.

GOALS

The vision of Great Lakes Safaris Ltd. is to develop a strong and reliable tour company that will operate in the entire region of the East African Great Lakes Region. GLS seeks to provide first-rate flexible service to its clients and to promote the image of Uganda as an unequalled tourist destination in the world. Opportunities for extending will not be avoided but the company will ensure that quality of the service remains number one. The long-term development plans include the construction of lodges in Uganda.

HUMAN RESOURCE

Great Lakes Safaris employs a staff of fifteen 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 these 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



Great Lakes Safaris has over 10 vehicles ranging from Land Cruisers, Land Rovers to well built safari buses taking up to 15 persons in groups. We often also charter planes for our clients whenever the need arises. We aim for a standard of travel a step above that offered by the general travel industry, which will be the same for our accommodation in Kibale National Park.

SUSTAINABLE TOURISM

Great Lakes Safaris is highly conscious of the necessity to protect the nature and to make sure that the local community benefits from tourism as well. By offering a cultural experience at Nshenyi Village, our aim is not only the pleasure of the guests but also to support community tourism. We carefully see to it that all involved communities will share in the revenues.

Besides this, Great Lakes Safaris supports eco lodges like Jacana Safari Lodge, which are built with wood and other materials from the surroundings, doing every effort to conserve the environment with low impact. From its conception, we also use the services of Bigodi Swamp heritage trails and Ssezibwa Falls.

COMPANY VALUES

The underlying corporate values underpinning the business approach of Great Lakes Safaris Ltd. include among others:

Foundational Values	Resultant benefit Values
- Integrity and honesty	- Customer service/Care
- Innovation	- Excellence
- Customer orientation	- Empowerment
- Accuracy	- Community benefit
- Commitment	- Achievement
- Enthusiasm	- Competitive edge
- Responsiveness	- Market Leader



Service Feature Values	Legacy Values
- Quality service - Creativity - Reliability	- Credibility - Consistency - Accessibility

SOME OF THE VALUED CUSTOMERS WHO HAVE ENJOYED GREAT LAKES SAFARIS' SERVICES IN UGANDA:

1. Ms Marlene - African Ventures Inc. (USA)
2. Mr Tom Carter – Editor Washington Times (USA)
3. Ms Ada Rosman-Kleinjan – Author/Writer of many books (Netherlands)
4. Ms Annie Stubbe – A frequent traveller to Uganda (Netherlands)
5. Hon. Jimmy Kolker – Ambassador to Uganda (USA)
6. Ms Dorota Kozarzewska – More Mia Africa (Poland)
7. Javier Lozano – Orienta Travel (Spain)
8. Leigh Darrington (UK)
8. Nadia & Massimo (Italy)
9. Ms Kamita - Dososhin (Japan)