

DIASPORA TOURISM AGENCY SERVICES PROGRAM 2020

BUSINESS PROPOSAL

We have over 10 years of professional experience in customer service and business management; we strive to achieve the following: revenue growth, product development and reputation management



The Tree climbing lions in Queen Elizabeth National Park.

ISHASHA, UGANDA

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NTARE CONSULTING
www.ntarellc.com

Empowering our clients

The Ntare Tourism Agency program helps tourism related institutions to attract and maintain US based customers by providing a complementary, often more convenient channel for their tour planning needs. We help entities to reach an additional client segment or geographical location by acting as an additional contact on the ground in the diaspora for several functions from inquiries on travel advisory, booking tours and representation at or creation of trade shows, exhibits and conventions.

Tourists will feel more comfortable contacting agents while still at home planning their tour or vacation to gather vital information, dispel fears and misnomers about their destination.

WHY IS THIS SERVICE NEEDED

Reaching the US market is often prohibitively expensive for tour operators since transaction numbers and volumes do not cover the cost of a branch, personnel travel, different cultural transitions and procuring current information on marketing opportunities. By working together, we can increase the market share of each of these highlights

28M

International travellers from the USA

115B

Total cost of international travel from the USA

5%

Increase in travelers on leisure trips to Africa

*UNWTO data 2018

WHAT WE DO

- Increase awareness of client products and services to deliver more arrivals.
- Partner with advertising firms on trending tourism products
- Advise our clients respond to current market changes.
- Social media marketing and engineering.
- Custom solutions, classes, and guided courses for a broad range of business problems and topics.
- Attend or create trade, business, and consumer events on behalf and for our clients.

STRATEGY AND OBJECTIVES



STRATEGY

- Engage and promote programs with top travel magazines, media, and influencers
- Contract and liaison with Diaspora business owners to participate in promotional displays
- Distribute newsletters, statistics, news and information from data collected.
- Work with high profile celebrities of Ugandan descent in awareness campaigns
- Disseminate news and information on tour promotions, offerings and discounts
- Educate North American tour guides and travel agents via events, webinars, and consumer shows

OBJECTIVES

- Increase awareness of travel options and packages to Uganda
- Compile comprehensive statistical data to help institutions make investment decisions
- Connect Uganda tourism firms to USA tour guides, operators and media
- Facilitate the creation of tailored travel and tourism packages
- Maintain an overall positive online reputation for Ugandan tourism





BUDGET AND INVESTMENTS:

There are principally two ways that tour agents and operators can set up their operations and marketing within our standard operating procedures.

GROUP CASHIER FUNCTION

1. Customer Relationship Management
2. Transaction research and information requests
3. Payment processing
4. Travel and itinerary creation
5. General consultation and advice

\$25/month with \$100 deposit for teams of 5



DEDICATED FUNCTION

1. All Cashier Functions aforementioned
2. Dedicated 24hour 1-800 phone line
3. Customized credit and Payment Plans
4. Pitching projects to US tourism investors
5. Representation at all related conventions, exhibits and trade shows
6. Roll out of programs, discounts, sales and dynamic marketing

\$550 a month (\$6,000 if paid annually)



ABOUT US



Richard Muhunde
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Headquartered in Dallas, TX with a satellite office in Kabale, Uganda, Ntare Consulting represents creative clients on and in between coasts. Our firm specializes in all practical business operational matters, from the seed of an idea to the final product. Whether you're a musician, clothes designer, mechanic, or any small business owner, we will not only protect what you create, but we'll also help it thrive in this world. We bring extensive experience and professionalism to every case and customize our support to your individual needs and concerns.

**TRYING TO MAKE THIS
WORLD A BETTER PLACE,
ONE SATISFIED BUSINESS
OWNER AT A TIME.**

+FINANCE + LOGISTICS +TOURISM +REAL ESTATE +AGROBUSINESS