

Week News

MAGAZINE Vol 3



MBALE CITY

27 SEPT 2026



TRAVEL | PEOPLE | CULTURE | NATURE | OPPORTUNITIES

TOURISM

SEPT
27
2026
SPECIAL
EDITION

EXPLORE
MBALE

NATURE. CULTURE.
PEOPLE. POSSIBILITIES.

WORLD TODAY

Tourism

DAY

IN MBALE

THEME 2026:

**“Digital Agenda and
Artificial Intelligence
to Redesign Tourism”**

TOURISM FOR A BETTER TOMORROW
PEOPLE | PLANET | PROSPERITY

DISCOVER
THE PEARL
OF THE
EAST

BREATHTAKING
MOUNTAINS
STUNNING
WATERFALLS
RICH CULTURE
WARM PEOPLE

MOUNT ELGON

SIPI FALLS →

CULTURE →

ADVENTURE →

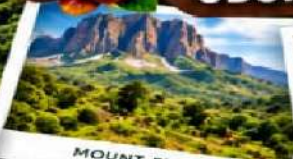
HOSPITALITY →

15 YEARS OF

MOBILE COFFEE UGANDA &
UBUNTU COFFEE HOUSE



SIPI FALLS



MOUNT ELGON



OUR CULTURE



OUR HERITAGE



SUSTAINABLE
TOURISM



STRONGER
COMMUNITIES



BRIGHTER
ECONOMIES



A GREENER
PLANET

Experience
Mbale

MORE THAN A DESTINATION
A BRIGHTER TOMORROW

THE EUROPEAN UNION DEFORESTATION REGULATION: A NEW ERA OF COFFEE TRACEABILITY



**MATHIAS NABUTELE CHIEF
EXECUTIVE OFFICER, UBUNTU
COFFEE HOUSE WORLD – MBALE**

REGENERATIVE COFFEE FARMING TAKES OVER COFFEE FARMING IN MOUNT ELGON

From Soil Regeneration to Global Markets: Putting the Farmer at the Centre of Coffee Transformation

By Mathias Nabutele Chief Executive Officer, Ubuntu Coffee House World Tourism Day 2026 – Mbale City Special Edition

Coffee farming on the slopes of Mount Elgon is entering a new era, driven by regenerative agriculture, climate-smart production, digital traceability, value addition and increased domestic consumption. For generations, Arabica coffee has sustained thousands of households across Mbale, Sironko, Bulambuli, Manafwa, Bududa and Namisindwa, extending into neighbouring coffee-growing communities in Kenya.

Today, the future of this precious crop must go beyond planting, harvesting and selling raw coffee. The transformation must place the farmer at the centre of production, environmental conservation, quality assurance, processing and market participation.

The greatest achievement of coffee development should not be measured by export volumes alone, but by the improvement in the livelihoods of the families who produce it. Regenerative Coffee Farming: Restoring the Soil and Protecting the Future

Regenerative coffee farming is a sustainable agricultural approach that restores soil health, improves biodiversity, conserves water and strengthens resilience against climate change.

For Mount Elgon, where coffee is cultivated on fragile mountain slopes, regenerative practices are essential for protecting land productivity and household incomes.



Strong cooperatives, savings groups and farmer-owned enterprises can improve bargaining power and enable producers to participate in higher-value commercial activities.

Women and young people must be deliberately included in coffee production, enterprise ownership, processing, marketing and leadership.

Farmers should progressively become shareholders in washing stations, hulling facilities, roasting enterprises and coffee shops.

The future of Mount Elgon coffee must be built around the principle that the people who produce the crop should participate meaningfully in the wealth it generates.

From Coffee Cherry to Specialty Coffee: Modernising Production

Modern coffee production requires careful management of every stage, from nursery development to the final consumer experience.

Quality begins with suitable Arabica varieties, healthy seedlings, appropriate planting practices and good agricultural management.

Selective harvesting of mature red cherries improves consistency and reduces quality defects.

Post-harvest processing can include washed, natural and honey processing methods, depending on the desired flavour profile and market requirements.

Mount Elgon has significant potential to develop distinctive single-origin coffees, micro-lots and specialty coffee products supported by consistent quality and documented provenance.

Investments in roasting, grinding, packaging and branding can transform green coffee into consumer-ready products with greater commercial value.

European Union Deforestation Regulation: A New Era of Coffee Traceability

The European Union Deforestation Regulation (EUDR) introduces important market requirements for coffee entering the European Union.

The regulation requires relevant coffee to be deforestation-free, produced in accordance with applicable laws in its country of origin and supported by the required due diligence documentation.

The deforestation cut-off date is 31 December 2020. Under the amended implementation timetable, the principal application dates are 30 December 2026 for large and medium operators and 30 June 2027 for micro and small operators, subject to specific exceptions.

For Mount Elgon coffee farmers, digital traceability is therefore becoming an important component of international market preparedness.



CROWN SUITES HOTEL



CROWN SUITES HOTEL MBALE ROLLS OUT THE RED CARPET FOR WORLD TOURISM DAY 2026

Experience Exceptional Hospitality,
Comfort and Special Tourism Offers
in the Heart of Eastern Uganda

By Kadodi Media House | World
Tourism Day 2026 Special Edition
MBALE, UGANDA — As Mbale City
prepares to host Uganda's national
World Tourism Day celebrations on
September 27, 2026, Crown Suites
Hotel stands ready to showcase the
warmth, elegance and hospitality
that make Eastern Uganda an
increasingly attractive destination
for domestic and international visi-
tors.

Located along Nankupa Road,
within reach of the magnificent
Wanale landscape, Crown Suites
Hotel offers an inviting combination
of accommodation, fine dining,
conferencing, leisure and person-
alised guest services.

The hotel provides an ideal environ-
ment for tourists, business execu-
tives, government delegations, fami-
lies and holidaymakers seeking
comfort while exploring the beauty
of the Mount Elgon region.

**A Variety of Accommodation Prod-
ucts for Every Guest**
Crown Suites Hotel offers a selection
of accommodation options
designed to meet different visitor
preferences and budgets.

From comfortable single and
double rooms to family suites and
apartments, the hotel provides
guests with opportunities to enjoy
privacy, relaxation and convenience.

Its accommodation offering is par-
ticularly attractive to visitors attend-
ing World Tourism Day activities
who may wish to extend their stay
and explore the surrounding tour-
ism attractions.

The hotel's published accommoda-
tion rates start from approximately
US\$50 per night, although guests
should confirm the applicable
World Tourism Day rates directly
with management.

**A Culinary Experience Celebrating
Local and International Flavours**
Beyond accommodation, Crown
Suites Hotel presents an exciting
culinary experience through its
restaurant and dining services.

Guests can enjoy a variety of meals,
including breakfast, local Ugandan
delicacies, international cuisine,
light refreshments and specially
arranged banquets.

Its restaurant, surrounded by attrac-
tive garden scenery, provides a wel-
coming environment for family
dining, business lunches, evening
relaxation and social gatherings.

The hotel's emphasis on local food
products also creates opportunities
to celebrate Uganda's agricultural
heritage, particularly the rich Arabi-
ca coffee culture associated with the
slopes of Mount Elgon.

**Conferencing, Corporate Hospitality
and Special Events**



MBALE COURTS VIEW HOTEL



Mbaale Courts View Hotel declares readiness to host major events as Mobile Coffee Uganda prepares to serve visitors with the authentic taste of Mt. Elgon Arabica coffee.





MBALE COURTS VIEW HOTEL

By Kadodi Media House / Mbale City, Uganda

As Mbale City prepares to host World Tourism Day celebrations on September 27, 2026, at Mbale Senior Secondary School Regional Stadium, excitement is building across the tourism and hospitality industry in Eastern Uganda.

Hotel operators, coffee entrepreneurs, tour companies, transport providers, cultural institutions and other tourism stakeholders have welcomed the event as a monumental opportunity to showcase the region's hospitality, natural attractions, cultural heritage and growing investment potential.

The celebrations, being organised under the Ministry of Tourism, Wildlife and Antiquities, are expected to provide a platform for promoting Eastern Uganda as a destination for tourism, conferences, business, leisure and cultural experiences.

For the regional hospitality industry, the occasion represents more than a national celebration. It is an opportunity to demonstrate its capacity to accommodate visitors, host major functions and deliver competitive hospitality services.

Courts View Hotel Ready to Welcome Visitors and Host Major Events



Speaking to Kadodi Media House, Ken, the General Manager of Mbale Courts View Hotel, described the hosting of World Tourism Day in Mbale as a blessing to the regional hotel industry.

He said the occasion presents an opportunity for hotels to demonstrate their hospitality standards, investment in modern facilities and readiness to serve both domestic and international visitors.

According to Ken, Courts View Hotel is fully prepared to provide accommodation, conferencing, dining and other hospitality services to visitors travelling to Mbale for the celebrations.

He emphasised that the hotel has the facilities and personnel to host events of varying sizes, including corporate conferences, business meetings, tourism-related functions and social gatherings.

The hotel offers accommodation, conference facilities, restaurant services, leisure amenities and other hospitality experiences designed to meet the needs of business and leisure travellers.

Ken expressed optimism that the event would help strengthen Mbale's profile as a destination for major national and international activities.

The General Manager further noted that hosting such events creates opportunities for hotels to establish new business relationships, attract repeat visitors and demonstrate the hospitality potential of the wider Elgon region.

Tourism Stakeholders Applaud Ministry for Bringing Celebrations to Mbale

Other stakeholders in the regional tourism industry have similarly appreciated the Ministry of Tourism, Wildlife and Antiquities for according Mbale City the opportunity to host this year's national celebrations.

They described the decision as a significant opportunity for the region's tourism economy, particularly for businesses operating in accommodation, restaurants, travel, transport, entertainment, cultural tourism, handicrafts and coffee value addition.

The stakeholders observed that hosting World Tourism Day in Mbale provides an important platform to market the region's attractions, including Mount Elgon, Wanale Ridge, Sipi Falls, the Imbalu cultural heritage and the renowned Arabica coffee grown on the slopes of Mount Elgon.



They also expressed their commitment to providing high-quality services that reflect the warmth, professionalism and hospitality for which Eastern Uganda seeks to be recognised.

The industry is looking beyond the celebrations themselves, with stakeholders hoping that increased exposure will generate longer-term business opportunities, tourism partnerships and investment in the region.

Mobile Coffee Uganda Roasts Enough Coffee to Serve Visitors Throughout Tourism Week

Meanwhile, Mobile Coffee Uganda has announced its readiness to participate in the tourism celebrations by promoting one of the region's most celebrated agricultural products — Mount Elgon Arabica coffee.

Speaking to Kadodi Media House, Mobile Coffee Uganda Sales Manager Regan Nabutele said the company had undertaken preparations to ensure adequate supplies of roasted coffee throughout the week of tourism activities.

Nabutele explained that the company had roasted sufficient quantities of coffee to meet anticipated demand from visitors, residents, tourism participants and other customers across the region.

He said the celebrations provide an opportunity to promote domestic coffee consumption while introducing visitors to the distinctive taste and quality of Ugandan coffee.



NATIONAL WATER AND SEWERAGE CORPORATION

Government Investment in Water Infrastructure Strengthens Mbale's Future

The Government of Uganda, through NWSC and its development partners, has undertaken efforts to improve water supply and sanitation infrastructure in Mbale and surrounding communities.

The Mbale Water Supply and Sanitation Project is designed to rehabilitate, upgrade and expand water distribution infrastructure, while extending services to neighbouring urban centres.

According to NWSC's published project documentation, the wider investment is intended to benefit more than 646,000 people in Mbale City and neighbouring areas by 2040, demonstrating the long-term importance of water infrastructure to regional development.

Such investments have implications beyond domestic water consumption.

They support industrial development, healthcare delivery, educational institutions, urban expansion, food processing and the hospitality industry.

For a city positioning itself as a regional tourism and investment destination, dependable water infrastructure is an essential part of sustainable growth.

A Clean Mbale Is a Beautiful Mbale

As World Tourism Day approaches, the message of environmental responsibility is particularly important.

A beautiful tourism destination must also be a clean destination.

Proper wastewater management, responsible disposal of waste, protection of water sources and improved public sanitation all contribute to the preservation of Mbale's natural beauty.

The spectacular waterfalls, rivers, green landscapes and fertile slopes of Mount Elgon are among the region's greatest tourism assets.

Protecting these resources requires cooperation between NWSC, environmental authorities, local governments, tourism businesses and communities.

Water conservation should therefore become a shared responsibility among hotels, restaurants, institutions and households.

Reducing unnecessary water consumption, repairing leaking taps, protecting drainage channels and maintaining clean sanitation facilities are simple but important contributions towards a sustainable tourism economy.

Embracing Digital Transformation in Water Service Delivery

The 2026 World Tourism Day celebrations will be held under the theme:

"Digital Agenda and Artificial Intelligence to Redesign Tourism"



NATIONAL WATER AND SEWERAGE CORPORATION



WORLD TOURISM DAY 2026 MBALE CITY

The Ministry of Tourism, Wildlife and Antiquities has confirmed that the national celebrations will take place at Mbale Secondary School Grounds on September 27, bringing together government institutions, tourism businesses, conservation agencies and communities.

The theme provides an opportunity to examine how technology can improve not only tourism marketing but also the public services upon which the tourism industry depends.

NWSC has already embraced digital customer service through platforms that allow customers to pay bills, submit meter readings, report faults and access account information.

These services demonstrate how digital innovation can improve convenience and communication between utility providers and their customers.

For the hospitality industry, efficient water management and timely response to service concerns are important components of customer satisfaction.

As Mbale develops its tourism potential, the integration of technology into essential public services will remain an important consideration for urban planners and service providers.

Recognising the People Behind the Water Supply

While the tourism industry often celebrates hotel managers, tour guides, investors and cultural performers, the contribution of essential service workers deserves equal recognition.



Behind water supply systems are engineers, technicians, plumbers, laboratory personnel, customer service teams, sanitation workers and administrators whose daily responsibilities help keep communities functioning.

Their contribution extends beyond the physical delivery of water.

They support public health, economic activity, environmental sustainability and the dignity of communities.

As Mbale welcomes visitors during World Tourism Day, Kadodi Media House recognises the importance of these professionals and the wider NWSC institution in supporting the city's development aspirations.

World Tourism Day: An Opportunity for Lasting Development

Hosting World Tourism Day presents Mbale with an opportunity to showcase its cultural heritage, natural attractions, business potential and hospitality services to a wider audience.

But the greatest measure of success will extend beyond the celebrations themselves.

It will be reflected in lasting improvements in infrastructure, environmental protection, investment, employment and the quality of life of residents.

The continued development of water and sanitation services will be an important part of this journey.

For NWSC Mbale Branch, the occasion highlights the connection between its public service mandate and the city's ambitions to become a thriving tourism destination.

For the hospitality industry, it reinforces the importance of working closely with essential service providers.

For residents, it is a reminder that protecting water resources and maintaining a clean environment are responsibilities shared by everyone.

And for visitors, it is an opportunity to discover a city whose greatest treasures lie not only in its landscapes and cultural heritage but also in the people and institutions working to sustain its future.

CLEAN WATER. HEALTHY COMMUNITIES. SUSTAINABLE TOURISM.

National Water and Sewerage Corporation – Mbale Branch

Supporting public health, hospitality, environmental sustainability and the development of Mbale City.

WORLD TOURISM DAY 2026

27 SEPTEMBER | MBALE CITY,
UGANDA
KADODI MEDIA HOUSE
Our People. Our Stories. Our Voice.

Editorial note: This feature draws on NWSC's published mandate and infrastructure information and the Ministry of Tourism's confirmed event programme. Branch-specific World Tourism Day commitments or statements from the Mbale Area Manager should be confirmed before attributing them to NWSC management.

For Mobile Coffee Uganda, the event is not simply an opportunity to increase sales but also a platform to celebrate the contribution of coffee farmers, processors, roasters and retailers to the regional economy.

The company hopes that visitors attending the celebrations will have an opportunity to experience locally roasted coffee and appreciate the connection between coffee production, tourism and community livelihoods.

Mount Elgon Arabica coffee remains an important part of the region's agricultural identity, offering opportunities for coffee tourism, value addition, hospitality businesses and rural economic development.

Mbale's Hospitality Industry Eyes Greater Opportunities

The hosting of World Tourism Day has brought renewed attention to the wider economic opportunities associated with tourism development in Eastern Uganda.

Beyond hotels and restaurants, the event presents opportunities for photographers, media houses, tour guides, cultural performers, artists, transport operators, food suppliers, coffee businesses and other service providers.

Kadodi Media House understands that tourism stakeholders are looking forward to using the occasion to build stronger partnerships and position Mbale as a competitive destination for hospitality, conferences and cultural tourism.

The celebrations also offer an opportunity for the region to demonstrate the importance of coordinated service delivery, professionalism, customer care and investment in tourism infrastructure.





NKOMA SECONDARY SCHOOL READIES STUDENTS FOR WORLD TOURISM DAY 2026 IN MBALE



By Kadodi Media House | World Tourism
Day Special Edition

MBALE, UGANDA: Nkoma Secondary School is gearing up for the forthcoming World Tourism Day celebrations scheduled for September 27, 2026, in Mbale City, as students prepare to embrace the importance of tourism, environmental conservation and cultural heritage.

The celebrations present an opportunity for learners to appreciate Uganda's rich tourism potential, particularly the spectacular attractions of the Mount Elgon region, including Wanale Ridge, Sipi Falls, wildlife and the unique cultural traditions of the Bamasaaba people.



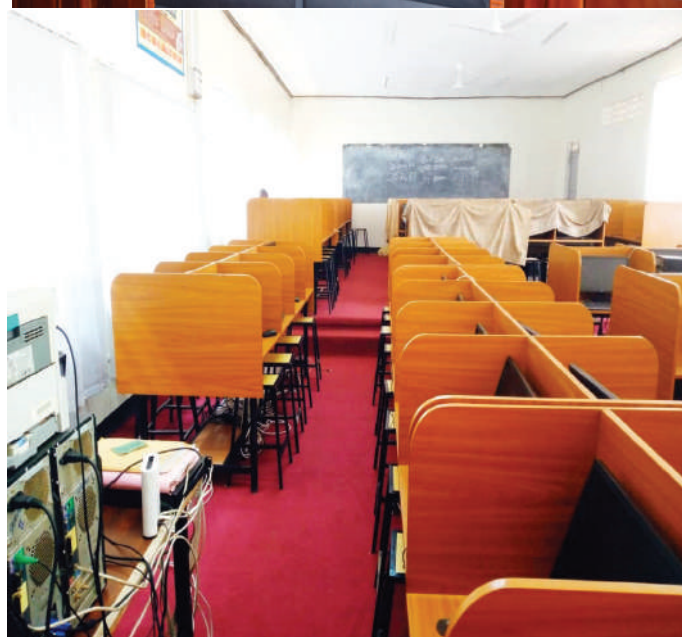
Under the theme “Digital Agenda and Artificial Intelligence to Redesign Tourism,” the event will expose students to the growing role of technology, innovation and digital communication in promoting Uganda's tourism industry.

The occasion also highlights the importance of nurturing young tourism ambassadors who can champion environmental protection, cultural preservation and responsible tourism within their communities.

As Mbale prepares to welcome visitors from across Uganda and beyond, Nkoma Secondary School's involvement reflects the important role educational institutions can play in inspiring the next generation of tourism professionals, conservationists and cultural ambassadors.

World Tourism Day 2026 promises to be more than a celebration for students—it is an opportunity to learn, discover and appreciate the beauty and economic potential of their homeland.

Kadodi Media House – Our People. Our Stories. Our Voice.





BAM SHOPPING CENTRE MBALE: CELEBRATING CUSTOMER LOYALTY, BUSINESS PARTNERSHIPS AND WORLD TOURISM DAY 2026



As Mbale City prepares to welcome visitors for the World Tourism Day celebrations on September 27, 2026, BAM Shopping Centre extends a warm welcome to tourists, delegates and the business community while celebrating the customers and partners who have contributed to its continued growth.

A Trusted Shopping Destination in the Heart of Mbale

As the beautiful city of Mbale takes centre stage in celebrating Uganda's tourism potential, BAM Shopping Centre joins the business community in welcoming visitors from across Uganda and beyond to the magnificent Mount Elgon region.

The World Tourism Day celebrations present an important opportunity for Mbale City to showcase not only its natural attractions and rich cultural heritage but also the businesses and entrepreneurs who contribute to the region's economic development.

BAM Shopping Centre recognizes the significance of this occasion and reaffirms its commitment to providing customers with quality products, convenient shopping services and a welcoming business environment.

The shopping centre continues to serve the everyday needs of households, professionals, entrepreneurs and visitors, contributing to the commercial vibrancy of Mbale City and the surrounding districts.

As the tourism celebrations bring increased attention to the region, BAM Shopping Centre looks forward to welcoming guests and supporting the hospitality and tourism value chain through accessible shopping services.

Appreciating Our Loyal Customers and Business Partners

BAM SHOPPING CENTRE MBALE
Your Trusted Shopping Partner
HAPPY WORLD TOURISM DAY 2026!

Celebrating Our Customers • Strengthening Partnerships • Supporting Mbale's Growth

Prepared for publication by Kadodi Media House | World Tourism Day 2026 Special Edition. Editorial note: The management message is drafted from the supplied appreciation statement and should be approved by BAM Shopping Centre before publication as an official management message.

As preparations continue, stakeholders have emphasised the need for the entire hospitality industry to work together to ensure that visitors receive memorable experiences during their stay in Mbale.

From quality accommodation and conference services to authentic local cuisine, coffee experiences, cultural performances and guided excursions, the region has an opportunity to showcase the diversity of its tourism products.

With Courts View Hotel declaring its readiness to host major hospitality activities and Mobile Coffee Uganda preparing to serve visitors throughout tourism week, the business community is positioning itself to benefit from the celebrations.

For Eastern Uganda, World Tourism Day 2026 is an opportunity not only to welcome visitors but also to showcase the region's identity, strengthen tourism partnerships and promote lasting economic opportunities for its people.





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