



Article Name: Uganda Airlines Celebrates Five Years of Skyward Success

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## Uganda Airlines Celebrates Five Years of Skyward Success

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As Uganda Airlines marks its fifth anniversary, the national carrier reflects on a journey filled with remarkable achievements, strategic growth, and a commitment to connecting Africa. From overcoming challenges to celebrating milestones, the airline has solidified its position as a pivotal player in the aviation industry.

Since its relaunch on August 28th, 2019, Uganda Airlines has made significant strides. With a fleet that started with just two Bombardier planes, the airline now boasts six aircraft, including the state-of-the-art two Airbus A330-800neos, four CRJ900s, and one wet-leased A320. These additions underscore the airline's dedication to enhancing connectivity both regionally and internationally. "We have seen tremendous growth, from carrying 480,000 passengers in the previous fiscal year to projecting 700,000 by the end of 2024," stated Jenifer Bamuturaki, CEO of Uganda Airlines.

This growth is a testament to the airline's strategic investments and its expanding network, which now includes key destinations such as Nairobi, Kinshasa, Dubai, Johannesburg, Mumbai, and Lagos. To commemorate its fifth anniversary, Uganda Airlines hosted a special promotion: a treasure hunt offering 50 free tickets daily for five days, available for select destinations.



This promotion, which run from August 26th to August 30th, allowed travelers to book flights valid from September 1st to September 30th. Adedayo Olawuyi, Chief Commercial Officer at Uganda Airlines, emphasized the significance of this initiative, saying, “This treasure hunt is our way of thanking our loyal passengers and making air travel more accessible as we celebrate five years of excellence.” A cornerstone of Uganda Airlines’ strategy has been fostering local partnerships. The airline recently announced a \$95 million investment in procurement, with a significant portion directed towards local suppliers. During the inaugural supplier forum held in Kampala, CEO Bamuturaki expressed the airline’ s commitment to supporting local businesses, stating, “We want to see local suppliers transform into globally competitive companies that can meet the demands of the airline industry.” However, this focus on local sourcing has not been without challenges. Quality and consistency issues have occasionally prompted the airline to seek products from abroad. “We remain committed to working with local suppliers,” Bamuturaki added, “but quality improvements are necessary.” Uganda Airlines has faced its share of challenges, including procurement irregularities and governance issues.

The airline was recently scrutinized by Uganda’ s Public Procurement and Disposal of Public Assets Tribunal for discrepancies in its aviation fuel procurement process. Despite these setbacks, the airline has taken steps to address these concerns and improve its operational transparency. Notably, the airline has achieved significant milestones, including the introduction of direct flights to international destinations and the acquisition of new aircraft. The A330-800neo, in particular, is a critical asset for expanding long-haul routes. “The introduction of these aircraft aligns with our growth strategy, allowing us to enhance our service offerings and connect more destinations,” Bamuturaki said. Uganda Airlines has ambitious plans for the future. The airline aims to double its fleet and triple the number of destinations over the next five years. The upcoming launch of flights to London Gatwick, China, and Frankfurt marks the beginning of this expansion. “To survive and thrive, we need to reach a critical mass. Our goal is to have at least 12 aircraft and significantly expand our network.” the CCO added. As Uganda Airlines celebrates its fifth anniversary, the airline reflects on its achievements and looks forward to a future filled with opportunities. The commitment to local partnerships, expansion of services, and innovative promotions like the treasure hunt underscore Uganda Airlines’ dedication to connecting Africa and beyond.

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Afema Ronnie is a dedicated aviation sustainability leader and business development strategist with a robust background in sustainable air transport management. Holding both a Master's degree in Sustainable Air Transport Management and a Bachelor's in Business Analytics, he is also a licensed pilot with extensive experience in the aviation industry. As an award-winning sustainability advocate and recipient of the African Aviation Sustainability Award 2023, Afema has driven transformative climate action within the sector.

His expertise spans strategic business development, project management, and the implementation of pioneering sustainable aviation practices. Through his work as an aviation journalist and AviaDev Ambassador (2022), Afema continues to influence industry advancements and champion innovative solutions for a greener future.