



UPDATES ON DESTINATION KENYA – DECEMBER, 2021

1. Conservation through branding



Kenya is activating its campaign on conservation of wildlife heritage through branding of KQ aircrafts flying into 41 destinations across the globe.

The partnership between the national carrier and Kenya's tourism marketing agency Kenya Tourism Board (KTB) has seen the branding of two KQ aircrafts; a Dreamliner and an Embraer with images of Kenya's most iconic species creating visibility of the destination across the airline's network.



The imagery features the last two northern white rhinos in the world at Ol Pejeta Conservancy, the elephant Tuskers and lions from Amboseli National Park and the Tsavo National Park.

Kenya Airways has a zero-tolerance policy regarding Illegal Wildlife Trade (IWT) and has long supported wildlife conservation efforts to promote better protection of endangered wildlife and reduce demand for illegal wildlife products.

The designs on the airplanes are hinged on the conservation themes in Kenya with the Dreamliner having the last two northern white rhinos in the world (Najin and Fatu) on one side. Najin and Fatu live on Ol Pejeta Conservancy which is also the largest black rhino sanctuary in East and Central Africa and the only place in Kenya to see chimpanzees.

On the other side is Tim, the most famous and iconic elephant that lived in Amboseli National Park for over five decades. Tim was one of the last remaining great 'tuskers'. The Embraer will have Tim and the king of the jungle; a lion depicting the man-eaters of Tsavo. We hope that these images branded on the airplanes will help showcase Kenya's diversity in wildlife, and the variety of



places to visit.



"Najin and Fatu, the last of their kind, represent the consequences of ignoring the importance of wildlife conservation. However, they also give a glimpse of hope – through the BioRescue northern white rhino recovery programme by Ol Pejeta Conservancy



2. Best Adventure destination

Magical Kenya has bagged the award for the 'Best Adventure Destination' at India's Best Awards 2021, presented by leading publication – Travel + Leisure. Kenya's win is attributed its wide range of adventure activities and experiences as well as wildlife safari product that has made the destination known as the Safari Capital of the world.

Maasai Mara in Kenya is home to over 100 species of mammals including the Big Five, and 450 species of birds and the Mara also hosts one of nature's greatest spectacles—the Great Wildebeest Migration. Besides safaris, one can enjoy bush breakfasts, sundowners, horseback riding, and village visits. Over 45 other national parks and 100 conservancies offer sensational game viewing chances on thrilling hot-air-balloon flights, safaris, and hikes, or right from accommodation area. Link: <https://www.instagram.com/p/CXLXBJQ15cT/>



3. Kenya bags best Tourism Village Awards

Olergesailie village bagged the Best Tourism Village Award from the United Nations World Tourism Organization.

The UNWTO's pilot initiative recognized 44 villages from 32 countries that stood out for their natural and cultural resources as well as for their innovative and transformative actions and commitment to tourism development in line with the sustainable development goals or SDG.

The village is located inside Olergesailie conservancy, home to pre-historic site

<https://www.unwto.org/news/unwto-announces-list-of-best-tourism-villages-2021>

4. COVID UPDATE DECEMBER 2021

- **Advisory to Travelers**

Kenya has made compulsory to **ALL VISITORS** arriving into the country effective **December 21st, 2021** to have proof of vaccination. The same will apply to all Kenyans travelling outside the country. All inbound travelers coming to Kenya must be in possession of a **VALID NEGATIVE COVID-19 PCR** test certificate conducted within **96 hours** before arrival into the country.

- **Kenya Crosses 8 million Mark in COVID-19 Vaccination**

Kenya has crossed the **8 million** mark in the COVID-19 vaccination exercise that targets to vaccinate over **10 million** people by the end of December, 2021.

Hotels and other hospitality facilities have also recorded a **100%** vaccination rate among its staff