

KTB *Monthly Pulse*

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**KTB GIFTS
TEAM KENYA
PARIS OLYMPICS
MEDALLISTS
WITH SAFARI**

KTB Gifts Team Kenya Paris Olympics Medallists with Safari



Kenyan medallists at the 2024 Paris Olympic Games will each receive a special Safari package from the Kenya Tourism Board (KTB).

According to KTB CEO June Chepkemei, this is one of the best ways to appreciate the athletes as they continue enlisting them in their ambassadorial programmes.

"We have started working with athletes as our brand ambassadors. We believe they represent the country at the global stage better than anything else," said Chepkemei, adding: "Paris Olympics is just the beginning."

Kenya hauled an impressive 11 medals in the recent Paris Olympics – 4 gold, 2 silver, and 5 bronze – to finish top in Africa.



KTB Pledges to Work with Training Camps to Attract International Athletes

The Kenya Tourism Board (KTB) will partner with athletics training camp owners across the country to promote their facilities to international athletes and sports enthusiasts.

Speaking at an awards luncheon for the winners of the inaugural Kapsabet Half Marathon, KTB CEO Ms. June Chepkemei said Kenya's rising status as an athletics powerhouse continues to attract international athletes to train alongside Kenyans, adding that KTB will continue to position the country as a home of champions.



The CEO challenged camp owners, particularly in the Rift Valley region as well as parts of Central and Ukambani that boast numerous facilities, to upgrade their camps to meet international standards in order to enhance the experience for trainees.

KTB aims to collaborate with organizers of the country's major annual marathons like the Standard Chartered Marathon and Eldoret City Marathon among others to attract international participants.

Kenya Records 142.5 Billion Tourism Revenue in First Half of the Year



The Kenya Tourism Board (KTB) has reported a significant increase in tourist visits to regions beyond the Maasai Mara National Reserve, which is currently operating at full capacity due to the wildebeest migration season.

During a visit to the Maasai Mara, KTB CEO June Chepkemei underscored the role of Mara as a hub for tourists to explore other regions after the mesmerizing annual wildebeest migration.

She revealed that in the first half of the year, the country welcomed 1,027,630 international visitors, marking a 21.3% growth compared to the same period in 2023, which saw 847,810 visitors.

These arrivals, she noted, have contributed to Ksh 142.5 billion in revenue, with domestic tourism recording 2.25 million bookings, a 10% increase from 2.06 million in the corresponding period last year.

Ms. Chepkemei reiterated the tourism sector's sustained growth in domestic tourism over the years, highlighting the industry's collaborative efforts to promote sustainable tourism practices and enhance the overall visitor experience.

She added that KTB, together with the partners in tourism, will soon unveil a second phase of the Tembea Kenya campaign to woo domestic travellers.

KTB Partners with Kisumu County to Upskill Taxi Drivers in Service Delivery

The Kenya Tourism Board (KTB) has partnered with Kisumu County to equip taxi drivers operating in the region with requisite skills and knowledge aimed at enhancing visitor experience.

The intensive training program is part of KTB's capacity building initiatives focusing on players in the tourism value chain, especially those that are the first point of contact for visitors when they arrive in the destination.

Speaking on the initiative, KTB CEO June Chepkemei highlighted the critical importance of taxi drivers in enriching the overall tourist experience and showcasing the diversity of attractions in the country.

The training program is designed to provide the drivers with enhanced



communication skills, road safety tips, airport operations updates and a deeper understanding of Kenya's tourism landscape, including the provision of online and printed marketing materials.

The program seeks to ensure that every interaction between visitors and taxi drivers is informative, engaging, and reflective of Kenya's status as a premier tourism destination.

The training will cover the latest protocols from agencies like the Kenya Wildlife Service (KWS), Kenya Airports Authority (KAA), National Transport and Safety Authority (NTSA), various taxi associations and the Kenya Tourism Federation (KTF).

New Tourism And Wildlife Cs Rebecca Miano Takes Reins, Eyes Growth For Sector

Newly appointed Tourism and Wildlife Cabinet Secretary Rebecca Miano has pledged to fast-track strategies aimed at unlocking the immense potential of Kenya's tourism sector.

The CS who took over the reins from predecessor Dr Alfred Mutua earlier in August, said she would lead consultations in revamping the National Tourism Policy to serve emerging trends given the ever-changing tastes of tourists citing that the sector holds significant promise in boosting the country's economic growth. "I am taking over the helm of this critical sector at a time when the focus is firmly on economic transformation and job creation," CS Miano said.

"My priority will be to accelerate the growth of tourism earnings to support the government's development agenda. I will seek broad consensus with key stakeholders in the sector to ensure that the spirit of the Bottom-up Economic Model is upheld in a manner that distributes benefits accruing from tourism and wildlife conservation more evenly throughout Kenya as I consult with sector players on ways of reducing human-wildlife conflicts" she added.

The CS was categorical on the need to enhance product diversification that caters to modern tastes and boosts the country's competitive edge. She affirmed that the



Ministry would work closely with all stakeholders to unlock the sector's immense potential for both domestic and international tourism. She also vowed to work with county governments in developing tourism circuits and creating opportunities for sustainable tourism growth.

Her predecessor Dr Alfred Mutua (now CS for Labour and Social Protection) praised the groundwork laid during his tenure, particularly through initiatives aimed at uncovering Kenya's hidden tourism treasures. He expressed confidence that the new CS will bring a fresh perspective to boost tourism earnings.

Kenya Eyes Diaspora Community To Drive Tourism Growth



The Kenya Tourism Board (KTB) is rallying Kenyans in diaspora to support tourism promotion.

Through a new initiative dubbed “Ziara Kenya One Diaspora One Tourist,” the tourism marketing agency seeks to harness the diaspora’s networks to attract at least one tourist per diaspora member annually.

The campaign was launched at the Kenya House Experience on the sidelines of this year’s Paris Olympics.

It draws inspiration from the significant growth of Kenyans living abroad, estimated to reach four million by the end of 2023, according to the Ministry of Foreign Affairs. This expanding diaspora represents a wealth of untapped potential in catalyzing tourism promotion for Kenya. Furthermore, with diaspora remittances currently standing as the leading source of foreign exchange for the country, amounting to a record Ksh671 billion (US\$4.19 billion) in 2023, the diaspora’s significance as a crucial pillar of the economy is evident.

Kenya is well on its way to pre-pandemic visitor numbers having attracted 1.96 million international tourists in 2023. The KTB has however set its sights on hitting 3 million visitor arrivals by the end of 2023, banking on such initiatives to catalyze the growth.

The diaspora will be empowered through an online e-learning program and certification by KTB that imparts deep destination knowledge, skills, and inspiration to passionately promote Kenya.

To rally the diaspora, KTB will undertake activities like webinars and virtual tours showcasing Kenya’s attractions to the diaspora and their networks. It will also appoint influential diaspora members as campaign ambassadors to promote the initiative globally, as well as participate in key diaspora events to publicize the campaign.

Update on MKTE Registration

REGISTER NOW!

EVENT DATE: 02 - 04 OCTOBER 2024
VENUE: UHURU GARDENS NATIONAL MONUMENT & MUSEUM



The upcoming expo is set to bring together more than 300 exhibitors and 3,000 tourism professionals under one roof.

The event will provide a unique opportunity for industry leaders and stakeholders to establish new collaborations and explore potential opportunities within the region’s thriving tourism sector.



Pictorials: NOC-K Dinner/Team Kenya Reception



Upcoming activities

September 14th, 2024: Federal President's Citizens' Festival (Bürgerfest)

The Bürgerfest 2024 will take place at Bellevue Palace in Berlin, Germany with this year's spotlight on Africa. Kenya, will grace the event as the first non-European international partner.

The festival will, among other things, highlight Kenya's pivotal role in fostering international cooperation and cultural exchange.

September 27th, 2024: World Tourism Day

World Tourism Day is an annual event observed on September 27th each year to promote and raise awareness about the importance of tourism, both culturally and economically, around the world.

September 29th, 2024: Berlin Marathon

The Berlin Marathon is an annual event held on the streets of Berlin, Germany and is part of the World Marathon Majors that features elite Marathoners.

The race that attracts over 45,000 runners annually will serve as a gateway for Kenya to penetrate the German and larger European market by forging an association between Kenyan marathoners and Kenya as a tourism destination.



Pictorials: Kenya House Activation at the Paris Olympics 2024



