

KTB

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KENYA UNVEILS NINE TOURISM CIRCUITS

Nine Tourism Circuits Unveiled to Elevate Kenya's Tourism Experiences

Kenya's tourism offering is set to expand with the unveiling of nine regional circuits, marking a renewed focus on domestic tourism under the Tembea Kenya initiative. The newly unveiled circuits are part of ongoing efforts by the Ministry of Tourism and Wildlife to reimagine tourism experiences by showcasing hidden gems, aimed at boosting both domestic and international travel.

Speaking during the launch event in Kisumu County, Cabinet Secretary for Tourism and Wildlife, Hon. Rebecca Miano, emphasized that these circuits are designed to invigorate Kenya's tourism industry, catering to current demands and emerging trends while aligning with conservation priorities.

She further noted that the Ministry will invest in targeted marketing campaigns to popularize the circuits as part of the broader Tembea Kenya agenda, which remains the flagship program for boosting domestic tourism.

Principal Secretary for Tourism, John Oloitua, reiterated that the circuits will strengthen collaboration between the Ministry and counties to address gaps and ensure the growth of tourism across Kenya.

On her part, Kenya Tourism Board (KTB) CEO June Chepkemei emphasized that the KTB will market the circuits to showcase Kenya's diverse attractions that will play a pivotal role in ensuring tourism opportunities reach every county, driving inclusive growth and solidifying Kenya's status as a must-visit destination.

The nine circuits span all 47 counties and include the Nairobi Circuit, Central Kenya Circuit, Coastal Circuit, Northern Circuit, Western Circuit, Southern Circuit, North Rift Circuit, South Rift Circuit, and Eastern Circuit. Each circuit highlights some of the most iconic attractions within its region, supporting the Ministry's efforts to diversify and enhance the visitor experience.



Kenya Embarks On Campaign To Boost Tree Cover Through Tourist-Led Conservation Efforts



Kenya is embarking on a groundbreaking initiative where each visitor will plant a tree to enhance the country's tree cover and promote sustainable tourism. The "One Tourist, One Tree" campaign aims to engage stakeholders and travelers in tree-planting activities to conserve Kenya's diverse biodiversity.

Tourism Principal Secretary John Oloitua kickstarted the campaign at Kajulu Hills Forest in Kisumu County during the Kenya Tourism Week activities leading up to World Tourism Day on September 27th, 2024.

Oloitua said the campaign centers on the growing need for competitive destinations like Kenya to strike a balance between tourism development and conservation towards a more sustainable future. He spoke of the Ministry's commitment to increasing tree cover to 30% through the planting of at least 15 billion trees by 2032.

Kenya Tourism Board(KTB) CEO June Chepkemei lauded the initiative, adding that it complements efforts to market the tourism product responsibly and sustainably. She called upon the Kajulu Community Forest Association to champion the preservation of the forest endowed with rich biodiversity and indigenous trees.

The initiative will be implemented in collaboration with tourism industry stakeholders towards achieving the national goal.

KTB Eyes Nigeria For More Visitors From Africa

The Kenya Tourism Board (KTB) recently took part in the Akwaaba Travel Market that ran from September 19th- 24th, 2024 in Lagos, Nigeria as part of efforts to grow tourism numbers from the West African country.

KTB CEO June Chepkemei announced that Africa is the next frontier that Kenya is tapping into to increase arrivals. "Even as we continue to invest in our traditional key source markets like Europe and the USA, we see Africa as a low hanging fruit that we must invest in to diversify the market," disclosed the CEO.

The African market currently makes up about 41% of Kenya's total arrivals, according to the latest tourism performance report. The Akwaaba event, known as the largest travel expo in



Western Africa, gathered leaders, investors, government officials, and professionals from over 50 countries.

KTB exhibited alongside Kenya Airways and key partners like The Movenpick hotels, showcasing Kenya as a hub for luxury accommodations and experiences. This participation aimed to attract both African and international audiences, reinforcing Kenya's status as a top regional destination.

In 2023/2024, Kenya welcomed 32,000 arrivals from the Nigerian market. The CEO pointed out that promotional programs in place are expected to spur growth, and KTB's presence at Akwaaba will further highlight the country's diverse natural attractions, wildlife, and cultural heritage.

Kisumu to be Positioned as Alternative Beach and Watersport Destination in the Western Circuit.

Kisumu County is primed to become Kenya's next major beach and watersports destination according to plans outlined by Tourism PS Hon. John Oloitua during the Kenya Tourism Week celebrations hosted in the region.

Oloitua says that the region's lake ecosystem is a resource that could be marketed as an alternative to the Coastal region's beach destinations.

He noted that attractions such as Ndere Island and other surrounding Islands on the lake provide a unique opportunity to tap into the tourism potential in the Western region.

The PS emphasized that such diversification efforts will help spread tourism benefits to more regions and contribute to boosting the country's target of 3 million visitor arrivals by the end of the year.

The Ndere Island is among several islets dotting Lake Victoria that offer scenic vistas and are equipped with cruise vessels for popular sunset group tours and overnight camping expeditions. It is the only island on this freshwater lake that is gazetted as a National Park.

Likewise, Oloitua spoke of plans to co-market the Western Kenya tourism circuit alongside other renowned destinations such as the Maasai Mara through infrastructure development that will enhance accessibility in efforts to spread visitor numbers and spending.

He emphasized on the need to strengthen all tourism circuits in the effort to give travelers more value for their investment.



Kenya Becomes First Non - European Nation To Be Honoured At Germany's Annual Citizen's Festival.

Kenya made history in September as the first African nation to take center stage at Germany's annual Bürgerfest, showcasing the country's vibrant culture and investment opportunities to over 13,000 attendees.

The two-day event that ran from September 13th-14th, served as a milestone in Kenya-Germany relations spanning 60 years. Kenya has built robust cooperation with Germany in various areas of mutual interest including green energy and climate action; digital cooperation; skills development and labour; and on regional and international peace and security.

With over 100 German companies present in Kenya, Germany is a leading foreign investor, with Ksh 150 billion in investments. Nairobi also hosts the largest office globally for the German Agency for International Cooperation (GIZ) and the regional office of Germany's top trade promotion agency, AHK.

The Kenya-Germany bond is also exemplified through cultural exchange initiatives like the Goethe-Institute and Nairobi Film Festival.

At Bürgerfest, Kenya displayed its heritage with artifacts like the Turkana boy remains, emphasizing its significance as the home of human origin.

Germany is a key tourism market for Kenya, having recorded 23.2% growth with 81,359 tourists visiting the country in the last financial year, compared to 66,064 in the previous year.

The Kenya Tourism Board (KTB) aims to build on this through participating at various travel promotion events such as the ITB Berlin which attracts global audiences.

Influencer Partnerships Shed New Light on Kenya's Tourism Potential



Kenya's tourism sector is strategically leveraging influencer partnerships to showcase its diverse tourism experiences in key markets.

The Kenya Tourism Board (KTB) recently hosted UK influencers, including travel vlogger Sandy Makes Sense, Irish rugby sevens player and influencer Harry McNulty,

and photographer Eleonora Zontini, as part of its influencer marketing campaign.

KTB CEO June Chepkemei said that the initiative, which initially targeted personalities from the East African Community (EAC) region, has been a remarkable initiative going by the interest it has generated.

She added that it was timely to spread the net wider to other markets including the UK which remains among the top source markets for Kenya, having attracted 156,701 arrivals in 2023 compared to 131,526 in the previous year, marking a 19% increase.

Ms Chepkemei noted that the choice of the content creators, with their creative skills and storytelling capabilities, will be instrumental in showcasing the myriad tourism products and experiences that Kenya has to offer.

The familiarization trips first kicked off in June this year where KTB partnered with renowned social media influencers and key media outlets from EAC member countries - which are key source markets for Kenya - with an aim to elevate destination visibility, ignite travel interests, and unearth new growth prospects.



MAGICAL KENYA TRAVEL EXPO

EVENT DATE

02 - 04 OCTOBER 2024

VENUE:

UHURU GARDENS NATIONAL
MONUMENT & MUSEUM

The annual Magical Kenya Travel Expo (MKTE) returns this month, bigger and better than ever before. This premier B2B event is the ideal platform for showcasing Kenya's vibrant tourism offerings to global buyers.

The 14th edition of the event promises valuable networking and partnership opportunities for local tourism stakeholders.

Over 5,000 delegates and 160 hosted buyers are expected, including representatives from over 100 buyers' clubs worldwide.

For exhibitors, MKTE offers an unparalleled opportunity to generate new business leads and partnerships through pre-scheduled appointments with high-value hosted buyers. The focused format allows for productive one-on-one interactions to discuss tailored offerings and negotiate deals. Delegates can also expand their industry knowledge through seminars, workshops, and presentations on the latest tourism trends, products, and best practices.

This year's MKTE is back as a standalone expo after a successful joint expo last year with the East African Regional Tourism Expo (EARTE), which offered the EAC member states an opportunity to network and explore new tourism business opportunities.

PICTORIALS: THE 45TH UN WORLD TOURISM DAY CELEBRATIONS/KENYA TOURISM WEEK

Kenya joined the rest of the globe in celebrating the 45th annual World Tourism Day on September 27th, focusing on the theme of "Tourism and Peace."

The national event in Kisumu County emphasized the importance of promoting peace, social cohesion, and sustainable development through tourism.

The Tourism Week preceded the grand celebrations with a series of engaging activities that brought together various government agencies and tourism stakeholders in a united quest to support this year's theme.

The week was marked by exhibitions, boat races, culinary festivals, and tourism investment conferences, further establishing Kisumu as one of Kenya's emerging tourism powerhouses.

A number of initiatives also formed the focal points of the week-long festivities including the launch of the "One Tourist, One Tree" campaign which aims to position Kenya's environmental sustainability efforts.

Additionally, the Ministry of Tourism and Wildlife unveiled nine regional circuits, renewing the focus on domestic tourism under the Tembea Kenya campaign.



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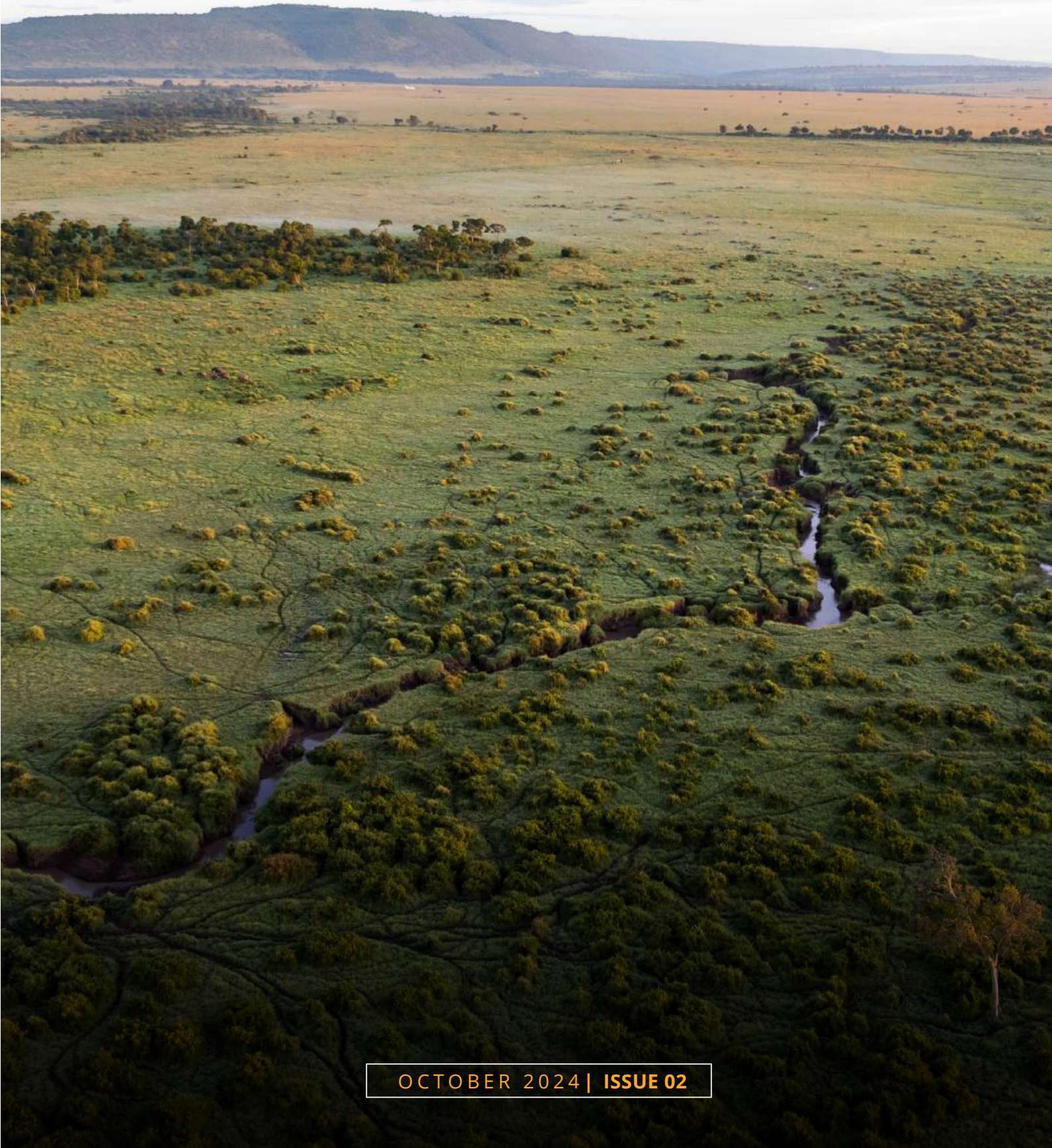
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