

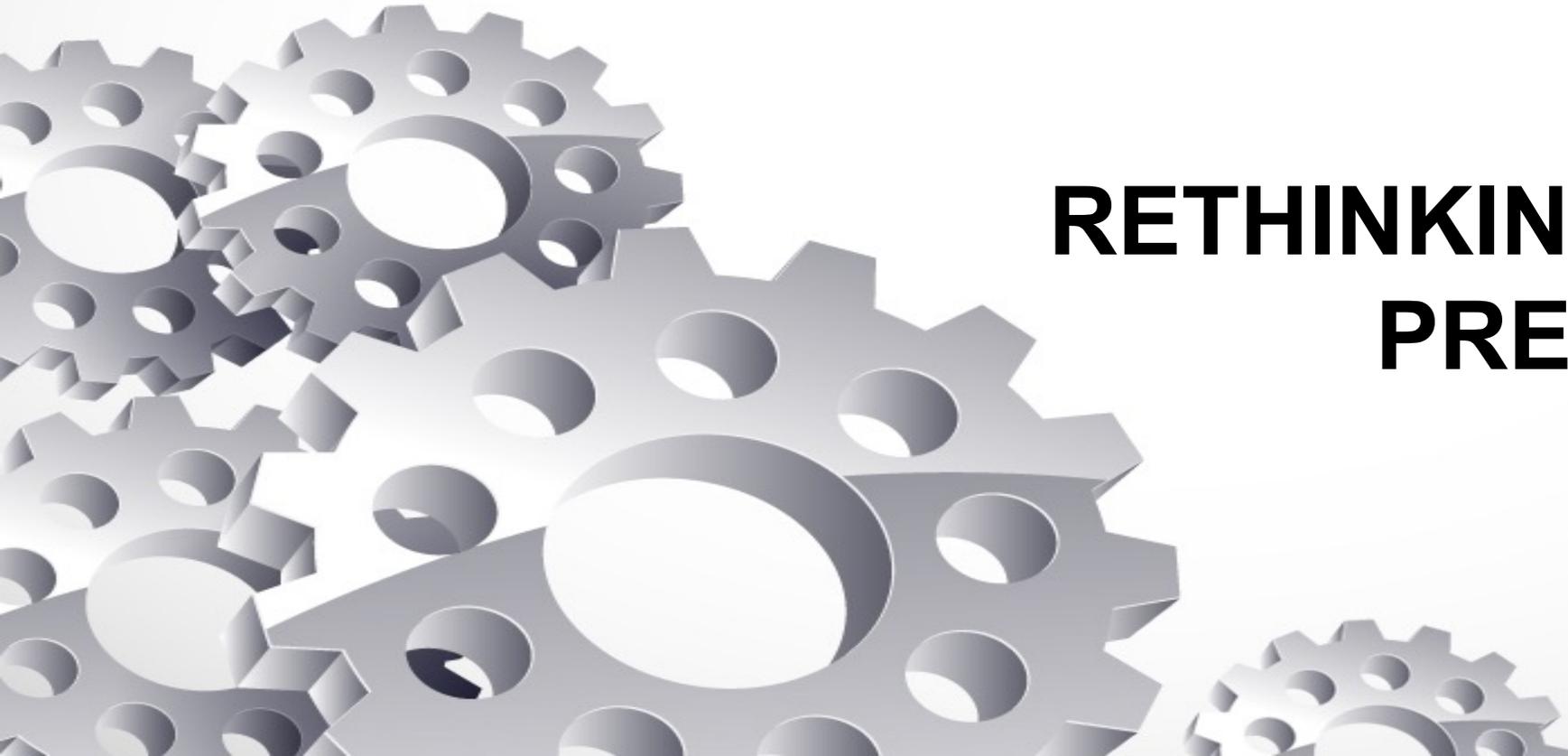
# KENYA



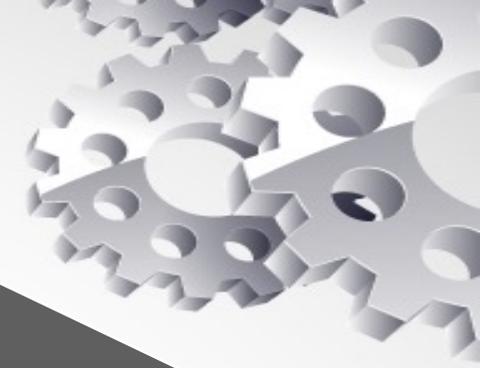


**MINISTRY OF TOURISM, WILDLIFE AND  
HERITAGE.  
STATE DEPARTMENT OF TOURISM.**

**RETHINKING TOURISM  
PRESENTATION**



# Introduction to Kenya's Tourism Product



Mainly centered on beach destinations and African Safari.

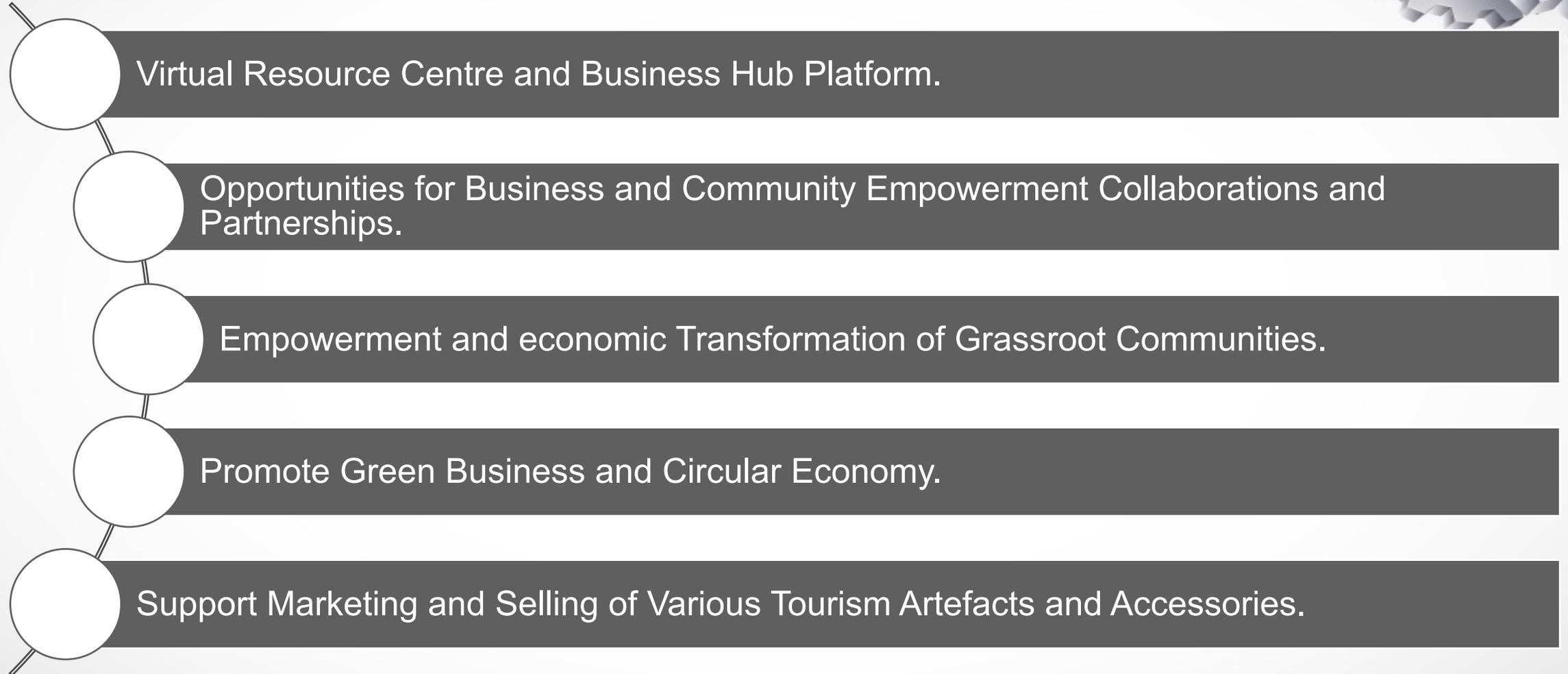
Kenya is endowed with a long coastline and a variety of wildlife species.

Tourism revenue is overdependent on nature-based resources.

Kenya has favourable climate all year round as it is located at the equatorial center of the earth.

After the Covid pandemic hit across the globe, Kenya's Tourism was hit greatly and therefore a joint operation from all stakeholders came in play to salvage the situation.

# Creating & Promoting Digital Tourism Economic Opportunities for Youth and Women in the Counties.



# Kenya's Repositioned Experiences



Beach and  
Marine  
Nature and  
branding  
Green  
(Coastal  
Economy  
Beaches and  
(Rainforests,  
Islands)  
savannah,  
Scenic  
Moore land,  
Beauty (Rift  
Valley  
Wind/Geo  
Energy and  
Escarpments  
Wetlands)  
and Bird  
Wildlife (Big 5  
Watching)  
in Parks and  
Reserves)

Cultural  
Tourism (MAA  
(Maasai), Turk  
City and  
ana and  
/Domestic  
Jems)  
Tourism  
(Nairobi  
Business  
Mombasa  
Tourism (Conv  
and Kisumu)  
ention towers  
and  
Adventure  
Amphitheater  
(Mountaineeri  
ng, Rock  
climbing and

# Initiatives and Campaigns

Tembo (Elephant) Naming Festival - To save the elephant population, one of the big 5 (five) to promote domestic tourism.

Magical Kenya Campaign- Marketing diversification through images on Kenya Airways planes and other social media platforms.

Ecotourism Management- to promote the MAA (Maasai) culture and other popular culture in the entire tourism circuits.

Bilateral collaborations in Marketing and promotion in the new and emerging source markets.

Diversification of Tourism Niche Products. (MICE, Adventure, Culture ,sports)



# Tourism Best Practices Post Covid-19

value chain-  
(Direct  
flights,  
Express

Free Visas,  
Usage of IDs  
in the EAC  
and

cultural  
Sports  
Tourism,

Promoting  
Domestic  
Tourism

Encouraging  
Young and  
independent  
Travelers

Engagement  
in marketing  
Campaigns

Development  
of  
Sustainable  
Tourism.



**THE END**

**THANK YOU!**

