Cabinet Secretary Launches Key Tourism Events

Two major events to be hosted by KTB this year have received a boost with the recent launch by the East African Affairs, Commerce and Tourism Cabinet Secretary, Mrs. Phyllis Kandie.

The Cabinet Secretary on 24th June launched the World Travel Awards (WTA) and Magical Kenya Travel Expo (MKTE) rolling publicity campaigns aimed at raising awareness of the two events. WTA popularly referred to as the Oscars in travel industry will be held on 16th October, 2013, while MKTE will be running from 18th to 20th October 2013. These events come at a time when Kenya is celebrating 50 years since independence explaining the theme of the 3rd edition of MKTE Celebrating 50 years of Magic’. The Cabinet Secretary took the opportunity to reassess the stakeholders in the tourism industry that she was keen on implementing the Tourism Act with a promise to eliminate rogue operators through stringent regulatory measures. She assured the industry of addressing funding for destination marketing through setting up a special fund to enhance profiling the destination. She singled out partnerships and negotiations with key airlines through routes as key areas that will help propel growth of arrivals in the year.

She also promised working closely with her counterpart in charge of the security docket to ensure that the image of the destination remains positive through enhanced security. While applauding the recent partnership between KTB and the national carrier Kenya Airways, Mrs Kandie commended KTB for successful negotiation to host the World Travel Awards to be held on the 16th of October, 2013. She further applauded the hosting of the 3rd edition of the Magical Kenya Travel Expo which avails a great business to business opportunity for the travel trade in Kenya and other source markets. She noted that the WTA awards, open to all the tourism and hospitality industry players, provide an opportunity for industry players to be acknowledged, rewarded and celebrated for their achievements in respective and unique contributions to the hospitality and travel sector.

70 different companies have been nominated for the final awards.

Besides the private sector, Kenya Tourism Board (KTB) has also been nominated the leading Tourism Board in Africa and is hoped to retain the title attained in 2012. Hosting these awards is an endorsement and recognition of Kenya’s reputation, great tourism products and the warm hospitality of its people. The Cabinet Secretary reiterated that tourism remains one of the key economic pillars that the government has put a lot of focus on and is therefore expected to increase its vibrancy and contribution to the country’s GDP. While giving a vote of thanks on behalf of the industry players, Ms. Agatha Juma, Kenya Tourism Federation (KTF) CEO thanked the Cabinet Secretary for her keen interest in working very closely with industry players in a participative and collaborative approach.

From the Managing Director’s desk

As the peak season nears in the coming month, we are alive to the fact that the industry will soon be reaping the fruits of the investments made in the last few months through participation in an upcoming exhibition and trade show among other marketing efforts.

The wildebeests are already beginning to assemble for the spectacle that is referred to as the new 8th Wonder of the World and indeed is one of the greatest wildlife spectacles.

We call upon the travel trade to position itself ready to reap from the good tidings ahead even as we enter into the registration period of the Magical Kenya Travel Expo (MKTE) and prepare to host the rest of Africa at the World Travel Awards (WTA).

The recent re-assurance from the Cabinet Secretary for East Africa Affairs, Commerce and Tourism, Mrs. Phyllis Kandie on support through funding, collaboration with other government agencies and more importantly the regulation of the tourism industry is a shot in the arm for the industry and we expect a boom in the coming season. We invite you to see what KTB has been doing in the last few weeks.

Karibu
KTB hosts International media to boost destination profile.

The pre-election period was a difficult time for destination Kenya owing to the negative perception of potential visitors into the country. From the source markets, travel trade journalists were also reluctant to travel into the country to highlight the strength of Kenya’s tourism products at the time.

However, since April, 2013, KTB has been able to organize and execute about 10 international media familiarization trips into the destination and lots of coverage achieved in various source markets. In April, KTB hosted journalists from Italy, UK and South Africa. May saw KTB host 19 photographers from India, as well as journalists from Scandinavia, US and Canada. Press from Germany, Czech and Poland and Russia have graced the destination in June.

A notable observation is the growing interest that Kenya is picking as a golfing destination. KTB has made these trips a success through positive responses in extending free of charge services like accommodation, dinner and ground transfer. A special mention to the Kenya Golf Marketing Union that continues to support KTB in marketing Kenya as a golfing destination.

An update on the 3rd edition of the Magical Kenya Travel Expo (MKTE) 2013

The Magical Kenya Travel Expo (MKTE) is an annual tourism fair organized by the Kenya Tourism Board (KTB) that brings together travel agents, tour operators, hoteliers and trade media from Kenya’s key tourism source markets (Americas, Asia, Africa, Europe and the Middle East). KTB will be holding the 3rd edition of the Travel Expo from 18th to 20th October 2013 at Kenyatta International Convention Centre (KICC) – Tsavo Ballroom.

MKTE, a fast growing exhibition in the tourism industry has become an important and influential platform for tourism networking and business transactions. The interest the stakeholders have developed over time towards the expo is evident with the increasing number of exhibitors and visitors each year. The exhibition is aimed at showcasing Kenya as a world class tourism destination to top-notch international trade and a key pillar of the Board’s marketing strategies aimed at increasing the tourist arrivals and tourism revenue in line with Vision 2030.

The MKTE is envisaged to progressively develop to a must-attend world tourism exhibition for the promotion of innovative tourism products from Africa while providing a cost-effective promotional platform aimed at generating new business for local industry tourism partners. It continues to position Kenya as an up-market, high-value destination offering unparalleled diversity of tourism experiences.

Over 100 local exhibitors are expected to register for the expo up from 80 exhibitors recorded last year. The exhibitors will include: tour operators, travel agencies, hotels and hotel chains, resorts and lodges, airlines, car-hire companies, conferencing venues, parastatals within the Ministry and other stakeholders in the travel industry including regional tourism boards. Approximately 150 hosted buyers from over 25 countries representing Kenya’s key source markets in Europe, Asia, Americas, Africa and the Middle East have been invited to participate at the expo. The hosted buyers will be pre-qualified decision-makers and influencers from the travel trade in these markets. Corporate clients from multi-national, national and regional companies will also participate at the expo.

The exhibition is aimed at generating new business for companies as well as enhancing networking through the interaction with international trade locally. It calls on the industry a cost-effective platform for local trade to engage in fora/seminars on the latest information in relation to market travel trends, tourism sustainability, product development and marketing strategy. There are various benefits to consumers who attend, ranging from a wide variety of holiday packages on offer, an opportunity to network with Kenya’s tourism stakeholders while sampling quality, competitive and diverse tourism products on offer.

KTB encourages all stakeholders to register for the Magical Kenya Travel Expo by visiting www.magicalkenyatravelexpo.com to download the registration form, then scan the duly completed form and email it to mkte@ktb.go.ke

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* Note: Corner stand (two sides open) attracts extra 10% on either of the costs

Registration Deadline: 31st July, 2013
Contact: mkte@ktb.go.ke
From the Markets

UK Market

KTB leads industry on a road show

As part of raising the destination awareness, the UK Market together with 14 industry partners participated in a road show that took them to three cities between the 3rd and 6th of June, 2013. The road show saw the team meet a total of 193 travel agents in Edinburgh, Dublin and London. Pre-event promotion included print adverts, online banners, a road show landing registration page, electronic invites and press releases to trade press. The road shows provided KTB partners with an opportunity to train the travel trade agents on Kenya as a destination as well as on individual products of interest, answering various questions on individual products in each of the cities. In the UK, Kenya’s maturest source market, the target was product managers who attended a product knowledge workshop. From the participants’ feedback, the event was a great success. Tom Kiernan, the Operations Director, Ask Susan Travel had this to say, “Thank you to all the team who provided us with a wonderful night, and plenty of insight into Kenya”.

German Market

KTB enhances integrated marketing approaches to woo more tourists

The German cluster facilitated a bloggers FAM trip which saw KTB host two influential French bloggers from France. The FAM trip covering Nairobi, Naivasha, Nakuru, Nanyuki and Mombasa areas saw the two post a total of 108 pictures of the destination on their social networks namely Instagram, Twitter and Facebook, including their respective blogs.

The campaign also includes a YouTube sponsored video and a Facebook campaign. The campaign was well received in the market and some consumers sent confirmations via the blogspots confirming that Kenya was indeed their next holiday destination. As part of profiling Kenya as a golfing destination, KTB hosted six golf tour operators from the German market to a FAM trip. The group visited golf courses in Nairobi, Mount Kenya and Mombasa regions.

KTB also marketed Kenya in the Moscow International Travel and Tourism Fair (MITT) 2013 in March with 6 industry partners namely: Kenya Wildlife Trails, African Quest Safaris, Glory Tours & Safaris, Silverbird Travel Plus, Classic Safaris and Royal Reserve Safari & Beach Club. Participation at the show was aimed at increasing brand awareness and position Kenya as the preferred holiday destination with a wide network of Russian & CIS tourism professionals. The opportunity was also aimed at positioning Kenya as an affordable, diverse and high value destination with premium safari, rich cultural heritage and beach holidays while reinforcing strategic partnership with key tour operators in the market aimed at increasing their product range and sales.

In addition, a photo contest run online in the same market was aimed at promoting Kenya as a unique, multi-faceted and premium destination as well as to stimulate demand for holiday bookings. The campaign featured a photo contest based online and vastly promoted through National Geographic Traveller and online media outlets, including social media (Facebook and Twitter).

In total, KTB received over 181 entries from consumers in the market. The winner who shared the best photo was presented with a prize holiday to Kenya for 2 pax. The campaign partners included Samsung Russia, Turkish Airlines, A La Carte Travel Club and National Geographic Traveller Russia.

US Market

Magical Kenya’s debut road show to Brazil

In a bid to tap the Brazilian market, the Magical Kenya Brazil Roadshow took place from 25th to 28th June 2013. The objective of the road show was to venture into Brazil and create awareness and visibility in the market. The Kenya trade accompanying KTB comprised of Managing Directors of Silver Bird Plus Ltd, DK Grand Safaris & Tours and Prima Vera Tours with South African Airways participating through their representative in Latin America.

The road show was held in two cities, Sao Paulo and Porto Alegre. In Sao Paulo the show was hosted at the Zoo Safari on the first day and in attendance were over 100 travel agents. During the road show, the KTB team led by the Ag. Director of Marketing, Jacinta Nzioka and the Kenya Embassy in Brazil Ambassador – H.E Kirimi Kaberia addressed a press briefing to position Kenya as unique, exotic and luxurious. Caesar Business Hotel was the venue for the second day session which availed the Kenya travel trade industry and Brazilian tour operators an opportunity for a B2B interactive opportunity. In Porto Alegre, the meeting was held at Sheraton Hotel where KTB and travel trade companies from Kenya met with over 40 tour operators from Brazil. This debut road show was a success and the trade in Brazil was excited to learn more about Kenya. KTB is keen on tapping the BRIC (Brazil, Russia, India and China) market as economies that have proved to be promising emerging markets in tourism.
Emerging Markets

The Kenya Tourism Board participated in the 5th edition of the Tokyo International Conference on African Development held in Japan between 29th May – 2nd June, 2013. The Kenyan delegation was headed by the Deputy President, Hon. William Ruto. Various other government agencies were involved in the event that saw Kenya raise her profile in the international trade scene by showcasing Kenya’s unique offering in investment and trade opportunities. Key Kenyan products like Coffee, tea and flowers were on display to attract investors and businessmen.

The forum is specially organized for the all African countries to engage with Japan with the objective of increasing business between Africa and Japan. KTB leveraged on the opportunity through showcasing the destinations varied tourism attractions by sharing destination copies of tourist maps, destination DVD and responding to questions on Kenya’s tourism products as well as tourism investment opportunities. The conference also served as a benchmarking opportunity with other African countries.

Africa Region

Kenya taps into Morocco Market

The Magical Kenya Workshop hosted for Airlines and the tourism sector in Morocco was held in Casablanca, Morocco on 10th June, 2013. The objective was to work on a product for the consumers in Morocco and interest them to savor the tourism product in Kenya. This was followed by high level meetings aimed at enhancing business contacts and promoting Magical Kenya as a preferred destination. The Kenyan travel trade had an open invitation to the event that saw representation from key bodies namely the Kenya Tourism Federation (KTF), Kenya Association of Hotel Keepers and Caterers (KAHC) and Kenya Association of Tour Operators (KATO).

This follows government to government meetings held in the last two years that were envisaged to create a close working relationship between Kenya and Morocco through the tourism bodies i.e. National Federation of Tourism of Morocco and KTF. These two signed a protocol to work together. The next level is actualizing traffic from Morocco to sample the Kenyan tourism product.

We’re out there. What about you?

facebook.com/kenyatourism · @MagicalKenya.com · www.magicalkenya.com · communications@ktb.go.ke

Domestic Market

The campaigns encouraging Kenyans to travel across the country are still ongoing on mainstream print press. Kenyans are encouraged to take advantage of the rebated rates that hotels have extended as we come to the close of the low season. The campaign, subsidized by KTB will run until the end of July, 2013.