



Kenya Tourism Federation

NEWSLETTER

ISSUE 5, 21/07/2010

WORLD TRAVEL AWARDS 2010 - AFRICA AND INDIAN OCEAN GALA NIGHT— 7th JULY 2010

World Travel Awards 2010 Africa and Indian Ocean gala night was celebrated at the Sandton Convention Centre, Johannesburg, on Wednesday 7th July. Among the 1,200 senior industry leaders who attended the ceremony included the Hon Tokozile Xasa, South Africa's Deputy Minister of tourism; Hon commissioner, Lagos State delegation, Senator Tokunbo Afikuyomi; and Mr. Kenneth Racombo, first secretary at the Seychelles High Commission, among others.

Various categories - Travel companies, Hotels, Destinations and Organizations were awarded on a night that saw South Africa take many of the region's overall categories. South African Airways was voted Africa's Leading Airline, while the budget carrier from Johannesburg, 1Time Airline, which operates to airports within South Africa and Zanzibar, took both Africa's Leading Low-Cost Airline and Africa's Leading Online Tour Operator awards.

The Hilton Durban took Africa's Leading Business Hotel; elegant The Palazzo Montecasino, Johannesburg, won Africa's

The award for Africa's Leading Beach Resort went to Kenya's luxury getaway resort of Diani Reef Beach & Spa in Mombasa, a feat that is great news for Kenya's tourism industry as it is a pointer to our industry being regionally competitive as well as having great potential to grow.

Sharm El Sheikh in Egypt won Africa's Leading Beach Destination, and the Sheraton Miramar Resort El Gouna Haghada in Egypt took Africa's Leading Beach Hotel. Morocco's Palmeraie Golf Palace was voted Africa's Leading Golf Resort.

The big winners in the local category were: The Great Rift Valley Lodge and Golf Resort voted Kenya's leading golf resort; The Sarova Stanley, voted Kenya's leading hotel; Little Governors camp winner of Kenya's leading safari lodge; and Carlson Wagonlit Travel, voted Kenya's leading travel Management Company.

The winners were selected from votes cast by thousands of industry professionals worldwide who voted online.

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Leading Casino Resort; and Cape Town took Africa's Leading Destination.

Sun City Resort, South Africa, won Africa's Leading Family Resort; Starwood Hotels & Resorts took Africa's Leading Hotel Group; Arabella Western Cape Hotel & Spa at Hermanus, South Africa, took Africa's Leading Luxury Hotel; and The Westin Grand Cape Town Arabella Quays, South Africa, won Africa's Leading Meetings & Conference Hotel. Sandton Sun in Johannesburg was voted Africa's Leading Convention Hotel.

To read more about Africa and Indian Ocean Gala Night, go to www.worldtravelawards.com/event45

HIGH:



Diani Reef Beach Resort and Spa, Mombasa.

SPORTS TOURISM

South Africa scenario:

The world's biggest single-code sporting event in terms of television audience, bigger than the Olympic Games - the FIFA World Cup - 2010 edition was hosted for the first time on the continent of Africa by South Africa. The tournament attracted thousands of football loving fans to the country. This was an exceptional chance for thousands from around the world to be introduced first hand to South Africa's tourist attractions. Guests inevitably experienced the country's hospitality product, entertainment scene, for example, nightlife; and, riding on the immense opportunity proffered by the tournament, South Africa's tourism lured guests to sample the diverse tourism offer of the country. Thereby, thousands who visited the country for the FIFA World Cup 2010 left with a lasting impression of the country's attractions and will conse-



The World Travel Awards 2010 marks the 17th edition of the annual global travel and tourism awards ceremony. It will be marked with a grand tour of 6 regions of the world, culminating in the Grand Final Gala ceremony at the Grosvenor House, a JW

Mariott Hotel in Mayfair, London on 7th November 2010. The awards, which acknowledge and recognize excellence in all sectors in the global travel and tourism industry, are widely acclaimed by both industry players and consumers as encouraging consistent excellence in customer ser-

quently venture back to the country for leisure and business. This illustrates the exceptional potential that lies within sports tourism.

Kenya scenario:

Africa Senior Athletics championships - the continent's most prestigious athletics event - 2010 edition will be hosted for the first time in Kenya, at the Nyayo National Stadium Nairobi from 28th July to 1st August. The regional competition provides a great opportunity for Kenya to treat the guests - athletes and officials from the continent, and international arrivals and media to our exceptional Kenyan hospitality; and a great opportunity for the tourism industry to entice guests to venture out and sample some of Kenya's world famed tourist attractions.

The success of this event will cause the world to take notice of our country and provide a great opportunity to market Kenya's tourism product. *'The spotlight shines on the host Nation'*

The Africa Senior Athletics championships is a headlines making tournament and analyses will be aired across the world by international media about the tournament. The success of this event will cause the world to take notice of our country and provide a great opportunity to

market Kenya's diverse tourism product and potential as a Sports Tourism Destination, as well as leave a lasting impression on visitors to the tournament about Kenya's extraordinary and diverse tourism product, to ensure that they later come back.

Kenya: Golf Tourism

Many may be surprised to learn that Kenya is internationally regarded a great golf holiday destination, with 41 golf courses - a number second only to South Africa in the continent, and tropical climate that is all year long idyllic for the

'Golf tourism will be part of the Kenya Tourism Board tourism diversification product; with a specific golf tourism market strategy' Tourism Minister Najib Balala told the IAGTO officials.

vice; and influence consumers' choice when they shop for travel products.

Overall winners in the regional categories face off in the Grand Final World category for the prestigious awards, in over 1000 categories. The award categories include awards for Tour companies, Travel agencies, Hotels, Resorts, Airlines, Business travel products, Tourism Organizations among others. Votes are cast by 183,000 industry professionals in over 160 countries across the globe.

Reputed among industry players as 'the very highest achievement that a travel product could ever hope to receive', and extensive acknowledgement by the public as promoting excellence in customer service, World Travel Awards winners obtain the profile and exposure that can carry their businesses to the highest possible success. Kenya's **Diani Reef Beach & Spa, Mombasa**, will face other regional winners for the coveted 'Leading Beach Resort' in the world title.

The Grand Final Gala night will take place on the eve of the World Travel Market. The World Travel Market is held annually in London and provides excellent opportunity for tourism businesses and Organizations to exhibit and promote their products as well as network with leading industry professionals and obtain new business deals and opportunities.

To read more about World Travel Awards, go to www.worldtravelawards.com

outdoor game.

Kenya won the "Undiscovered Golf Destination Award" 2009 at the debut International Golf Travel Market (ITGM) in Spain. This award highlights the potential for golf tourism in the country.

A team of International Association of Golf Tour Operators (IAGTO) officials, led by Chief Executive Peter Walton, were recently in the country to inspect golf facilities. They endorsed the country's golf facilities saying they 'meet international standards'; but are not well known globally.

Lack of adequate funds for destination marketing is blamed for the

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absence of Kenya golf in international media.

The organization said it will help the Kenya Golf Marketing Alliance develop a golf marketing strategy to

enable the country up its share of golf tourism earnings. This will include organizing the IAGTO Golf Festival in Kenya in 2011 and familiarization trip of international golfers to Kenya.

Golf Tourism has the potential to add substantial amounts of revenue to Kenya's tourism receipts. Globally, golf tourism generates some \$26 billion. Golf attracts the wealthy, who spend more than general leisure tourists. Mr. Balala said the government will support the initiatives to promote golf and will take part in the next International Golf Travel Market (ITGM).

The team of IAGTO officials, Mr. Peter Walton and Carlton Carugatti, visited various courses in the country - **winner World Travel Awards, Kenya's leading golf resort, The Great Rift Valley Lodge and Golf Resort**, the new Vipingo Ridge in North Coast, Mombasa; Karen; Royal; Muthaiga; Golf Park; Windsor; Sigona; Limuru; Leisure Lodge; Nyali and the proposed Aberdare Hills in Gilgil.



The Great Rift Valley Lodge and Golf Resort.

KENYA TRAVEL GUIDE & MANUAL

Kenya Tourism Federation in partnership with Kenya Wildlife Service and Kenya Tourism Board present the **new edition of the Kenya Travel Guide & Manual**. The Magazine show cases Kenya's tourism attractions and is an essential travelers' handbook.

The Kenya Travel Guide & Manual has been published by Land & Marine publications Limited (UK), who also published the former edition. Unlike the previous edition, the current Travel Guide presents a more diversified outlook on Kenya's tourism offer; from Sports, Conferencing facilities, water sports, deep sea diving, bird watching, rock & mountain climbing, picturesque landscapes, the Great Rift Valley, the entertainment scene, to the traditional beach and game tourism products.

Colorful presentation and easy reading are some of the key features of this Magazine which undoubtedly captures the diversity and beauty that is Kenya's tourism attractions.

Enjoy this informative Magazine and discover something new that you did not yet know about Kenya, home of many world renowned travel attractions.

The Magazine will shortly be distributed for free to travelers, at airports and through tour operators. You can also read the Magazine online at http://issuu.com/landmarine/docs/kenya_travel_guide_2010?mode=embed&layout=http%3A//skin.issuu.com/v/light/layout.xml&showFlipBtn=true

'THE 7th WONDER OF THE WORLD' ON GOING IN THE MASAI MARA NATIONAL RESERVE -as the proposed Mwanza - Arusha Road Through Serengeti National Reserve Remains a Dire threat

Every year, between the months of July till October, over a million Wildebeest and Zebra migrate through the vast Masai Mara wilderness, across the Mara River; a part of the journey that poses great danger as the wildebeest and zebra risk being captured by the crocodiles that lie in wait in the river. They cross the river in a large spectacular mass and will then move on to the Serengeti National park in Tanzania, in search of the green pastures following the rains in the Serengeti.

The great mass will again pour into the Masai Mara, Kenya, in late June to July, in time for the new green pasture that has grown there. The Masai Mara is home to about 150, 000 resident wildebeest.

The migration of the Wildebeest and Zebra in the Masai Mara National Reserve to the Serengeti National Reserve in Tanzania is a world renown spectacle of nature, and has been aptly dubbed by many 'the 7th wonder of the world.'

Conservation efforts have made it possible to conserve the wildlife population in both reserves and to keep open limitless grazing land and migration routes for the animals . But the changes posed by human development are a real threat to the balance of nature, *will disturb the ecosystem and potentially bring to an end one of the few remaining, spectacular visions of nature in today's world.*

Follow- www.kenyatourism.or.ke/documents/KENYAN_TOURISM_PRIVATE_SECTOR_STATEMENT_ON_PROPOSED_MWANZA_ARUSHA_ROAD.pdf to read the Kenya Tourism Federation statement on the proposed development at our website .

TOURISM PROSPECTS FOR KENYA IN 2010 AT A HIGH:

Statistics on the country's tourism provided by the Kenya Tourism Board indicate tourism performance in the first half of this year is an all time high; with the first half of 2010 results exceeding the results for a similar period in 2007 which held the record for peak performance for the tourism industry.

Arrivals	Jan – June 2010	Jan –June 2009	% Change
Total International Arrivals	483,468	413,699	+ 16.9%
Moi Internal Airport Arrivals	100,698	75,555	+33.2%.
Jomo Kenyatta International Airport Arrivals	382,262	326,335	+17%
Holiday Arrivals	293,227	219,159	+ 33.8%

Comparison of Total International Arrivals for the first half of the year: 2007 and 2010:

Jan –June 2010	Jan –June 2007	% Change
483,468	447,680	+ 8%

If all factors remain constant, says Kenya Tourist Board, 'this growth trend is bound to remain the same or increase until the close of the year.'

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Questions or Comments? E-mail us at comms@ktf.co.ke; admin@ktf.co.ke; or call 020 600 1343.

