



# Kenya Tourism Federation

## NEWSLETTER

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### PLANNED ARUSHA TO MUSOMA HIGHWAY THROUGH THE SERENGETI NATIONAL PARK:

Conservationists from the international arena have been lobbying the Tanzanian government to shelve plans to build a planned highway that will connect Arusha and Musoma, through the Northern part of the Serengeti National park. The planned development poses a dire threat to the Serengeti ecosystem and the ‘7th wonder of the world’ - the spectacular annual migration of wildebeest between the Masai Mara in Kenya and the Serengeti in Tanzania, one of the few remaining spectacles of nature.

President Jakaya Kikwete of Tanzania announced in July that his country will go ahead with the planned highway; the best his government could do is leave the 50km stretch of the road crossing through the wildebeest migration route in the Serengeti untarmacked. But this seems a self defeating alternative considering this is a highway - it will likely be a significantly busy road thereby posing a great threat to the free movement of the animals.

Experts say ‘the highway will pose a threat to the integrity of the Serengeti as the number 1 natural wonder of the world, upon which Tanzania’s tourism depends.’

The Serengeti annually generates millions of dollars in revenue to Tanzania.

The ecosystem in adjacent Masai Mara in Kenya, the icon of Kenya’s wildlife tourism, will be adversely affected if the planned highway is constructed.

Kenya Tourism Federation, speaking for the private sector in tourism in Kenya, put out a statement on the proposed development, quote ‘...while we fully appreciate the need for the united republic of Tanzania to develop its infrastructure for the benefit of its economy and its people, we’re of the considered opinion that the same development objectives can be achieved without the negative environmental aspects of the current route on the Serengeti ecosystem.’

### PEACEFUL REFERENDUM COMPLEMENTS GROWTH PROJECTIONS FOR THE TOURISM INDUSTRY:

Confidence in Kenya as a tourism destination has gained a major boost following the peaceful referendum held on August 4th. The vote coincided with the tourism high season, and industry players are happy arrivals will not be hampered by visitors concern for security. Projections before the referendum indicated that arrivals were expected to continue at an all time high should there be no political unrest following the referendum.

The voting and announcement of the results was peaceful and has been lauded at home and by international observers as having been free and fair, and ‘met international standards’. This showcased the country’s valuable steps towards democracy; and a major boost to the security sensitive tourism industry.

The Kenya Tourism Federation Safety and Security Center partnered with private sector industry players and put at strategic points in the tourism circuits a network of field observers to collect security intelligence, which the Safety and Security Center relayed to all industry players, to prevent any tourists being affected if there had been any chaos. No incident was reported; and the field team was recalled after three days of a successful operation that encountered a markedly peaceful environment.

Statistics from the Kenya Tourist Board indicate that international arrivals are currently at an all time high.

### AFRICA ATHLETICS CHAMPIONSHIPS - Nyayo Stadium, Nairobi 28th July–1st August 2010

Kenya struck double success as the country hosted the 17th edition of the Africa Senior Athletics Championships at the Nyayo National Stadium Nairobi, from 28th July to Sunday 1st August. Kenya edged to second place the 2008 champions Nigeria, with a haul of 10 Gold, 7 Silver and 8 Bronze; Nigeria took second place with a medal tally of 8 Gold, 5 Silver and 5 Bronze while South Africa took third place with 6 Gold, 7 Silver and 6 Bronze.

The organizers of the event Athletics Kenya and the Ministry of Youth Affairs and Sports can celebrate success after putting together an impressively organized tournament. There was a full media station at the venue, making access to the latest news on the tournament prompt and accurate.

Kenya’s impressive medal tally was boosted by wins in unexpected events, including a Gold in the men’s 4x4 relay, delegating to second place Nigeria which has previously dominated in the fast races; a Silver in the women’s 4x4 event after the crowd’s favorite and Olympic and World 800m silver medalist Janeth Jepkosgei, who was second last to begin the last lap of relay came from behind to anchor the team to second place and a Silver medal.

Kenya’s performance at the event was a reflection of the impressive exploits of Kenyan athletes at various events on the world stage this year. Kenya finished in 1st place at the World Junior Athletics Championships held in Canada on the 19 -25<sup>th</sup> July this year.

Kenya’s arch rivals in the long distance races, Ethiopia managed only 1 Gold at the Africa Senior Athletics Championships.

Meanwhile, Kenya’s Milcah Chemos became the first athlete to secure a Diamond League Prize after winning for the 4th time in 5 races the Women’s 3,000m steeplechase at the London meet of Diamond League.

### EXPLORING THE POTENTIAL OF DOMESTIC TOURISM

Statistics indicate that Kenya’s tourism industry is currently largely hinged on international tourists arrivals; which account for 70% of the country’s total tourism while domestic tourism accounts for the remaining 30%.

As part of its 2008-2012 Strategic plan, the Ministry of tourism is this year investing more in domestic tourism. Tourism minister Hon. Najib Balala announced ‘the ministry has set aside 100 million to promote domestic tourism, up from 60 million last year.’

Industry players observe that a vibrant domestic tourism industry will effectively sustain the sector during low seasons for international arrivals. Some establishments offer discounted rates to attract local tourists, and industry players are looking more to Meetings, Incentives, Conferences and Exhibition products to tap into the local market.

In 2009, Europe was the largest source market for tourists to Kenya, accounting for 48% of total international tourist arrivals, followed by Africa with 24%, America 14% and Asia 12%.

The Kenya Tourist Board is currently undertaking a diverse media campaign aimed at spurring growth of the domestic tourism sector.

### ACTIVISTS LOBBY AGAINST RENEWAL OF HUNTING LICENCE

International environmentalists and activists, and religious leaders are teaming up to stop the government of Tanzania from renewing the contract of firm based in the United Arab Emirates to hunt in the Loliondo Game Controlled Area in Tanzania. The firm whose main clientele is Gulf royalty has been hunting in the 4,000sq km Loliondo area in Arusha for 18 years.

The firm’s hunting contract expired on 31st December and the firm’s executive director, Mr. Isaac Molel has indicated his firm is preparing an application for the renewal of the hunting license.

The Loliondo Game Controlled Area is a water catchment for Serengeti National Park and other grazing land in the Loliondo area; a birthing and dispersal ground for the Serengeti and a key corridor for the wildebeest migration between the Ngorongoro conservation area, the Serengeti and Masai Mara in Kenya.

Lobbyists against the hunting contract cite the law saying it is illegal to give an investor a hunting block located within the village land. Activists cite that villages surrounding the hunting block have been displaced from their land and lost their cattle to the hunting activities in the area. The firm has been paying some of the revenue it generates from hunting to the villagers.

### NEW EDITION OF KENYA TRAVEL GUIDE & MANUAL AVAILABLE ONLINE

A new edition of the Kenya Travel Guide and Manual is available online, courtesy of a partnership between the Kenya Tourist Board, Kenya Wildlife Service and the Kenya Tourism Federation.

The latest edition of the Travel Guide offers a comprehensive presentation of Kenya’s tourism offer, presented in a colorful easy read format. Follow [http://issuu.com/landmarine/docs/kenya\\_travel\\_guide\\_2010?mode=embed&layout=http%3A//skin.issuu.com/v/light/layout.xml&showFlipBtn=true](http://issuu.com/landmarine/docs/kenya_travel_guide_2010?mode=embed&layout=http%3A//skin.issuu.com/v/light/layout.xml&showFlipBtn=true) to read the magazine online.

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