



REPUBLIC OF KENYA  
OFFICE OF THE CABINET SECRETARY



## JOINT COMMUNIQUÉ ON CONCERTED ACTION FOR ACCELERATED GROWTH OF TOURISM IN KENYA

*Issued by:*

**Hon. Rebecca Miano, EGH**, Cabinet Secretary for Tourism & Wildlife

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**Mr. Chris Musau**, Chairperson, Kenya Association of Hotelkeepers and Caterers (KAHC)

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### A CALL TO STEWARDSHIP FOR SHARED PROSPERITY

All 2024 growth indicators readily confirm that Kenya's tourism is on the rebound. This good news should serve as an encouragement for us to build on a foundation that promises better tidings as long as key players work together to achieve a common goal and better prospects for Kenya's economy. That is precisely the spirit that informs this joint communiqué.

Our majestic landscapes, vibrant cultures, and legendary warmth as a people have long made Kenya an attraction that millions from across the globe would like to experience. We therefore have an obligation to find ways and reasons to get every willing visitor to our shores while encouraging our own to savour the wonders on offer in our beautiful country. That said, we have come up with eleven action points to ensure that we get the most and the best out of our tourism sector.

#### 1. STAND FOR PEACE AS A NON-NEGOTIABLE FOUNDATION OF OUR TOURISM

A lion's roar echoes farthest in a silent savannah. Similarly, tourism thrives where and when peace prevails. In recent times anarchists have hijacked causes that other members of our society desired to make peaceful thus denting our global reputation and causing our economy needless ruin. To that end, we implore every citizen, especially our passionate youth to channel their energy and petitions through lawful avenues. A peaceful Kenya will, no doubt, attract more visitors.

#### 2. INCREASE MORE YOUTH IN THE TOURISM VALUE CHAIN

With 75% of Kenyans under 35, our youth are tourism's real engines. Going forward, therefore, our desire is to create more opportunities for them in the sector. This will happen when we encourage digital tourism internships in content creation, conservation tech and virtual guiding. We shall also explore how best to support youth-led tourism-related initiatives such as digital destination marketing while creating space for youthful voices in tourism strategy caucuses at the national and county levels. Youth-led innovations, we firmly believe, can redefine "Magical Kenya." Thankfully, the hospitality sector's workforce has a complement of nearly 80% in the youth bracket. Increased investments and tourism numbers will, therefore mean increased youth employment.



**3. CALL MORE VOICES TO JOIN THE STORYTELLING LEAGUE FOR KENYA**

The story of Kenya belongs to all. We therefore call upon taxi drivers, students, tour guides, our diaspora and chefs to become our frontline tourism ambassadors. Let us freely share moments—a sunrise over Amboseli, Lamu's alleyway poetry, our *chai* ritual—on TikTok, Instagram, Facebook, WhatsApp and X. Let our airlines and airports amplify Kenya's stories on digital screens. Let our handsets become our tools for inviting the world to our shores.

**4. MORE LOCAL SOURCING TO HELP US GROW AND RISE TOGETHER**

Kenya's richness is in its people. We shall work towards creating more opportunities through providing our people with opportunities to supply our hospitality facilities. Where possible we encourage the use of digital platforms to ease information flow between suppliers and consumers in the hospitality space.

**5. DEMYSTIFYING TOURISM TO DOMESTIC AUDIENCES**

Kenya's tourism should not be primarily a stranger's privilege any longer. Our resolve is to make it more inviting to our very own so that they become converted storytellers of Kenya's beauty and competitive advantage in tourism on the global stage. We shall initiate mechanisms with incentives for domestic tourists in collaboration with owners of hospitality outlets and create loyalty programmes targeting domestic tourists. We also encourage the launch of Tourism Clubs of Kenya in the tried and tested model of Wildlife Clubs of Kenya to foster greater pride in local heritage and touristic wonders.

**6. INCREASED AIR ACCESS TO BOLSTER INTERNATIONAL VISITOR NUMBERS**

Limited flights throttle Kenya's tourism potential and deny us visitor numbers and revenue. Constrained routes and frequencies deter travellers keeping our parks and beaches to be starved on visitors and the many other offerings we have around the country idle. Expanding air linkage therefore is the runway to economic revival, the key to global markets and the pathway to transforming Kenya into Africa's premier accessible paradise. In a row of air access reforms, last week we launched Kenya Airways Nairobi-Gatwick direct flight to make KQ's flight to London 10 from seven every week. Other airlines that have made entries into Kenya include Indigo Airlines, Air Asia, Qatar Airlines on a codeshare with Kenya Airways and TUI among others.

**7. ACCESS TO AFFORDABLE FINANCING FOR TOURISM INVESTMENTS AND REFURBISHMENTS**

High-interest loans stifle tourism's potential and so affordable financing is the antidote we need for the sector to flourish. Affordable financing is needed to revitalise aging lodges and to put up new and modern facilities. Accessible credit is Kenya's surest solution for unlocking quality growth and sustainability towards attaining our 5.5 million-visitor target by 2027/8 and ways of building that critical kitty are underway.

**8. DEVELOPMENT OF MICE**

Kenya's current dismal capacity in the MICE sector has denied us lucrative business and sent traffic to our competitors in the region. The upgraded Bomas of Kenya will capture high-spending conferences, generating year-round revenue beyond seasonal safaris. Modern facilities will take advantage of Nairobi's favourable geo-location to make Kenya Africa's premier MICE hub. That will bring events to our country, drive hotel occupancy, increase airline traffic, and create jobs.



## 9. KENYA'S REVISED MARKETING PLAN TO ATTRACT MORE TOURISTS

Cognisant that static marketing strategies can deny shifting traveller tastes and digital frontiers, the Kenya Tourism Board (KTB) is continuously looking beyond traditional safaris. The focus now is to capture niche markets—medical tourism, MICE, agri-tourism, culinary tourism, bleisure tourism, wellness tourism, cultural tourism and so on—to leverage data-driven storytelling. With agile, digitally native campaigns targeting high-value visitor segments, we are confident that we shall soon reach every corner of the world.

## 10. PUBLIC PRIVATE PARTNERSHIP FOR THE TOURISM SECTOR

Public-private partnerships blend state authority with private sector agility to fast-track the building of airports, MICE hubs, and set up digital marketing campaigns for tourism. Joint investments de-risk megaprojects, leverage innovation, and align policies with market realities. They unlock sustainable growth and accelerate journey to expanded visitor numbers through shared ambition not isolated actions. Thankfully to this end, the Cabinet Secretary for Tourism and Wildlife has already appointed 2 industry members to the Tourism Research Authority board while the work permit committee comprises mainly of industry members. Besides the Kenya Utalii College Liaison Committee is made up of industry members. This is a great model to anchor our partnerships on.

## 11. PENDING BILLS BY GOVERNMENT DEPARTMENTS

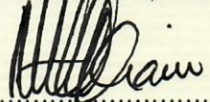
We shall work together to ensure that pending bills owed to the industry are settled to ease the financial burden of our stakeholders and contribute to the growth of both the sector and our national economy.

## OUR COVENANT: KENYA BELONGS TO US ALL

Kenya is our only motherland and we vow to contribute in every viable way to preserve and honour her. We shall start by rejecting plastics in parks, taking pride in our cultures, protecting our wildlife and extending our usual "Karibu" as a philosophy, way beyond embracing visitors.


Signed:

Rebecca Miano, EGH, Cabinet Secretary for Tourism and Wildlife



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Chris Musau, Chairperson, Kenya Association of Hotelkeepers and Caterers (KAHC)



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Dated: Tuesday, 8<sup>th</sup> July 2025