



⇒ **Kenya Tourism Federation donation towards housing of internally displaced persons.**

⇒ **The Kenya Economic Survey 2010: Contribution of tourism to Kenya economy**

⇒ **World Tourism Day this year**

⇒ **Visit Kenya Tourism Federation Website now for timely, useful information.**

⇒ **Race to Hell in a Wheel barrow—June 12th 2010**

⇒ **Rhino Charge 2010 sets new records**

### Kenya Tourism Federation donation towards housing of internally displaced persons

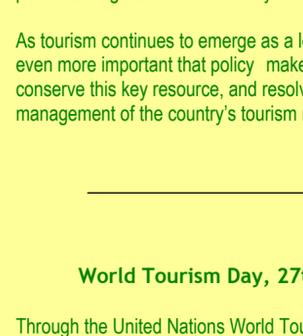
The events that stood out in Kenya at the beginning of 2008 were bleak; and one of the outcomes of the situation was thousands of people were displaced from their homes. They fled to take refuge in the internally displaced persons camps which, soon overcrowded and the minimal facilities were overstretched. It is the dire living conditions in the internally displaced people camps that moved the Kenya Tourism Federation to donate a sum of 600 000 towards building of new, habitable homes or displaced families living in a camp in Mai Mahiu. The three beneficiary families have since moved into their new homes, with renewed hope and dreams for the future. They expressed their deepest gratitude to Kenya Tourism Federation, who provided the funds through Habitat for Humanity to build them new homes. To view the beneficiary families' profiles and the thank you notes to Kenya Tourism Federation, go to our website - [www.kenyatourism.or.ke](http://www.kenyatourism.or.ke)



*A beneficiary and some of her children in their garden next to their new house*

### Tourism sector bounces back from the drawback of post poll chaos in 2008

Planning, National Development and Vision 2030 minister, Mr. Wycliffe Oparanya, on 20th May launched the Kenya Economic Survey 2010. The survey indicated the country achieved economic growth of 2.6% in 2009. The highest contributor to this growth was the tourism sector, which grew 42.8% in the year, an impressive turnaround from the decline of -36.1% in the industry's performance in 2008; having been adversely affected by the post poll chaos at beginning of 2008.



*Lions on a tree at Lake Nakuru National park*

This is great news for the sector and highlights gains accrued from efforts by various industry stakeholders to avert any lasting negative effects on the industry after the post poll chaos; and also develop the industry for maximum returns. The underlying lesson from this

impressive bounce back is the huge potential for growth in the industry.

As tourism continues to emerge as a leading contributor to the national economy, it is even more important that policy makers move to put in place laws and safeguards to conserve this key resource, and resolve all issues of debate surrounding the sound management of the country's tourism resources.

### World Tourism Day, 27th September 2010

Through the United Nations World Tourism Organization, World Tourism Day is celebrated globally every year on 27th September. The day celebrates the importance of tourism to the world population and how it affects the cultural, social, economic and political values worldwide.

Each year, the celebrations center on a given theme and this year, the theme is 'Tourism and Biodiversity'

Kenya traditionally celebrates this day with weeklong festivities in recognition of tourism's contribution to the globe and also celebrate Kenya's diverse tourist attractions. The festivities are usually centered around a focus town, and this year the town is Garissa. Tourism stakeholders both in the private and public sector have an opportunity to participate fully in these celebrations and create public awareness on the milestones the industry has achieved as well as highlight opportunities for growth.

**Private sector stakeholders in tourism have been challenged take on an active role in the celebrations this year, by sponsoring activities of their choice centered on tourism.**

### Visit Kenya Tourism Federation Website now for timely, useful information.

Kenya Tourism Federation website, [www.kenyatourism.or.ke](http://www.kenyatourism.or.ke), is a useful information resource site with up to date industry and general information. The website offers news updates on current developments in the Kenya tourism industry and detailed profiles of our seven member associations.

The website also provides links to other tourism related searches, such as Hotels, and activities such as bird watching.

Also posted on the website are tourist helpline numbers which tourists and operators can call to reach the KTF Safety and Communication Center 24 hours, seven days a week to ask for help in cases of distress.

### Government Coordination Important for Tourism:

Many governments have been proactive in their efforts to boost the growth of tourism in their regions. Becoming an attractive location for tourists requires a wide range of services, from the construction of large-scale airport and road infrastructure to the provision of fragmented hotel and restaurant services.

Experience shows that government efforts to orchestrate consistency between visitor expectations and this range of services have been important for success. Competitive tourism regions need to satisfy some basic necessary conditions that depend directly on the government. These conditions include adequate transportation infrastructure, as well as safety, security and sanitation.

Often a thriving tourism sector needs government to create the right zoning and partnership models and to deliver other services including hotel zones and 'flagship' tourist attractions. **Government also has a role to play in ensuring a consistent brand and the effective communication of tourism opportunities.**

(Source: 'How to compete and grow: A sector guide to policy', McKinsey Global Institute, 2010)

### To Hell's Gate in a Wheelbarrow

Kenya Wildlife Service is organizing the second edition of **'To Hell's Gate on a Wheelbarrow'** race on **12th June** at the Hell's Gate National Park. This is an exciting flagship sporting and adventure event aimed at raising funds for the conservation of wildlife in the Naivasha area.

This year's event is dubbed the 'most challenging wheelbarrow race in the world'. Over 500 campers will be treated to the 'wildest bush party' on 11th June and 12th June to watch the start of the World Cup on big screens inside the park, with the wild animals quite literally.

This event promises the wildest and greatest **camping** and **World Cup** fun experience to over 500 campers for the two nights and over 7,000 participants and spectators who will attend the main event on 12th June for the good cause.

- **It is open to teams of 2, individuals or organizations; at a fee of Sh5,000 for individuals and Sh10,000 for organizations.**
- **Activities: Kids Fun village, camping, Game viewing, Family entertainment, Treasure hunt, Mountain climbing, Gliding, and All night Wild Bush Party and World cup show.**

### Rhino Charge 2010

The Rhino Charge this year was held on Monday 31<sup>st</sup> May in the Londuroj Hills, Magadi, Kajiado District, and raised a record **Kshs72,540,232**. This beat 2007 record of **Kshs 68 million** by over **Kshs 4 million** and by far the highest for any Rhino Charge event.

The Charge was won by Team Bundu Fundi (Sean Avery). In second place was three time Rhino Charge winner and rally ace Ian Duncan.

The guest of honour, Rhino Ark Patron Mr. Charles Njonjo praised the Rhino Charge initiative and called on the Government to recognize and assist the work being done for the conservation of the environment. Among other efforts, this group has planted over 25,000 indigenous trees inside the Aberdare fence.

Money raised during the Rhino Charge goes towards the maintenance of the now completed 400km long fence around the Aberdare Conservation Area, including the forest reserve and national park; spearheaded by Rhino Ark Charitable Trust in partnership with the Kenya Wildlife Service and the forest edge communities.

By policy, camping fees paid by all entrants to the venue are donated to the host area communities. This totaled to Kshs 2.8 million for the Shompole and Olkeri group ranches and to be used for community development projects.

Prizes won in the Rhino Charge raffle to assist the fund raise included - the main prize, a Kenya Airways return ticket for two to Madagascar, second prize was a balloon ride with Balloon Safaris and 2 nights for two at Cottars Camp, Mara. 2 return tickets from Safarilink were other prizes won. For information on rules of participation, go to <http://www.rhinocharge.co.ke/event-info-a-raffle/regulation.html>

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