

# KENYA ENJOYS BOOST IN TOURISM



Kenya seems to have recovered from terrorist activity and is now one of Africa's most popular destinations. The Kenyan tourist scene suffered greatly from the bombing of a hotel in Mombassa in 2002 and terrorist attacks on the US embassy in Nairobi in 1998.

The situation has been further hindered in recent years by the lack of sufficient facilities and bad roads in and around Kenyan national parks. However, as the memory of terrorist attacks dwindles, the roads are being repaired and more and more tourists are coming to Kenya with stacks of much needed cash. Most of the visitors arrive from the UK, US, Japan, Germany and the new and hugely important market of China.

In 2006, 1.8 million tourists came mostly from the above-mentioned countries, boosting the Kenyan tourism sector by 17%. The Africans benefited by an estimated \$1 billion. These figures are expected to rise in coming years as efforts to improve infrastructure and security are being implemented. The future for Kenyan tourism is looking rosy. Most people are fully aware of what attracts visitors in the first place.

Aside from sandy golden beaches and beautiful coral reefs, Kenya's inland wildlife parks are famous throughout the world. It is believed that the African country's reputation has been enhanced by the Maasai Mara being official labeled as the 7th wonder of the world. It is a fascinating attraction with the annual migration of the wildebeest through the crocodile-infested Mara River. The gateway to this national park, the Ngoswani-Sekenami, has been repaired to facilitate tourist arrivals. Many are fascinated by the different tribes living in the area, with different languages and cultural habits. It is believed that there are over 50 such communities. Unless terrorist strikes reoccur or a different disaster strikes, there is no reason why Kenya should not become even more popular for tourists.

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