

KENYA LOOKS TO INCREASE IMPROVEMENTS



Kenya is looking to take advantage of the problems of competition by increasing its tourism sector. Problems in North Africa in Egypt and Tunisia have opened a door of opportunity for Kenya to promote its beach and safari tourism.

Kenya has returned to the tourist trail with a bang. **Revenue from tourism increased by 15.1% in 2010** and the number of visiting nations rose by roughly the same number. The traditional markets were slightly weakened yet emerging markets did extremely well. There are a number of reasons for the upsurge in Kenyan tourism.

Firstly, **the government has taken the welcoming step of reducing visa obligations for incoming tourists.** Many Europeans are preoccupied with getting the correct vaccinations, thus not wishing to go through the expensive and arduous process of visa applications. There is still a visa requirement, yet the process is less time consuming and frustrating as it used to be. Secondly, problems in North African countries have made traditional visitors to Egypt and Tunisia turn their attentions elsewhere, for example to the safari and beach scene of Kenya. Then there is the question of improved marketing.

The UK has nearly always been the main market for inbound tourism in Kenya. It is no coincidence that this is the country where most of the marketing takes place. British people accounted for 15.9% of visitors in 2010, followed by lower percentages of Americans, Italians, Germans and then French. Further marketing campaigns have been encouraged in these countries, along with markets new to Kenya to increase tourism and create as many jobs as possible.

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