

AMBASSADOR'S SPEECH DURING THE KENYA TOUR SEMINAR BY NOE CORPORATION. - 28th February, 2012

Mr. Kazuo Yoshinari, Assistant Manager NOE Corporation,
Staff of NOE Corp.,
The Kenya Tourist Board Japan office,
Distinguished guests, ladies and gentlemen.

It is indeed an honour to once again host the Kenya Tour Seminar organized by NOE. This is the 3rd of such forums. We are proud to be associated with you and continue to value this relationship. For the potential clients, you are precious and we welcome you to the embassy and Kenya in particular. We appreciate that despite the hard economic times and triple tragedy that befell Japan last year, NOE managed to take 100 tourists to Kenya. The regular NOE tours of 20-30 trips per year are commendable. I implore you to up the numbers.

May I take this opportunity to acknowledge AVIAREPS, the Kenya Tourist Board office in Japan for their sustained efforts in marketing Kenya. I take note of the 16.4% increase in the number of arrivals from 10, 866 in 2010 to 12, 645 in 2011. This increase notwithstanding, the Japanese market is relatively small compared to other markets thus a need to intensify our promotion

The Tourism sector is the 2nd largest source of foreign exchange in Kenya. Tourism is thus vital in sustaining our economy. The importance of tourism cannot be underestimated. Under the Tokyo International Conference on African Development (TICAD), tourism is one of the components in which Japan and other international actors seek to collaborate in promoting Africa's development.

At a regional level, member countries of the East African Community have come together and formed a united platform to marketing East Africa as a single tourist destination. The proposal to introduce a single Tourist Visa for the region is one of the strategies that if implemented will help boost East Africa's tourism Investments.

As a country, tourism is a major component of the economic pillar, enshrined in our development blue print, Vision 2030. Its aim is to make Kenya a globally competitive and prosperous country with a high quality of life by the year 2030. In a bid to achieve

this vision several projects are lined up such as development of resort cities in Diani, Kilifi and Isiolo. Hotels, housing facilities, state of the art sporting facilities, airstrips and good road networks are just part of the infrastructure that the resort cities will enjoy.

Many of you must be following the current affairs within the East African region. I wish to personally assure you that there is no security threat to the tourism industry in Kenya, despite the on-going war against Al-Shabab insurgency inside Somalia. The government has put in place mechanisms to address any cases of insecurity in its tourist circuits across the country. As part of the on-going police reforms, is the strengthening of County governments with adequate security. Related infrastructures will also be improved in order to effectively address the challenges facing the tourist sector.

A warm welcome from the heart awaits you from the people of Kenya. Get treated to the spectacular and splendor of the Kenyan wilderness. Have your mind and body rejuvenated by the clean fresh air under blue clear skies. Indulge in the rich Kenya flavours as you get soothed by melodies of birds and waters. Kenya is truly a magical place to be earth.

THANK YOU NA KARIBUNI KENYA