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REPUBLIC OF KENYA



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CHAIRMAN, HON. DR.
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PARLIAMENT
OF KENYA
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NATIONAL ASSEMBLY

TWELFTH PARLIAMENT – SECOND SESSION

DEPARTMENTAL COMMITTEE ON SPORTS, CULTURE AND TOURISM

REPORT OF THE COMMITTEE'S DELEGATION TO INTERNATIONAL TOURISM
BORSE IN BERLIN, GERMANY

7TH - 11TH MARCH, 2018



DIRECTORATE OF COMMITTEE SERVICES

CLERK'S CHAMBERS

PARLIAMENT BUILDINGS

NAIROBI

AUGUST, 2018

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CHAIRPERSON'S FOREWARD

The Ministry of Tourism and Wildlife, State Department of Tourism invited the Departmental Committee on Sports, Culture and Tourism to nominate six(6) Members to attend the 2018 International Tourism Bourse in Berlin, Germany between 7th and 11th March, 2018. The Internationale Tourismus Börse (ITB) Berlin is the world's largest travel trade fair. It provides a unique opportunity to learn about different countries and regions all over the globe in one place.

It is against this background that the Departmental Committee on Sports, Culture and Tourism nominated a delegation of six Members and two Parliamentary staff to participate in the event.

The Committee wishes to thank the Offices of the Speaker and the Clerk of the National Assembly for the support extended to the delegation to undertake these important event.

The Committee wishes to record its appreciation for the services rendered by the staff of the National Assembly attached to the Committee. Their efforts made the work of the Committee possible.

On behalf of the delegation and the Departmental Committee on Sports, Culture and Tourism, it is my pleasant duty and privilege to lay on the Table of the House, our report of the participation in the Internationale Tourismus Börse (ITB) in Berlin, Germany.

1.0 Committee Mandate

The Departmental Committee on Sports, Culture and Tourism is one of the fifteen departmental committees of the House established pursuant to Article 124 of the Constitution of Kenya 2010 and Standing Order 216 of the National Assembly and mandated to:

- (a) investigate, inquire into, and report on all matters relating to the mandate, management, activities, administration, operations and estimates of the assigned ministries and departments;
- (b) Study the programme and policy objectives of ministries and departments and the effectiveness of the implementation.
- (c) study and review all legislation referred to it;
- (d) study, assess and analyse the relative success of the ministries and departments as measured by the results obtained as compared with their stated objectives;
- (e) investigate and inquire into all matters relating to the assigned ministries and departments as they may deem necessary and as may be referred to them by the House;
- (f) vet and report on all appointments where the Constitution or any law requires the National Assembly to approve, except those under Standing Order 204 (*Committee on Appointments*); and
- (g) Make reports and recommendations to the House as often as possible, including recommendation of proposed legislation.

1.1 Committee Membership

The committee comprises of the following members:-

Chairperson	The Hon. (Dr.) Victor Kioko Munyaka, M.P
Vice Chairperson	The Hon. (Dr.) Korei Ole Lemein, M.P.
	The Hon. Christopher Omulele, MP
	The Hon. (Dr.) Christine Ombaka, MP
	The Hon. Cyprian Kubai Iringo, M.P
	The Hon. Jones Mlolwa, MP
	The Hon. Daniel Wanyama Sitati, M.P.

The Hon. Benard Masaka Shinali, M.P.
 The Hon. (Prof.) Jacqueline Oduol, MP
 The Hon. (Dr.) Tecla Chebet Tum, M.P
 The Hon. Jane Jepkorir Kiptoo Chebaibai, M.P
 The Hon. Grace Jelagat Kipchoim, M.P.
 The Hon. Lydia Haika Mnene Mizighi, M.P.
 The Hon. George Risa Sunkuyia, M.P.
 The Hon. Annie Wanjiku Kibeh, M.P.
 The Hon. Sylvanus Maritim, M.P.
 The Hon. Jeremiah Lomurukai, MP
 The Hon. Charles Ngusya Nguna,MP
 The Hon. Titus Mukhwana Khamala, MP

1.2 Committee Secretariat

Third Clerk Assistant	-	Helen Kina
Third Clerk Assistant	-	Fredrick Otieno
Legal Counsel II	-	Clara Kimeli
Research Officer III	-	Vitus Okech
Fiscal Analyst	-	Catherine Gati
Media Relations Officer	-	James Macharia
Sergeant At-Arms	-	Sheila Chebotibin

1.4 Composition of the Delegation

In response to the invitation by the Ministry of Tourism and Wildlife, State Department of Tourism, the Committee nominated the following Members to constitute the delegation:

The Hon. (Dr.) Victor Munyaka, MP	-	Chairperson
The Hon. (Dr.) Korei Ole Lemein, MP	-	Vice-Chairperson
The Hon. (Dr.) Christine Ombaka, MP	-	Member
The Hon. Cyprian Iringo, MP	-	Member
The Hon. Hon. Titus Mukhwana Khamala, MP.	-	Member

The Hon. Lydia Haika Mnene Mizighi, MP.	-	Member
Mr. Fredrick Owino Otieno	-	Delegation Secretary
Mr. Lumanyi Godfrey Nabubatsi	-	Travel Officer

1.5 Objectives

The main objectives of the show are to help exhibiting companies build brand awareness, build and develop relations with international buyers and trade contacts, generate new sales leads, develop knowledge on markets and sectors and inform the industry about their product and service.

The objective of the delegation participation in the ITB was to enable them get a better understanding of tourism industry.

2.0 BACKGROUND INFORMATION

2.1 International Tourismus Bourse (ITB)

The International Tourismus Bourse (ITB) Berlin is the world's leading travel trade show and the leading business to business (B2B) platform of all tourism industry offers. The number of exhibitors is very huge as well: more than 10,000 companies, 160,000 visitors from 186 countries showcased at the ITB this year. The exhibition also attracts all levels of the touristic value chain including and not limited to tour operators, booking engines, destinations, airlines, travel agencies, research companies, hotels and car rental companies among others.

Despite its size, ITB is well structured: the exhibition halls are divided into geographical regions and into current market segments and is recognized by the media from all over the world. The fair offers comprehensive support for all marketing questions exhibitors might have. Since 1966, ITB has been organized by the experienced exhibition management company called Messe Berlin.

2.2 Kenya Tourism Board

KTB coordinates Kenya's participation at ITB each year. This year, the event was attended by 38 co-exhibitors from the private sector and select government agencies. The government agencies were 3 counties; Kwale, Mombasa and Kilifi and parastatal sisters namely; Tourism Fund, Tourism Regulatory Authority and Utalii College. All exhibitors were hosted under the Kenya Stand under the banner of the country's tourism brand, Magical Kenya.

2.3 The Status of Tourism in Kenya

Kenya has one of the biggest and most diverse tourism industries in East Africa, with offerings in a range of niches including the meetings, incentives, conferences and events (MICE) segment and safari ecotourism. Investment in Kenya's hospitality sector has increased over the years, driven majorly by investor appetite to tap into the demand for accommodation brought about by tourism, leisure and business travel.

There has been significant growth of MICE tourism, creating demand for conferencing facilities mostly driven by Nairobi's stature as a regional hub. However, performance in the hospitality industry has been greatly affected in the last five years partly due to security risks posed by terrorism as well as travel advisories by Western countries. This has contributed to the decline in bed night occupancy, international arrivals and tourism earnings as shown in the table below

The sector has however shown signs of recovery boosted by lifting of travel advisories, improved security, recent foreign missions and hosting of multi-national conventions.

3.0 ACTIVITIES AT THE INTERNATIONAL TOURISMUS BOURSE (ITB)

ITB Berlin took place at the Messe-Berlin Exhibition facility in Germany from 7th -11th March 2018. Covering a huge exhibition area of about 160,000m², with numerous exhibition booths, this event helps the exhibiting companies to showcase their products with convenience and promote their brand extensively.

At the 52nd edition of ITB Berlin around 10,000 tourism companies from 186 countries and regions were represented on an area covering 160,000 square meters at the Messe-Berlin fairgrounds. Over 80% of the exhibitors were from abroad. Once again, ITB received more than 110,000 international trade visitors seeking prosperous business opportunities as well as 60,000 of members of the public on the weekend. Again according to results released by Messe-Berlin, business conducted during the trade show rose from last year's figure of 6.7 billion Euros to around 7 billion this year.

3.1 Profile of Trade Participants

Tourist organizations, traffic carrier, tour operator, hotel business, research institute, educational institution, tourism associations and institutions, travel technology, information and reservation systems, travel agency, business travel, publisher, press and telecommunications were present at the show.

This trade show was a meeting place for politicians from Germany and many other countries, as well as for many diplomats. In addition to 124 delegations, it was attended by the members of four royal houses, 48 ministers and 87 ambassadors from all over the world. The UNWTO was also highly represented by the Secretary General and hosted various forums.

3.2 The Kenya Stand participants

A total of 38 companies participated alongside KTB on a 265 square meters floor area. The exhibit used at ITB 2018 significantly changed after the upper deck was taken out to reduce cost of the

exhibit. To enhance visibility for the Kenya Stand, a video wall of 3 by 3 meters placed right above stand played video clips of the destination.

3.3 Kenya Stand Related Activities

The delegation noted that KTB came up with an outdoor branding to attract more customers to the Kenya Stand. KTB booked a mega-outdoor banner right at the entrance of Messe Berlin and the Africa halls which was lauded by visitors and co-exhibitors due to its great visibility and brand positioning.

The Delegation also noted the Dawa service which was done mainly to provide a networking session between the Kenyan trade and the foreign trade at ITB who are invited through the use of Dawa vouchers to the event that took place every evening for the three trade days. The event was held on the Wednesday, Thursday and Friday (7th-9th March) of ITB Berlin from 5 – 6pm.

Further, there were two cultural ambassadors on the stand with the aim of introducing cultural aspects into the stand. The Masai cultural ambassadors are a favorite of the show goers in the German Market and useful in generating social media activity through pictures shared on instagram, facebook and twitter.

3.4 Parliamentarians dinner briefing

The Kenya Tourism Board (KTB) invited the delegation for a dinner where a few issues concerning the future plans, budget for KTB and the challenges were discussed. The delegation was informed that KTB has financial constraints and cannot be able to market the destination effectively.

The Chairman and the leader of the delegation congratulated KTB for a job well done. He noted that his committee will seek additional funding for KTB to enable it market the destination not only in Germany but all over the world. The Chair indicated that the 10% Tourism Promotional Fund earmarked to support the development and promotion of tourism will be unlocked soon.

3.5 ITB Seminars and ITB organized Meetings

The delegation took part in select seminars and pre-arranged meetings in a bid to continue to appreciate upcoming trends as well as represent Kenya in the international forums. The UNWTO

confirmed its commitments through CAF to focus on Brand Africa in order to enhance the positive perception and attractiveness of the destination.

4.0 OBSERVATIONS

Having successfully attended the event, the delegation observed the following:

1. It was noted that Kenyan stand was very busy with all the stakeholders in the industry represented. This was occasioned by the outdoor branding created by KTB to attract more visitors to the Kenya stand.
2. Having visited different stands of other countries, the delegation noted that most of the countries have embarked on modern tourism, technology, improved infrastructure and other services to make their destination more attractive and marketable. Places like Dubai are offering quality and affordable hotel services.
3. It was also noted that media feedback was good and positive and no negative publicity generated.
4. Most of the countries fully support their tourism sector considering the contribution to their economy. This was evidenced with the countries like Morocco.
5. Learnings from industry experts on the trends presented about the market which indicate growth in certain segments that Kenya has to leverage on. Key are adventure, culture and sports
6. General perception of the destination Kenya is positive, but the trade need more investment in joint marketing support.

5.0 RECOMMENDATIONS

The delegation recommends the following:

- a) Increased funding for Kenya Tourism Board (KTB) to be able to implement consumer integrated campaigns during the show to draw traffic to the Kenya stand, enhance positive visibility on digital viral discussions, and enhance Kenya's presence.

- b) Implement a long term PR campaign including other aspect of the destination outside of tourism such as trade in Tea, Coffee and flowers, sports and culture among others. A roadshow highlighting these as well as cultural extravaganzas will enrich the Kenya brand experience.
- c) Kenya needs to lobby for becoming a destination sponsor of ITB which comes with a hefty array of visibility and promotional opportunities throughout the year including exclusive branding.
- d) There is need to improve the quality of hotel services and affordable rates. Most hotels in Kenya charge high prices which may discourages tourists' and especially local tourism.

SIGNATURE.....*Munyaka*..... DATE *27/06/2018*.....

HON. (DR.) VICTOR KIOKO MUNYAKA, MP (CHAIRPERSON)