

COUNTRY PROFILE

KENYA



Full Name:	Republic of Kenya
Area:	582,650 km ²
Capital:	Nairobi
Main Languages:	English (official), Kiswahili (National), numerous indigenous languages
Currency:	Kenyan shilling (KES)
Head of State:	President Mwai Kibaki



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This profile of the tourism sector has been prepared on behalf of the organisers by Tourism Intelligence International (TII) under contract to BK Consultants.

The authors accept sole responsibility for the profile which does not necessarily reflect the views of the organizers: ProInvest, the Centre for the Development of Enterprise (CDE), the European Investment Bank (EIB), the African Union (AU) and the Common Market for Eastern and Southern Africa (COMESA).

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1. BUSINESS OVERVIEW

1.1 Key Economic Indicators

Table 1 shows the recent trend for selected key economic indicators using the most up-to-date available information. More general country information is provided in the websites referred to in Section 5.0 at the end of this report.

Table 1: Key Economic Indicators 2002-06

	2002	2003	2004	2005	2006
Population (mn.)	31.517	32.165	32.808	33.445	34.046
Population Growth (%)	2.10	2.10	2.00	1.90	1.80
GDP (US\$ bn. at current prices)	13.191	15.036	16.199	18.730	23.634
GDP per capita (US\$ at current prices)	418.50	467.50	493.70	560.00	694.20
GDP growth at constant prices (%)	0.30	2.80	4.60	5.70	5.40
Current account balance (US\$ mn.)	291	(27)	(437)	(415)	(910)
Inflation Rate (%)	2.00	9.80	11.60	10.30	13.00
Exchange Rate: Annual average Kenyan shillings to US\$	78.490	75.936	79.174	75.554	72.101

Sources: COMTRADE, World Development Indicators, Oanda.com

1.2 Economic Context

In 2006, total Gross Domestic Product (GDP) amounted to some US\$23.6 billion at current market prices. Kenya's economy is dominated by the services sector which accounted for almost two thirds of GDP in 2004, followed by industry at about 19 per cent and agriculture at over 16 per cent. Notwithstanding the temporary suspension of World Bank aid in 2006 and the International Monetary Fund (IMF)'s delaying loans due to the Government's apparent reluctance to introduce and apply certain governmental reforms, real growth remained strong averaging 5.2 percent per year between 2004 and 2006.

Net foreign direct investment started to pick up in 2004 especially in the Export Processing Zones (EPZ) which saw an increase from 66 to 72 enterprises from the previous year. The total value of investments increased to \$219 million and \$223 million in 2004 and 2005, respectively.

The international donor community role in Kenya's development has varied over the last decade depending upon the Government's commitment to various political and economic reforms. Net overseas development assistance averaged \$716 million per annum in 2004 and 2005. Bilateral agencies were the largest donors contributing an average of 63 percent of the total in these two years with the US donating \$139million per year, followed by Japan (\$73 million), the UK (\$71 million) and Germany (\$48 million).

1.3 Population and Labour Force

The population was estimated at over 34 million in 2006 with an overall population density of approximately 60 persons per km². The total estimated labour force was 11.85 million persons in 2005 with about 75 percent engaged in agriculture and the remainder in industry and services. Unemployment was estimated to be 40 percent in the early years of this decade and has probably not changed very much since then. The informal sector is extremely important for job creation. For example, the Government noted that the informal sector created 438,000 jobs in 2004 compared to the formal sector's increase of a more modest 36,400 jobs.

1.4 Role of Tourism

According to the World Travel & Tourism Council (WTTC), travel and tourism in Kenya in 2007 is expected to account for 11.6 percent of GDP (direct and indirect impact) and 9.4 percent of total employment (representing some 509,000 jobs). Tourism is now Kenya's largest foreign exchange earner generating \$803 million in 2006 as compared with \$699 million in the previous year.

1.5 General Institutional and Regulatory Framework

The legal system in Kenya is based on Kenyan statutory law, Kenyan and English common law, customary law and Islamic law; and judicial review in the High Court. Most foreign investment in Kenya is governed by the Foreign Investments Protection Act (FIPA). There are no legal limitations on the percentage of foreign ownership but general preference is given to those projects with Kenyan participation, guaranteed export markets, potential for employment of labour, or those with a rural base. Priority sectors are export-oriented ventures, intermediate industry, agro-processing and tourism. The Foreign Investment Protection Act guarantees against expropriation of private property by government.

1.6 Local Skills Base

Unemployment is high in Kenya and labour is plentiful and inexpensive. However, the labour force is relatively unskilled and on-the-job training is essential. The Kenya Utalii College (KUC) is responsible for providing training for persons entering the hotel and tourism sectors. Moi University at Eldoret also provides tourism education and training. There are a number of private institutions coming up in response to high demand for trainees entering the tourism industry.

1.7 Infrastructure Services

1.7.1 International access

Air

The main international airports are Jomo Kenyatta International at Nairobi (NBO) is 16km southeast of the city, and Moi International Airport (MBA) which serves the city of Mombasa and the coastal region. The Eldoret International Airport also has a number of international cargo flights.

The national airline is Kenya Airways (KQ), which operates between Nairobi and most major capitals. Some of the newly inaugurated Kenya Airways routes include Cairo-Istanbul, Bamako-Dakar, Harare-Maputo and Dubai-Guangzhou and Nairobi-Paris route and most recent Nairobi - Liberia. Other airlines serving Kenya include British Airways, Djibouti Airlines, EgyptAir, Kenya Airways, KLM, Lufthansa, Saudia, SN Brussels, Sudan Airways, Virgin Atlantic and Yemenia.

Water

Short-distance ships sail between Mombasa, Mauritius, the Seychelles and Zanzibar. The ports in the Lake Victoria passenger service include Homa Bay, Mfangano and Port Victoria/Kisumu. The ferries in Lake Victoria connect Kisumu in Kenya to Mwanza, Musoma and Bukoba in Tanzania. It is also possible to get ferries from Mombasa to Pemba and Zanzibar in Tanzania, and also to Chiamboni in Somalia.

Rail

Kenya is serviced by a single railway system running from Mombasa through Nairobi to Uganda, with branches to Nanyuki, Kitale and Kisumu. Another branch connects Kenya to Tanzania through to Taveta. Train services operate between Voi and Moshi (Tanzania) and between Nairobi and Kampala (Uganda). The Mombasa – Nairobi- Kampala – Jinja was concessioned for 25 years to a private operator and has been in operation for the last six months.

Road

The main crossing points from Tanzania are at Lunga Lunga and Namanga, with smaller posts at Isebania and Taveta. Some direct coach services operate. From Uganda there are crossing points at Buisa and Malaba. The border crossing points with Ethiopia, Somalia and Sudan are less frequented by tourists.

1.7.2 Internal transport

Air

Kenya Airways) operates an extensive network of flights, which includes scheduled services to Eldoret, Kisumu (on the shore of Lake Victoria), Lamu Island, Lockichogio, Malindi and Mombasa. Air Kenya offers scheduled flights from Nairobi to Amboseli, Kilimanjaro, Kiwayu, Lamu, Malindi, Maasai Mara, Mombasa, Nanyuki and Samburu. Air Kenya also operates into all of Kenya's game parks. Regional Air also operates from Nairobi.

A new low cost airline, trading as Fly540, operates flights between Nairobi and Mombasa, Kisumu and Malindi/Lamu. Additionally, there are private airlines operating light aircraft to small airstrips. Planes can also be chartered.

Water

Local ferries run between Mombasa, Malindi and Lamu. It is also possible to hire a traditional Kenyan sailing boat (dhow) in Lamu, Malindi and Mombasa.. There are several popular anchorage points for yachts at Mtwapa, Kiliti, Mnaroni and Lamu.

Rail

Kenya Railways Corporation (Now: Rift Valley Railways) runs passenger trains between Mombasa and Nairobi; trains generally leave in the evening and arrive the following morning after a journey of around 13 to 14 hours. There are also branches connecting Taveta and Kisumu to the passenger network.

Road

Traffic drives on the left. All major roads are paved and many of the others have been improved, particularly in the southwest, although vast areas of the north still suffer from very poor communications.

2. TOURISM SECTOR

Kenya received an estimated 1.8 million visitors (including day visitors) in 2006, up from 1.6 million in 2005, with the largest numbers arriving from Britain, the United States and Germany. The number of overnight tourists (excluding day visitors) is estimated at 1.2 million in 2004.

2.1 Product Offer

Few countries can boast such an impressive product offer and range of landscapes as Kenya, comprising wilderness, coast, mountains, forests, lakes, deserts and cities plus a very wide range of things to do and see. Kenya has some of Africa's finest beaches, most abundant wildlife and a sophisticated tourism infrastructure. Over 50 national parks and reserves cover all habitats from desert to mountain forest, and there are six marine parks in the Indian Ocean. Kenya also has a diverse population with around 40 different tribes, all with their own (often related) languages and cultures, including the Maasai, who still lead a traditional semi-nomadic lifestyle of cattle-herding along the southern border.

Wilderness

Most visitors to Kenya want to experience the country's world famous wildlife. The most common way is to go on a safari. whether in a four wheel drive, on a walking safari, tracking game on horseback, searching for rare birds in a thick rainforest or watching from the comfortable veranda of a safari lodge. Aeroplane or hot-air balloon trips are available at the Maasai Mara National Reserve.

Kenya's wilderness areas include

- Maasai Mara National Reserve, located in the south-west corner of the country, home to the world's greatest wildlife spectacle - the annual wildebeest migration – as well as a wide range of other animals;
- Aberdare National Park also has a wide range of wildlife including elephants, rhinos, buffalo, leopards, lions and monkeys as well as rare forest antelopes;
- Lake Nakuru National Park is best known for its pink flamingos, along with hundreds of other species of bird. It is also one of Kenya's rhino sanctuaries;
- Amboseli National Park is located on the Tanzanian border, some 220km from Nairobi, and affords fine views of the snow-capped peak of Kilimanjaro;
- Tsavo East and West is Kenya's largest national park with large herds of elephants, buffalo, lions, antelopes, giraffes and zebras and over bird species plus crocodiles and hippos at Mzima Springs in the north-west of the park;
- Laikipia is a remote area offering opportunities for individual safari adventure;
- Samburu, Shaba and Buffalo Springs: these are dry, thorn-studded areas where rivers draw a wide array of wildlife;
- Meru National Park which is relatively unknown and unspoilt; and
- Lake Turkana area where there are several national parks and reserves.

For those staying on the coast, the Shimba Hills National Reserve is the most accessible place to see big game, leopard and Kenya's only population of sable antelope.

Coast

The Kenyan coast is lined with white sand beaches fringing the warm waters and coral reefs of the Indian Ocean. The coast is also a place with a long and exotic history. Arab and Portuguese forts, medieval stone towns such as Lamu and Mombasa Old Town and the deserted ruins of Swahili outposts bear witness to this past.

Mountains/Forests/Lakes/Deserts

The hills and mountains offer hill walks through bird-rich areas or more active hikes into mountain forests. The slopes of Mount Kenya make a good trekking destination, while the mountain's peaks are a challenging climb for the experienced mountaineer. Other mountains and hills include Mount Longonot, Mount Elgon, the Loroghi Hills, the Western Highlands, the Shimba Hills and the Taita and Chvuvu Hills.

Kenya also has a wide range of forests and lakes. The main forest areas include Kakamega, the Aberdares, Arabuko, Sokoke and Mount Kenya, while the lakes include Elementia, Magadi, Naivasha, Nakuru, Bogoria, Baringo, Turkana (recently designated a UNESCO World Heritage Site) and Lake Victoria (where boat trips may be made to various islands). The north of Kenya is a trackless expanse of desert and semi-desert wilderness. Among the cliffs and ranges and thorn scrub, live some of Kenya's last nomadic tribes. The frontier town of Maralal and the green oasis of Marasabit are gateways to the northern wilderness.

Sports

Visitors to Kenya can enjoy a wide range of sporting activities. Golfers can discover some of the finest golf courses in Africa, while a wide range of water sports is available at the coast, including scuba diving, snorkelling, sailing, water-skiing, swimming and surfing. The coast around Malindi is renowned for game fishing. Trout fishing is available in the lakes (notably at Lake Naivasha and Lake Victoria).

Cities

Nairobi is one of Africa's largest cities. It has an excellent National Museum (where many of the earliest human remains are displayed). Other places of interest include the Karen Blixen Museum, the Bomas of Kenya (cultural centre), the Nairobi National Park, the Langata Giraffe Centre, The Sheldrick Elephant Orphanage and (further out of town) the Thika waterfalls and the nearby Ol Donyo Sabuk National Park. Nairobi also offers a lively nightlife, excellent restaurants and shopping.

Mombasa

It is an island city and port. The narrow winding streets and Arab architecture of the old town and dhow harbour, and the bright colours of the traditional coastal dress (khangas and kikoi) worn by both men and women, testify to its Swahili heritage. At the water's edge is Fort Jesus, an imposing fort (now a museum) dating from the 16th century. Mosques, Hindu temples and Christian churches bear witness to the different cultures. Visits can be made to the nearby Kenya Marineland and Snake Park, Bamburi Quarry Nature Trail, the Mamba Crocodile Village, and the Ngomongo Villages cultural park (which portrays the lifestyle of 11 different tribes).

2.2 Accommodation

In 2003 (latest available year), there were an estimated 10,600 rooms in tourist accommodation establishments in Kenya. A total of 2.7 million nights were spent by non-residents (inbound tourists) in hotels and similar establishments in that year, and 656,000 by residents (domestic tourism).

2.3 Market Trends**2.3.1 Visitor arrivals**

The estimated number of foreign tourists was 1,199,000 in 2004, of which around 27 percent was from other African countries (especially Tanzania) and the remaining 73 percent from other countries (particularly Germany, the United Kingdom and the United States).

Mode of transport

Practically all international holiday visitors from Europe arrive in Kenya by air, apart from a small number of overland, and cruise and other ship passengers.

Hotel nights

Europeans (mainly from Germany, the United Kingdom, Switzerland, Italy, France and Scandinavia) account for some 80 percent of all nights spent by international tourists in hotels and similar establishments, compared with only seven percent by persons from other African countries.

2.3.2 Average length of stay

The average length of stay (for all visitors, including persons visiting friends and/or relatives) is approximately 8.4 nights.

2.3.3 Visitor expenditure

In 2005, international tourism receipts amounted to an estimated \$579 million compared with \$486 million in 2004 and \$347 million in 2003. This compares with total export earnings from tea, horticultural products, coffee, etc. of approximately \$3.6 billion in 2006. The country's tourism earnings rose by an estimated 15 percent in 2006.

2.4 Institutional Arrangements

The main responsibility for tourism development and promotion lies with the Kenya Tourist Board (KTB) which falls under the Ministry of Tourism and Wildlife. The principal private sector bodies are the Kenya Association of Hotel Keepers and Caterers, the Kenya Association of Tour Operators (KATO), the Kenya Association of Travel Agents (KATA) and the Mombasa and Coast Tourist Association (MCTA).

The Kenya Tourism Federation (KTF) is an umbrella organisation of private sector tourism intermediary organisations in Kenya.

The Kenya Tourist Development Corporation (KTDC) acts as a bridge between other development financial institutions and private investors providing both financial and business advisory services, while the Kenya Wildlife Service (KWS)) is charged with conservation of Kenya's vast wildlife resources.

2.5 Future Outlook

According to UNWTO, Africa, led by Kenya, has outpaced all other regions in tourism growth with almost twice the rate of global growth, reaching 8.1 percent in 2006. Kenya led major destinations such as South Africa and Morocco to continue to post excellent results.

Kenya expects continued and sustained growth in the tourism sector from existing and new markets, reflecting improved security; stepped-up marketing particularly in non-traditional markets such as China, Japan, India and the domestic market; and also the widened area covered by Kenya Airways. Virgin Atlantic Airlines has recently entered the Kenya tourist circuit with Kenya government promising attractive incentives to the airline.

The diversification away from traditional beaches and wildlife tourism to new circuits in the western and northern parts of Kenya will also contribute to future growth. Looking forward, tourism is expected to remain buoyant in the medium term.

The WTTC forecasts that Kenya's travel and tourism economy (direct and indirect impact) will grow by 8.6 percent in 2007, and by 4.0 percent per annum, in real terms, between 2008 and 2017.

3. INVESTMENT OPPORTUNITIES IN TOURISM

3.1 Investment Sectors

Tourism is Kenya's third largest foreign exchange earner. The tourism industry is growing as a result of the liberalisation measures, diversification of tourist generating markets and continued Government commitment to providing an enabling environment, coupled with successful tourism promotion and political stability.

Currently, the industry is mainly concentrated at the country's coastal area and in the national parks and game reserves. As a policy matter, the Government is strongly committed to the regional diversification of this very important industry to other areas, with emphasis on the development of inland 'resorts' situated close to the national parks and game reserves.

The main constraint to the development of such resorts has been lack of sufficient investment capital. Participation in such investment ventures will, therefore, be very much encouraged by the Government in order to exploit the tourism potential in those areas. Potential investors can take full advantage of these opportunities through direct investments or joint ventures with Kenyan entrepreneurs.

3.2 Priority Investment Zones

KTDC has conceptualised the development of the following projects that are in the initial stages of evaluation, for possible local and foreign investment. The projects include details on site analysis and the type of proposed tourist facility. The final investment proposals/feasibility studies will be prepared on a case to case basis.

(i) *Bomas of Kenya*

The Bomas of Kenya is a limited liability company, which is a wholly owned subsidiary of KTDC which in turn is a wholly government owned public enterprise under the Ministry of Tourism and Wildlife. The Bomas of Kenya occupies an 83-acre leasehold site at Langata in the suburbs of Nairobi. Its principal economic activity is to present cultural entertainments and displays such as traditional arts to both tourists and local residents.

The investment opportunities include joint partnership in the Bomas of Kenya projects; a 100-bed tourist hotel project; and an amusement park (which would be the first major amusement park in Kenya).

(ii) *Hotels and lodges*

- Nairobi Jomo Kenyatta International Airport hotel project
- Mombasa Beach golf hotel at the north coast;
- Mombasa Island 5-star 200-bed hotel project;
- Tana River primate lodge project;
- The Leisure Galaxy Hotel (Mwingi);
- Aberdares Forest lodge: a forty-room lodge with public rooms, kitchen staff and drivers accommodation has been proposed.
- Kitale tourist hotel project - 3-star hotel comprising 50 beds with future expansion possibilities;
- Eldoret Airport hotel project;
- Kora lodge project – a 50-room lodge within the 1,800 km² National Park, which was the setting for Joy Adamson's book *Born Free*.
- Sibiloi lodge project; a 35-room lodge is proposed to be located at Sibiloi National Park in the N. Turkana;
- Thika Fourteen Falls project; the proposed project would provide lodge facilities to tourists visiting the slopes of Aberdare Mountains; and.
- Kerio Valley lodge project; a lodge facility has been proposed to be developed in the Kerio Valley National Reserve within the Rift Valley.

(iii) Senior Citizen Living Facilities

There is opportunity for purchase, refurbishment and management of existing hotels particularly at Mombasa and along the Coast that can be rehabilitated for senior citizen or low impact tourism. The KTDC can facilitate potential investors with information regarding various investment opportunities available

(iv) Health Spas

Geothermal mineral water springs are found in arid and semi arid areas such as Baringo and Turkana Districts within the Great Rift Valley and parts of Homa Bay District along the shores of Lake Victoria. These can be developed into health spas with small hotels from 30–50 rooms. In addition, hot water springs are found at or around (i) Lakes Bogoria and Baringo, (ii) Lake Turkana; and (iii) Olkaria and Eburu, near Lake Nakuru.

(v) Lake Victoria and environs

The resources of the lake have not been fully tapped for tourism. Potential exists for the development of cruise ship and water sports. The beaches along the shores are also ideal for hotels and clubs. Away from the lakeshore, opportunities for the development of lodges, tented camps and exist. The following areas have been identified as potential tourist sites: Mount Elgon National Park; Kakamega Forest National Reserve; Ndere Island National Park; Kisumu Impala Sanctuary; and Rusinga Island.

(vi) Eco-tourism projects

Investment opportunities exist for development of eco-lodges, tented campsites and cottages that are in harmony with environment exist in a diversity of attractive sites spread across the country.

(vii) National Parks and Reserves

The Kenya Wildlife Service (KWS) has information on all suitable sites for the development of lodges, camping and other tourism-related facilities in the National Parks and Reserves.

Other opportunities

Other tourism-related investment opportunities include facilities for cruise ships at Mombasa port and on Lake Victoria; roadside services; and development of film and sports tourism.

4. INVESTMENT ENVIRONMENT

4.1 Investment Framework

4.1.1 Government policy

Kenya has made considerable efforts to create an environment conducive to private investment, both domestic and foreign.

Good reasons for investing in Kenya include:

- Range of tax treaties and investment promotion and protection agreements;
- Stable pro-investment Government;
- Business-friendly regulatory reforms;
- Large pool of skilled English-speaking enterprising workers;
- Strategic location as a regional financial, communication and transportation hub;
- Well developed social and physical infrastructure;
- Fully liberalised economy;
- Preferential market access within the region and to the EU; and
- Well established local and foreign private sector.

4.1.2 Investment agencies

The Kenya Investment Authority (KIA) was established by the Government of Kenya through the Investment Promotion Act 2004 with the mandate of promoting and facilitating private investments in Kenya for both local and foreign investors.

The organisation was set up to provide professional assistance, facilitation, information and advice seeking to domestic and foreign investors seeking to establish a new investment or expand existing investments in Kenya. The KIA will also provide free information on business and investment opportunities in Kenya. Investments in Export Processing Zones (EPZ) are approved by the EPZ Authority.

4.1.3 Investment guarantees

Kenya is a signatory to and member of the Multilateral Investment Guarantee Agency (MIGA), an affiliate of the World Bank, which guarantee investors against loss of investment due to political problems and other non-commercial risks in host countries. Kenya is also signatory to International Centre for Settlement of Investment Disputes which is a channel for settling disputes between foreign investors and host governments.

4.2 Investment Incentives

Kenya's investment incentives are primarily centred on tax issues. A deduction is allowed in computing taxable income in respect of capital expenditure on new manufacturing industries and hotels. The allowance is granted at a rate of 85% (35% in Nairobi and Mombasa) on plant, machinery, buildings and equipment in the first year of business. Depending on the earnings of the business, the investment allowance can produce a tax free holiday of several years. More generous tax and other incentives are to be given to companies carrying on business in an EPZ.

Tourism

There are specific incentives for tourism-related investments:

- Investors in tourist hotels can apply for waiver of customs duties and VAT;
- Foreign investors are allowed to bring in cars for personal use and computers duty free;
- 100% investment allowance for new investments in manufacturing and tourist hotels.
- 25% corporate tax for companies issuing initial public offers in the Nairobi Stock Exchange (which is regulated by the Capital Markets Authority).

4.3 Access to Finance

The Central Bank of Kenya (CBK) is charged with the formulation and implementation of monetary policy directed at achieving and maintaining stability in general level of prices.

4.3.1 Commercial banks

The Kenya Commercial Bank is leading institution in Kenya's banking and financial sector. Other large banks include ABN Amro Bank, Barclays Bank of Kenya Ltd, Standard Chartered Bank Kenya, Stanbic Bank and the National Bank of Kenya.

The main development banks are the Development Bank of Kenya (DBK), which provides medium-term local and foreign currency financing for projects in the industrial, agro-processing, and tourism sectors, and the Industrial and Commercial Development Bank. Private insurance and pension funds are also important mobilisers of long-term savings in Kenya. These institutions normally invest their funds in real estate and listed securities.

4.3.2 International Financial Institutions

Kenya, as a signatory to the agreement between African, Caribbean and Pacific nations (ACP) and the European Union, known as the Cotonou Agreement, has access to the facilities of the European Investment Bank (EIB).

As a member of the World Bank, the facilities of the International Finance Corporation (IFC) would also be available for projects in Kenya. In addition, a number of regional and international development banks and institutions provide finance to ventures in Kenya. They include the African Development Bank (AfDB), the East African Development Bank (EADB), the Eastern and Southern African Trade and Development Bank (PTA Bank), the Development Bank of Southern Africa (DBSA), the Industrial Development Corporation of South Africa Ltd (IDC), the New Partnership for Africa's Development (NEPAD), the Netherlands Overseas Finance Company (FMO), the Commonwealth Development Corporation (CDC), the German Development Bank (DEG), the Danish Development Bank (IFU), and the Swedish Fund for Industrial Development of Africa (SFIDA).

4.3.3 Transfer of Capital and Profits

A floating exchange rate system is adopted in Kenya and there are no exchange controls. A foreign investor is free to repatriate his capital and after-tax profit.

4.4 Residential and Work Visas

Citizens of the European Union, Japan, USA, Canada and certain other countries can obtain visas at the point of entry in Kenya. Visas are valid for three months.

Any foreigner planning to stay in Kenya for longer than three months must register under the Alien Registration Act. Upon registration, the individual receives a form of identity card, stating name, address and other particulars. For a stay in Kenya exceeding six months, one must obtain a residence permit, valid for one year that must be renewed each time the work contract is renewed. The permit renewal can be valid for five years, each time.

The issuing of work permits is closely controlled but the Kenya Government does recognise that foreign investors or shareholders should be represented in senior management. A sympathetic view is also taken on the number of expatriates to be employed in new industries during the start-up phase. Work permits for such expatriates are issued by the Immigration Department and are valid for one to two years, renewable on application.

4.5 Technical and Promotional Assistance

Generic tourism promotion is undertaken by the Kenya Tourist Board. The Board's marketing budget is complemented by private sector marketing initiatives.

Kenya is a member of the East African Community (EAC) which is the regional intergovernmental organisation of the Republics of Burundi, Kenya, Rwanda, Uganda and Tanzania and aims at widening and deepening co-operation among the partner states in political, economic and social fields for their mutual benefit. The regional co-operation and integration envisaged in the EAC is broad based, covering tourism and wildlife management as well as trade, investments, industrial development; monetary and fiscal affairs; infrastructure and services; human resources, health, etc.

5. LIST OF KEY CONTACTS

Ministry of Tourism and Wildlife

Utalii House, off Uhuru Highway
P.O. Box 30027
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Kenya Tourist Board

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Ragati Road
P.O. Box 30630
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Email: info@keyatourism.org
Website: www.magicalkenya.com

Kenya Tourist Development Corporation

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Central Bank of Kenya

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Kenya Wildlife Service

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Website: www.kws.org

Kenya Association of Tour Operators

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Website: www.katokenya.org

Mombasa and Coast Tourist Association

P.O. Box 99596
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Tel: +254 112 254 28
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Useful Websites

- **Ministry of Tourism and Wildlife:** website provides useful information on the tourism attractions and investment opportunities in the tourism sector.
www.tourism.go.ke
- **East African Community** website contains useful profiles on EAC member states
www.eac.int
- **The British Broadcasting Corporation (BBC):** full profiles provide background information on the recent history, politics and economies of various countries.
http://news.bbc.co.uk/2/hi/country_profiles/default.stm