

PROSPECTS» CS BALALA SAYS VISITORS WILL DOUBLE THIS YEAR TO 2,800 COMPARED TO 2015'S 1,400

# Kenya looks east of Europe for tourists

**KTB MD says journalists from Poland and Czech Republic are expected to arrive in the country this week**

BY MATHIA RINGA

@mathiasringa  
mringa@kenationmedia.com

The Kenya Tourism Board is targeting Eastern Europe in a bid to attract more visitors.

KTB acting managing director Jacinta Nzioika, said the campaign is aimed at luring holidaymakers from the emerging markets of Poland and Czech Republic.

She said the promotions include familiarisation trips for travel agents and journalists from Poland and Czech Republic as well as advertising campaigns in Poland.

Ms Nzioika said journalists from the two countries are expected to arrive in the country this week while 30 travel agents from Poland are due to visit.

"We are bringing in journalists from Eastern Europe so that they can sample Kenyan tourism products for them to report about the local attractions in their countries," she said in an interview.

The KTB boss said Polish travel agents will visit various parts of the country to sample for themselves local leisure and safari products.

"KTB in collaboration with TUI Group will from July 31, carry out promotions in Poland to woo more tourists to the country," said Ms Nzioika.

In an interview with *Smart Company*, Ms Nzioika said the promotions are aimed at reviving the Polish market after tourist arrivals from the Eastern European country



Polish tourists arrive at the Moi International Airport in Mombasa last week. WACHIRA MWANGI/NATION

dropped to 1,400 last year.

During the peak period of 2012, she said, the country received 12,000 holidaymakers from the European nation.

Tourist arrivals from the Polish market took a dive in 2015 due to terrorist attacks which occurred in the country in 2014 and the negative publicity that came in their aftermath.

Ms Nzioika said tourist arrivals from Poland increased between January and July this year after security improved.

She said in the wake of the promotions, visitor numbers from the Polish market are expected to recover this year.

Introduction of charter flights from Warsaw to Mombasa by Polish airline Small

Planet, she added, would double arrivals from Poland this year to 2,800 from 1,400.

"Small Planet airline alone will bring 2,800 Polish tourists to Mombasa between now and October this year," she said.

TUI Group resident manager Tim Remberg said summer bookings for Kenya from the Polish market has improved due to demand from tourists, who want to visit the country for leisure and safari.

He said Small Planet will operate one flight a week from Warsaw to Mombasa from this month till October this year.

In November, he said, charter airline Enterrair will introduce flights from Warsaw to Mombasa during the winter season.

**12,000**  
Number of Polish tourists who visited Kenya at the peak of tourism boom in 2012. The number has dropped sharply and was a paltry 1,400 last year.

Mr Remberg, who represents the markets of Poland, Germany, Austria, France, Holland, Belgium, United Kingdom, said TUI Group had partnered with KTB in promoting Kenya.

Last Thursday, Tourism Cabinet Secretary Naph Balala said international tourist arrivals were expected to surpass last year's figure of 1.2 million following a surge in European summer and winter season bookings.

Mr Balala said the industry would perform better this year as more international holidaymakers from both traditional and emerging markets have made bookings to travel to the country between this month and October.

He added that the country has also registered impressive bookings for the winter period of November to March next year.

The Cabinet secretary said tourist arrivals from German were on the increase after the return of the country's national carrier, Lufthansa to Nairobi last year.