

Masai Mara managers want the state to market the reserve better

NAROK

By ROBERT KIPLAGAT

The management of Masai Mara Game Reserve has called on the Government to keep marketing the reserve.

The managers feel the attraction site that hosts the wildebeest migration needs to be promoted in such a way as to give it international prominence.

They were led by the Masai Mara Wildlife Conservancies Executive Board Chairman Linus Gitahi, Conservancies Council Chairman Francis

Nkoitoi and Daniel Sopia, the Chief Programmes Officer.

The officials want to petition the Government to inject more resources in the tourism sector.

Mr Gitahi, who was speaking during the graduation of 23 tour guides, asked Tourism Cabinet Secretary Najib Balala to give the country's tourism destinations a facelift.

"The Masai Mara is a world beater as far as Tourism is concerned. Balala is doing well in his docket, but a lot more needs to be done to sell the Masai Mara brand," said Gitahi.

He also called on the tour guides to be good ambassadors.