



Kenya Tourism Federation

NEWSLETTER

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IN THIS ISSUE:

- ⇒ **KENYA FILM INDUSTRY: UNTAPPED POTENTIAL FOR FILM DRIVEN TOURISM**
 - ⇒ **KENYA CINEMA NAIROBI FOLDS UP BUSINESS**
New Challenges edge out lower end cinema in the Kenyan market
 - ⇒ **3 SUSPECTED POACHERS GUNNED DOWN BY THE AUTHORITIES IN THE LAST TWO WEEKS**
 - ⇒ **2010 NEW PEAK YEAR FOR TOURISM**
2010 performance up to August higher than performance for similar period in peak year 2007
 - ⇒ **TOURISM INVESTMENTS IN KENYA - Source: KTDC**
 - ⇒ **READ THE KENYA TRAVEL GUIDE & MANUAL ONLINE:**
Kenya's diverse tourism offer showcased online.
 - ⇒ **EVENTS CALENDAR**
-

FILM AND TOURISM:

Film is a potent tool to use to market a travel destination. Across the world, different destinations have reaped significant upsurges in visitors' numbers after popular films were produced/filmed in these locations. Film provides a unique opportunity to *show case the best features of a destination*, with the advantage of the undivided attention of the audience, which is also large-scale, and transcends geographical boundaries. Depending on what the film portrays, the audience will perceive and associate the location with different attributes, such as beauty, adventure, horror, modern efficient, enchanting or chaotic.

If well capitalized on and communicated in material for marketing purposes, film can be a powerful tool to market a destination.

Kenya has much to do yet to tap into film driven tourism, as has

municated in material for marketing the park, lovers of the movie, and action films in general would be greatly persuaded to visit the park.

Kenya has much to do yet to tap into film driven tourism, as has been achieved in other parts of the world. For example, even in Kenya, many do not know that parts of the Hollywood action film starring Angelina Jolie, 'Lara Croft: The Tomb Raider' was filmed at the Hell's Gate National Park.

Examples of destinations that have cashed in on film driven tourism include: 'Saving Private Ryan' filmed in Normandy, France. After the release of the movie, Normandy, France witnessed a 40% increase in American tourists. The film 'The Lord of the Rings' filmed in New Zealand saw the country witness a 10% increase in number of visitors from the UK to New Zealand every year from 1998 to 2003 after the movie was screened. 'Braveheart' located at the Wallace Monument, Scotland, resulted in a 300% increase in number of visitors in the year after its release.



Data from the Film Commission of Kenya

OPPORTUNITY FOR INVESTMENT:

Statistics from the Film commission of Kenya show that if optimized, the film industry can generate into the Kenya economy Kshs 40 billion, and 250,000 jobs per annum. Currently, revenue generated by the industry is as shown below, indicating there is still vast potential in film yet to be tapped.

The country earned an estimated Ksh.768 million in 2008/09 as total collections from film. Undoubtedly, there is a lot of potential in this sector; and it is imperative that we move to realize this potential, bearing in mind that we can further enhance earnings from the sector by tapping into film driven tourism.

2010 NEW PEAK YEAR FOR TOURISM

Official statistics released last month by the minister for tourism, Hon. Najib Balala, indicate that the sector is on course to set a new peak year at the close of 2010; having consistently performed better every month than the corresponding month last year (up till August); and looking to continue the same trend.

The current peak year for tourism, 2007, had total international arrivals by end of August at 689, 260; while total international arrivals for this year as at end of August was 701,691 - an increase of 1.8%. The upward trend is great news for the sector, having put in concerted efforts to stem the downward trend in international arrivals and revenue observed in 2008.

Recent reports indicate that tourism has been surpassed by remittances from Kenyans in the Diaspora in the ranking of the country's largest foreign exchange earners - the sector needs to re establish its place at the helm of the country's economy - through increased investments, aggressive marketing and competitive product and service offer.

Comparison in terms of regional arrivals for 2009 & 2010, period from 1st Jan- 31st Aug

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
2009	78,481	79,078	71,186	60,773	55,122	69,059	97,661	100,314
2010	93,314	91,954	87,156	63,755	67,817	79,472	116,759	101,464
% change	18.9	16.3	22.4	4.9	23.0	15.1	19.6	1.1

International arrivals at ports of entry 2010 up to August:

International tourists arrivals at ports of entry- 2010									
Month	Jan	Feb	March	April	May	June	July	August	Total
Cruise	0	0	508	0	0	0	0	0	508
Miam	29,580	25,392	22,673	8,016	6,642	8,395	18,839	23,993	143,530
Jkia	63,734	66,562	63,975	55,739	61,175	71,077	97,920	77,471	557,653
Total	93,314	91,954	87,156	63,755	67,817	79,472	116,759	101,464	701,691

KENYA CINEMA NAIROBI FOLDS UP BUSINESS:

The exit of Kenya cinema, the cinema hall accessible to both the low and middle income in Nairobi considerably narrows down the entertainment options available to these - who are the majority of the Kenya population.

Kenya cinema, Moi Avenue, Nairobi, folded up business on eighth of October 2010. The reason provided by the management, Fox entertainment Group, is the closure was necessitated by non profitability.

The cinema hall which, compared to other cinema halls, targeted the lower end of the market had come

The exit of Kenya cinema puts

other cinema halls, targeted the lower end of the market had come under stiff competition occasioned by technological advances in the entertainment industry. The public could readily purchase DVDs at very cheap prices - one can purchase 1 DVD with several movies for Kshs 100, as opposed to paying Kshs 300 to watch 1 movie at the cinema theatre. With the advancement of home entertainment systems, more would be cinema patrons tended to invest in today's home entertainment systems/theatres with advanced features, and enjoy a variety of movies on DVDs in the privacy of their own homes. Fox drive in Thika road and Fox theatres Kisumu are also slated for closure.

The exit of Kenya cinema puts in perspective the fact that to the larger Kenyan population, big screen entertainment is virtually non-existent. Entertainment and tourism go hand in hand; developing this niche would up the tourism appeal of our city, domestic tourism would benefit from this.

Greater access to internet which affords the public ability to view the movies on line, and piracy are also factors that have been stated to have contributed to the fall of the famed Kenya cinema. Fox entertainment group announced that to survive in the technologically innovative entertainment scene, the group has plans to introduce new products and services in their more profitable cinemas. 1 such product to be introduced is 3D installation at the theaters.

Says Fox Theatres marketing and communication consultant, Maurine Nyanjong

"As the entertainment scene gets more diverse and the patrons become more sophisticated, we are looking to provide cinema goers with a new experience in theatres."

TOURISM INVESTMENTS IN KENYA - Source: KTDC

Kenya Tourist Development Corporation (KTDC) was established under an Act of Parliament, Cap 382 of the Laws of Kenya. The Corporation is mandated under the Act to promote, facilitate, finance and develop tourism facilities in Kenya. KTDC is a Development Financial Institution (DFI) whose funding is sector specific to the tourism industry. The funds are disbursed in two ways - *equity financing and debt financing*. The loans are financed to investors for specific projects which are long term and at very affordable interest rates.

The Corporation has over the past two years conceptualized the development of new tourism products in line with the current tourism investment climate, to interest and encourage local and foreign investment in the country.

CONCEPTS DEVELOPED BY KTDC:

- 1] Convention Centers in Kenya
- 2] The Health Spa Concept concentrated around the Geothermal

◆ Each concept contains a project detail on site

- 2] The Health Spa Concept concentrated around the Geothermal Springs Areas
 - 3] The Boutique Hotel Concept
 - 4] Senior Citizen Assisted Living Facilities- The concept of low impact high return investments on the Kenyan Coast.
 - 5] The development of mazes in public city parks
 - 6] The development of Roadside Conveniences along the major highways in Kenya.
 - 7] The development of a marina along the Kenyan coast.
- ◆ Each concept contains a project detail on site analysis, and the type of proposed tourist facilities as well as its potential viability.
 - ◆ *Kenya's unique combination of spectacular tourist attractions and liberalized economy make it an ideal investment location, especially for investors interested in the development of sustainable and quality tourism.*

Tourism, the country's third largest foreign exchange earner, has been on a recovery path since the downturn in 2008, which was occasioned by the post election violence early in the year. The sector is rapidly growing as a result of the liberalization measures, product diversification and continued Government commitment to providing an enabling investment environment.

The Government through the Kenya Tourist Board has been promoting the country in all the source markets as a choice destination boasting political stability.

Currently the Government is committed to diversification of the industry which has in the past been concentrated at the Coastal region, the game reserves and national parks. In order to enhance sustainable tourism, several investment opportunities have been identified in hitherto unexploited bio-diverse hotspots across the country

For more guidelines on tourism investment financing, visit KTDC offices Utalii house, or visit www.ktdc.co.ke

3 SUSPECTED POACHERS GUNNED DOWN BY THE AUTHORITIES IN THE LAST TWO WEEKS

KWS Rangers shot dead 2 suspected poachers in the Galana ranch outside the Tsavo East National Park, and recovered a total of seven elephant tusks, an AK 47 rifle, a G3 rifle, G 3 magazine and several rounds of ammunition. The recovered ivory had been obtained from 4 elephants from a nearby ranch believed to have been killed by the suspects. 1 suspect is in custody while three are on the run.

Separately, a suspected poacher was shot dead and 4 firearms recovered in a shoot-out between suspected poachers and KWS rangers outside the Meru National Park, Isiolo. The authorities recovered two AK 47 rifles and 30 rounds of ammunition from the suspects.

Authorities are pursuing other suspects on the run who escaped after

Authorities are pursuing other suspects on the run who escaped after the shootout.

READ THE KENYA TRAVEL GUIDE & MANUAL ONLINE:

Access the online edition of the Magazine that details Kenya's diverse and exceptional travel attractions. *Looking for information regarding the world class parks, our rich cultural heritage, the beautiful Coast, Sports or the picturesque Kenya landscape?* Click on the link http://issuu.com/Landmarine/docs/kenya_travel_guide_2010?mode=embed&layout=http%3A%2F%2Fskin.issuu.com%2Fv%2Fflight%2Flayout.xml&showFlipBtn=true

and read the Kenya Travel Guide & Manual on line.

EVENTS CALENDAR:

EVENT	DATE	VENUE	HOST
World Travel Market	8th-11th Nov 2010	ExCel Exhibition center, London	
5th Session, UNESCO Inter-governmental Committee for Safeguarding of Intangible Cultural Heritage (ICH)	15th-19th November 2010	KICC, Nairobi	Ministry of National Heritage and Culture
2010 East Africa Public Relations Association Conference	23rd-26th November	Sarova Panaf-ric, Nairobi	Public Relations Society of Kenya

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