

KENYA WILDLIFE SERVICE

BRANDING OF KISUMU AND NDERE ISLAND NATIONAL PARKS

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Background

IN 2007, the government rolled out a development blueprint, Vision 2030, that would see the country become a middle income earning economy by 2039, with an annual growth rate of 10 per cent.

Tourism is one of the key drivers of the economic pillar.

The vision has 100 flagship projects to be implemented. All ministries and government agencies have aligned their strategic plans with Vision 2030. The Kenya Wildlife Service, under this pillar, has been tasked with the responsibility of promoting the unique but less visited parks, through various park branding developments.

During branding, parks are

identified for their uniqueness, thereby developing different products in the different parks for the various consumer needs. As a result, customer experience is enhanced in order to increase visitation. Staff offices and housing are also enhanced since their environment determines the quality of service they provide.

The branding of Kisumu Impala and Ndere National Parks

is therefore a great milestone in the ongoing branding activities, which started on 10 August 2005. A total of 20 Parks have now been branded. It is expected that these two sanctuaries will serve as the gateway to the Western circuit, providing unique experiences for visitors going all the way to Turkana.

Preparations for the branding have involved the construc-

tion of new animal enclosures, modern ablution blocks, car park, gates, and translocation of a variety of wild animal species to the two facilities. Some of the revamped facilities include roads, office blocks, public utilities, cages and signages.

For the Western region, the branding of Ndere Island National Park and Kisumu Impala Sanctuary brings to six the number of parks and reserves

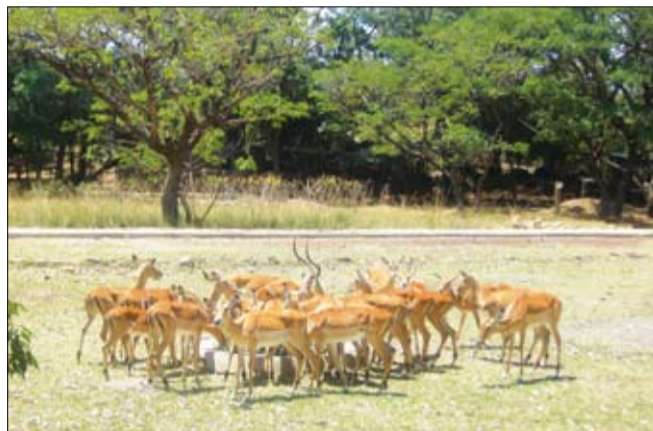
so far refurbished. These include Kakamega Forest National Reserve, Ruma National Park, Mt Elgon National Park and Saiwa Swamp National Park.

With the expansion of Kisumu International Airport, and rehabilitation of roads and infrastructure in the western circuit, increased tourist flows are expected.

Kisumu Impala Sanctuary



A lakeshore walk with Impalas



The Kisumu Impala Sanctuary spans about 38 ha. It was created to provide a home for threatened Impalas within Kisumu city and its environs. It also provides a safe grazing area for hippos from the lake. It was gazetted in October 1992, after which a holding facility for captive animals in the Western Conservation Area (WCA) was developed within the sanctuary to enhance tourism. The sanctuary consists of two portions, separated by private developers. KWS is coming up with ideas on how best to utilize Impala B for conservation.

Located just a kilometre from Kisumu CBD, Kisumu Impala Sanctuary lies close to Hippo Point and features 3km of nature trails and a selection of picnic sites. This walking sanctuary is a holding area for animals which require spe-

cial protection in this densely populated area. The Sanctuary's focus is herds of impalas and zebras which roam freely in the sanctuary. This is where it derives its fitting slogan: A Lakeshore Walk With Impalas. Within the sanctuary is an animal orphanage that contains a collection of caged lions, leopard, cheetahs, baboons, hyena, jackals, bush duikers, bush buck and buffaloes. The sanctuary also provides important open grazing for the local hippo population while the threatened sitatunga antelope exist in the nearby swamps and can be seen early in the morning.

With over 115 bird species recorded, the sanctuary is a delight to birdwatchers especially in the morning and late afternoon.

There is a new public camp-

site in the sanctuary, State Lodge Campsite, which has modern amenities. There are also several picnic sites within the sanctuary that offer excellent venues for weddings, corporate events and functions. The Sundowner tower which faces the Railway trail is a perfect area for sundowners on the shores of the second largest fresh water lake in the world.

A new gate (Sunset Gate) connecting the sanctuary with Sunset Hotel has been opened to ease access by the guests from the Hotel.

A shady and peaceful place, with its abundance of birdlife and picnic areas beside the lake the Sanctuary provides an ideal refuge away from Kisumu's busy town centre. The Sanctuary is open all year round.

Ndere Island National Park



Ndere Island, a newly gazetted park, is just off the northern shore of Lake Victoria and was opened in November 1986. It is 4.2 sq km. Ndere means 'meeting place' in the language of the local Luo tribe. According to the Luo folklore, Kit Mikayi, mother of the tribe, rested up near Ndere after her long journey south down the Nile valley. She found the lush shorelines so pleasing that she and her people settled there. The branding slogan is therefore the Island of Serenity and Beauty.

Access to the park is either by road or boat from Kisumu. The main attractions include African fish eagles, hippopotamus, Nile crocodiles and impalas. The activities that take place here include walking, game viewing, bird watching, sport fishing and boat riding.

KWS has two campsites that provide the only accommodation currently available.

Opportunities and Challenges

Kisumu Impala Sanctuary is the leading tourism revenue earner in the WCA. Wildlife based, wilderness (camping and picnicking) and aquatic ecotourism are major activities facilitated by the KWS. Available visitor statistics indicate that Kenya Citizens make majority numbers and that visitations across all categories have been increasing since 2007. However, the revenue collected is still much lower than its potential.

Just like the larger Western Tourism Circuit hospitality facilities, especially accommodation and transport, have been identified as inadequate.

Impala Sanctuary has in the past experienced habitat degradation in form of encroachment of corridors by urban investors.

The Community Based Organizations and individuals operating boat trips, domestic and commercial fishing busi-

nesses are encouraged to participate in conservation of the Parks and Lake Victoria positively. KWS plans to build the capacity of the fishing community in saving and investment skills. The Service also continues to expose the communities through exchange visits to other parts of the country where communities are reaping benefits from wildlife conservation related activities.

The presence of complimentary facilities in Kisumu City such as the International Airport currently being upgraded and the opening up of EAC offices in Kisumu should create opportunities for investment in the tourism sector.

Demand for private wildlife farming in the Western Conservation Area has continued to increase. KWS encourages more such investments. Currently over seven private conservancies have been established, while three are in the process of being developed.

Branding Milestones: Towards World Class Parks

- August 10, 2005:** Lake Nakuru National Park – “Bird Watchers’ Paradise...and So Much More!”
- September 23, 2005:** Amboseli National Park – “Kilimanjaro Royal Court...and So Much More!”
- November 8, 2005:** Tsavo West National Park – “Land of Lava, Springs, Man-Eaters...and So Much More!”
- December 9, 2005:** Tsavo East National Park – “Theatre of the Wild...and So Much More!”
- March 3, 2006:** Aberdare National Park – “Majestic Peaks, Moorlands, Falls...and So Much More!”
- April 27, 2006:** Kisite Mpunguti Marine Park – “Home of the Dolphin, Coconut Crab...and So Much More!”
- September 22, 2006:** Ruma National Park – “Dramatic Valley of the Roan Antelope, Oribi...and So Much More!”
- October 27, 2006:** Malindi Marine Park – “Africa’s Oldest Marine Park, Magic Islands, Zebra Fish...and So Much More!”
- October 27, 2006:** Watamu Marine Park – “Haven for Green Turtle, Unique Coral Garden, Mida Creek...and So Much More!”
- December 16, 2006:** Nairobi National Park – “The World’s Only Wildlife Capital...and So Much More!”
- December 16, 2006:** Nairobi Safari Walk- “Refuge of the Wild...and So Much More”
- December 16, 2006:** Nairobi Animal Orphanage
- June 21, 2007:** Ol Donyo Sabuk National Park - “Ultimate Panoramic Experience”
- March 15, 2007:** Mt. Elgon National Park - “Untamed Wilderness, Secluded Splendour”
- September 27, 2007:** Kakamega Forest National Reserve- “Canopy of Natural Beauty”
- July 19, 2007:** Meru National Park – “Complete Wilderness”
- September 25, 2009:** Hells Gate National Park- “A Walk on the Wild Side”
- September 25, 2009:** Mt Longonot National Park - “Sheer Adventure”
- March 3, 2010:** Ndere Island National Park- “A Lakeshore Walk With the Impalas”
- March 4, 2010:** Kisumu Impala Sanctuary – “The Island of Serenity and Beauty”

Park Fees for Kisumu Impala and Ndere Island National Parks

	Adult	Child	Student
Citizens	Ksh.100	Ksh.50	Ksh.50
Residents	Ksh.300	Ksh.100	Ksh.100
Non-residents	US\$15	US\$5	US\$5

Adopt a wild animal

The Kisumu Impala Sanctuary provides is a natural habitat for impala's and hippos. It is also home for abandoned and captured animals. At the facility you are able to see at a close range a herd of Impalas

roam freely. It provides the unique opportunity for one to come as close as five feet away from caged leopards, hyenas, lions, cheetahs, jackals, bush backs, vervet monkeys, syke/blue monkey baboons, bush

duikers, zebras and monitor lizards. The hippos graze freely in the Sanctuary during the night. A wide variety of reptiles, and over 150 bird species find refuge in this facility.

We invite you to adopt one of these. For details contact:
Resource Mobilisation on Tel: +254-20-6009356 / 6000800
Visit our website for more details: www.kws.go.ke