

**REMARKS BY REBECCA M. NABUTOLA, PERMANENT SECRETARY  
MINISTRY OF TOURISM & WILDLIFE, DURING THE RE-LAUNCH OF THE  
KTN PROGRAMME, OUT & ABOUT ON THURSDAY 31ST JANUARY 2008 AT  
THE NAIROBI SAFARI WALK**

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Chief Executive Officers of the various institutions represented here today;  
Stakeholders in the tour and travel industry,  
Members of the Press,  
Distinguished Guests,  
**Ladies and Gentlemen,**

It is with great joy that we have come together this evening to witness the re-launch of the popular Kenya Television Network programme, Out & About.

Many of you who are in the tour and travel industry will concur with me when I say that **Out & About** is the best programme that comes on our national television screens. It is not only informative, but also educative, exciting and enjoyable. It challenges all of us to break away from our familiar (and sometimes boring) surroundings to discover, explore and experience our beautiful country.

That is why, **Ladies and Gentlemen**, our two institutions, the Kenya Wildlife Service and the Kenya Tourism Board have found it necessary to forge partnership with The Standard Group to re-launch the programme. This partnership between the key tourism industry players and the media is a winning combination. It brings the desired synergy that is so vital at this time when the reputation of our country as a safe tourist destination is critically challenged.

Our industry appreciates the role that the media plays in promoting tourism. We rely on the media to tell our citizens and the rest of the world about Kenya, when things are good and when they are bad. Just over a month ago, when the industry was experiencing a boom, the media was with us spreading the good message.

During the past four years, tourism had passed the recovery phase and entered a new level of sustainability. We were concentrating much more on promoting Kenya as an investment destination as the available tourism infrastructure was getting over-stretched. Most of our hotels were recording 100% bookings just a month ago and the forecast was that the trend would be sustained.

However, today, we are going through the worst crisis that has ever happened not only in the political arena but in the tourism industry in Kenya's history.

The launching of **Out & About** programme is therefore significant as it will help the industry in managing the current crisis and even in the recovery effort after the storm is

over. We earnestly pray for this to happen sooner than later. Through the media, we can mobilize the domestic tourism market which will then instill confidence in the international market about the destination. In the midst of the crisis that we are facing today, there are many good stories that are not being told.

For example, majority of the popular tourism circuits are still safe for travel and visitors who have the correct information are still touring though in very small numbers. Further, international tourists have not experienced any harm related to the crisis and this is good news that needs to be told.

Our partnership with the media will also help in discarding the myth that tourism is a business of the elite by showing the linkages between the small scale trader and the industry. For every tourist, three direct jobs and five indirect jobs are created. Majority of those jobs are for the ordinary Kenyan who produce the goods, the food and the services that tourists consume.

Our people wherever they are, need to know and understand the enormous contribution that tourism makes to their livelihoods. They need to know that if tourism fails, the economy fails. This directly hits the small income earners who suffer jobs losses and lack of markets for their goods and services. Here, I have in mind the taxi driver, fisherman, the beach operator, the woodcarver, the potato farmer etc. these are the unsung heroes of tourism whose story needs to be told by the media.

I am optimistic that the programme we are re-launching today is a crucial first step towards the salvation, recovery and growth of tourism in this country. I therefore encourage everyone here tonight, in your various sectors, to participate in this effort by providing any required information and support to ensure its success.

I conclude by congratulating the KWS, KTB and the Standard Group for jointly supporting this programme. I want to encourage tourism industry players and other media houses to explore how they too can work together in similar initiatives. By doing so, your names will be inscribed in the Hall of Fame of those who helped the industry get back on its feet at its most critical time of need.

Ladies and gentlemen, I thank you and welcome you to witness the unveiling of the newly repackaged and re-launched Out & About programme.

**Rebecca M. Nabutola**  
**PERMANENT SECRETARY**