

WHY I LOVE KENYA



Kenya Tourism Federation



DISCOVER & EXPERIENCE OUR BEAUTIFUL COUNTRY



THE OFFICIAL MAGAZINE OF THE KENYA TOURISM BOARD & KENYA TOURISM FEDERATION

DISCOVER & EXPERIENCE OUR BEAUTIFUL COUNTRY

WHY I LOVE KENYA

MAY-JUNE 2017 ISSUE 1



The
Greatest
Wildlife
Show on Earth

Wild ride
A safari on horseback

The
Butterfly
People
The colourful Samburu

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JULY-AUGUST 2017 ISSUE 2



An interview with
elephant foster mum
Dr. Dame Daphne Sheldrick

"benvenuto" to
Malindi

on safari
with the man who
knows everything

THE OFFICIAL PUBLICATION OF THE KENYA TOURISM BOARD & KENYA TOURISM FEDERATION



OUR GOALS

- > SPREAD POSITIVE NEWS ABOUT KENYA
- > COUNTER NEGATIVE PR!
- > TALK DIRECTLY TO SOURCE MARKETS
- > USE INSPIRING IMAGERY & COPY
- > STIMULATE AND DRIVE ENQUIRIES
- > EMBRACE DIGITAL + SOCIAL MEDIA
- > GROW DISTRIBUTION



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www.MagicalKenya.com

WHY I LOVE KENYA

A PUBLIC / PRIVATE PARTNERSHIP

- > KENYA TOURISM BOARD
- > KENYA TOURISM FEDERATION



FULL SUPPORT FROM THE MINISTRY

'I AM 100% BEHIND WHY I LOVE KENYA MAGAZINE AND URGE EVERYONE IN THE INDUSTRY TO SUPPORT THIS UNIQUE AND VERY TIMELY INITIATIVE. ONLY WHEN WE STAND UNITED CAN WE RESTORE KENYA TO HER RIGHTFUL POSITION AS **THE** SAFARI DESTINATION OF THE WORLD.'



WIDE DISTRIBUTION

- > KTB 5,000: OVERSEAS REPS, TRAVEL & TRADE SHOWS
- > KTF 5,000: LOCAL - HOTELS & LODGES, TOUR OPERATORS, AIRPORTS & AIRLINES, CONSERVATION GROUPS, SOCIAL & SPORTS CLUBS, COFFEE SHOPS
- > **HUGE** DIGITAL SHARING THROUGH TRAVEL INDUSTRY
 - REACHING OVER 50,000 AND GROWING



WILK IS A STORY OF...

HISTORY
& CULTURE...



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WHY I LOVE KENYA

INCREDIBLE
ADVENTURE...



UNIQUE DESTINATIONS...



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WHY I LOVE KENYA



AND LIFE-CHANGING EXPERIENCES



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WHY I LOVE **KENYA**

WILK IS A STORY
OF STARTING LIVES...



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WHY I LOVE KENYA

OF MAKING
FRIENDS...



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WHY I LOVE KENYA

A couple is seen from behind, sitting on a rocky ledge and looking out over a vast, green savanna landscape. The woman is wearing a white t-shirt and grey pants, and the man is wearing a white shirt, grey pants, and a brown hat. They are both holding glasses of champagne. To their left is a bucket of ice with a bottle of champagne. The landscape is filled with acacia trees and stretches out to a distant horizon under a cloudy sky. The scene is framed by lush green foliage on the left and right sides.

AND CREATING
MEMORIES

EVERY ISSUE
IS A JOURNEY...



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WHY I LOVE
KENYA



JOIN US!

DESTINATION MARKETING

MARKETING KENYA IS MARKETING **YOUR** BUSINESS!
HOW MUCH DO YOU NOW SPEND ON BROCHURES?



**SO...
MAKE USE OF THE
WILK BROCHURE
AND CONTENT!**

SPREADING THE WORD

AS WELL AS DISTRIBUTING 10,000 PRINTED COPIES,
THE DIGITAL VERSION OF WILK GOES 'VIRAL'...



JUST ONE TOUR OP IN UK NOW SHARING WITH 4,000+ CLIENTS



**WHY I LOVE KENYA
CANNOT CONTINUE WITHOUT
YOUR ADVERTISING SUPPORT**

**THERE ARE A RANGE OF OPTIONS:
FROM FULL PAGE TO QUARTER PAGE
& CLASSIFIEDS @ ONLY KSHS 15,000**

**HELP US SPREAD THE WORD
AND INSPIRE EVERYONE TO COME
AND DISCOVER MAGICAL KENYA**

THANK YOU!



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DAVID STOGDALE
CHAIRMAN, KTF MARKETING COMMITTEE