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DISCOVER & EXPERIENCE OUR BEAUTIFUL COUNTRY

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





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



MAY-JUNE 2017 ISSUE 1

 $G_{\text{Show on Earth}}^{\text{The}}$

Wild ride A safari on horseback

The Butterfly People The colourful Samburu

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

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









A PUBLIC / PRIVATE PARTNERSHIP

> KENYA TOURISM BOARD> KENYA TOURISM FEDERATION



KENYA

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.'

KENYA

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

KENYA

WILK IS A STORY OF ...

HISTORY & CULTURE...

KENYA

INCREDIBLE ADVENTURE...

KENYA

UNIQUE DESTINATIONS...





AND LIFE-CHANGING EXPERIENCES







WILK IS A STORY OF STARTING LIVES...





KENYA

OF MAKING FRIENDS...





AND CREATING MEMORIES



EUERY ISSUE IS A JOURNEY...







JOIN US!

KENYA

DESTINATION MARKETING

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

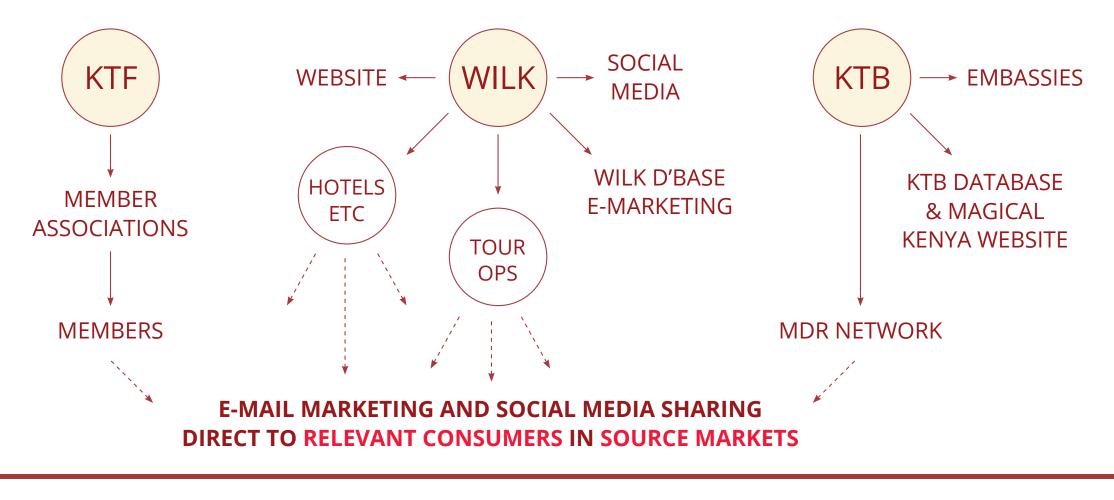
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SPREADING THE WORD

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!





DAVID STOGDALE CHAIRMAN, KTF MARKETING COMMITTEE