



**Kenya Association of Hotel Keepers & Caterers (KAHC)**  
**Media Coverage Report on Hospitality & Tourism Sector during Covid-19**  
**December 2020- March 2021**

# BROADCAST MEDIA

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**DATE :** 18/12/2020

**Station:** Metropol TV

**Title:** State of the tourism and hospitality sector || PART 1

**Link:** <https://youtu.be/V-rd-TLLadw>

**SOV (sec):** 11:59

**AVE (Kshs):** 1,627,200



**DATE :** 06/01/2021

**Station:** Citizen TV

**Title:** Iconic CBD hotels still shut months later

**Link:** <https://youtu.be/nulmbiyMKzI>

**Time:** 2100hrs

**SOV (sec):** 2:27

**AVE (Kshs):** 911,134



**DATE :** 02/02/2021

**Station:** Metropol TV

**Title:** Kenya's economy in recession

**Link:**

<https://www.youtube.com/watch?v=ipXaFsTH9UE&list=PL54i-A7Y-TgskhYHfPrGRGUCggTuKKle6&index=4>

**Time:** 0700hrs

**SOV (sec):** 14:21

**AVE (Kshs):** 1,991,700



**DATE :** 9/03/2021

**Station:** K24 TV

**Title:**

COVID-19:1 year in the business sector  
How the Tourism sector is slowly  
recovering from the Pandemic

Link: <https://youtu.be/WVara8kgpyg>

**SOV (sec):** 1:16

**AVE (Kshs):** 203,400



**DATE :** 29/03/2021

**Station:** KTN News

**Title:** Lockdown Economy: Tourism industry suffers over lockdown as hotels record low bookings

**Link:** <https://youtu.be/8m0b8dapD9Q>

**Time:** 2100hrs

**SOV (sec):** 13:00

**AVE (Kshs):** 3,125,200



**DATE :** 02/04/2021

**Station:** VOA News

**Title:** Kenya's Tourism Sector Takes  
Another COVID Lockdown Hit

Link: <https://youtu.be/-jJ2SHUtMVs>

**SOV (sec):** 00:13

**AVE (Kshs):** 78,900





**DATE :** 30/03/2021

**Station:** KTN News

**Title:** Discussion with Mike Macharia and Vincent Ombaka on the minimum tax debate in Kenya

**Link:**

<https://www.standardmedia.co.ke/ktnnews/business/video/2000209271/discussion-with-mike-macharia-and-vincent-ombaka-on-the-minimum-tax-debate-in-kenya-part-2>

**Time:** 1500hrs

**SOV (sec):** 10:54

**AVE (Kshs):** 2,644,400



**DATE :** 30/03/2021

**Station:** KTN News

**Title:** Discussion with Mike Macharia and Vincent Ombaka on the minimum tax debate in Kenya (Part 2)

**Link:**

<https://www.standardmedia.co.ke/ktnnews/business/video/2000209271/discussion-with-mike-macharia-and-vincent-ombaka-on-the-minimum-tax-debate-in-kenya-part-2>

**Time:** 1500hrs

**SOV (sec):** 14:45

**AVE (Kshs):** 3,571,000



# ONLINE MEDIA

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**DATE :** 5/12/2020

**Station:** IREN Kenya-YouTube

**•Title:** CEOs & The Shifting Labour Market

**Link:**

<https://www.youtube.com/watch?v=8ka42bv3agY>

**SOV (sec):** 4min 32sec

**AVE (Kshs):** 98,400



**DATE :** 12/06/2020

**Station:** Metropol TV- You Tube

**•Title:** State of the tourism and hospitality sector || PART 1

**Link:** <https://youtu.be/V-rd-TLLadw>

**SOV (sec):** 11:59

**AVE (Kshs):** 1,264,800



**DATE :** 06/01/2021

**Station:** Citizen TV- YouTube

**Title:** Iconic CBD hotels still shut months later

**Link:** <https://youtu.be/nulmbiyMKzI>

**SOV (sec):** 2:27

**AVE (Kshs):** 413,500



**DATE :** 02/02/2021

**Station:** Metropol TV – YouTube

**Title:** Kenya's economy in recession

**Link:**

<https://www.youtube.com/watch?v=ipXaFsTH9UE&list=PL54i-A7Y-TgskhYHfPrGRGUCggTuKKle6&index=4>

**SOV (sec):** 14:21

**AVE (Kshs):** 1,528,300



**DATE :** 9/03/2021

**Station:** K24 TV -YouTube

**Title:**

COVID-19:1 year in the business sector  
How the Tourism sector is slowly  
recovering from the Pandemic

**Link:** <https://youtu.be/WVvara8kgpyg>

**SOV (sec):** 1:16

**AVE (Kshs):** 158,100





**DATE :** 29/03/2021

**Station:** KTN News - YouTube

**Title:** Lockdown Economy: Tourism industry suffers over lockdown as hotels record low bookings

**Link:** <https://youtu.be/8m0b8dapD9Q>

**SOV (sec):** 13:00

**AVE (Kshs):** 2,150,200



**DATE :** 02/04/2021

**Station:** VOA News- YouTube

**Title:** Kenya's Tourism Sector Takes Another COVID Lockdown Hit

**Link:** <https://youtu.be/-jJ2SHUtMVs>

**SOV (sec):** 00:13

**AVE (Kshs):** 67,800



**DATE :** 30/03/2021

**Station:** KTN News-YouTube

**Title:** Discussion with Mike Macharia and Vincent Ombaka on the minimum tax debate in Kenya

**Link:**

<https://www.standardmedia.co.ke/ktnnews/business/video/2000209271/discussion-with-mike-macharia-and-vincent-ombaka-on-the-minimum-tax-debate-in-kenya-part-2>

**SOV (sec):** 10:54

**AVE (Kshs):** 1,819,400



**DATE :** 30/03/2021

**Station:** KTN News- YouTube

**Title:** Discussion with Mike Macharia and Vincent Ombaka on the minimum tax debate in Kenya (Part 2)

**Link:**

<https://www.standardmedia.co.ke/ktnnews/business/video/2000209271/discussion-with-mike-macharia-and-vincent-ombaka-on-the-minimum-tax-debate-in-kenya-part-2>

**SOV (sec):** 14:45

**AVE (Kshs):** 2,315,600

**December 2020 – March 2021**

<b>Hits</b>	<b>ADVERTISING VALUE</b>	<b>PR VALUE</b>
<b>Broadcast- 8</b>	<b>Ksh 14,152,934</b>	<b>Ksh 42,458,802</b>
<b>Online- 9</b>	<b>Ksh 9,816,100</b>	<b>Ksh 29,448,300</b>
<b>Total-17</b>	<b>Ksh 23,969,034</b>	<b>Ksh 71,907,102</b>



**Kenya Association of Hotel Keepers & Caterers (KAHC)**  
**Media Coverage Report**  
**April –June 2021**



# PRINT MEDIA

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RESTORE HOPE AND CONFIDENCE

## Mombasa to vaccinate 3,000 hotel workers

**DNVANGO OCHENG**/The Mombasa county government has announced plans to vaccinate at least 3,000 hotel workers in the tourism and hospitality sector in the region.

The exercise, which was launched on Tuesday at Kaderbkonty Health Centre at Makadara grounds, is being spearheaded by Tourism and Health departments. The vaccination began last week Thursday, however at a slow pace, before the official launch on Tuesday.

According to tourism stakeholders in the region, the move will restore hope and confidence in the industry, which has long lagged in its attempt to rise to the negative impact of Covid-19.

Tourism, which is among the highest income earners for Mombasa, is one of the sectors that has been hard hit by the Covid-19 pandemic.

Since the first Covid-19 case was reported, more than 4,000 jobs are reported to have been lost within the hotel industry, as many facilities have been forced to scale down operations or to close down their businesses.

Mombasa tourism chief officer Akiba Abdi said that the safety of hotel workers and guests is a priority to the county as they continue with plans to revive the industry. She said they will continue working closely with the stakeholders to reawaken the industry, which contributes over 8.8 per cent of the national Gross Domestic Product.

"The Mombasa tourism industry has proven to be resilient and unbowed during this pandemic. We are more than ready to put efforts to ensure that the industry bounces back to life," Abdi said.

Mombasa county health chief officer Pauline Oginoga said that the county had so far recorded 28 positive Covid-19 cases in three days of May.

Oginoga said in April, the county health department moved around the hotel facilities within Mombasa to inspect them to ensure that they adhere to Ministry of Health protocols on combating Coronavirus.

Speaking shortly after receiving the jab, Galina Osiho, one of the staff at Wasopet Beach Hotel, said that he was happy to have received the vaccine.

He urged other hotel industry workers to take the jab. "I'm glad I finally received the jab, this will ensure my safety and that of my family. I urge people not to be sceptical about it, but rather find it prudent to get vaccinated," Osiho said.

Wasilie Wasike, operations director at Heritage Hotels Group, urged the government to prioritise hotel workers as frontline workers in the war on the virus.

He said tourists will have confidence in Kenya knowing that the hotel workers have been vaccinated against Covid-19. "I received a call from one of our guests asking if all employees have been vaccinated. The guest gave us a condition that come next year January, they will only be back if all workers have been vaccinated," Wasike said.

**DATE : 5/5/2021**

**Publication: The Star**

**Title: Mombasa county to vaccinate 3,000 hotel workers against Covid**

**Page : 22**

**AVE (Kshs): 348,000**



**Mombasa**

## Covid-19 vaccination targets 3,000 hospitality employees

BY WACHIRA MWANGI

Coast tourism players have launched a vaccination drive for the hospitality industry targeting at least 3,000 workers in the first phase.

The campaign, which was launched at Makadara grounds in Mombasa, comes as a relief to the sector that has been hit hard by the effects of the pandemic.

Kenya Association of Hotel-keepers and Caterers (KAHC) executive vice-chairman Wasike Wasike thanked the devoted unit of Mombasa for including the tourism employees among frontline workers.

Mr Wasike said 10 per cent of Kenya's GDP and 12 per cent of the country's workforce is from the tourism and hospitality industry.

"This campaign will make Kenya a safe destination. The Maldives is a step ahead of us," Mr Wasike said.

Mombasa County Tourism Chief Officer Asla Abdi said the hotel business would bounce back when the workers are vaccinated against the deadly virus.

"The pandemic has shown that the industry is resilient. The safety of frontline workers is our priority," she said yesterday.

"Tour drivers, operators, staff in our pubs, bars and restaurants are covered in the campaign."

She added that the county government has been aggressive in marketing the region as a tourism destination.

"We have had a good month, with direct flights to Moi International Airport from new source markets. Ukraine and Romania have given us support. We recently signed an agreement with Morocco," Ms Abdi said.

She added that the county government did all it could to cushion tourism from the negative economic effects of the pandemic, including reducing liquor tax.

**DATE :** 6/5/2021

**Publication:** Daily Nation

**Title:** Covid-19 vaccination targets 3, 000 hospitality employees

**Page :** 22

**AVE (Kshs):** 357,600



**DATE :** 6/5/2021

**Publication:** The Star

**Title:** Photo Story-Nurse Peter Thande administers the Covid-19 shot to a hotel worker at Kaderbouy clinic, Mombasa, Tuesday. At least 3, 000 hotel workers are expected to be vaccinated.

**Page :** 10

**AVE (Kshs):** 215,200



RESUMPTION

# Hotels count on pending holiday bookings to kick-start business

Most clients pushed Easter slots to later dates after Kenya imposed partial lockdown

MARTIN MUKITA  
@MartMukita



Most hotels at the Coast are now counting on rescheduling of previous bookings to jump-start operations after the lifting of travel restrictions in five key counties. This is after a month of no business from key domestic market source of Nairobi which together with four other counties—Kiambu, Machakos, Kakamega and Nakuru, movement had been restricted into and out of what was termed as one area.

President Uhuru Kenyatta on Saturday lifted the restrictions on movement, adjusted back curfew hours to 10pm from 8pm and allowed the partial re-opening of bars.

With Nairobi being a key source for domestic travelers, hoteliers and industry players are hopeful business will start picking-up again as domestic tourism offers a life-line for the sector which continues counting losses from low international business in the wake of the pandemic.

According to the Kenya Tourism Federation (KTF) chairman, Martin Mukita, majority of holiday makers had pushed their bookings to later dates when movement was restricted.

"Kenyans are very decent people," Hersi said in an interview with the Star, "tourism without movement is dead. It is now upon us to put packages together and start promoting what we got and looking forward to support from Kenyans," said Hersi, who is also Pollman's Group Operations Director.

The restricted movement had stopped both air, road and rail trans-

port, locking out anyone from Nairobi from traveling to the Coast region, including international visitors who landed at the Jomo Kenyatta International Airport, the country's busiest airport and main link to other parts of the World.

"I had some clients coming from Nairobi for weekend holiday. I hope they can manage now to come. It is better with movement, a little business keeps us going," said Monica Stanki, director of Toffy Tours and Safaris.

According to Stanki who is the former Kenya Association of Tour Operators (KATO) coast branch chair, domestic tourism remains key in cushioning the sector which is near collapse in the Covid-19 pandemic era.

Baobab Beach Resort which operates three luxurious properties in Diani - The Baobab, The Maridadi, and Rok Zole, has slowly reported improved business with bookings for this coming weekend already at 40 per cent from a low of eight per cent before Sunday's announcement on re-opening by the President.

"After the cessation of movement that affected the five counties, most of the clients put their travel plans on hold. Most asked we hold moneys and as deposits for another time as they wait to see when travel will be allowed. Outlook is positive with domestic travel looking strong and resilient," Sylvester Mbandi, general manager at the Baobab Beach Resort, told the Star.

The hotel has refunded a few clients who could not reschedule their travel and bookings.

Domestic flights, resumption of the SGR passenger trains and public transport along the Nairobi-Mombasa highway are expected to boost visitor numbers to the Coast mainly from Nairobi.

The industry has missed out on two Easter holidays (2020 and 2021) over cessation of movement which has been part of the government's measures to curb the spread of the coronavirus.

Restrictions were put in place five days to Easter, dealing a blow to hoteliers in Mombasa, Diani, Nakuru, Kisumu and Nanyuki regions.

Nancy Peter Thande, administrator of a Vayago Hotel, Chef at Kadenbeary clinic in Damburi, ahead of 2000 hotel workers expected to be vaccinated. /LABAN WALLEGA

DATE : 7/5/2021

Publication: The Star

Title: Hotels count on pending holiday bookings to kick-start business

Page : 13

AVE (Kshs): 465,000

# Hope and fear of captains of industry on the Sh3.66tr Budget

By James Tait  
**Business Correspondent**

As Kenya prepares to table the Budget for the Fiscal Year 2021-2022, the industry is divided on whether the government will attempt to restructure the economy to allow for a recovery in the next few months. Many of the industry captains are optimistic that the government will support the budget proposals to the hilt. However, there are those who have high expectations, but are skeptical about the government's ability to deliver on its promises.

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Deborah Ireri (center) and her team at the National Bureau of Statistics. (Photo by James Tait)

**2% GDP**  
 The government's fiscal deficit is expected to reach 2% of GDP in 2021-2022.

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Portrait of a man, likely a government official or industry leader.

**DATE : 10/6/2021**

**Publication: The Standard**

**Title: Hope and fear of captains of industry on the Sh.3.66tr Budget**

**Page : 8**

**AVE (Kshs): 124,400**



# BROADCAST MEDIA

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**DATE :** 27/4/2021

**Publication:** KTN News-Bottom Line Africa

**Title:** Covid Disruption

**Time:** 2100hrs

**SOV:** 10:28

**AVE (Kshs):** 2,560,400

**DATE :** 3/5/2021

**Publication:** KTN News-Bottom Line Africa

**Title:** Open for business

**Time:** 2100hrs

**SOV:** 02:06

**AVE (Kshs):** 506,200





**DATE :** 3/5/2021

**Publication:** KBC TV

**Title:** Hoteliers survival amid Covid-19 in Kenya

**Time:** 2100hrs

**SOV(sec):** 23:29

**AVE (Kshs):** 6,269,400





**DATE :** 4/5/2021

**Station:** KBC TV

**Title:** A shot in arm -At least 400 people working in the tourism industry in Mombasa County have received the first dose of the AstraZeneca vaccine.

**Time:** 1330hrs

**SOV (sec):** 02:11

**AVE (Kshs):** 557,340



**DATE :** 04/05/2021

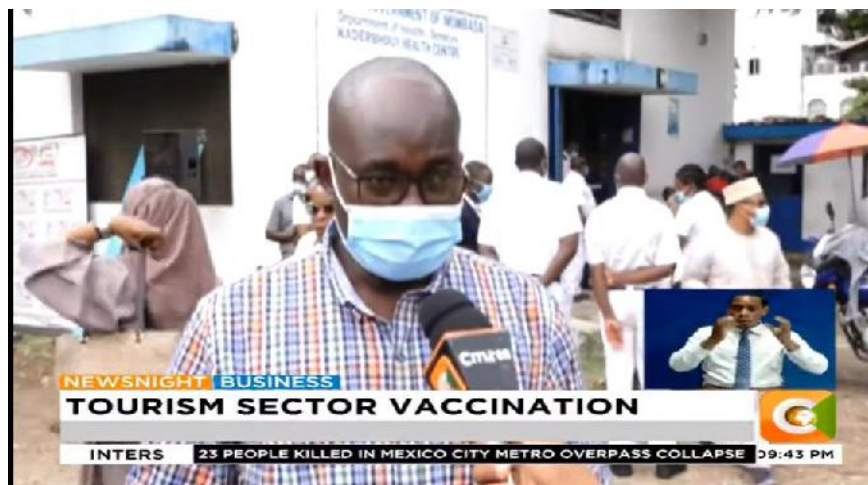
**Station:** KBC TV

**Title:** A shot in arm -At least 400 people working in the tourism industry in Mombasa County have received the first dose of the AstraZeneca vaccine.

**Time:** 2100hrs

**SOV (sec):** 3:47

**AVE (Kshs):** 902,360



**DATE :** 4/5/2021

**Station:** Citizen TV

**Title:** A shot in arm -At least 400 people working in the tourism industry in Mombasa County have received the first dose of the AstraZeneca vaccine.

**Time:** 2100hrs

**SOV (sec):** 2:16

**AVE (Kshs):** 4,423,296



**DATE :** 4/5/2021

**Station:** KTN TV

**Title:** Hospitality industry:Tourism CS Najib Balala launched the first phase of a vaccination campaign targeting frontline workers in the Tourism and Hospitality Sector.

**Time:** 0900hrs

**SOV (sec):** 09:30

**AVE (Kshs):** 2,235,720



**DATE :** 4/5/2021

**Station:** NTV

**Title:** Vaccination hoteliers -Tourism stakeholders in the Coast Region have launched a vaccination drive for the players in the hospitality industry, targeting at least 3,000 workers in the first phase.

**Time:** 1900hrs

**SOV (sec):** 02:28

**AVE (Kshs):** 612,480



**DATE :** 4/5/2021

**Station:** NTV

**Title:** Gift of the job -Tourism stakeholders in the Coast Region have launched a vaccination drive for the players in the hospitality industry, targeting at least 3,000 workers in the first phase.

**Time:** 2100hrs

**SOV (sec):** 02:30

**AVE (Kshs):** 640,320



**DATE :** 4/5/2021

**Station:** TV 47

**Title:** Hotels Keepers,Caterers vaccinated-  
Mombasa County Government kicks off  
COVID-19 vaccination exercise of hotel  
keepers, caterers.

**Time:** 2100hrs

**SOV (sec):** 03:02

**AVE (Kshs):** 435,000



**DATE :** 4/5/2021

**Station:** Ebru TV

**Title:** At Least 3000 Workers In Tourism And Hospitality To Get Vaccinated-At least 3000 workers in the tourism and hospitality sector in Mombasa county are set to get vaccinated against covid-19 in a bid to cushion the sector.

**Time:** 2100hrs

**SOV (sec):** 02:19

**AVE (Kshs):** 85,000





**DATE :** 5/5/2021

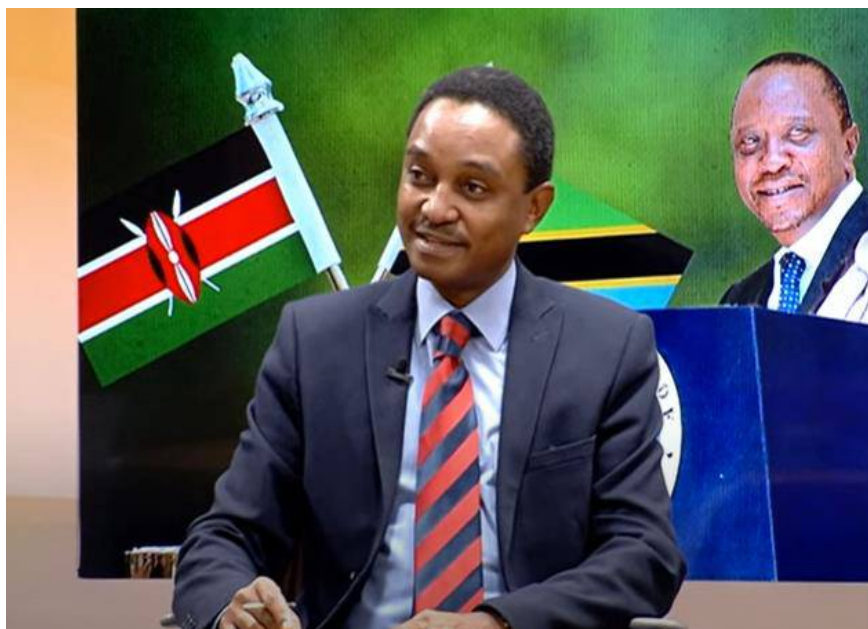
**Publication:** Citizen TV, Day Break

**Title:** Kenya-Tanzania trade deals (part 1)

**Time:** 0700hrs

**SOV:** 27:15

**AVE (Kshs): 10,346,321**



**DATE :** 5/5/2021

**Publication:** Citizen TV, Day Break- YouTube

**Title:** Kenya-Tanzania trade deals (part 2)

**Time:** 0700hrs

**SOV(sec) :** 23:44

**AVE (Kshs):** 9,004,412



**DATE :** 5/5/2021

**Publication:** Citizen TV, Day Break

**Title:** Kenya-Tanzania trade deals (part 3)

**Time:** 0700hrs

**SOV(sec):** 43:10

**AVE (Kshs):** 16,386,353



**DATE :** 28/5/2021

**Publication:** Inooro TV

**Title:** Nĩ KŪRITŪ; Andũ 5.1m gũte mawĩra mao matarĩ ma wabici nĩũndũ wa COVID-19

**Time:** 1300hrs

**SOV(sec):** 2:14

**AVE (Kshs):** 339,000



**DATE :** 28/5/2021

**Publication:** Inooro TV

**•Title:** Watho wa kũiga Akenya othe mũbango-inĩ wa NHIF

**Time:** 2100hrs

**SOV(sec):** 4:12

**AVE (Kshs):** 610,200



**DATE :** 4/5/2021

**Station:** Pwani FM

**Title:** Tourism sector boost as 400 hotel workers vaccinated-More than 400 people in the hospitality industry in Mombasa County received the first dose of the AstraZeneca vaccine on Tuesday morning.

**Time:** 1300hrs

**SOV (sec):** 01:02

**AVE (Kshs):** 44,100



**DATE :** 5/5/2021

**Station:** Classic FM

**Title:** Tourism sector vaccination drive: At least 400 people working in the Tourism industry in Mombasa received the first dose of the AstraZeneca vaccine.

**Time:** 0700hrs

**SOV (sec):** 00:17

**AVE (Kshs):** 19,500



**DATE :** 5/5/2021

**Station:** Kiss FM

**Title:** Tourism sector vaccination drive: At least 400 people working in the Tourism industry in Mombasa received the first dose of the AstraZeneca vaccine.

**Time:** 0700hrs

**SOV (sec):** 00:17

**AVE (Kshs):** 9,800





**DATE :** 5/5/2021

**Station:** KBC General Service

**Title:** Tourism sector boost -More than 400 people in the hospitality industry in Mombasa County received the first dose of the AstraZeneca vaccine on Tuesday morning.

**Time:** 0600hrs

**SOV (sec):** 01:51

**AVE (Kshs):** 80,100



**DATE :** 5/5/2021

**Station:** KBC Idhaa ya Taifa

**Title:** Tourism sector boost -More than 400 people in the hospitality industry in Mombasa County received the first dose of the AstraZeneca vaccine on Tuesday morning.

**Time:** 0600hrs

**SOV (sec):** 01:34

**AVE (Kshs):** 74,620



**DATE :** 5/5/2021

**Station:** East FM

**Title:** Tourism sector vaccination drive: At least 400 people working in the Tourism industry in Mombasa received the first dose of the AstraZeneca vaccine.

**Time:** 0700hrs

**SOV (sec):** 00:17

**AVE (Kshs):** 7,800



**DATE :** 5/5/2021

**Station:** Milele FM

**Title:** Shortage of AstraZeneca covid 19 vaccines-  
Mombasa county is facing a shortage of AstraZeneca  
covid-19 vaccines.

**Time:** 0600hrs

**SOV (sec):** 00:22

**AVE (Kshs):** 11,400



# ONLINE MEDIA

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## GOVT LAUNCHES COVID-19 VACCINATION DRIVE FOR TOURISM AND HOSPITALITY WORKERS

MONDAY, APR 26, 2021 BY: SYLVIA MWAGO POSTED IN: COVID-19 UPDATES, TOURISM  
COMMENTS: 0

The government through the Ministry of Tourism and Wildlife has launched a nationwide Covid-19 vaccination drive for frontline personnel in the Tourism and Hospitality sector.

The launch which commences in Nairobi county was presided over by Tourism and Wildlife CS, Najib Balala in partnership with the Nairobi Metropolitan Services, Kenya Association of Hotel Keepers and Caterers (KAHC), Kenya Association of Tour Operators (KATO), Pubs and Restaurants Association (PERAK), among other stakeholders in the sector.

Speaking on the drive, CS Balala said that the exercise is a major step towards resumption of activities in the tourism sector which had been greatly affected by the Covid-19 pandemic, he also noted that frontline workers in the Tourism and Hospitality sector are among the most vulnerable to Covid-19 because they come into direct contact with clients.

"Tourism is one of the sectors of our economy that has been greatly affected by the Covid-19 pandemic and today is, therefore, an important day for the sector as it marks a crucial step towards the resumption of activities in the sector. Remember hospitality facilities like restaurants, Hotels and Bars have been closed because of the risk posed by interaction. Therefore, this is an important step towards building confidence in the sector," said CS Balala.

He added that the first phase of the program will see 5,000 workers in the hospitality sector in Nairobi County get vaccinated, further revealing that the industry will be allocated a further 50,000 doses of the jab that will go into the programme.

"We shall begin vaccinating five thousand personnel in the county of Nairobi and then move on to the rest of the counties and we have been assured by the Ministry of Health that we shall be allocated another 50,000 doses to ensure that we cover a good number of frontline workers in the sector. Nairobi county has the highest number of facilities and more businesses have been affected here hence the need to first vaccinate workers as we move to other counties in the coming months. We shall ensure that this drive reaches all the 47 counties in the country," CS Balala added.

**DATE :** 26/04/2021

**Publication:** KenInvest website

**Title:** Govt Launches COVID-19 Vaccination Drive For Tourism And Hospitality Workers-The launch which commences in Nairobi county was presided over by Tourism and Wildlife CS, Najib Balala in partnership with the Nairobi Metropolitan Services, Kenya Association of Hotel Keepers and Caterers (KAHC), Kenya Association of Tour Operators (KATO), Pubs and Restaurants Association (PERAK), among other stakeholders in the sector.

**Link:** <http://www.invest.go.ke/govt-launches-covid-19-vaccination-drive-tourism-hospitality-workers/>

**AVE (Kshs):** 112,500



**DATE :** 27/4/2021

**Publication:** KTN News-Bottom Line Africa, YouTube

**Title:** Covid Disruption

**Link:** <https://www.youtube.com/watch?v=tG9ymKInxWw>

**AVE (Kshs):** 160,400



Home » Business » More than 1,000 hospitality frontline workers vaccinated

Business Coronavirus Local Business

## More than 1,000 hospitality frontline workers vaccinated

WRITTEN BY: Beth Nyaga  
April 27, 2021 15:09

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PS for Tourism Safina Kwekwe Isungu watches on as a Tour guide is vaccinated during the ongoing exercise

**DATE :** 27/04/2021

**Station:** KBC Online

**Title:** More than 1,000 hospitality frontline workers vaccinated-The exercise, which was launched by Tourism and Wildlife CS, Najib Balala targets 5000 frontline workers in the first phase targeting Nairobi County.

**Link:** <https://www.kbc.co.ke/more-than-1000-hospitality-frontline-workers-vaccinated/>

**AVE (Kshs):** 165,000





**DATE :** 3/5/2021

**Publication:** KBC TV- YouTube

**Title:** Hoteliers survival amid Covid-19 in Kenya

**Link:** <https://www.youtube.com/watch?v=5DDrr1WLWzk>

**AVE (Kshs):** 160,400

**DATE :** 3/5/2021

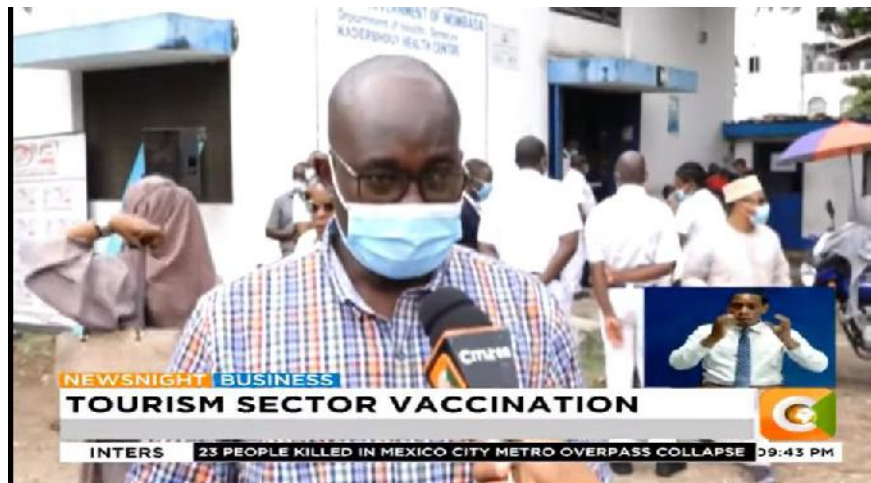
**Publication:** KTN News-Bottom Line Africa, YouTube

**Title:** Open for business

**Link:** <https://www.youtube.com/watch?v=5DDrr1WLWzk>

**AVE (Kshs):**160,400





**DATE :** 4/5/2021

**Publication:** Citizen TV- YouTube

**Title:** Vaccination of tourism sector players begin in Mombasa Exercise targeting 3,000 employees in the sector.

**Link:**

[https://www.youtube.com/watch?v=dw8\\_IS1eQmQ&feature=emb\\_title](https://www.youtube.com/watch?v=dw8_IS1eQmQ&feature=emb_title)

**AVE (Kshs): 160,400**



**DATE :** 4/5/2021

**Publication:** NTV- YouTube

**Title:** Covid-19 Vaccination: Mombasa launches campaign targeting health workers.

**Link:** <https://www.youtube.com/watch?v=nip5Zxcb7hl>

**AVE (Kshs):** 160,400



**DATE :** 4/5/2021

**Publication:** NTV- YouTube

**Title:** Mombasa: Shughuli ya kuwapa chanjo ya Covid-19 wahudumu wa sekta ya utalii yaanza

**Link:** <https://www.youtube.com/watch?v=oU3oRyluwWE>

**AVE (Kshs):** 160,400



## Tourism sector boost as 400 hotel workers vaccinated

May 4, 2021 18:12



PHOTO / ILO

**DATE :** 4/5/2021

**Publication:** KBC Online

**Title:** Tourism sector boost as 400 hotel workers vaccinated-The vaccination exercise conducted on Tuesday targeted 3000 frontline workers in the tourism and hospitality sector as part of a plans by the government to help revive the COVID-19 battered industry.

**Link:** <https://www.kbc.co.ke/tourism-sector-boost-400-hotel-workers-vaccinated/>

**AVE (Kshs):** 165,400



**DATE :** 4/5/2021

**Publication:** KTN News-YouTube

**Title:** Tourism sector operators get COVID-19 jobs

**Link:** [https://www.youtube.com/watch?v=gp3D-Mo\\_QG8](https://www.youtube.com/watch?v=gp3D-Mo_QG8)

**AVE (Kshs):** 160,400



**DATE :** 4/5/2021

**Publication:** KBC TV- YouTube

**Title:** Tourism sector boost as 400 hotel workers vaccinated-More than 400 people in the hospitality industry in Mombasa County received the first dose of the AstraZeneca vaccine on Tuesday morning.

**Link:** <https://www.youtube.com/watch?v=A8VPPBYPSto>

**AVE (Kshs):** 160,400



## Tourism sector boost as 400 hotel workers vaccinated – KBC

Published 7 days ago on May 4, 2021  
By kenya-tribune



**DATE :** 4/5/2021

**Publication:** KBC TV- YouTube

**Title:** Tourism sector boost as 400 hotel workers vaccinated-More than 400 people in the hospitality industry in Mombasa County received the first dose of the AstraZeneca vaccine on Tuesday morning.

**Link:** <https://www.kenyantribune.com/tourism-sector-boost-as-400-hotel-workers-vaccinated-kbc/>

**AVE (Kshs):** 78,500



**DATE :** 4/5/2021

**Publication:** TV 47-YouTube

**Title:** Mombasa County Government kicks off COVID-19 vaccination exercise of hotel keepers, caterers

**Link:** <https://www.youtube.com/watch?v=cB7P4JkZY7g>

**AVE (Kshs):** 160,400



**DATE :** 4/5/2021

**Publication:** Ebru TV- YouTube

**Title:** At Least 3000 Workers In Tourism And Hospitality To Get Vaccinated-At least 3000 workers in the tourism and hospitality sector in Mombasa county are set to get vaccinated against covid-19 in a bid to cushion the sector.

**Link:** <https://www.dailymotion.com/video/x812szp>

**AVE (Kshs):** 160,400



RESTORE HOPE AND CONFIDENCE

## Mombasa county to vaccinate 3,000 hotel workers against Covid

*The exercise began last Thursday, however at a slow pace, before the official launch on Tuesday*

- It is being spearheaded by Tourism and Health departments.
- Tourism, which is among the highest income earners for Mombasa, is one of the sectors that has been hard hit by the Covid-19 pandemic.



**FIGHTING COVID:**

A hotel worker receiving the COVID 19 vaccine at Kaderbuoy Health Centre in Mombasa.

**DATE :** 4/5/2021

**Publication:** The Star Online

**Title:** Mombasa county to vaccinate 3,000 hotel workers against Covid-The Mombasa county government has announced plans to vaccinate at least 3,000 hotel workers in the tourism and hospitality sector in the region.

**Link:** <https://www.the-star.co.ke/counties/coast/2021-05-04-mombasa-county-to-vaccinate-3000-hotel-workers-against-covid/>

**AVE (Kshs):** 105,600



**DATE :** 5/5/2021

**Publication:** Citizen TV, Day Break- YouTube

**Title:** Kenya-Tanzania trade deals (part 1)

**Link:** <https://www.youtube.com/watch?v=N1V3JURDZqY>

**AVE (Kshs):**160,400



**DATE :** 5/5/2021

**Publication:** Citizen TV, Day Break- YouTube

**Title:** Kenya-Tanzania trade deals (part 2)

**Link:** <https://www.youtube.com/watch?v=Ssdu-GcRS8o>

**AVE (Kshs):** 160,400



**DATE :** 5/5/2021

**Publication:** Citizen TV, Day Break- YouTube

**Title:** Kenya-Tanzania trade deals (part 3)

**Link:** [https://youtu.be/n\\_6e-fFqCkE](https://youtu.be/n_6e-fFqCkE)

**AVE (Kshs):** 160,400



**DATE :** 28/5/2021

**Publication:** Inooro TV- YouTube

**Title:** Nĩ KŪRITŪ; Andũ 5.1m gũte mawĩra mao matarĩ ma wabici nĩũndũ wa COVID-19

**Link:** <https://www.youtube.com/watch?v=7I1b2AcZca4>

**AVE (Kshs):** 135,600





**DATE :** 28/5/2021

**Publication:** Inooro TV- YouTube

**Title:** Watho wa kũiga Akenya othe mũbango-inĩ wa NHIF

**Link:** <https://www.youtube.com/watch?v=1z24b01MhV8>

**AVE (Kshs):** 135,600

**April – June 2021**

<b>Hits</b>	<b>ADVERTISING VALUE</b>	<b>PR VALUE</b>
<b>Print-5</b>	<b>Ksh 1,510,200</b>	<b>Ksh 4,530,600</b>
<b>Broadcast(TV and Radio)- 23</b>	<b>Ksh 56,161,122</b>	<b>Ksh 168,483,366</b>
<b>Online- 20</b>	<b>Ksh 2,983,400</b>	<b>Ksh 8,950,200</b>
<b>Total- 48</b>	<b>Ksh 60,654,722</b>	<b>Ksh 181,964,166</b>

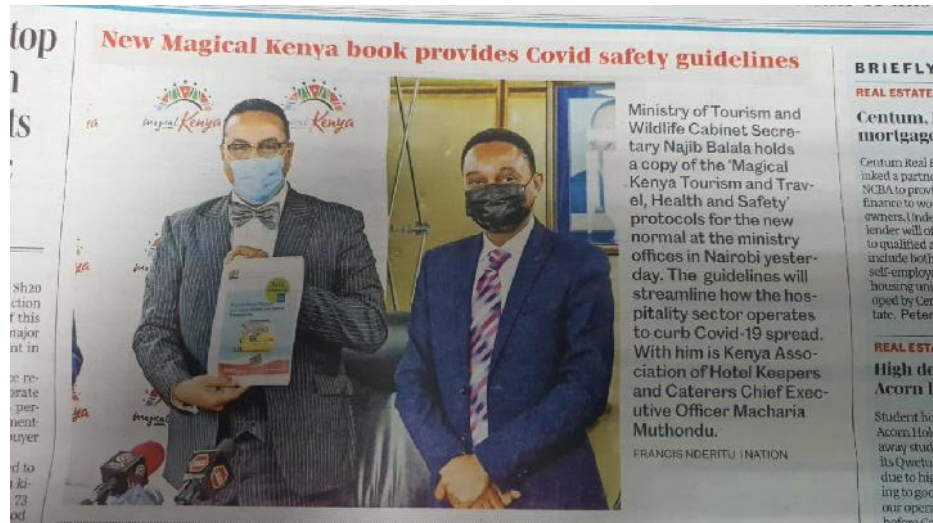


**Kenya Association of Hotel Keepers & Caterers (KAHC)  
Mtalii Application Launch Media Coverage report  
August 2021**

# PRINT MEDIA

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**DATE :** 4/08/2021

**Publication:** Daily Nation

**Title:** New Magical Kenya book provides Covid safety guidelines

**Page:** 25

**AVE (Kshs):** 715,200

### Negative Covid test is now required in Kenya for entry, exit

BY WINNIE ATIENO

Tourists will now need a negative Covid-19 PCR certificate to enter and leave Kenya, the government has announced.

Ministry Law, who issued a negative PCR certificate obtained no more than 96 hours before arrival.

The requirement is included in revised guidelines announced by the Ministry of Tourism, which has the newly Delegation.

Tourists can. While the Chief Secretary, Muhiu Bahalia issued the new and protection on arrival, a user after being vaccinated. He said, visitors must have certified confirmation and depart Kenya.

"I know people are saying, 'We have a vaccine, why do we need PCR tests?' But, according to the experts, the spreader of the virus is airborne, the virus is not in the air, it is in the air."

Speaking to reporters in Nairobi, he said he explained that the PCR test will ensure a visitor does not bring the virus into the country.

He noted that countries that have vaccinated their people will receive better ratings in the industry. Speaking to reporters in Nairobi, he said he explained that the PCR test will ensure a visitor does not bring the virus into the country.

"There are international standards that are being applied by many countries. We have been given a high rating in the industry. It is not just about managing the pandemic, it is about the industry."

He warned against what he described as "scientific pronouncements" that have led to a loss of confidence in the industry and urged Mr. Bahalia to collaborate with stakeholders to ensure the recovery of the industry.

winnie@kenyanation.com



DATE : 7/08/2021

Publication: Saturday Nation

**Title:** Negative Covid test is now required in Kenya for entry, exit-Tourists will now need a negative Covid-19 PCR certificate to enter and leave Kenya, the government has announced. Industry players, led by the Kenya Association of Hotel Keepers and Caterers Coast executive Sam Ikwaye, lauded Mr. Bahalia's move, saying it will reassure foreign tourists and Kenyans of their safety.

Page: 12

AVE (Kshs): 178,800



Hotel workers clean an area in the Embassy of Botswana, on a site in Mombasa.

Mombasa: Balala announced new rules for the industry last week

## Relax Covid rules to save industry, hoteliers urge

New directives issued by Tourism CS risk derailing gains made in the sector, they say

BY WACHIRA MWANGI

Hoteliers in Mombasa County want Covid-19 rules relaxed, saying this will save them from imminent collapse.

Kenya Association of Hotelkeepers and Caterers boss Sam Ikwaye said the "limiting" industry was under threat.

"We need to sit down with the officials from the minister of Health and Tourism to share a way forward for the industry. The current 30-day wait is a major problem. We have to have a way forward, all the accusations, policy decisions in the government of limiting a 30-day cycle, their plight."

"We are requesting policy makers to relax the 30-day guidelines that have been put in place. The guidelines are not meant to be a barrier. The guidelines are meant to be a barrier to the industry and to the

tourism industry. We are not saying we are not supporting the government's efforts to control the spread of the virus. We are saying we need to have a way forward for the industry."

Ikwaye said the industry had lost 20 to 30 per cent of its occupancy rate for the last quarter of 2020. He said the industry was facing a "very grim" situation.

"The government has to come up with a way forward for the industry. We are not saying we are not supporting the government's efforts to control the spread of the virus. We are saying we need to have a way forward for the industry."

He said the industry had lost 20 to 30 per cent of its occupancy rate for the last quarter of 2020. He said the industry was facing a "very grim" situation.

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**VACCINATION**  
**2,400**  
Number of workers in the hotel industry who have received their first Covid-19 jabs

challenges," De Lavie said during a 2020 conference at 300 hotels in Mombasa. He said the industry was facing a "very grim" situation.

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DATE : 09/08/2021

Publication: Daily Nation

Title: Relax Covid rules to save industry, hoteliers urge-Hoteliers in Mombasa County want Covid-19 rules relaxed saying, this will save the industry from imminent collapse. Kenya Association of Hotelkeepers and Caterers boss Sam Ikwaye said the hospitality industry was under threat.

Page: 17

AVE (Kshs): 715,200

**Serikali imeruhusu matatu kubeba kama kawaida**



Watalii wakiwasili kwa ndege ya Ukraine kwenye Uwanje wa Ndege wa Kimataifa wa Moi, Mombasa mbezi mbinu iliyopita. Picha: Maktaba

**Covid: Wadau wa utalii walalama kubaguliwa**

**Na WACHIRA MWANGI**  
WADAU katika sekta ya utalii wamealamika kuwa sekta ya utalii inabaguliwa serikali inapoendelea kujaribu kurejesha hali ya kawaida ya kimaisha kijamii cha janga la corona.

Hii ni baadhi ya serikali kuanzisha jituhusi magari ya uchukazi wa umma kubeba dhidi kwa viti vya kuanzisha lea.

Wachambuzi wa hoteli miongo ya Pwani wamalikia serikali ili geze kambe kuhusu kamari za kipaawabuni na vuzazi vya corona ambazo zinaachiri sekta ya utalii.

Afisa mkuu katika Chama cha Wahakuzumi wa Hoteli, Dkt Sam Ikwaye alisema sekta hiyo imeathirika sana na sera za serikali zilizoniua kuanzisha maambukizi ya virusi vya corona kilinganishwa na sekta nyingine za kibiashara na kijamii.

Tuambuka mkutano wa maadisa wa kutazua za arya na utalii. Li tupanze utaweleo kuhusu sekta hi. Kivuka

**MOMBASA**

me zina wa 2020 idikawen wa hiasara, hii i sasa 2021 inakaribia kukamilika kwa hiasara. Ilikuwa 2022 ilikuwa na zawaha wa kisiasa. Takat ulamu vipi biashara zetu baada ya 2022? ukandaa.

Sekta ya utalii ni miongoni mwa soko zil wachambuzi mndu ya watu wakipotaza ajira hasa katika maeneo ya Pwani kwa sababu ya upungufu wa watalii.

Hali hiyo ilika habiwa na sera nunczo zilifanya hivi vigumu kwa watu kusafiri kitalifa na kimaraifa, zera kuhusu idadi ndoto ya wata wanaokidiana kukibaliwa kika rana kwa wakati mmoja na wakati mwingine zaruafuku ya mkuano ya ana kwa ana, kufuagwa kwa maeneo ya burudani yaliyesawa vuvuzo vya utalii, na sheria kali za kudhibiri mkulawana mbeu.

Dkt Ikwaye alilalamika kuwa wafu yabisham katika sekta hiyo

sesa wamegeuka ombamba wanaoajiriwa kuanzisha maisha yao. Alisema watalii wengi wa hoteli waliwezo pisa nyingi ili kuhimikiana wageni usidama wao dndi ya Covid-19 lakini bado serikali haitaki wocundeleo wafuuru kumu ilivyokawa kawaida iliani sekta nyingine zinahuluswa.

Meneja Mkuu wa Hoteli za Kenya Safari, Bo Joseph Njenda, alisema sekta hiyo inabaguliwa kwani nyingine ambazo hata kizitaki kutaukipata vuzazi alusawa kuanzisha biashara hama kowaida. Juvanaue Tibobaki, Waziri wa Utalii, Dkt Najib Balala alitangaza mlenkoti mpira inayokosa kutidua utalii wakati huu wa janga la corona, lakini wawelezoji katika sekta hiyo wanaalunika sawa serikali hajiaminika kuhusiana hili.

Itajawopo ya mabango ayatanzgaza ni kuwapa kipaambela watalii wakati wa hoteli kupokoa chumvi ya kutawanda dhidi ya Covid-19.

**DATE : 09/08/2021**

**Publication: Taifa Leo**

**Title:** Covid: Wadau wa utalii walalama kubaguliwa-Wadau katika sekta ya utalii wamelalamika kuwa sekta ya utalii inabaguliwa serikali inapoendelea kujaribu kurejesha hali ya kawaida ya kimaisha kipindi cha janga la corona. Afisa mkuu kaitioka Chama cha Wahudumu wa Hoteli, Dkt Sam Ikwaye alisema sdekta hiyo imeadhirika sana na sera za serikali zilizonuia kuepusha maambukizi ya virusi vya corona ikilinganishwa na sekta nyingine za kibiashara na kijamii.

**Page: 4**

**AVE (Kshs): 255,000**



## Kenya pins hopes of tourism revival on mass vaccination

Whitnie Alleno  
 whatsapp:0712200000

Kenya is now pegging revival of tourism on countries that have conducted mass vaccination including the US, UK and China.

Tourism CS Njuguna said nationals in the three countries are among those who will be made top priority this year.

"That is why we want to ensure Kenyans are vaccinated so that when visitors come in we will be safe," explained the CS. The said Covid-19 passport will soon be a requirement for travelling to most countries and only on Kenyans to get vaccinated.

The CS said travellers cannot visit some countries without pending documents and strict entry policies.

"Essentially in future the Covid-19 passport will be a requirement. We have to be ready to ensure these policies are implemented so when you can visit some countries without Covid-19 vaccination that is the reality of life," said the minister.

Mr Njuguna said the Delta variant has complicated revival of the sector that was on recovery. However, he said



Tourism CS Njuguna speaking during a press conference on the sector.

Kenya is pinning its hopes on the sector that is recovering from the effects of the pandemic.

"The year 2023 is not only for the quarantine and the Delta variant, we have complicated the tourism sector but we still believe we will pickle it," added the CS.

The minister urged the government to vaccinate 20 million people by the end of this year.

"We need to vaccinate 20 million

Kenyans by the end of this year so that we create a bubble with countries that are ready to travel into our country," added the CS.

On August 5, Mr Njuguna said countries will require a negative Covid-19 PCR certificate when entering and departing from Kenya. Earlier, tourists were only needed to have a negative PCR certificate acquired no more than 96 hours before arrival in the country.

However, in the revised guidelines

**20M**  
 NUMBER

Of people that Tourism CS Njuguna says Kenya should vaccinate by the end of this year.

announced by the Ministry of Tourism to combat the deadly Delta variant, the government is now demanding a negative PCR certificate when a tourist enters the country.

The CS said, even after being vaccinated, visitors must possess a negative PCR certificate when entering and departing from Kenya.

"For visitors coming into the country, our position is negative PCR certificate. It is now in a way that we are not able to do it unless we do the PCR test. But according to the experts, irrespective of your destination, the Delta variant is not a dangerous one," Mr Njuguna said.

The minister noted that the PCR test will be available when the traveller gets to the airport. "You must have a negative PCR certificate to come into the country so that we are sure you are

not coming into the country with the virus. At the same time when departing, you also take a PCR certificate as you will be going with the virus outside the country," stressed the minister.

Industry players led by the Kenya Association of Hotelkeepers and Caterers (KAHC), Coast Executive Sam Ikwaye said Covid-19 passport are international standards that are being applied by many countries.

"It will reassure international tourists and expand their safety. But we must ensure the vaccine is accessible, affordable and available," said Dr Ikwaye.

On June 28 this year, President Uhuru Kenyatta said all persons coming into the country must be in possession of a negative Covid-19 PCR Certificate acquired no more than 96 hours before arrival into the country with the PCR Certificate also having been validated under the Trusted Travel platform for those travelling by air.

"That daily certificate and Revised Hospitality establishments must continue to adhere to the guidelines issued by the Ministry of Health," said the President.

**DATE : 11/08/2021**

**Publication: Business Daily**

**Title: Kenya pins hope of tourism revival on mass vaccination-Kenya is now pegging revival of tourism on countries that have conducted mass vaccination mainly the USA, UK and China. Industry players led by the Kenya Association of Hotelkeepers and Caterers (KAHC), Coast Executive Sam Ikwaye said Covid-19 passport are international standards that are being applied by many countries**

**Page: 14**

**AVE (Kshs): 492,000**



**DATE :** 11/08/2021

**Publication:** The Star

**Title:** Hoteliers carry out first of monthly beach cleaning day-Kenya hoteliers over the weekend launched the monthly cleaning day. Speaking during the launch at Mombasda beach, the Kenya Hotel Caterers Association chief executive Sam Ikwaye said the industry must get a facelift to attract tourists from international markets.

**Page:** 18

**AVE (Kshs):** 48,000



**DATE :** 18/08/2021

**Publication:** People Daily

**Title:** Industry is ready-Tourism stakeholders recently held a clean-up exercise at the Mombasa Beach Hotel, as part of a massive campaign to ensure beach users take responsibility of making the beaches clean by avoiding littering. The Kenya Association of Hotelkeepers and Caterers executive officer Sam Ikwaye also called on the government to create a level playground when reopening the economy to ensure the hospitality industry is not left behind. He added that more than 2,300 staff from the hotel sector have been vaccinated so far, hence ready for 100 per cent reopening of the sector.

**Page:** 21

**AVE (Kshs):** 420,000





# BROADCAST MEDIA

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**DATE :** 03/08/2021

**Publication:** KTN News- Youtube

**Title :** Players in the Hospitality industry  
found guilty of not observing covid-19  
protocols to lose licence

**Time:** 1500hrs

**SOV:** 3:14

**AVE (Kshs):** 796,600



**DATE :** 03/08/2021

**Publication:** Citizen TV-Youtube

**Title :** CS Balala says hotels, restaurants to close at 9pm

**Time:** 2100hrs

**SOV:** 2:46

**AVE (Kshs): 2,181,826**



**DATE :** 03/08/2021

**Publication:** Inooro TV-Youtube

**Title :** Thirikari kūruta mawatho merũ nĩ  
COVID-19 gũcaca

**Time:** 2100hrs

**SOV:** 3:13

**AVE (Kshs):** 828,760



**DATE :** 05/08/2021

**Station:** KTN News

**Title:** Tourism Recovery: How hotels are coping with the regulations set up by ministry of health

**Time:** 1500hrs

**SOV (sec):** 15:58

**AVE (Kshs):** 3,846,400





**DATE :** 06/08/2021

**Station:** Radio Rahma

**Title:** Mtalii App launched - Tourism stakeholders at the Coast have launched an App dubbed 'MTALII APPLICATION' which will help in conveying Covid-19 updates including vaccination.

**Time:** 1800hrs

**SOV (sec):** 00:34

**AVE (Kshs):** 23,500



**DATE :** 07/08/2021

**Station:** K24

**Title:** Demand for fair treatment in all sector: Hoteliers from Coast have vowed to defy Covid-19 protocols if the Government fails to consider them. This comes after Transport ministry announced resumption of PSVs full capacity from Monday.

**Time:** 1300hrs

**SOV (sec):** 03:47

**AVE (Kshs):** 461,040



**DATE :** 07/08/2021

**Station:** Boss TV

**Title:** Covid-19 and Tourism Industry -  
Tourism players at the Coast have  
launched a mobile application  
dubbed 'MTALII APP' that will provide  
timely, credible and verifiable information  
on Covid-19 pandemic to locals and  
foreign tourists.

**Time:** 1900hrs

**SOV (sec):** 05:53

**AVE (Kshs):** 467,500



**DATE :** 07/08/2021

**Station:** TV 47

**Title:** Hoteliers woes-Players in the Tourism Industry have accused the Government of discrimination citing a move by the government to allow PSVs to operate at full capacity as selective citing the industry may soon crumble if government isn't considerate.

**Time:** 2100hrs

**SOV (sec):** 03:05

**AVE (Kshs):** 451,200



**DATE :** 9/08/2021

**Publication:** Metropol TV

**Title :** Tourism protocols

**Time:** 1300hrs

**SOV (sec):** 3:15

**AVE (Kshs):** 474,600



**DATE :** 11/08/2021

**Publication:** Metropol TV (Business AM)

**Title :** Kenya's tourism amid comeback

**Link:**

<https://www.youtube.com/watch?v=LJpknIQHZuc>

**SOV:** 26:56

**AVE (Kshs):** 3,661,200

# ONLINE MEDIA

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**DATE :** 03/08/2021

**Publication:** KTN News- Youtube

**Title :** Players in the Hospitality industry found guilty of not observing covid-19 protocols to lose licence

**Link:**

<https://www.youtube.com/watch?v=Fd7CpTj3psA>

**AVE (Kshs):** 160,400





**DATE :** 03/08/2021

**Publication:** Citizen TV-Youtube

**Title :** CS Balala says hotels, restaurants to close at 9pm

**Link:**

[https://www.youtube.com/watch?v=j1TLph\\_icjs](https://www.youtube.com/watch?v=j1TLph_icjs)

**AVE (Kshs):** 180,500



**DATE :** 03/08/2021

**Publication:** Inooro TV-Youtube

**Title :** Thirikari kūruta mawatho merũ ñ  
COVID-19 gũcaca

**Link:**

[https://www.youtube.com/watch?v=2FkAEJbJ9\\_k](https://www.youtube.com/watch?v=2FkAEJbJ9_k)

**AVE (Kshs):** 125,400

## Reprieve for Tourism sector as Balala okays meetings

Wednesday, August 04, 2021



Tourism Cabinet Secretary Najib Balala speaking in Watamu during the launch of the Kenya Wildlife Service (KWS) strategic plan for 2021-2024 at the Watamu Marine Park. Pool / Nation Media Group

**DATE :** 04/08/2021

**Publication:** Daily Nation Online

**Title :** Reprieve for tourism sector as Balala okays meetings

**Link:**

<https://nation.africa/kenya/business/reprieve-for-tourism-sector-as-balala-okays-meetings-3498998>

**AVE (Kshs): 165,400**

# Why Kenya now requires negative Covid-19 certificate for entry, exit

Thursday, August 05, 2021



5 AUGUST 2021

By Winnie Atieno

Tourists will now need a negative Covid-19 PCR certificate to enter and leave Kenya, the government has announced.

Previously, they only needed a negative PCR certificate obtained no more than 96 hours before their arrival.

The rule is included in revised guidelines announced by the Ministry of Tourism to combat the deadly Delta variant.

Tourism and Wildlife Cabinet Secretary Najib Balala issued the revised guidelines on August 3 to combat Covid-19 in the hospitality industry.

**DATE :** 05/08/2021

**Publication:** Daily Nation

**Title :** Why Kenya now requires negative Covid-19 certificate for entry, exit-Tourists will now need a negative Covid-19 PCR certificate to enter and leave Kenya, the government has announced.

**Link:**

<https://nation.africa/kenya/news/why-kenya-now-requires-negative-covid-19-certificate-for-entry-exit-3500206>

**AVE (Kshs): 178,800**

## Tourism recovery: How hotels are coping with the regulations set up by the ministry of health

05, Aug 2021



Tourism recovery: How hotels are coping with the regulations set up by the ministry of health

**DATE :** 5/08/2021

**Publication:** KTN News Online

**Title :** Tourism Recovery: How hotels are coping with the regulations set up by ministry of health

**Link:**

<https://www.standardmedia.co.ke/ktnnews/business/video/2000215861/tourism-recovery-how-hotels-are-coping-with-the-regulations-set-up-by-the-ministry-of-health>

**AVE (Kshs):** 125,400

## Wadau wa utalii wabuni mbinu ya kupata taarifa kuhusu virusi vya Corona



Afisa mkuu wa afya kaunti ya Mombasa Pauline Oginga (Kushoto), Afisa mkuu mtendaji wa chama cha wamiliki na wahudumu wa hoteli kanda ya Pwani Sam Ikwaye (Katikati) na Waziri wa utalii na biashara kaunti ya Lamu Josephat Musembi Matei (Kulia) wakizungumza na wanahabari wakati wa kuzindua MTALII APP wakiwa kaunti

**DATE :** 06/08/2021

**Publication:** Radio Rahma

**Title:**

Washikadau wa utalii hapa Pwani, wamezindua mtandao maalum wa kupeana taarifa muhimu kuhusu virusi vya corona kwenye sekta hiyo humu nchini. Afisa mkuu mtendaji wa chama cha wamiliki na wahudumu wa hoteli kanda ya Pwani Sam Ikwaye amesema tangu ujio wa virusi hivyo humu nchini wametatizika sana jinsi ya kupata taarifa muhimu na sahihi kuhusu vurusi hivyo.

**Link**

<https://radiatorahma.co.ke/news/index.php/angazo/365-wadau-wa-utalii-wabuni-mbinu-ya-kupata-taarifa-kuhusu-virusi-vya-corona>

**AVE (Kshs): 68,500**

## Mobile App For Sharing Covid-19 Information Developed



KNA1 · August 7, 2021 · Counties, Editor's Pick, Mombasa, Tourism · 0

Tourism players at the Coast have launched a mobile application that will provide timely, credible and verifiable information on Covid-19 pandemic to locals and foreign tourists.

The more than 4000 hotel workers in the South and North Coast hotels will not be allowed to work in the industry without a professional certificate generated from the MTALII COVID APP.

**DATE :** 07/08/2021

**Publication:** Kenya News Agency

**Title :** Mobile App For Sharing Covid-19 Information Developed- Tourism players at the Coast have launched a mobile application that will provide timely, credible and verifiable information on Covid-19 pandemic to locals and foreign tourists. The more than 4000 hotel workers in the South and North Coast hotels will not be allowed to work in the industry without a professional certificate generated from the MTALII COVID APP.

**Link:**

<https://www.kenyanews.go.ke/mobile-app-for-sharing-covid-19-information-developed/>

**AVE (Kshs): 78,500**



**DATE :** 07/08/2021

**Publication:** Boss TV- YouTube

**Title :** wadau wa sekta ya utalii wamezindua kiunzi yani application kwa jina la mTALII kudhibiti CORONA..

**Link:**

<https://www.youtube.com/watch?v=Ay6fYC9X-Ac&t=13s>

**AVE (Kshs):** 160,400





## Kenya: Why Kenya Now Requires Negative Covid-19 Certificate for Entry, Exit



**DAILY NATION**

5 AUGUST 2021

By Winnie Atieno

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The rule is included in revised guidelines announced by the Ministry of Tourism to combat the deadly Delta variant.

Tourism and Wildlife Cabinet Secretary Najib Balala issued the revised guidelines on August 3 to combat Covid-19 in the hospitality industry.

**DATE :** 05/08/2021

**Publication:** All Africa

**Title :** Why Kenya now requires negative Covid-19 certificate for entry, exit-Tourists will now need a negative Covid-19 PCR certificate to enter and leave Kenya, the government has announced.

**Link:**

<https://allafrica.com/stories/202108060043.html>

**AVE (Kshs): 124,560**

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Thursday, August 05, 2021



DAILY NATION

5 AUGUST 2021

By Winnie Atieno

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Tourism and Wildlife Cabinet Secretary Najib Balala issued the revised guidelines on August 3 to combat Covid-19 in the hospitality industry.

**DATE :** 07/08/2021

**Publication:** Nation Online

**Title :** Mobile App For Sharing Covid-19 Information Developed-Tourism players at the Coast have launched a mobile application that will provide timely, credible and verifiable information on Covid-19 pandemic to locals and foreign tourists. The more than 4000 hotel workers in the South and North Coast hotels will not be allowed to work in the industry without a professional certificate generated from the MTALII COVID APP.

**Link:**

<https://nation.africa/kenya/news/why-kenya-now-requires-negative-covid-19-certificate-for-entry-exit-3500206>

**AVE (Kshs): 124,560**



"Tourism industry may soon crumble if government isn't considerate,"- Hoteliers

24 views · Aug 7, 2021

**DATE :** 07/08/2021

**Publication:** TV 47

**Title :** Tourism industry may soon crumble if government isn't considerate,"- Hoteliers

**Link:**

<https://www.youtube.com/watch?v=McRIYNr0czM>

[https://mobile.facebook.com/watch/?v=813837902640018&\\_rdr](https://mobile.facebook.com/watch/?v=813837902640018&_rdr)

**AVE (Kshs):** 160,400



"Tourism industry may soon crumble if government isn't considerate,"- Hoteliers

24 views · Aug 7, 2021

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**DATE :** 07/08/2021

**Publication:** TV 47- Facebook

**Title :** Tourism industry may soon crumble if government isn't considerate,"- Hoteliers

**Link:**

[https://mobile.facebook.com/watch/?v=813837902640018&\\_rdr](https://mobile.facebook.com/watch/?v=813837902640018&_rdr)

**AVE (Kshs):** 240,500

## Kenya: Relax Covid Rules to Save Industry, Hoteliers Urge



DAILY NATION

9 AUGUST 2021

By Wachira Mwangi

Hoteliers in Mombasa County want Covid-19 rules relaxed, saying, this will save the industry from imminent collapse.

Kenya Association of Hotelkeepers and Caterers boss Sam Ikwaye said the hospitality industry was under threat.

"We need to sit down with the officials from the ministries of Health and Tourism to chart a way forward for the industry. The entire 2020 was a wasted year and 2021 is no better," Dr Ikwaye said, while accusing policymakers in the government of turning a blind eye to their plight.

"We are requesting policymakers to relax the Covid-19 guidelines in order to save the sector," he said. His sentiments were echoed by Kenya Safari Lodges and Hotels Limited General Manager Joseph Ndunda, who said the Covid-19 rules were harsh on the hospitality industry.

**DATE :** 09/08/2021

**Publication:** Nation Online

**Title :** Relax Covid rules to save industry, hoteliers urge-Hoteliers in Mombasa County want Covid-19 rules relaxed, saying, this will save the industry from imminent collapse. Kenya Association of Hotelkeepers and Caterers boss Sam Ikwaye said the hospitality industry was under threat.

**Link:**

<https://nation.africa/kenya/counties/mombasa/relax-covid-rules-to-save-industry-hoteliers-urge-3504178>

**AVE (Kshs): 178,800**

## Kenya: Relax Covid Rules to Save Industry, Hoteliers Urge

[Nation] Hoteliers in Mombasa County want Covid-19 rules relaxed, saying, this will save the industry from imminent collapse.

[Read on the original site](#)

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**DATE :** 9/08/2021

**Publication:** Kenya News

**Title :** Relax Covid rules to save industry, hoteliers urge-Hoteliers in Mombasa County want Covid-19 rules relaxed, saying, this will save the industry from imminent collapse.Kenya Association of Hotelkeepers and Caterers boss Sam Ikwaye said the hospitality industry was under threat.

**Link:**

<https://kenya.shafaqna.com/EN/AL/580640>

**AVE (Kshs): 78,500**



Hoteliers in Mombasa County need Covid-19 guidelines relaxed, saying, this may save the trade from imminent collapse.

Kenya Affiliation of Hotelkeepers and Caterers boss Sam Ikwaye mentioned the hospitality trade was below risk.

"We have to sit down with the officers from the ministries of Well being and Tourism to chart a method ahead for the trade. The whole 2020 was a wasted 12 months and 2021 isn't any higher," Dr Ikwaye mentioned, whereas accusing policymakers within the authorities of turning a blind eye to their plight.

"We're requesting policymakers to loosen up the Covid-19 tips with a purpose to save the sector,"he mentioned. His sentiments have been echoed by Kenya Safari Lodges and Lodges Restricted Common Supervisor Joseph Ndunda, who mentioned the Covid-19 guidelines have been harsh on the hospitality trade.

"Different sectors are working usually. There isn't any social distancing within the trains even within the economic system class similar as supermarkets and malls," Mr Ndunda mentioned. He referred to as on the federal government to help the trade.

**DATE : 9/08/2021**

**Publication: Global News Lead**

**Title :** Relax Covid Rules to Save Industry, Hoteliers Urge-  
Hoteliers in Mombasa County need Covid-19 guidelines relaxed, saying, this may save the trade from imminent collapse.  
Kenya Affiliation of Hotelkeepers and Caterers boss Sam Ikwaye mentioned the hospitality trade was below risk.

**Link:**

<https://globalnewslead.com/kenya-relax-covid-rules-to-save-industry-hoteliers-urge/>

**AVE (Kshs): 68,500**



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DAILY NATION

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**DATE :** 9/08/2021

**Publication:** All Africa

**Title :** Relax Covid rules to save industry, hoteliers urge-Hoteliers in Mombasa County want Covid-19 rules relaxed, saying, this will save the industry from imminent collapse.Kenya Association of Hotelkeepers and Caterers boss Sam Ikwaye said the hospitality industry was under threat.

**Link:**

<https://allafrica.com/stories/202108090712.html>

**AVE (Kshs): 124,560**





**DATE :** 9/08/2021

**Publication:** NTV -Youtube

**Title :** Hoteliers in Mombasa want Covid-19 rules relaxed to save the industry from imminent collapse.

**Link:**

<https://www.youtube.com/watch?v=lbbMDV0r7KQ>

**AVE (Kshs):** 160,400



Aug 09, 2021

### **Covid: Wadau Wa Utalii Walalama Kubaguliwa**

Na WACHIRA MWANGI

WADAU katika sekta ya utalii wamelalamika kuwa sekta ya utalii inabaguliwa serikali inapoendelea kujaribu kurejesha hali ya kawaida ya kimaisha kipindi cha janga la corona.

**DATE : 9/08/2021**

**Publication:** Taifa Leo- Online

**Title :** Covid: Wadau Wa Utalii Walalama Kubaguliwa-WADAU katika sekta ya utalii wamelalamika kuwa sekta ya utalii inabaguliwa serikali inapoendelea kujaribu kurejesha hali ya kawaida ya kimaisha kipindi cha janga la corona.

Hii ni baada ya serikali kutangaza itaruhusu magari ya uchukuzi wa umma kubeba abiria kwa viti vyote kuanzia leo.

Wasimamizi wa hoteli maeneo ya Pwani wameitaka serikali ilegeze kamba kuhusu kanuni za kupambana na virusi vya corona ambazo zinaathiri sekta ya utalii.

**Link:**

<https://taifaleo.nation.co.ke/?p=83041>

**AVE (Kshs): 125,500**

Home > Tourism > Kenya: Relax Covid Rules to Save Industry, Hoteliers Urge

TOURISM

## Kenya: Relax Covid Rules to Save Industry, Hoteliers Urge

By admin - August 9, 2021  10  0

[Nation] Hoteliers in Mombasa County want Covid-19 rules relaxed, saying, this will save the industry from imminent collapse.

**DATE :** 9/08/2021

**Publication:** Afri Business

**Title :** Kenya: Relax Covid Rules to Save Industry, Hoteliers Urge-  
Hoteliers in Mombasa County want Covid-19 rules relaxed, saying, this will save the industry from imminent collapse.

**Link:**

<https://pixykorner.co.za/afribusiness/kenya-relax-covid-rules-to-save-industry-hoteliers-urge/>

**AVE (Kshs): 78,500**

Business

## Relax Covid rules to save industry, hoteliers urge

August 9, 2021



Nation | by Wachira Mwangi

Hoteliers in Mombasa County want Covid-19 rules relaxed, saying, this will save the industry from imminent collapse.

Kenya Association of Hotelkeepers and Caterers boss Sam Ikwaye said the hospitality industry was under threat...

[Read more...](#)

**DATE :** 09/08/2021

**Publication:** Taalamu News

**Title :** Relax Covid rules to save industry, hoteliers urge-Kenya Association of Hotelkeepers and Caterers boss Sam Ikwaye said the hospitality industry was under threat. "We need to sit down with the officials from the ministries of Health and Tourism to chart a way forward for the industry. The entire 2020 was a wasted year and 2021 is no better," Dr Ikwaye said, while accusing policymakers in the government of turning a blind eye to their plight.

**Link:**

<https://taalamu.com/relax-covid-rules-to-save-industry-hoteliers-urge/>

**AVE (Kshs): 78,500**



**DATE :** 9/08/2021

**Publication:** Metropol TV- Youtube

**Title :** Tourism protocols

**Link:**

<https://www.youtube.com/watch?v=s0QSUJAcSE>

**SOV: 3:15**

**AVE (Kshs): 78,500**



**DATE :** 10/08/2021

**Publication:** NTV Kenya- Facebook

**Title :** Relax Covid rules to save industry,  
hoteliers urge.

**Link:**

<https://mobile.facebook.com/NTVKenya/photos/a.80240814057/10157555008494058/>

**AVE (Kshs):** 240,500

ENTERPRISE

## Kenya pins hopes of tourism revival on mass vaccination

Wednesday, August 11, 2021



Tourism CS Najib Balala. FILE PHOTO/DAAG

Kenya is now pegging revival of tourism on countries that have conducted mass vaccination mainly the USA, UK and China.

Tourism CS Najib Balala said nationals in the three countries are among those who will be travelling sooner than the rest.

"That is why we want to ensure Kenyans are vaccinated so that when visitors come in we will be safer," explained the CS. He said Covid-19 passport will soon be a requirement for travelling to most countries and called on Kenyans to get vaccinated.

The CS said travellers cannot visit some countries without getting double vaccination due to strict policies.

"Eventually in future the Covid-19 passport will be a requirement. We have to be ready because these policies are dictated elsewhere. Even now you cannot visit some countries without double vaccination that is the reality of life," said the minister.

Mr Balala said the Delta variant has complicated revival of the sector that was on recovery. However, he said vaccine is the only cure to the sector that is reeling from the effects of the pandemic.

"The year 2021 is almost ending but the quarantine and the Delta variant crisis have complicated the tourism sector. But we still believe tourists will trickle in," added the CS.

The minister urged the government to vaccinate 20 million people by the end of this year.

"We need to vaccinate 20 million Kenyans by the end of this year so that we create a bubble with countries that are ready to travel into our country," added the CS.

On August 3, Mr Balala said tourists will require a negative Covid-19 PCR certificate when entering and departing from Kenya. Earlier, tourists were only needed to have a negative PCR certificate acquired no more than 96 hours before arrival into the country.

**DATE :** 11/08/2021

**Publication:** Business Daily Online

**Title :** Kenya pins hopes of tourism revival on mass vaccination-Industry players led by the Kenya Association of Hotelkeepers and Caterers (KAHC), Coast Executive Sam Ikwaye said Covid-19 passport are international standards that are being applied by many countries

**Link:**

<https://www.businessdailyafrica.com/bd/corporate/enterprise/kenya-pins-hopes-of-tourism-mass-vaccination-3506538>

**AVE (Kshs): 98,400**

## BUSINESS DAILY

### Kenya pins hopes of tourism revival on mass vaccination

WINNIE ATIENO 5 days ago



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**DATE :** 11/08/2021

**Publication:** MSN Africa

**Title :** Kenya pins hopes of tourism revival on mass vaccination-Industry players led by the Kenya Association of Hotelkeepers and Caterers (KAHC), Coast Executive Sam Ikwaye said Covid-19 passport are international standards that are being applied by many countries

**Link:**

<https://www.msn.com/en-xl/africa/kenya/kenya-pins-hopes-of-tourism-revival-on-mass-vaccination>

**AVE (Kshs): 78,500**





**DATE :** 11/08/2021

**Publication:** Metropol TV (Business AM)-  
Youtube

**Title :** Kenya's tourism amid comeback

**Link:**

<https://www.youtube.com/watch?v=LJpknlQHZuc>

**SOV:** 26:56

**AVE (Kshs):** 240,500

## August 2021

HITS	ADVERTISING VALUE	PR VALUE
Print- 7	Ksh 2,824,200	Ksh 8,472,600
Broadcast(TV and Radio)- 10	Ksh 13,192,626	Ksh 39,577,878
Online- 26	Ksh 2,342,480	Ksh 7,027,440
Total-43	Ksh 18,359,306	Ksh 55,077,918

# Cumulative Media Hits December 2020 - August 2021

## December 2020- August 2021

HITS	ADVERTISING VALUE	PR VALUE
Print- 12	Ksh 4,334,400	Ksh 13,003,200
Broadcast(TV and Radio)- 41	Ksh 83,506,682	Ksh 250,520,046
Online- 55	Ksh 15,141,980	Ksh 45,425,940
<b>Total-108</b>	<b>Ksh 102,983,062</b>	<b>Ksh 308,949,186</b>