



PRESS RELEASE

## **KENYA LAUNCHES GLOBAL CAMPAIGN TO BOOST INTERNATIONAL ARRIVALS**

**Berlin, Germany - Thursday, 5<sup>th</sup> March 2026:** Kenya has unveiled a new global tourism campaign aimed at enhancing the destination's top-of-mind awareness among international travelers while strengthening its global positioning.

The campaign, dubbed "Experience Wonder," advantages Kenya's diverse tourism offerings to appeal to a global audience and reinforce the country's standing as one of the world's most compelling travel destinations.

Anchored under the "Origin of Wonder" banner, the campaign introduces a bold new identity that invites visitors to engage with Kenya's iconic wildlife, adventure experiences, rich cultural heritage, pristine beaches, and emerging tourism products.

The initiative is informed by shifting global travel trends, including the growing demand for authentic and immersive experiences, sustainable and responsible travel, adventure tourism, and digitally influenced trip planning. It also reflects the rising influence of younger travelers such as Millennials and Gen Z, who increasingly prioritize meaningful, shareable travel experiences.

Speaking during the launch at the ITB Berlin 2026, Principal Secretary for Tourism John Oloituaa said the initiative seeks to refresh Kenya's destination brand at a time when global competition for international visitors has intensified.

He noted that the campaign tagline draws inspiration from Kenya's unique heritage as both the cradle of humankind and home to some of the world's most iconic tourism experiences.

"Kenya is the birthplace of humanity and home to the world's most iconic wildlife spectacles. This campaign goes beyond landscapes, wildlife, culture and beaches. It represents a feeling of connection, discovery and renewal," said Oloituaa.

Kenya Tourism Board (KTB) is a state corporation established and regulated under the Tourism Act 2011. Our mandate is to develop, implement and co-ordinate a National Tourism Marketing Strategy. To market Kenya as the home of human origin and as an all-year-round diverse, sustainable and authentic tourism destination.

Magical Kenya is the flagship tourism brand created and managed by the KTB. Magical Kenya captures the essence of Kenya's diverse offerings, promoting the country as a must-visit destination for local, regional, and international travellers.



The Principal Secretary added that the campaign will provide a distinctive and resonant positioning for the destination and will be amplified through innovative digital tools, including the Magical Kenya Souvenir Passport.

“We are diversifying the Kenyan experience to include adventure, sports tourism, wellness, cultural heritage, conservation and luxury travel. Simply put, Kenya offers something for every traveler. We are also enhancing the visitor journey through innovation, including the Kenya Destination Passport, which encourages deeper exploration and more immersive engagement across the country,” he added.

The campaign is also expected to accelerate visitor growth, with Kenya targeting five million international arrivals by 2027. This ambition is supported by strategic interventions including expanded air connectivity with international carriers, the introduction of the Electronic Travel Authorization system to streamline entry processes, and continued investment in tourism infrastructure to enhance the visitor experience.

June Chepkemei, Chief Executive Officer of the Kenya Tourism Board, said the campaign marks a significant milestone in Kenya's tourism marketing strategy amid growing global demand for authentic travel experiences.

“We are encouraged by the strong performance from our key source markets. Tourism continues to grow, and there is increasing demand for authentic experiences. That is exactly what Magical Kenya offers, and this campaign will clearly communicate the diversity and depth of experiences available in Kenya,” Chepkemei said.

She reaffirmed the Board's commitment to working closely with tourism stakeholders to maximize the campaign's reach and impact across global markets.

Kenya's Ambassador to Germany, Stella Mokaya Orina, said the diplomatic mission will support industry stakeholders in translating the campaign into tangible economic outcomes.

“Tourism diplomacy fosters deeper understanding between cultures. Germans are keen travelers, and Kenya is committed to enhancing its tourism offerings. We will support our stakeholders in transforming stories of wonder into economic reality,” Ambassador Orina said.

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The campaign launch comes at a time when Kenya's tourism sector is experiencing strong growth. International arrivals increased by 14.7 percent to 2.39 million visitors in 2024, while inbound tourism earnings rose by 19.8 percent to KSh 452.2 billion.

The United States remained Kenya's leading source market, contributing 12.8 percent of total arrivals, while Europe accounted for 28.1 percent of international visitors.

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