KENYA
Tourism Board

See Kenya, See Africa

KTB/1/12/ Vol. III (184)

28th February, 2018

Dear Industry Partners

RE: WITHDRAWAL FROM WORLD TRAVEL MARKETS - LONDON

Following the adoption of KTB's new Marketing Strategy and supported by an evaluation carried out to ascertain the Return on Investment from World Travel Markets (WTM) - London the Board has made a decision to pull out of this exhibition. In the next Financial Year, starting July 2018, KTB will engage with the industry, both local and international on various trade campaigns with heavy Digital focus. This is aligned to the Board's Marketing Strategy as unveiled and discussed at the recently held National Stakeholders Forum.

The purpose of this communication is to notify the industry that the Kenya Tourism Board will not be participating at WTM from 2018.

In order to maintain the positioning and branding of the destination, the board will offer support to the industry through branding of the exhibits where Kenyan trade of up to six (6) or more companies are exhibiting together on one stand.

Companies interested in participating can directly contact:

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Sales Manager – WTM Portfolio
World Travel Market
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We thank you for your continued cooperation in marketing the destination.

Yours Sincerely

DR. BETTY RADIER
CHIEF EXECUTIVE OFFICER

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Registered Quality System KENYA Tourist Board ISO 9001