



## MARKET

Kenya's wonderful national parks and national reserves that occupy 8% of the country's total land mass are Kenya Wildlife Service's main products and the target market for these comprise both the domestic, as well as the international tourism, sector. This land contains 22 National Parks, 28 National Reserves and five National Sanctuaries. Also under KWS management are four Marine National Parks and six Marine National Reserves at the Coast. In addition, KWS manages 125 field stations outside these protected areas. Beyond the wildlife habitats, the parks and stations feature office and residential blocks, training institutes, workshop areas, research centres, bandas, hotels, shops and restaurants, boreholes, road networks, airstrips and related plants and equipment.

The brand's annual turnover last year was five Billion Ksh. KWS accounts for 90% of safari tourism and about 75% of total tourist earnings.

KWS targets their markets through mass marketing campaigns at both local and international tourism Expos and Exhibitions to raise awareness of the tourism potential and conservation projects in Kenya's National Parks and reserves.

In order to ascertain the continually changing needs of the market, regular market research is conducted to ensure that KWS keeps abreast of current tourism trends. Tourism has been on the rise both domestically, as well as internationally, and KWS Parks work hard to remain at the forefront of this development by using modern promotional and retailing tools such as their well-developed website and social media presence



which maintain an effective internet presence.

## ACHIEVEMENTS

Over the years KWS have been the recipients of many accolades, amongst them are:-

**2010 - COYA Awards for Best in Human Resource Focus.**

**2010 - COYA Awards for Best in Corporate Citizenship and Environmental Focus.**

**2009 - COYA Awards for Best CEO of the Year.**

**2009 - COYA Awards for Corporate**



improve KWS' internal systems and performance.

The process of implementing the documentation for the system was undertaken with the approval of the Board and senior managers which entailed enhanced training of all staff. KWS was the first Public Institution to win an award in the COYA Awards and this was at their first attempt at entering!

It was also the first Public Institution to be selected to East Africa's Most Respected Companies in 2009.

## HISTORY

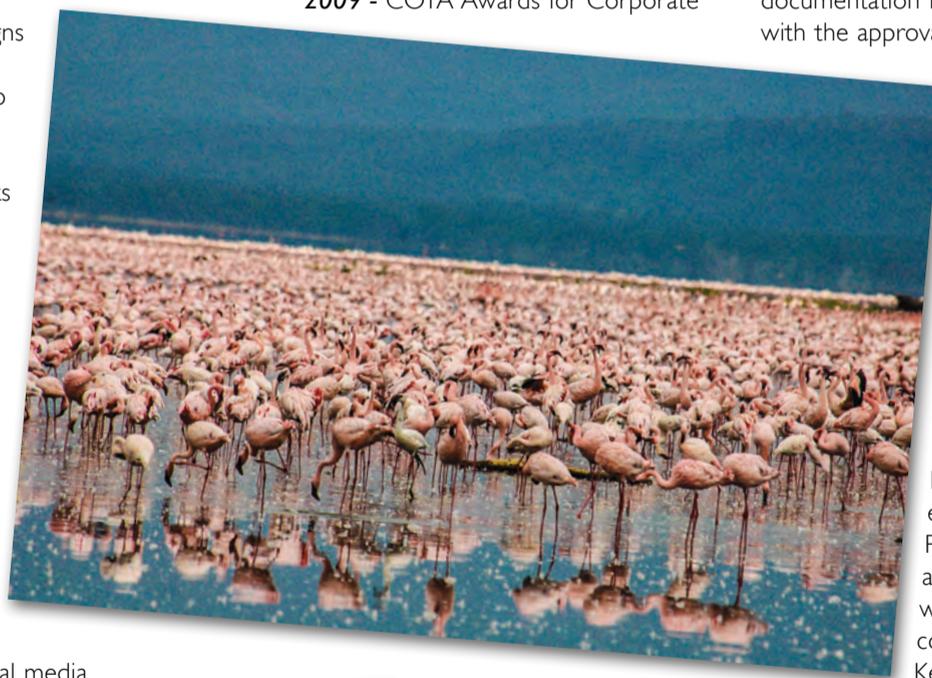
KWS is a state corporation established by an Act of Parliament, Wildlife (Conservation and Management) CAP 376 and was mandated to sustainably conserve, manage and enhance Kenya's wildlife, its habitats and provide a wide range of public

uses in collaboration with stakeholders for posterity.

KWS' current focus is on three key themes - conservation stewardship, people excellence and collaborative partnerships. These are aligned to KWS' vision of saving the last great species and places for humanity as well as Vision 2030.

## PRODUCT

Aside from the Big Five and other species, KWS offer activities in the National Parks and nature reserves such as camping, caving activities, hiking, mountain climbing, fishing, horse riding, cycling and snorkelling in order to attract domestic and international tourists to visit the country and the parks.



Governance Practices.

**2008 - COYA Awards for Leadership and Corporate Governance Practices.**

**2008 - COYA Awards for CEO of the Year 1st Runners-Up.**

In March 2009, the brand achieved ISO 9001 recognition. This was a process that took three years to achieve. It was done after noting that there was a need for a Quality Management System to be put in place in order to monitor and

**The Beach Management Programme**

which was introduced in 2011 to improve the image of the North Coast and Mombasa Marine Park and Reserve has continued to ensure beaches along the marine park are clean and safe for visitors. Local boat operators have been trained in tourism and customer care and their boats equipped with lifesaving equipment. Park signage and visitor information have been improved and beach amenities for local tour operators are being put in place.

In addition, KWS offers various modes of accommodation including:-

Bandas, guest houses, student hostels and campsites. Hotels and lodges are also accessible within KWS parks. These are designed to cater to the various segments of the population. Training is also offered through its subsidiary KWSTI, which is based in Naivasha. KWS also has a strong research component which forms the backbone of conservation - the core function of KWS.

**RECENT DEVELOPMENTS**

The brand introduced a Safari card for entry into the parks which is an upgrade of the Smart Card that was also used for the same purpose. The Safari Card is an Electronic-based Ticketing System (ETS). It is used for paying park tariffs within some of the parks. The Safari Card is currently used to access six major parks-Nairobi, Tsavo, Lake Nakuru, Amboseli, Aberdare with



plans to roll out the system in all other KWS parks which are currently accessed using paper tickets.

**PROMOTION**

As part of KWS marketing strategy, the brand focuses on both the international market and the domestic market. Marketing initiatives within the international marketing include participating in exhibitions and road shows; hosting press and trade trips within KWS parks as well as partnerships with international tourism and conservation organisations. This is with the aim of sensitising and educating the public about the tourism opportunities that are offered by KWS.

Locally, KWS participates in tourism exhibitions,

events, conducts media and press trips as well as carries out an integrated marketing and communications plan. This comprises of targeted campaigns using electronic, print, outdoor and digital media. Further, the brand engages in extensive partnerships with other stakeholders and players in the industry to grow brand equity and strengthen stakeholder relationships.

With the heavy uptake of digital media globally, KWS has invested in digital media, primarily KWS website ([www.kws.go.ke](http://www.kws.go.ke)), Facebook (Kenya Wildlife Service) with over 37,000 fans, twitter (@KwsKenya) over 25,000 followers.

In order to update the travel trade on product and marketing developments as well as get feedback, sales visits are conducted to tour operators, travel agents, hoteliers and NGOs. Travel trade workshops and familiarisation trips are also conducted to expose them to KWS products and allow them to experience everything that is on offer.



**Kenya Wildlife Service**  
**@KWSKenya**  
[www.kws.go.ke](http://www.kws.go.ke)

**Things you didn't know about KENYA WILDLIFE SERVICE**

- KWS contributes to the energy sector through geothermal plants at Hell's Gate.
- KWS is responsible for managing and protecting the critical water catchments Of Mt Kenya, the Aberdares, Mt Elgon, Chyulu, and Marsabit.
- The ten marine parks and reserves that KWS manages are critical breeding areas for sea life, sustaining the country's fishing industry.
- Tsavo East and Tsavo West combined is about the size of Israel (about 20,000 sq kms).
- The smallest park managed by KWS is Saiwa Swamp which stands at 2.9 sq kms
- Every December 16th, KWS holds a Heroes Day to remember those rangers who have lost their lives in the course of conservation and the fight against poaching.
- Central Island has the largest breeding crocodile population in the world.

