Magical Kenya Signature Experience Program





What it is?

The Magical Kenya Signature Experience (MKSE) program is an initiative that aims to promote a compilation of authentic and exceptional Kenyan traveler experiences that are best aligned to Magical Kenya's brand promise.





Magical Kenya's Brand **Promise**

Intimate and responsible connection with nature

Diversity of wildlife in breathtaking landscapes

Enriching cultural encounters with friendly people





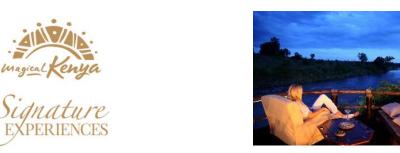




Multi-experience coastline

Vibrant cities for passive and active pursuits

Exhilarating activities inland and on the coast











Who should apply?

The MKSE program is open to tourism businesses based in Kenya offering exceptional experiences to global travelers.





Do I qualify? If you meet the following criteria, yes!

1. Deliver a travel experience that meets the definition of an authentic Kenya Signature Experience

2. Receive international travellers (although candidates can additionally work with the domestic market)

3. Have the required licenses for operation in Kenya with a minimum of 2 years delivering the experience





Do I qualify? If you meet the following criteria, yes!

4. Provide and deliverer the experience and are the point of sale for the customer

5. Have experience in working with international tour operators of any of KTBs key source markets and comply with commonly accepted "exportready" criteria

6. Have a website with content (image, text and video) that inspires travellers and describes the experiences provided, and that allows travellers to make a booking





Do I qualify? If you meet the following criteria, yes!

7. Have rights free, high-resolution multimedia material that KTB can use to market the experience

8. Deliver experiences that are environmentally responsible and benefit the local community





How to Apply

Step 1:

Communicate your interest to join the Magical Kenya Signature Experiences (MKSE) by email to signatureexperiences@ktb.go.ke

Step 2:

Fill out the prequalification quiz and send a signed copy to KTB

Step 3:

If you meet the set criteria, fill out and submit the Magical Kenya Signature Experience Application Form that will be sent to you by KTB.





Ready to Apply?

Get in-touch with us and we'll get you started. Contact the KTB Experience Team

Fiona Ngesa / Betty Ingwe/ Eric Omenda Tel: 020 2711262

signatureexperiences@ktb.go.ke



P.O. Box 30630 00100, Nairobi Kenya-Re Towers, 7th Floor Ragati Rd. Upper hill, Nairobi

