

# 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

1

Intimate and responsible connection with nature



2

Diversity of wildlife in breathtaking landscapes



3

Enriching cultural encounters with friendly people



4

Barefoot luxury, even in remote locations



5

Multi-experience coastline



6

Vibrant cities for passive and active pursuits



7

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 **“export-ready” 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 multi-media 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](mailto:signatureexperiences@ktb.go.ke)

## Step 2:

**Fill out the pre-qualification 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**

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