



P.O. Box 10146 00100, Nairobi, Kenya Telephone: (254) 20 2724755, 2724403 Fax: (254) 20 2724755  
Email: [info@ecotourismkenya.org](mailto:info@ecotourismkenya.org) Website: [www.ecotourismkenya.org](http://www.ecotourismkenya.org)

Dear Member,

Do you apply ecotourism principles in your tourism business operations? If the answer is yes, Ecotourism Kenya welcomes your nominations for the 2014 Eco-Warriors Awards in one of the 15 categories. Nominations will be drawn from eligible individuals, tourism hospitality and operations providers. Deadline for submission is 29<sup>th</sup> August 2014 after which short listing will be done to select the top 3 per category. **Past Eco-warriors Award Winners will be expected to demonstrate achievements that have taken place since the last award.** The winners will be announced in a colorful Gala Dinner on 9<sup>th</sup> October 2014 in Nairobi during the Magical Kenya Travel Expo (MKTE) that will be hosted by KTB. The Eco Warrior Gala Dinner is part of the itinerary for the 200 International Travel Trade 'hosted buyers' who will be attending the exhibition. The MKTE to be held at KICC is commencing on 8<sup>th</sup> and ending on 10<sup>th</sup> October 2014. We therefore present this as your chance to get recognized for your efforts, innovations and exceptional achievements in promoting responsible tourism and tourism sustainability in Kenya.

Besides rubbing shoulders with international travel and tourism operators from Kenyan key source markets, you will also have an opportunity of walking away with holiday prizes through the now famous 'Ecotourism Kenya Gala Dinner Holiday Galore'. Past participants have walked away with premium prizes such as Return flights and 2 Nights full board accommodation for 2 at one of the Kenyan prime eco-camps and lodges. Ecotourism Kenya members are therefore invited to offer complimentary vouchers for raffle during the Gala Dinner.

If you would like further details, drop us an email on [pr@ecotourismkenya.org](mailto:pr@ecotourismkenya.org) or call us on 0726 366080.

We look forward to your continued support and partnership towards making the 2014 Eco-Warriors Awards successful.

Kind regards,

Grace Nderitu,  
Chief Executive Officer



## EK AT A GLANCE

### *Eco-Warriors Awards 2014!*

**Theme: Responsible Tourism is #WhyILoveKenya**

**Dates: 9<sup>th</sup> October 2014**

**Venue: Nairobi**

#### **The Eco-Warrior award categories include:**

##### **Conservancy of the Year 2014:**

- Private conservancy (*for privately owned conservancies*)
- Community conservancy (*community-owned nature conservancies*)



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**Ecotourism Enterprise of the Year 2014:** This category has 5 awards as follows:

- a. Accommodation
  - i. Lodge
  - ii. Tented Camp
- b. Community
- c. Tour Operator
- d. Airline

**Eco-Rated Facility of the Year 2014**

**Ecotourism Partnership of the Year 2014:**

- a) Community-Investor
- b) Public-Private

**Ecotourism Guide of the Year 2014**

**Ecotourism Journalist of the Year 2014**

**Ecotourism Student Innovation Award 2014**

**Ecotourism Training Program of the Year 2014**

**Ecotourism Student Host Organization of the Year 2014**

Kindly note that the submission of nominations is ongoing. For more details drop us an email on [pr@ecotourismkenya.org](mailto:pr@ecotourismkenya.org) or call us on **0726 366080**.

**Deadline: 29<sup>th</sup> August 2014**

### **Membership Orientation Seminar & Gold Eco-rated Facilities Awarding**

Ecotourism Kenya has organized a membership orientation seminar to induct new members to the organization on Wednesday, 23<sup>rd</sup> July, 2:00pm- 4pm at the EK Board Room in Upper Hill. The main objective of this seminar is to improve membership and member services, networks and general profile of EK within the industry, travelers, policy makers, general public and like-minded organizations. Members will be taken through our programs and activity schedules for them to plan on taking part whenever possible.

The program will also include a certificate presentation to our latest facilities to be awarded **Gold Eco-rating certification**. This is the highest level of certification awarded to a facility that has achieved superior and replicable levels of excellence in responsible resource use, environmental conservation and socio-economic investment.

### **Eco-Talk: 'How to promote your ecotourism enterprise through Social Media'**

EK would like to thank all who attended the Ecotourism Talk themed '*How to promote your ecotourism enterprise through Social Media*' on 26<sup>th</sup> June 2014 at the EK Offices. The Guest Speaker was Mr. Muriuki Muriithi, Asst. Product Manager at the Kenya Tourism Board. Muriuki provided a better understanding on the important role that social media marketing and viral marketing play in developing an overall low cost promotional strategy for tourism businesses. He also talked about the Kenya Tourism Board (KTB) launch of the on-line media campaign on tourism recovery **#WhyILoveKenya** which is part of a strategy to reassure tourists of Kenya's safety. Participants were drawn from EK membership and stakeholders from the industry.



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Look out for our next Ecotourism Talk on our subsequent communication and the presentation which will be available on our website.

### **KAHC Symposium**

EK participated in the Kenya Association of Hotelkeepers and Caterers 12th Annual Symposium on 26th-28th June 2014 at the Sarova Whitesands Beach Resort and Spa. The hospitality industry stakeholders gathered to assess the achievements, challenges and share ideas on the way forward in regards to the Tourism Recovery program. Speaking during the symposium, hoteliers said that it is time the government gave the industry the seriousness it deserves as it serves as the key pillar of the economy and stressed on funds to be channeled to Kenya Tourism Board (KTB) to roll out its marketing and reassurance campaigns for the recovery initiative.

### **TRA Stakeholder's Sensitization Forum**

The Tourism Regulatory Authority (TRA) a state corporation created under the Tourism act. No. 28 of 2011 whose objective and purpose is to regulate the tourism sector, held a countrywide stakeholders sensitization forum on **26<sup>th</sup> June 2014** at the Utalii Hotel, Nairobi. The objective of the meeting was to communicate its mandate, functions and operations to the tourism stakeholders. Ecotourism Kenya was among the industry players invited to give input on what key areas and issues they would like to see the authority address as the authority embarks on putting together its five year strategic plan. [Read more....](#)

### **Strathmore's 10th Graduation:**

Ecotourism Kenya attended Strathmore 10<sup>th</sup> Graduation ceremony that took place on 27<sup>th</sup> June 2014. This year, the graduation list had a total of 898 students; 750- diploma and undergraduates, 146 -post graduate and 2 doctoral candidates. Speaking on behalf of the Council, the Chairperson of the University council, Mrs. Bernadette Musundi commended the university for the milestones it has achieved in the last academic year, among them, forging strong linkages with the industry to ensure that Strathmore's courses remain relevant in the market, as well as collaborations with key industry players such as Safaricom, I & M Bank, CFC Stanbic Bank, EABL, as well as professional associations ACCA & ICEAW. She also noted with satisfaction the academic partnerships forged with global universities to ensure benchmarking at a global level with Curtin University, Australia, St. Gallen University, Switzerland among other existing partnerships. In the aspect of research, she commended the University's research centres that are now attracting research grants, while also acknowledging the efforts to close the gender gap noting that 48% of the graduates in this year's list were women.

### **Call to Advertise on EK Naturals Magazine.**

If you have missed the chance to advertise in the past, you now have the opportunity to book your advertising for the next issue of Naturals Magazine which will be distributed during the Eco-warriors Awards 2014 on 9<sup>th</sup> October 2014 to the Kenyan and International travel trade.

Please check out the rates below:



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Size	Placement	Cost in Kshs.
Quarter Page (80mm x 115mm)	Inside Pages	15,000
Half Page(170mmx 115mm)	Inside Pages	30,000
Half Page(200mm x 133mm)	Back Cover	45,000
Full Page(200mm x 270mm)	Inside Pages	50,000
Full Page(200mm x 270mm)	Inside Front Cover	60,000
Full Page(200mm x 270mm)	Inside Back Cover	60,000
Full Page(200mm x 270mm)	Back Cover	60,000

To place an advert, send your artwork in full color on a CD saved as Tiff, EPS or JPEG with a minimum resolution of 300dpi and accompanied by an actual size color proof in order to meet color quality standards. If your artwork is not supplied with the color proof, EK will not be held responsible for color variation of any kind.

Please send us your comments, suggestions and contributions concerning ecotourism to share with other readers. For more information, contact us on [pr@ecotourismkenya.org](mailto:pr@ecotourismkenya.org).

## JOB OPPORTUNITIES

**Karibuni Eco Cottages -Vacancy Announcement!**

Ndhiwa Community Empowerment and Development Project in collaboration with Team Kenya UK are seeking to recruit a highly effective, qualified, self- starting professional to occupy the position of Eco-Tourism Hospitality & Catering Manager. [Karibuni Eco Cottages](#) is a community-based tourism initiative run by the Karibuni Women's Development Initiative. It is a 'hotel' and restaurant, which provides accommodation for individuals and groups, and has welcomed many visitors from the UK. [Read more...](#)

## NEWS

**Tourism in Kenya and the Region**

[National Tourism Strategy 2013-2018](#)

[East African Affairs, Commerce and Tourism Strategic Plan 2013- 2017](#)

[Legal Boost for Wildlife](#)

[Phyllis Kandie in the US to woo tourists to Kenya](#)

[Tourism's Contribution To Kenya Cannot Be Ignored](#)

[Kenya, Rwanda, Uganda Woo Tourists](#)

[Kenya's top tourism stakeholders ask: Where are promised funds?](#)

[Foreigners to get six months East Africa Tourism Visa](#)

**Conservation News in Kenya**

[UN pledges to work with Kenya in combating terrorism](#)

[Uhuru affirms Kenya's stand against poaching](#)



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[Maasai Want Settlers Out of Mau Forest](#)

[Commonwealth chief lauds Kenya's efforts to empower youths, women](#)

[Kenya Carbon Credit Tree Protection Program to Grow Fivefold](#)

[What Kenyans should expect from UNEA meeting](#)

[Lugari Residents to Plant One Million Seedlings](#)

[Global Ecotourism News](#)

[Esperance eco-tourism development plans face environmental roadblock](#)

[Global ambassadors of ecotourism gather in Nanjing \(1/6\)](#)

[Volunteer in Laos - Conservation and Eco tourism](#)

[Training Fishermen in Ecotourism and Business](#)

[ECO Certification Workshop - Port Augusta, SA](#)