

| Place       | Number of visitors<br>in 1985 (1,000) |
|-------------|---------------------------------------|
| Amboseli    | 155.2                                 |
| Nairobi     | 126.0                                 |
| Tsavo West  | 125.5                                 |
| Lake Nakuru | 121.7                                 |
| Masai Mara  | 119.4                                 |
| Mount Elgon | 4.5                                   |
| Saiwa Swamp | 0.8                                   |
| Ruma        | N.A.                                  |
| Kakamega    | N.A.                                  |

N.A. : not available

#### Tourism activities in the Region

Out of four national parks and two reserves in the Lake Basin region, only Masai Mara National Reserve is competitive to other famous national parks and resorts in Kenya (Table 6.1). Of visitors to Masai Mara, approximately 70% are international tourists (Table 6.2). Most visitors to other national parks in the Region, Mt. Elgon and Saiwa Swamp, are domestic tourists. A key to further development of tourism in the Region is thus how to induce international tourists to Masai Mara to visit other areas.

Currently there are about 2,800 beds at hotels and lodges in the Region (Table 6.3). A full list of hotels and lodges in the Region with the number of beds is attached to this chapter. Lodges in Masailand show high bed occupancy ratios by foreigners and high growth rates of bed-nights (Tables 6.4 and 6.5). Most hotel guests in Nyanza Basin and Western Area are residents of Kenya and bed occupancy ratios in these areas are low. This implies domestic travel demands mainly consisting of business trips do not yield sufficient number of guests for the hotel industries in Nyanza Basin and Western Area.

#### (4) Existing resources in the Region

There are several wildlife resources and related features in the LBDA's planning area including the Lake itself, Kano Plains, the hills and escarpments of Nandi and Nyabondo, unique bird areas and water falls. The wildlife species commonly found in the Region range from the hippopotamus and crocodiles in the Lake itself to elephant, Laxodonta africana, black rhinoceros, Diceros bicornis, Burchell's zebra, Equus burchelli, and further to various reptiles, primates and insects (butterflies).

In number of the areas where there are high concentration of wildlife, the Government has established National Parks or supported creation of County Councils' National Reserves. In addition, the Government is considering establishment of various bird sanctuaries within the Region.

### National Parks in the Region

There exist four National Parks in the Region. All of them are relatively new, undeveloped and less popular within the tourist industry.

#### 1) Ruma National Park

This is an unique park (formerly known as Lambwe Valley Game Reserve) of 46 square miles in which the government is committed to save the habitats of the only remaining herds of the following animals in Kenya: Roan antelope, Jackson hartebeest, and oribi. There are also buffaloes, hippopotamus, grey duicker, sitatunga, impala and various species of primates. Zebras and giraffes have been translocated into the park.

#### 2) Mt. Elgon National Park

Apart from its attractive caves, it has a dense forest, variety of scenery, wildlife and low level mountain moorland.

#### 3) Saiwa Swamp National Park

This is the most important area that contains the rare sitatunga species.

#### 4) Ndere Island

This is a beautiful park where numerous crocodiles, hippopotamus, impalas, velvet monkeys can easily be seen. It is the latest addition to the Kenya National Park/Reserve system in the Region (1986).

### National Reserves in the Region

There are two national reserves in the Region.

#### i) Masai Mara National Reserve

It is one of the most popularized wildlife sanctuaries in Kenya and its wildlife attractions range from elephant, hippopotamus, crocodiles to leopard, black rhinoceros, buffaloes, giraffes, and zebras. Its popularity in the tourist industry and of course with the foreign tourists should be exploited to diversify the number of visitors to other tourist attractions in the Region.

#### ii) Kakamega National Reserve

This reserve contains probably the only indigenous tropical forest south of the Sahara. It is also an important water catchment area in the Region. Some rare tropical species of snakes and insects especially butterflies are found in the reserve besides birds and primates.

In addition to the existing parks and reserves, the Region has a great deal of wildlife/tourist potential areas that should be developed. These include the following.

- 1) Oyugis bird sanctuary  
This is a principal breeding area for pelicans, yellow billed storks, sacred ibises, hadada ibises and other water-birds.
- 2) Mau-West forest area
- 3) Nzoia River delta swamp in Busia
- 4) Kimilili forest area
- 5) Malava forest area
- 6) Malaba bird sanctuary
- 7) Kolwa bird sanctuary
- 8) Kisumu Impala Park
- 9) Kehancha bird sanctuary
- 10) Sindo bird sanctuary
- 11) Kakamega bird sanctuary
- 12) Lake Simboi Flamingo sanctuary
- 13) Ahero (heronry) bird sanctuary.  
This is a 10 acre acacia woodland used by a variety of birds as a breeding colony during the months of April and May. These birds include the African spoon bills, yellow billed stork, egrets, herons, hadada and ibis.

#### Other attractions

There are also other tourists attractions including unique historic and pre-historic features in the Region. These are the following.

- 1) Ugowa bay ruins
- 2) The Old railway ferry (Kisumu)
- 3) Kakamega gold mines
- 4) Macalder gold mines
- 5) Ramba gold mines (Siaya)
- 6) Rusinga Island pre-historic site
- 7) Tom Mboya memorial
- 8) Chetambe fort
- 9) Chairman administrative headquarters (Nortcott-Otenyo confrontation site) in Kisii.

Other attractions include:

- i) Odino, Gogo and Yala falls
- ii) Kakamega crying stones (Ikhonga murui)
- iii) Kit Mikai rocks
- iv) Homa hot springs
- v) Kisii stone carving
- vi) Manga crater
- vii) Tea and sugarcane plantations in the Region.

## **6.2 Development Potential and Targets**

### **(1) Resources to be exploited**

As already seen, there exist four national parks and two national reserves and numerous other attractions in the Region. Major undeveloped tourism resources have been identified as follows among all the potential enumerated.

- 1) **Cultural values**  
Cultural centres may be developed in the Region, incorporating folklores, traditional dance troupes, local dishes, arts crafts and tools, and coordinating annual cultural festivals.
- 2) **Lake Victoria can be developed for water sports, lake cruise or bird watching.**
- 3) **Kakamega tropical forest is a home of unique species of trees, insects, birds and reptiles.**
- 4) **Mau Forest**  
The district development plan of Kericho has proposed to turn 959 km<sup>2</sup> of gazetted Mau forest into National Park or Reserve. Various animals in the forest would be a great attraction to tourists. Furthermore, neighbouring the forest is a town of Kericho with hotels and other urban functions surrounded by beautiful tea fields.
- 5) **Mount Elgon National Park is an added opportunity to mountain climbers.**

Other smaller but nevertheless important tourist attractions are the following:

- i) **Mt. Elgon caves,**
- ii) **Saiwa Swamp,**
- iii) **Odino, Gogo, Yala and Webuye falls,**
- iv) **Kakamega crying stones and Kit-Mikai rocks,**
- v) **Webuye bird sanctuary, and**
- vi) **Kisii Manga crater.**

In addition, some socio-cultural activities may draw attention of visitors such as Kisii rock carving, tea and sugarcane plantations, Kerio Valley fluorspar and trout fishing in Kimilili River.

### **(2) Development targets**

A forecast of number of tourists up to the year 2005 is shown in Table 6.6 in terms of hotel bed-nights. The annual growth rate of bed-nights in the Lake Basin region is set at 7% for 1985-1995, and 5% for 1995 - 2005.

In 1984 the value-added in the tourism sector in the Region was K£5.7 million, approximately 0.6% of the GRDP. In 2005 the value-added in tourism sector will be K£ 19.7 million, keeping the same share in the GRDP (Table 6.7).

The number of necessary hotel beds will grow 1.8 times by 1995 and 2.8 times by 2005, assuming the increase in bed occupancy ratio by 8.8% on an average (Table 6.8). Especially Masai Mara has a very high occupancy ratio. Employment opportunities of 1,246 persons will be newly generated by 1995 by hotel industry and additional 1,617 by 2005 (Table 6.9).

### **(3) Conditions for development**

To attain the tourism development targets, planning and implementation should be done in stages, where the following conditions are indispensable.

- 1) Deliberate efforts to develop and enhance tourist sites and attractions such as cultural centers in strategic areas, parks and reserves, Lake Victoria and forests;
- 2) Maintenance of high quality of land and water environment;
- 3) Improved provision of infrastructure such as roads, airports, passenger boats and hotel accommodations and also of conference facilities;
- 4) Agricultural and industrial development and income growth which will bring more business and stimulate domestic tourism;
- 5) Promotion of domestic tourism to increase utilization ratio of existing facilities and tourist services such as tour operation and information bureau; and
- 6) Promotion and marketing of existing tourist facilities in the Region through preparation and distribution of regional tourists brochures.

## **6.3 Tourism Development Plan**

### **(1) Objective and basic strategy**

#### **Tourism**

As indicated above, the tourism sector claimed only 0.6% of GRDP of the Region in 1984, and its share is not likely to increase in any appreciable degree in a foreseeable future. However, for this sector to become a major source of income and employment in a longer run, aggressive and consistent efforts have to be made in order to consolidate the resource base for tourism in the Region. Tourism resources, especially those for international tourism, are most easily eroded, unless proper attention is directed to their consistent development.

With this view, the objective for tourism development in the Region may be set as follows:

To establish a firm basis, in terms of both the provision of basic infrastructure and general reputation, for the Region to become one of major tourism areas in Kenya.

As already seen, Masai Mara National Reserve is the most popularized tourism resource in the Region, competitive with other major tourism attractions in Kenya for international tourists. Other tourism attractions in the Region are at present mostly for domestic tourists, and there are only a few major unexploited tourism resources, including Lake Victoria and Mau Forest, although small attractions abound in the Region as listed in Section 6.3. Thus all the resources have to be utilized effectively in mutually complementary manners to realize further development of tourism in the Region.

For this, the following should constitute the basic strategy.

- 1) Integration of major tourism objects by connecting them to Masai Mara with transportation network;
- 2) Provision of tourism facilities to meet a wider range of demand including that of domestic tourism; and
- 3) Provision of selective and resource-efficient marketing/public information activities with the aim of increasing tourist traffics during low seasons.

#### Wildlife conservation and management

As indicated above, the Region has a variety of wildlife resources and related tourists attractions, most of which have not been fully developed or popularized. There are also frequent wildlife/human land use conflicts in a number of areas in the Region. Wildlife resources, especially where there are active conflicts with human use, are most easily eroded, unless proper attention is directed to their conservation.

To this end, the following should constitute the basic wildlife conservation strategy in the Region:

- 1) Development and promotion of the existing national parks and reserves in the Region;
- 2) Effective conservation and management of wildlife resources in the Region; and
- 3) Establishment of new parks, reserves, sanctuaries or unique areas for tourism attraction and conservation of the areas.

## **(2) Specific development strategies**

In accordance with the basic strategy, all the local tourism development should be linked to form a tourism network. In particular, the following would be instrumental in network formation.

### **1) Lake Victoria development**

Development of Lake Victoria, a major unexploited resource, should play a vital role in the tourism development. Kisumu municipality and Homa Bay will be the cores of providing tourism accommodations. Regional coordination with Tanzania and Uganda should also be sought through this development scheme.

### **2) Revision and improvement of Western Kenya Tourism Circuit**

Tourism in Masai Mara should be extended to Lake Victoria and Ruma National Park to form a "Western Kenya Tourism Circuit". For this, tourism accommodations in Masai Mara should be further improved, and Ruma National Park has to be provided with proper infrastructure.

### **3) Enhancement of gateway area and Kericho town**

The town of Kericho is strategically located almost at mid-point between Nakuru and Kisumu, and as a gateway town to the west and to the south. Tourism potentials of this area with Mau Forest should be developed to attract more tourists into the Region, both domestic and international.

### **4) Northern border link development**

Tourism resources along the northern border of the Region including Mt. Elgon and Saiwa Swamp National Parks and Kapenguria, should be linked and developed as a highland resort zone.

In this network, some of larger towns and other secondary towns strategically located would play a vital role by serving as nodal points on tours and providing accommodations, urban services and additional attractions. They include Kisumu, Eldoret, Kakamega, Kericho, Kitale, Bungoma, Webuye, Busia and Sió Port.

This network should be integrated with tourism objects in Kerio Valley and also expected to be extended to Uganda in the future. In addition, Kakamega National Reserve will present a unique tourism opportunity as the virgin forest closest to major urban areas, if infrastructure is properly developed. The tourism network is illustrated in Figure 6.2.

### **(3) Major projects**

#### **Lake Victoria development**

This scheme consists of the following set of projects (see Figure 6.3).

##### **1) Lake Victoria cruise**

Establishment of a cruise on Lake Victoria is a key to integrating tourism activities along the Lake shore. Luxury passenger boats can be operated between Kisumu and Muhuru with existing stopovers at Homa Bay, Mfangano Island (Sena) and Rusinga Island (Mbita). When a tourist hotel is constructed in Ndere Island, an additional stop can be made there. Lake cruise may be further extended to Uganda and Tanzania in the future.

##### **2) Game reserves and parks**

Tourist attractions should be preserved and access be improved for Kolwa Bird Sanctuary, Ndere Island Game Reserve, Impala Park in Kisumu, Lake Simbi Flamingo Park in Kendu Bay and Oyugis Bird Sanctuary.

##### **3) Ruma National Park**

Tsetse flies should be eliminated from the park first, and then access roads to the park and road network in the park should be improved. Ministry of Health in cooperation with other government departments are carrying out spraying programmes in the Lambwe Valley with the aim of eliminating the tsetse flies. ICIPE has research programmes of developing biological control of the flies.

##### **4) Water-based recreation facilities**

Facilities for water sports should be prepared such as yachting, sports fishing, water skiing and surf riding.

##### **5) Hotel accommodations including floating hotels**

Tourist accommodations along the Lake shore should be improved, including the following:

- Kisumu: Extension/improvement of Sunset Hotel
- Ndere Island: Construction of medium size hotel and a tented camp
- Homa Bay: Extension/improvement of Homa Bay Hotel
- Health spas using hot springs in Homa Bay area.

Also floating hotels may be introduced on the Lake.



### Western Kenya Tourism Circuit

The tourist sites connected on the circuit from Masai Mara are Ruma National Park, Lake Simbi near Kendu Bay, Oyugis Bird Sanctuary, Kisumu - Muhoroni sugar belt, Kolwa Bird Sanctuary and Kisumu town (with the museum and Impala Park).

Upgrading the access roads to Masai Mara from the present murrum to tarmac standard would be necessary. They include the following routes.

- C12 (Ewaso Ngiro-Masai Mara)
- C17-C13 (Kilgoris - Masai Mara)

Further, the following sections should be upgraded to improve connection between Masai Mara and Lake Victoria.

- C13 (Loigorien - Muhuru)
- C18 (Karungu - Rodi Kopany - Homa Bay)
- C20 (Ogembo - Rongo)

Tourism accommodations in the entrance area of Masai Mara at the escarpment should be considered to take advantage of this unique landscape not enjoyed by those travelling from Nairobi areas. Improvement of airport facilities would contribute to the growth of international tourists by connecting Masai Mara with major towns. Kisumu airport and airstrips in Eldoret and Mara Serena should be improved.

The Western Kenya Tourism Circuit should eventually be expanded to cover the entire Region, connected with other development schemes proposed by this Master Plan. In the course of the expansion, smaller tourist attractions listed in Section 6.3 will be incorporated in the circuit. Also the airport network should be completed with improvement of facilities at Homa Bay, Kericho, Kakamega, Bungama, Busia, Kitale and Kisii.

### Gateway area development

A part of Mau Forest should be developed as a national park or reserve, and facilities for riverine fishery, trekking and other activities should be provided. Tea and sugarcane plantations with factories and other scenic attractions should be made accessible as a part of this development.

### Northern border link development

Lodging facilities in Mt. Elgon and Saiwa Swamp National Parks should be extended and improved. A hotel in Kitale planned by KTDC should be promoted. Road links along the northern border should be improved to integrate these parks and Kapenguria.

### (4) Phasing of implementation

The tourism development along the line delineated above should be implemented in phases as illustrated in Table 6.10.

**(5) Measures for wildlife conservation and management**

To facilitate the effective management and development of the wildlife sector in the Region, the following suggestions are made:

- 1) To provide infrastructure such as roads, lodges, campsites etc. in the existing parks and reserves;
- 2) To establish and develop bird sanctuaries at Ahero, Oyugis, Lake Simbi etc. to help promote tourism in those areas;
- 3) To establish small mammal sanctuaries such as the Golden Mole in Cherangani and Yala Swamp; and
- 4) To undertake research into sitatunga species of Saiwa Swamp National Park, Mt. Elgon caves and many other areas in the Region.

Primarily for effective development, popularization and management of national parks, reserves and wildlife resources in the Region, the following measures should be undertaken:

- 1) Preparation of management plans for all the national parks and reserves in the Region;
- 2) Preparation of information guides and brochures for all the national parks, reserves, sanctuaries and unique tourists attractions in the Region; and
- 3) Identification of other tourists attractions and monitoring of the population trends of wild animals both inside and outside gazetted areas.

**(6) Other measures**

To complement the development efforts, the following measures should also be taken:

- 1) To establish local travel services such as tour operators, travel agencies and rent-a-car business in order to prevent the benefits from tourism to flow out of the Region;
- 2) To eradicate water-borne disease such as schistosomiasis, sleeping sickness and malaria as a prerequisite to extensive tourism development along the Lake shore and to enhance overall environmental quality in and around the Lake;
- 3) To adopt selective and effective marketing strategies by providing tourism information with audio-video equipment;
- 4) To coordinate the activities of LBDA, Ministry of Tourism and Wildlife, Kenya Airways and others for effective tourism promotion; and

- 5) To encourage small business to meet the requirements of domestic tourists and thrifty tourists from abroad with respect to lodges, restaurants and variety of services, including arrangement of cheap group tour packages.

In taking these measures, LBDA would be in a position to coordinate the activities of government organizations and the private sector as well as to take initiative for the eradication of diseases and the protection of Lake water quality. The Authority can also organize or coordinate various events to attract tourists, such as international and national conferences, seminars and exhibitions. In order to fulfil these functions, it is recommended to establish a tourism section within the LBDA.

The Ministry of Tourism and Wildlife can also establish a tourism information centre, which would provide an inventory of tourism attractions in the Region and the information on their access routes, available transportation and accommodations.

### **References**

- 1. CBS, Statistical Abstract 1985**
- 2. CBS, Economic Survey 1986**
- 3. Kenya Five Year Development Plan 1984 - 1988**
- 4. LBDA Five Year Development Plan 1983 - 1988**
- 5. Ministry of Tourism and Wildlife**
- 6. Sessional Paper No. 1 of 1986 on Economic Management for Renewed Growth**

Table 6.1 Visitors to National Parks and Reserve in the Region

|                    | 1979            | 1980            | 1981             | 1982             | 1983             | 1984               | 1985*              |
|--------------------|-----------------|-----------------|------------------|------------------|------------------|--------------------|--------------------|
| Masai Mara Reserve | -               | -               | 36,821<br>(3.8%) | 56,111<br>(5.2%) | 78,085<br>(8.5%) | 109,921<br>(10.6%) | 119,400<br>(11.0%) |
| Mt. Elgon N.P.     | 3,134<br>(0.4%) | 3,557<br>(0.4%) | 2,907<br>(0.3%)  | 3,166<br>(0.3%)  | 3,023<br>(0.3%)  | 4,242<br>(0.4%)    | 4,500<br>(0.4%)    |
| Saiwa Swamp N.P.   | 1,350<br>(0.2%) | 1,352<br>(0.2%) | 1,983<br>(0.2%)  | 1,893<br>(0.2%)  | 1,342<br>(0.1%)  | 820<br>(0.1%)      | 800<br>(0.1%)      |
| Ruma N.P.          | -               | 254             | 185              | 207              | 1,166<br>(0.1%)  | 752<br>(0.1%)      | -                  |
| Total in Kenya     | 845,750         | 831,692         | 972,758          | 1,075,397        | 922,772          | 1,037,175          | 1,074,000          |

Note: Figures in parentheses show the ratio to Total in Kenya.

\* Provisional

Source: Statistical Abstract 1985

Table 6.2 Ratio of Adult Non-Resident Visitors to National Parks in the Region.

|                             | 1982 | 1983 | 1984 |
|-----------------------------|------|------|------|
| Masai Mara National Reserve | 69%  | 60%  | 72%  |
| Mt. Elgon                   | 14%  | 13%  | 11%  |
| Saiwa Swamp                 | 16%  | 23%  | 21%  |

Source: Statistical abstract 1985.

Table 6.3 Number of Beds in Hotels by District (1985)

|                  |              |       |
|------------------|--------------|-------|
| Nyanza Province  |              | 868   |
|                  | Kisii        | 201   |
|                  | Kisumu       | 556   |
|                  | Siaya        | 30    |
|                  | South Nyanza | 81    |
| Western Province |              | 569   |
|                  | Bungoma      | 236   |
|                  | Busia        | 114   |
|                  | Kakamega     | 219   |
| Rift Valley      |              | 1,373 |
|                  | Kericho      | 102   |
|                  | Trans Nzoia  | 175   |
|                  | Uasin Gishu  | 482   |
|                  | Narok        | 674   |
| Total            |              | 2,810 |

Note: This table includes all hotels, lodges, and tented camps, and figures do not correspond to that in "Statistical Abstract" which covers only selected tourist hotels and lodges.

Source: Ministry of Tourism and Wildlife.

Table 6.4 Types of Hotel Bed Occupants (1984)

| Area             | Foreign Residents | Residents of Kenya | Permanent Occupants | Room Occupancy Rate |
|------------------|-------------------|--------------------|---------------------|---------------------|
| Masailand (West) | 94%               | 6%                 | -                   | 77%                 |
| Nyanza Basin     | 12%               | 83%                | 2%                  | 43%                 |
| Western          | 33%               | 62%                | 3%                  | 34%                 |

Source: Statistical Abstract 1985.

Table 6.5 Hotel Beds Occupied by Tourism Area

| Year | ('000 Bed-nights) |              |         |            |
|------|-------------------|--------------|---------|------------|
|      | Masailand (West)  | Nyanza Basin | Western | All Hotels |
| 1976 | -                 | 50.4         | 19.0    | 3,573.7    |
| 1980 | 89.7              | 101.5        | 43.2    | 4,717.3    |
| 1984 | 138.6             | 91.6         | 56.3    | 4,684.3    |

Note: The definitions used for the classification of the area are as follows:

| Major Division  | Sub-class | Definition  |
|-----------------|-----------|---|
| 1. Masailand    | (a) East  | Kajiado District and Machakos District (South of Kitui Road)  |
|                 | (b) West  | Narok District.   |
| 2. Nyanza Basin |           | Nyanza Province and Kericho District.   |
| 3. Western      |           | Western Province, Nandi, Uasin Gishu, Trans-Nzoia, West Pokot, Elgeyo Marakwet and Baringo Districts. |

Source: Statistical Abstract 1979, 1985.

Table 6.6 Forecast of Hotel Bed-nights Occupied

|                       | 1976           | 1984            | 1995            | 2005            | Annual Growth                                   | (000 Bed-nights)<br>Note                                |
|-----------------------|----------------|-----------------|-----------------|-----------------|---|---|
| <b>Total in Kenya</b> |                |                 |                 |                 |   |   |
| international         | 2,505.5        | 3,478.5         | 5,949.4         | 9,691.0         | 5.0%*   | Projected growth rate of foreign travel earnings.       |
| domestic              | 1,068.1        | 1,298.8         | 2,107.5         | 3,774.2         | 6%  | Projected Growth rate of urban population               |
| Total                 | 3,561.3        | 4,684.3         | 8,056.9         | 13,465.2        |   |   |
| <b>Masailand West</b> |                |                 |                 |                 |   |   |
| international         |                | 138.6<br>(3.0%) | 314.6<br>(3.9%) | 474.6<br>(3.5%) | Constant Value<br>of 16,000 persons<br>per year | Average Growth rate of Foreign Visitors for 1981-1984   |
| <b>Nyanza Basin</b>   |                |                 |                 |                 |   |   |
| international         | 6.6            | 11.3            | 25.6            | 38.7            | 1,300 per year                                  | Growth rate of Masai Mara                               |
| domestic              | 43.8           | 80.3            | 152.4           | 273.0           | 6%  | Projected growth rate of urban population in this area. |
| Total                 | 50.4<br>(1.4%) | 91.6<br>(2.0%)  | 178.0<br>(2.2%) | 311.7<br>(2.3%) |   |   |
| <b>Western</b>        |                |                 |                 |                 |   |   |
| international         | 4.2            | 18.8            | 42.7            | 64.4            | 2,200 persons<br>per year                       | Growth rate of Masai Mara                               |
| domestic              | 14.8           | 37.5            | 71.2            | 127.5           | 6%  | Projected growth rate of urban population in this area. |
| Total                 | 19.0<br>(0.5%) | 56.3<br>(1.2%)  | 113.9<br>(1.4%) | 191.9<br>(1.4%) |   |   |
| <b>LBDA total</b>     |                |                 |                 |                 |   |   |
| international         | 10.8           | 168.7           | 382.9           | 577.7           |   |   |
| domestic              | 58.6           | 117.8           | 223.6           | 400.5           |   |   |
| Total                 | 69.4<br>(1.9%) | 286.5<br>(6.1%) | 606.5<br>(7.5%) | 978.2<br>(7.3%) |   |   |

Note: Figures in parenthesis show the ratios to Total in Kenya.

Source: "Sessional Paper No.1 of 1986 on Economic Management for Renewed Growth".

Table 6.7 Value Added\* in Tourism Sector (K£ million in 1985 Constant Prices)

|                                | 1984 | 1995 | 2005 | Annual growth Rate |
|--------------------------------|------|------|------|--------------------|
| Masailand West international** | 4.0  | 9.1  | 13.7 | 6.0%               |
| Nyanza Basin international**   | 0.3  | 0.7  | 1.1  |                    |
| domestic***                    | 0.6  | 1.1  | 2.0  |                    |
| total                          | 0.9  | 1.8  | 3.1  | 6.1%               |
| Western international**        | 0.5  | 1.2  | 1.9  |                    |
| domestic***                    | 0.3  | 0.5  | 1.0  |                    |
| total                          | 0.8  | 1.7  | 2.9  | 6.3%               |
| LBDA total international**     | 4.8  | 11.0 | 16.7 |                    |
| domestic***                    | 0.9  | 1.6  | 3.0  |                    |
| total                          | 5.7  | 12.6 | 19.7 | 6.1%               |

Notes: + National Target in "Sessional Paper No. 1, 1986" is 5%

\* The value added ratio for tourism sector is 0.50.

\*\* The foreign exchange earnings from tourism 1,154 Kshs. per bednight was used. (Source: Economic Survey 1985)

\*\*\* The average domestic business travel allowance Kshs 300/= per bednight was used. (Source: LBDA travel allowance)

Source: Statistical Abstract 1985.



Table 6.8 Demand for Hotel and Lodge Accomodations

|                | (number of beds) |               |               |
|----------------|------------------|---------------|---------------|
|                | 1984             | 1995          | 2005          |
| Masailand West | 504 (75.4%)      | 1,232 (70%)   | 2,002 (65%)   |
| Nyanza Basin   | 753 (33.3%)      | 1,083 (45%)   | 1,707 (50%)   |
| Western        | 550 (38.1%)      | 942 (45%)     | 1,429 (50%)   |
| LBDA total     | 1,807 (43.4%)    | 3,257 (51.0%) | 5,138 (52.2%) |

Note: Figures in parentheses are bed occupancy rates. The target in 2005 is set to 70% in room occupancy rate, which is equivalent to 65% bed occupancy rate for national park lodges and 50% for urban hotels.

Source: Statistical Abstract 1985

Table 6.9 Employment in Hotels and Lodges

|                | (number) |       |       |
|----------------|----------|-------|-------|
|                | 1984     | 1995  | 2005  |
| Masailand West |          |       |       |
| Masailand West | 433      | 1,060 | 1,722 |
| Nyanza Basin   | 648      | 932   | 1,468 |
| Western        | 473      | 810   | 1,229 |
| LBDA total     | 1,554    | 2,802 | 4,419 |

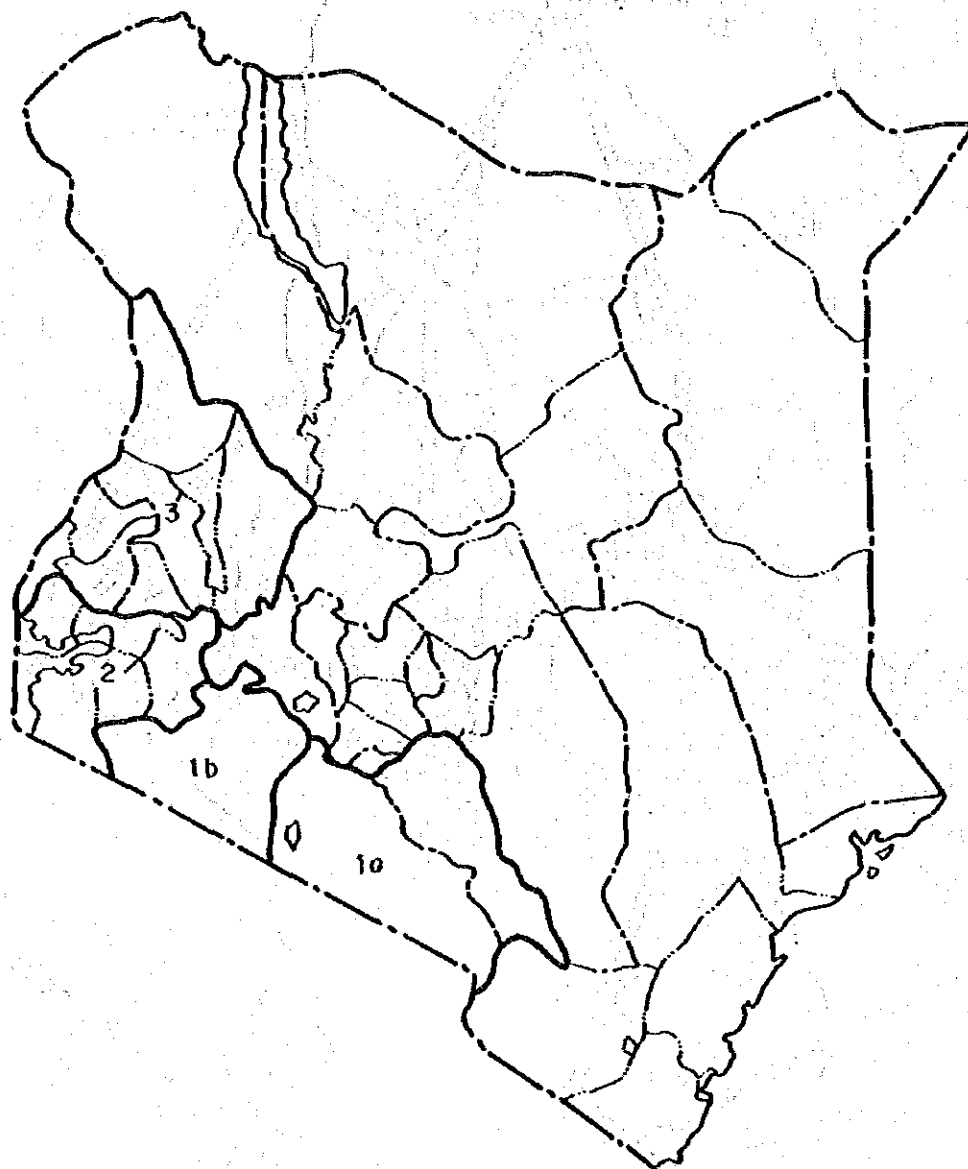
Note: Number of wage employment per hotel beds 0.85 was used.

Source: Statistical Abstract 1985

Table 6.10 Phasing of Tourism Sector Development

| Lake Victoria development   | Western Kenya Tourism Circuit  | Gateway area Northern border   | Institutional measures   |
|---|--|--|--|
| <b>Phase 1 (1993)</b>   |  |  |  |
| <ul style="list-style-type: none"> <li>Improvement/extension of existing accommodations</li> <li>Improvement of access to Ruma National Park</li> </ul>   | <ul style="list-style-type: none"> <li>Improvement of accommodations in Masai Mara</li> <li>Upgrading of access roads to Masai Mara - C13-C17 (Kilgoris-M.M)</li> <li>Kisumu airport improvement overlay, apron expansion and passenger terminal</li> <li>Runway extension and passenger terminal at Mara Serena</li> <li>Passenger terminal at Eldoret</li> </ul> | <ul style="list-style-type: none"> <li>Designation of Mau Forest as national park</li> <li>Extension/improvement of existing lodging facilities</li> <li>Improvement of road to Mt. Elgon</li> </ul> | <ul style="list-style-type: none"> <li>Continuation of extensive efforts to eradicate water-borne diseases</li> <li>Measures to encourage local travel services</li> </ul> |
| <b>Phase 2 (1993-2000)</b>  |  |  |  |
| <ul style="list-style-type: none"> <li>Establishment of Lake Cruise and a floating hotel</li> <li>Provision of water-based recreation facilities</li> <li>Access improvement/preservation of smaller reserves and parks (Phase 1).</li> </ul> | <ul style="list-style-type: none"> <li>New accommodations in Masai Mara</li> <li>Upgrading of access roads - C-12 (Ewaso Ng'iro-M.M.), C13 (Migori-Lolgorien), C18 (Kodi Kopany-Karungu)</li> </ul>  | <ul style="list-style-type: none"> <li>Provision of facilities in Mau Forest national park</li> <li>Establishment of road links along northern borders</li> </ul>                                    | <ul style="list-style-type: none"> <li>Establishment of tourism information center</li> <li>International campaign for tourism promotion etc.</li> </ul>                   |
| <b>Phase 3 (2000-)</b>  |  |  |  |
| <ul style="list-style-type: none"> <li>Access improvement/preservation of smaller reserves and parks (Phase 2)</li> </ul>   | <ul style="list-style-type: none"> <li>Internationalization of Kisumu airport</li> </ul>   |  |  |





1 MASAILAND

2 NYANZA BASIN

3 WESTERN

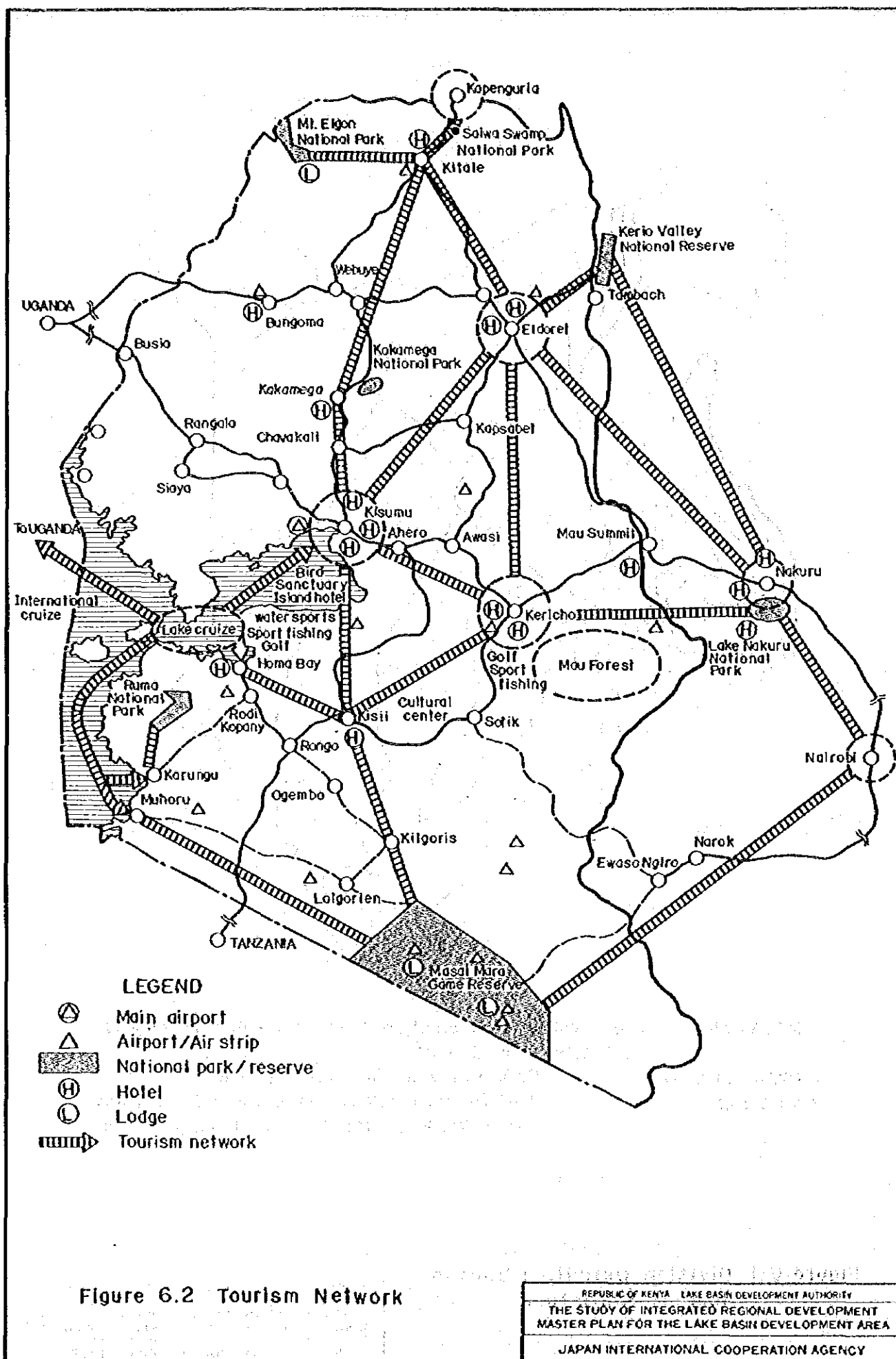
(a) East Kajiado District and Machakos (South of Kitui Road)

(b) West Narok District.

Nyanza Province and Kericho District.

Western Province, Nandi, Uasin Gishu, Trans - Nzoia,  
West Pokot, Elgeyo Marakwet and Baringo Districts.

**Figure 6.1 Division Definition Used in  
Tourism Statistics**



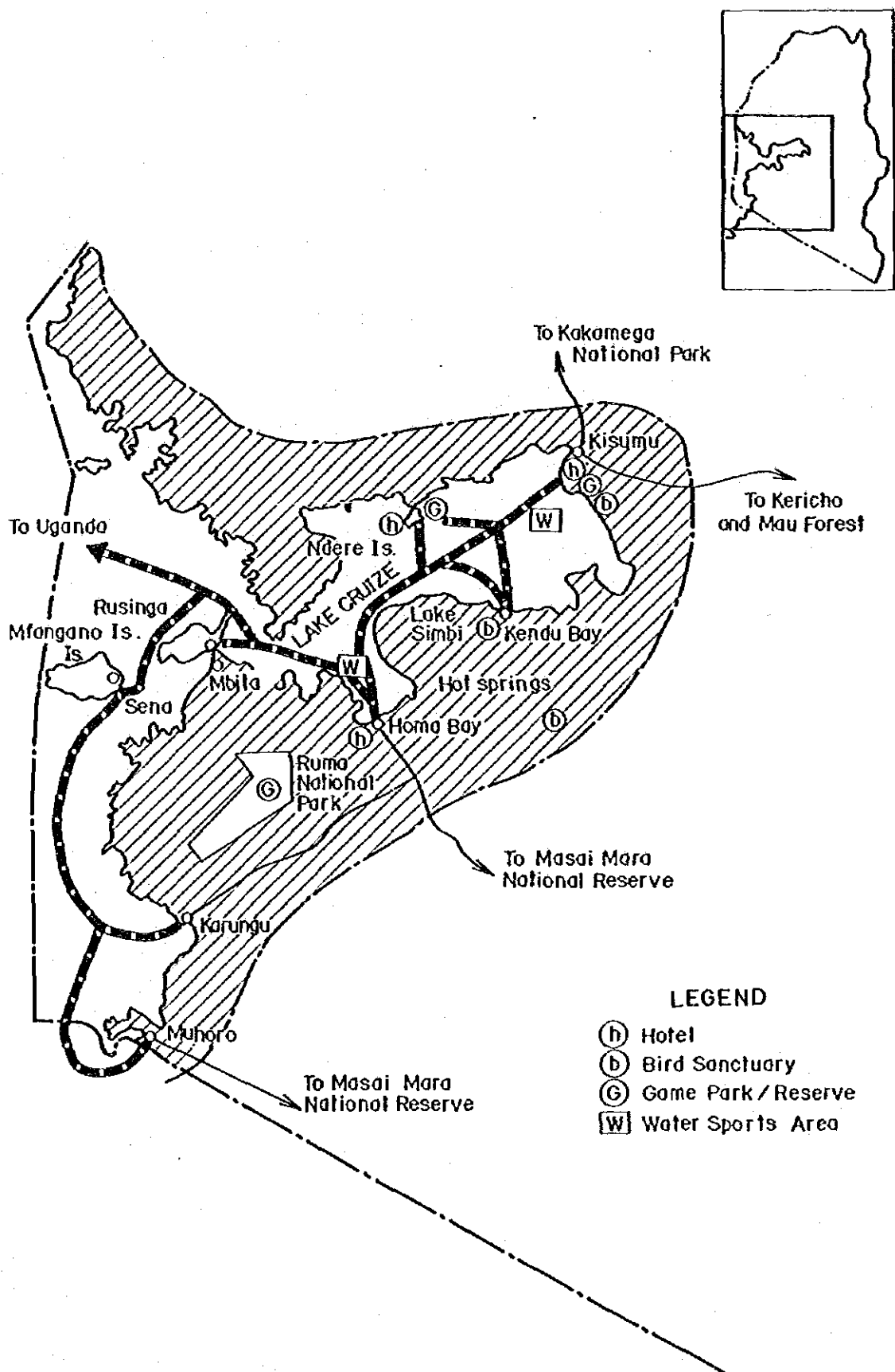


Figure 6.3 Lake Victoria Development Plan



Attachment to Chapter 6: List of Hotels and Lodges in the Region

Nyanza Province

| <u>Name of hotel/lodge</u> | <u>Beds</u> | <u>Address</u>         |
|----------------------------|-------------|------------------------|
| 1. Kisii Hotel             | 27          | Box 26, Kisii          |
| 2. Safe Lodge              | 11          | Box 156, Kisii         |
| 3. New Silver Hotel        | ?           | Box 966, Kisii         |
| 4. Tip Top Lodge           | 19          | Box 910, Kisii         |
| 5. Kisii Tea Room          | 19          | Box 910, Kisii         |
| 6. Waso River Hotel        | 25          | Box 1667, Kisumu       |
| 7. Hotel Confident         | 20          | Box 2005, Kisumu       |
| 8. Desarile Hotel          | 30          | Box 1108, Kisumu       |
| 9. Lake View Hotel Ltd.    | 15          | Box 1216, Kisumu       |
| 10. New Luck Bar and Rest  | 7           | Box 241, Kisumu        |
| 11. Sakawa Towers Hotel    | 25          | Box 541, Kisii         |
| 12. Miruka's Lodge         | 26          | Box 1717, Kisumu       |
| 13. Kisii Riverside Motel  | 90          | Box 2401, Kisii        |
| 14. Farid Hotel            | 13          | Box 374, Kisumu        |
| 15. Kisumu Hillside Inn    | 20          | Box 691, Kisumu        |
| 16. Black and Black        | 37          | Box 28, Kisumu         |
| 17. Luander Westlands      | 19          | Box 383, Luanda Kisumu |
| 18. Mabunge Lodge          | 20          | Box 1607, Kisumu       |
| 19. Hotel Beogranda        | 20          | Box 920, Kisumu        |
| 20. Jera Inn Ltd.          | 24          | Box 14, Siaya          |
| 21. Get In Hotel           | 45          | Box 807, Kisumu        |
| 22. Hotel Cassaneva        | 42          | Box 920, Kisumu        |
| 23. Highway Lodge          | 23          | Box 910, Kisii         |
| 24. Imperial Hotel         | 150         | Box 1866, Kisumu       |
| 25. Zonic Hotel            | 20          | Box 1903, Kisii        |
| 26. Bassi Lodge            | 19          | Box 392, Kisii         |
| 27. New Rozy Lodge         | 15          | Box 548, Kisumu        |
| 28. Kisumu Holiday Inn     | 12          | Box 416, Kisumu        |
| 29. Mt. Everest Hotel      | 16          | Box 562, Kisii         |
| 30. East View Hotel        | 30          | Box 857, Kisumu        |
| 31. Tot Coffee House       | 10          | Box 1519, Kisumu       |
| 32. Girango Lodge          | 40          | Box 4, Suna Migori     |
| 33. Homa Bay Hotel         | 40          | Box 521, Homabay       |
| 34. Mwalimu Hotel          | 31          | Box 2427, Kisii        |
| 35. Razbi Guest House      | 22          | Box 1418, Kisumu       |
| 36. Capital Hotel          | 28          | Box 966, Kisii         |
| 37. Lagoon Motel           | 26          | Box 1400, Kisumu       |
| 38. Sunset Hotel           | 100         | Box 215, Kisumu        |
| 39. New Kisumu Hotel       | ?           | Box 1690, Kisumu       |
| 40. Pine Cone Hotel        | 40          | Box 1124, Kisumu       |
| 41. New Victoria Hotel     | 34          | Box 276, Kisumu        |



### Western Province

| <u>Name of hotel/lodge</u>         | <u>Beds</u> | <u>Address</u>              |
|------------------------------------|-------------|-----------------------------|
| 1. Park Villa Ltd.                 | 30          | Box 1000, Webuye            |
| 2. Kakamega Highway Hotel          | 40          | Box 677, Kakamega           |
| 3. Bugoma Tourist Lodge            | 36          | Box 972, Bungoma            |
| 4. Golf Hotel                      | 124         | Box 118, Kakamega           |
| 5. Trailes Tourist Inn             | 85          | Box 412, Busia              |
| 6. Mulukoba Lakeside Hotel         | 16          | Box 4, Port Victoria, Busia |
| 7. Bendera 1985 Hotel & Restaurant | 30          | Box 423, Kakamega           |
| 8. Bungoma Simba Hotel             | 15          | Box 663, Bungoma            |
| 9. Busia Teachers Hotel            | 13          | Box 170, Busia              |
| 10. Kemo Wayside Day & Night       | 24          | Box 728, Kakamega           |

### Rift Valley Province

| <u>Name of hotel/lodge</u>     | <u>Beds</u> | <u>Address</u>           |
|--------------------------------|-------------|--------------------------|
| 1. Mid West Hotel              | 83          | P.O. Box 1175, Kericho   |
| 2. New Wagon Wheel Hotel       | 30          | P.O. Box 503, Eldoret    |
| 3. New Lincoln Hotel           | 42          | P.O. Box 551, Eldoret    |
| 4. Executive Lodge             | 19          | P.O. Box 589, Kitale     |
| 5. Kaptagat Hotel              | 23          | P.O. Box 430, Eldoret    |
| 6. Masai Mara Sopa             | 144 (Narok) | P.O. Box 72630, Nairobi  |
| 7. Kahuruko Boarding & Lodging | 16          | P.O. Box 996, Kitale     |
| 8. Mara Intrepids Club         | 42 (Narok)  | P.O. Box 14040, Nairobi  |
| 9. Mt. Elgon Lodge             | 14          | P.O. Box 7, Kitale       |
| 10. Rex Inn Lodge              | 16          | P.O. Box 761, Kericho    |
| 11. New Nzoia Lodge            | 7           | P.O. Box 1649, Kitale    |
| 12. Mara Serena Lodge          | 156 (Narok) | P.O. Box 4869, Kitale    |
| 13. New Kitale Hotel           | 52          | P.O. Box 41, Kitale      |
| 14. Njahi Hotel                | 21          | P.O. Box 1398, Eldoret   |
| 15. Keekorok Game Lodge        | 158 (Narok) | P.O. Box 40075, Nairobi  |
| 16. Mara Fig Tree Camp         | 80 (Narok)  | P.O. Box 40683, Nairobi  |
| 17. Tea Hotel                  | 90          | P.O. Box 75, Kericho     |
| 18. Tealand Bar and Lodging    | 15          | P.O. Box 55, Nandi Hills |
| 19. Eldoret Valley Hotel       | 15          | P.O. Box 734, Eldoret    |
| 20. Sirikwa Hotel              | 200         | P.O. Box 3361, Eldoret   |
| 21. Eldoret Country Lodge      | 20          | P.O. Box 736, Eldoret    |
| 22. Malindi Hotel              | 43          | P.O. Box 1694, Eldoret   |
| 23. Kericho, Mwalimu Hotel     | 23          | P.O. Box 834, Kericho    |
| 24. Kabarnet Hotel             | 59          | P.O. Box 109, Kabarnet   |
| 25. Little Governor's Camp     | 34 (Narok)  | P.O. Box 48471, Nairobi  |
| 26. Soy Country Club           | 33          | P.O. Box 2, Soy          |
| 27. New Miyako Hotel           | 50          | P.O. Box 1073, Eldoret   |
| 28. New Mombasa Hotel          | 16          | P.O. Box 2279, Kitale    |
| 29. Kichwa Tembo               | 80 (Narok)  | P.O. Box 59749, Nairobi  |
| 30. Cottars Mara Camp          | 40 (Narok)  | P.O. Box 44191, Nairobi  |
| 31. Highlands Inn              | 24          | P.O. Box 2189, Eldoret   |
| 32. Kapsabet Hotel             | 11          | P.O. Box 449, Kapsabet   |
| 33. Governor's Camp            | 72 (Narok)  | P.O. Box 48217, Nairobi  |
| 34. Mara River Camp            | 52 (Narok)  | P.O. Box 48019, Nairobi  |
| 35. Sarova Mara Camp           | 90 (Narok)  | P.O. Box 81443, Nairobi  |
| 36. Mara Buffalo Camp          | 72 (Narok)  | P.O. Box 81443, Nairobi  |







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