



## **WHO WE ARE**

Tourism Fund is a body corporate established under the Tourism Act, 2011 which came into operation on 1st September, 2012 vide special issue Kenya Gazette Supplement No. 93 of 24th August, 2012.



#### Include to finance:-

- Development of tourism products and services;
- Marketing of Kenya as a tourist destination through the Tourism Board;
- > Activities of the Protection Service;
- Tourism research, tourism intelligence and the national tourism information management system;
- Activities of the Tourism Sector Safety, Communication and Crisis Management Centre;
- > Training and capacity development activities; and
- To mobilize resources to support tourism-related activities



## **Our Functions**

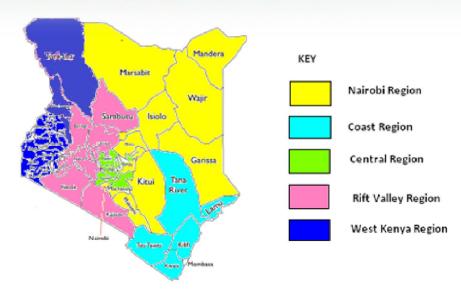
- Collect the tourism levy imposed under section 105 of the Act,
- Establish, Equip and Control tourism and hospitality training institutions,
- Establish a tourism training revolving fund among others

## OUR PRESENCE COUNTY CLUSTERS BY REGION



#### 1.Nairobi Region

- 1. Nairobi county
- 2. Makueni County
- 3.Machakos
- 4.Kiambu
- 5.Garissa
- 6.Marsabit
- 7.Kajiado
- 8.Garissa
- 9.Mandera
- 10.Wajir



#### 2. Coast Region

- 1.Mombasa County
- 2.Kwale County
- 3. Kilifi County
- 4. Taita Taveta County
- 5. Tana River County
- 6.Lamu County

#### 3.West Kenya Region

- 1.Kisumu County
- 2.Kakamega County
- 3.Busia County
- 4.Bungoma County
- 5.Bomet County
- 6. Vihiga County
- 7. Siaya County
- 8. Homa Bay County
- 9.Migori County 10.Kisii County

- 11. Nyamira County12. Kericho County
- 13. Turkana County
- 14. West Pokot County
- 15. Trans Nzoia County
- 16. Uasin Gishu County
- 17. Elgeyo Marakwet
- 18. Nandi County

#### 5. Central Region

- 1. Isiolo County
- 2.Meru County
- 3.Tharaka Nithi
- 4. Nyeri County
- 5.Embu County
- 6.Kirinyaga County
- 7.Part of Laikipia

#### 4. Rift Valley Region

- 1.Nakuru County
- 2.Samburu County
- 3. Baringo County
- 4. Nyandarua County
- 5. Narok County
- 6. Part of Laikipia County





# Enhancing Local Tourism in counties – partnership Areas

- Development of policies, strategies and plans
- Development and management of tourism products and services
- > Tourism financing and development
- > Tourism regulation and standardization
- Meetings, travel incentives, conferences and exhibition (mice)
- Research, advisory, training and capacity building
- Preservation of heritage and culture
- Destination Marketing





## Status of the Tourism Industry in Kenya

## Challenges

- Inadequate funding
- Safety & Security
- > Lack of coordinated and regulated tourism area plans
- > Lack of incentives for investment (land, tax free)
- Inadequate accommodation facilities
- Lack of continuous training and capacity building
- Disappearing of cultural heritage and artefacts
- Lack of strong appreciation by various communities on benefits tourism. Among others.

#### ROLE OF ACCOUNTANTS IN PROMOTING LOCAL



#### **TOURISM**

Provide prudent financing management to prospective and current entrepreneurs within the tourism establishment.

#### Benefits.

- This will enable operators within the industry to comply with the tax/levies such as the 2% tourism Levy
- 2. Transferring good accounting systems to hotel operators will enable them access financial assistance i.e loans, grants etc
- 3. Ethical accounting will provide tourism operators with regular financial health status that will enable sound financial decision making



# ROLE OF ACCOUNTANTS IN PROMOTING LOCAL TOURISM

TOURISM FUND
Propelling Kenyan tourism

Assisting in embracing professionalism by professional working in the in tourism industry



### **Our contacts**



## Regional offices

#### Nairobi Regional office

NHIF Building, Car Park Tower 5th Floor, P.O Box 46987-00100, Nairobi, Kenya

Tel: 020-2730708

#### **Coast Regional Office**

Sheetal Plaza 1<sup>st</sup> Floor Aga Khan Road P.o Box 99832-80100 Mombasa, Kenya

Tel: 041-220493

#### **Western Regional Office**

Reinsurance Plaza 7<sup>th</sup> Floor Oginga Odinga Road P.O Box 1406-40100 Kisumu, Kenya

Tel: 057-2022247

#### Rift Valley regional office

AFC Building, Mezzanine Floor, Kijabe off Kenyatta Avenue

P.O Box 2812 -20100 Nakuru, Kenya

Tel: 051-2215660

#### Mt. Kenya Regional office

Sohan Plaza 4<sup>th</sup> Floor Nyayo Road P.O Box 348-10100 Nyeri, Kenya

Tel: 061-2030778

#### **HEAD OFFICE.**

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