

Magical Kenya: A guide to travellers

An exposition of key locations of interest to travellers

1. Introduction

1.1 Background

Kenya is a country in the Eastern part of Africa. It is a popular tourist destination that boasts of spectacular sites including a coastline on the Indian Ocean that bequeaths it beautiful sandy beaches and rich marine life; amazing and varied wildlife; the Great Rift Valley, which is a series of trenches that extend across the Middle East and Africa; world heritage sites; lakes; forests; and friendly people, peace and tranquility.

For being only one of eleven countries that sit on the equator, Kenya enjoys a favorable warm equatorial climate throughout the year which helps to galvanize its attraction to tourists from around the world. The country has also made a name on the global map for being home to outstanding athletes and runners.

Tourism is a key pillar of its economy and with so much to offer visitors, Kenya aggressively markets itself to both foreign and local tourists. In 2018, international visitors were 2.03 million while domestic tourists were 3.98 million.

1.2 Audience

These figures represent people, people moving around the country with objectives that range from experiencing fun and beauty, to doing business. And these objectives always are accompanied by the need for venues for food, drink and accommodation.

This project therefore aims to explore and segment locations that are found around Kenya and act as a guide to people in movement especially to an area they are unfamiliar with, whether local tourists or foreigners, and indeed, whether for holiday or for business. The objective is to give a feel of familiarity and knowledge of what to find in various parts of Kenya at a glance of the map.

The results of this project would be useful as a visual aid for travellers as well as by those promoting travel to particular destinations around the country to targeted customers.

By empowering travellers with familiarity and knowledge, it is expected that travellers can do better plans and get to visit more places with less hassle or guesswork along a route. This in turn would lead to more satisfied travellers and more business to the country.