



**NAIROBI CITY
COUNTY GOVERNMENT**

THE WORLD

Tourism
DAY

P R O G R A M M E



"Tourism and Rural Development"

The United Nation World Tourism Day is celebrated on the 27th September of every year. The objective of this is to foster awareness among the various member states and encourage them to organize events and activities that show the importance and value.

UNWTO has designated 2020 as the Year of Tourism and Rural Development. This Year is an opportunity to promote the potential of tourism to create jobs and opportunities. It can also advance inclusion and highlight the unique role tourism can play in preserving and promoting natural and cultural heritage and curbing urban migration.

“Tourism and Rural Development” celebrates the sector’s unique ability to drive economic development and provide opportunities in the entire country.

The Ministry of Tourism encourage all Counties to always celebrate this day in the way they deem fit.

Rebuilding Tourism industry in Nairobi

Tourism industry in Nairobi has been the hardest hit sector. Businesses have been closed with Millions of jobs lost while others at risk. The Pandemic is an opportunity to collectively think on how to rebuild the industry in Nairobi, it also provides a platform to discuss its resilience, and sustainability amid crisis. The objective of these celebrations is to market Nairobi as a premier tourism destination, to create awareness of Nairobi’s tourism potential.

National government through the Ministry of Tourism has developed an economic stimulus package to cushion the tourism industry and mitigating against effects of the pandemic

Key Highlights

- Importance of domestic tourism in Nairobi County
- Tourism potential in Nairobi (Heritage tourism potential)
- Impact of Covid-19 and recovery efforts by different players

NAIROBI CITY COUNTY THE WORLD TOURISM DAY 2020



"Tourism and Rural Development"

PROGRAMME

27TH September
2020

- 9.00 am
- » MC - **Humphrey Otieno**
 - » All guests Assemble at **CITY HALL** VIP entrance
National & East Africa anthem led by band
 - » Performance by band and zangalewa troupe
 - » Opening prayers - **Joyce Kinyanjui** - Director Tourism & Culture.
- Brief remarks
- » **Abdimutalib Ibrahim** - Chief Officer Tourism,
Culture & Cooperatives: Invites
 - » **Ms. Susan Jobaye**
Pension services Manager. CPF
 - » **Allan Igambi CECM** - Trade, Tourism, Culture & Cooperatives
Ministry of tourism representative
 - » Director General, Nairobi metropolitan Service
 - » H.E. Governor **Mike Mbuvi Sonko, EGH**
Flags off the procession.
- 10.30 am
- » Arrival at the John Michuki Memorial Park
Welcoming remarks by the Director General Kenya Forest
Service, then leads the procession to the tree planting venue
 - » **Tree Planting Ceremony**
- 12.00 noon
- Closing Remarks and Prayer, Ms. Lydia Gatheru,
Director Public Communications
 - Guests free to walk around the park then leave at their pleasure





H.E. Mike Mbuvi Sonko, EGH
Governor, Nairobi City County