

**PRESS RELEASE**

**Ministry to Leverage Musicians in Showcasing Kenya's Enchanting Treasures**

**Nairobi, Monday 31st July 2023**: The Ministry of Tourism is on a quest to collaborate with musicians and storytellers, to unveil the hidden gems of Kenya and offer visitors an unforgettable and immersive experience of the nation's diverse wonders.

In this pursuit, the Ministry acknowledges the profound influence of artists, especially musicians, who possess a unique ability to convey the essence of Kenya to a global audience. These talented individuals can effectively capture the very soul of the country, bringing to life the extraordinary experiences that lie in every nook and cranny of its diverse landscape.

One such example is the Moipei Quartet Sisters, whose enchanting music and soulful melodies have been captivating audiences both at home and abroad. During a recent visit to the Ministry, the Principal Secretary, State Department of Tourism, John Ololtua, commended the quartet for their exceptional accomplishments and acknowledged their role as front-runners in marketing Kenya through their captivating songs.

Their harmonies masterfully weave the stories of Kenya's rich cultures, magnificent wildlife, mouthwatering cuisines, and warm hospitality. Beyond mere entertainment, their music serves as an educational medium, inspiring listeners to explore the awe-inspiring wonders of Kenya. The Moipei sisters stand as powerful influencers, compelling audiences worldwide to experience the magic that Kenya has to offer.

In line with its vision, the Ministry seeks to provide travelers with a holistic and transformative journey through Kenya's tourism opportunities. Collaborating with key influencers like musicians allows for the creation of captivating narratives that magnify Kenya's allure on the international stage. The Ministry has a track record of leveraging personalities, from Kenyan athletes like Eliud Kipchoge to renowned musicians such as Edie Kenzo, to showcase the country's wonders to the world.

Through creative storytelling and mesmerizing performances, Kenya's hidden gems can be unveiled, inviting travelers to immerse themselves in the beauty and allure of this East African gem. The Moipei Quartet Sisters, with their exceptional talent and captivating artistry, continue to shine as ambassadors, promoting not just Kenyan music and culture, but also the unparalleled experiences that await those who venture to this enchanting land.

With musicians and storytellers as the conduits of Kenya's soul, the Ministry envisions a future where travelers from around the globe are irresistibly drawn to explore and experience the magic of Kenya's hidden gems firsthand. Together, through art and exploration, we will showcase the essence of Magical Kenya to the world, leaving an indelible mark on the hearts of all who embark on this transformative journey.

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