



MINISTRY OF TOURISM
AND WILDLIFE
STATE DEPARTMENT OF
TOURISM

PRESS RELEASE

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(FOR IMMEDIATE RELEASE)

Athletics Legends in Symbolic Run for Tourism

Eldoret, 26 September 2026:

More than 30 athletic legends participated in a symbolic run in Eldoret to mark this year's Kenya Tourism Week.

The cast that brought together some of the biggest stars that dominated the global athletics stage over the years also celebrated the UN Tourism Day.

Celebrated athletics icon Kipchoge Keino led the run that was jointly organized by the Ministry of Tourism, the Uasin Gishu county government and the University of Eldoret.

Tourism PS Julius Bitok who flagged off the run praised the legends as a powerful force for marketing the country's sport tourism.

"We decided to have our sports ambassadors to be part of this momentous occasion with an aim to profile Kenya as a secure region for sports tourism," the PS said.

The sentiments were echoed by Keino who stated the need to promote sports tourism in the country, noting that many tourists have come in to see the home of Champions.

"I did something to this Country, let's encourage sports tourism. We have a lot to offer in this country in terms of sports. Youths can use sports to bring tourists to this county, listing the many medals they brought to this country through sports.

Present was Leah Malot who urged young and active athletes to participate in sports tourism as a way of marketing the County and the Country as prime destinations for tourism, further urging them to avoid doping if you are to bring glory to this country through sports tourism," Leah Malot.

The run was conceived to connect Eldoret's and the North Rift sporting identity with tourism, culture, community and the visitor experience.

The run was also intended to profile the region's tourism attractions while highlighting the country's tourism menu beyond the traditional wildlife and the coast corridors.

Athletics is increasingly growing as a local and international destination's identity, attracting athletes, coaches, sports enthusiasts and visitors interested in experiencing the environment and culture linked to sports excellence.

The event formed part of the wider Kenya Tourism Week programme being held in Eldoret from 21st –27th September2026, which is showcasing the region’s tourism potential through sports, culture, conservation, gastronomy, digital innovation and community experiences.

Eldoret is internationally associated with Kenya’s running tradition and serves as a gateway to a wider North Rift tourism circuit that includes training camps, sporting facilities, cultural experiences, landscapes and communities.

Kenya’s tourism authorities have identified the region as an important area for developing new tourism circuits beyond the country’s traditional destinations.

The presence of the legends also offered an opportunity to celebrate the people behind Kenya’s athletics story.

The region’s established reputation as a training destination already attracts athletes from different parts of the world seeking to experience Kenya’s high-altitude training environment.

The week has been designed to showcase Eldoret and the wider North Rift through activities that encourage visitors to engage directly with destinations, businesses, communities and local experiences.

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