



## REPUBLIC OF KENYA

### MINISTRY OF TOURISM, WILDLIFE AND HERITAGE OFFICE OF THE CABINET SECRETARY

**TALKING NOTES FOR HON. PENINAH MALONZA, OGW, CABINET SECRETARY, MINISTRY OF TOURISM, WILDLIFE AND HERITAGE, DURING THE SIGNING OF PERFORMANCE CONTRACTS FOR THE FINANCIAL YEAR 2023/2024 ON MONDAY 14<sup>TH</sup> AUGUST, 2023 AT BOMAS OF KENYA, 1.00 PM.**

- **Principal Secretaries in the 3 State Departments,**
- **CEOs and Chairpersons of the Ministry's SAGAs,**
- **Heads of Departments in the Ministry and SAGAs,**
- **Staff of the Ministry and SAGAs,**
- **Ladies and Gentlemen.**

**Good afternoon,**

- It is with immense pleasure and a sense of great responsibility that I stand before you today, on this significant occasion, to witness the signing of performance contracts for the financial year 2023/2024. This event marks a pivotal moment for the Ministry of Tourism, Wildlife, and Heritage as we embark on a journey of accountability, growth, and transformative change in our beloved nation's tourism, wildlife and heritage sectors.
- As we gather here at the iconic Bomas of Kenya, a symbol of our rich cultural heritage, I am reminded of the vast potential that lies within our country. Kenya is blessed with diverse wildlife,

stunning landscapes, and a vibrant cultural tapestry that continues to captivate the world's imagination. Our task is clear – to leverage these resources sustainably and responsibly, ensuring that the benefits are felt by all Kenyans while safeguarding the beauty that defines us.

### **Ladies and Gentlemen,**

- The signing of performance contracts signifies our unwavering commitment to realizing our vision. Our objectives for the upcoming financial year are ambitious but achievable. We aim to bolster tourism's contribution to our economy, enhance wildlife conservation efforts, and preserve our cultural heritage for future generations. To do this, collaboration is key. We must work hand in hand with stakeholders, local communities, and international partners to ensure a holistic approach that embraces the principles of sustainability.
- In the realm of tourism, our goal is to increase visitor numbers, boost revenue, and create more employment opportunities for our citizens. We envision a Kenya where tourism isn't just a sector but a force that drives development across various industries. By investing in infrastructure, promoting unique experiences, and enhancing our marketing strategies, we can position Kenya as a top-tier global destination.
- Wildlife conservation remains close to our hearts. Our unique ecosystems are home to incredible biodiversity that needs protection. Through partnerships, innovative technology, and community involvement, we will combat poaching, habitat loss, and other threats to our wildlife. Our commitment to conservation extends beyond borders – we will continue to lead the fight against illegal wildlife trade on the international stage.

## **Ladies and Gentlemen,**

- Preserving our heritage is preserving our identity. Our cultural richness is a wellspring of pride and unity. We will work tirelessly to safeguard our archaeological sites, traditions, and languages. By engaging with local communities and promoting responsible tourism practices, we can ensure that our heritage remains vibrant and intact.
- As we embark on this journey, let us keep in mind that each contract signed today is a pledge to the people of Kenya. A pledge to uphold the highest standards of accountability, transparency, and dedication. Let us remember that our actions today shape the Kenya of tomorrow – a Kenya that thrives, a Kenya that cherishes its natural wonders, and a Kenya that stands tall on the global stage.
- In conclusion, I extend my deepest gratitude to all those who have contributed to the preparation of these performance contracts. Your dedication to our country's prosperity is commendable. Let us move forward with renewed vigour, steadfast in our commitment to building a better Kenya for all. Together, we shall achieve greatness.

**Thank you.**