



**MINISTRY OF TOURISM AND WILDLIFE
OFFICE OF THE CABINET SECRETARY**

Telephone: 254-020-3344230
Email: cs@tourism.go.ke
Website: www.tourism.go.ke
When replying please quote:

NSSF Building, Block 'A'
20th Floor, Eastern Wing
P. O. Box 30027-00100
NAIROBI

Ref: MT/1/50

15th January, 2024

PUBLIC NOTICE!

ENHANCED REGULATION OF TOURISM AND HOSPITALITY ENTERPRISES IN KENYA

Dear Esteemed Public,

I have noted with great concern the recent unfortunate criminal incidents occurring in the short-stay accommodation sector. As the Ministry mandated to act as the key regulator of Kenya's Tourism Sector through the Tourism Regulatory Authority, we reaffirm our steadfast commitment to ensuring the well-being and safety of all stakeholders.

Aligned with Section 7 of the Tourism Act No.28 of 2011, our responsibilities encompass registering, licensing, and grading sustainable tourism and related activities, including services provided by cottages and private residences engaged in guest house services. Furthermore, we are dedicated to formulating regulations, standards, and guidelines essential for comprehensive quality service delivery in the tourism sector. Your safety and satisfaction remain our top priorities.

Regrettably, incidents involving Kenyan citizens in accommodation facilities booked through online platforms have occurred. Several platforms have distanced themselves from these isolated cases. It is our assurance that hospitality services in Kenya are generally safe. However, we urge the public to verify the

registration and license status of facilities to ensure compliance with already outlined directives by the government and maintain quality standards.

To uphold the integrity of our tourism industry, the Ministry of Tourism and Wildlife, through the Tourism Regulatory Authority, will rigorously enforce compliance, taking legal action against any violations of TRA licensing laws. Late renewals will be subject to penalties and other consequences as stipulated by law.

In alignment with the Government's Bottom-up Economic Transformation Agenda (BETA) for improved business practices, the Ministry is conducting a comprehensive review of current TRA regulations. We intend to subject the revised regulations to a public participation exercise, welcoming input from tourism and hospitality stakeholders aimed at fostering closer partnerships with accommodation providers. Together, we aim to restore and strengthen the confidence of visitors in the safety and security of our diverse and beautiful accommodation facilities.

We appreciate your attention to this matter and your commitment to compliance.

To register your tourism activity and enterprises, please visit:

<https://trimspublic.tourismauthority.go.ke>

Or

E-Citizen platform for more information.



Hon. Dr. Alfred N. Mutua, EGH
Cabinet Secretary
Ministry of Tourism and Wildlife

16th January, 2024