

Wednesday 28TH SEPTEMBER 2022

MEDIA PRESS RELEASE

NAKURU COUNTY TOURISM ASSOCIATION



Statement on the 42nd UNWTO National World Tourism Day 2022 Event Held in Nakuru City

September 27th marks the anniversary of the adoption of the Statutes of the Organization in 1970. This paved the way for the establishment of United Nation World Tourism Organization (UNWTO) five years later. World Tourism Day returned to focus on the future. As the sector's recovery gets underway and building on unprecedented political and public recognition for the sector, UNWTO sought to highlight the opportunity to rethink how we do tourism. This means putting people and planet first and bringing everyone from governments and businesses, to local communities together around a shared vision for a more sustainable, inclusive and resilient sector.

In Kenya, the National World Tourism Day which marked the 42nd edition since it was effected by UNWTO was celebrated in Nakuru County on 27th September 2022 at the recently renovated Nyayo Garden park in Nakuru City CBD.

Every year, Nakuru County Tourism Association (**NCTA**) in collaboration with the County Government of Nakuru and other stakeholders, join the world to celebrate the World Tourism Day. In each of the annual celebrations, **NCTA** members curate unique celebration activities in line with the United Nations World Tourism Organization theme.

In line with the UNWTO 2022 theme '**Rethinking Tourism**', NCTA crafted a unique event dubbed **The Gastronomy Festival** that sought to Celebrate the foods of Nakuru City. Being one of the truest cosmopolitan cities in Kenya and among the newest cities in the world, there is need to celebrate Nakuru's beautiful culinary diversity. Through the event, the celebrations sought to promote the new City's culinary diversity as an integral aspect of Nakuru cultural assets. The events also marked the beginning of a new tourism frontier in gastronomy as part of our Nakuru County tourism diversification.

The **Nakuru City Food Festival** as the locals called it, featured a series of unique gastronomes that were diverse to each culture, region and dialect. These included;

- Africana stand that showcased delicious snails' cuisine taken with a tot of wine and array of innovative fish products such as tasty fish sausages, fish samosas and other assorted unique fish cuisine;
- The Turkey Delight stand that showcased amazing sizzling turkey meats and beautiful live turkey birds;
- The Cactus wine stand that served and displayed smooth locally brewed cactus wine that not only refreshes but has lots of health benefits;
- The Sea food stand that showcased a wide variety of unique sea foods and delicacies including the mouthwatering octopus soup.

The inexhaustible stands offering local delicacies and drinks such as traditional fermented porridge, organic foods, traditional barbeque and so much more. This included Mursik from the Kalenjin, Muthokoi from the Kamba, Tasty goat meat from Maasai, Mukimo from Kikuyu, Ingoho from Luhya, Fish from the Luo, Swahili and Indian dishes, Jolof rice and Pepe soup from West Africa, And the continental dishes for our current generation.

Beside celebrating the new city foods, the event was of a historical nature as it marked the first of the new county administration. The event also presented the public, tourism players and stakeholders an opportunity to network, bond and promote their products and services. The event showcased over 30 different cuisines drawn from diverse local cultures, Africana and continental.

The event attracted over 3,000 delegates drawn from tourism and hospitality sector players in Nakuru County and beyond. The delegates comprised of hotels, tour companies, tourism suppliers, academia, corporates, tourism government bodies and other stakeholders. It also had a great reception from the Nakuru City residents who came in large numbers to enjoy different types of delicacies.

The event which started as a County edition five years ago has now gained National recognition and elevating Nakuru as one of the most vibrant tourism destinations in the Country. Professor Charles Musyoki who represented the Cabinet Secretary in the Ministry of Tourism and Wildlife – Hon. Najib Balala, affirmed that Nakuru has great potential in MICE (Meetings, Incentives, Conferences and Events). He added that with the conferment of City status, Nakuru can now play in the international league of MICE destination proposing a formation of Nakuru convention bureau that can bid for international events.

Mr. David Mwangi, the chairman of Nakuru County Tourism Association thanked the new County Administration led by Her Excellency Governor Susan Kihika for affirming her administration commitment to supporting tourism and hospitality in Nakuru County. The Deputy Governor - County Government of Nakuru, His Excellency Hon. David Kones Kecheiyat thanked NCTA for putting together such a great event. He also thanked the National government for supporting such initiatives and encouraged Kenya Tourism Board and Tourism Fund to work closely with the local associations since they understand how to package their destinations better.

The event was also graced by senior officials and representatives from Tourism Regulatory Authority, Tourism Fund, National Museums of Kenya, County Government of Nakuru and Nakuru Business Community. The agencies commended the organizers noting that the event is timely since it is coming at a time when Nakuru City is positioning itself a ripe MICE (Meetings, Incentives, Conferences and Events) destination in the region.

Follow [NCTA HERE](#) for updates on the WTD2022 event and future initiatives.

Compiled by:

Francis Njue

NCTA Secretariat

Contact:

nakurutourismassociation@gmail.com

For:

David Mwangi

Chairman, NCTA