

GES and Obama's visit: what this means to Kenyan tourism & travel industry



The Global Entrepreneurship Summit comes will be held on July 26-25, bringing together entrepreneurs from across the globe as well as heads of state and government representatives.

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AFRICA INTERNET GROUP

Summary **President Barack Obama is scheduled to visit the country, in an event that is seen as a great endorsement for the country's Tourism and Travel that has been facing several challenges including travel advisories and terrorism threats.**

Spokesperson

Nils Seger
Head of Communications at
Africa Internet Group
nils.seger@africainternetgroup.com

 n.seger
 nilsseger

Details **Nairobi, 21st July – 2015:** President Barack Obama is scheduled to visit the country, in an event that is seen as a great endorsement for the country's Tourism and Travel that has been facing several challenges including travel advisories and terrorism threats.

President Obama is scheduled to be in the country later this week, mainly to attend the 6th Global Entrepreneurship Summit that will see tens of thousands gather in the capital city of Kenya for the two day event. The summit which serves as a platform for individuals, SMEs, opinion leaders as well as Governments and international organizations to meet and trade ideas as well as support emerging entrepreneurs is part of the President's Spark Initiative aimed at linking, directing and communicating entrepreneurship across the globe.

Among other aspects, the GES Summit will focus on innovation and its role in the Sub-Saharan African economy; mainly looking into entrepreneurship and innovation in the region. Kenya has been on the lead in promoting certain aspects of this including mobile money, governance, healthcare and e-tourism; with the later furthering the country's inclusion on the global scale for online Travel and Tourism.

This as Estelle Verdier-Managing Director for Jovago.com East and Southern Africa says is a great endorsement to Kenya as a safe destination, "the success of this summit and the President's visit primarily recognizes Kenya's position in the global economy and positions the country's business and environment as both secure and rewarding". The MD went ahead to observe that, Kenya's Travel and Tourism plays a big role in contribution to the GDP and expressed confidence in the growth of the industry in the coming years. Her company - Jovago.com, is a leading online hotel booking platform which has partnered with over 25,000 hotels in Africa to ensure speed and ease in online bookings.

GES is part of the major events lined up to take place in Kenya in the second half of 2015. Kenya will be hosting the Africa Travel Association in November

while the tenth World Tourism Ministerial Conference will take place in December. The coastal capital of Mombasa is also scheduled to host the Mombasa International Cultural Festival in November, with stakeholders expressing renewed optimism after the UK lifted its non-essential travel ban on the region. These events, as Verdier says, will be a good opportunity to showcase the industry's new frontier in Meetings and Incentives, and its hosting ability.

According to the World Economic Forum -2015 report on Global Travel and Tourism Competitiveness Index Ranking, Kenya has improved steadily, jumping from position 103 in 2012 to a promising 78 in a report that covers 141 countries across the globe. The report released in May, also ranks Kenya as one of the most searched destinations online at position 10, by visitors looking for natural tourism. Kenya heads the pack in East Africa while further ranking an impressive 5th position in the sub-Saharan Africa region.

About Jovago

Jovago.com is an online hotel booking service with offices in Lagos (Nigeria), Nairobi (Kenya), Dakar (Senegal) founded by Africa Internet Group and has MTN and Millicom as investors. Jovago.com, Africa's No.1 booking portal, facilitates the booking process for its users to provide them with the best hotel booking experience with fast, transparent and easy-to-use services. Jovago.com has over 20,000 local hotel listings across Africa and over 200,000 hotels around the world.

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About Africa Internet Group

Africa Internet Group, the leading internet platform in Africa, promotes sustainable online growth that benefits both businesses and consumers. Firmly rooted in Africa's startup ecosystem, the group provides easy-to-use services and smart solutions across the African internet sector. AIG is invested in furthering regional entrepreneurship and innovation through a passion for Africa, its culture and its people. AIG is the parent group of ten successful and fast-growing companies in more than 30 African countries. Its network of companies includes Carmudi, Easy Taxi, Everjobs, hellofood, Jovago, Jumia, Kaymu, Lamudi, Vendito and Zando.

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