

Summary of the Taita Taveta County Tourism Policy (Draft), 2026–2031

The Taita Taveta County Tourism Policy (2026–2031) provides a strategic framework for transforming tourism into a major driver of economic growth, employment, environmental conservation and community development. It is aligned with the Constitution of Kenya, the Tourism Act, the County Governments Act, the Public Finance Management Act, the County Integrated Development Plan (CIDP), Kenya Vision 2030 and the Bottom-Up Economic Transformation Agenda.

The policy recognizes the County's rich tourism assets, including Tsavo East and Tsavo West National Parks, wildlife conservancies, the Taita Hills, Sagalla Hills, Mount Kasigau, Lakes Chala and Jipe, World War I heritage sites, forests and the cultural heritage of the Taita and Taveta communities. However, tourism remains constrained by inadequate infrastructure, weak destination marketing, limited investment, poor product diversification, insufficient community benefit-sharing, weak institutional coordination and inadequate funding.

Its vision is to position Taita Taveta as a globally recognized sustainable tourism destination through responsible tourism that promotes economic growth, environmental sustainability and improved community livelihoods. Key strategies include diversification into cultural, heritage, eco-, agro-, adventure, sports and community-based tourism; development of tourism circuits; stronger destination branding; improved infrastructure; enhanced digital marketing; increased public-private partnerships; and promotion of domestic tourism.

To ensure sustainable financing, the policy proposes establishing a County Tourism Development Levy equivalent to 20% of applicable tourism-related revenues and a County Tourism Development Fund to finance infrastructure, destination marketing, conservation, community tourism, research and capacity building. Implementation will be coordinated through the County Department responsible for Tourism, the Directorate of Tourism, a County Tourism Board and a Tourism Stakeholder Coordination Forum.

The policy will be implemented through annual work plans and monitored using performance indicators such as tourist arrivals, tourism revenue, investment, employment, community enterprises and visitor satisfaction. Overall, it seeks to transform tourism into a pillar of sustainable economic development while ensuring local communities derive equitable social and economic benefits from the County's natural, cultural and historical resources.