



MINISTRY OF TOURISM

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NAIROBI, KENYA

Ref: MOT/A1/36/01 Vol. 1A/(36)

17th December, 2015

The Ambassador
Embassy of the Republic of Turkey
P.O. Box 64748 - 00620
Nairobi - Kenya

Your Excellency

RE: LAUNCH OF CHARTER INCENTIVES PROGRAM (CIP)

Accept warm regards from myself and the people of Kenya. We cherish the good relationship between your country and ours, and trust that this will continue for a long time.

This is to notify you of the **Charter Incentives Program (CIP)** we have unveiled today aimed at recovering lost business from tourist charters. Under the program, all tourist charter aircrafts with passengers terminating at Moi International Airport Mombasa and Malindi Airport will enjoy the following:

- 1. No landing fees for a period 30 months beginning from 1st January 2016 to 30th June 2018.**
- 2. A passenger subsidy of US\$.30 per seat filled by international passengers who terminate or disembark in Kenya over the same period.**

In order to qualify for the program, charter airlines will be required to ensure that:

1. A minimum of **80%** of the passengers brought by any charter airline must be terminating in Malindi or Mombasa airports.
2. Commit to operate the Kenya route for a minimum of **at least two (2) consecutive years.**

The Charter Incentive Program is aimed at:

1. Subsidizing the cost of tourist flights into Kenya by charters i.e. the marketing spend they undertake on behalf of Kenya;
2. Stimulating demand for Kenya by new charters while encouraging charters already flying to Kenya to increase their route frequencies and partners disembarking in Kenya.
3. Rewarding charter airlines that make long term capacity growth commitments to bring tourists to experience Kenya's tourism products.

The incentive period is 30 months effective 1st January 2016 and will end on 30th June 2018.

The programme will be coordinated by Kenya Tourist Board with Mary Luseka Manager for Strategy being the focal person mluseka@ktb.go.ke.

We will continue to monitor, evaluate and adjust these incentives every six (6) months in order to suit prevailing market conditions.

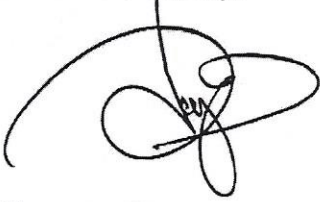
These incentives and other measures being undertaken by the Government of Kenya continue to demonstrate that **Kenya is open for business.**

This letter is to request that you bring the message in this letter to the attention of your government and the fraternity of charter and tour operators originating from your country.

We will in due course share with you details on the administration and logistics of the program.

Thanking you for your cordial relationship.

Yours sincerely,

A handwritten signature in black ink, consisting of several loops and a long horizontal stroke extending to the left.

Hon. Najib Balala, EGH
CABINET SECRETARY

Copy to: Amb. (Dr.) Amina Mohamed, CBS, CAV
Cabinet Secretary
Ministry of Foreign Affairs & International Trade
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Mrs. Fatuma Hirsi
Principal Secretary
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