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Berlin, Germany (March 9, 2009) – Today, at the 2009 ITB Berlin Convention, the Kenya Minister of Tourism, Honorable Najib Balala, announced that Kenya will reduce the cost of tourist visas by 50 percent beginning April 1, 2009 and continuing through all of 2010. Additionally, in recognition of the family travel segment, Kenya will waive visa fees completely for children under 16 years of age.

Najib Balala, who has been in office since April 2008, was named *Africa Tourism Minister of the Year* at the Africa Tourism Investors Summit in Maputo, Mozambique in February 2009 due to his contribution for the tourism sector in Africa.

The 2009 ITB Berlin Convention is in session March 11-14, 2009. The Kenya Tourist Board, with 40 partners from the Kenyan tourism industry, is exhibiting at ITB Marketplace in Hall 21, Stand 113, presenting unique Kenyan beach holidays on palm fringed, sandy beaches; safaris in the country's famous national parks; and activity based tourism.

For more information, contact the Kenya Tourist Board-North America at infousa@magickkenya.com or visit us at www.magickkenya.com for information on visiting the country. For information on visa fees and application requirements, visit www.kenyaembassy.com in the U.S. and www.kenyahighcommission.ca in Canada.

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About the Kenya Tourist Board: The Kenya Tourist Board (KTB) is an organization representing Kenya's public and private tourism sectors. The KTB is charged with the responsibility of marketing and promoting Kenya as a preferred tourist destination internationally, while encouraging development of Kenya's domestic tourist market. The KTB fosters quality service and sustained excellence of tourist facilities and amenities. In addition, the KTB works with national and regional authorities to ensure protection of the environment and wildlife, and also works closely with various relevant organizations to promote quality of service and excellence. The Board members are representatives of Kenya's various tourism organizations, including Kenya's Ministry of Tourism and Information, Kenya Association of Tour Operators, Kenya Association of Travel Agents, Kenya Association of Hotel Keepers and Caterers, Mombasa and Coast Tourist Association, and Kenya Airways. The KTB is headquartered in Nairobi. For more information, visit www.MagicaKenya.com.