



LAIKIPIA TOURISM ASSOCIATION (LTA)

The overall purpose of the LTA is to bring all tourist operators/destinations in Laikipia together for increased collaboration and to influence the direction and contributions of this sector in County and landscape development and management.

Goals of LTA

1. To be and to be recognized as the most diversified, sustainable tourism destination in East Africa
2. Adopt global tourism standards that support environment, culture, economy and social benefits.
3. Establish an association of tourism providers and destination managers that can interface effectively with

County and National government and counterpart associations.

4. Realize the goals and objectives of the Laikipia Tourism Master Plan.

Objectives of LTA

1. Advocate/lobby on issues impacting sustainable tourism in Laikipia
2. Represent industry at national and county government
3. Develop system of voluntary standards
4. Create, with government, a system of sustainable tourism incentives
5. Influence the development of county development tools, e.g. spatial plan, infrastructure and development plans
6. Consolidate the marketing, branding, and communications that support Laikipia tourism
7. Support the County government with the creation of an enabling environment for sustainable tourism based on a public-private-partnership (Laikipia Tourism Board)
8. Advocate for the passage of non-penal County tourism legislation and supportive regulations
9. Secure a significant percentage of tourism providers as members
10. Obtain a position on the board of Kenya Tourism Federation (KTF)
11. Membership in the Kenya Private Sector Alliance (KEPSA)
12. Partner with Eco-tourism Kenya
13. Partner with Laikipia Chapter of the National Chamber of Commerce and Industry
14. Provide leadership in the identification, development and use of sustainable technologies

15. Provide guidance to the implementation of the Laikipia Sustainable Tourism Master Plan.

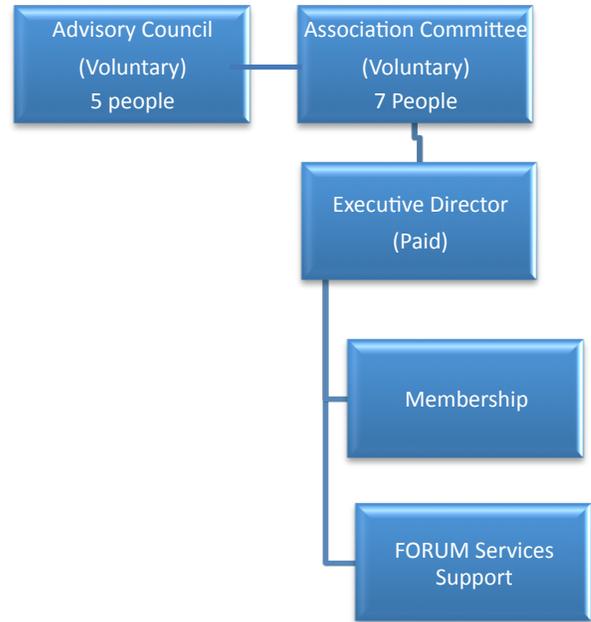
LTA Membership Benefits

1. Annual information on tourism performance/registry/standards/compliance
2. Negotiate financial benefits – insurances; rates such as inter-county rates, destination incentives and cross-selling; health and safety; training opportunities
3. Influence Government to have fair and appropriate single business permits, licenses, and taxation
4. Assist in the monitoring and reporting on sustainable tourism opportunities, incentives, and benefits
5. Access to Trade shows/marketing/brochures and materials
6. Access to Labor pool/recruitment/clearing house/training certification/internships
7. Access to tools and technology that support sustainable tourism
8. Access to sustainable technology programs in the County/Country.



The LTA is a voluntary organization and will be governed by its Charter.

LTA - Proposed Structure



- ❖ Membership Registration is a one-time fee. Proposed rate is Ksh. 20,000.
- ❖ An annual subscription fee will be set after considering the different categories of tourism providers, ability to pay, revenue generated by each facility, beds, services, standards compliance, and other factors impacting tourism and the ability to pay in.
- ❖ Initial membership capitalization sought per year = 1.5M. The LTA is seeking capitalization of a three-year effort for KSH 4.5M-5M total. The idea is to use this membership commitment to leverage business, county and/or donor funding.
- ❖ LWF to provide fund-raising, secretariat services and office space on a cost-sharing basis.