



CITIZEN'S SERVICE DELIVERY CHARTER

VISION

The preferred destination offering diverse, innovative and authentic experiences to our visitors.

MISSION

We inspire Kenyans and the world to visit Kenya through effective positioning of the destination's experiences while enriching the lives of Kenyans and travellers alike

CORE VALUES

To fulfil its mandate and accomplish its vision and mission, the Board will be guided by its core values of:

- **Excellence** – surpassing standards of expectation, striving to be the best in serving internal and external stakeholders, totally committed, operating at peak potential.
- **Productive partnerships** – collaborating and engaging with stakeholders to achieve Kenya tourism vision.
- **Innovation** – a culture of innovation in all areas of work.
- **Creativity** – creativity built into every initiative that drives the customer value proposition.

COMMITMENTS ON SERVICE DELIVERY

TO THE EMPLOYEES				
NO.	SERVICE RENDERED	REQUIREMENTS TO OBTAIN SERVICE	COST OF SERVICE	TIME LINE
1.	Provision of conducive work environment and resources	• Nil	Nil	Continuous
2.	Conducting Staff appraisals	• Filled appraisal forms • Job description • Signed annual work plans	Nil	Annually
3.	Enhancing skills through relevant capacity development	• Signed and dully completed appraisal forms	Nil	Continuous
4.	Communicating of policy changes	• Nil	Nil	Immediately
5.	Responding to feedback/complaints	• Staff grievance/complaint Form	Nil	7 days
TO THE GOVERNMENT				
1.	Submission of performance contract reports to the relevant government authorities	• Reports in prescribed format • Extracts of minutes of the Board/subcommittee that approved the report	Nil	Quarterly
2.	Submission of annual financial statements	• Reports • Board extract that approved the annual financial statements	Nil	30 th September
3.	Remittance of taxes due	• Reports • Relevant certificates (Withholding tax certificates etc.)	Nil	As per statutory deadlines
TO THE TOURISM INDUSTRY				
1.	Offering advisory services	• Official communication of the request through email or letter	Nil	Continuous
2.	Releasing planned marketing activities	• Request in writing (letter or email)	Nil	Continuous
3.	Developing/establishing strategic partnerships in the implementation of marketing activities	• Partnership proposal	Nil	Continuous
TO THE SUPPLIERS				
1.	Ensuring compliance with the Public Procurement and Asset Disposal Act 2015 and the new Public Procurement and Asset Disposal Regulations 2020	• Compliance with the Public Procurement and Asset Disposal Act 2015 and the new Public Procurement and Asset Disposal Regulations 2020	Nil	Continuous
2.	Payment for goods and services	• Provision of the necessary payment documents	Nil	As per the terms of contract
TO THE PEOPLE OF KENYA				
1.	Treating the general public courteously and professionally	• Nil	Nil	Continuous
2.	Responding to enquiries through:- • Telephone • Email • Letters • Walk-in	• Nil	Nil	• 3 rings • 24 hours • 7 days • Promptly
3.	Conducting media briefings	• Media invite	Nil	Quarterly

WE ARE COMMITTED TO COURTESY AND EXCELLENCE IN SERVICE DELIVERY

Any service/good rendered that does not conform to the above standards or any officer who does not live up to commitment to courtesy and excellence in service delivery should be reported to:

The Chief Executive Officer,
Kenya Tourism Board,
KenyaRe Towers 7th Floor,
P.O. Box 30630 – 00100 Nairobi.
Tel : +254 (0)20 2711262
Email : ceo@ktb.go.ke or complaints@ktb.go.ke

The Commission Secretary/Chief Executive Officer,
Commission on Administrative Justice,
West End Towers, 2nd Floor, Waiyaki Way,
P.O. Box 20414 – 00200 Nairobi.
Tel : +254 (0)20 2270000/2303000
Email : complain@ombudsman.go.ke