Google gets on board for Kenya's tourism industry

By Carole Kimutai   27 Feb 2008

Kenya's struggling tourism sector will receive a boost following an announcement by Google to promote tourism in Africa through online marketing tools by providing free advertisement vouchers to African organisations to market their businesses in an online environment.

Google Adwords said attendees of the Business Tourism Conference, which started on Tuesday February 26, ahead of Meetings Africa in Johannesburg, South Africa, will be offered 250 vouchers to the value of US$100 each (KSh7,000) to give conference delegates the opportunity to place an advertisement on the internet via Google.

The South African Tourism Board jumped at the opportunity following their recent partnership with Google Adwords. Google estimates that members of the South African business tourism trade could gain access to a potential 8.7 million visitors who use search engines as the first point of call to research a destination.

Angeline Lue, South Africa's Tourism's GM for Business Tourism says, "We recognise the importance of having an online presence and we have partnered with Google to present the opportunity to members of the business tourism trade in South Africa. This is but one of the opportunities presented at Meetings Africa to better gear our destination to be a global player in the Meetings Industry. "

When registering for the Business Tourism Conference at Meetings Africa, delegates automatically qualify for the Google AdWords voucher, which enables delegates to create adverts and select search keywords, related to their businesses.

As part of AdWords, Google offers to create a webpage at no extra charge to businesses that do not already have one.

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