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KENYA EXPORT PROMOTION & BRANDING AGENCY

# Tea Tourism & Destination Branding

*Shaping demand for African tea through the story of its origin*

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# Presentation Outline

**From the demand question to a Kenya Tea Experience**


01 About us

02 What we do

03 To follow or to shape demand

04 Narrative Control

05 Kenyan Destination Branding Arch

06 The Payoff

07 The opportunity for Kenya

08 The Strategic Message.




# About us

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## ESTABLISHMENT

The Kenya Export Promotion and Branding Agency (KEPROBA) is a State Corporation established under the State Corporations Act Cap 446 through Legal Notice No. 110 of August 9th, 2019.

## CORE MANDATE

To implement export promotion and nation branding initiatives and policies to promote Kenya's export of goods and services.

**2019**
Year Established

**Cap 446**
State Corporations Act

**L.N. 110**
Legal Notice

## Vision

Transform Kenya into a top global brand

## Mission

Brand Kenya, Export Kenyan, Build Kenya

## Core Values

- ✓ Passionately Kenyan
- ✓ Customer centric
- ✓ Innovation
- ✓ Collaboration
- ✓ Energetic

## Tagline

***"Inspiring Global Trade"***

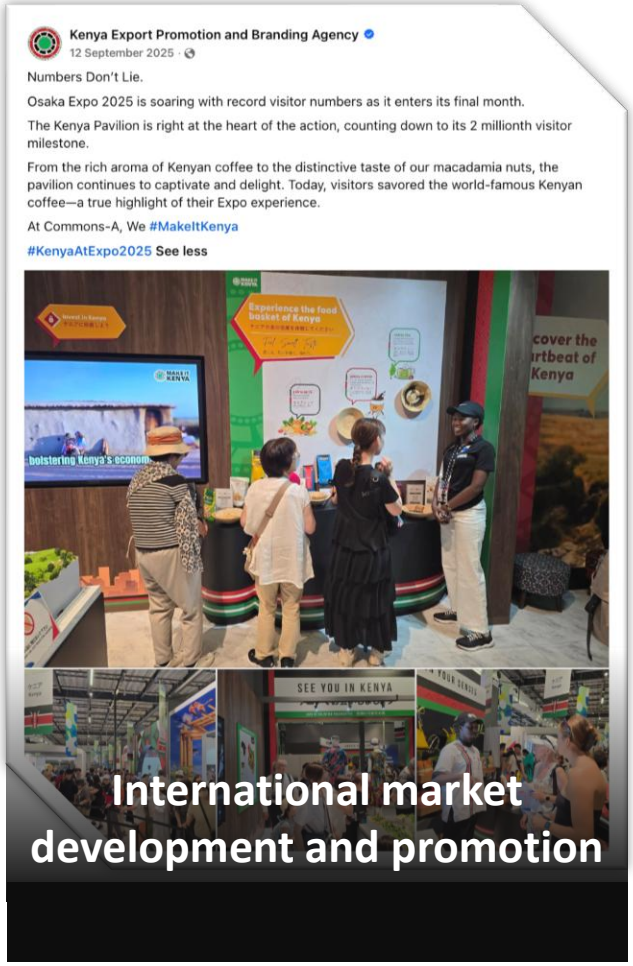
# What we Do

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**Product development and adaptation**




**International market development and promotion**



**Nation branding**










KEPROBA, in partnership with the Tea Board of Kenya (TBK) and Kenya Tea Development Agency (KTDA), supported 20 tea companies from the East and West Rift Valley to enhance product packaging and branding.

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# Tea Tourism

Real Experiences creates lasting value



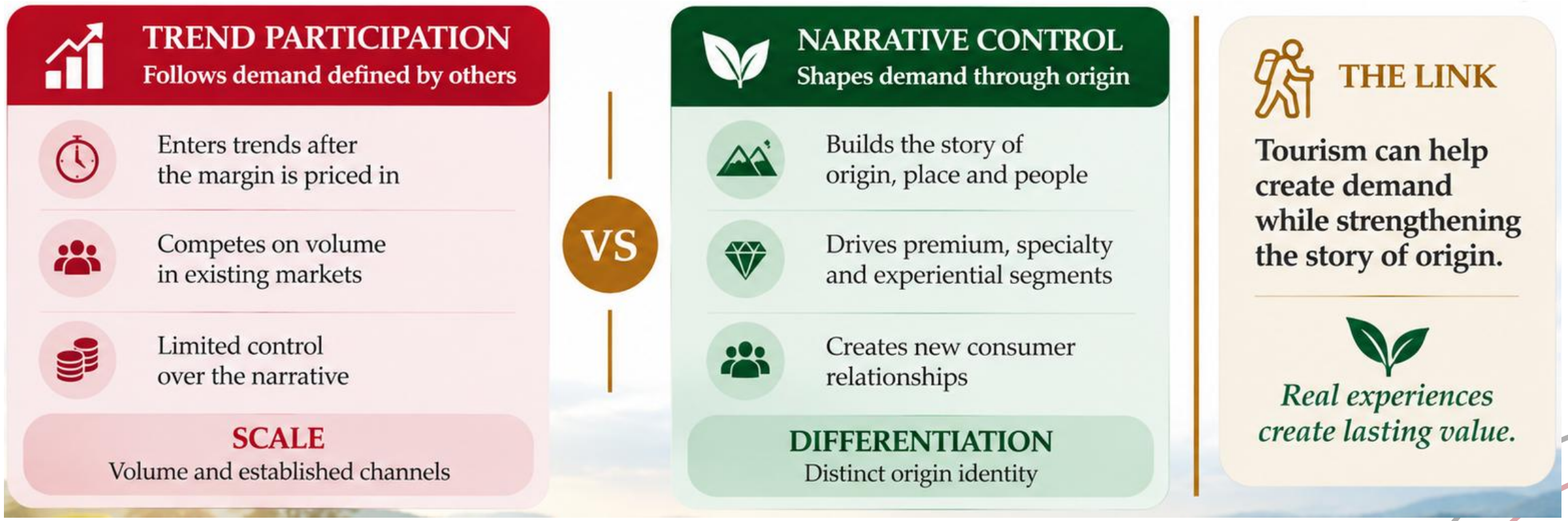
# Follow/Shape Demand

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*Trend Participation vs Narrative Control*

**The Question - Should African tea follow global consumption trends, or shape new demand of its own?**



# Where are consumers Moving

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**1.38 million kg — value-added tea exports** shipped to 34 destinations in January 2025 · Tea Board of Kenya

### Ready-to-Drink (RTD) tea

CONSUMER PROPOSITION
Convenience & portability

KENYA OPPORTUNITY
**Bottled/canned Kenyan tea, iced tea**

### Tea bags & pyramid bags

CONSUMER PROPOSITION
Convenience & consistency

KENYA OPPORTUNITY
**Higher-value retail products**

### Specialty & single-origin tea

CONSUMER PROPOSITION
Quality, provenance & exclusivity

KENYA OPPORTUNITY
**Premium Kenyan origins**

### Flavoured & blended teas

CONSUMER PROPOSITION
Variety & lifestyle

KENYA OPPORTUNITY
**Tea + fruits, herbs & spices**

### Wellness teas

CONSUMER PROPOSITION
Health & wellbeing positioning

KENYA OPPORTUNITY
**Compliant functional / wellness products**

### Café & hospitality channel

CONSUMER PROPOSITION
Tea as an experience

KENYA OPPORTUNITY
**Hotels, cafés, restaurants & tourism**

### E-commerce / direct-to-consumer

CONSUMER PROPOSITION
Convenience & discovery

KENYA OPPORTUNITY
**Kenyan brands reaching consumers directly**

### Corporate & gifting

CONSUMER PROPOSITION
Premium presentation

KENYA OPPORTUNITY
**Kenyan tea gift sets & curated collections**

# A Strategy of Follow + Shape

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Kenya does not have to choose — it can follow demand and **shape it.**

## FOLLOW DEMAND

- Monitor consumer trends
- Identify fast-growing consumption channels
- Market intelligence by age, income & lifestyle
- Adapt packaging and formats
- Identify emerging markets & consumer segments

## SHAPE DEMAND

- Develop Kenyan tea brands
- Create new consumption occasions
- Tell stronger Kenyan-origin stories
- Develop premium & specialty products
- Social media & influencers for younger consumers
- Partner with cafés, hotels, airlines & retailers
- Promote tea as an experience, not a commodity

**KEY QUESTION —** *Are we merely responding to changing consumer preferences, or creating the products, experiences and brands that will define the next generation of tea consumption?*

# Narrative Shape

Where the story is told matters

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*"Most people who drink black tea are drinking Kenya — without knowing it."*






**CONSUMER MAY SEE THE BRAND, NOT THE ORIGIN**

Most African tea is sold through auctions or international brands. Many tea drinkers are unaware that Kenya is among the world's leading tea exporters.

**TELL THE STORY AT SOURCE**

Visitors encounter landscape, growers, processing and culture. Destination branding can strengthen origin recognition and carry the story into export markets.

# Narrative Control

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## What the Visitor can actually experience

| TEA HARVESTING | FACTORY VISIT | TEA TASTING | BUY DIRECT | SHARE THE STORY |
|---|---|---|---|---|
|  |  |  |  |  |
| Get hands-on in the tea fields | See how tea is processed | Taste and discover unique Kenyan teas | Buy authentic Kenyan tea | Capture and share the experience |

## Tourists Become Ambassadors

Tourism as a physical-to-digital demand funnel

1. **Visit Kenya**
   A tourist arrives and discovers the origin first-hand.
2. **Experience Kenyan Tea**
   Sees the plantation, meets the producer, tastes the product.
3. **Connect with the Story**
   Origin, people, landscape and craft become memorable.
4. **Share the Experience**
   Social media, reviews and word-of-mouth extend the reach.
5. **Purchase Kenyan Tea**
   Buying at home, from brands met on the journey.
6. **Become a Repeat Consumer**
   Advocacy and loyalty in the home market

# Kenyan Destination Branding Arch

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*The Power in Story Telling*

Kenya exports **93%** of its tea as bulk commodity — nameless, origin-stripped, blended away.

**WHO CURRENTLY CONTROLS THE NARRATIVE?**

| UK Blenders | Pakistani Importers | Commodity Markets | Chinese Buyers |
|---|---|---|---|
| Yorkshire, Twinings, PG Tips brand it British; UK keeps the premium. | 41% of Kenya tea (2023): bulk, unbranded, repacked. | Mombasa Auction prices by grade — not origin or story. | Now a top-3 source — no place, story or brand yet. |

**HOW TEA TOURISM RETURNS CONTROL**

### Origin Authentication
"I drank it where it grows" — credibility no ad budget can buy.

### Cultural Capital
Kenya becomes a tea-origin nation, not a bulk supplier.

### Geo-Brand Building
"Kericho Black", "Nandi Purple" as GI place brands — the Darjeeling model.

### Digital Amplification
19 counties × TikTok × Xiaohongshu; KEPROBA anchors the "From Kenya" brand.

# Kenyan Destination Branding Arch

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## Reframing the Asset

***Tea is already a destination story***



*Visitors in a Kenyan tea garden experiencing both the destination and the product.*

**LANDSCAPE**

*See where the tea begins*

Highlands, estates and scenery.

**PEOPLE**

*Meet the people behind the leaf*

Growers, pickers and processors.

**PROCESS**

*Experience leaf-to-cup*

Harvesting, factory and leaf-to-cup.

# Kenyan Destination Branding Arch

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## COMMODITY VIEW

**Tea is a traded commodity, valued primarily by volume, price and market transactions**

→

## DESTINATION VIEW

**Tea becomes an experience, valued for its origin, people, landscape and story.**

***Tourism makes origin tangible. Visitor sees it, experiences it, tastes it and takes the story home***






# Kenyan Destination Branding Arch

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## *Own the Story of Origin*

The narrative can shift from *"Kenya produces high-quality tea"* to ***"Kenya is the home of distinctive tea landscapes, craftsmanship, culture and premium tea experiences."***

| TRADITIONAL NARRATIVE | | DESTINATION-BRAND NARRATIVE |
|---|---|---|
| Kenya produces tea | → | **Kenya offers a distinctive tea experience** |
| Bulk commodity | → | **Origin-based product** |
| Tea factory | → | **Tea craftsmanship** |
| Tea plantation | → | **Kenyan landscape & heritage** |
| Export product | → | **Global Kenyan brand** |
| Consumer buys tea | → | **Consumer connects with Kenya** |

Tourism builds the connection: **place → product → people → brand**

# Kenyan Destination Branding Arch

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### A WORLD-RENOWNED KENYAN TEA

From our highland farms to the perfect cup, Kenyan tea is quality, heritage and flavour.

### ICONIC WILDLIFE

Combine tea experiences with Kenya's world-famous wildlife and national parks for unforgettable journeys.

### RICH CULTURE

Showcase our people, traditions, cuisine and warm hospitality through tea experiences.

### A SUSTAINABLE FUTURE

Highlight responsible production, community benefits and environmental stewardship.

### HEALTH AND WELLNESS

Position Kenyan tea and tea landscapes as a natural path to wellbeing, relaxation and a balanced lifestyle.

***Brand Narrative** - Use tea tourism experience to reinforce Authenticity, Origin and Quality.*

# The Payoff

*How Tea Tourism Creates Value*

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## What consumers are looking for

CONSUMER SIGNALS

**TRACEABILITY**
Knowing where products come from.



**TRANSPARENCY**
Seeing how products are produced.



**AUTHENTICITY**
Origin stories and real production experiences.




**DIRECT INTERACTION**
Contact with producers and source communities.



**SUSTAINABILITY**
Ethical and sustainable products.



*Turning consumer aspirations into real economic opportunities for Kenya.*

## The payoff extends beyond visitor numbers

ECONOMIC BENEFITS

1. **DIRECT TEA SALES**
Increased purchases of branded teas.



2. **HOSPITALITY REVENUE**
Hotels, lodges and restaurants.



3. **EMPLOYMENT**
Tour guides, estate workers and marketers.



4. **BRAND VISIBILITY**
Global recognition of Kenyan tea origins.




5. **EXPORT MARKET DEVELOPMENT**
Visitors can become future buyers.



6. **PREMIUM POSITIONING**
Greater willingness to pay for origin tea.

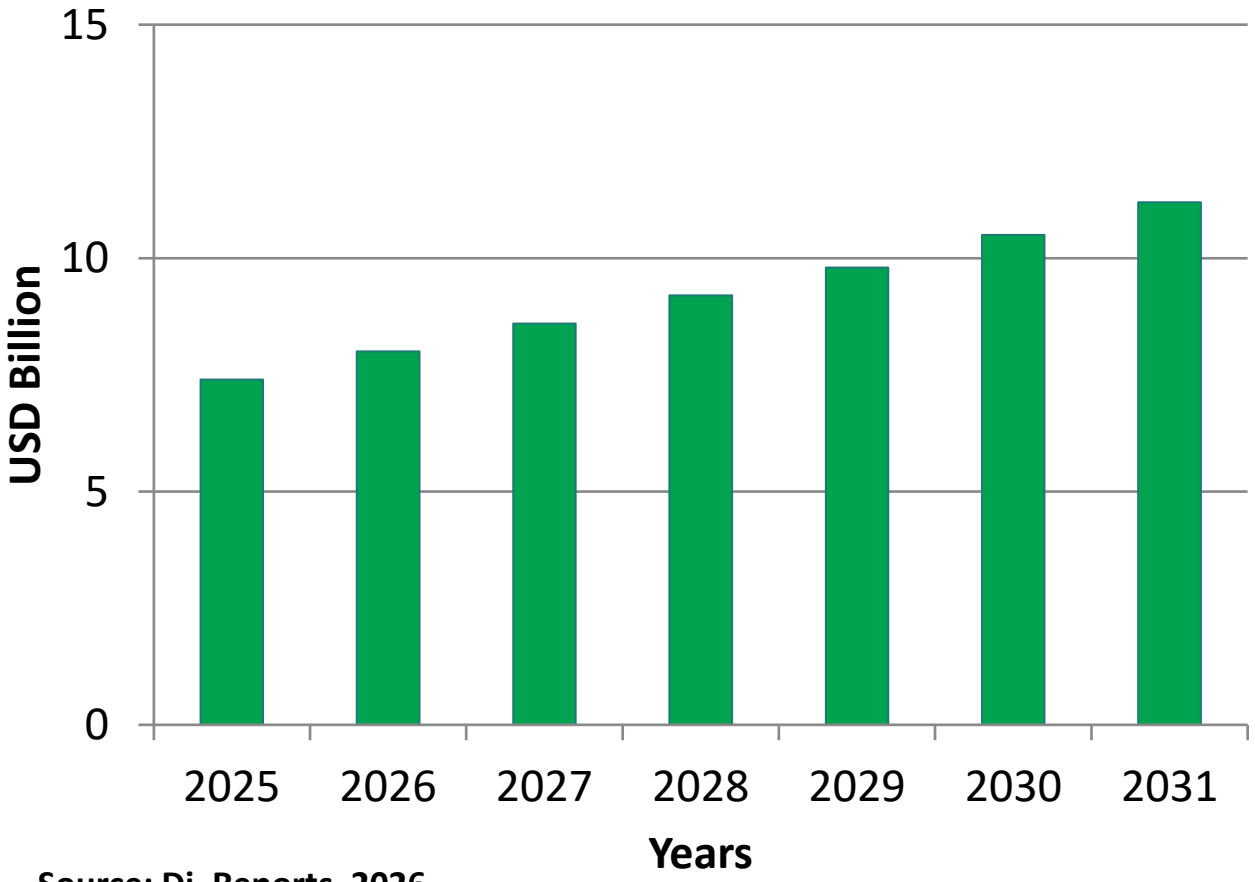



***Tea Tourism gives Kenyan Tea a mechanism to not only respond to Consumer Preferences but also to shape the preferences through distinct experiences at origin.***

# The Payoff

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## Projection of Global Tea Tourism Market Size




Source: Di, Reports, 2026

**2025**
**USD 7.5 bn**
Tea tourism market

**2031**
**USD 11.23 bn**
Projected market

**Forecasted CAGR of 7.2% from 2026 to 2034**

**A growing market signals room for tea to compete through experience, not only through volume.**

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# The Opportunity for Kenya







# The Opportunity for Kenya

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*The opportunity is to turn existing assets into an origin experience.*

**Kenya has the production and destination assets to connect the two worlds**

### PRODUCTION STRENGTH

- Leading black tea exporter
- Established tea-growing regions
- Strong smallholder participation
- Existing export relationships

### TOURISM STRENGTH

- Established global destination
- International visitor flows
- Tourism infrastructure and connectivity
- Tea landscapes can extend the destination story

### SUSTAINABILITY + ORIGIN

- Renewable-energy investment in tea processing
- Strong smallholder participation
- Distinctive highland landscapes and tea heritage








# Strategic Opportunity

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**These assets can be integrated into a National "Tea Experience Kenya" strategy linking:**

**1 TEA TRAILS**

Kericho tea trails and estate visits



**2 MUSEUMS + TASTING**

Tea museums and tasting centres



**3 FESTIVALS + WELLNESS**

Tea festivals and wellness retreats



**4 HARVEST + PROCESS**

Harvesting and factory experiences



**5 EXPORT ENGAGEMENT**

Buyer engagement and export promotion activities



# The Opportunity for Kenya

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*The opportunity is to turn existing assets into an origin experience.*

**Africa produces 26% of the world's tea — yet captures <2% of global tea tourism revenue.** ***The gap is the opportunity.***

Tourism creates demand for products beyond bulk black tea — one visitor at a time.

| | | | |
|---|---|---|---|
| **Specialty & single-origin teas** | **Premium packaged teas** | **Tea gift boxes** | **Flavoured & blended teas** |
| Rare origins, provenance and story | Retail-ready Kenyan brands | Premium presentation and gifting | Tea with fruits, herbs and spices |
| **Kenyan tea-based beverages** | **Tea-and-food pairings** | **Wellness-oriented tea experiences** | **Tea merchandise & souvenirs** |
| Ready-to-drink and café menus | Hotels, restaurants and tasting menus | Health and wellbeing occasions | Extends the brand beyond the cup |

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# The Strategic Message







# The Strategic Message

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*Call to the Room.*

### 1 KENYA TEA ROUTE

**Branded multi-county route:**

Limuru → Kericho → Nandi → Mt Kenya.



**CONNECT**

### 2 INVESTMENT PROGRAMME

Public–private Fund for boutique lodging, trails, visitor centres, booking.



**ENABLE**

### 3 GEOGRAPHICAL INDICATIONS

Register geographical indications for tea origins



**PROTECT**

### 4 TEA AS A TOURISM PRODUCT

**Position tea alongside:** safari, beach & culture. Target ITB, WTM, ATM, CIIE.



**POSITION**

### 5 DOMESTIC NARRATIVE

"Kenya's Tea Begins Here"

urbanites, diaspora, corporate retreats



**ACTIVATE**

**Tourism makes origin visible.** › **Branding makes origin recognisable.** › **Value addition makes origin commercially valuable.** ›

**"By 2030, Kenya — Africa's premier tea tourism destination · protected GIs · USD 100M+ premium export value a year. *Beyond the Leaf starts here.***

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# CONTACT US

SCAN HERE FOR MORE


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## Don’t just export Kenyan tea

**Export the *experience of Kenya* through tea**