



## MAGICAL KENYA TRAVEL EXPO 2026

# Seminars: Topics and Schedule

6 – 8 October 2026 · Uhuru Gardens, Nairobi

The theme for this “**Digital Transformation and Artificial Intelligence: Shaping the Future of Tourism**”.

The Seminar Topics are as follows:

### **Topic 1. Data Governance and Artificial Intelligence in Tourism**

*How Kenya’s Tourism Sector Can Harness AI and Data to Drive Smarter, More Competitive and More Equitable Growth*

**(Wednesday, 6th October 2026 | 10.00 am – 1.00pm)**

#### **Objective:**

AI in tourism is as much a governance challenge as a technology one. This seminar examines where Kenya stands, where the gaps are, and what the sector must build to ensure data and AI deliver value across the entire tourism value chain, not just for the platforms that aggregate it.

#### **Sub themes:**

- AI in Tourism Operations: Personalization, Efficiency and the Human Balance
- Data, Investment and the AI Infrastructure Kenya Must Build
- Cybersecurity and Digital Trust Across Kenya's Tourism Platforms

### **Topic 2. Digital Transformation in the Tourism Sector; along the traveler’s journey**

*How Digital Tools and Intelligence are Reshaping Every Stage of the Travel Experience, from Discovery to Departure and Beyond*

**(Wednesday, 6th October 2026 | 2.00pm – 5.00pm)**

**Objective:**

Digital transformation is not a back-office initiative. It plays out at every single touchpoint of the traveler's journey; from the moment a destination is searched to the review posted after the flight home. This seminar examines how Kenya's tourism sector can use digital tools, data, and innovation to deliver a seamless, competitive experience at every stage, while also building the intelligence infrastructure that drives smarter marketing, stronger products, and more inclusive growth.

**Sub themes:**

- The Seamless Visitor Journey: From First Search to Final Review
- Tourism Intelligence and Innovations

**Topic 3. Tourism Preparedness and Resilience Beyond Global Crisis**

*Building the Risk Management, Insurance and Health Security Frameworks that Kenya's Tourism Sector Cannot Afford to Operate Without*

**(Thursday, 8<sup>th</sup> October 2026 | 10.00 am – 1.00pm)**

**Objective:**

Kenya's tourism sector has survived every disruption it has faced, from post-election violence to COVID-19 to the 2024 protests, largely on the strength of the product and the determination of individual operators. Surviving on resilience is not the same as being built for resilience. This seminar examines the three systems the sector must put in place before the next crisis arrives: a travel insurance market that actually serves operators and visitors, a health security framework that extends beyond Nairobi into the field, and a coordinated crisis management and business continuity architecture that responds faster and smarter than anything Kenya has deployed before.

**Sub themes:**

- Travel Insurance as a Strategic Asset for Operators and the Destination
- Health Security and Pandemic Preparedness Across the Tourism Value Chain
- Crisis Management and Business Continuity in a Volatile Operating Environment

**Topic 4. The Creative and Entertainment Economy: Culture, Content and Digital Storytelling as Tourism Growth Engines.**

*How Music, Film, Sports, and the Creator Economy are Redefining Kenya's Destination Identity and Unlocking New Visitor Markets*

**(Thursday, 8<sup>th</sup> October 2026 | 2.00pm – 5.00pm)**

**Objective:**

Kenya's creative and tourism sectors have been operating in parallel for too long, each generating value independently without deliberately amplifying the other. This session challenges both sectors to recognise each other as strategic partners and to move from coincidental overlap to coordinated growth. The conversation will be frank about whether Kenya's events calendar, film infrastructure, and sports assets are commercially structured to drive tourism at all, and ambitious about what becomes possible when they are. Expect concrete proposals for a creator content strategy, a screen tourism framework, and a high-yield MICE and sports tourism agenda that positions Kenya competitively in segments it currently underserves.

**Sub themes:**

- The Creator Economy and Digital Content as Kenya's Most Scalable Marketing Asset
- Film, Streaming and Screen Tourism as Destination Marketing Multipliers
- Sports Tourism and MICE: High-Yield Segments that Demand a Different Conversation