



**MINISTRY OF TOURISM AND WILDLIFE
OFFICE OF THE CABINET SECRETARY**

FOR IMMEDIATE RELEASE

**REAFIRMING OUR COMMITMENT TO CONSERVATION AND
VISITOR SAFETY IN THE MAASAI MARA NATIONAL RESERVE**

Nairobi, Kenya – August 20, 2025 - The Ministry of Tourism and Wildlife has noted the widely circulated footage from the Maasai Mara showing visitors outside their tour vans in close proximity to wildlife during the ongoing wildebeest migration.

The County Government of Narok, through the Chief Warden, has clarified that this occurred at the flooded Purungat Gate, where visitors had alighted while waiting for the water to subside.

While this context is important, the Ministry remains deeply concerned by the images, given the global sensitivity surrounding conservation and the Maasai Mara's critical role in Kenya's international reputation.

Kenya is a global leader in conservation and sustainable tourism, and the Maasai Mara Wildebeest migration is one of the world's most extraordinary natural events and a wonder of the world. The Government remains steadfast in its commitment to protecting our natural heritage, ensuring that conservation efforts are upheld as a cornerstone of our national identity and global reputation.

It is imperative that all stakeholders—Government, tour operators, and visitors—uphold the highest standards of conduct to protect both wildlife and visitor safety.

To support the County Government of Narok's management of the Maasai Mara National Reserve, the Ministry recommends the following actions:

1. Strict Enforcement of Park Rules

- Tour operators must ensure visitors remain in vehicles at all times, except in designated areas.
- Narok County, with support from the Ministry and Kenya Wildlife Service, should increase ranger presence and strengthen enforcement, particularly at sensitive crossing points.

2. Accountability of Tour Operators

- Drivers, guides, or companies permitting clients to disregard park regulations will face disciplinary or legal consequences.

3. Visitor Safety and Wildlife Protection

- Visitor safety and wildlife protection are paramount. Preventing dangerous interactions safeguards both lives and conservation integrity.

4. Joint Oversight and Awareness

- The Ministry will collaborate with the County Government of Narok to streamline regulations, harmonise visitor management, and run awareness campaigns for visitors and operators.
- Clearer signage and visitor education will be introduced at key gates and migration viewing points to prevent recurrence.

Kenya's tourism future is anchored in our ability to protect both visitors and wildlife. We must act decisively to preserve the Maasai Mara's integrity, uphold visitor safety, and demonstrate Kenya's unwavering commitment to conservation.

Together, we can ensure the Maasai Mara Wildebeest migration remains not only one of the world's greatest natural spectacles but also a symbol of Kenya's leadership in conservation.

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