

Hon. Rebecca Miano, EGH
Cabinet Secretary
Ministry of Tourism and Wildlife
Republic of Kenya

Stampersgat, 16th of September 2025

Subject: several incidents showing irresponsible tourism in Kenya

Honorable Ms Rebecca Miano,

Kenya is a global leader in conservation, and eco-tourism plays an important role for the survival of wildlife in your country. We have always been a big supporter of this since Kenya has always been one of the leaders when it comes to sustainable tourism. One of the essentials in sustainable tourism is that local tour operators and guides should maintain a respectful distance of wildlife at all times.

Unfortunately these guidelines have been treated with contempt as shown in various recent footage which has gone viral on social media channels. Footage which shows a [cheetah being surrounded by vehicles](#) as well as [lions trying to catch a buffalo](#), hindered by a lot of cars. The latter also shows the severe danger for tourists when local guides engage conduct like this.

This kind of tourism can not be called responsible eco-tourism and certainly is not sustainable tourism. Animals such as the cheetah, are already under a lot of pressure. And negative tourism is a factor [contributing to even more pressure](#).

We think tourism like this, damages the critical and essential role which Kenya plays in the maintaining and preservation of endangered wildlife. It's also damaging Kenya's international reputation of leadership in conservation and eco-tourism.

We are grateful you recently spoke out against misconduct during the Maasai Mara Wildebeest Migration in a [press release](#). We therefore hope that you will take a firm stand when it comes upon the suggested actions mentioned in this press release. Not only during this Migration or in the Maasai Mara, but by enforcing these actions at all times, in all National Parks and Reserves.

We think that actions such as disciplinary and legal consequences for drivers, guides or companies which disregard globally accepted rules for sustainable tourism, are now essential to safeguard wildlife in your country. It is as well of the utmost importance if Kenya wants to maintain the global leader in eco-tourism.

Best Regards,

Simone Eckhardt

Director stichting SPOTS

