



FOR IMMEDIATE RELEASE

Kenya Airways Reinforces Commitment to "Fly Kenya" Initiative

February 7th March 2025 – Kenya Airways today held strategic deliberations with key government stakeholders in a strategic move to promote the seamless adoption of the Fly Kenya policy for government travel. This engagement is Kenya Airways active move to foster stronger partnerships, build capacity for government travel agents, innovate solutions to support wider adoption and develop mechanisms to facilitate integration of the policy within government agencies.

“Today’s engagement reflects our shared commitment to the success of the ‘Fly Kenya’, noted Julius Thairu, Chief Commercial and Customer Officer at Kenya Airways. “Our goal is to position Kenya Airways as the go-to partner for government travel management. To achieve this, we remain dedicated to enhancing our services, providing efficient air travel solutions and strengthening our partnership with the Government of Kenya,” he added.

Since its introduction in 2016, the government policy prioritizing the national carrier for air travel by government ministries, departments, and agencies (MDAs), has struggled with low compliance. This is primarily due to the lack of enforcement mechanisms. The proposed integration of FOTIMS (Financial and Operational Travel Information Management System) by Kenya Airways is crucial to enhance transparency, efficiency, and adherence.

Speaking at the gathering, Arthur Osiya Chief of Staff Public Service Commission remarked, “We are committed to working closely with Kenya Airways to streamline processes and ensure seamless integration of the air travel policy. Fly Kenya positions the airline as a key enabler of efficient government service delivery; ensuring government officials have access to enhanced and affordable travel solutions.”

The policy is an extension of the government's support for the airline, aimed at strengthening the carrier’s financial sustainability, fostering national pride in the nation’s aviation industry, and enhancing Kenya’s global connectivity and competitiveness.

Further demonstrating its commitment to this initiative, Kenya Airways launched the Asante Executive hub at the Kenyatta International Convention Centre (KICC) in September 2024—providing customized travel solutions for government officials, including flexible booking options, competitive fares, priority ticketing and dedicated customer service support.

Through continued engagement, the airline aims to strengthen collaboration with the Kenyan government to streamline policy implementation across all government agencies. This will not only improve uptake due to government endorsement but also enhance tracking and reporting, ultimately contributing to the growth of the national carrier and supporting broader economic development in the country.

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About Kenya Airways:

Kenya Airways (KQ), *The Pride of Africa*, is a leading African carrier on a mission to propel Africa's prosperity by connecting its people, cultures, and markets. We fly to 45 destinations worldwide, 37 of



which are in Africa, connecting over 5 million passengers and over 70,000 Tons of cargo annually through our Hub at Nairobi's Jomo Kenyatta International Airport.

As the sole African carrier in the SkyTeam Alliance, we open up a world of possibilities for our customers, connecting them to over 1,060 destinations in 173 countries. We take pride in offering a delightful flying experience with a caring African touch. Our exceptional African hospitality has consistently earned us global recognition including being named Africa's Leading Airline by World Travel Award in 2024 and the prestigious Skytrax World Airline Awards as the Best Airline Staff and Best Airline Cabin Crew in Africa in 2024.

For more information, visit www.kenya-airways.com or call our 24-hour Customer Services Desk at +254 20 327 4747. We are also available on Twitter: @KenyaAirways & @KQSupport, Facebook: @OfficialKenyaAirways, and Instagram: @OfficialKenyaAirways.

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