

## FOR IMMEDIATE RELEASE

### Kenya Airways Tees Off Partnership with Njoroge Kibugu to Drive Kenya's Sports Tourism

**Nairobi, Kenya, 21<sup>st</sup> April 2026** \_ Kenya Airways has today unveiled a strategic partnership with Kenyan professional golfer Njoroge Kibugu, marking a deliberate move to elevate Kenya's presence in the global sports and premium travel market.

Kibugu, one of the country's most exciting emerging golf talents, has steadily built his profile through standout performances on regional and international circuits, including the Magical Kenya Open, where Kenya Airways is the title airline sponsor. The tournament has reached over 544 million households globally, delivering thousands of hours of international broadcast exposure, and contributing an estimated USD 7 million to the Kenyan economy through travel, hospitality, and event services.

This collaboration underscores the growing power of sports tourism as an economic driver for Kenya. The agreement will enable Kibugu to travel internationally, supported by Kenya Airways, and collaborate on the design and development of Kenya Airways-branded golf apparel, which will be available through Kenya Airways outlets for golf enthusiasts, among other initiatives. Beyond the partnership, this move signals the continued evolution of Kenya Airways' strategic narrative towards a brand that enables experiences, influence, and global visibility. By aligning with a talent like Kibugu, the airline is championing Kenyan excellence on the world stage.

"This is bigger than a partnership. It's about backing a Kenyan story that deserves a global stage. Njoroge represents the kind of quiet excellence and resilience that doesn't always shout but always delivers. That's something we deeply strive to achieve at Kenya Airways," said Julius Thairu, Kenya Airways Chief Customer and Commercial Officer.

This partnership reinforces Kenya Airways' commitment to promoting Kenya as a leading global destination while supporting local talent and contributing to the growth of sports tourism as a key driver of economic development.

**-ENDS-**

#### **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 42 destinations worldwide, 33 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 the prestigious Skytrax World Airline Awards where we were honoured with the Best Airline Staff and Best Airline Cabin Crew in Africa in 2024.*



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