

NBO-NYC

11TH • JAN • 2018





Kenya Airways is opening
sales for its first flight from
Nairobi to the USA



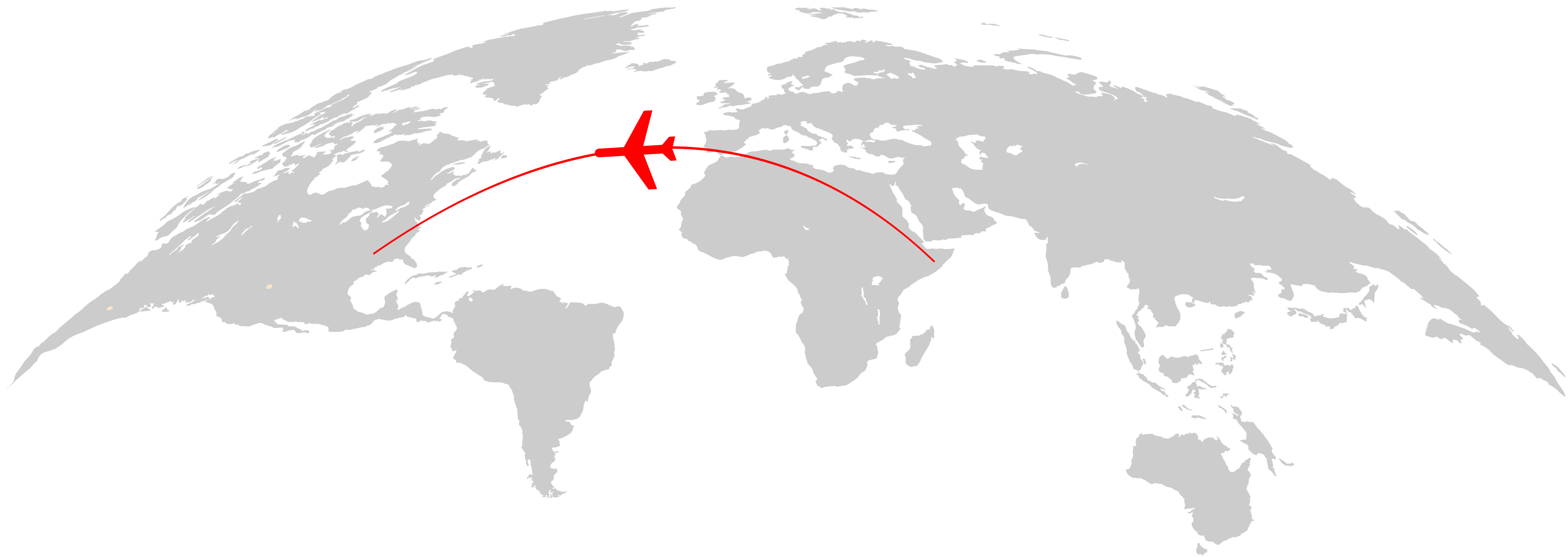


Why the USA?



1

We already fly to Africa, Europe, Middle East, Indian Sub-Continent and Asia. This will be an essential piece of the puzzle.





② The USA market fits with our core segments:
Corporate and Premium Leisure

48 American companies and international organizations have their regional hubs in Nairobi





The U.S.A. is Kenya's top tourist source market. 95,771 tourists visited Kenya between Jan – Oct 2017, a 20% increase in traffic every year for the past 2 years.



3

This will allow us to offer a unique product for our customers:
The only non-stop daily flight between East Africa and the USA.



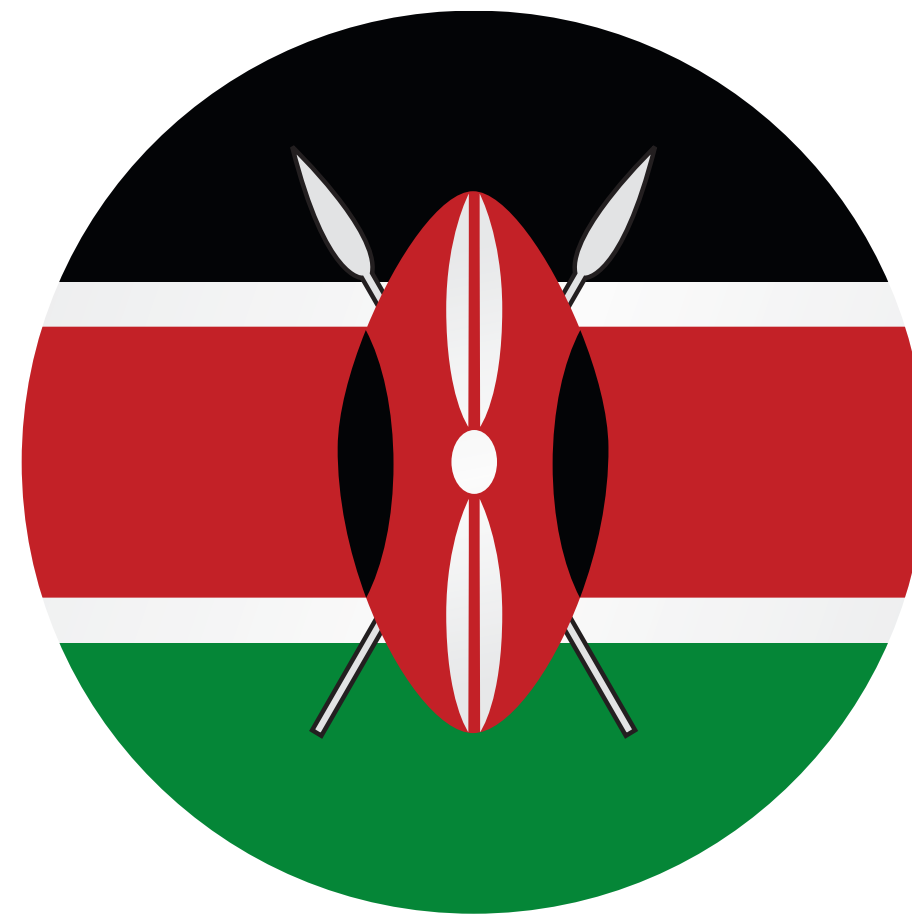
The background of the slide is a close-up, high-resolution image of the Kenyan flag. The flag features a black triangle at the top, a white triangle at the bottom, and a red triangle in the center. A white circle is positioned in the center of the red triangle, containing a black and white Maasai shield. The flag is shown waving, with folds and creases visible.

4

Our flight will have a direct impact on the Kenyan economy:

- It will generate direct and indirect employment opportunities
- It will boost trade between Kenya and the US, both in terms of services and goods
- It will stimulate tourism across the country

 We will connect more than 2 Cities,
we will also connect East Africa to the USA.



UGANDA



TANZANIA



SOUTH SUDAN



MAURITIUS



RWANDA



ETHIOPIA

...



#NBO NYC DAILY





A daily non-stop flight, both ways.

AL / FNo	ORIG	DEST	DEPT LT	ARR LT
KQ_002	NBO	JFK	23:25	06:25+1
KQ_003	JFK	NBO	12:25	10:55+1



The first ultra long haul from KQ:

- 15 hours west bound
- 14 hours east bound

NEW YORK ●

NAIROBI ●





An ultra long haul flight
requires ultra resources:

4 
PILOTS

12 
**FLIGHT
ATTENDANTS**

85
**TONNES
OF FUEL**

Our Dreamliner to / from the USA:



234

**TOTAL
PASSENGERS**

30

**PREMIER
WORLD**

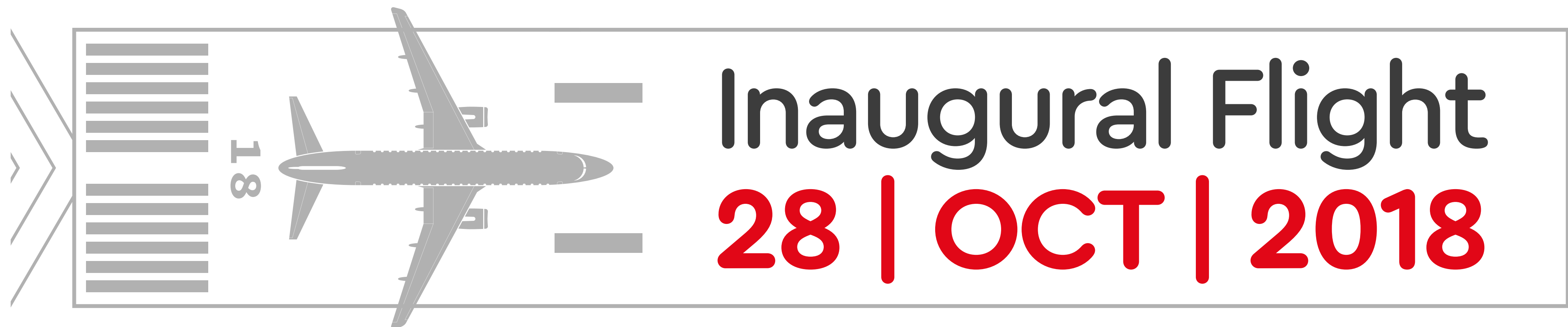
204

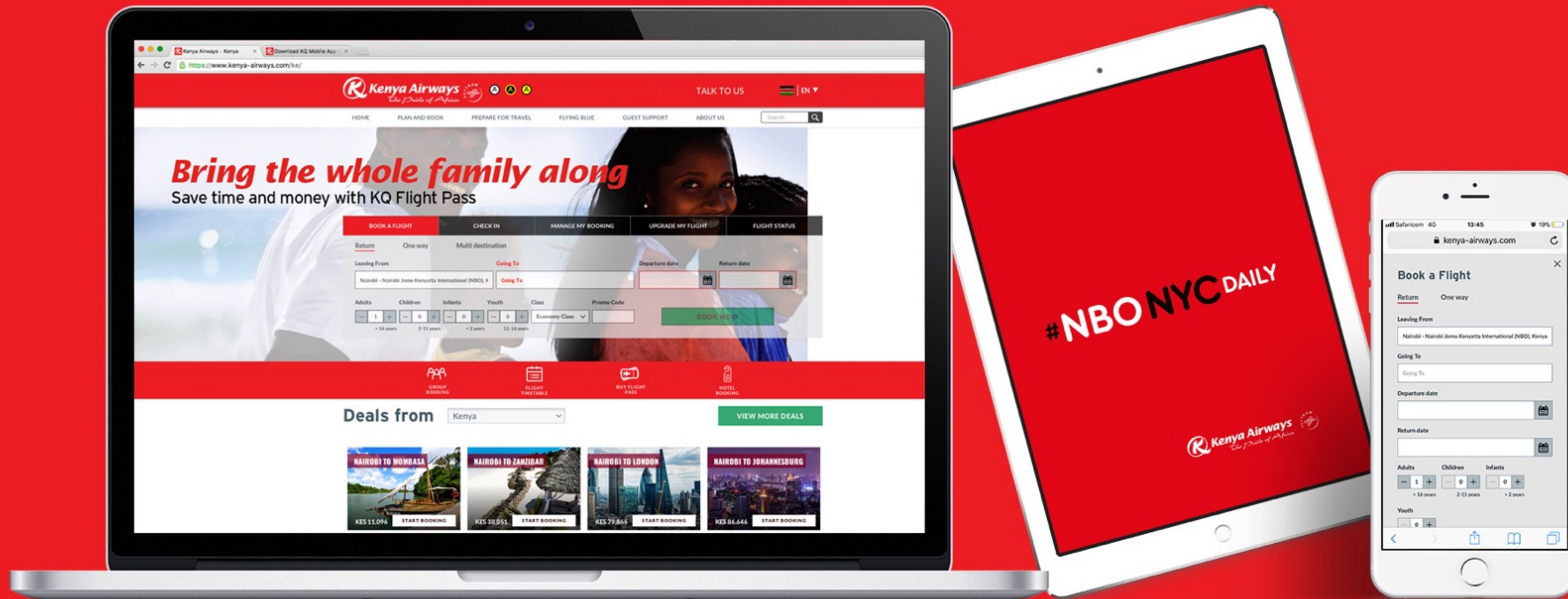
**ECONOMY
CLASS**



We will offer our
Signature Product, both in
Business Class and Economy







#NBO NYC DAILY





Pending Homeland Security.



Kenya Airways

The Pride of Africa

