



FOR IMMEDIATE RELEASE

Date: June 10, 2025

PRESS RELEASE

FATAL TOURIST BUS ACCIDENT ALONG OL JOROROK–NAKURU ROAD

The Tourism Regulatory Authority (TRA) is deeply saddened to confirm a tragic road accident that occurred on **June 9, 2025**, at the Gichaka area along the **Ol Jororok–Nakuru Road** involving a tourist service vehicle operated by **Marhaba Holidays**.

The bus was transporting **28 international tourists of Indian origin** and **3 local crew members** from the **Maasai Mara National Reserve** to **Panari Resort in Nyahururu** for an overnight stay when it veered off the road and rolled into a ditch.

Regrettably, **five (5) tourists lost their lives**, and **twenty-six (26) others sustained varying degrees of injuries**. The injured were promptly evacuated and are currently receiving medical attention at **Nyahururu County Hospital** and **J.M. Memorial Hospital**. The Tourism Regulatory Authority extends its **deepest condolences** to the families, friends, and loved ones of those who lost their lives in this heartbreaking incident. We also express our sincere wishes for a **speedy and full recovery** to those who were injured.

CALL FOR ENHANCED COMPLIANCE AND SAFETY IN TOURISM TRANSPORT

In light of this unfortunate event, the Tourism Regulatory Authority reiterates its commitment to ensuring the safety and well-being of all tourists visiting Kenya. We **urge all tour operators and Tourist Service Vehicle (TSV) owners** to:

- Ensure all vehicles are **roadworthy and compliant** with TRA licensing requirements.
- Employ **qualified and certified drivers and tour guides**, in possession of valid licences.
- Adhere strictly to the **safety and operational standards** set by the Authority.



TRA continues to work closely with other government agencies to monitor and regulate the tourism sector to uphold the highest safety standards and protect the image and integrity of Kenya as a premier tourism destination.

Further investigations into the cause of the accident are underway, and the Authority is collaborating with relevant agencies to provide necessary support to the victims and their families.

For more information, please contact:

Tourism Regulatory Authority

Email: dg@tra.go.ke/info@tra.go.ke | Tel: 0701444 777

Website: www.tra.go.ke

Signed.

Norbert Talam

DIRECTOR GENERAL

