

# Kenya Targets Increased Global Viewership for 2024 Safari Rally

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/EINPresswire.com/ -- Kenya has set an ambitious target for the 2024 World Rally Championship (WRC) [Safari](#) Rally event as it aims to hit 100 million in global broadcast viewership. In 2022, the WRC Safari Rally Kenya attracted an astounding 80 million TV viewers in 150 countries, making it one of the largest and most followed sporting events globally. Media reports from last year's edition had not been published by the time we went to press.

New WRC Safari Rally Kenya Management Installed, Itinerary Unveiled

Preparations for this year's WRC Safari Rally competition, which marks the third round of the 2024 World Rally Championship series, have entered the crucial homestretch in Kenya.

In February, the country's Cabinet Secretary for Youth Affairs, Arts and Sports, Mr. Ababu Namwamba, set the ball rolling with the appointment of Charles Gacheru as the new CEO of the WRC Safari Rally Kenya.

Gacheru took over from Phineas Kimathi and will hold the position for three years, bringing his wealth of experience in corporate sports management to the forefront of Kenya's Safari Rally scene.



2024 Kenya Safari Rally



2024 WRC in Kenya

Additionally, CS Ababu also unveiled the Oversight Team for WRC in a move that further strengthened the governance structure of the Safari Rally. The CS named the legendary Kenyan rally driver Jim Kahumbura as the Event Director, with himself as Chair, and Peter Tum, who is the Principal Secretary in the State Department of Sports, serving as Vice-Chair.

Speaking during the inauguration of the event's senior management team, the Cabinet Secretary said:

"We have selected a great team that includes experienced and young officials for this important event. The Safari Rally has had an immense impact on the Kenyan heritage and we pride ourselves as a nation with this championship."

"I call upon the team to harmoniously work together and create an atmosphere for fellow countrymen and women so that they can sample the taste of the rally," he added.

On the other hand, organizers for the 2024 WRC Safari Rally Kenya have announced a raft of changes to the itinerary to make this year's event more exciting and memorable once again.

Among the changes, the 2024 Safari Rally will revert to its traditional Easter weekend this year. It will now run from March 28th to 31st in Nairobi and Naivasha, marking a significant shift from the latest editions which were held in June.

The change is anticipated to take this high-octane event a notch higher in terms of vigor as it coincides with the Easter Holidays, a time when Kenyans traditionally take a break from their daily routines, which means more spectators would make it to Naivasha to savor the thrill of motorsport.

The venue for the flag-off and ceremonial finish podium could also change for this year's Safari Rally. The flag-off point for the iconic event has been moved to its traditional Kenya International Convention Center (KICC), signaling a departure from last year's starting location at Uhuru Park.

Furthermore, talks are underway to have the championship concluded at the Hells Gate National Park Power Stage. The Wildlife Research and Training Institute (WRTI) has previously been run as the [Kenya Safari](#) Rally's super special stage for the awards ceremony and post-event press conference.

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