

## **Abstract**

Tourism is one of Kenya's highest contributors to the economy. However, it faces image related challenges. To remain competitive, Tourism Destination Kenya (TDK) may employ deliberate branding strategy aimed to enhance the destination's personality. This study sought to examine the relationship between branding strategy and the destination's personality. The study employed cross-sectional survey targeting population of international consuming tourists (*ICT*). Data was collected using self-administered questionnaires from 1474 *ICT* and was analyzed using factor analysis and multiple regression. The study concluded that the branding strategy employed significantly influences the brand personality of TDK. It established that TDK's personality is anchored on adventure and friendliness exhibited by local residents. The DMO's brand personality may be based on: interaction with TDK and nature of the TDK product. TDK's personality may be projected as adventurous with a reliable local community.

The main contribution of this study is that it provides a framework for branding TDK filling in the gap from lack of previous studies in branding Kenya.

***Key Words: Destination, Branding, Personality, TDK***