



SERENA HOTELS

SAFARI LODGES AND CAMPS
HOTELS • RESORTS

PRESS RELEASE

Amboseli Serena Safari Lodge takes Silver spot at the African Responsible Tourism Awards 2017

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A documentary showcasing Amboseli Serena Safari Lodge's initiative on best partnership for poverty reduction was announced as the Silver winner of the African Responsible Tourism Awards 2017 at a ceremony held at the Cape Town International Conference Centre South Africa, on 20th April 2017.

<https://www.youtube.com/watch?v=fLRcWw4tAPo>

In a special ceremony held during the ongoing World Travel Market Africa 2017 exhibition in Cape Town South Africa, **Serena Hotels** took the Silver position of Best partnership for poverty reduction from a selection of finalists gathered from around Africa, with its best partnership for poverty reduction initiative that

The United Nations General Assembly declared 2017 as the International Year of Sustainable Tourism for Development recalling the potential of tourism to advance the 17 Sustainable Development Goals (SDGs) In this International Year of Sustainable Tourism for Development the industry needs to recognise the positive impacts that businesses in the tourism sector have on peoples' livelihoods and well-being. The International Year aims to support a change in policies, business practices and consumer behavior towards a more sustainable tourism sector than can contribute effectively to the SDGs.

Speaking before a packed audience of over 100 tourism professionals, media, ministers and officials, Heidi van der Watt, managing director of Better Tourism Africa pinpointed what makes the Award winners the leaders in responsible tourism in Africa:

"Our winners have a vision that extends beyond the commercial – linking business success with the wellbeing of local communities and the longevity of their environments. They want to make profits with principles, communicate balance sheets alongside beliefs, and won't undermine passion in the pursuit of professionalism. They are resilient, determined, humanizing advocates for their destinations. They are the future of tourism in Africa."

Judges reasons' for Amboseli Serena Safari Lodge's initiative winning: A partnership with Amboseli Serena Safari Lodge, International Labour Organisation, African Pro-Poor Tourism Development Centre, and Tech for Trade has given a new lease on life for the women of Kimana's Women's Group. This group of HIV+ infected and socially affected small scale women farmers has become the main supplier of fresh vegetables and herbs to the lodge. Ownership of their own land, working capital to bridge credit periods and strengthened business skills and quality assurance ensure consistency and quality of supply, and have won the women additional clients. Serena Hotels plan to replicate this supply chain model in the Tsavo and Mara regions in where the hotel group has safari lodges as well. This will expand the empowering benefits of long-run income, food security and improved health and nutrition to more households.

About Responsible Travel

Responsible Travel is the world's leading market place for small and tailor-made tour operators, all screened for their commitment to responsible tourism. Responsible Travel connects these operators with people looking for real & authentic holidays. Starting with just 2 tour operators in 2001 we've become the leading place to find tours from over 400 small & specialist tour companies in 197 countries. As tourism grows globally the opportunity for authentic experiences diminishes, and the impacts of tourism on places & local people (not always positive) grows. We've found the secret to authentic travel is treating local people & places responsibly.

In addition, Responsible Travel:

- campaigns for positive change in the travel and tourism industry.
- is publishing an expanding collection of open, honest travel guides

CEO Justin Francis has been included in Courvoisier's The Future 500, Thames and Hudson's 60 Innovators Shaping Our Creative Future and taken his place on the Advisory Board of the International Centre for Responsible Tourism.

About Amboseli Serena Safari Lodge

Set against the magnificent backdrop of Africa's highest mountain, the glittering Mount Kilimanjaro, the luxury Amboseli Serena Safari Lodge enjoys a uniquely privileged position at the heart of this world-famous national park.

Secluded within a grove of acacia trees, the safari lodge looks out over the golden savannah plains, with uninterrupted views of the mountain itself. Close by are a series of emerald green swamps, which are fed by the melting snows of Kilimanjaro. These, the only sources of water in this otherwise starkly beautiful but arid park, attract huge numbers of wallowing elephants, hippos, buffalos and plains game. Meanwhile, from the prehistoric site of Observation Hill, the sunset over Kilimanjaro is magnificent.

At the centre of 'Maasailand', the lodge's décor reflects the brilliant primary colours and iconic shapes representative of these legendary warriors. At the heart of the lodge, shaded by palm trees, is a free-form swimming pool; on either side of which stretch the rooms. Each room is housed in a single storey building opening directly on to the grounds, each reflecting a Maasai manyatta theme: each with its own hand-painted wall frescos. Activities include daily game drives in custom-built traditional safari vehicles, 'sundowners' on Observation Hill, bush breakfasts, bush dinners, Maasai dance performances, visits to Maasai villages and tree-planting programmes.



Karin Sieberhagen (center) Sales and Marketing Manager, Serena Hotels, South Africa office receives the award.

MANAGEMENT

Tourism Promotion Services (TPS), Serena Hotels

Serena Hotels offers quality accommodation in a collection of 24 up-market hotels, safari lodges, camps and resorts within 6 countries in the Eastern Africa region (Kenya, Tanzania, Zanzibar, Uganda, Rwanda and Mozambique) and 11 properties in Asia (Afghanistan, Pakistan and Tajikistan). These properties are strategically located to offer exciting circuits for guests in some of the most exquisite and prime locations in Eastern Africa and Asia. With a focus on product, service standards and guest satisfaction, Serena Hotels continues in its quest to be the hotel of choice for the discerning traveller providing guests with quality accommodation, conference and holiday solutions.

Serena takes pride in the level of personal care and warmth of welcome that it extends to its guests. Each Serena property is designed to complement its environment, while nurturing the landscape, culture and community that surrounds it. The Serena Group leads the industry in East African eco-awareness and eco-policy implementation.

Serena's hotels, safari lodges, camps and resorts distinguish themselves through their contribution to the local economies, their good governance, the training of skilled manpower, the involvement of craft industries and through sensitive conservation of the surrounding areas. This includes placing priority on the hiring and training of nationals in the locations in which Serena Operates.

Contact Information:

For more information, contact Serena Hotels at: Tel +254 20 2842000/ 2842333

Reservations Email: cro@serena.co.ke

Website: www.serenahotels.com;

Facebook: www.facebook.com/serenahotels

Twitter: www.twitter.com/serenahotels

Blog: www.theserenaexperience.com