



SERENA HOTELS

SAFARI LODGES AND CAMPS  
HOTELS • RESORTS

## PRESS RELEASE

### NEW HALLMARKS OF EXCELLENCE FOR SERENA HOTELS IN THE ECOTOURISM ARENA

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Serena Hotels are pleased to announce that **Serena Beach Resort & Spa, Mombasa** has for the first time attained the Gold Level Eco-rating Certification after an assessment carried out by Ecotourism Kenya and the Eco-rating Technical Committee. This is the third Serena Unit in Kenya to be Eco-rated. Through a vigorous re-assessment, **Sweetwaters Serena Camp** has for its second consecutive year retained its Gold level Eco-rating certification and last year **Lake Elmenteita Serena Camp** was also certified for the Gold Level Eco-rating certification which is still valid.

What a gratifying year it is turning out to be for Serena Hotels as it has not been even a month since Serena Hotels received the Africa's Leading Green Hotel 2016 recognizing Nairobi Serena Hotel at the World Travel Awards 2016 that we now announce the above mentioned Accolades in the Ecotourism Arena.

Ecotourism, as with sustainable development and business practices is dynamic and must respond to the changing environmental, socio and economic trends. Serena Hotels believes that irresponsible tourism must be consigned to the past as we understand that the discerning traveler of today is committed to ensuring that the hotels they stay at contribute in a sustainable and sensitive manner towards the eco-system, culture and national heritage of the destination. Mr. Mahmud Jan Mohamed, Managing Director of Serena Hotels mentioned that, "at Serena Hotels, Ecotourism and Corporate Social Responsibility means corporate culture, a culture which holds the Company's responsibility not only for making profit, but also for the conditions under which profits are made. Finding a balance between financial success, social responsibility and protecting the environment is a fundamental approach that lies at the heart of Serena Hotels corporate culture and is reflected in our corporate values".

The Ecotourism Kenya certification is awarded through an annual assessment exercise which rates the facilities compliance to ecotourism principles and best practices. The monitoring is carried out annually to ensure continued improvement and in view of the above mentioned achievement, Serena Hotels Management would like to thank each member of the Serena Team for the support and exemplary dedication on the ecotourism and sustainable business practices front which has enabled the Company to continue to receive recognition in the form of awards and accolades for over a decade.

## MANAGEMENT

### About:

#### **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, Mozambique, Rwanda, Tanzania, Uganda and Zanzibar) and 11 properties in Asia (Afghanistan, Pakistan and Tajikistan). Our properties are strategically located to offer exciting circuits for our 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 Tourism Promotion Services is the tourism arm of the Aga Khan Fund for Economic Development (AKFED), an international development agency. AKFED is a major shareholder of TPS Eastern Africa Limited (listed on the Nairobi Securities Exchange) and has majority shares in TPS. AKFED promotes tourism by building, rehabilitating and managing Hotels, Resorts, Palaces, Forts, Safari Lodges and Camps in selected areas of the developing world that contribute to economic growth and the overall investment climate in an environmentally and culturally sensitive manner.

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