



SERENA HOTELS

SAFARI LODGES AND CAMPS
HOTELS • RESORTS

Press Release:

SERENA HOTELS SCOOPS 12 MAJOR COVETED AWARDS AT THE 2016 WORLD TRAVEL AWARDS IN ZANZIBAR.

April 2016: It was a victorious night for Serena Hotels , East Africa’s leading hotel group, scooping 12 awards including the top Award **,Africa’s Leading Hotel Brand** at the 2016 World Travel Awards held at Diamonds La Gemma dell'Est in Zanzibar, Tanzania.

Regarded as the “Oscars” of the travel industry according to the Wall Street Journal, the World Travel Awards acknowledge, reward and celebrate excellence across all sectors of the global tourism and travel industry. We are delighted to announce that we have been voted for, and won:

- 1.) **Africa's Leading Hotel Brand 2016:** Serena Hotels
- 2.) **Africa's Leading Green Hotel 2016:** Nairobi Serena Hotel, Kenya

- 3.) **Kenya's Leading Business Hotel 2016:** Nairobi Serena Hotel

- 4.) **Tanzania's Leading Hotel 2016:** Dar es Salaam Serena Hotel
- 5.) **Tanzania's Leading Hotel Suite 2016:** Presidential Suite @ Dar es Salaam Serena Hotel
- 6.) **Tanzania's Leading Boutique Hotel 2016:** Zanzibar Serena Hotel
- 7.) **Zanzibar's Leading Hotel 2016:** Zanzibar Serena Hotel

- 8.) **Uganda's Leading Hotel 2016:** Kampala Serena Hotel
- 9.) **Uganda's Leading Hotel Suite 2016:** Presidential Suite @ Lake Victoria Serena Resort

- 10.) **Rwanda's Leading Hotel 2016:** Kigali Serena Hotel

- 11.) **Mozambique's Leading Hotel 2016:** The Polana Serena Hotel
- 12.) **Mozambique's Leading Hotel Suite 2016:** Presidential Suite @ The Polana Serena Hotel

Serena Hotels bagged top honors with Nairobi Serena Hotel named Africa’s Leading Green Hotel. This is the second time that the hotel has won this award, an acknowledgement of the hotel’s and the group’s continued commitment to sustainable business practices.

In Uganda, Lake Victoria Serena Golf Resort and Spa won the award for Uganda’s Leading Presidential Suite. And now Guest’s staying at Lake Victoria Serena Golf Resort and Spa can look forward to a whole new experience with the opening of its state of the art golf course facility , 9-hole soon to 18-hole with spectacular views of Lake Victoria.

In Tanzania, Serena Tanzania stands tall with 4 awards, with Dar es Salaam Serena Hotel recognized as Tanzania's Leading Business Hotel, besides the honor of having 'Tanzania's Leading Hotel Suite'. Zanzibar Serena Hotel, in Stone town on the island of Zanzibar is 'Zanzibar's Leading Hotel' and Tanzania's 'Leading Boutique Hotel'.

In Rwanda, for the 5th year in a row, Kigali Serena Hotel retained its top position as Rwanda's Leading Hotel.

In Mozambique, the Polana Serena Hotel, one of Maputo's most majestic architectural gems, won two awards Mozambique's Leading Hotel as well as Mozambique's Leading Presidential Suite.

Nominated companies for the World Travel Awards are voted online by individuals and travel agents globally on issues such as customer relations, creativity, and quality of service, standards, guest satisfaction, product innovation and business acumen. The results of this are then inspected and reviewed by a group of industry experts. All votes are internally audited to ensure the validity of each individual vote.

Speaking after receiving the awards, Mr. Mahmud Janmohamed, the Managing Director said 'It is our staff who make it happen, their commitment to excellence is beyond doubt and management appreciates their continued efforts. We wish to thank all our esteemed clients, business partners and supporters for voting for us and for believing in us. We promise we shall continue to endeavor to lift the Serena Experience to greater heights'

About the Serena Group

The Serena Group portfolio of 24 Safari Camps, Lodges, Hotels and Resorts are located in Kenya, Tanzania, Zanzibar, Uganda, Rwanda and Mozambique, in some of the most evocative, exotic and enchanting destinations of the world. The Group also offers eleven properties in Afghanistan, Pakistan and Tajikistan.

Serena takes pride in the level of personal care and warmth of welcome that they extend to their 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 field in East African eco-awareness and eco-policy implementation insisting upon eco-complementary architecture; the use of local materials, skills and labour; waste recycling; pollution-reduction and non-CFC use; solar and wind generation, low energy-use devices and heat recovery systems. The group also hosts a number of revolutionary tree planting and indigenous plant re-stocking projects; butterfly breeding; and turtle-protection projects.

MANAGEMENT

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