



SERENA HOTELS

SAFARI LODGES AND CAMPS  
HOTELS • RESORTS

*Press Release:*

## **SERENA HOTELS WINS SATOA AWARD**

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***Picture above shows Alison Whitfield of Ethos Marketing, Serena Hotels UK Marketing Representative receiving the award on behalf of Serena.***

29/09/15: The champagne was flowing at the BBar in London on 17 September 2015 for the 4<sup>th</sup> annual SATOA Awards, celebrating tourism excellence in Africa. Voted for by both the travel industry and consumers, these 9 awards provide an excellent barometer of the winners' performance and popularity in the UK and Ireland.

Serena Hotels, which jointly won the award for the “Best Corporate Social Responsibility Programme” has been in existence for over four decades and continues to strengthen its mark in the hospitality industry with its current portfolio of 24 properties in Africa and 11 properties in Asia that provides guests with quality accommodation, conference and holiday solutions in some of the most exquisite and prime locations. The company’s sustainable business practices and corporate social responsibility initiatives demonstrates its belief that it is not just about philanthropy and compliance, but also about holistic issues such as how the company manages its economic, social and environmental impact; how we handle responsibilities in the workplace, marketplace, supply chain and within the community. Serena Hotels are recognized for making outstanding contribution in an integrated ethical approach towards local economic and human resource development; building economically sound enterprises in the developing world; environmental conservation while seeking to maximize on the socio-economic benefits to the

local economy; community support, investment and development; and promoting awareness of local culture and national heritage in a sensitive manner.

Mahmud Jan Mohamed, Managing Director of Serena Hotels said that “ We firmly believe that irresponsible tourism must be consigned to the past, as we understand that today’s traveller is more discerning, better informed and committed to ensuring that the hotels they stay at, contribute in a sustainable manner, towards the eco-system and culture of the destination. This recognition of our efforts is momentous and we thank all those who voted for Serena Hotels.”

Ulusaba also won a CSR Award for their impressive Pride ‘n Purpose programme.

Other winners on the night included African Pride for Best Tour Operator (trade), while Best Tour Operator (direct sell) went to Real Africa. On the accommodation side, Ulusaba Rock Lodge won Best Property 20 Rooms or Less, while Cape Grace took the prize of Best Property 20+ Rooms. The Best Safari Award went to Sabi Sabi and South African Tourism was voted Best Tourist Board. Best Retail Agent went to Travel Matters and Best Travel blog/journalist was The Travelista.

For more information on Serena’s CSR initiatives please visit [www.serenahotels.com](http://www.serenahotels.com)

## **MANAGEMENT**

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